USA+4 More DMAs – P18+ who Spent $5,000 or More on a FLORIDA VACATION in the past 12 mos!

Complete Demographic & Media Use Profiles



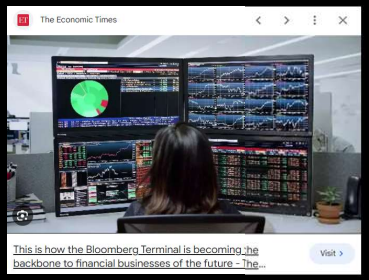


VISIT FLORIDA®





Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P18+ who Spent $5,000 or More on a FLORIDA Vacation in the past 12 months** as of August 31, 2025.













VISA MasterCard AMERICAN EXPRESS DISCOVER NETWORK

P18+

Vanguard BlackRock

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

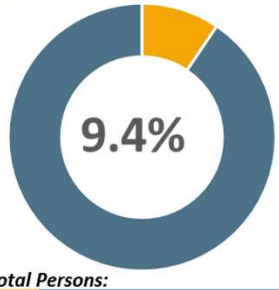
HUBBARD BROADCASTING INC. HB

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



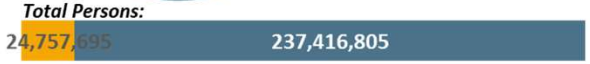
9.4% or 24,757,695 of USA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Typical Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 51.8 years old (6.3% older than average) and have a $149,266 (56.5% higher than average) annual household income.

Percent of Market: Adults 18 or older

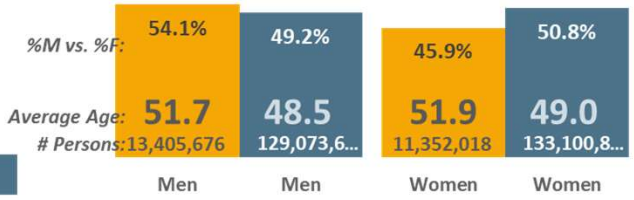


- who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos
- Remainder of USA DMAs

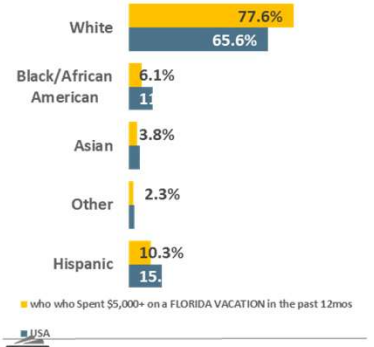
Total Persons:



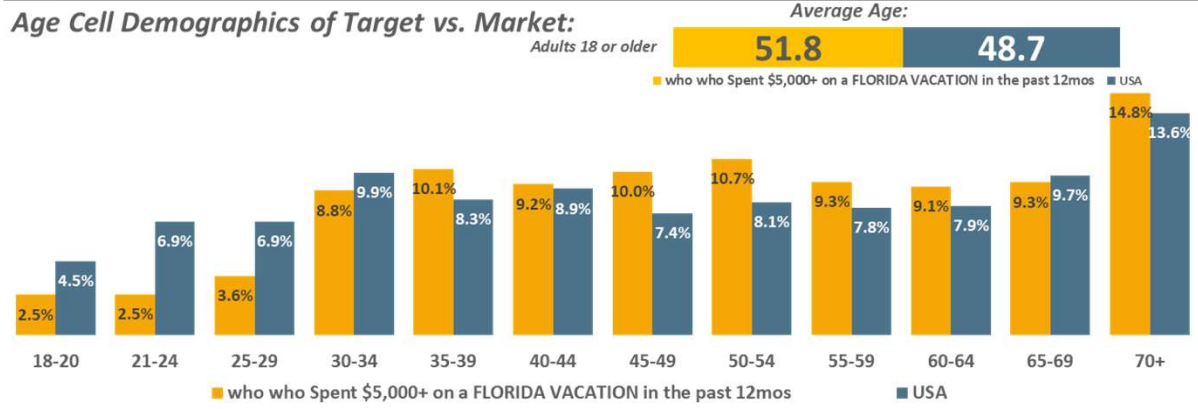
Gender of Target vs. Market: Adults 18 or older



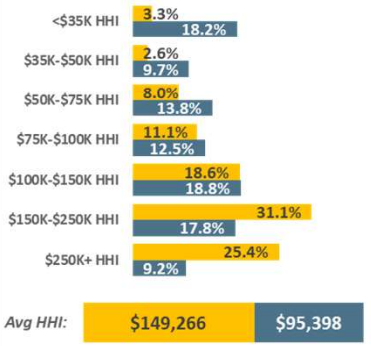
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,830

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

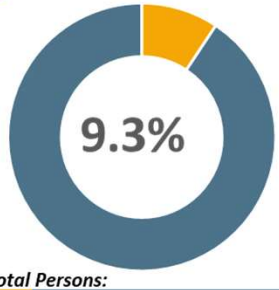
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



9.3% or 362,912 of MSP DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Typical Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 53. years old (8.6% older than average) and have a $171,360 (55.4% higher than average) annual household income.

Percent of Market: Adults 18 or older

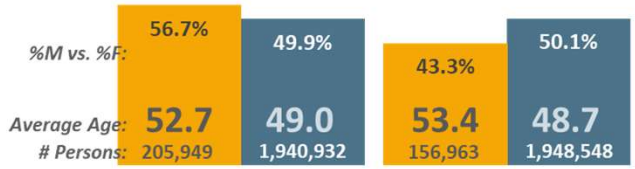


- who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos
- Remainder of MSP DMA

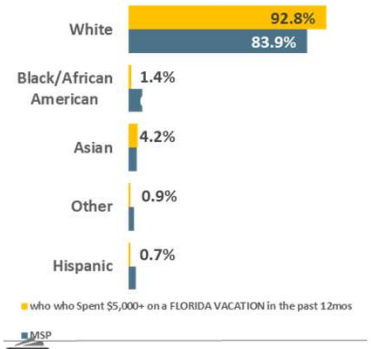
Total Persons:

362,912 | 3,526,568

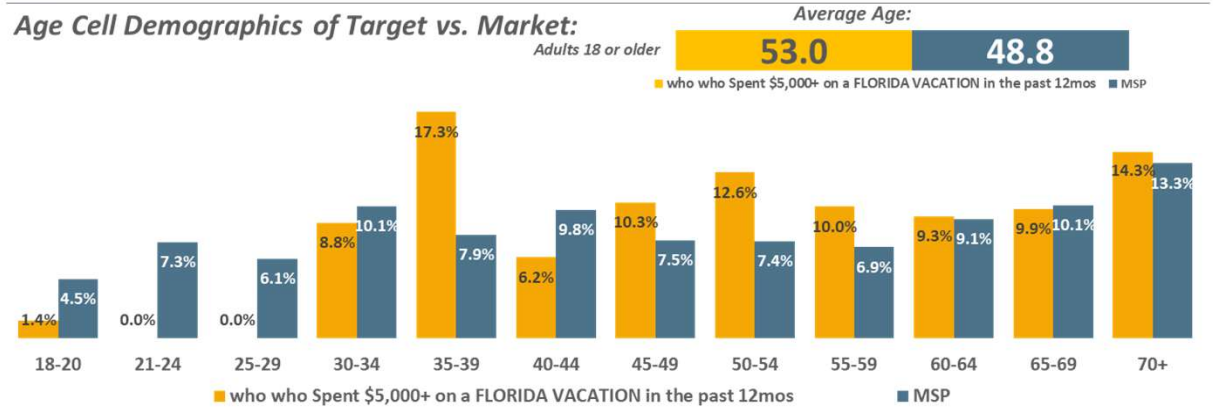
Gender of Target vs. Market: Adults 18 or older



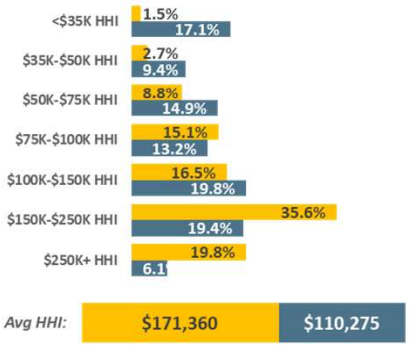
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 217

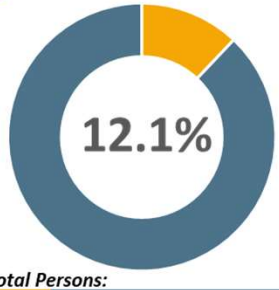
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



12.1% or 302,671 of STL DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Typical Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 51. years old (3.3% older than average) and have a $185,019 (84.2% higher than average) annual household income.

Percent of Market: Adults 18 or older

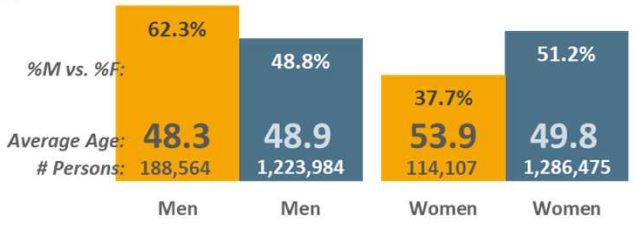


- who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos
- Remainder of STL DMA

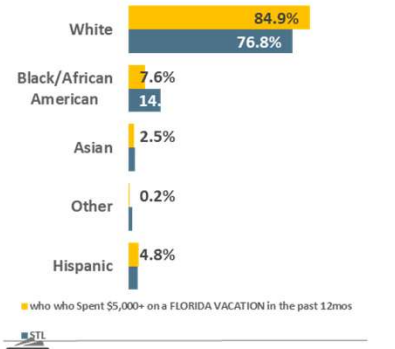
Total Persons:

302,671 | 2,207,788

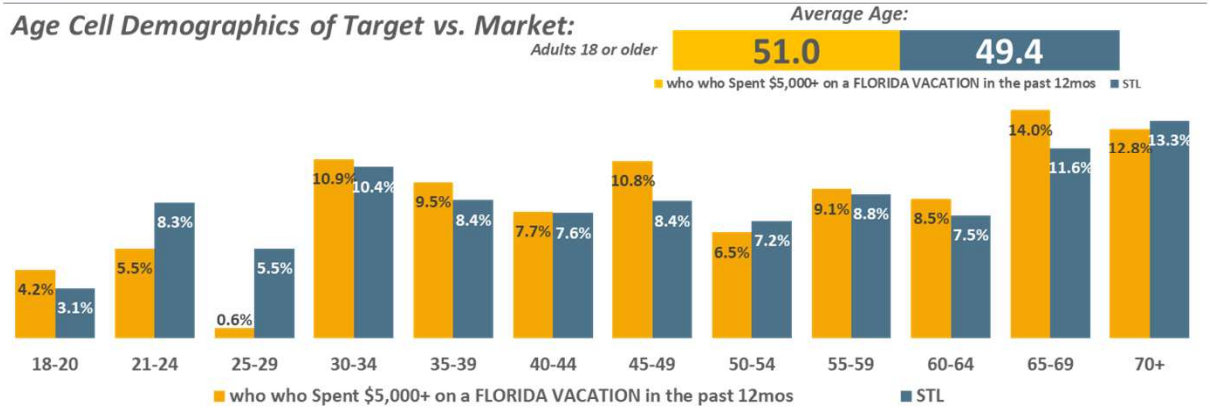
Gender of Target vs. Market: Adults 18 or older



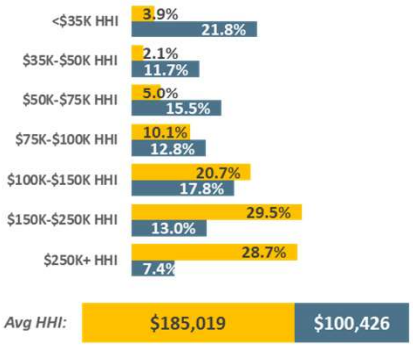
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 288

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



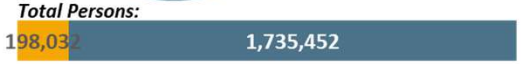
10.2% or 198,032 of CIN DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Typical Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 54.7 years old (12.4% older than average) and have a $177,663 (77.% higher than average) annual household income.

Percent of Market: Adults 18 or older

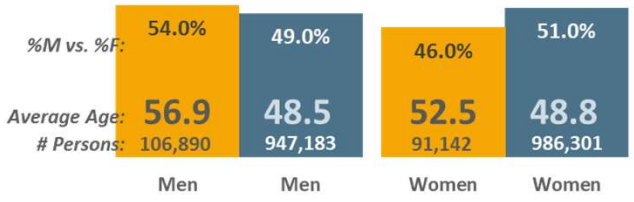


- who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos
- Remainder of CIN DMA

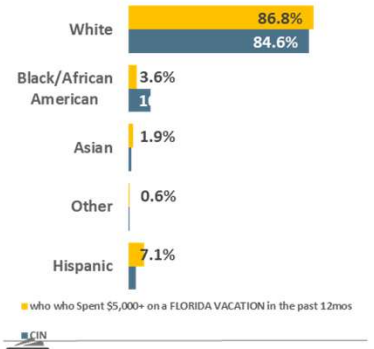
Total Persons:



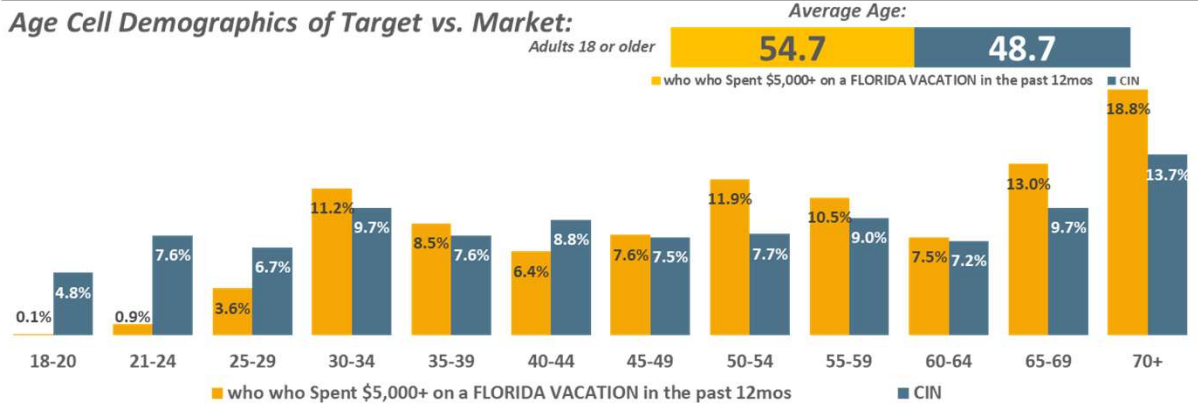
Gender of Target vs. Market: Adults 18 or older



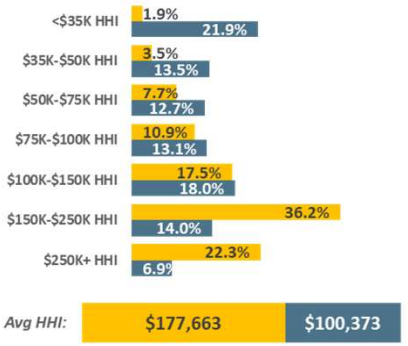
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 247

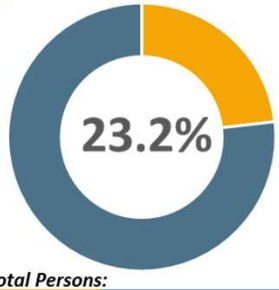
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



23.2% or 442,894 of WPB DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Typical Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 54.1 years old (2.1% older than average) and have a $162,210 (59.4% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos
- Remainder of WPB DMA

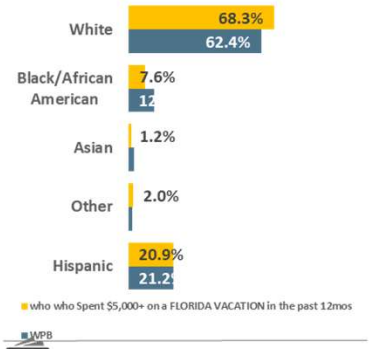
Total Persons:

442,894	1,469,340

Gender of Target vs. Market: Adults 18 or older

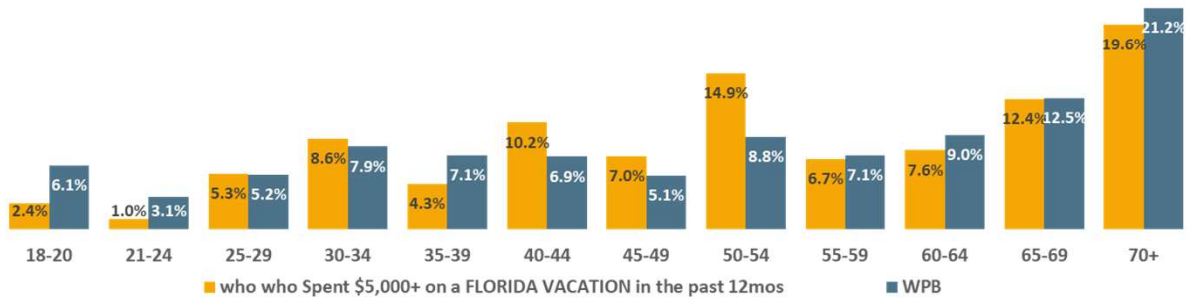
	Men	Men	Women	Women
%M vs. %F:	52.1%	48.5%	47.9%	51.5%
Average Age:	55.2	52.9	53.1	53.2
# Persons:	230,951	926,820	211,943	985,414

Ethnicity of Target vs. Market:

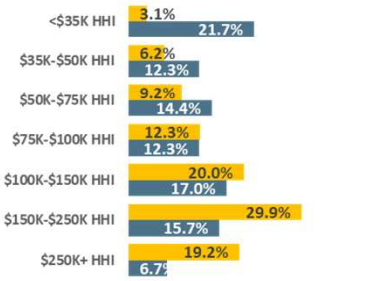


Age Cell Demographics of Target vs. Market:

Average Age:	who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos	WPB
Adults 18 or older	54.1	53.1



HHI of Target vs. Market:



Avg HHI:	$162,210	$101,757

WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 659

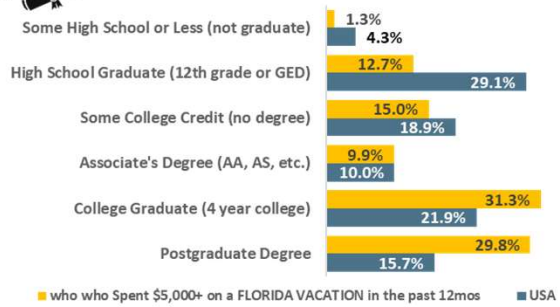
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

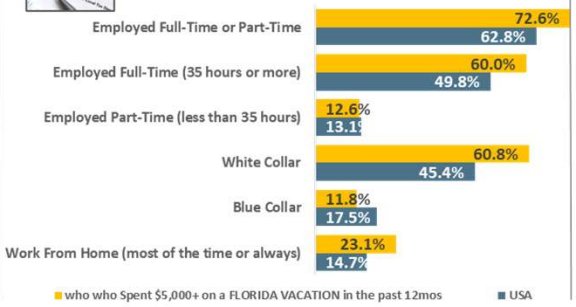


9.4% or 24,757,695 of USA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 62.2% more likely to be a college graduate, 20.5% more likely to work full-time, 41.7% more likely to be married, 21.8% more likely to be a parent of 1 or more children u

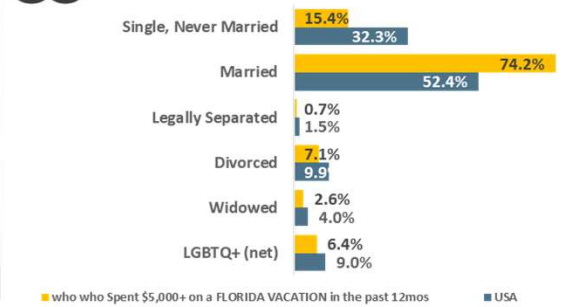
Education Levels: Adults 18 or older



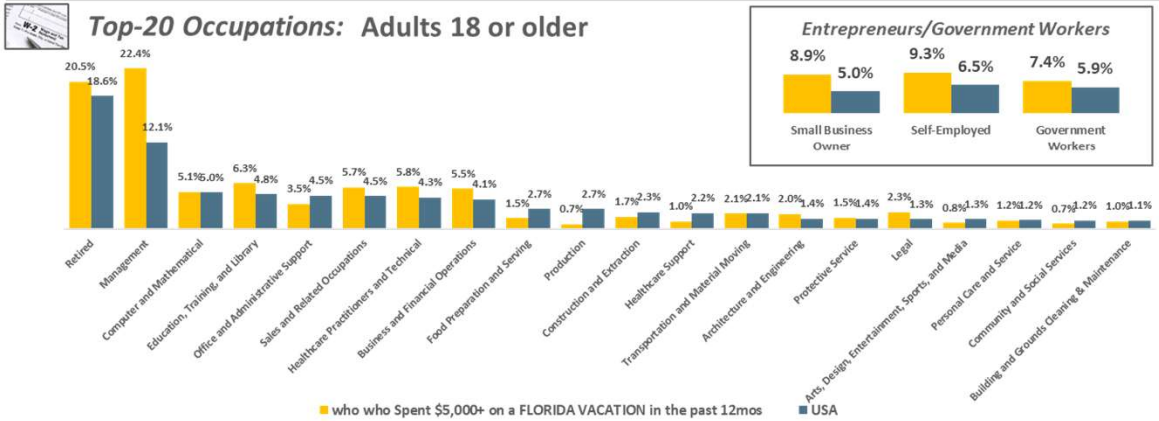
Employment: Adults 18 or older



Marital Status: Adults 18 or older

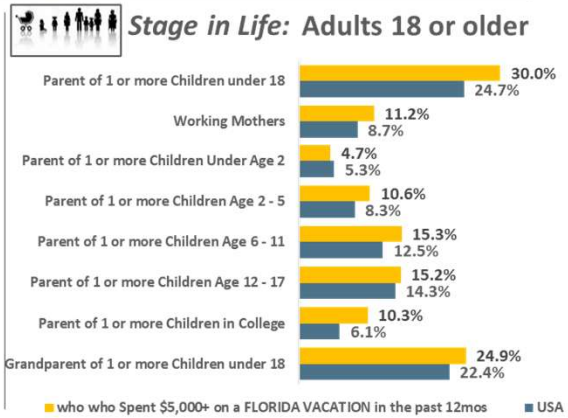


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,830

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

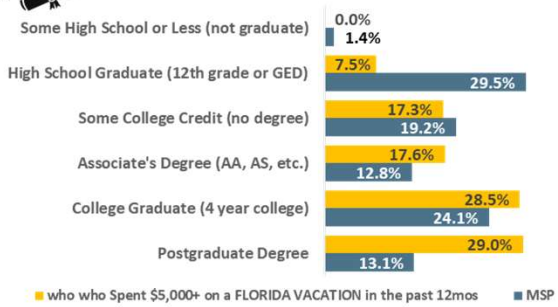
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

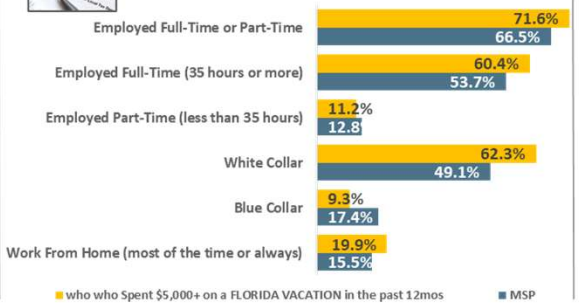


9.3% or 362,912 of MSP DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 54.8% more likely to be a college graduate, 12.3% more likely to work full-time, 52.7% more likely to be married, 74.6% more likely to be a parent of 1 or more children u

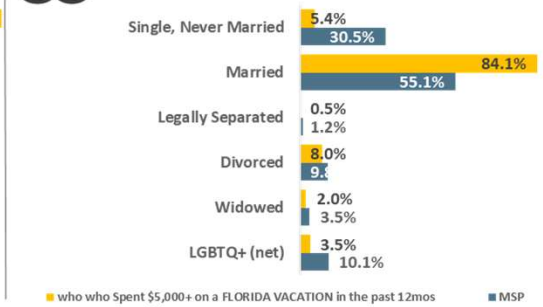
Education Levels: Adults 18 or older



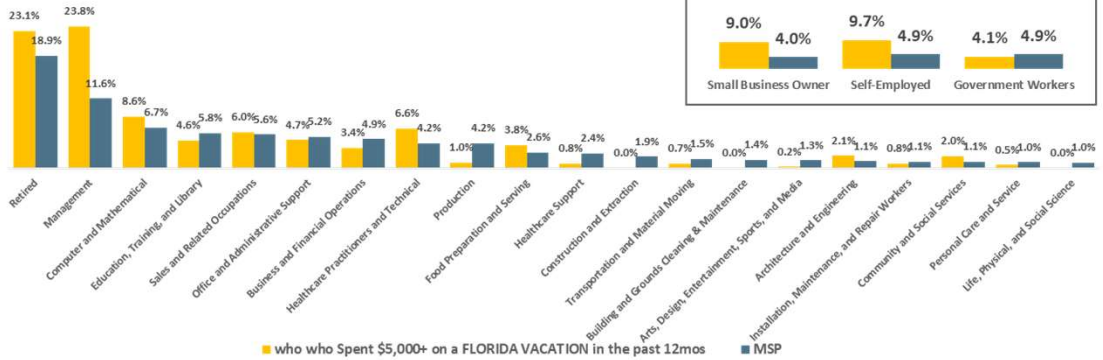
Employment: Adults 18 or older



Marital Status: Adults 18 or older

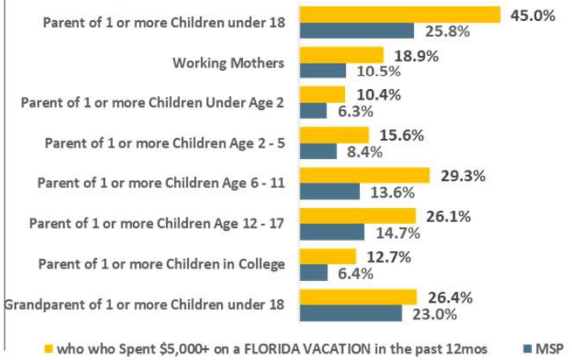


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 217

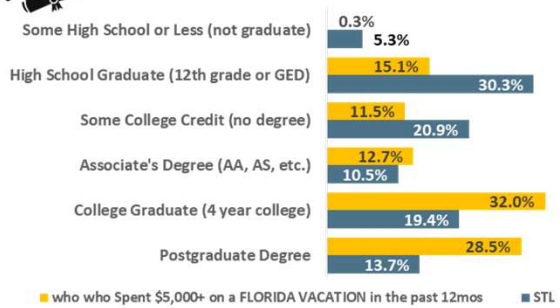
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

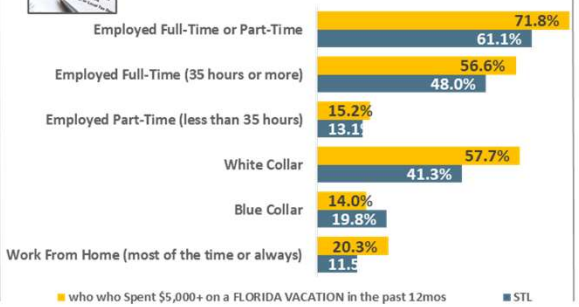


12.1% or 302,671 of STL DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 82.8% more likely to be a college graduate, 17.8% more likely to work full-time, 50.2% more likely to be married, 8.2% more likely to be a parent of 1 or more children un

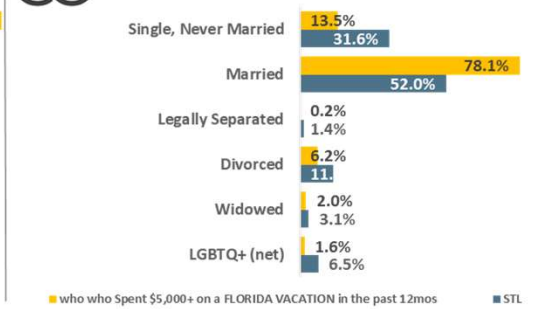
Education Levels: Adults 18 or older



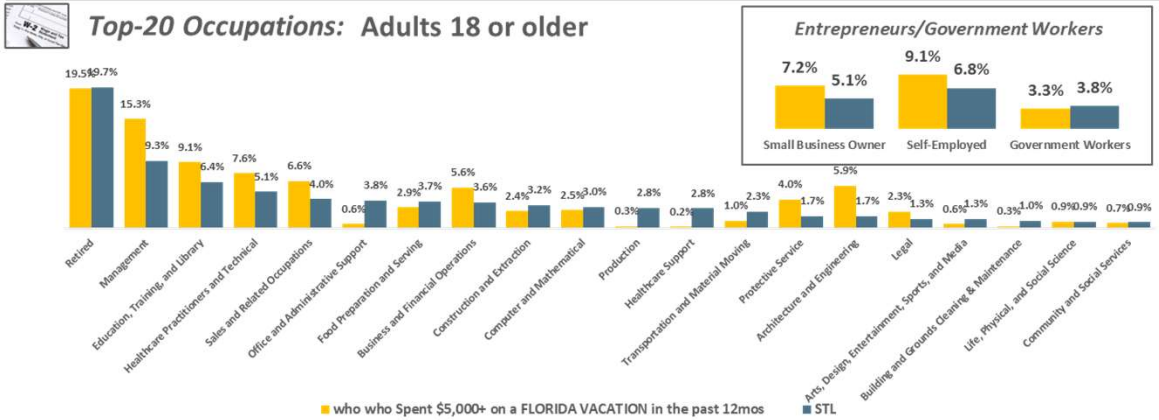
Employment: Adults 18 or older



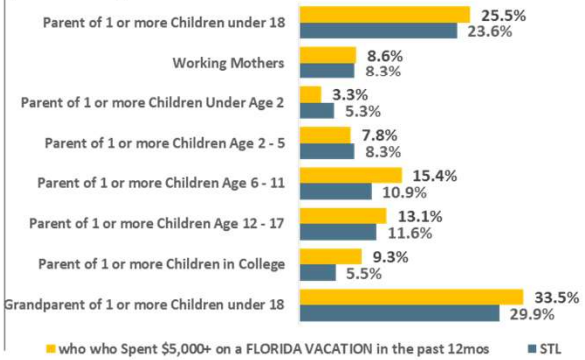
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 288

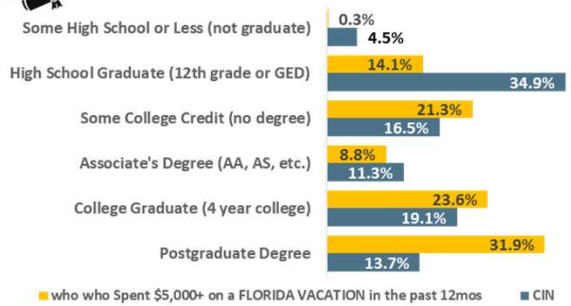
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

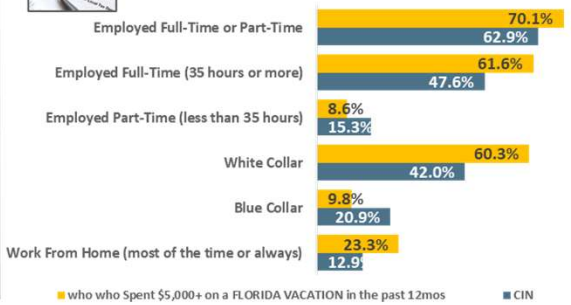


10.2% or 198,032 of CIN DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 69.6% more likely to be a college graduate, 29.3% more likely to work full-time, 53.7% more likely to be married, 21.1% more likely to be a parent of 1 or more children u

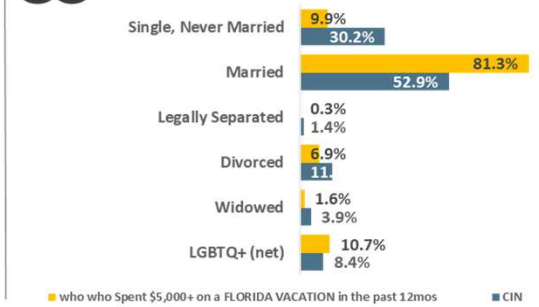
Education Levels: Adults 18 or older



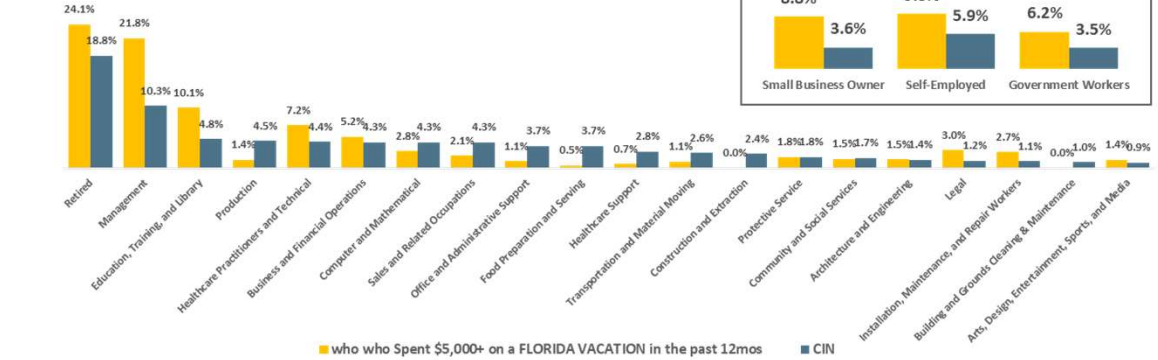
Employment: Adults 18 or older



Marital Status: Adults 18 or older

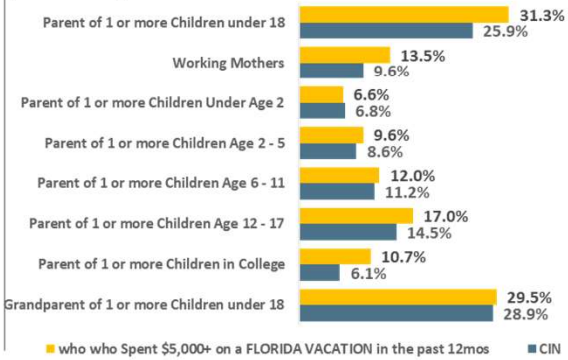


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 247

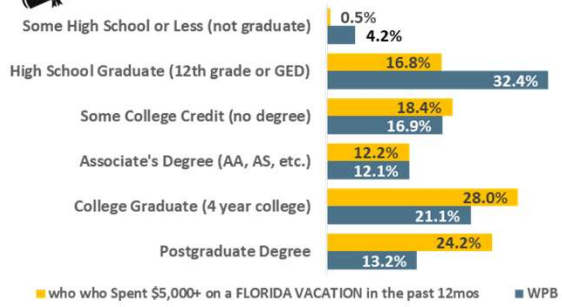
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

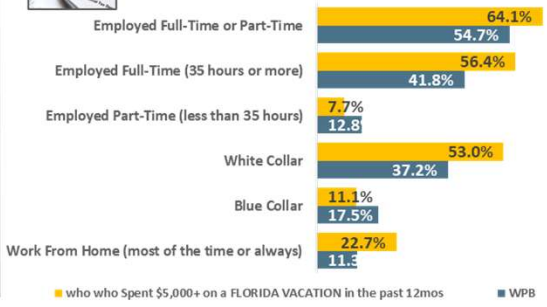


23.2% or 442,894 of WPB DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 52.% more likely to be a college graduate, 34.8% more likely to work full-time, 43.8% more likely to be married, 16.4% more likely to be a parent of 1 or more children un

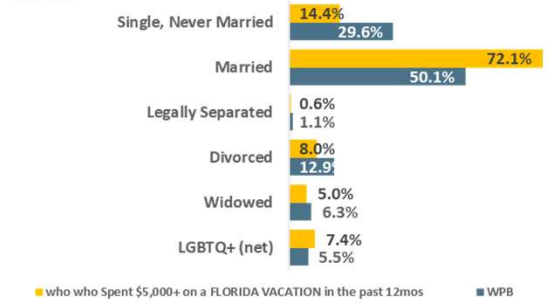
Education Levels: Adults 18 or older



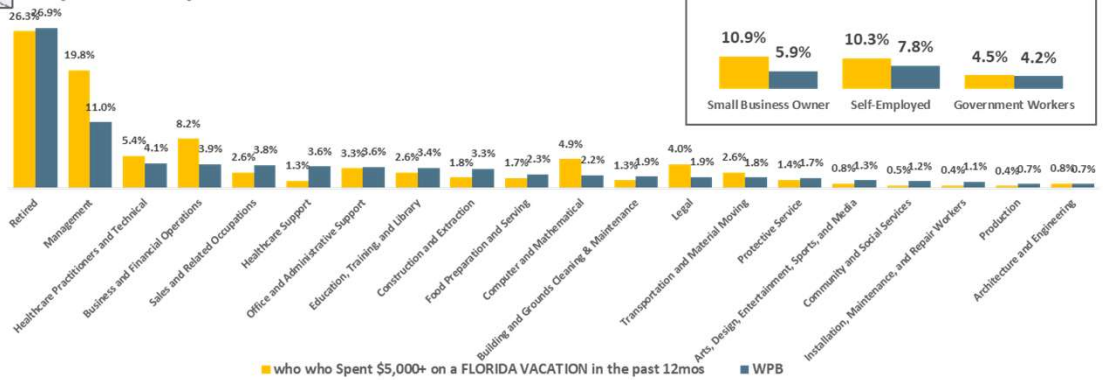
Employment: Adults 18 or older



Marital Status: Adults 18 or older

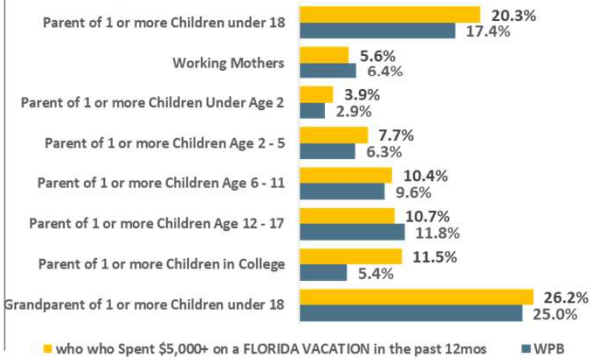


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 659

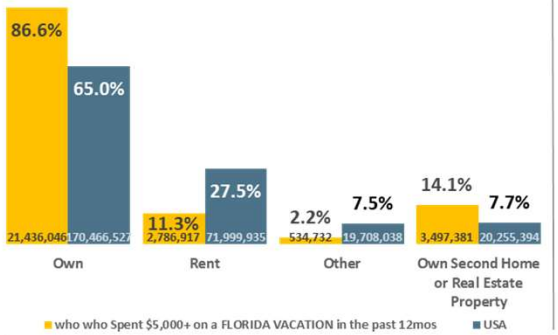
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

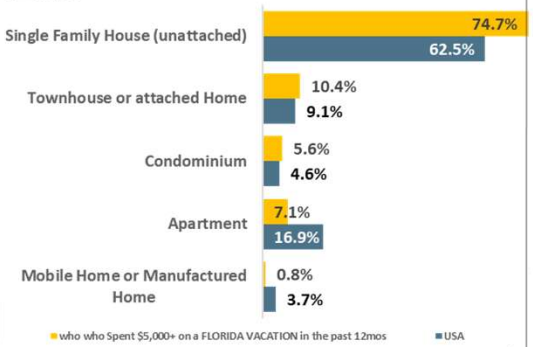


9.4% or 24,757,695 of USA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 33.2% more likely to own their home, 57.7% more likely to own a higher valued home, 19.4% more likely to have a single-family home, 17.% more likely to have a dog.

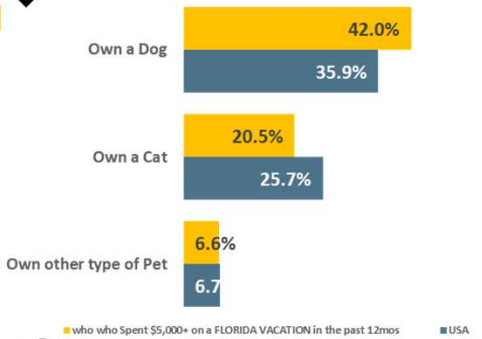
Own/Rent/Other: Adults 18 or older



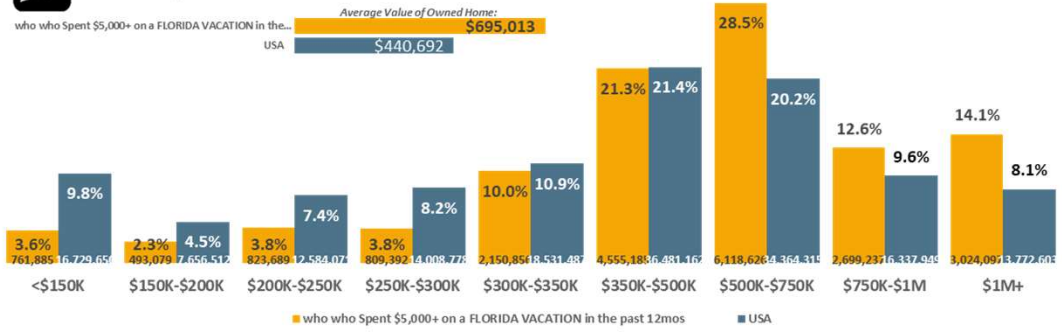
Type of Home: Adults 18 or older



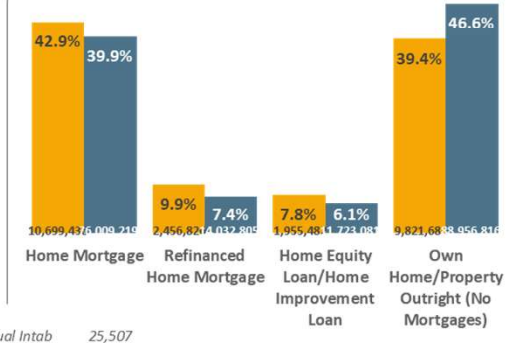
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R2 2025: Sep24-Aug25* *Qual Intab* *2,830*

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

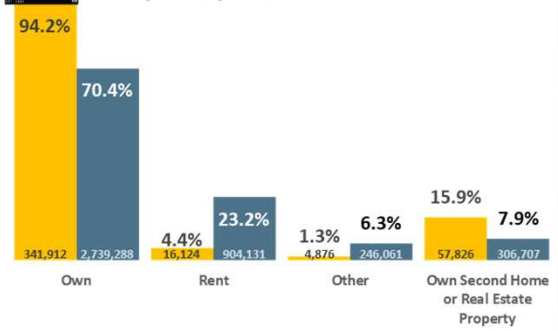
USA Projection *Scarborough R2 2025: Sep24-Aug25* *Qual Intab* *25,507*

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

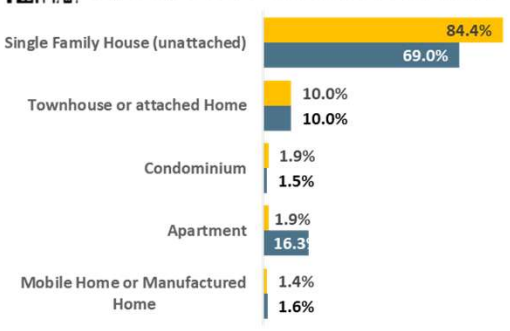


9.3% or 362,912 of MSP DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 33.8% more likely to own their home, 30.% more likely to own a higher valued home, 22.4% more likely to have a single-family home, 40.1% more likely to have a dog.

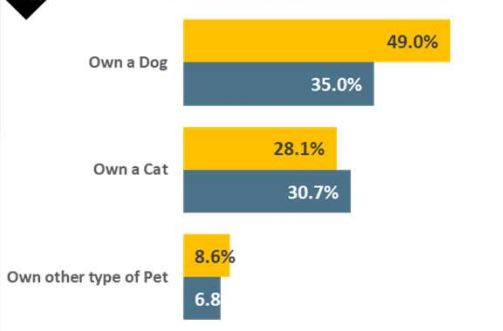
Own/Rent/Other: Adults 18 or older



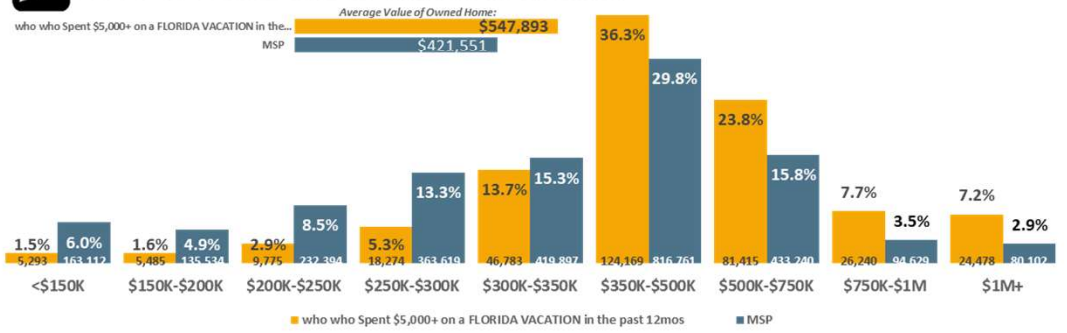
Type of Home: Adults 18 or older



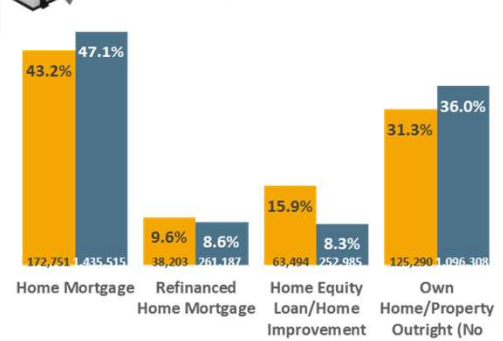
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 217

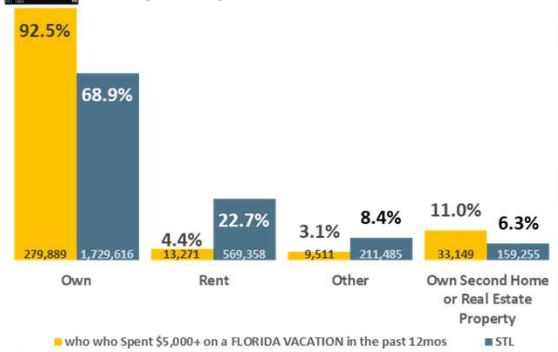
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

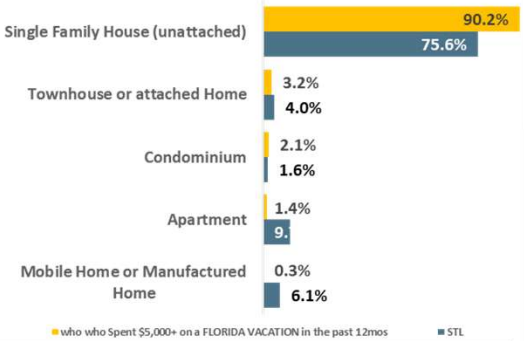


12.1% or 302,671 of STL DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 34.2% more likely to own their home, 79.8% more likely to own a higher valued home, 19.4% more likely to have a single-family home, 15.% more likely to have a dog.

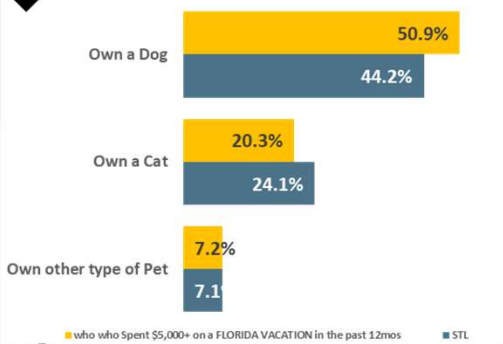
Own/Rent/Other: Adults 18 or older



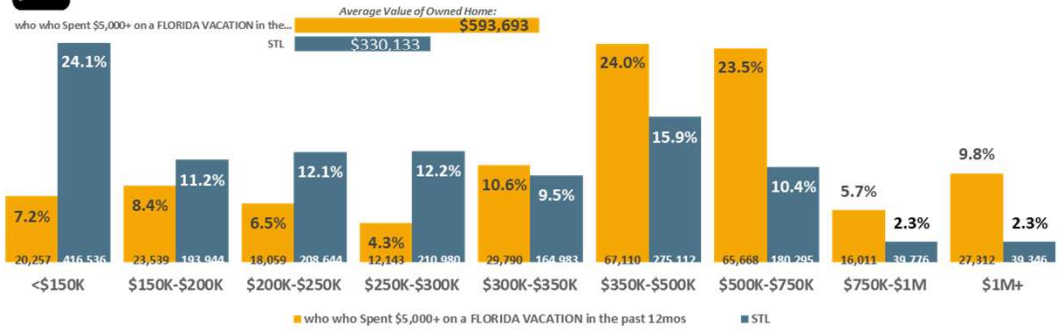
Type of Home: Adults 18 or older



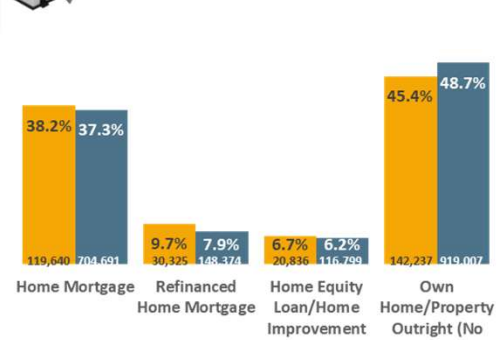
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 288

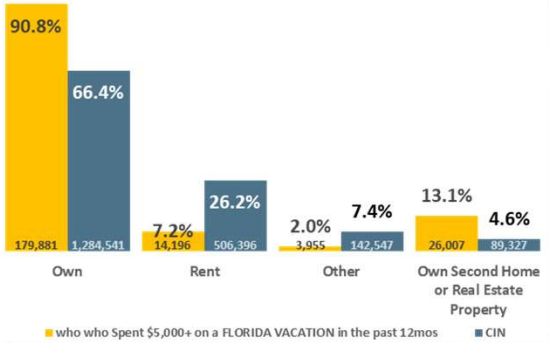
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

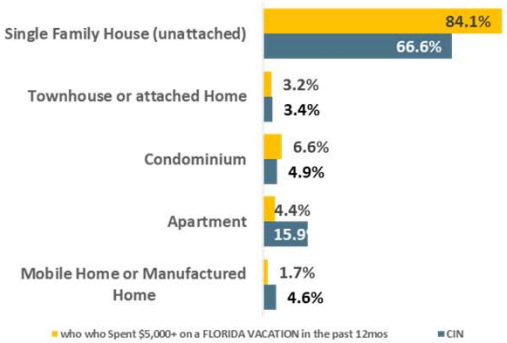


10.2% or 198,032 of CIN DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 36.7% more likely to own their home, 35.% more likely to own a higher valued home, 26.4% more likely to have a single-family home, 16.8% more likely to have a dog.

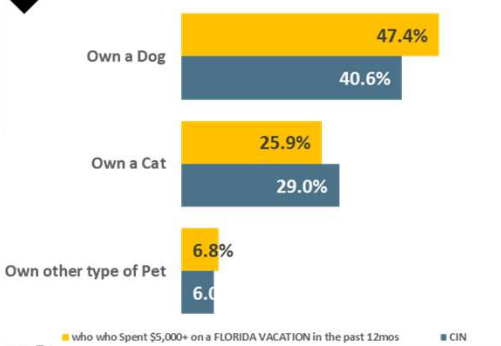
Own/Rent/Other: Adults 18 or older



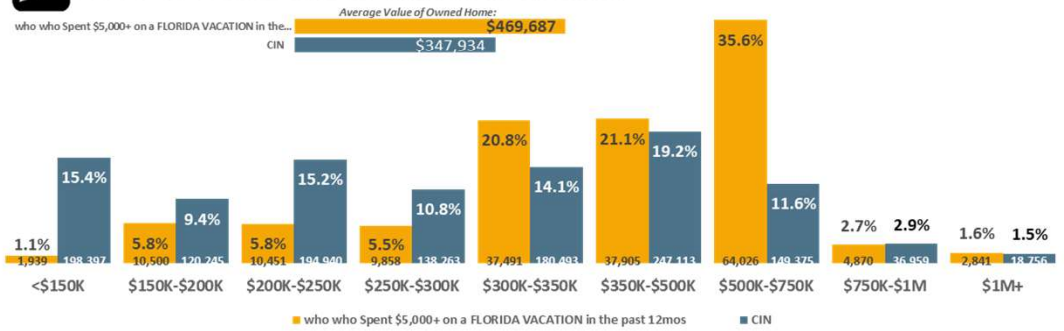
Type of Home: Adults 18 or older



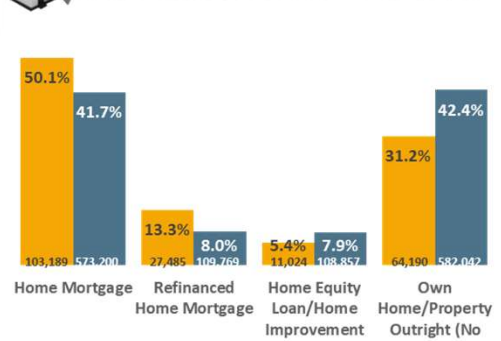
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 247

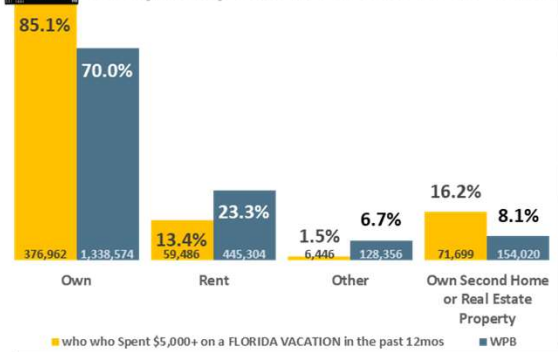
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

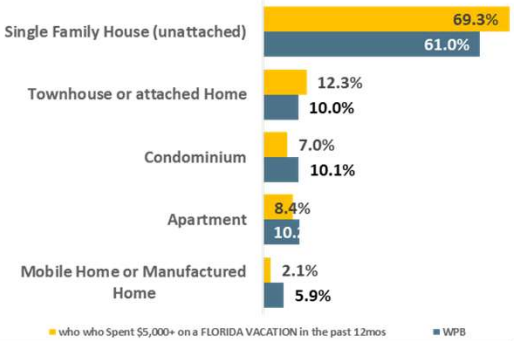


23.2% or 442,894 of WPB DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 21.6% more likely to own their home, 34.2% more likely to own a higher valued home, 13.6% more likely to have a single-family home, 18.6% more likely to have a dog.

