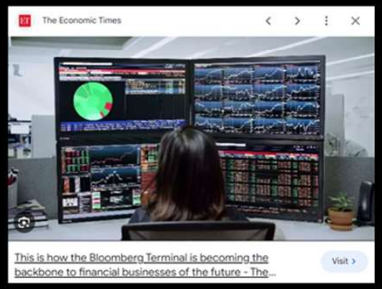
USA –5 DEMOS of Single P21+ past 30 days Users of ONLINE DATING Websites/Apps!

Complete Demographic & Media Use Profiles



tinder

Complete Demographic, Psychographic, and Total Media Usage Profiles of USA SINGLE P21+, P21-34, P25-54, W25-54, ,M25-54 past 30 days users (On Any Device) of Online Dating Services as of April 2024!



(Singles Only)

P21+ P21-34, P25-54, W25-54, M25-54

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

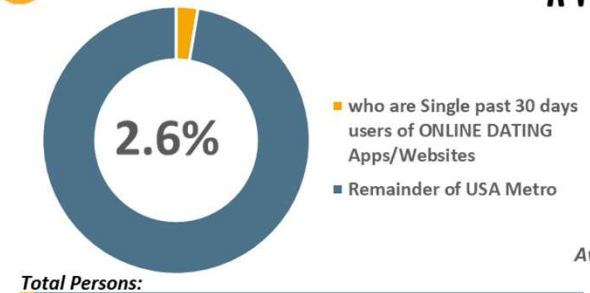
HUBBARD BROADCASTING INC. HB INC.

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

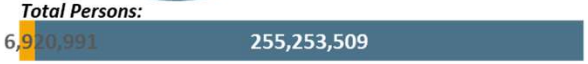
tinder P21+

2.6% or 6,920,991 of USA Adults 18 or older are Single past 30 days users of ONLINE DATING Apps/Websites. Typical Adults 18 or older who are Single past 30 days users of ONLINE DATING Apps/Websites are 38.6 years old (23.6% younger than average) and have a $53,310 (40.8% lower than average) annual household…

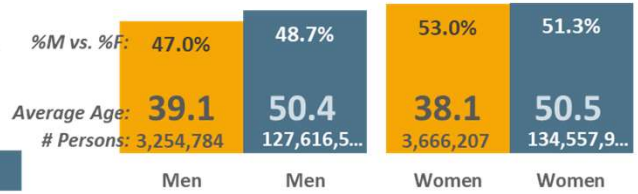
Percent of Market: Adults 18 or older



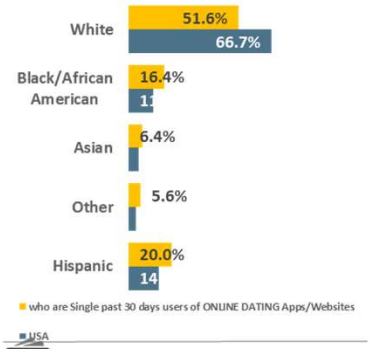
Total Persons:



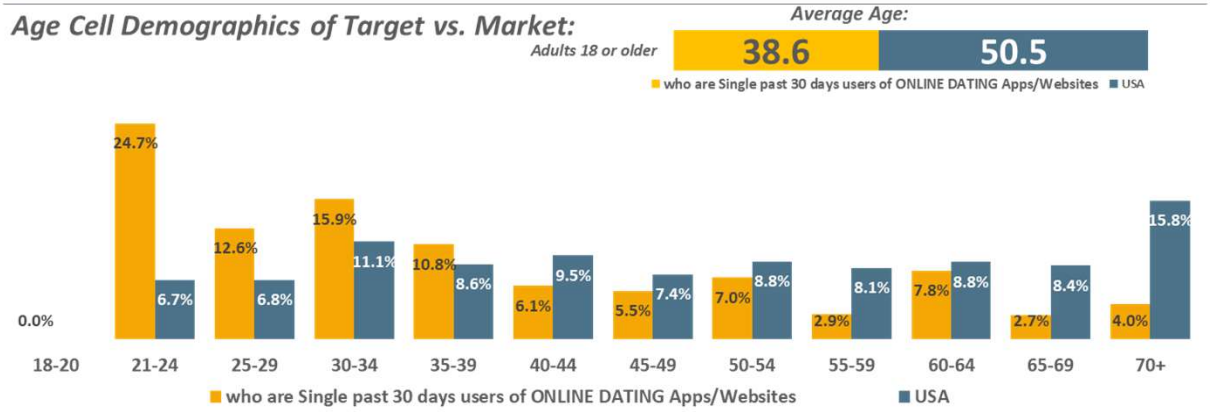
Gender of Target vs. Market: Adults 18 or older



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

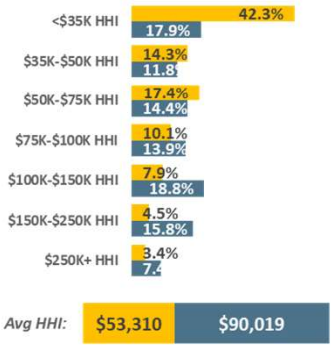


USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

HHI of Target vs. Market:



[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

tinder P21-34

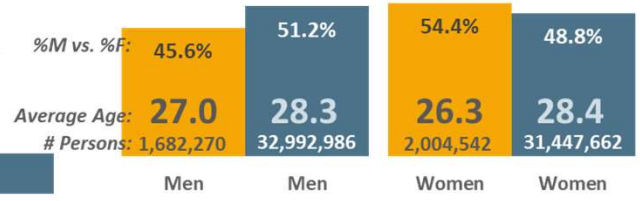
5.7% or 3,686,811 of USA Adults 18 - 34 are Single past 30 days users of ONLINE DATING Apps/Websites.
Typical Adults 18 - 34 who are Single past 30 days users of ONLINE DATING Apps/Websites are 26.7 years old (6.% younger than average) and have a $59,694 (29.4% lower than average) annual household income.

Percent of Market: Adults 18 - 34

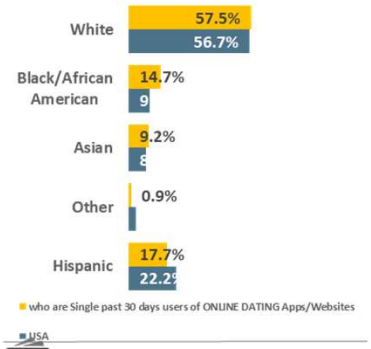


Total Persons:
3,686,811 | 60,753,836

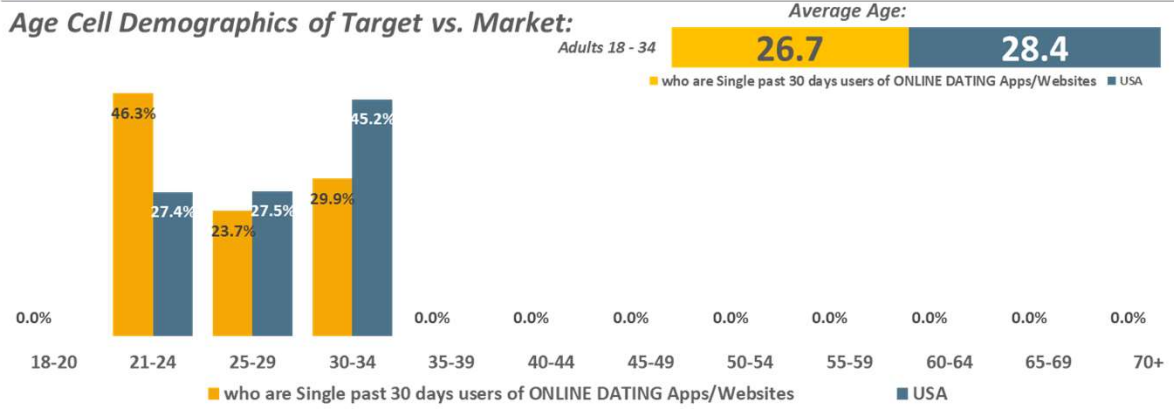
Gender of Target vs. Market: Adults 18 - 34



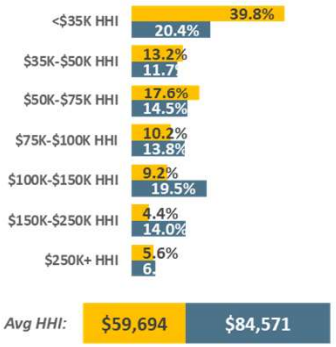
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

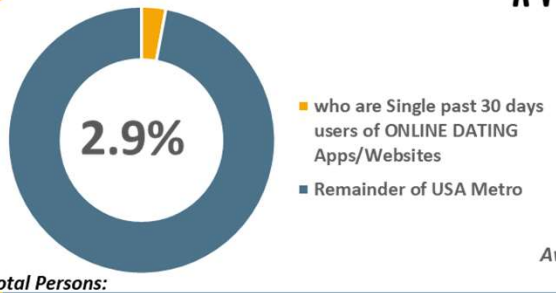
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

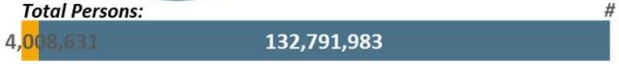
tinder P25-54

2.9% or 4,008,631 of USA Adults 25 - 54 are Single past 30 days users of ONLINE DATING Apps/Websites. Typical Adults 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites are 37.2 years old (7.% younger than average) and have a $56,508 (43.3% lower than average) annual household income.

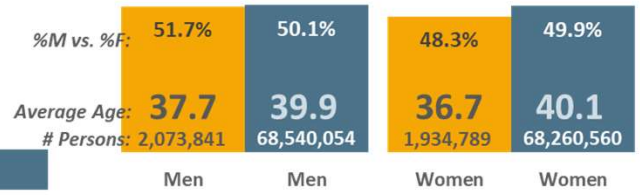
Percent of Market: Adults 25 - 54



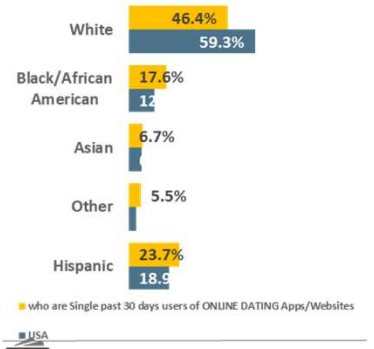
Total Persons:



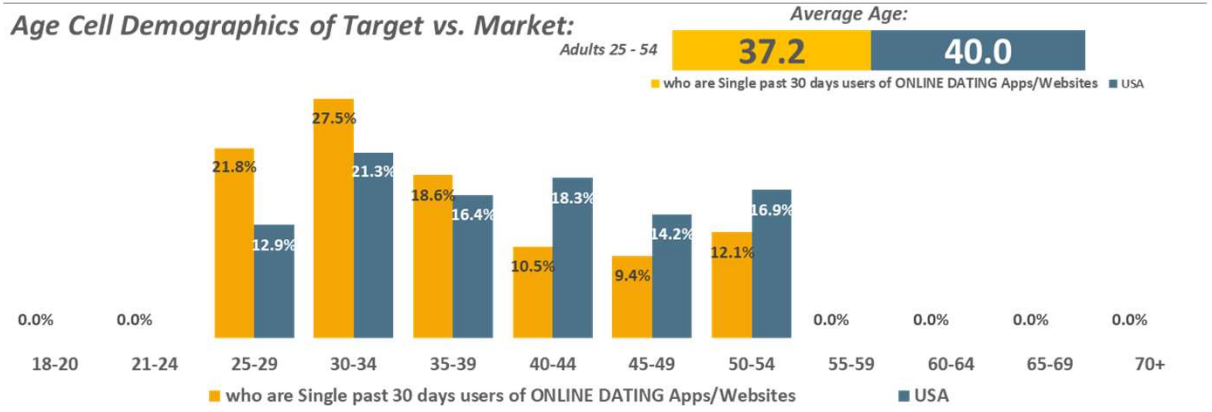
Gender of Target vs. Market: Adults 25 - 54



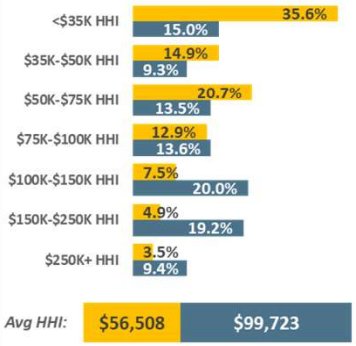
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $56,508 | $99,723

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

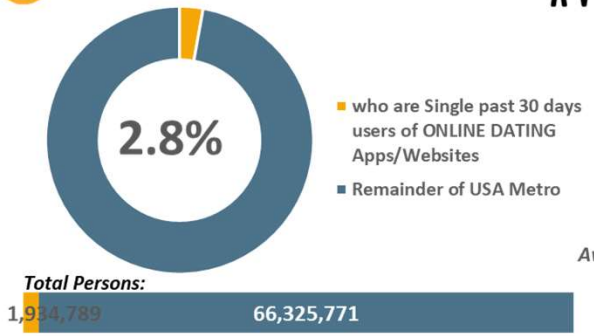
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

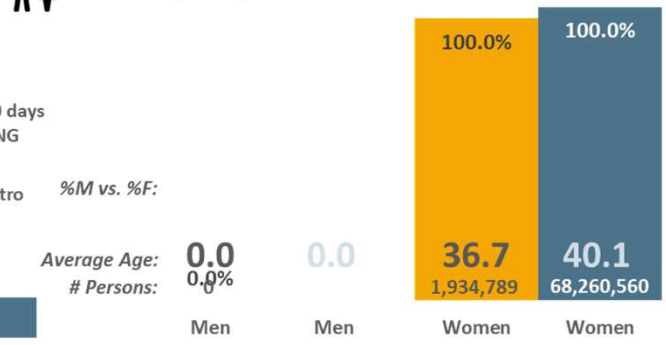
tinder W25-54

2.8% or 1,934,789 of USA Women 25 - 54 are Single past 30 days users of ONLINE DATING Apps/Websites. Typical Women 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites are 36.7 years old (8.4% younger than average) and have a $57,979 (35.6% lower than average) annual household income.

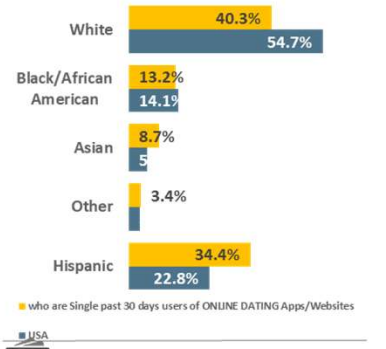
Percent of Market: Women 25 - 54



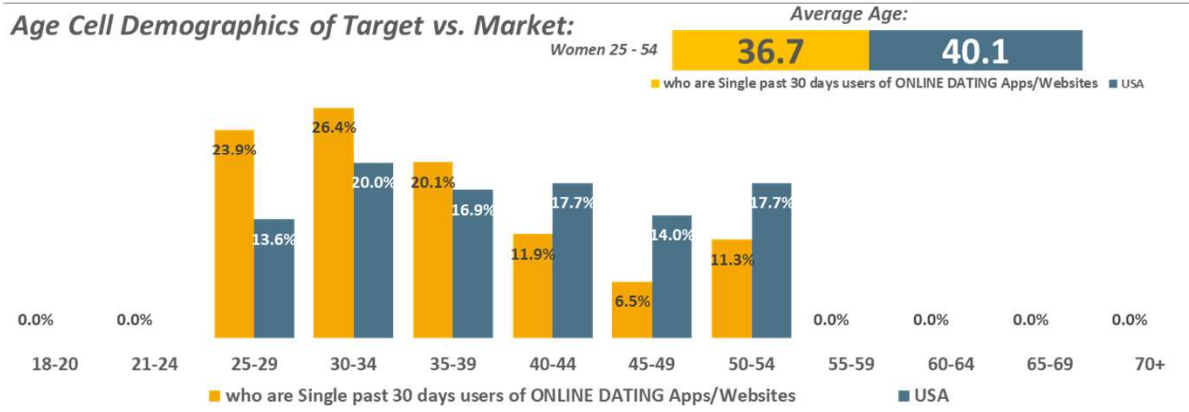
Gender of Target vs. Market: Women 25 - 54



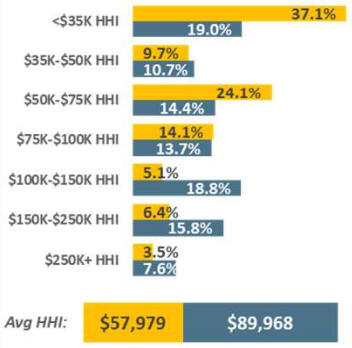
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

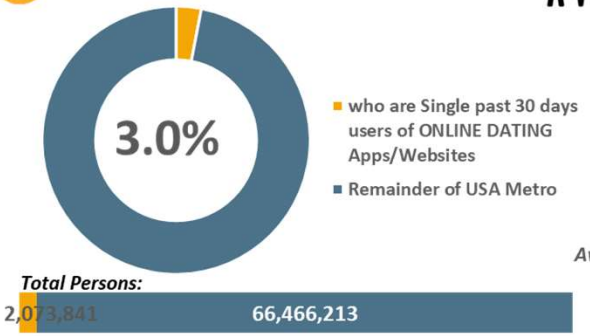
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

tinder M25-54

3.% or 2,073,841 of USA Men 25 - 54 are Single past 30 days users of ONLINE DATING Apps/Websites.
Typical Men 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites are 37.7 years old (5.6% younger than average) and have a $55,135 (49.6% lower than average) annual household income.

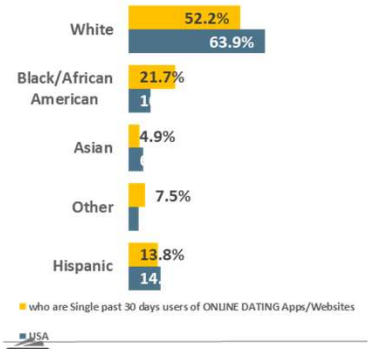
Percent of Market: Men 25 - 54



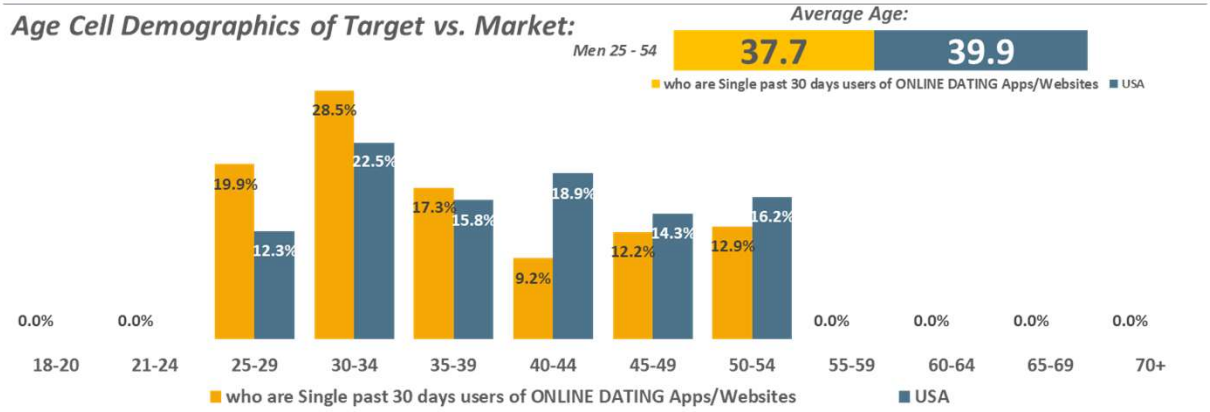
Gender of Target vs. Market: Men 25 - 54



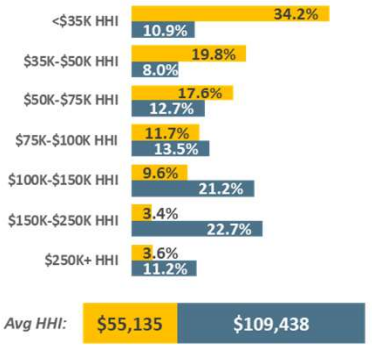
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

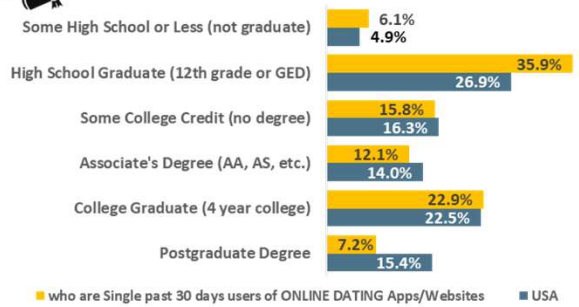
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

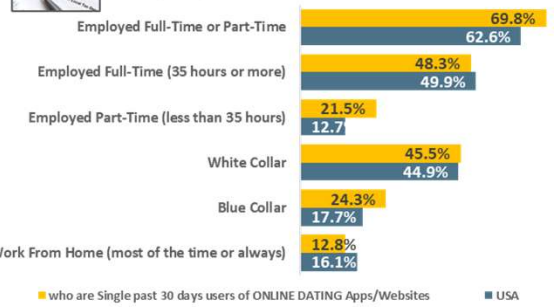
tinder P21+

2.6% or 6,920,991 of USA Adults 18 or older are Single past 30 days users of ONLINE DATING Apps/Websites. Adults 18 or older who are Single past 30 days users of ONLINE DATING Apps/Websites are 20.5% less likely to be a college graduate, 3.1% less likely to work full-time, 100.% less likely to be married, 39.1% less likely to be a parent of 1 or more children

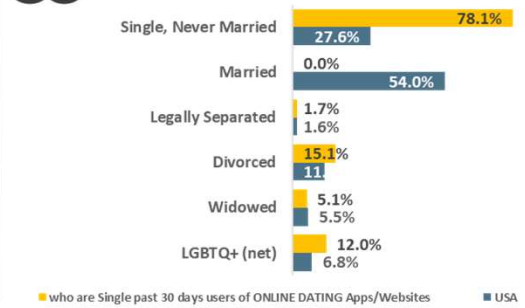
Education Levels: Adults 18 or older



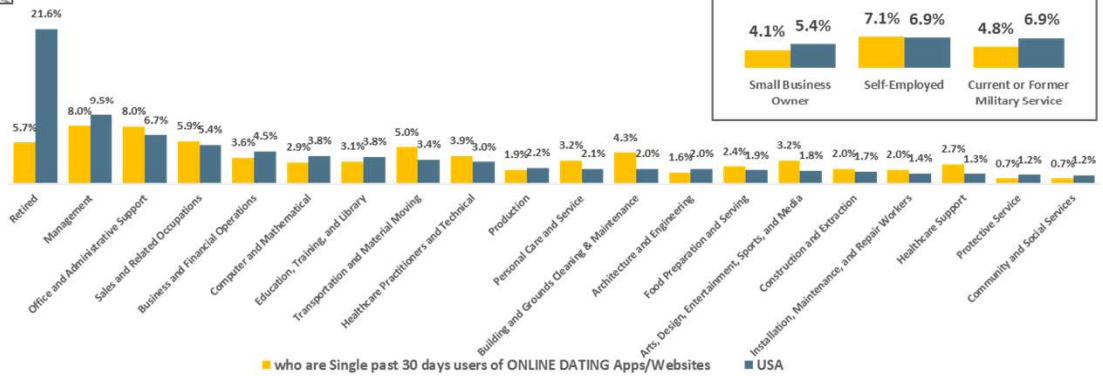
Employment: Adults 18 or older



Marital Status: Adults 18 or older

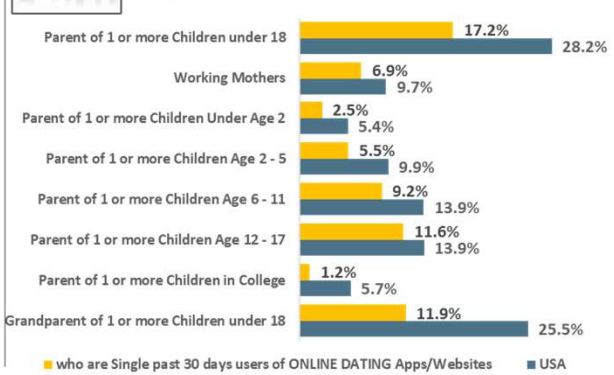


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

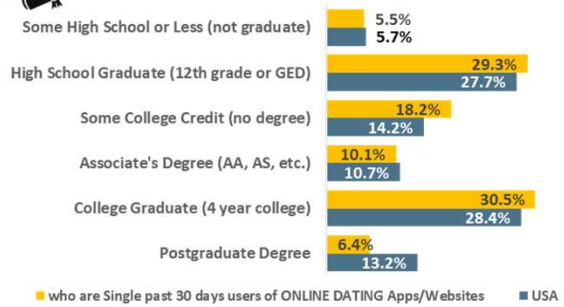
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

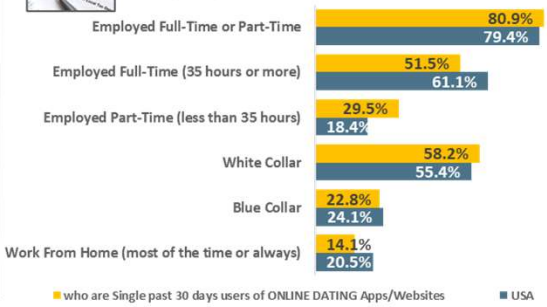
tinder P21-34

5.7% or 3,686,811 of USA Adults 18 - 34 are Single past 30 days users of ONLINE DATING Apps/Websites. Adults 18 - 34 who are Single past 30 days users of ONLINE DATING Apps/Websites are 11.6% less likely to be a college graduate, 15.7% less likely to work full-time, 100.% less likely to be married, 54.4% less likely to be a parent of 1 or more children un

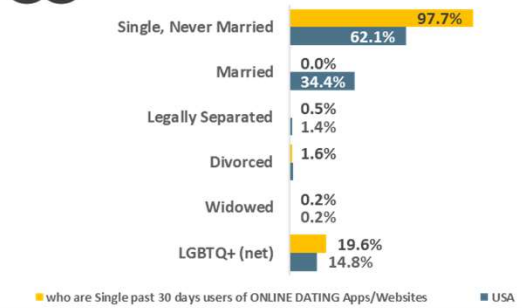
Education Levels: Adults 18 - 34



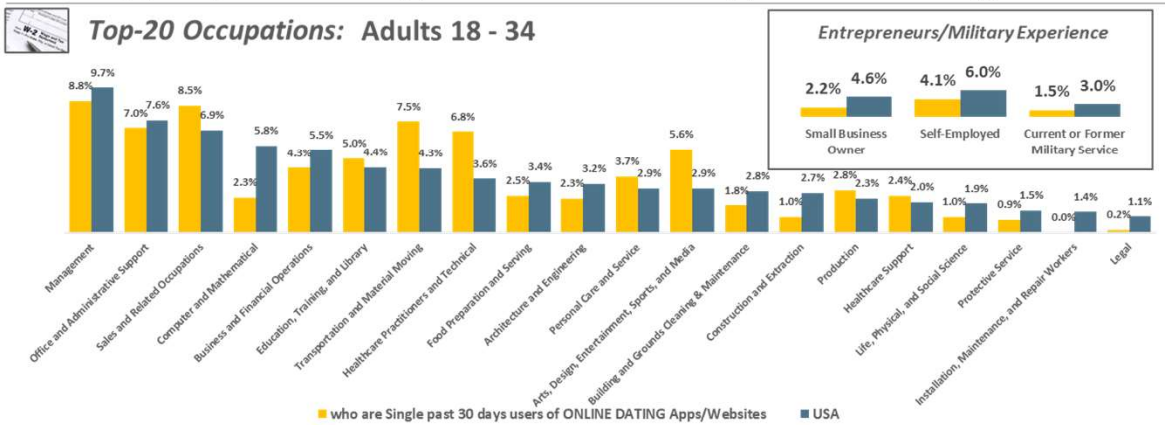
Employment: Adults 18 - 34



Marital Status: Adults 18 - 34

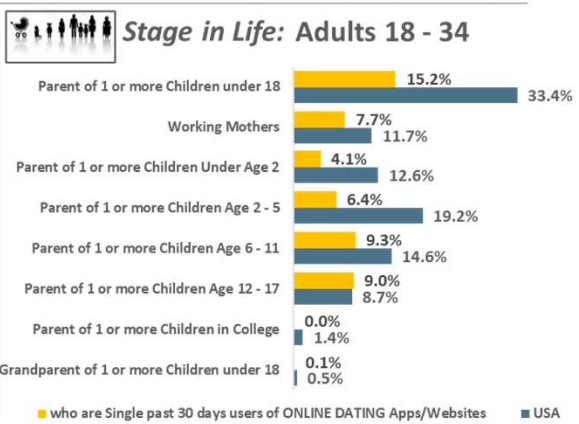


Top-20 Occupations: Adults 18 - 34



Entrepreneurs/Military Experience

Stage in Life: Adults 18 - 34



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

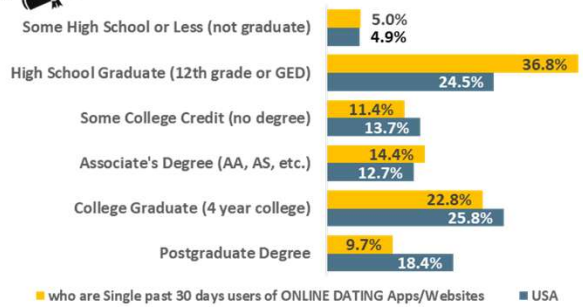
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

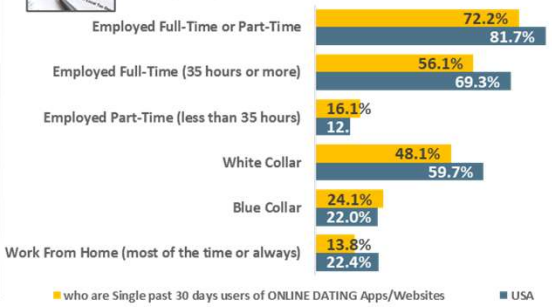
tinder P25-54

2.9% or 4,008,631 of USA Adults 25 - 54 are Single past 30 days users of ONLINE DATING Apps/Websites. Adults 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites are 26.6% less likely to be a college graduate, 19.% less likely to work full-time, 100.% less likely to be married, 44.5% less likely to be a parent of 1 or more children und

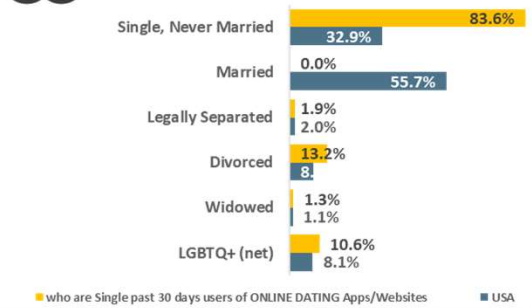
Education Levels: Adults 25 - 54



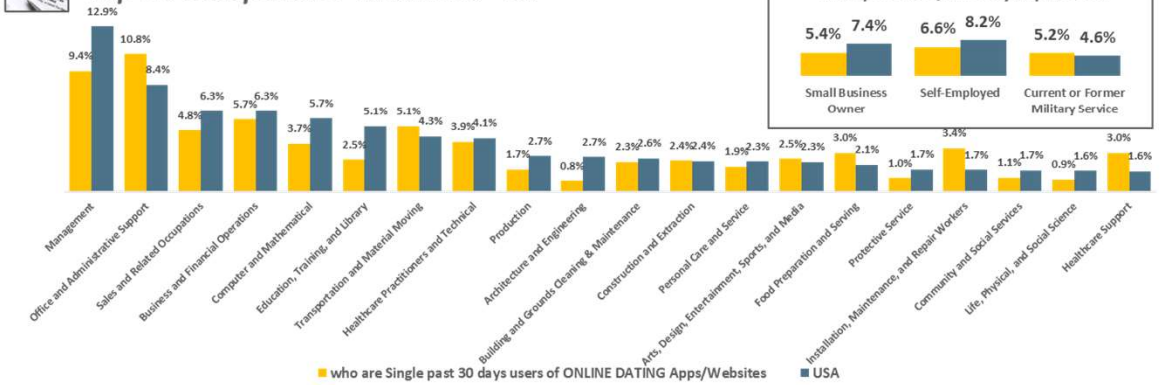
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

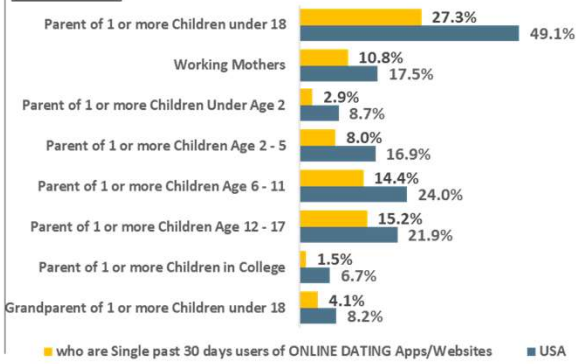


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

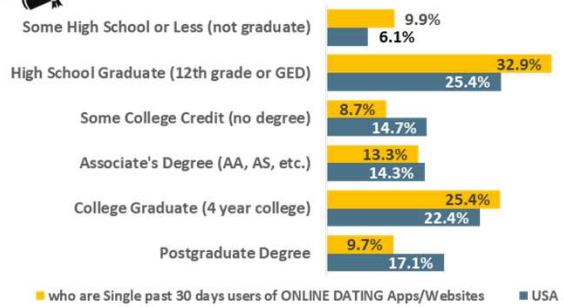
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

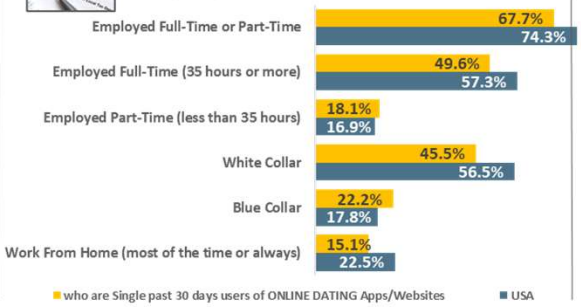
tinder W25-54

2.8% or 1,934,789 of USA Women 25 - 54 are Single past 30 days users of ONLINE DATING Apps/Websites. Women 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites are 11.1% less likely to be a college graduate, 13.5% less likely to work full-time, 100.% less likely to be married, 58.9% less likely to be a grandparent of 1 or more childre

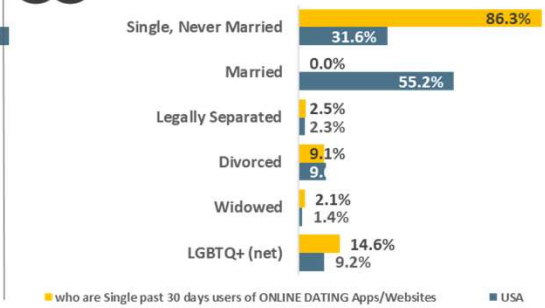
Education Levels: Women 25 - 54



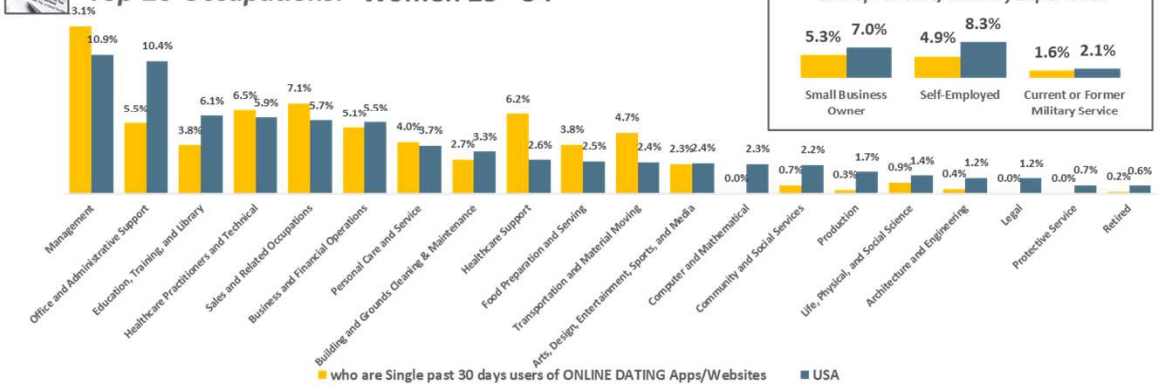
Employment: Women 25 - 54



Marital Status: Women 25 - 54

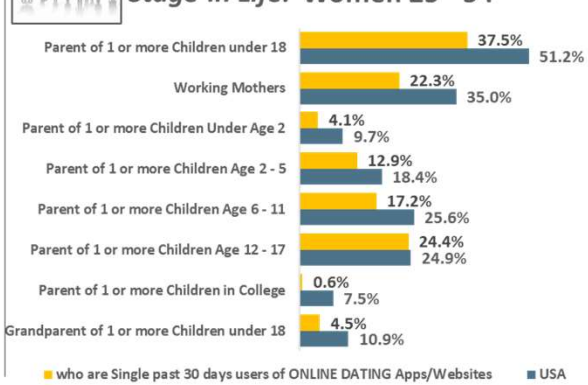


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

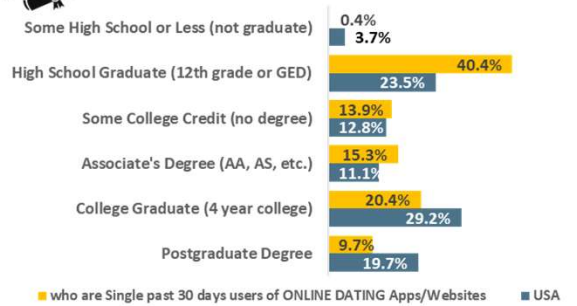
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

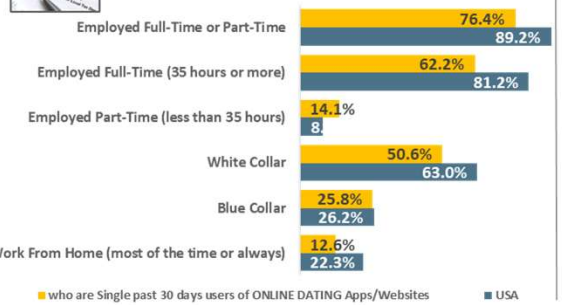
tinder M25-54

3.% or 2,073,841 of USA Men 25 - 54 are Single past 30 days users of ONLINE DATING Apps/Websites. Men 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites are 38.6% less likely to be a college graduate, 23.3% less likely to work full-time, 100.% less likely to be married, 62.3% less likely to be a parent of 1 or more children under

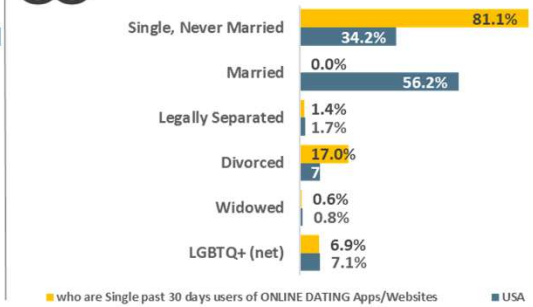
Education Levels: Men 25 - 54



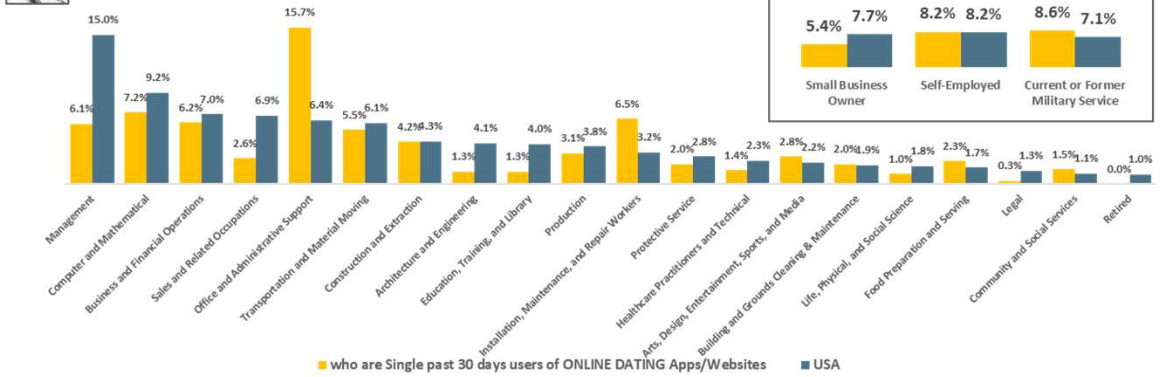
Employment: Men 25 - 54



Marital Status: Men 25 - 54

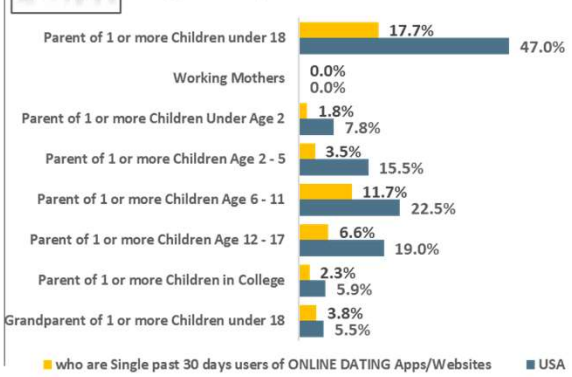


Top-20 Occupations: Men 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Men 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

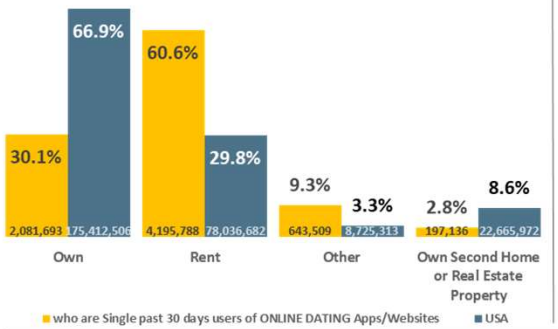
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

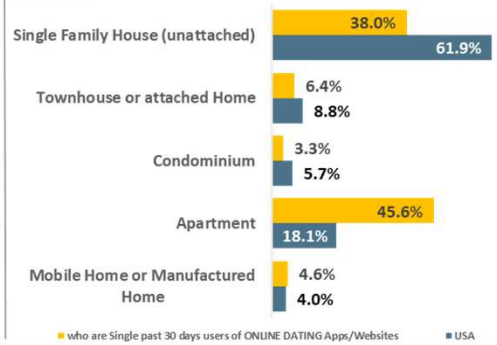
tinder P21+

2.6% or 6,920,991 of USA Adults 18 or older are Single past 30 days users of ONLINE DATING Apps/Websites. Adults 18 or older who are Single past 30 days users of ONLINE DATING Apps/Websites are 55.5% less likely to own their home, 10.1% more likely to own a lower valued home, 38.6% less likely to have a single-family home, 33.7% less likely to have a dog.

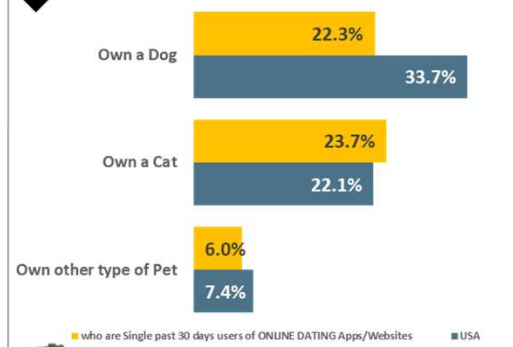
Own/Rent/Other: Adults 18 or older



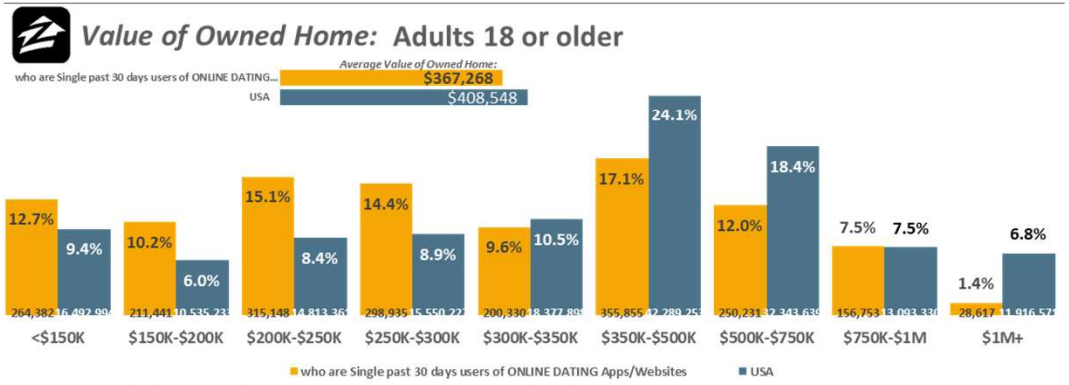
Type of Home: Adults 18 or older



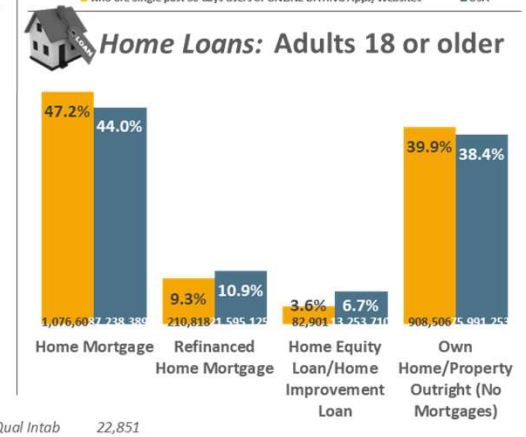
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *571*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

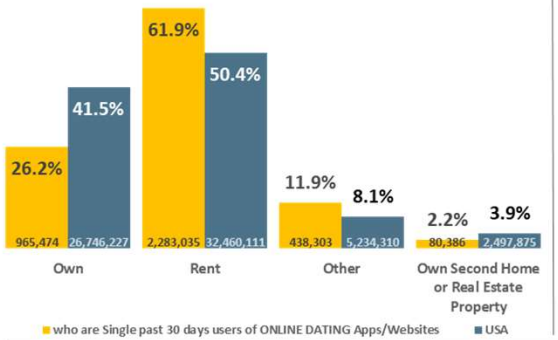
USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *22,851*

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

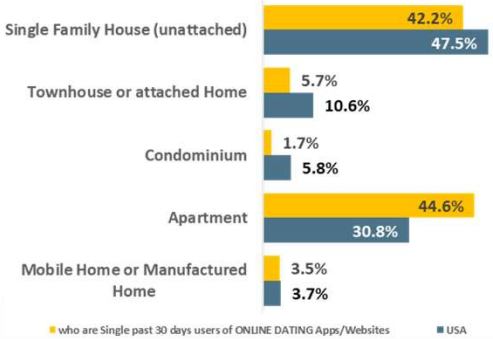
tinder P21-34

5.7% or 3,686,811 of USA Adults 18 - 34 are Single past 30 days users of ONLINE DATING Apps/Websites. Adults 18 - 34 who are Single past 30 days users of ONLINE DATING Apps/Websites are 36.9% less likely to own their home, 4.5% more likely to own a higher valued home, 11.% less likely to have a single-family home, 37.7% less likely to have a dog.

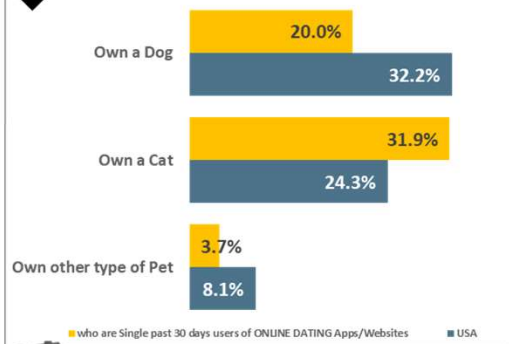
Own/Rent/Other: Adults 18 - 34



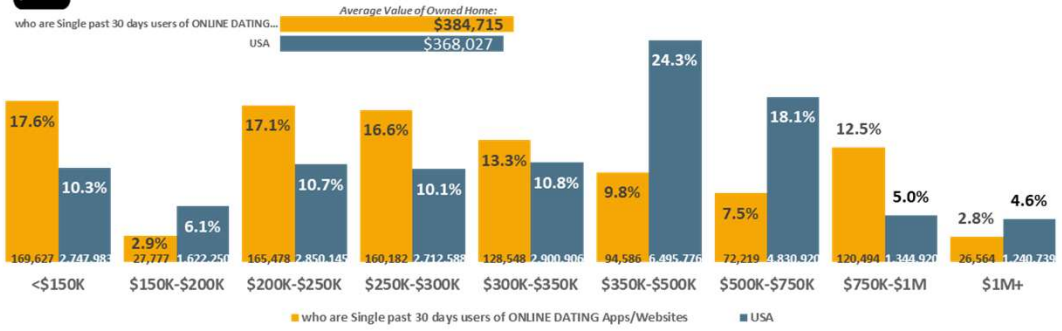
Type of Home: Adults 18 - 34



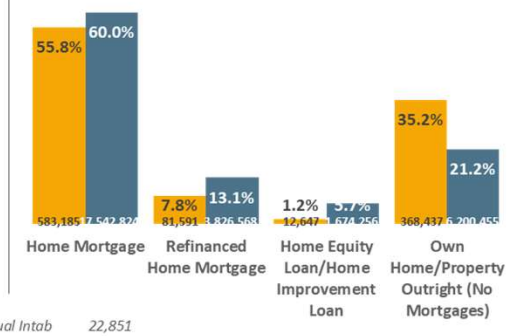
Pets in Home: Adults 18 - 34



Value of Owned Home: Adults 18 - 34



Home Loans: Adults 18 - 34



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

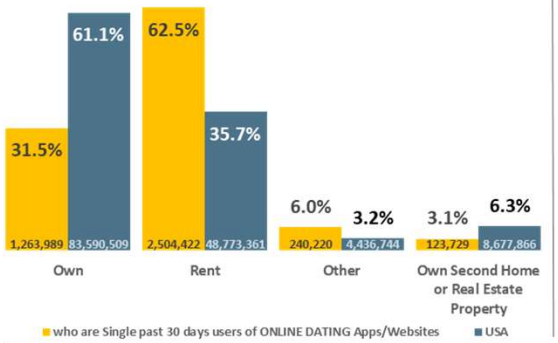
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

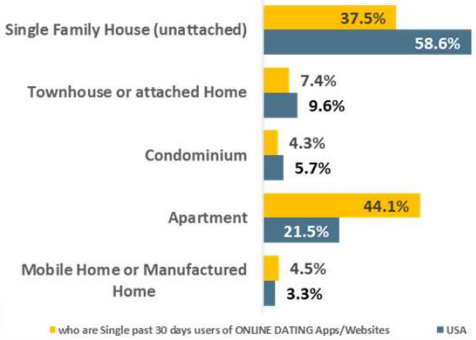
tinder P25-54

2.9% or 4,008,631 of USA Adults 25 - 54 are Single past 30 days users of ONLINE DATING Apps/Websites. Adults 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites are 48.4% less likely to own their home, 21.6% more likely to own a lower valued home, 36.1% less likely to have a single-family home, 44.2% less likely to have a dog.

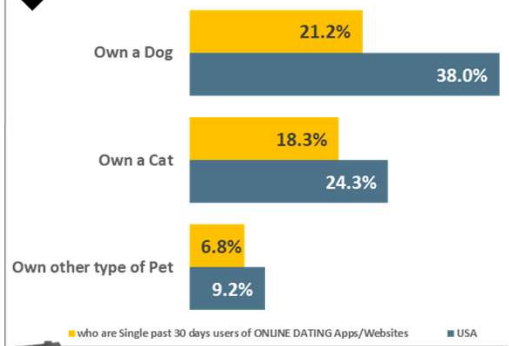
Own/Rent/Other: Adults 25 - 54



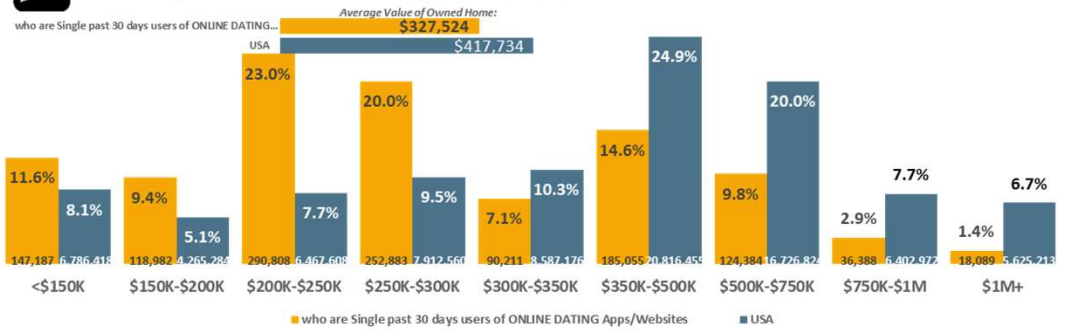
Type of Home: Adults 25 - 54



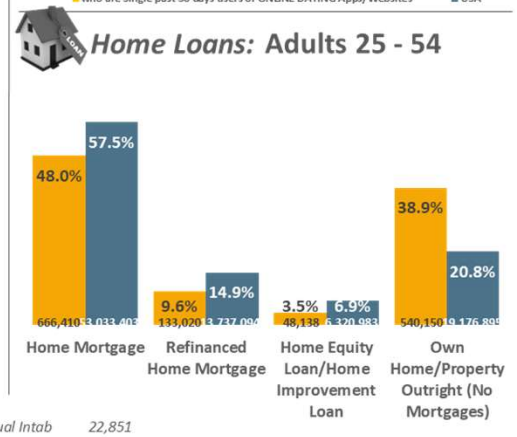
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *571*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

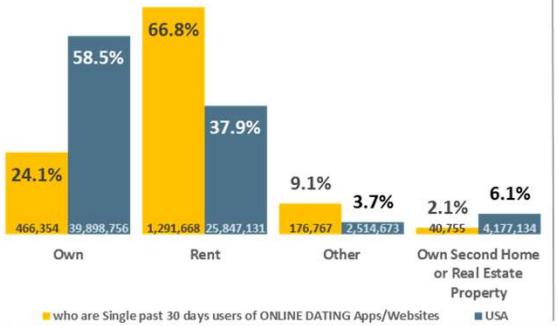
USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *22,851*

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

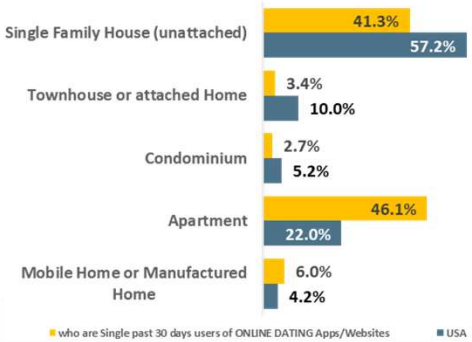
tinder W25-54

2.8% or 1,934,789 of USA Women 25 - 54 are Single past 30 days users of ONLINE DATING Apps/Websites. Women 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites are 58.8% less likely to own their home, 14.2% more likely to own a lower valued home, 27.8% less likely to have a single-family home, 31.9% less likely to have a dog.

