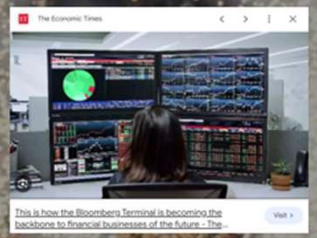
USA –P18+ 5 Different NHL TEAM DMA "WSALFs" (Watch/Stream/Attend/Listen/Follow)!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ PRO TEAM NHL "WSALFs" in the CHICAGO, MINNEAPOLIS-ST. PAUL, ST. LOUIS, SEATTLE-TACOMA, and WASHINGTON, DC DMAs as of April 2024!



P18+

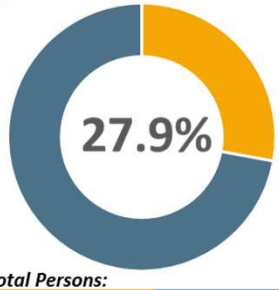
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

Pro teams (WSALF) - NHL: Chicago Blackhawks *Pro teams (WSALF) - NHL: Minnesota Wild* *Pro teams (WSALF) - NHL: St. Louis Blues* *Pro teams (WSALF) - NHL: Seattle Kraken* *Pro teams (WSALF) - NHL: Washington Capitals*

CHI

27.9% or 2,106,422 of CHI DMA Adults 18 or older Watch/Stream/Attend/Listen/Follow CHICAGO BLACKHAWKS. Typical Adults 18 or older who Watch/Stream/Attend/Listen/Follow CHICAGO BLACKHAWKS are 49. years old (1.% older than average) and have a $117,964 (15.1% higher than average) annual household income.

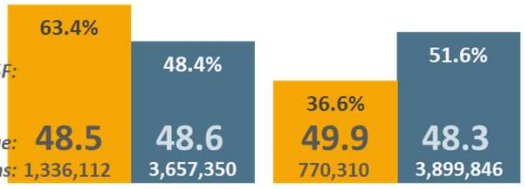
Percent of Market: Adults 18 or older



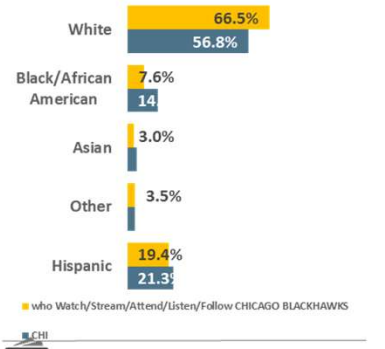
Total Persons:

2,106,422	5,450,774

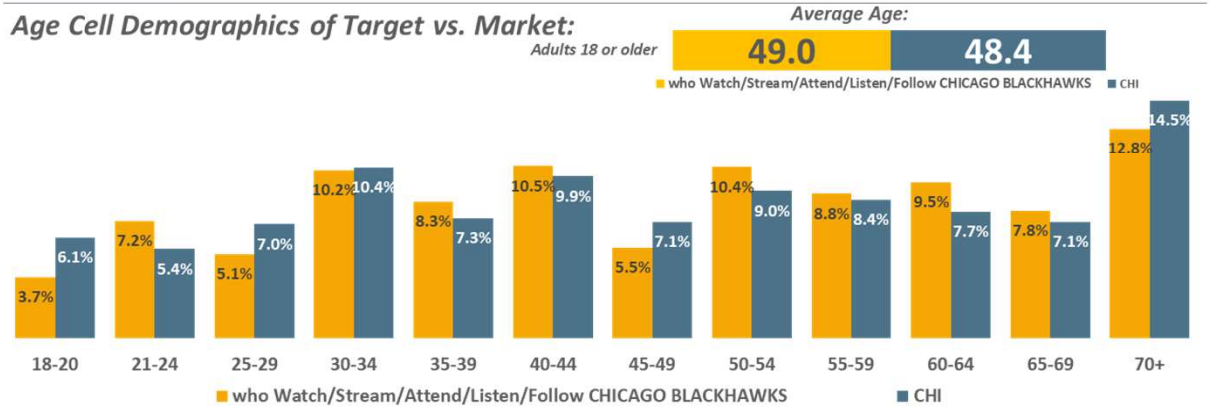
Gender of Target vs. Market: Adults 18 or older



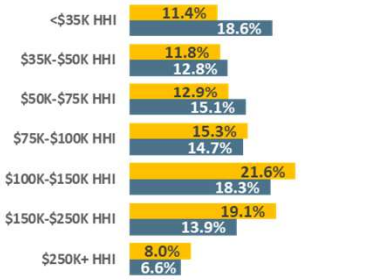
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$117,964	$102,448

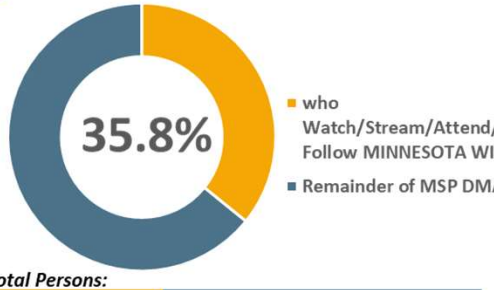
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 966

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MSP

35.8% or 1,378,107 of MSP DMA Adults 18 or older Watch/Stream/Attend/Listen/Follow MINNESOTA WILD. Typical Adults 18 or older who Watch/Stream/Attend/Listen/Follow MINNESOTA WILD are 49. years old (.3% older than average) and have a $119,367 (12.% higher than average) annual household income.

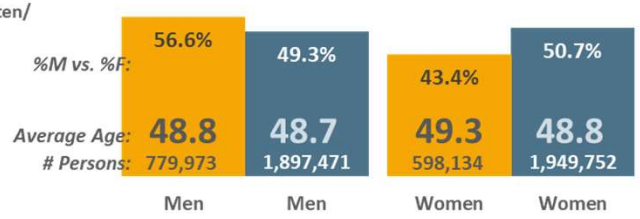
Percent of Market: Adults 18 or older



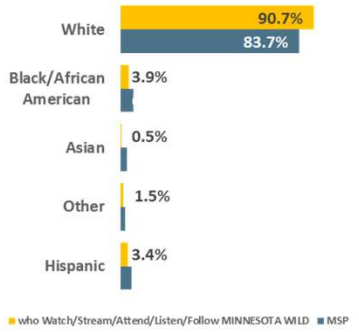
Total Persons:

1,378,107	2,469,116

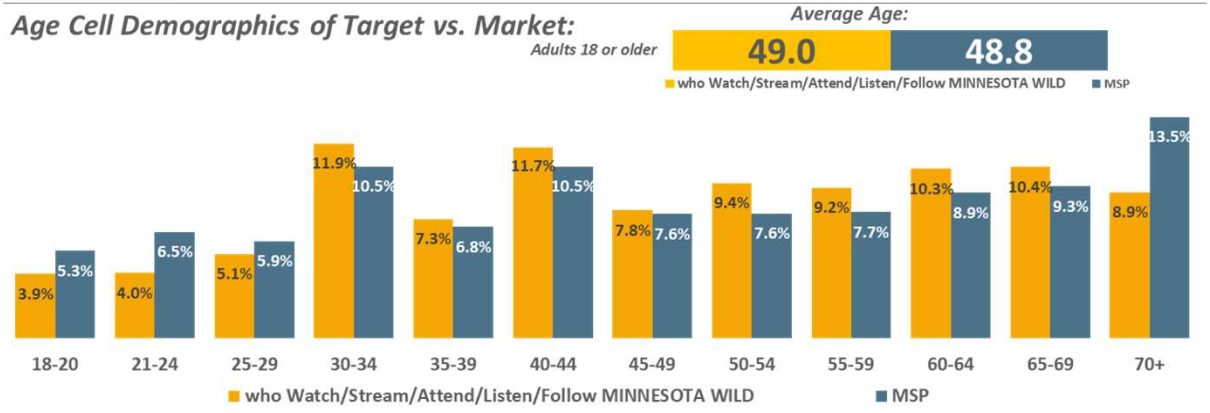
Gender of Target vs. Market: Adults 18 or older



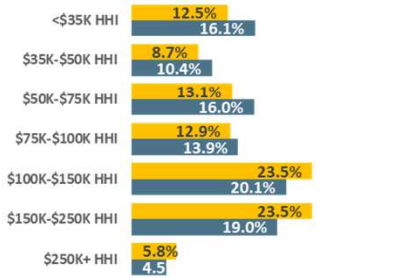
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$119,367	$106,532

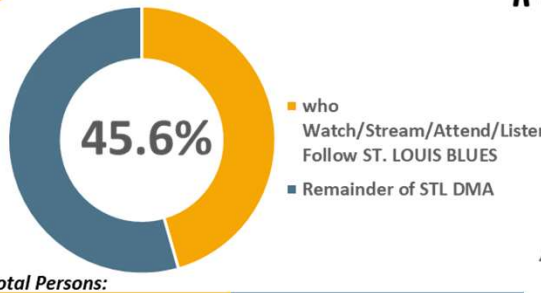
MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 685

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STL

45.6% or 1,141,577 of STL DMA Adults 18 or older Watch/Stream/Attend/Listen/Follow ST. LOUIS BLUES.
Typical Adults 18 or older who Watch/Stream/Attend/Listen/Follow ST. LOUIS BLUES are 48.8 years old (1.6% younger than average) and have a $105,761 (11.7% higher than average) annual household income.

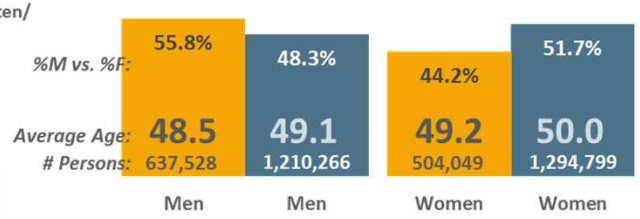
Percent of Market: Adults 18 or older



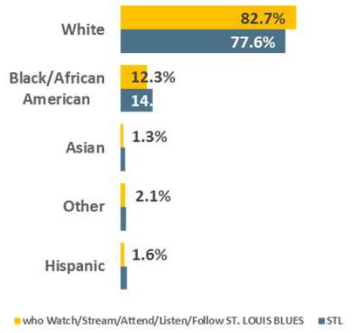
Total Persons:

1,141,577	1,363,488

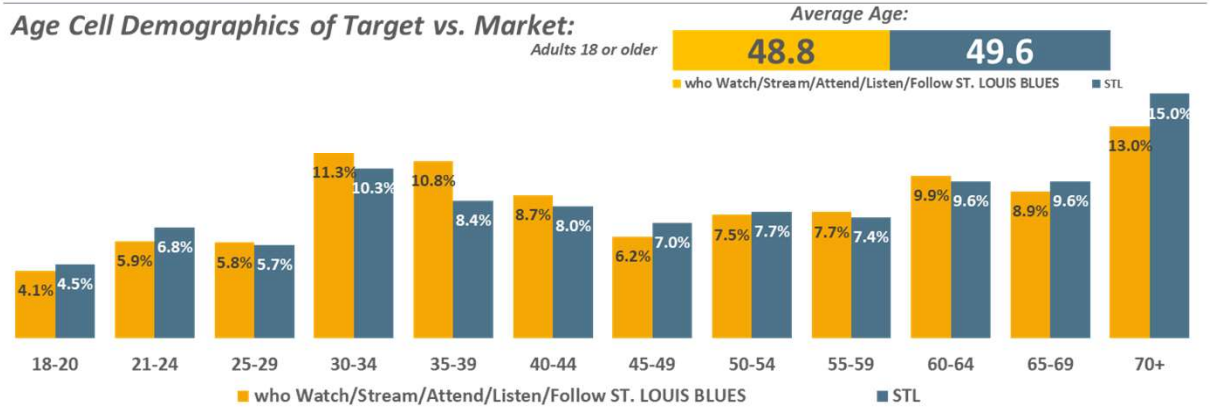
Gender of Target vs. Market: Adults 18 or older



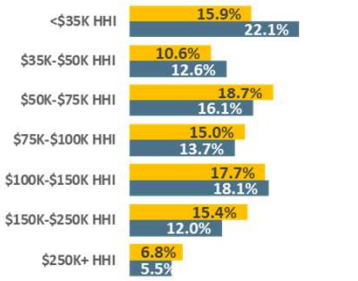
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:

$105,761	$94,664

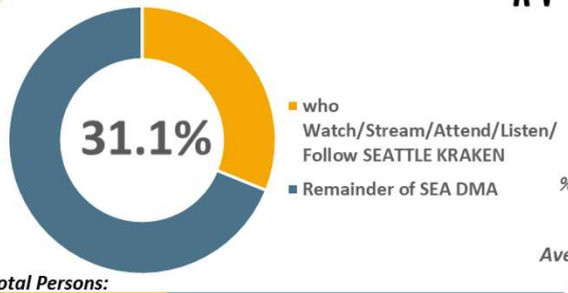
STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 920

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SEA

31.1% or 1,396,882 of SEA DMA Adults 18 or older Watch/Stream/Attend/Listen/Follow SEATTLE KRAKEN. Typical Adults 18 or older who Watch/Stream/Attend/Listen/Follow SEATTLE KRAKEN are 48.3 years old (.1% older than average) and have a $141,474 (19.3% higher than average) annual household income.

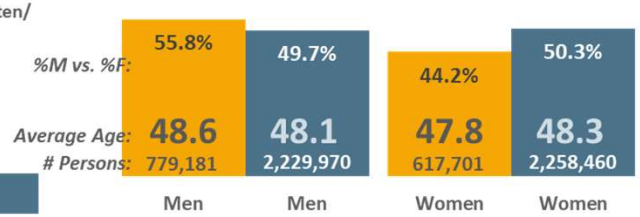
Percent of Market: Adults 18 or older



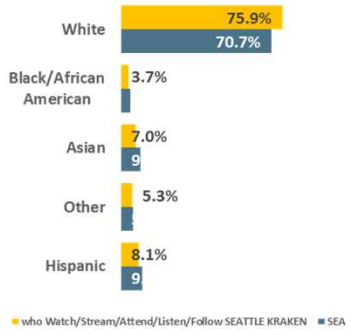
Total Persons:

1,396,882	3,091,548

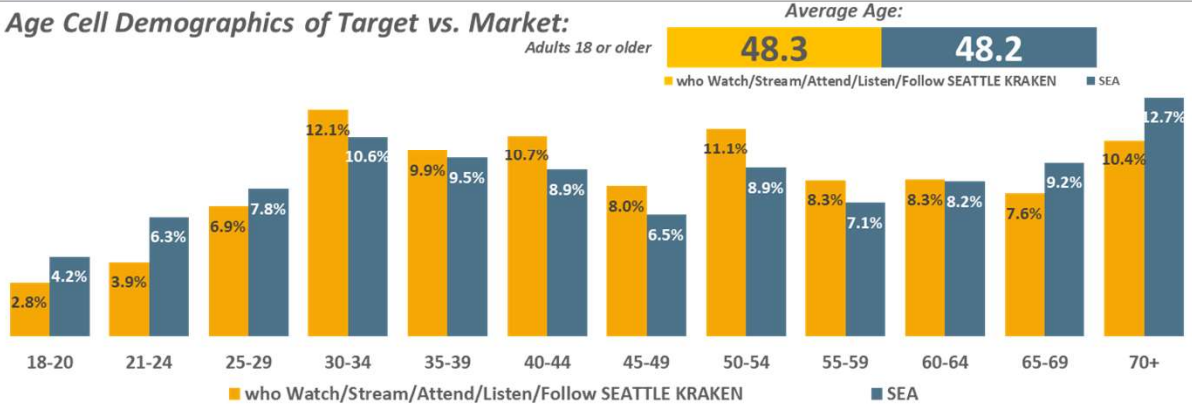
Gender of Target vs. Market: Adults 18 or older



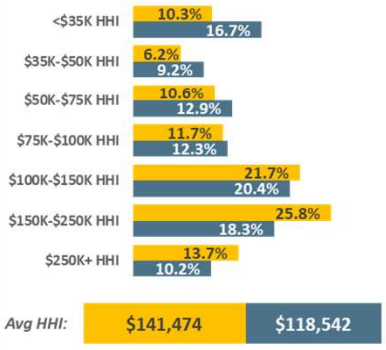
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$141,474	$118,542

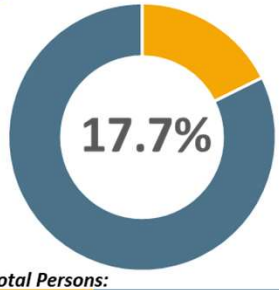
SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,325

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WDC

17.7% or 999,526 of WDC DMA Adults 18 or older Watch/Stream/Attend/Listen/Follow WASHINGTON CAPITALS. Typical Adults 18 or older who Watch/Stream/Attend/Listen/Follow WASHINGTON CAPITALS are 47.5 years old (.9% younger than average) and have a $155,383 (21.1% higher than average) annual household income.

Percent of Market: Adults 18 or older

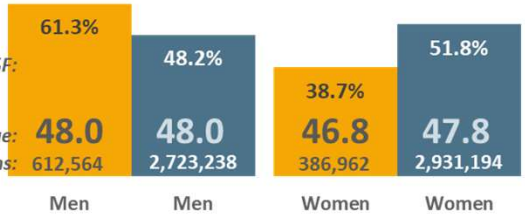


who Watch/Stream/Attend/Listen/Follow WASHINGTON CAPITALS

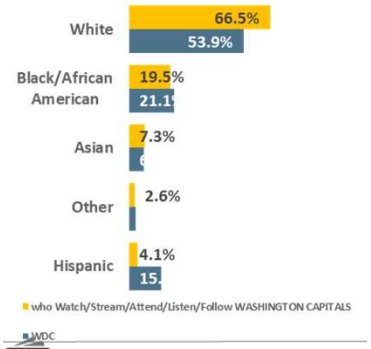
Total Persons:

999,526	4,654,906

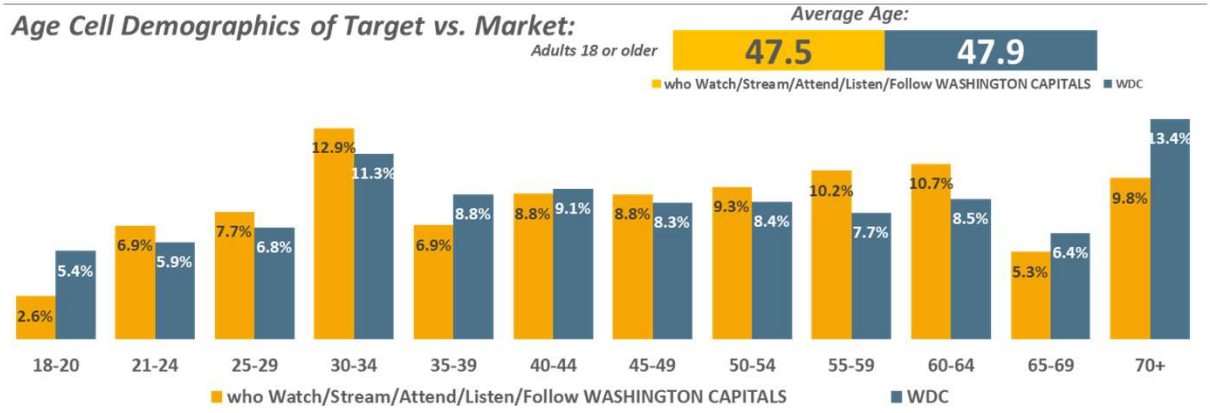
Gender of Target vs. Market: Adults 18 or older



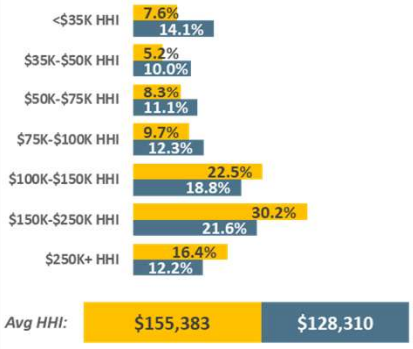
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



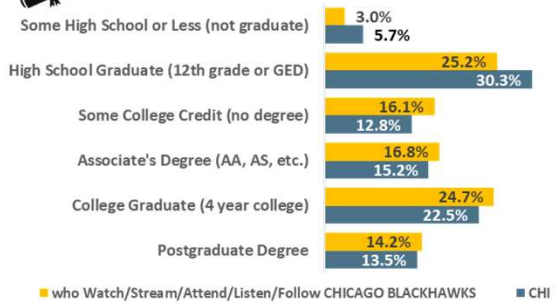
WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 976

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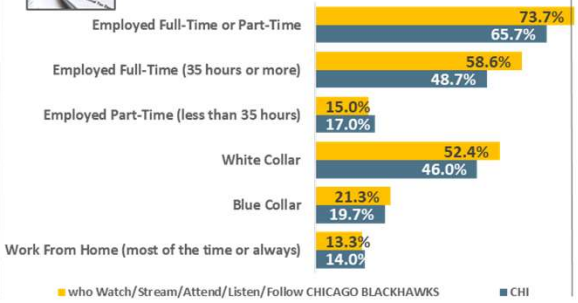
CHI

27.9% or 2,106,422 of CHI DMA Adults 18 or older Watch/Stream/Attend/Listen/Follow CHICAGO BLACKHAWKS. Adults 18 or older who Watch/Stream/Attend/Listen/Follow CHICAGO BLACKHAWKS are 8.% more likely to be a college graduate, 20.4% more likely to work full-time, 18.% more likely to be married, 3.2% more likely to be a parent of 1 or more children under 18.

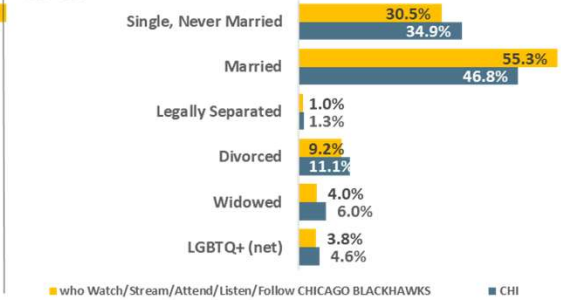
Education Levels: Adults 18 or older



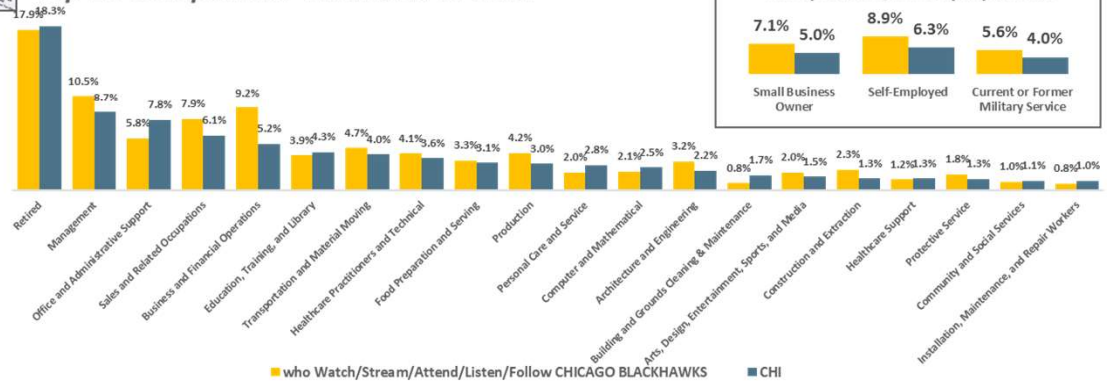
Employment: Adults 18 or older



Marital Status: Adults 18 or older

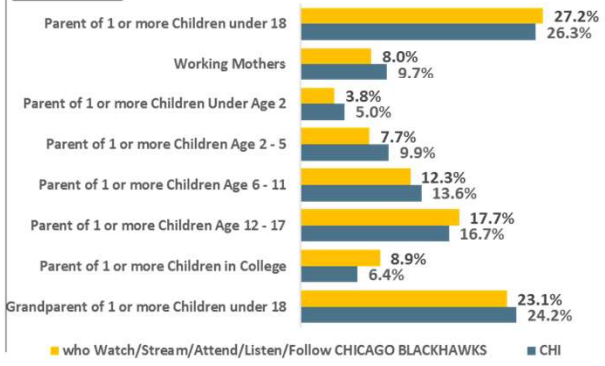


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



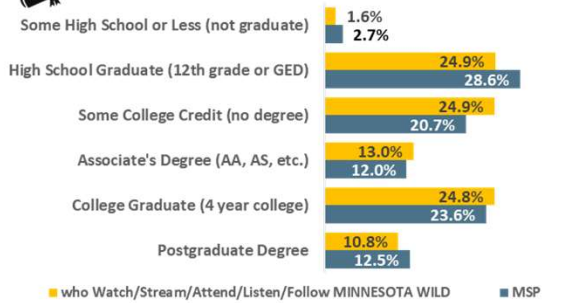
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 966

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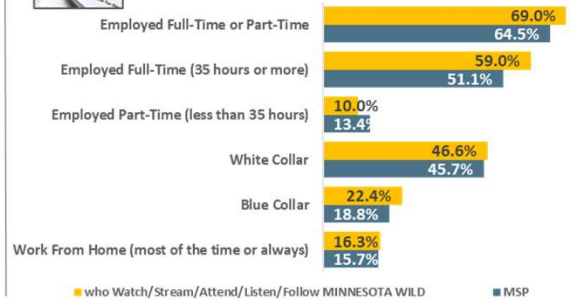
MSP

35.8% or 1,378,107 of MSP DMA Adults 18 or older Watch/Stream/Attend/Listen/Follow MINNESOTA WILD. Adults 18 or older who Watch/Stream/Attend/Listen/Follow MINNESOTA WILD are 1.2% less likely to be a college graduate, 15.5% more likely to work full-time, 7.8% more likely to be married, 16.9% more likely to be a parent of 1 or more children under 18.

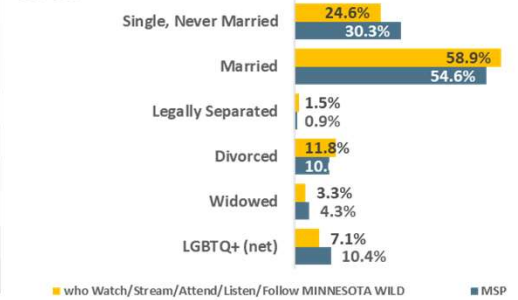
Education Levels: Adults 18 or older



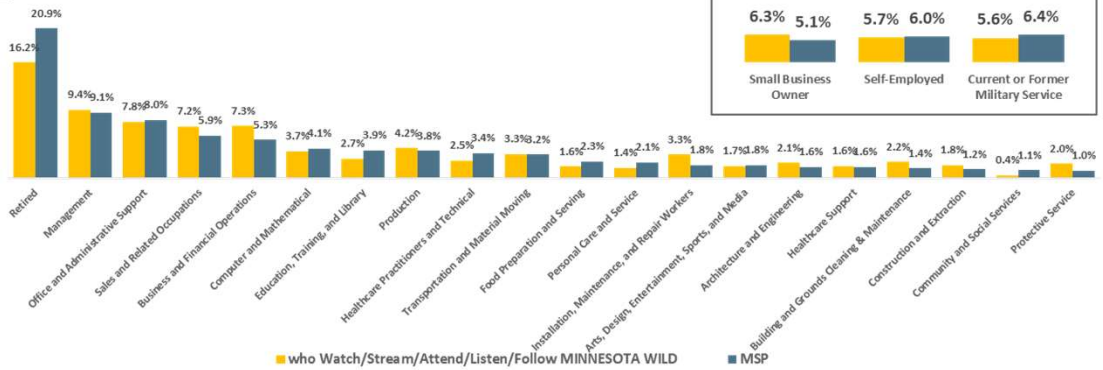
Employment: Adults 18 or older



Marital Status: Adults 18 or older

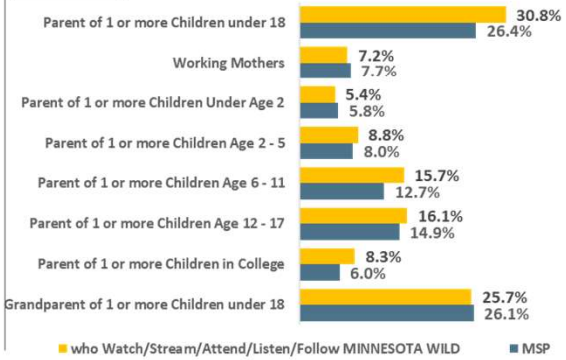


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



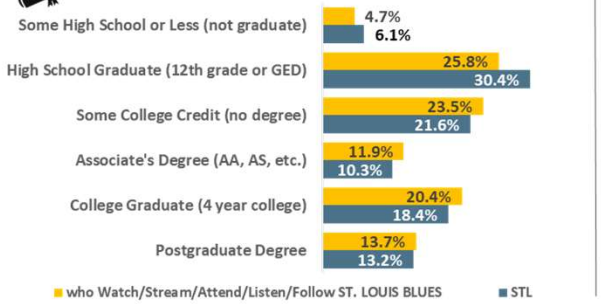
MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 685

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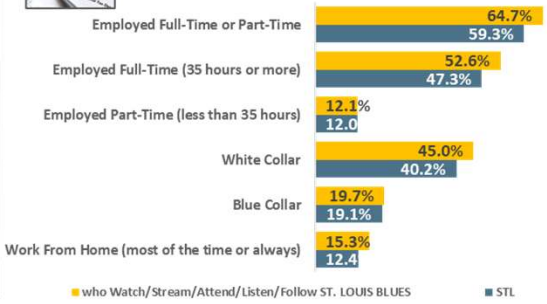
STL

45.6% or 1,141,577 of STL DMA Adults 18 or older Watch/Stream/Attend/Listen/Follow ST. LOUIS BLUES. Adults 18 or older who Watch/Stream/Attend/Listen/Follow ST. LOUIS BLUES are 7.9% more likely to be a college graduate, 11.2% more likely to work full-time, 5.6% more likely to be married, 10.8% more likely to be a parent of 1 or more children under 18.

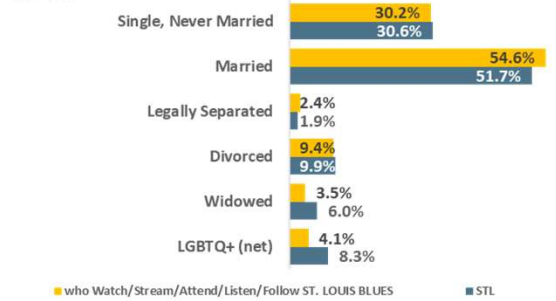
Education Levels: Adults 18 or older



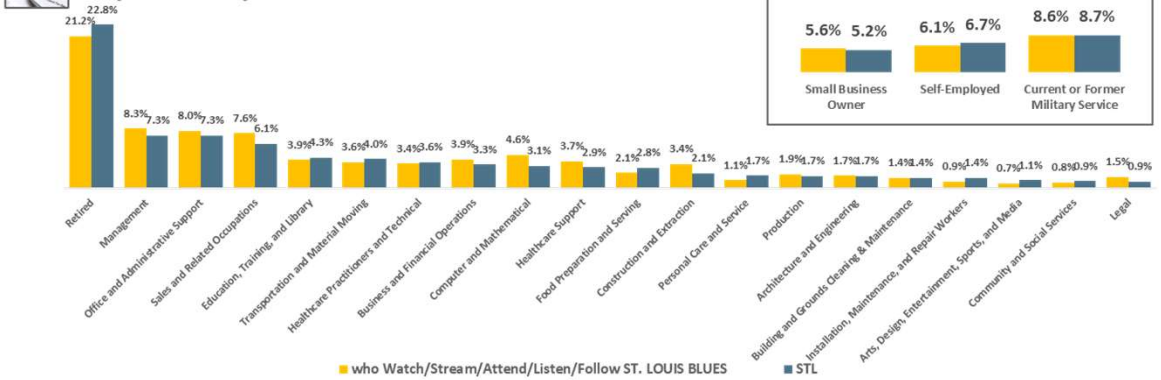
Employment: Adults 18 or older



Marital Status: Adults 18 or older

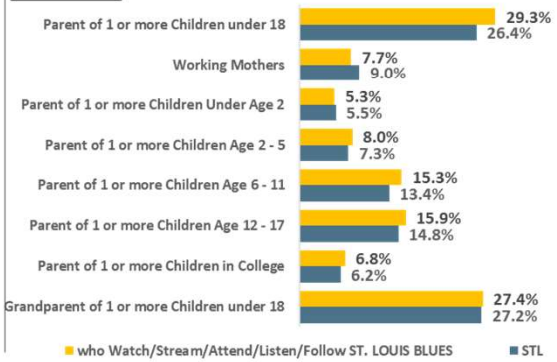


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



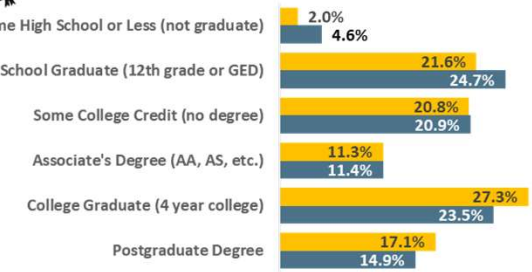
STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 920

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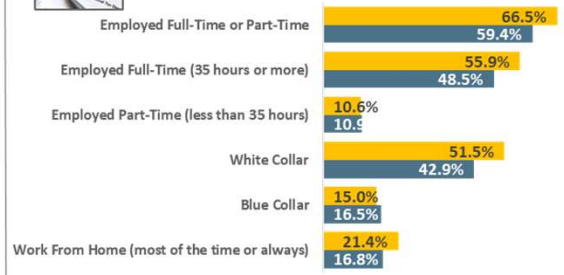
SEA

31.1% or 1,396,882 of SEA DMA Adults 18 or older Watch/Stream/Attend/Listen/Follow SEATTLE KRAKEN. Adults 18 or older who Watch/Stream/Attend/Listen/Follow SEATTLE KRAKEN are 15.6% more likely to be a college graduate, 15.4% more likely to work full-time, 16.1% more likely to be married, 19.% more likely to be a parent of 1 or more children under 18.

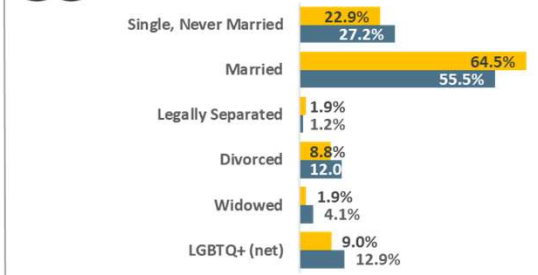
Education Levels: Adults 18 or older



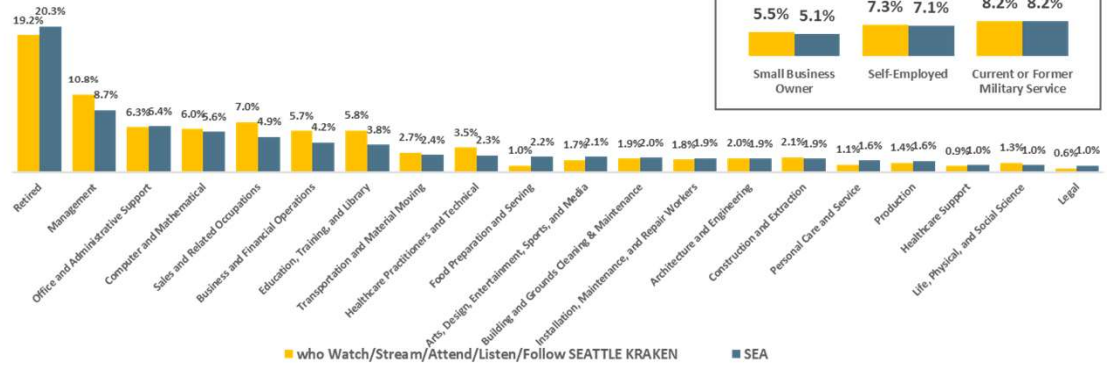
Employment: Adults 18 or older



Marital Status: Adults 18 or older

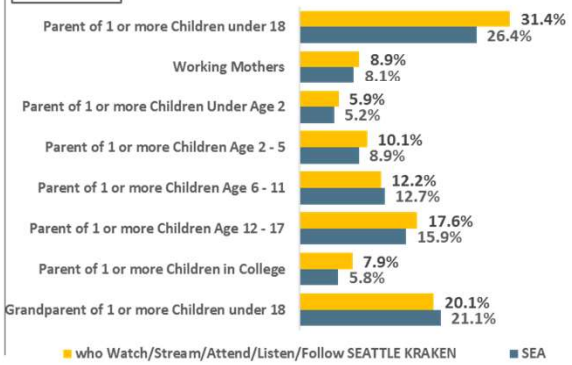


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



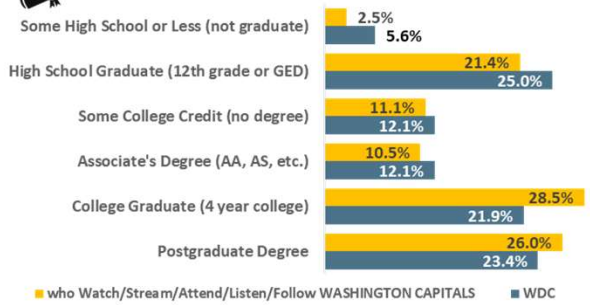
SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,325

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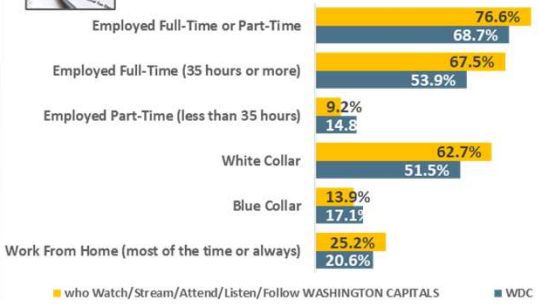
WDC

17.7% or 999,526 of WDC DMA Adults 18 or older Watch/Stream/Attend/Listen/Follow WASHINGTON CAPITALS. Adults 18 or older who Watch/Stream/Attend/Listen/Follow WASHINGTON CAPITALS are 20.5% more likely to be a college graduate, 25.1% more likely to work full-time, 4.3% more likely to be married, 10.1% less likely to be a parent of 1 or more children under

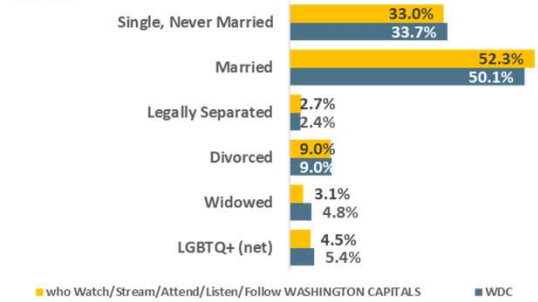
Education Levels: Adults 18 or older



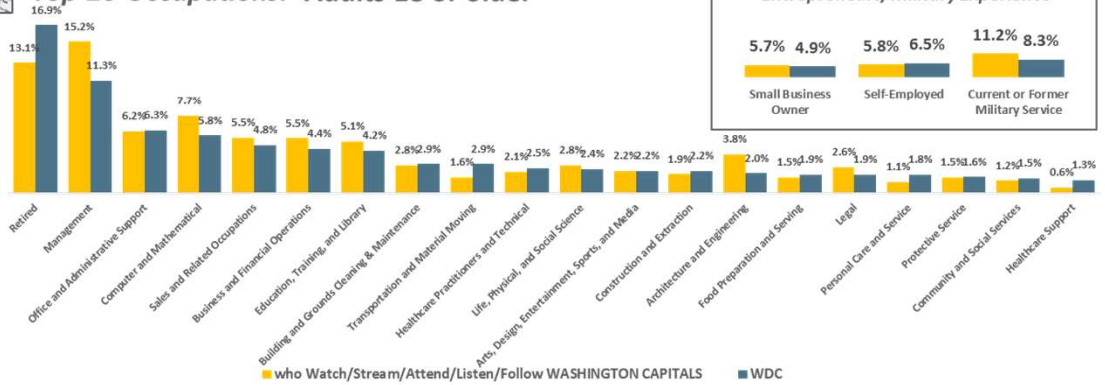
Employment: Adults 18 or older



Marital Status: Adults 18 or older

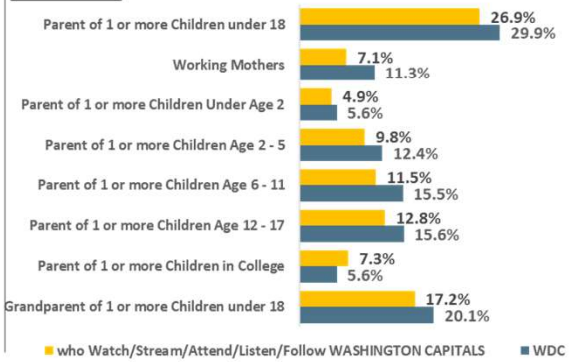


Top-20 Occupations: Adults 18 or older



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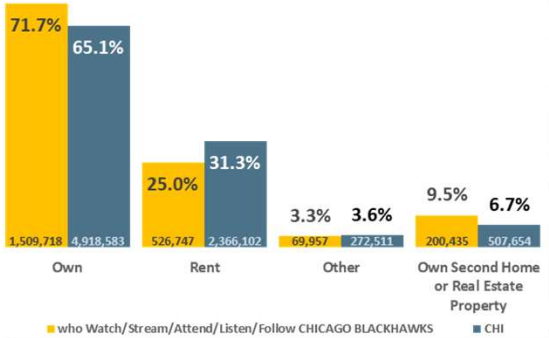
WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 976

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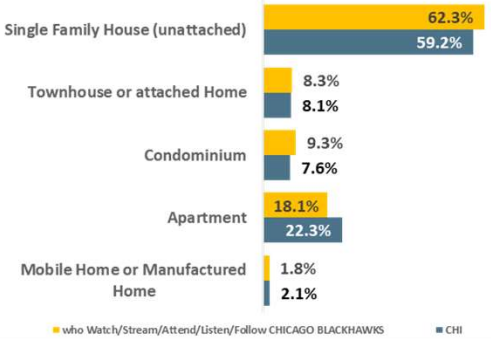
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27.9% or 2,106,422 of CHI DMA Adults 18 or older Watch/Stream/Attend/Listen/Follow CHICAGO BLACKHAWKS. Adults 18 or older who Watch/Stream/Attend/Listen/Follow CHICAGO BLACKHAWKS are 10.1% more likely to own their home, 5.4% more likely to own a higher valued home, 5.3% more likely to have a single-family home, 17.5% more likely to have a dog.

