

**USA+4 More DMAs – P18+ who Used TICKETMASTER to Purchase LIVE MUSIC CONCERT TICKETS in the past 6mos!**

# Complete Demographic & Media Use Profiles



# LIVE NATION

**LIVE NATION** **USA**  
ticketmaster®

**LIVE NATION** **MSP**  
ticketmaster®

**LIVE NATION** **STL**  
ticketmaster®

**LIVE NATION** **CIN**  
ticketmaster®

**LIVE NATION** **WPB**  
ticketmaster®

Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA** **P18+ who Used TICKETMASTER to Purchase LIVE MUSIC CONCERT TICKETS in the past 6 mos as of February 28, 2026.**



## ticketmaster®

## P18+

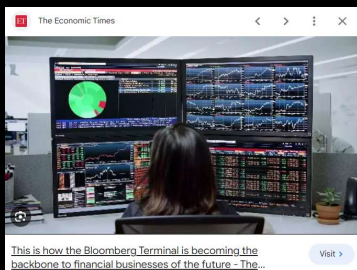


**BERKSHIRE HATHAWAY INC. Vanguard® BlackRock®**



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

[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]





8.9% or 23,344,239 of USA DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos.  
Typical Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 45.2 years old (7.4% younger than average) and have a \$142,518 (24.3% higher than average) annual household...

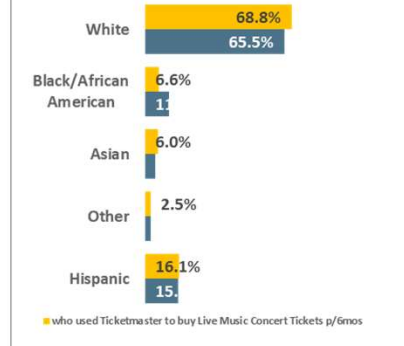
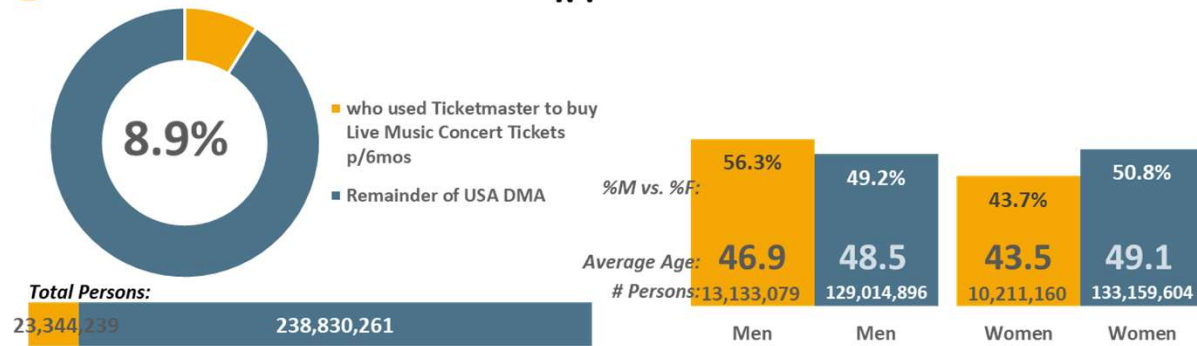


Percent of Market: Adults 18 or older

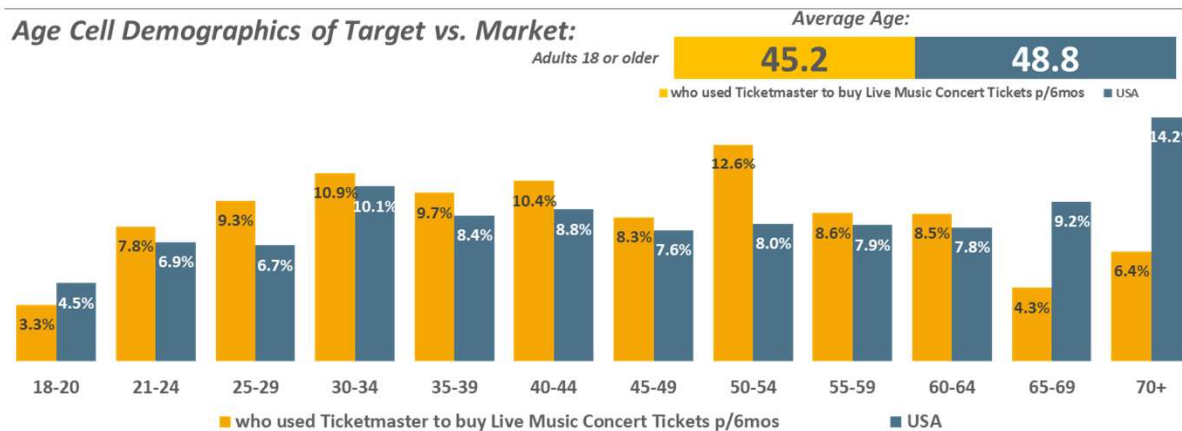


Gender of Target vs. Market: Adults 18 or older

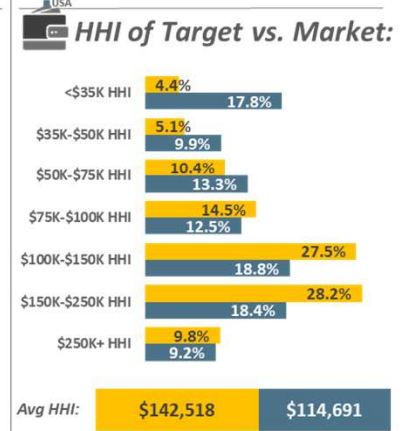
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,226  
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]





8.5% or 331,594 of MSP DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Typical Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 46.8 years old (4.4% younger than average) and have a \$119,818 (4.7% higher than average) annual household income.

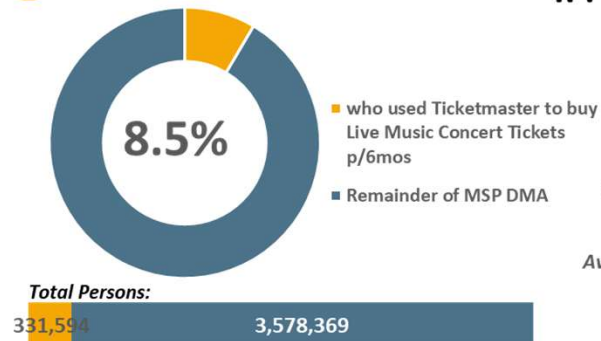


### Percent of Market: Adults 18 or older



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

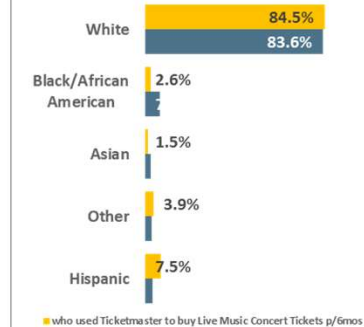
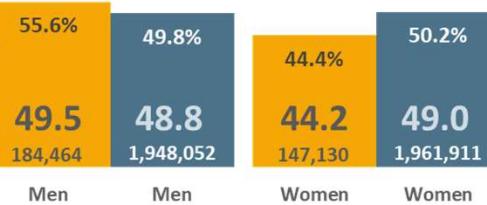
### Ethnicity of Target vs. Market:



%M vs. %F:

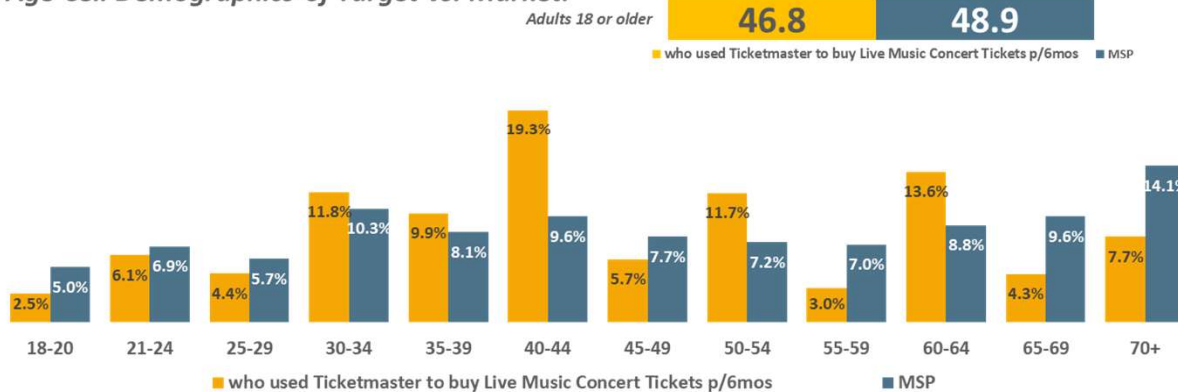
Average Age:

# Persons:

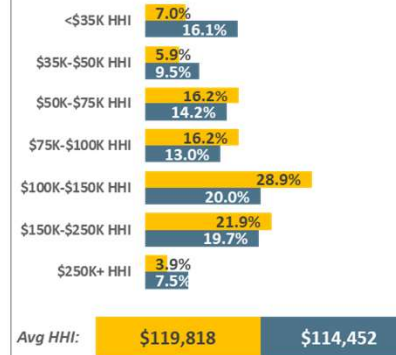


### Age Cell Demographics of Target vs. Market:

Average Age:



### HHI of Target vs. Market:





7.8% or 194,612 of STL DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Typical Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 42.2 years old (14.6% younger than average) and have a \$137,390 (36.8% higher than average) annual household...

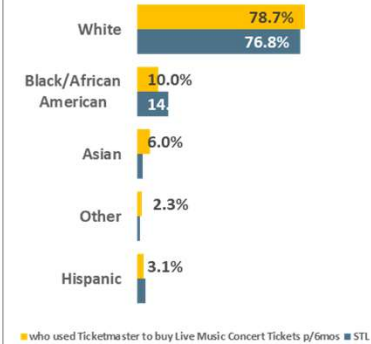
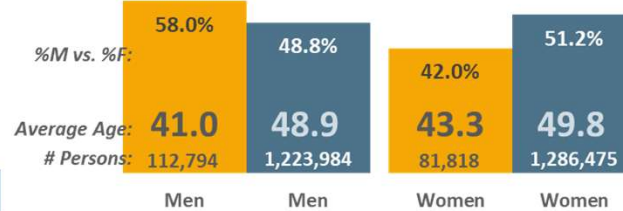
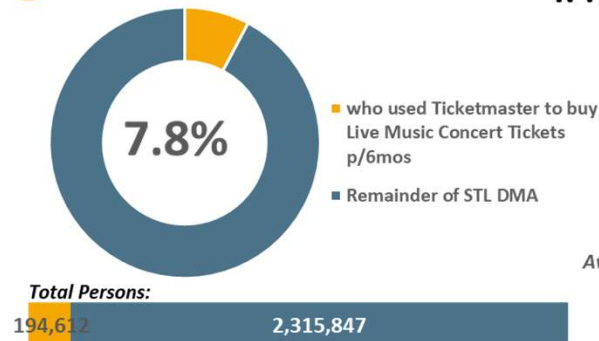


Percent of Market: Adults 18 or older

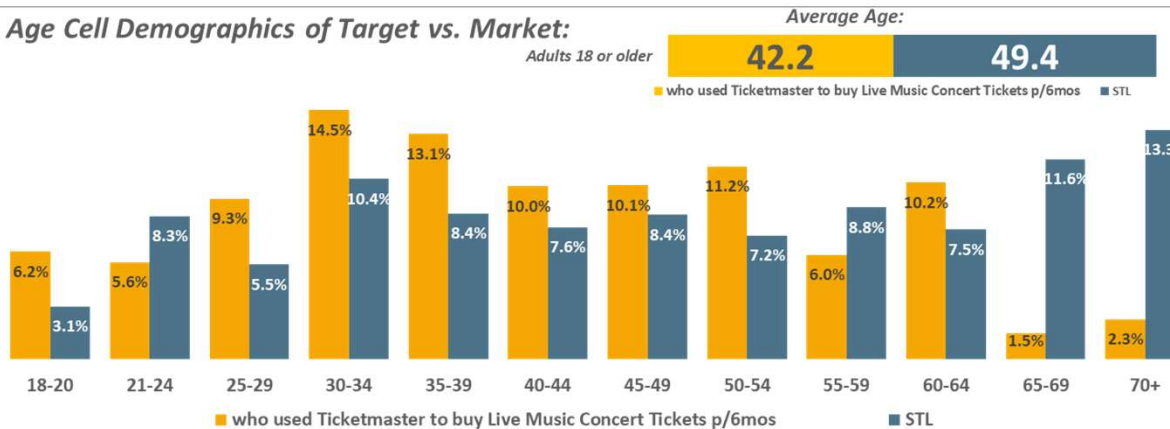


Gender of Target vs. Market: Adults 18 or older

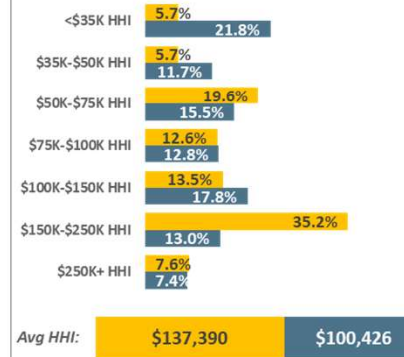
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





8.7% or 167,718 of CIN DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Typical Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 50.1 years old (2.9% older than average) and have a \$130,307 (29.8% higher than average) annual household income.

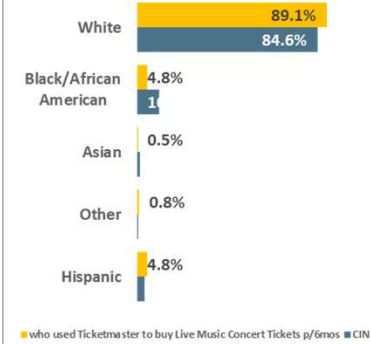
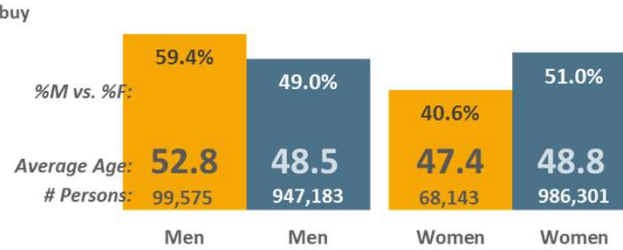
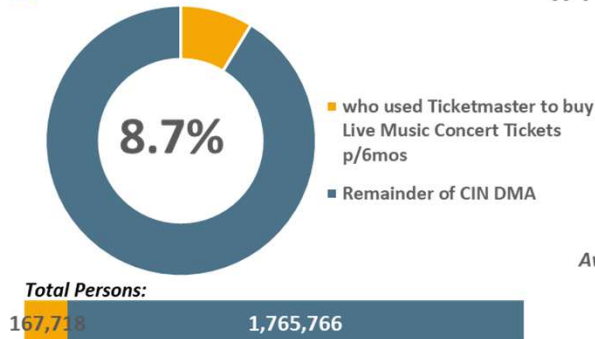


### Percent of Market: Adults 18 or older

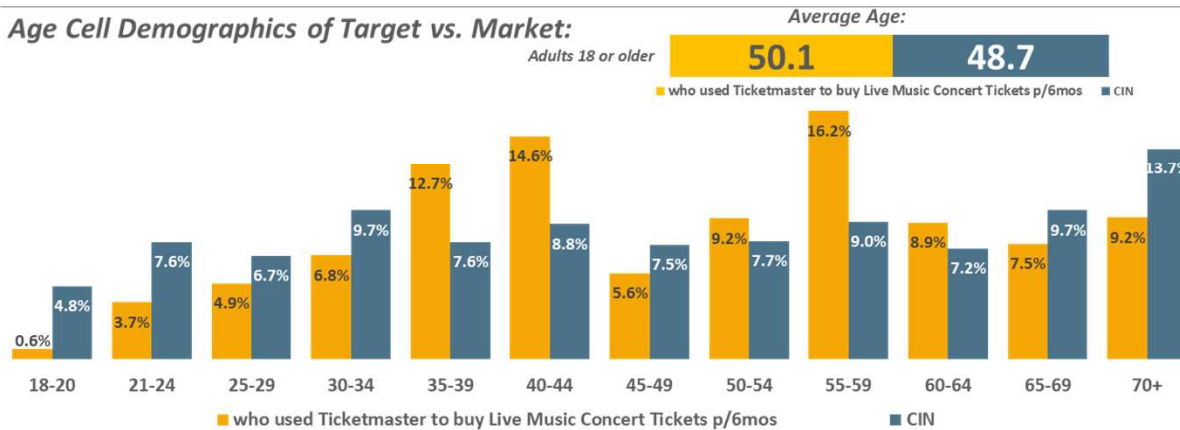


### Gender of Target vs. Market: Adults 18 or older

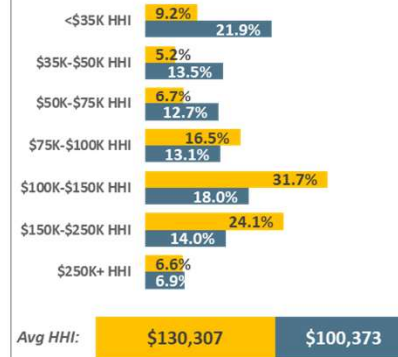
### Ethnicity of Target vs. Market:



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



### HHI of Target vs. Market:





6.0% or 116,050 of WPB DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Typical Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 43.5 years old (18.3% younger than average) and have a \$128,887 (22.3% higher than average) annual household...

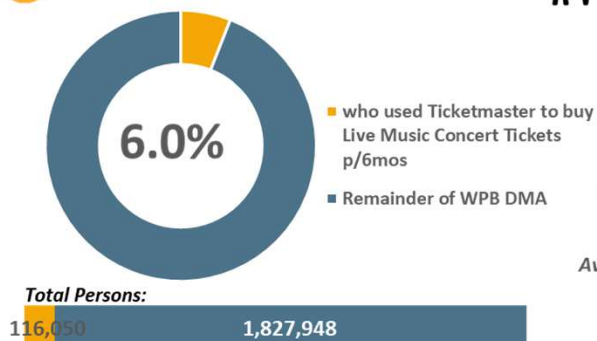


### Percent of Market: Adults 18 or older



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

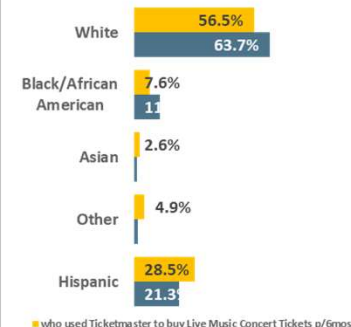
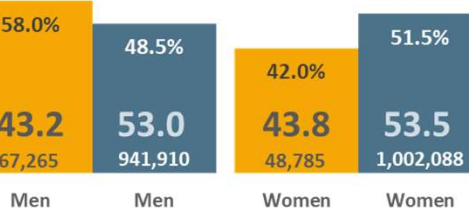
### Ethnicity of Target vs. Market:



%M vs. %F:

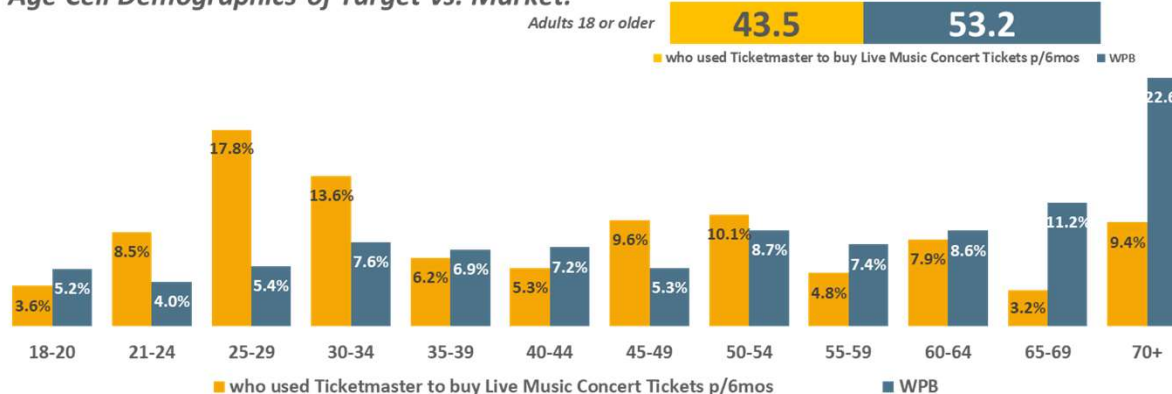
Average Age:

# Persons:

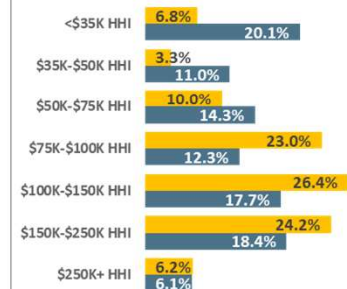


### Age Cell Demographics of Target vs. Market:

Average Age:



### HHI of Target vs. Market:



Avg HHI: \$128,887 (Target) vs \$105,392 (Market)

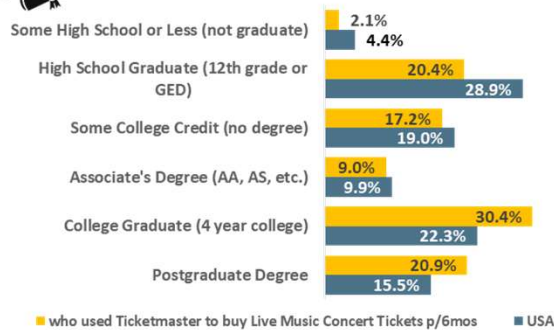




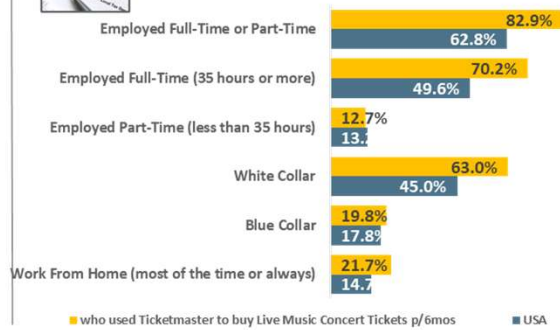
8.9% or 23,344,239 of USA DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets... Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 35.6% more likely to be a college graduate, 41.4% more likely to work full-time, 6.1% more likely to be married, 14.2% more likely to be a parent of 1 or more children u



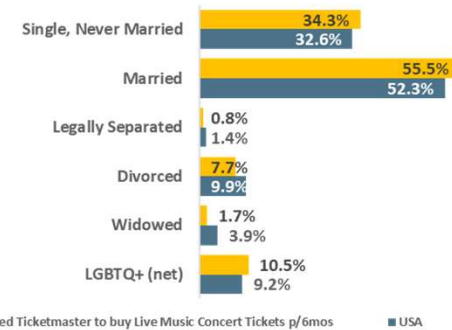
### Education Levels: Adults 18 or older



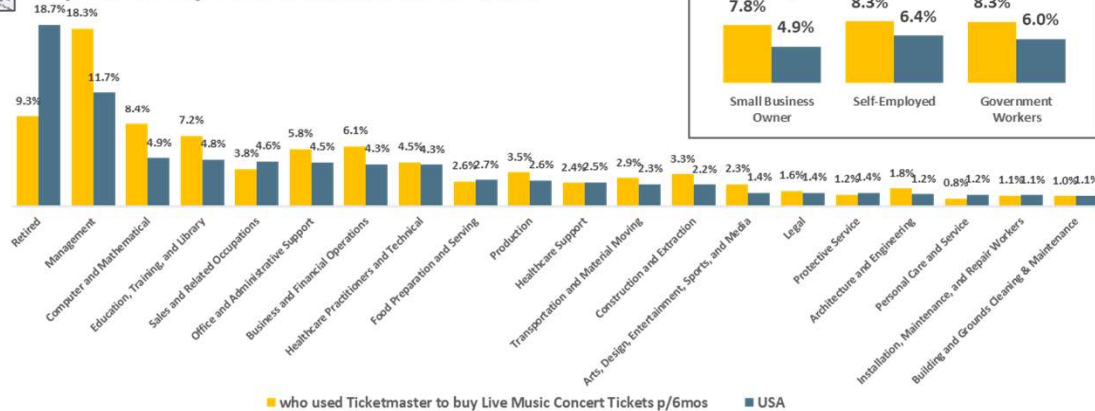
### Employment: Adults 18 or older



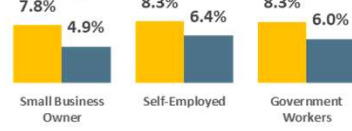
### Marital Status: Adults 18 or older



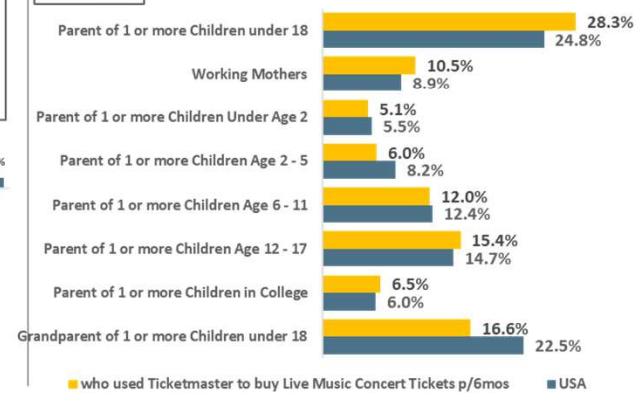
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



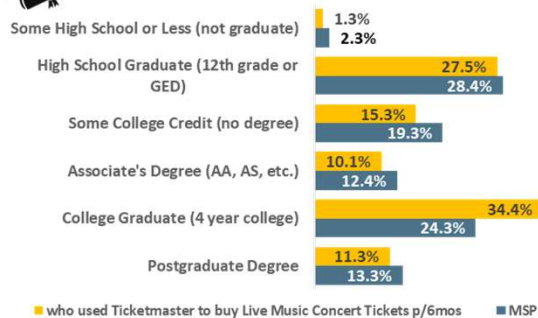
USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,226  
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]

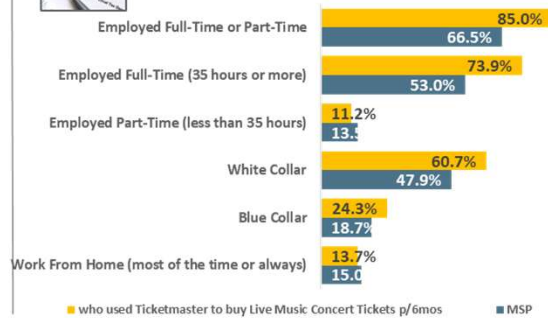


8.5% or 331,594 of MSP DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 21.5% more likely to be a college graduate, 39.3% more likely to work full-time, 2.9% more likely to be married, 72.5% more likely to be a parent of 1 or more children u

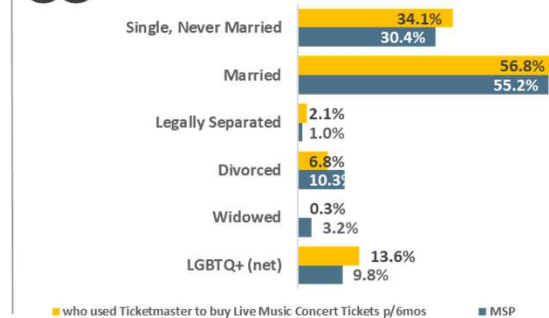
### Education Levels: Adults 18 or older



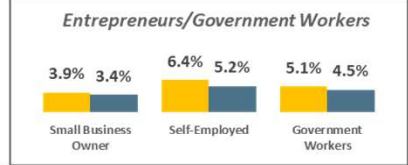
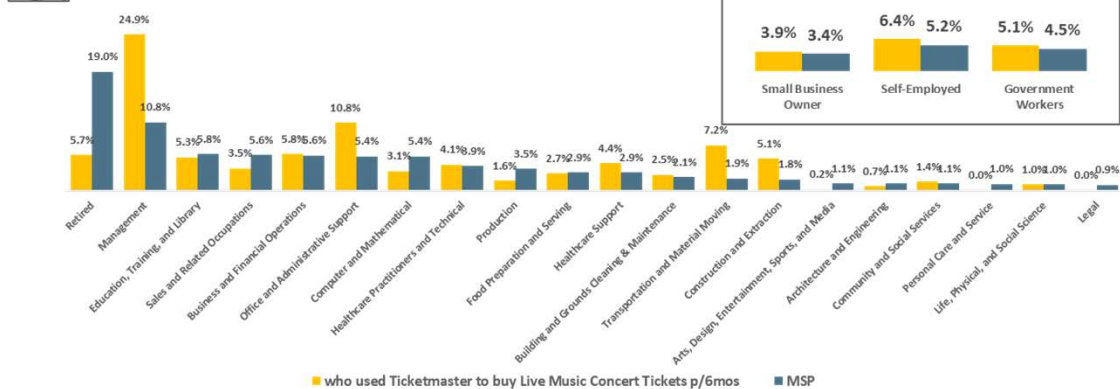
### Employment: Adults 18 or older



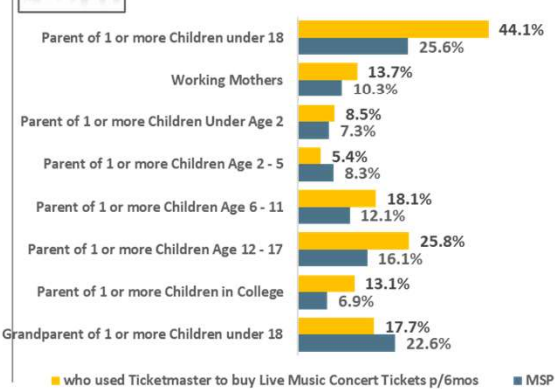
### Marital Status: Adults 18 or older



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



### Stage in Life: Adults 18 or older

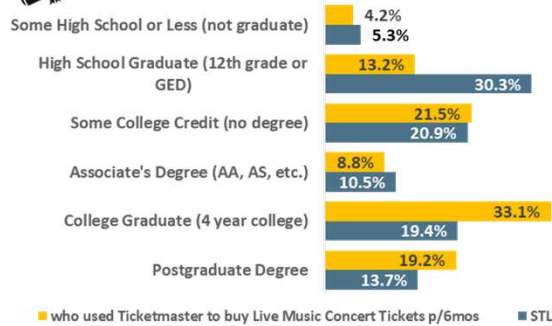




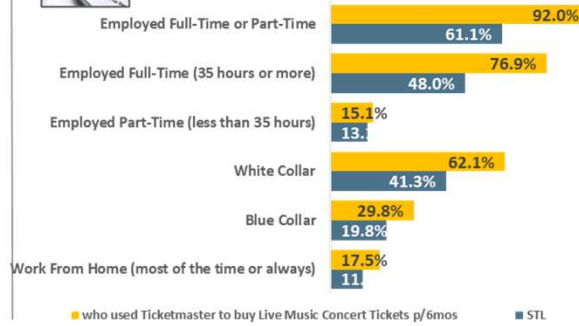
7.8% or 194,612 of STL DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 58.2% more likely to be a college graduate, 60.1% more likely to work full-time, 4.3% less likely to be married, 44.6% more likely to be a parent of 1 or more children u



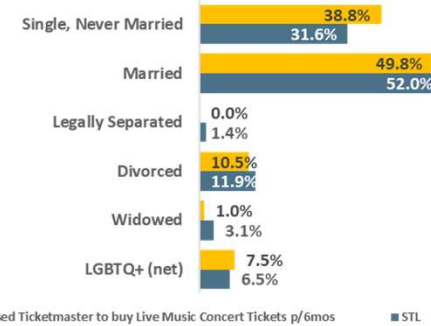
### Education Levels: Adults 18 or older



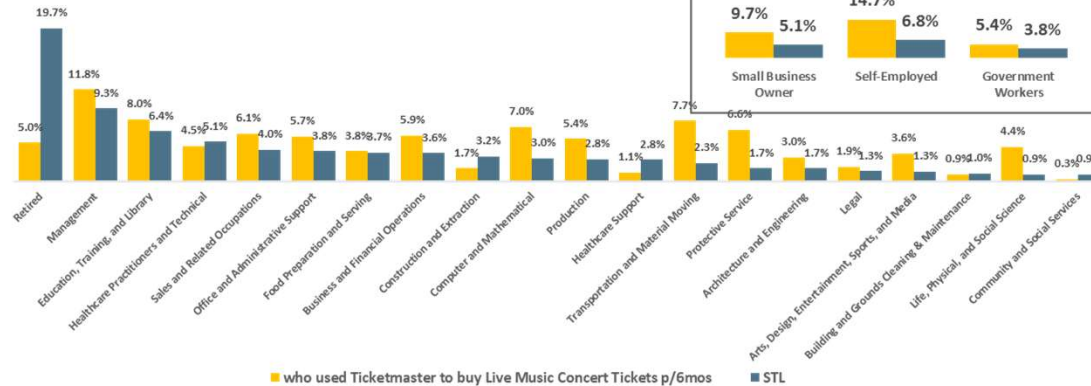
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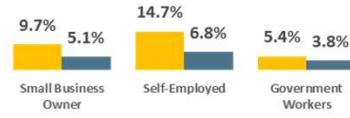
### Marital Status: Adults 18 or older



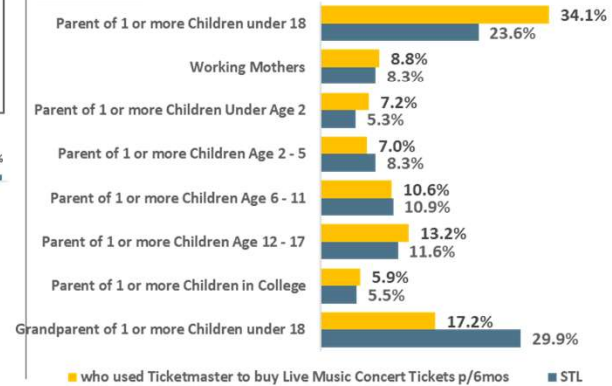
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



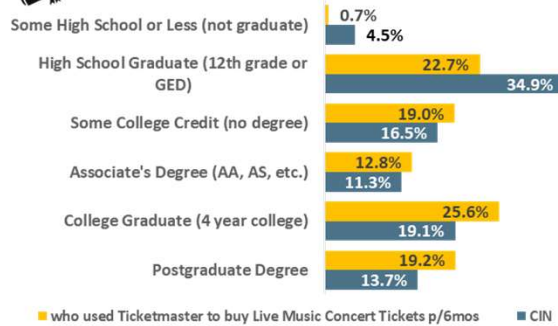




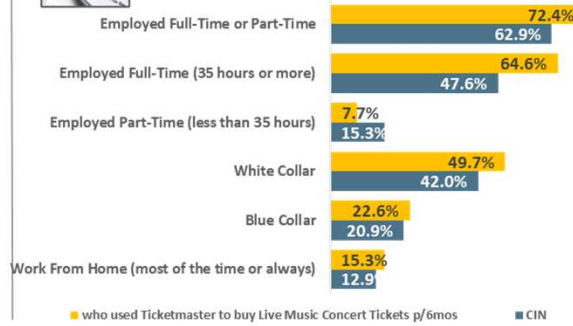
8.7% or 167,718 of CIN DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 36.8% more likely to be a college graduate, 35.7% more likely to work full-time, 21.4% more likely to be married, 5.9% less likely to be a parent of 1 or more children u



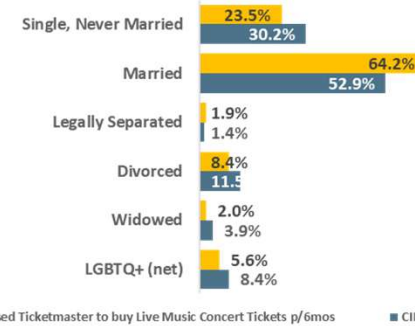
### Education Levels: Adults 18 or older



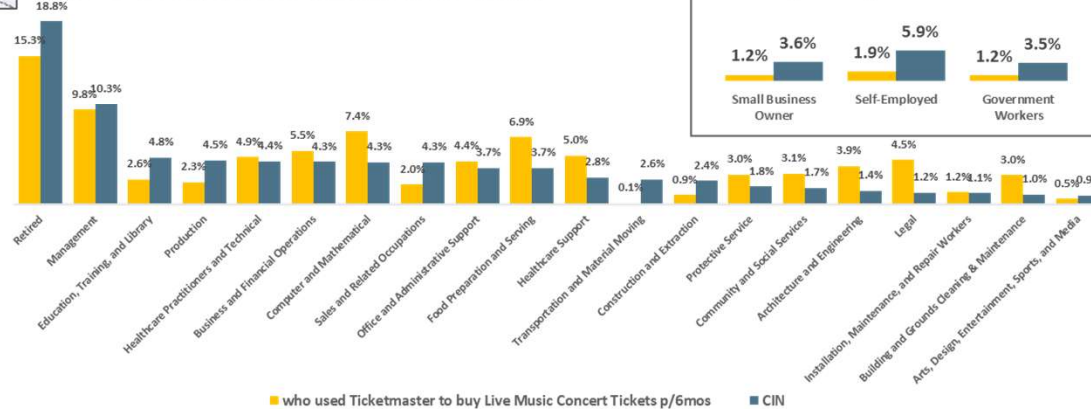
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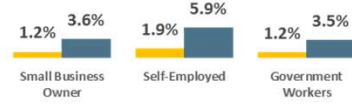
### Marital Status: Adults 18 or older



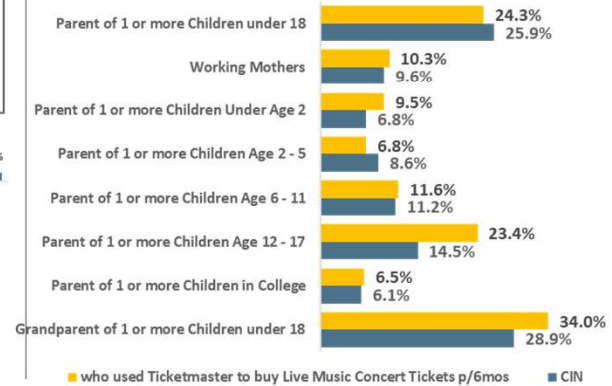
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### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



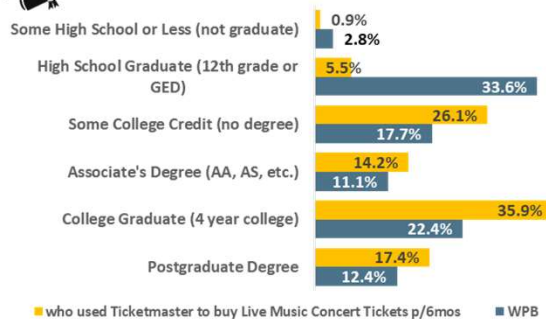




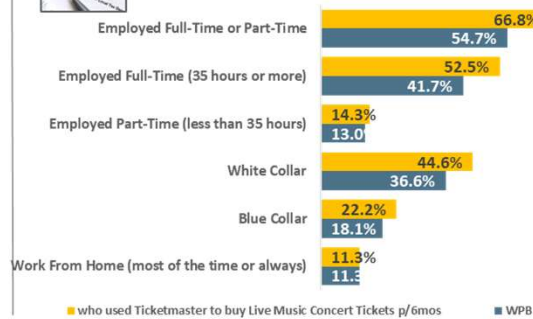
6.6% or 116,050 of WPB DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 53.2% more likely to be a college graduate, 25.9% more likely to work full-time, 7.7% less likely to be married, 78.8% more likely to be a parent of 1 or more children un



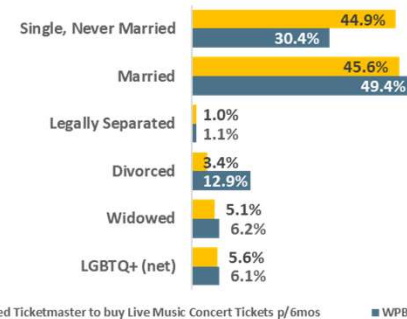
### Education Levels: Adults 18 or older



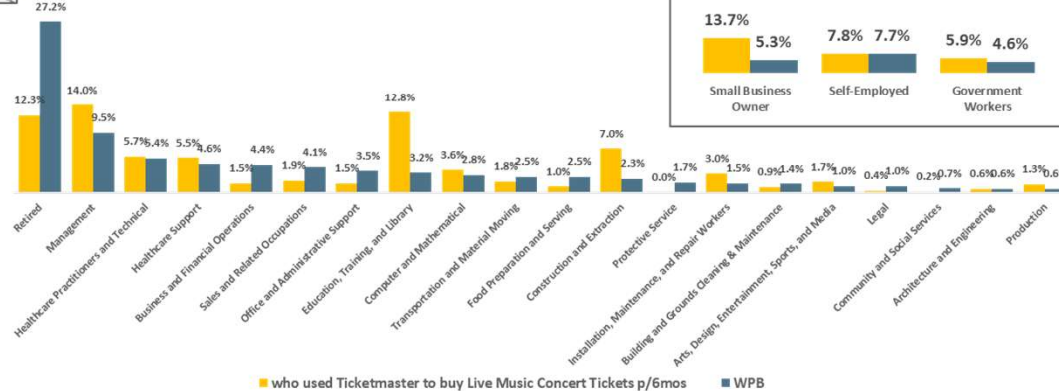
### Employment: Adults 18 or older



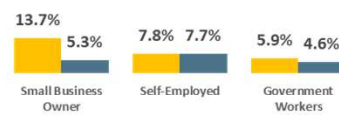
### Marital Status: Adults 18 or older



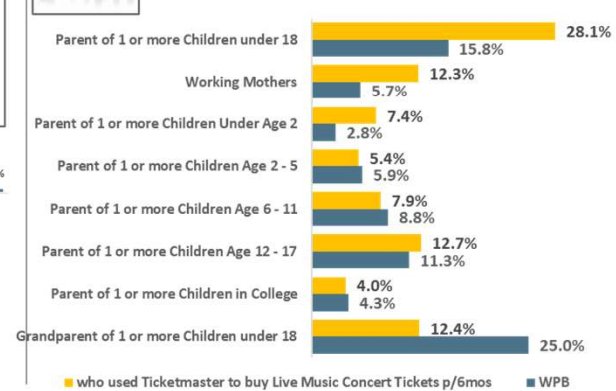
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers

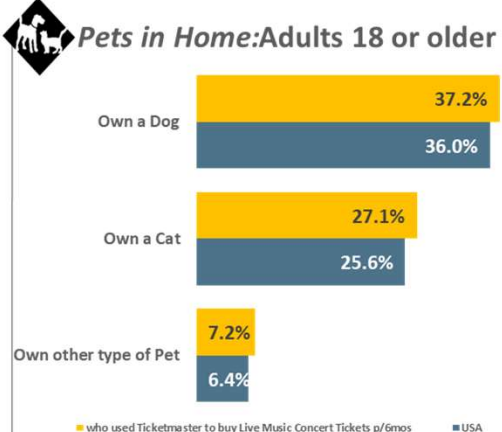
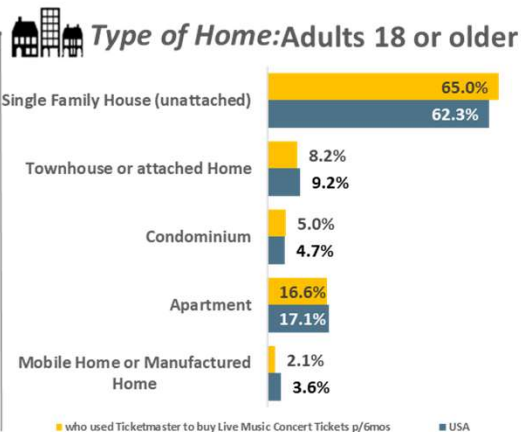
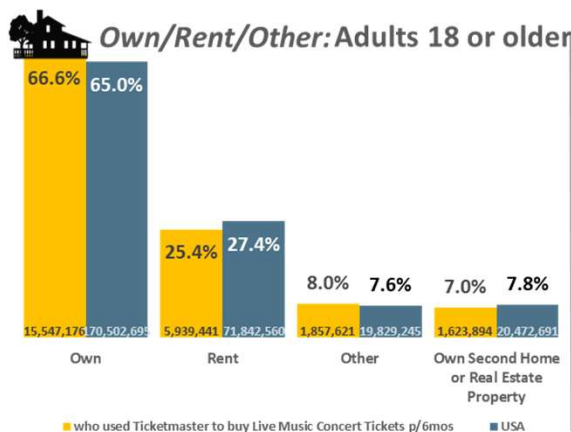


### Stage in Life: Adults 18 or older

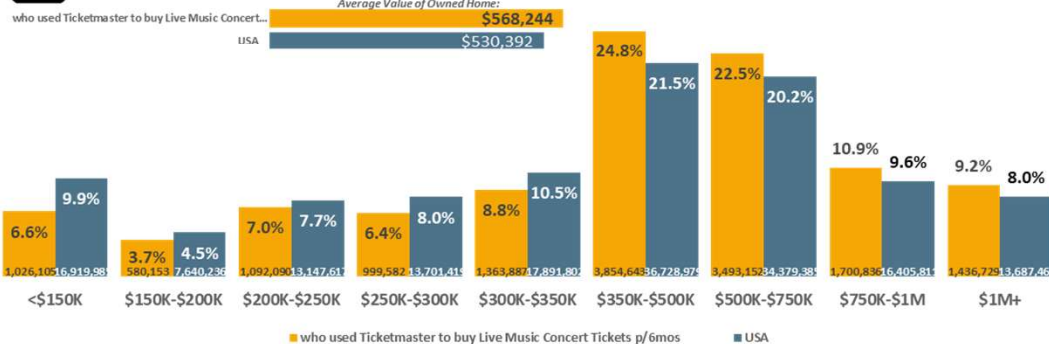




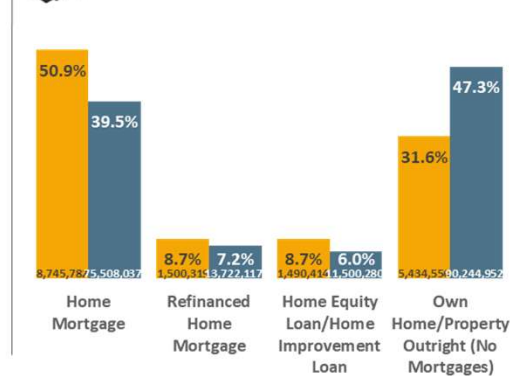
8.9% or 23,344,239 of USA DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 2.4% more likely to own their home, 7.1% more likely to own a higher valued home, 4.4% more likely to have a single-family home, 3.4% more likely to have a dog.



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



### Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,226  
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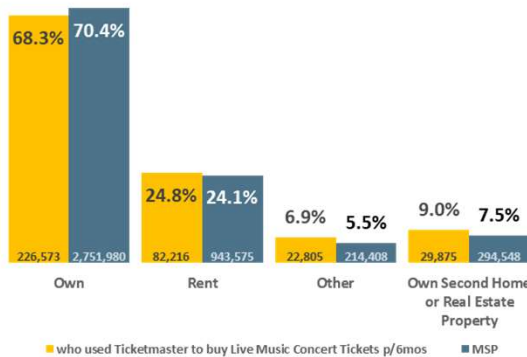
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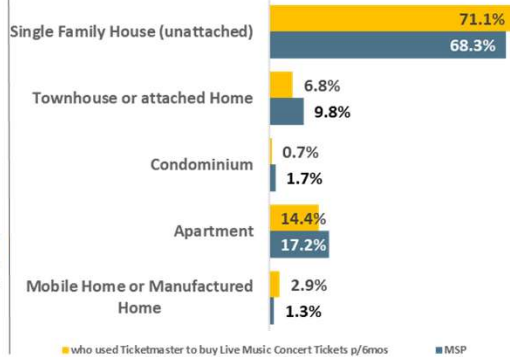
8.5% or 331,594 of MSP DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 2.9% less likely to own their home, 6.3% more likely to own a higher valued home, 4.2% more likely to have a single-family home, 32.7% more likely to have a dog.



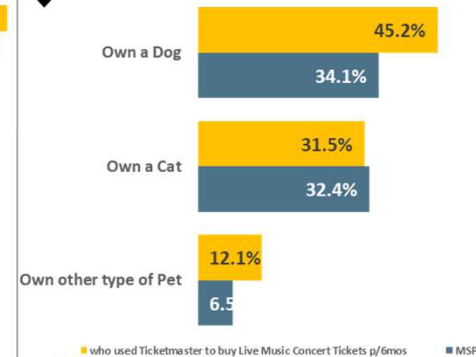
### Own/Rent/Other: Adults 18 or older



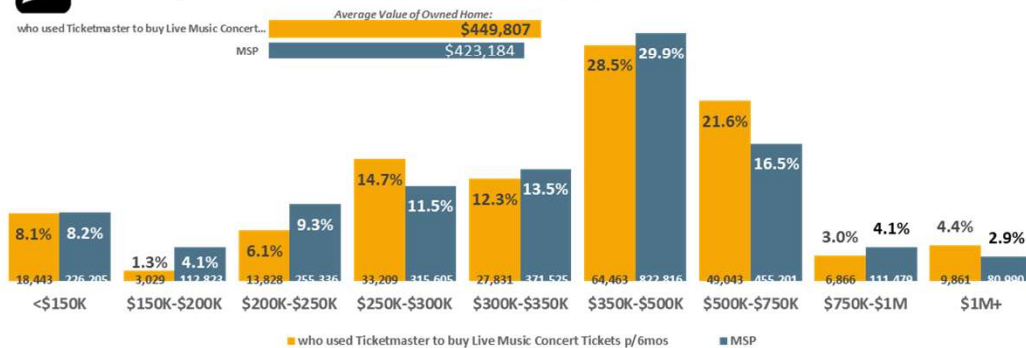
### Type of Home: Adults 18 or older



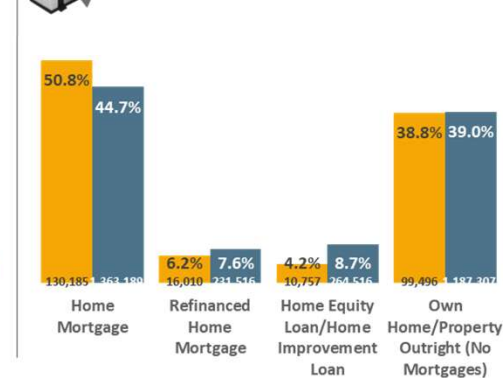
### Pets in Home: Adults 18 or older



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



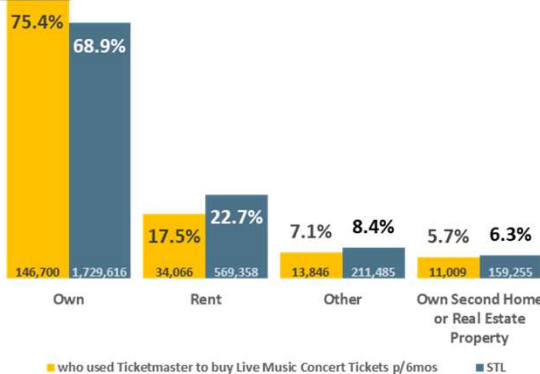
### Home Loans: Adults 18 or older



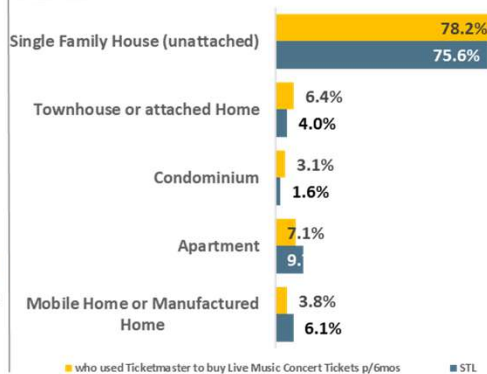


7.8% or 194,612 of STL DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 9.4% more likely to own their home, 1.6% more likely to own a lower valued home, 3.4% more likely to have a single-family home, 11.5% less likely to have a dog.

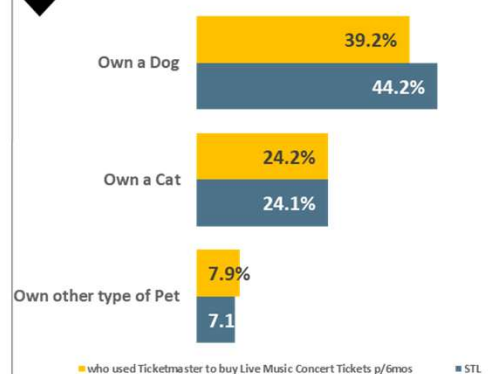
### Own/Rent/Other: Adults 18 or older



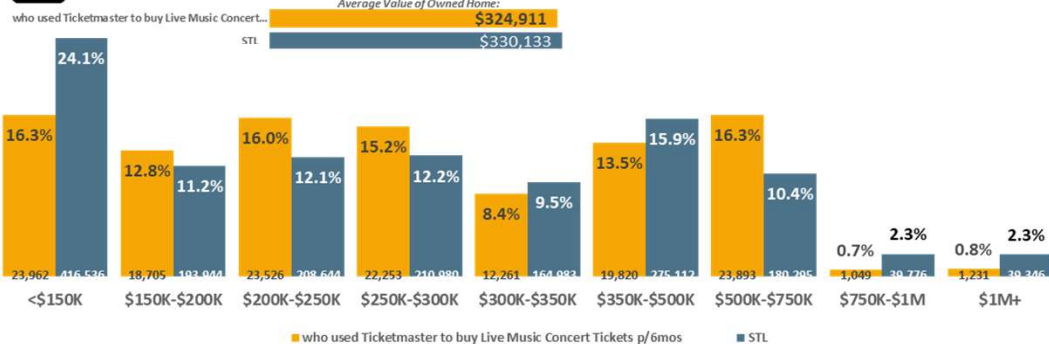
### Type of Home: Adults 18 or older



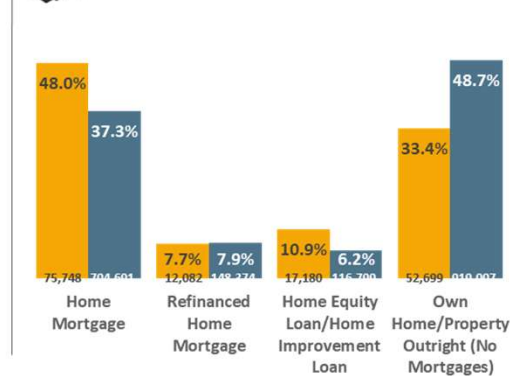
### Pets in Home: Adults 18 or older



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



### Home Loans: Adults 18 or older

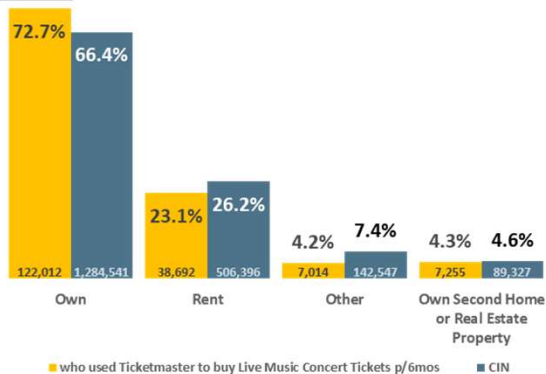




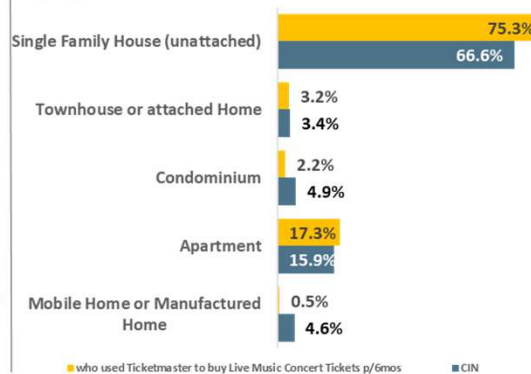


8.7% or 167,718 of CIN DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 9.5% more likely to own their home, 10.5% more likely to own a higher valued home, 13.1% more likely to have a single-family home, 14.5% less likely to have a dog.

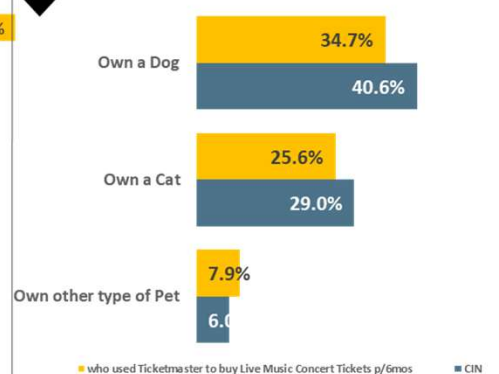
### Own/Rent/Other: Adults 18 or older



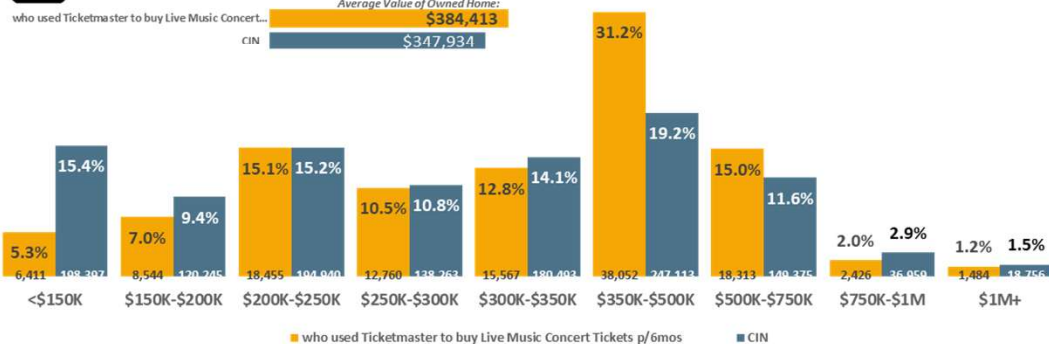
### Type of Home: Adults 18 or older



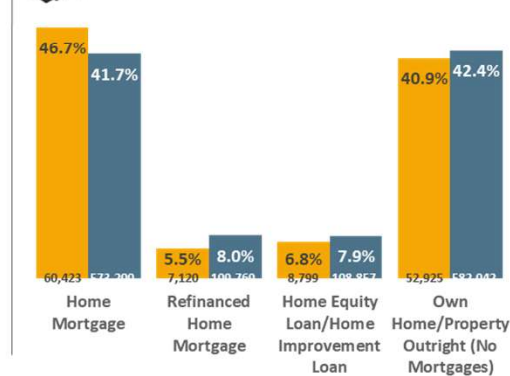
### Pets in Home: Adults 18 or older



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



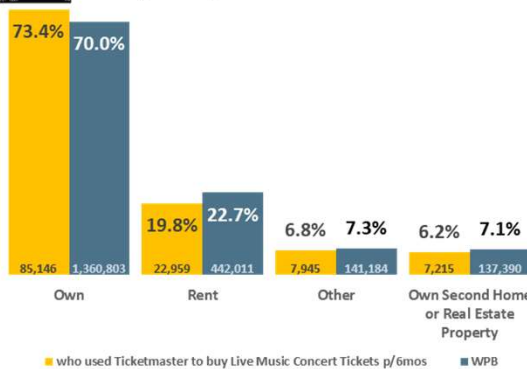
### Home Loans: Adults 18 or older



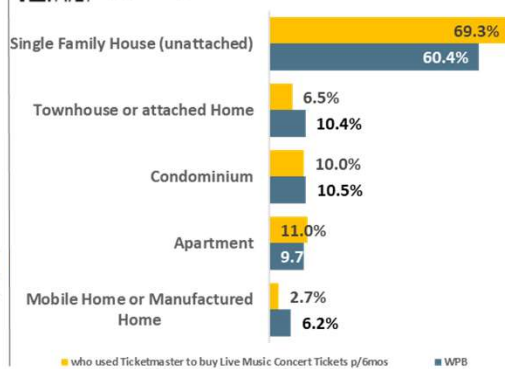


6.6% or 116,050 of WPB DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 4.8% more likely to own their home, 25.9% more likely to own a higher valued home, 14.8% more likely to have a single-family home, 7.6% less likely to have a dog.