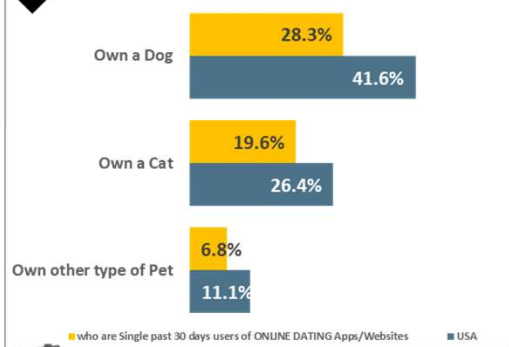
Own/Rent/Other: Women 25 - 54



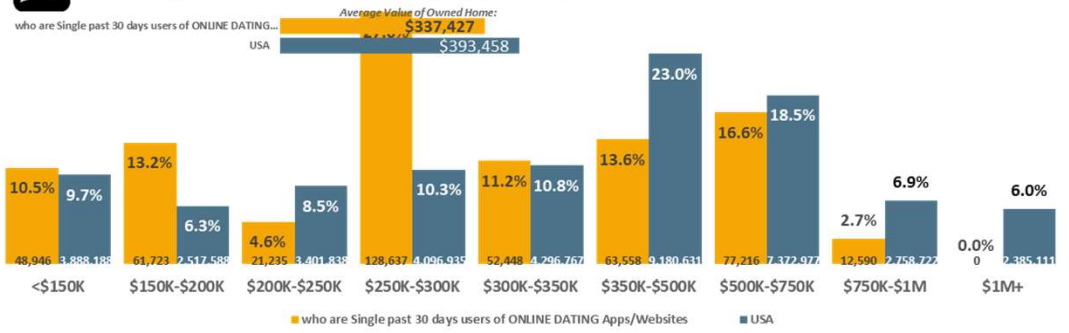
Type of Home: Women 25 - 54



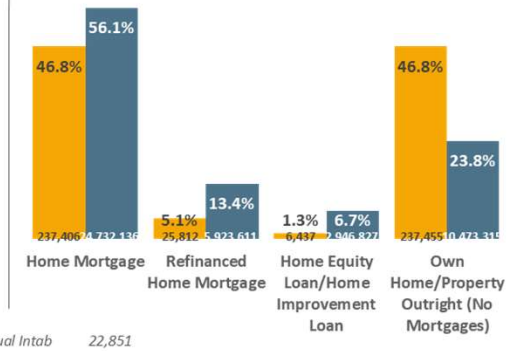
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *571*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

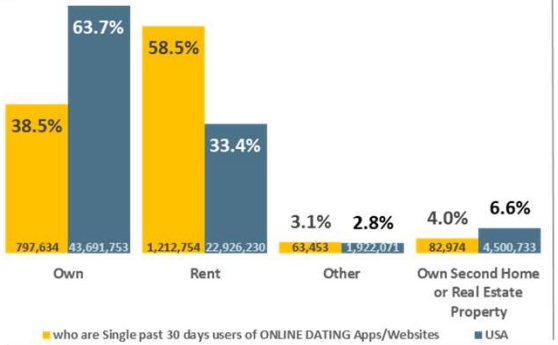
USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *22,851*

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

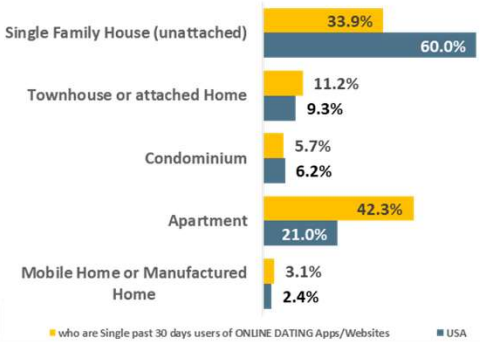
tinder M25-54

3.% or 2,073,841 of USA Men 25 - 54 are Single past 30 days users of ONLINE DATING Apps/Websites.
Men 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites are 39.7% less likely to own their home, 26.9% more likely to own a lower valued home, 43.5% less likely to have a single-family home, 57.6% less likely to have a dog.

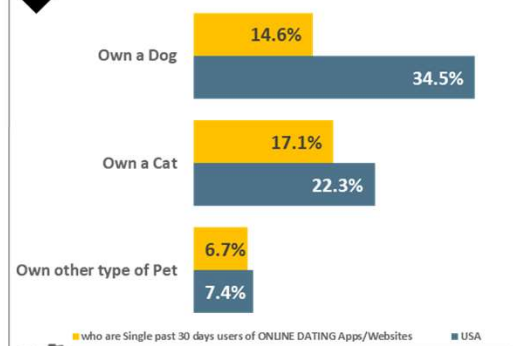
Own/Rent/Other: Men 25 - 54



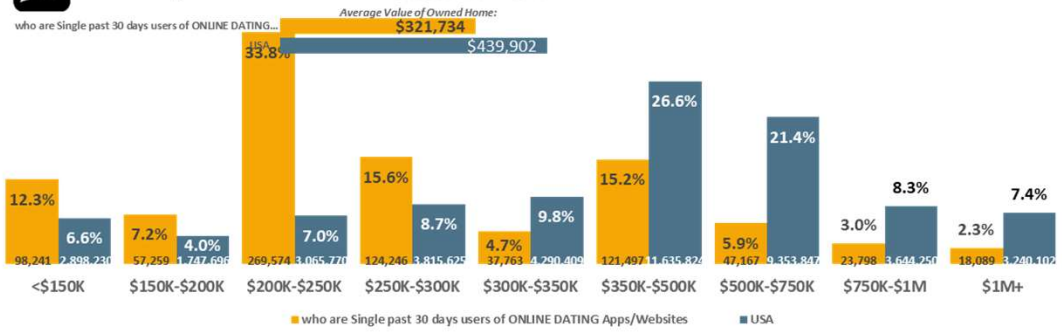
Type of Home: Men 25 - 54



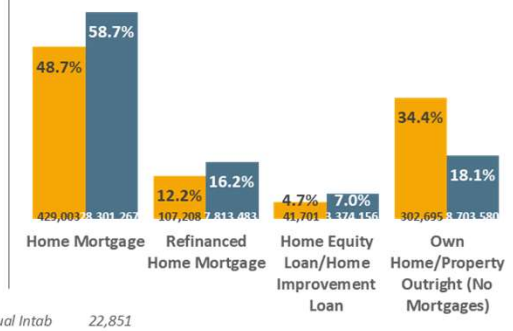
Pets in Home: Men 25 - 54



Value of Owned Home: Men 25 - 54



Home Loans: Men 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

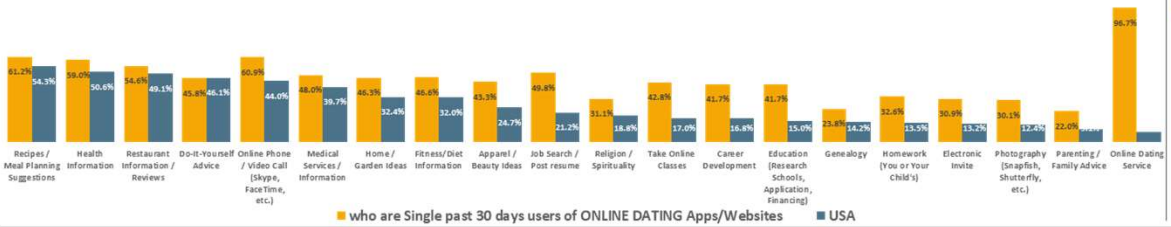
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

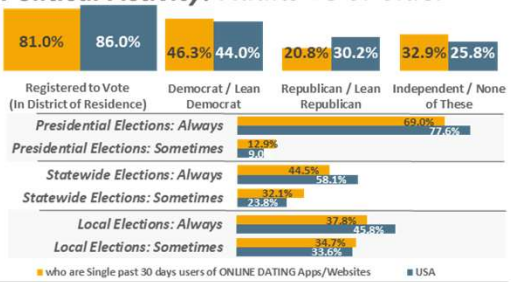
tinder P21+

2.6% or 6,920,991 of USA Adults 18 or older are Single past 30 days users of ONLINE DATING Apps/Websites. Adults 18 or older who are Single past 30 days users of ONLINE DATING Apps/Websites are .5% less likely to look up D-I-Y advice online, 17.5% less likely to always vote in local elections, .7% less likely to belong to a gym, 5.8% less likely to fly domest

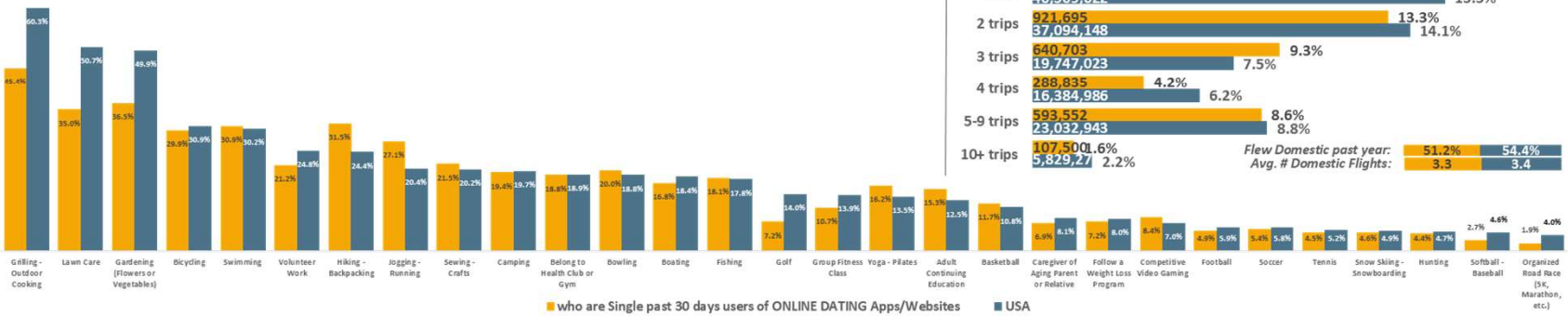
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

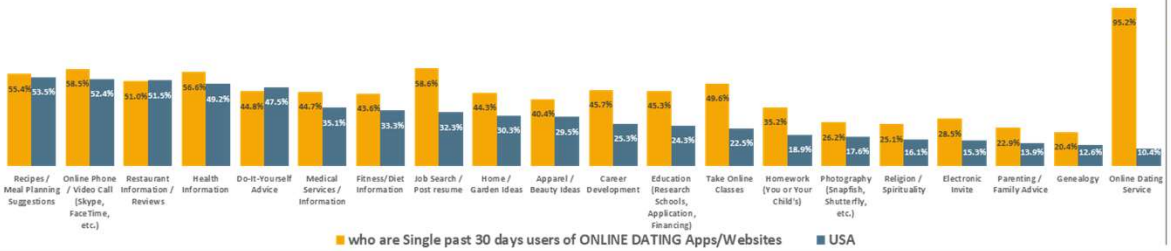
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

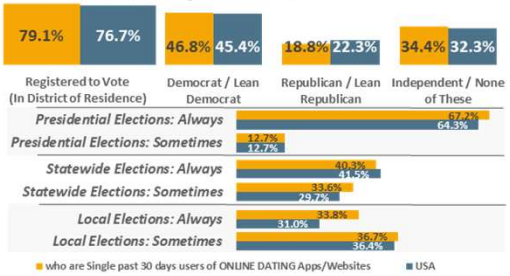
tinder P21-34

5.7% or 3,686,811 of USA Adults 18 - 34 are Single past 30 days users of ONLINE DATING Apps/Websites. Adults 18 - 34 who are Single past 30 days users of ONLINE DATING Apps/Websites are 5.7% less likely to look up D-I-Y advice online, 9.2% more likely to always vote in local elections, 4.8% less likely to belong to a gym, 6.2% less likely to fly domestic

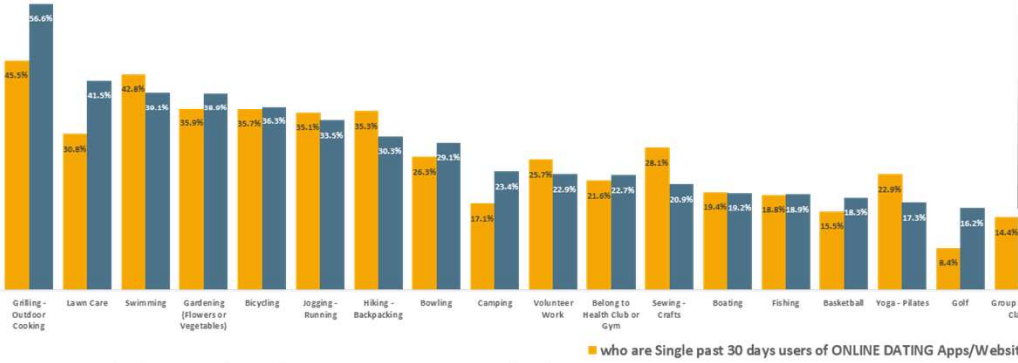
Top-20 past 30-days Online Lifestyle Activites: Adults 18 - 34



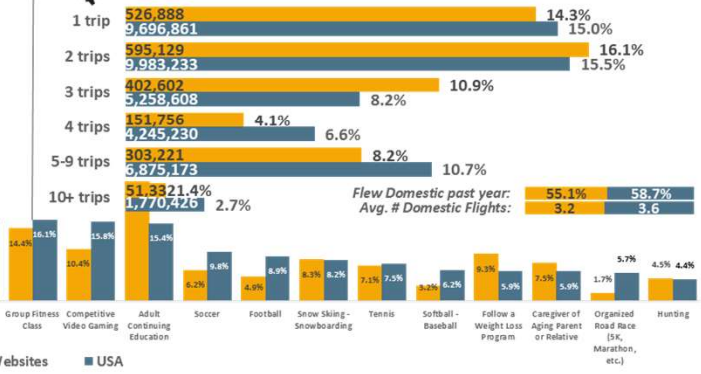
Political Activity: Adults 18 - 34



Top-30 past 12-months Active Lifestyle Activites: Adults 18 - 34



Past 12-months Domestic Airline Trips: Adults 18 - 34



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

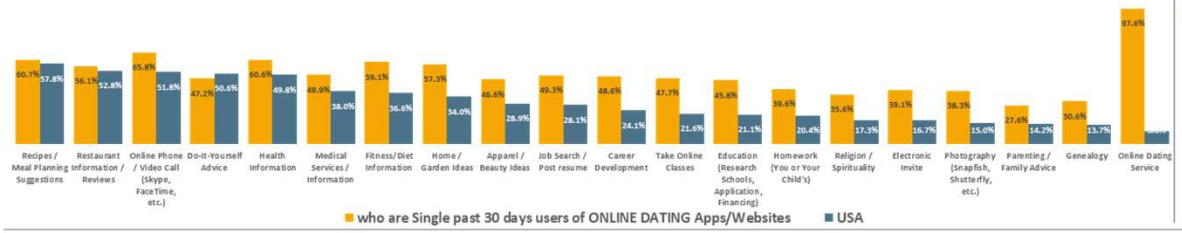
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

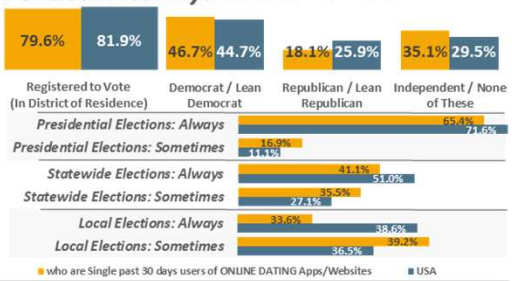
tinder P25-54

2.9% or 4,008,631 of USA Adults 25 - 54 are Single past 30 days users of ONLINE DATING Apps/Websites. Adults 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites are 6.8% less likely to look up D-I-Y advice online, 13.1% less likely to always vote in local elections, 6.4% less likely to belong to a gym, 13.4% less likely to fly domesti

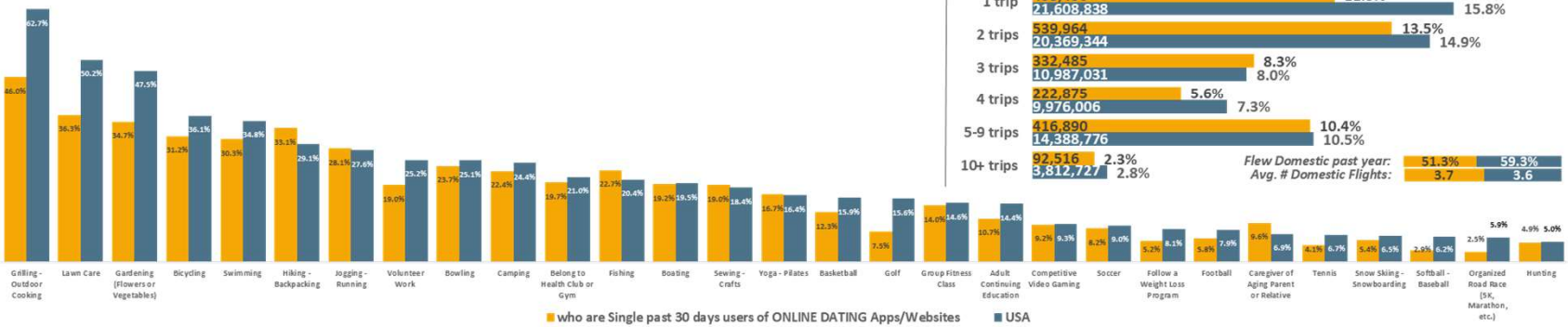
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

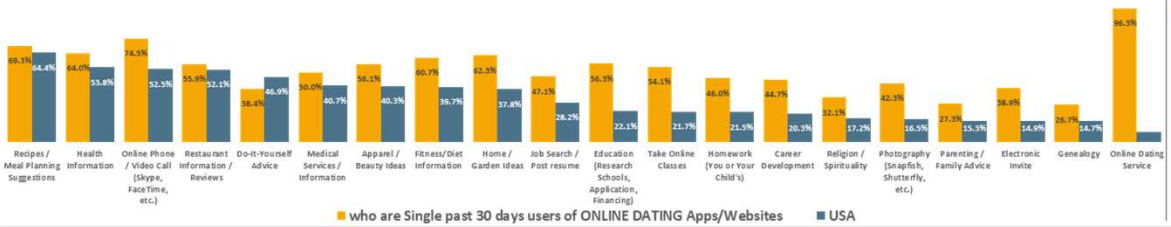
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

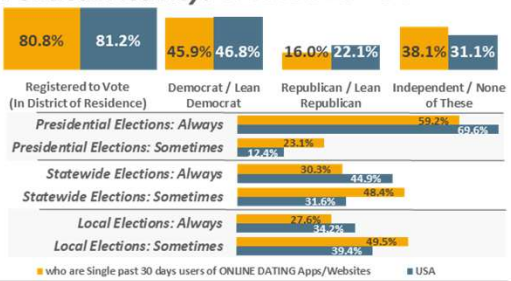
tinder W25-54

2.8% or 1,934,789 of USA Women 25 - 54 are Single past 30 days users of ONLINE DATING Apps/Websites. Women 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites are 18.1% less likely to look up D-I-Y advice online, 19.4% less likely to always vote in local elections, .1% more likely to belong to a gym, 14.5% more likely to fly domestic

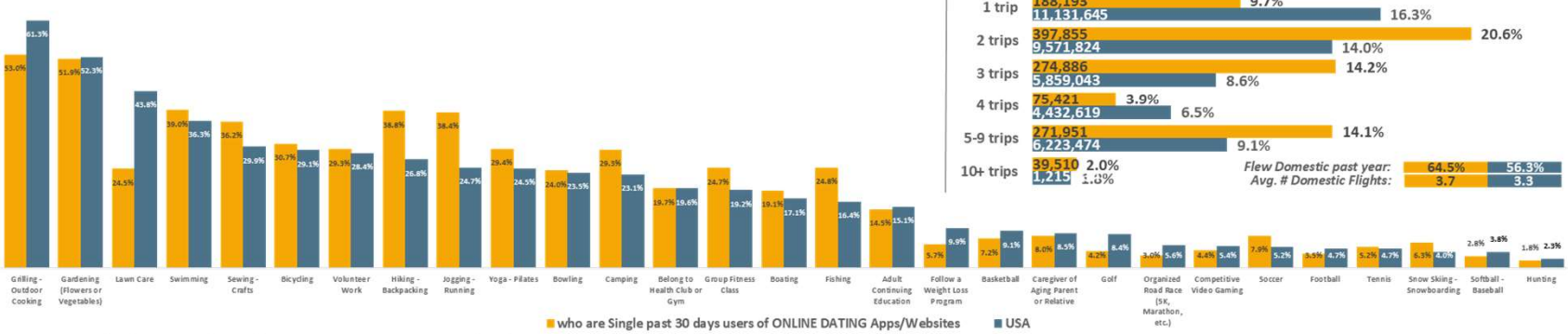
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



Political Activity: Women 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Women 25 - 54



Past 12-months Domestic Airline Trips: Women 25 - 54

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

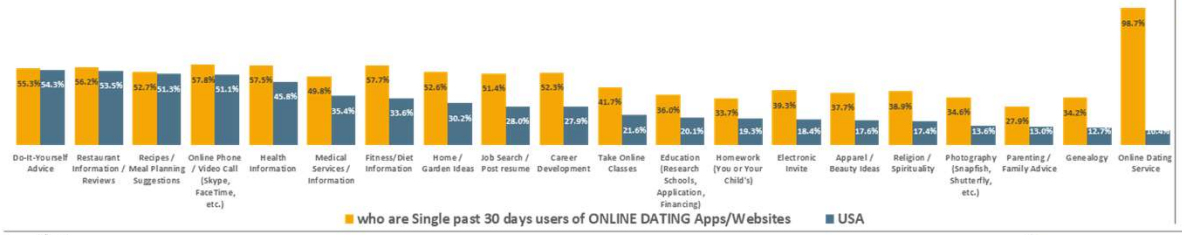
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

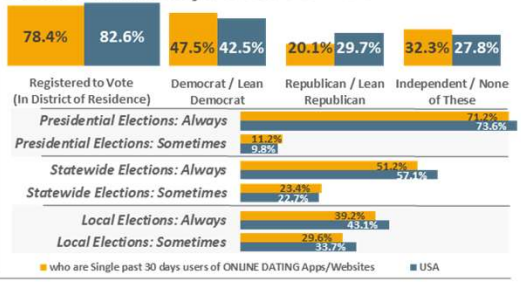
tinder M25-54

3.% or 2,073,841 of USA Men 25 - 54 are Single past 30 days users of ONLINE DATING Apps/Websites. Men 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites are 1.8% more likely to look up D-I-Y advice online, 9.% less likely to always vote in local elections, 12.1% less likely to belong to a gym, 37.3% less likely to fly domestic pa

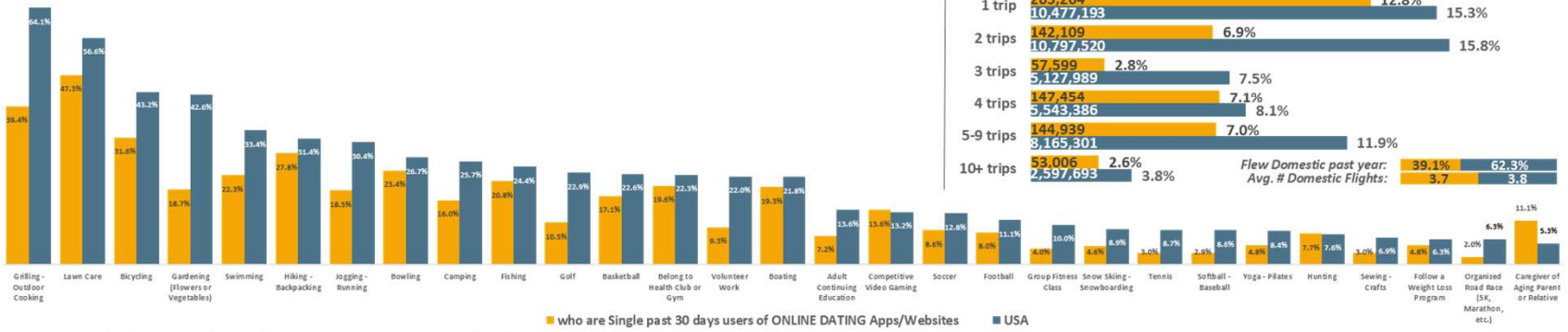
Top-20 past 30-days Online Lifestyle Activites: Men 25 - 54



Political Activity: Men 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Men 25 - 54



Past 12-months Domestic Airline Trips: Men 25 - 54

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

tinder P21+

2.6% or 6,920,991 of USA Adults 18 or older are Single past 30 days users of ONLINE DATING Apps/Websites. Adults 18 or older who are Single past 30 days users of ONLINE DATING Apps/Websites are 3.7% less likely to use QSRs past mo., 12.1% less likely to use Sit-Down Restaurants past mo., 7.6% less likely to use Casinos past yr., 63.7% more likely to smoke cig

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

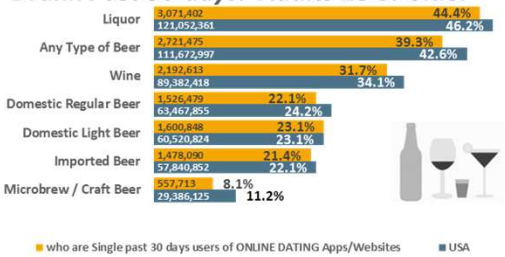
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

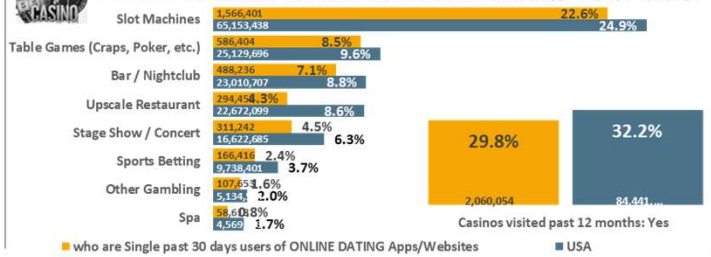


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

tinder P21-34

5.7% or 3,686,811 of USA Adults 18 - 34 are Single past 30 days users of ONLINE DATING Apps/Websites. Adults 18 - 34 who are Single past 30 days users of ONLINE DATING Apps/Websites are 1.8% less likely to use QSRs past mo., 5.7% less likely to use Sit-Down Restaurants past mo., 7.9% less likely to use Casinos past yr., 29.5% more likely to smoke cigarett

Past 30-days QSR Users: Adults 18 - 34



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



Past 30-days Sit-Down Restaurant Users: Adults 18 - 34



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 - 34

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

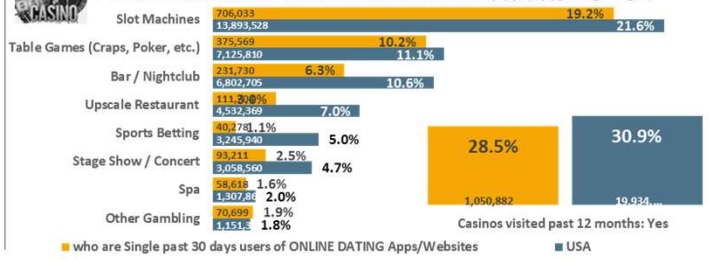


Drank Past 30-days: Adults 18 - 34



Past 12 months Casino Activities: Adults 18 - 34





Used Past 30-days: Adults 18 - 34



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

tinder P25-54

2.9% or 4,008,631 of USA Adults 25 - 54 are Single past 30 days users of ONLINE DATING Apps/Websites. Adults 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites are 4.8% less likely to use QSRs past mo., 16.5% less likely to use Sit-Down Restaurants past mo., 19.9% less likely to use Casinos past yr., 32.1% more likely to smoke cigare

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 25 - 54

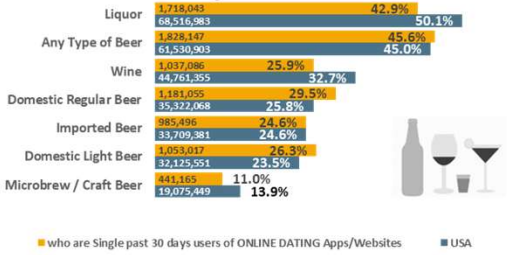
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

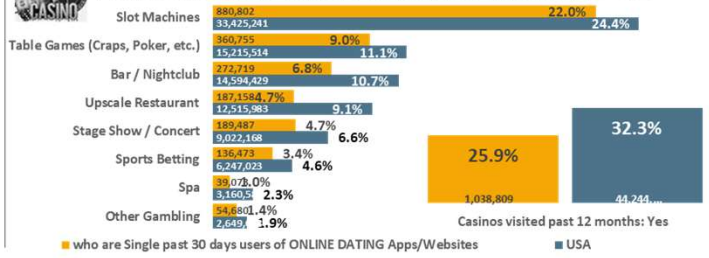


Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

tinder **W25-54**

2.8% or 1,934,789 of USA Women 25 - 54 are Single past 30 days users of ONLINE DATING Apps/Websites. Women 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites are 1.7% less likely to use QSRs past mo., 10.9% less likely to use Sit-Down Restaurants past mo., 18.9% less likely to use Casinos past yr., 23.5% more likely to smoke cigaret

Past 30-days QSR Users: Women 25 - 54



	who are Single past 30 days users of ONLINE DATING Apps/Websites	USA
1 time	9.7%	7.6%
2 times	8.5%	9.7%
3 times	9.5%	10.7%
4 times	9.5%	11.1%
5 times	5.6%	11.3%
6 - 9 times	17.4%	22.0%
10 times or more	30.4%	19.7%

Total Monthly QSR Users:	who are Single past 30 days users of ONLINE DATING Apps/Websites	USA
	90.6%	92.1%
	1,752,750	62,895,656

Avg. Monthly QSR Meals:	who are Single past 30 days users of ONLINE DATING Apps/Websites	USA
	7.8	6.7

Past 30-days Sit-Down Restaurant Users: Women 25 - 54



	who are Single past 30 days users of ONLINE DATING Apps/Websites	USA
1 time	10.3%	16.4%
2 times	15.6%	16.0%
3 times	9.3%	13.7%
4 times	5.7%	9.5%
5 times	8.7%	6.4%
6 - 9 times	11.2%	10.2%
10 times or more	7.8%	4.7%

Total Monthly Sit-Down Restaurant Users:	who are Single past 30 days users of ONLINE DATING Apps/Websites	USA
	68.6%	77.0%
	1,327,402	52,531,909

Avg. Monthly Sit-Down Restaurant Meals:	who are Single past 30 days users of ONLINE DATING Apps/Websites	USA
	4.9	4.0

Top-10 Cuisines: Women 25 - 54

(Sit-Down Restaurants Used Past 30-days)



	who are Single past 30 days users of ONLINE DATING Apps/Websites	USA
Mexican	35.0%	35.9%
Chinese	35.8%	33.5%
Pizza	28.6%	33.3%
Coffee House / Coffee Bar	32.9%	27.7%
Indian / Thai / Other Asian	30.9%	19.4%
Bagel / Donut / Bakery	14.8%	17.1%
Italian	17.5%	16.1%
Upscale	13.7%	14.0%
Wings / Burgers / Sports Bar	17.0%	12.5%
Steakhouse	11.3%	11.0%

Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who are Single past 30 days users of ONLINE DATING...	560,956	29.0%
USA	[illegible]	24.3%

Drank Past 30-days: Women 25 - 54

	who are Single past 30 days users of ONLINE DATING Apps/Websites	USA
Liquor	896,328 46.3%	32,414,250 47.5%
Wine	468,028 24.2%	22,991,472 33.7%
Any Type of Beer	777,265 40.2%	21,417,068 31.4%
Imported Beer	476,761 24.6%	11,297,898 16.6%
Domestic Regular Beer	469,500 24.3%	10,634,983 15.6%
Domestic Light Beer	399,286 20.6%	10,141,670 14.9%
Microbrew / Craft Beer	131,532 6.8%	5,661,605 8.3%



Past 12 months Casino Activities: Women 25 - 54

	who are Single past 30 days users of ONLINE DATING Apps/Websites	USA
Slot Machines	483,546 25.0%	18,335,710 26.9%
Bar / Nightclub	128,112 6.6%	7,008,349 10.3%
Upscale Restaurant	100,432 5.2%	5,986,841 8.8%
Table Games (Craps, Poker, etc.)	113,936 5.9%	5,133,878 7.5%
Stage Show / Concert	102,316 5.3%	4,505,540 6.6%
Spa	34,973 1.8%	1,973,813 2.9%
Sports Betting	00.0%	1,305,[illegible] 1.9%
Other Gambling	2,0[illegible]1%	974,[illegible] 1.4%

Casinos visited past 12 months: Yes	who are Single past 30 days users of ONLINE DATING Apps/Websites	USA
	25.8%	31.8%
	498,918	21,696,...

Used Past 30-days: Women 25 - 54



	who are Single past 30 days users of ONLINE DATING Apps/Websites	USA
Marijuana / Cannabis	32.8%	16.1%
	635,350	11,020,773
Cigarettes	12.8%	10.4%
	247,522	7,070,523
Vape	19.6%	6.3%
	379,256	4,293,784

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

tinder M25-54

3.% or 2,073,841 of USA Men 25 - 54 are Single past 30 days users of ONLINE DATING Apps/Websites. Men 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites are 7.7% less likely to use QSRs past mo., 21.7% less likely to use Sit-Down Restaurants past mo., 20.9% less likely to use Casinos past yr., 39.8% more likely to smoke cigarette

Past 30-days QSR Users: Men 25 - 54



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Men 25 - 54



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Men 25 - 54

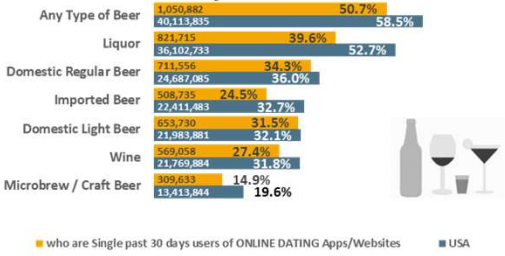
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

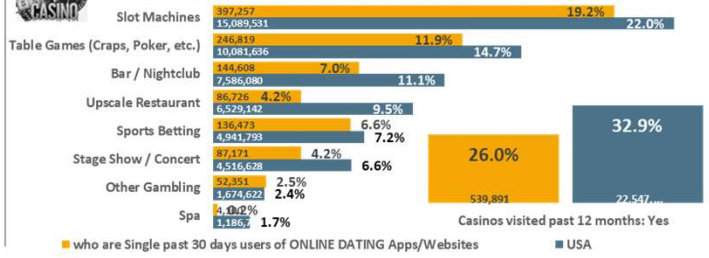


Drank Past 30-days: Men 25 - 54



Past 12 months Casino Activities: Men 25 - 54





Used Past 30-days: Men 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

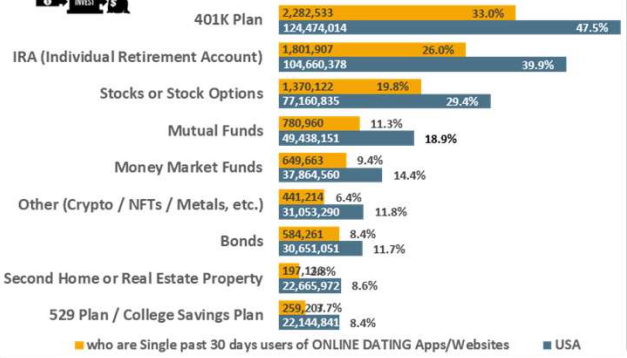
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

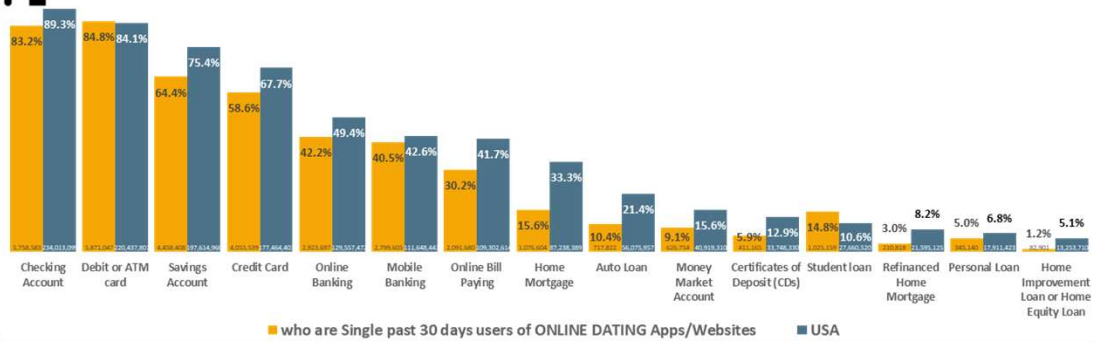
tinder P21+

2.6% or 6,920,991 of USA Adults 18 or older are Single past 30 days users of ONLINE DATING Apps/Websites. Adults 18 or older who are Single past 30 days users of ONLINE DATING Apps/Websites are 30.5% less likely to have a 401K, 51.5% less likely to have an Auto Loan, 25.2% less likely to Invest/Trade Stocks Online, 10.8% more likely to pay with their Debit Ca

Investments Owned: Adults 18 or older



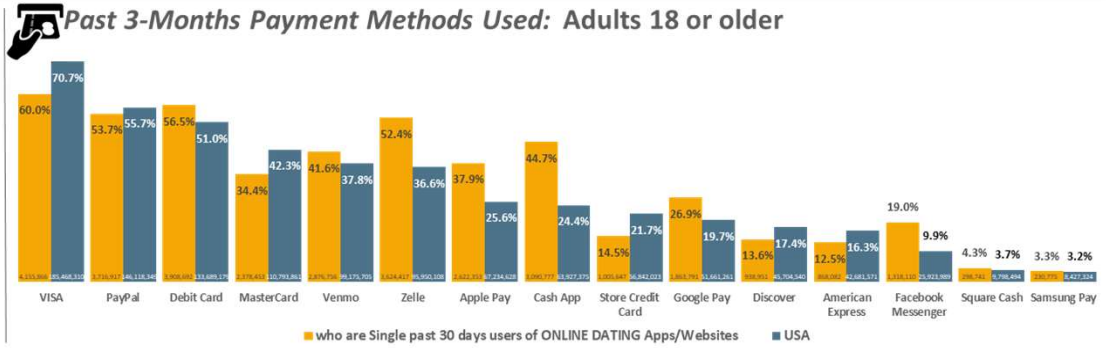
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

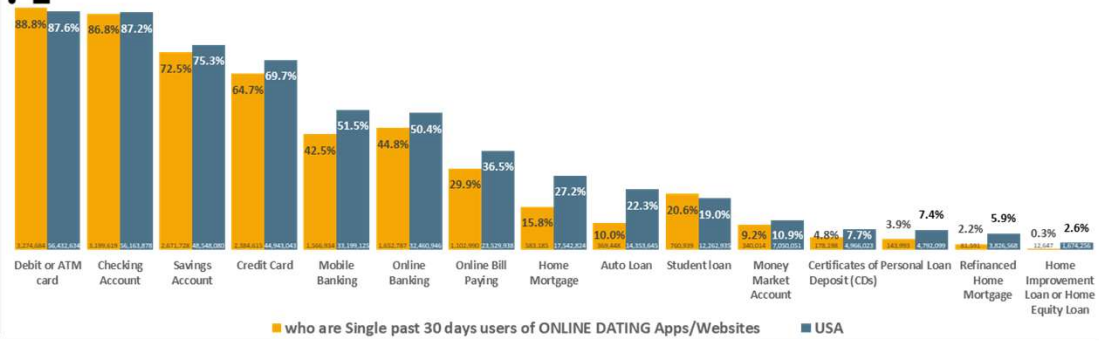
tinder P21-34

5.7% or 3,686,811 of USA Adults 18 - 34 are Single past 30 days users of ONLINE DATING Apps/Websites. Adults 18 - 34 who are Single past 30 days users of ONLINE DATING Apps/Websites are 22.9% less likely to have a 401K, 55.% less likely to have an Auto Loan, 24.7% less likely to Invest/Trade Stocks Online, 7.8% more likely to pay with their Debit Card.

Investments Owned: Adults 18 - 34



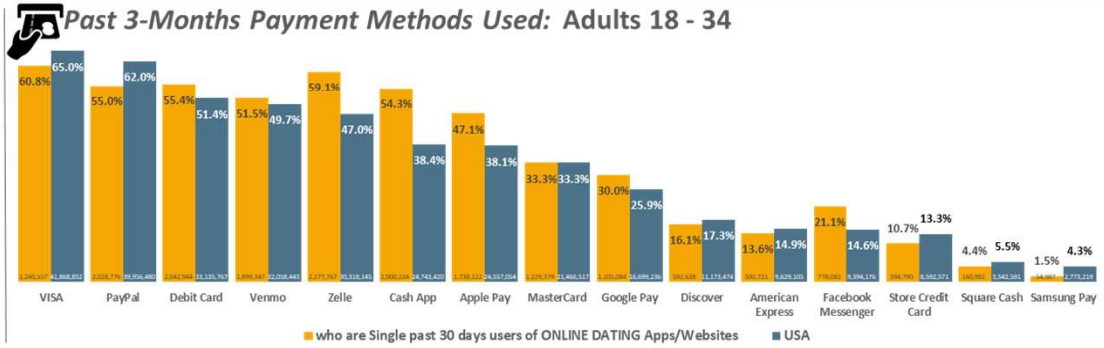
Financial Services Has and/or Uses: Adults 18 - 34



Professional Services Used:* Adults 18 - 34



Past 3-Months Payment Methods Used: Adults 18 - 34



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

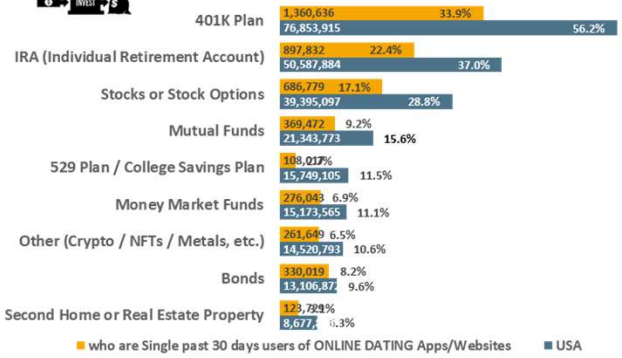
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

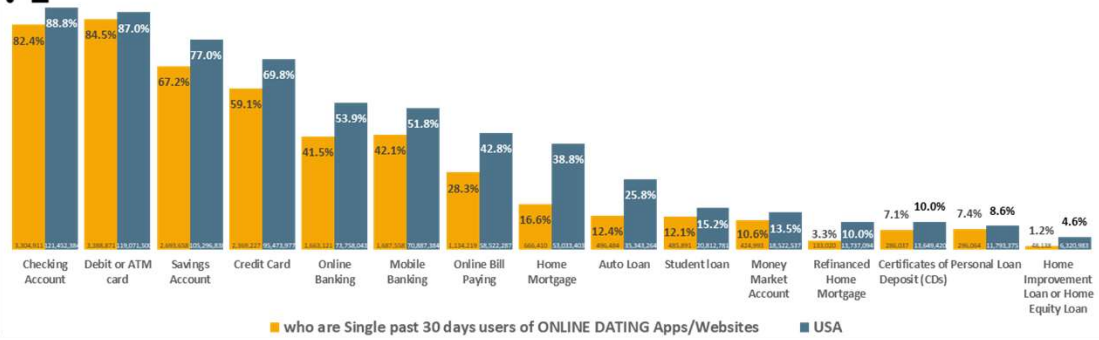
tinder P25-54

2.9% or 4,008,631 of USA Adults 25 - 54 are Single past 30 days users of ONLINE DATING Apps/Websites. Adults 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites are 39.6% less likely to have a 401K, 52.1% less likely to have an Auto Loan, 46.% less likely to Invest/Trade Stocks Online, 7.6% more likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



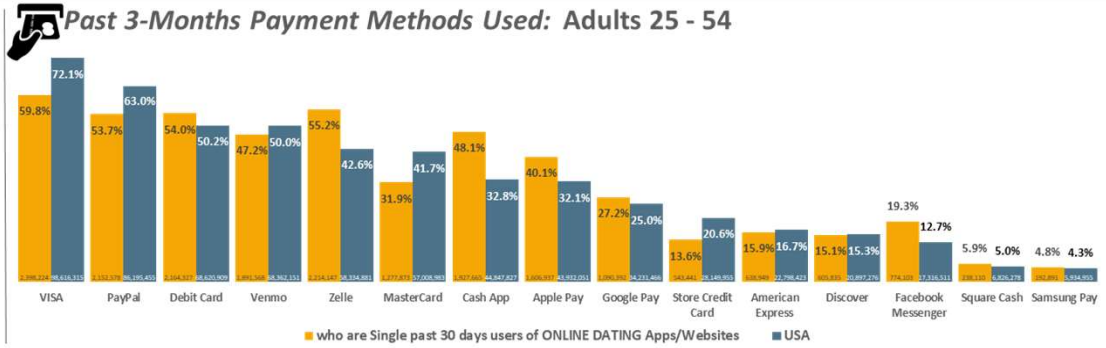
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used:* Adults 25 - 54



Past 3-Months Payment Methods Used: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

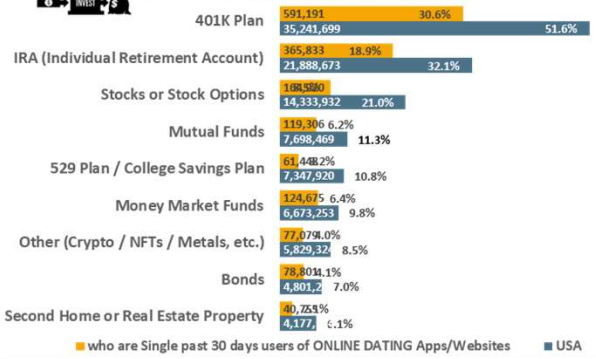
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

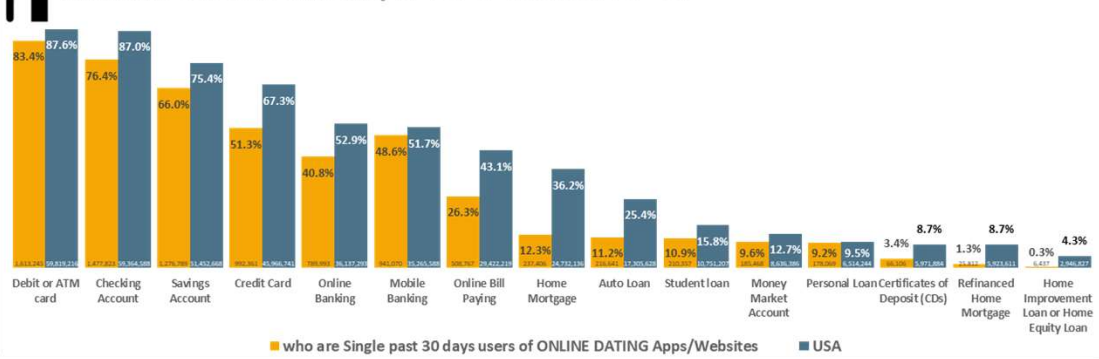
tinder W25-54

2.8% or 1,934,789 of USA Women 25 - 54 are Single past 30 days users of ONLINE DATING Apps/Websites. Women 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites are 40.8% less likely to have a 401K, 55.8% less likely to have an Auto Loan, 57.3% less likely to Invest/Trade Stocks Online, 7.3% more likely to pay with their Debit Card.

Investments Owned: Women 25 - 54



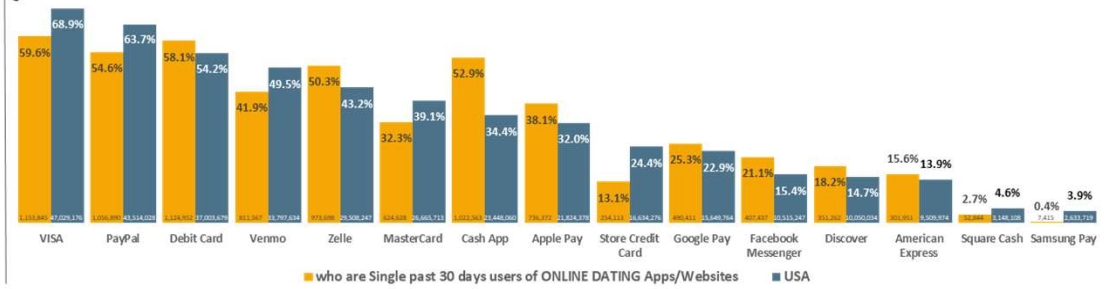
Financial Services Has and/or Uses: Women 25 - 54



Professional Services Used:* Women 25 - 54



Past 3-Months Payment Methods Used: Women 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

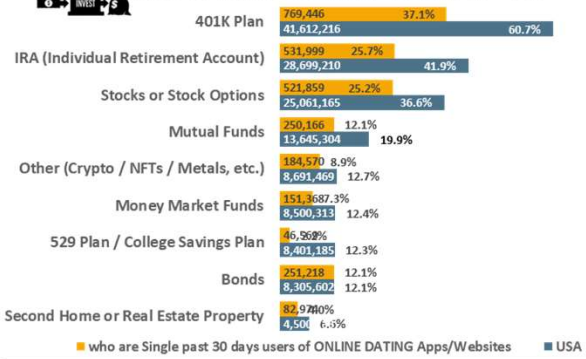
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

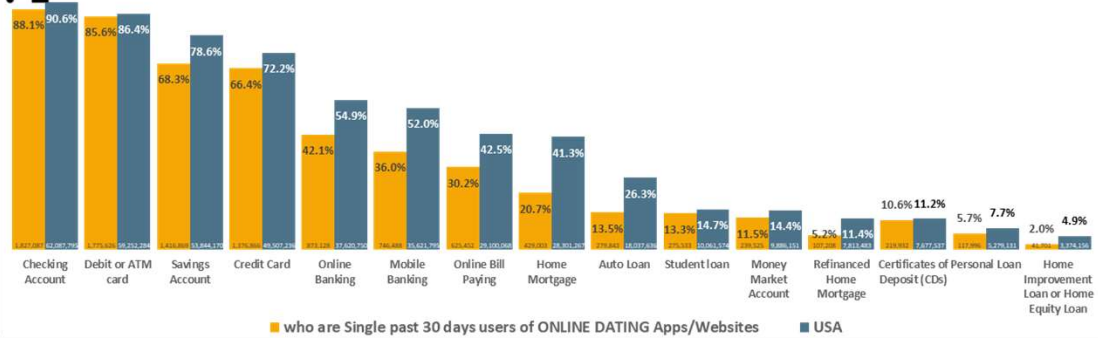
tinder M25-54

3.% or 2,073,841 of USA Men 25 - 54 are Single past 30 days users of ONLINE DATING Apps/Websites.
Men 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites are 38.9% less likely to have a 401K, 48.7% less likely to have an Auto Loan, 41.7% less likely to Invest/Trade Stocks Online, 8.6% more likely to pay with their Debit Card.

Investments Owned: Men 25 - 54



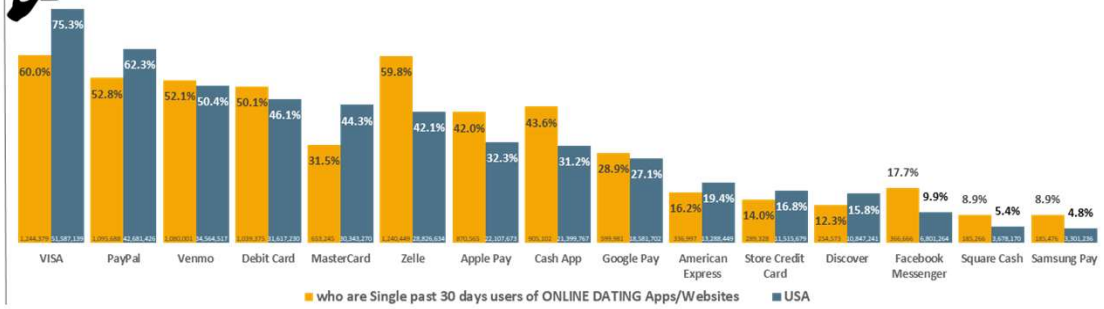
Financial Services Has and/or Uses: Men 25 - 54



Professional Services Used:* Men 25 - 54



Past 3-Months Payment Methods Used: Men 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

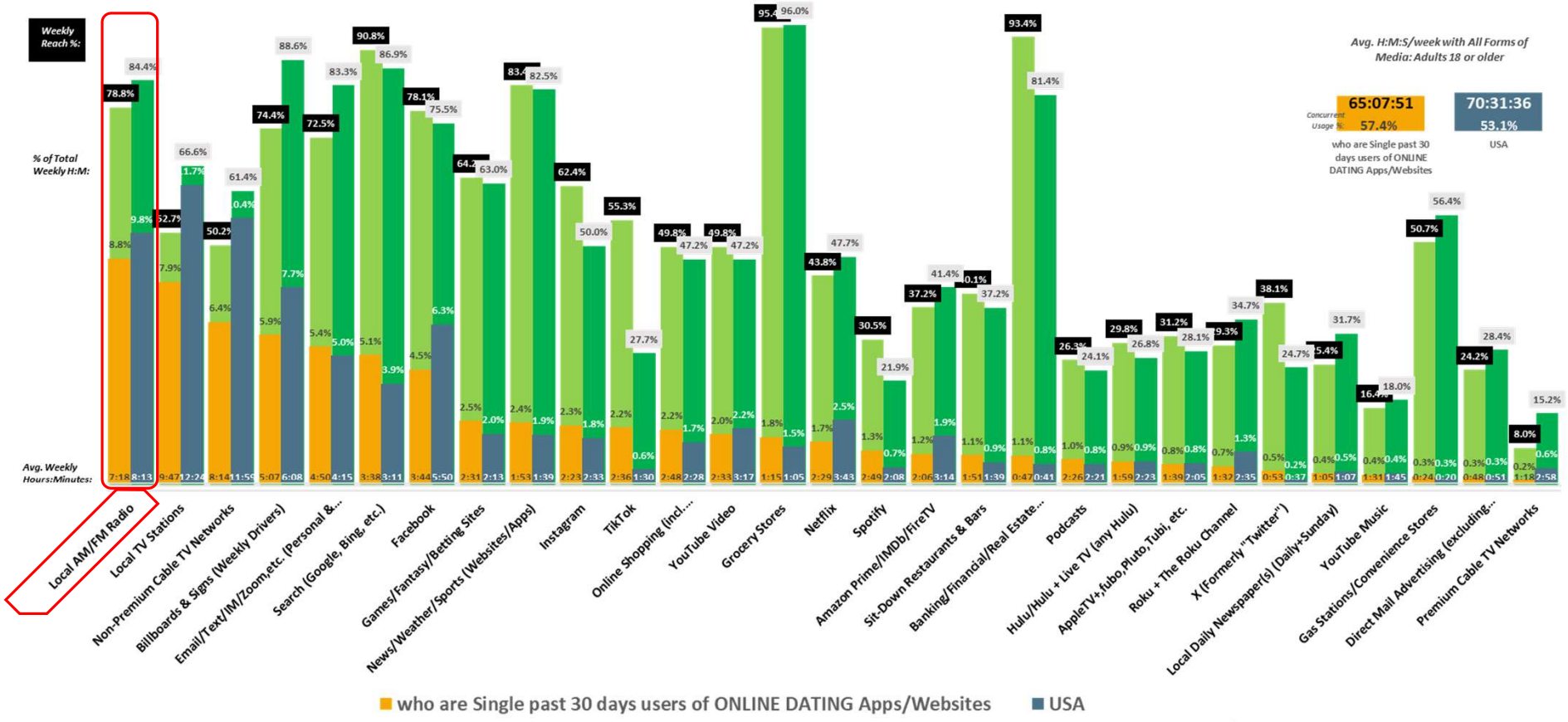
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

tinder P21+

Adults 18 or older who are Single past 30 days users of ONLINE DATING Apps/Websites spend an average of 2 days, 17 hours, 7 minutes and 51 seconds each week with All Forms of Media.

78.8% of Adults 18 or older who are Single past 30 days users of ONLINE DATING Apps/Websites spend an avg. of 7 hours and 18 minutes each week listening to All Local AM/FM Radio, representing 8.8% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571 USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

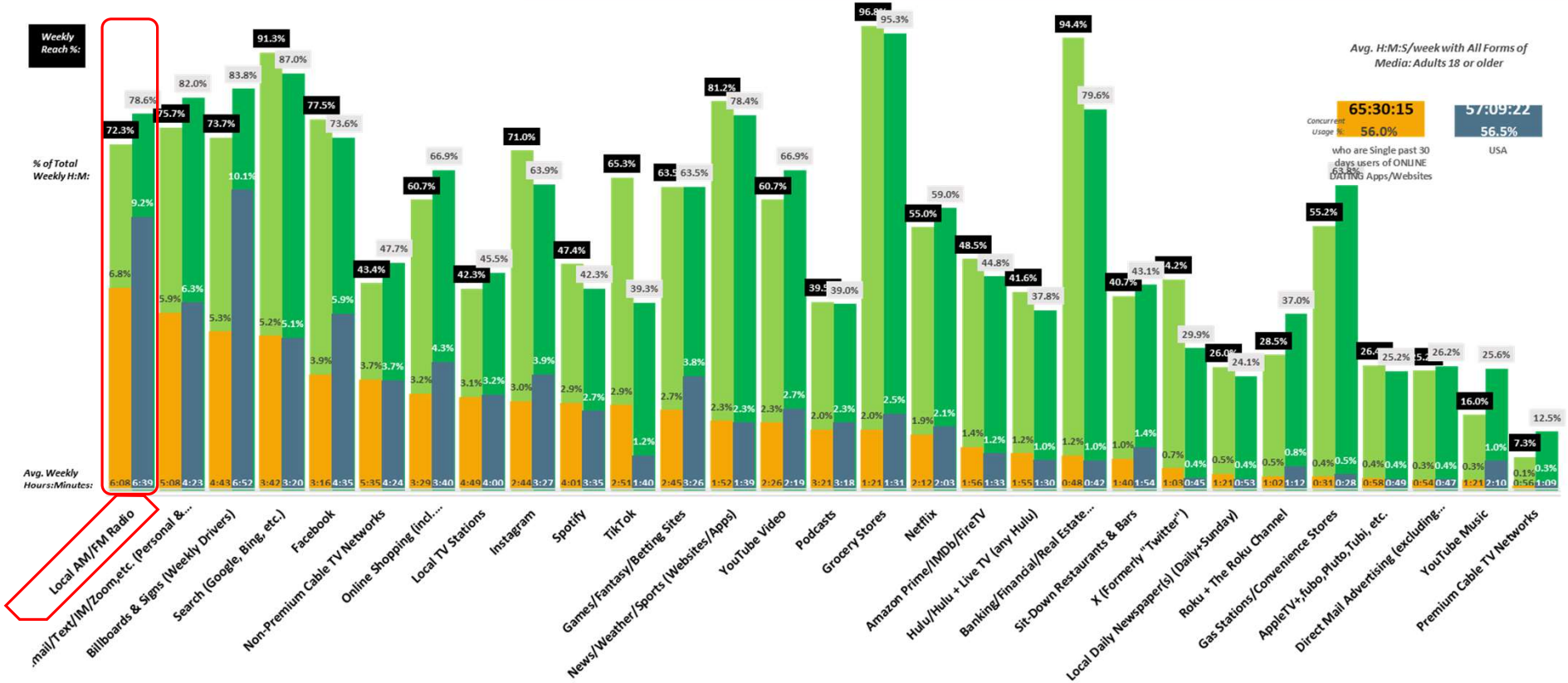
Hubbard BROADCASTING Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

tinder P21-34

Adults 18 - 34 who are Single past 30 days users of ONLINE DATING Apps/Websites spend an average of 2 days, 17 hours, 30 minutes and 15 seconds each week with All Forms of Media.

