

USA+4 More DMAs – P18+ who Regularly Study and Practice Learning a FOREIGN LANGUAGE!

Complete Demographic & Media Use Profiles



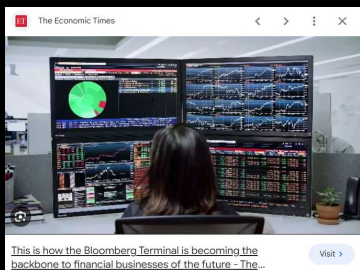
Complete Demographic,
Psychographic, and Total
Media Usage Profiles of **USA,**
MINNEAPOLIS-ST. PAUL, ST. LOUIS,
CINCINNATI, and WEST PALM
BEACH DMA P18+ who
Regularly Study and Practice
Learning a FOREIGN LANGUAGE
as of August 31, 2025.



duolingo



P18+



Baillie Gifford™ Vanguard® BlackRock®

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

Activities done regularly: Foreign language study/practice





12.4% or 32,505,957 of USA DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Typical Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 42.3 years old (13.2% younger than average) and have a \$124,563 (9.5% higher than average) annual household income.

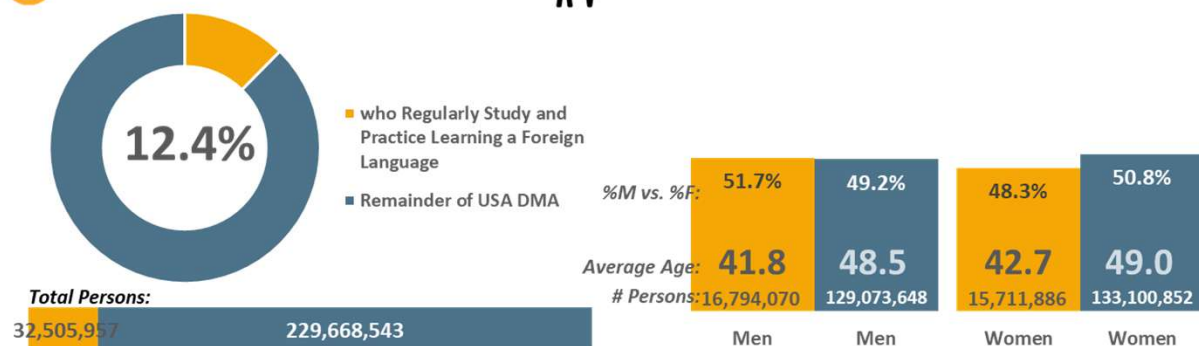


Percent of Market: Adults 18 or older

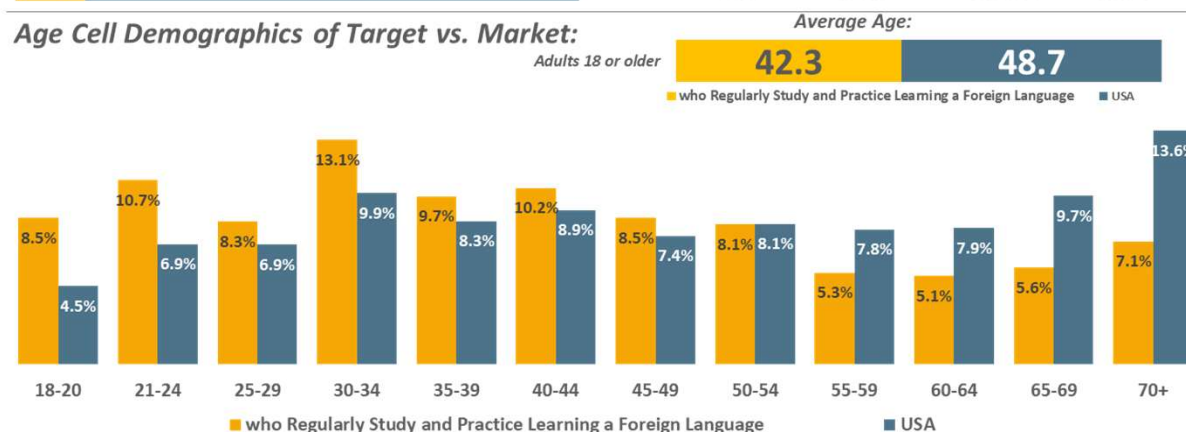


Gender of Target vs. Market: Adults 18 or older

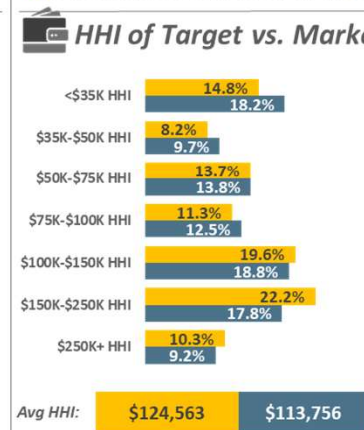
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,981
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Activities done regularly: Foreign language study/practice



8.6% or 335,650 of MSP DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Typical Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 43.5 years old (10.9% younger than average) and have a \$120,277 (9.1% higher than average) annual household income.

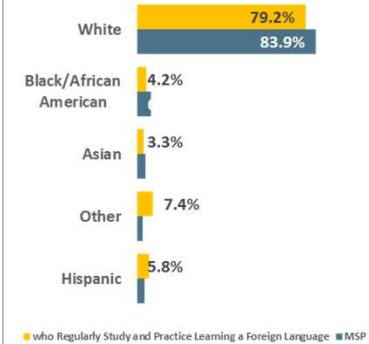
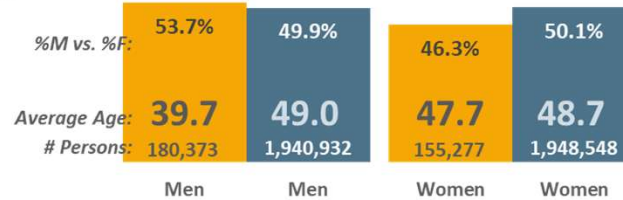
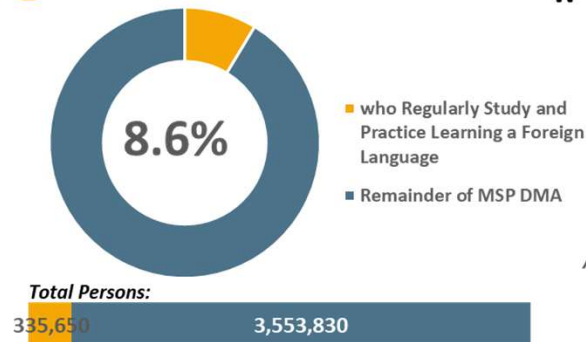


Percent of Market: Adults 18 or older



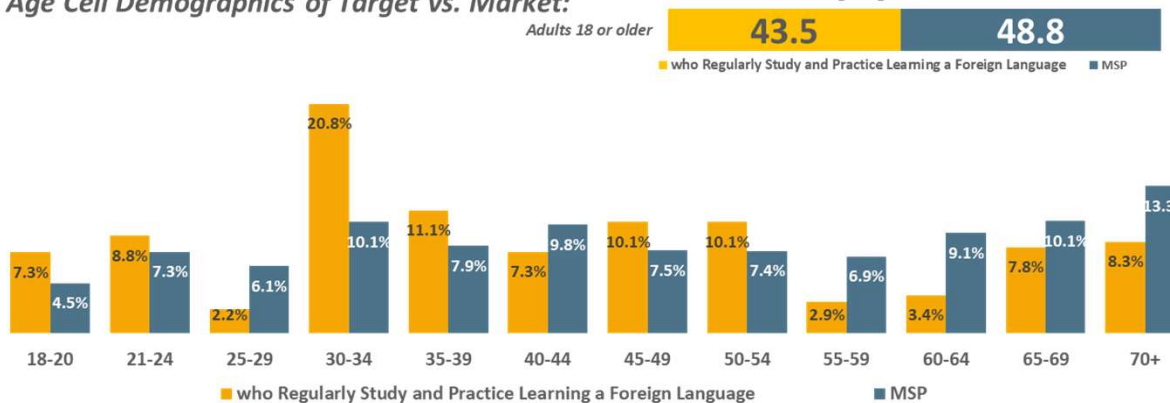
Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

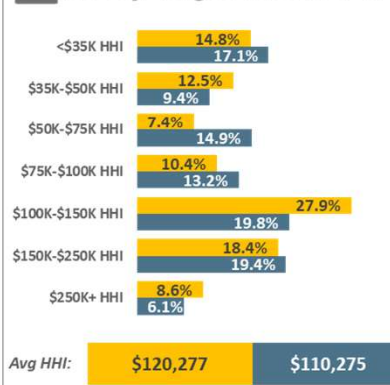


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:





9.3% or 232,545 of STL DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Typical Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 43.7 years old (11.4% younger than average) and have a \$112,366 (11.9% higher than average) annual household income.

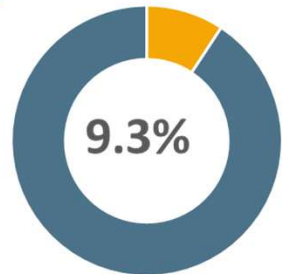


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



- who Regularly Study and Practice Learning a Foreign Language
- Remainder of STL DMA

Total Persons:

232,545 2,277,914

%M vs. %F:

Average Age:

Persons:

47.7%

42.8

110,899

48.8%

48.9

1,223,984

52.3%

44.6

121,646

51.2%

49.8

1,286,475

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

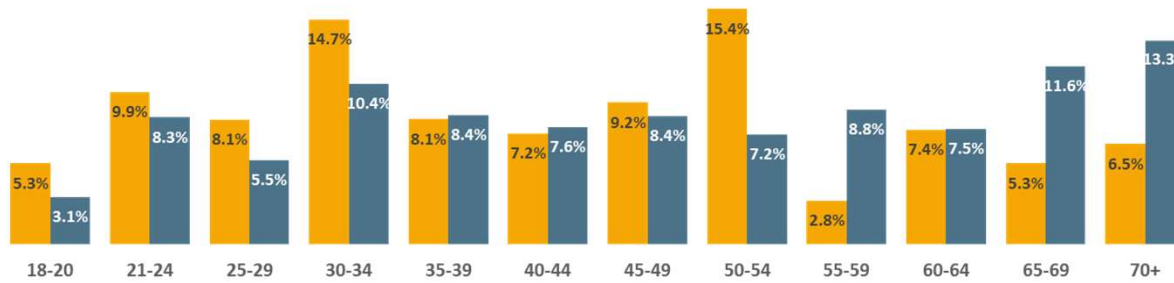
Average Age:

Adults 18 or older

43.7

49.4

- who Regularly Study and Practice Learning a Foreign Language
- STL

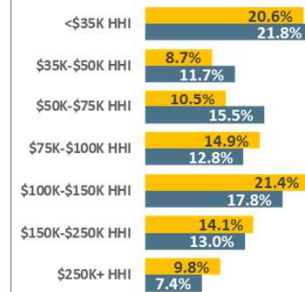


who Regularly Study and Practice Learning a Foreign Language

STL



HHI of Target vs. Market:



Avg HHI:

\$112,366

\$100,426



9.9% or 190,793 of CIN DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Typical Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 41.1 years old (15.5% younger than average) and have a \$106,745 (6.3% higher than average) annual household income.

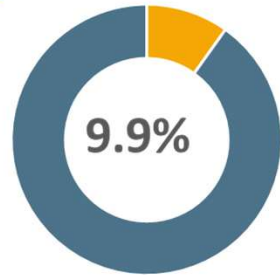


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



who Regularly Study and Practice Learning a Foreign Language
Remainder of CIN DMA

Total Persons:

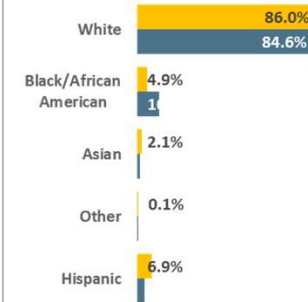
190,793 1,742,691

%M vs. %F:

Average Age:

Persons:

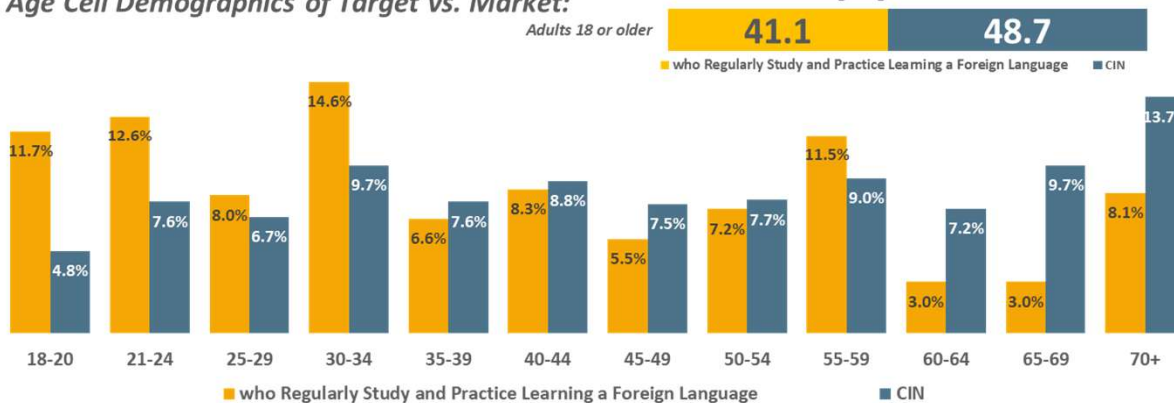
Men	50.5%	49.0%	Women	49.5%	51.0%
Men	41.5	48.5	Women	40.7	48.8
Men	96,329	947,183	Women	94,464	986,301



who Regularly Study and Practice Learning a Foreign Language CIN

Age Cell Demographics of Target vs. Market:

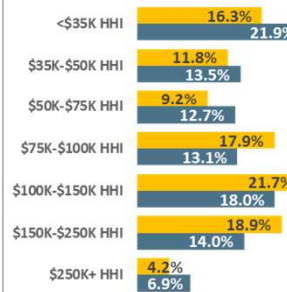
Average Age:



who Regularly Study and Practice Learning a Foreign Language

CIN

HHI of Target vs. Market:



Avg HHI: \$106,745 \$100,373



10.9% or 208,152 of WPB DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Typical Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 41.1 years old (22.5% younger than average) and have a \$98,657 (3% lower than average) annual household income.

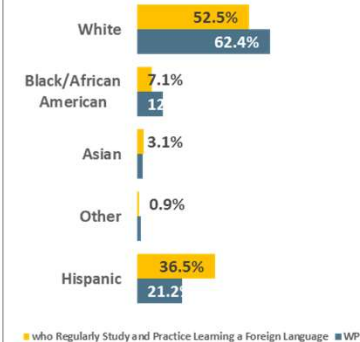
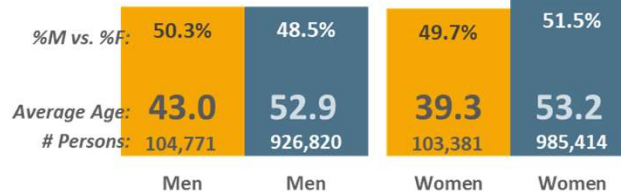
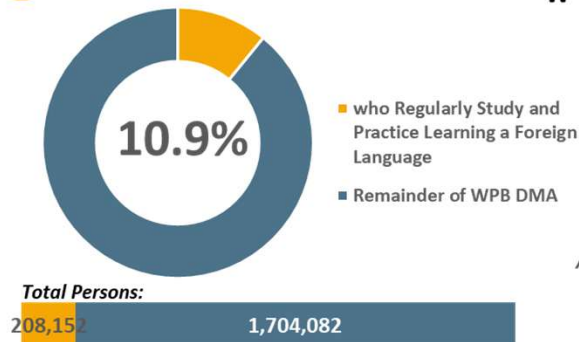


Percent of Market: Adults 18 or older

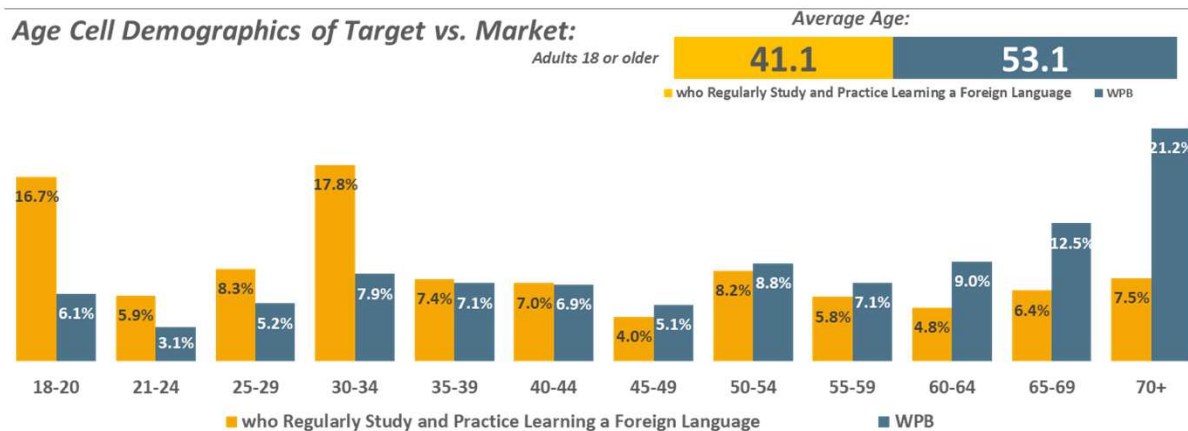


Gender of Target vs. Market: Adults 18 or older

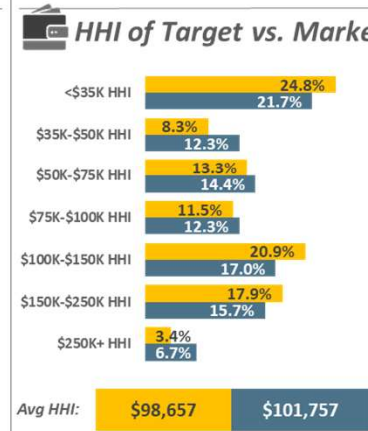
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

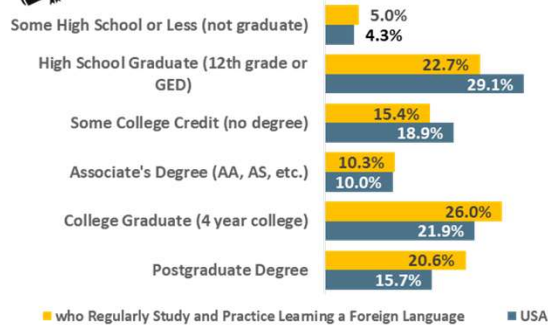




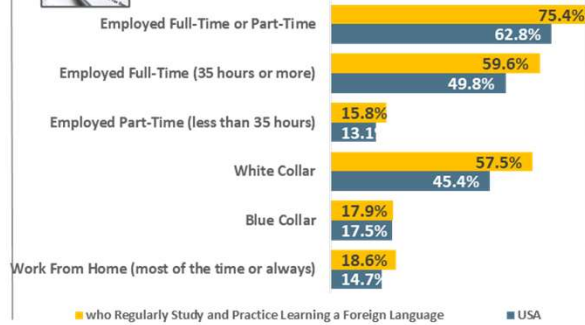
12.4% or 32,505,957 of USA DMA Adults 18 or older Regularly Study and Practice Learning a Foreign... Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 23.6% more likely to be a college graduate, 19.6% more likely to work full-time, 4.6% less likely to be married, 6.2% more likely to be a parent of 1 or more children unde



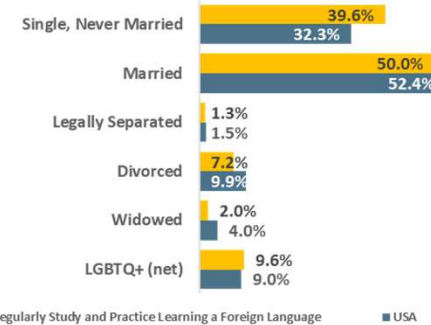
Education Levels: Adults 18 or older



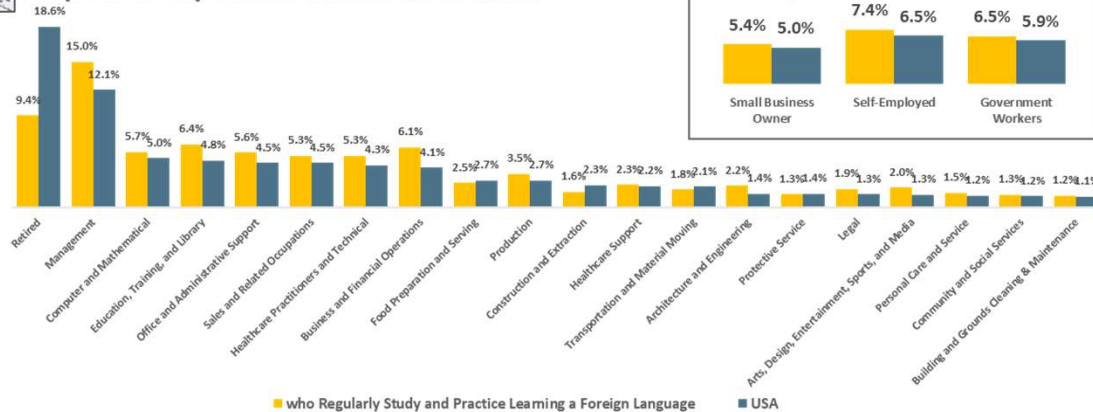
Employment: Adults 18 or older



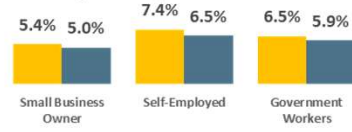
Marital Status: Adults 18 or older



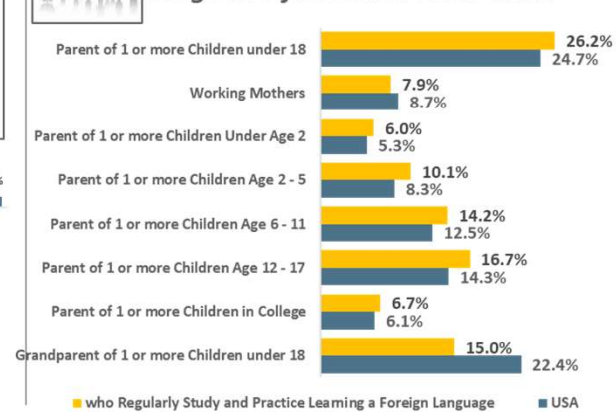
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



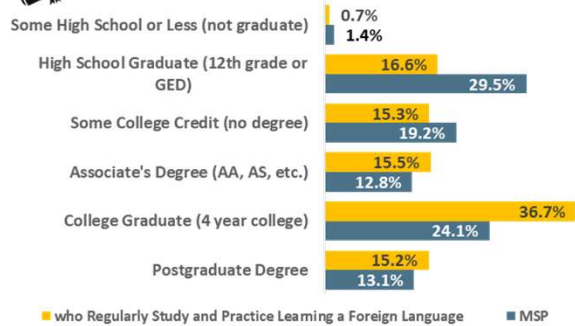
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,981
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Activities done regularly: Foreign language study/practice

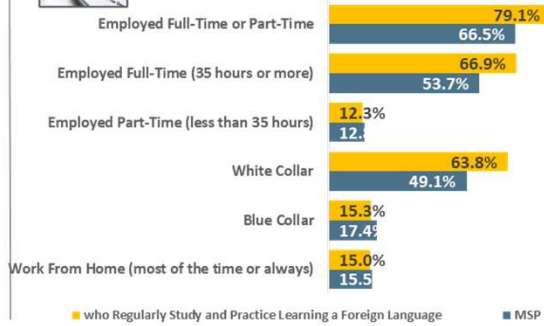


8.6% or 335,650 of MSP DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 39.8% more likely to be a college graduate, 24.5% more likely to work full-time, 5.7% more likely to be married, 6.9% less likely to be a parent of 1 or more children unde

Education Levels: Adults 18 or older



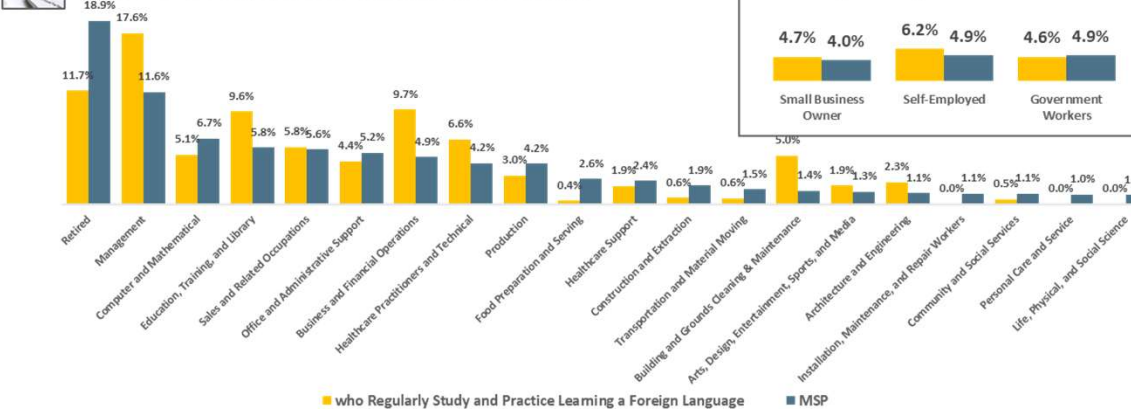
Employment: Adults 18 or older



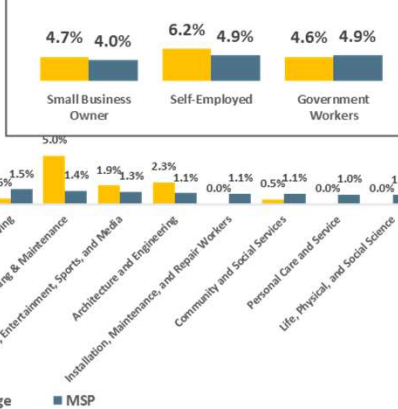
Marital Status: Adults 18 or older



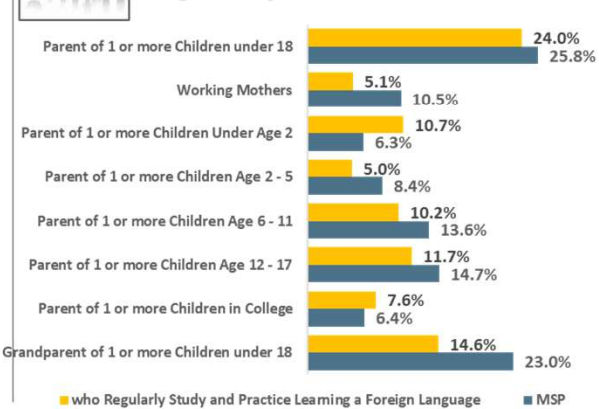
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



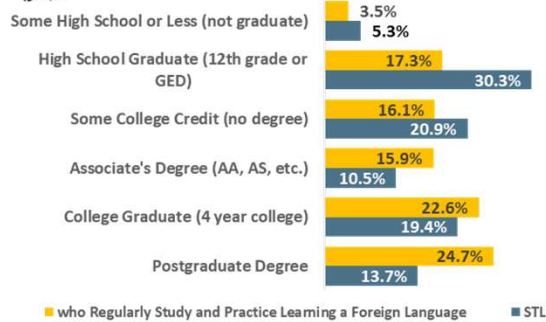
Stage in Life: Adults 18 or older



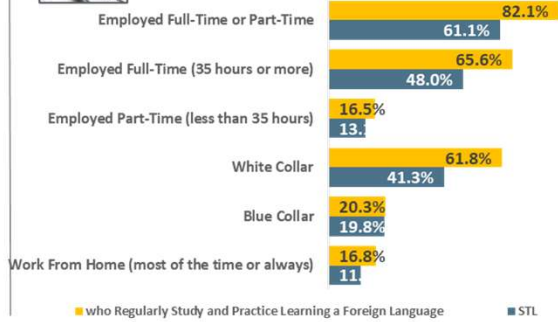


9.3% or 232,545 of STL DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 42.9% more likely to be a college graduate, 36.5% more likely to work full-time, 2.% more likely to be married, 11.1% less likely to be a parent of 1 or more children unde

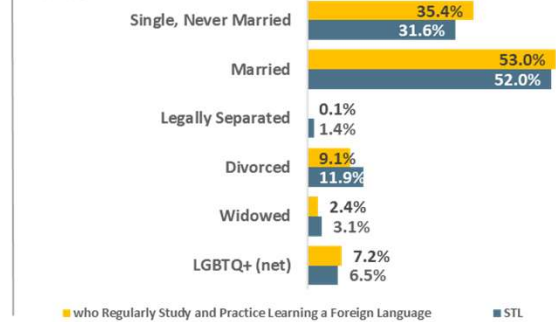
Education Levels: Adults 18 or older



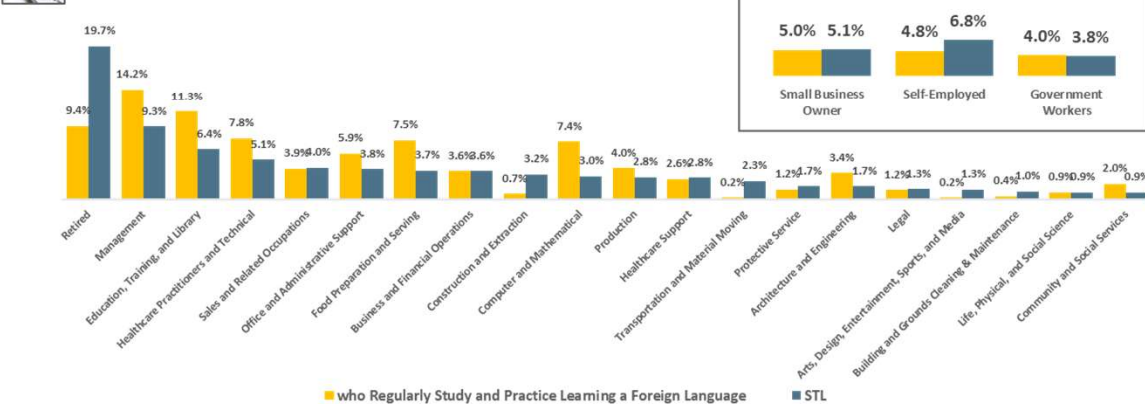
Employment: Adults 18 or older



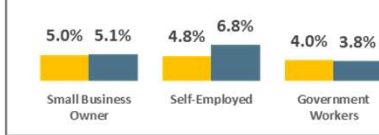
Marital Status: Adults 18 or older



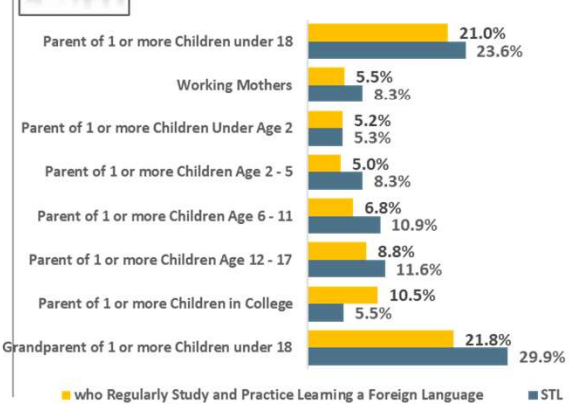
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



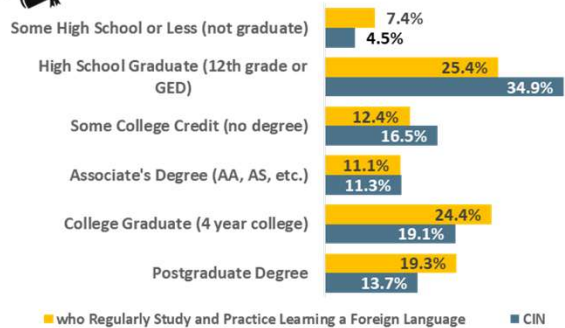
Stage in Life: Adults 18 or older



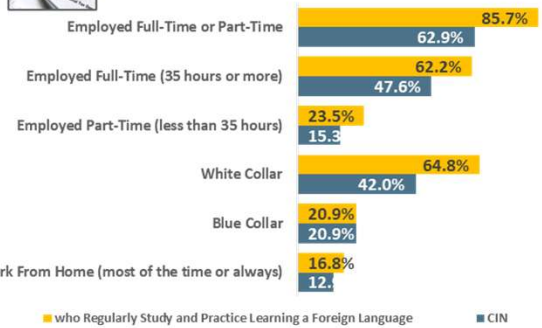


9.9% or 190,793 of CIN DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 33.6% more likely to be a college graduate, 30.6% more likely to work full-time, 12.2% more likely to be married, 9.2% more likely to be a parent of 1 or more children und

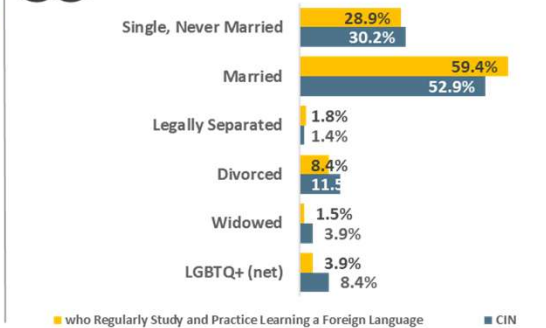
Education Levels: Adults 18 or older



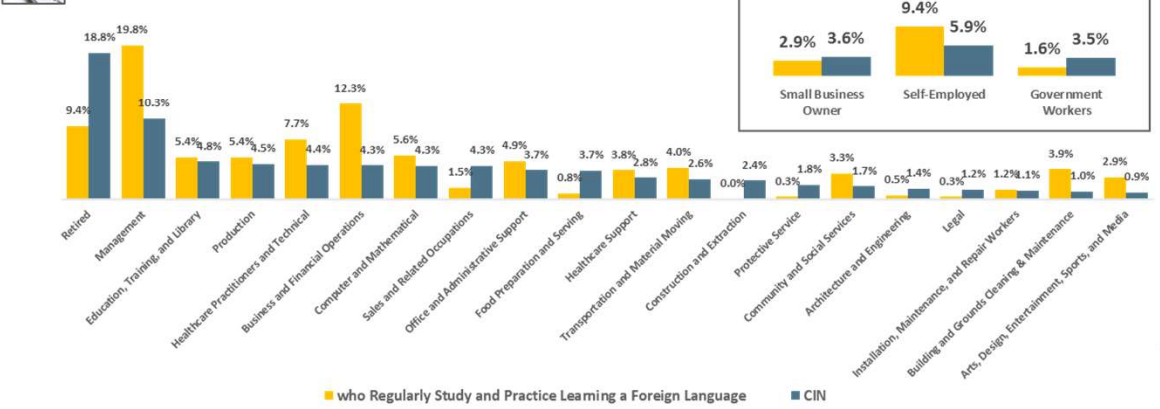
Employment: Adults 18 or older



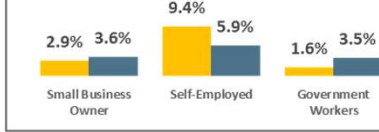
Marital Status: Adults 18 or older



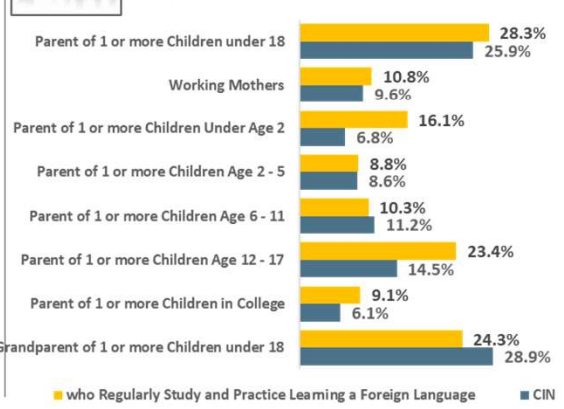
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

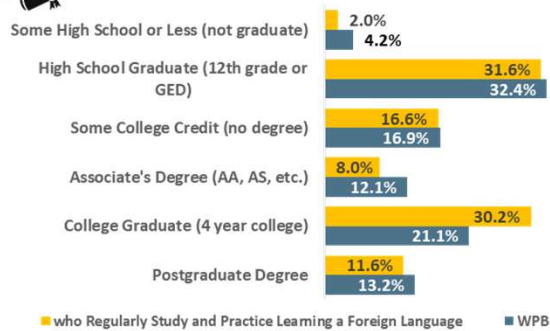




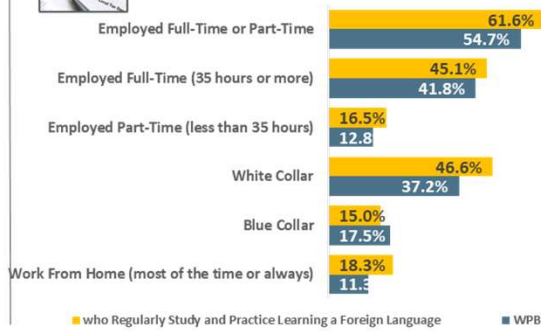
10.9% or 208,152 of WPB DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 21.6% more likely to be a college graduate, 7.8% more likely to work full-time, 20.% less likely to be married, 14.1% more likely to be a parent of 1 or more children unde



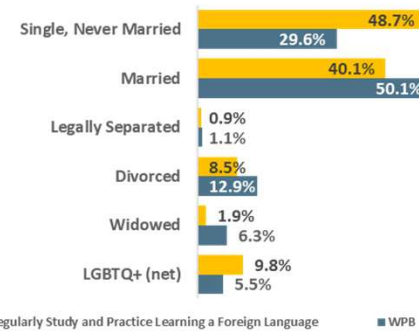
Education Levels: Adults 18 or older



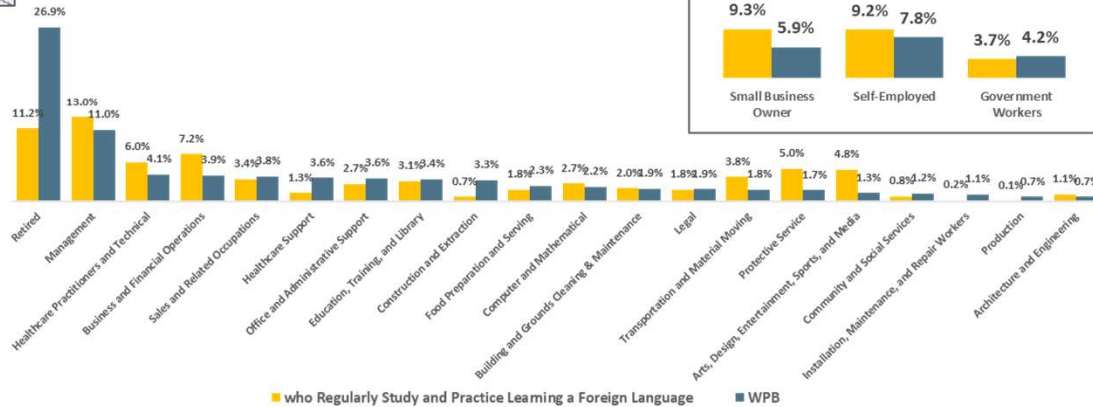
Employment: Adults 18 or older



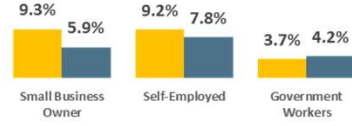
Marital Status: Adults 18 or older



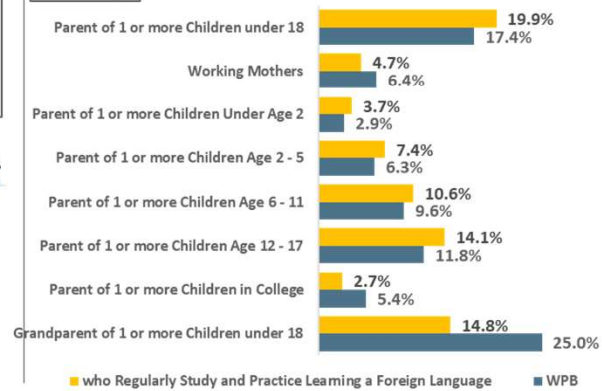
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

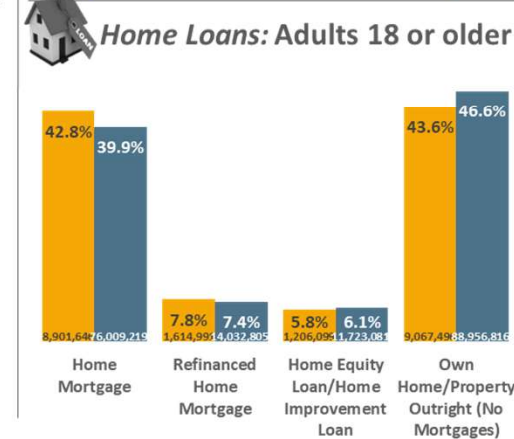
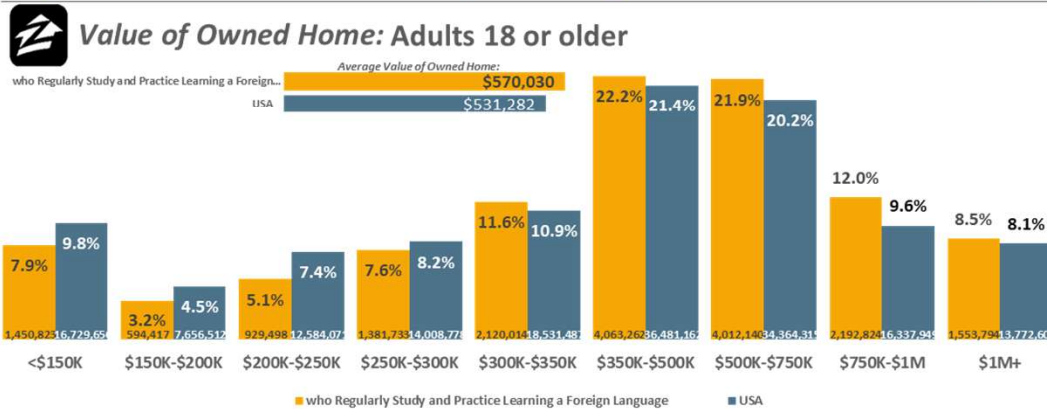
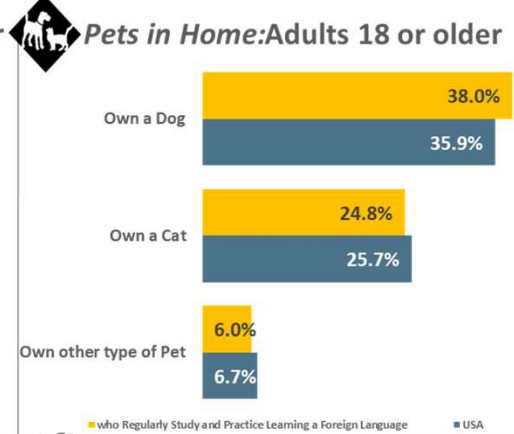
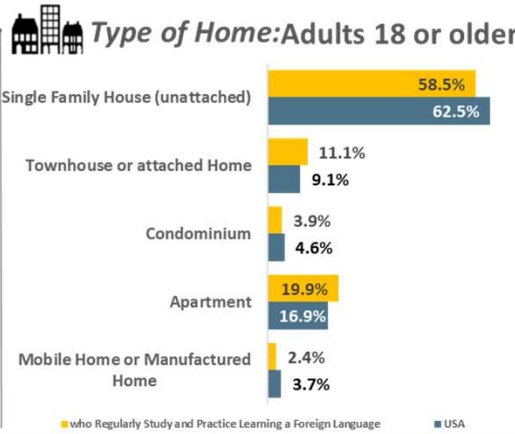
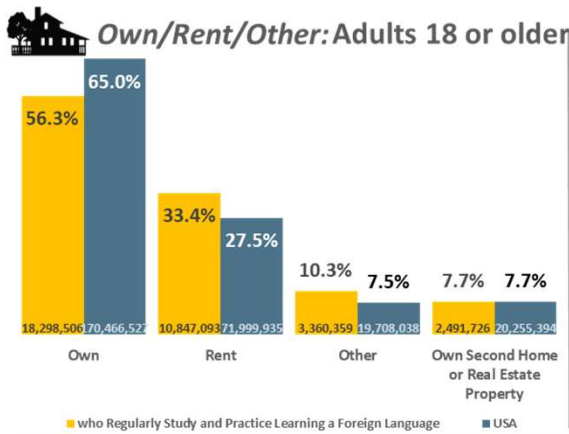


Stage in Life: Adults 18 or older





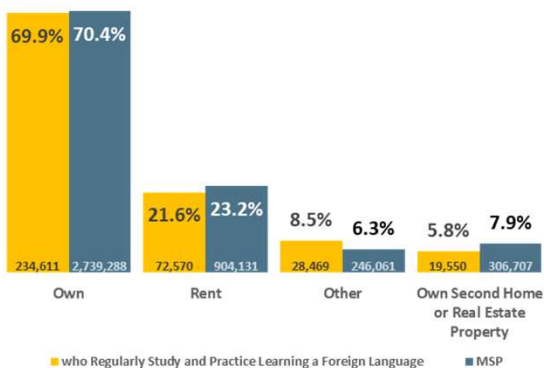
12.4% or 32,505,957 of USA DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 13.4% less likely to own their home, 7.3% more likely to own a higher valued home, 6.4% less likely to have a single-family home, 6% more likely to have a dog.



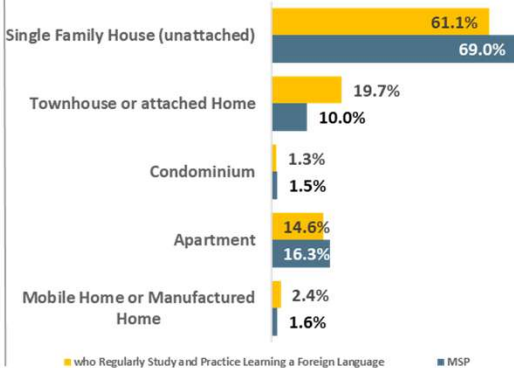


8.6% or 335,650 of MSP DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are .8% less likely to own their home, .7% more likely to own a lower valued home, 11.4% less likely to have a single-family home, 7.4% more likely to have a dog.

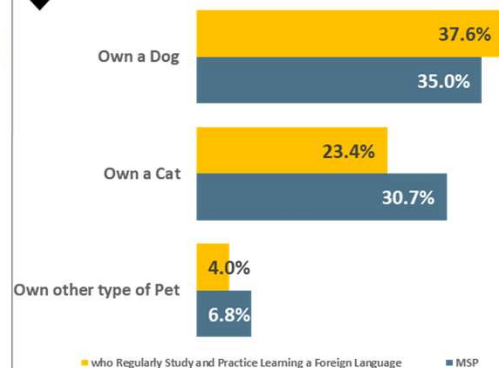
Own/Rent/Other: Adults 18 or older



Type of Home: Adults 18 or older



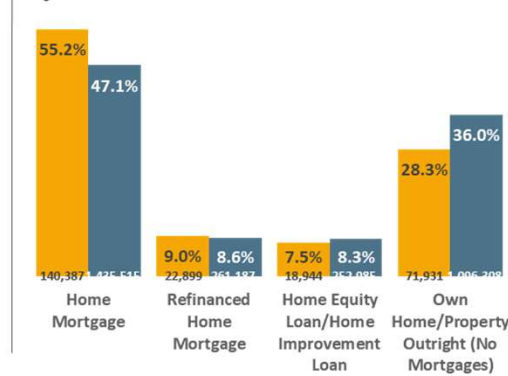
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

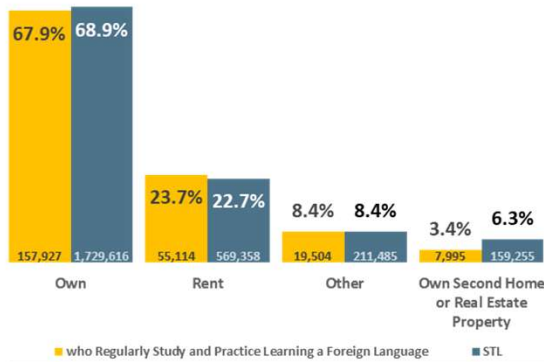




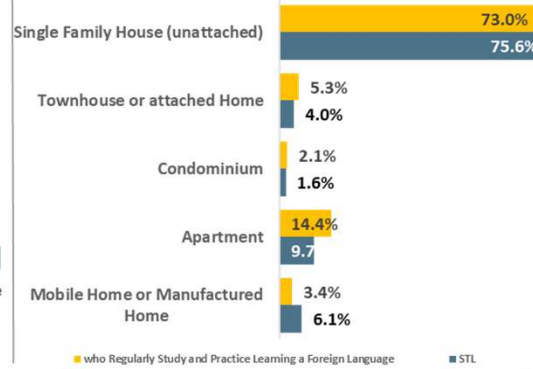
9.3% or 232,545 of STL DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 1.4% less likely to own their home, 20.3% more likely to own a higher valued home, 3.4% less likely to have a single-family home, .7% less likely to have a dog.



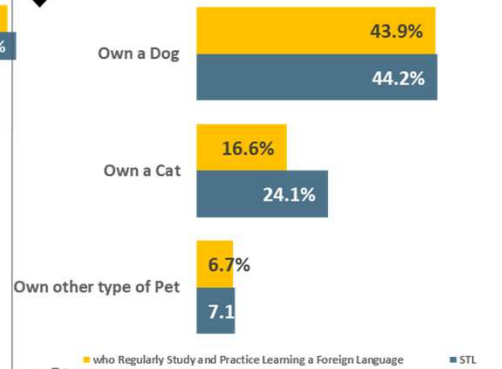
Own/Rent/Other: Adults 18 or older



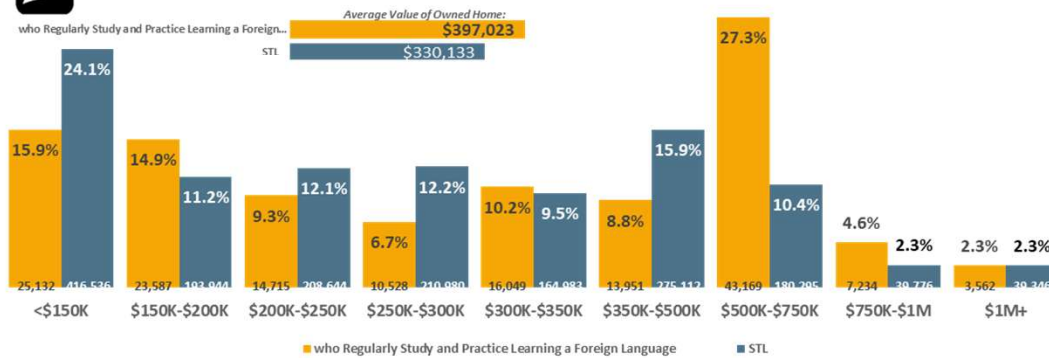
Type of Home: Adults 18 or older



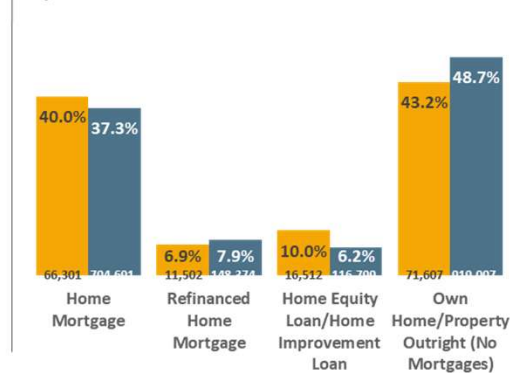
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



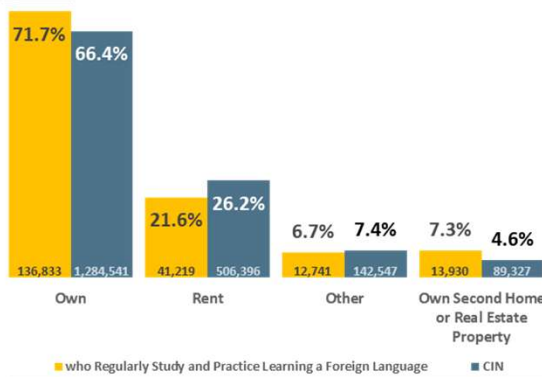
Home Loans: Adults 18 or older



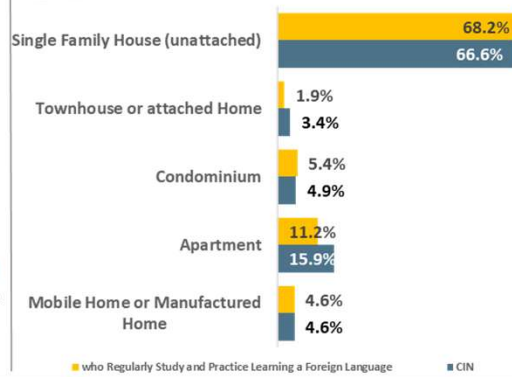


9.9% or 190,793 of CIN DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 7.9% more likely to own their home, 7.% more likely to own a lower valued home, 2.5% more likely to have a single-family home, 8.1% more likely to have a dog.

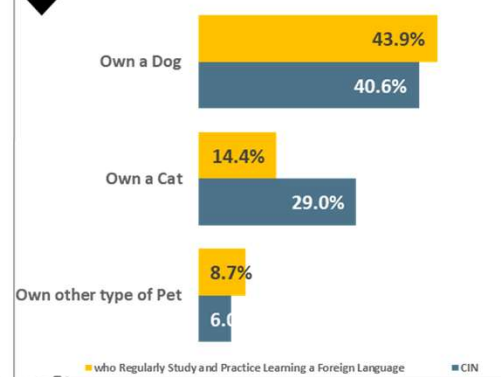
Own/Rent/Other: Adults 18 or older



Type of Home: Adults 18 or older



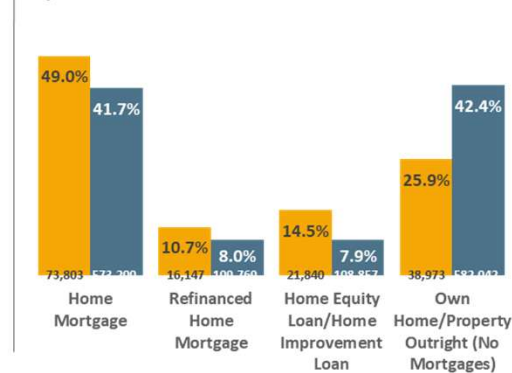
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



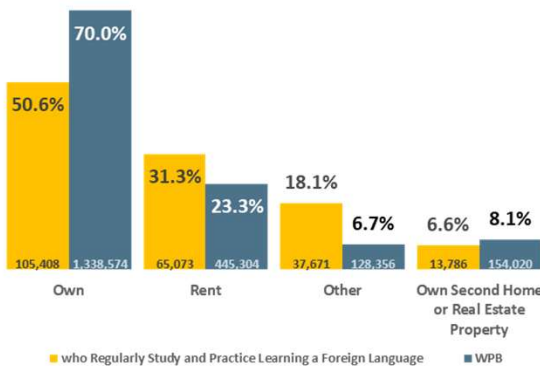
Home Loans: Adults 18 or older



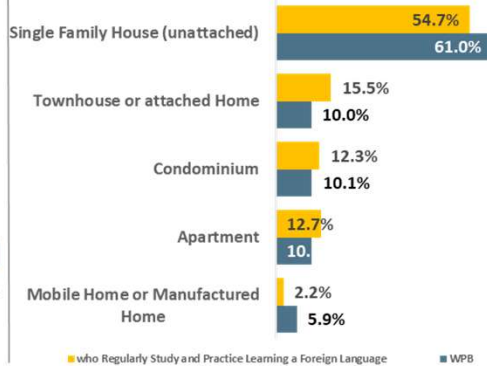


10.9% or 208,152 of WPB DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 27.7% less likely to own their home, 8.% more likely to own a higher valued home, 10.4% less likely to have a single-family home, 8.7% more likely to have a dog.