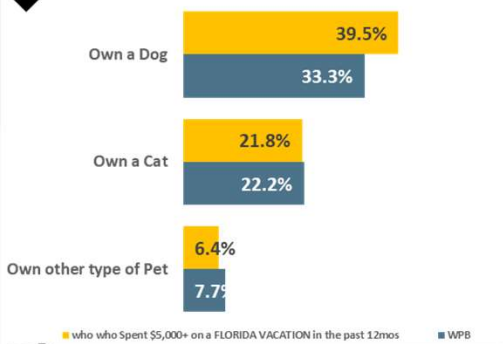
Own/Rent/Other: Adults 18 or older



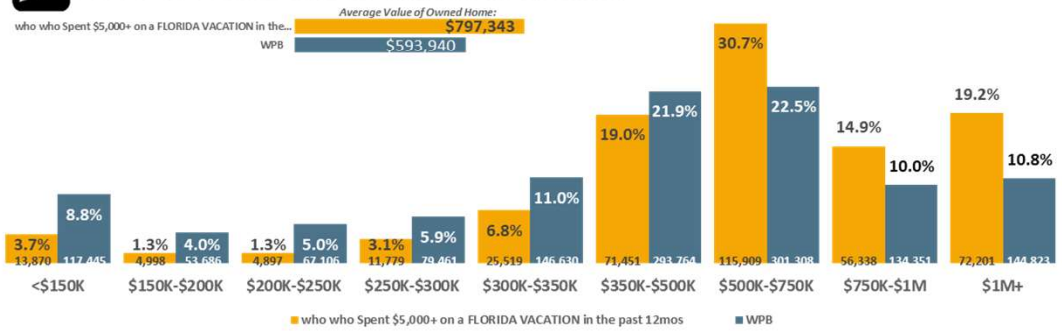
Type of Home: Adults 18 or older



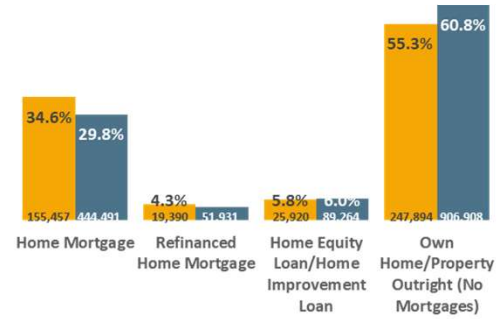
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 659

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

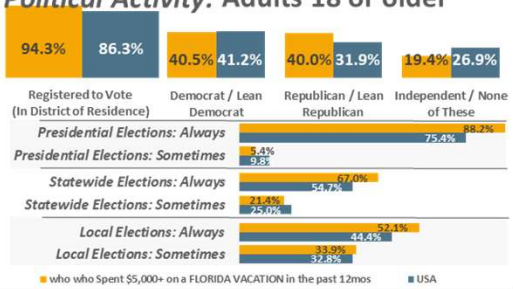


9.4% or 24,757,695 of USA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 3.6% more likely to look up D-I-Y advice online, 17.5% more likely to always vote in local elections, 52.9% more likely to belong to a gym, 55.9% more likely to fly domes

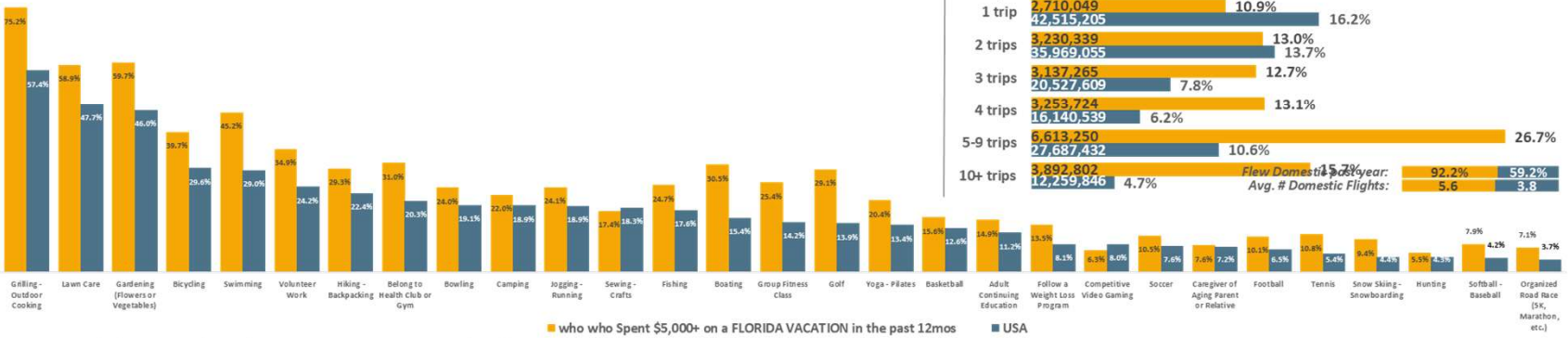
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA *USA Projection* *Scarborough R2 2025: Sep24-Aug25* *Qual Intab* *2,830*

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

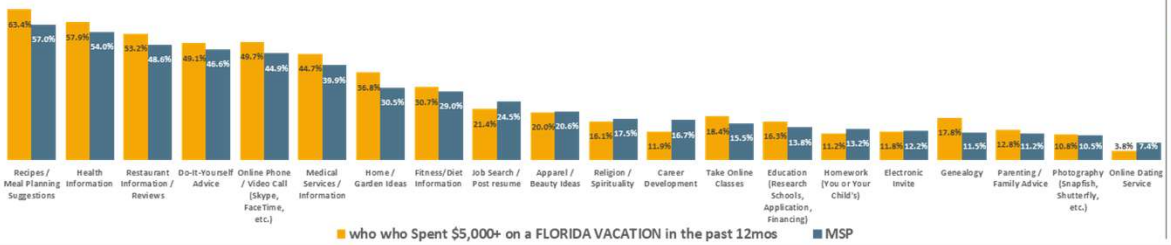
USA Projection *Scarborough R2 2025: Sep24-Aug25* *Qual Intab* *25,507*

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

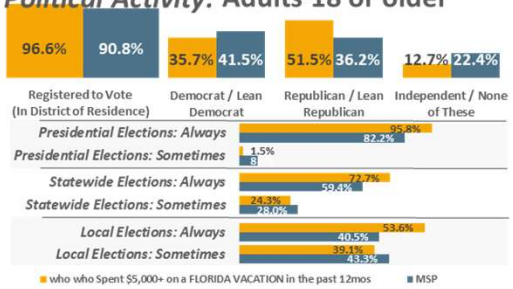


9.3% or 362,912 of MSP DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past… Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 5.4% more likely to look up D-I-Y advice online, 32.5% more likely to always vote in local elections, 73.3% more likely to belong to a gym, 54.7% more likely to fly domes

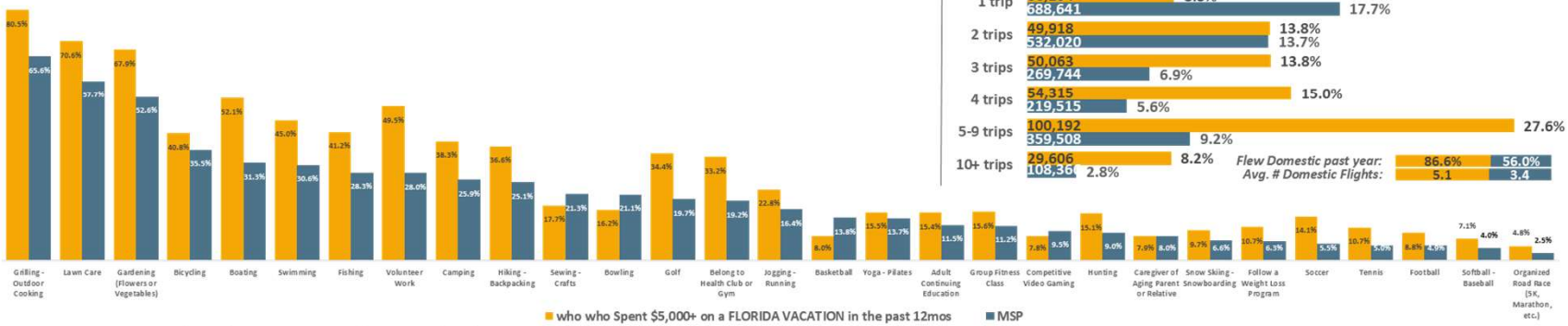
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 217

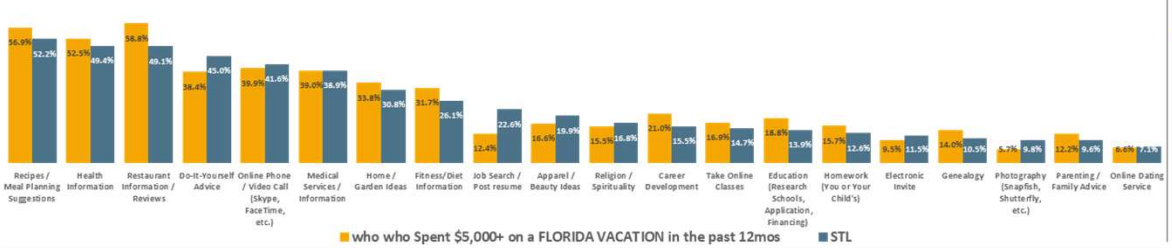
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

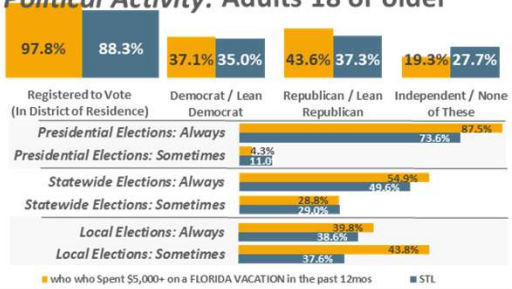


12.1% or 302,671 of STL DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past... Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 14.7% less likely to look up D-I-Y advice online, 3.% more likely to always vote in local elections, 78.4% more likely to belong to a gym, 75.5% more likely to fly domest

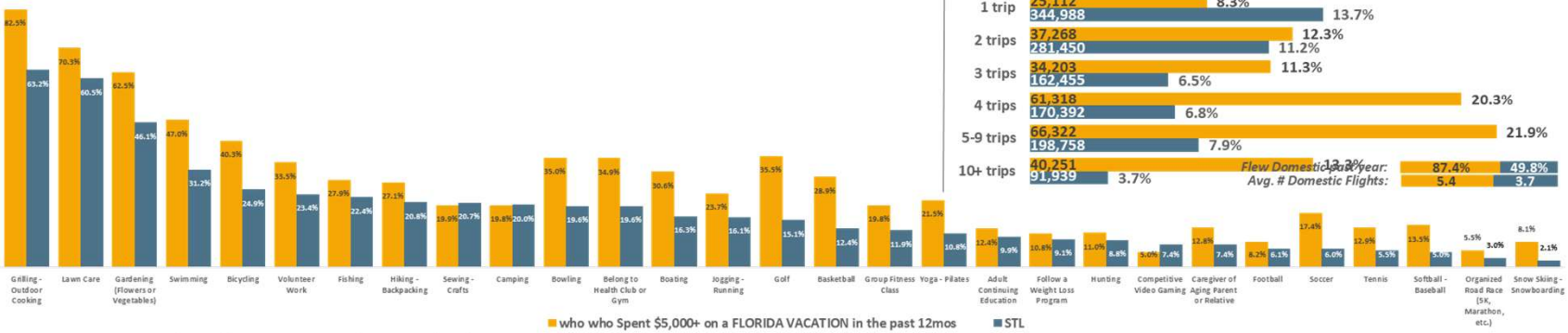
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 288

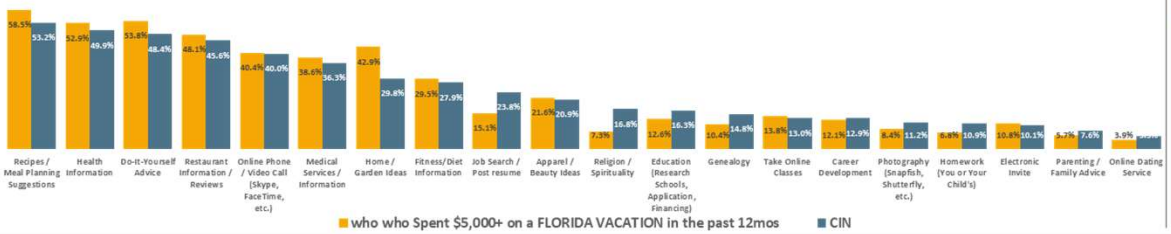
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

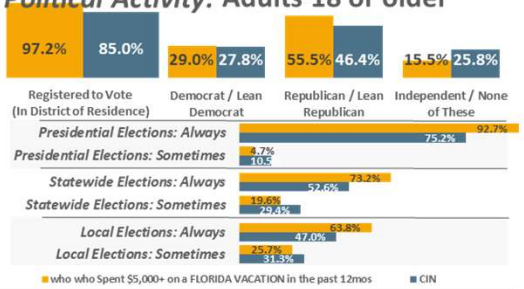


10.2% or 198,032 of CIN DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past… Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 11.2% more likely to look up D-I-Y advice online, 35.7% more likely to always vote in local elections, 59.5% more likely to belong to a gym, 79.7% more likely to fly dome

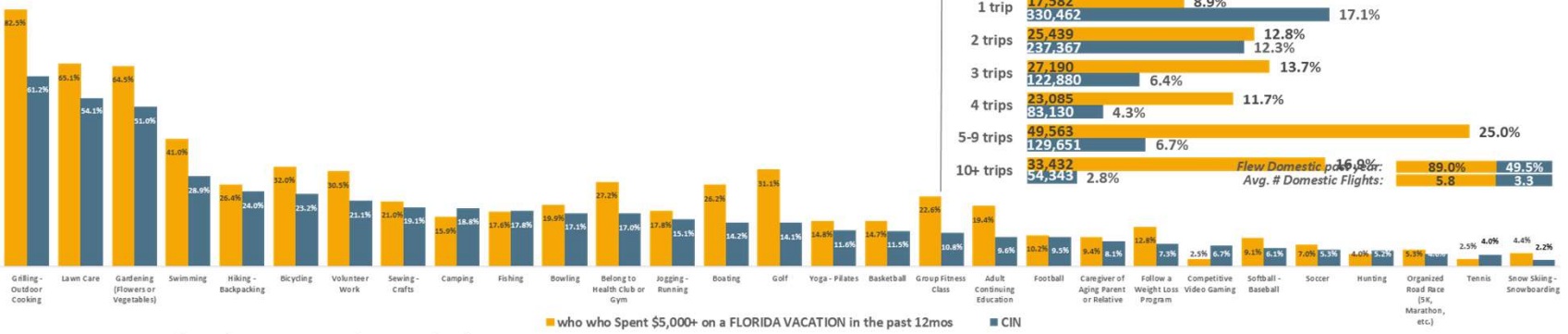
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 247

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

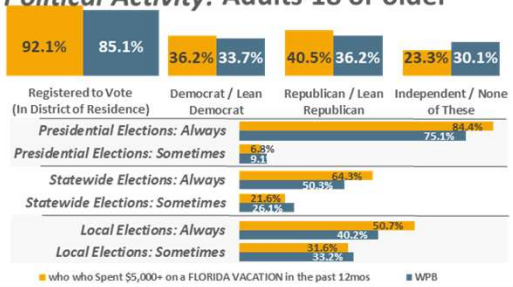


23.2% or 442,894 of WPB DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past… Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 3.5% more likely to look up D-I-Y advice online, 26.1% more likely to always vote in local elections, 60.5% more likely to belong to a gym, 53.5% more likely to fly domes

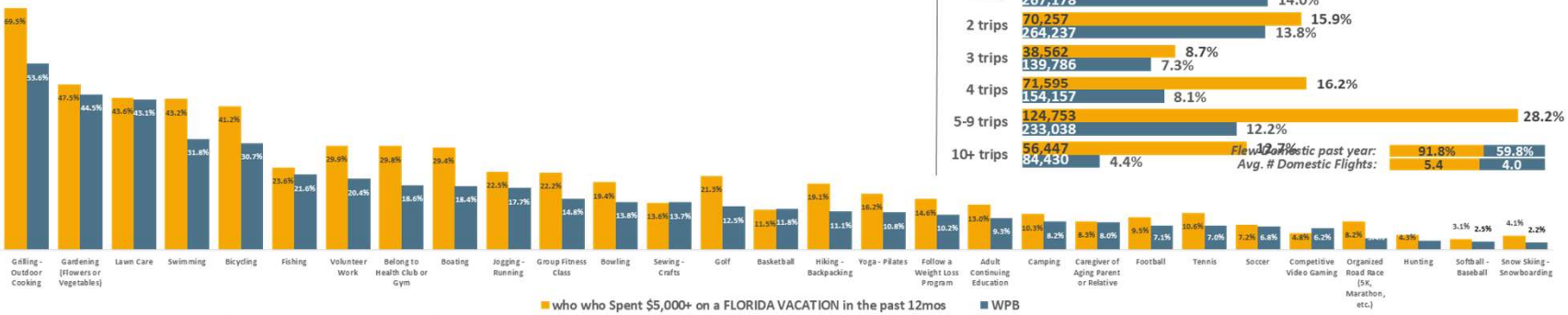
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 659

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



9.4% or 24,757,695 of USA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 4.8% more likely to use QSRs past mo., 20.8% more likely to use Sit-Down Restaurants past mo., 31.4% more likely to use Casinos past yr., 39.7% less likely to smoke cigar

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 87.4% (21,636,691) 83.4% (218,723,595)

Avg. Monthly QSR Meals: 6.4 5.9

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



Total Monthly Sit-Down Restaurant Users: 87.0% (21,529,693) 72.0% (188,675,723)

Avg. Monthly Sit-Down Restaurant Meals: 4.7 3.7

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who who Spent $5,000+ on a FLORIDA VACATION in... 5,234,937 21.1%

USA 19.5%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,830

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



9.3% or 362,912 of MSP DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 7.3% more likely to use QSRs past mo., 16.8% more likely to use Sit-Down Restaurants past mo., 12.4% more likely to use Casinos past yr., 4.6% less likely to smoke cigare

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



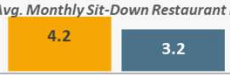
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 217

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



12.1% or 302,671 of STL DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 6.7% more likely to use QSRs past mo., 15.% more likely to use Sit-Down Restaurants past mo., 34.% more likely to use Casinos past yr., 59.1% less likely to smoke cigaret

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



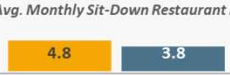
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



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.)

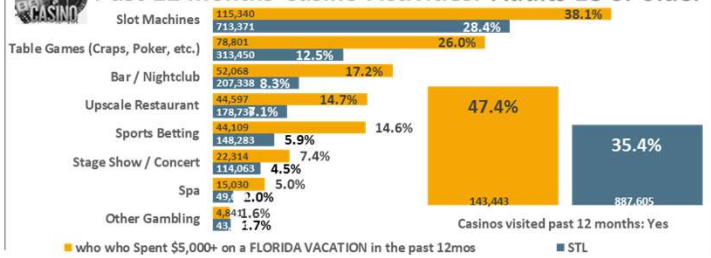


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 288

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



10.2% or 198,032 of CIN DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 10.4% more likely to use QSRs past mo., 20.1% more likely to use Sit-Down Restaurants past mo., 26.3% more likely to use Casinos past yr., 71.6% less likely to smoke ciga

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 96.0% 190,020 | 86.9% 1,680,883

Avg. Monthly QSR Meals: 6.4 | 6.3

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



Total Monthly Sit-Down Restaurant Users: 91.7% 181,549 | 76.4% 1,476,397

Avg. Monthly Sit-Down Restaurant Meals: 5.3 | 3.9

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who who Spent $5,000+ on a FLORIDA VACATION in... 39,546 20.0%

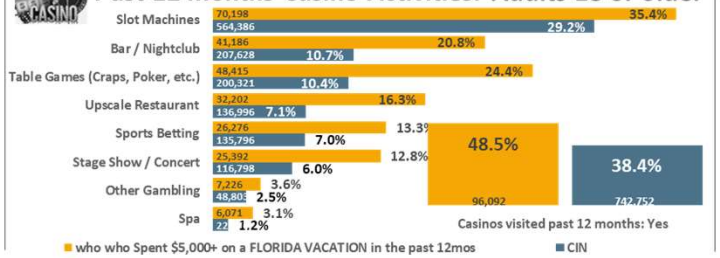
CIN 366,382 18.9%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 247

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



23.2% or 442,894 of WPB DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are .4% more likely to use QSRs past mo., 22.2% more likely to use Sit-Down Restaurants past mo., 78.% more likely to use Casinos past yr., 8.9% more likely to smoke cigarett

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 76.2% 337,651 | 75.9% 1,452,304

Avg. Monthly QSR Meals: 5.9 | 5.4

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



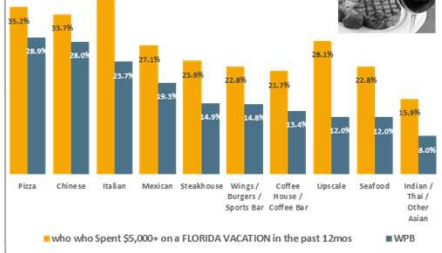
Total Monthly Sit-Down Restaurant Users: 89.2% 395,206 | 73.0% 1,396,169

Avg. Monthly Sit-Down Restaurant Meals: 5.6 | 4.2

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)





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

who who Spent $5,000+ on a FLORIDA VACATION in... 93,983 21.2%

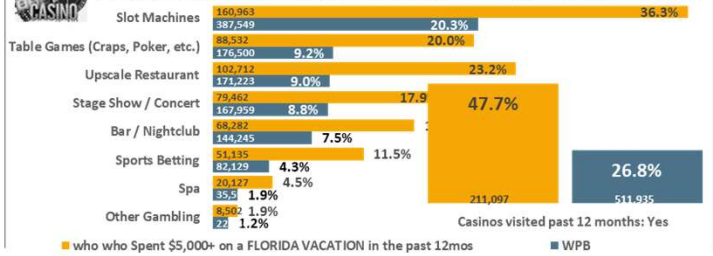
WPB 321,590 16.8%

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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 659

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

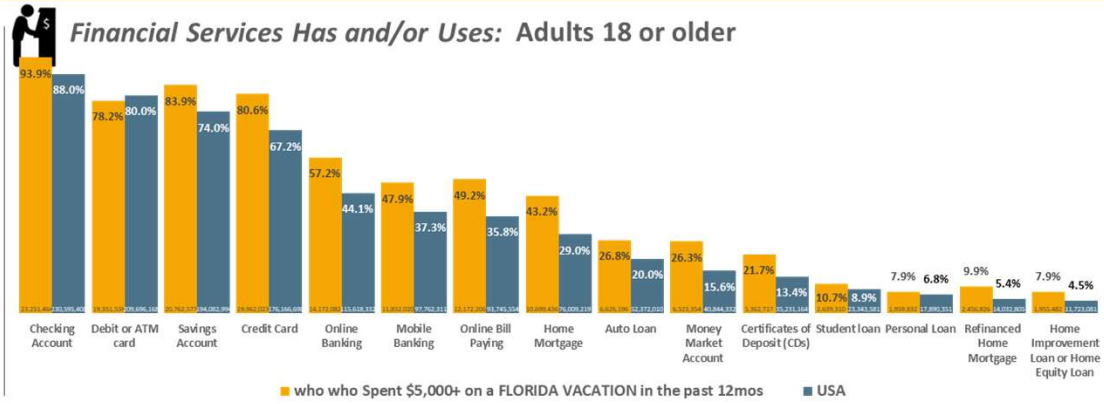


9.4% or 24,757,695 of USA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 36.5% more likely to have a 401K, 34.% more likely to have an Auto Loan, 79.1% more likely to Invest/Trade Stocks Online, 20.4% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



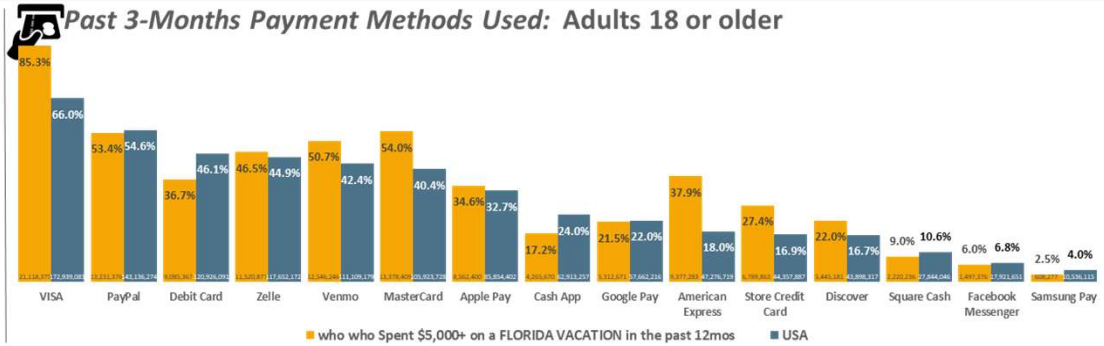
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,830

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

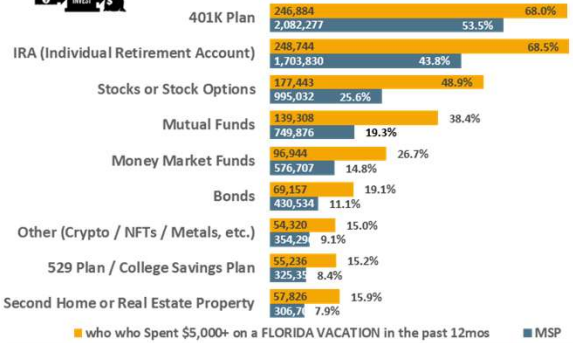
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

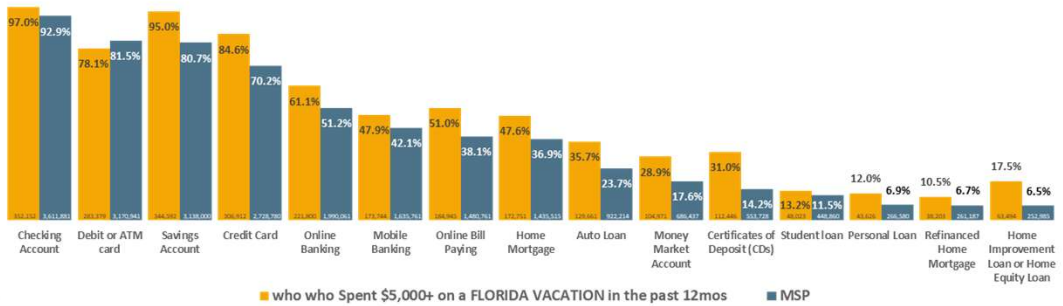


9.3% or 362,912 of MSP DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past 12mos. Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 27.1% more likely to have a 401K, 50.7% more likely to have an Auto Loan, 83.6% more likely to Invest/Trade Stocks Online, 29.8% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



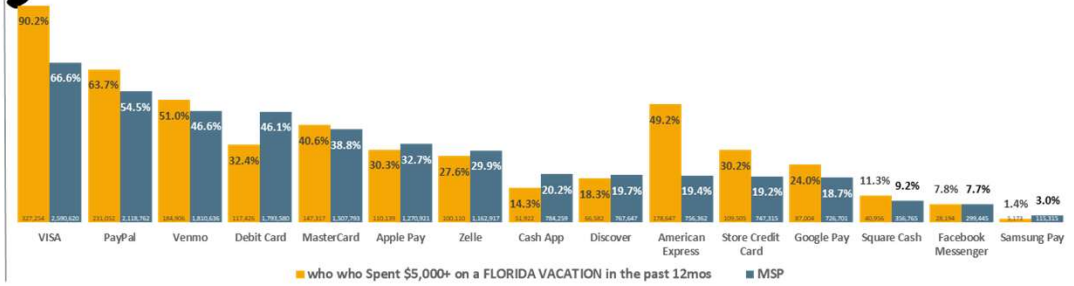
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 217

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

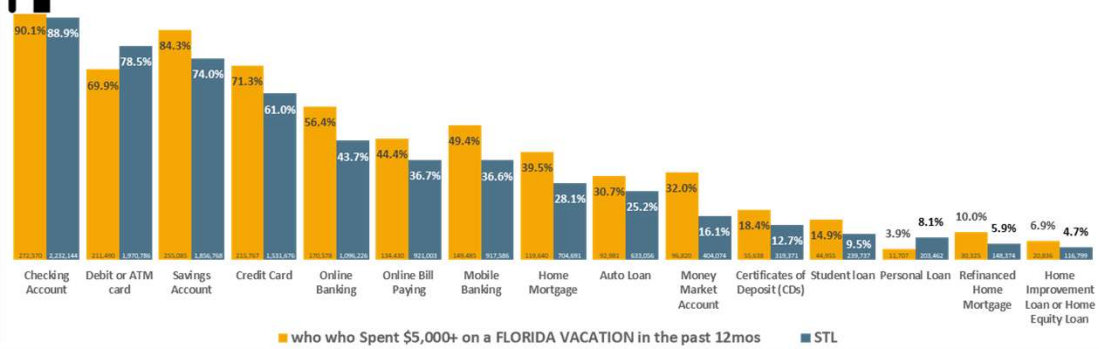


12.1% or 302,671 of STL DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past... Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 52.2% more likely to have a 401K, 21.8% more likely to have an Auto Loan, 78.8% more likely to Invest/Trade Stocks Online, 25.2% less likely to pay with their Debit Card.

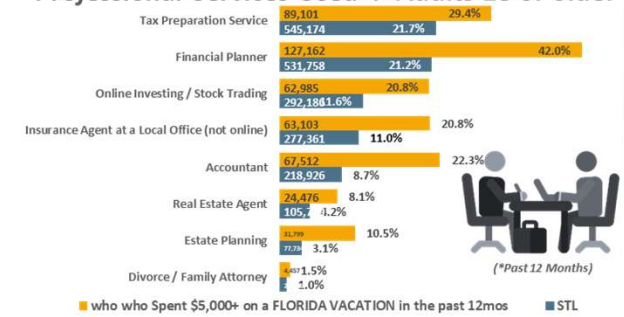
Investments Owned: Adults 18 or older



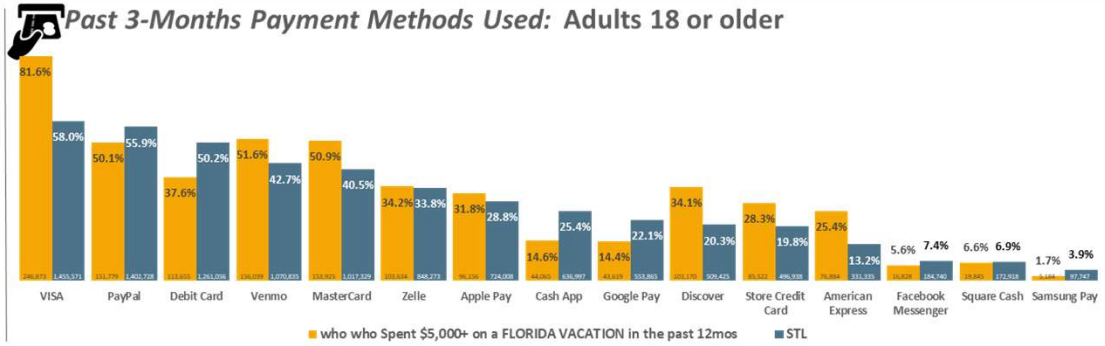
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 288

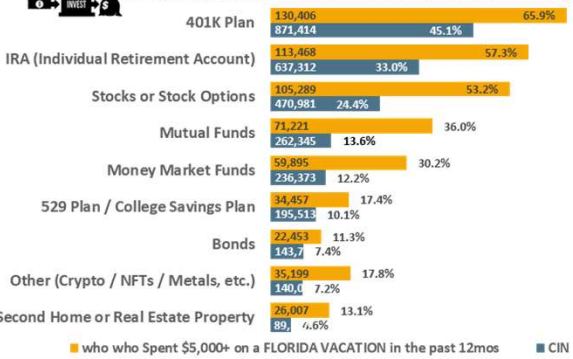
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

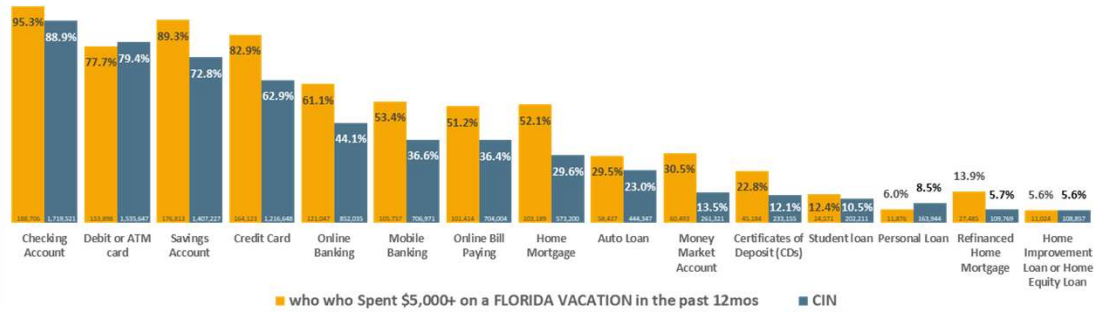


10.2% or 198,032 of CIN DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past… Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 46.1% more likely to have a 401K, 28.4% more likely to have an Auto Loan, 95.1% more likely to Invest/Trade Stocks Online, 22.1% less likely to pay with their Debit Card.

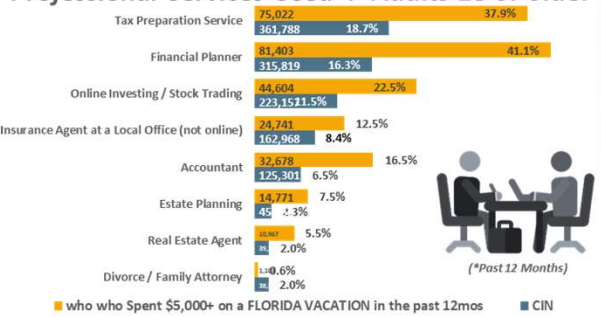
Investments Owned: Adults 18 or older



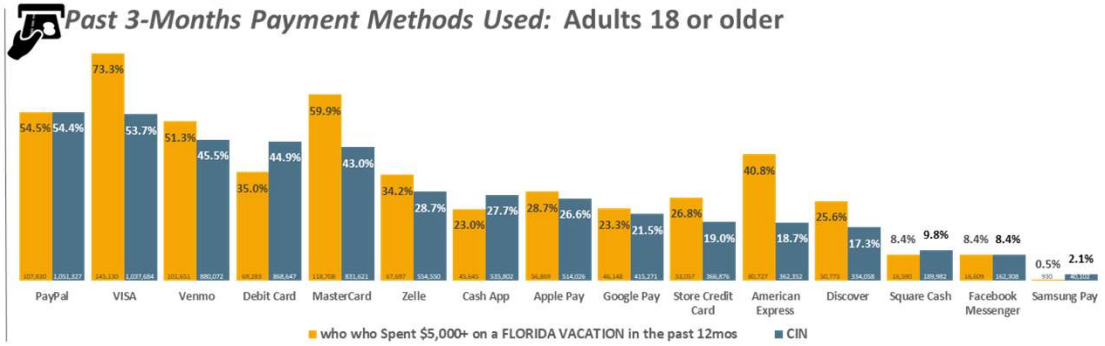
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 247

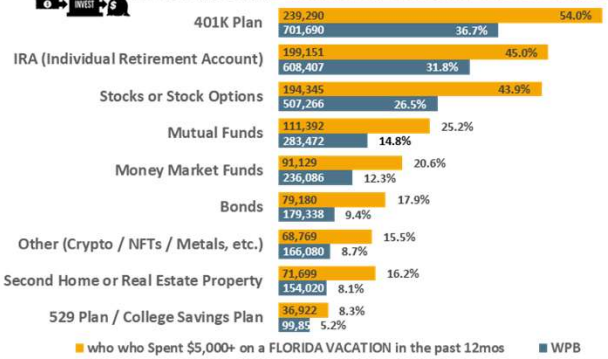
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

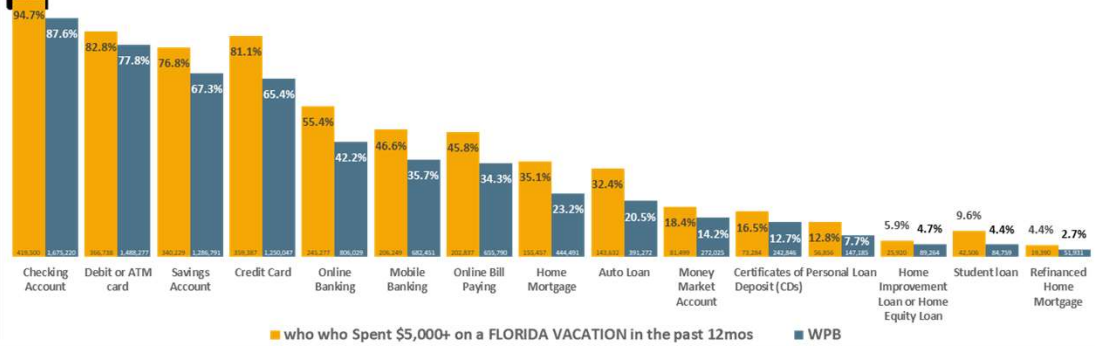


23.2% or 442,894 of WPB DMA Adults 18 or older who Spent $5,000+ on a FLORIDA VACATION in the past... Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos are 47.2% more likely to have a 401K, 58.5% more likely to have an Auto Loan, 58.3% more likely to Invest/Trade Stocks Online, 9.% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



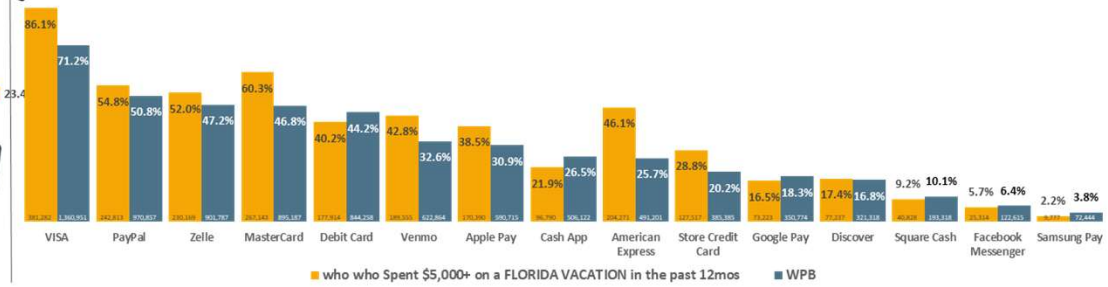
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



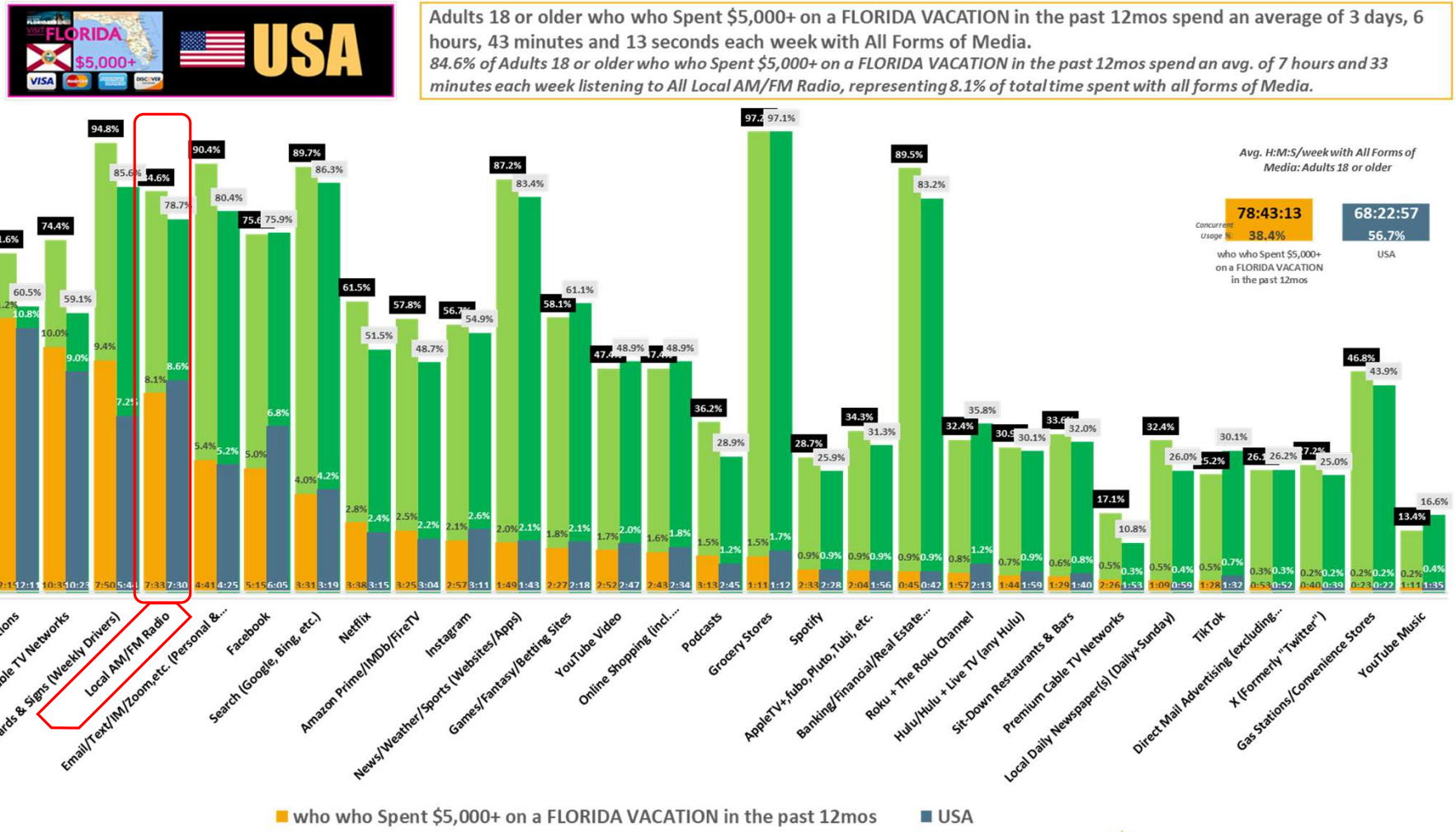
Past 3-Months Payment Methods Used: Adults 18 or older



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 659

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

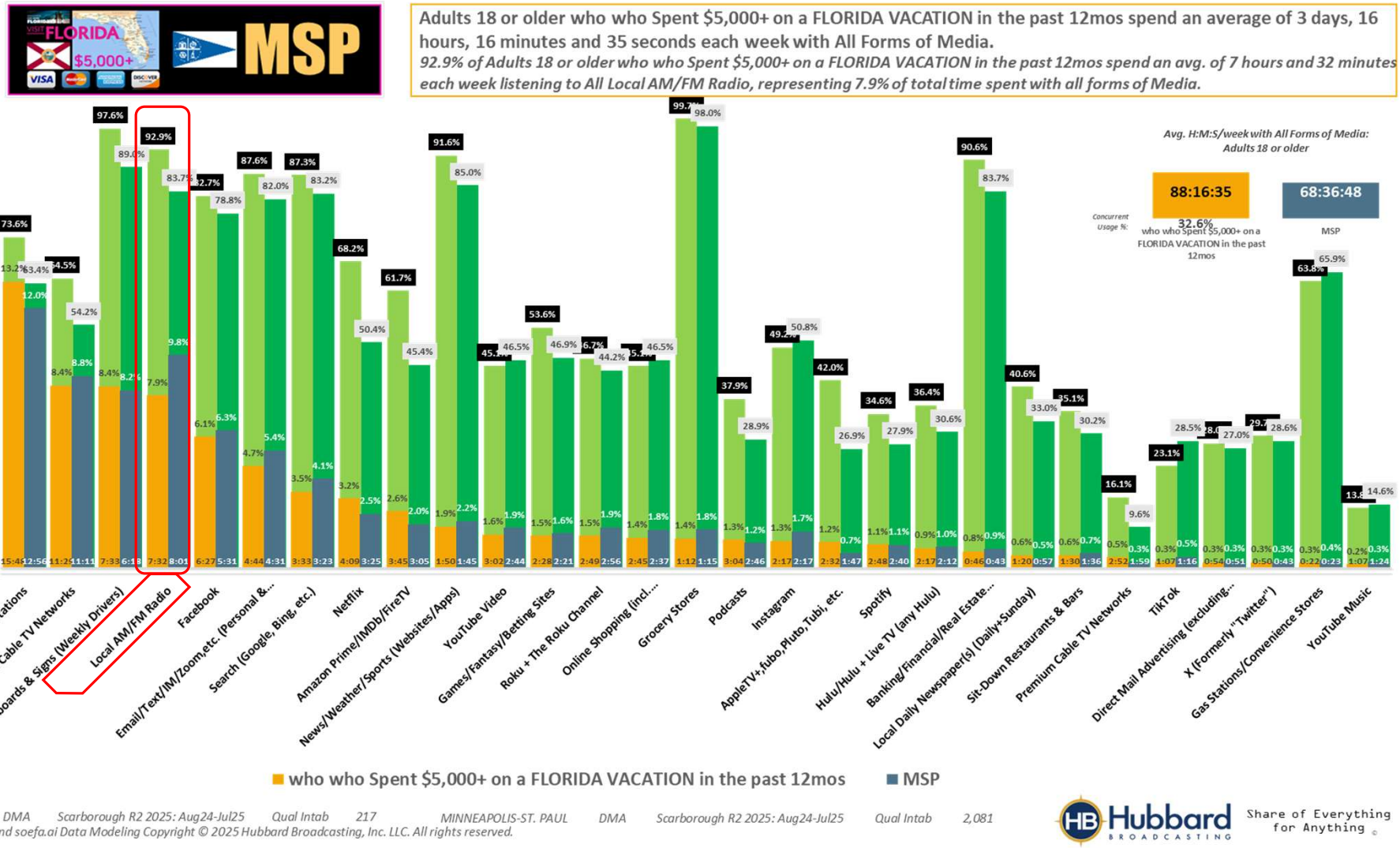


USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,830 USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

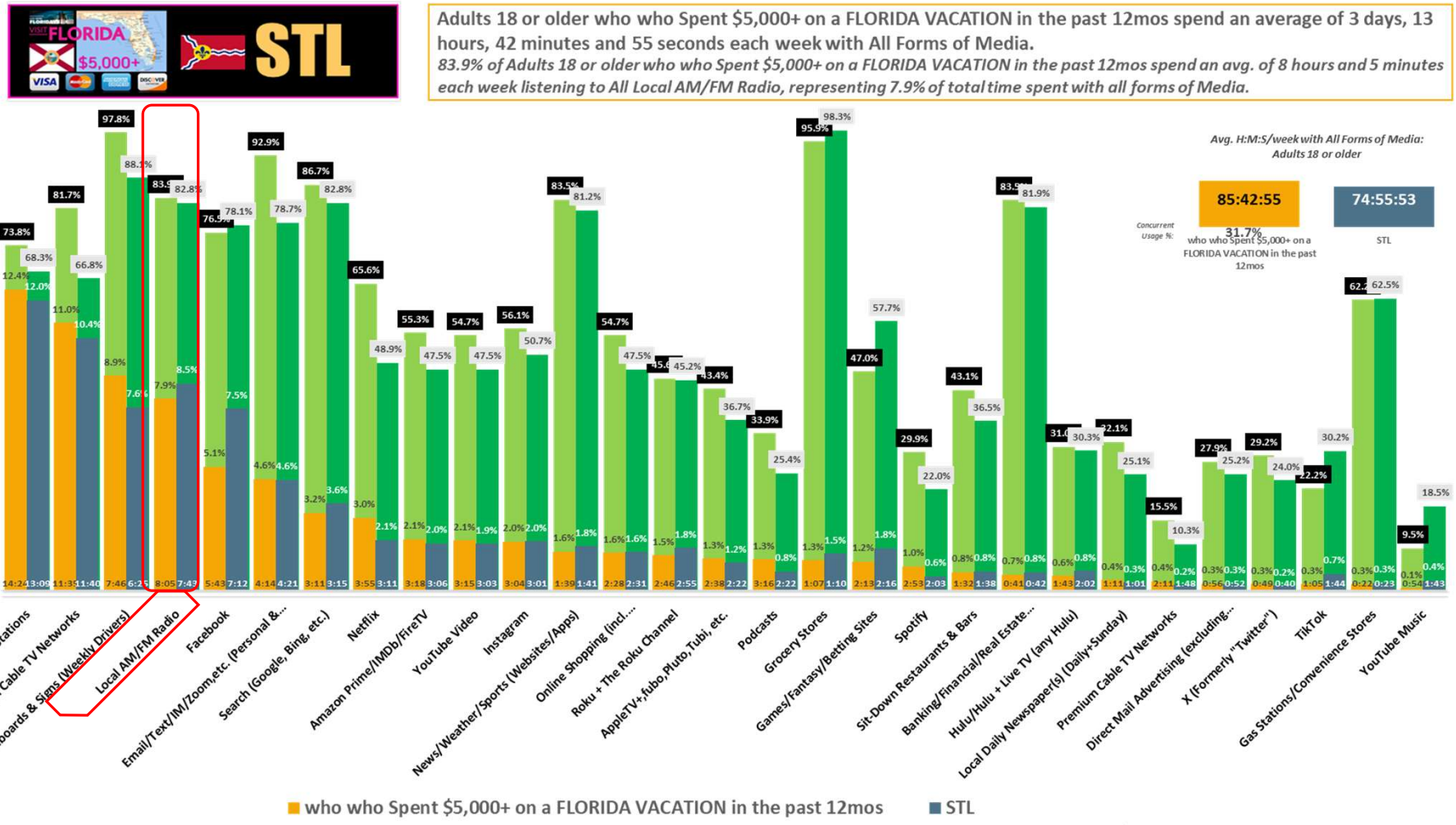


MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 217 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

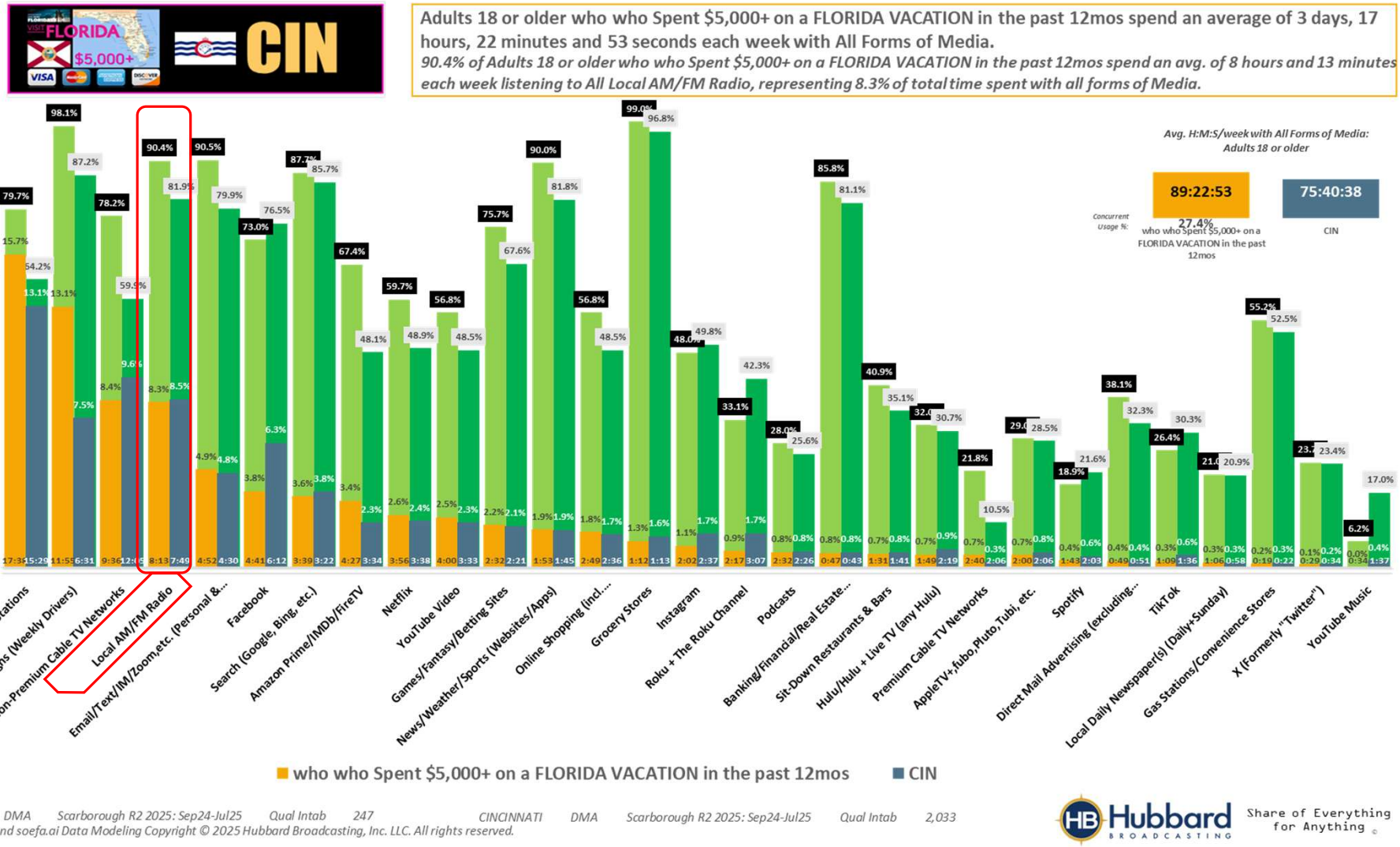


STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 288 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

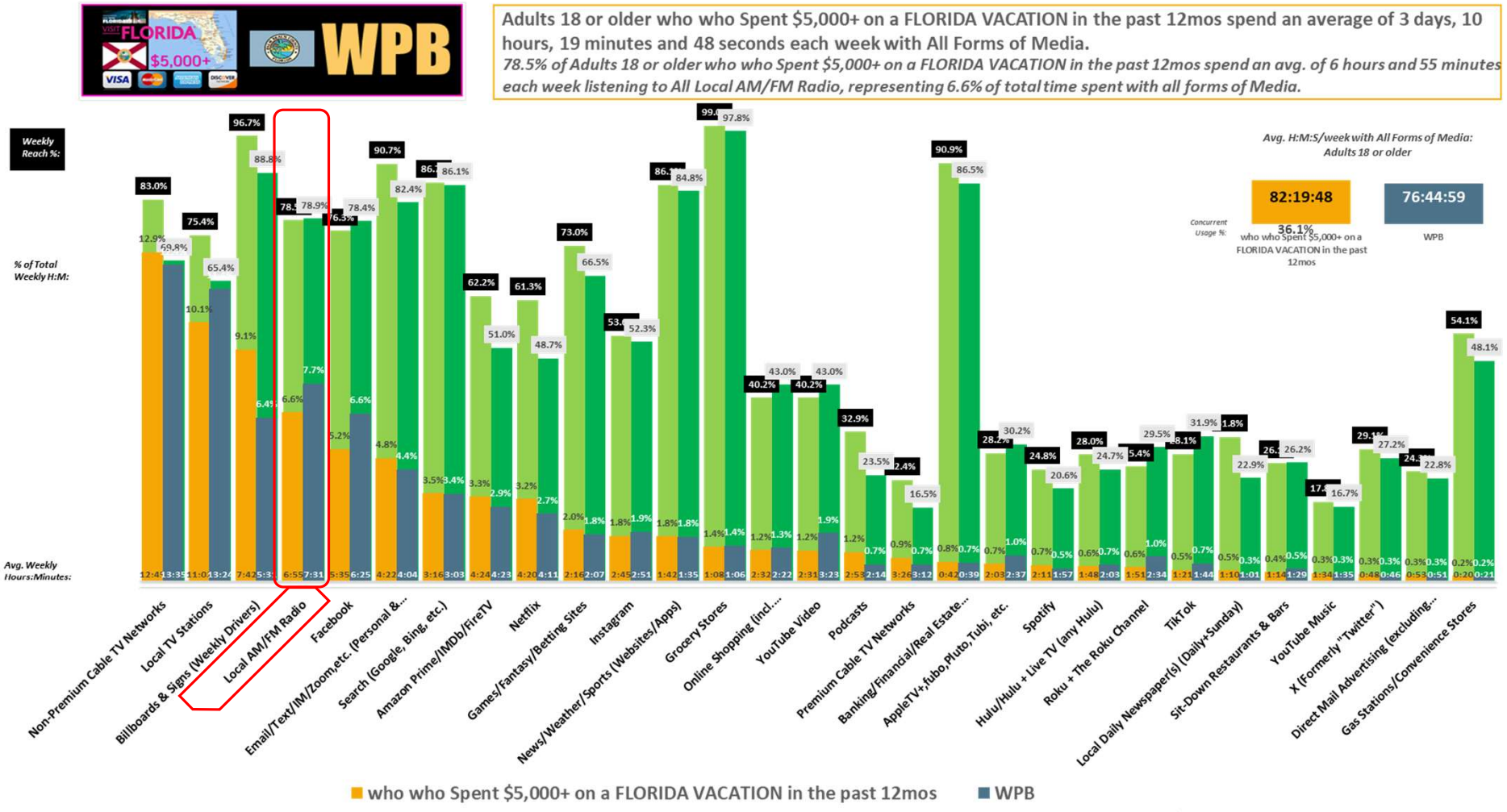


CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 247 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 659 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

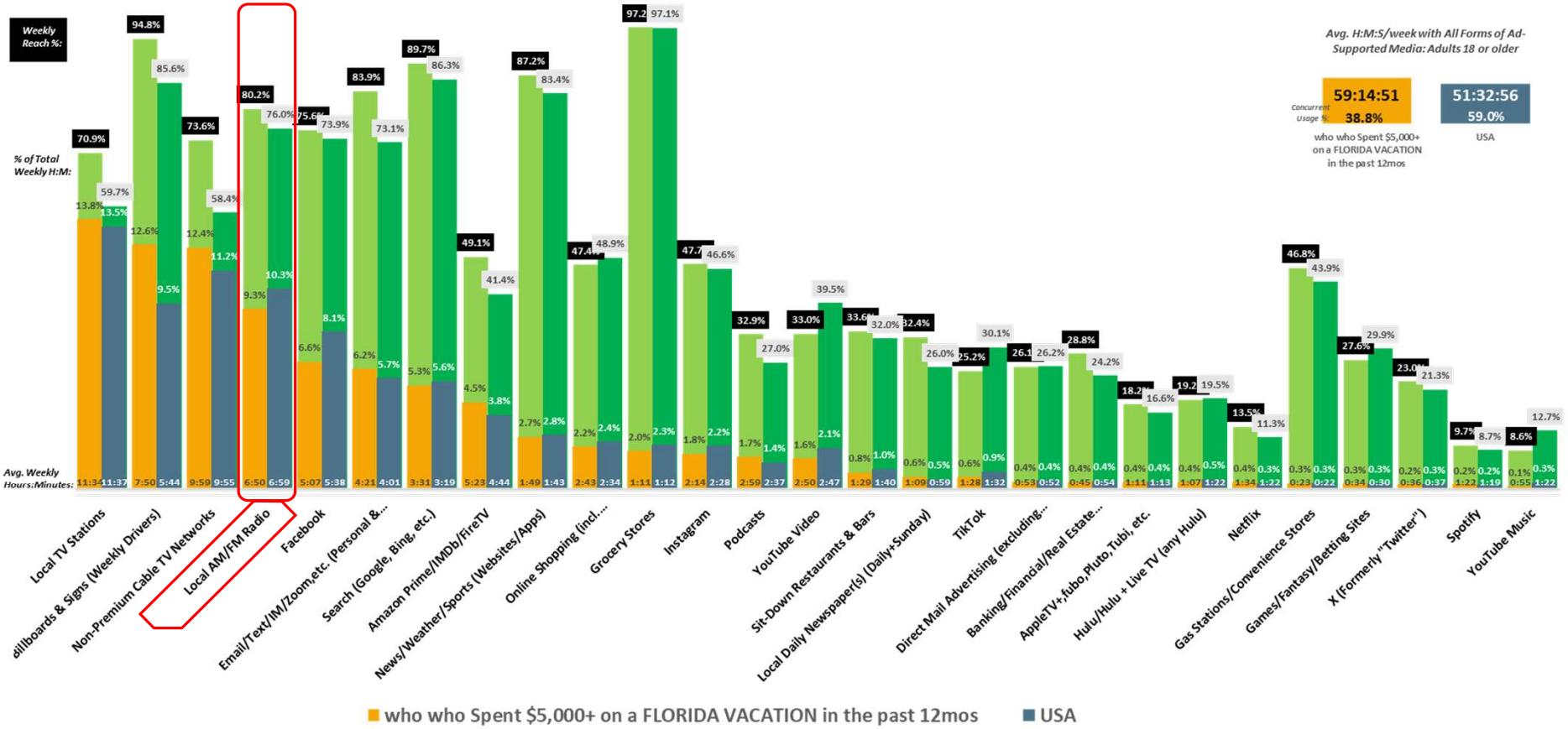
Hubbard BROADCASTING Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 2 days, 11 hours, 14 minutes and 51 seconds each week with All Forms of Ad-Supported Media.