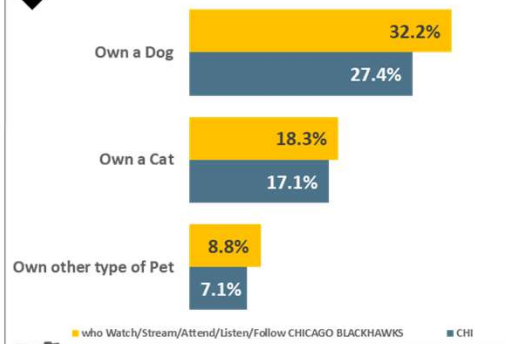
Own/Rent/Other: Adults 18 or older



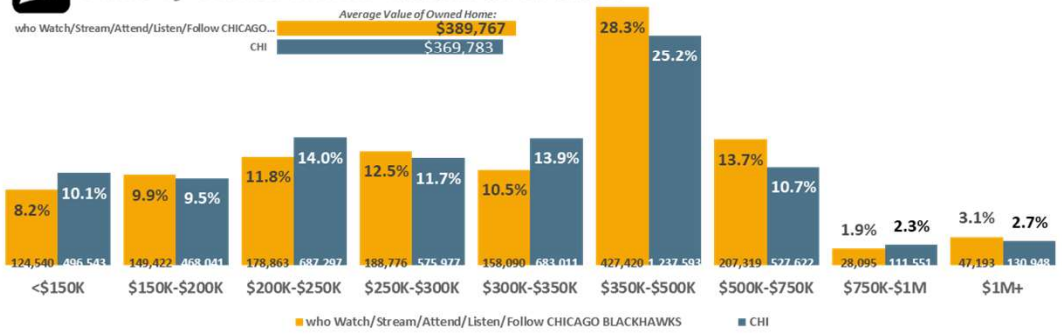
Type of Home: Adults 18 or older



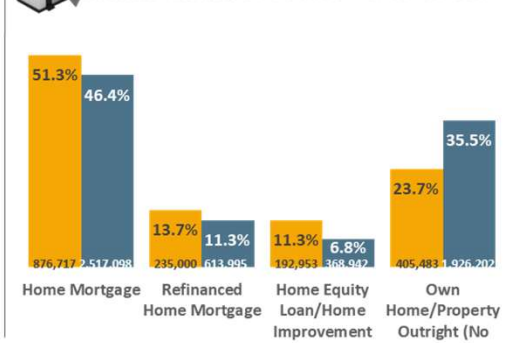
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



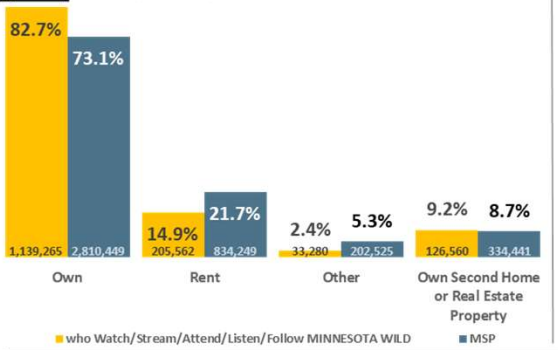
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 966

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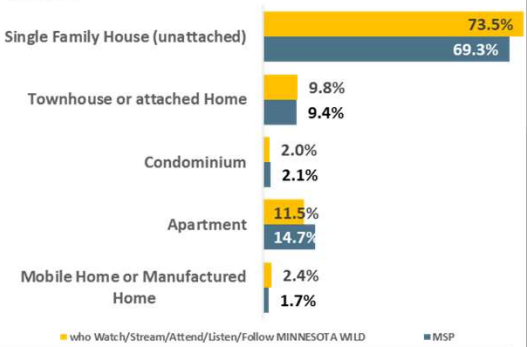
MSP

35.8% or 1,378,107 of MSP DMA Adults 18 or older Watch/Stream/Attend/Listen/Follow MINNESOTA WILD. Adults 18 or older who Watch/Stream/Attend/Listen/Follow MINNESOTA WILD are 13.2% more likely to own their home, 2.8% more likely to own a higher valued home, 6.% more likely to have a single-family home, 13.4% more likely to have a dog.

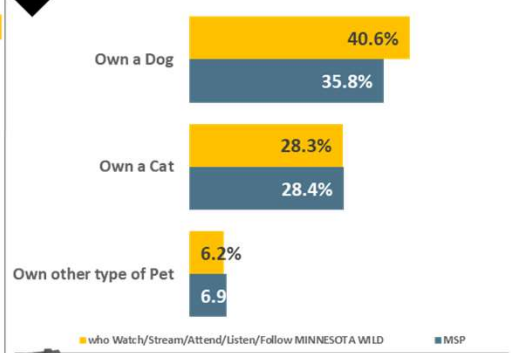
Own/Rent/Other: Adults 18 or older



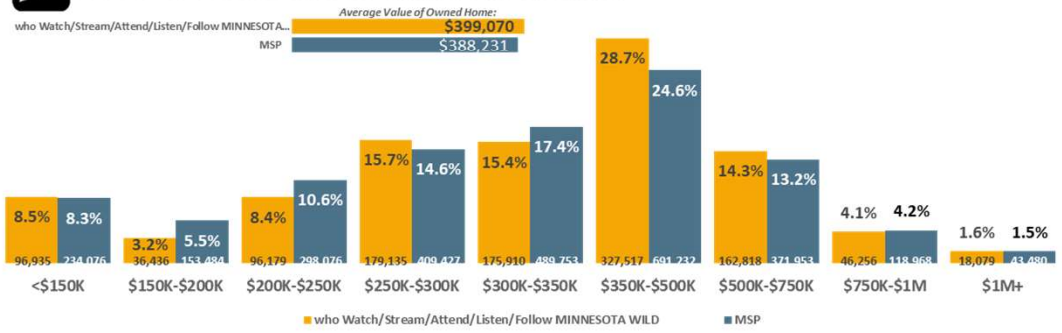
Type of Home: Adults 18 or older



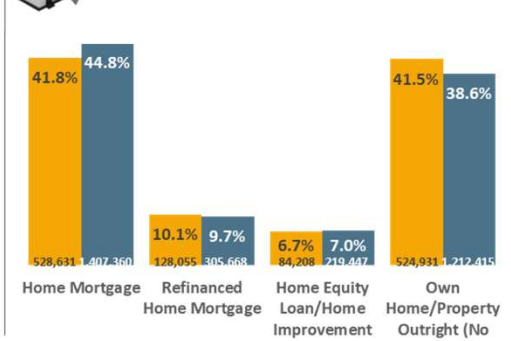
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



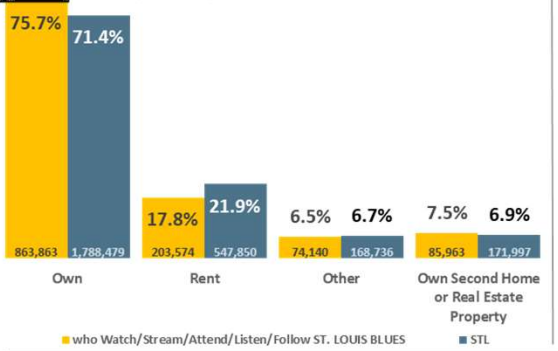
MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 685

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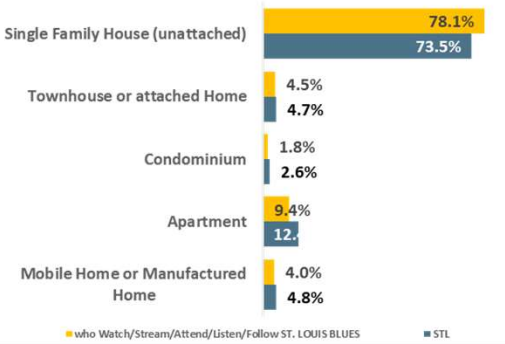
STL

45.6% or 1,141,577 of STL DMA Adults 18 or older Watch/Stream/Attend/Listen/Follow ST. LOUIS BLUES. Adults 18 or older who Watch/Stream/Attend/Listen/Follow ST. LOUIS BLUES are 6.% more likely to own their home, 6.9% more likely to own a higher valued home, 6.3% more likely to have a single-family home, 6.9% more likely to have a dog.

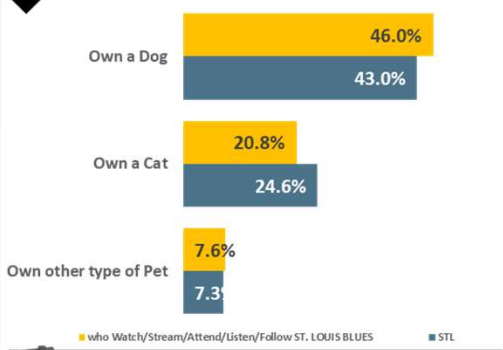
Own/Rent/Other: Adults 18 or older



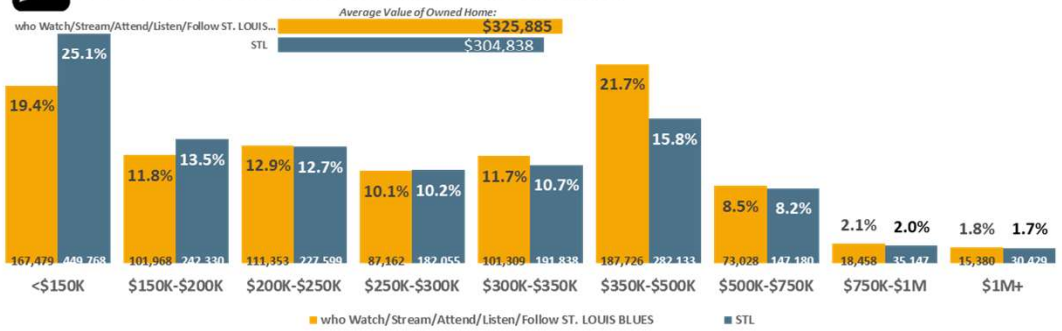
Type of Home: Adults 18 or older



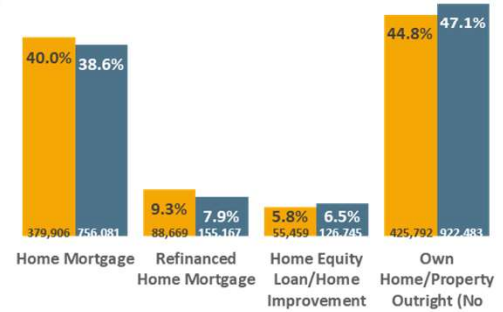
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



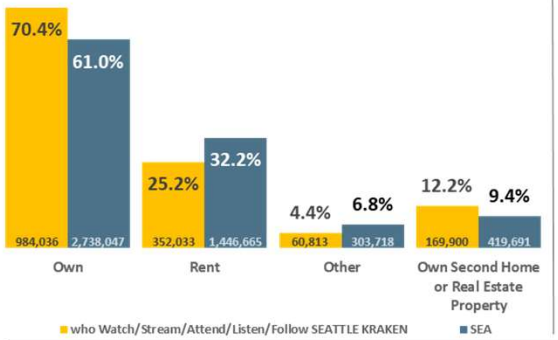
STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 920

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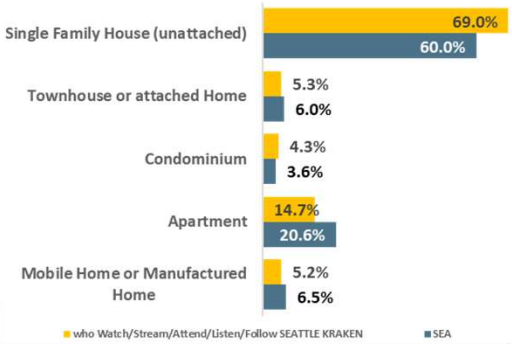
SEA

31.1% or 1,396,882 of SEA DMA Adults 18 or older Watch/Stream/Attend/Listen/Follow SEATTLE KRAKEN. Adults 18 or older who Watch/Stream/Attend/Listen/Follow SEATTLE KRAKEN are 15.5% more likely to own their home, 6.8% more likely to own a higher valued home, 15.% more likely to have a single-family home, 18.1% more likely to have a dog.

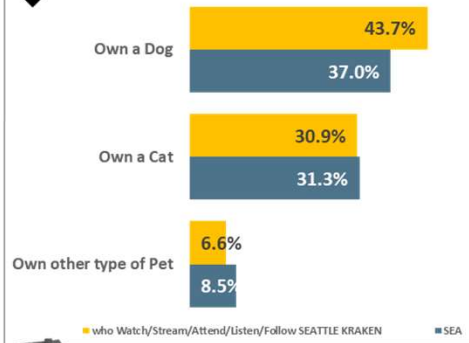
Own/Rent/Other: Adults 18 or older



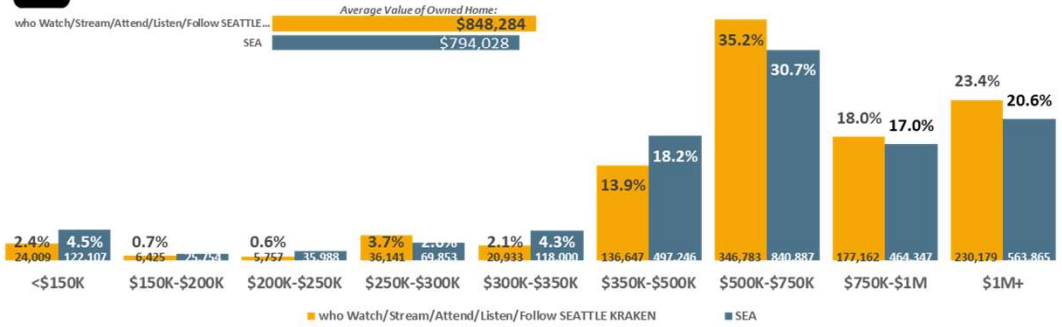
Type of Home: Adults 18 or older



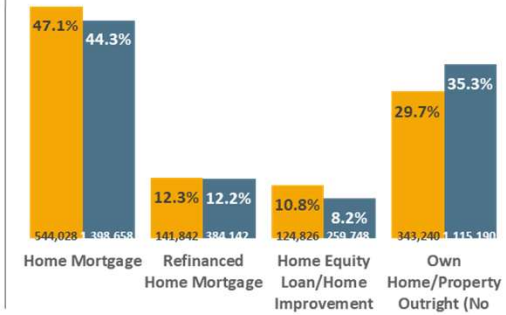
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



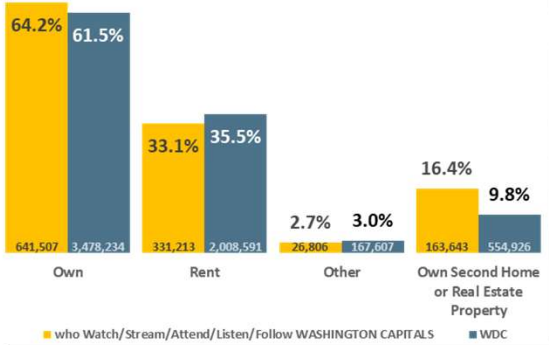
SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,325

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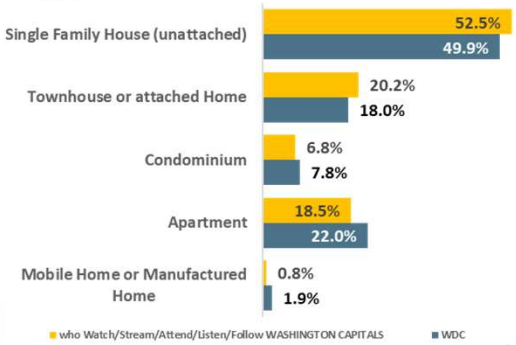
WDC

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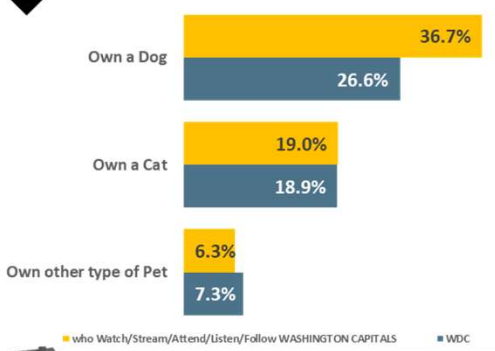
Own/Rent/Other: Adults 18 or older



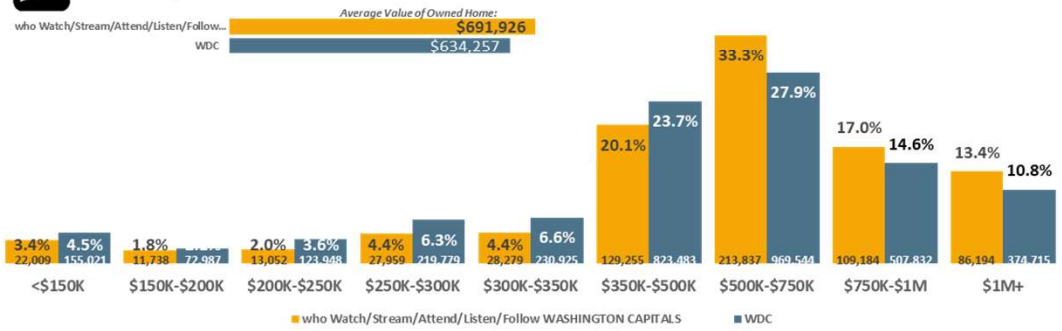
Type of Home: Adults 18 or older



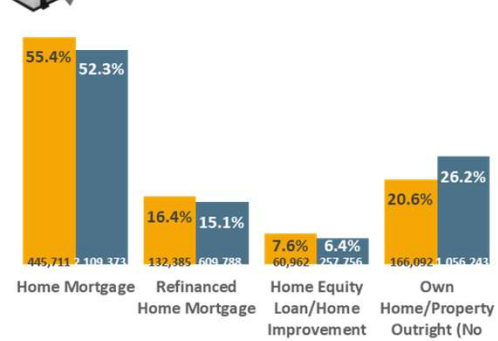
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



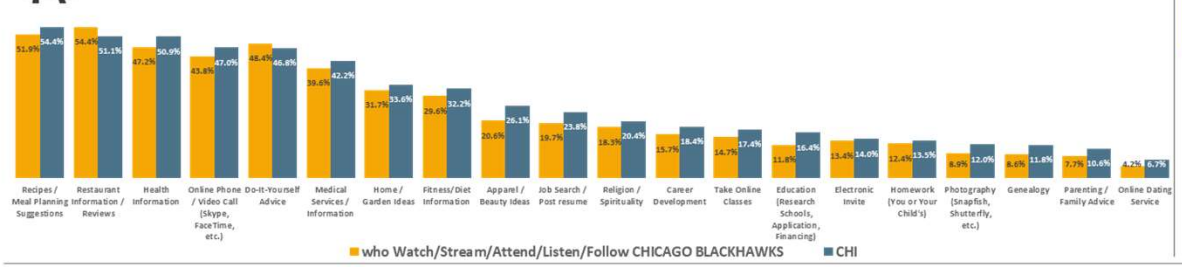
WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 976

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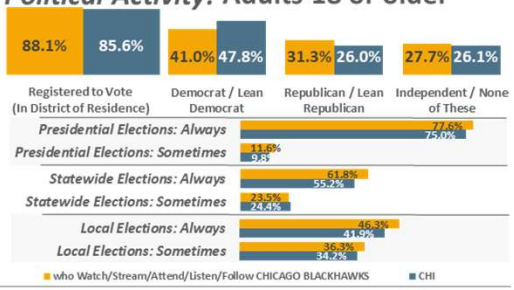
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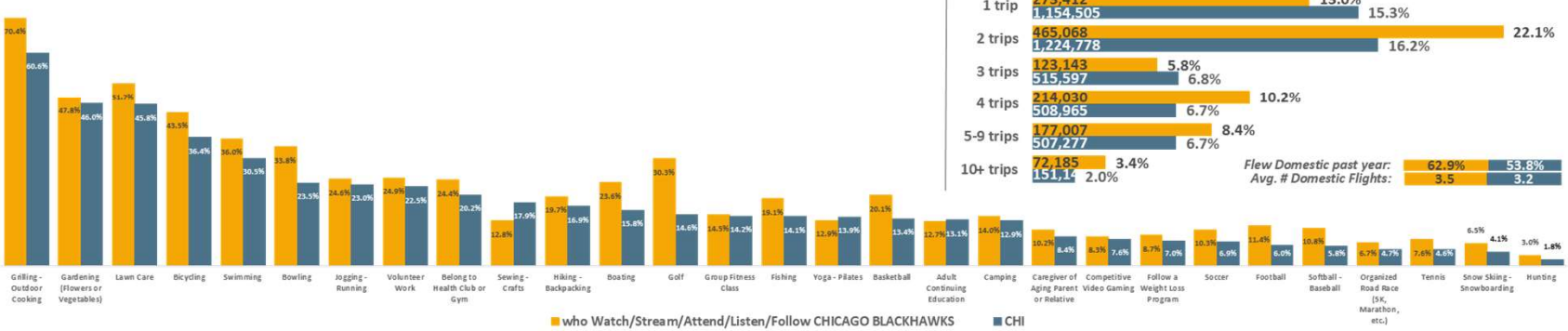
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

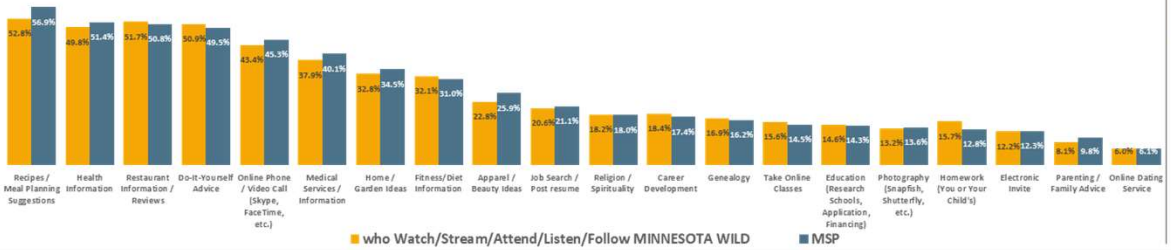
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 966

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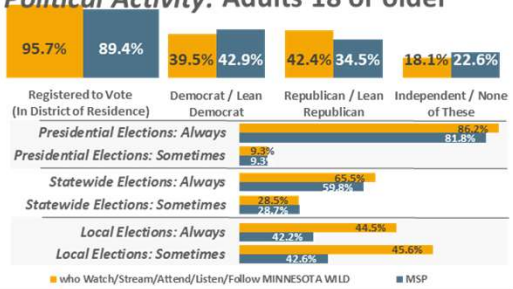
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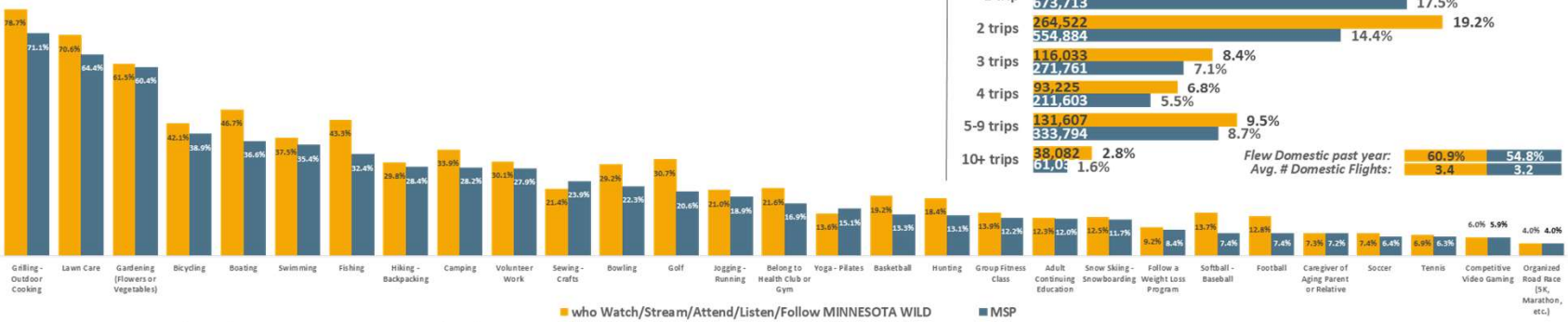
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Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



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

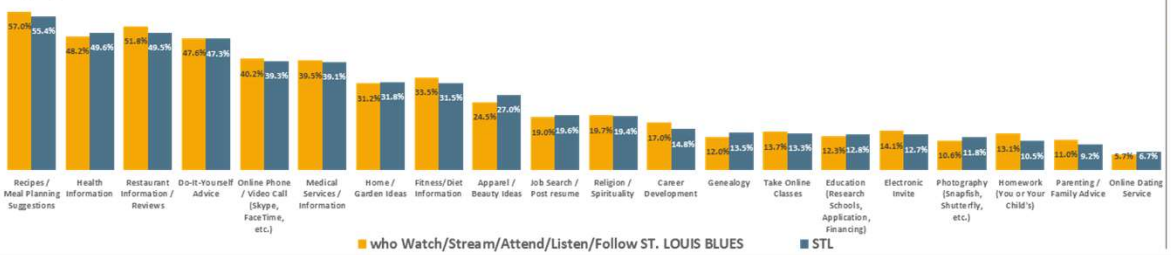
MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 685

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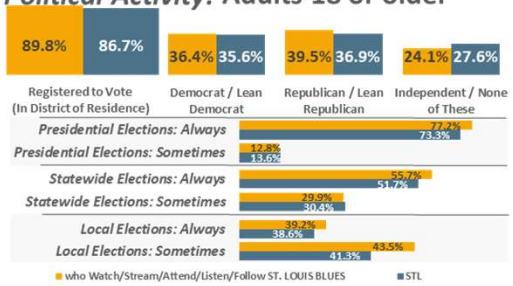
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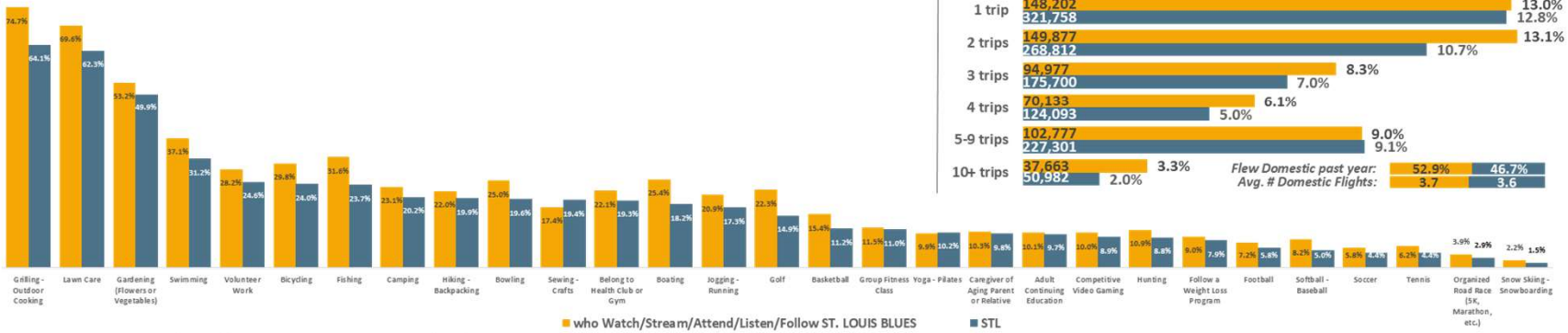
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

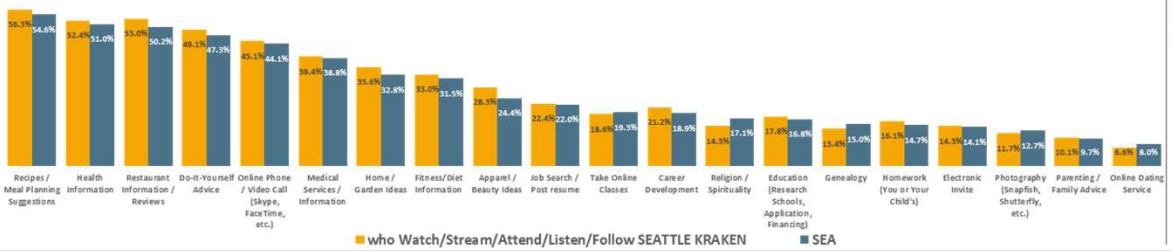
STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 920

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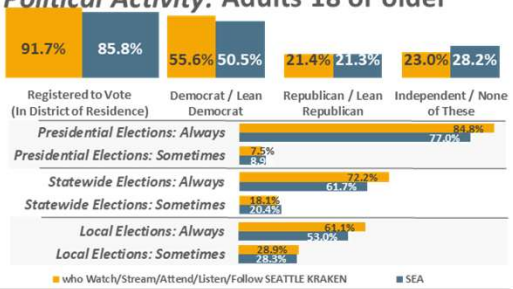
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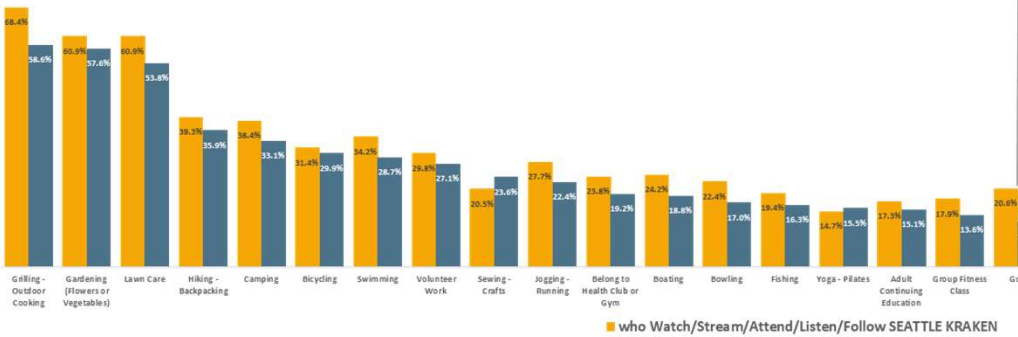
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



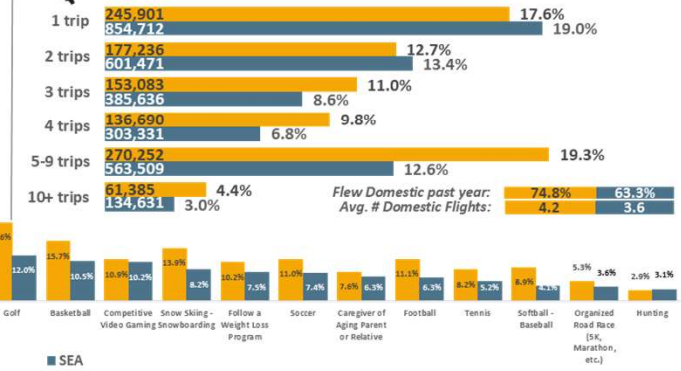
Political Activity: Adults 18 or older



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



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



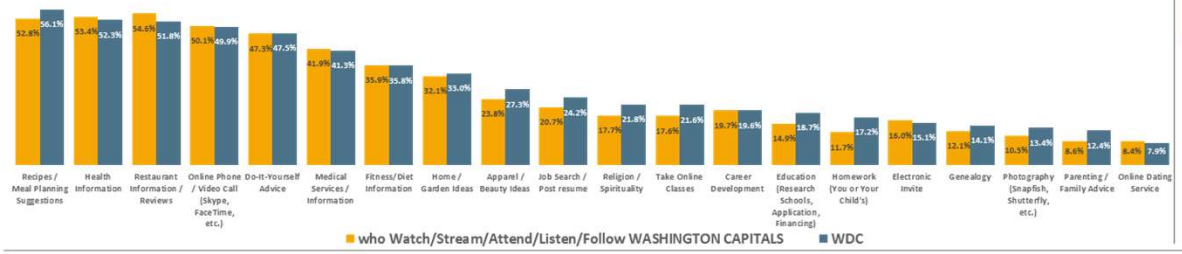
SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,325

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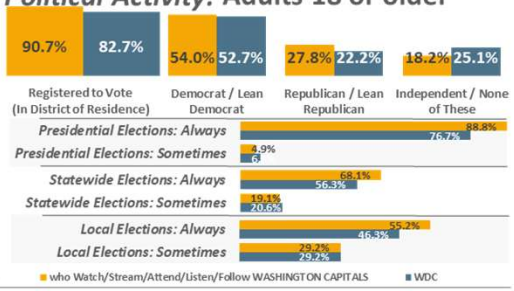
WDC

17.7% or 999,526 of WDC DMA Adults 18 or older Watch/Stream/Attend/Listen/Follow WASHINGTON… Adults 18 or older who Watch/Stream/Attend/Listen/Follow WASHINGTON CAPITALS are .4% less likely to look up D-I-Y advice online, 19.2% more likely to always vote in local elections, 24.1% more likely to belong to a gym, 22.2% more likely to fly domestic p

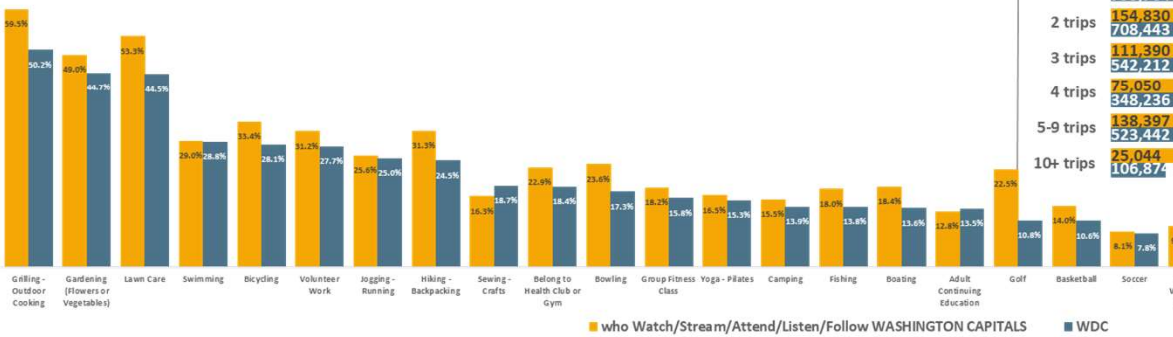
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



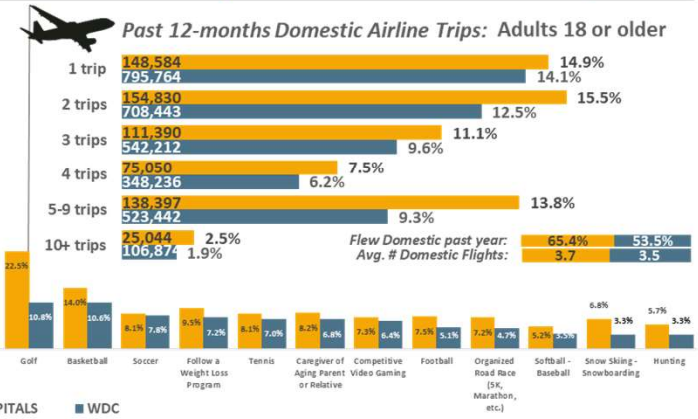
Political Activity: Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 976

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CHI

27.9% or 2,106,422 of CHI DMA Adults 18 or older Watch/Stream/Attend/Listen/Follow CHICAGO BLACKHAWKS. Adults 18 or older who Watch/Stream/Attend/Listen/Follow CHICAGO BLACKHAWKS are 4.6% more likely to use QSRs past mo., 10.3% more likely to use Sit-Down Restaurants past mo., 40.6% more likely to use Casinos past yr., 16.3% less likely to smoke cigarettes

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

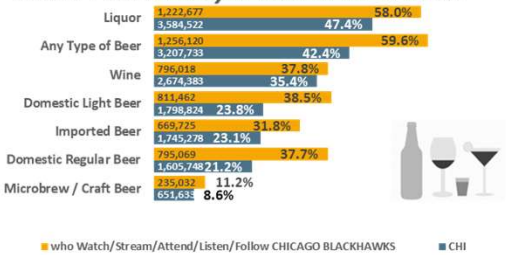
(Sit-Down Restaurants Used Past 30-days)



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

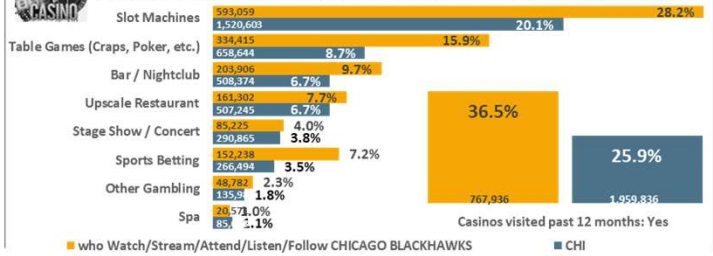


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 966

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MSP

35.8% or 1,378,107 of MSP DMA Adults 18 or older Watch/Stream/Attend/Listen/Follow MINNESOTA WILD. Adults 18 or older who Watch/Stream/Attend/Listen/Follow MINNESOTA WILD are 5.3% more likely to use QSRs past mo., 8.8% more likely to use Sit-Down Restaurants past mo., 20.4% more likely to use Casinos past yr., 15.1% more likely to smoke cigarettes.

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

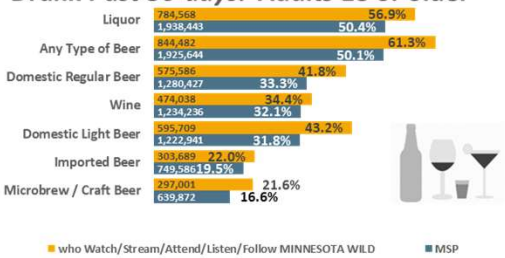
(Sit-Down Restaurants Used Past 30-days)



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

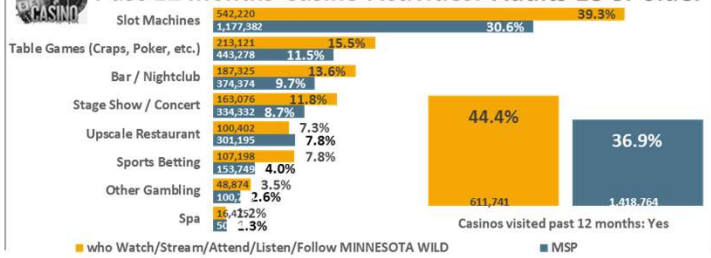


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 685

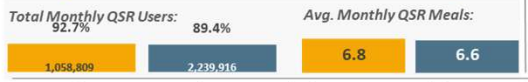
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STL

45.6% or 1,141,577 of STL DMA Adults 18 or older Watch/Stream/Attend/Listen/Follow ST. LOUIS BLUES. Adults 18 or older who Watch/Stream/Attend/Listen/Follow ST. LOUIS BLUES are 3.7% more likely to use QSRs past mo., 6.5% more likely to use Sit-Down Restaurants past mo., 19.8% more likely to use Casinos past yr., 2.9% less likely to smoke cigarettes.

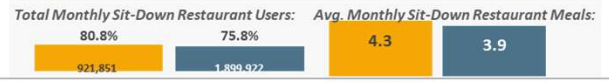
Past 30-days QSR Users: Adults 18 or older





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





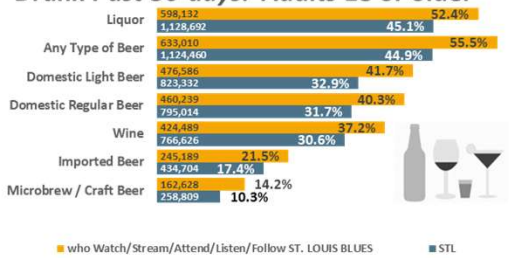
Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



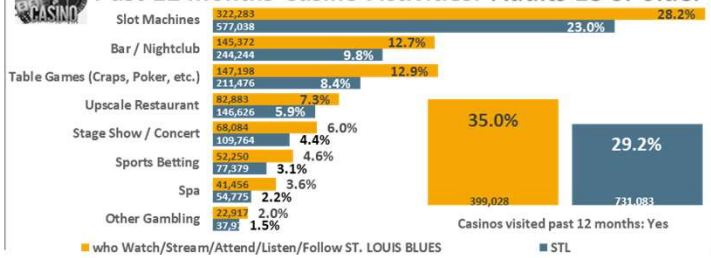


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 920

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SEA

31.1% or 1,396,882 of SEA DMA Adults 18 or older Watch/Stream/Attend/Listen/Follow SEATTLE KRAKEN. Adults 18 or older who Watch/Stream/Attend/Listen/Follow SEATTLE KRAKEN are 4.2% more likely to use QSRs past mo., 9.2% more likely to use Sit-Down Restaurants past mo., 16.% more likely to use Casinos past yr., 27.4% less likely to smoke cigarettes.

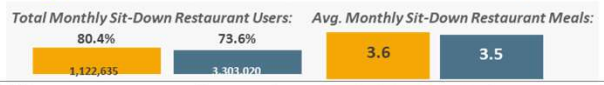
Past 30-days QSR Users: Adults 18 or older





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





Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



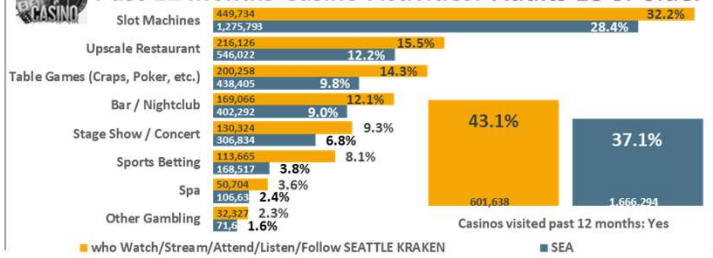


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,325

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WDC

17.7% or 999,526 of WDC DMA Adults 18 or older Watch/Stream/Attend/Listen/Follow WASHINGTON CAPITALS. Adults 18 or older who Watch/Stream/Attend/Listen/Follow WASHINGTON CAPITALS are 5.3% more likely to use QSRs past mo., 13.6% more likely to use Sit-Down Restaurants past mo., 29.1% more likely to use Casinos past yr., 16.8% less likely to smoke cigarette

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



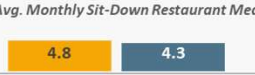
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



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.)