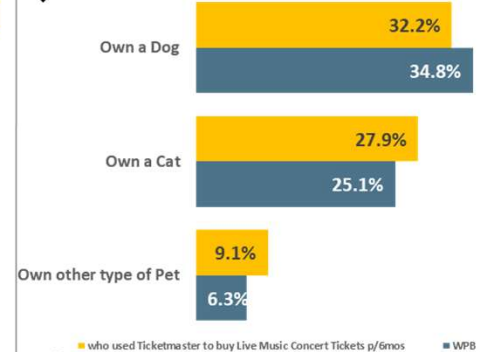
### Own/Rent/Other: Adults 18 or older



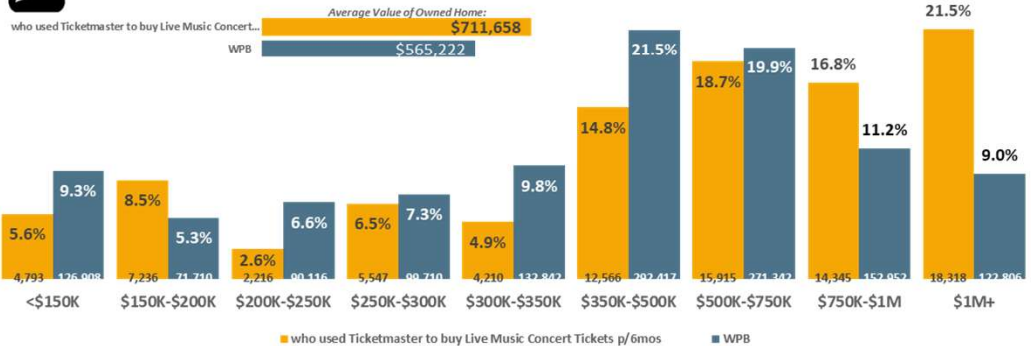
### Type of Home: Adults 18 or older



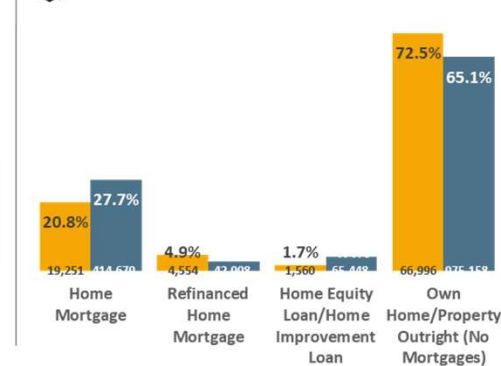
### Pets in Home: Adults 18 or older



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



### Home Loans: Adults 18 or older

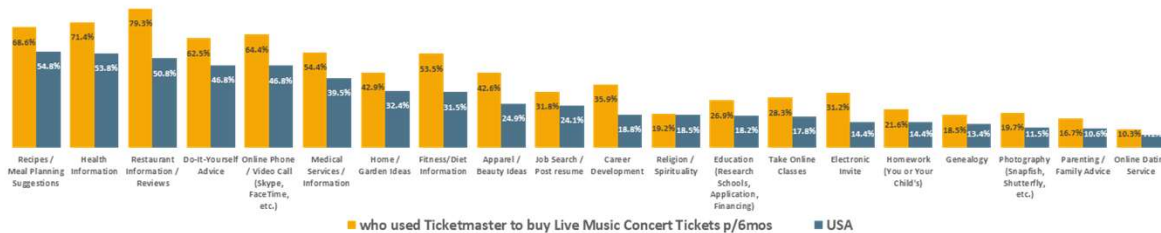




8.9% or 23,344,239 of USA DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets... Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 33.3% more likely to look up D-I-Y advice online, 4.3% more likely to always vote in local elections, 14.6% more likely to belong to a gym, 18.6% more likely to fly dome

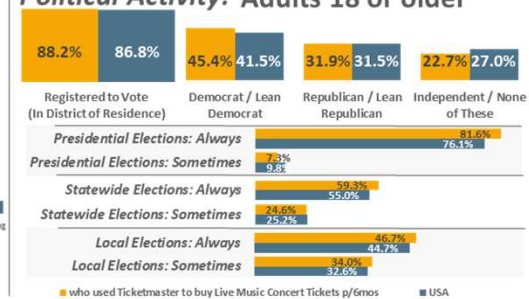


### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



■ who used Ticketmaster to buy Live Music Concert Tickets p/6mos ■ USA

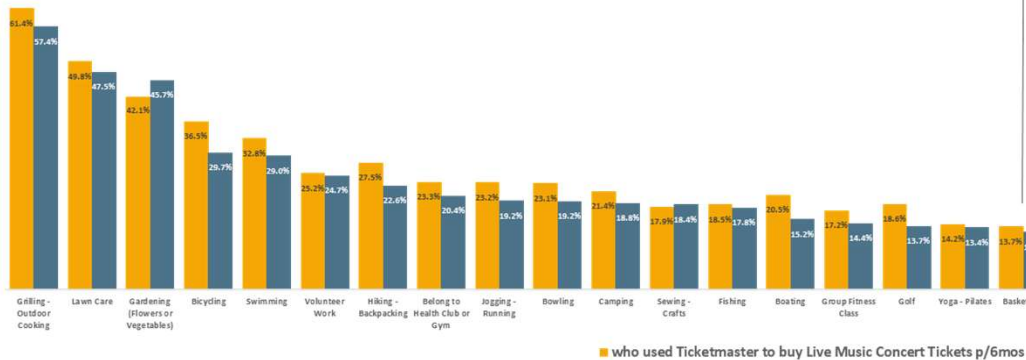
### Political Activity: Adults 18 or older



■ who used Ticketmaster to buy Live Music Concert Tickets p/6mos ■ USA



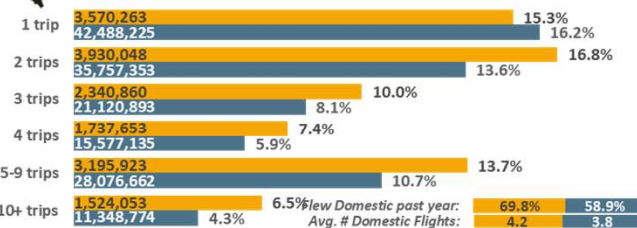
### Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



■ who used Ticketmaster to buy Live Music Concert Tickets p/6mos ■ USA



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



few Domestic past year: Avg. # Domestic Flights: 4.2 vs 3.8

USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,226  
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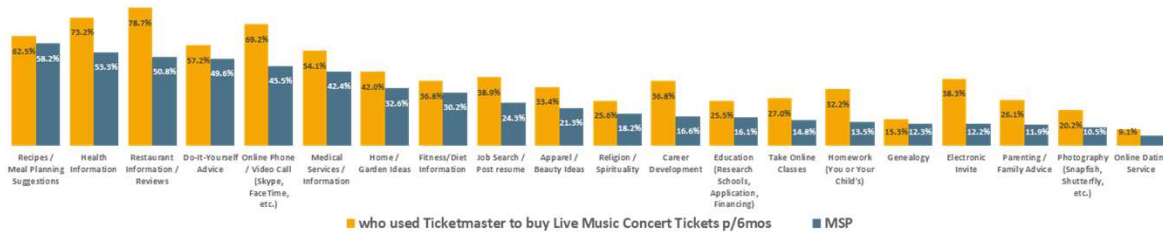
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



8.5% or 331,594 of MSP DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 15.4% more likely to look up D-I-Y advice online, 5% more likely to always vote in local elections, 3.4% more likely to belong to a gym, 14.3% more likely to fly domest



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

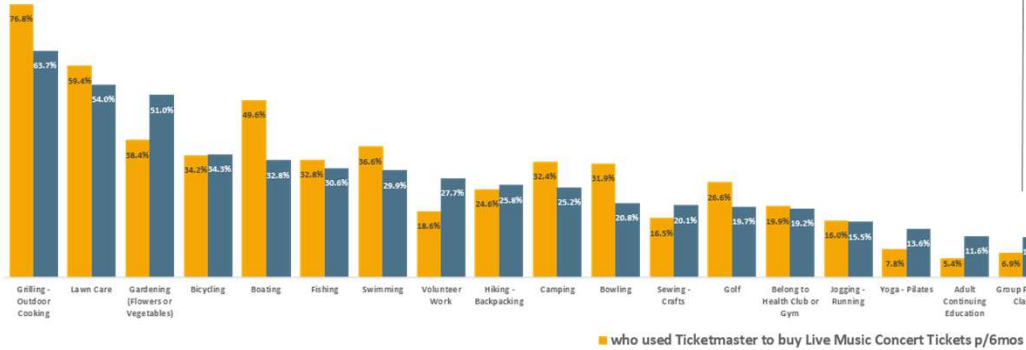


who used Ticketmaster to buy Live Music Concert Tickets p/6mos

MSP



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

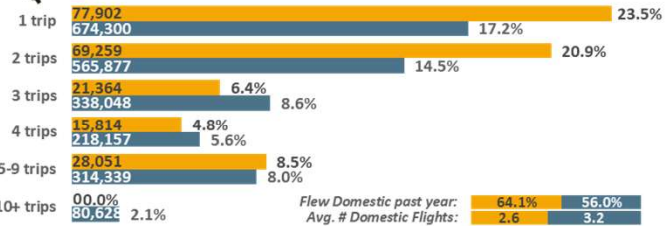


who used Ticketmaster to buy Live Music Concert Tickets p/6mos

MSP



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 144

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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]

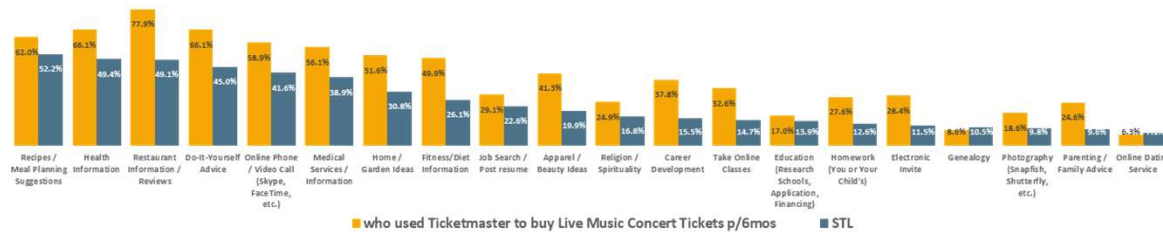




7.8% or 194,612 of STL DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 46.9% more likely to look up D-I-Y advice online, 38.9% less likely to always vote in local elections, 26.9% more likely to belong to a gym, 20.6% more likely to fly dom



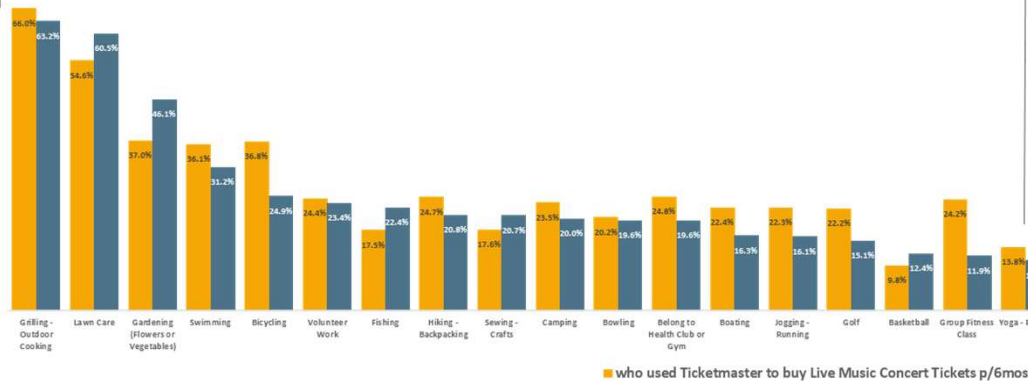
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



who used Ticketmaster to buy Live Music Concert Tickets p/6mos STL



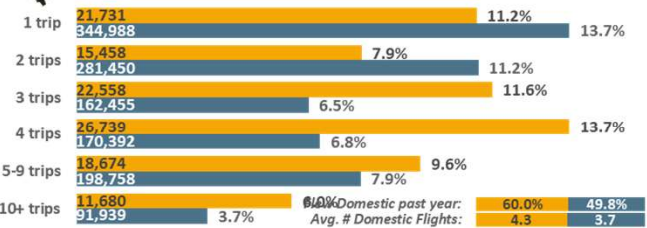
### Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



who used Ticketmaster to buy Live Music Concert Tickets p/6mos STL

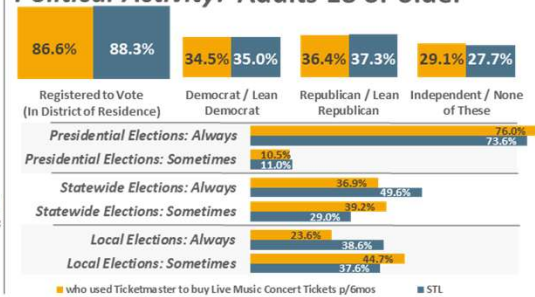


### Past 12-months Domestic Airline Trips: Adults 18 or older



Domestic past year: 60.0%  
Avg. # Domestic Flights: 4.3

### Political Activity: Adults 18 or older



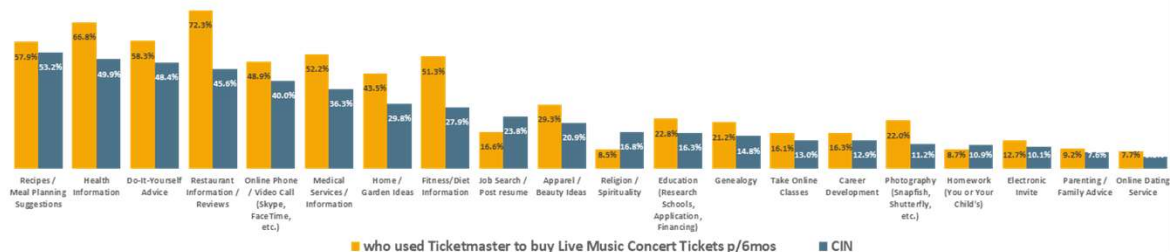
who used Ticketmaster to buy Live Music Concert Tickets p/6mos STL



8.7% or 167,718 of CIN DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 20.4% more likely to look up D-I-Y advice online, 1.6% less likely to always vote in local elections, 26.% more likely to belong to a gym, 7.9% more likely to fly domestic

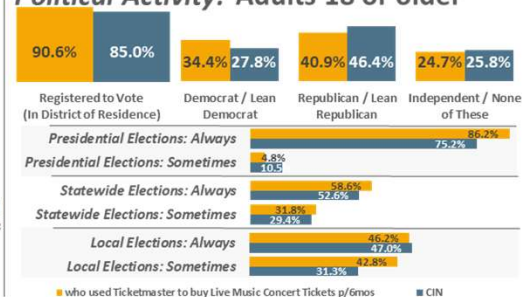


### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



■ who used Ticketmaster to buy Live Music Concert Tickets p/6mos ■ CIN

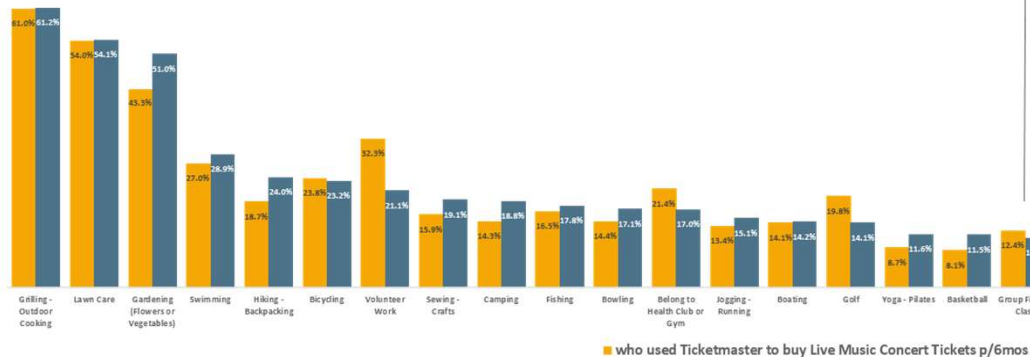
### Political Activity: Adults 18 or older



■ who used Ticketmaster to buy Live Music Concert Tickets p/6mos ■ CIN



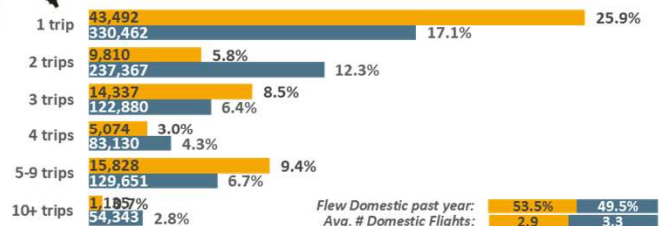
### Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



■ who used Ticketmaster to buy Live Music Concert Tickets p/6mos ■ CIN



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



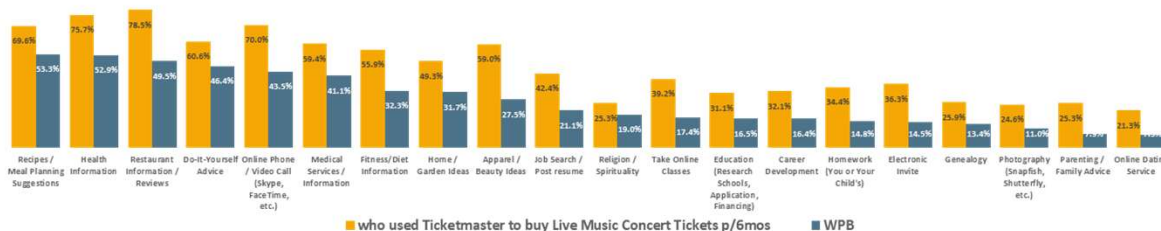
Flew Domestic past year: 53.5% 49.5%  
Avg. # Domestic Flights: 2.9 3.3



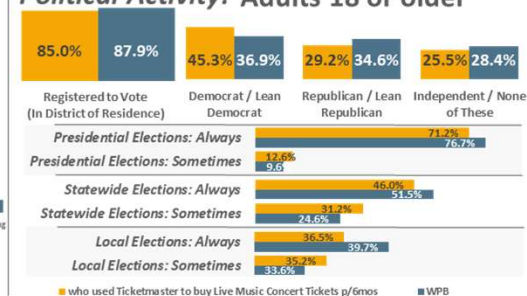
6.6% or 116,050 of WPB DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 30.7% more likely to look up D-I-Y advice online, 8.1% less likely to always vote in local elections, 64.2% more likely to belong to a gym, 39.5% more likely to fly dome



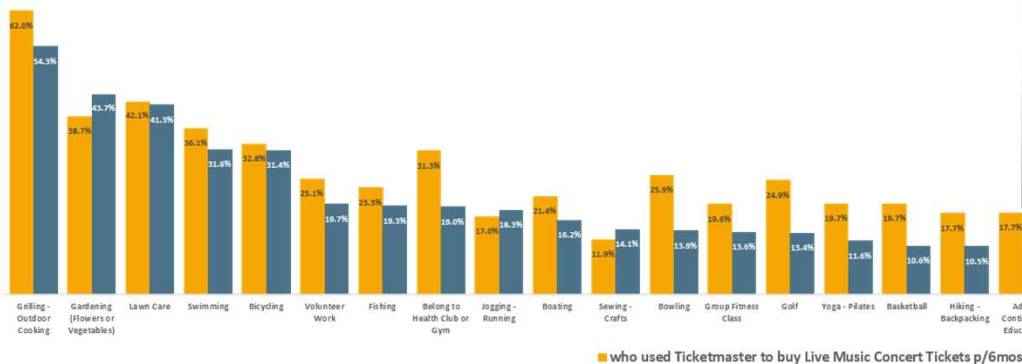
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



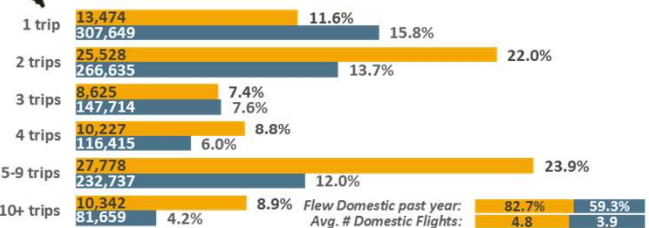
### Political Activity: Adults 18 or older



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



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

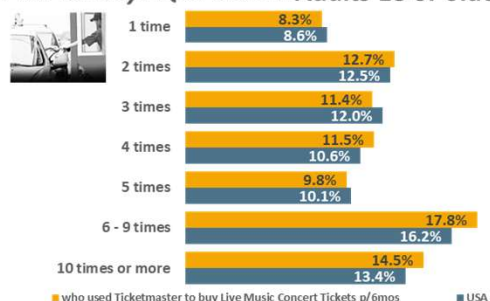


Flew Domestic past year: 82.7%  
Avg. # Domestic Flights: 4.8



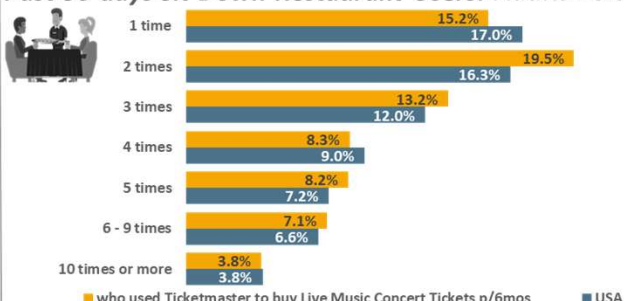
8.9% or 23,344,239 of USA DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 3.% more likely to use QSRs past mo., 4.7% more likely to use Sit-Down Restaurants past mo., 4.6% more likely to use Casinos past yr., 13.8% less likely to smoke cigaret

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



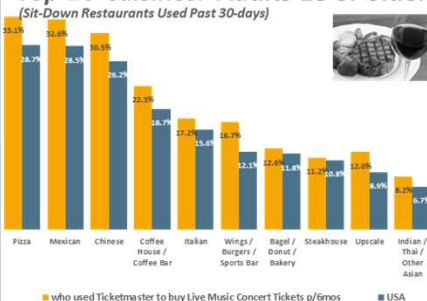
Total Monthly QSR Users:	86.0%	83.5%
Avg. Monthly QSR Meals:	6.0	5.8
	20,085,905	218,990,081

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



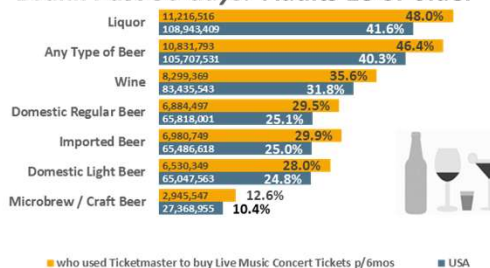
Total Monthly Sit-Down Restaurant Users:	75.3%	72.0%
Avg. Monthly Sit-Down Restaurant Meals:	3.7	3.7
	17,579,648	188,656,406

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

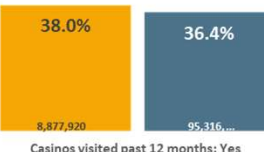
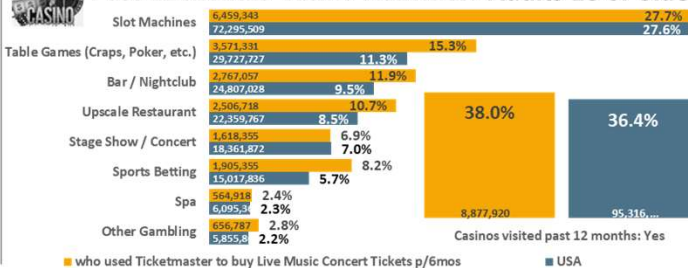


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	24.8%	19.9%
who used Ticketmaster to buy Live Music Concert...	5,800,534	52,227,265
	USA	

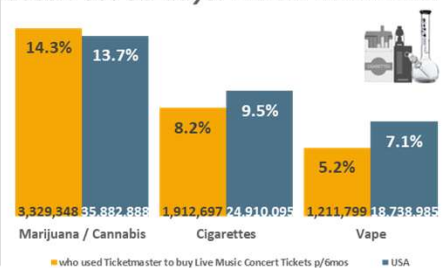
### Drank Past 30-days: Adults 18 or older



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



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

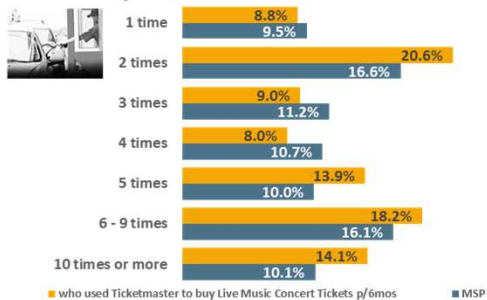




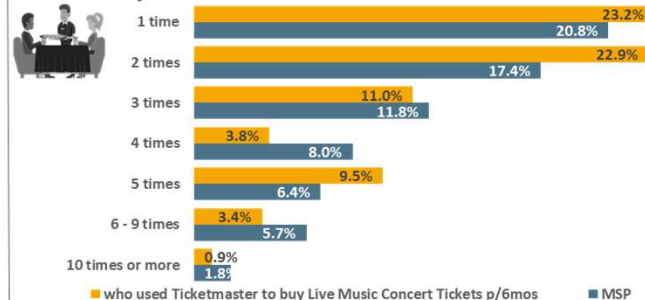


8.5% or 331,594 of MSP DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 10.1% more likely to use QSRs past mo., 3.7% more likely to use Sit-Down Restaurants past mo., 18.6% more likely to use Casinos past yr., 20.% more likely to smoke cigar

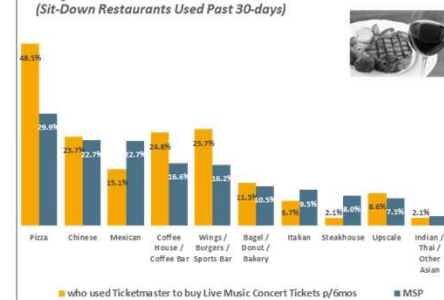
### Past 30-days QSR Users: Adults 18 or older



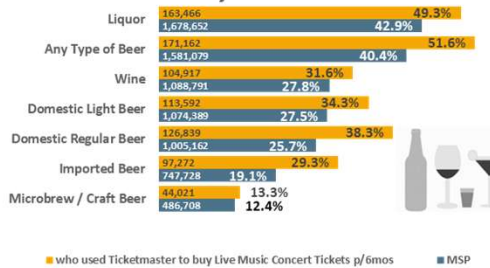
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



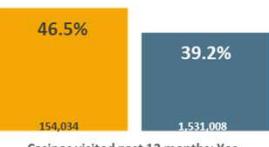
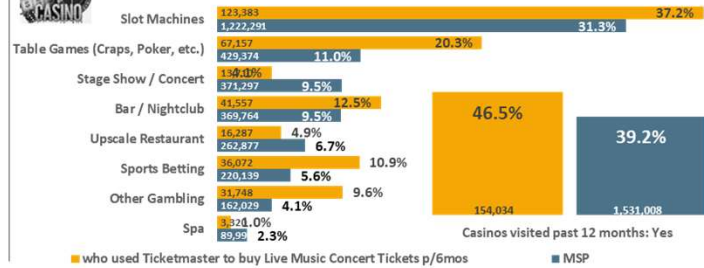
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



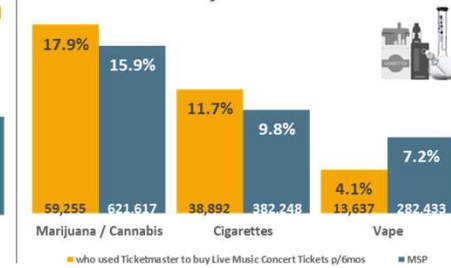
### Drank Past 30-days: Adults 18 or older



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



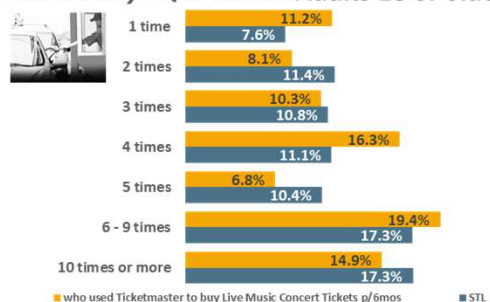
### Used Past 30-days: Adults 18 or older



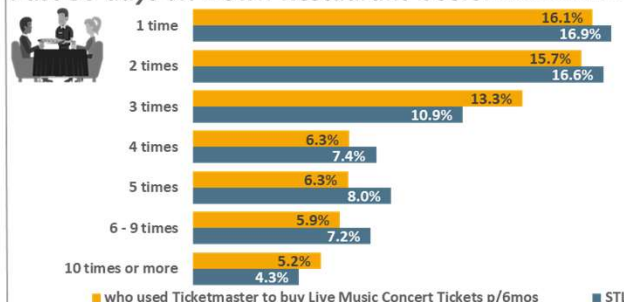


7.8% or 194,612 of STL DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 1.4% more likely to use QSRs past mo., 3.4% less likely to use Sit-Down Restaurants past mo., 2.8% more likely to use Casinos past yr., 3.9% more likely to smoke cigaret

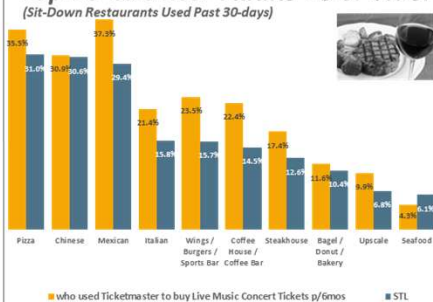
### Past 30-days QSR Users: Adults 18 or older



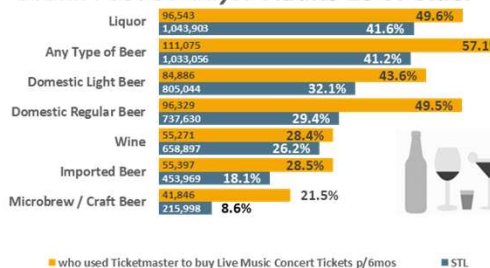
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



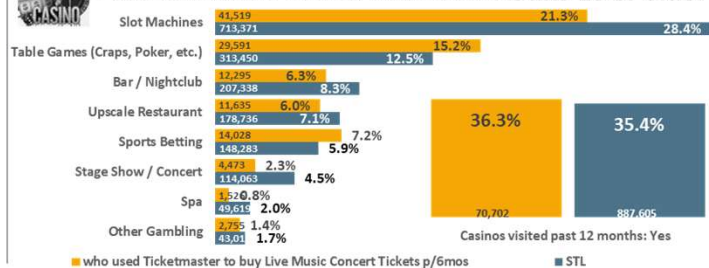
### Top-10 Cuisines: Adults 18 or older



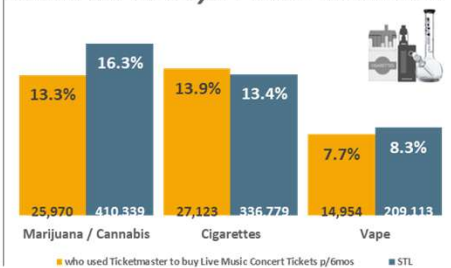
### Drank Past 30-days: Adults 18 or older



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



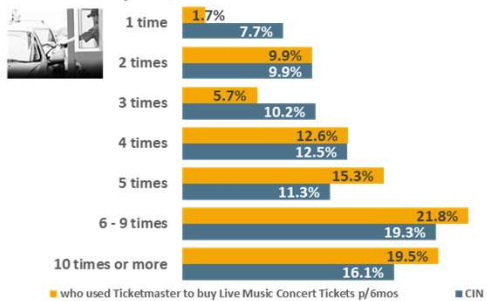
### Used Past 30-days: Adults 18 or older



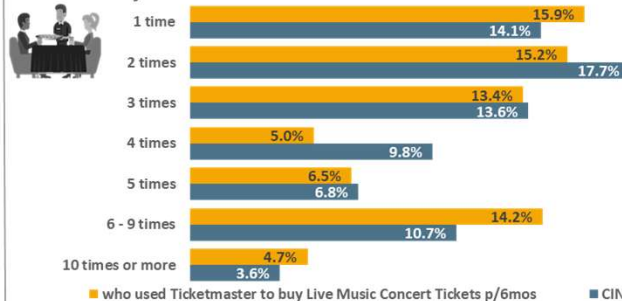


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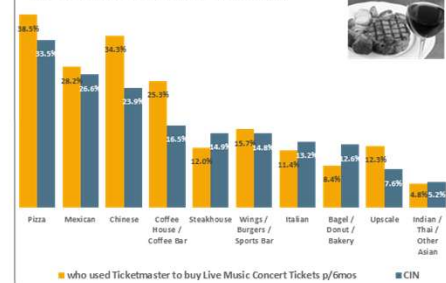
### Past 30-days QSR Users: Adults 18 or older



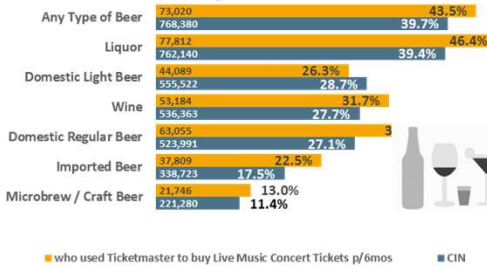
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



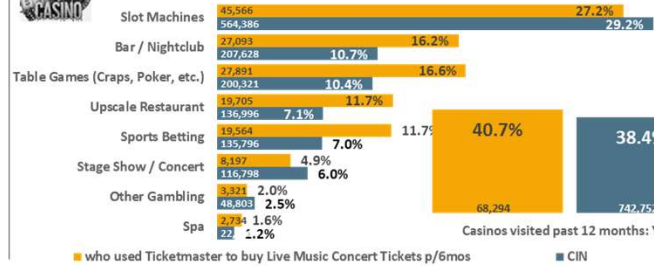
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



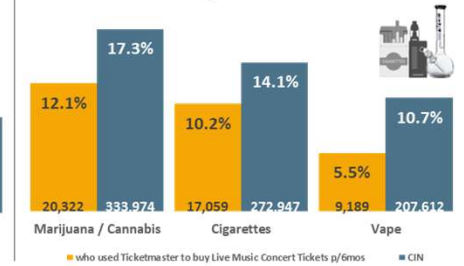
### Drank Past 30-days: Adults 18 or older



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



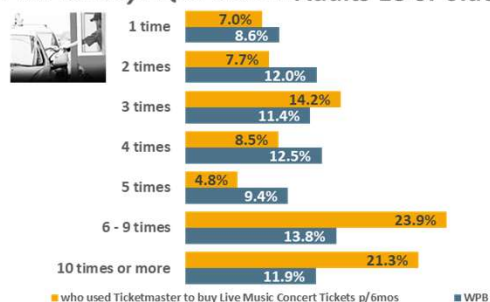
### Used Past 30-days: Adults 18 or older



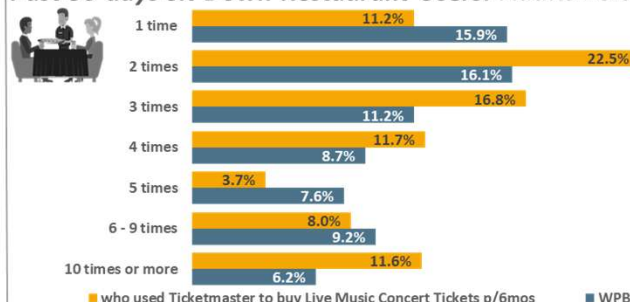


6.6% or 116,050 of WPB DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 10.0% more likely to use QSRs past mo., 13.9% more likely to use Sit-Down Restaurants past mo., 69.5% more likely to use Casinos past yr., 40.6% more likely to smoke ciga

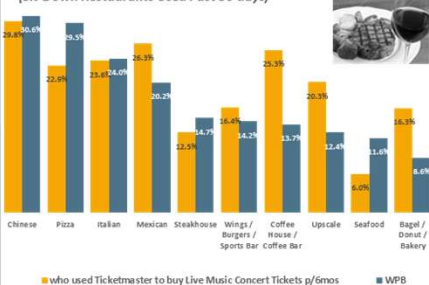
### Past 30-days QSR Users: Adults 18 or older



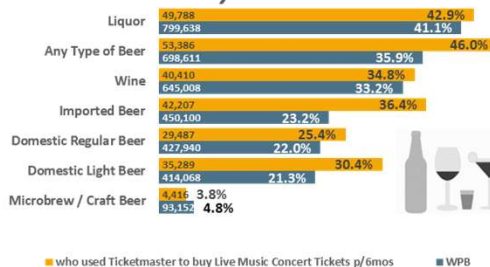
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



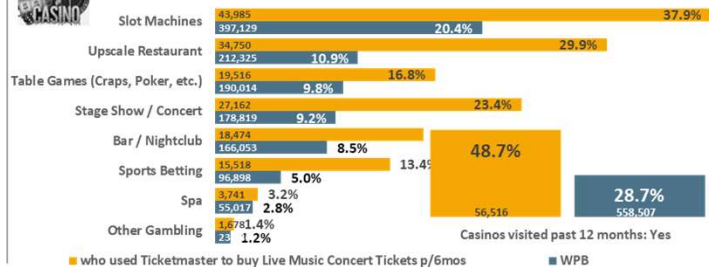
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



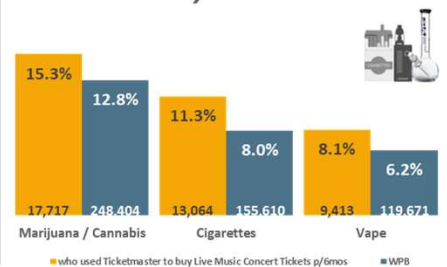
### Drank Past 30-days: Adults 18 or older



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



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



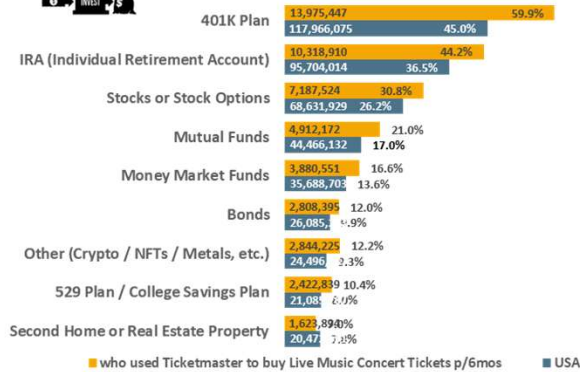




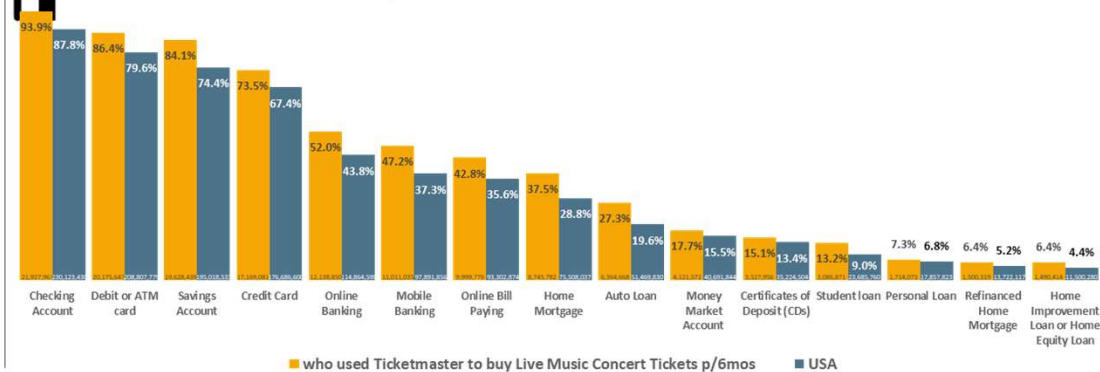
8.9% or 23,344,239 of USA DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets... Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 33.1% more likely to have a 401K, 38.9% more likely to have an Auto Loan, 33.2% more likely to Invest/Trade Stocks Online, .3% more likely to pay with their Debit Card.



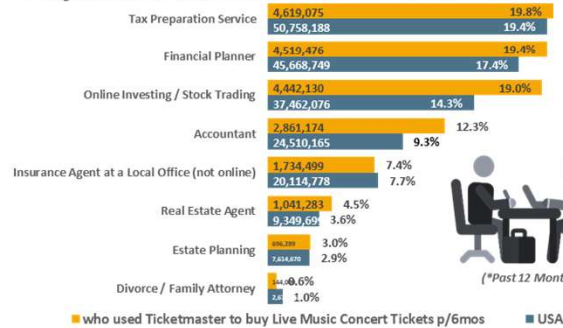
### Investments Owned: Adults 18 or older



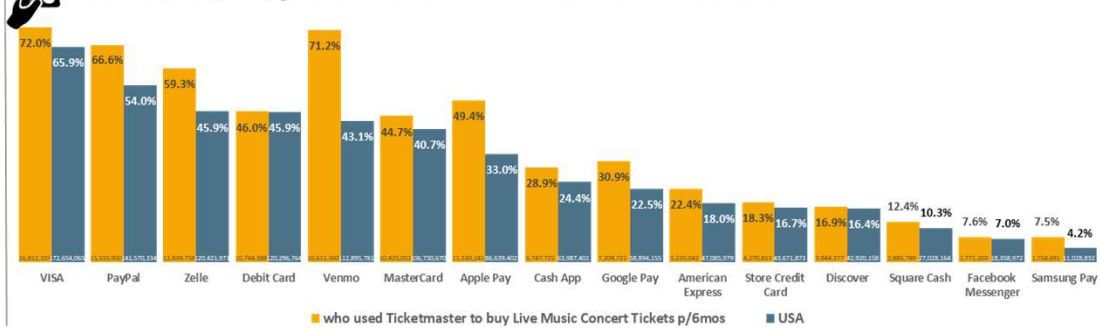
### Financial Services Has and/or Uses: Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,226  
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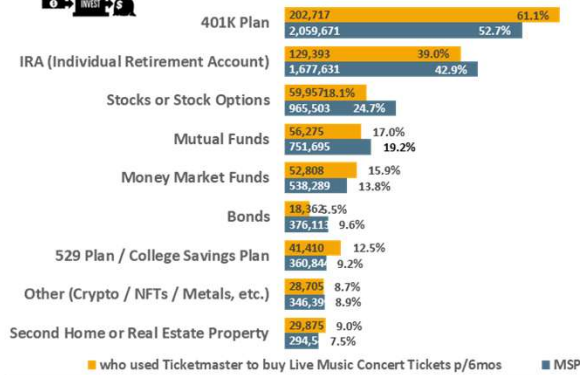
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



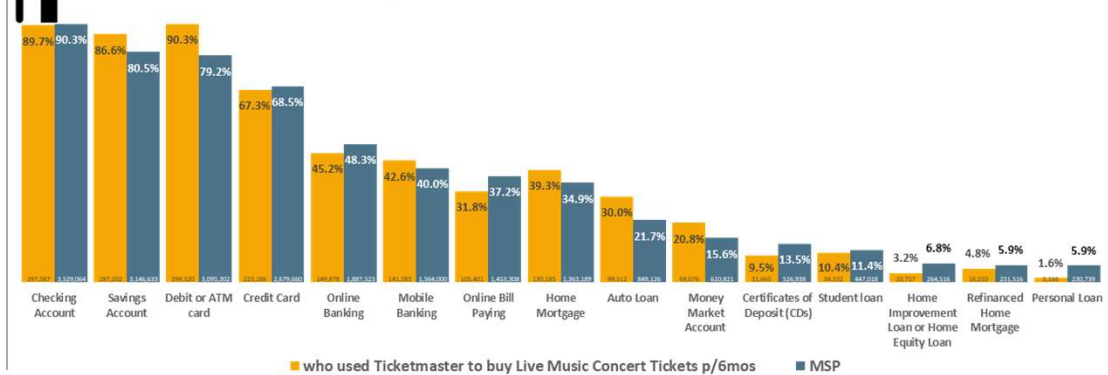
8.5% or 331,594 of MSP DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 16.1% more likely to have a 401K, 38.2% more likely to have an Auto Loan, 30.4% less likely to Invest/Trade Stocks Online, 9.4% more likely to pay with their Debit Card.



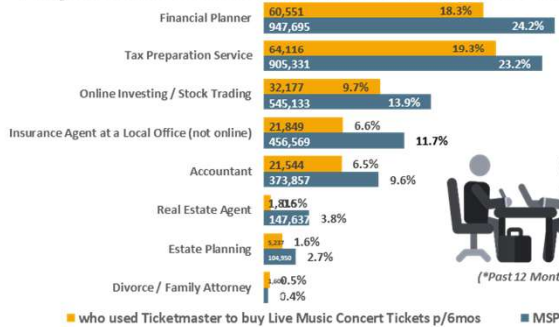
### Investments Owned: Adults 18 or older



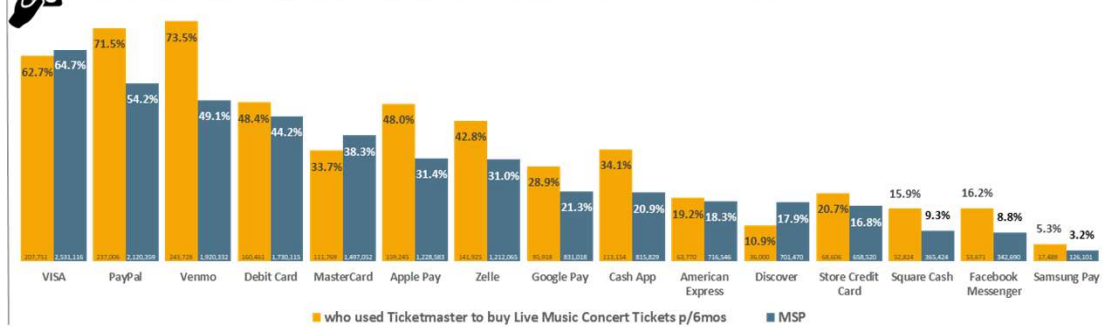
### Financial Services Has and/or Uses: Adults 18 or older



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



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

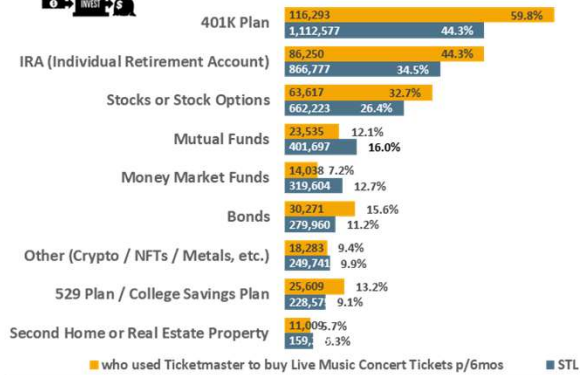




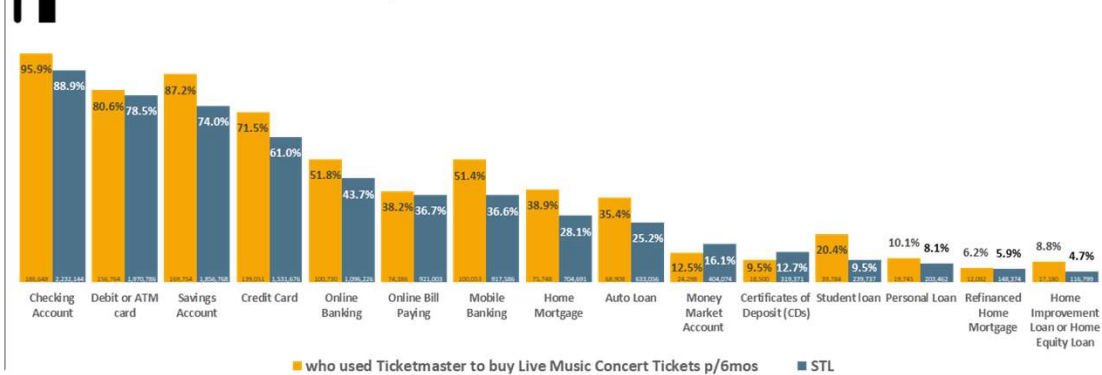
7.8% or 194,612 of STL DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 34.8% more likely to have a 401K, 40.4% more likely to have an Auto Loan, .2% less likely to Invest/Trade Stocks Online, 27.8% less likely to pay with their Debit Card.



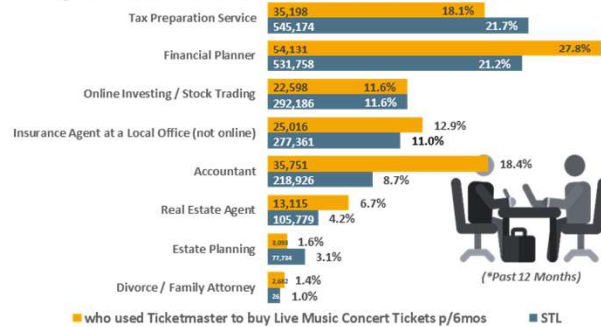
### Investments Owned: Adults 18 or older



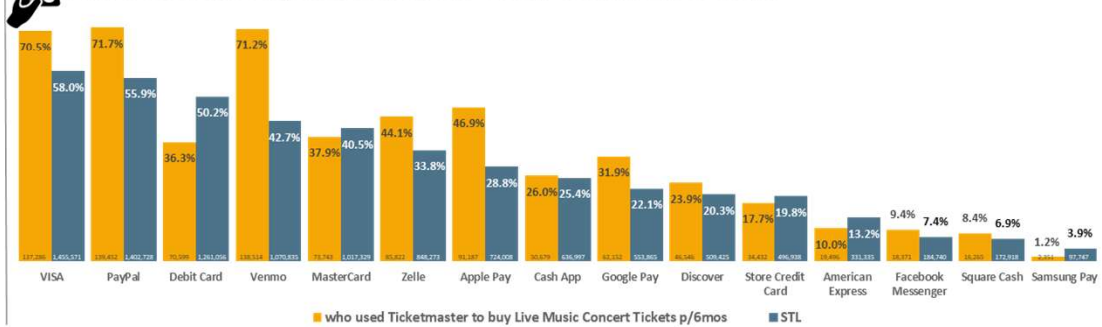
### Financial Services Has and/or Uses: Adults 18 or older



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



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

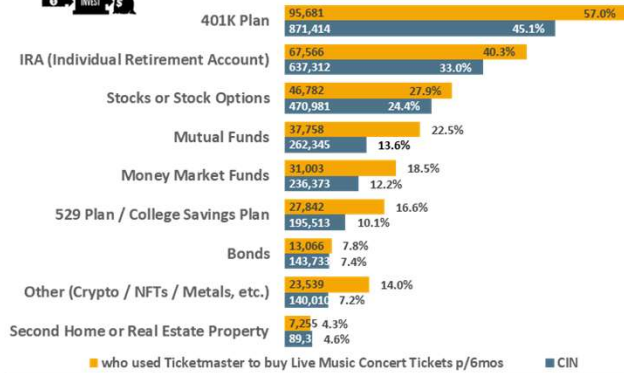




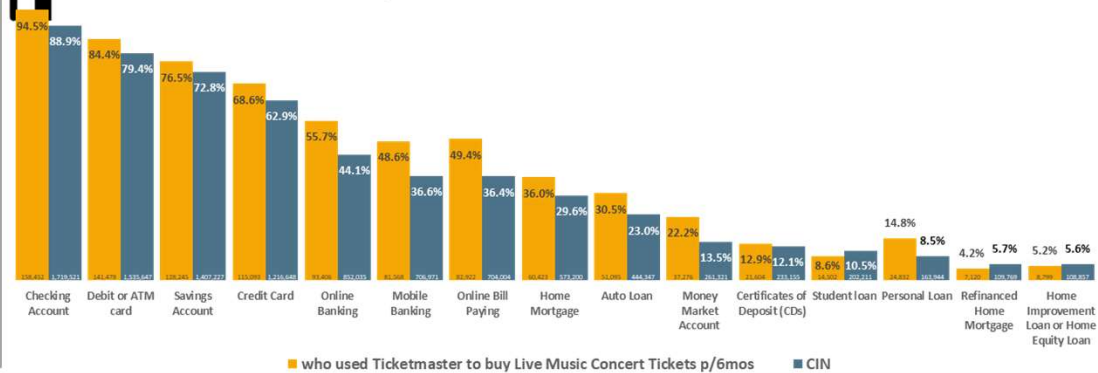
8.7% or 167,718 of CIN DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 26.6% more likely to have a 401K, 32.6% more likely to have an Auto Loan, 69.9% more likely to Invest/Trade Stocks Online, 4.6% less likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



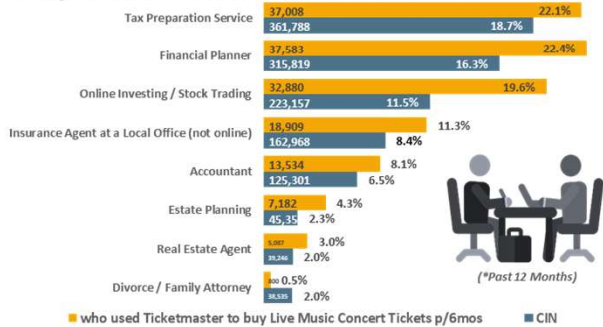
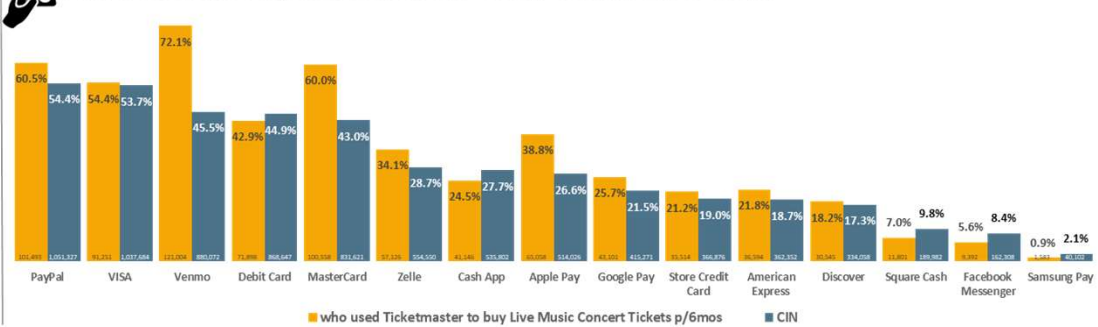
### Financial Services Has and/or Uses: Adults 18 or older



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



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



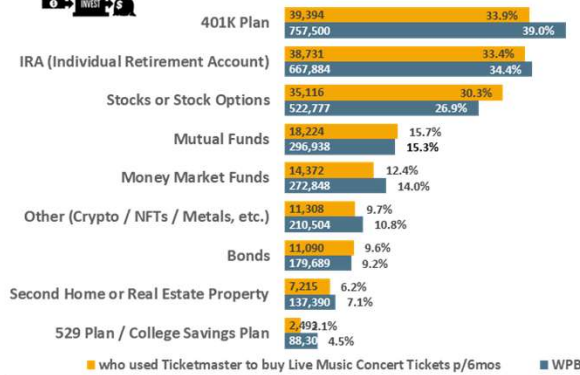




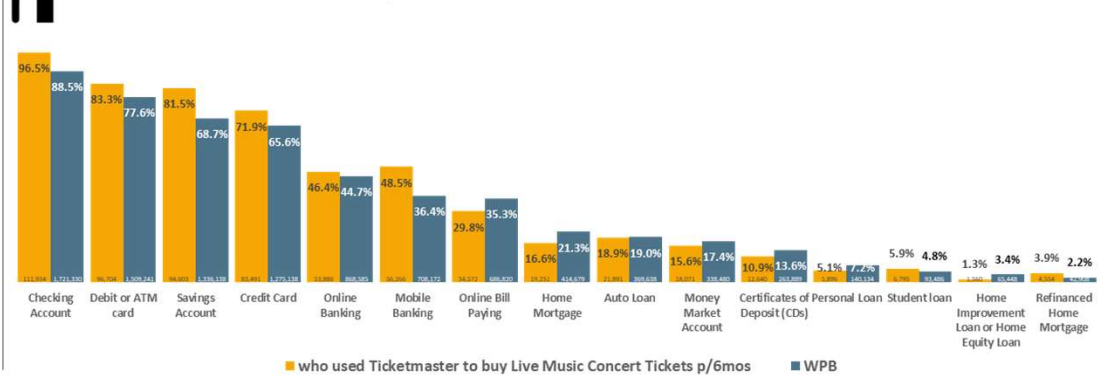
6.0% or 116,050 of WPB DMA Adults 18 or older used Ticketmaster to buy Live Music Concert Tickets p/6mos. Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos are 12.9% less likely to have a 401K, .8% less likely to have an Auto Loan, 5.6% more likely to Invest/Trade Stocks Online, 7.9% more likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



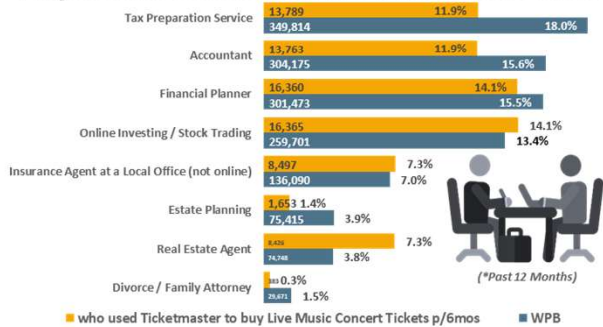
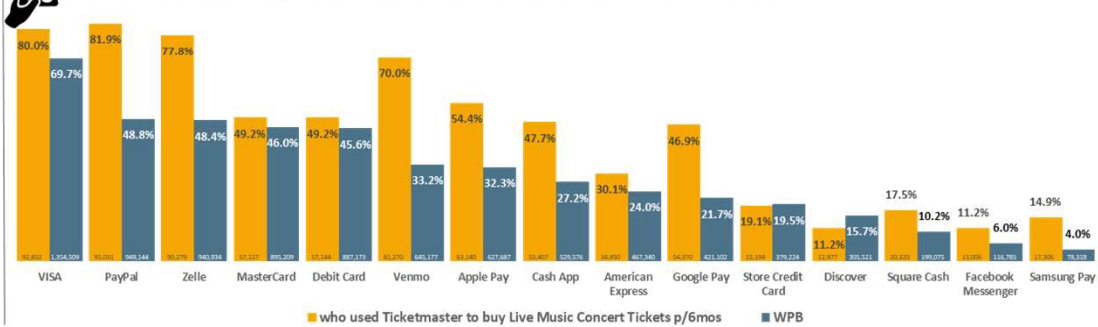
### Financial Services Has and/or Uses: Adults 18 or older



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

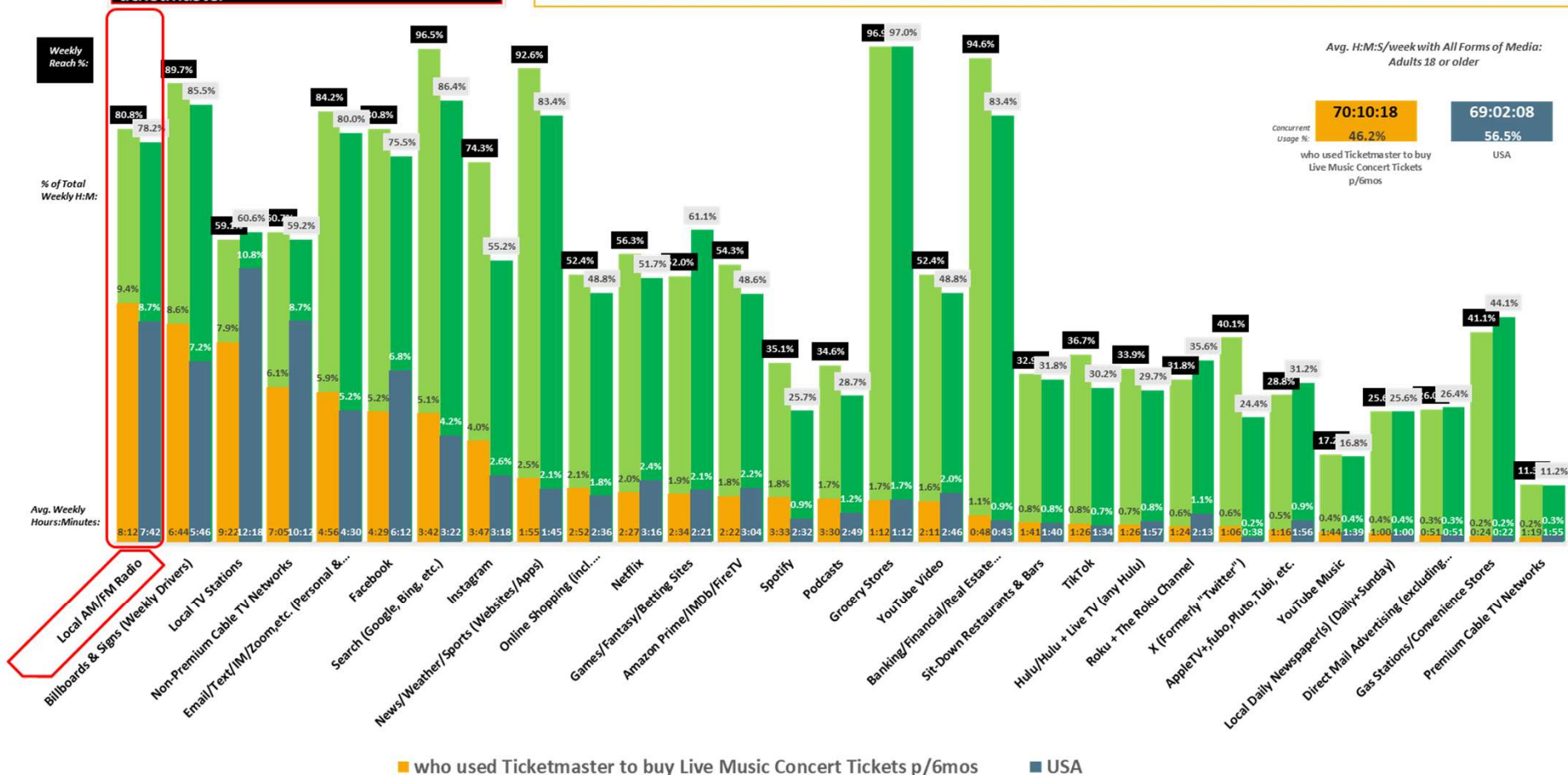


### Past 3-Months Payment Methods Used: Adults 18 or older





Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 2 days, 22 hours, 10 minutes and 18 seconds each week with All Forms of Media.  
 80.8% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an avg. of 8 hours and 12 minutes each week listening to All Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.

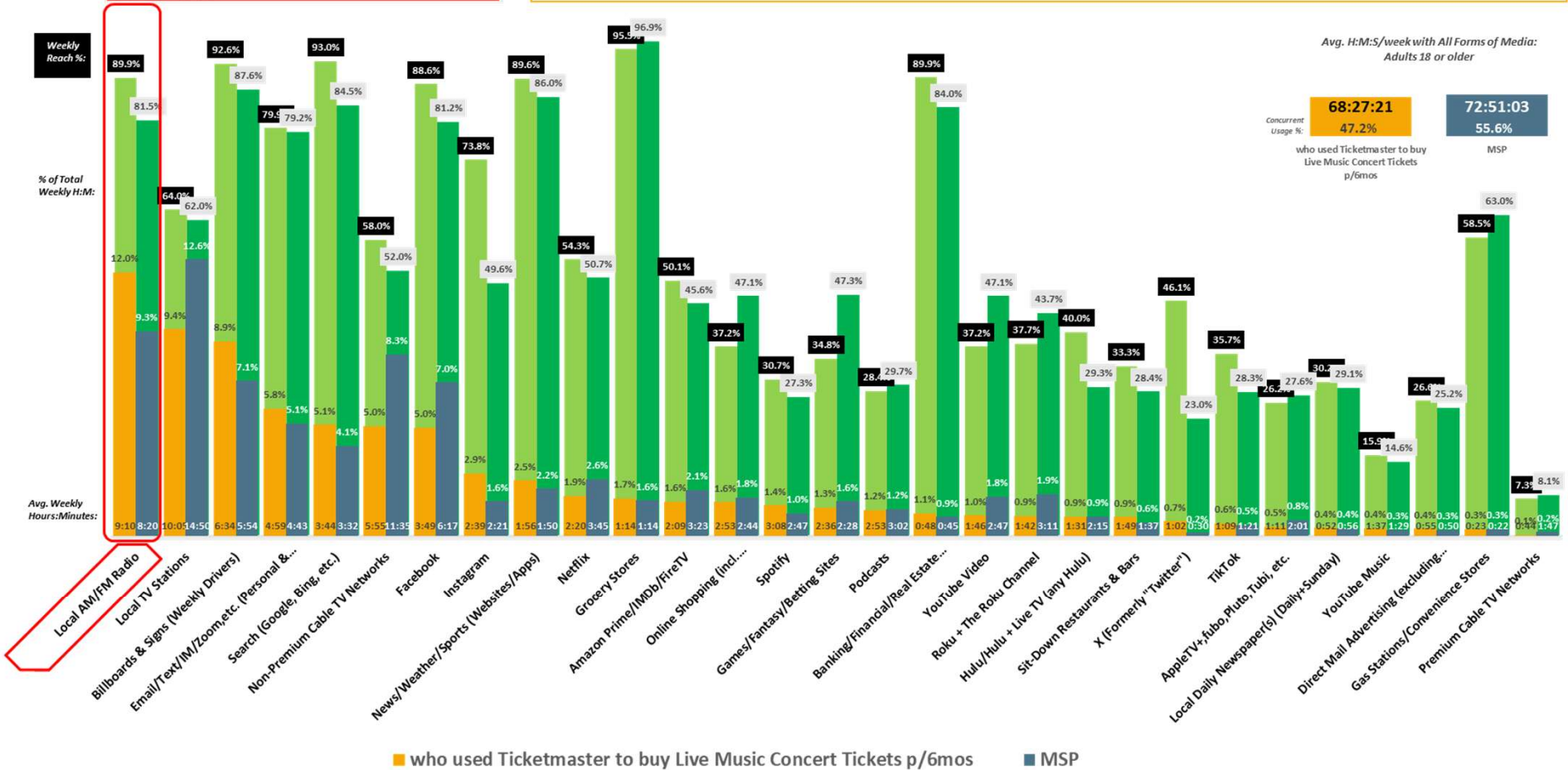


Avg. H:M:S/week with All Forms of Media: Adults 18 or older

Concurrent Usage %: 46.2% (Ticketmaster users) vs 56.5% (USA)

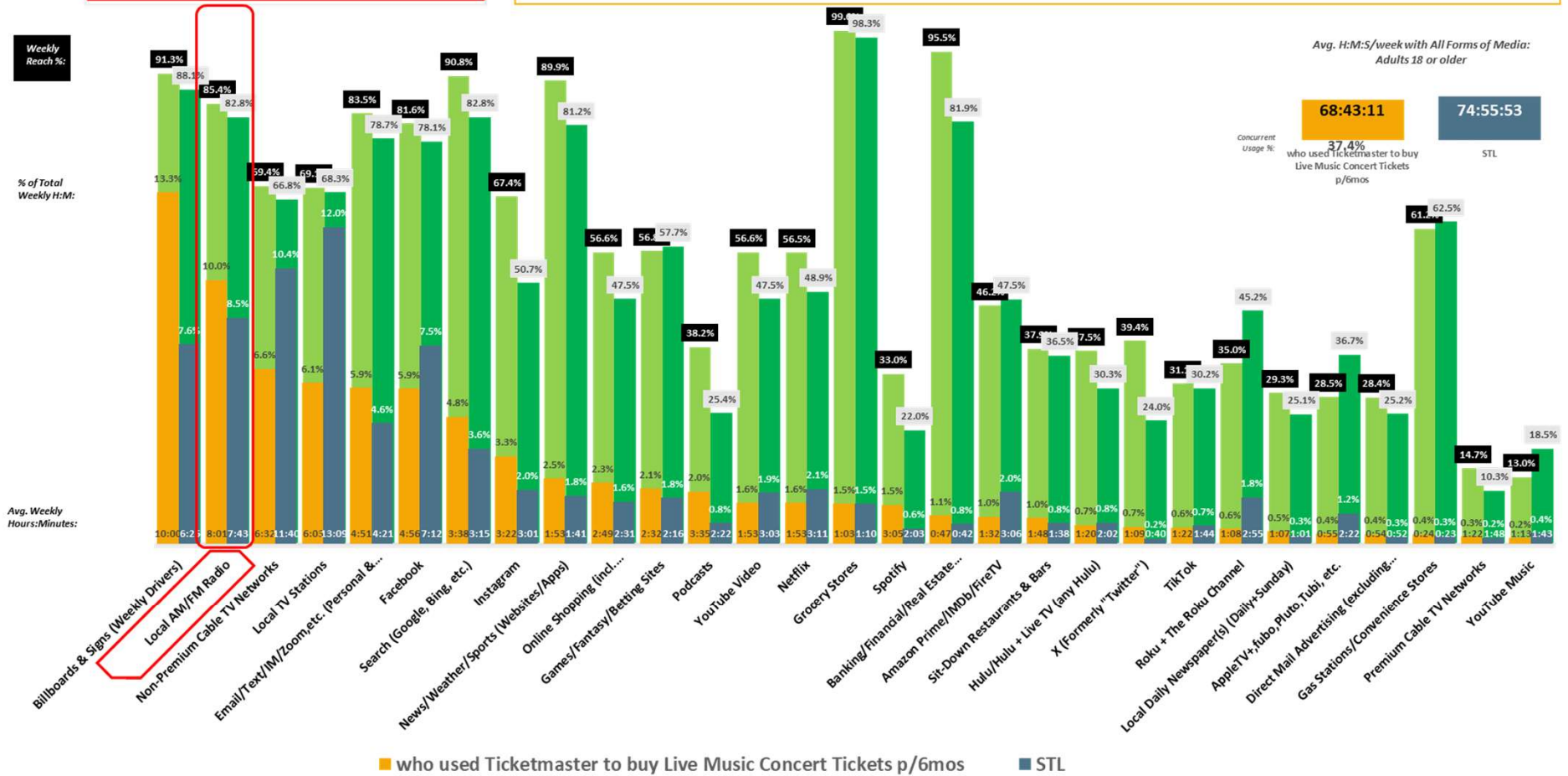


Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 2 days, 20 hours, 27 minutes and 21 seconds each week with All Forms of Media.  
 89.9% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an avg. of 9 hours and 10 minutes each week listening to All Local AM/FM Radio, representing 12.0% of total time spent with all forms of Media.