80.2% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an avg. of 6 hours and 50 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.3% of total time spent with all forms of Ad-Supported M

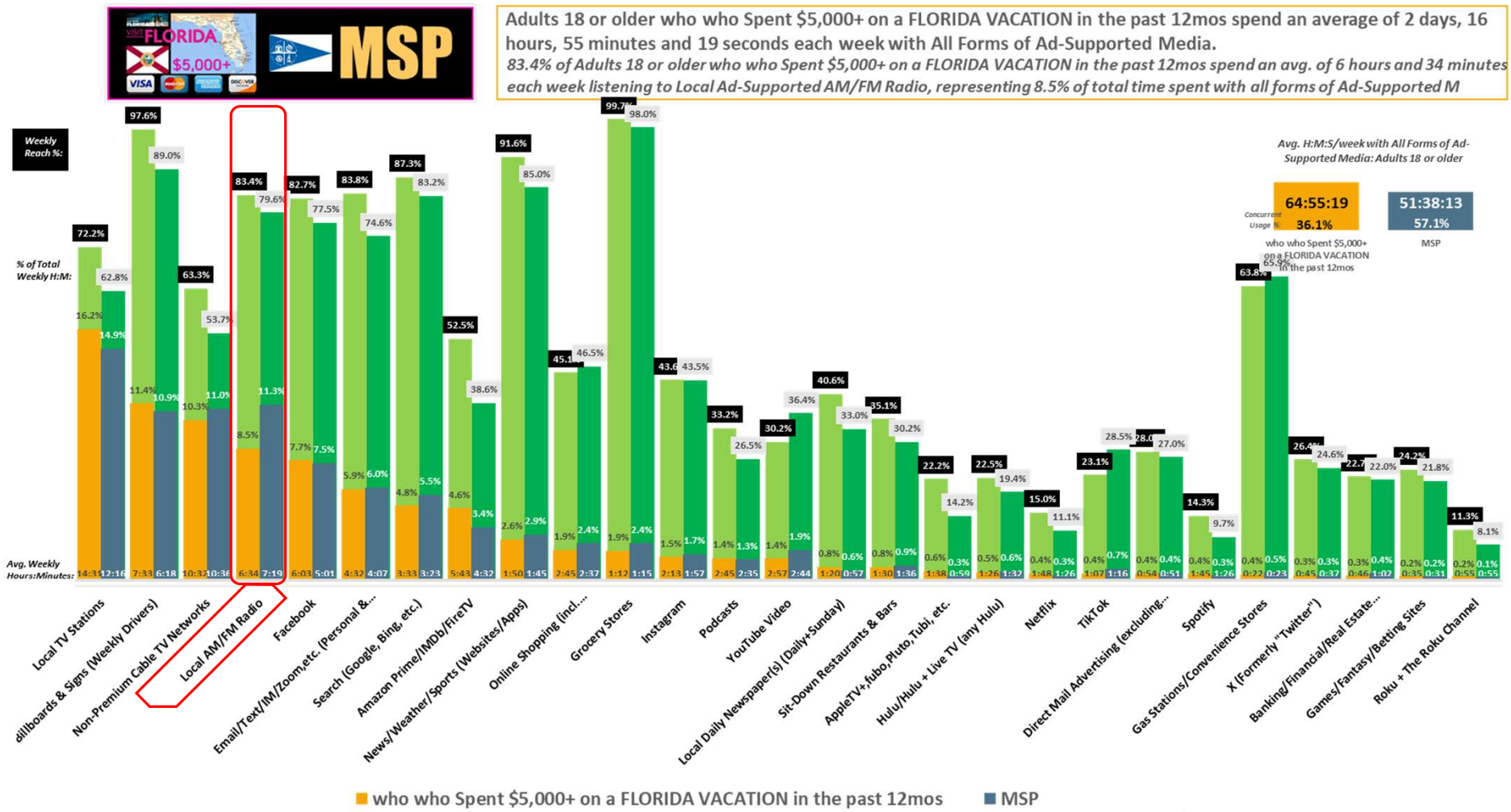


USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,830 USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

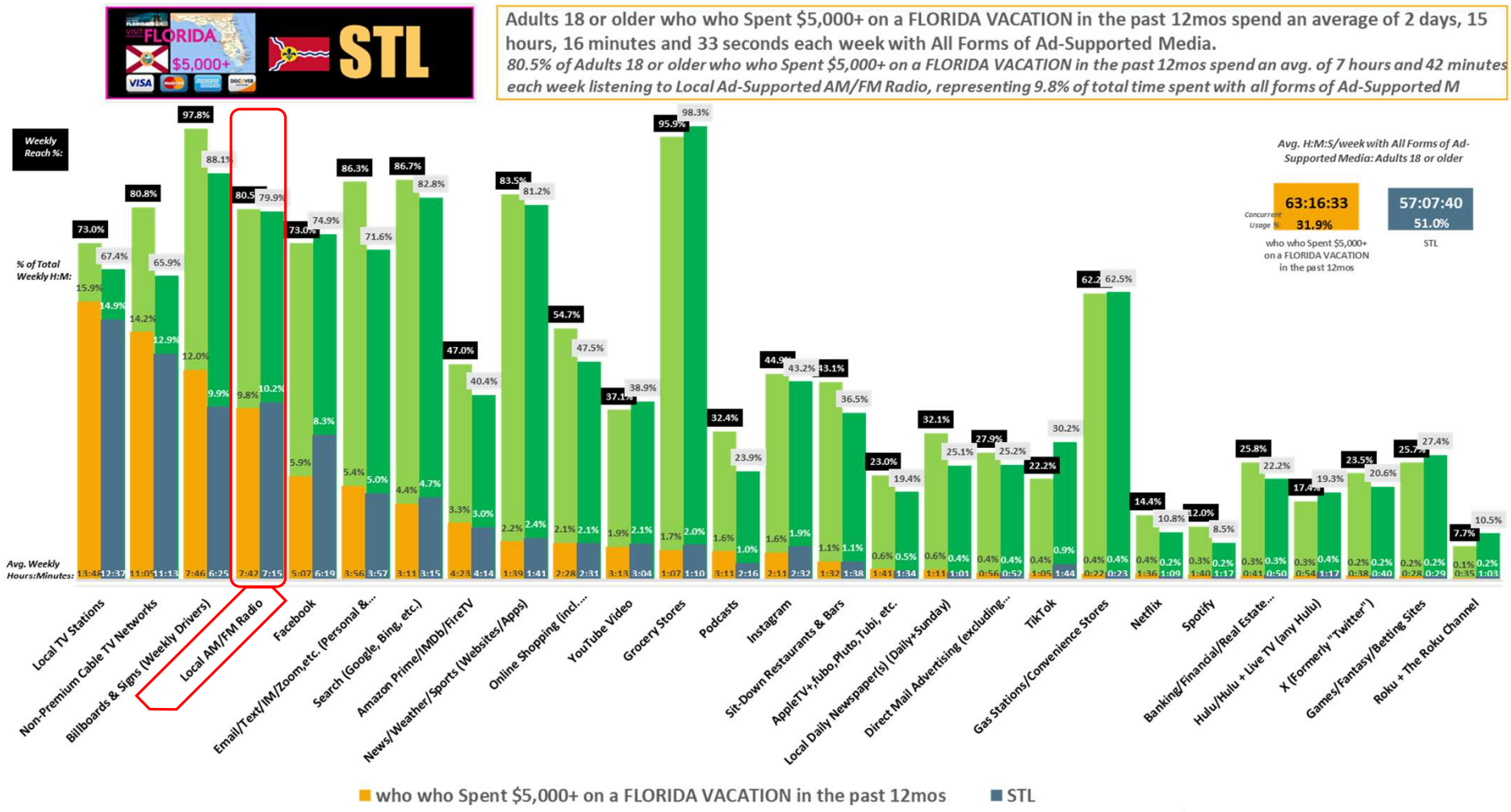


MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 217 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

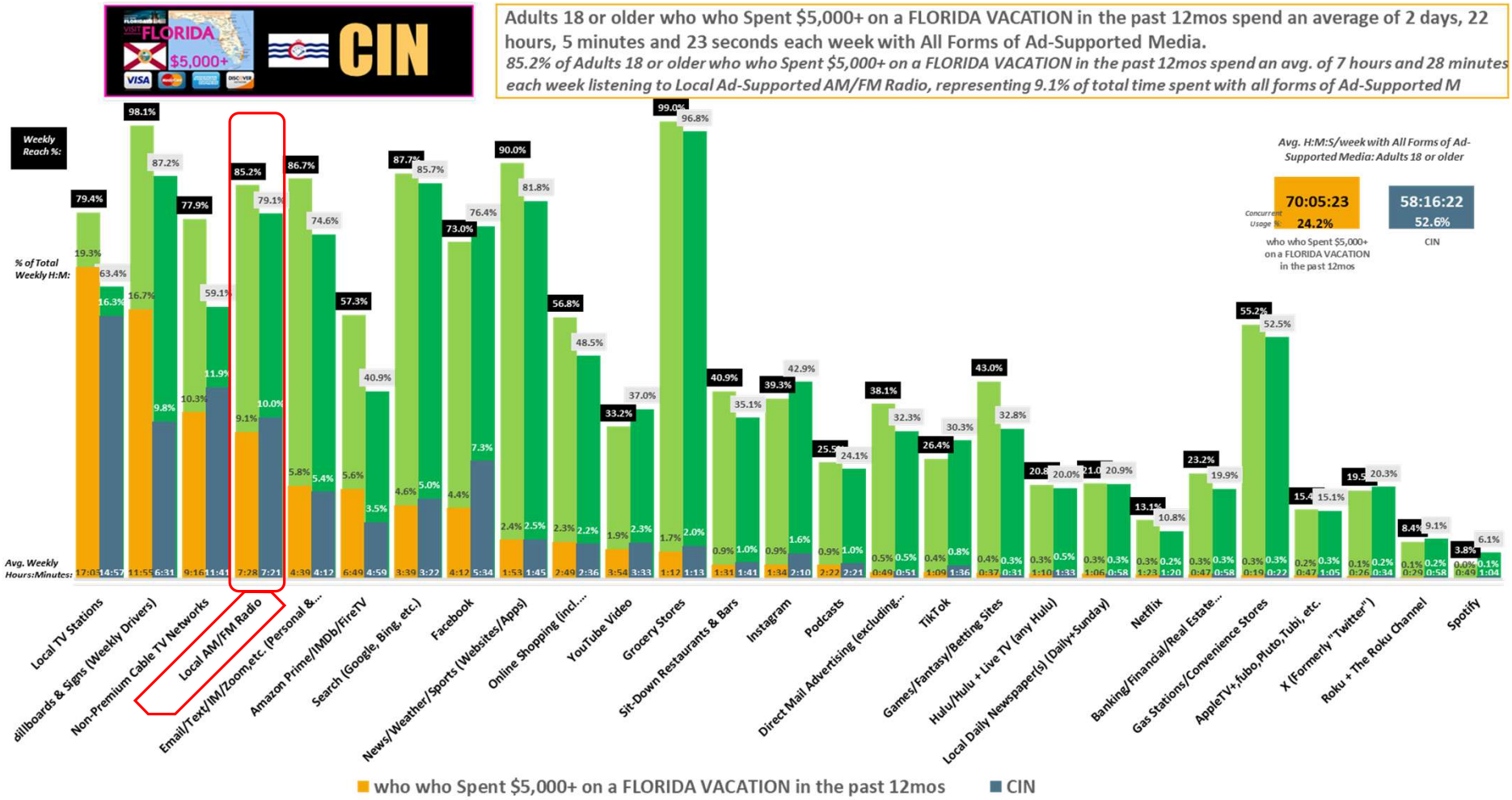


STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 288 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

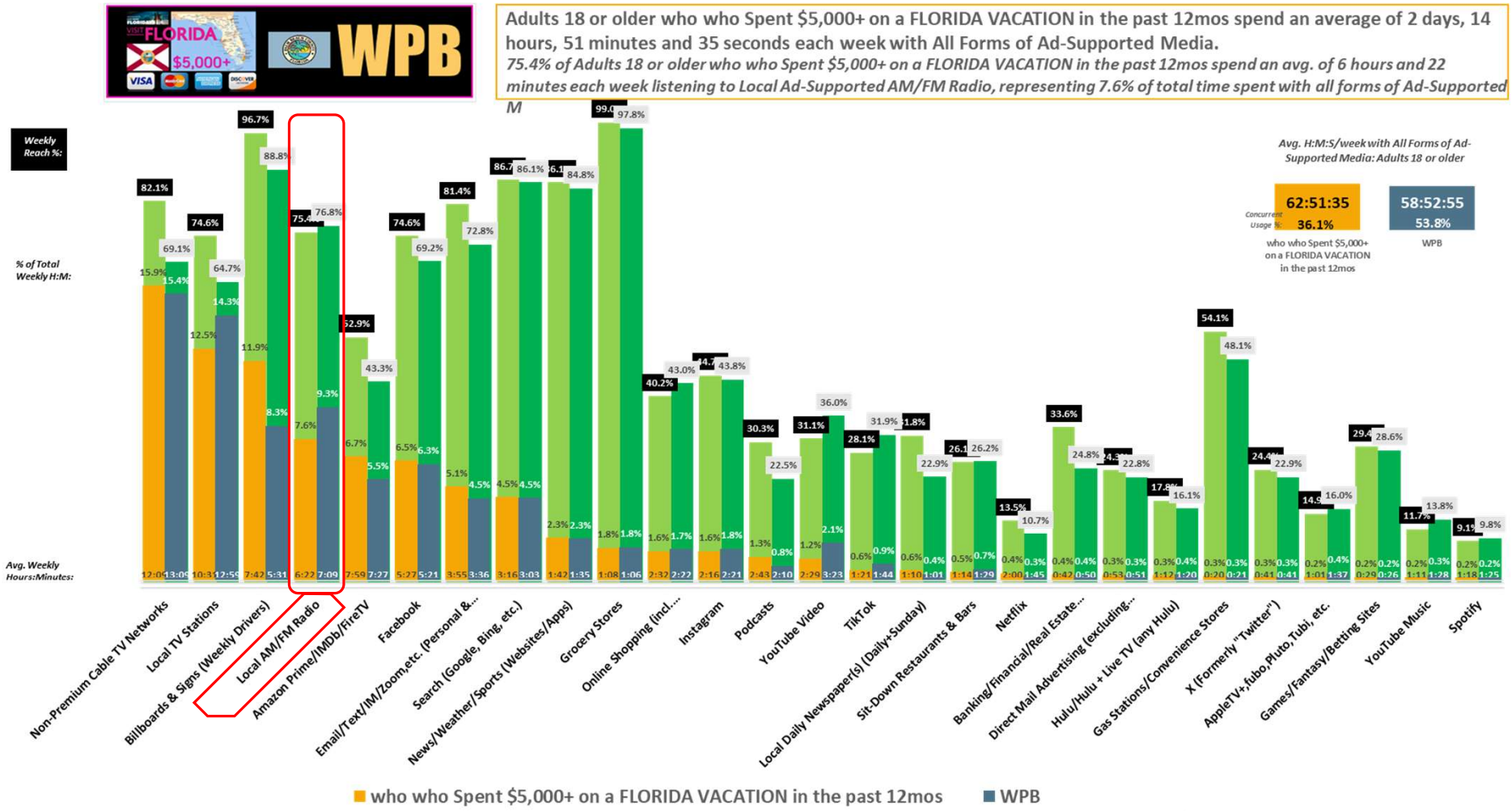


CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 247 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 659 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

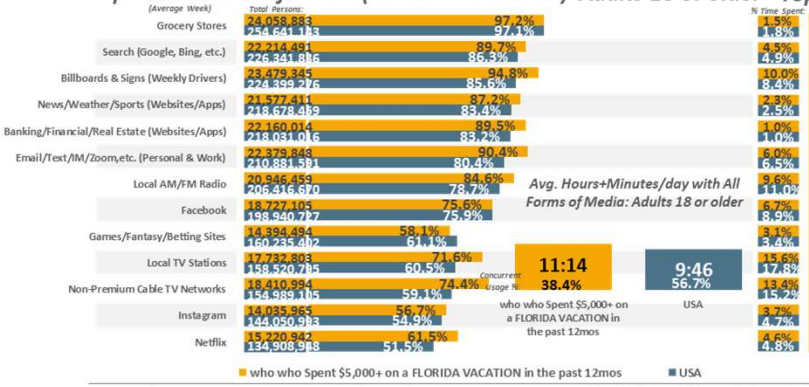
Hubbard BROADCASTING Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

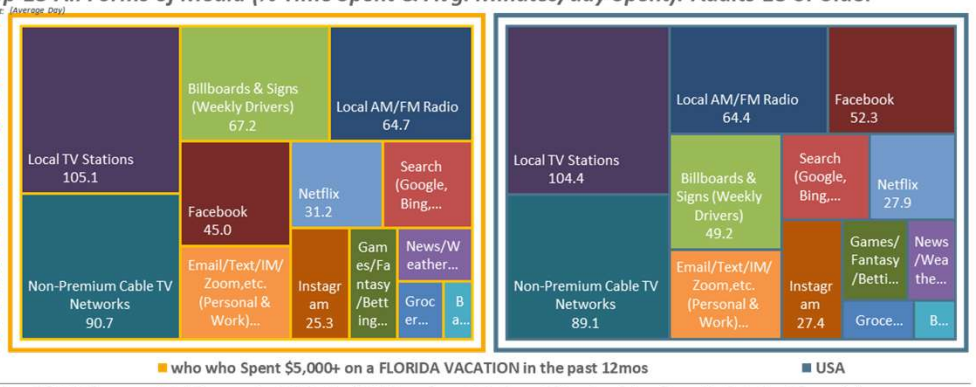


Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 8 hours and 27 minutes each day with All Forms of Ad-Supported Media. 80.2% listen to Local AM/FM Radio for an avg. of 58.7 minutes/day.*(Local Radio delivers 9.3% of Time with Ad-Supported Media.)*

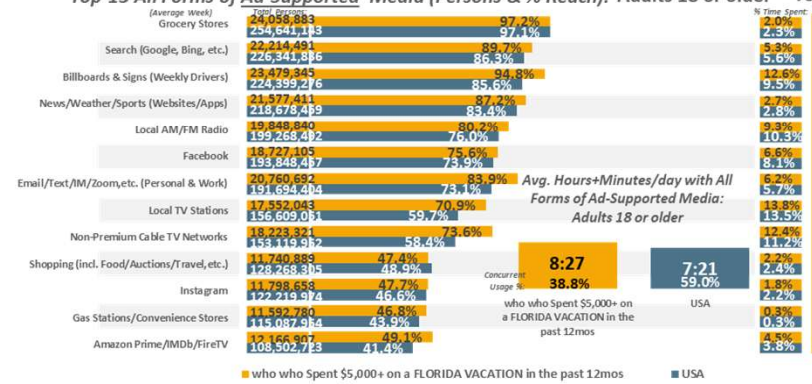
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



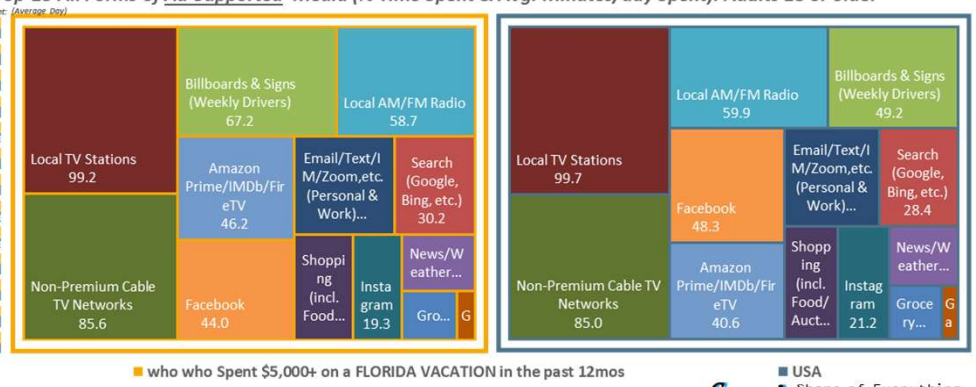
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,830

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

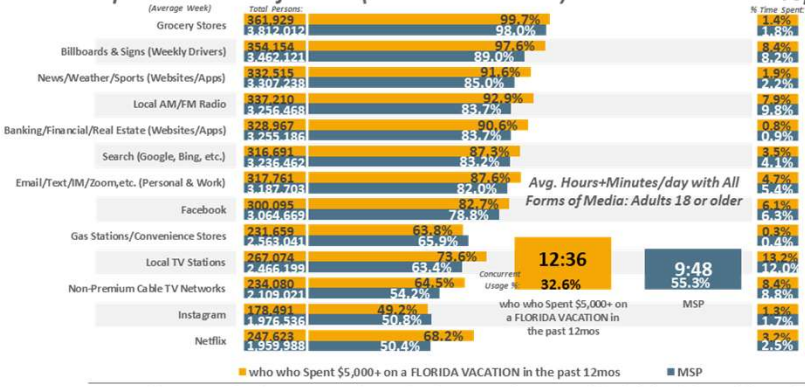
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

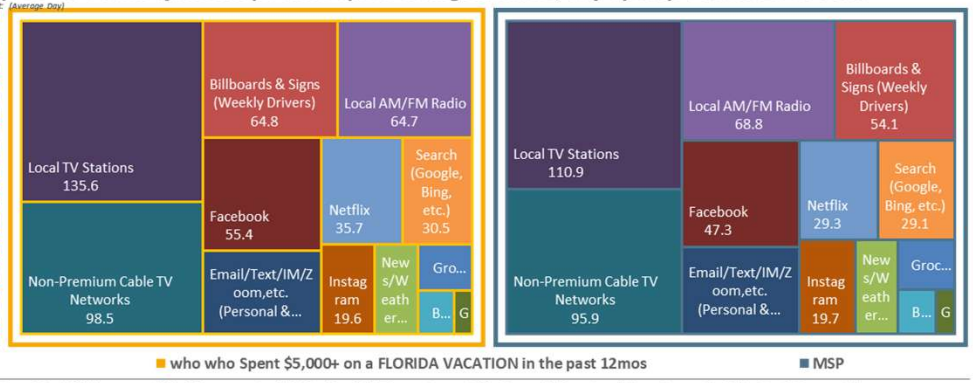


Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 9 hours and 16 minutes each day with All Forms of Ad-Supported Media. 83.4% listen to Local AM/FM Radio for an avg. of 56.4 minutes/day. *(Local Radio delivers 8.5% of Time with Ad-Supported Media.)*

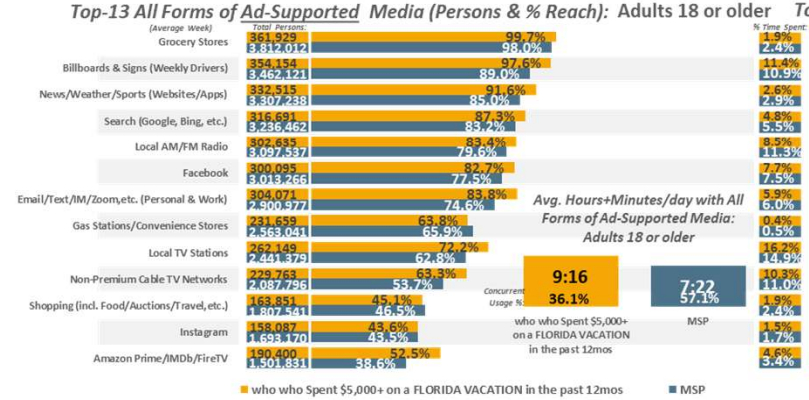
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



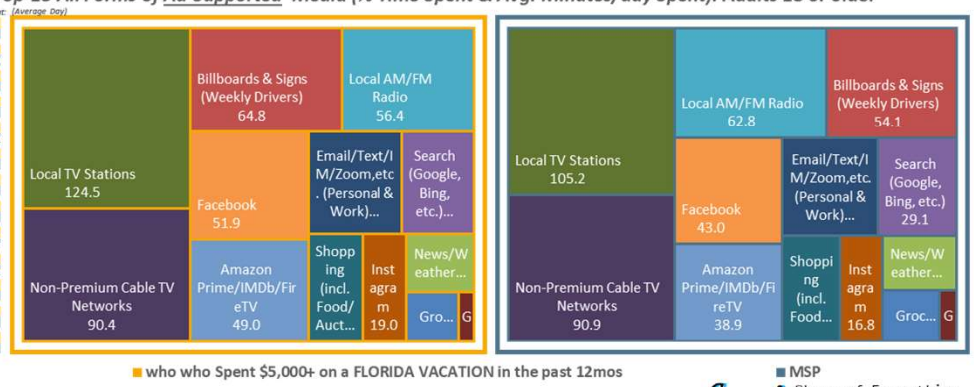
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 217

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

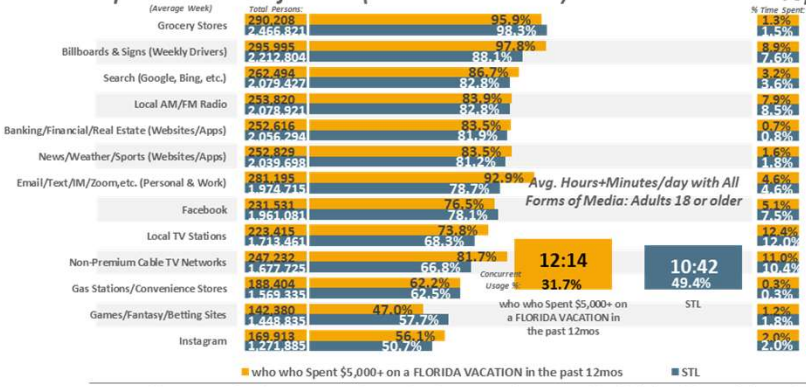
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

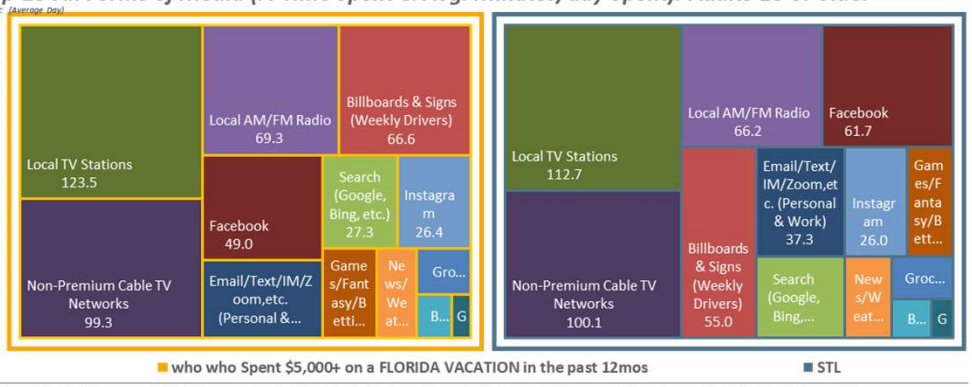


Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 9 hours and 2 minutes each day with All Forms of Ad-Supported Media. 80.5% listen to Local AM/FM Radio for an avg. of 66.1 minutes/day. *(Local Radio delivers 9.8% of Time with Ad-Supported Media.)*

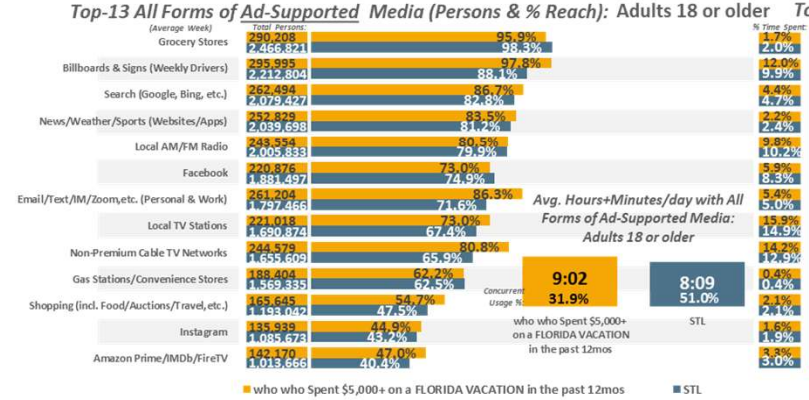
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



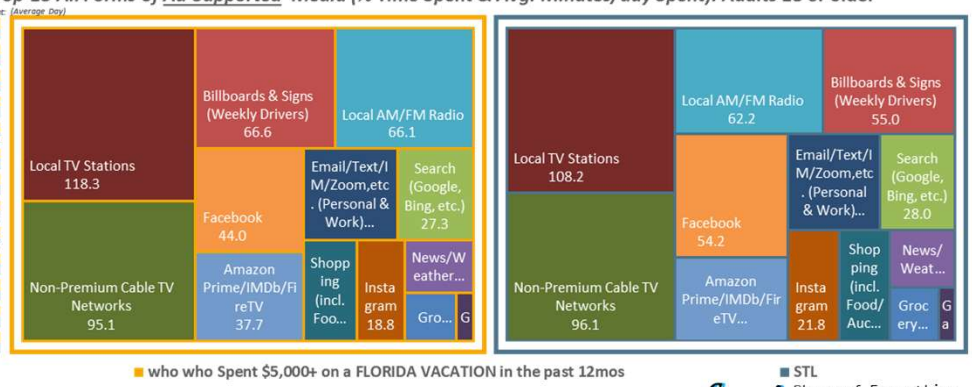
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 288

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

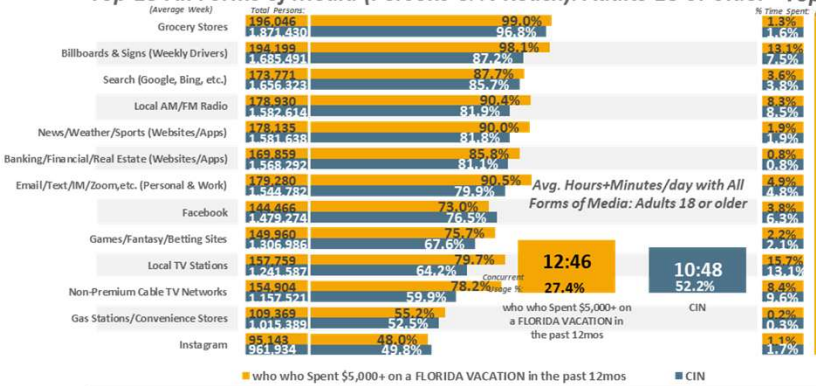
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

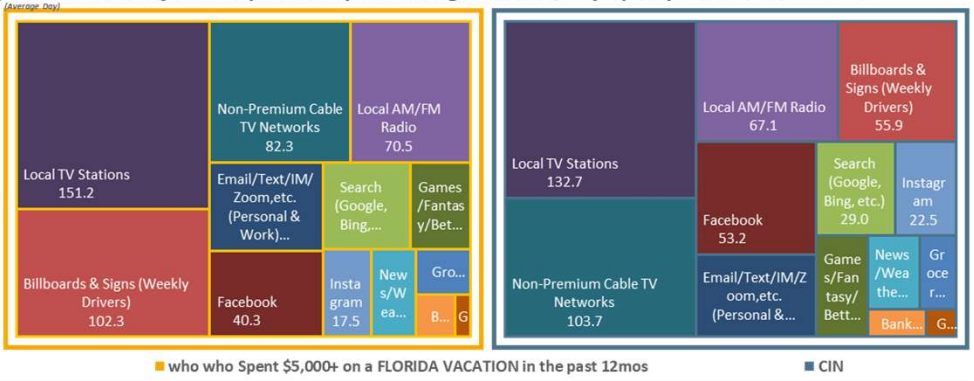


Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 10 hours and 0 minutes each day with All Forms of Ad-Supported Media. 85.2% listen to Local AM/FM Radio for an avg. of 64.1 minutes/day. *(Local Radio delivers 9.1% of Time with Ad-Supported Media.)*

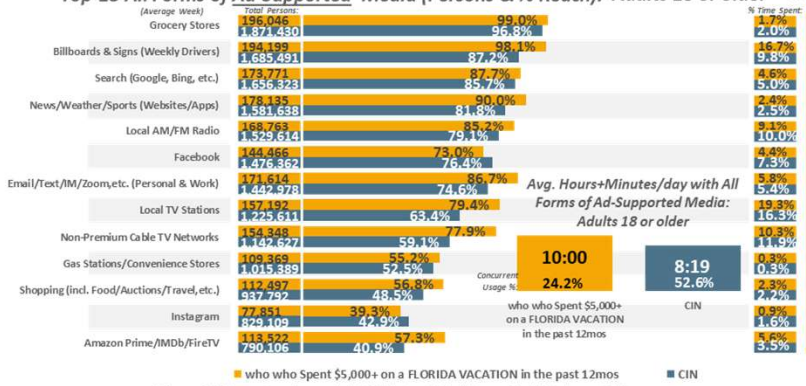
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



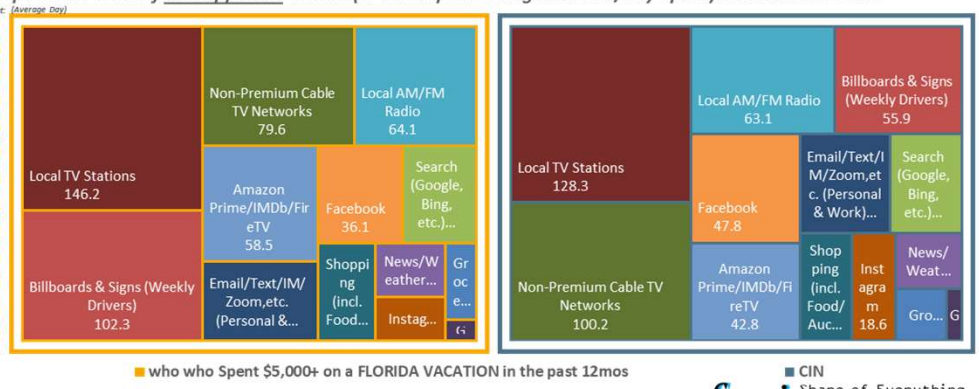
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 247

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

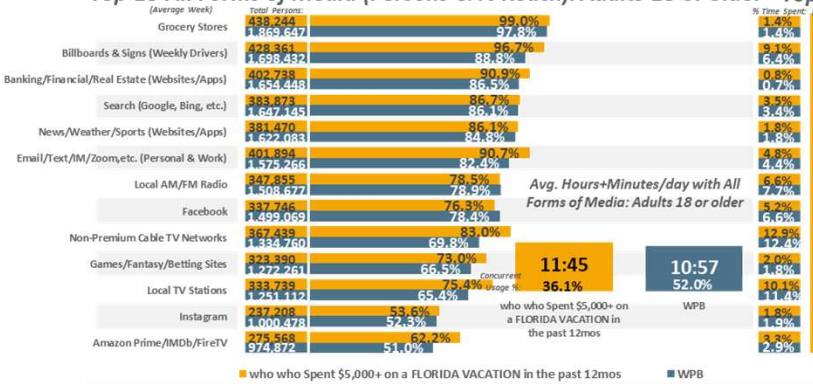
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

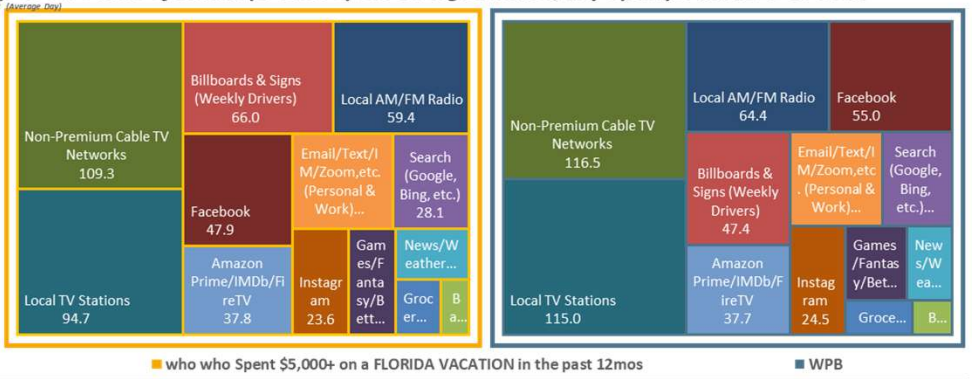


Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 8 hours and 58 minutes each day with All Forms of Ad-Supported Media. 75.4% listen to Local AM/FM Radio for an avg. of 54.6 minutes/day. *(Local Radio delivers 7.6% of Time with Ad-Supported Media.)*

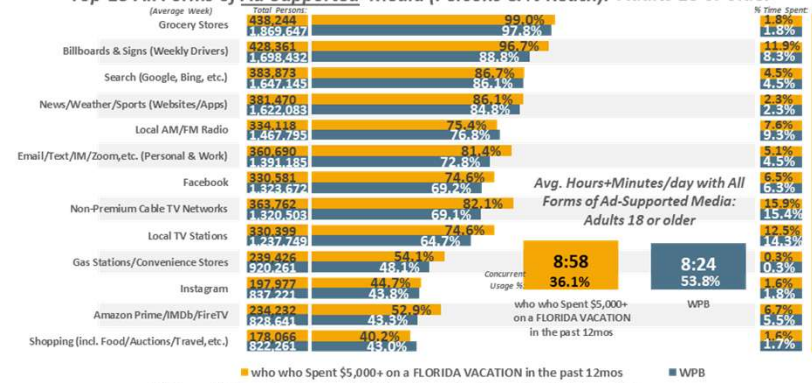
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



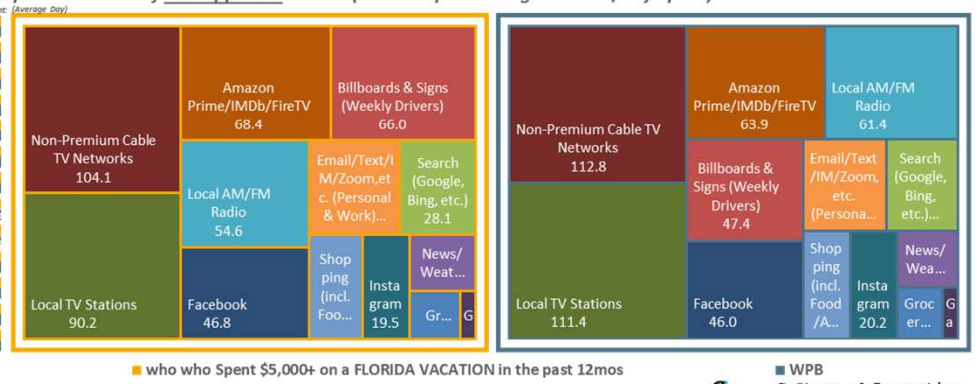
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 659

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

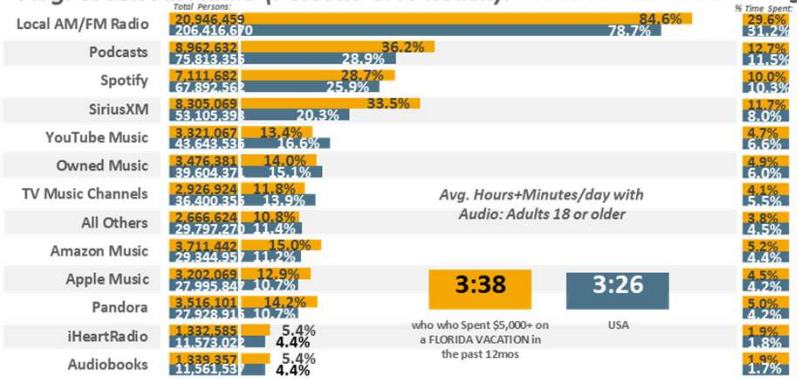
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

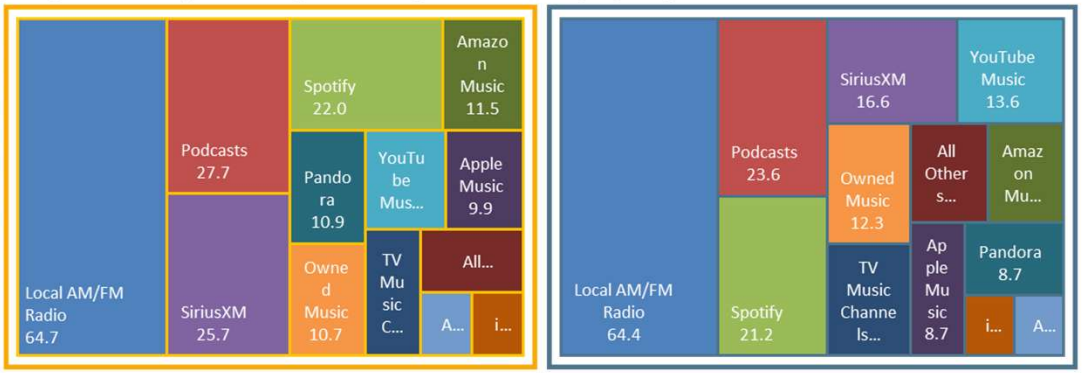


19,848,840 or 80.2% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 58.7 minutes every day representing 40.7% of all time spent daily with Ad-Supported Audio.

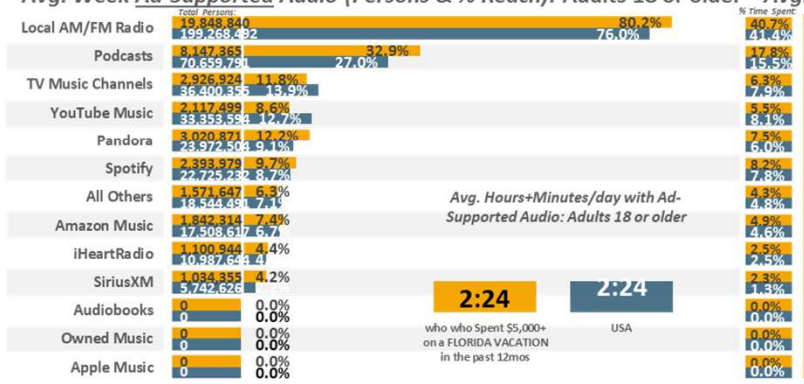
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



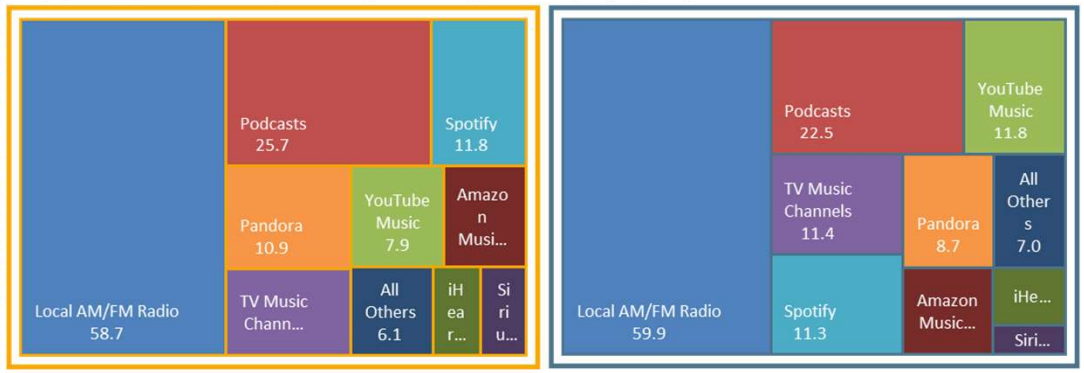
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,830

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R2 2025: Sep24-Aug25 USA Projection

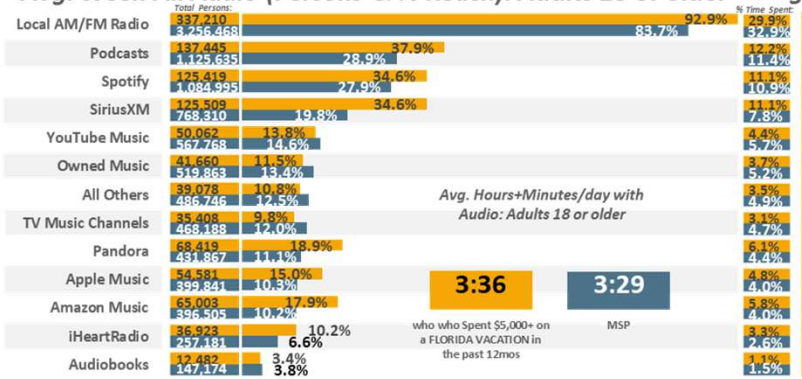
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

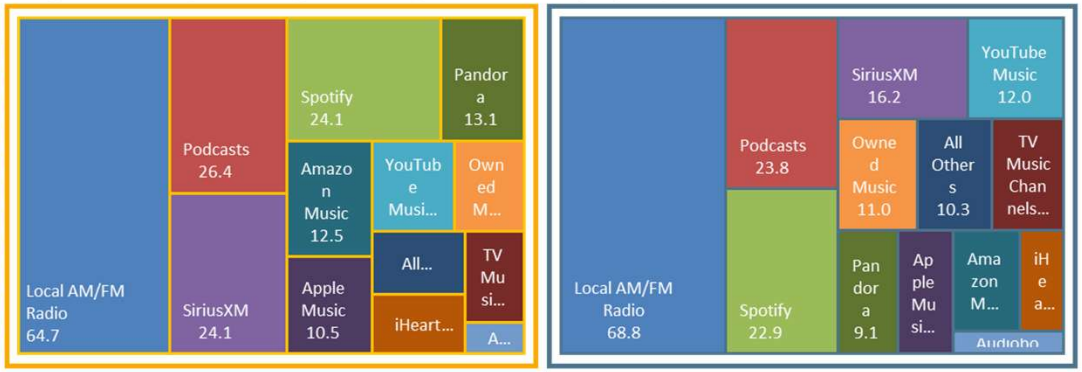


302,635 or 83.4% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 56.4 minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.

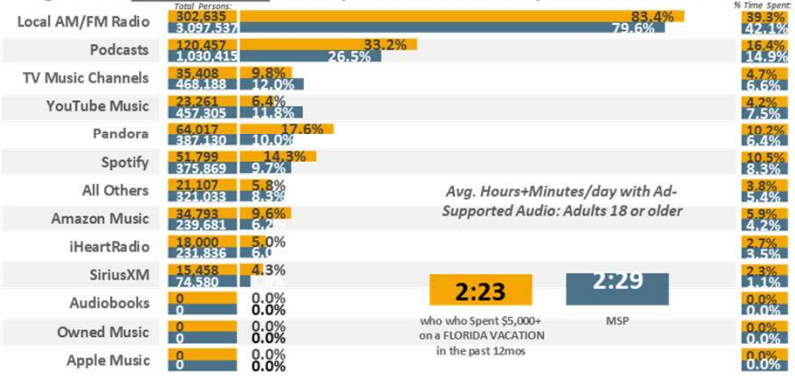
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



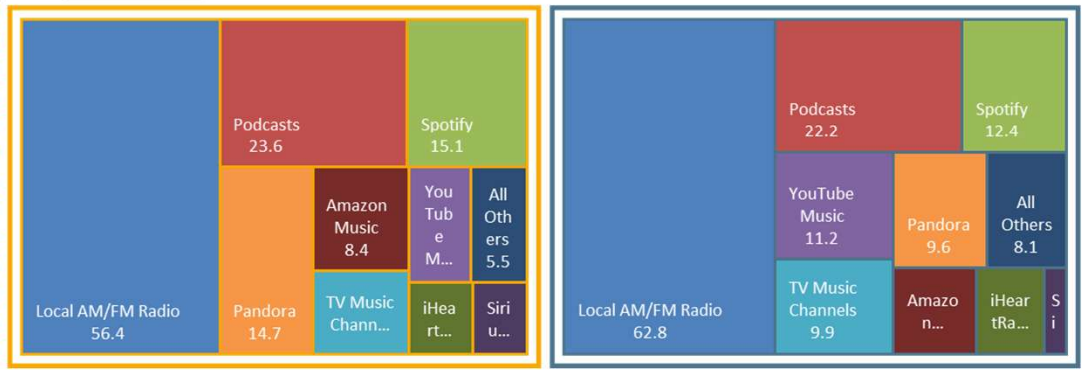
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 217

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

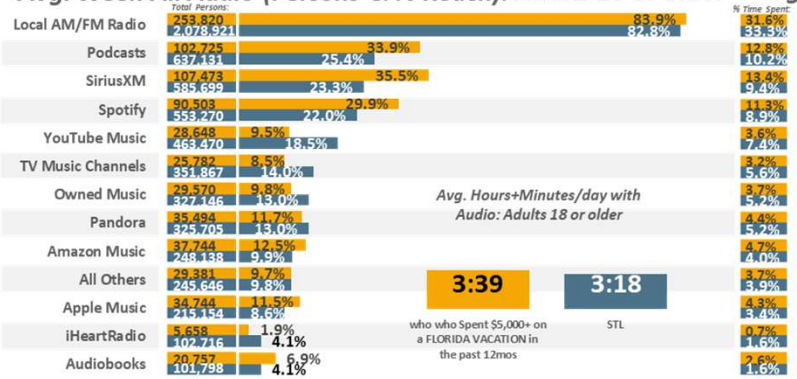
soefa.ai Share of Everything for Anything

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

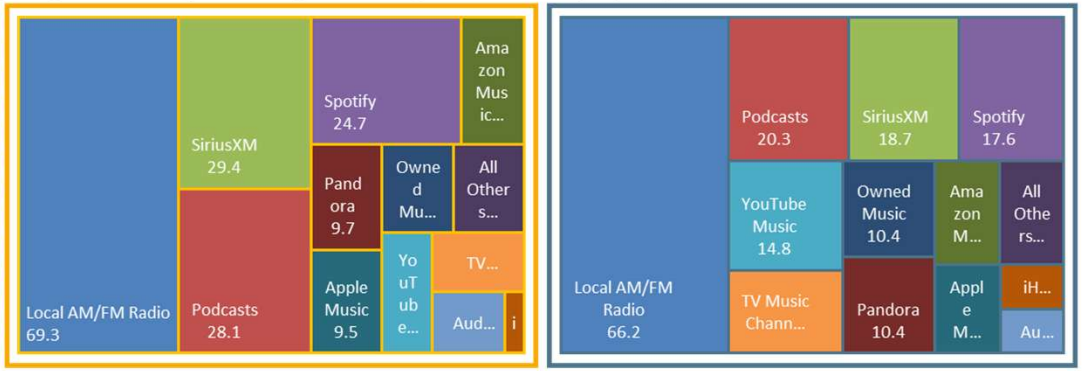


243,554 or 80.5% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 66.1 minutes every day representing 44.9% of all time spent daily with Ad-Supported Audio.

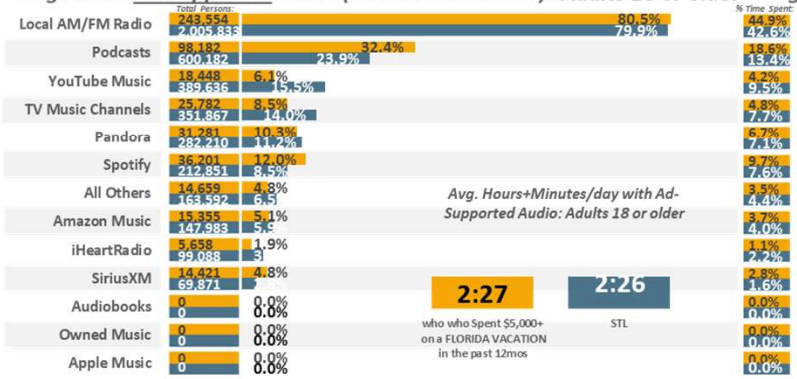
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



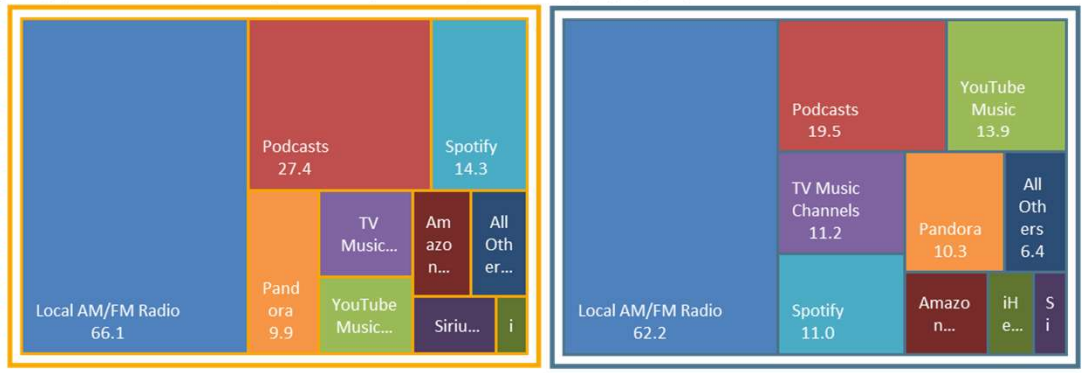
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 288

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

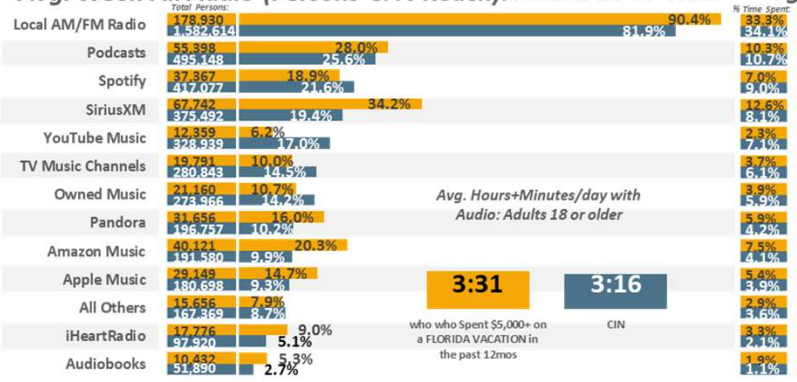
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



168,763 or 85.2% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 64.1 minutes every day representing 45.7% of all time spent daily with Ad-Supported Audio.

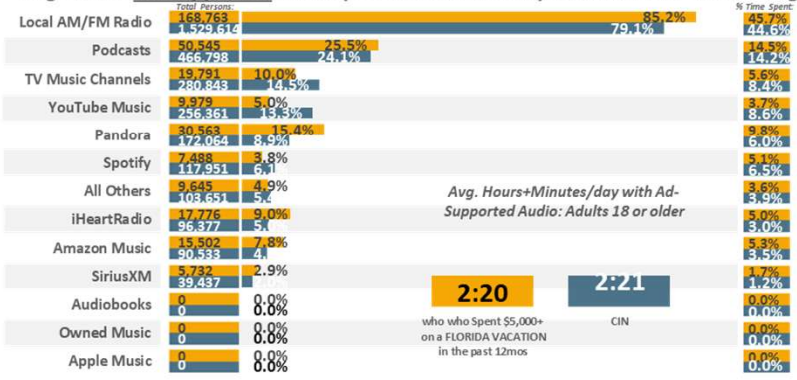
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



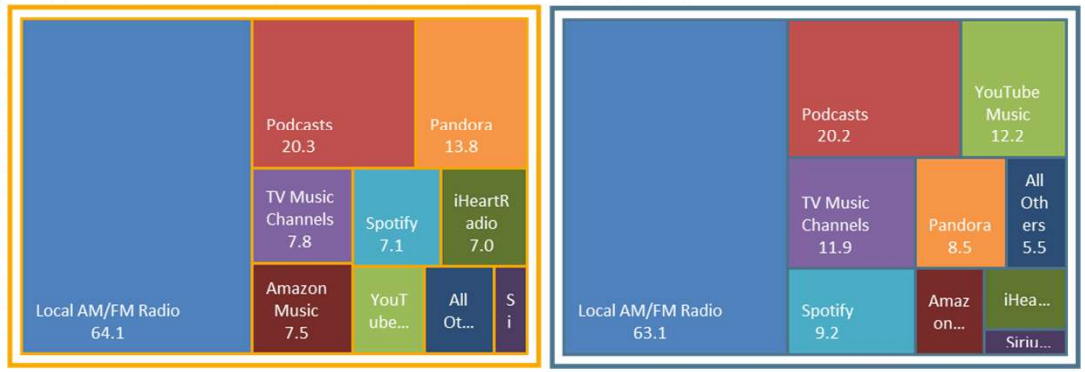
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 247

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

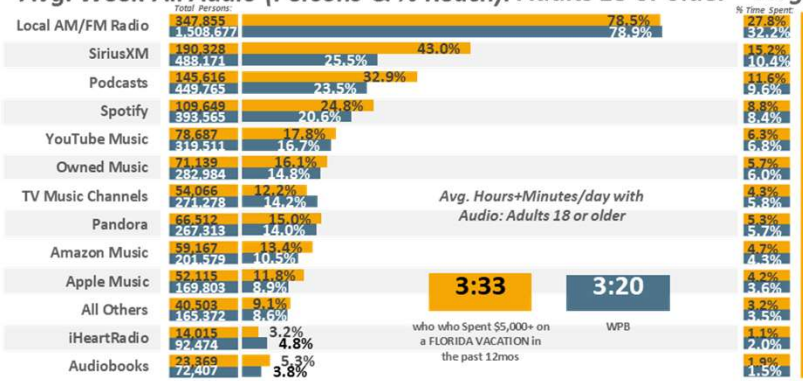
soefa.ai Share of Everything for Anything

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

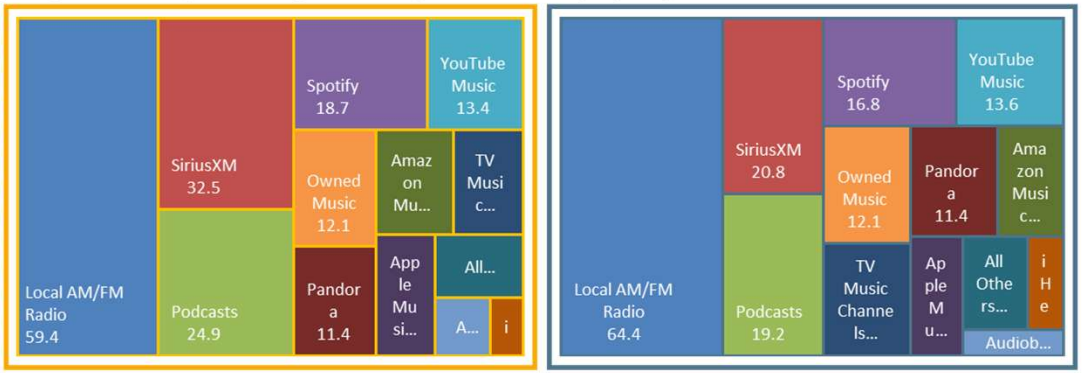


334,118 or 75.4% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 54.6 minutes every day representing 39.2% of all time spent daily with Ad-Supported Audio.

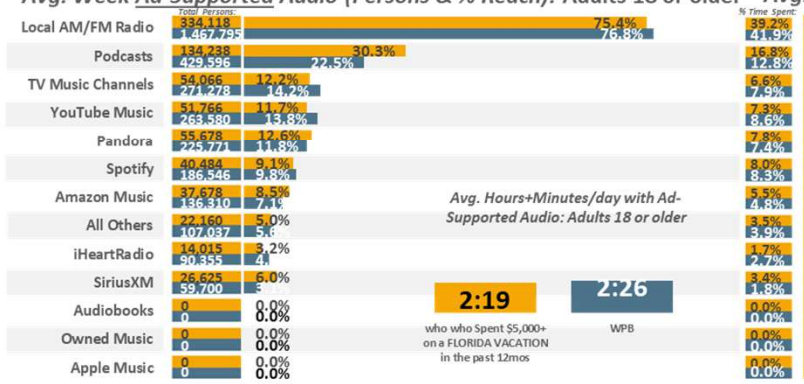
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



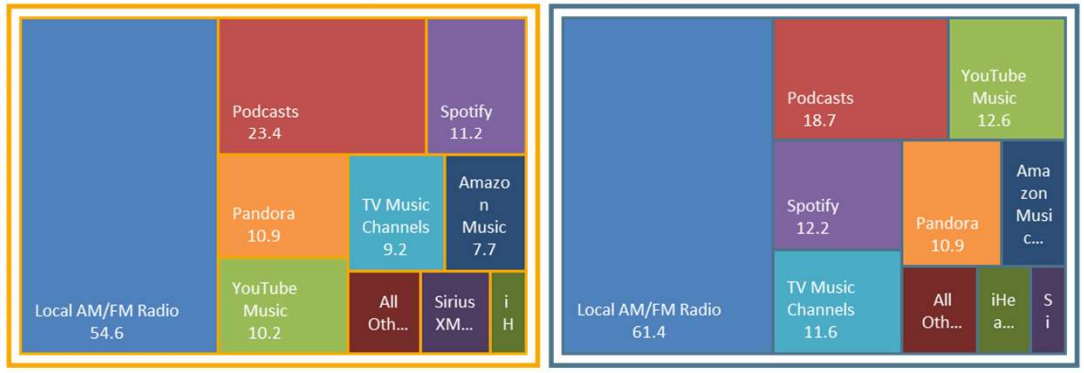
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 659

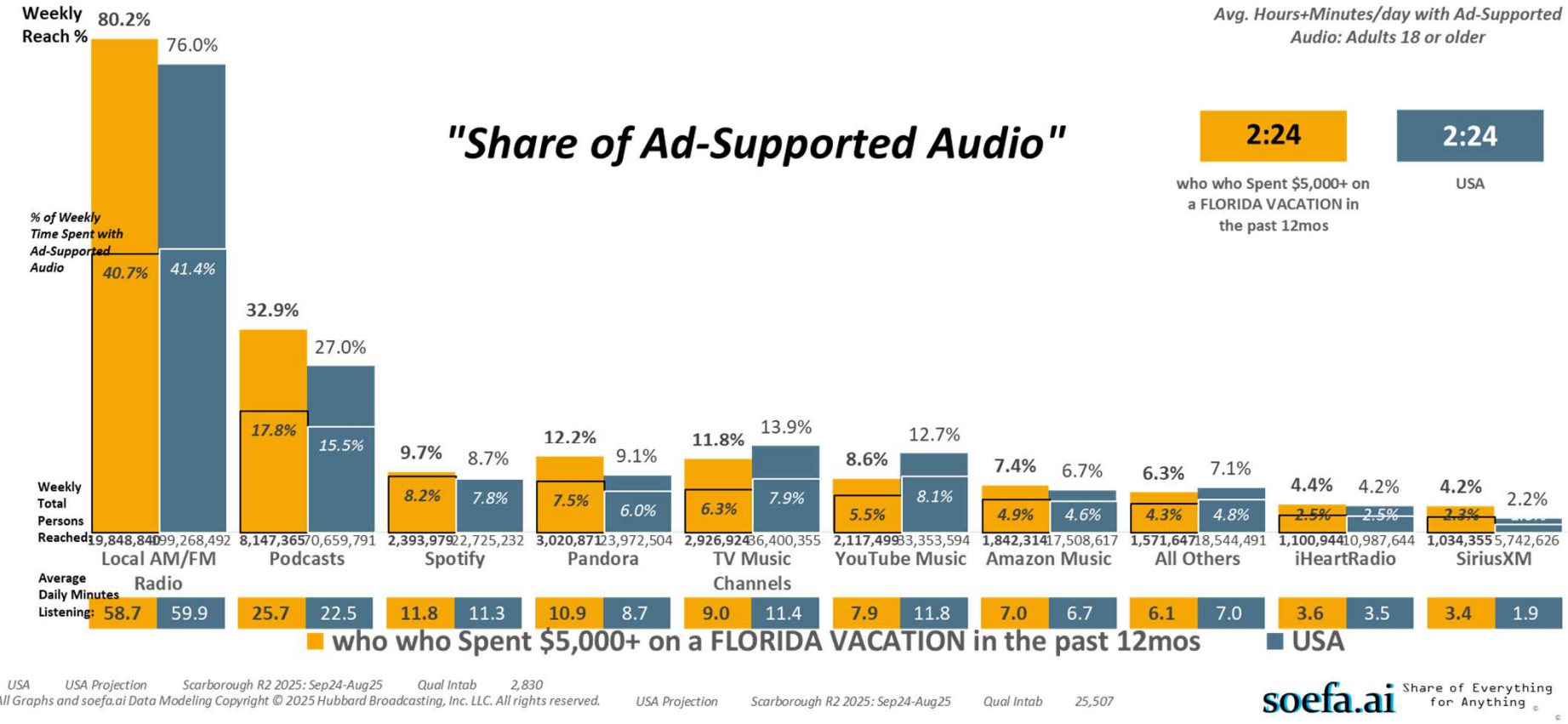
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



19,848,840 or 80.2% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 58.7 minutes every day representing 40.7% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,830

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

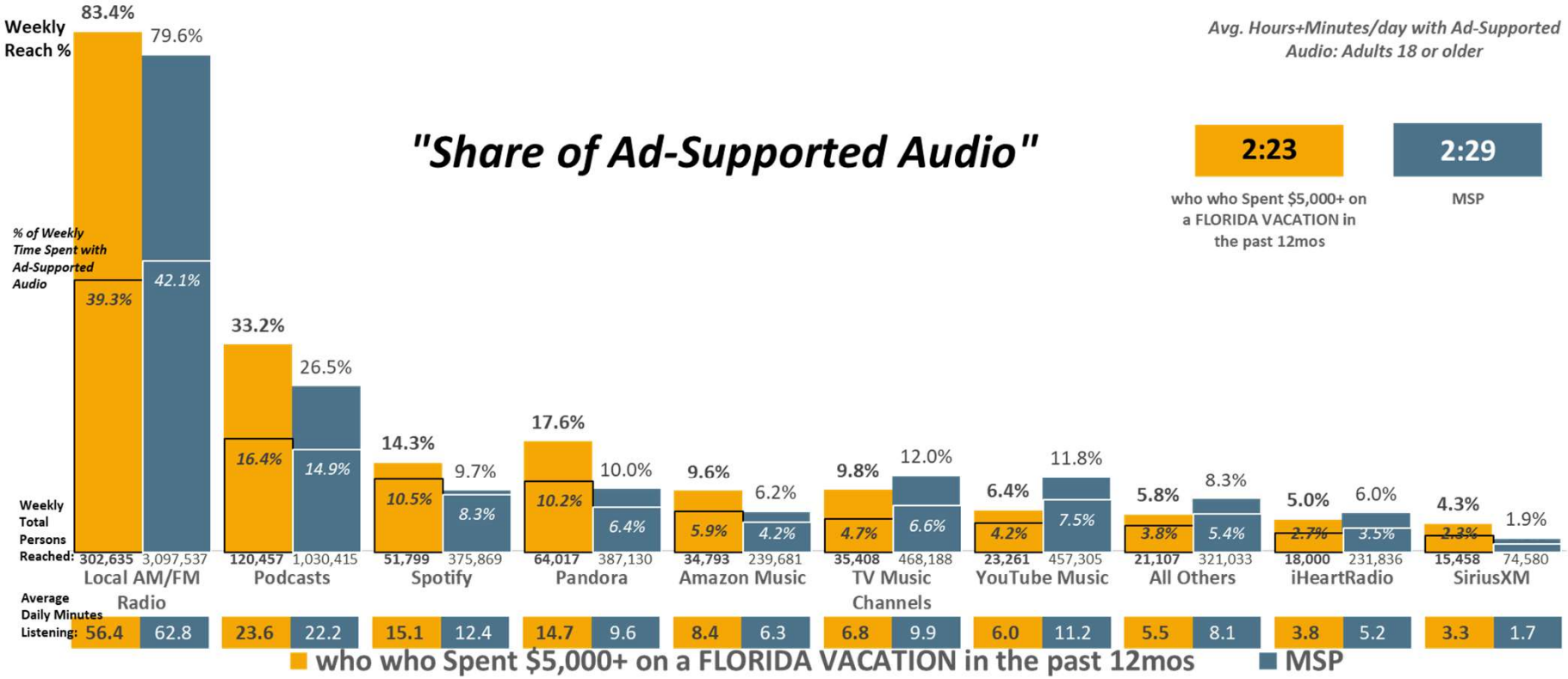
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



302,635 or 83.4% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 56.4 minutes every day representing 39.3% of all time spent daily with Ad-Supported Audio.



