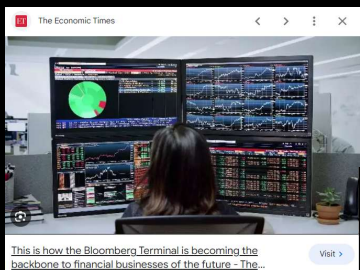


USA+4 DMAs – P21+ Viewers of the DAYTONA 500!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P21+ who Watched the DAYTONA 500 in the past 12 months as of August 31, 2025.



SILVER FALCON
CAPITAL



P21+



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

Special TV sports programs watched past 12 months: Daytona 500



6.6% or 17,177,596 of USA Adults 18 or older Watched the DAYTONA 500 in the past 12 months.
 Typical Adults 18 or older who Watched the DAYTONA 500 in the past 12 months are 57.2 years old (14.2% older than average) and have a \$117,400 (22.6% higher than average) annual household income.

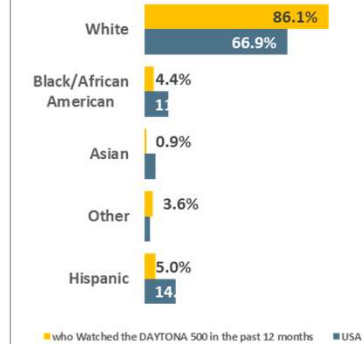
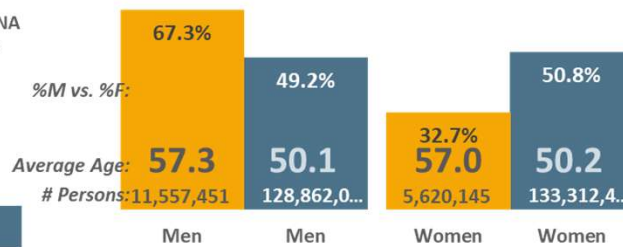
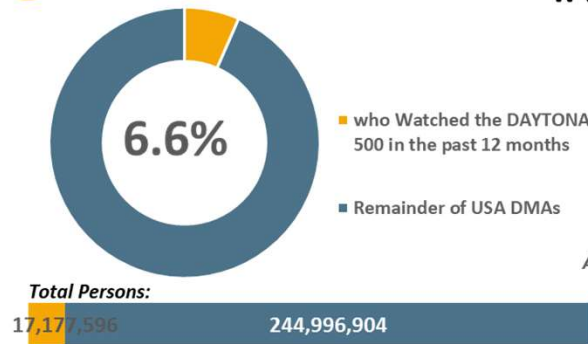


Percent of Market: Adults 18 or older

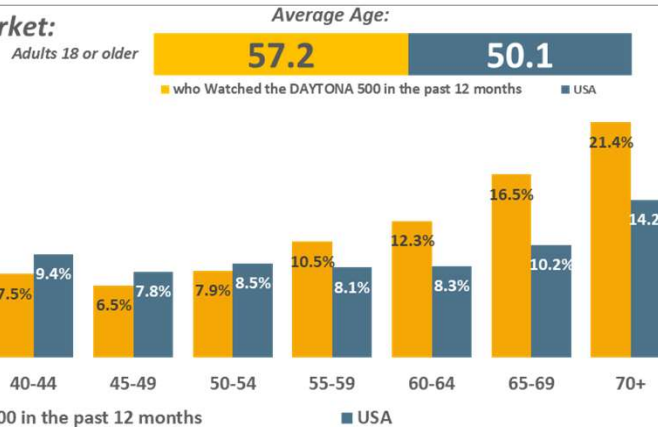


Gender of Target vs. Market: Adults 18 or older

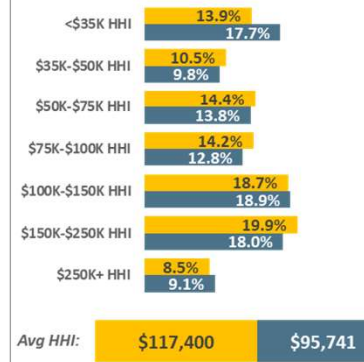
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:
 \$117,400 (Target)
 \$95,741 (Market)



5.9% or 428,401 of CHI DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Typical Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 57. years old (14.9% older than average) and have a \$127,613 (18.3% higher than average) annual household income.

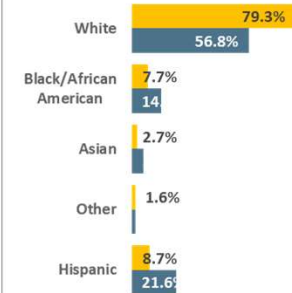
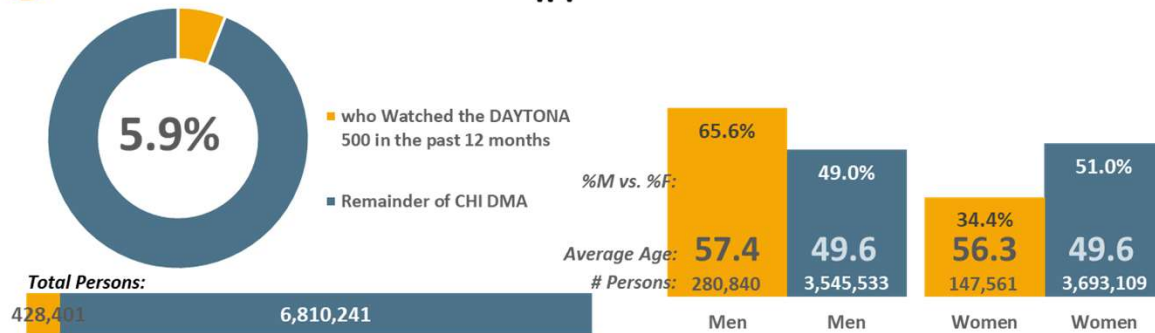


Percent of Market: Adults 21 or older

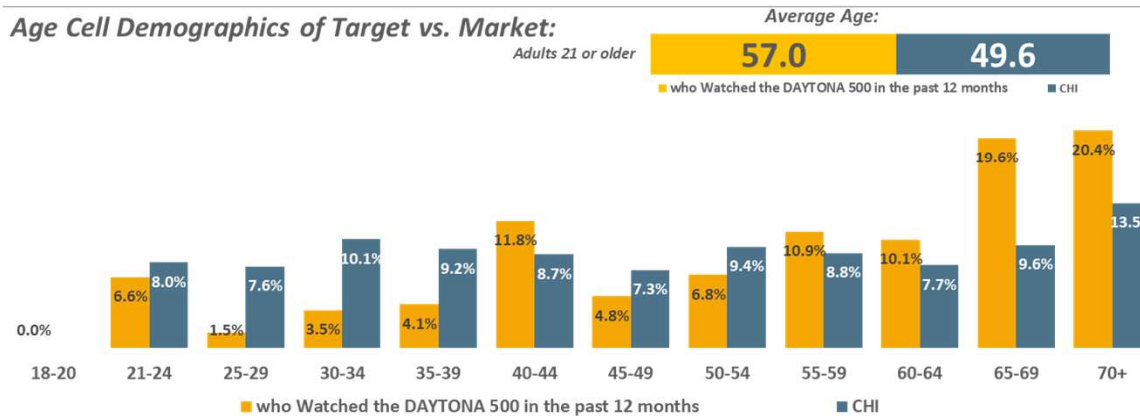


Gender of Target vs. Market: Adults 21 or older

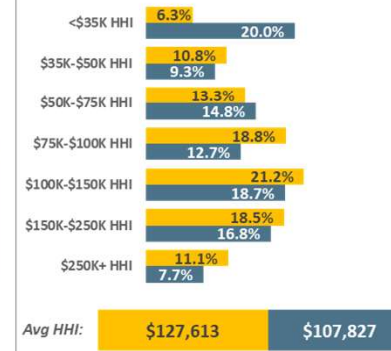
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





5.3% or 284,934 of WDC DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Typical Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 56.4 years old (13.2% older than average) and have a \$137,618 (.5% lower than average) annual household income.

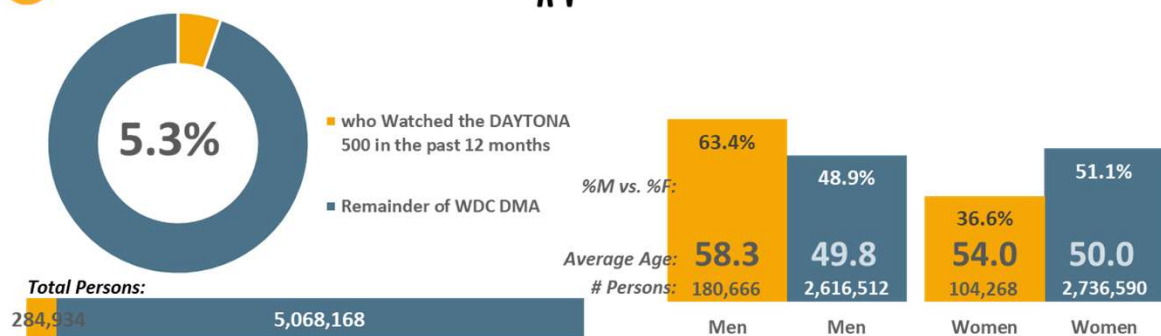


Percent of Market: Adults 21 or older

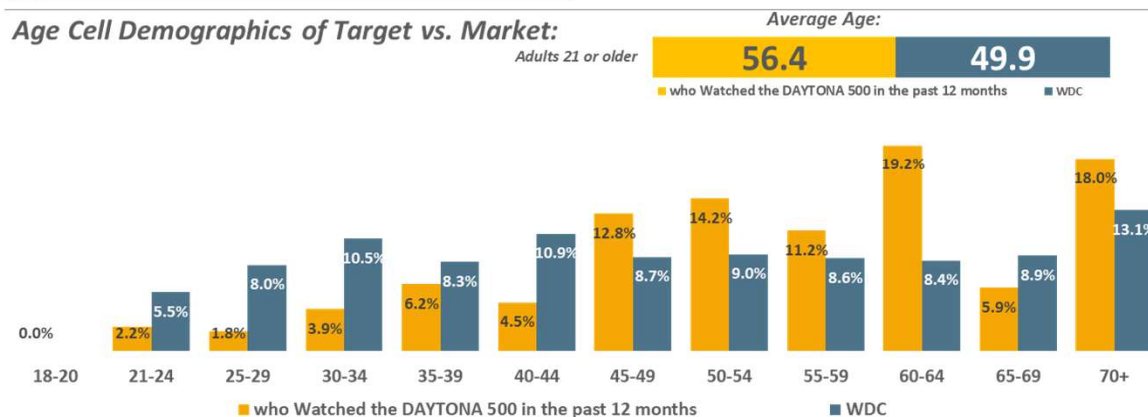


Gender of Target vs. Market: Adults 21 or older

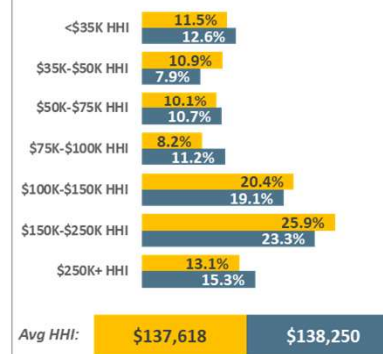
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





6.2% or 270,357 of SEA DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Typical Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 57.6 years old (17.2% older than average) and have a \$99,273 (21.1% lower than average) annual household income.

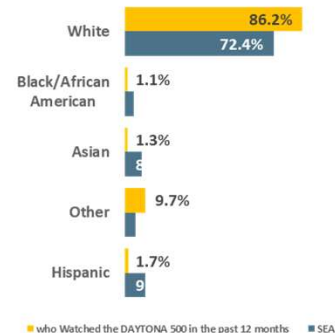
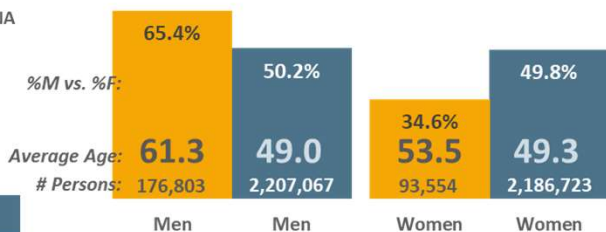
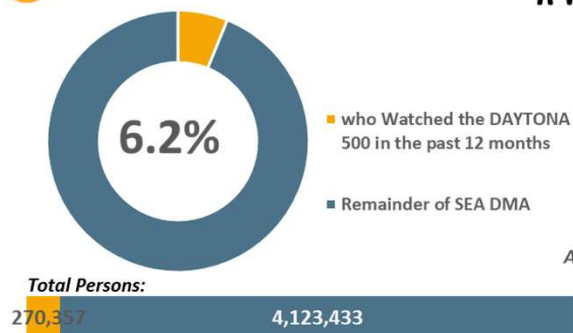


Percent of Market: Adults 21 or older

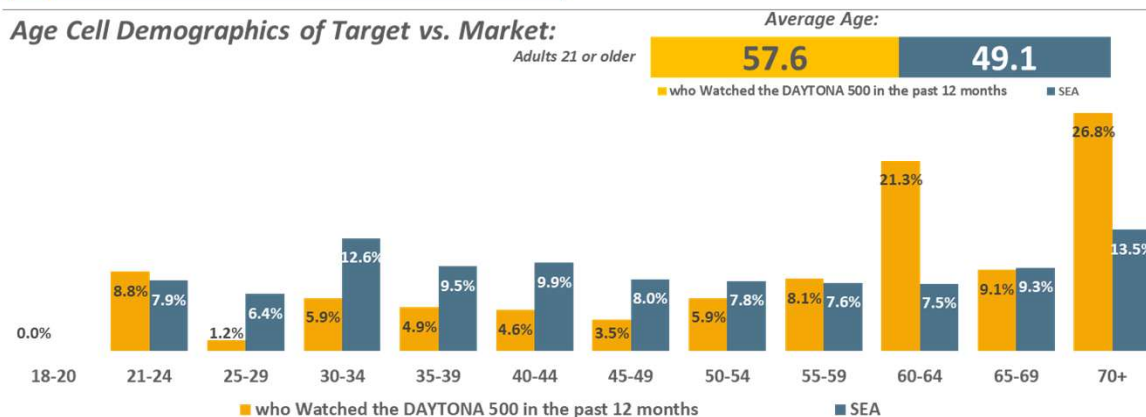


Gender of Target vs. Market: Adults 21 or older

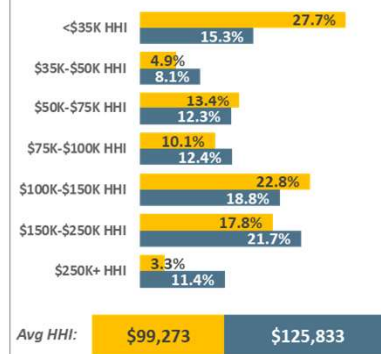
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





6.9% or 313,025 of PHX DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Typical Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 61. years old (22.% older than average) and have a \$115,297 (9.3% higher than average) annual household income.

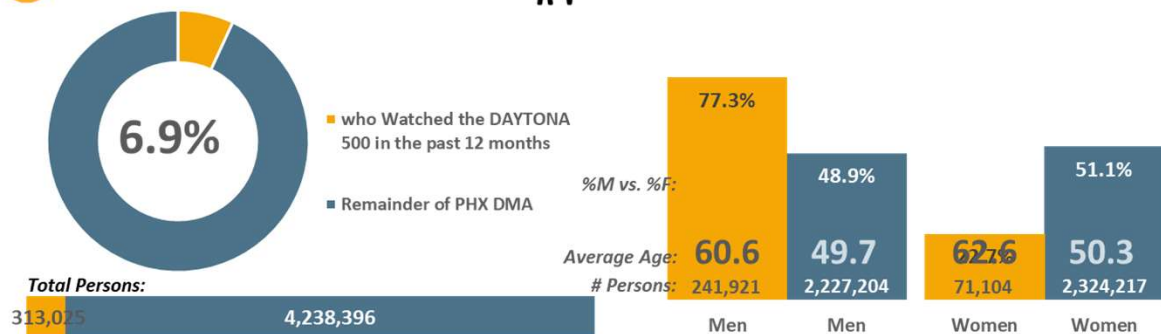


Percent of Market: Adults 21 or older

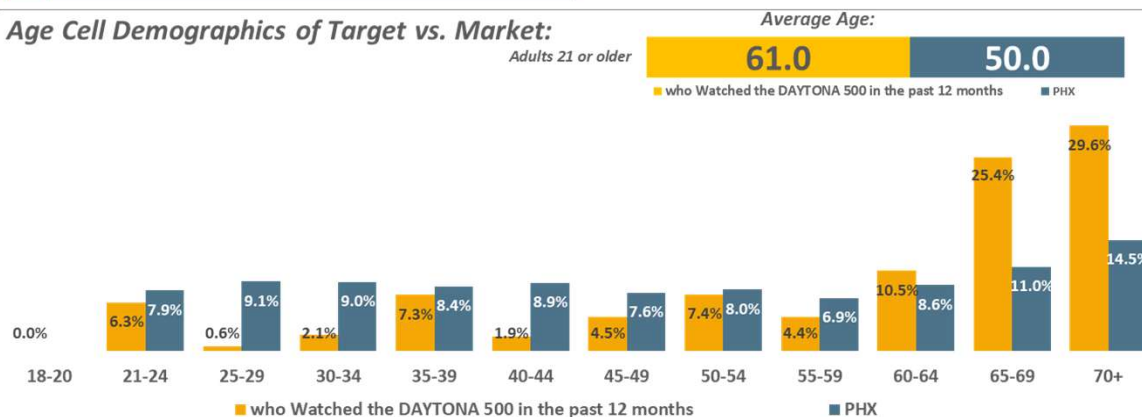


Gender of Target vs. Market: Adults 21 or older

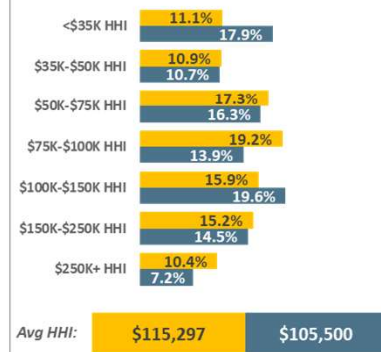
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

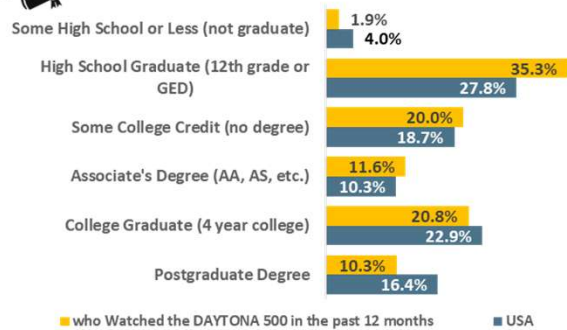




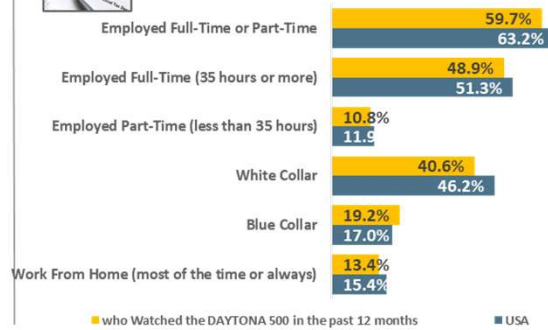
6.6% or 17,177,596 of USA Adults 18 or older Watched the DAYTONA 500 in the past 12 months. Adults 18 or older who Watched the DAYTONA 500 in the past 12 months are 20.6% less likely to be a college graduate, 4.7% less likely to work full-time, 13.1% more likely to be married, 27.2% less likely to be a parent of 1 or more children under 18.



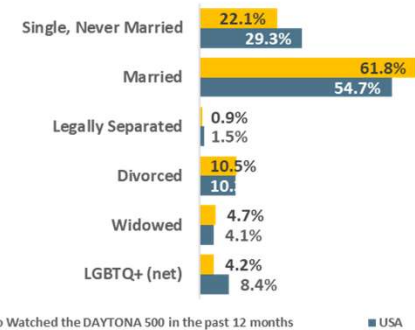
Education Levels: Adults 18 or older



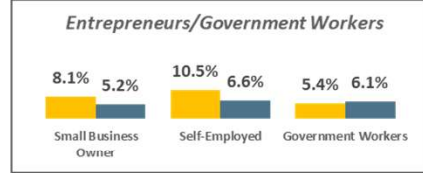
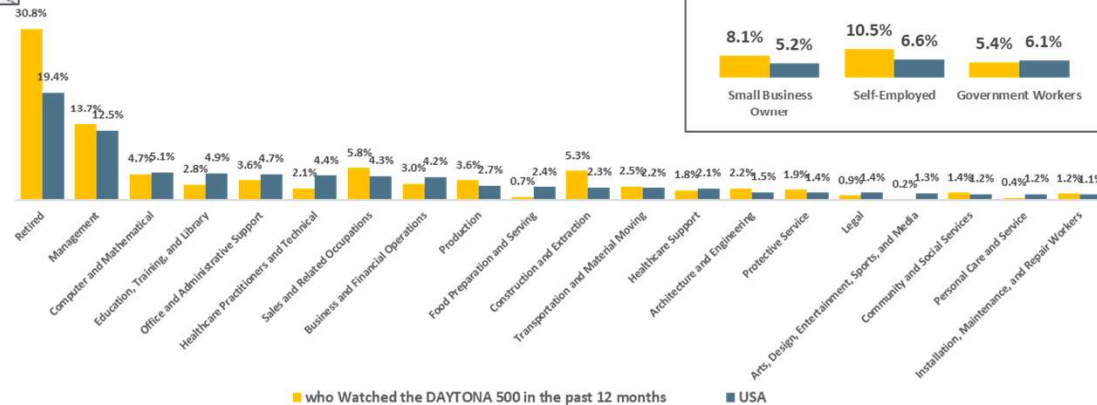
Employment: Adults 18 or older



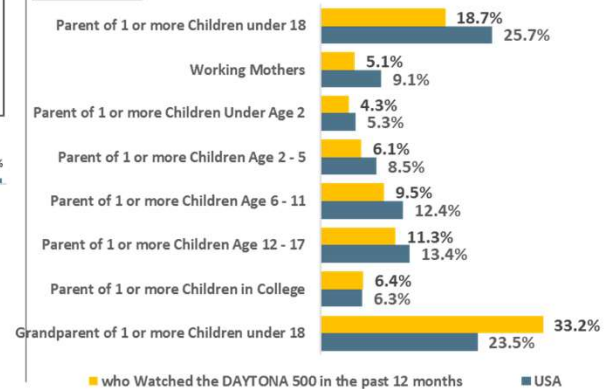
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

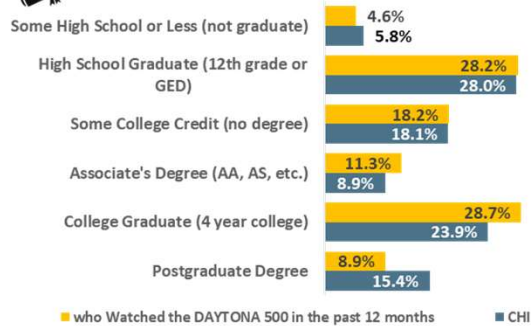




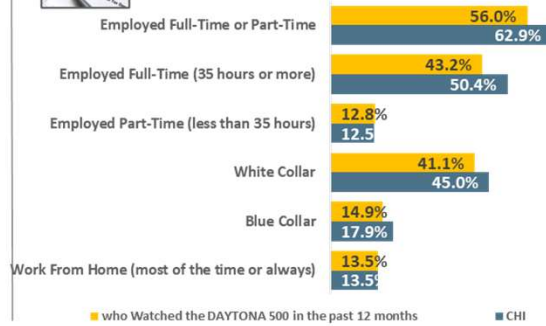
5.9% or 428,401 of CHI DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 4.1% less likely to be a college graduate, 14.3% less likely to work full-time, 15.3% more likely to be married, 20.6% less likely to be a parent of 1 or more children under 18.



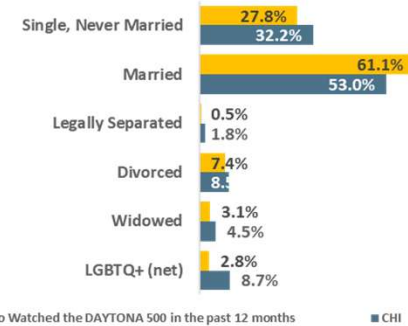
Education Levels: Adults 21 or older



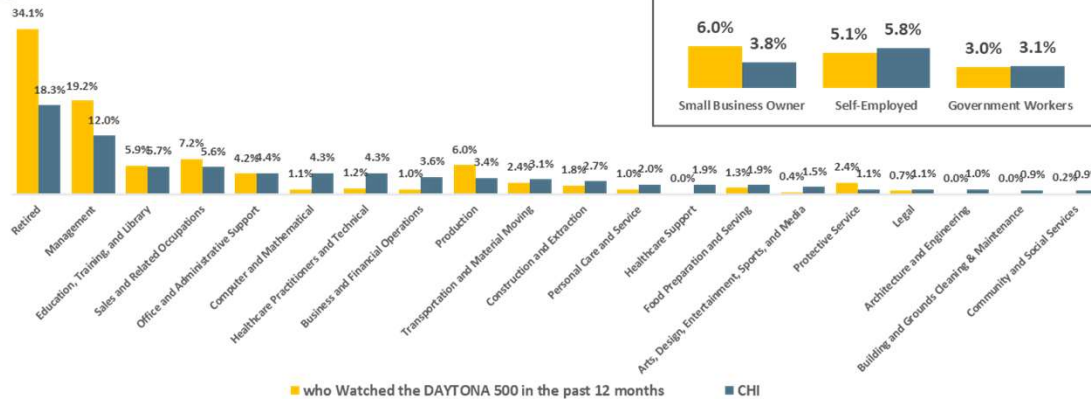
Employment: Adults 21 or older



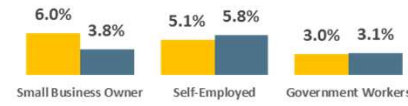
Marital Status: Adults 21 or older



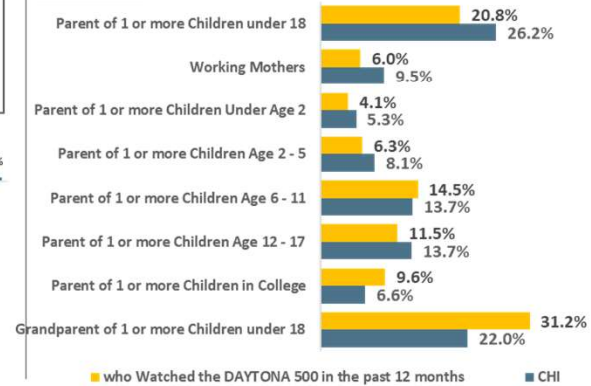
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older

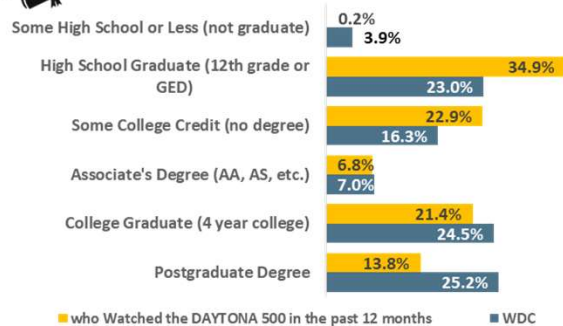




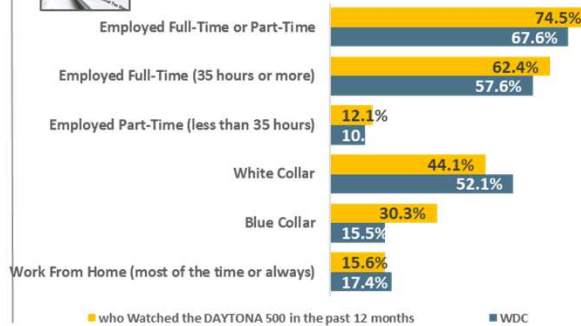
5.3% or 284,934 of WDC DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 29.2% less likely to be a college graduate, 8.4% more likely to work full-time, 28.8% more likely to be married, 27.7% less likely to be a parent of 1 or more children under 18.



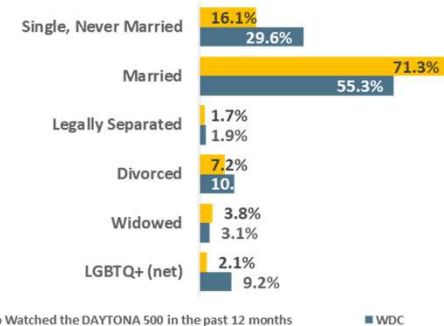
Education Levels: Adults 21 or older



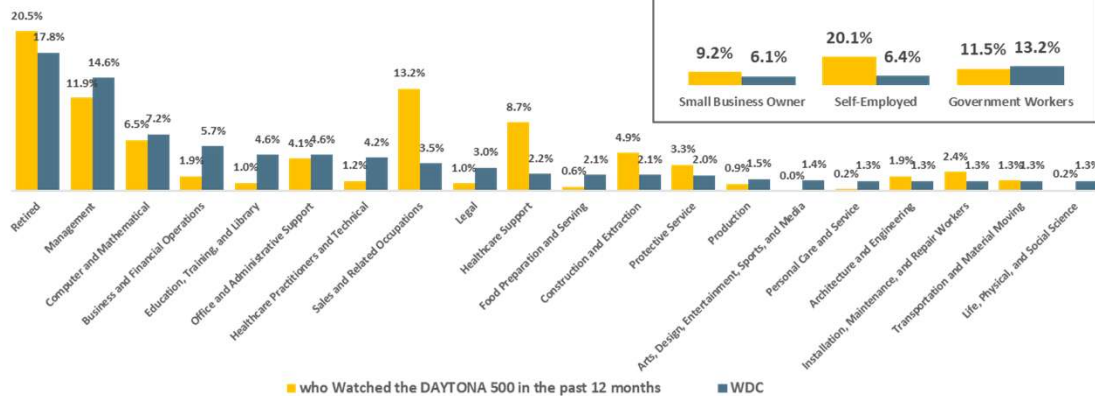
Employment: Adults 21 or older



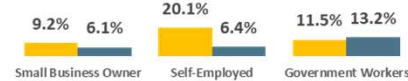
Marital Status: Adults 21 or older



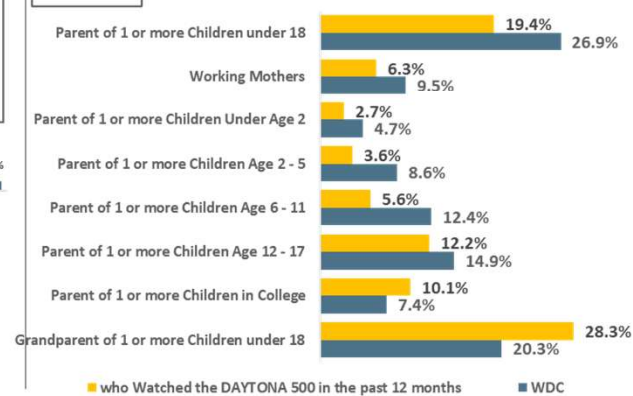
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older

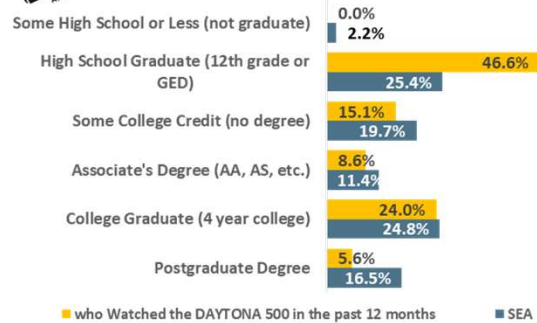




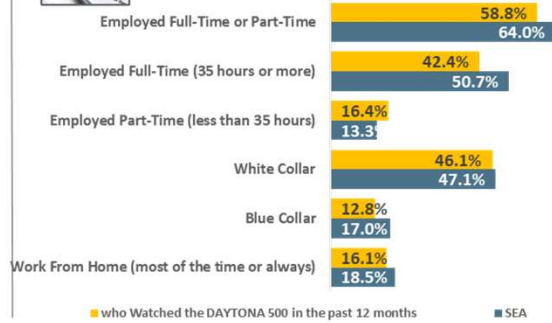
6.2% or 270,357 of SEA DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 28.2% less likely to be a college graduate, 16.4% less likely to work full-time, 13.7% less likely to be married, 51.2% less likely to be a parent of 1 or more children under 18.



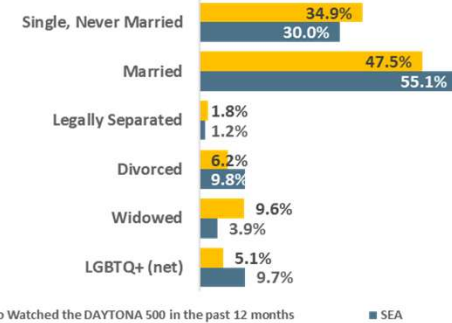
Education Levels: Adults 21 or older



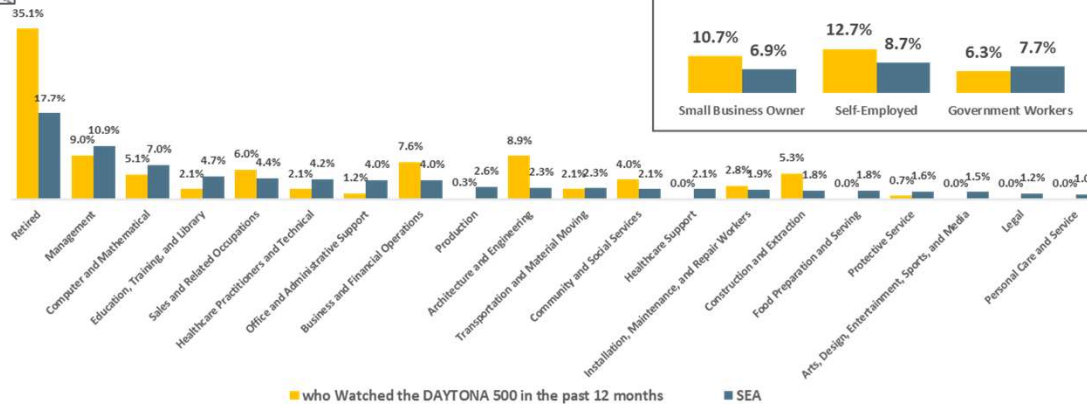
Employment: Adults 21 or older



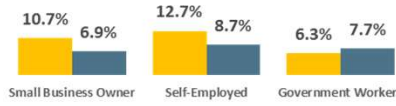
Marital Status: Adults 21 or older



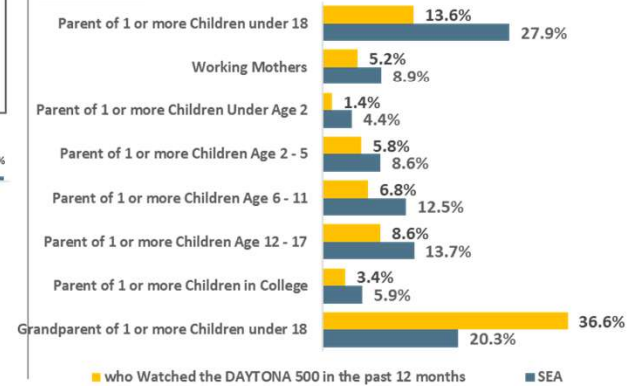
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older

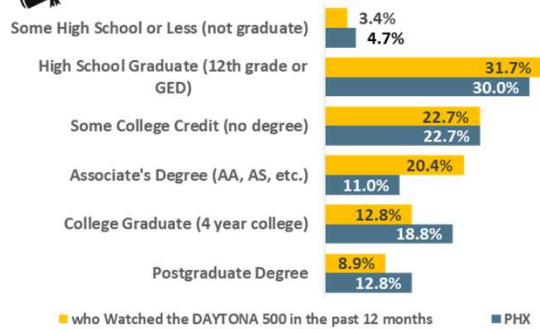




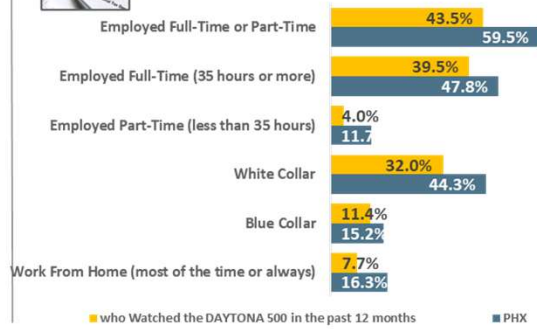
6.9% or 313,025 of PHX DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 31.1% less likely to be a college graduate, 17.4% less likely to work full-time, 30.7% more likely to be married, 38.9% less likely to be a parent of 1 or more children under 18.



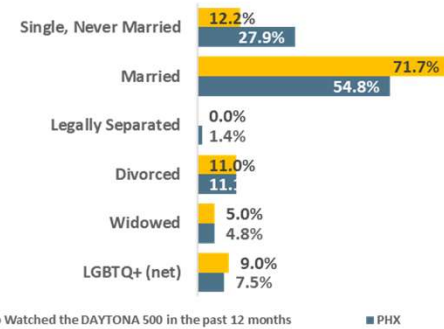
Education Levels: Adults 21 or older



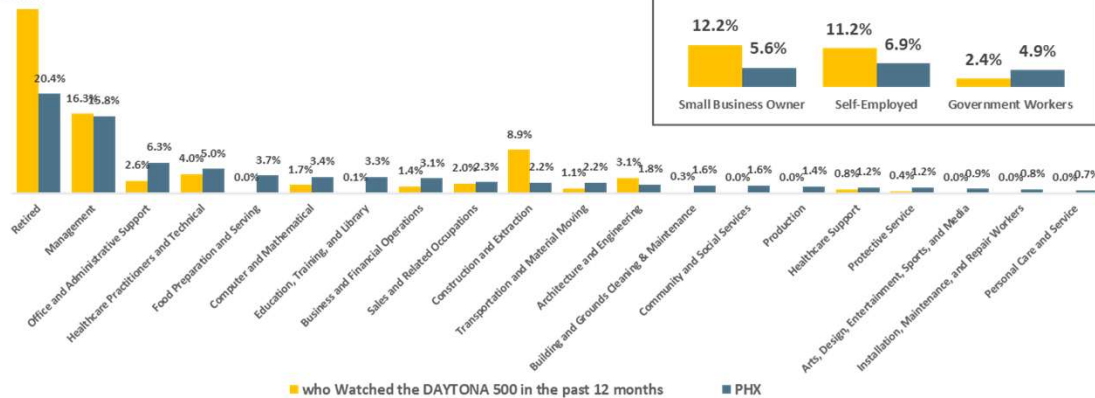
Employment: Adults 21 or older



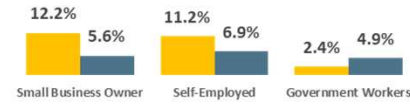
Marital Status: Adults 21 or older



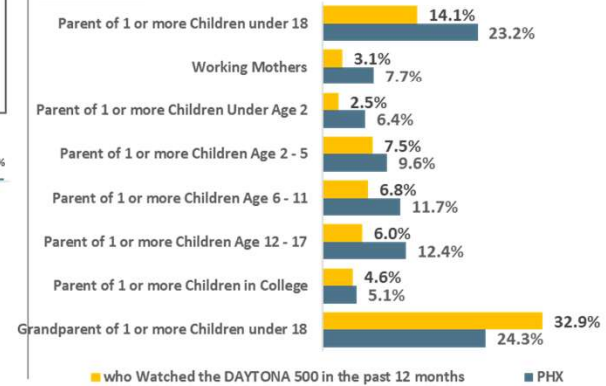
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older

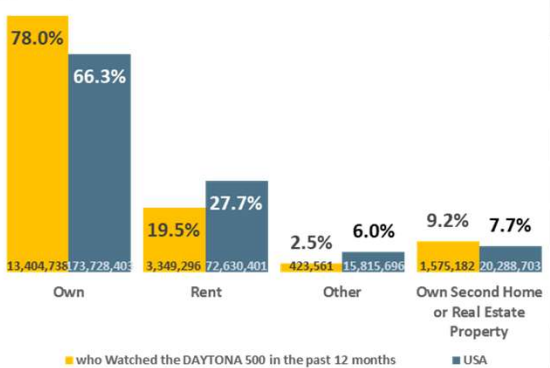




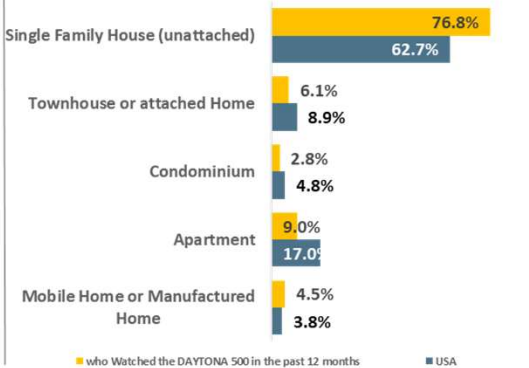
6.6% or 17,177,596 of USA Adults 18 or older Watched the DAYTONA 500 in the past 12 months. Adults 18 or older who Watched the DAYTONA 500 in the past 12 months are 17.8% more likely to own their home, 22.9% more likely to own a higher valued home, 22.5% more likely to have a single-family home, 25.1% more likely to have a dog.



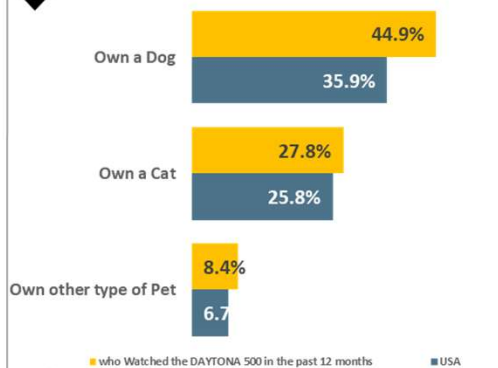
Own/Rent/Other: Adults 18 or older



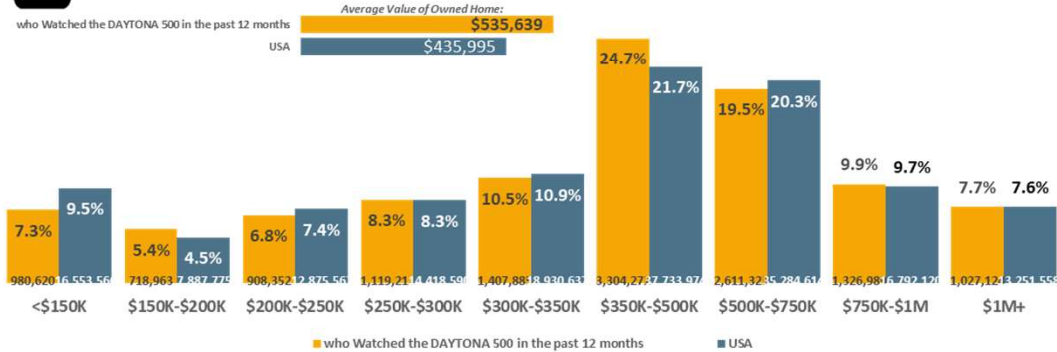
Type of Home: Adults 18 or older



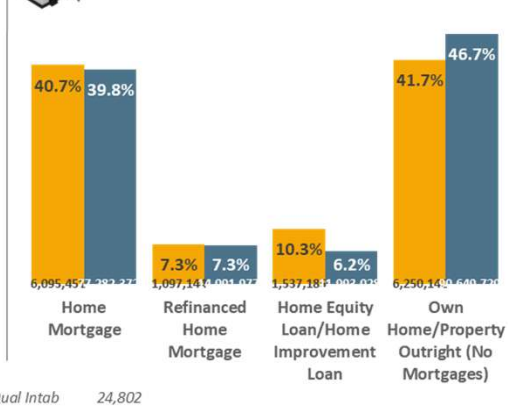
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

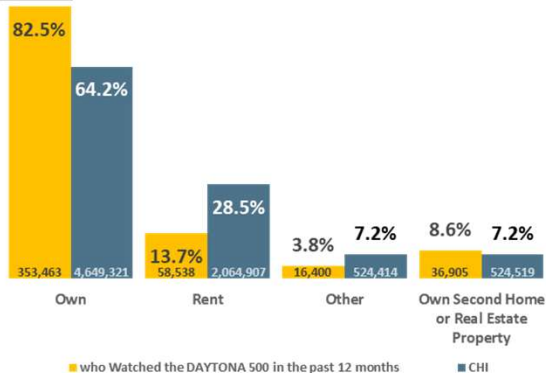


USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,609
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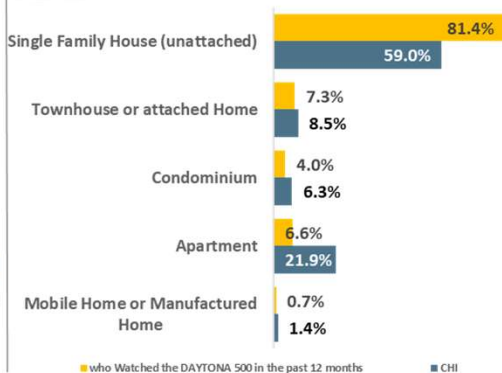


5.9% or 428,401 of CHI DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 28.5% more likely to own their home, 4.% more likely to own a higher valued home, 38.% more likely to have a single-family home, 15.9% more likely to have a dog.

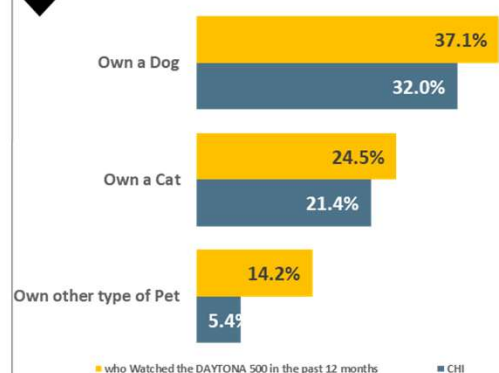
Own/Rent/Other: Adults 21 or older



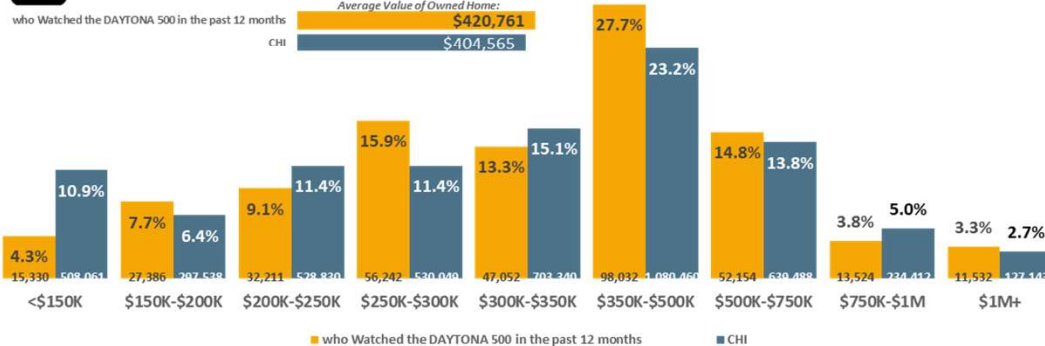
Type of Home: Adults 21 or older



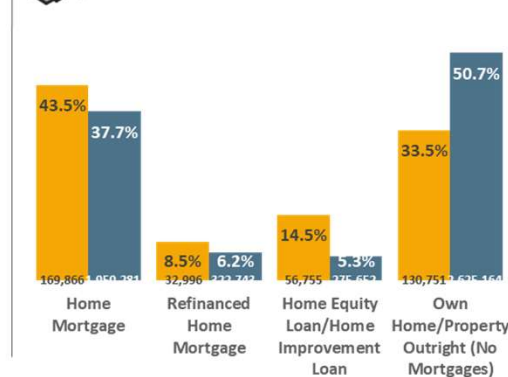
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



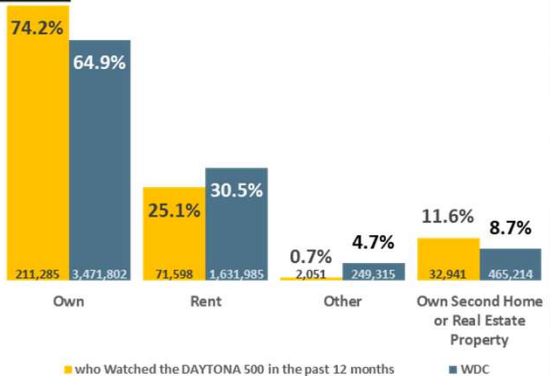
Home Loans: Adults 21 or older



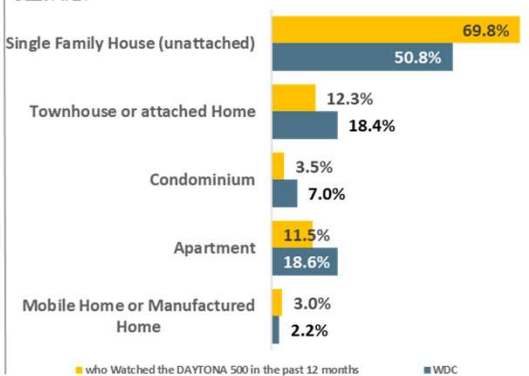


5.3% or 284,934 of WDC DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 14.3% more likely to own their home, 4.1% more likely to own a higher valued home, 37.4% more likely to have a single-family home, 38.1% more likely to have a dog.

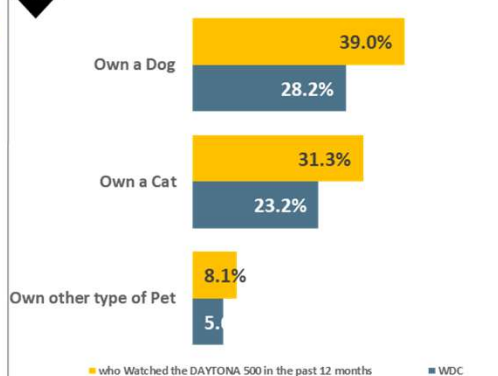
Own/Rent/Other: Adults 21 or older



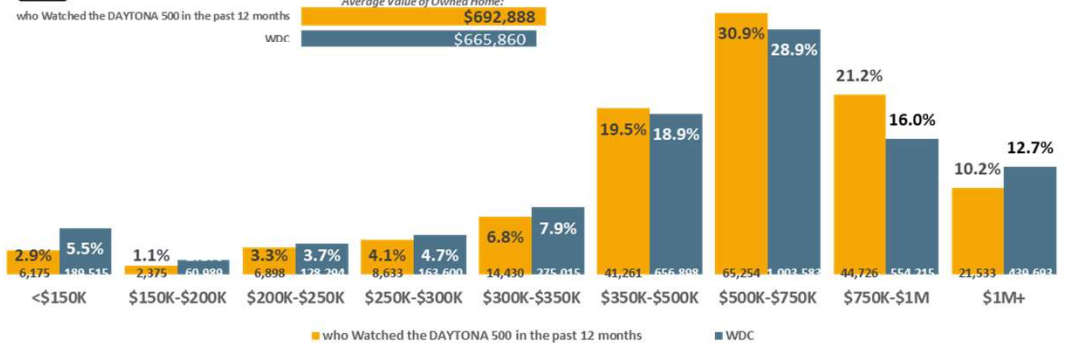
Type of Home: Adults 21 or older



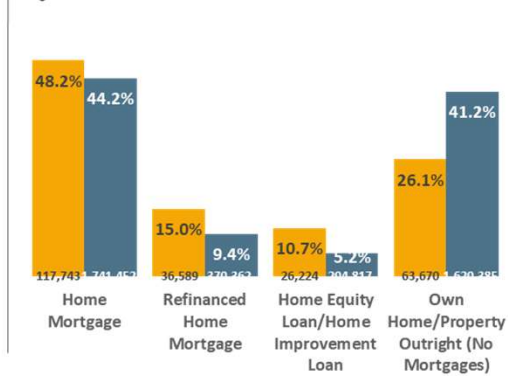
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



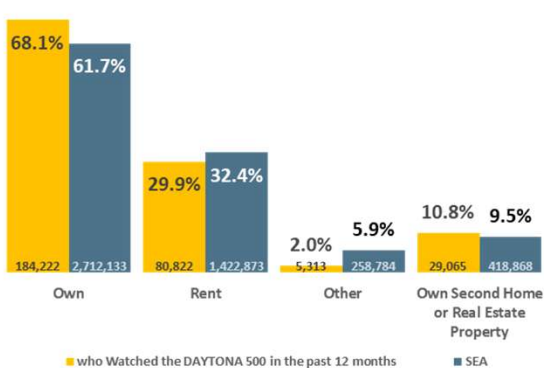
Home Loans: Adults 21 or older



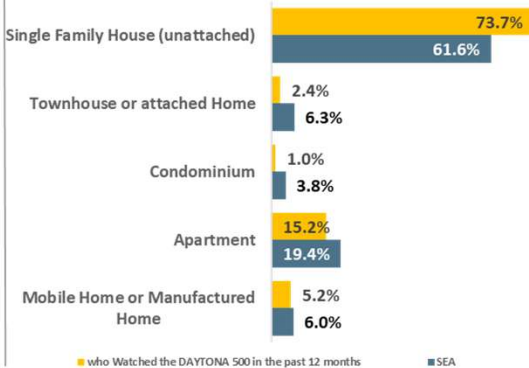


6.2% or 270,357 of SEA DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 10.4% more likely to own their home, 13.6% more likely to own a higher valued home, 19.6% more likely to have a single-family home, 38.5% more likely to have a dog.

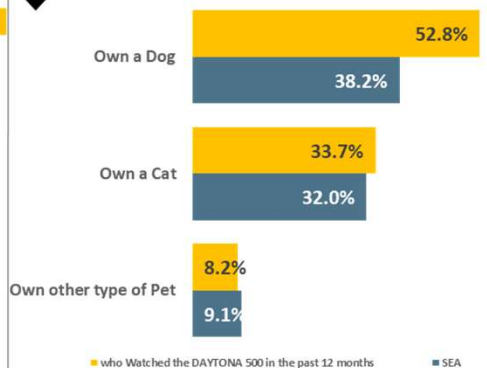
Own/Rent/Other: Adults 21 or older



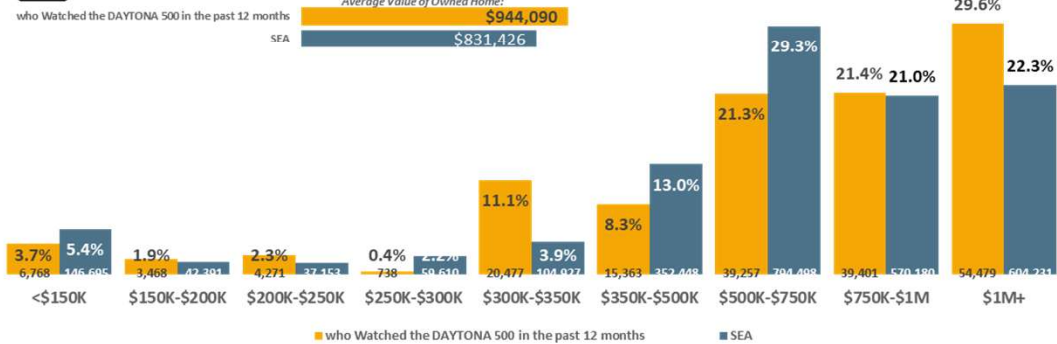
Type of Home: Adults 21 or older



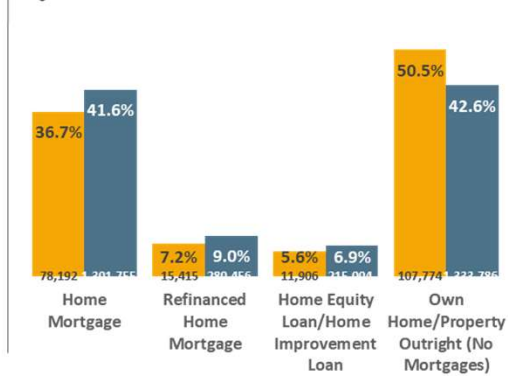
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



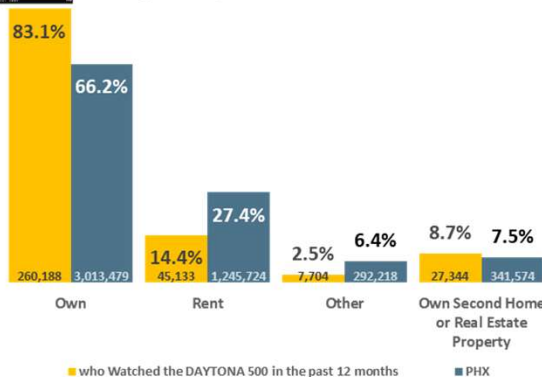
Home Loans: Adults 21 or older



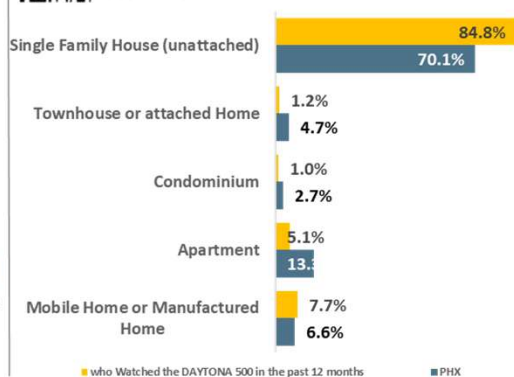


6.9% or 313,025 of PHX DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 25.5% more likely to own their home, 4.5% more likely to own a lower valued home, 21.% more likely to have a single-family home, 13.% more likely to have a dog.

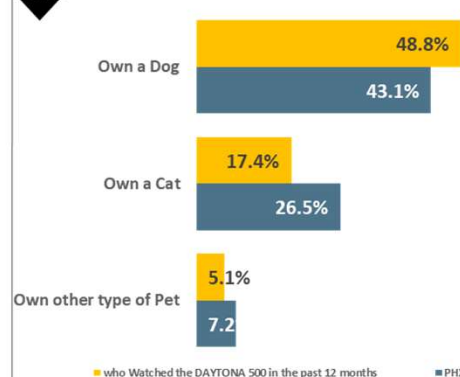
Own/Rent/Other: Adults 21 or older



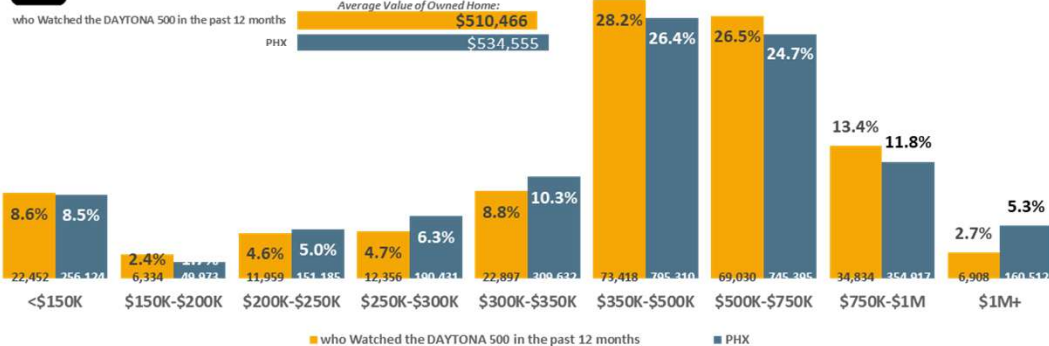
Type of Home: Adults 21 or older



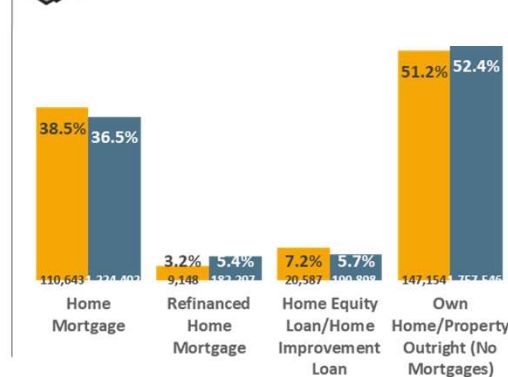
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older

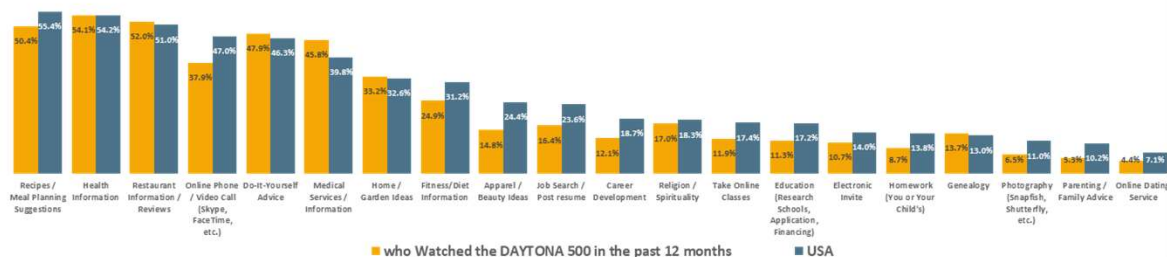




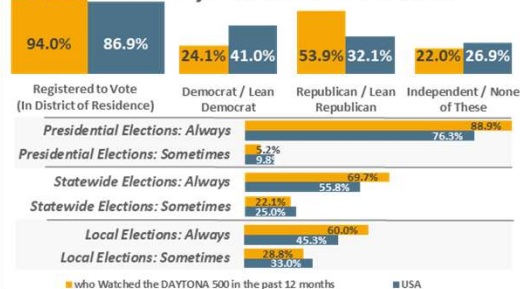
6.6% or 17,177,596 of USA Adults 18 or older Watched the DAYTONA 500 in the past 12 months. Adults 18 or older who Watched the DAYTONA 500 in the past 12 months are 3.3% more likely to look up D-I-Y advice online, 32.6% more likely to always vote in local elections, .8% more likely to belong to a gym, .5% less likely to fly domestic past yr.



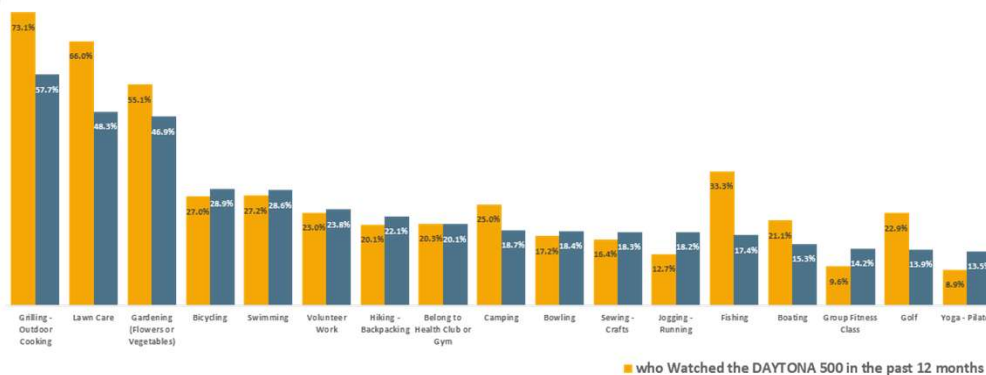
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



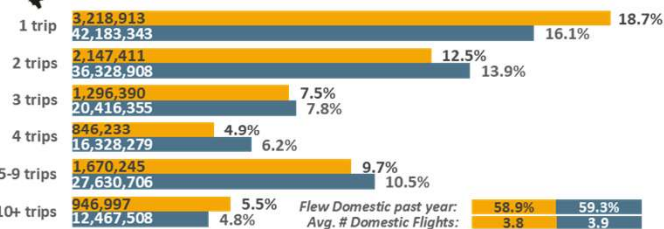
Political Activity: Adults 18 or older



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



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

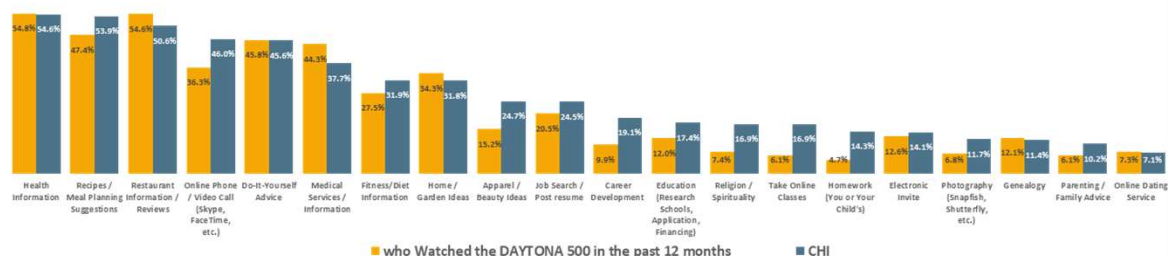




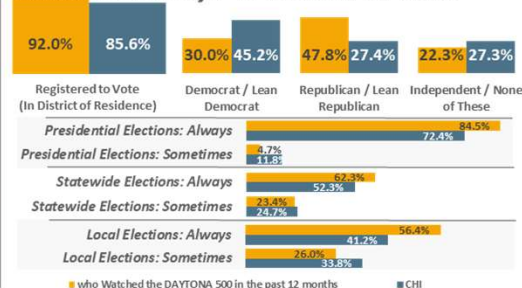
5.9% or 428,401 of CHI DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are .5% more likely to look up D-I-Y advice online, 36.6% more likely to always vote in local elections, 19.9% more likely to belong to a gym, 9.5% more likely to fly domestic past yr.