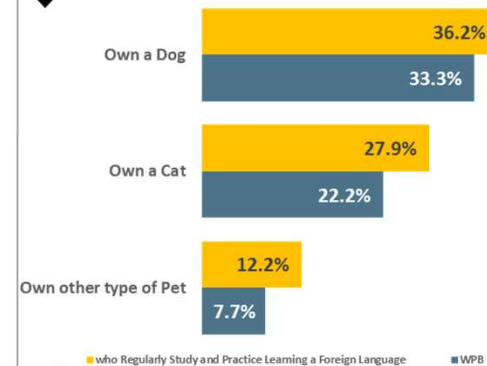
Own/Rent/Other: Adults 18 or older



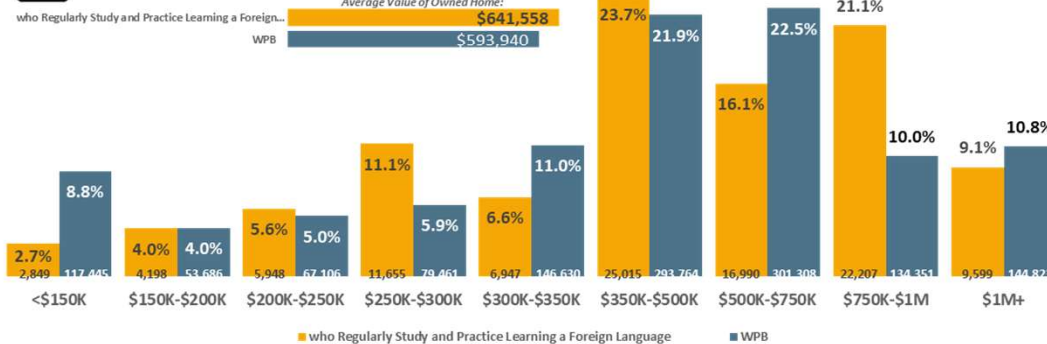
Type of Home: Adults 18 or older



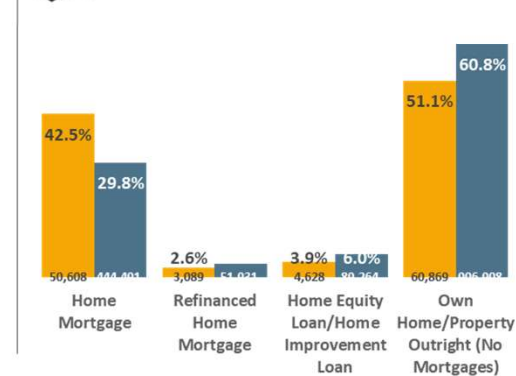
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

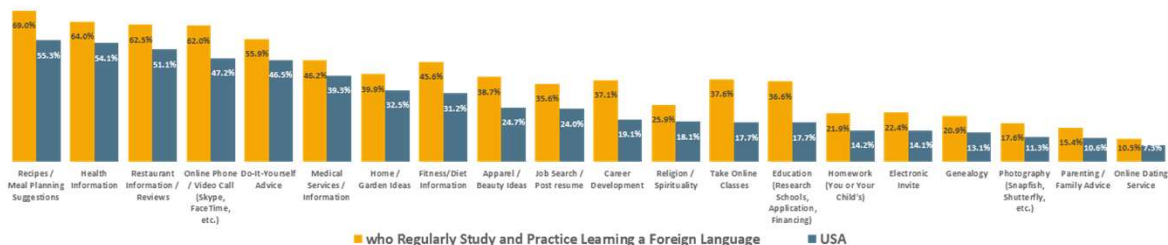




12.4% or 32,505,957 of USA DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 20.3% more likely to look up D-I-Y advice online, 16.5% less likely to always vote in local elections, 28.1% more likely to belong to a gym, 7.9% more likely to fly domestic



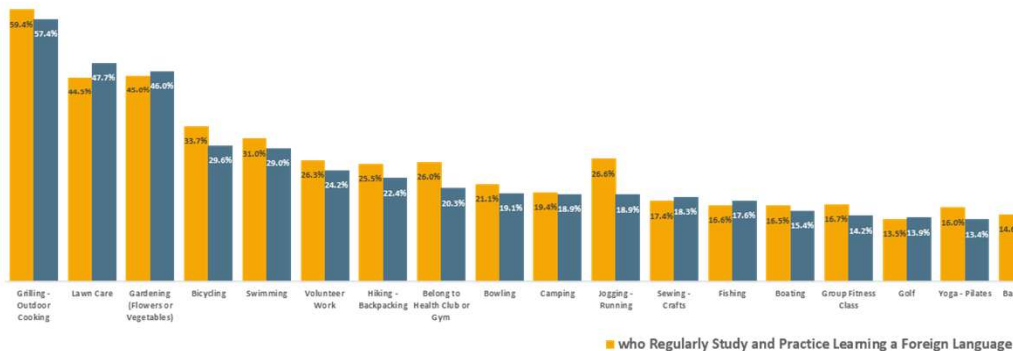
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



■ who Regularly Study and Practice Learning a Foreign Language ■ USA

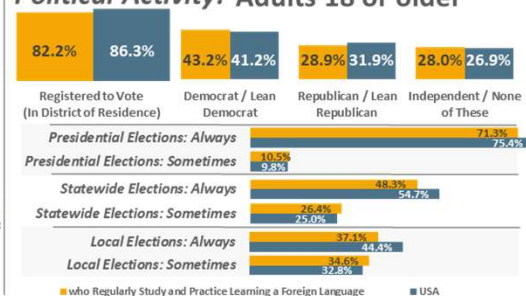


Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



■ who Regularly Study and Practice Learning a Foreign Language ■ USA

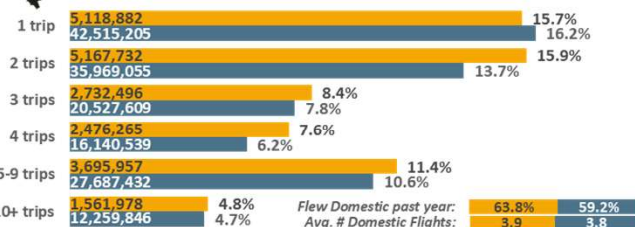
Political Activity: Adults 18 or older



■ who Regularly Study and Practice Learning a Foreign Language ■ USA



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



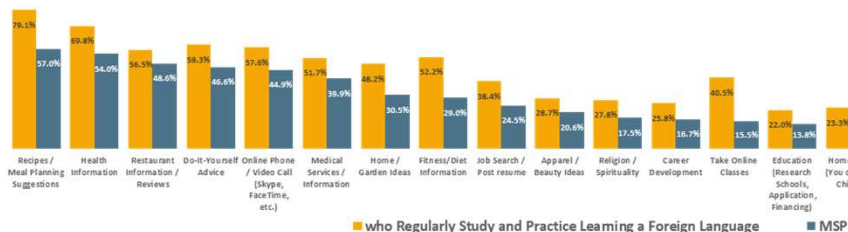
Flew Domestic past year:
Avg. # Domestic Flights:



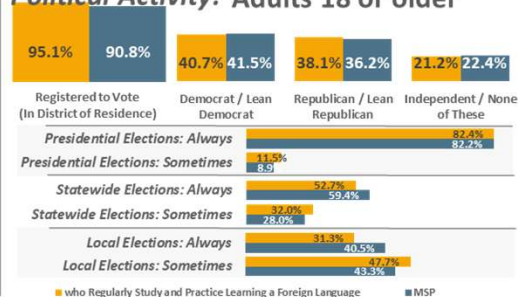
8.6% or 335,650 of MSP DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 27.4% more likely to look up D-I-Y advice online, 22.6% less likely to always vote in local elections, 23.2% more likely to belong to a gym, 4.9% more likely to fly domestic



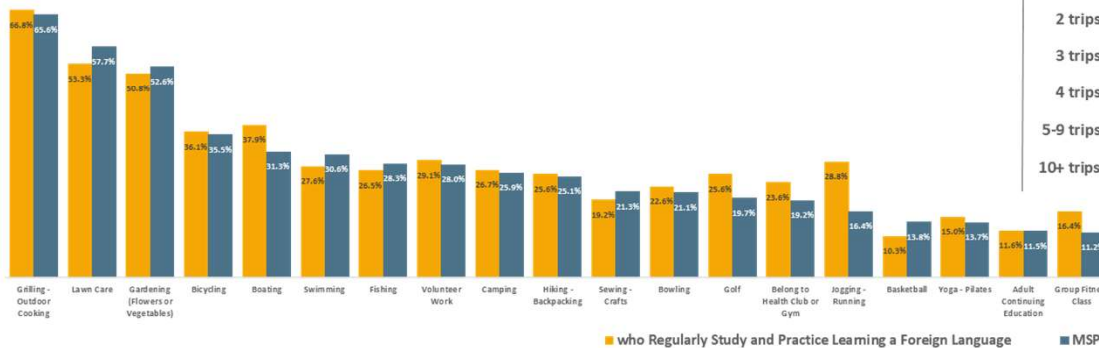
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



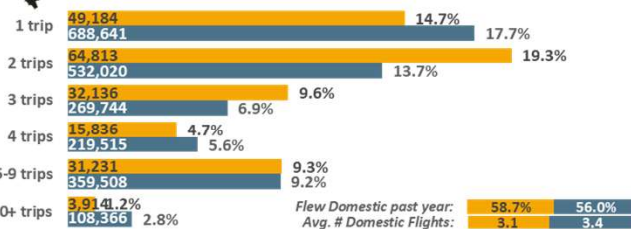
Political Activity: Adults 18 or older



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



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



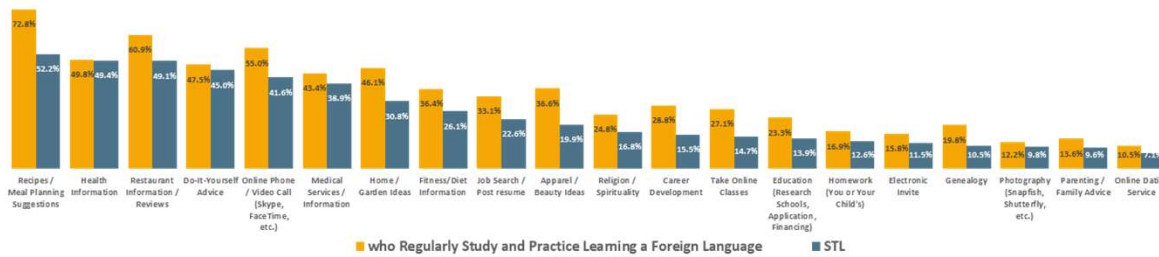
Flew Domestic past year: 58.7%
Avg. # Domestic Flights: 3.1



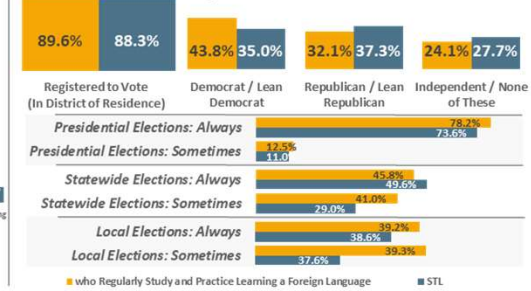
9.3% or 232,545 of STL DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 5.5% more likely to look up D-I-Y advice online, 1.4% more likely to always vote in local elections, 15.8% more likely to belong to a gym, 22.% more likely to fly domestic



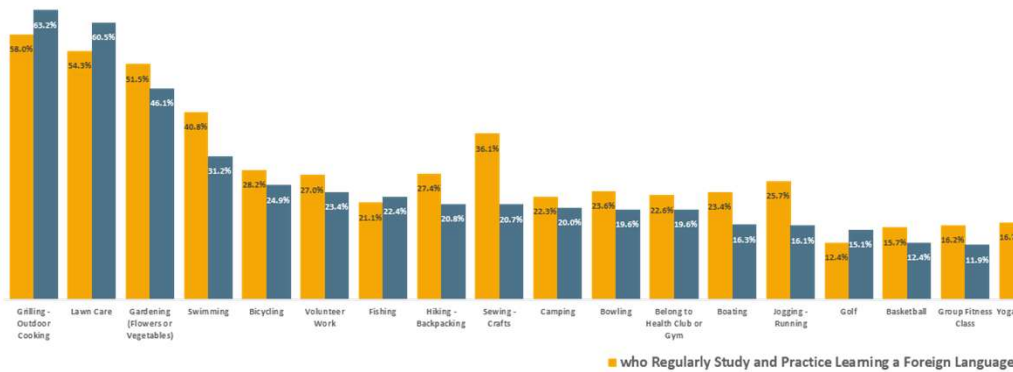
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



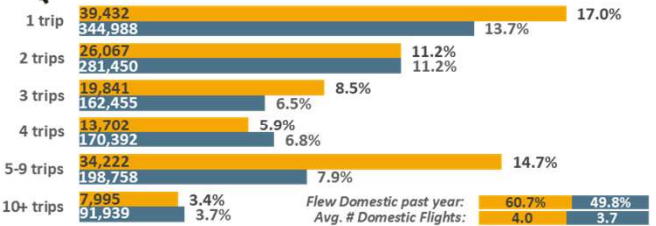
Political Activity: Adults 18 or older



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



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

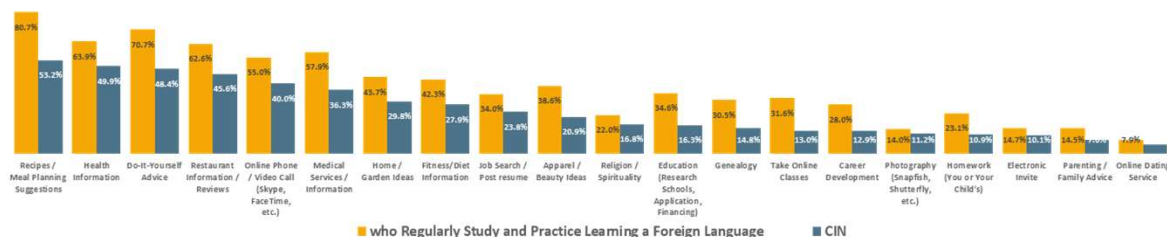




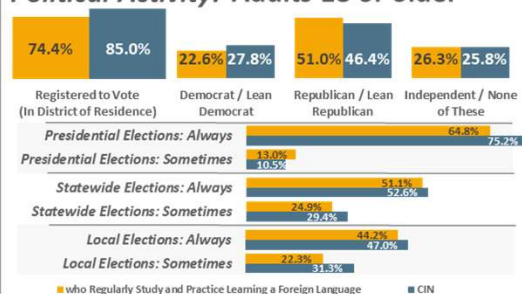
9.9% or 190,793 of CIN DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 46.1% more likely to look up D-I-Y advice online, 6.1% less likely to always vote in local elections, 53.5% more likely to belong to a gym, 37.7% more likely to fly domestic



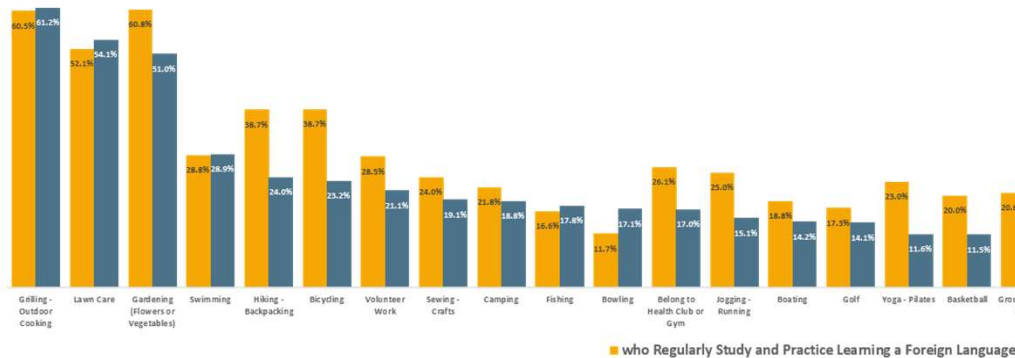
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



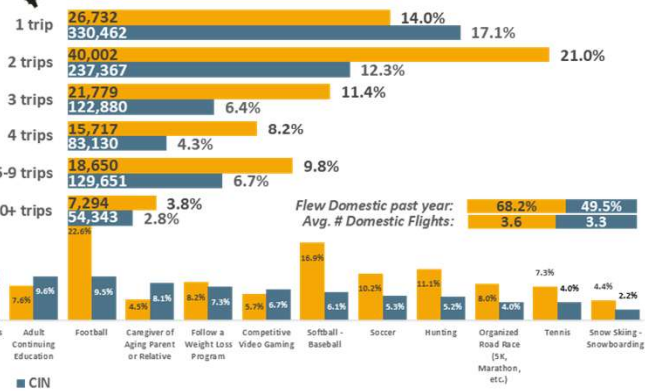
Political Activity: Adults 18 or older



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



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

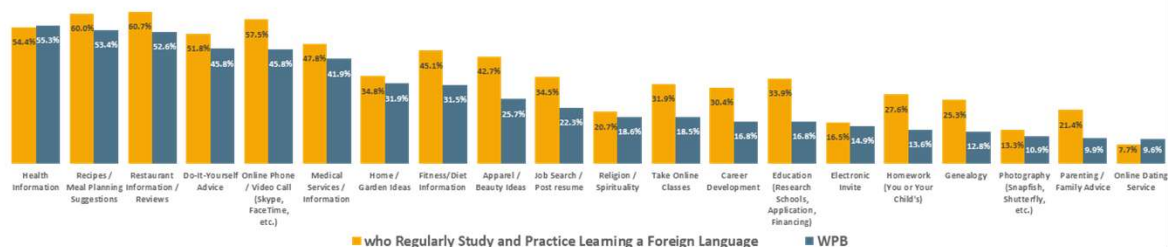




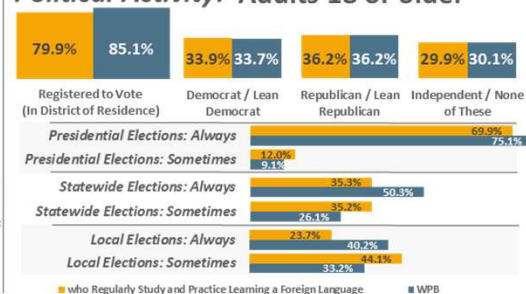
10.9% or 208,152 of WPB DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 13.2% more likely to look up D-I-Y advice online, 41.1% less likely to always vote in local elections, 22.7% more likely to belong to a gym, 12.7% more likely to fly domes



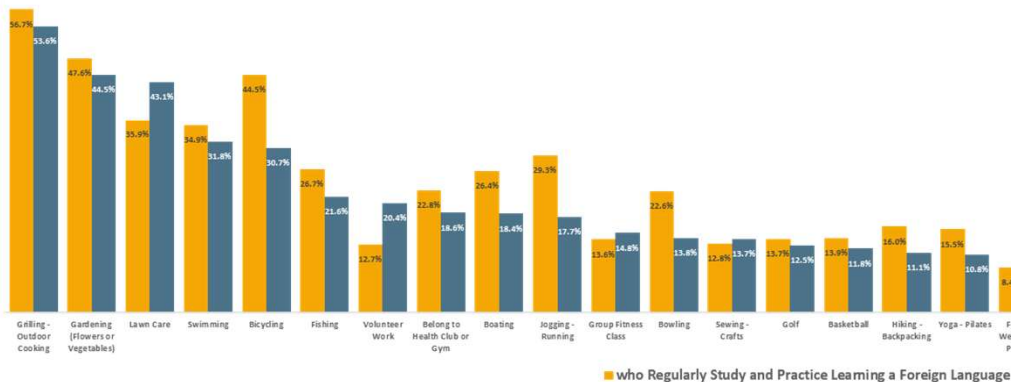
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



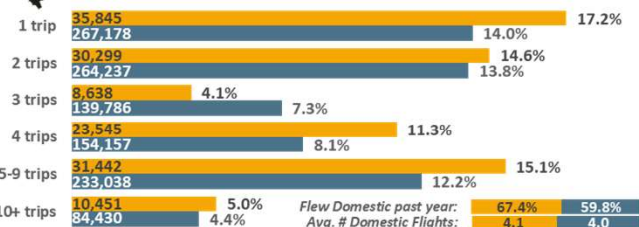
Political Activity: Adults 18 or older



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



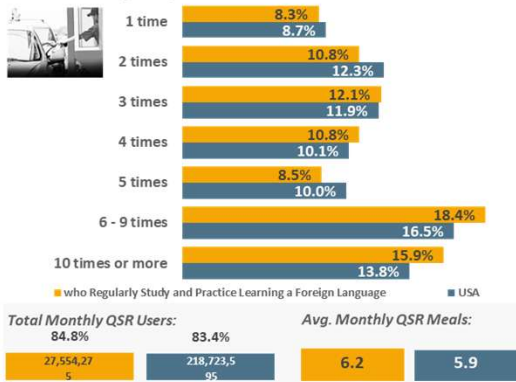
Past 12-months Domestic Airline Trips: Adults 18 or older



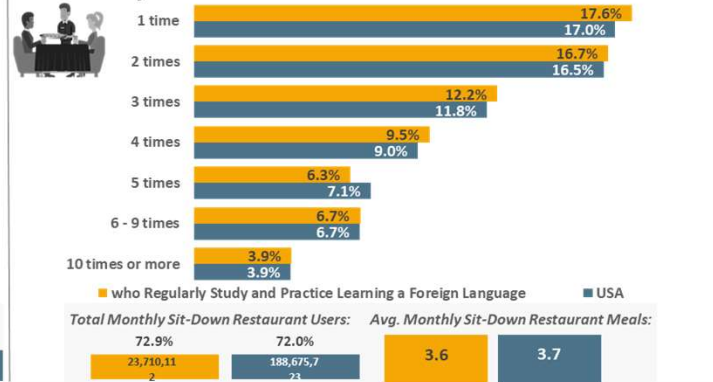


12.4% or 32,505,957 of USA DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 1.6% more likely to use QSRs past mo., 1.4% more likely to use Sit-Down Restaurants past mo., 2.6% less likely to use Casinos past yr., 31.1% less likely to smoke cigarett

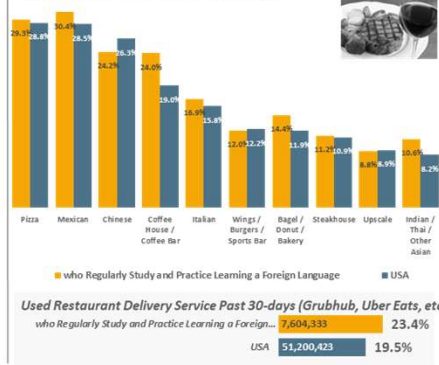
Past 30-days QSR Users: Adults 18 or older



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



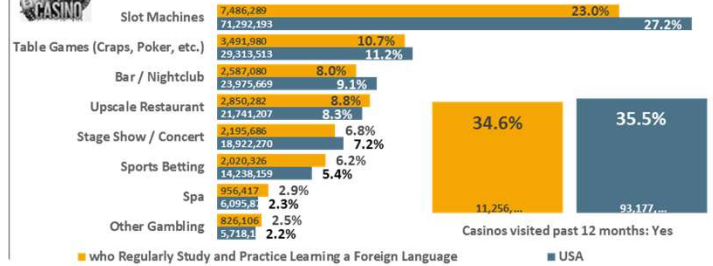
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



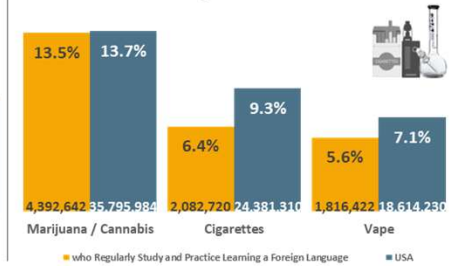
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



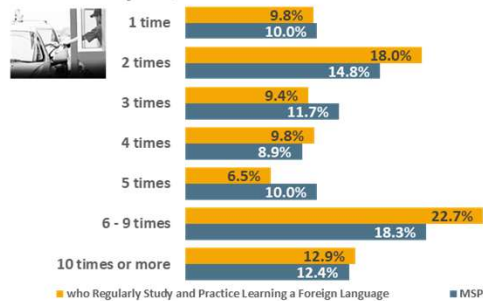
Used Past 30-days: Adults 18 or older



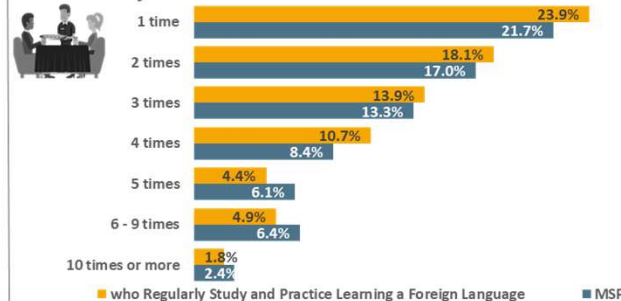


8.6% or 335,650 of MSP DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 3.3% more likely to use QSRs past mo., 3.2% more likely to use Sit-Down Restaurants past mo., 3.9% more likely to use Casinos past yr., 48.5% less likely to smoke cigarett

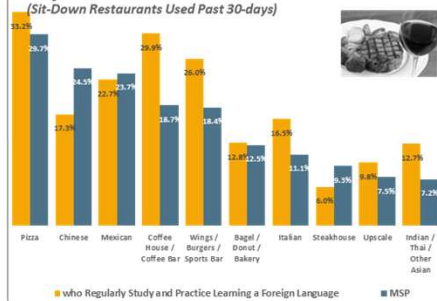
Past 30-days QSR Users: Adults 18 or older



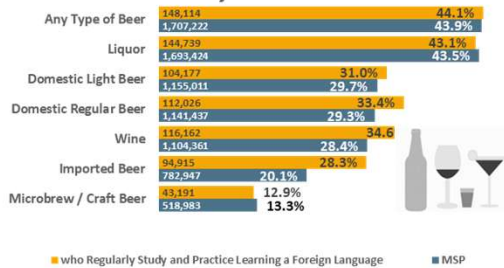
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



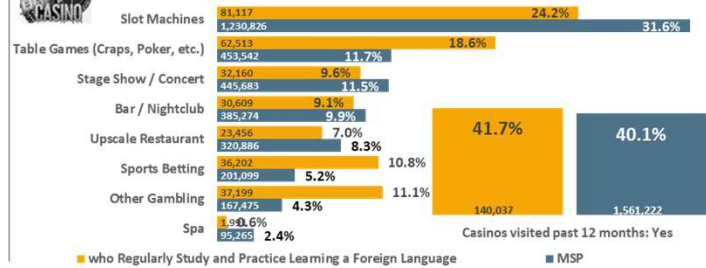
Top-10 Cuisines: Adults 18 or older



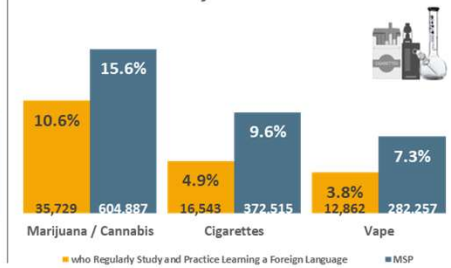
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



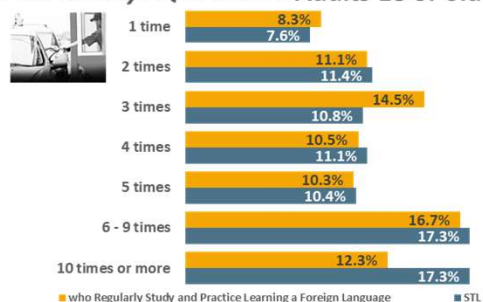
Used Past 30-days: Adults 18 or older



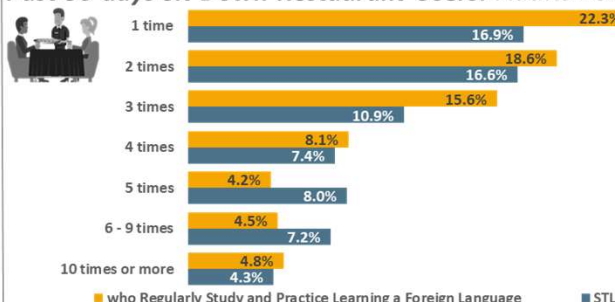


9.3% or 232,545 of STL DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 2.5% less likely to use QSRs past mo., 9.5% more likely to use Sit-Down Restaurants past mo., .6% more likely to use Casinos past yr., 36.% less likely to smoke cigarettes

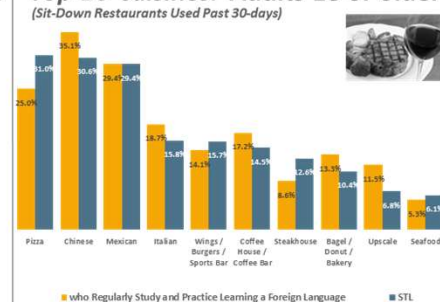
Past 30-days QSR Users: Adults 18 or older



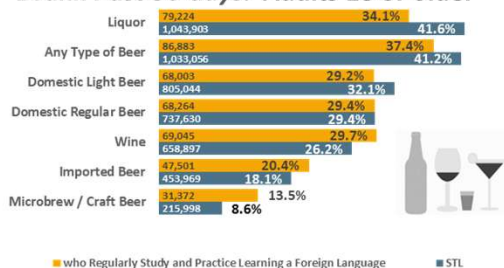
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



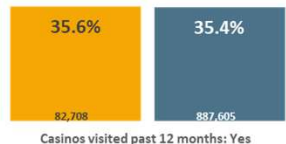
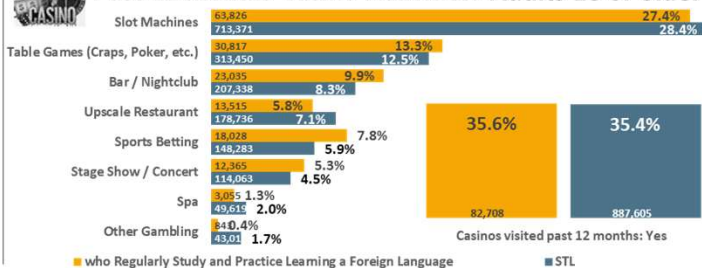
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



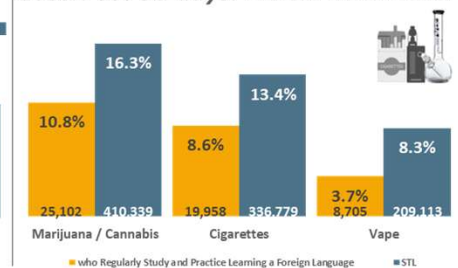
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



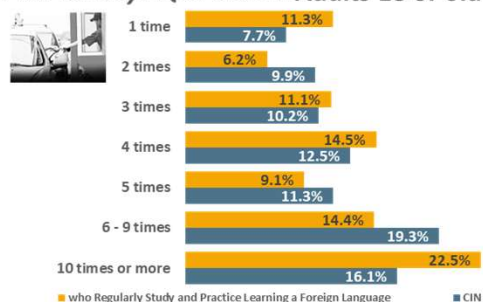
Used Past 30-days: Adults 18 or older



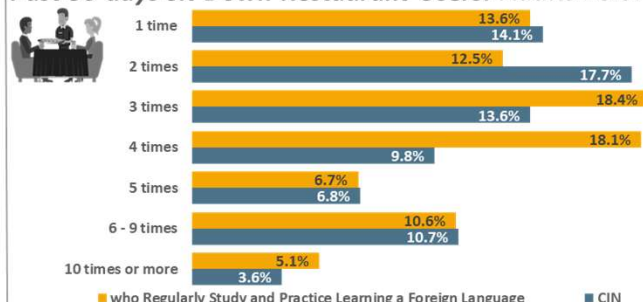


9.9% or 190,793 of CIN DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 2.4% more likely to use QSRs past mo., 11.4% more likely to use Sit-Down Restaurants past mo., 2.7% less likely to use Casinos past yr., 24.6% less likely to smoke cigaret

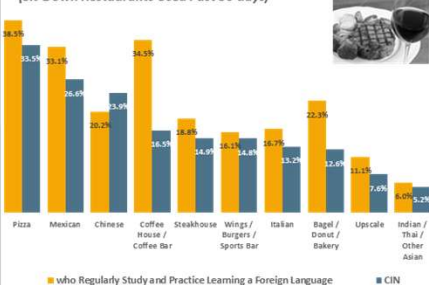
Past 30-days QSR Users: Adults 18 or older



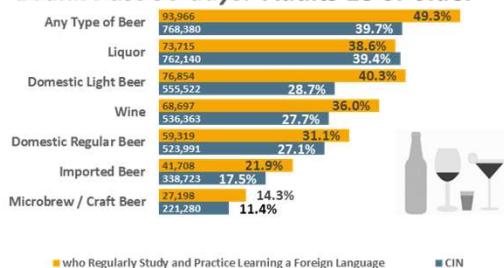
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



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



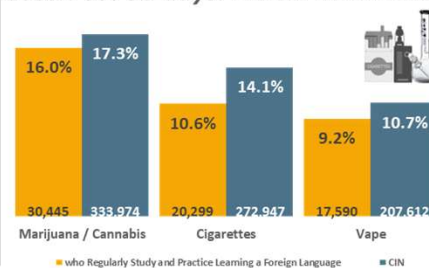
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



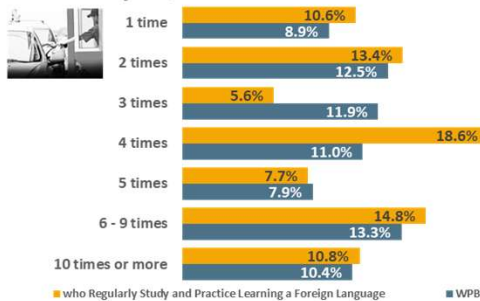
Used Past 30-days: Adults 18 or older



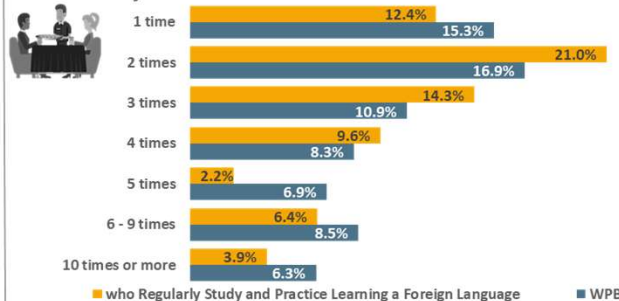


10.9% or 208,152 of WPB DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 7.2% more likely to use QSRs past mo., 4.4% less likely to use Sit-Down Restaurants past mo., 7.5% more likely to use Casinos past yr., 30.2% less likely to smoke cigarett

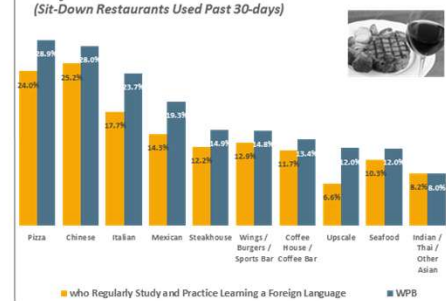
Past 30-days QSR Users: Adults 18 or older



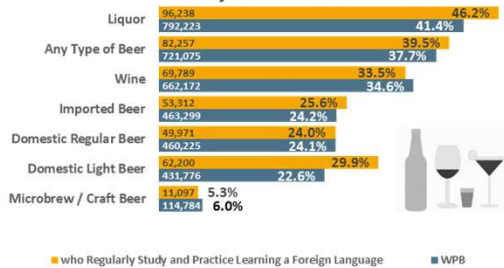
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



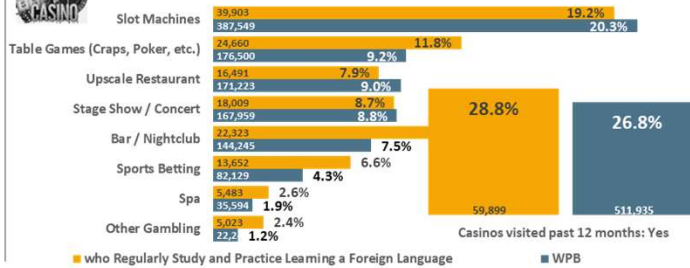
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



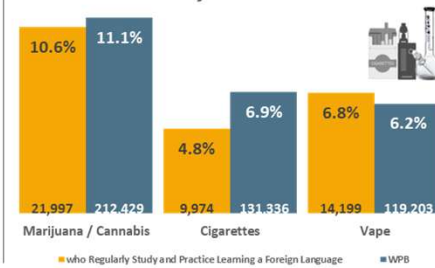
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

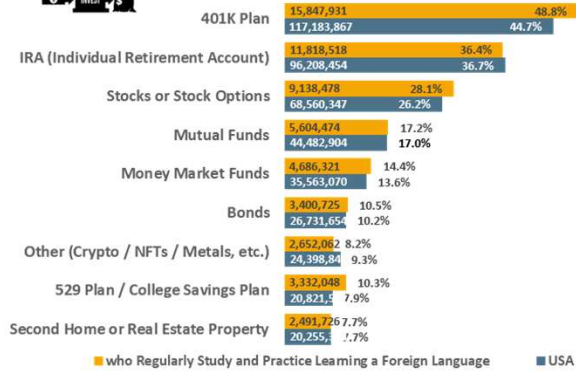




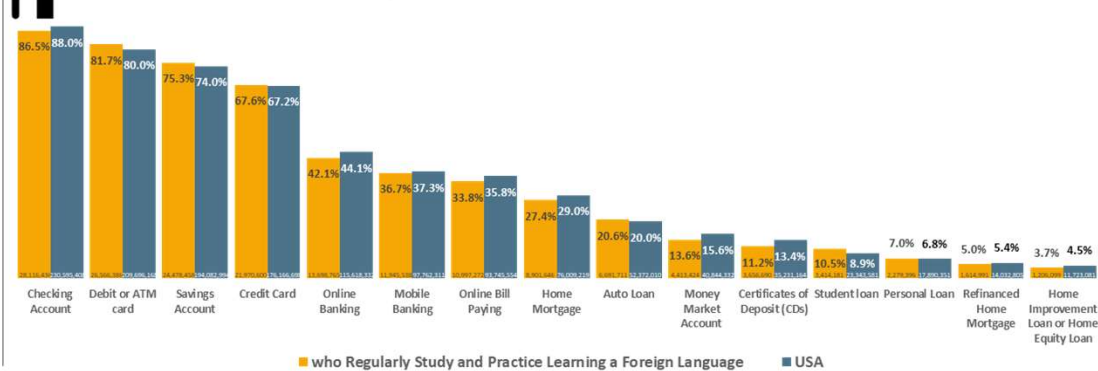
12.4% or 32,505,957 of USA DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 9.1% more likely to have a 401K, 3.1% more likely to have an Auto Loan, 16.% more likely to Invest/Trade Stocks Online, 3.% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



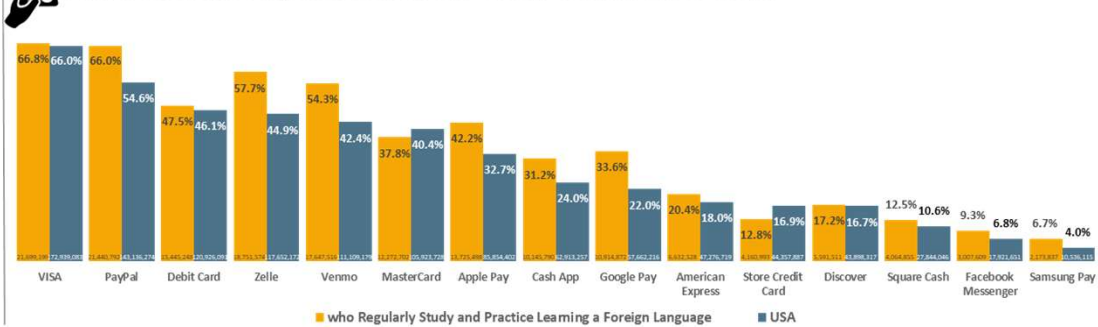
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

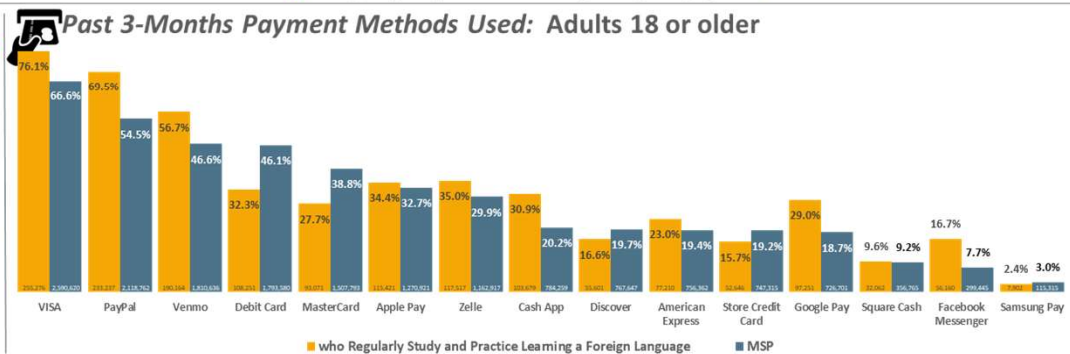
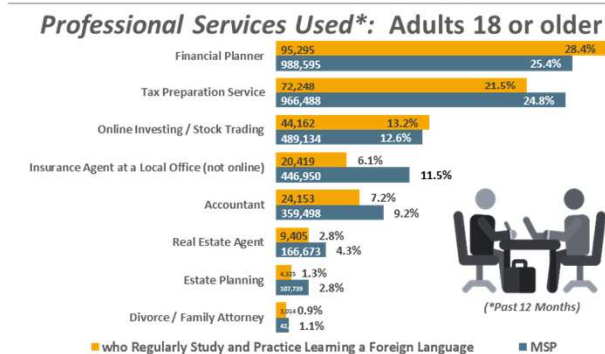
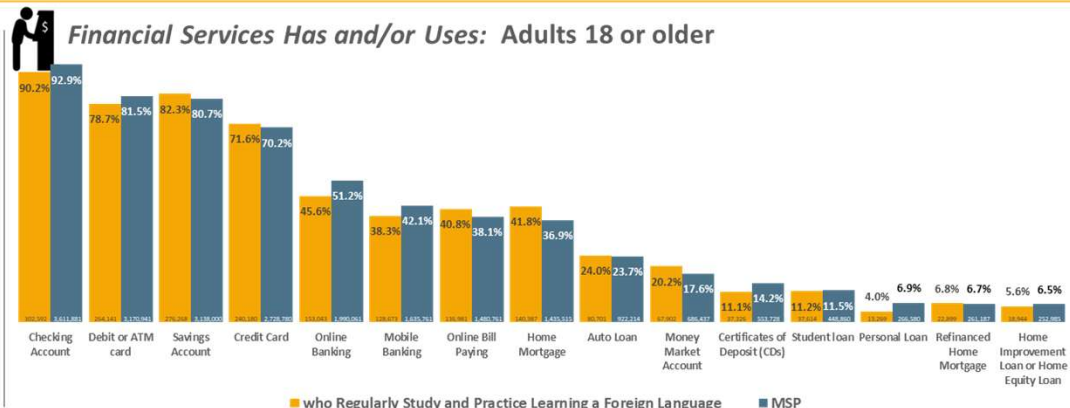
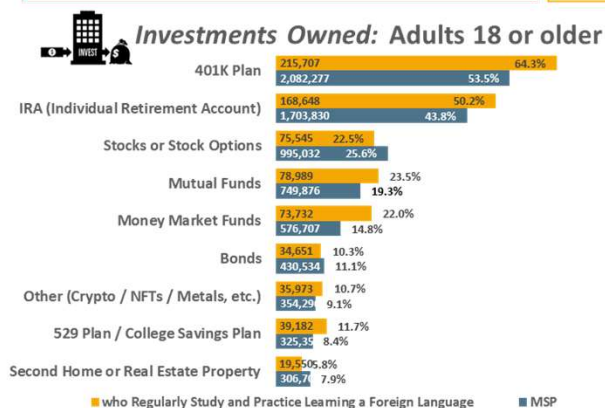


Past 3-Months Payment Methods Used: Adults 18 or older





8.6% or 335,650 of MSP DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 20.% more likely to have a 401K, 1.4% more likely to have an Auto Loan, 4.6% more likely to Invest/Trade Stocks Online, 30.1% less likely to pay with their Debit Card.

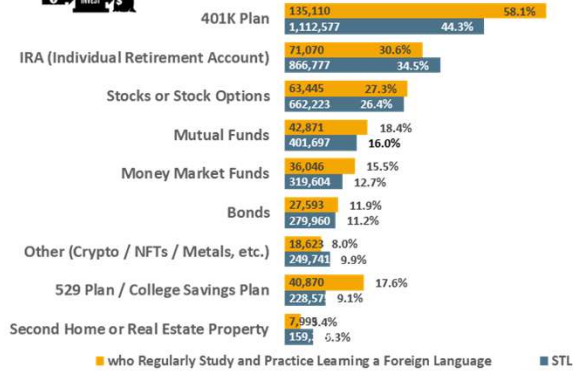




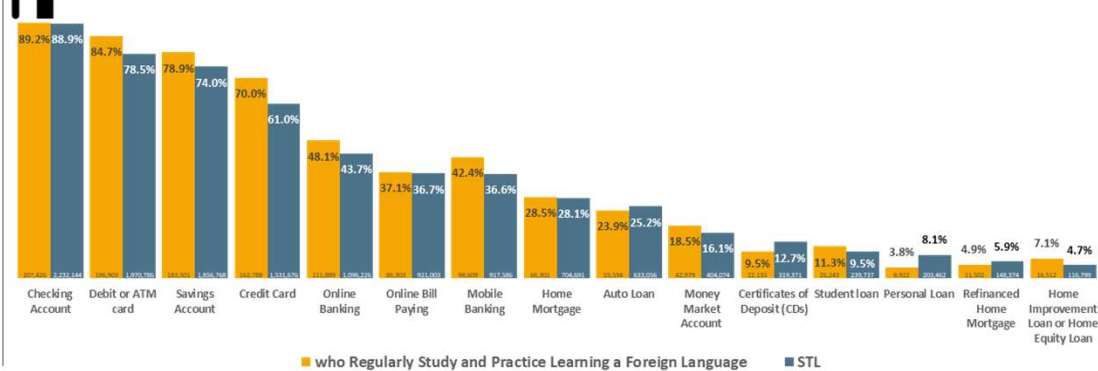
9.3% or 232,545 of STL DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 31.1% more likely to have a 401K, 5.3% less likely to have an Auto Loan, 19.9% less likely to Invest/Trade Stocks Online, 10.8% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



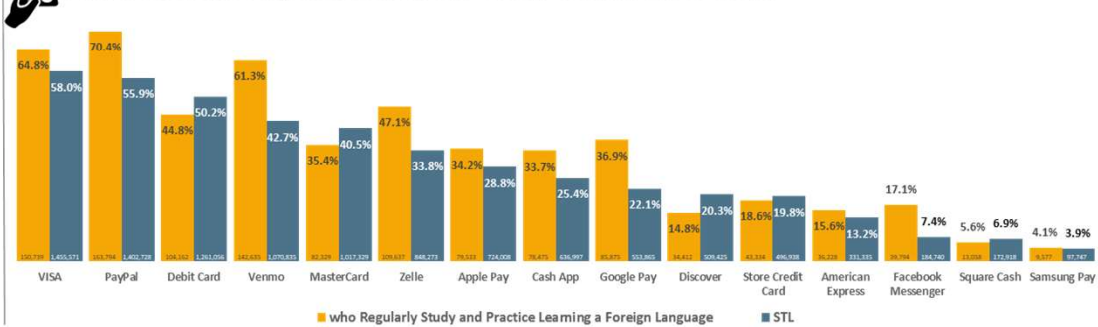
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

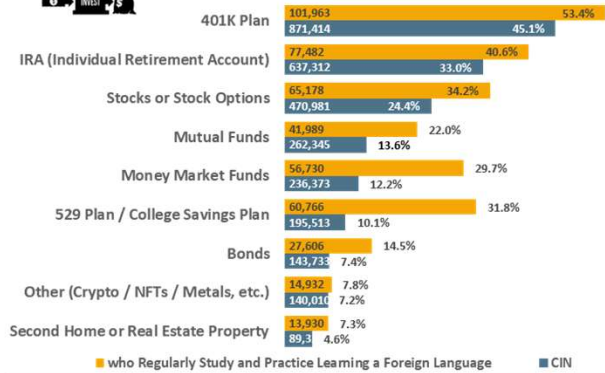




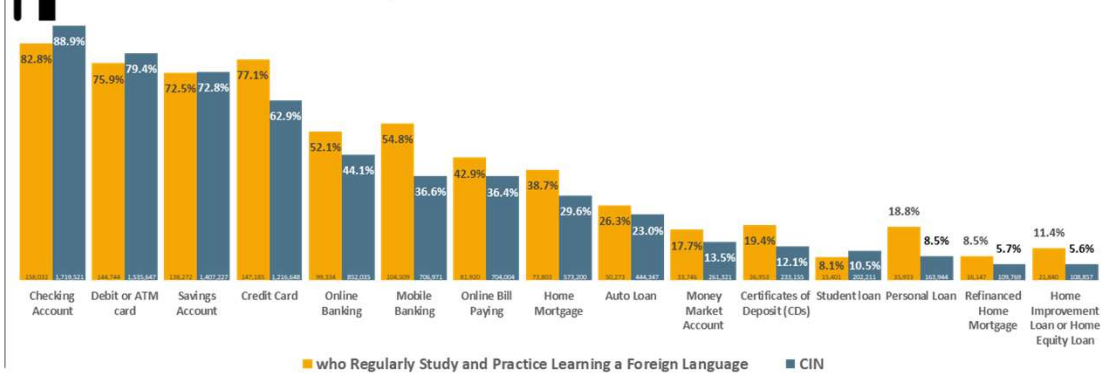
9.9% or 190,793 of CIN DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 18.6% more likely to have a 401K, 14.7% more likely to have an Auto Loan, 149.5% more likely to Invest/Trade Stocks Online, 2.3% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



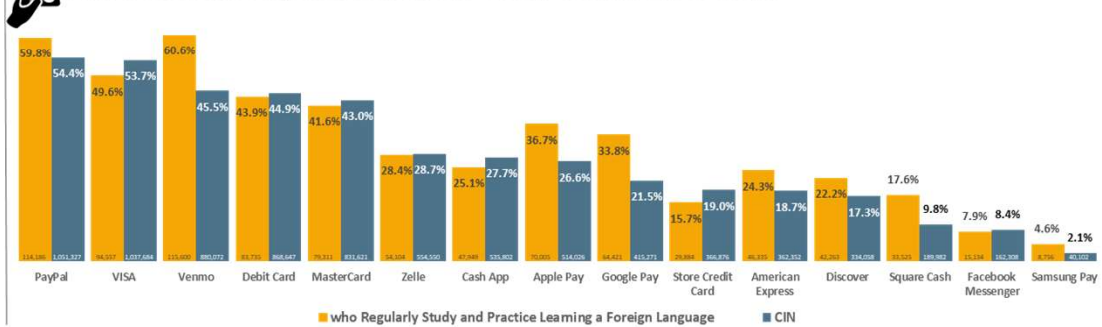
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

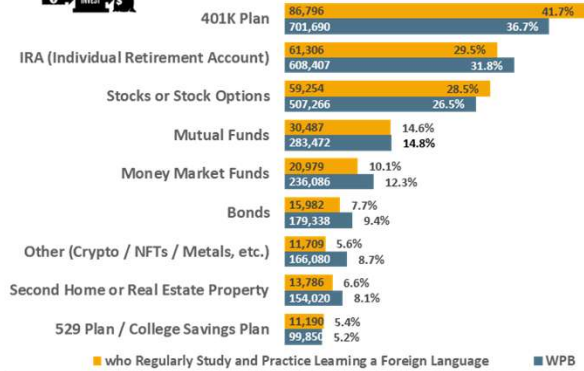




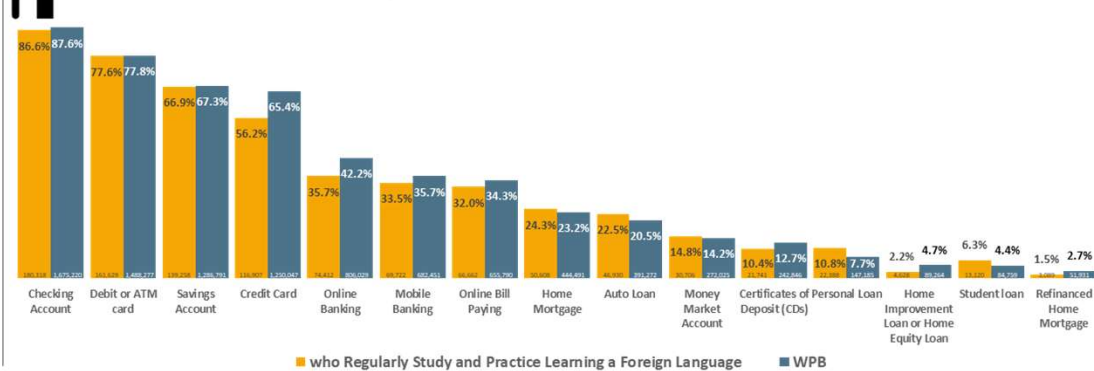
10.9% or 208,152 of WPB DMA Adults 18 or older Regularly Study and Practice Learning a Foreign Language. Adults 18 or older who Regularly Study and Practice Learning a Foreign Language are 13.6% more likely to have a 401K, 10.2% more likely to have an Auto Loan, 34.6% more likely to Invest/Trade Stocks Online, 10.% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



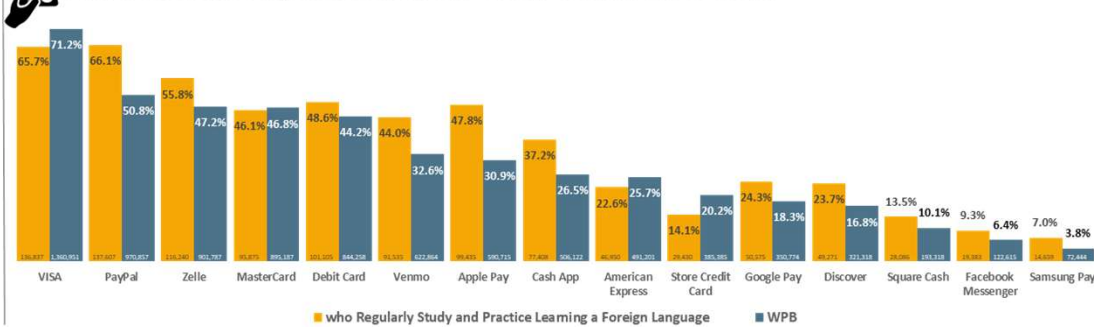
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

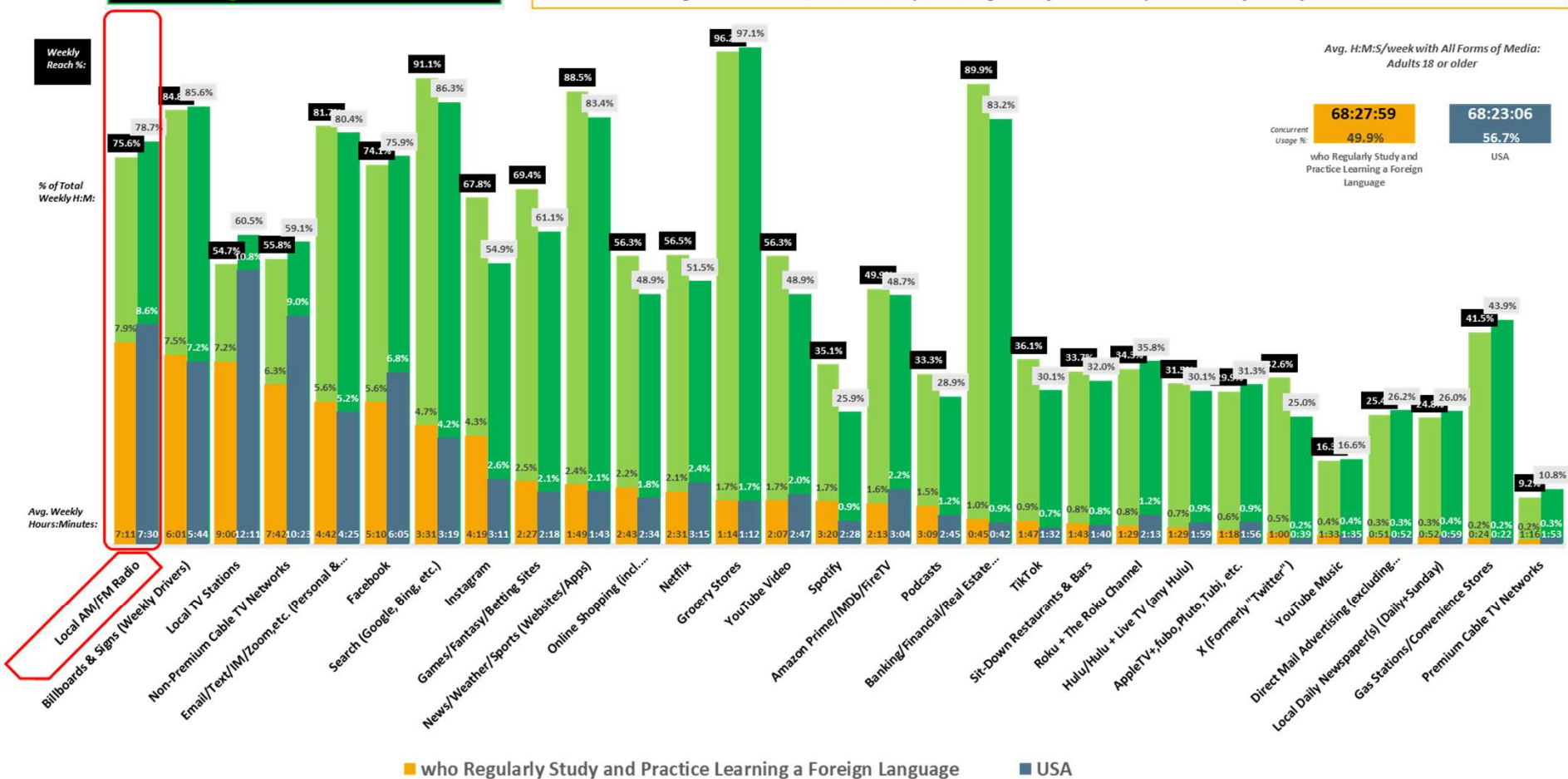


Past 3-Months Payment Methods Used: Adults 18 or older



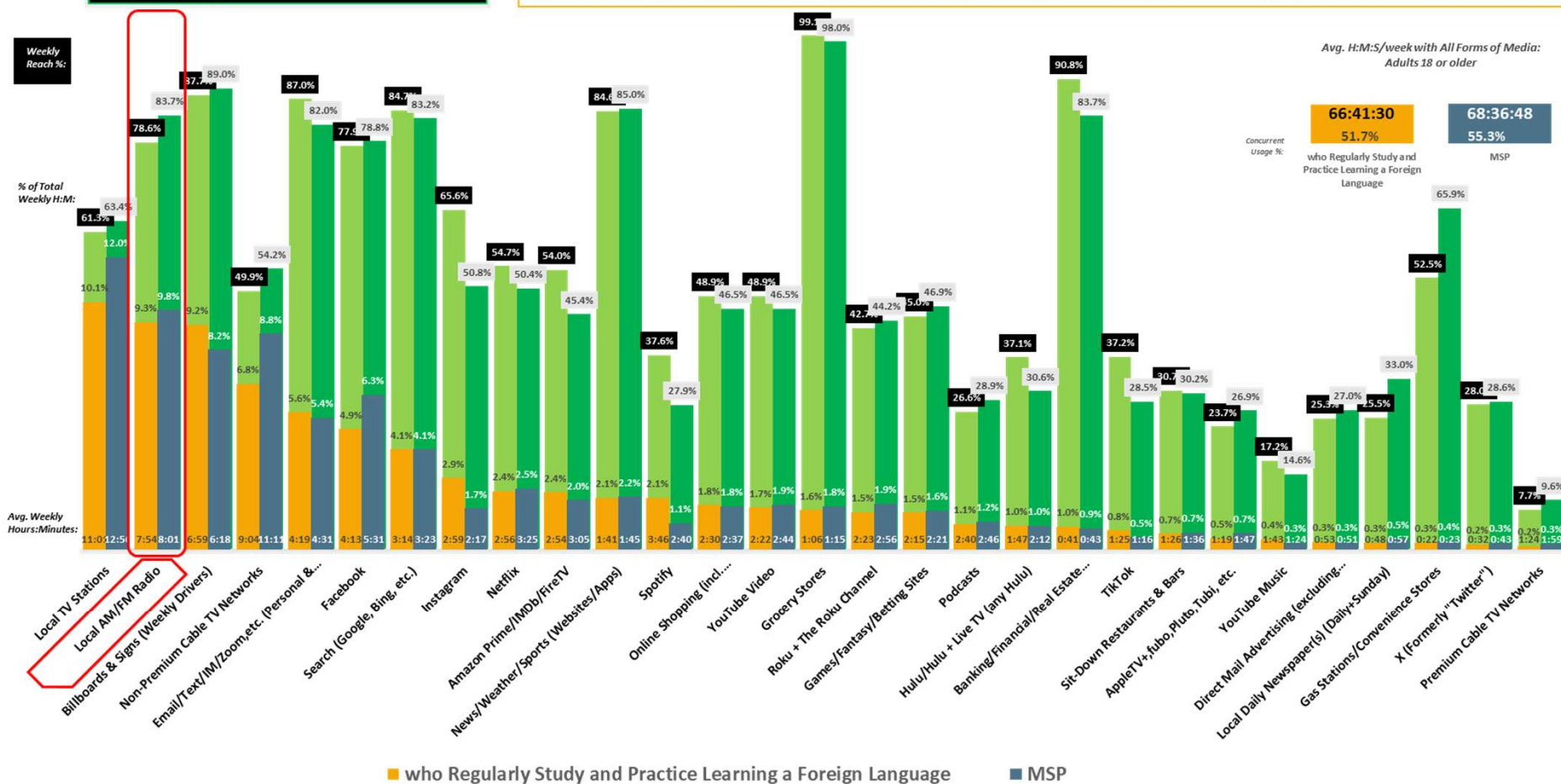


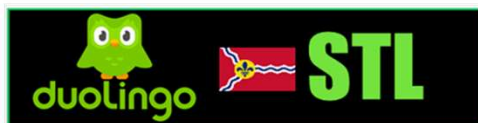
Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 2 days, 20 hours, 27 minutes and 59 seconds each week with All Forms of Media.
 75.6% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an avg. of 7 hours and 11 minutes each week listening to All Local AM/FM Radio, representing 7.9% of total time spent with all forms of Media.



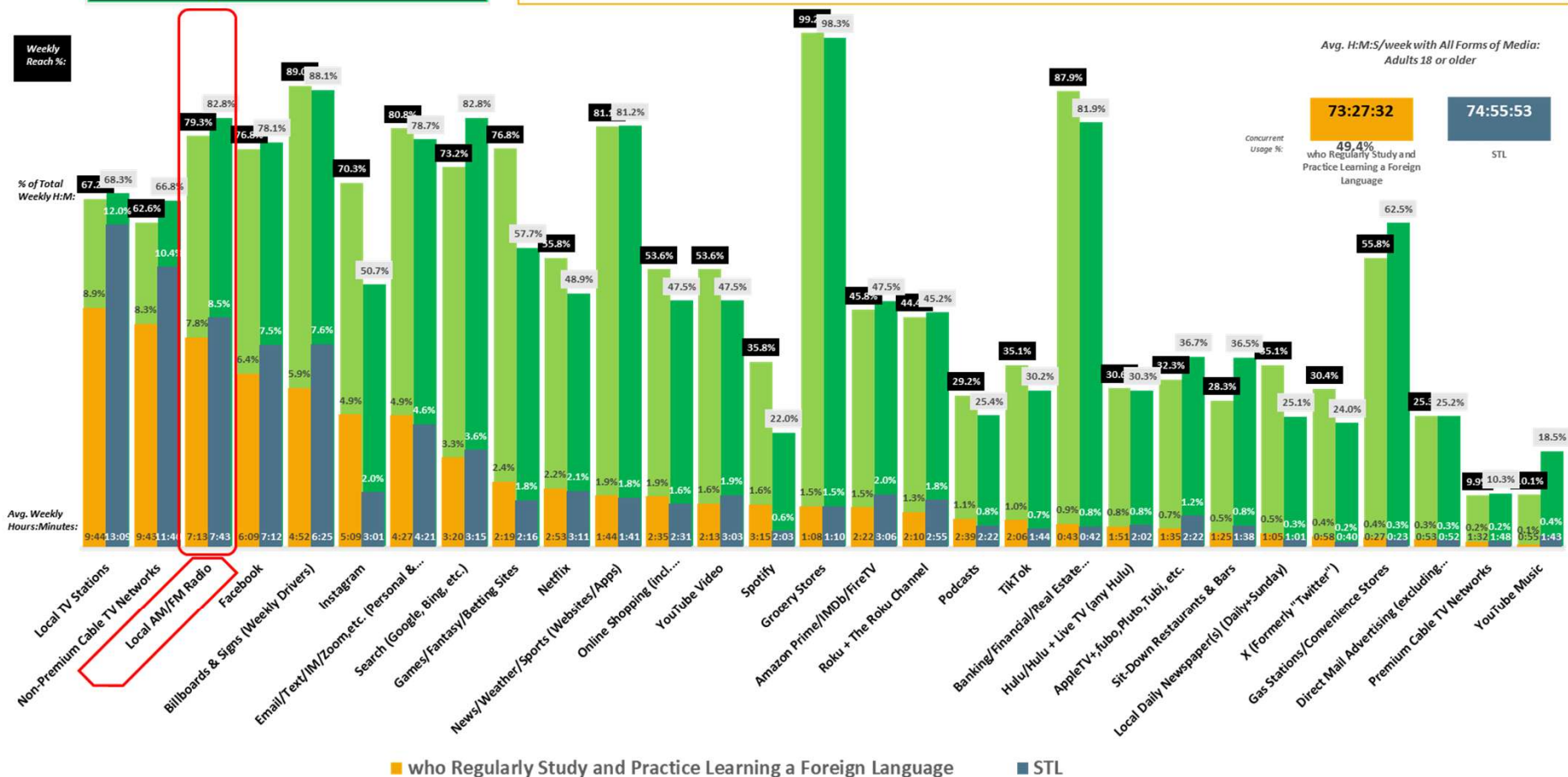


Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 2 days, 18 hours, 41 minutes and 30 seconds each week with All Forms of Media.
 78.6% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an avg. of 7 hours and 54 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.



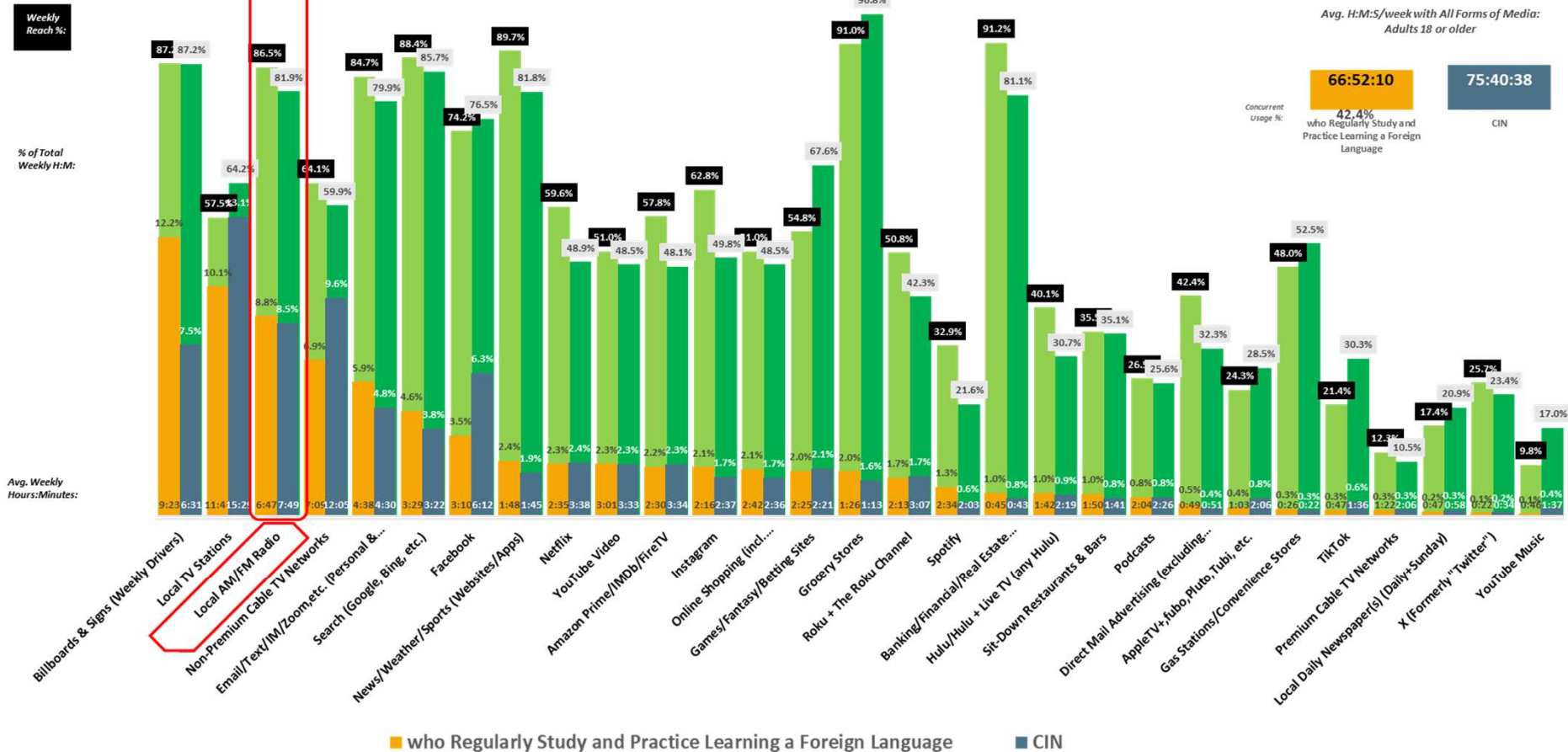


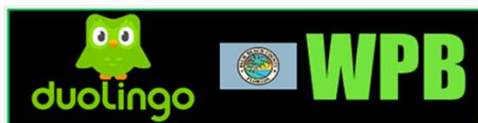
Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 3 days, 1 hours, 27 minutes and 32 seconds each week with All Forms of Media.
 79.3% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an avg. of 7 hours and 13 minutes each week listening to All Local AM/FM Radio, representing 7.8% of total time spent with all forms of Media.