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 217 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

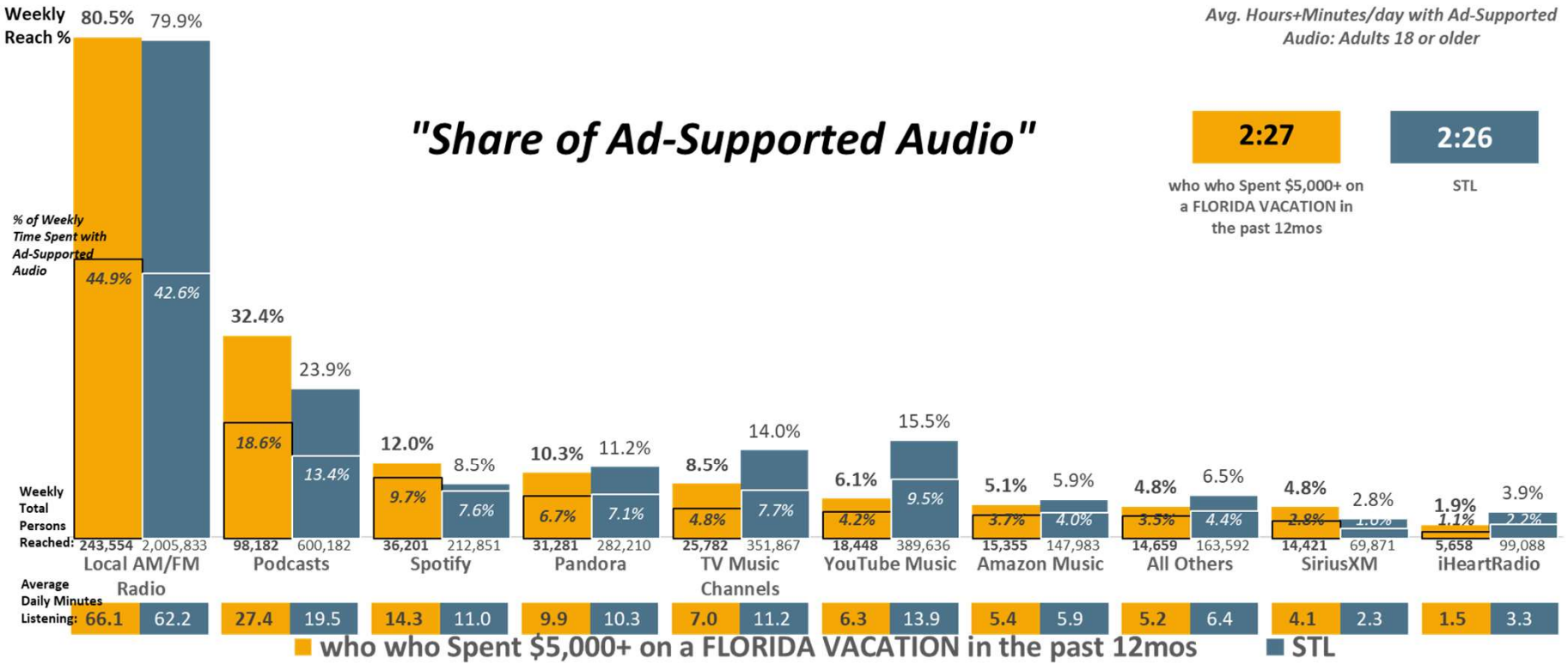
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



243,554 or 80.5% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 66.1 minutes every day representing 44.9% of all time spent daily with Ad-Supported Audio.



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 288 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

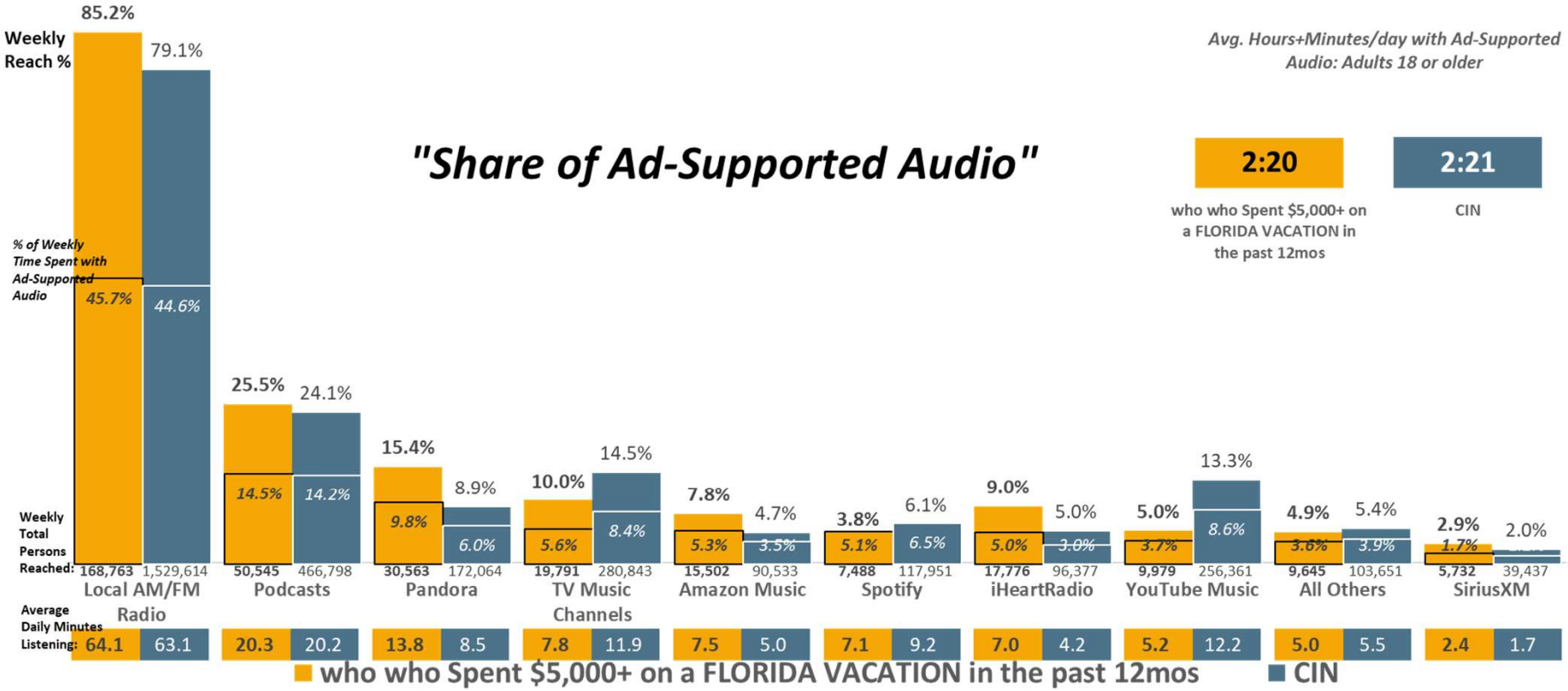
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



168,763 or 85.2% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 64.1 minutes every day representing 45.7% of all time spent daily with Ad-Supported Audio.



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 247 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

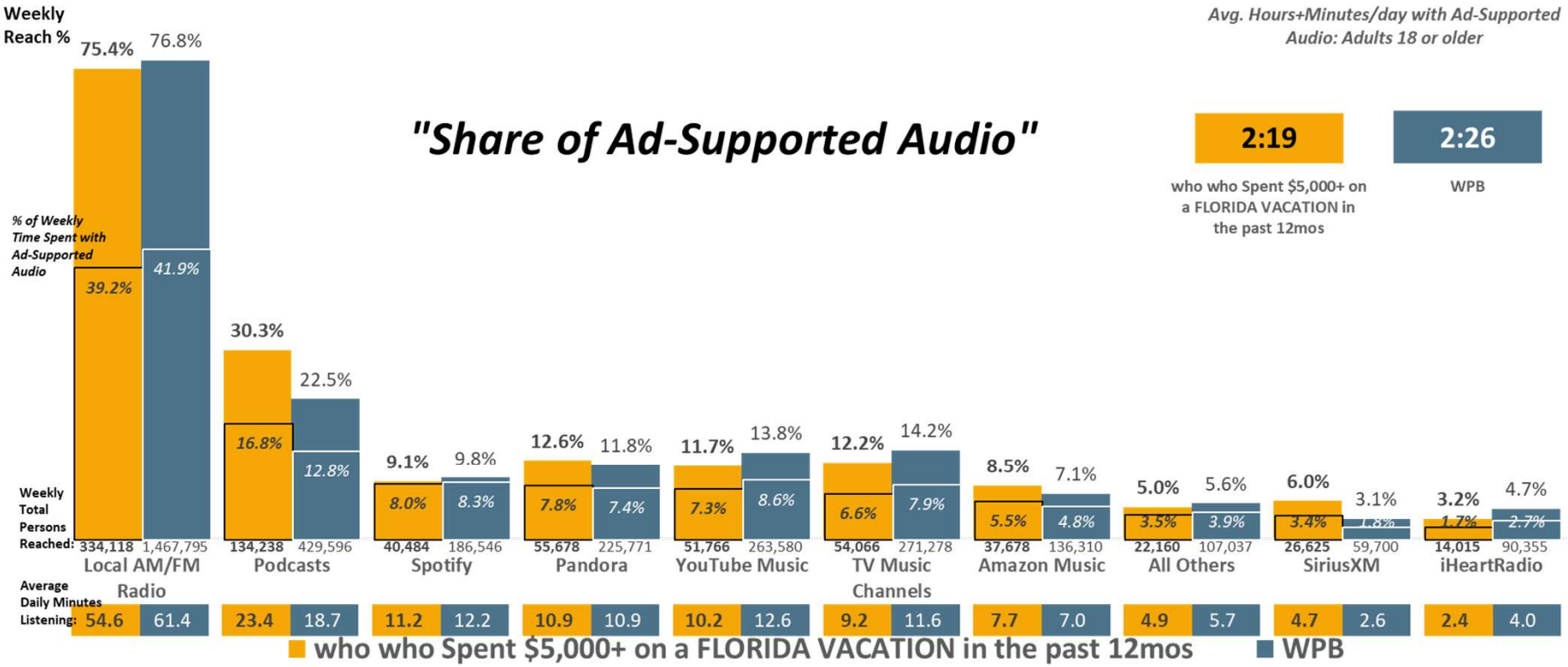
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



334,118 or 75.4% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 54.6 minutes every day representing 39.2% of all time spent daily with Ad-Supported Audio.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 659 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

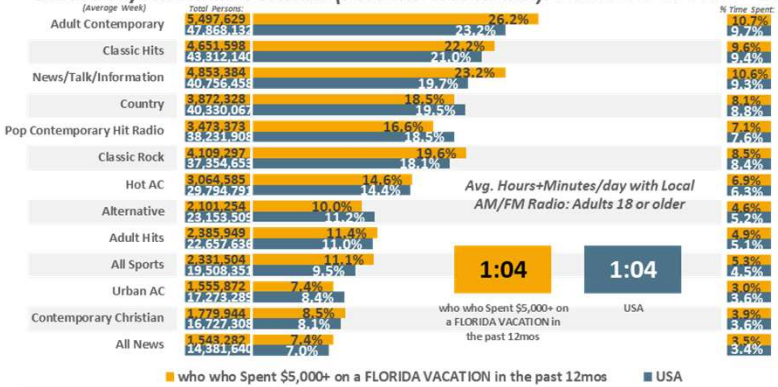
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

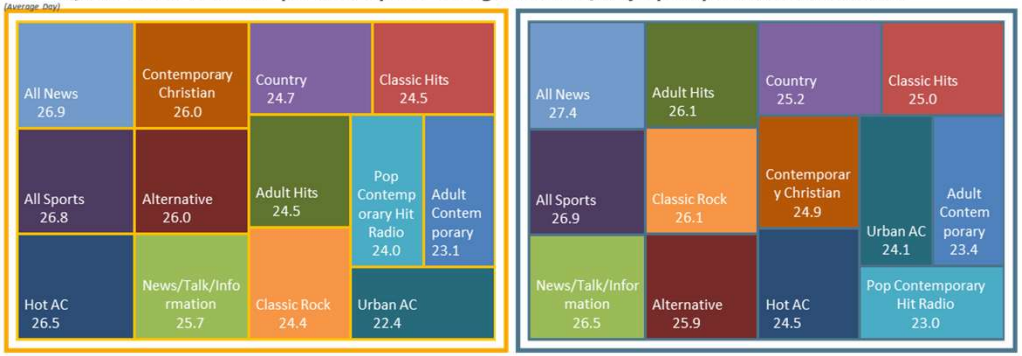


19,848,840 or 80.2% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Country, and Pop Contemporary Hit Radio

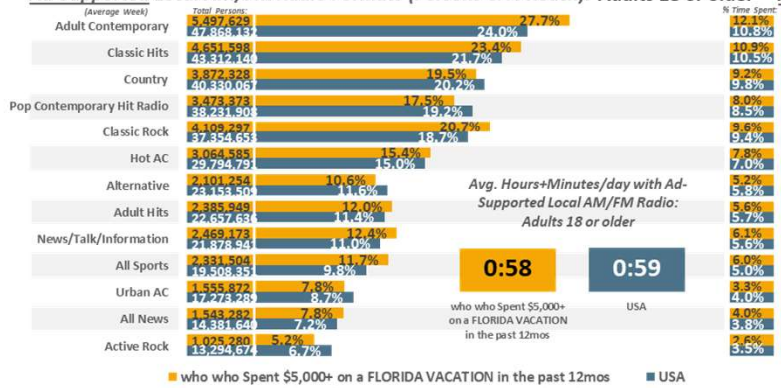
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



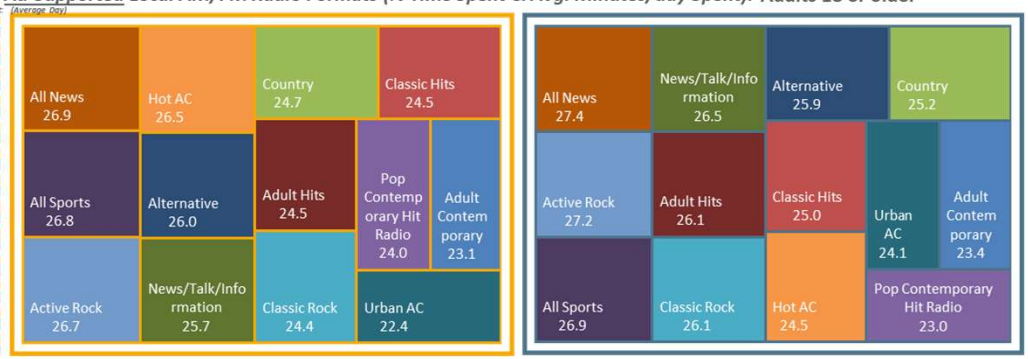
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,830

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

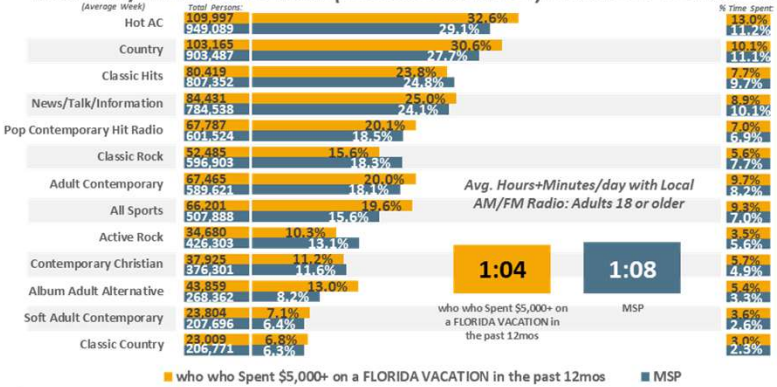
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

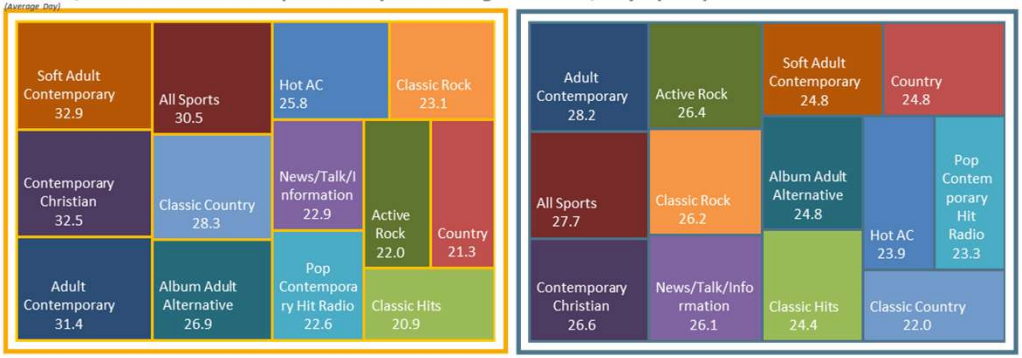


302,635 or 83.4% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Classic Hits, Pop Contemporary Hit Radio, and Adult Contemporary.

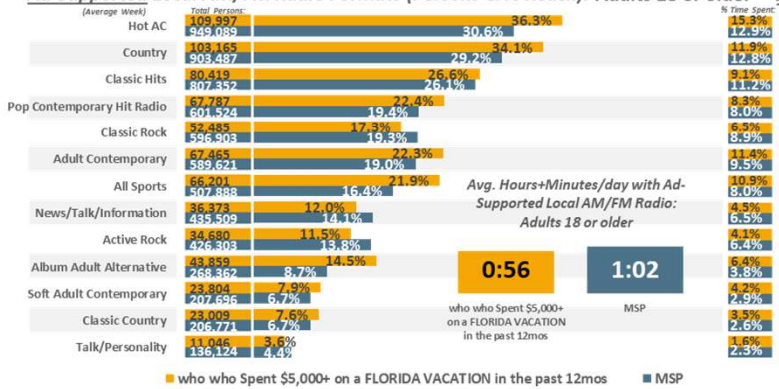
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



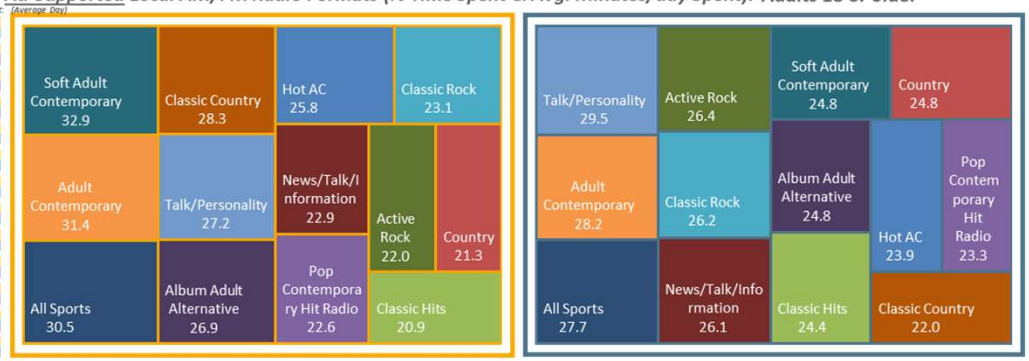
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 217

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

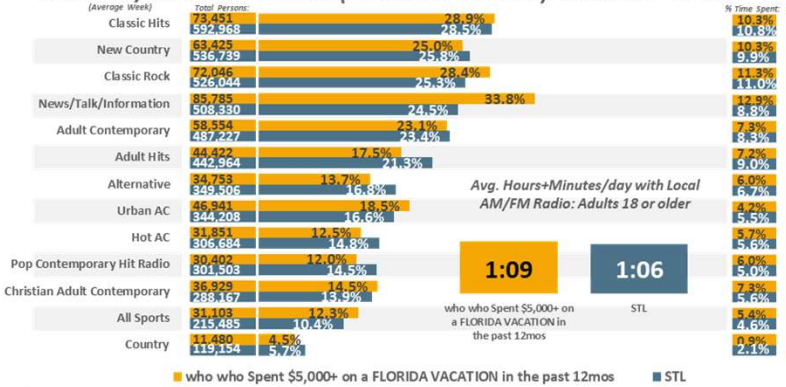
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

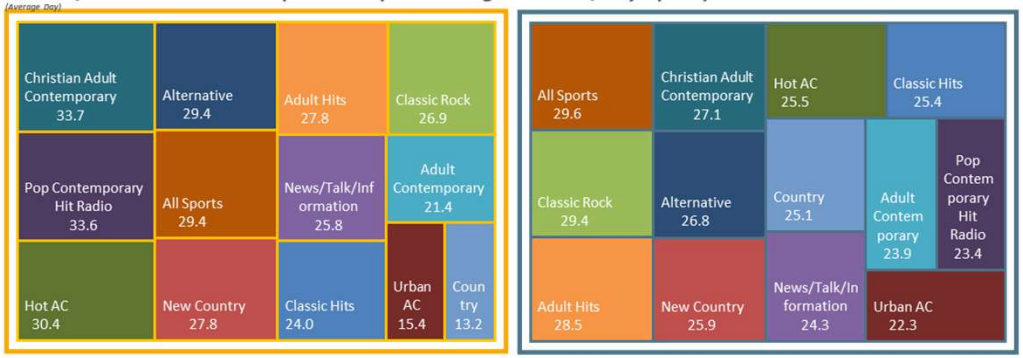


243,554 or 80.5% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Classic Rock, News/Talk/Information, New Country, and Adult Contemporary.

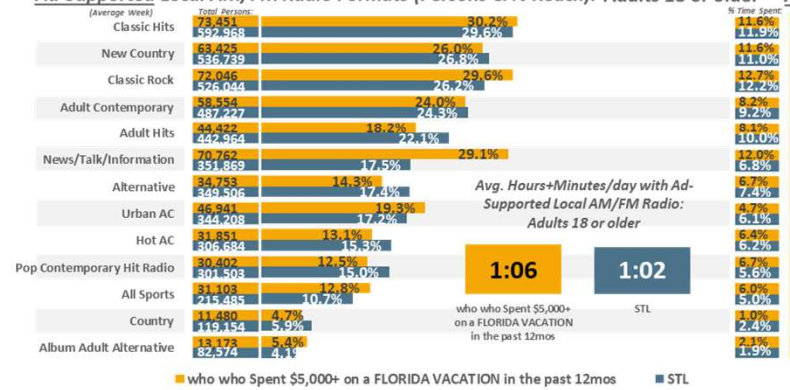
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



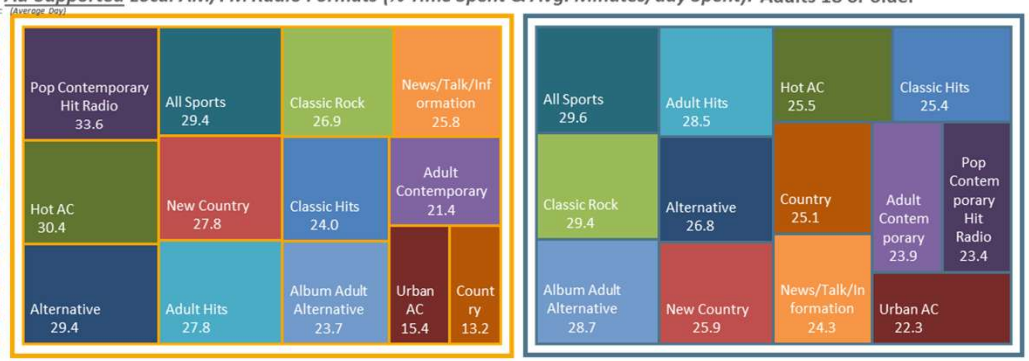
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 288

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

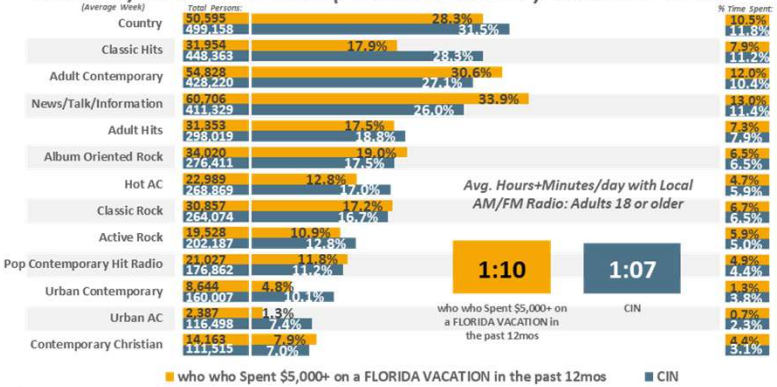
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

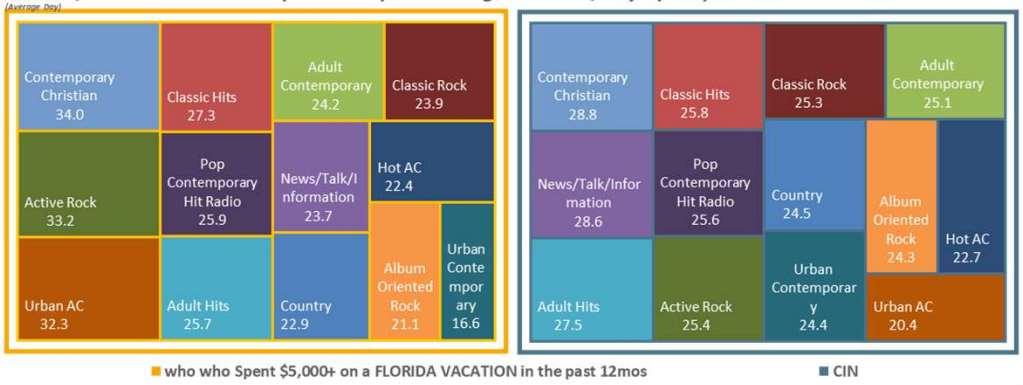


168,763 or 85.2% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, News/Talk/Information, Album Oriented Rock, and Classic Hits.

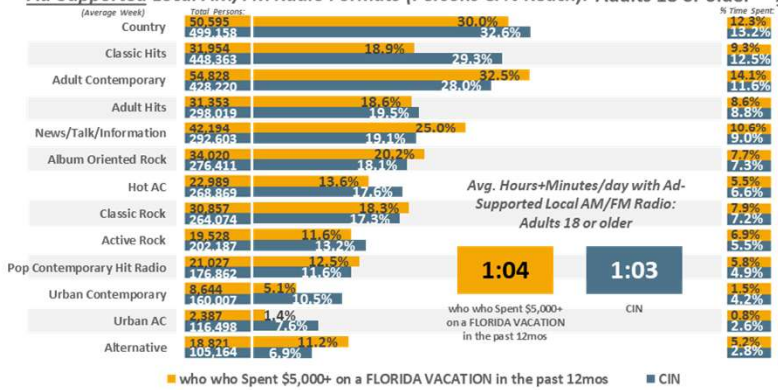
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



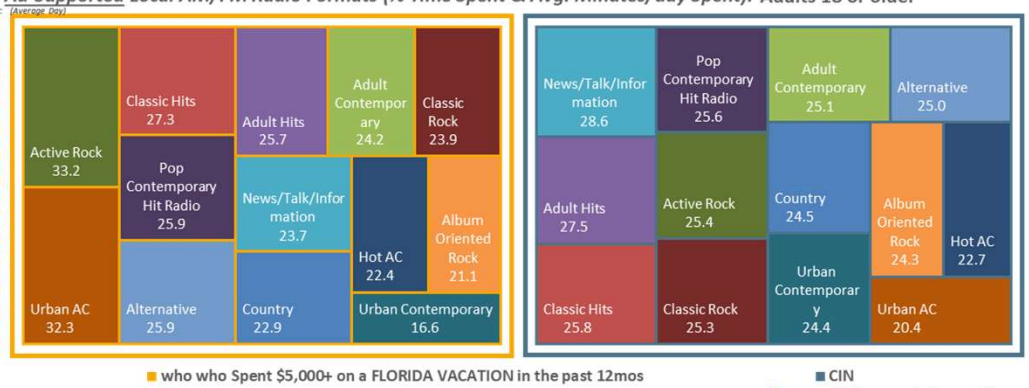
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 247

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

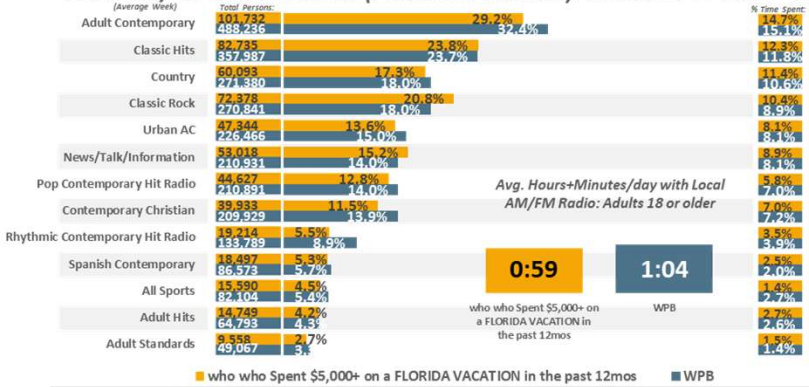
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

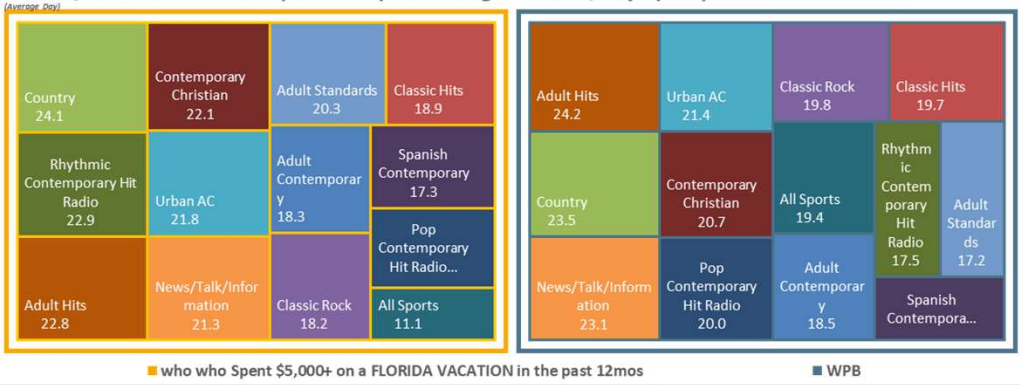


334,118 or 75.4% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Country, and Urban AC.

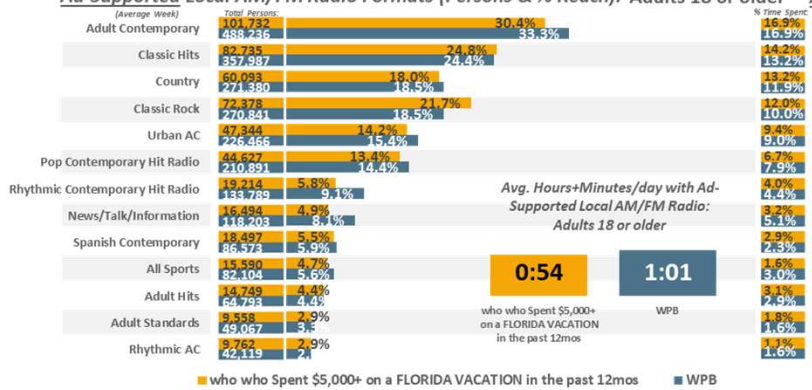
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



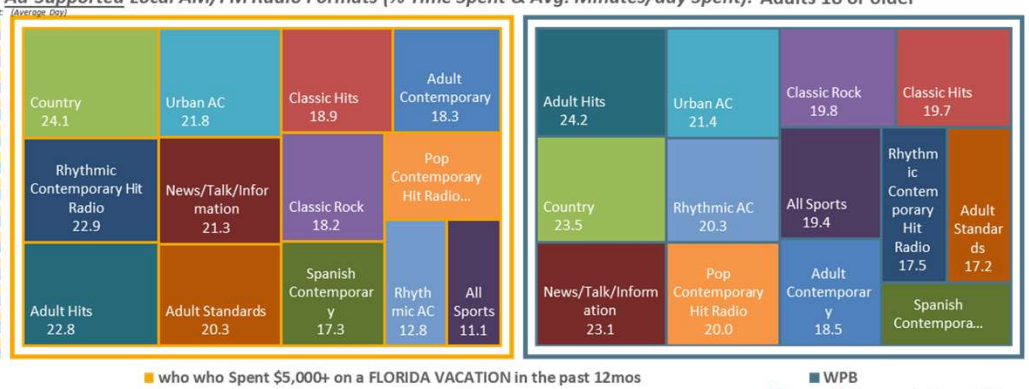
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 659

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

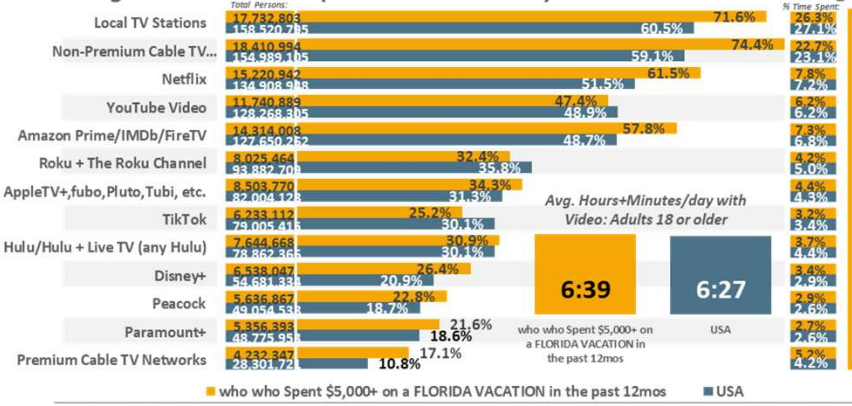
soefa.ai Share of Everything for Anything

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

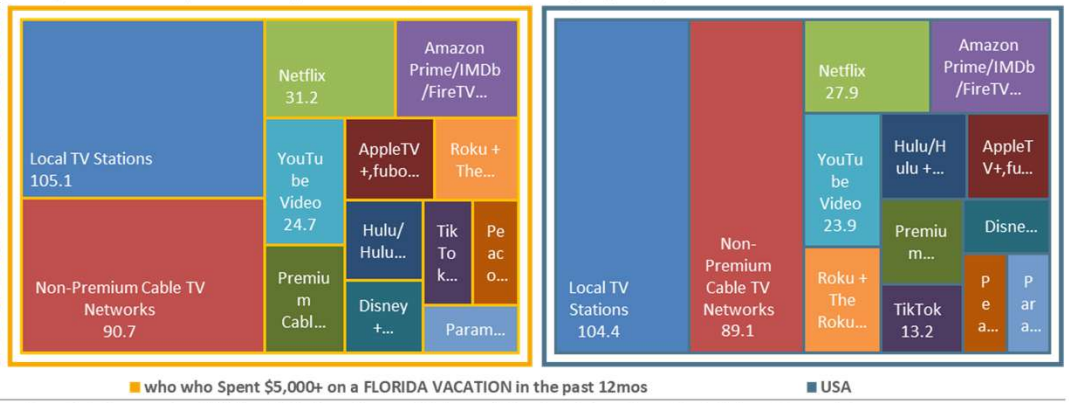


17,552,043 or 70.9% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos watch Ad-Supported Local TV Stations for an average of 99.2 minutes every day representing 30.9% of all time spent daily with Ad-Supported Video.

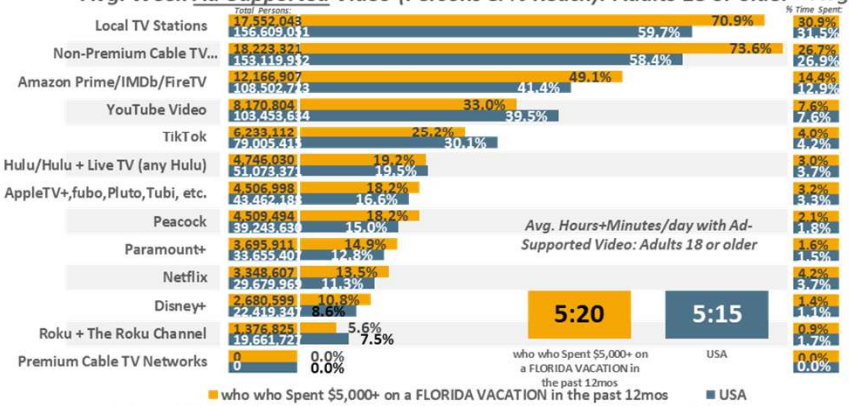
Avg. Week All Video (Persons & % Reach): Adults 18 or older



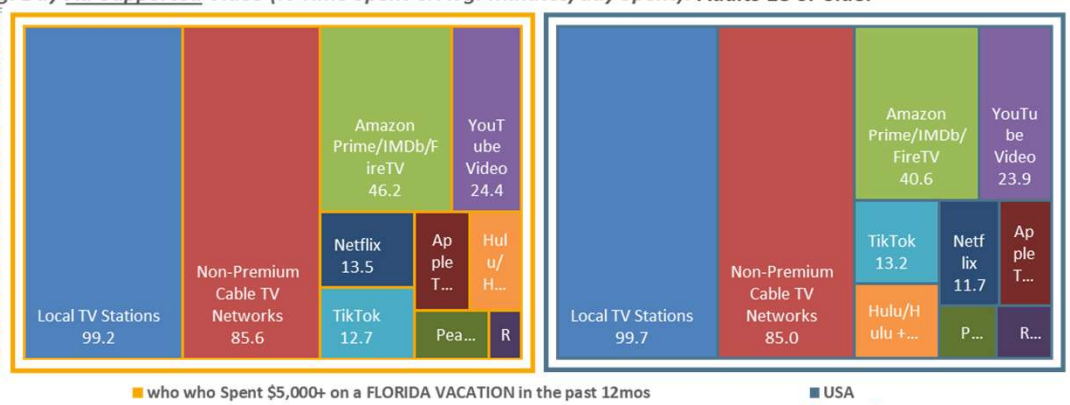
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,830

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

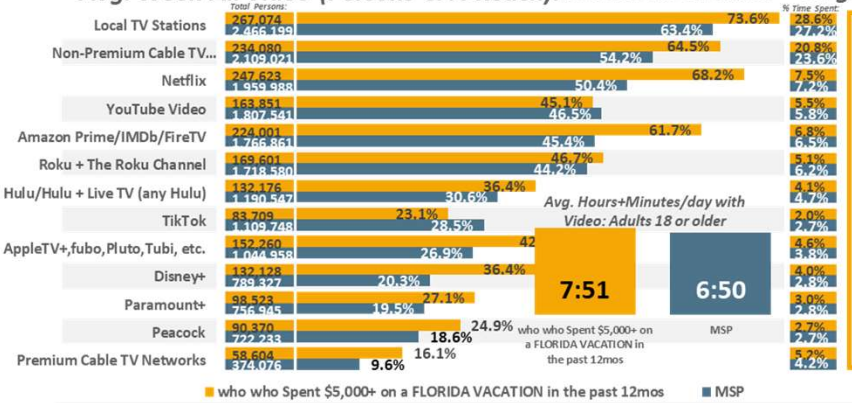
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

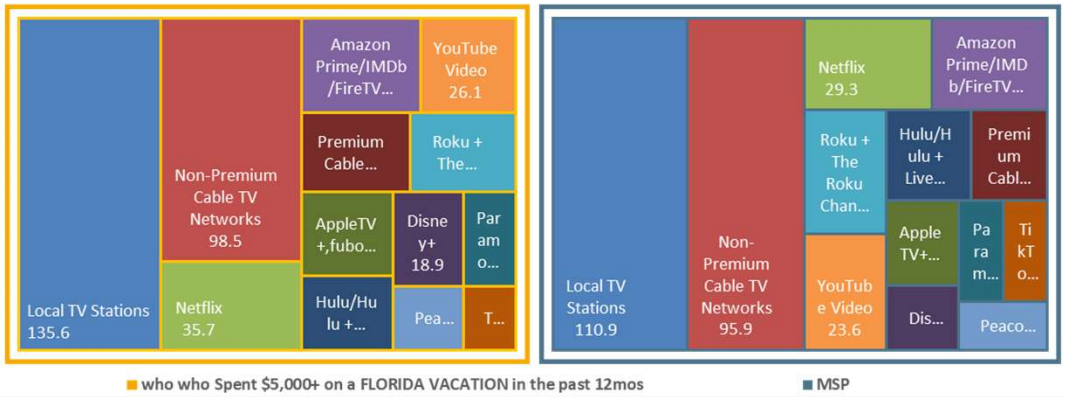


262,149 or 72.2% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos watch Ad-Supported Local TV Stations for an average of 124.5 minutes every day representing 33.4% of all time spent daily with Ad-Supported Video.

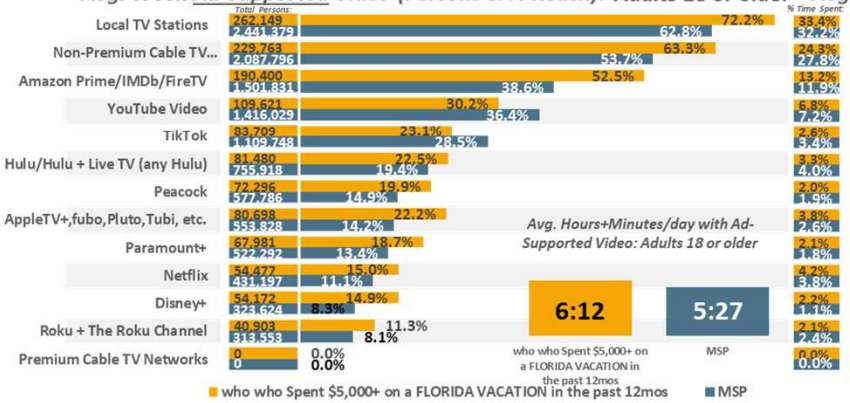
Avg. Week All Video (Persons & % Reach): Adults 18 or older



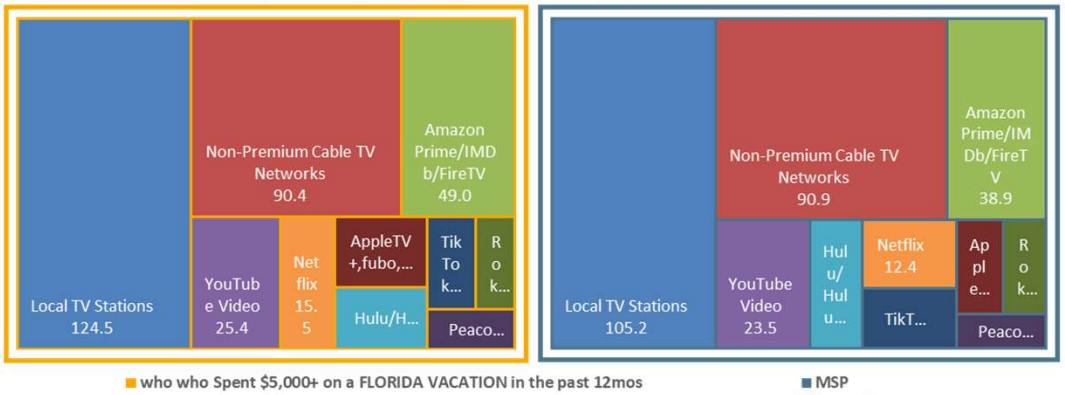
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 217

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

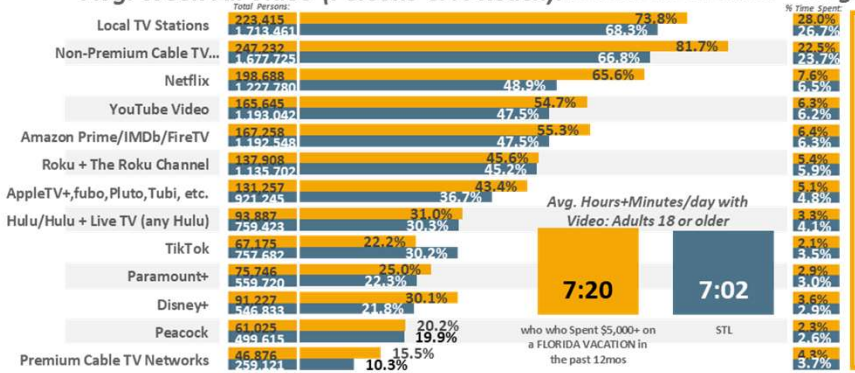
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

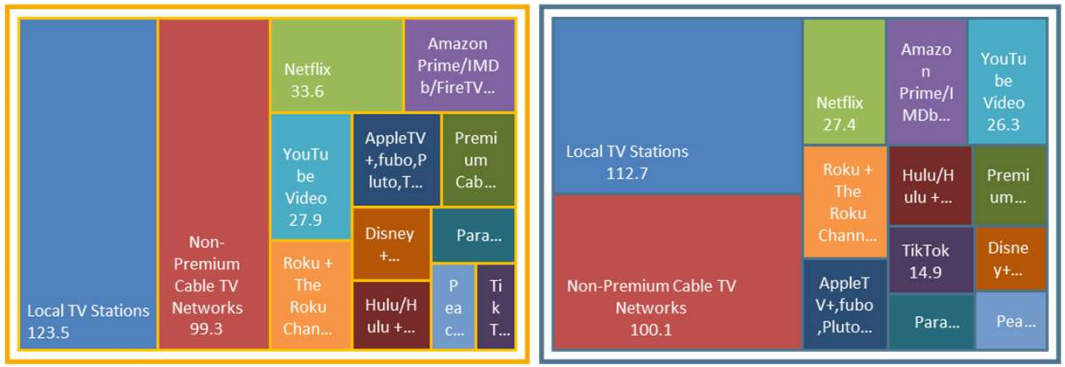


221,018 or 73.% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos watch Ad-Supported Local TV Stations for an average of 118.3 minutes every day representing 34.2% of all time spent daily with Ad-Supported Video.

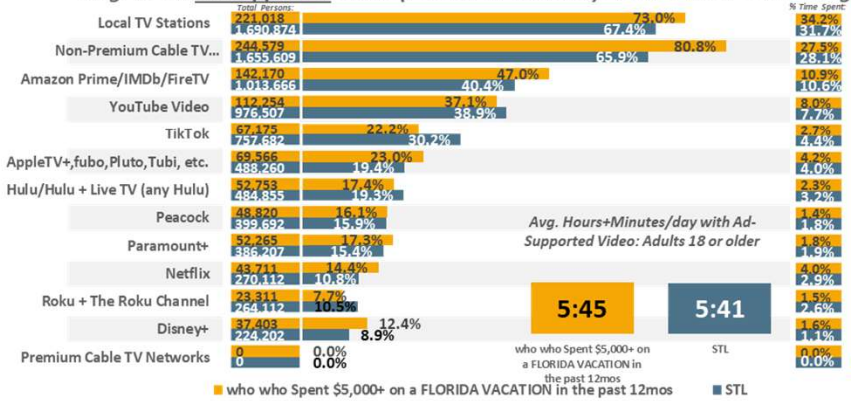
Avg. Week All Video (Persons & % Reach): Adults 18 or older



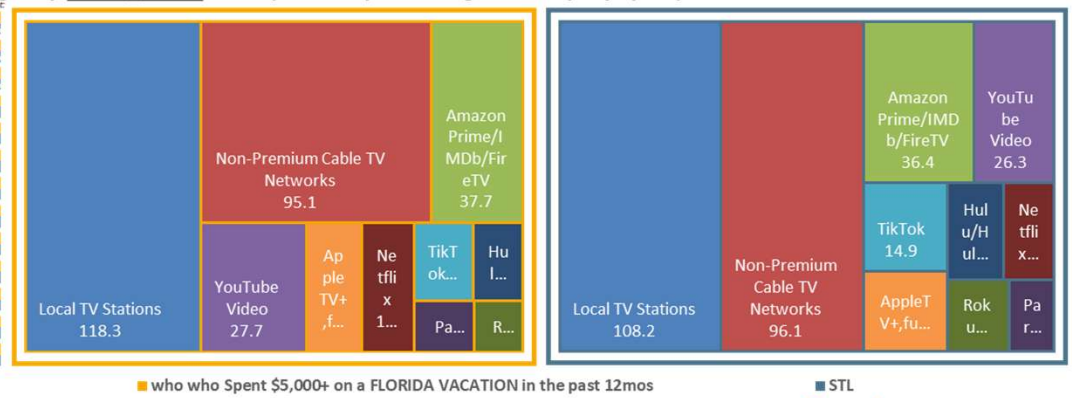
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 288

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

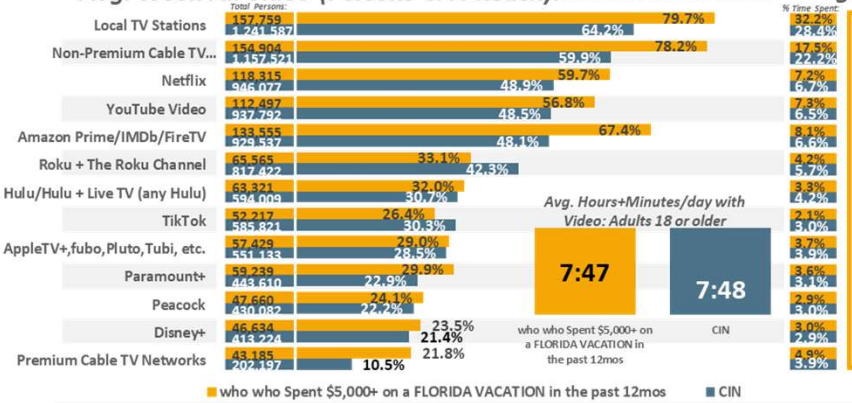
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

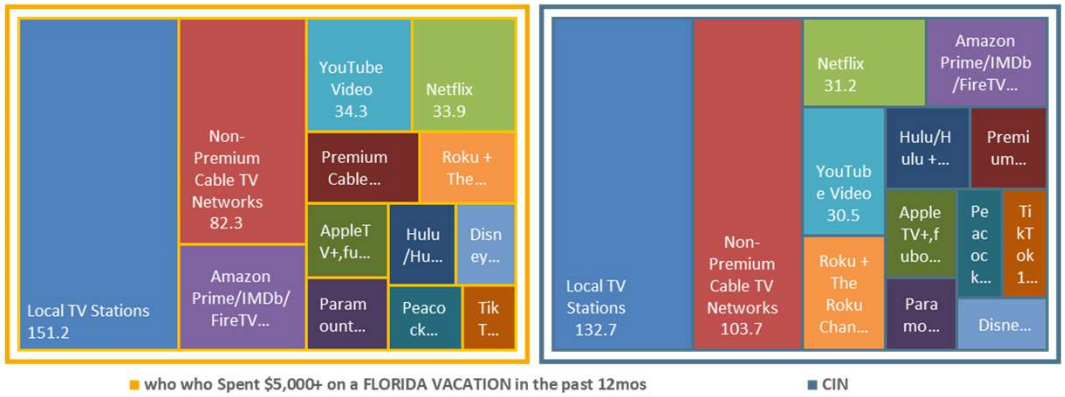


157,192 or 79.4% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos watch Ad-Supported Local TV Stations for an average of 146.2 minutes every day representing 38.4% of all time spent daily with Ad-Supported Video.

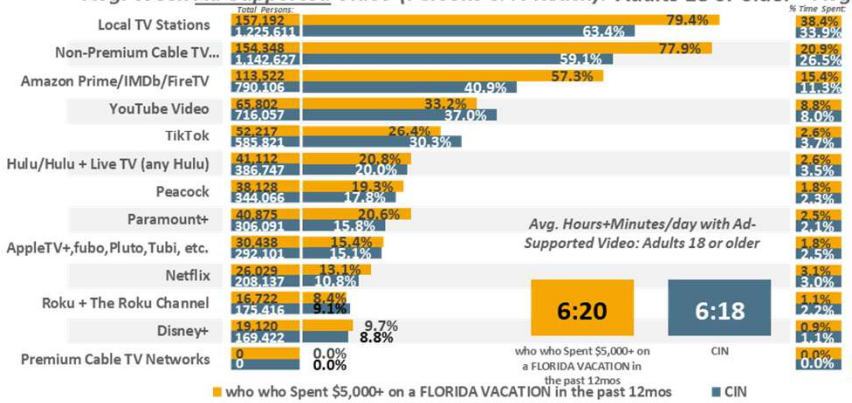
Avg. Week All Video (Persons & % Reach): Adults 18 or older



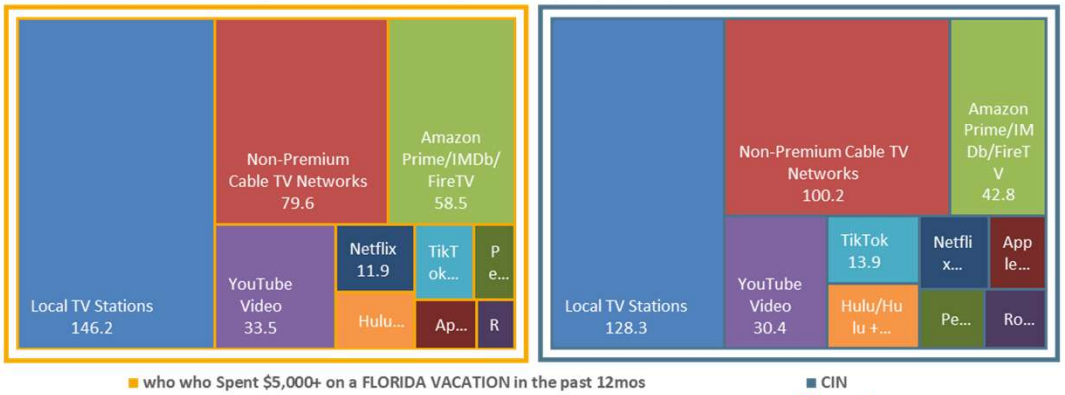
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 247

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

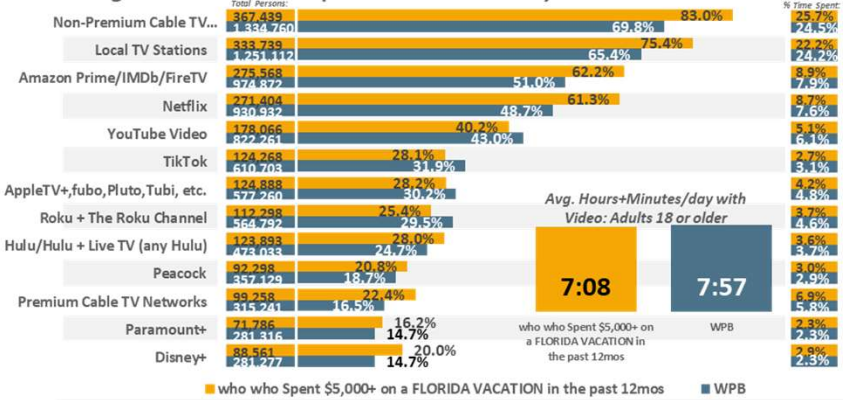
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

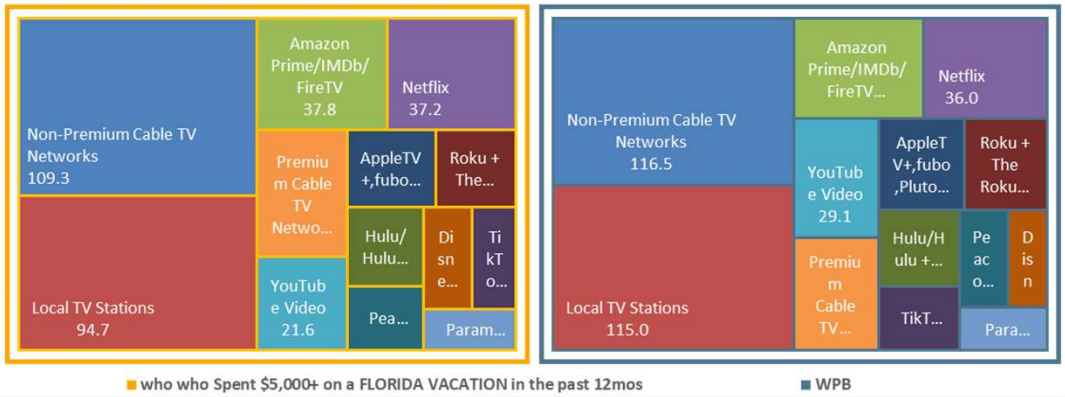


330,399 or 74.6% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos watch Ad-Supported Local TV Stations for an average of 90.2 minutes every day representing 25.9% of all time spent daily with Ad-Supported Video.

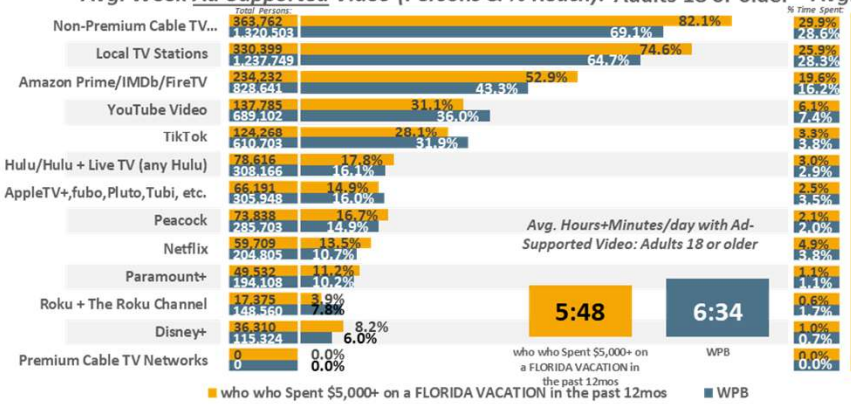
Avg. Week All Video (Persons & % Reach): Adults 18 or older



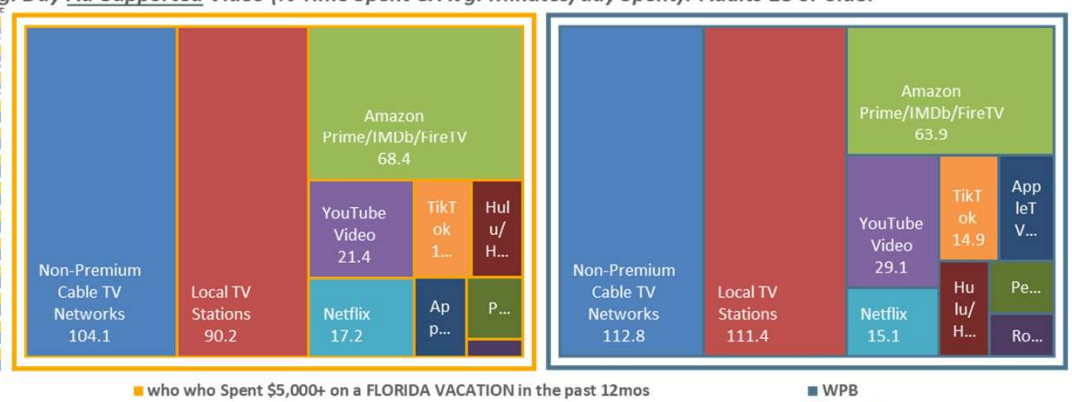
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 659

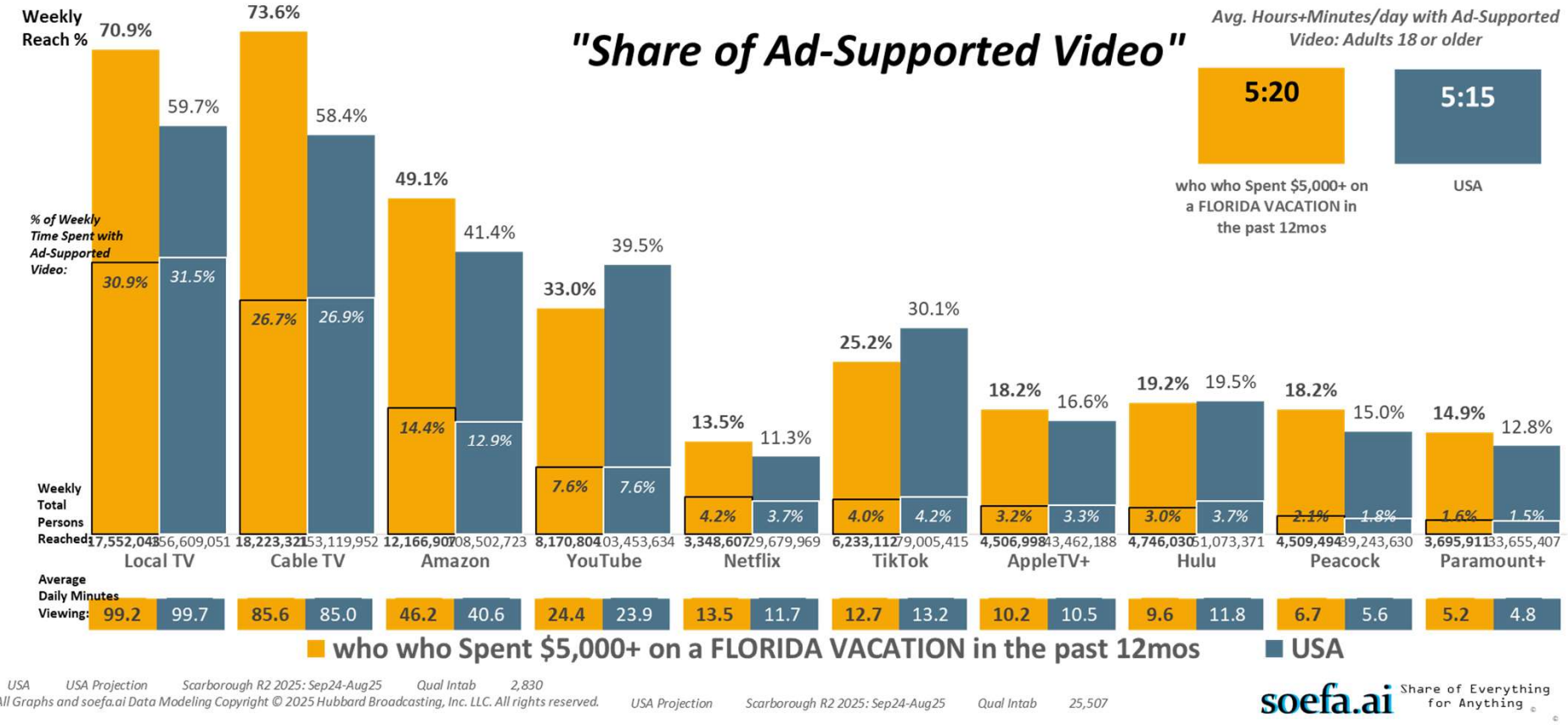
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



17,552,043 or 70.9% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos watch Ad-Supported Local TV Stations for an average of 99.2 minutes every day representing 30.9% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,830

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

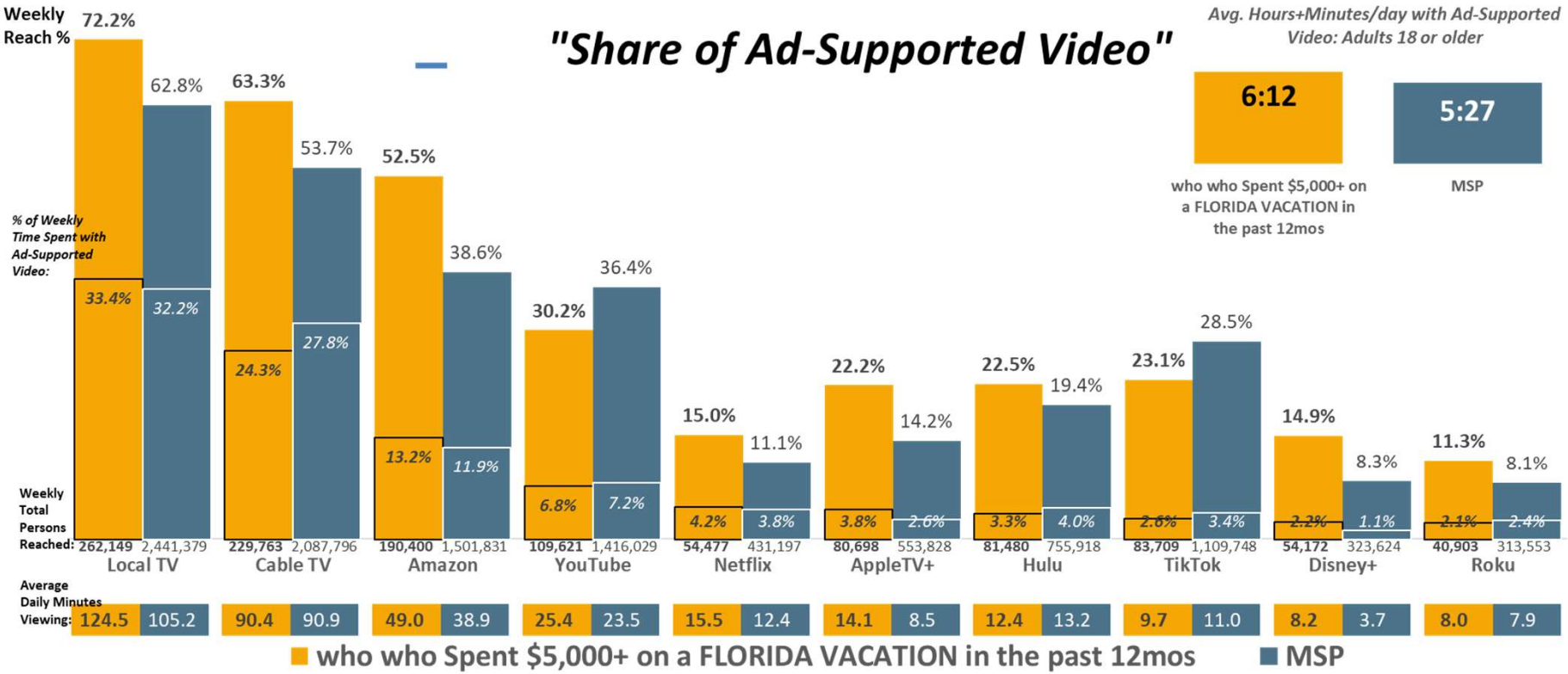
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



262,149 or 72.2% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos watch Ad-Supported Local TV Stations for an average of 124.5 minutes every day representing 33.4% of all time spent daily with Ad-Supported Video.