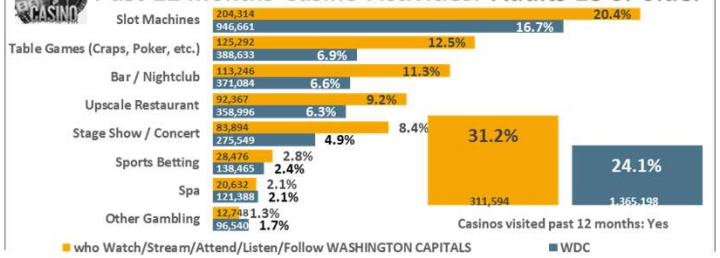


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 976

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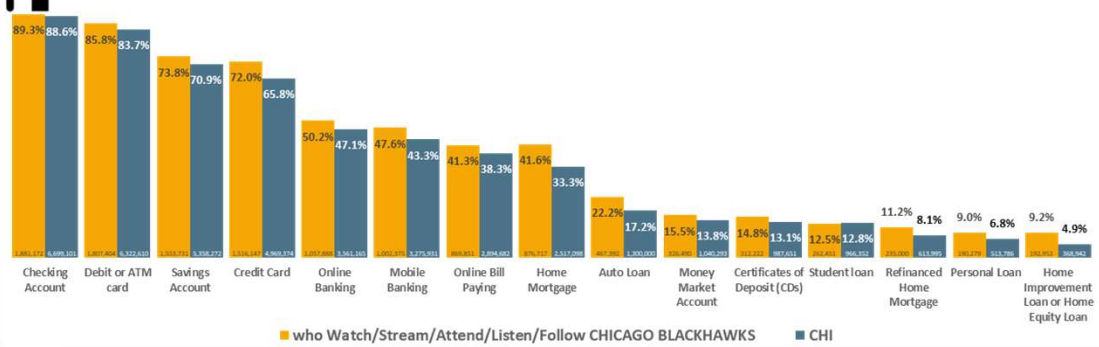
CHI

27.9% or 2,106,422 of CHI DMA Adults 18 or older Watch/Stream/Attend/Listen/Follow CHICAGO…
Adults 18 or older who Watch/Stream/Attend/Listen/Follow CHICAGO BLACKHAWKS are 26.3% more likely to have a 401K, 29.% more likely to have an Auto Loan, 20.8% more likely to Invest/Trade Stocks Online, 6.8% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



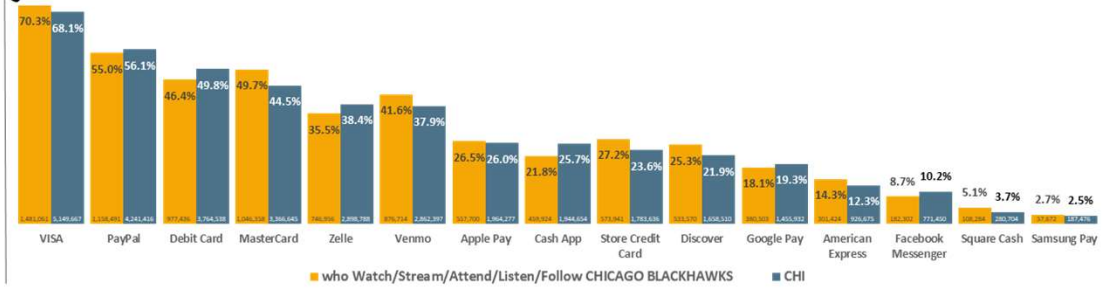
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



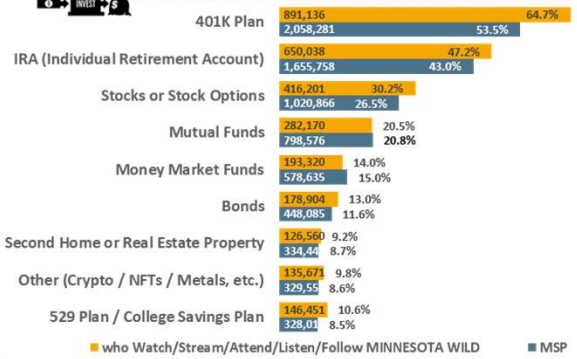
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 966

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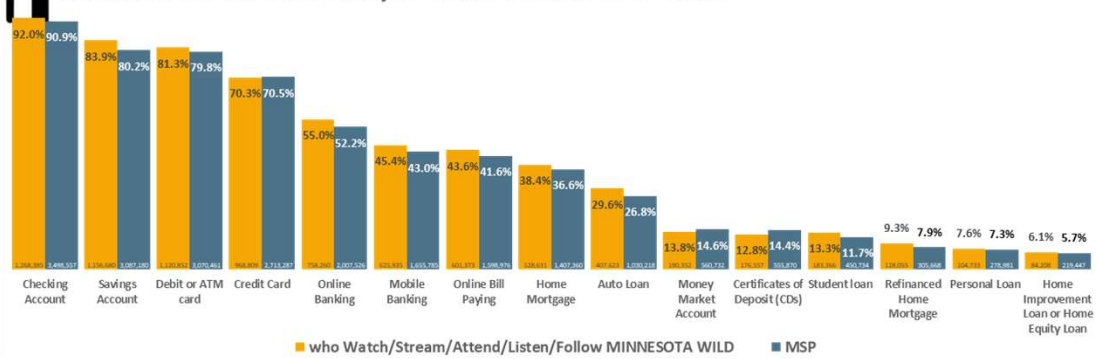
MSP

35.8% or 1,378,107 of MSP DMA Adults 18 or older Watch/Stream/Attend/Listen/Follow MINNESOTA WILD. Adults 18 or older who Watch/Stream/Attend/Listen/Follow MINNESOTA WILD are 20.9% more likely to have a 401K, 10.5% more likely to have an Auto Loan, 1.3% less likely to Invest/Trade Stocks Online, .3% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



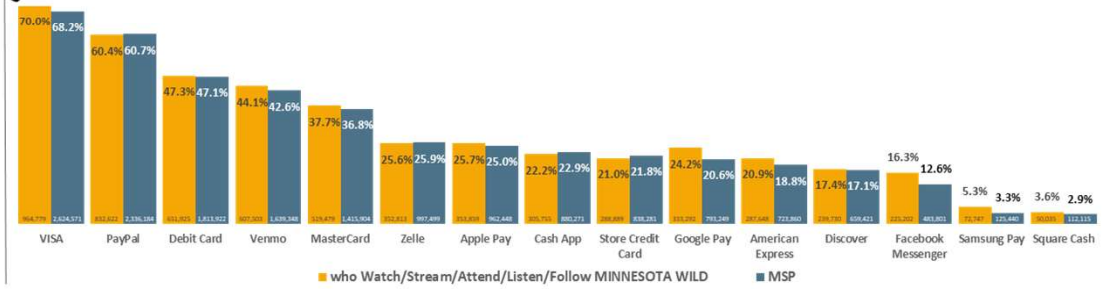
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 685

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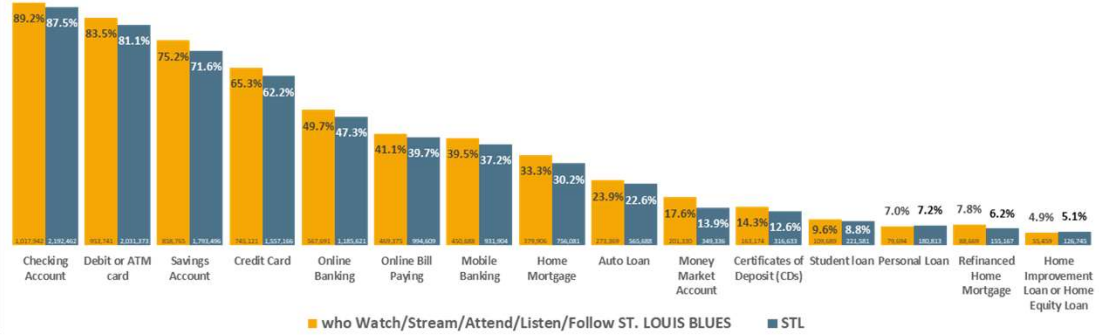
STL

45.6% or 1,141,577 of STL DMA Adults 18 or older Watch/Stream/Attend/Listen/Follow ST. LOUIS BLUES. Adults 18 or older who Watch/Stream/Attend/Listen/Follow ST. LOUIS BLUES are 12.2% more likely to have a 401K, 6.7% more likely to have an Auto Loan, 20.8% more likely to Invest/Trade Stocks Online, 1.3% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



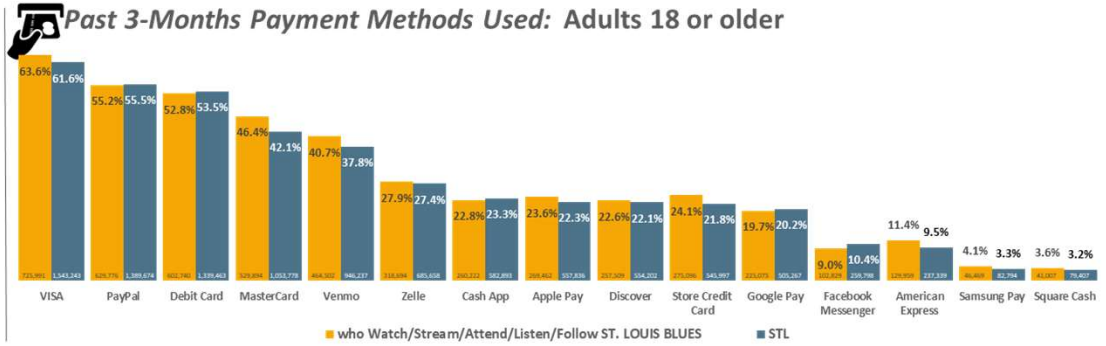
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



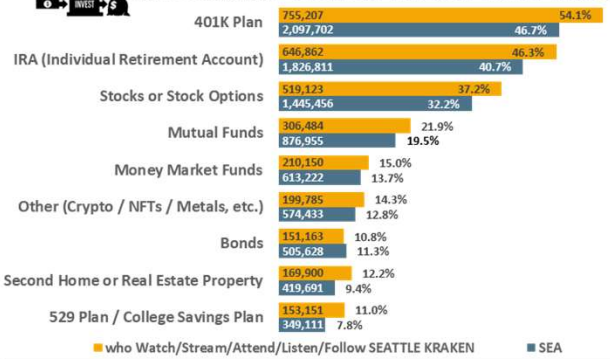
STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 920

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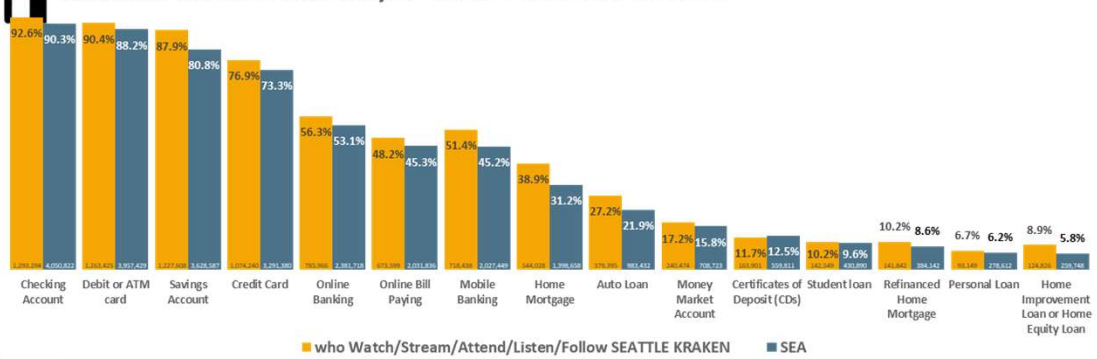
SEA

31.1% or 1,396,882 of SEA DMA Adults 18 or older Watch/Stream/Attend/Listen/Follow SEATTLE KRAKEN. Adults 18 or older who Watch/Stream/Attend/Listen/Follow SEATTLE KRAKEN are 15.7% more likely to have a 401K, 24.% more likely to have an Auto Loan, 8.4% more likely to Invest/Trade Stocks Online, 2.8% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



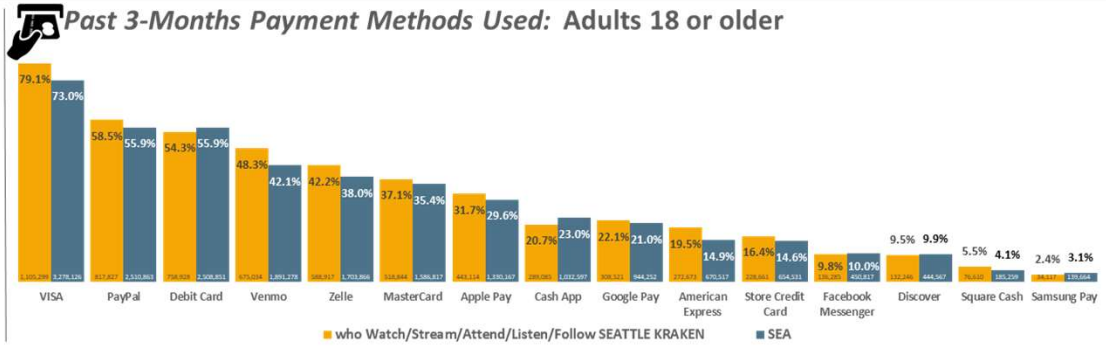
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,325

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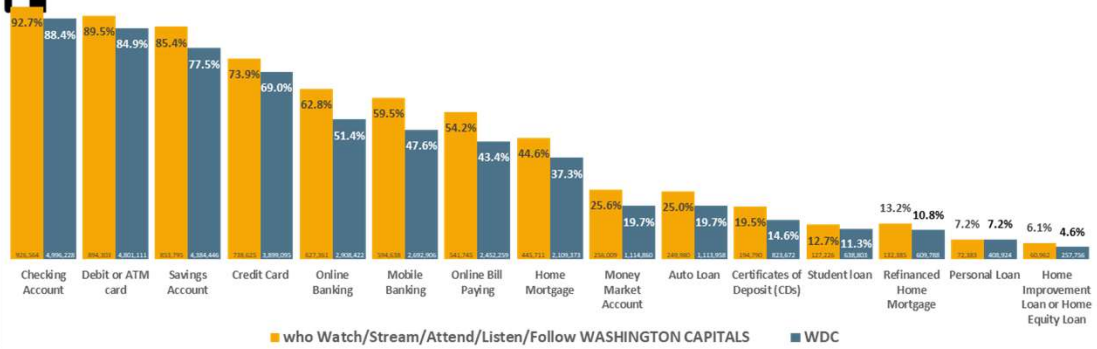
WDC

17.7% or 999,526 of WDC DMA Adults 18 or older Watch/Stream/Attend/Listen/Follow WASHINGTON… Adults 18 or older who Watch/Stream/Attend/Listen/Follow WASHINGTON CAPITALS are 20.8% more likely to have a 401K, 26.9% more likely to have an Auto Loan, 24.3% more likely to Invest/Trade Stocks Online, 2.% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



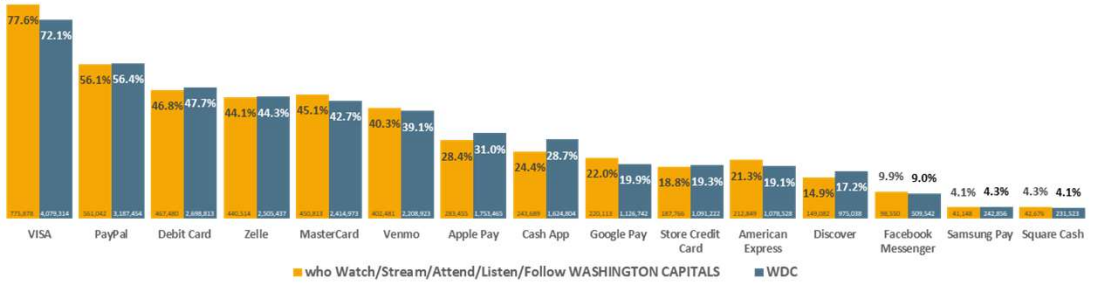
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



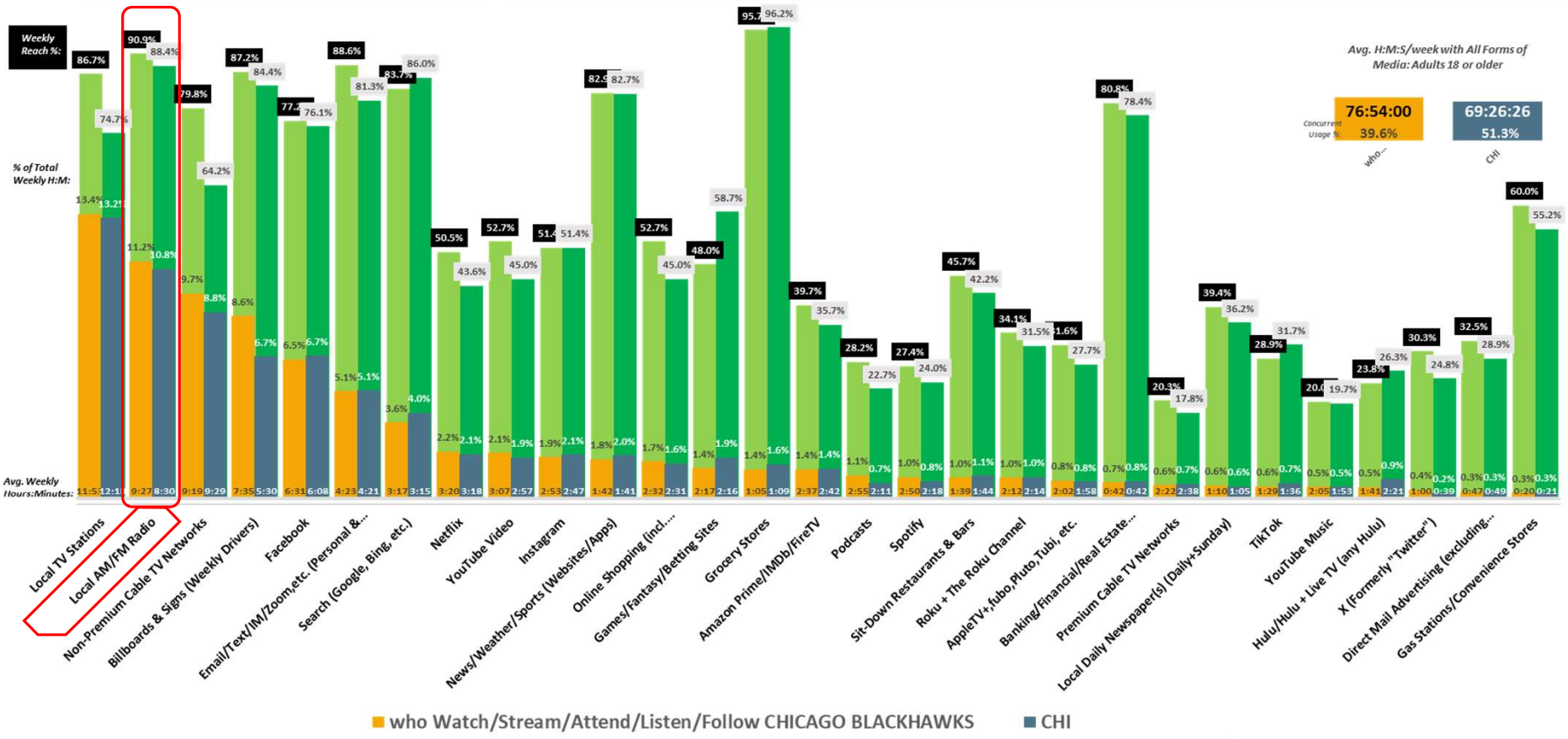
WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 976

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CHI

Adults 18 or older who Watch/Stream/Attend/Listen/Follow CHICAGO BLACKHAWKS spend an average of 3 days, 4 hours, 54 minutes and 0 seconds each week with All Forms of Media.

90.9% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow CHICAGO BLACKHAWKS spend an avg. of 9 hours and 27 minutes each week listening to All Local AM/FM Radio, representing 11.2% of total time spent with all forms of Media.



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 966 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

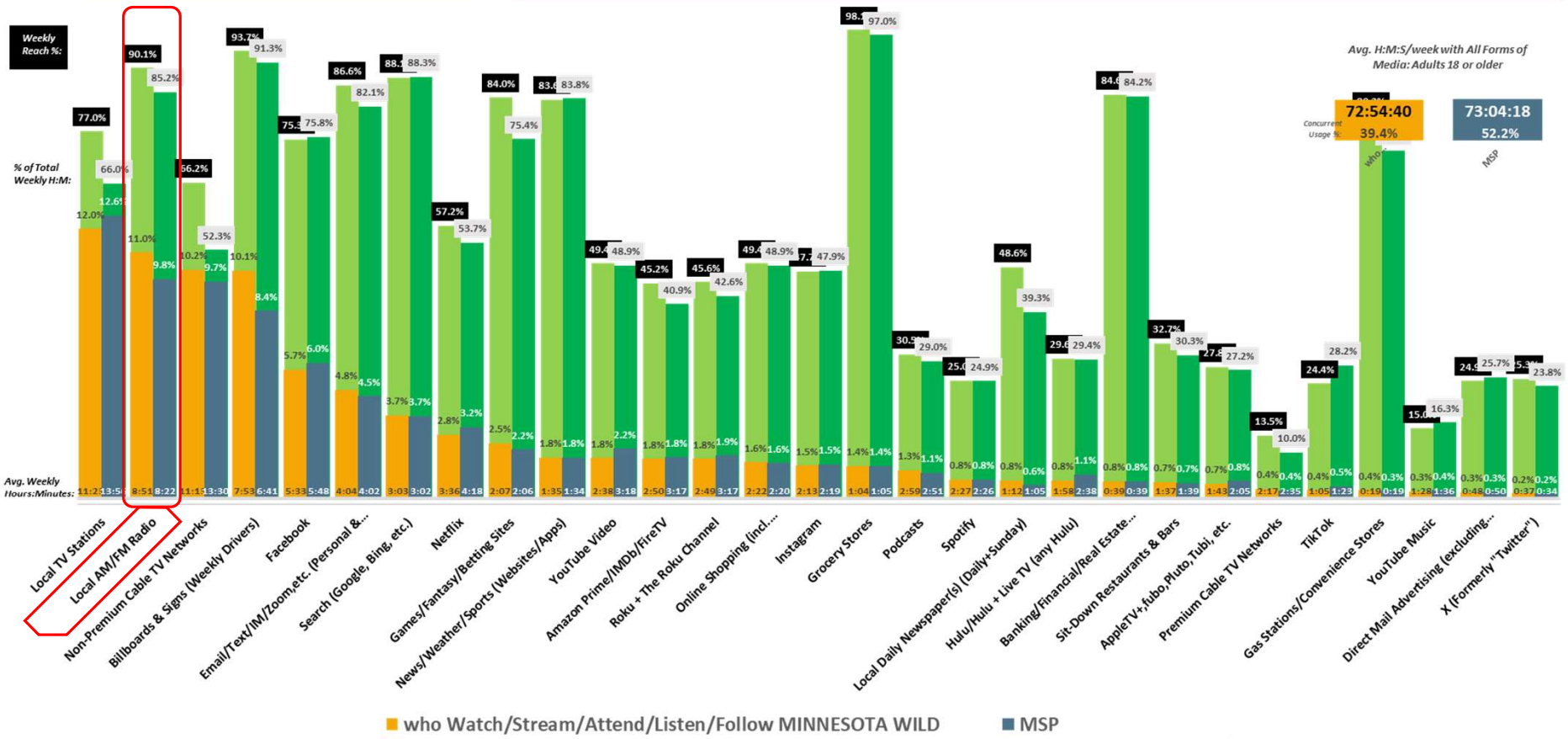
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MSP

Adults 18 or older who Watch/Stream/Attend/Listen/Follow MINNESOTA WILD spend an average of 3 days, 0 hours, 54 minutes and 40 seconds each week with All Forms of Media.

90.1% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow MINNESOTA WILD spend an avg. of 8 hours and 51 minutes each week listening to All Local AM/FM Radio, representing 11.% of total time spent with all forms of Media.

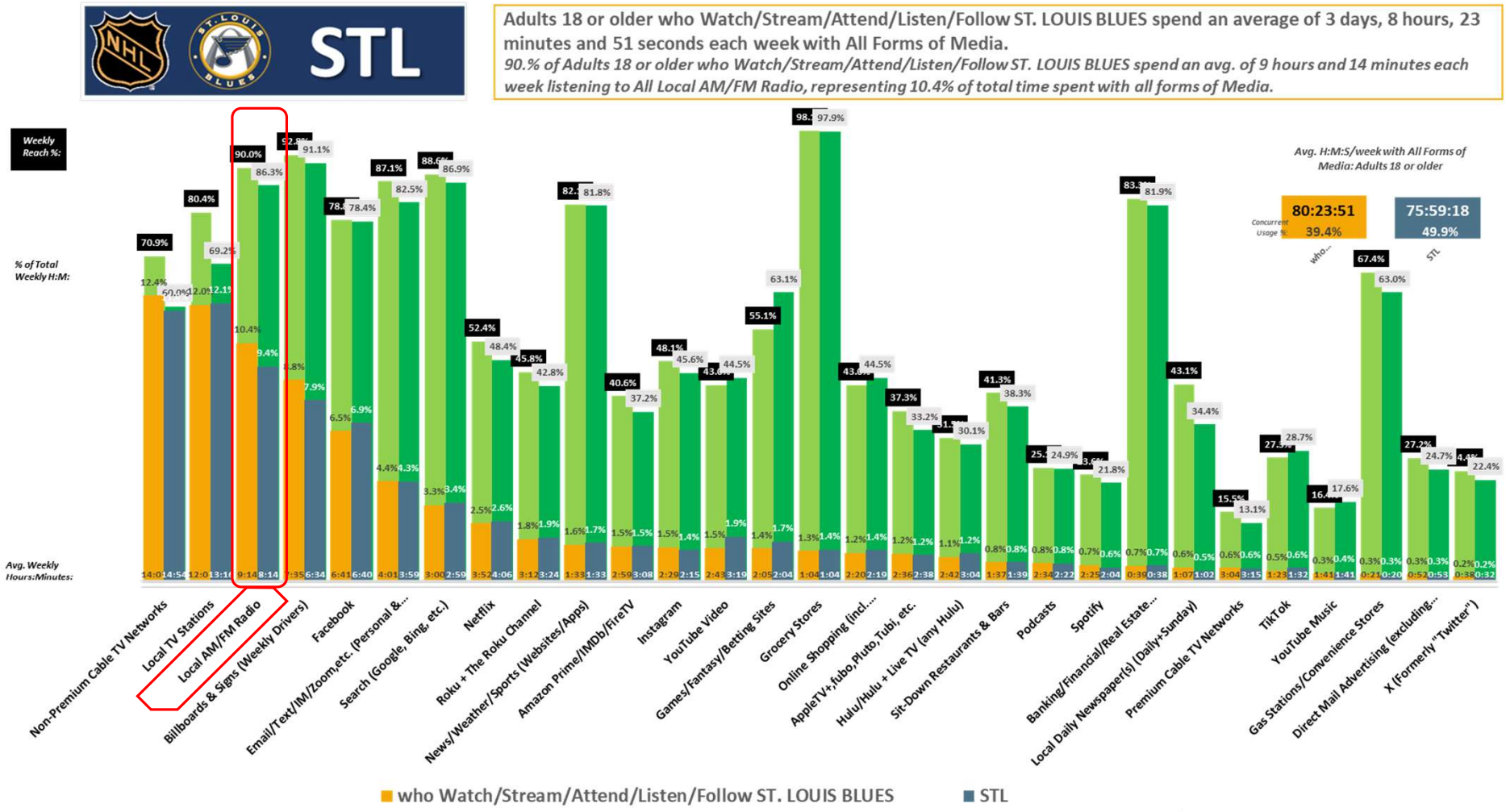


MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 685 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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Pro teams (WSALF) - NHL: Minnesota Wild

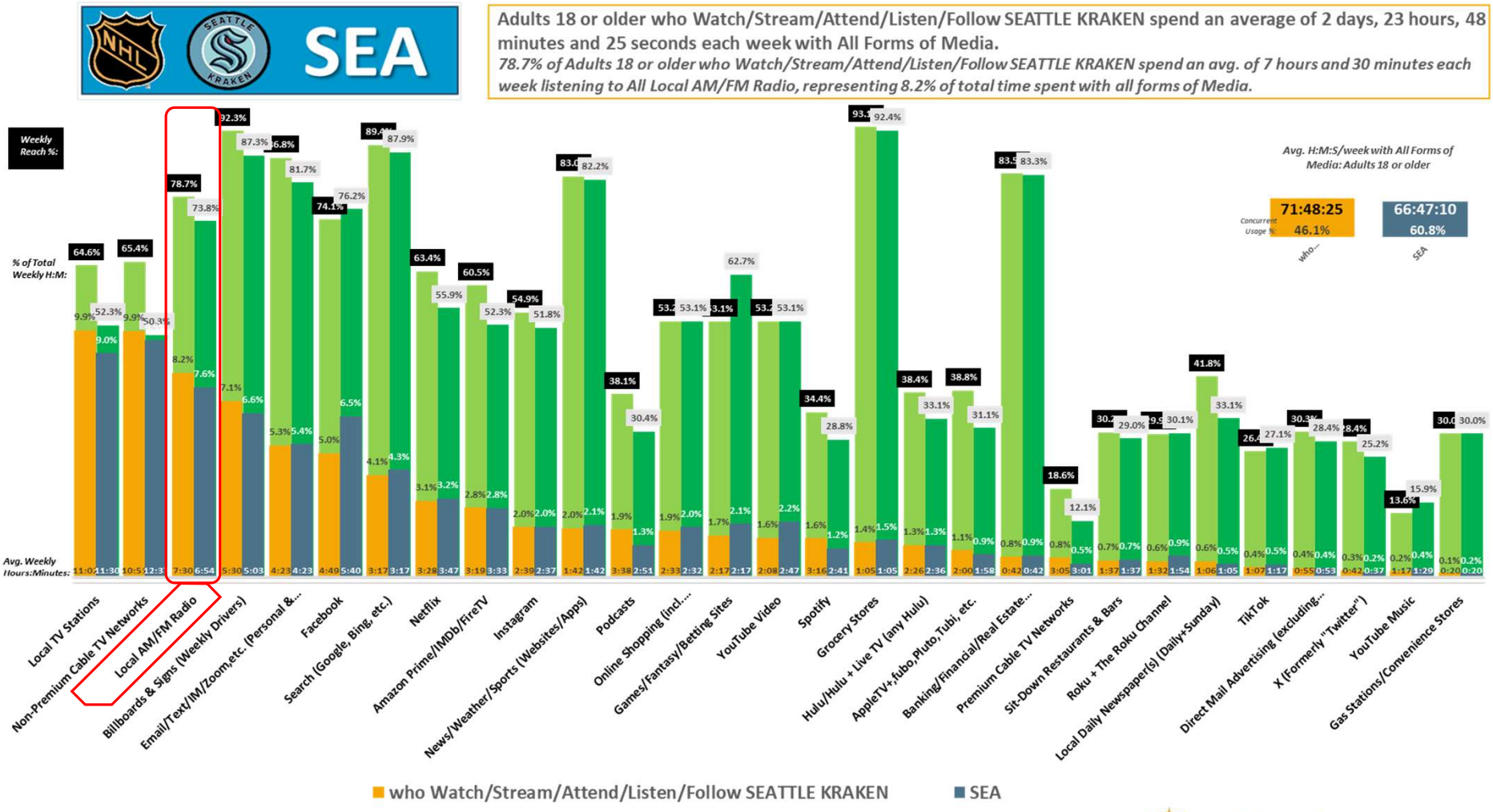


STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 920 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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Pro teams (WSALF) - NHL: St. Louis Blues



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,325 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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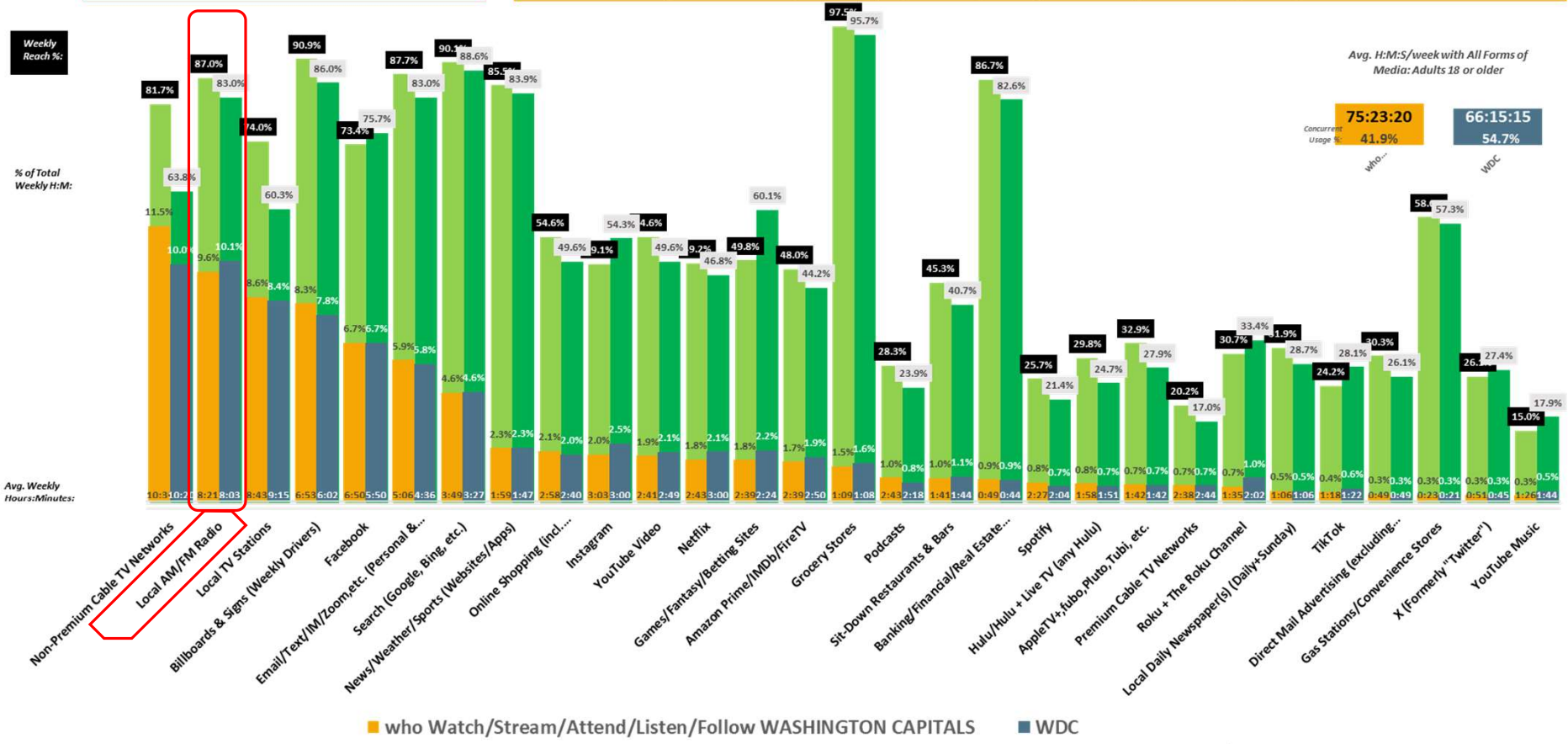
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Pro teams (WSALF) - NHL: Seattle Kraken

WDC

Adults 18 or older who Watch/Stream/Attend/Listen/Follow WASHINGTON CAPITALS spend an average of 3 days, 3 hours, 23 minutes and 20 seconds each week with All Forms of Media.

87.% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow WASHINGTON CAPITALS spend an avg. of 8 hours and 21 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.

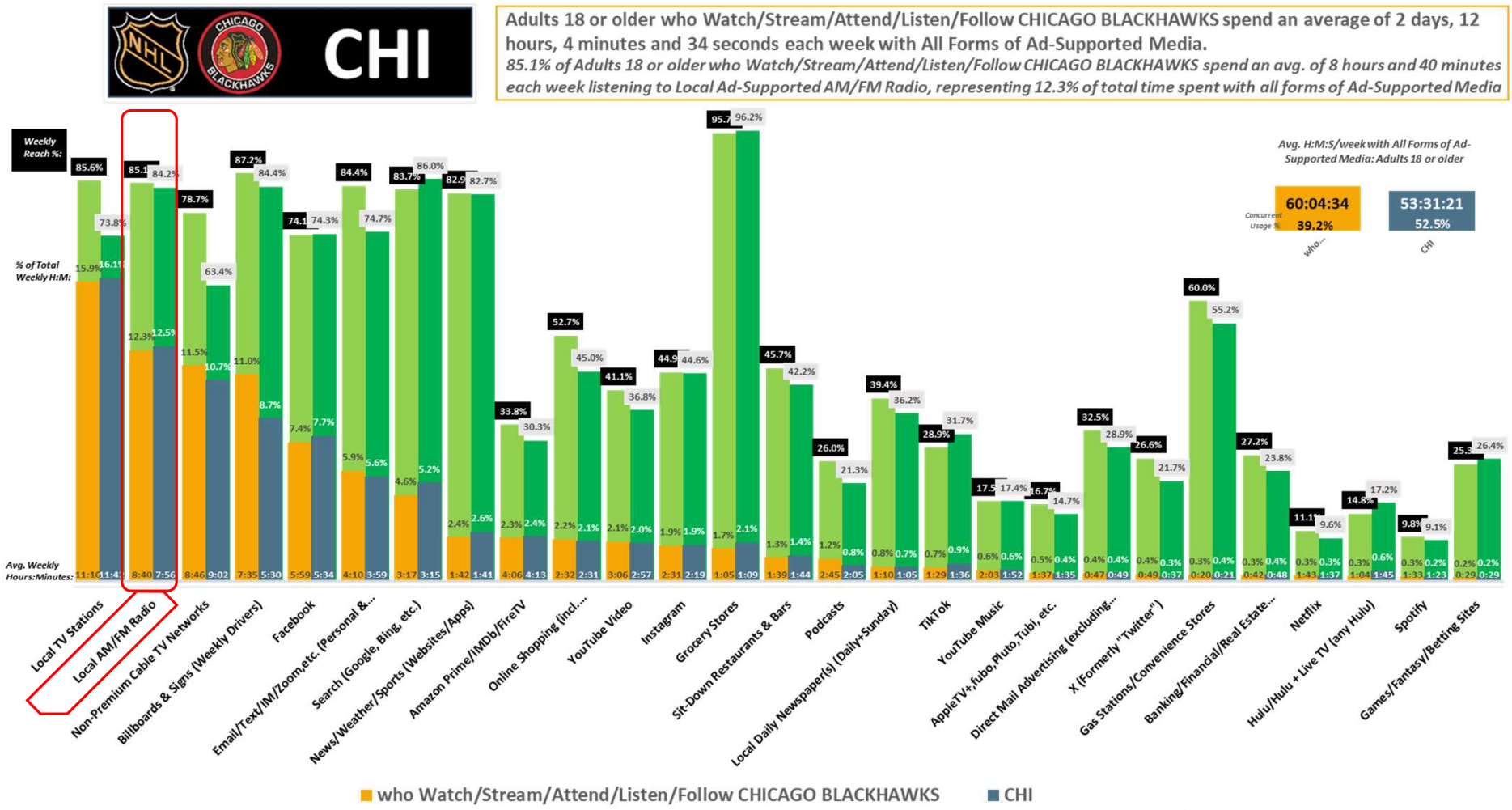


WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 976 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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Pro teams (WSALF) - NHL: Washington Capitals



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 966 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

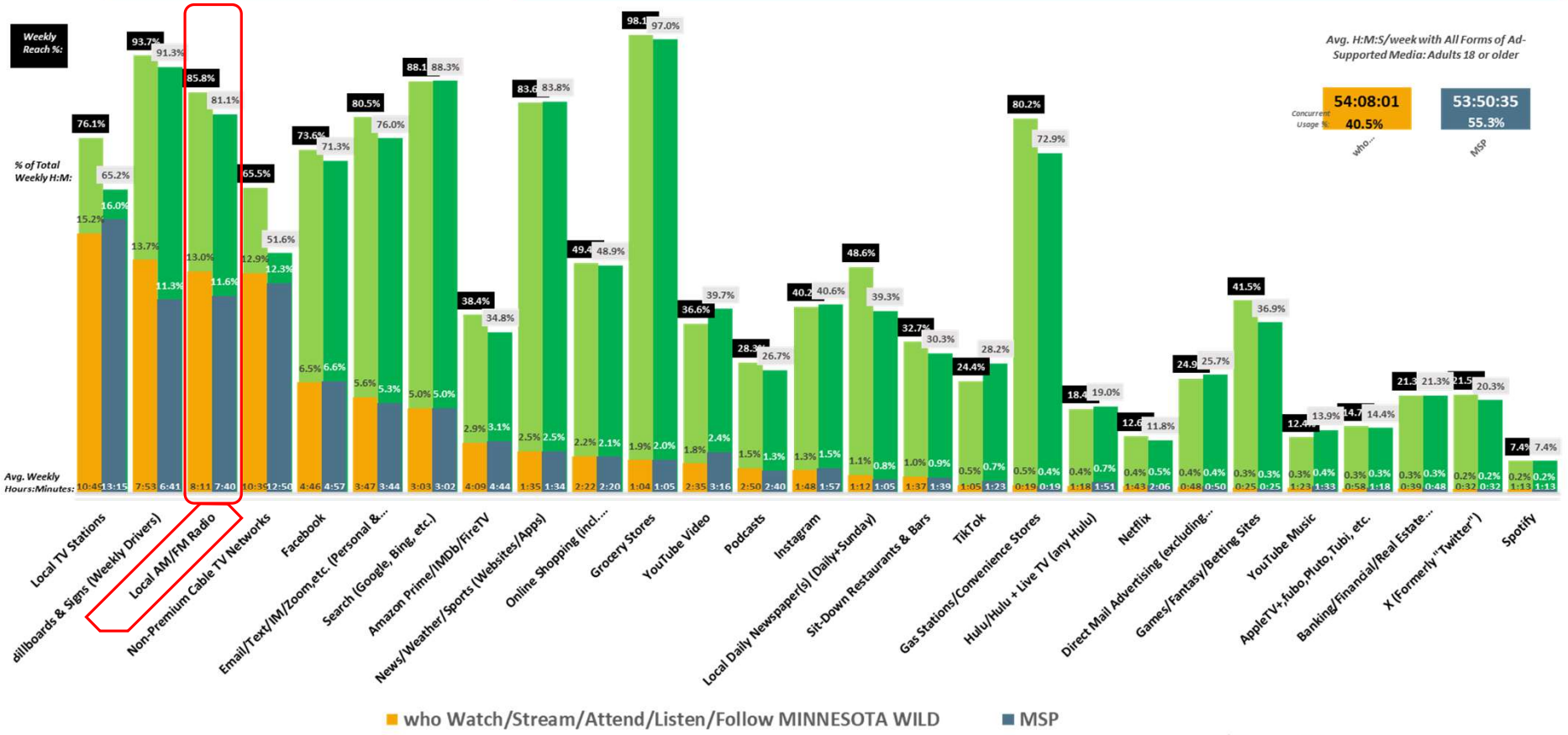
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MSP

Adults 18 or older who Watch/Stream/Attend/Listen/Follow MINNESOTA WILD spend an average of 2 days, 6 hours, 8 minutes and 1 seconds each week with All Forms of Ad-Supported Media.

85.8% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow MINNESOTA WILD spend an avg. of 8 hours and 11 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.% of total time spent with all forms of Ad-Supported Media.