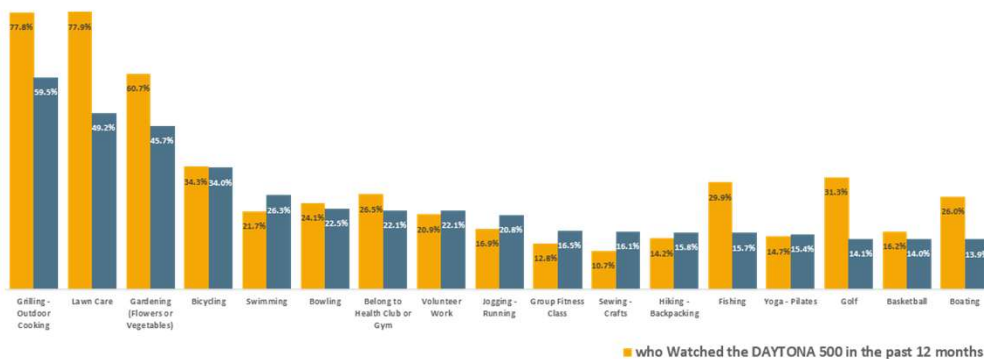
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



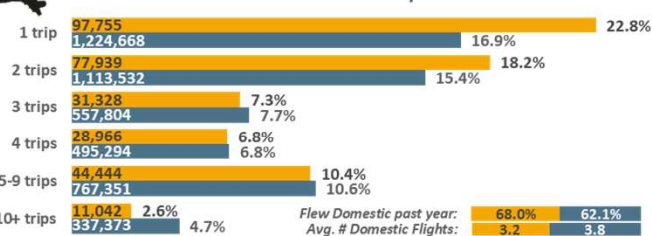
Political Activity: Adults 21 or older



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



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



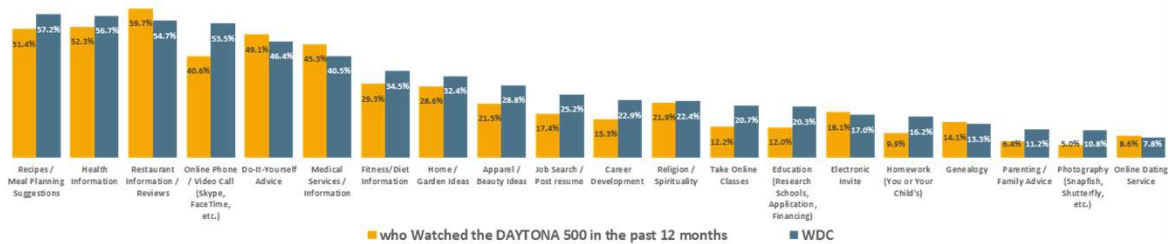
Flew Domestic past year: 68.0% (who watched) vs 62.1% (CHI)
Avg. # Domestic Flights: 3.2 (who watched) vs 3.8 (CHI)



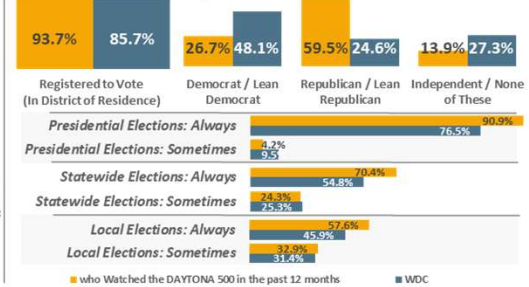
5.3% or 284,934 of WDC DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 5.8% more likely to look up D-I-Y advice online, 25.4% more likely to always vote in local elections, 5% more likely to belong to a gym, 13.9% less likely to fly domestic past yr.



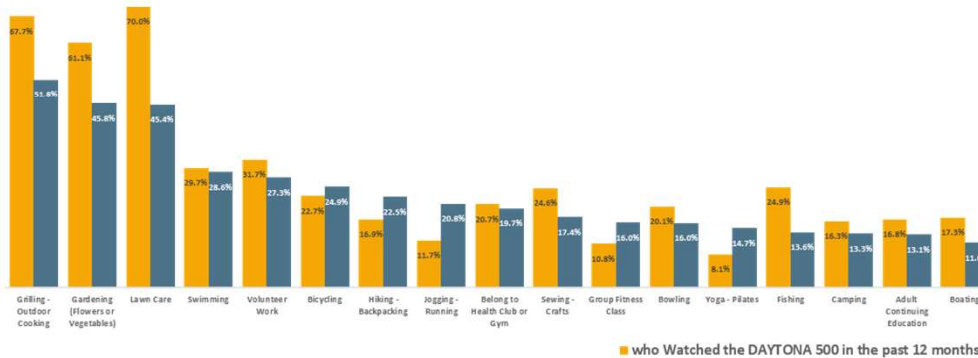
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



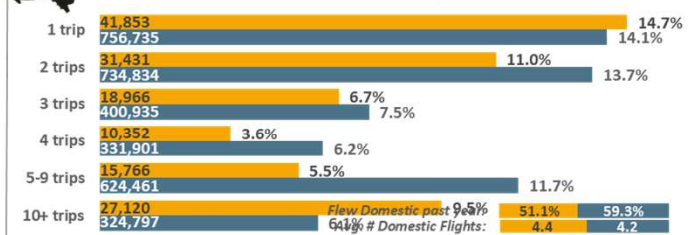
Political Activity: Adults 21 or older



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



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



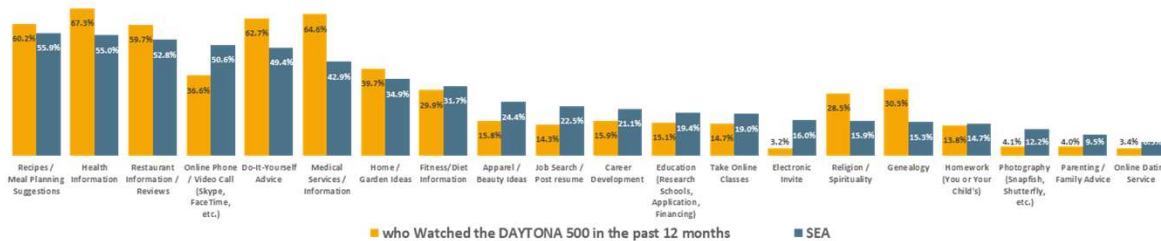
Flew Domestic past 12 months: 96.5%
Domestic Flights: 4.4



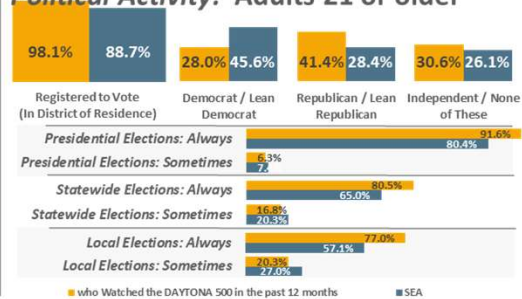
6.2% or 270,357 of SEA DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 26.9% more likely to look up D-I-Y advice online, 34.9% more likely to always vote in local elections, 44.% less likely to belong to a gym, 21.7% less likely to fly domestic past yr.



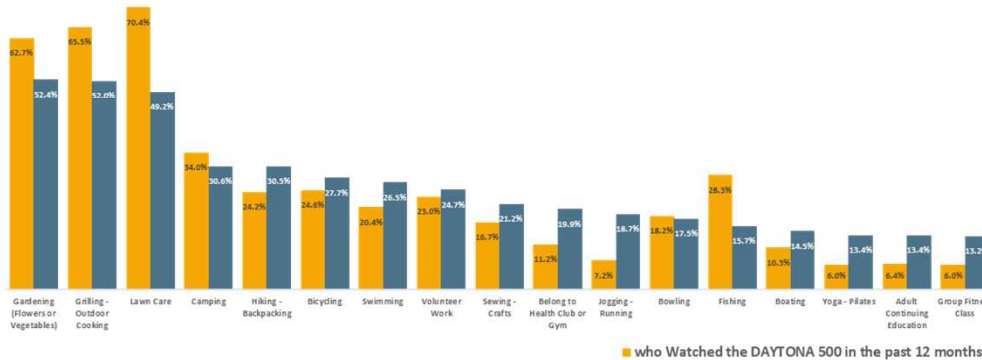
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



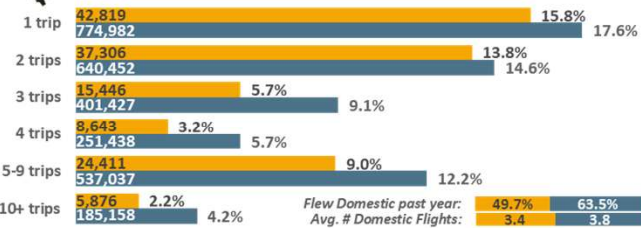
Political Activity: Adults 21 or older



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



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

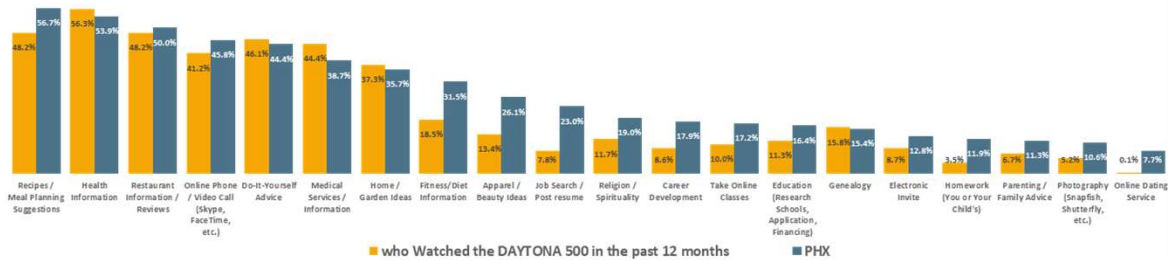




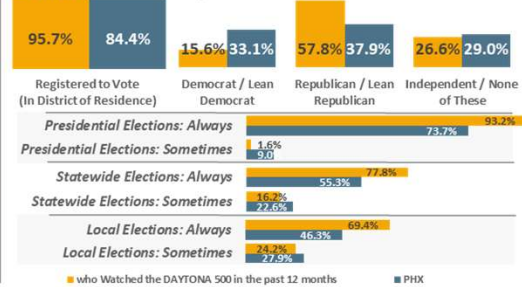
6.9% or 313,025 of PHX DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 3.9% more likely to look up D-I-Y advice online, 49.7% more likely to always vote in local elections, 7.% less likely to belong to a gym, .% more likely to fly domestic past yr.



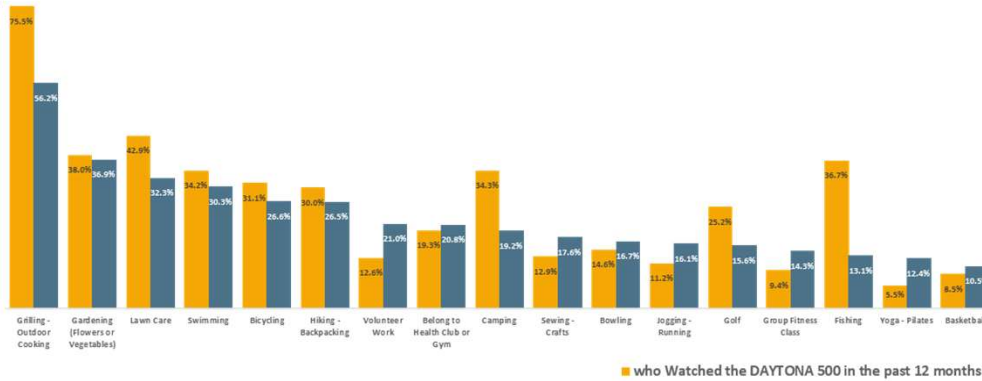
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



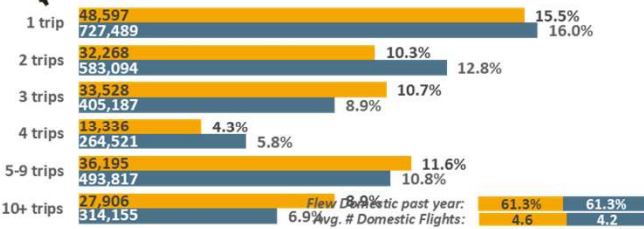
Political Activity: Adults 21 or older



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



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

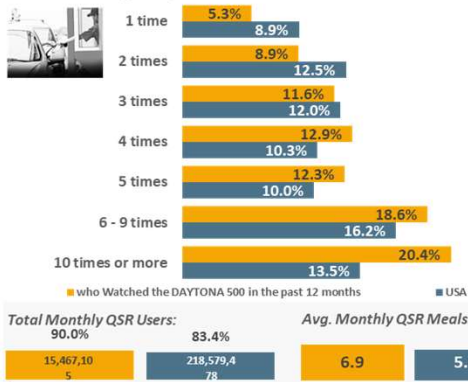


Flew Domestic past year: 61.3%
Avg. # Domestic Flights: 4.6

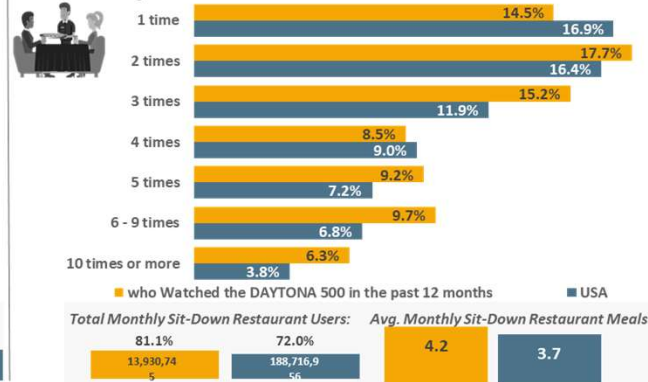


6.6% or 17,177,596 of USA Adults 18 or older Watched the DAYTONA 500 in the past 12 months. Adults 18 or older who Watched the DAYTONA 500 in the past 12 months are 8.% more likely to use QSRs past mo., 12.7% more likely to use Sit-Down Restaurants past mo., 37.4% more likely to use Casinos past yr., 14.3% more likely to smoke cigarettes.

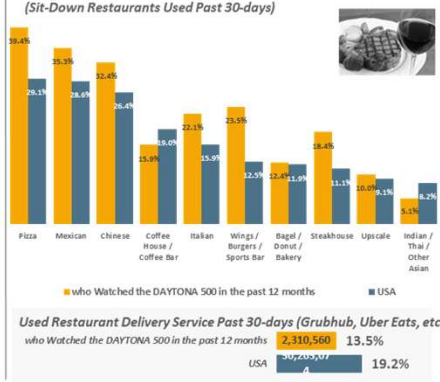
Past 30-days QSR Users: Adults 18 or older



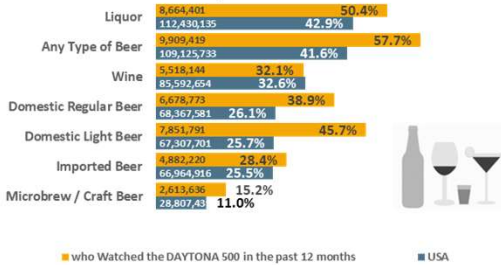
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



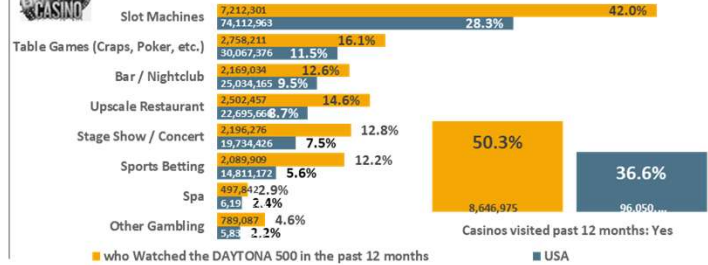
Top-10 Cuisines: Adults 18 or older



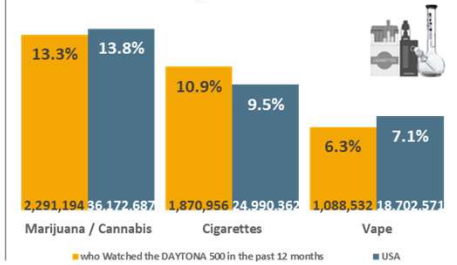
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



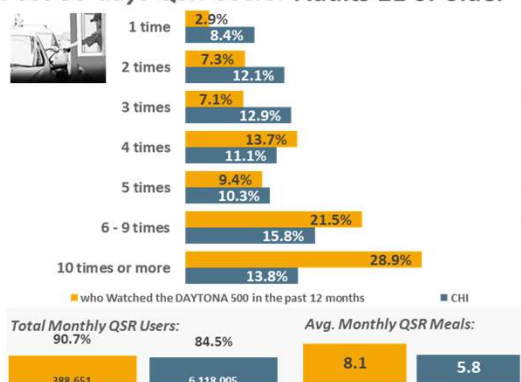
Used Past 30-days: Adults 18 or older



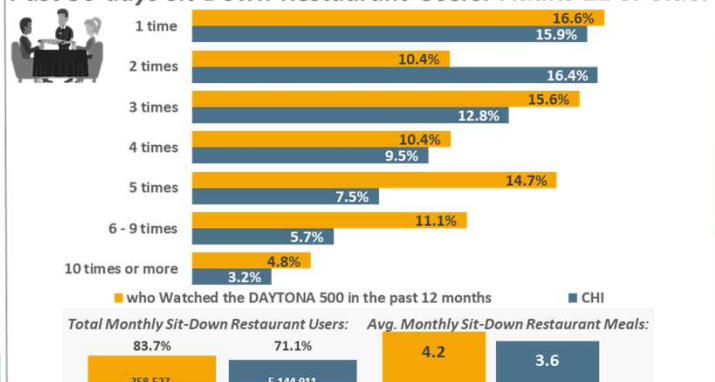


5.9% or 428,401 of CHI DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 7.3% more likely to use QSRs past mo., 17.7% more likely to use Sit-Down Restaurants past mo., 22.1% more likely to use Casinos past yr., 13.3% more likely to smoke cigarettes.

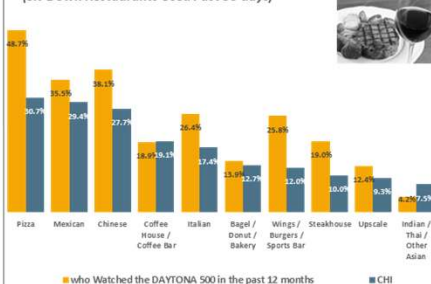
Past 30-days QSR Users: Adults 21 or older



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

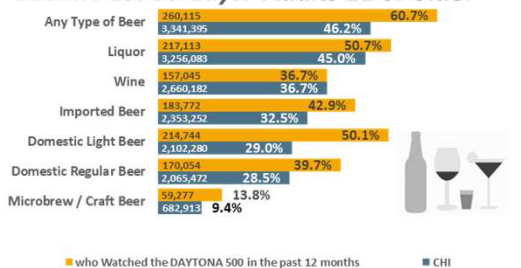


Top-10 Cuisines: Adults 21 or older (Sit-Down Restaurants Used Past 30-days)

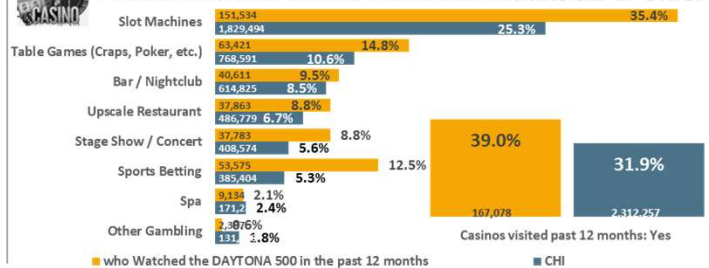


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Watched the DAYTONA 500 in the past 12 months: 60,645 (14.2%)
 CHI: 1,601,489 (22.1%)

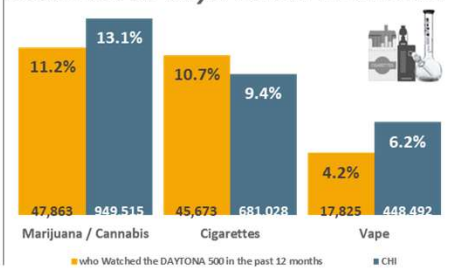
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



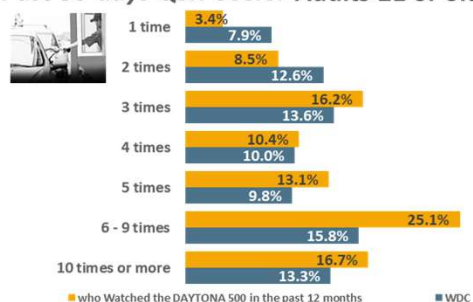
Used Past 30-days: Adults 21 or older





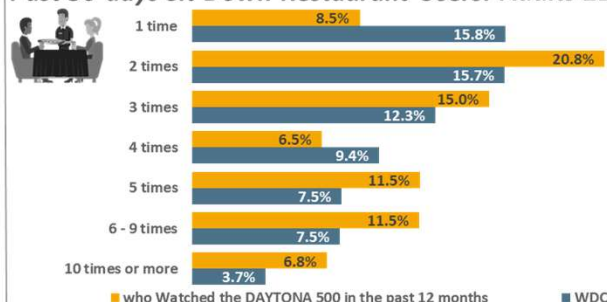
5.3% or 284,934 of WDC DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 12.6% more likely to use QSRs past mo., 11.9% more likely to use Sit-Down Restaurants past mo., 40.4% more likely to use Casinos past yr., 20.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



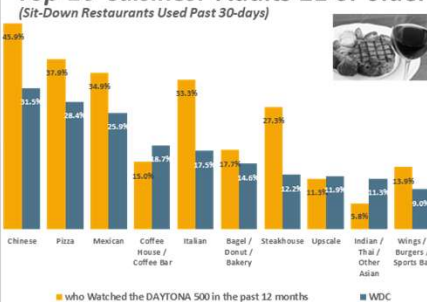
Total Monthly QSR Users: 93.5%
 266,414 (who watched) vs 4,436,274 (WDC)
 Avg. Monthly QSR Meals: 6.6 (who watched) vs 5.8 (WDC)

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



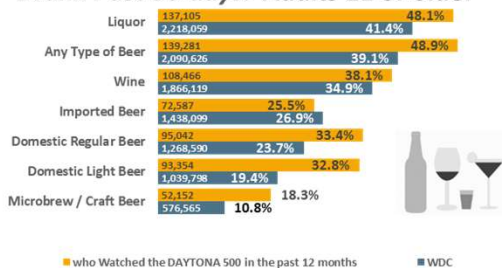
Total Monthly Sit-Down Restaurant Users: 80.5%
 229,238 (who watched) vs 3,840,678 (WDC)
 Avg. Monthly Sit-Down Restaurant Meals: 4.6 (who watched) vs 3.8 (WDC)

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

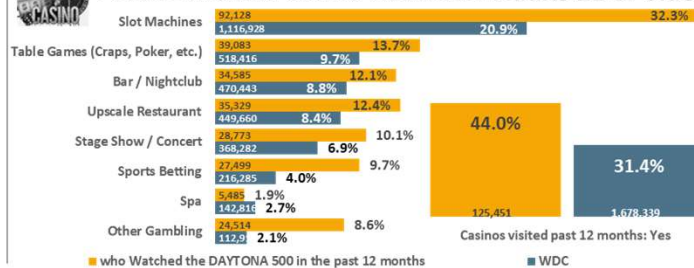


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Watched the DAYTONA 500 in the past 12 months: 44,510 (15.6%)
 WDC: 1,265,496 (23.6%)

Drank Past 30-days: Adults 21 or older

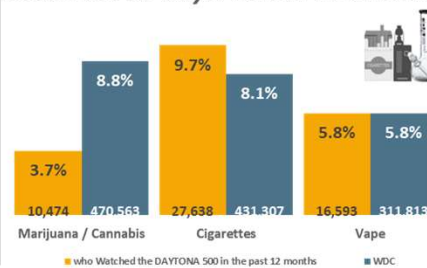


Past 12 months Casino Activities: Adults 21 or older



Casinos visited past 12 months: Yes
 125,451 (who watched) vs 1,678,339 (WDC)

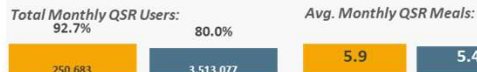
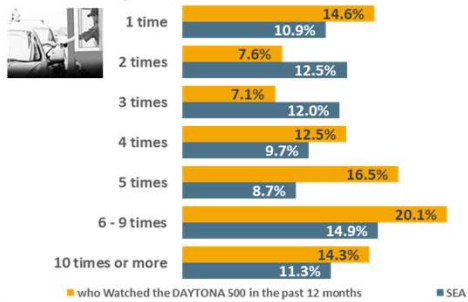
Used Past 30-days: Adults 21 or older



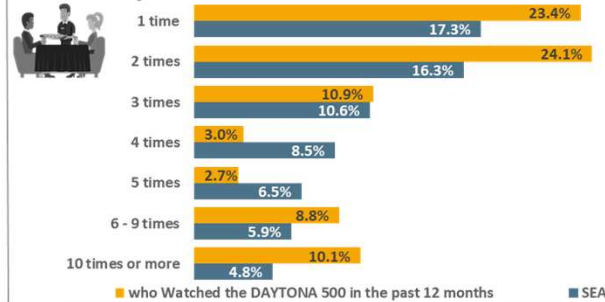


6.2% or 270,357 of SEA DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 16.% more likely to use QSRs past mo., 18.5% more likely to use Sit-Down Restaurants past mo., 61.8% more likely to use Casinos past yr., 36.6% less likely to smoke cigarettes.

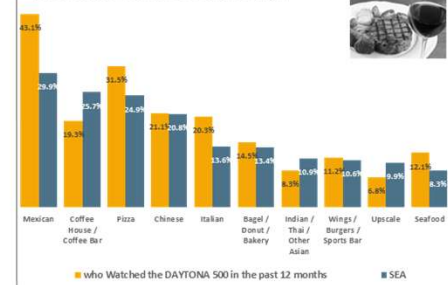
Past 30-days QSR Users: Adults 21 or older



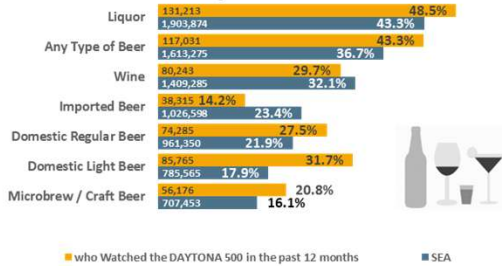
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



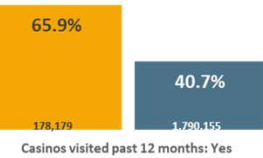
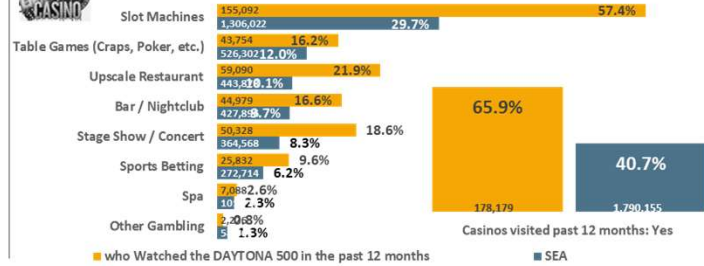
Top-10 Cuisines: Adults 21 or older (Sit-Down Restaurants Used Past 30-days)



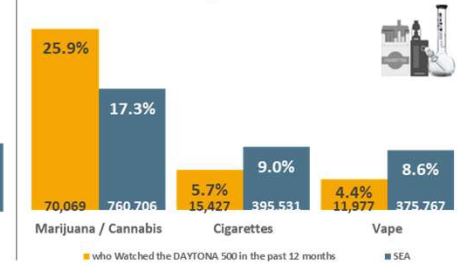
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



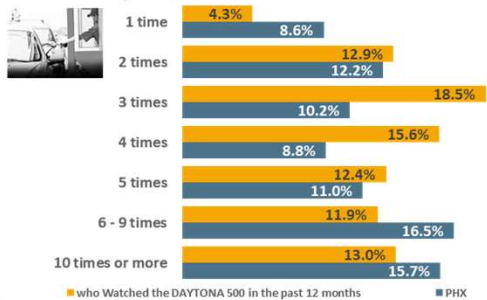
Used Past 30-days: Adults 21 or older





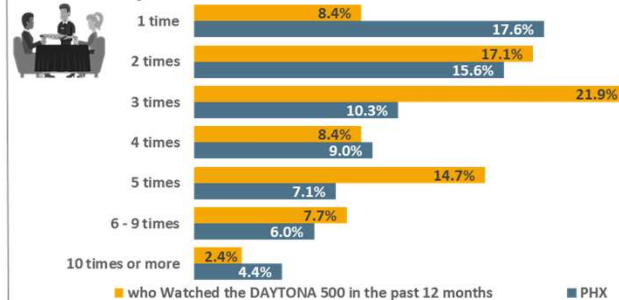
6.9% or 313,025 of PHX DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 6.7% more likely to use QSRs past mo., 14.9% more likely to use Sit-Down Restaurants past mo., 23.1% more likely to use Casinos past yr., 19.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



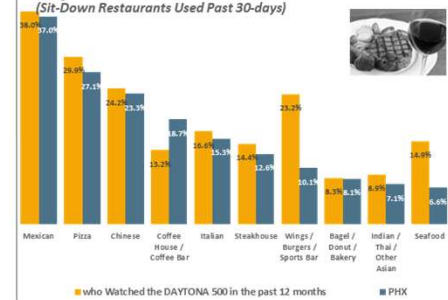
Total Monthly QSR Users: 88.6% (277,401) vs 83.1% (3,780,292)
Avg. Monthly QSR Meals: 5.6 vs 6.2

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



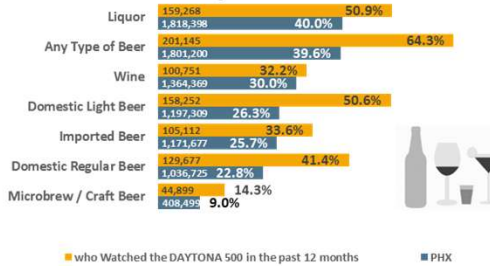
Total Monthly Sit-Down Restaurant Users: 80.6% (252,221) vs 70.1% (3,192,000)
Avg. Monthly Sit-Down Restaurant Meals: 3.8 vs 3.8

Top-10 Cuisines: Adults 21 or older

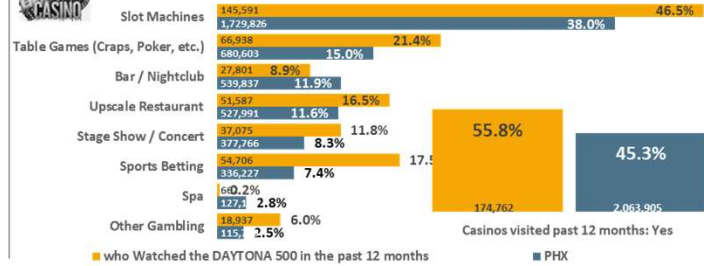


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.): 9.7% (30,477) vs 16.5% (749,001)

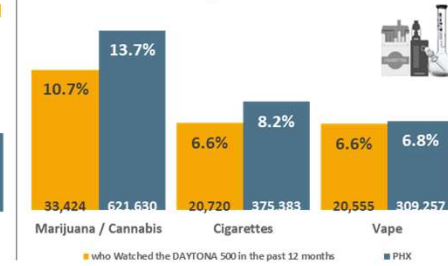
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



Used Past 30-days: Adults 21 or older

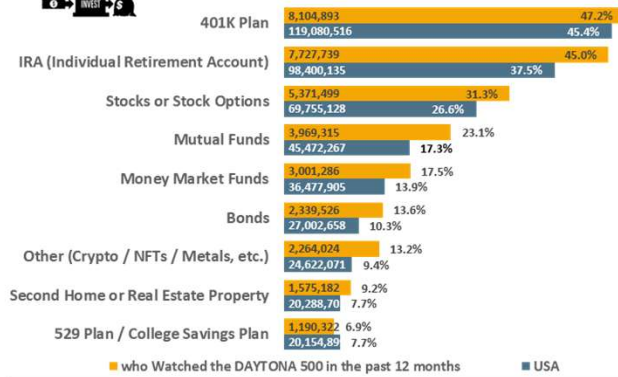




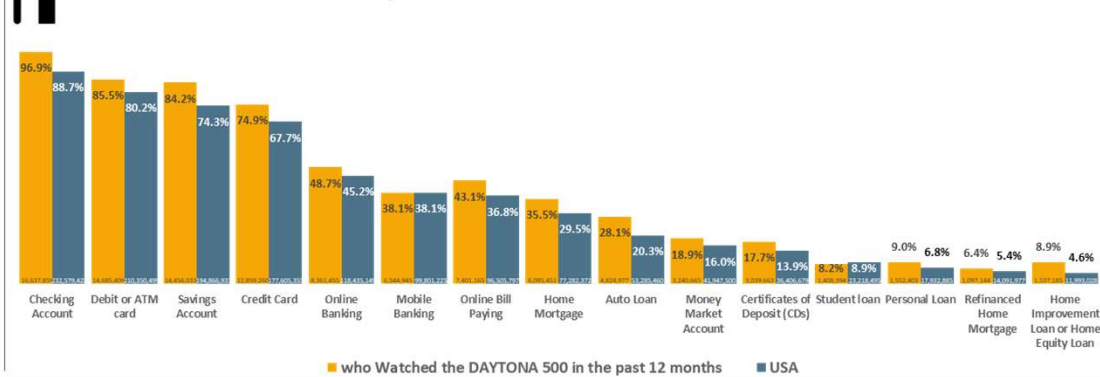
6.6% or 17,177,596 of USA Adults 18 or older Watched the DAYTONA 500 in the past 12 months. Adults 18 or older who Watched the DAYTONA 500 in the past 12 months are 3.9% more likely to have a 401K, 38.2% more likely to have an Auto Loan, 8.4% less likely to Invest/Trade Stocks Online, 17.5% more likely to pay with their Debit Card.



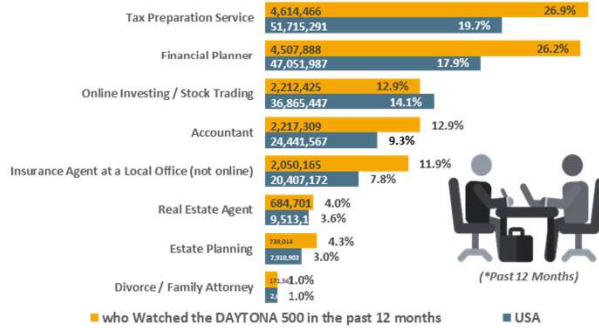
Investments Owned: Adults 18 or older



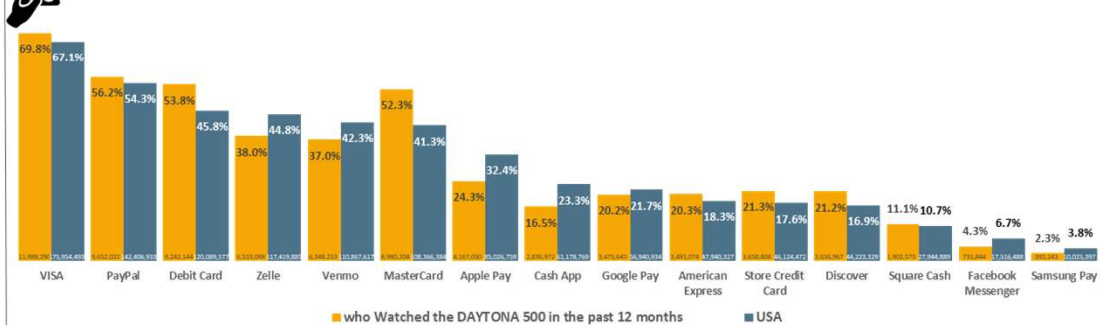
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

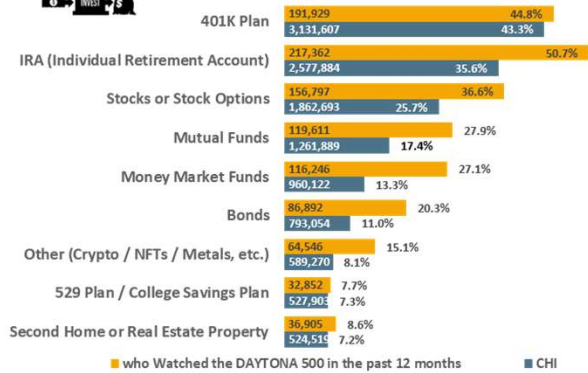




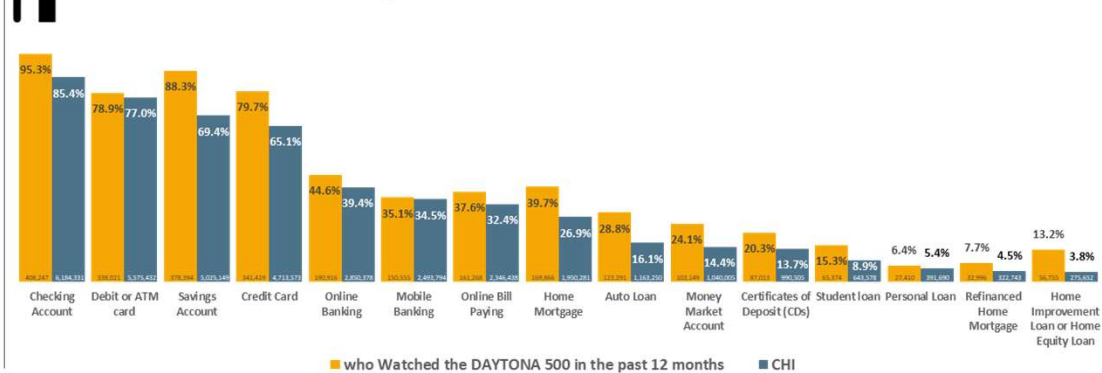
5.9% or 428,401 of CHI DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 3.6% more likely to have a 401K, 79.1% more likely to have an Auto Loan, 13.1% more likely to Invest/Trade Stocks Online, 7.2% more likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



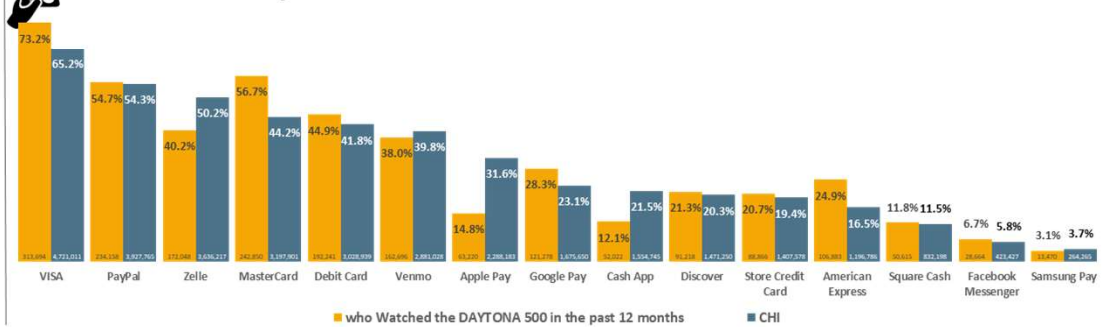
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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

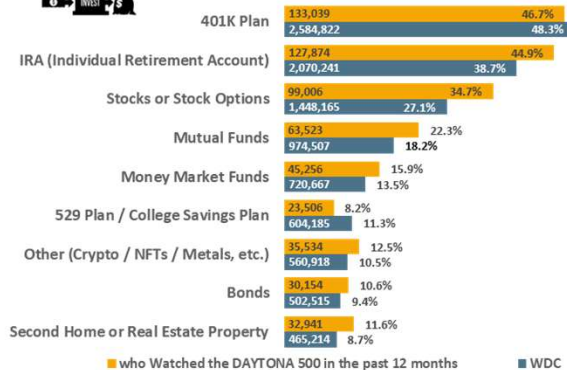




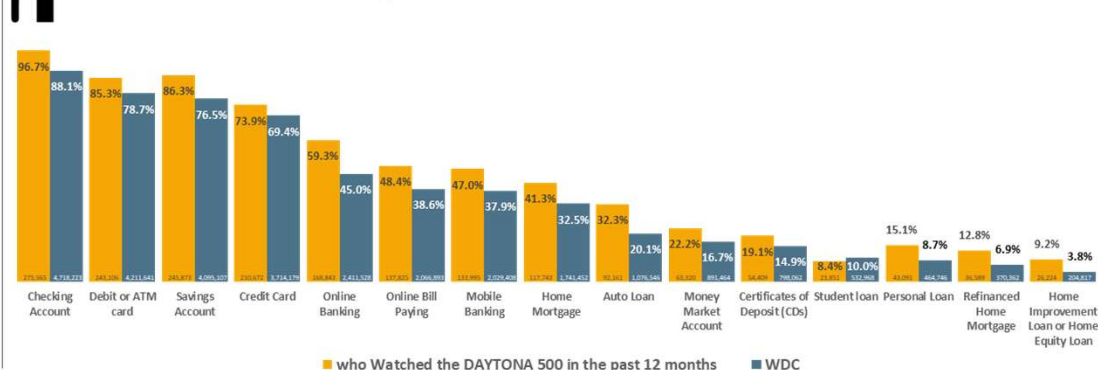
5.3% or 284,934 of WDC DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 3.3% less likely to have a 401K, 60.8% more likely to have an Auto Loan, 7.0% more likely to Invest/Trade Stocks Online, 31.3% more likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



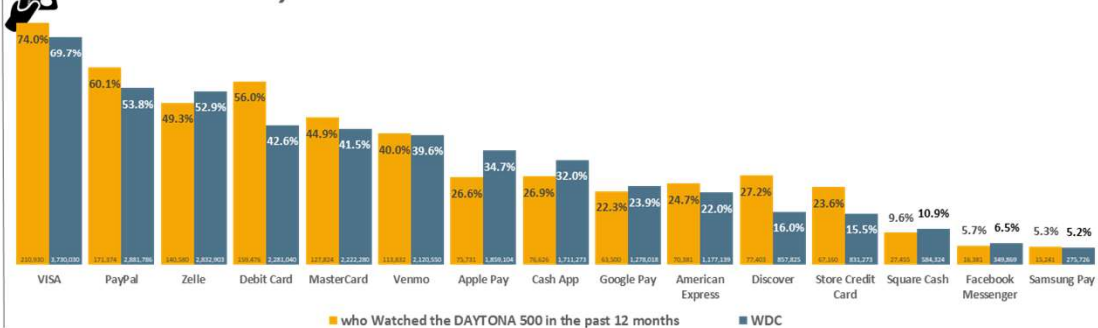
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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

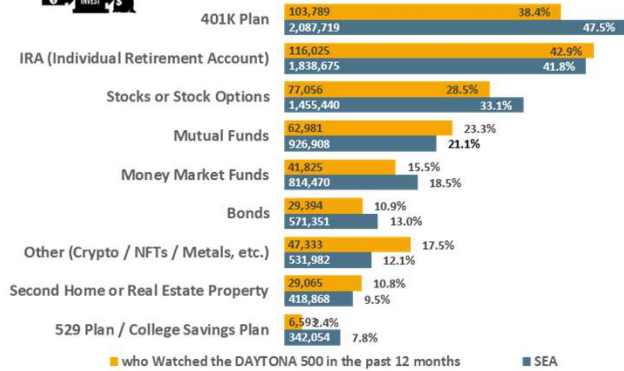




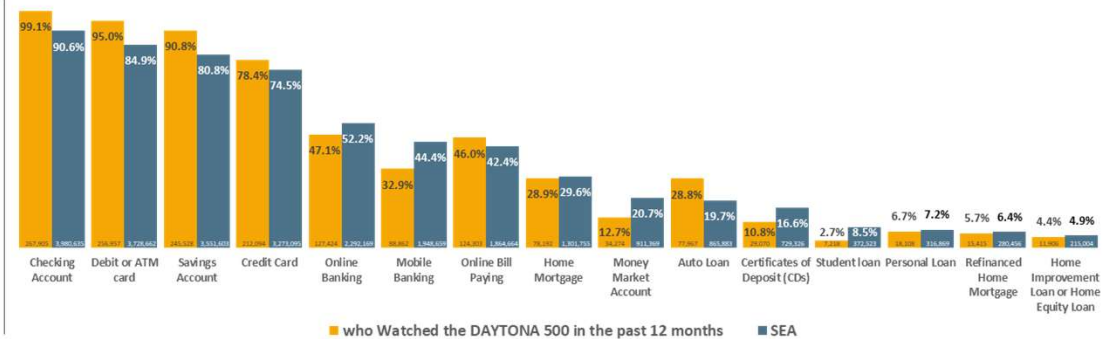
6.2% or 270,357 of SEA DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 19.2% less likely to have a 401K, 46.3% more likely to have an Auto Loan, 64.8% less likely to Invest/Trade Stocks Online, 20.8% more likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



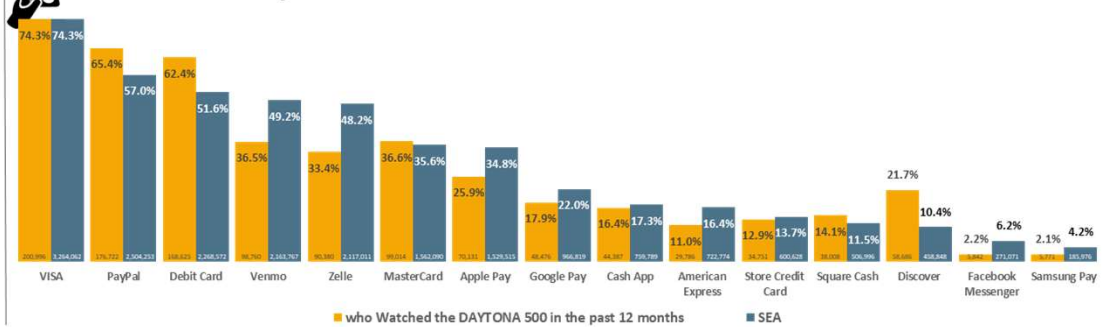
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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

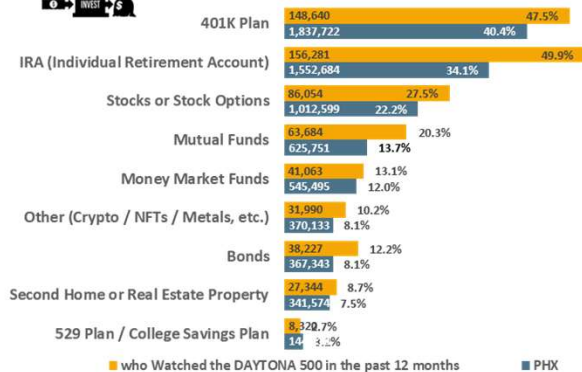




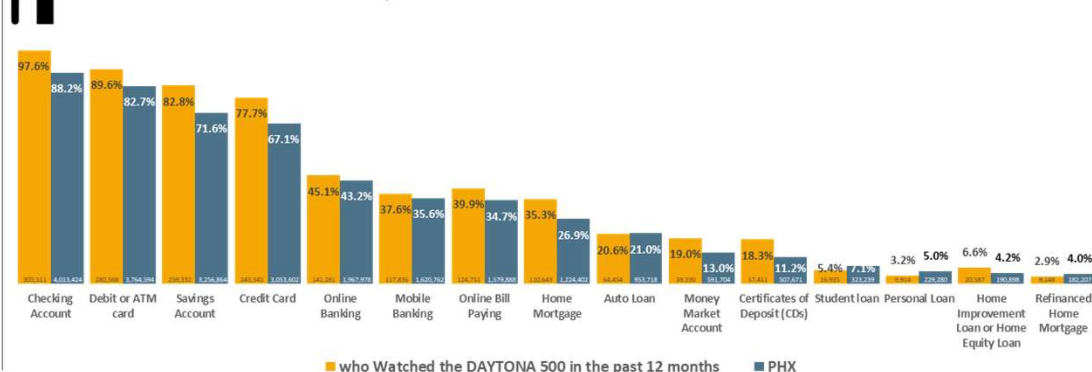
6.9% or 313,025 of PHX DMA Adults 21 or older Watched the DAYTONA 500 in the past 12 months. Adults 21 or older who Watched the DAYTONA 500 in the past 12 months are 17.6% more likely to have a 401K, 1.7% less likely to have an Auto Loan, 56.2% less likely to Invest/Trade Stocks Online, 25.8% more likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



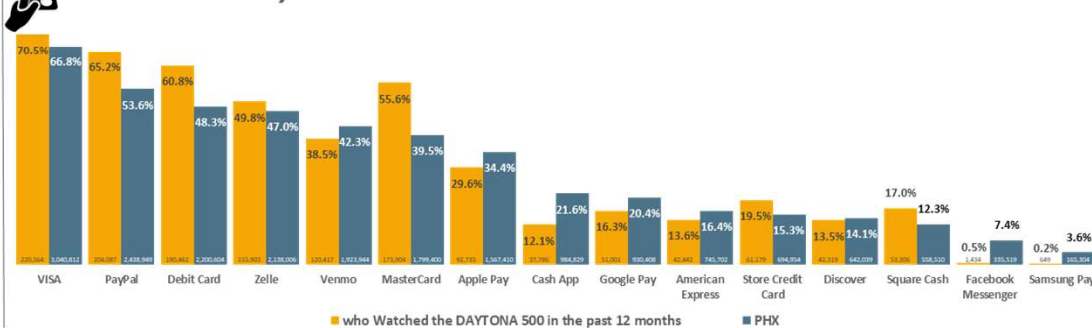
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older

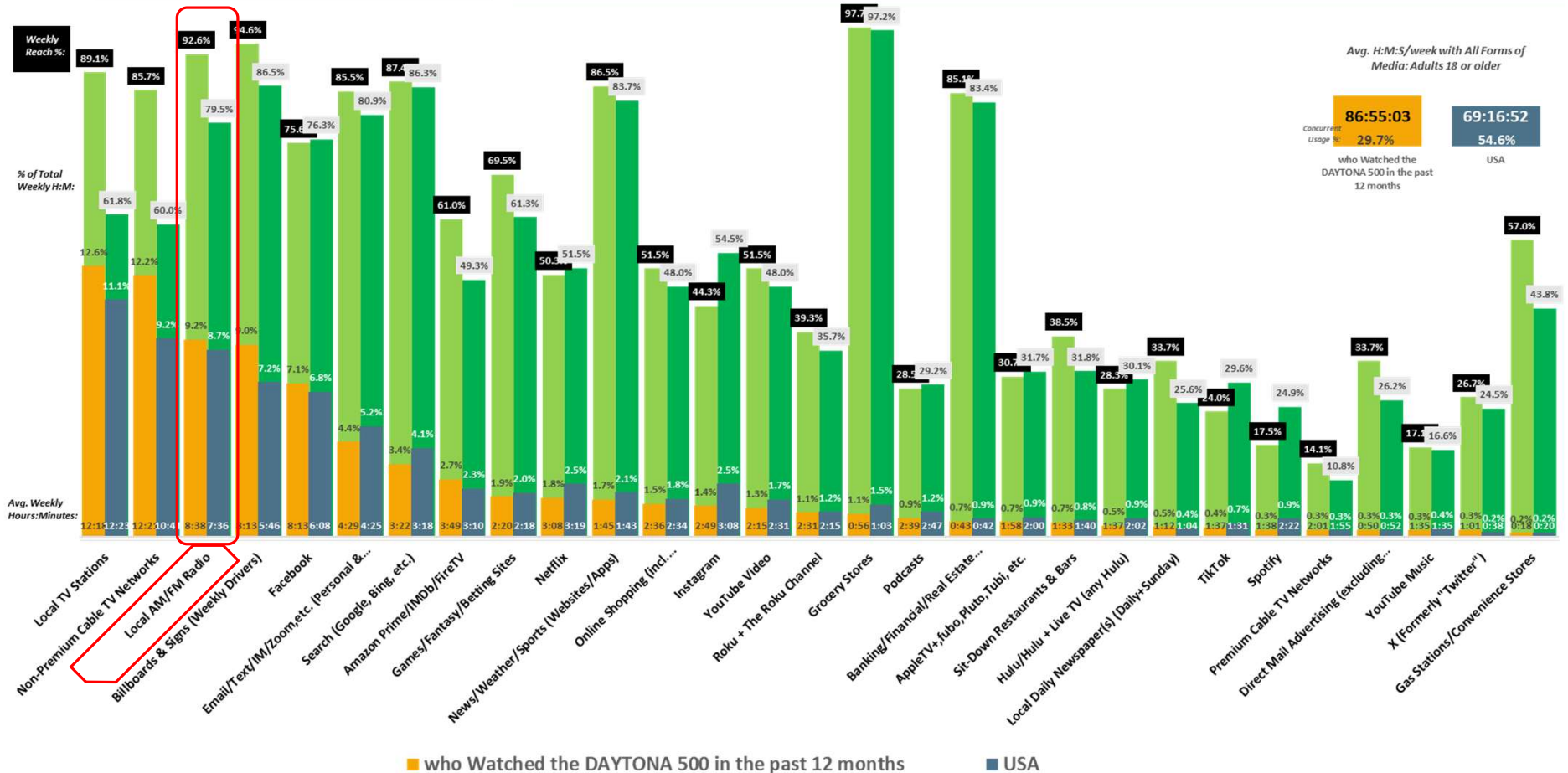


Past 3-Months Payment Methods Used: Adults 21 or older



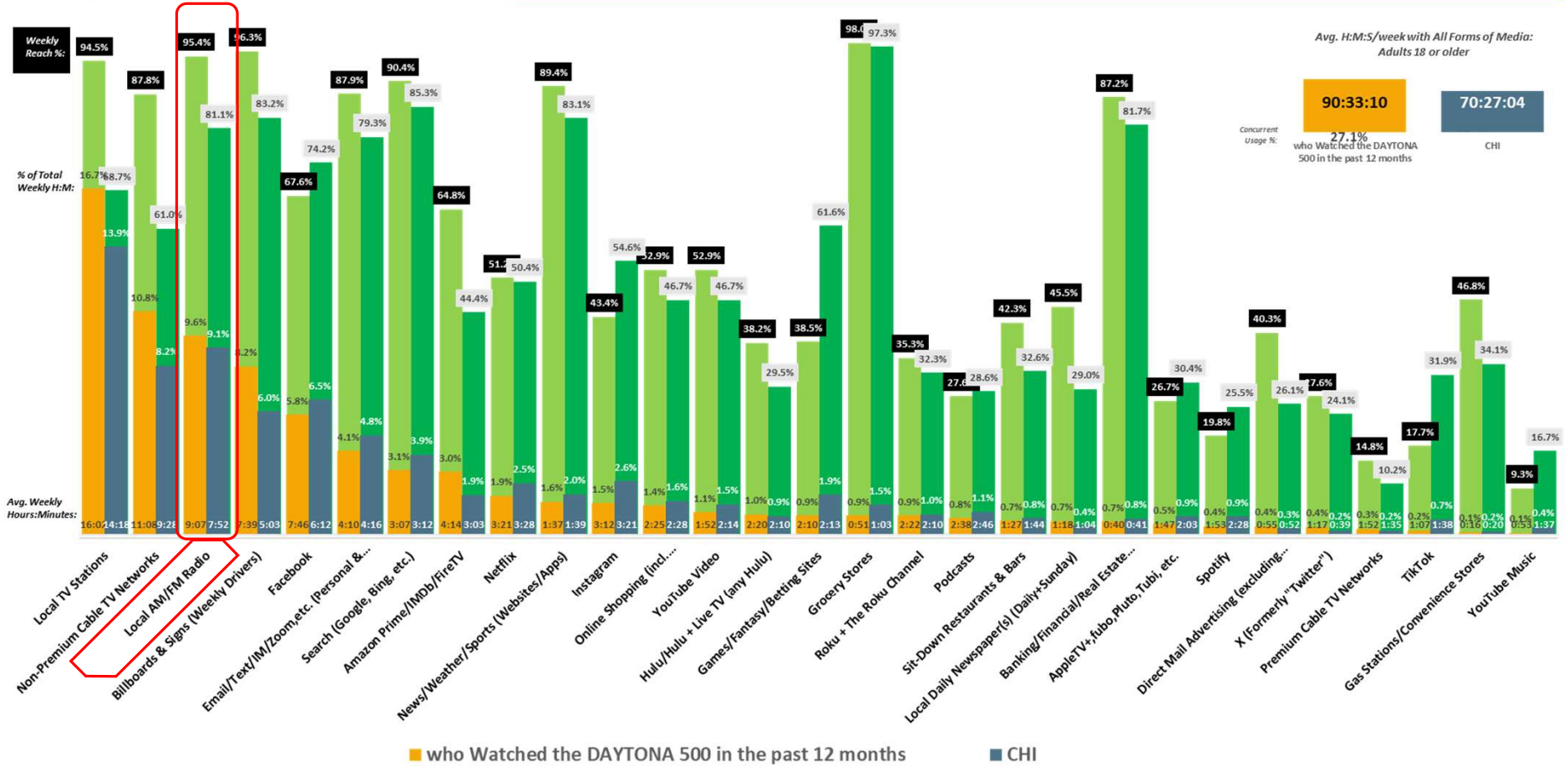


Adults 18 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 3 days, 14 hours, 55 minutes and 3 seconds each week with All Forms of Media.
 92.6% of Adults 18 or older who Watched the DAYTONA 500 in the past 12 months spend an avg. of 8 hours and 38 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



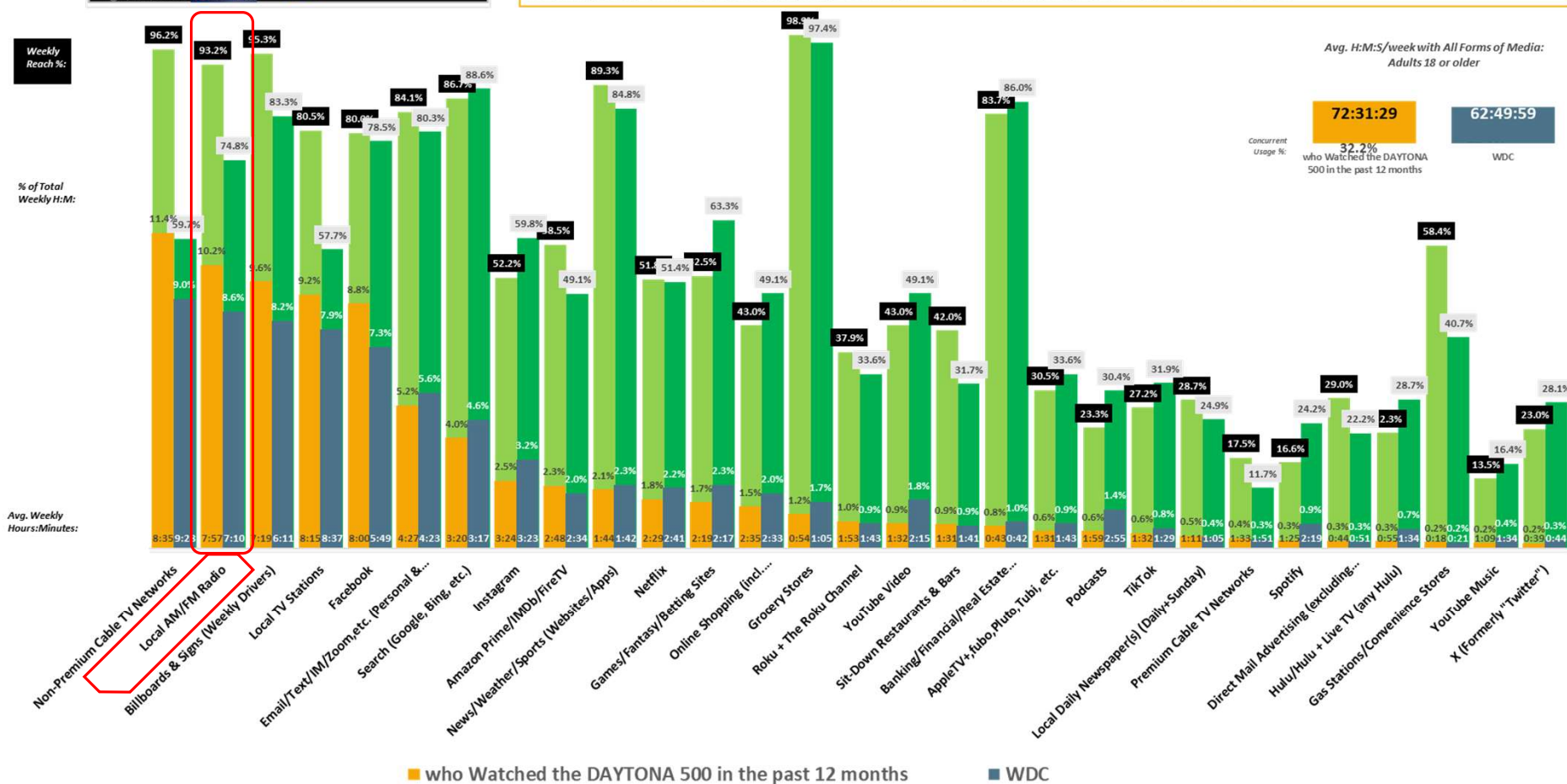


Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 3 days, 18 hours, 33 minutes and 10 seconds each week with All Forms of Media.
 95.4% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an avg. of 9 hours and 7 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.



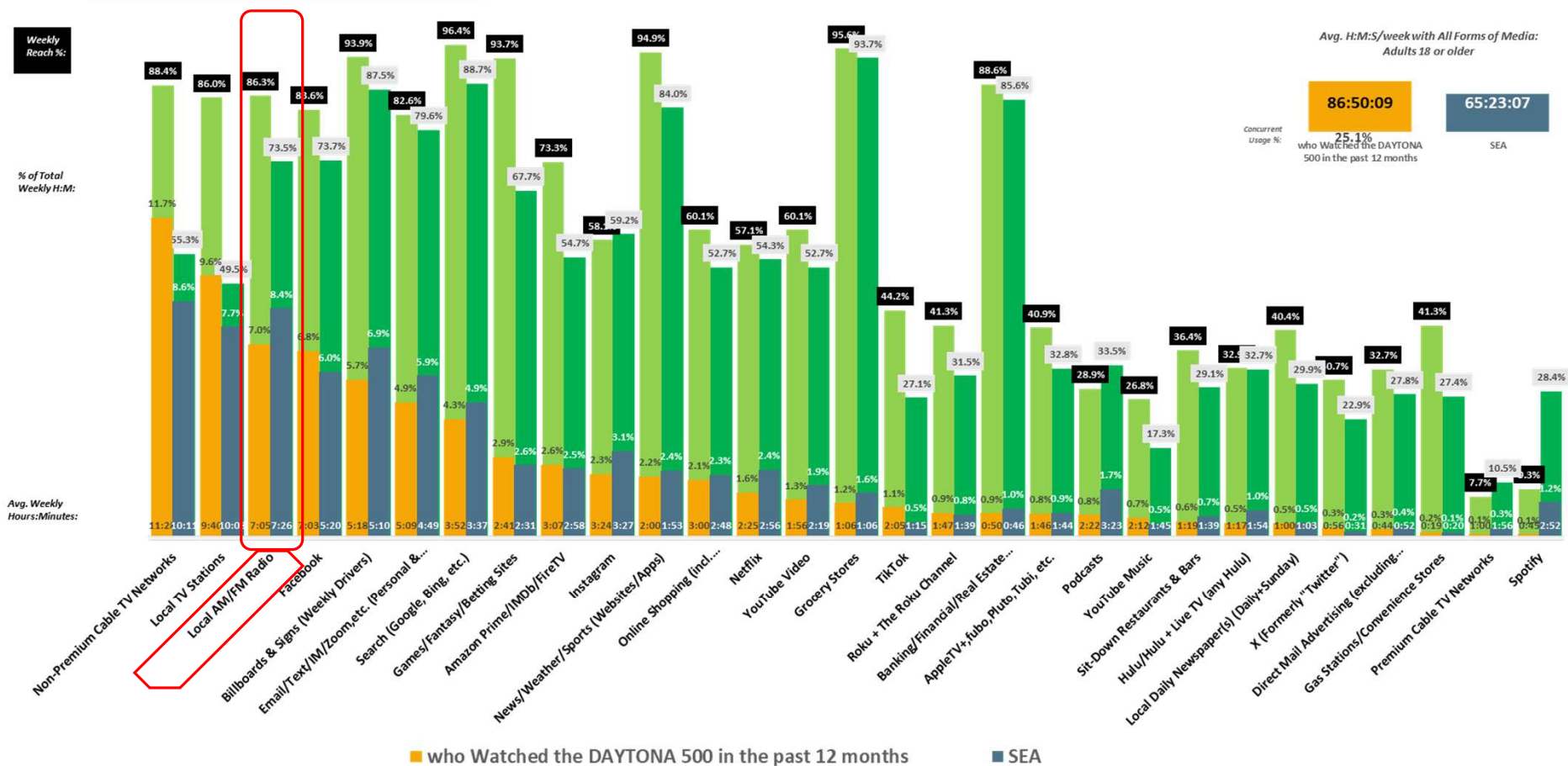


Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 3 days, 0 hours, 31 minutes and 29 seconds each week with All Forms of Media.
 93.2% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an avg. of 7 hours and 57 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.