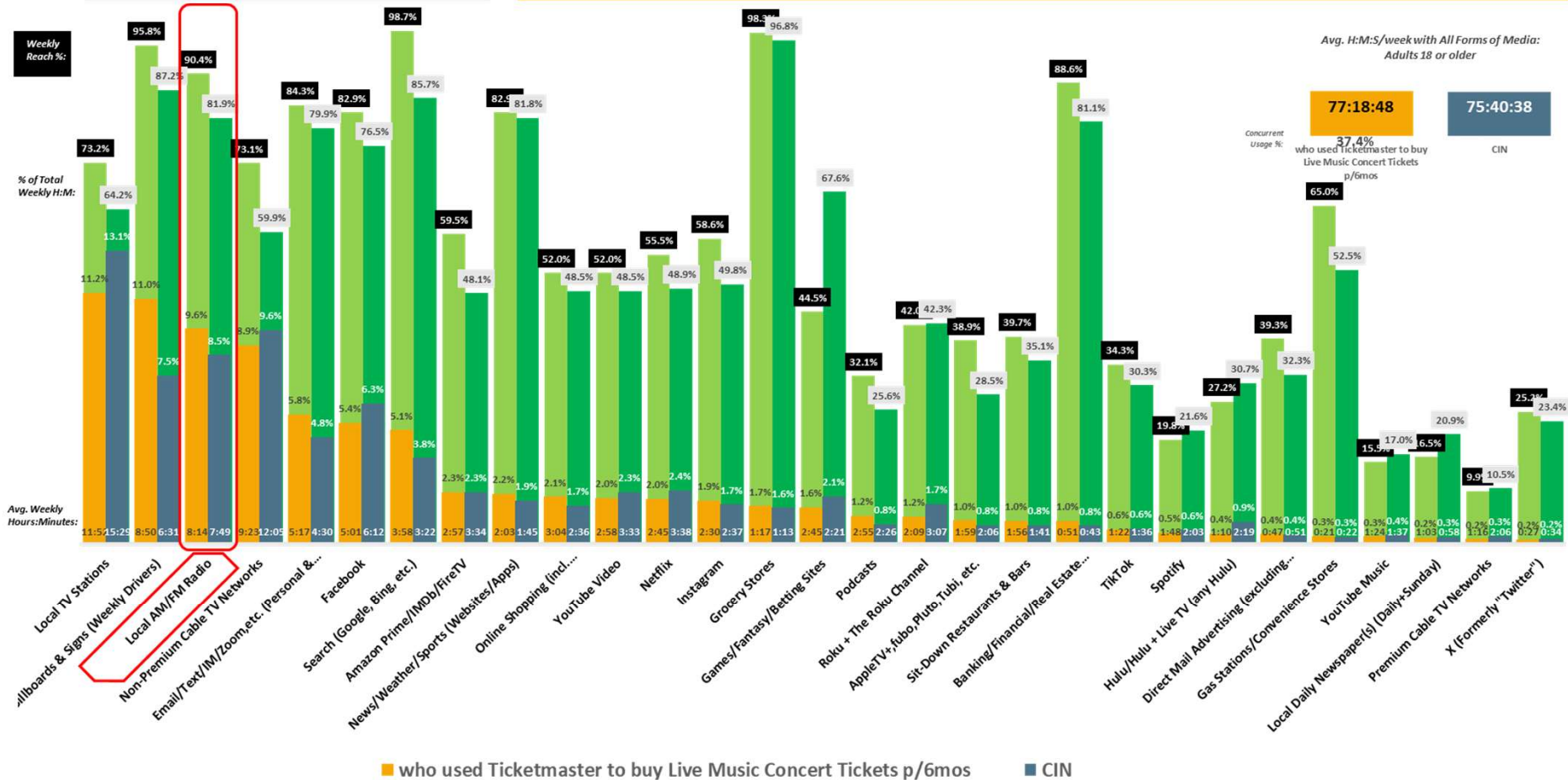
Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 2 days, 20 hours, 43 minutes and 11 seconds each week with All Forms of Media.  
85.4% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an avg. of 8 hours and 1 minutes each week listening to All Local AM/FM Radio, representing 10.0% of total time spent with all forms of Media.





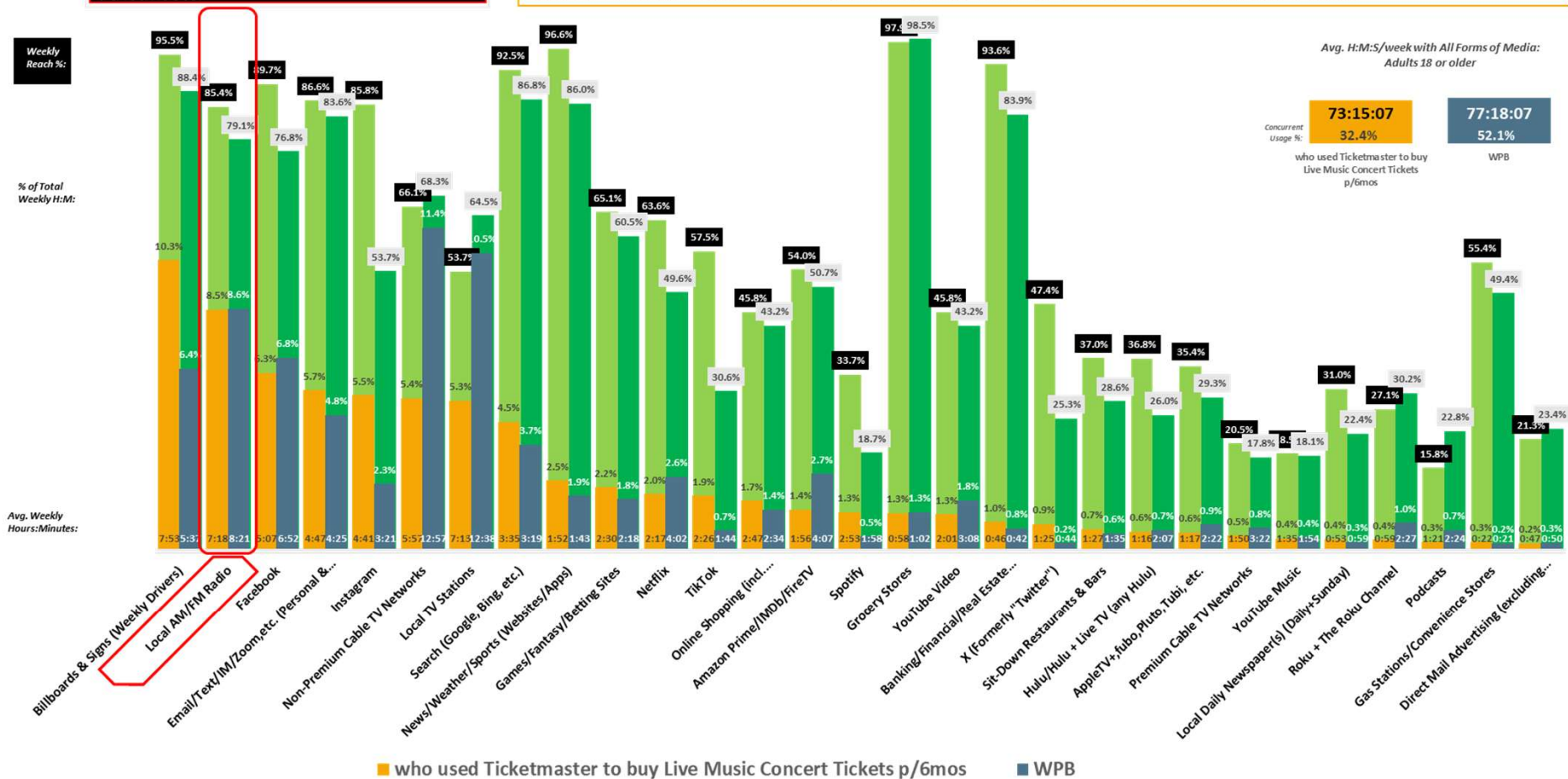


Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 3 days, 5 hours, 18 minutes and 48 seconds each week with All Forms of Media.  
 90.4% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an avg. of 8 hours and 14 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.



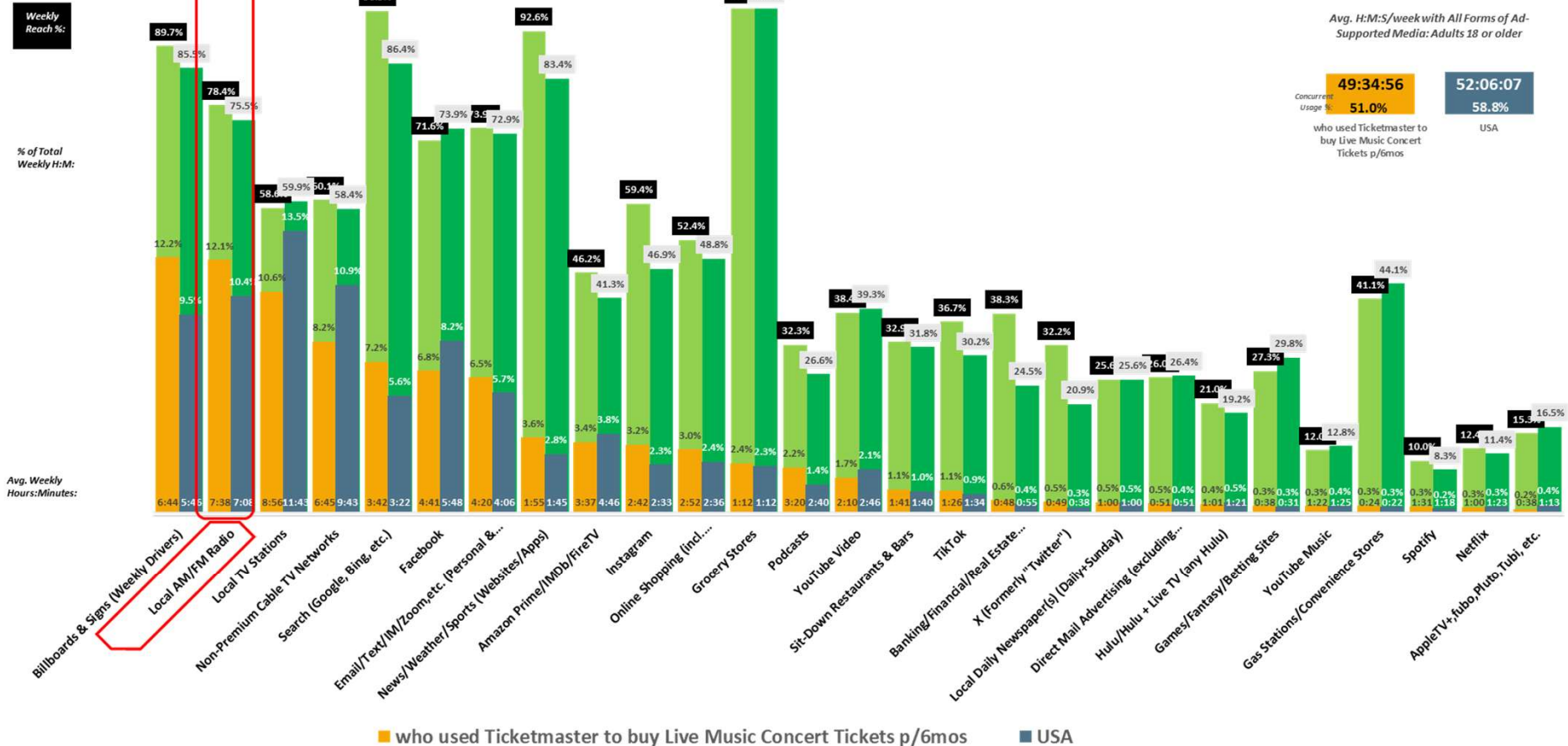


Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 3 days, 1 hour, 15 minutes and 7 seconds each week with All Forms of Media.  
 85.4% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an avg. of 7 hours and 18 minutes each week listening to All Local AM/FM Radio, representing 8.5% of total time spent with all forms of Media.



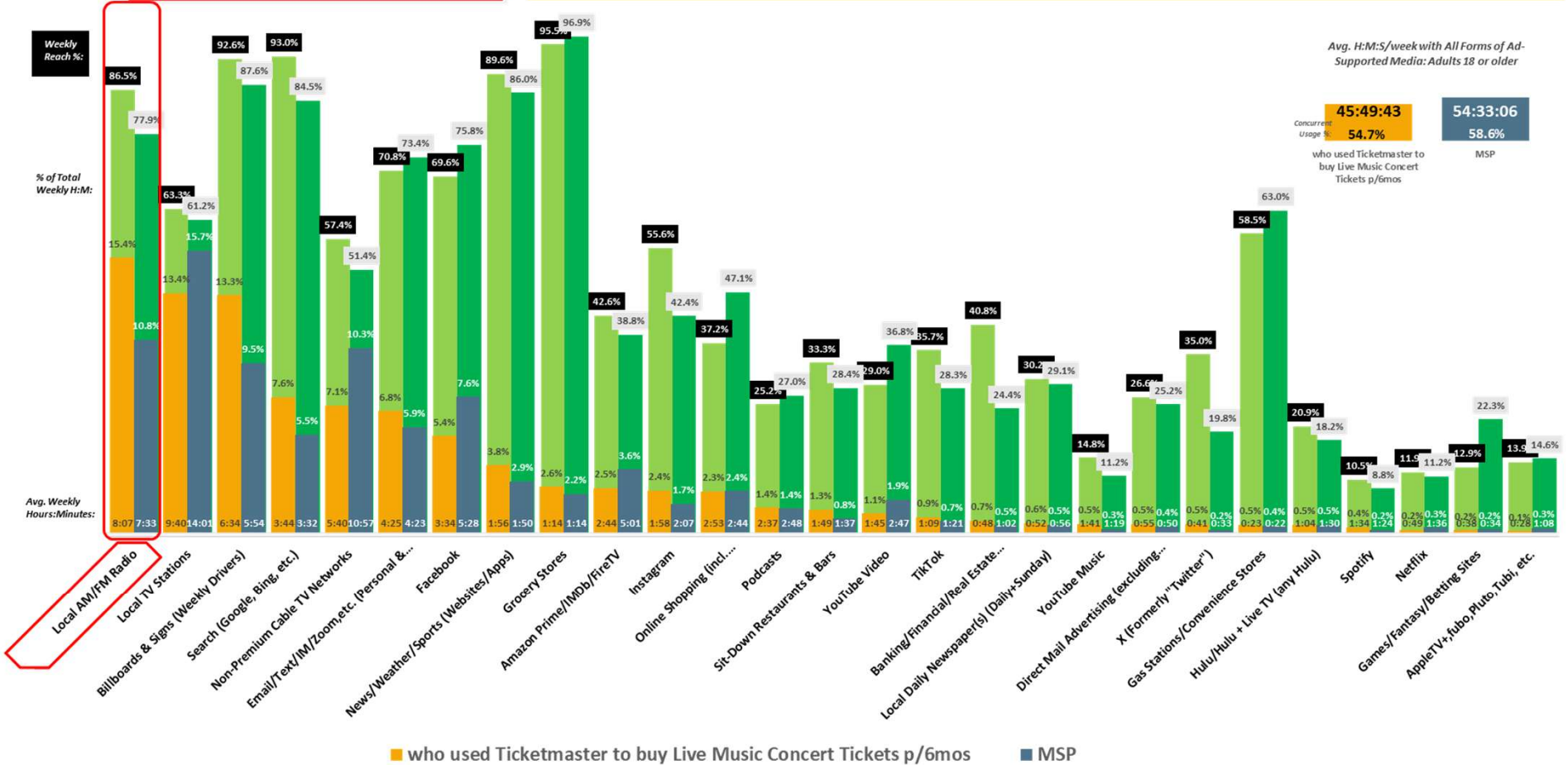


Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 2 days, 1 hour, 34 minutes and 56 seconds each week with All Forms of Ad-Supported Media.  
 78.4% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an avg. of 7 hours and 38 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.1% of total time spent with all forms of Ad-Supported





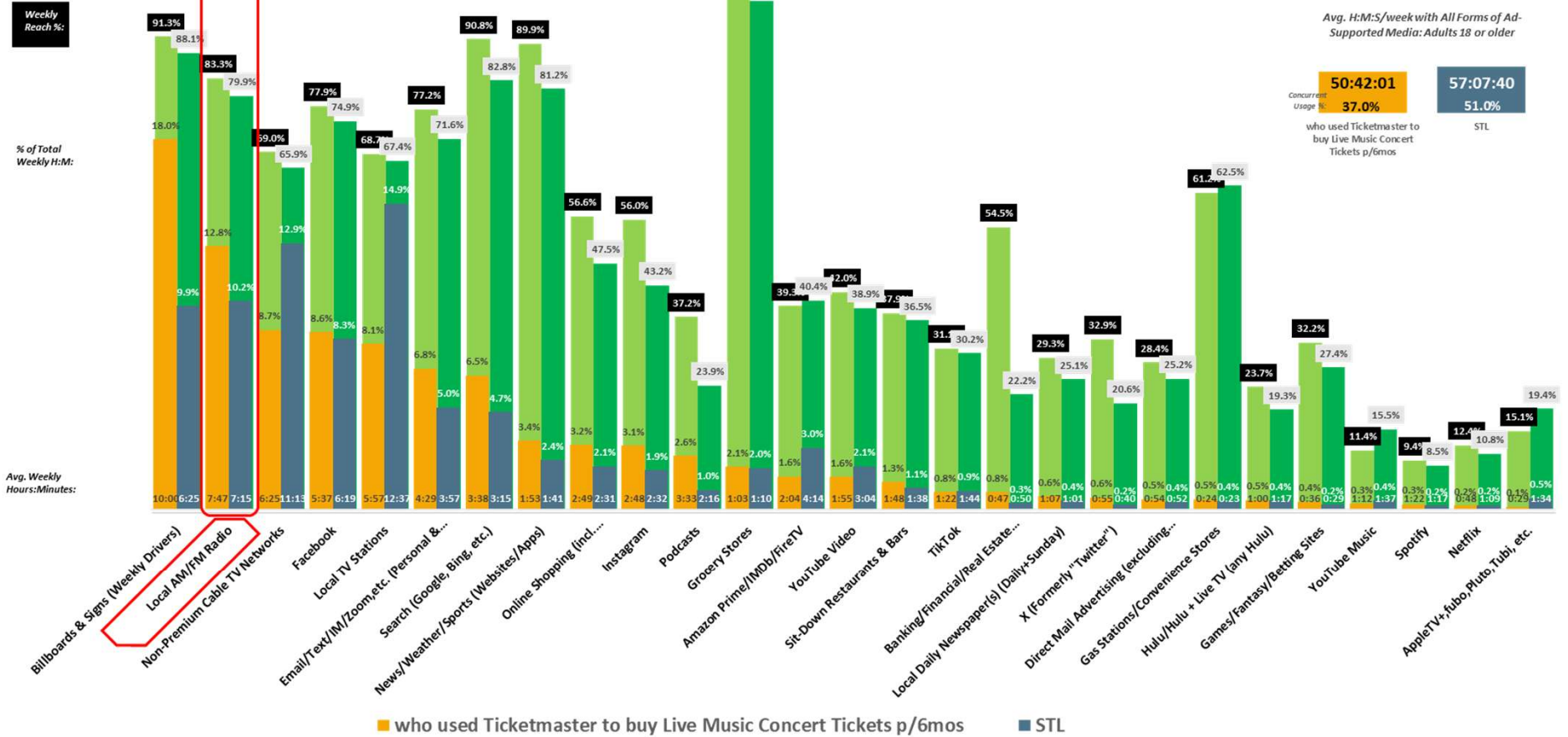
Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 1 days, 21 hours, 49 minutes and 43 seconds each week with All Forms of Ad-Supported Media.  
86.5% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an avg. of 8 hours and 7 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.4% of total time spent with all forms of Ad-Supported





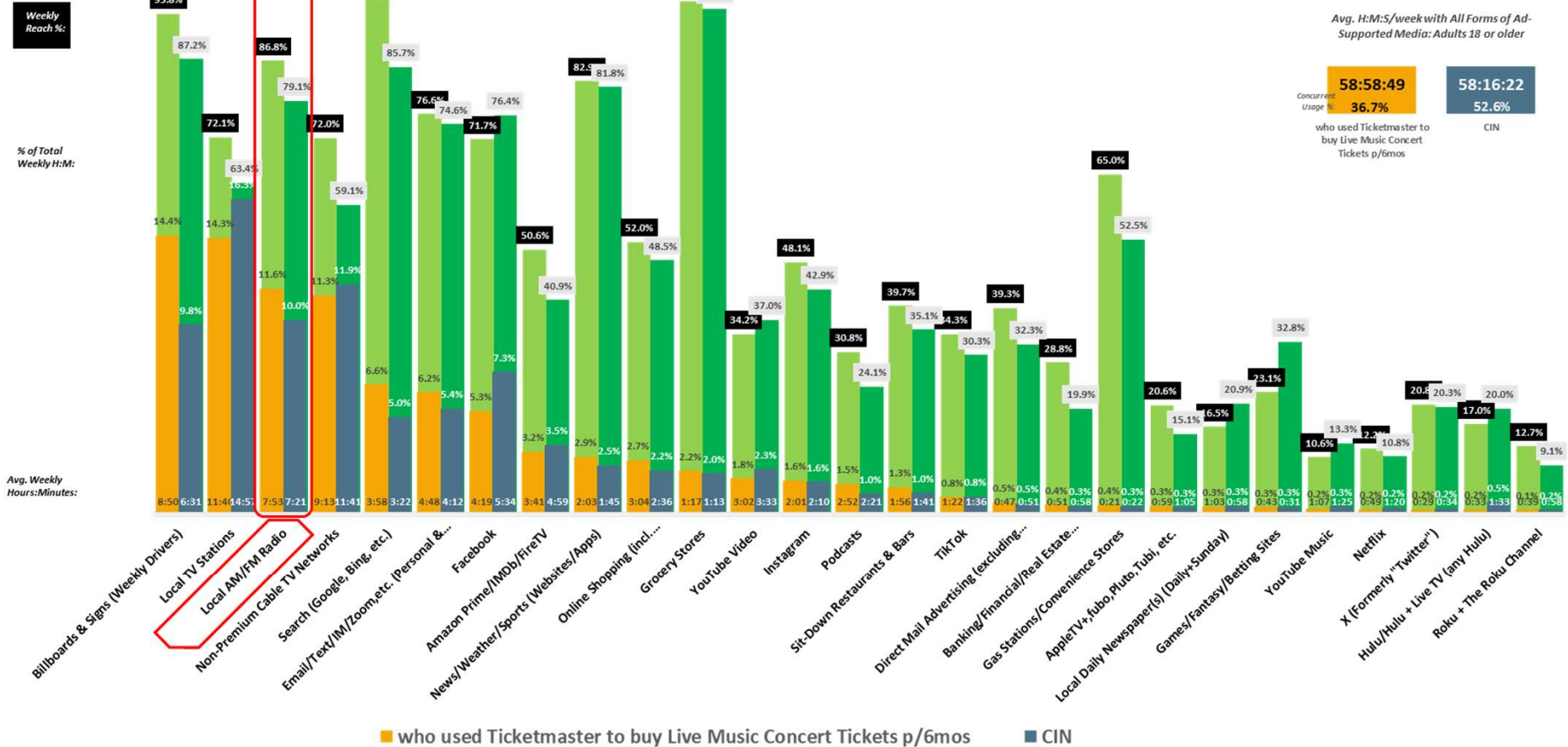


Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 2 days, 2 hours, 42 minutes and 1 seconds each week with All Forms of Ad-Supported Media.  
 83.3% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an avg. of 7 hours and 47 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.8% of total time spent with all forms of Ad-Supported



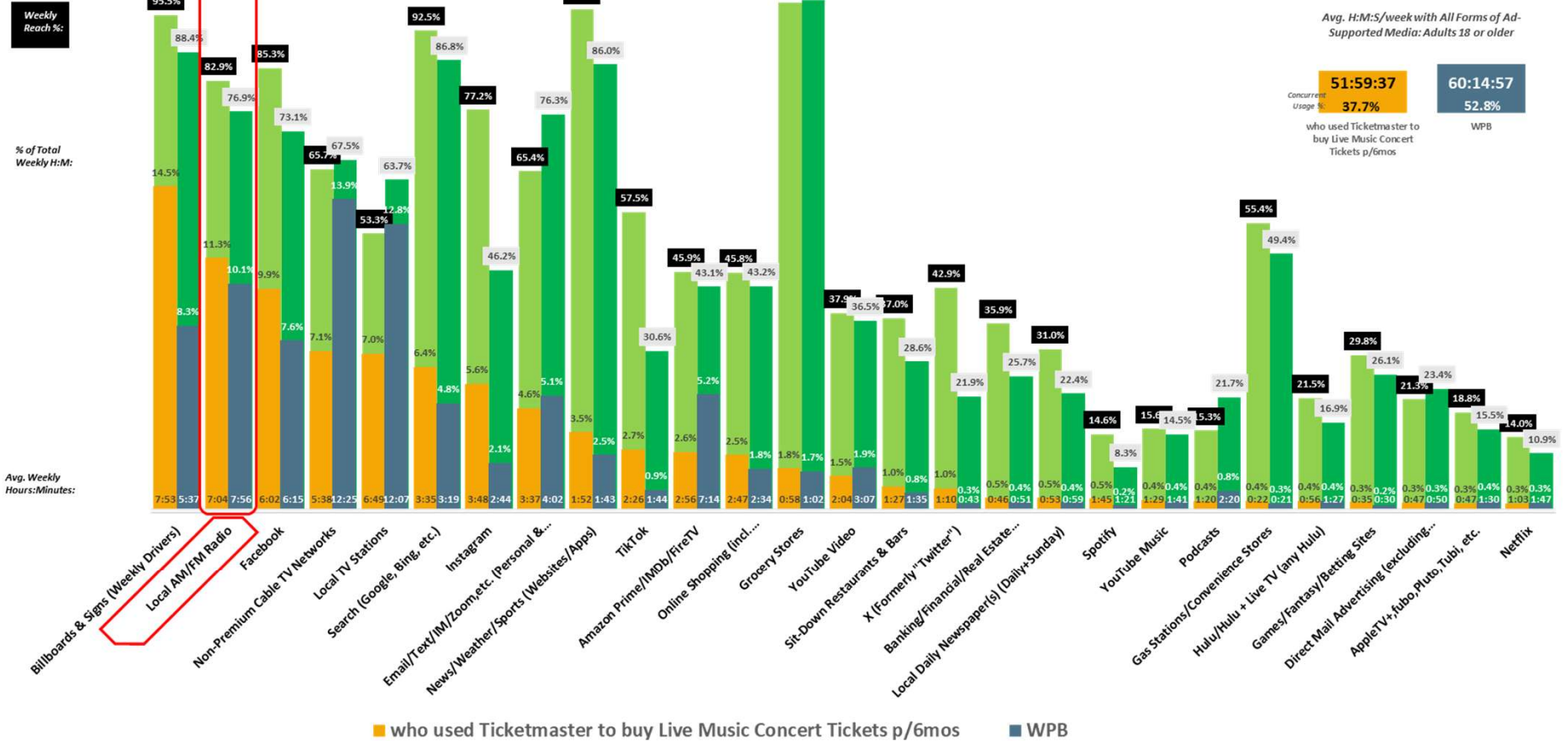


Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 2 days, 10 hours, 58 minutes and 49 seconds each week with All Forms of Ad-Supported Media.  
 86.8% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an avg. of 7 hours and 53 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.6% of total time spent with all forms of Ad-Supported





Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 2 days, 3 hours, 59 minutes and 37 seconds each week with All Forms of Ad-Supported Media.  
 82.9% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an avg. of 7 hours and 4 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.3% of total time spent with all forms of Ad-Supported

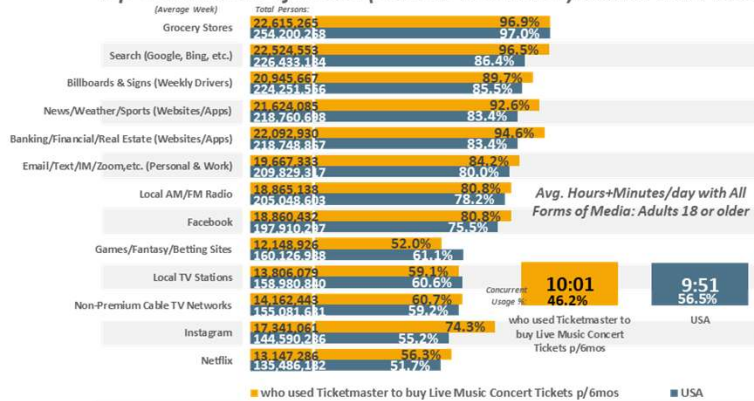




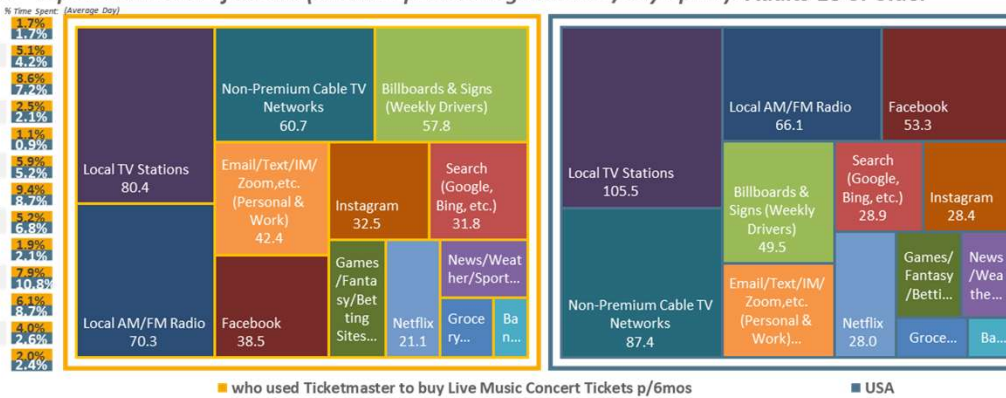


Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 7 hours and 4 minutes each day with All Forms of Ad-Supported Media. 78.4% listen to Local AM/FM Radio for an avg. of 65.6 minutes/day.(Local Radio delivers 12.1% of Time with Ad-Supported Media.)

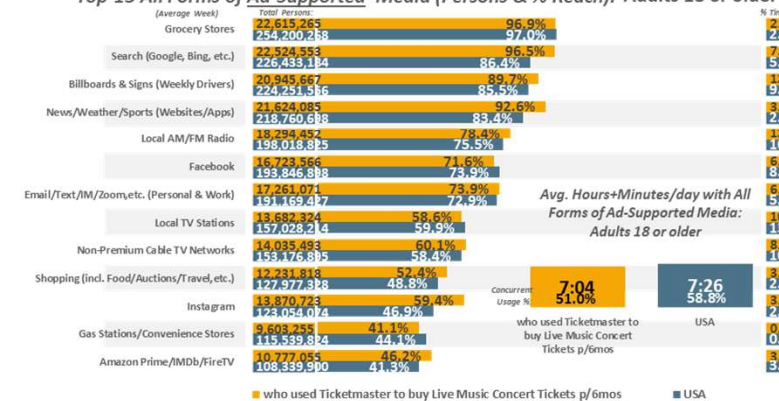
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



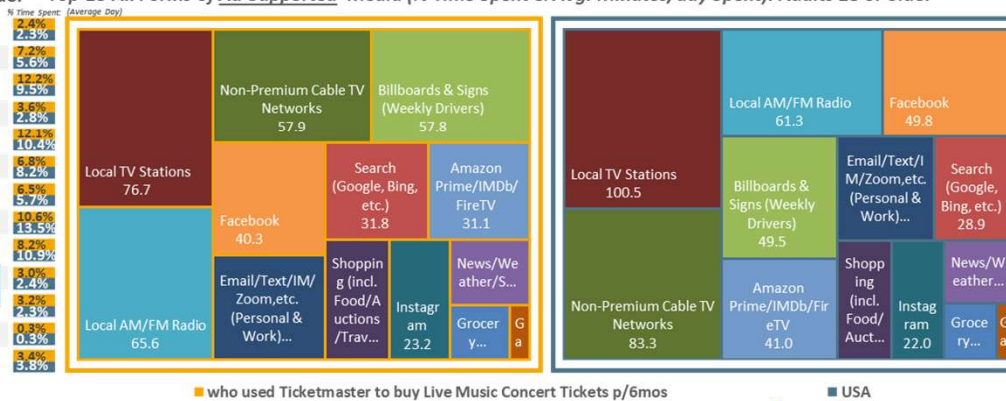
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

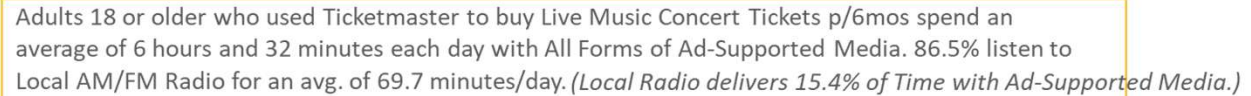


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[(Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets)]

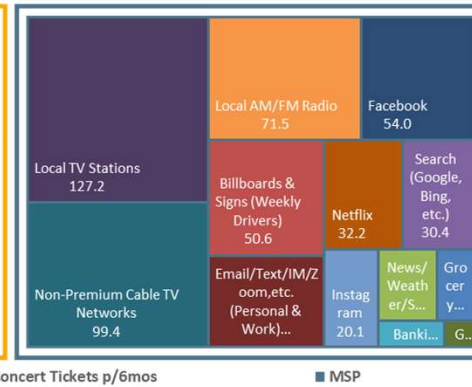




(Average Week)	Total Persons:	who used Ticketmaster to buy Live Music Concert Tickets p/6mos	MSP
Grocery Stores	316,523 \$2,012,031	95.5%	96.6%
Boards & Signs (Weekly Drivers)	307,042 \$4,253,117	92.6%	87.6%
Leather/Sports (Websites/Apps)	297,193 \$1,151,651	89.6%	86.0%
Search (Google, Bing, etc.)	308,528 \$1,074,371	93.0%	84.5%
Real Estate (Websites/Apps)	298,187 \$2,136,269	89.9%	82.10%
Local AM/FM Radio	297,978 \$3,136,045	89.9%	81.55%
Facebook	293,665 \$1,215,853	88.6%	81.14%
W/Zoom,etc. (Personal & Work)	265,064 \$3,027,123	79.9%	79.9%
Gas Stations/Convenience Stores	194,092 \$2,451,409	58.5%	58.0%
Local TV Stations	212,250 \$2,222,331	64.0%	57.40%
Non-Premium Cable TV Networks	192,442 \$4,053,020	58.0%	52.0%
Netflix	179,957 \$1,931,880	54.3%	50.7%
Instagram	244,577 \$1,535,503	73.8%	49.6%

**Avg. Hours+Minutes/day with All Forms of Media: Adults 18 or older**

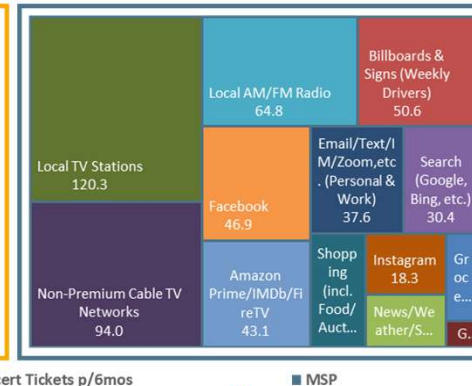
Concurrent Usage %	who used Ticketmaster to buy Live Music Concert Tickets p/6mos	MSP
9:46 47.2%		10:24 55.6%



(Average Week)	Total Persons	who used Ticketmaster to buy Live Music Concert Tickets p/6mos	MSP
Grocery Stores	316,523	95.5%	6:08
Billboards & Signs (Weekly Drivers)	307,042	92.6%	6:42
News/Weather/Sports (Websites/Apps)	297,193	89.6%	6:35
Search (Google, Bing, etc.)	309,528	93.0%	6:37
Local AM/FM Radio	286,977	86.5%	6:05
Text/IM/Zoom,etc. (Personal & Work)	230,914	69.6%	6:52
Gas Stations/Convenience Stores	234,915	70.8%	6:52
Local TV Stations	194,092	58.5%	6:59
Non-Premium Cable TV Networks	210,043	63.3%	6:55
Incl. (incl. Food/Auctions/Travel, etc.)	190,441	57.4%	6:07
Instagram	182,255	37.2%	6:32
Amazon Prime/IMDb/FireTV	184,499	55.6%	6:59

Concurrent Usage %  
 6:32 54.7%  
 7:47 58.6%

who used Ticketmaster to buy Live Music Concert Tickets p/6mos  
 MSP



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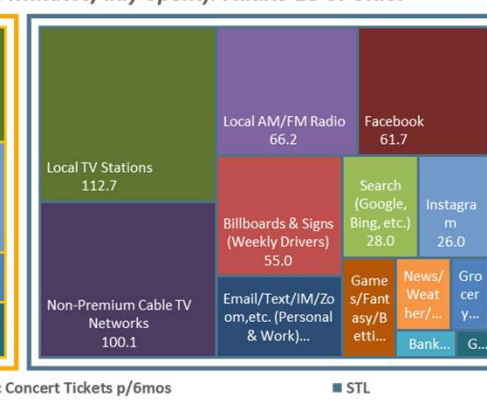
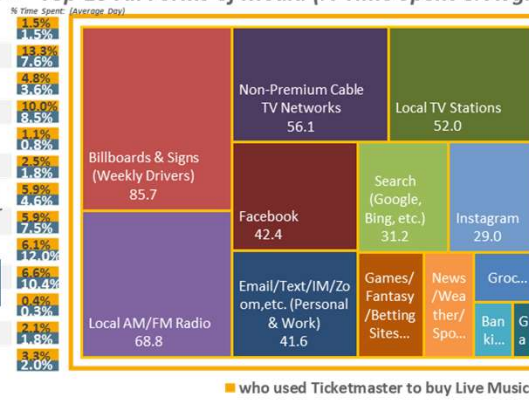
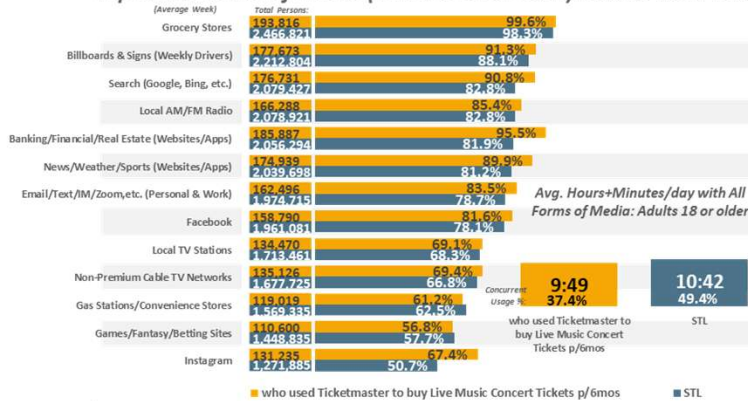
[(Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets)]



Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 7 hours and 14 minutes each day with All Forms of Ad-Supported Media. 83.3% listen to Local AM/FM Radio for an avg. of 66.8 minutes/day. (Local Radio delivers 12.8% of Time with Ad-Supported Media.)

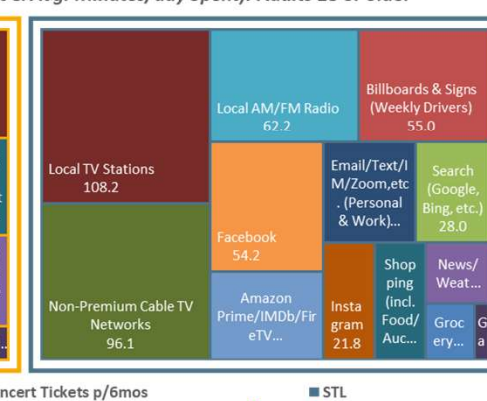
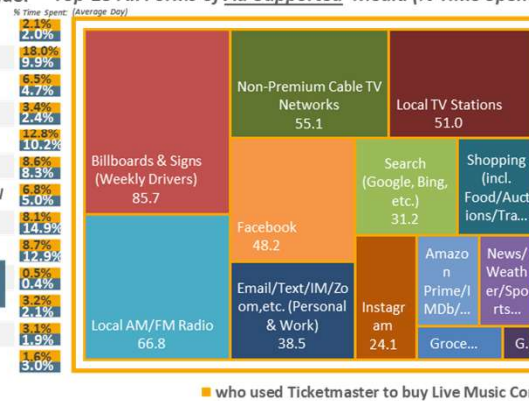
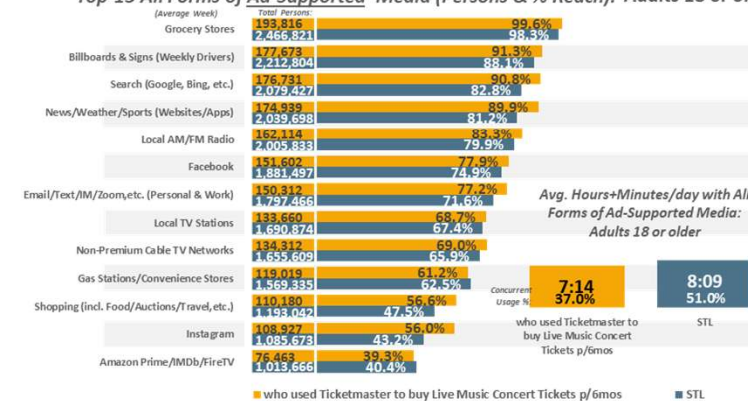
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 166  
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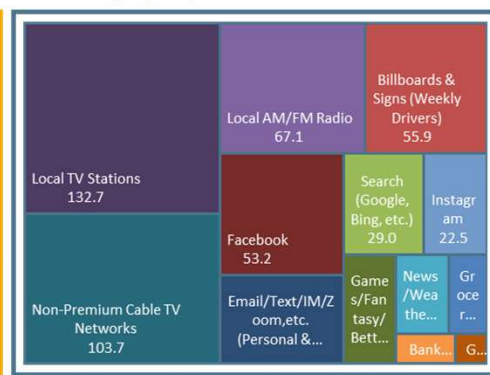
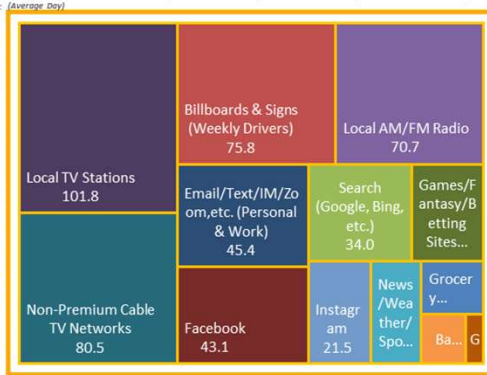
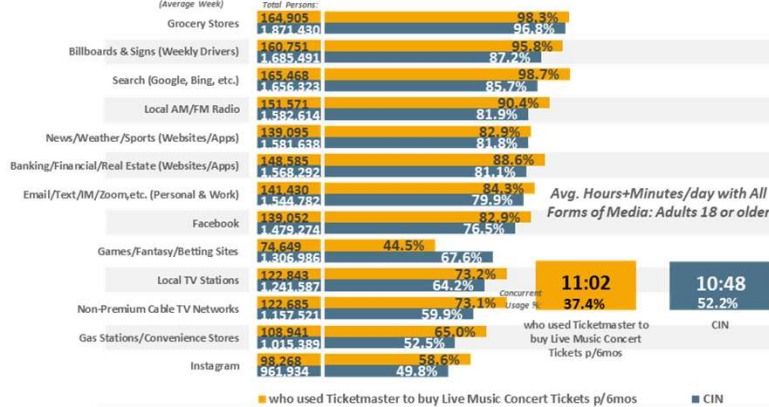




Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 8 hours and 25 minutes each day with All Forms of Ad-Supported Media. 86.8% listen to Local AM/FM Radio for an avg. of 67.7 minutes/day. (Local Radio delivers 11.6% of Time with Ad-Supported Media.)

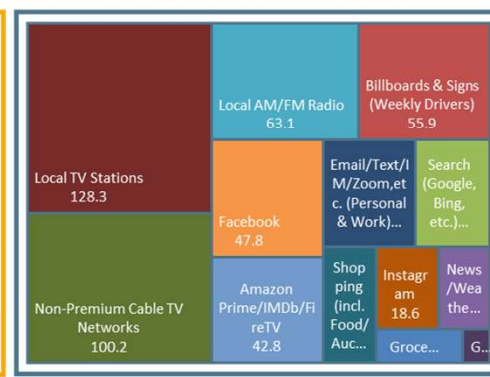
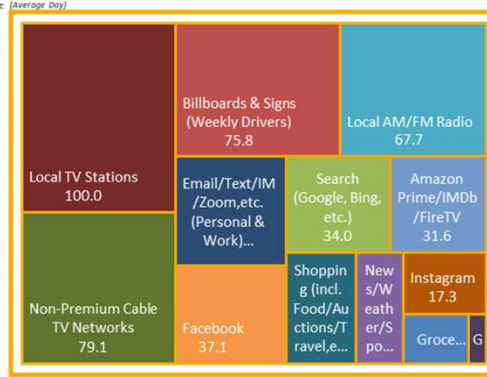
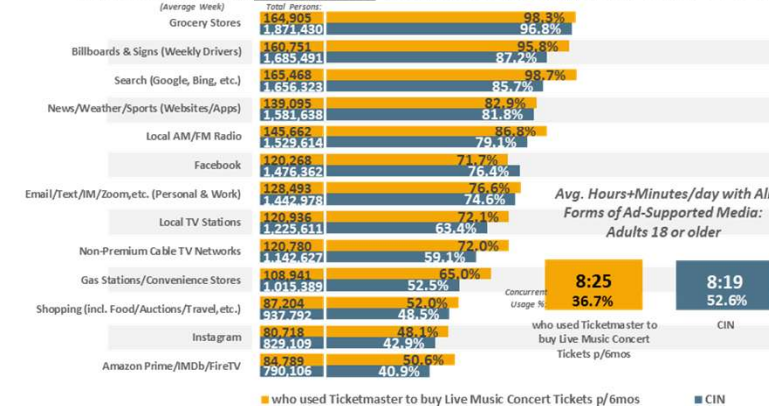
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

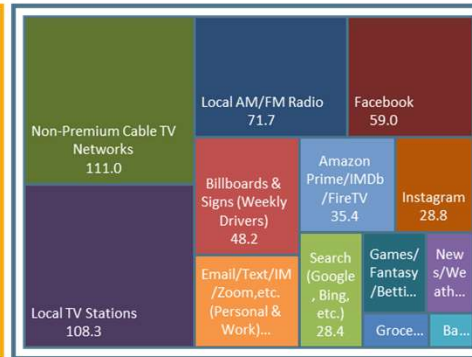
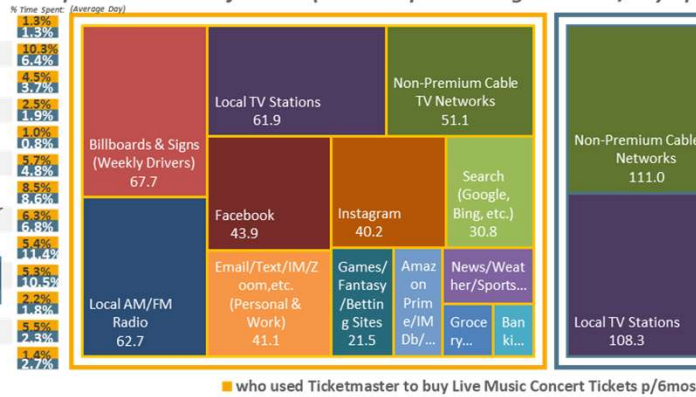
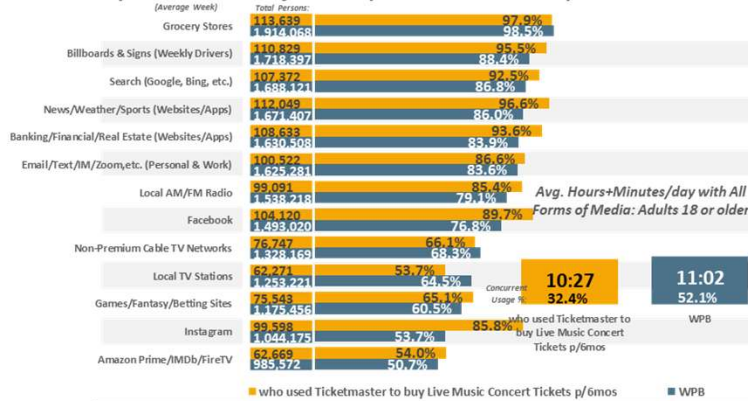
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



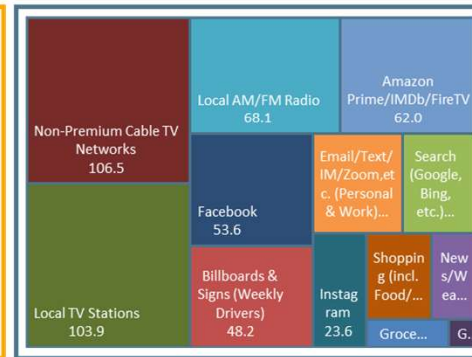
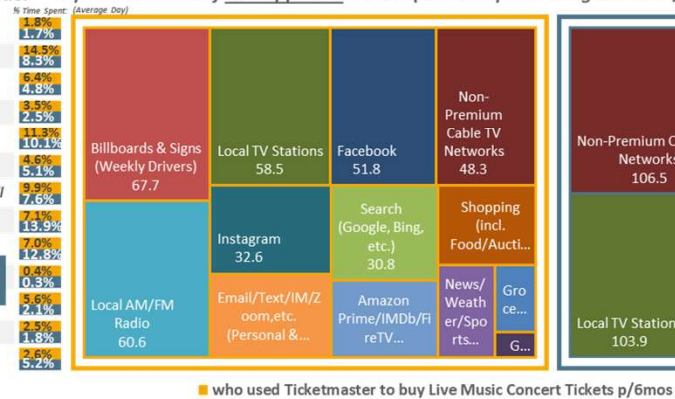
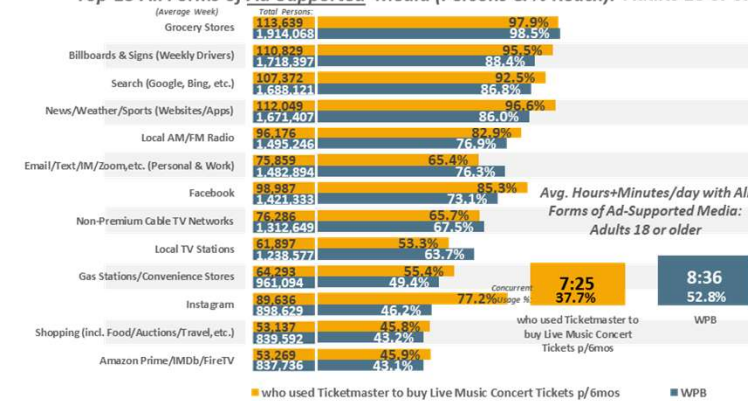


Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 7 hours and 25 minutes each day with All Forms of Ad-Supported Media. 82.9% listen to Local AM/FM Radio for an avg. of 60.6 minutes/day.(Local Radio delivers 11.3% of Time with Ad-Supported Media.)

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



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 163  
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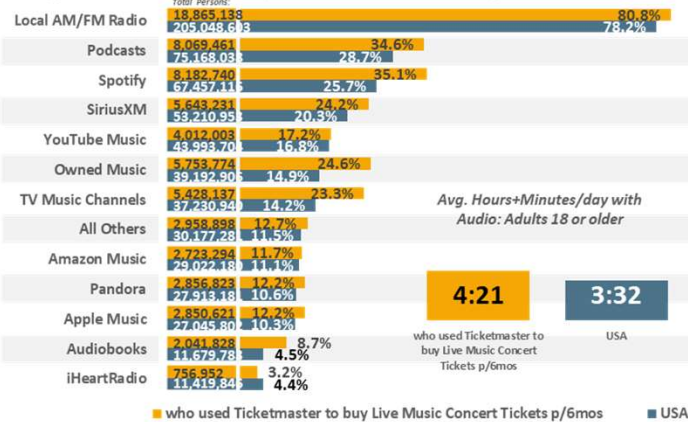
[(Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets)]



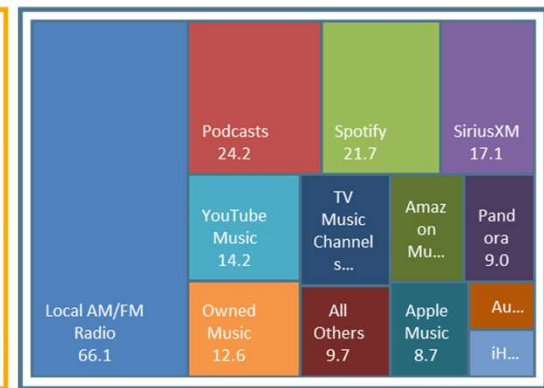
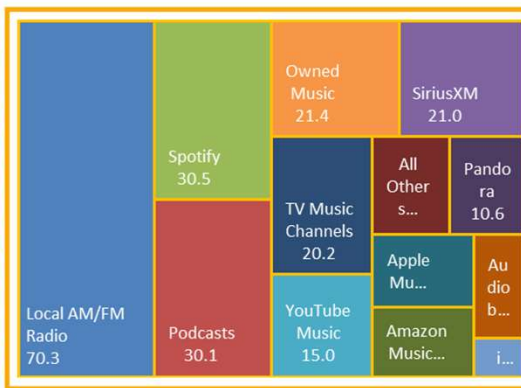


18,294,452 or 78.4% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos listen to Ad-Supported Local AM/FM Radio for an average of 65.6 minutes every day representing 38.9% of all time spent daily with Ad-Supported Audio.

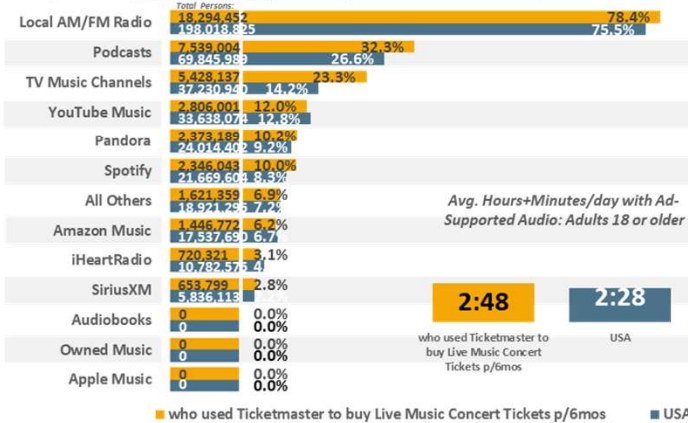
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



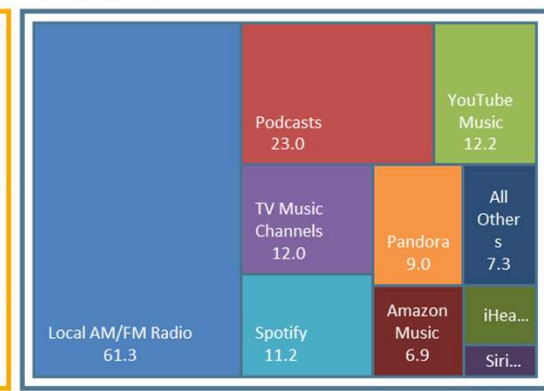
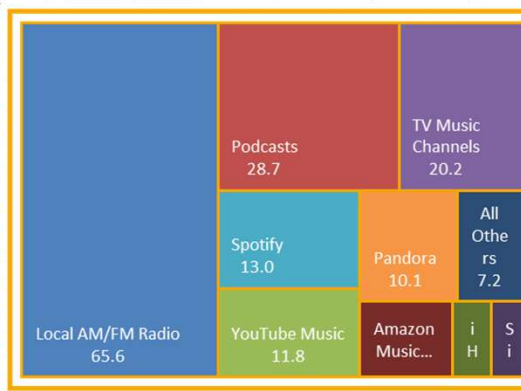
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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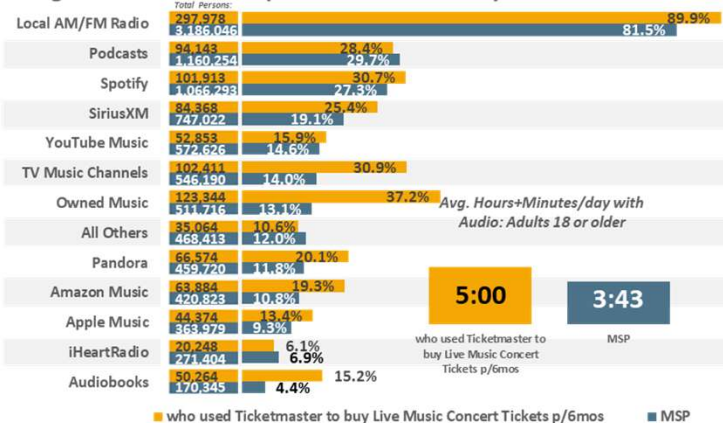
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]

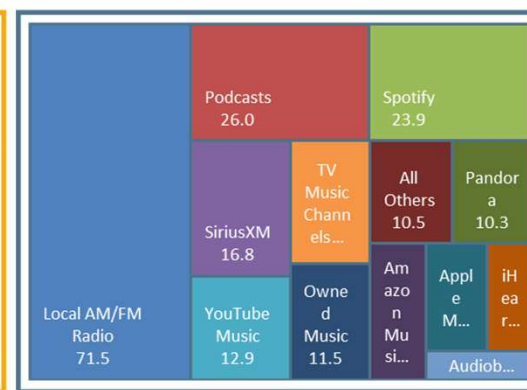
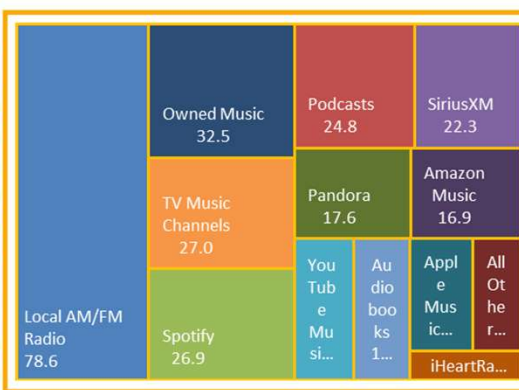


286,977 or 86.5% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos listen to Ad-Supported Local AM/FM Radio for an average of 69.7 minutes every day representing 36.2% of all time spent daily with Ad-Supported Audio.

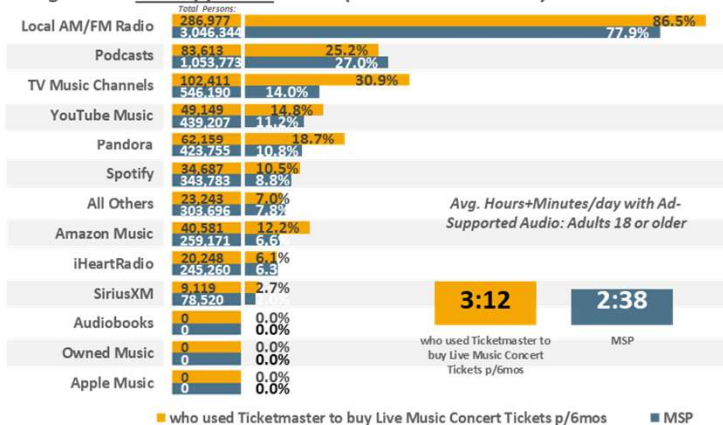
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



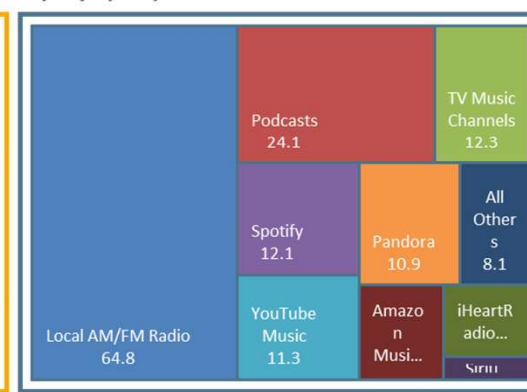
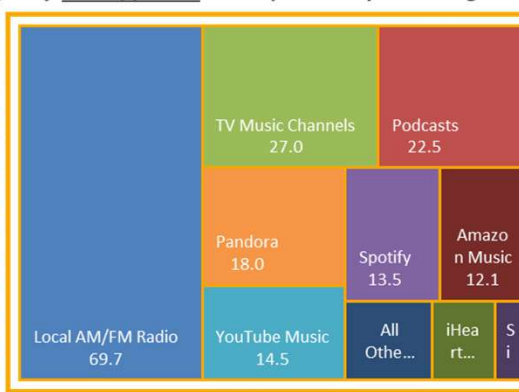
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



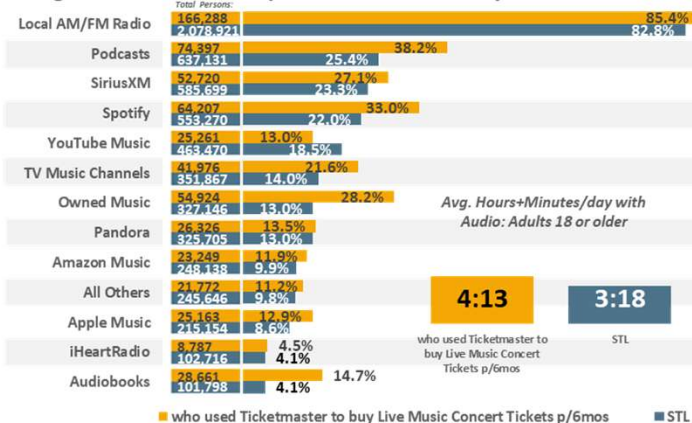
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



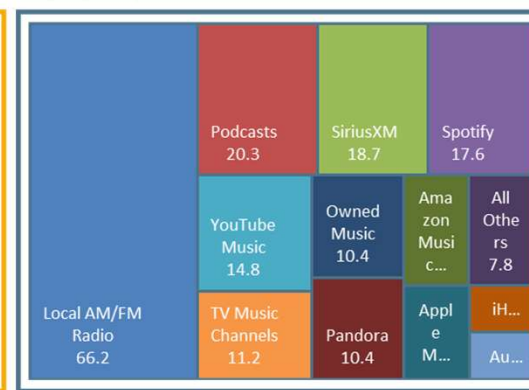
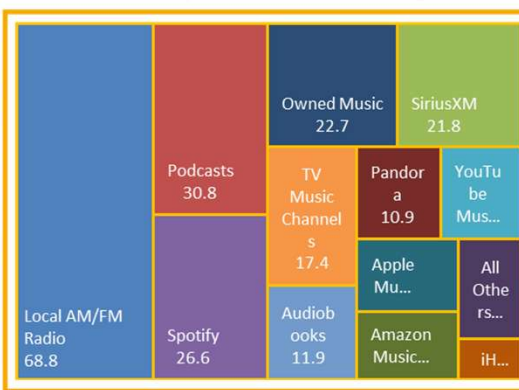


162,114 or 83.3% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos listen to Ad-Supported Local AM/FM Radio for an average of 66.8 minutes every day representing 41.2% of all time spent daily with Ad-Supported Audio.