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 217 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

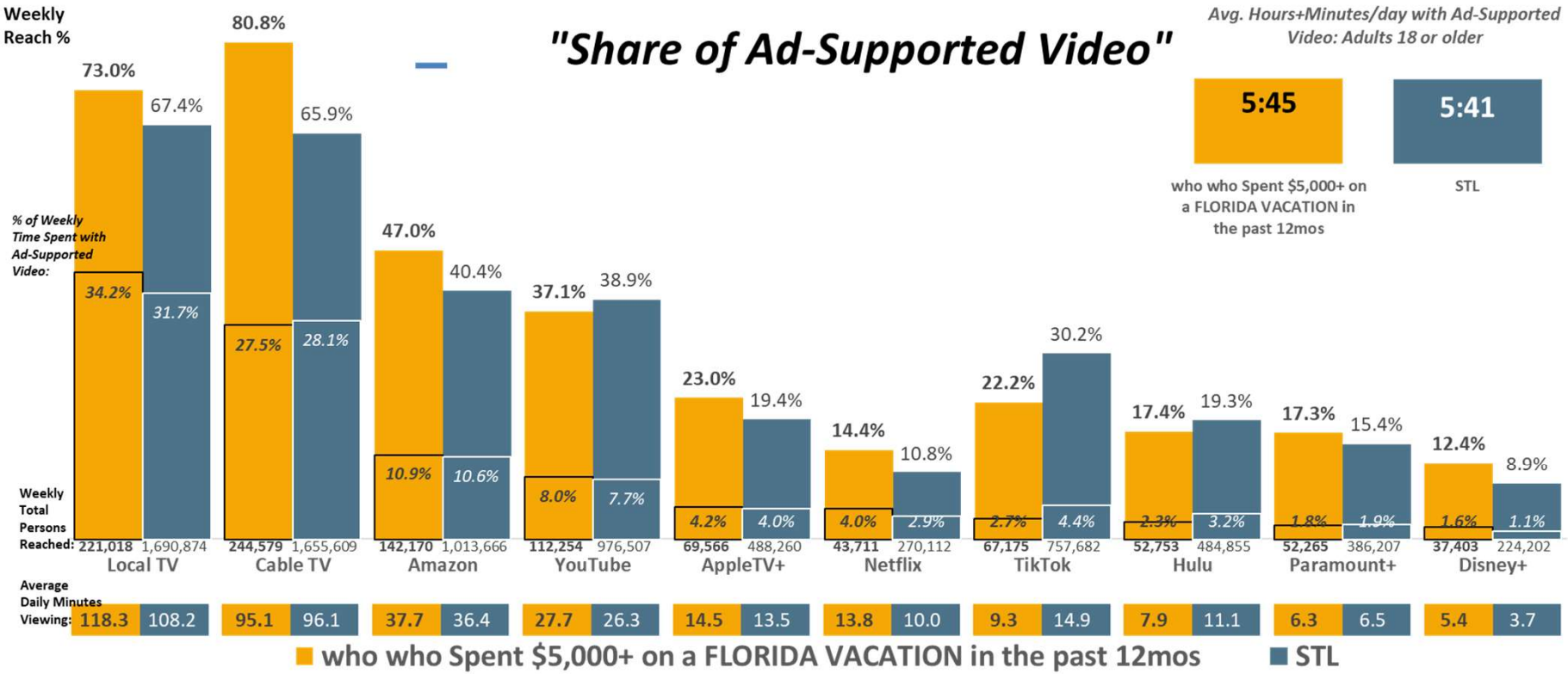
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



221,018 or 73.% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos watch Ad-Supported Local TV Stations for an average of 118.3 minutes every day representing 34.2% of all time spent daily with Ad-Supported Video.



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 288 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

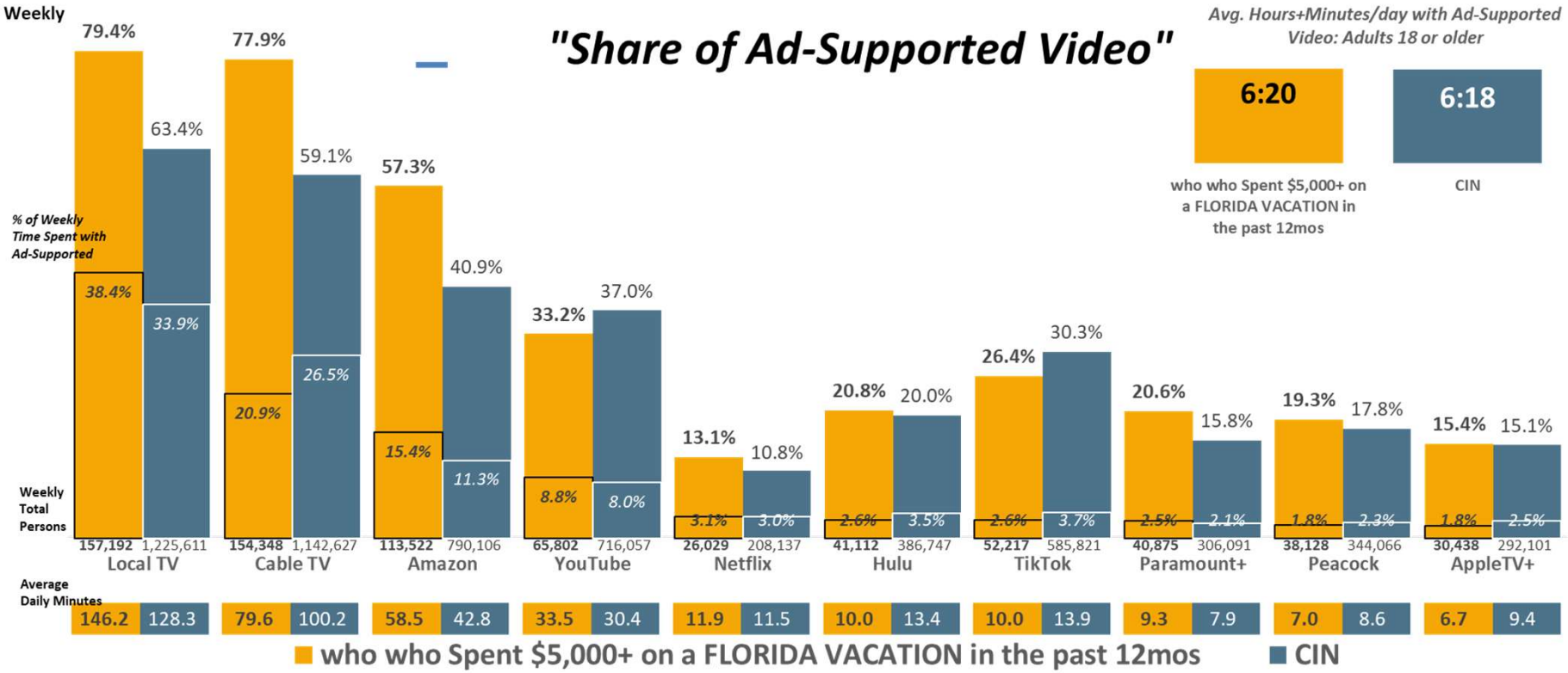
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



157,192 or 79.4% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos watch Ad-Supported Local TV Stations for an average of 146.2 minutes every day representing 38.4% of all time spent daily with Ad-Supported Video.



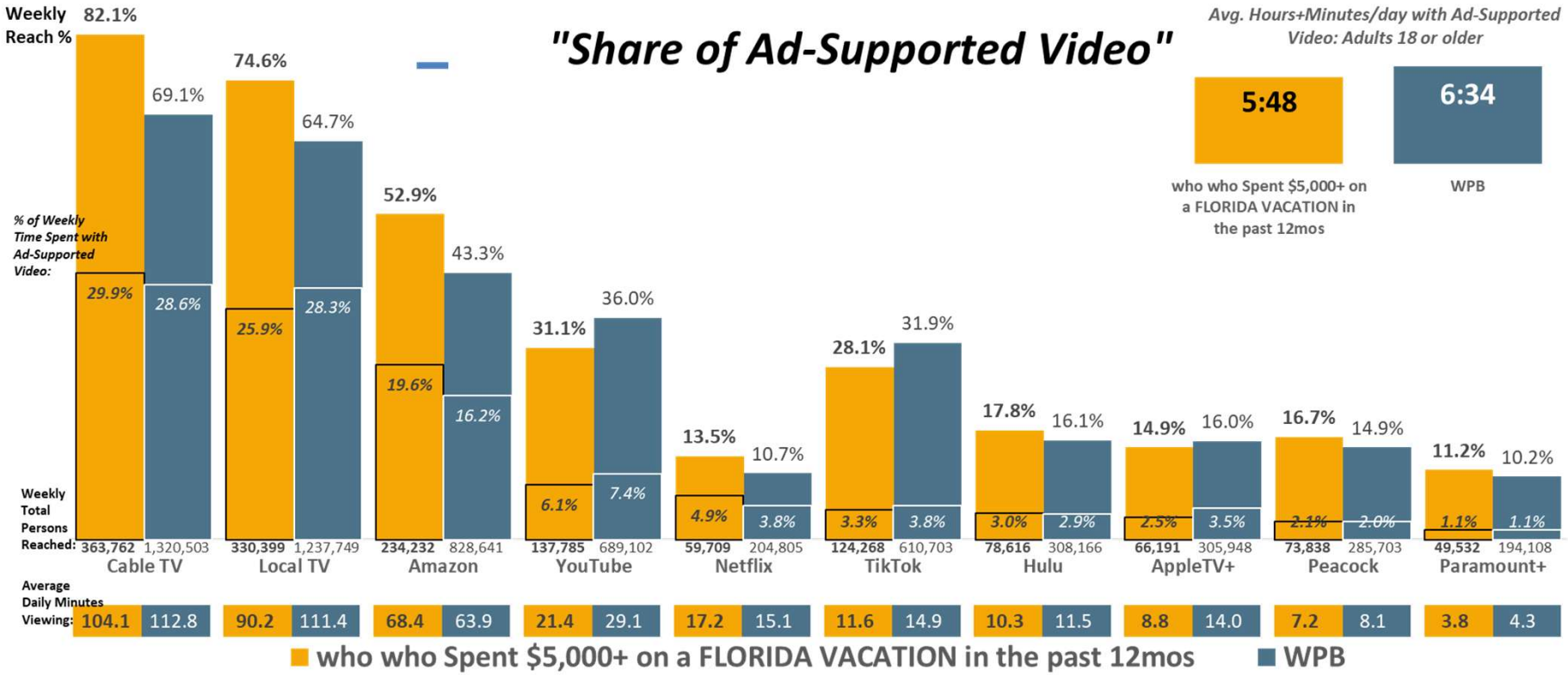
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 247 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

330,399 or 74.6% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos watch Ad-Supported Local TV Stations for an average of 90.2 minutes every day representing 25.9% of all time spent daily with Ad-Supported Video.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 659 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

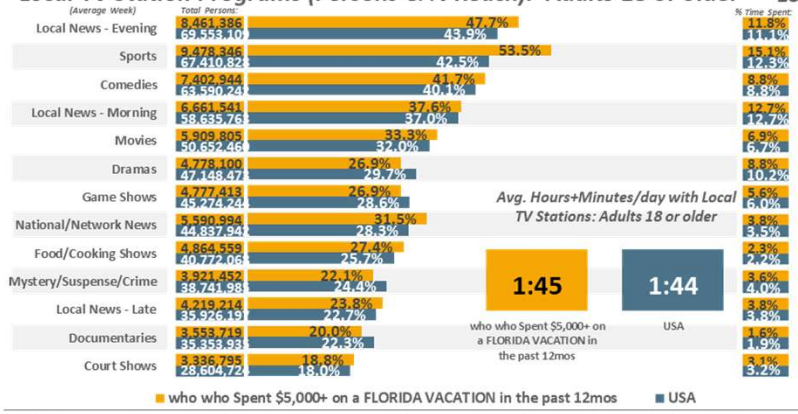
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

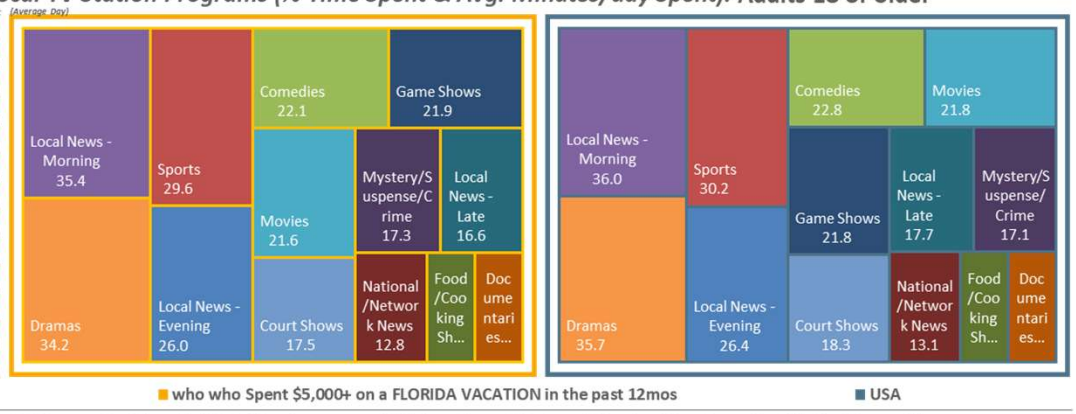


17,552,043 or 70.9% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and National/Network

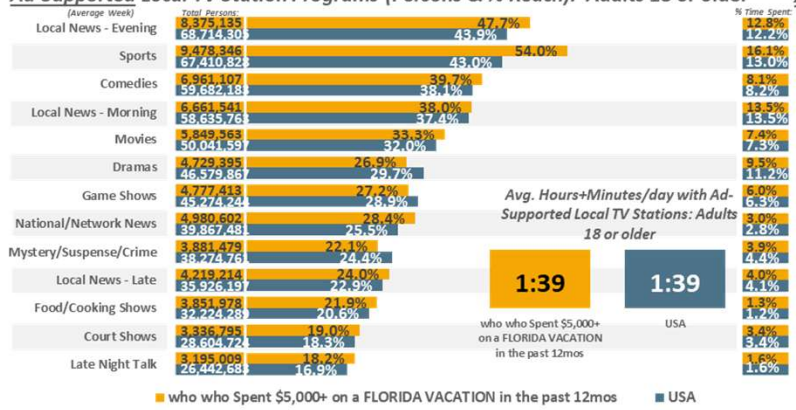
Local TV Station Programs (Persons & % Reach): Adults 18 or older



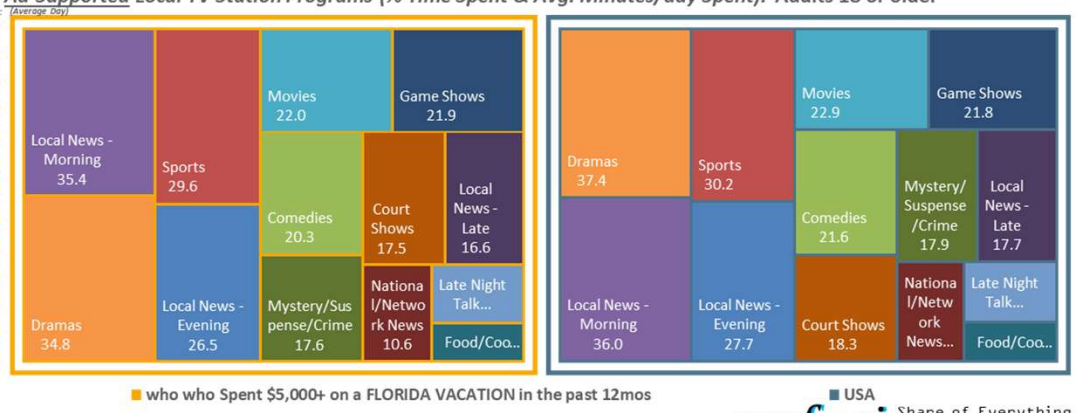
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,830

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

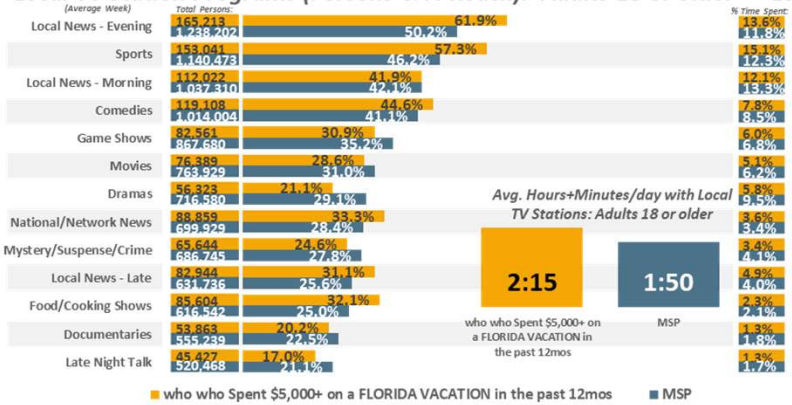
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

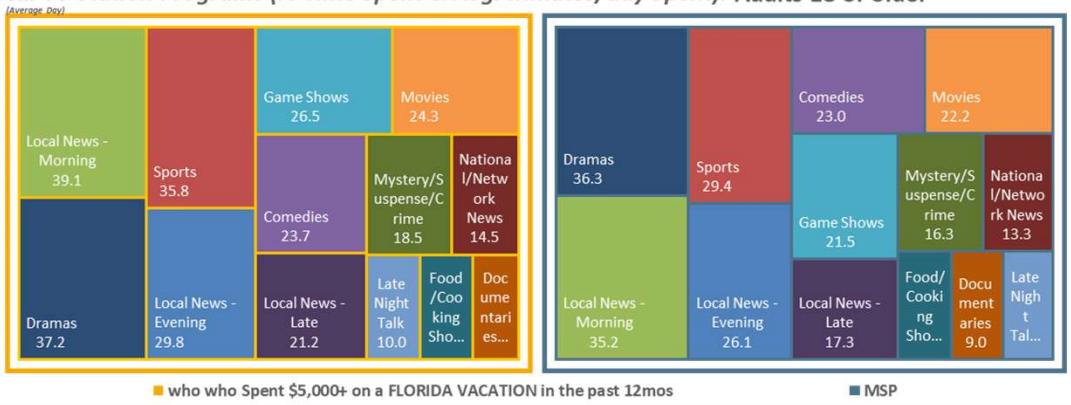


262,149 or 72.2% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Local News - Late, and Game Sho

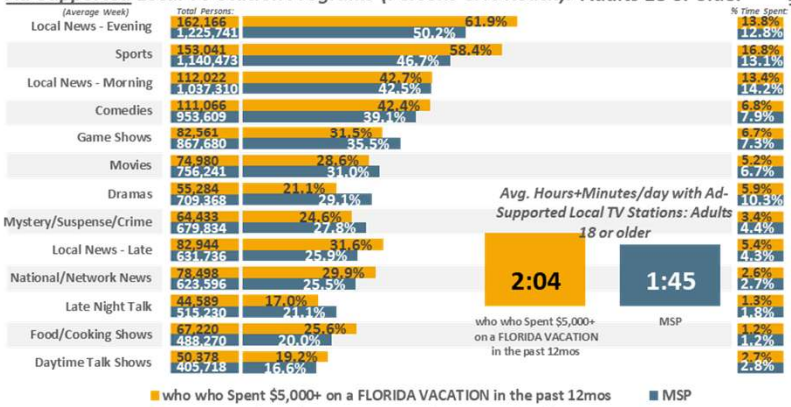
Local TV Station Programs (Persons & % Reach): Adults 18 or older



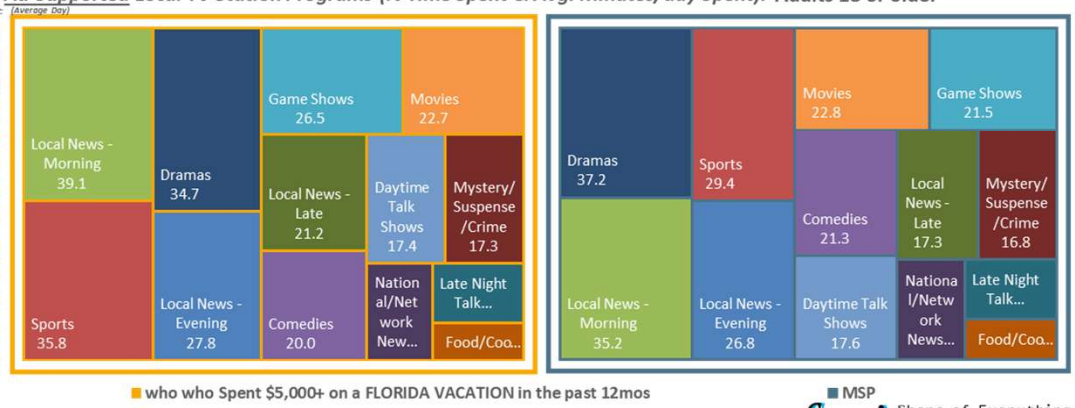
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 217

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

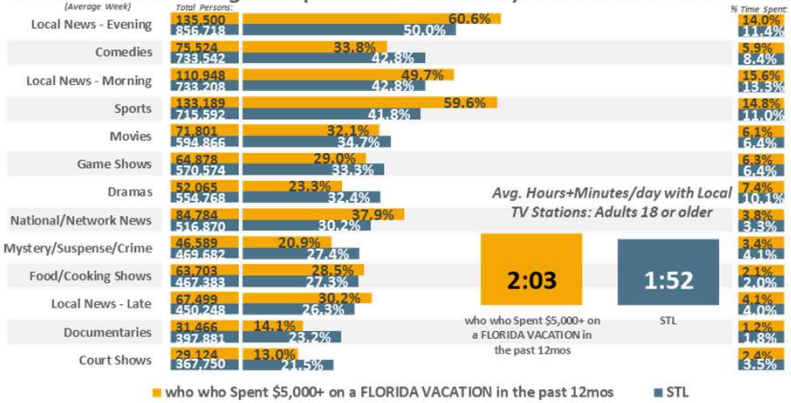
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

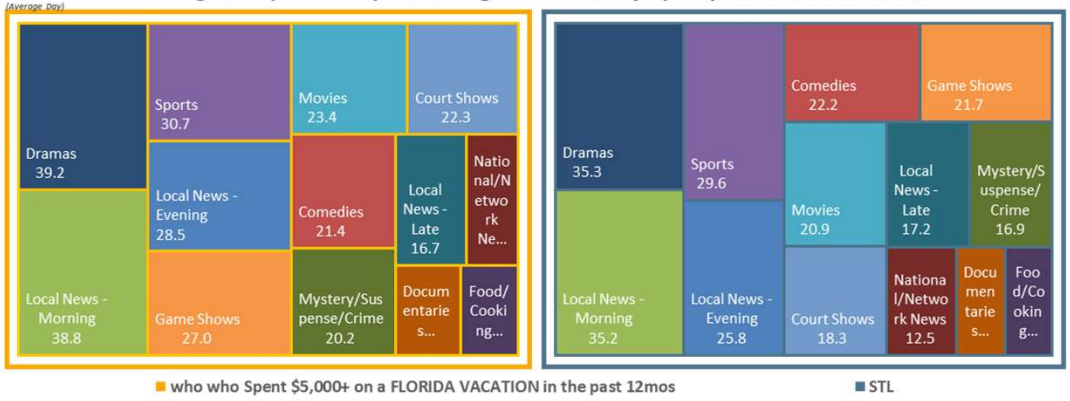


221,018 or 73.% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, National/Network News, Movies, and Comedie

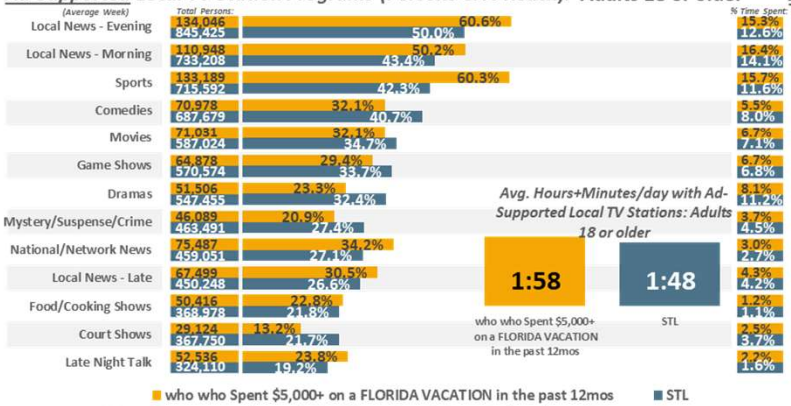
Local TV Station Programs (Persons & % Reach): Adults 18 or older



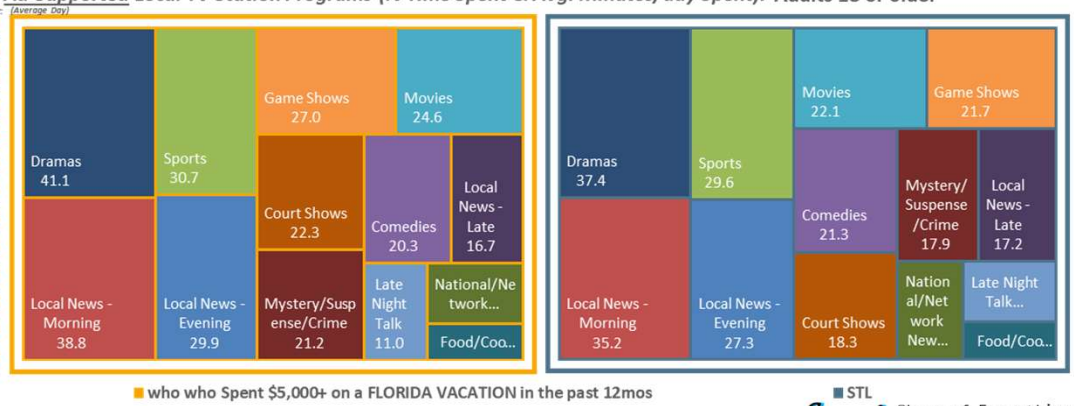
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 288

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

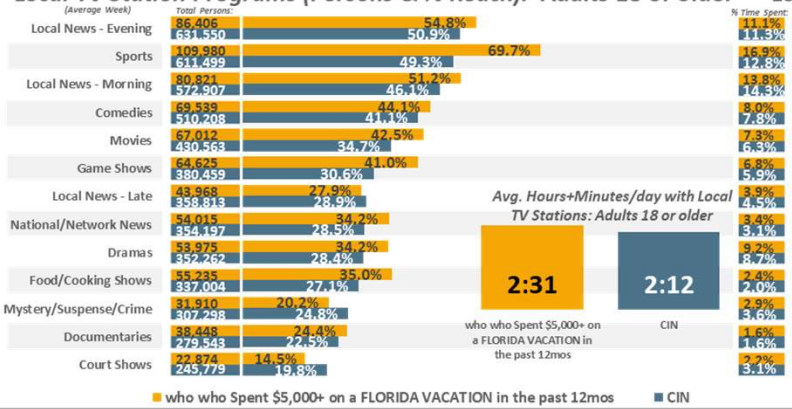
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

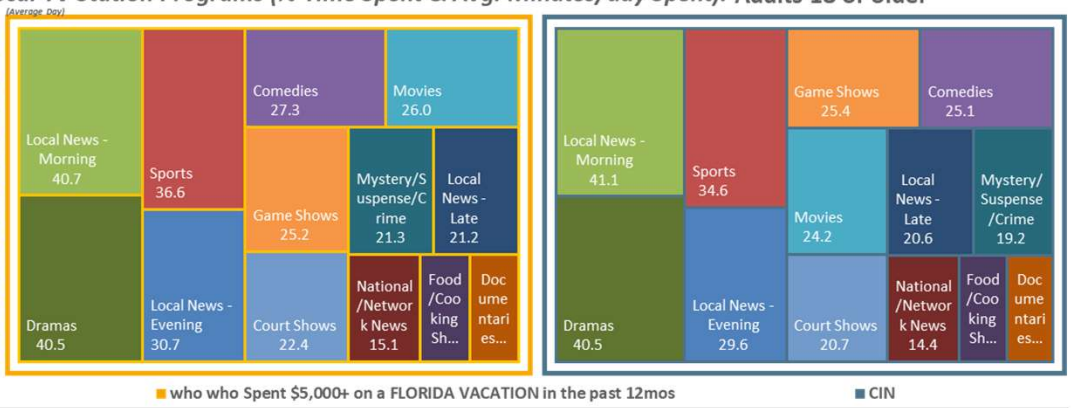


157,192 or 79.4% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and Game Shows.

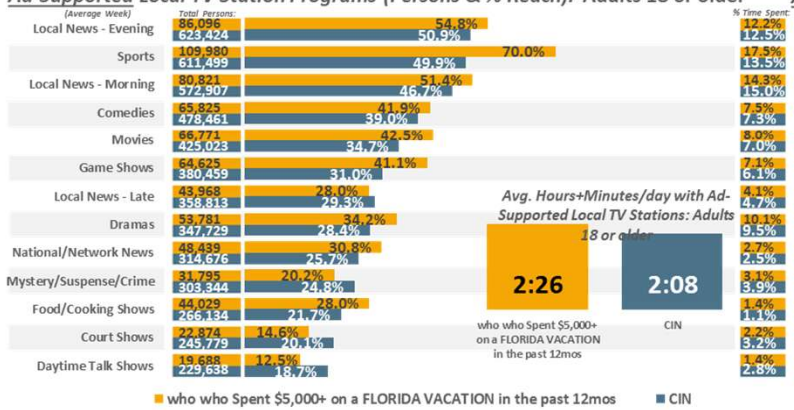
Local TV Station Programs (Persons & % Reach): Adults 18 or older



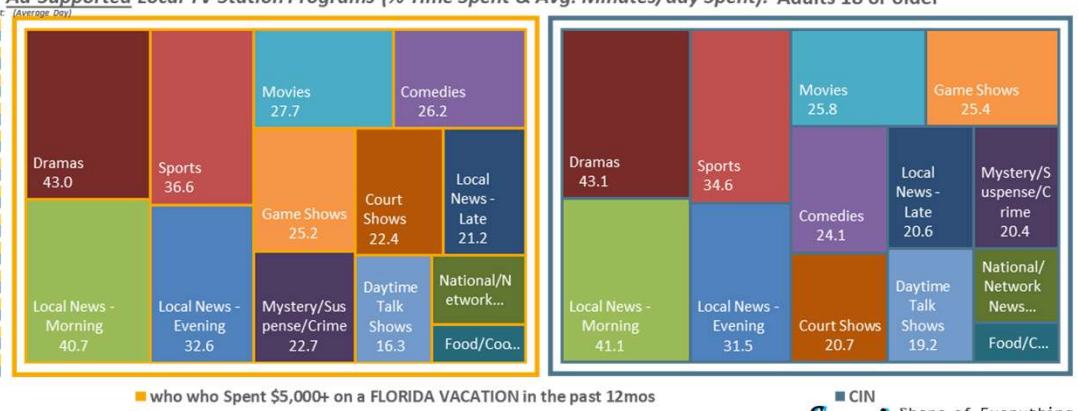
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 247

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

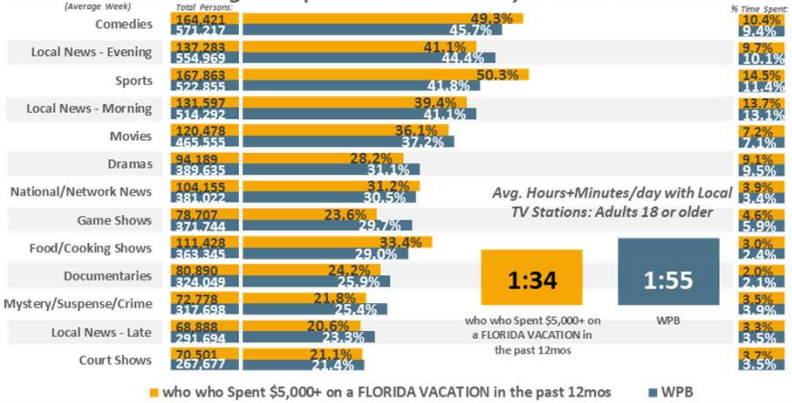
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

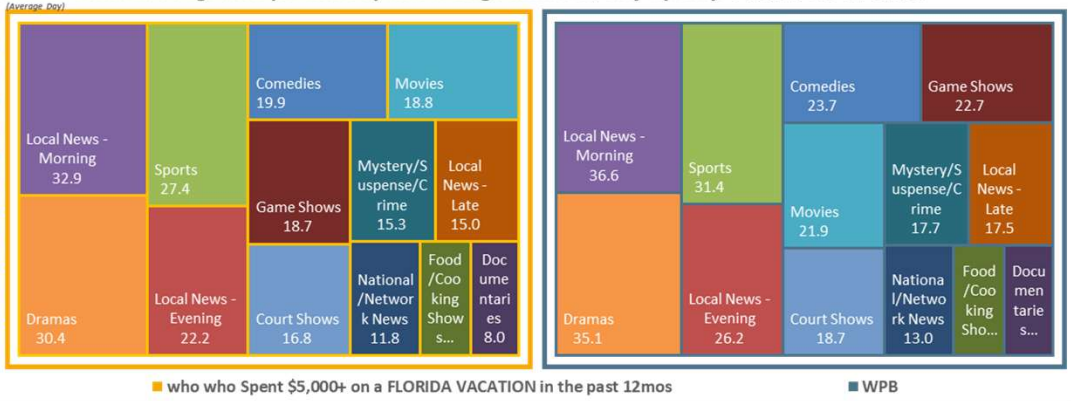


330,399 or 74.6% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Movies, and Dramas.

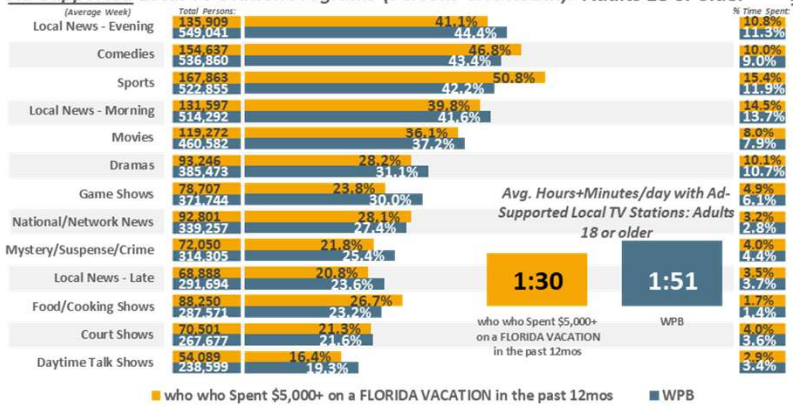
Local TV Station Programs (Persons & % Reach): Adults 18 or older



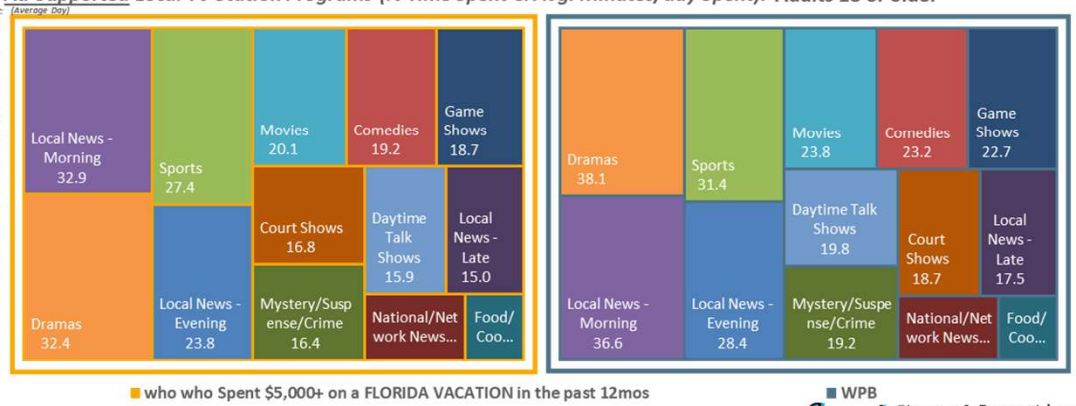
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 659

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

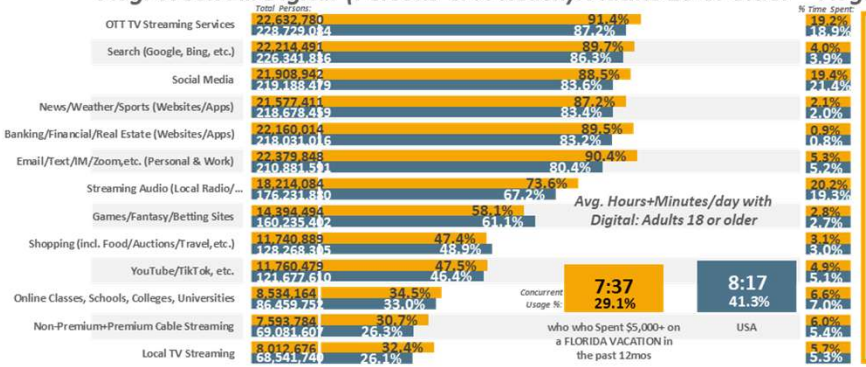
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

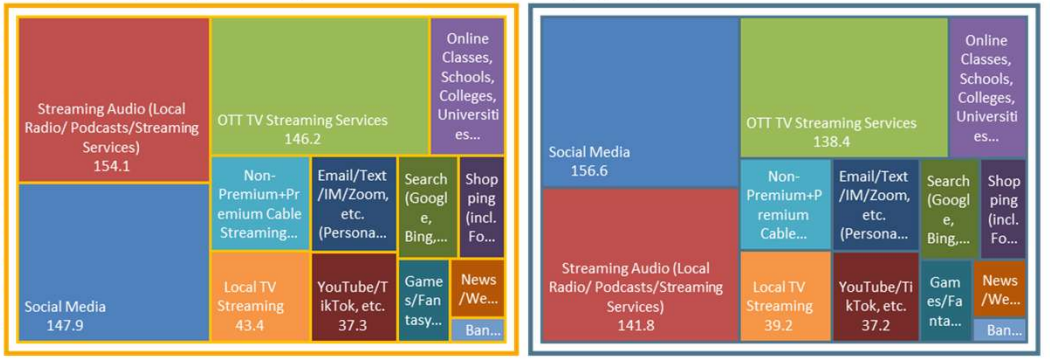


19,196,871 or 77.5% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos use Ad-Supported Social Media for an average of 129.6 minutes every day representing 23.7% of all time spent daily with Ad-Supported Digital Media.

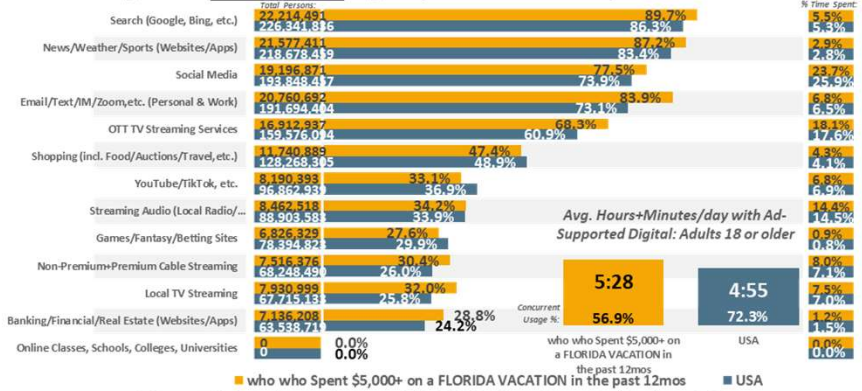
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



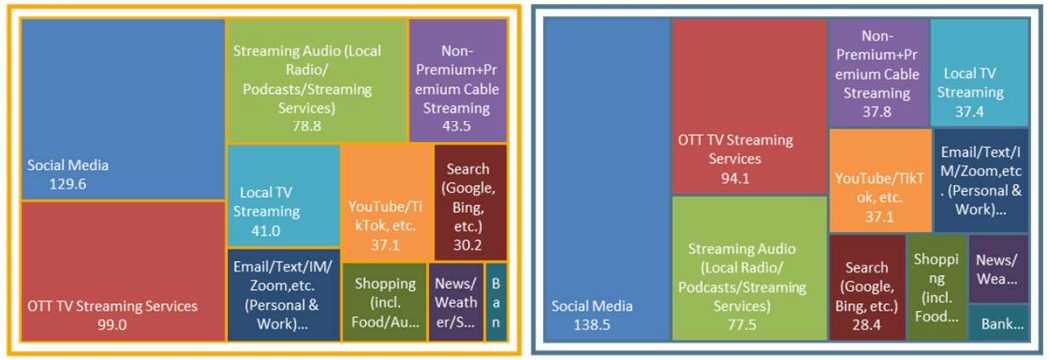
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,830

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

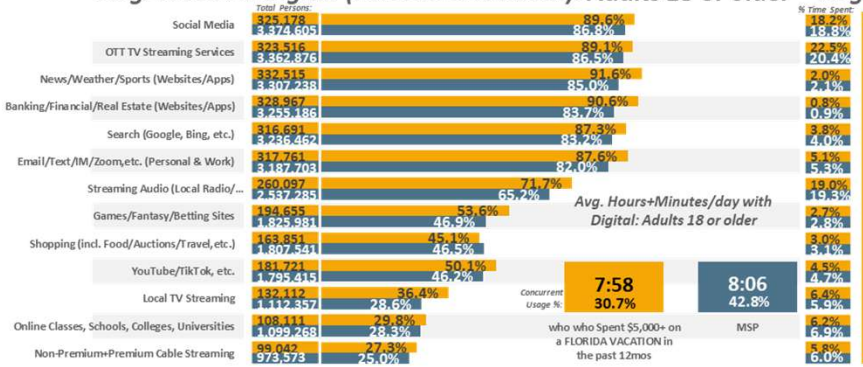
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

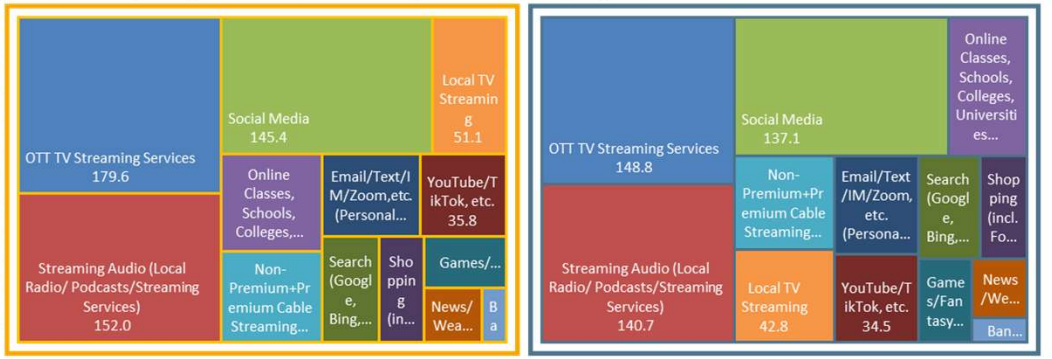


300,206 or 82.7% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos use Ad-Supported Social Media for an average of 134.2 minutes every day representing 23.% of all time spent daily with Ad-Supported Digital Media.

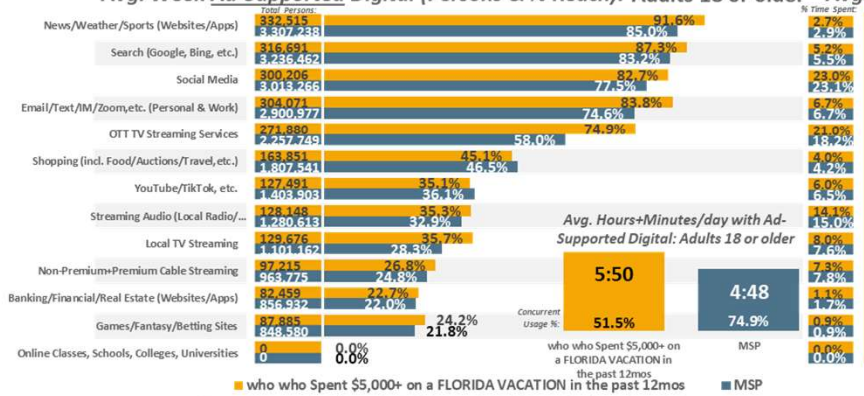
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



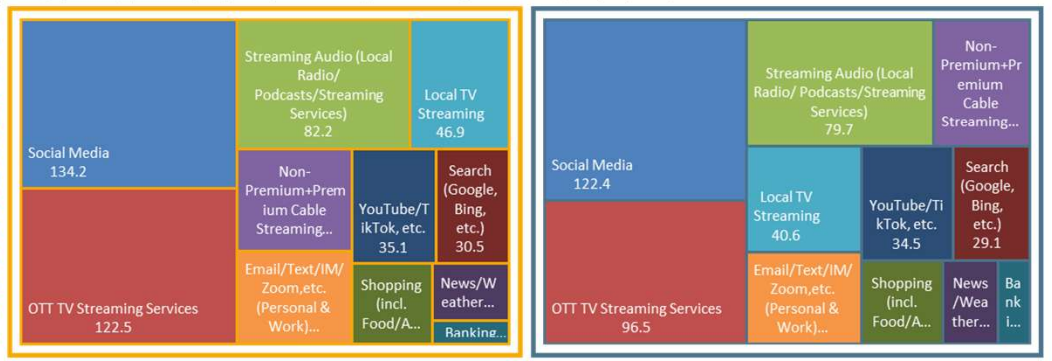
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 217

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

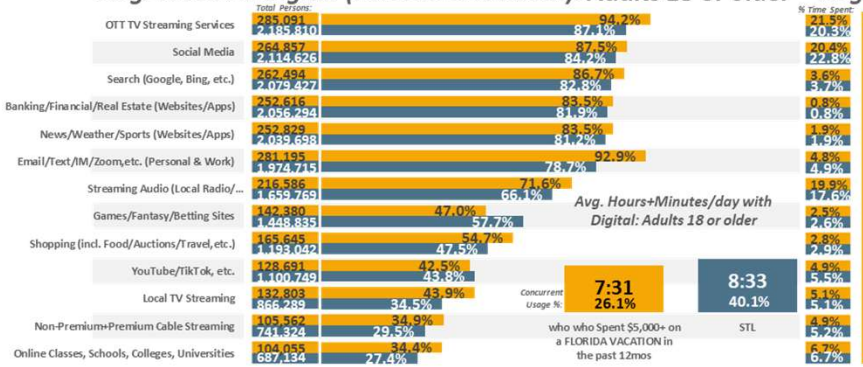
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

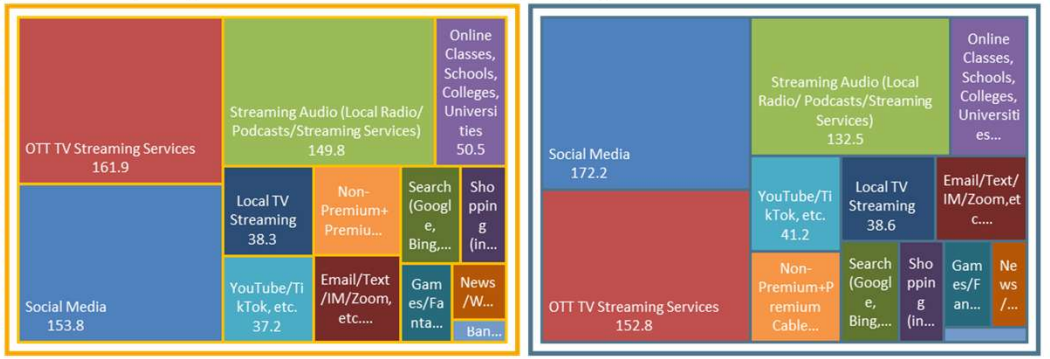


220,876 or 73.% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos use Ad-Supported Social Media for an average of 128.2 minutes every day representing 25.% of all time spent daily with Ad-Supported Digital Media.

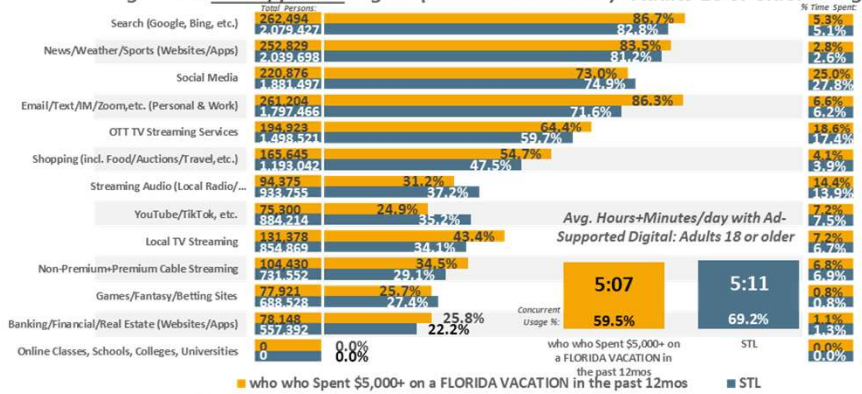
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



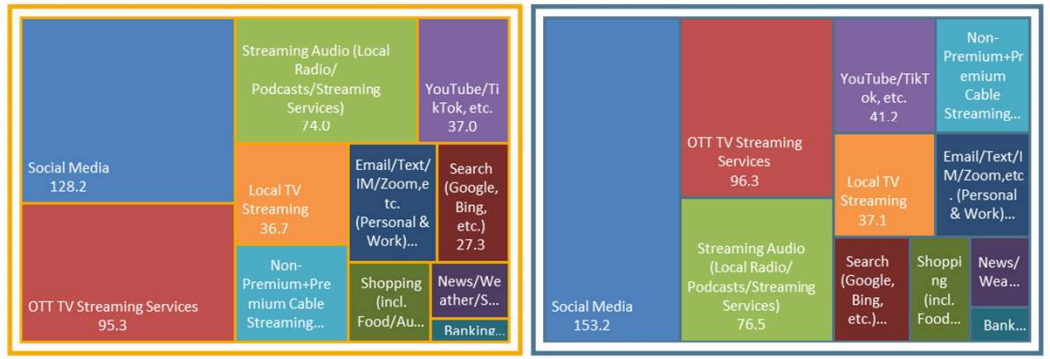
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 288

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

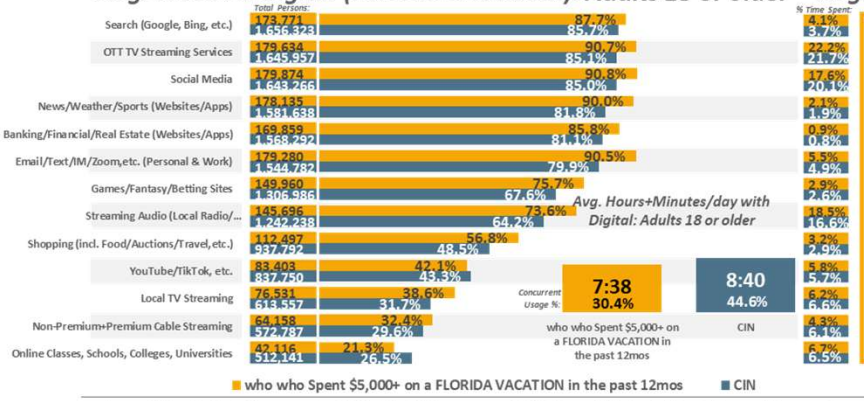
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

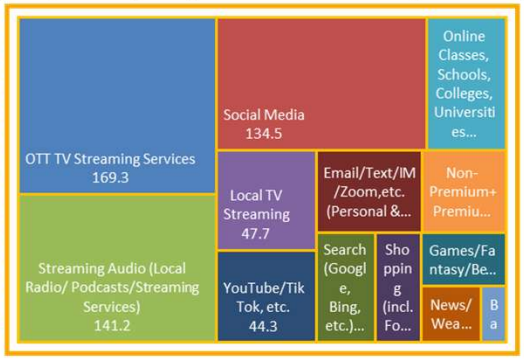


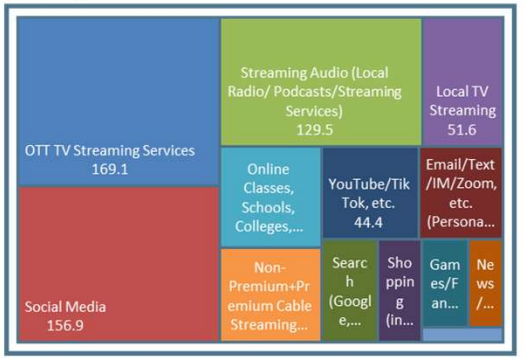
153,417 or 77.5% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos use Ad-Supported Social Media for an average of 114.7 minutes every day representing 21.2% of all time spent daily with Ad-Supported Digital Media.

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

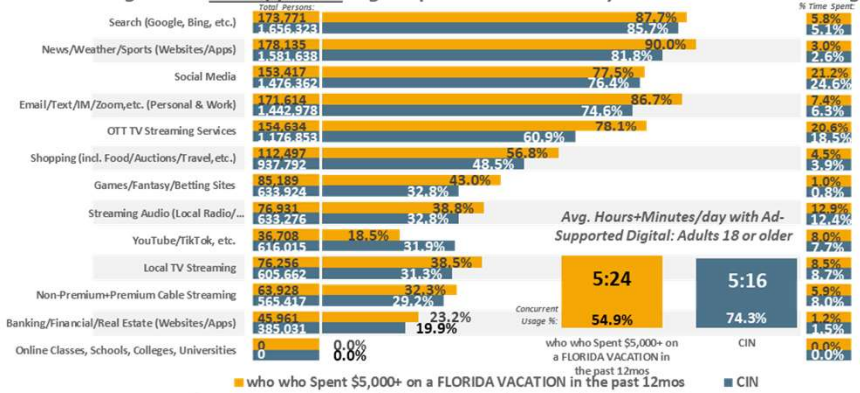


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



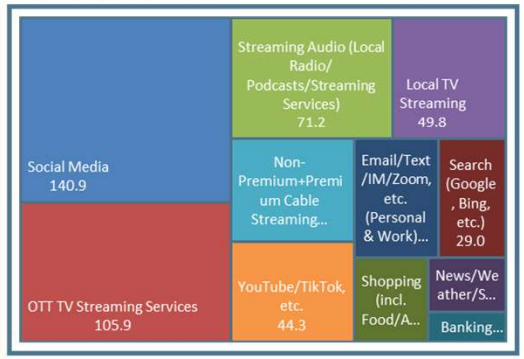


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 247

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

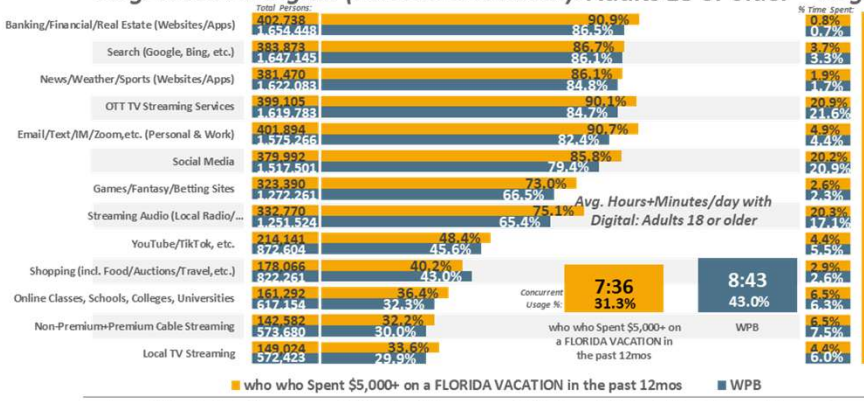
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

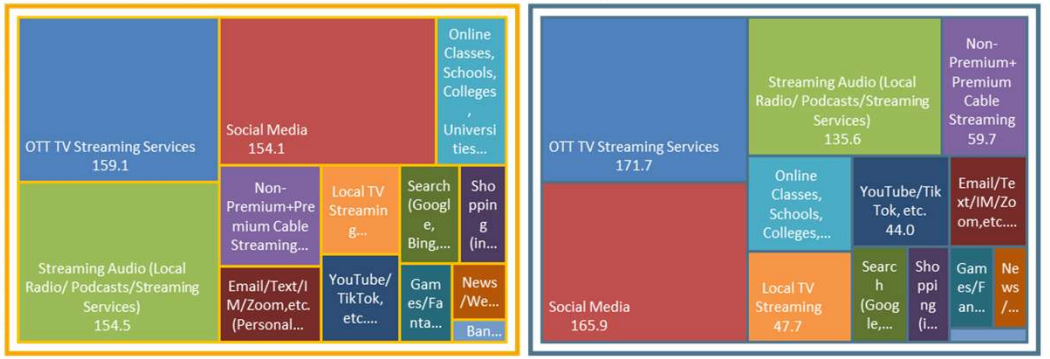


330,581 or 74.6% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos use Ad-Supported Social Media for an average of 134.1 minutes every day representing 24.2% of all time spent daily with Ad-Supported Digital Media.