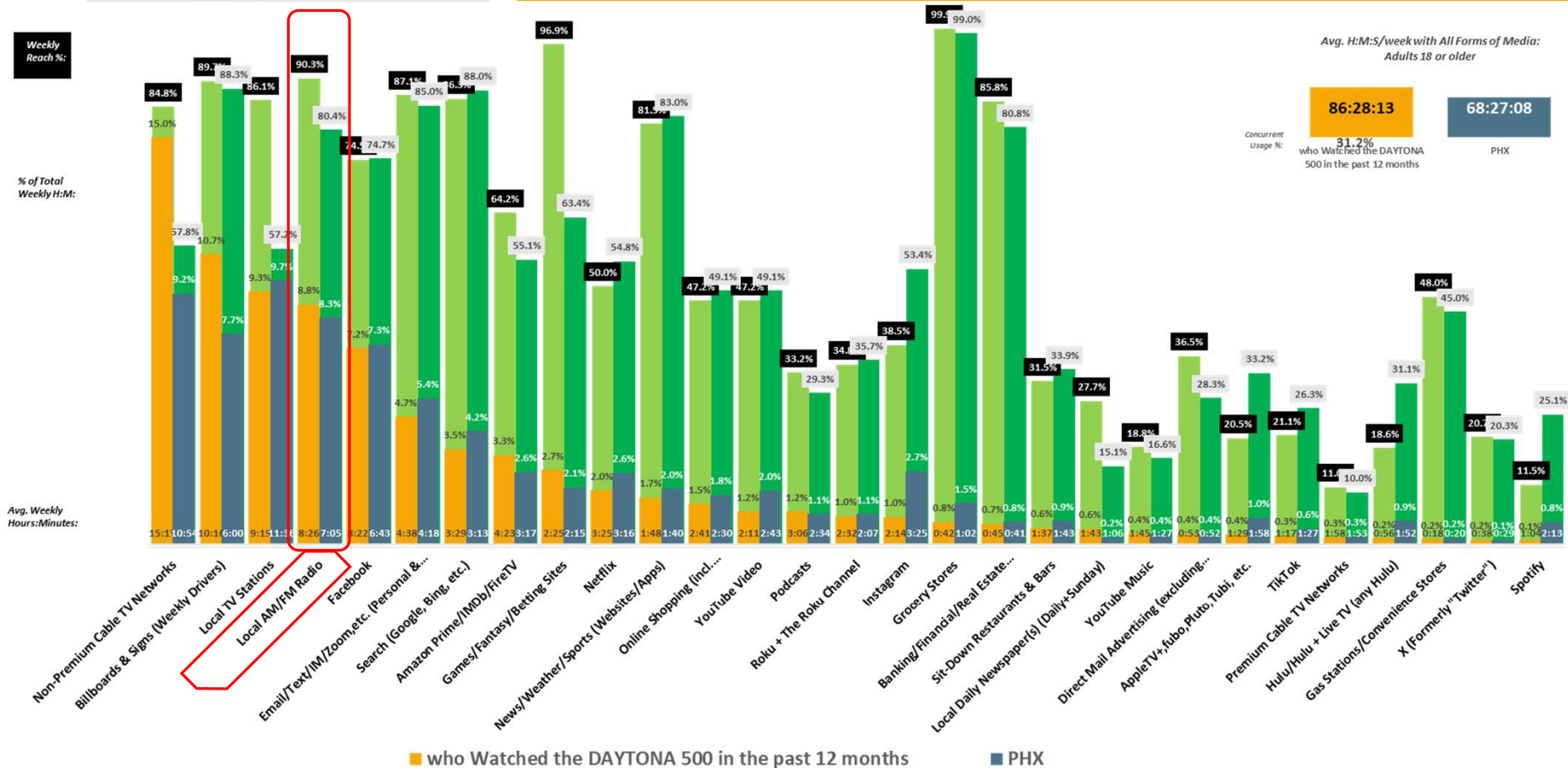


Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 3 days, 14 hours, 50 minutes and 9 seconds each week with All Forms of Media.
 86.3% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an avg. of 7 hours and 5 minutes each week listening to All Local AM/FM Radio, representing 7.0% of total time spent with all forms of Media.



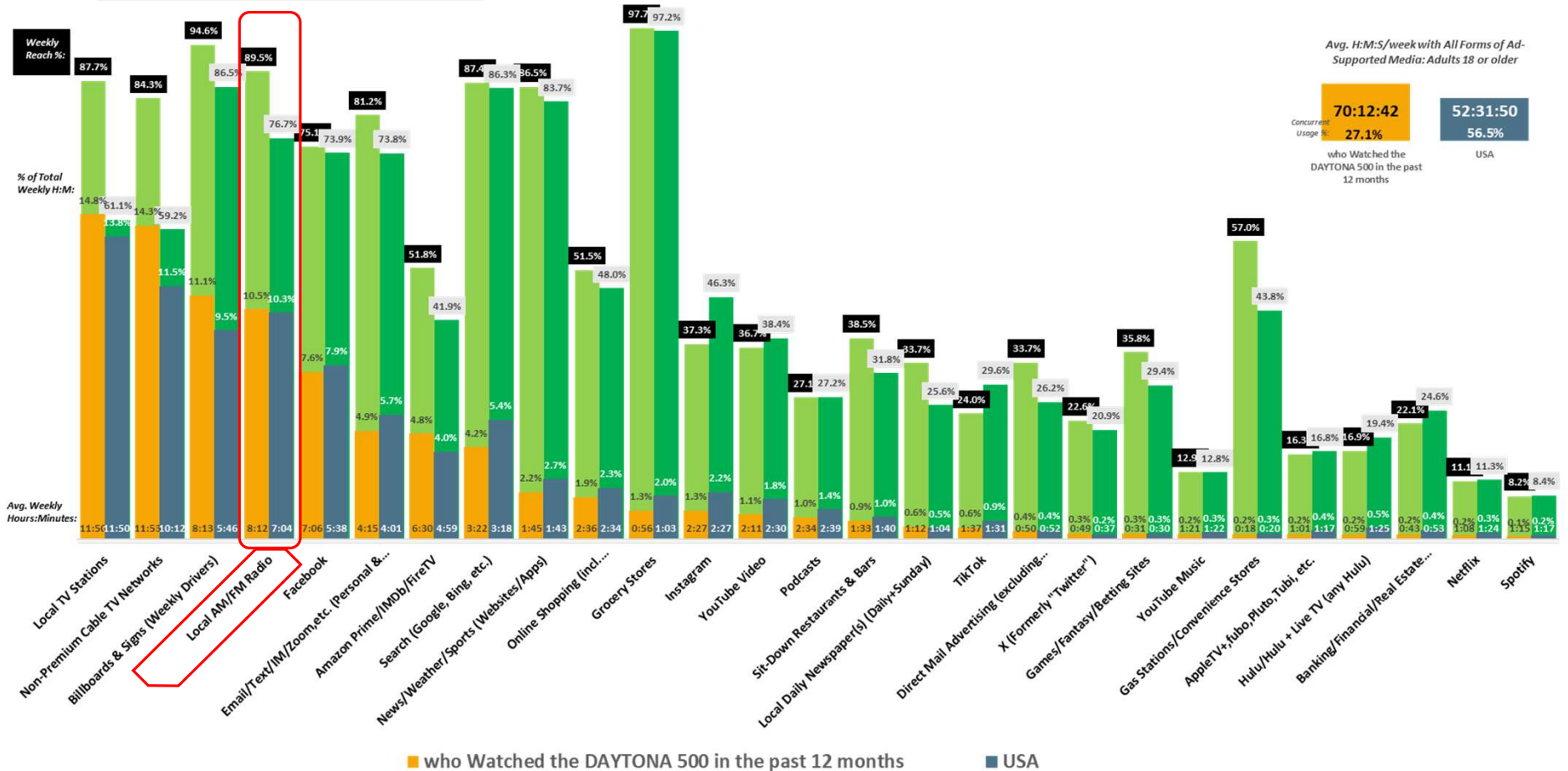


Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 3 days, 14 hours, 28 minutes and 13 seconds each week with All Forms of Media.
 90.3% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an avg. of 8 hours and 26 minutes each week listening to All Local AM/FM Radio, representing 8.8% of total time spent with all forms of Media.





Adults 18 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 2 days, 22 hours, 12 minutes and 42 seconds each week with All Forms of Ad-Supported Media.
 89.5% of Adults 18 or older who Watched the DAYTONA 500 in the past 12 months spend an avg. of 8 hours and 12 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported Media.

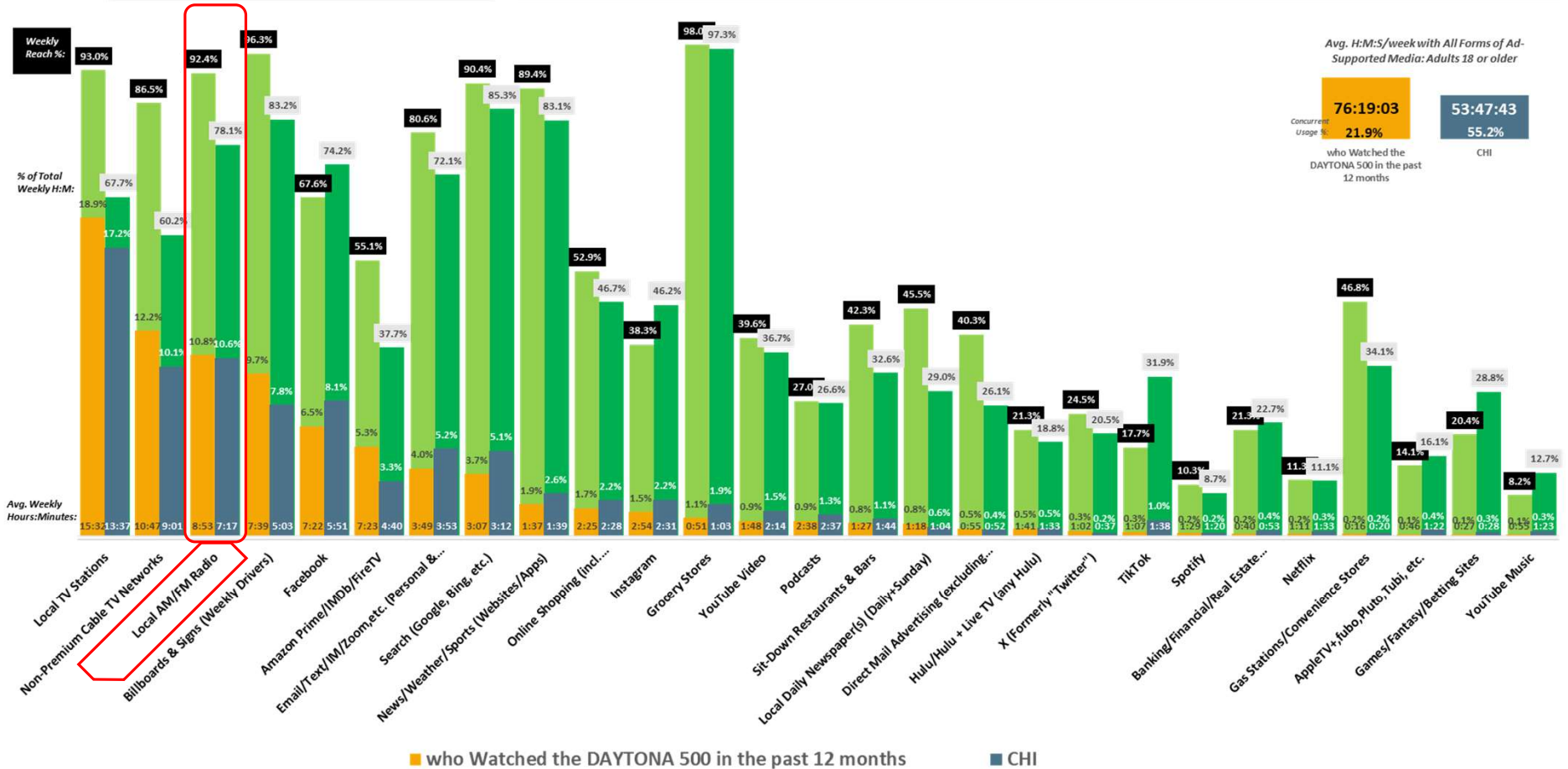


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

70:12:42	52:31:50
Concurrent Usage %	27.1%
who Watched the DAYTONA 500 in the past 12 months	USA



Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 3 days, 4 hours, 19 minutes and 3 seconds each week with All Forms of Ad-Supported Media.
 92.4% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an avg. of 8 hours and 53 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supported Media.

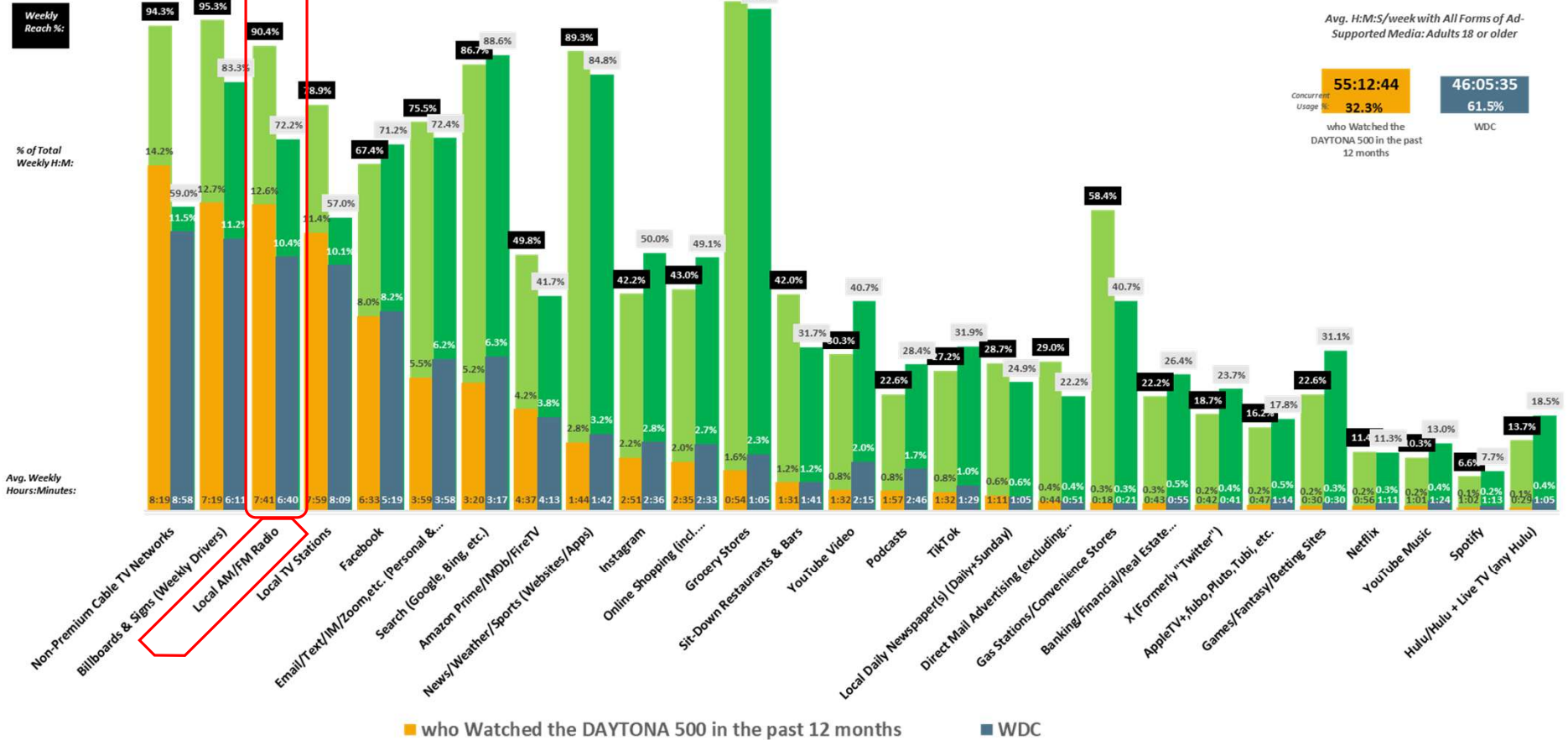


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage	76:19:03	53:47:43
who Watched the DAYTONA 500 in the past 12 months	21.9%	55.2%
CHI		



Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 2 days, 7 hours, 12 minutes and 44 seconds each week with All Forms of Ad-Supported Media.
 90.4% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an avg. of 7 hours and 41 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.6% of total time spent with all forms of Ad-Supported Media.



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

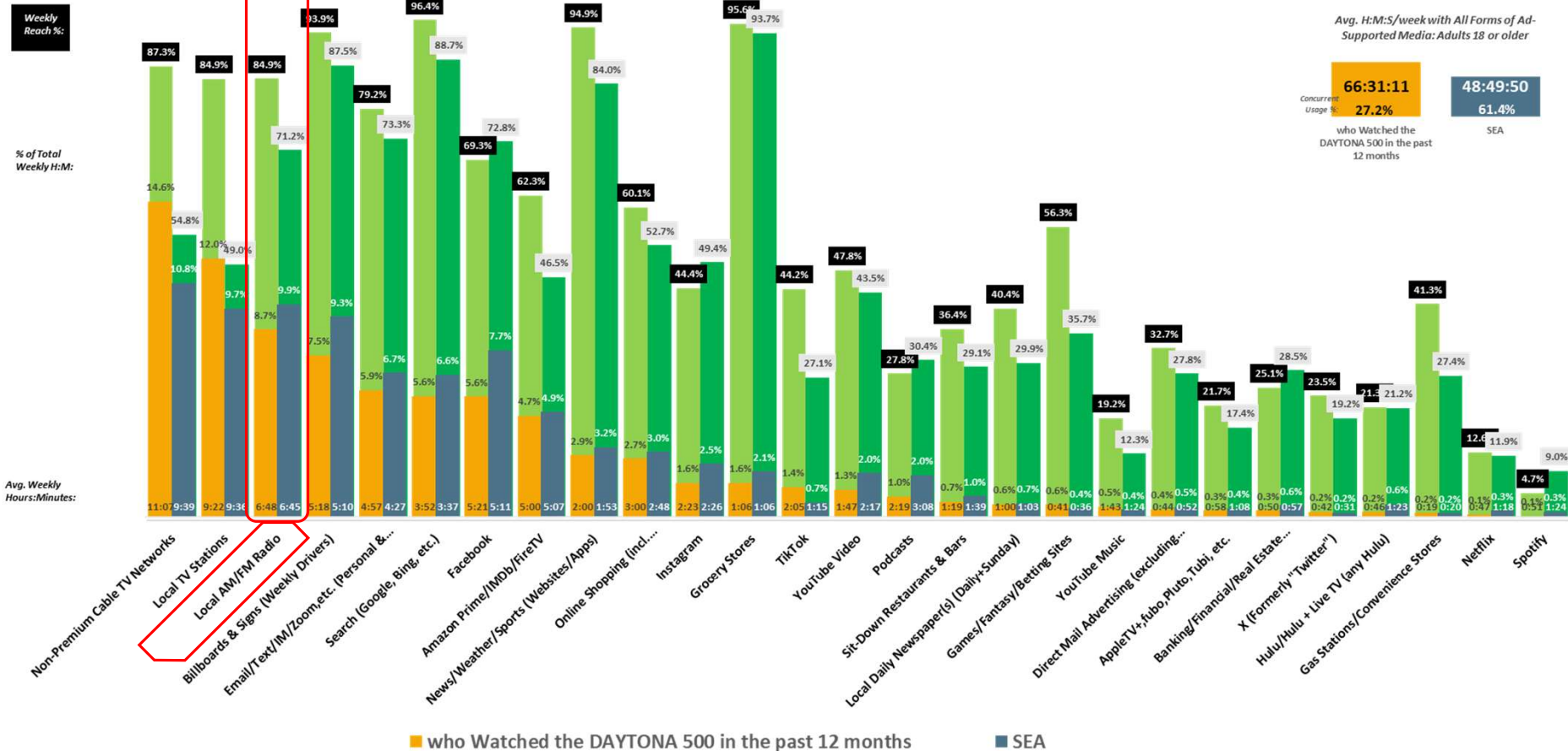
55:12:44	46:05:35
Concurrent Usage 32.3%	WDC 61.5%

who Watched the DAYTONA 500 in the past 12 months



Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 2 days, 18 hours, 31 minutes and 11 seconds each week with All Forms of Ad-Supported Media.

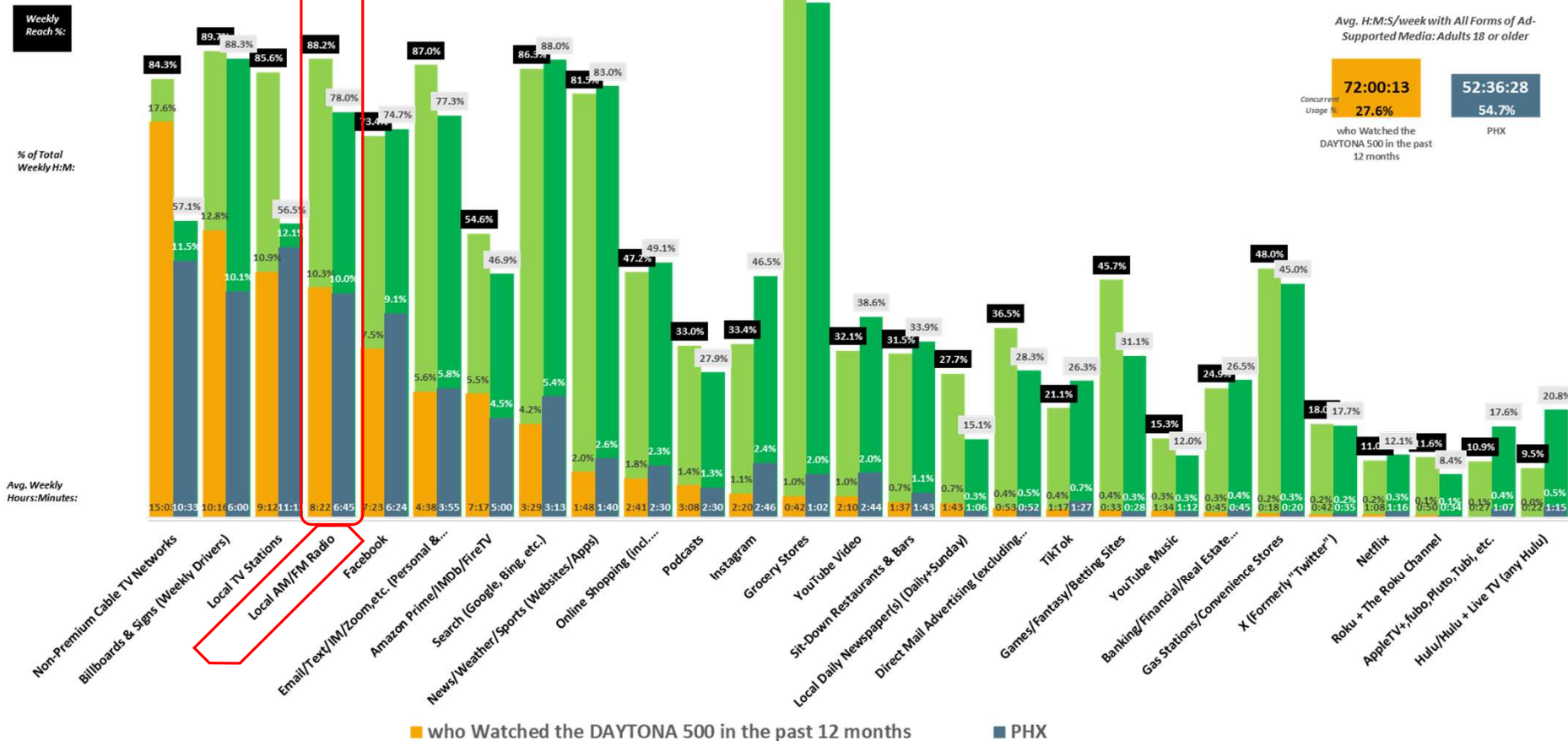
84.9% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an avg. of 6 hours and 48 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.7% of total time spent with all forms of Ad-Supported Media.





Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 3 days, 0 hours, 0 minutes and 13 seconds each week with All Forms of Ad-Supported Media.

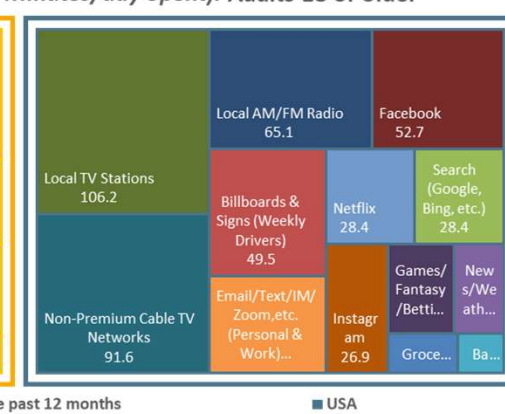
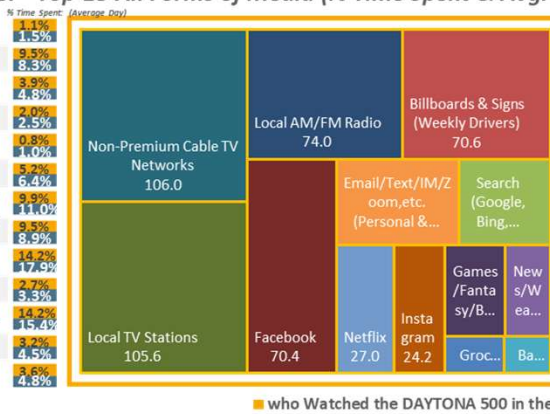
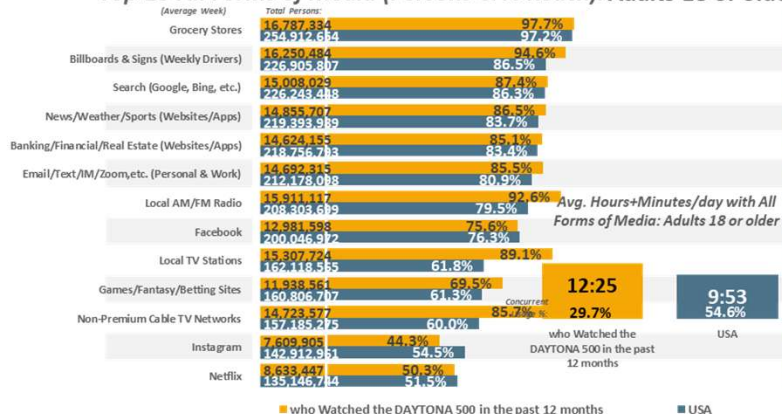
88.2% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an avg. of 8 hours and 22 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.3% of total time spent with all forms of Ad-Supported Media.



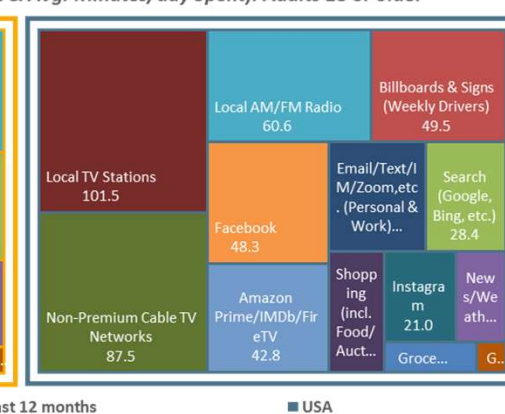
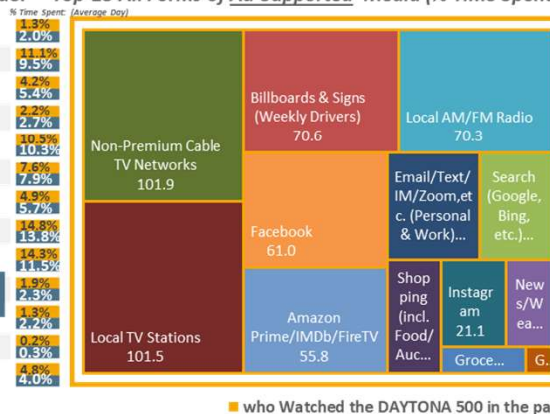
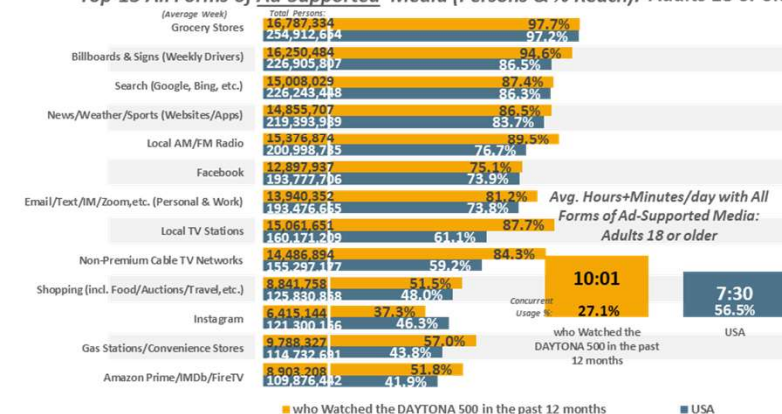


Adults 18 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 10 hours and 1 minutes each day with All Forms of Ad-Supported Media. 89.5% listen to Local AM/FM Radio for an avg. of 70.3 minutes/day. (Local Radio delivers 10.5% of Time with Ad-Supported Media.)

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**



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,609
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

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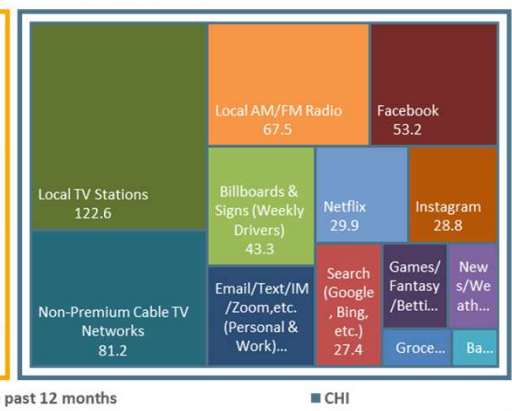
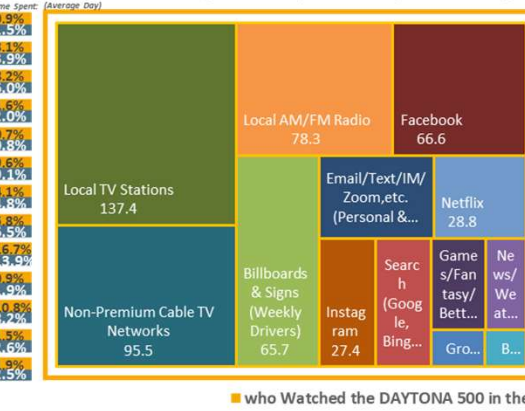
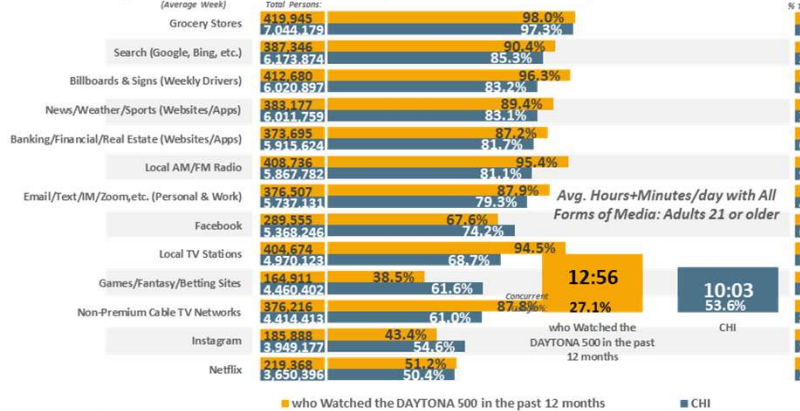
Special TV sports programs watched past 12 months: Daytona 500



Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 10 hours and 54 minutes each day with All Forms of Ad-Supported Media. 92.4% listen to Local AM/FM Radio for an avg. of 76.3 minutes/day. (Local Radio delivers 10.8% of Time with Ad-Supported Media.)

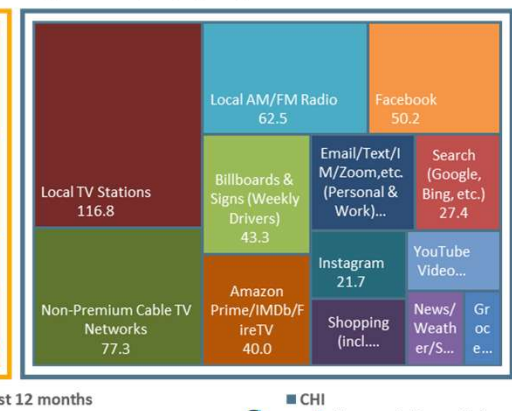
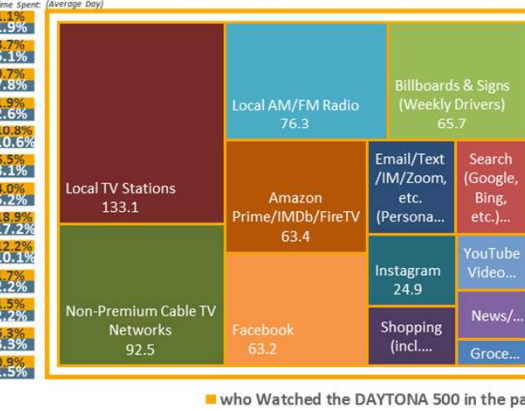
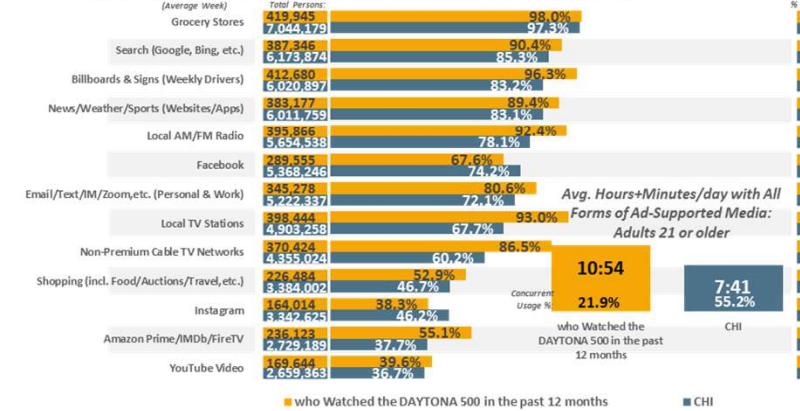
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older

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



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

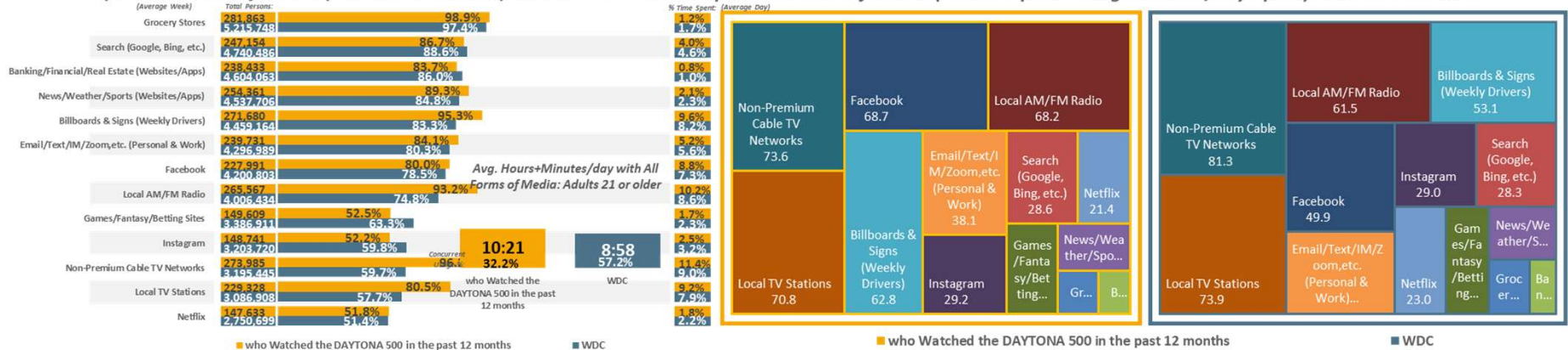
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



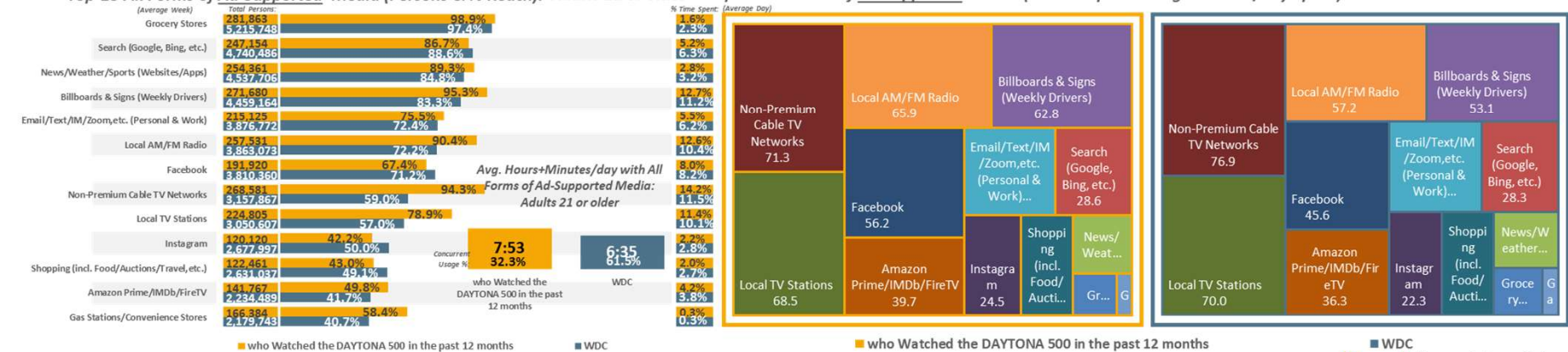


Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 7 hours and 53 minutes each day with All Forms of Ad-Supported Media. 90.4% listen to Local AM/FM Radio for an avg. of 65.9 minutes/day. (Local Radio delivers 12.6% of Time with Ad-Supported Media.)

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



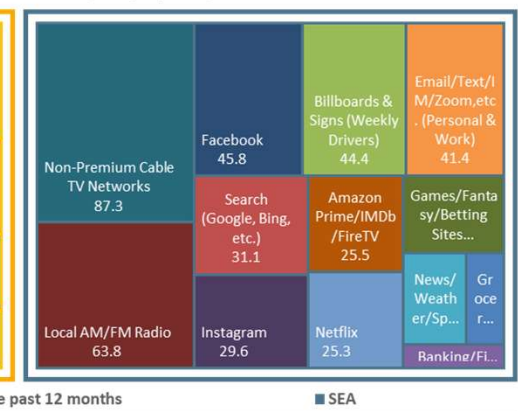
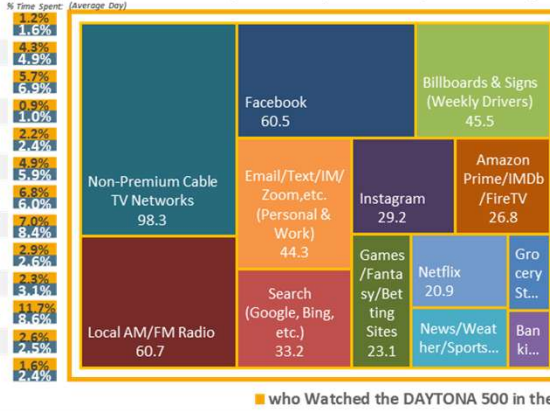
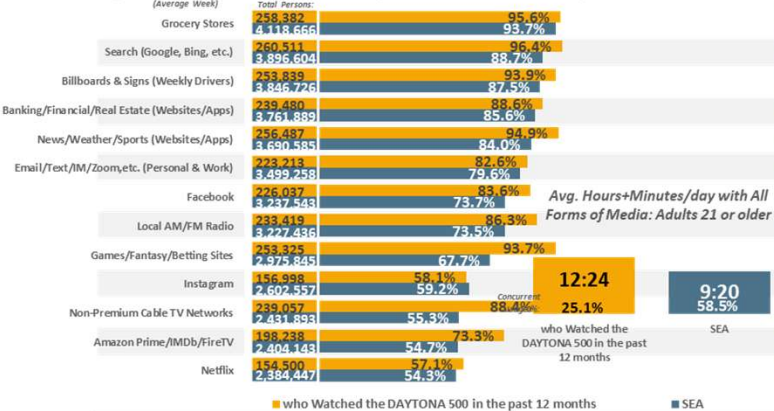
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



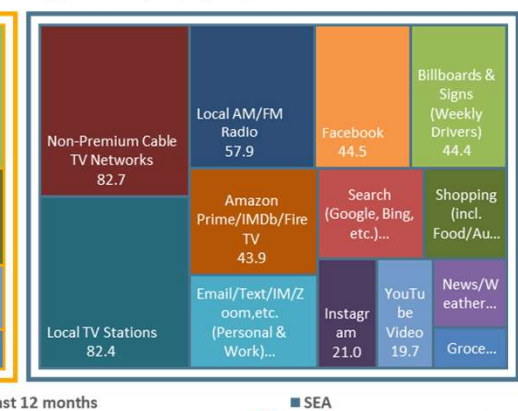
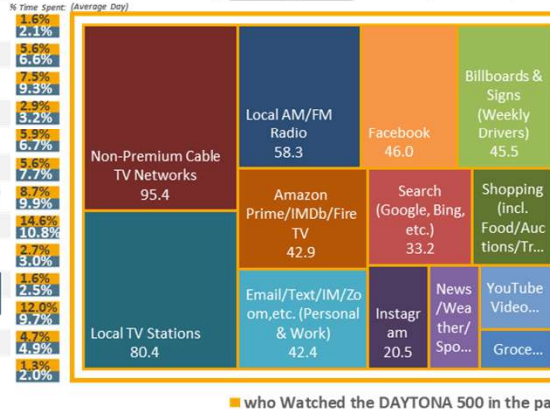
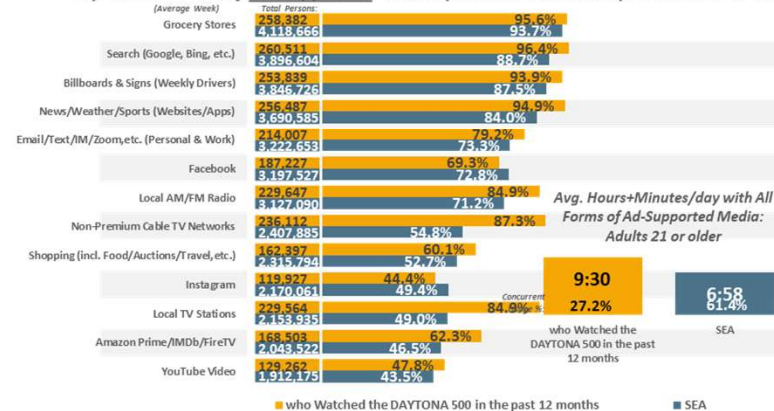


Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 9 hours and 30 minutes each day with All Forms of Ad-Supported Media. 84.9% listen to Local AM/FM Radio for an avg. of 58.3 minutes/day. (Local Radio delivers 8.7% of Time with Ad-Supported Media.)

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



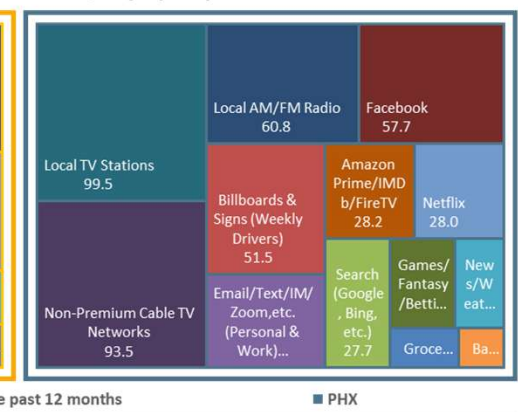
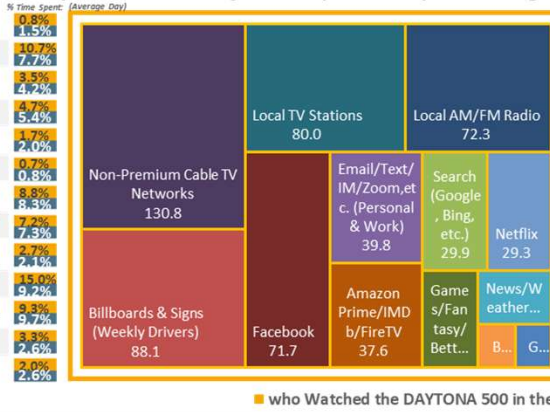
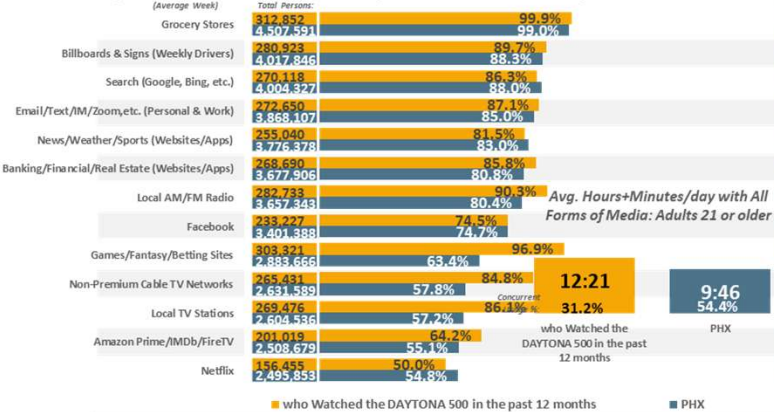
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



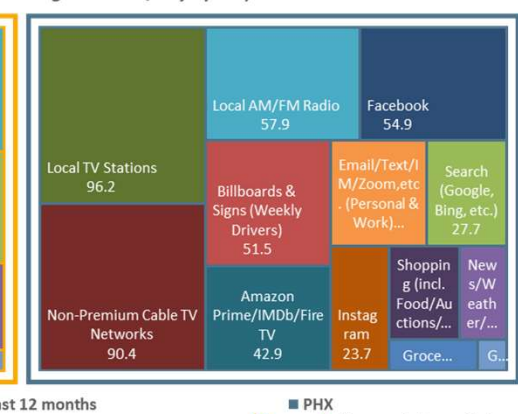
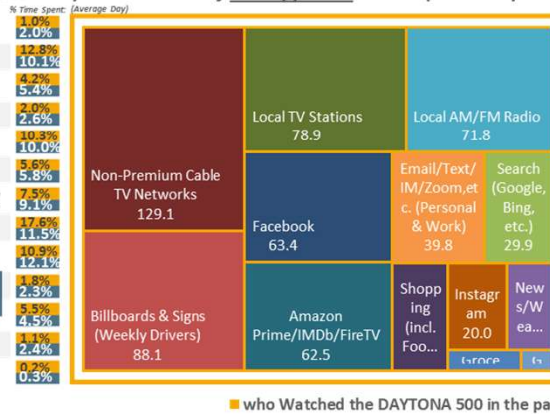
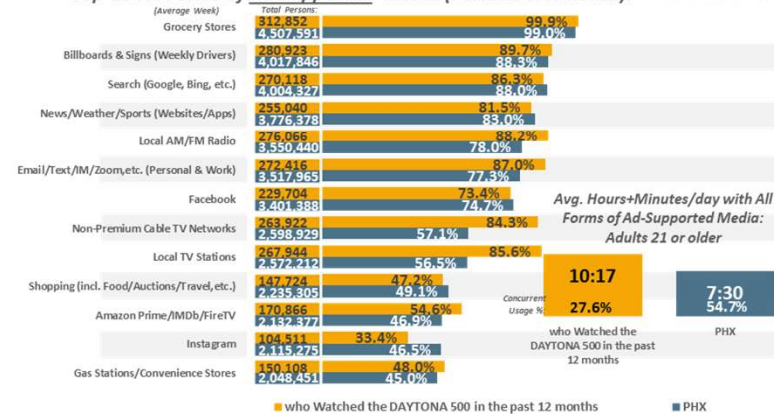


Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 10 hours and 17 minutes each day with All Forms of Ad-Supported Media. 88.2% listen to Local AM/FM Radio for an avg. of 71.8 minutes/day. (Local Radio delivers 10.3% of Time with Ad-Supported Media.)

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



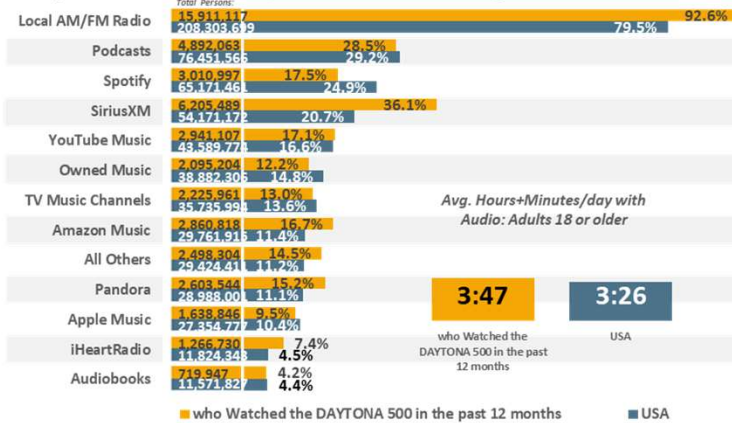
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



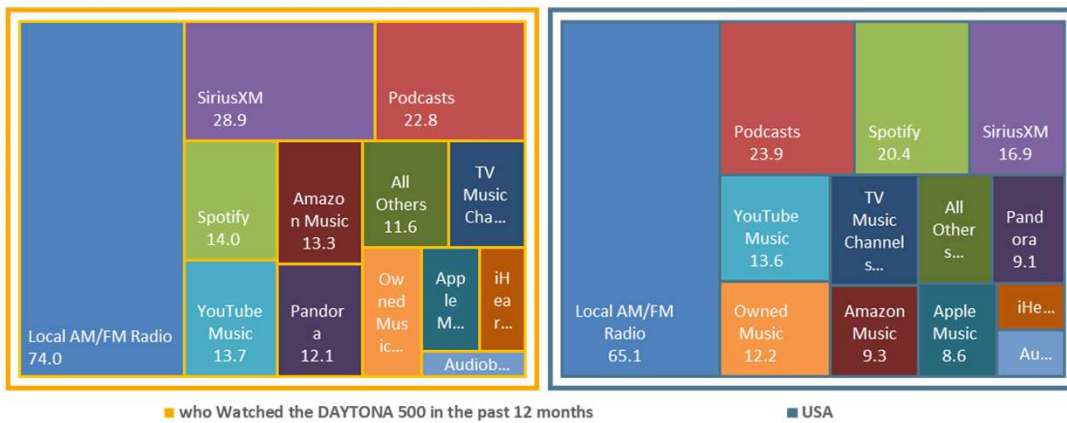


15,376,874 or 89.5% of Adults 18 or older who Watched the DAYTONA 500 in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 70.3 minutes every day representing 42.5% of all time spent daily with Ad-Supported Audio.

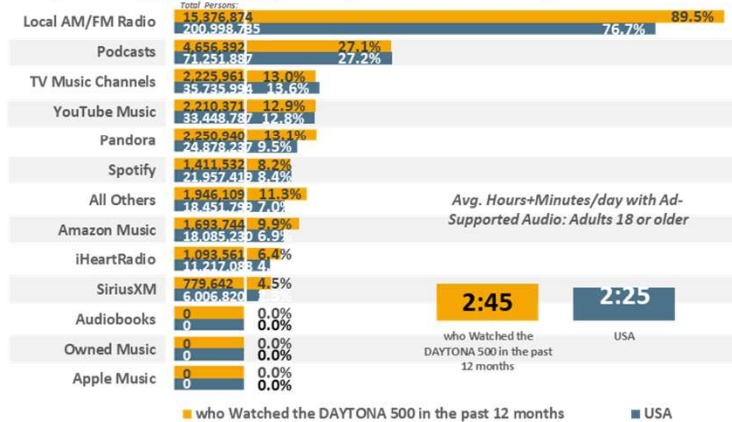
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



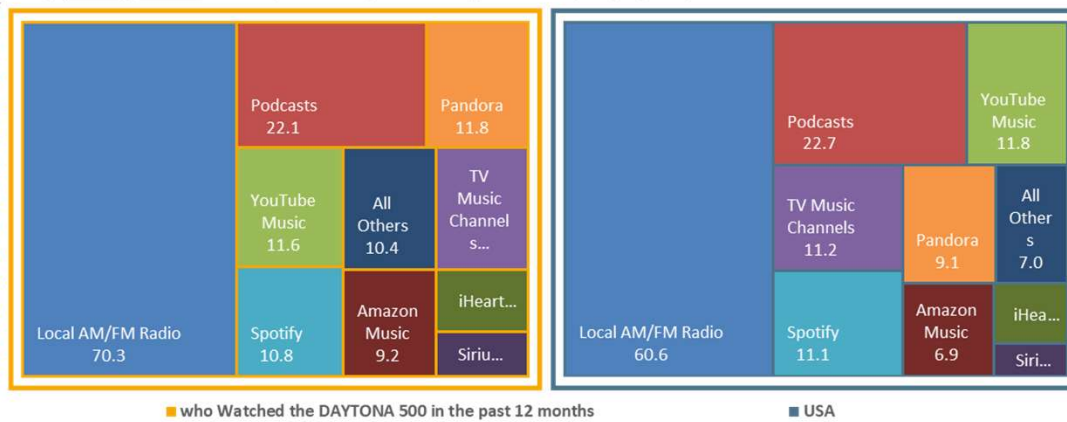
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,609
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Scarborough R2 2025: Sep24-Aug25 USA Projection

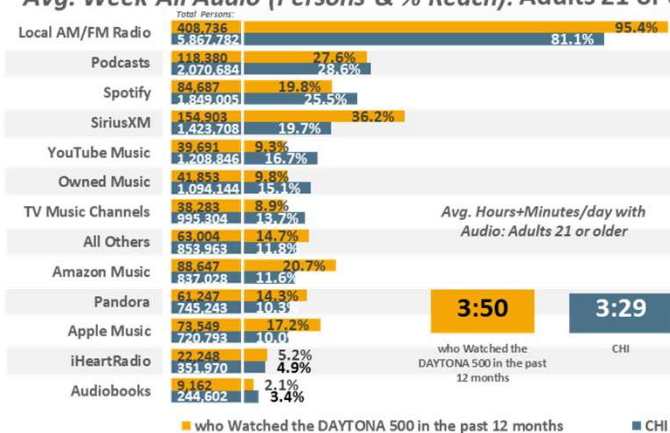
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Special TV sports programs watched past 12 months: Daytona 500

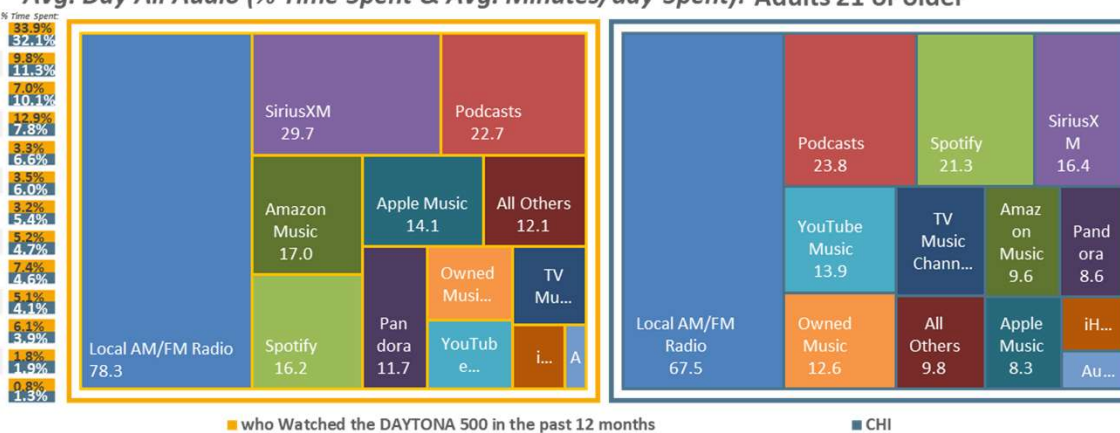


395,866 or 92.4% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 76.3 minutes every day representing 45.5% of all time spent daily with Ad-Supported Audio.

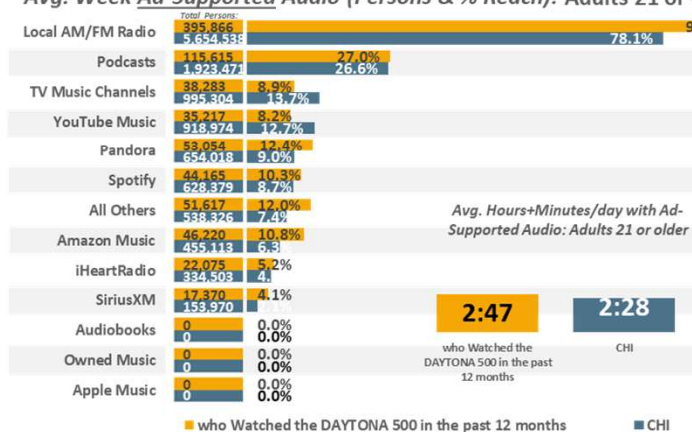
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



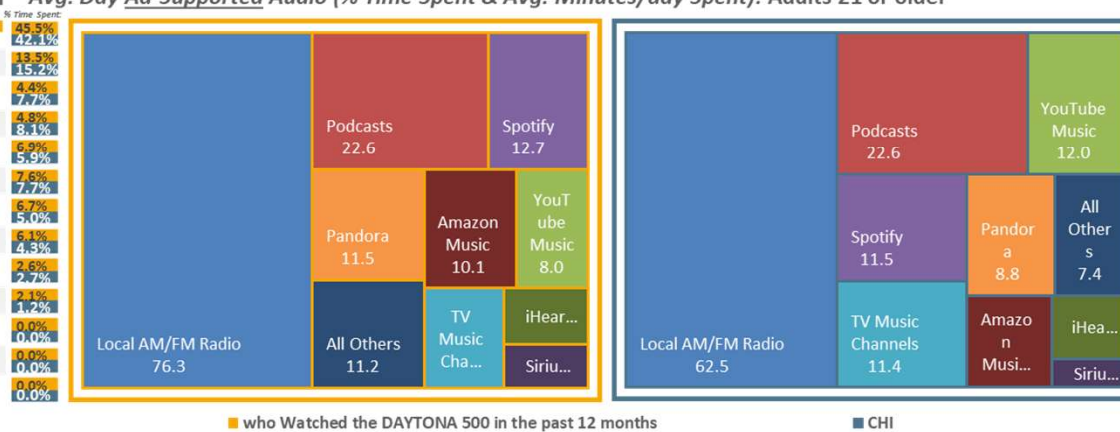
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 245
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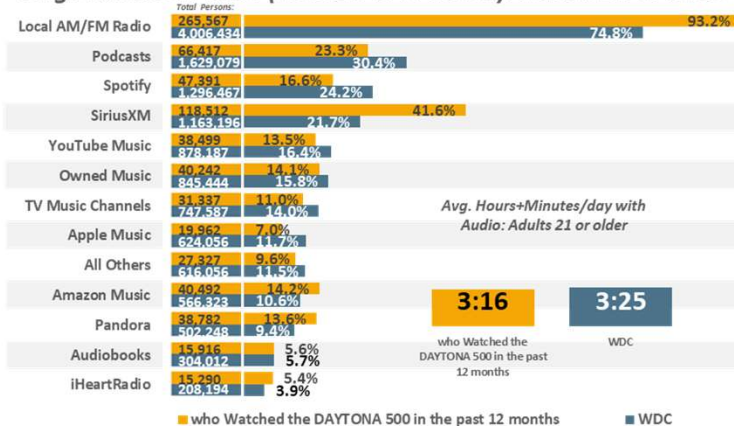
soefa.ai Share of Everything for Anything

Special TV sports programs watched past 12 months: Daytona 500

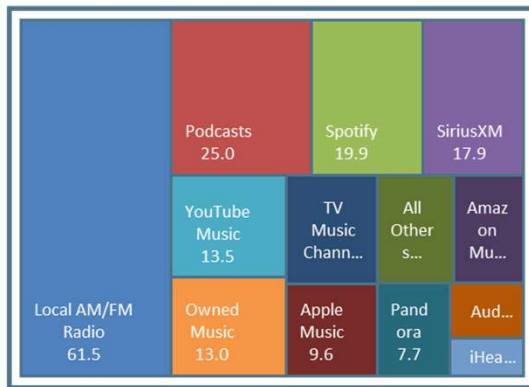
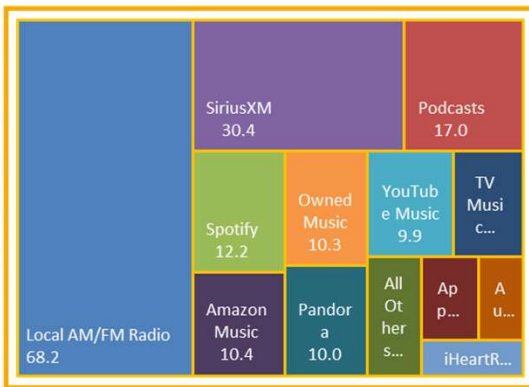


257,531 or 90.4% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 65.9 minutes every day representing 47.4% of all time spent daily with Ad-Supported Audio.

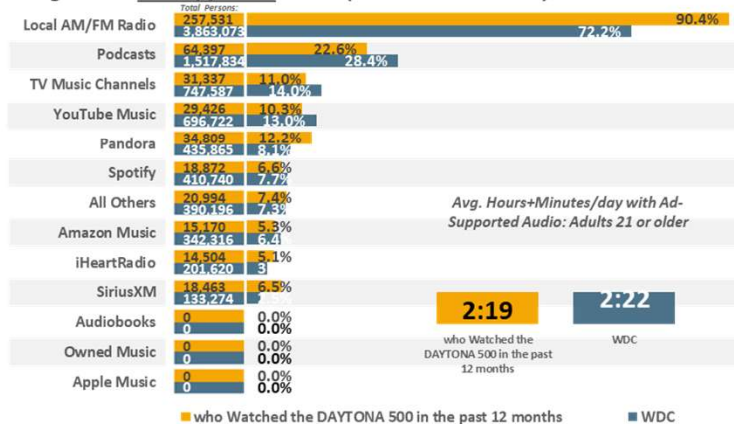
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



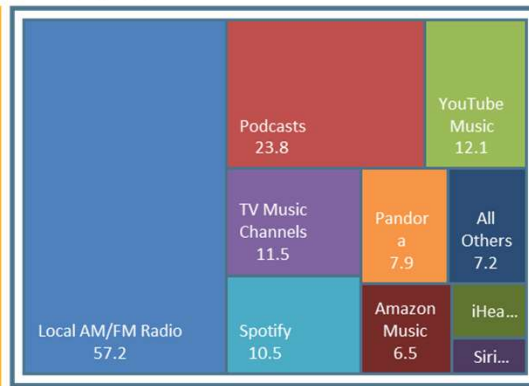
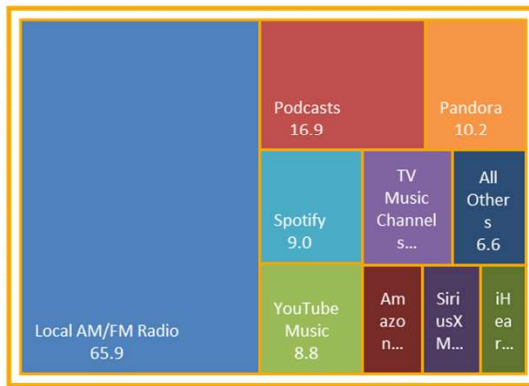
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



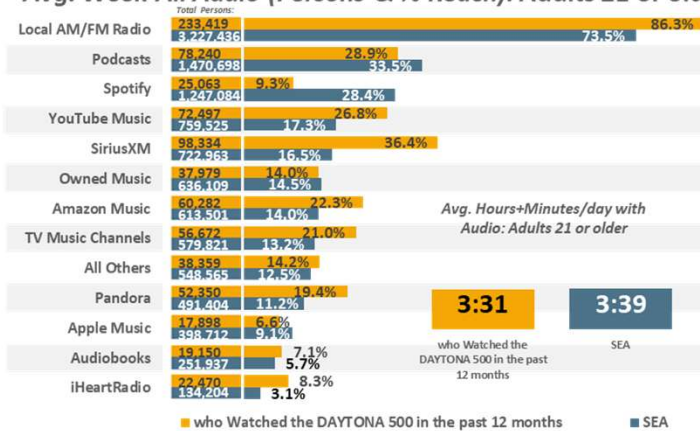
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



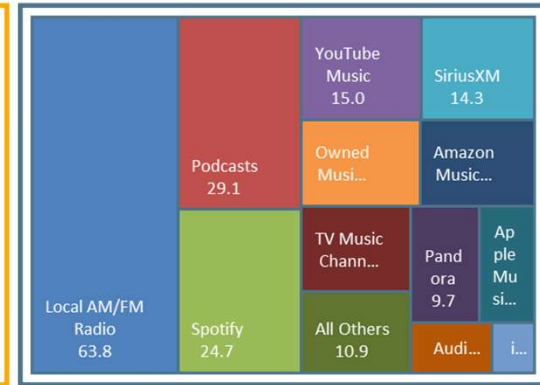
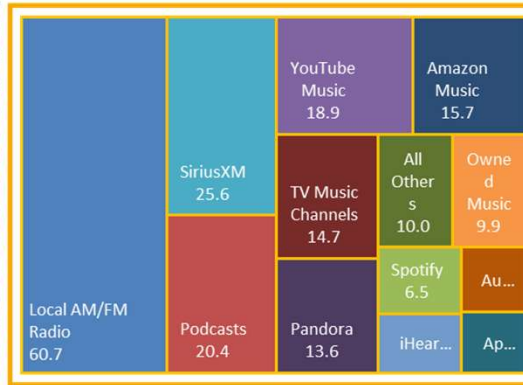


229,647 or 84.9% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 58.3 minutes every day representing 36.5% of all time spent daily with Ad-Supported Audio.