72.3% of Adults 18 - 34 who are Single past 30 days users of ONLINE DATING Apps/Websites spend an avg. of 6 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 6.8% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571 USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

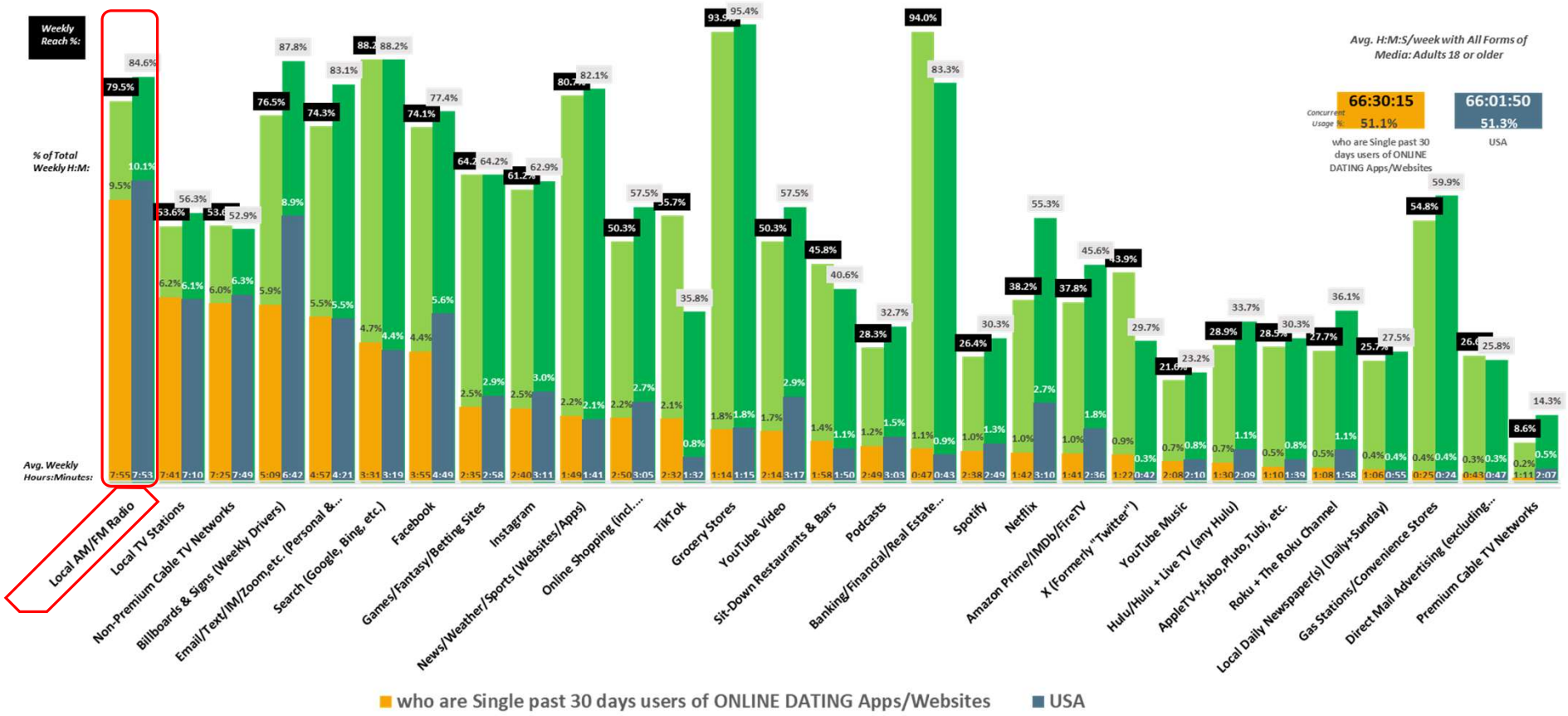
Hubbard BROADCASTING — Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

tinder P25-54

Adults 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites spend an average of 2 days, 18 hours, 30 minutes and 15 seconds each week with All Forms of Media.

79.5% of Adults 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites spend an avg. of 7 hours and 55 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571 USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

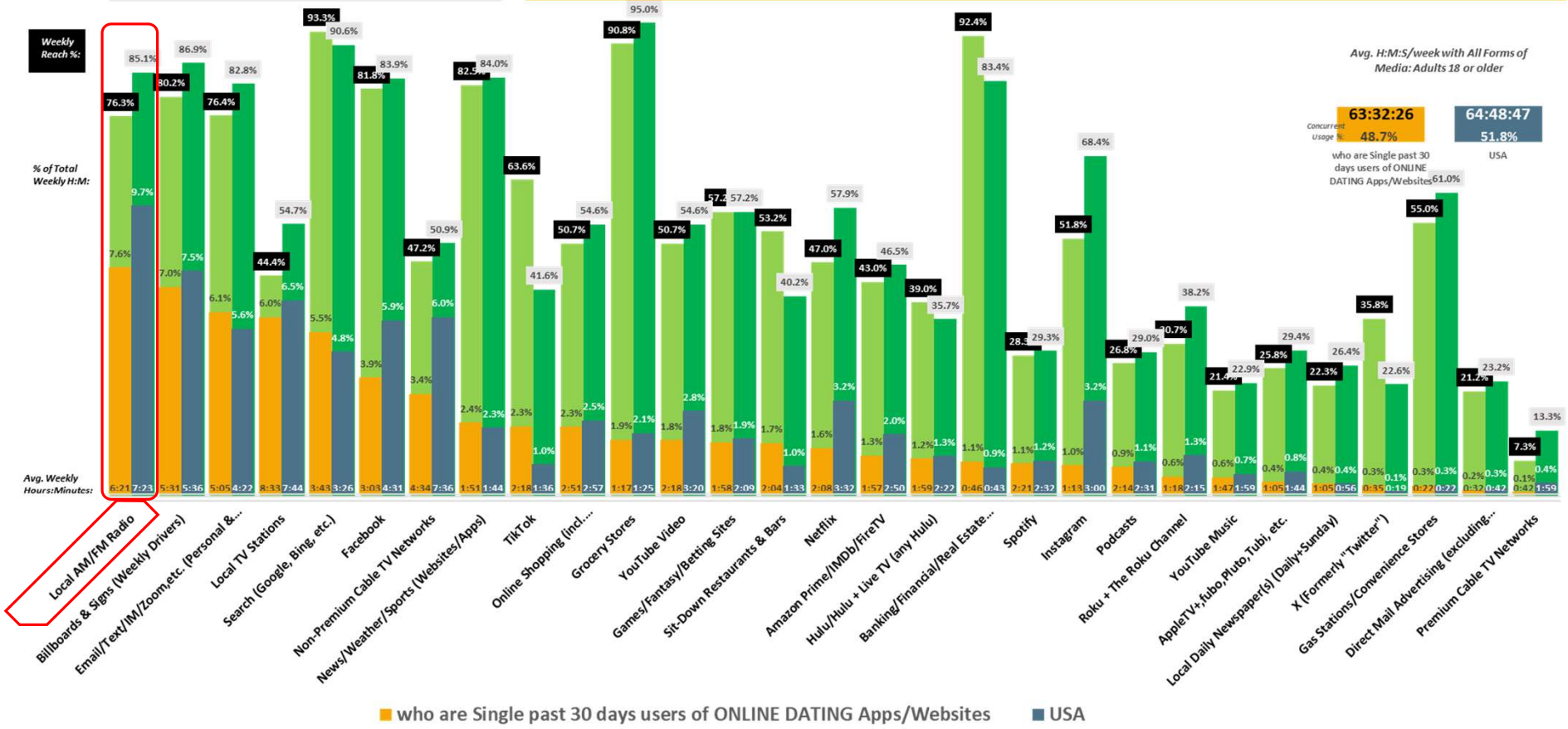
Hubbard BROADCASTING — Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

tinder W25-54

Women 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites spend an average of 2 days, 15 hours, 32 minutes and 26 seconds each week with All Forms of Media.

76.3% of Women 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites spend an avg. of 6 hours and 21 minutes each week listening to All Local AM/FM Radio, representing 7.6% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571 USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

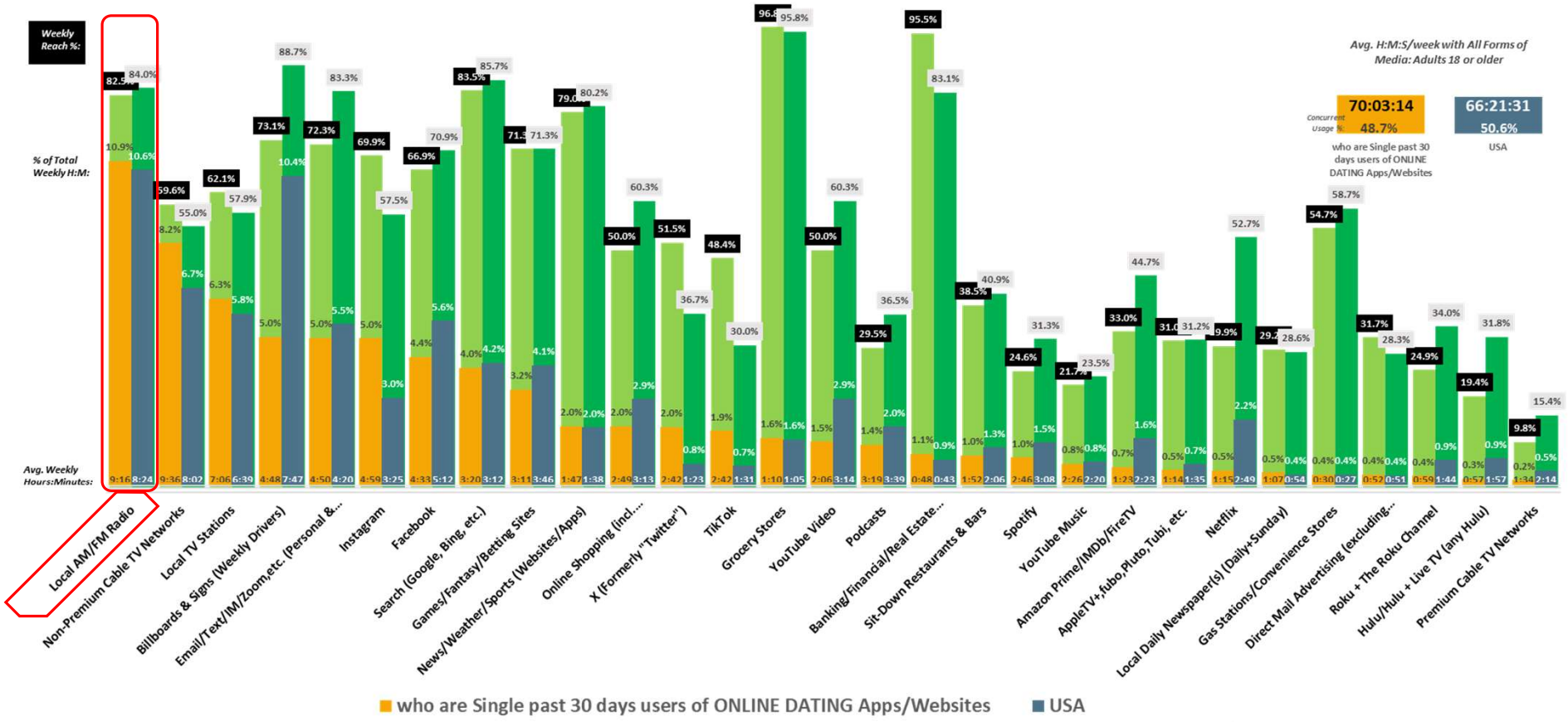
Hubbard BROADCASTING Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

tinder M25-54

Men 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites spend an average of 2 days, 22 hours, 3 minutes and 14 seconds each week with All Forms of Media.

82.5% of Men 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites spend an avg. of 9 hours and 16 minutes each week listening to All Local AM/FM Radio, representing 10.9% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571 USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

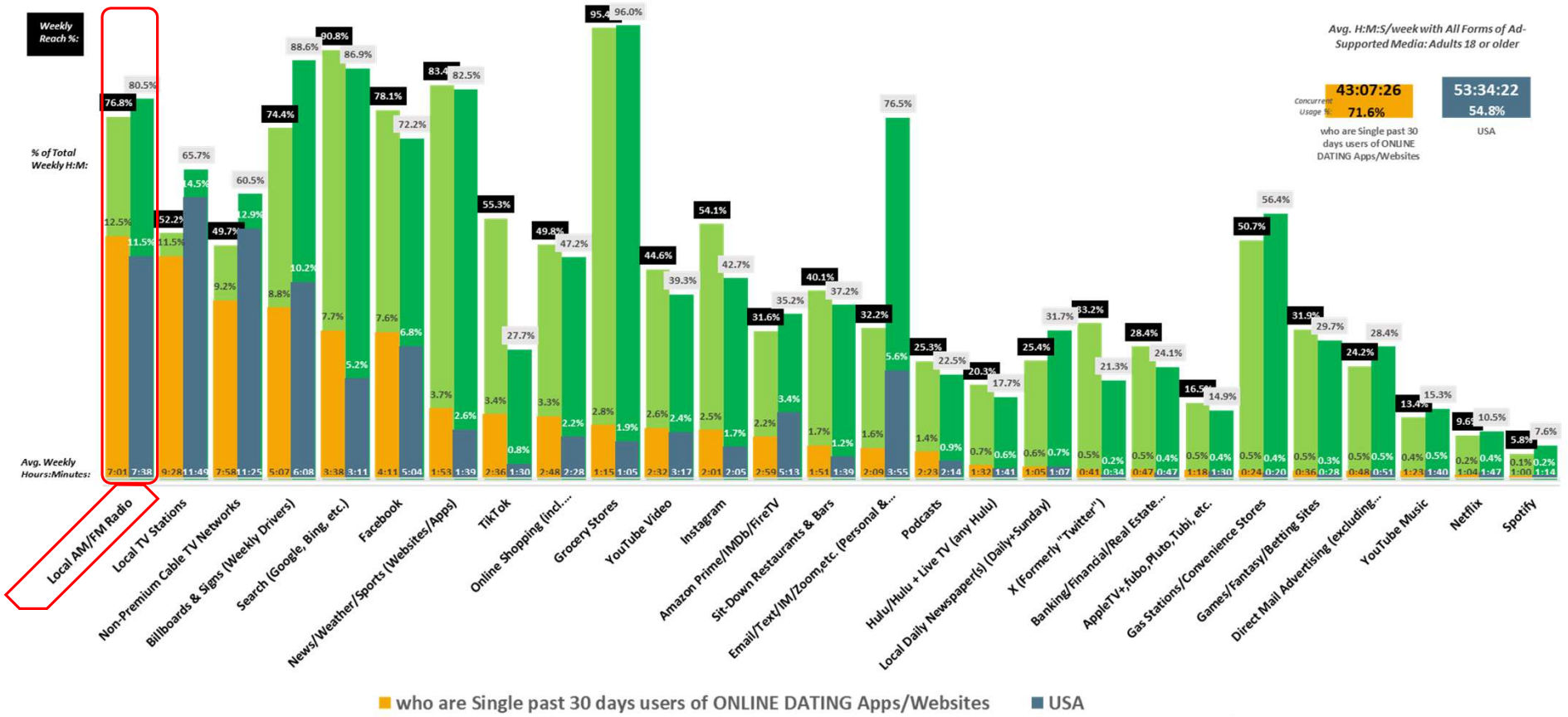
Hubbard BROADCASTING — Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

tinder P21+

Adults 18 or older who are Single past 30 days users of ONLINE DATING Apps/Websites spend an average of 1 days, 19 hours, 7 minutes and 26 seconds each week with All Forms of Ad-Supported Media.

76.8% of Adults 18 or older who are Single past 30 days users of ONLINE DATING Apps/Websites spend an avg. of 7 hours and 1 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.5% of total time spent with all forms of Ad-Supporte



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571 USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

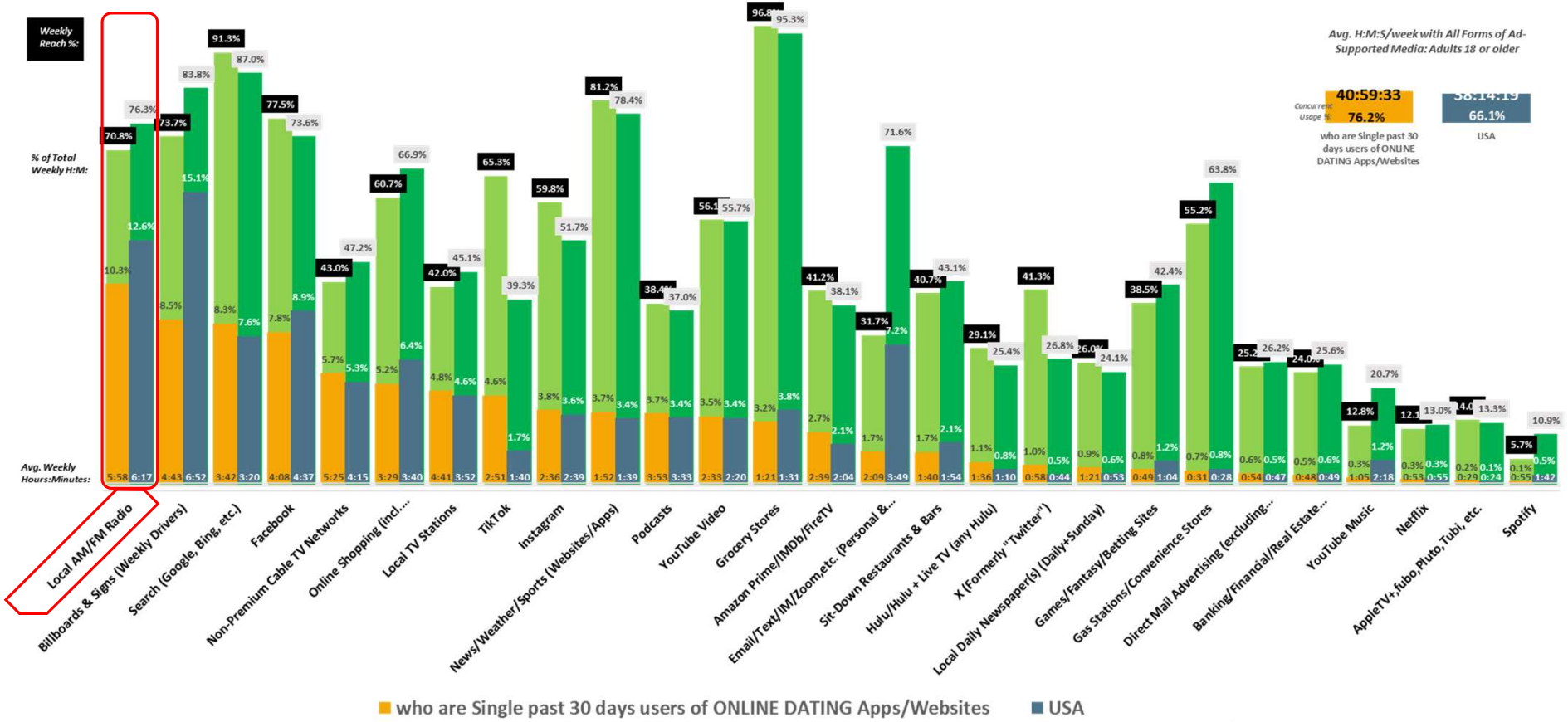
Hubbard BROADCASTING Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

tinder P21-34

Adults 18 - 34 who are Single past 30 days users of ONLINE DATING Apps/Websites spend an average of 1 days, 16 hours, 59 minutes and 33 seconds each week with All Forms of Ad-Supported Media.

70.8% of Adults 18 - 34 who are Single past 30 days users of ONLINE DATING Apps/Websites spend an avg. of 5 hours and 58 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.3% of total time spent with all forms of Ad-Supported M



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

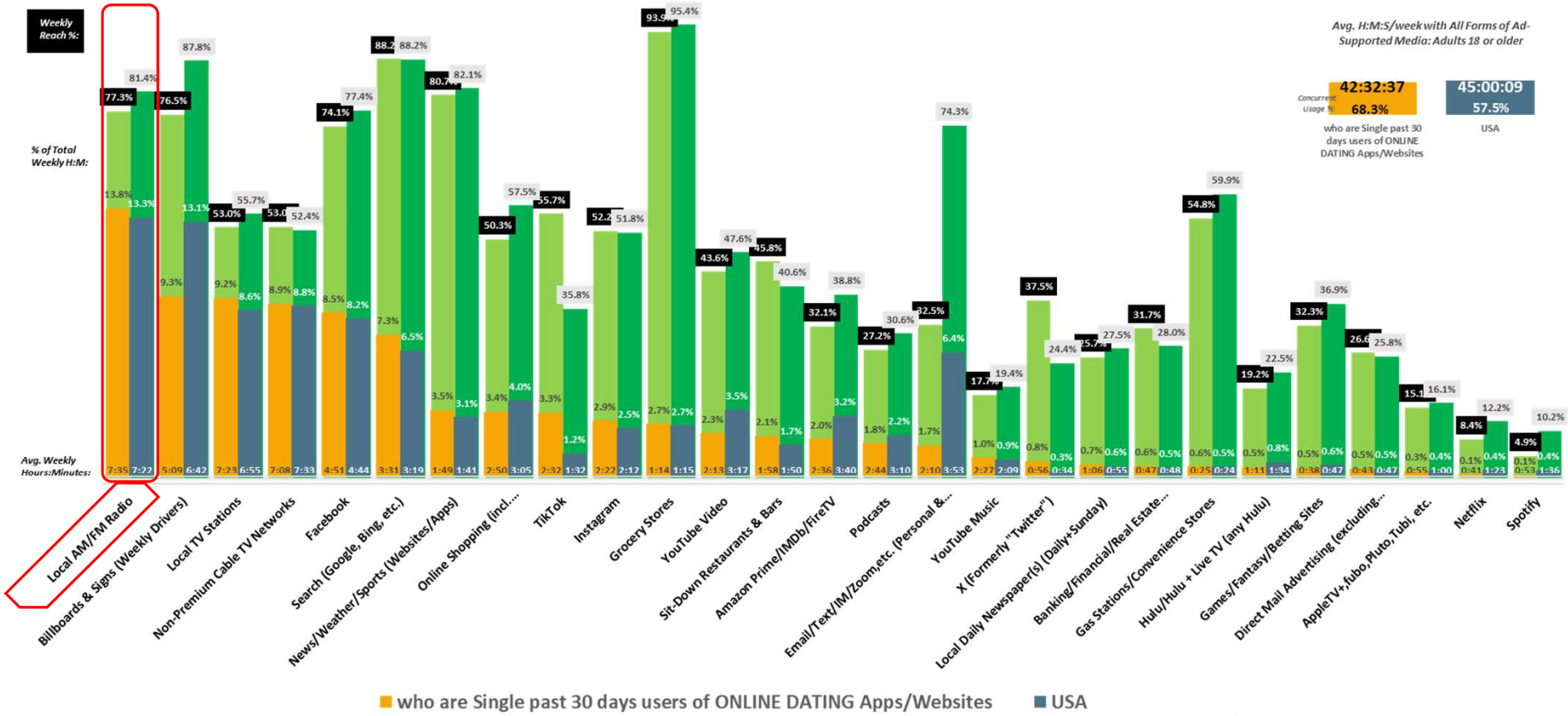
Hubbard BROADCASTING Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

tinder P25-54

Adults 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites spend an average of 1 days, 18 hours, 32 minutes and 37 seconds each week with All Forms of Ad-Supported Media.

77.3% of Adults 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites spend an avg. of 7 hours and 35 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.8% of total time spent with all forms of Ad-Supported M



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

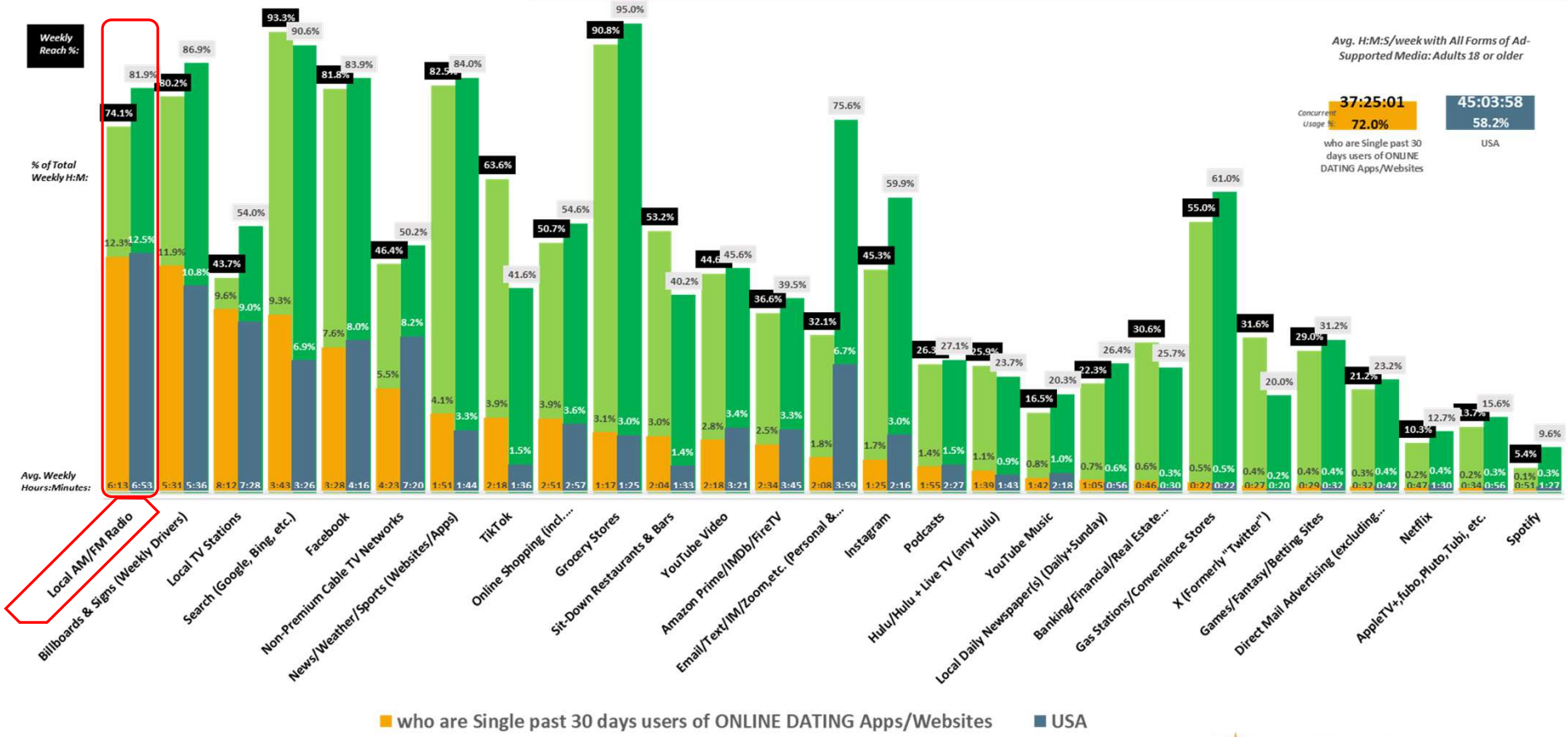
Hubbard BROADCASTING Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

tinder W25-54

Women 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites spend an average of 1 days, 13 hours, 25 minutes and 1 seconds each week with All Forms of Ad-Supported Media.

74.1% of Women 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites spend an avg. of 6 hours and 13 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.3% of total time spent with all forms of Ad-Supported Me



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571 USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

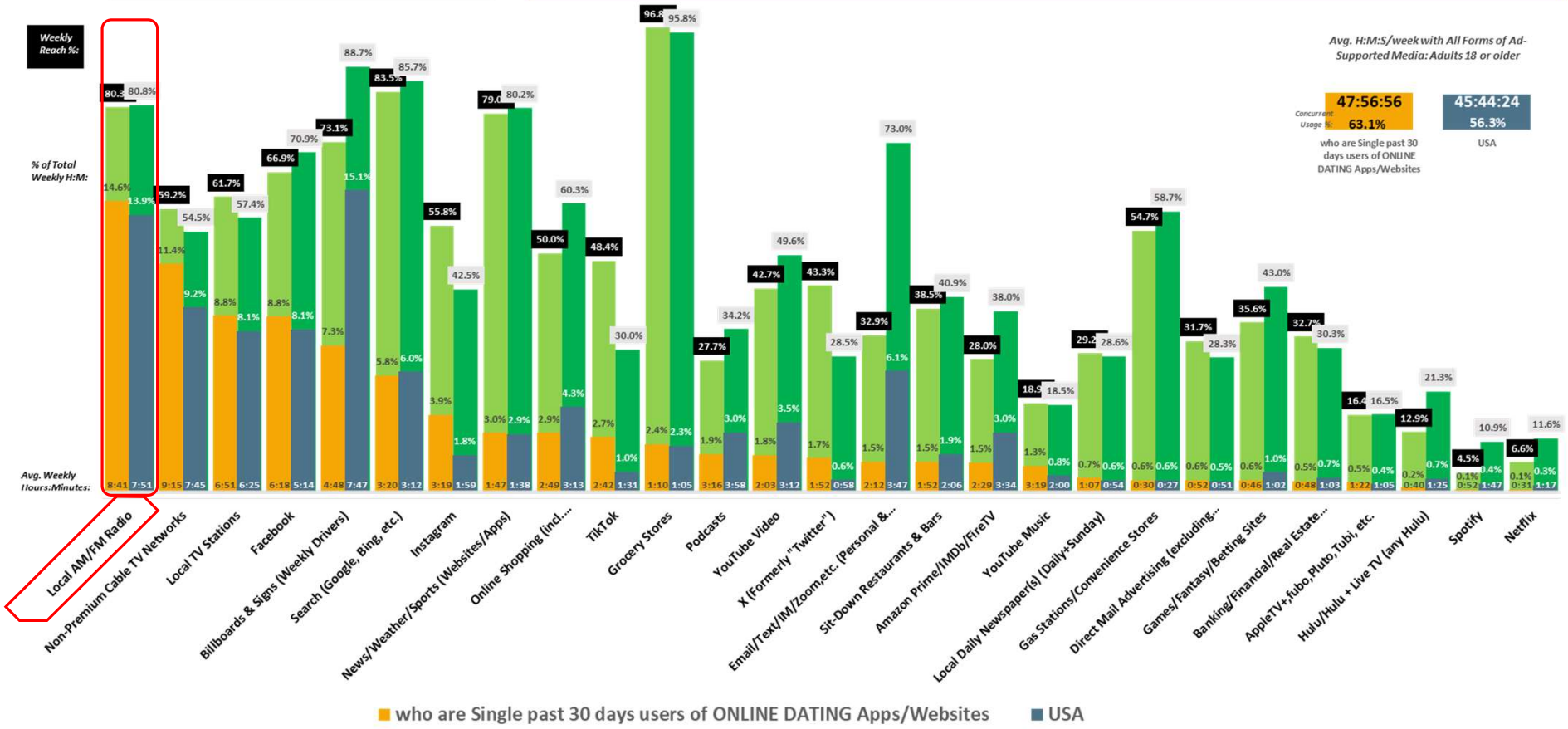
Hubbard BROADCASTING Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

tinder M25-54

Men 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites spend an average of 1 days, 23 hours, 56 minutes and 56 seconds each week with All Forms of Ad-Supported Media.

80.3% of Men 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites spend an avg. of 8 hours and 41 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.6% of total time spent with all forms of Ad-Supported Medi



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571 USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

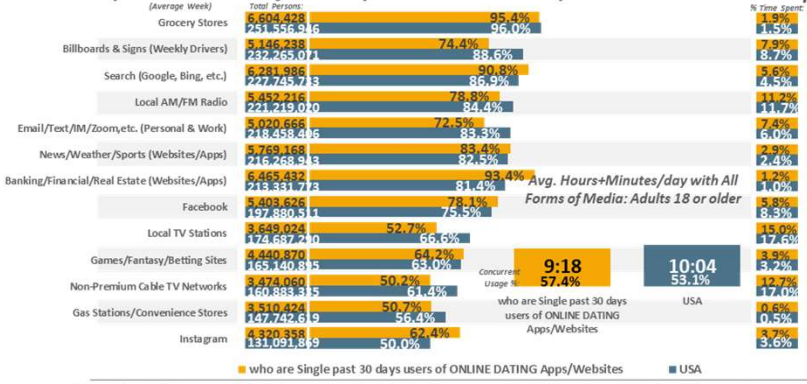
Hubbard BROADCASTING Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

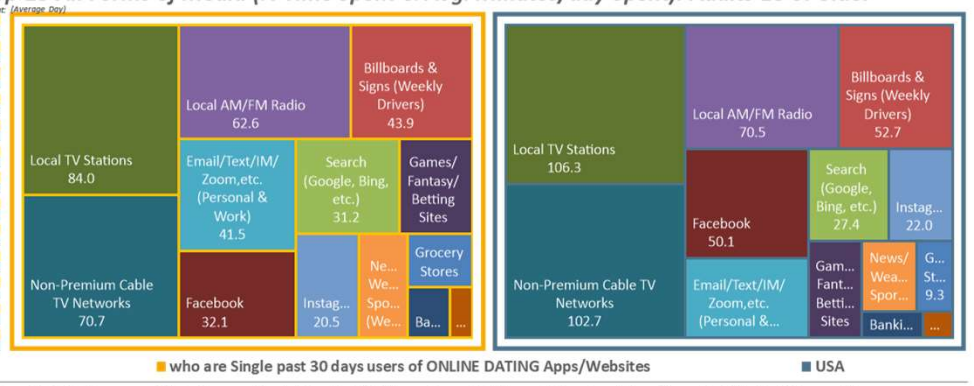
tinder P21+

Adults 18 or older who are Single past 30 days users of ONLINE DATING Apps/Websites spend an average of 6 hours and 9 minutes each day with All Forms of Ad-Supported Media. 76.8% listen to Local AM/FM Radio for an avg. of 60.3 minutes/day. *(Local Radio delivers 12.5% of Time with Ad-Supported Media.)*

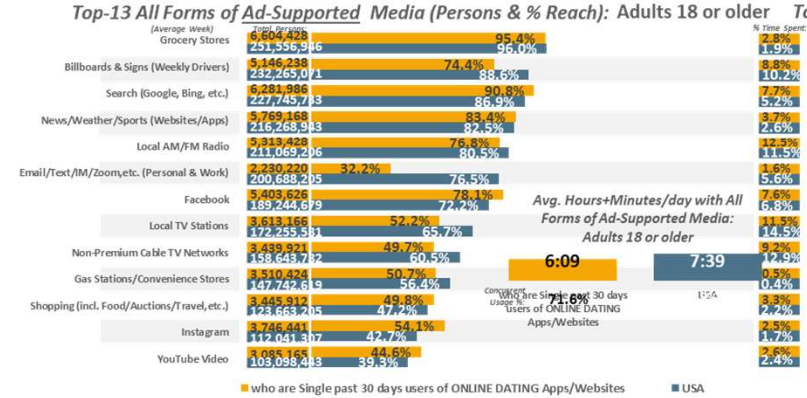
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



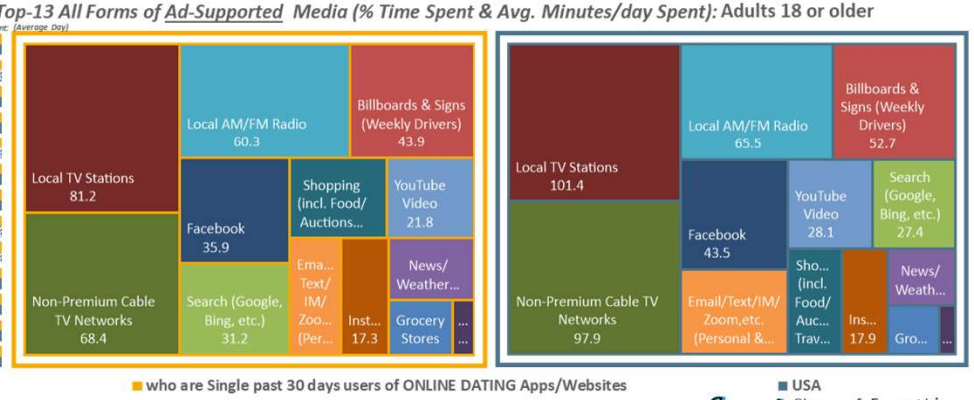
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

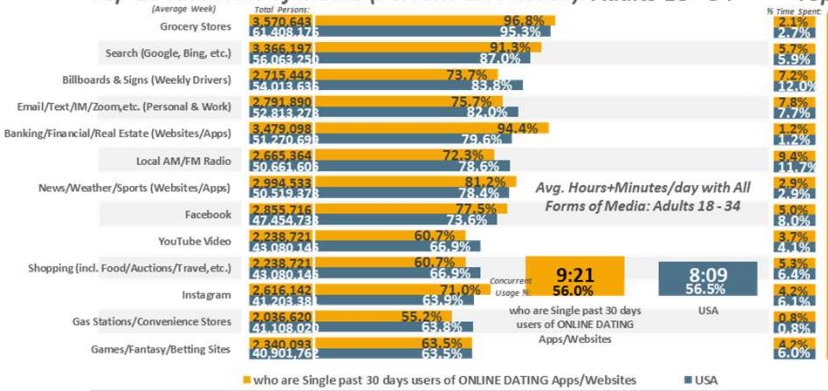
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

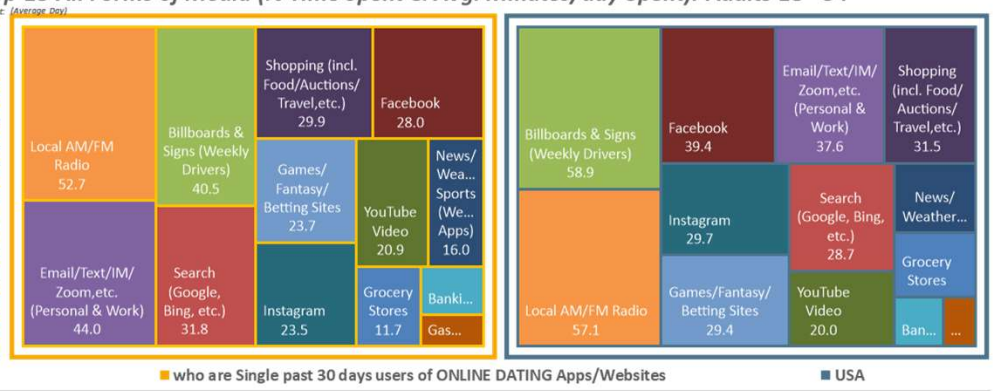
tinder P21-34

Adults 18 - 34 who are Single past 30 days users of ONLINE DATING Apps/Websites spend an average of 5 hours and 51 minutes each day with All Forms of Ad-Supported Media. 70.8% listen to Local AM/FM Radio for an avg. of 51.2 minutes/day. *(Local Radio delivers 10.3% of Time with Ad-Supported Media.)*

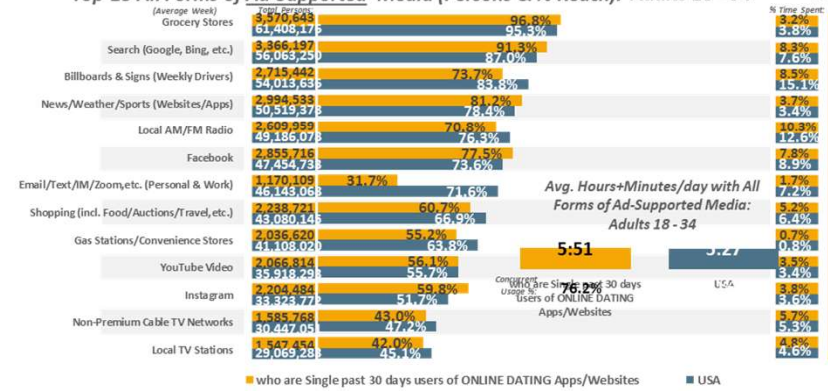
Top-13 All Forms of Media (Persons & % Reach): Adults 18 - 34



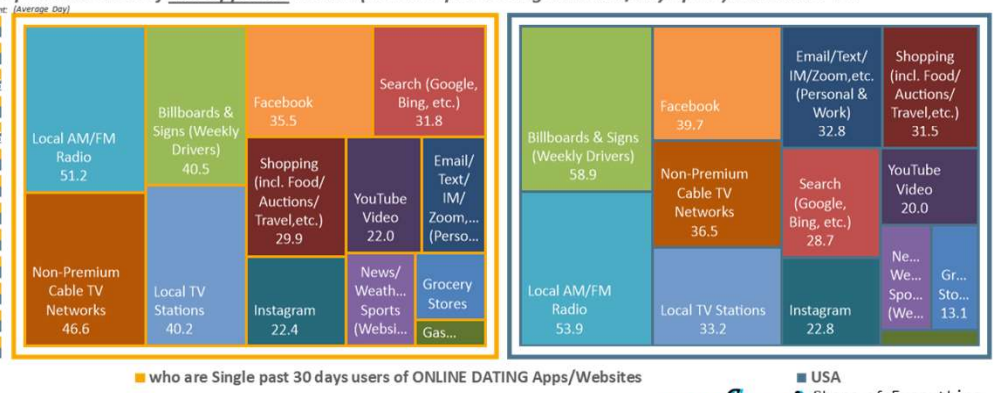
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 34



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 - 34



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 34



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

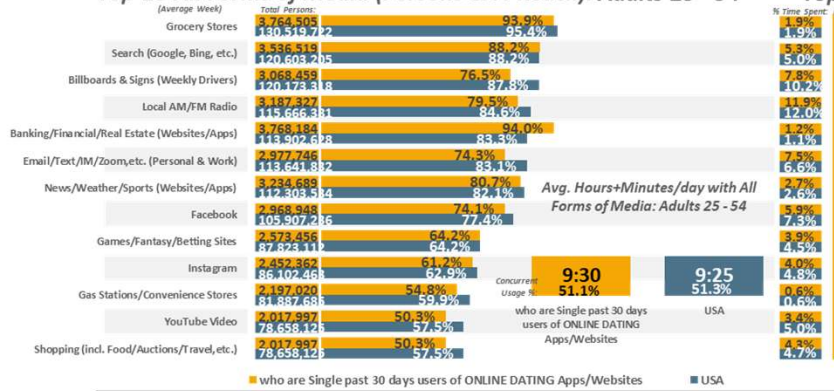
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

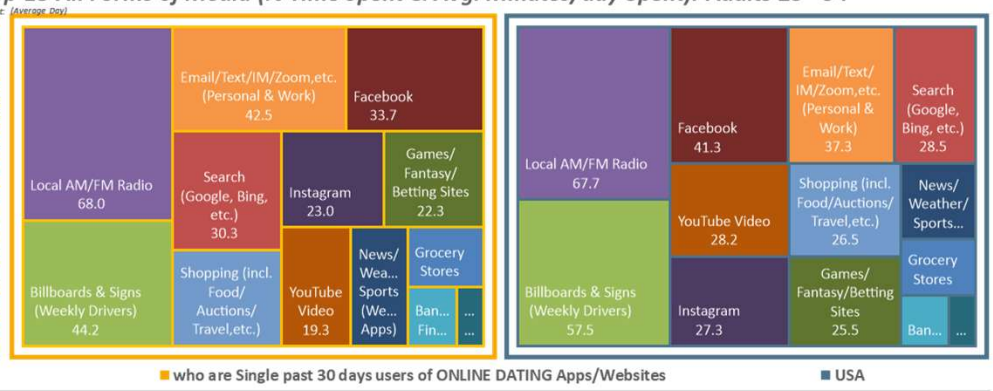
tinder P25-54

Adults 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites spend an average of 6 hours and 4 minutes each day with All Forms of Ad-Supported Media. 77.3% listen to Local AM/FM Radio for an avg. of 65.1 minutes/day. *(Local Radio delivers 13.8% of Time with Ad-Supported Media.)*

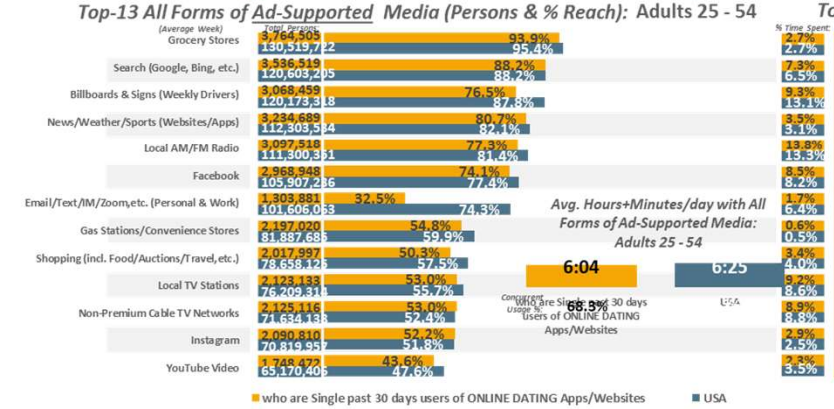
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



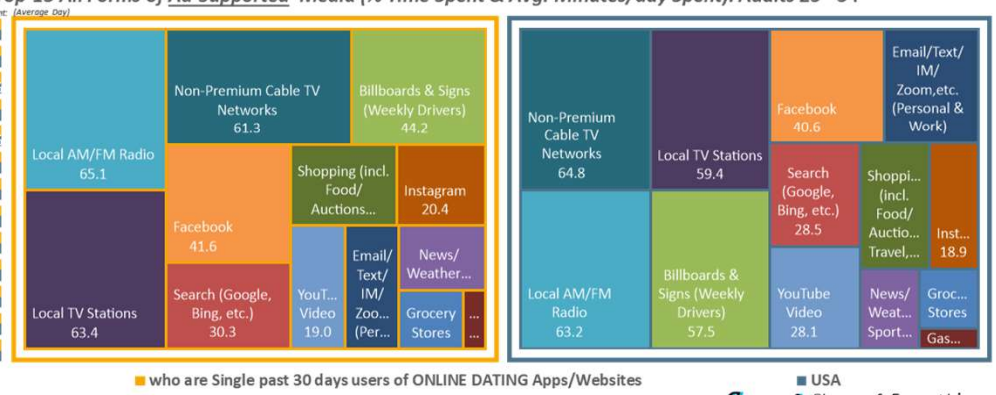
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

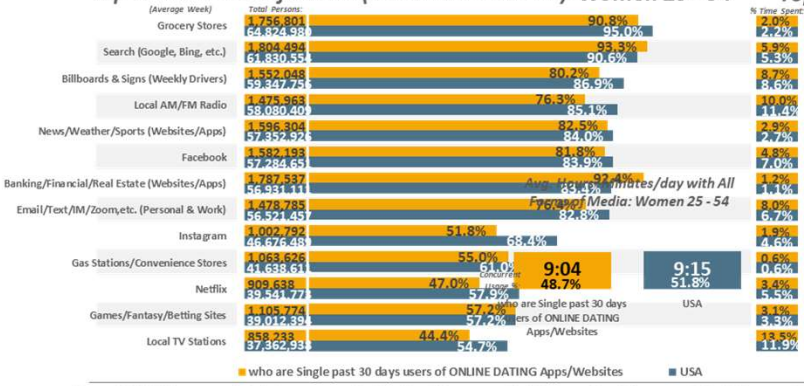
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

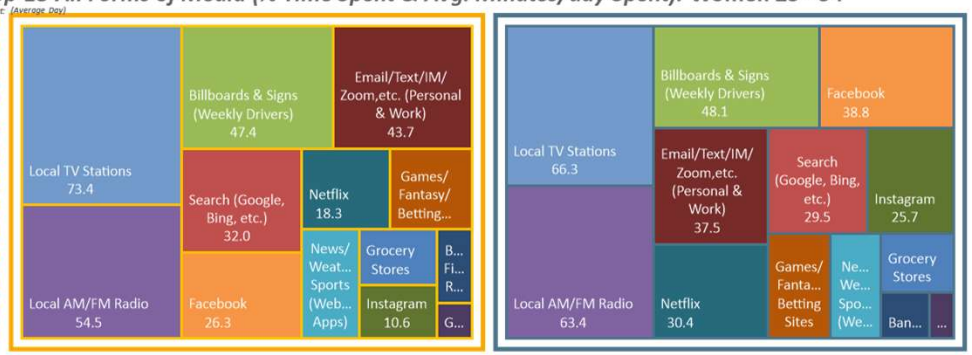
tinder W25-54

Women 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites spend an average of 5 hours and 20 minutes each day with All Forms of Ad-Supported Media. 74.1% listen to Local AM/FM Radio for an avg. of 53.4 minutes/day. *(Local Radio delivers 12.3% of Time with Ad-Supported Media.)*

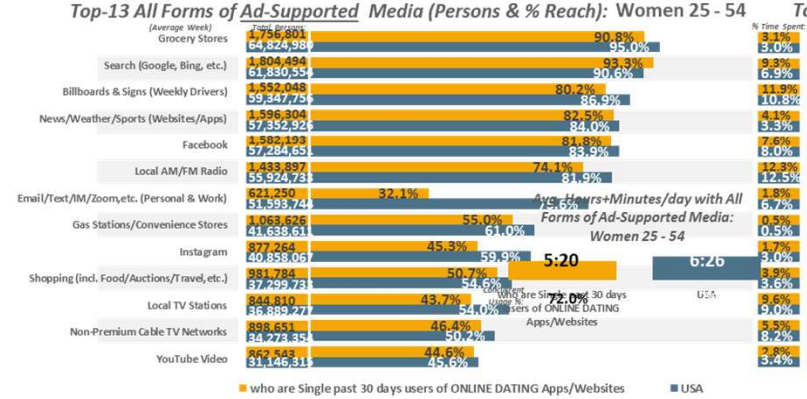
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



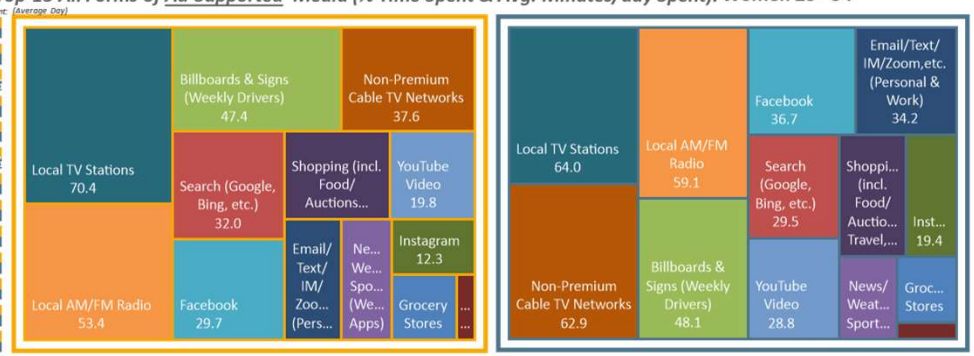
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

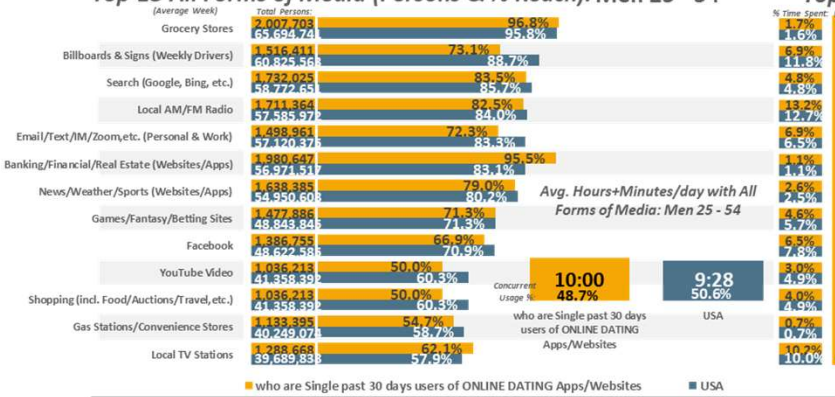
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

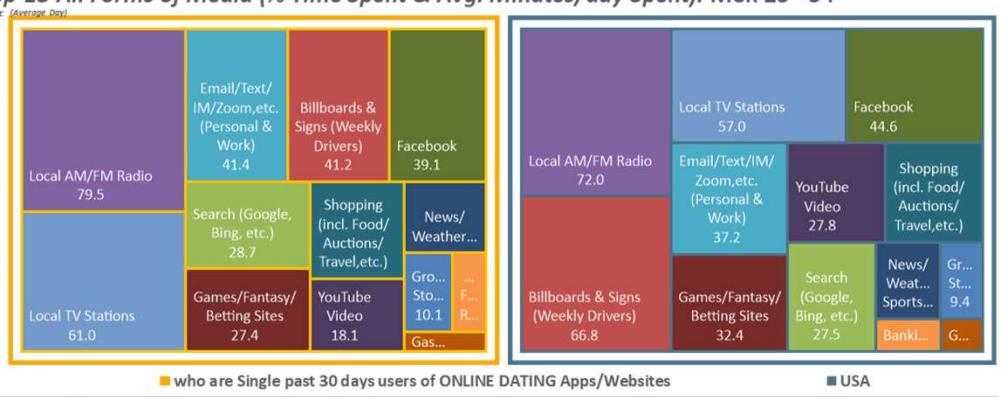
tinder M25-54

Men 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites spend an average of 6 hours and 50 minutes each day with All Forms of Ad-Supported Media. 80.3% listen to Local AM/FM Radio for an avg. of 74.5 minutes/day. *(Local Radio delivers 14.6% of Time with Ad-Supported Media.)*

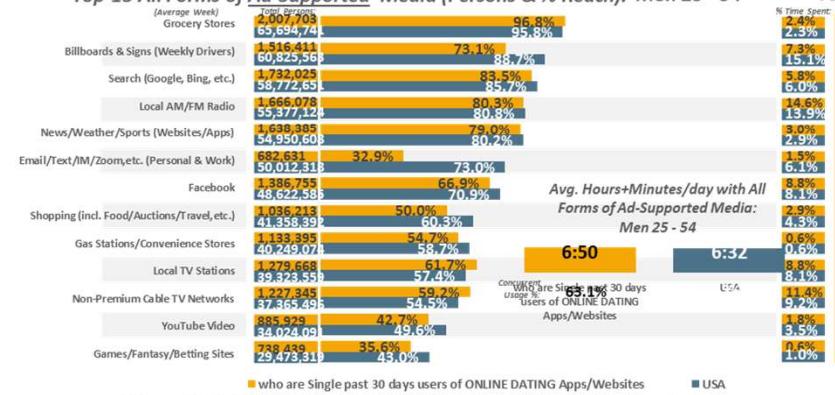
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54



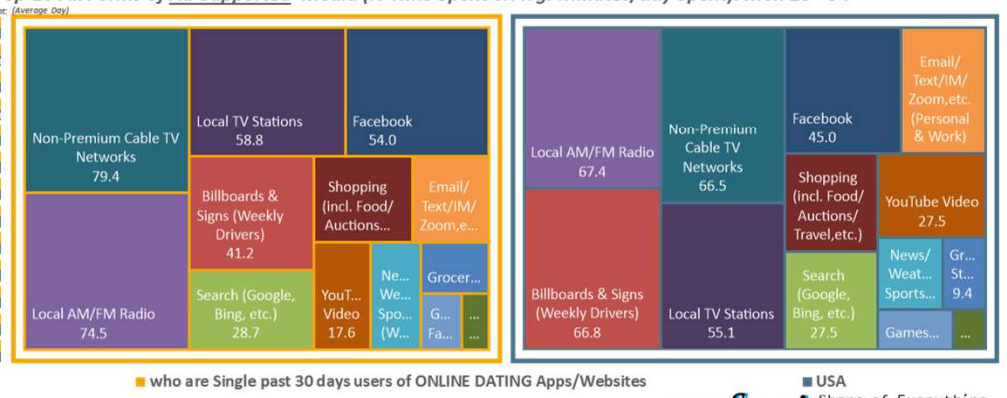
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Men 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

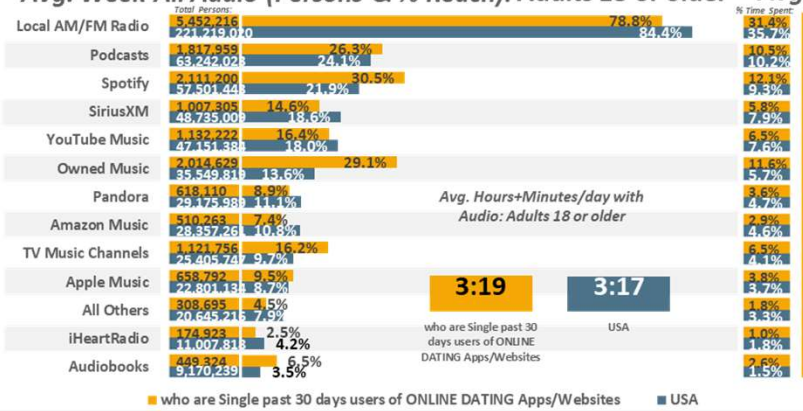
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

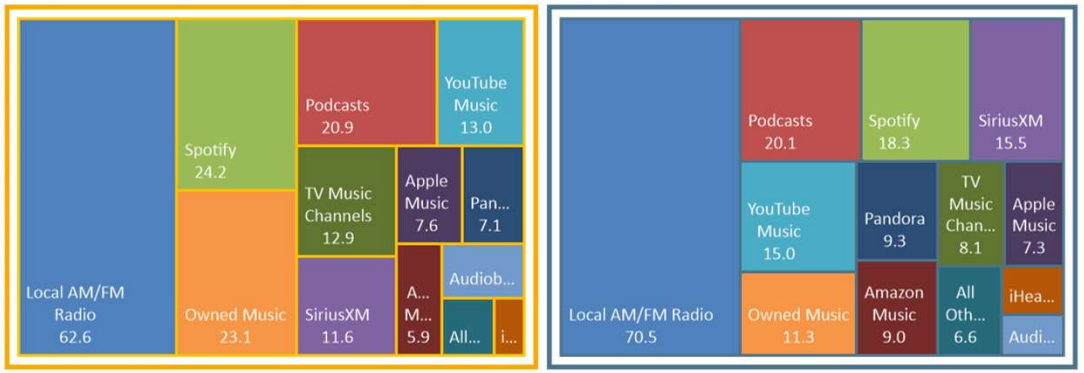
tinder P21+

5,313,428 or 76.8% of Adults 18 or older who are Single past 30 days users of ONLINE DATING Apps/Websites listen to Ad-Supported Local AM/FM Radio for an average of 60.3 minutes every day representing 44.9% of all time spent daily with Ad-Supported Audio.