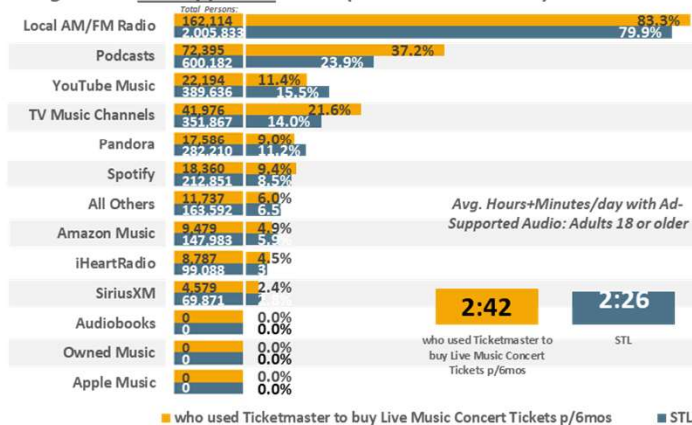
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



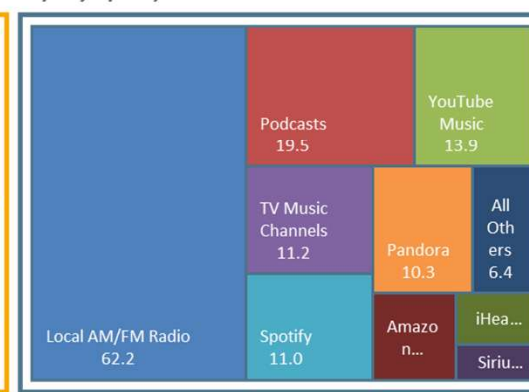
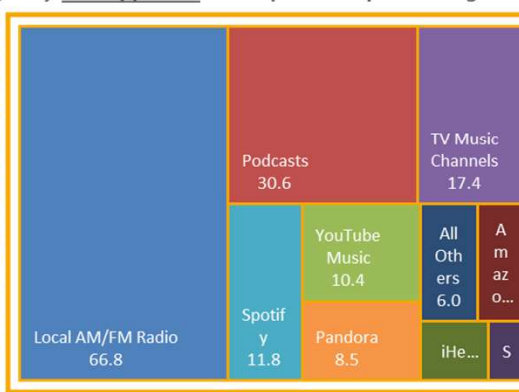
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

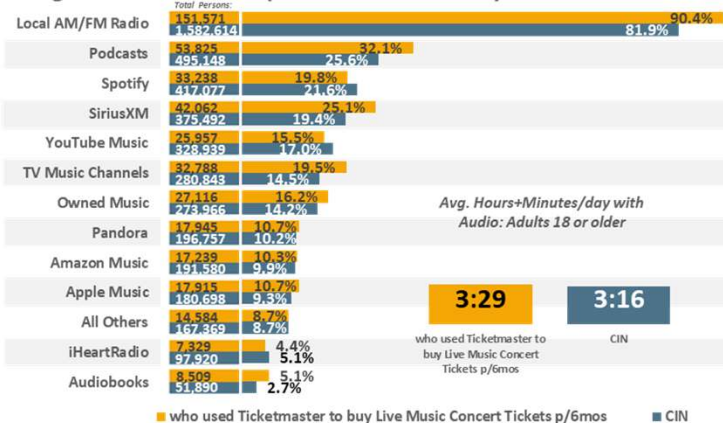




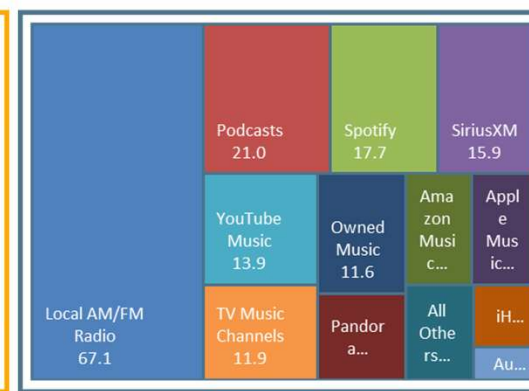
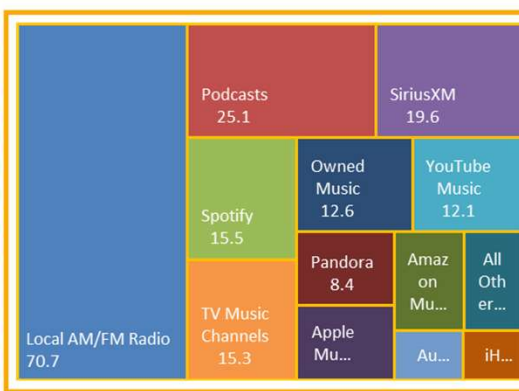


145,662 or 86.8% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos listen to Ad-Supported Local AM/FM Radio for an average of 67.7 minutes every day representing 45.8% of all time spent daily with Ad-Supported Audio.

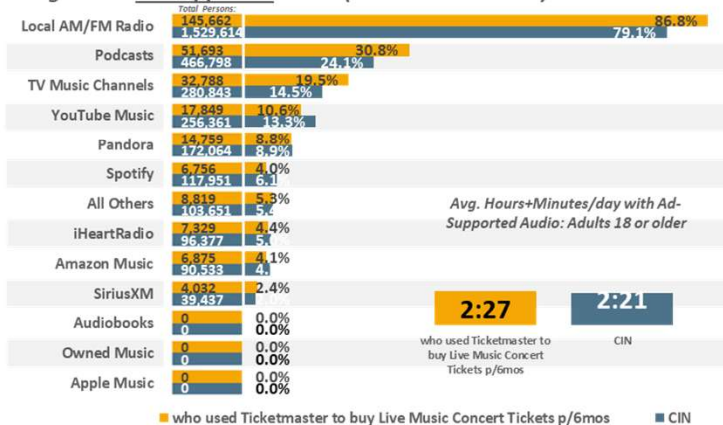
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



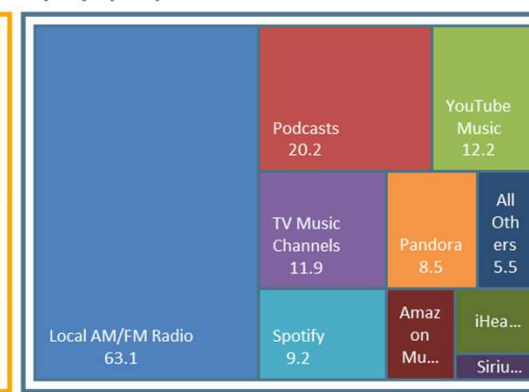
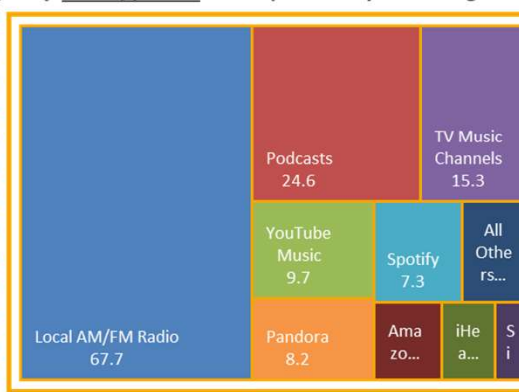
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

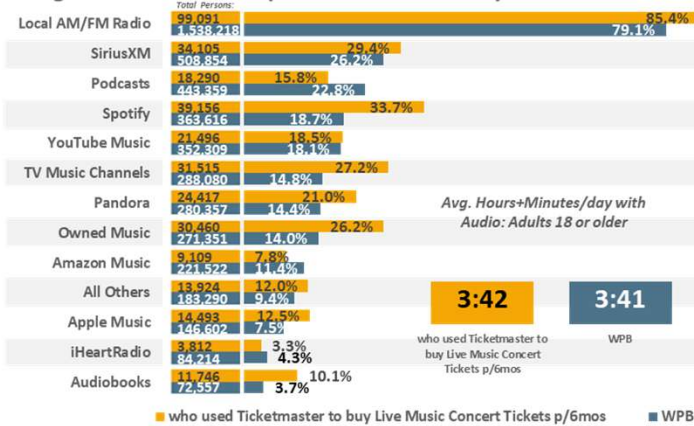




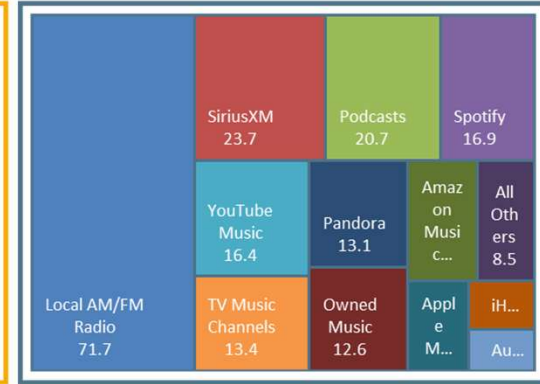
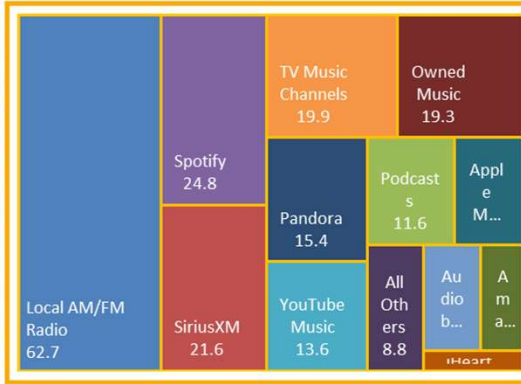


96,176 or 82.9% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos listen to Ad-Supported Local AM/FM Radio for an average of 60.6 minutes every day representing 40.6% of all time spent daily with Ad-Supported Audio.

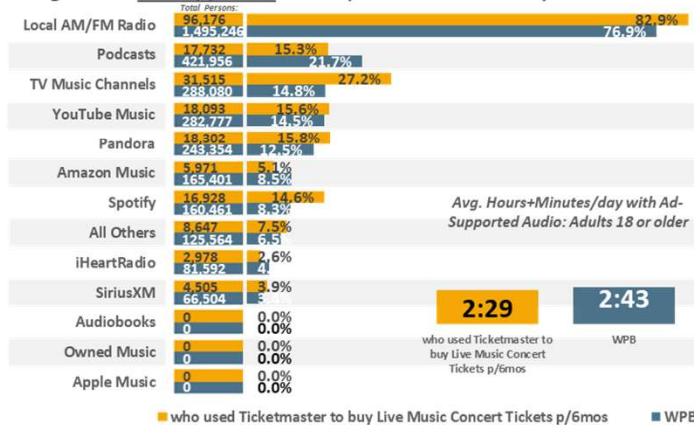
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



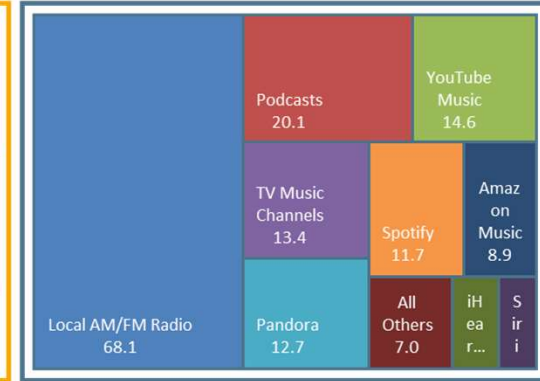
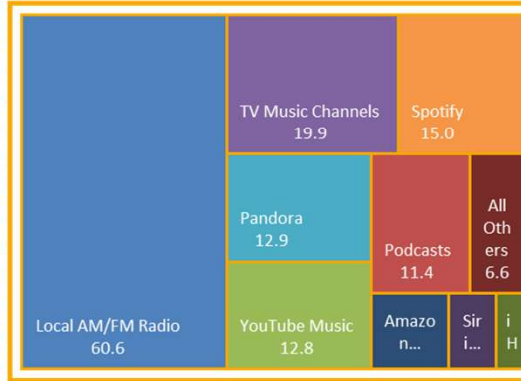
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

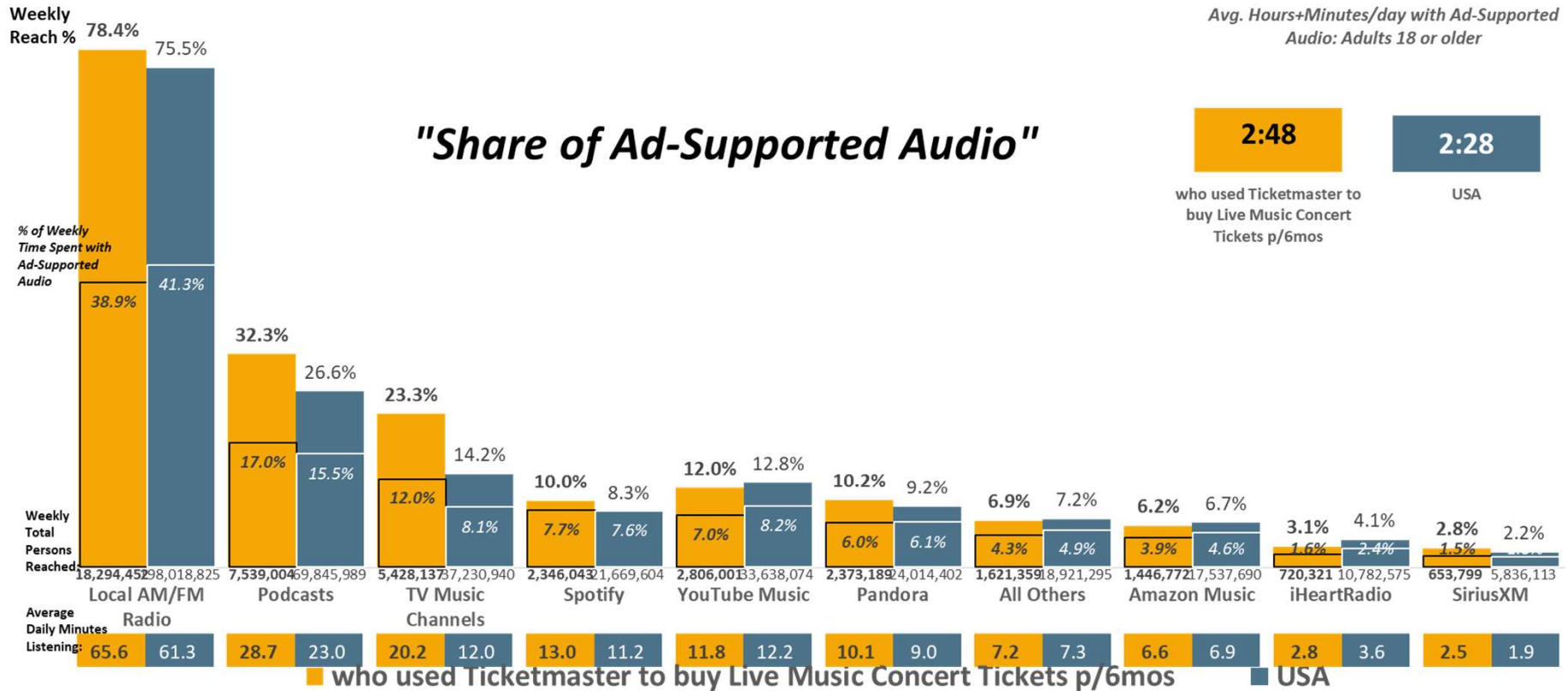


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





18,294,452 or 78.4% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos listen to Ad-Supported Local AM/FM Radio for an average of 65.6 minutes every day representing 38.9% of all time spent daily with Ad-Supported Audio.



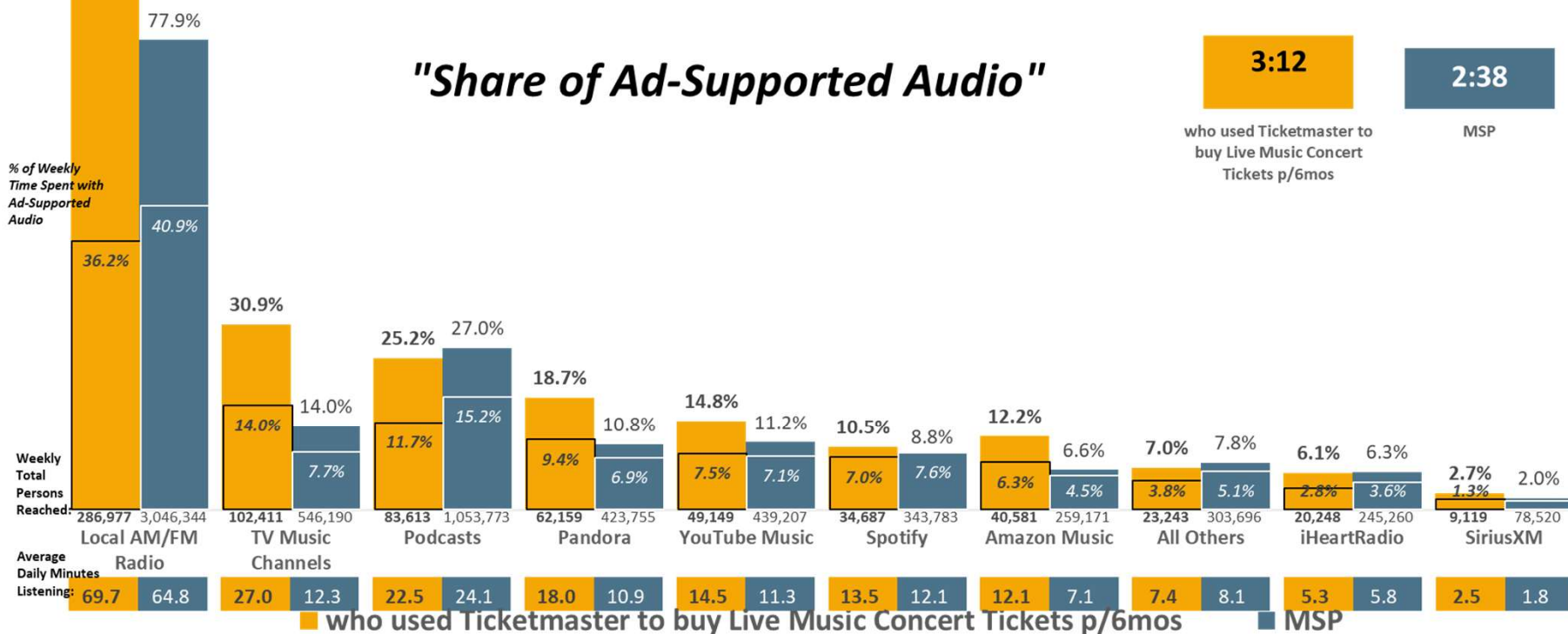


286,977 or 86.5% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos listen to Ad-Supported Local AM/FM Radio for an average of 69.7 minutes every day representing 36.2% of all time spent daily with Ad-Supported Audio.

Weekly Reach % 86.5%

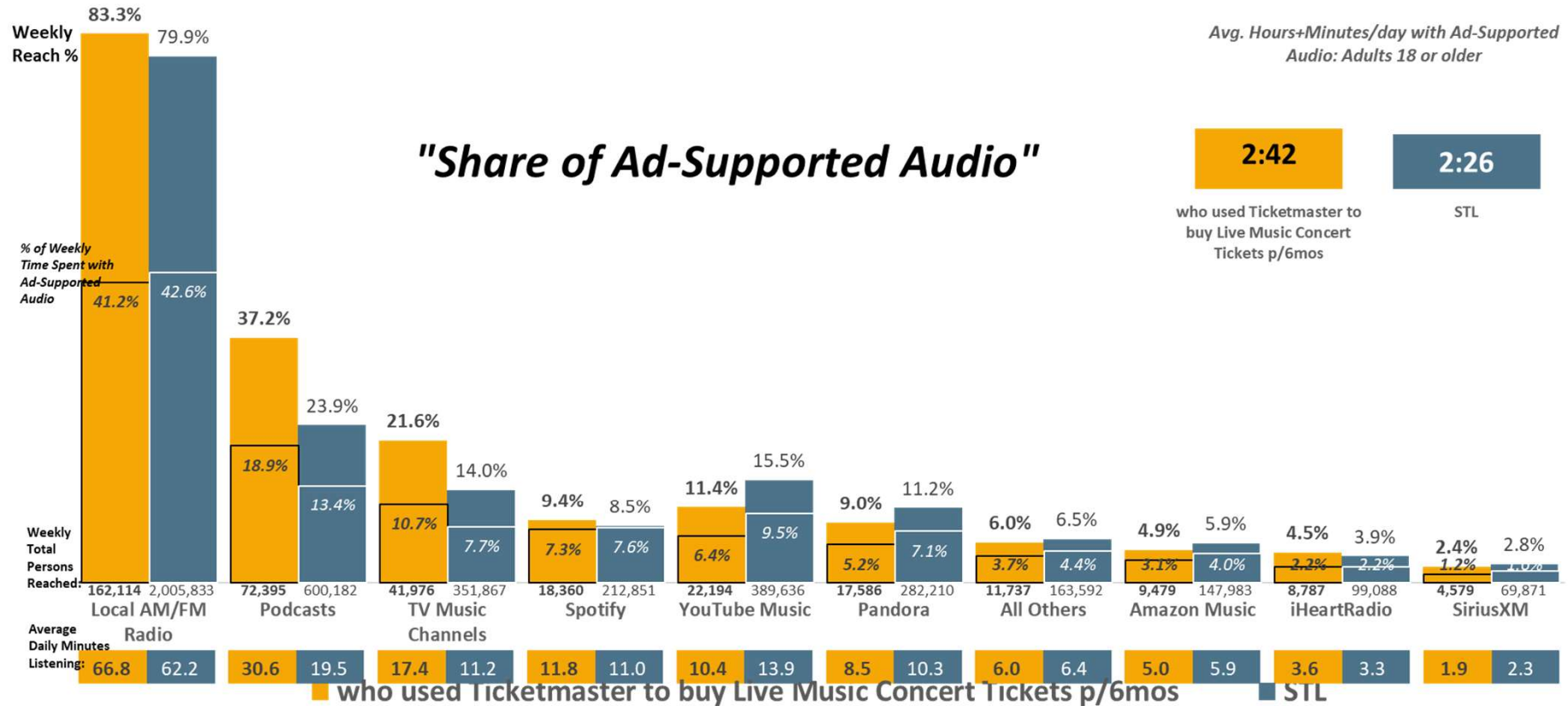
Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 18 or older

## "Share of Ad-Supported Audio"





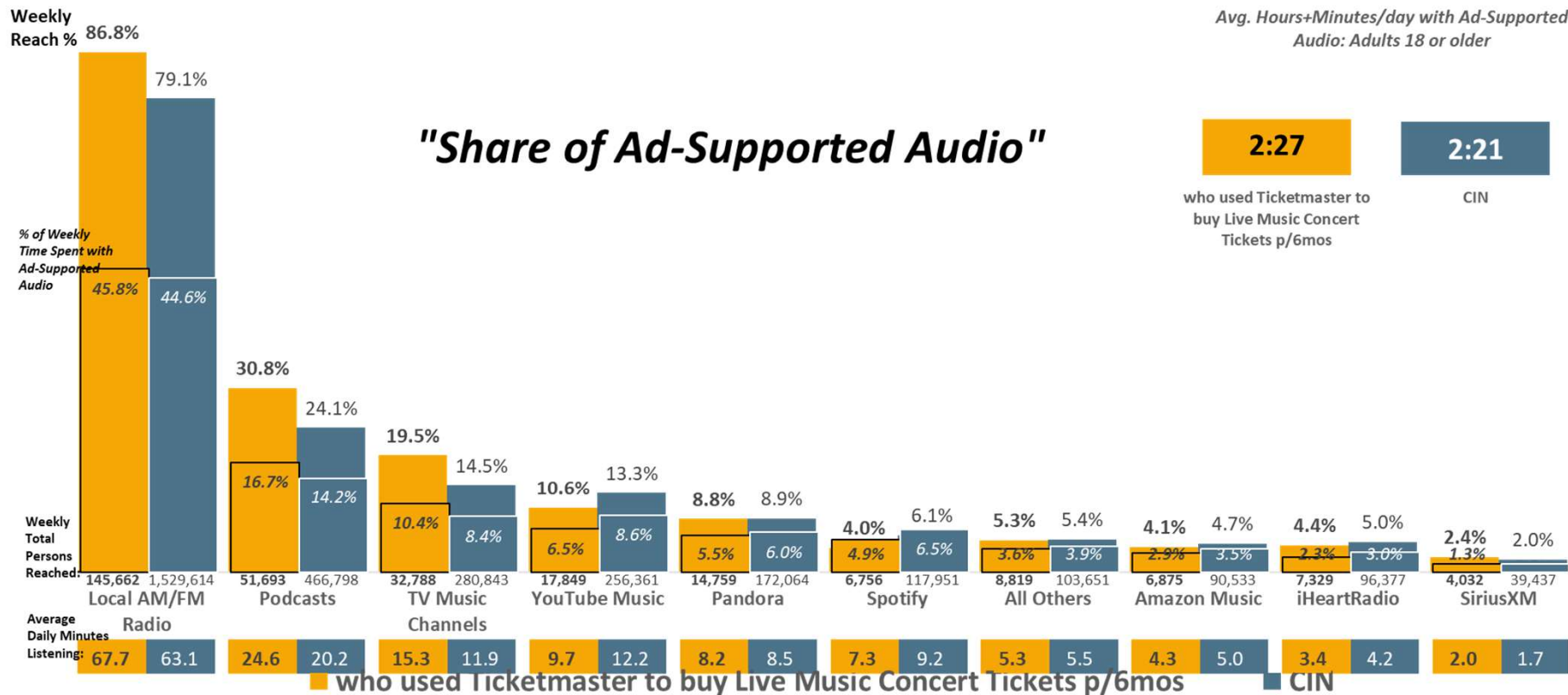
162,114 or 83.3% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos listen to Ad-Supported Local AM/FM Radio for an average of 66.8 minutes every day representing 41.2% of all time spent daily with Ad-Supported Audio.





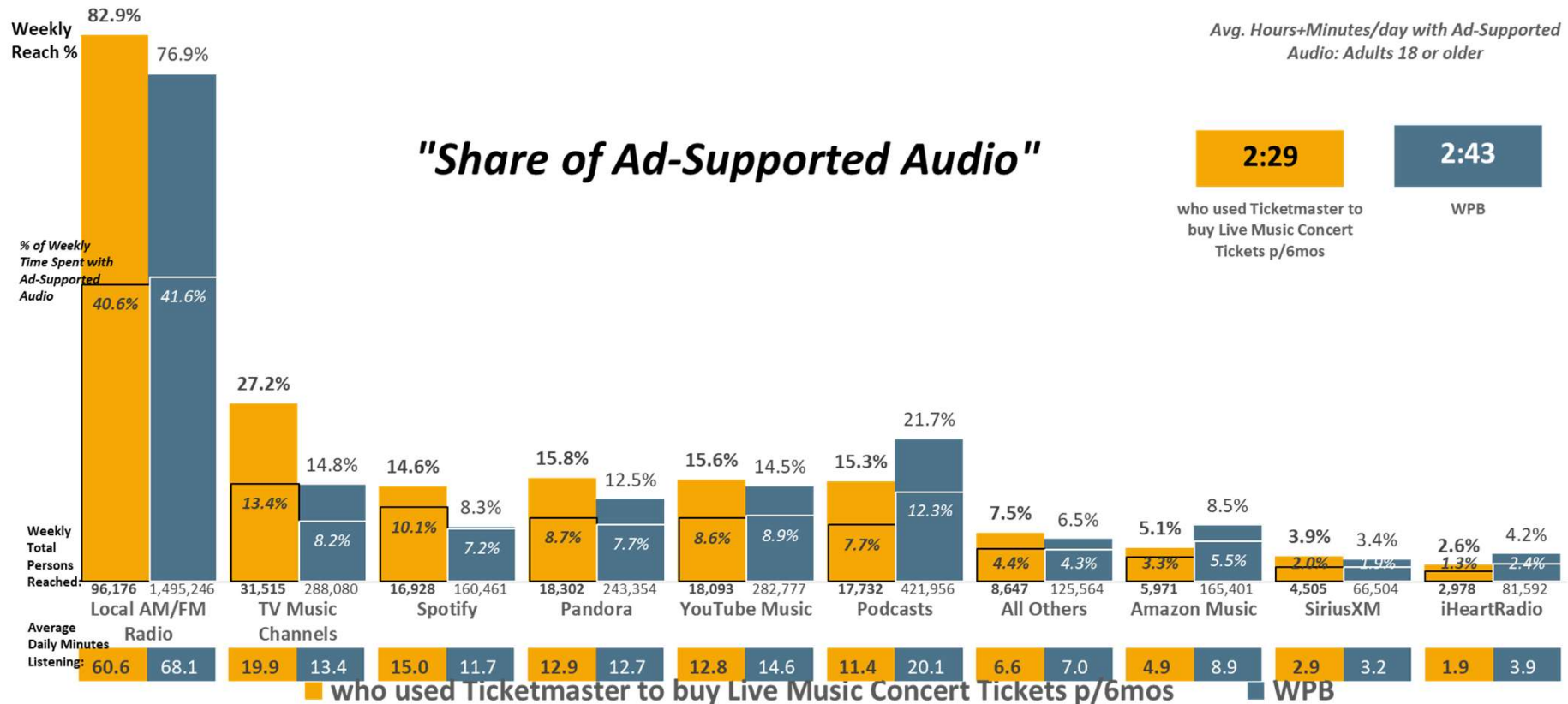


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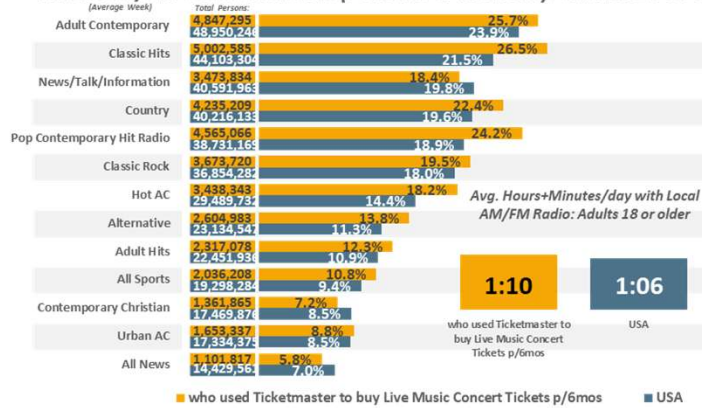
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18,294,452 or 78.4% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Pop Contemporary Hit Radio, Country, and Classic Rock

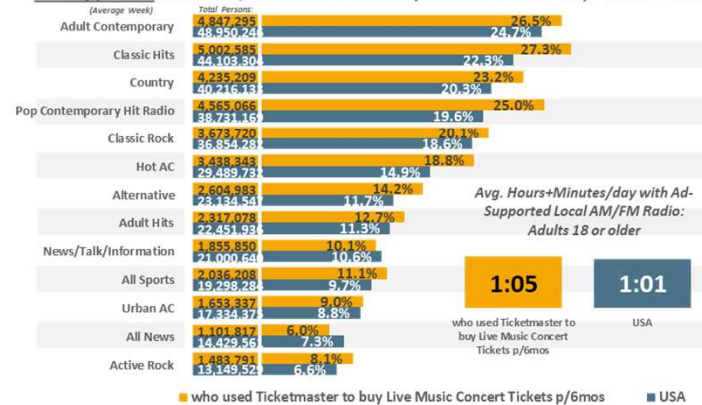
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



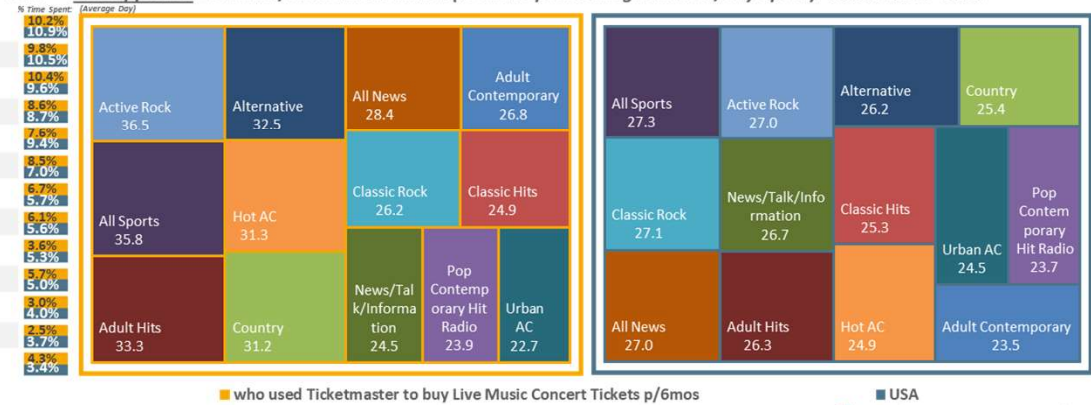
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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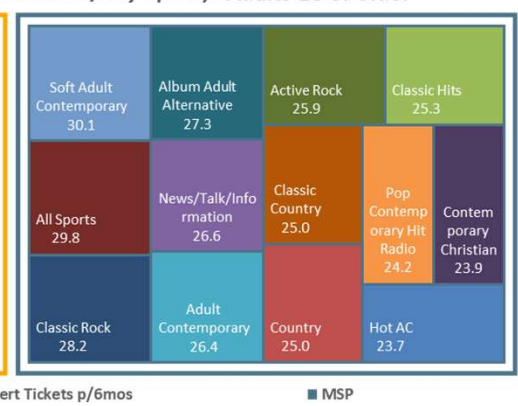
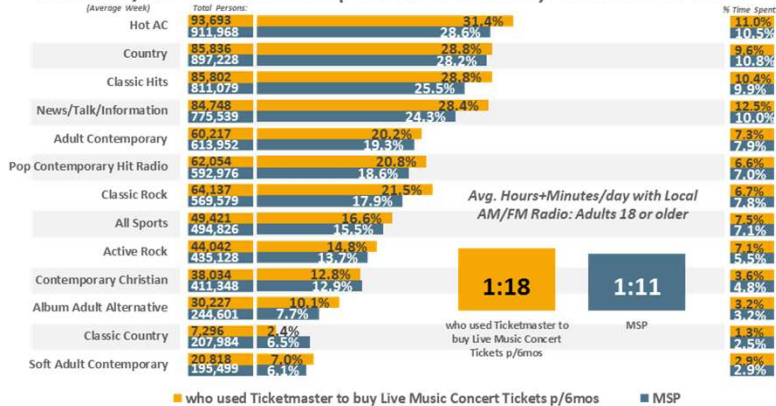
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



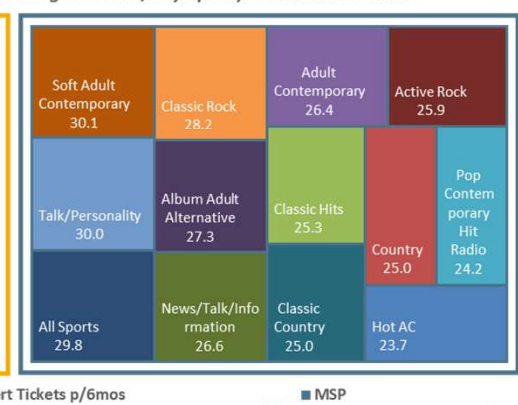
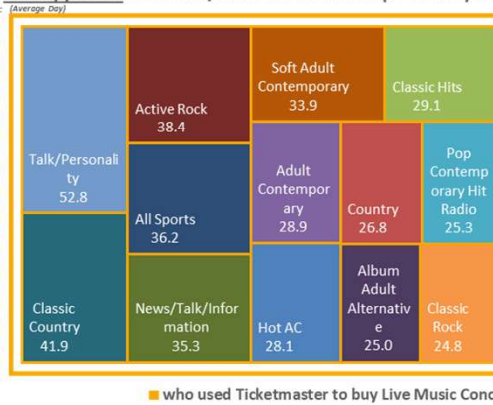
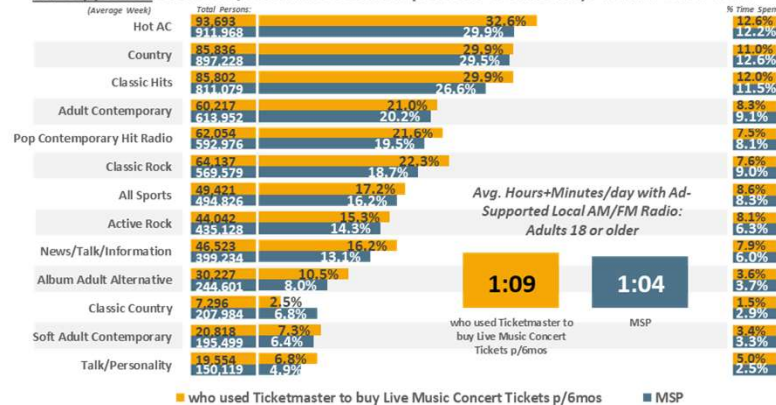


286,977 or 86.5% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Classic Hits, Classic Rock, and Pop Contemporary Hit Radio.

**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**

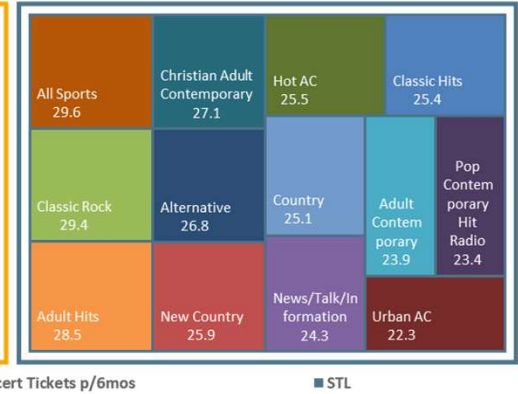
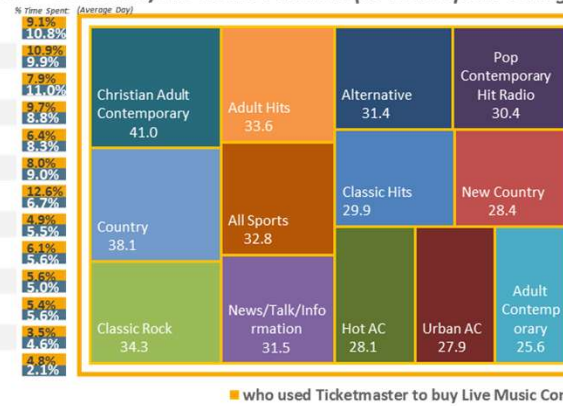
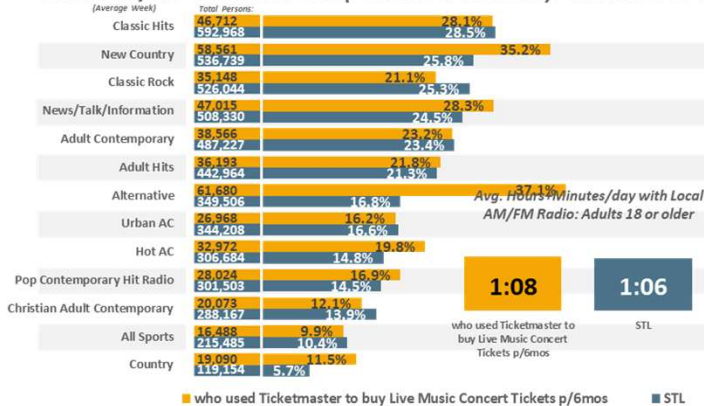




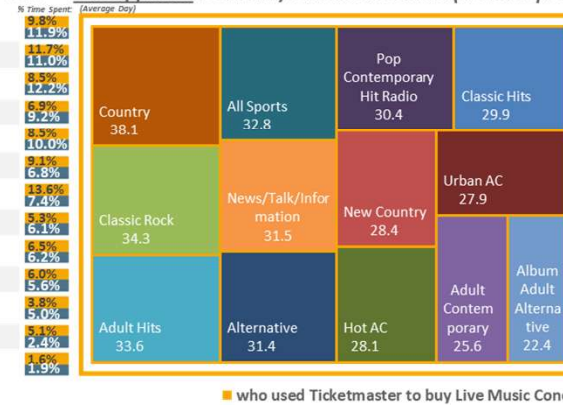
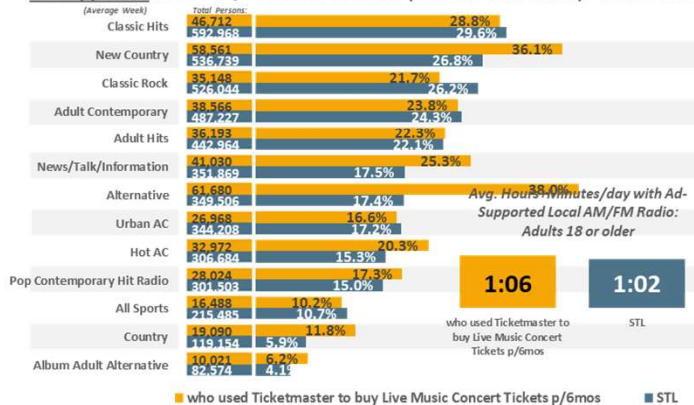


162,114 or 83.3% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Alternative, New Country, Classic Hits, News/Talk/Information, and Adult Contemporary.

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



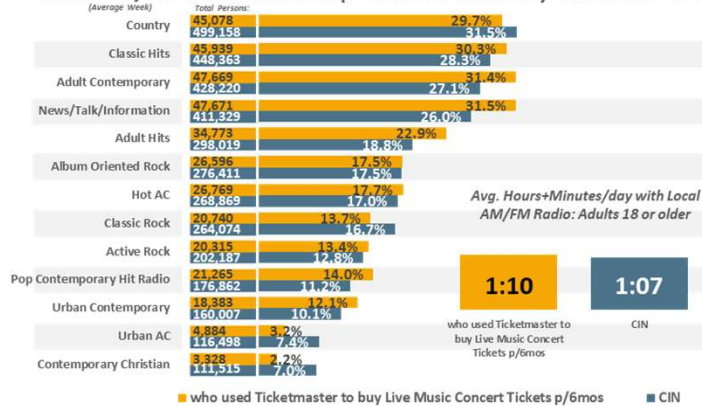
**Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older** **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



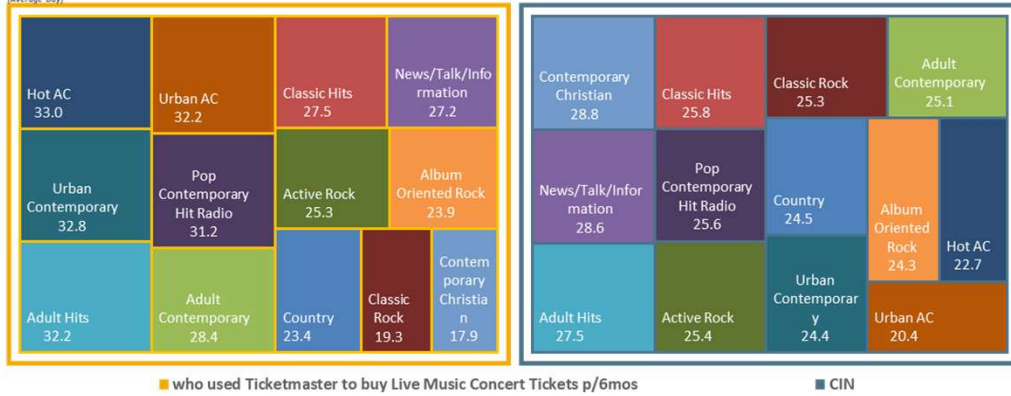


145,662 or 86.8% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, News/Talk/Information, and Adult Hits.

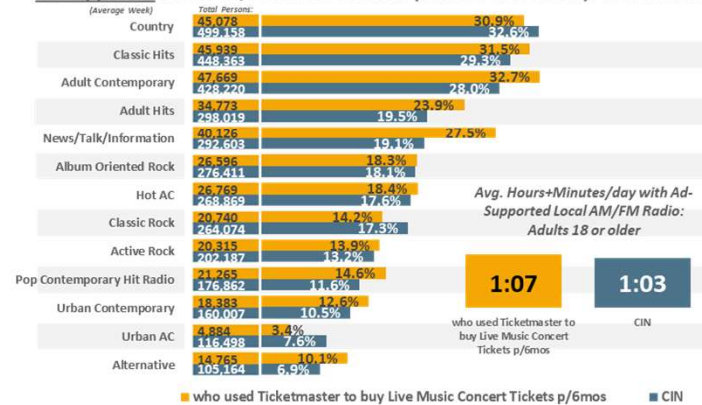
#### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



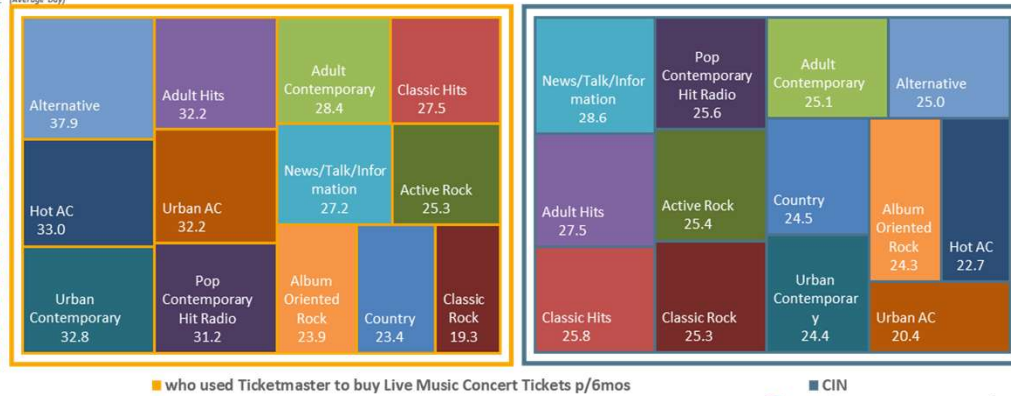
#### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



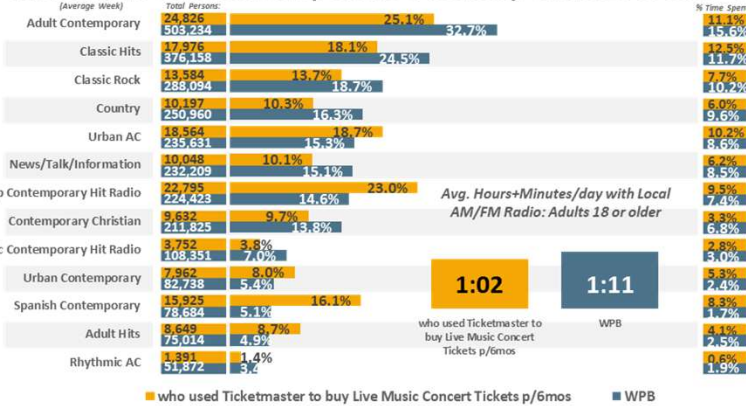
#### Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



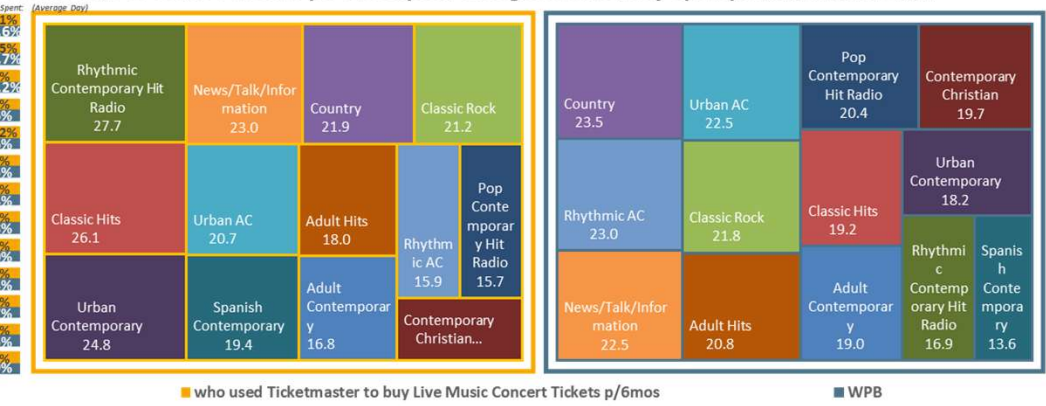


96,176 or 82.9% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Urban AC, Classic Hits, and Spanish Contem

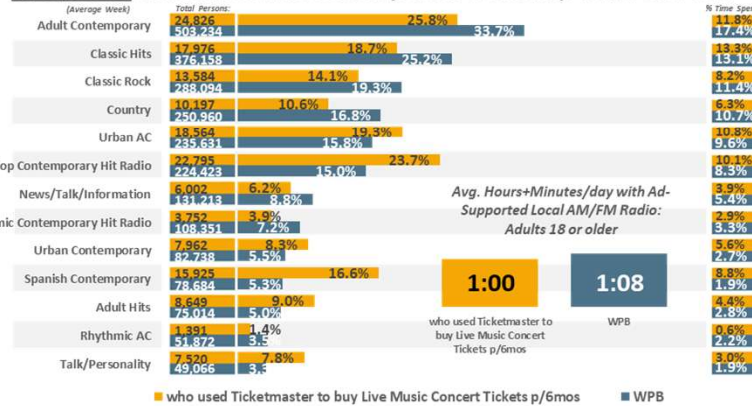
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



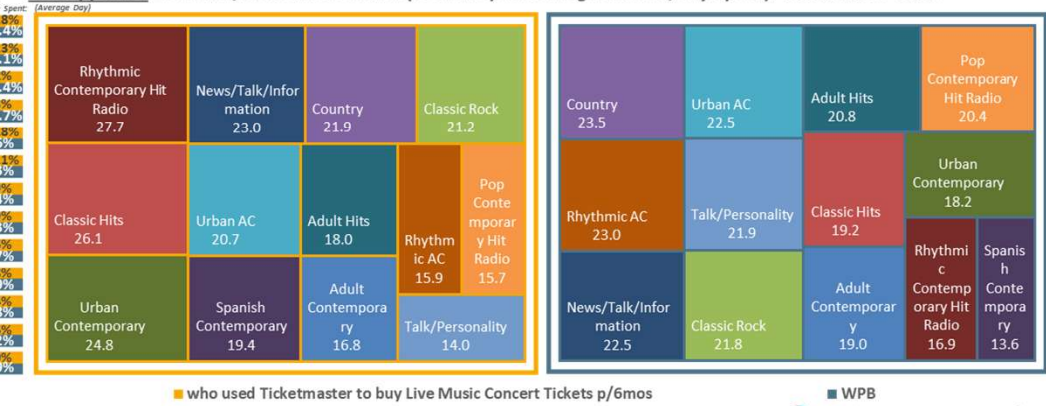
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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



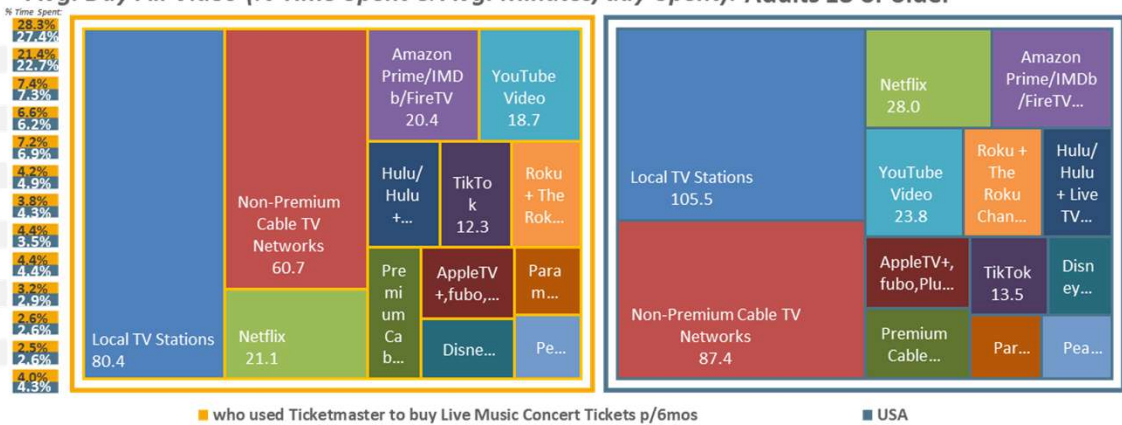
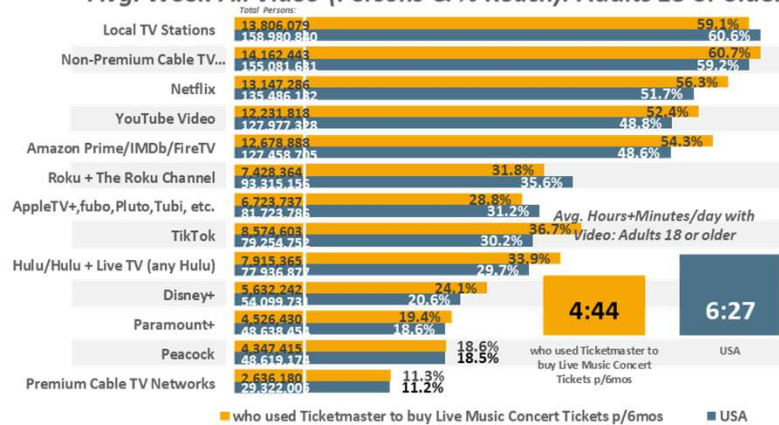




13,682,324 or 58.6% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos watch Ad-Supported Local TV Stations for an average of 76.7 minutes every day representing 33.1% of all time spent daily with Ad-Supported Video.

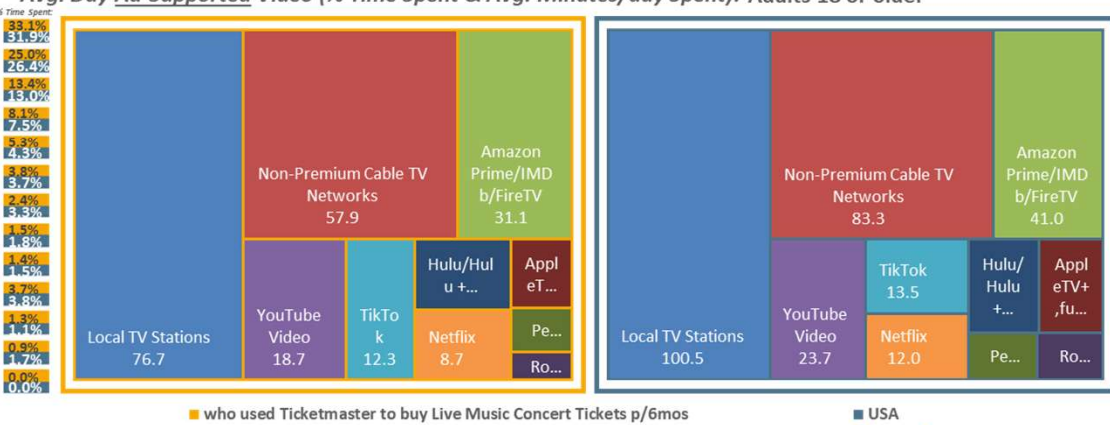
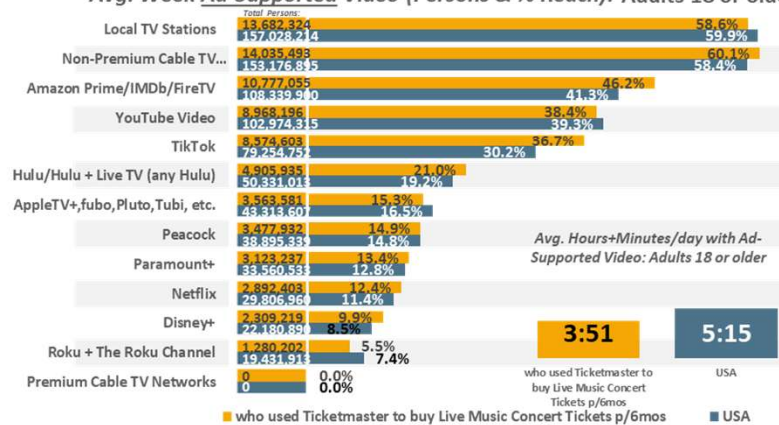
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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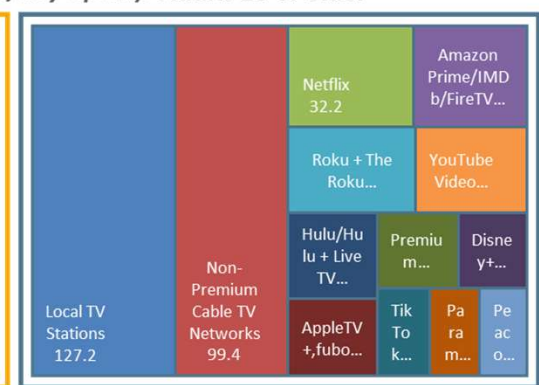
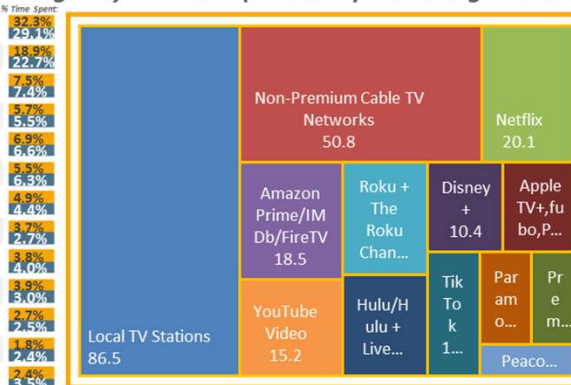
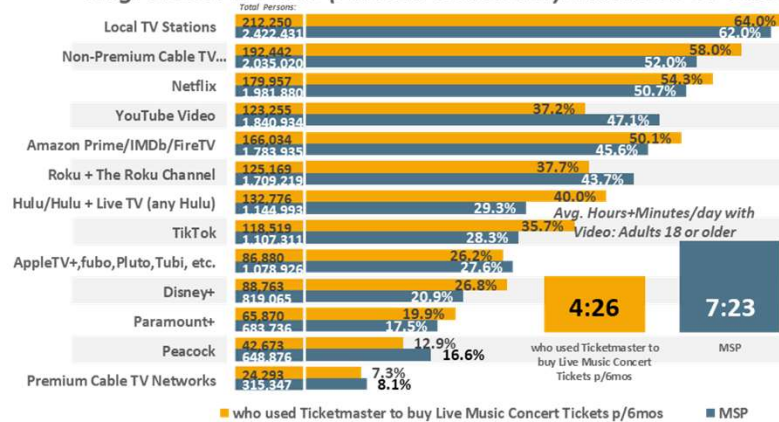
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



210,043 or 63.3% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets  
p/6mos watch Ad-Supported Local TV Stations for an average of 82.9 minutes every day  
representing 39.3% of all time spent daily with Ad-Supported Video.

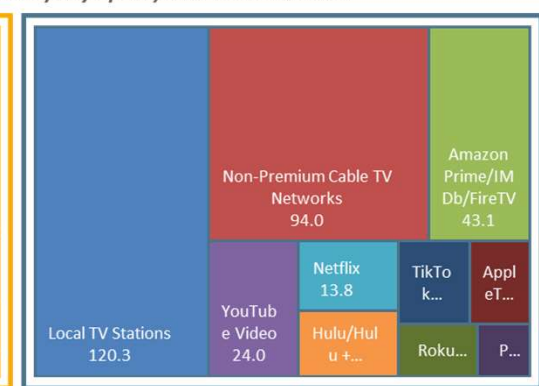
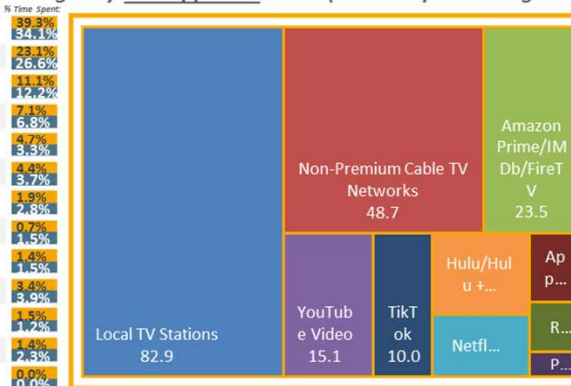
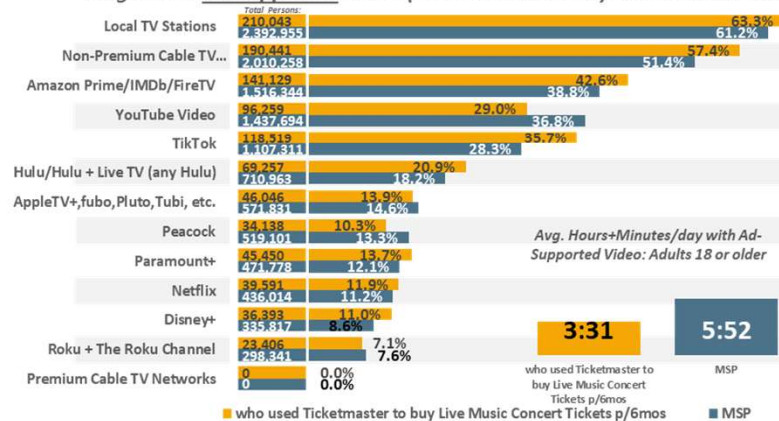
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 144  
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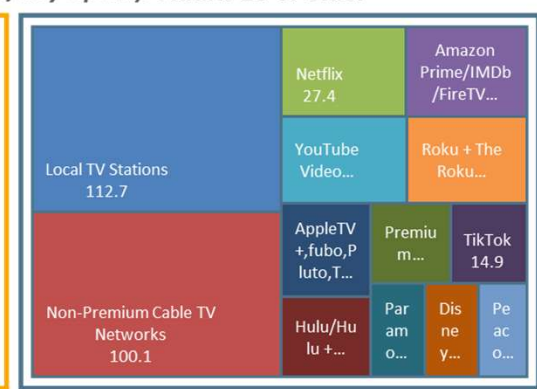
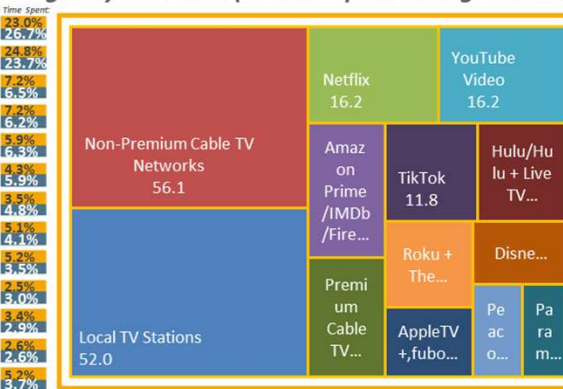
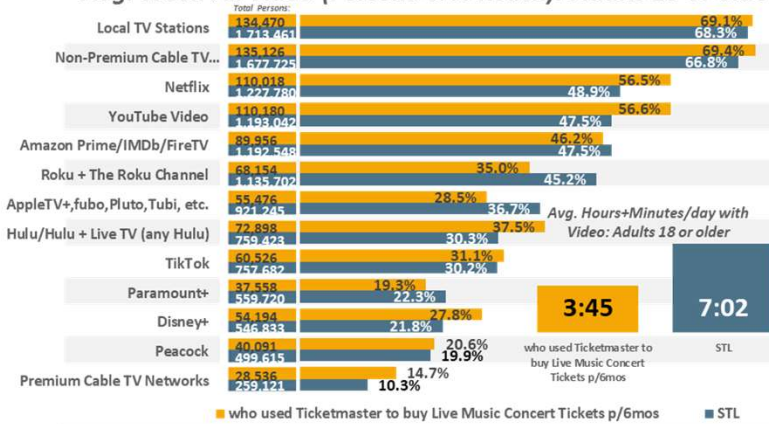
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



133,660 or 68.7% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos watch Ad-Supported Local TV Stations for an average of 51. minutes every day representing 28.0% of all time spent daily with Ad-Supported Video.