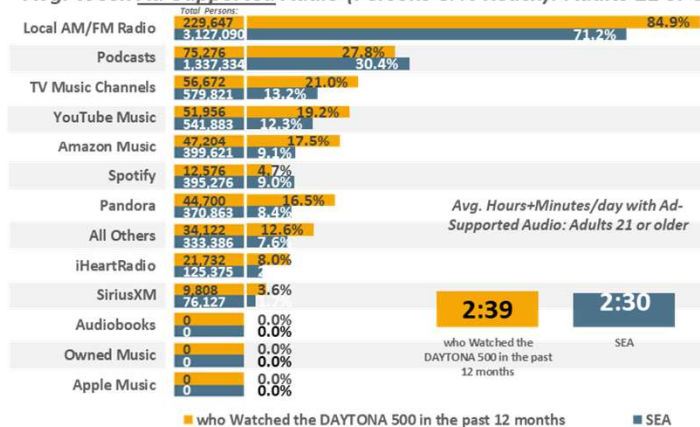
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



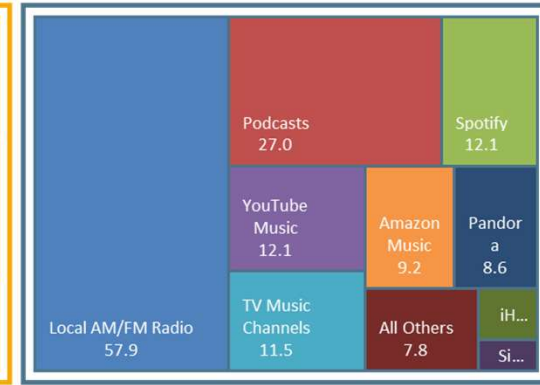
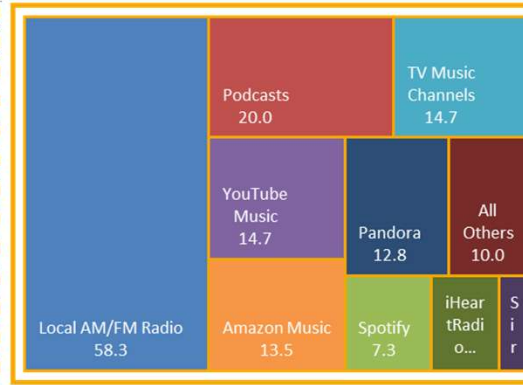
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

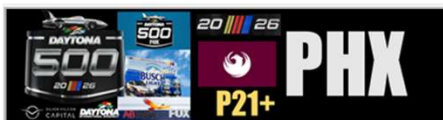


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



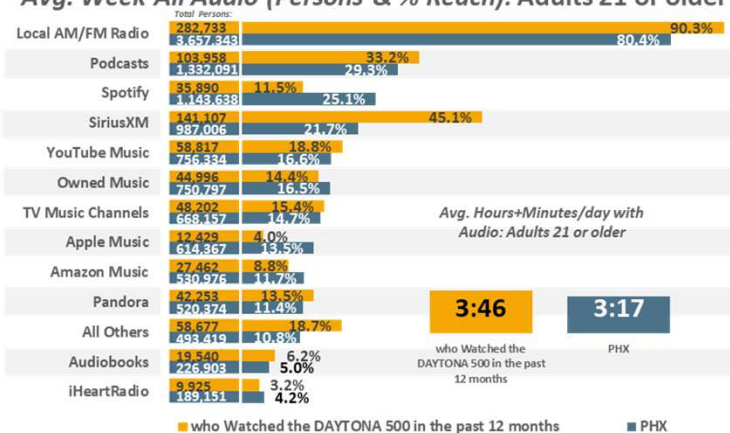
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



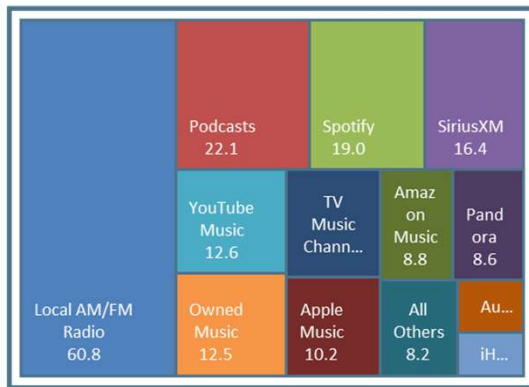
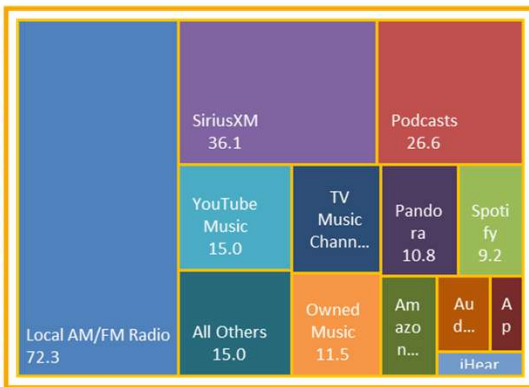


276,066 or 88.2% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 71.8 minutes every day representing 44.1% of all time spent daily with Ad-Supported Audio.

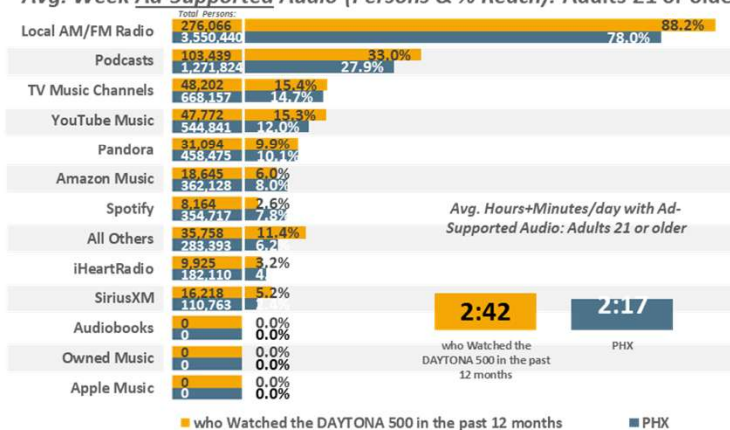
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



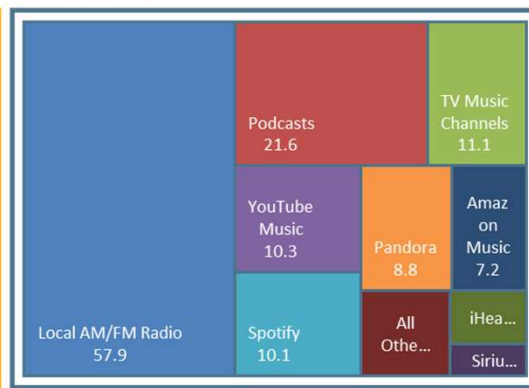
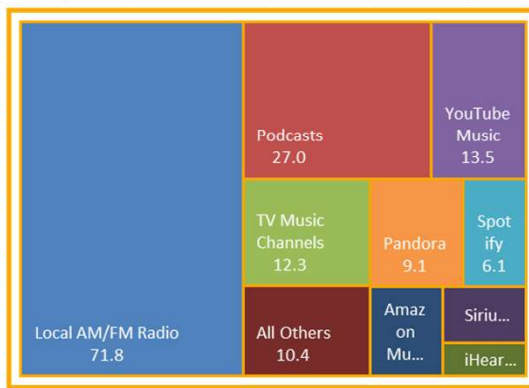
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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

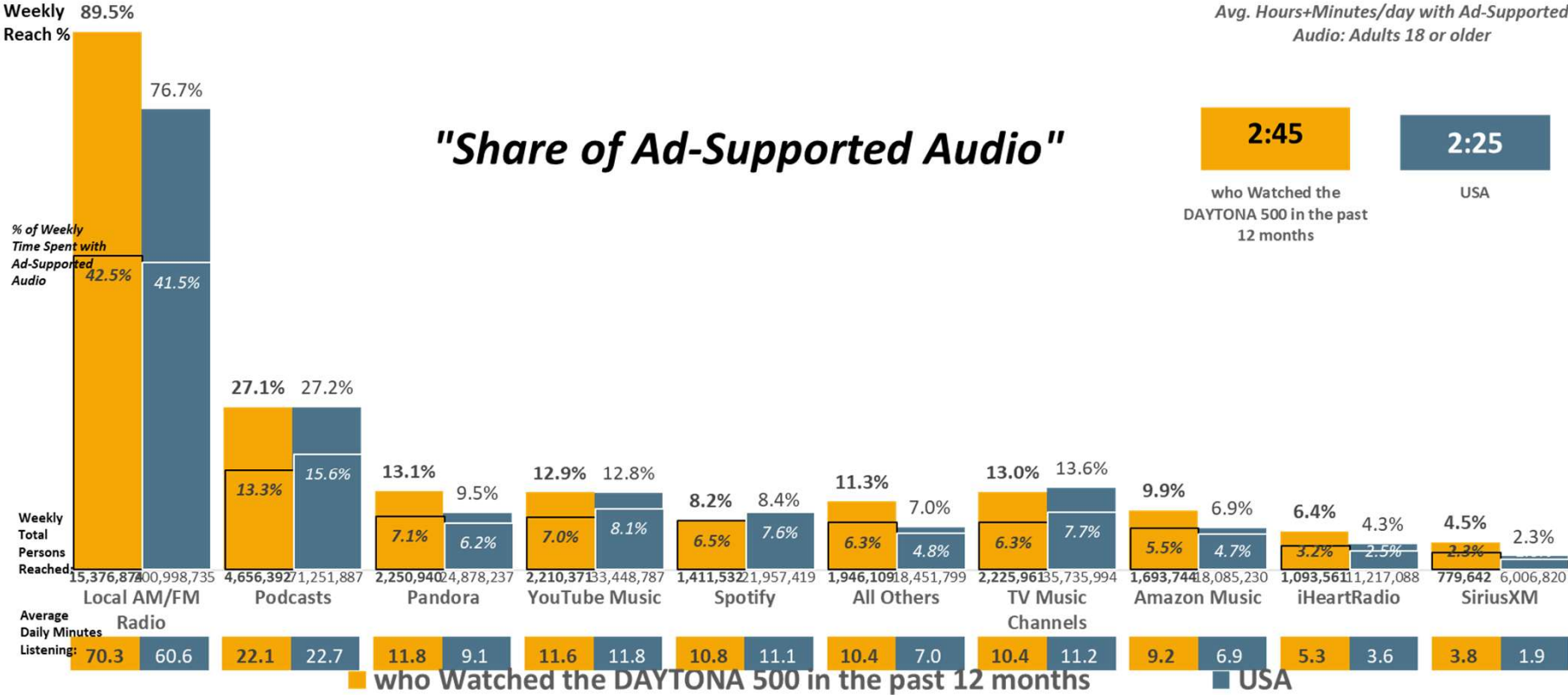


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



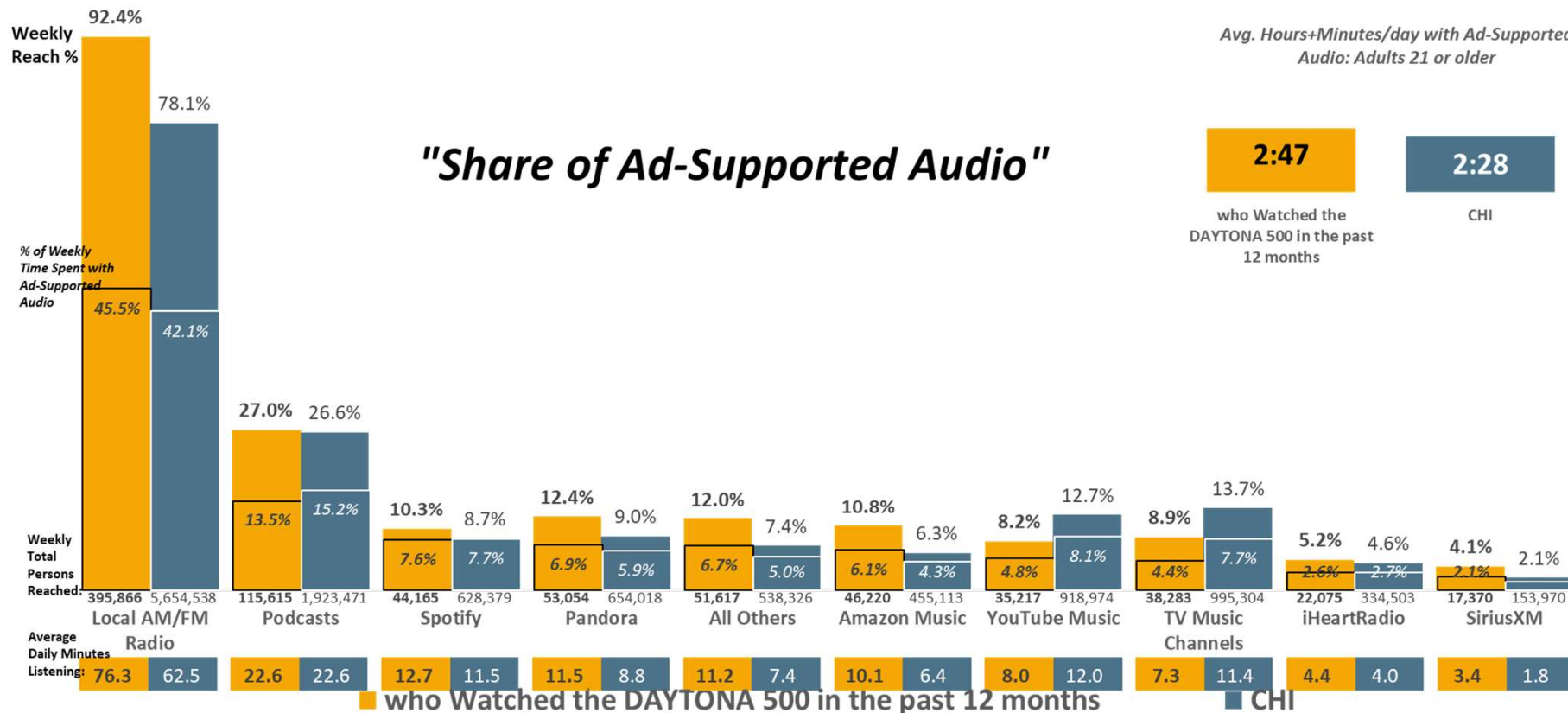


15,376,874 or 89.5% of Adults 18 or older who Watched the DAYTONA 500 in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 70.3 minutes every day representing 42.5% of all time spent daily with Ad-Supported Audio.



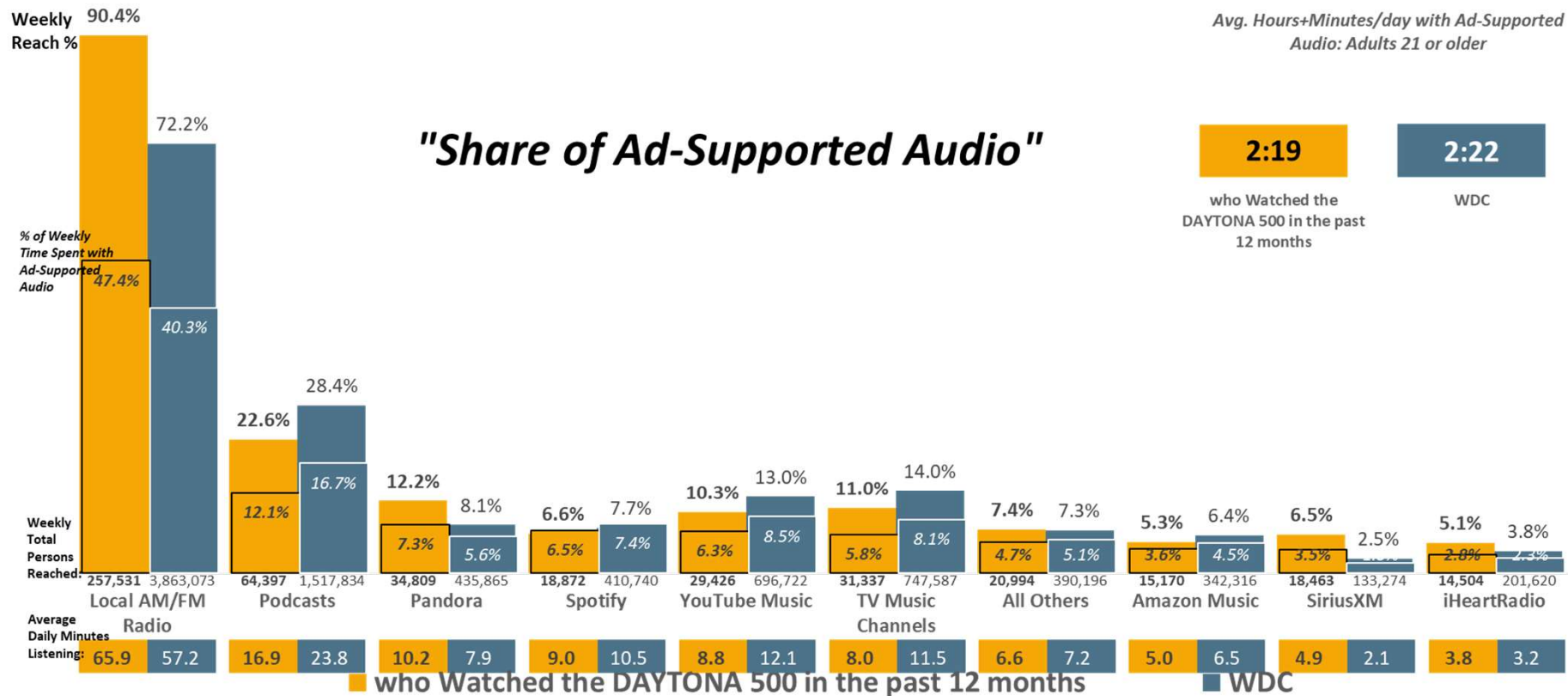


395,866 or 92.4% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 76.3 minutes every day representing 45.5% of all time spent daily with Ad-Supported Audio.



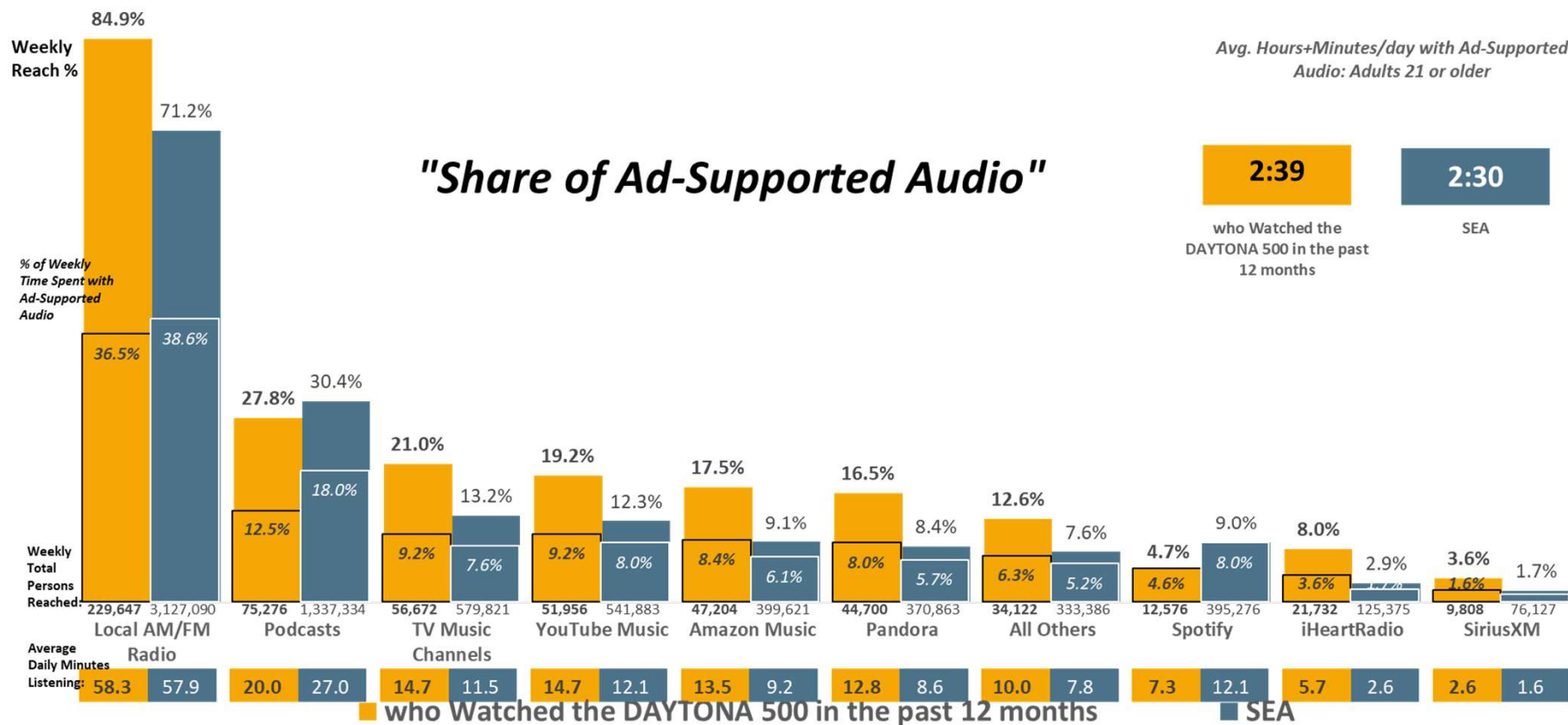


257,531 or 90.4% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 65.9 minutes every day representing 47.4% of all time spent daily with Ad-Supported Audio.



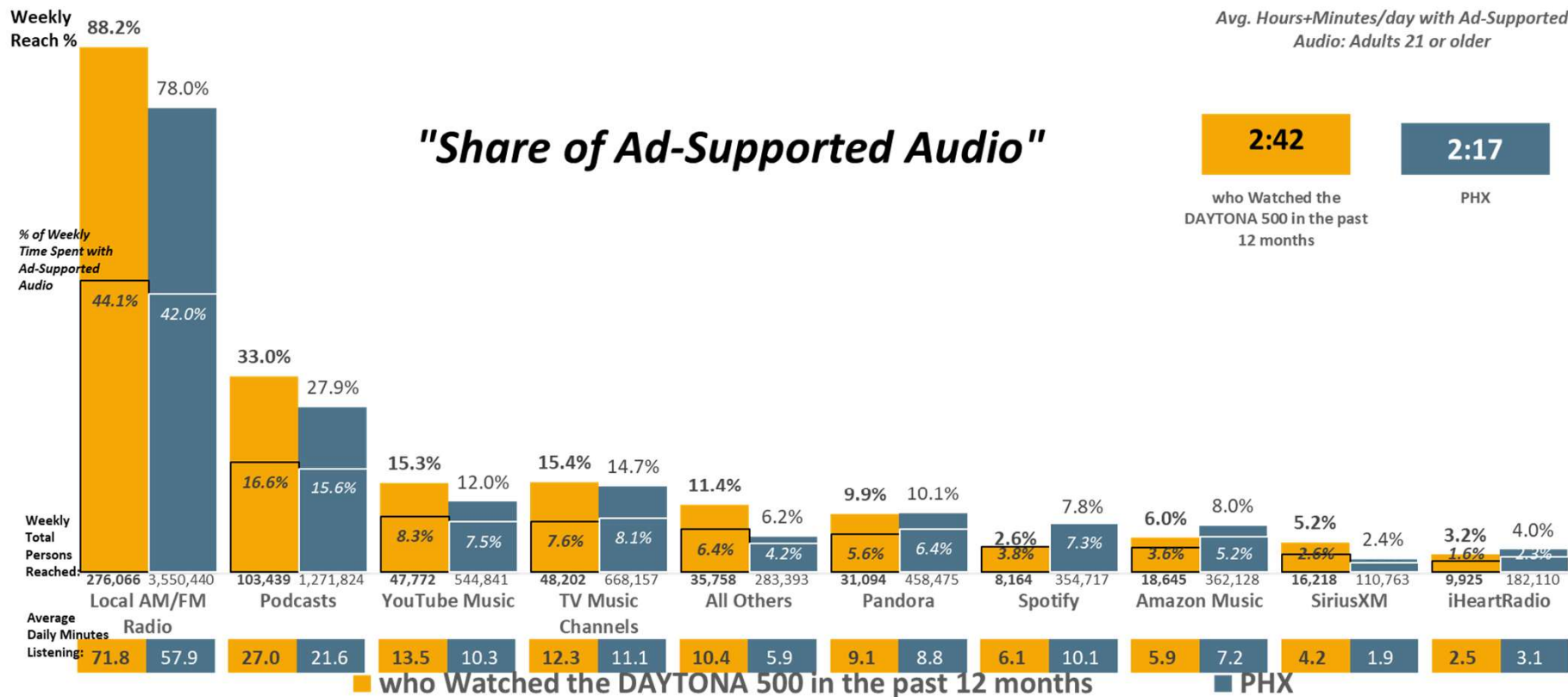


229,647 or 84.9% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 58.3 minutes every day representing 36.5% of all time spent daily with Ad-Supported Audio.





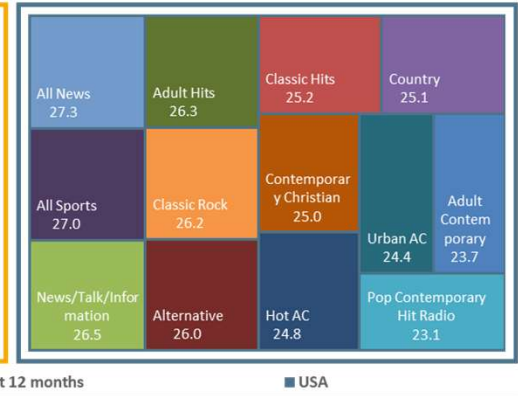
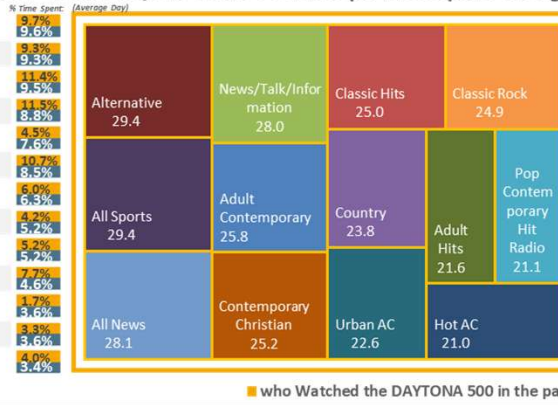
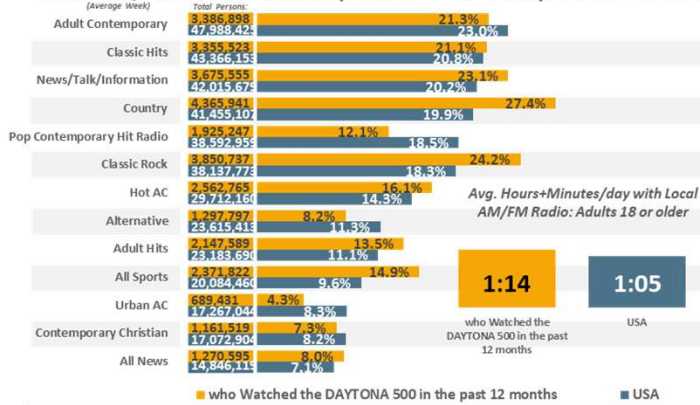
276,066 or 88.2% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 71.8 minutes every day representing 44.1% of all time spent daily with Ad-Supported Audio.



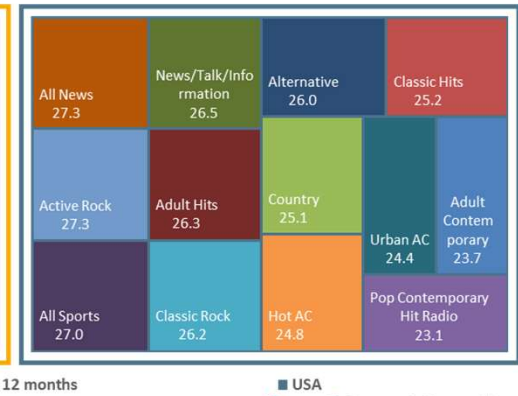
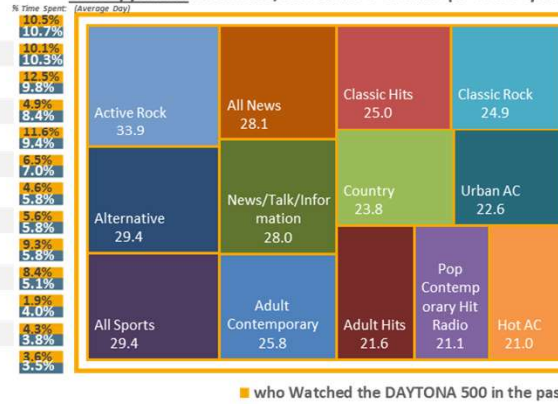
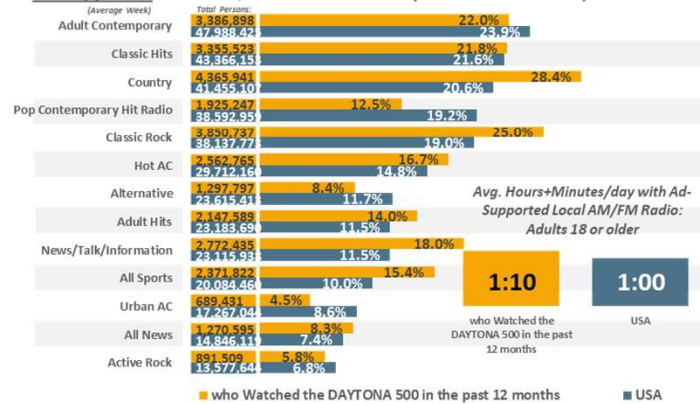


15,376,874 or 89.5% of Adults 18 or older who Watched the DAYTONA 500 in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Rock, Adult Contemporary, Classic Hits, and News/Talk/Information.

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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,609
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

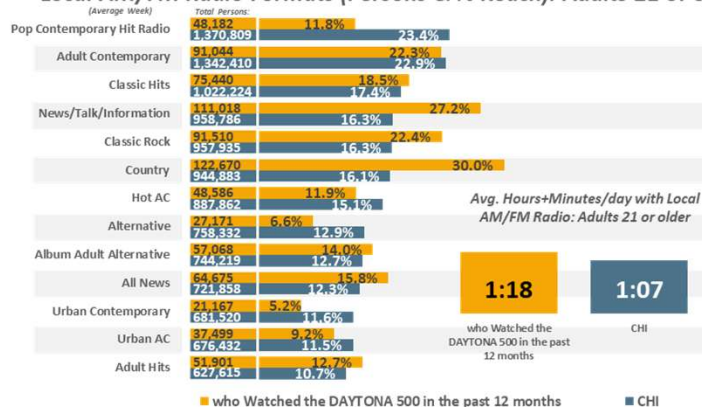
soefa.ai Share of Everything for Anything

Special TV sports programs watched past 12 months: Daytona 500

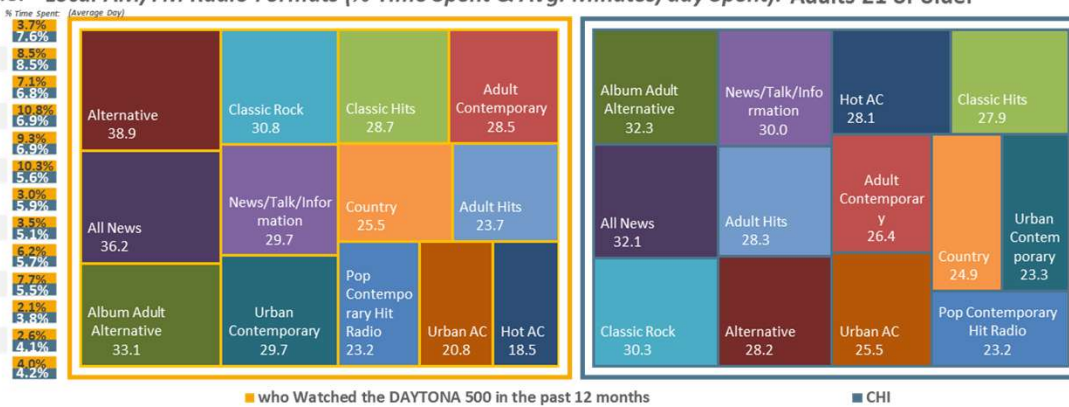


395,866 or 92.4% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, News/Talk/Information, Classic Rock, Adult Contemporary, and Classic Hits.

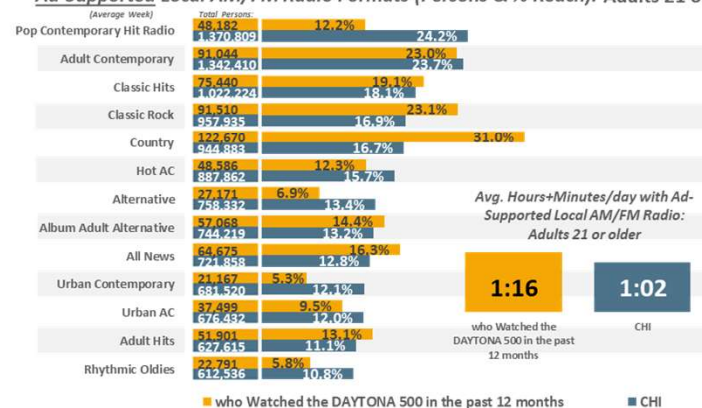
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



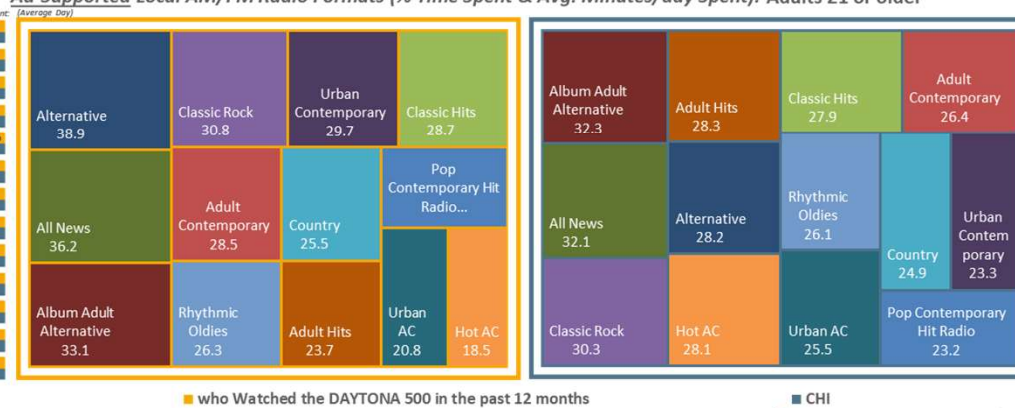
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



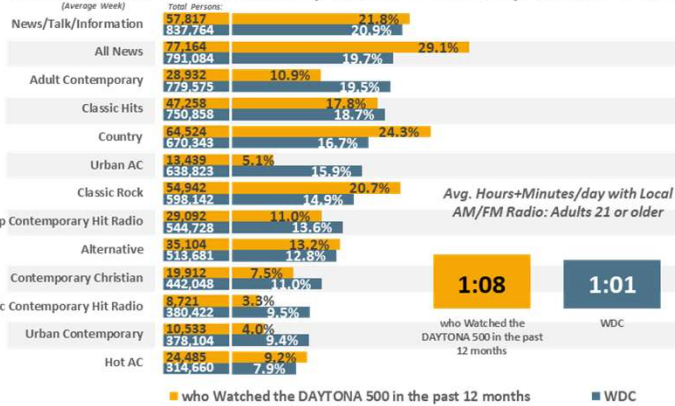
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



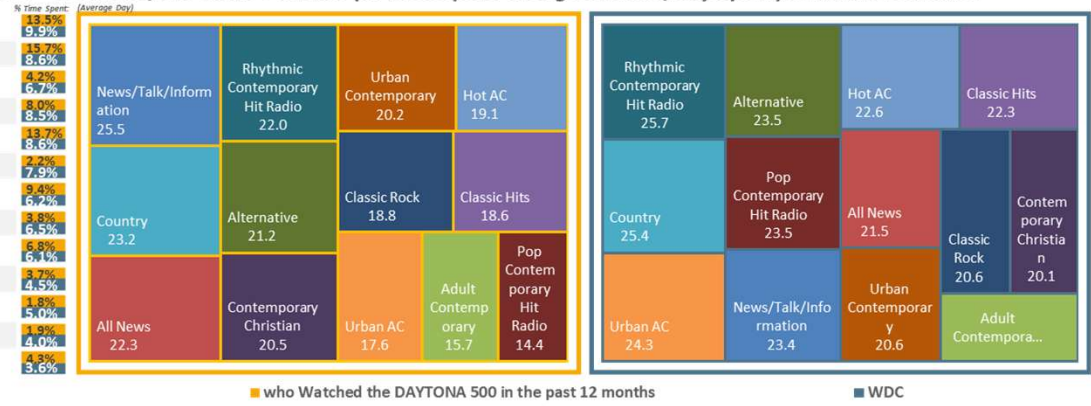


257,531 or 90.4% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Country, Classic Rock, News/Talk/Information, and Classic Hits.

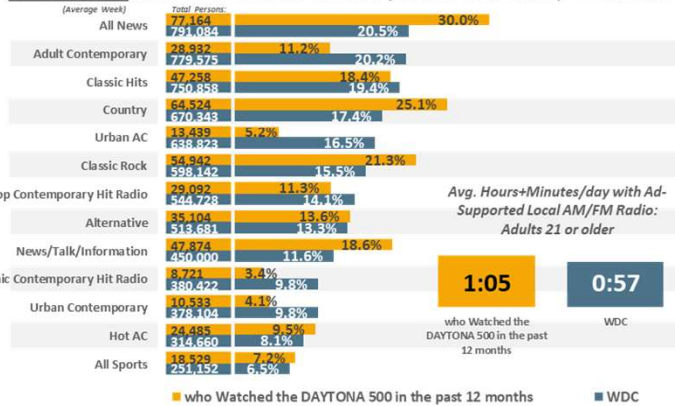
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



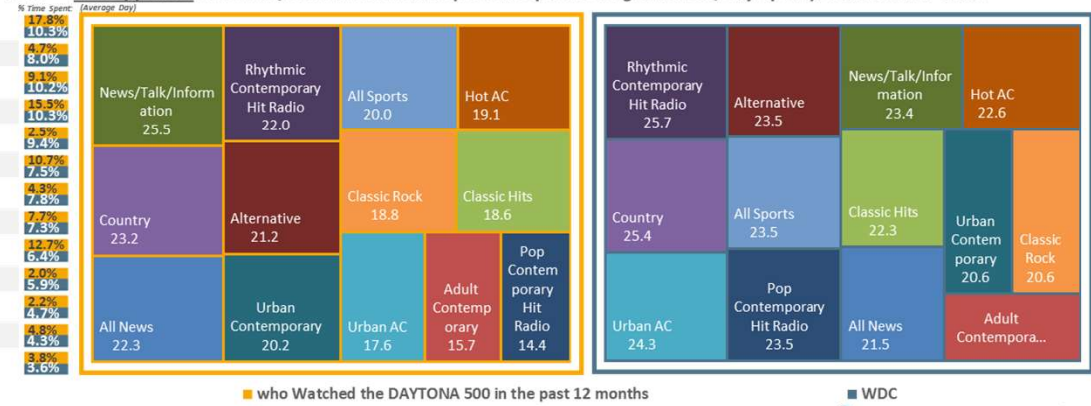
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



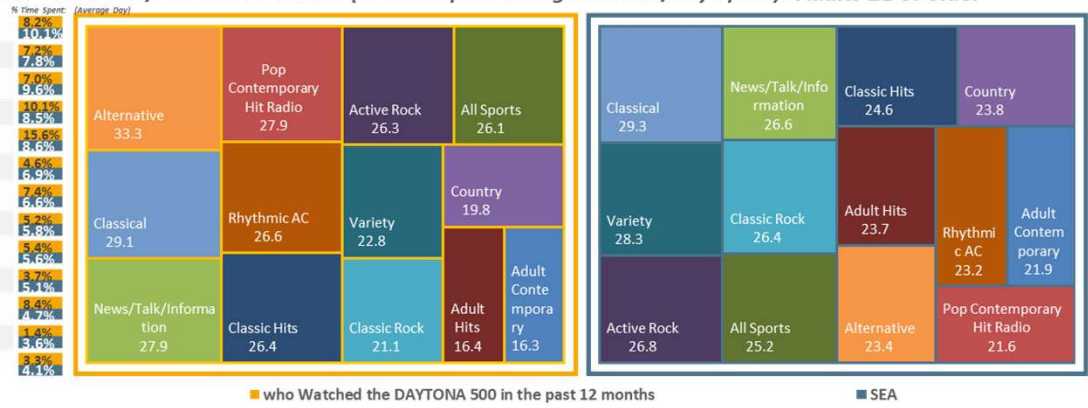
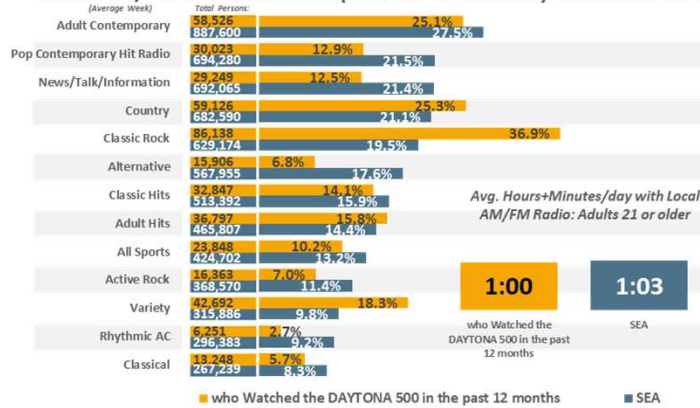
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



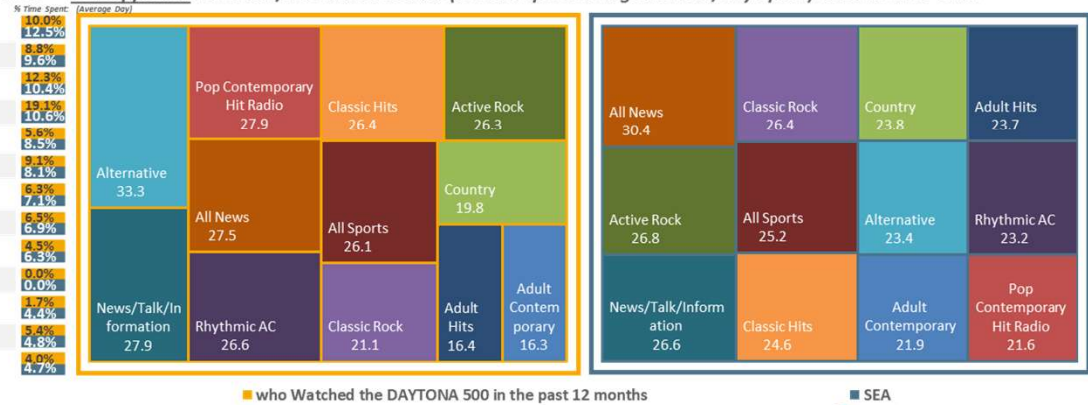
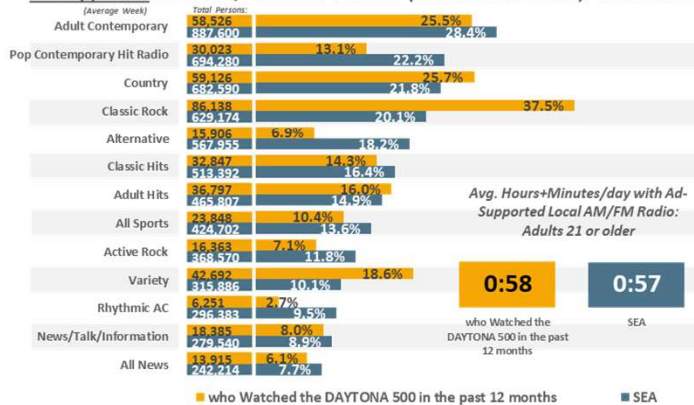


229,647 or 84.9% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Country, Adult Contemporary, Variety, and Adult Hits.

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



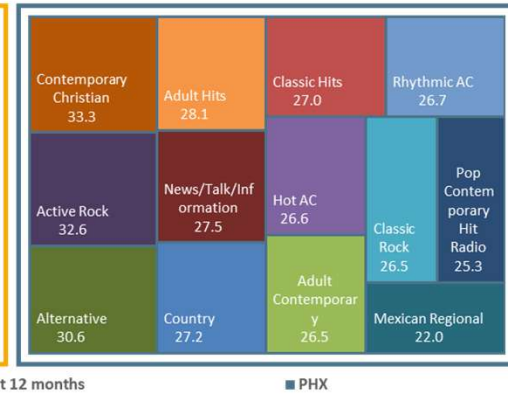
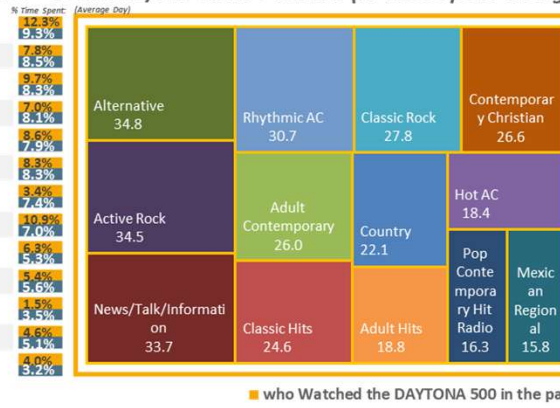
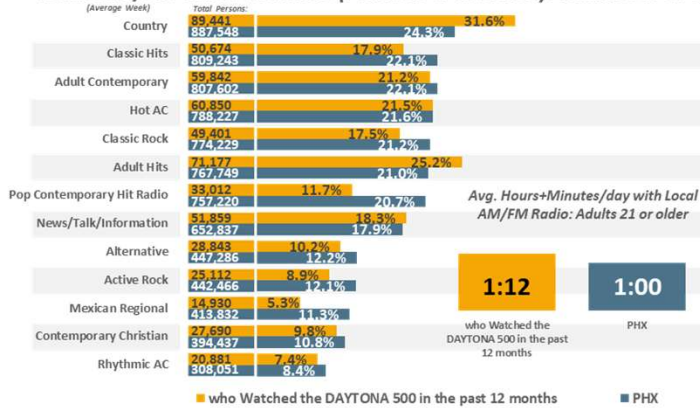
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



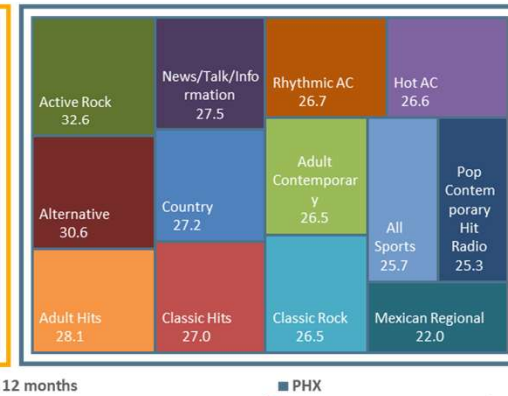
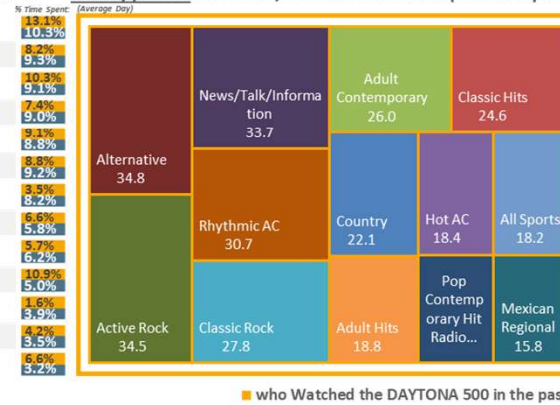
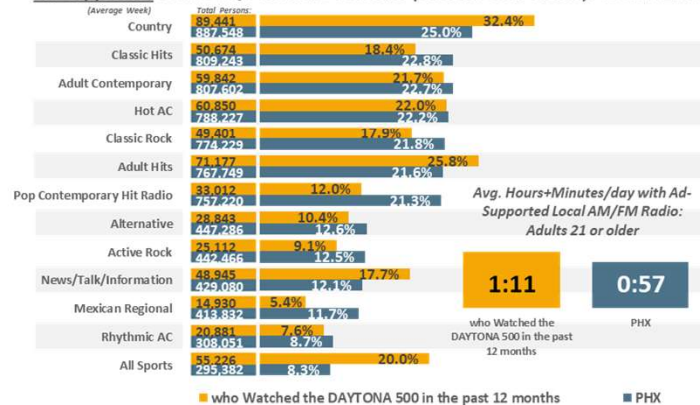


276,066 or 88.2% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Hits, Hot AC, Adult Contemporary, and All Sports.

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



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

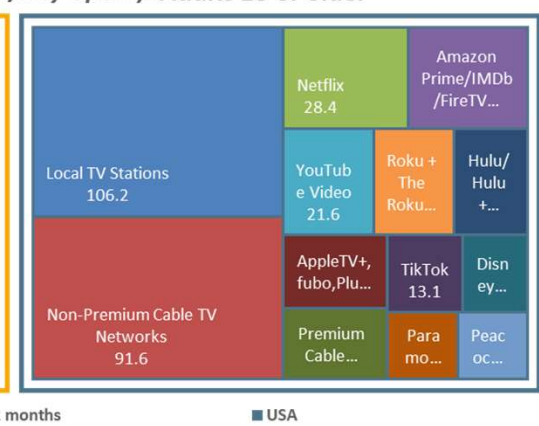
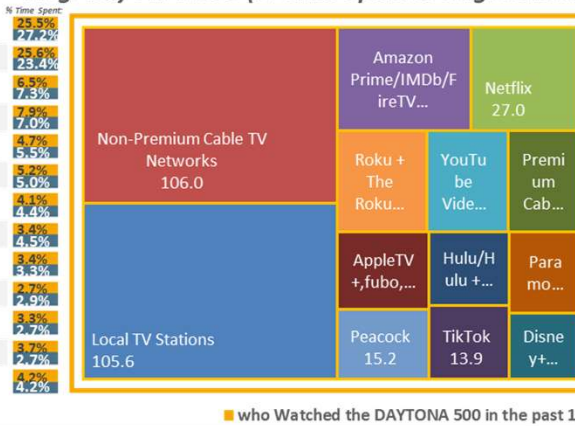
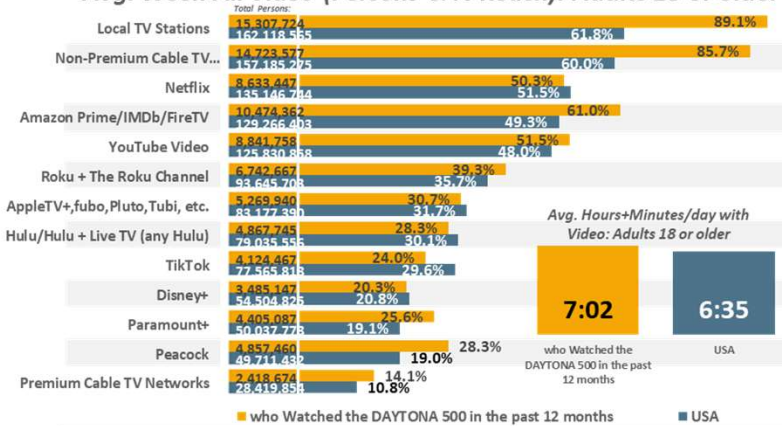




15,061,651 or 87.7% of Adults 18 or older who Watched the DAYTONA 500 in the past 12 months watch Ad-Supported Local TV Stations for an average of 101.5 minutes every day representing 29.1% of all time spent daily with Ad-Supported Video.

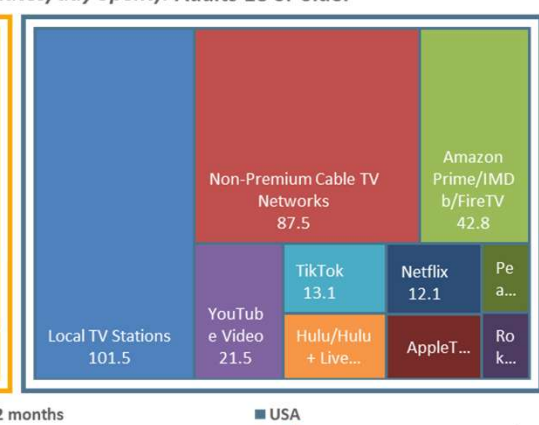
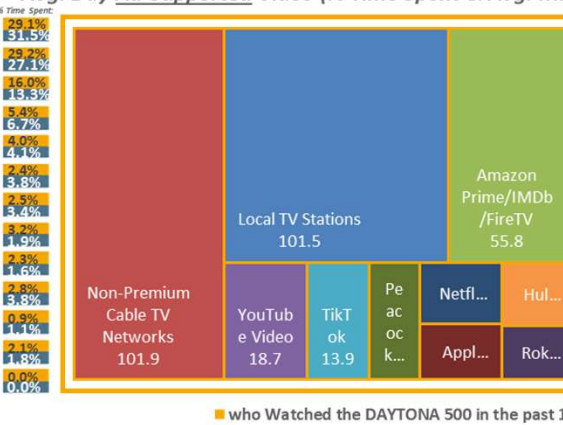
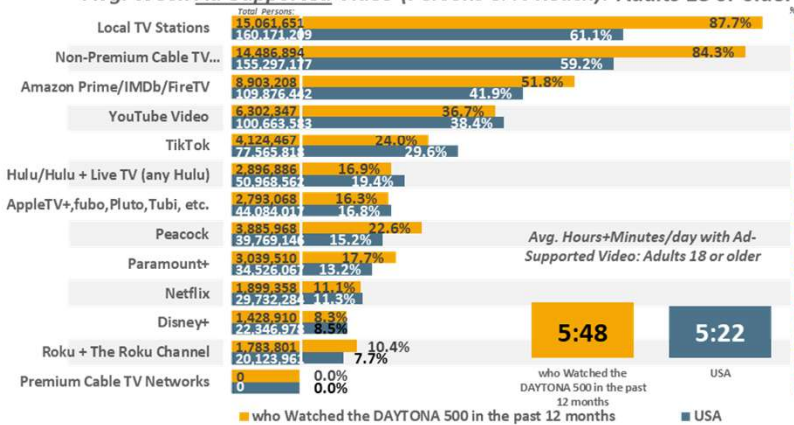
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

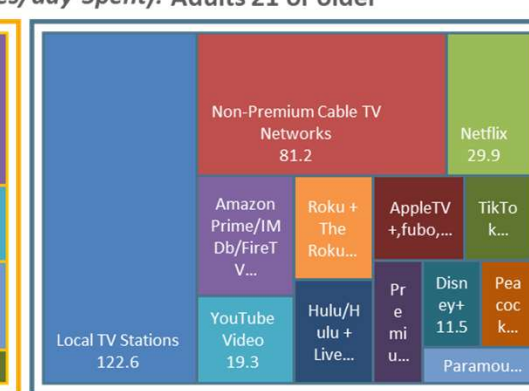
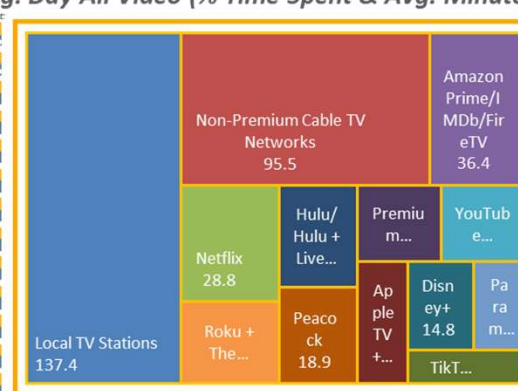
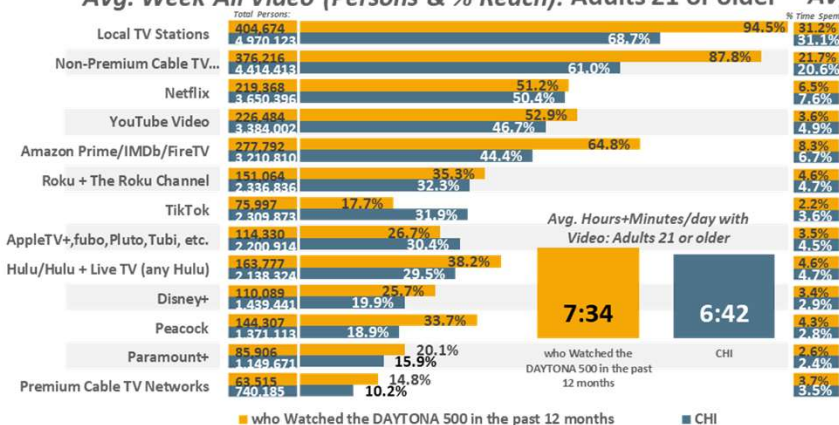




398,444 or 93.% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months watch Ad-Supported Local TV Stations for an average of 133.1 minutes every day representing 35.3% of all time spent daily with Ad-Supported Video.

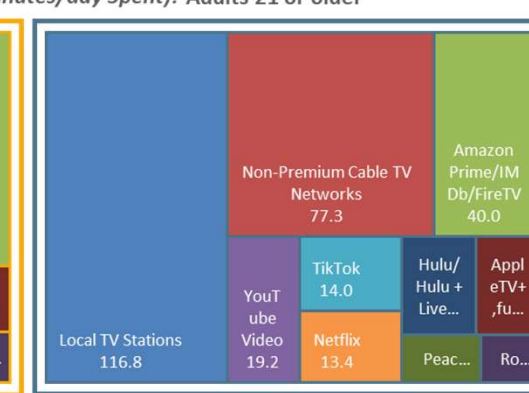
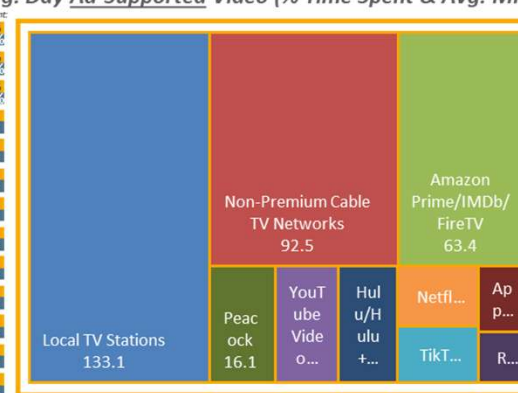
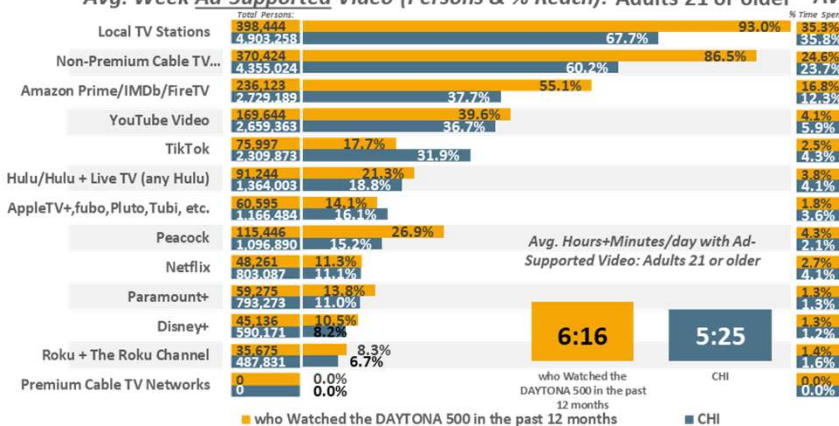
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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

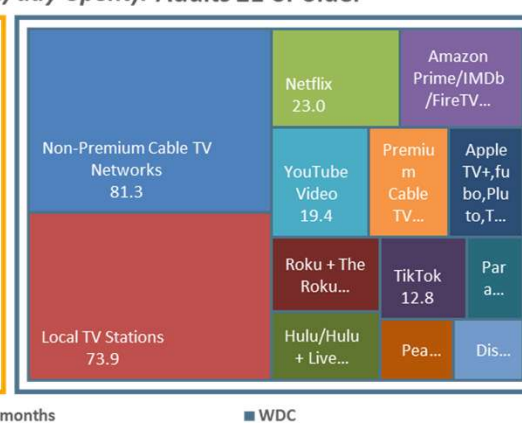
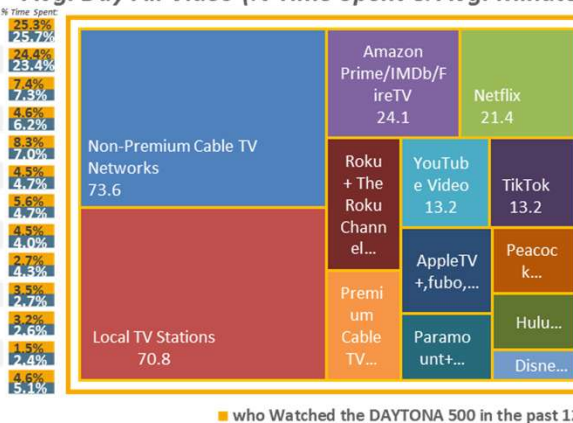
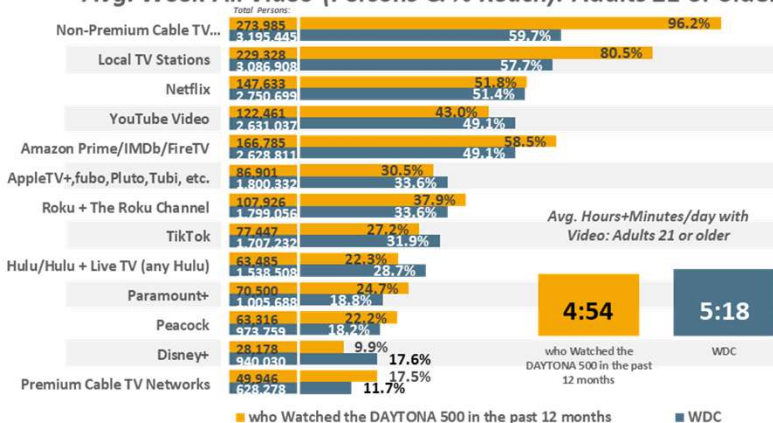




224,805 or 78.9% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months watch Ad-Supported Local TV Stations for an average of 68.5 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.

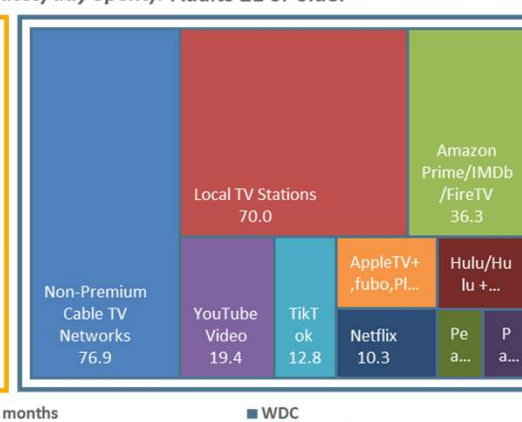
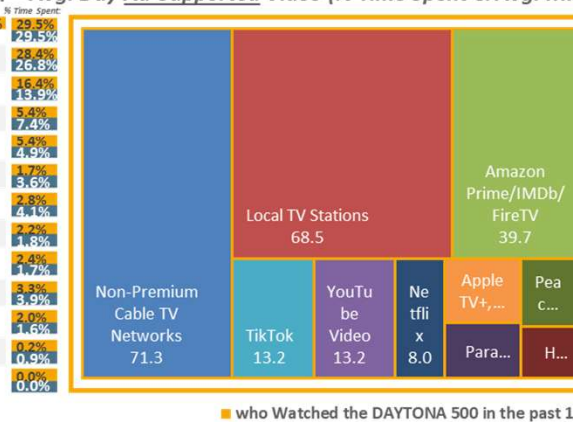
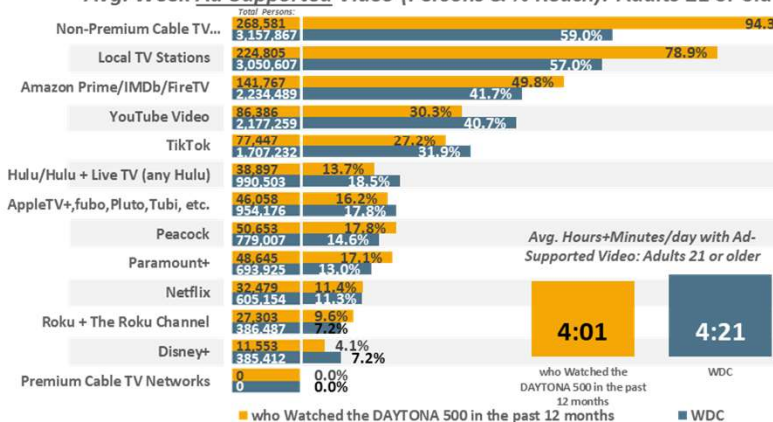
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 306
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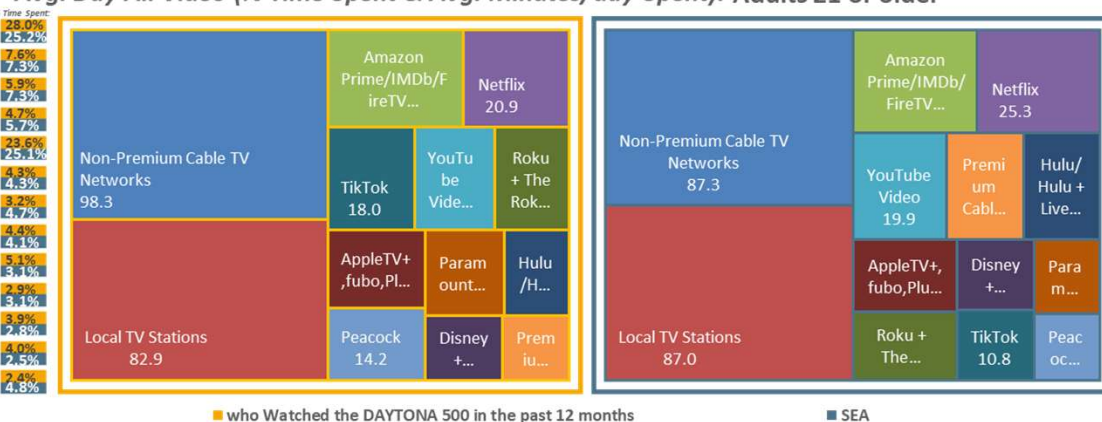
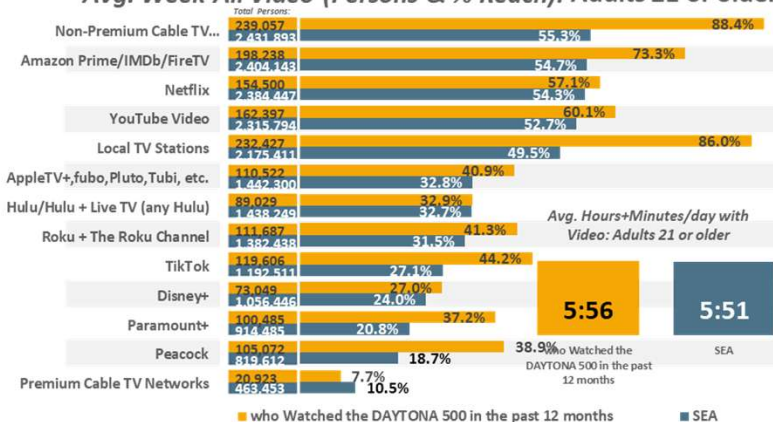
Special TV sports programs watched past 12 months: Daytona 500



229,564 or 84.9% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months watch Ad-Supported Local TV Stations for an average of 80.4 minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.