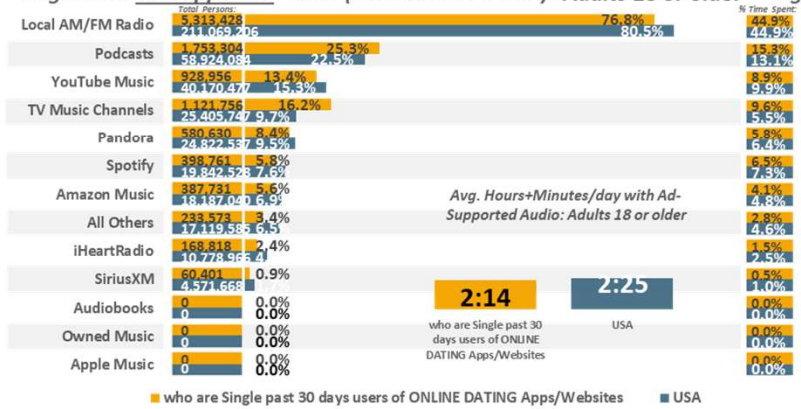
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



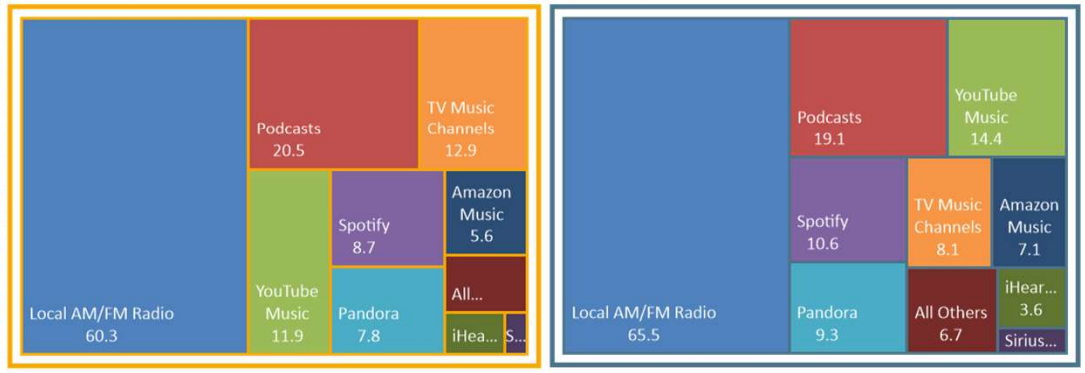
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

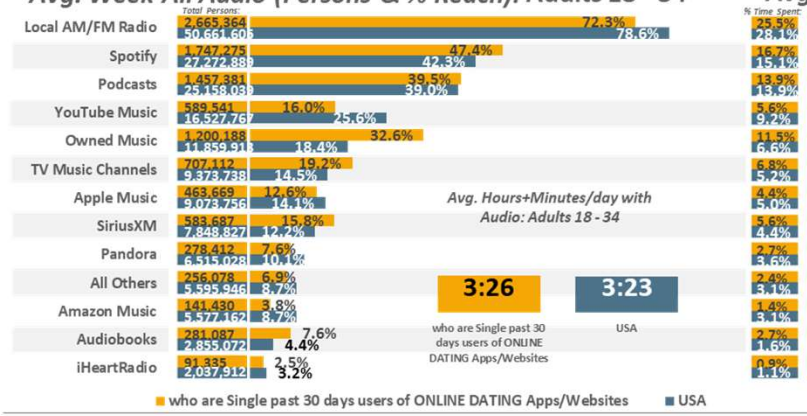
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

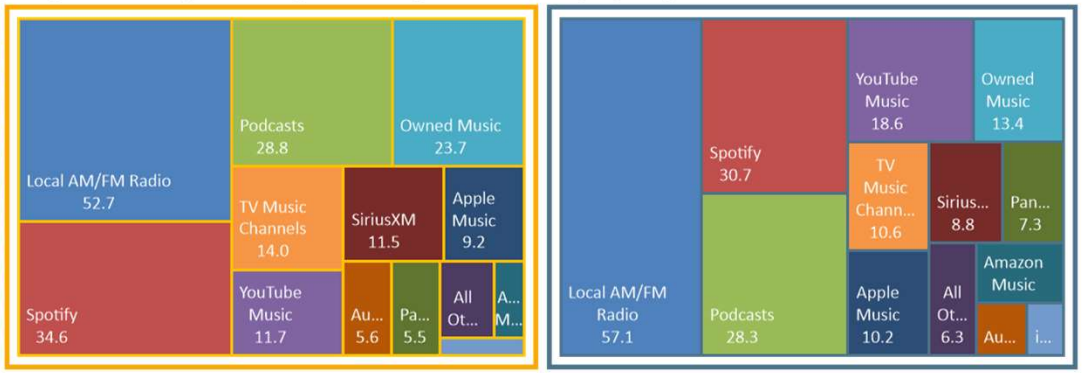
tinder P21-34

2,609,959 or 70.8% of Adults 18 - 34 who are Single past 30 days users of ONLINE DATING Apps/Websites listen to Ad-Supported Local AM/FM Radio for an average of 51.2 minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.

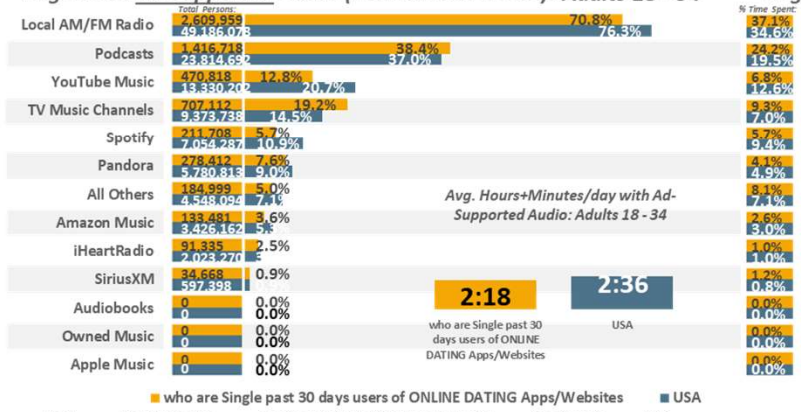
Avg. Week All Audio (Persons & % Reach): Adults 18 - 34



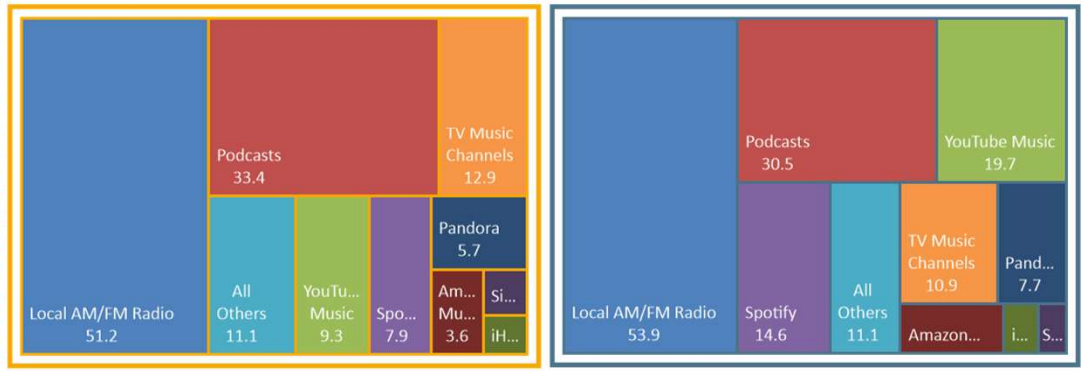
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 34



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 - 34



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 34



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

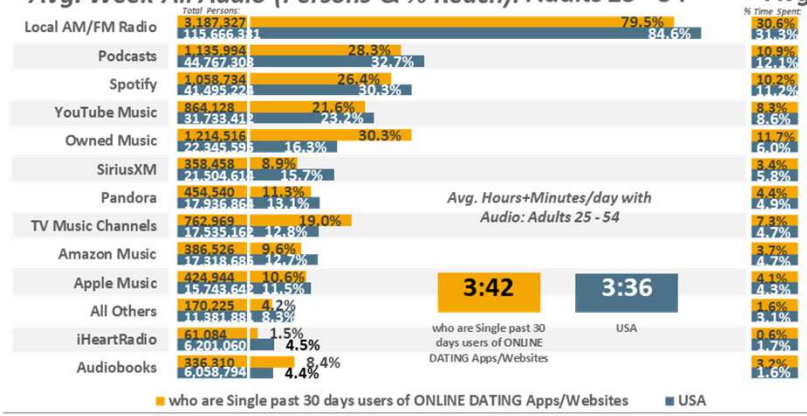
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

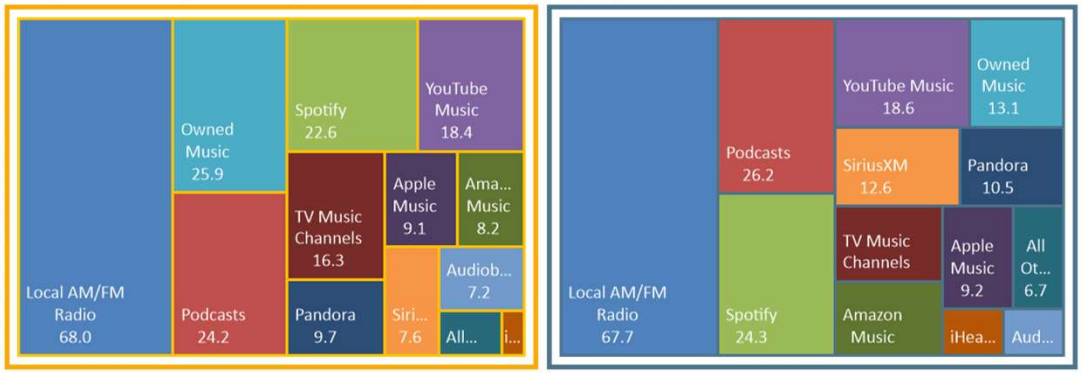
tinder P25-54

3,097,518 or 77.3% of Adults 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites listen to Ad-Supported Local AM/FM Radio for an average of 65.1 minutes every day representing 39.2% of all time spent daily with Ad-Supported Audio.

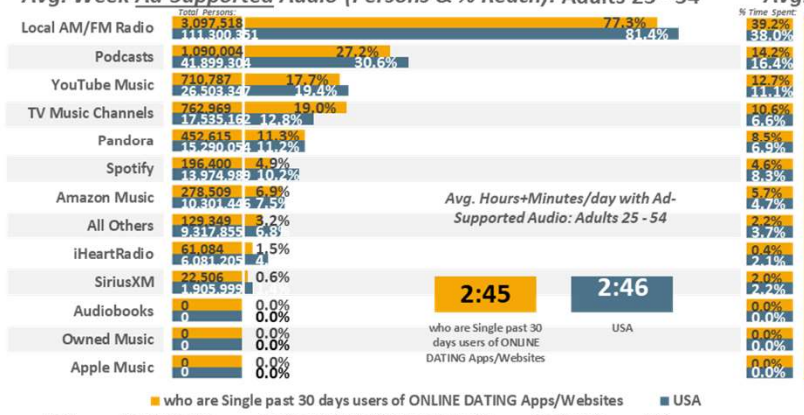
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



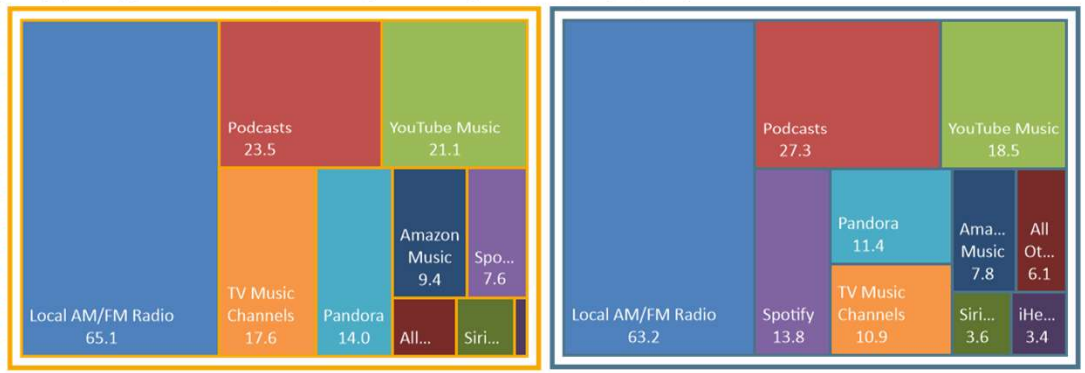
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *571*

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Apr24 *USA Projection* *Scarborough R1 2024: Jan23-Apr24*

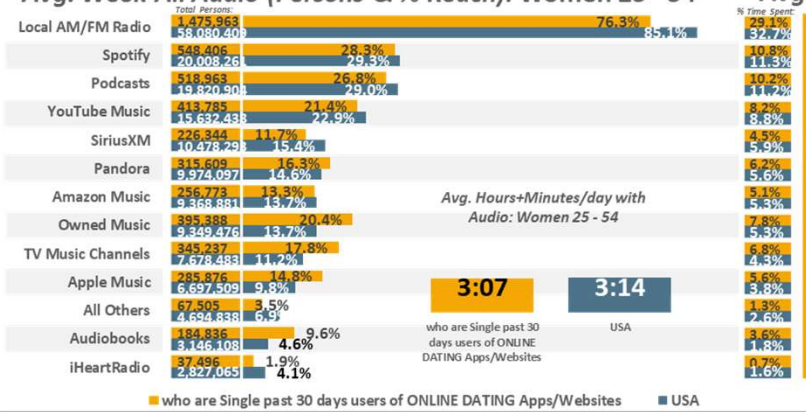
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

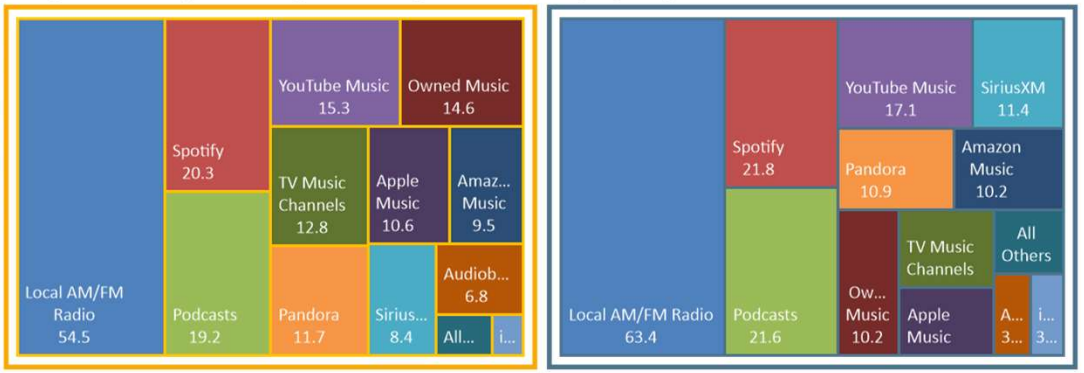
tinder W25-54

1,433,897 or 74.1% of Women 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites listen to Ad-Supported Local AM/FM Radio for an average of 53.4 minutes every day representing 36.% of all time spent daily with Ad-Supported Audio.

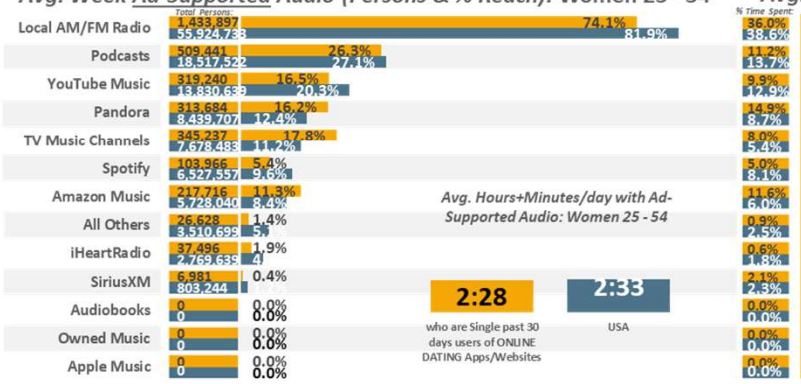
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



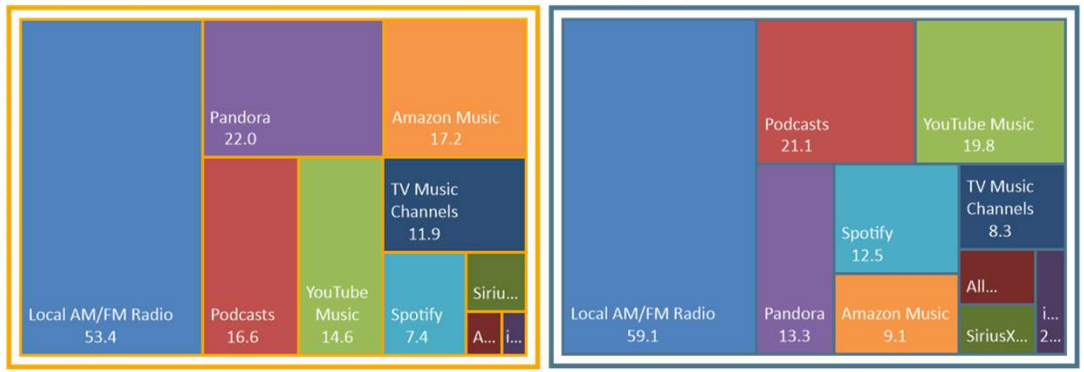
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

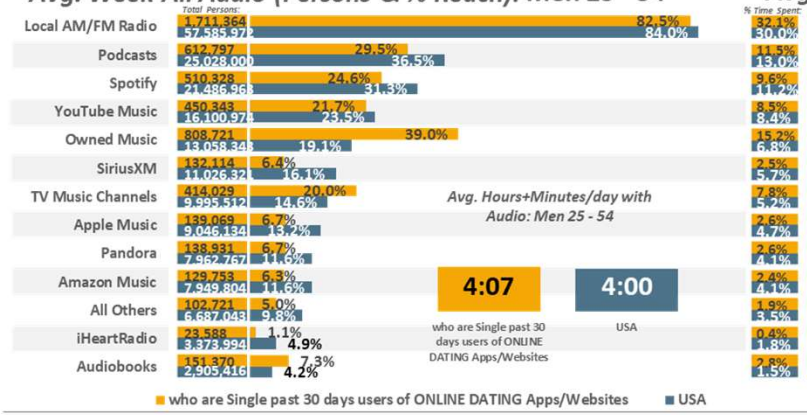
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

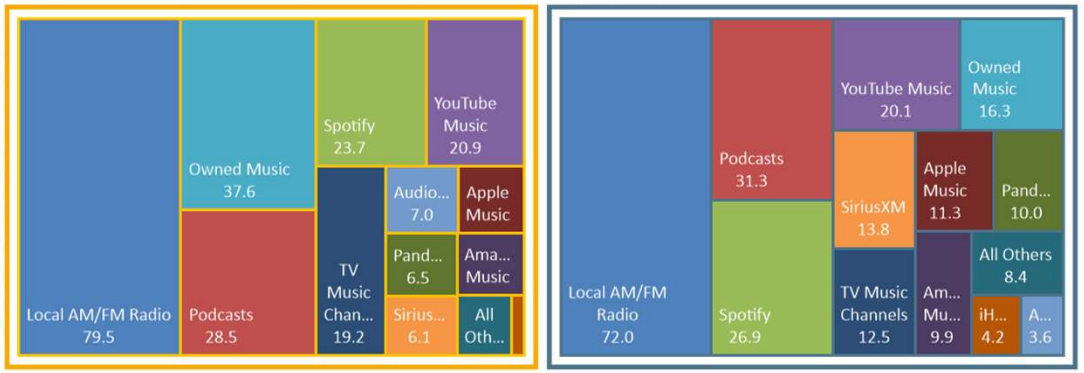
tinder M25-54

1,666,078 or 80.3% of Men 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites listen to Ad-Supported Local AM/FM Radio for an average of 74.5 minutes every day representing 40.8% of all time spent daily with Ad-Supported Audio.

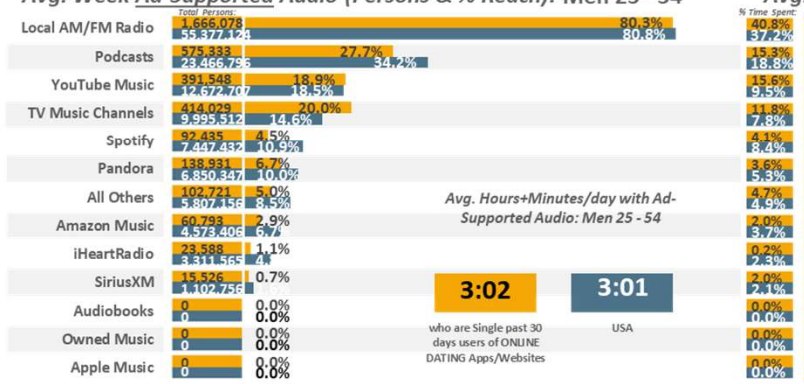
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



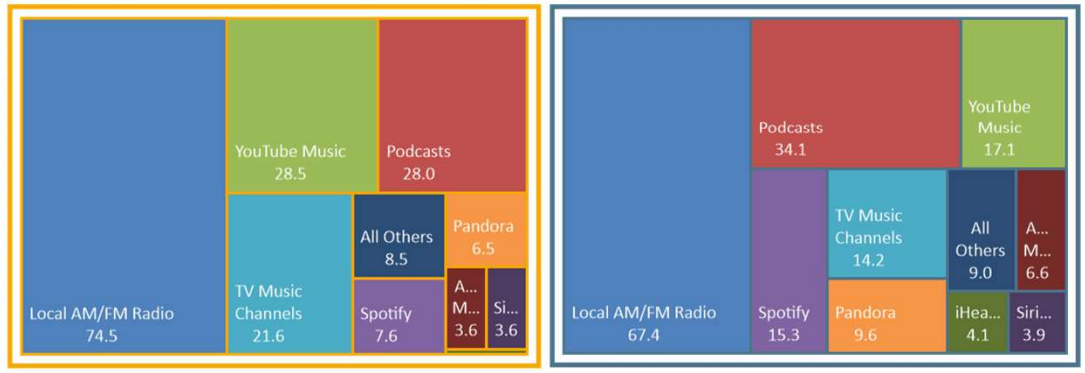
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

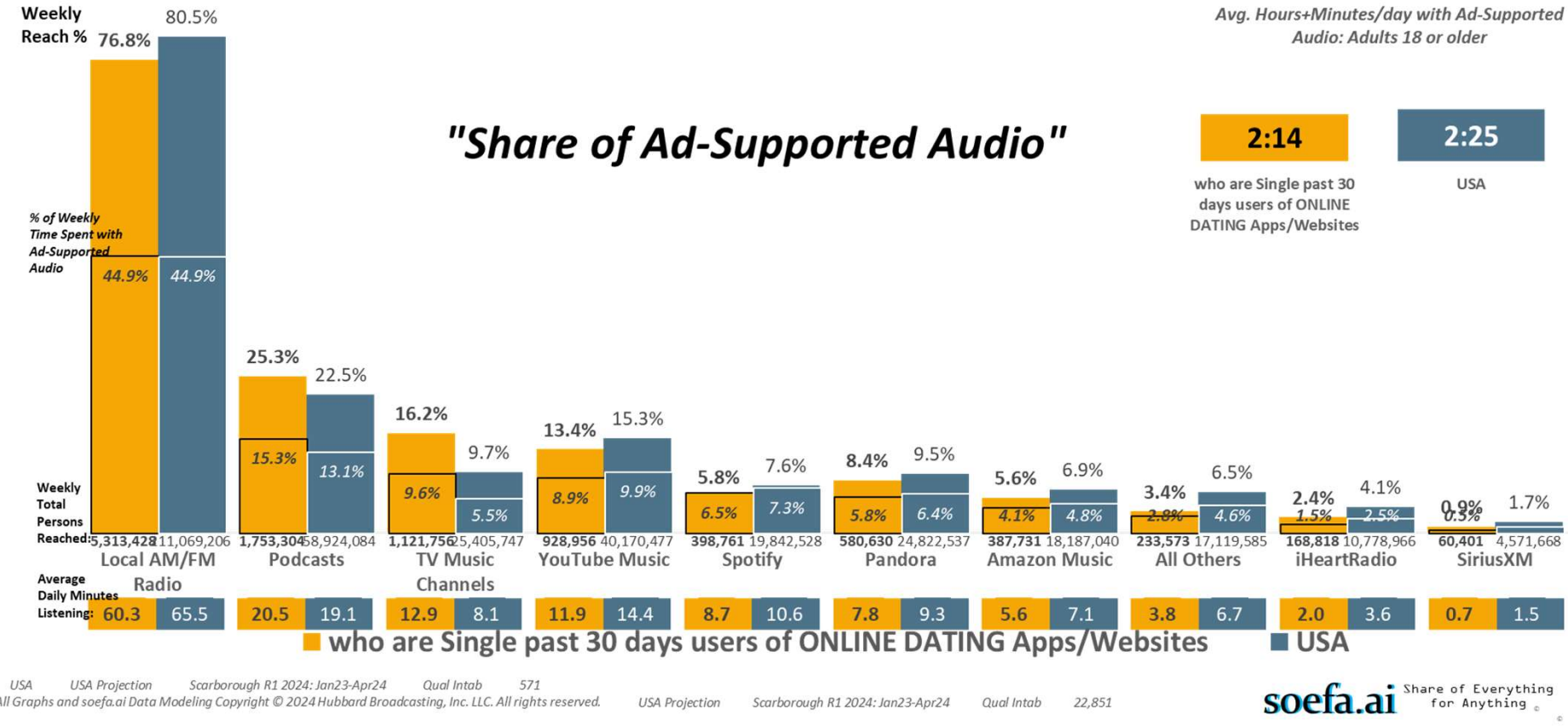
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

tinder P21+

5,313,428 or 76.8% of Adults 18 or older who are Single past 30 days users of ONLINE DATING Apps/Websites listen to Ad-Supported Local AM/FM Radio for an average of 60.3 minutes every day representing 44.9% of all time spent daily with Ad-Supported Audio.

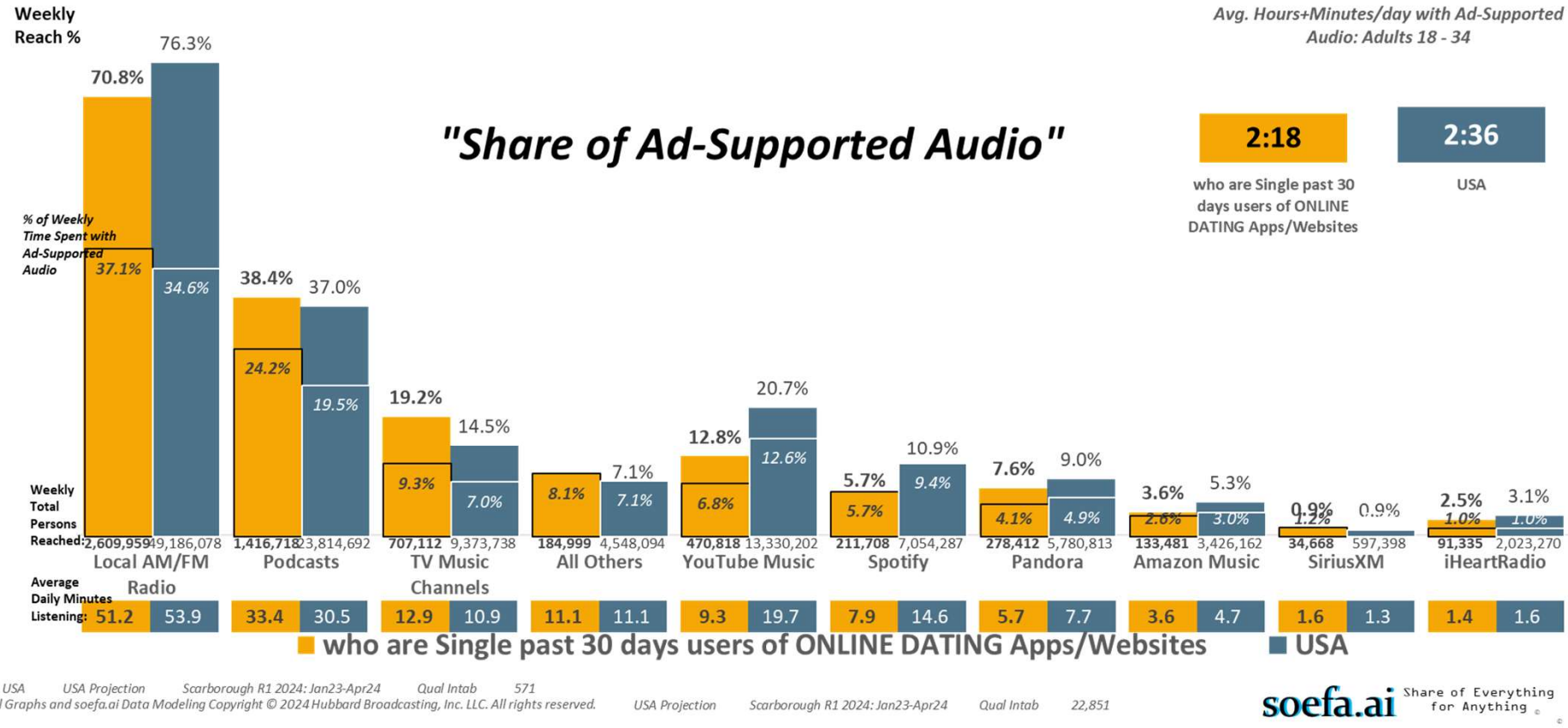


USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

tinder P21-34

2,609,959 or 70.8% of Adults 18 - 34 who are Single past 30 days users of ONLINE DATING Apps/Websites listen to Ad-Supported Local AM/FM Radio for an average of 51.2 minutes every day representing 37.1% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

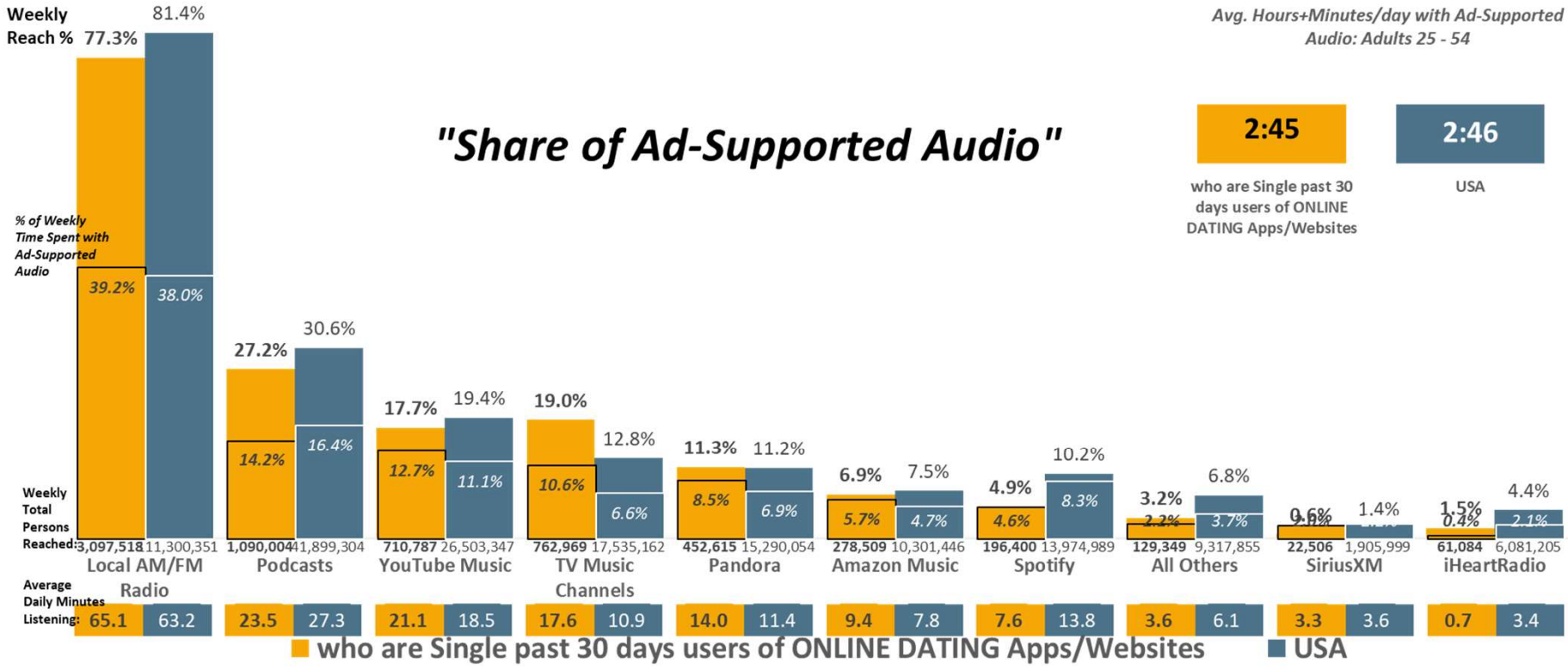
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

soefa.ai Share of Everything for Anything

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

tinder P25-54

3,097,518 or 77.3% of Adults 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites listen to Ad-Supported Local AM/FM Radio for an average of 65.1 minutes every day representing 39.2% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

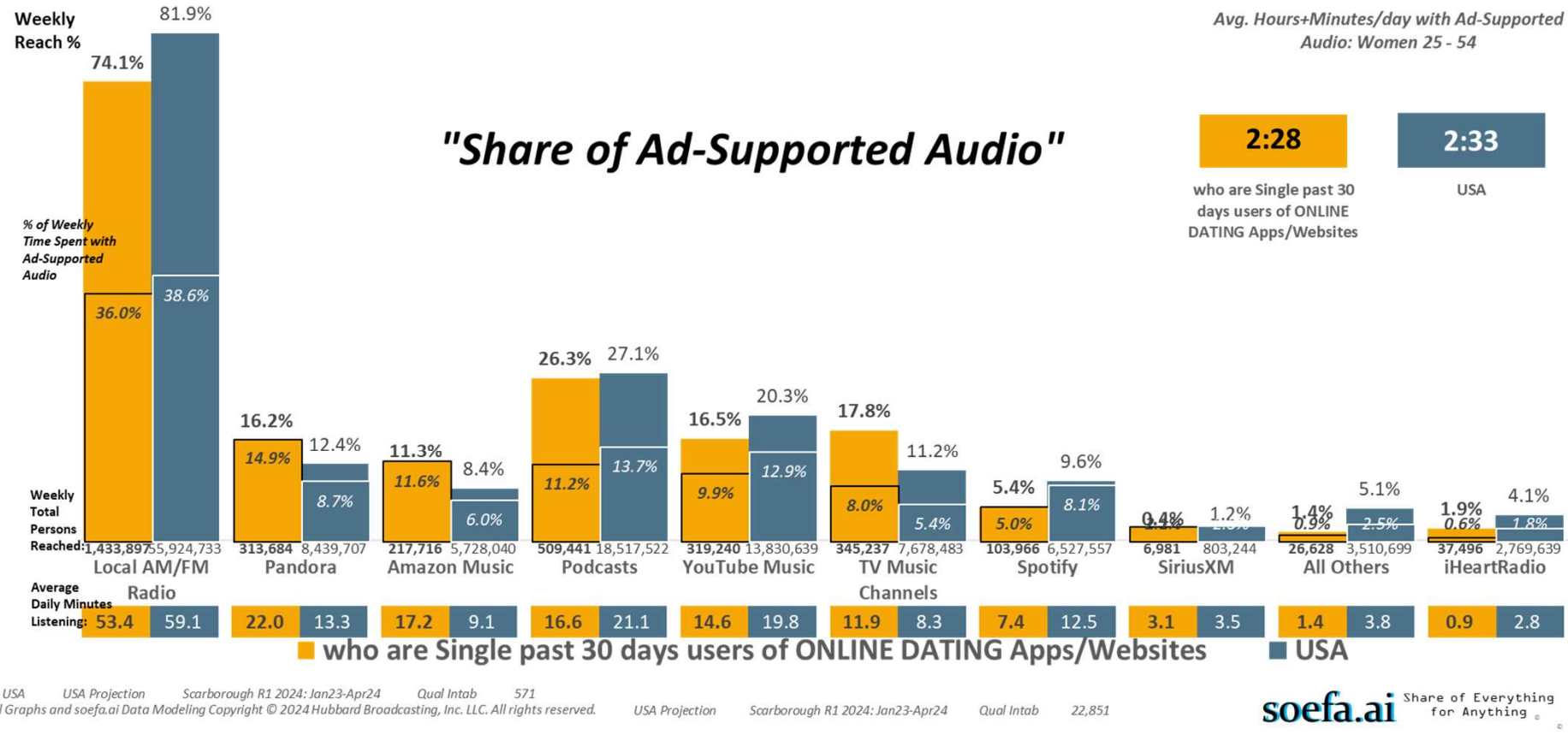
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

tinder W25-54

1,433,897 or 74.1% of Women 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites listen to Ad-Supported Local AM/FM Radio for an average of 53.4 minutes every day representing 36.% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

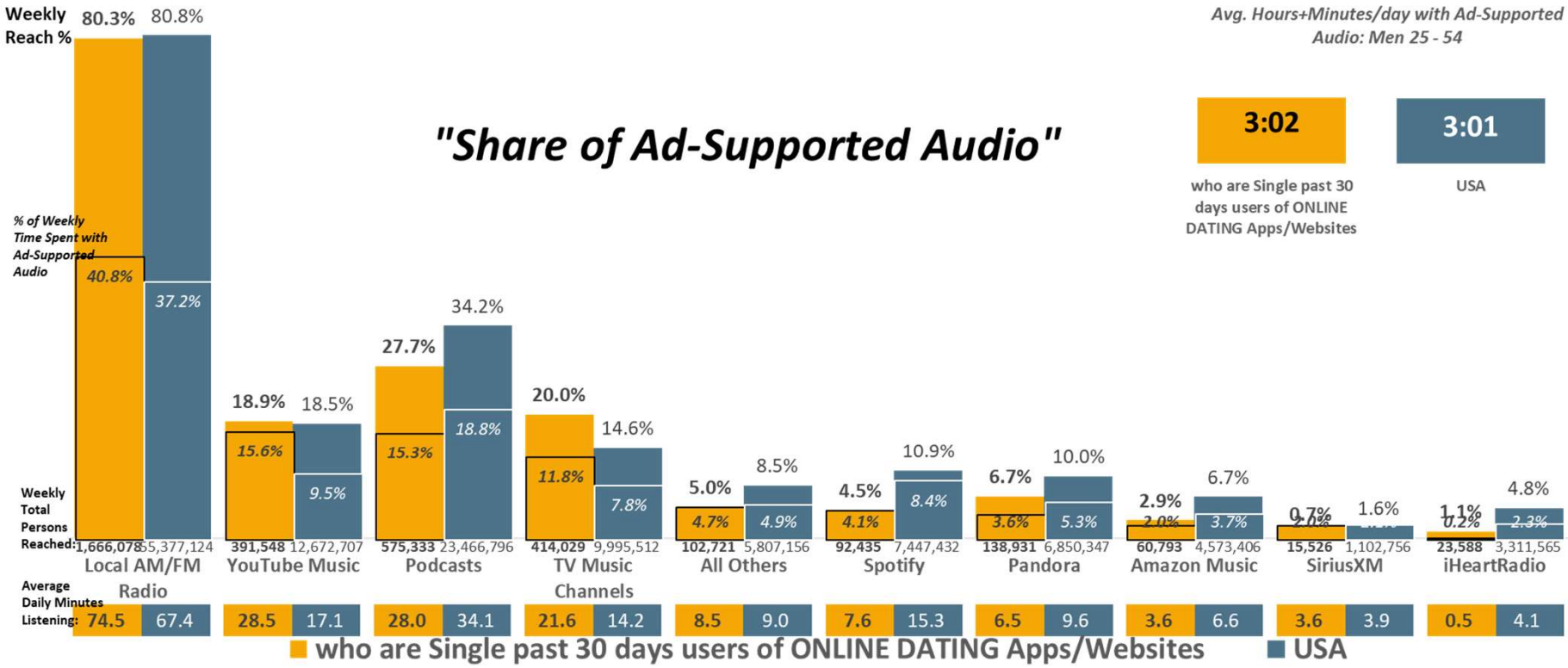
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

tinder M25-54

1,666,078 or 80.3% of Men 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites listen to Ad-Supported Local AM/FM Radio for an average of 74.5 minutes every day representing 40.8% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

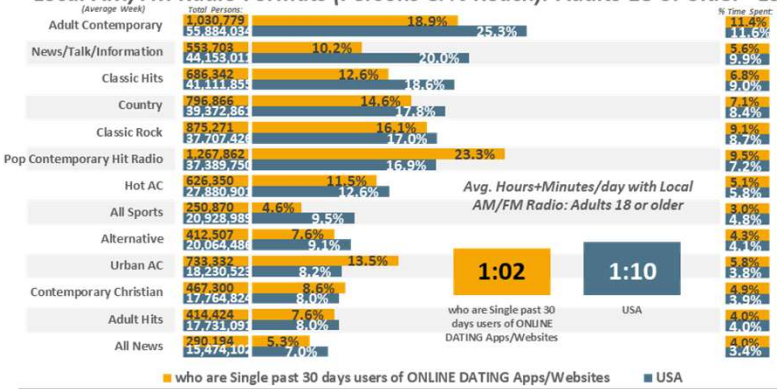
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

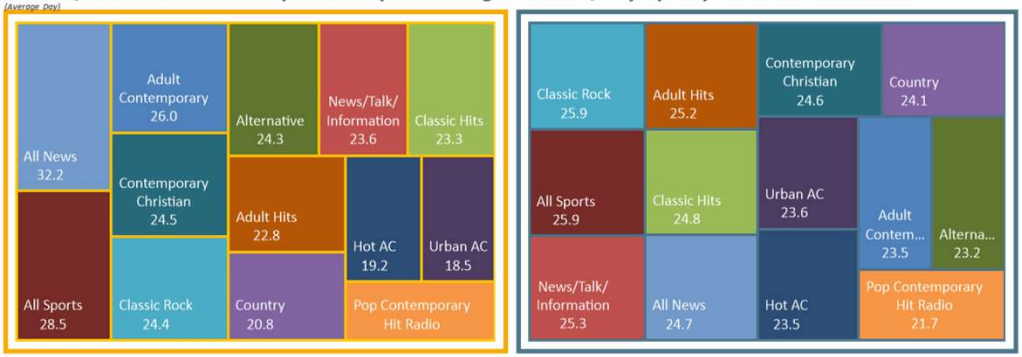
tinder P21+

5,313,428 or 76.8% of Adults 18 or older who are Single past 30 days users of ONLINE DATING Apps/Websites listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Rock, Country, and Urban Cont

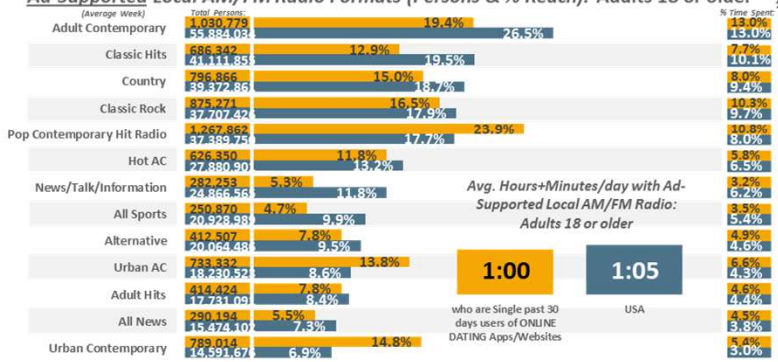
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



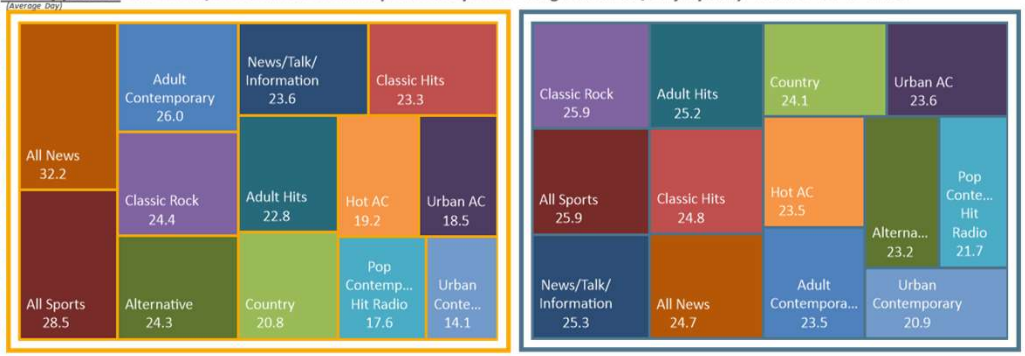
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

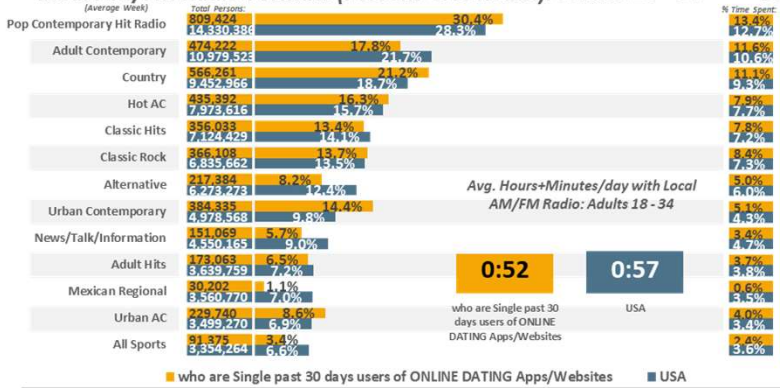
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

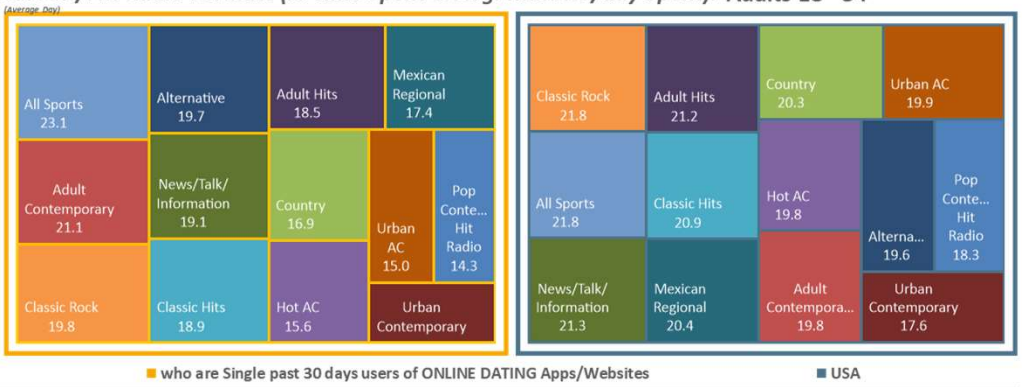
tinder P21-34

2,609,959 or 70.8% of Adults 18 - 34 who are Single past 30 days users of ONLINE DATING Apps/Websites listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Country, Adult Contemporary, Hot AC, and Urban Contemporary.

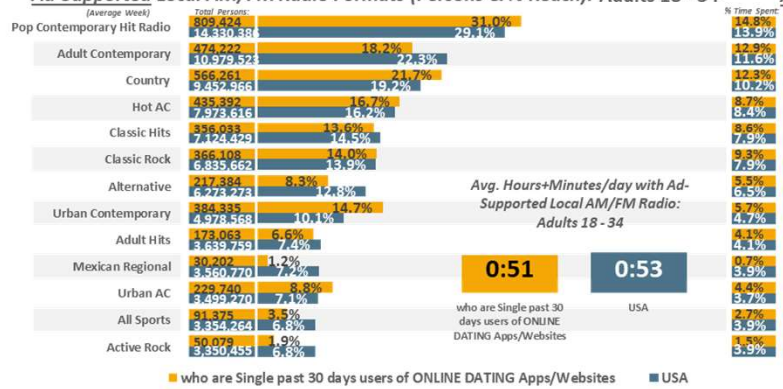
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 - 34



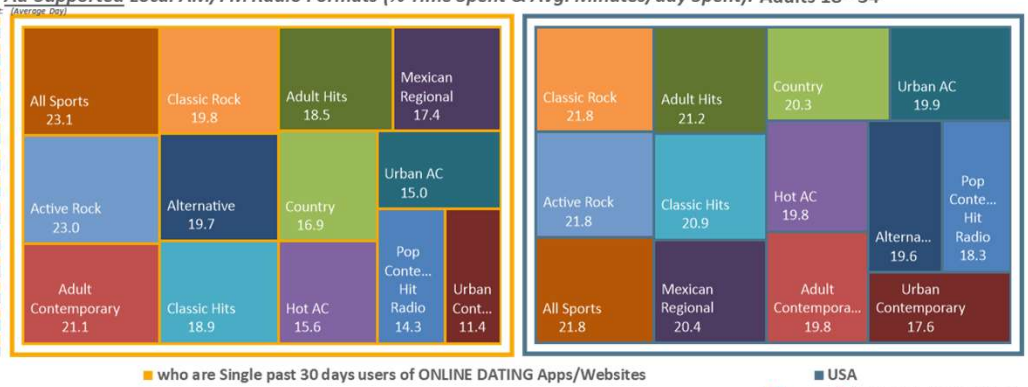
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 34



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 - 34



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 34



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

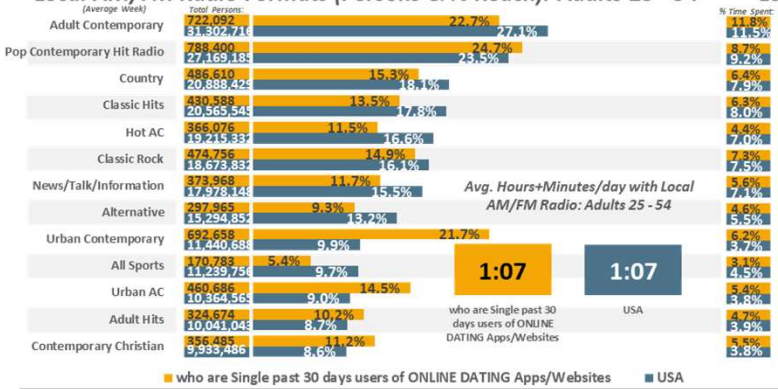
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

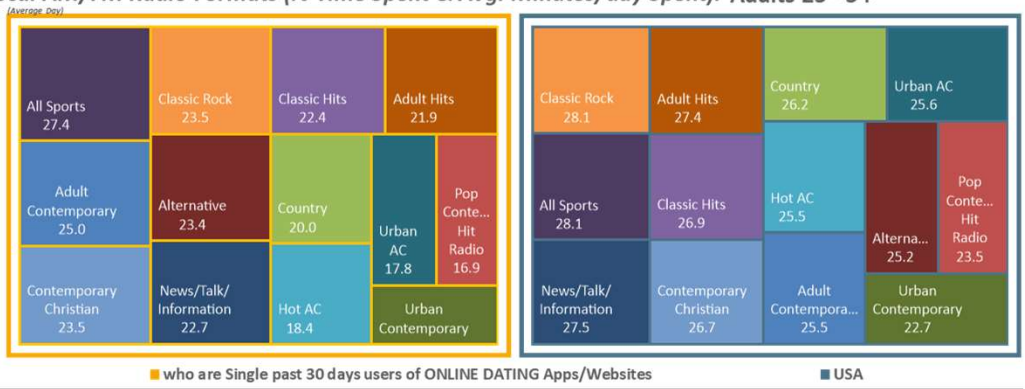
tinder P25-54

3,097,518 or 77.3% of Adults 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Urban Contemporary, Country, and Classic

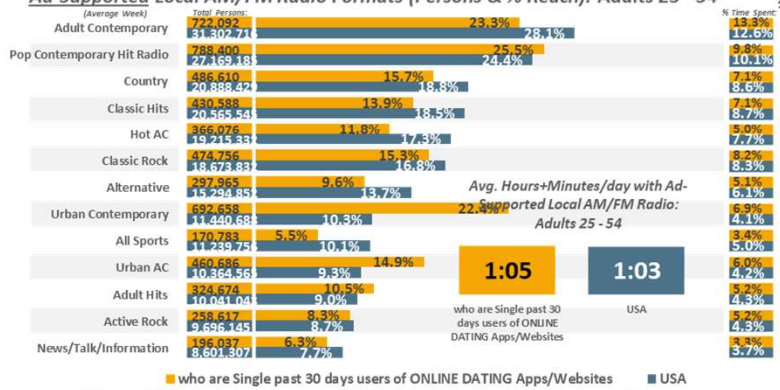
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



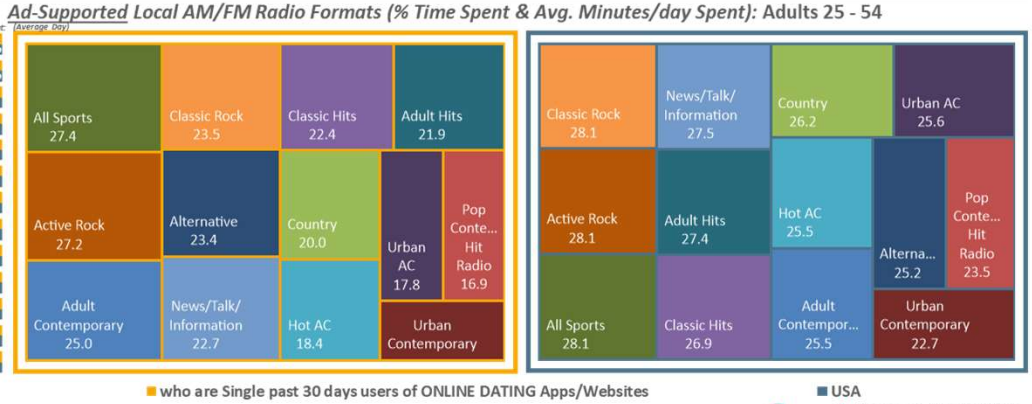
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

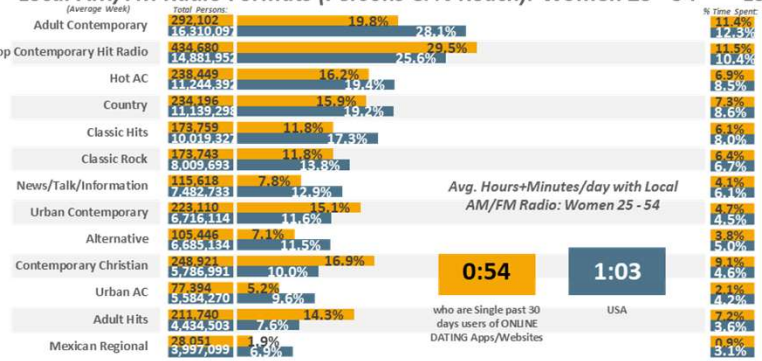
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

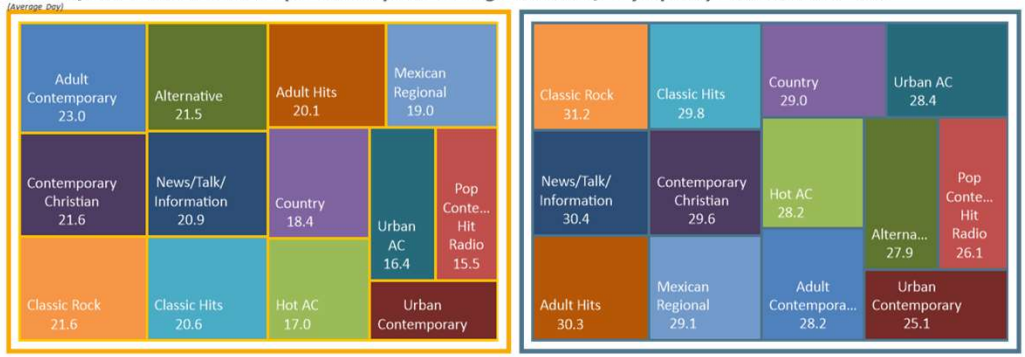
tinder W25-54

1,433,897 or 74.1% of Women 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Hot AC, Country, and Urban Contemporary.