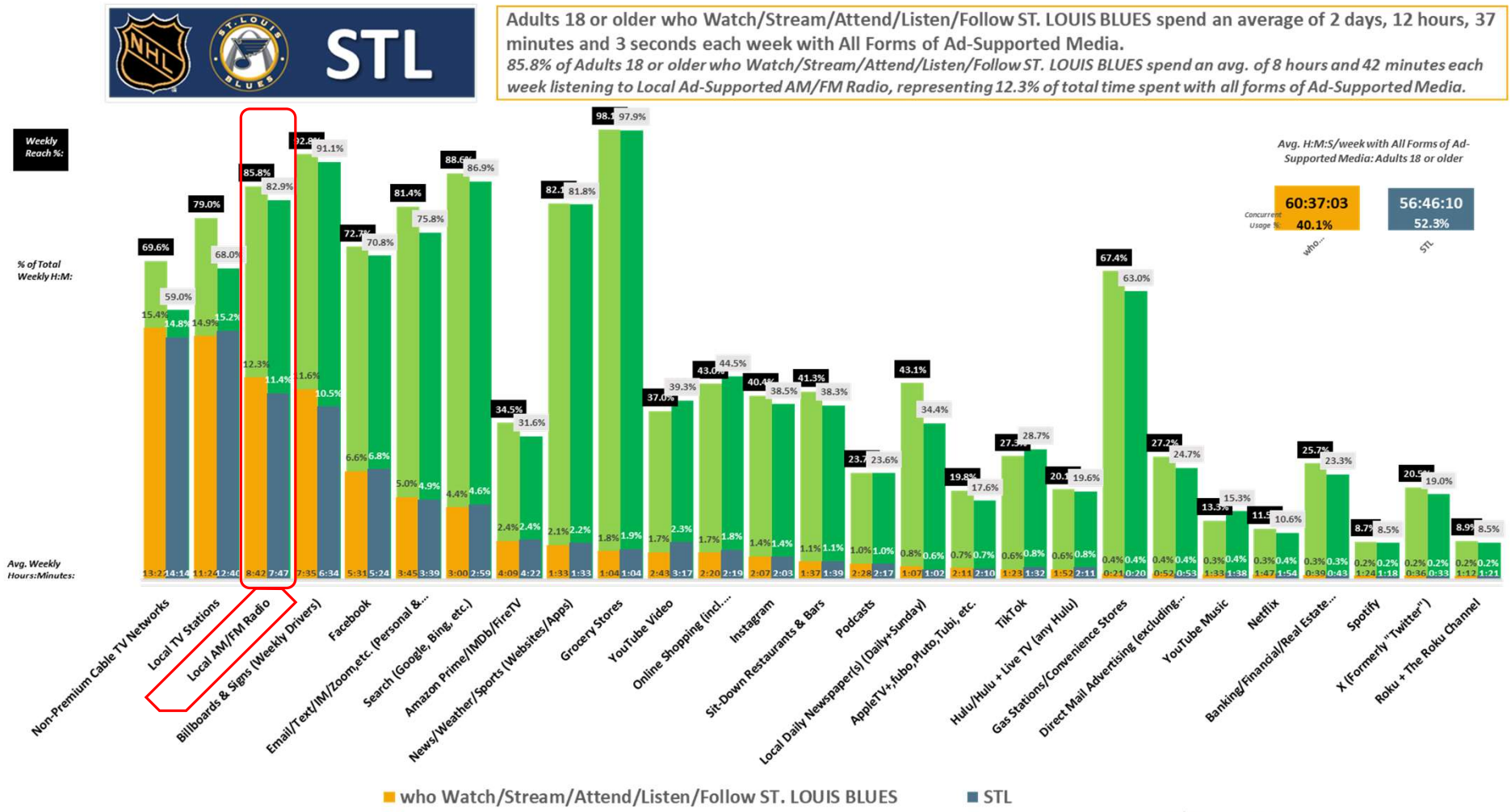


MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 685 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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Pro teams (WSALF) - NHL: Minnesota Wild

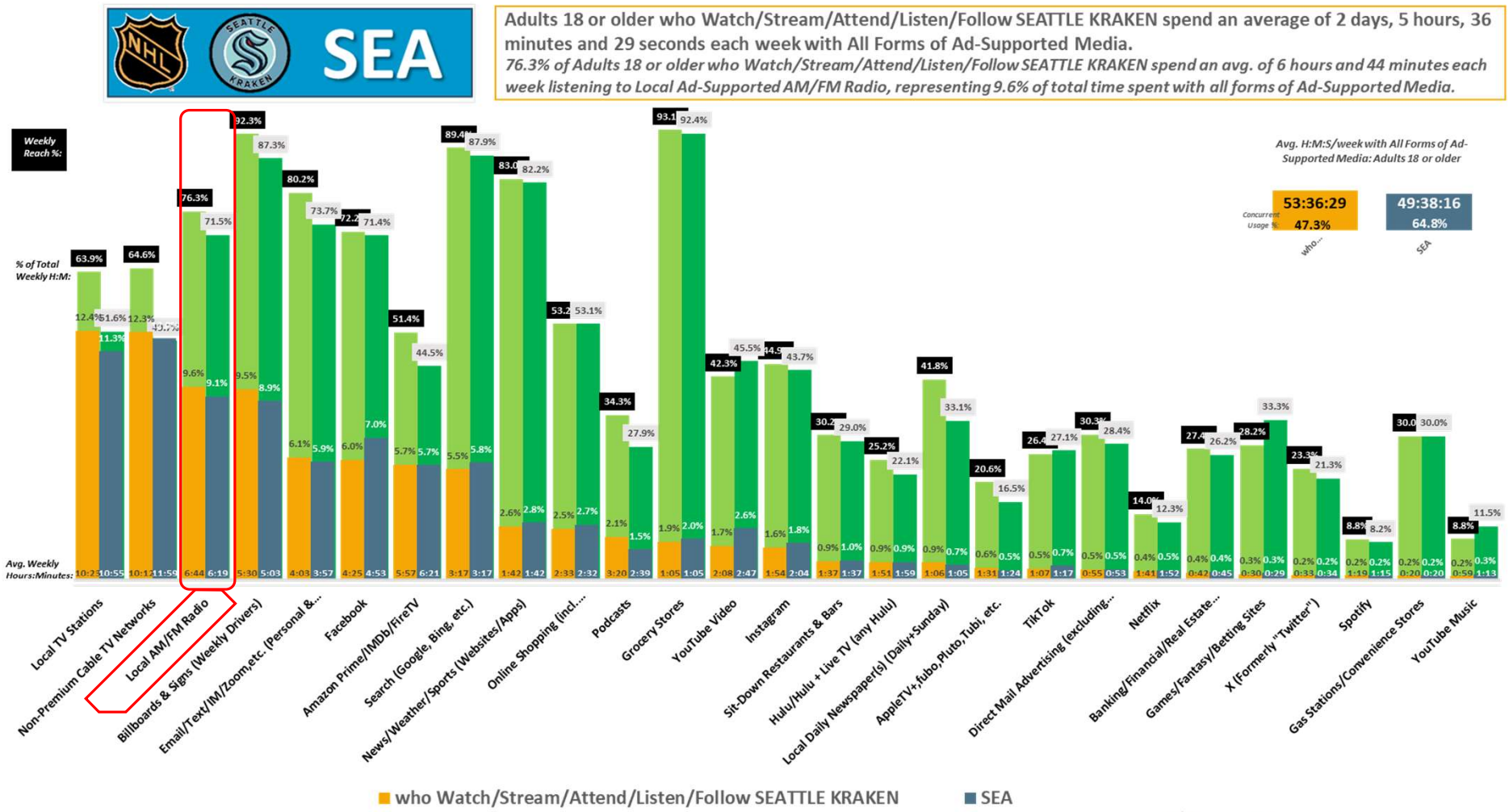


STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 920 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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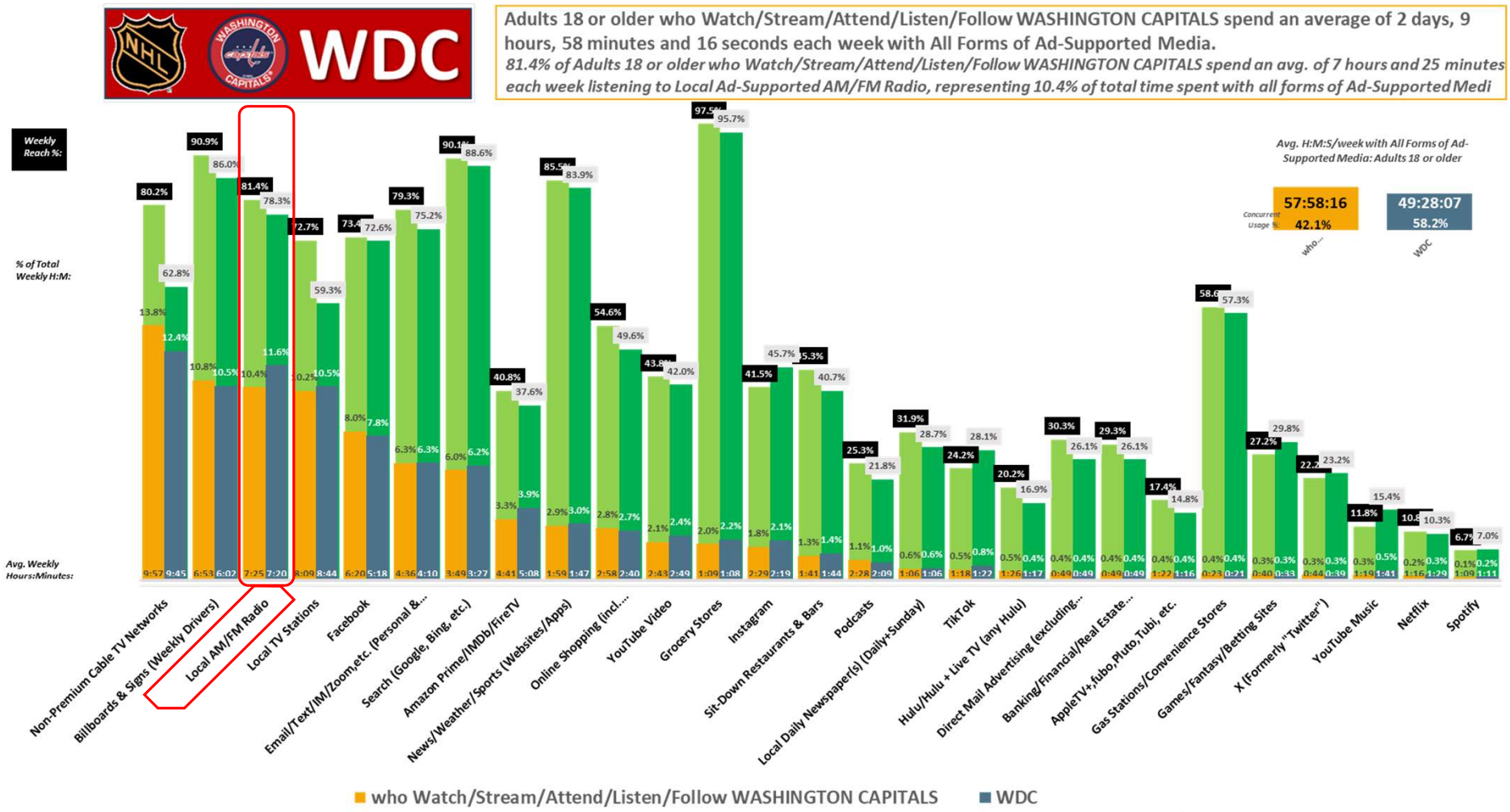
Pro teams (WSALF) - NHL: St. Louis Blues



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,325 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 976 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

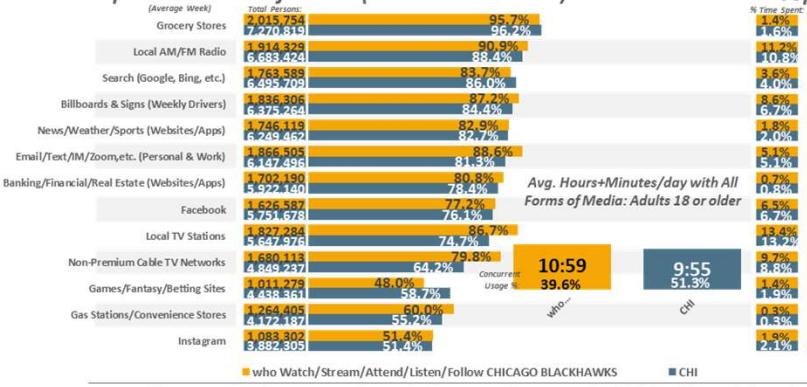
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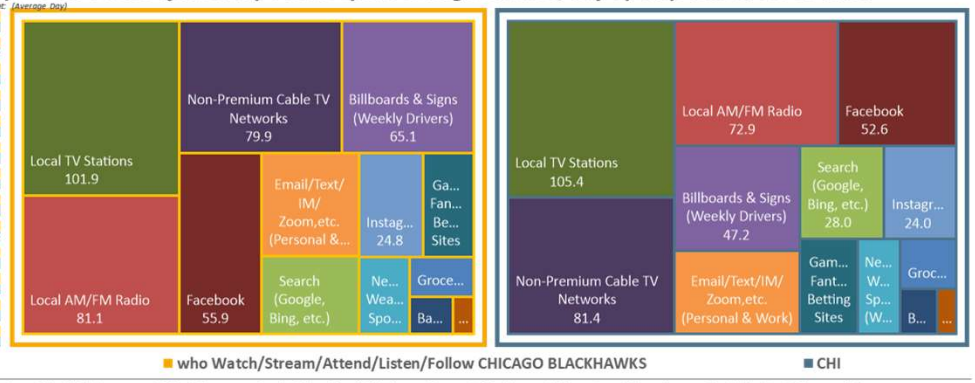
CHI

Adults 18 or older who Watch/Stream/Attend/Listen/Follow CHICAGO BLACKHAWKS spend an average of 8 hours and 34 minutes each day with All Forms of Ad-Supported Media. 85.1% listen to Local AM/FM Radio for an avg. of 74.4 minutes/day. *(Local Radio delivers 12.3% of Time with Ad-Supported Media.)*

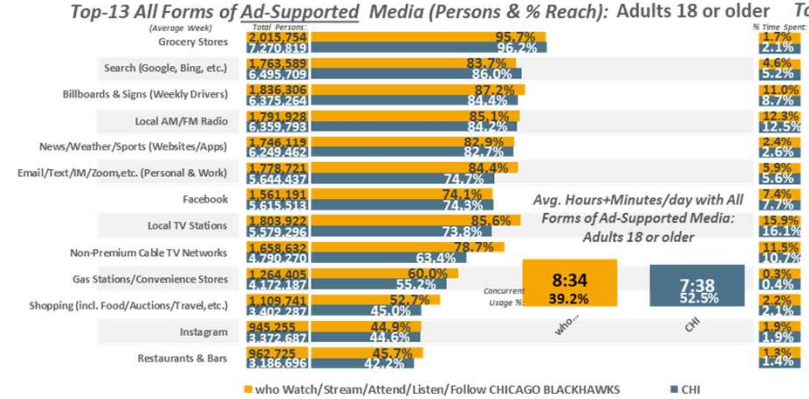
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



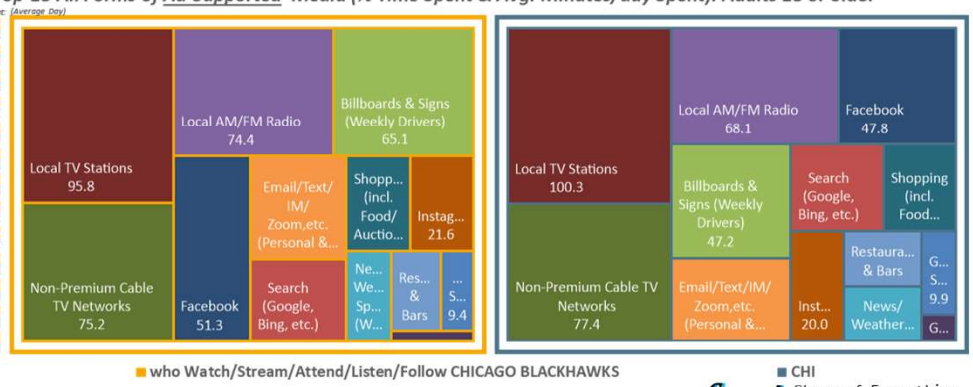
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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**



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 966

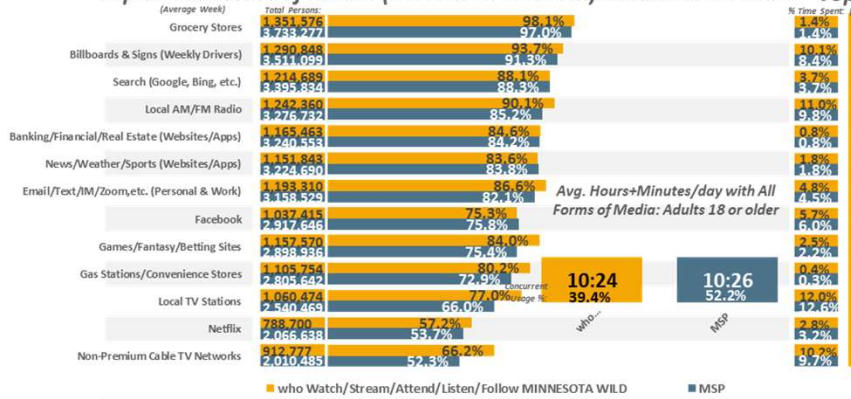
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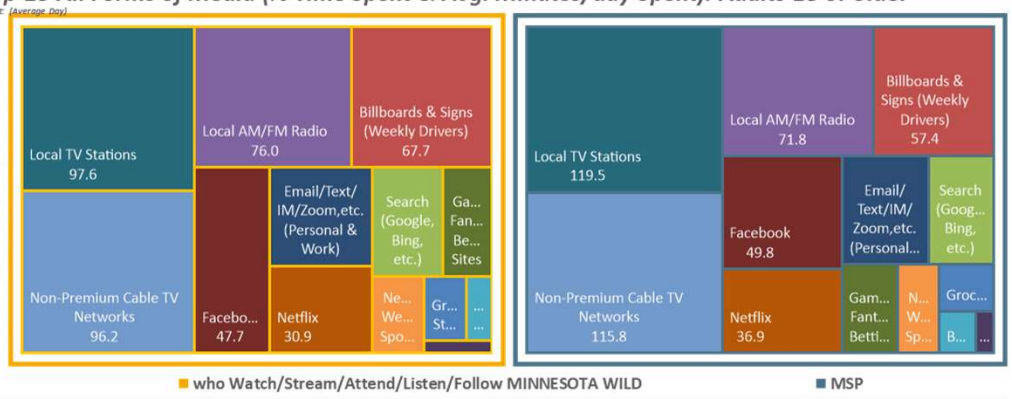
MSP

Adults 18 or older who Watch/Stream/Attend/Listen/Follow MINNESOTA WILD spend an average of 7 hours and 44 minutes each day with All Forms of Ad-Supported Media. 85.8% listen to Local AM/FM Radio for an avg. of 70.3 minutes/day. *(Local Radio delivers 13.% of Time with Ad-Supported Media.)*

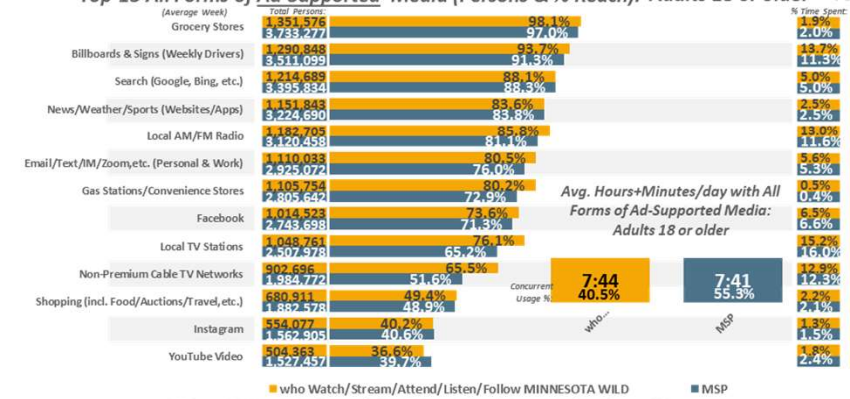
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



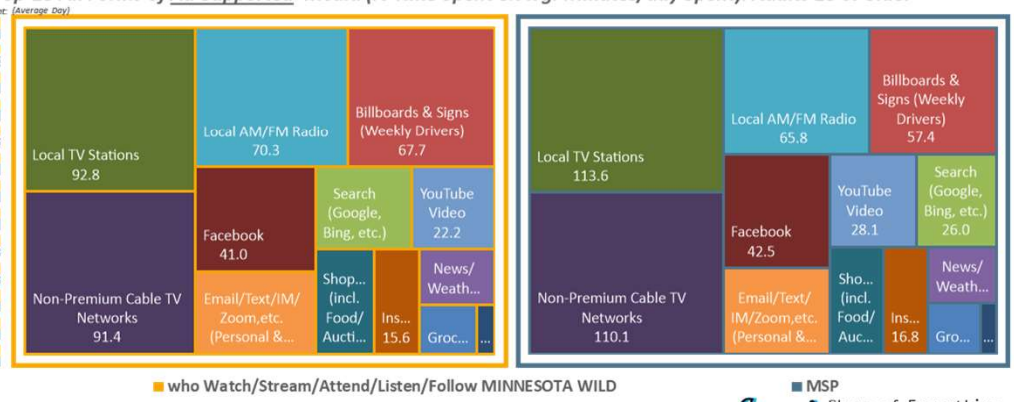
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2024: Jan23-Jan24 Qual Intab 685

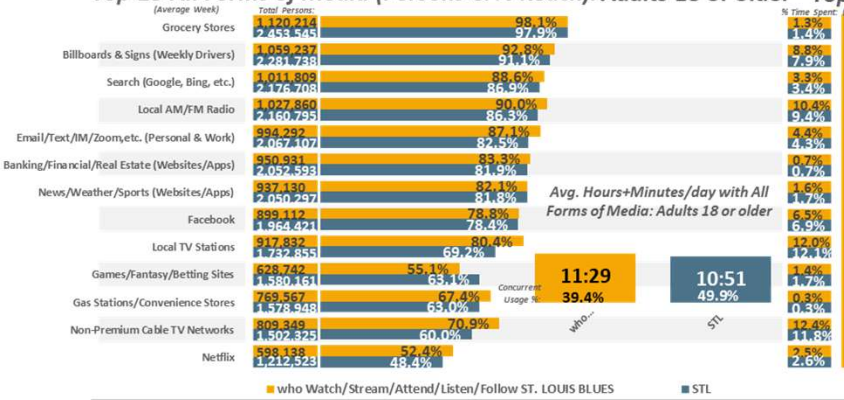
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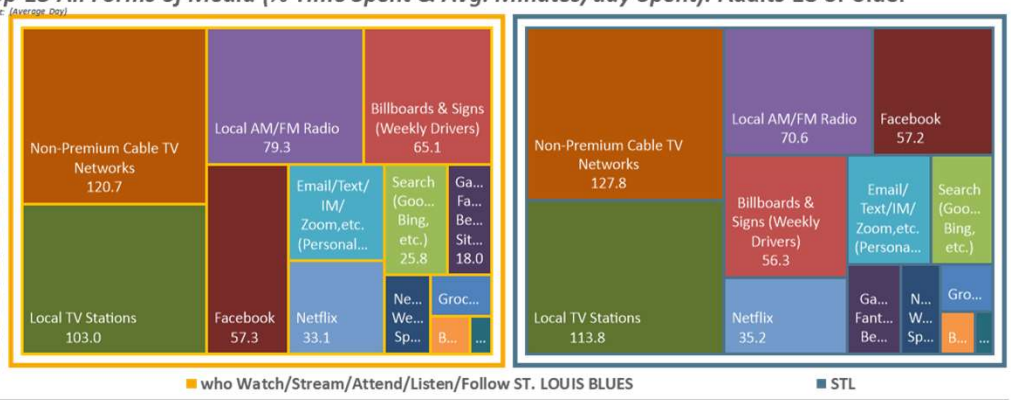
STL

Adults 18 or older who Watch/Stream/Attend/Listen/Follow ST. LOUIS BLUES spend an average of 8 hours and 39 minutes each day with All Forms of Ad-Supported Media. 85.8% listen to Local AM/FM Radio for an avg. of 74.7 minutes/day. *(Local Radio delivers 12.3% of Time with Ad-Supported Media.)*

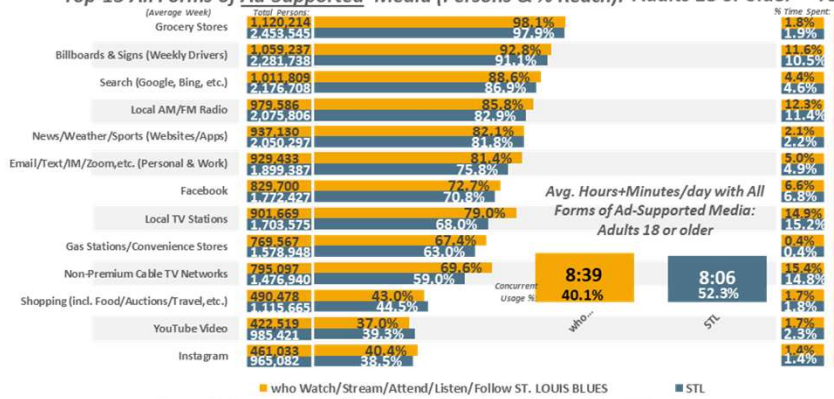
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



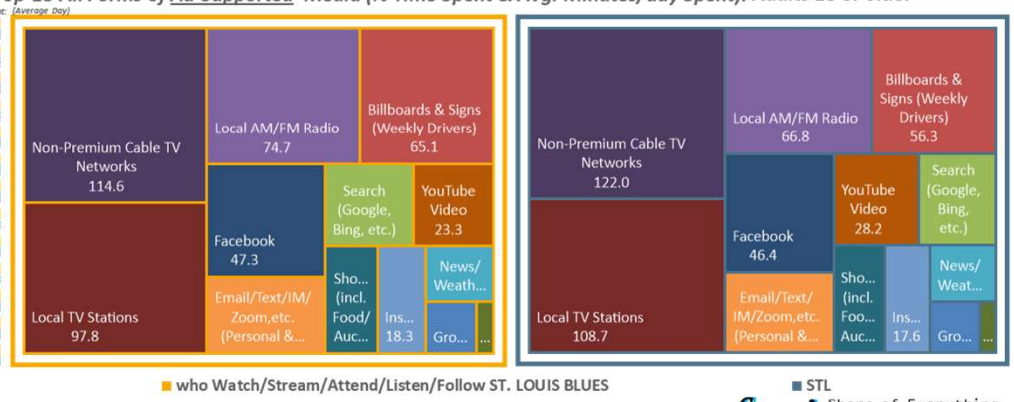
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 920

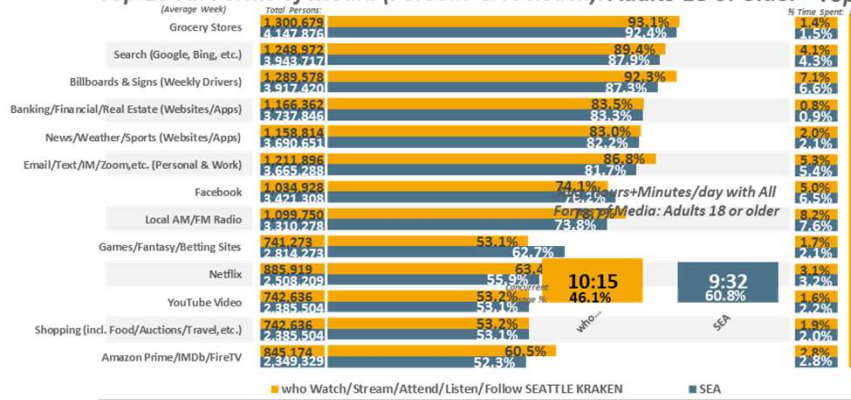
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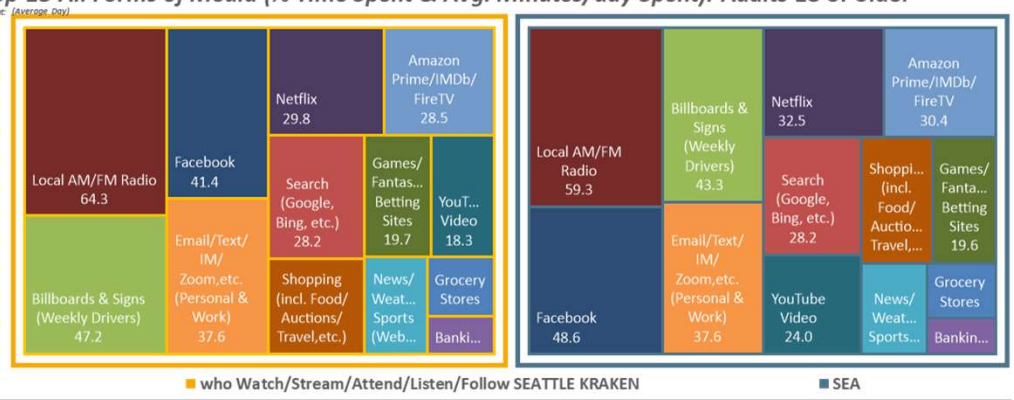
SEA

Adults 18 or older who Watch/Stream/Attend/Listen/Follow SEATTLE KRAKEN spend an average of 7 hours and 39 minutes each day with All Forms of Ad-Supported Media. 76.3% listen to Local AM/FM Radio for an avg. of 57.7 minutes/day. *(Local Radio delivers 9.6% of Time with Ad-Supported Media.)*

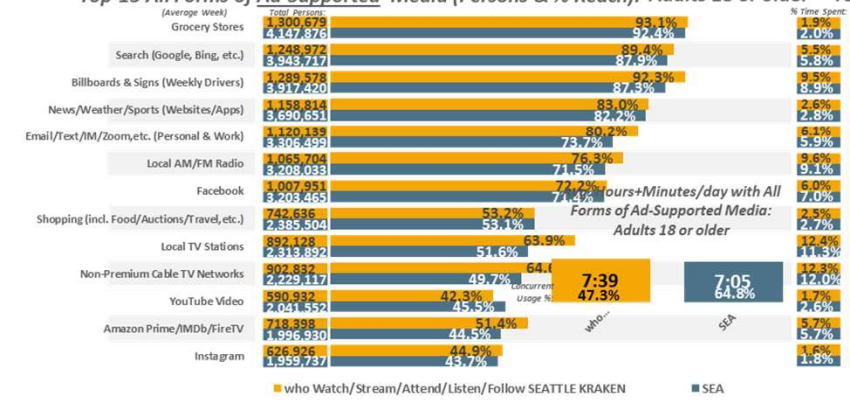
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



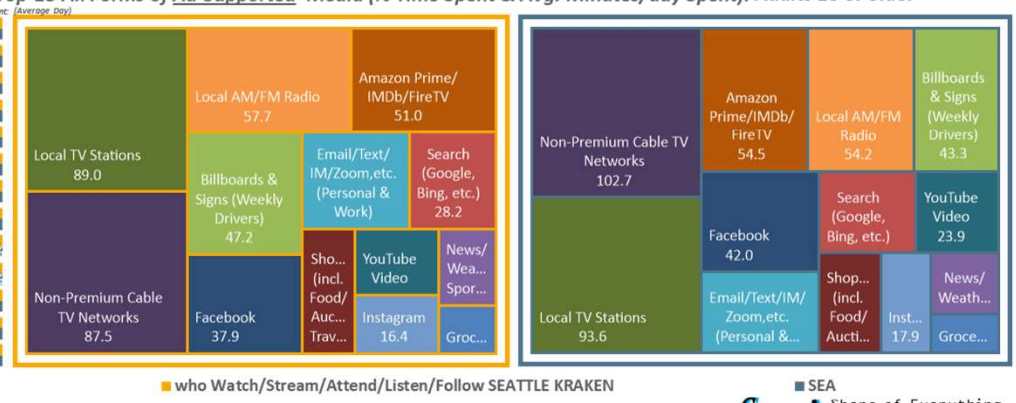
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,325

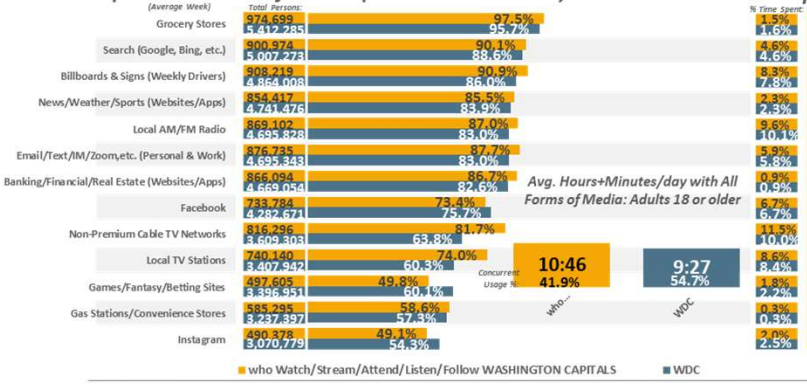
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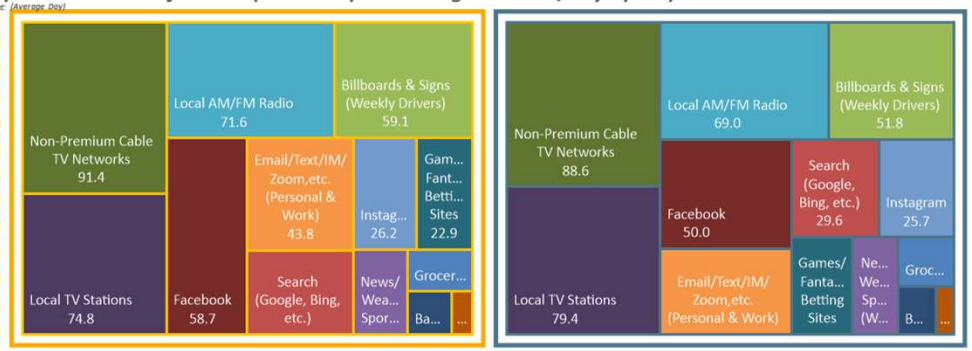
WDC

Adults 18 or older who Watch/Stream/Attend/Listen/Follow WASHINGTON CAPITALS spend an average of 8 hours and 16 minutes each day with All Forms of Ad-Supported Media. 81.4% listen to Local AM/FM Radio for an avg. of 63.7 minutes/day. *(Local Radio delivers 10.4% of Time with Ad-Supported Media.)*

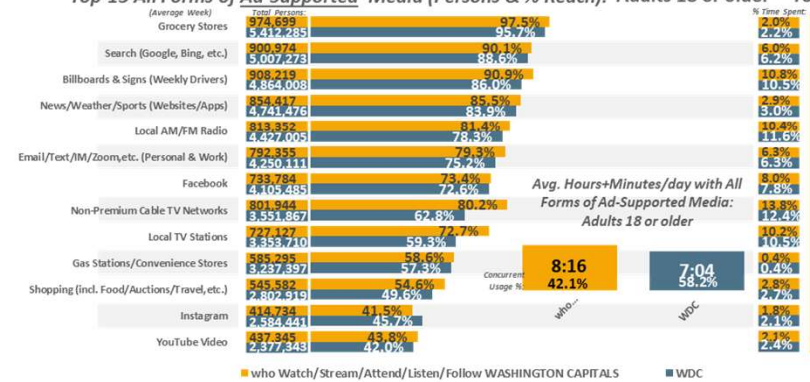
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



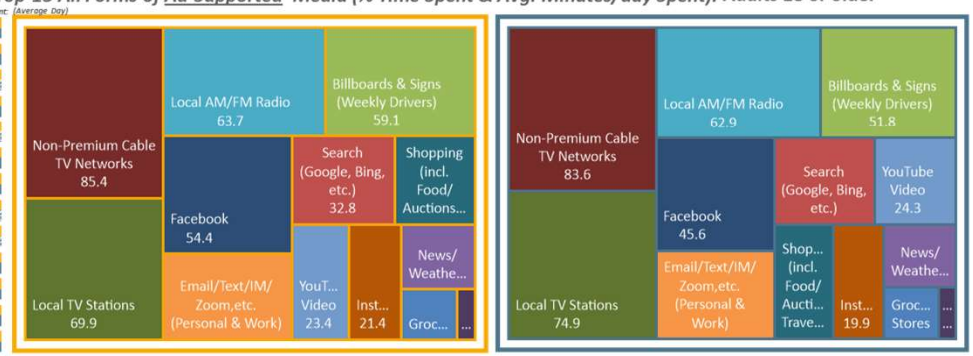
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 976

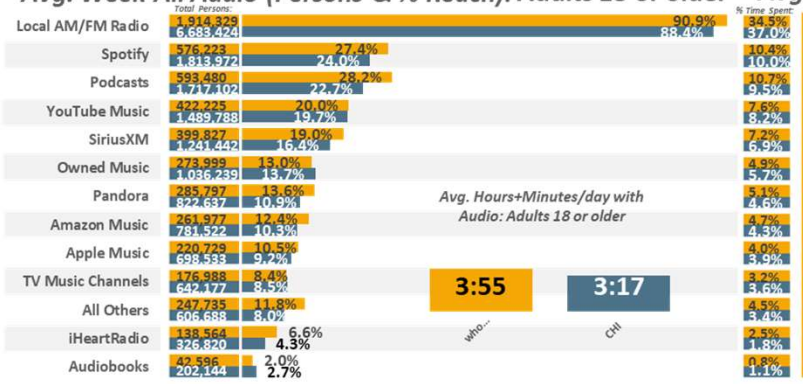
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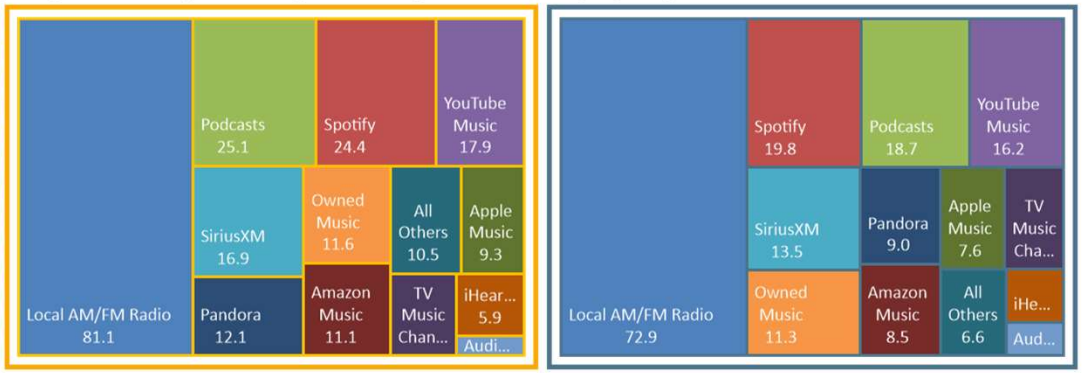
CHI

1,791,928 or 85.1% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow CHICAGO BLACKHAWKS listen to Ad-Supported Local AM/FM Radio for an average of 74.4 minutes every day representing 41.7% of all time spent daily with Ad-Supported Audio.

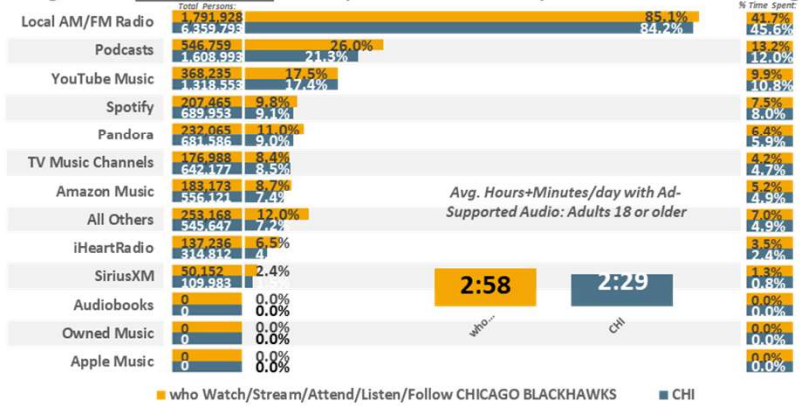
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



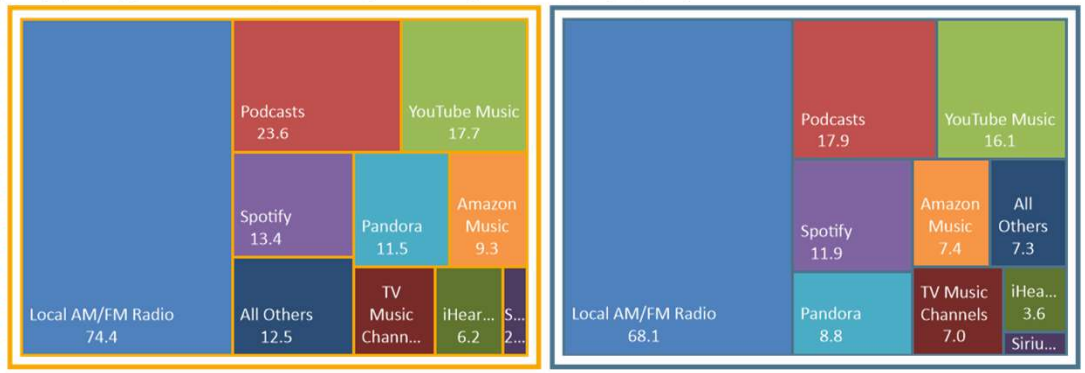
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 966

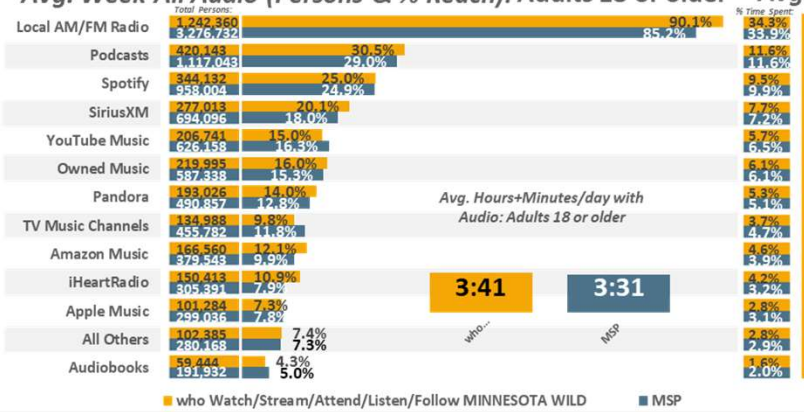
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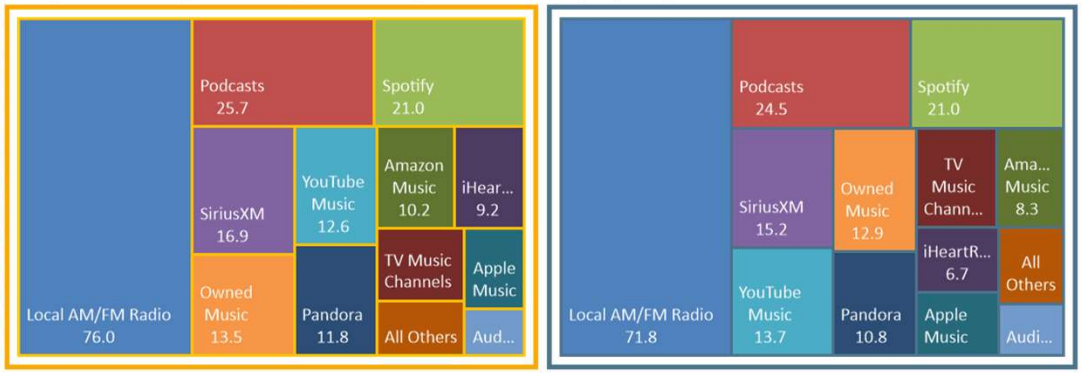
MSP

1,182,705 or 85.8% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow MINNESOTA WILD listen to Ad-Supported Local AM/FM Radio for an average of 70.3 minutes every day representing 43.6% of all time spent daily with Ad-Supported Audio.

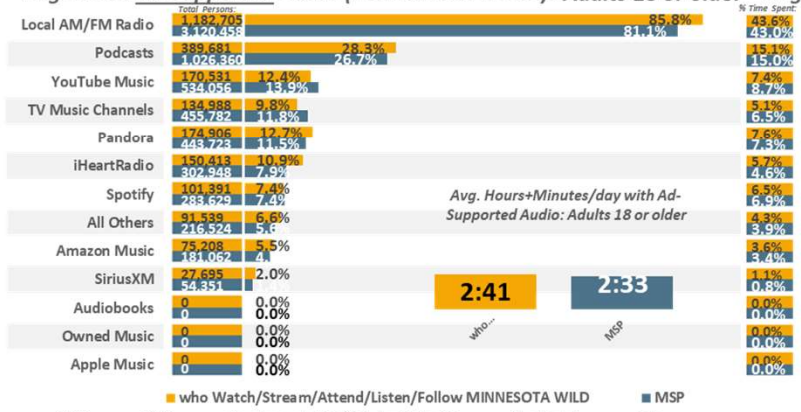
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



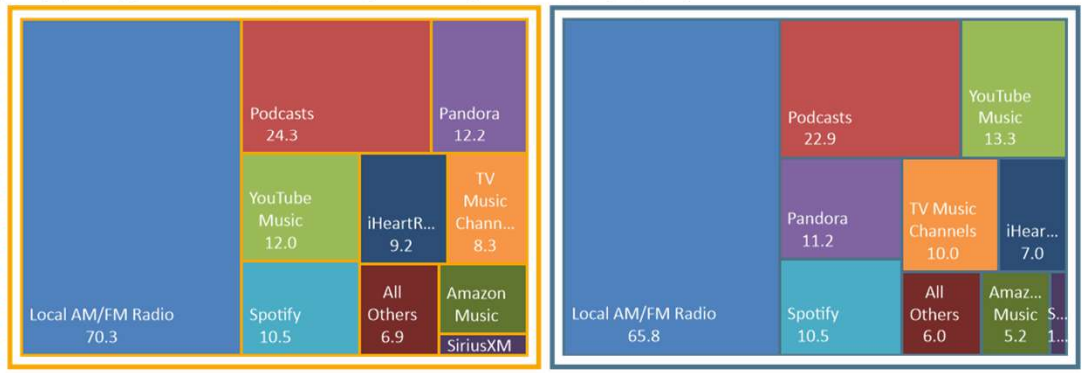
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 685

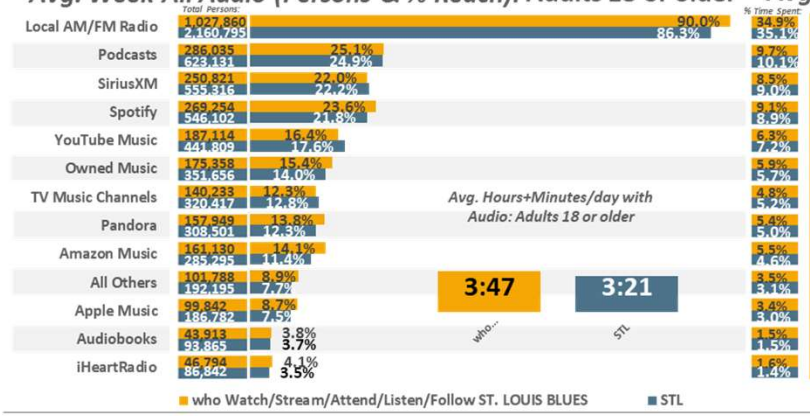
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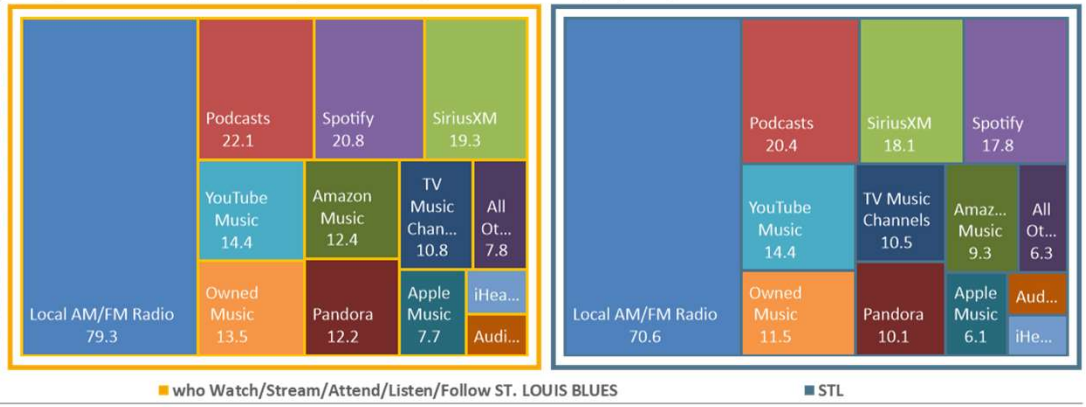
STL

979,586 or 85.8% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow ST. LOUIS BLUES listen to Ad-Supported Local AM/FM Radio for an average of 74.7 minutes every day representing 44.3% of all time spent daily with Ad-Supported Audio.