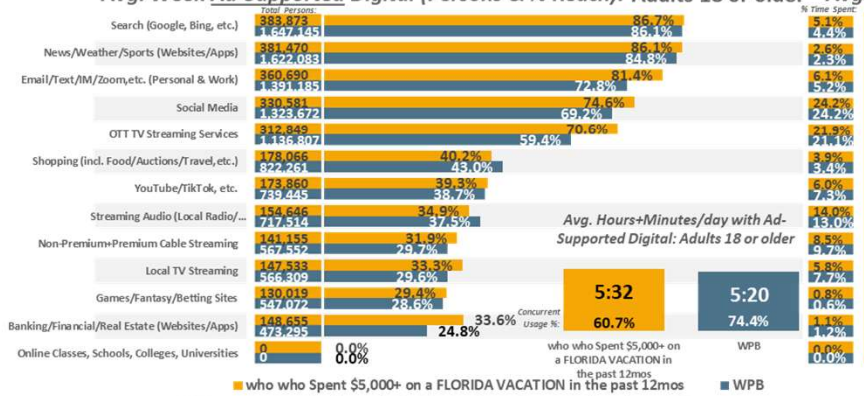
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



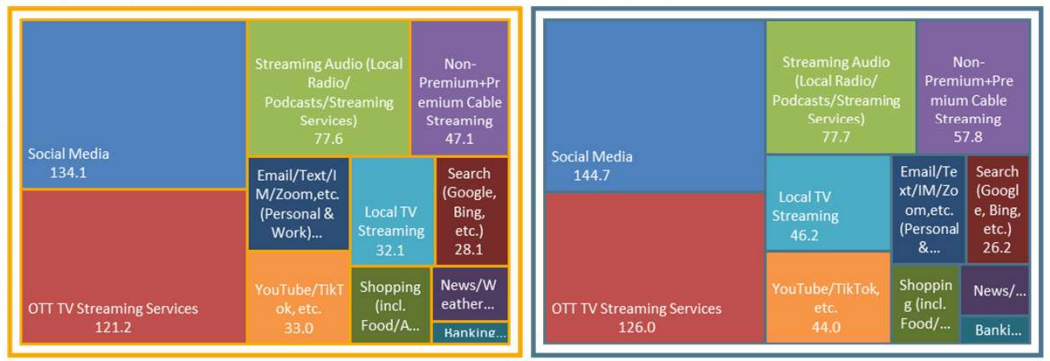
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 659

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

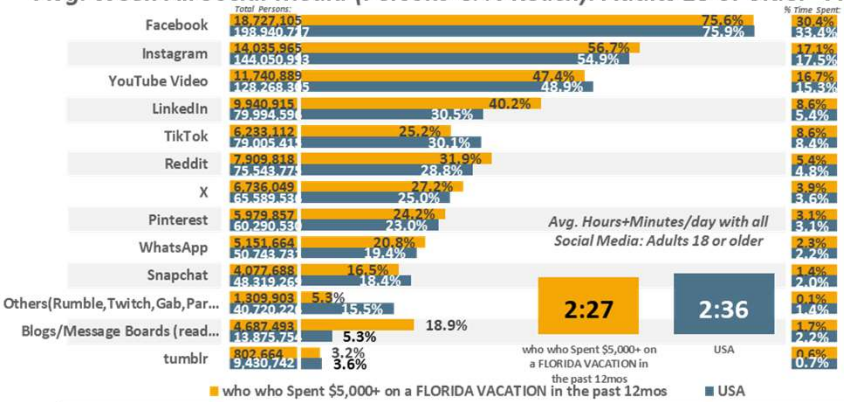
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

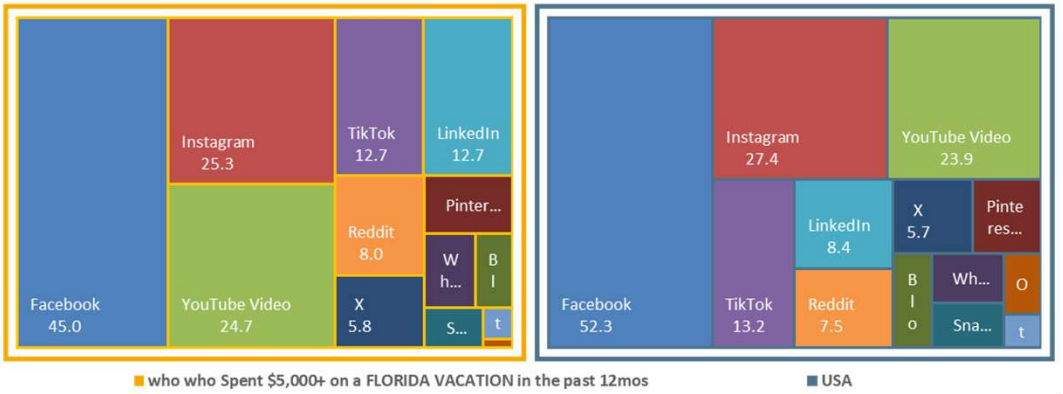


18,727,105 or 75.6% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos use Ad-Supported Facebook for an average of 44. minutes every day representing 34.% of all time spent daily with Ad-Supported Social Media.

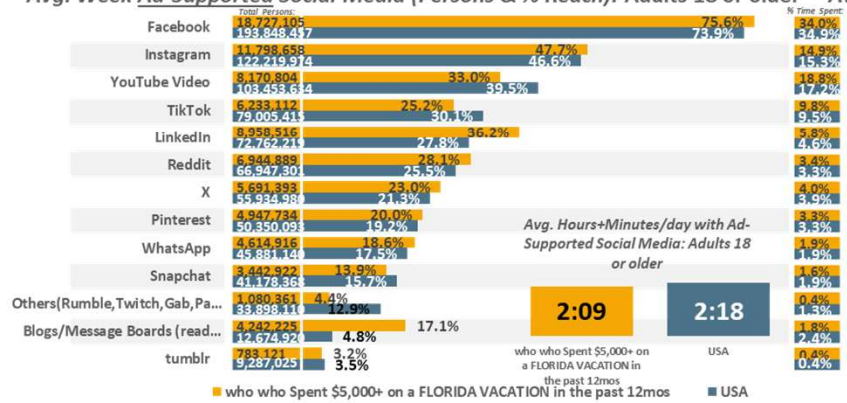
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



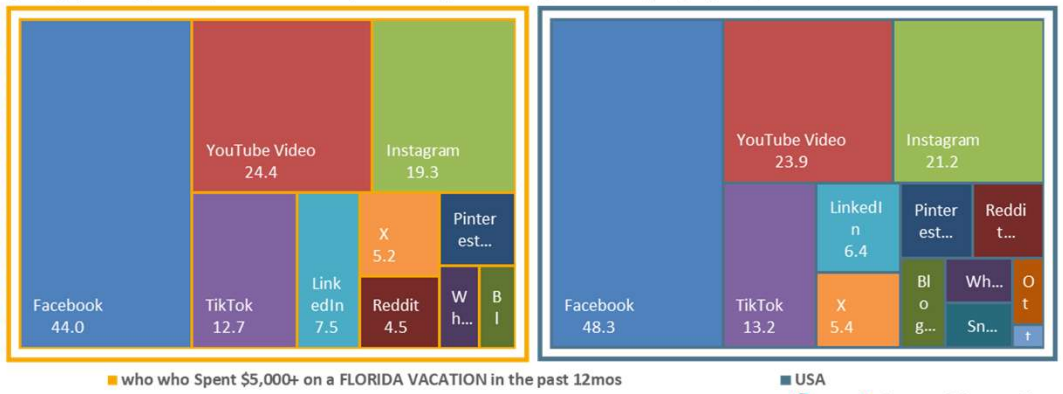
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,830

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

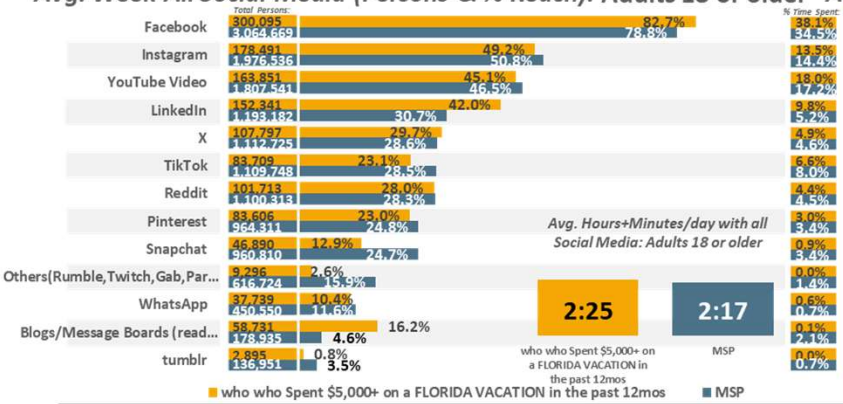
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

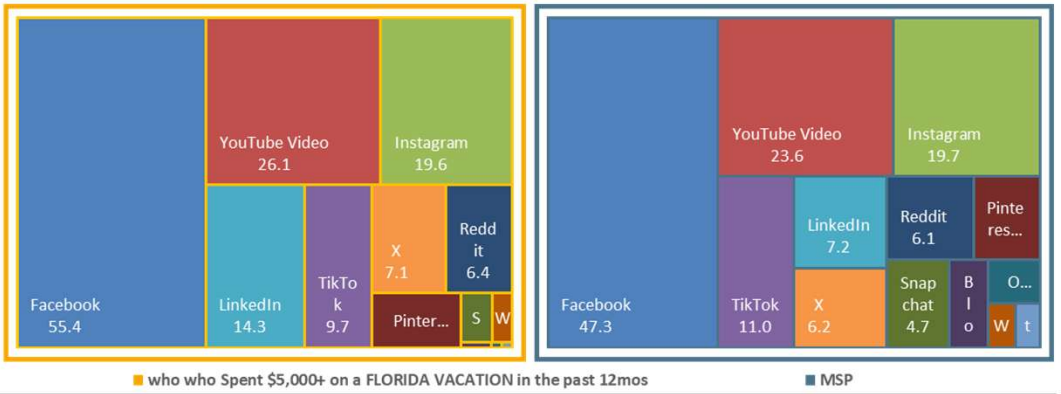


300,095 or 82.7% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos use Ad-Supported Facebook for an average of 51.9 minutes every day representing 38.7% of all time spent daily with Ad-Supported Social Media.

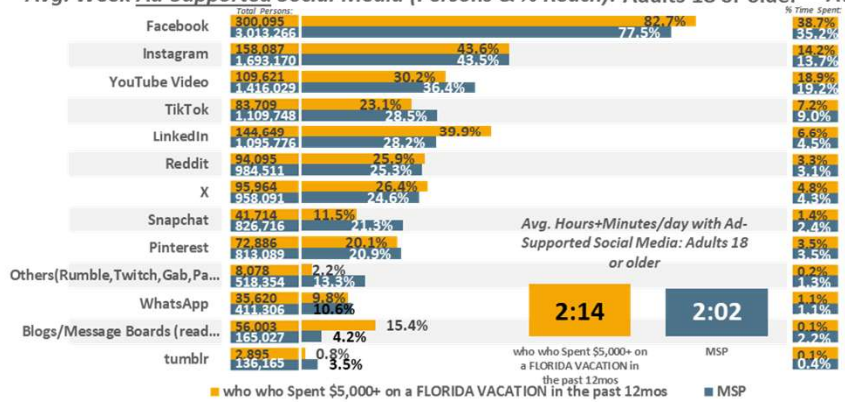
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



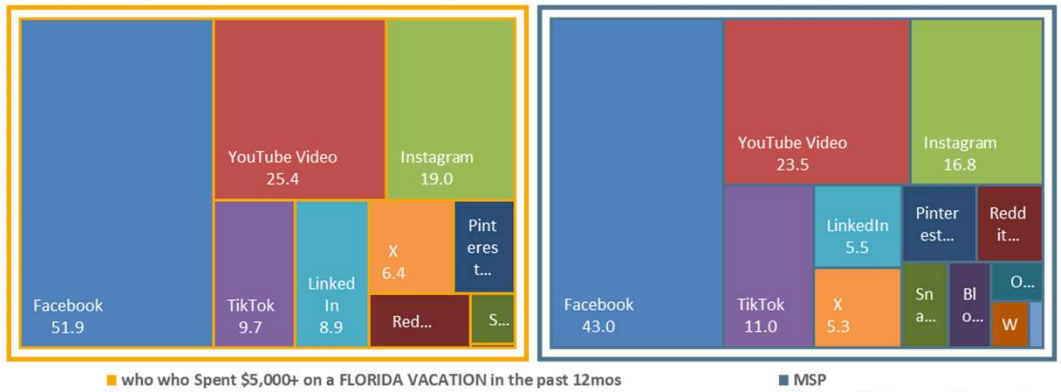
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 217

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

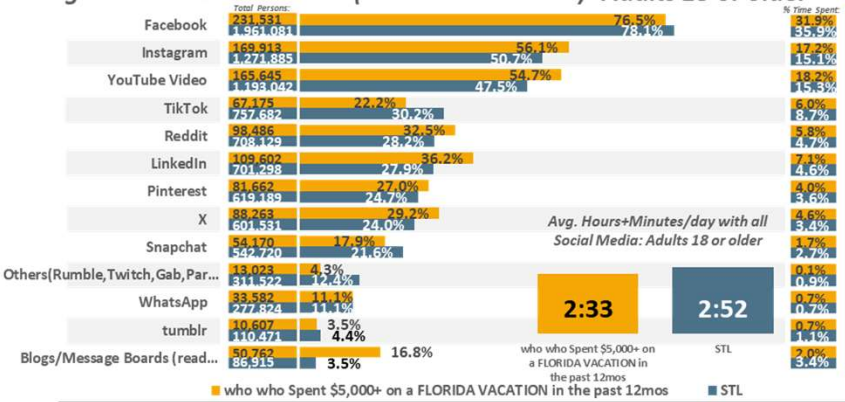
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

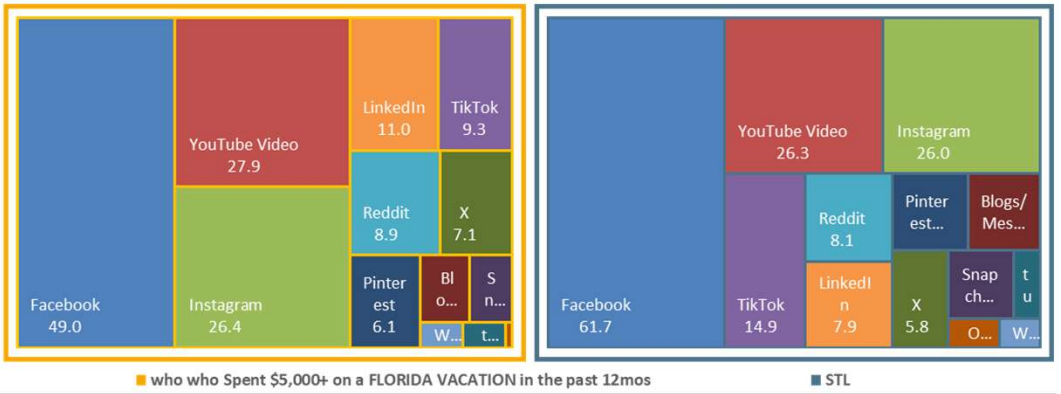


220,876 or 73.% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos use Ad-Supported Facebook for an average of 44. minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.

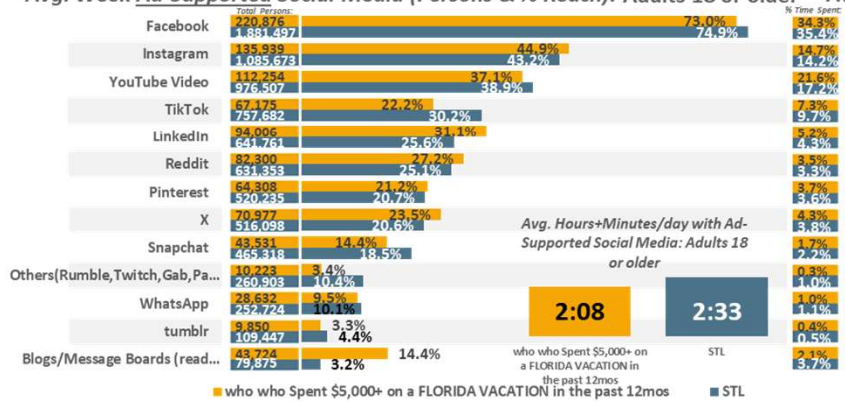
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



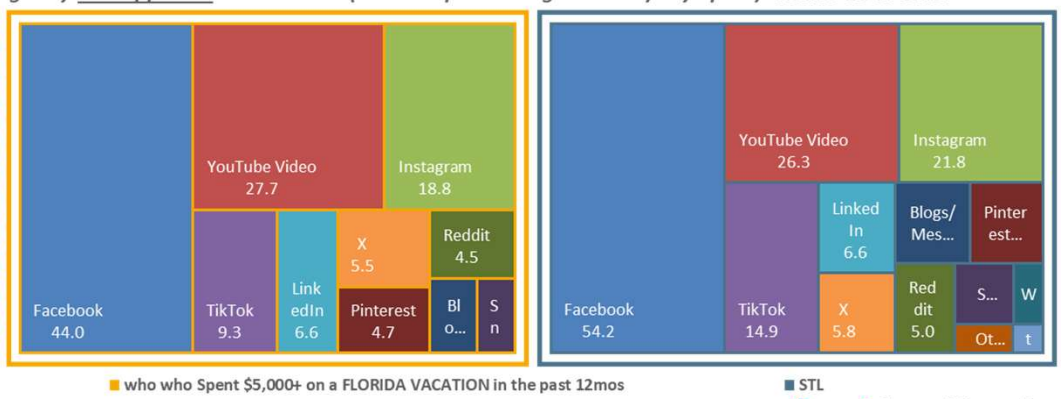
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 288

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

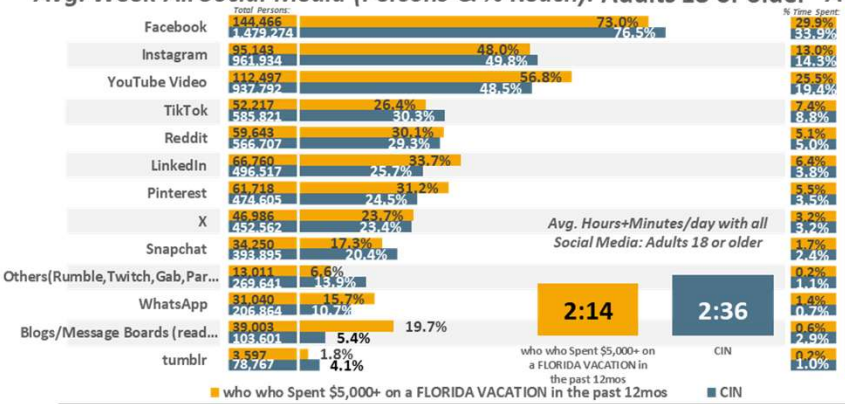
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

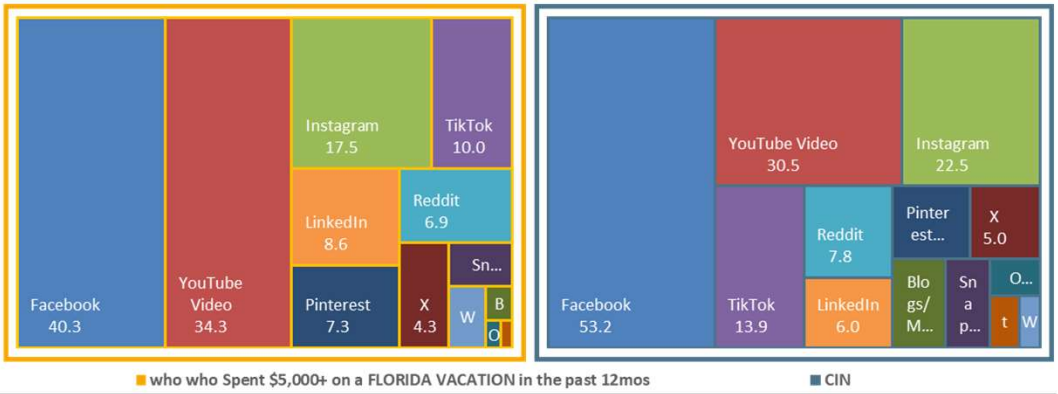


144,466 or 73.% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos use Ad-Supported Facebook for an average of 36.1 minutes every day representing 31.5% of all time spent daily with Ad-Supported Social Media.

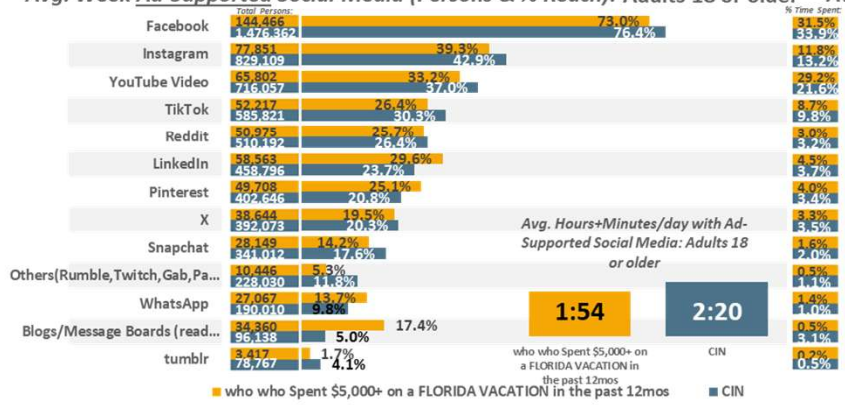
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



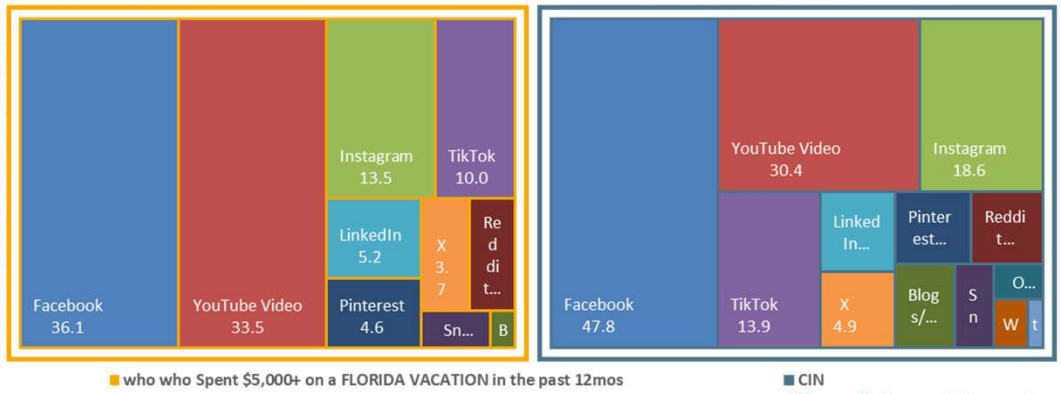
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 247

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

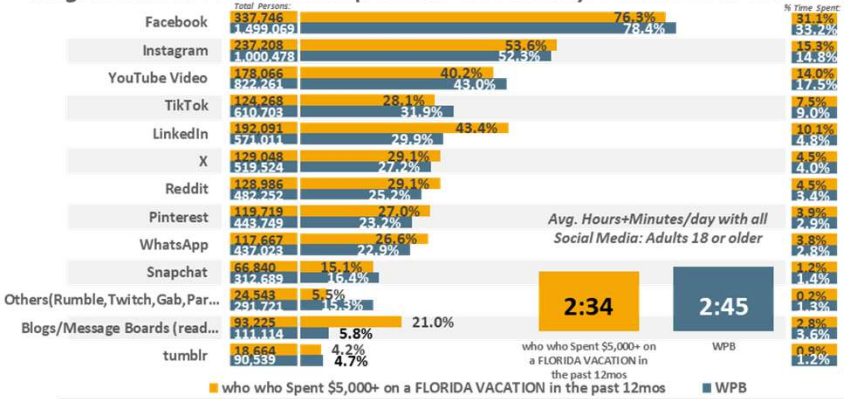
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

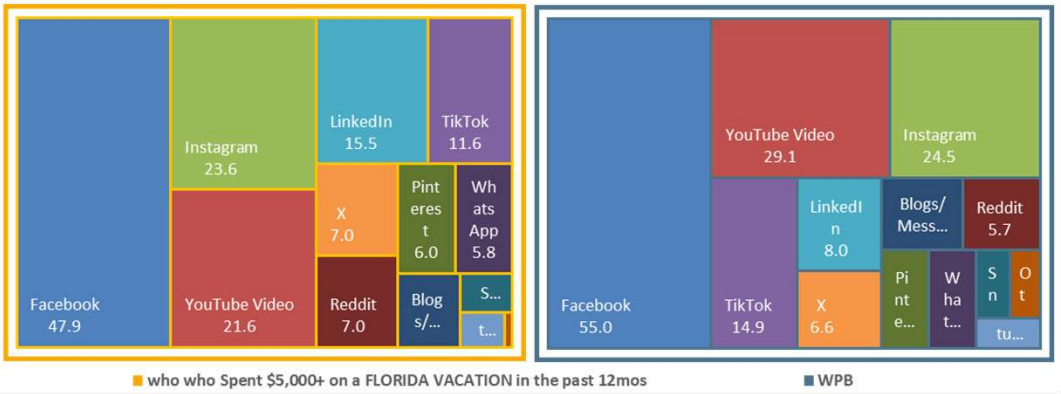


330,581 or 74.6% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos use Ad-Supported Facebook for an average of 46.8 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.

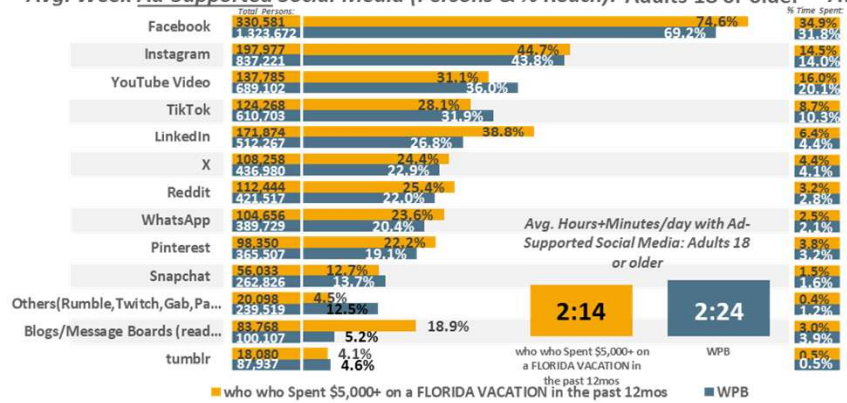
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



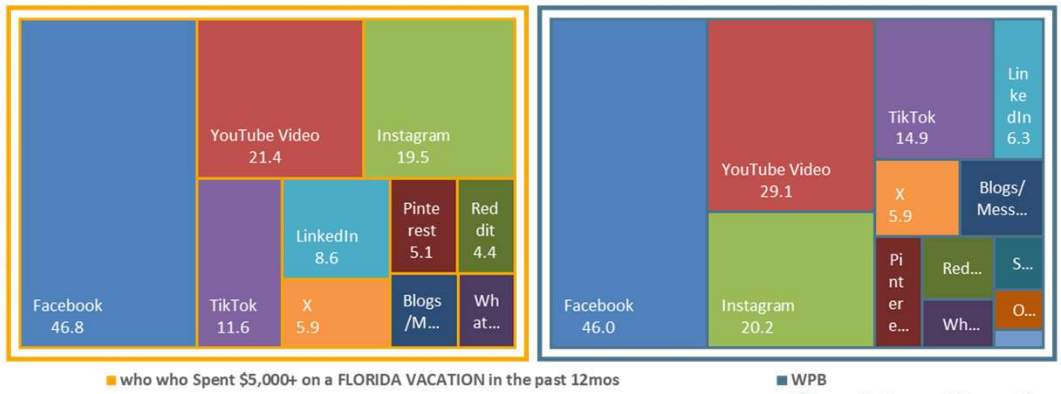
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 659

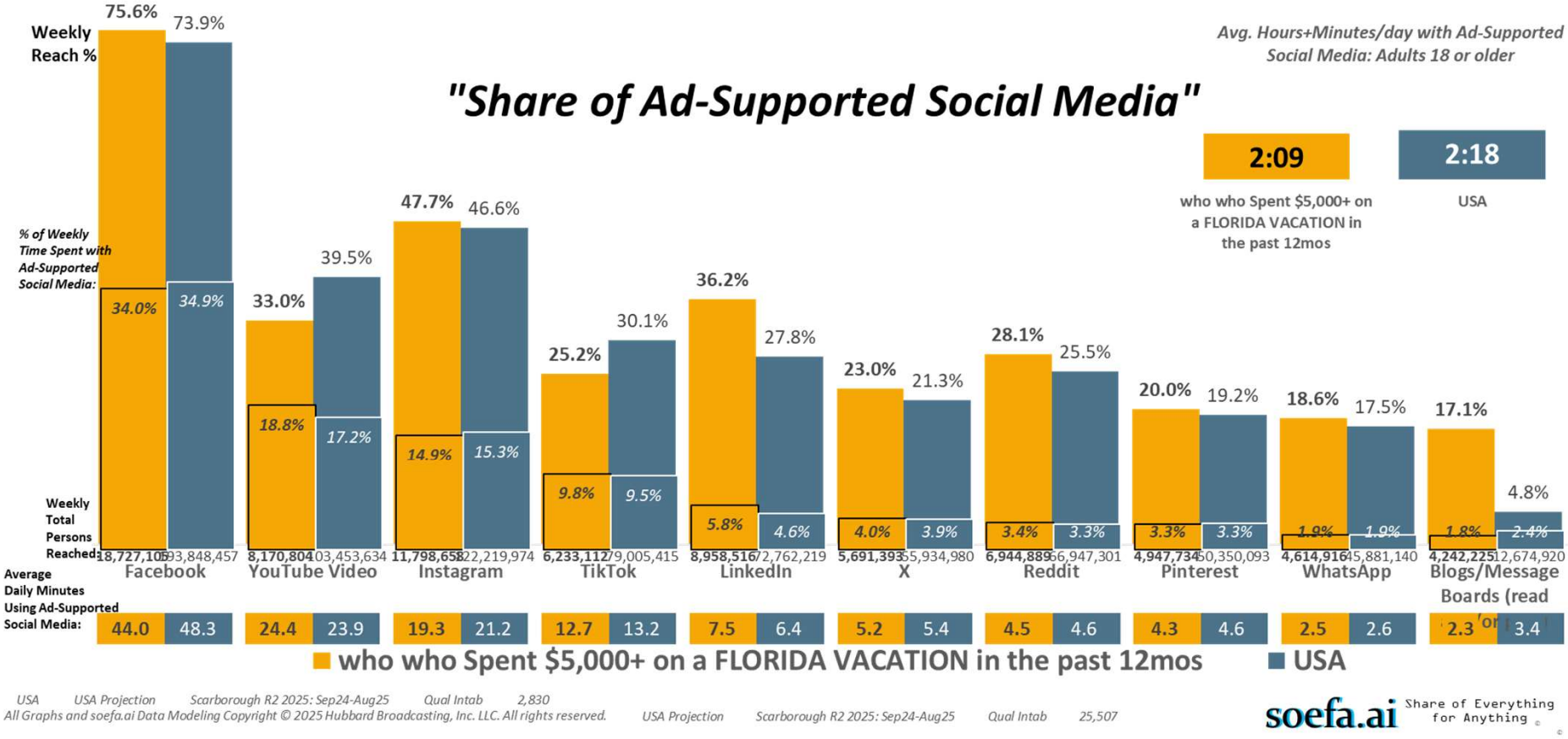
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



18,727,105 or 75.6% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos use Ad-Supported Facebook for an average of 44. minutes every day representing 34.% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,830

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

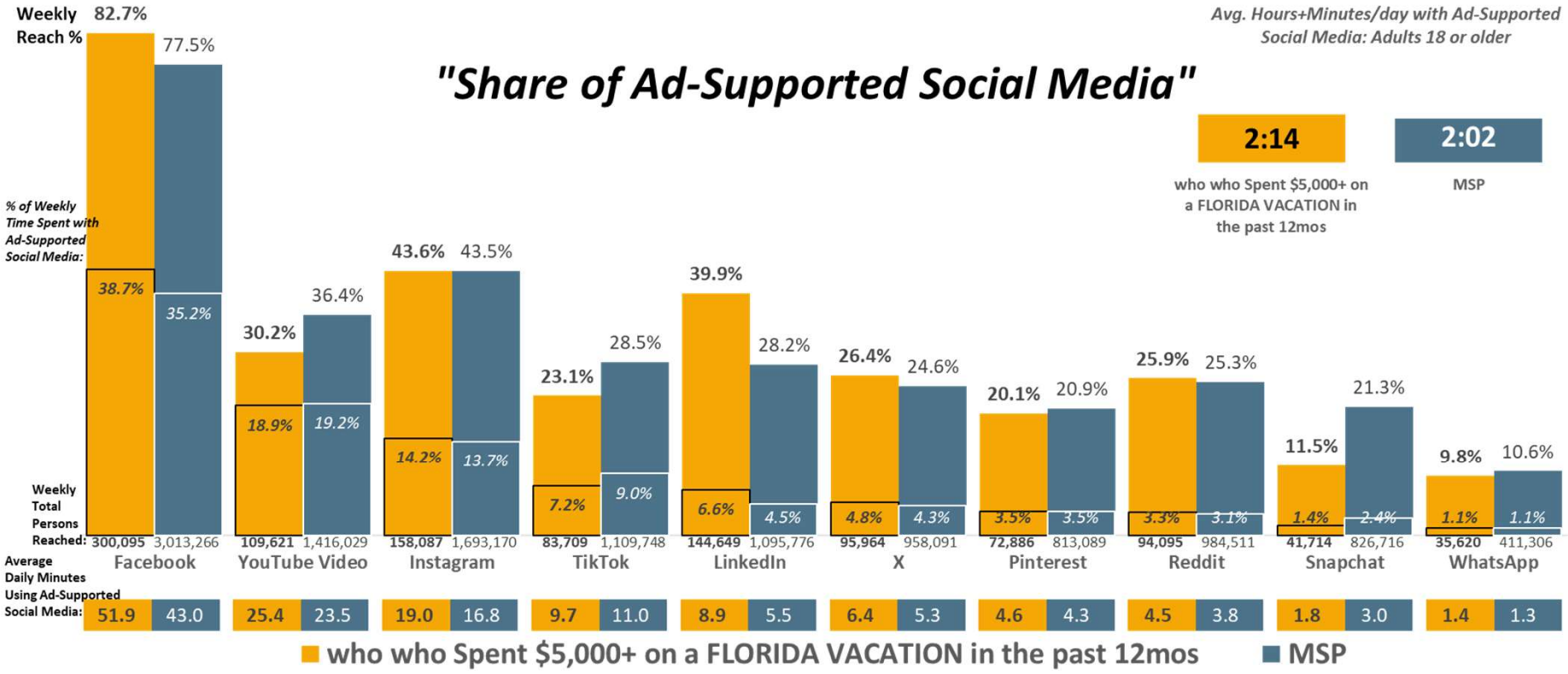
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



300,095 or 82.7% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos use Ad-Supported Facebook for an average of 51.9 minutes every day representing 38.7% of all time spent daily with Ad-Supported Social Media.



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 217 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

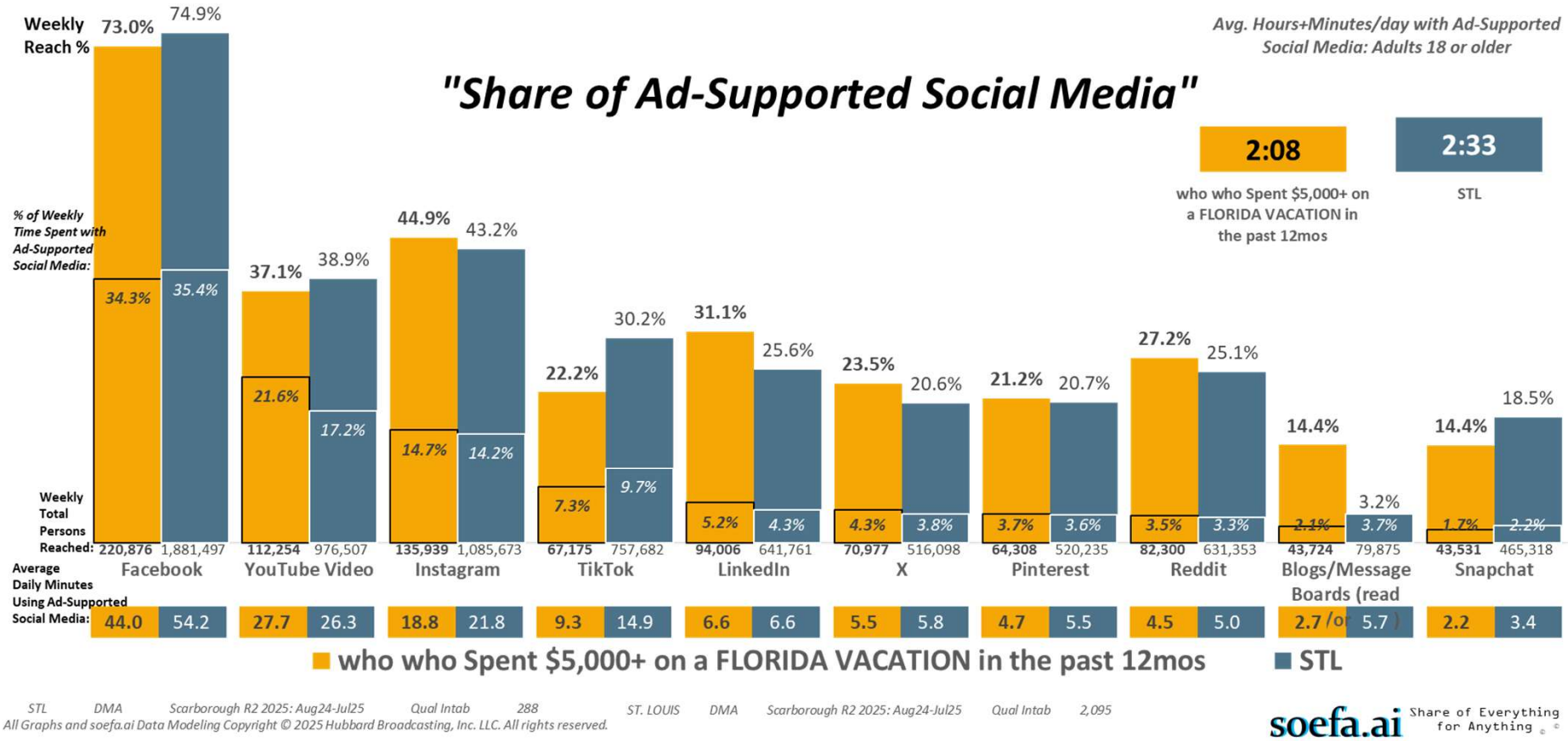
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



220,876 or 73.% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos use Ad-Supported Facebook for an average of 44. minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 288 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

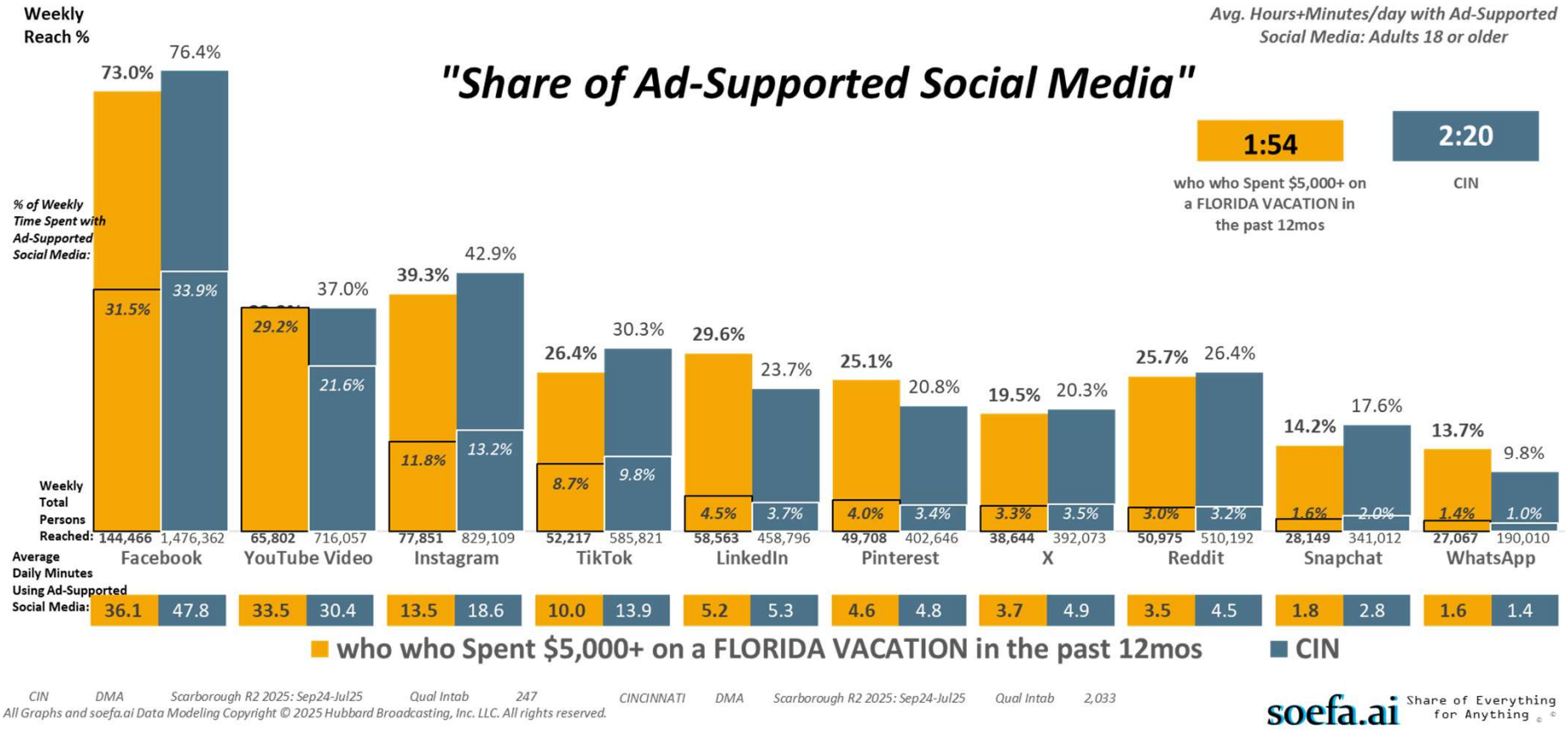
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



144,466 or 73.% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos use Ad-Supported Facebook for an average of 36.1 minutes every day representing 31.5% of all time spent daily with Ad-Supported Social Media.



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 247 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

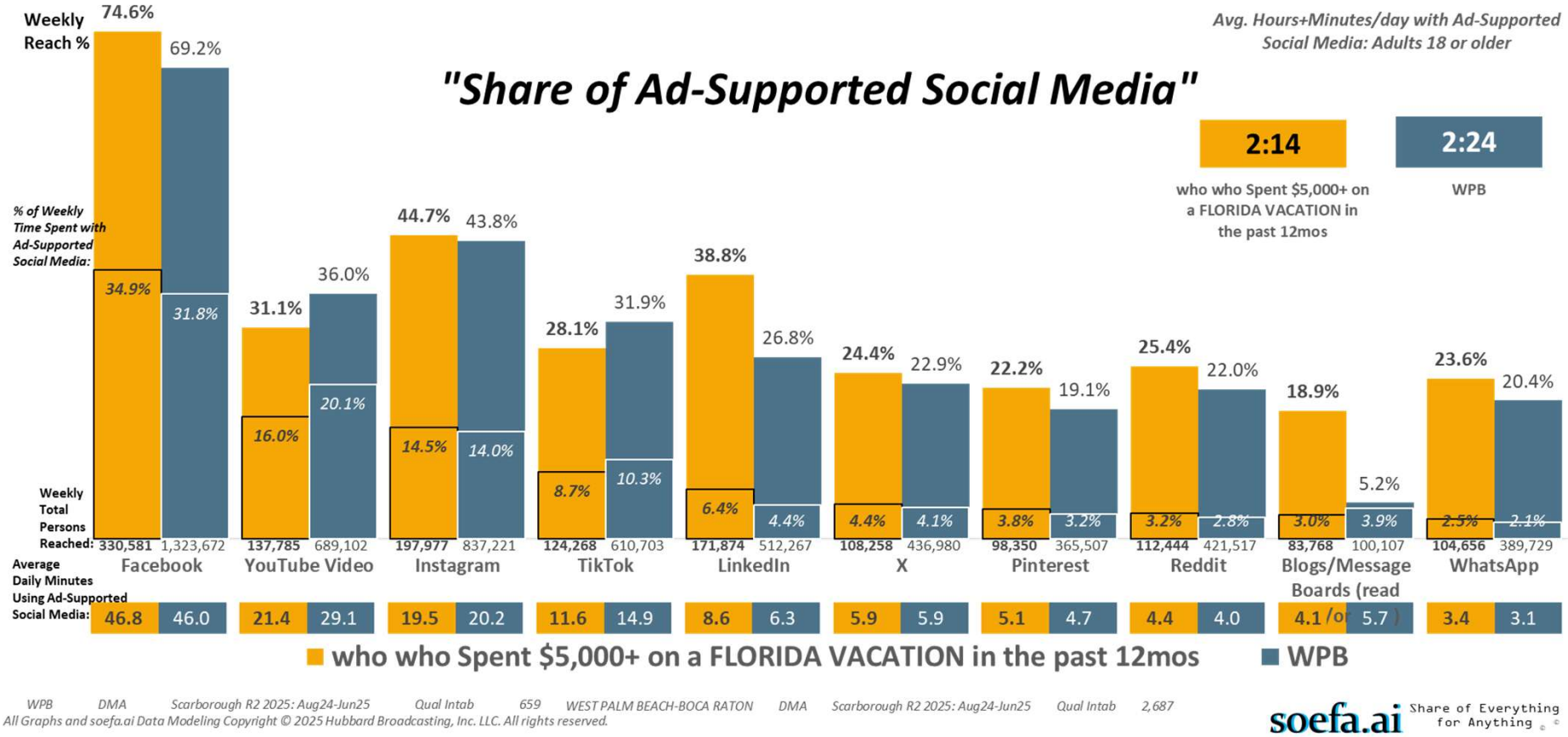
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



330,581 or 74.6% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos use Ad-Supported Facebook for an average of 46.8 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 659 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

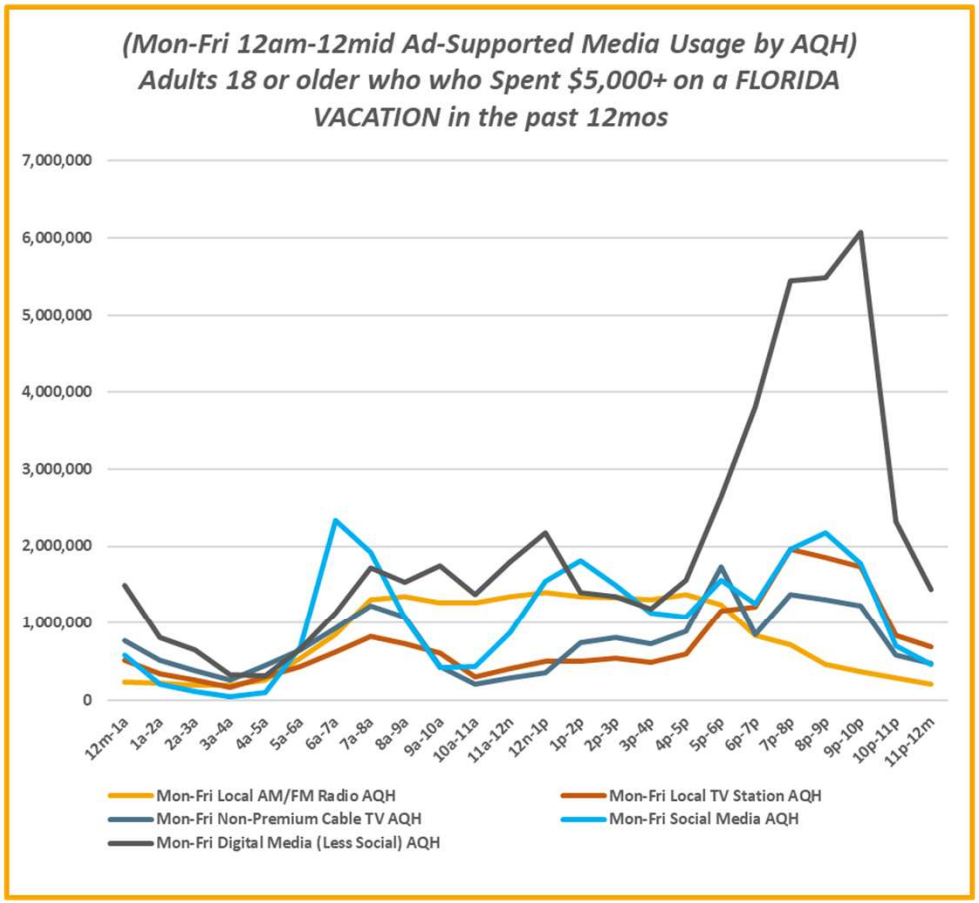
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

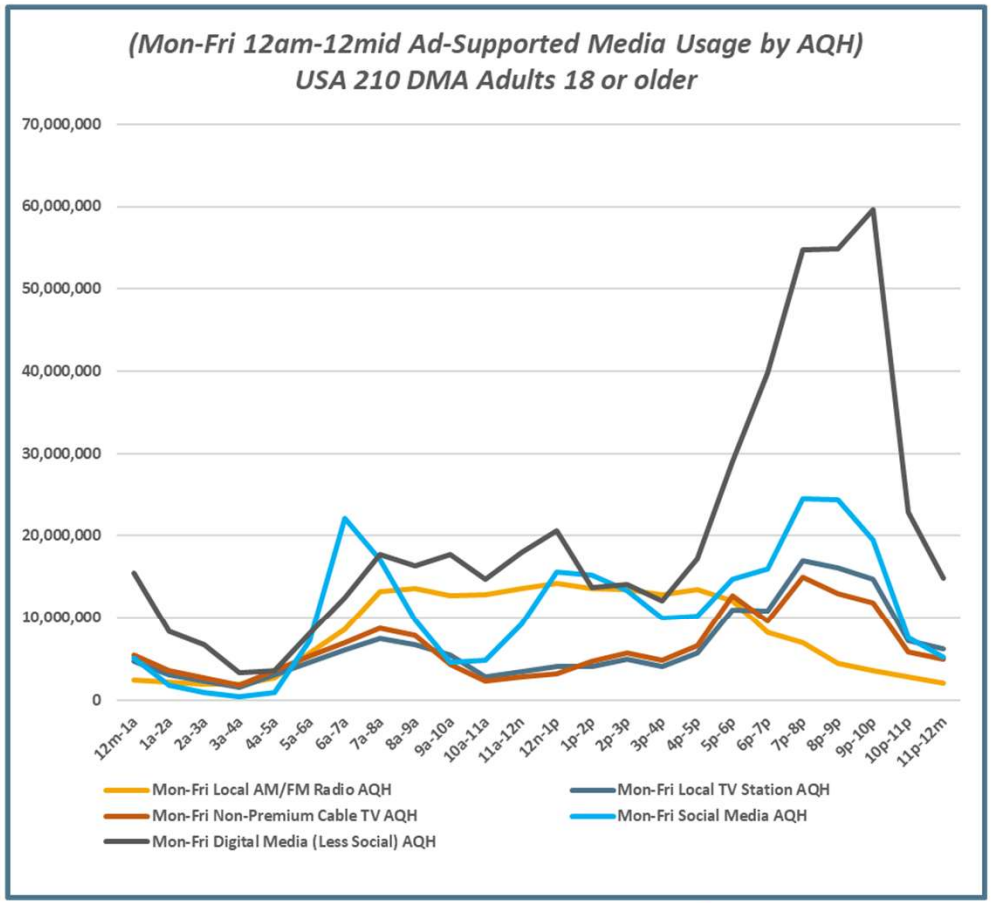
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,802,535; Social Media: 1,301,769; Local Radio: 1,245,797; Non-Prem. Cable: 789,268; Local TV: 652,049 reaching Adults 18 or older who who Spent $5,000+ on a FLORIDA VAC





USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,830

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

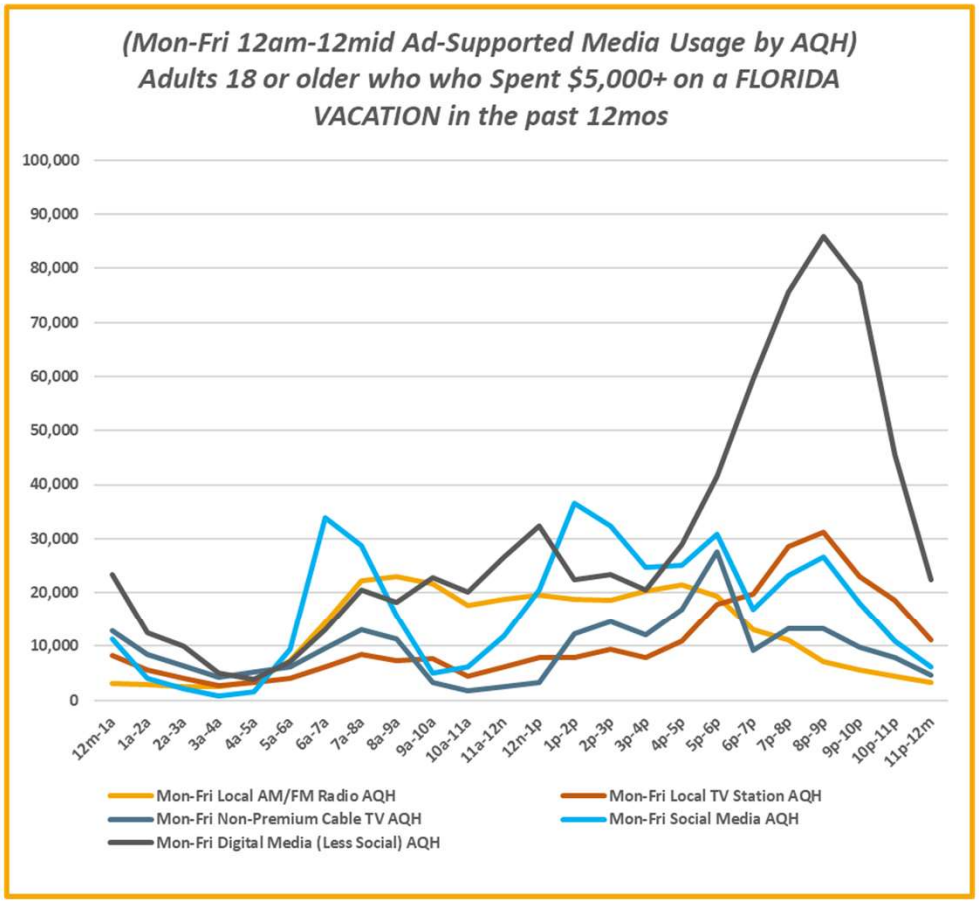
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

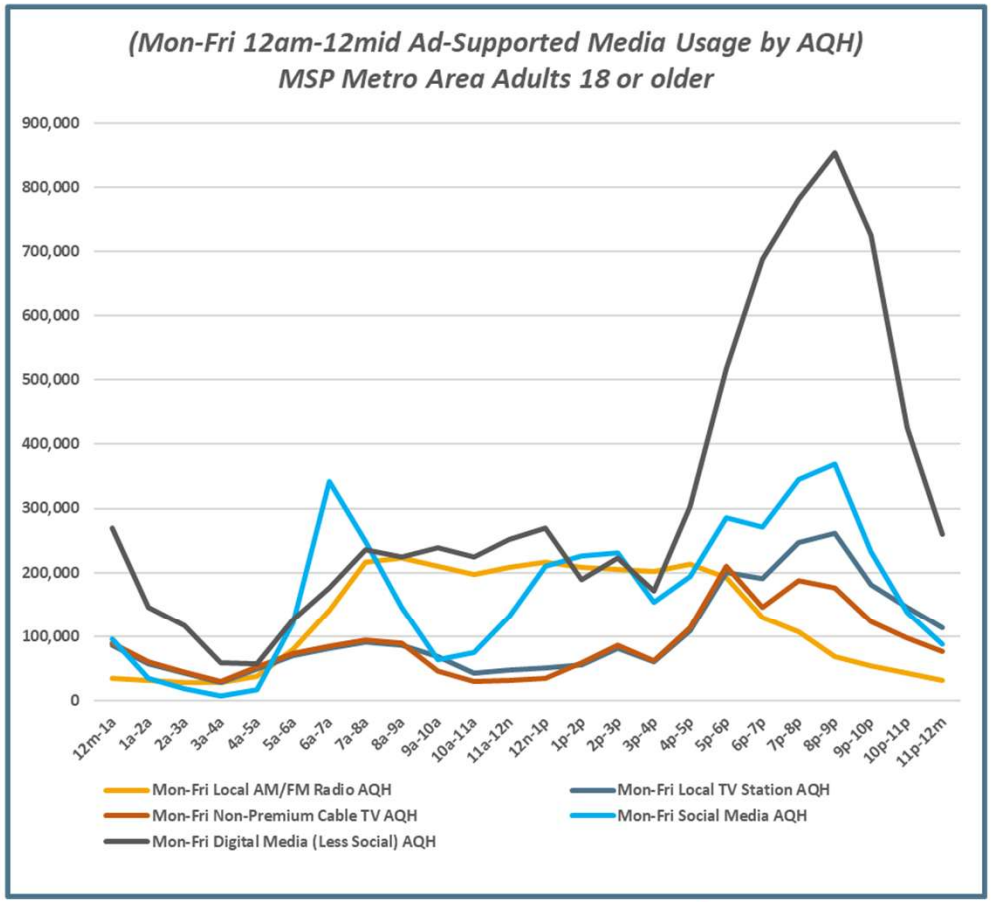
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 26,941; Social Media: 22,166; Local Radio: 19,144; Non-Prem. Cable: 10,582; Local TV: 9,359 reaching Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the





MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 217

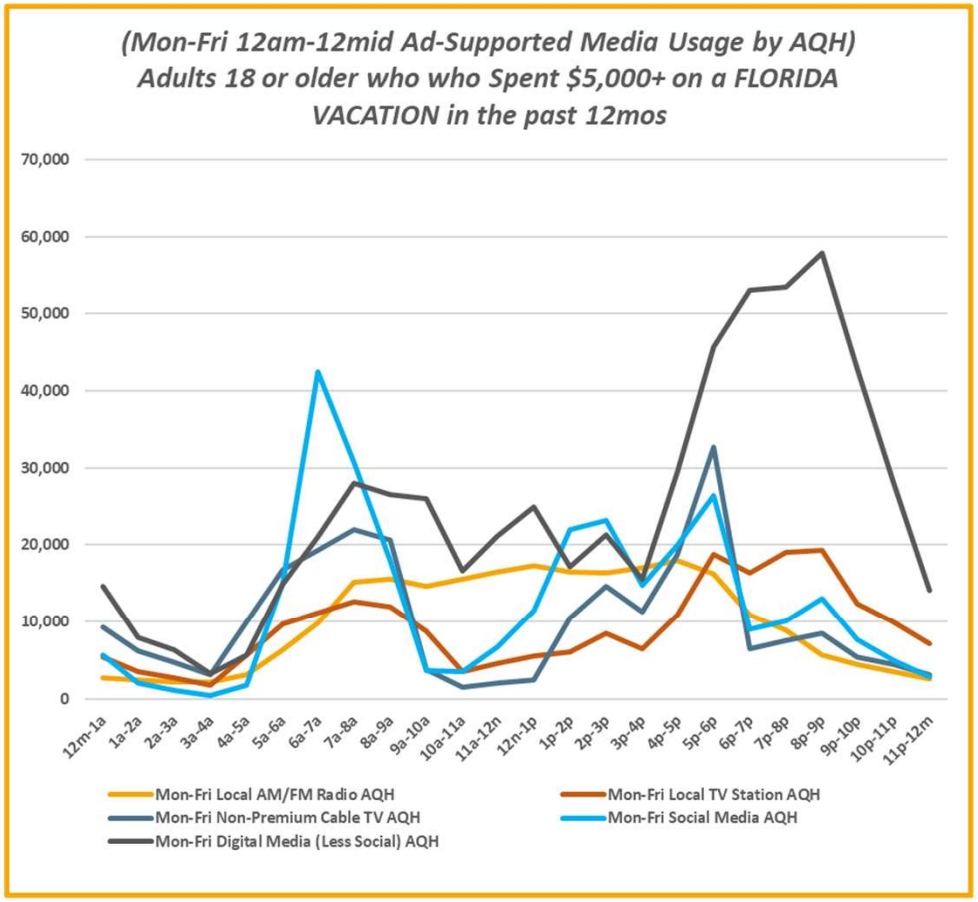
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