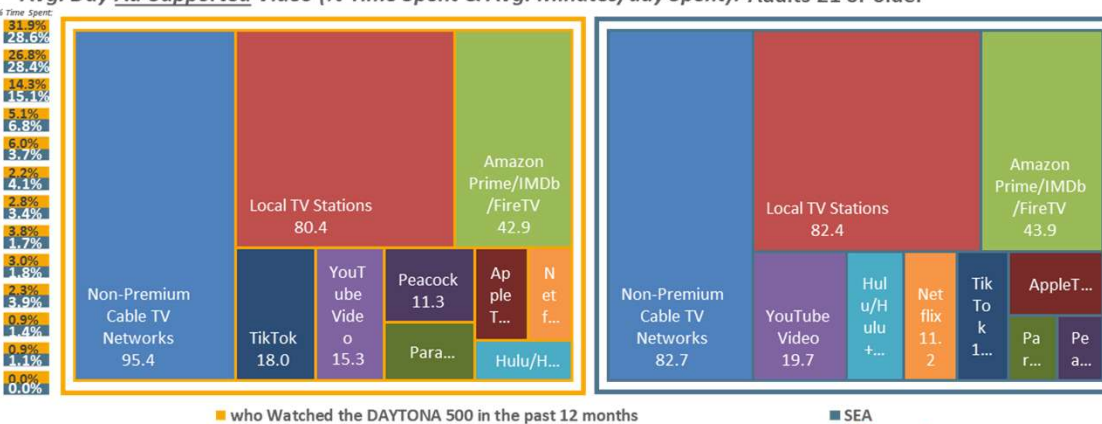
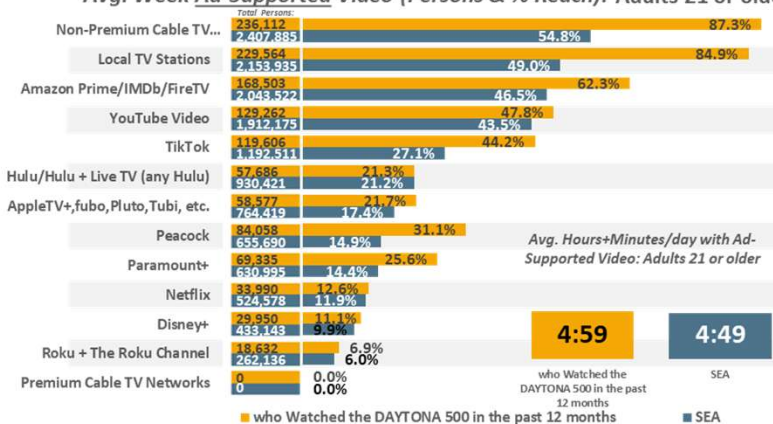
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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

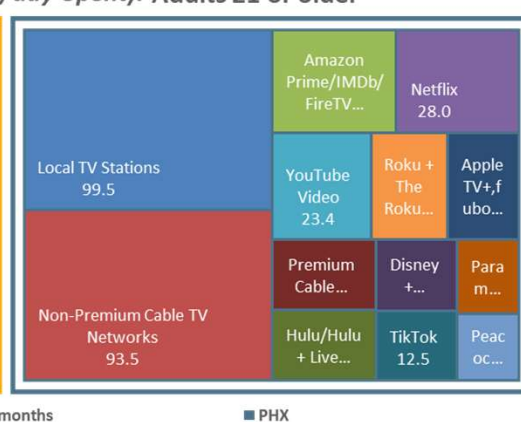
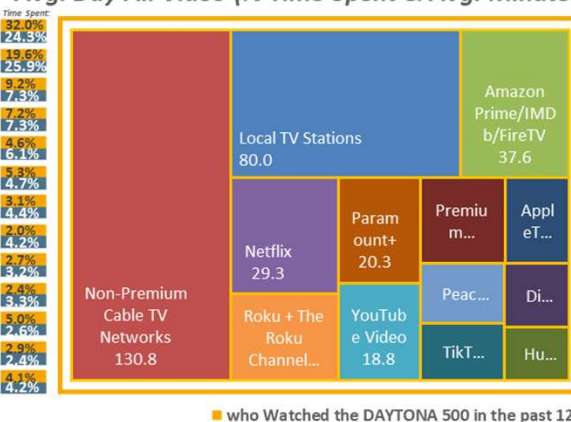
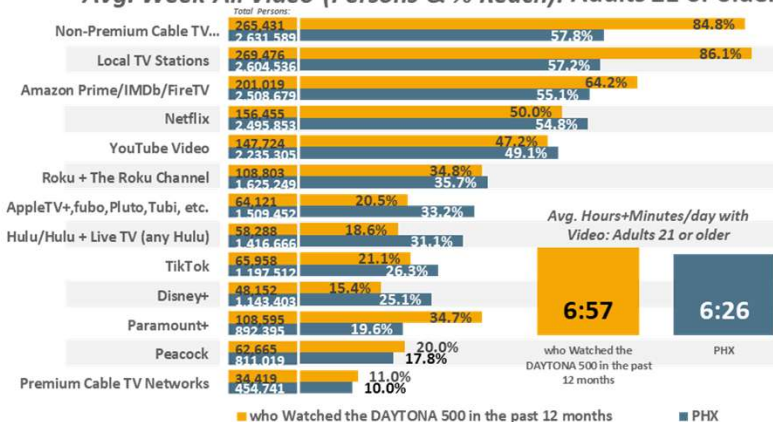




267,944 or 85.6% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months watch Ad-Supported Local TV Stations for an average of 78.9 minutes every day representing 22.8% of all time spent daily with Ad-Supported Video.

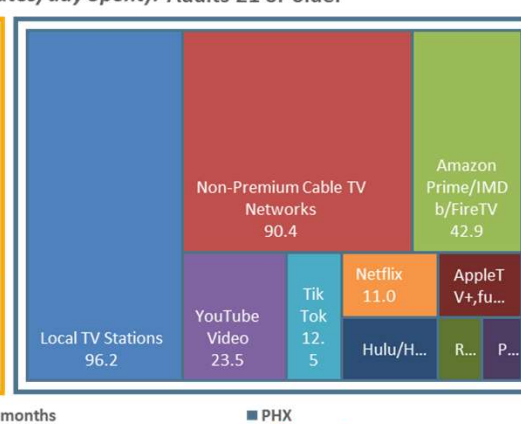
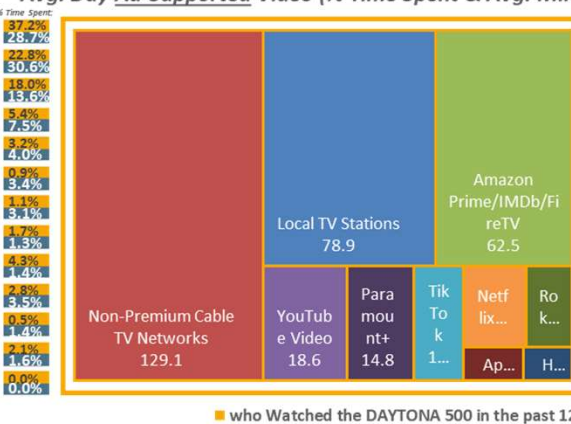
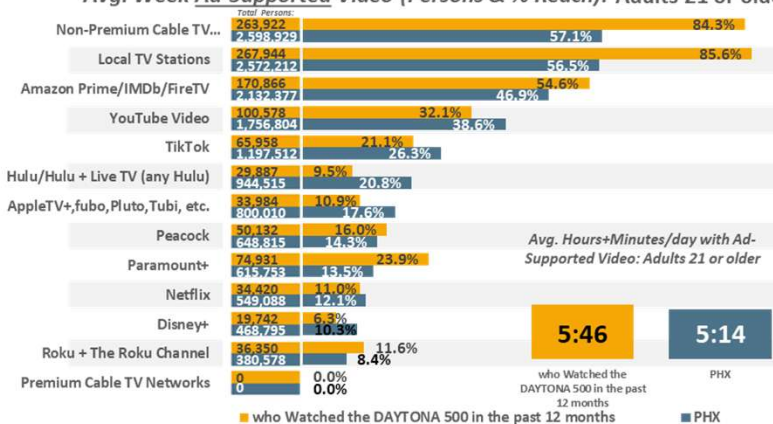
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

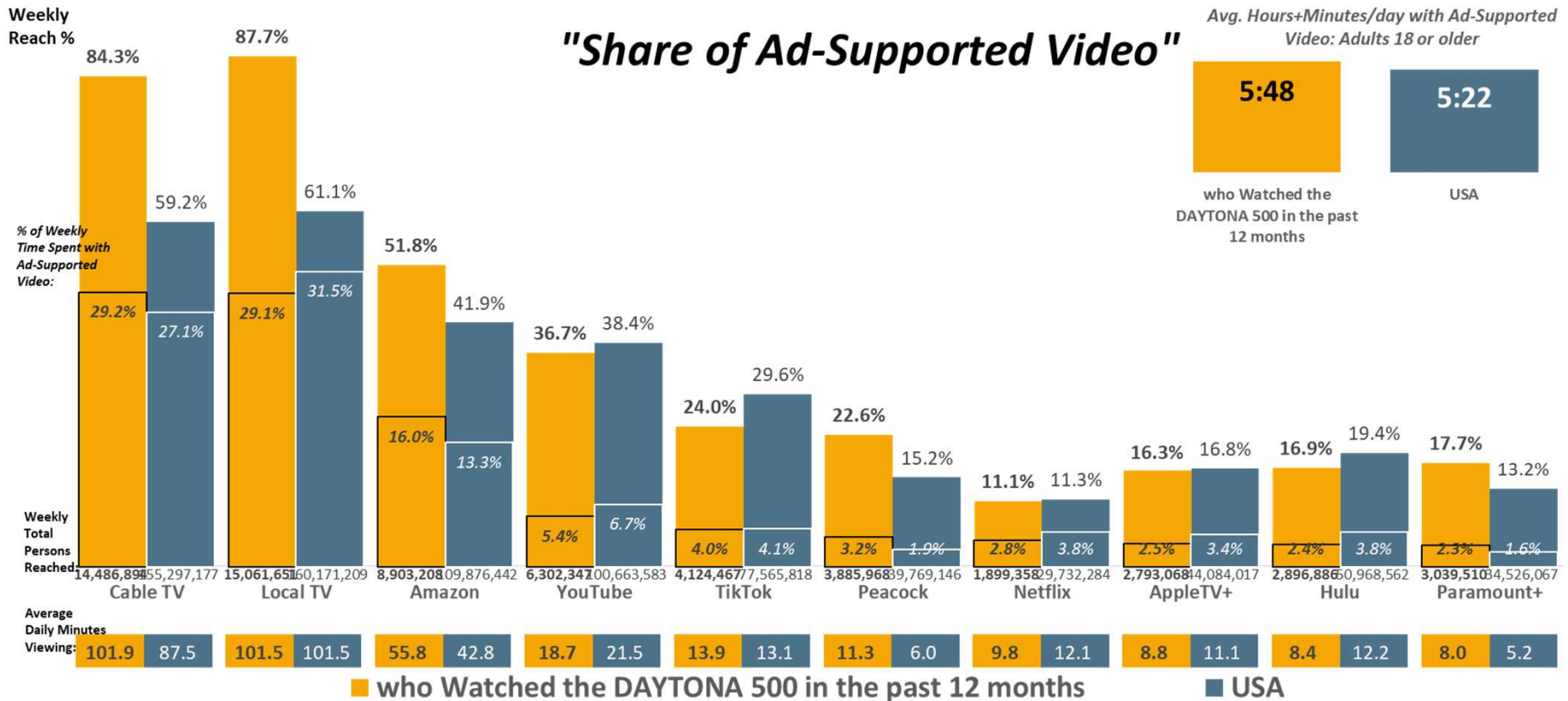
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





15,061,651 or 87.7% of Adults 18 or older who Watched the DAYTONA 500 in the past 12 months watch Ad-Supported Local TV Stations for an average of 101.5 minutes every day representing 29.1% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,609
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

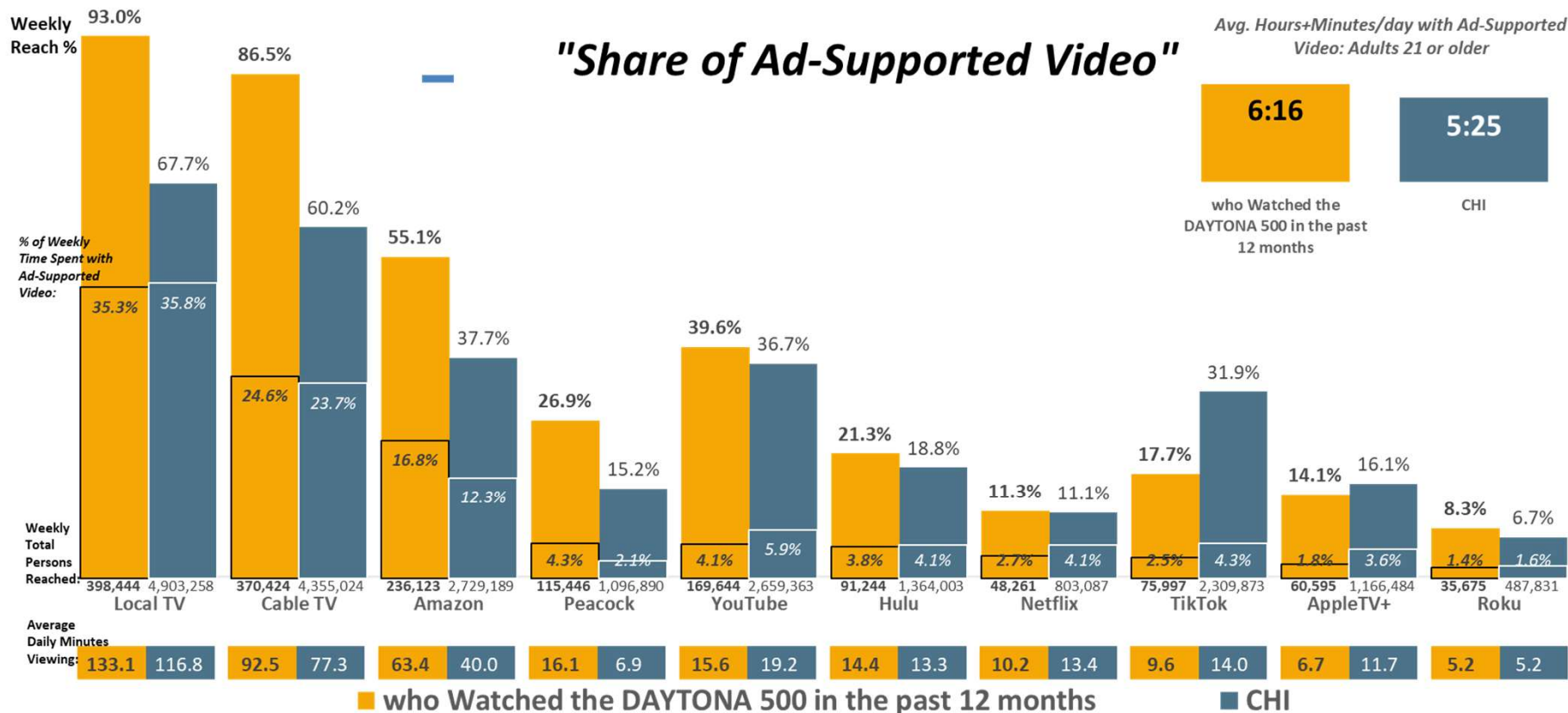
soefa.ai Share of Everything for Anything

Special TV sports programs watched past 12 months: Daytona 500



398,444 or 93.0% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months watch Ad-Supported Local TV Stations for an average of 133.1 minutes every day representing 35.3% of all time spent daily with Ad-Supported Video.

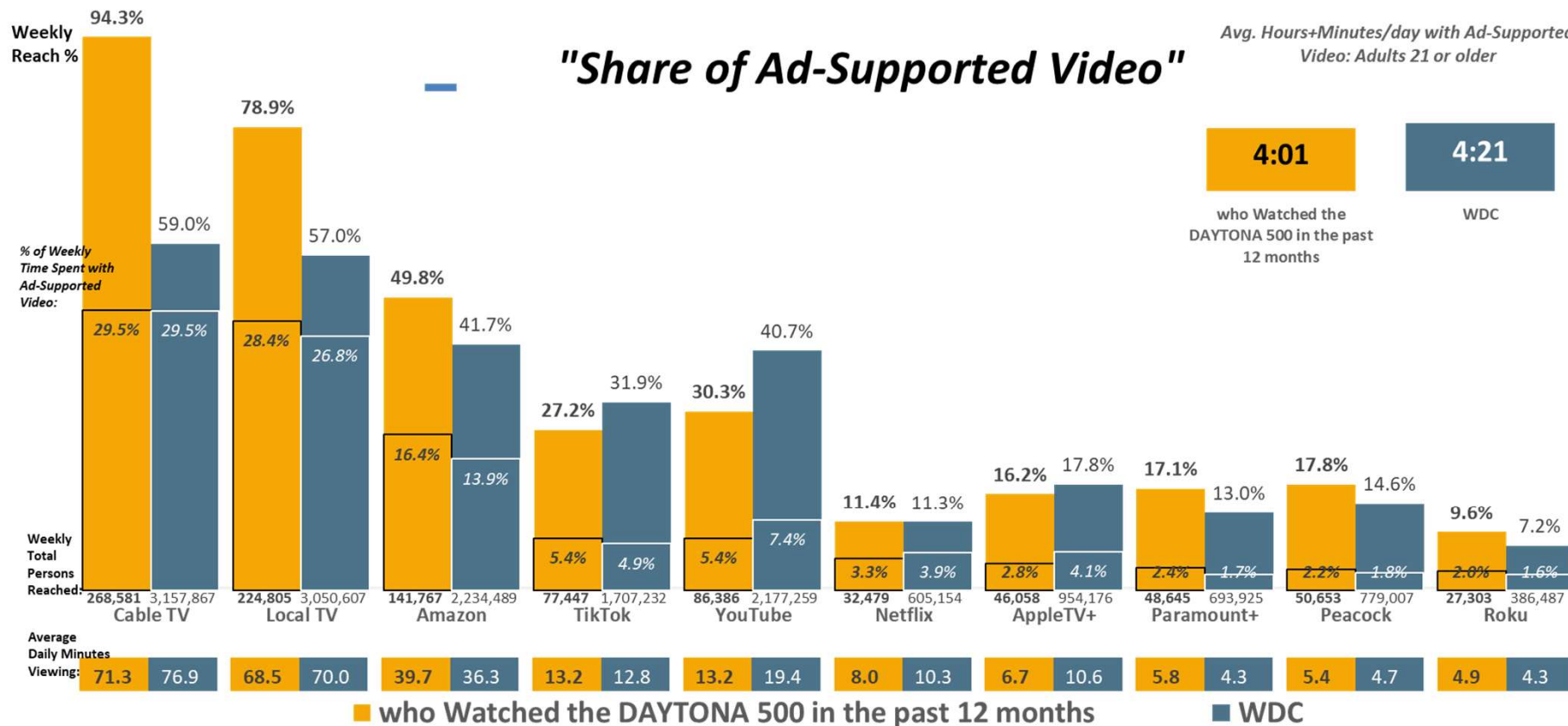
"Share of Ad-Supported Video"





224,805 or 78.9% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months watch Ad-Supported Local TV Stations for an average of 68.5 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.

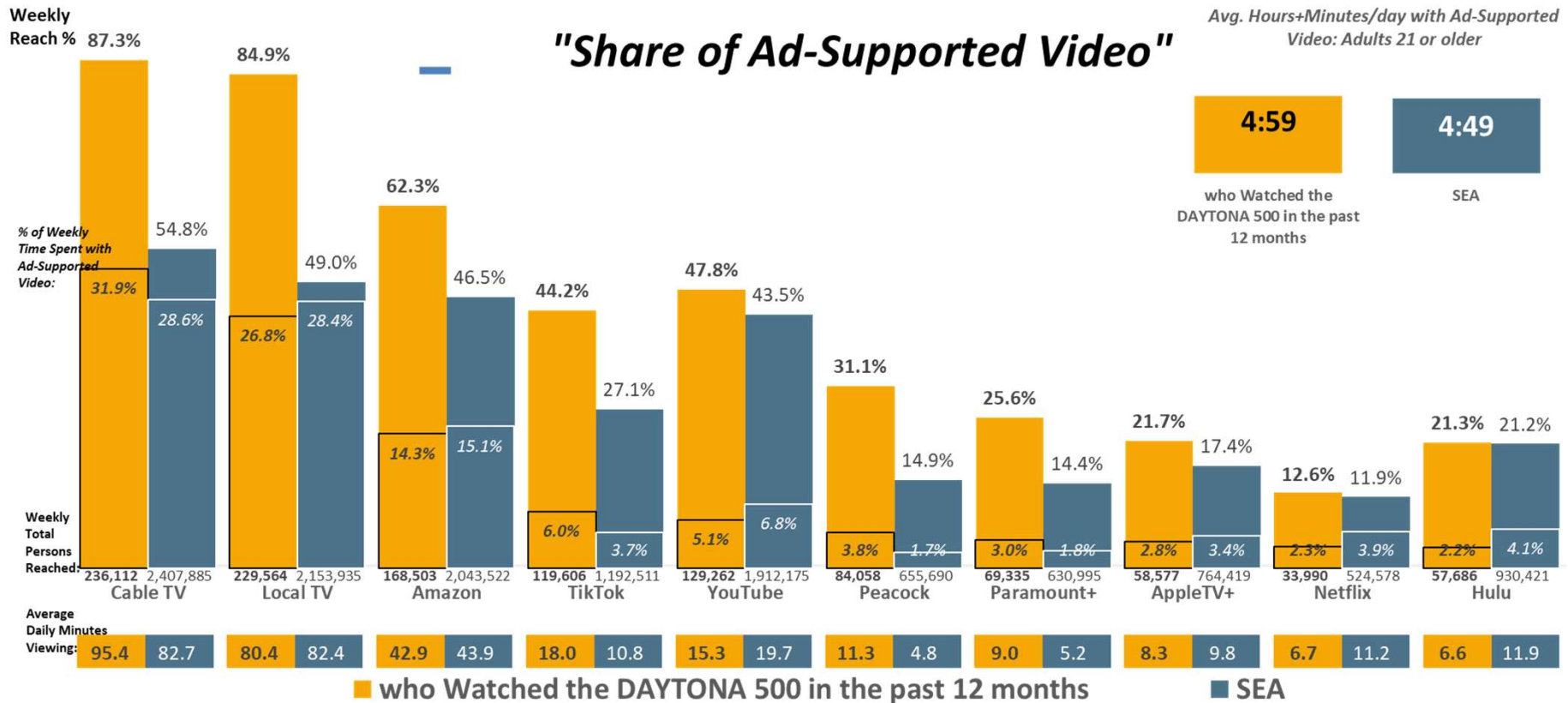
"Share of Ad-Supported Video"





229,564 or 84.9% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months watch Ad-Supported Local TV Stations for an average of 80.4 minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.

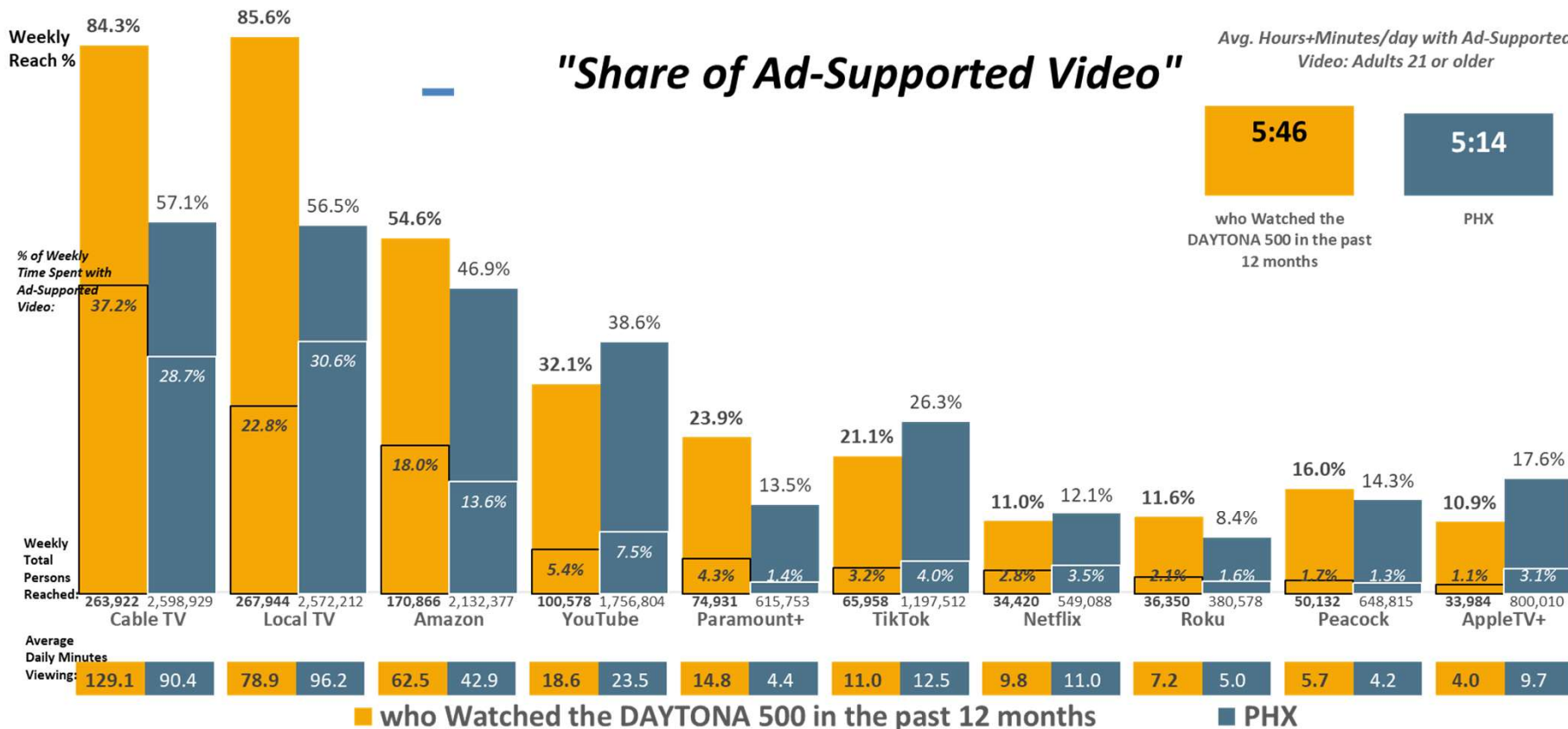
"Share of Ad-Supported Video"





267,944 or 85.6% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months watch Ad-Supported Local TV Stations for an average of 78.9 minutes every day representing 22.8% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



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

5:46

5:14

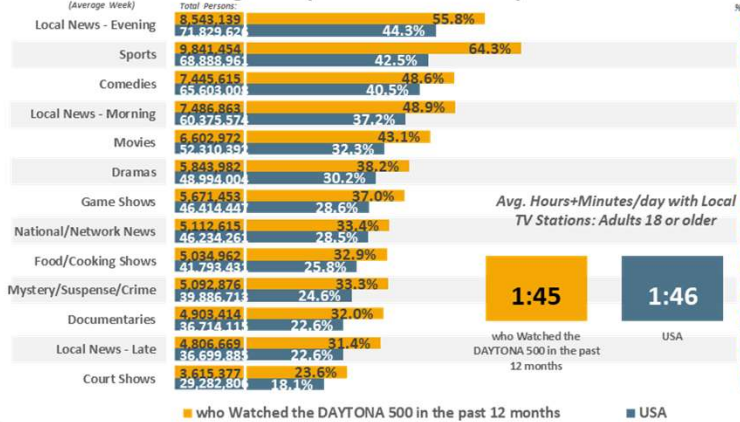
who Watched the DAYTONA 500 in the past 12 months

PHX

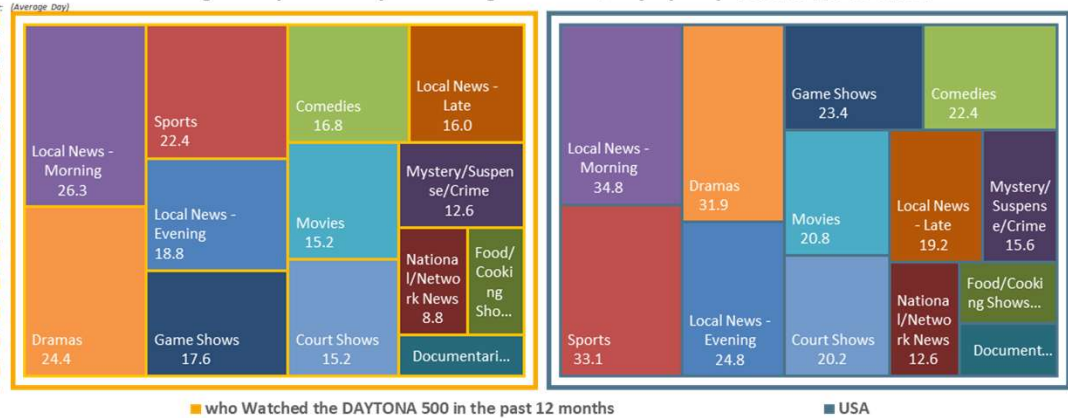


15,061,651 or 87.7% of Adults 18 or older who Watched the DAYTONA 500 in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Dramas.

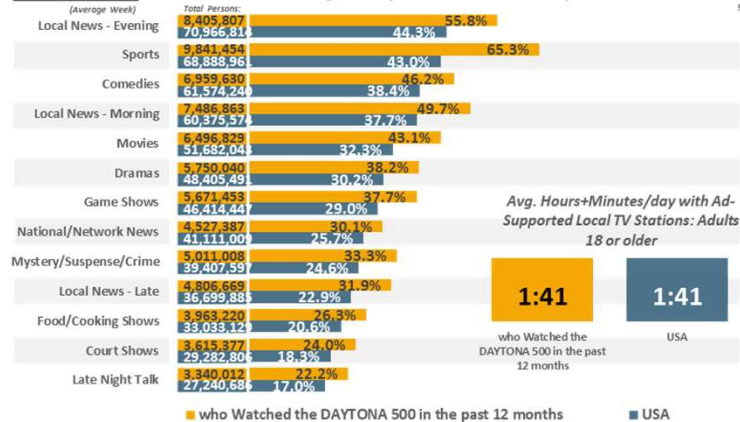
Local TV Station Programs (Persons & % Reach): Adults 18 or older



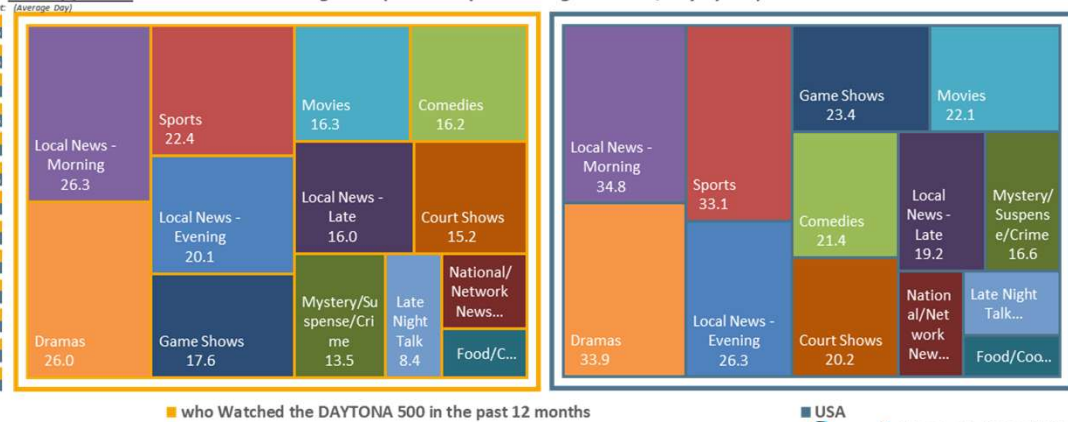
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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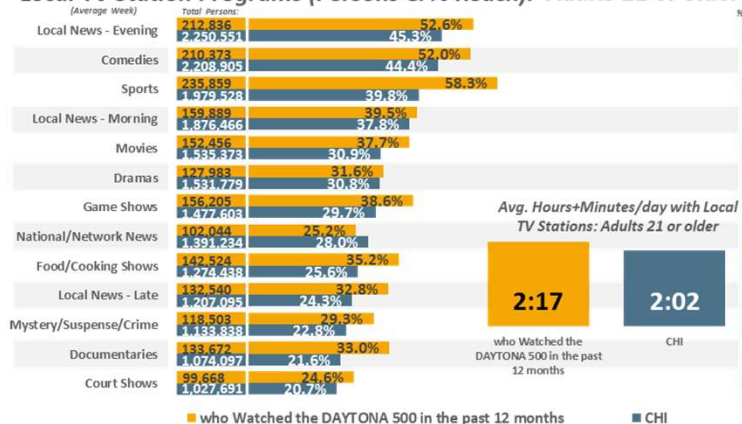
soefa.ai Share of Everything for Anything

Special TV sports programs watched past 12 months: Daytona 500

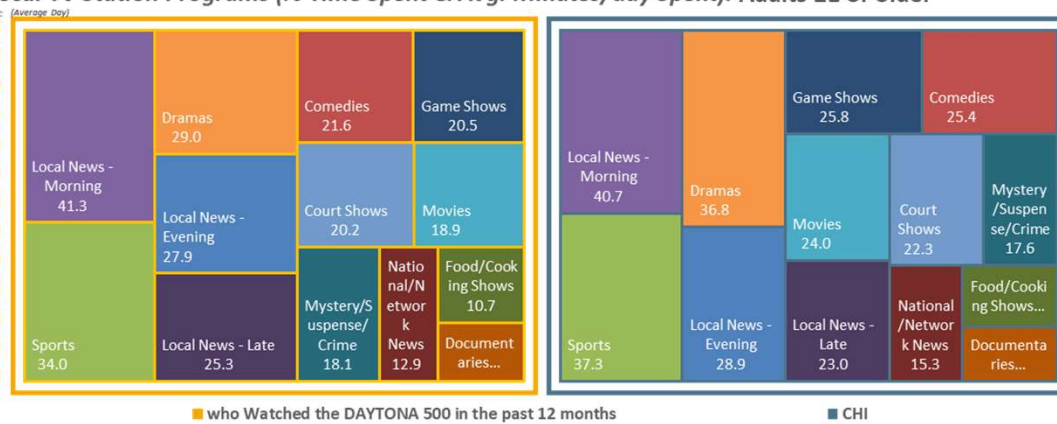


398,444 or 93.% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and Movies.

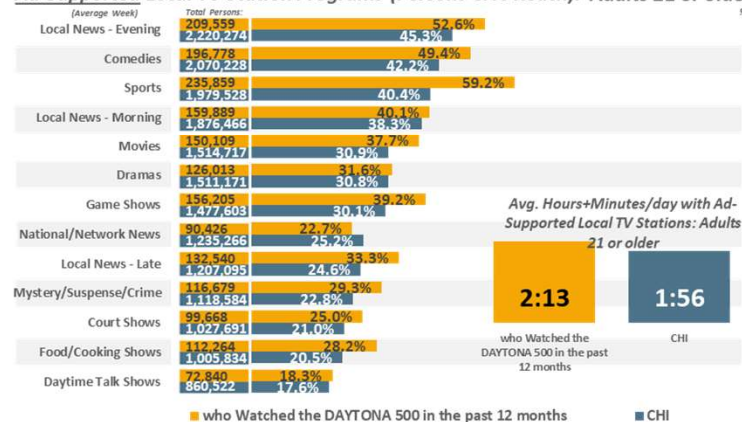
Local TV Station Programs (Persons & % Reach): Adults 21 or older



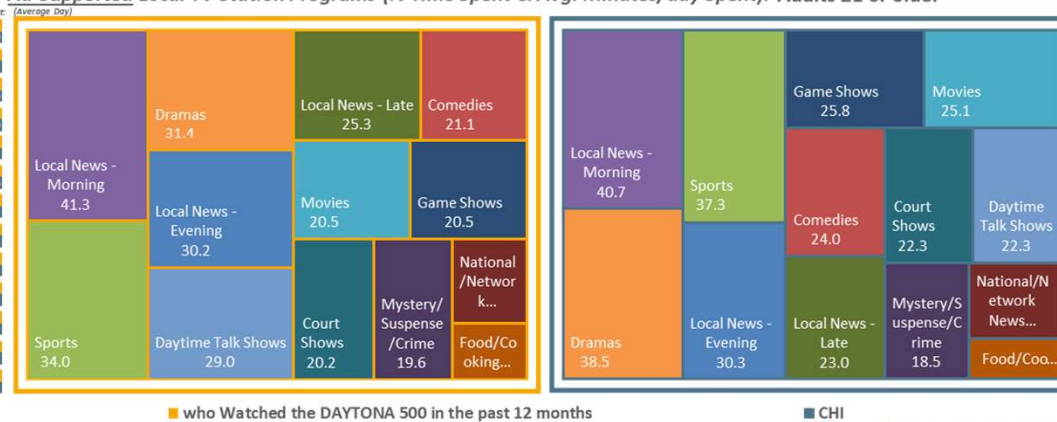
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



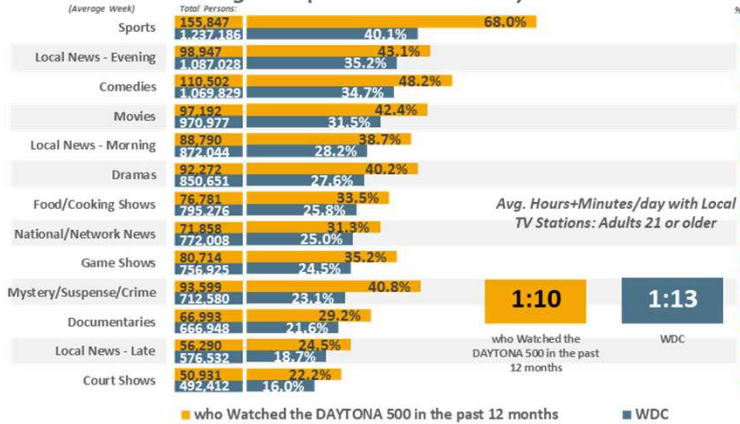
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



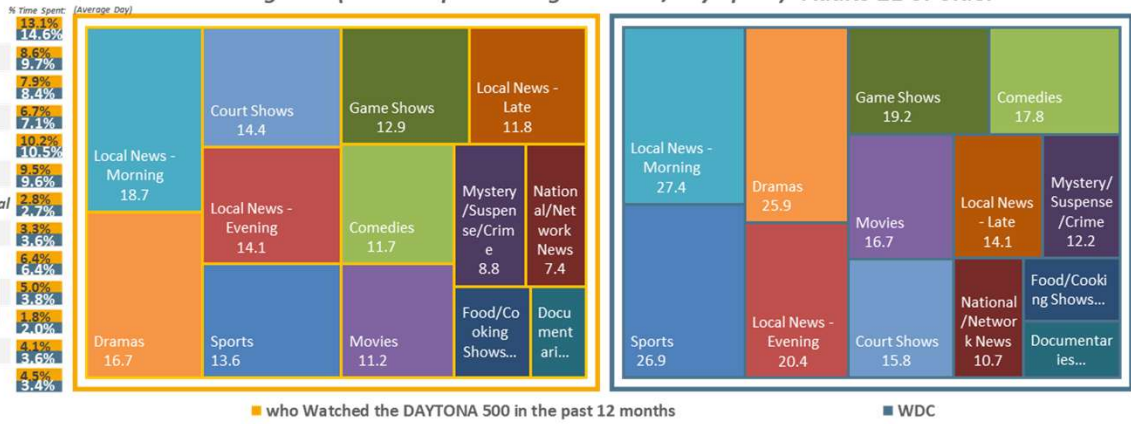


224,805 or 78.9% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Movies, Mystery/Suspense/Crime, and Dramas.

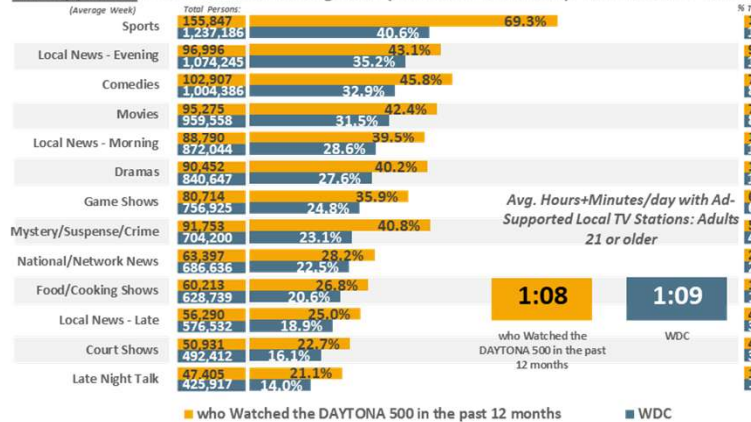
Local TV Station Programs (Persons & % Reach): Adults 21 or older



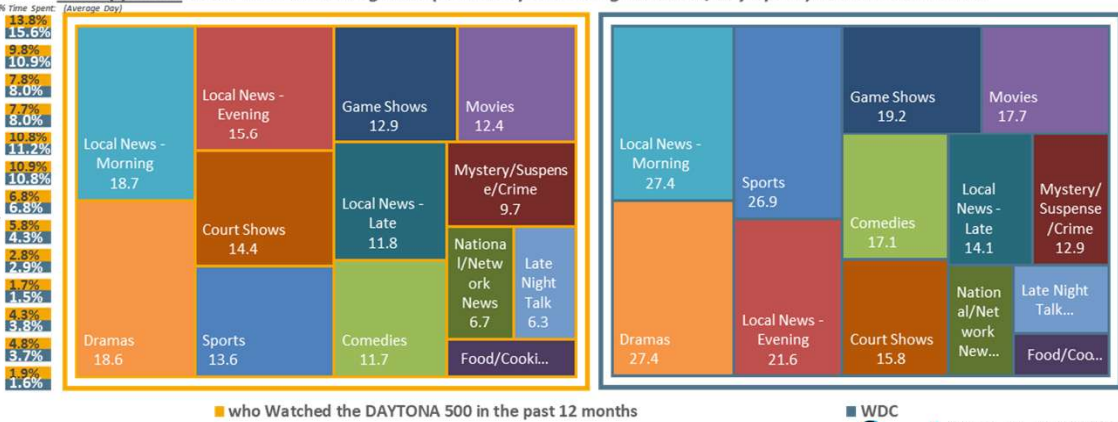
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 306
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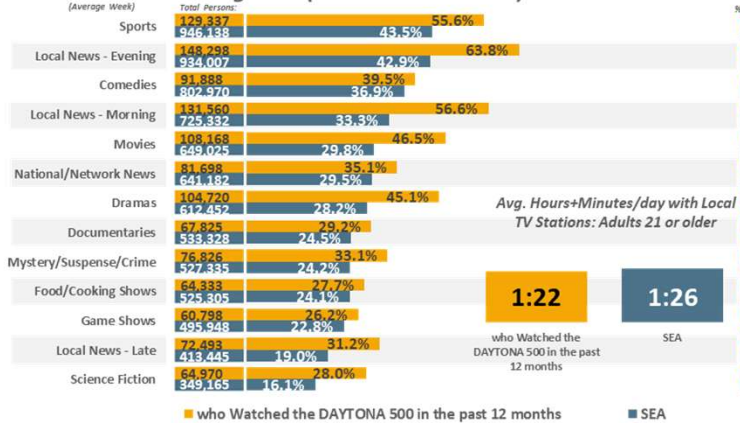
WDC
soefa.ai Share of Everything for Anything

Special TV sports programs watched past 12 months: Daytona 500

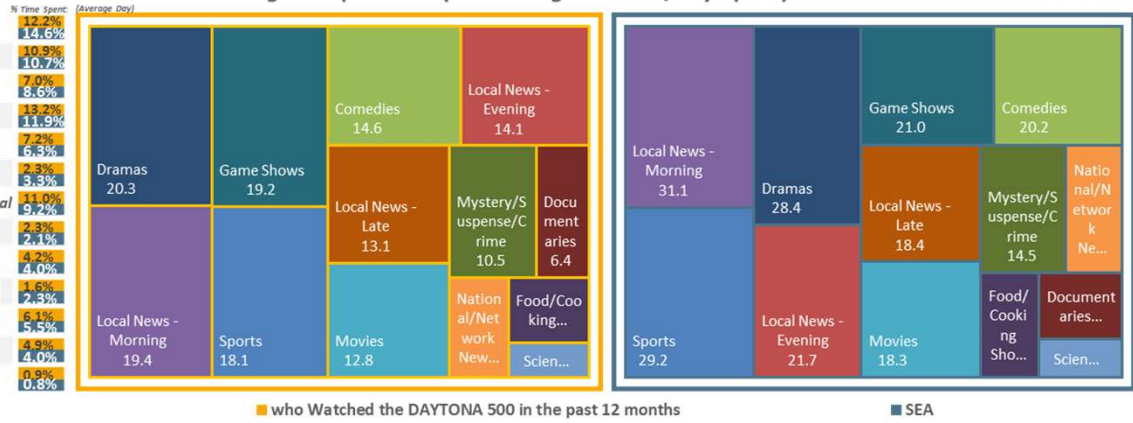


229,564 or 84.9% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Movies, Dramas, and Comedies.

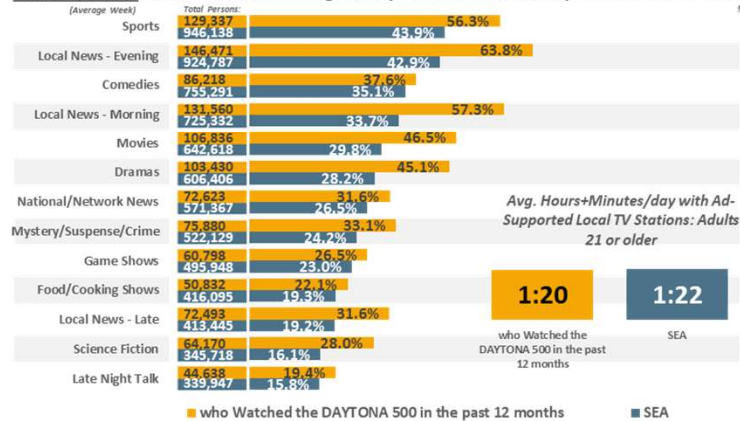
Local TV Station Programs (Persons & % Reach): Adults 21 or older



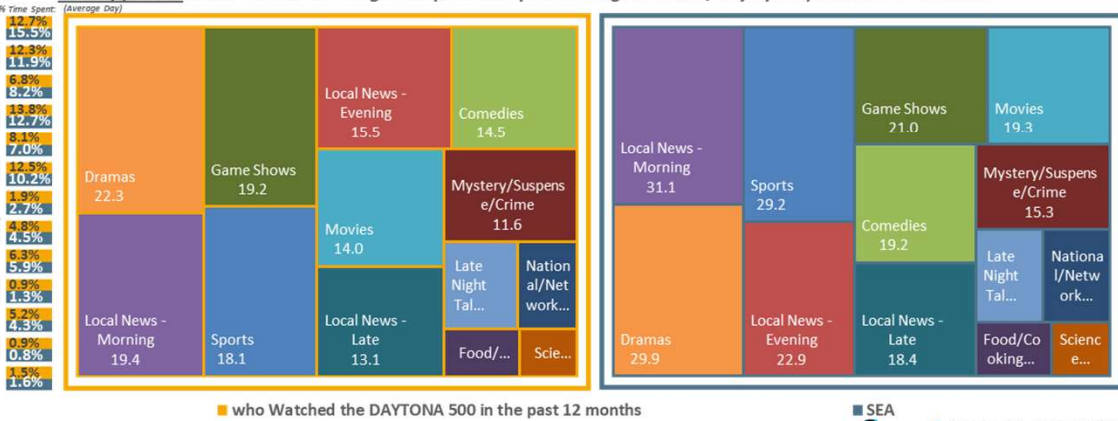
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



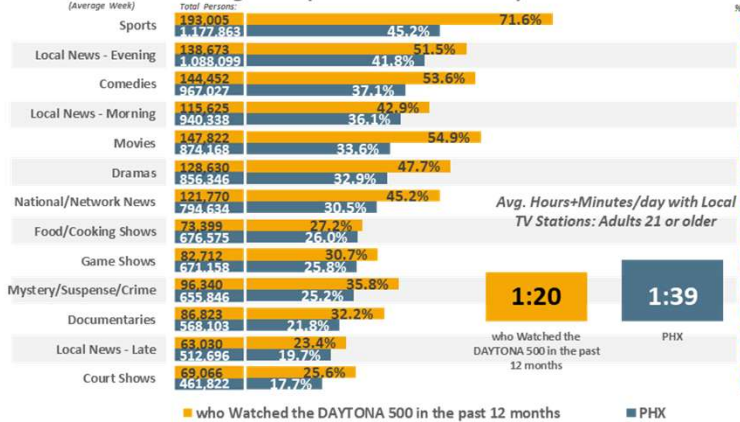
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



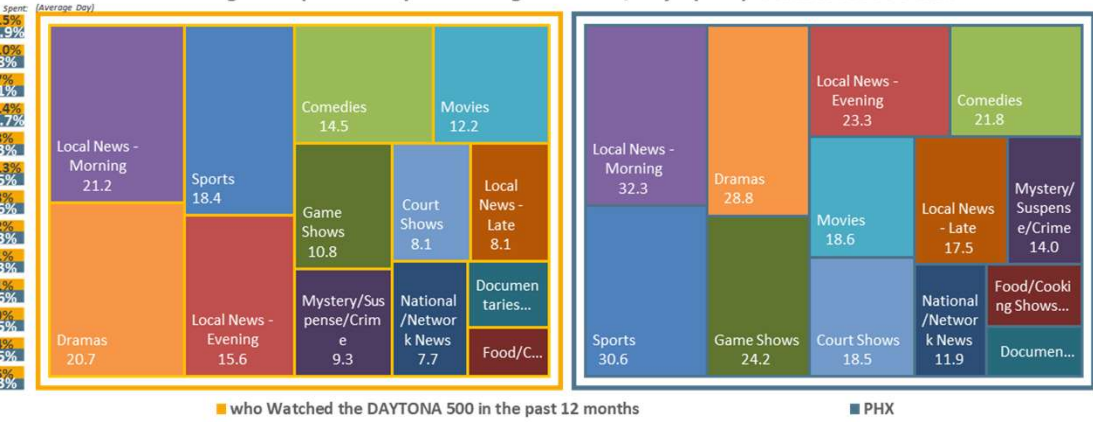


267,944 or 85.6% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Dramas, and Local News - Morning.

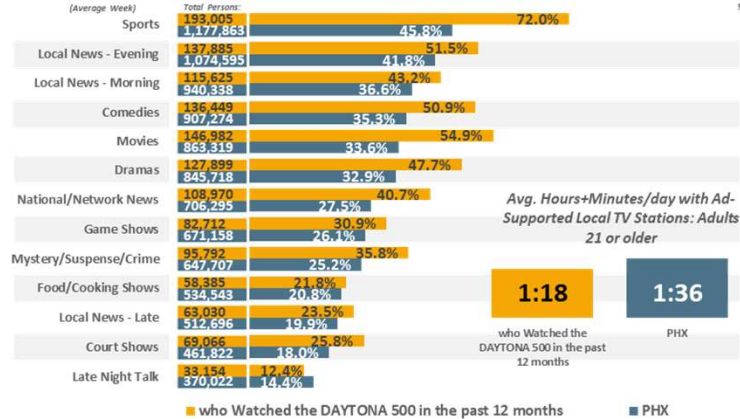
Local TV Station Programs (Persons & % Reach): Adults 21 or older



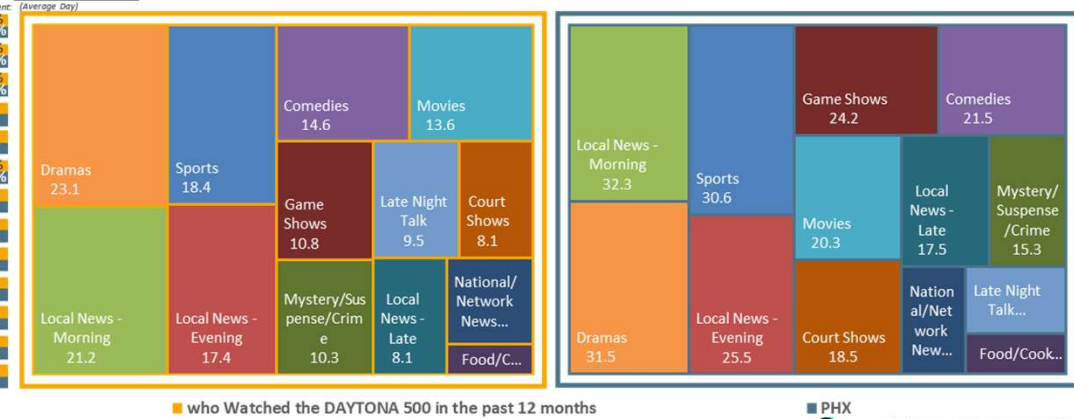
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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

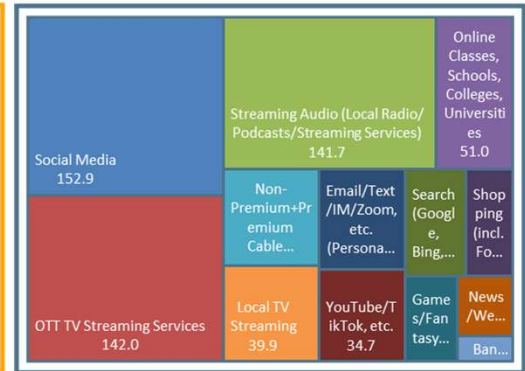
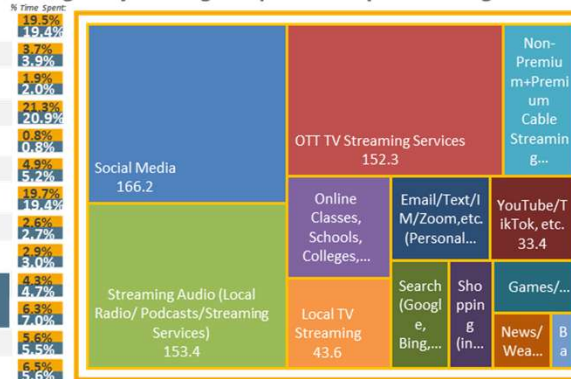
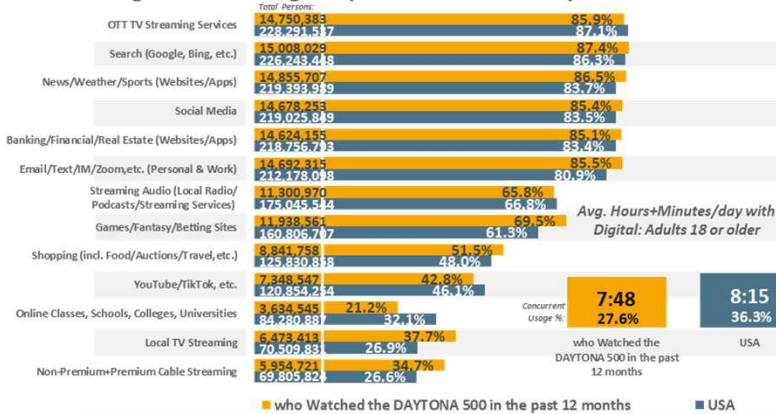




12,897,937 or 75.1% of Adults 18 or older who Watched the DAYTONA 500 in the past 12 months use Ad-Supported Social Media for an average of 146.1 minutes every day representing 25.% of all time spent daily with Ad-Supported Digital Media.

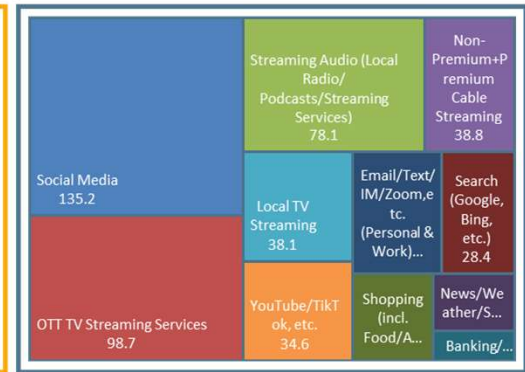
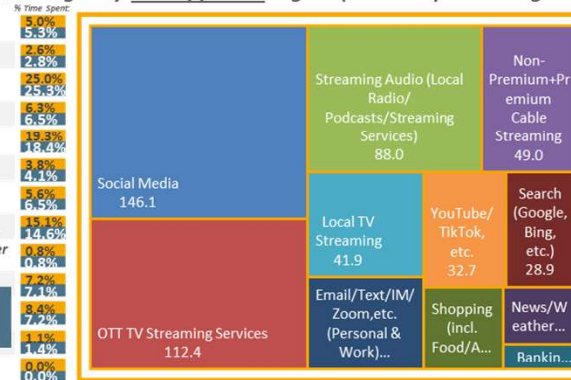
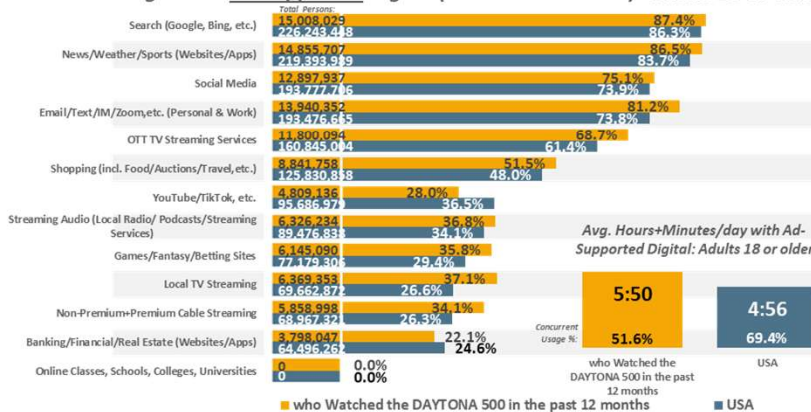
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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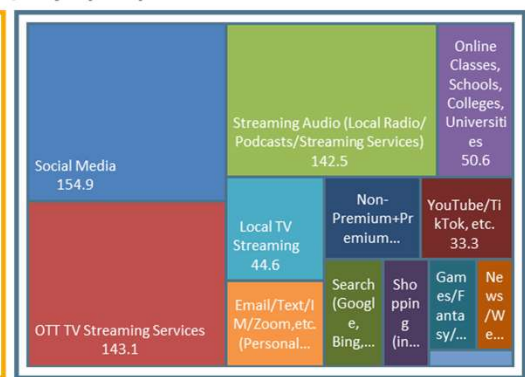
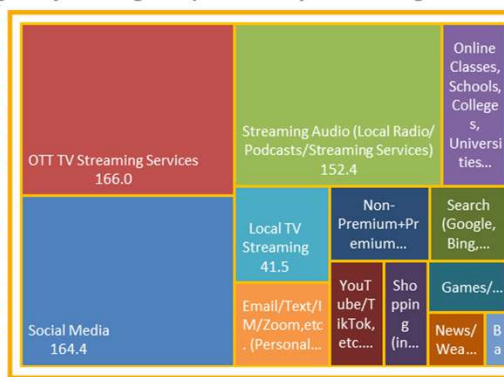
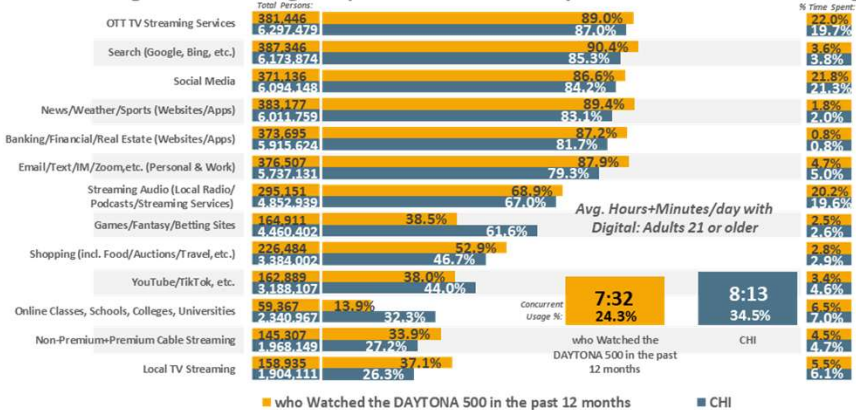
Special TV sports programs watched past 12 months: Daytona 500



341,335 or 79.7% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months use Ad-Supported Social Media for an average of 151.2 minutes every day representing 26.9% of all time spent daily with Ad-Supported Digital Media.

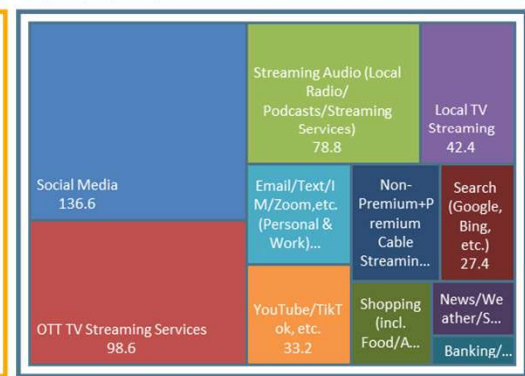
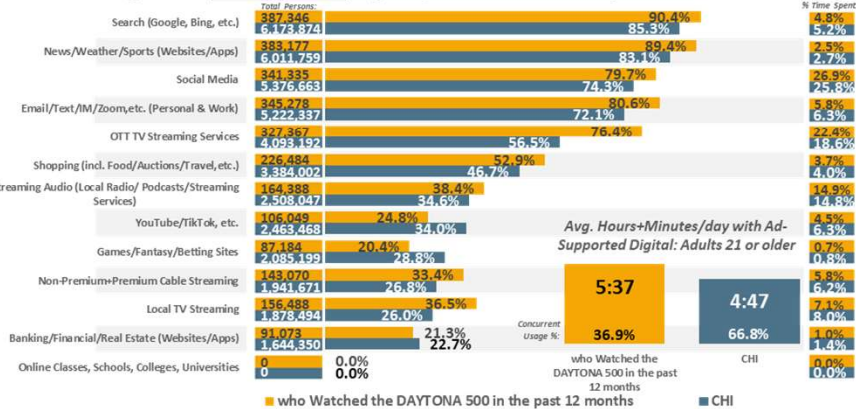
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

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

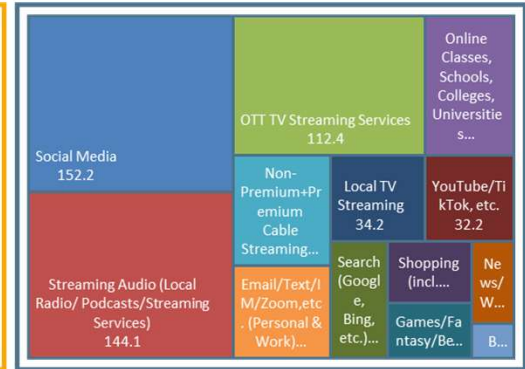
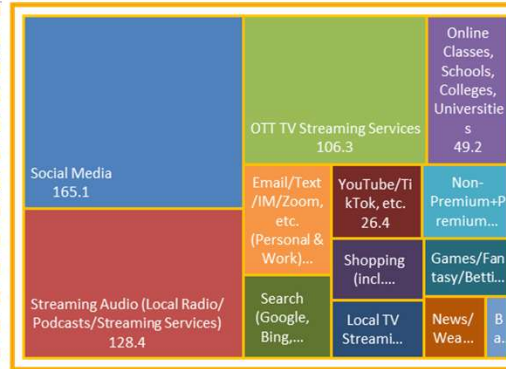
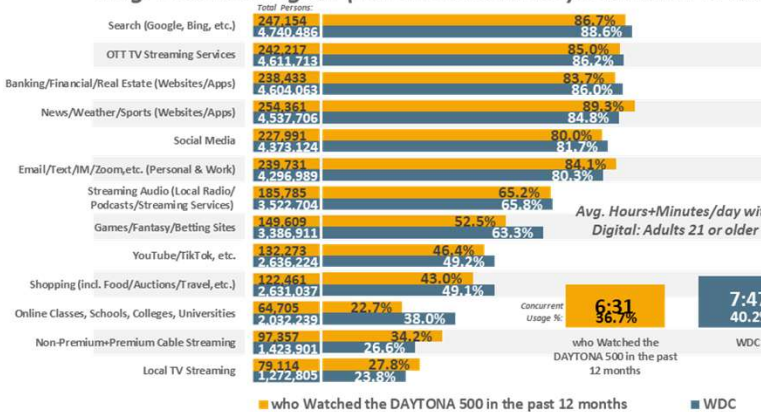




191,920 or 67.4% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months use Ad-Supported Social Media for an average of 139. minutes every day representing 30.1% of all time spent daily with Ad-Supported Digital Media.