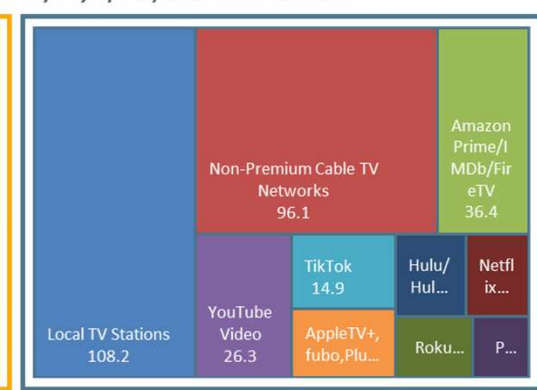
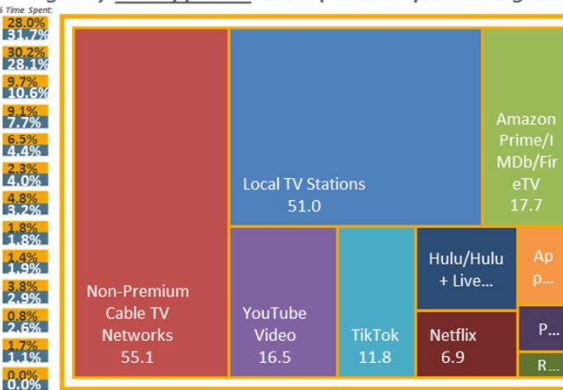
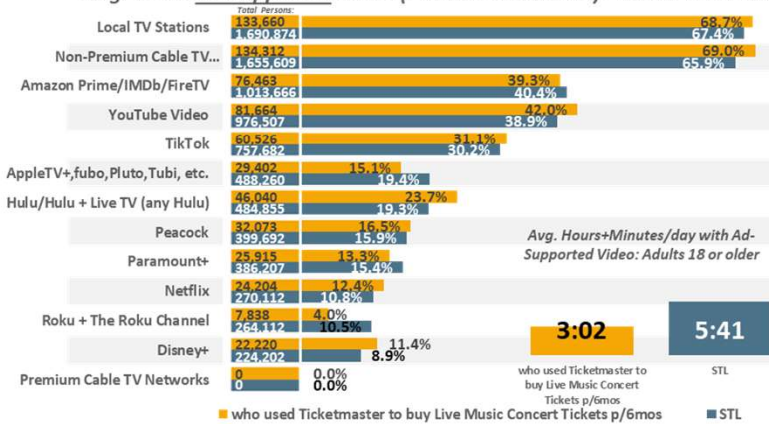
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 166  
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]

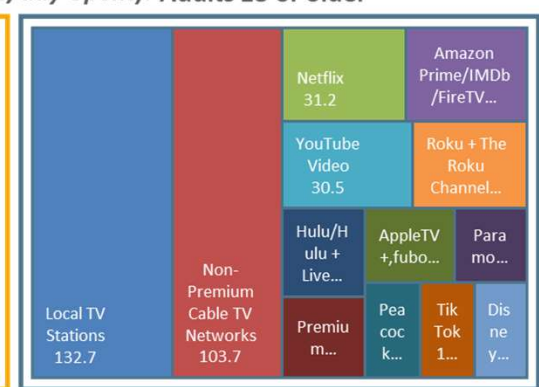
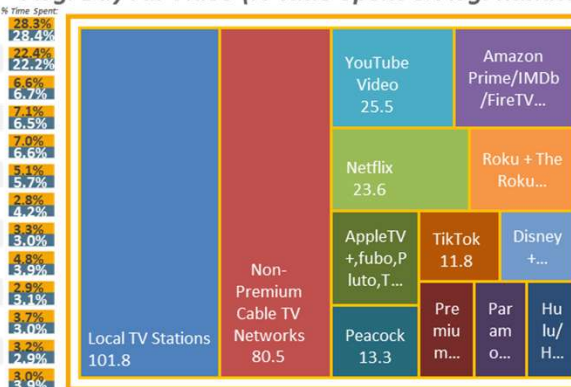
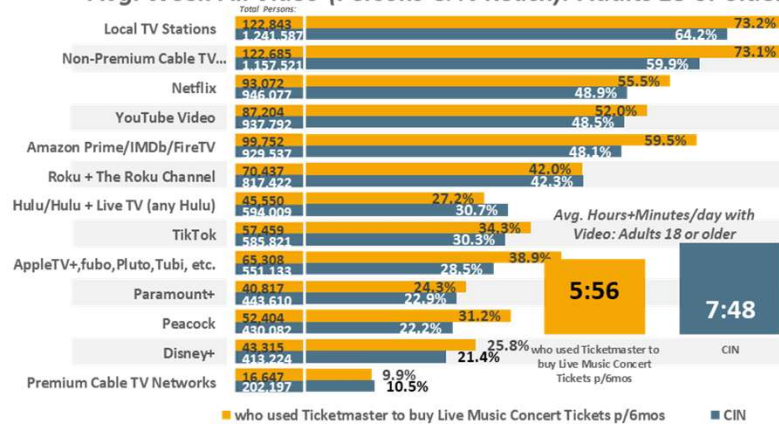




120,936 or 72.1% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets  
p/6mos watch Ad-Supported Local TV Stations for an average of 100. minutes every day  
representing 34.5% of all time spent daily with Ad-Supported Video.

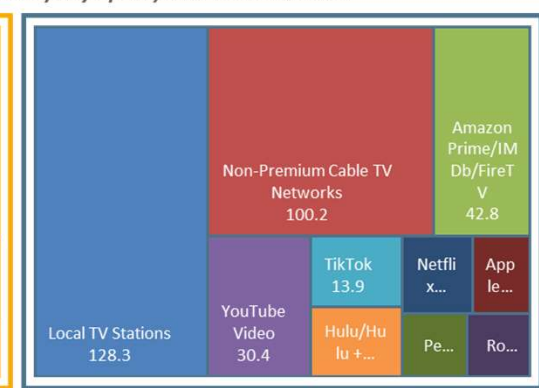
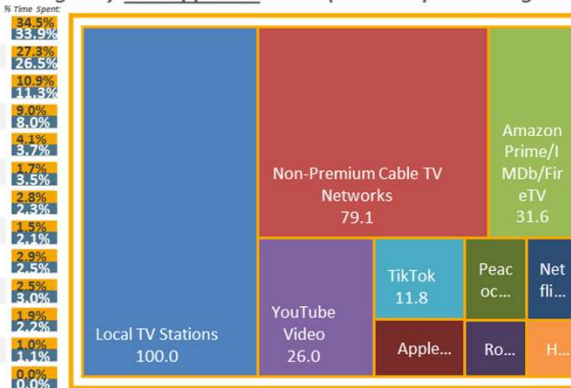
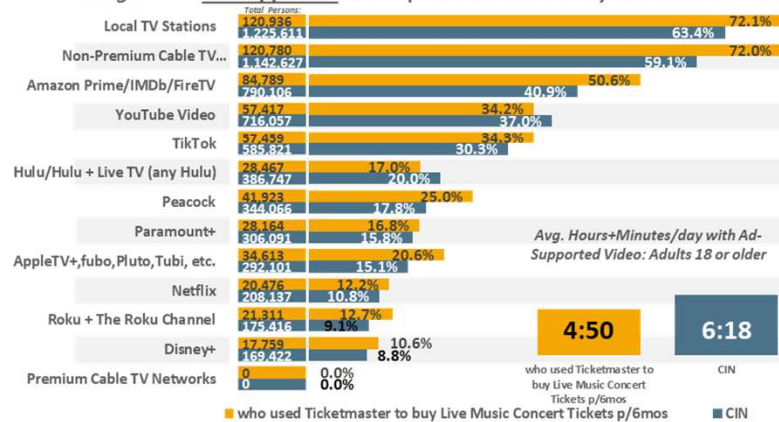
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 192  
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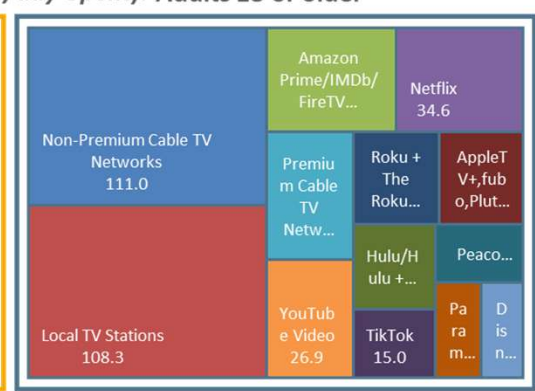
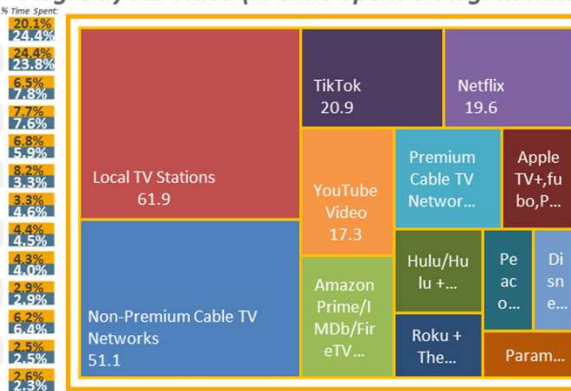
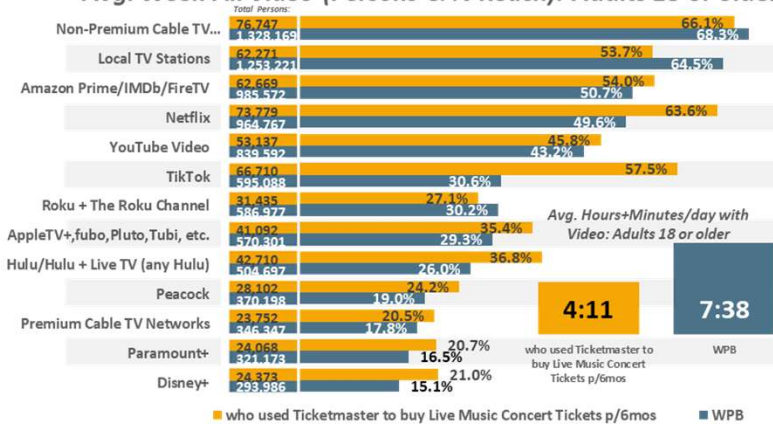
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



61,897 or 53.3% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets  
p/6mos watch Ad-Supported Local TV Stations for an average of 58.5 minutes every day  
representing 28.5% of all time spent daily with Ad-Supported Video.

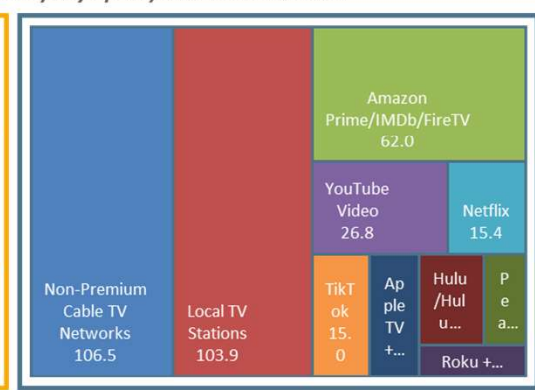
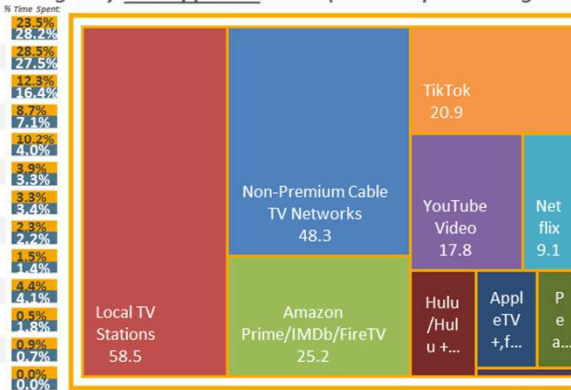
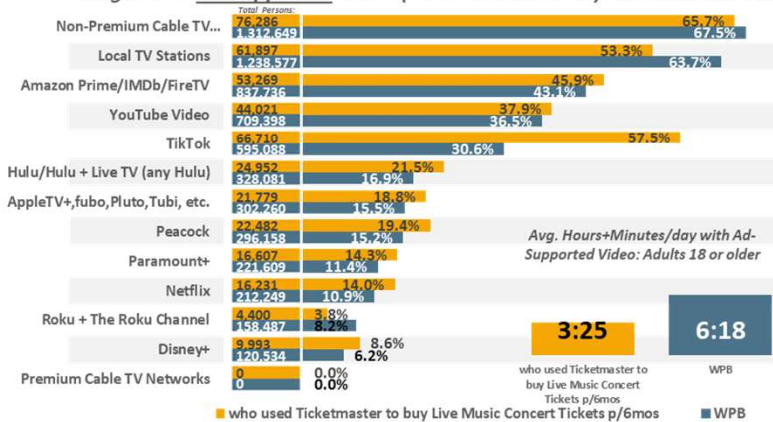
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 163  
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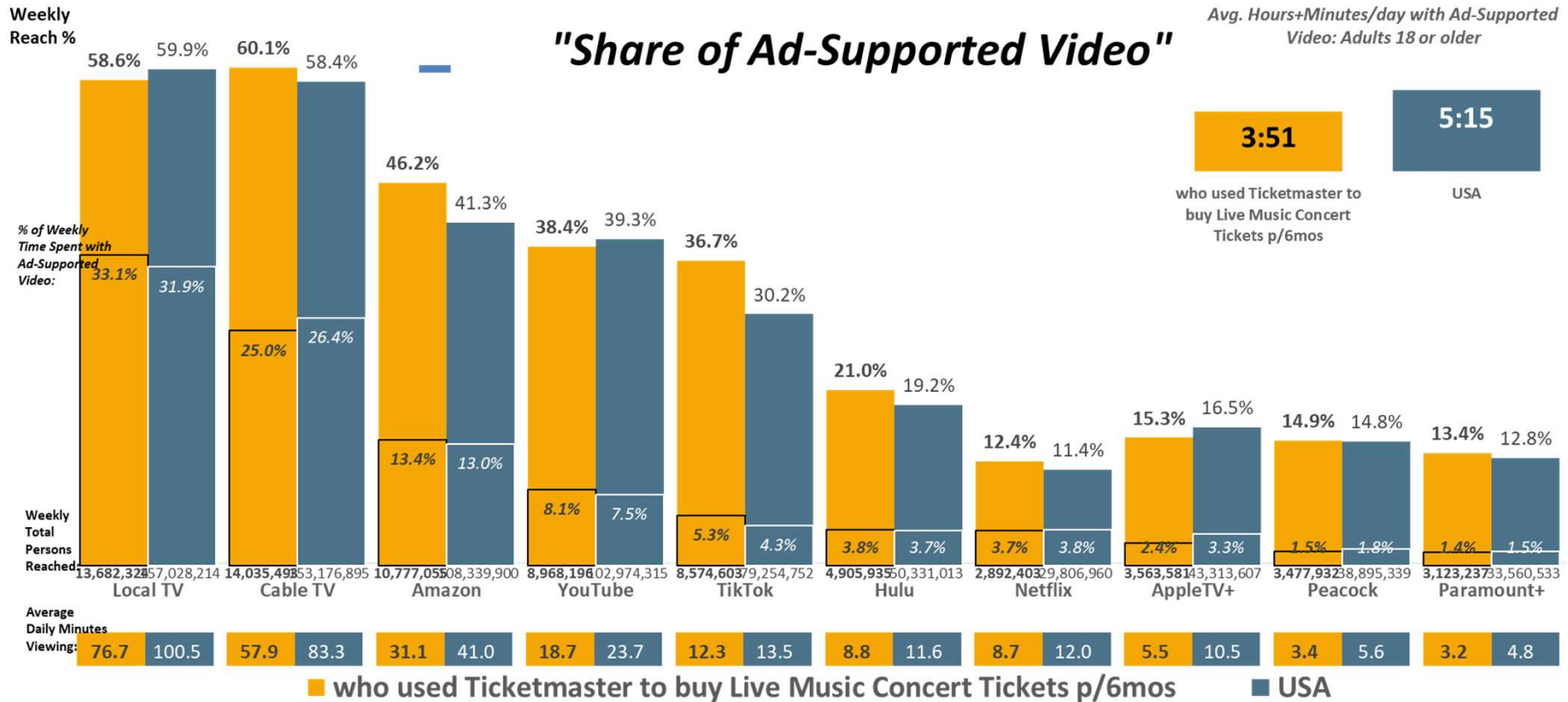
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



13,682,324 or 58.6% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos watch Ad-Supported Local TV Stations for an average of 76.7 minutes every day representing 33.1% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,226 Scarborough R1 2026: Sep24-Feb26 USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,110  
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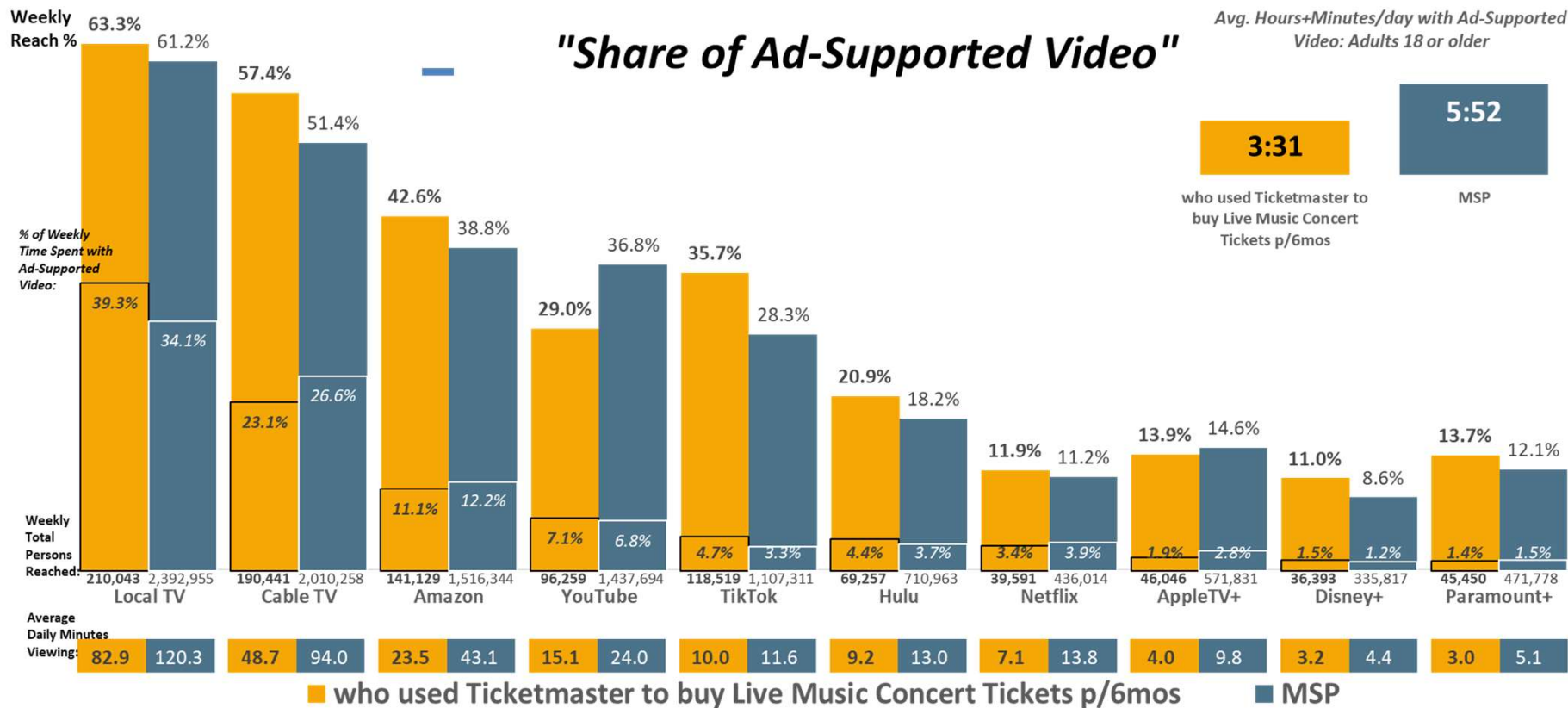
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]





210,043 or 63.3% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos watch Ad-Supported Local TV Stations for an average of 82.9 minutes every day representing 39.3% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 144 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934  
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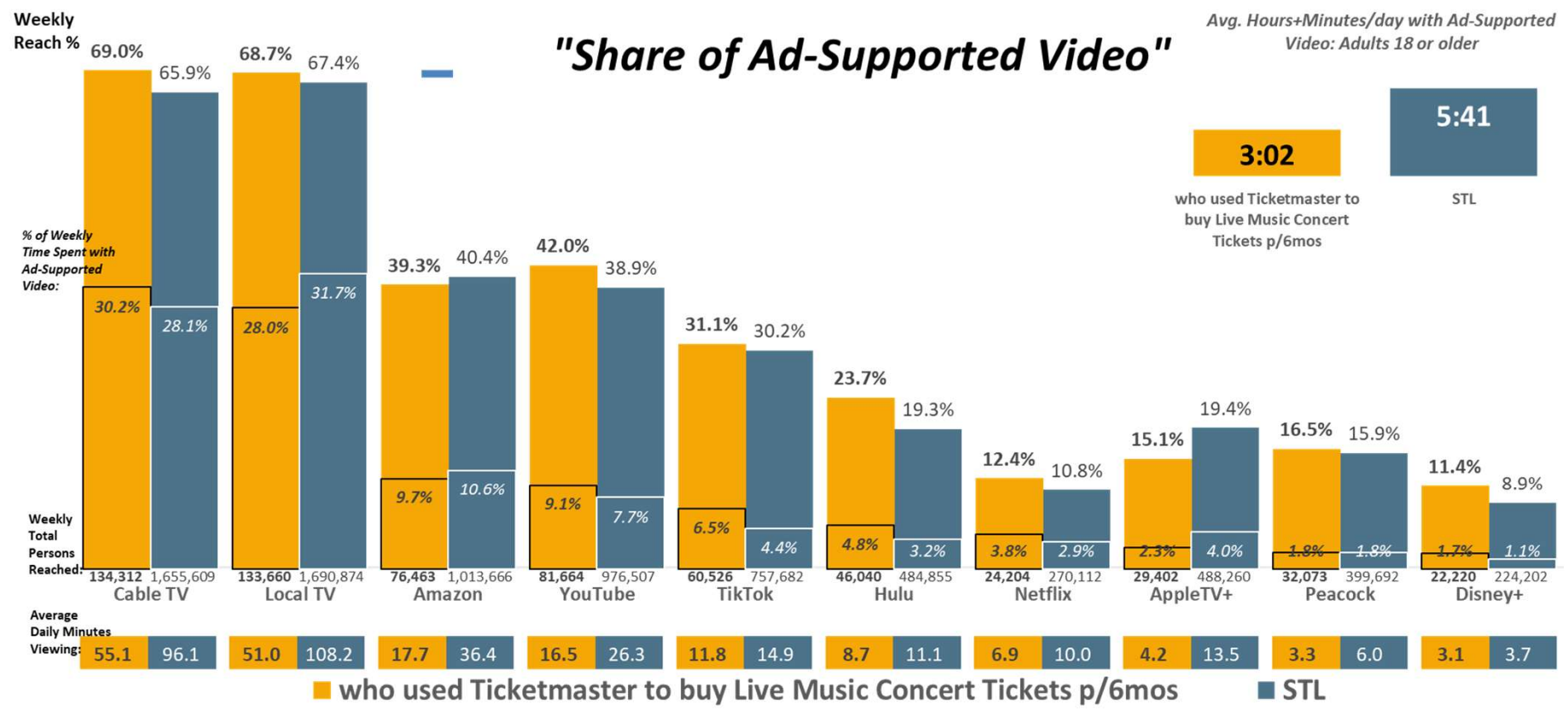
soefa.ai Share of Everything for Anything

[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



133,660 or 68.7% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos watch Ad-Supported Local TV Stations for an average of 51. minutes every day representing 28.% of all time spent daily with Ad-Supported Video.

# "Share of Ad-Supported Video"



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

3:02 who used Ticketmaster to buy Live Music Concert Tickets p/6mos

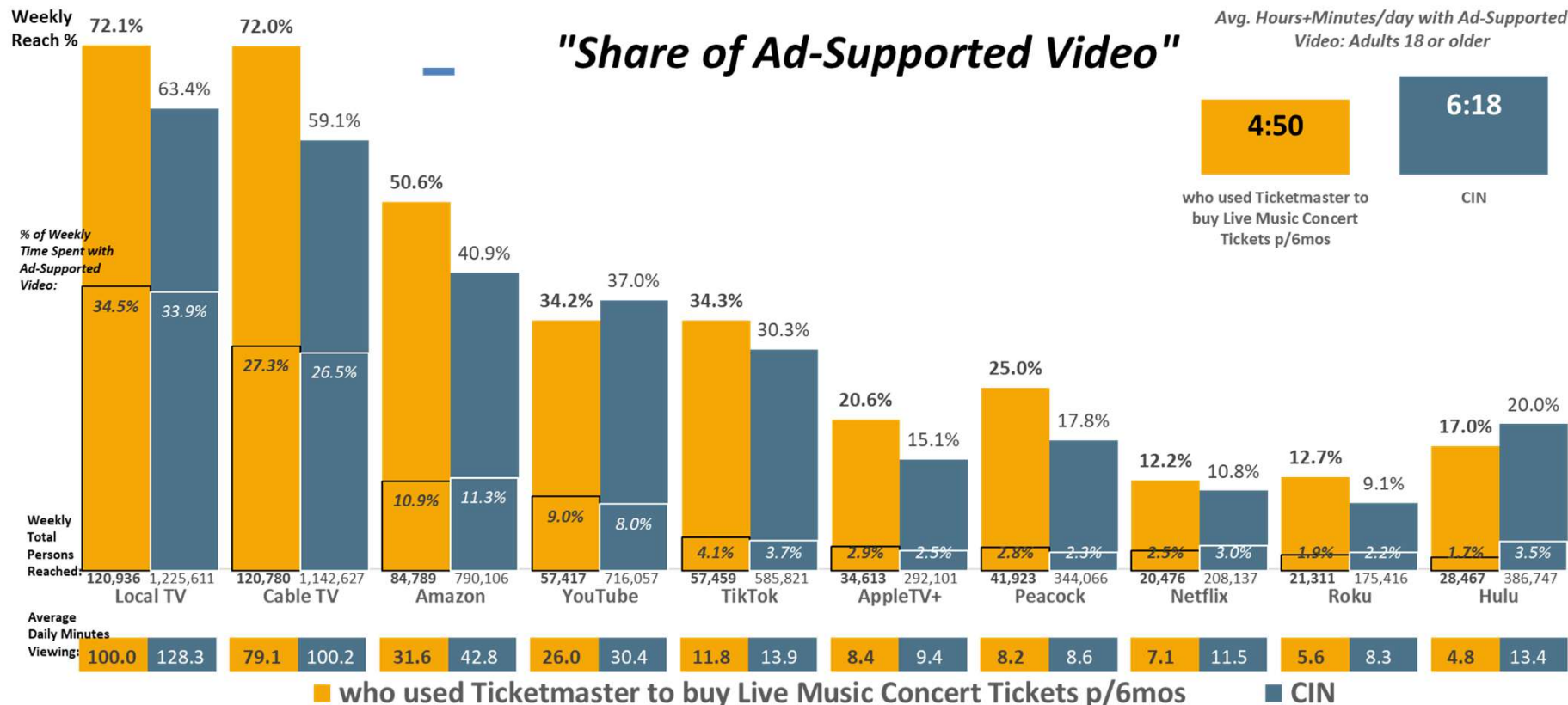
5:41 STL

[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



120,936 or 72.1% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos watch Ad-Supported Local TV Stations for an average of 100. minutes every day representing 34.5% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 192  
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CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

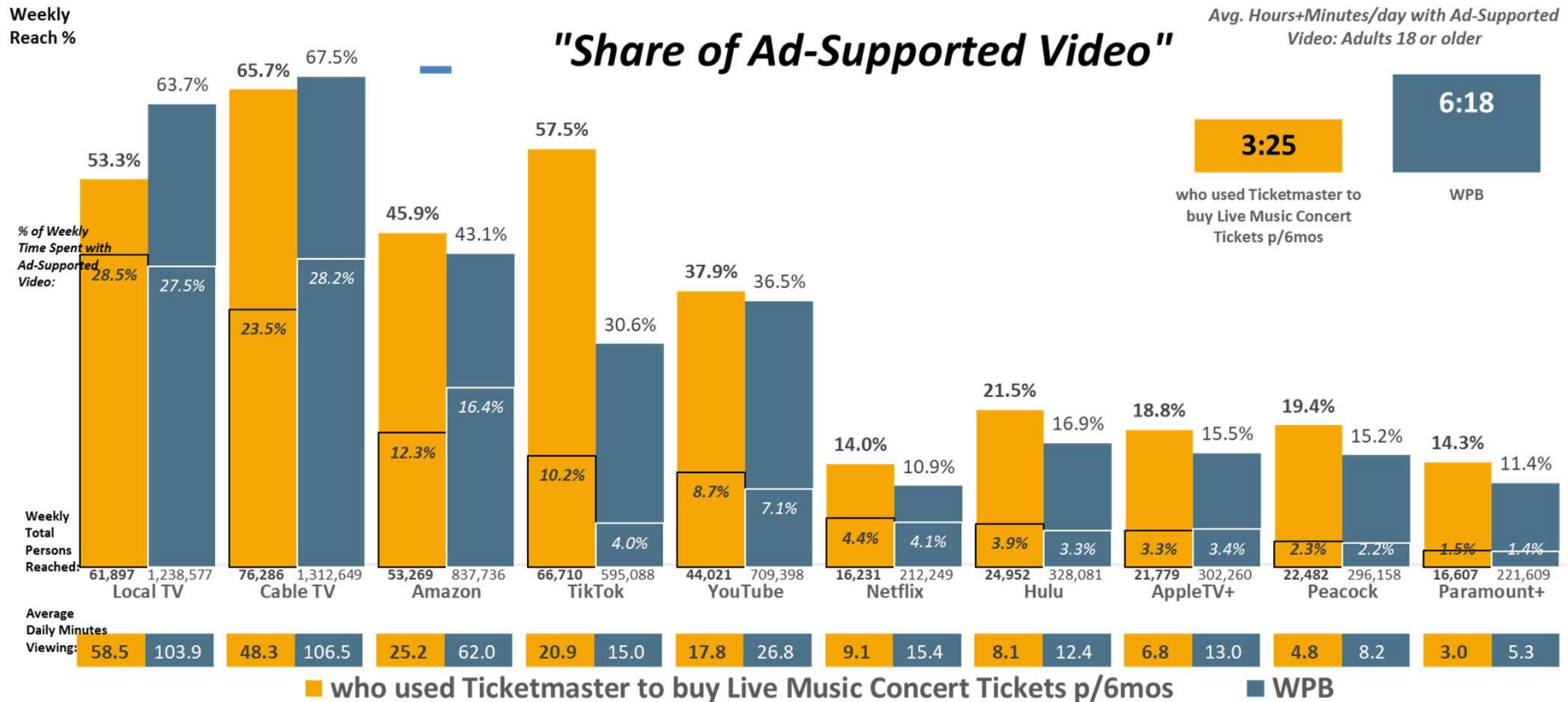
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]





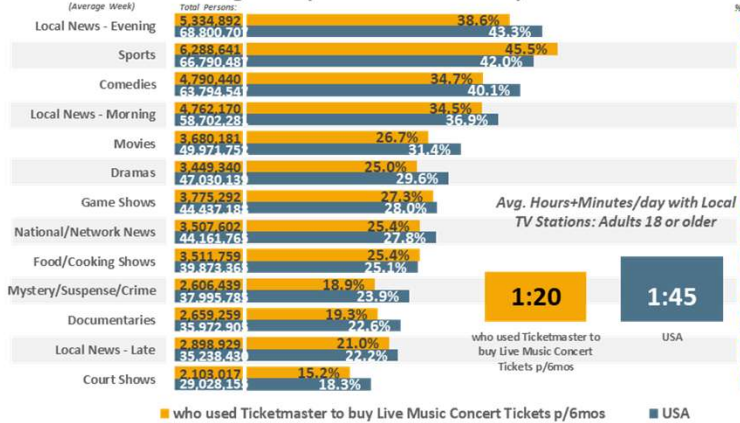
61,897 or 53.3% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos watch Ad-Supported Local TV Stations for an average of 58.5 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.



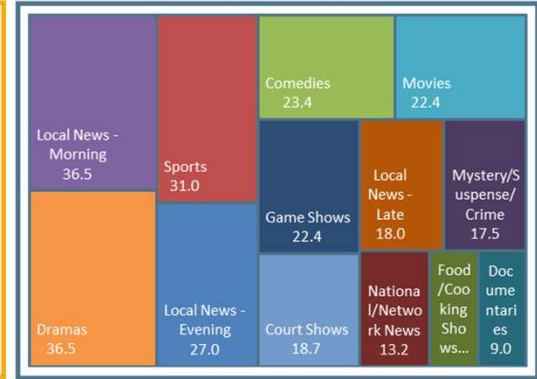
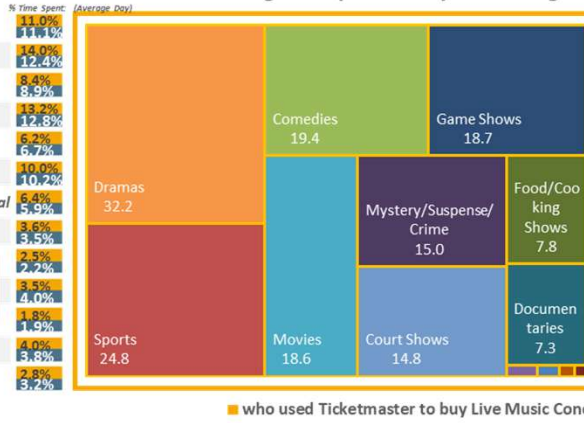


13,682,324 or 58.6% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Movies.

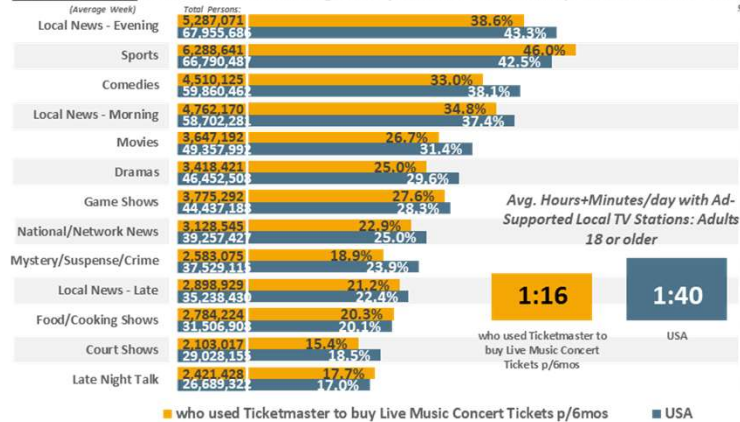
**Local TV Station Programs (Persons & % Reach): Adults 18 or older**



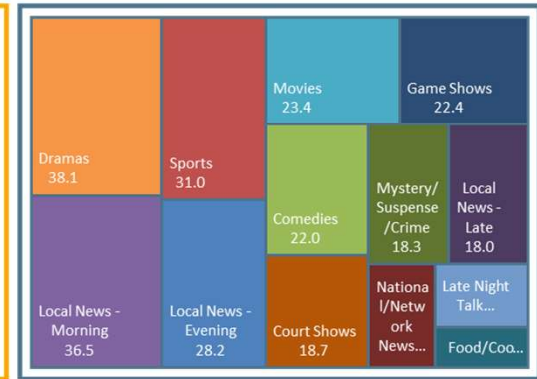
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,226  
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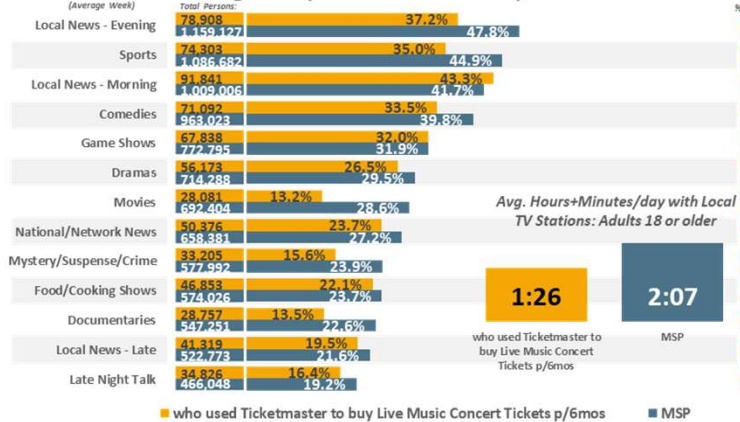
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]

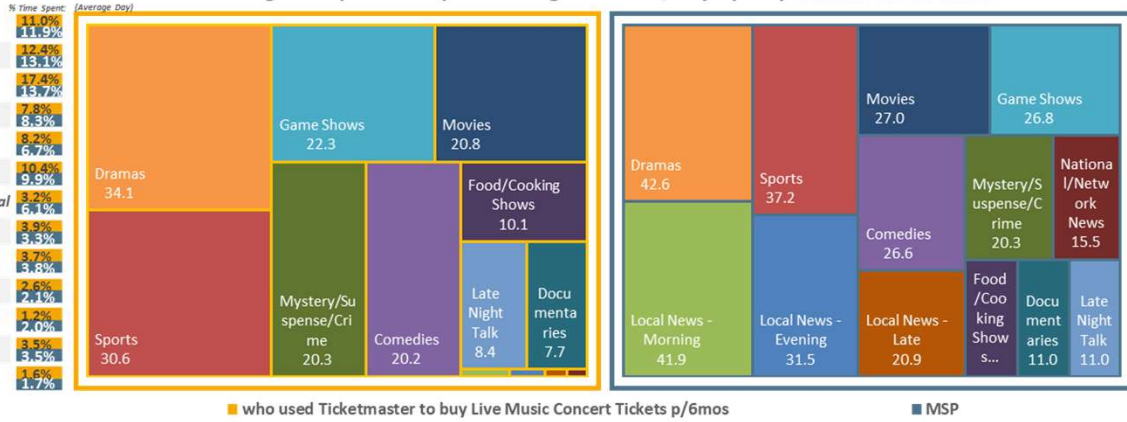


210,043 or 63.3% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Sports, Game Shows, Comedies, and Dramas.

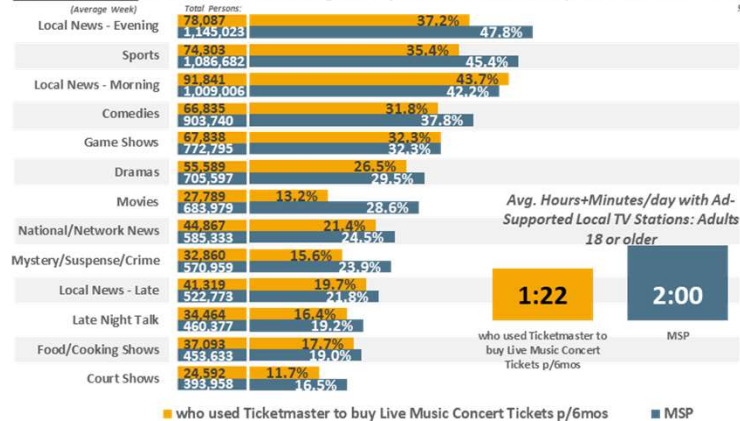
#### Local TV Station Programs (Persons & % Reach): Adults 18 or older



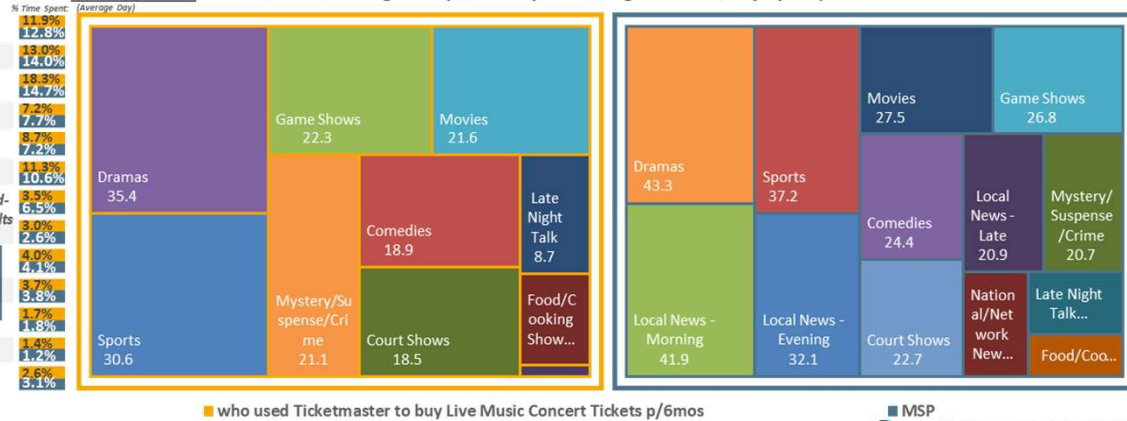
#### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

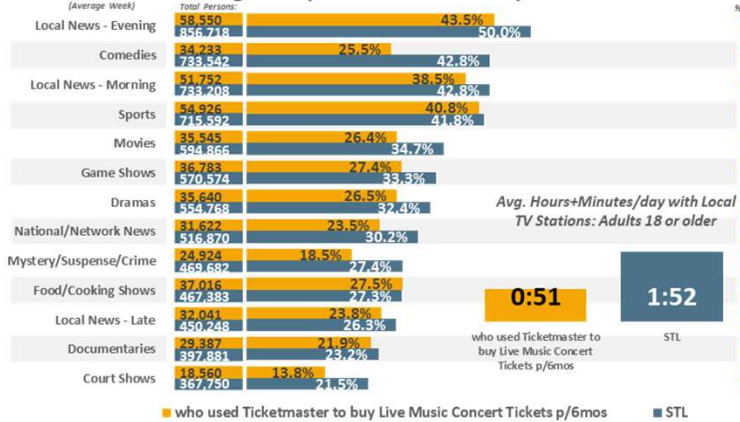




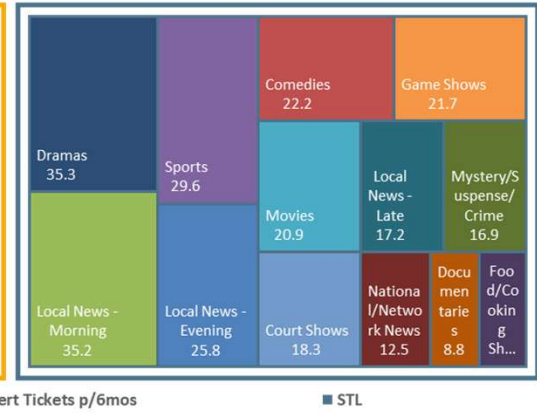
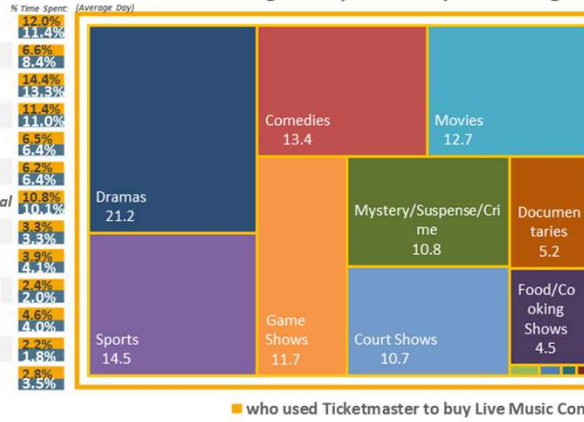


133,660 or 68.7% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Game Shows, Dramas, and Movies.

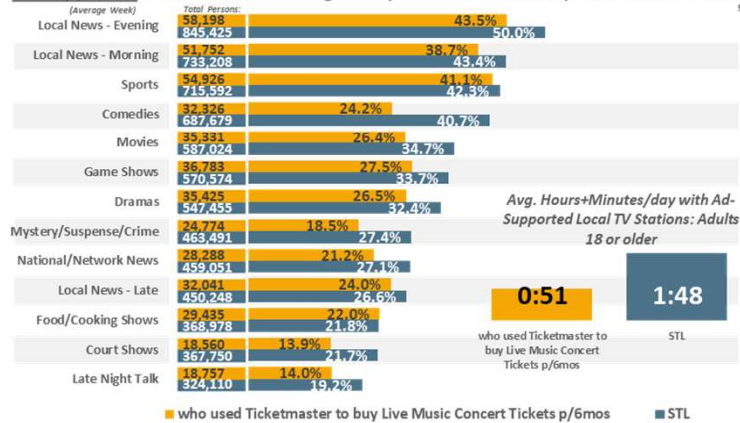
Local TV Station Programs (Persons & % Reach): Adults 18 or older



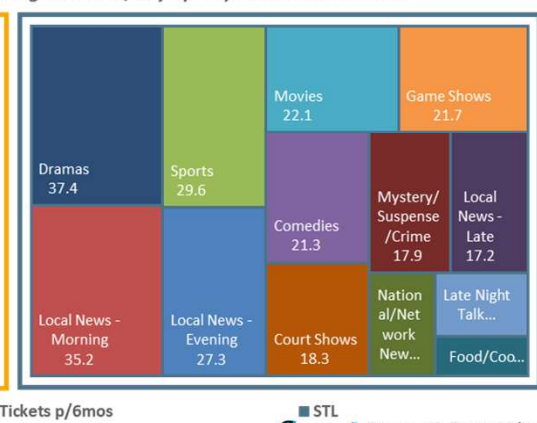
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 166  
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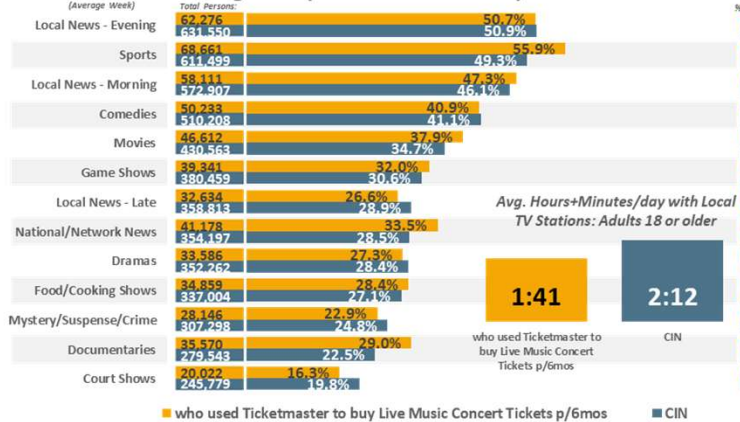
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[(Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets)]

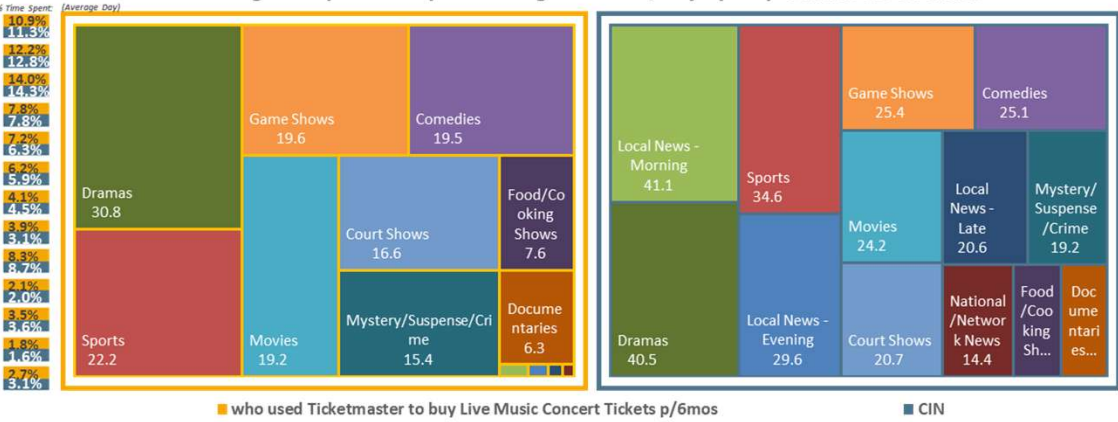


120,936 or 72.1% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Game Shows.

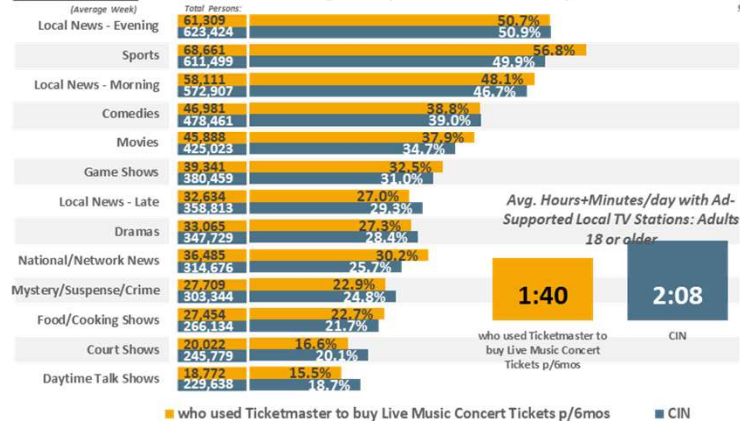
Local TV Station Programs (Persons & % Reach): Adults 18 or older



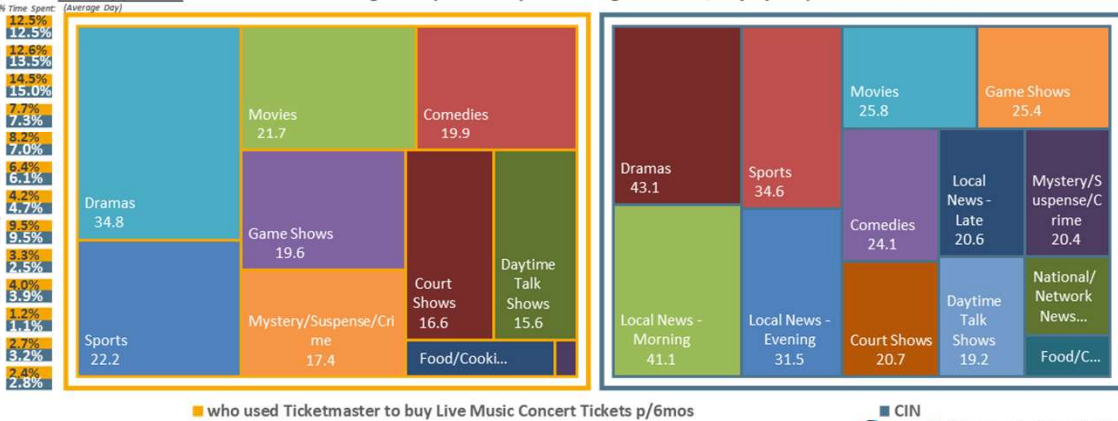
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

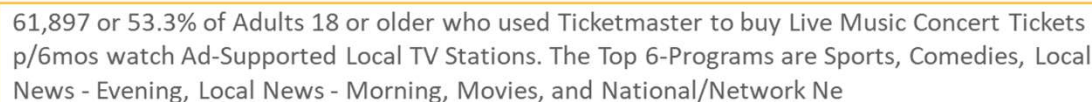


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older

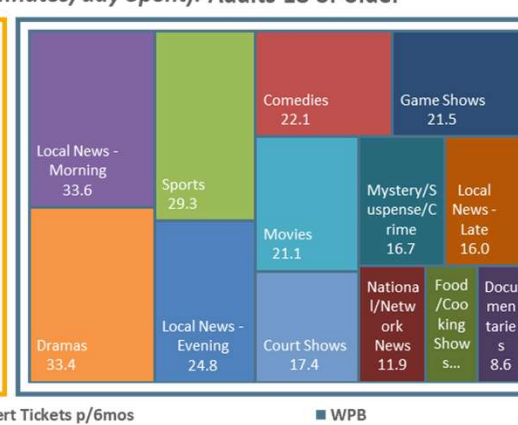
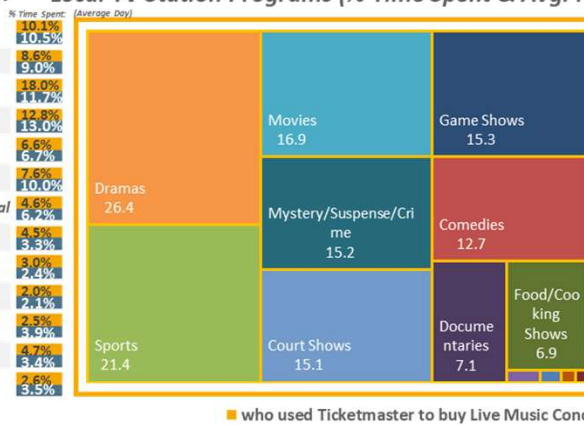


Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

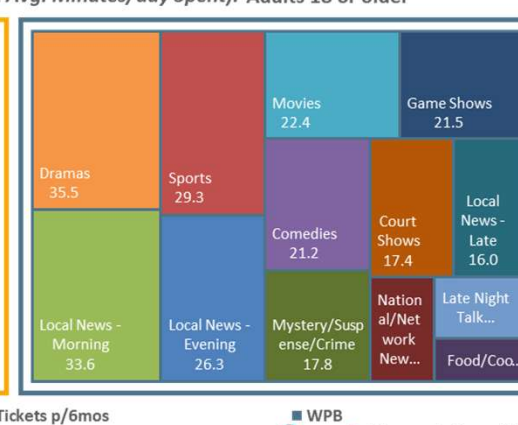
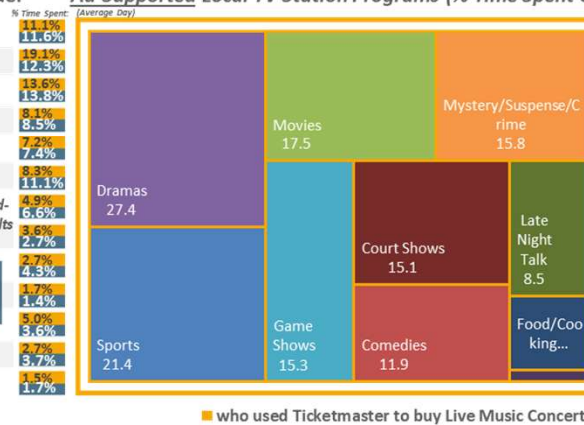




**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):** Adults 18 or older



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



■ WPB  
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*[(Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets)]*

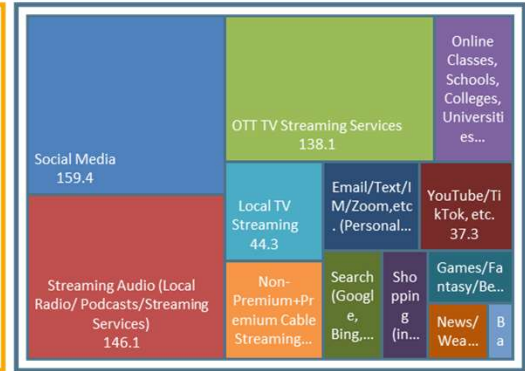
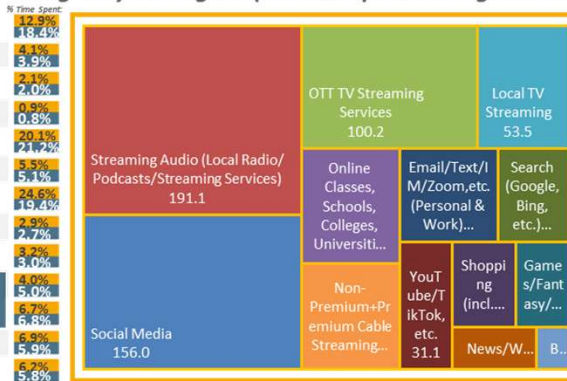
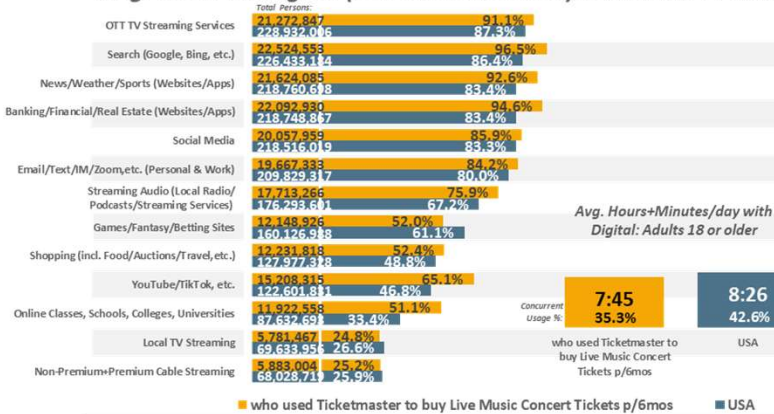




16,723,566 or 71.6% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos use Ad-Supported Social Media for an average of 130.1 minutes every day representing 24.4% of all time spent daily with Ad-Supported Digital Media.

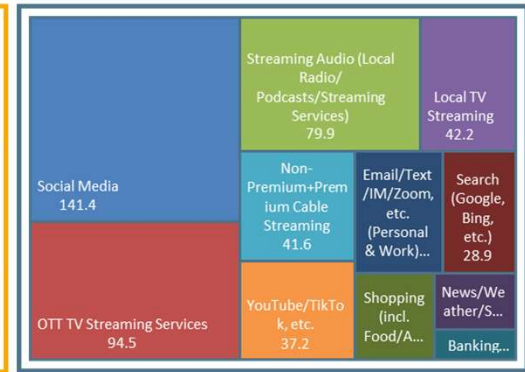
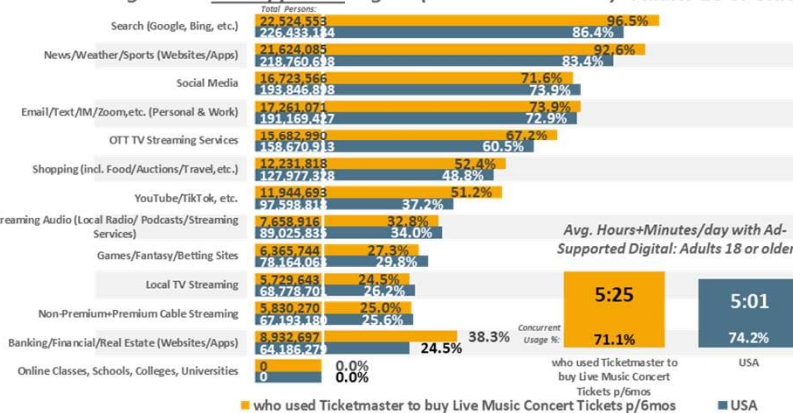
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,226  
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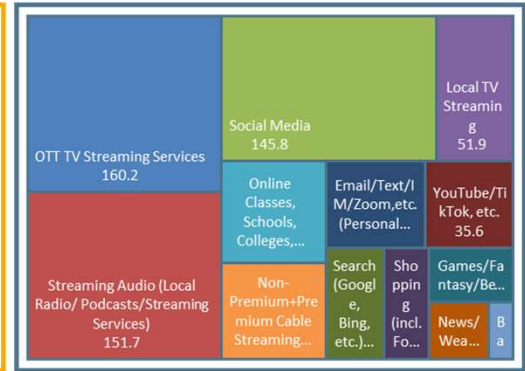
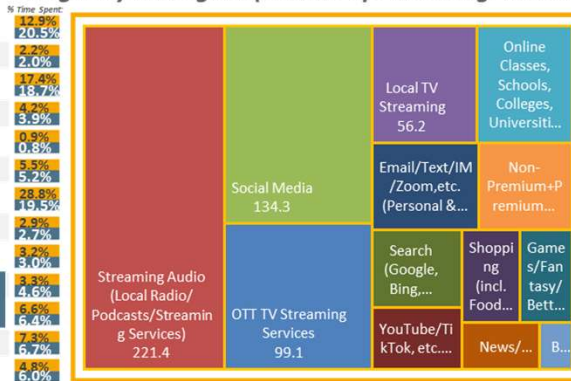
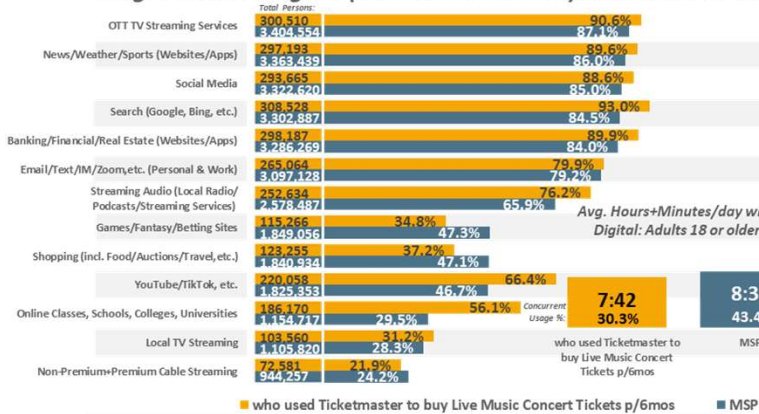
[(Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets)]



230,914 or 69.6% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos use Ad-Supported Social Media for an average of 105.6 minutes every day representing 20.5% of all time spent daily with Ad-Supported Digital Media.

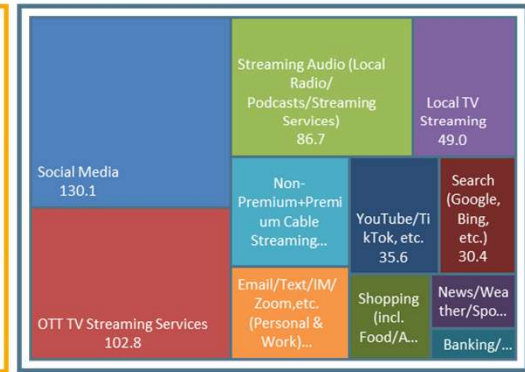
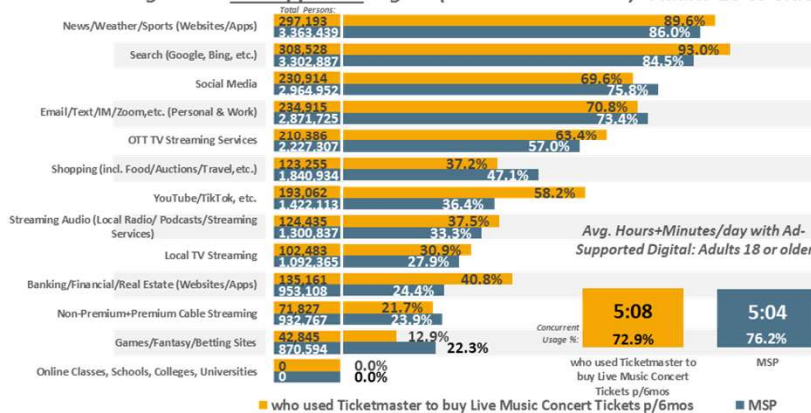
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



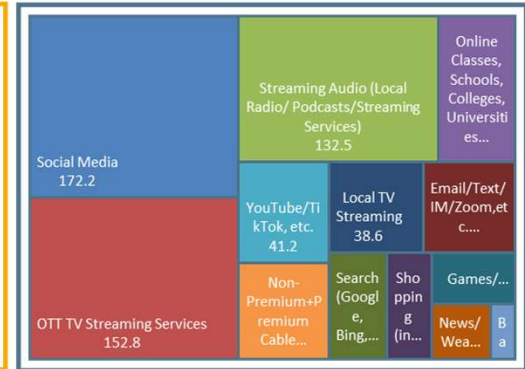
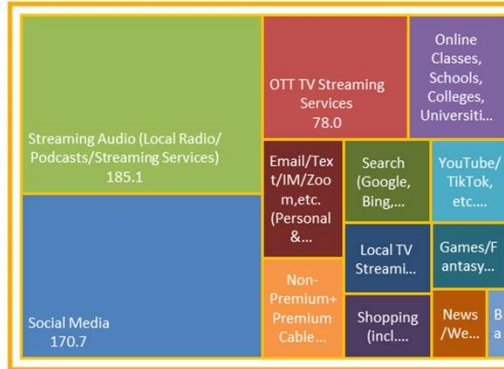
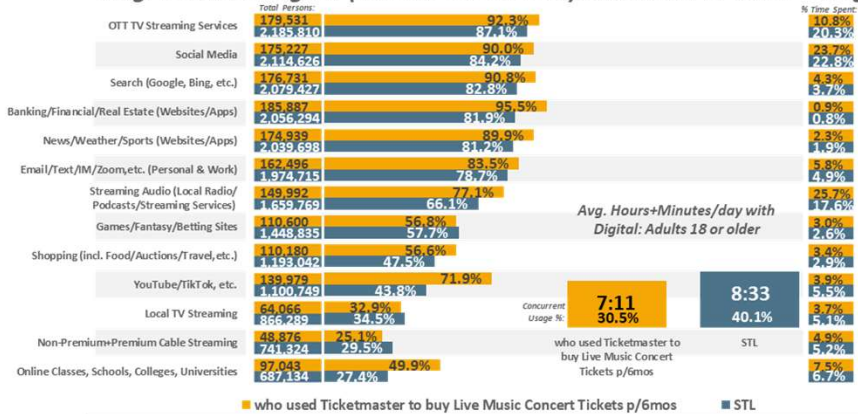




151,602 or 77.9% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos use Ad-Supported Social Media for an average of 147.6 minutes every day representing 29.8% of all time spent daily with Ad-Supported Digital Media.