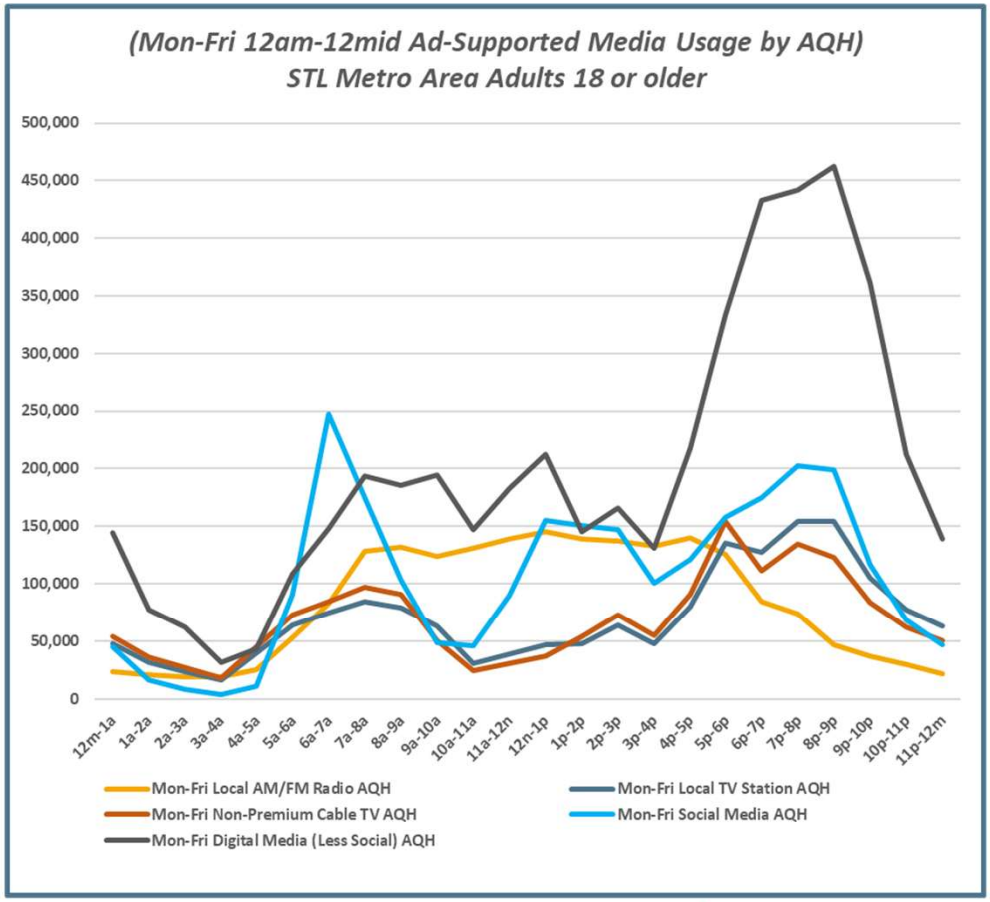
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 26,661; Social Media: 17,808; Local Radio: 15,345; Non-Prem. Cable: 12,769; Local TV: 9,588 reaching Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the





STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 288

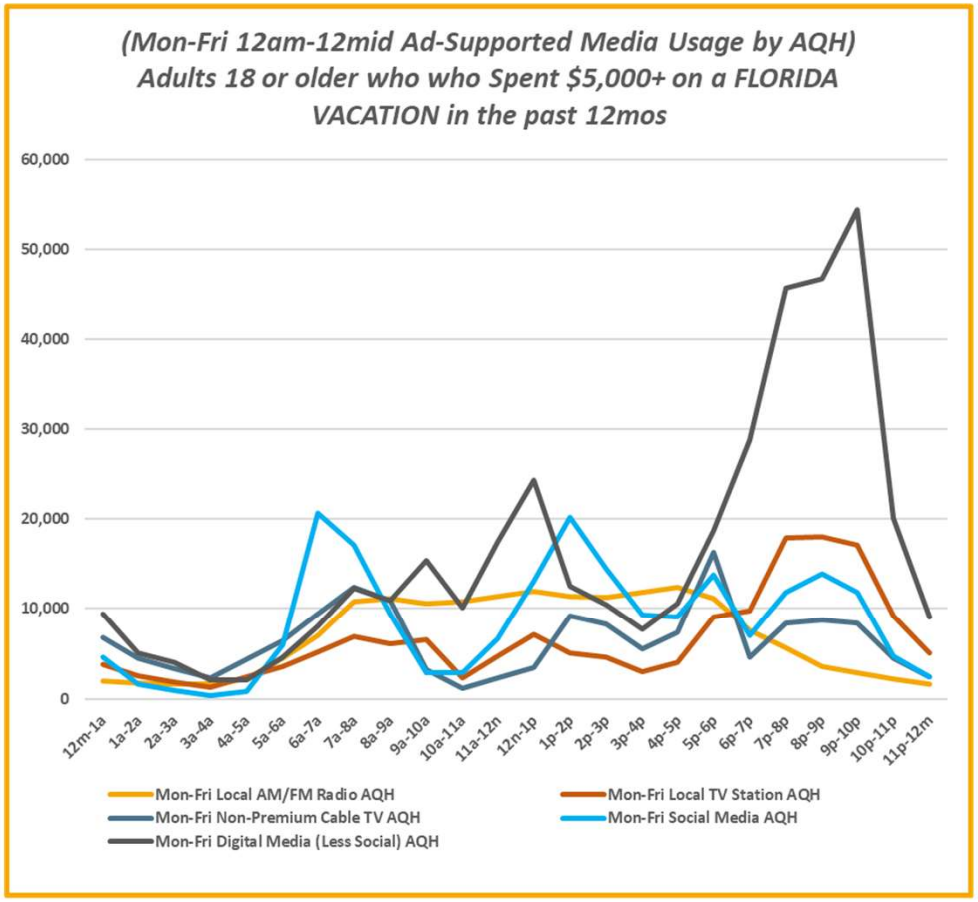
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

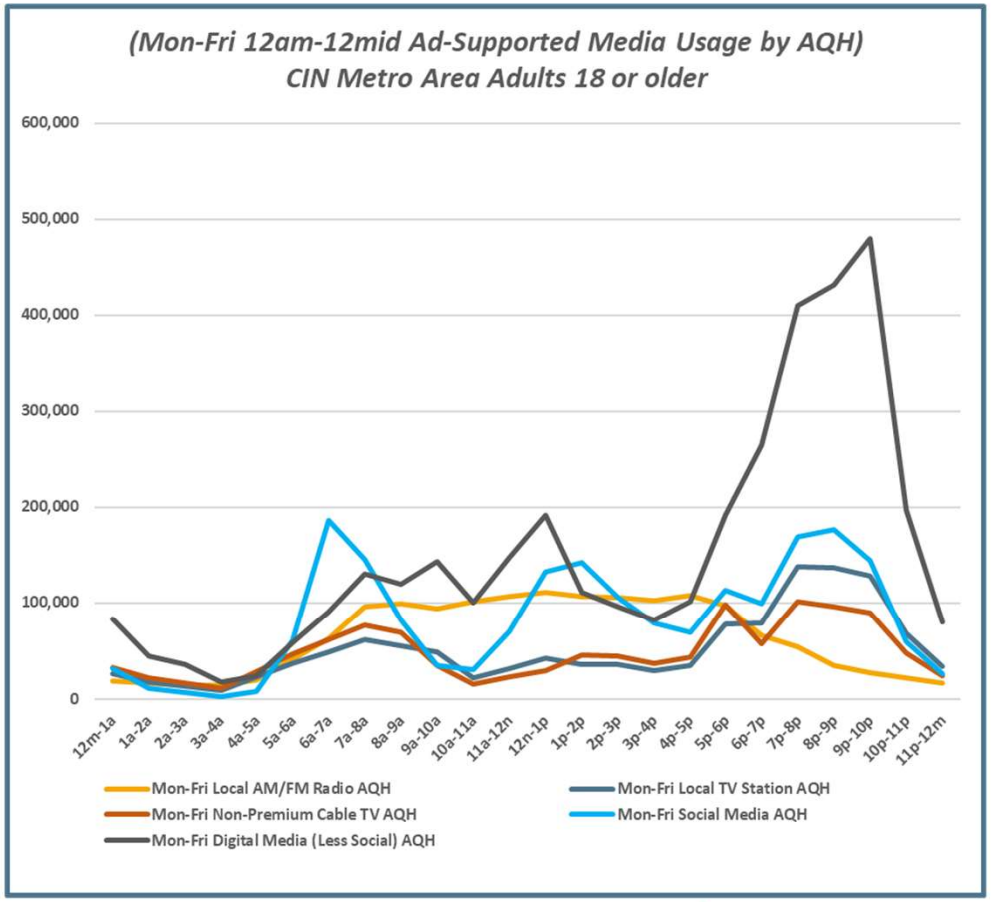
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 14,400; Social Media: 11,285; Local Radio: 10,721; Non-Prem. Cable: 7,245; Local TV: 5,737 reaching Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the





CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 247

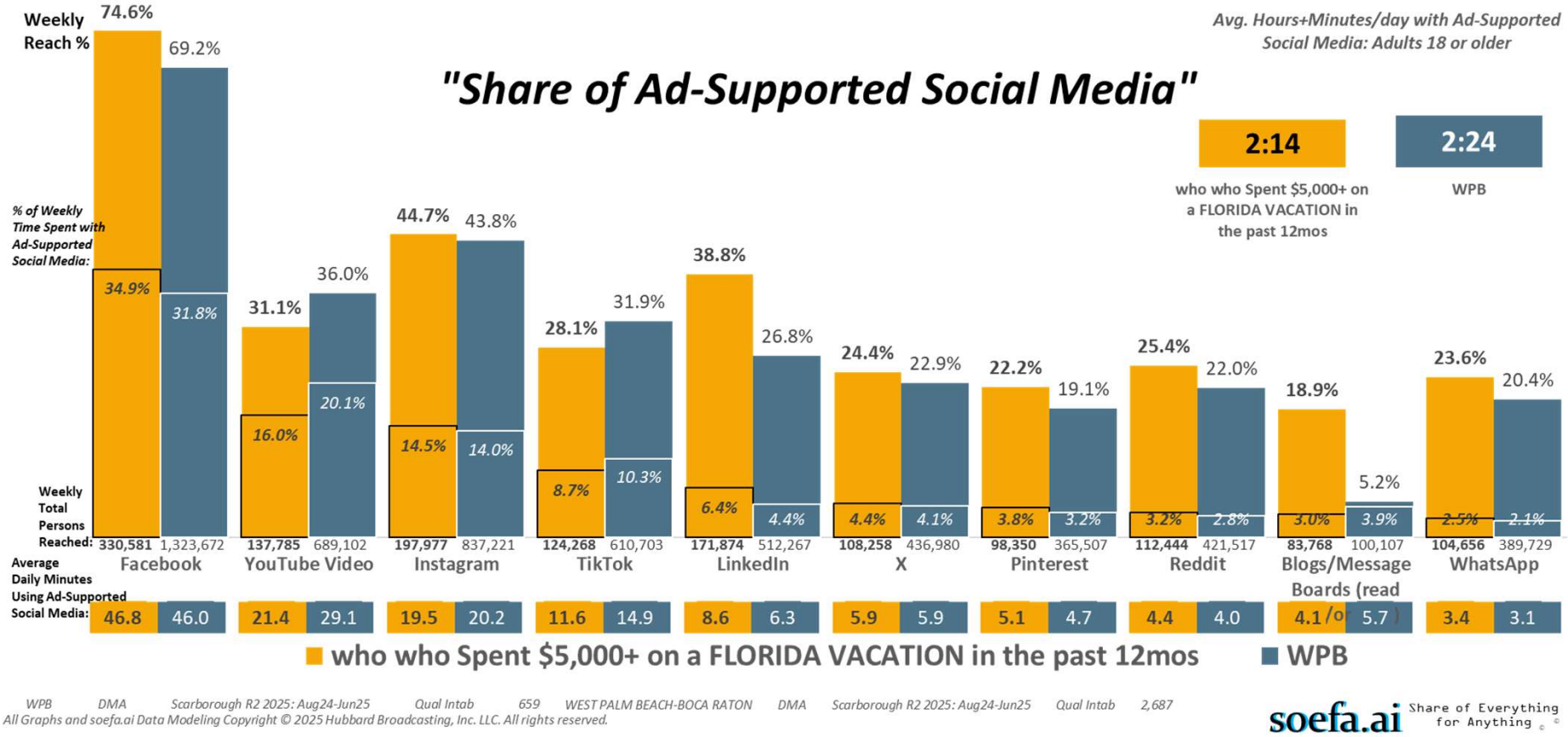
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



330,581 or 74.6% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos use Ad-Supported Facebook for an average of 46.8 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 659 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

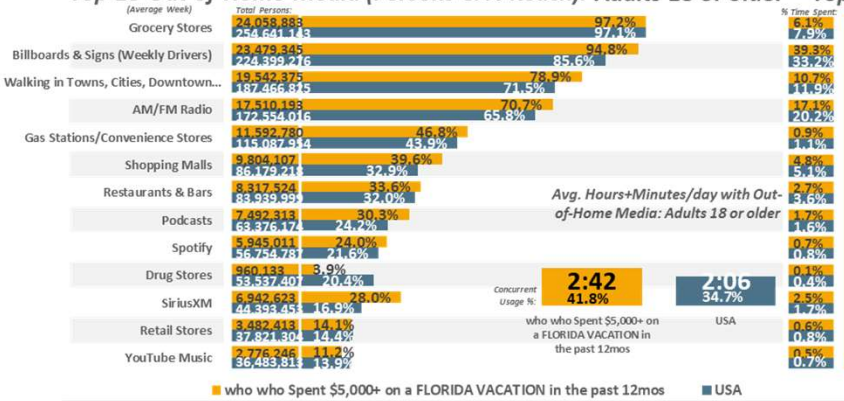
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

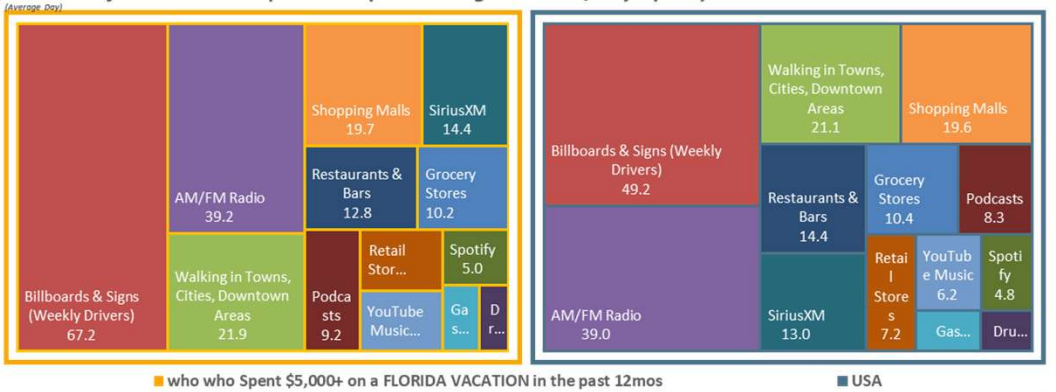


23,479,345 or 94.8% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 67.2 minutes per day driving, seeing Billboards and Signs. 67.% Listen to Local Radio Stations Out-of-Home for an average of 35.6 m

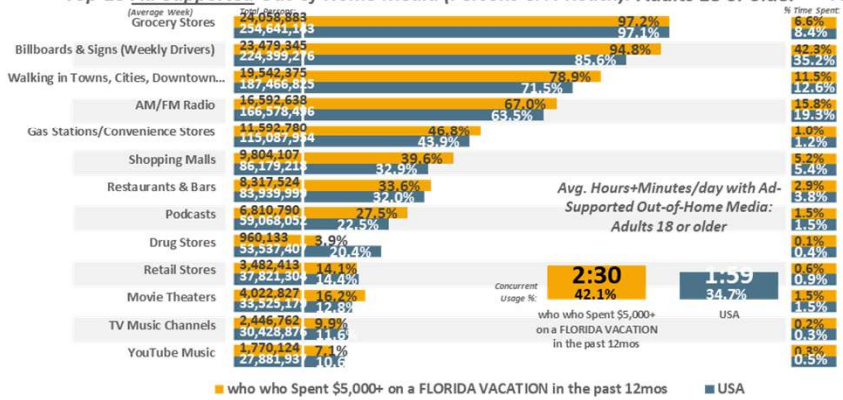
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



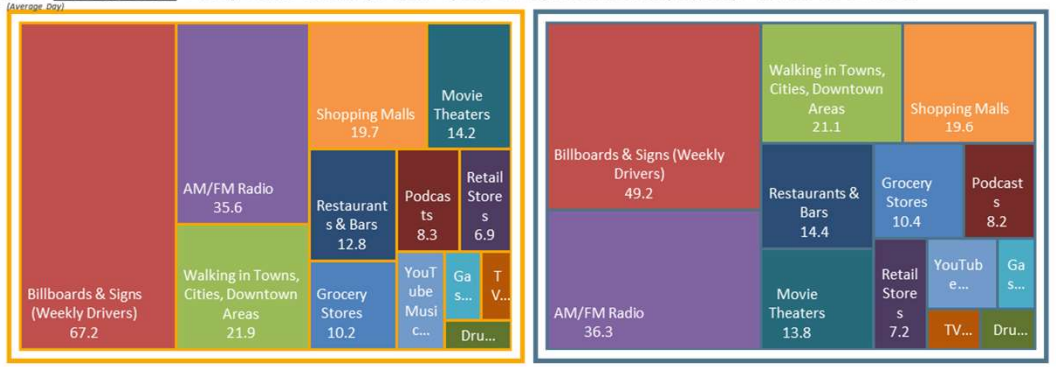
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,830

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

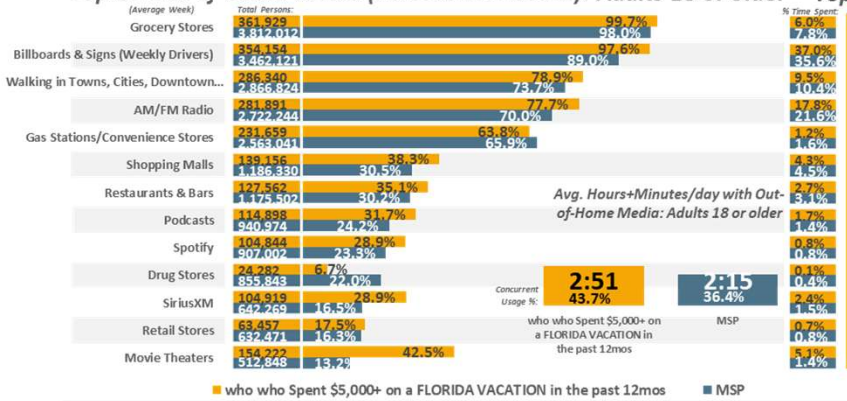
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

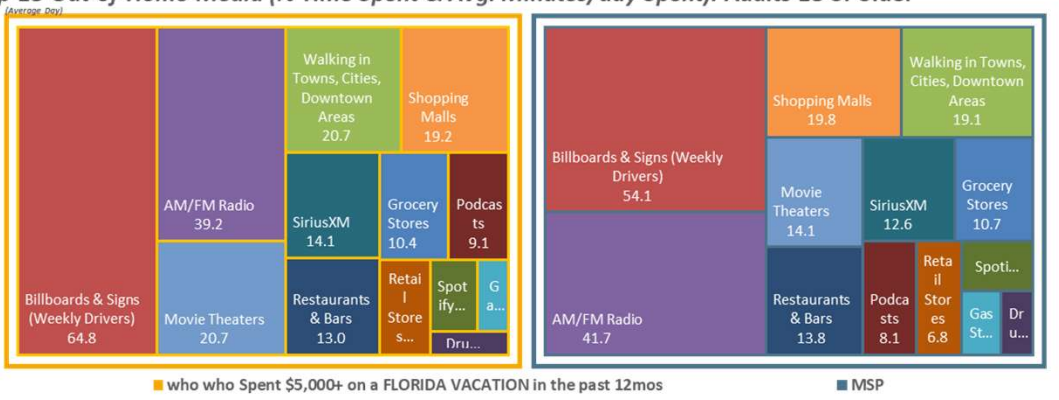


354,154 or 97.6% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 64.8 minutes per day driving, seeing Billboards and Signs. 69.7% Listen to Local Radio Stations Out-of-Home for an average of 34.2 min

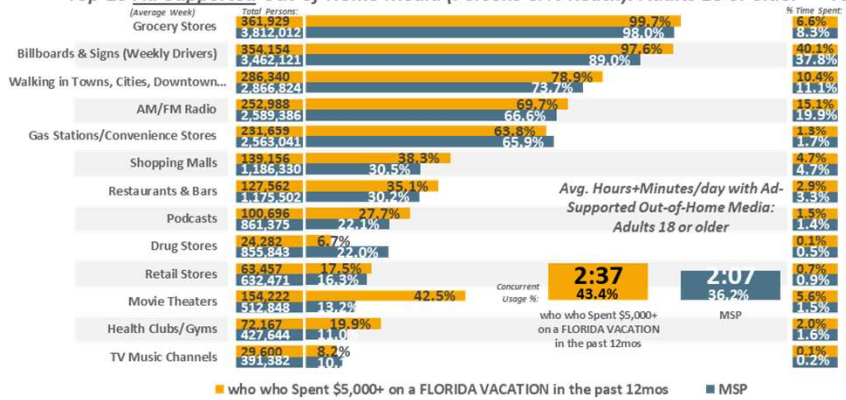
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



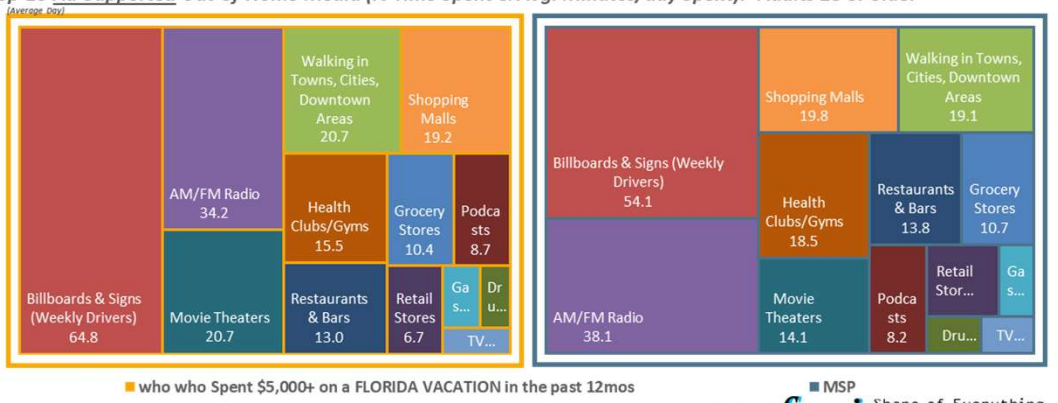
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 217

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

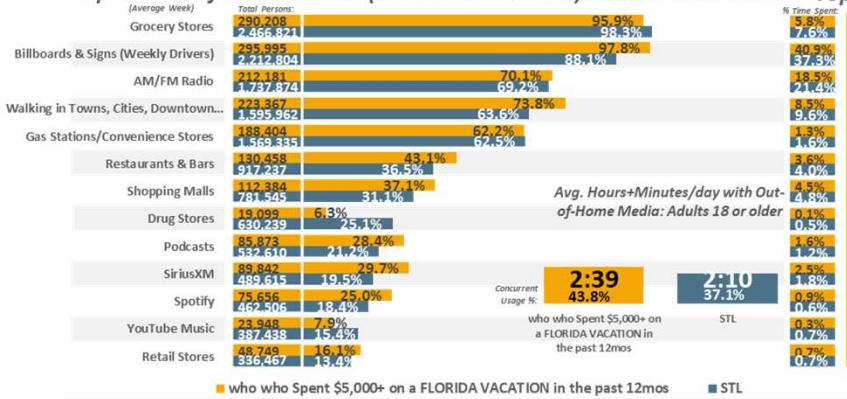
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

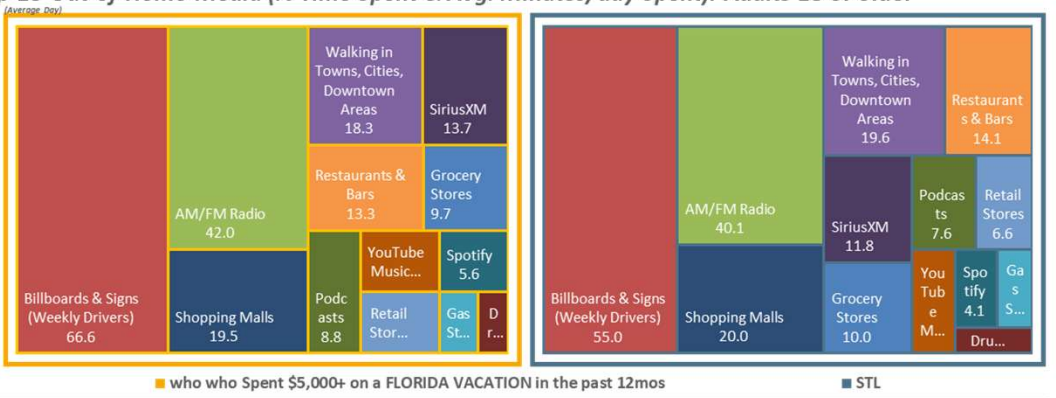


295,995 or 97.8% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 66.6 minutes per day driving, seeing Billboards and Signs. 67.3% Listen to Local Radio Stations Out-of-Home for an average of 40. minu

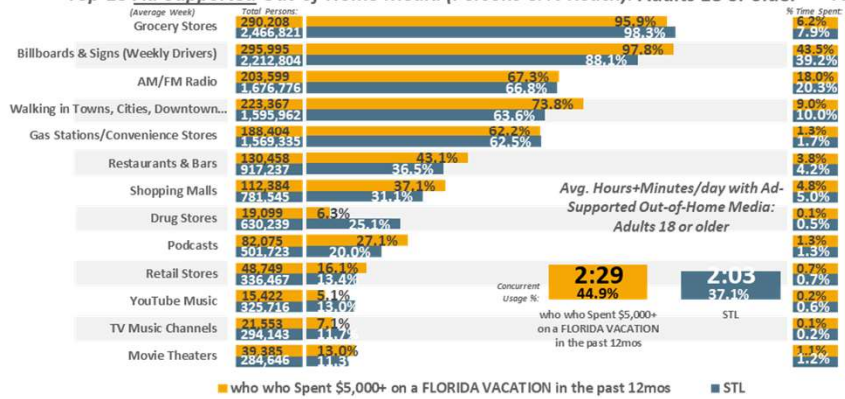
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



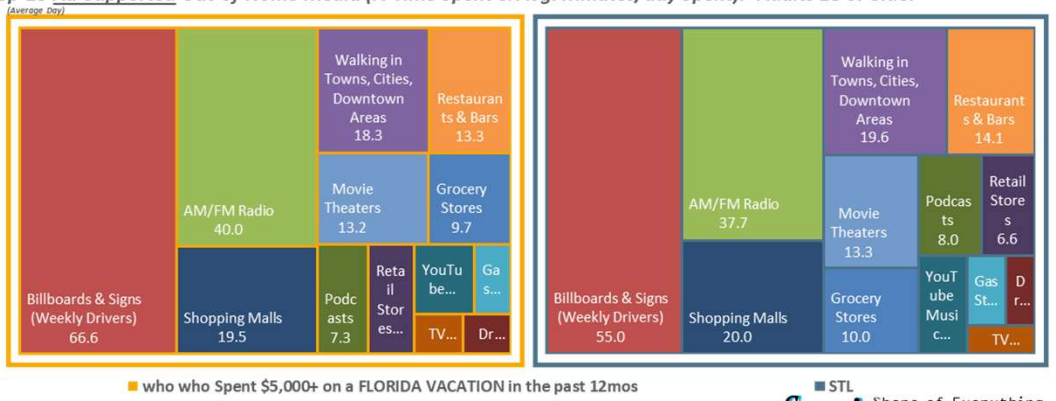
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 288

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

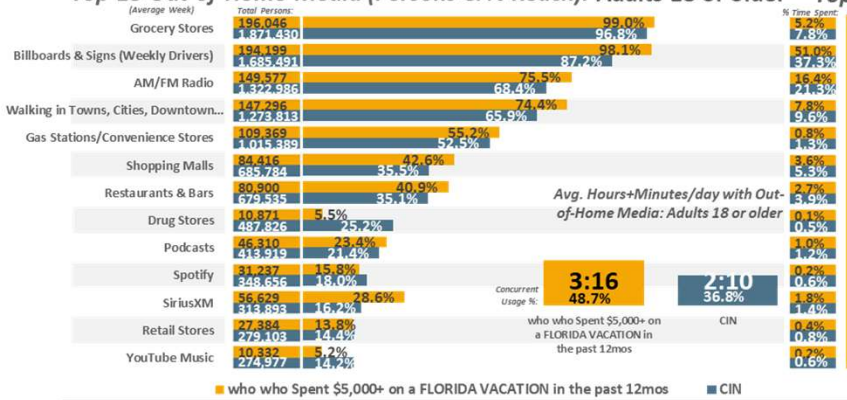
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

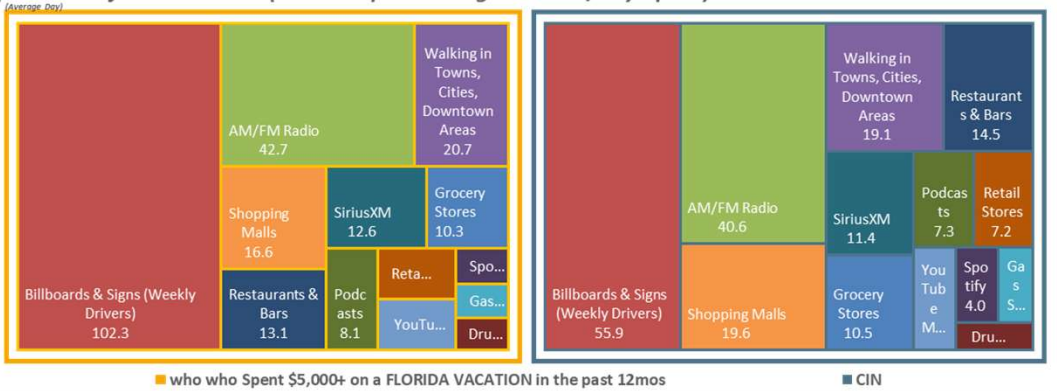


194,199 or 98.1% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 102.3 minutes per day driving, seeing Billboards and Signs. 71.2% Listen to Local Radio Stations Out-of-Home for an average of 38.8 mi

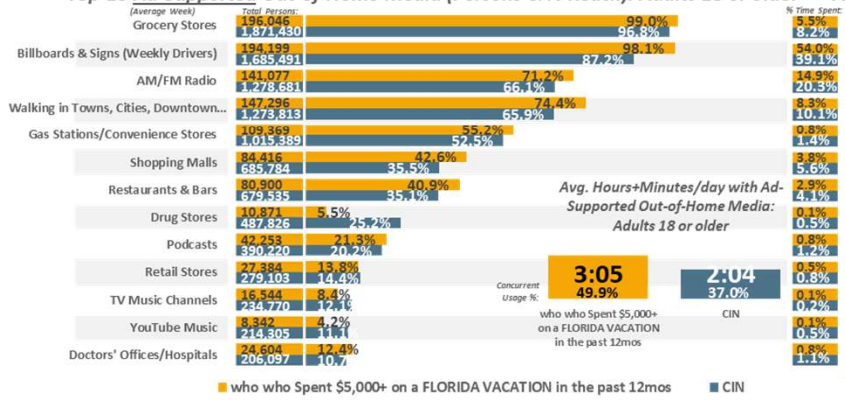
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



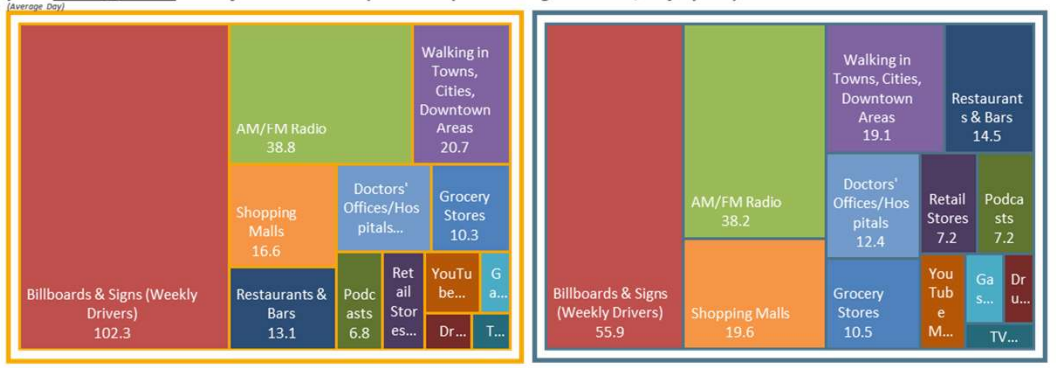
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 247

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

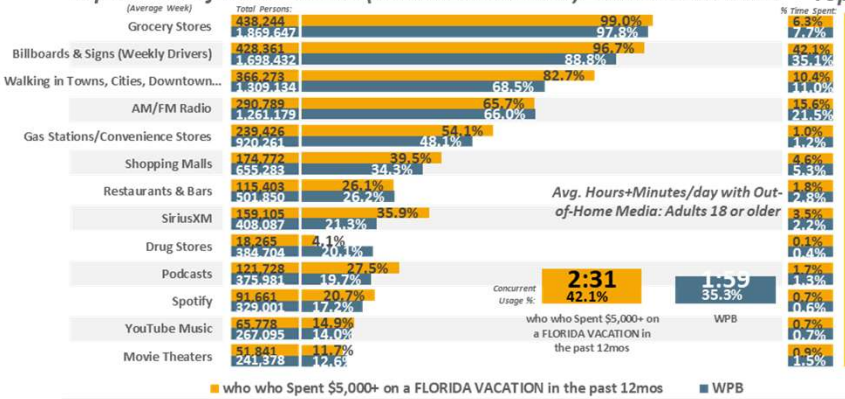
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

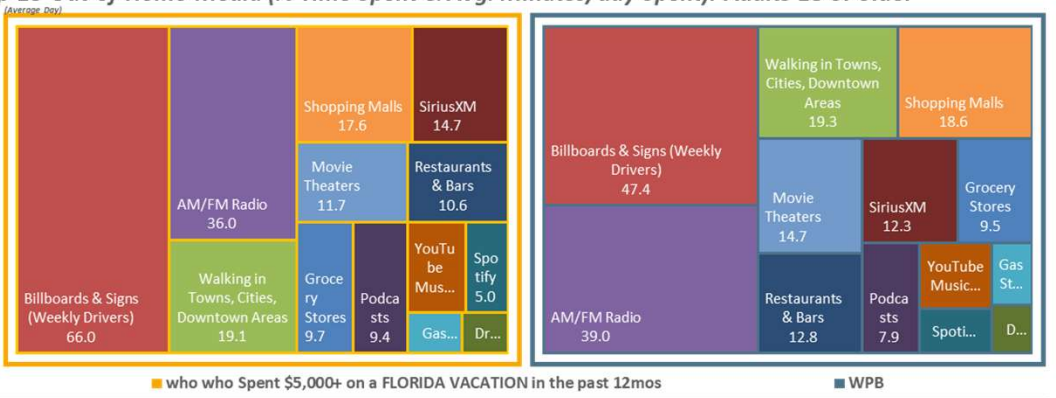


428,361 or 96.7% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 66. minutes per day driving, seeing Billboards and Signs. 63.1% Listen to Local Radio Stations Out-of-Home for an average of 33.1 minu

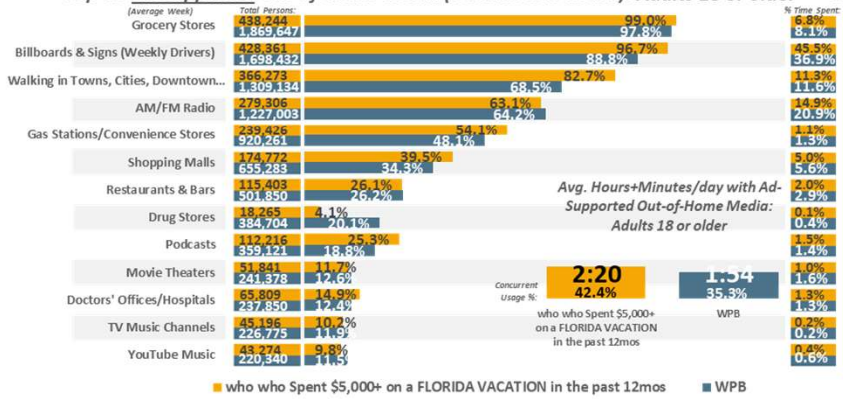
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



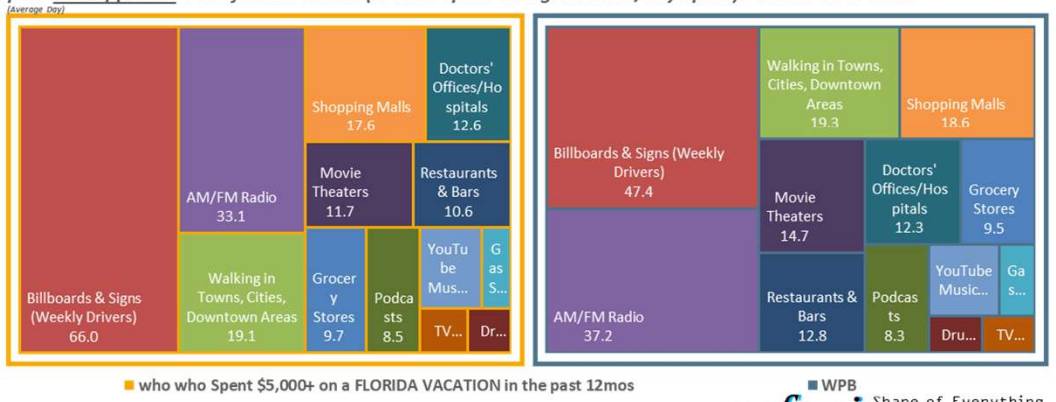
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 659

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

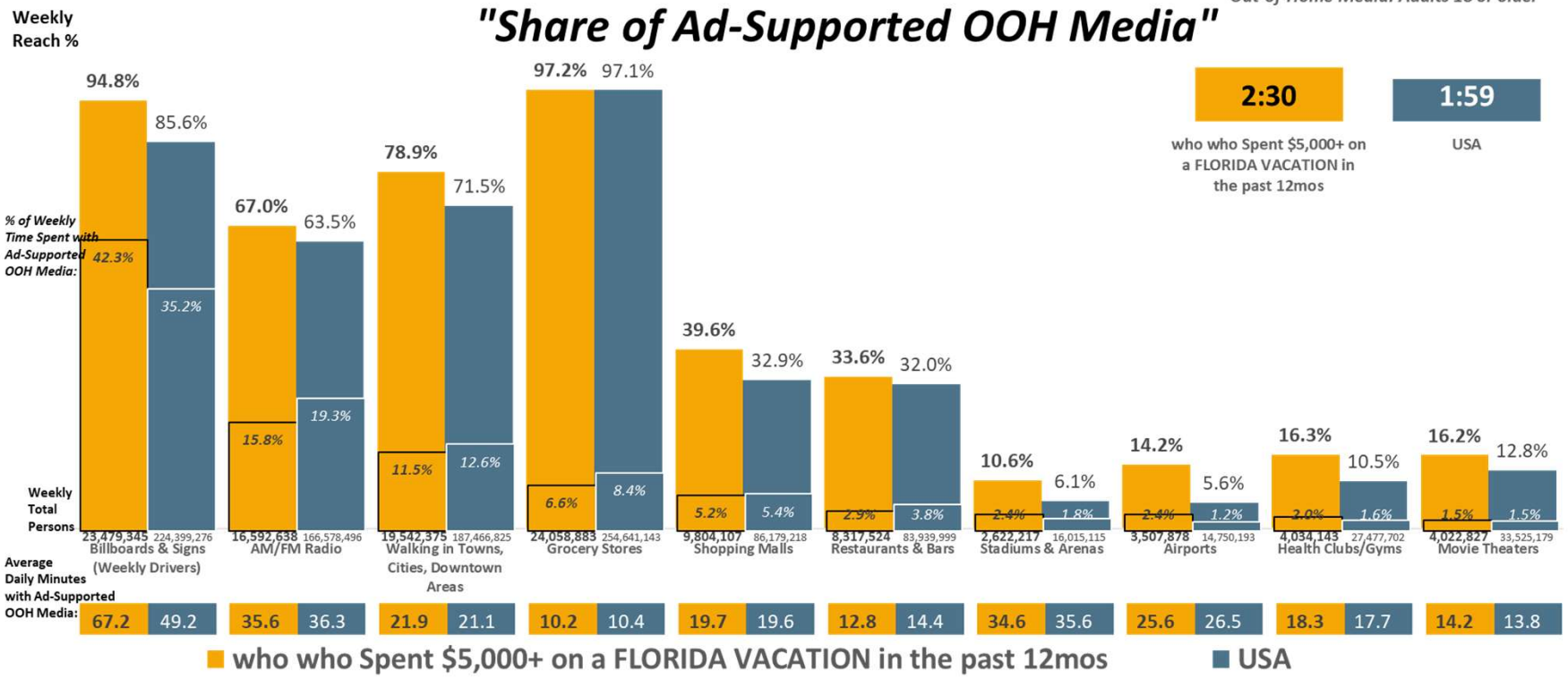
[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



23,479,345 or 94.8% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 67.2 minutes per day driving, seeing Billboards and Signs representing 42.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,830

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

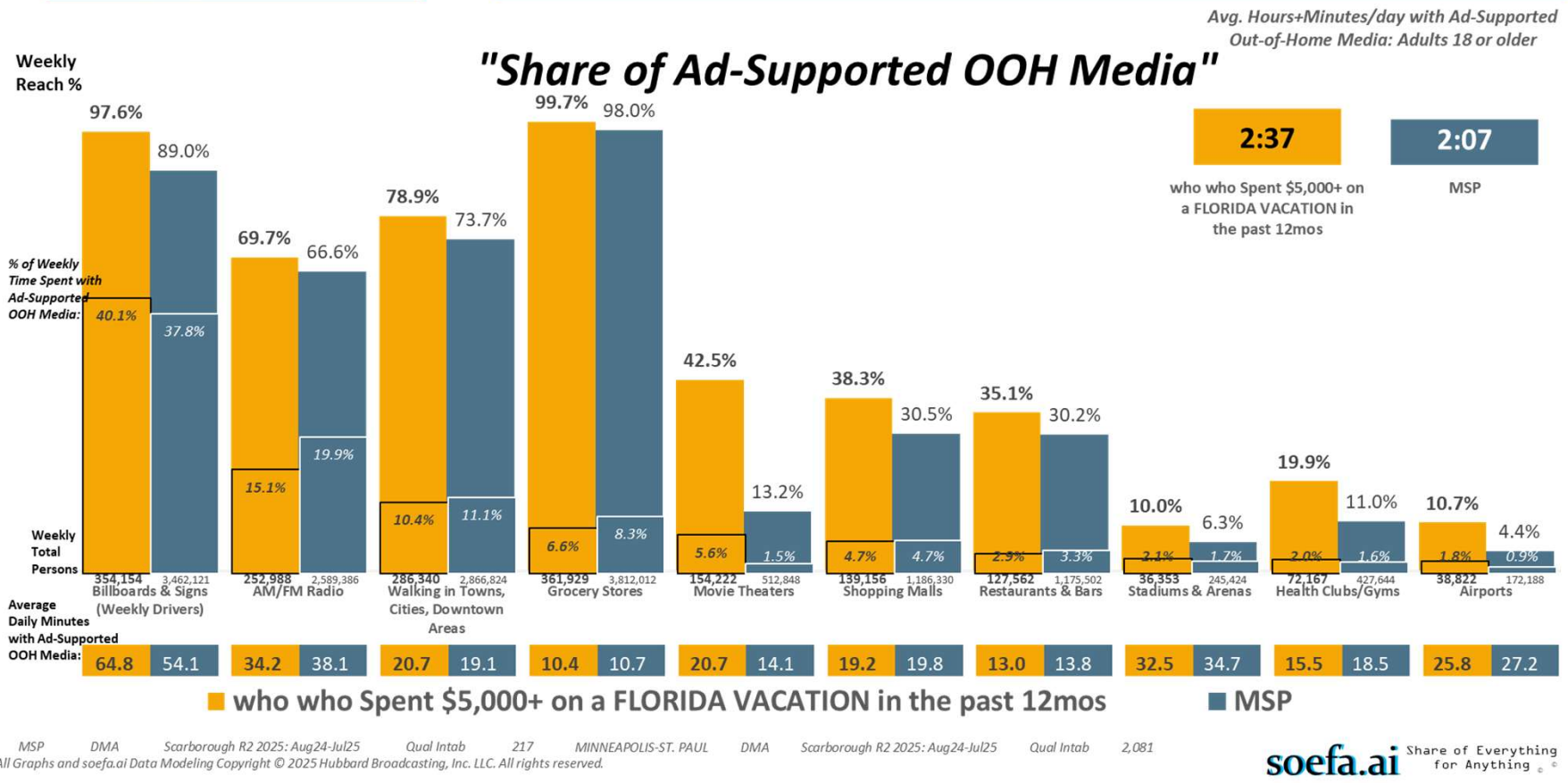
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



354,154 or 97.6% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 64.8 minutes per day driving, seeing Billboards and Signs representing 40.1% of all Time Spent with Ad-Supported Out-of-Home Media.



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 217 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

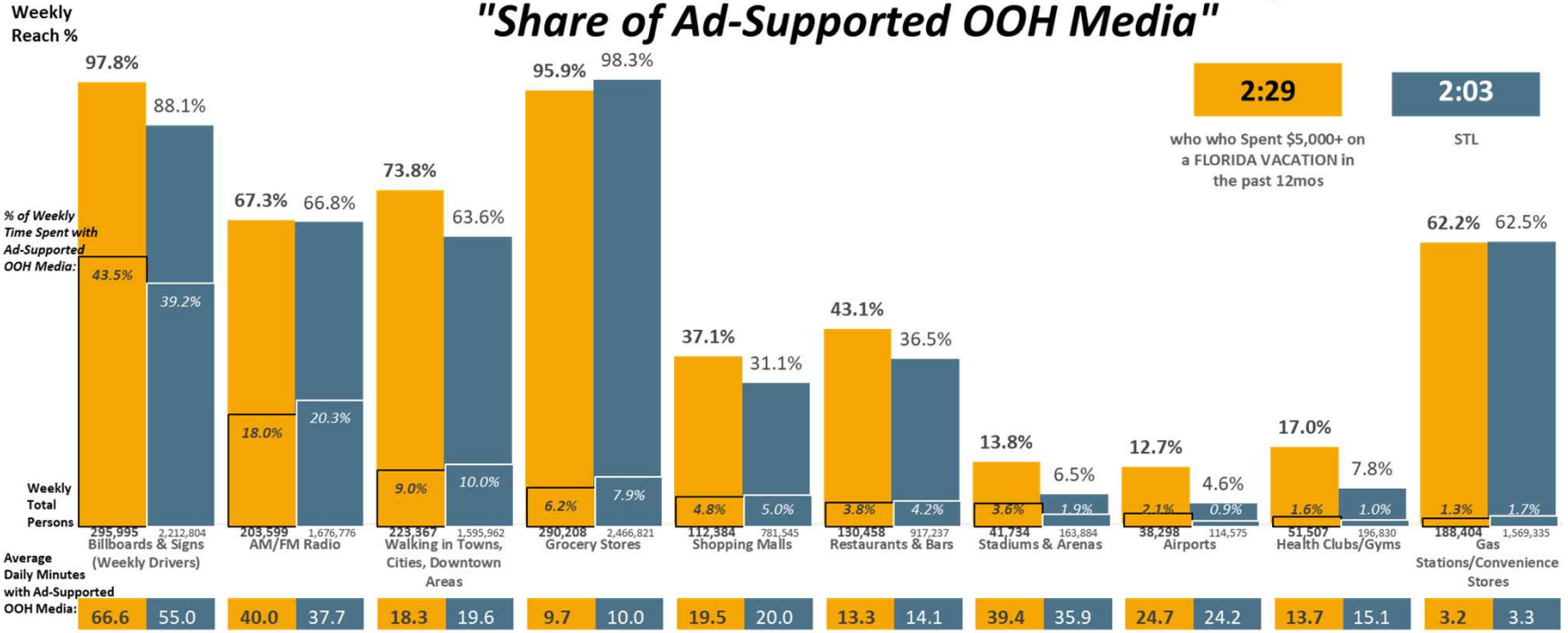
[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



295,995 or 97.8% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 66.6 minutes per day driving, seeing Billboards and Signs representing 43.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 288 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

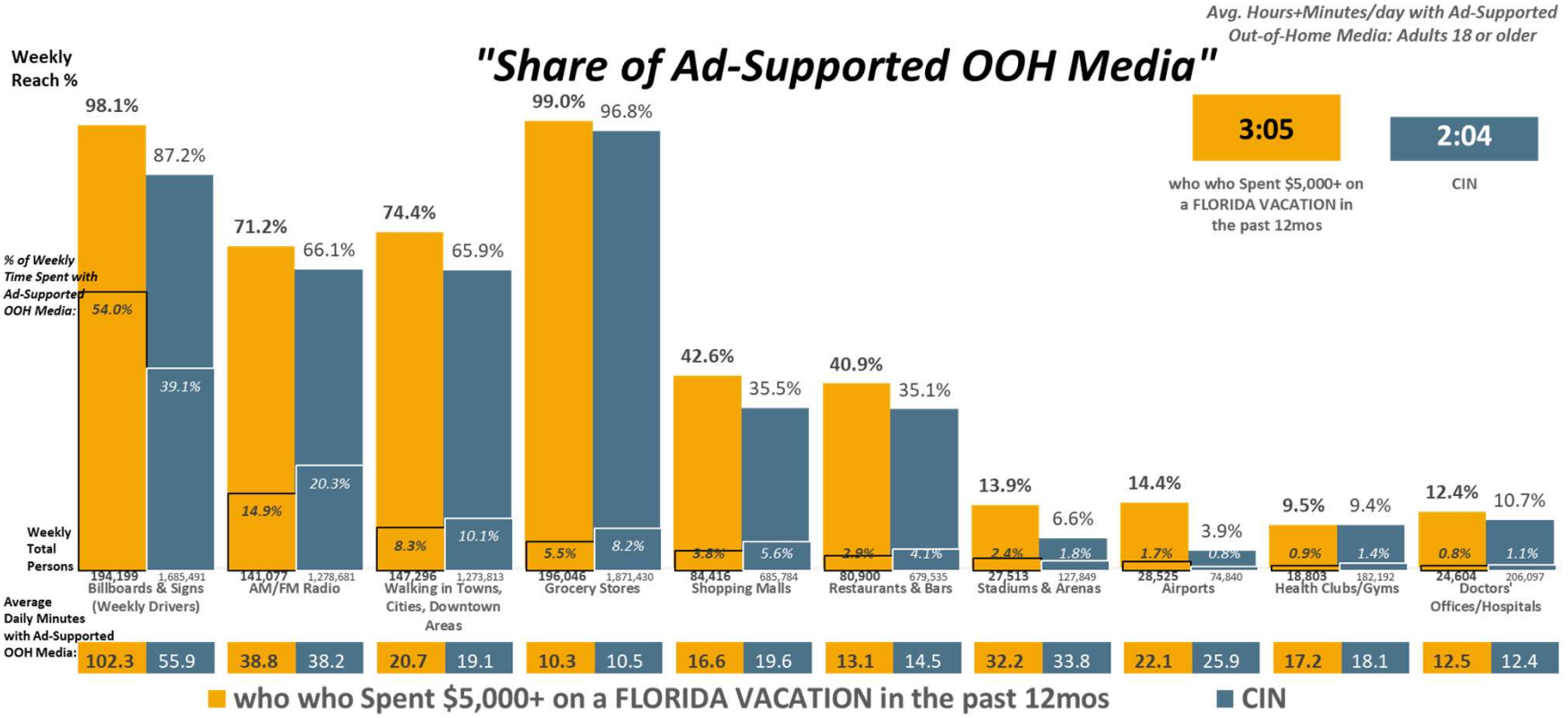
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



194,199 or 98.1% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 102.3 minutes per day driving, seeing Billboards and Signs representing 54.% of all Time Spent with Ad-Supported Out-of-Home Media.



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 247 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

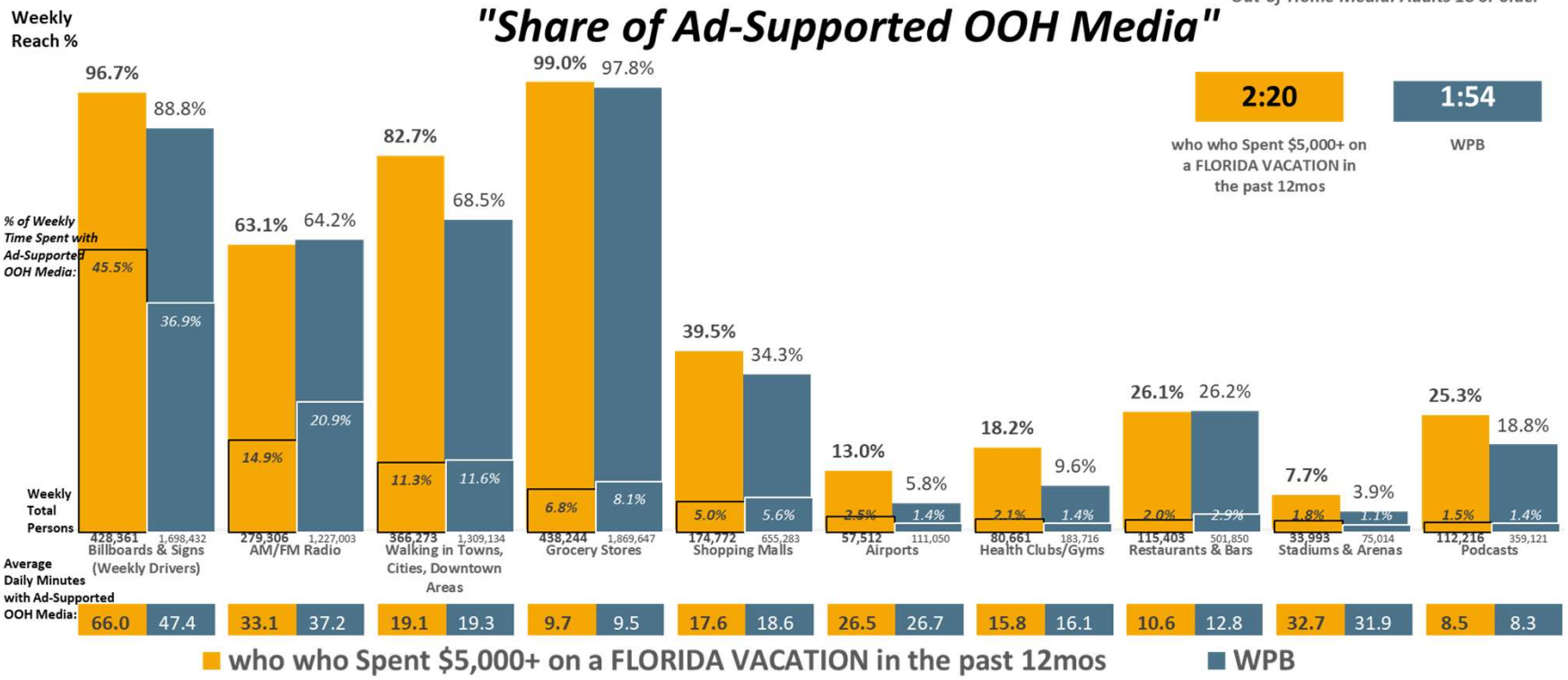
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



428,361 or 96.7% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 66. minutes per day driving, seeing Billboards and Signs representing 45.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 659 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

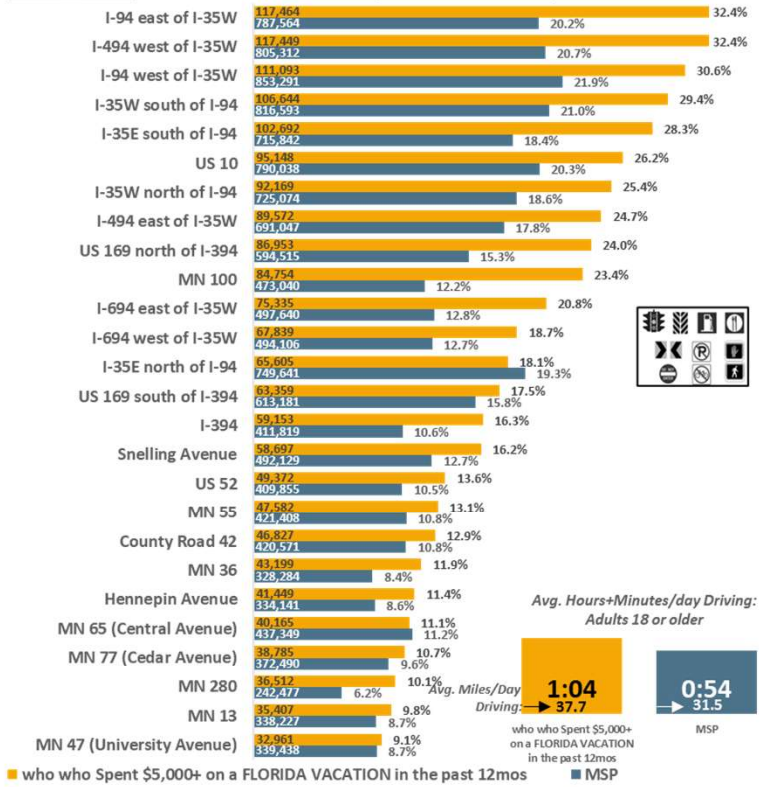
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

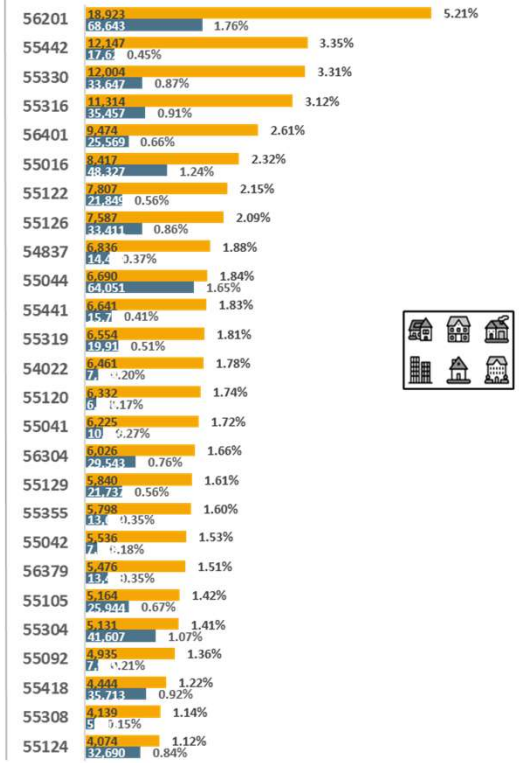


354,154 or 97.6% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 64.8 minutes per day driving an average of 37.7 miles each day and are 92.% more likely to use MN 100 than the Metro average.

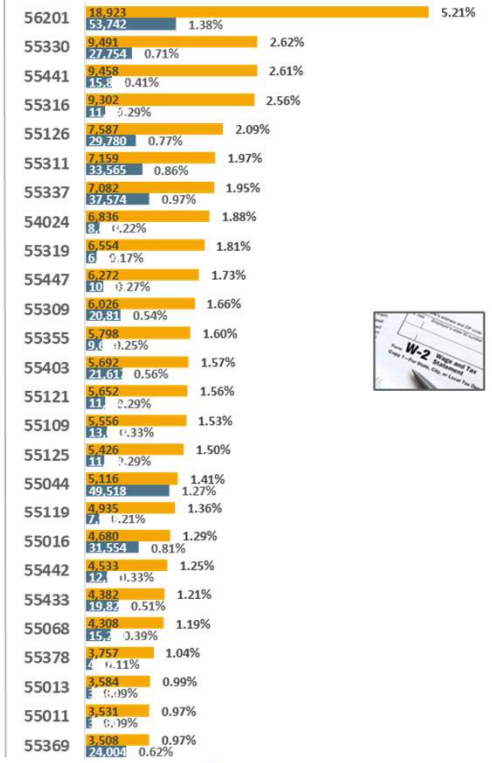
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 217

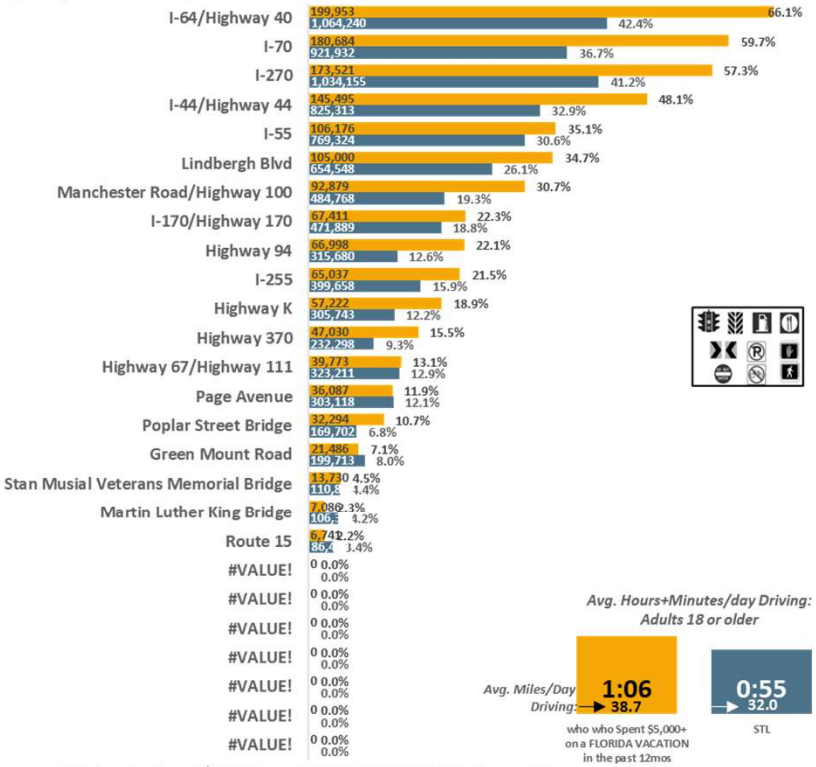
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



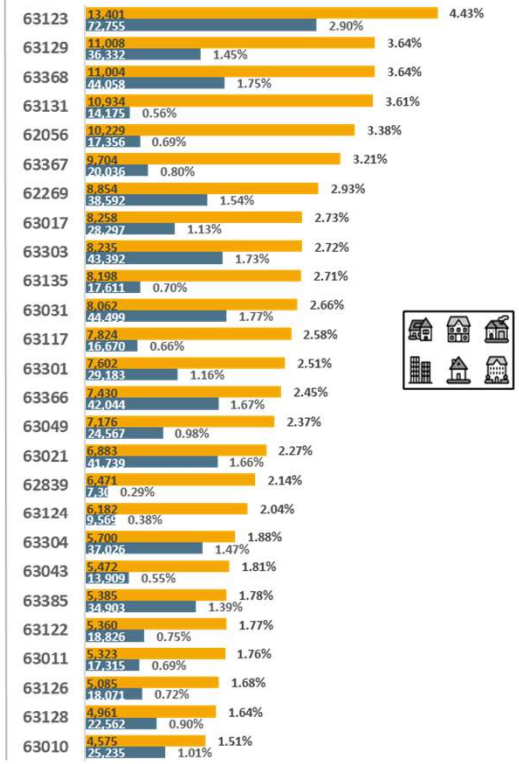
295,995 or 97.8% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 66.6 minutes per day driving an average of 38.7 miles each day and are 76.% more likely to use Highway 94 than the Metro average.