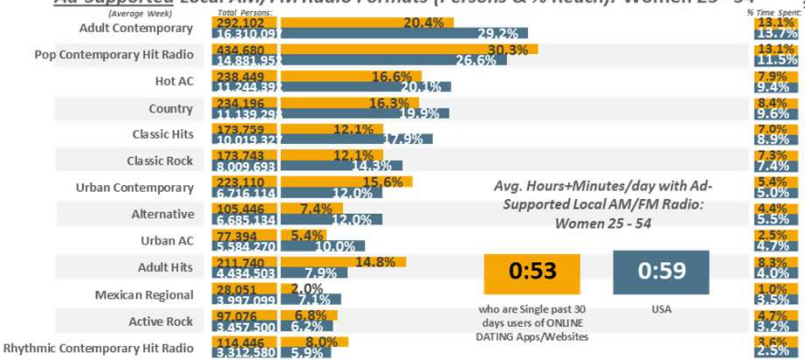
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



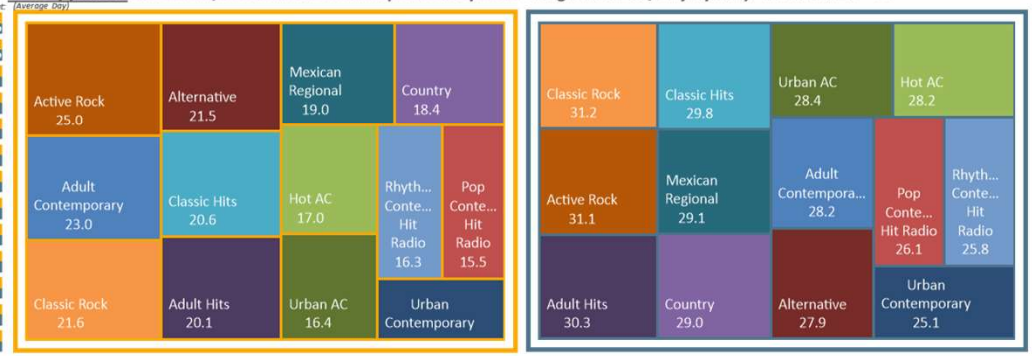
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

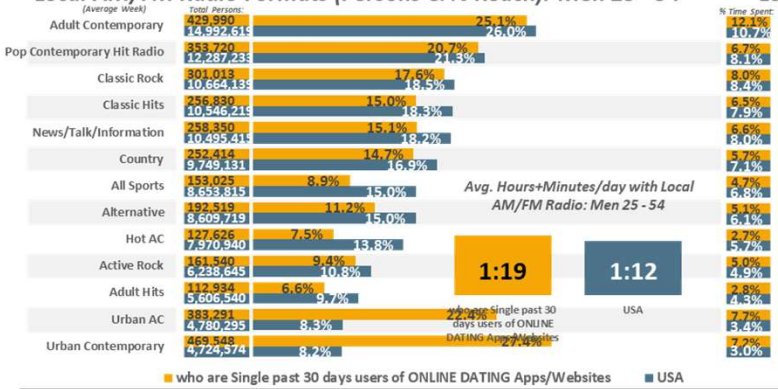
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

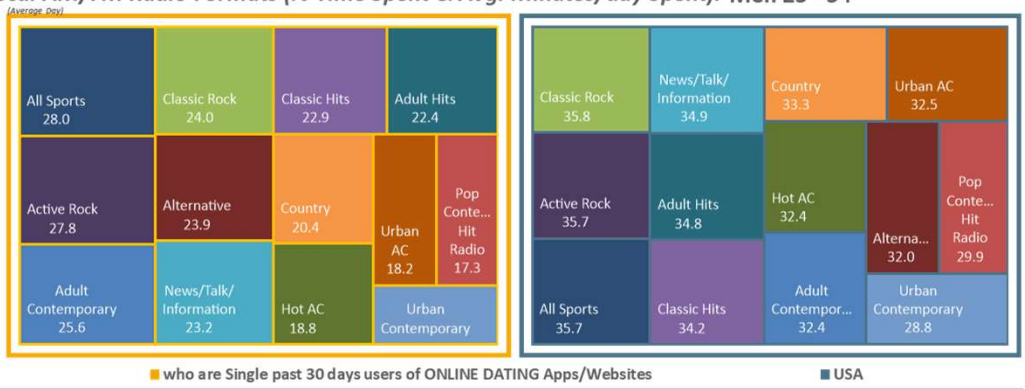
tinder M25-54

1,666,078 or 80.3% of Men 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban Contemporary, Adult Contemporary, Urban AC, Pop Contemporary Hit Radio, and Classic Ro

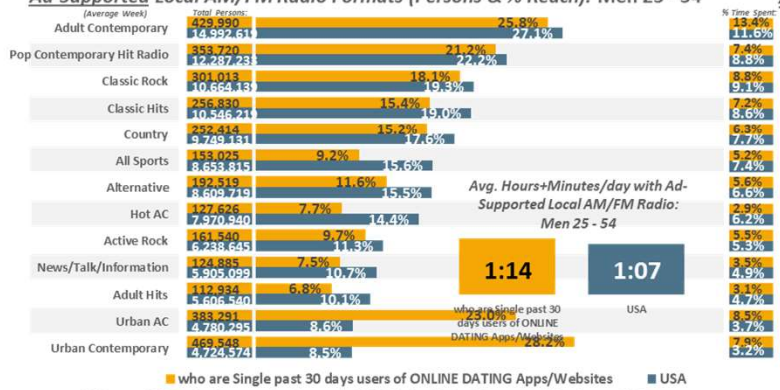
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



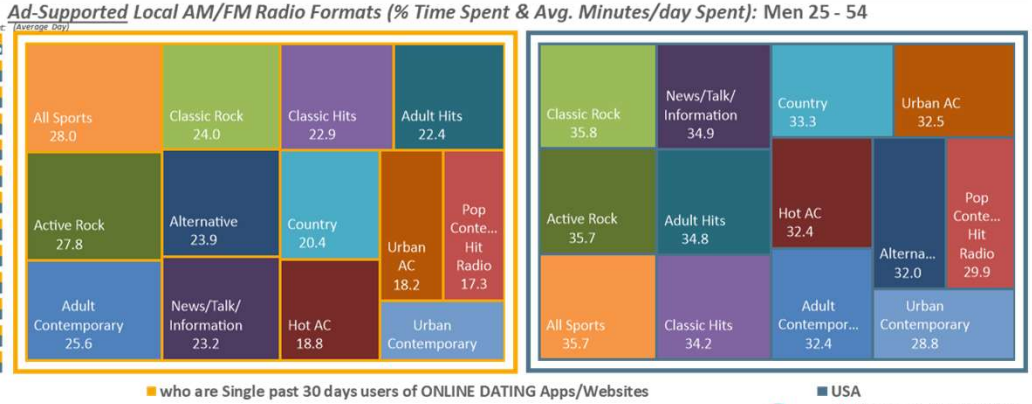
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

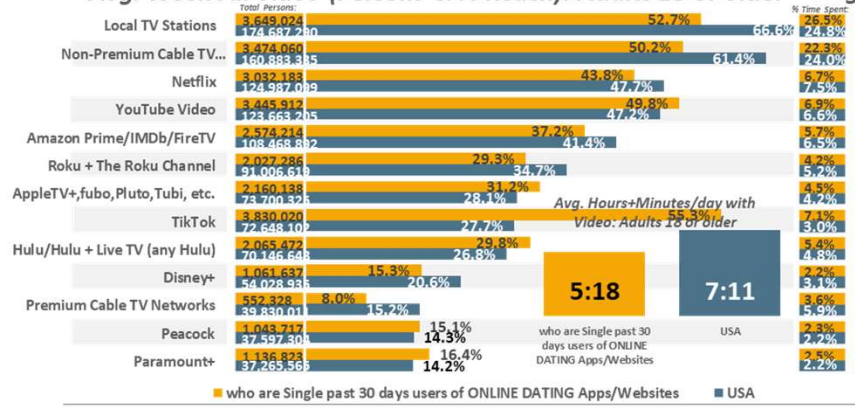
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

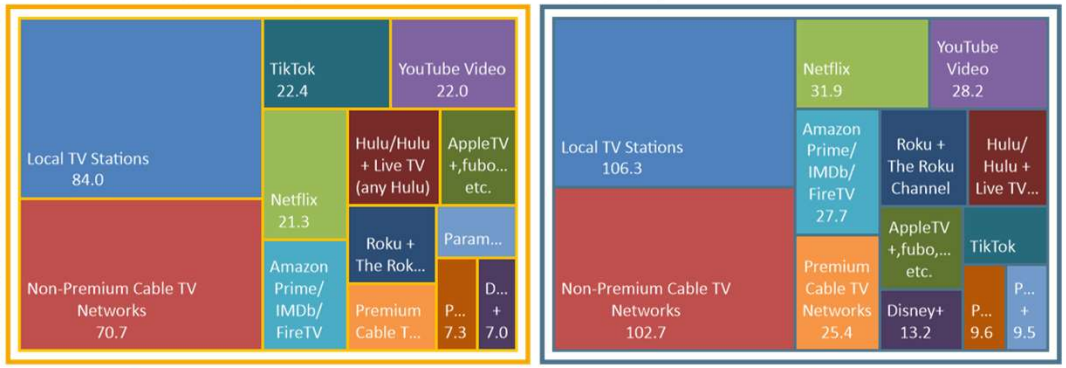
tinder P21+

3,613,166 or 52.2% of Adults 18 or older who are Single past 30 days users of ONLINE DATING Apps/Websites watch Ad-Supported Local TV Stations for an average of 81.2 minutes every day representing 30.4% of all time spent daily with Ad-Supported Video.

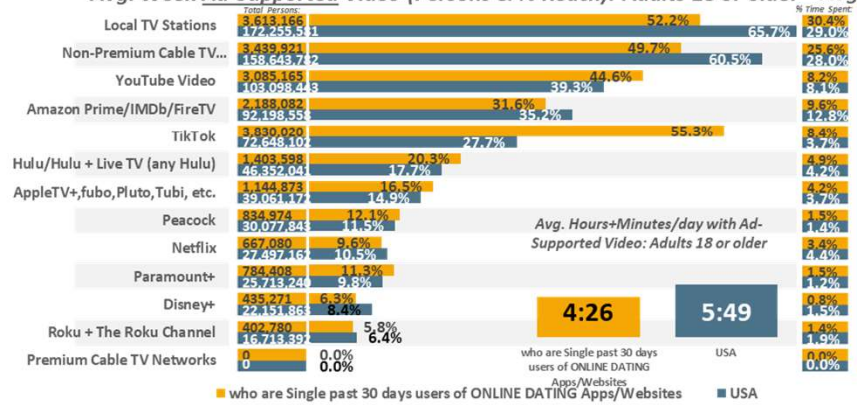
Avg. Week All Video (Persons & % Reach): Adults 18 or older



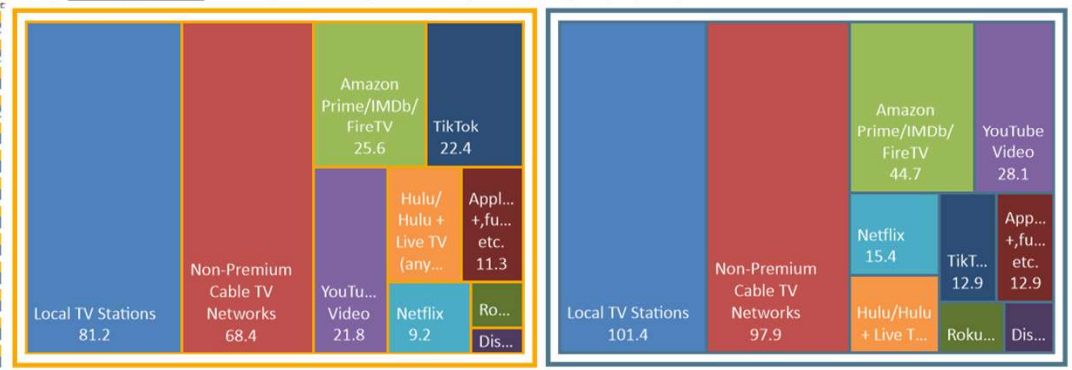
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

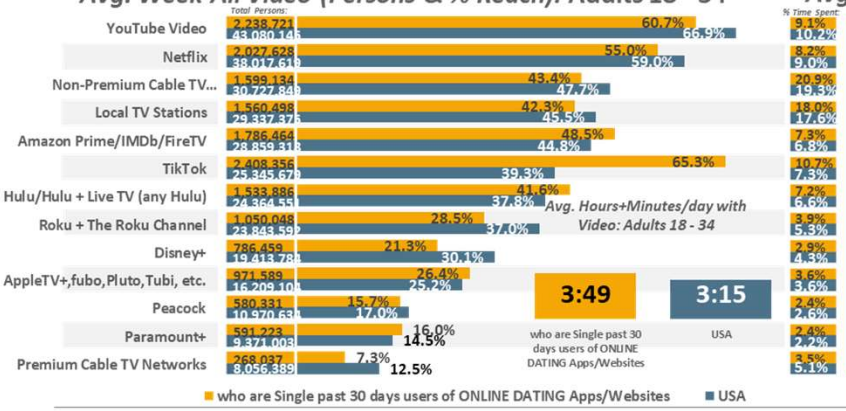
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

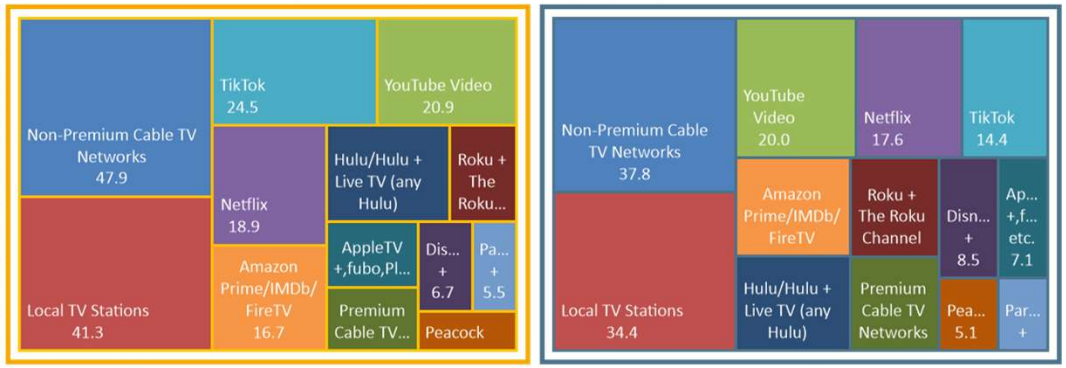
tinder P21-34

1,547,454 or 42.% of Adults 18 - 34 who are Single past 30 days users of ONLINE DATING Apps/Websites watch Ad-Supported Local TV Stations for an average of 40.2 minutes every day representing 21.2% of all time spent daily with Ad-Supported Video.

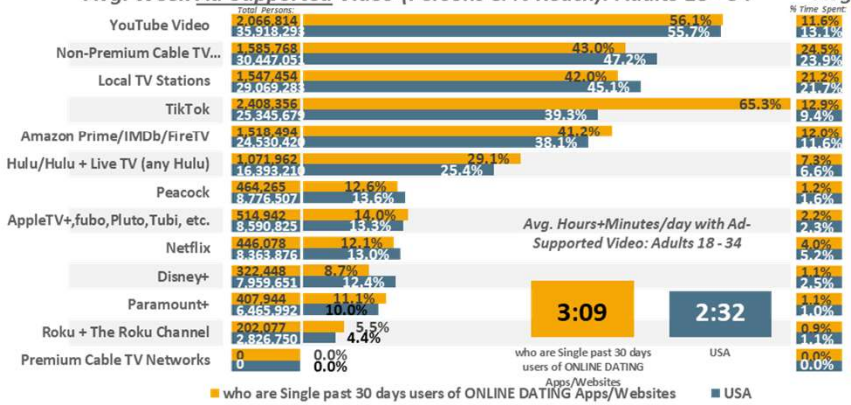
Avg. Week All Video (Persons & % Reach): Adults 18 - 34



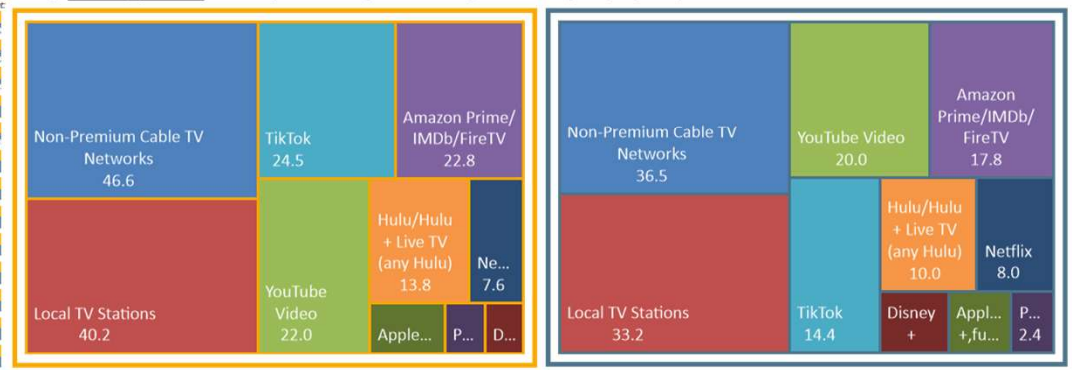
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 34



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 - 34



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 34



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

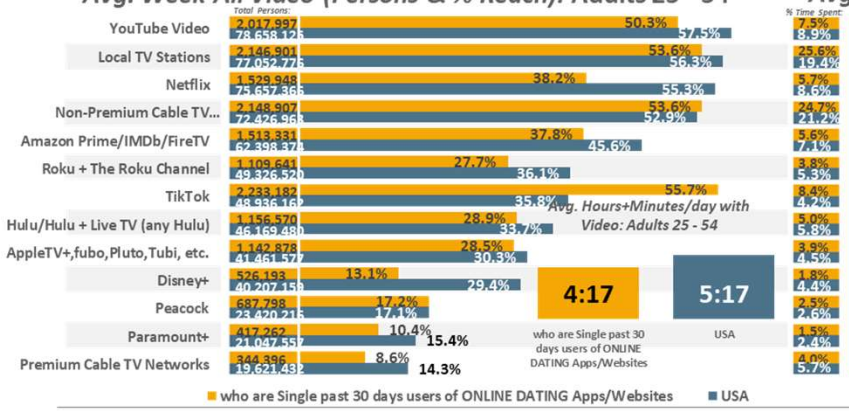
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

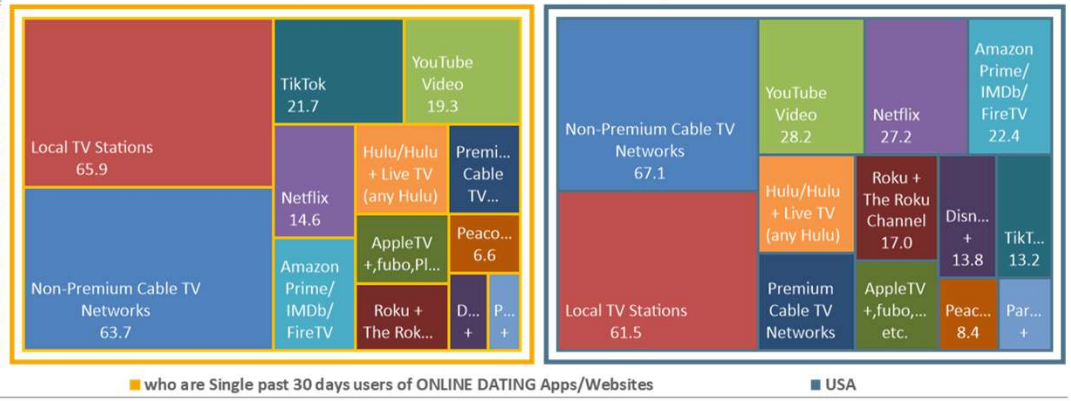
tinder P25-54

2,123,133 or 53.% of Adults 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites watch Ad-Supported Local TV Stations for an average of 63.4 minutes every day representing 28.6% of all time spent daily with Ad-Supported Video.

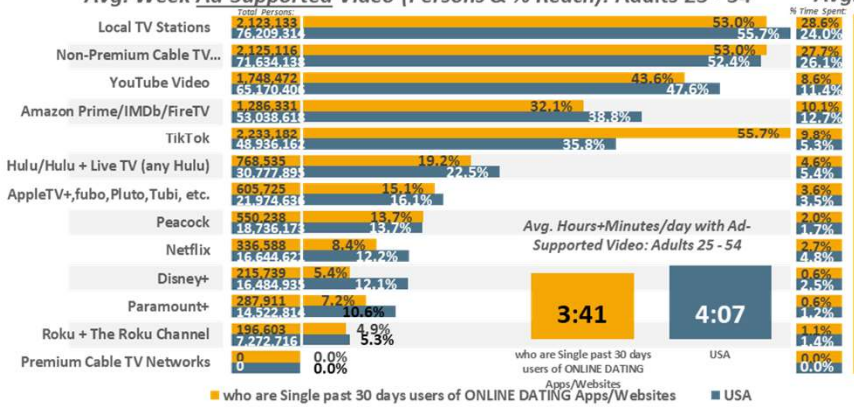
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



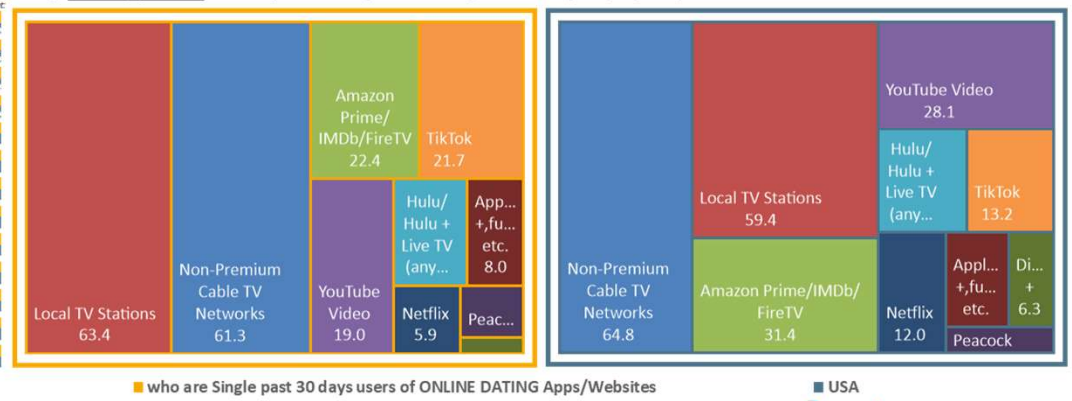
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

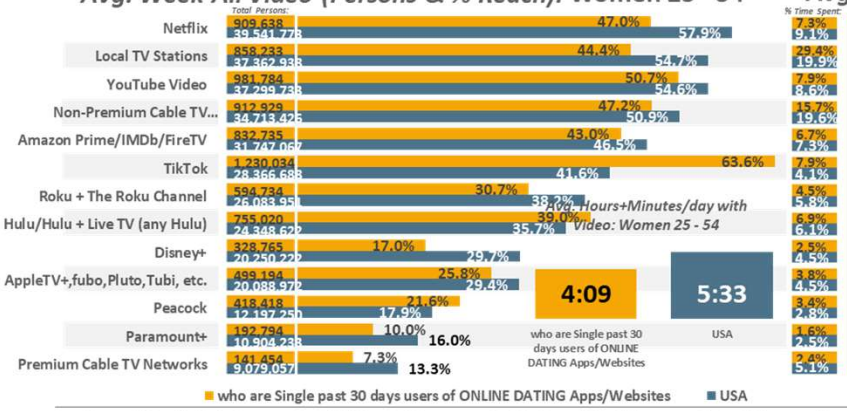
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

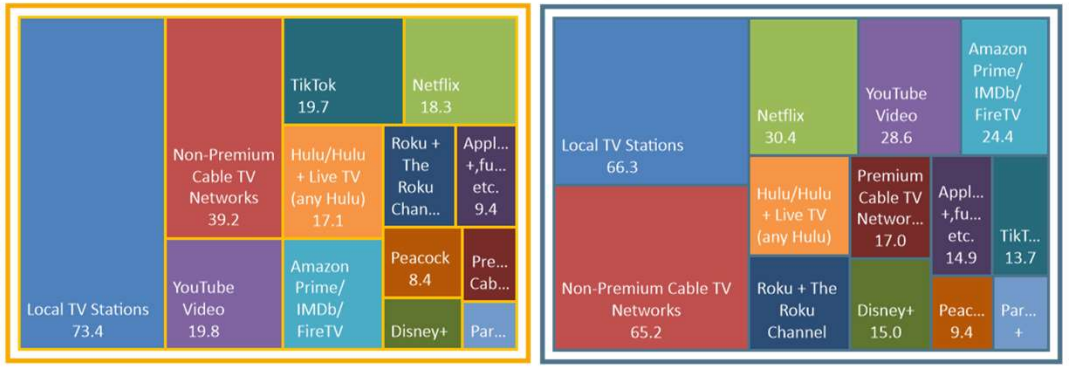
tinder W25-54

844,810 or 43.7% of Women 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites watch Ad-Supported Local TV Stations for an average of 70.4 minutes every day representing 34.4% of all time spent daily with Ad-Supported Video.

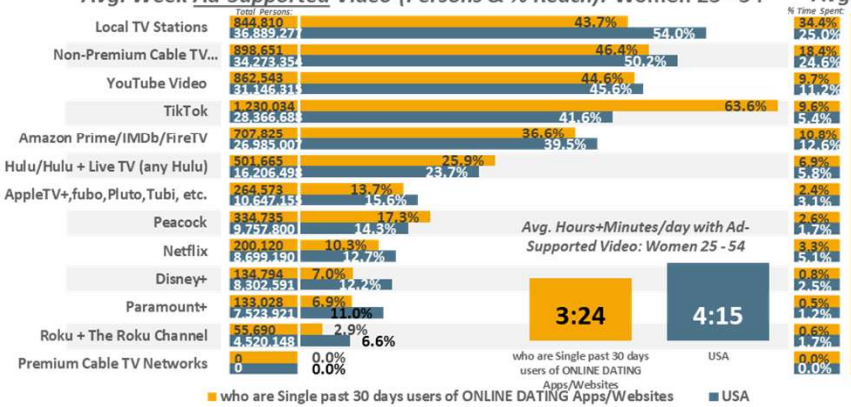
Avg. Week All Video (Persons & % Reach): Women 25 - 54



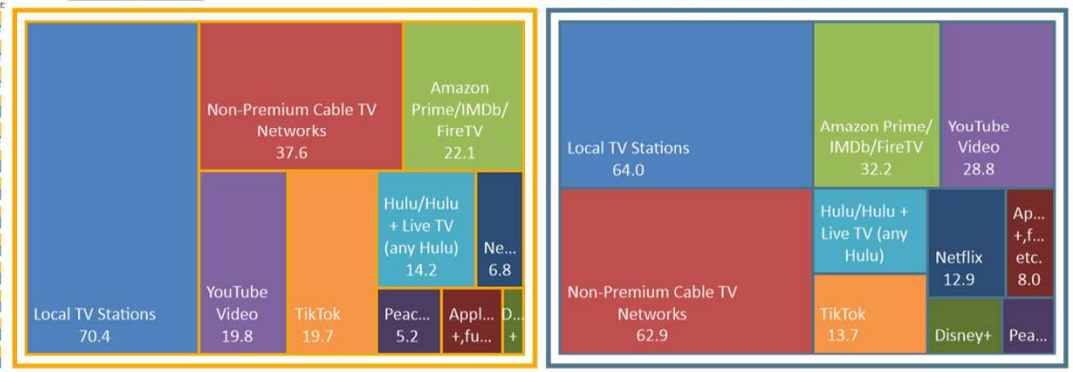
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

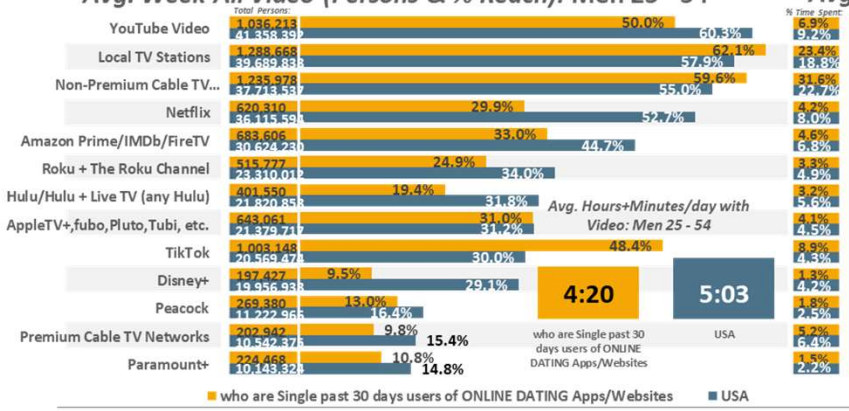
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

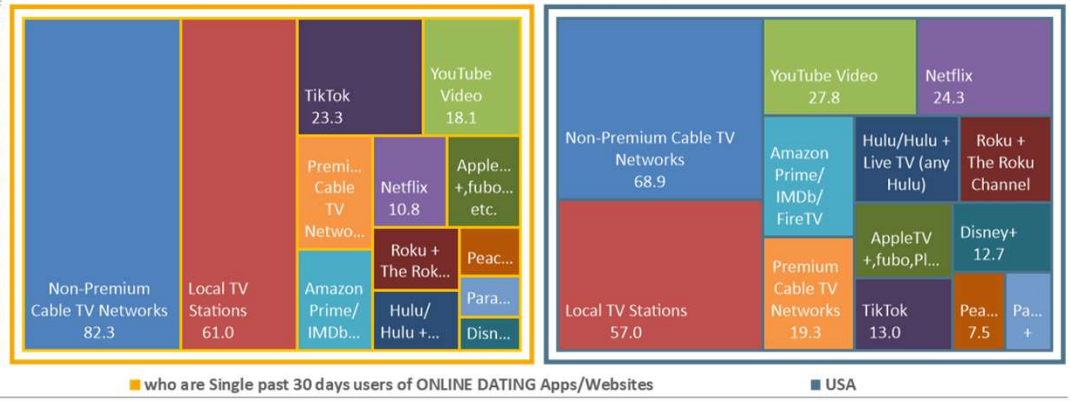
tinder M25-54

1,279,668 or 61.7% of Men 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites watch Ad-Supported Local TV Stations for an average of 58.8 minutes every day representing 25.3% of all time spent daily with Ad-Supported Video.

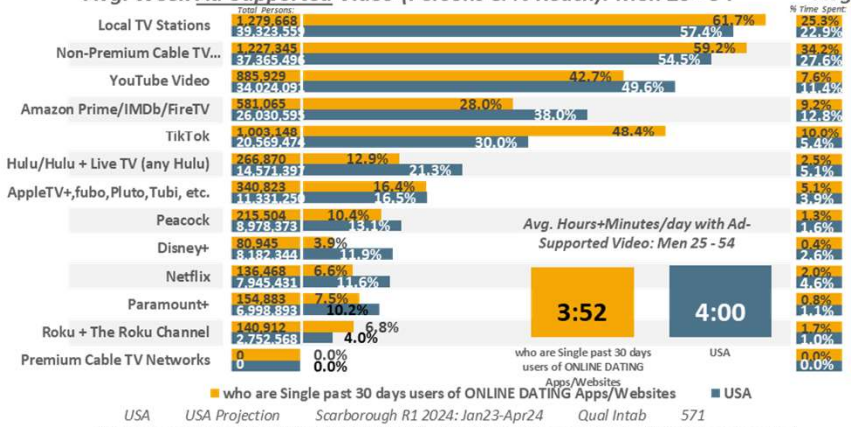
Avg. Week All Video (Persons & % Reach): Men 25 - 54



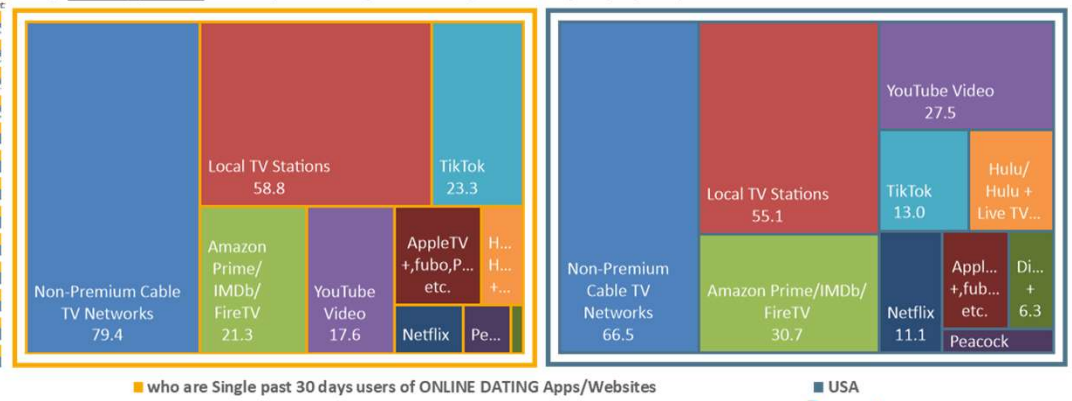
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

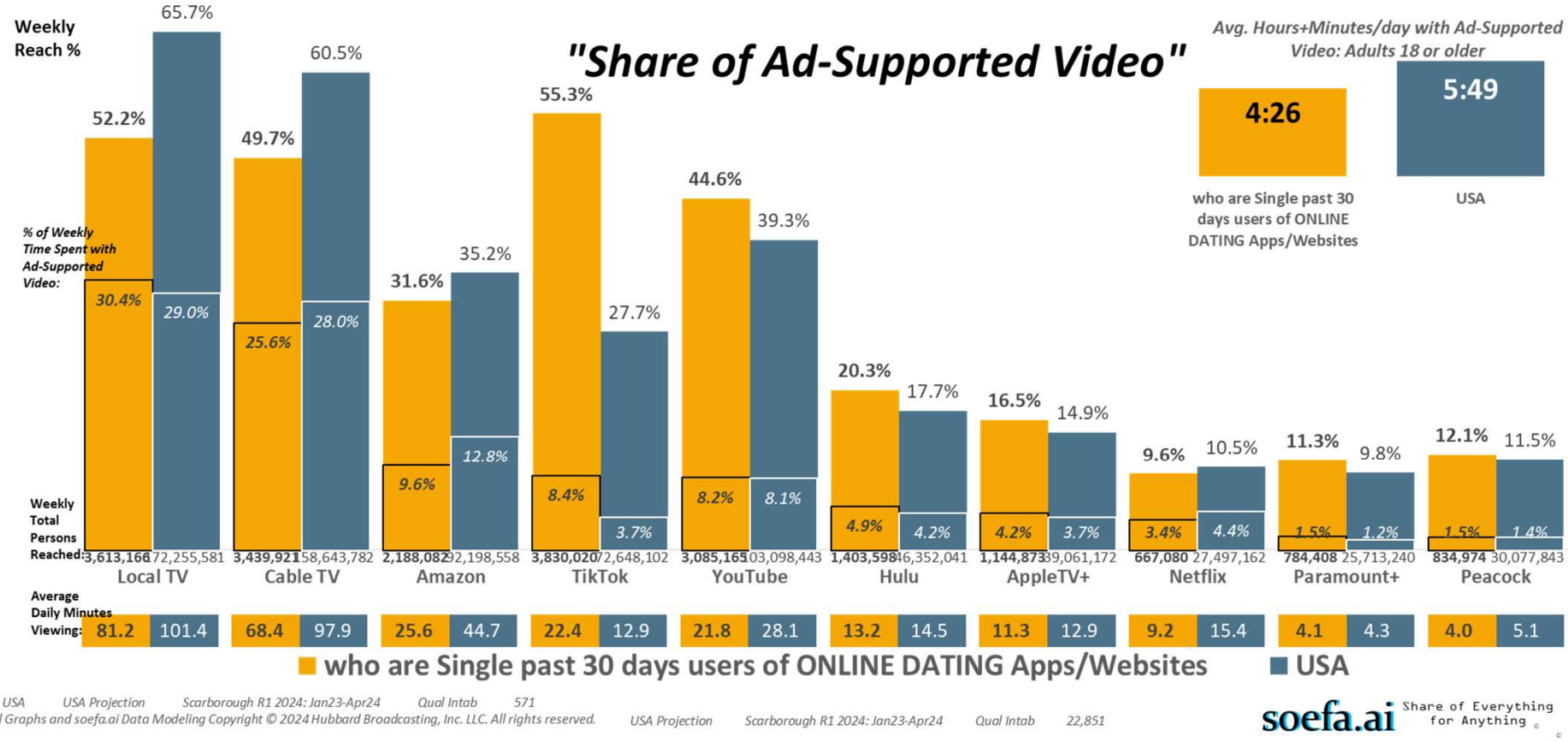
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

tinder P21+

3,613,166 or 52.2% of Adults 18 or older who are Single past 30 days users of ONLINE DATING Apps/Websites watch Ad-Supported Local TV Stations for an average of 81.2 minutes every day representing 30.4% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

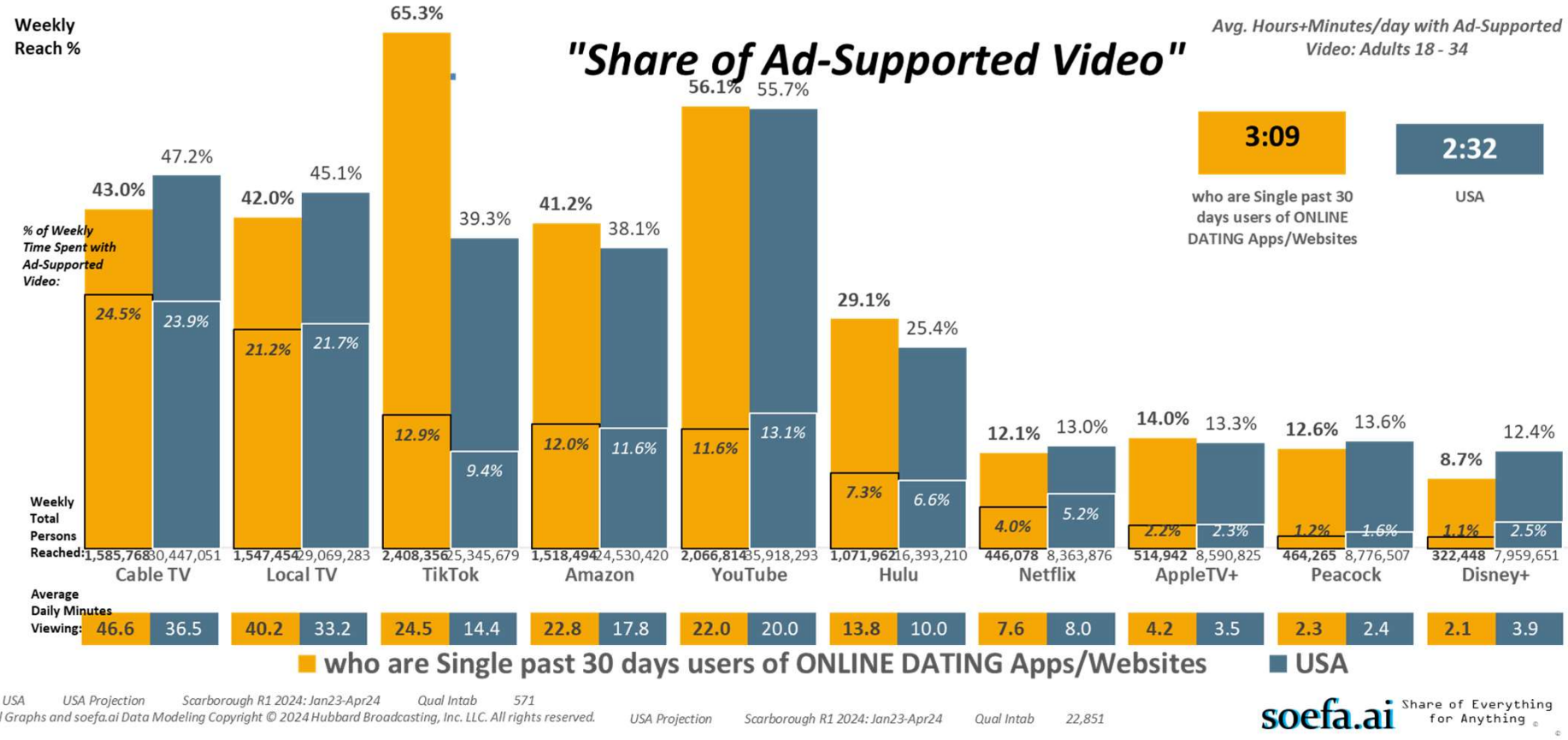
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

tinder P21-34

1,547,454 or 42.% of Adults 18 - 34 who are Single past 30 days users of ONLINE DATING Apps/Websites watch Ad-Supported Local TV Stations for an average of 40.2 minutes every day representing 21.2% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

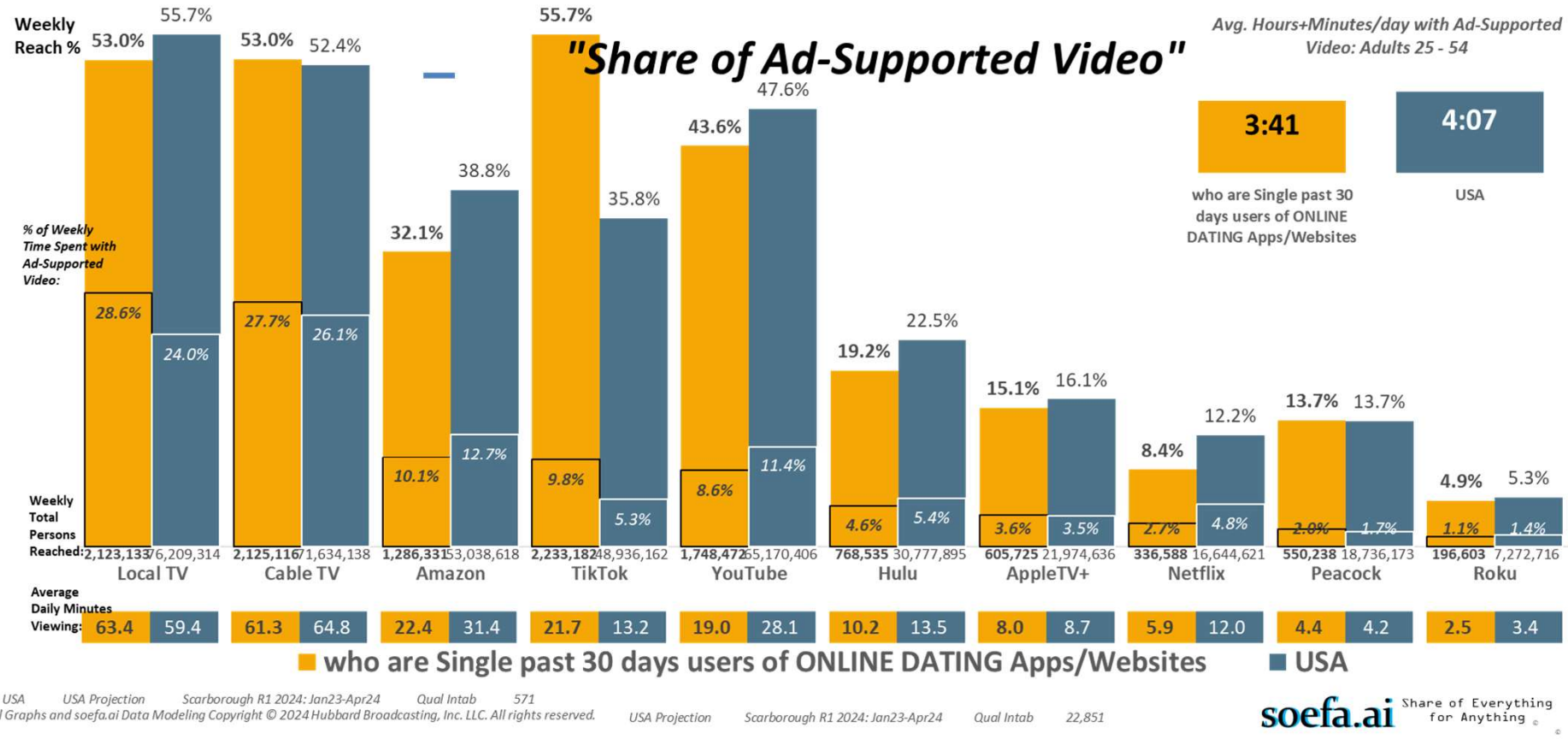
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

soefa.ai Share of Everything for Anything

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

tinder P25-54

2,123,133 or 53.% of Adults 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites watch Ad-Supported Local TV Stations for an average of 63.4 minutes every day representing 28.6% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

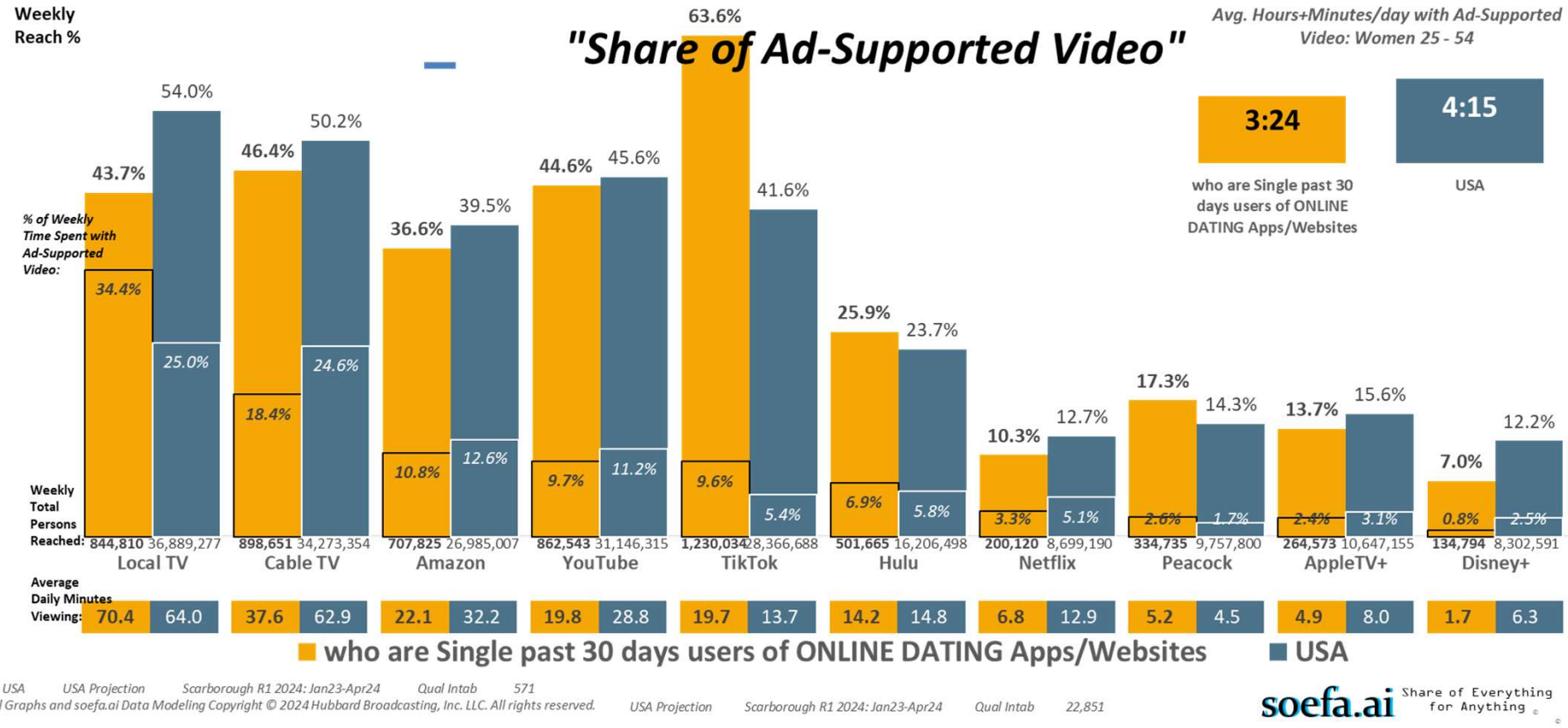
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

tinder W25-54

844,810 or 43.7% of Women 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites watch Ad-Supported Local TV Stations for an average of 70.4 minutes every day representing 34.4% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

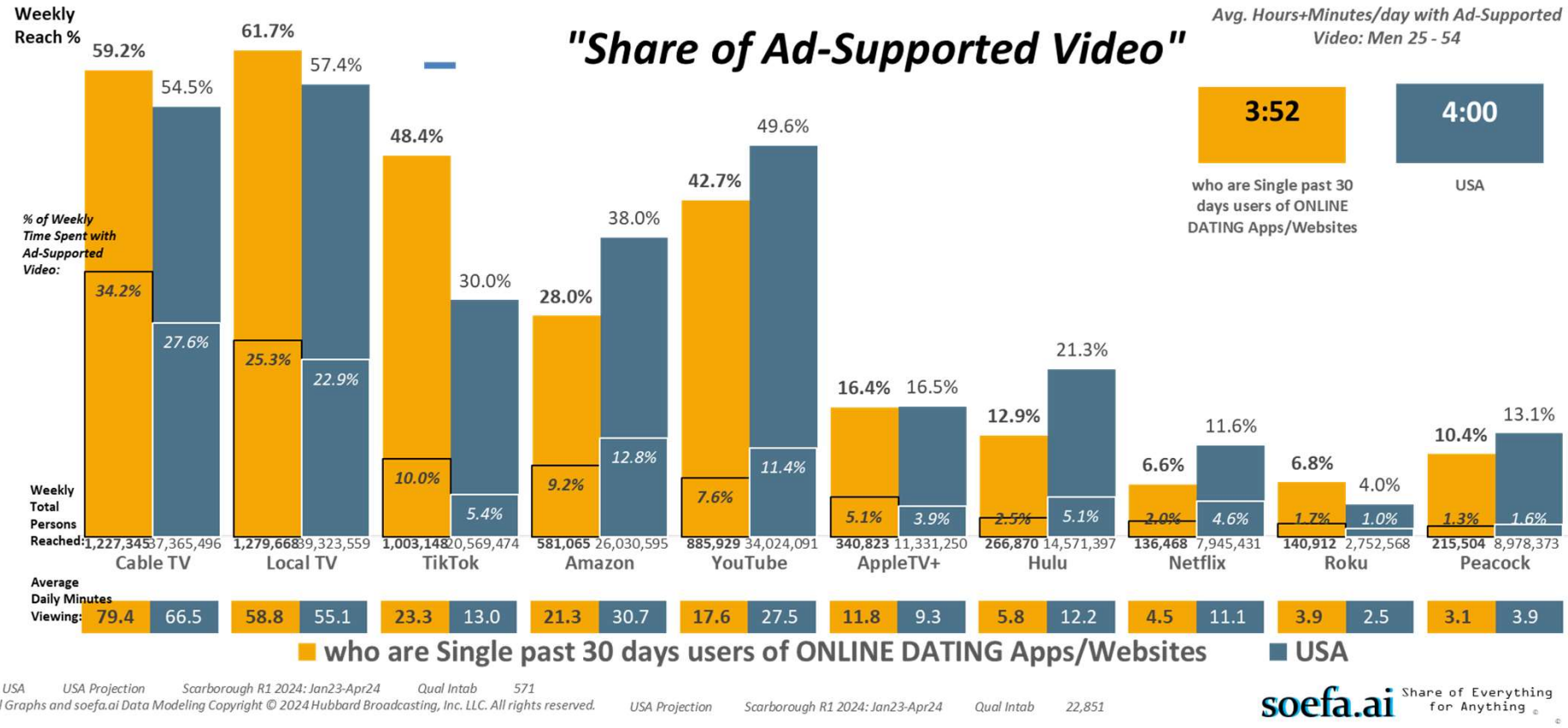
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

tinder M25-54

1,279,668 or 61.7% of Men 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites watch Ad-Supported Local TV Stations for an average of 58.8 minutes every day representing 25.3% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

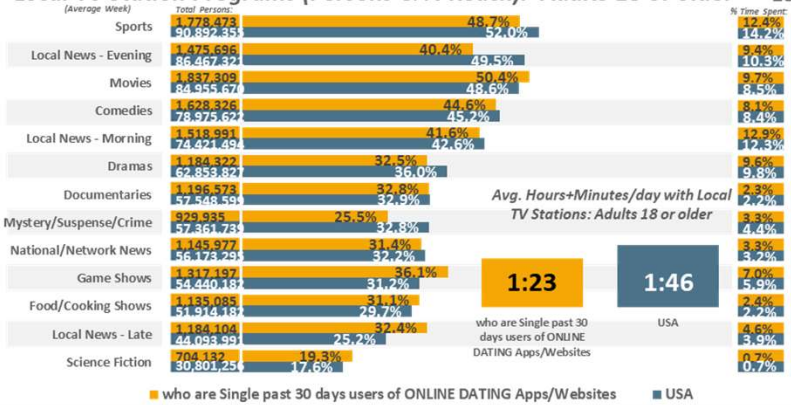
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

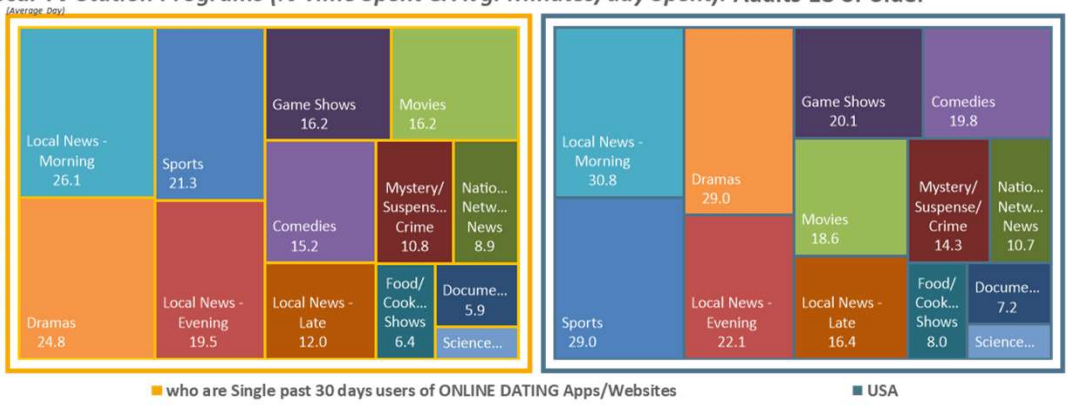
tinder P21+

3,613,166 or 52.2% of Adults 18 or older who are Single past 30 days users of ONLINE DATING Apps/Websites watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Comedies, Local News - Morning, Local News - Evening, and Game Shows.