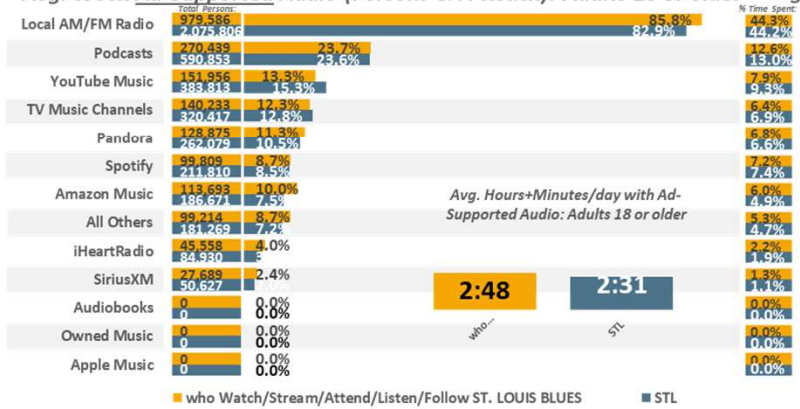
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



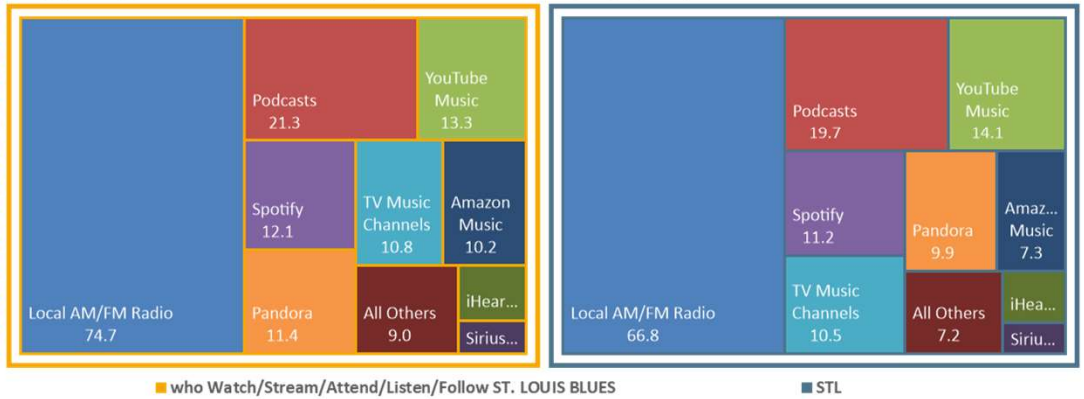
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 920

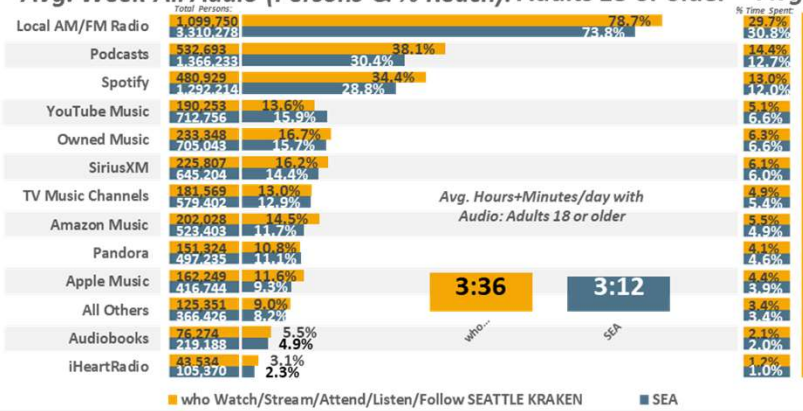
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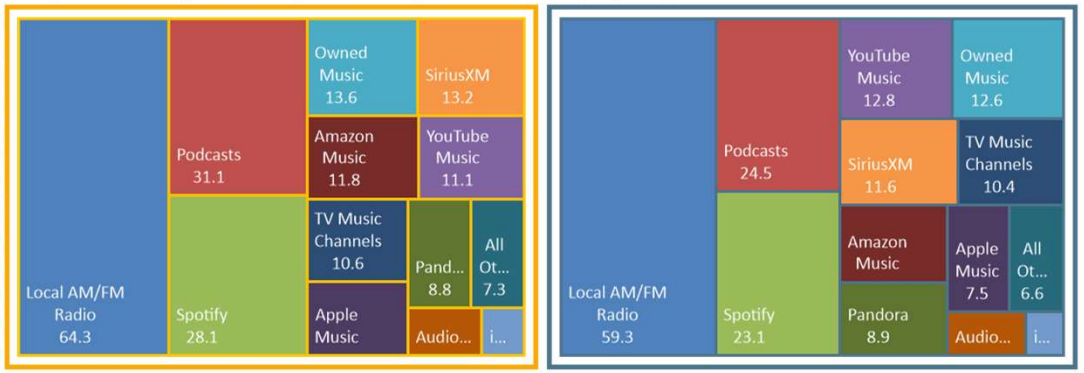
SEA

1,065,704 or 76.3% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow SEATTLE KRAKEN listen to Ad-Supported Local AM/FM Radio for an average of 57.7 minutes every day representing 40.7% of all time spent daily with Ad-Supported Audio.

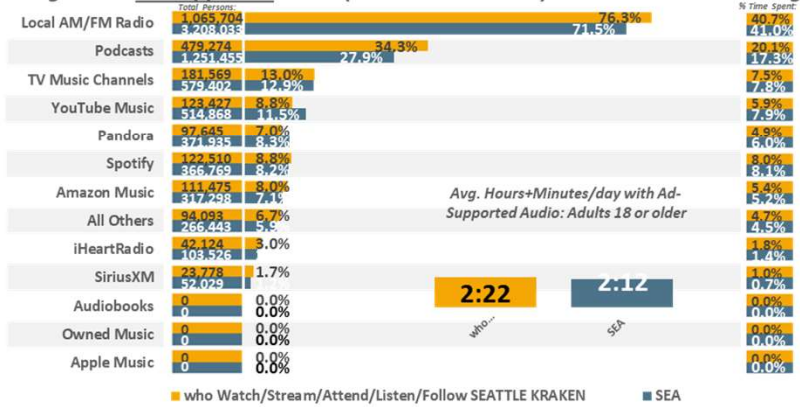
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



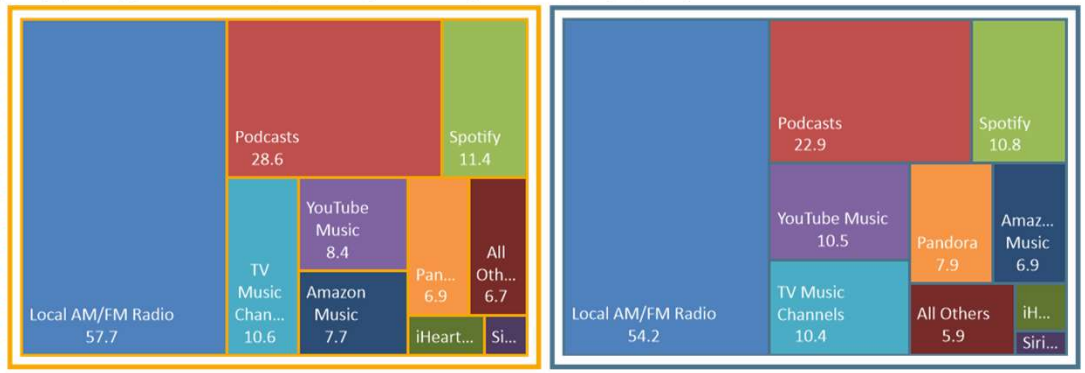
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,325

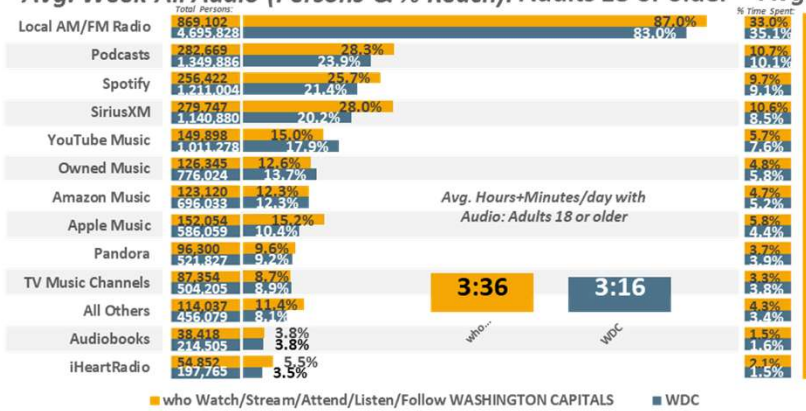
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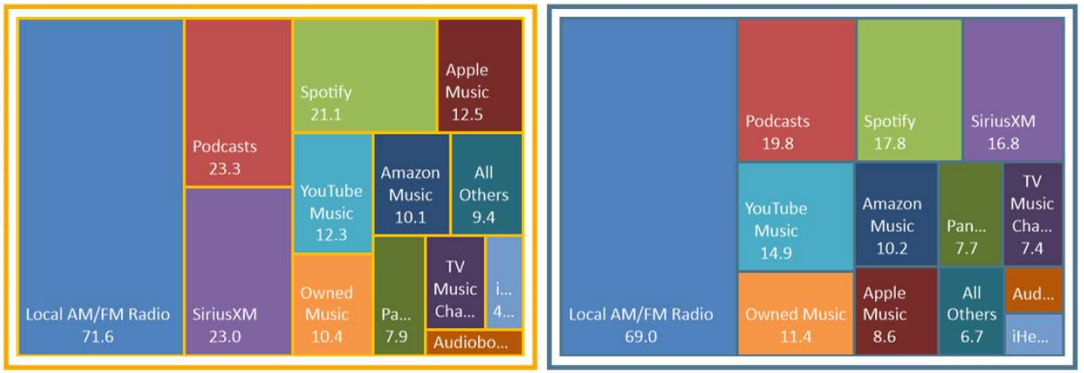
WDC

813,352 or 81.4% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow WASHINGTON CAPITALS listen to Ad-Supported Local AM/FM Radio for an average of 63.7 minutes every day representing 43.8% of all time spent daily with Ad-Supported Audio.

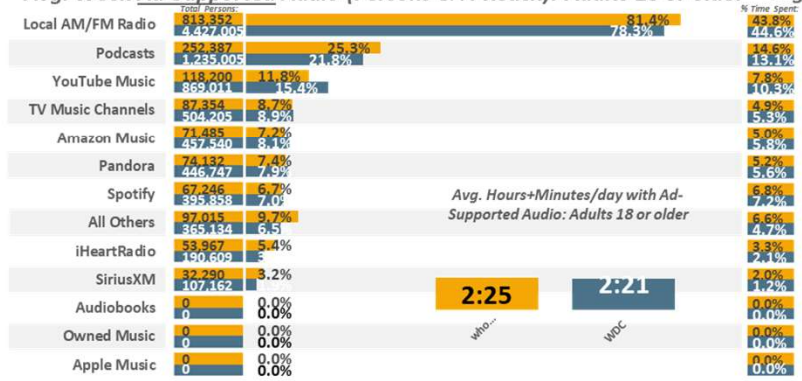
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



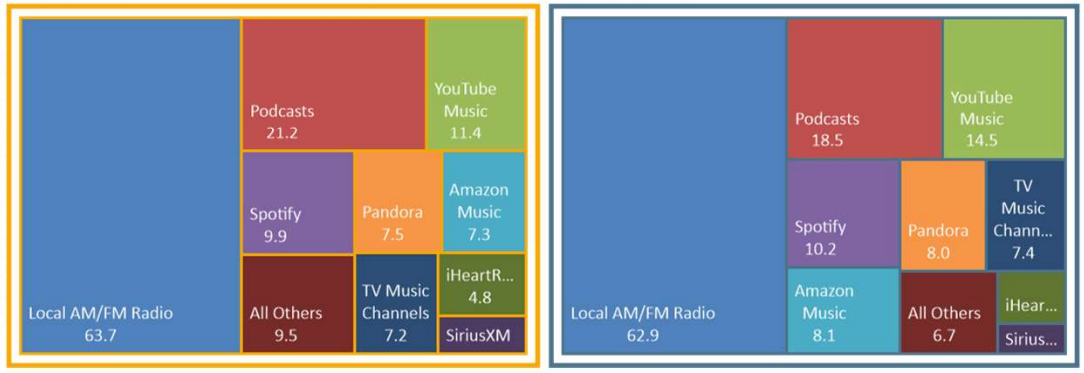
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



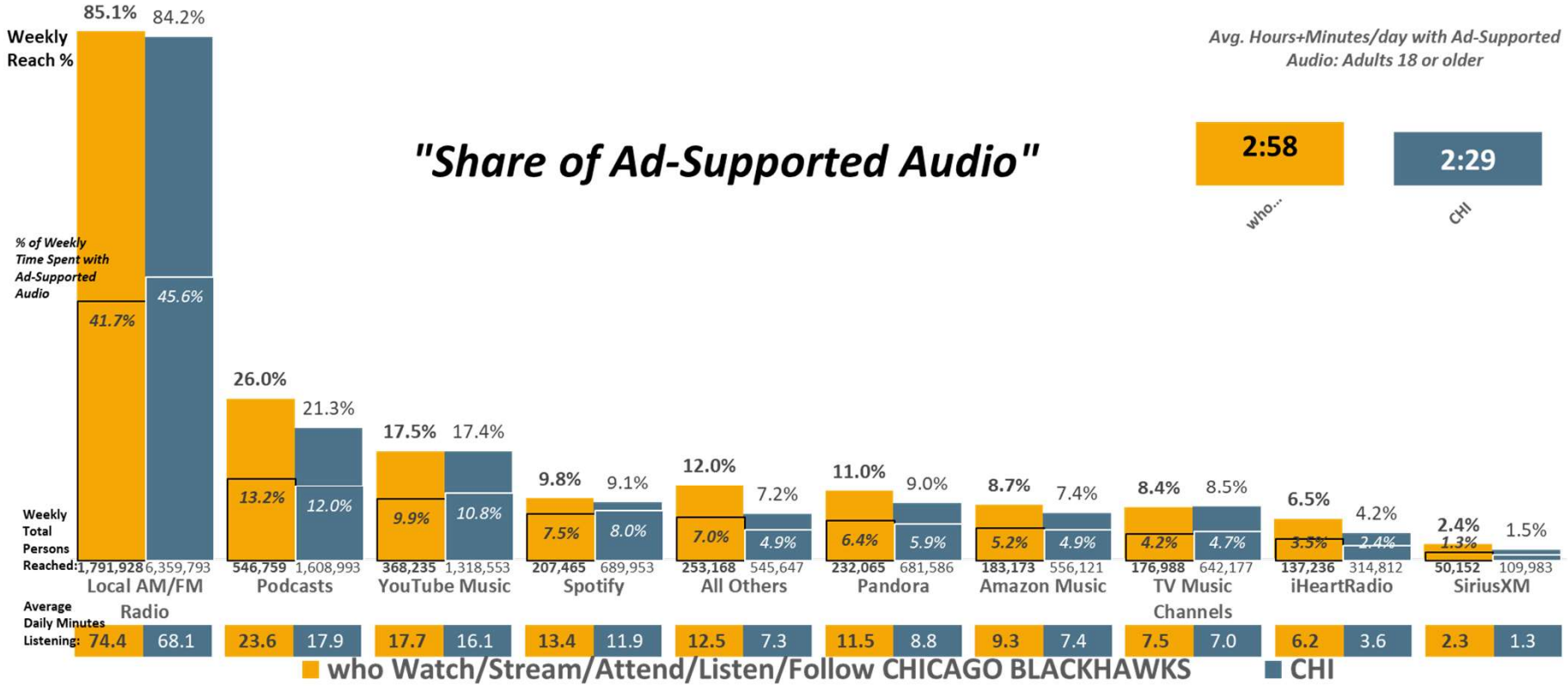
WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 976

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CHI

1,791,928 or 85.1% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow CHICAGO BLACKHAWKS listen to Ad-Supported Local AM/FM Radio for an average of 74.4 minutes every day representing 41.7% of all time spent daily with Ad-Supported Audio.



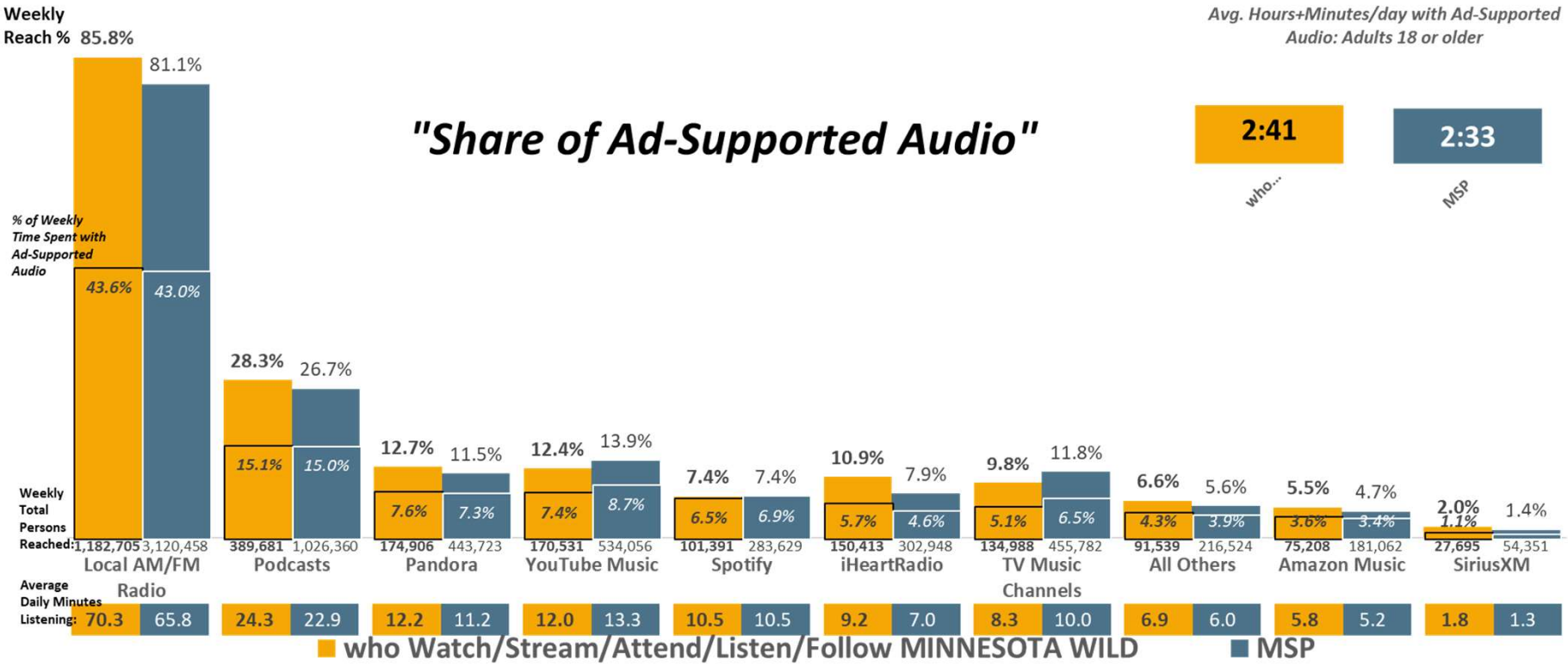
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 966 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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1,182,705 or 85.8% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow MINNESOTA WILD listen to Ad-Supported Local AM/FM Radio for an average of 70.3 minutes every day representing 43.6% of all time spent daily with Ad-Supported Audio.



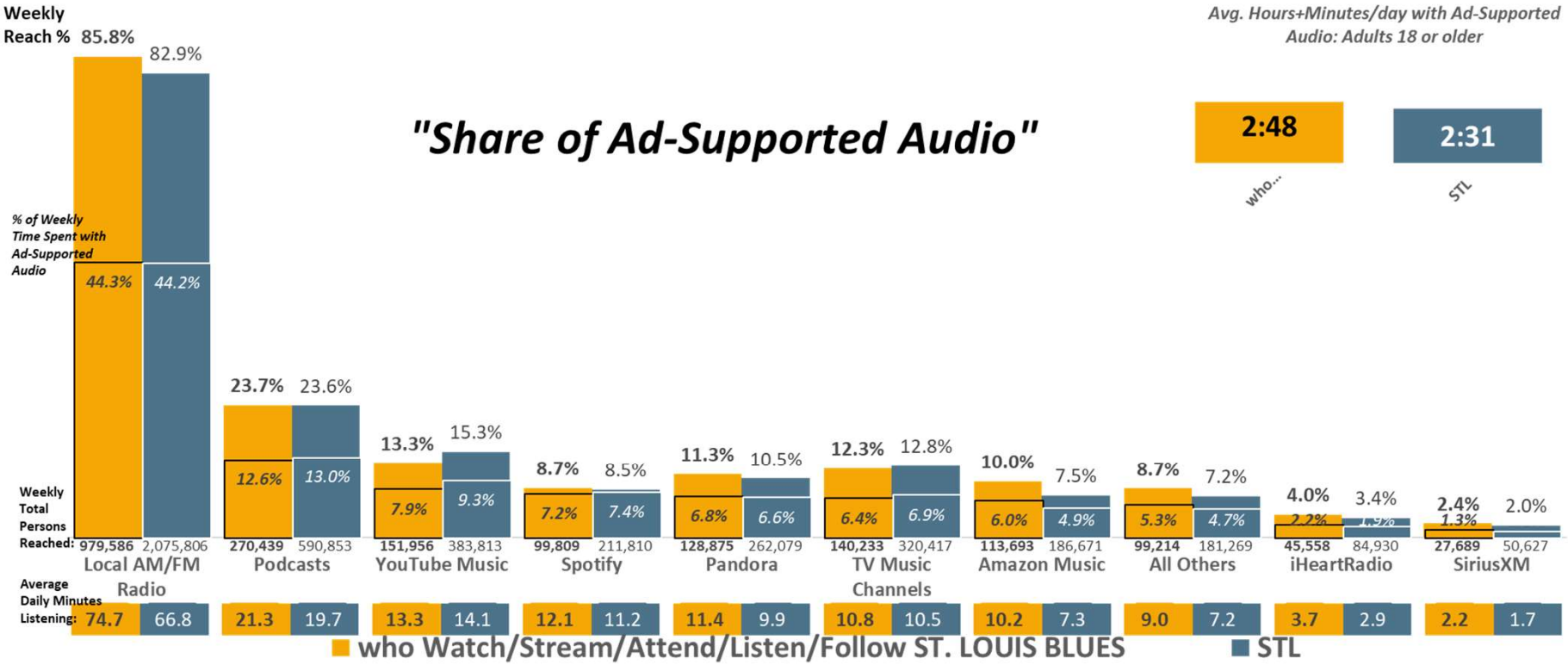
MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 685 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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Pro teams (WSALF) - NHL: Minnesota Wild

979,586 or 85.8% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow ST. LOUIS BLUES listen to Ad-Supported Local AM/FM Radio for an average of 74.7 minutes every day representing 44.3% of all time spent daily with Ad-Supported Audio.



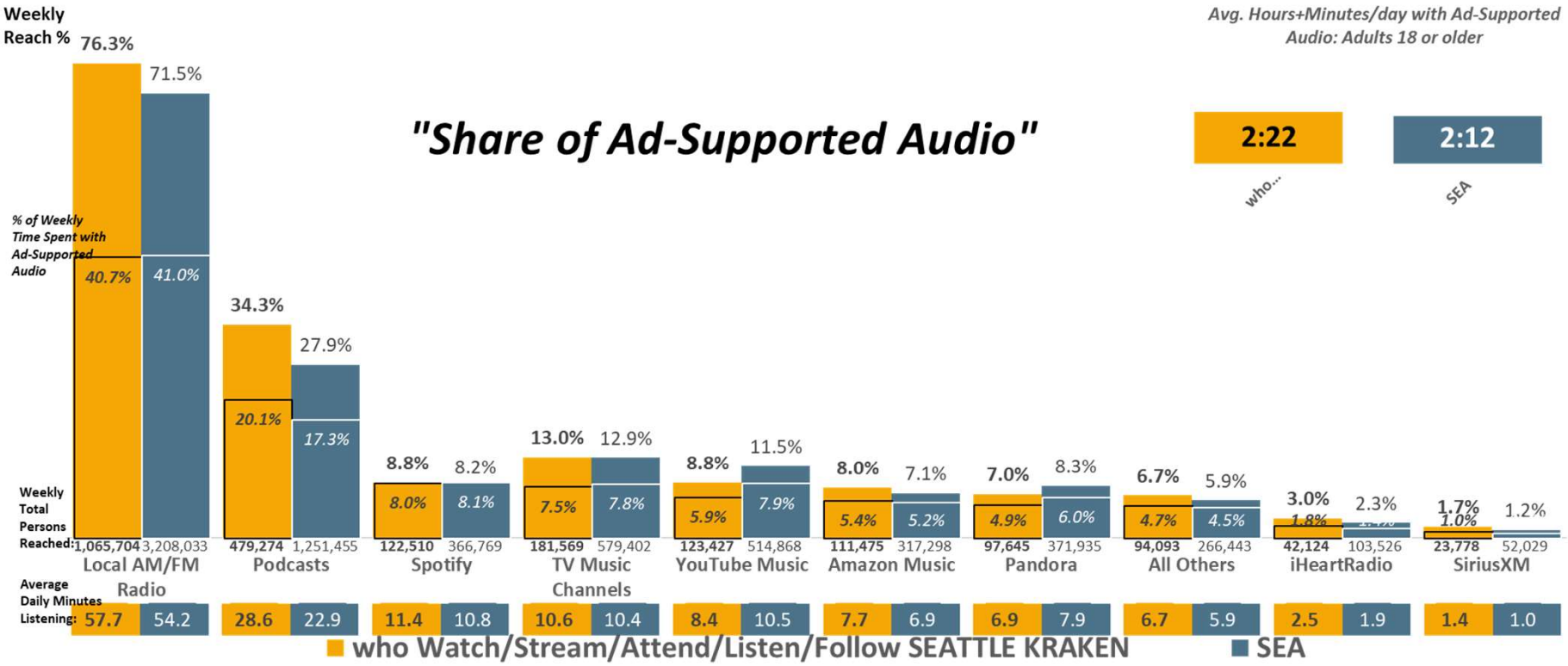
STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 920 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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SEA

1,065,704 or 76.3% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow SEATTLE KRAKEN listen to Ad-Supported Local AM/FM Radio for an average of 57.7 minutes every day representing 40.7% of all time spent daily with Ad-Supported Audio.



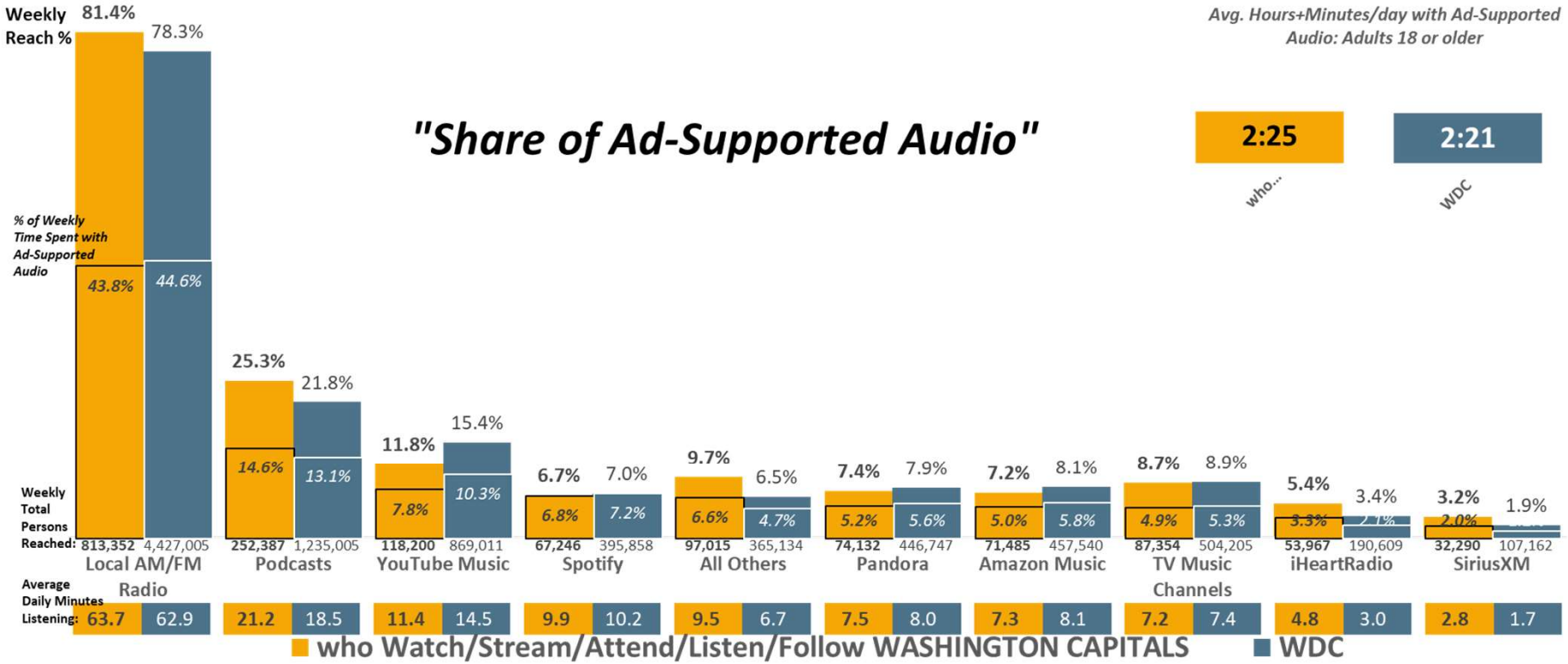
SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,325 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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WDC

813,352 or 81.4% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow WASHINGTON CAPITALS listen to Ad-Supported Local AM/FM Radio for an average of 63.7 minutes every day representing 43.8% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	YouTube Music	Spotify	All Others	Pandora	Amazon Music	TV Music Channels	iHeartRadio	SiriusXM
Weekly Reach %	81.4%	25.3%	11.8%	6.7%	9.7%	7.4%	7.2%	8.7%	5.4%	3.2%
WDC Weekly Reach %	78.3%	21.8%	15.4%	7.0%	6.5%	7.9%	8.1%	8.9%	3.4%	1.9%
% of Weekly Time Spent with Ad-Supported Audio	43.8%	14.6%	7.8%	6.8%	6.6%	5.2%	5.0%	4.9%	3.3%	2.0%
WDC % of Weekly Time Spent with Ad-Supported Audio	44.6%	13.1%	10.3%	7.2%	4.7%	5.6%	5.8%	5.3%	2.1%	1.1%
Weekly Total Persons Reached:	813,352	252,387	118,200	67,246	97,015	74,132	71,485	87,354	53,967	32,290
WDC Weekly Total Persons Reached:	4,427,005	1,235,005	869,011	395,858	365,134	446,747	457,540	504,205	190,609	107,162
Average Daily Minutes Listening:	63.7	21.2	11.4	9.9	9.5	7.5	7.3	7.2	4.8	2.8
WDC Average Daily Minutes Listening:	62.9	18.5	14.5	10.2	6.7	8.0	8.1	7.4	3.0	1.7

WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 976 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

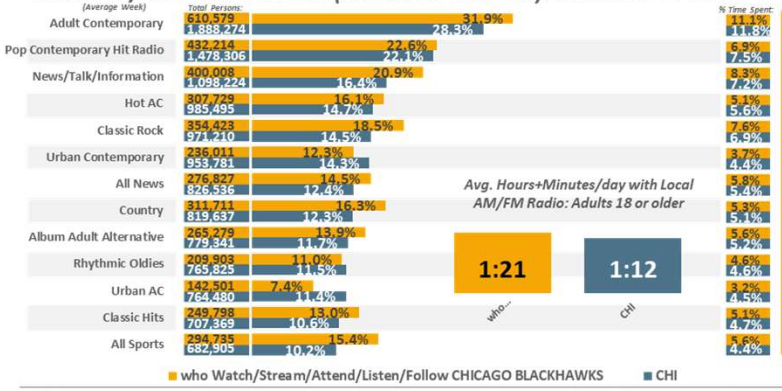
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CHI

1,791,928 or 85.1% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow CHICAGO BLACKHAWKS listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Rock, Country, and Hot AC.

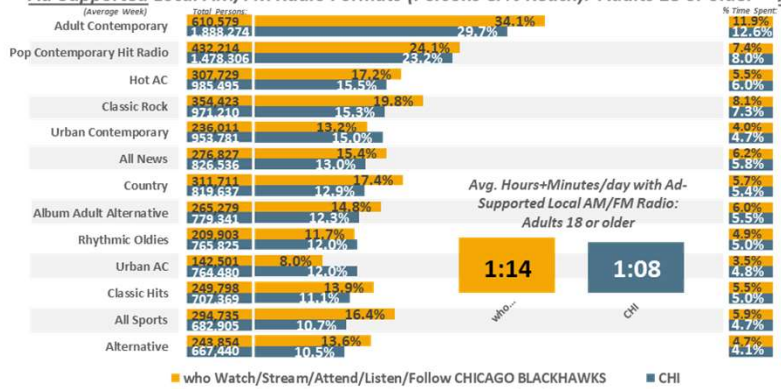
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



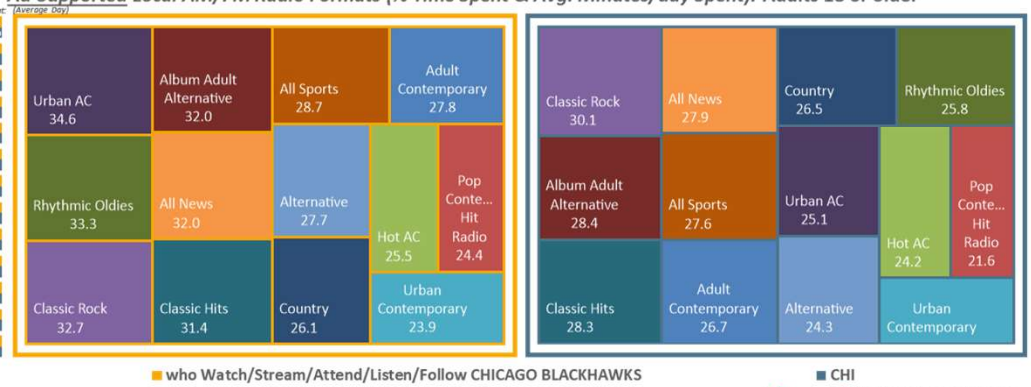
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 966

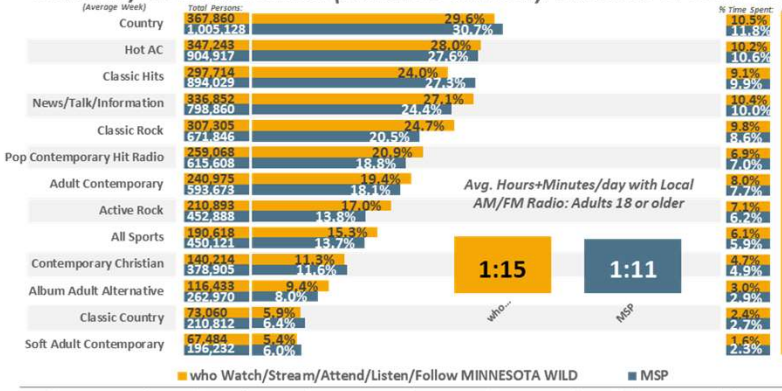
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MSP

1,182,705 or 85.8% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow MINNESOTA WILD listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Classic Rock, Classic Hits, and Pop Contemporary Hit Radio.

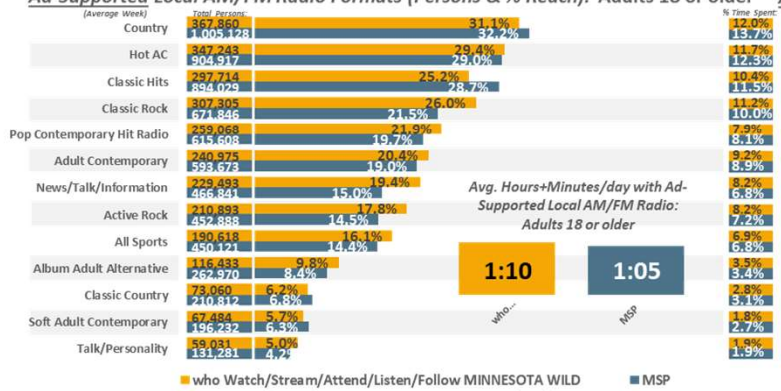
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



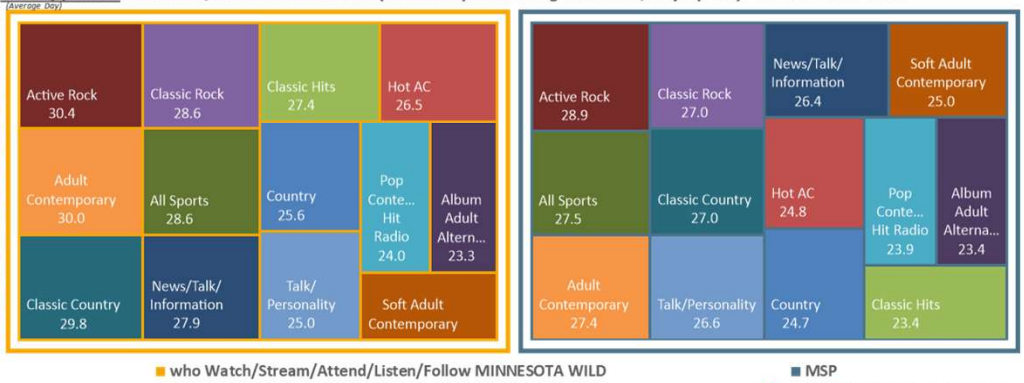
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 685

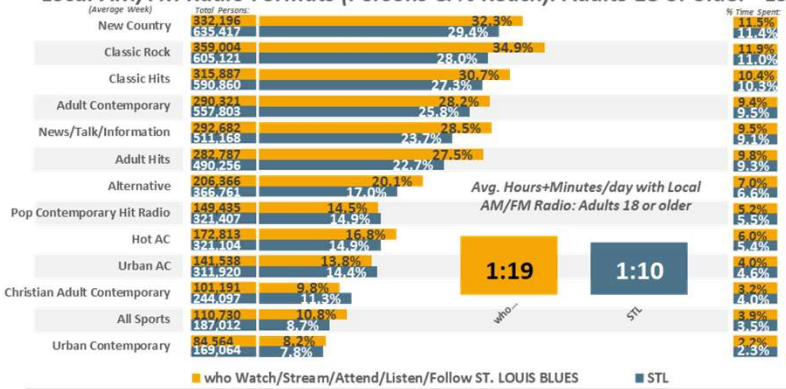
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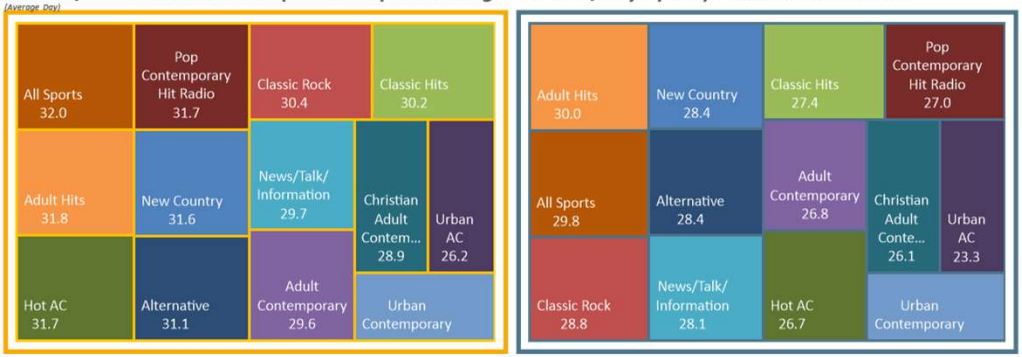
STL

979,586 or 85.8% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow ST. LOUIS BLUES listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, New Country, Classic Hits, Adult Contemporary, and Adult Hits.

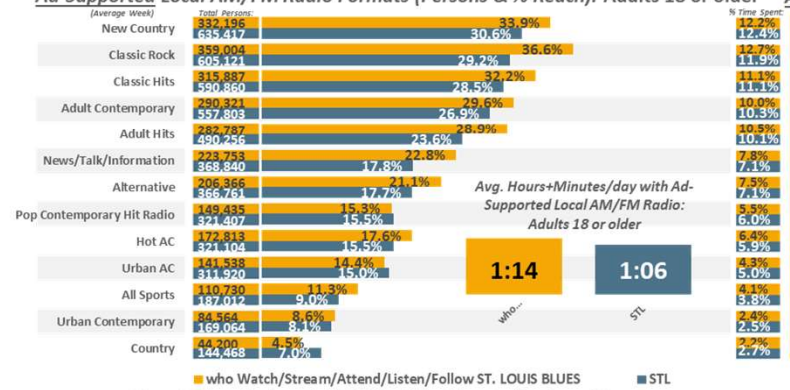
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



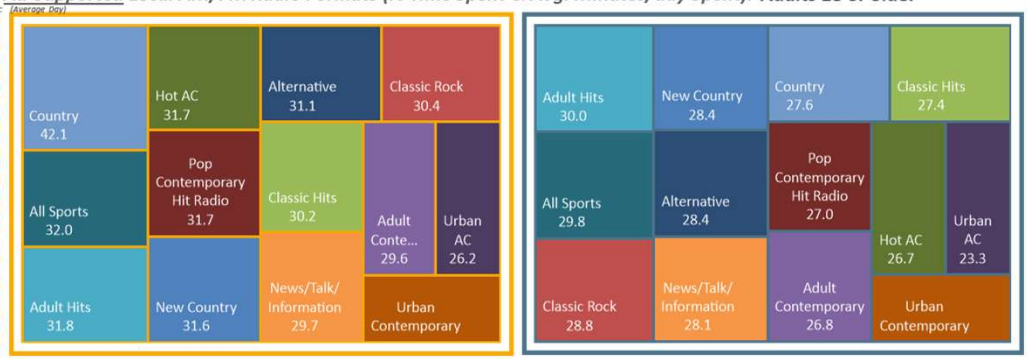
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 920

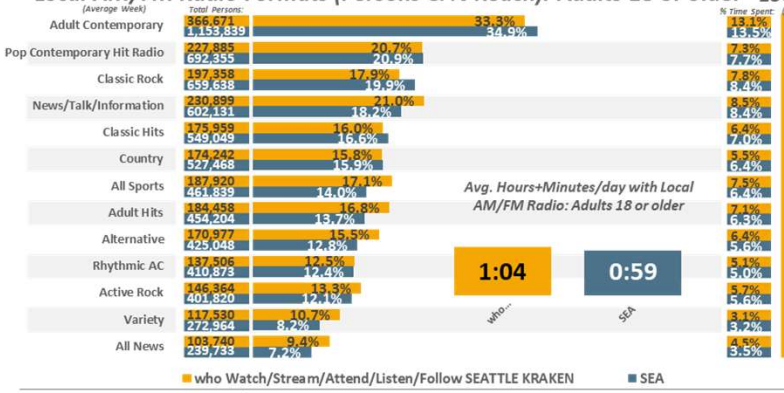
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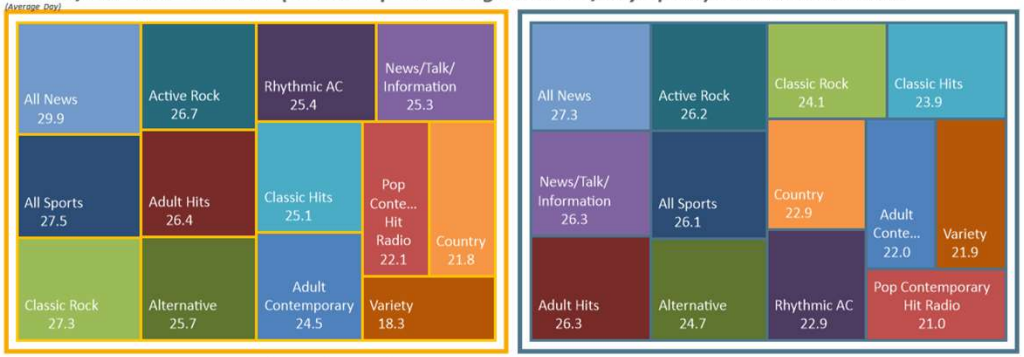
SEA

1,065,704 or 76.3% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow SEATTLE KRAKEN listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Rock, All Sports, and Adult Hits.