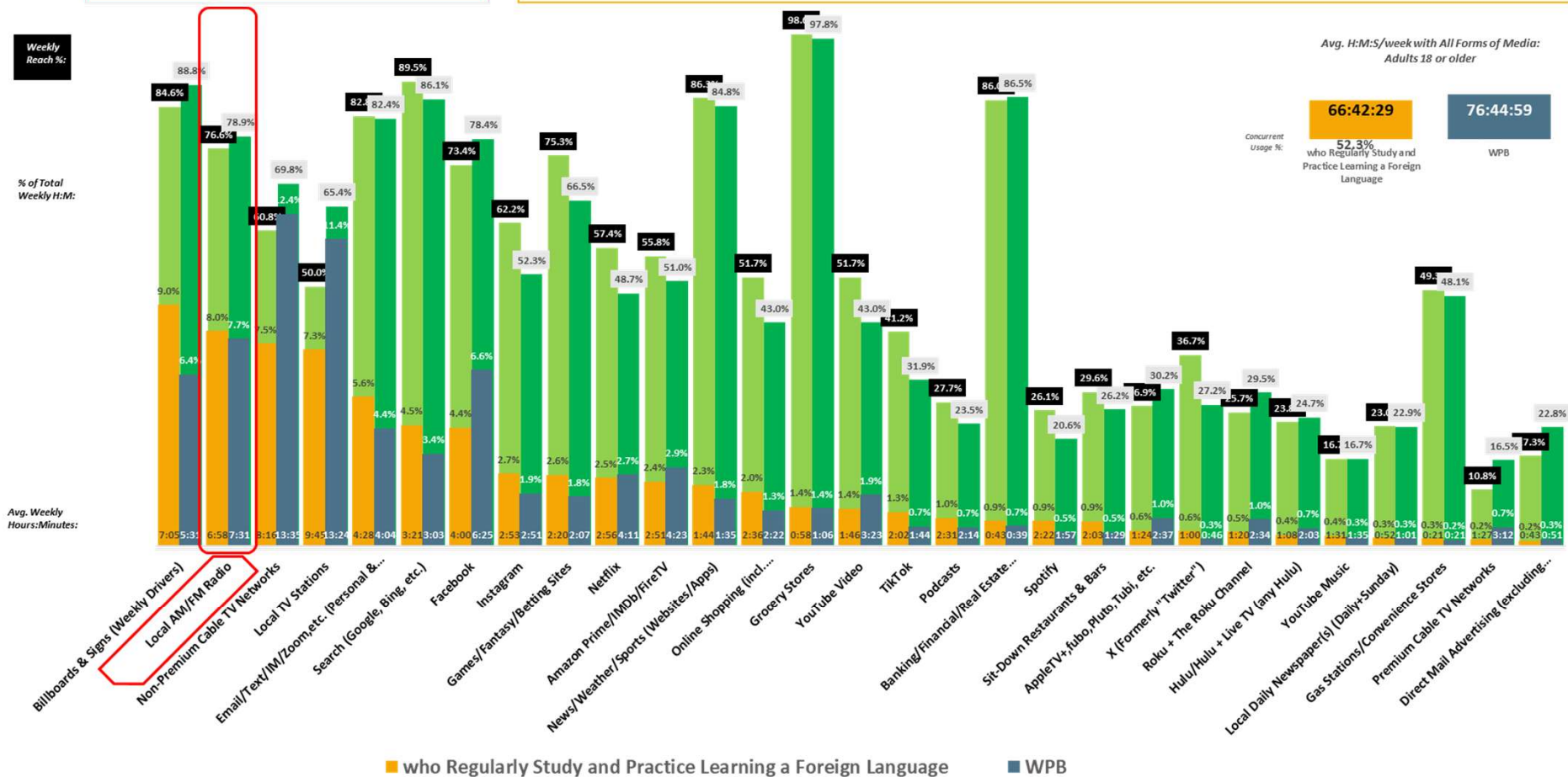


Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 2 days, 18 hours, 52 minutes and 10 seconds each week with All Forms of Media.
 86.5% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an avg. of 6 hours and 47 minutes each week listening to All Local AM/FM Radio, representing 8.8% of total time spent with all forms of Media.



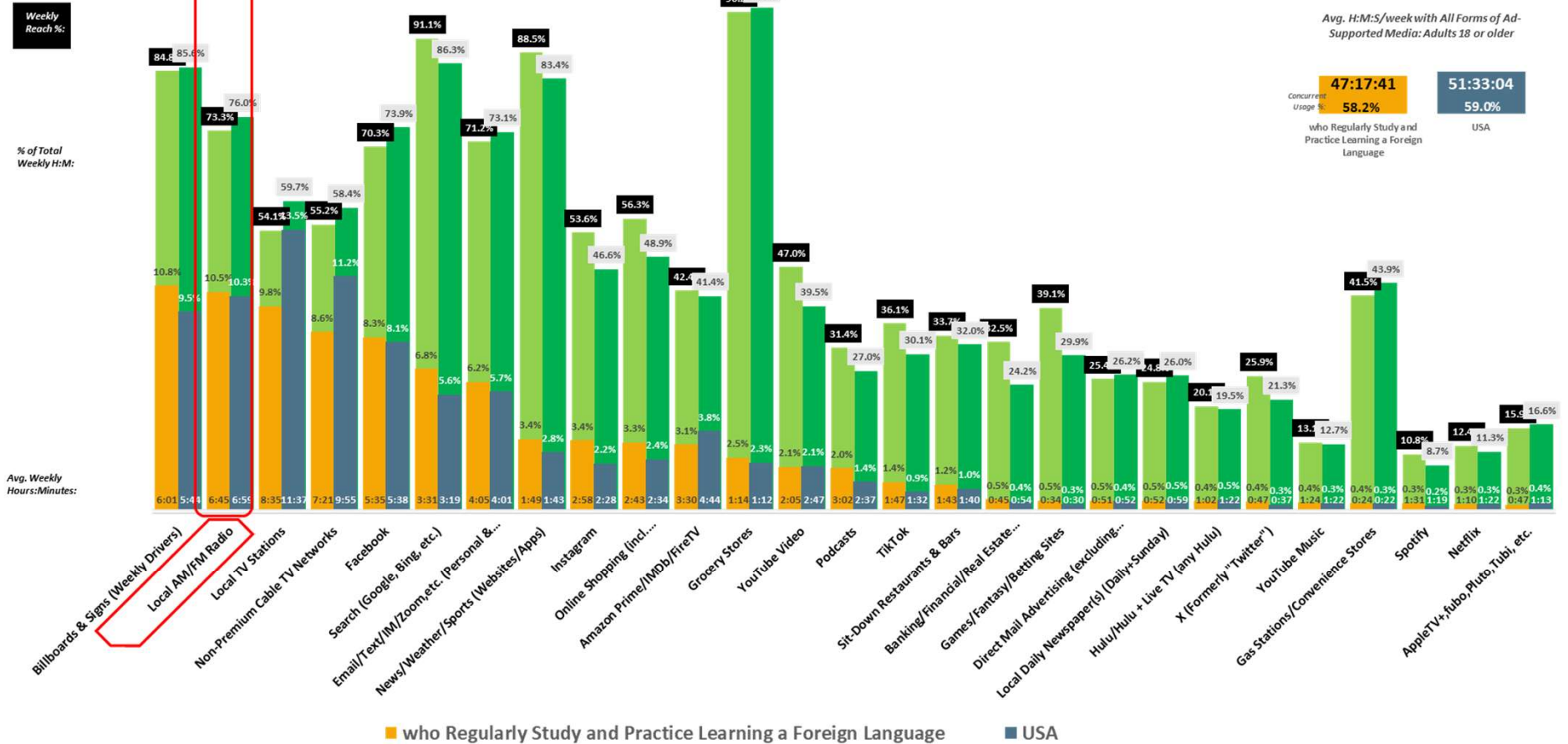


Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 2 days, 18 hours, 42 minutes and 29 seconds each week with All Forms of Media.
 76.6% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an avg. of 6 hours and 58 minutes each week listening to All Local AM/FM Radio, representing 8.0% of total time spent with all forms of Media.



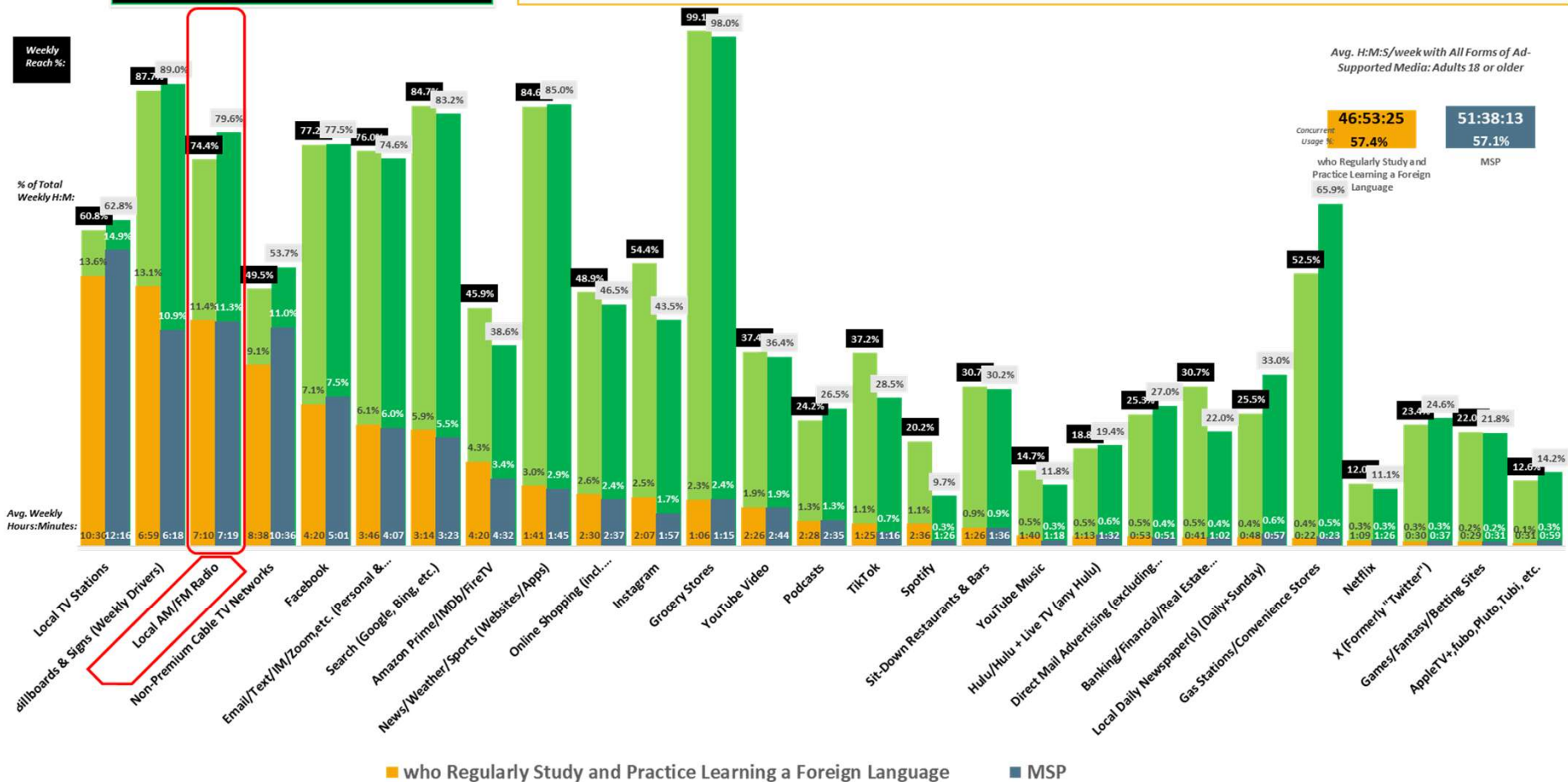


Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 1 days, 23 hours, 17 minutes and 41 seconds each week with All Forms of Ad-Supported Media.
 73.3% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an avg. of 6 hours and 45 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported M



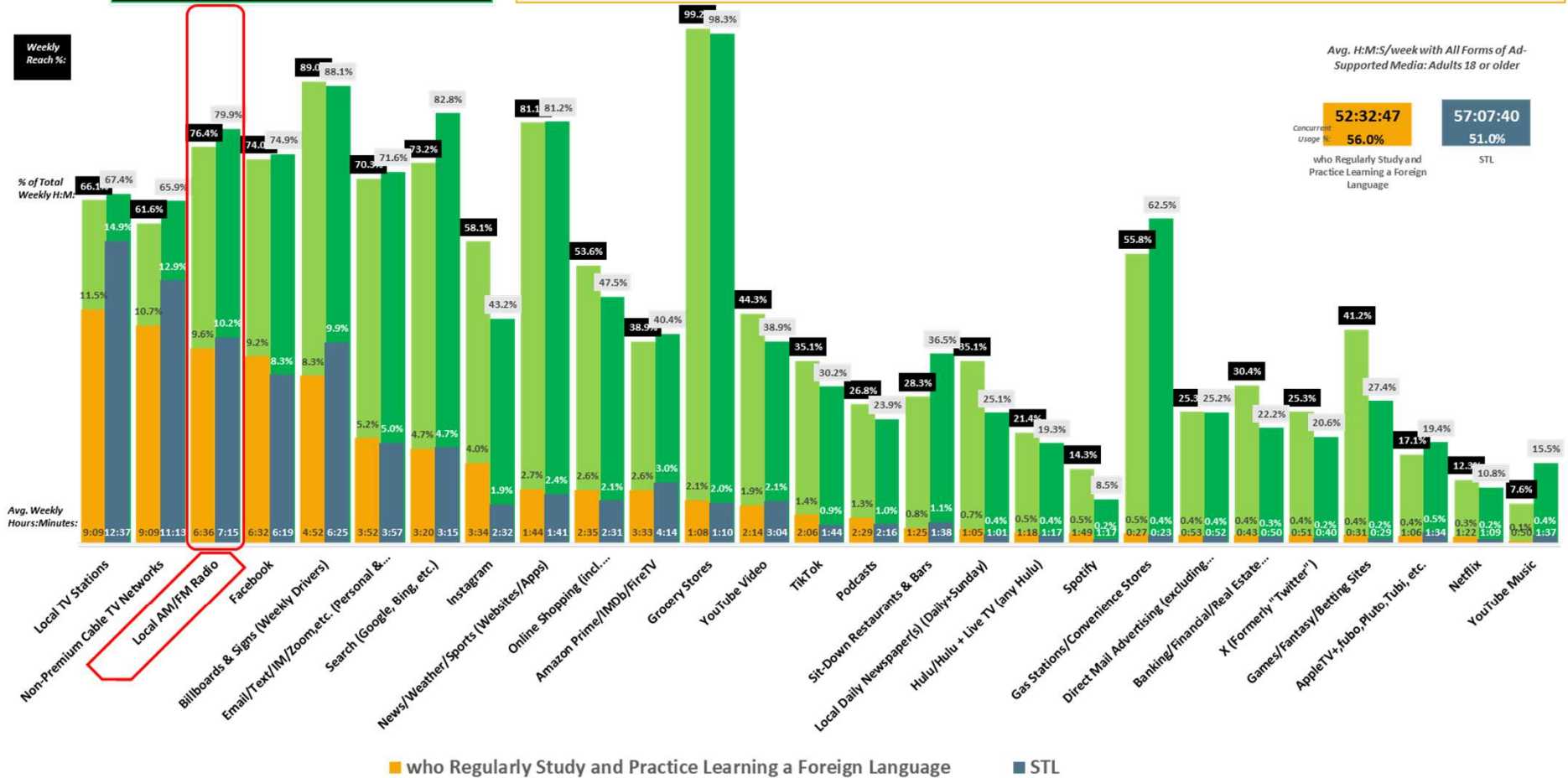


Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 1 days, 22 hours, 53 minutes and 25 seconds each week with All Forms of Ad-Supported Media.
 74.4% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an avg. of 7 hours and 10 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.4% of total time spent with all forms of Ad-Supported M





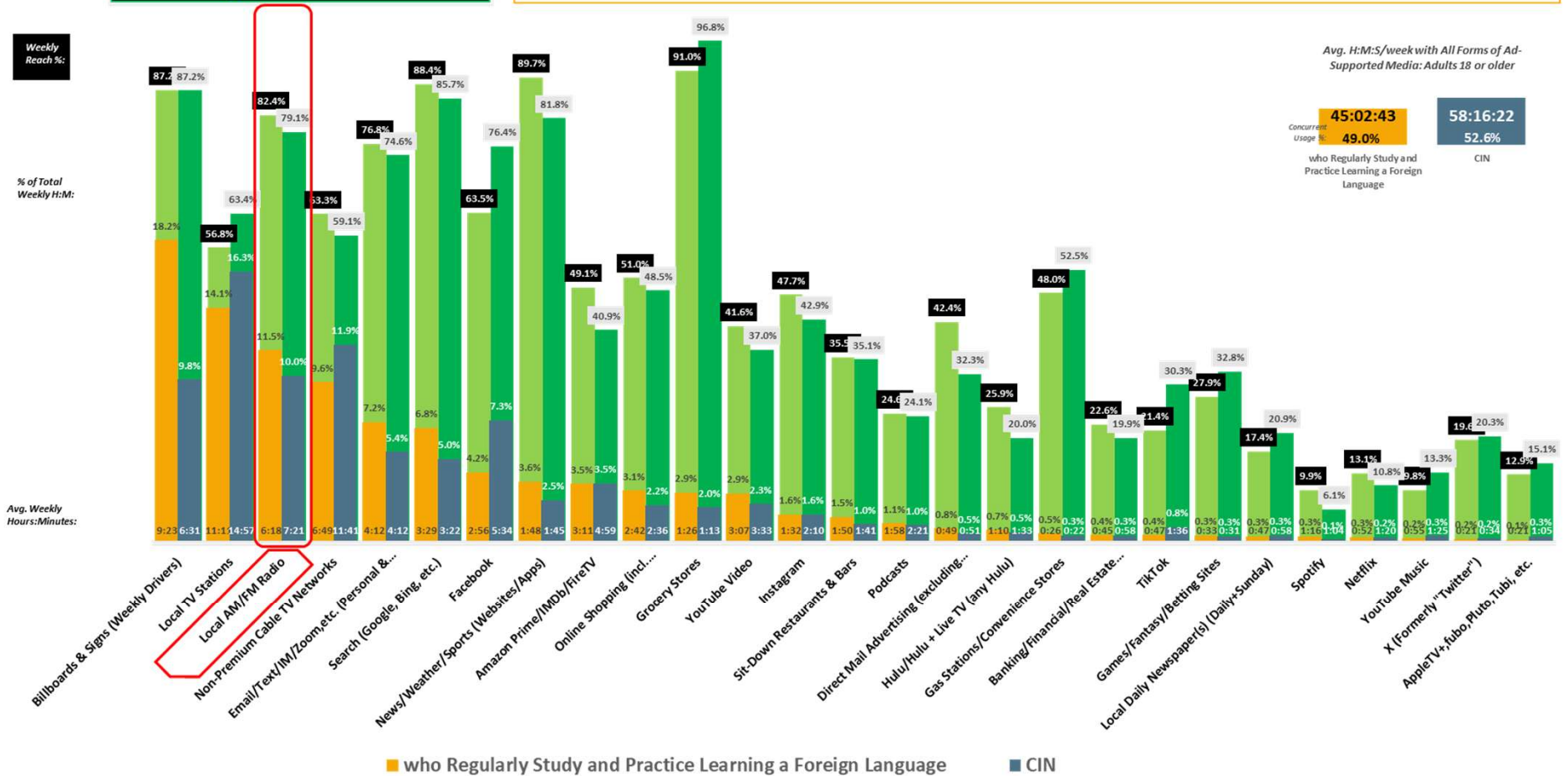
Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 2 days, 4 hours, 32 minutes and 47 seconds each week with All Forms of Ad-Supported Media.
 76.4% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an avg. of 6 hours and 36 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.6% of total time spent with all forms of Ad-Supported Media





Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 1 days, 21 hours, 2 minutes and 43 seconds each week with All Forms of Ad-Supported Media.

82.4% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an avg. of 6 hours and 18 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.5% of total time spent with all forms of Ad-Supported M

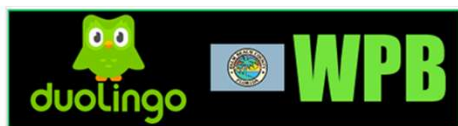


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

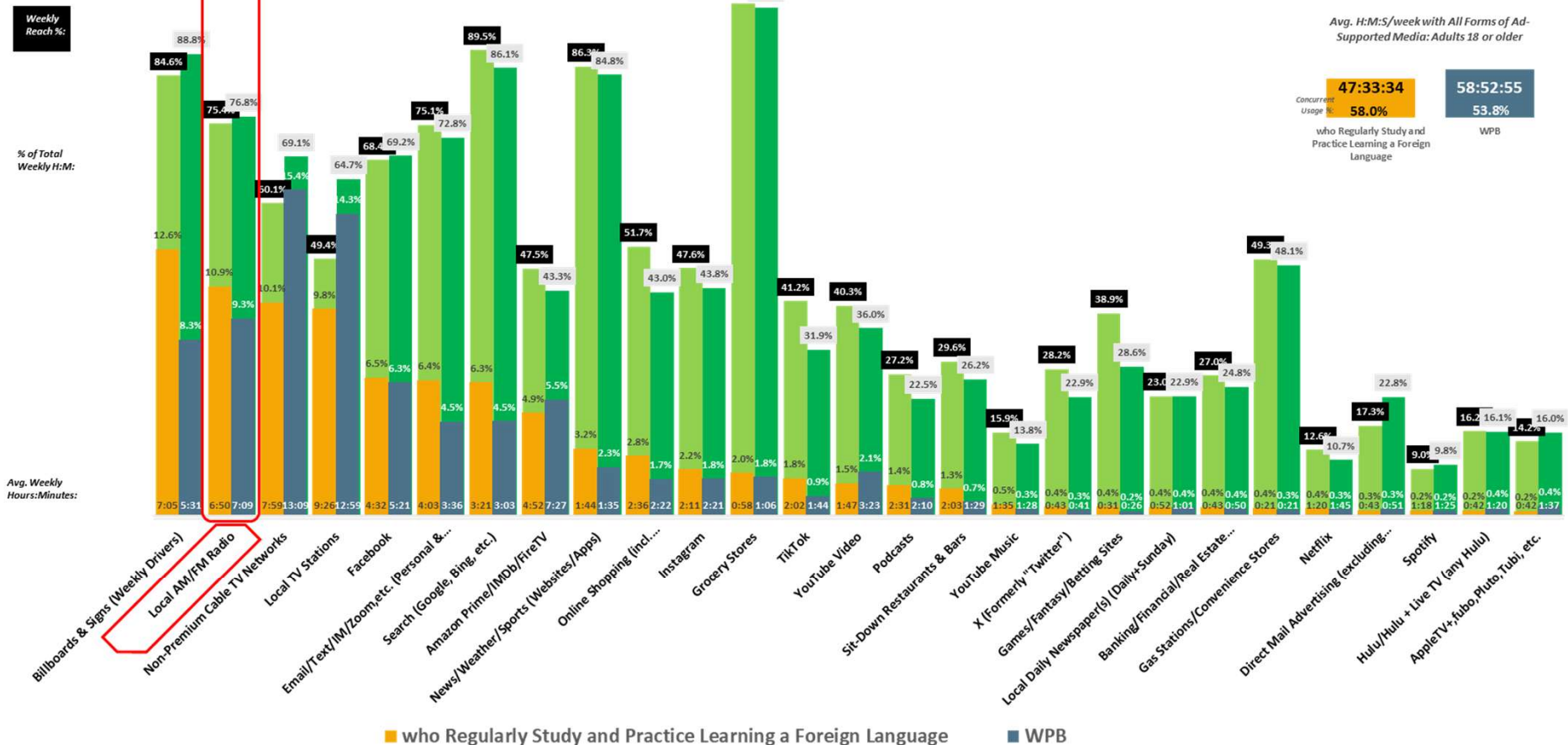
45:02:43
49.0%

58:16:22
52.6%

who Regularly Study and Practice Learning a Foreign Language
CIN



Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 1 days, 23 hours, 33 minutes and 34 seconds each week with All Forms of Ad-Supported Media.
 75.4% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an avg. of 6 hours and 50 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.9% of total time spent with all forms of Ad-Supported M

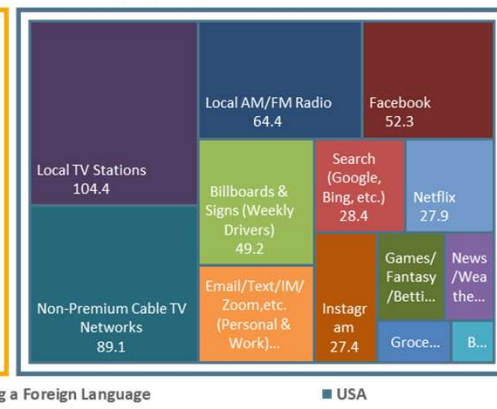
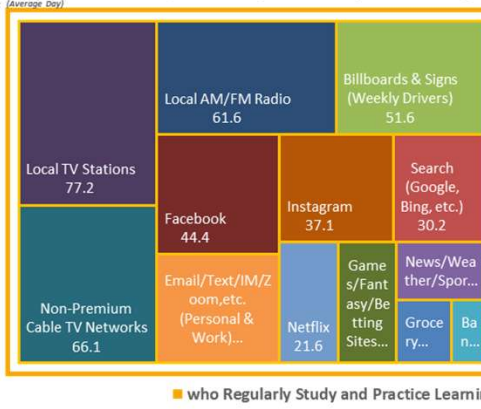
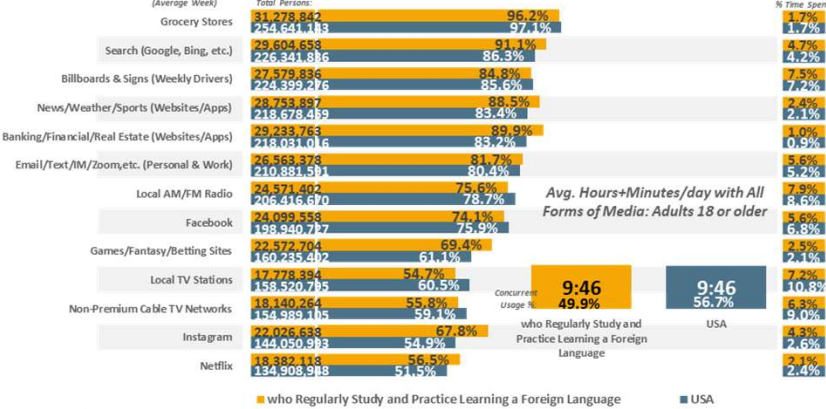




Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 6 hours and 45 minutes each day with All Forms of Ad-Supported Media. 73.3% listen to Local AM/FM Radio for an avg. of 58. minutes/day. (Local Radio delivers 10.5% of Time with Ad-Supported Media.)

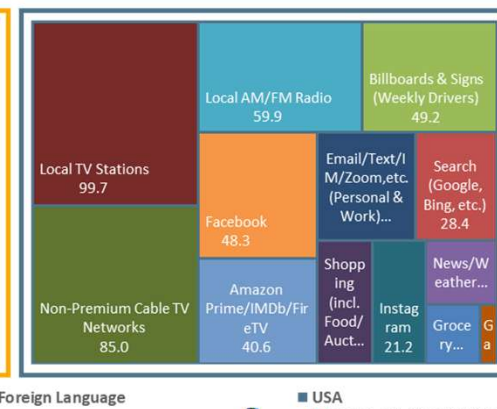
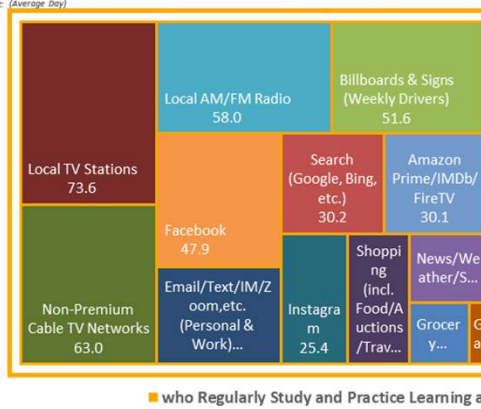
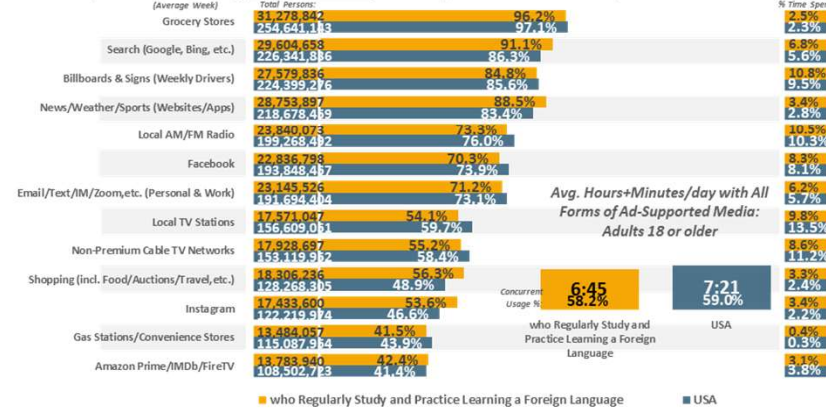
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



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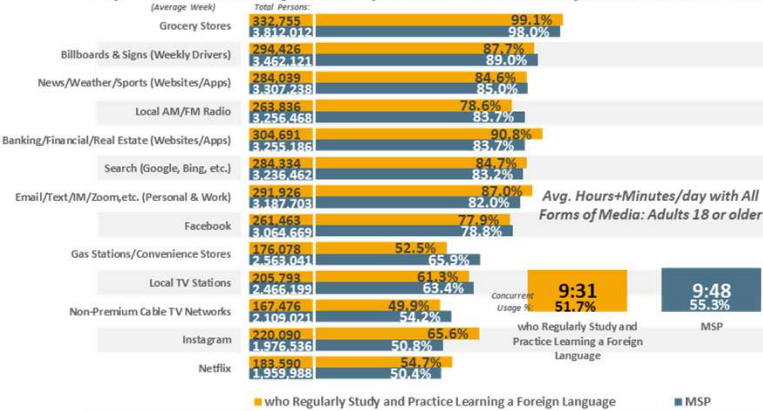
soefa.ai Share of Everything for Anything

Activities done regularly: Foreign language study/practice

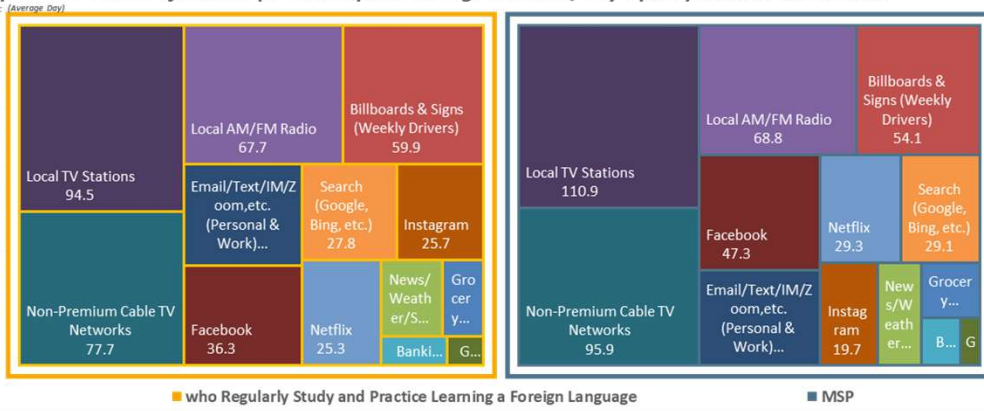


Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 6 hours and 41 minutes each day with All Forms of Ad-Supported Media. 74.4% listen to Local AM/FM Radio for an avg. of 61.5 minutes/day. (Local Radio delivers 11.4% of Time with Ad-Supported Media.)

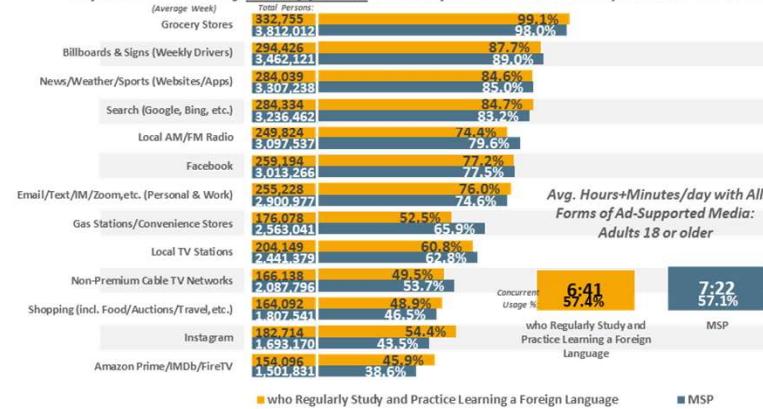
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



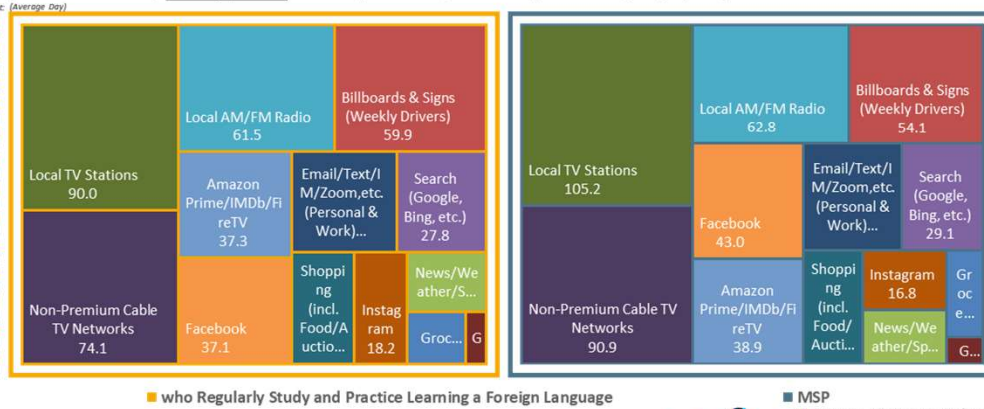
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 203
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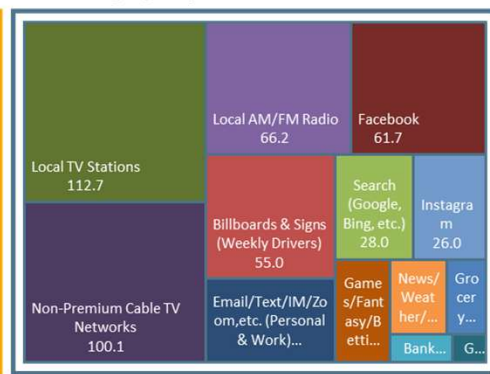
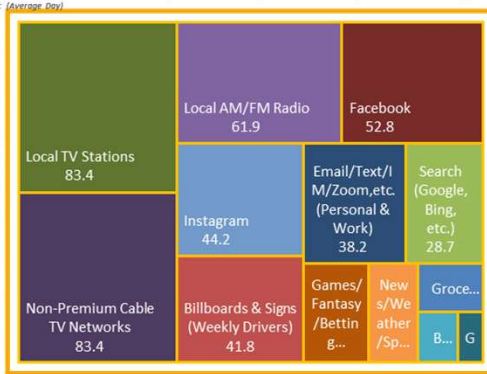
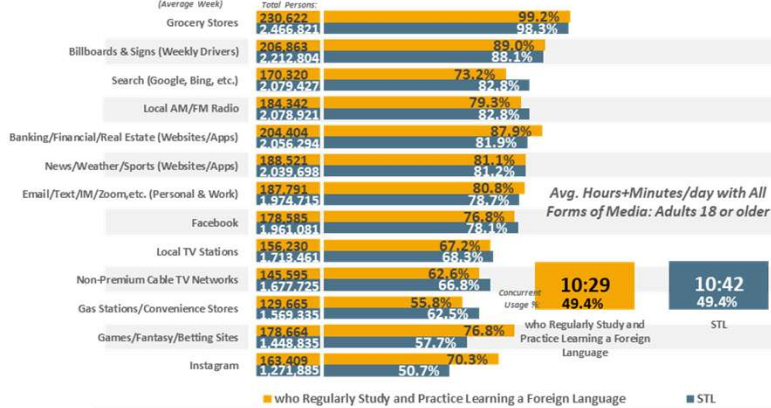
Activities done regularly: Foreign language study/practice



Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 7 hours and 30 minutes each day with All Forms of Ad-Supported Media. 76.4% listen to Local AM/FM Radio for an avg. of 56.7 minutes/day. (Local Radio delivers 9.6% of Time with Ad-Supported Media.)

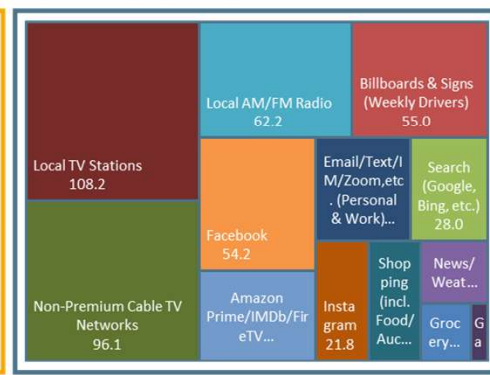
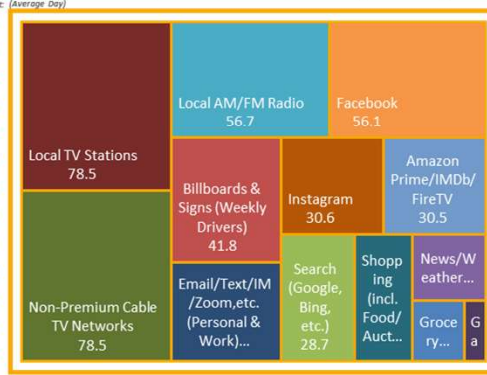
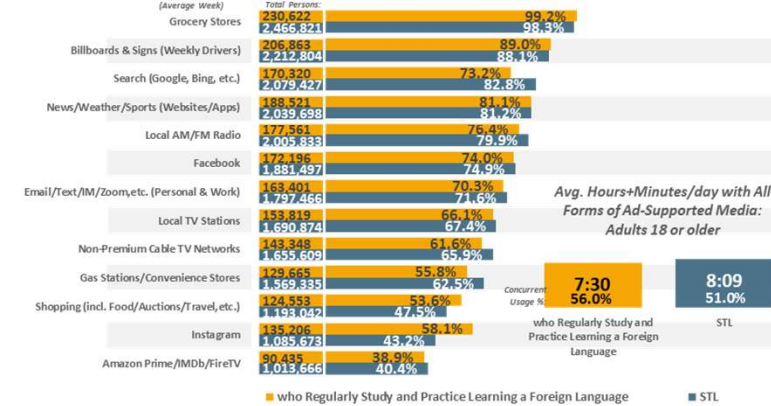
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

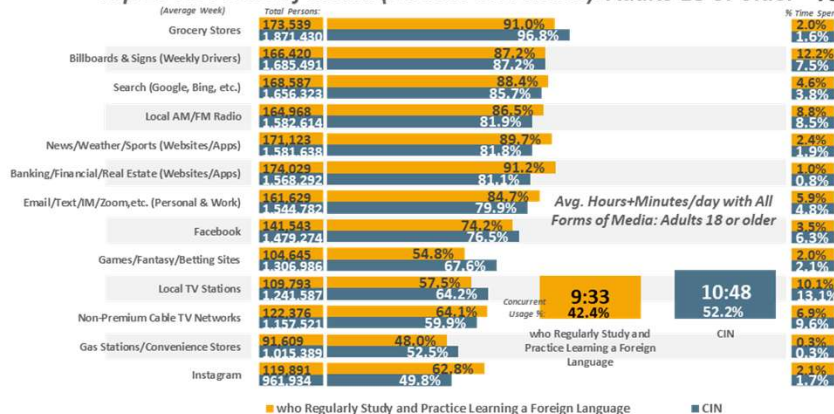
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



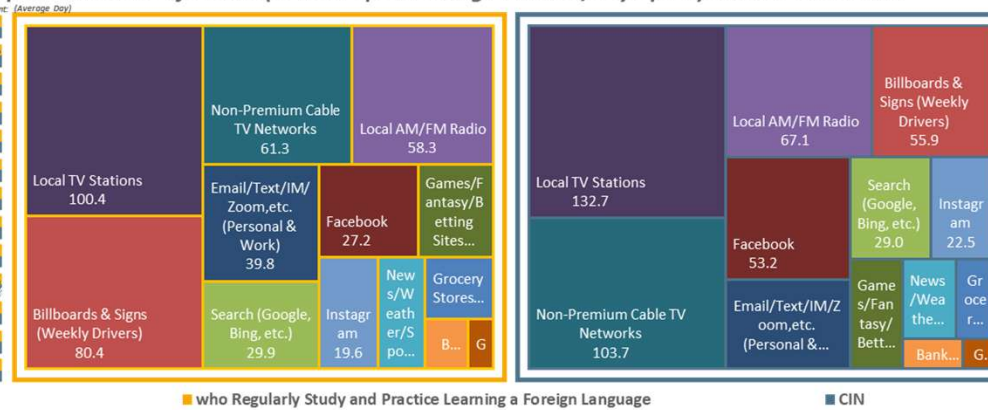


Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 6 hours and 26 minutes each day with All Forms of Ad-Supported Media. 82.4% listen to Local AM/FM Radio for an avg. of 54. minutes/day. (Local Radio delivers 11.5% of Time with Ad-Supported Media.)

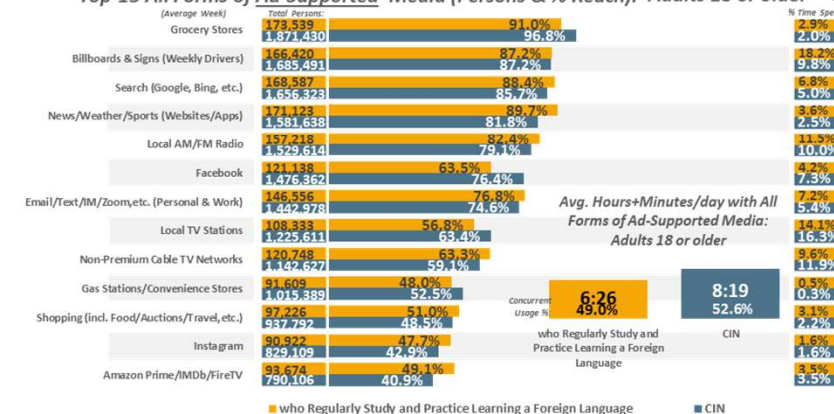
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



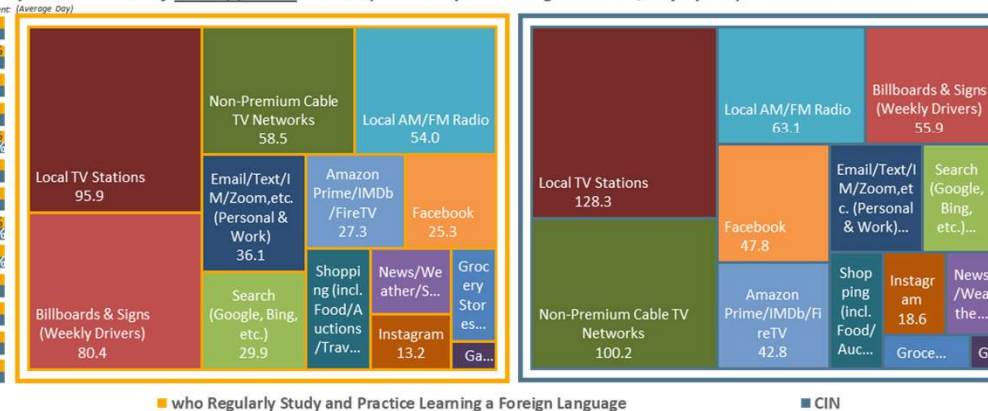
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



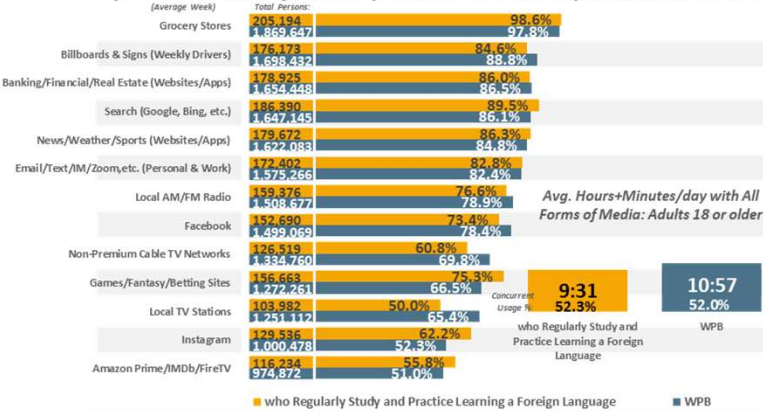
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



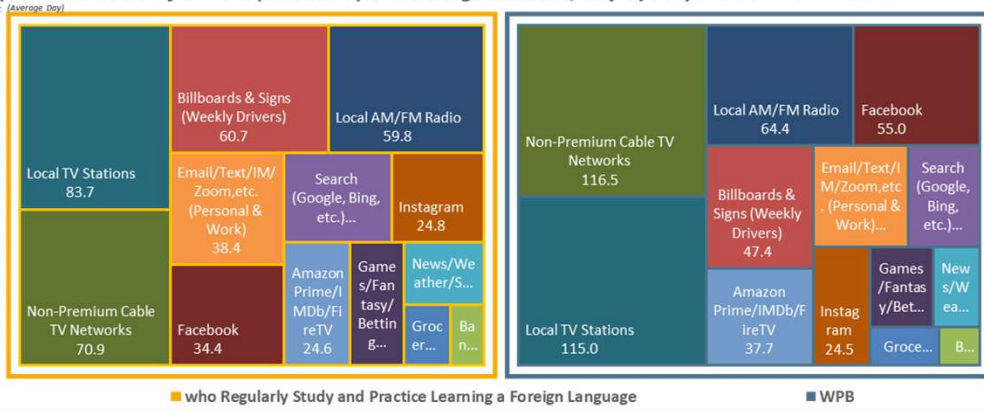


Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 6 hours and 47 minutes each day with All Forms of Ad-Supported Media. 75.4% listen to Local AM/FM Radio for an avg. of 58.7 minutes/day. (Local Radio delivers 10.9% of Time with Ad-Supported Media.)

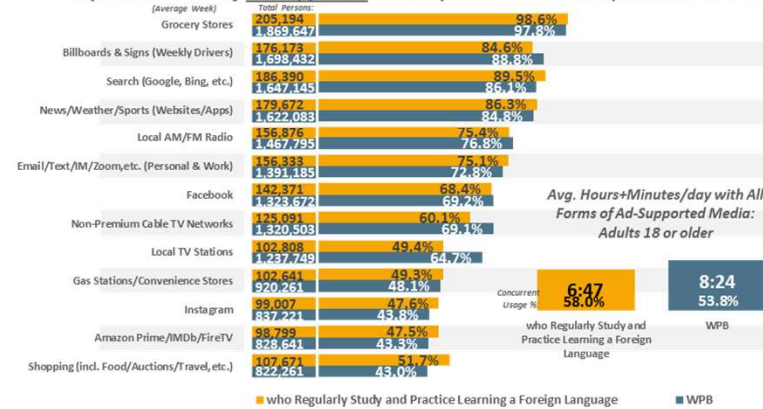
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



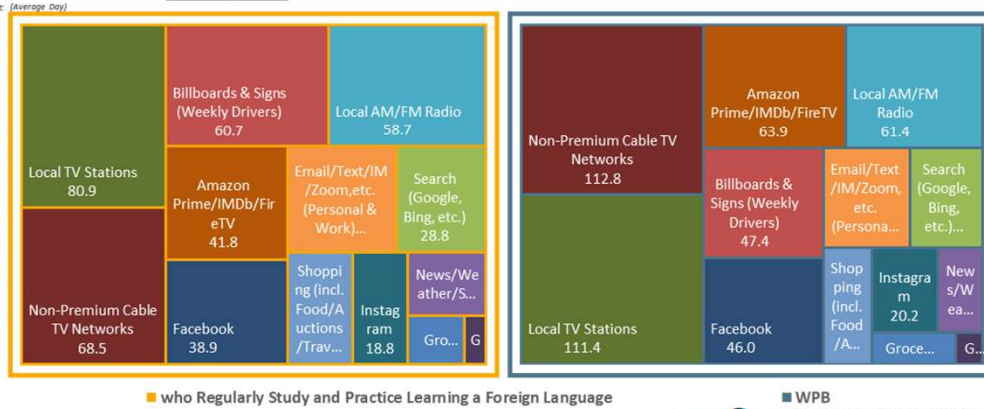
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



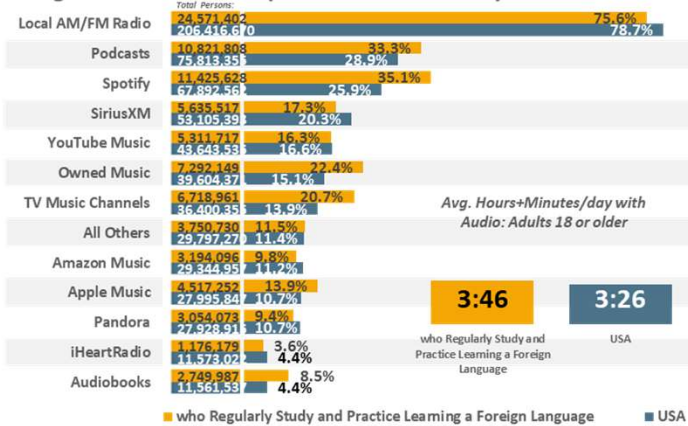
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



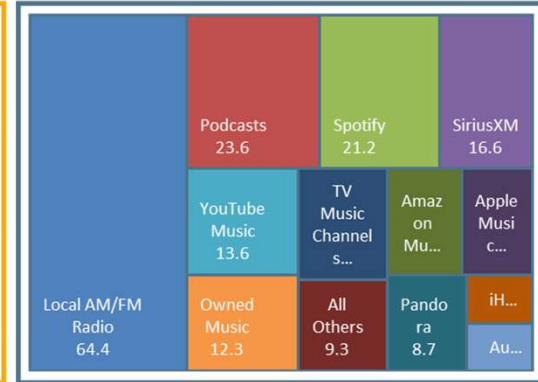
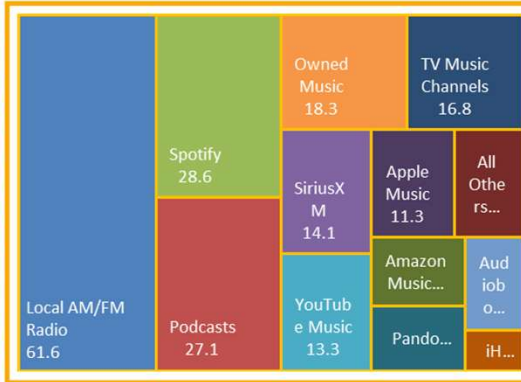


23,840,073 or 73.3% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language listen to Ad-Supported Local AM/FM Radio for an average of 58. minutes every day representing 38.6% of all time spent daily with Ad-Supported Audio.

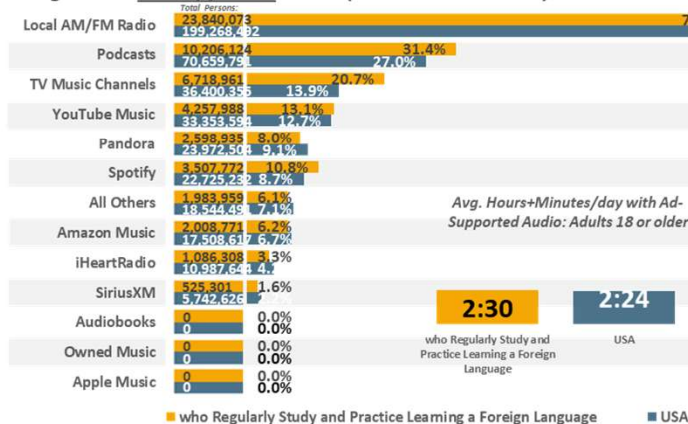
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



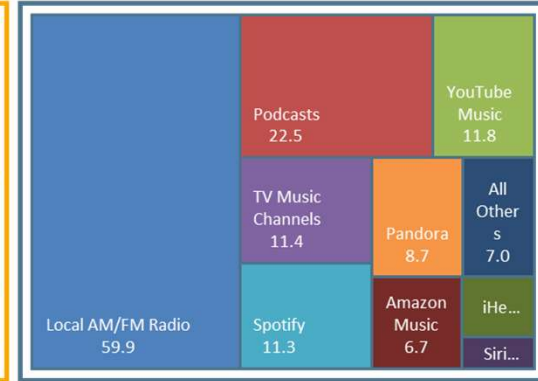
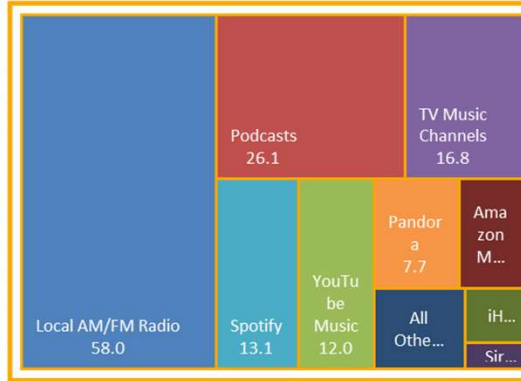
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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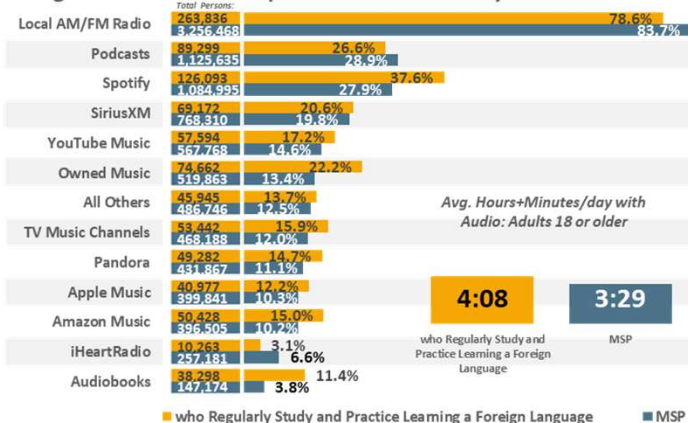
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Activities done regularly: Foreign language study/practice

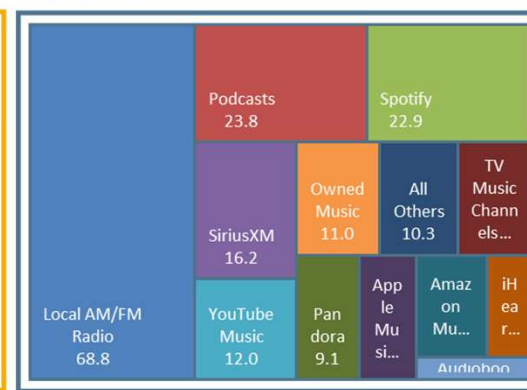
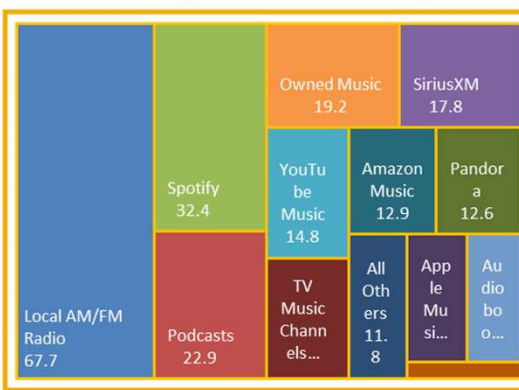


249,824 or 74.4% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language listen to Ad-Supported Local AM/FM Radio for an average of 61.5 minutes every day representing 35.7% of all time spent daily with Ad-Supported Audio.

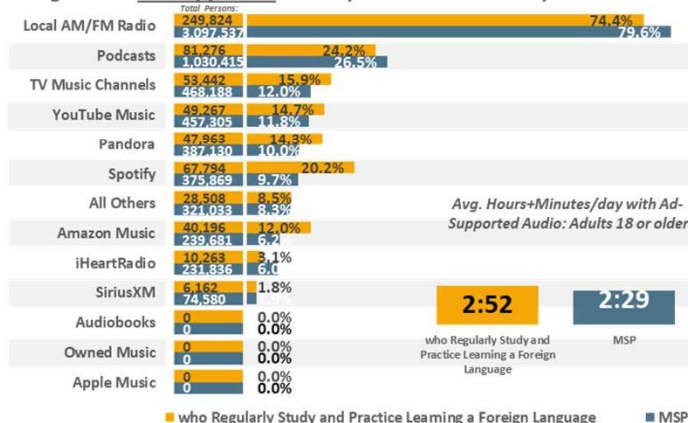
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



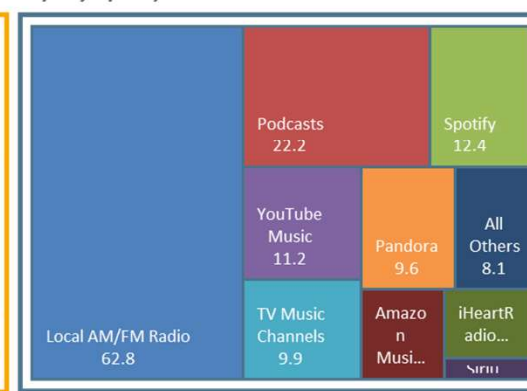
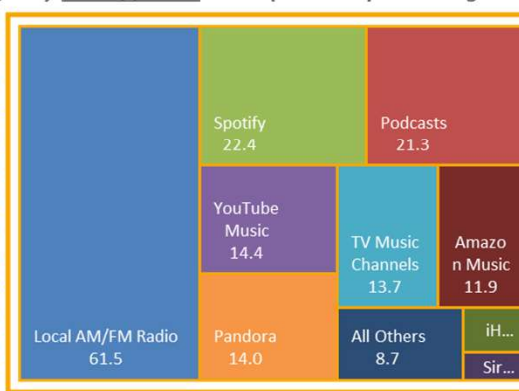
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



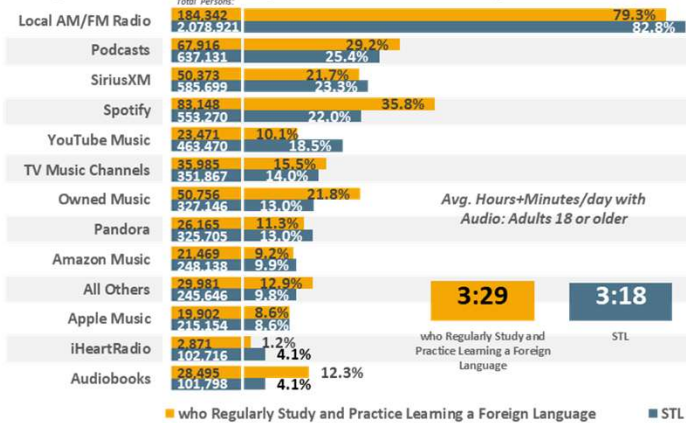
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



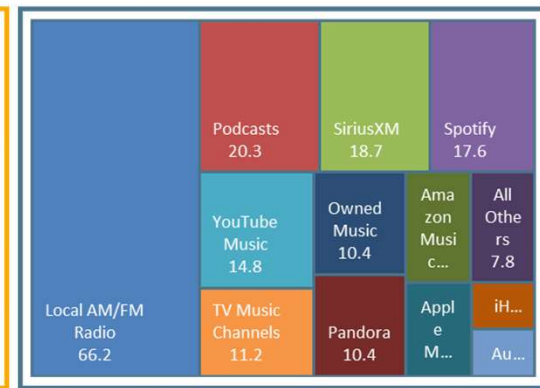
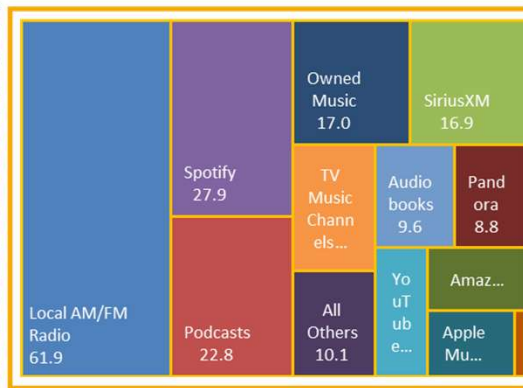


177,561 or 76.4% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language listen to Ad-Supported Local AM/FM Radio for an average of 56.7 minutes every day representing 41.4% of all time spent daily with Ad-Supported Audio.

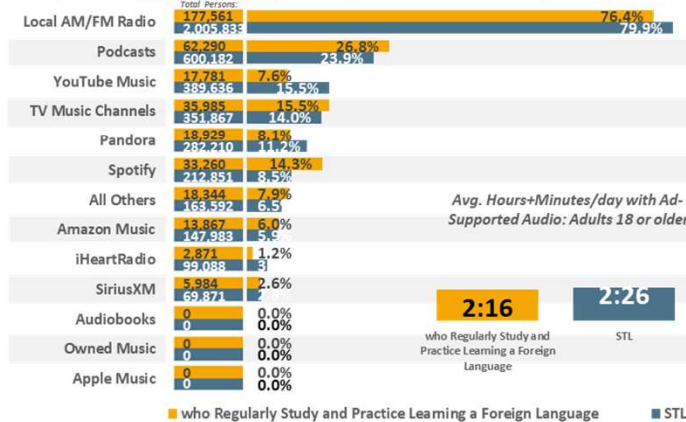
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



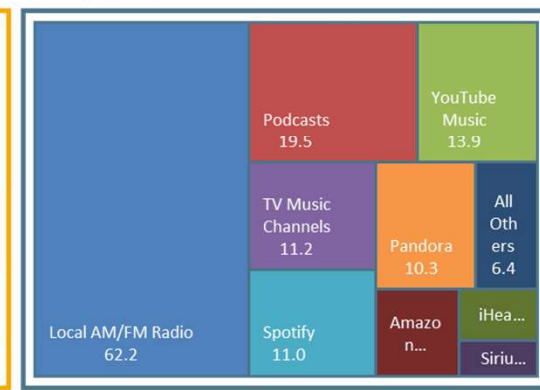
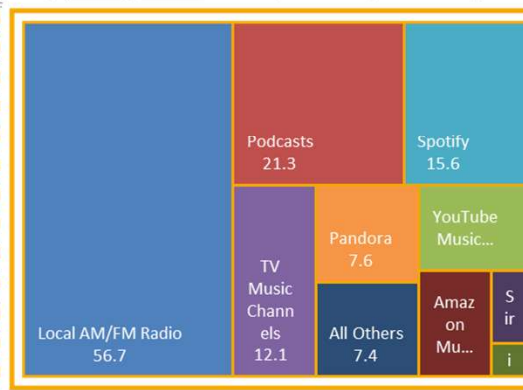
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



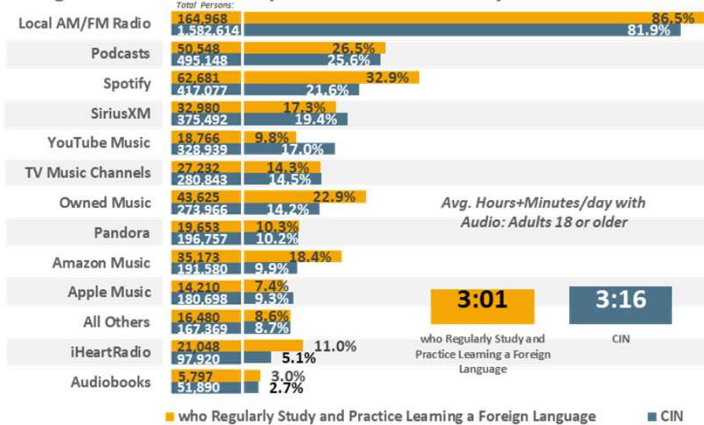
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



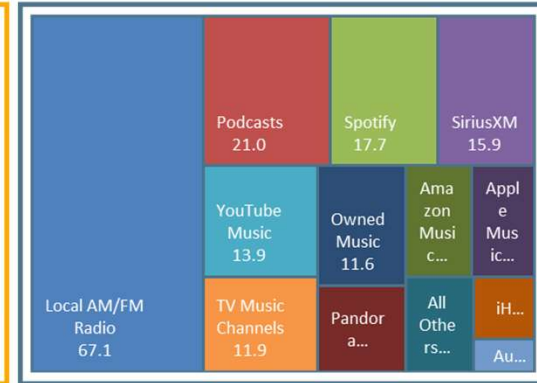
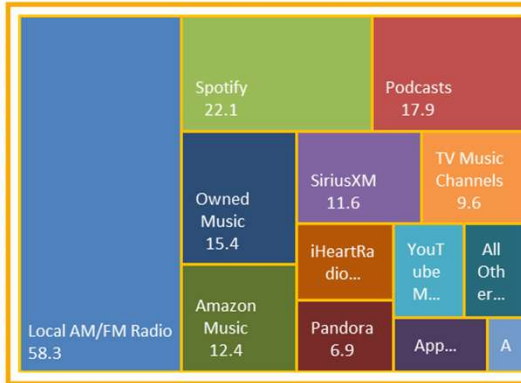


157,218 or 82.4% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language listen to Ad-Supported Local AM/FM Radio for an average of 54. minutes every day representing 43.5% of all time spent daily with Ad-Supported Audio.