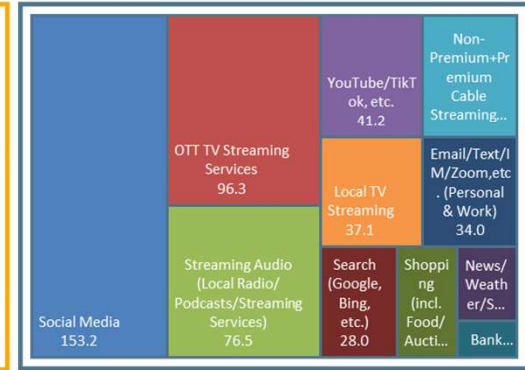
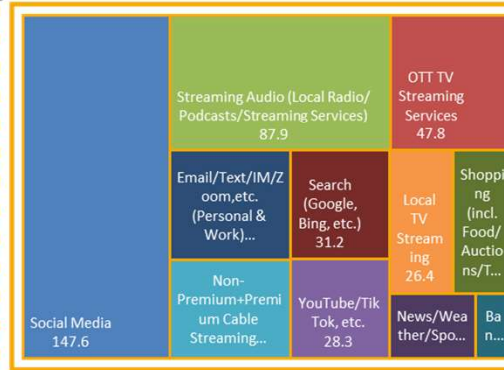
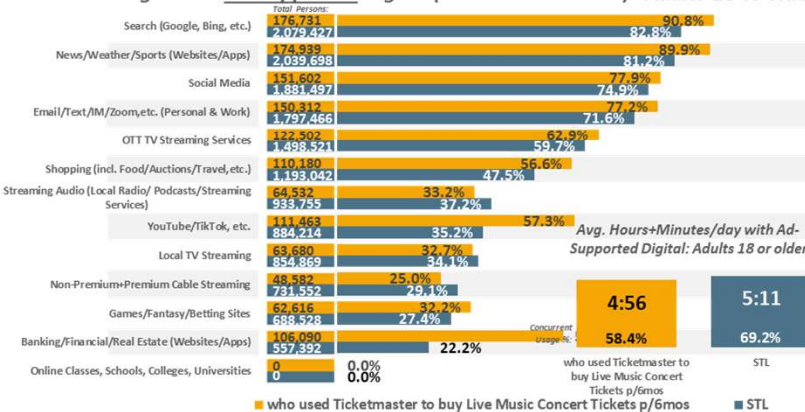
**Avg. Week All Digital (Persons & % Reach): Adults 18 or older**

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

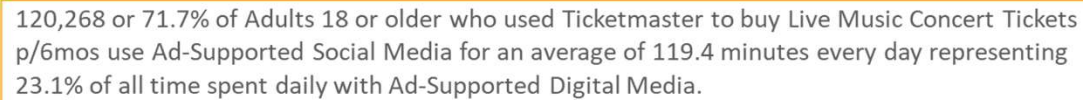


**Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older**

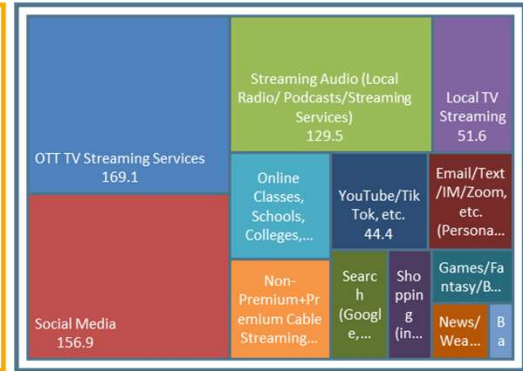
**Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



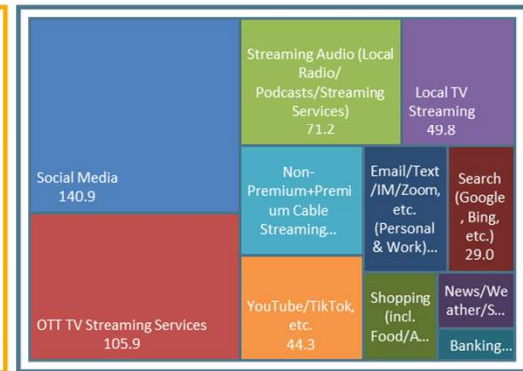




**Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



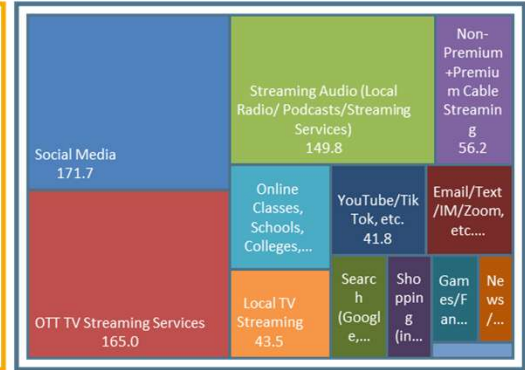
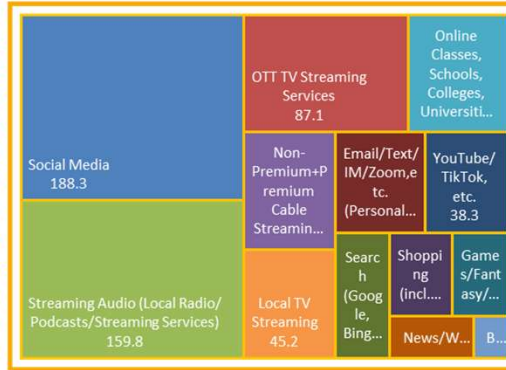
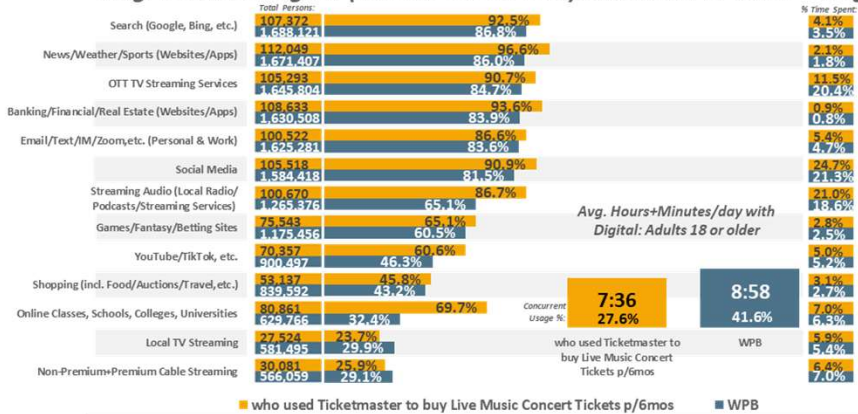
[(Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets)]



98,987 or 85.3% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos use Ad-Supported Social Media for an average of 176.6 minutes every day representing 31.6% of all time spent daily with Ad-Supported Digital Media.

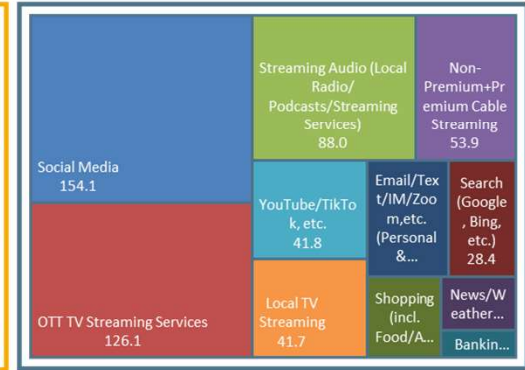
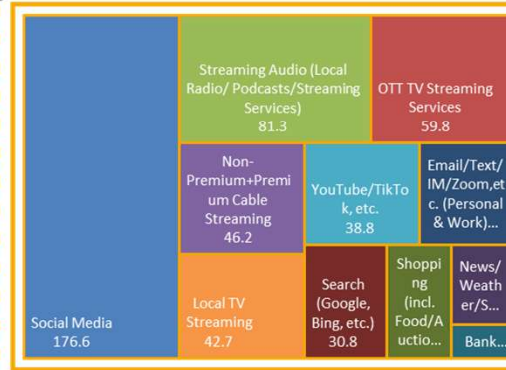
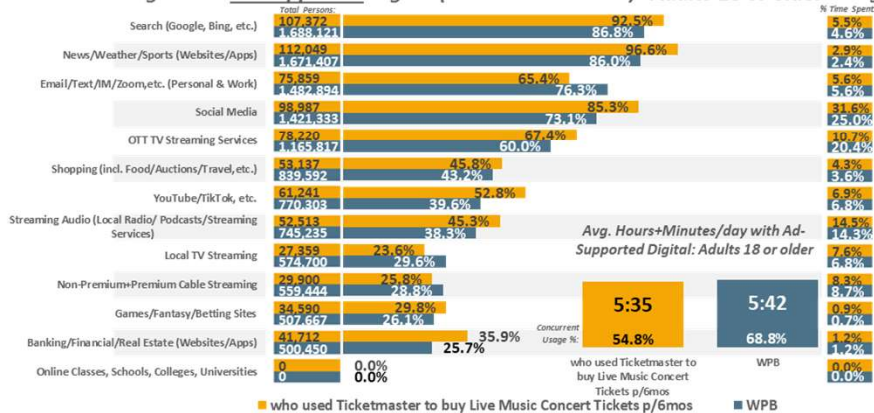
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 163  
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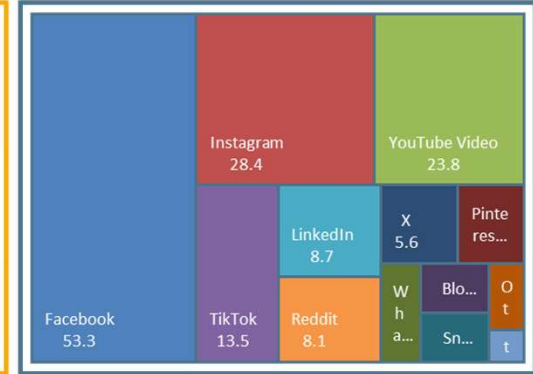
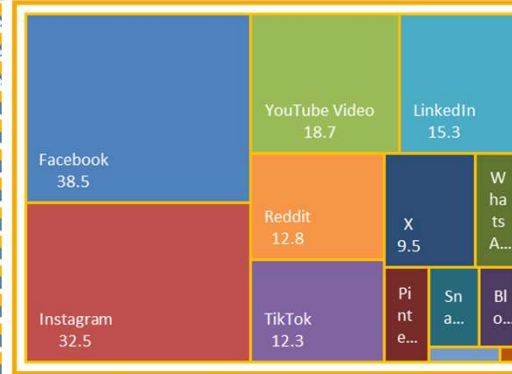
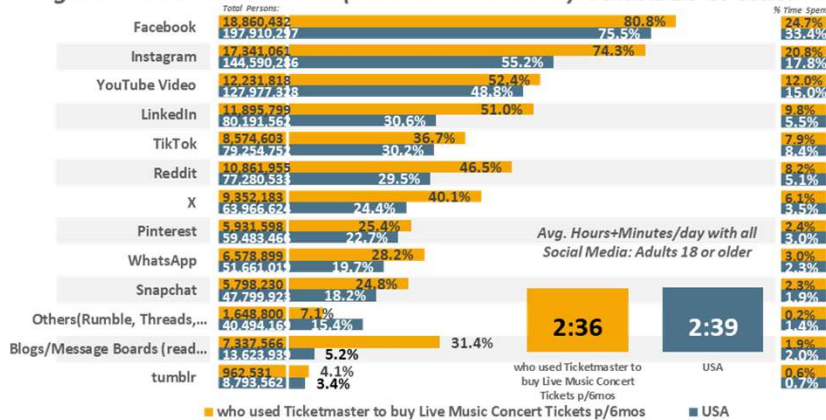
[(Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets)]



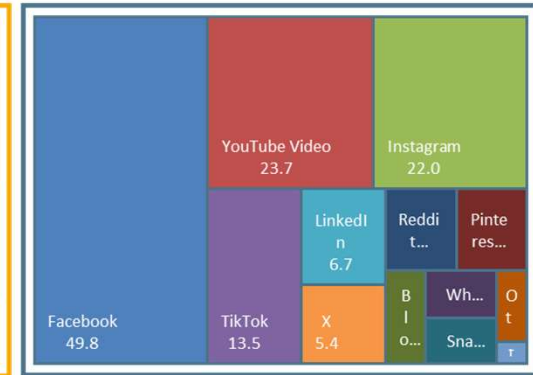
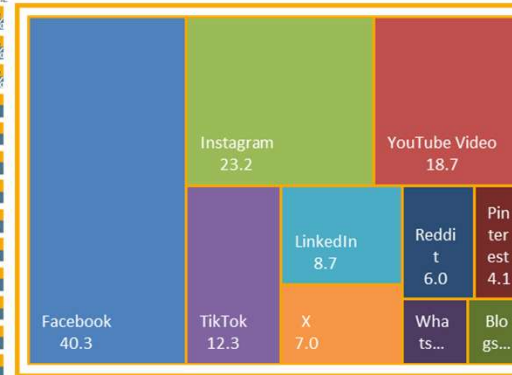
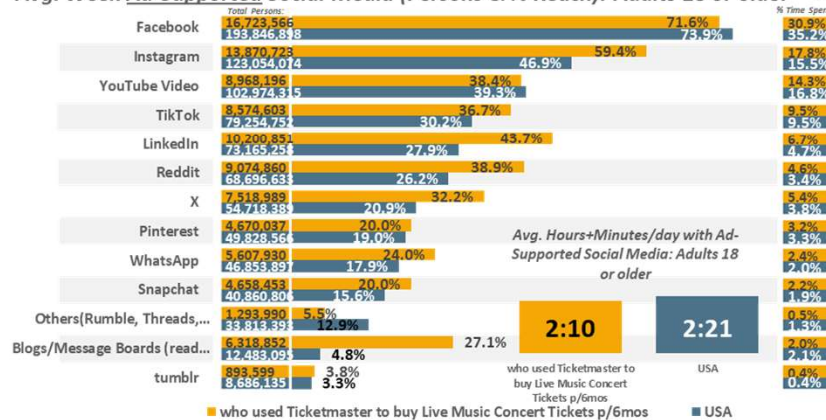


16,723,566 or 71.6% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos use Ad-Supported Facebook for an average of 40.3 minutes every day representing 30.9% of all time spent daily with Ad-Supported Social Media.

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



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



USA      USA Projection      Scarborough R1 2026: Sep24-Feb26      Qual Intab      2,226  
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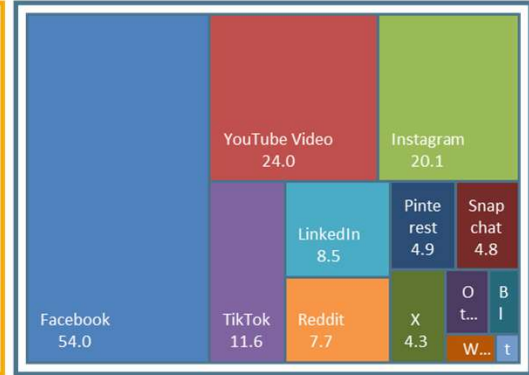
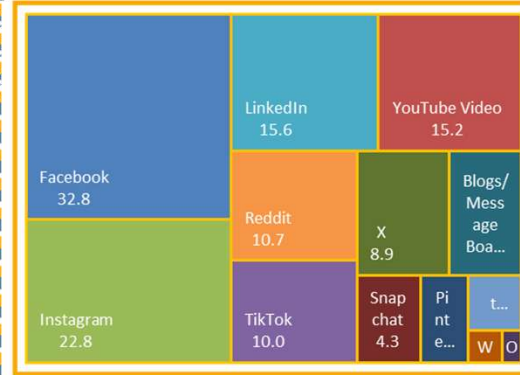
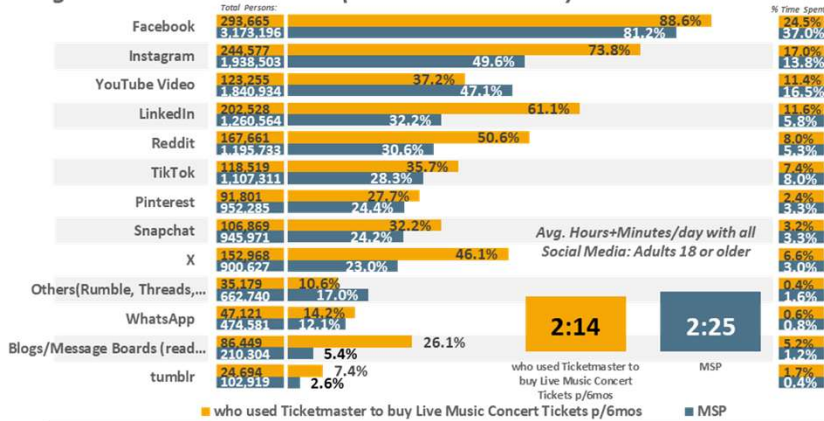
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



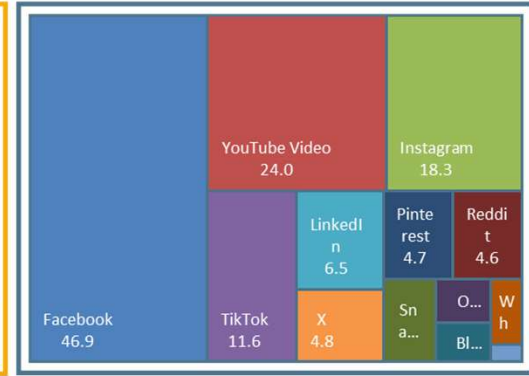
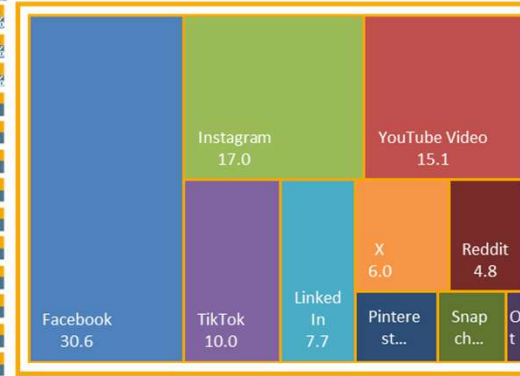
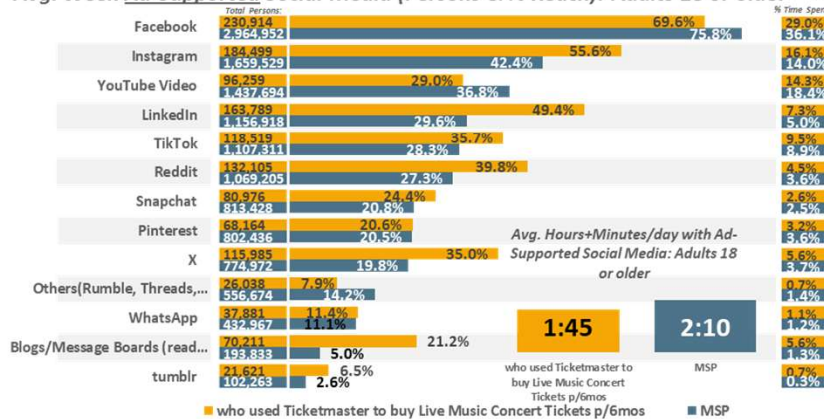


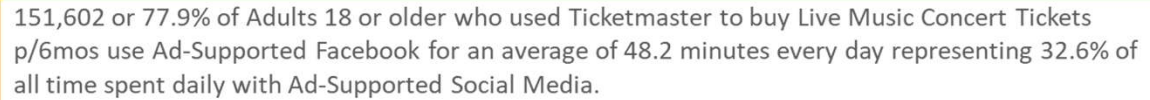
230,914 or 69.6% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos use Ad-Supported Facebook for an average of 30.6 minutes every day representing 29.0% of all time spent daily with Ad-Supported Social Media.

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



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



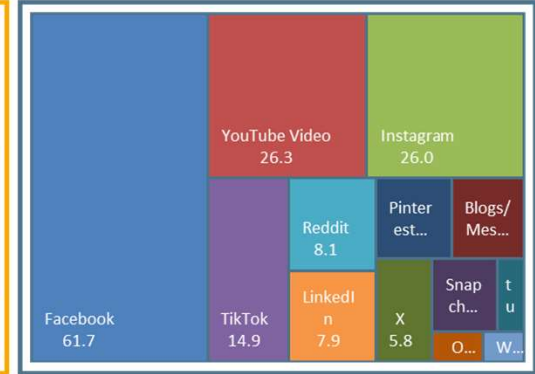


Platform	who used Ticketmaster to buy Live Music Concert Tickets p/6mos (%)	STL (%)
Facebook	81.6%	24.9%
Instagram	67.4%	17.0%
YouTube Video	56.6%	9.3%
TikTok	31.1%	6.9%
Reddit	50.2%	8.7%
LinkedIn	62.1%	14.4%
Pinterest	18.5%	1.8%
X	39.4%	5.6%
Snapchat	16.6%	3.0%
Tumble, Twitch, Gab, Par...	10.2%	1.0%
WhatsApp	18.5%	0.4%
tumblr	7.4%	0.9%
/Message Boards (read...	4.4%	2.0%
STL	30.5%	3.4%

Avg. Hours+Minutes/day with all Social Media: Adults 18 or older

who used Ticketmaster to buy Live Music Concert Tickets p/6mos: 2:50

STL: 2:52

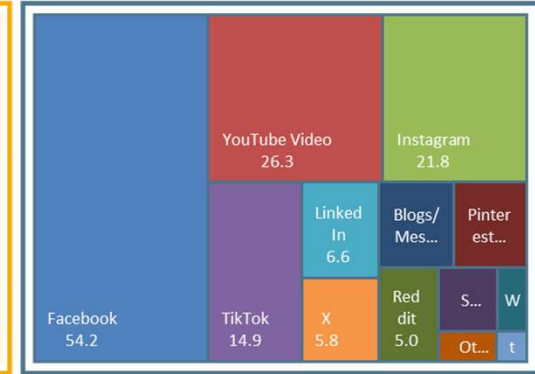


Platform	who used Ticketmaster to buy Live Music Concert Tickets p/6mos (Avg. Hours+Minutes/day)	STL (Avg. Hours+Minutes/day)
Facebook	151,602 (77.9%)	138,457 (74.4%)
Instagram	108,527 (49.2%)	103,573 (56.0%)
YouTube Video	81,554 (42.0%)	97,507 (58.9%)
TikTok	60,526 (31.1%)	757,682 (30.2%)
LinkedIn	107,613 (55.3%)	641,761 (4.3%)
Reddit	84,749 (43.5%)	681,353 (25.1%)
Pinterest	29,349 (15.1%)	520,453 (7.0%)
X	63,980 (32.9%)	516,098 (20.6%)
Snapchat	26,927 (13.8%)	455,318 (18.5%)
Rumble, Twitch, Gab, Pa...	16,221 (8.3%)	260,903 (10.4%)
WhatsApp	31,854 (16.4%)	257,724 (10.1%)
tumblr	13,850 (7.1%)	108,247 (4.4%)
/Message Boards (read...	93,046 (27.3%)	75,975 (3.2%)

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

2:27 (who used Ticketmaster to buy Live Music Concert Tickets p/6mos)

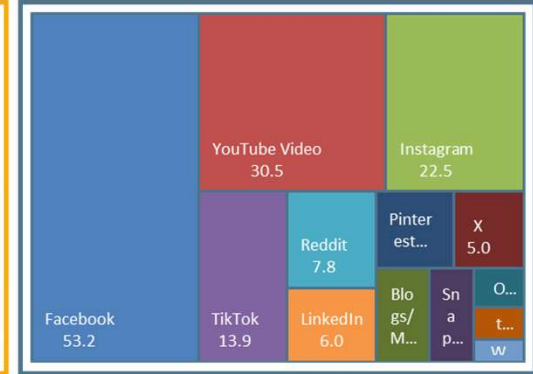
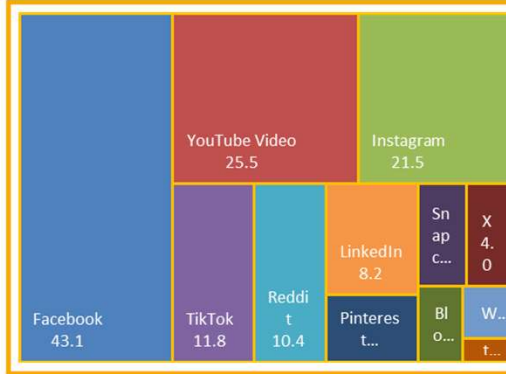
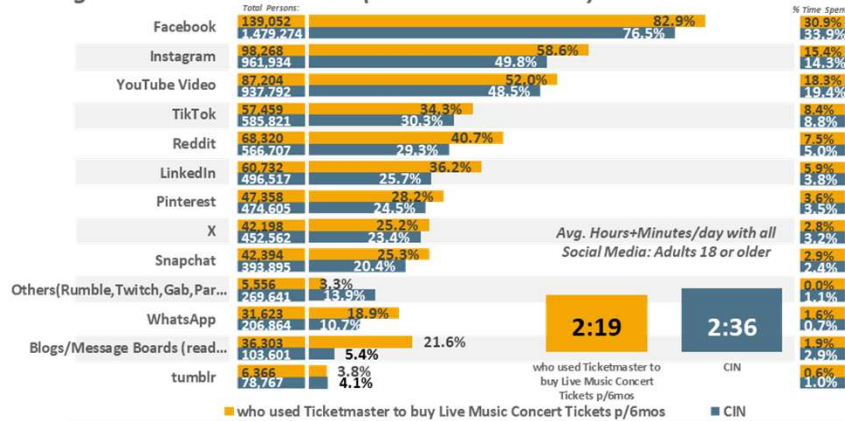
2:33 (STL)



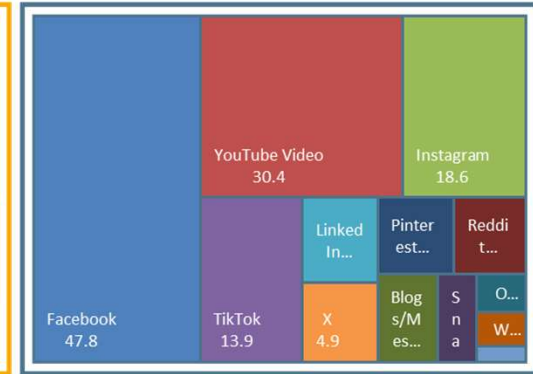
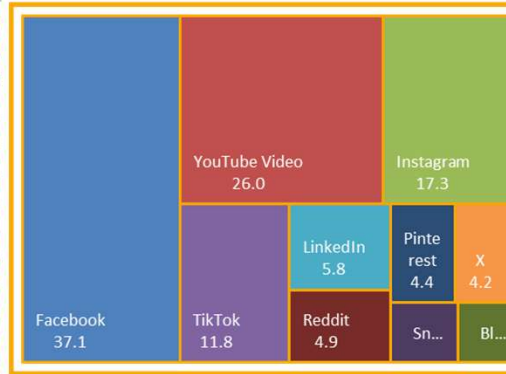
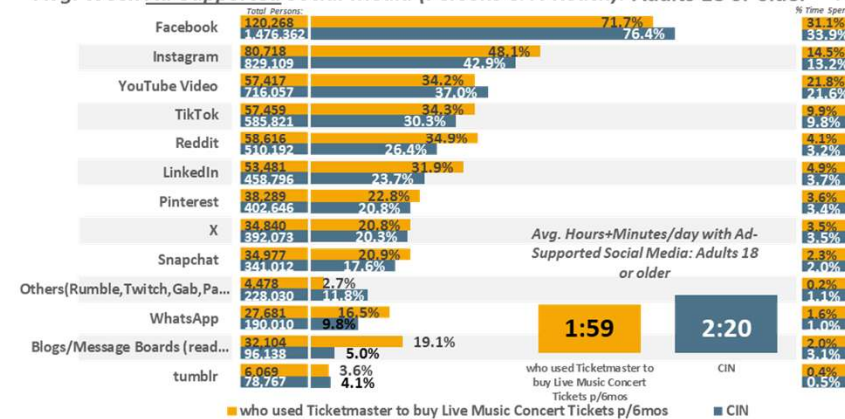


120,268 or 71.7% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos use Ad-Supported Facebook for an average of 37.1 minutes every day representing 31.1% of all time spent daily with Ad-Supported Social Media.

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



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

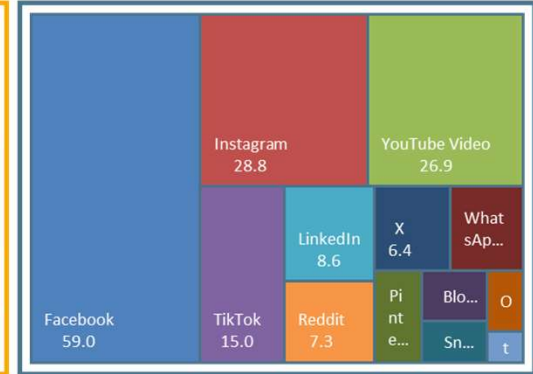
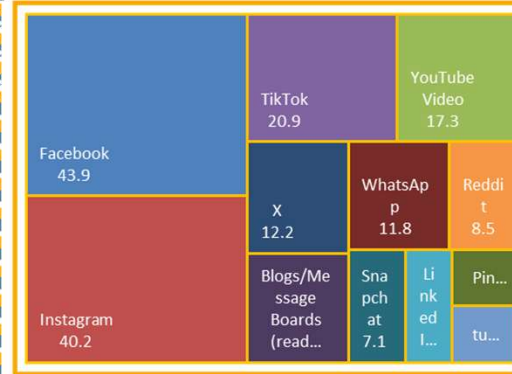
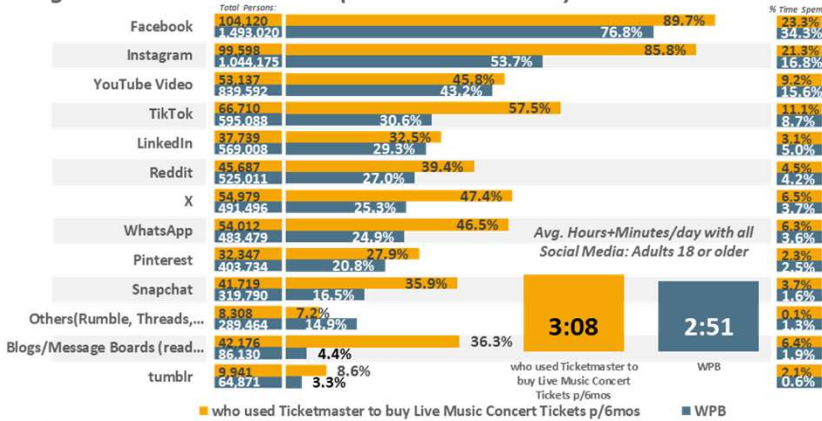




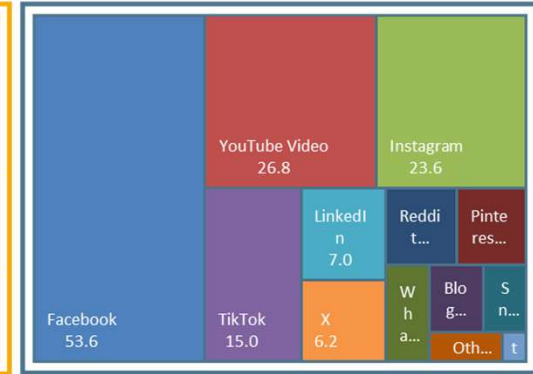
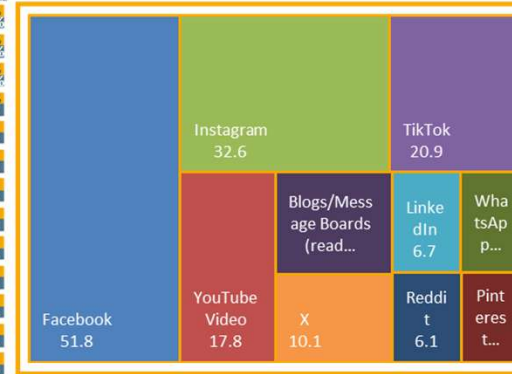
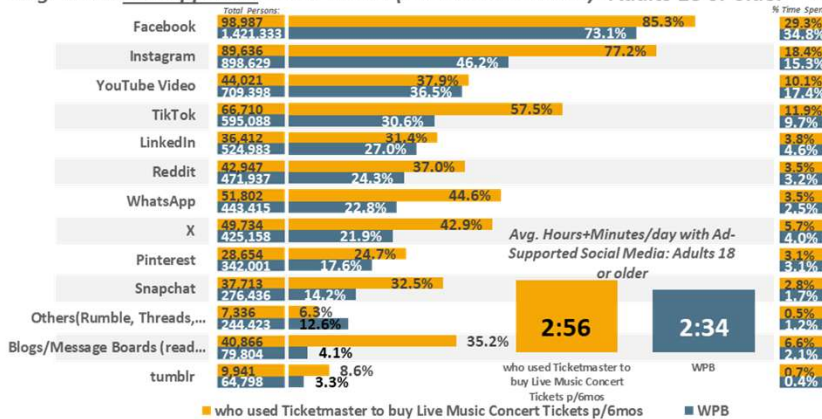


98,987 or 85.3% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos use Ad-Supported Facebook for an average of 51.8 minutes every day representing 29.3% of all time spent daily with Ad-Supported Social Media.

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



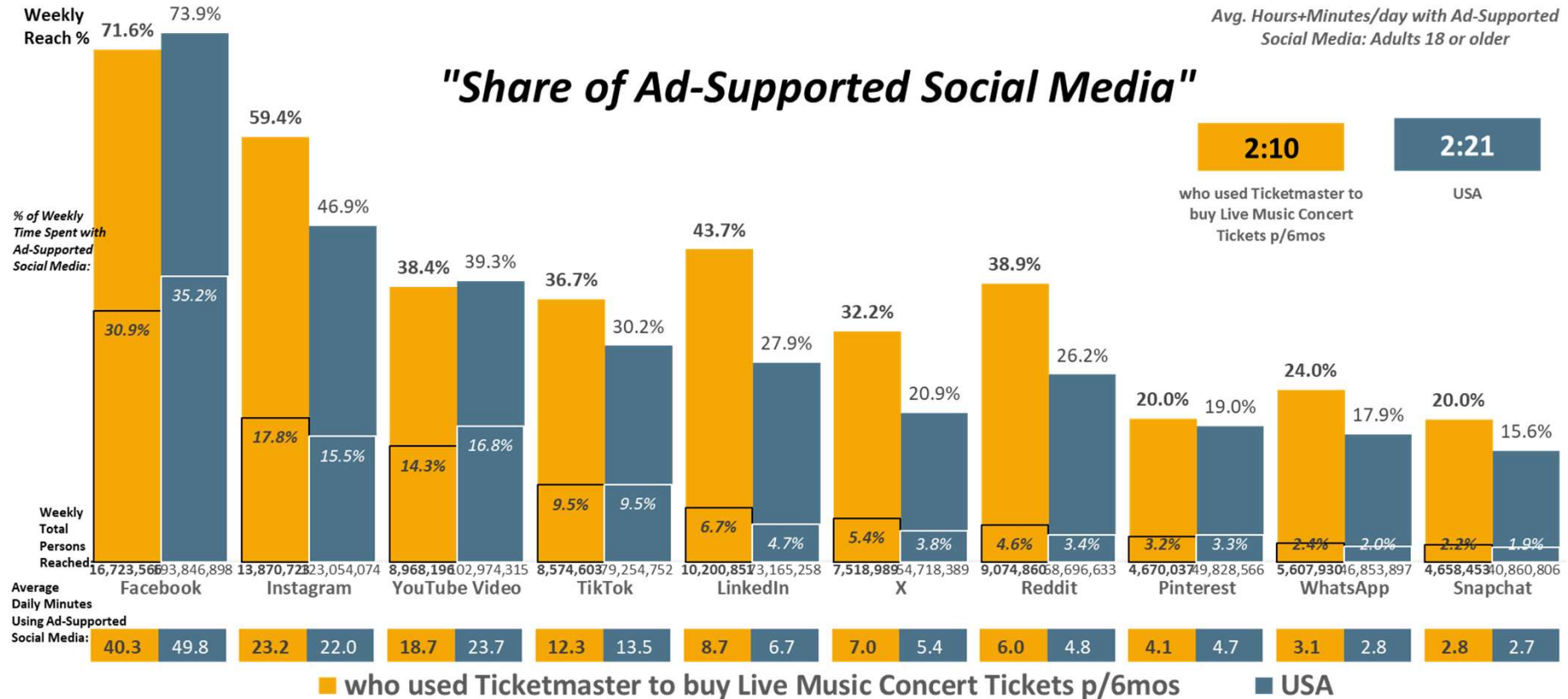
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





16,723,566 or 71.6% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos use Ad-Supported Facebook for an average of 40.3 minutes every day representing 30.9% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,226 Scarborough R1 2026: Sep24-Feb26  
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USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,110

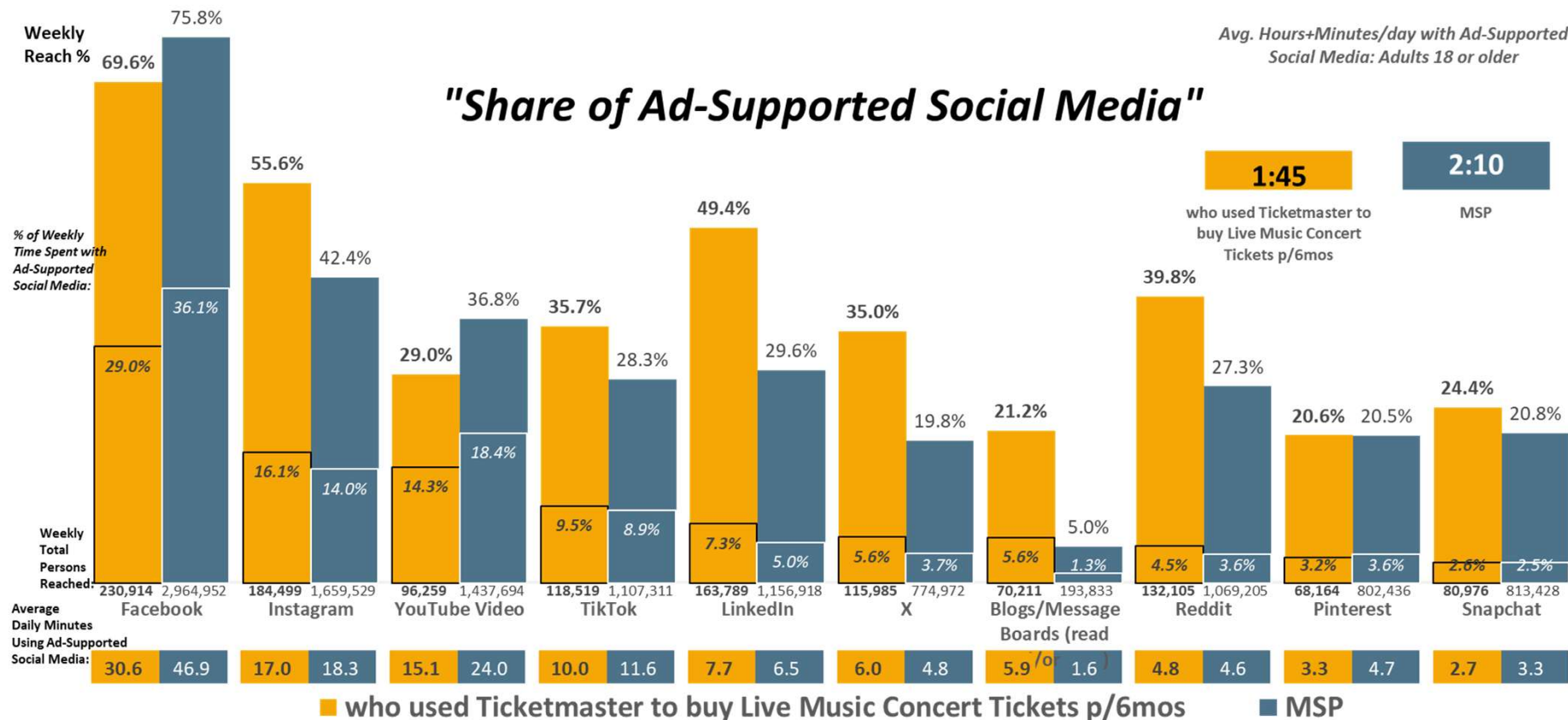
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



230,914 or 69.6% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos use Ad-Supported Facebook for an average of 30.6 minutes every day representing 29.0% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 144 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934

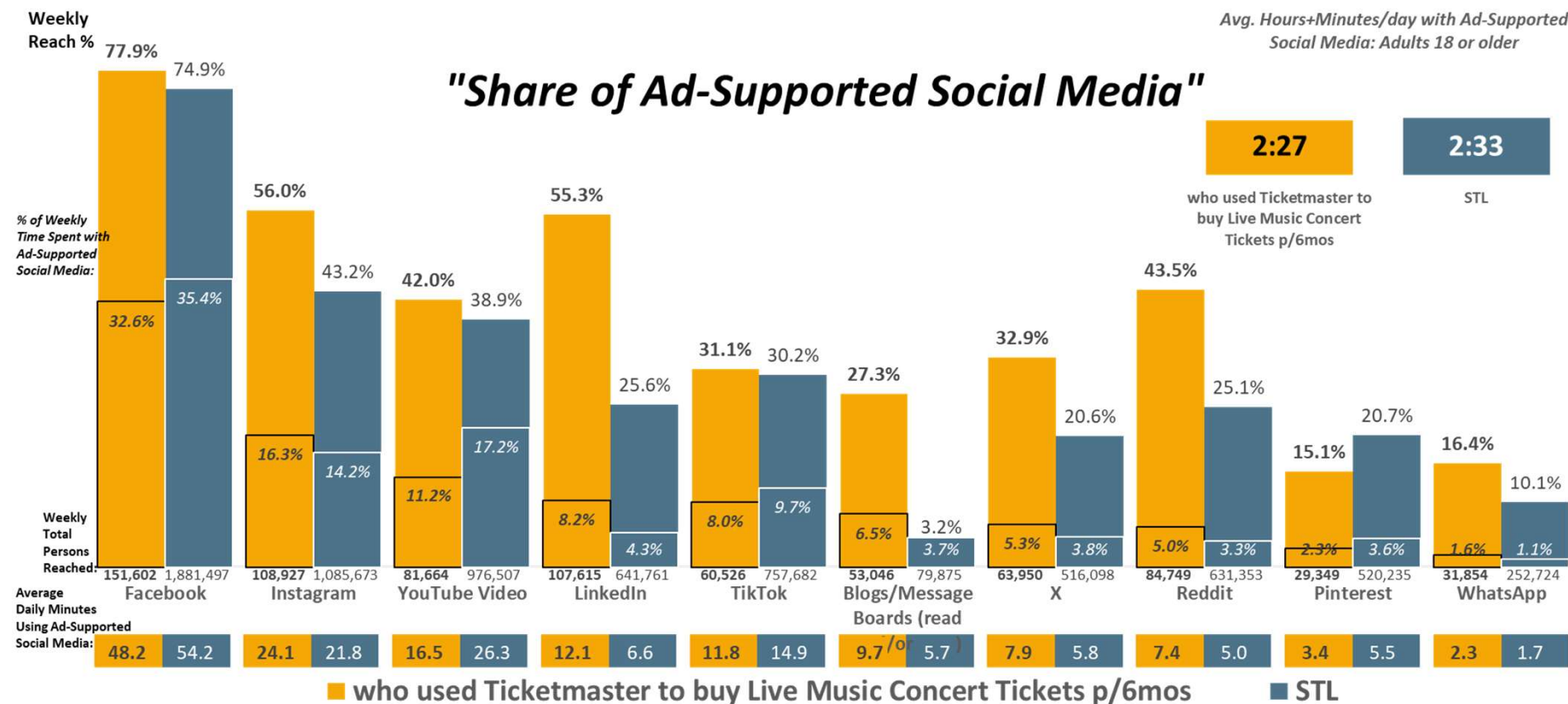
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]





151,602 or 77.9% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos use Ad-Supported Facebook for an average of 48.2 minutes every day representing 32.6% of all time spent daily with Ad-Supported Social Media.



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 166  
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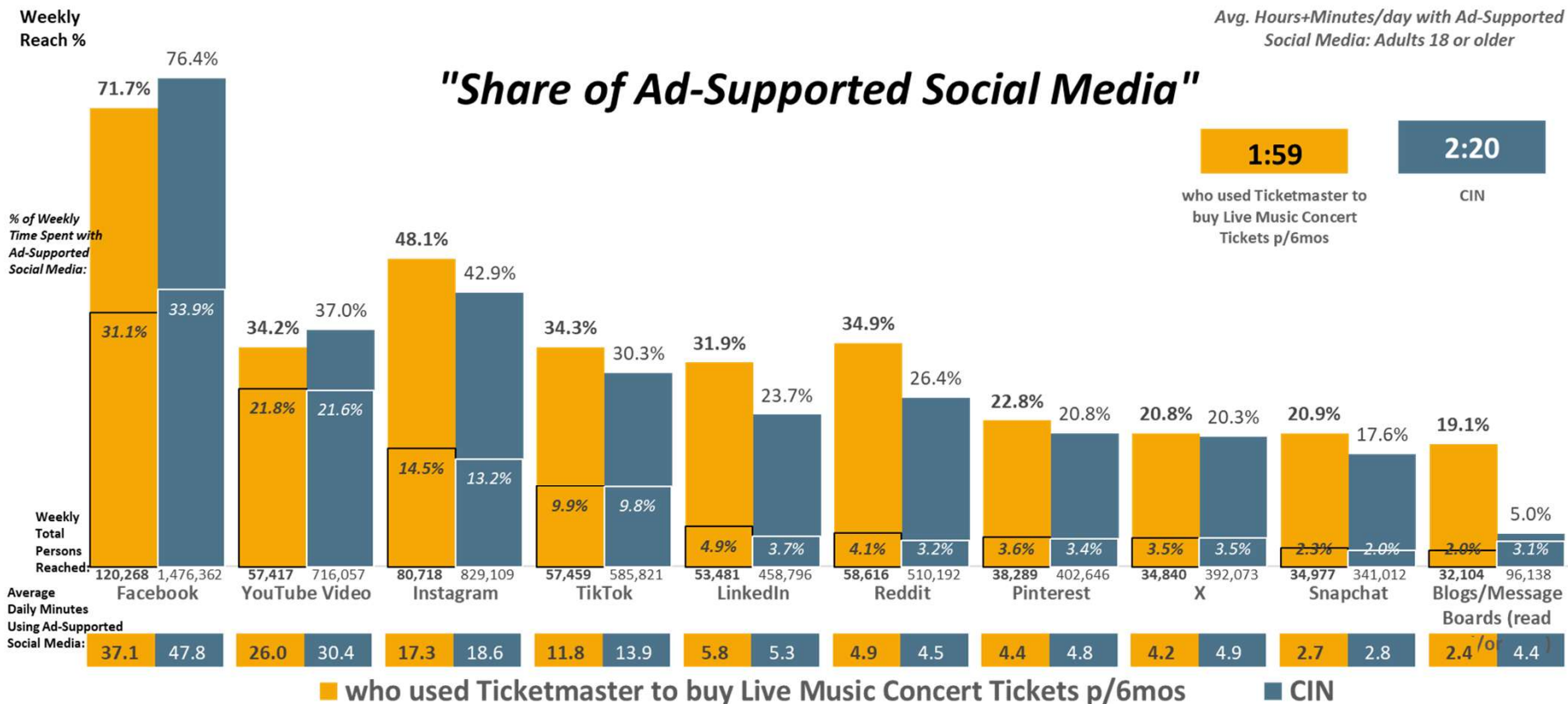
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



120,268 or 71.7% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos use Ad-Supported Facebook for an average of 37.1 minutes every day representing 31.1% of all time spent daily with Ad-Supported Social Media.



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 192 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033  
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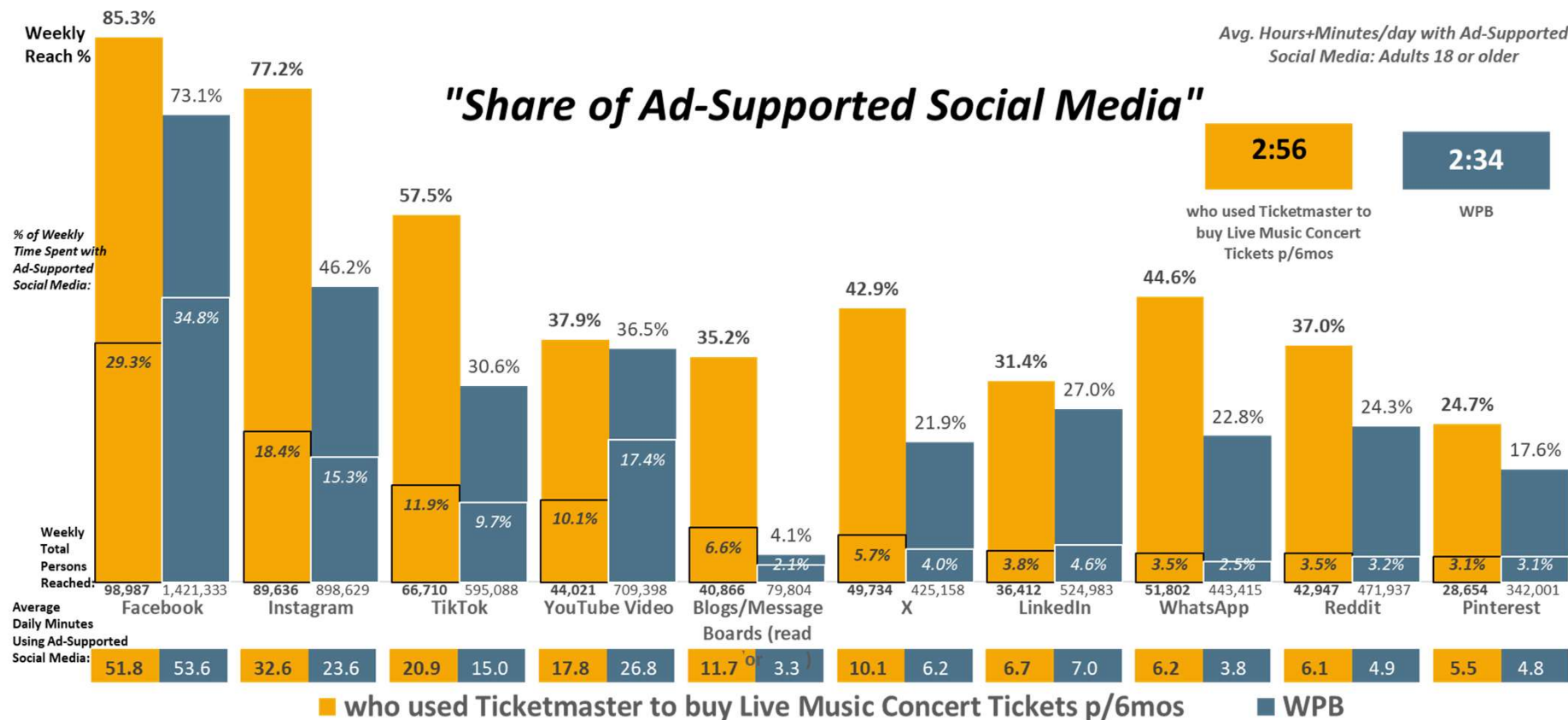
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



98,987 or 85.3% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos use Ad-Supported Facebook for an average of 51.8 minutes every day representing 29.3% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"

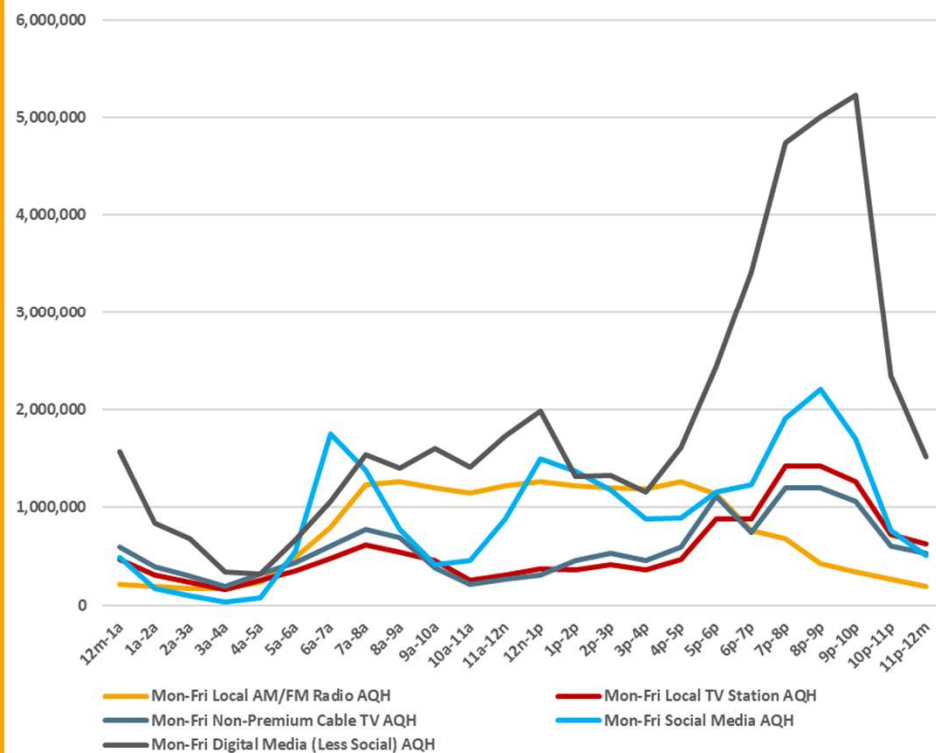




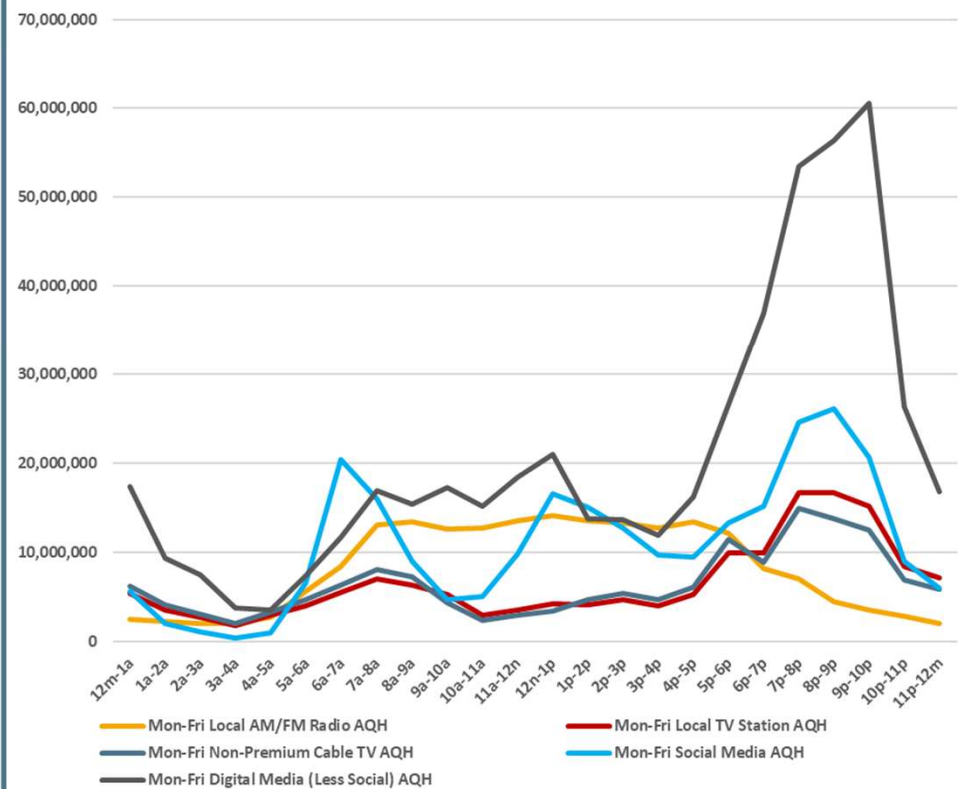


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,693,822;  
Local Radio: 1,146,917; Social Media: 1,067,301; Non-Prem. Cable: 551,773; Local TV:  
495,021 reaching Adults 18 or older who used Ticketmaster to buy Live Musi

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who used Ticketmaster to buy Live Music  
Concert Tickets p/6mos*



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



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,226  
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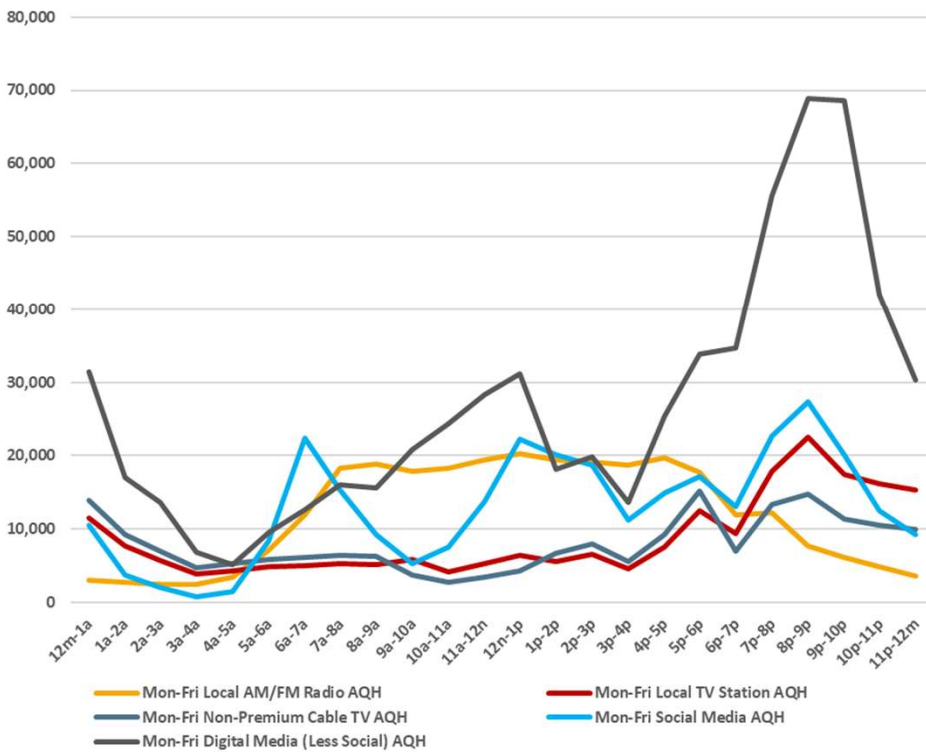
[(Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets)]

**soefa.ai** Share of Everything  
for Anything

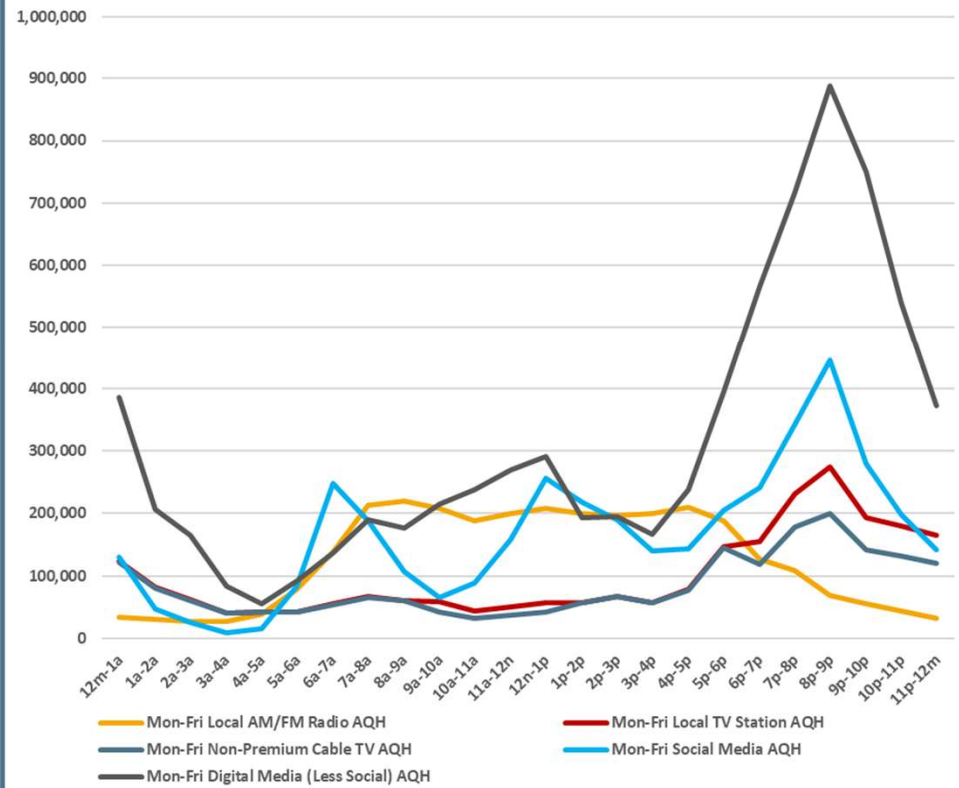


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 22,632;  
Local Radio: 17,797; Social Media: 14,668; Non-Prem. Cable: 6,500; Local TV: 6,394  
reaching Adults 18 or older who used Ticketmaster to buy Live Music Concert Tic

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who used Ticketmaster to buy Live Music  
Concert Tickets p/6mos*



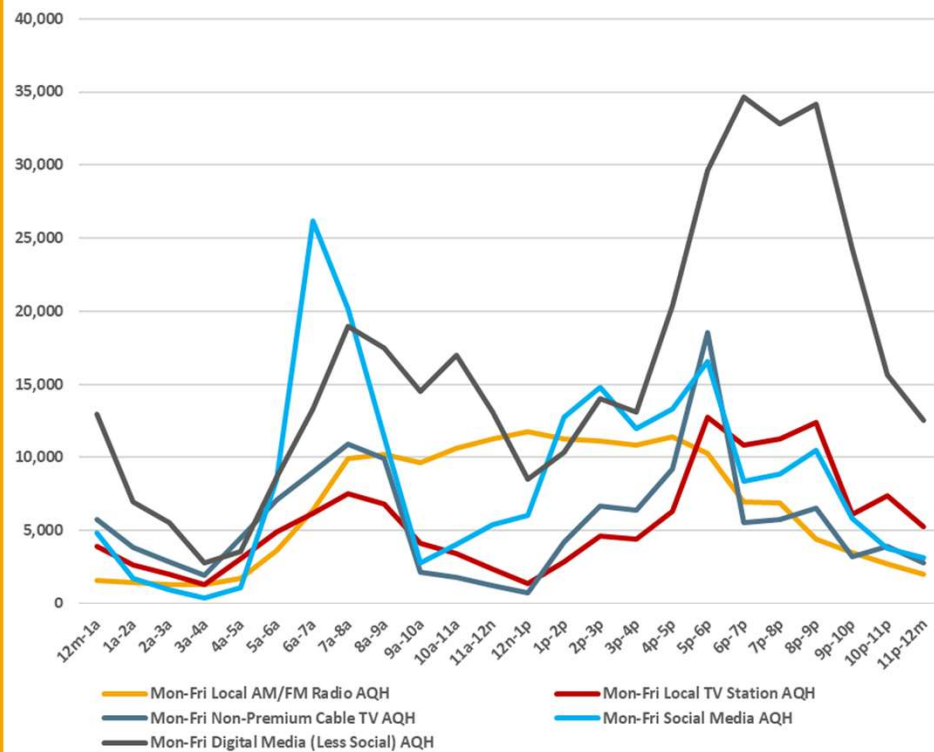
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
MSP Metro Area Adults 18 or older*



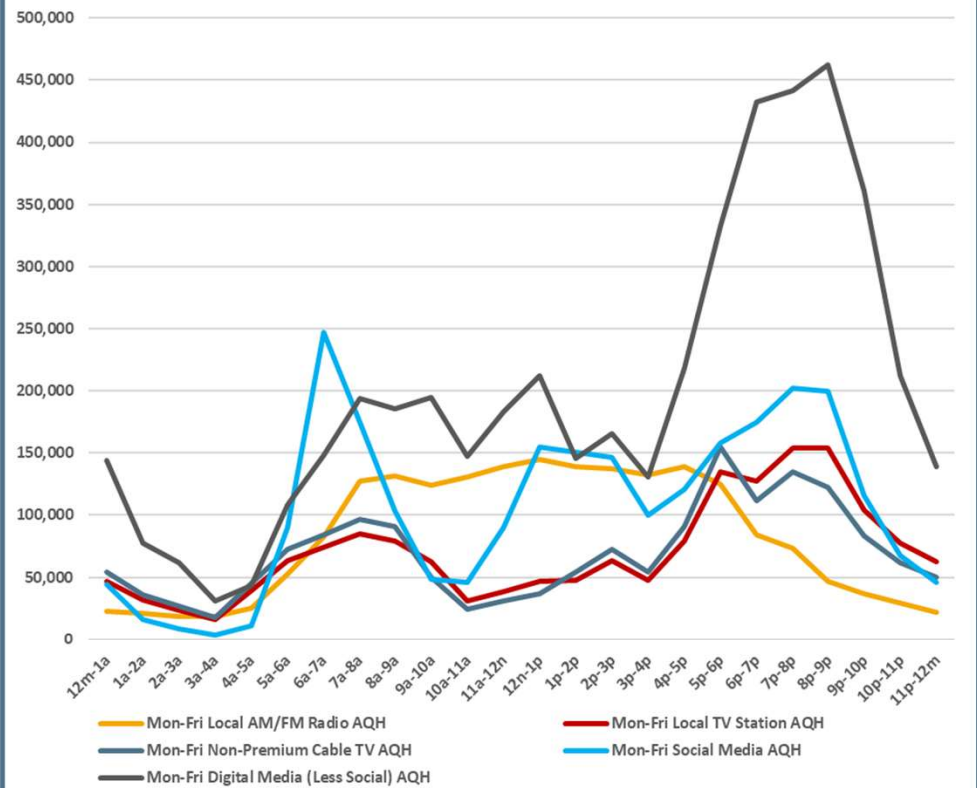


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 17,310;  
Social Media: 11,822; Local Radio: 10,125; Non-Prem. Cable: 6,634; Local TV: 5,650  
reaching Adults 18 or older who used Ticketmaster to buy Live Music Concert Tic