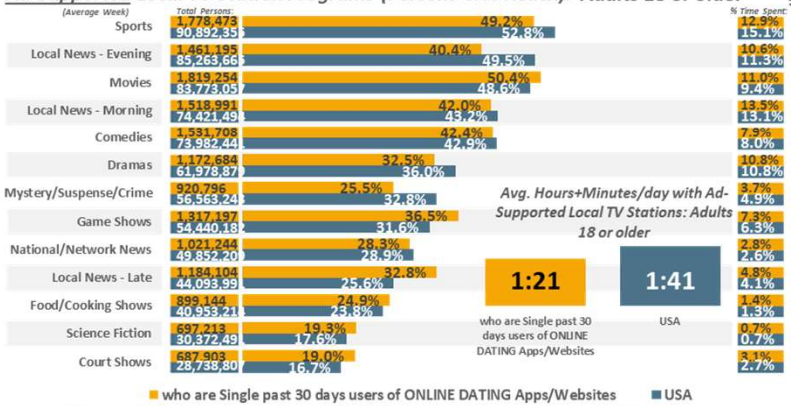
Local TV Station Programs (Persons & % Reach): Adults 18 or older



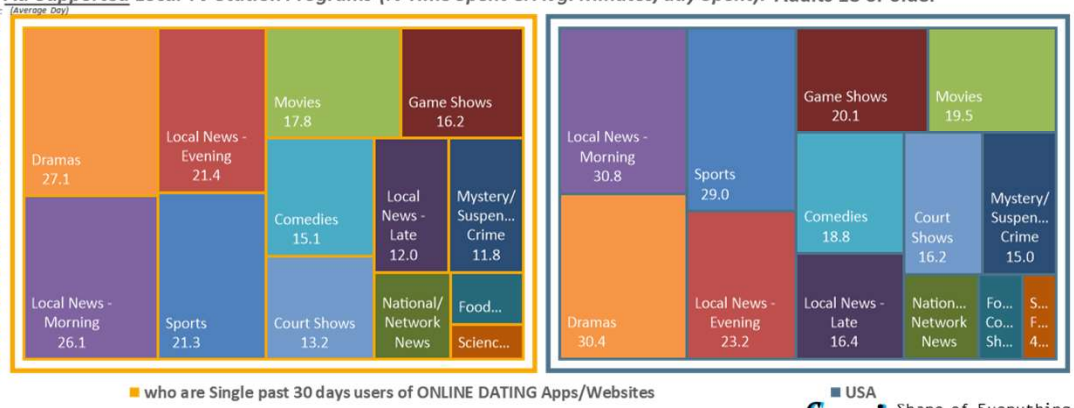
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

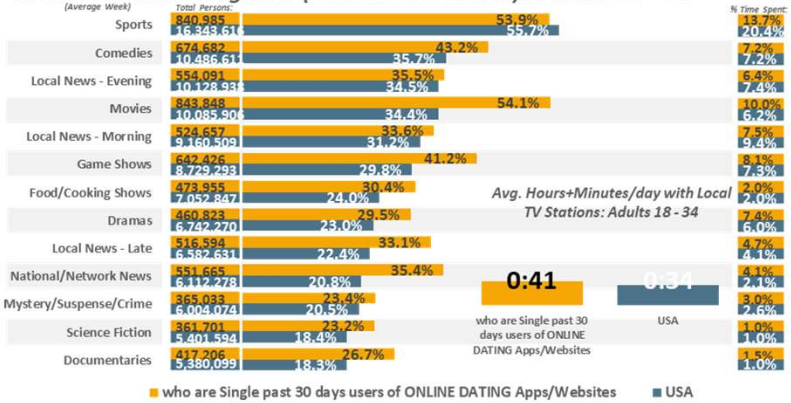
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

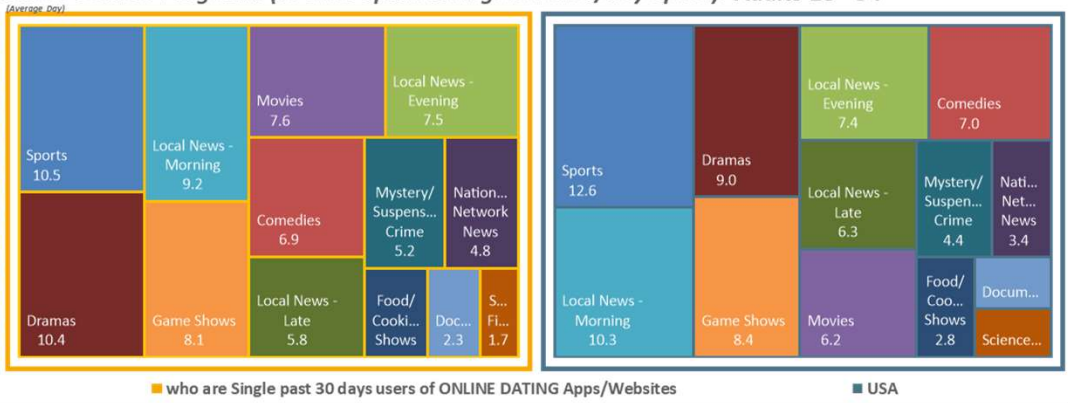
tinder P21-34

1,547,454 or 42.% of Adults 18 - 34 who are Single past 30 days users of ONLINE DATING Apps/Websites watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Game Shows, Comedies, Local News - Evening, and Local News - Morning.

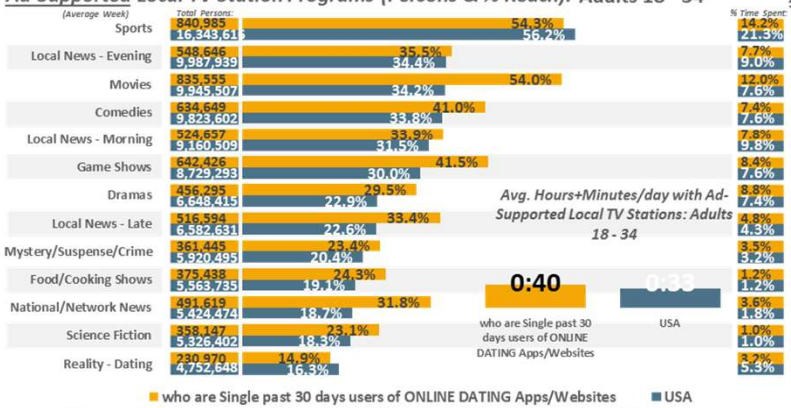
Local TV Station Programs (Persons & % Reach): Adults 18 - 34



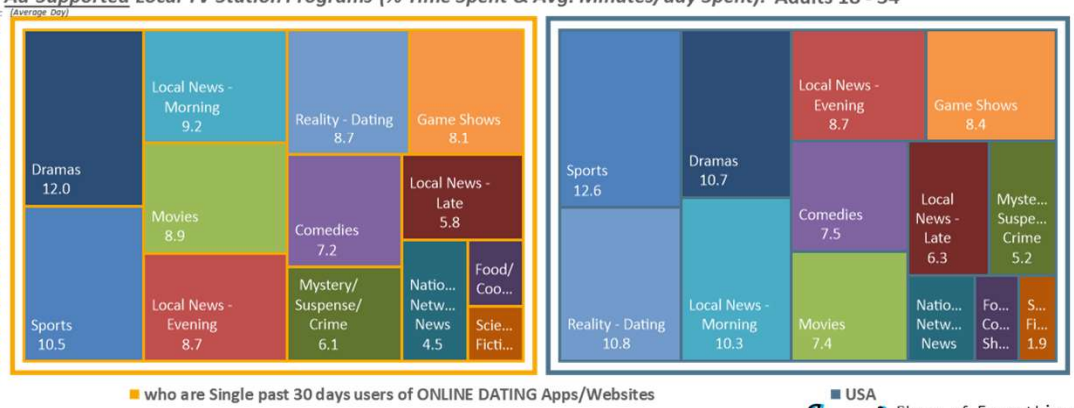
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 34



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 - 34



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 34



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

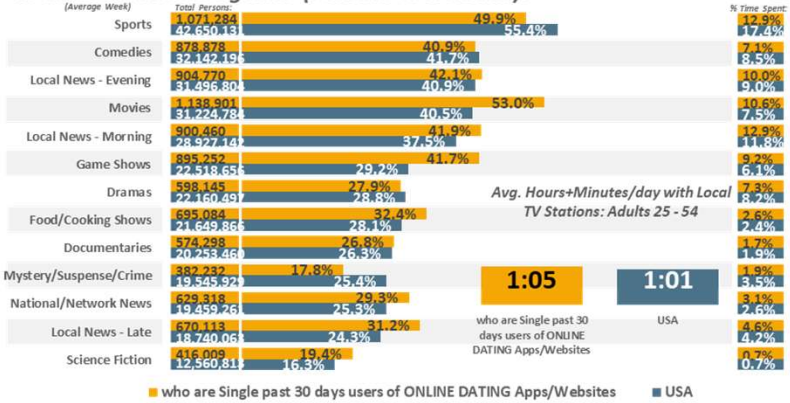
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

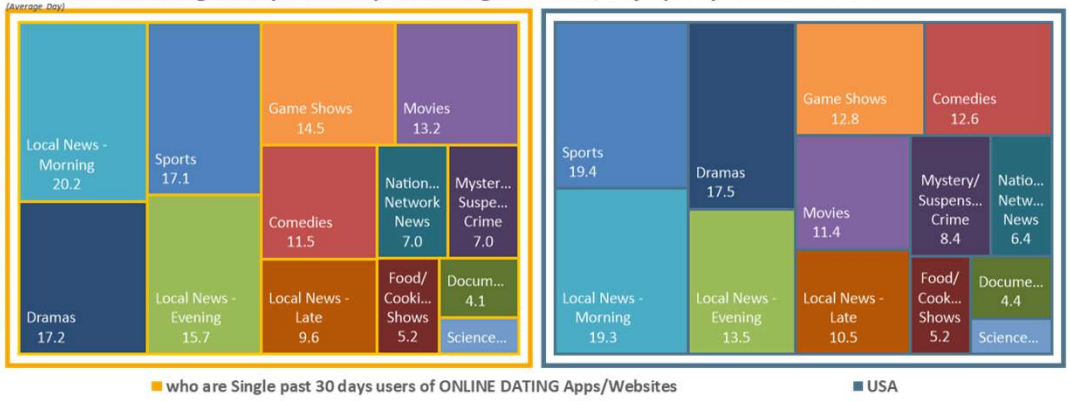
tinder P25-54

2,123,133 or 53.% of Adults 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Local News - Morning, Local News - Evening, Game Shows, and Comedies.

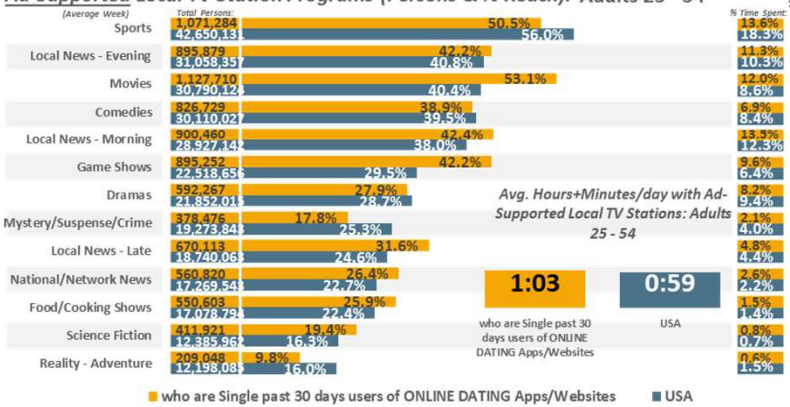
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



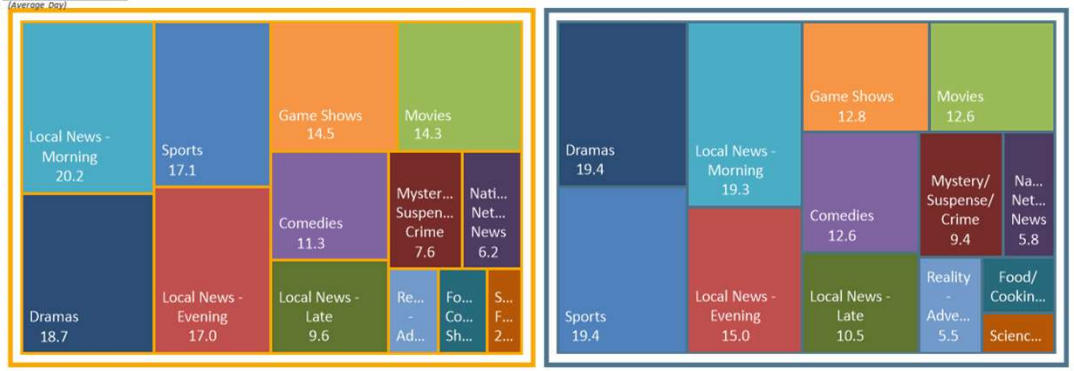
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

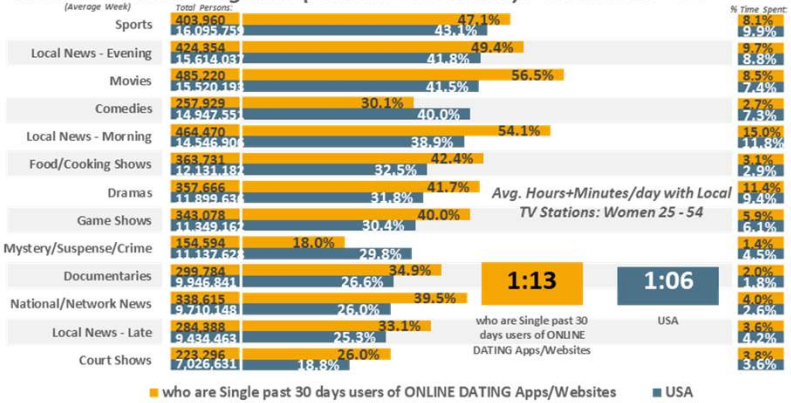
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

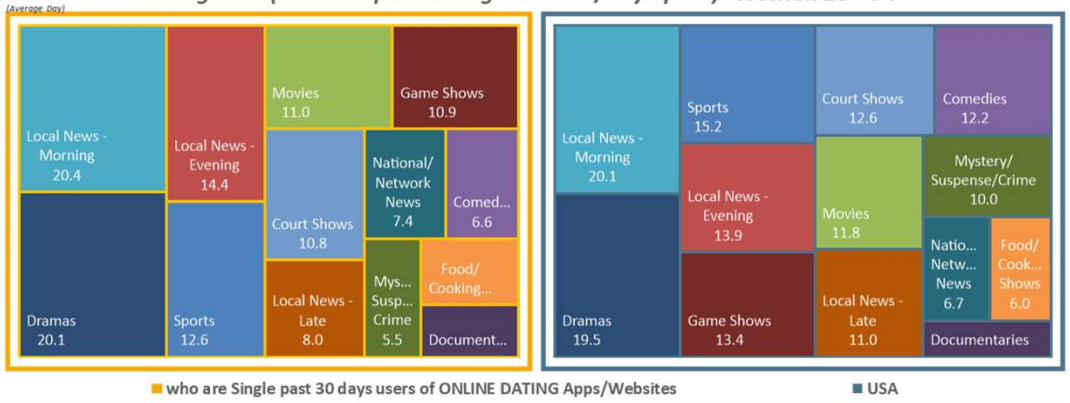
tinder W25-54

844,810 or 43.7% of Women 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Local News - Morning, Local News - Evening, Sports, Dramas, and Game Shows.

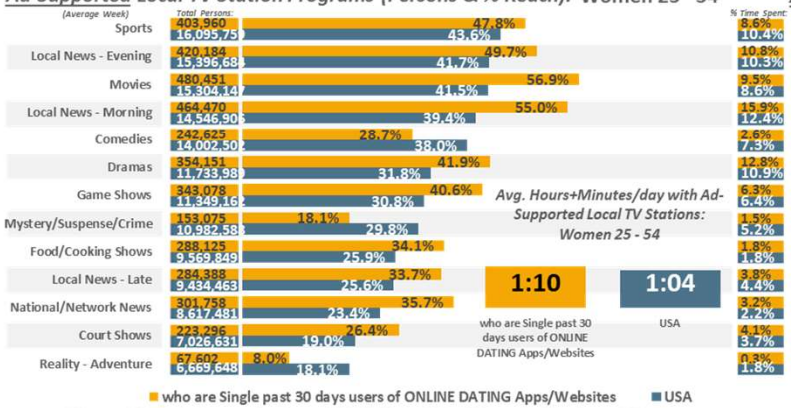
Local TV Station Programs (Persons & % Reach): Women 25 - 54



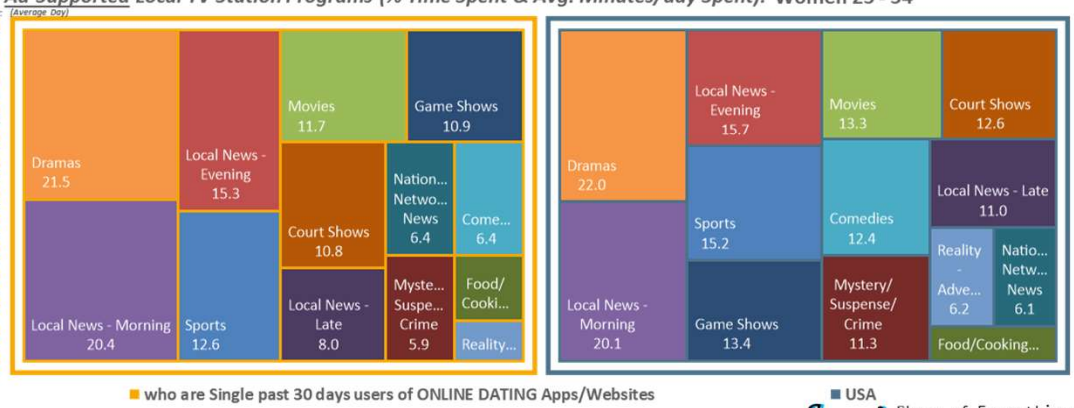
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

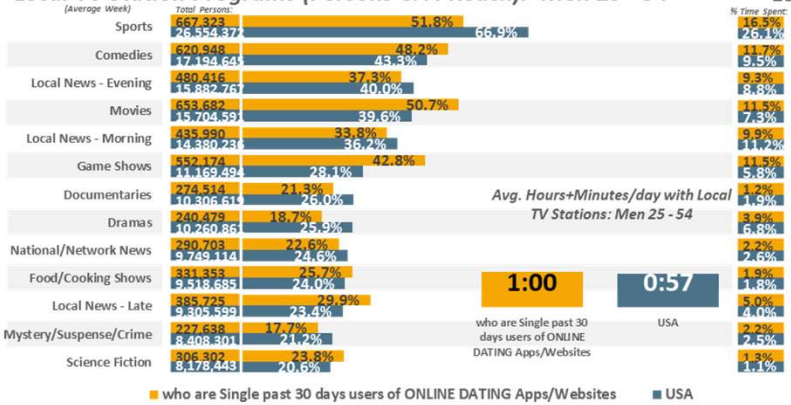
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

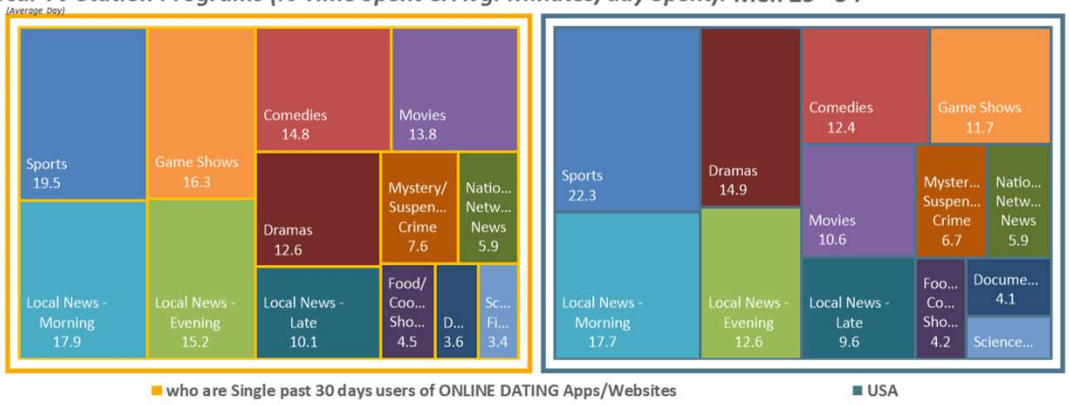
tinder M25-54

1,279,668 or 61.7% of Men 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Game Shows, Local News - Evening, and Local News - Morning.

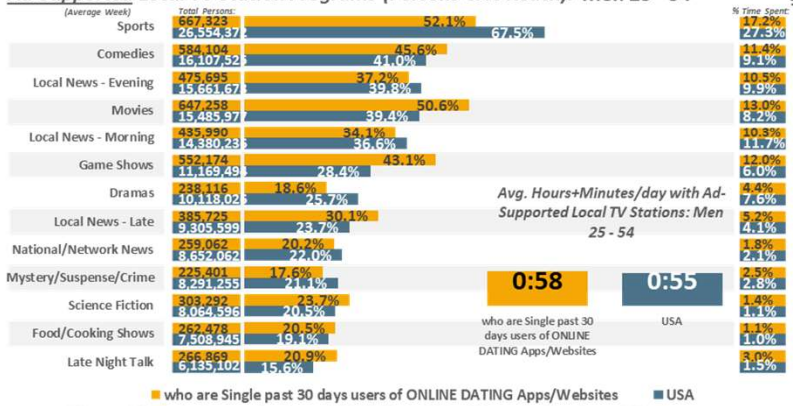
Local TV Station Programs (Persons & % Reach): Men 25 - 54



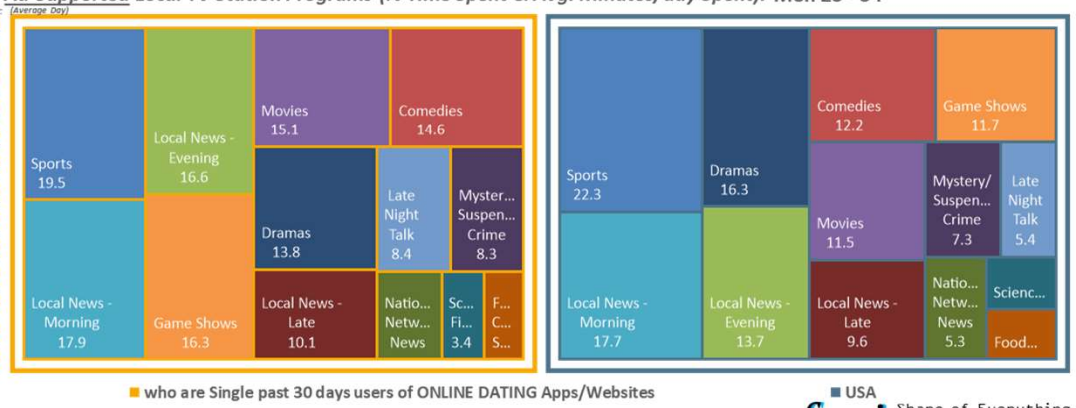
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Men 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

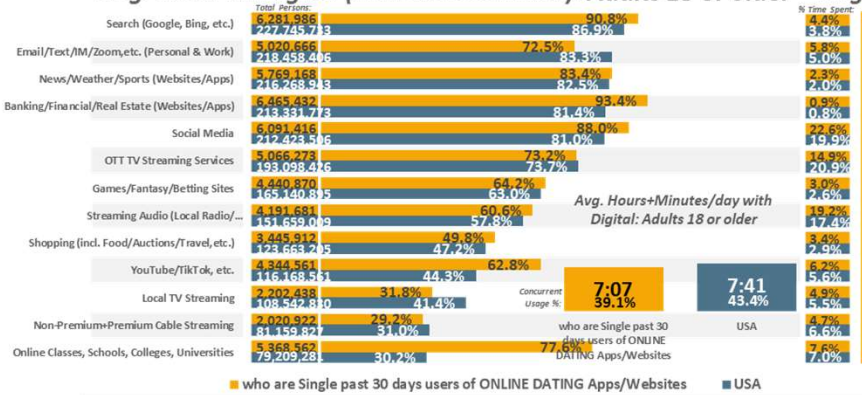
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

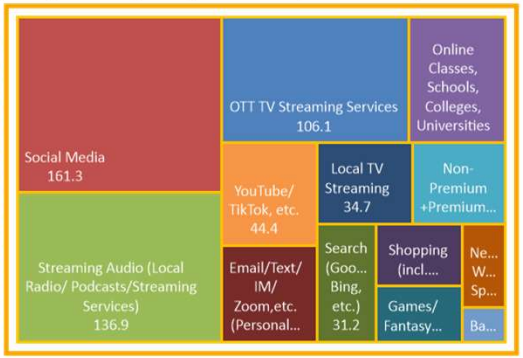
tinder P21+

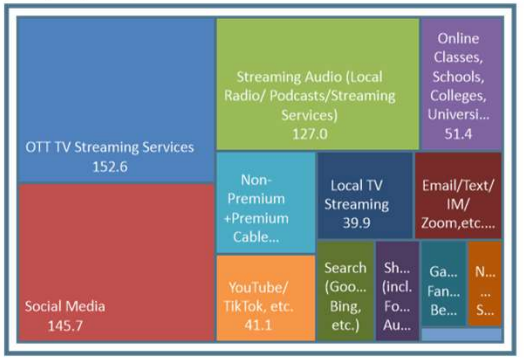
5,505,998 or 79.6% of Adults 18 or older who are Single past 30 days users of ONLINE DATING Apps/Websites use Ad-Supported Social Media for an average of 145.8 minutes every day representing 29.3% of all time spent daily with Ad-Supported Digital Media.

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

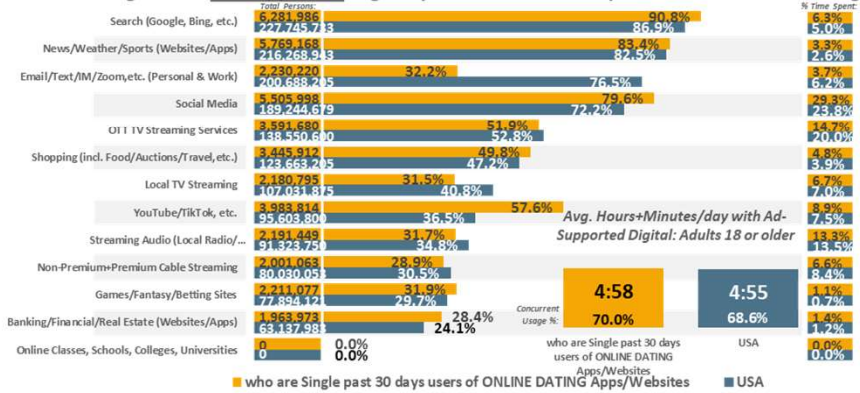


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

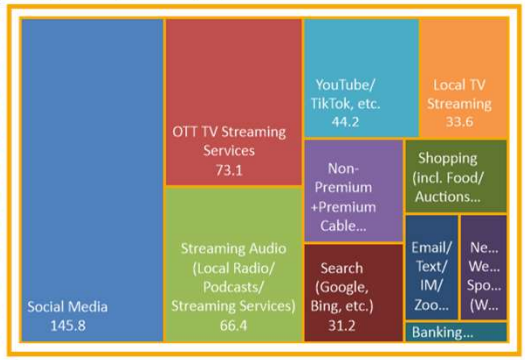


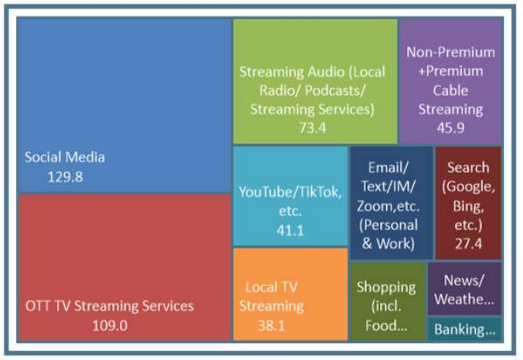


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

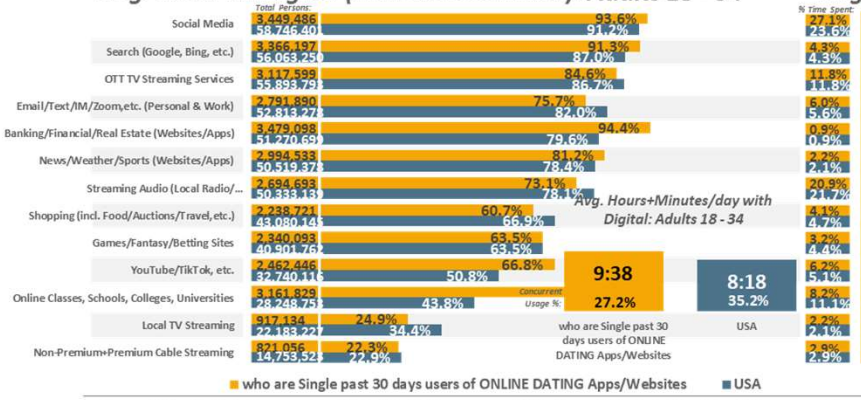
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

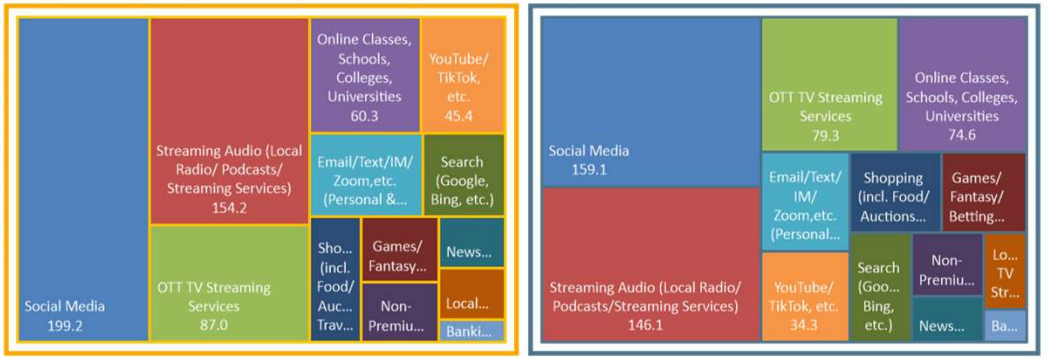
tinder P21-34

3,168,414 or 85.9% of Adults 18 - 34 who are Single past 30 days users of ONLINE DATING Apps/Websites use Ad-Supported Social Media for an average of 183.3 minutes every day representing 36.3% of all time spent daily with Ad-Supported Digital Media.

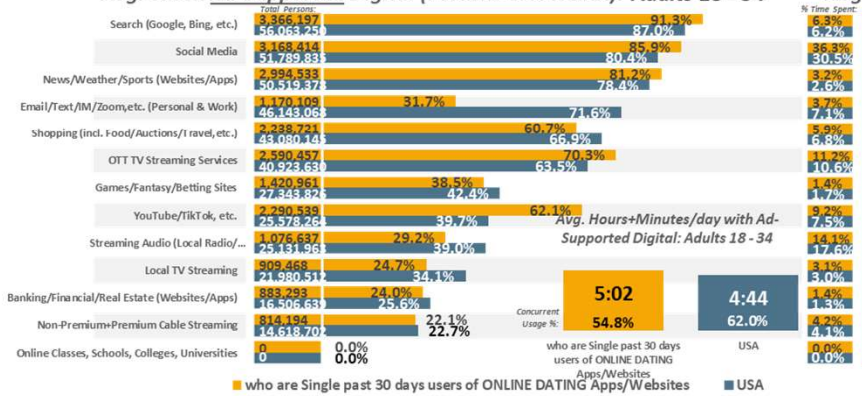
Avg. Week All Digital (Persons & % Reach): Adults 18 - 34



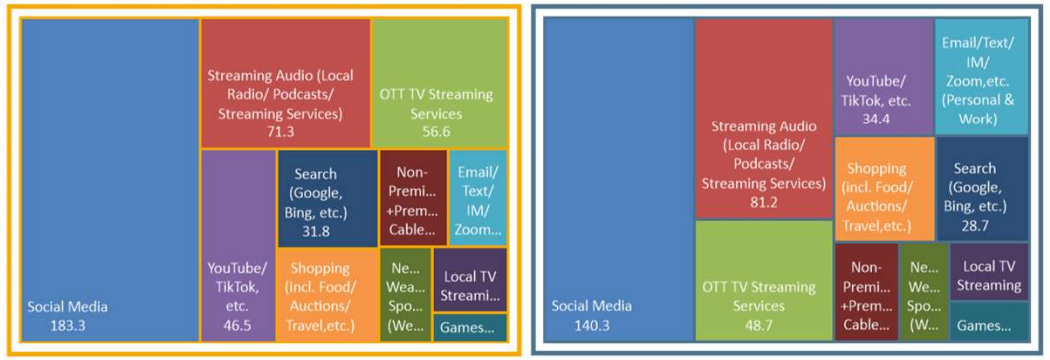
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 34



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 - 34



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 34



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

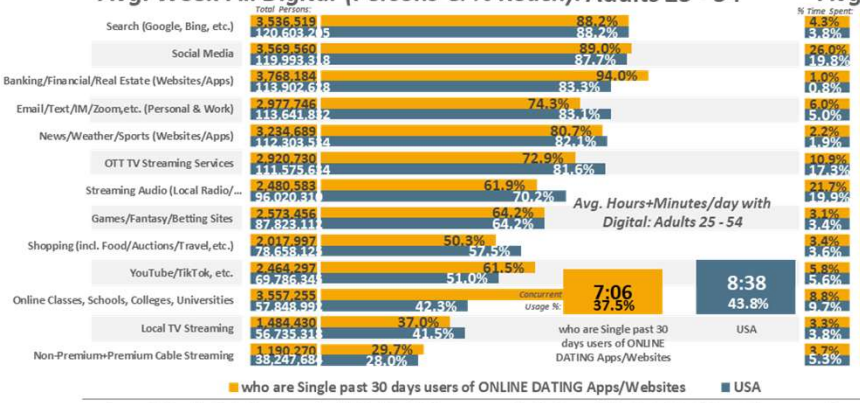
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

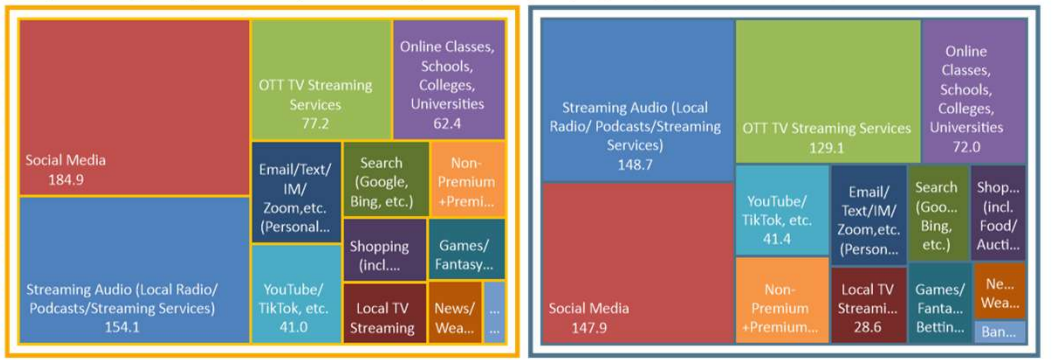
tinder P25-54

3,281,185 or 81.9% of Adults 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites use Ad-Supported Social Media for an average of 170.1 minutes every day representing 34.2% of all time spent daily with Ad-Supported Digital Media.

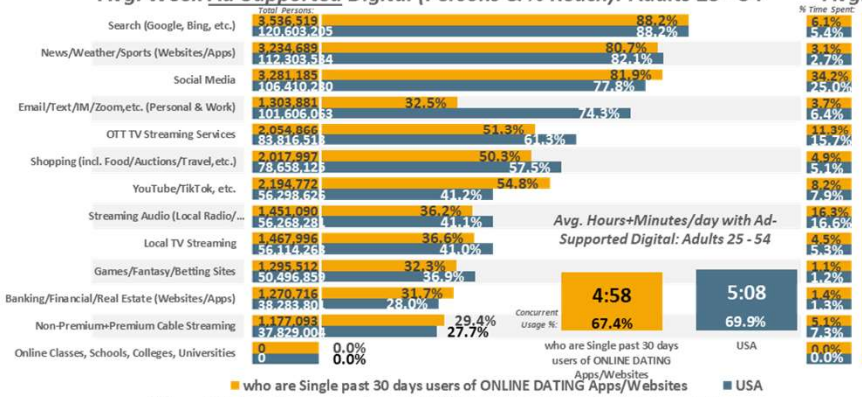
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



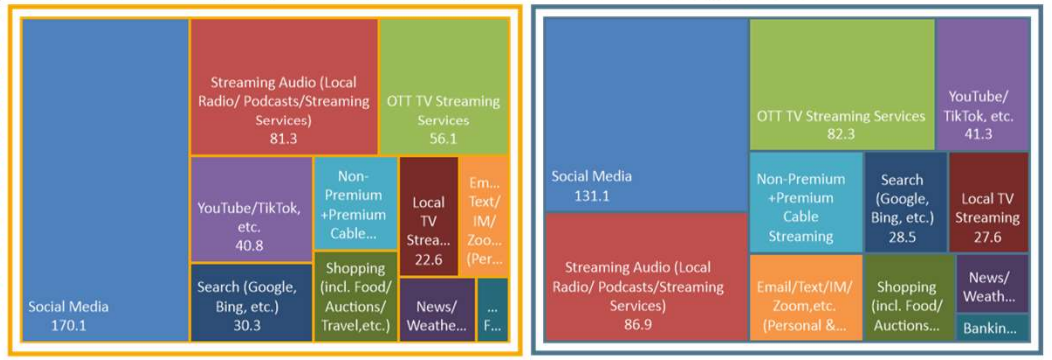
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

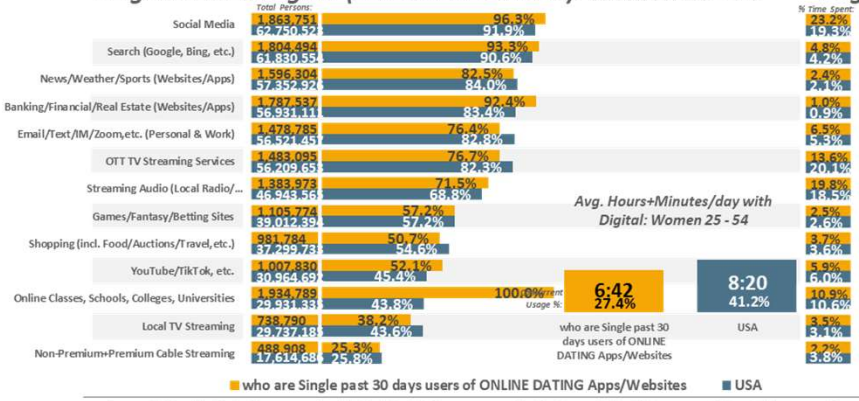
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

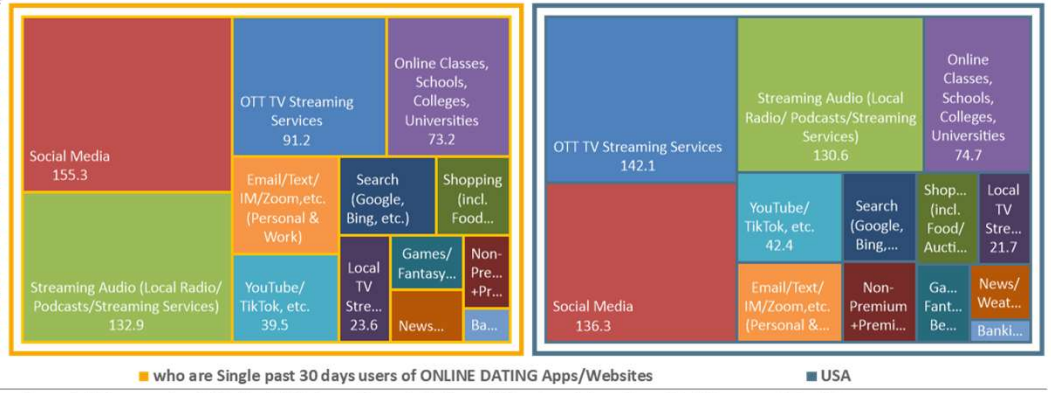
tinder W25-54

1,708,267 or 88.3% of Women 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites use Ad-Supported Social Media for an average of 142.9 minutes every day representing 31.8% of all time spent daily with Ad-Supported Digital Media.

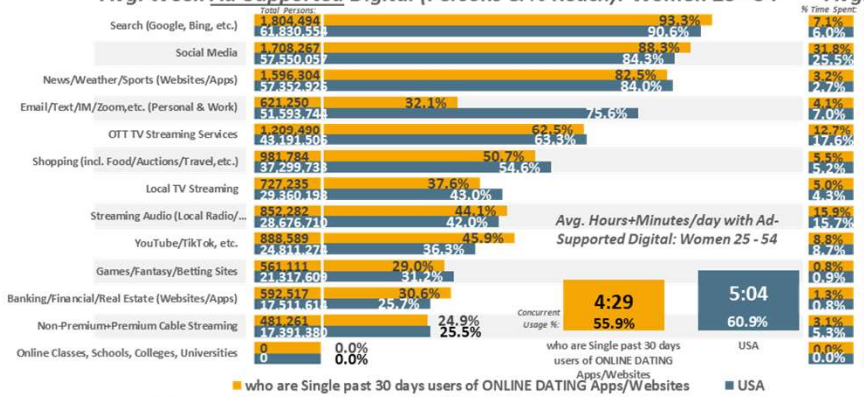
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



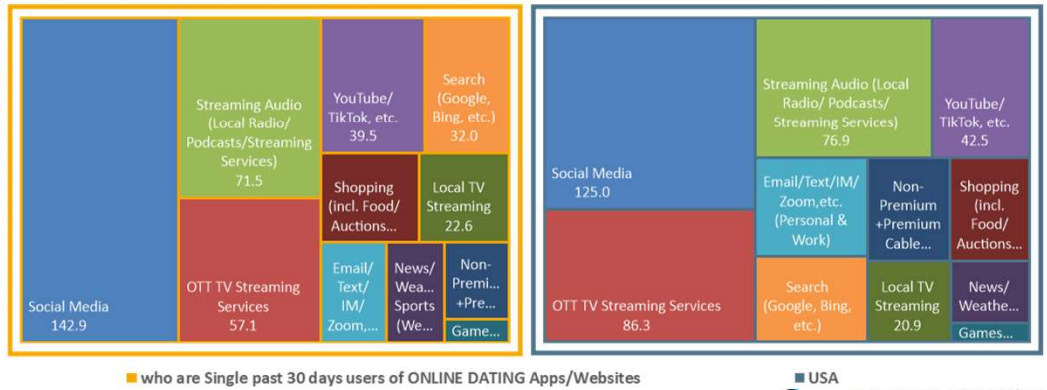
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

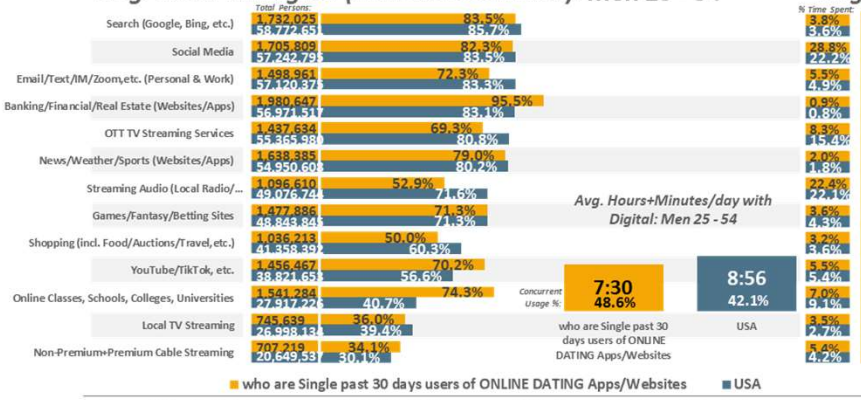
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

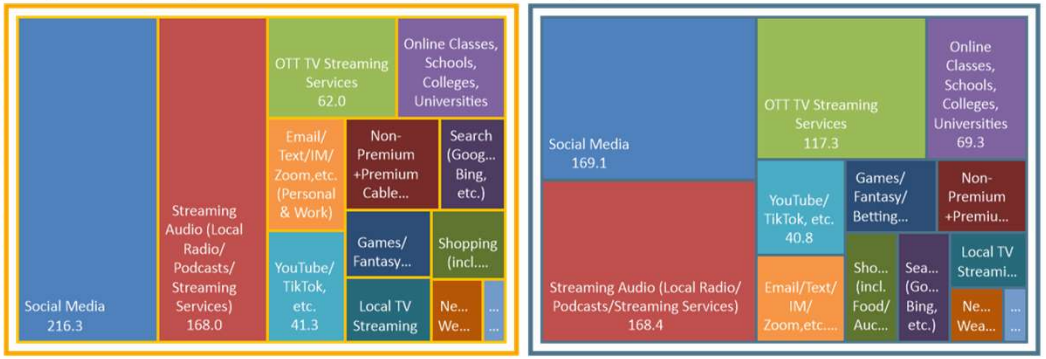
tinder M25-54

1,572,918 or 75.8% of Men 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites use Ad-Supported Social Media for an average of 199. minutes every day representing 36.5% of all time spent daily with Ad-Supported Digital Media.

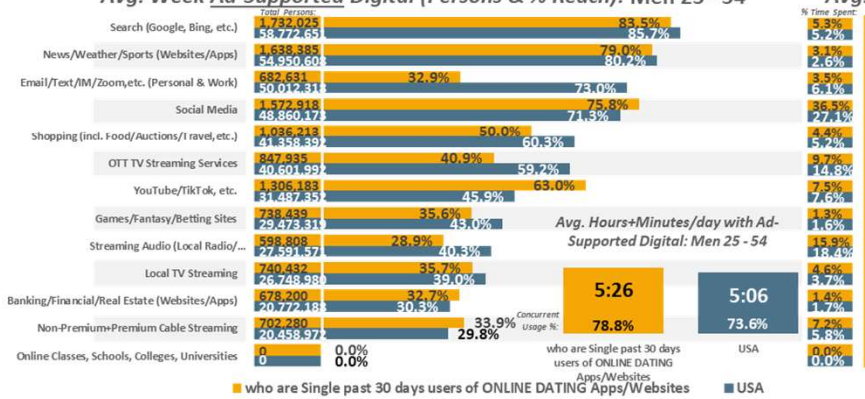
Avg. Week All Digital (Persons & % Reach): Men 25 - 54



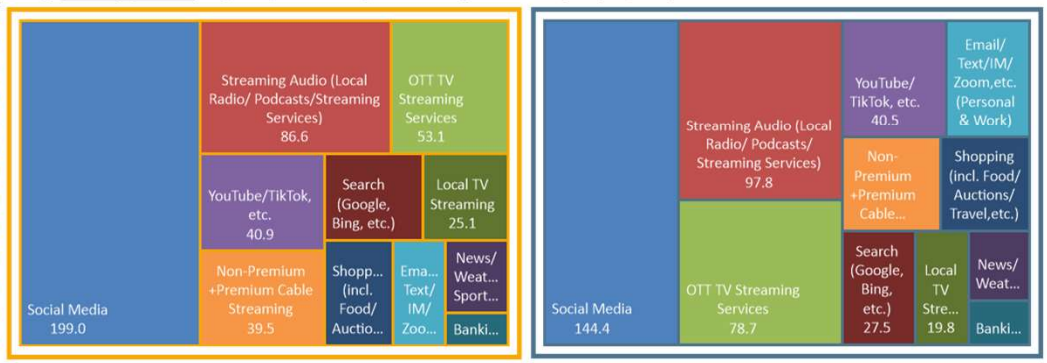
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

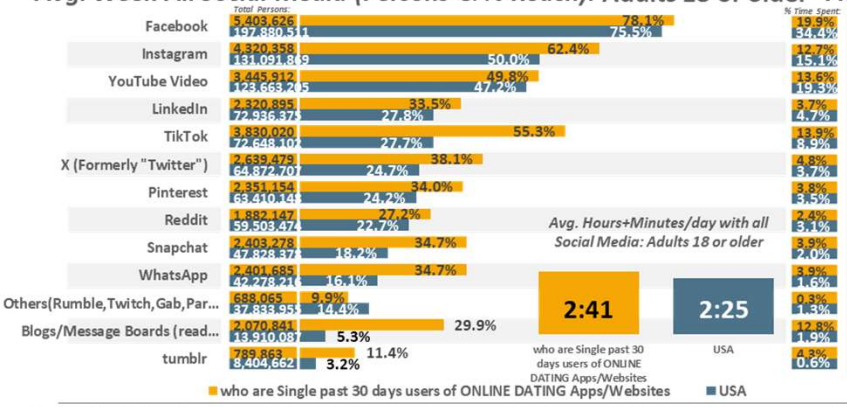
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

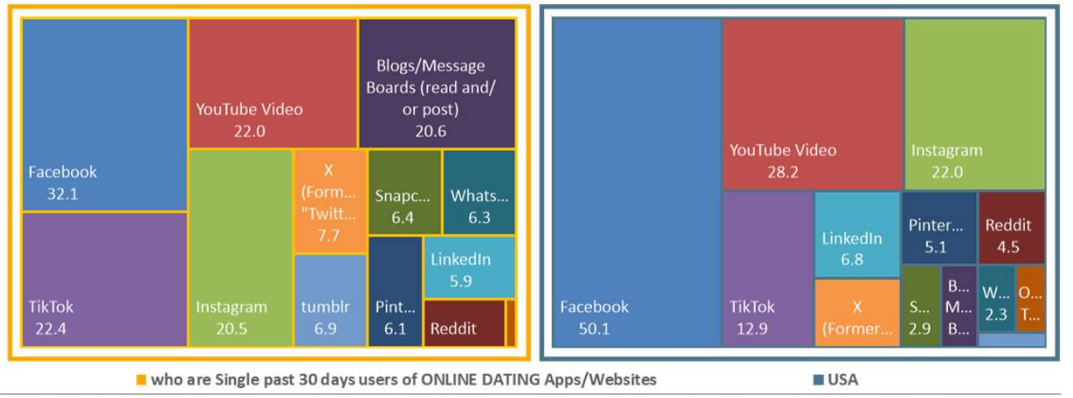
tinder P21+

5,403,626 or 78.1% of Adults 18 or older who are Single past 30 days users of ONLINE DATING Apps/Websites use Ad-Supported Facebook for an average of 35.9 minutes every day representing 24.6% of all time spent daily with Ad-Supported Social Media.