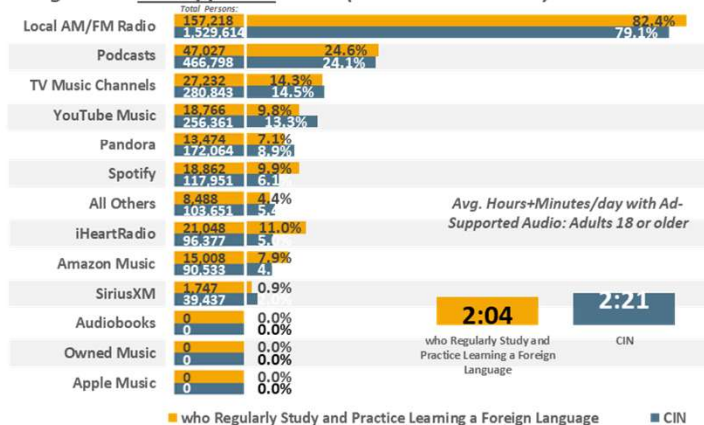
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



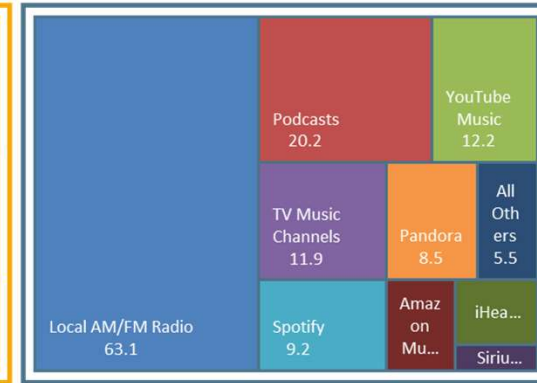
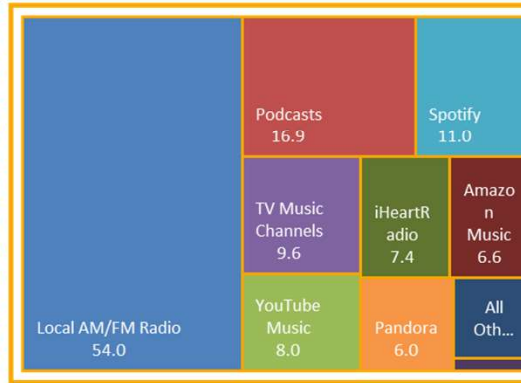
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



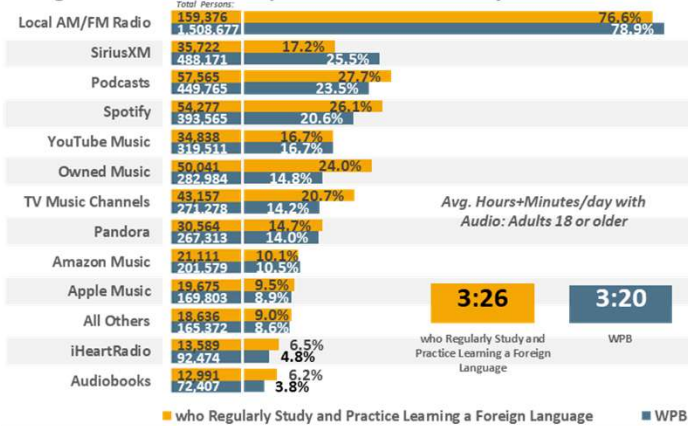
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



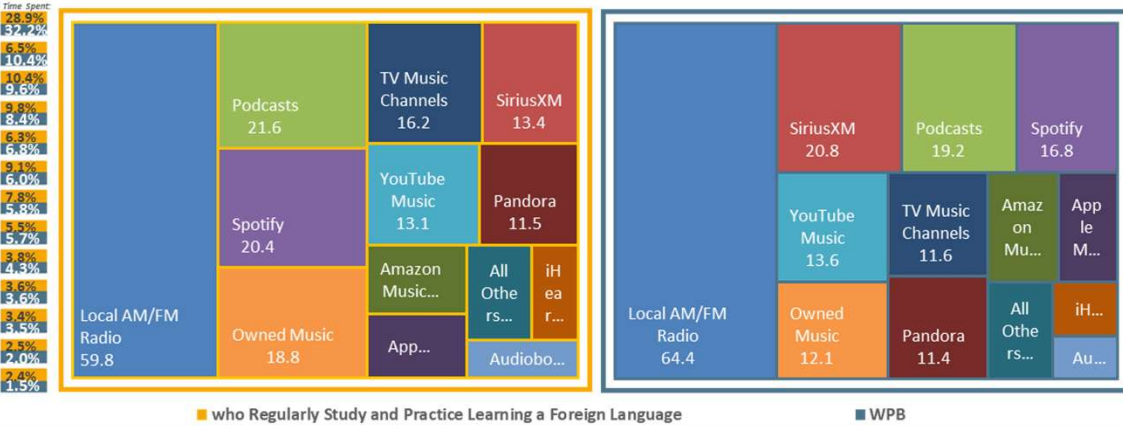


156,876 or 75.4% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language listen to Ad-Supported Local AM/FM Radio for an average of 58.7 minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.

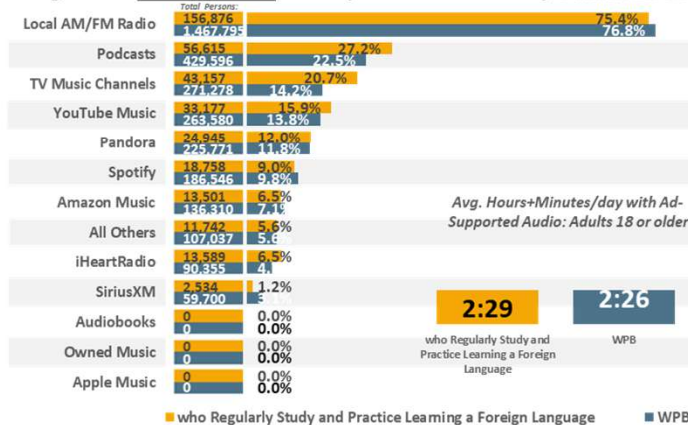
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



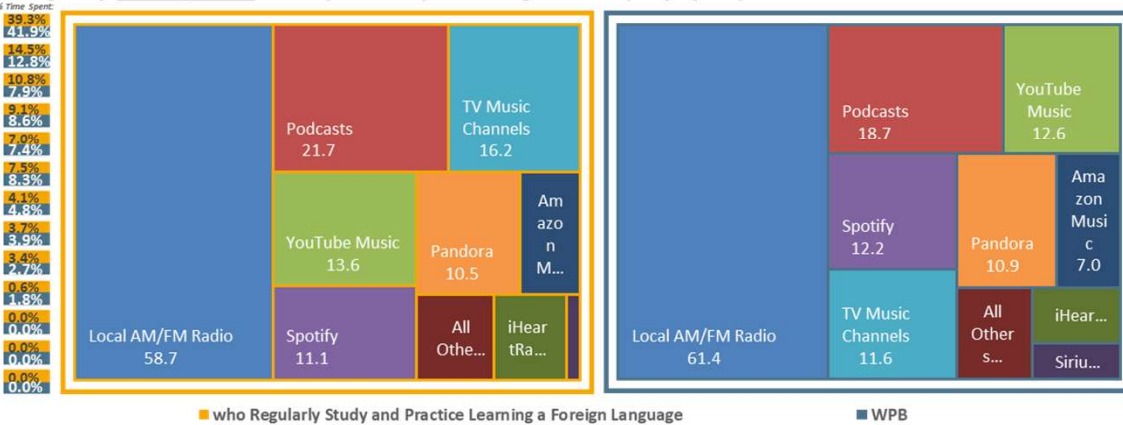
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

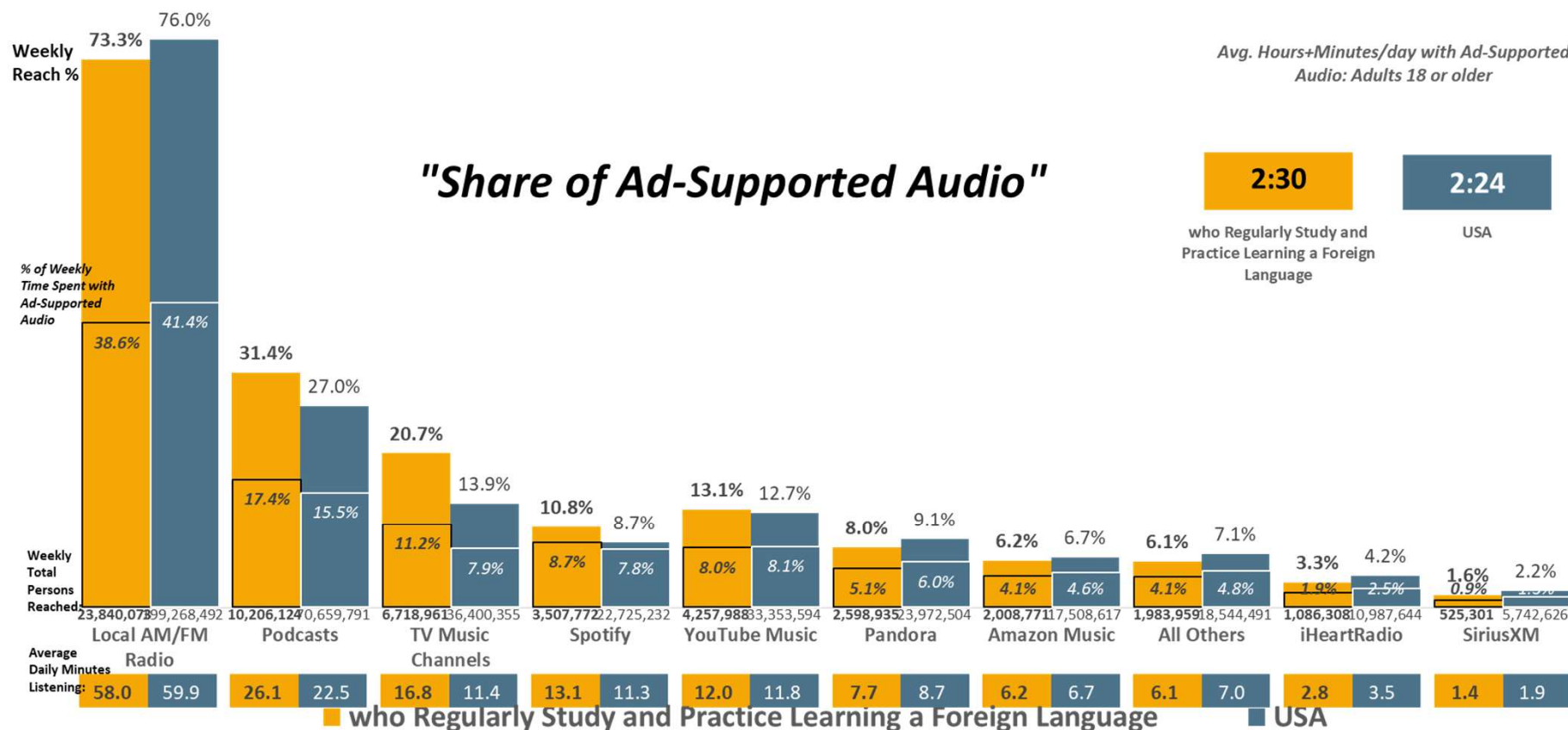


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



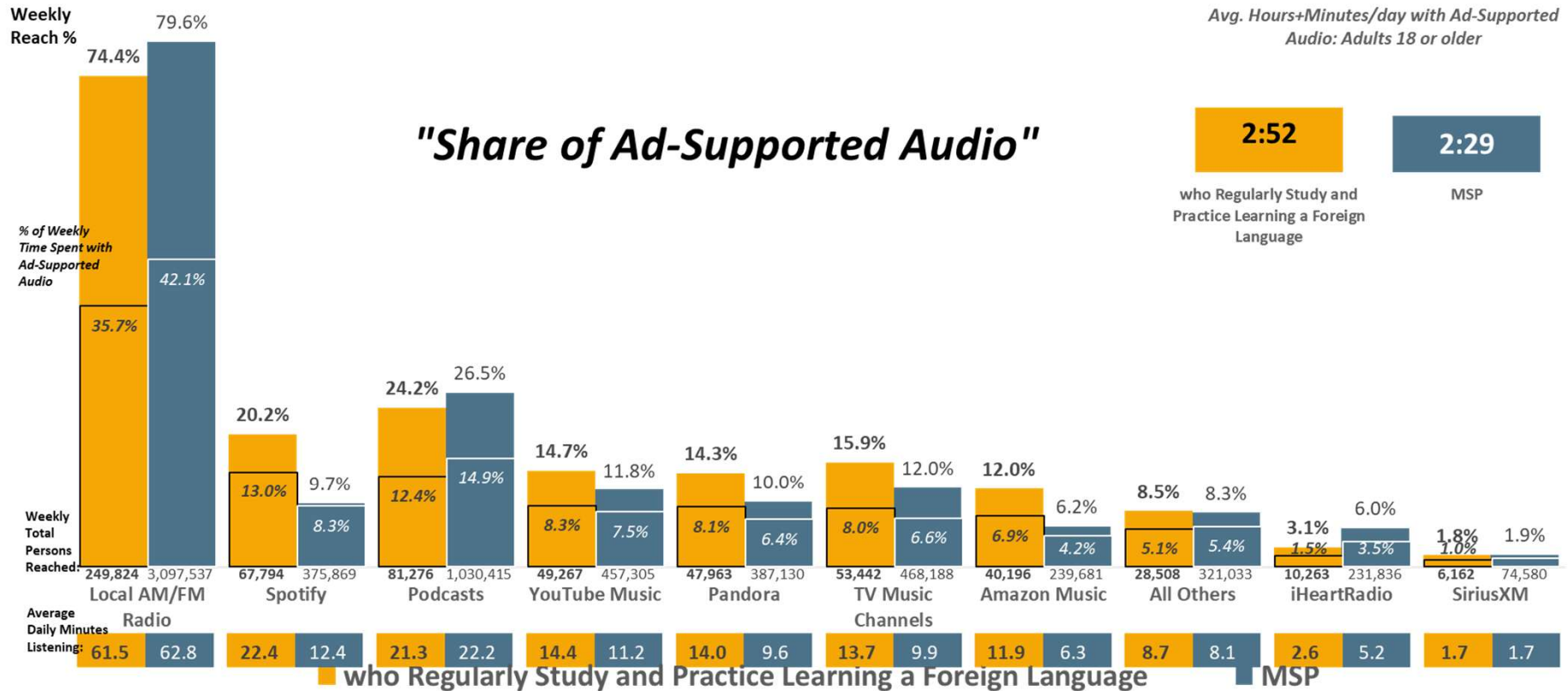


23,840,073 or 73.3% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language listen to Ad-Supported Local AM/FM Radio for an average of 58. minutes every day representing 38.6% of all time spent daily with Ad-Supported Audio.



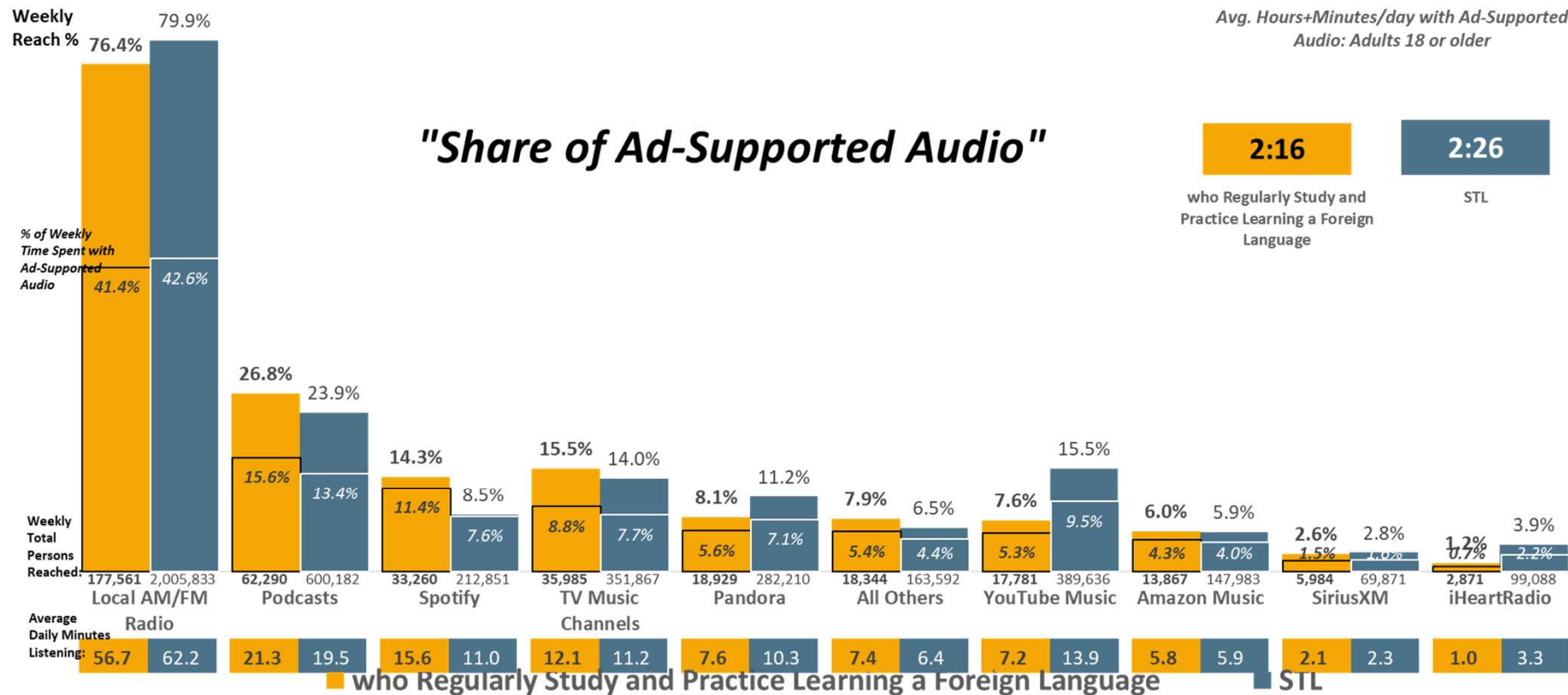


249,824 or 74.4% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language listen to Ad-Supported Local AM/FM Radio for an average of 61.5 minutes every day representing 35.7% of all time spent daily with Ad-Supported Audio.



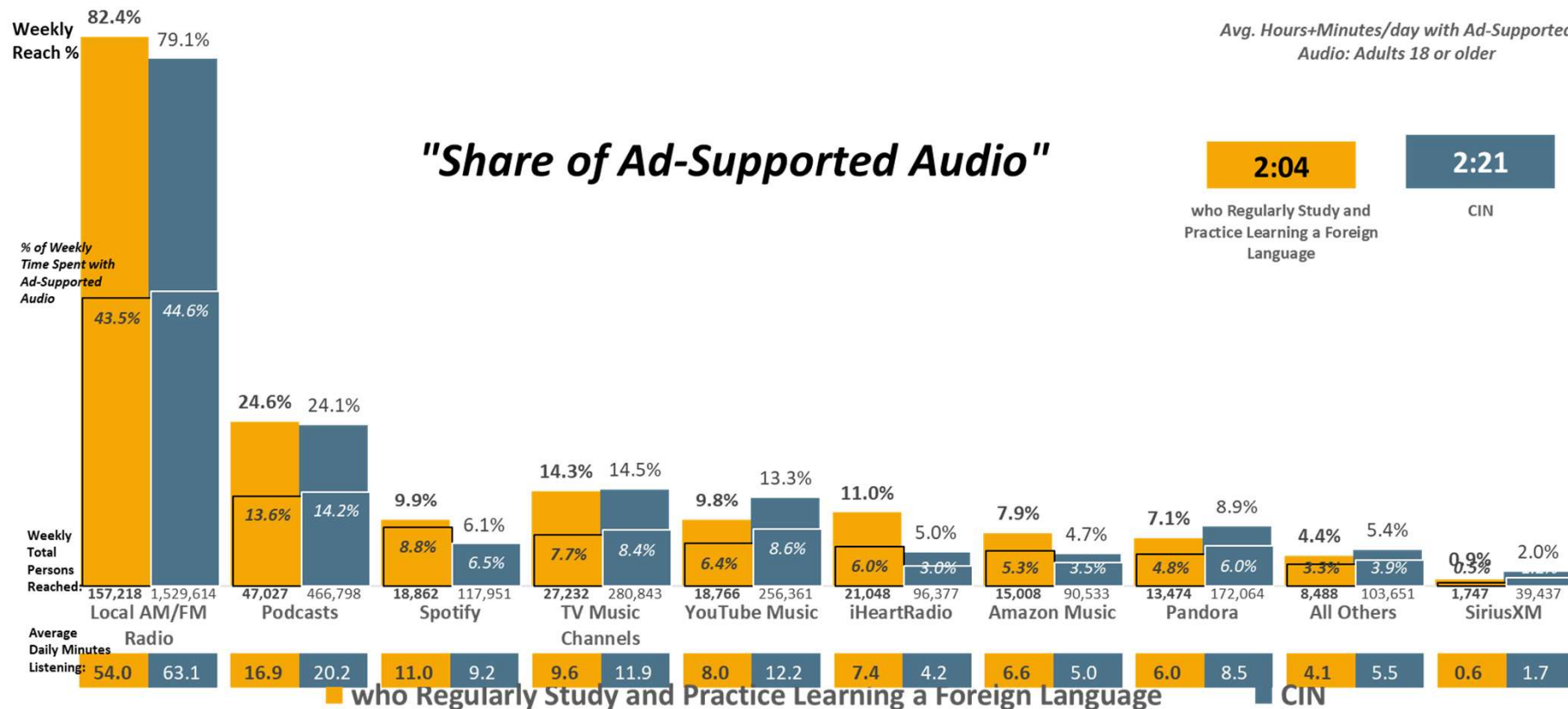


177,561 or 76.4% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language listen to Ad-Supported Local AM/FM Radio for an average of 56.7 minutes every day representing 41.4% of all time spent daily with Ad-Supported Audio.



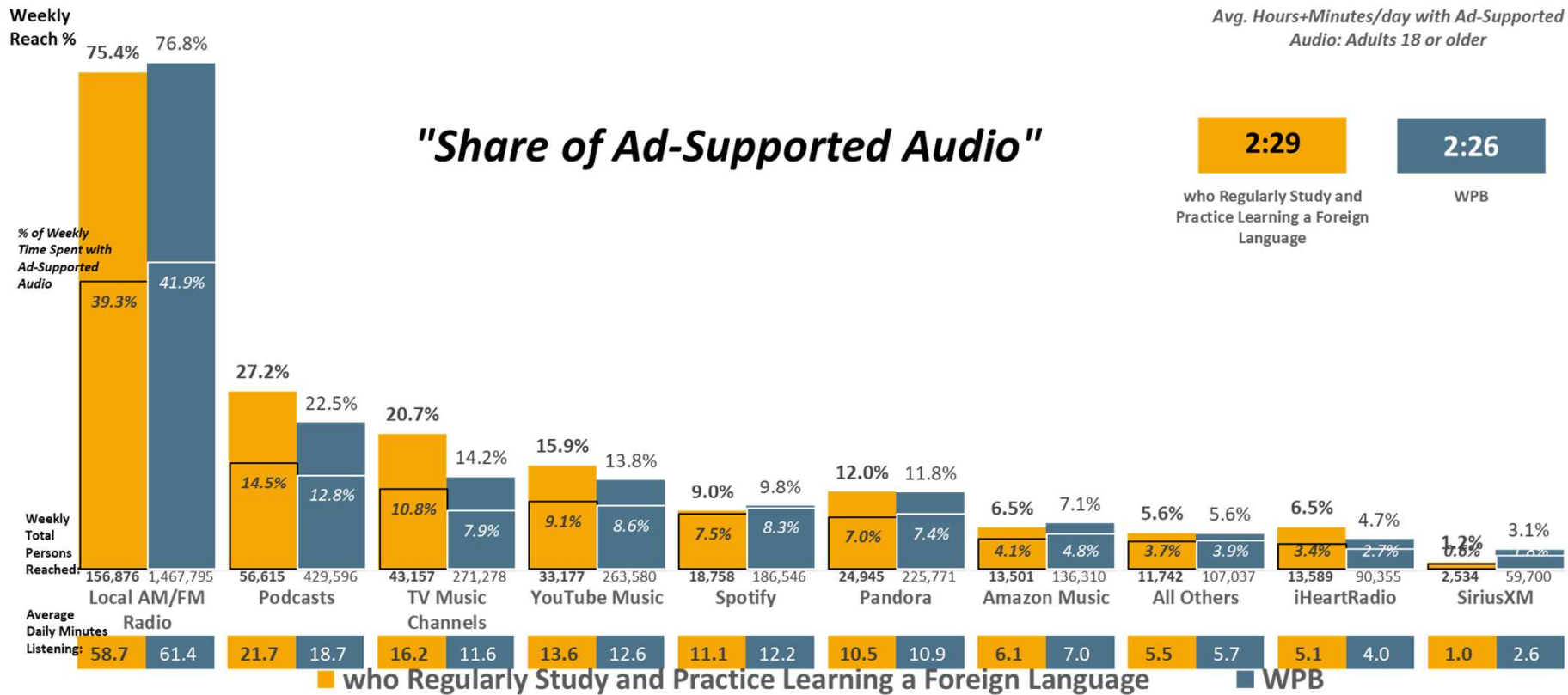


157,218 or 82.4% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language listen to Ad-Supported Local AM/FM Radio for an average of 54. minutes every day representing 43.5% of all time spent daily with Ad-Supported Audio.





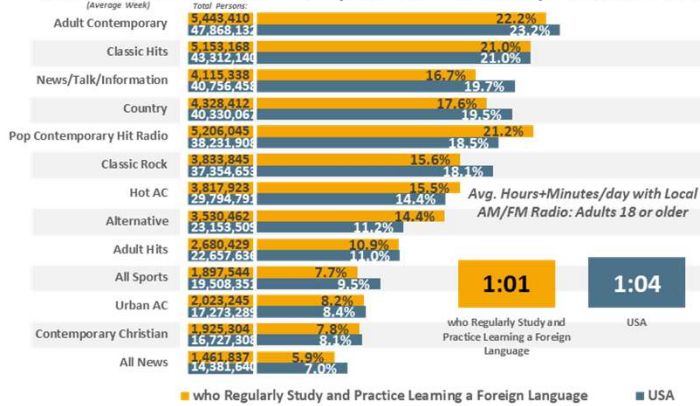
156,876 or 75.4% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language listen to Ad-Supported Local AM/FM Radio for an average of 58.7 minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.



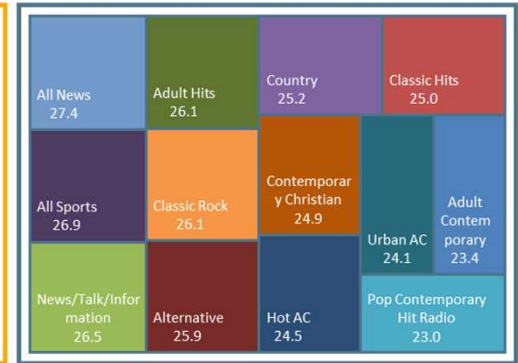
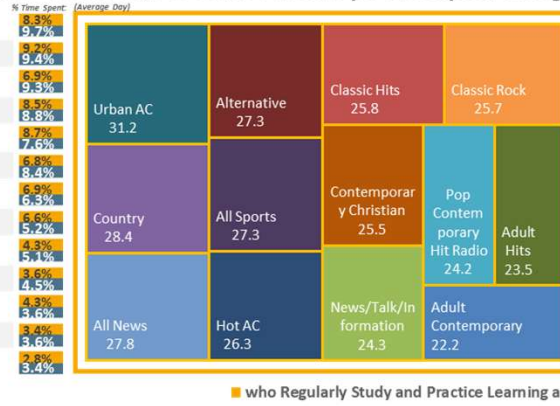


23,840,073 or 73.3% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Contemporary Hit Radio, Classic Hits, Country, and Classic Rock.

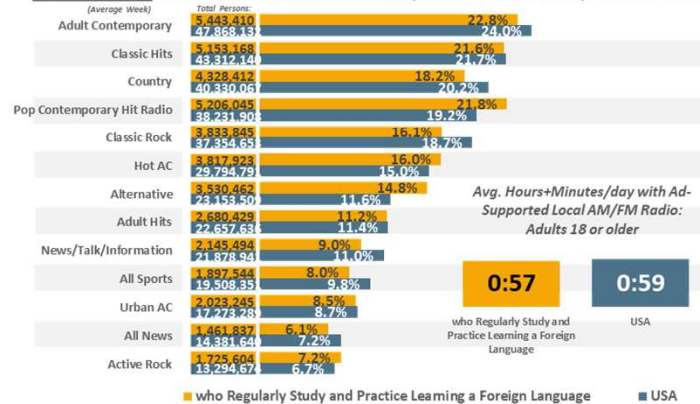
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



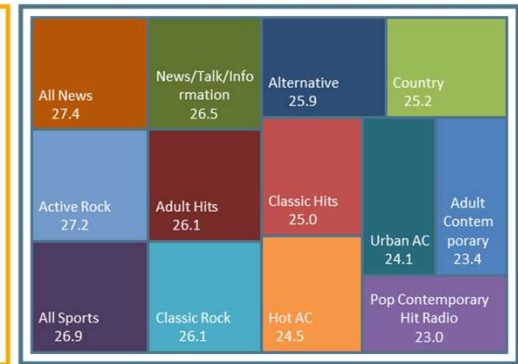
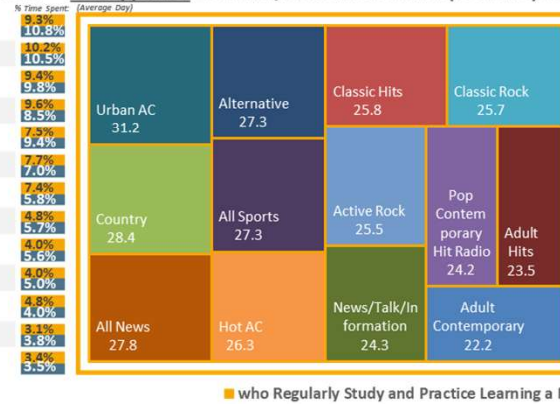
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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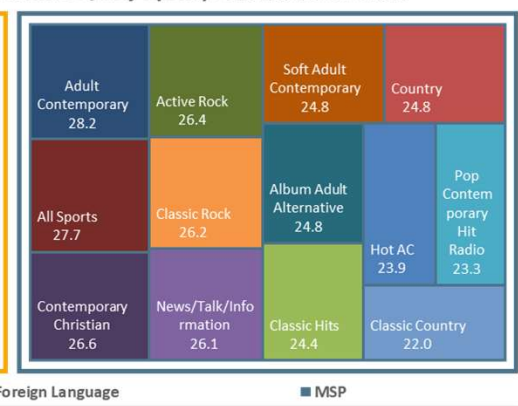
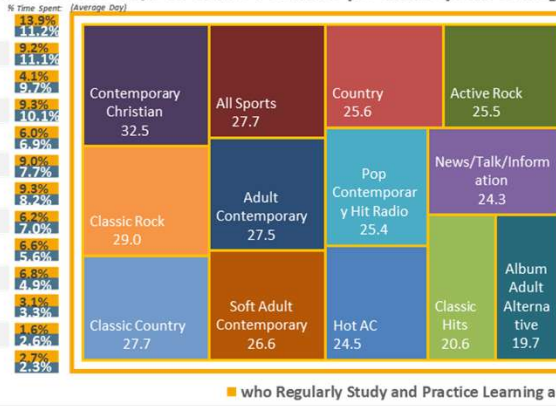
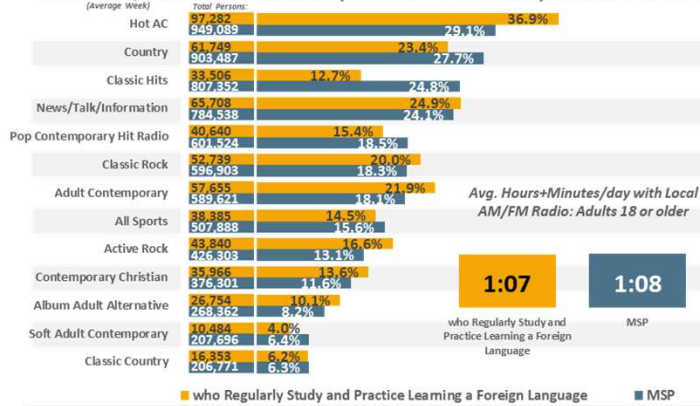
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Activities done regularly: Foreign language study/practice

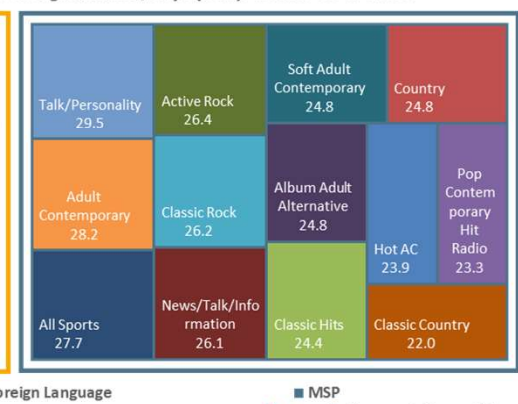
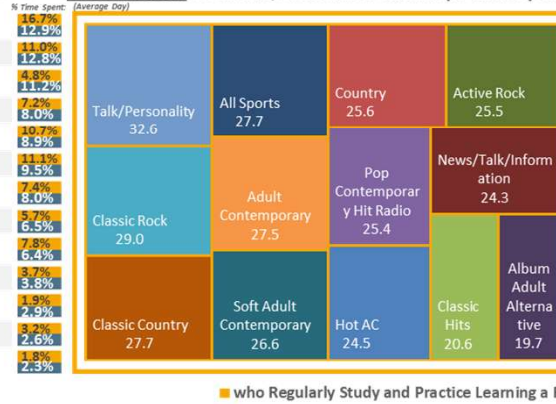
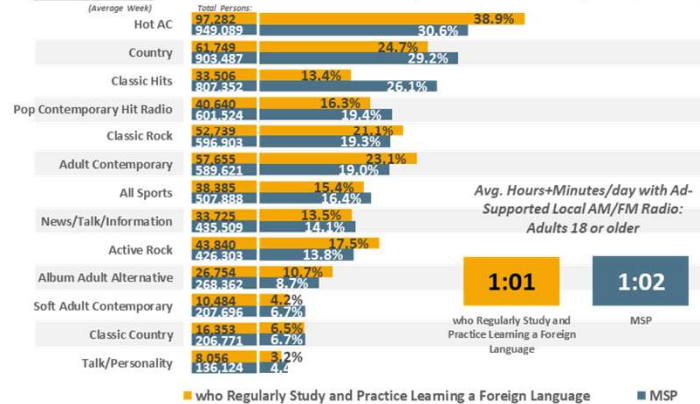


249,824 or 74.4% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Adult Contemporary, Classic Rock, and Active Rock.

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



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



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Activities done regularly: Foreign language study/practice



(Average Week)	Total Persons:	Classics	Country	Rock	News/Talk/Information	Adult Contemporary	Adult Hits	Alternative	Urban AC	Hot AC	Contemporary Hit Radio	Christian Adult Contemporary	All Sports	Country
	57,846	352,368	53,334	536,739	53,378	526,024	48,697	508,330	42,611	487,227	45,690	442,364	49,388	349,506
		28.5%	20.9%	25.8%	24.5%	25.4%	23.3%	24.8%	14.1%	16.6%	14.8%	14.5%	14.2%	13.9%
		36.8%		29.0%	26.4%	23.1%	24.8%	16.8%	14.1%	19.2%	14.8%	14.5%	13.9%	11.3%
														10.2%
														5.6%

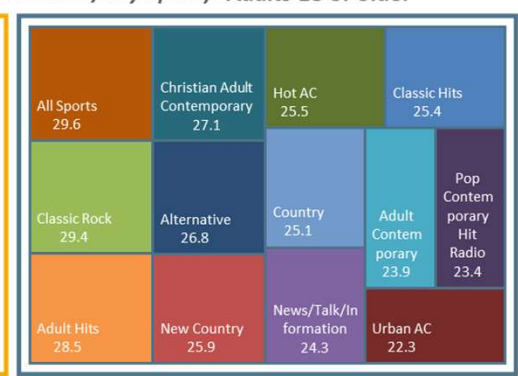
Avg. Hours+Minutes/day with Local AM/FM Radio: Adults 18 or older

1:01

1:06

who Regularly Study and Practice Learning a Foreign Language

STL

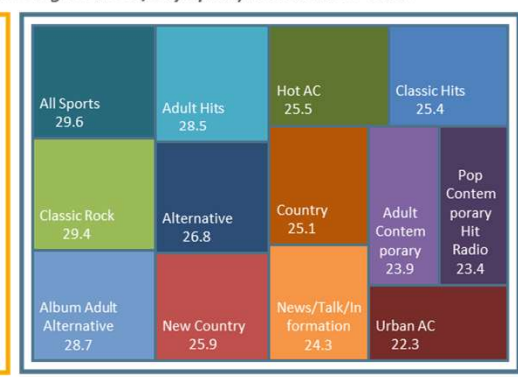


	(Average Week)	Total Persons	
Classic Hits	67,845	532,468	38.2%
New Country	38,534	536,739	21.7%
Classic Rock	53,378	536,024	26.8%
Adult Contemporary	42,811	487,227	24.9%
Adult Hits	45,690	442,964	24.3%
News/Talk/Information	28,435	351,489	16.0%
Alternative	42,438	349,506	17.4%
Urban AC	26,047	344,208	14.7%
Hot AC	35,469	316,503	15.3%
Pop Contemporary Hit Radio	24,391	301,503	14.6%
All Sports	20,765	215,485	11.7%
Country	4,872	81,914	2.7%
Album Adult Alternative	12,251	82,574	6.9%

Avg. Hours+Minutes/day with Ad-Supported Local AM/PM Radio: Adults 18 or older

0:56 who Regularly Study and Practice Learning a Foreign Language

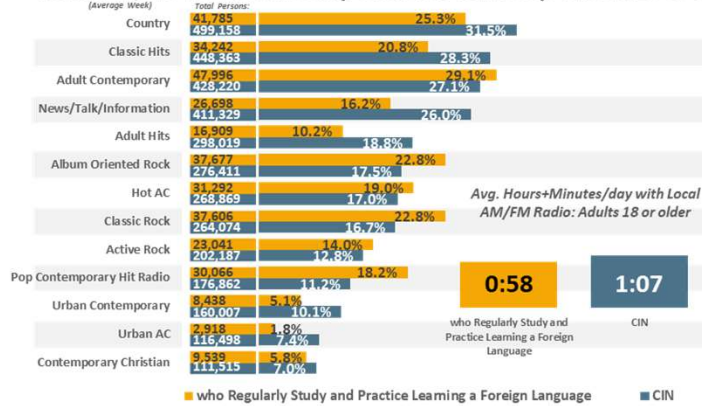
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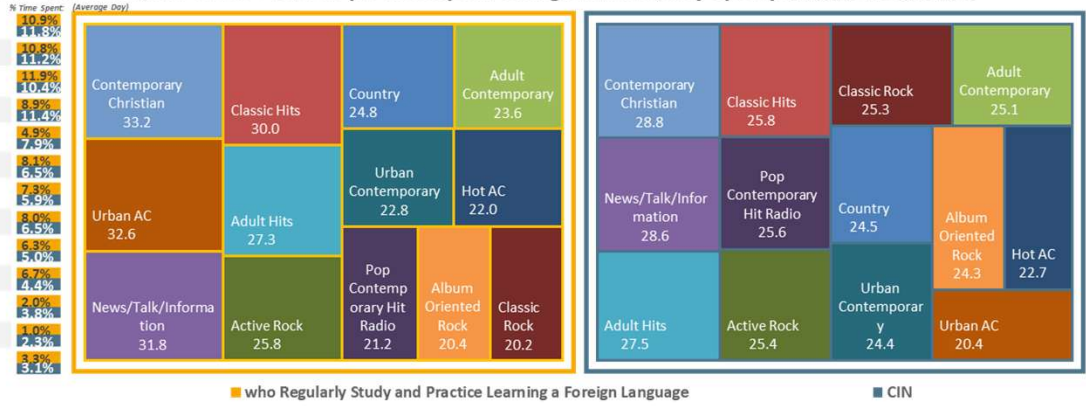


157,218 or 82.4% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Album Oriented Rock, Classic Rock, and Classic Hits.

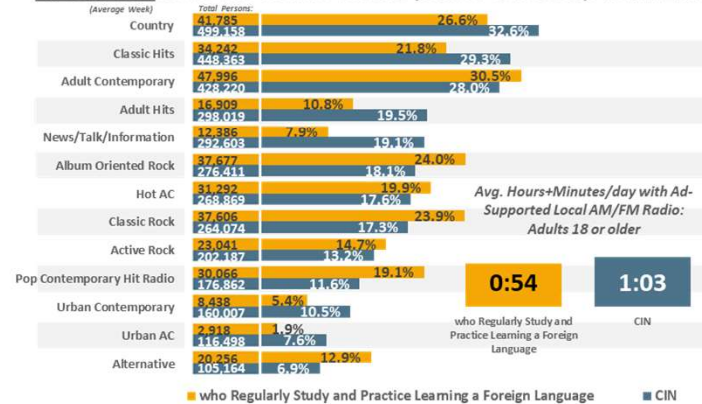
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



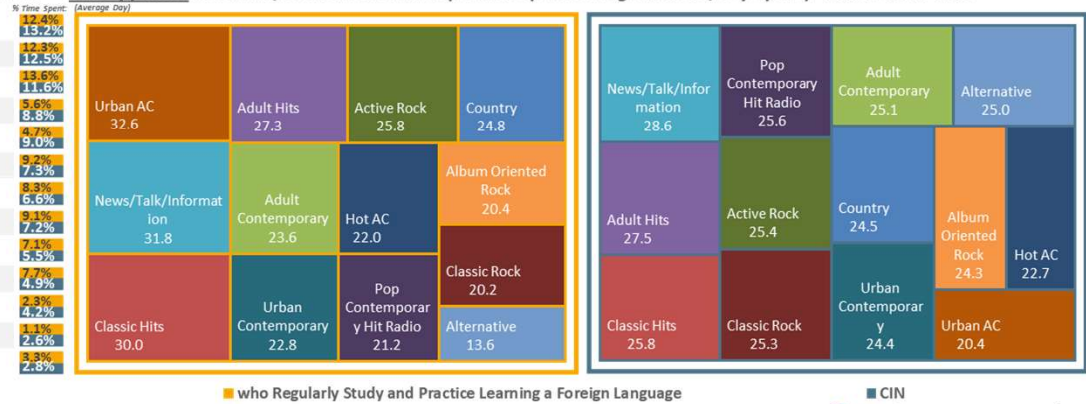
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

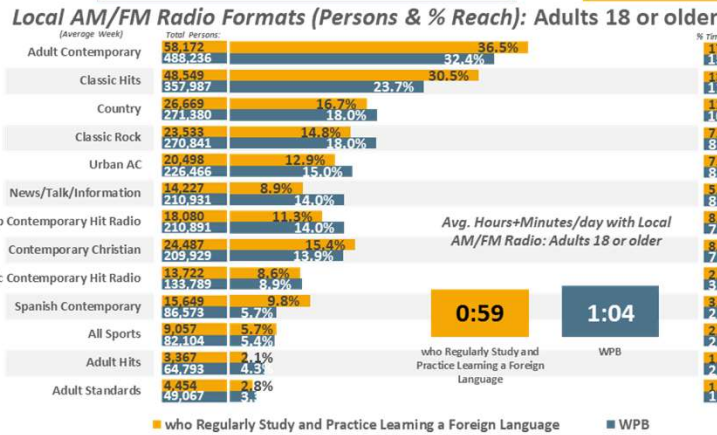


Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

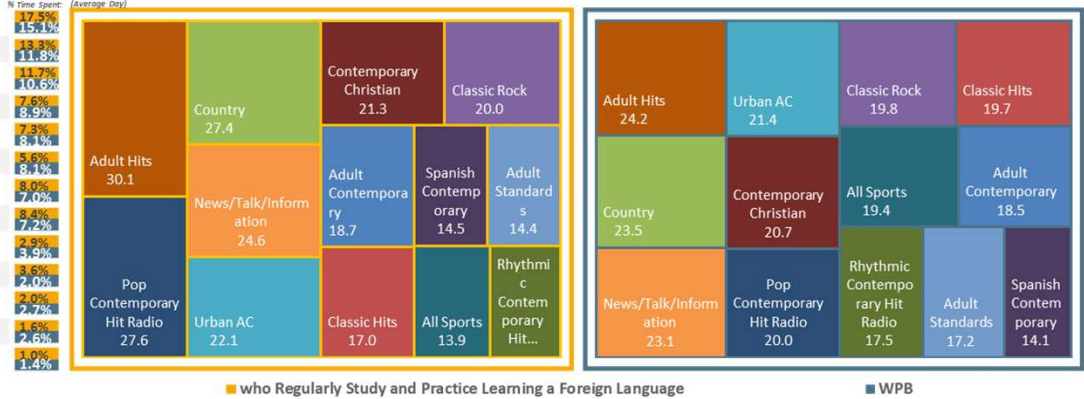




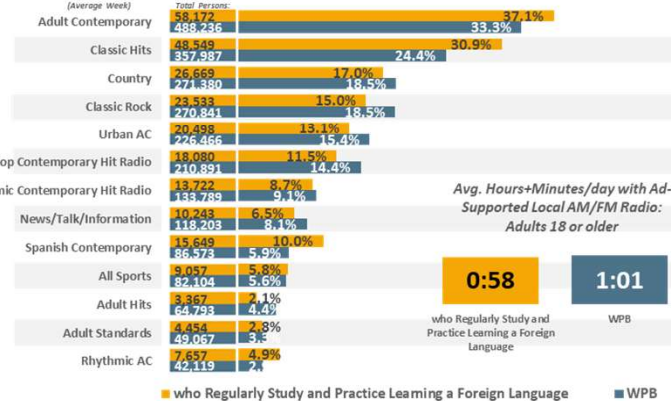
156,876 or 75.4% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and Urban AC.



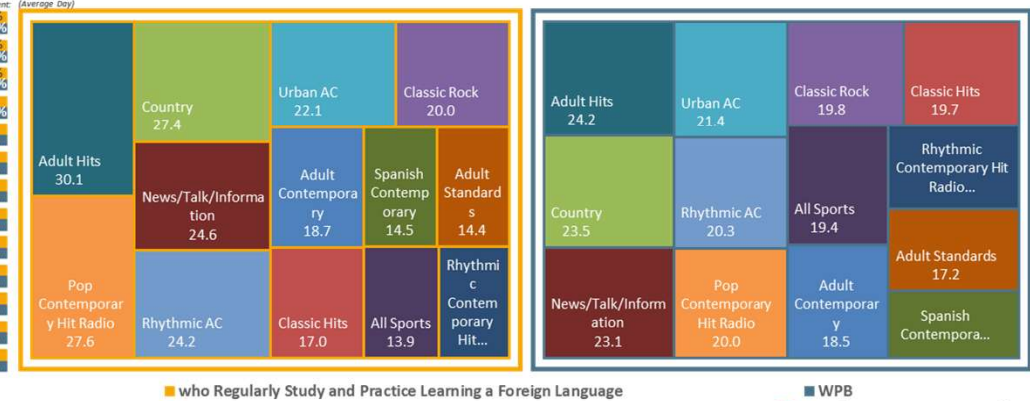
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

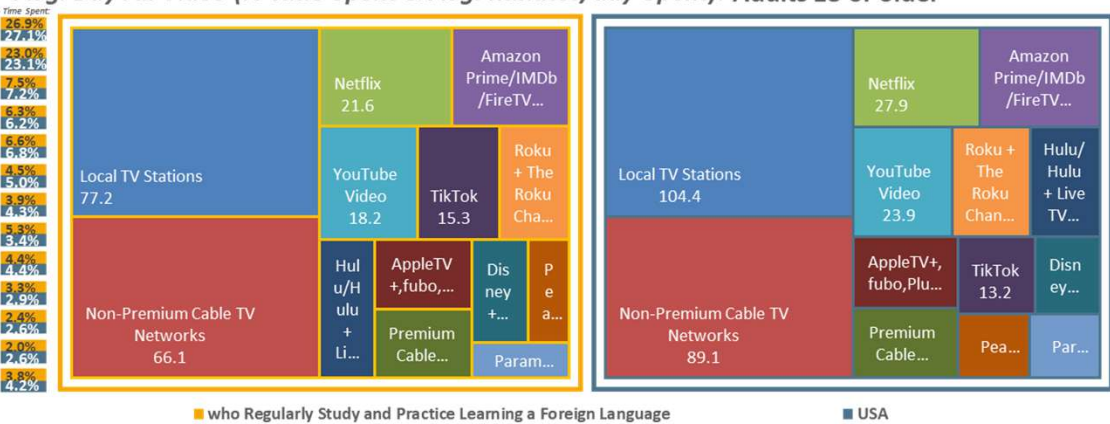
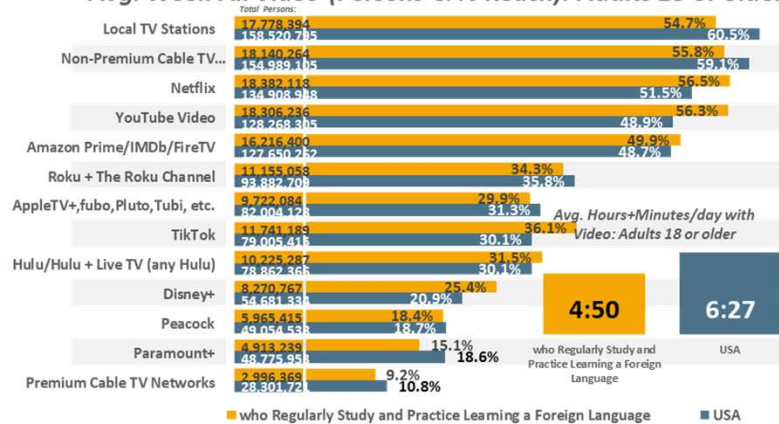




17,571,047 or 54.1% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language watch Ad-Supported Local TV Stations for an average of 73.6 minutes every day representing 30.9% of all time spent daily with Ad-Supported Video.

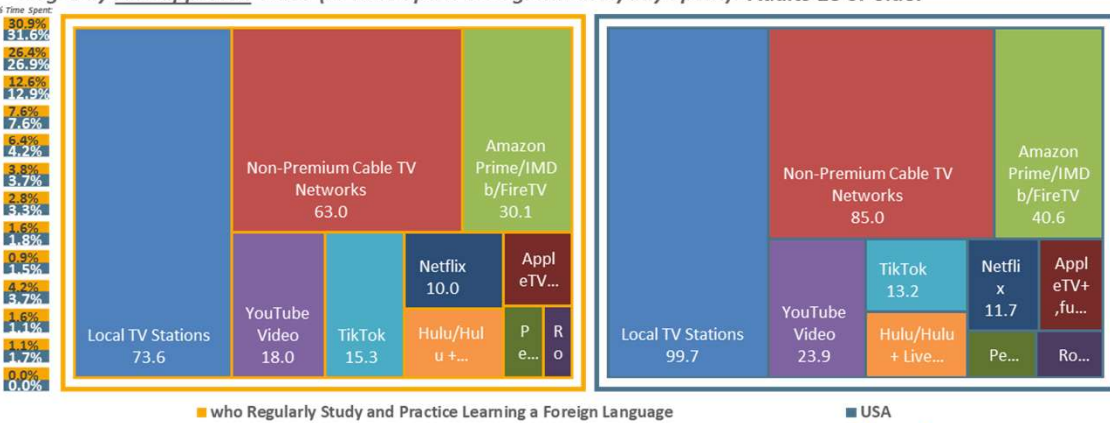
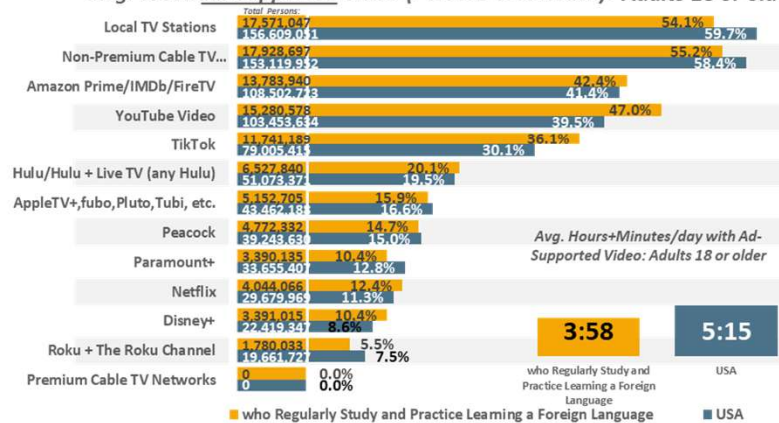
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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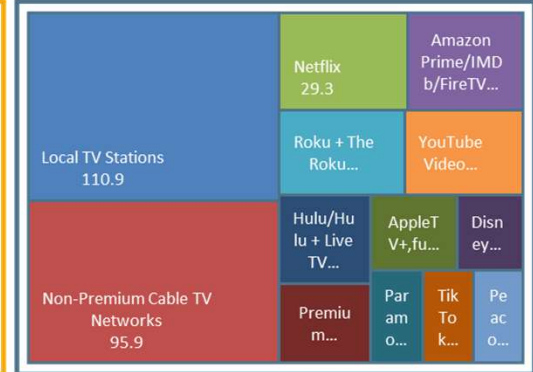
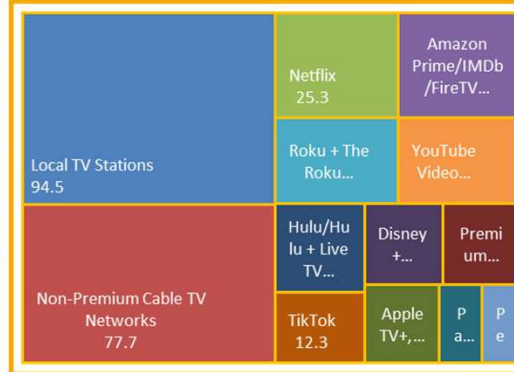
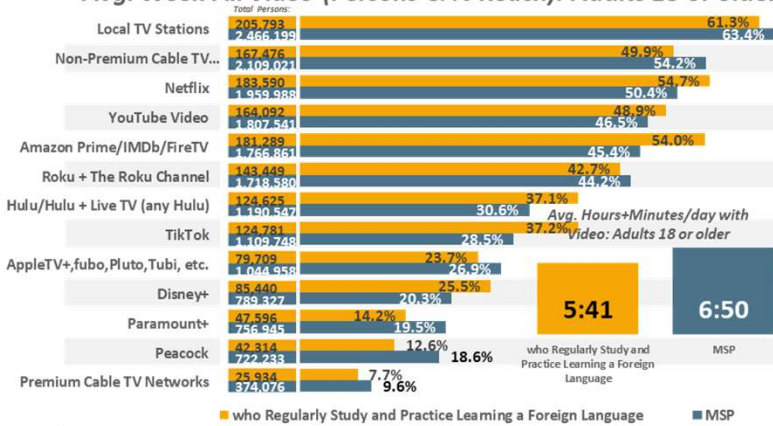
Activities done regularly: Foreign language study/practice



204,149 or 60.8% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language watch Ad-Supported Local TV Stations for an average of 90. minutes every day representing 33.2% of all time spent daily with Ad-Supported Video.

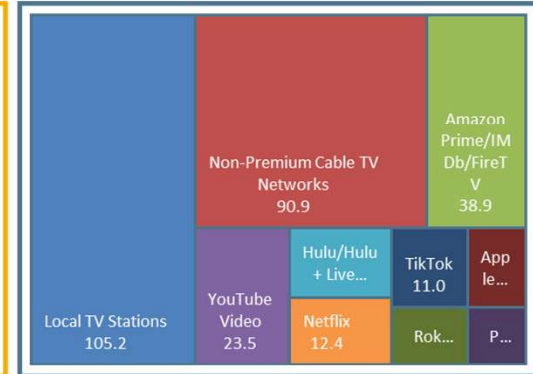
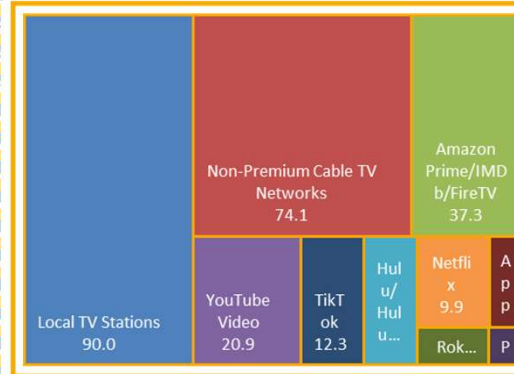
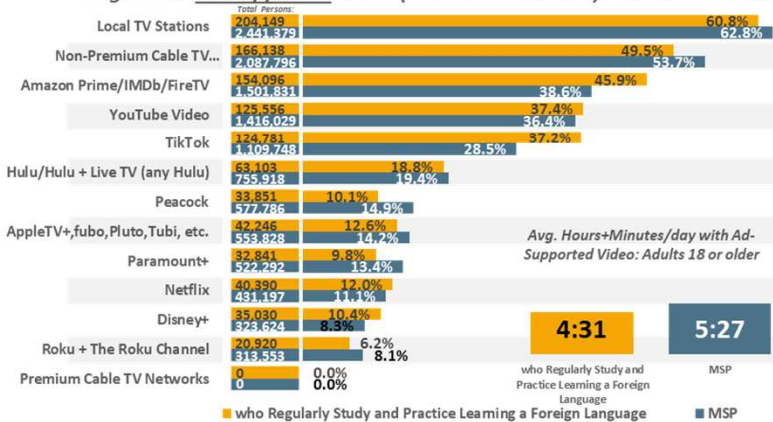
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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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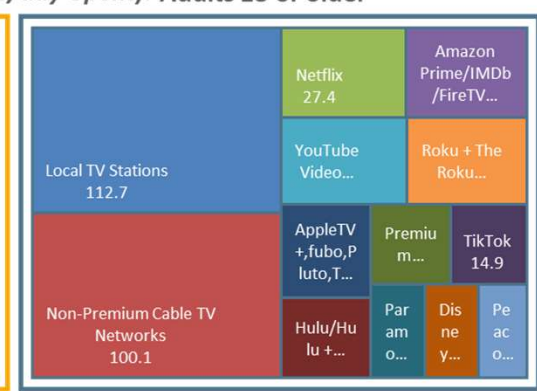
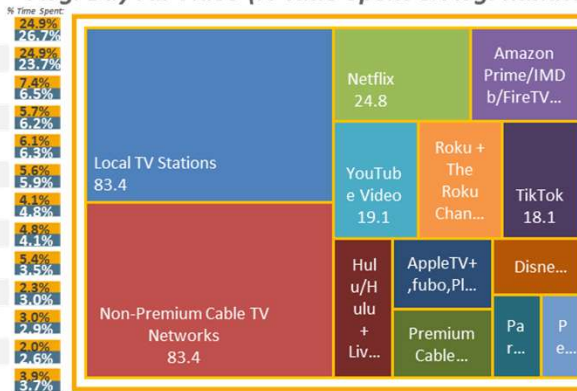
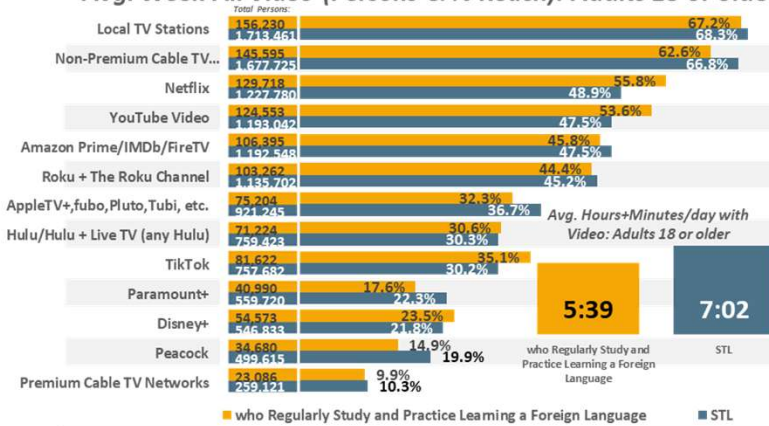
Activities done regularly: Foreign language study/practice



153,819 or 66.1% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language watch Ad-Supported Local TV Stations for an average of 78.5 minutes every day representing 28.7% of all time spent daily with Ad-Supported Video.