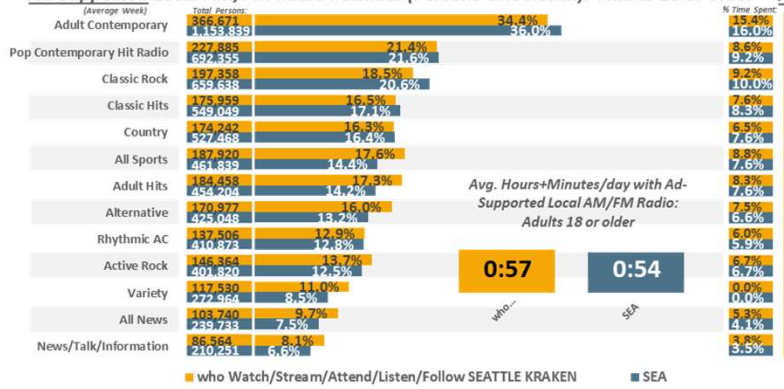
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



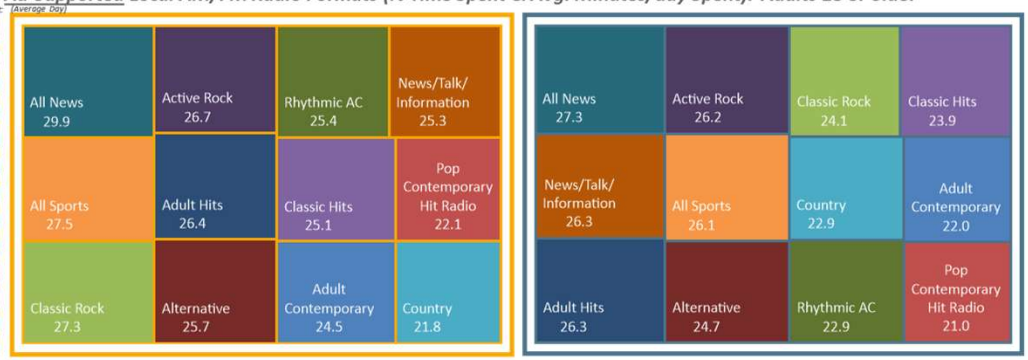
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,325

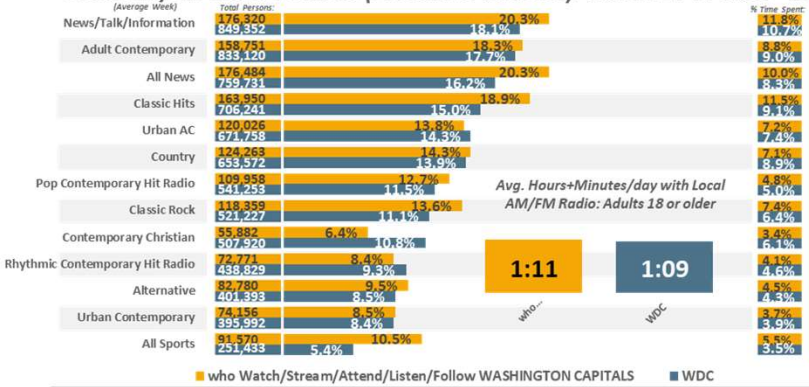
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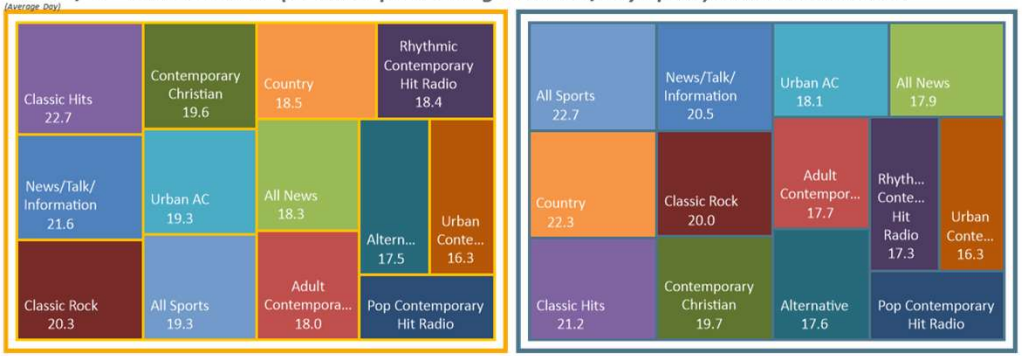
WDC

813,352 or 81.4% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow WASHINGTON CAPITALS listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Classic Hits, Adult Contemporary, Country, and Urban AC.

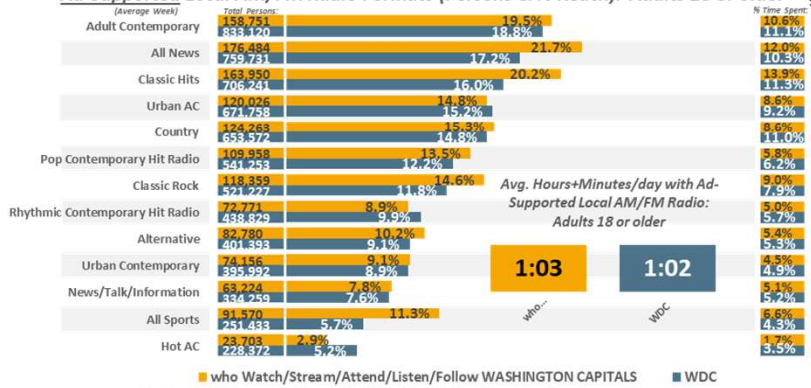
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



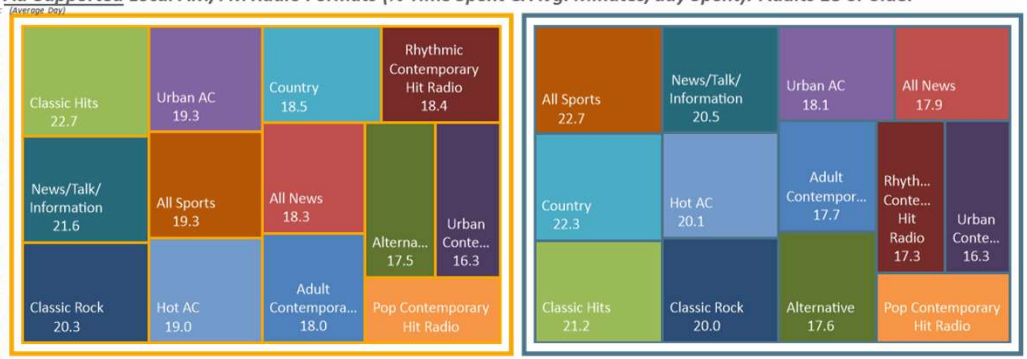
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 976

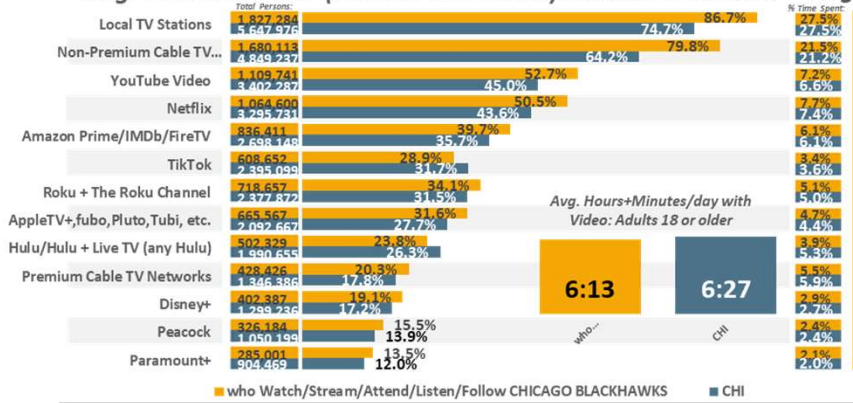
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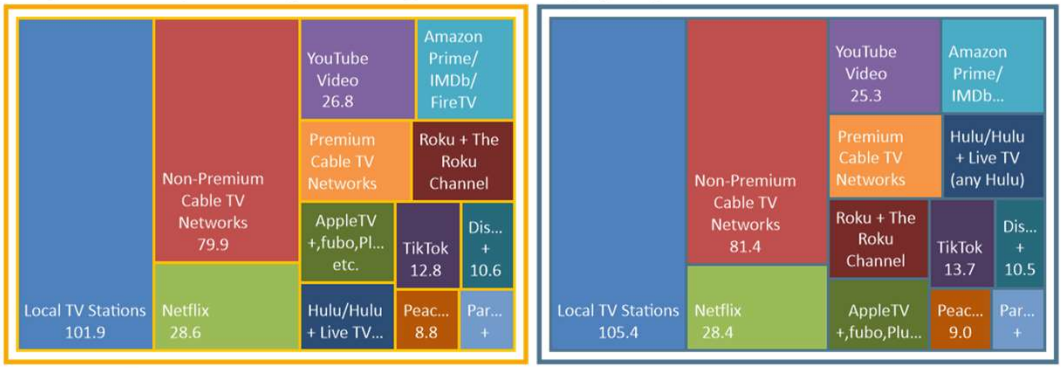
CHI

1,803,922 or 85.6% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow CHICAGO BLACKHAWKS watch Ad-Supported Local TV Stations for an average of 95.8 minutes every day representing 32.% of all time spent daily with Ad-Supported Video.

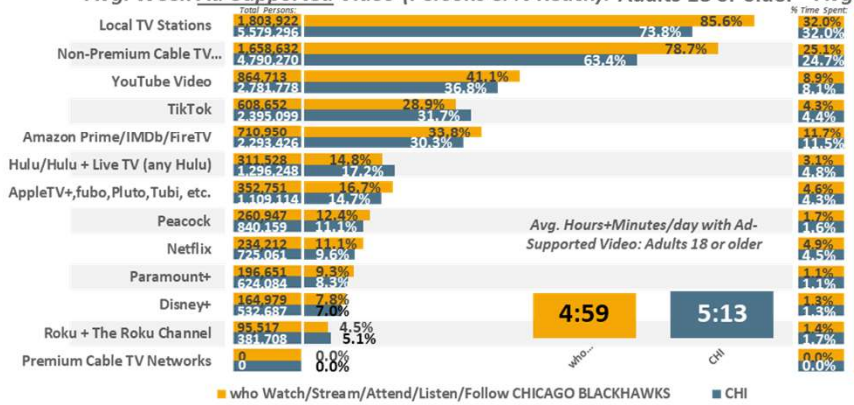
Avg. Week All Video (Persons & % Reach): Adults 18 or older



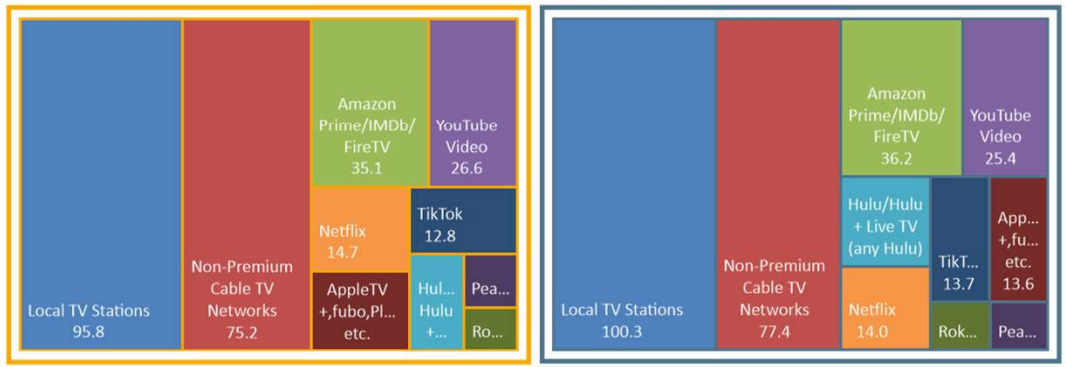
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 966

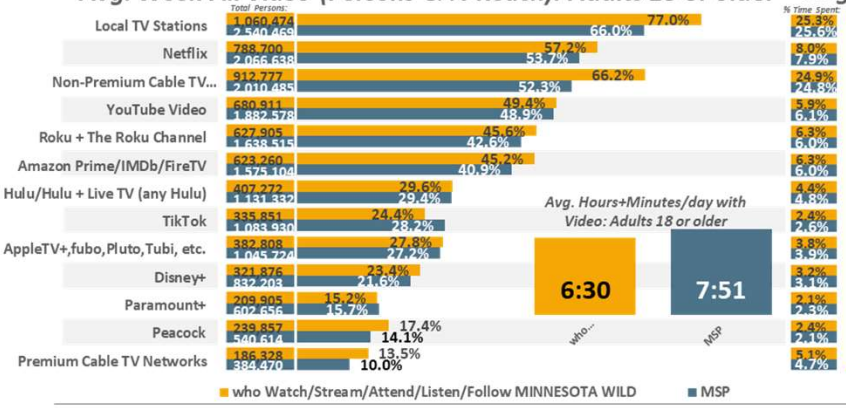
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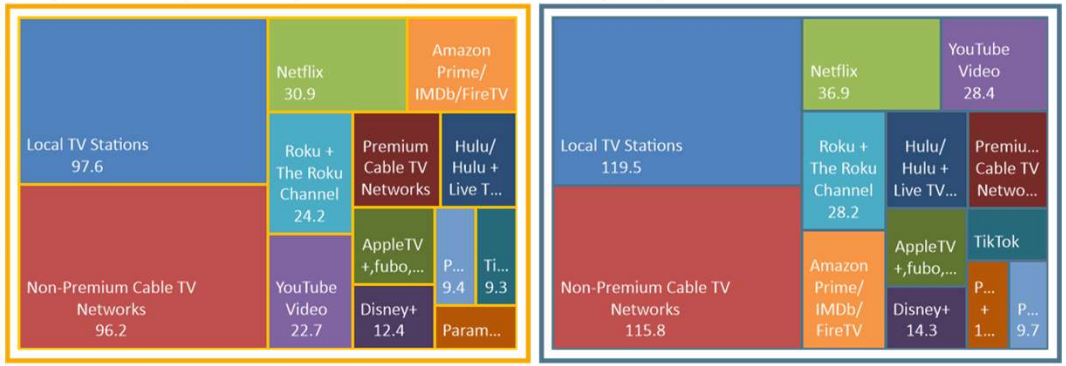
MSP

1,048,761 or 76.1% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow MINNESOTA WILD watch Ad-Supported Local TV Stations for an average of 92.8 minutes every day representing 30.4% of all time spent daily with Ad-Supported Video.

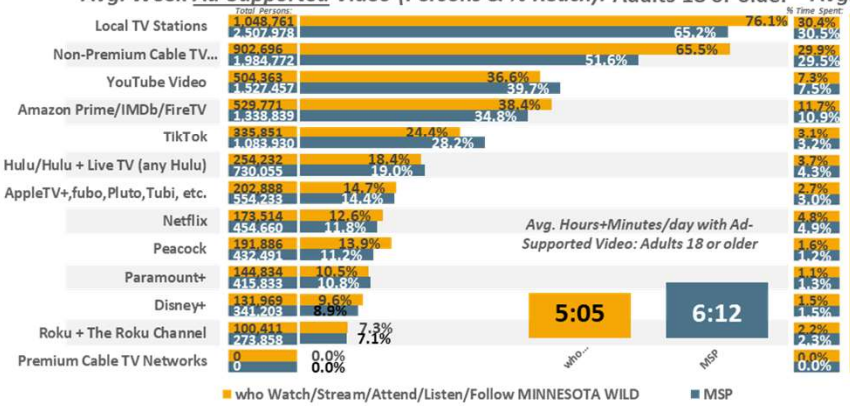
Avg. Week All Video (Persons & % Reach): Adults 18 or older



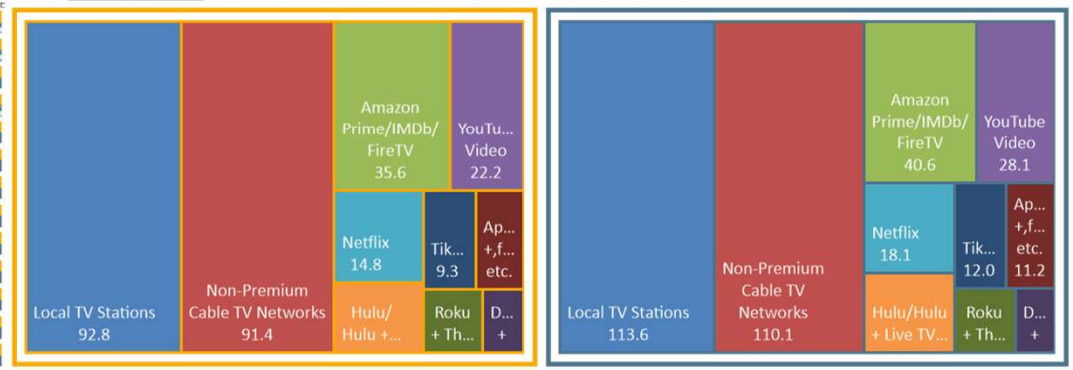
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 685

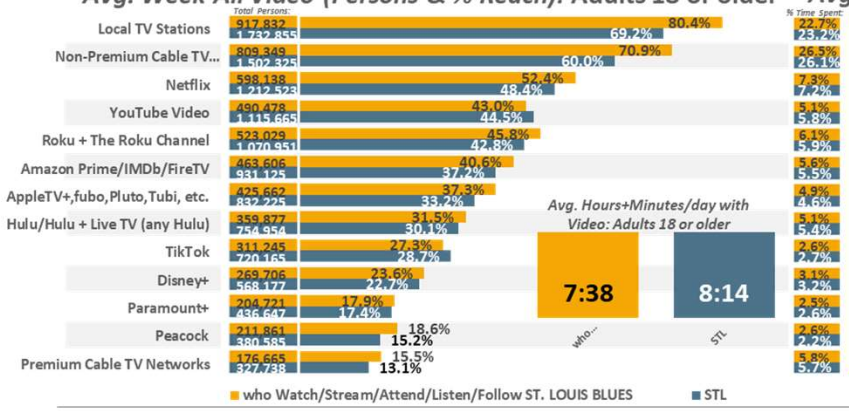
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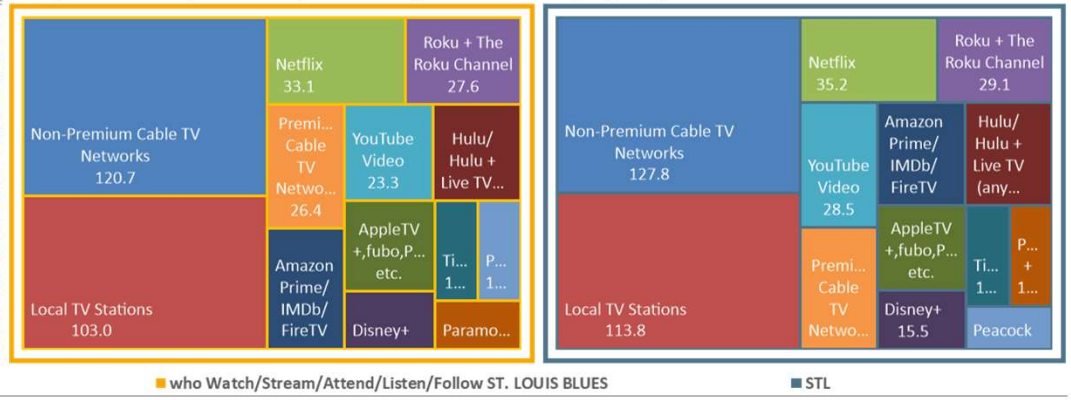
STL

901,669 or 79.% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow ST. LOUIS BLUES watch Ad-Supported Local TV Stations for an average of 97.8 minutes every day representing 27.% of all time spent daily with Ad-Supported Video.

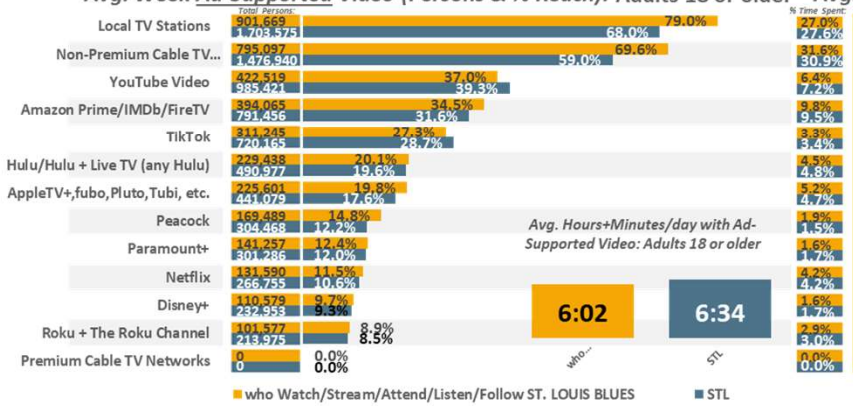
Avg. Week All Video (Persons & % Reach): Adults 18 or older



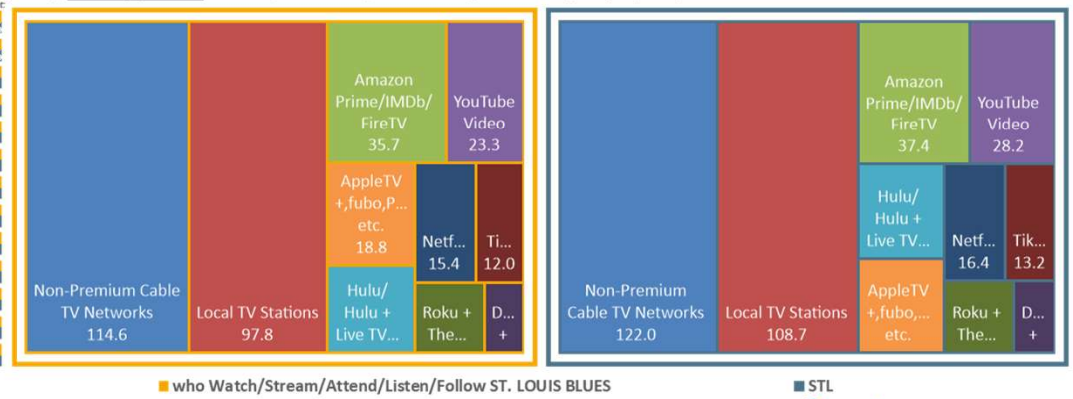
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2024: Jan23-Jan24 Qual Intab 920

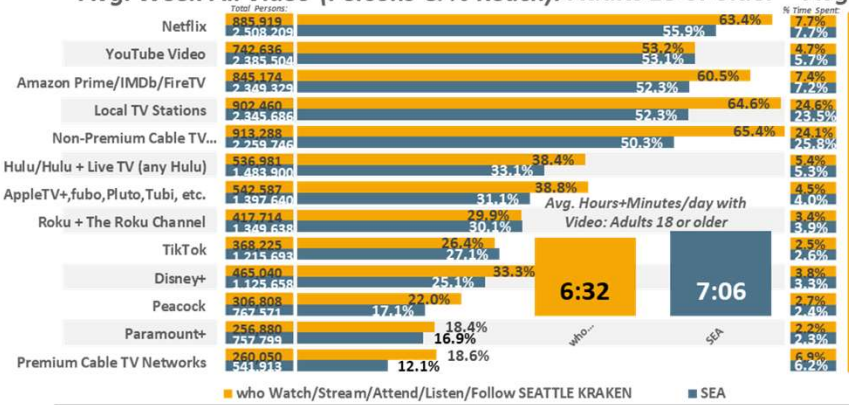
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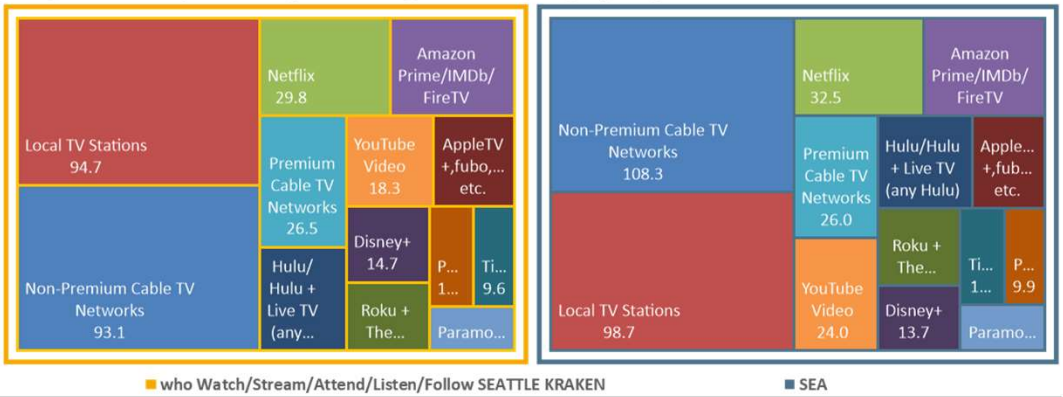
SEA

892,128 or 63.9% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow SEATTLE KRAKEN watch Ad-Supported Local TV Stations for an average of 89. minutes every day representing 27.9% of all time spent daily with Ad-Supported Video.

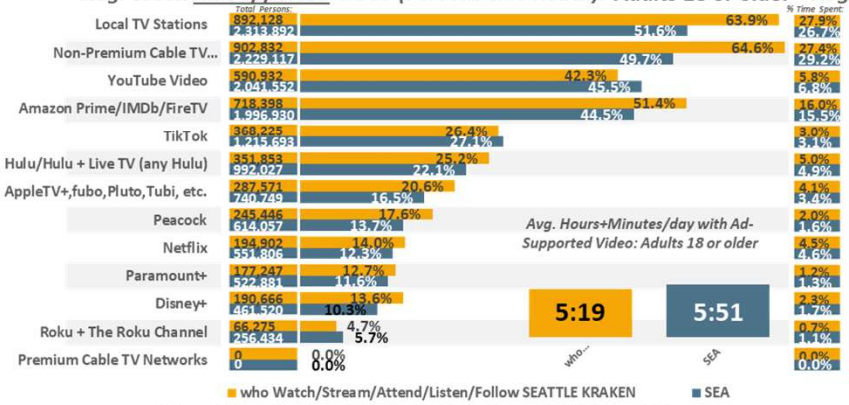
Avg. Week All Video (Persons & % Reach): Adults 18 or older



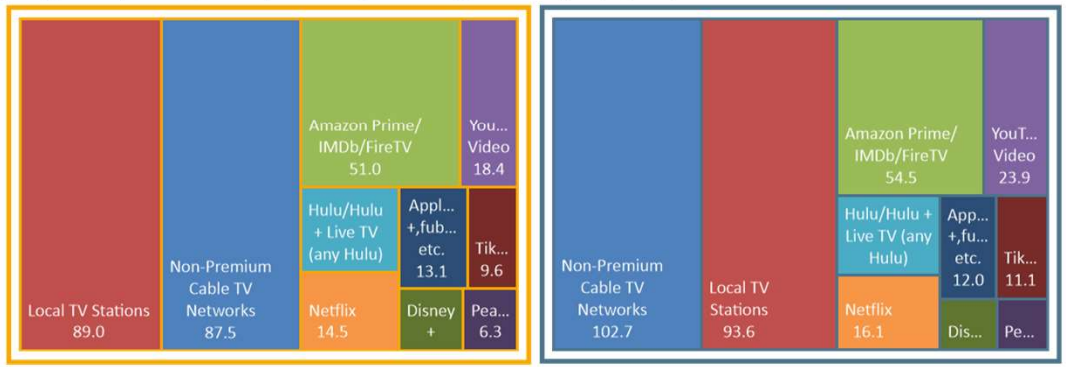
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,325

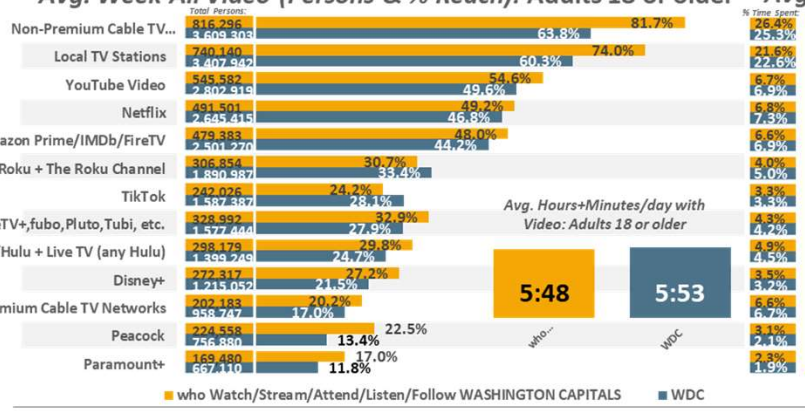
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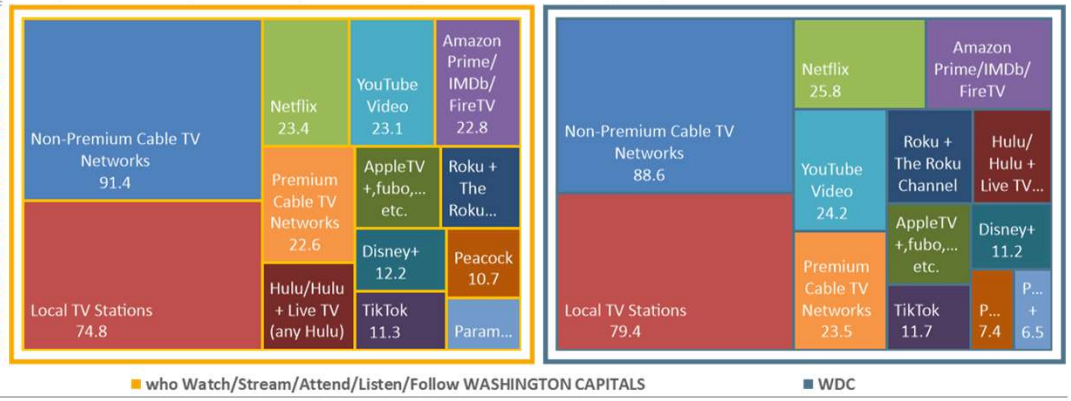
WDC

727,127 or 72.7% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow WASHINGTON CAPITALS watch Ad-Supported Local TV Stations for an average of 69.9 minutes every day representing 24.4% of all time spent daily with Ad-Supported Video.

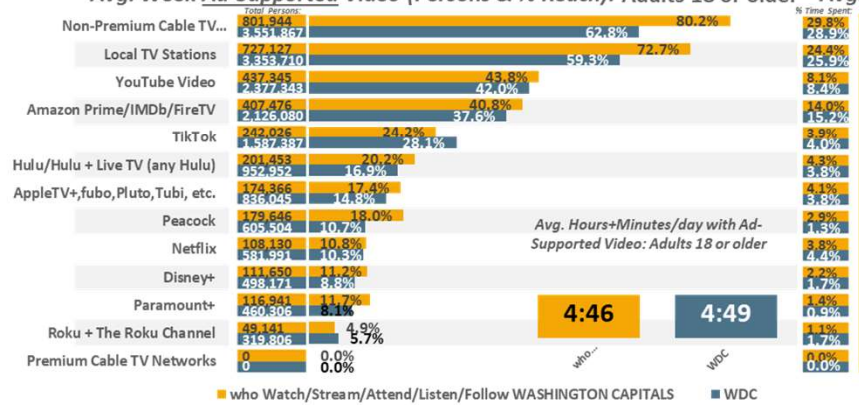
Avg. Week All Video (Persons & % Reach): Adults 18 or older



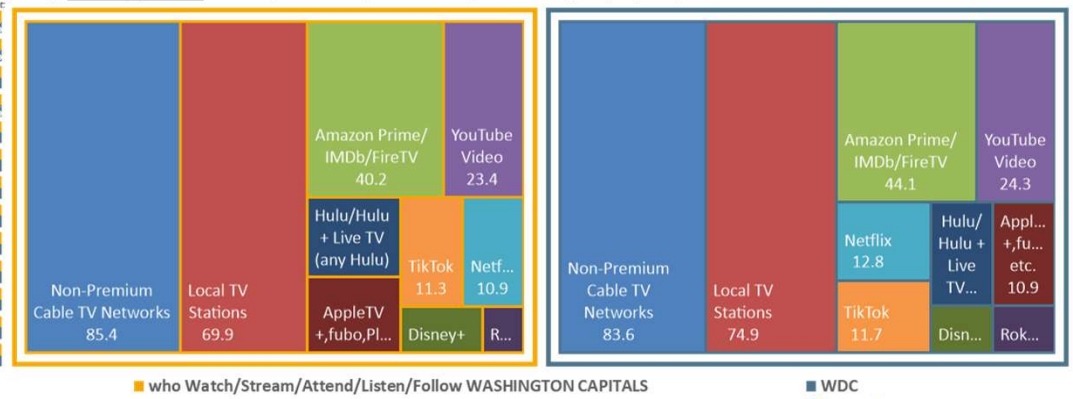
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



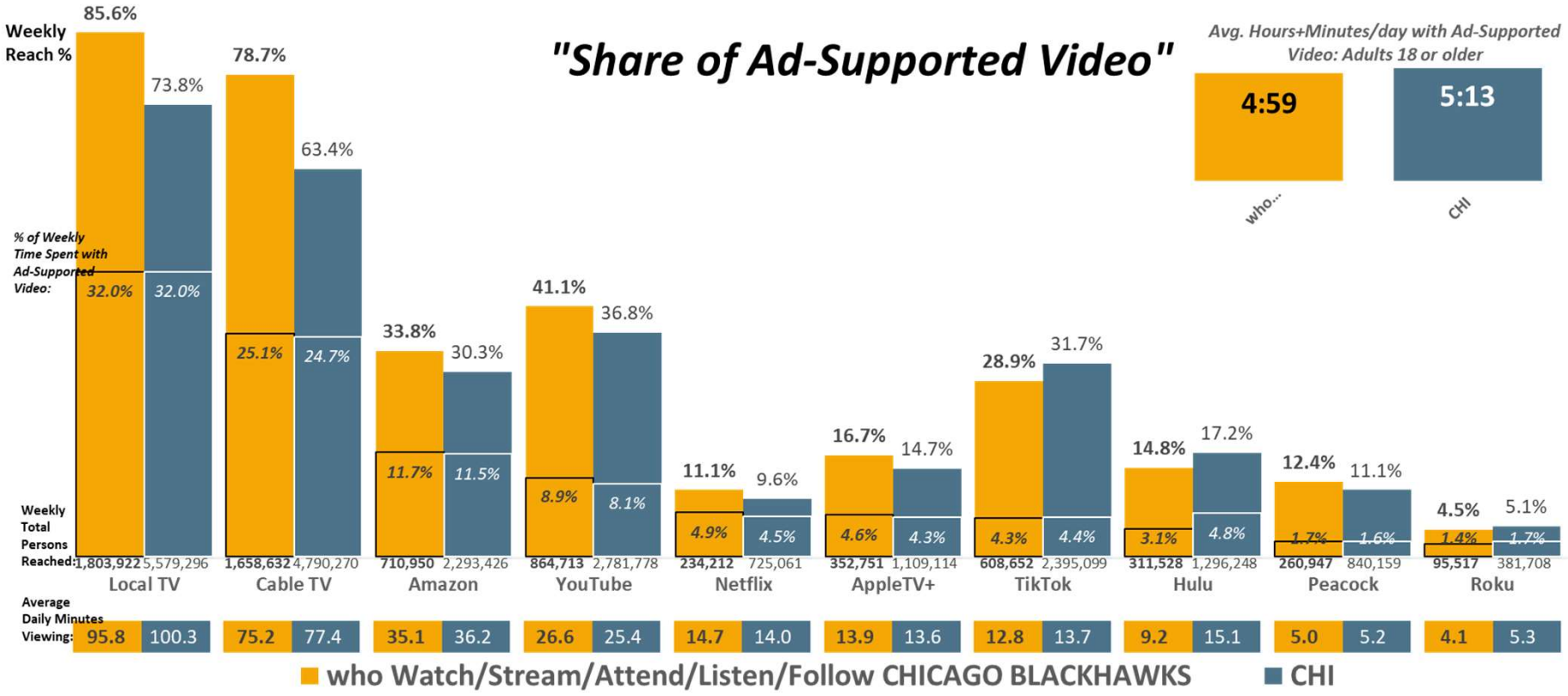
WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 976

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CHI

1,803,922 or 85.6% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow CHICAGO BLACKHAWKS watch Ad-Supported Local TV Stations for an average of 95.8 minutes every day representing 32.% of all time spent daily with Ad-Supported Video.



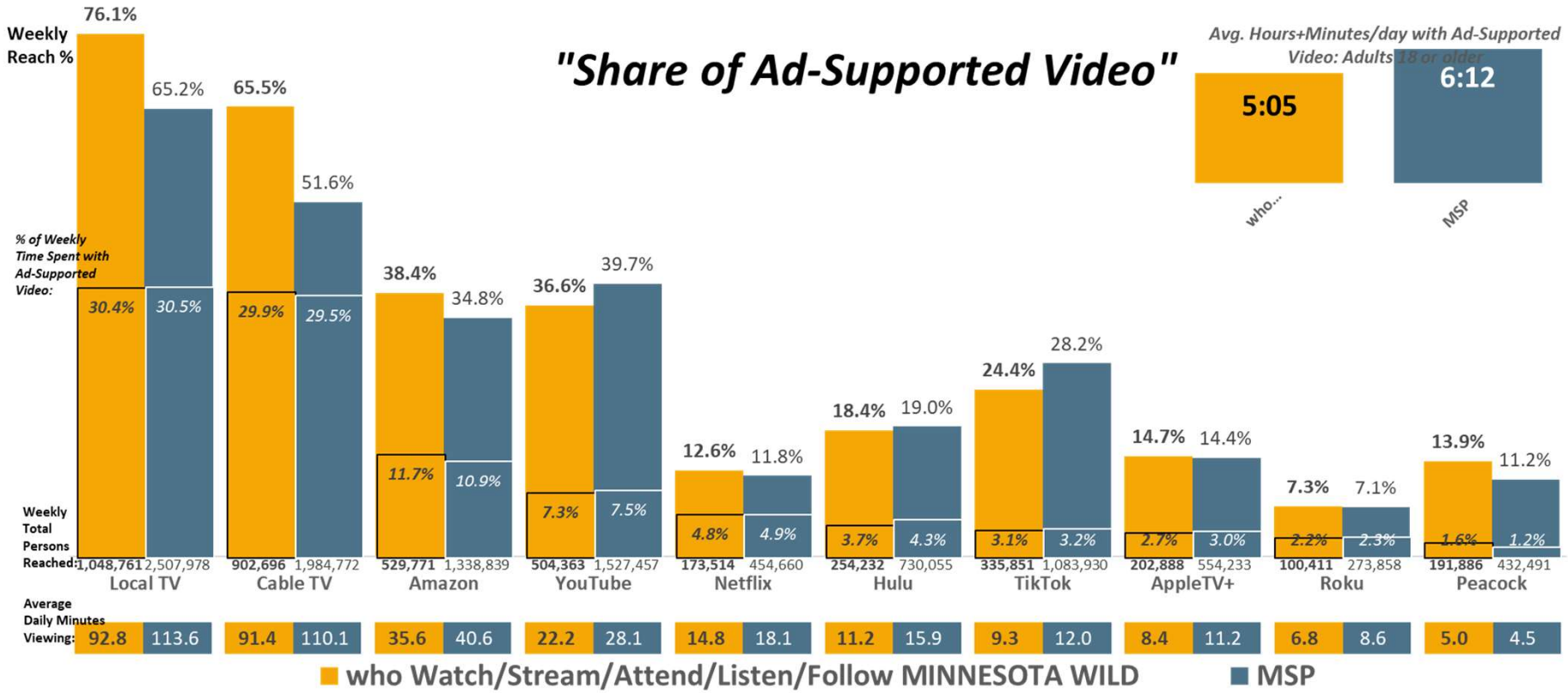
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 966 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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MSP

1,048,761 or 76.1% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow MINNESOTA WILD watch Ad-Supported Local TV Stations for an average of 92.8 minutes every day representing 30.4% of all time spent daily with Ad-Supported Video.



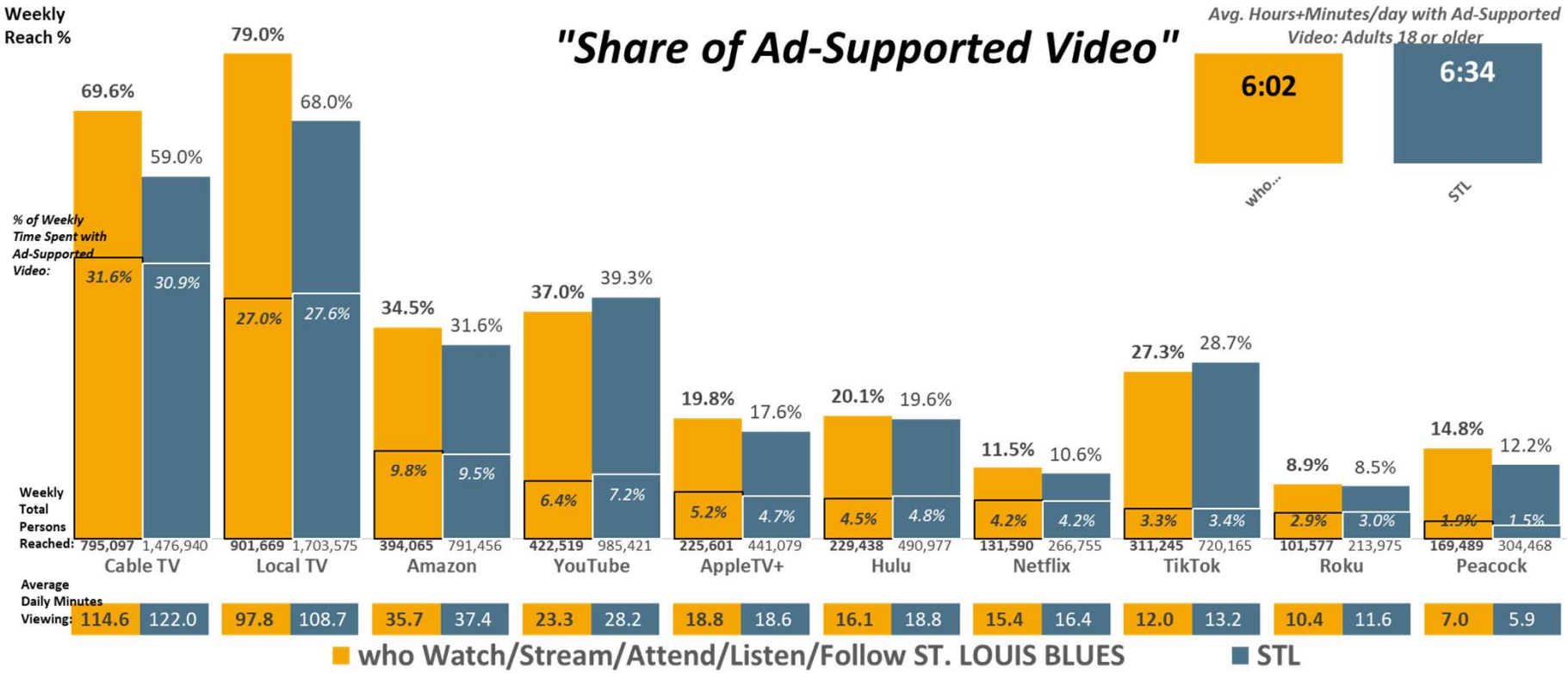
MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 685 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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STL

901,669 or 79.% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow ST. LOUIS BLUES watch Ad-Supported Local TV Stations for an average of 97.8 minutes every day representing 27.% of all time spent daily with Ad-Supported Video.