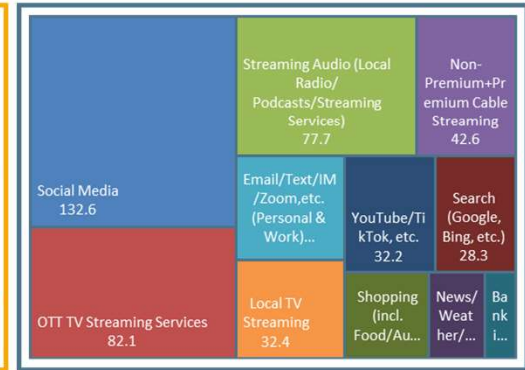
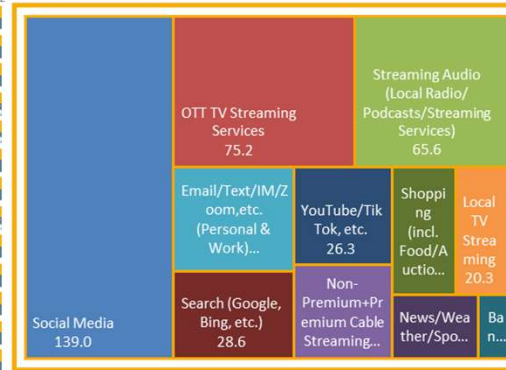
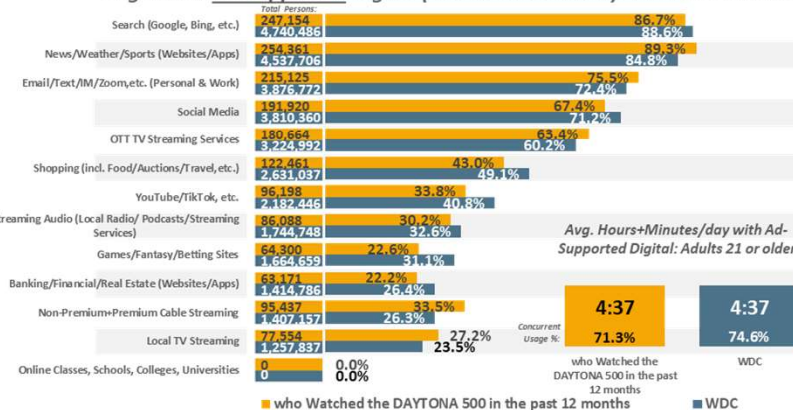
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

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

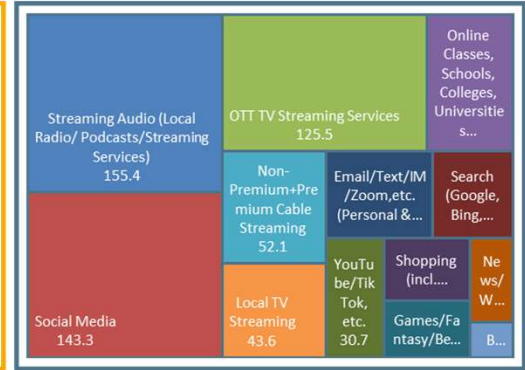
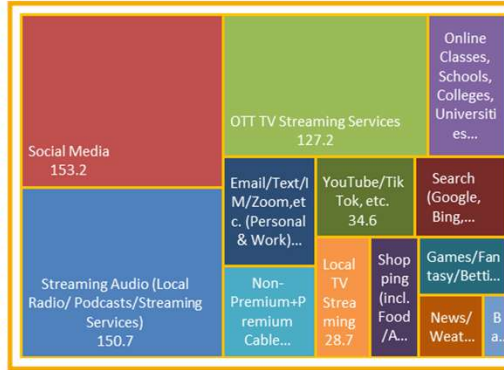
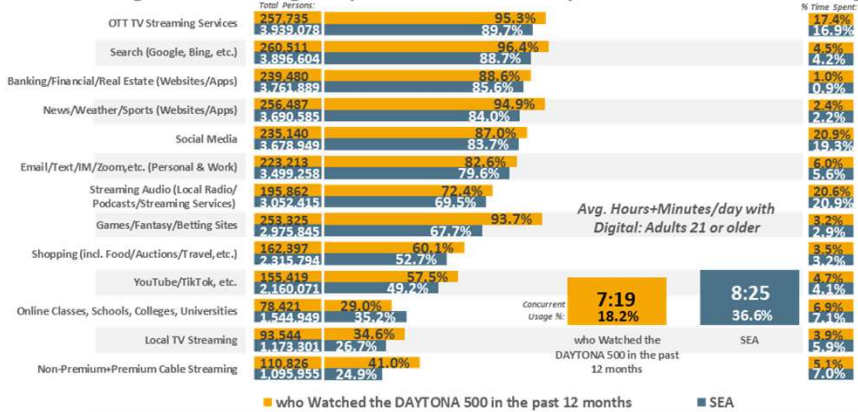




187,227 or 69.3% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months use Ad-Supported Social Media for an average of 122. minutes every day representing 22.8% of all time spent daily with Ad-Supported Digital Media.

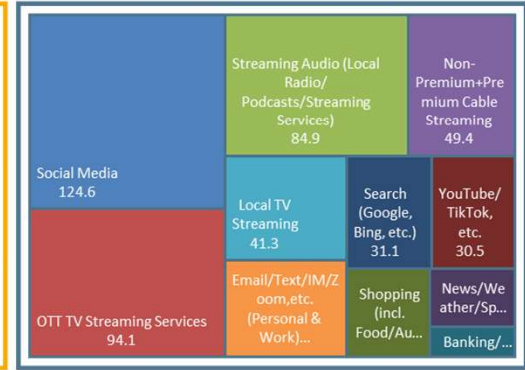
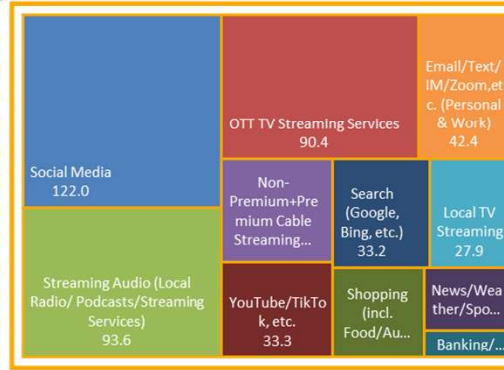
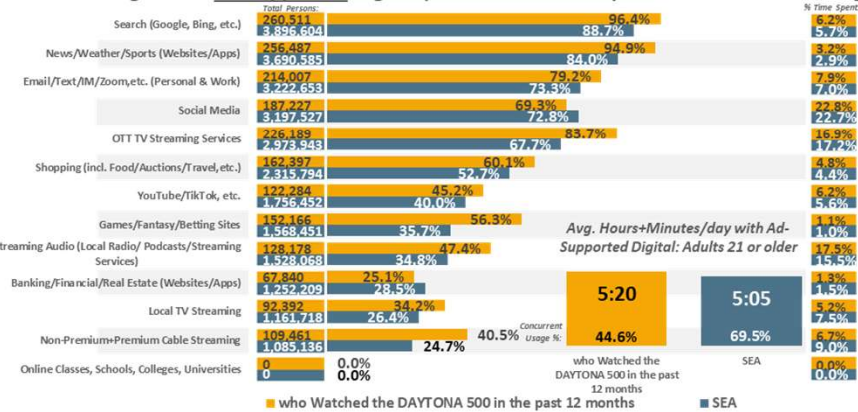
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

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

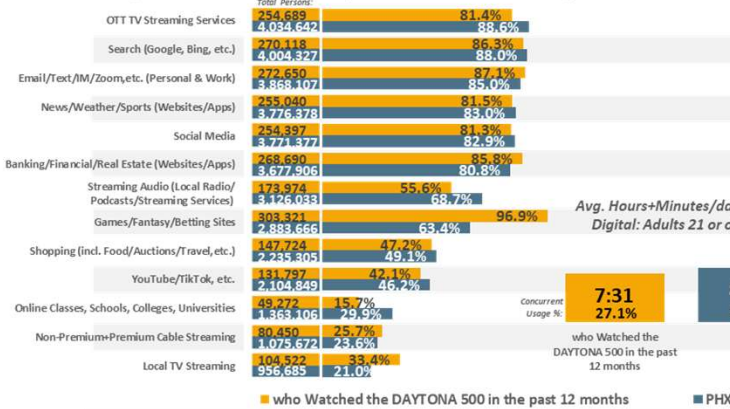




229,704 or 73.4% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months use Ad-Supported Social Media for an average of 143.1 minutes every day representing 25.5% of all time spent daily with Ad-Supported Digital Media.

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

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

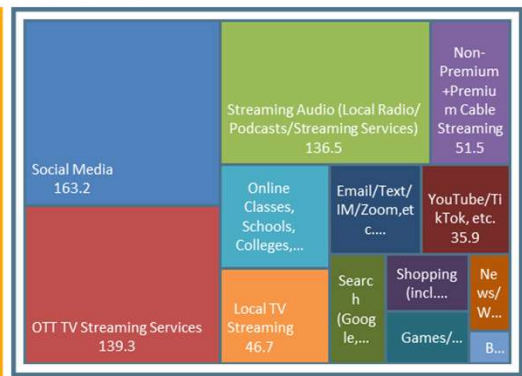
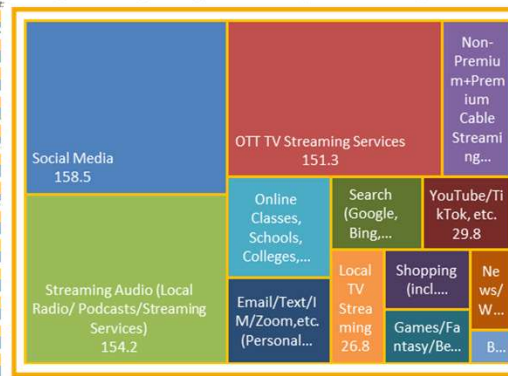


Avg. Hours+Minutes/day with Digital: Adults 21 or older

7:31
27.1%

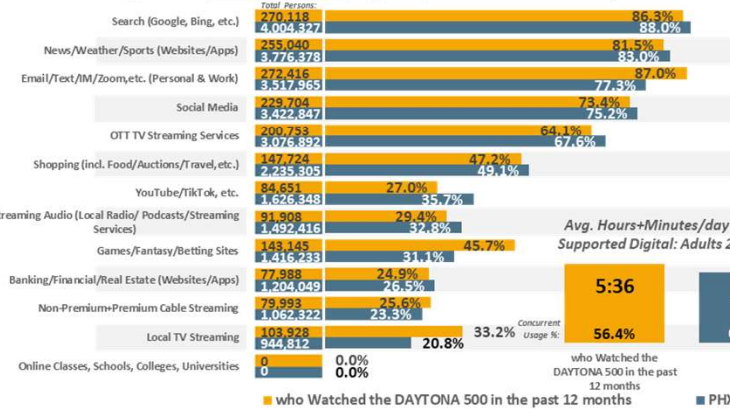
8:21
34.1%

PHX



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

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

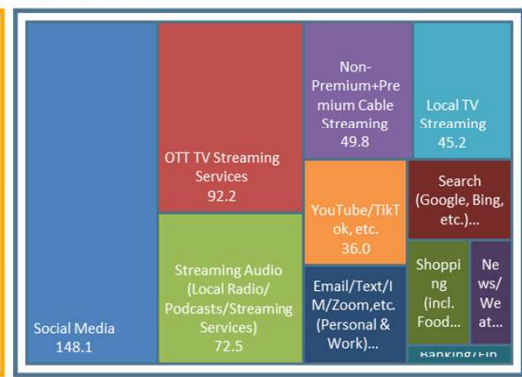
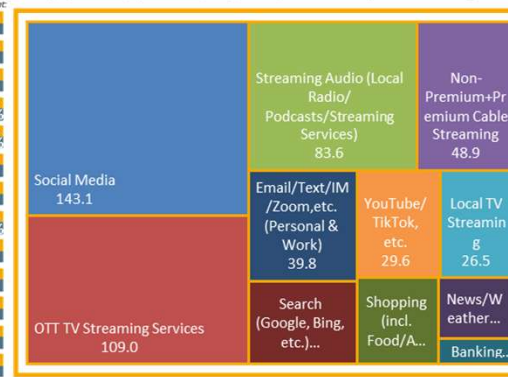


Avg. Hours+Minutes/day with Ad-Supported Digital: Adults 21 or older

5:36
56.4%

5:07
62.3%

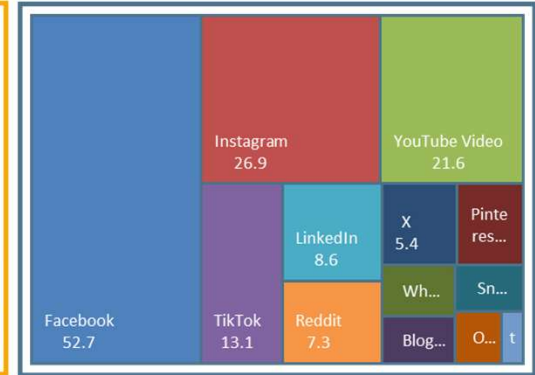
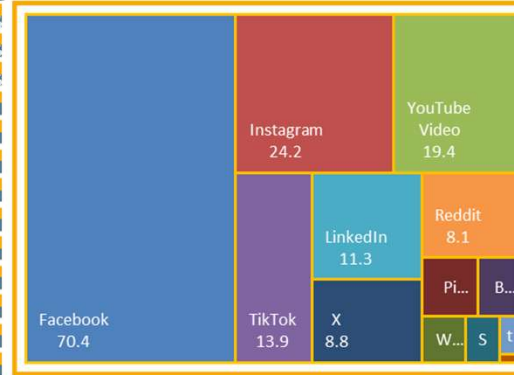
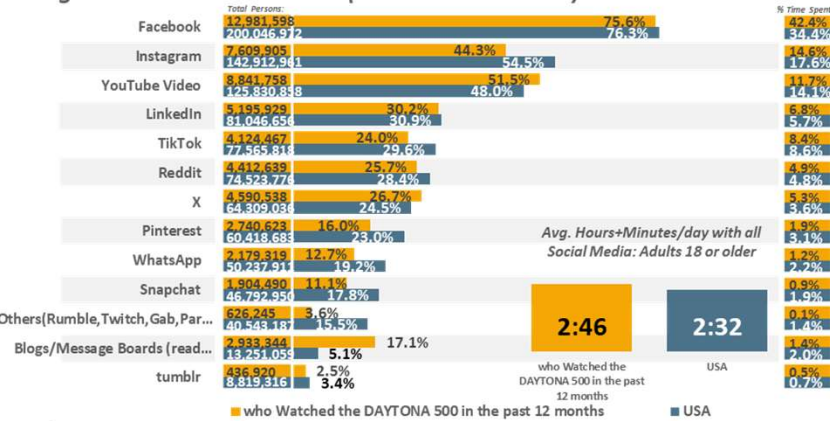
PHX



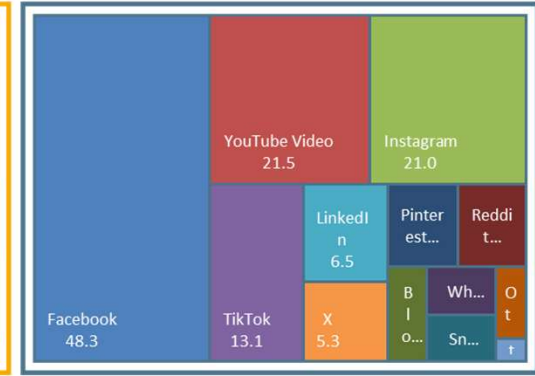
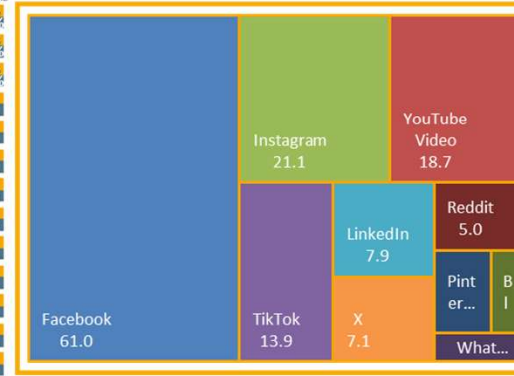
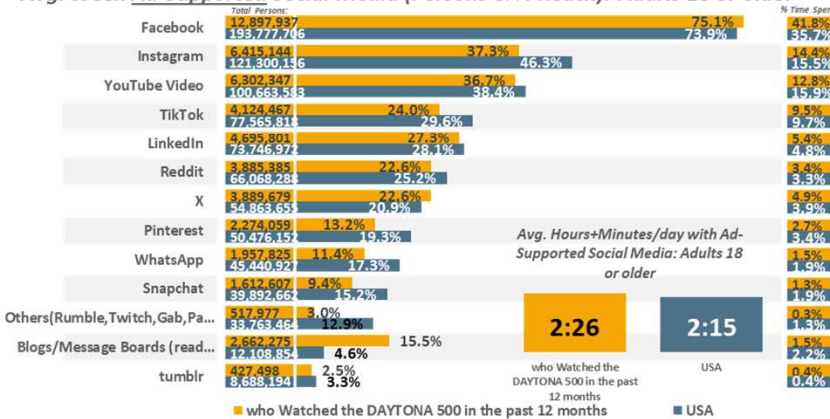


12,897,937 or 75.1% of Adults 18 or older who Watched the DAYTONA 500 in the past 12 months use Ad-Supported Facebook for an average of 61. minutes every day representing 41.8% of all time spent daily with Ad-Supported Social Media.

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



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



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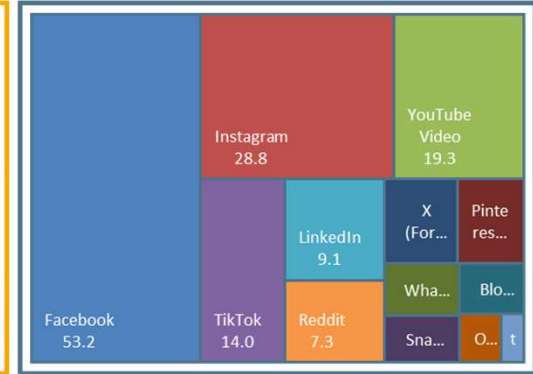
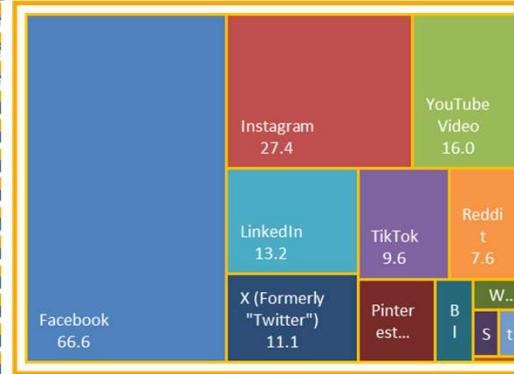
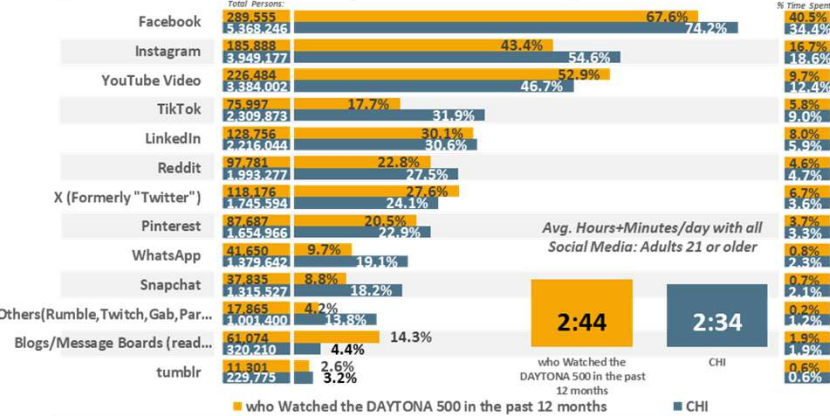
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Special TV sports programs watched past 12 months: Daytona 500

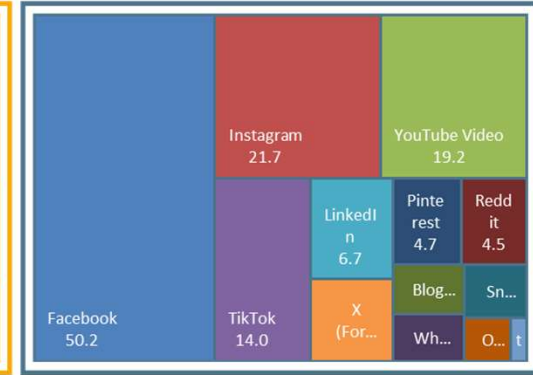
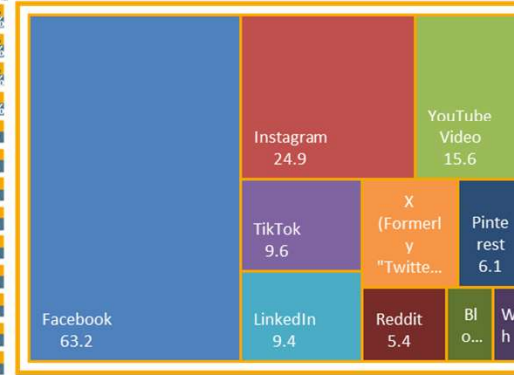
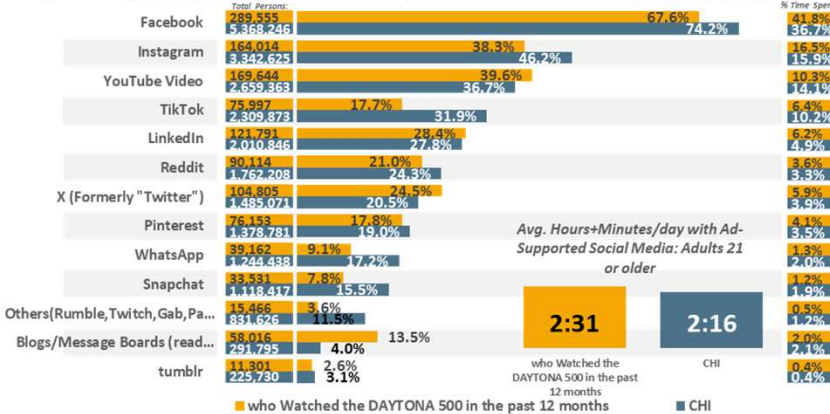


289,555 or 67.6% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months use Ad-Supported Facebook for an average of 63.2 minutes every day representing 41.8% of all time spent daily with Ad-Supported Social Media.

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



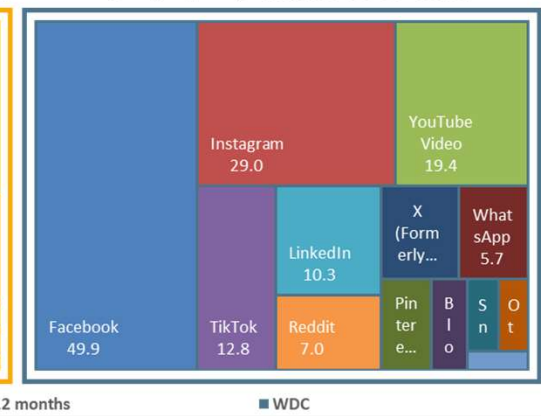
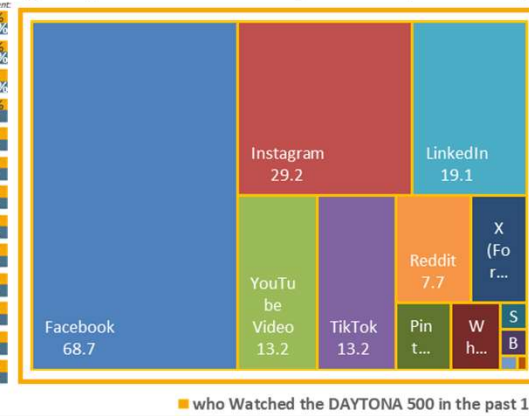
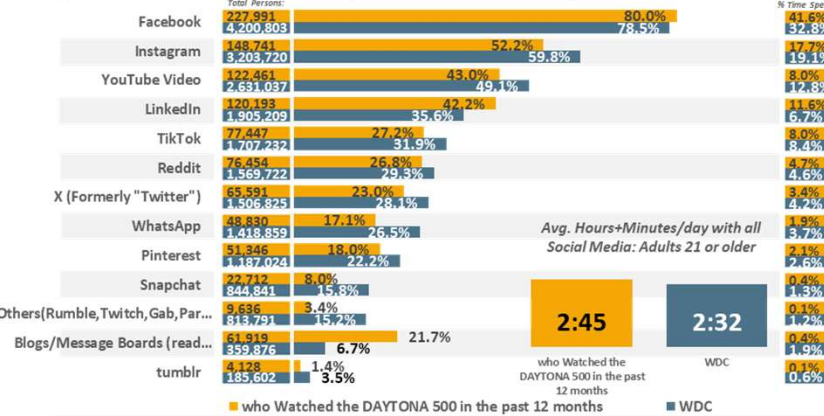
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



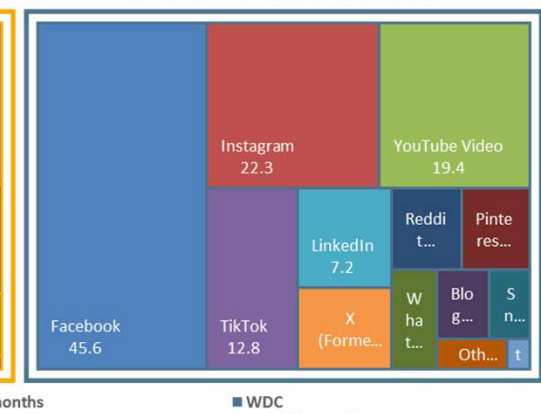
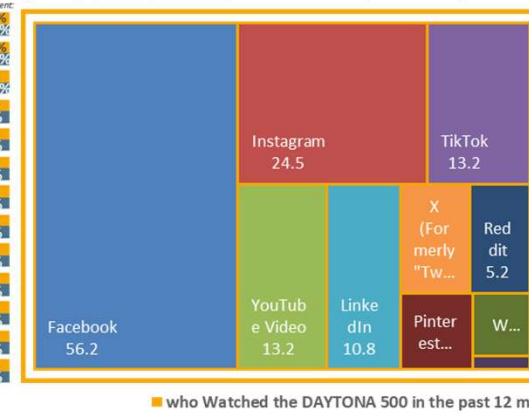
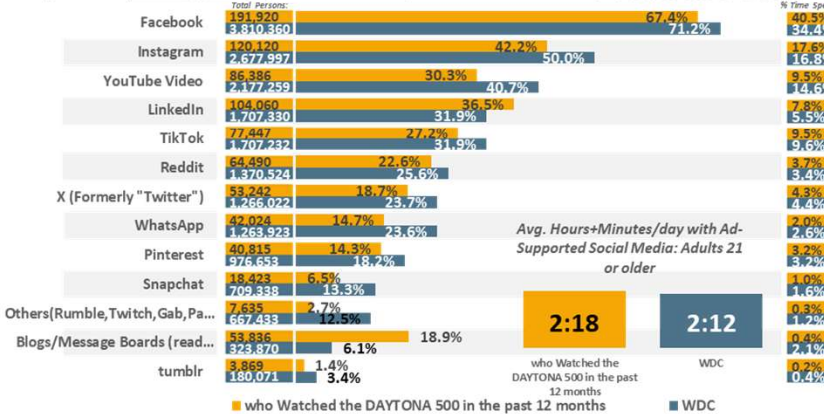


191,920 or 67.4% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months use Ad-Supported Facebook for an average of 56.2 minutes every day representing 40.5% of all time spent daily with Ad-Supported Social Media.

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



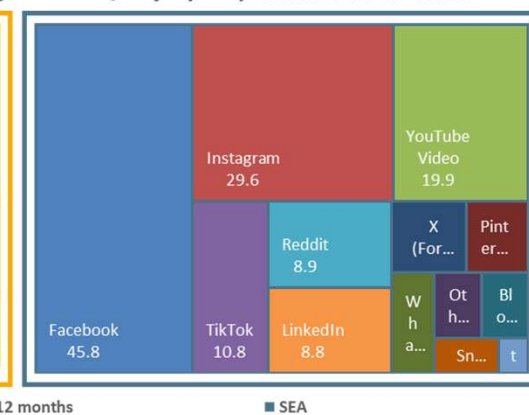
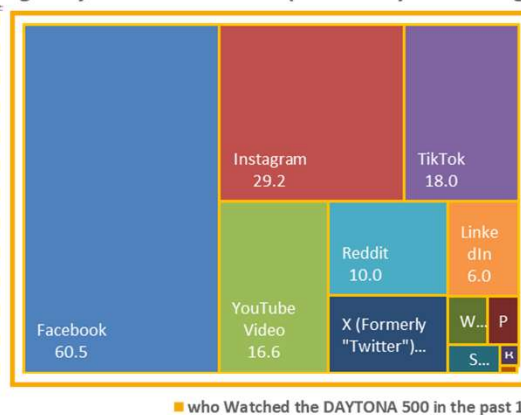
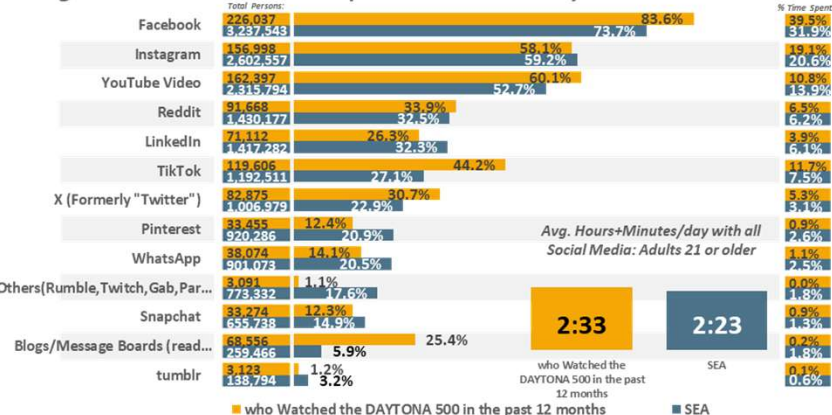
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



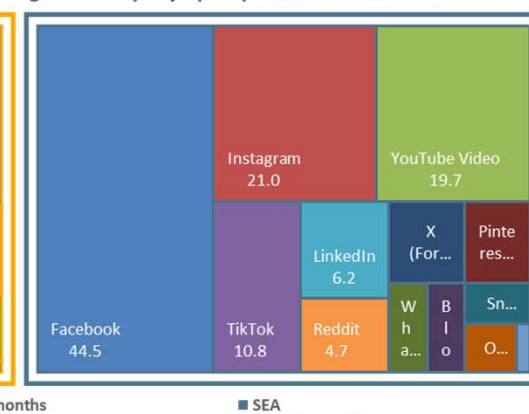
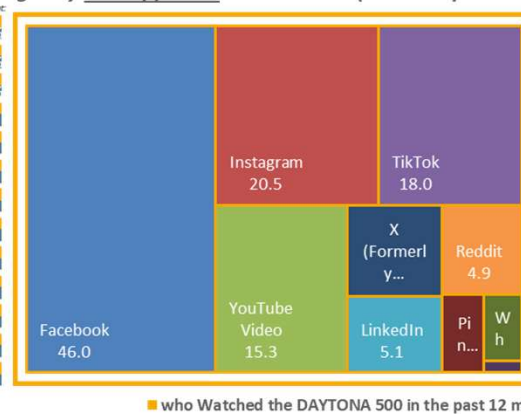
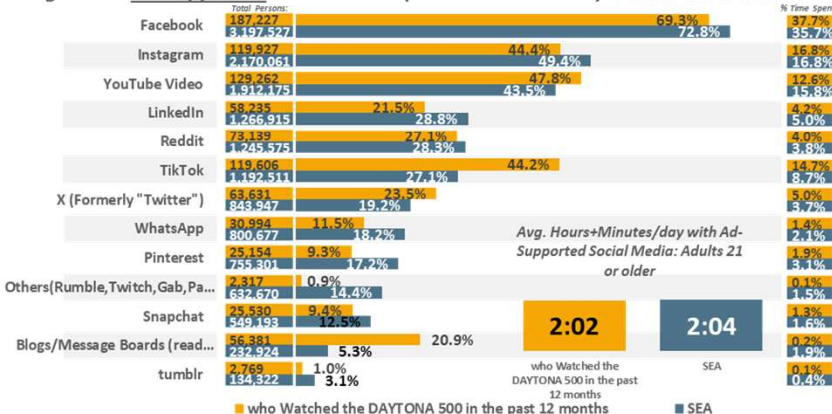


187,227 or 69.3% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months use Ad-Supported Facebook for an average of 46. minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.

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



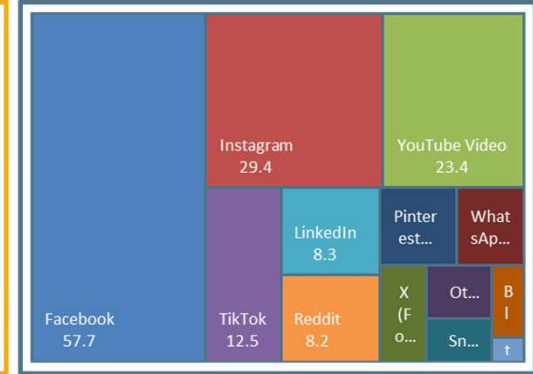
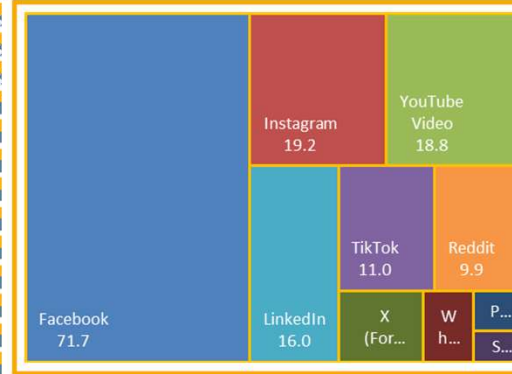
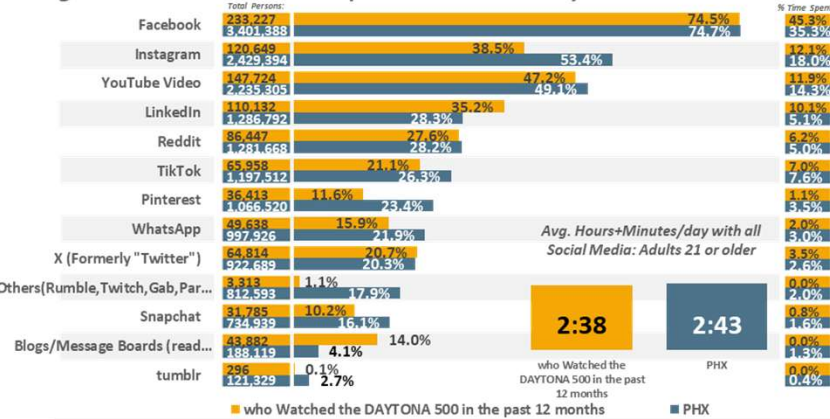
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



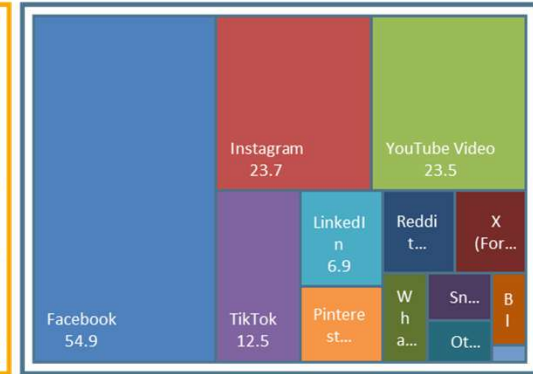
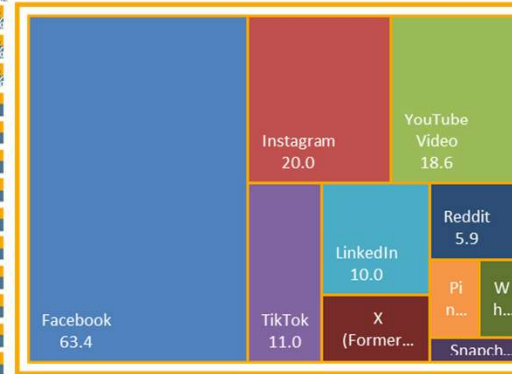
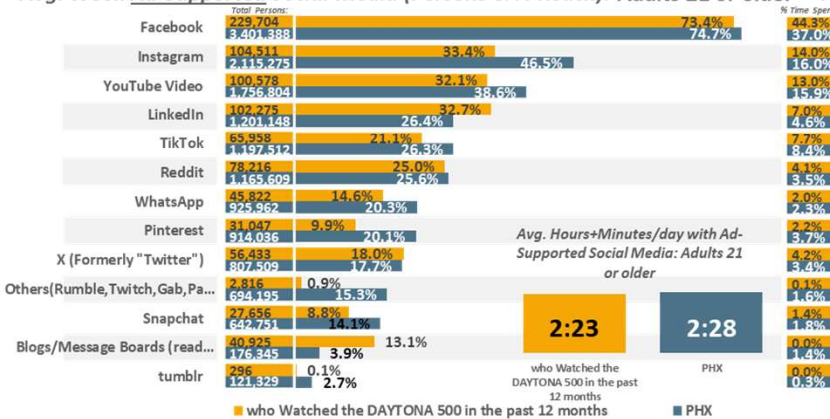


229,704 or 73.4% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months use Ad-Supported Facebook for an average of 63.4 minutes every day representing 44.3% of all time spent daily with Ad-Supported Social Media.

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

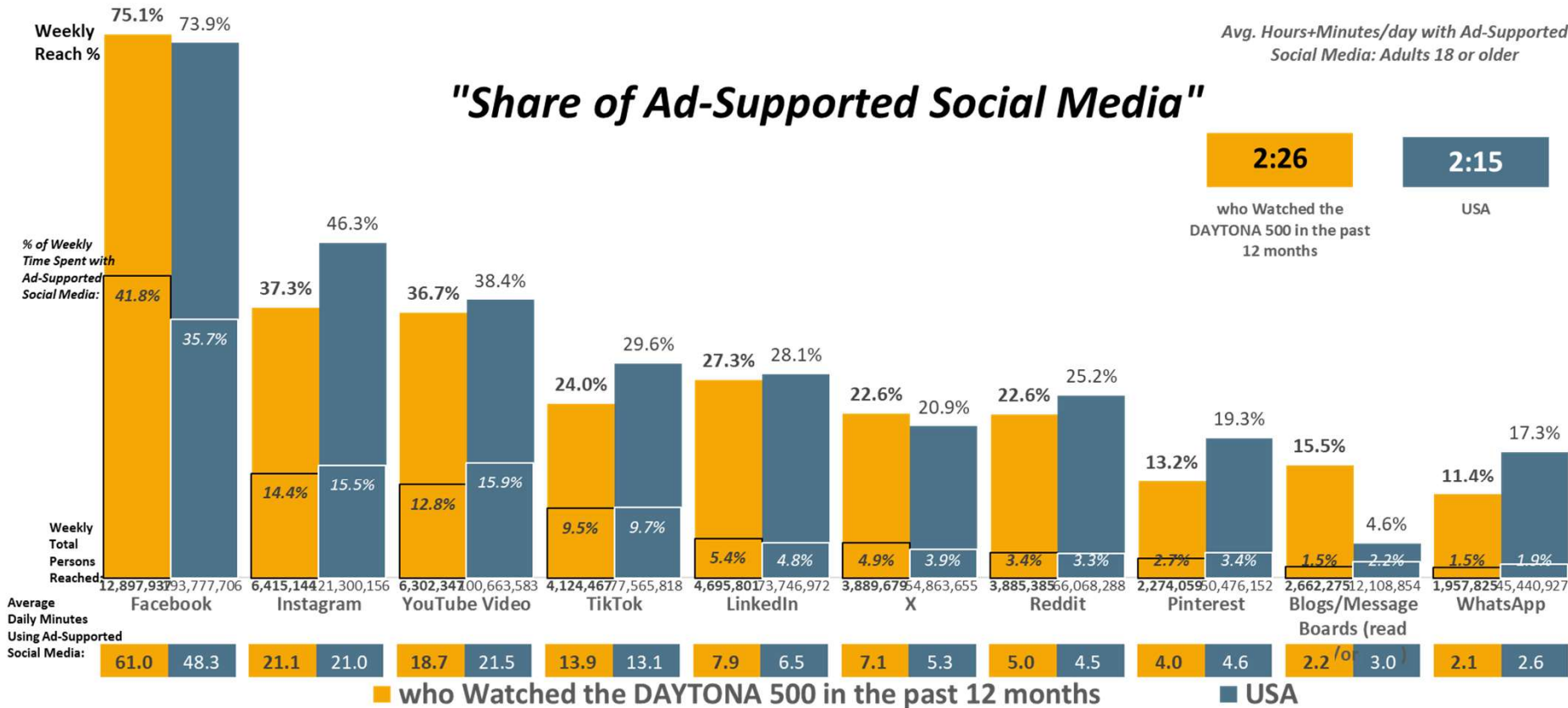


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**





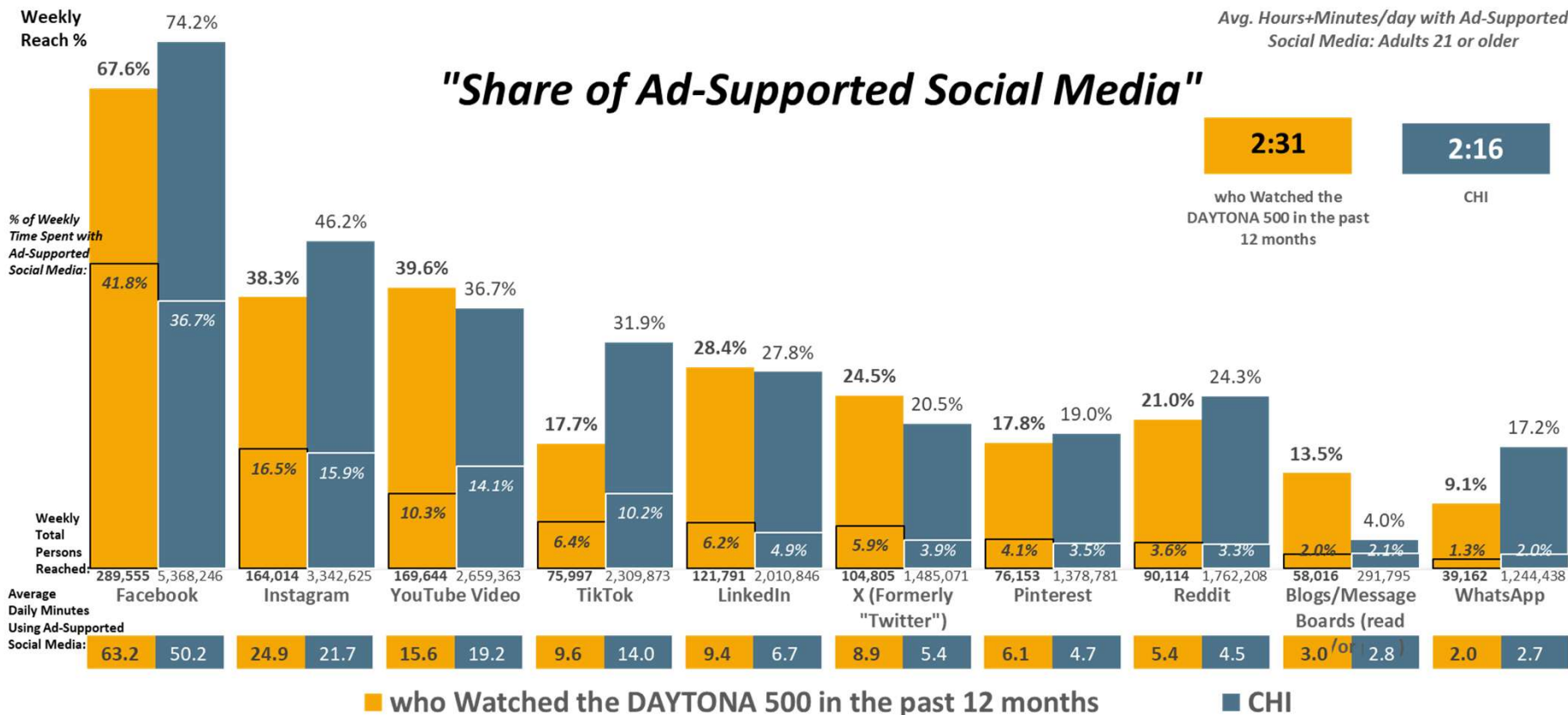
12,897,937 or 75.1% of Adults 18 or older who Watched the DAYTONA 500 in the past 12 months use Ad-Supported Facebook for an average of 61. minutes every day representing 41.8% of all time spent daily with Ad-Supported Social Media.





289,555 or 67.6% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months use Ad-Supported Facebook for an average of 63.2 minutes every day representing 41.8% of all time spent daily with Ad-Supported Social Media.

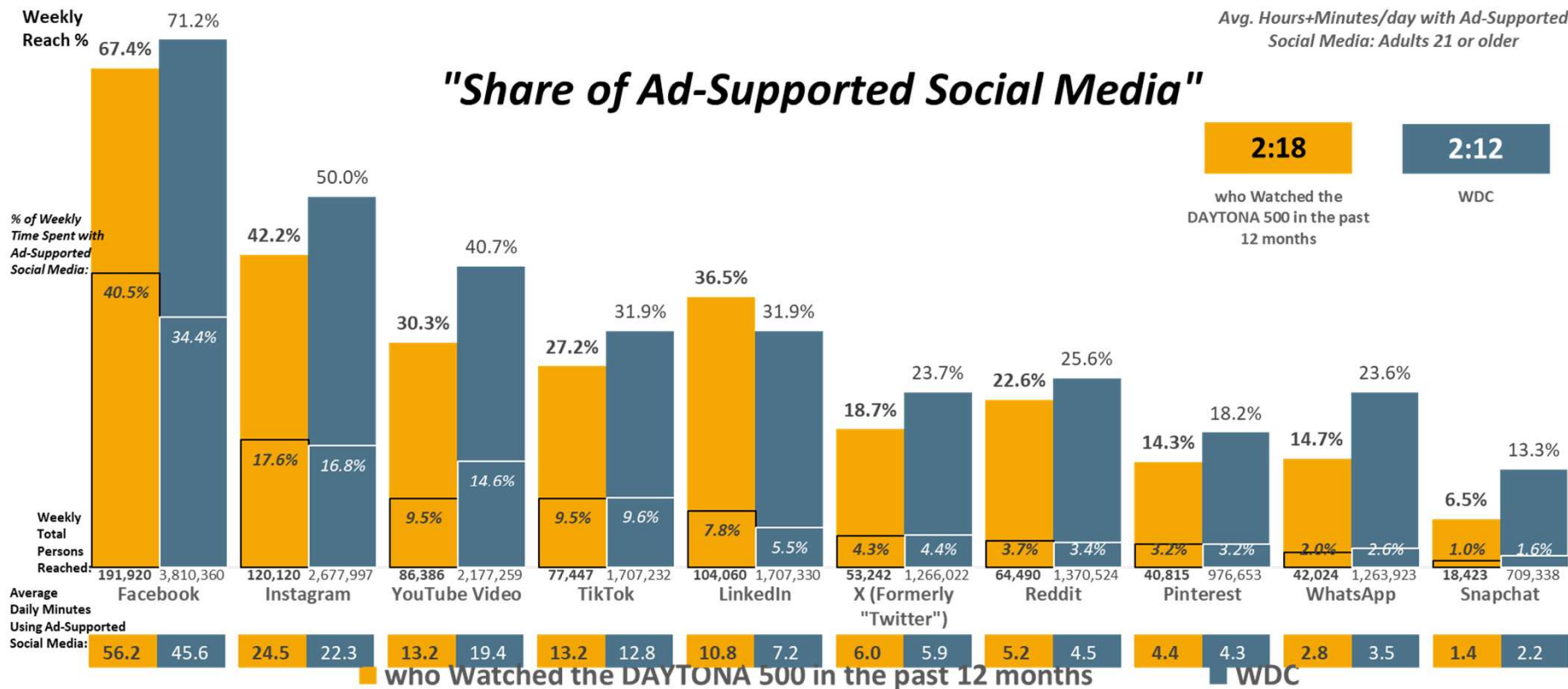
"Share of Ad-Supported Social Media"





191,920 or 67.4% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months use Ad-Supported Facebook for an average of 56.2 minutes every day representing 40.5% of all time spent daily with Ad-Supported Social Media.

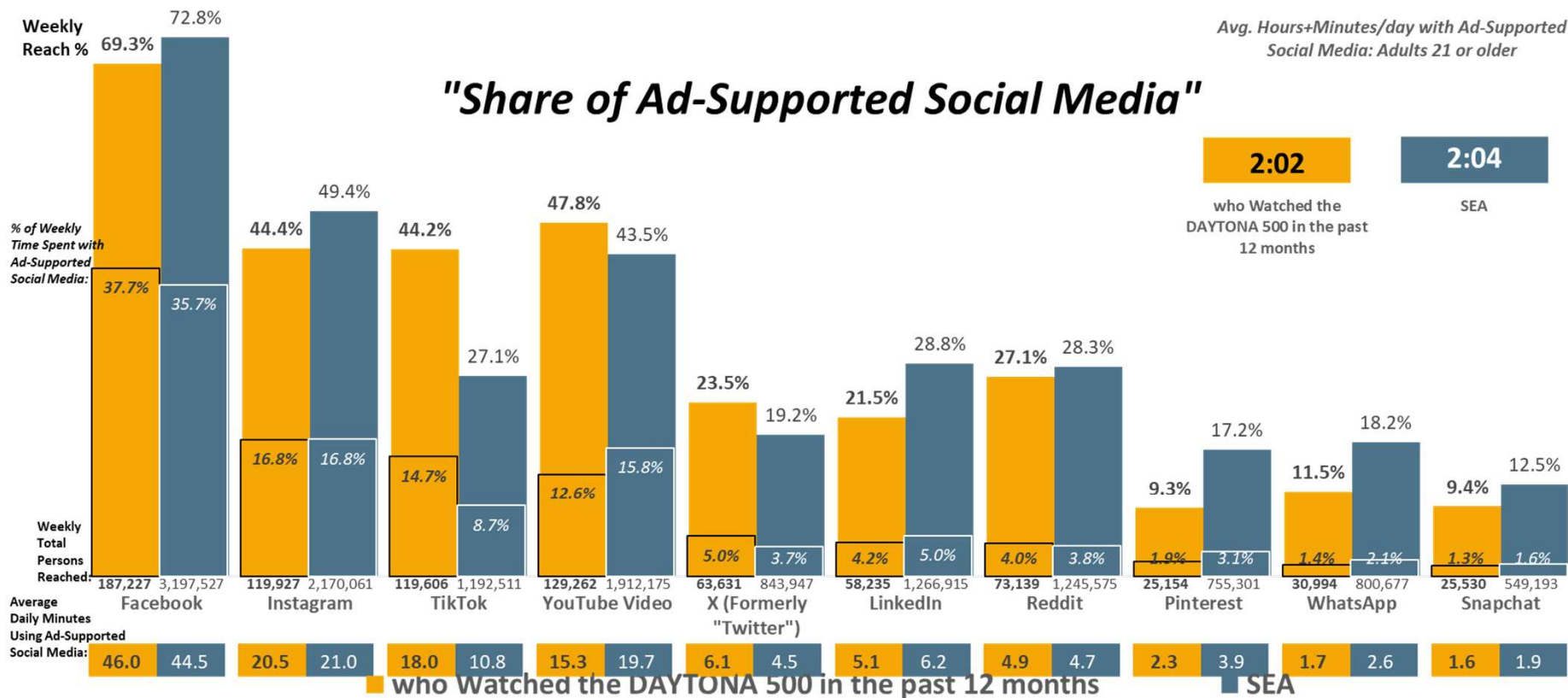
"Share of Ad-Supported Social Media"





187,227 or 69.3% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months use Ad-Supported Facebook for an average of 46. minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.

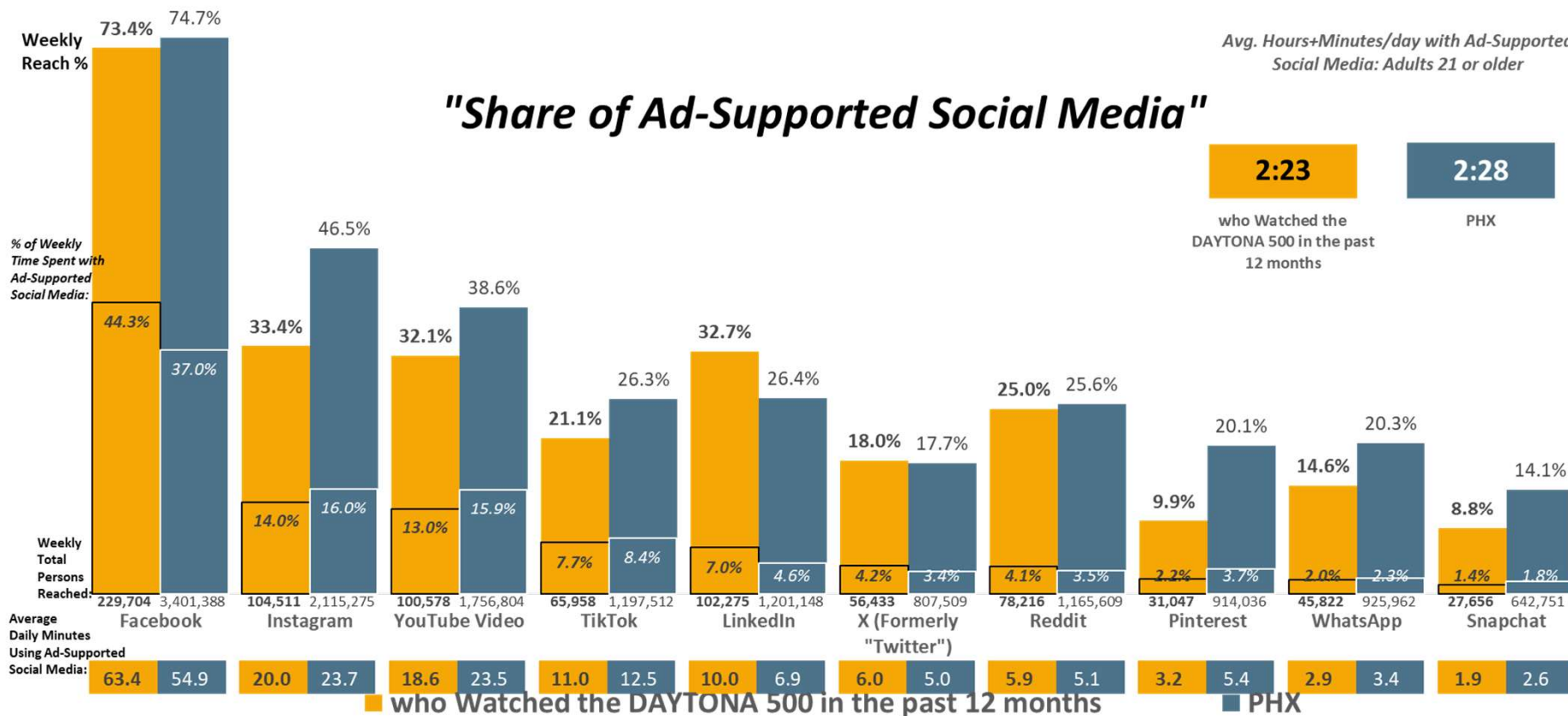
"Share of Ad-Supported Social Media"





229,704 or 73.4% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months use Ad-Supported Facebook for an average of 63.4 minutes every day representing 44.3% of all time spent daily with Ad-Supported Social Media.

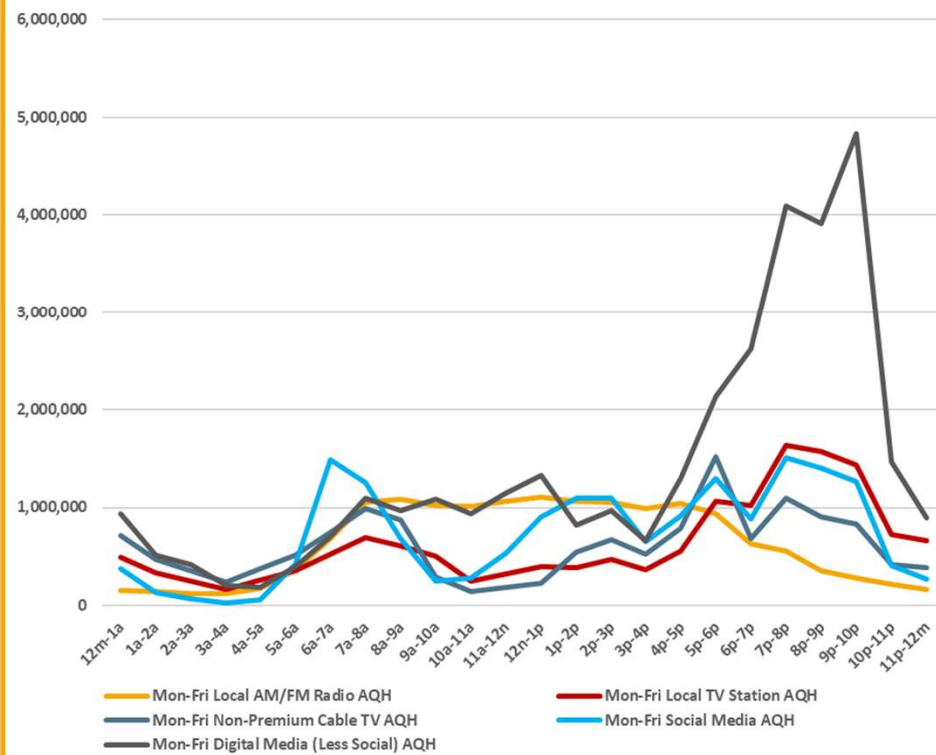
"Share of Ad-Supported Social Media"



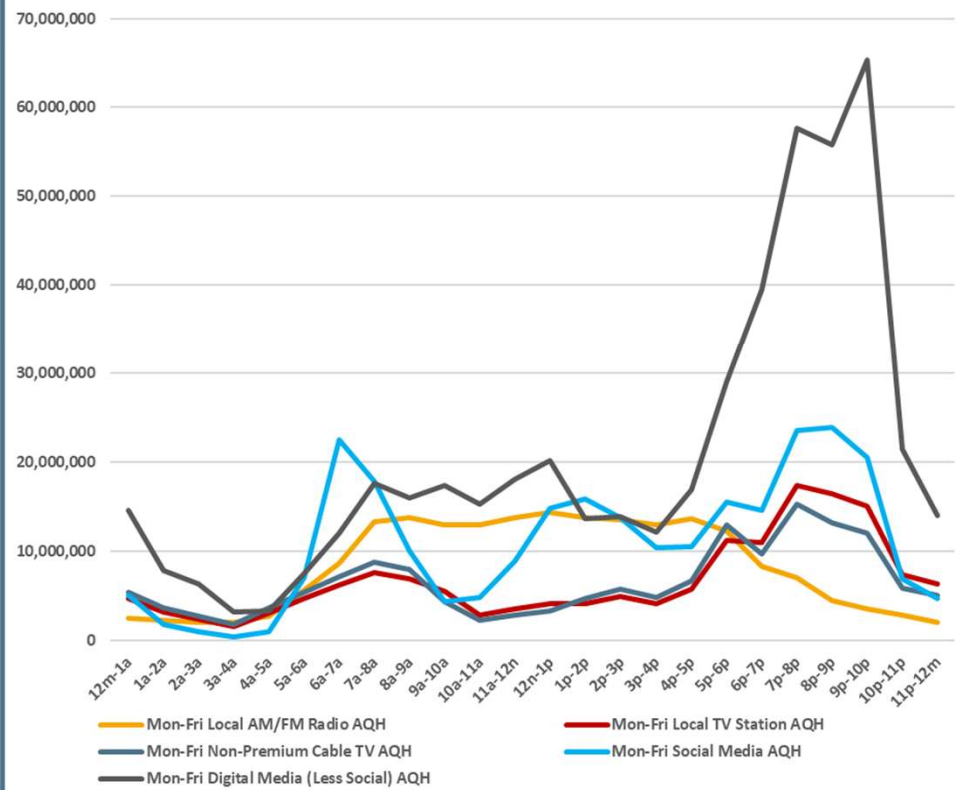


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,211,886; Local Radio: 978,076; Social Media: 872,689; Non-Prem. Cable: 630,504; Local TV: 550,647 reaching Adults 18 or older who Watched the DAYTONA 500 in the past 12

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Watched the DAYTONA 500 in the
past 12 months



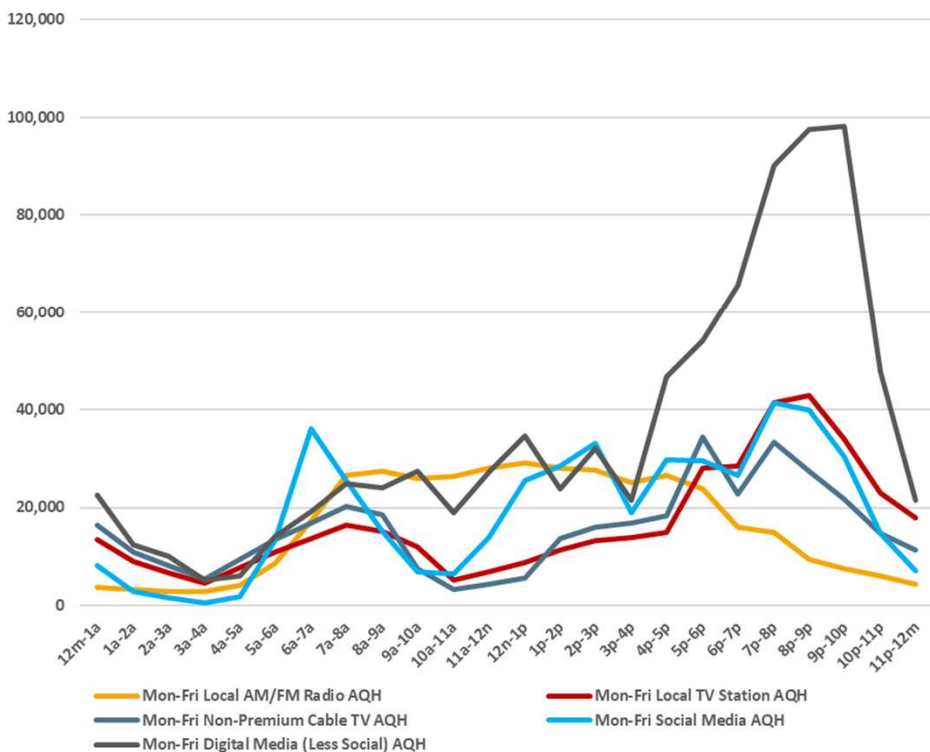
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 18 or older



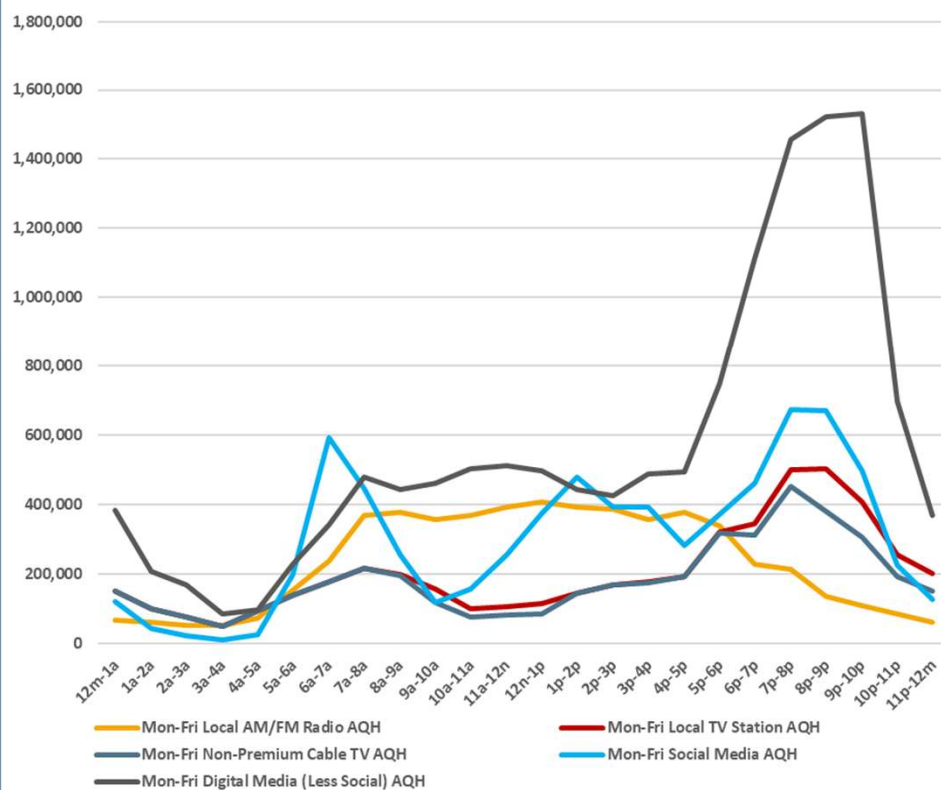


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 32,298;
Local Radio: 25,228; Social Media: 22,756; Non-Prem. Cable: 15,268; Local TV: 14,425
reaching Adults 21 or older who Watched the DAYTONA 500 in the past 12 months

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 21 or older who Watched the DAYTONA 500 in the
past 12 months*



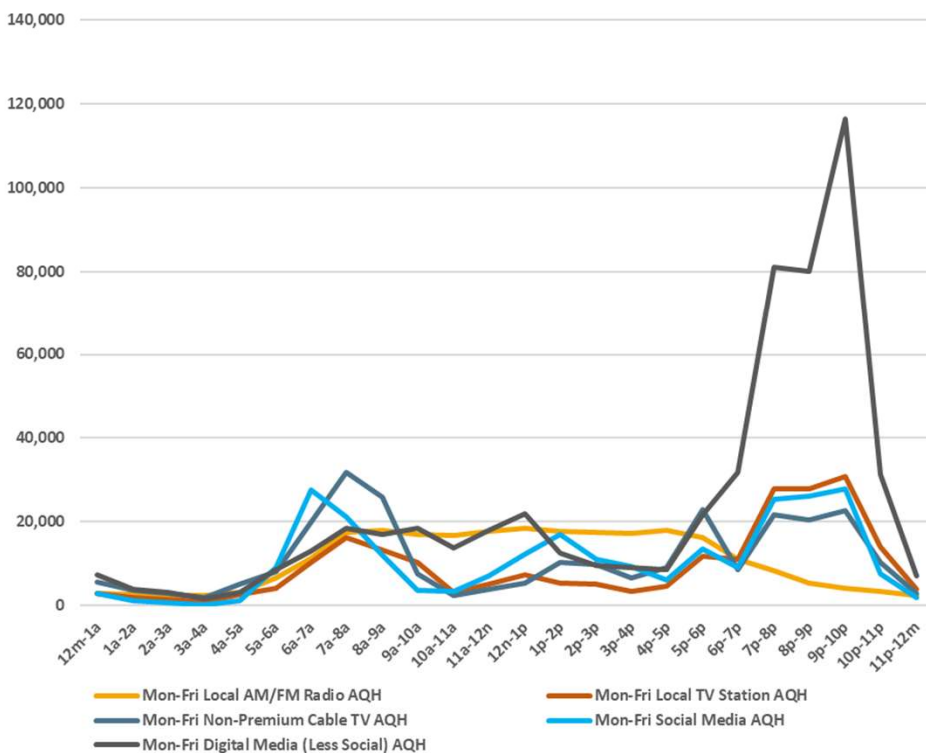
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 21 or older*