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

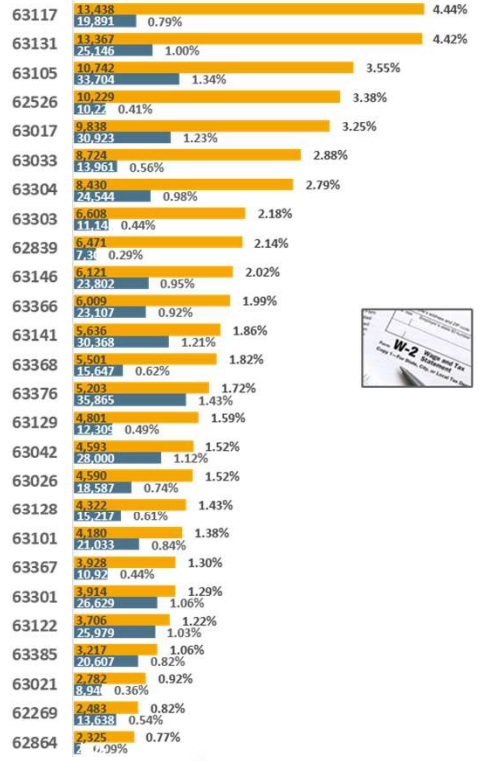


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



■ who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos ■ STL

soefa.ai Share of Everything for Anything ©

STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 288

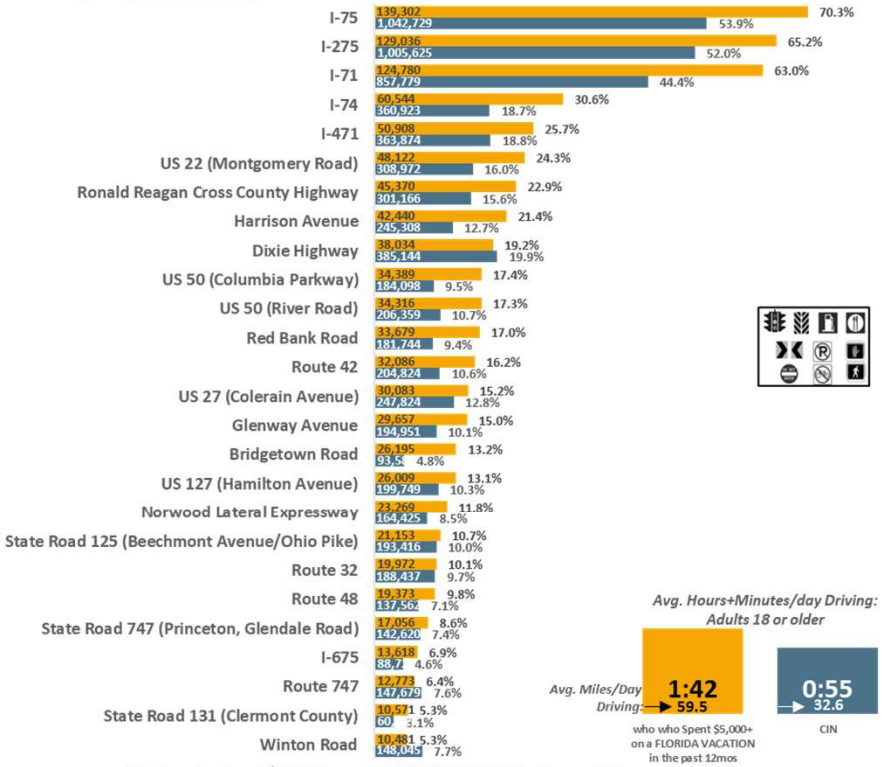
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



194,199 or 98.1% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 102.3 minutes per day driving an average of 59.5 miles each day and are 173.3% more likely to use Bridgetown Road than the Metro avera

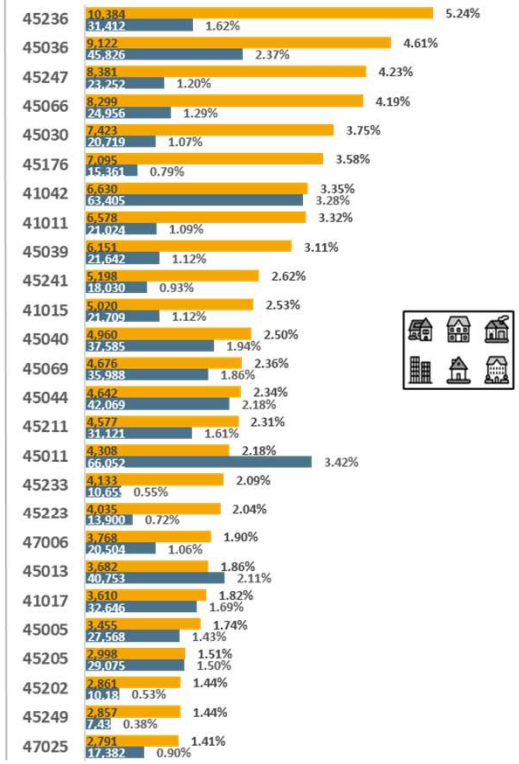
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



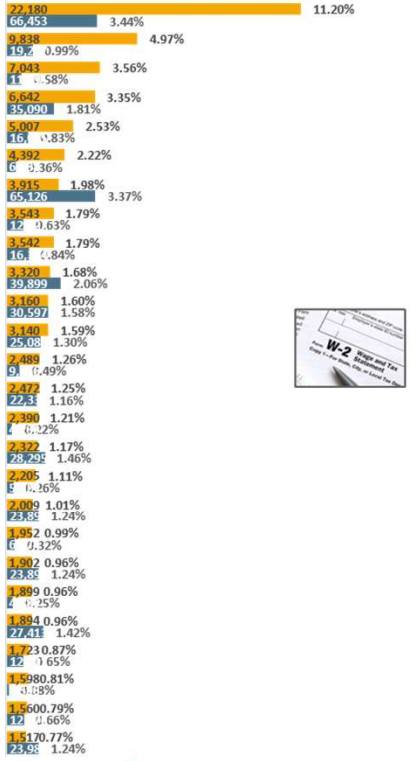
Avg. Hours+Minutes/day Driving: Adults 18 or older

■ who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos ■ CIN

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 247

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



428,361 or 96.7% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos spend an average of 66. minutes per day driving an average of 38.4 miles each day and are 86.4% more likely to use PGA Blvd than the Metro average.

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

	who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos		WPB	
I-95	362,978	82.0%	1,273,965	66.6%
US 1	243,843	55.1%	930,806	48.7%
Florida Turnpike	220,785	49.9%	583,045	30.5%
Military Trail	217,275	49.1%	800,013	41.8%
US 441	172,684	39.0%	606,998	31.7%
Congress Avenue	156,584	35.4%	542,955	28.4%
PGA Blvd	125,511	28.3%	290,683	15.2%
Okeechobee Blvd	119,619	27.0%	405,048	21.2%
Southern Blvd	115,782	26.1%	363,303	19.0%
Forest Hill Blvd	107,068	24.2%	339,107	17.7%
Palm Beach Lakes Blvd	101,238	22.9%	304,925	15.9%
Lake Worth Road	96,374	21.8%	309,915	16.2%
Local/surface streets mostly	96,270	21.7%	487,948	25.5%
Glades Road	95,125	21.5%	269,452	14.1%
Northlake Blvd	90,980	20.5%	298,904	15.6%
Boynton Beach Road	90,044	20.3%	307,517	16.1%
Atlantic Avenue	73,432	16.6%	237,609	12.4%
Donald Ross Road	68,619	15.5%	180,570	9.4%
Hypoluxo Road	65,773	14.9%	241,491	12.6%
Indiantown Road	62,943	14.2%	164,818	8.6%
Gateway Blvd	54,675	12.3%	187,432	9.8%
45th Street	53,616	12.1%	209,503	11.0%
Linton Blvd	51,400	11.6%	217,197	11.4%
Port St Lucie Blvd	51,355	11.6%	220,166	11.5%
Blue Heron Blvd	47,033	10.6%	164,157	8.6%
St Lucie West Blvd	44,807	10.1%	209,571	11.0%

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

Avg. Miles/Day Driving: → 38.4

1:06 — who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos

0:47 → 27.6 — WPB

Top-26 Residential Zip Codes: Adults 18 or older

33467	24,062	5.43%	58,163	3.04%
33470	19,927	4.50%	39,920	2.09%
34990	16,574	3.74%	25,180	1.32%
33458	16,394	3.70%	51,825	2.71%
33411	16,066	3.63%	66,816	3.49%
33446	15,330	3.46%	31,201	1.63%
33428	14,728	3.33%	82,732	4.33%
33418	14,085	3.18%	36,789	1.92%
34953	13,956	3.15%	68,978	3.61%
33482	13,740	3.10%	13,740	0.72%
33460	12,687	2.86%	33,730	1.76%
33433	10,121	2.29%	33,635	1.76%
33414	9,484	2.14%	47,741	2.50%
34997	9,242	2.09%	47,138	2.47%
34987	8,913	2.01%	28,896	1.51%
32967	8,913	2.01%	24,756	1.29%
33406	8,257	1.86%	24,282	1.27%
33407	7,675	1.73%	57,256	2.99%
33486	7,391	1.67%	27,867	1.46%
33410	7,032	1.59%	22,743	1.19%
33436	6,986	1.58%	34,235	1.79%
32968	6,850	1.55%	22,243	1.16%
33437	6,113	1.38%	40,717	2.13%
33473	5,914	1.34%	10,434	0.55%
33461	5,814	1.31%	37,117	1.94%
33449	5,789	1.31%	9,948	0.52%

Top-26 Employment Zip Codes: Adults 18 or older

33487	19,498	4.40%	30,316	1.59%
33411	15,413	3.48%	54,138	2.83%
33410	14,371	3.24%	43,340	2.27%
34990	11,087	2.50%	15,804	0.83%
33470	10,966	2.48%	20,347	1.06%
33418	10,183	2.30%	19,226	1.01%
33433	8,524	1.92%	16,497	0.86%
33401	8,331	1.88%	34,062	1.78%
33415	7,458	1.68%	14,530	0.76%
33460	6,866	1.55%	17,724	0.93%
33431	6,733	1.52%	12,318	0.64%
33478	6,491	1.47%	8,976	0.47%
33407	6,265	1.41%	38,548	2.02%
33446	6,059	1.37%	10,423	0.55%
33406	4,612	1.04%	13,062	0.68%
32958	4,255	0.96%	13,574	0.71%
33404	4,247	0.96%	15,155	0.79%
33462	4,195	0.95%	9,964	0.52%
34994	4,135	0.93%	15,959	0.83%
33408	3,995	0.90%	8,675	0.45%
33467	3,867	0.87%	19,923	1.04%
33414	3,369	0.76%	17,634	0.92%
33473	3,312	0.75%	3,[illegible]	0.17%
34997	3,300	0.75%	18,400	0.96%
34953	3,229	0.73%	18,018	0.94%
34957	3,221	0.73%	11,880	0.62%

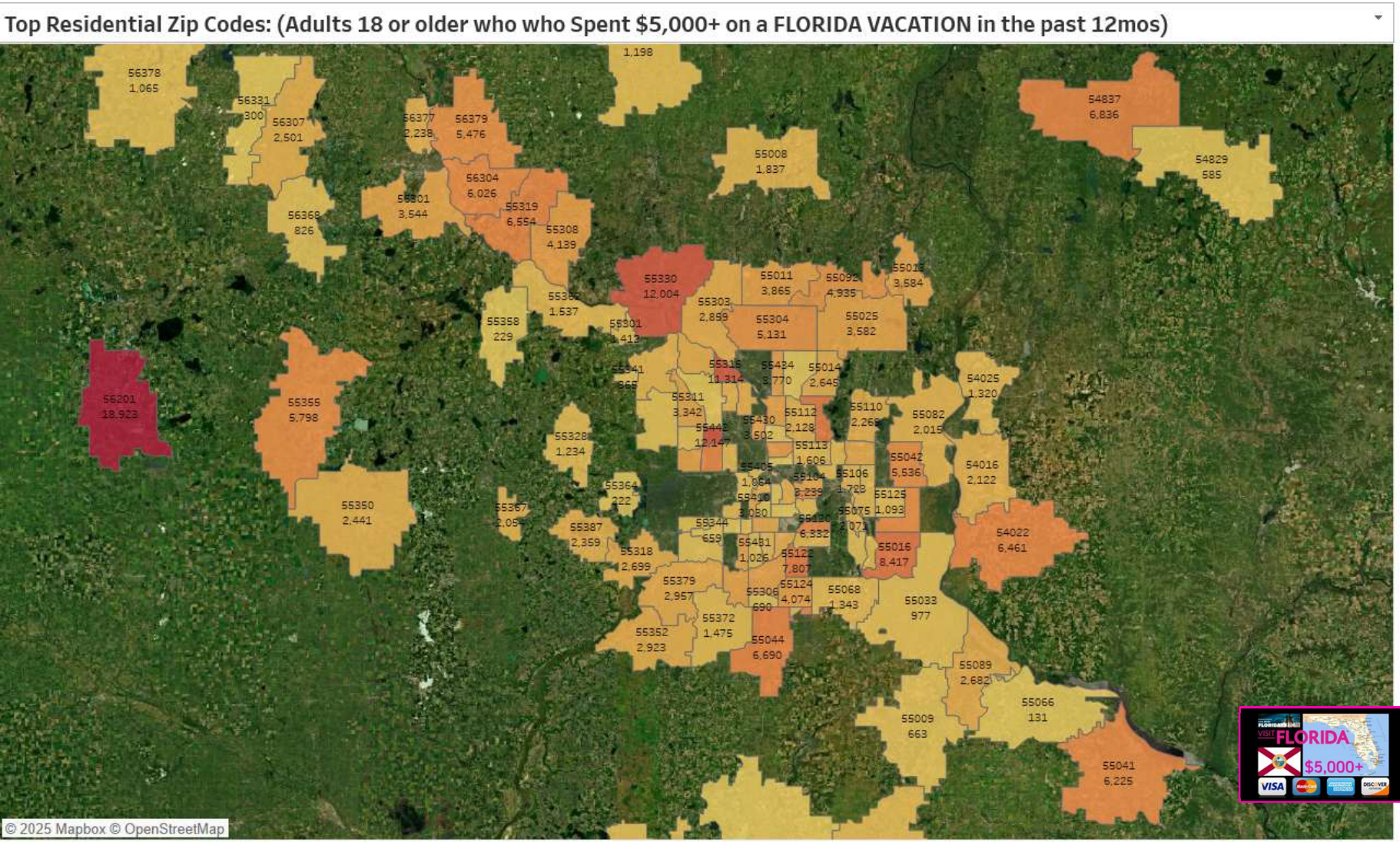
soefa.ai Share of Everything for Anything ©

WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 659

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

Top Residential Zip Codes: (Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos)



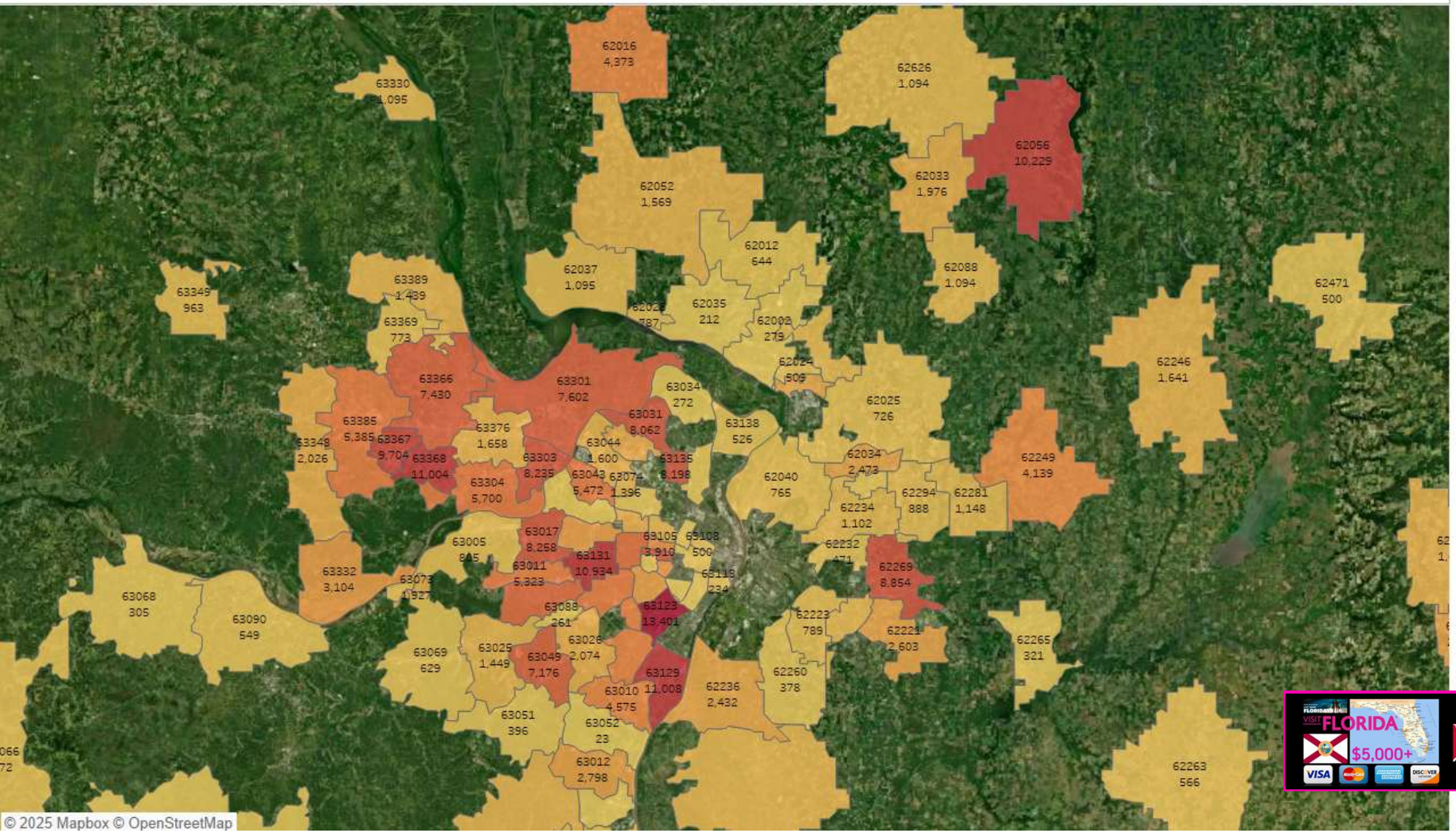
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 217

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

Top Residential Zip Codes: (Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos)

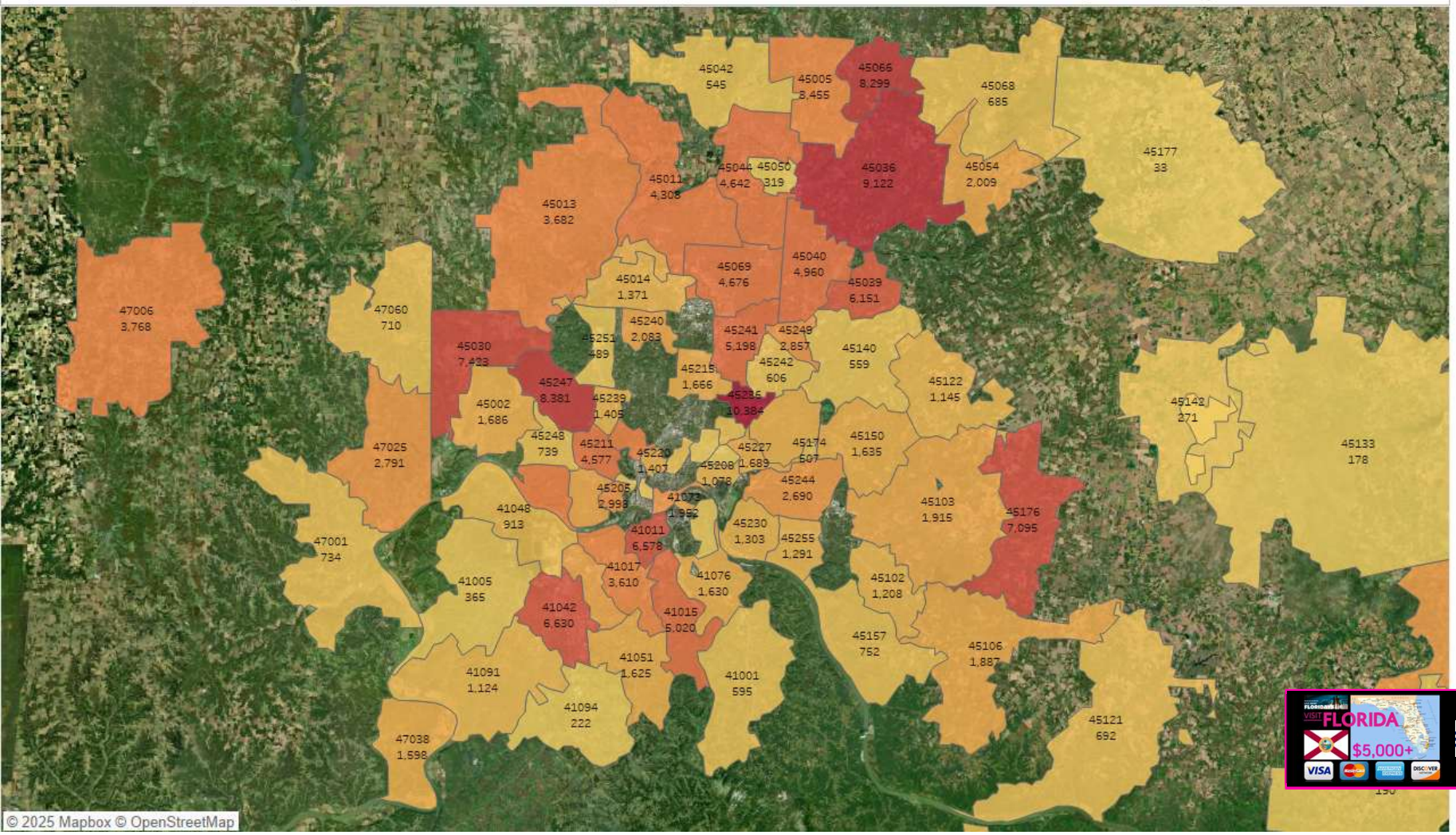


All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything.

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

Top Residential Zip Codes: (Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos)

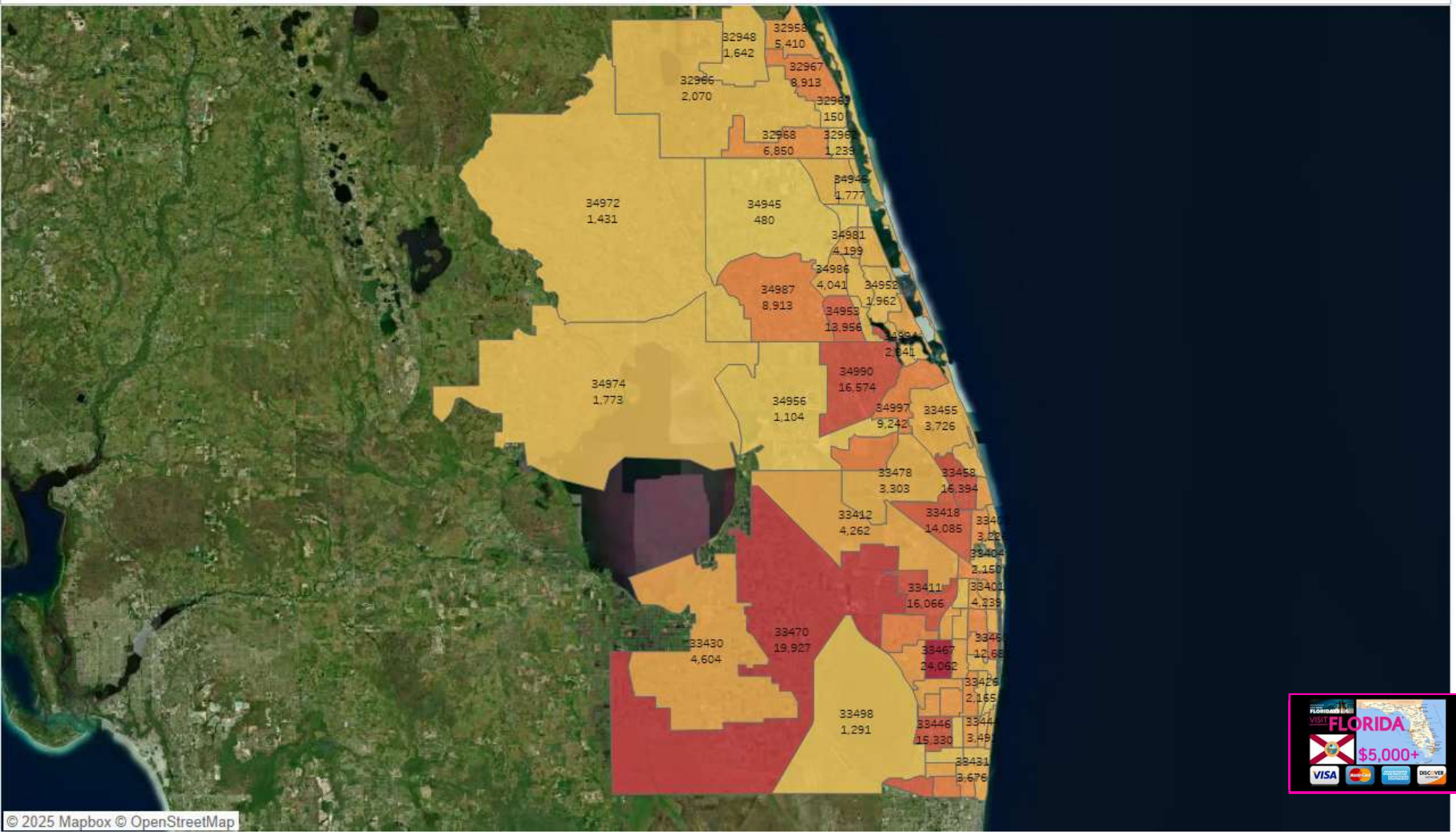


CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 247
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

Top Residential Zip Codes: (Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos)



VISIT FLORIDA $5,000+ WPB

WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 659

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

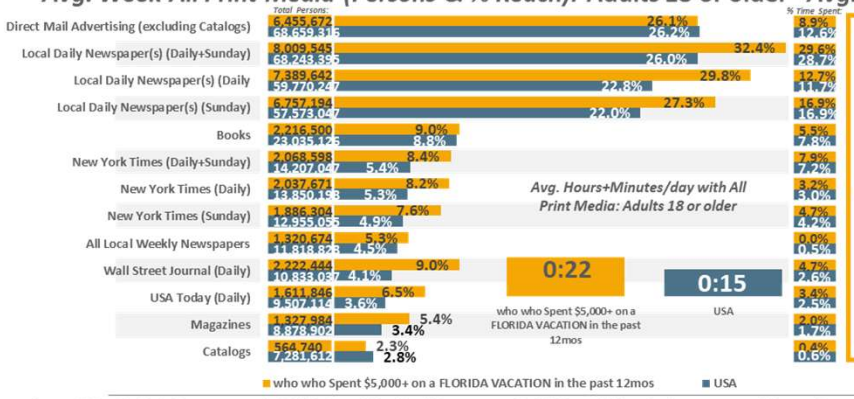
soefa.ai Share of Everything for Anything.

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



8,009,545 or 32.4% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 31.4% of all time spent daily with All forms of Print

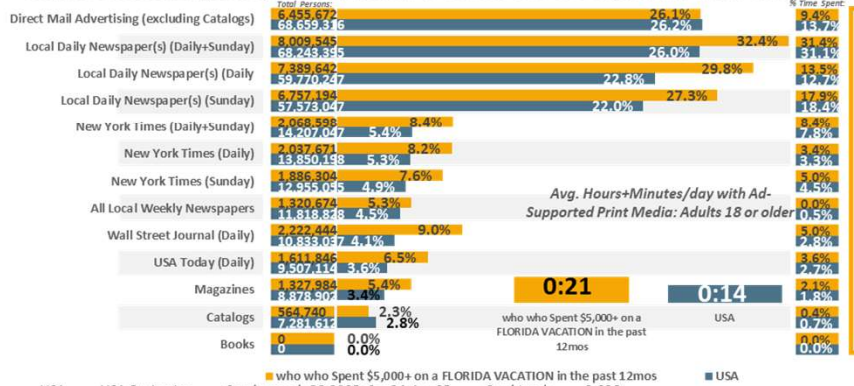
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



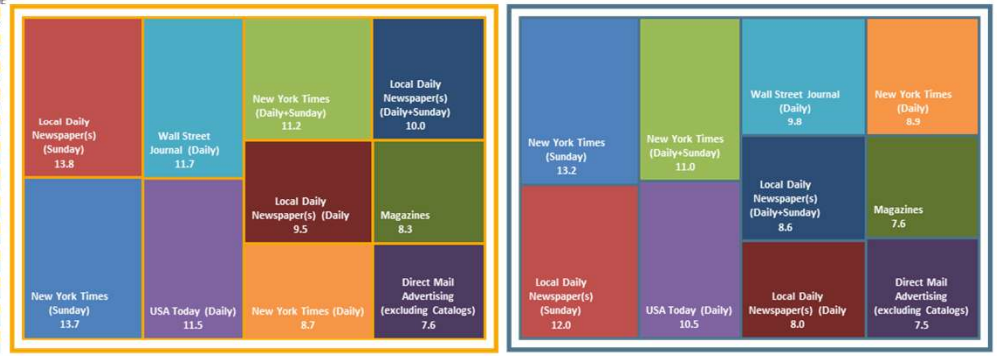
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,830

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

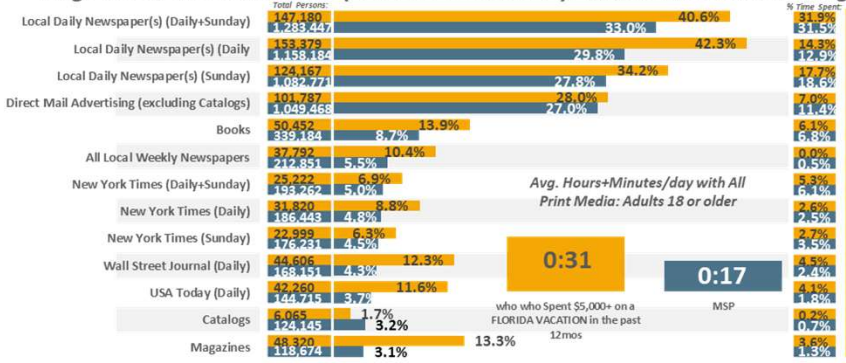
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



147,180 or 40.6% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.4 minutes every day representing 34.% of all time spent daily with All forms of Print M

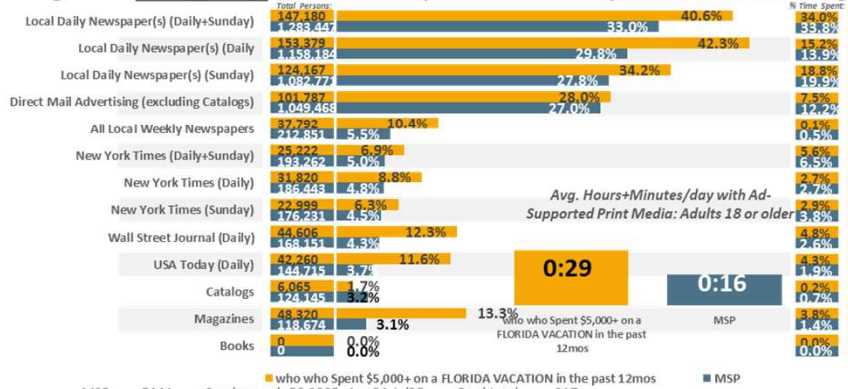
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 217

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

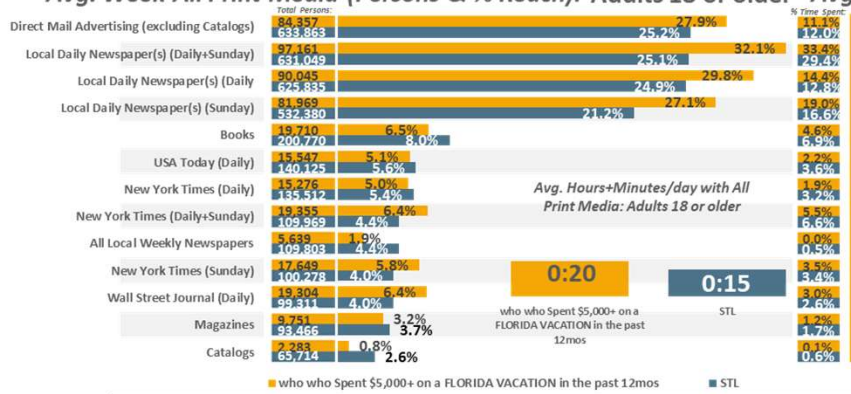
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

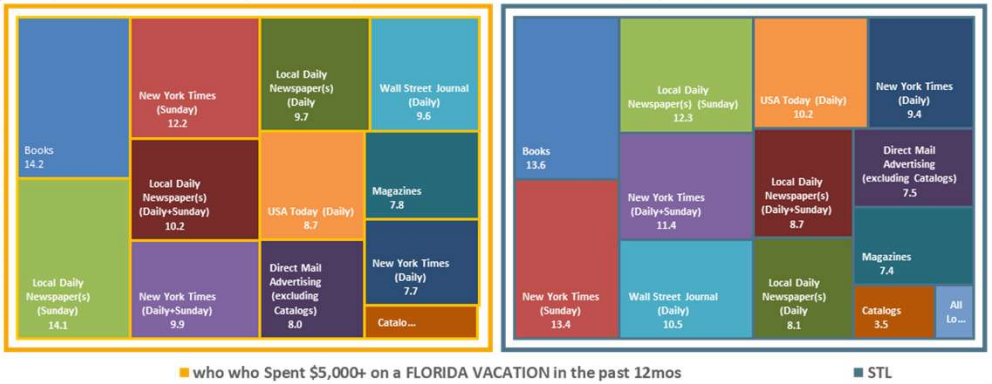


97,161 or 32.1% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.2 minutes every day representing 35.% of all time spent daily with All forms of Print Me

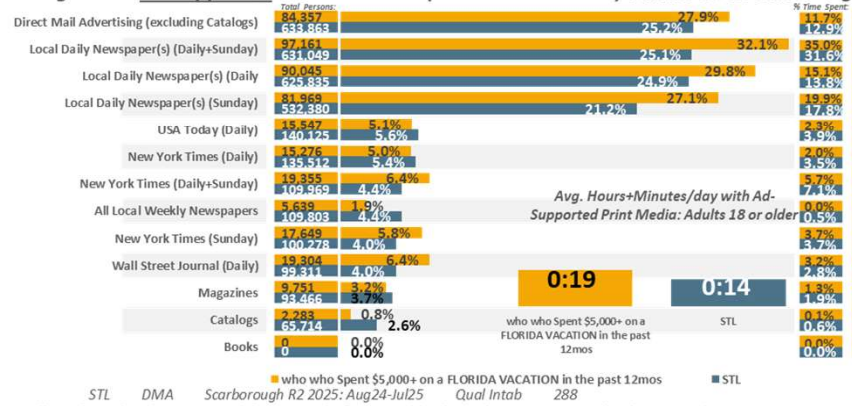
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



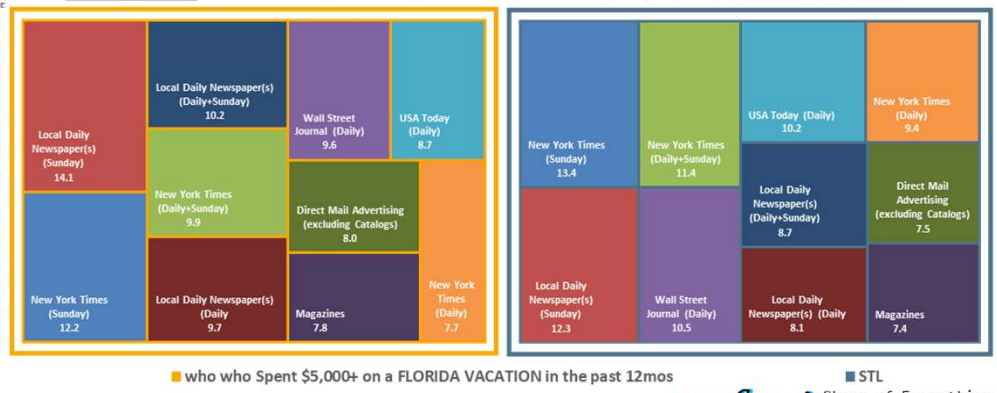
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 288

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

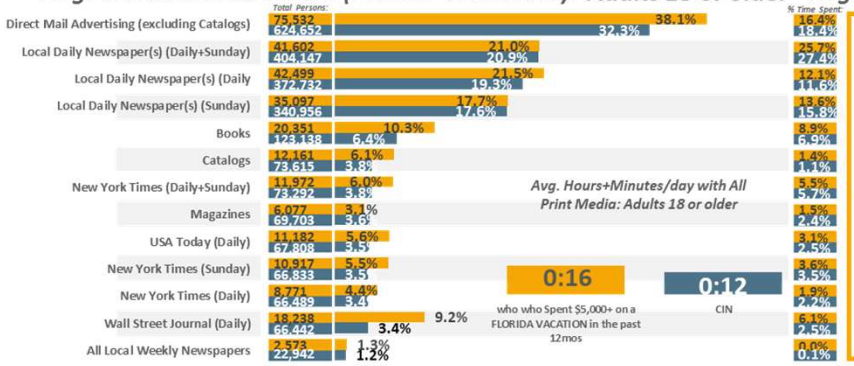
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]

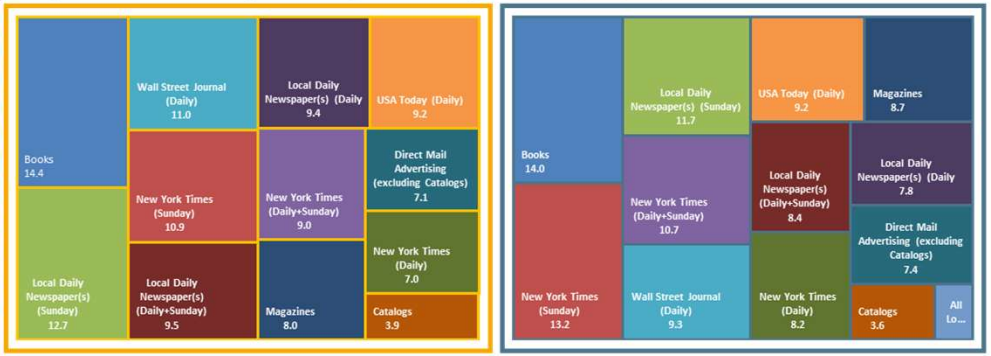


41,602 or 21.% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 28.2% of all time spent daily with All forms of Print Med

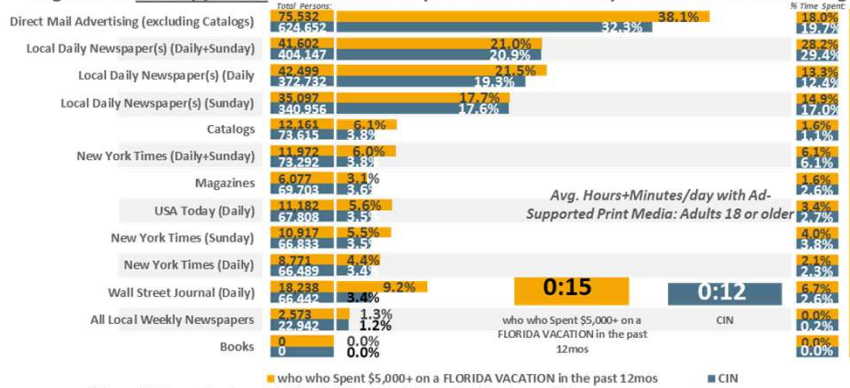
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 247

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

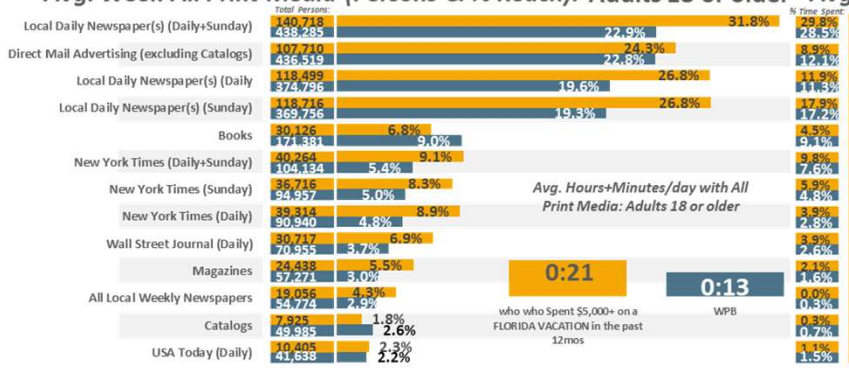
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



140,718 or 31.8% of Adults 18 or older who who Spent $5,000+ on a FLORIDA VACATION in the past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 31.2% of all time spent daily with All forms of Print M

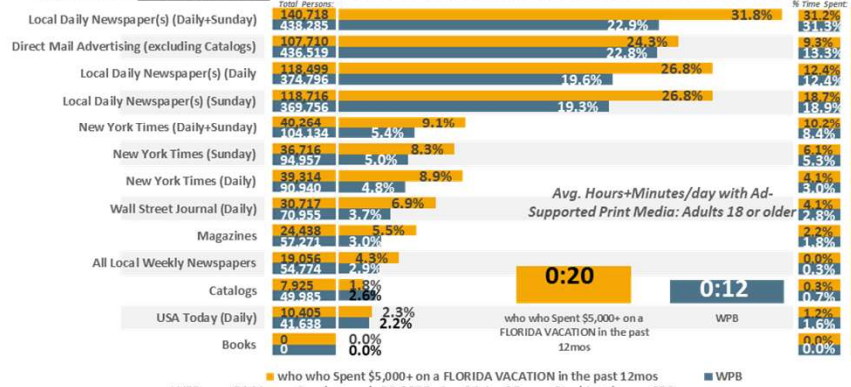
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



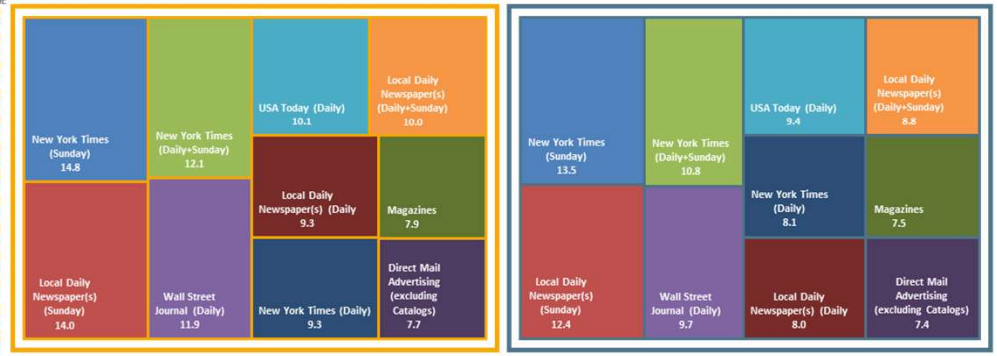
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 659

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

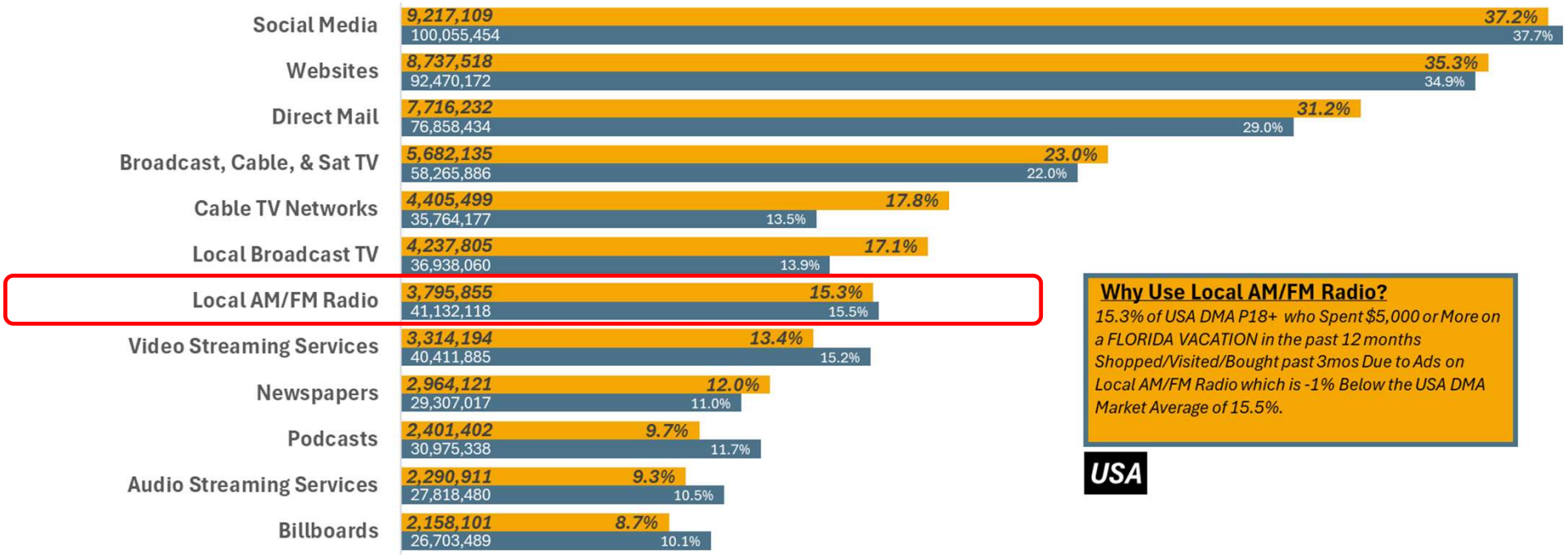
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



"Advertising Actions"

P18+ who Spent $5,000 or More on a FLORIDA VACATION in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.3% of USA DMA P18+ who Spent $5,000 or More on a FLORIDA VACATION in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -1% Below the USA DMA Market Average of 15.5%.

USA

USA DMA Scarborough R2 2025: Sep24-Aug25 Qual Intab: 2830

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

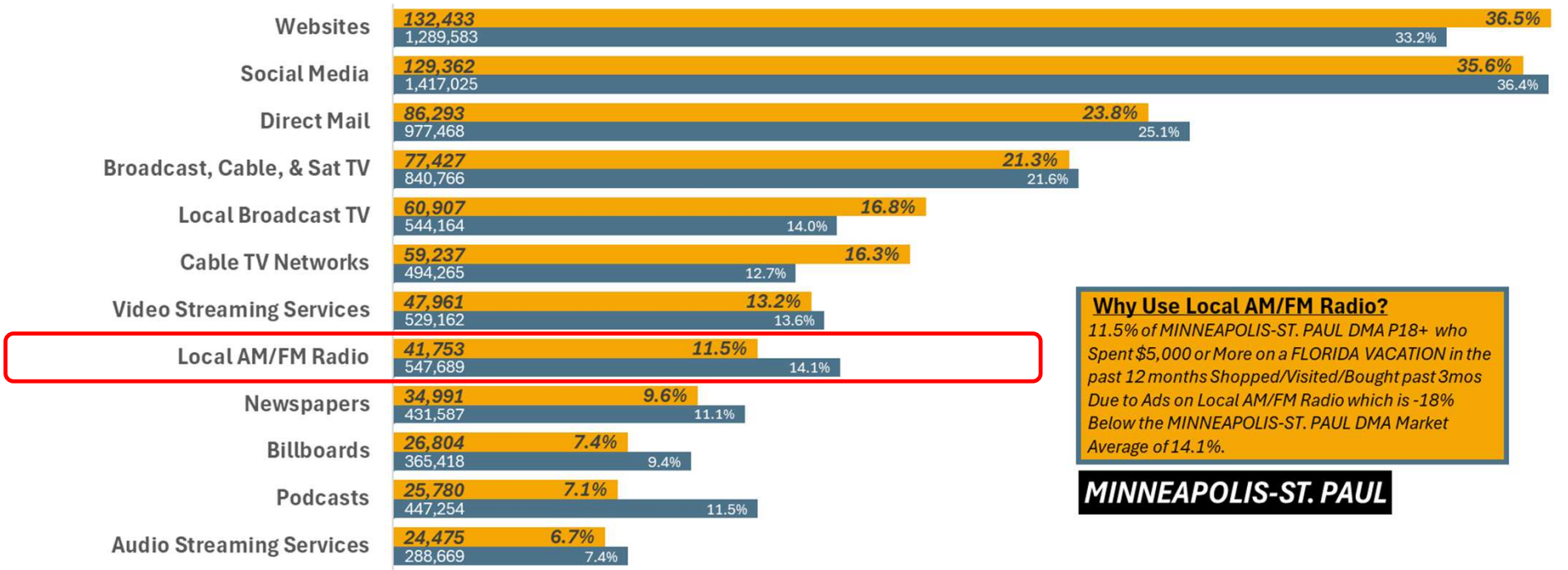
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



"Advertising Actions"

P18+ who Spent $5,000 or More on a FLORIDA VACATION in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

11.5% of MINNEAPOLIS-ST. PAUL DMA P18+ who Spent $5,000 or More on a FLORIDA VACATION in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -18% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 14.1%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 217

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

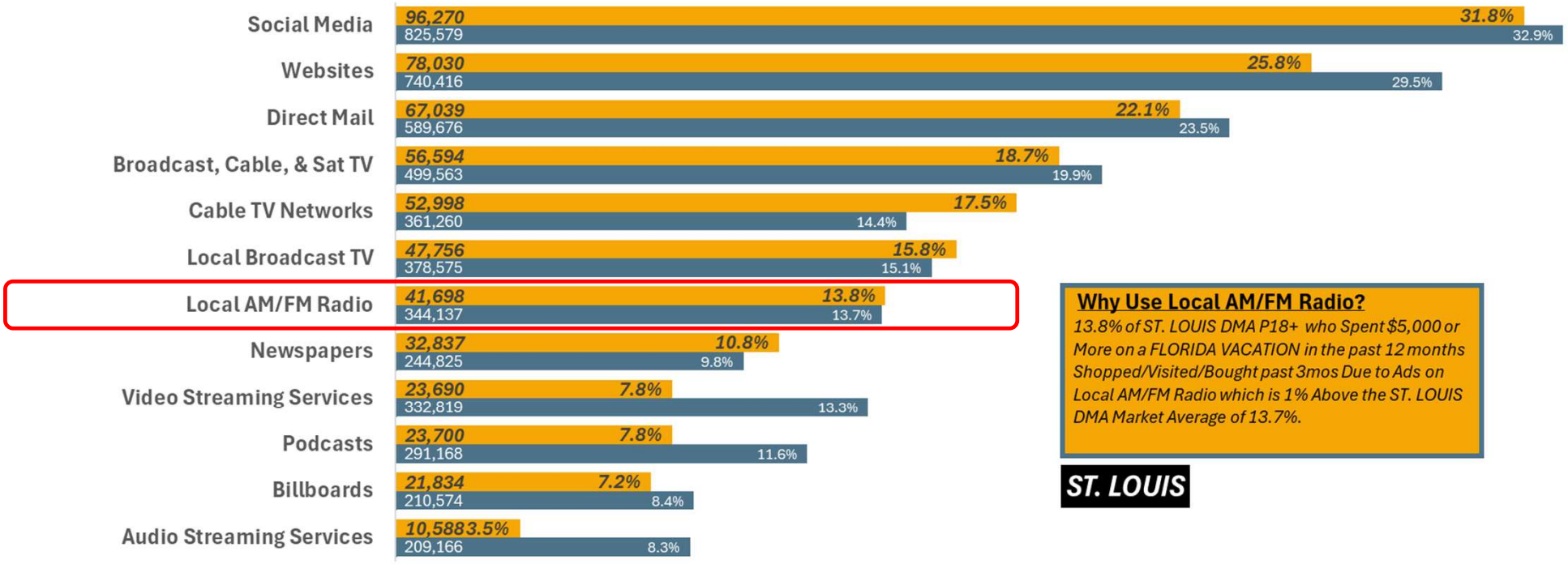
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



"Advertising Actions"

P18+ who Spent $5,000 or More on a FLORIDA VACATION in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.8% of ST. LOUIS DMA P18+ who Spent $5,000 or More on a FLORIDA VACATION in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 1% Above the ST. LOUIS DMA Market Average of 13.7%.

ST. LOUIS

ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 288

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

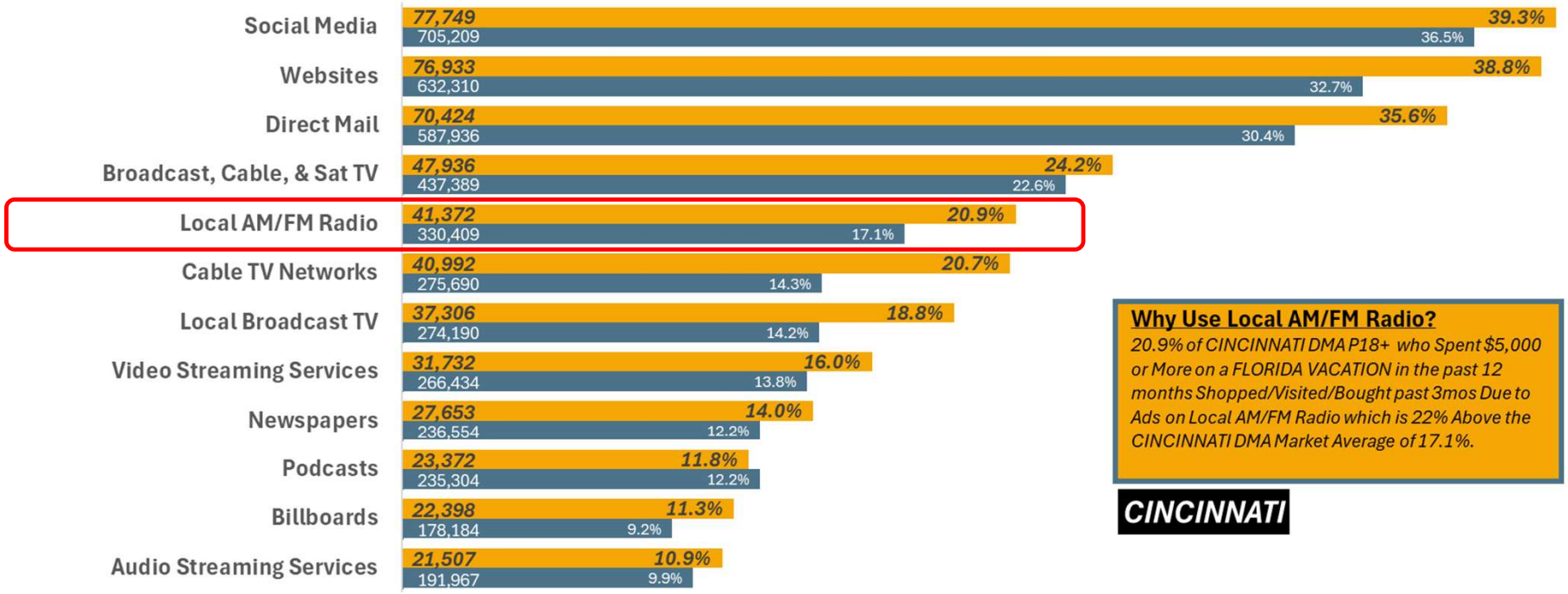
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



"Advertising Actions"

P18+ who Spent $5,000 or More on a FLORIDA VACATION in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

20.9% of CINCINNATI DMA P18+ who Spent $5,000 or More on a FLORIDA VACATION in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 22% Above the CINCINNATI DMA Market Average of 17.1%.

CINCINNATI

CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 247

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

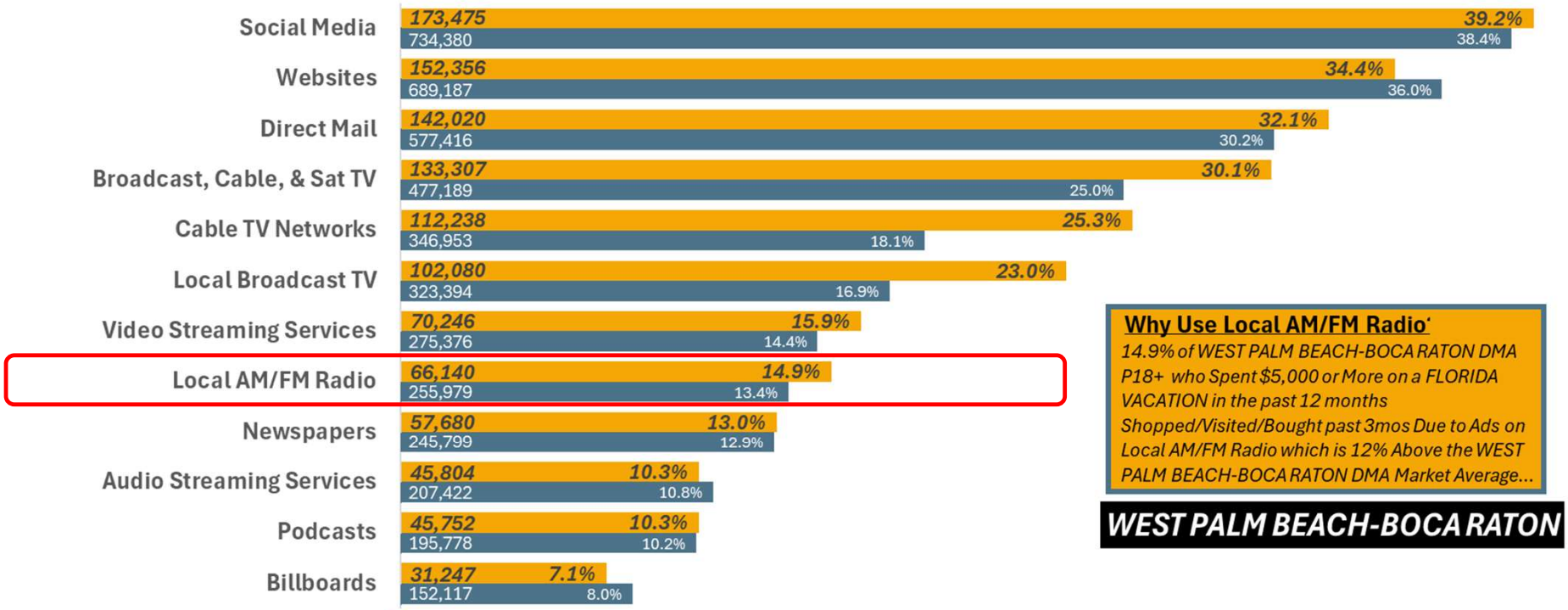
soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]



"Advertising Actions"

P18+ who Spent $5,000 or More on a FLORIDA VACATION in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio'

14.9% of WEST PALM BEACH-BOCA RATON DMA P18+ who Spent $5,000 or More on a FLORIDA VACATION in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 12% Above the WEST PALM BEACH-BOCA RATON DMA Market Average...

WEST PALM BEACH-BOCA RATON

P18+ who Spent $5,000 or More on a FLORIDA VACATION in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 659

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

[((Amount spent on vacations past 12 months: $5,000 - $9,999 OR Amount spent on vacations past 12 months: $10,000 or more) AND (Places visited overnight or longer past 12 months: Orlando OR Places visited overnight or longer past 12 months: Other Florida))]