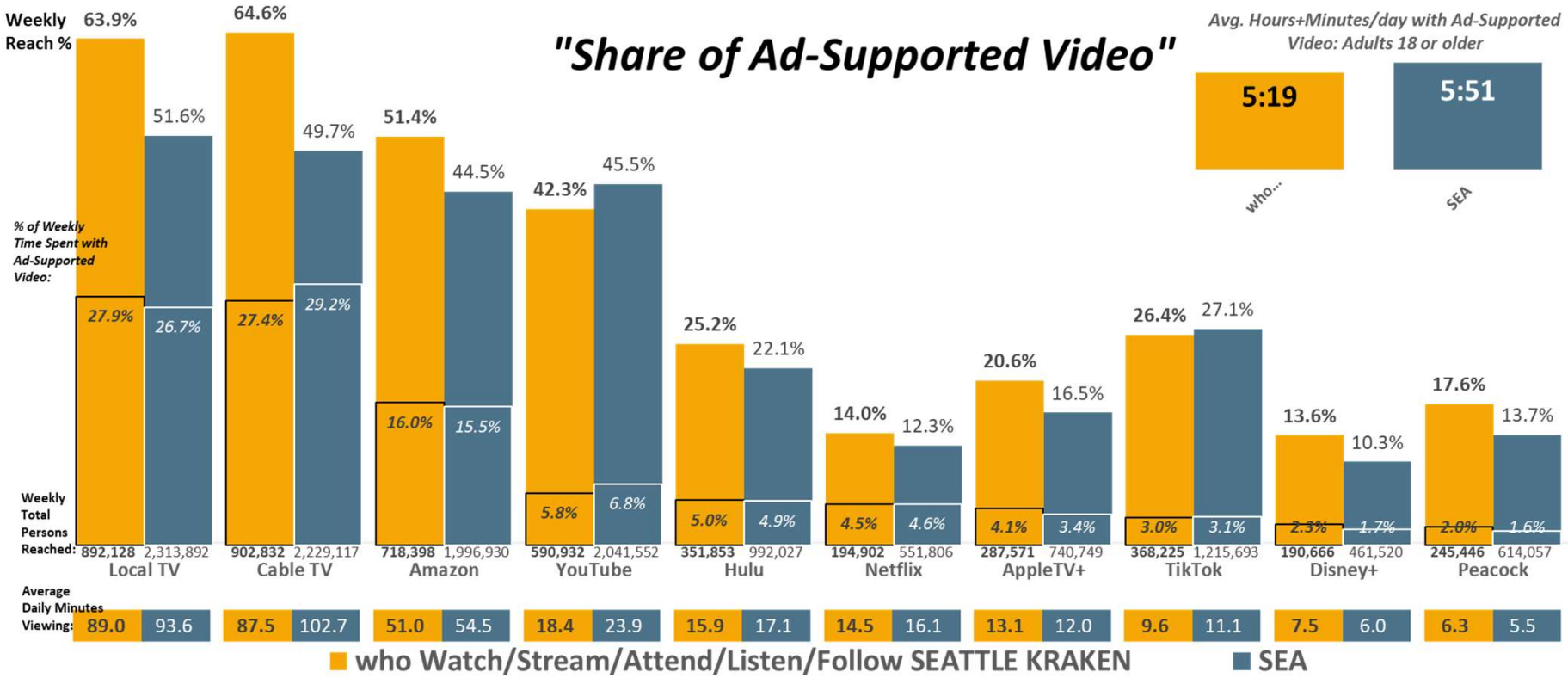
STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 920 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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SEA

892,128 or 63.9% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow SEATTLE KRAKEN watch Ad-Supported Local TV Stations for an average of 89. minutes every day representing 27.9% of all time spent daily with Ad-Supported Video.



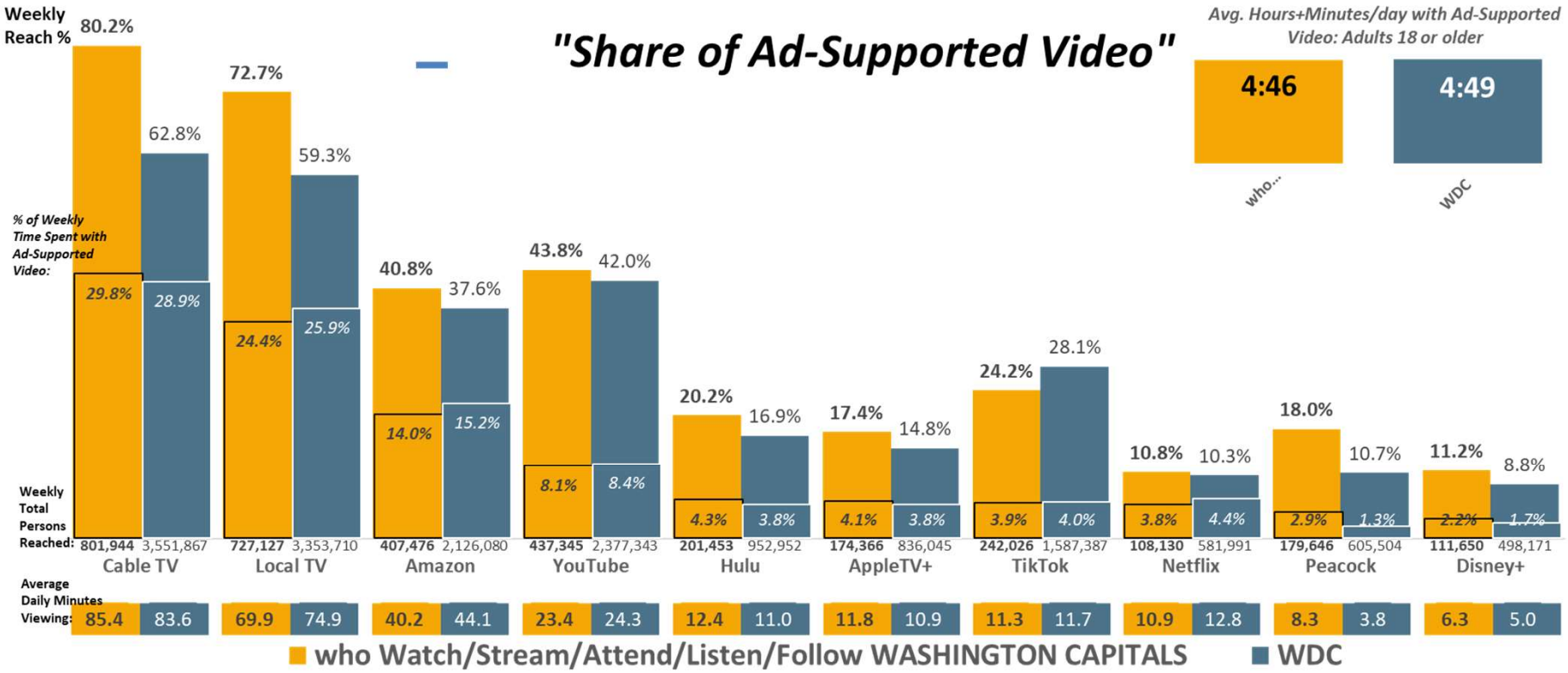
SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,325 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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WDC

727,127 or 72.7% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow WASHINGTON CAPITALS watch Ad-Supported Local TV Stations for an average of 69.9 minutes every day representing 24.4% of all time spent daily with Ad-Supported Video.



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 976 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

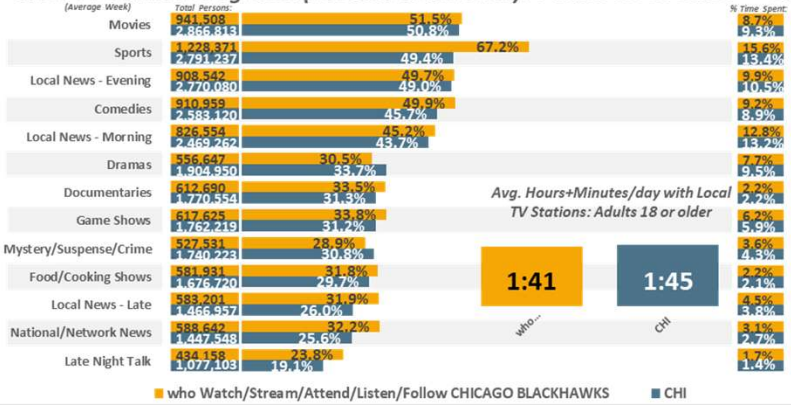
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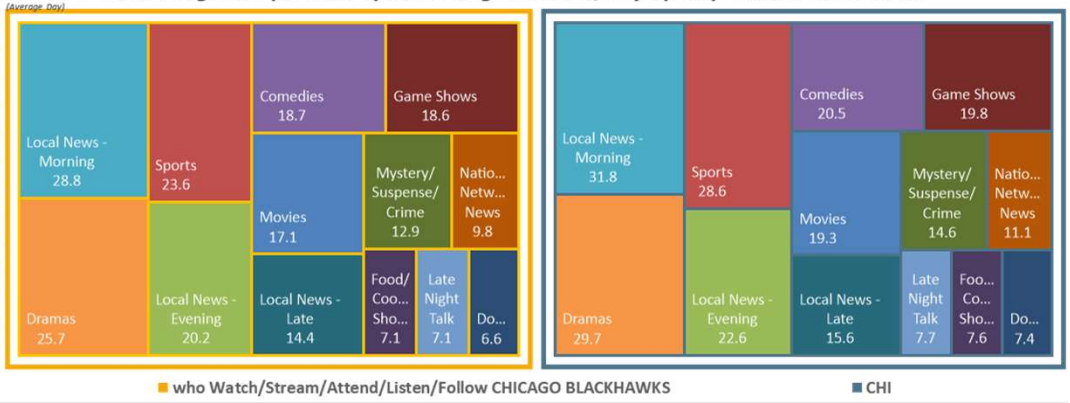
CHI

1,803,922 or 85.6% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow CHICAGO BLACKHAWKS watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Local News - Morning, and Game Shows.

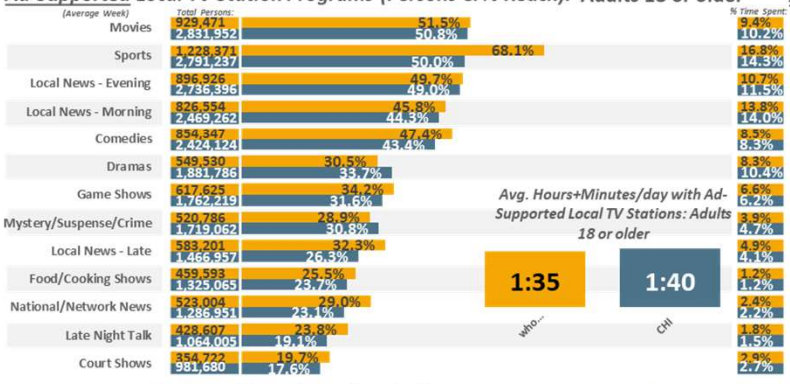
Local TV Station Programs (Persons & % Reach): Adults 18 or older



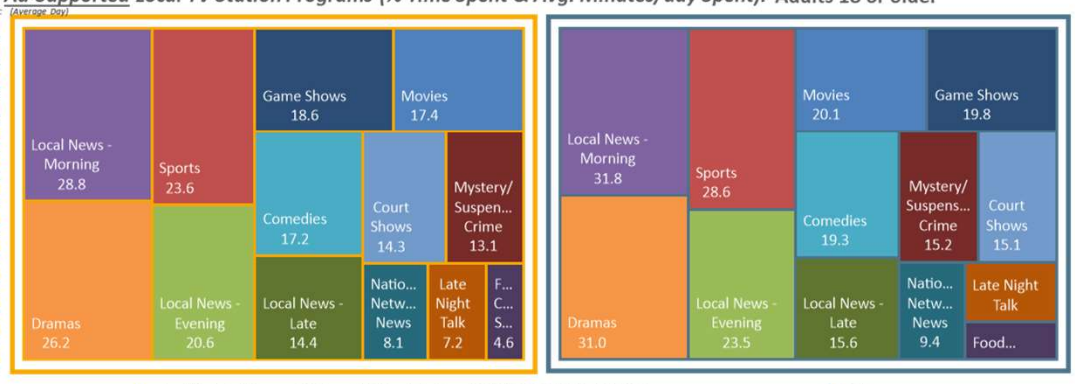
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 966

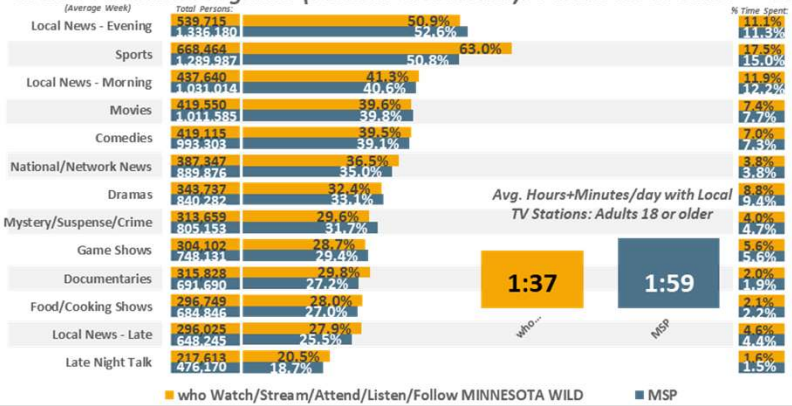
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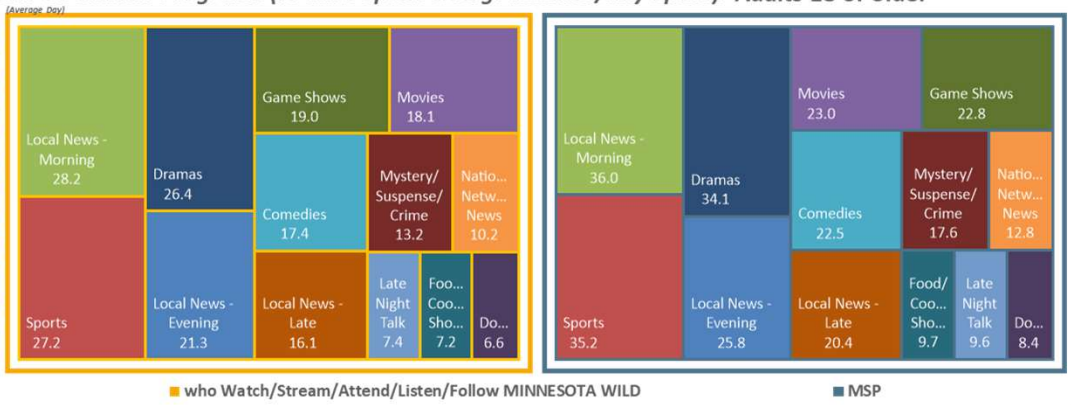
MSP

1,048,761 or 76.1% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow MINNESOTA WILD watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and National/Network News.

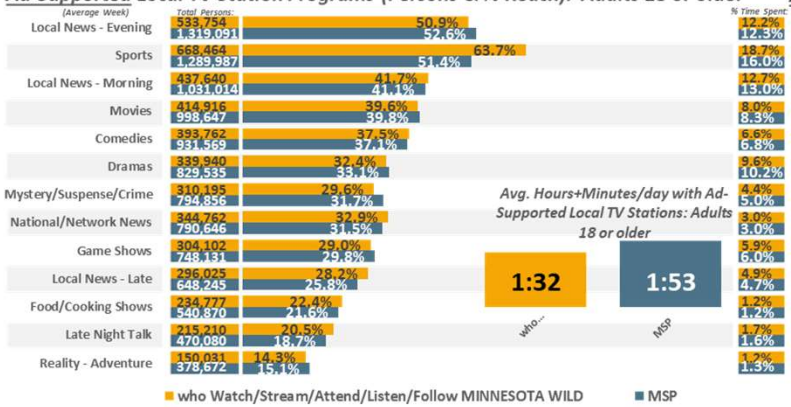
Local TV Station Programs (Persons & % Reach): Adults 18 or older



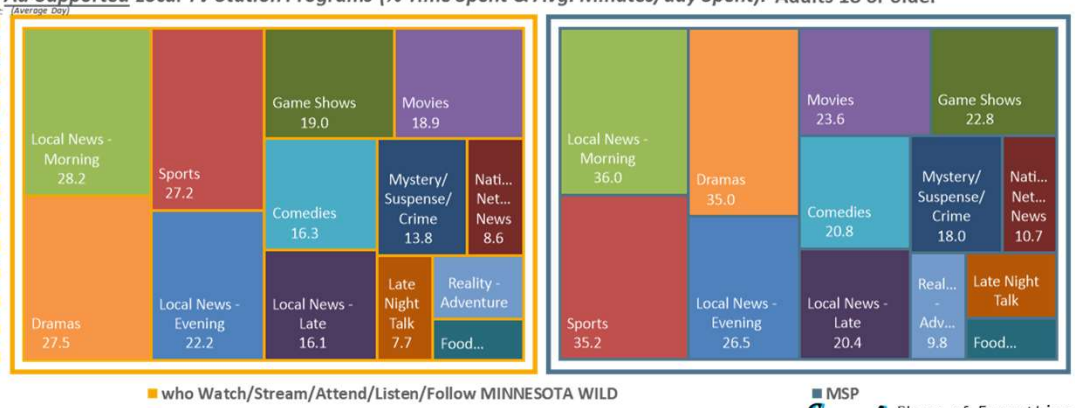
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2024: Jan23-Jan24 Qual Intab 685

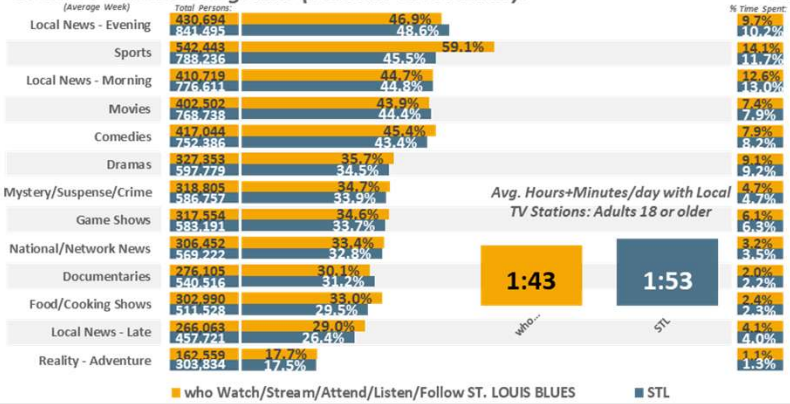
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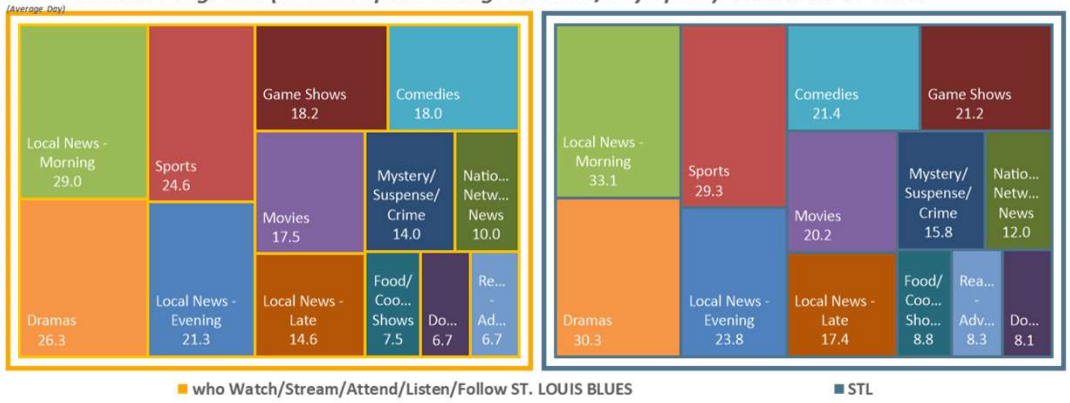
STL

901,669 or 79.% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow ST. LOUIS BLUES watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and Dramas.

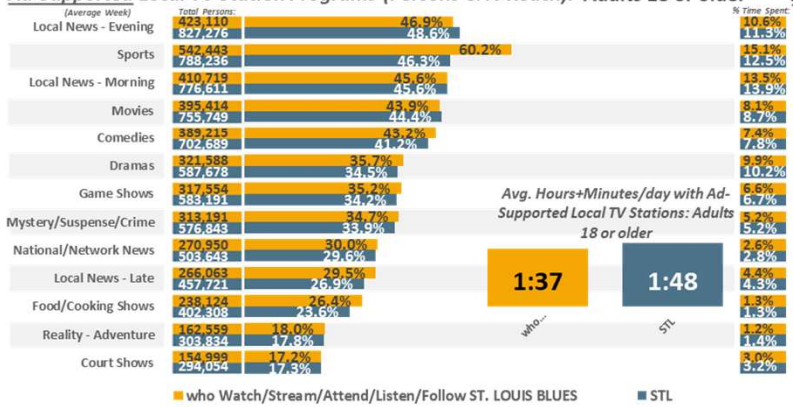
Local TV Station Programs (Persons & % Reach): Adults 18 or older



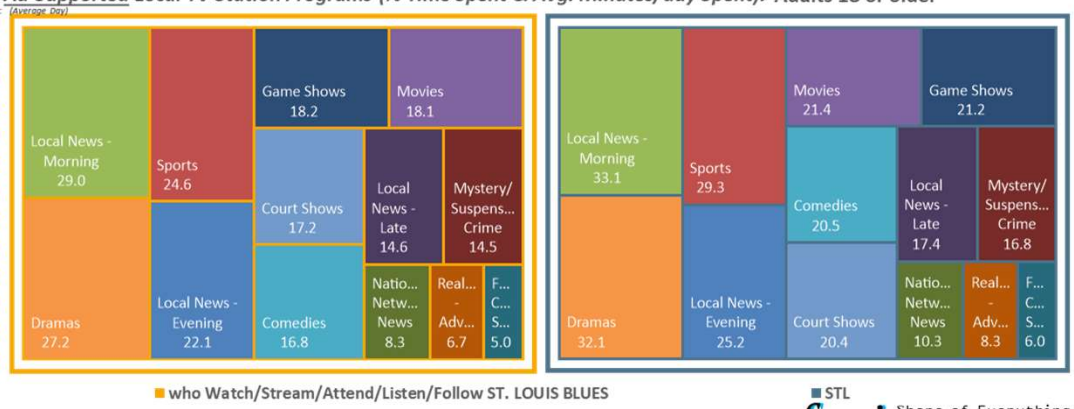
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 920

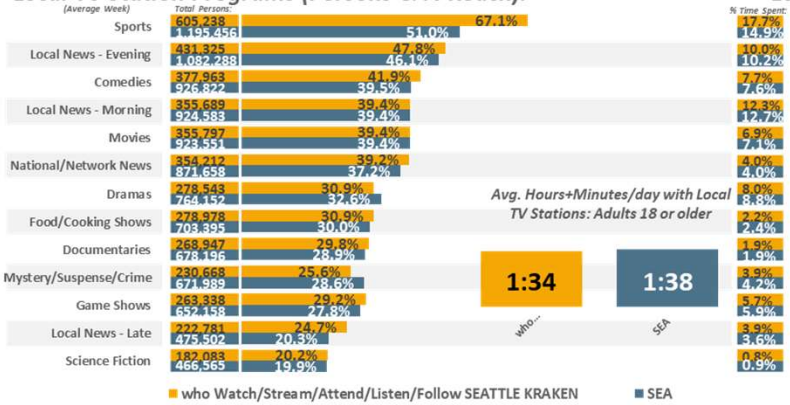
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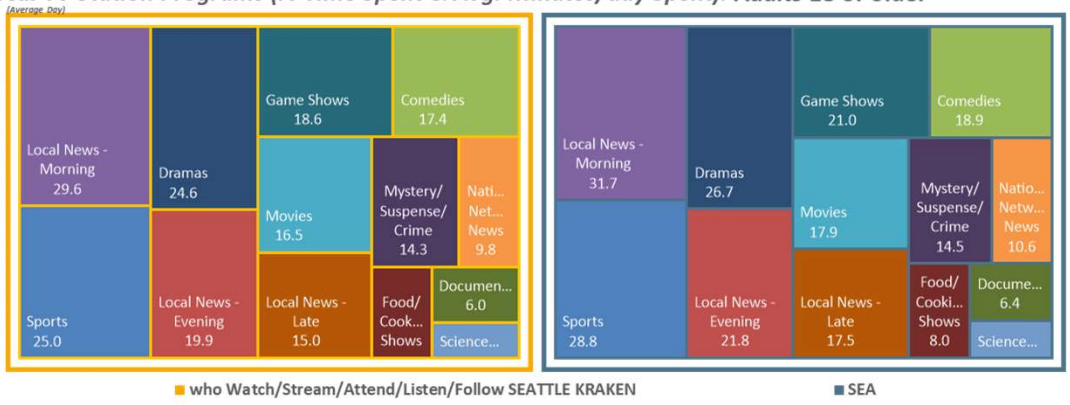
SEA

892,128 or 63.9% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow SEATTLE KRAKEN watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and National/Network News.

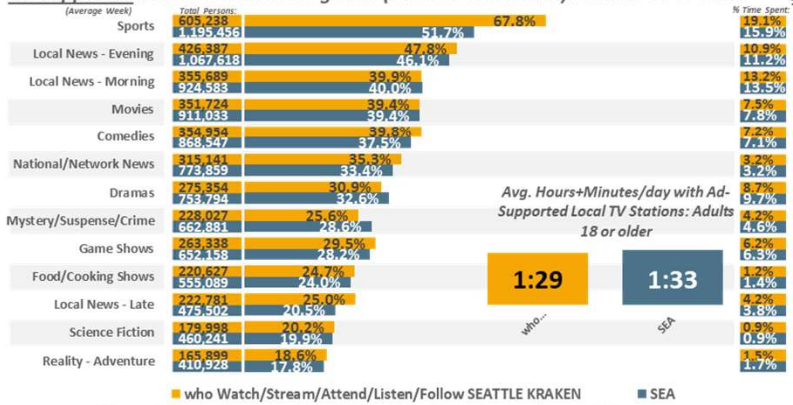
Local TV Station Programs (Persons & % Reach): Adults 18 or older



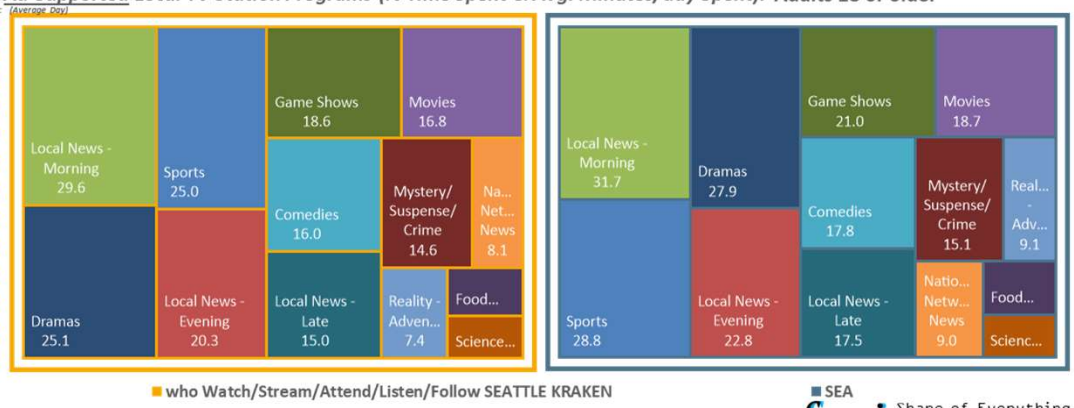
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,325

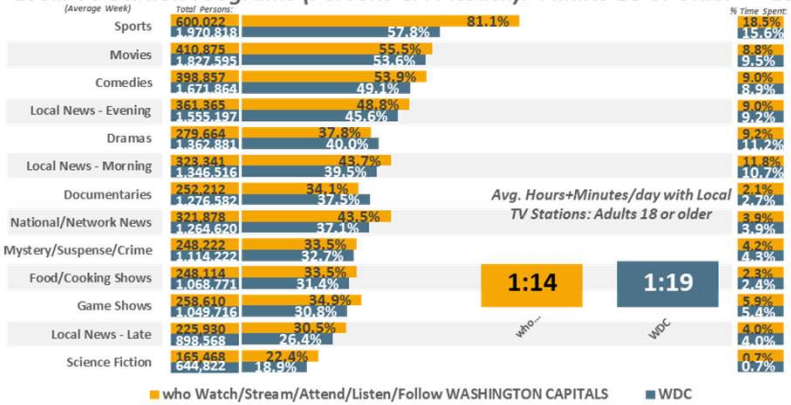
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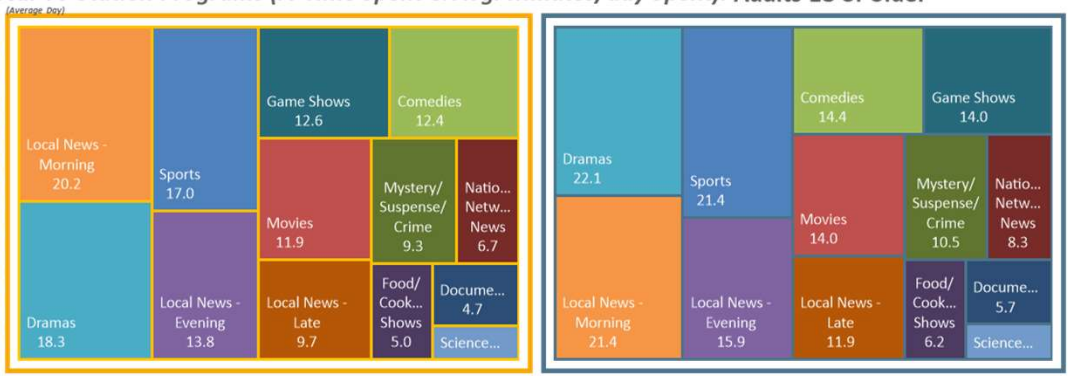
WDC

727,127 or 72.7% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow WASHINGTON CAPITALS watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Evening, Local News - Morning, and National/Network News.

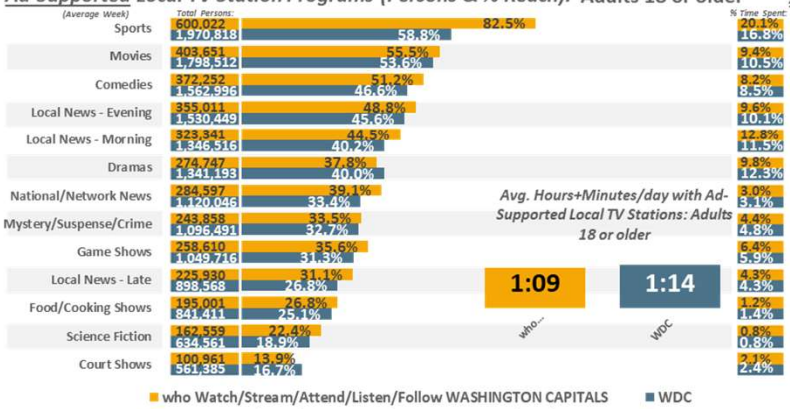
Local TV Station Programs (Persons & % Reach): Adults 18 or older



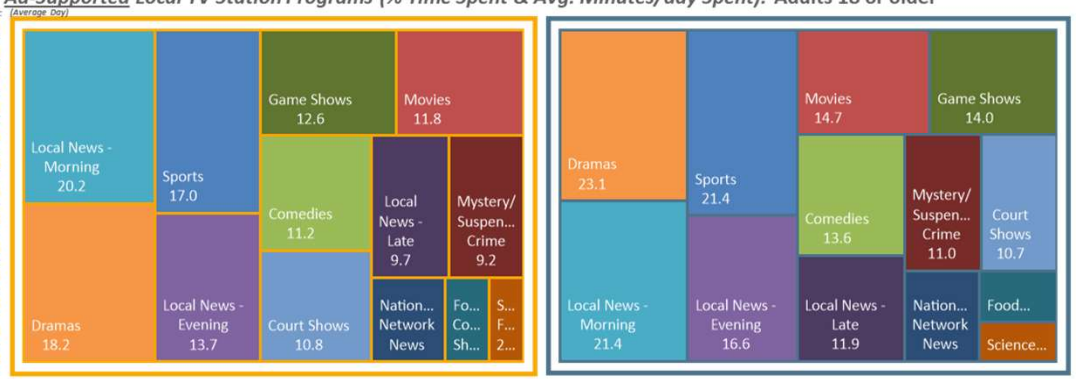
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 976

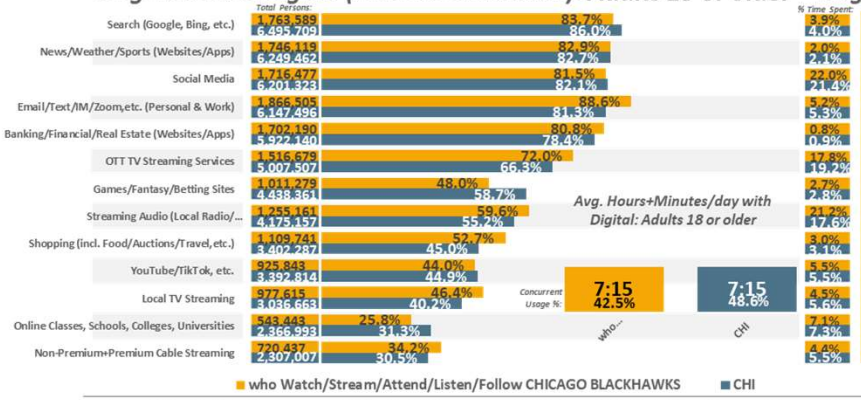
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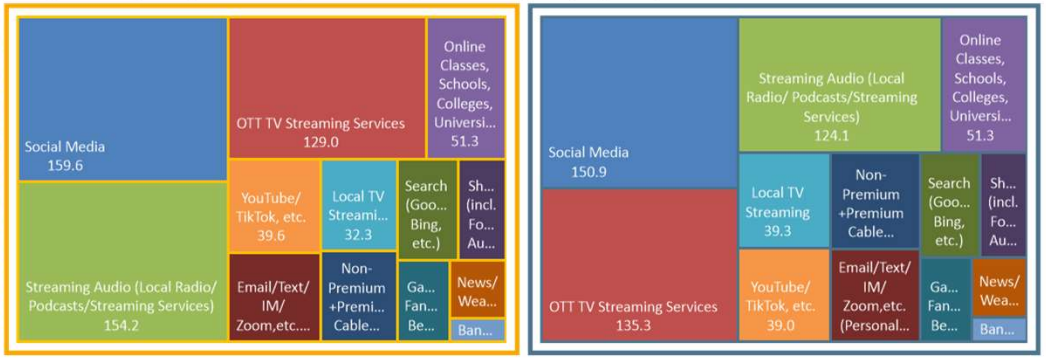
CHI

1,561,191 or 74.1% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow CHICAGO BLACKHAWKS use Ad-Supported Social Media for an average of 145.2 minutes every day representing 26.8% of all time spent daily with Ad-Supported Digital Media.

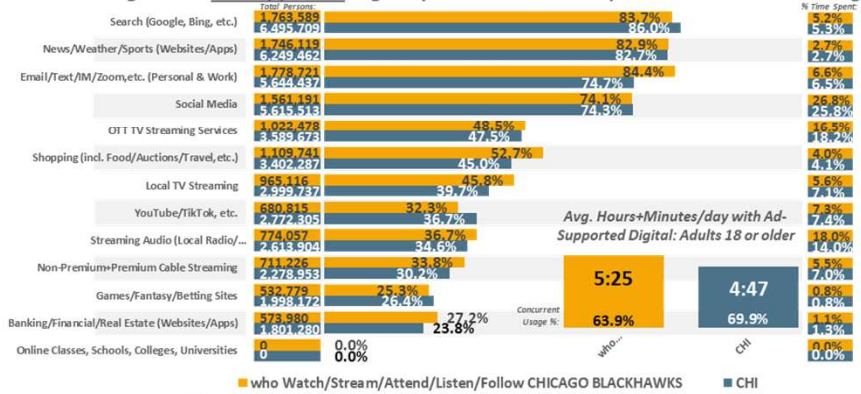
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



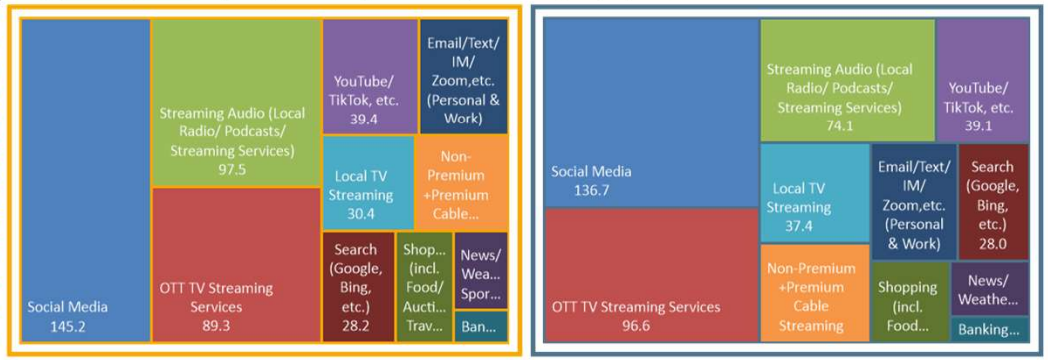
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 966

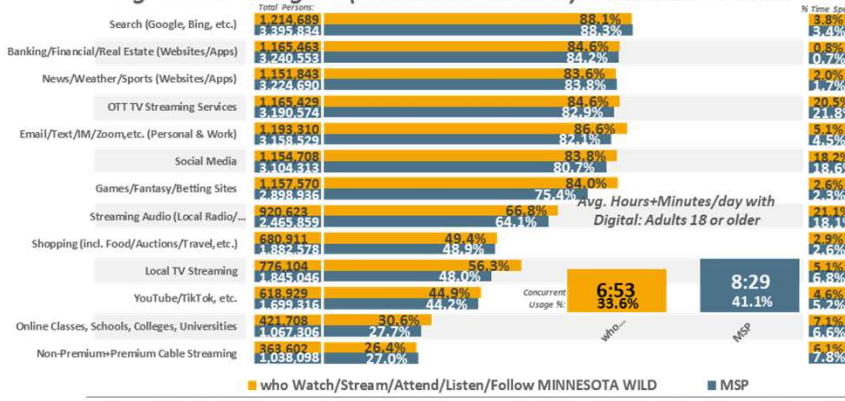
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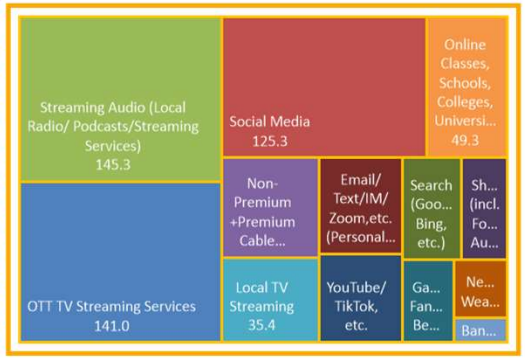
MSP

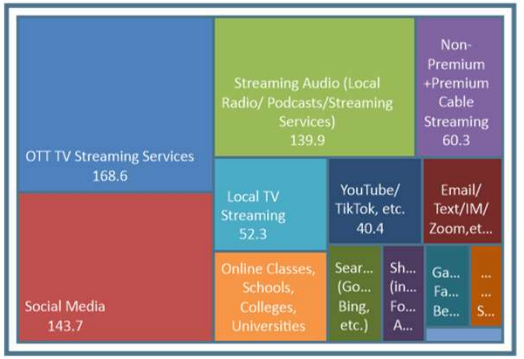
1,014,523 or 73.6% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow MINNESOTA WILD use Ad-Supported Social Media for an average of 110.1 minutes every day representing 22.4% of all time spent daily with Ad-Supported Digital Media.

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

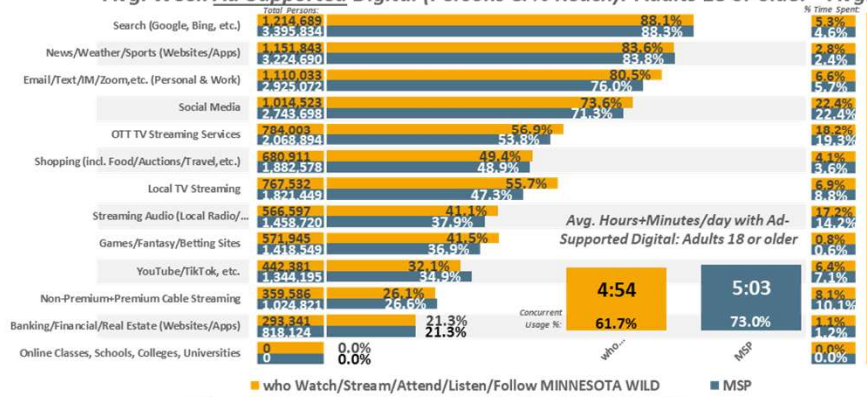


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

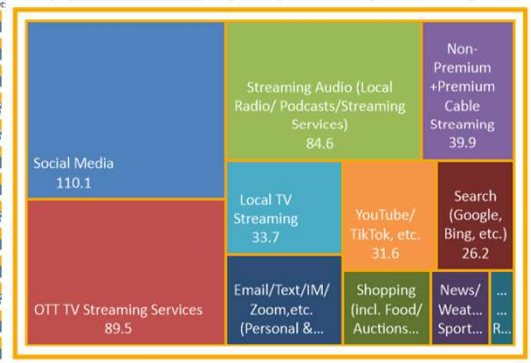


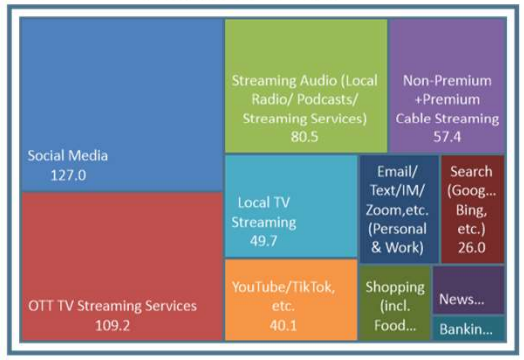


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 685

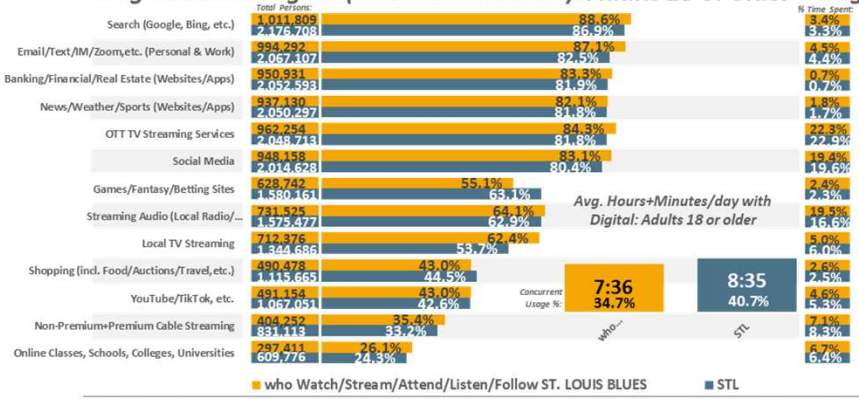
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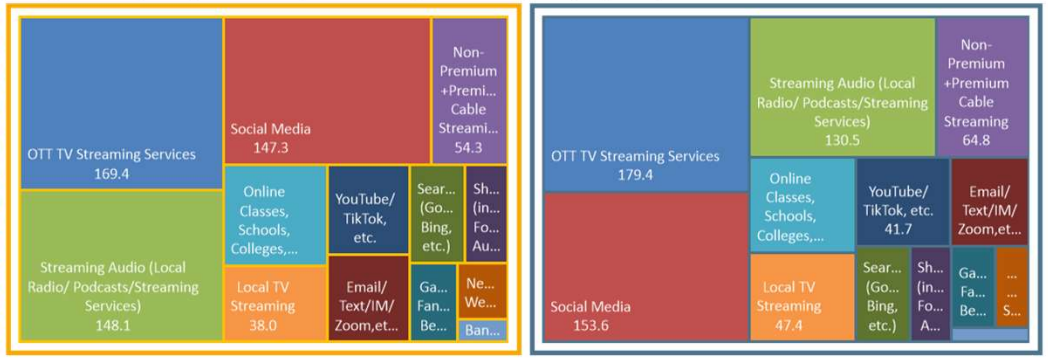
STL

829,700 or 72.7% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow ST. LOUIS BLUES use Ad-Supported Social Media for an average of 128.9 minutes every day representing 23.3% of all time spent daily with Ad-Supported Digital Media.