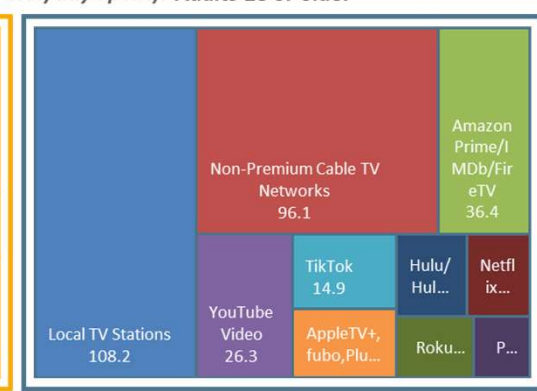
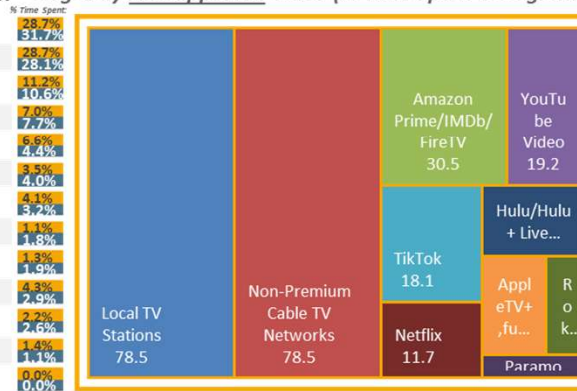
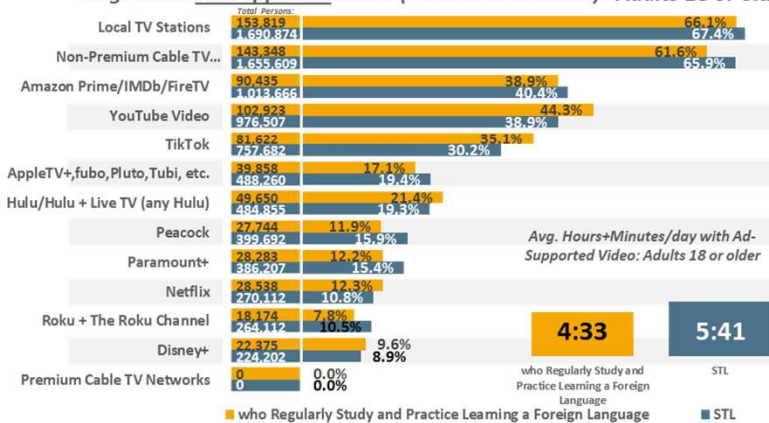
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

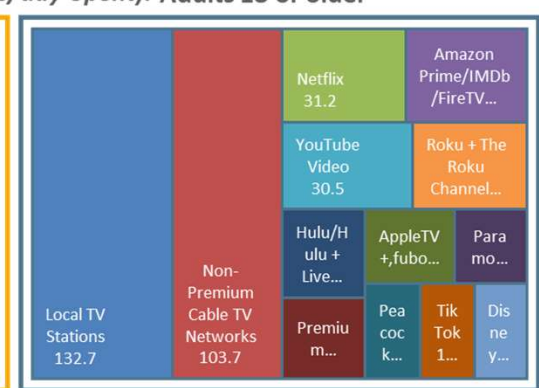
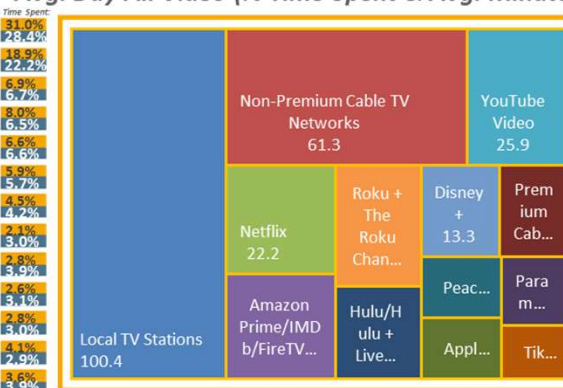
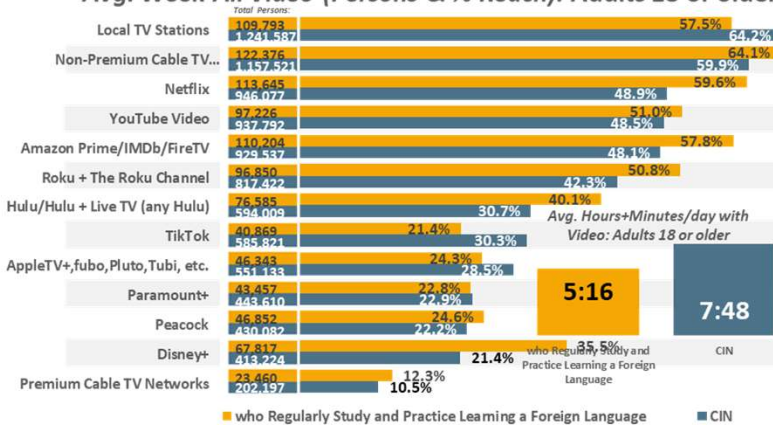




108,333 or 56.8% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language watch Ad-Supported Local TV Stations for an average of 95.9 minutes every day representing 38.% of all time spent daily with Ad-Supported Video.

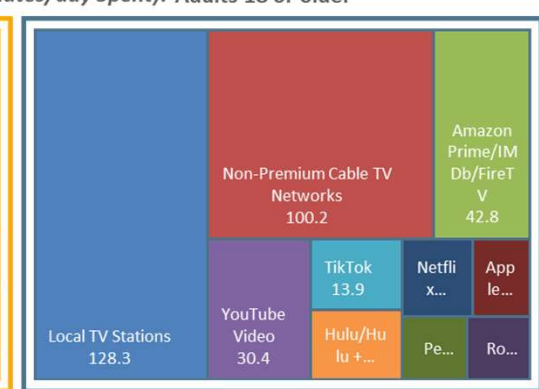
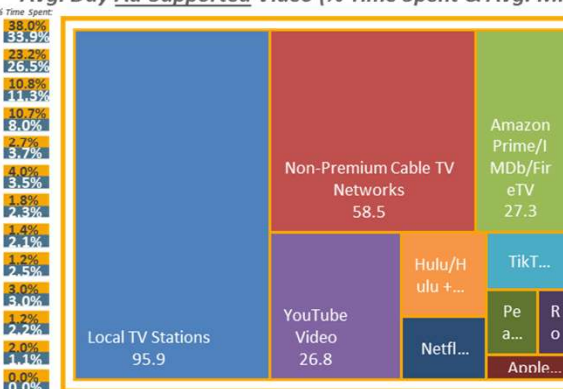
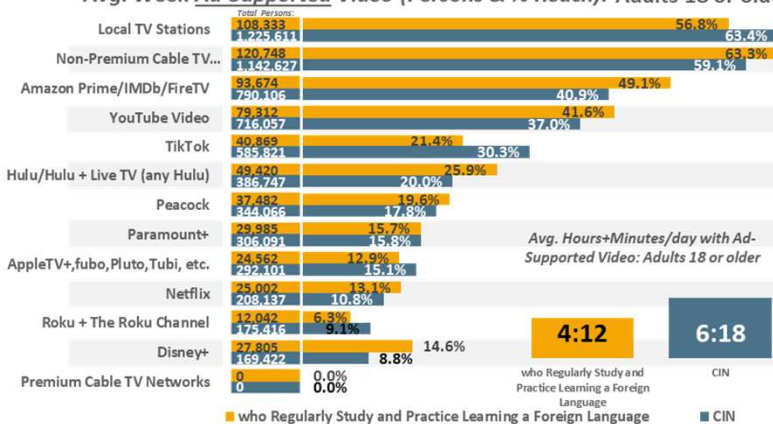
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

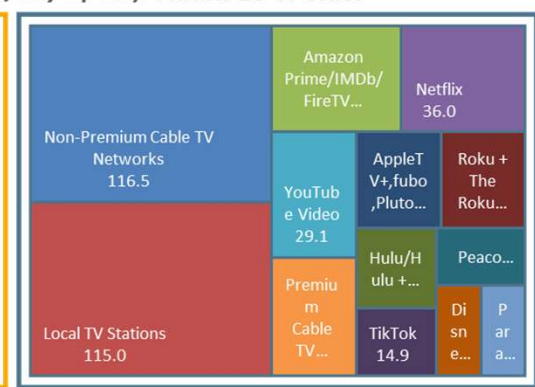
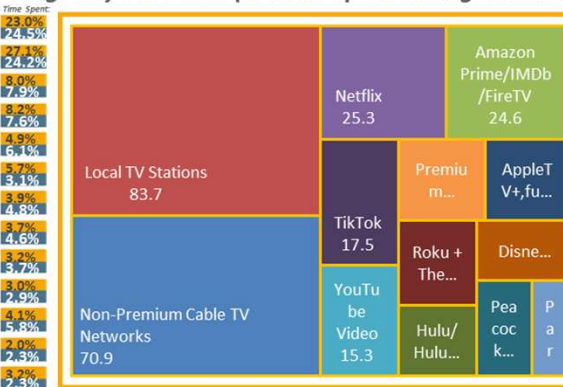
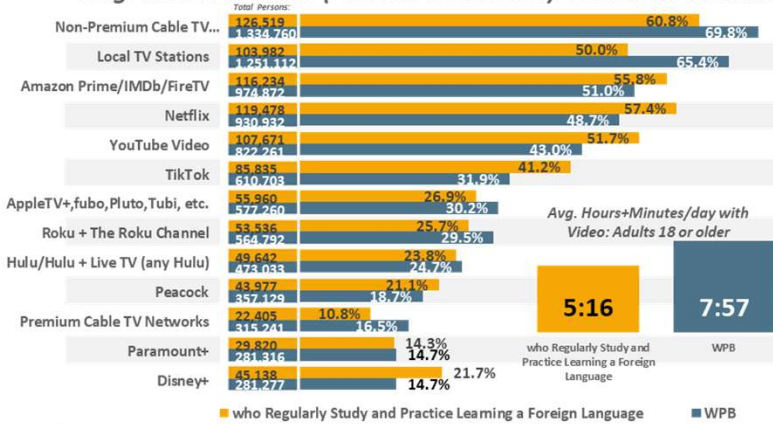




102,808 or 49.4% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language watch Ad-Supported Local TV Stations for an average of 80.9 minutes every day representing 31.% of all time spent daily with Ad-Supported Video.

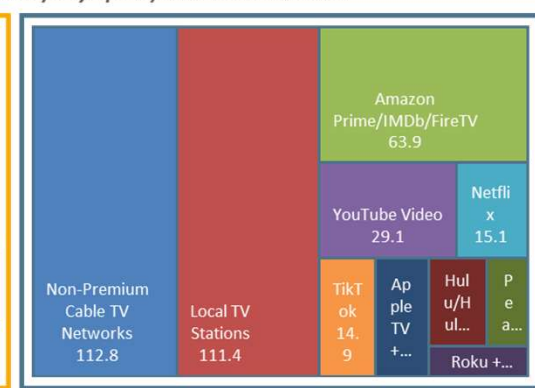
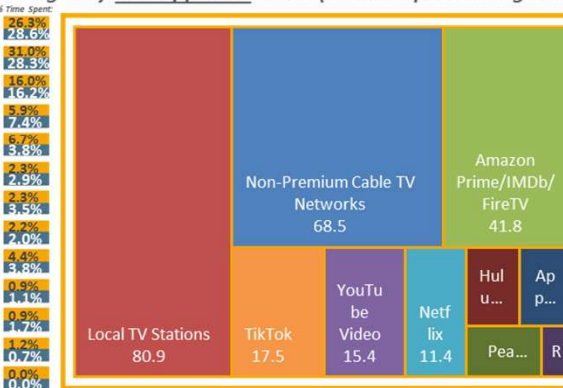
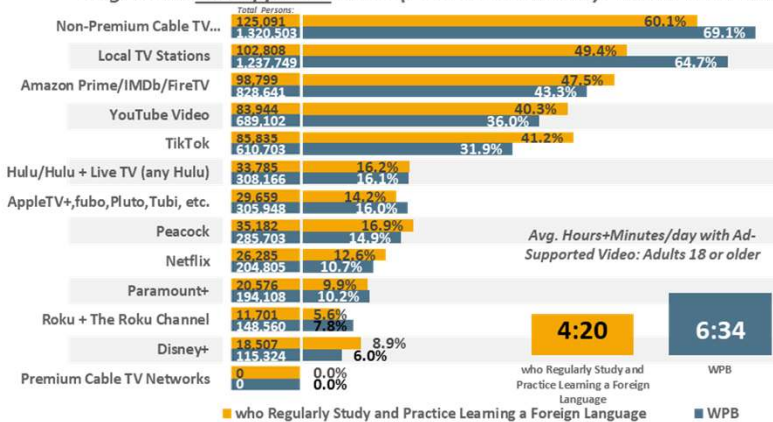
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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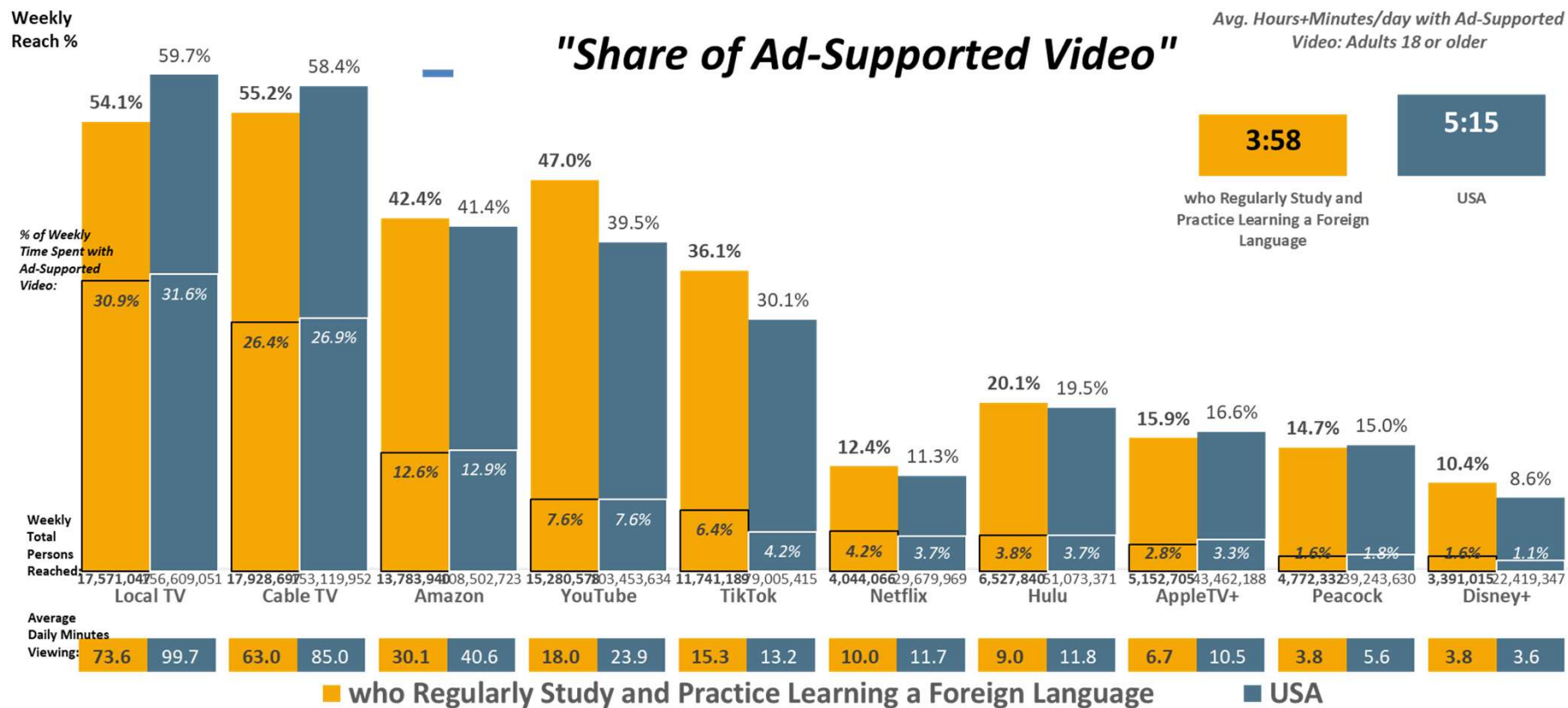
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Activities done regularly: Foreign language study/practice



17,571,047 or 54.1% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language watch Ad-Supported Local TV Stations for an average of 73.6 minutes every day representing 30.9% of all time spent daily with Ad-Supported Video.

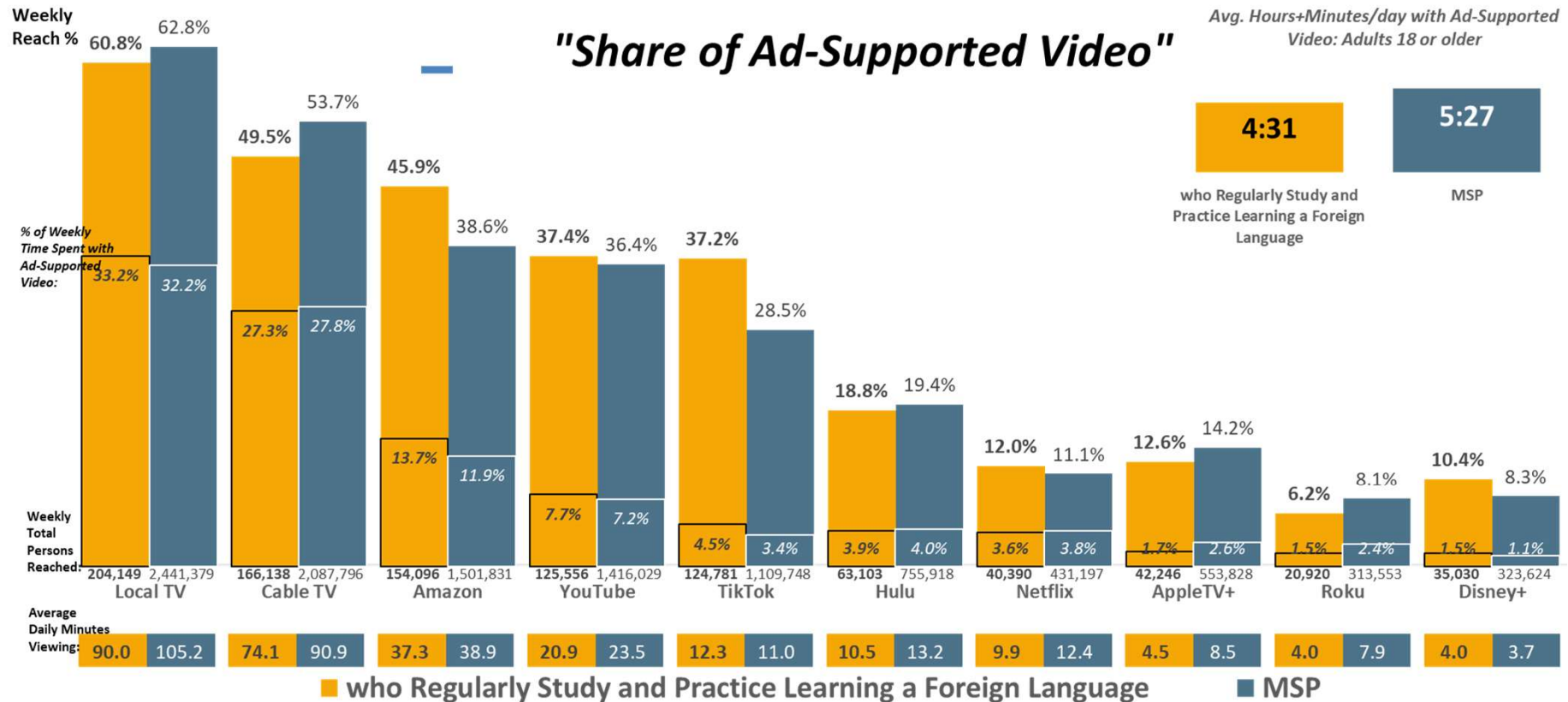
"Share of Ad-Supported Video"





204,149 or 60.8% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language watch Ad-Supported Local TV Stations for an average of 90. minutes every day representing 33.2% of all time spent daily with Ad-Supported Video.

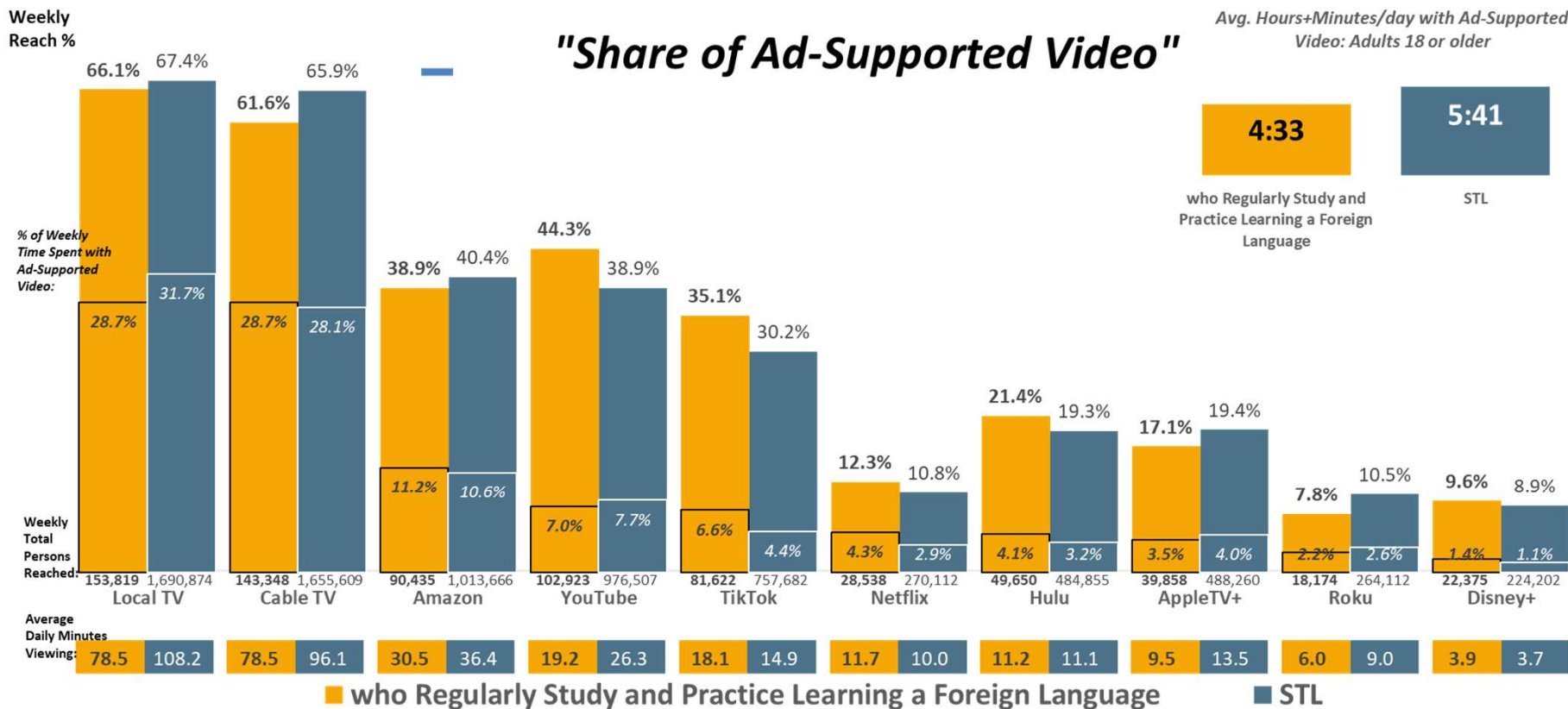
"Share of Ad-Supported Video"





153,819 or 66.1% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language watch Ad-Supported Local TV Stations for an average of 78.5 minutes every day representing 28.7% of all time spent daily with Ad-Supported Video.

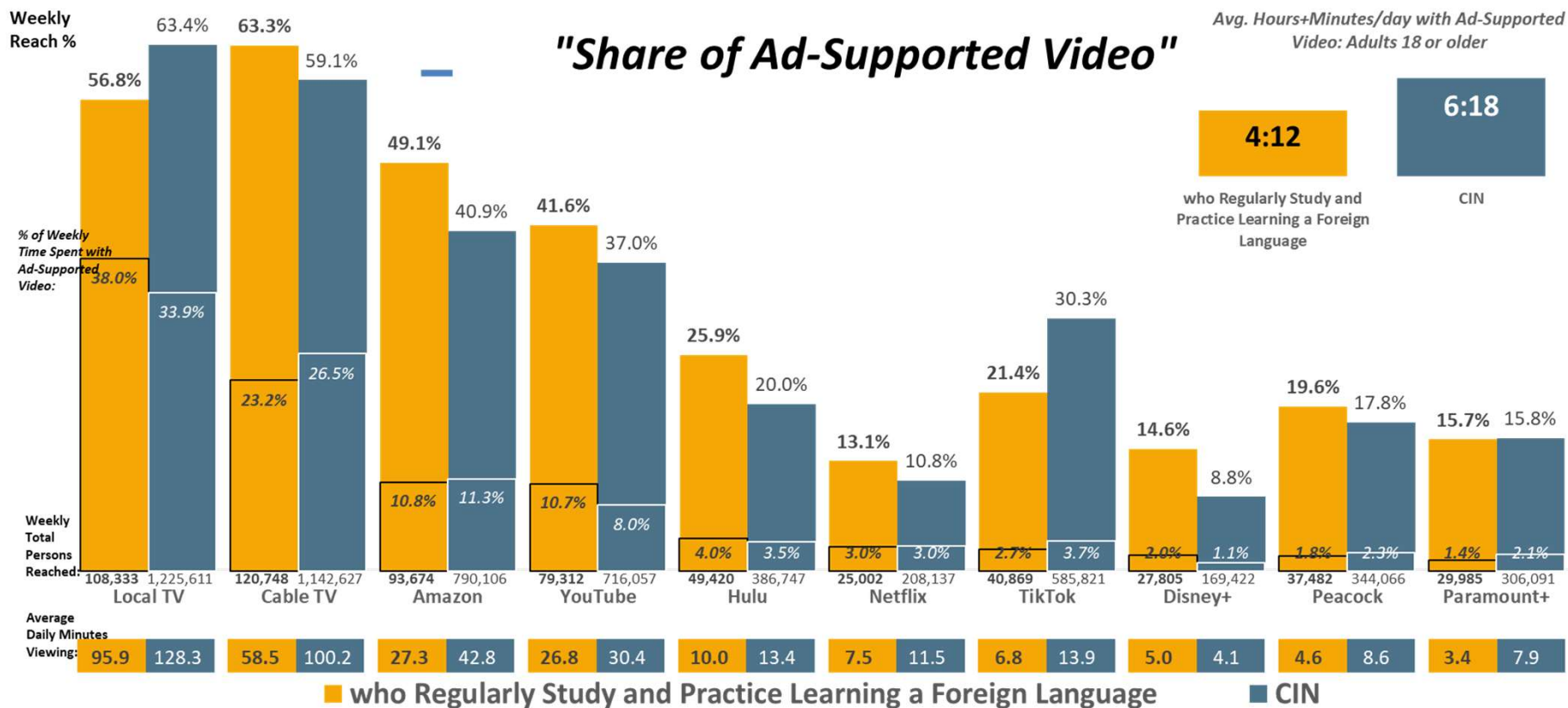
"Share of Ad-Supported Video"





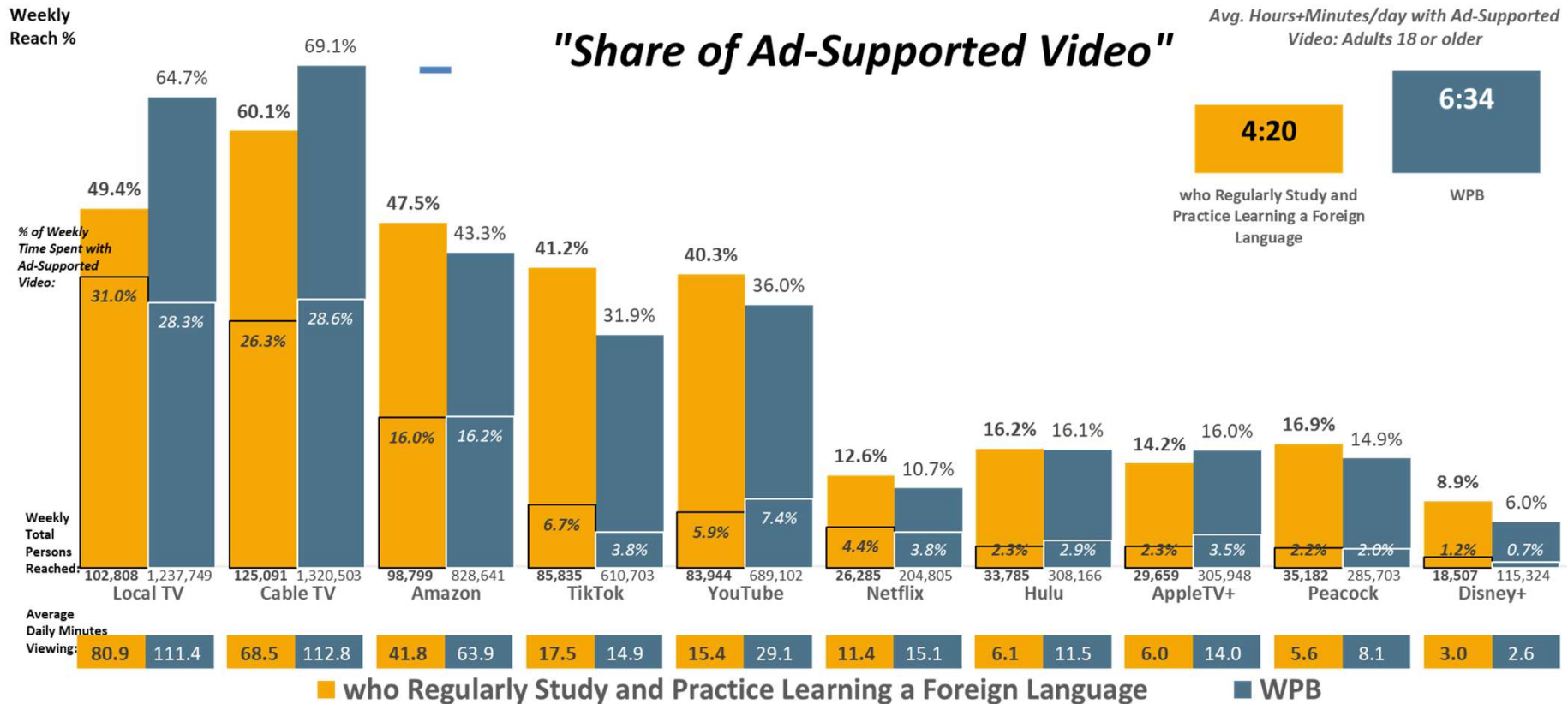
108,333 or 56.8% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language watch Ad-Supported Local TV Stations for an average of 95.9 minutes every day representing 38.0% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"





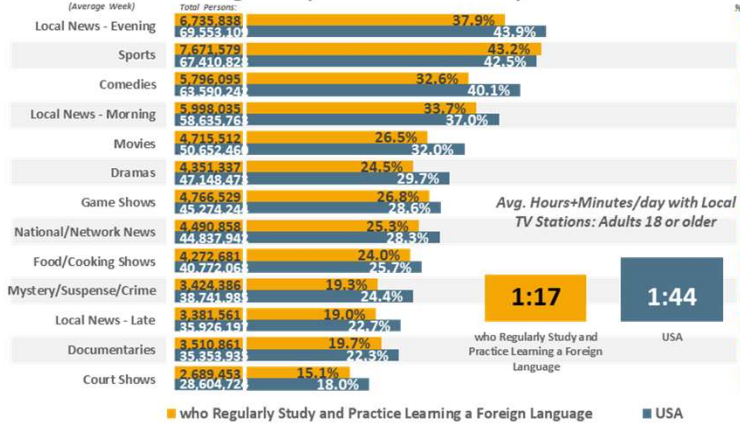
102,808 or 49.4% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language watch Ad-Supported Local TV Stations for an average of 80.9 minutes every day representing 31.0% of all time spent daily with Ad-Supported Video.



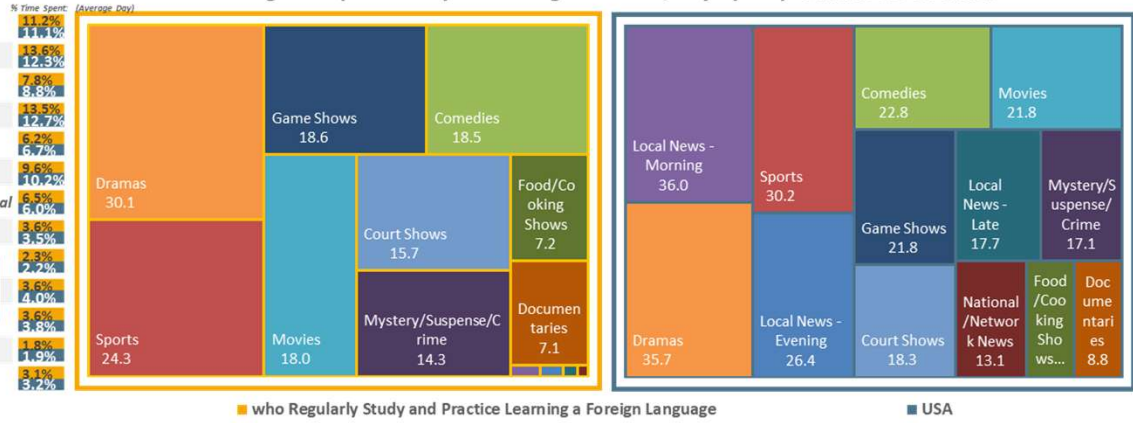


17,571,047 or 54.1% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Movies.

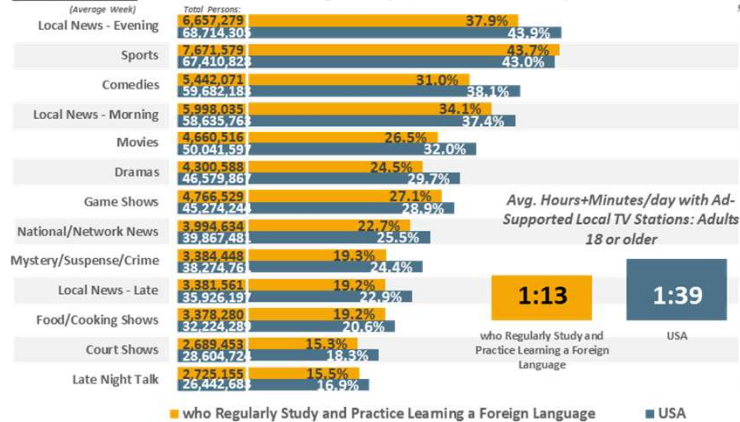
Local TV Station Programs (Persons & % Reach): Adults 18 or older



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



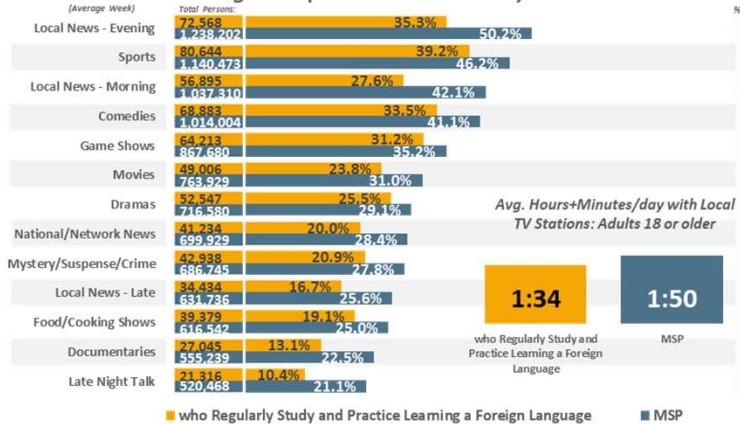
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



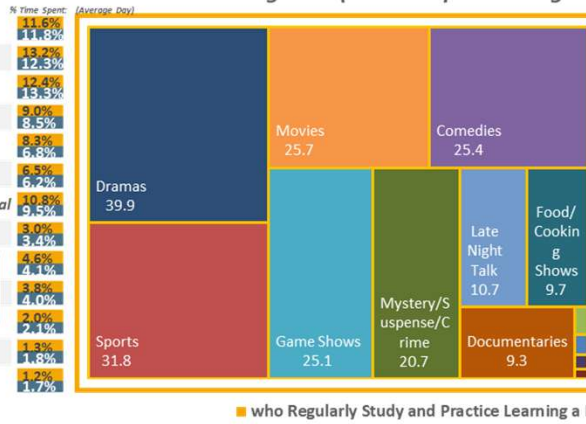


204,149 or 60.8% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Game Shows, Local News - Morning, and Dramas.

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



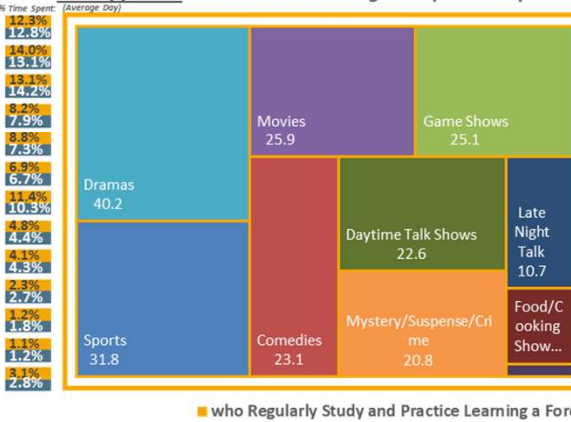
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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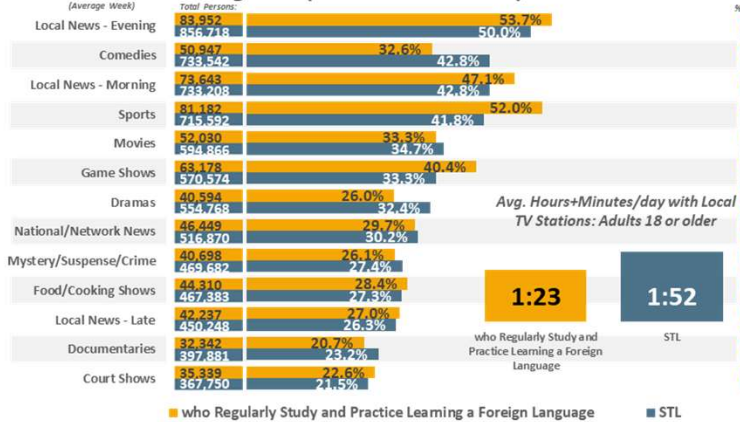
Activities done regularly: Foreign language study/practice

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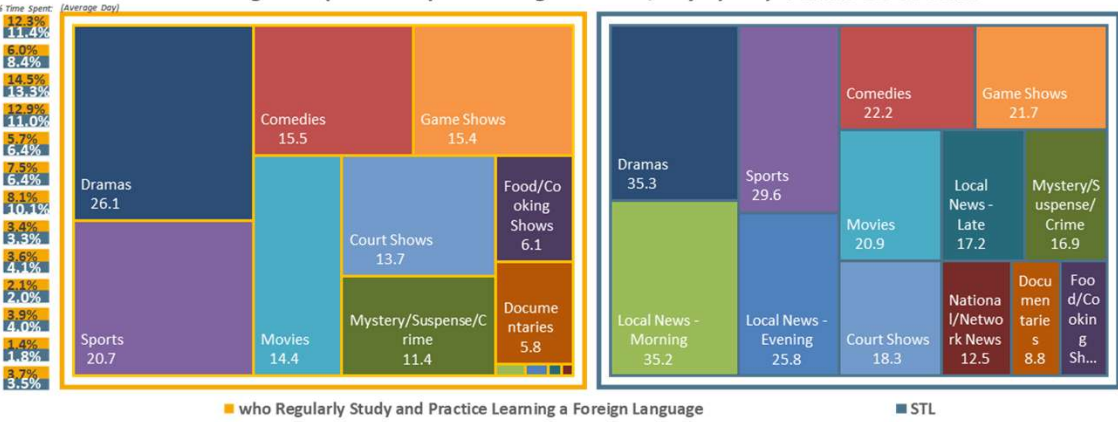


153,819 or 66.1% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Game Shows, Movies, and Comedies.

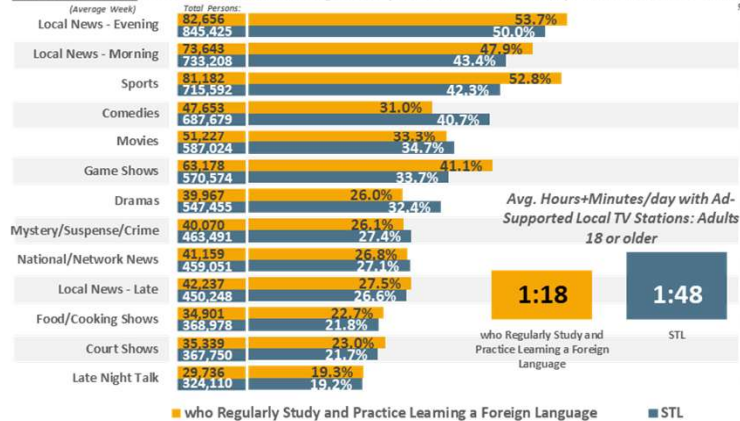
Local TV Station Programs (Persons & % Reach): Adults 18 or older



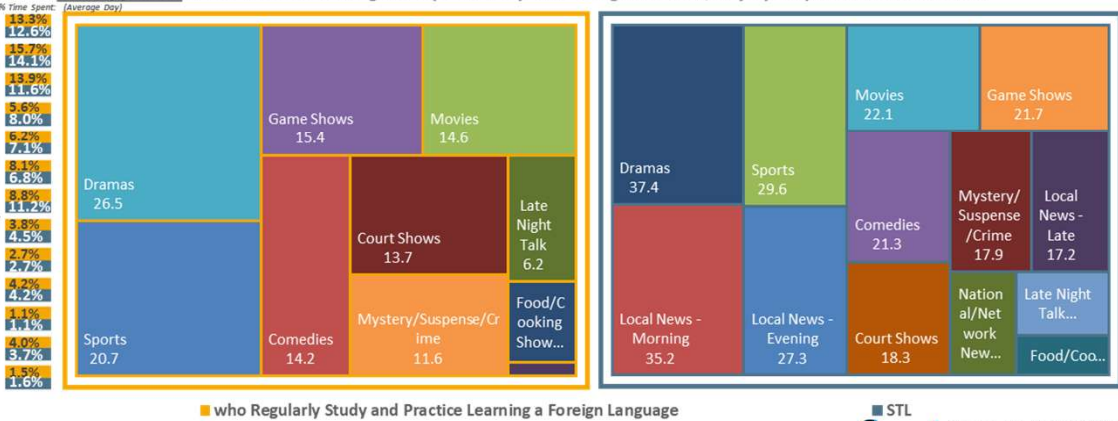
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



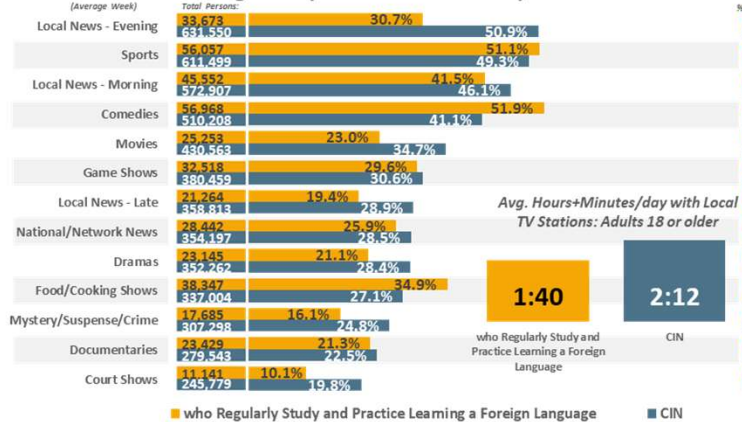
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



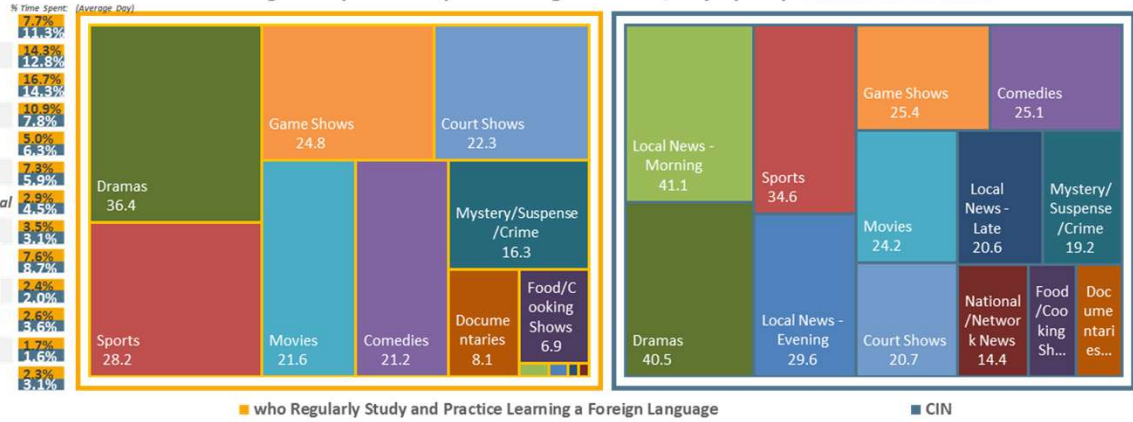


108,333 or 56.8% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Local News - Evening, Game Shows, and Food/Cooking Sho

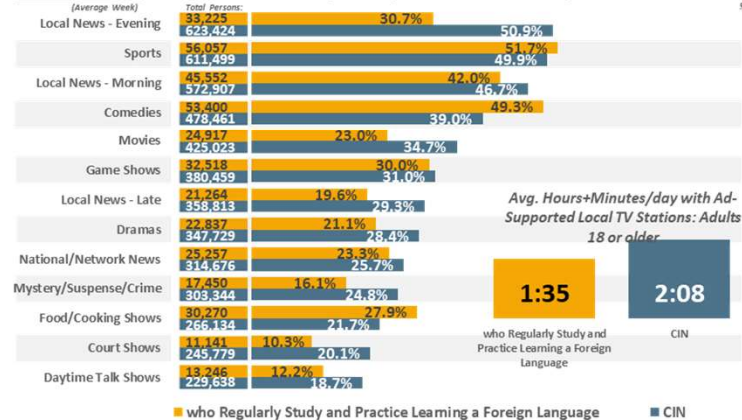
Local TV Station Programs (Persons & % Reach): Adults 18 or older



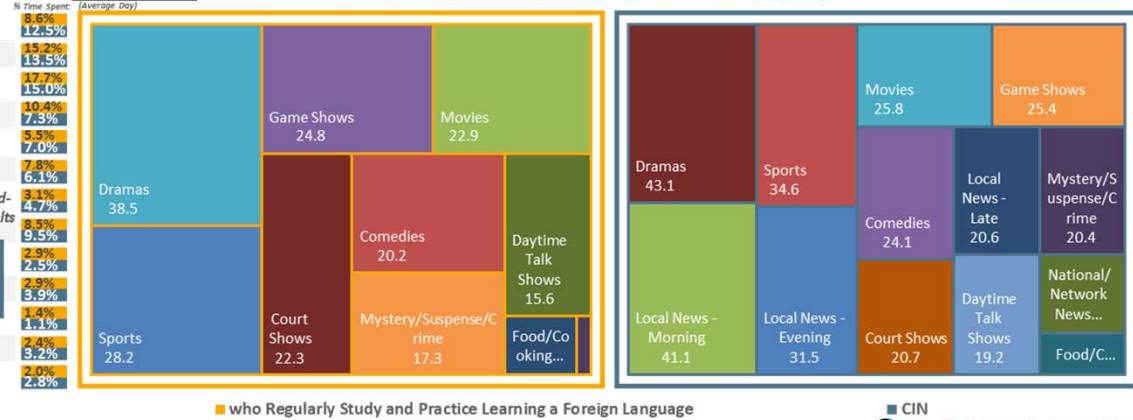
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



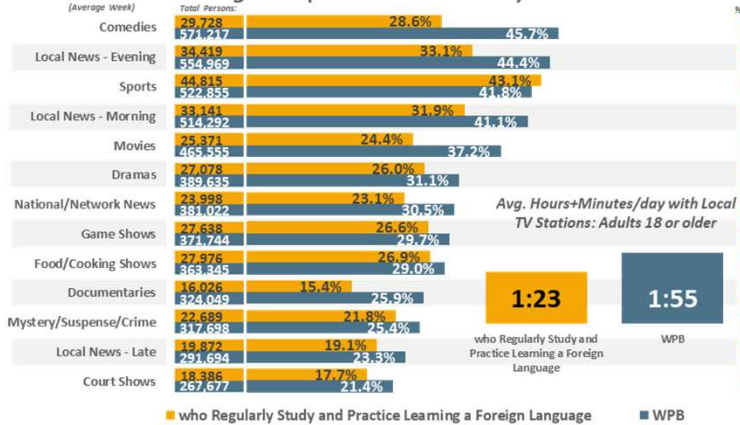
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



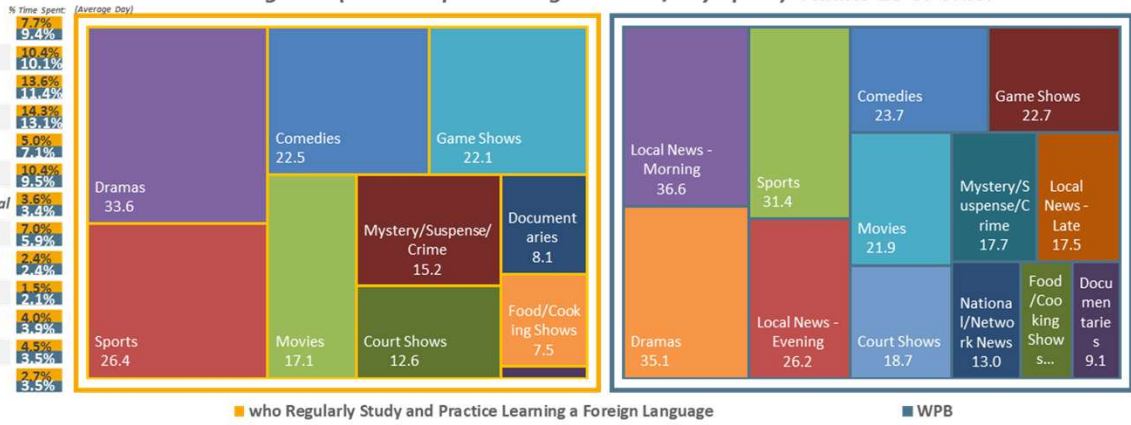


102,808 or 49.4% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Dramas.

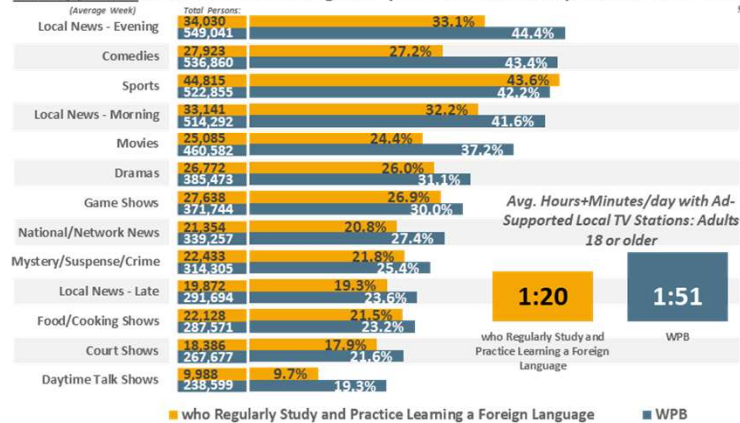
Local TV Station Programs (Persons & % Reach): Adults 18 or older



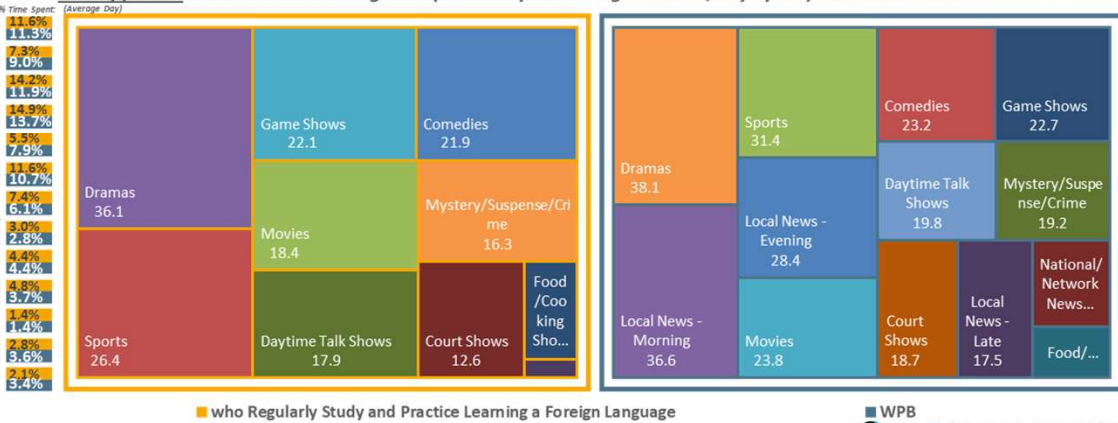
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

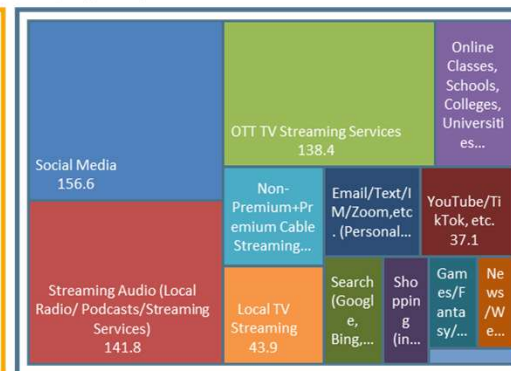
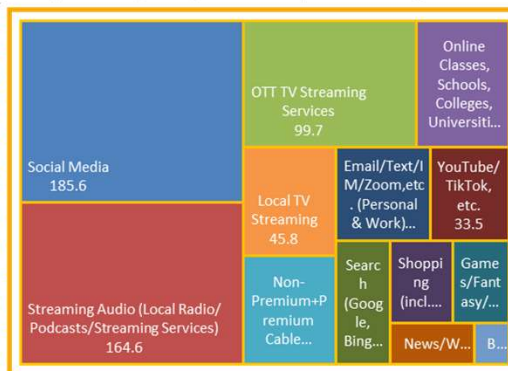


Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

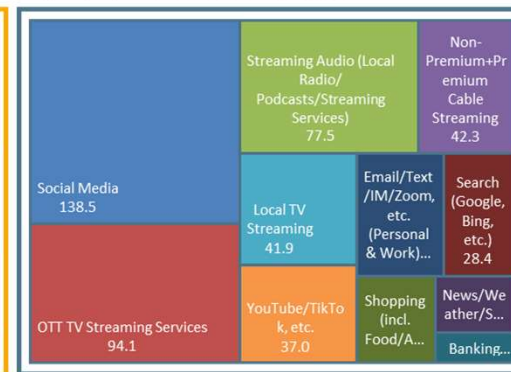
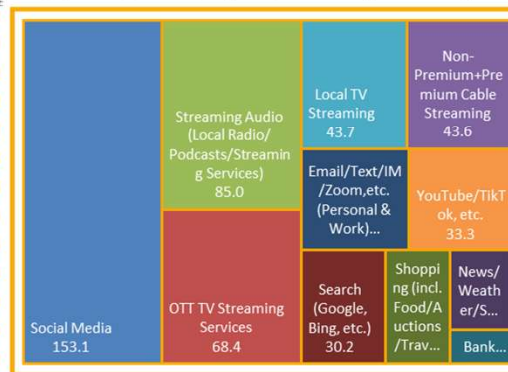




Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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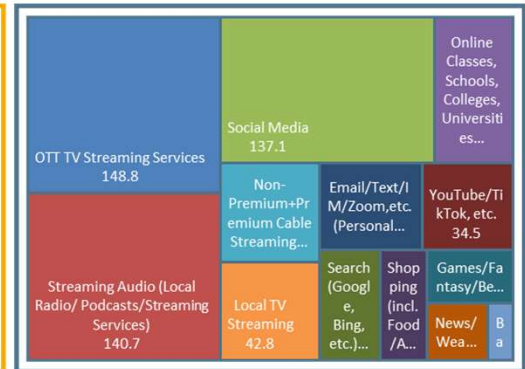
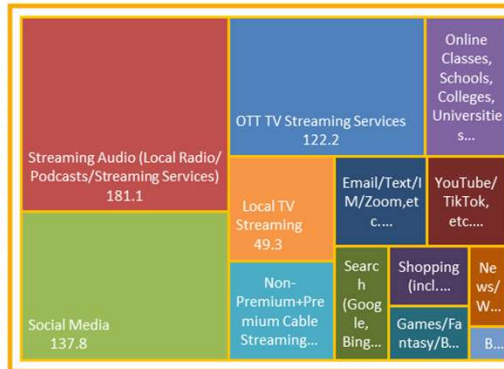
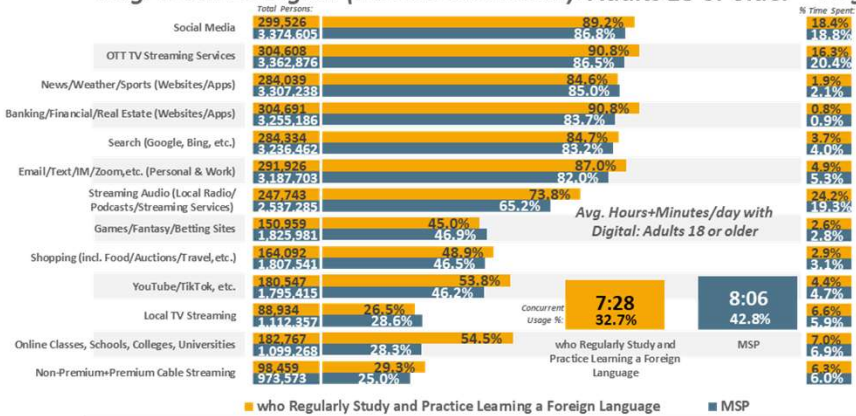
Activities done regularly: Foreign language study/practice



259,194 or 77.2% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language use Ad-Supported Social Media for an average of 119.3 minutes every day representing 22.6% of all time spent daily with Ad-Supported Digital Media.

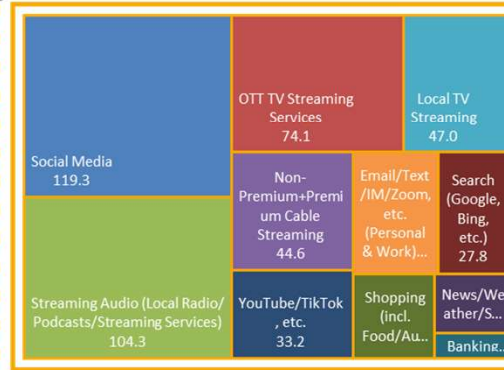
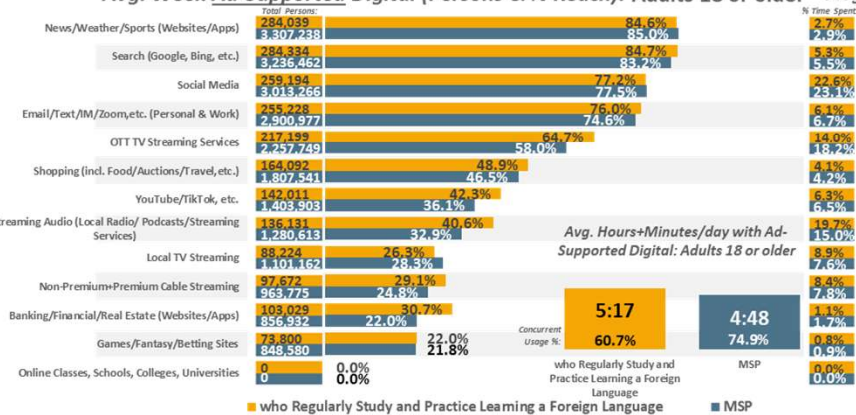
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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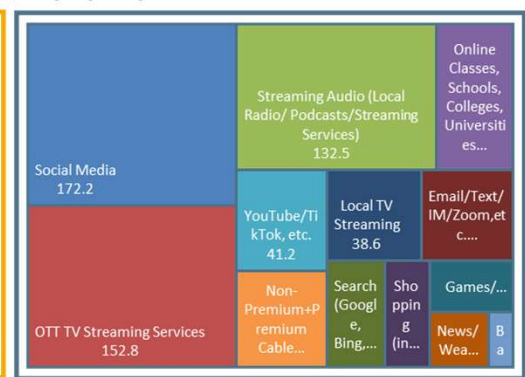
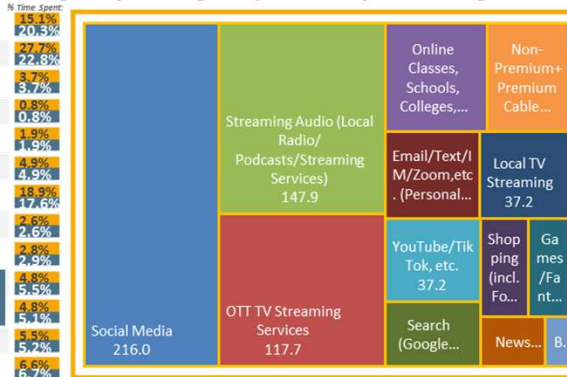
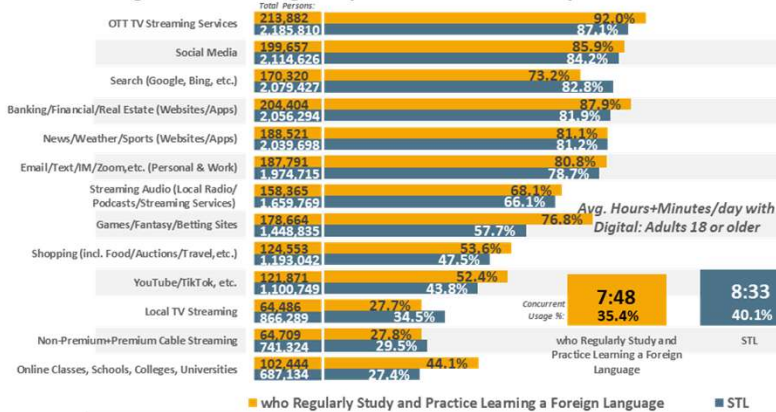
Activities done regularly: Foreign language study/practice



172,196 or 74.% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language use Ad-Supported Social Media for an average of 186.3 minutes every day representing 33.2% of all time spent daily with Ad-Supported Digital Media.

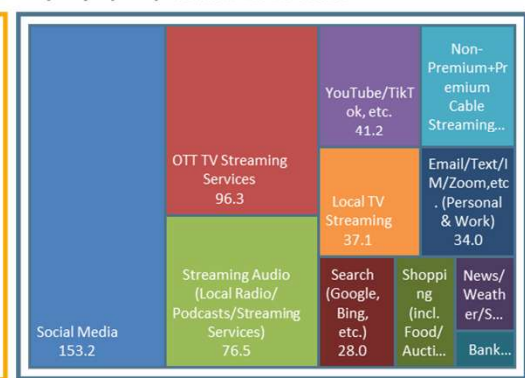
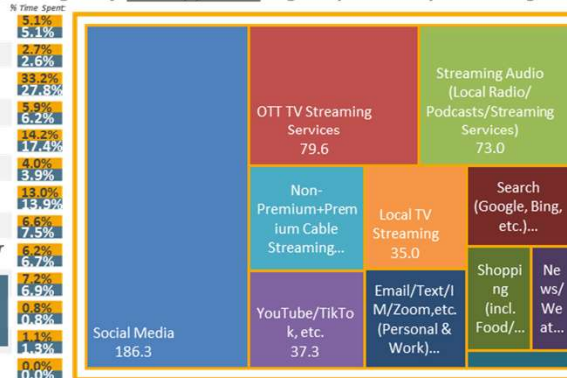
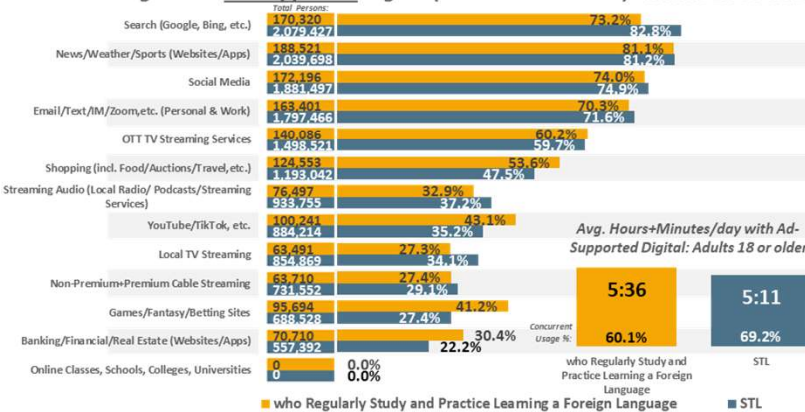
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

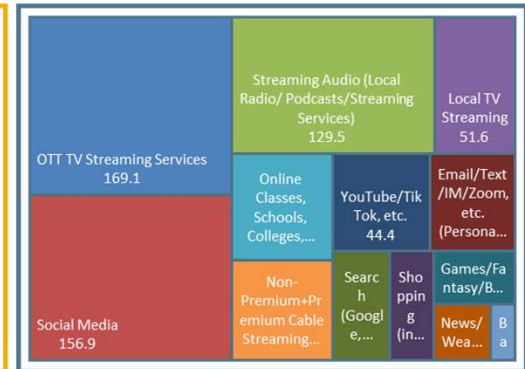
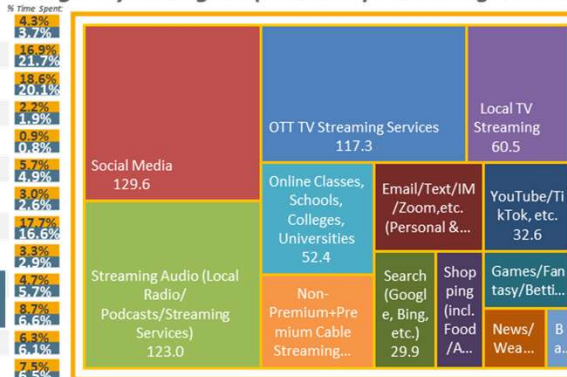
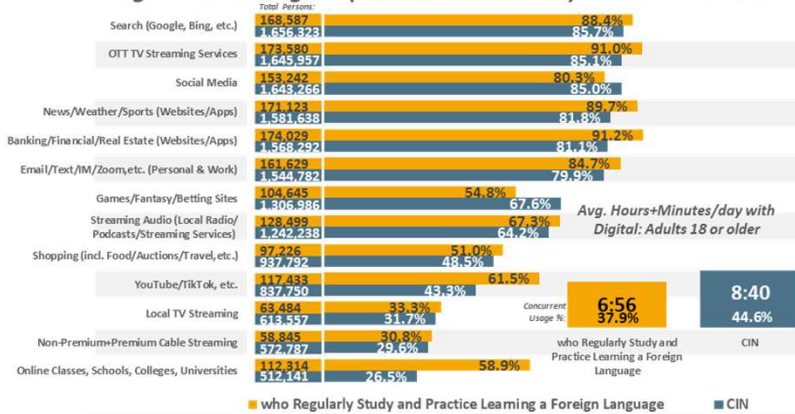




121,138 or 63.5% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language use Ad-Supported Social Media for an average of 102.4 minutes every day representing 21.4% of all time spent daily with Ad-Supported Digital Media.