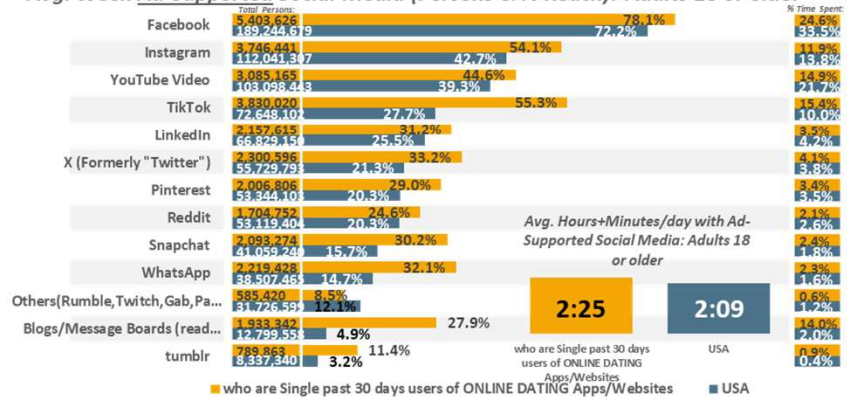
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



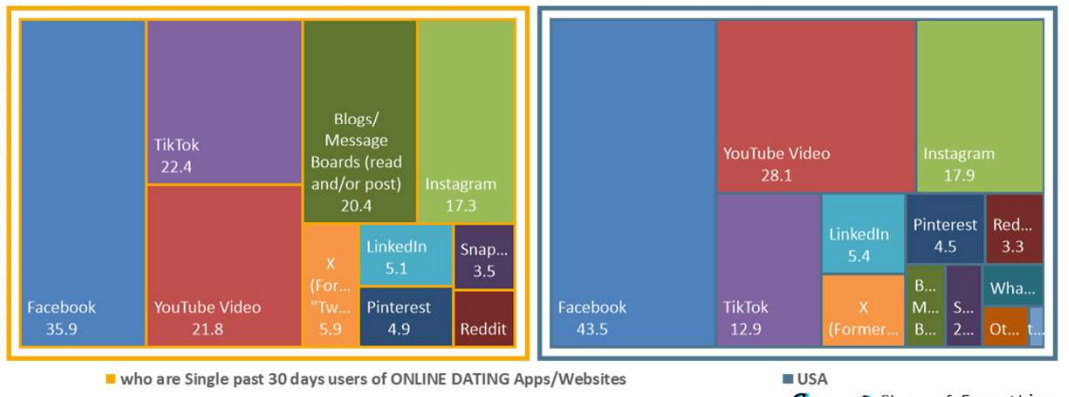
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

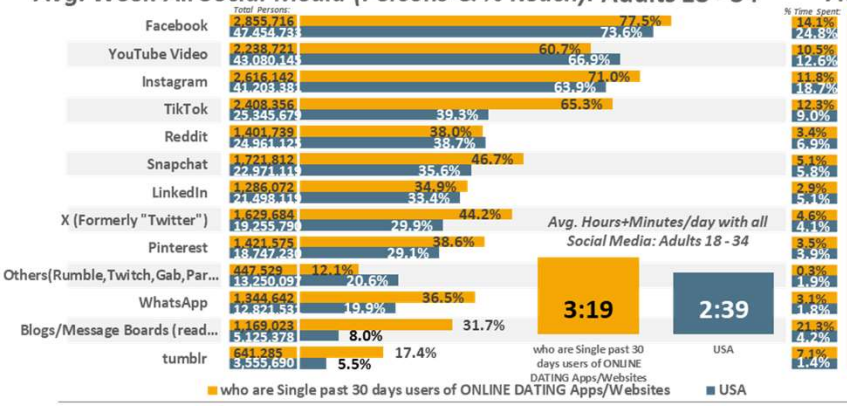
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

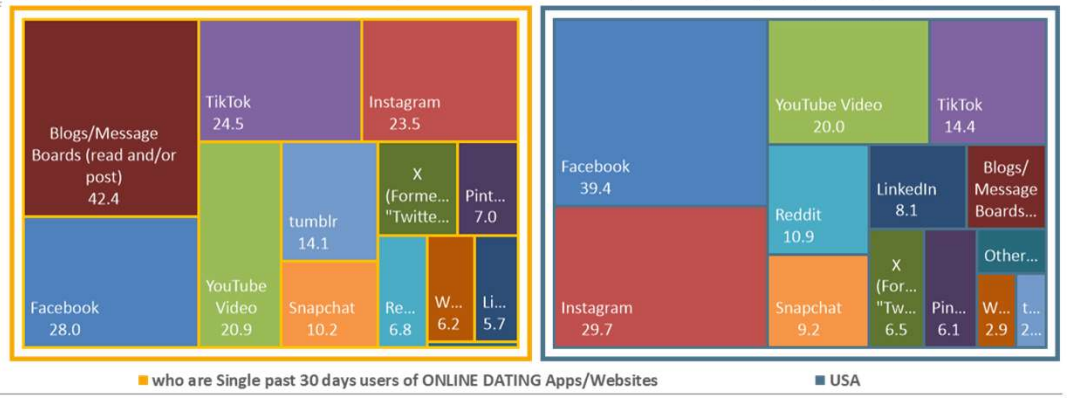
tinder P21-34

1,169,023 or 31.7% of Adults 18 - 34 who are Single past 30 days users of ONLINE DATING Apps/Websites use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 36.1 minutes every day representing 19.7% of all time spent daily with Ad-Supp

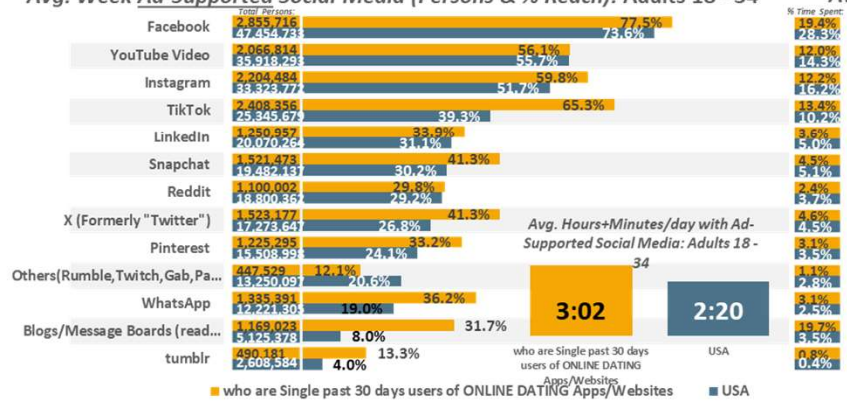
Avg. Week All Social Media (Persons & % Reach): Adults 18 - 34



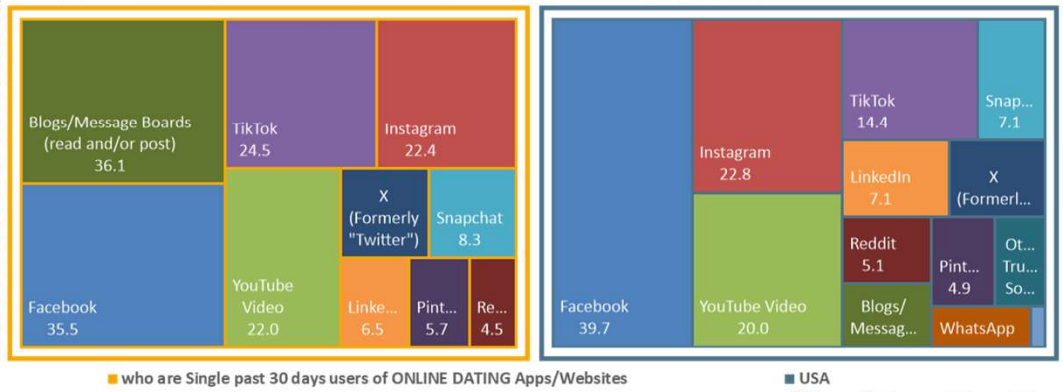
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 34



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 - 34



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 34



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

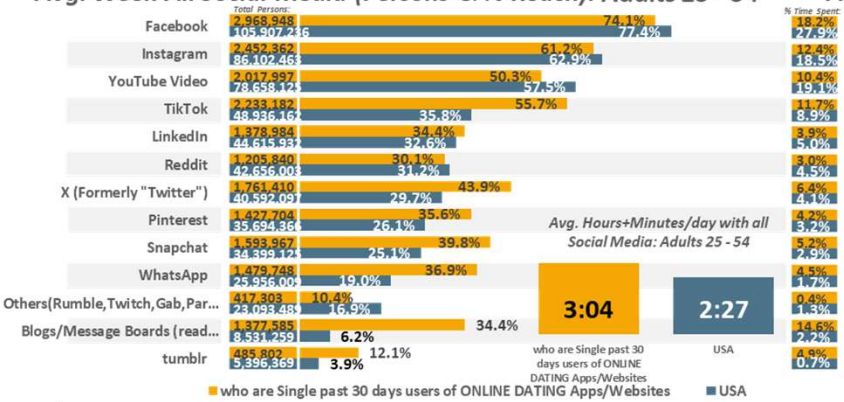
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

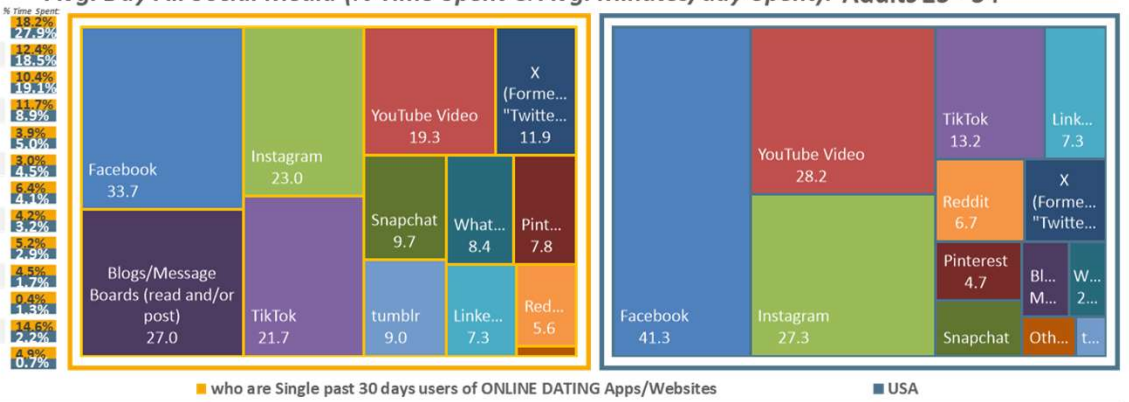
tinder P25-54

2,968,948 or 74.1% of Adults 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites use Ad-Supported Facebook for an average of 41.6 minutes every day representing 24.5% of all time spent daily with Ad-Supported Social Media.

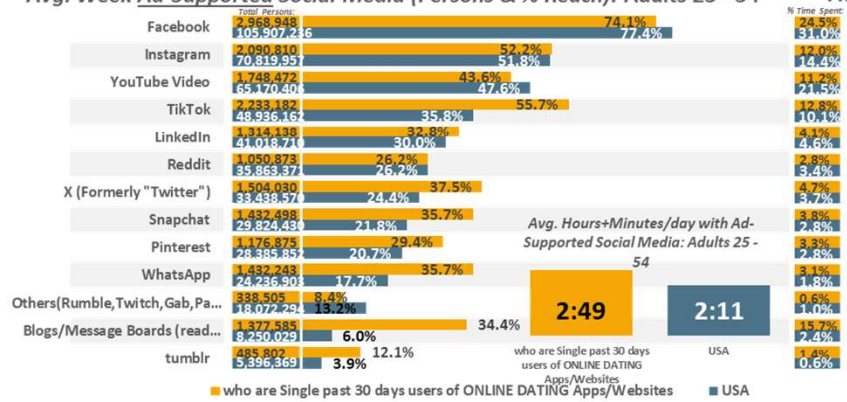
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



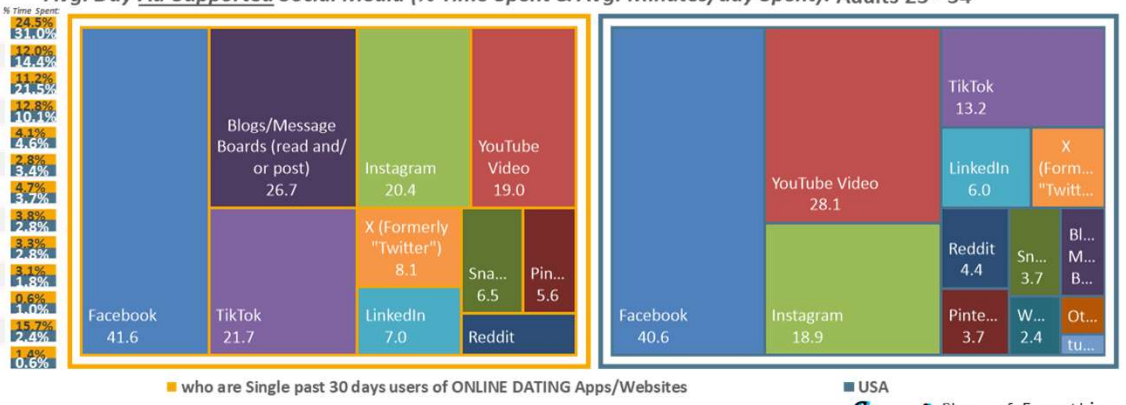
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

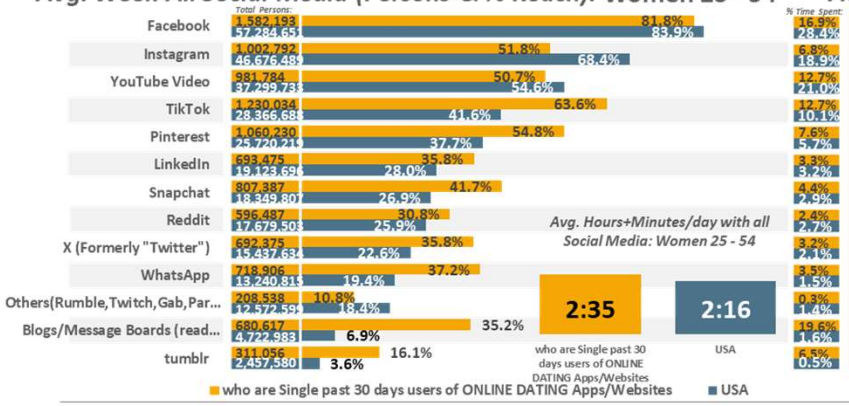
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

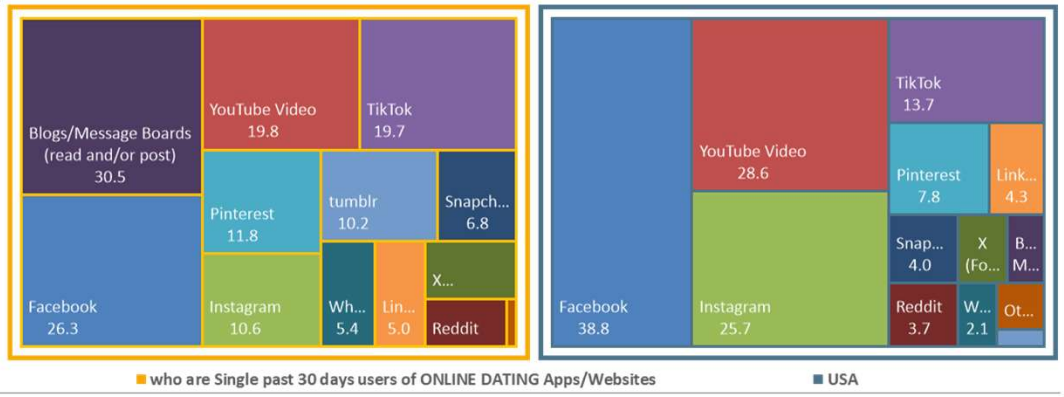
tinder W25-54

674,621 or 34.9% of Women 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 30.4 minutes every day representing 21.3% of all time spent daily with Ad-Support

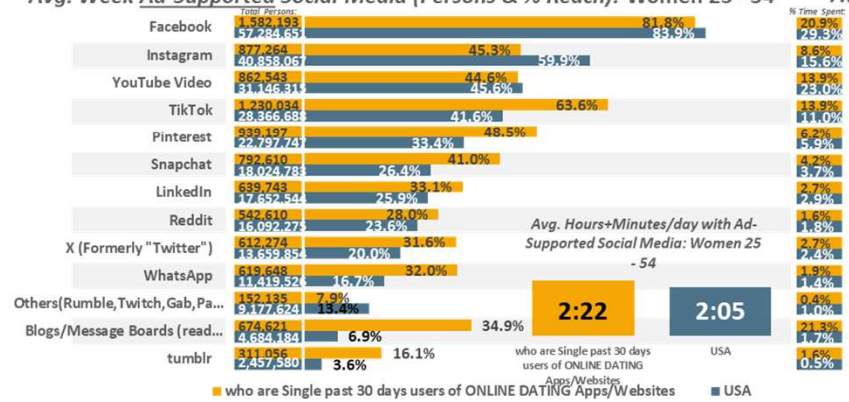
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



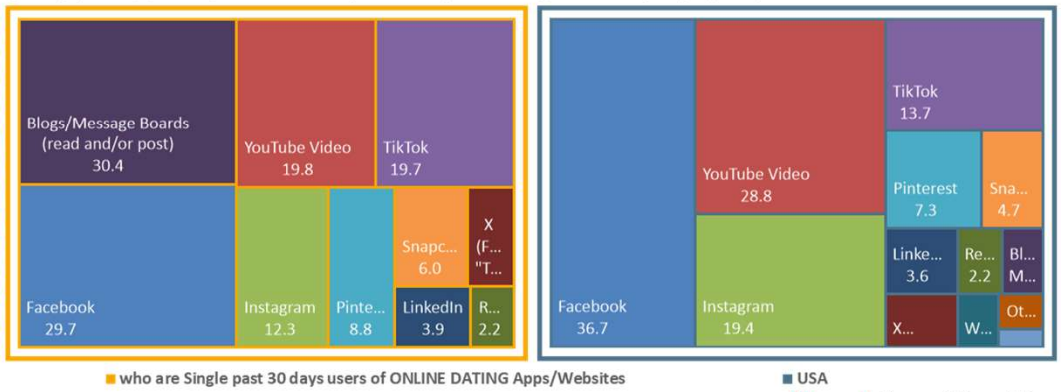
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

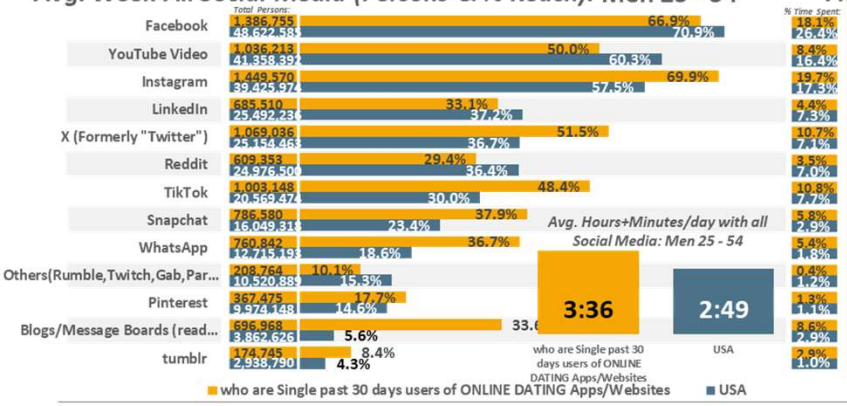
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

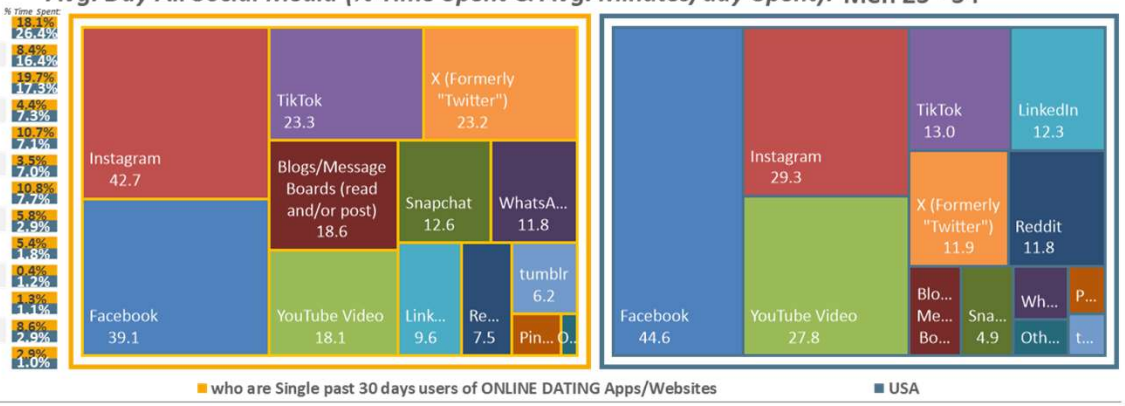
tinder M25-54

1,386,755 or 66.9% of Men 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites use Ad-Supported Facebook for an average of 54. minutes every day representing 27.1% of all time spent daily with Ad-Supported Social Media.

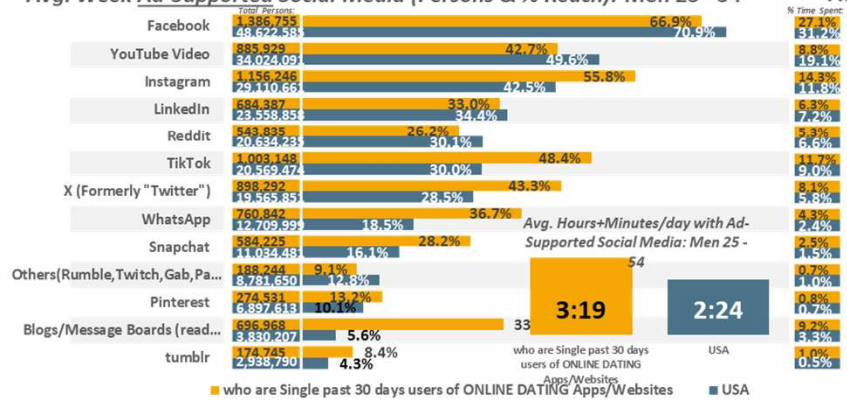
Avg. Week All Social Media (Persons & % Reach): Men 25 - 54



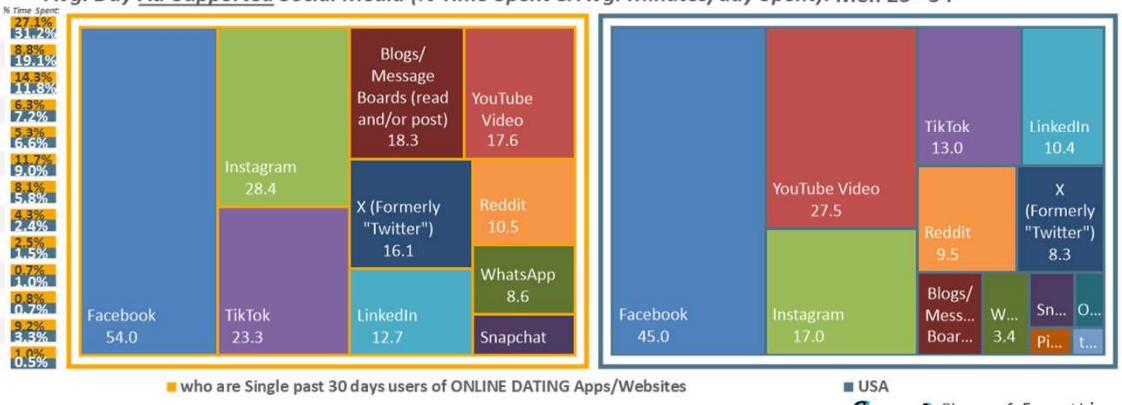
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

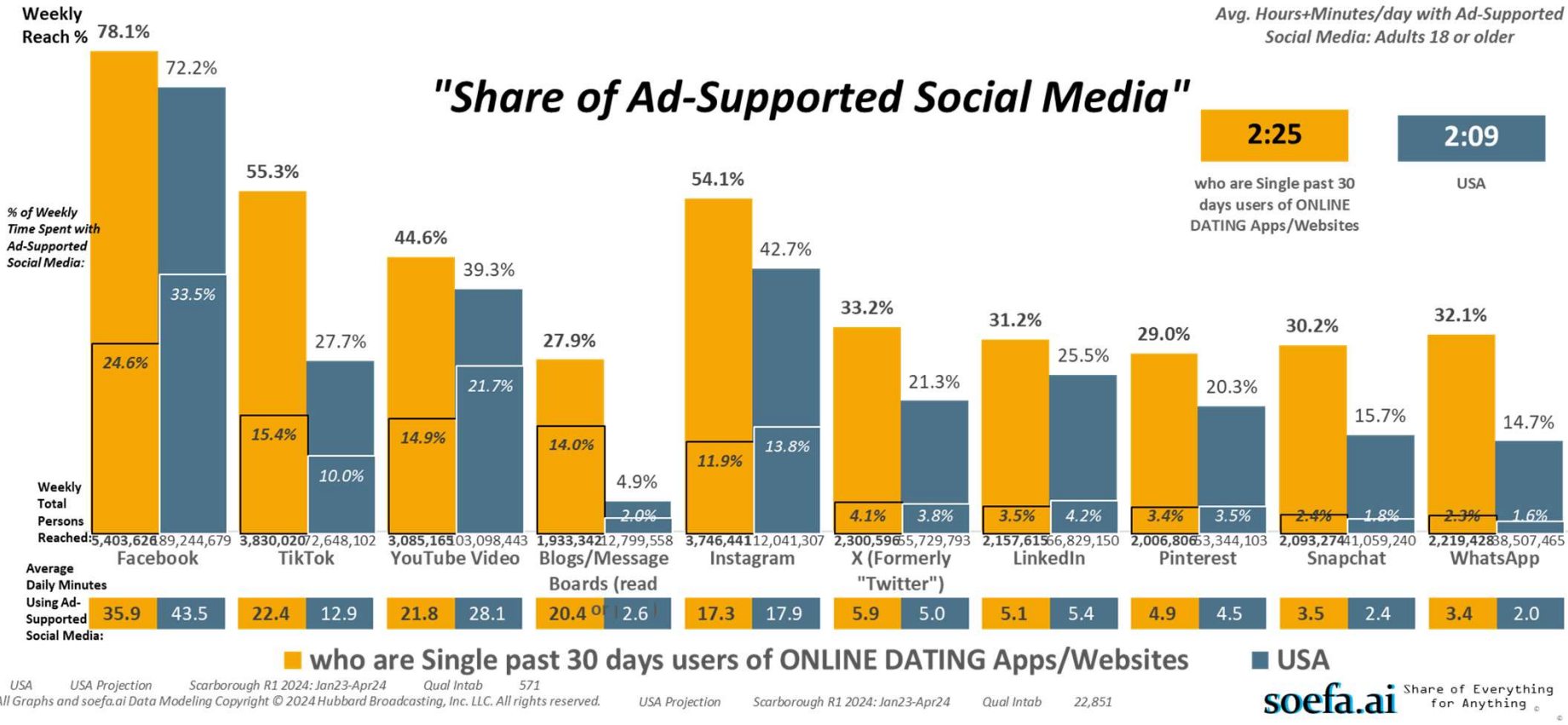
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

tinder P21+

5,403,626 or 78.1% of Adults 18 or older who are Single past 30 days users of ONLINE DATING Apps/Websites use Ad-Supported Facebook for an average of 35.9 minutes every day representing 24.6% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

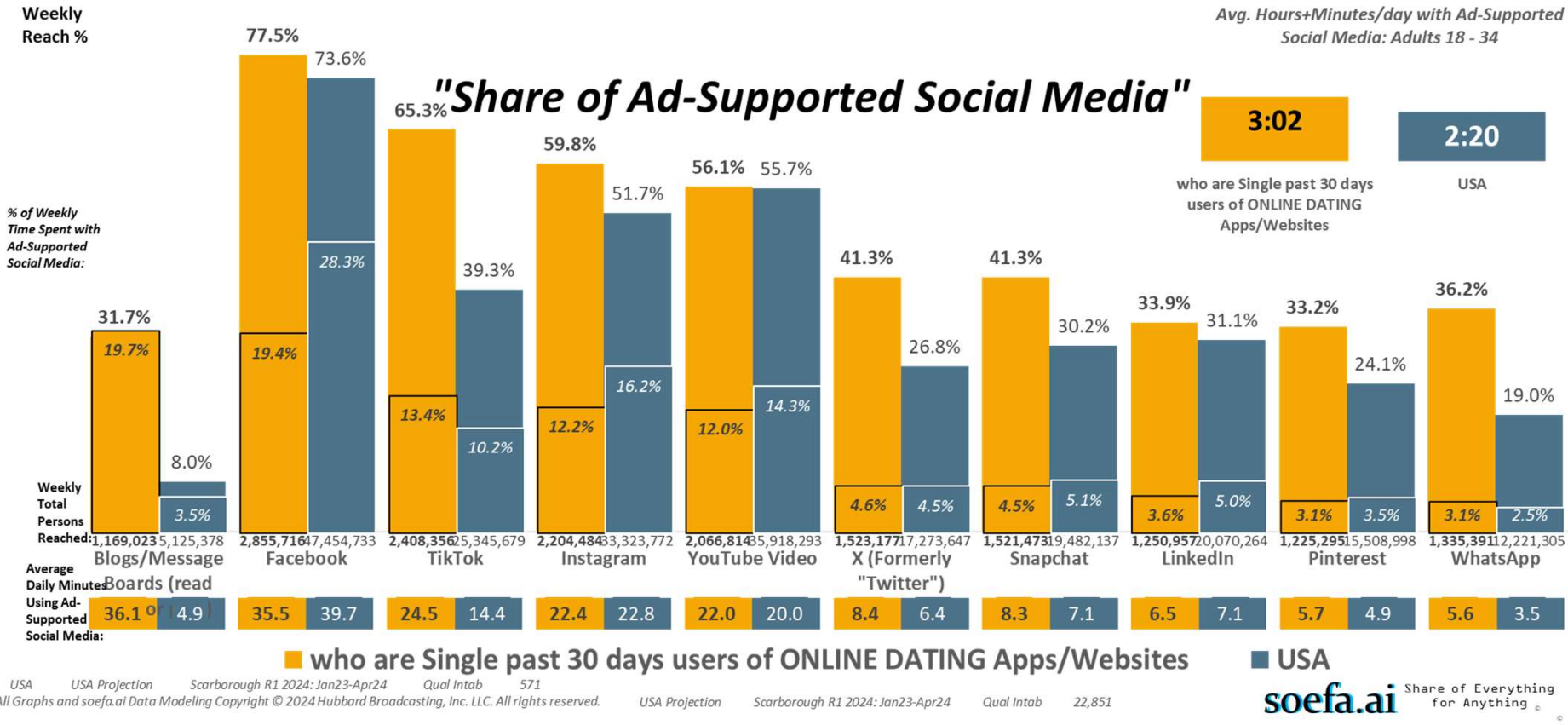
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

tinder P21-34

1,169,023 or 31.7% of Adults 18 - 34 who are Single past 30 days users of ONLINE DATING Apps/Websites use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 36.1 minutes every day representing 19.7% of all time spent daily with Ad-Supp



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

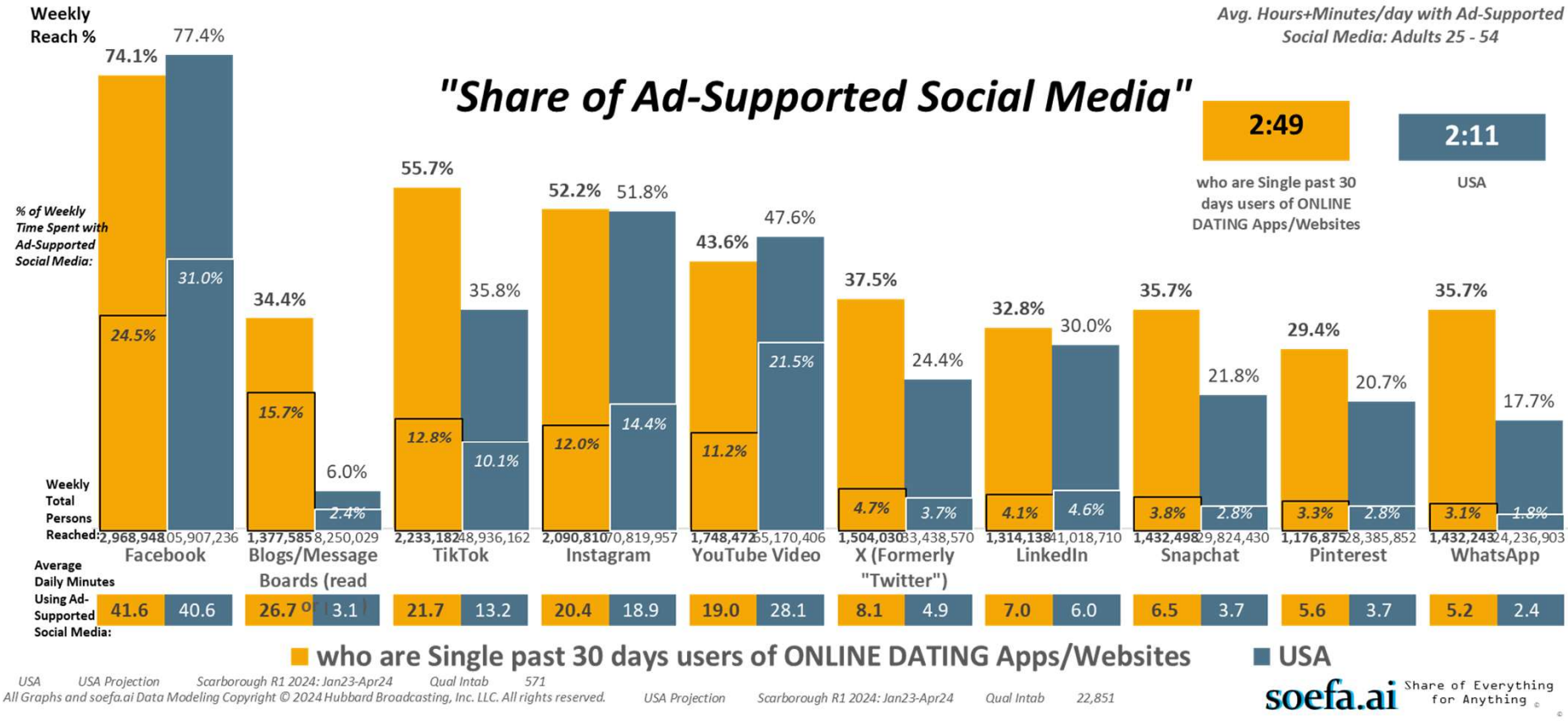
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

tinder P25-54

2,968,948 or 74.1% of Adults 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites use Ad-Supported Facebook for an average of 41.6 minutes every day representing 24.5% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

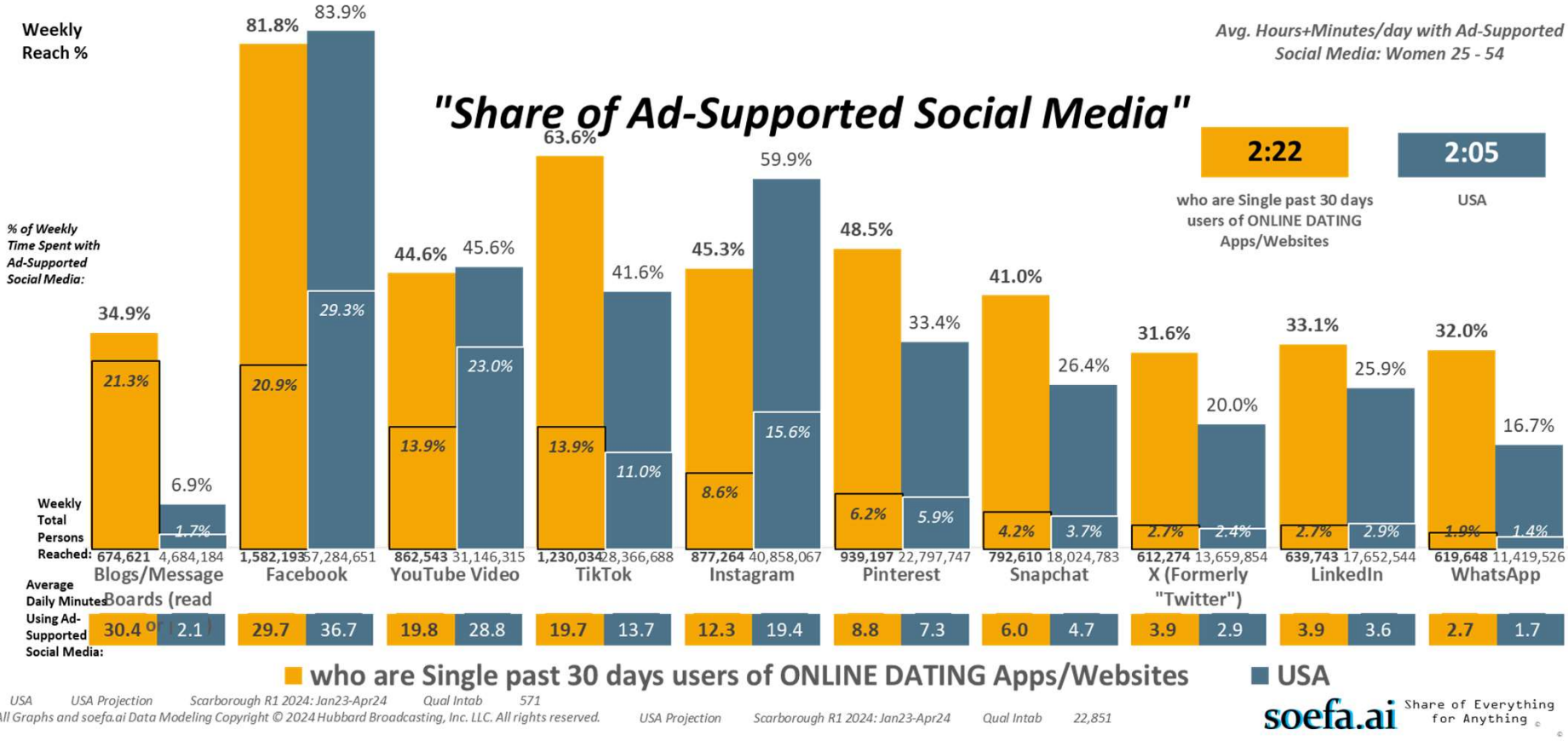
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

tinder W25-54

674,621 or 34.9% of Women 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 30.4 minutes every day representing 21.3% of all time spent daily with Ad-Support



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

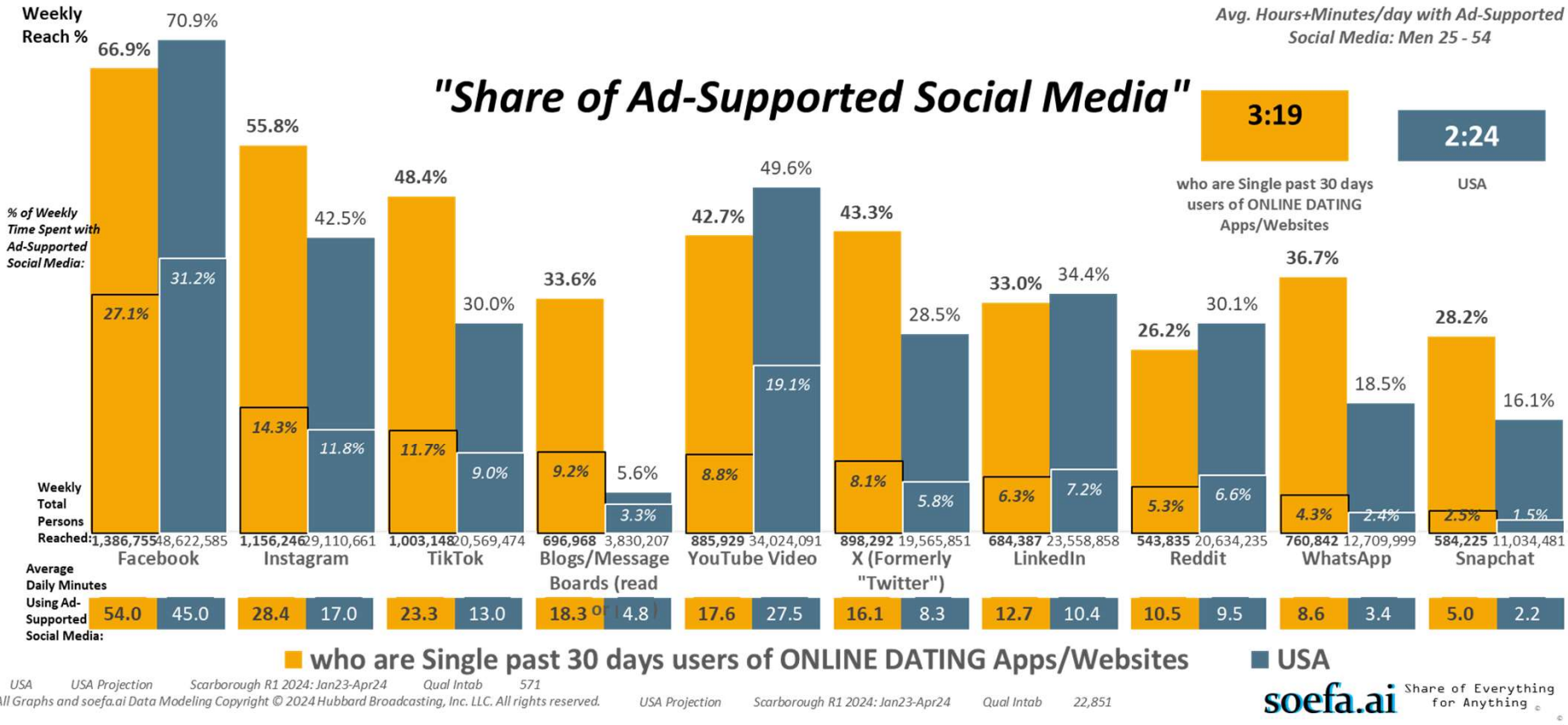
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

tinder M25-54

1,386,755 or 66.9% of Men 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites use Ad-Supported Facebook for an average of 54. minutes every day representing 27.1% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

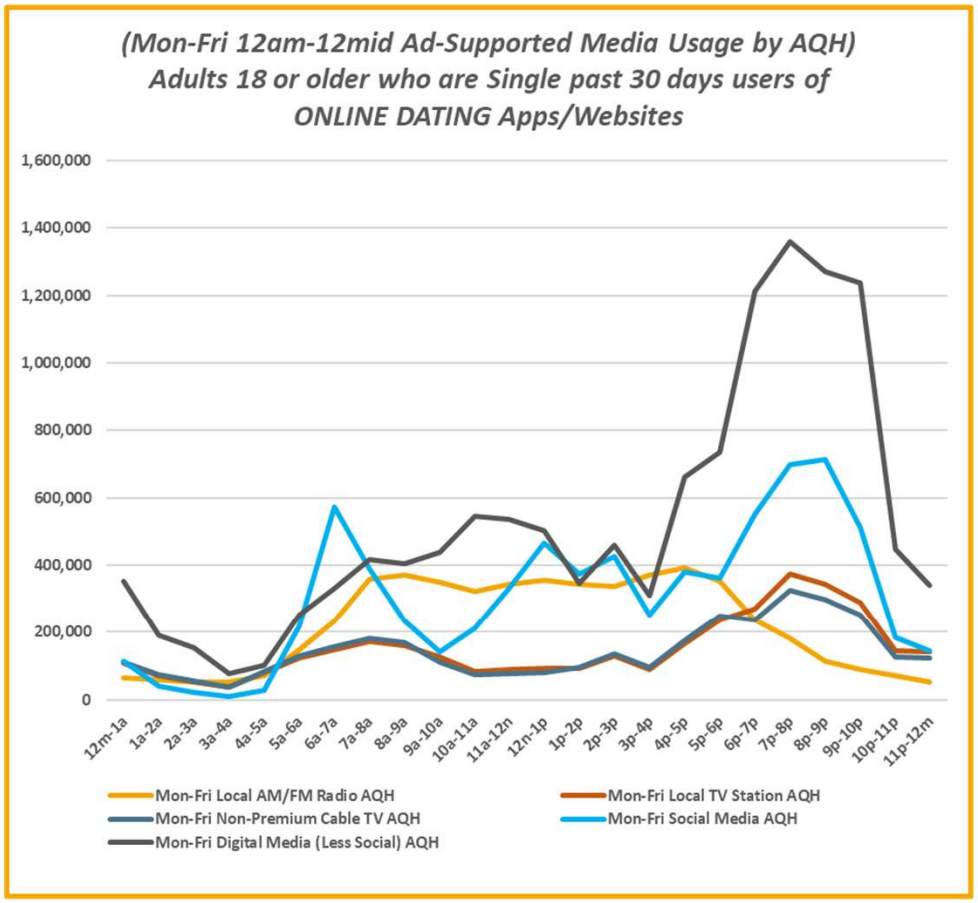
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

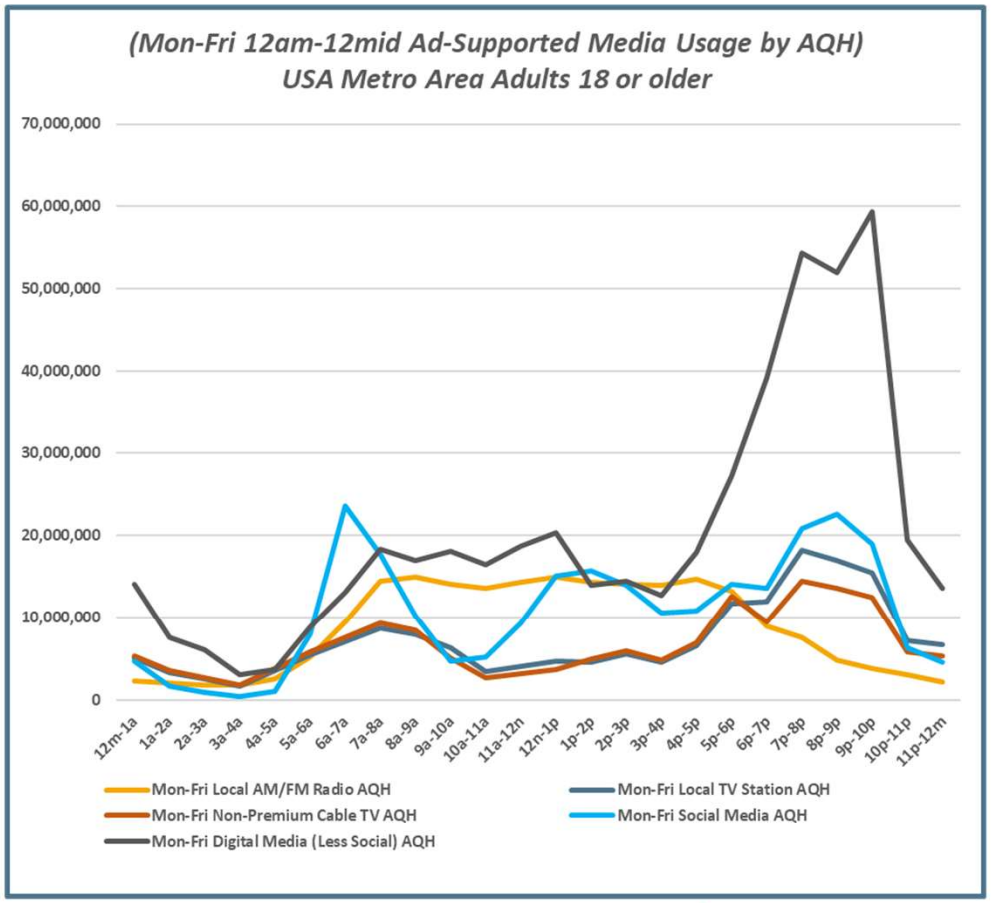
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

tinder P21+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 530,676; Social Media: 360,820; Local Radio: 335,486; Local TV: 142,411; Non-Prem. Cable: 140,326 reaching Adults 18 or older who are Single past 30 days users of ONLINE





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

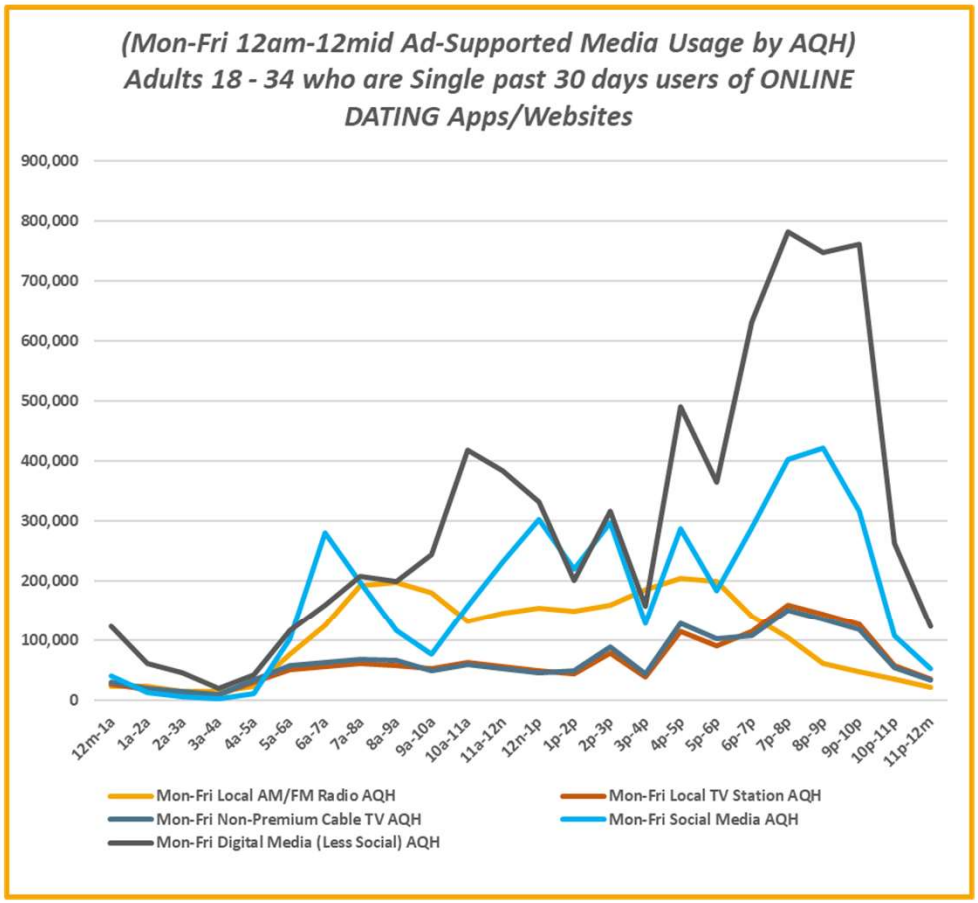
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

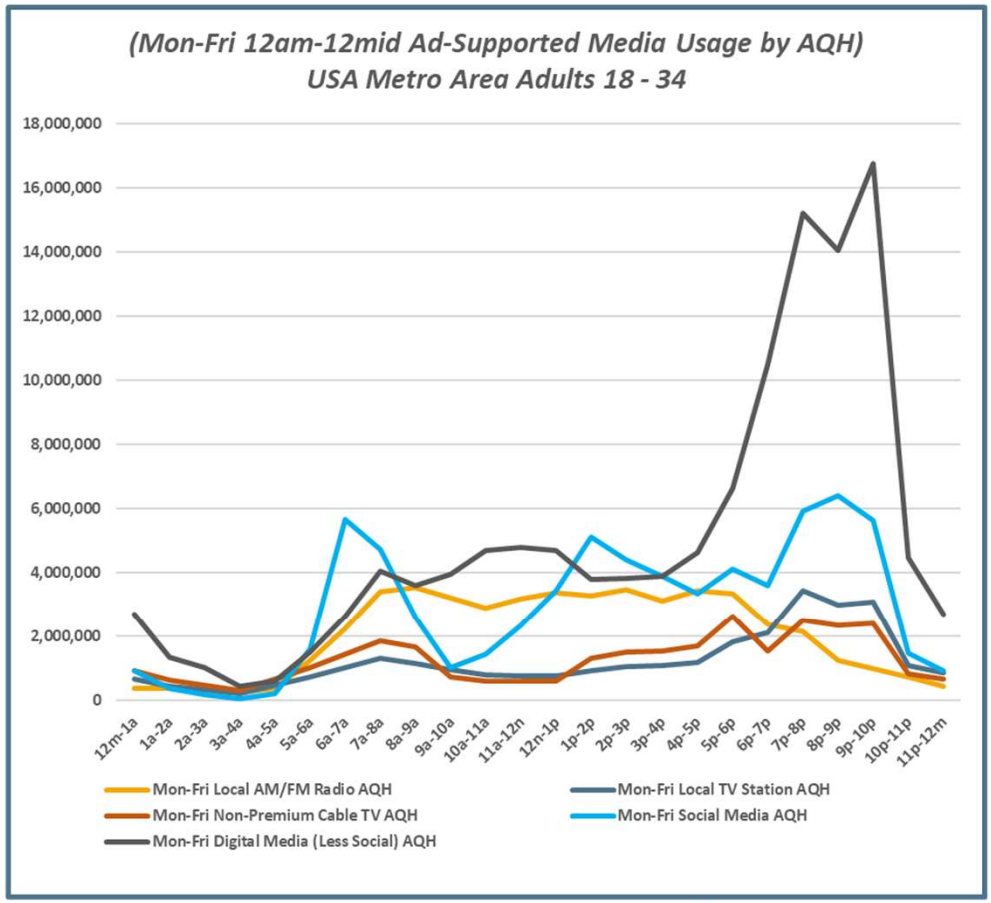
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

tinder P21-34

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 315,901; Social Media: 213,036; Local Radio: 166,365; Non-Prem. Cable: 71,309; Local TV: 67,373 reaching Adults 18 - 34 who are Single past 30 days users of ONLINE DATING





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

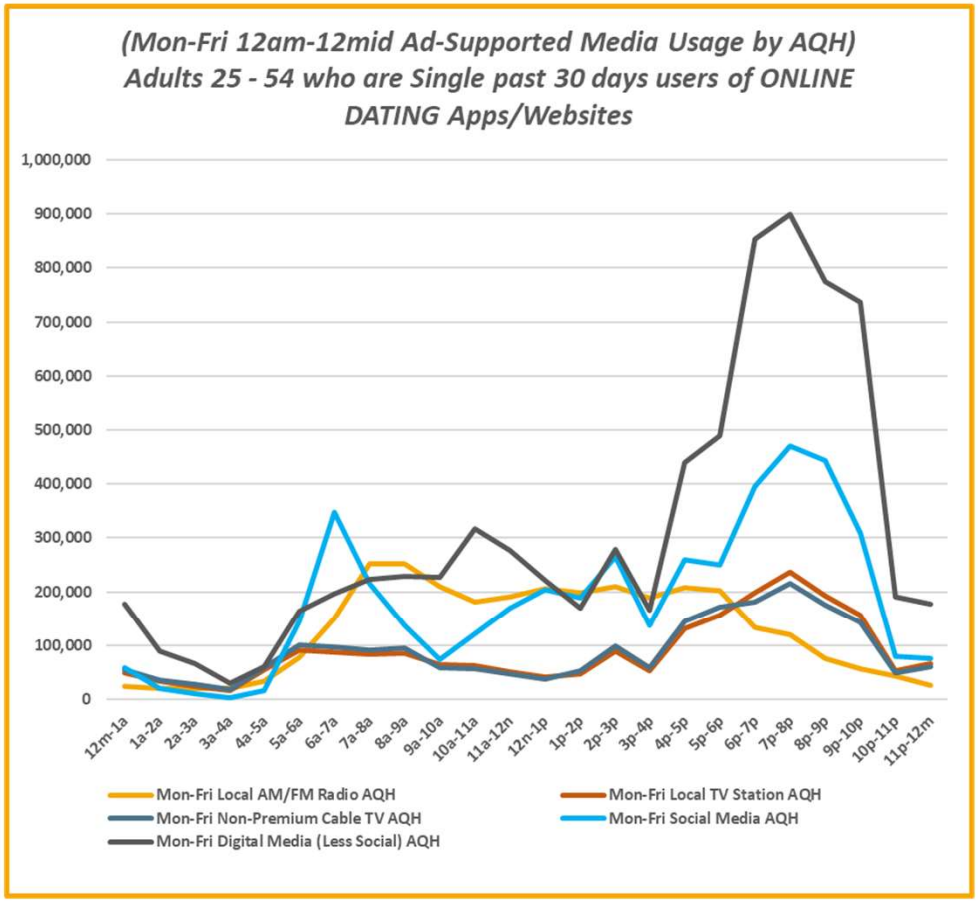
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

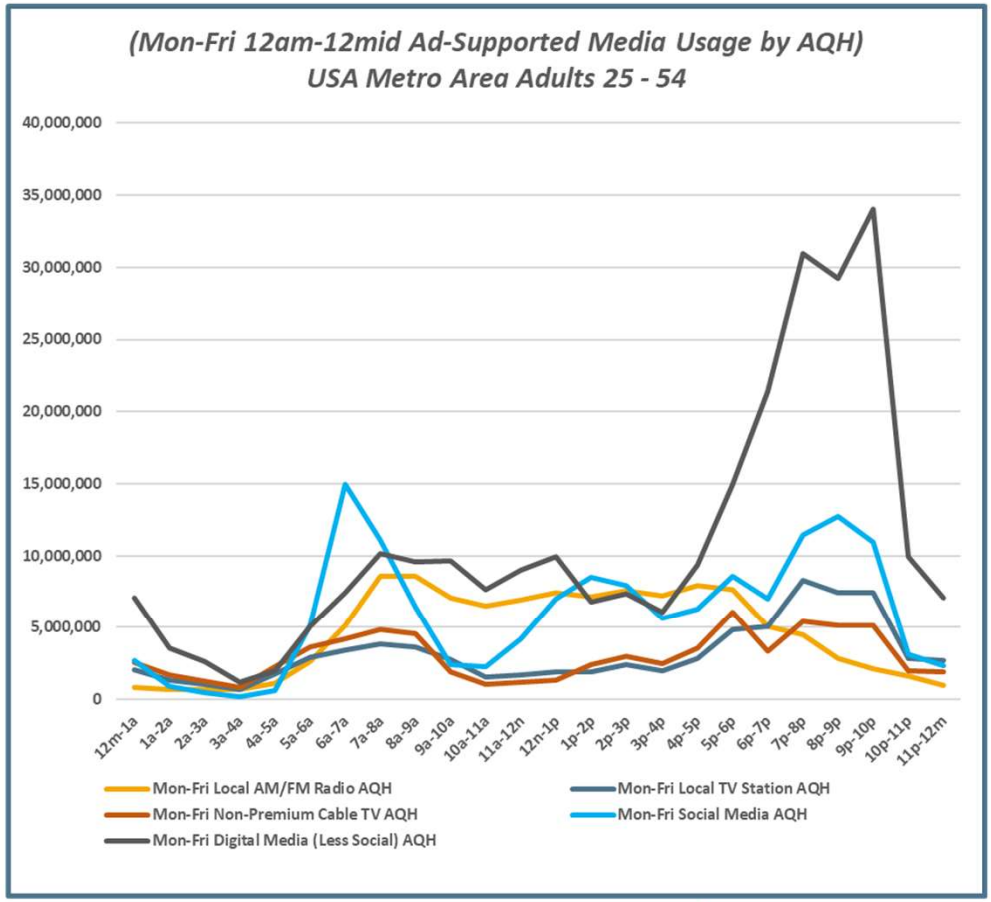
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

tinder P25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 314,420; Social Media: 212,645; Local Radio: 198,501; Non-Prem. Cable: 91,268; Local TV: 88,403 reaching Adults 25 - 54 who are Single past 30 days users of ONLINE DATING