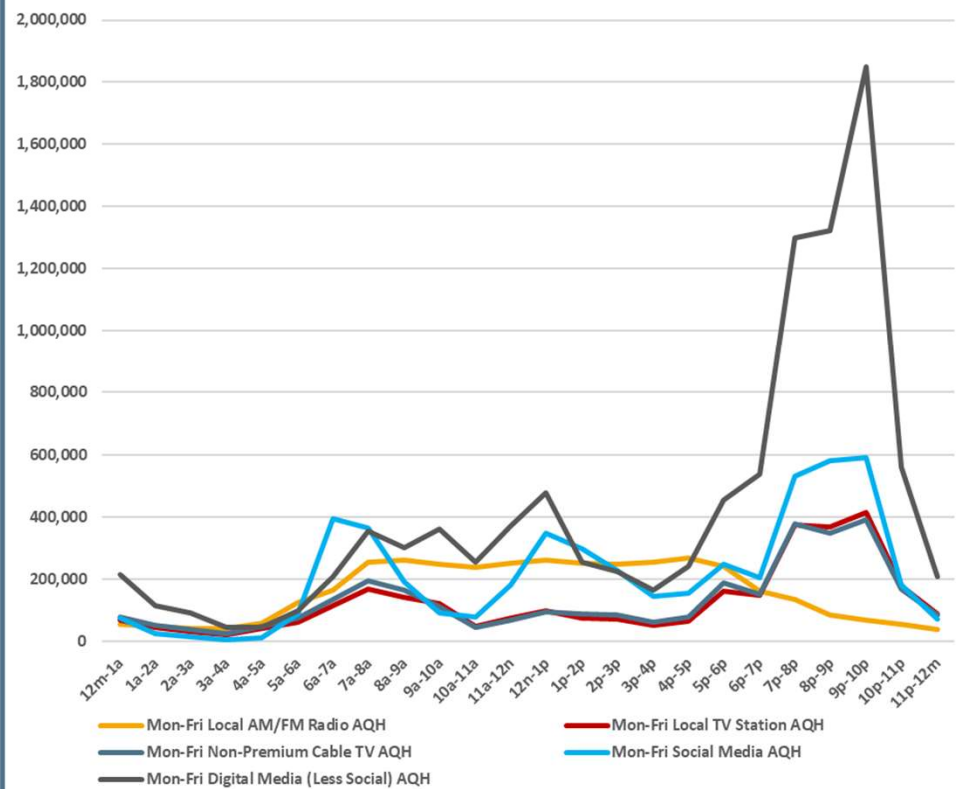


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 16,478; All Other Digital Media: 16,438; Non-Prem. Cable: 12,595; Social Media: 11,797; Local TV: 8,198 reaching Adults 21 or older who Watched the DAYTONA 500 in the past 12 months.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 21 or older who Watched the DAYTONA 500 in the
past 12 months*



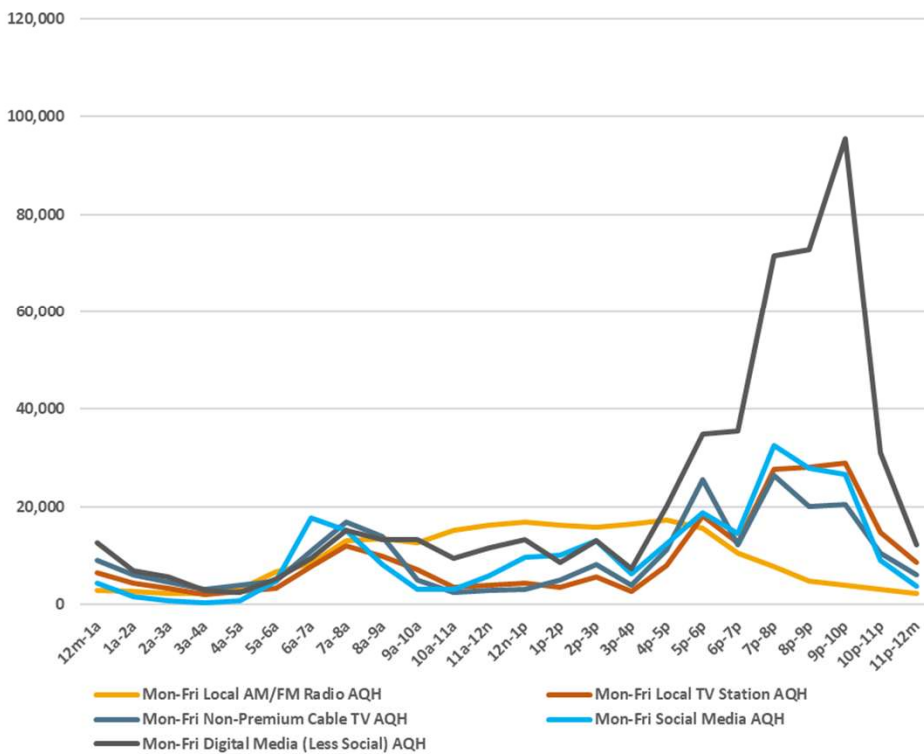
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC DMA Adults 21 or older*



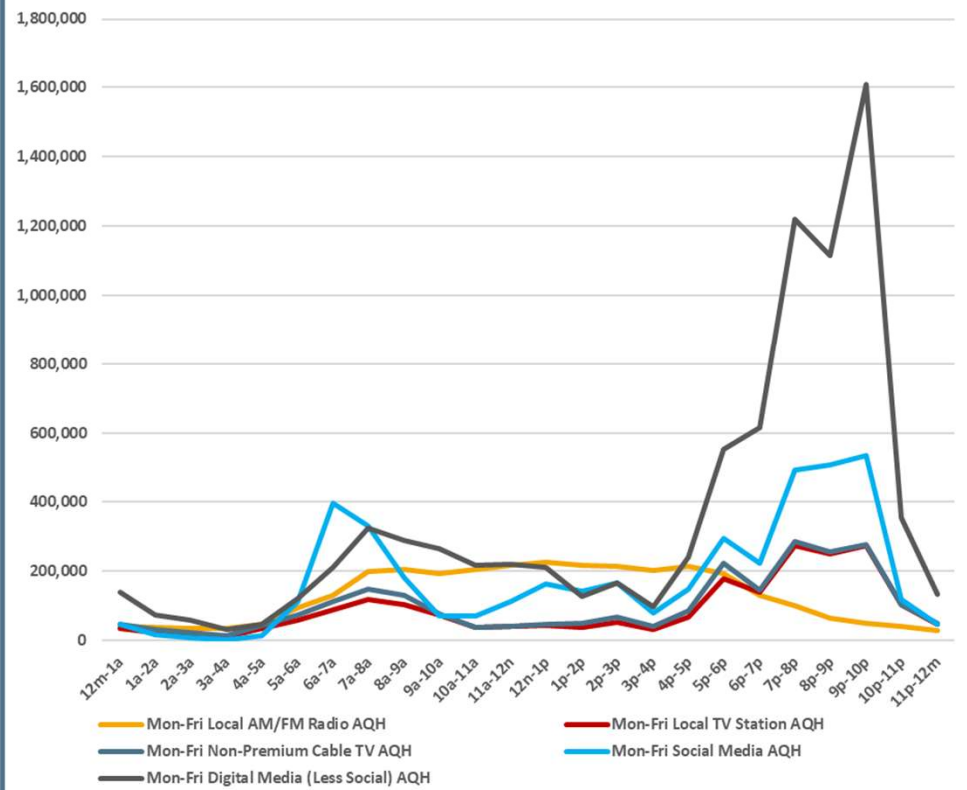


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 15,774; Local Radio: 14,465; Social Media: 10,620; Non-Prem. Cable: 9,328; Local TV: 7,637 reaching Adults 21 or older who Watched the DAYTONA 500 in the past 12 months.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 21 or older who Watched the DAYTONA 500 in the past 12 months



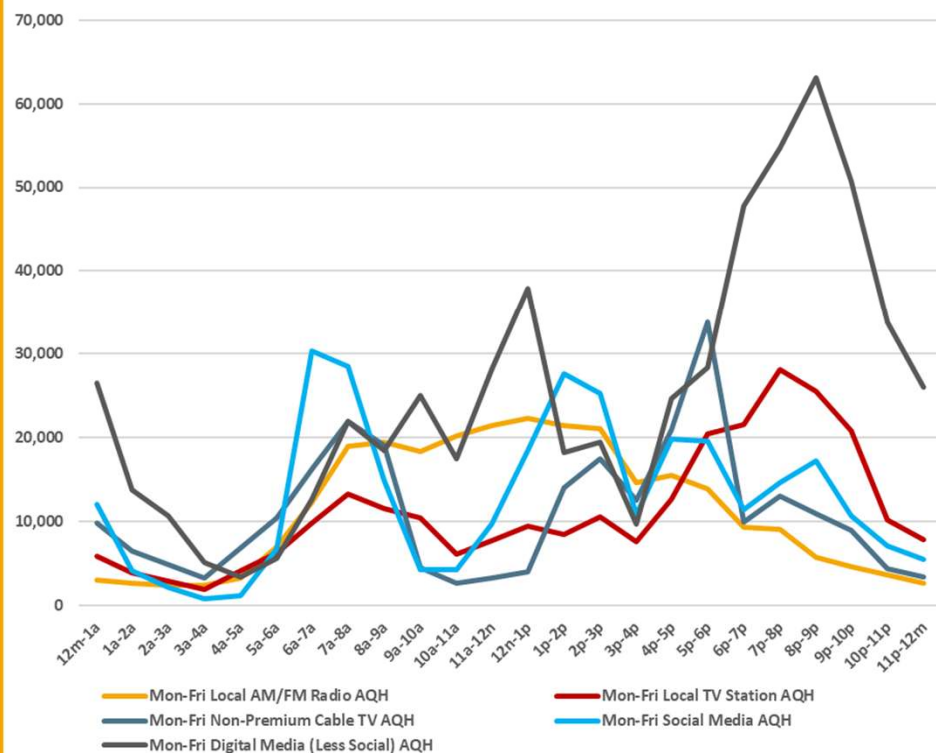
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 21 or older



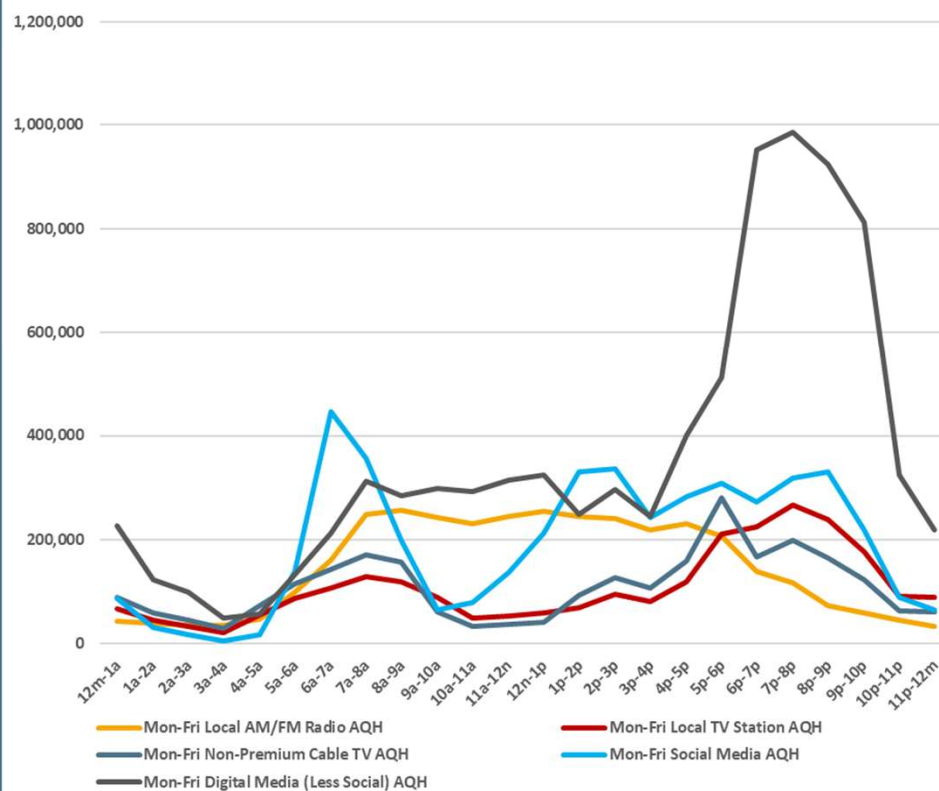


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 23,849; Local Radio: 17,630; Social Media: 17,339; Non-Prem. Cable: 13,934; Local TV: 11,535 reaching Adults 21 or older who Watched the DAYTONA 500 in the past 12 months

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 21 or older who Watched the DAYTONA 500 in the
past 12 months



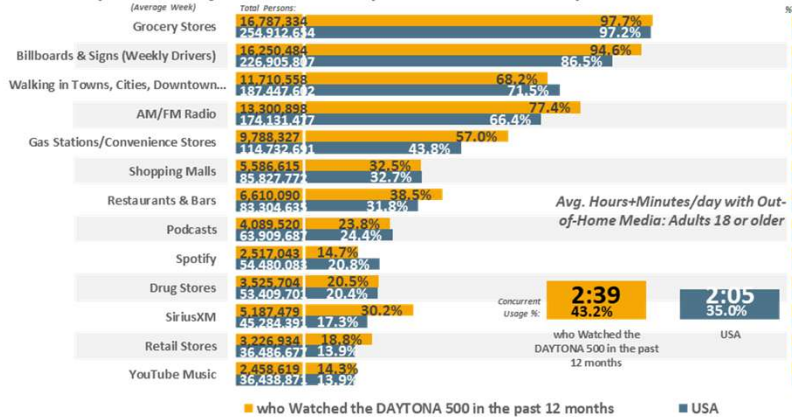
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 21 or older



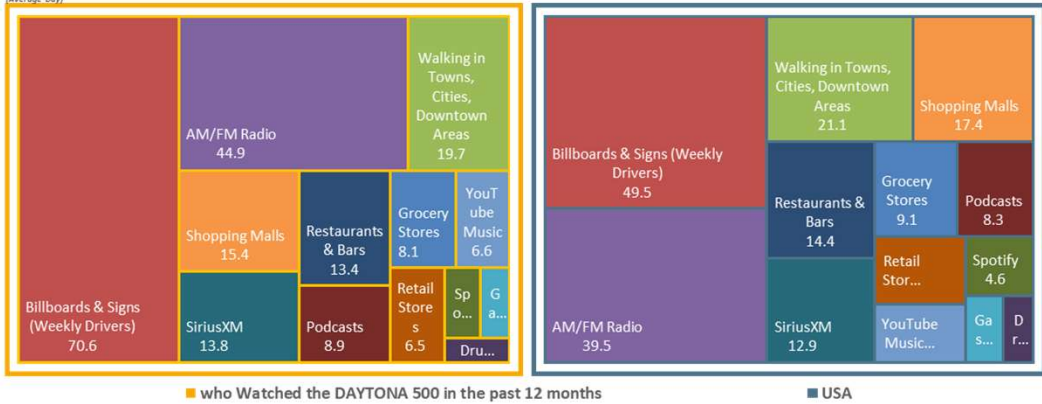


16,250,484 or 94.6% of Adults 18 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 70.6 minutes per day driving, seeing Billboards and Signs. 74.8% Listen to Local Radio Stations Out-of-Home for an average of 42.6 minutes/day.

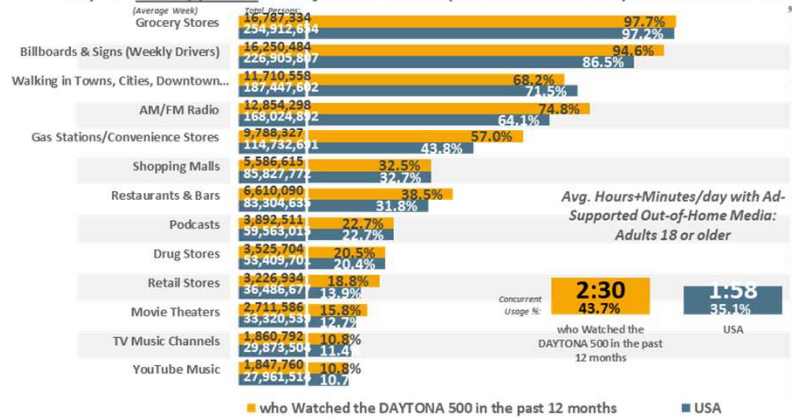
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



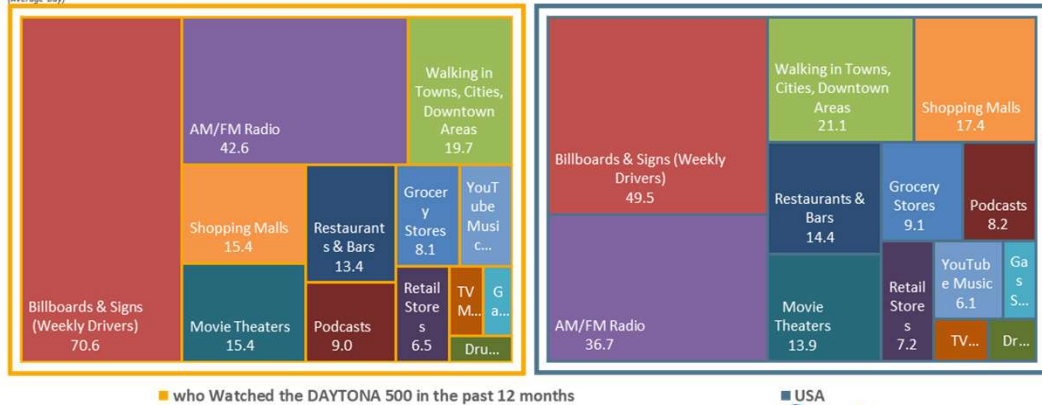
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,609
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

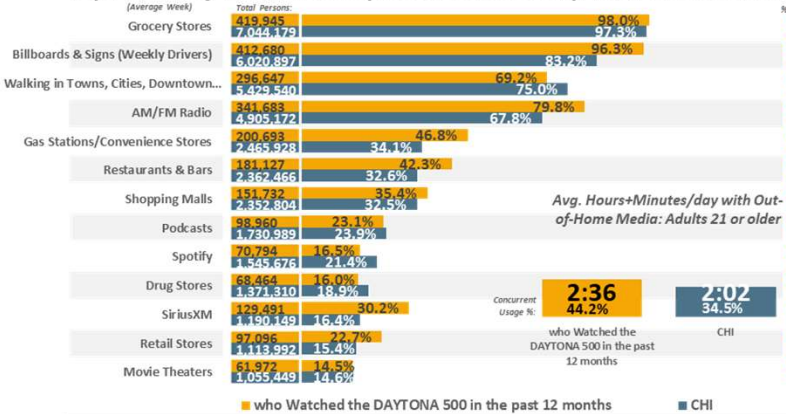
Special TV sports programs watched past 12 months: Daytona 500

soefa.ai Share of Everything for Anything

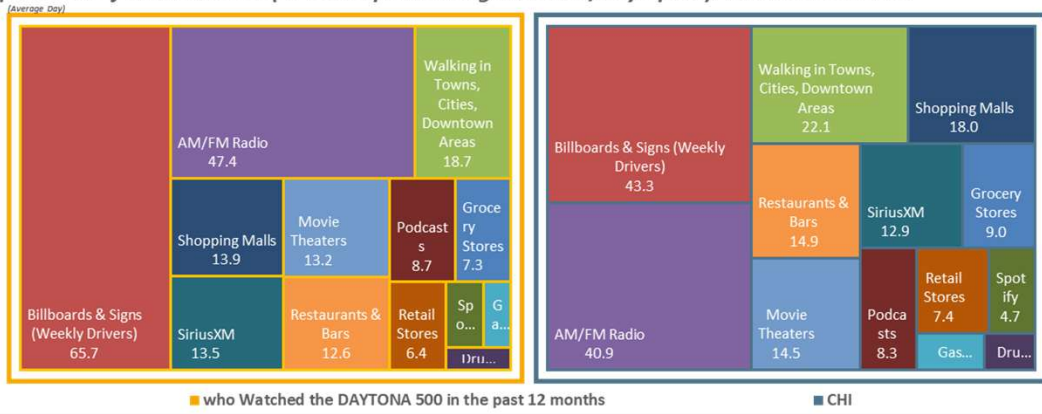


412,680 or 96.3% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 65.7 minutes per day driving, seeing Billboards and Signs. 77.2% Listen to Local Radio Stations Out-of-Home for an average of 46.2 minutes/day.

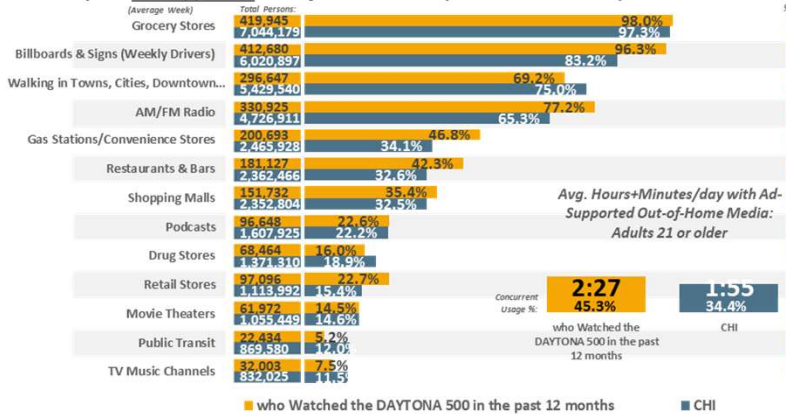
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



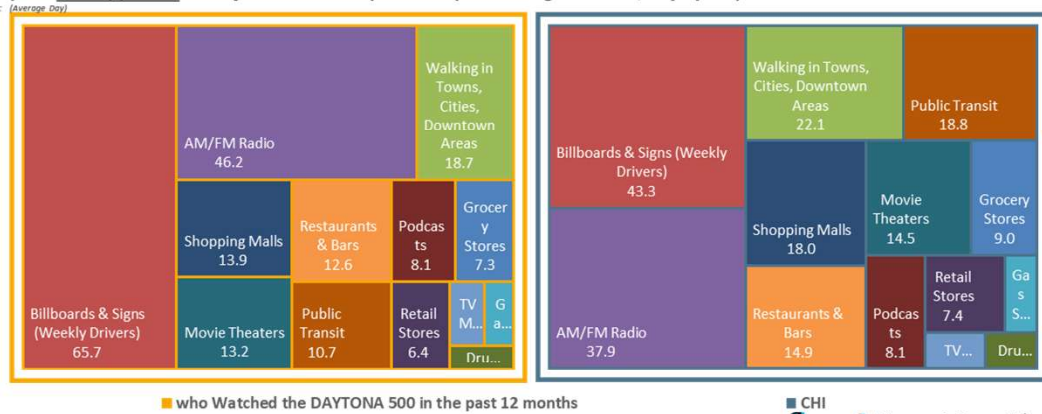
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



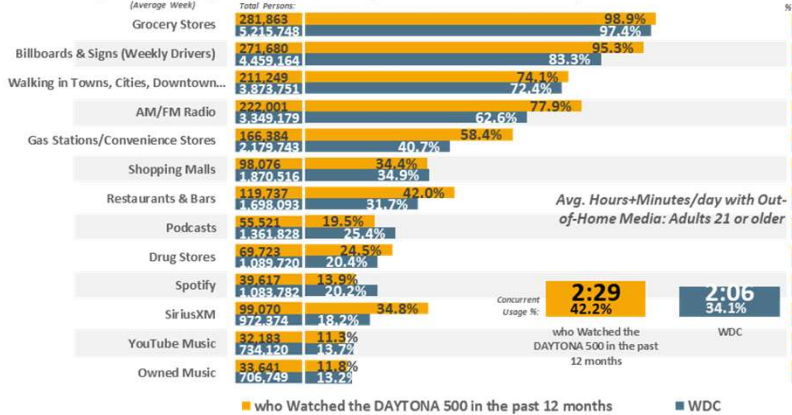
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



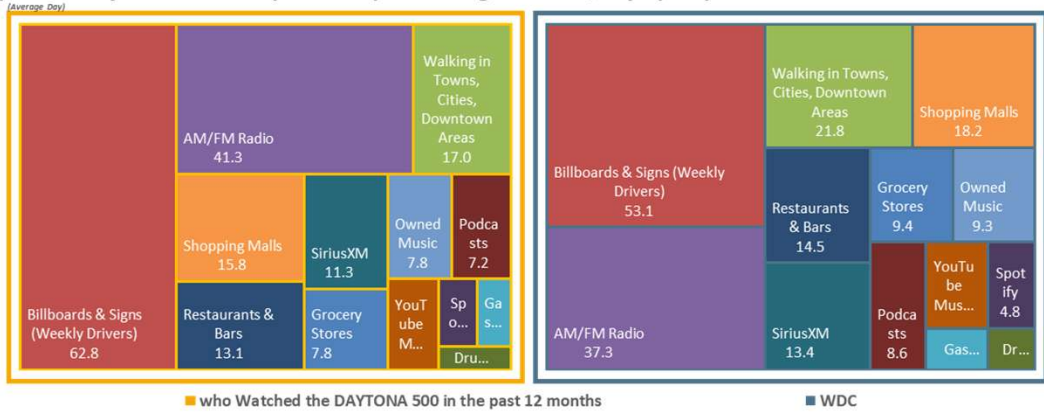


271,680 or 95.3% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 62.8 minutes per day driving, seeing Billboards and Signs. 75.6% Listen to Local Radio Stations Out-of-Home for an average of 39.9 minutes/day.

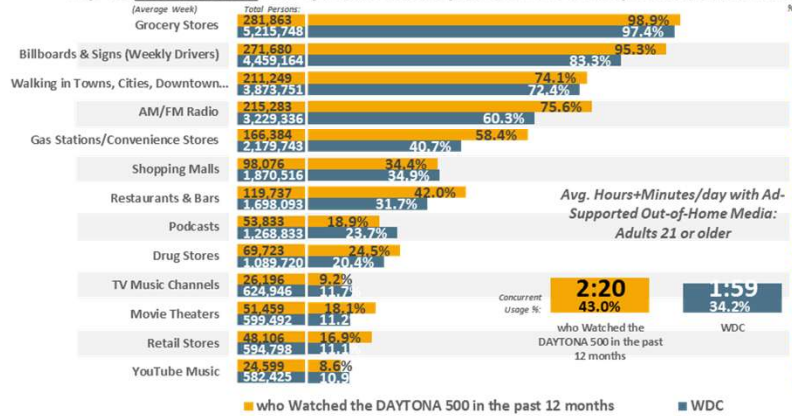
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



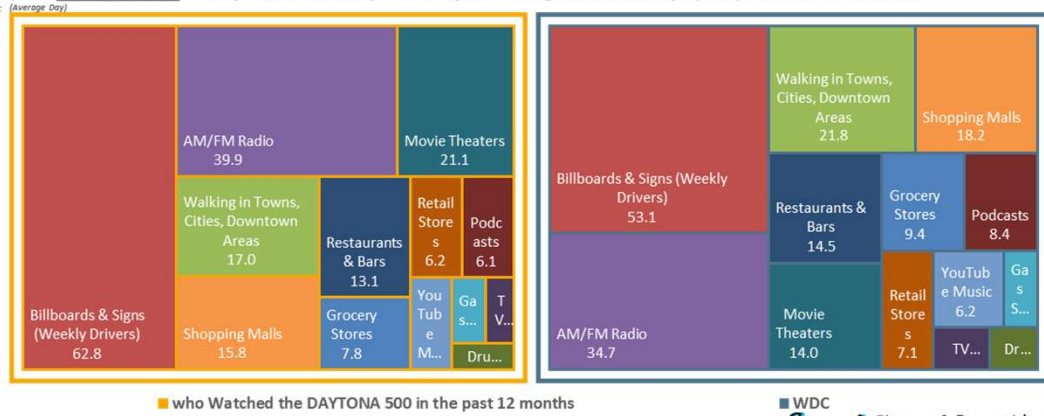
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



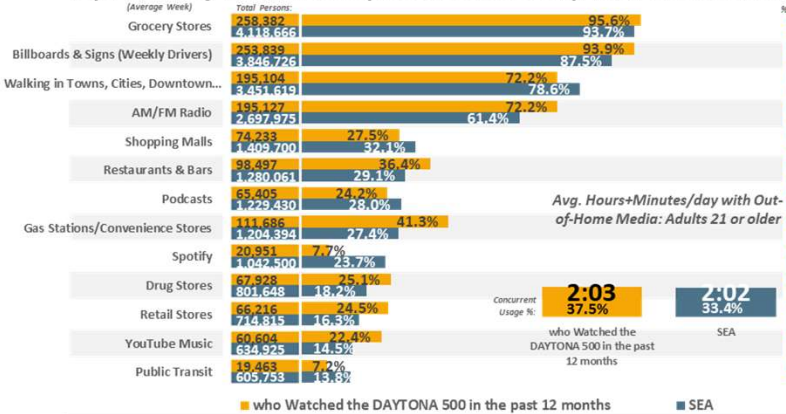
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



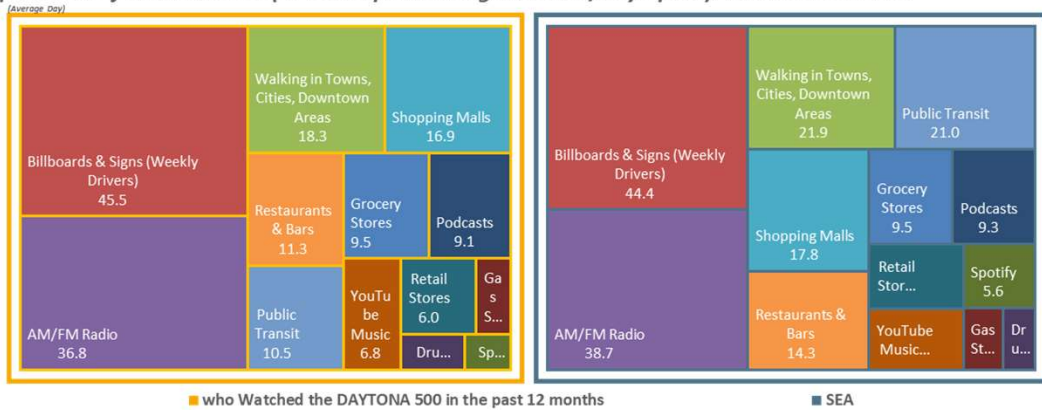


253,839 or 93.9% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 45.5 minutes per day driving, seeing Billboards and Signs. 71.% Listen to Local Radio Stations Out-of-Home for an average of 35.4 minutes/day.

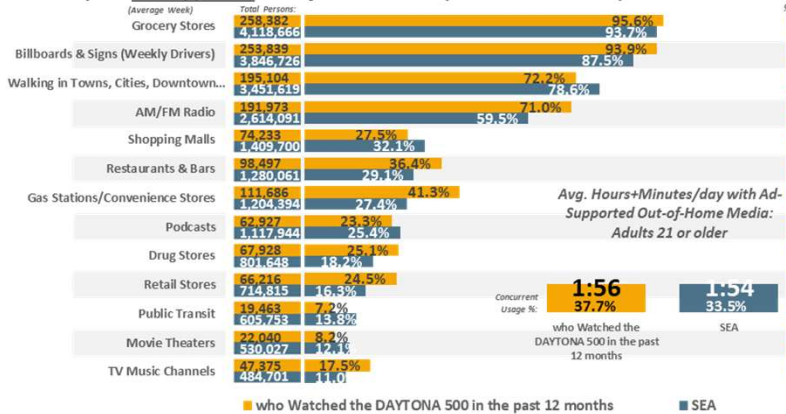
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



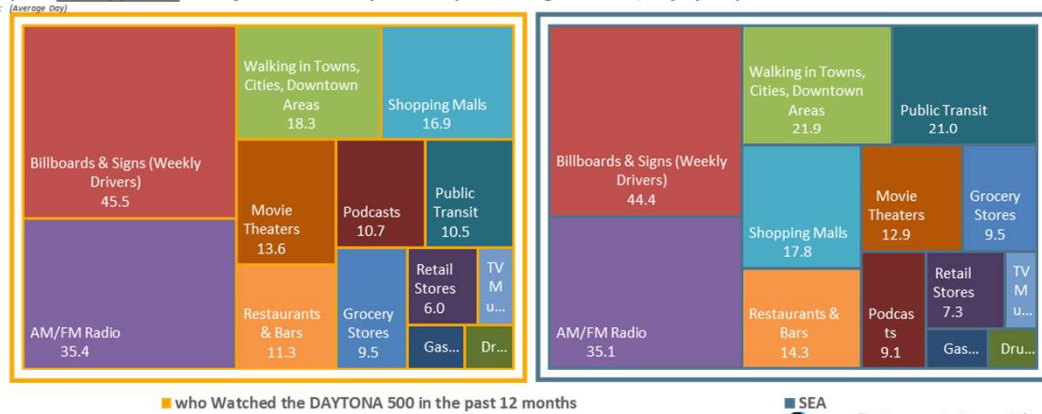
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



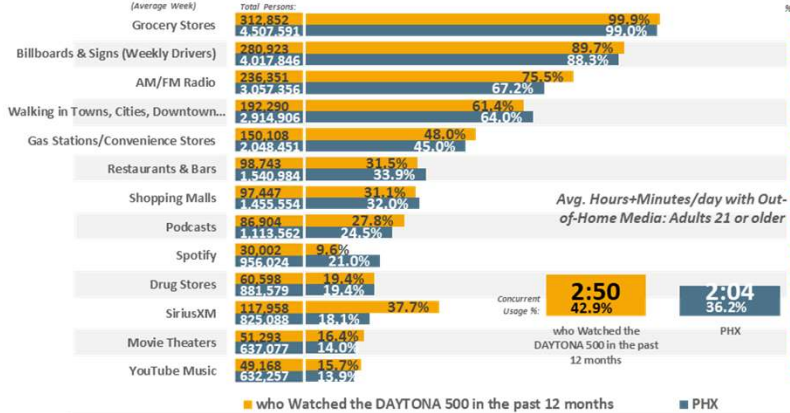
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



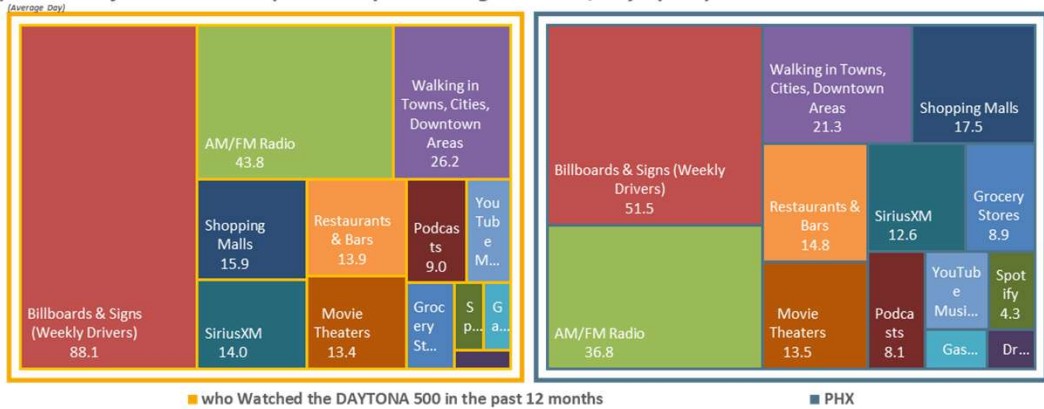


280,923 or 89.7% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 88.1 minutes per day driving, seeing Billboards and Signs. 73.7% Listen to Local Radio Stations Out-of-Home for an average of 43.5 minutes/day.

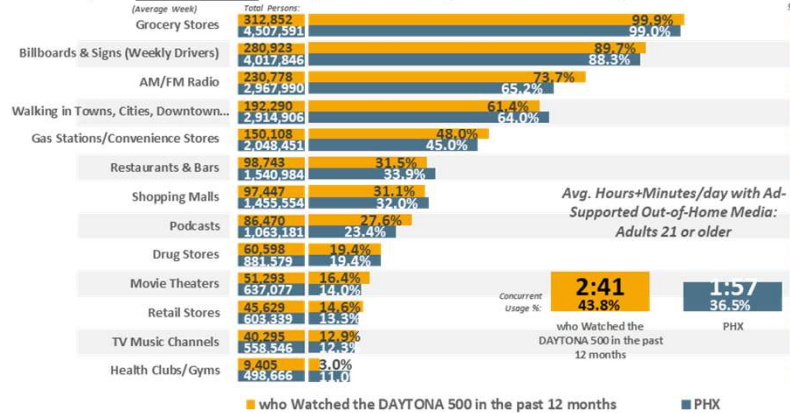
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



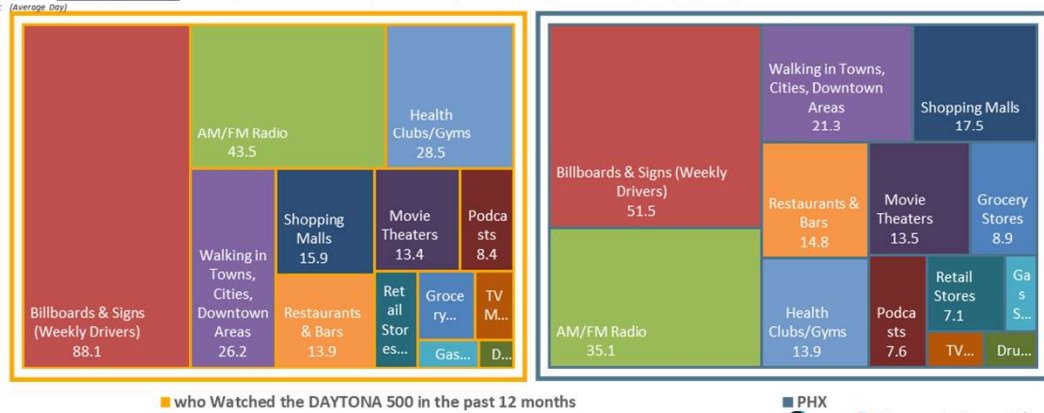
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 165
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Special TV sports programs watched past 12 months: Daytona 500

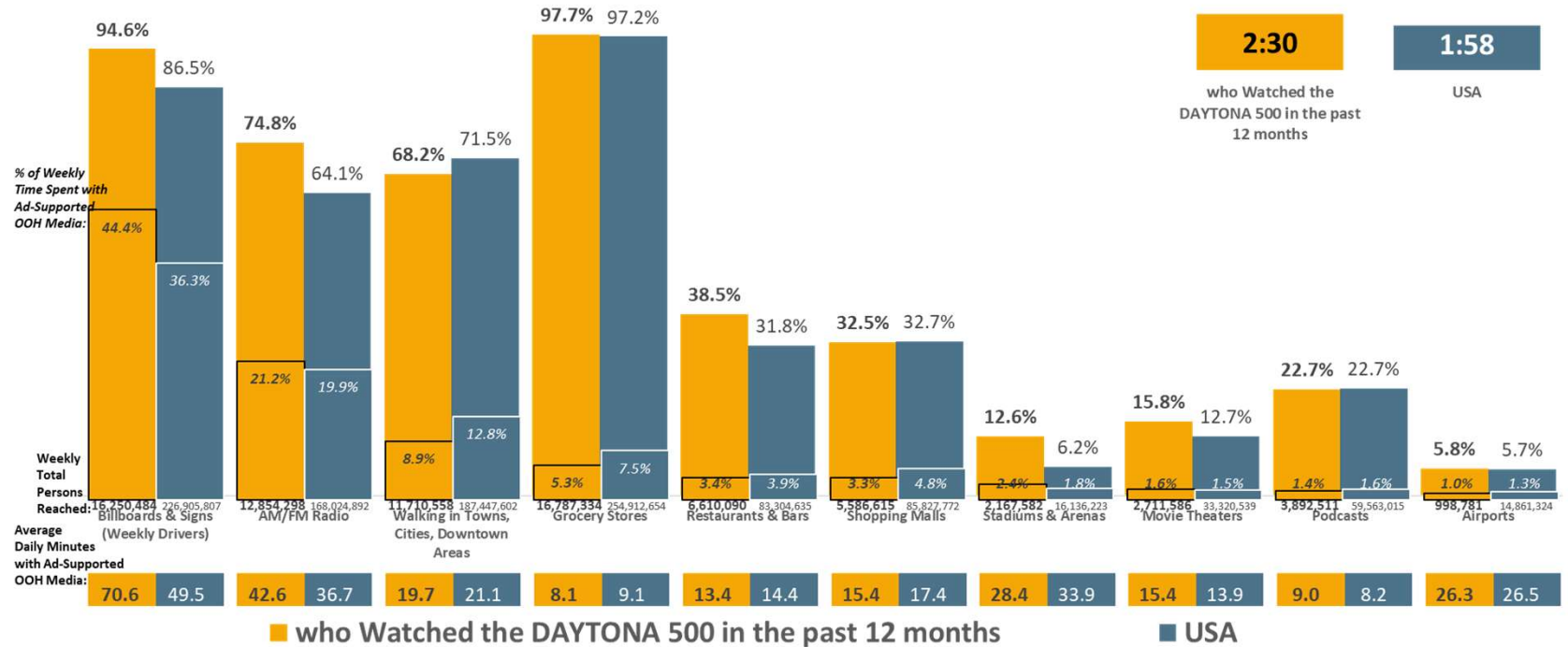


16,250,484 or 94.6% of Adults 18 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 70.6 minutes per day driving, seeing Billboards and Signs representing 44.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,609
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

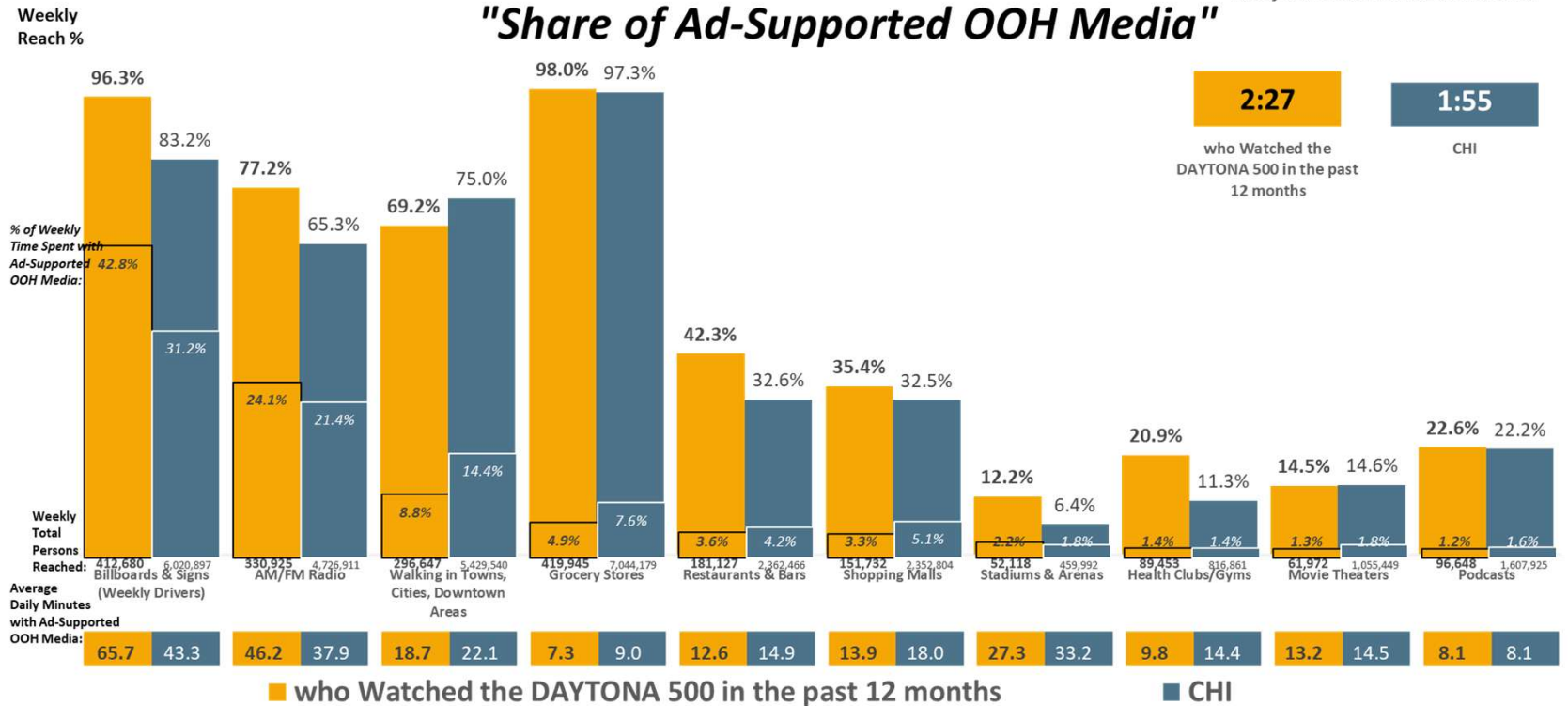
soefa.ai Share of Everything for Anything

Special TV sports programs watched past 12 months: Daytona 500



412,680 or 96.3% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 65.7 minutes per day driving, seeing Billboards and Signs representing 42.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 245
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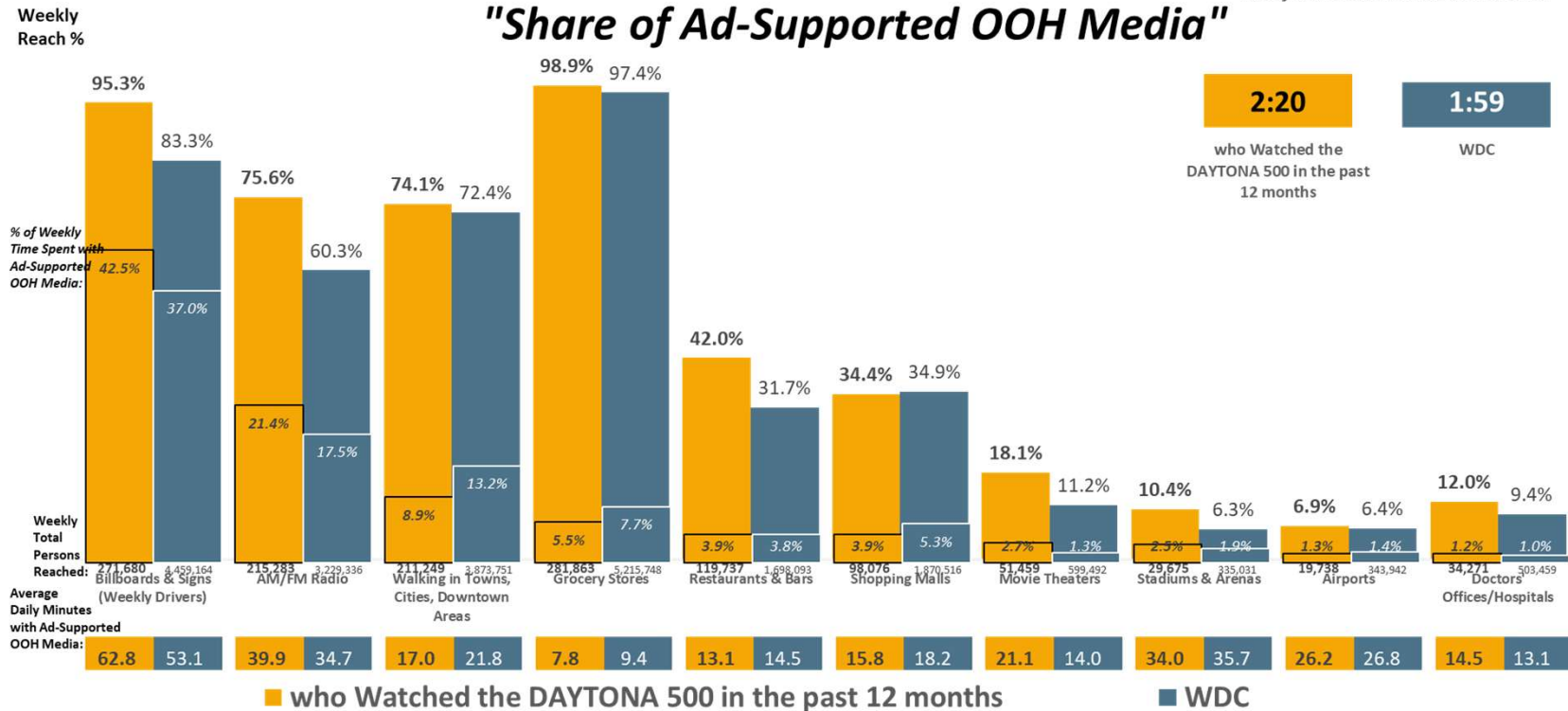
Special TV sports programs watched past 12 months: Daytona 500

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271,680 or 95.3% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 62.8 minutes per day driving, seeing Billboards and Signs representing 42.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 306 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,726

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Special TV sports programs watched past 12 months: Daytona 500

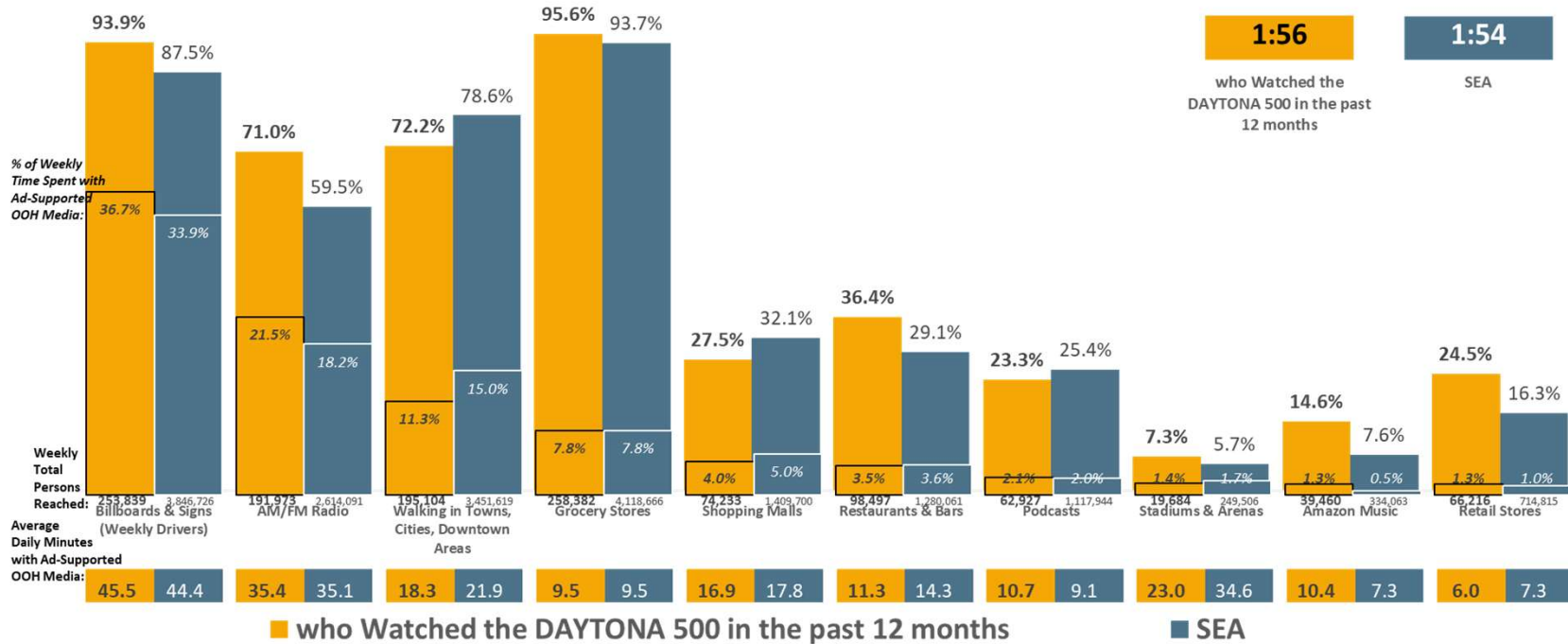


253,839 or 93.9% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 45.5 minutes per day driving, seeing Billboards and Signs representing 36.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



1:56

who Watched the DAYTONA 500 in the past 12 months

1:54

SEA

SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 171 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,920
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Special TV sports programs watched past 12 months: Daytona 500

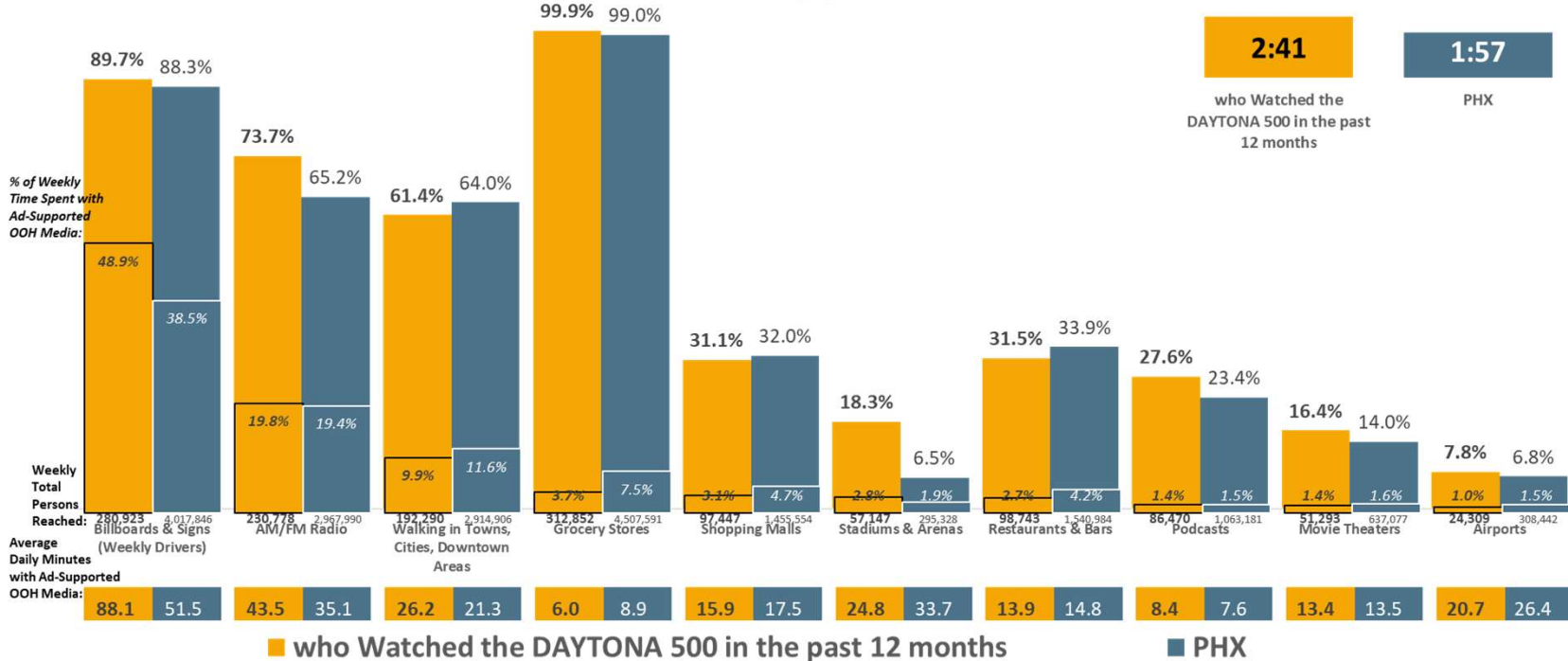


280,923 or 89.7% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 88.1 minutes per day driving, seeing Billboards and Signs representing 48.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:41

who Watched the DAYTONA 500 in the past 12 months

1:57

PHX

PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 165
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PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,438

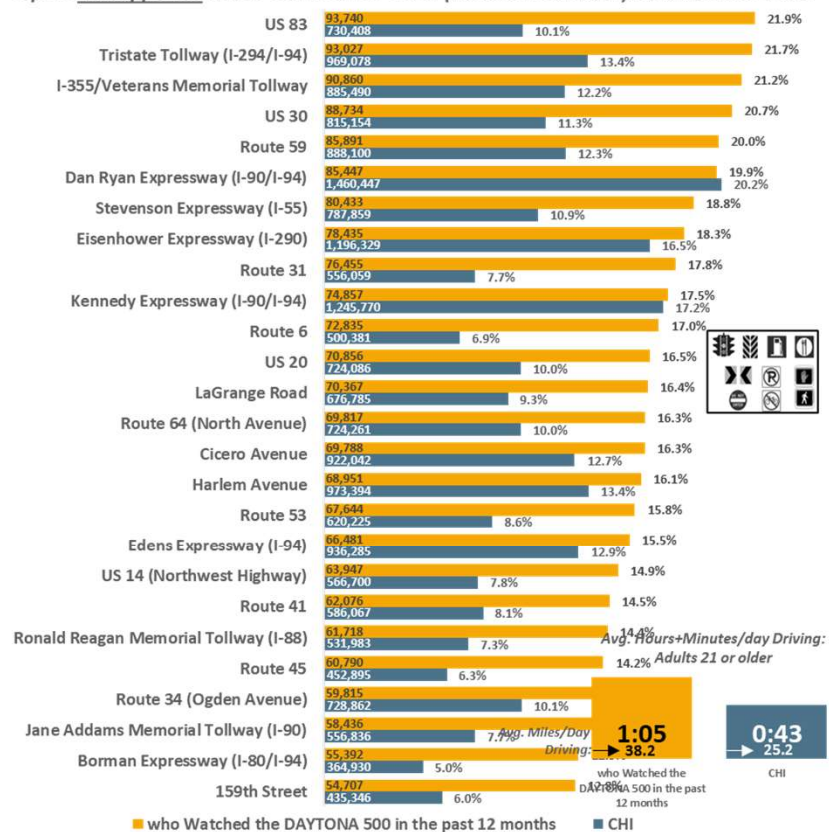
soefa.ai Share of Everything for Anything

Special TV sports programs watched past 12 months: Daytona 500

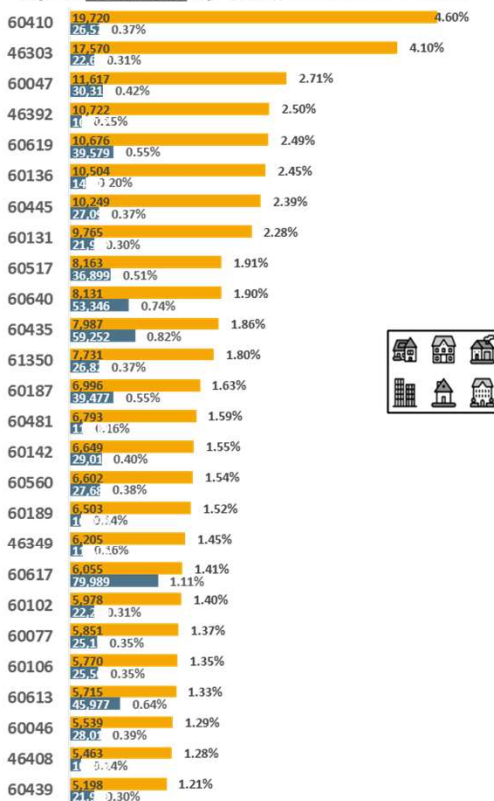


412,680 or 96.3% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 65.7 minutes per day driving an average of 38.2 miles each day and are 145.9% more likely to use Route 6 than the Metro average.

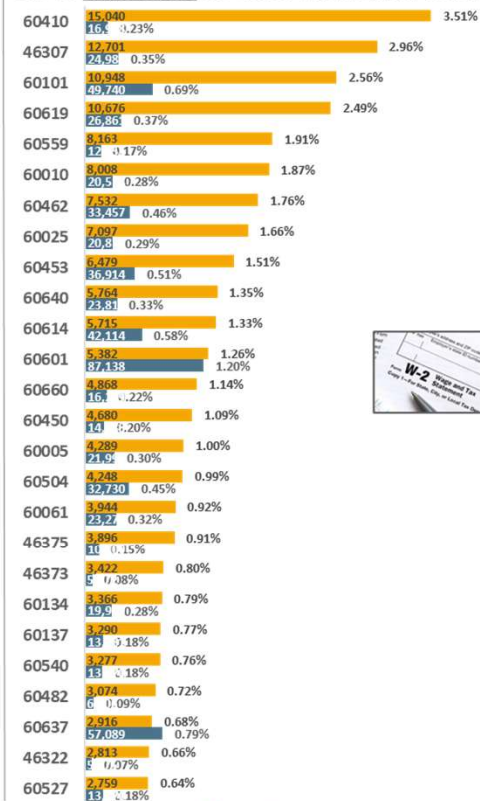
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



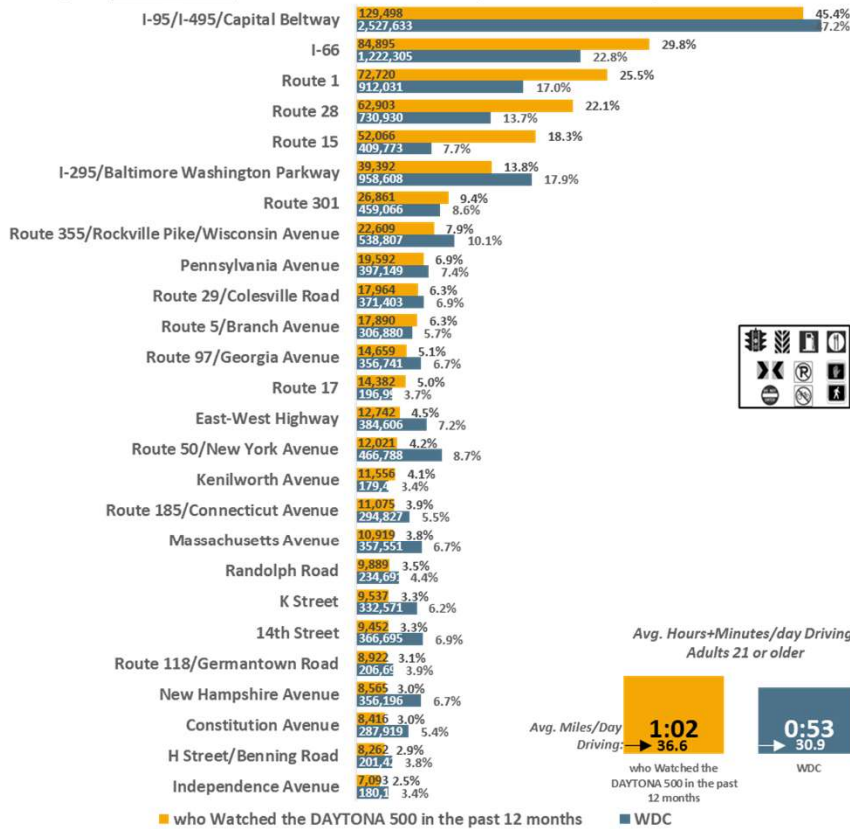
Top-26 Employment Zip Codes: Adults 21 or older



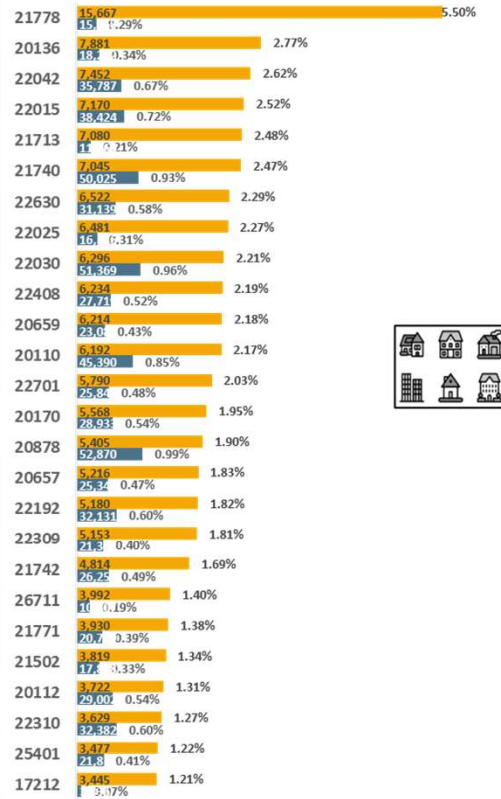


271,680 or 95.3% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 62.8 minutes per day driving an average of 36.6 miles each day and are 138.7% more likely to use Route 15 than the Metro average.