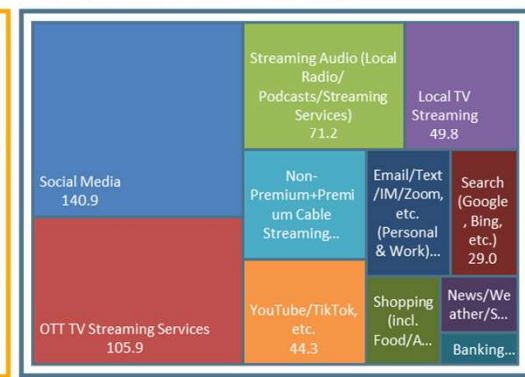
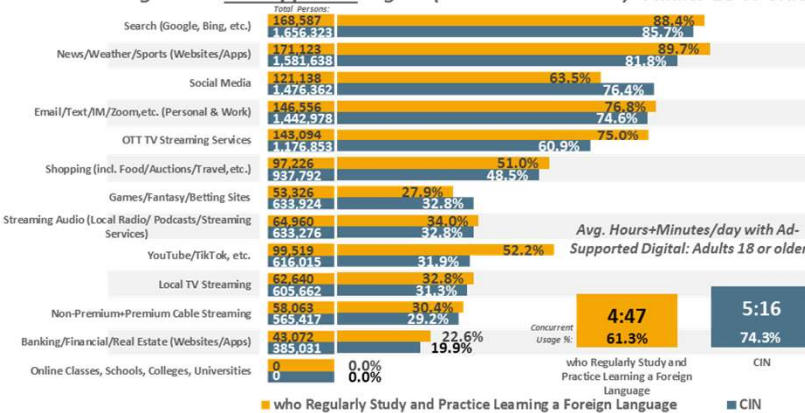
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

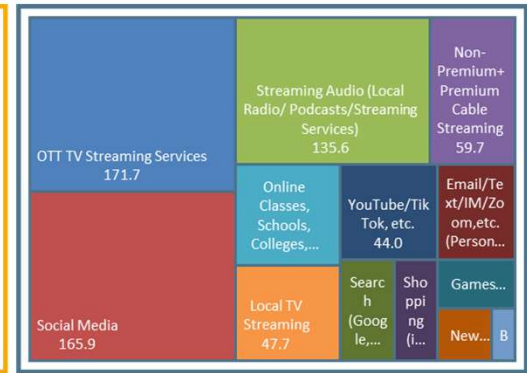
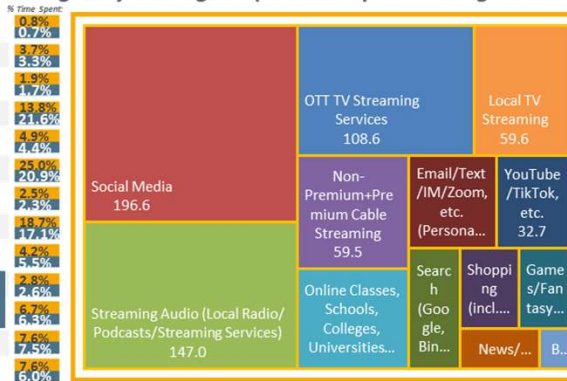
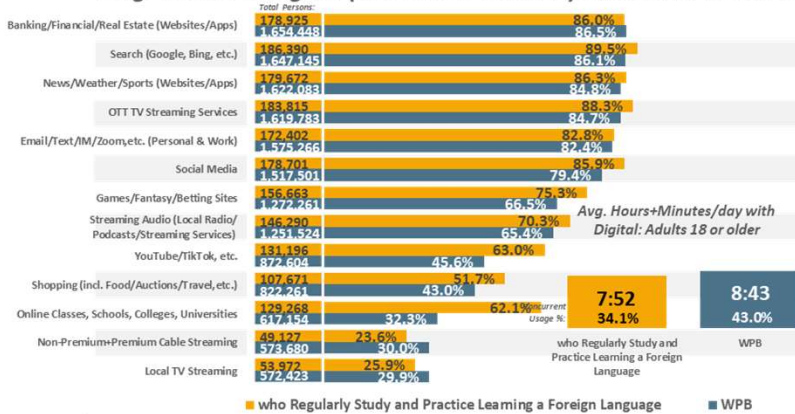




142,371 or 68.4% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language use Ad-Supported Social Media for an average of 156.7 minutes every day representing 27.1% of all time spent daily with Ad-Supported Digital Media.

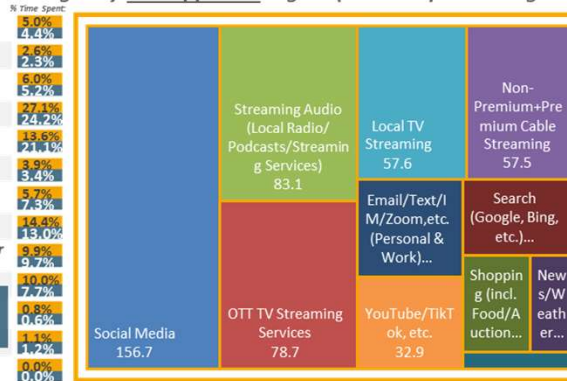
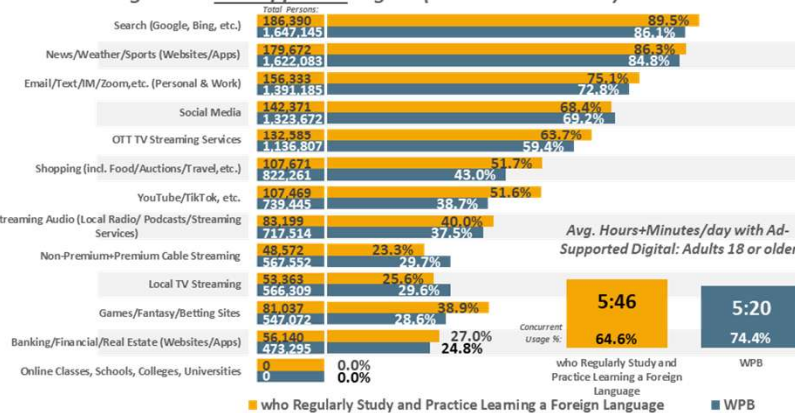
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

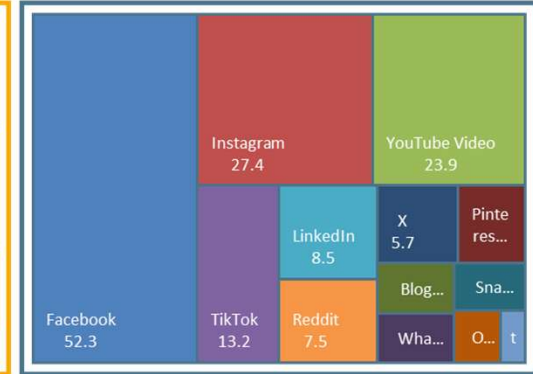
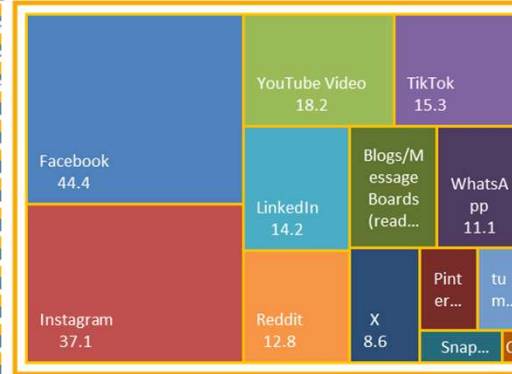
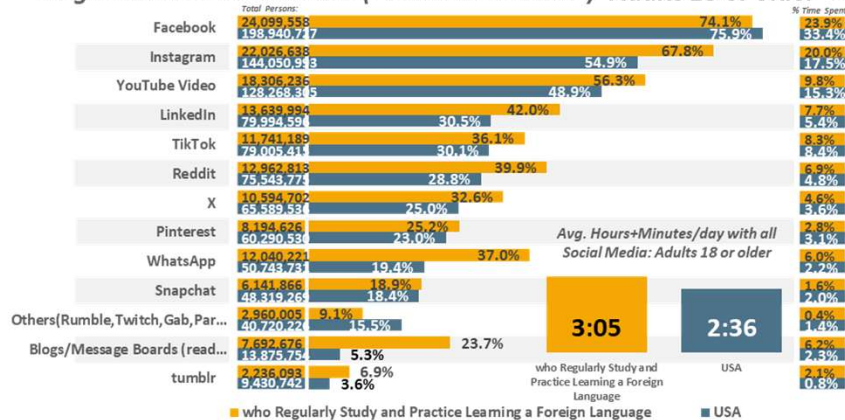
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



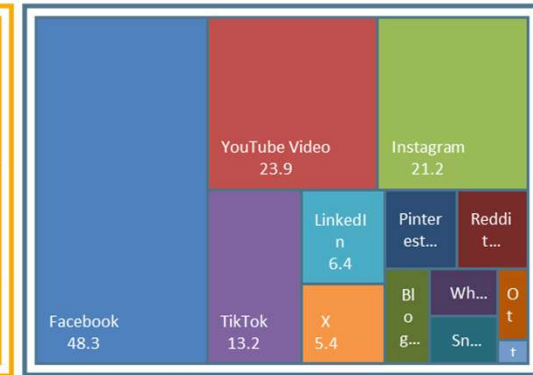
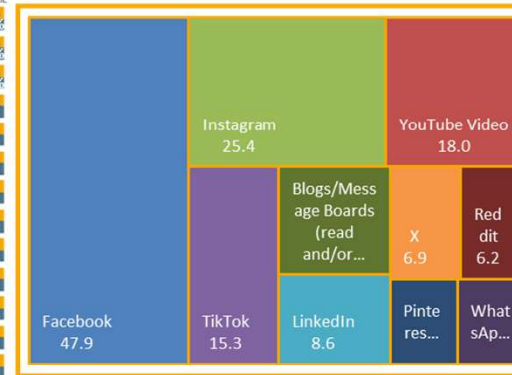
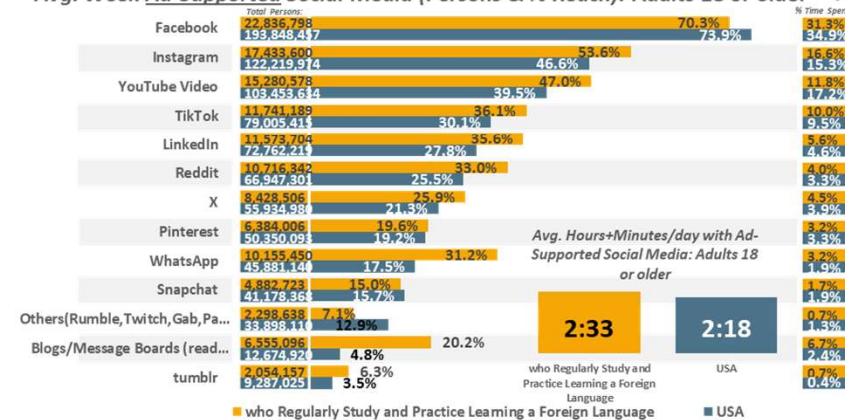


22,836,798 or 70.3% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language use Ad-Supported Facebook for an average of 47.9 minutes every day representing 31.3% of all time spent daily with Ad-Supported Social Media.

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**



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,981
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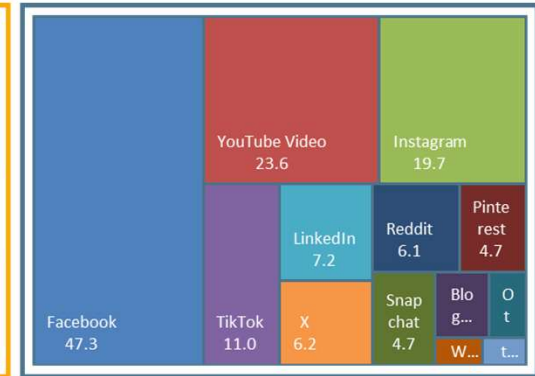
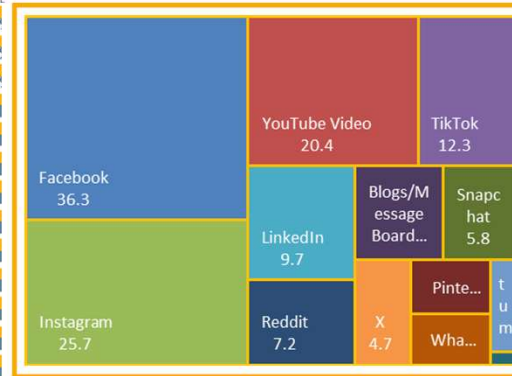
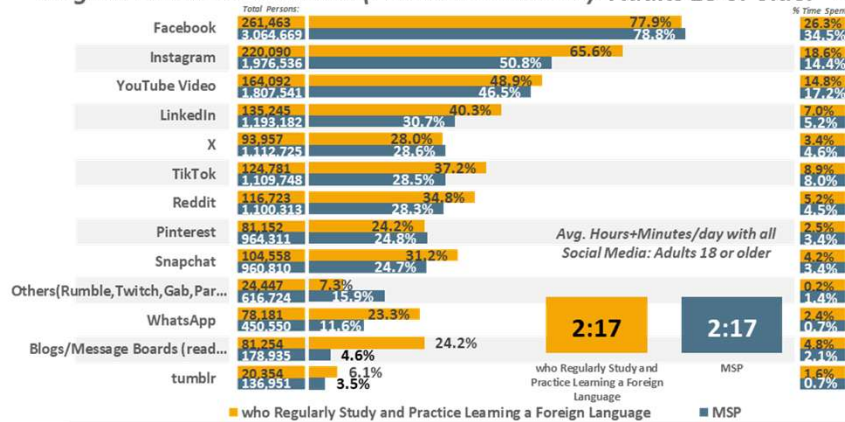
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Activities done regularly: Foreign language study/practice

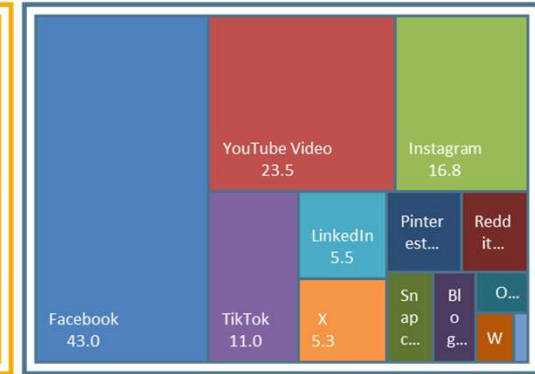
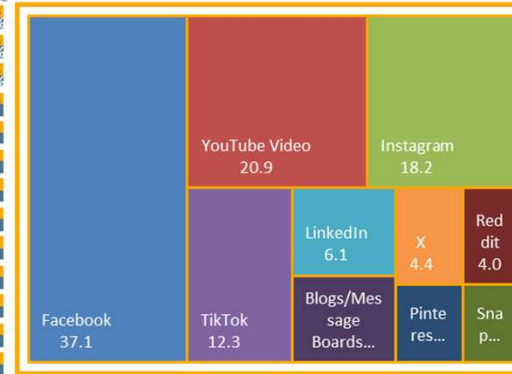
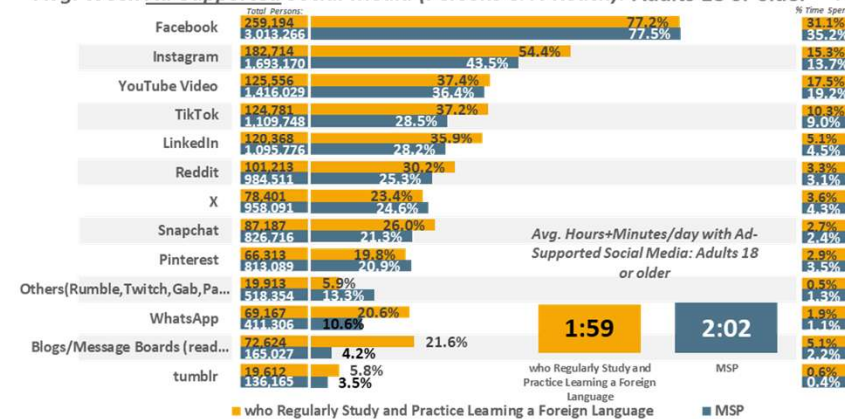


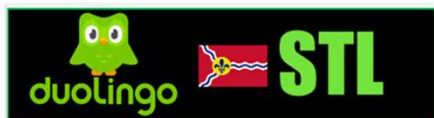
259,194 or 77.2% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language use Ad-Supported Facebook for an average of 37.1 minutes every day representing 31.1% of all time spent daily with Ad-Supported Social Media.

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**



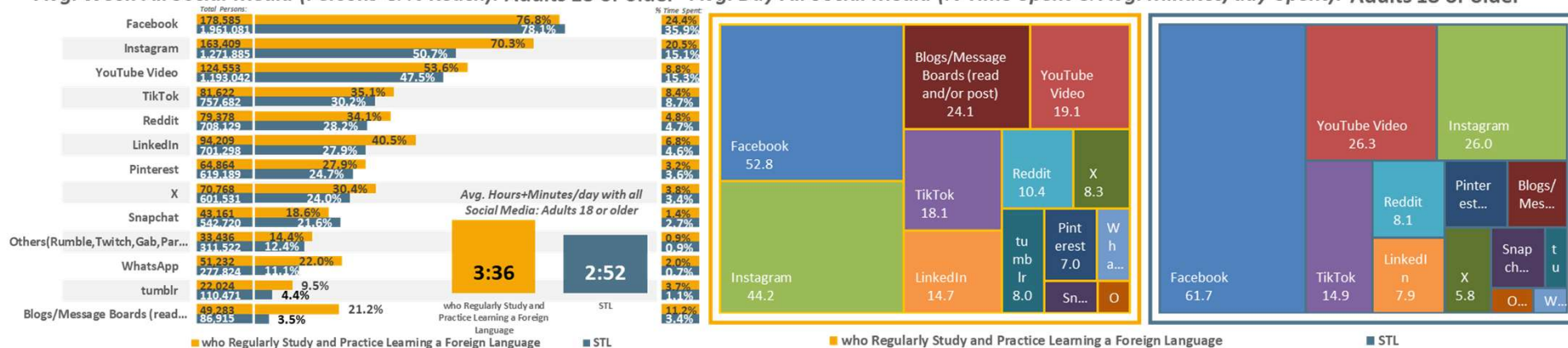
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





172,196 or 74.% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language use Ad-Supported Facebook for an average of 56.1 minutes every day representing 30.1% of all time spent daily with Ad-Supported Social Media.

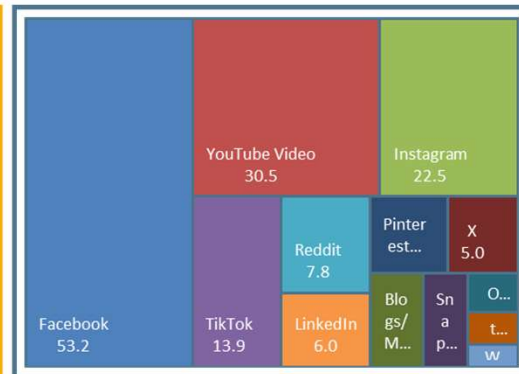
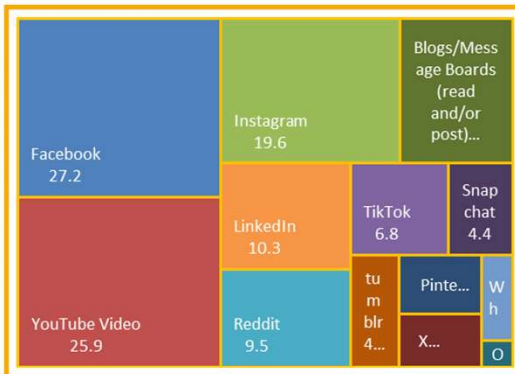
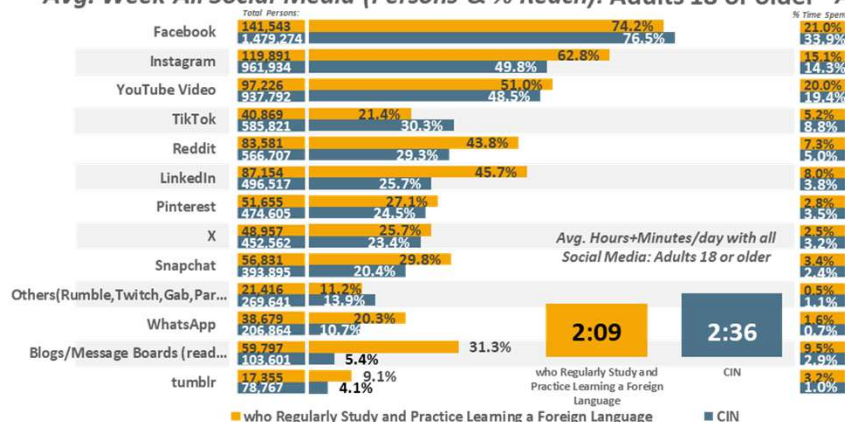
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



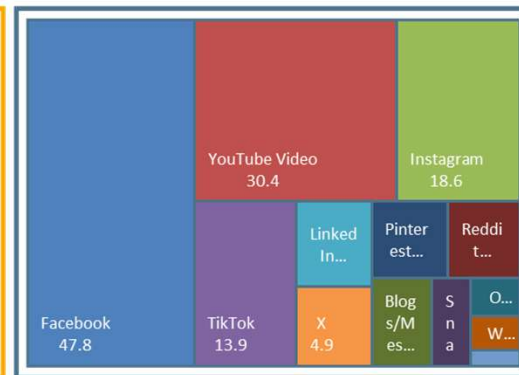
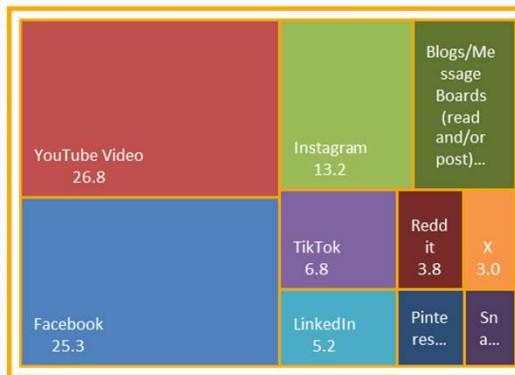
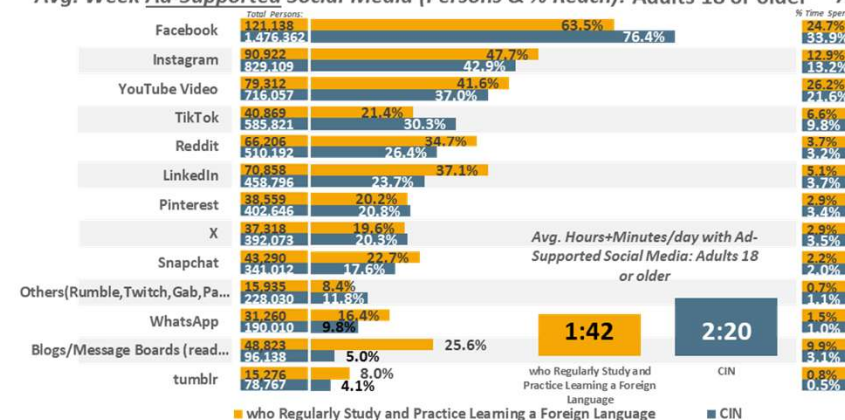


79,312 or 41.6% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language use Ad-Supported YouTube Video for an average of 26.8 minutes every day representing 26.2% of all time spent daily with Ad-Supported Social Media.

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



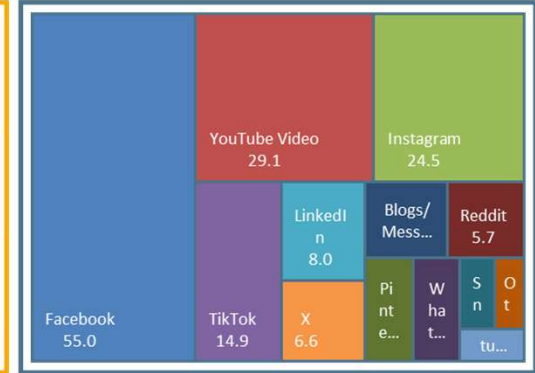
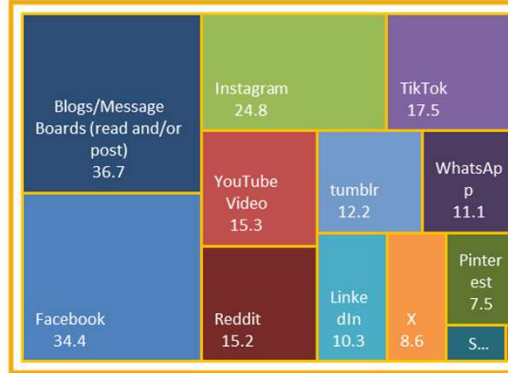
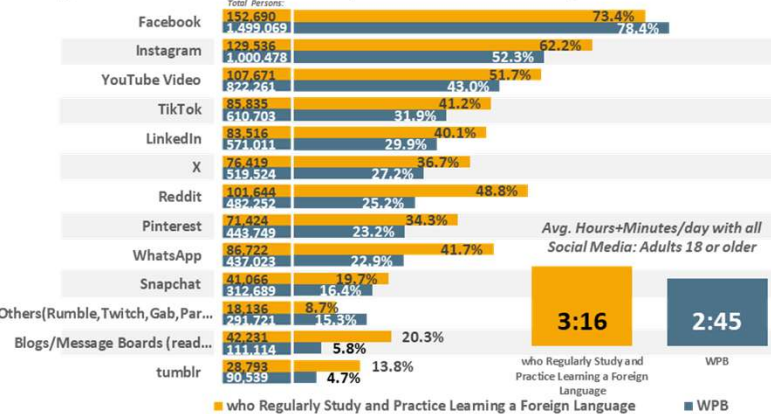
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



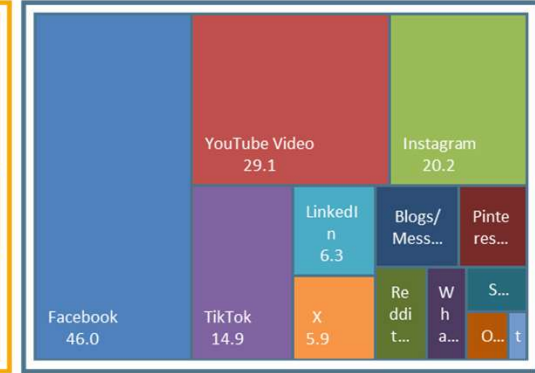
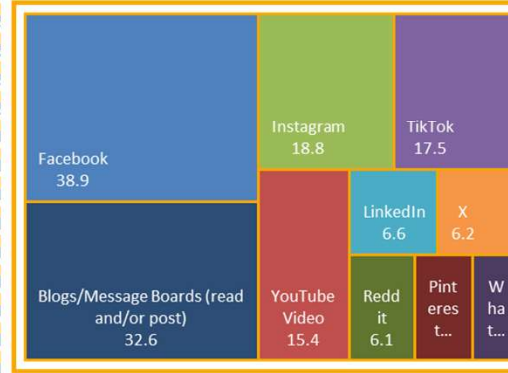
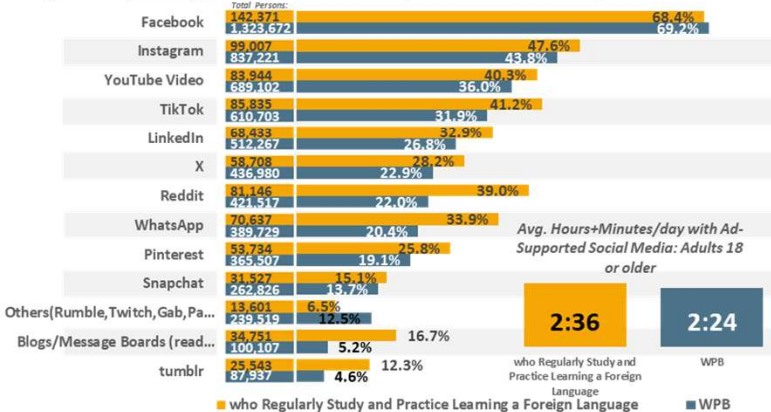


142,371 or 68.4% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language use Ad-Supported Facebook for an average of 38.9 minutes every day representing 24.8% of all time spent daily with Ad-Supported Social Media.

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



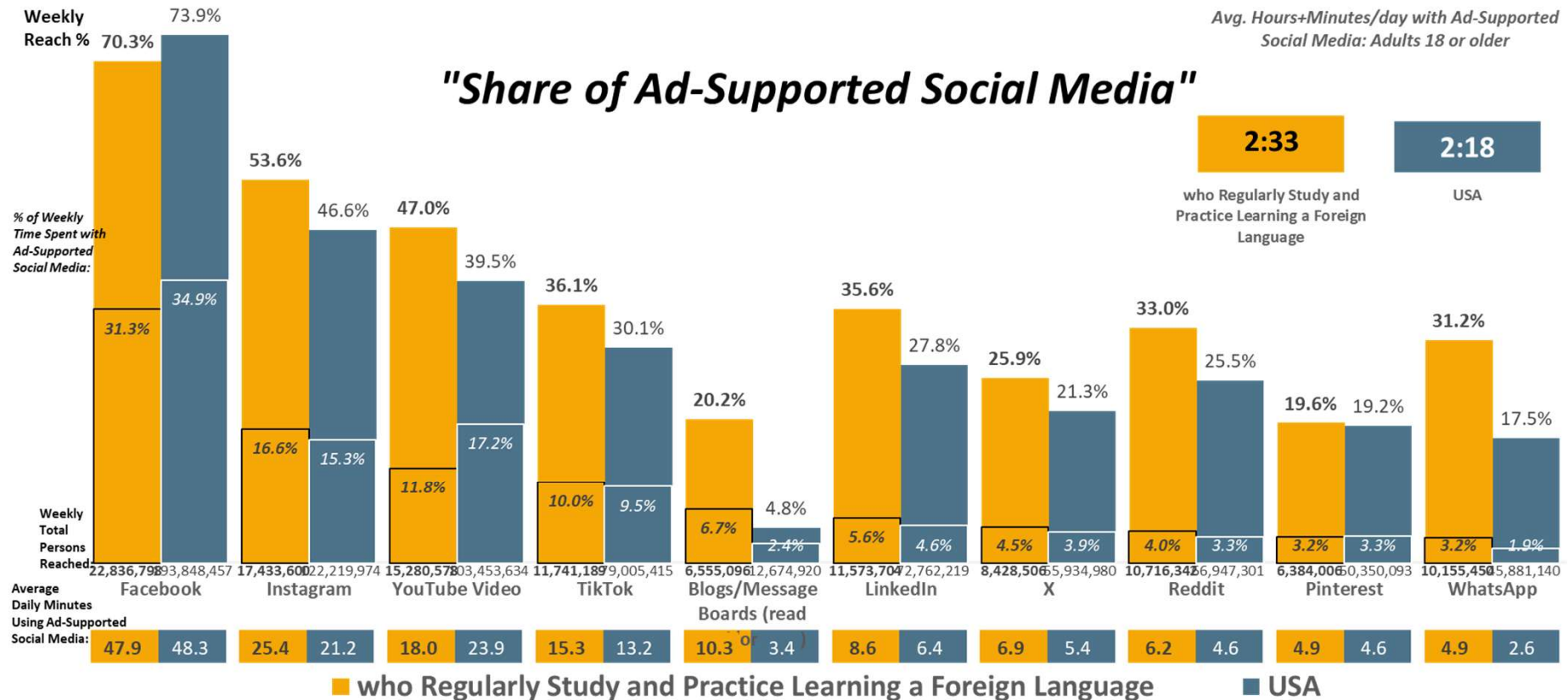
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





22,836,798 or 70.3% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language use Ad-Supported Facebook for an average of 47.9 minutes every day representing 31.3% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



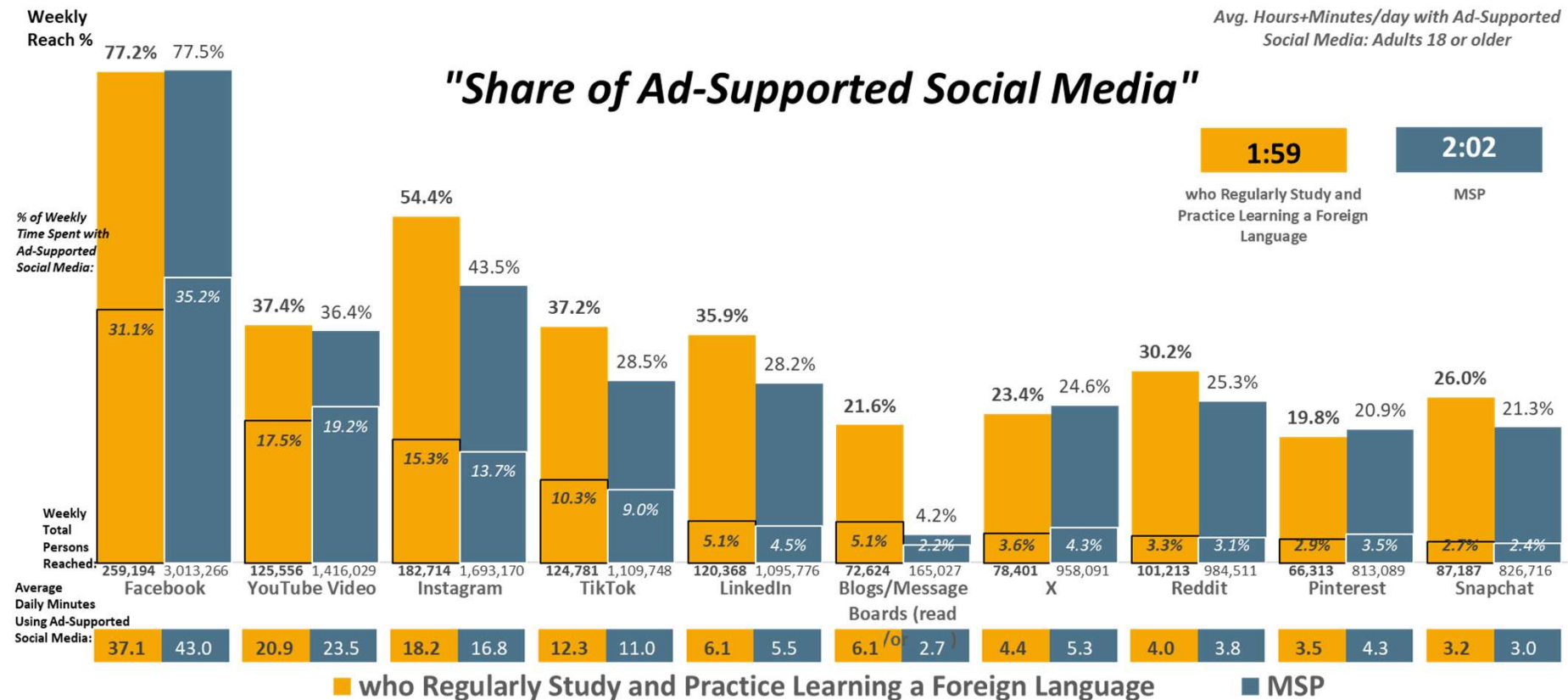
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,981 Scarborough R2 2025: Sep24-Aug25 USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507
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Activities done regularly: Foreign language study/practice



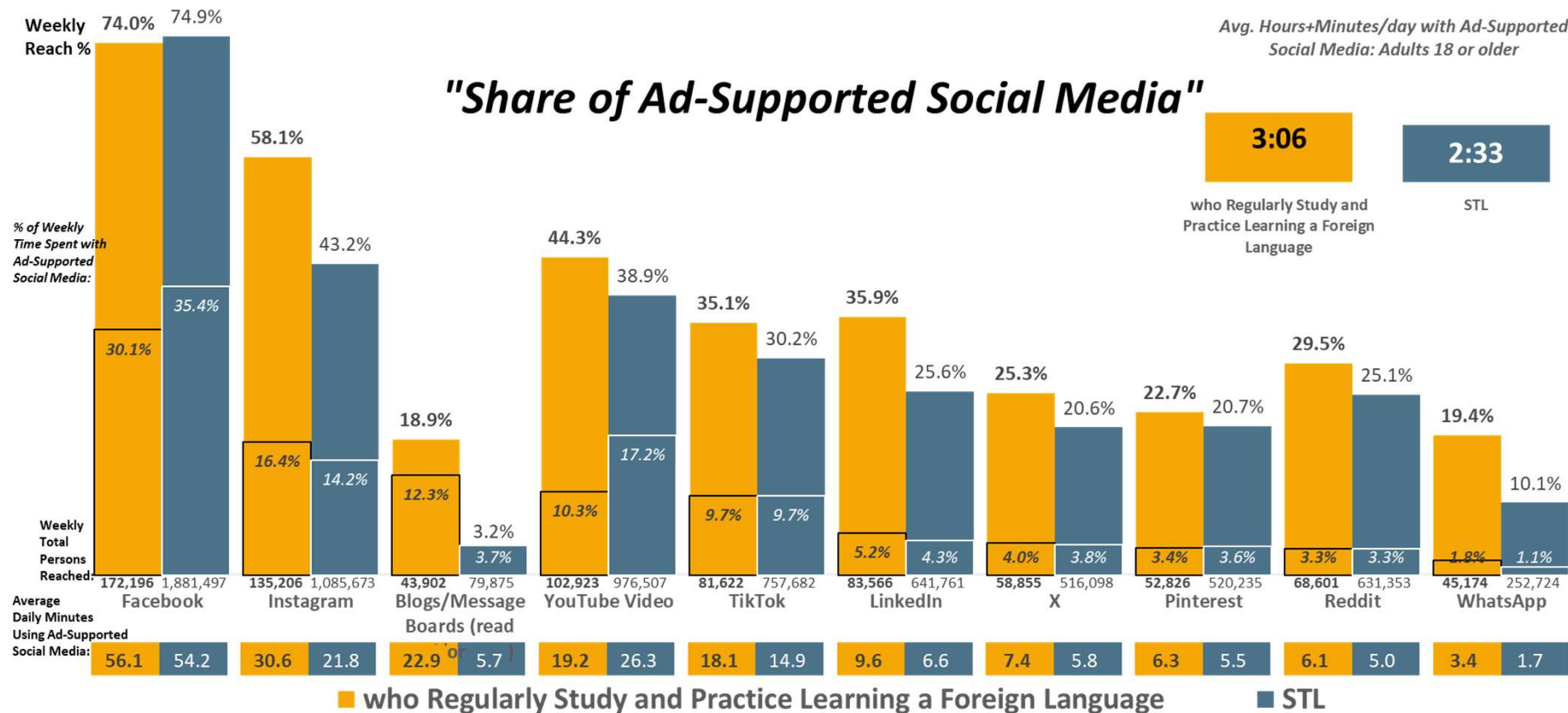
259,194 or 77.2% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language use Ad-Supported Facebook for an average of 37.1 minutes every day representing 31.1% of all time spent daily with Ad-Supported Social Media.





172,196 or 74.0% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language use Ad-Supported Facebook for an average of 56.1 minutes every day representing 30.1% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



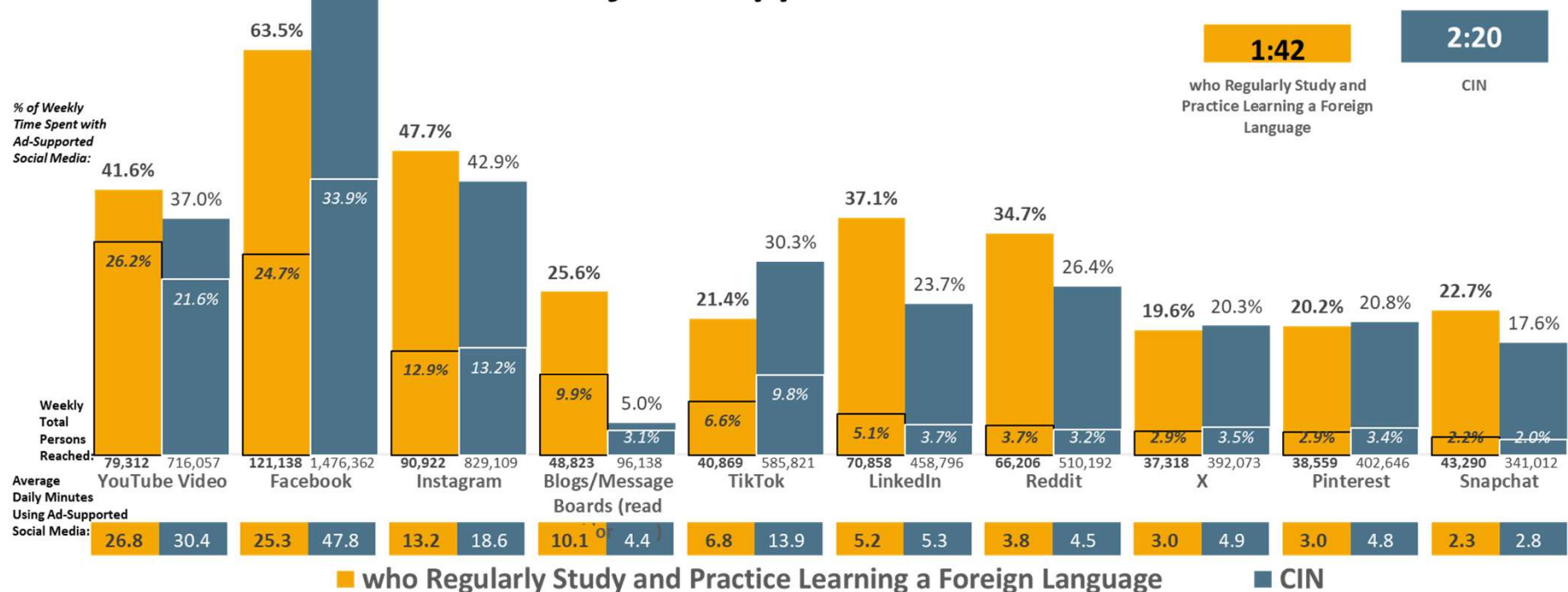


79,312 or 41.6% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language use Ad-Supported YouTube Video for an average of 26.8 minutes every day representing 26.2% of all time spent daily with Ad-Supported Social Media.

Weekly
Reach %

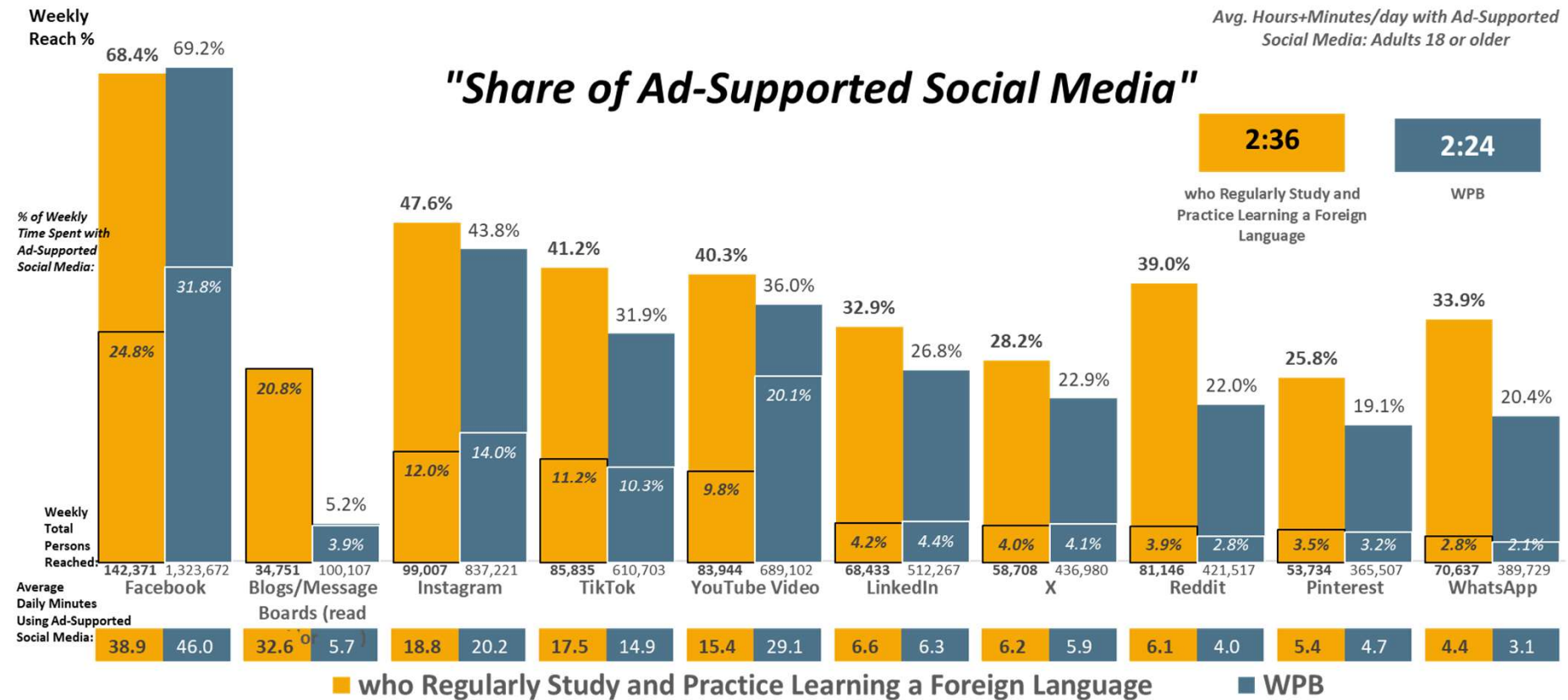
Avg. Hours+Minutes/day with Ad-Supported
Social Media: Adults 18 or older

"Share of Ad-Supported Social Media"





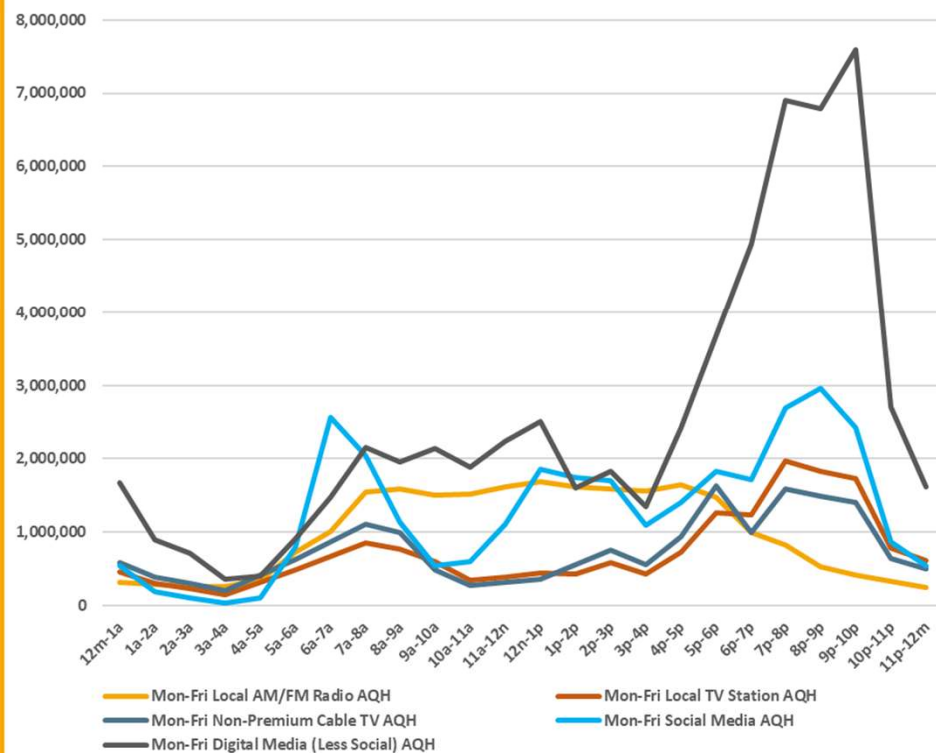
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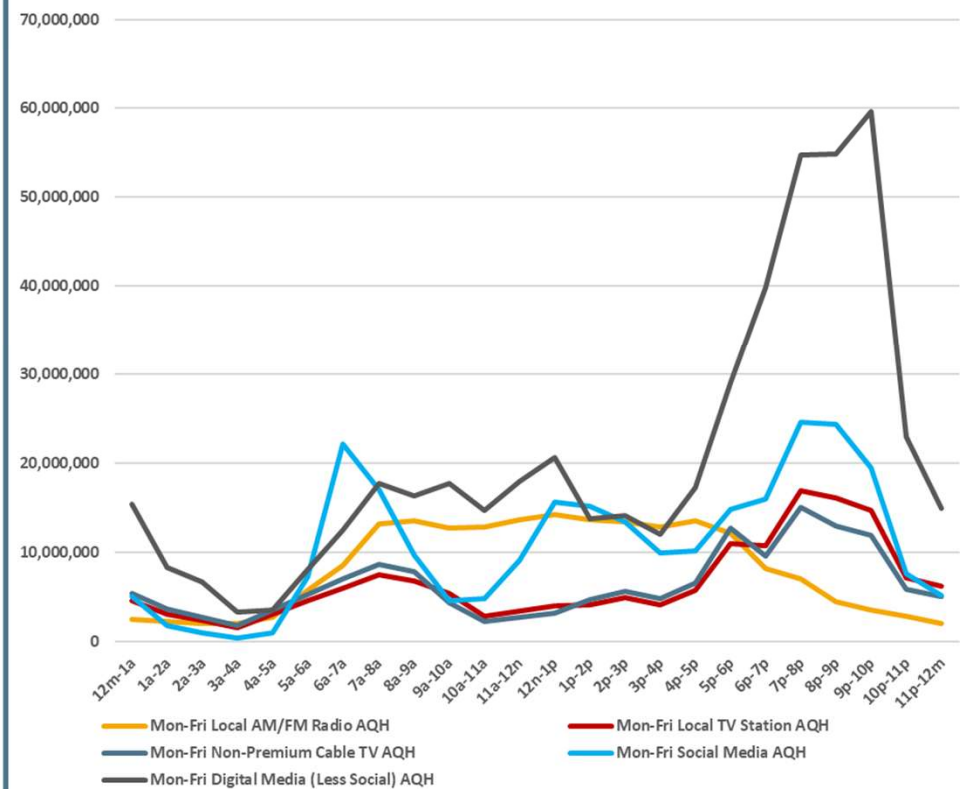


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,320,840;
Local Radio: 1,487,083; Social Media: 1,487,042; Non-Prem. Cable: 754,448; Local TV:
669,297 reaching Adults 18 or older who Regularly Study and Practice Learn

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Regularly Study and Practice
Learning a Foreign Language*



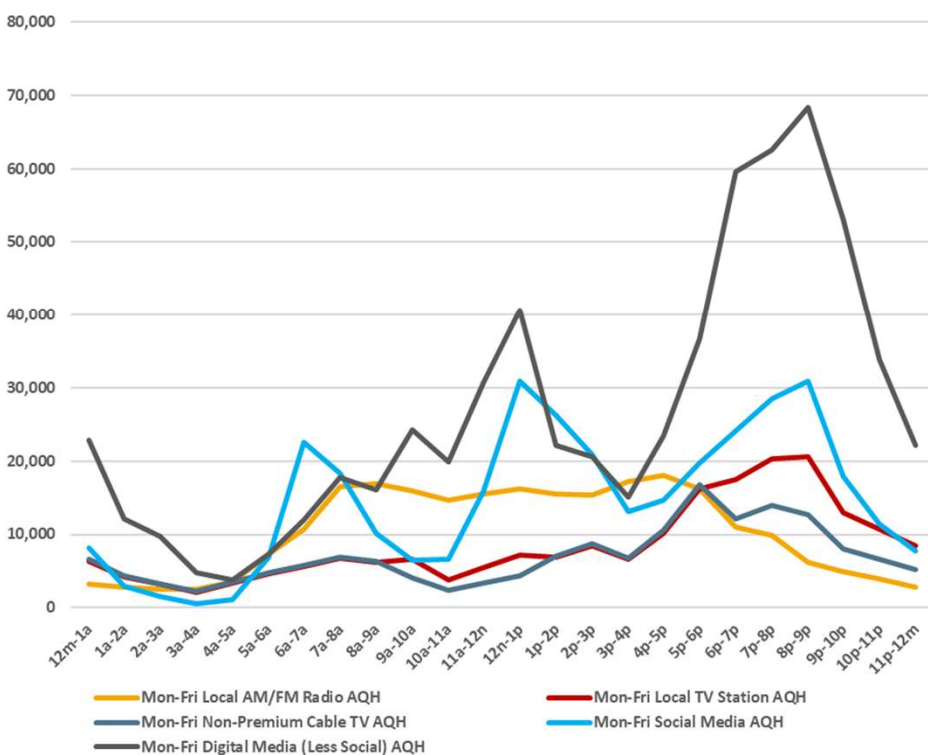
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 18 or older*



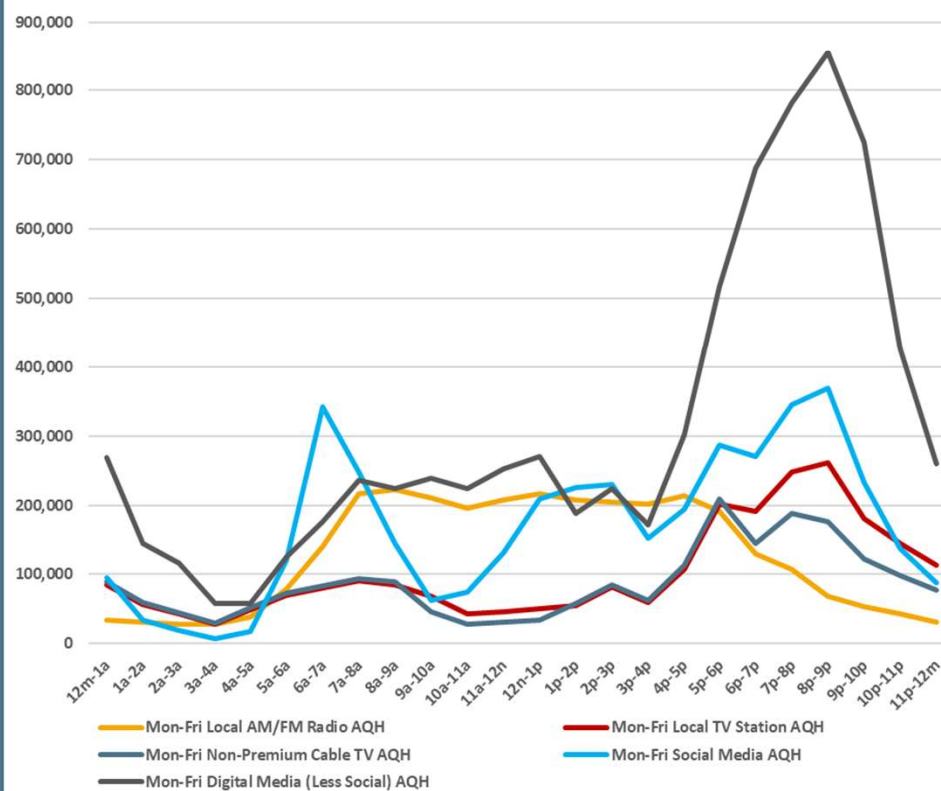


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 26,091;
 Social Media: 17,672; Local Radio: 15,396; Local TV: 8,252; Non-Prem. Cable: 7,319
 reaching Adults 18 or older who Regularly Study and Practice Learning a Foreign Language

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
 Adults 18 or older who Regularly Study and Practice
 Learning a Foreign Language*



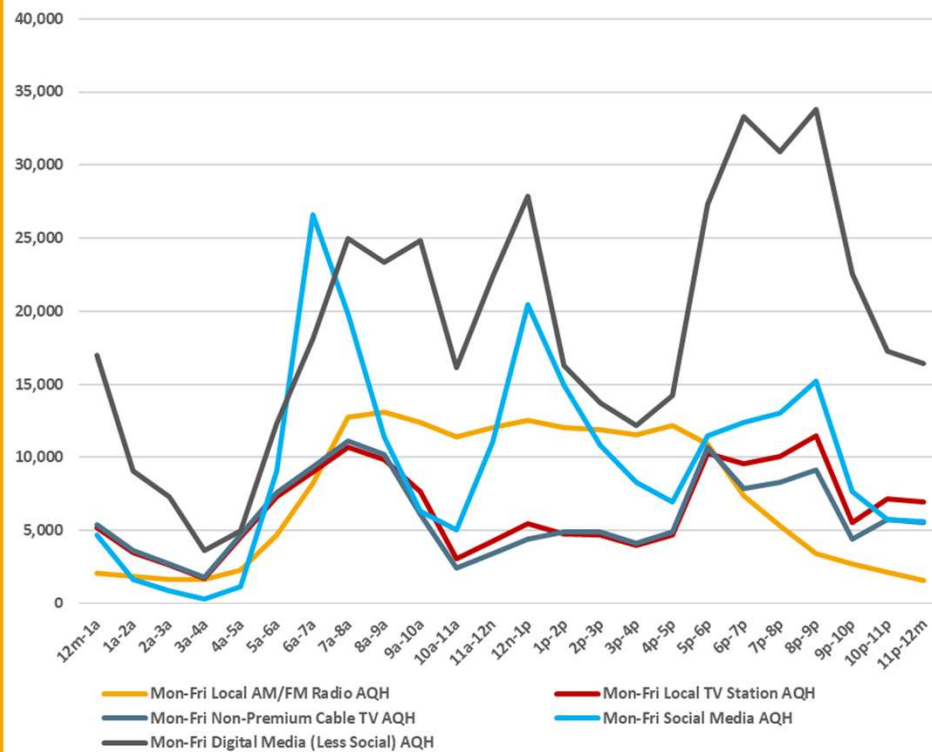
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
 MSP Metro Area Adults 18 or older*



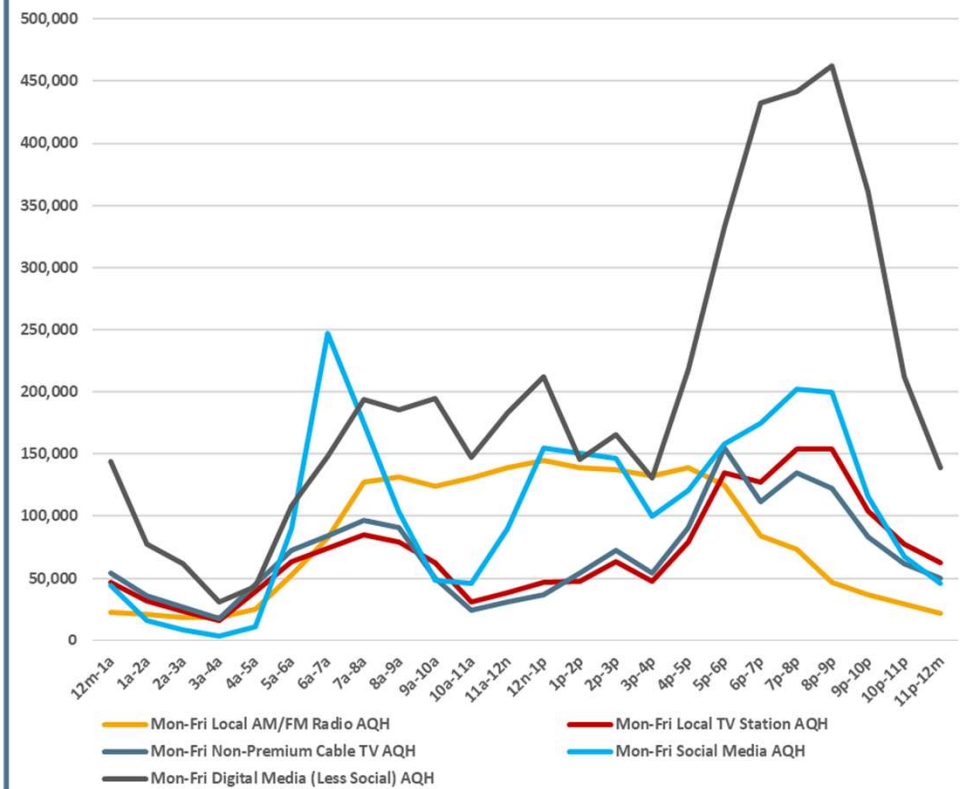


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 21,125;
Social Media: 12,752; Local Radio: 11,407; Local TV: 6,755; Non-Prem. Cable: 6,489
reaching Adults 18 or older who Regularly Study and Practice Learning a Foreign Language

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Regularly Study and Practice
Learning a Foreign Language*