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

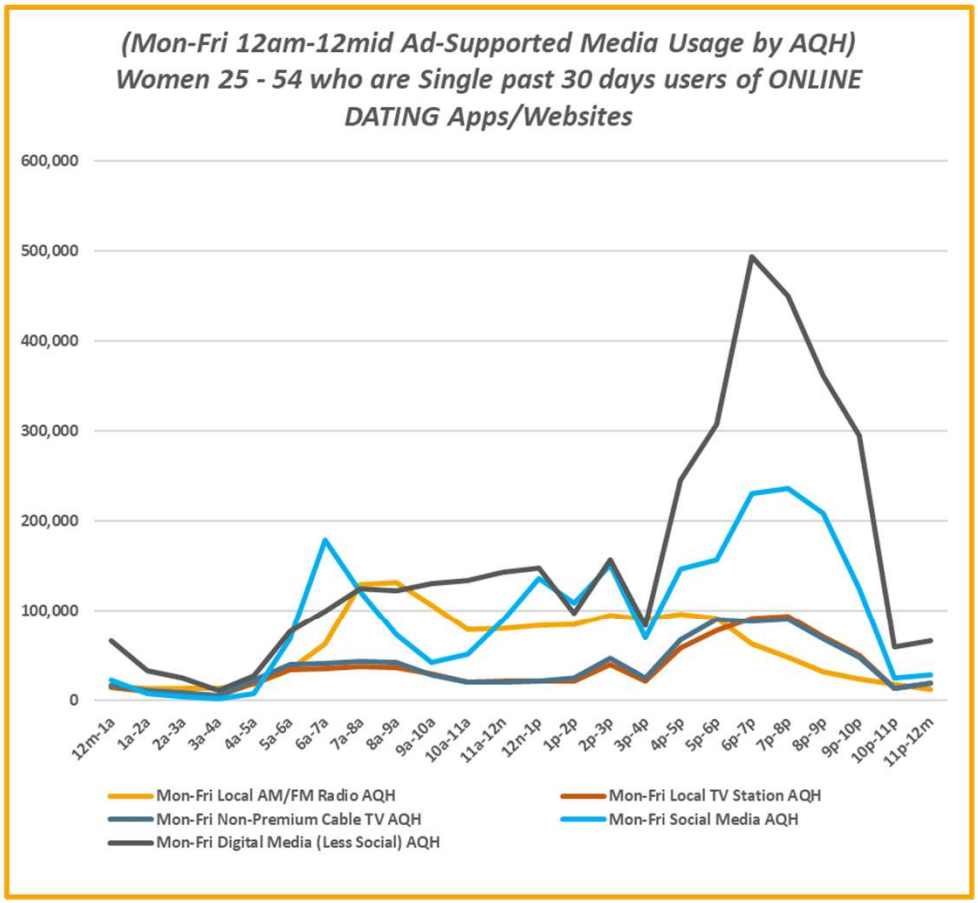
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

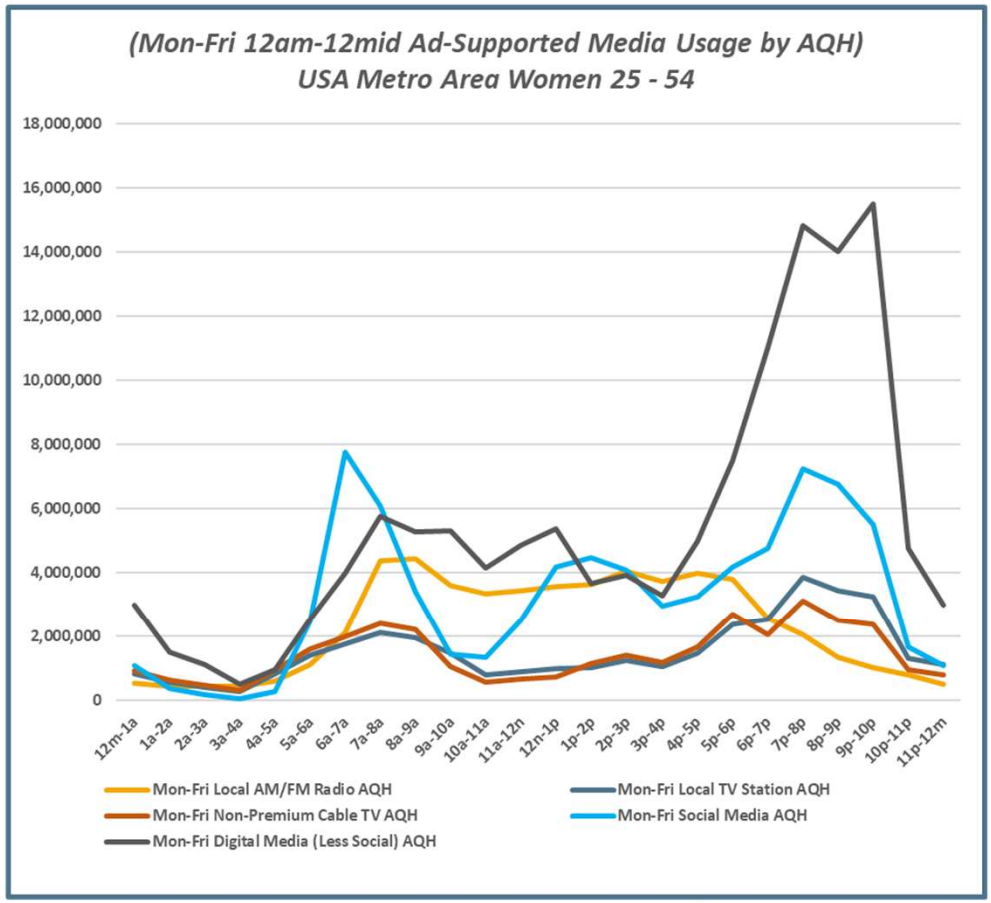
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

tinder W25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 175,887; Social Media: 119,672; Local Radio: 91,741; Non-Prem. Cable: 42,809; Local TV: 39,147 reaching Women 25 - 54 who are Single past 30 days users of ONLINE DATING A





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

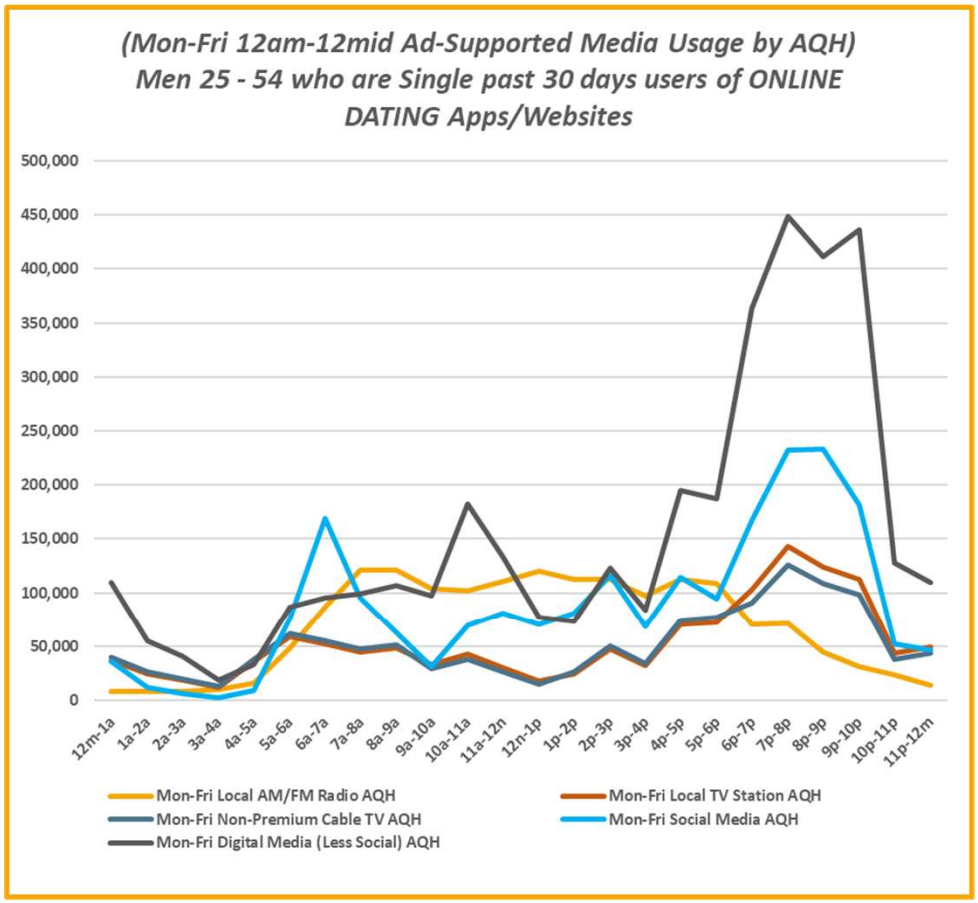
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

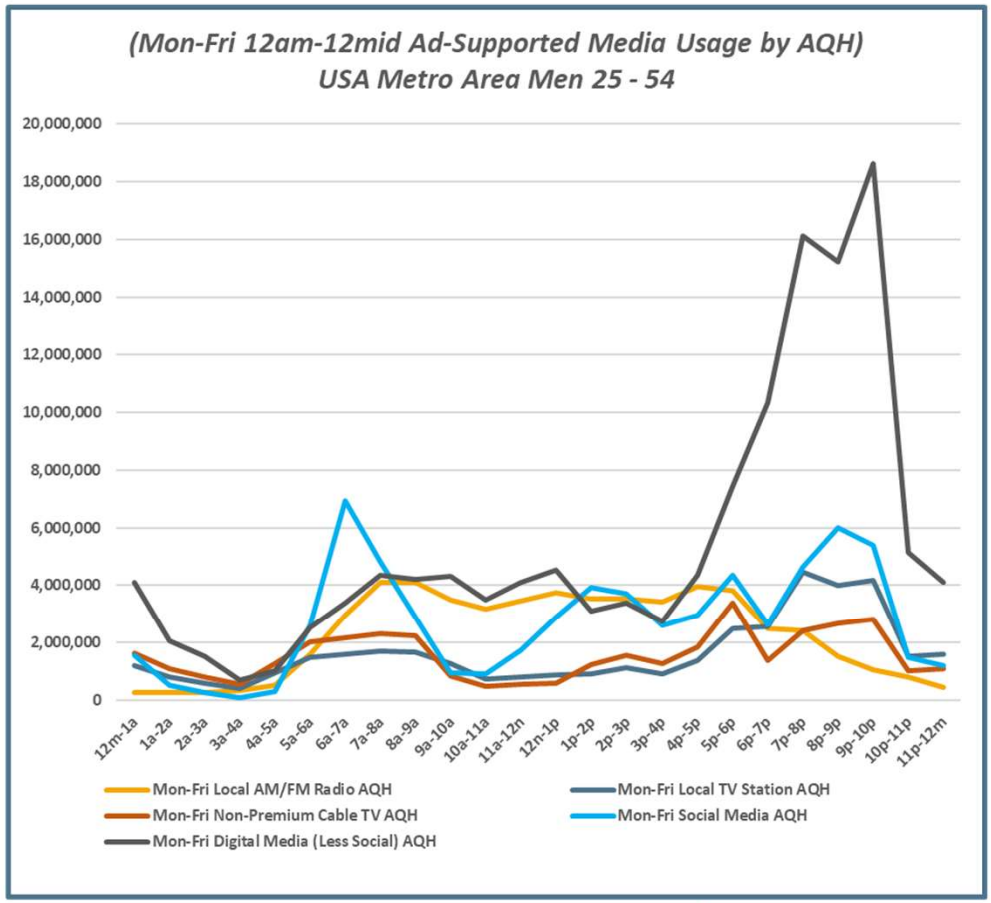
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

tinder M25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 139,840; Local Radio: 106,369; Social Media: 93,790; Local TV: 47,644; Non-Prem. Cable: 47,273 reaching Men 25 - 54 who are Single past 30 days users of ONLINE DATING App





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

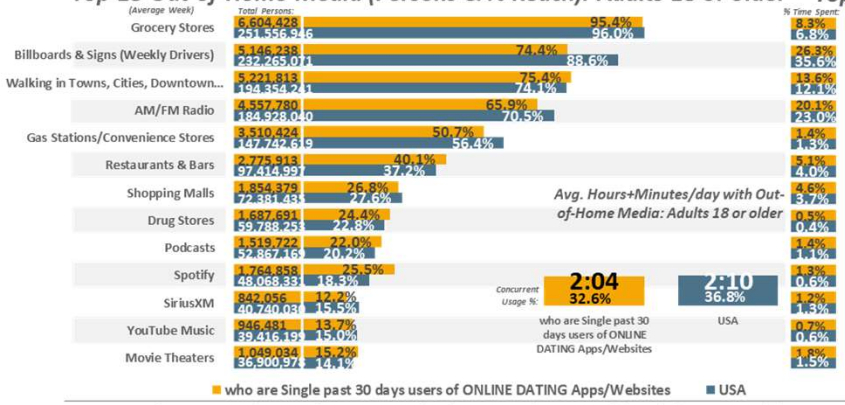
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

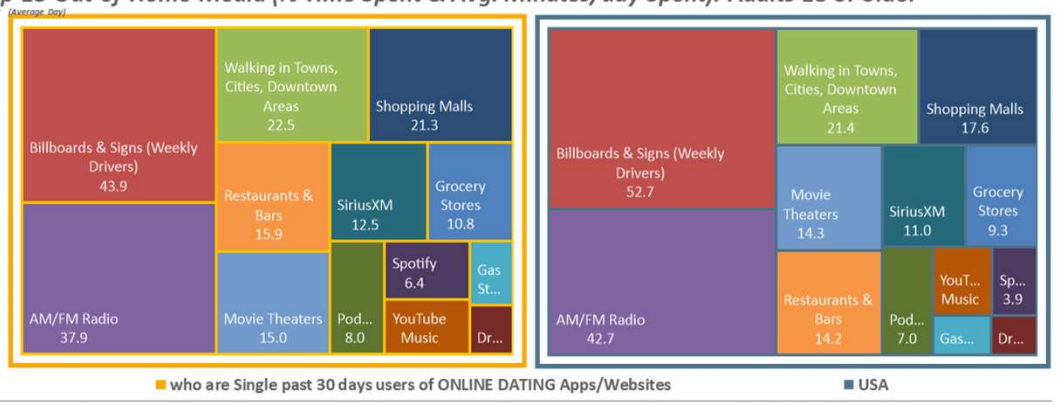
tinder P21+

5,146,238 or 74.4% of Adults 18 or older who are Single past 30 days users of ONLINE DATING Apps/Websites spend an average of 43.9 minutes per day driving, seeing Billboards and Signs. 64.2% Listen to Local Radio Stations Out-of-Home for an average of 36.

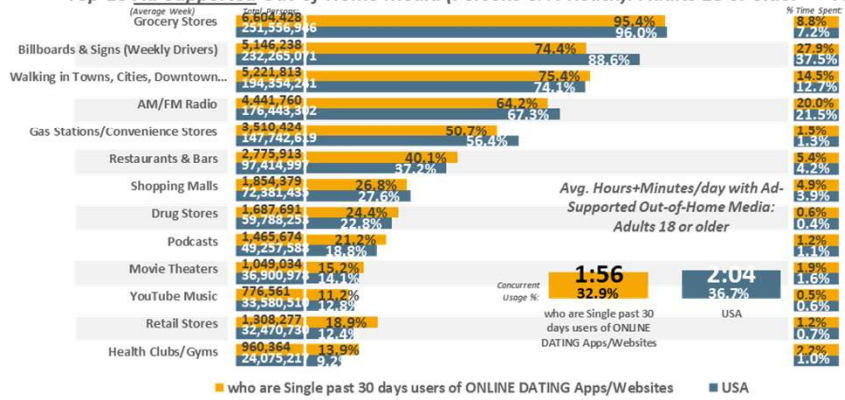
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



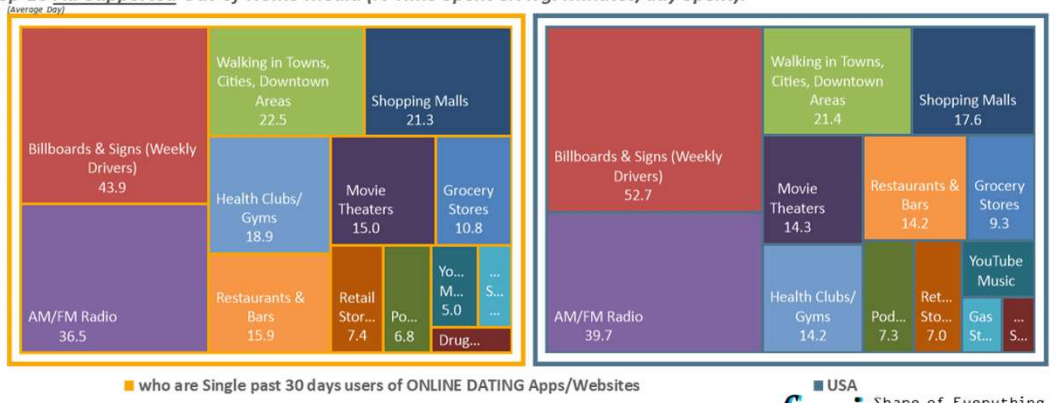
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

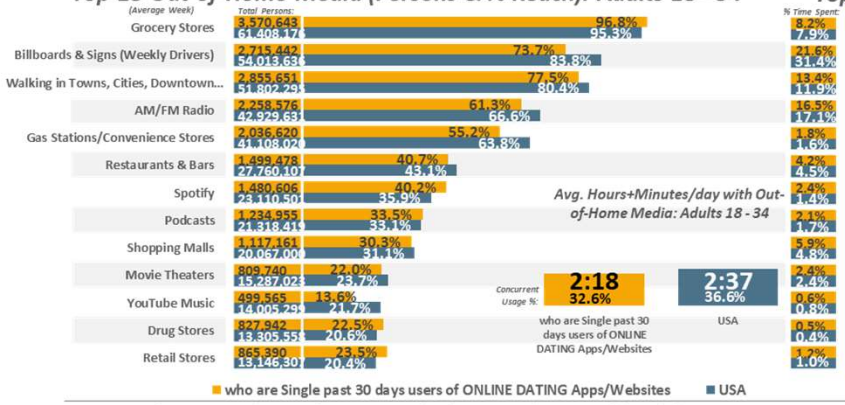
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

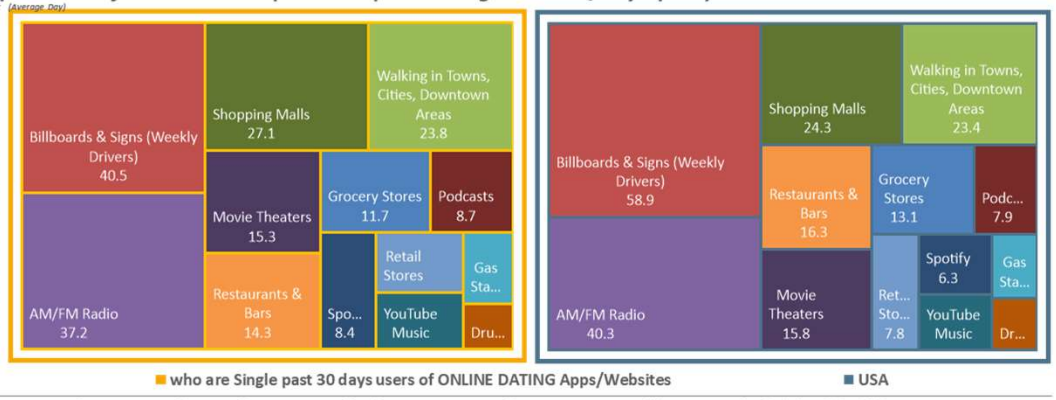
tinder P21-34

2,715,442 or 73.7% of Adults 18 - 34 who are Single past 30 days users of ONLINE DATING Apps/Websites spend an average of 40.5 minutes per day driving, seeing Billboards and Signs. 60.% Listen to Local Radio Stations Out-of-Home for an average of 36.1 min

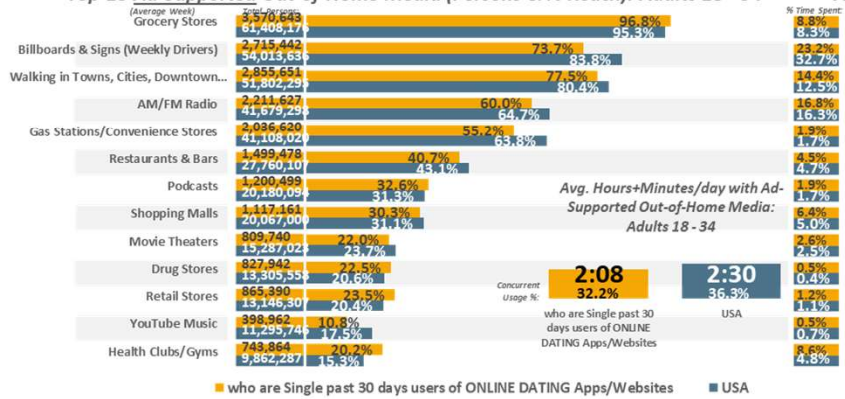
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 - 34



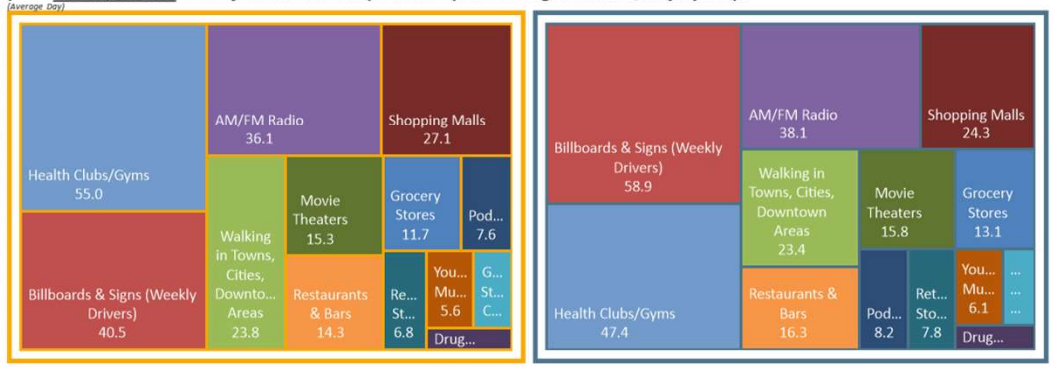
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 34



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 - 34



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 34



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

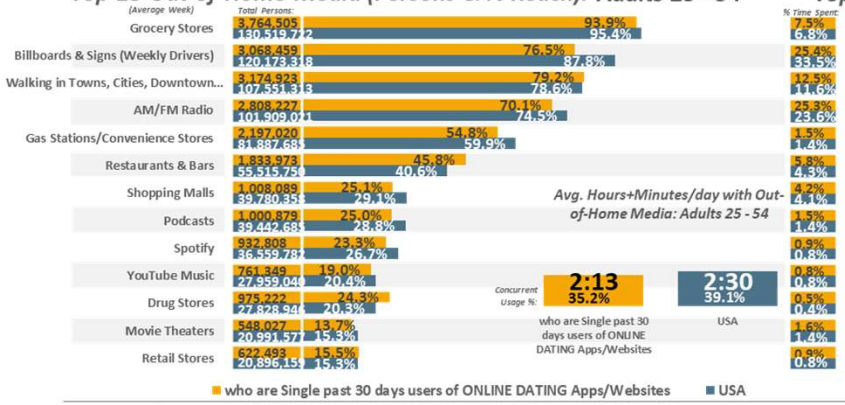
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

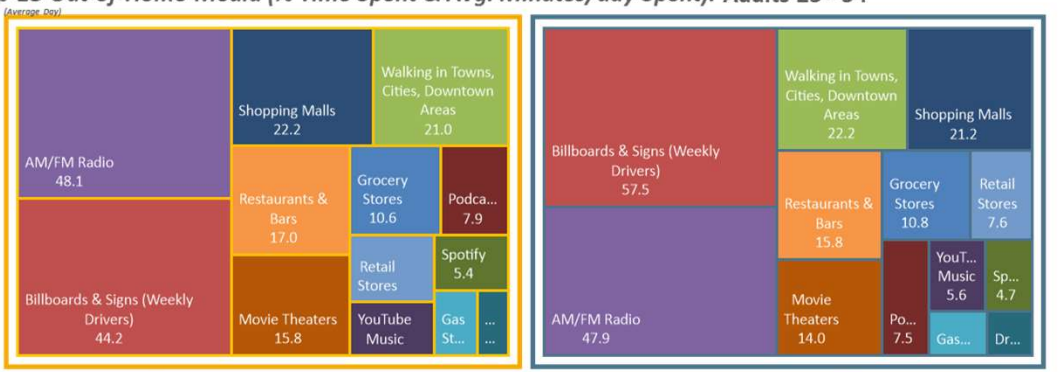
tinder P25-54

3,068,459 or 76.5% of Adults 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites spend an average of 44.2 minutes per day driving, seeing Billboards and Signs. 68.1% Listen to Local Radio Stations Out-of-Home for an average of 46. min

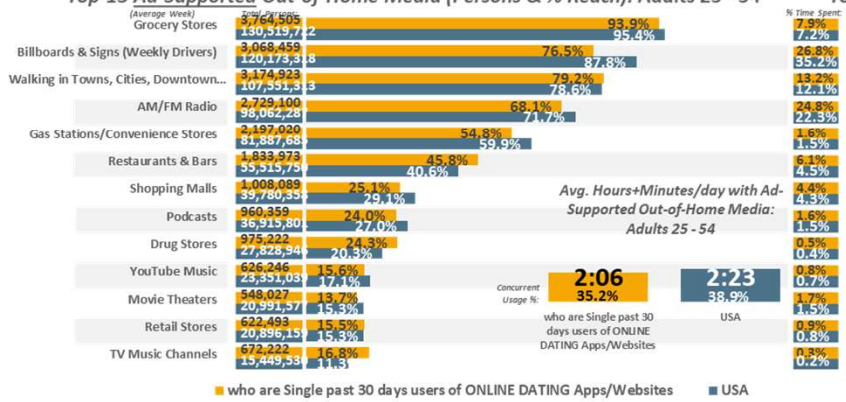
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



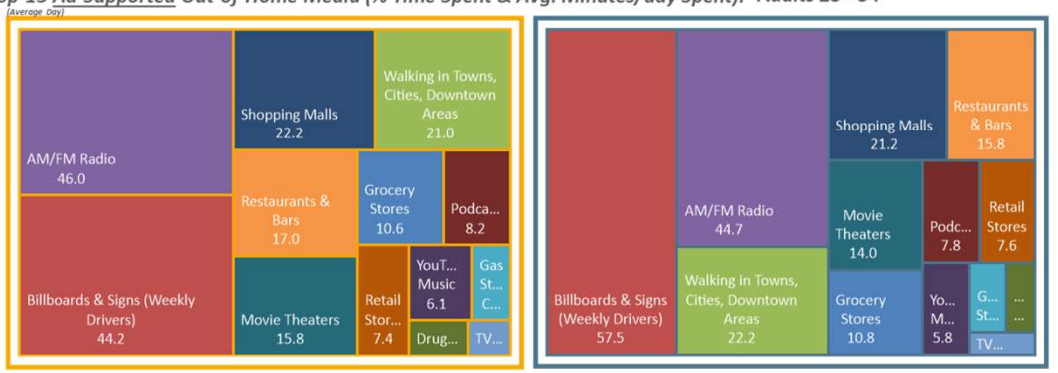
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

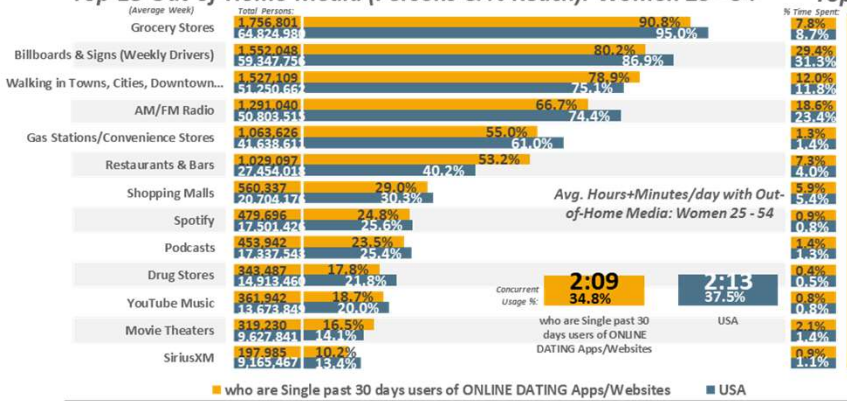
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

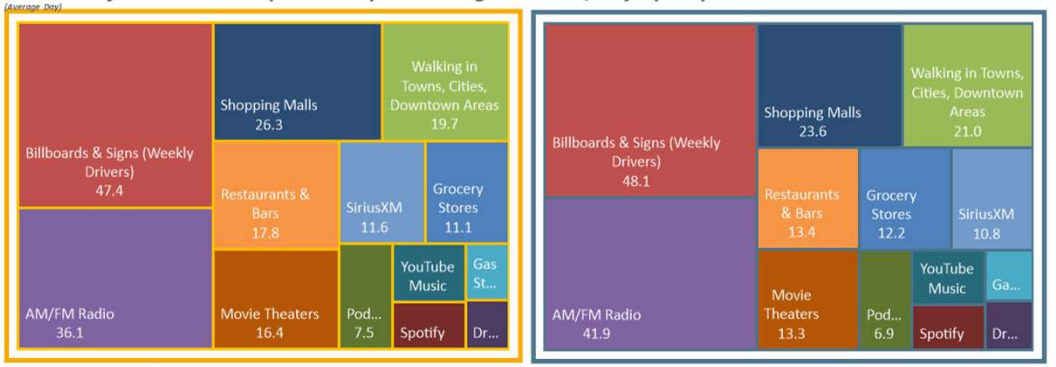
tinder W25-54

1,552,048 or 80.2% of Women 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites spend an average of 47.4 minutes per day driving, seeing Billboards and Signs. 64.8% Listen to Local Radio Stations Out-of-Home for an average of 35.3 min

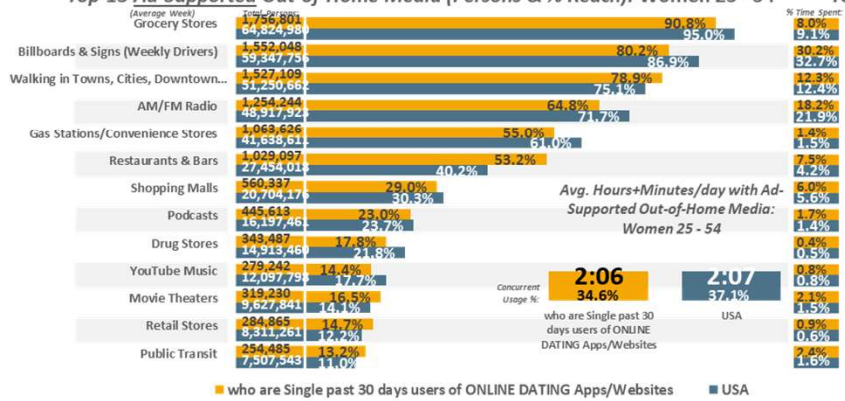
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



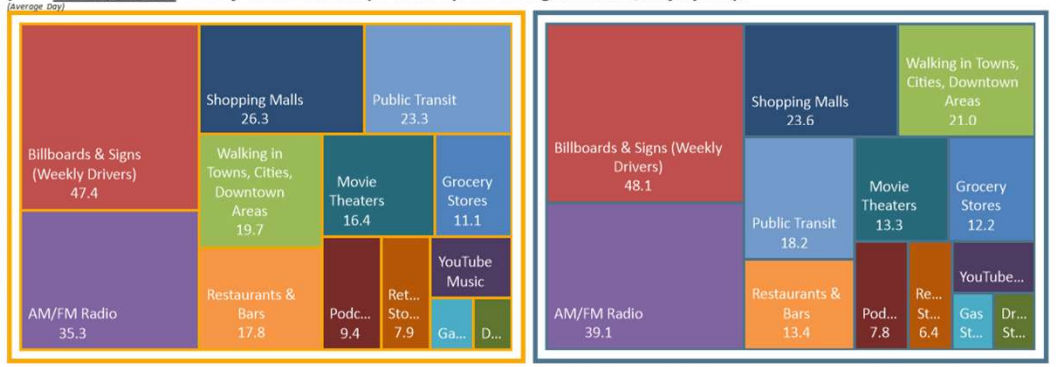
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

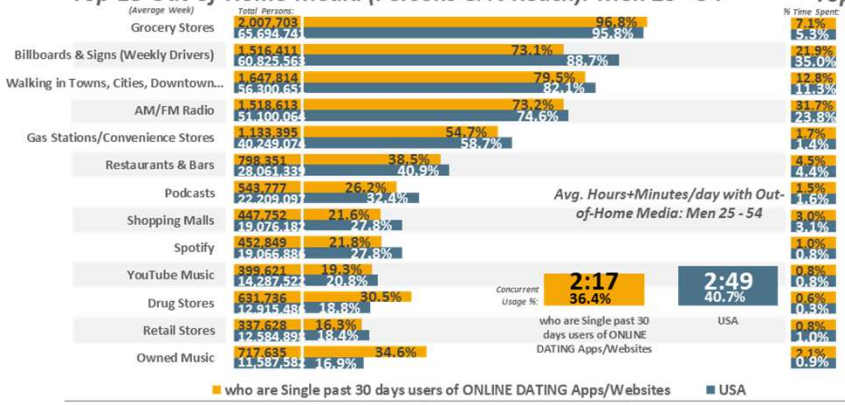
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

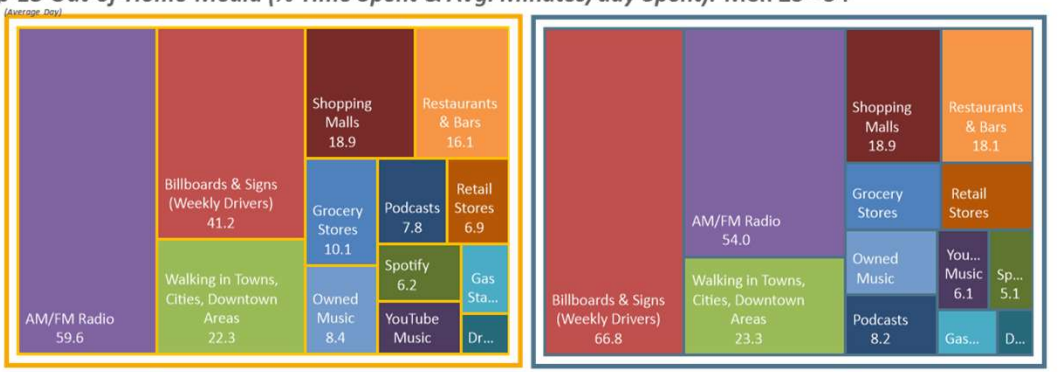
tinder M25-54

1,516,411 or 73.1% of Men 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites spend an average of 41.2 minutes per day driving, seeing Billboards and Signs. 71.3% Listen to Local Radio Stations Out-of-Home for an average of 55.9 minut

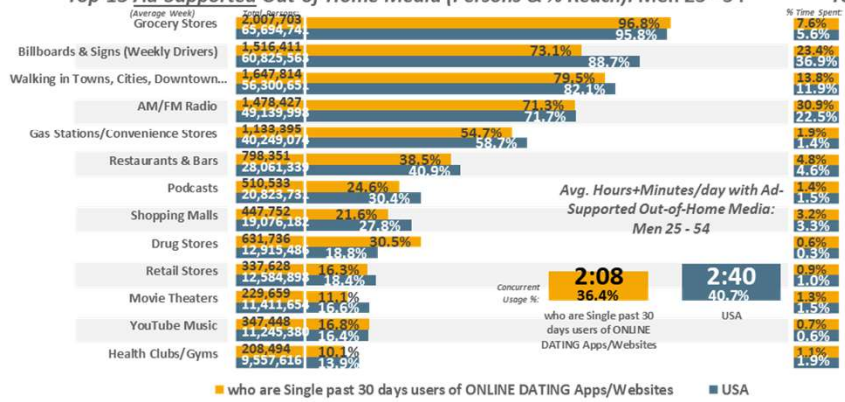
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Men 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

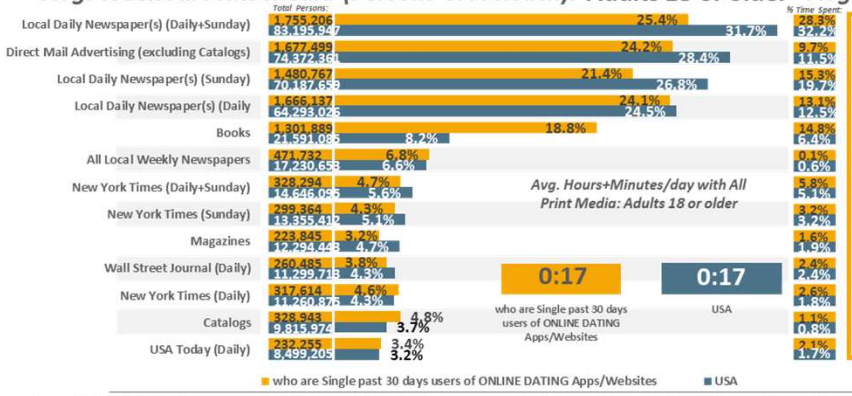
soefa.ai Share of Everything for Anything ©

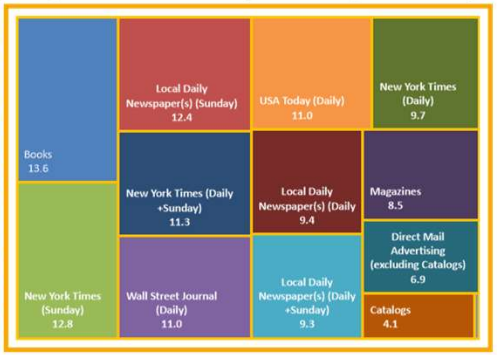
[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

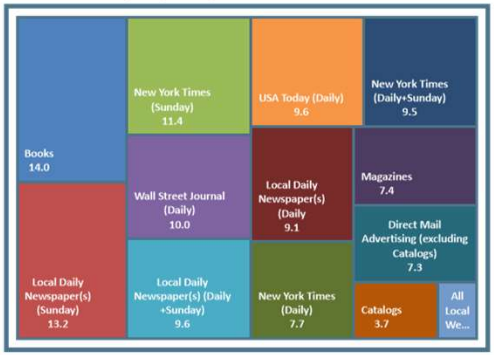
tinder P21+

1,755,206 or 25.4% of Adults 18 or older who are Single past 30 days users of ONLINE DATING Apps/Websites read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 33.3% of all time spent daily with All forms of Pr

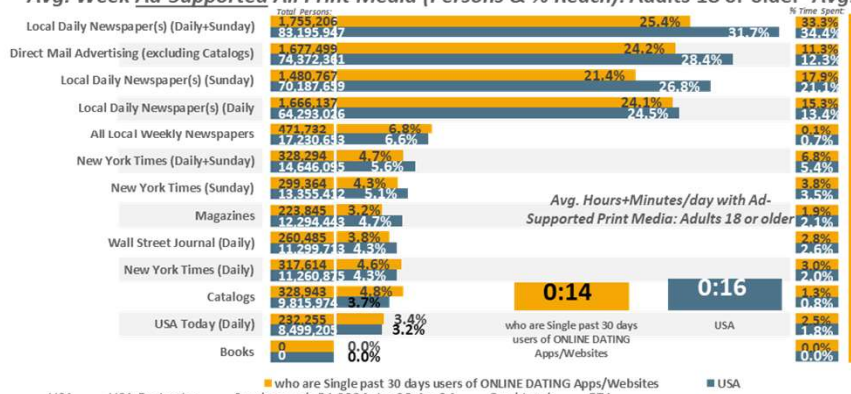
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

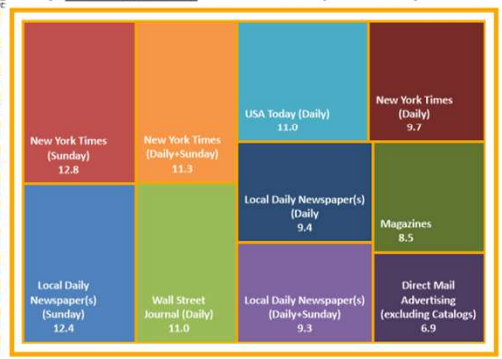


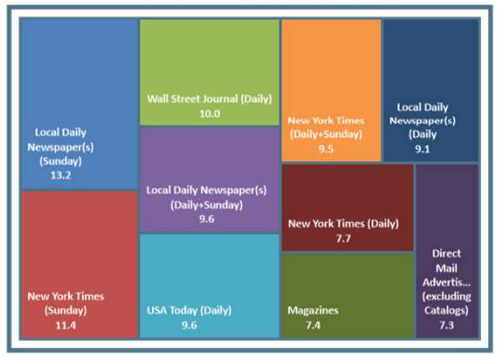




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

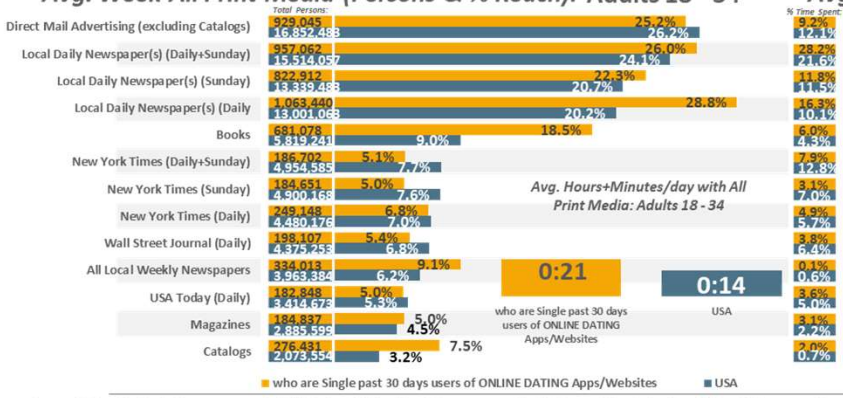
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

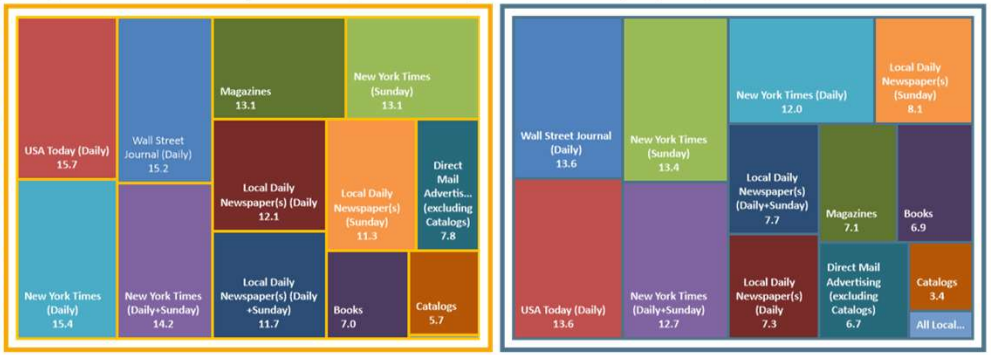
tinder P21-34

957,062 or 26.% of Adults 18 - 34 who are Single past 30 days users of ONLINE DATING Apps/Websites read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.7 minutes every day representing 30.% of all time spent daily with All forms of Print Med

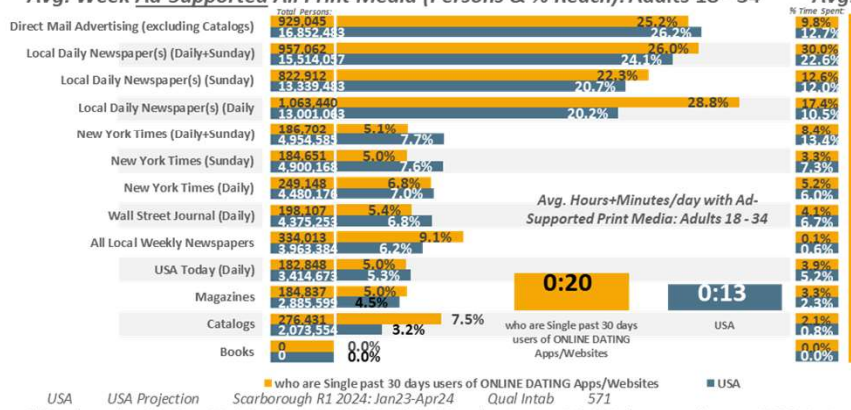
Avg. Week All Print Media (Persons & % Reach): Adults 18 - 34



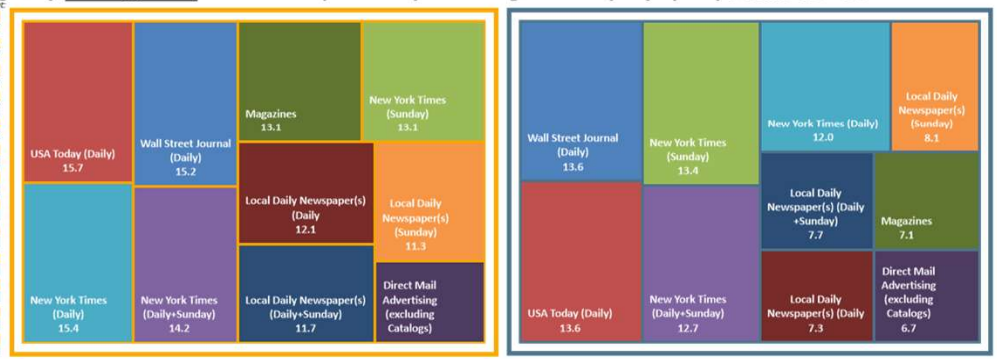
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 34



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 - 34



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 34



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

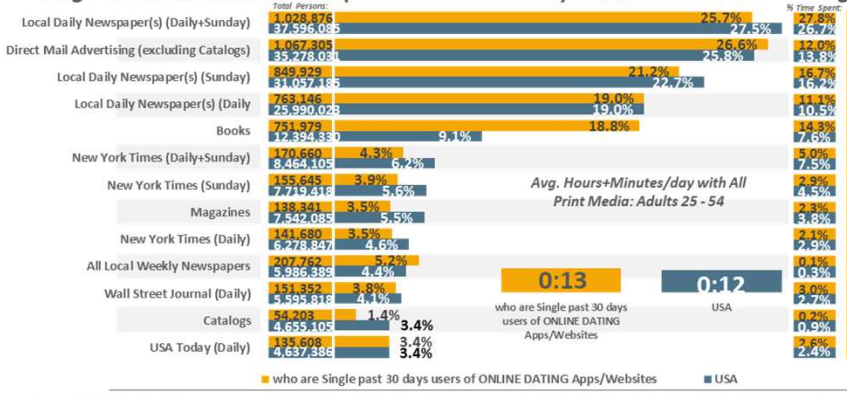
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

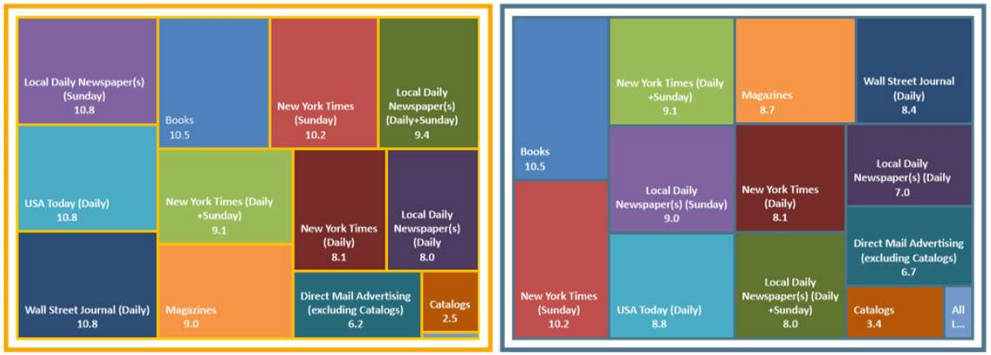
tinder P25-54

1,028,876 or 25.7% of Adults 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 32.5% of all time spent daily with All forms of Print

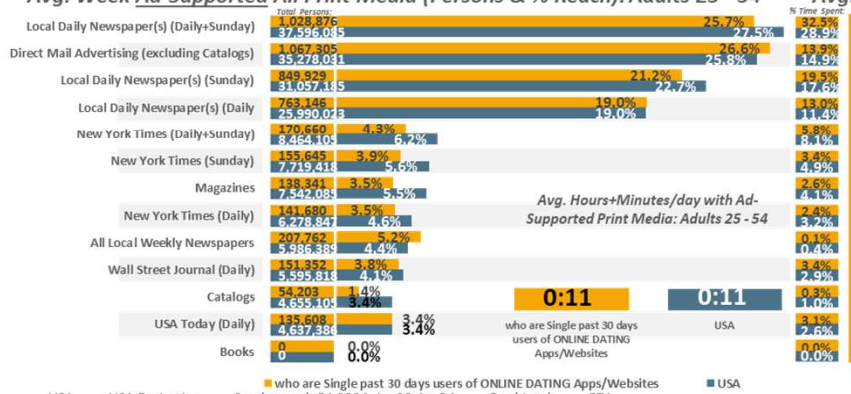
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

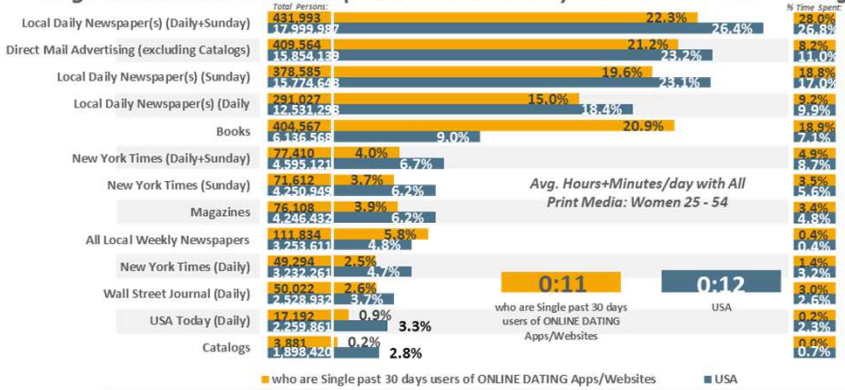
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

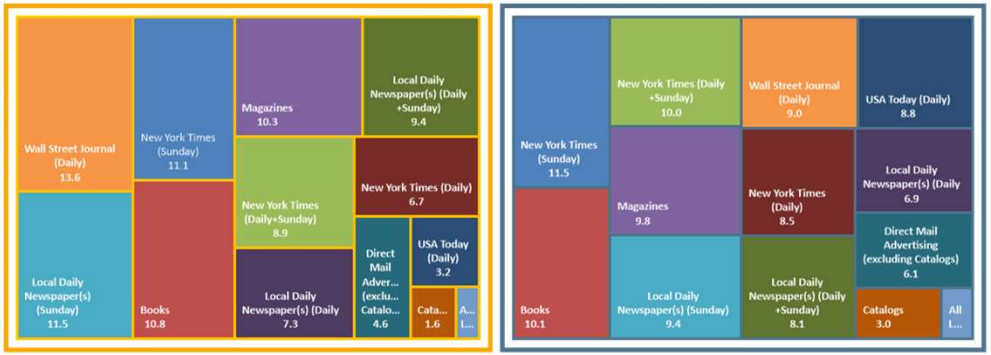
tinder W25-54

431,993 or 22.3% of Women 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 34.6% of all time spent daily with All forms of Print Med

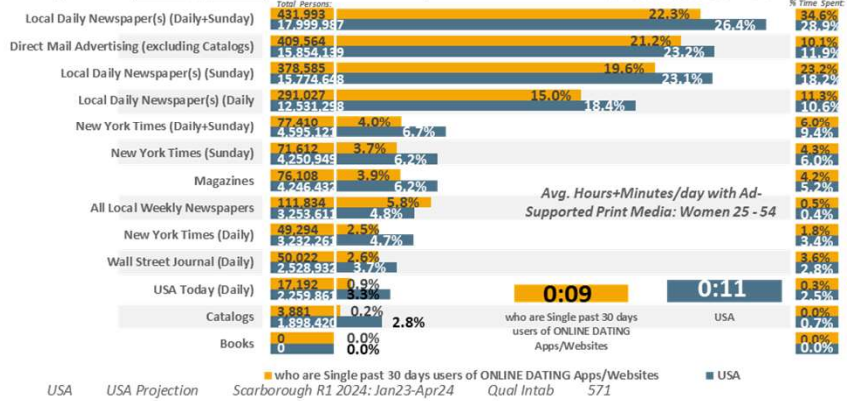
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



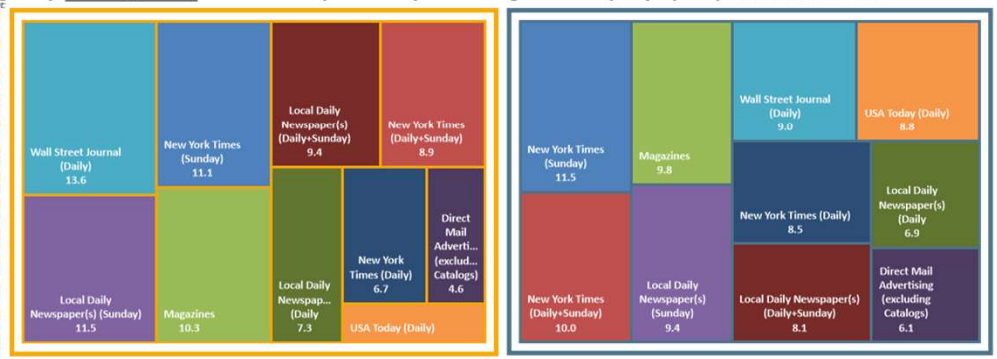
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

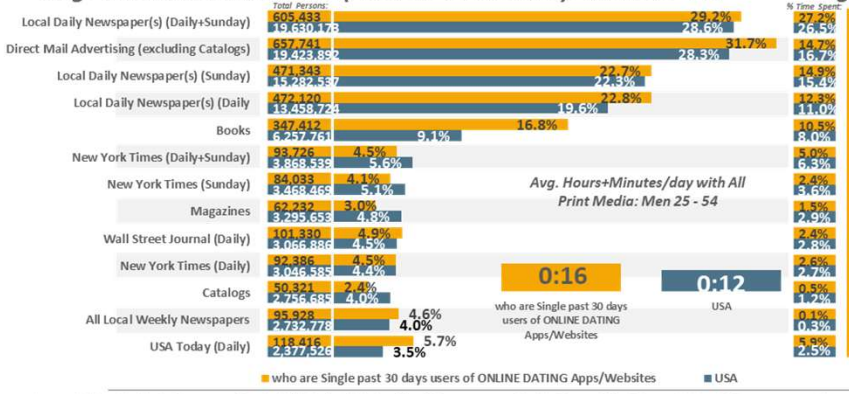
soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]

tinder M25-54

605,433 or 29.2% of Men 25 - 54 who are Single past 30 days users of ONLINE DATING Apps/Websites read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 30.4% of all time spent daily with All forms of Print Media

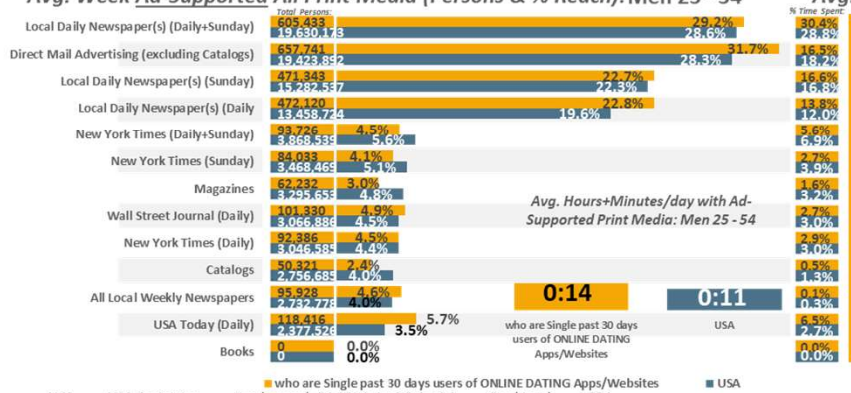
Avg. Week All Print Media (Persons & % Reach): Men 25 - 54



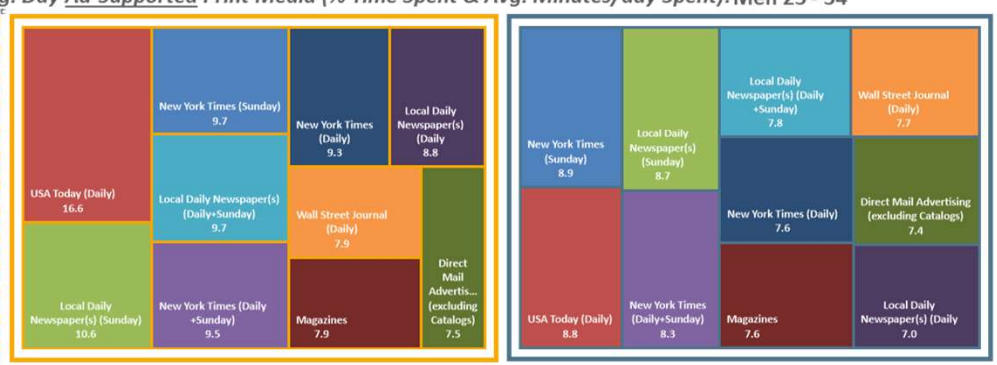
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Men 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 571

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 22,851

soefa.ai Share of Everything for Anything ©

[((Age summaries: Adults 21 or older AND Marital status summaries: Not married (single, legally separated, widowed, divorced)) AND Ways used Internet/apps past 30 days on any device:Lifestyle: Online dating service)]