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who used Ticketmaster to buy Live Music  
Concert Tickets p/6mos*



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

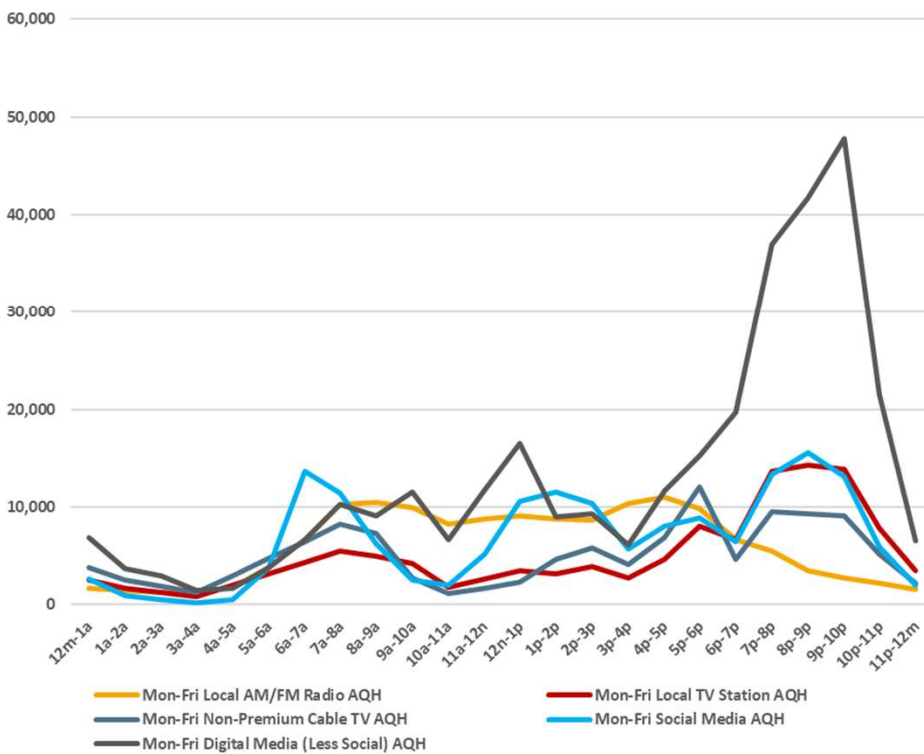




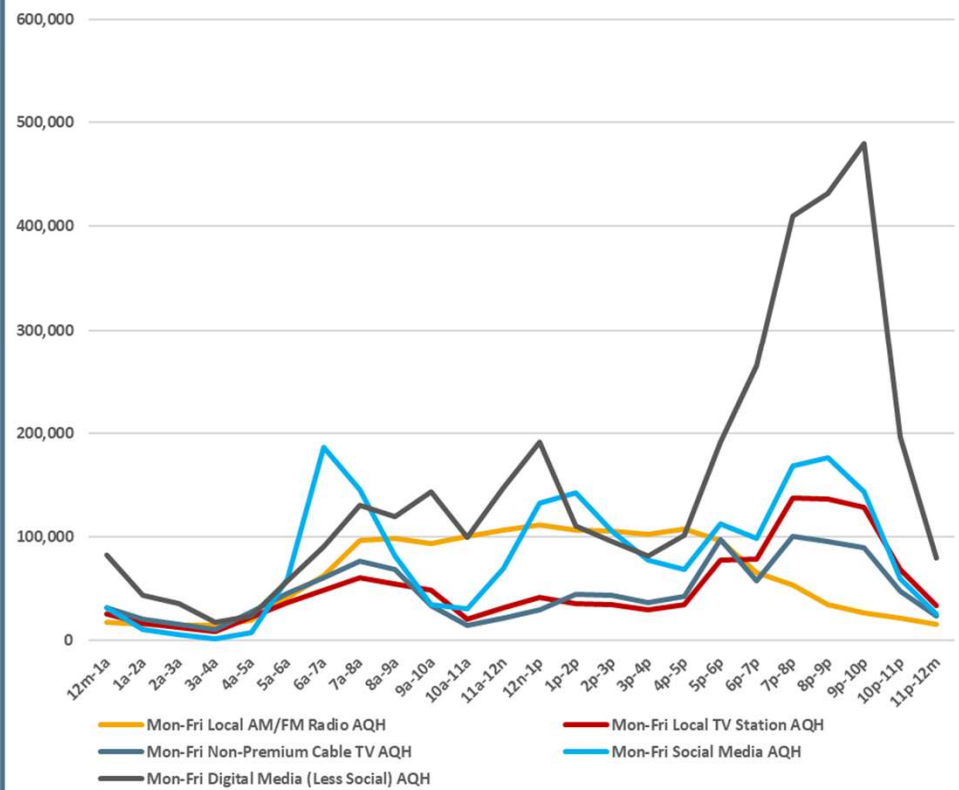


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,025;  
Local Radio: 9,134; Social Media: 7,899; Non-Prem. Cable: 5,239; Local TV: 4,319 reaching  
Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who used Ticketmaster to buy Live Music  
Concert Tickets p/6mos*



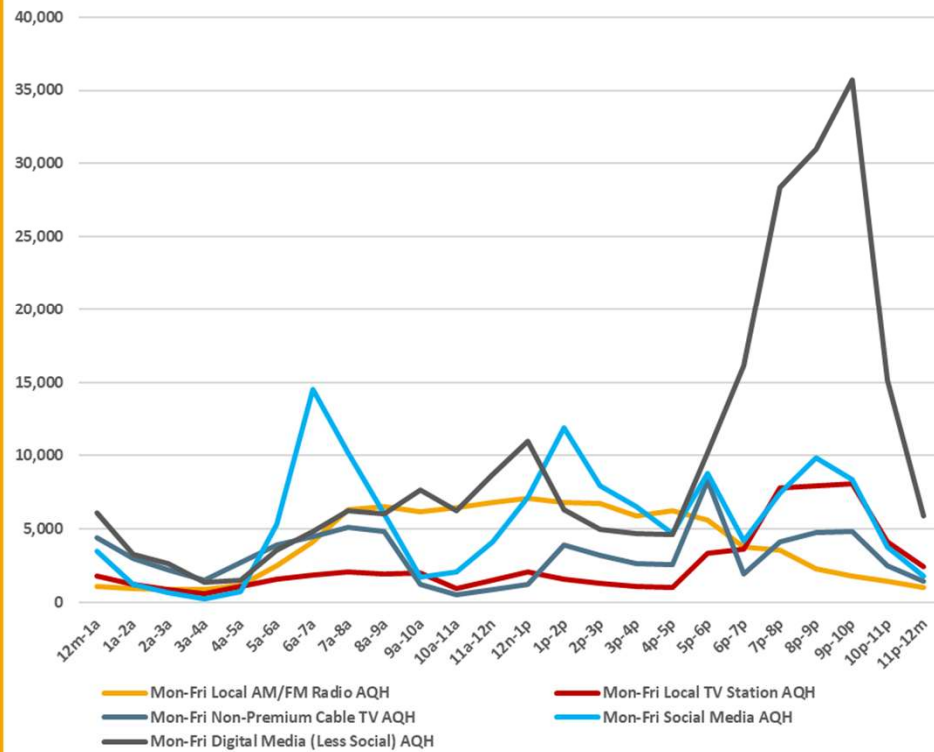
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
CIN Metro Area Adults 18 or older*



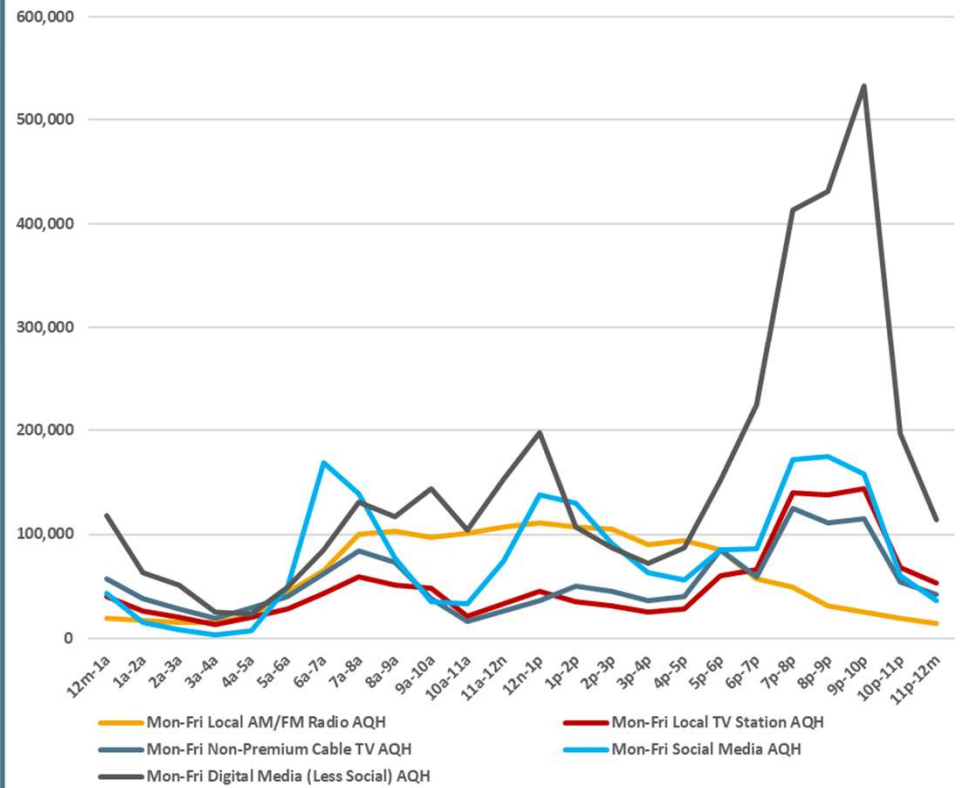


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,503;  
Social Media: 6,908; Local Radio: 6,045; Non-Prem. Cable: 3,153; Local TV: 1,876 reaching  
Adults 18 or older who used Ticketmaster to buy Live Music Concert Ticket

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who used Ticketmaster to buy Live Music  
Concert Tickets p/6mos*



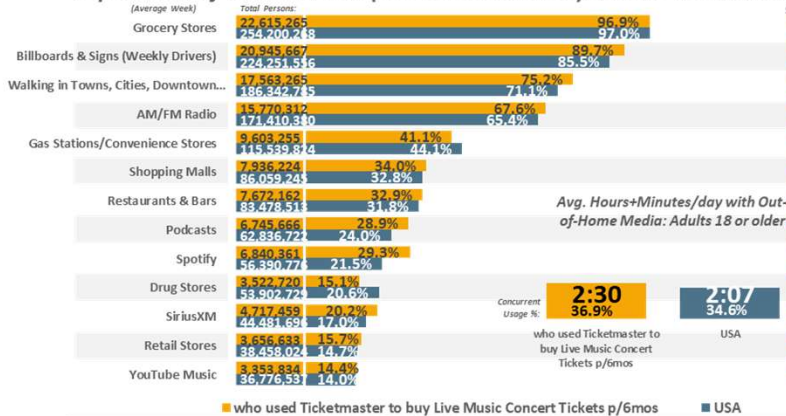
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
WPB Metro Area Adults 18 or older*



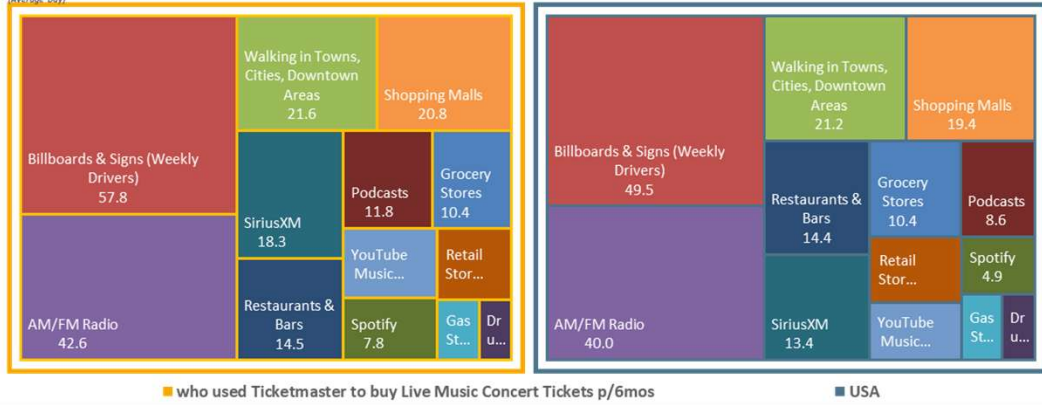


20,945,667 or 89.7% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 57.8 minutes per day driving, seeing Billboards and Signs. 65.5% Listen to Local Radio Stations Out-of-Home for an average of 39.7

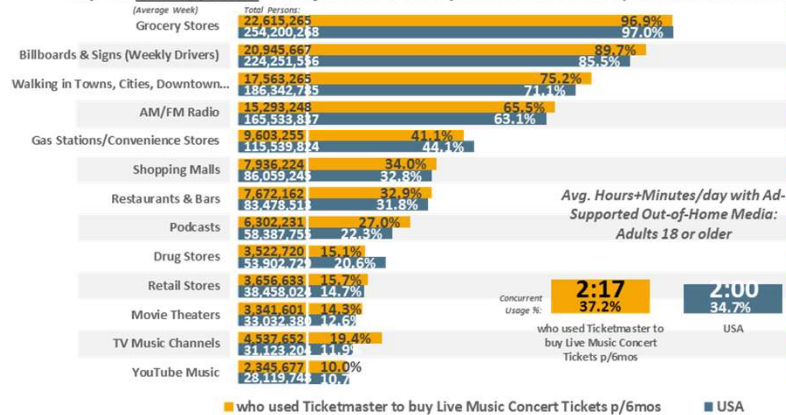
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



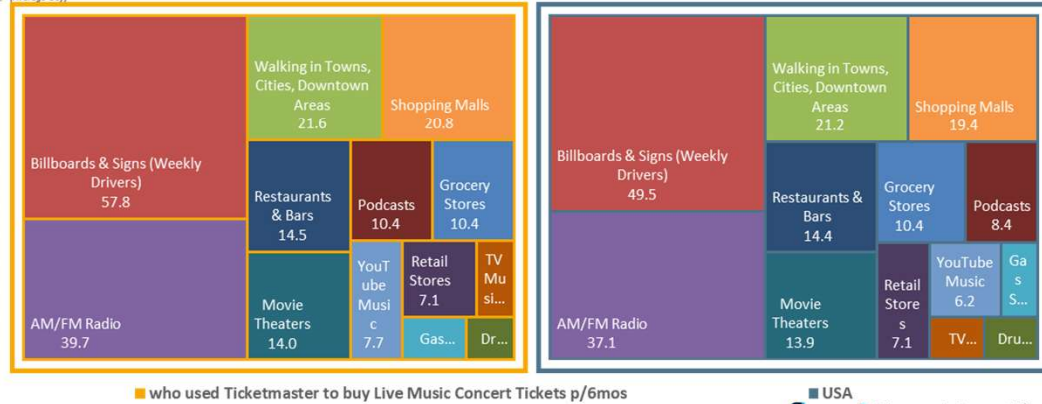
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

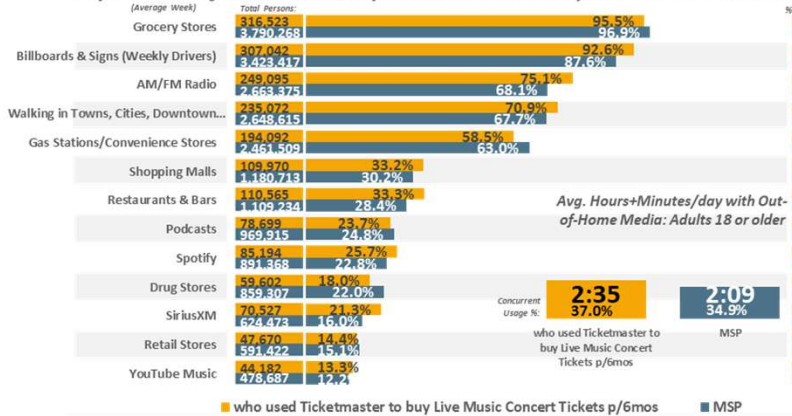




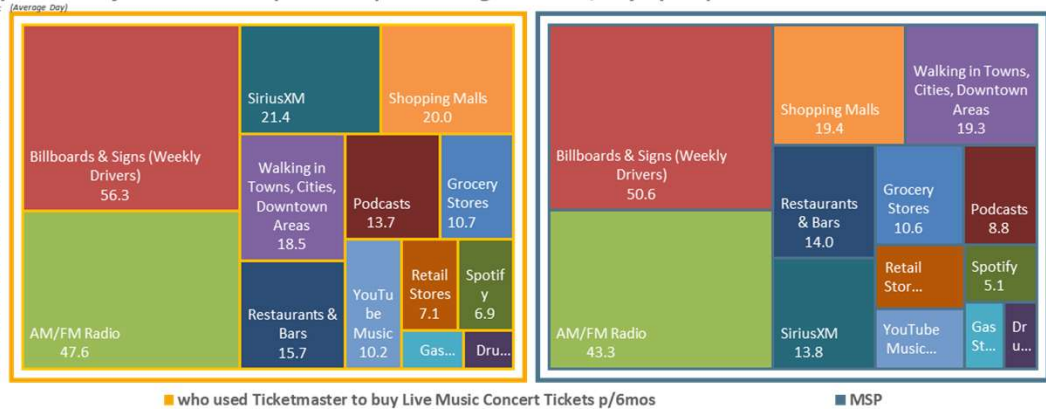


307,042 or 92.6% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 56.3 minutes per day driving, seeing Billboards and Signs. 72.3% Listen to Local Radio Stations Out-of-Home for an average of 42.2 mi

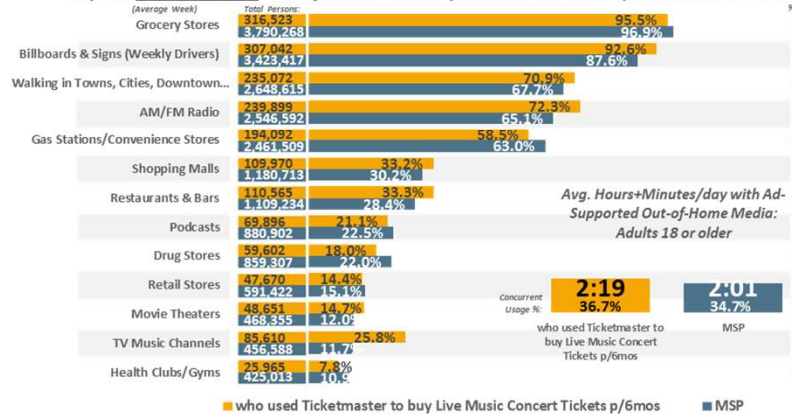
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



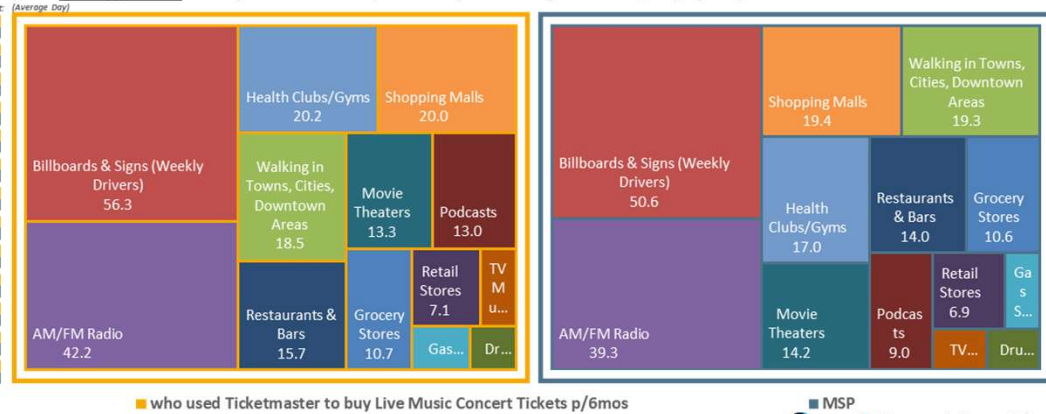
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 144  
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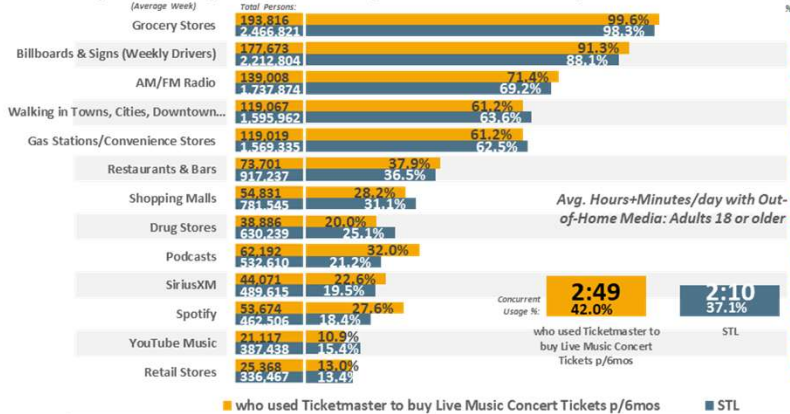
soefa.ai Share of Everything for Anything

[(Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets)]

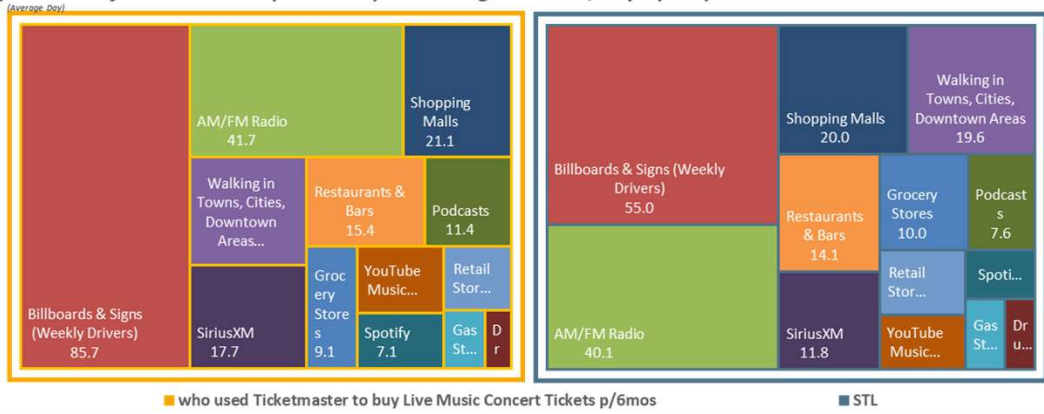


177,673 or 91.3% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 85.7 minutes per day driving, seeing Billboards and Signs. 69.6% Listen to Local Radio Stations Out-of-Home for an average of 40.5 mi

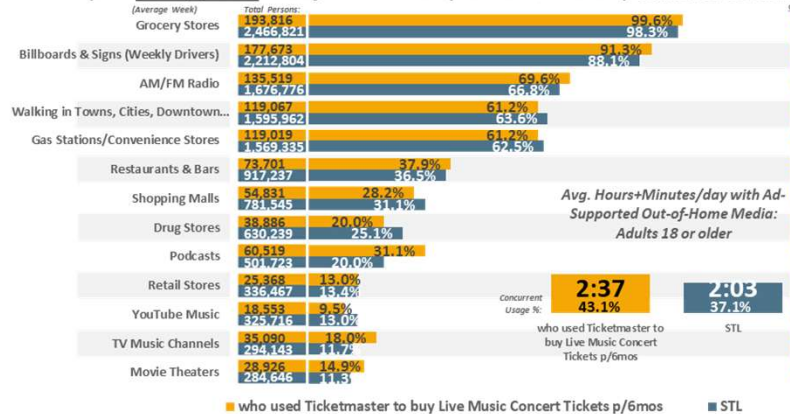
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



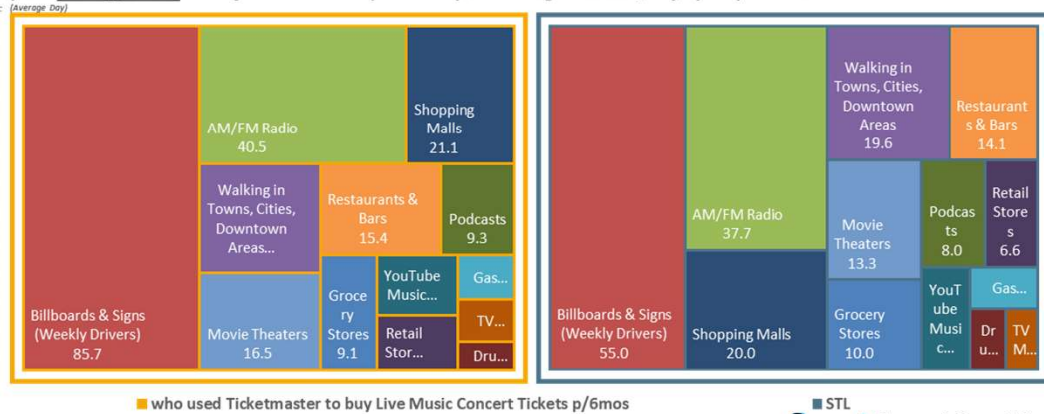
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



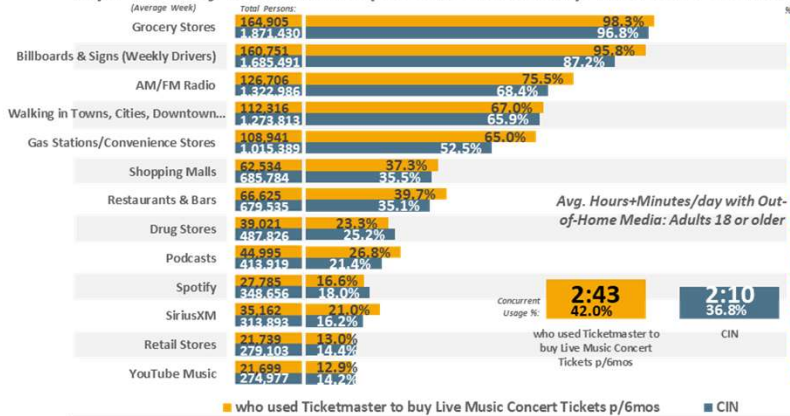
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



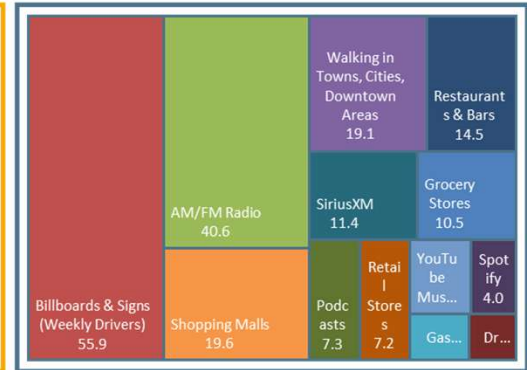
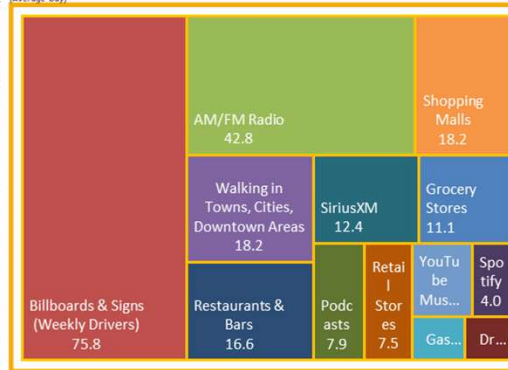


160,751 or 95.8% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 75.8 minutes per day driving, seeing Billboards and Signs. 72.6% Listen to Local Radio Stations Out-of-Home for an average of 41. min

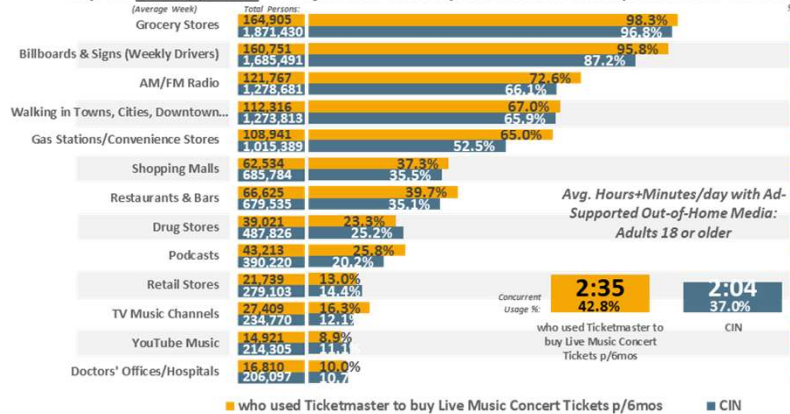
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



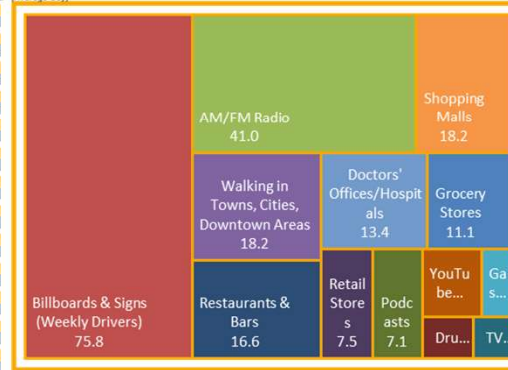
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

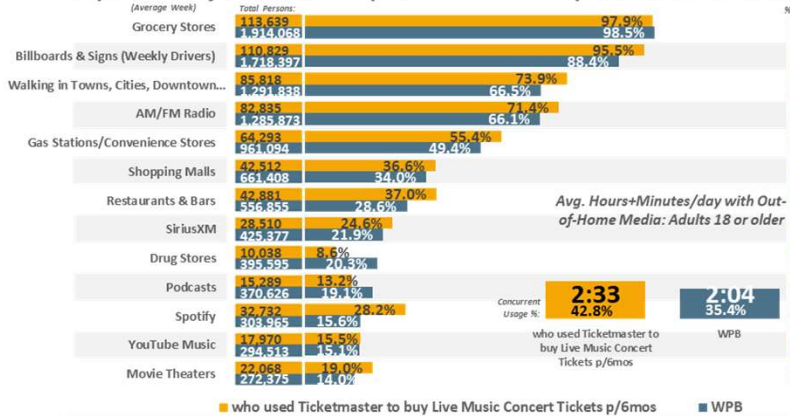




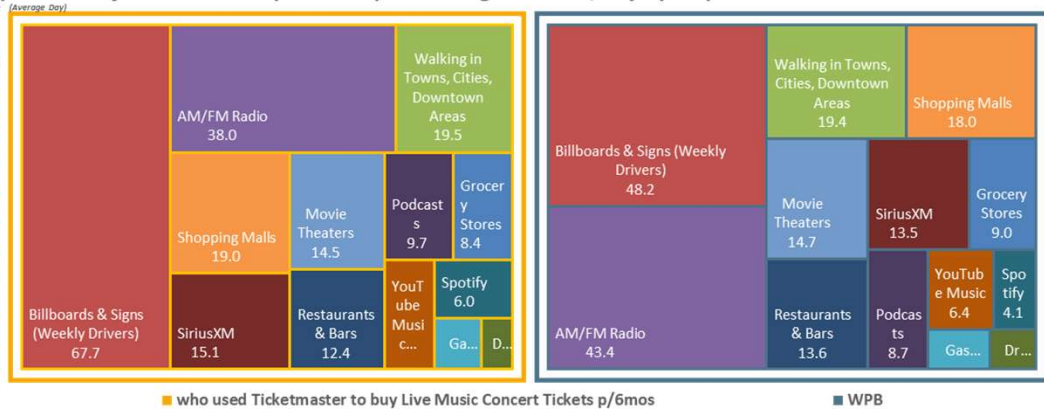


110,829 or 95.5% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 67.7 minutes per day driving, seeing Billboards and Signs. 69.3% Listen to Local Radio Stations Out-of-Home for an average of 36.7 mi

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



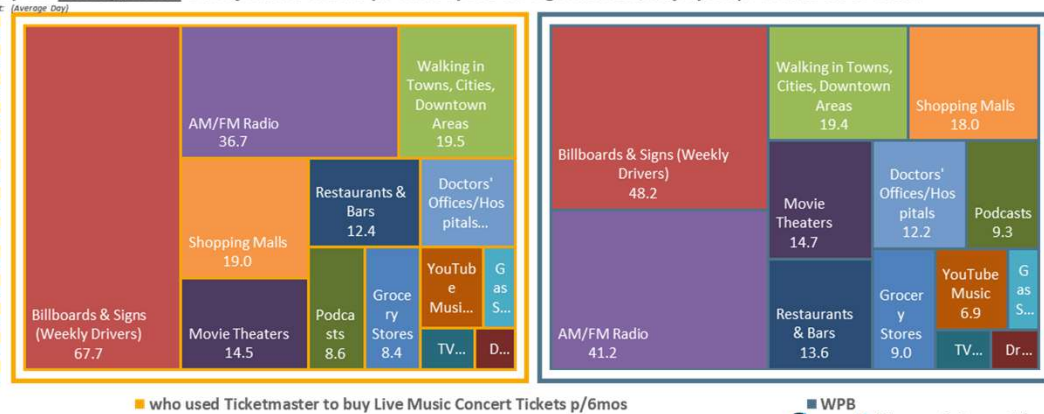
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 163  
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[(Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets)]

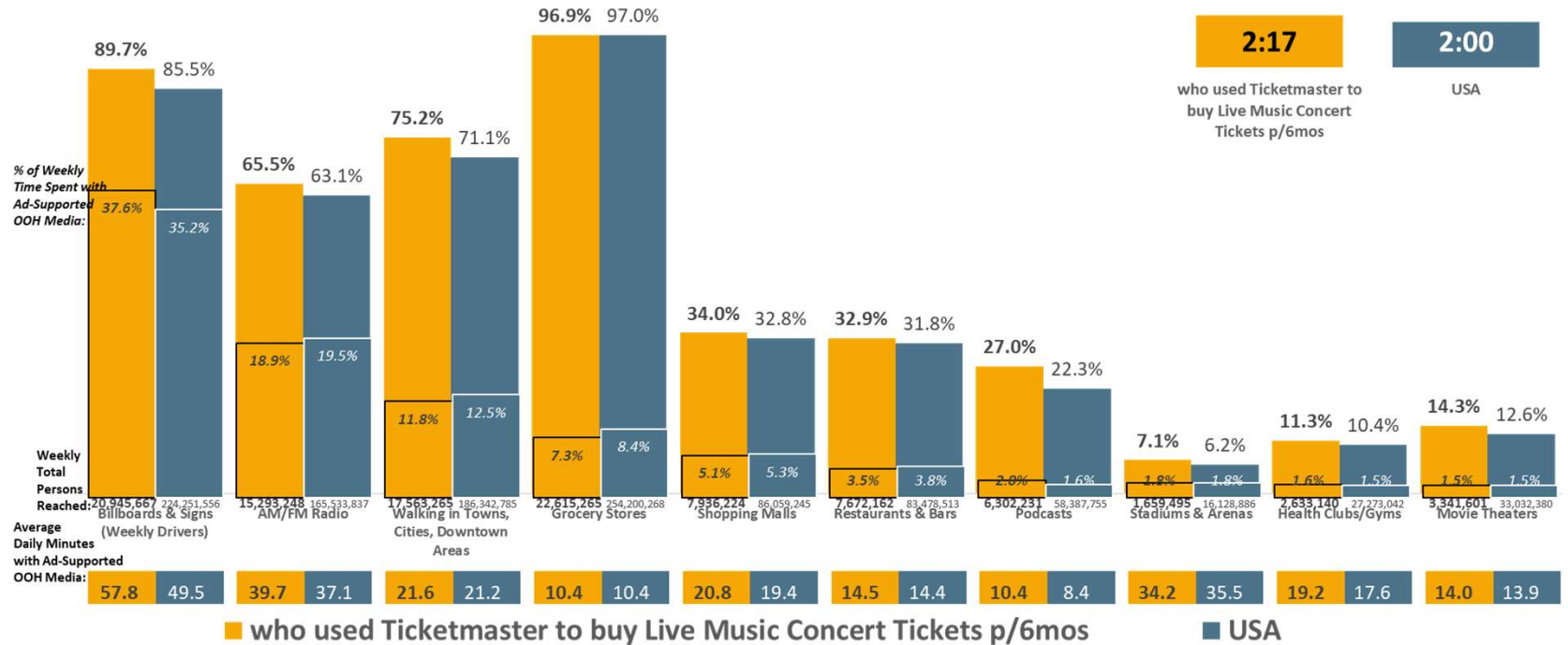


20,945,667 or 89.7% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 57.8 minutes per day driving, seeing Billboards and Signs representing 37.6% of all Time Spent with Ad-Supported Out-of-Home Media

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,226 Scarborough R1 2026: Sep24-Feb26 USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,110  
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[(Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets)]

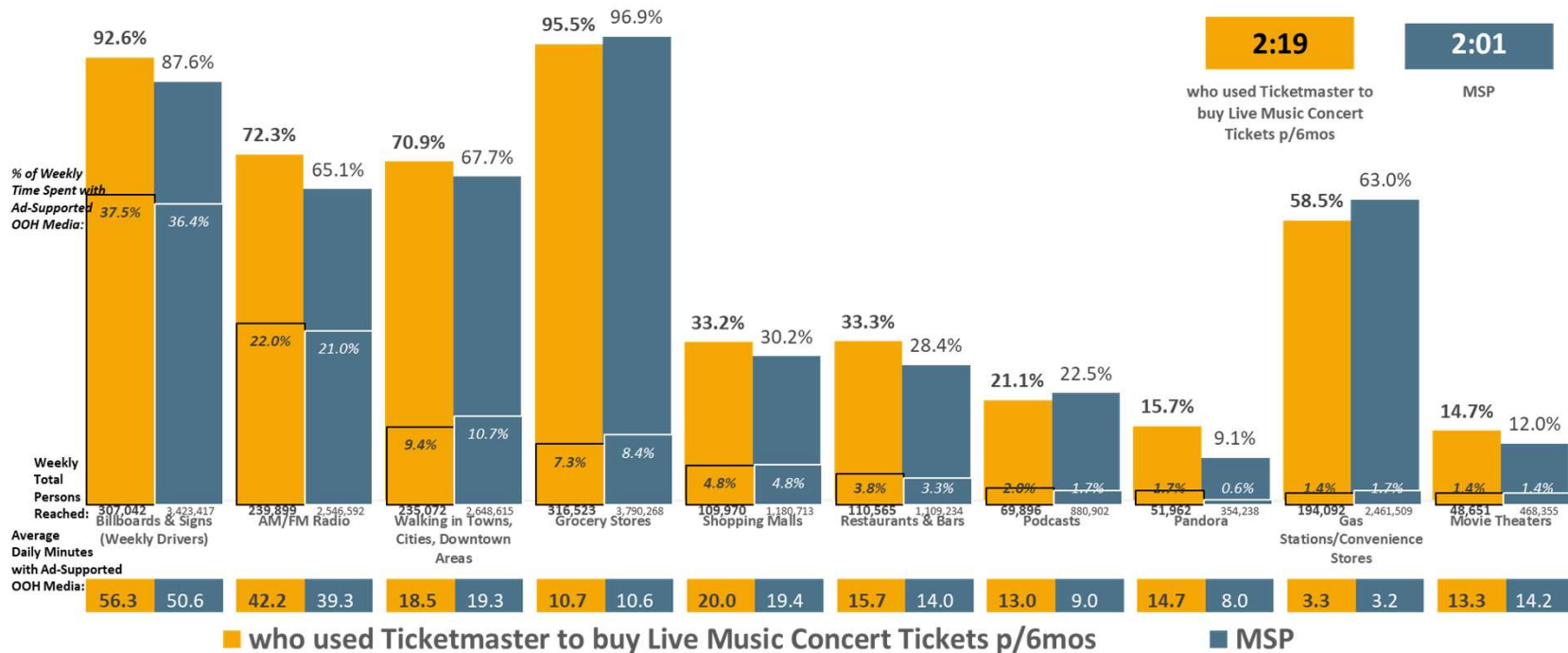


307,042 or 92.6% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 56.3 minutes per day driving, seeing Billboards and Signs representing 37.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



2:19

2:01

who used Ticketmaster to buy Live Music Concert Tickets p/6mos

MSP

MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 144 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934  
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[(Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets)]



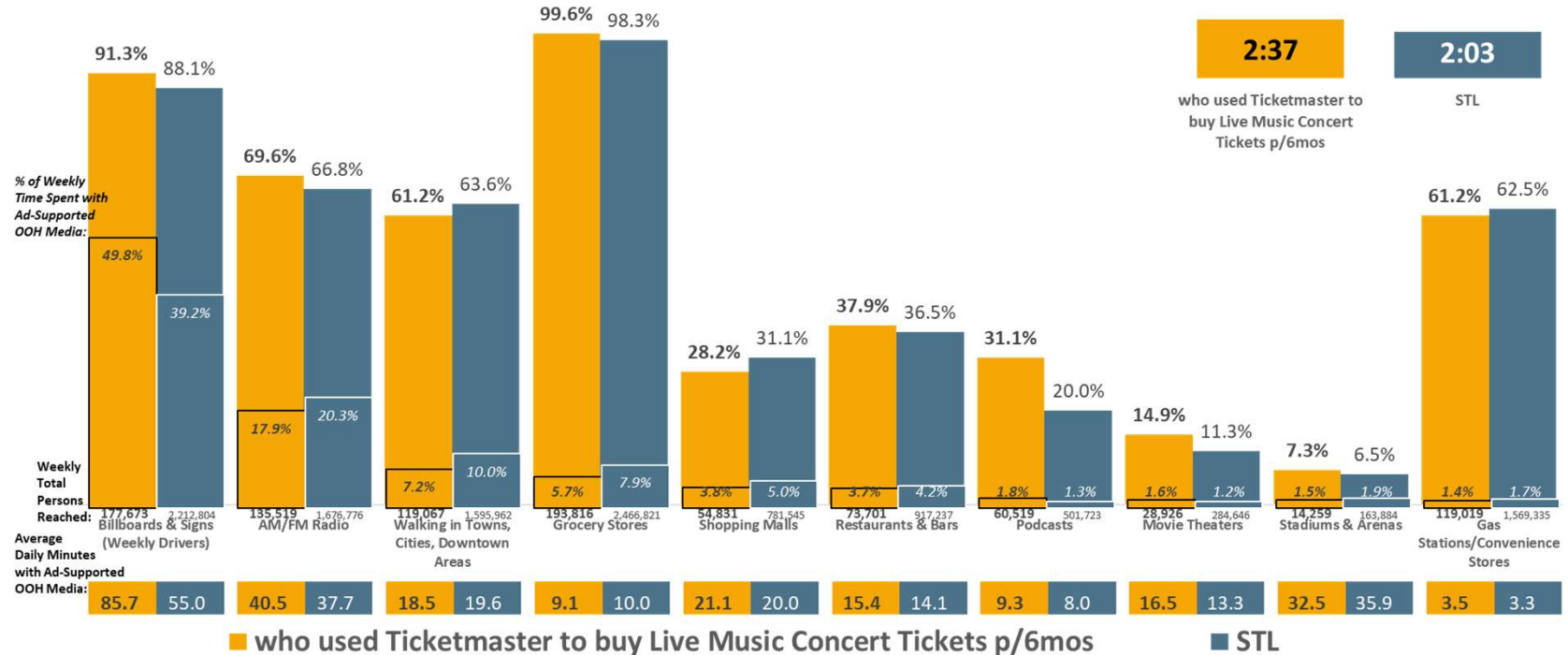


177,673 or 91.3% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 85.7 minutes per day driving, seeing Billboards and Signs representing 49.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 166  
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ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

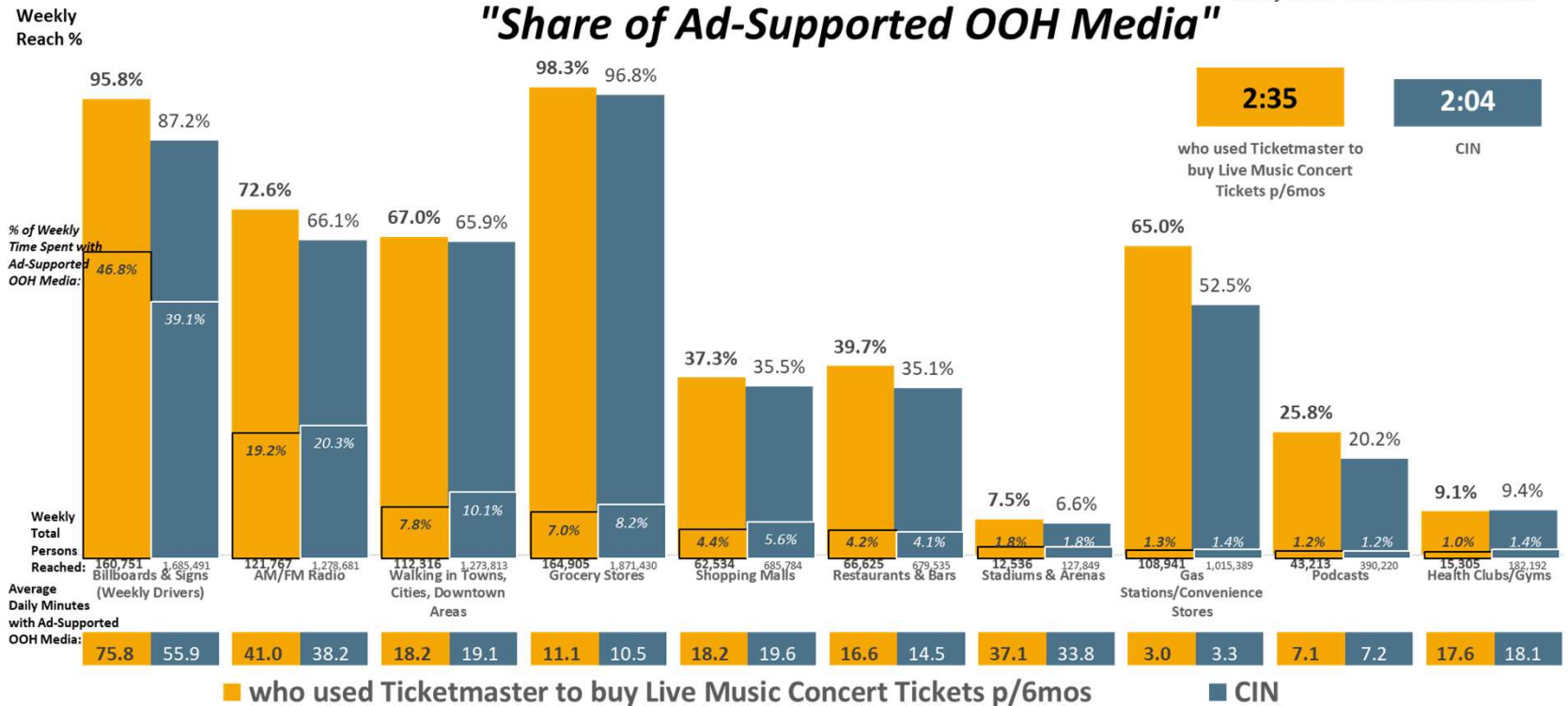
soefa.ai Share of Everything for Anything

[(Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets)]



160,751 or 95.8% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 75.8 minutes per day driving, seeing Billboards and Signs representing 46.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 192 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033  
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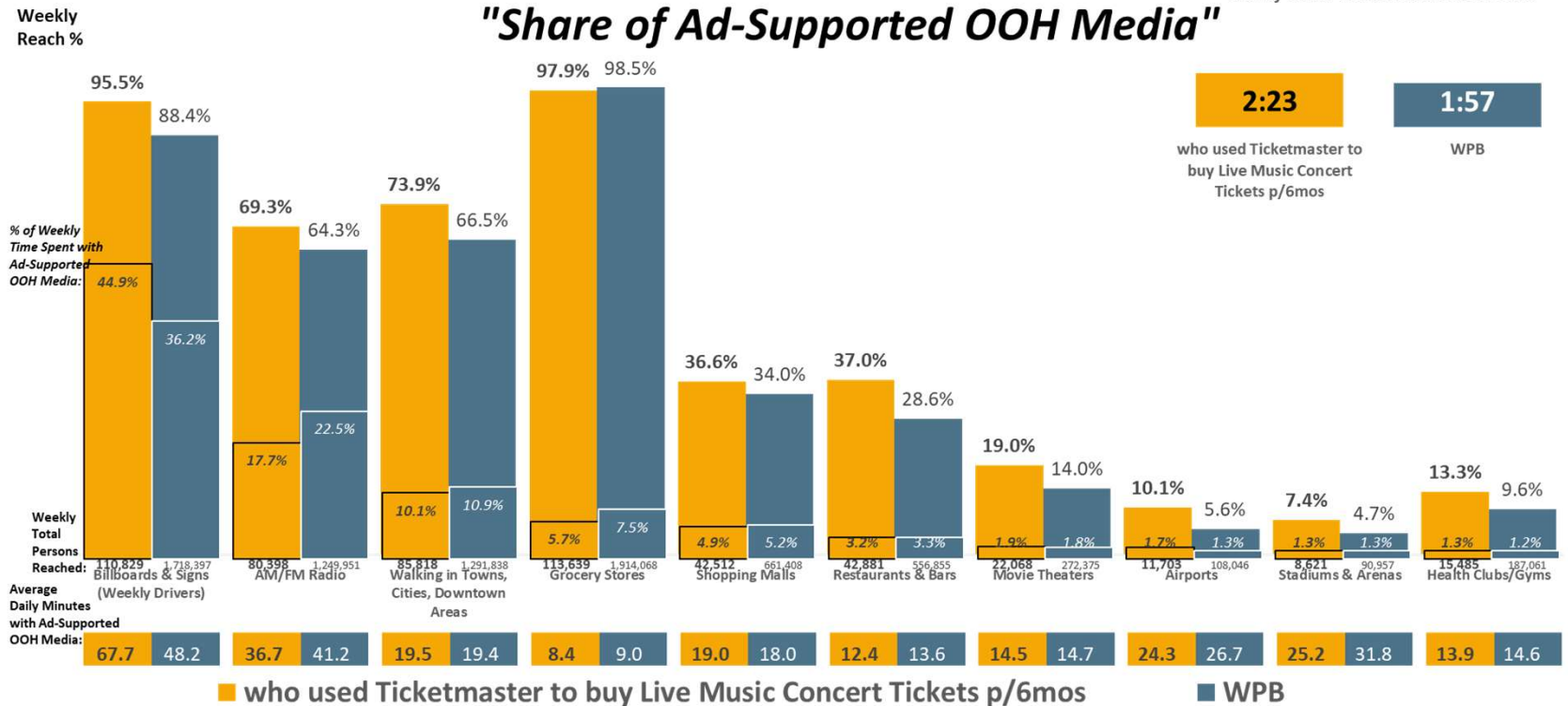
soefa.ai Share of Everything for Anything

[(Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets)]



110,829 or 95.5% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos spend an average of 67.7 minutes per day driving, seeing Billboards and Signs representing 44.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 163 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551  
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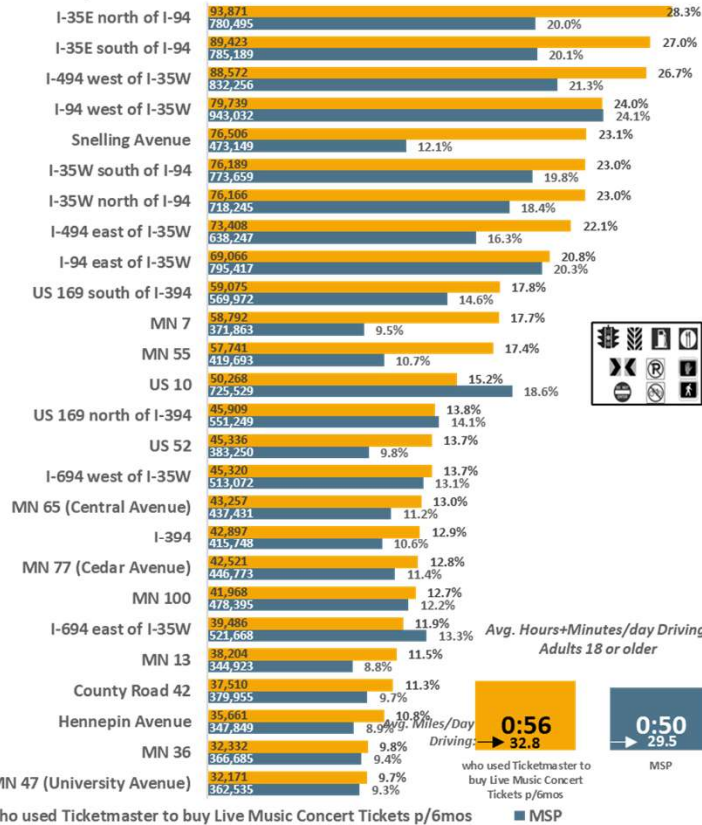
[(Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets)]



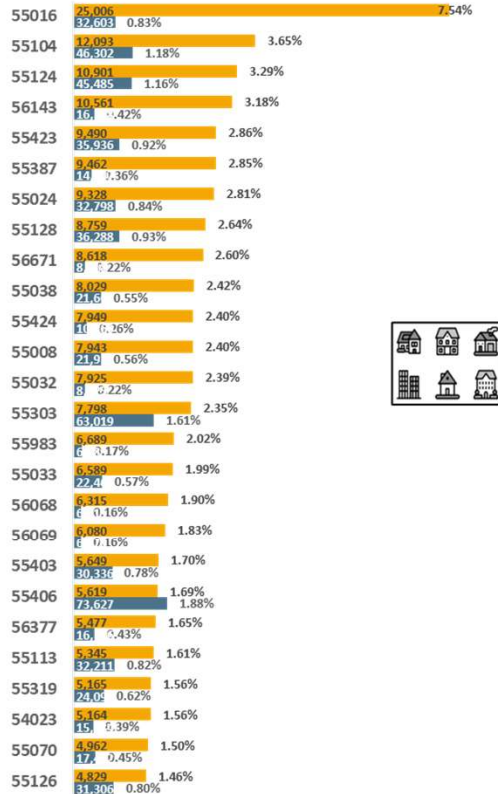


307,042 or 92.6% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets  
p/6mos spend an average of 56.3 minutes per day driving an average of 32.8 miles each day and are  
90.7% more likely to use Snelling Avenue than the Metro averag

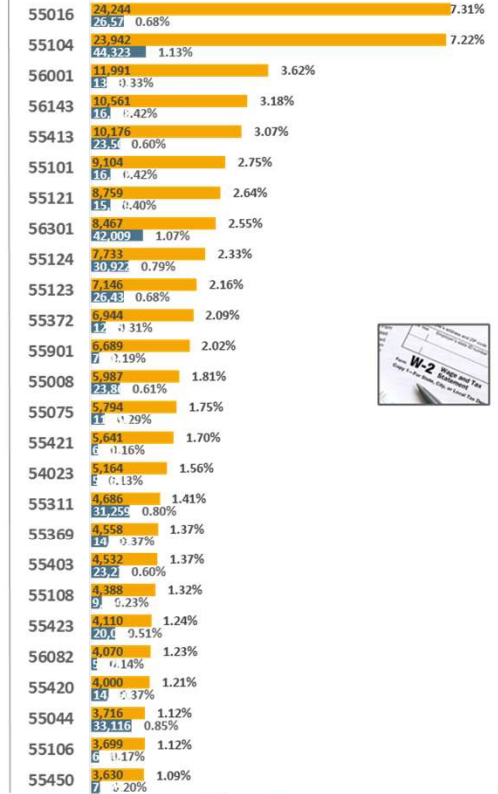
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



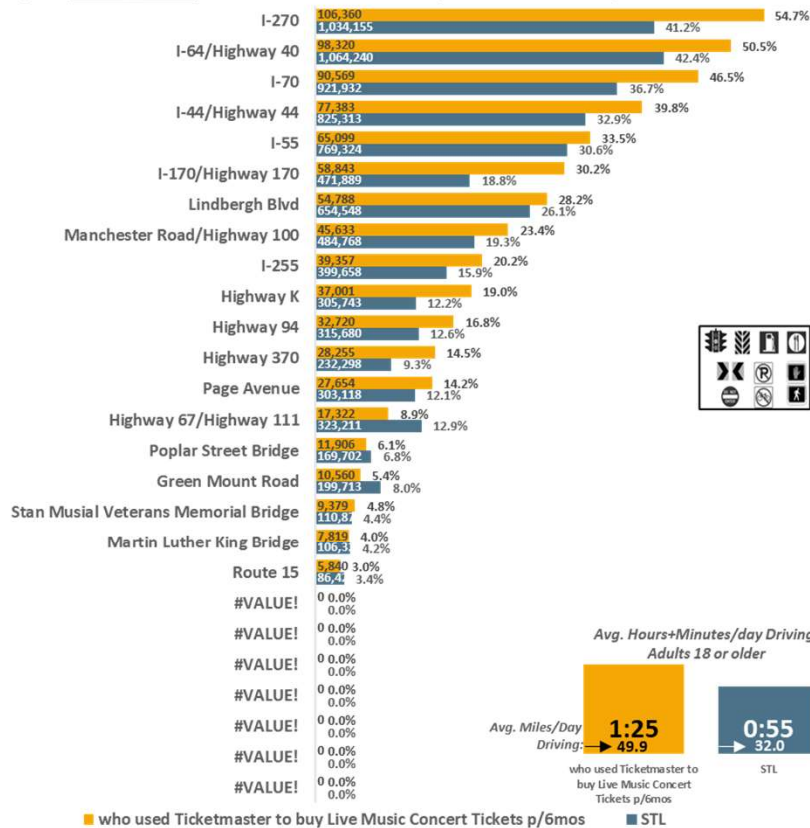
Top-26 Employment Zip Codes: Adults 18 or older



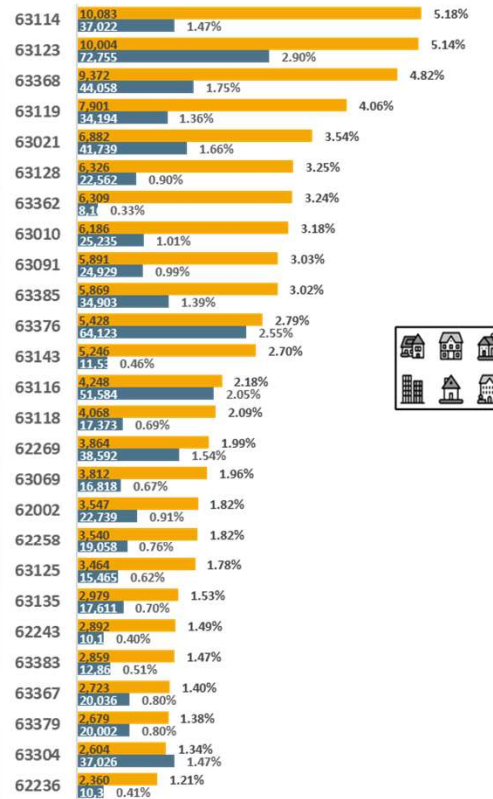


177,673 or 91.3% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets  
p/6mos spend an average of 85.7 minutes per day driving an average of 49.9 miles each day and are  
60.9% more likely to use I-170/Highway 170 than the Metro aver

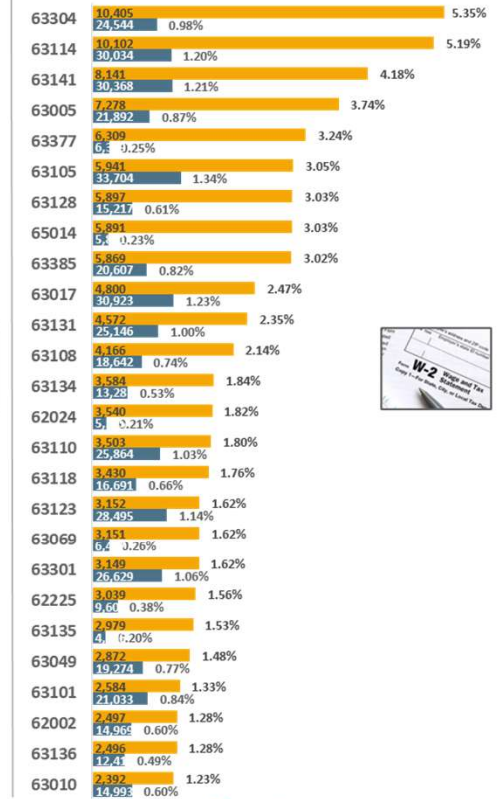
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



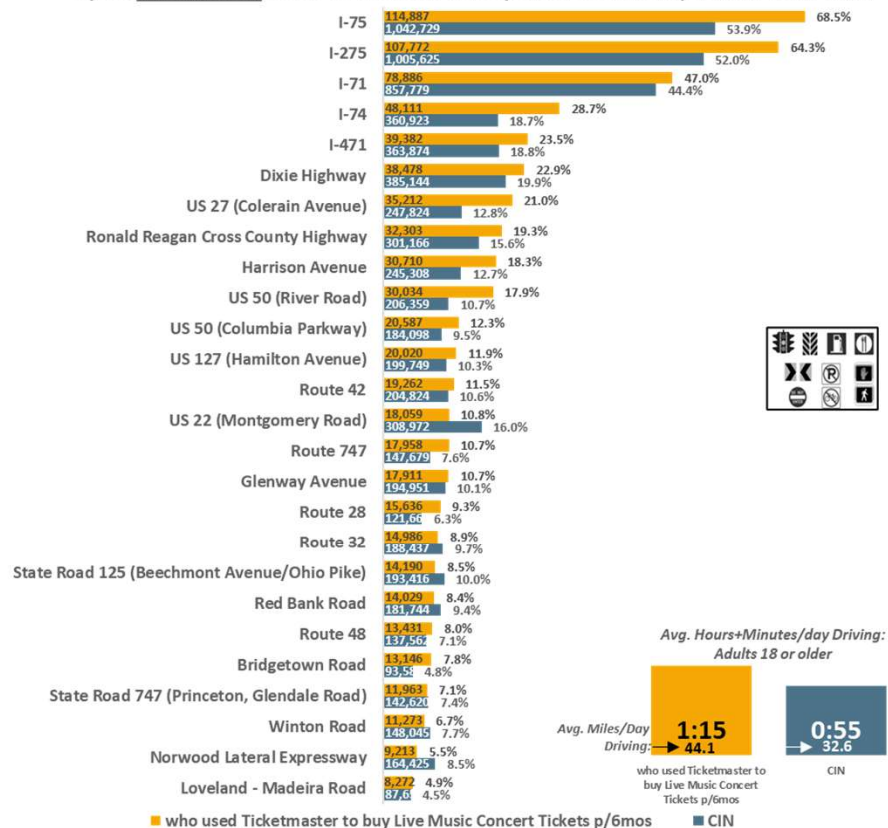
Top-26 Employment Zip Codes: Adults 18 or older



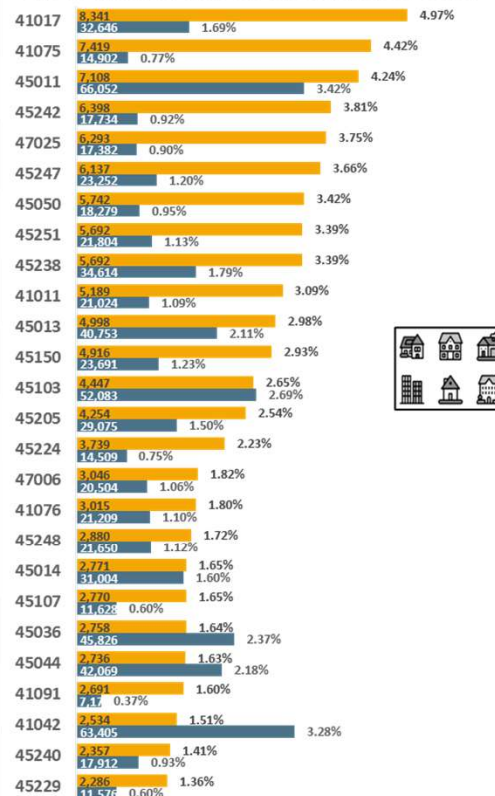


160,751 or 95.8% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets  
p/6mos spend an average of 75.8 minutes per day driving an average of 44.1 miles each day and are  
67.8% more likely to use US 50 (River Road) than the Metro ave