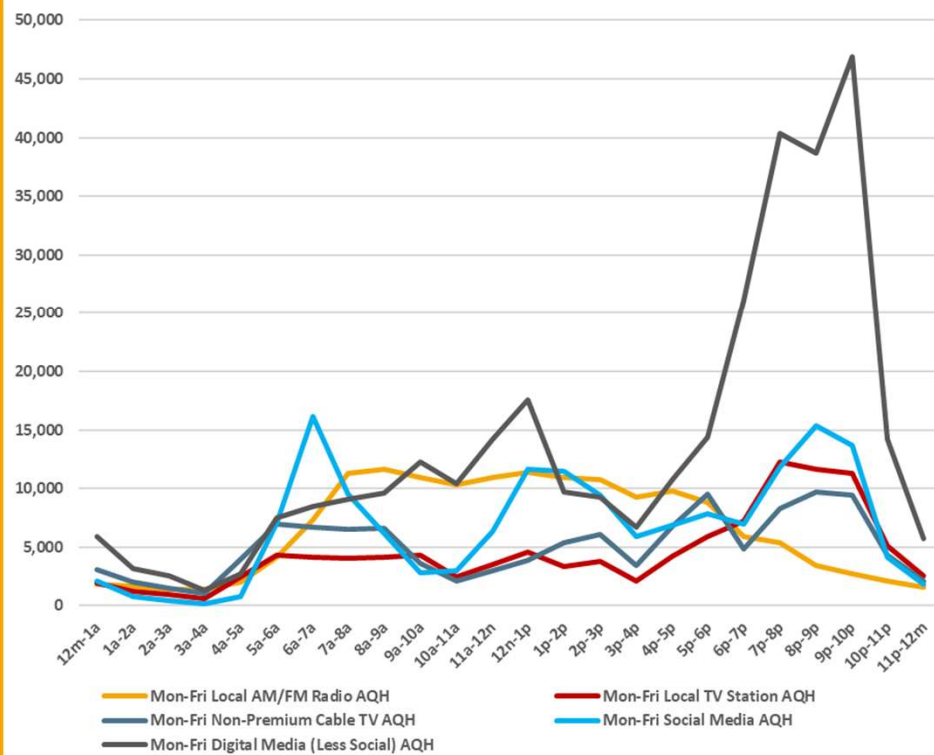
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Adults 18 or older*



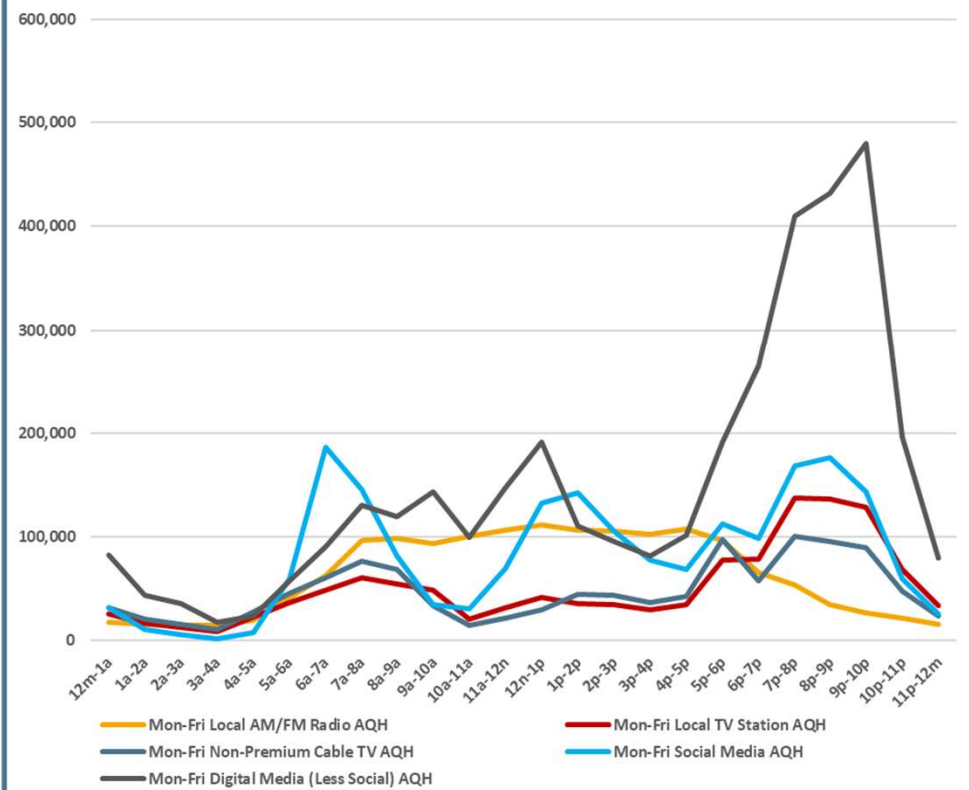


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 12,196;
Local Radio: 9,963; Social Media: 8,012; Non-Prem. Cable: 5,256; Local TV: 4,145 reaching
Adults 18 or older who Regularly Study and Practice Learning a Foreign L

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Regularly Study and Practice
Learning a Foreign Language*



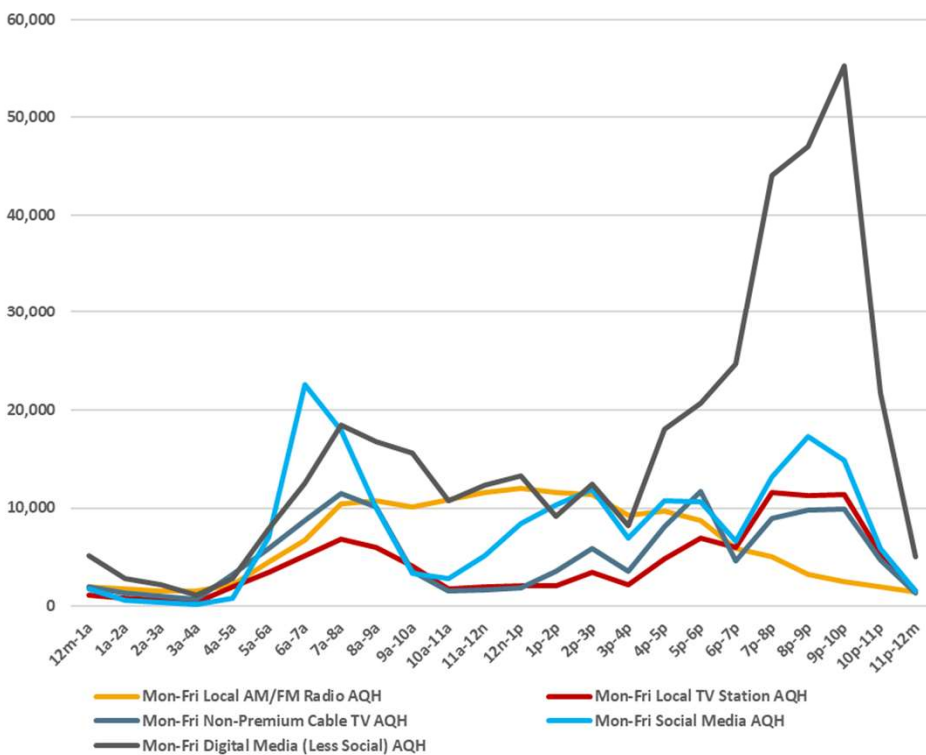
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 18 or older*



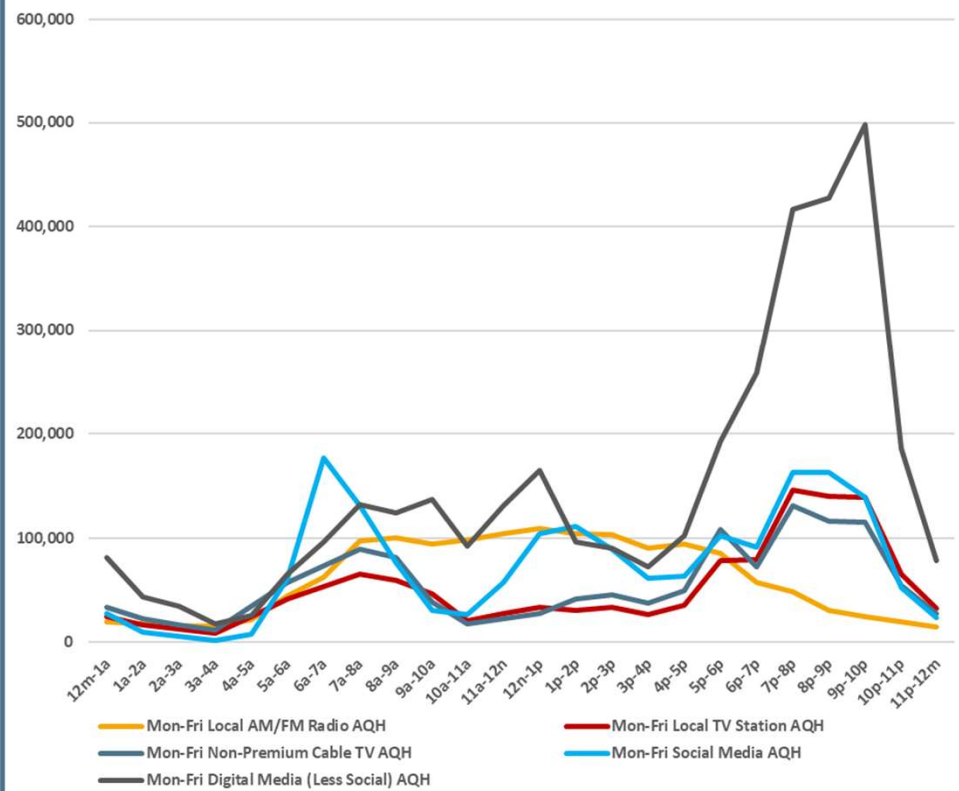


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 14,851;
Local Radio: 9,926; Social Media: 9,800; Non-Prem. Cable: 5,863; Local TV: 4,095 reaching
Adults 18 or older who Regularly Study and Practice Learning a Foreign L

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Regularly Study and Practice
Learning a Foreign Language



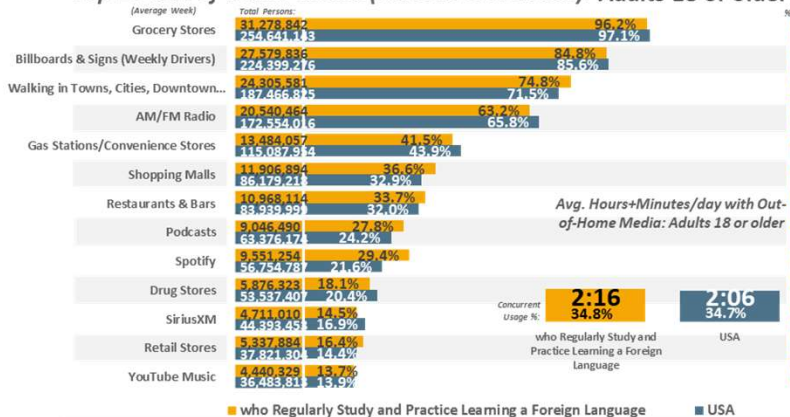
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 18 or older



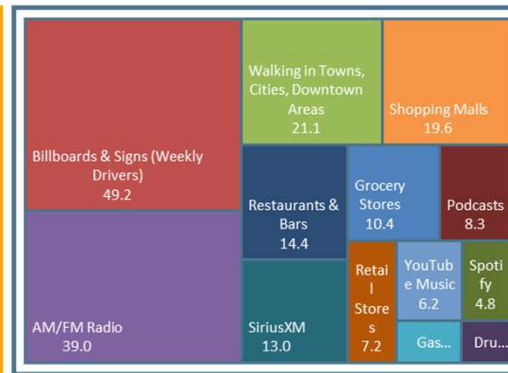
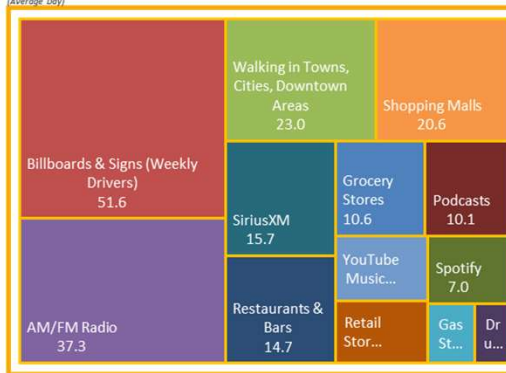


27,579,836 or 84.8% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 51.6 minutes per day driving, seeing Billboards and Signs. 61.3% Listen to Local Radio Stations Out-of-Home for an average of 35.1 m

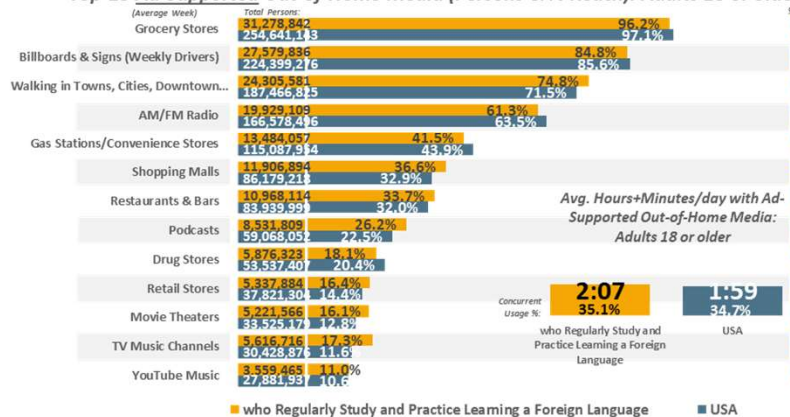
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



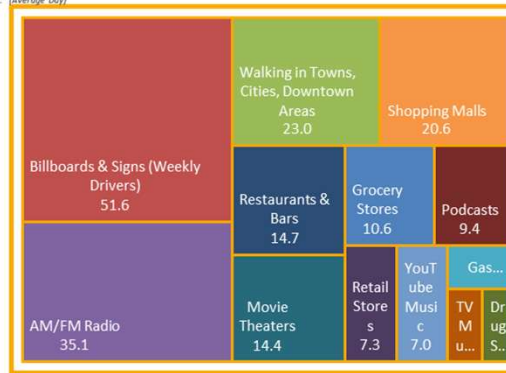
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,981
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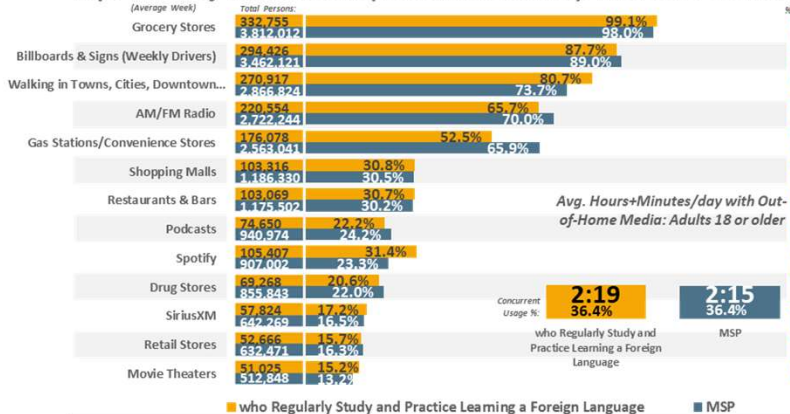
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Activities done regularly: Foreign language study/practice

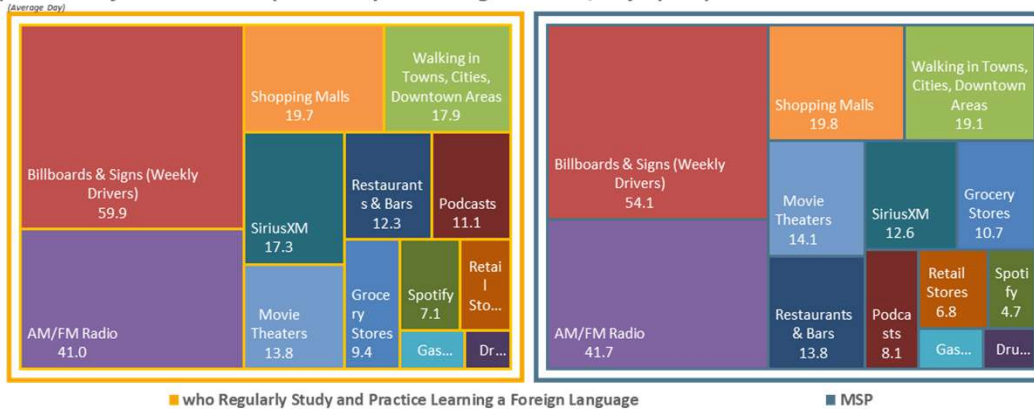


294,426 or 87.7% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 59.9 minutes per day driving, seeing Billboards and Signs. 62.2% Listen to Local Radio Stations Out-of-Home for an average of 37.2 minutes

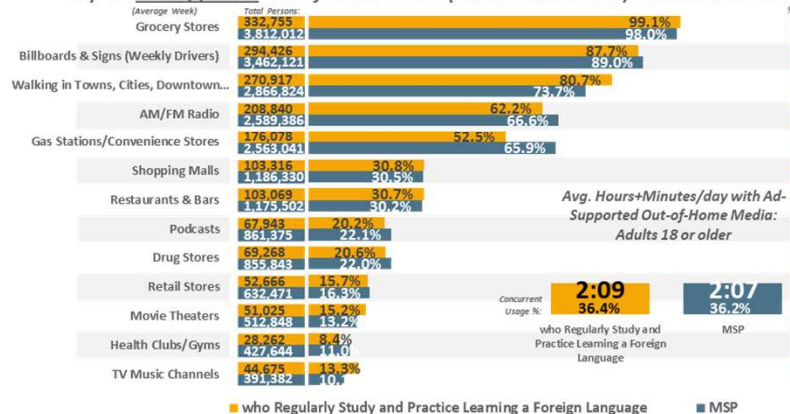
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



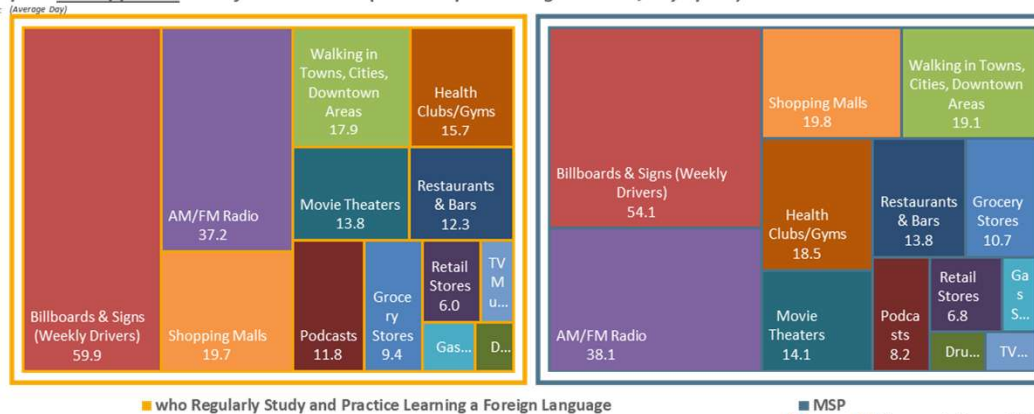
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



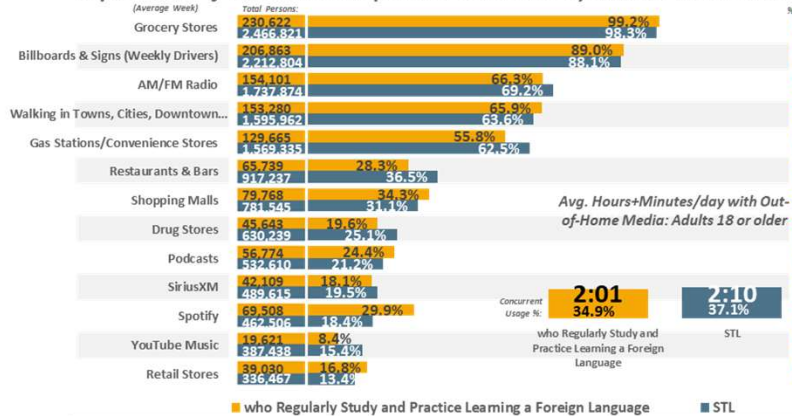
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



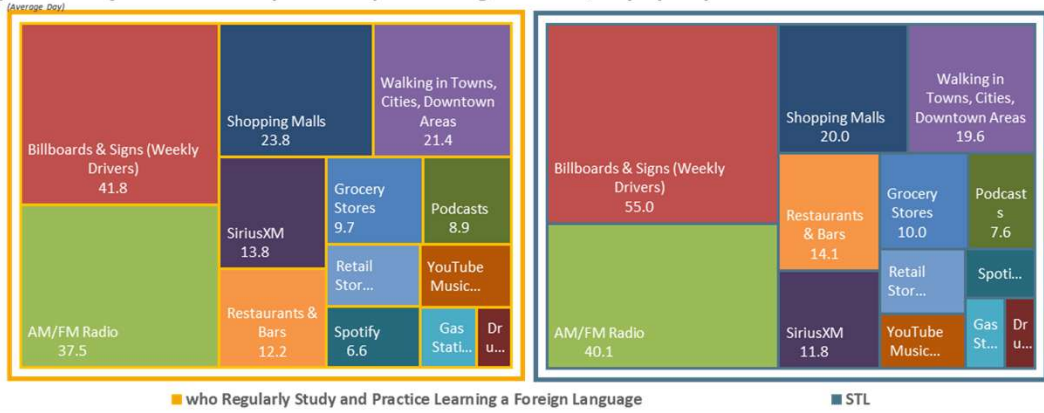


206,863 or 89.% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 41.8 minutes per day driving, seeing Billboards and Signs. 63.8% Listen to Local Radio Stations Out-of-Home for an average of 34.3 minutes

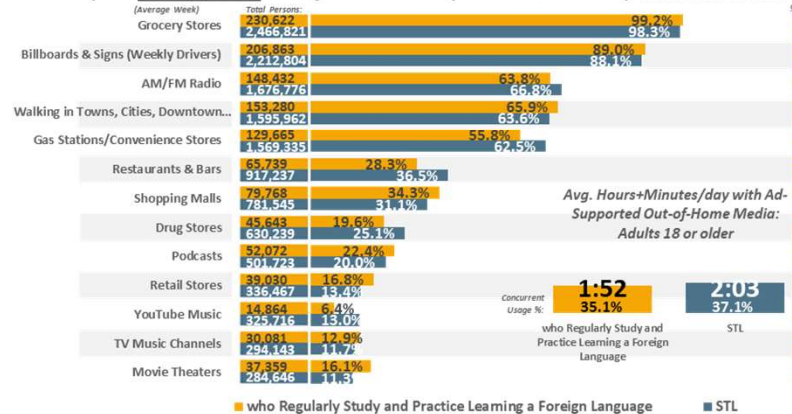
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



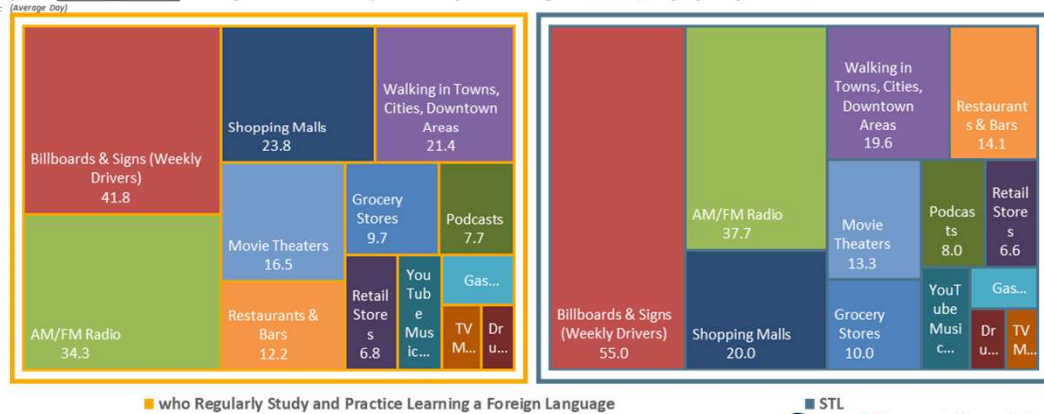
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



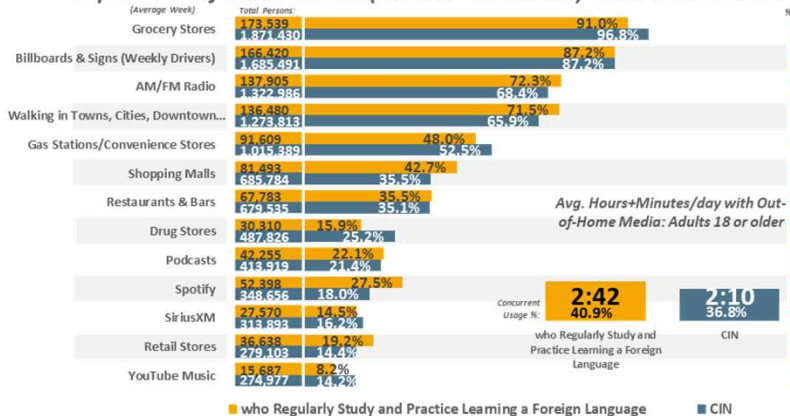
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



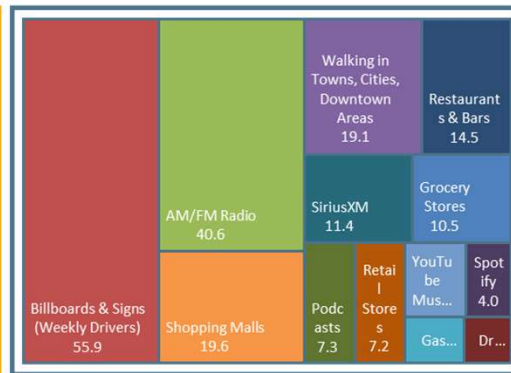


166,420 or 87.2% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 80.4 minutes per day driving, seeing Billboards and Signs. 68.9% Listen to Local Radio Stations Out-of-Home for an average of 32.7 minutes

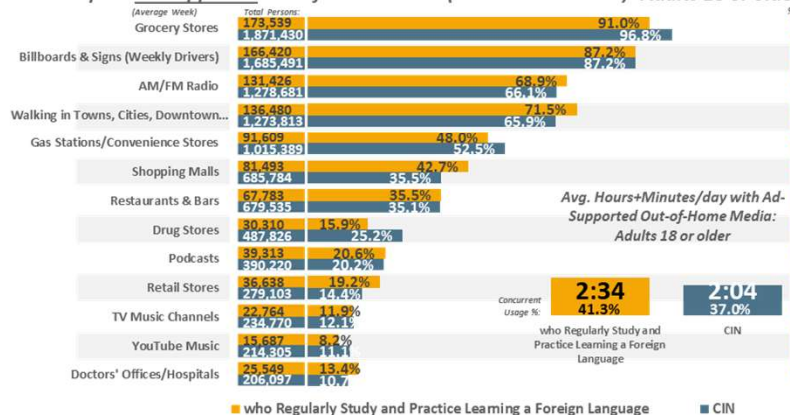
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



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



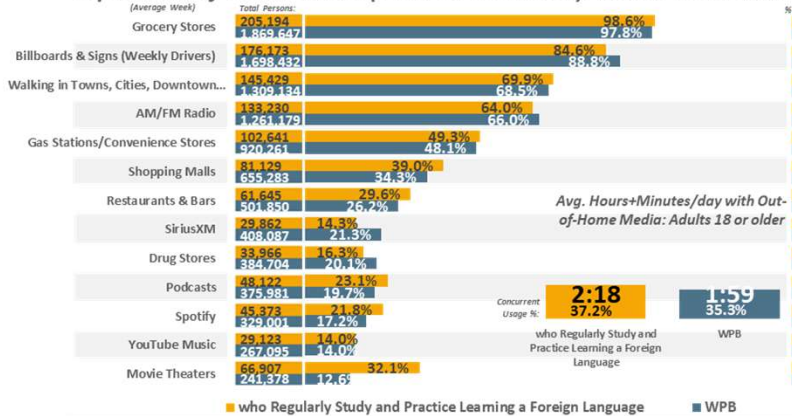
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



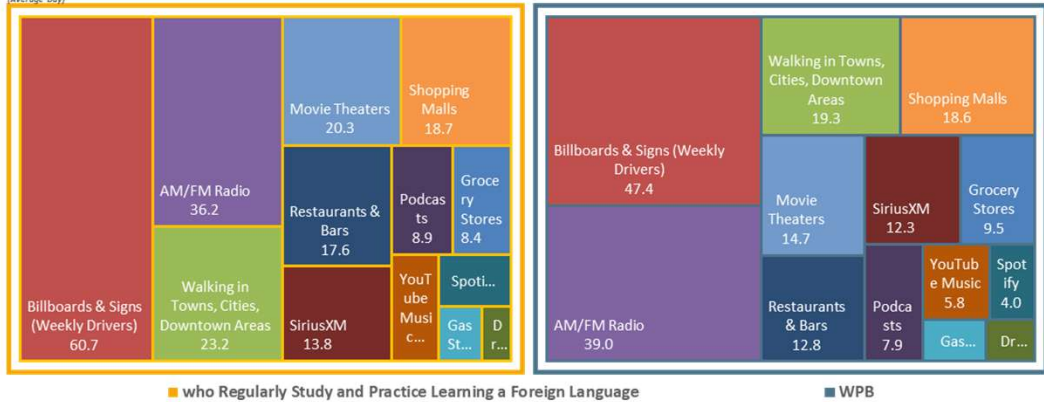


176,173 or 84.6% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 60.7 minutes per day driving, seeing Billboards and Signs. 63.% Listen to Local Radio Stations Out-of-Home for an average of 35.6 minut

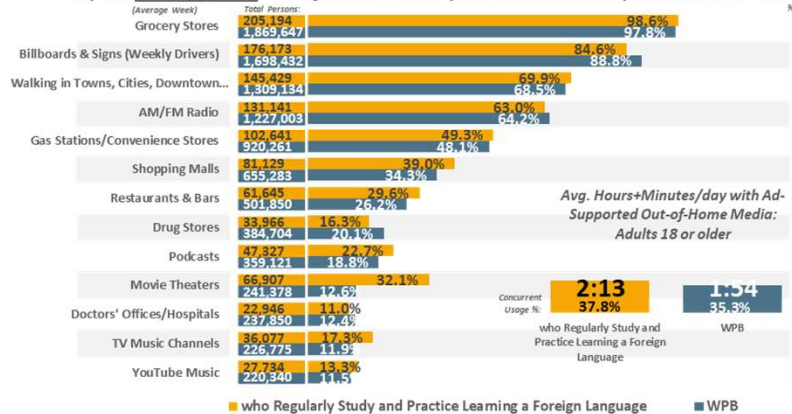
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



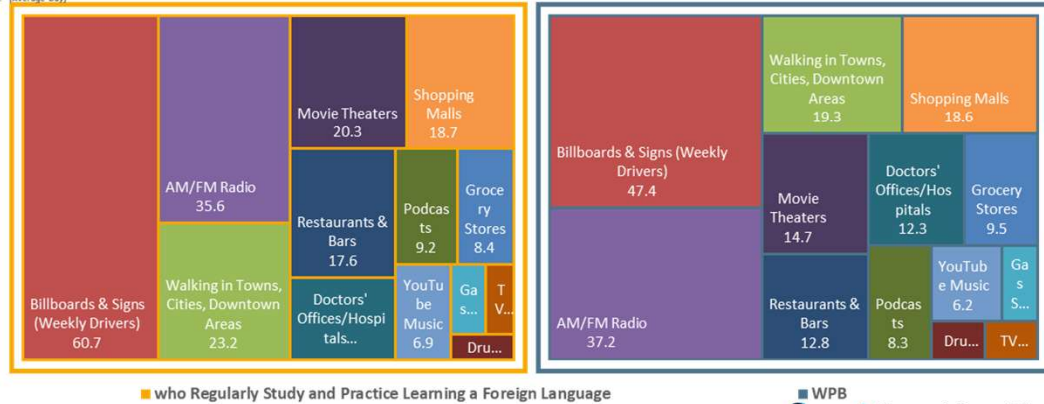
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



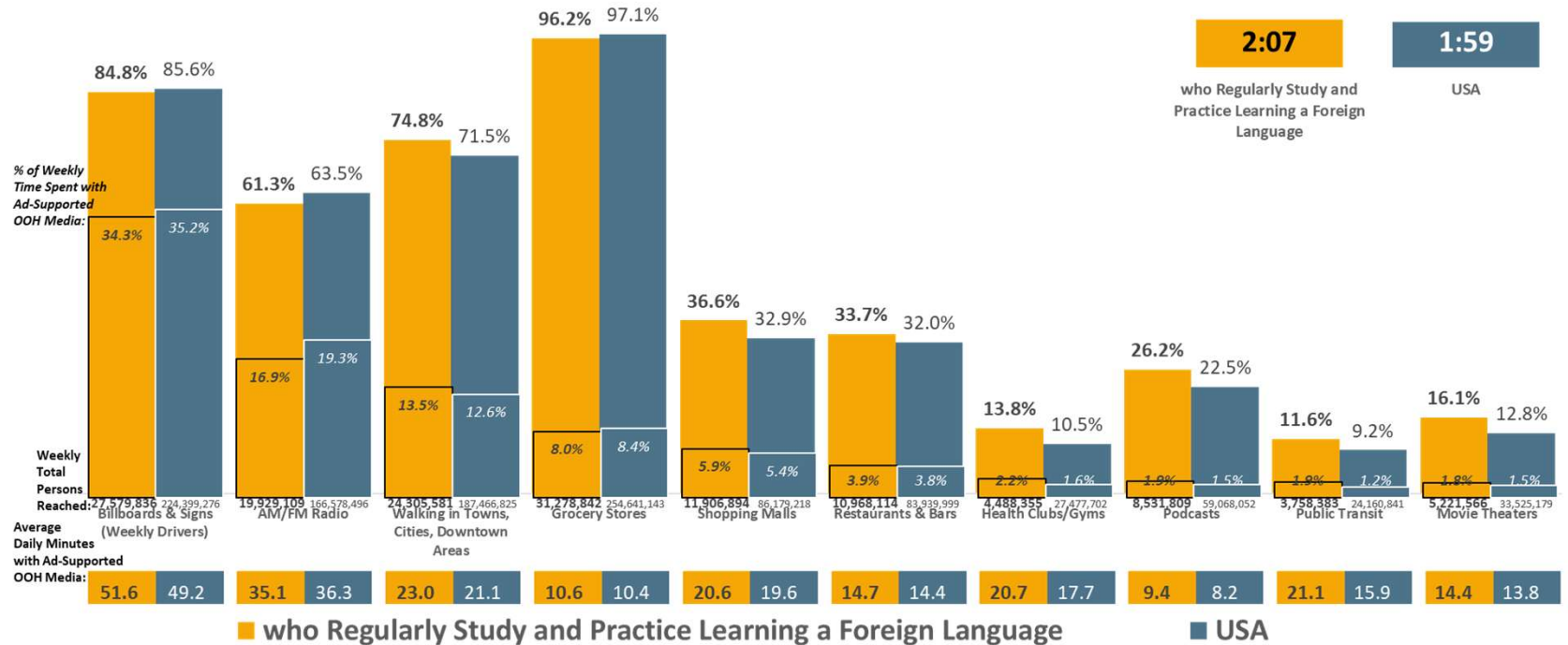


27,579,836 or 84.8% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 51.6 minutes per day driving, seeing Billboards and Signs representing 34.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,981 Scarborough R2 2025: Sep24-Aug25 USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507
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Activities done regularly: Foreign language study/practice

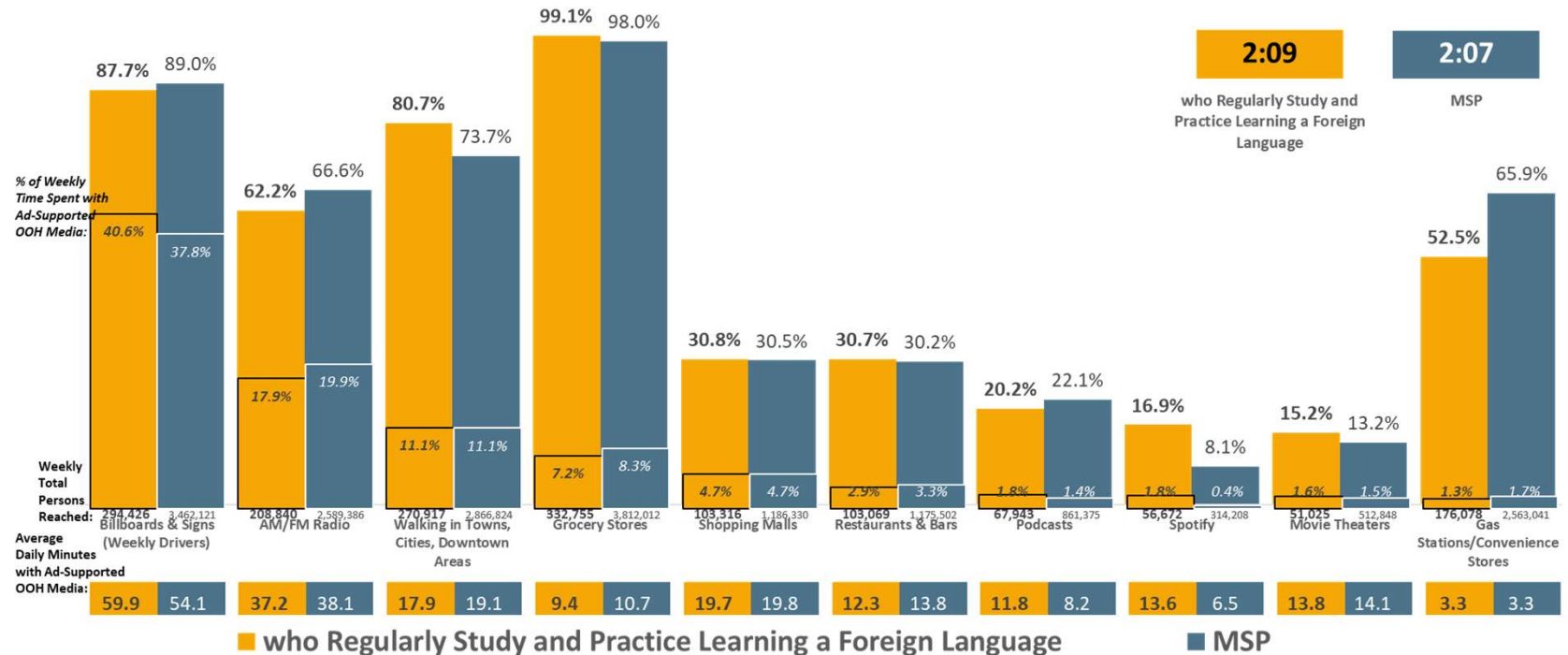


294,426 or 87.7% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 59.9 minutes per day driving, seeing Billboards and Signs representing 40.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 203 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081
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Activities done regularly: Foreign language study/practice

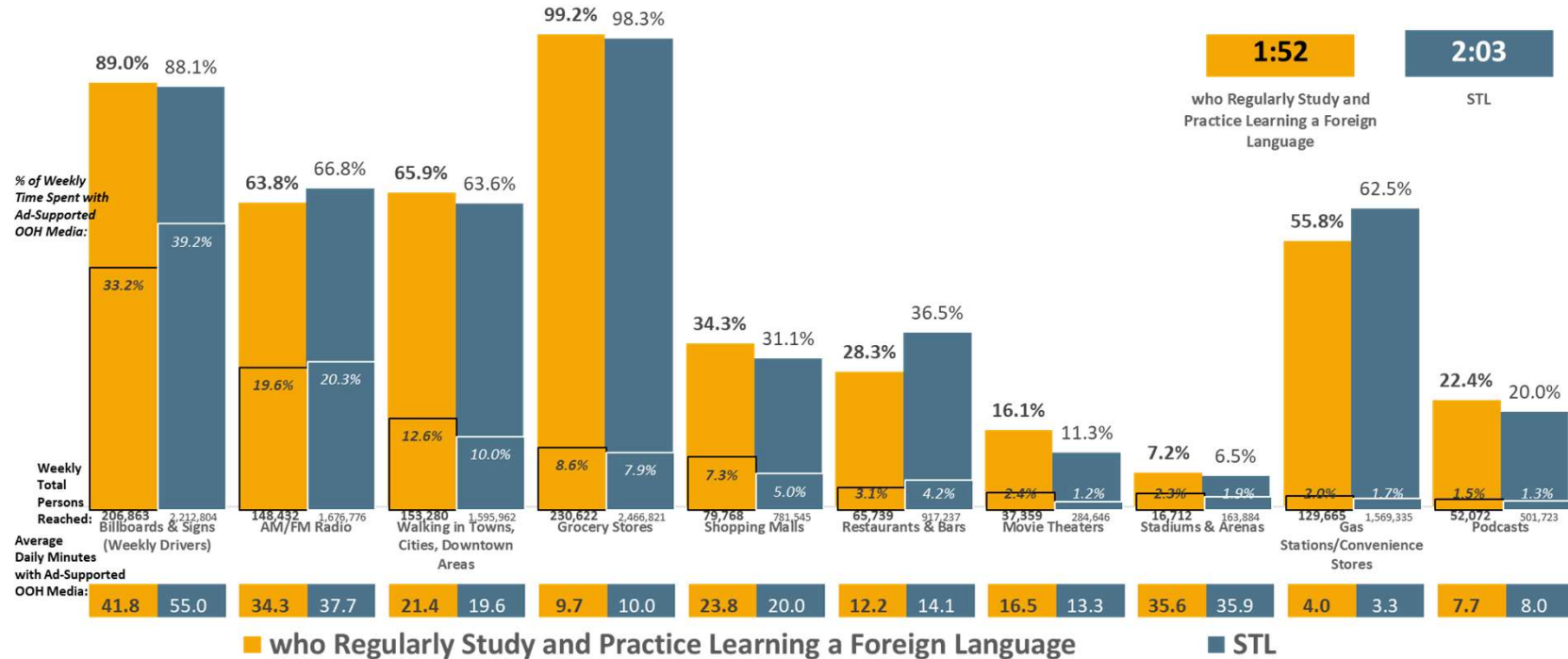


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Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

Weekly Reach %

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 210
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ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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Activities done regularly: Foreign language study/practice

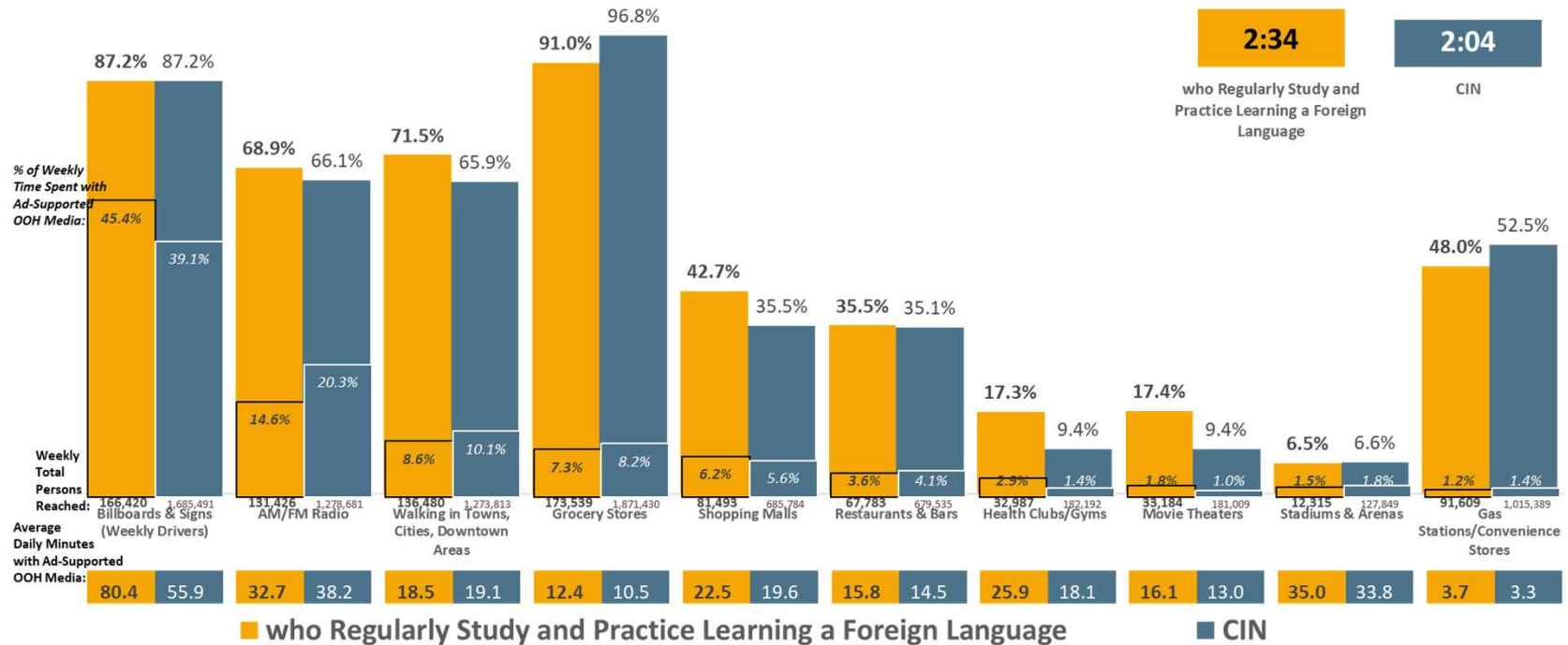


166,420 or 87.2% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 80.4 minutes per day driving, seeing Billboards and Signs representing 45.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:34

who Regularly Study and Practice Learning a Foreign Language

2:04

CIN

CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 185 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033
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Activities done regularly: Foreign language study/practice

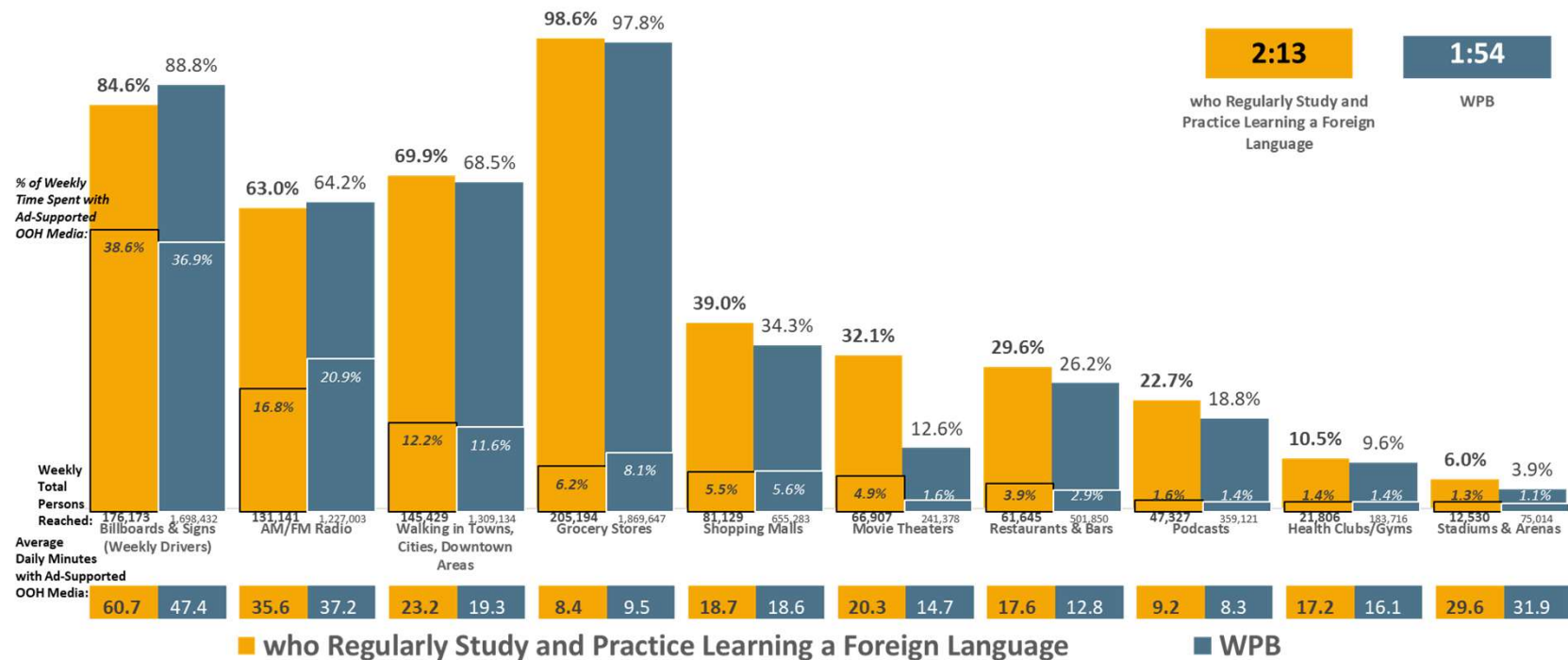


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Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

Weekly Reach %

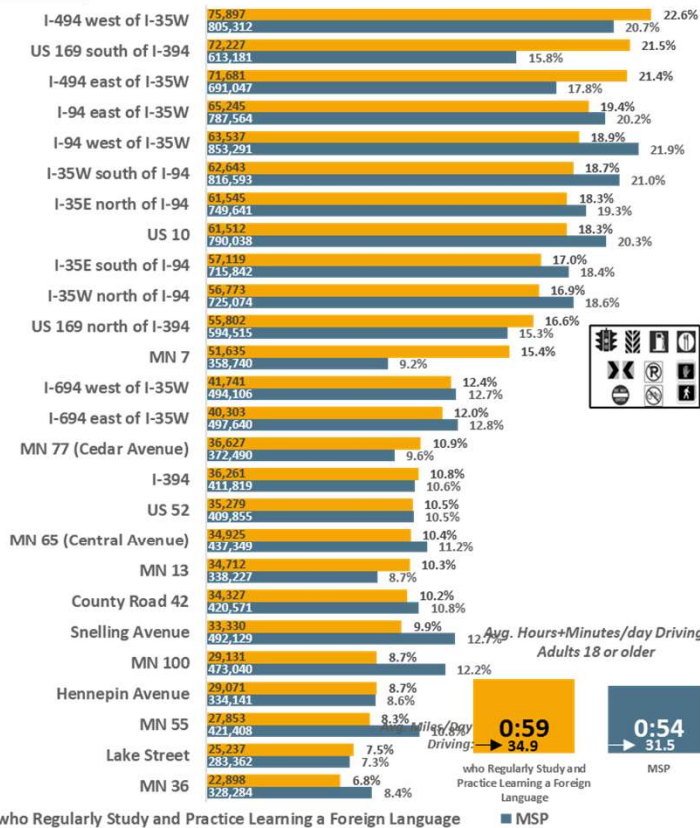
"Share of Ad-Supported OOH Media"



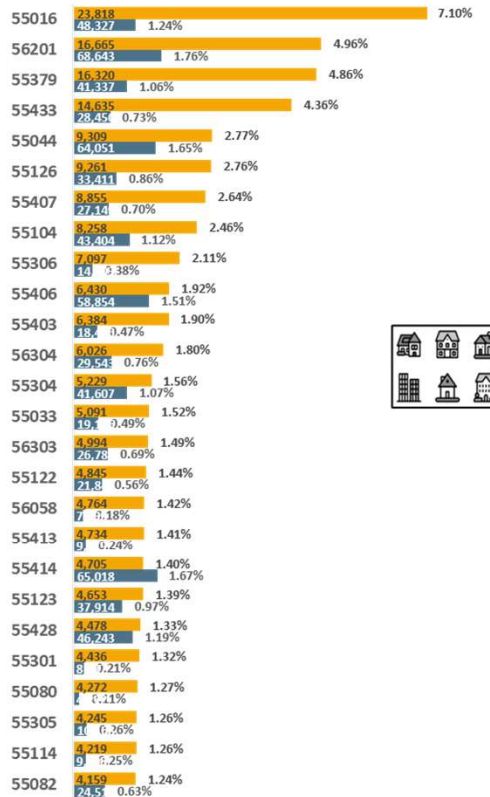


294,426 or 87.7% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 59.9 minutes per day driving an average of 34.9 miles each day and are 66.8% more likely to use MN 7 than the Metro average.

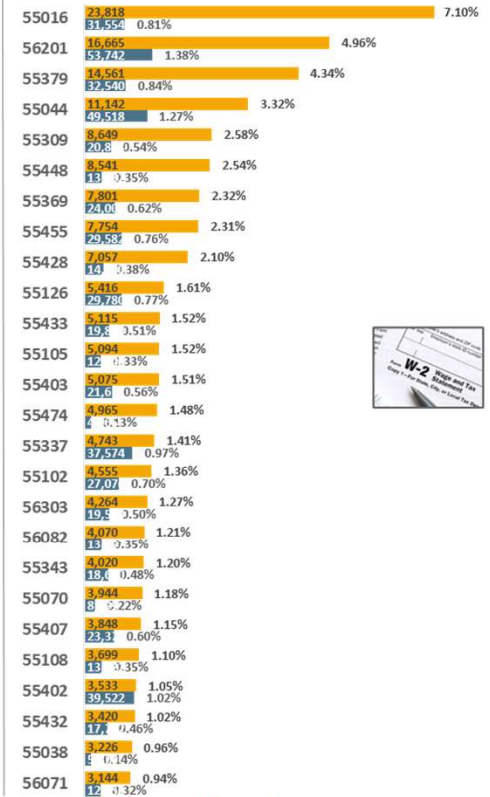
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



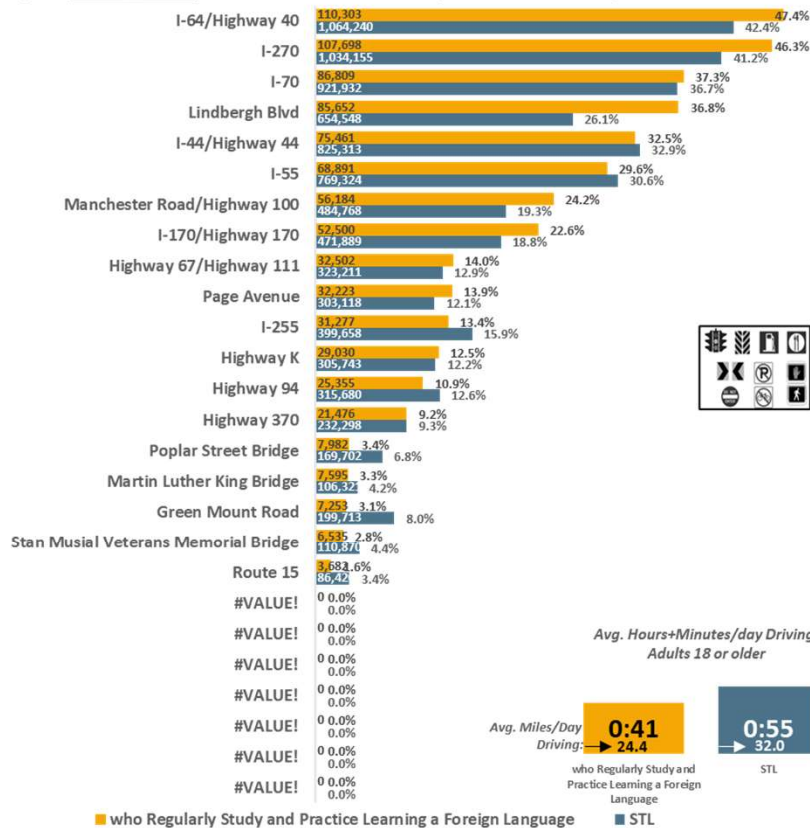
Top-26 Employment Zip Codes: Adults 18 or older



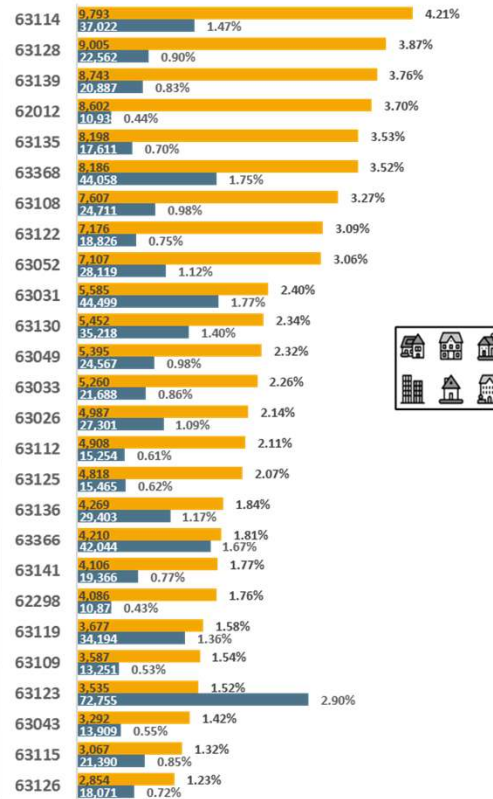


206,863 or 89.% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 41.8 minutes per day driving an average of 24.4 miles each day and are 41.3% more likely to use Lindbergh Blvd than the Metro average.

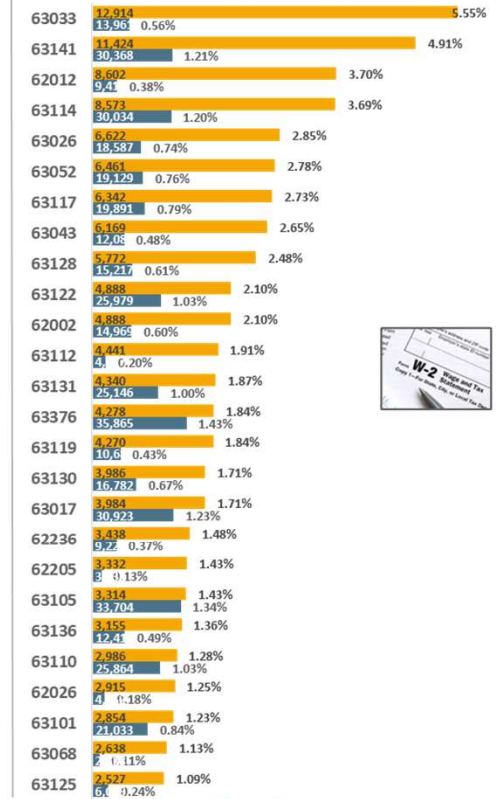
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Top-26 Residential Zip Codes: Adults 18 or older



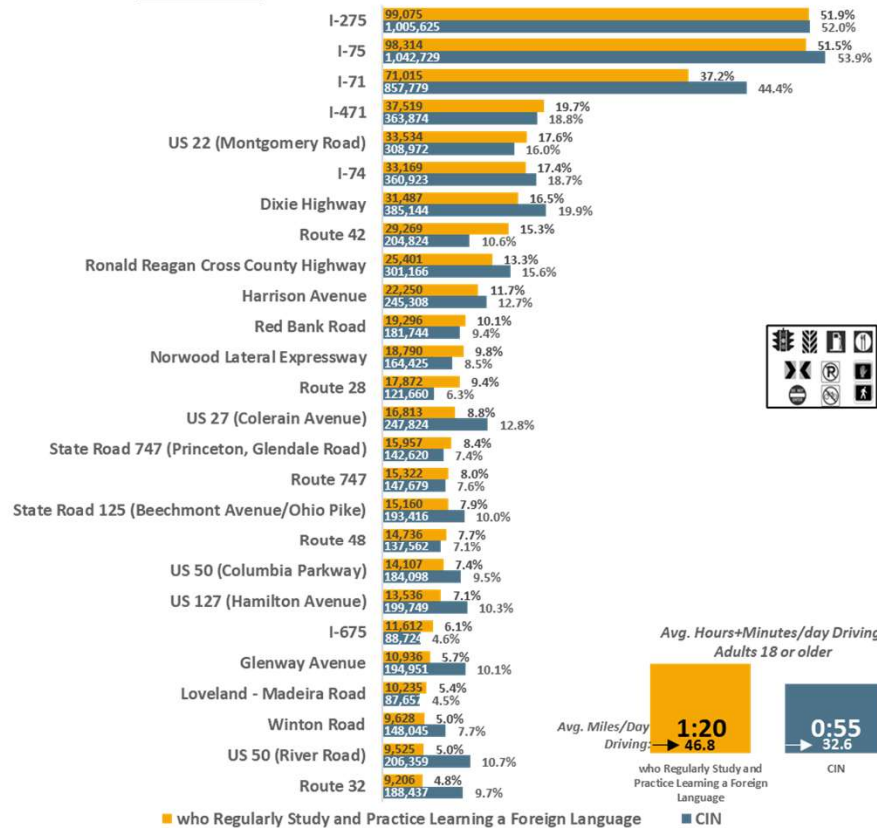
Top-26 Employment Zip Codes: Adults 18 or older





166,420 or 87.2% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 80.4 minutes per day driving an average of 46.8 miles each day and are 48.9% more likely to use Route 28 than the Metro average.