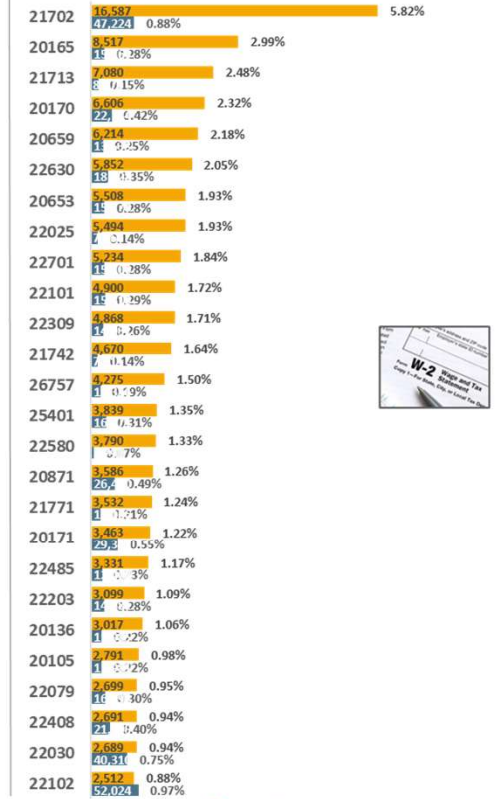
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



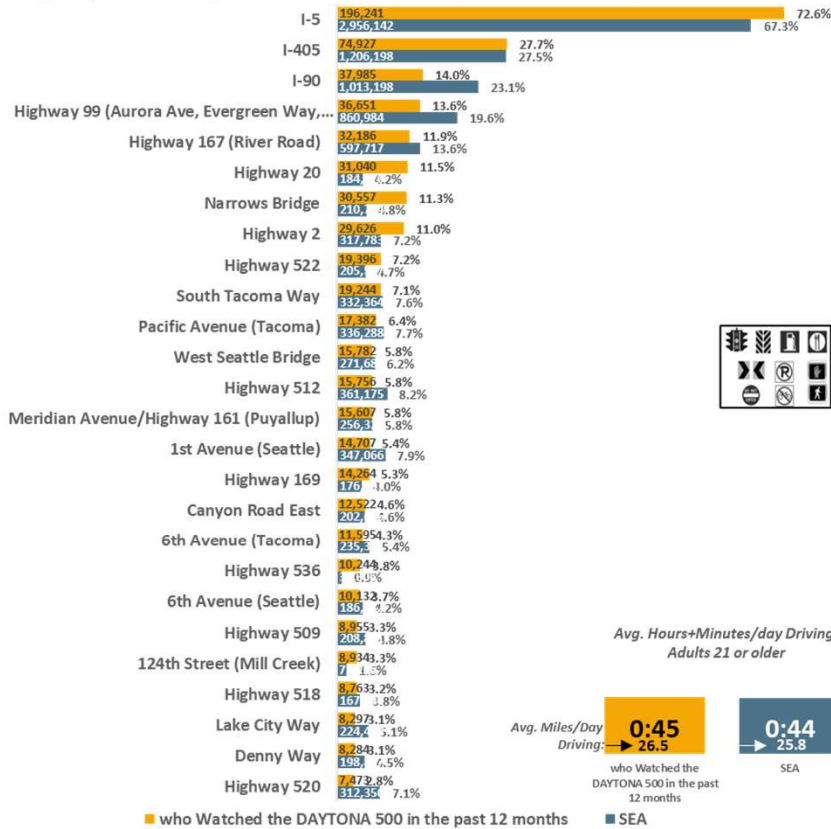
Top-26 Employment Zip Codes: Adults 21 or older



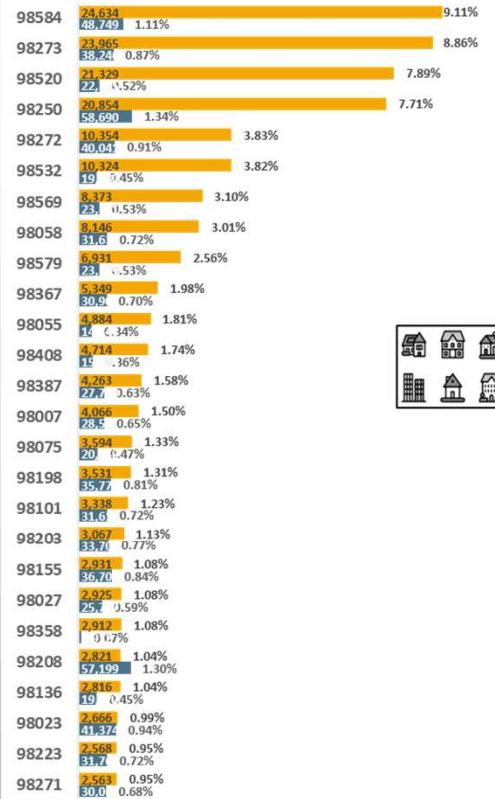


253,839 or 93.9% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 45.5 minutes per day driving an average of 26.5 miles each day and are 334.6% more likely to use Highway 536 than the Metro average.

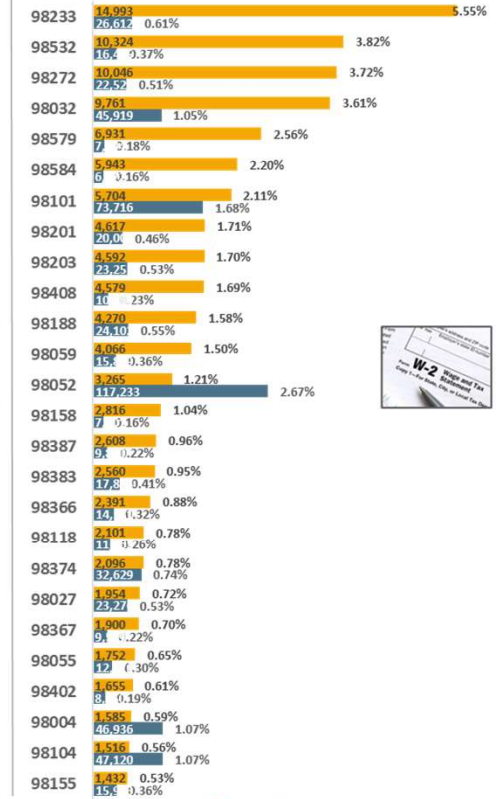
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



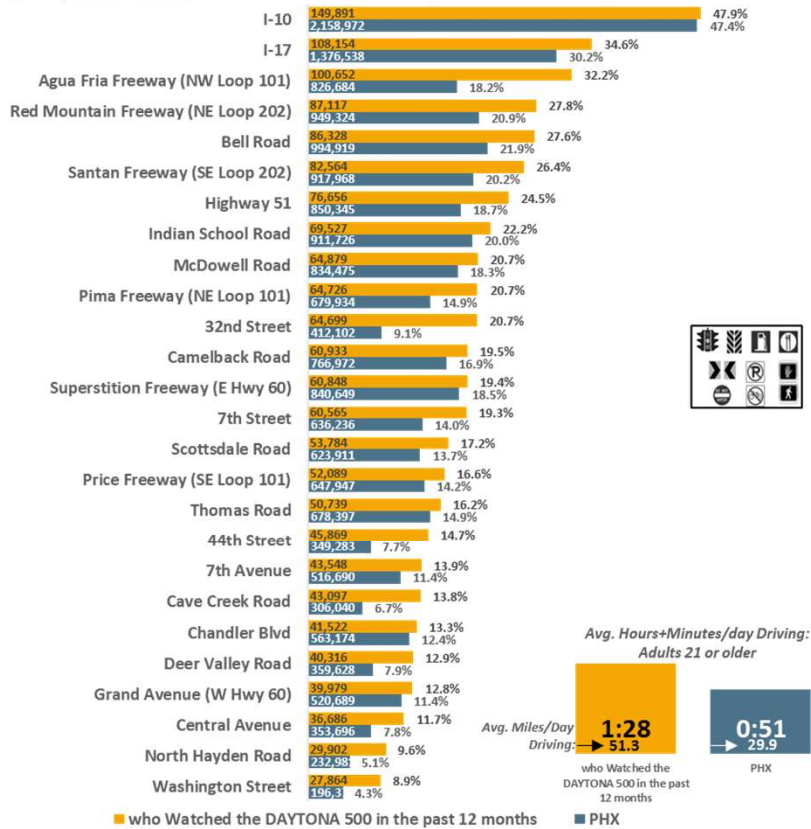
Top-26 Employment Zip Codes: Adults 21 or older



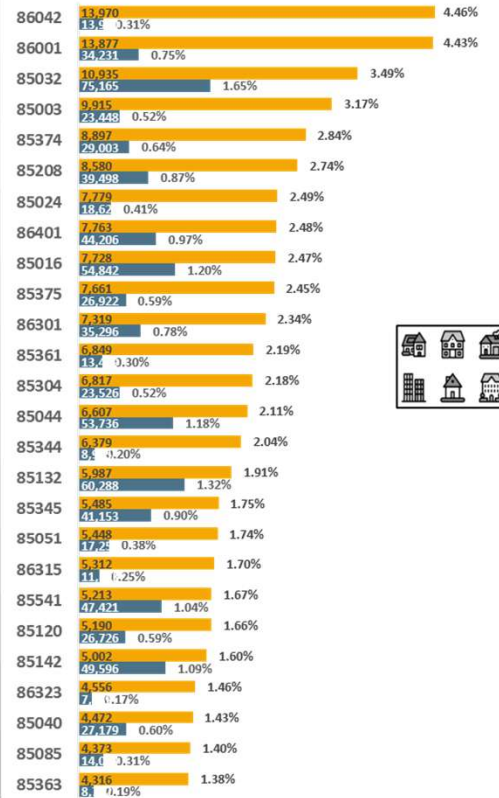


280,923 or 89.7% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months spend an average of 88.1 minutes per day driving an average of 51.3 miles each day and are 128.3% more likely to use 32nd Street than the Metro average.

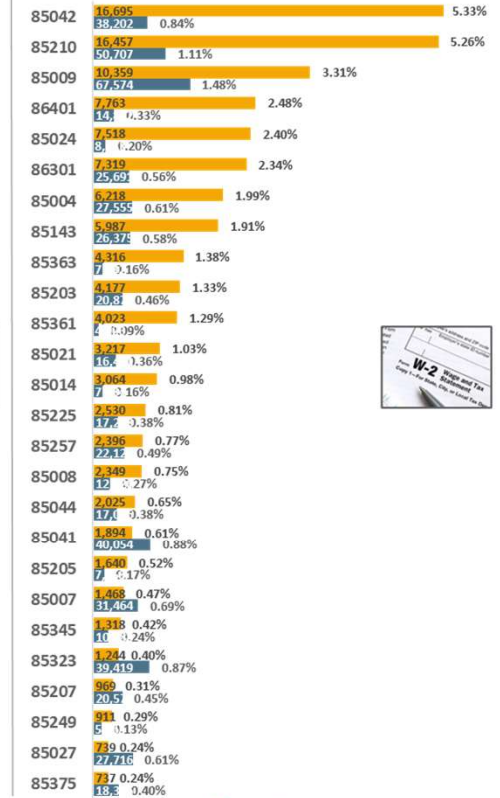
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



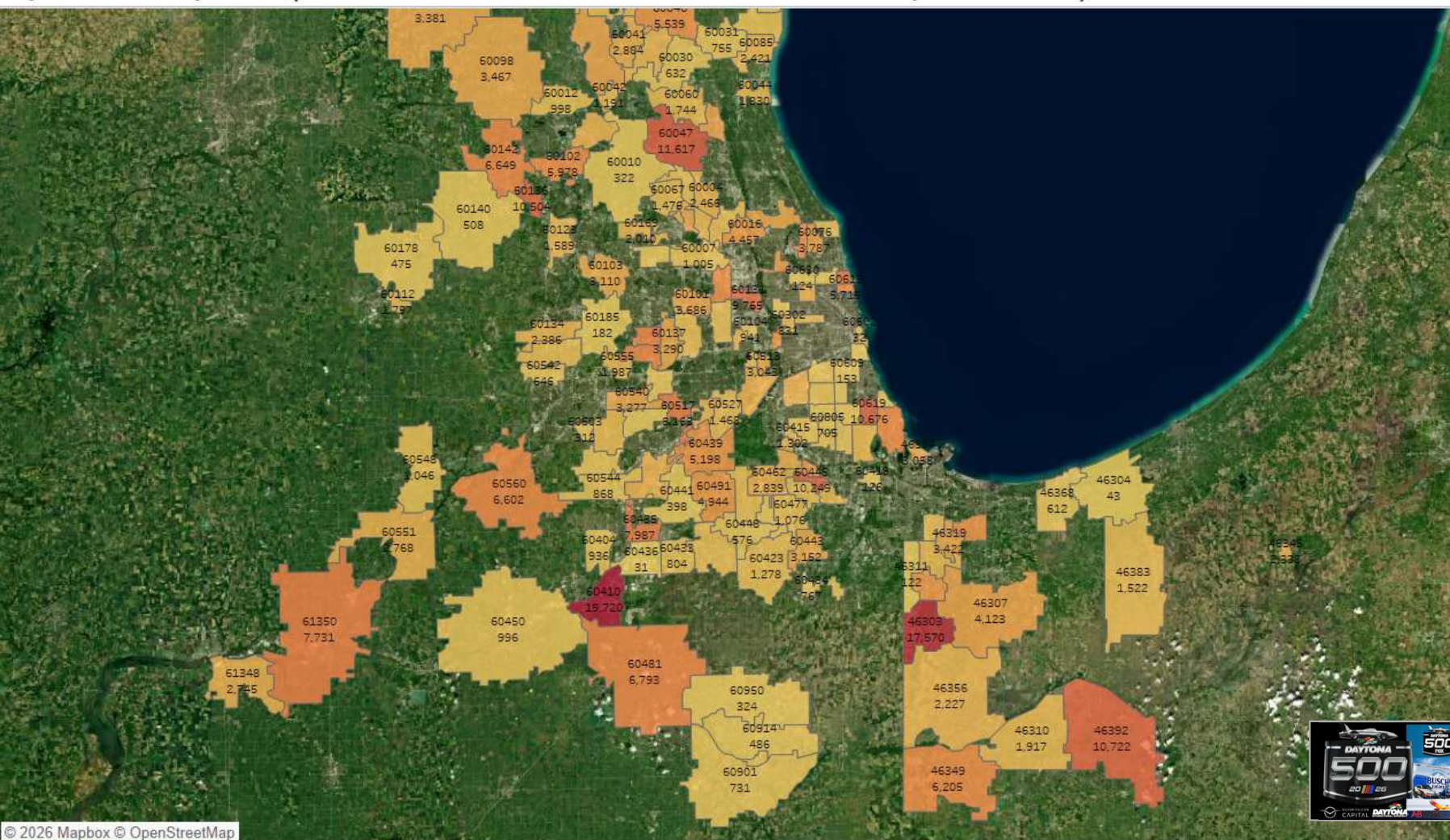
Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



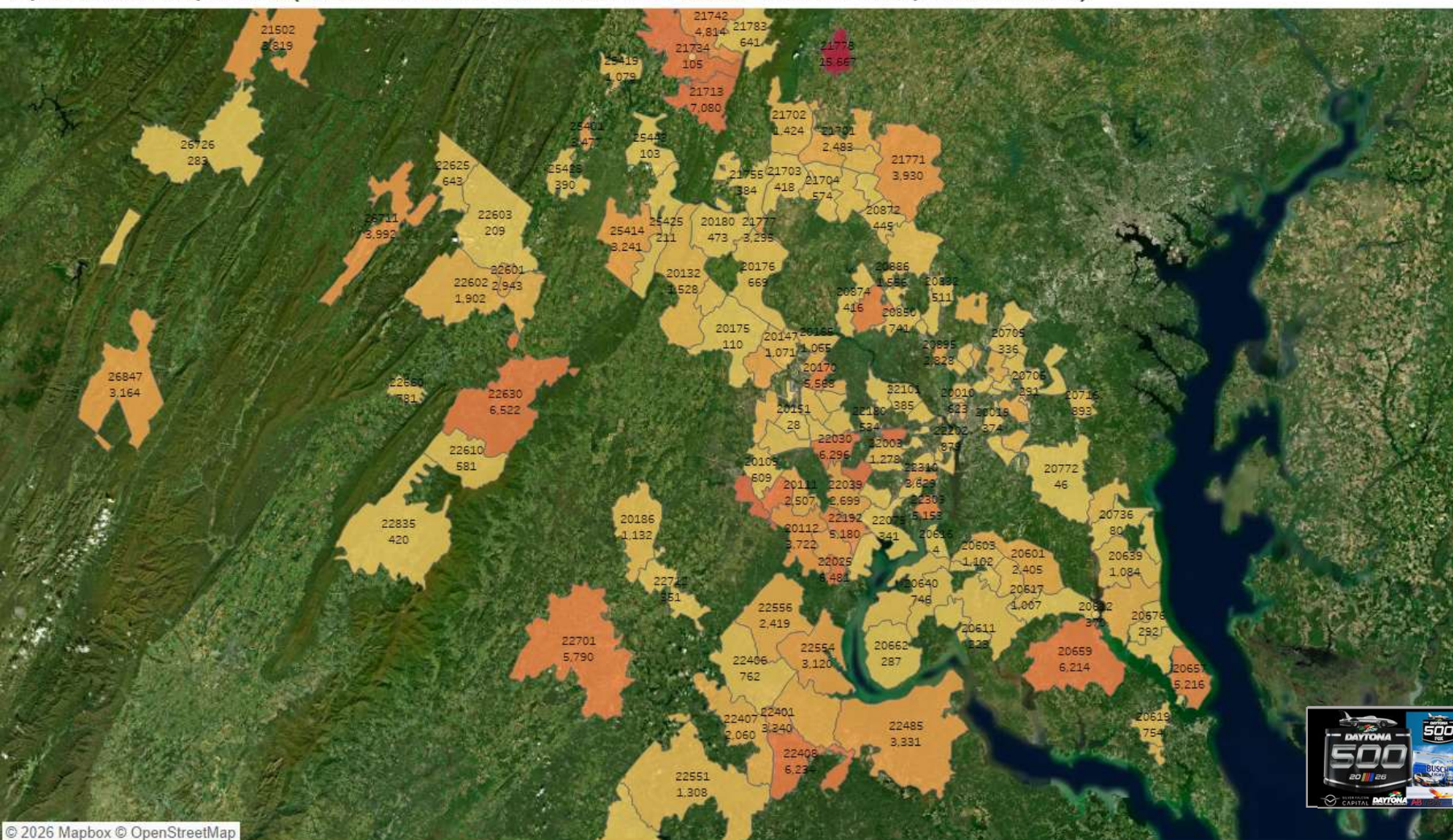
Top Residential Zip Codes: (Adults 21 or older who Watched the DAYTONA 500 in the past 12 months)



SUM(Adults 21 or older ...



Top Residential Zip Codes: (Adults 21 or older who Watched the DAYTONA 500 in the past 12 months)



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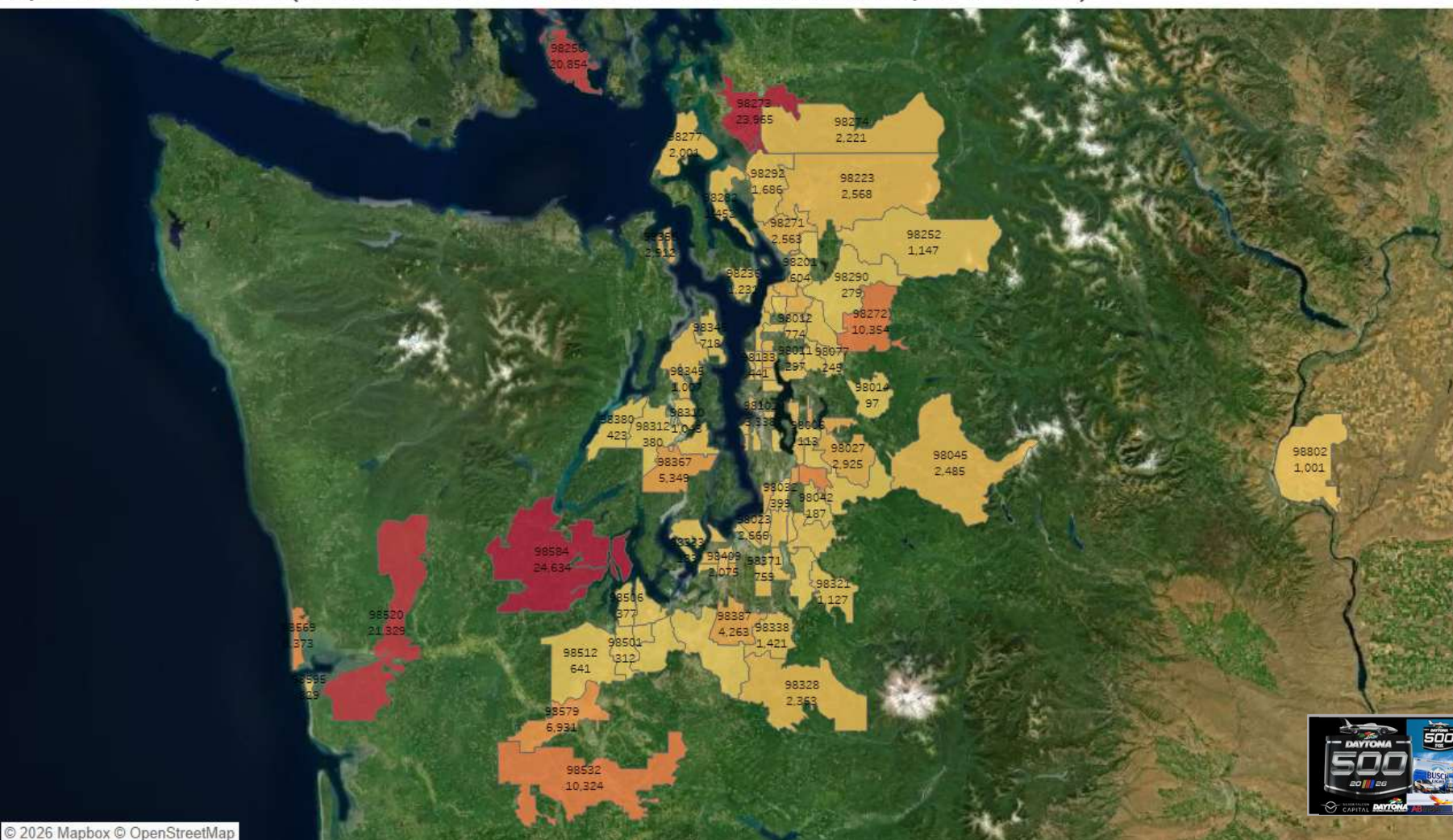
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intob 306

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Special TV sports programs watched past 12 months: Daytona 500

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Top Residential Zip Codes: (Adults 21 or older who Watched the DAYTONA 500 in the past 12 months)



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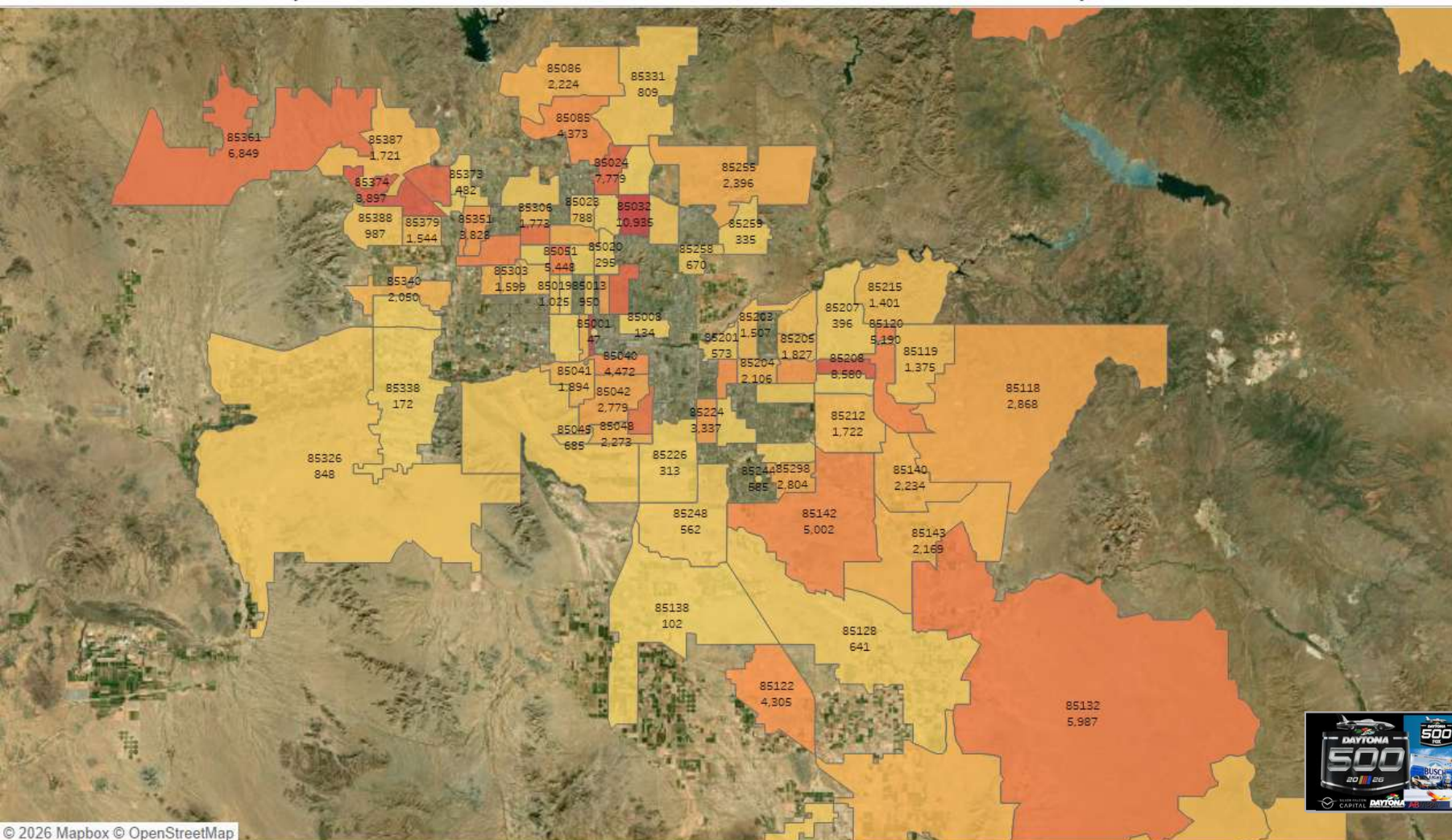
SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 171
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Special TV sports programs watched past 12 months: Daytona 500

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Top Residential Zip Codes: (Adults 21 or older who Watched the DAYTONA 500 in the past 12 months)

SUM(Adults 21 or older ...



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PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 165

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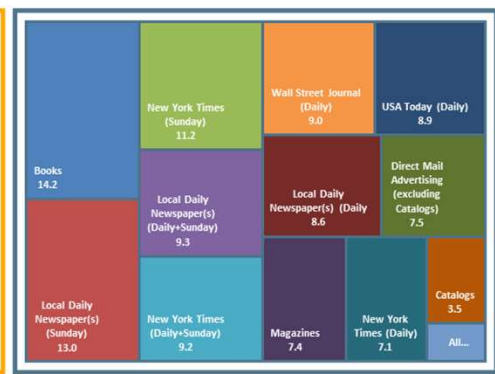
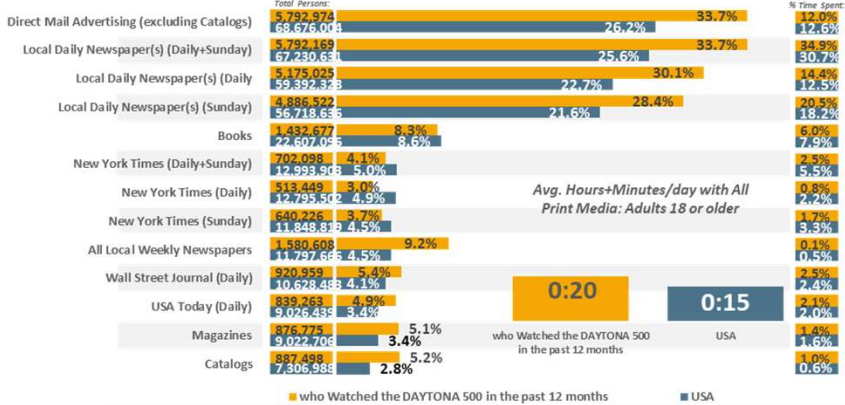
Special TV sports programs watched past 12 months: Daytona 500

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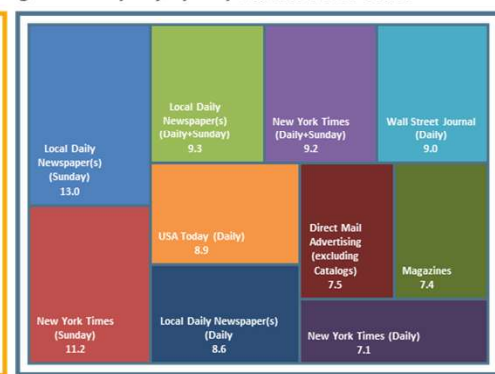
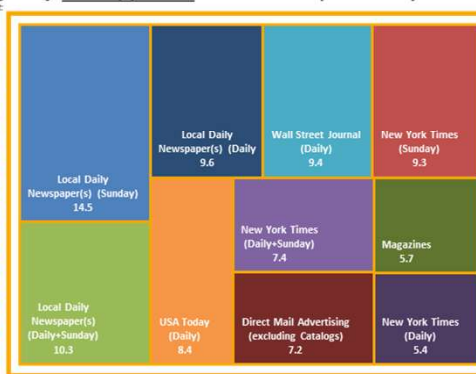
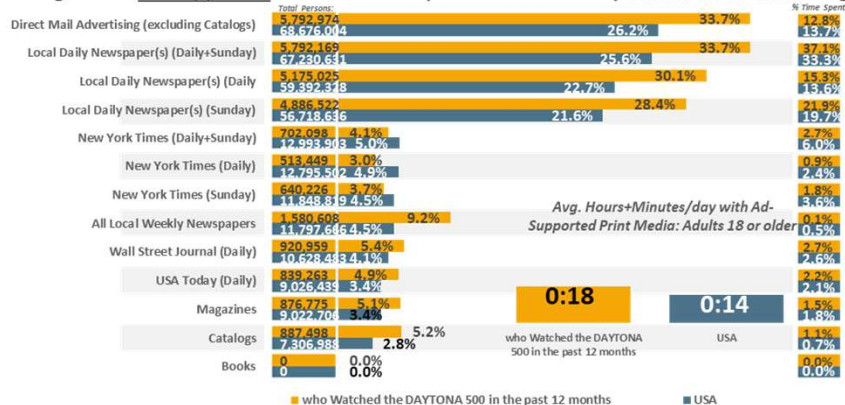


5,792,169 or 33.7% of Adults 18 or older who Watched the DAYTONA 500 in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 37.1% of all time spent daily with All forms of Print Media.

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



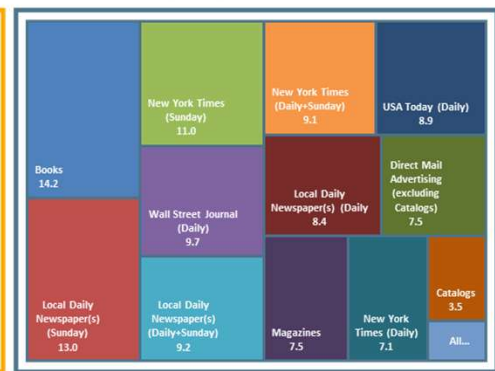
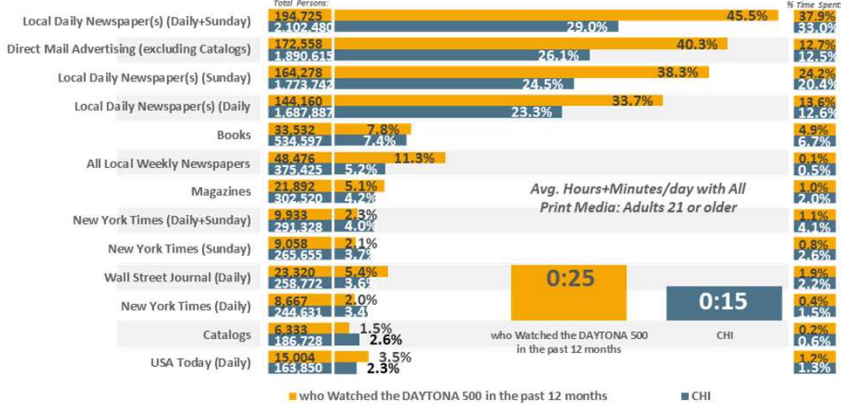
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



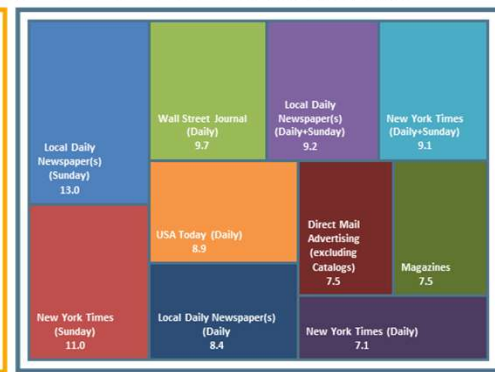
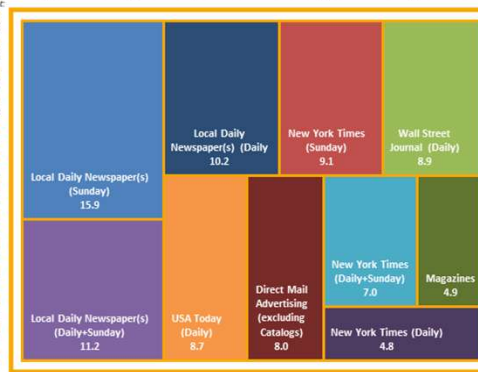
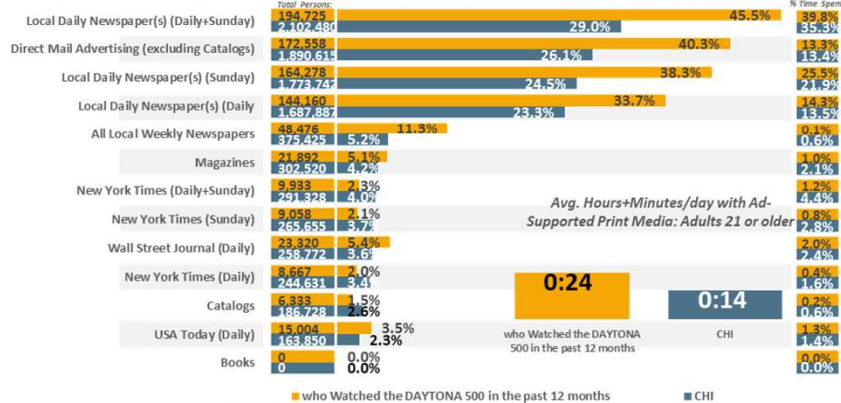


194,725 or 45.5% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.2 minutes every day representing 39.8% of all time spent daily with All forms of Print Media.

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



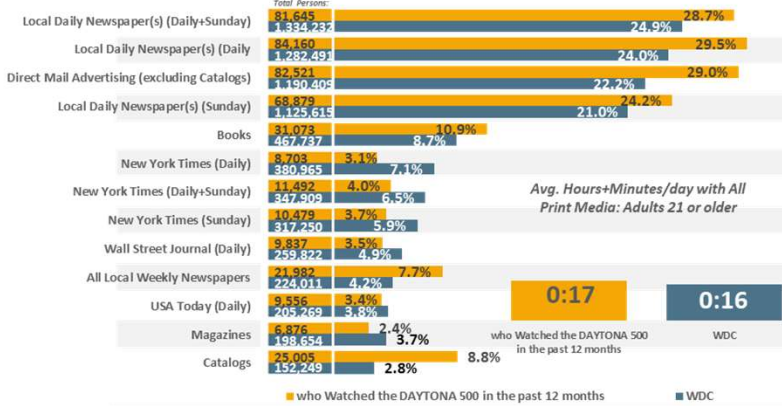
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**





81,645 or 28.7% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.2 minutes every day representing 38.9% of all time spent daily with All forms of Print Media.

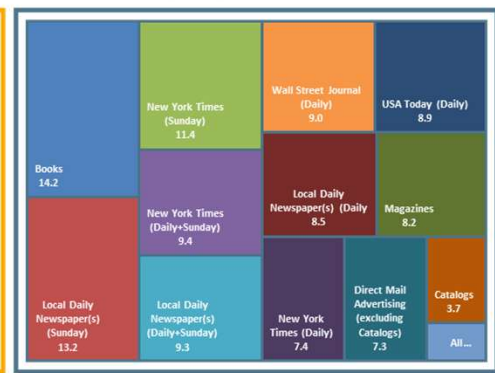
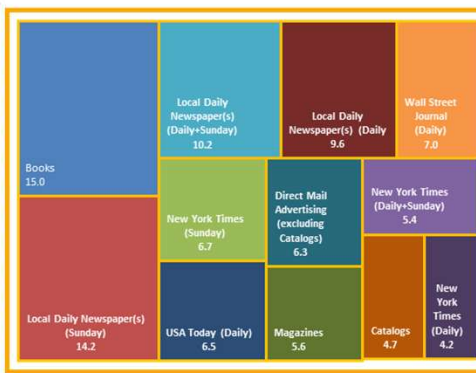
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



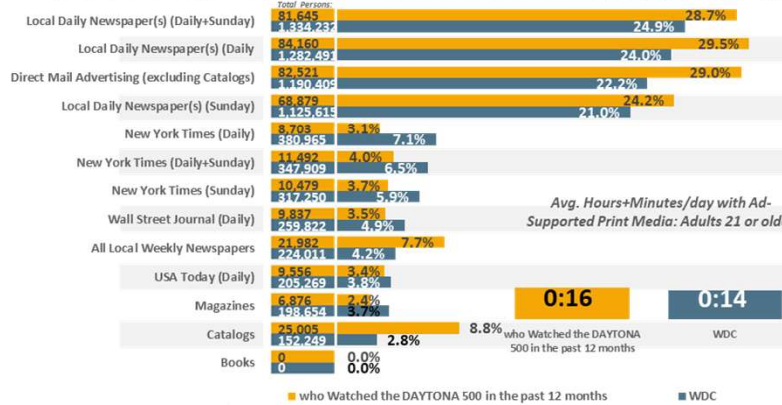
Avg. Hours+Minutes/day with All Print Media: Adults 21 or older

0:17 0:16

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



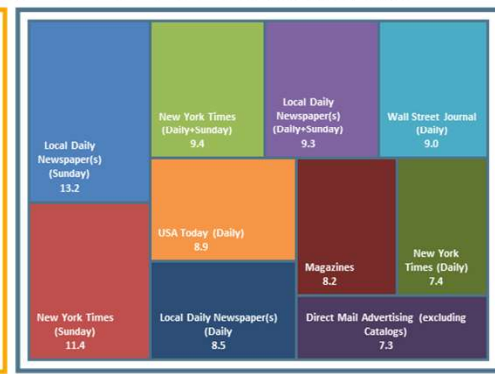
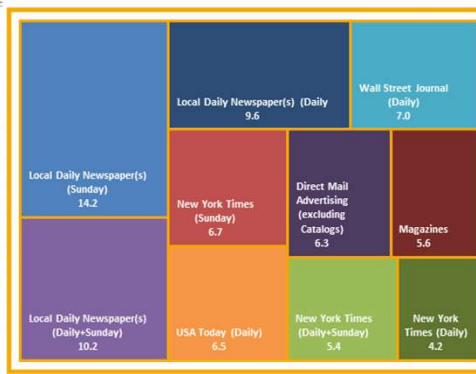
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



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

0:16 0:14

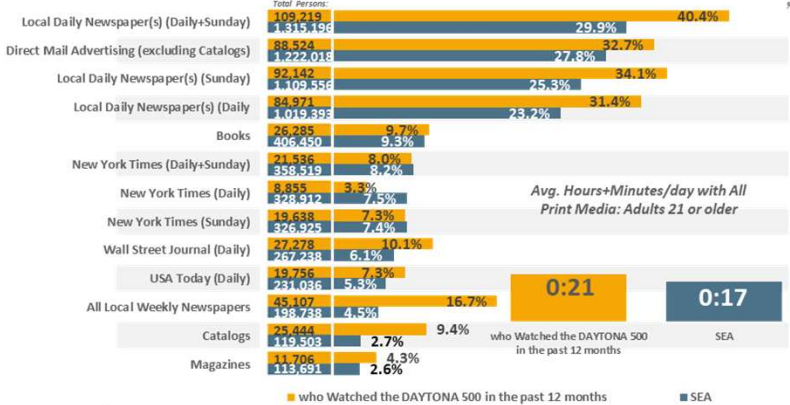
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



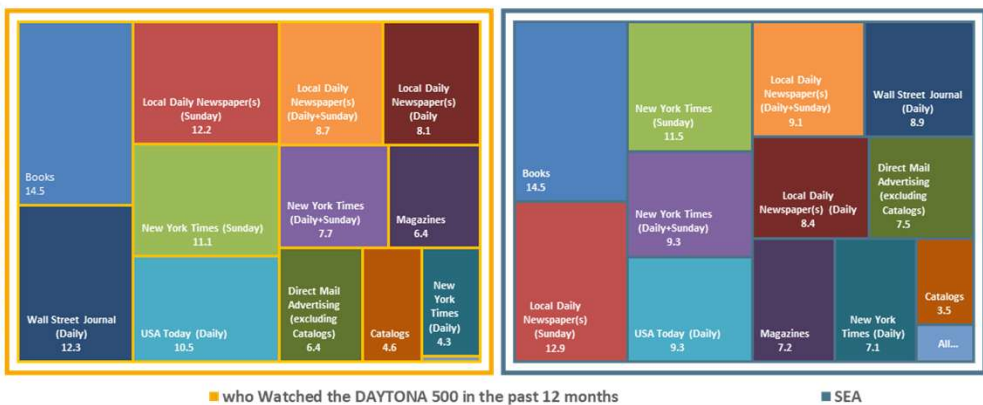


109,219 or 40.4% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 33.3% of all time spent daily with All forms of Print Media.

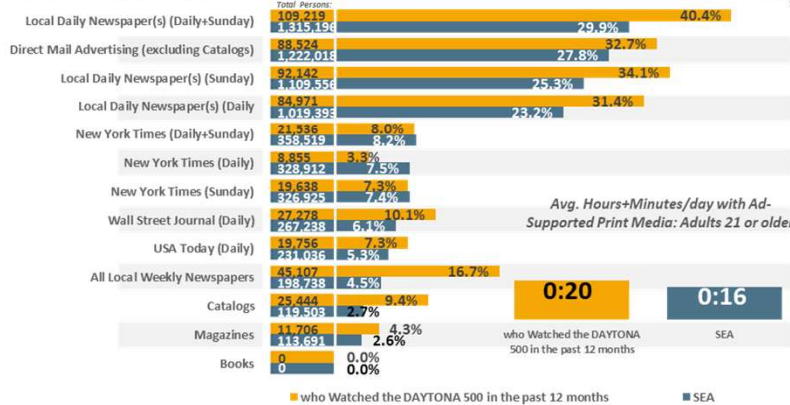
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



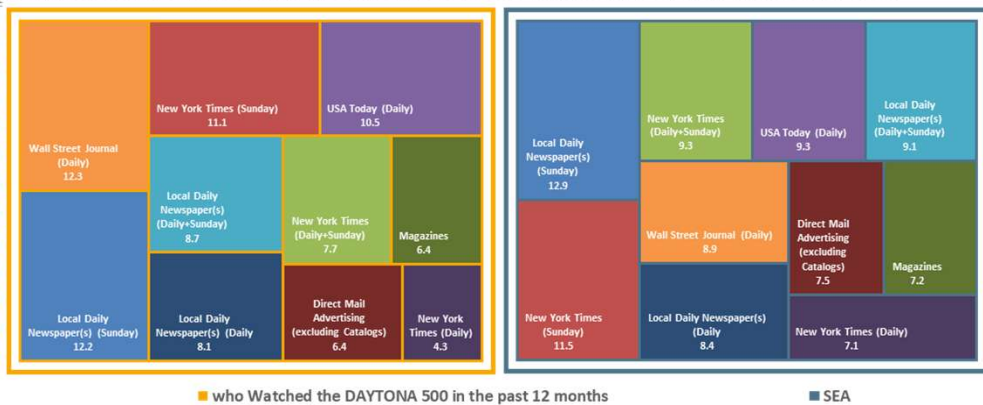
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



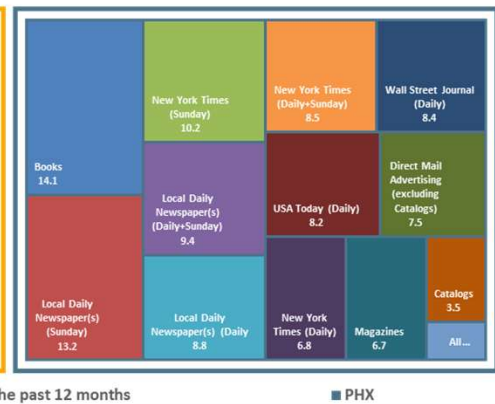
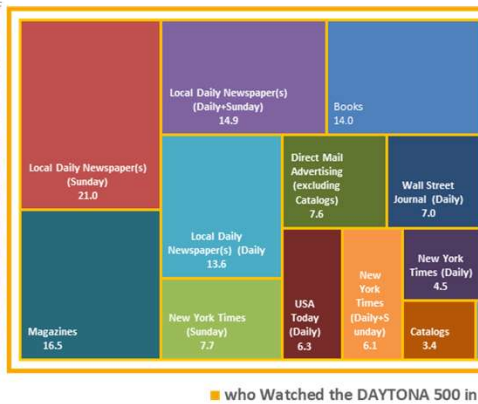
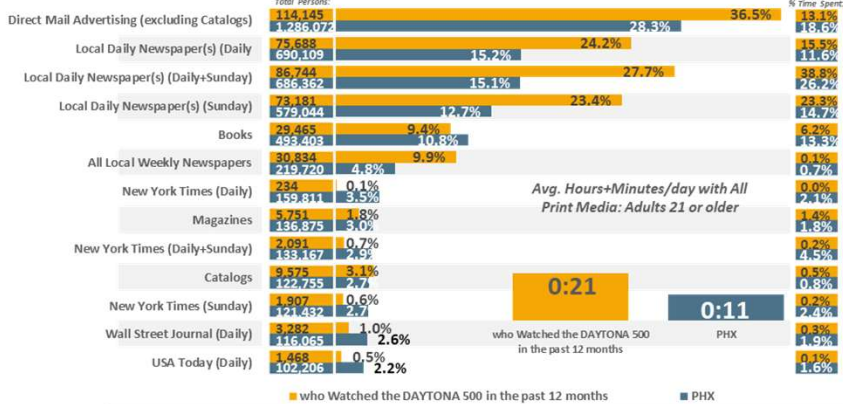
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



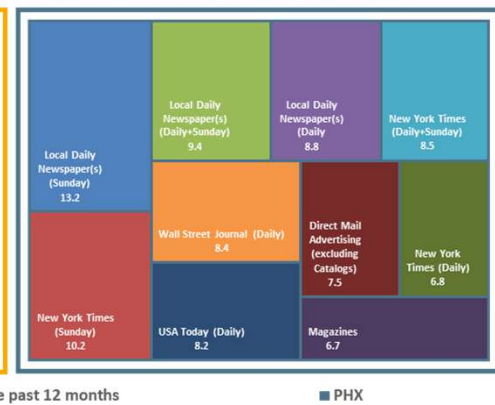
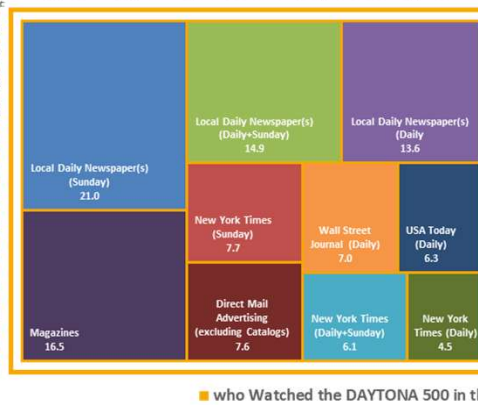
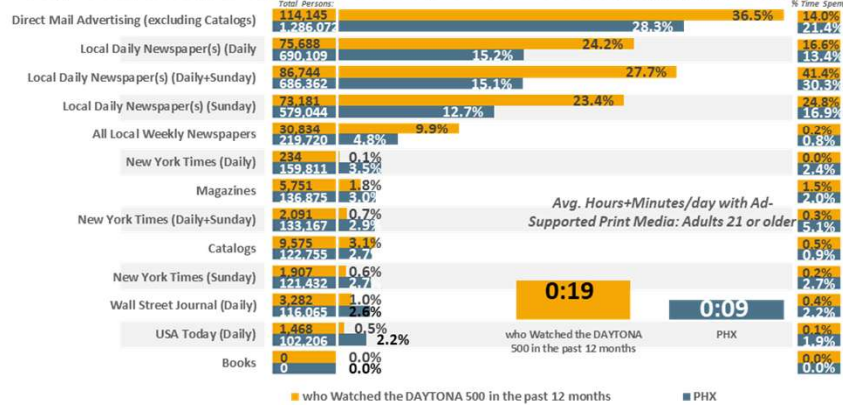


86,744 or 27.7% of Adults 21 or older who Watched the DAYTONA 500 in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 14.9 minutes every day representing 41.4% of all time spent daily with All forms of Print Media.

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



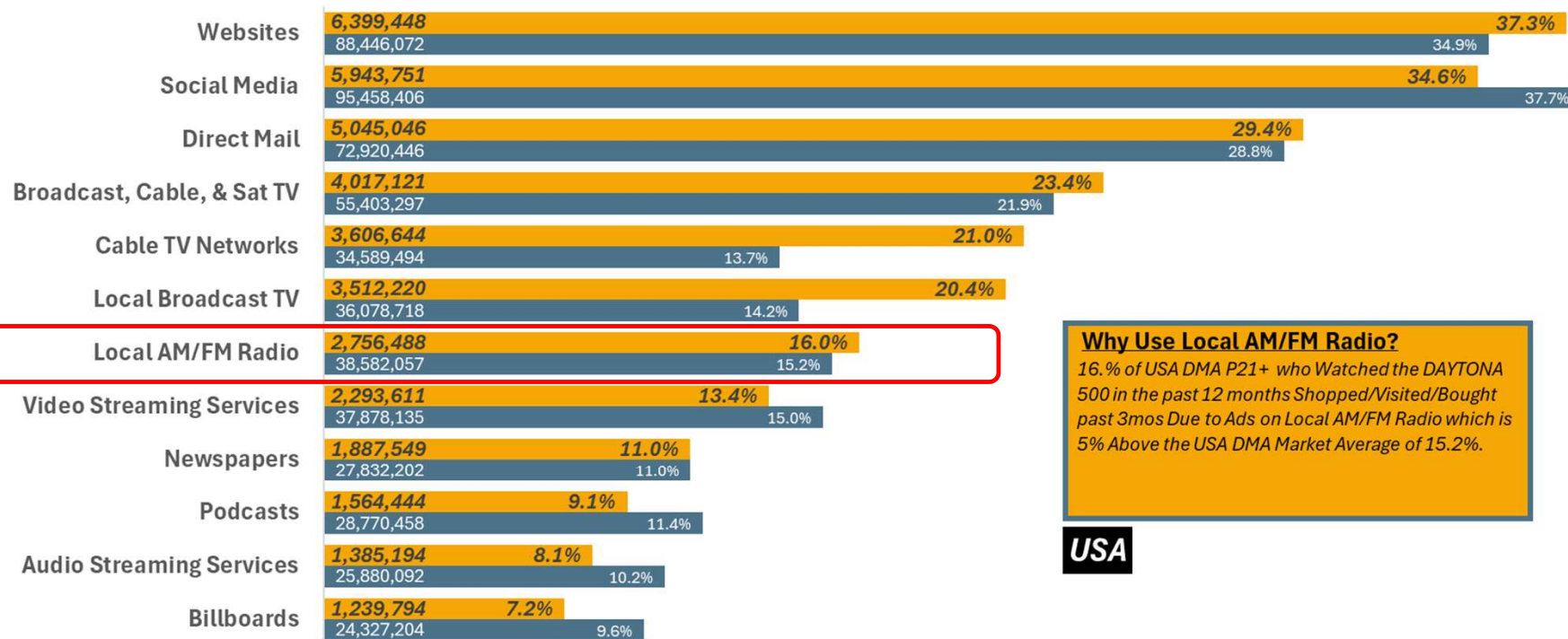
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**





"Advertising Actions"

P21+ who Watched the DAYTONA 500 in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16. % of USA DMA P21+ who Watched the DAYTONA 500 in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 5% Above the USA DMA Market Average of 15.2%.

USA

■ P21+ who Watched the DAYTONA 500 in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA Scarborough R2 2025: Sep 24-Aug 25 Qual Intab: 1609
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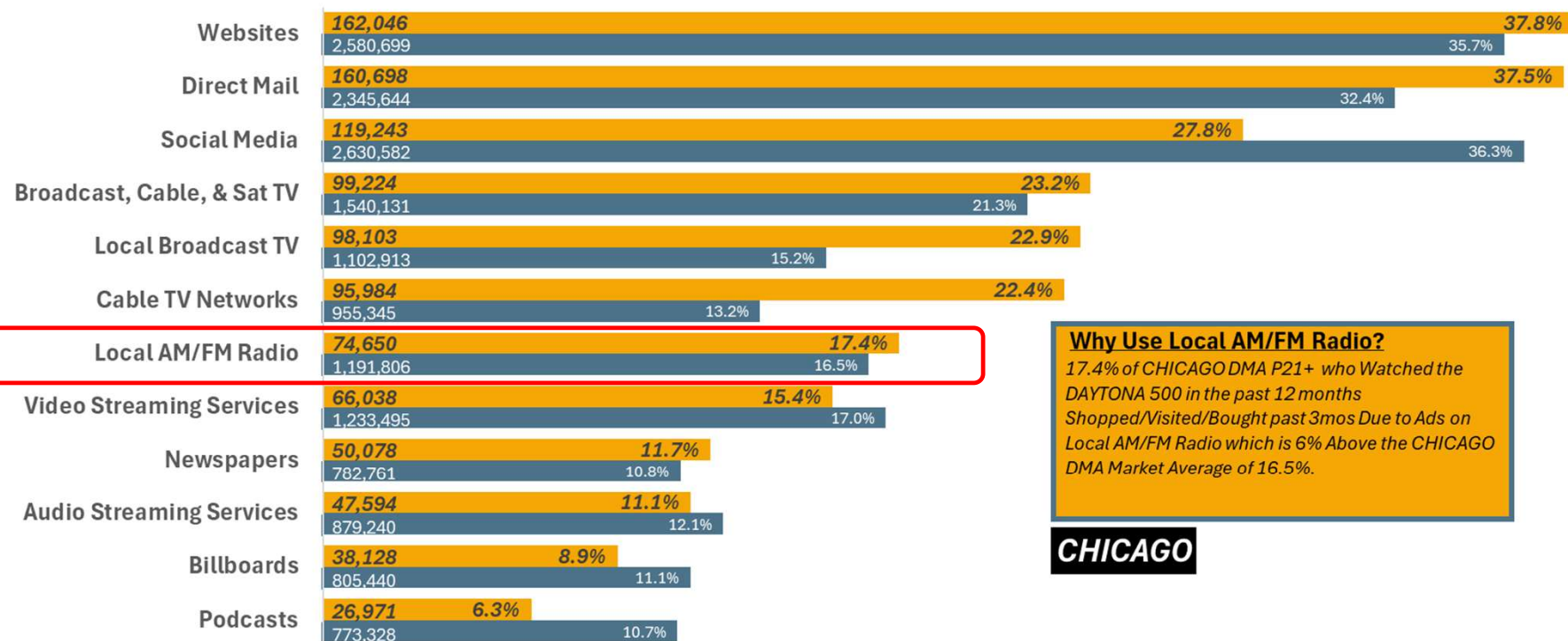
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Special TV sports programs watched past 12 months: Daytona 500



"Advertising Actions"

P21+ who Watched the DAYTONA 500 in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.4% of CHICAGO DMA P21+ who Watched the DAYTONA 500 in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 6% Above the CHICAGO DMA Market Average of 16.5%.

CHICAGO

■ P21+ who Watched the DAYTONA 500 in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CHICAGO DMA Scarborough R2 2025: Sep 24-Jul 25 Qual Intab: 245

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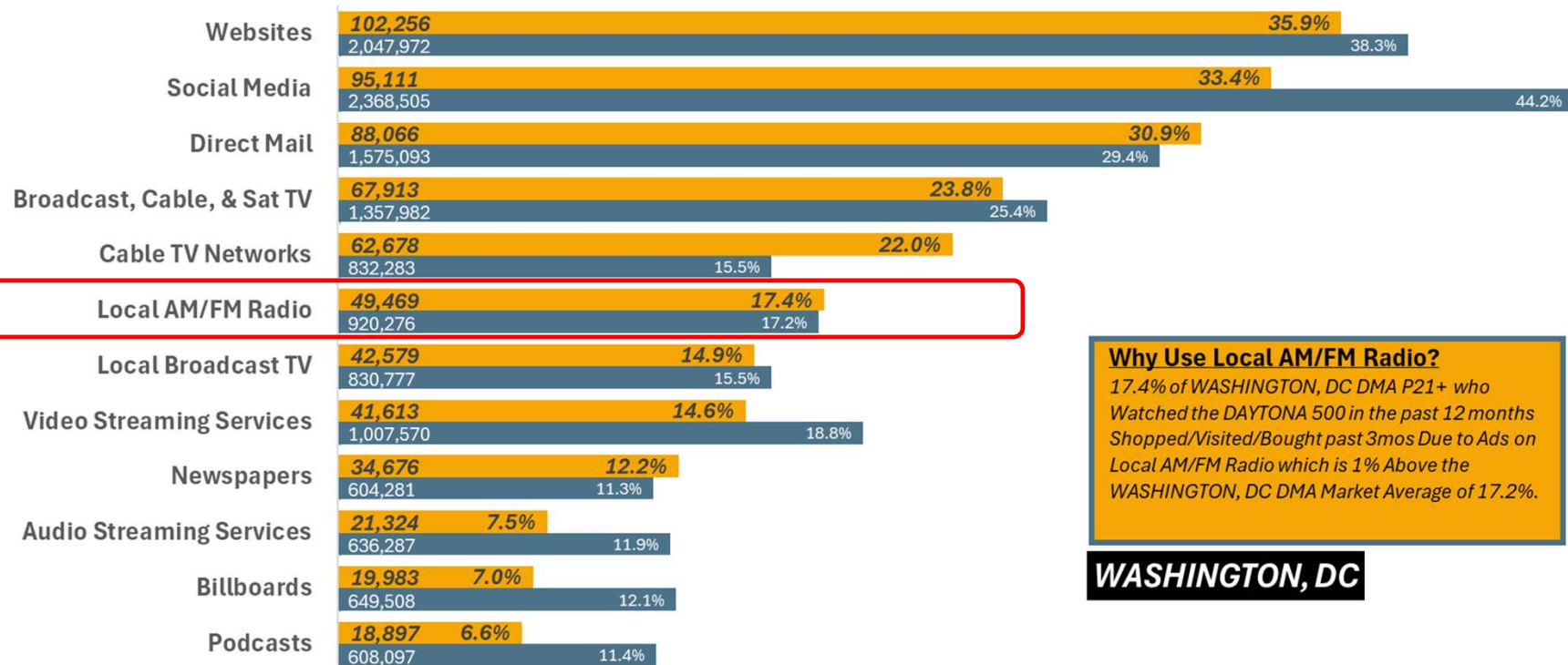
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Special TV sports programs watched past 12 months: Daytona 500



"Advertising Actions"

P21+ who Watched the DAYTONA 500 in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.4% of WASHINGTON, DC DMA P21+ who Watched the DAYTONA 500 in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 1% Above the WASHINGTON, DC DMA Market Average of 17.2%.

WASHINGTON, DC

■ P21+ who Watched the DAYTONA 500 in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab: 306

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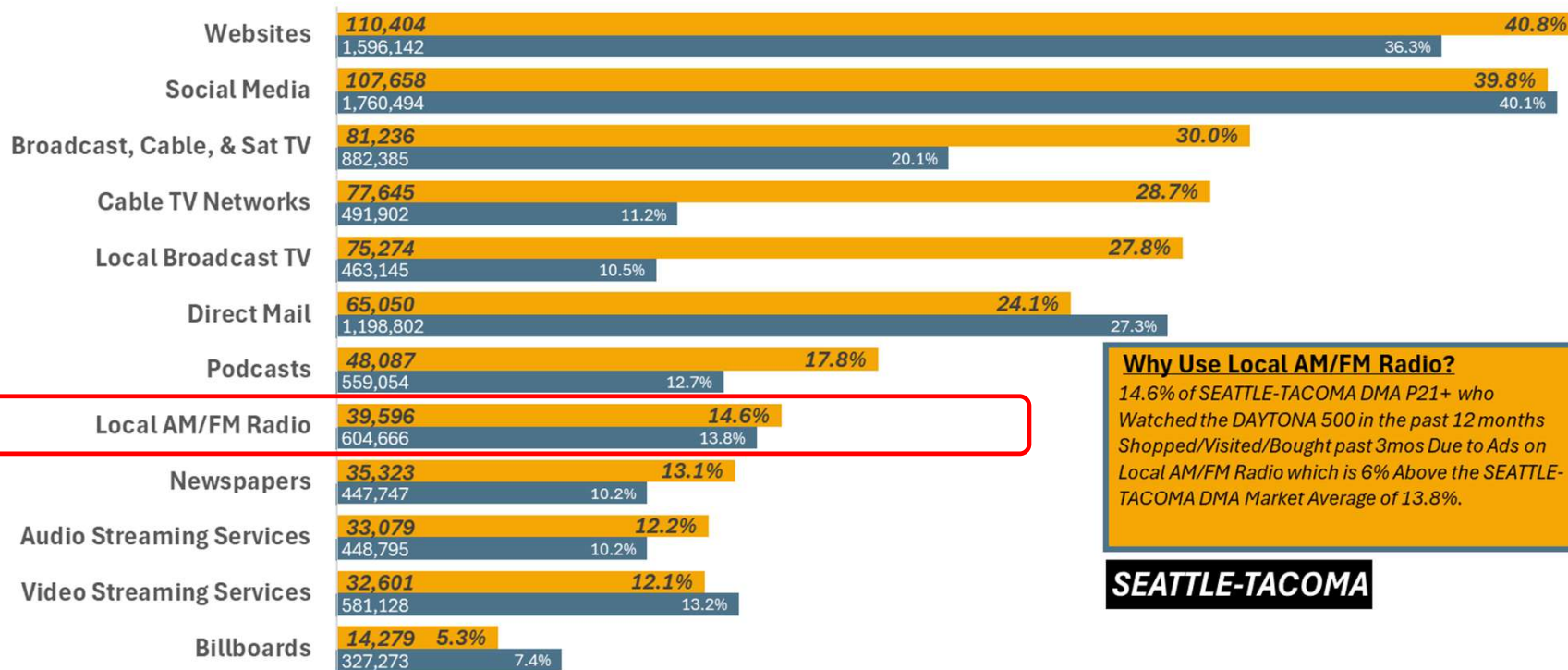
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Special TV sports programs watched past 12 months: Daytona 500



"Advertising Actions"

P21+ who Watched the DAYTONA 500 in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

14.6% of SEATTLE-TACOMA DMA P21+ who Watched the DAYTONA 500 in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 6% Above the SEATTLE-TACOMA DMA Market Average of 13.8%.

SEATTLE-TACOMA

■ P21+ who Watched the DAYTONA 500 in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 171

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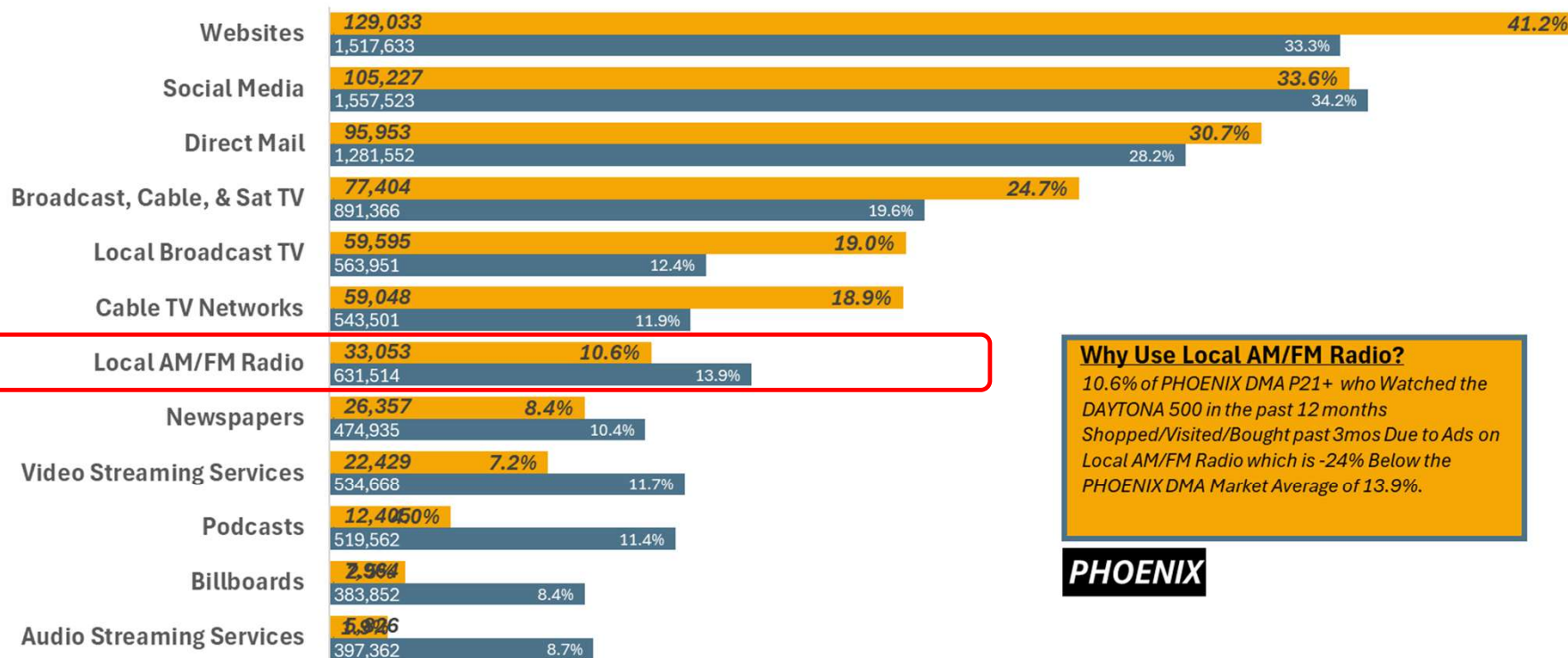
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Special TV sports programs watched past 12 months: Daytona 500



"Advertising Actions"

P21+ who Watched the DAYTONA 500 in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

10.6% of PHOENIX DMA P21+ who Watched the DAYTONA 500 in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -24% Below the PHOENIX DMA Market Average of 13.9%.

PHOENIX

■ P21+ who Watched the DAYTONA 500 in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 165
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Special TV sports programs watched past 12 months: Daytona 500