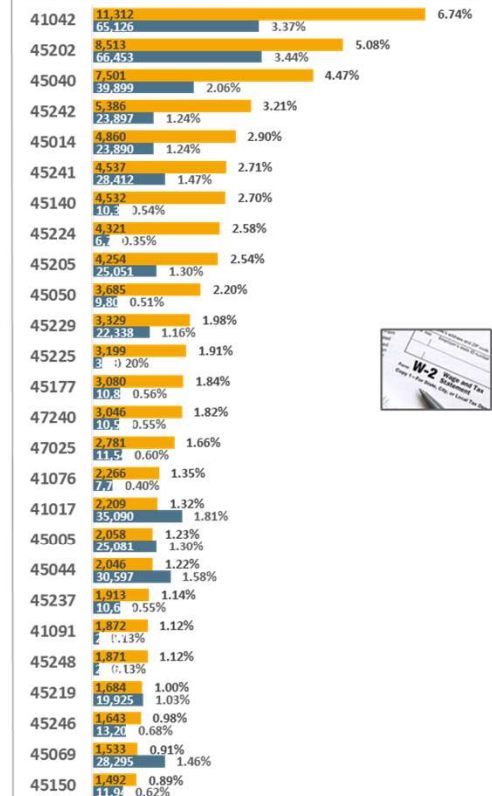
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

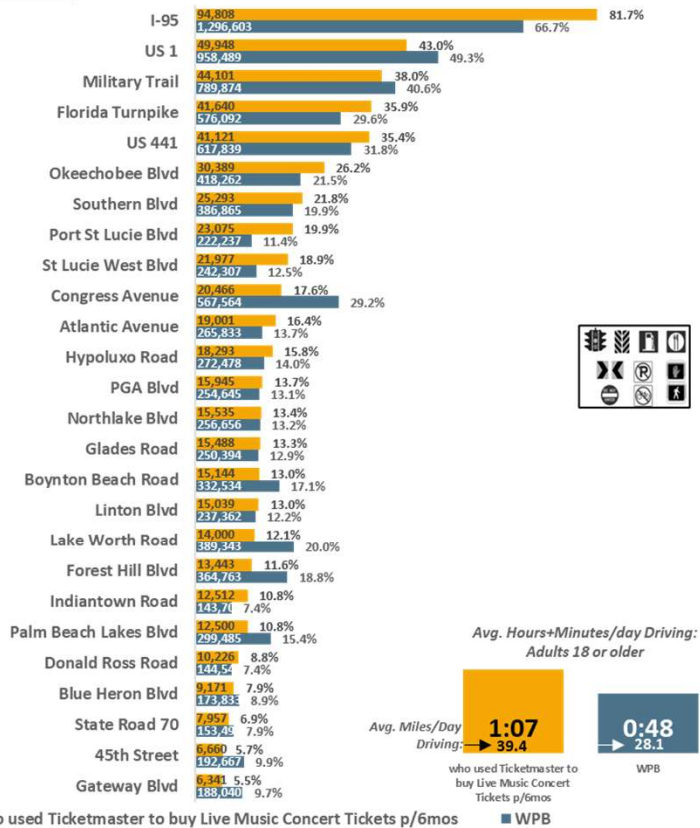




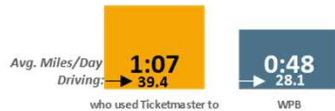


110,829 or 95.5% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets  
p/6mos spend an average of 67.7 minutes per day driving an average of 39.4 miles each day and are  
73.9% more likely to use Port St Lucie Blvd than the Metro ave

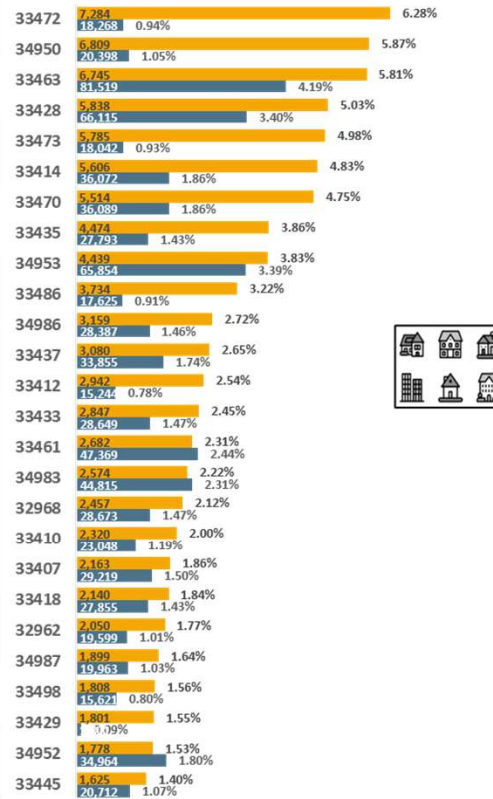
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



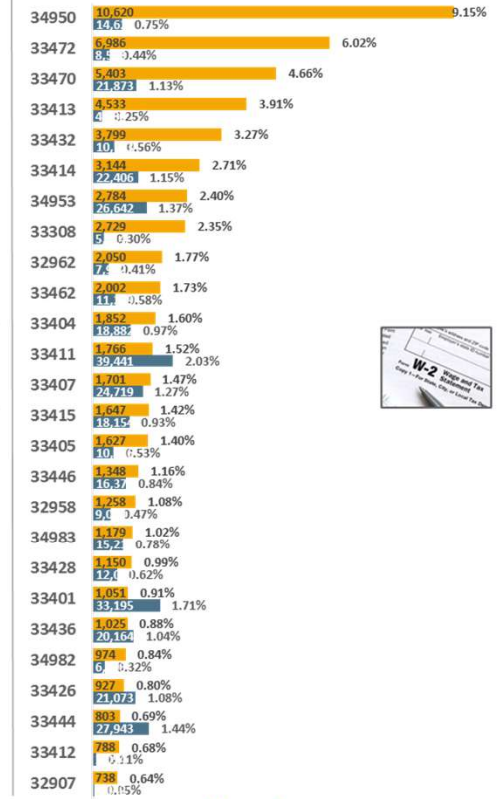
Avg. Hours+Minutes/day Driving:  
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older

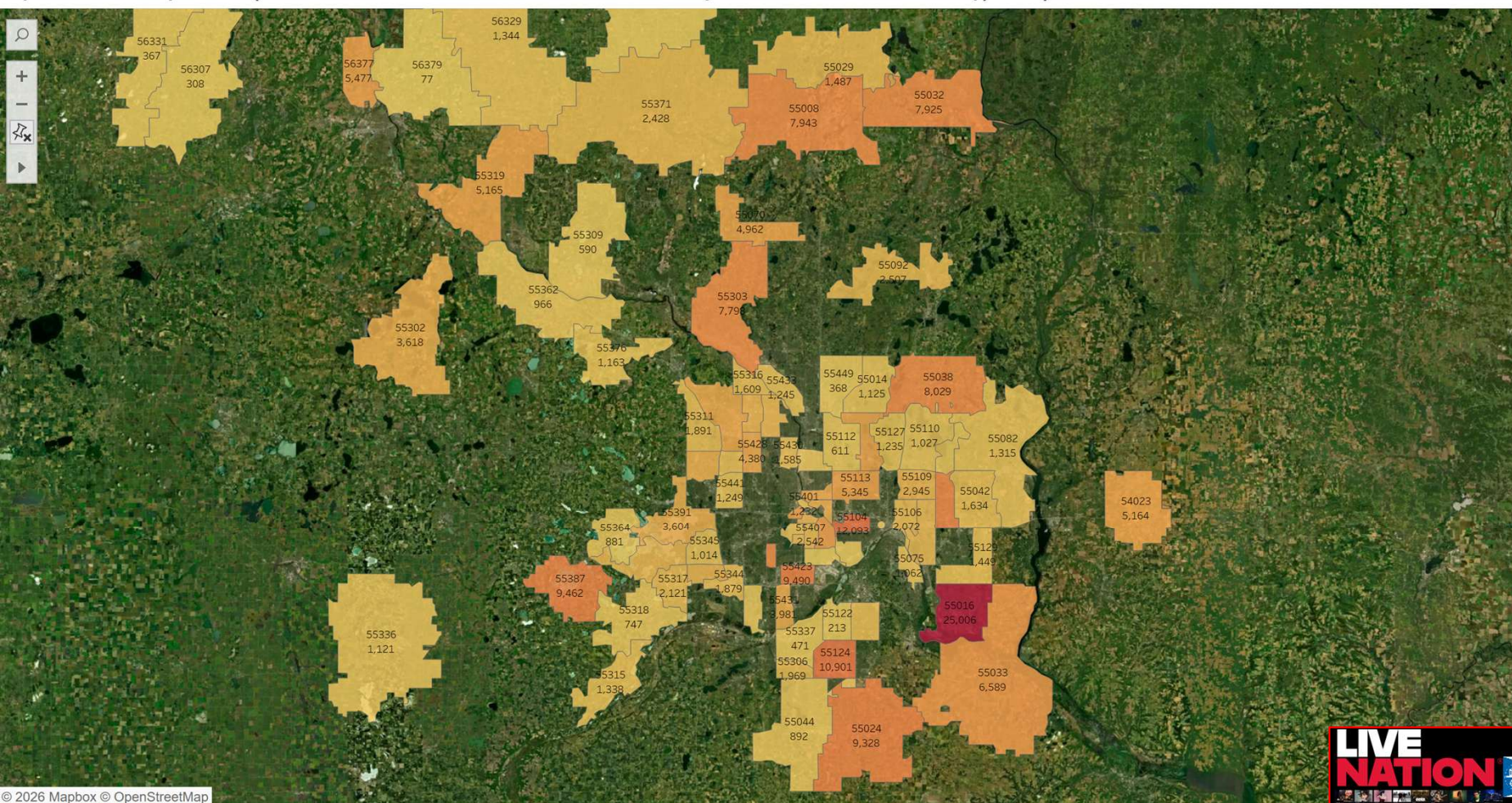


Top-26 Employment Zip Codes: Adults 18 or older





# Top Residential Zip Codes: (Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos)



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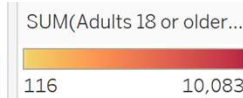
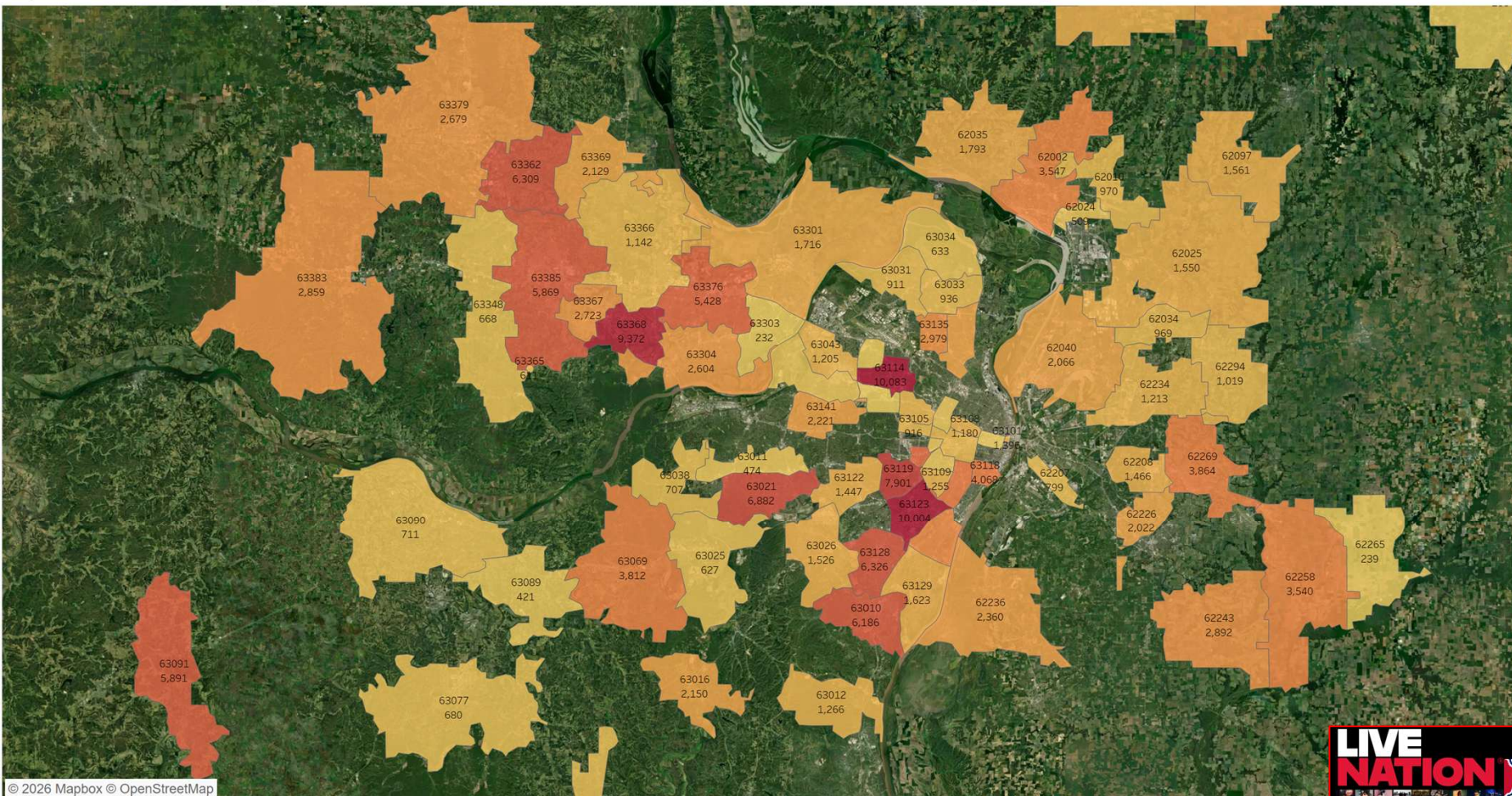
MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intob 144

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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



Top Residential Zip Codes: (Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos)

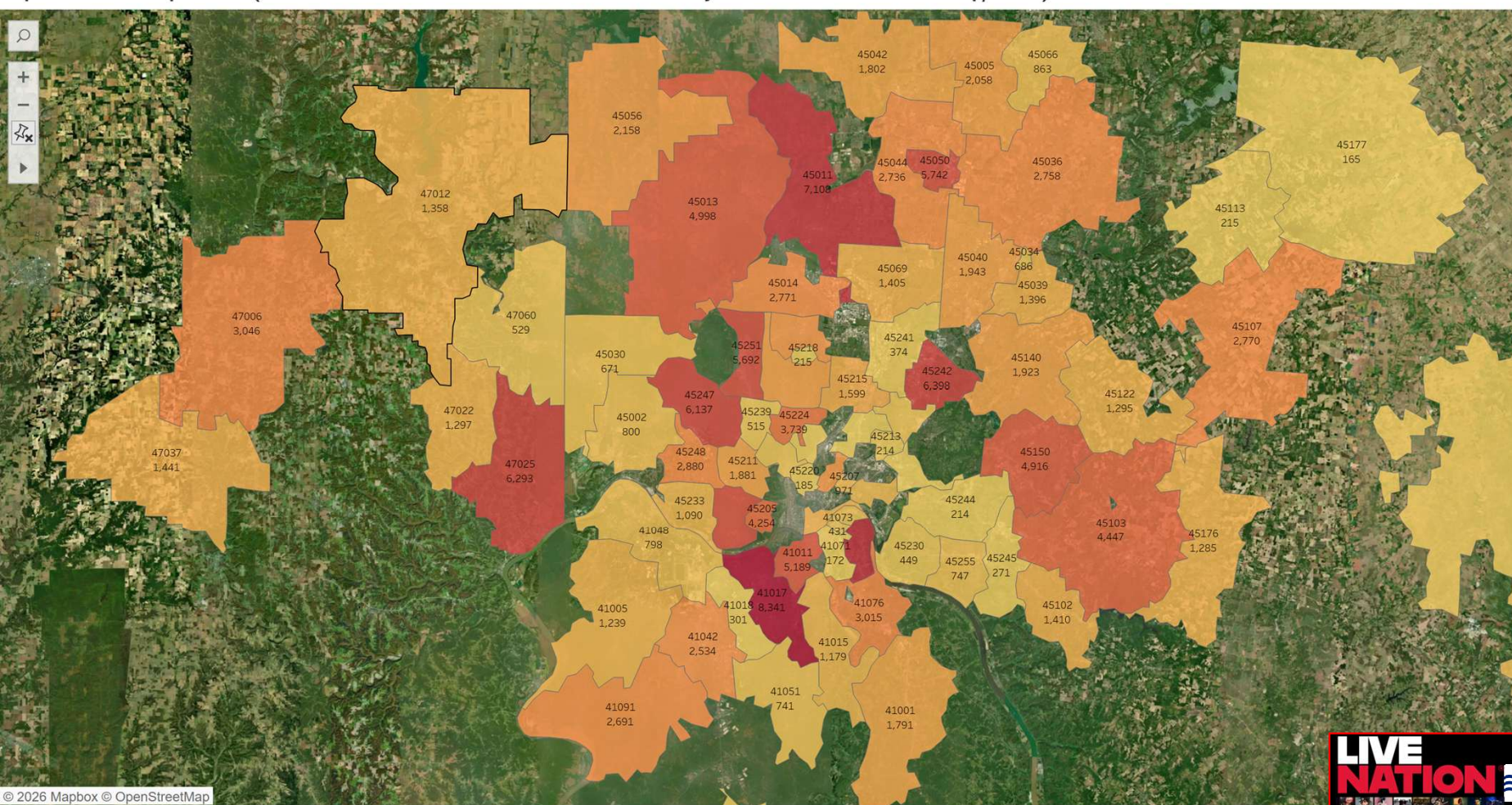


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# Top Residential Zip Codes: (Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos)



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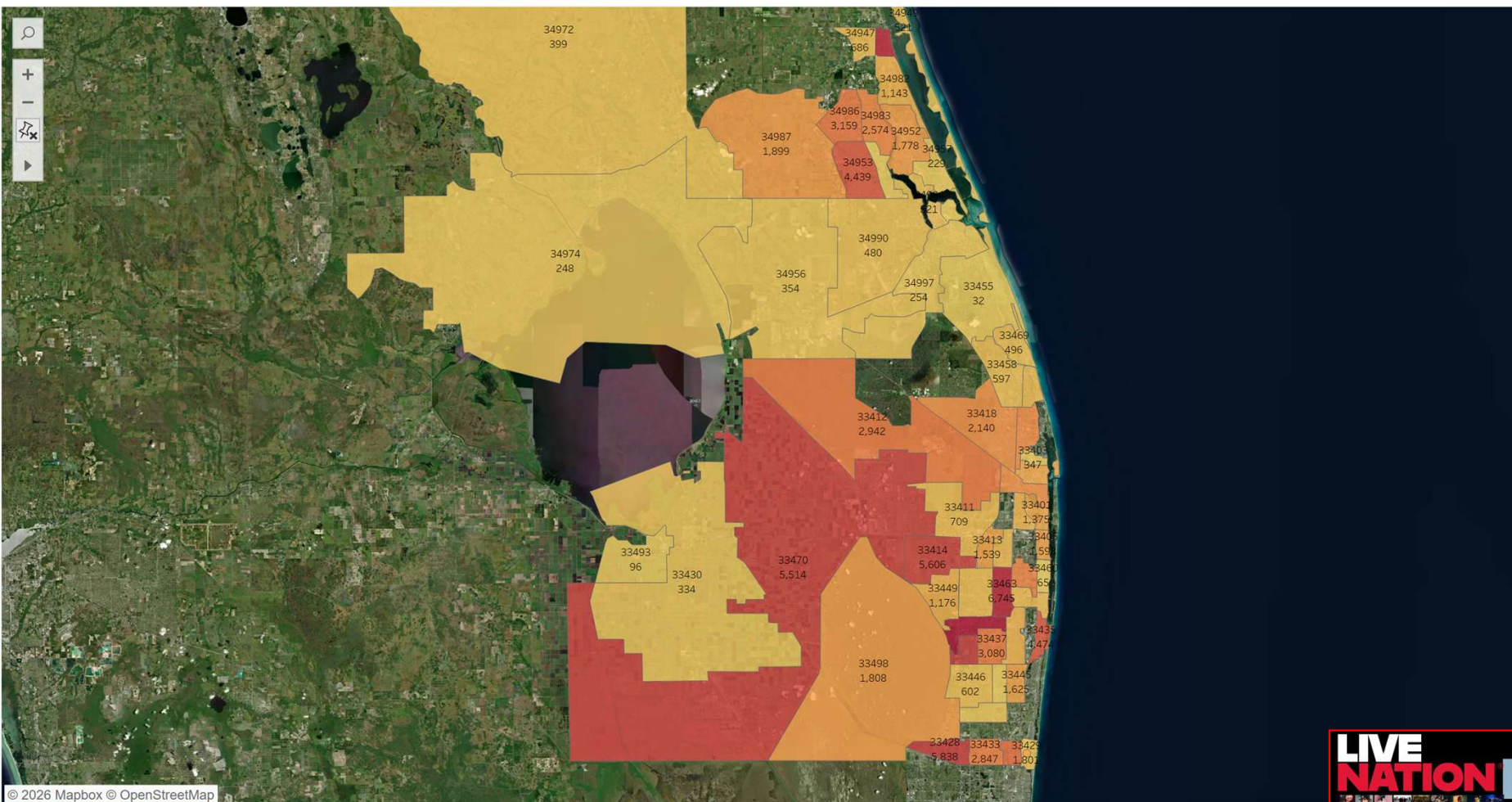
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 192

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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



# Top Residential Zip Codes: (Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos)



SUM(Adults 18 or older...  
32 7,284

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WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 163  
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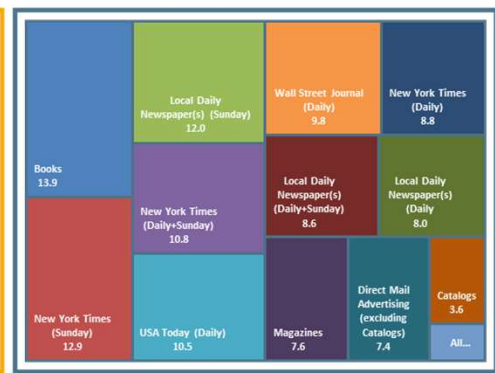
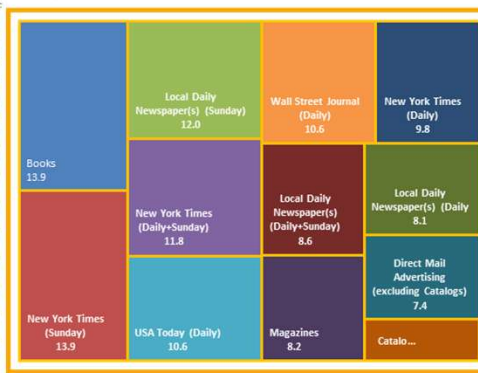
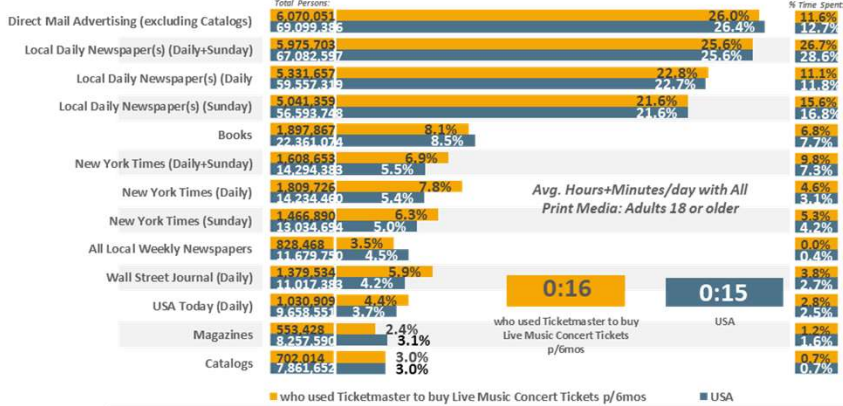
soefa.ai Share of Everything for Anything

[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]

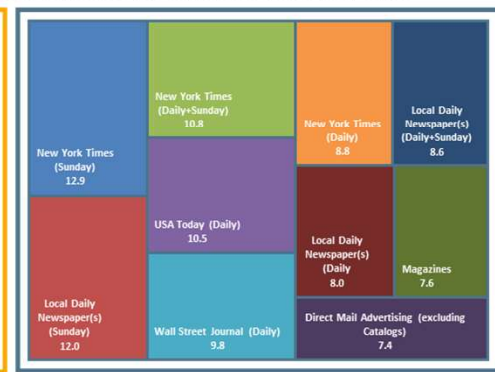
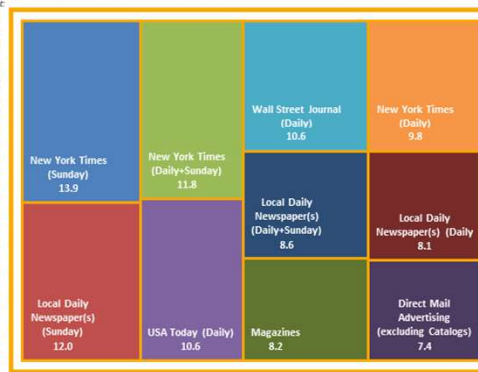
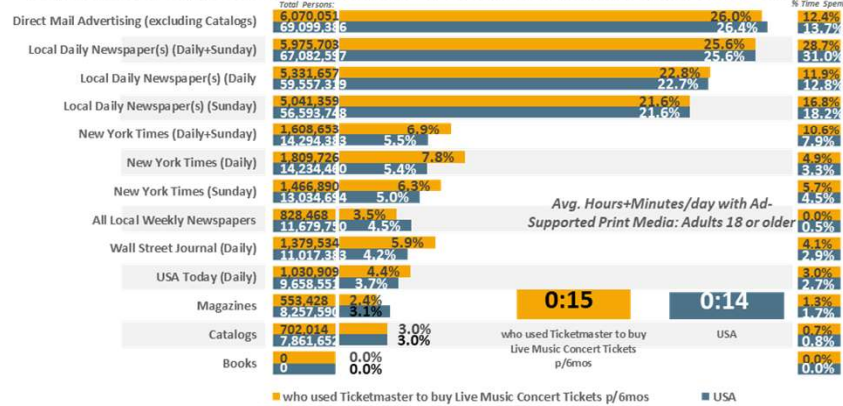


5,975,703 or 25.6% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 28.7% of all time spent daily with All forms of Print

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



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

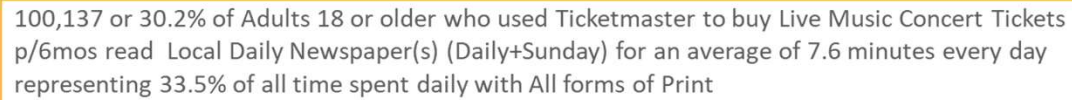


USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,226  
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



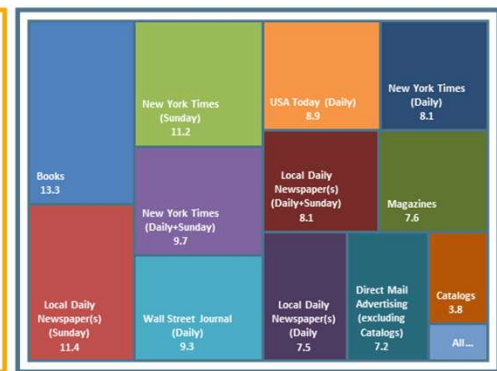


Category	Total Persons	Used Ticketmaster to buy Live Music Concert Tickets p/6mos	MSP	Time Spent
Local Daily Newspaper(s) (Daily+Sunday)	1,186,926	30.2%	31.5%	30:29
Local Daily Newspaper(s) (Daily)	88,685	26.7%	12.8%	
Local Daily Newspaper(s) (Sunday)	1,056,055	29.1%	13.3%	
Direct Mail Advertising (excluding Catalogs)	88,190	26.6%	14.2%	
Local Daily Newspaper(s) (Daily)	88,190	25.7%	11.8%	
Local Daily Newspaper(s) (Sunday)	84,890	25.5%	18.2%	
Books	955,158	24.5%	18.3%	
	27,295	8.2%	7.6%	
	318,010	8.1%	7.1%	
All Local Weekly Newspapers	7,154	2.2%	0.0%	
	21,018	5.5%	0.6%	
New York Times (Daily)	9,746	3.8%	2.8%	
New York Times (Daily+Sunday)	185,772	4.3%	2.4%	
New York Times (Daily+Sunday)	12,674	3.8%	5.6%	
New York Times (Sunday)	177,989	4.6%	5.6%	
New York Times (Daily)	11,557	3.5%	3.2%	
New York Times (Sunday)	162,104	4.7%	8.0%	
Wall Street Journal (Daily)	9,740	2.8%	1.7%	
	150,839	3.9%	2.8%	
Catalogs	4,128	1.2%	0.9%	
	17,762	3.5%	0.9%	
USA Today (Daily)	17,584	5.3%	3.1%	
	130,055	3.3%	1.9%	
Magazines	384	0.1%	0.1%	
	37,219	2.2%	1.2%	

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

0:14 who used Ticketmaster to buy Live Music Concert Tickets p/6mos

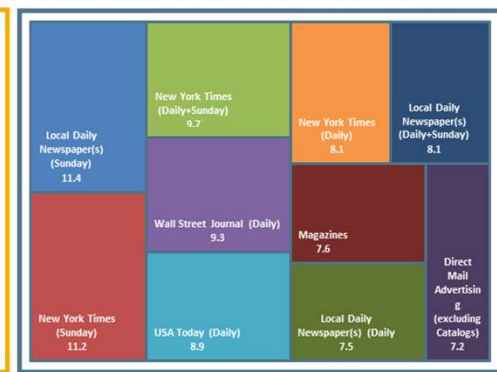
0:15 MSP



Category	Total Persons	Avg. Hours+Minutes/day with Ad-Supported Print Media: adults 18 or older	Time Spent
Local Daily Newspaper(s) (Daily+Sunday)	100,137	30.2%	33:58
Local Daily Newspaper(s) (Daily)	1,136,924	29.1%	33:58
Local Daily Newspaper(s) (Daily)	88,685	26.7%	13.8%
Local Daily Newspaper(s) (Daily)	1,056,054	27.0%	14.3%
Direct Mail Advertising (excluding Catalogs)	88,190	26.6%	15.3%
Direct Mail Advertising (excluding Catalogs)	934,614	25.7%	14.5%
Local Daily Newspaper(s) (Sunday)	84,460	25.5%	18.7%
Local Daily Newspaper(s) (Sunday)	959,158	24.5%	19.7%
All Local Weekly Newspapers	7,154	2.7%	0.0%
All Local Weekly Newspapers	244,013	5.5%	0.6%
New York Times (Daily)	12,742	3.8%	2.6%
New York Times (Daily)	185,472	4.3%	2.6%
New York Times (Daily+Sunday)	12,634	3.8%	6.0%
New York Times (Daily+Sunday)	177,589	4.6%	6.0%
New York Times (Sunday)	11,557	3.5%	3.5%
New York Times (Sunday)	162,304	4.7%	3.3%
Wall Street Journal (Daily)	5,210	2.8%	1.8%
Wall Street Journal (Daily)	150,382	3.4%	2.5%
Catalogs	4,425	1.2%	0.3%
Catalogs	187,462	3.5%	0.3%
USA Today (Daily)	17,584	5.3%	3.3%
USA Today (Daily)	130,055	3.3%	2.1%
Magazines	384	0.1%	0.1%
Magazines	87,279	2.2%	0.2%
Books	0	0.0%	0.0%
Books	0	0.0%	0.0%

■ who used Ticketmaster to buy Live Music Concert Tickets p/6mos
 ■ MSP

0:13      0:14

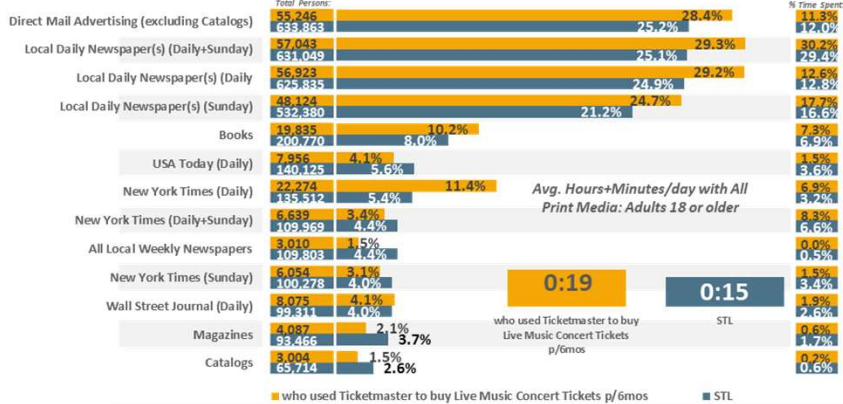


[(Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets)]

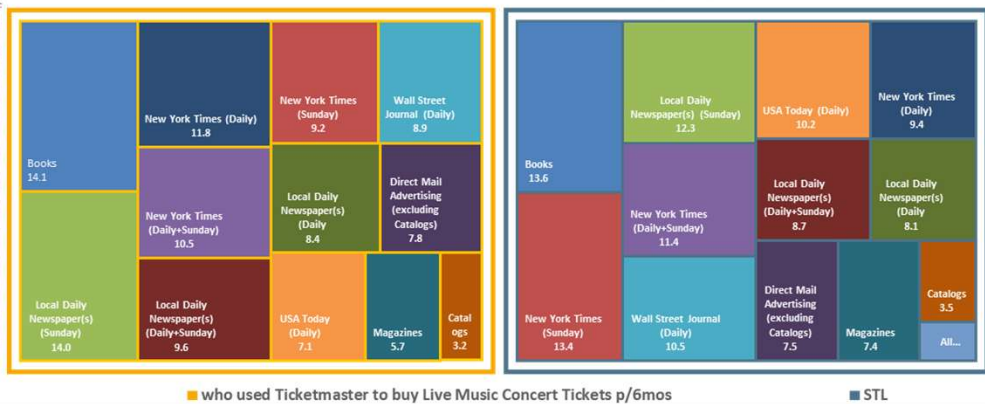


57,043 or 29.3% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 32.6% of all time spent daily with All forms of Print M

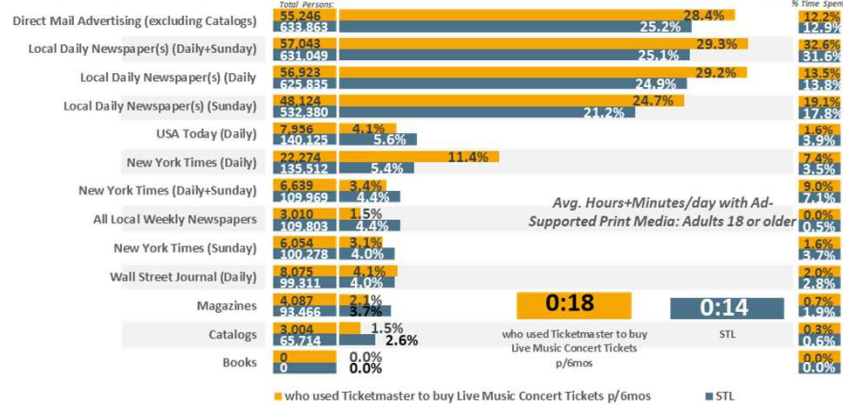
**Avg. Week All Print Media (Persons & % Reach): Adults 18 or older**



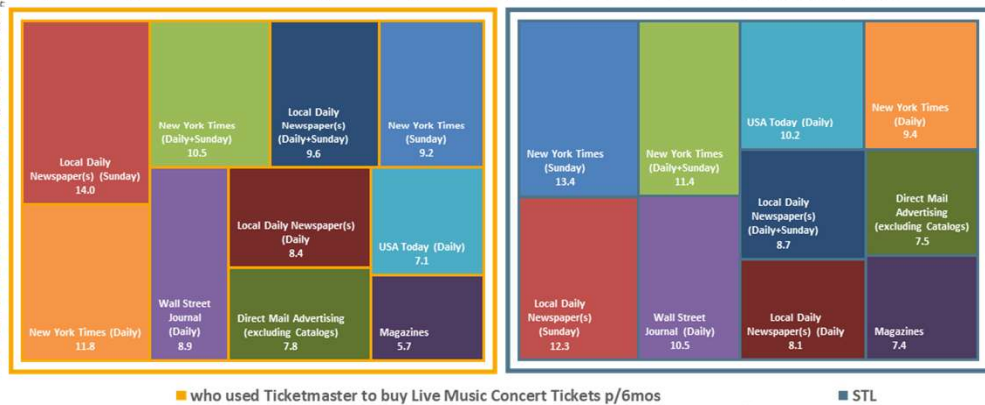
**Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



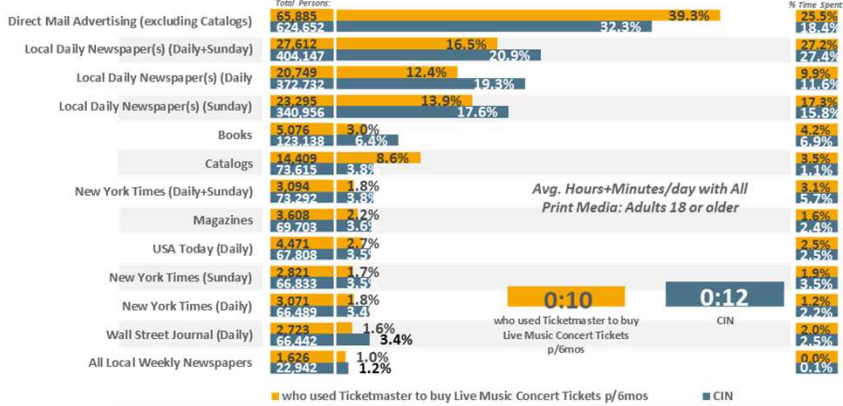
**Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





27,612 or 16.5% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 28.3% of all time spent daily with All forms of Print M

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

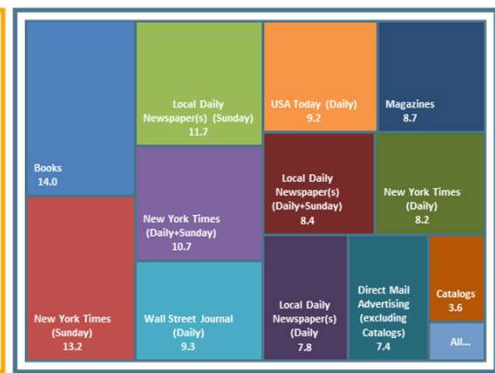
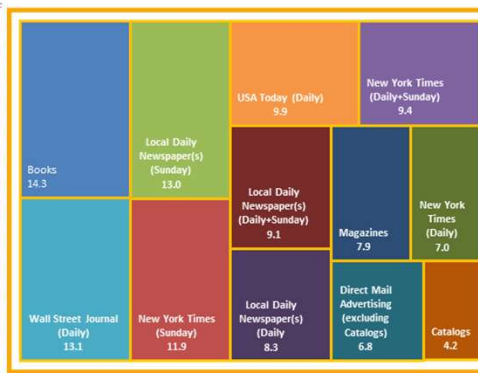


Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

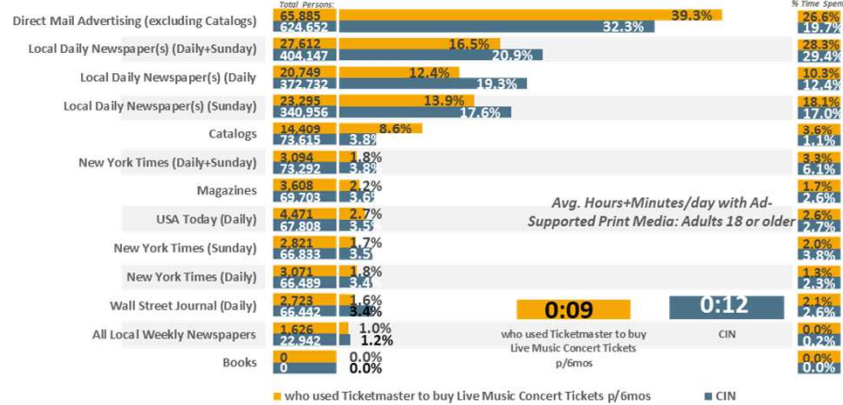
0:10 who used Ticketmaster to buy Live Music Concert Tickets p/6mos

0:12 CIN

**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**

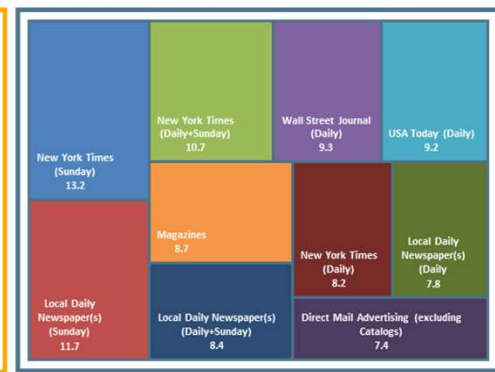


Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 18 or older

0:09 who used Ticketmaster to buy Live Music Concert Tickets p/6mos

0:12 CIN

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

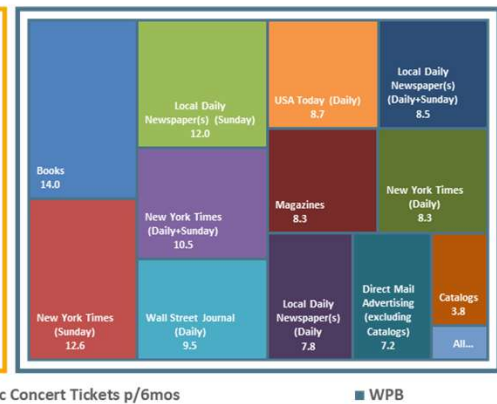
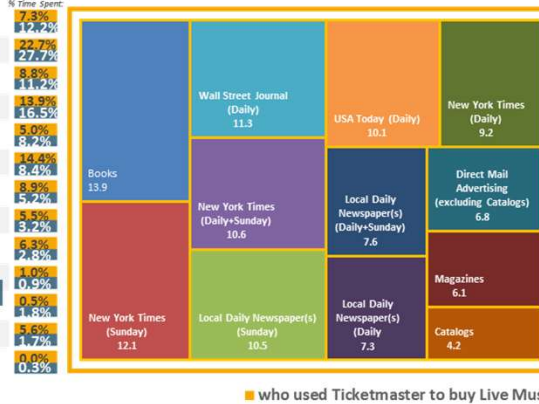
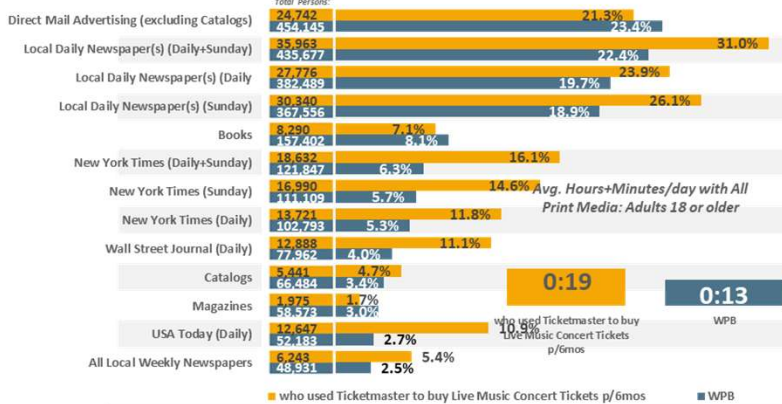




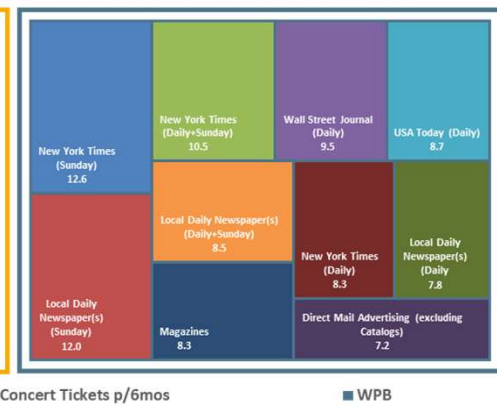
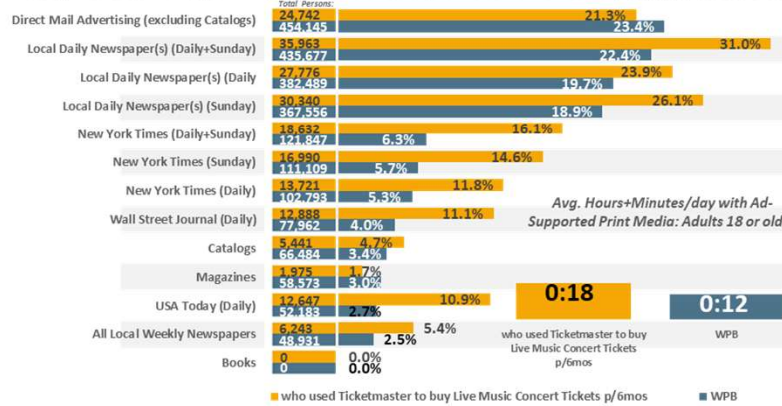


35,963 or 31.% of Adults 18 or older who used Ticketmaster to buy Live Music Concert Tickets p/6mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.6 minutes every day representing 23.9% of all time spent daily with All forms of Print Me

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



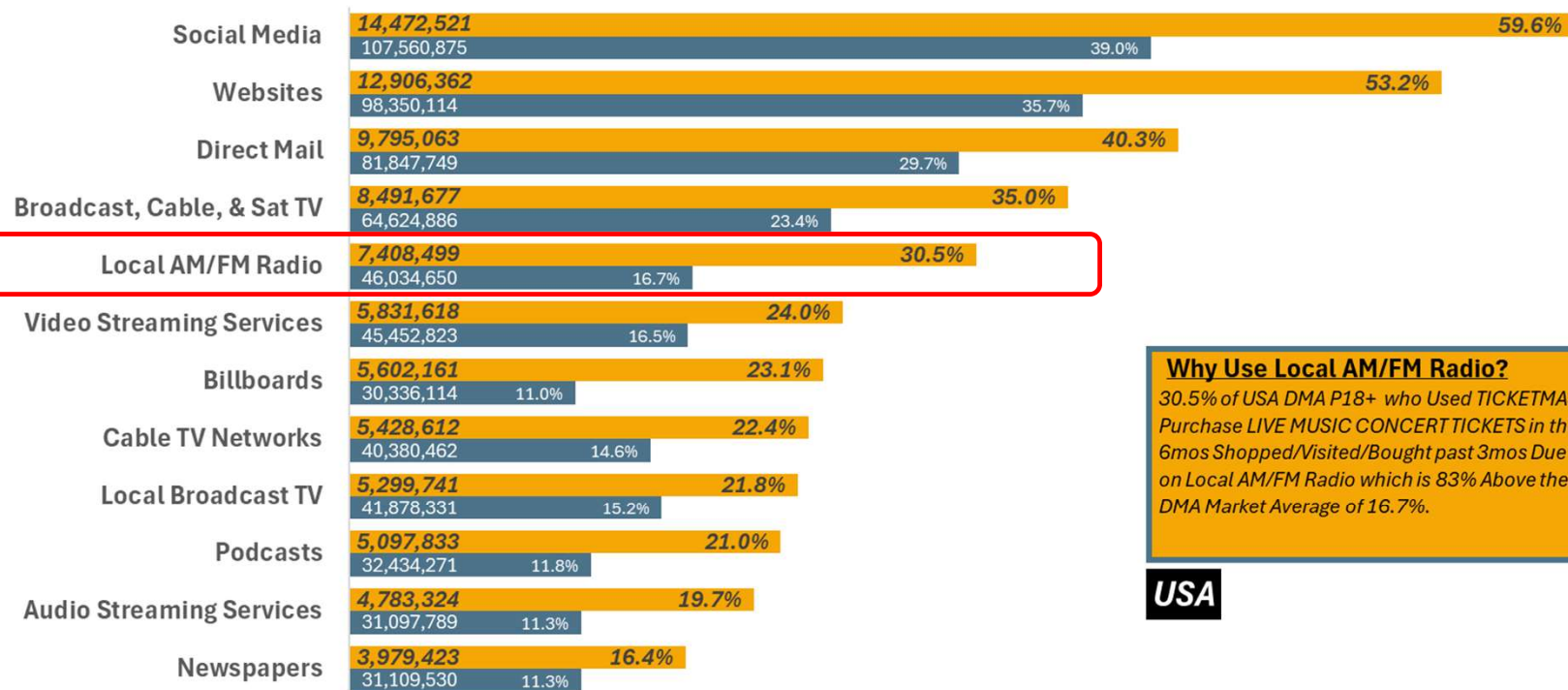
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





## "Advertising Actions"

P18+ who Used TICKETMASTER to Purchase LIVE MUSIC CONCERT TICKETS in the past 6mos (Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

30.5% of USA DMA P18+ who Used TICKETMASTER to Purchase LIVE MUSIC CONCERT TICKETS in the past 6mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 83% Above the USA DMA Market Average of 16.7%.

USA

■ P18+ who Used TICKETMASTER to Purchase LIVE MUSIC CONCERT TICKETS in the past 6mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA Scarborough R1 2026: Sep24-Feb26 Qual Intab: 2458

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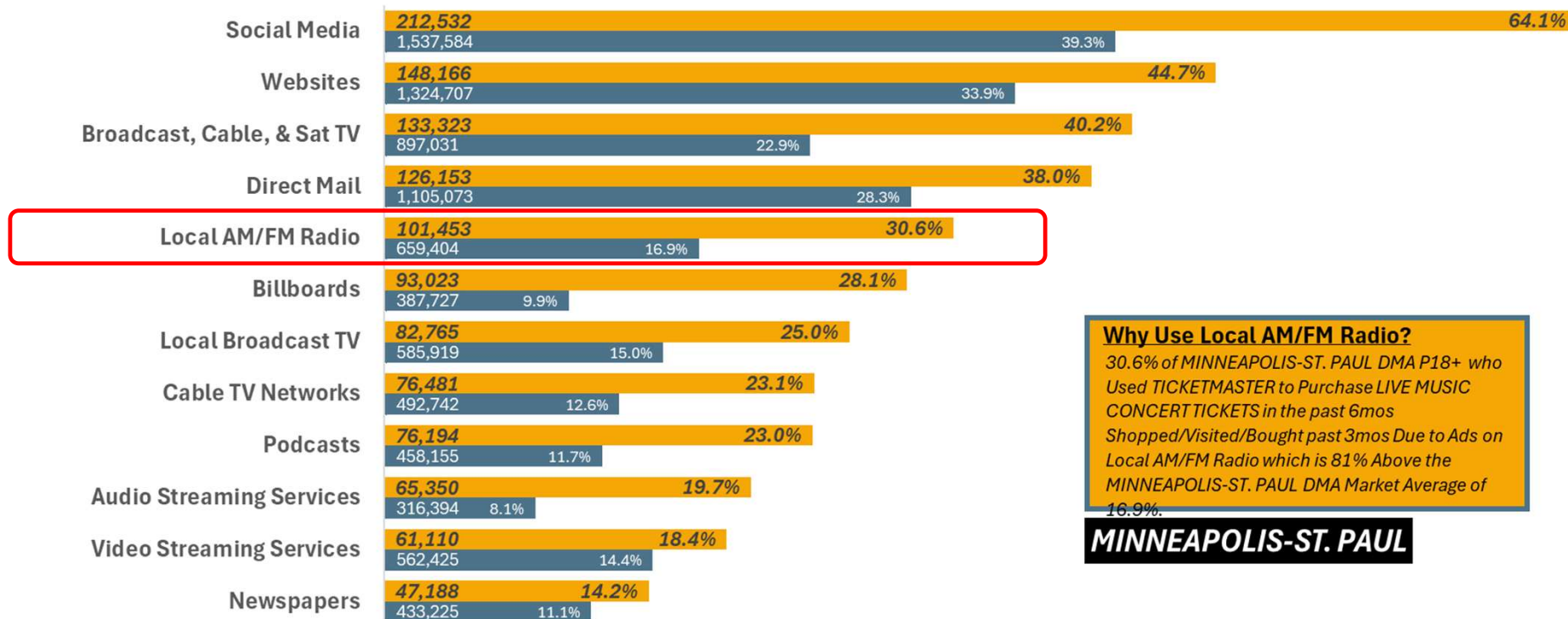
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



## "Advertising Actions"

**P18+ who Used TICKETMASTER to Purchase LIVE MUSIC CONCERT TICKETS in the past 6mos (Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

30.6% of MINNEAPOLIS-ST. PAUL DMA P18+ who Used TICKETMASTER to Purchase LIVE MUSIC CONCERT TICKETS in the past 6mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 81% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 16.9%.

**MINNEAPOLIS-ST. PAUL**

■ P18+ who Used TICKETMASTER to Purchase LIVE MUSIC CONCERT TICKETS in the past 6mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 144  
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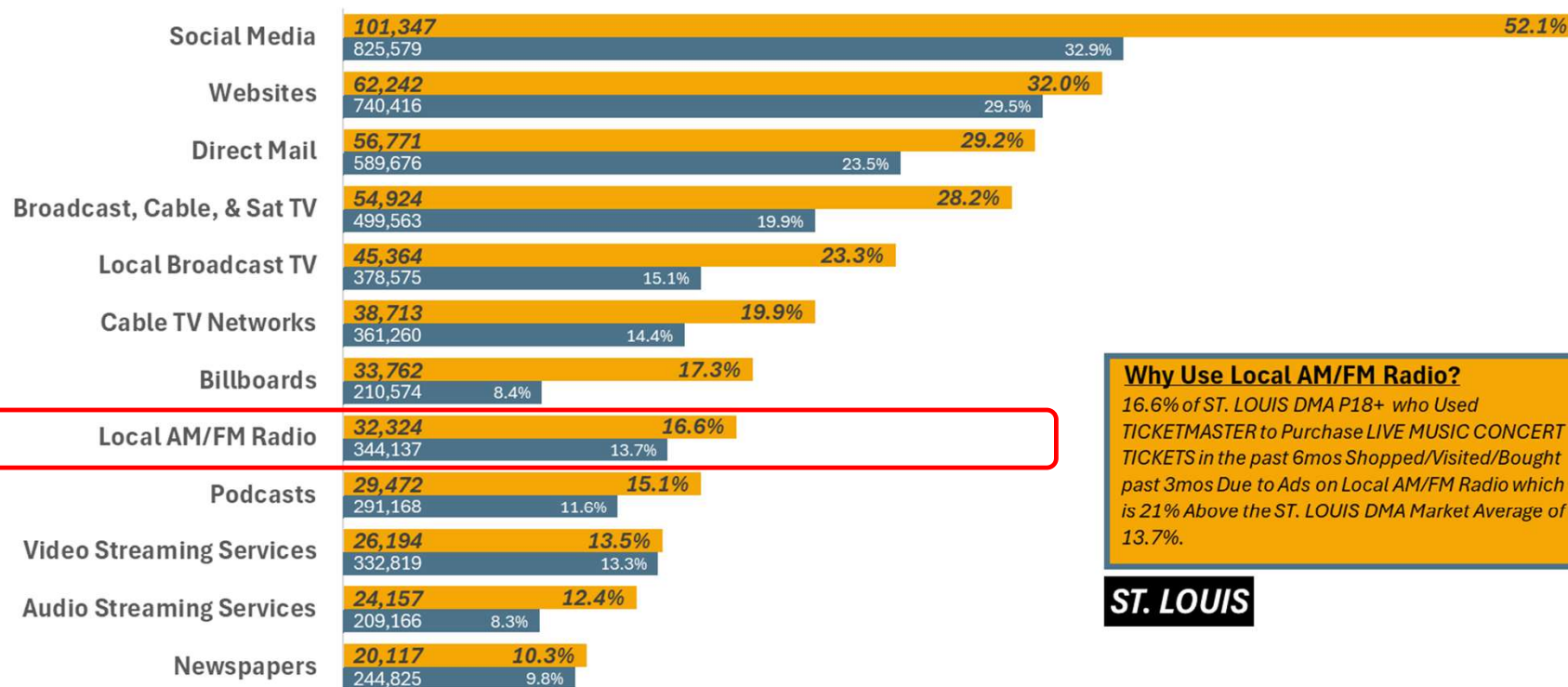
[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]





## "Advertising Actions"

P18+ who Used TICKETMASTER to Purchase LIVE MUSIC CONCERT TICKETS in the past 6mos (Shopped/Visited/Bought past 3mos Due to Ads on %)



■ P18+ who Used TICKETMASTER to Purchase LIVE MUSIC CONCERT TICKETS in the past 6mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

ST. LOUIS DMA ScarboroughR2 2025: Aug24-Jul25 Qual Intab: 166

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### Why Use Local AM/FM Radio?

16.6% of ST. LOUIS DMA P18+ who Used TICKETMASTER to Purchase LIVE MUSIC CONCERT TICKETS in the past 6mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 21% Above the ST. LOUIS DMA Market Average of 13.7%.

ST. LOUIS

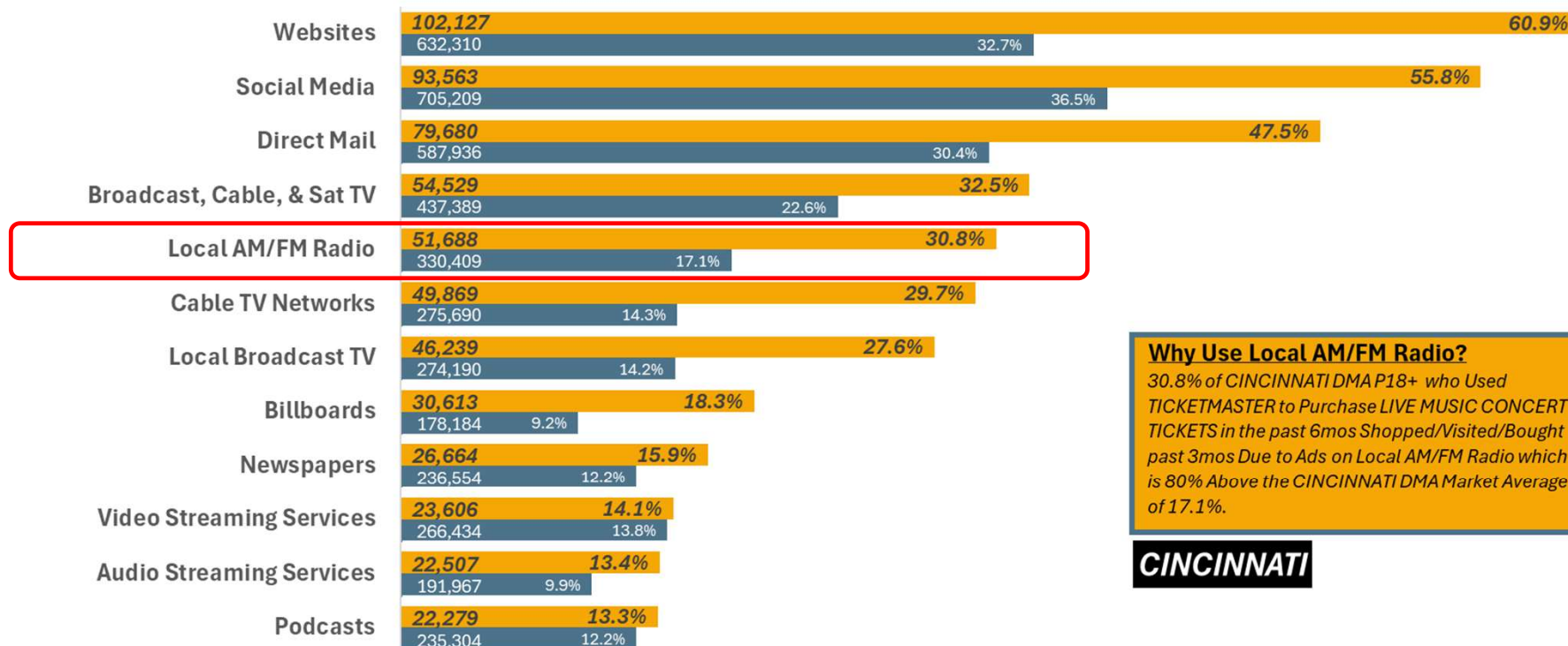
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



## "Advertising Actions"

**P18+ who Used TICKETMASTER to Purchase LIVE MUSIC CONCERT TICKETS in the past 6mos (Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

30.8% of CINCINNATI DMA P18+ who Used TICKETMASTER to Purchase LIVE MUSIC CONCERT TICKETS in the past 6mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 80% Above the CINCINNATI DMA Market Average of 17.1%.

**CINCINNATI**

■ P18+ who Used TICKETMASTER to Purchase LIVE MUSIC CONCERT TICKETS in the past 6mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 192

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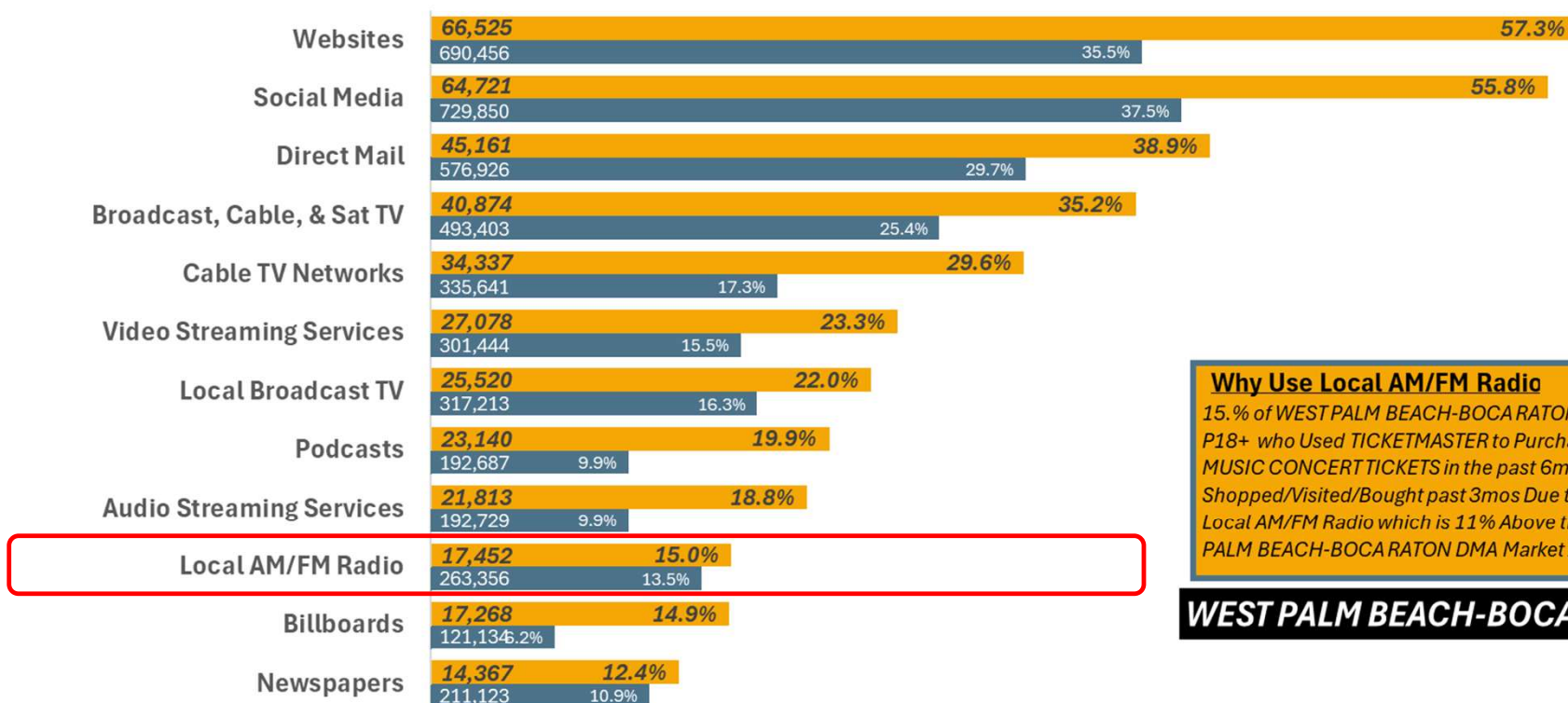
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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]



## "Advertising Actions"

**P18+ who Used TICKETMASTER to Purchase LIVE MUSIC CONCERT TICKETS in the past 6mos (Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio

15. % of WEST PALM BEACH-BOCA RATON DMA P18+ who Used TICKETMASTER to Purchase LIVE MUSIC CONCERT TICKETS in the past 6mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 11% Above the WEST PALM BEACH-BOCA RATON DMA Market Averag

**WEST PALM BEACH-BOCA RATON**

■ P18+ who Used TICKETMASTER to Purchase LIVE MUSIC CONCERT TICKETS in the past 6mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 163

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[[Lifestyle/Entertainment apps or websites used or visited past 30 days: Ticketmaster AND Items bought on the Internet past 6 months: Entertainment: Concert tickets]]