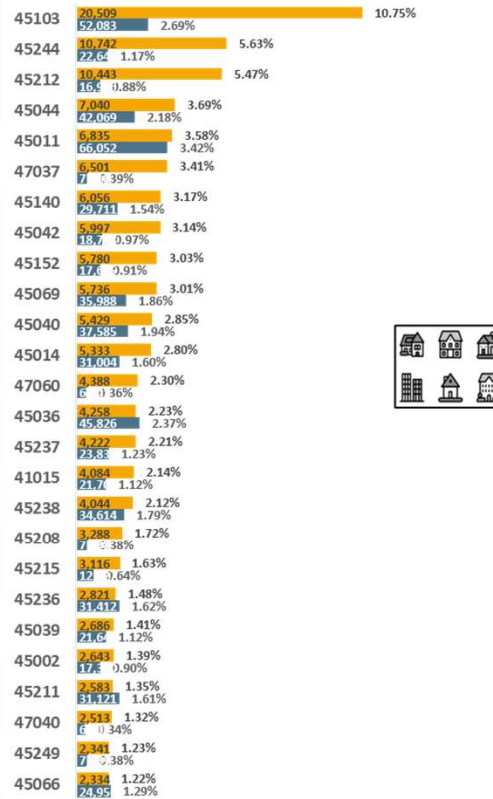
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



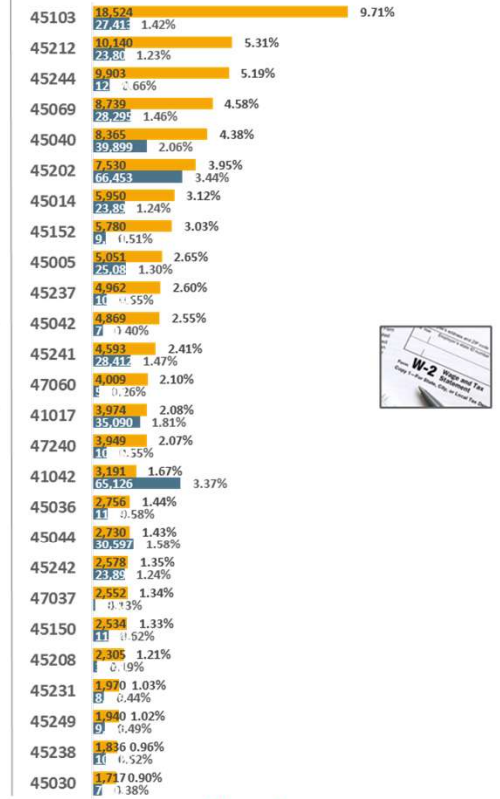
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

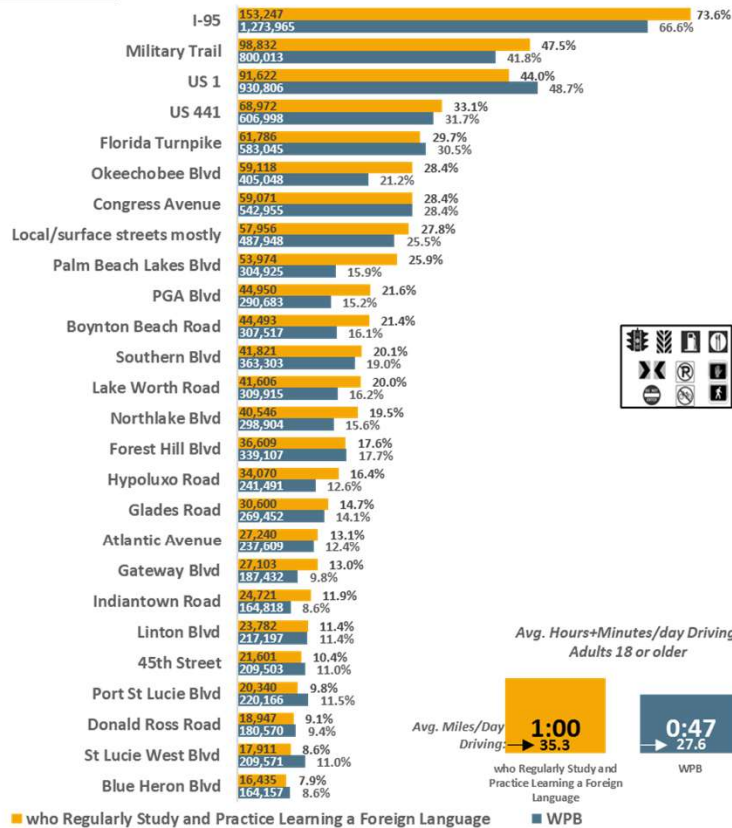


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176,173 or 84.6% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language spend an average of 60.7 minutes per day driving an average of 35.3 miles each day and are 62.6% more likely to use Palm Beach Lakes Blvd than the Metro av

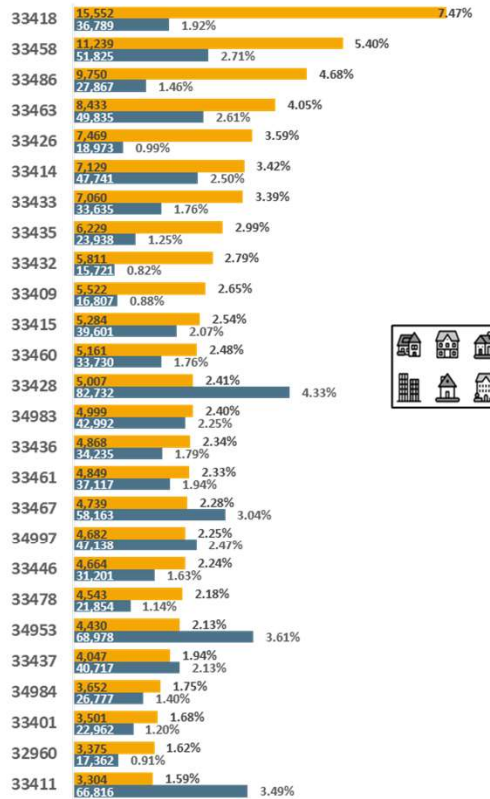
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



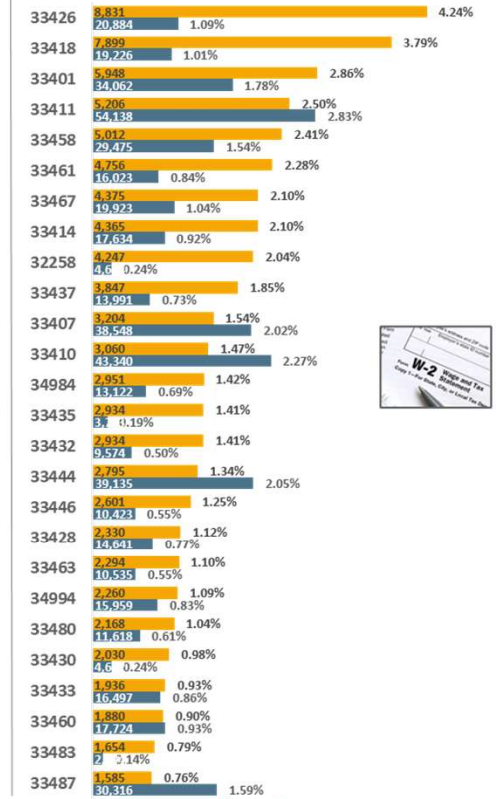
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older

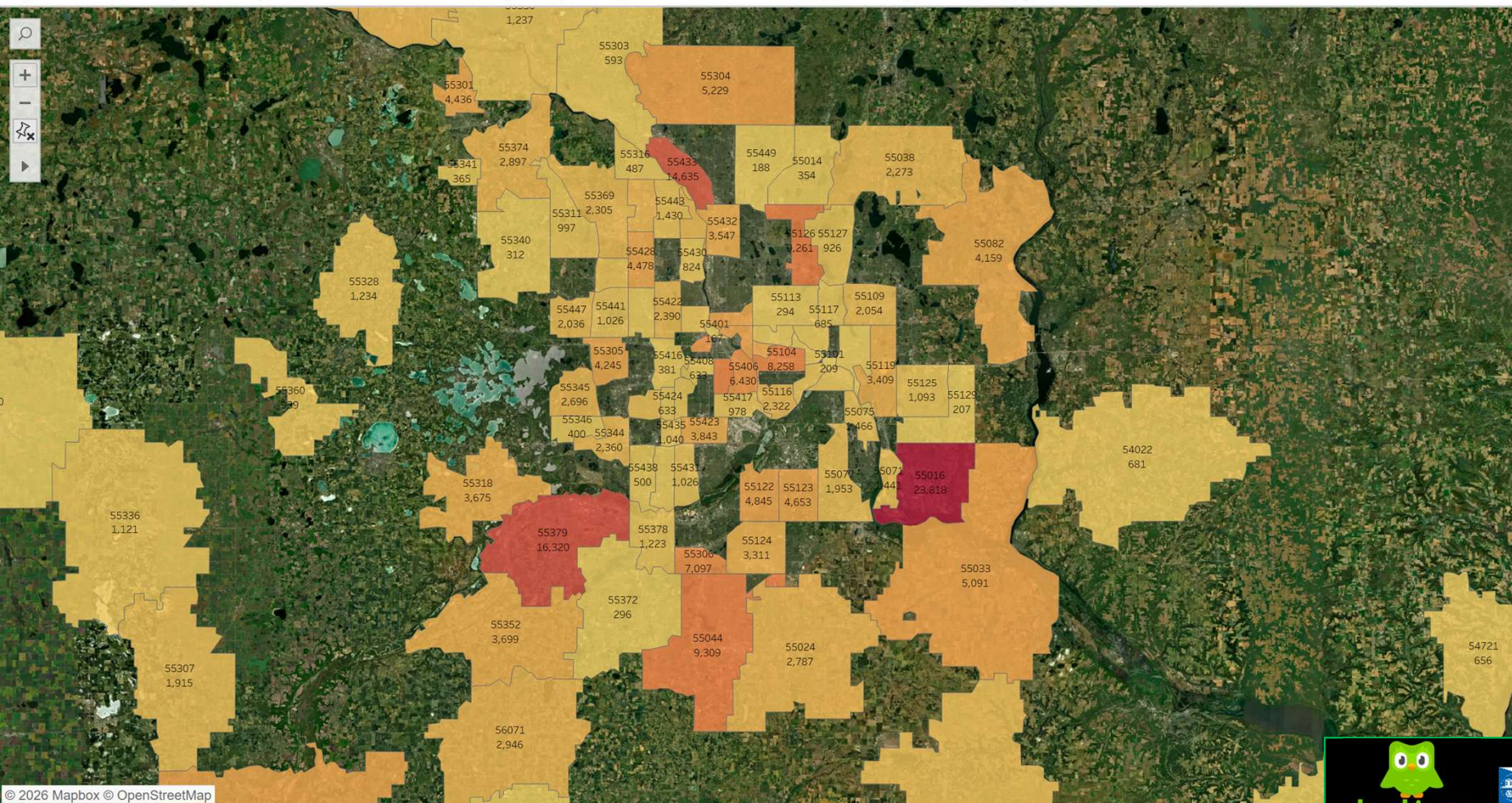


Top-26 Employment Zip Codes: Adults 18 or older



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Top Residential Zip Codes: (Adults 18 or older who Regularly Study and Practice Learning a Foreign Language)



SUM(Adults 18 or older...



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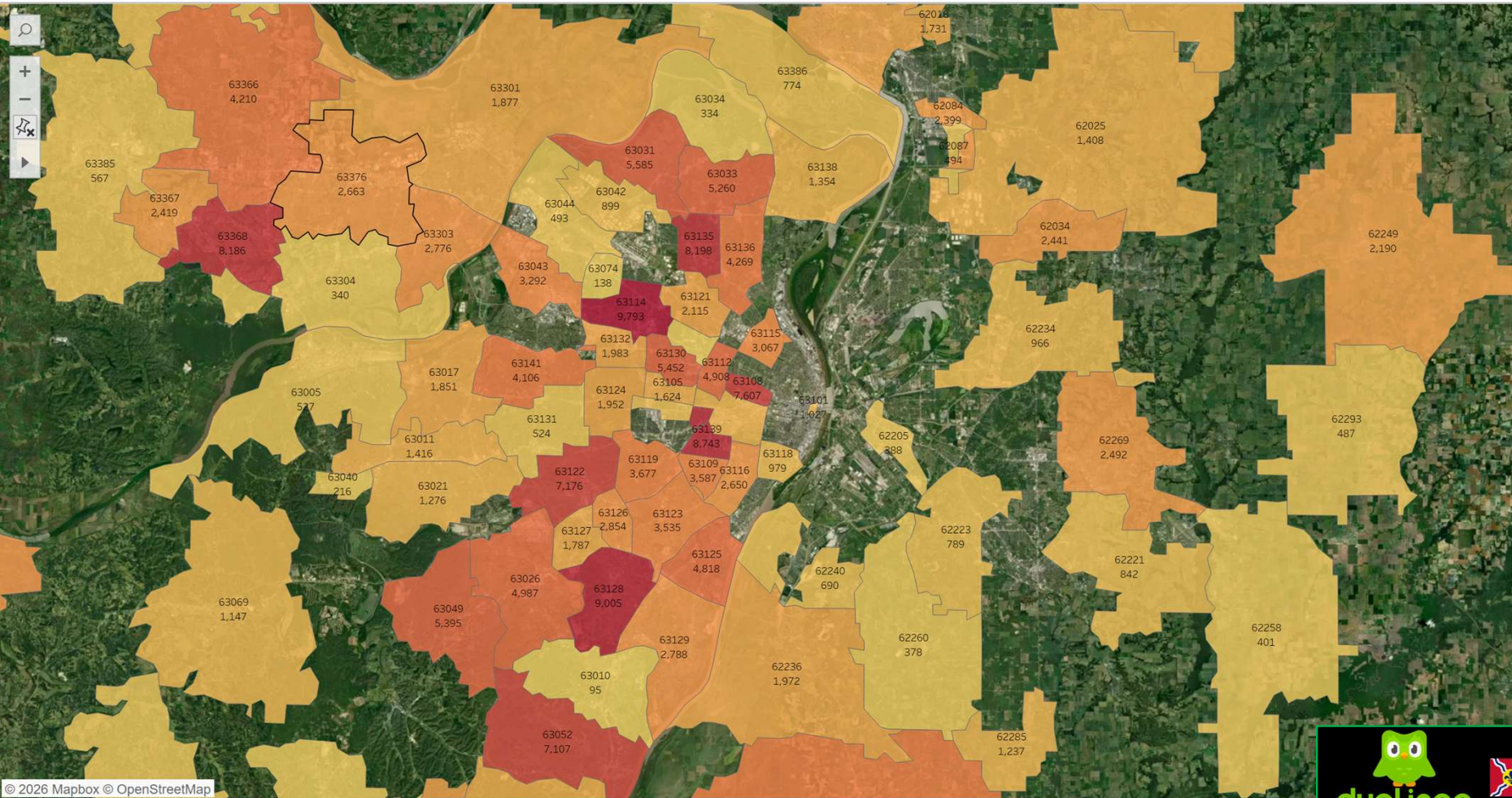


MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 203
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Activities done regularly: Foreign language study/practice

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Top Residential Zip Codes: (Adults 18 or older who Regularly Study and Practice Learning a Foreign Language)



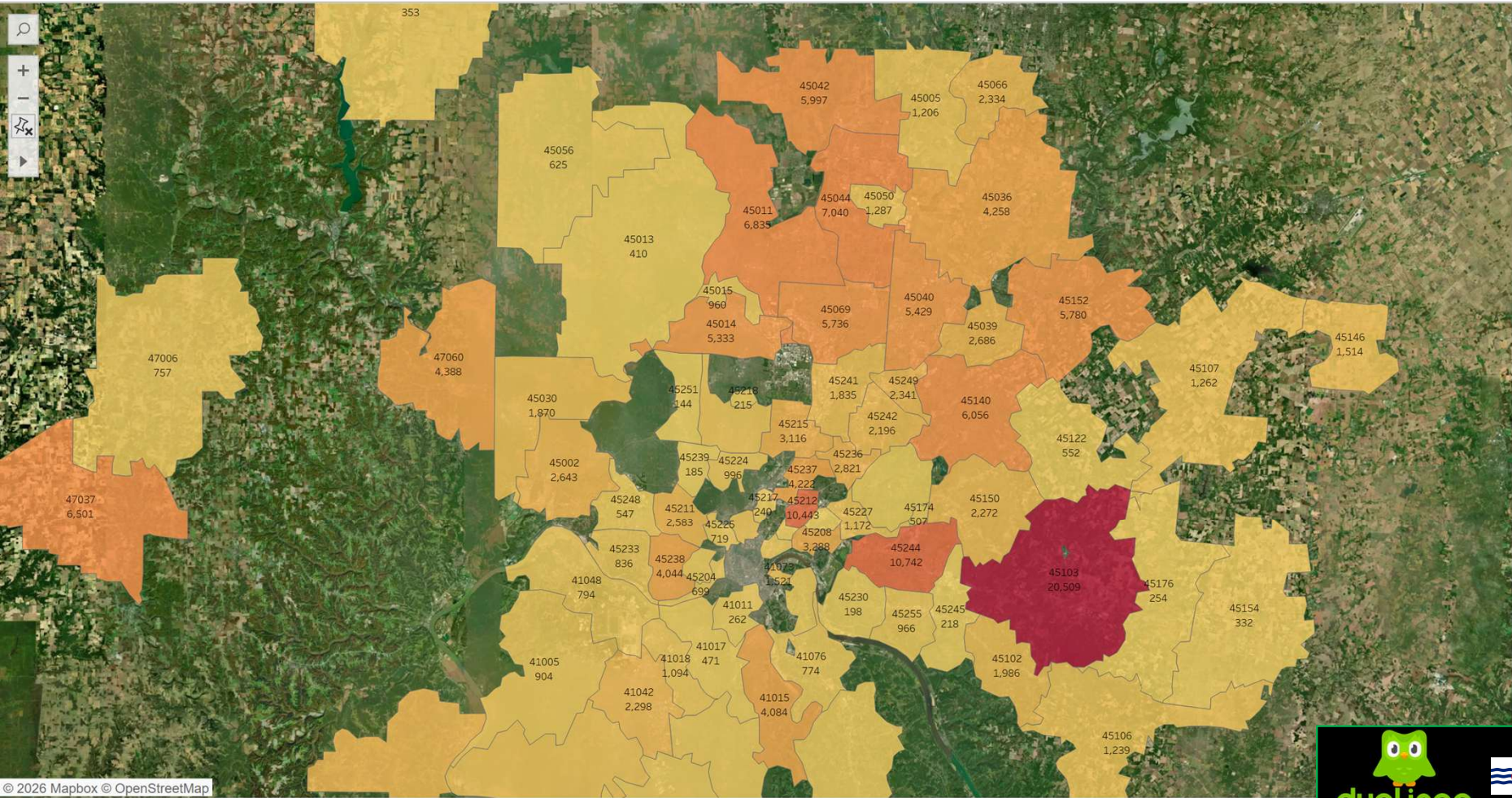
SUM(Adults 18 or older...)

95 9,793

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Top Residential Zip Codes: (Adults 18 or older who Regularly Study and Practice Learning a Foreign Language)



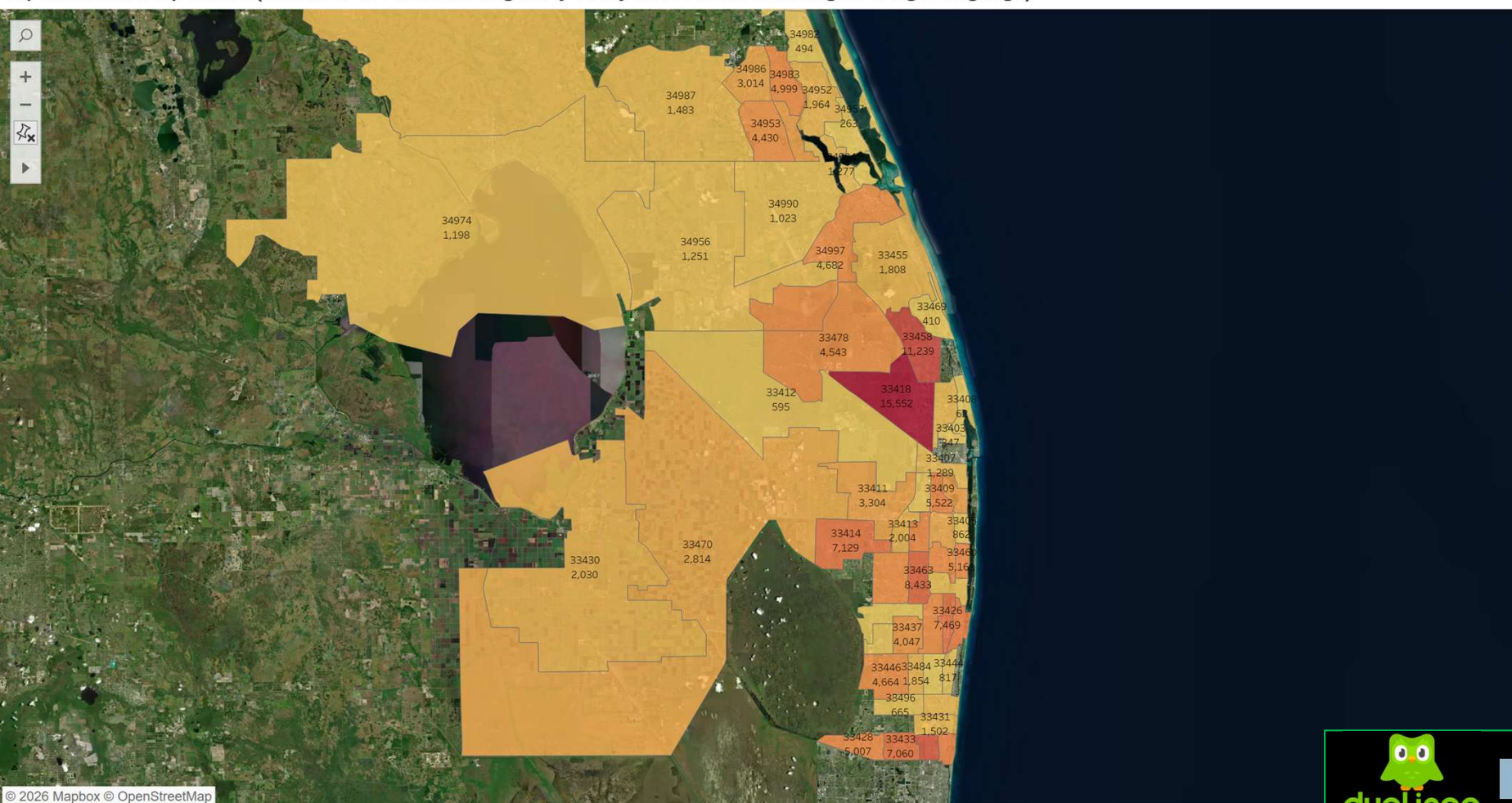
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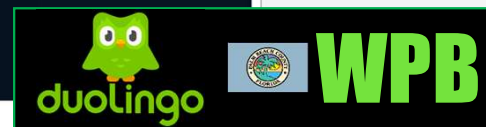
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Top Residential Zip Codes: (Adults 18 or older who Regularly Study and Practice Learning a Foreign Language)



SUM(Adults 18 or older...



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WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 274

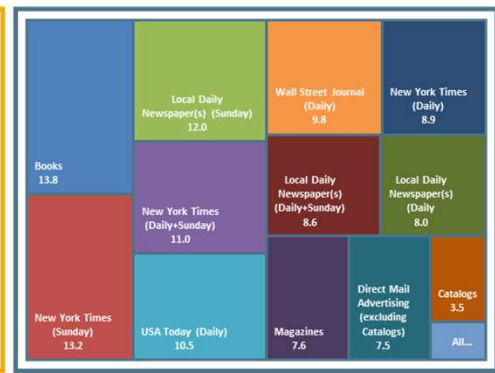
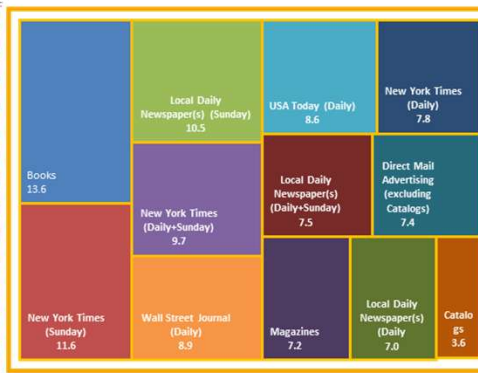
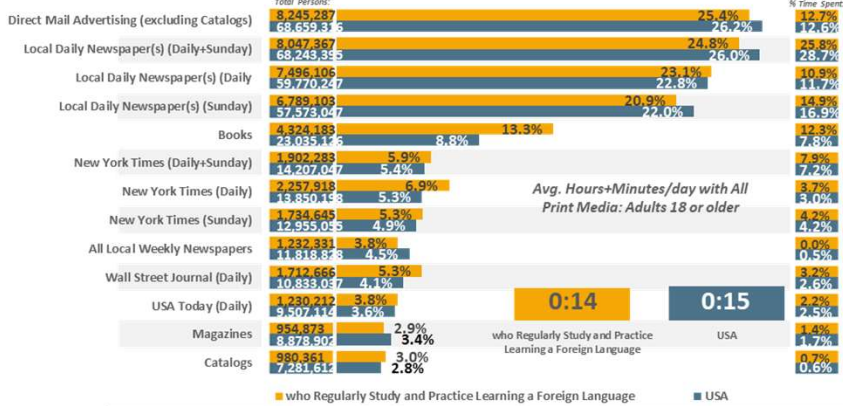
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Activities done regularly: Foreign language study/practice

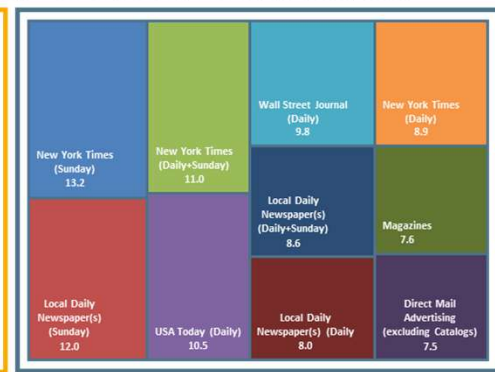
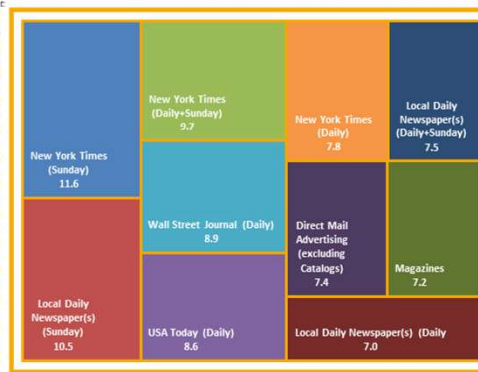
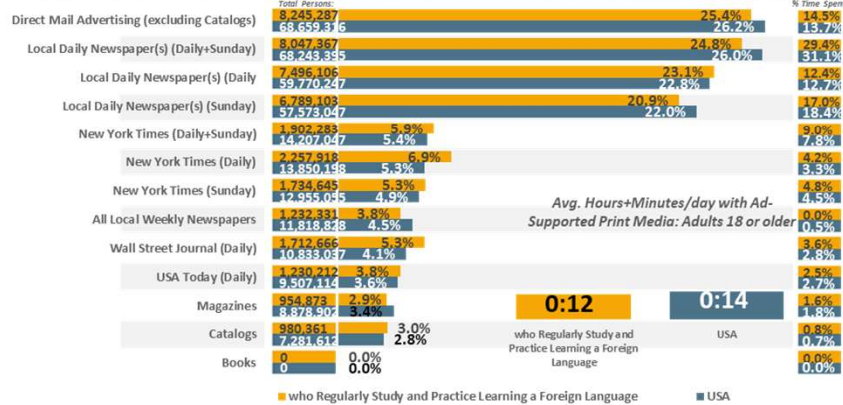


8,047,367 or 24.8% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.5 minutes every day representing 29.4% of all time spent daily with All forms of Print

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**



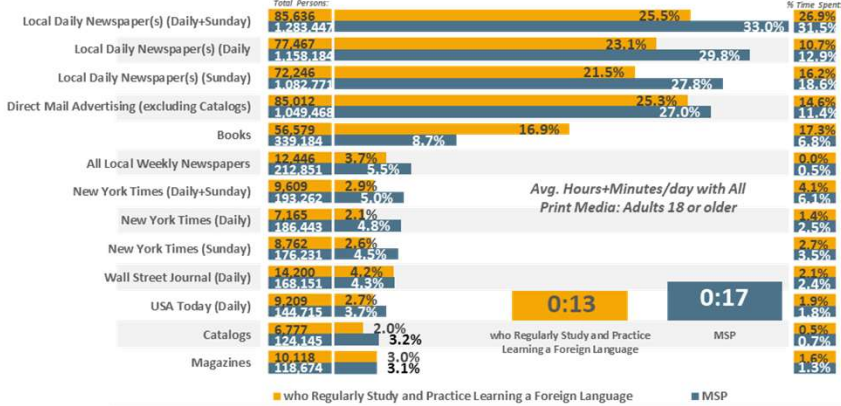
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





85,636 or 25.5% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.9 minutes every day representing 32.5% of all time spent daily with All forms of Print Med

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

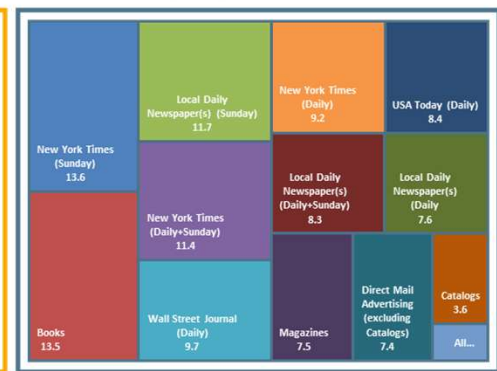
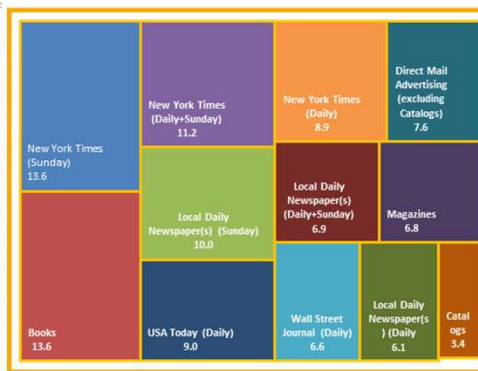


Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

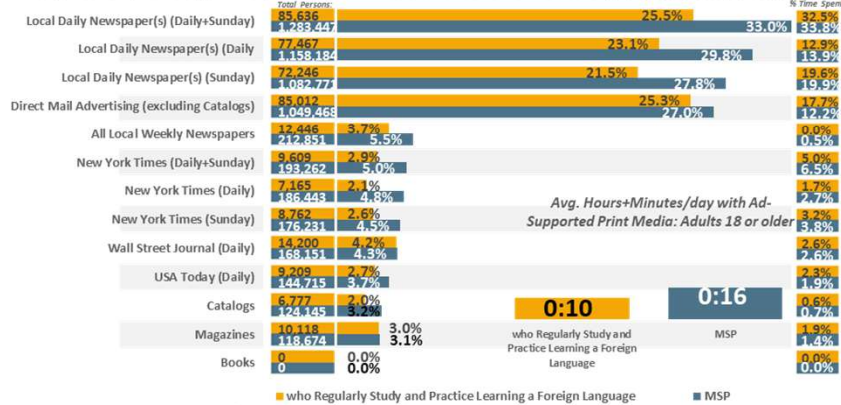
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Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

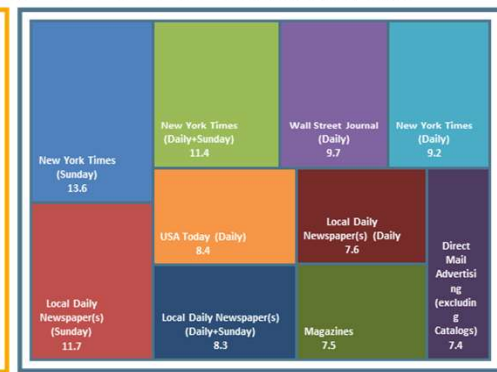
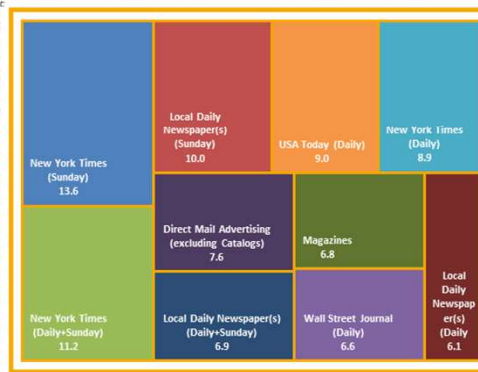


Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 18 or older

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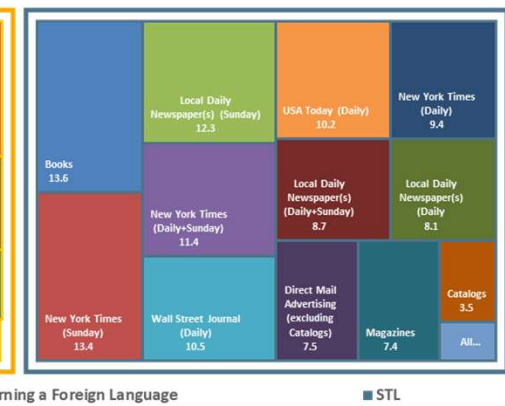
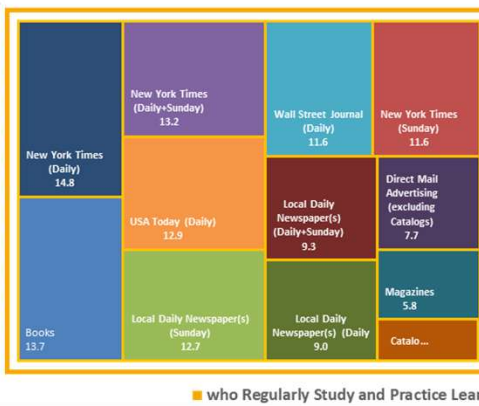
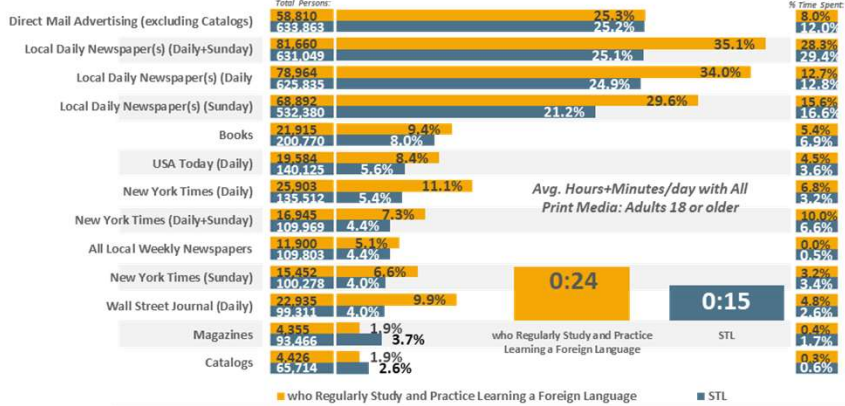
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



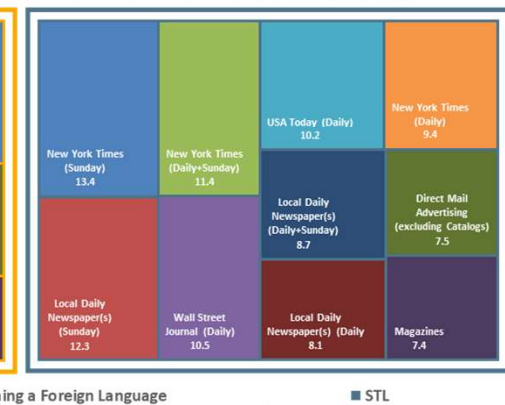
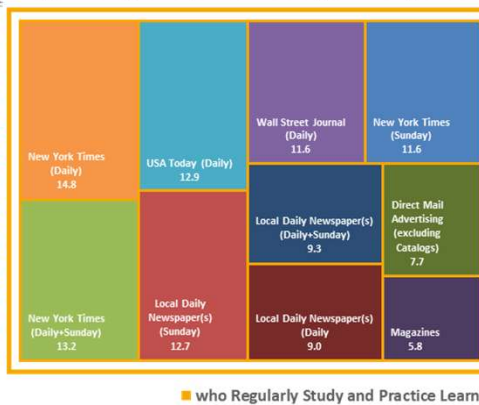
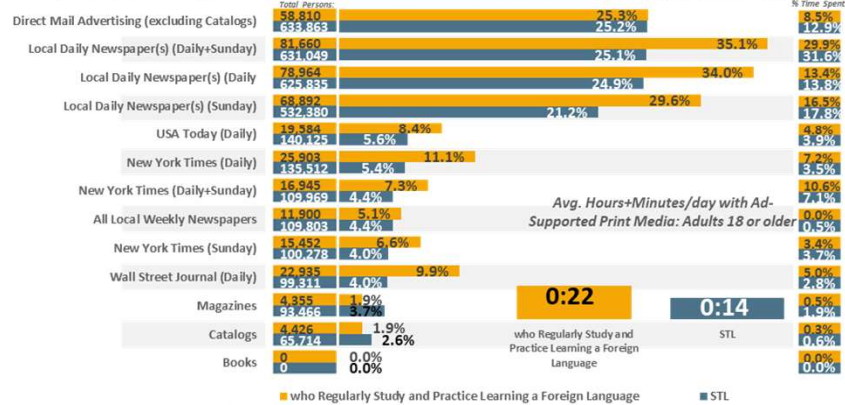


81,660 or 35.1% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 29.9% of all time spent daily with All forms of Print Med

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**



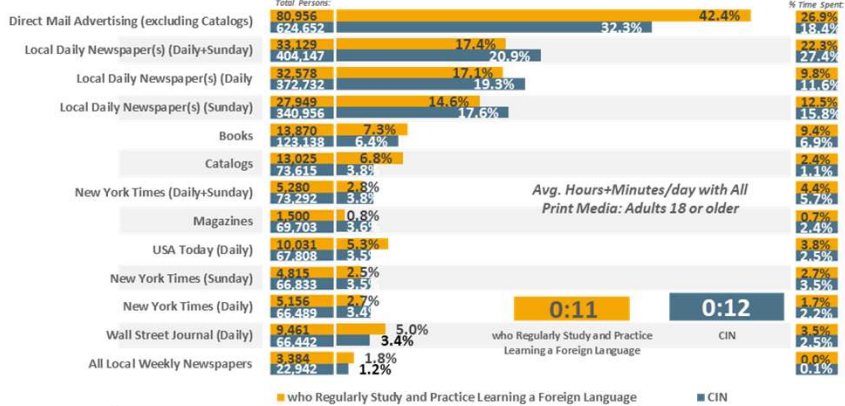
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





80,956 or 42.4% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language read Direct Mail Advertising (excluding Catalogs) for an average of 7.1 minutes every day representing 29.7% of all time spent daily with All forms of Print

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



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

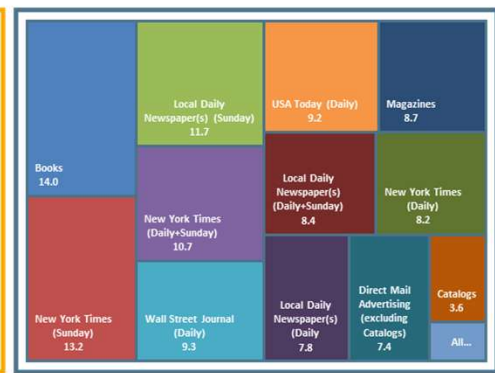
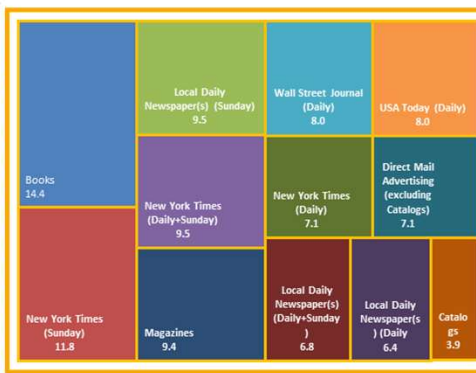
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who Regularly Study and Practice Learning a Foreign Language

CIN

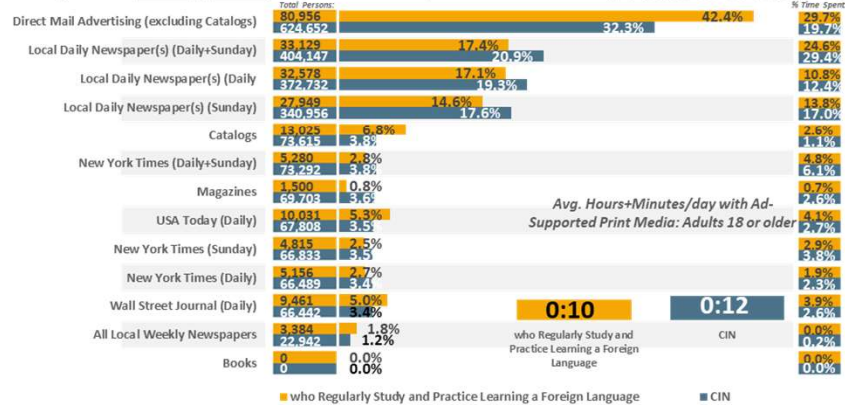
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



who Regularly Study and Practice Learning a Foreign Language

CIN

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

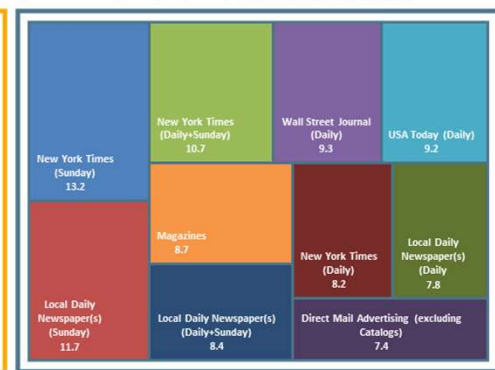
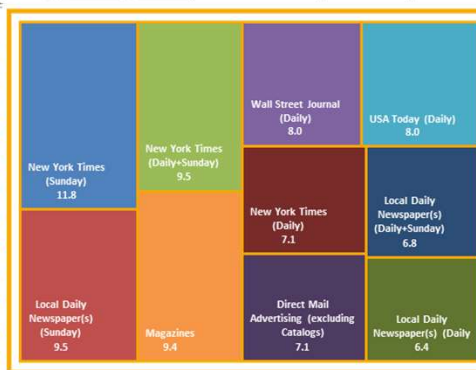
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who Regularly Study and Practice Learning a Foreign Language

CIN

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



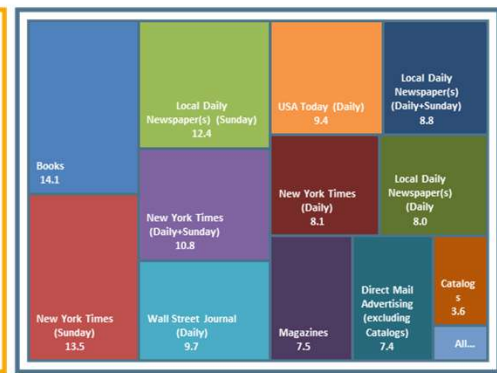
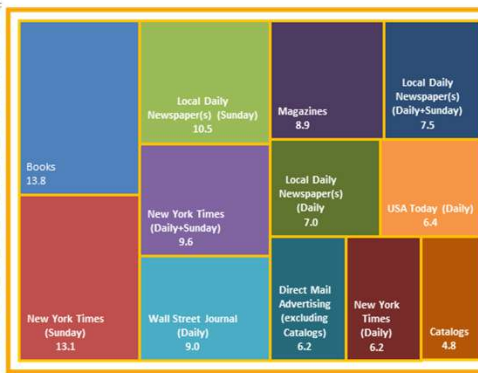
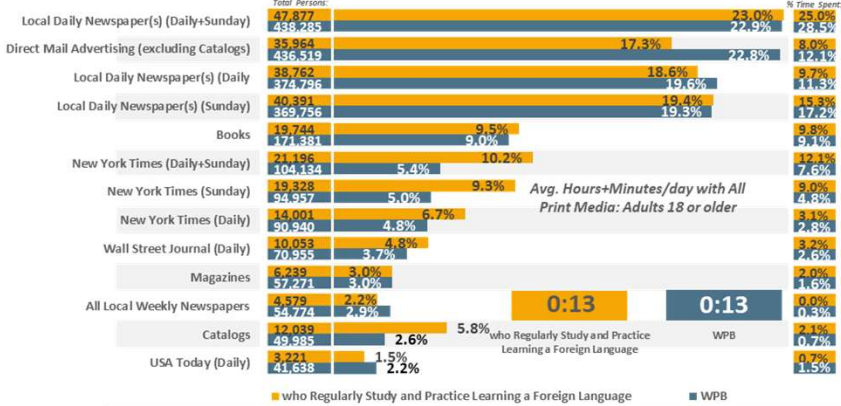
who Regularly Study and Practice Learning a Foreign Language

CIN

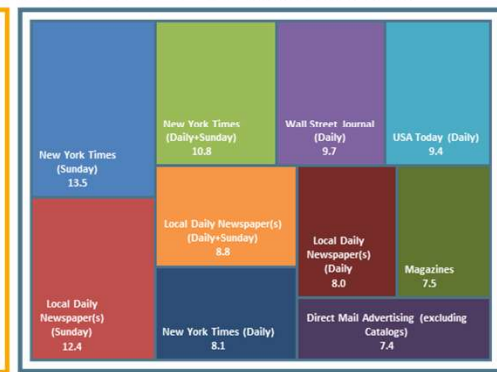
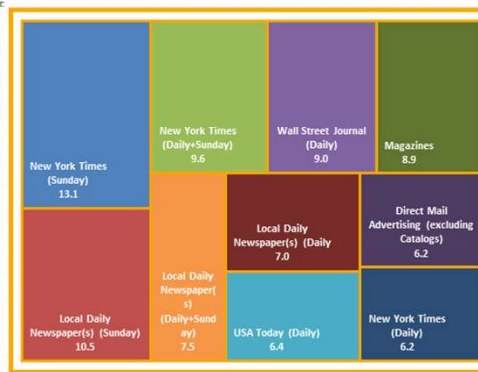
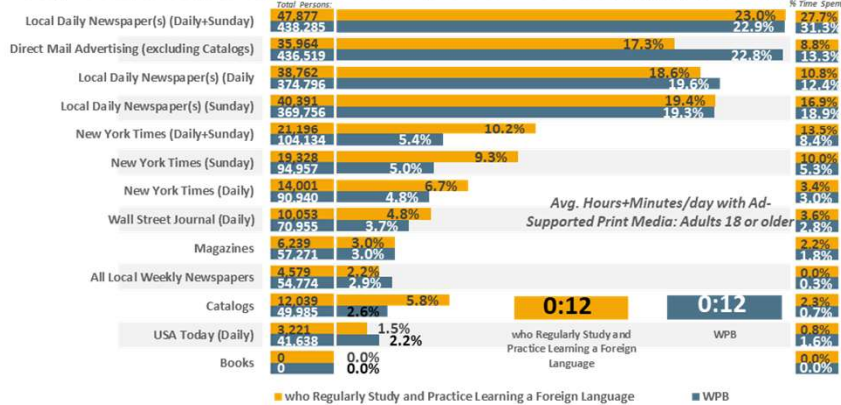


47,877 or 23.% of Adults 18 or older who Regularly Study and Practice Learning a Foreign Language read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.5 minutes every day representing 27.7% of all time spent daily with All forms of Print Media

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



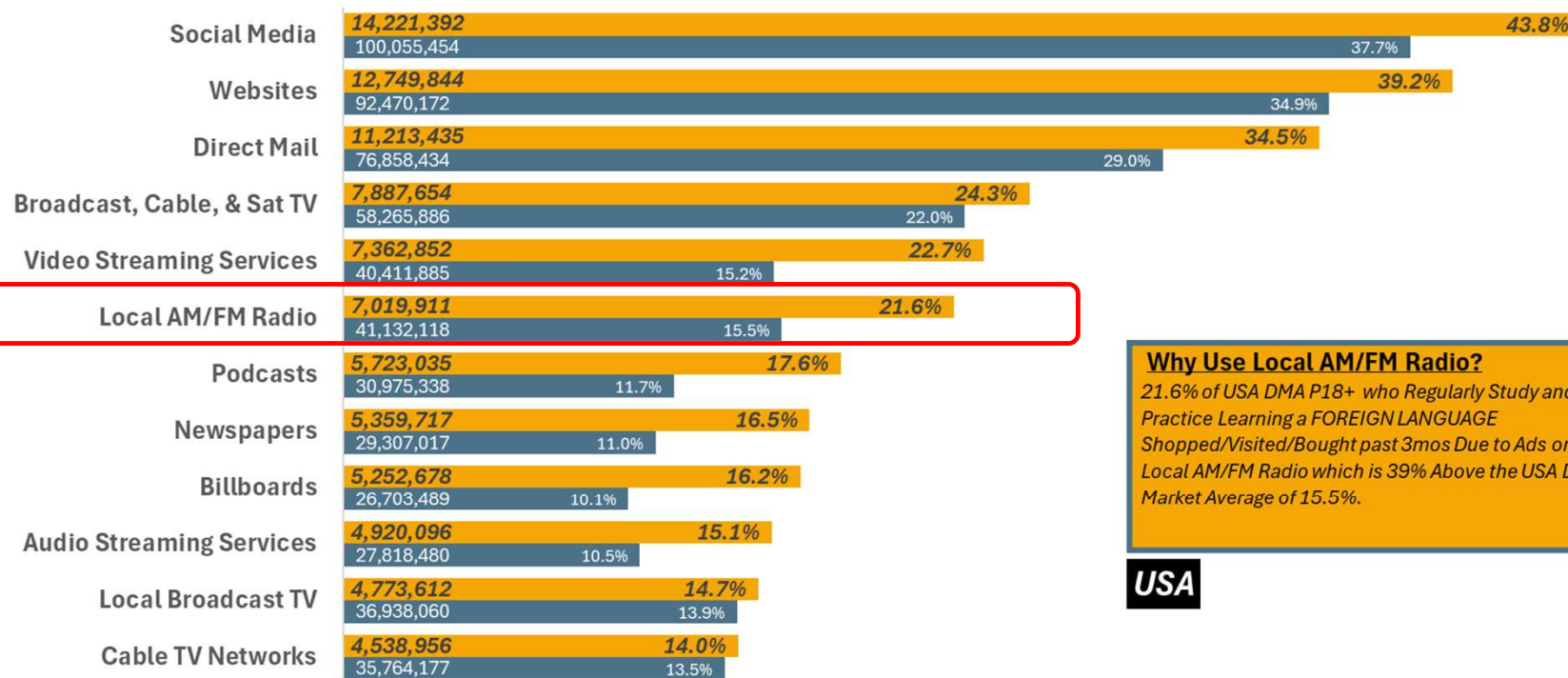
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

P18+ who Regularly Study and Practice Learning a FOREIGN LANGUAGE
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

21.6% of USA DMA P18+ who Regularly Study and Practice Learning a FOREIGN LANGUAGE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 39% Above the USA DMA Market Average of 15.5%.

USA

■ P18+ who Regularly Study and Practice Learning a FOREIGN LANGUAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA ScarboroughR2 2025: Sep24-Aug25 Qual Intab: 2981
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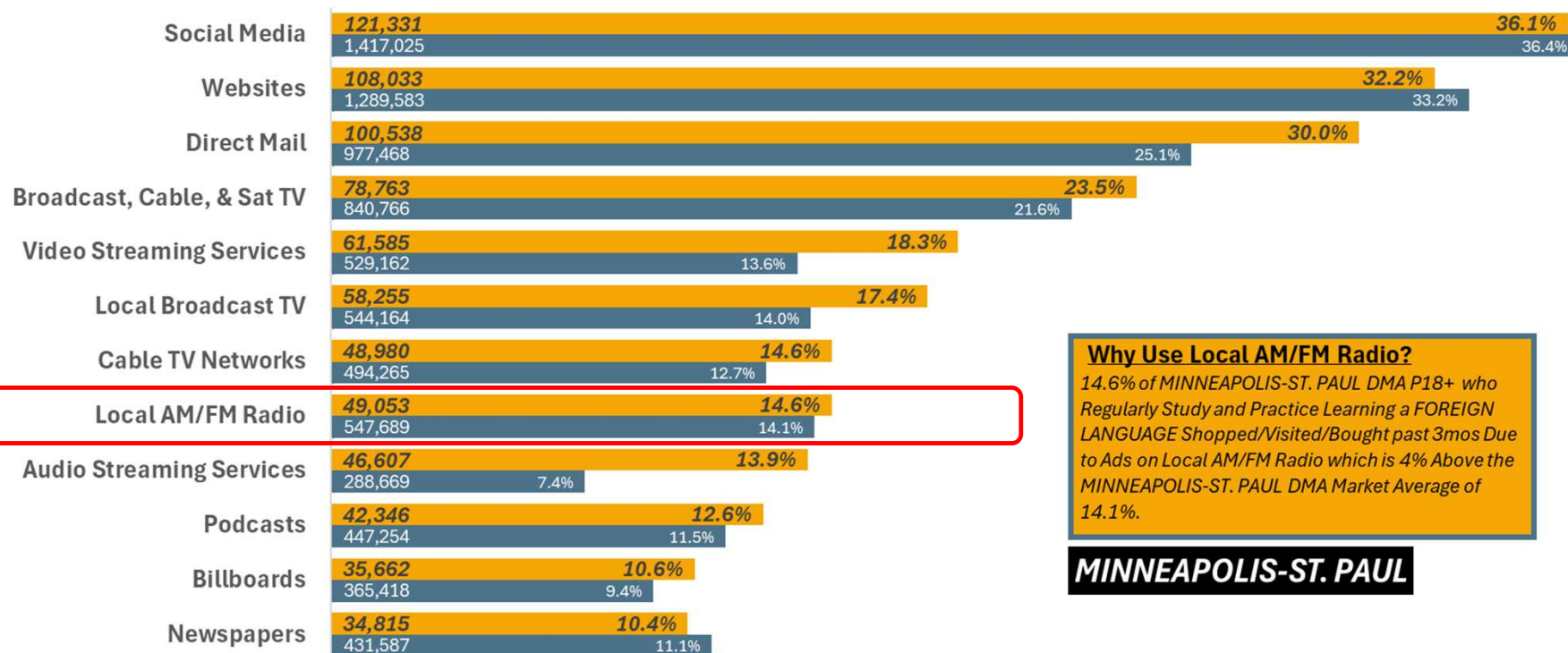
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Activities done regularly: Foreign language study/practice



"Advertising Actions"

**P18+ who Regularly Study and Practice Learning a FOREIGN LANGUAGE
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

14.6% of MINNEAPOLIS-ST. PAUL DMA P18+ who Regularly Study and Practice Learning a FOREIGN LANGUAGE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 4% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 14.1%.

MINNEAPOLIS-ST. PAUL

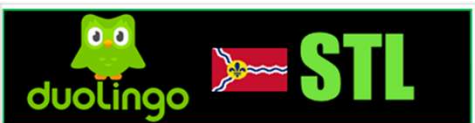
■ P18+ who Regularly Study and Practice Learning a FOREIGN LANGUAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 203
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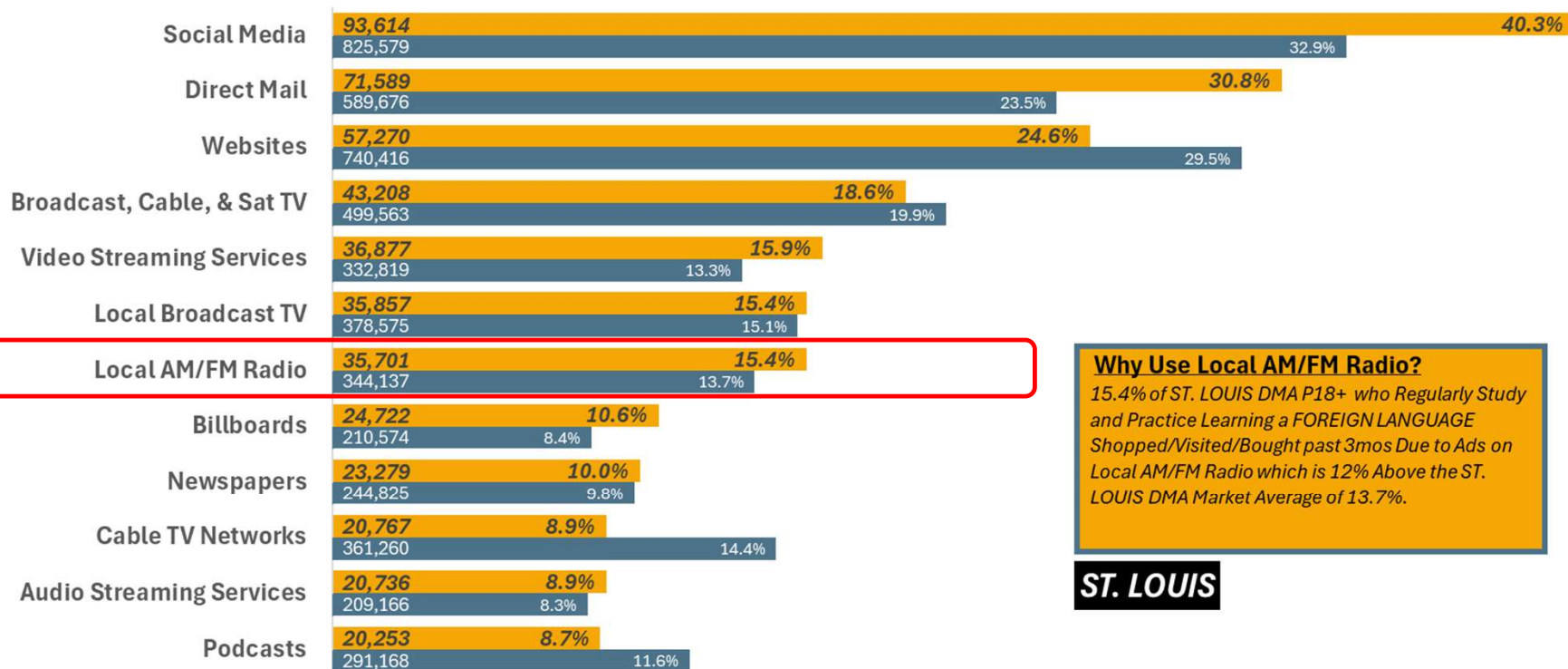
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Activities done regularly: Foreign language study/practice



"Advertising Actions"

**P18+ who Regularly Study and Practice Learning a FOREIGN LANGUAGE
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

15.4% of ST. LOUIS DMA P18+ who Regularly Study and Practice Learning a FOREIGN LANGUAGE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 12% Above the ST. LOUIS DMA Market Average of 13.7%.

ST. LOUIS

■ P18+ who Regularly Study and Practice Learning a FOREIGN LANGUAGE (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: 210
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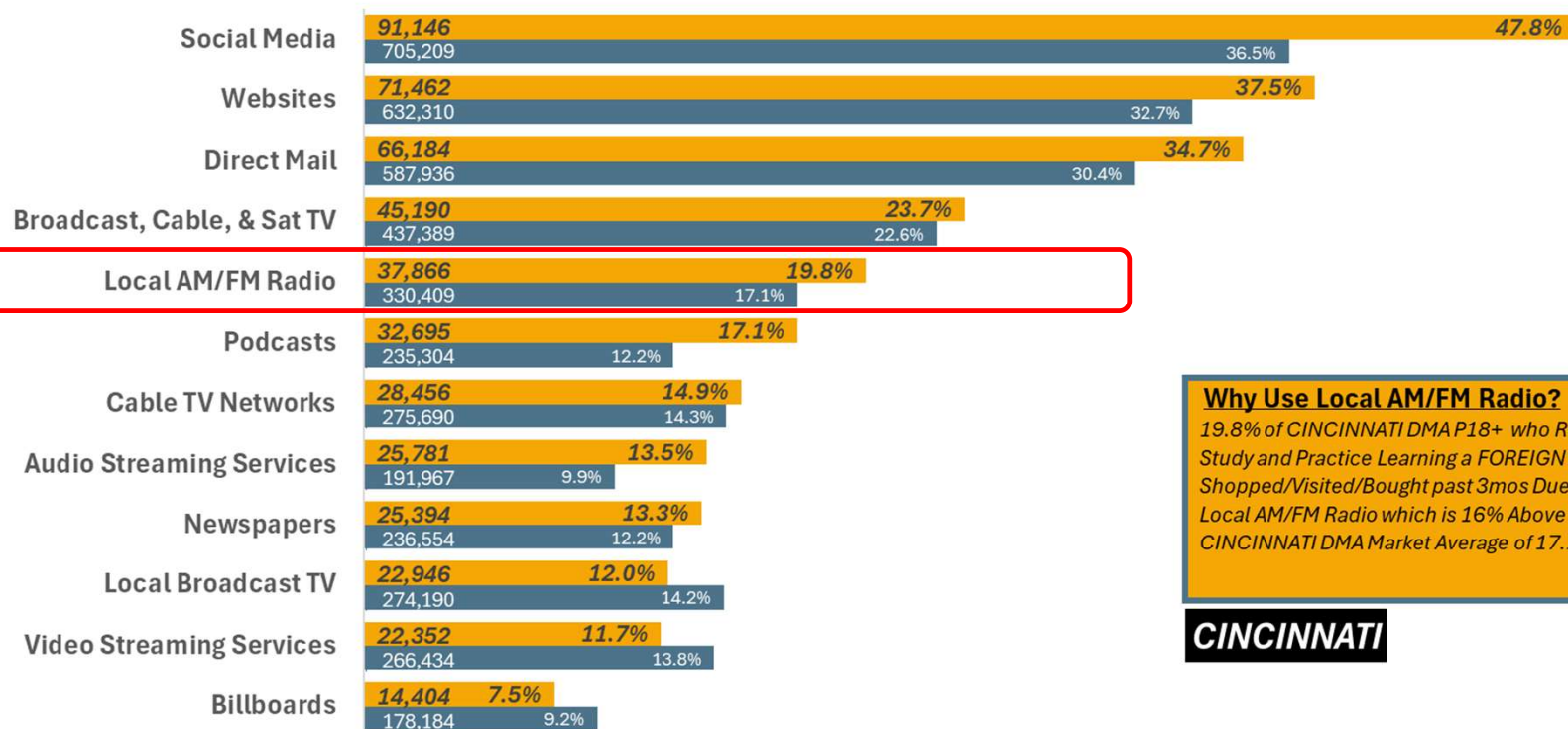
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Activities done regularly: Foreign language study/practice



"Advertising Actions"

P18+ who Regularly Study and Practice Learning a FOREIGN LANGUAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

19.8% of CINCINNATI DMA P18+ who Regularly Study and Practice Learning a FOREIGN LANGUAGE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 16% Above the CINCINNATI DMA Market Average of 17.1%.

CINCINNATI

■ P18+ who Regularly Study and Practice Learning a FOREIGN LANGUAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

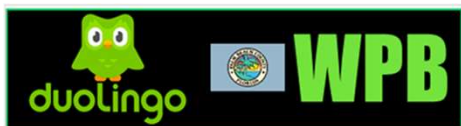
■ P18+ CINCINNATI AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 185

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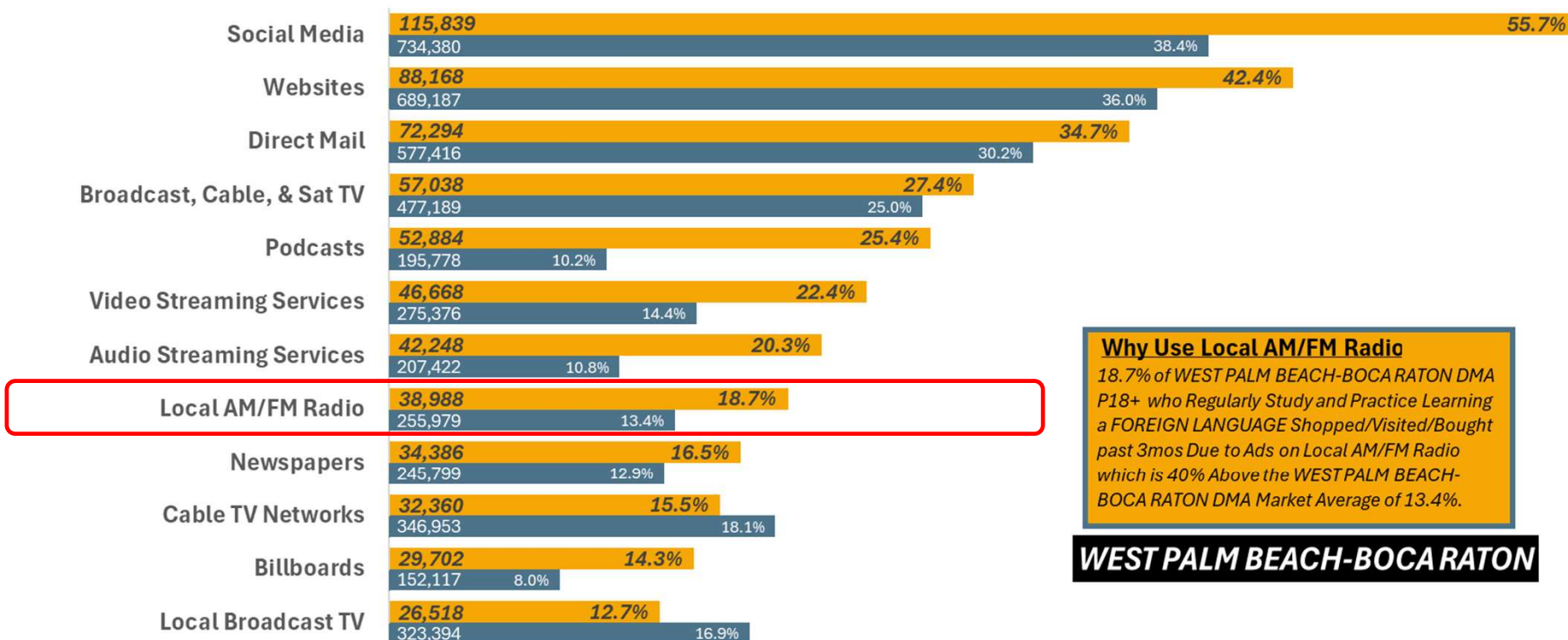
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Activities done regularly: Foreign language study/practice



"Advertising Actions"

P18+ who Regularly Study and Practice Learning a FOREIGN LANGUAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio

18.7% of WEST PALM BEACH-BOCA RATON DMA P18+ who Regularly Study and Practice Learning a FOREIGN LANGUAGE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 40% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.4%.

WEST PALM BEACH-BOCA RATON

■ P18+ who Regularly Study and Practice Learning a FOREIGN LANGUAGE (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 R2 2025: Aug 24-Jun 25 Qual Intab: 274

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Activities done regularly: Foreign language study/practice