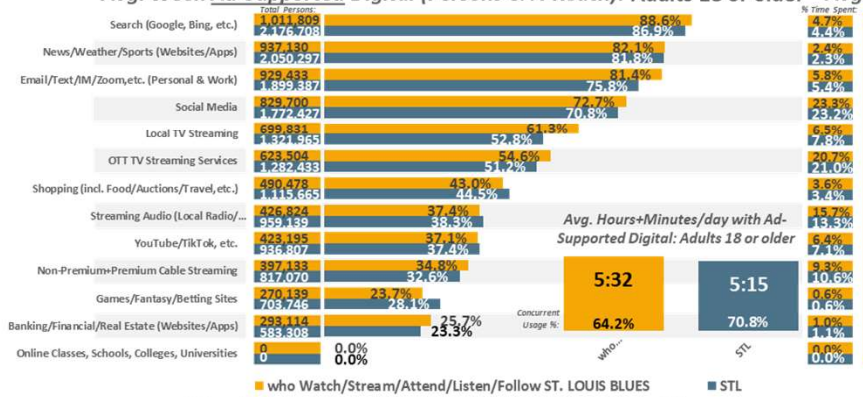
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



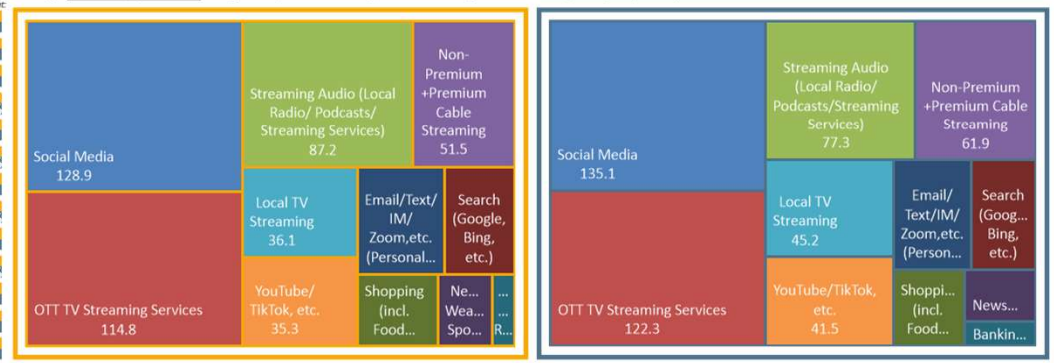
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 920

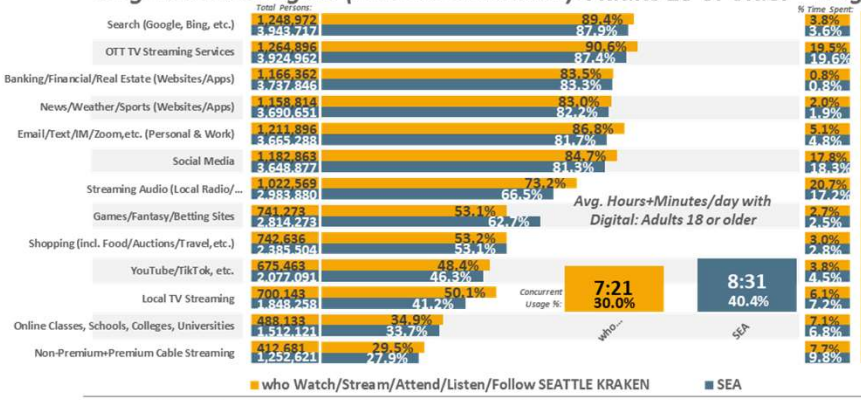
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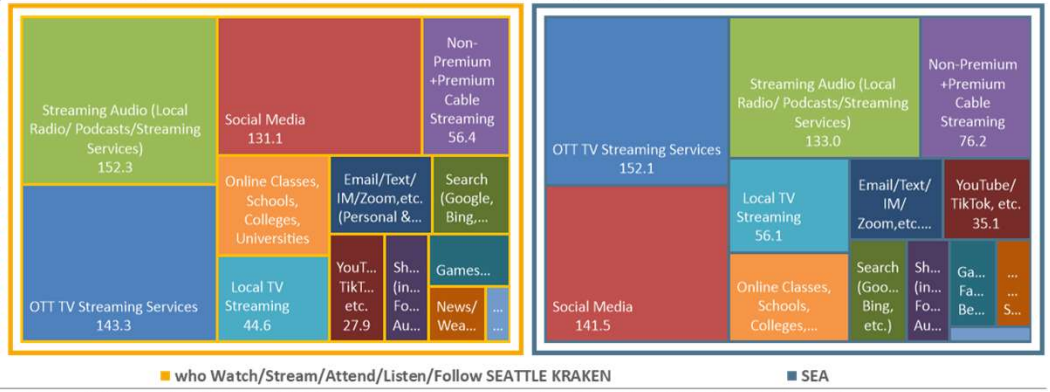
SEA

1,007,951 or 72.2% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow SEATTLE KRAKEN use Ad-Supported Social Media for an average of 111.7 minutes every day representing 20.8% of all time spent daily with Ad-Supported Digital Media.

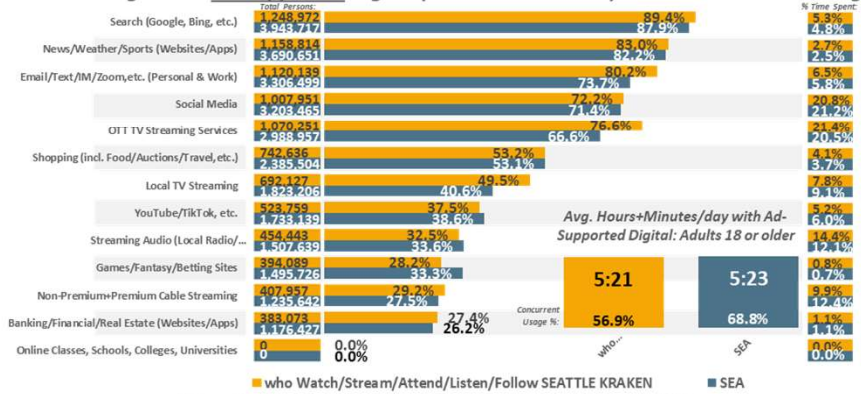
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



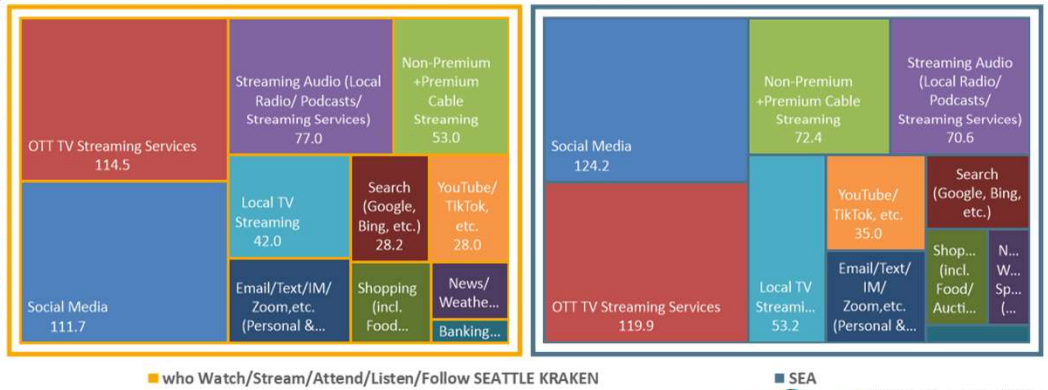
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,325

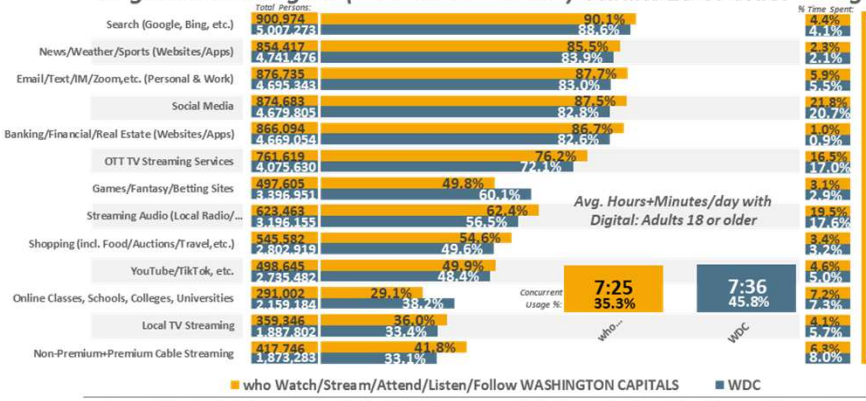
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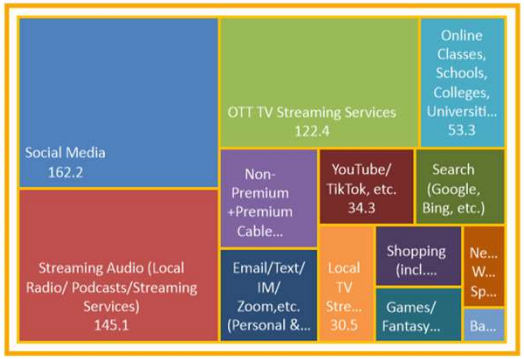
WDC

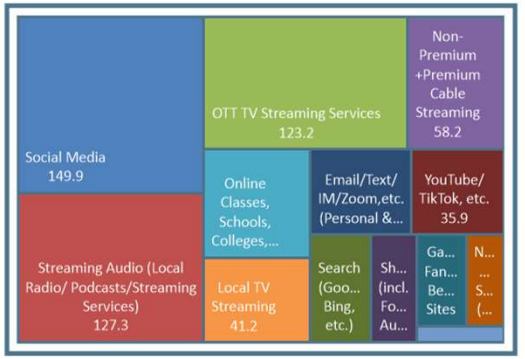
771,095 or 77.1% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow WASHINGTON CAPITALS use Ad-Supported Social Media for an average of 143. minutes every day representing 26.% of all time spent daily with Ad-Supported Digital Media.

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

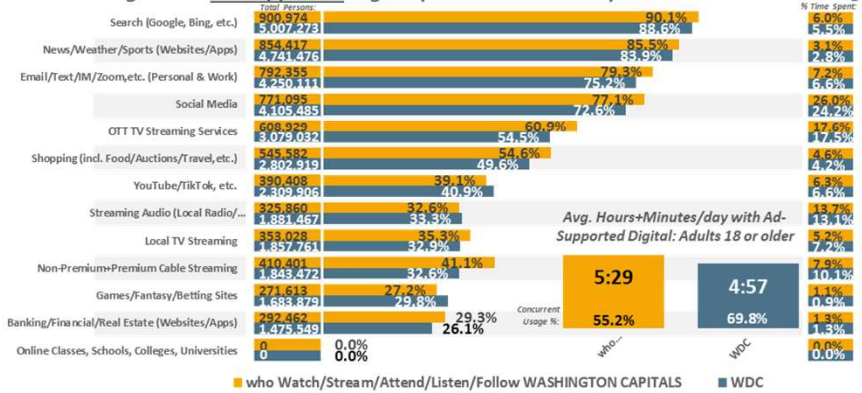


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

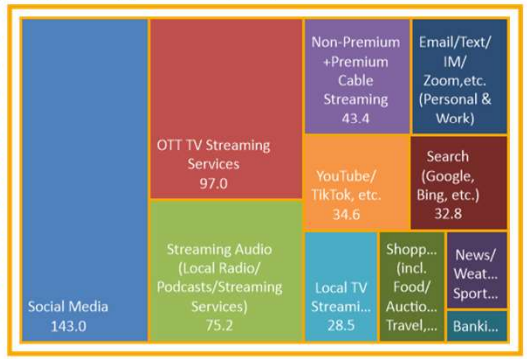


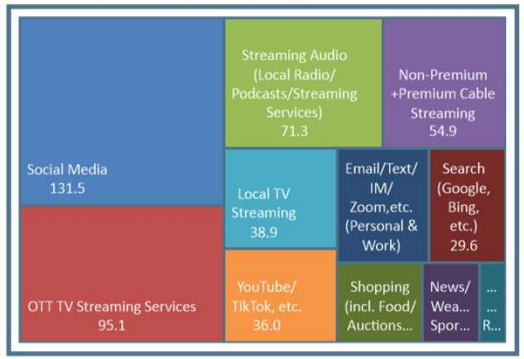


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 976

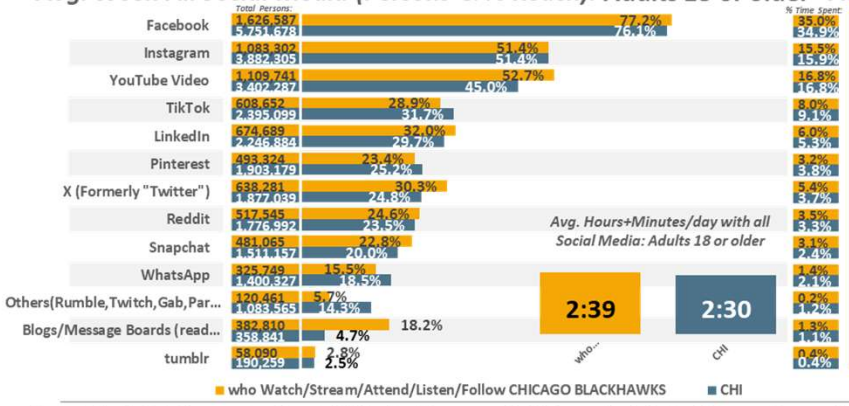
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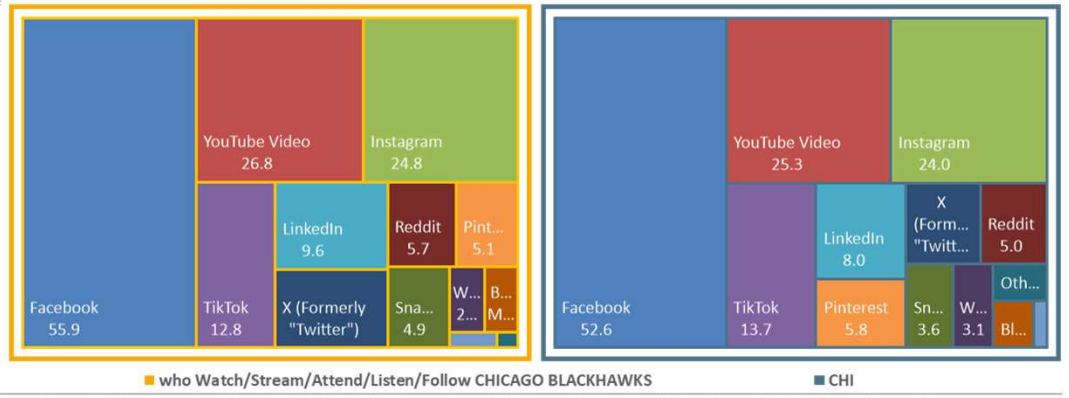
CHI

1,561,191 or 74.1% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow CHICAGO BLACKHAWKS use Ad-Supported Facebook for an average of 51.3 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.

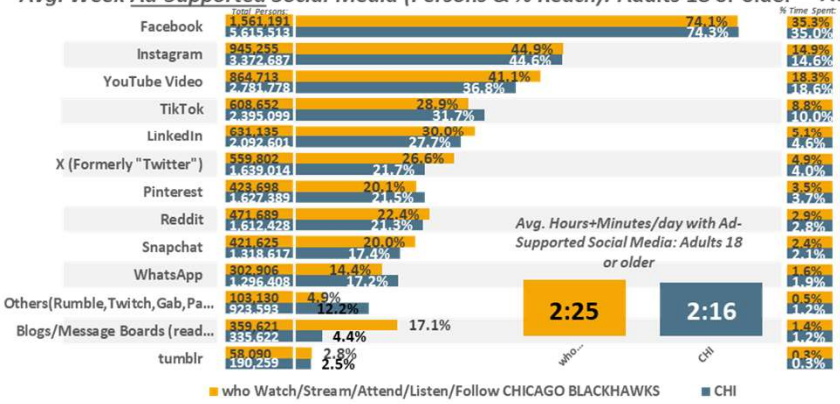
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



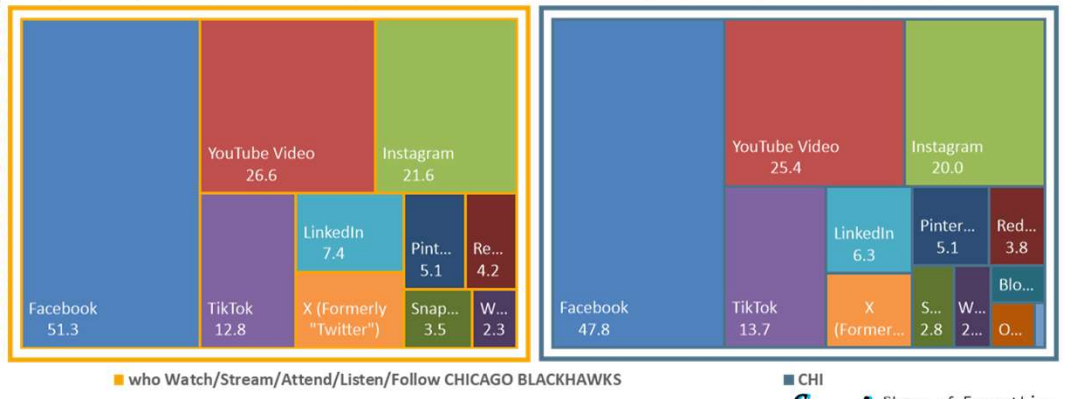
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 966

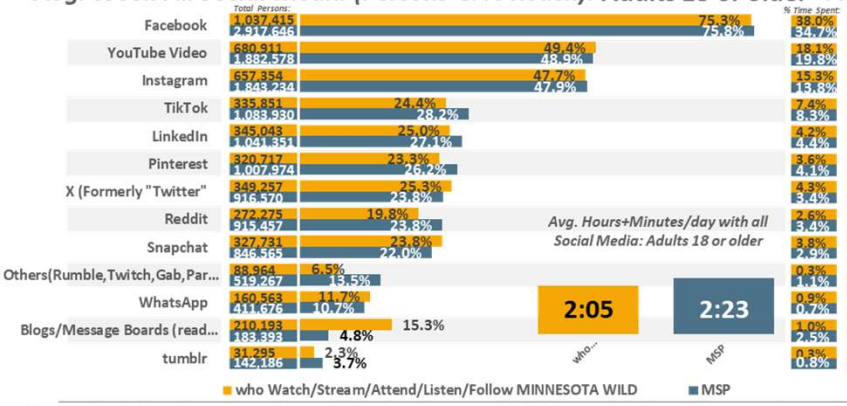
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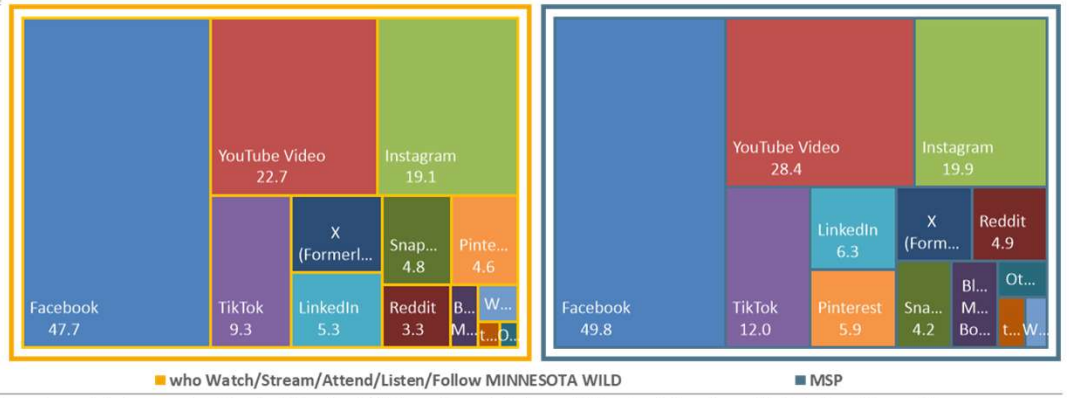
MSP

1,014,523 or 73.6% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow MINNESOTA WILD use Ad-Supported Facebook for an average of 41. minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.

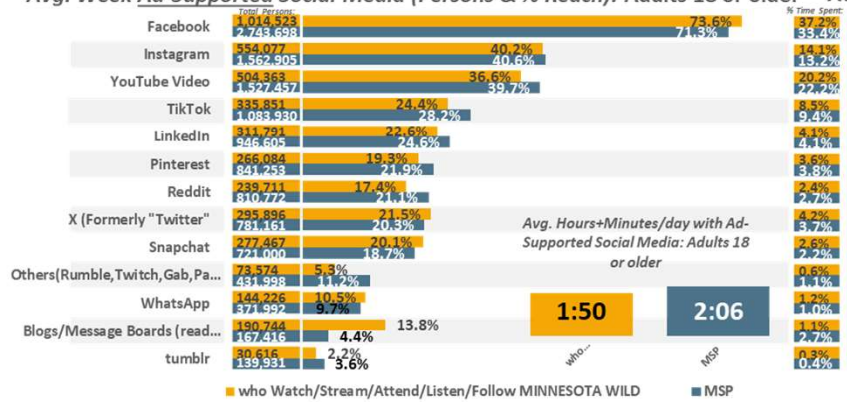
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



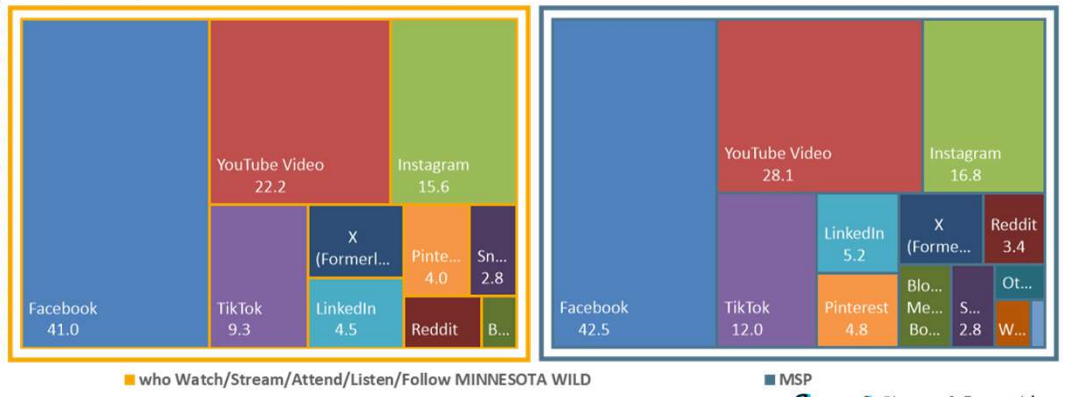
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 685

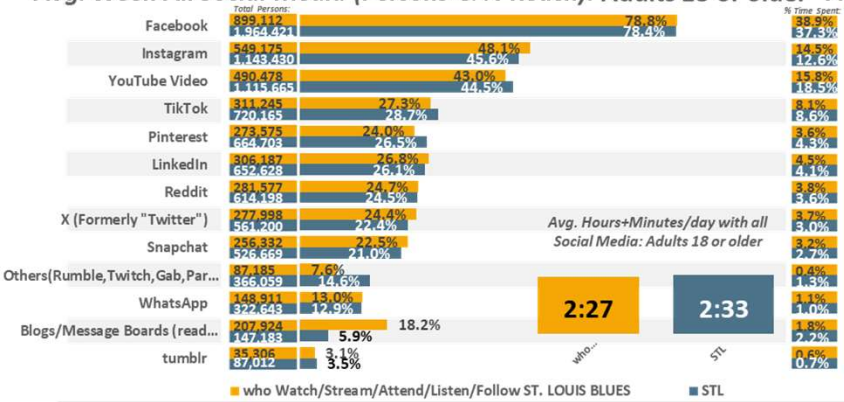
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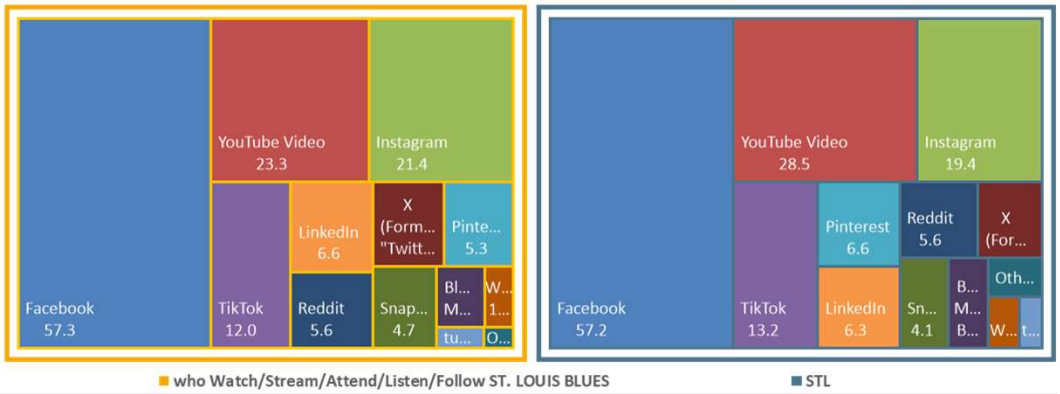
STL

829,700 or 72.7% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow ST. LOUIS BLUES use Ad-Supported Facebook for an average of 47.3 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.

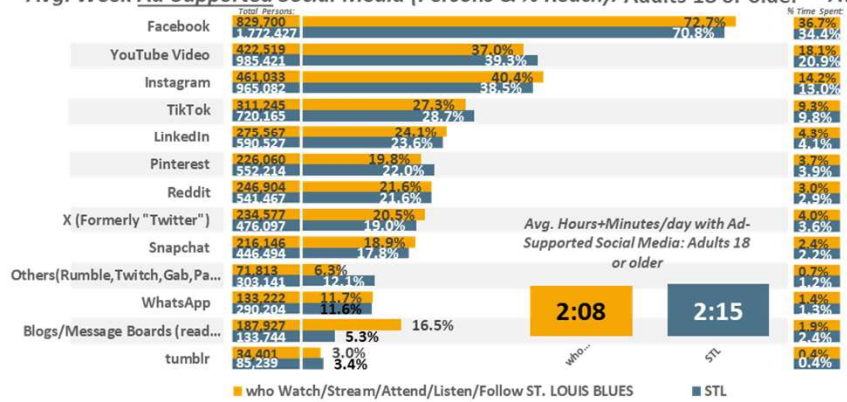
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



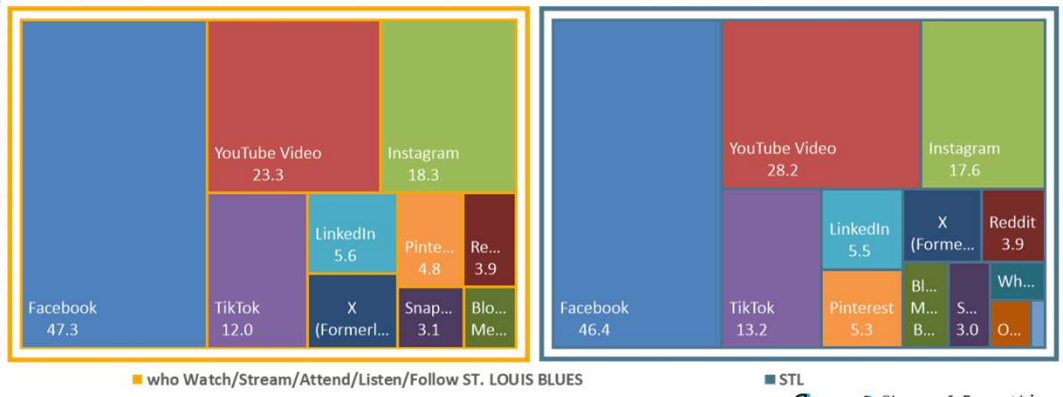
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 920

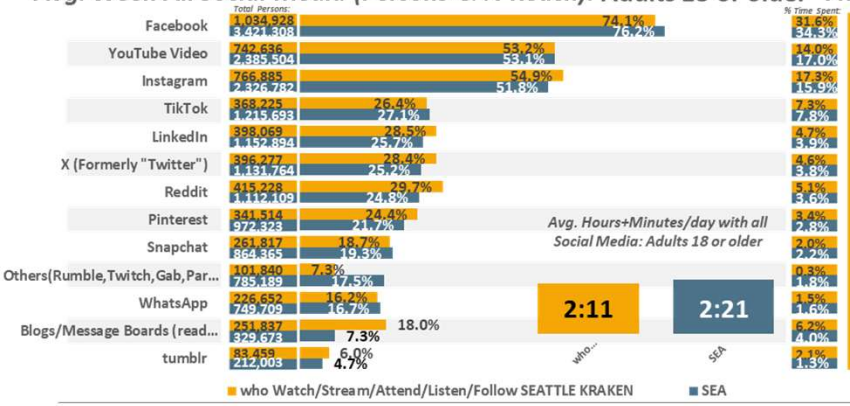
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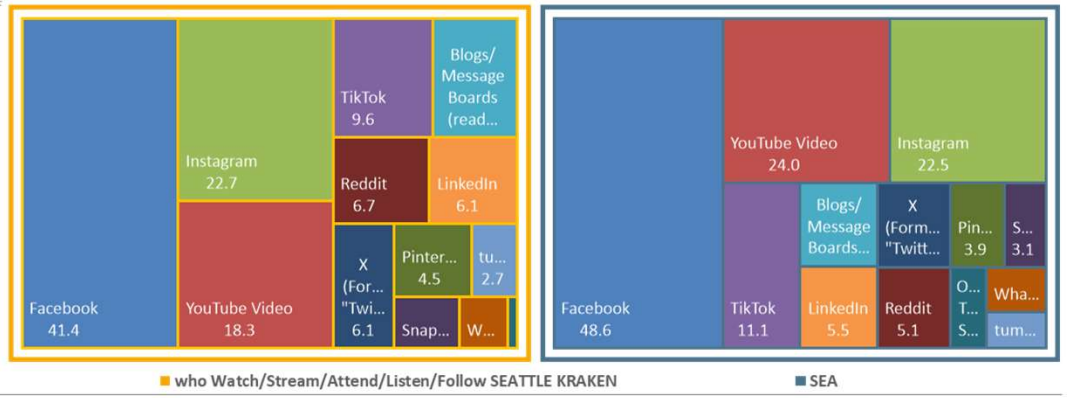
SEA

1,007,951 or 72.2% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow SEATTLE KRAKEN use Ad-Supported Facebook for an average of 37.9 minutes every day representing 33.9% of all time spent daily with Ad-Supported Social Media.

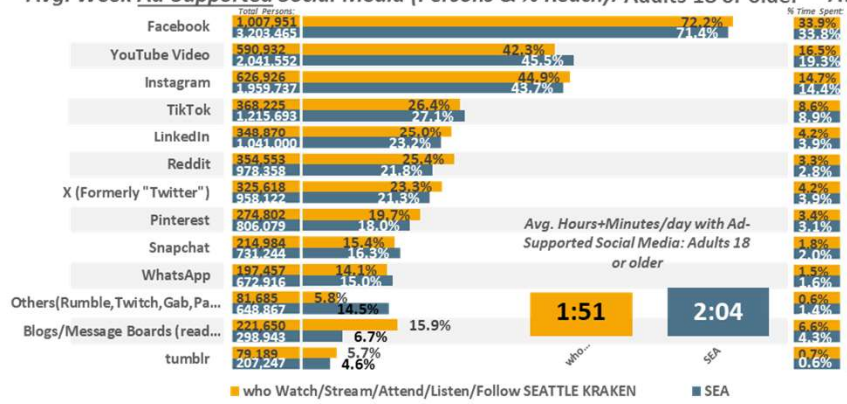
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



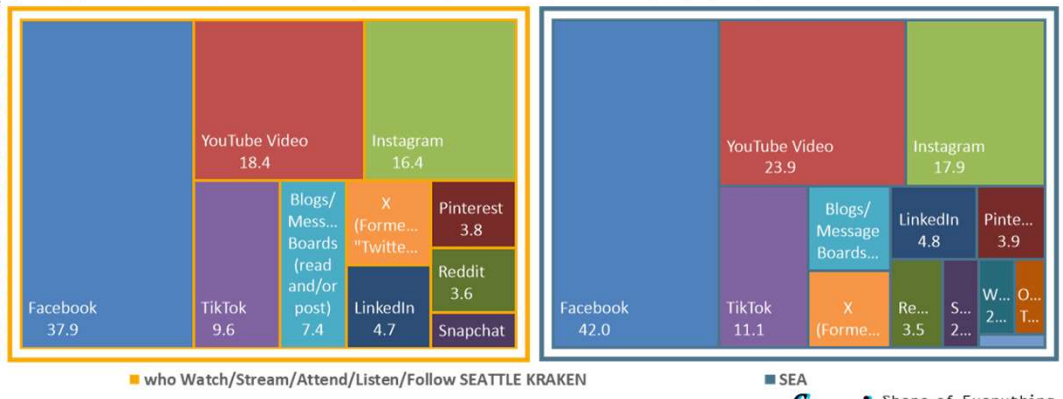
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,325

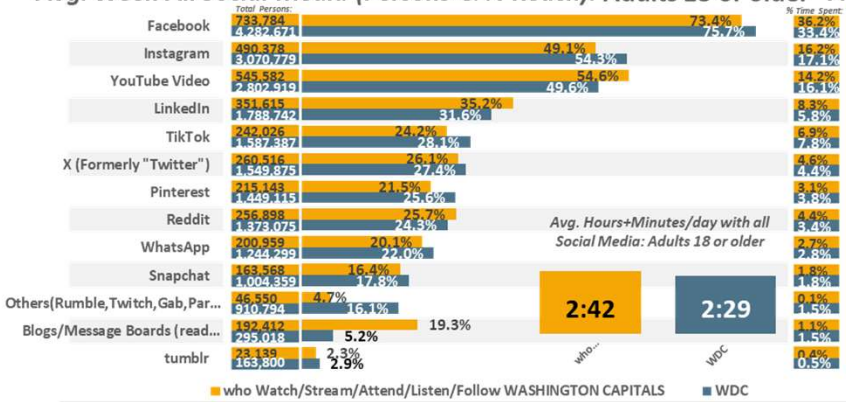
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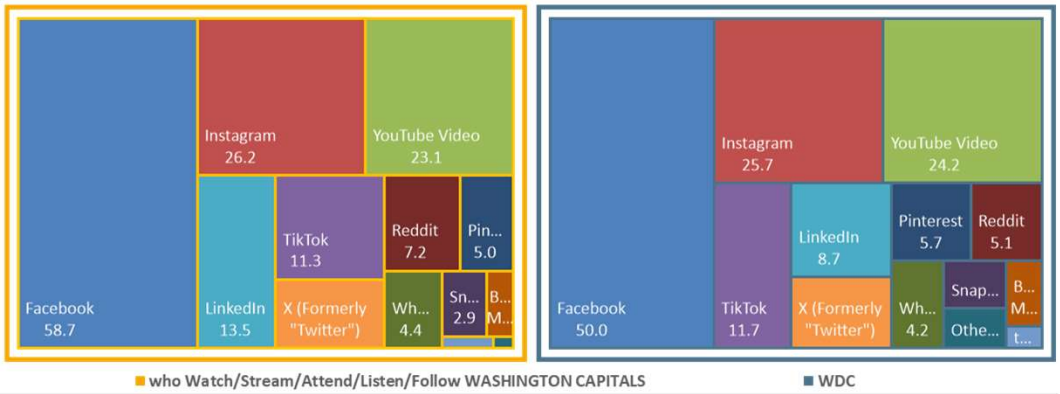
WDC

733,784 or 73.4% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow WASHINGTON CAPITALS use Ad-Supported Facebook for an average of 54.4 minutes every day representing 38.% of all time spent daily with Ad-Supported Social Media.

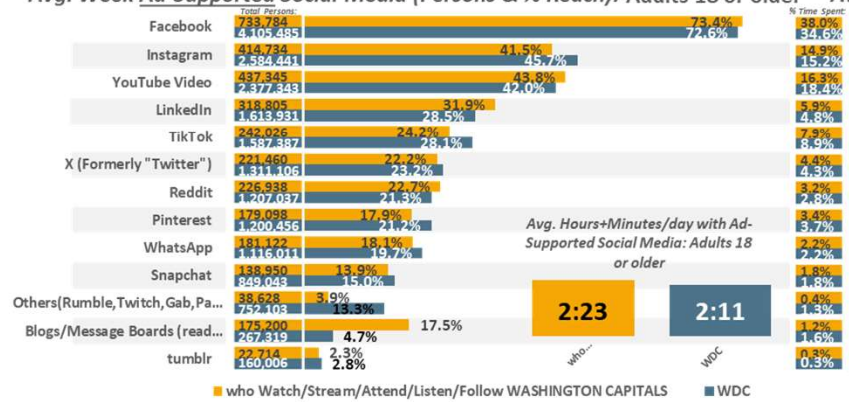
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



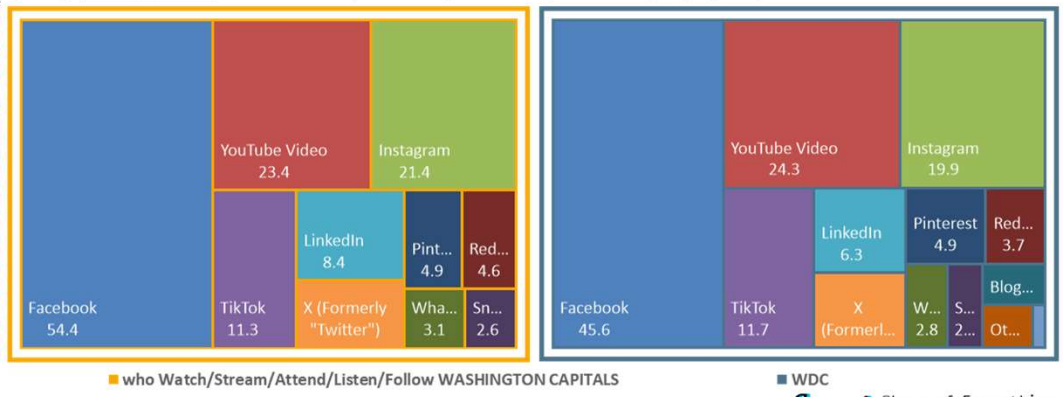
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



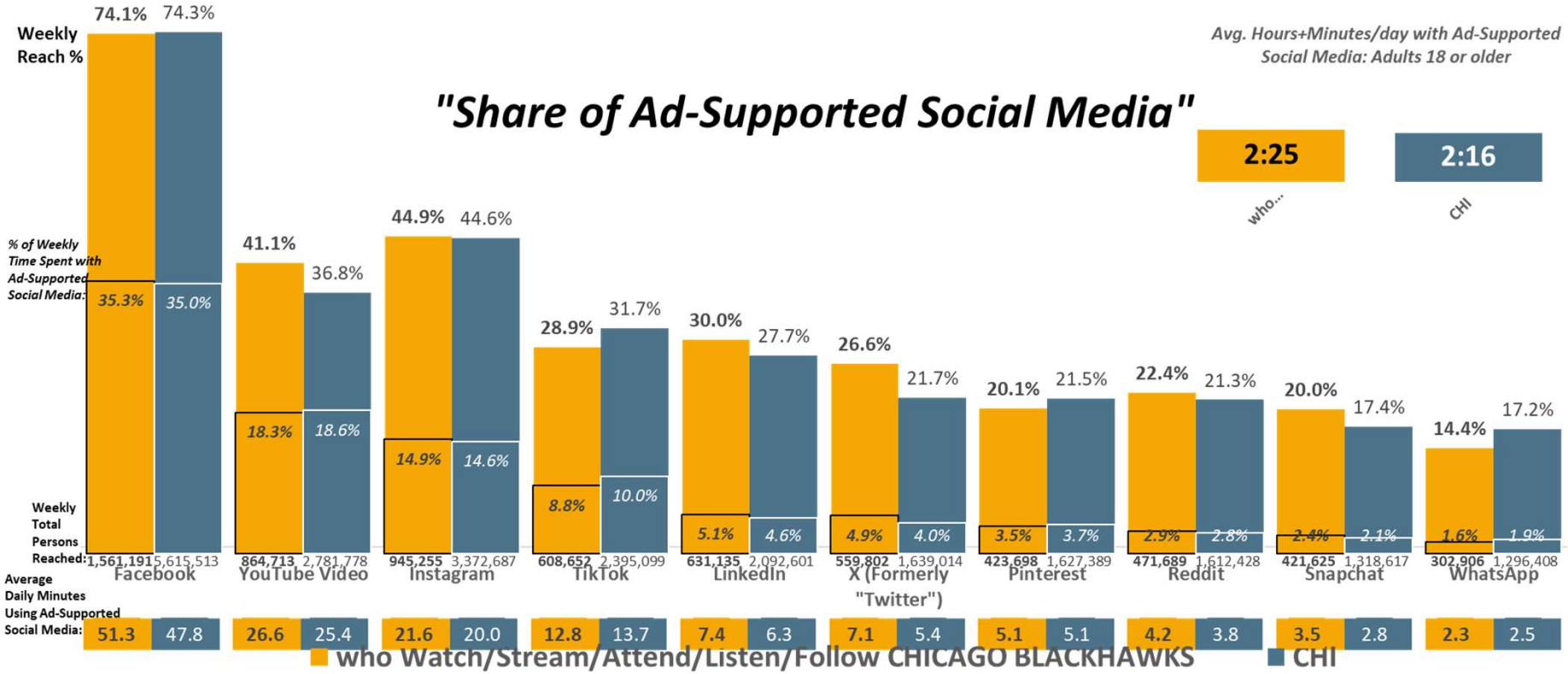
WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 976

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CHI

1,561,191 or 74.1% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow CHICAGO BLACKHAWKS use Ad-Supported Facebook for an average of 51.3 minutes every day representing 35.3% of all time spent daily with Ad-Supported Social Media.



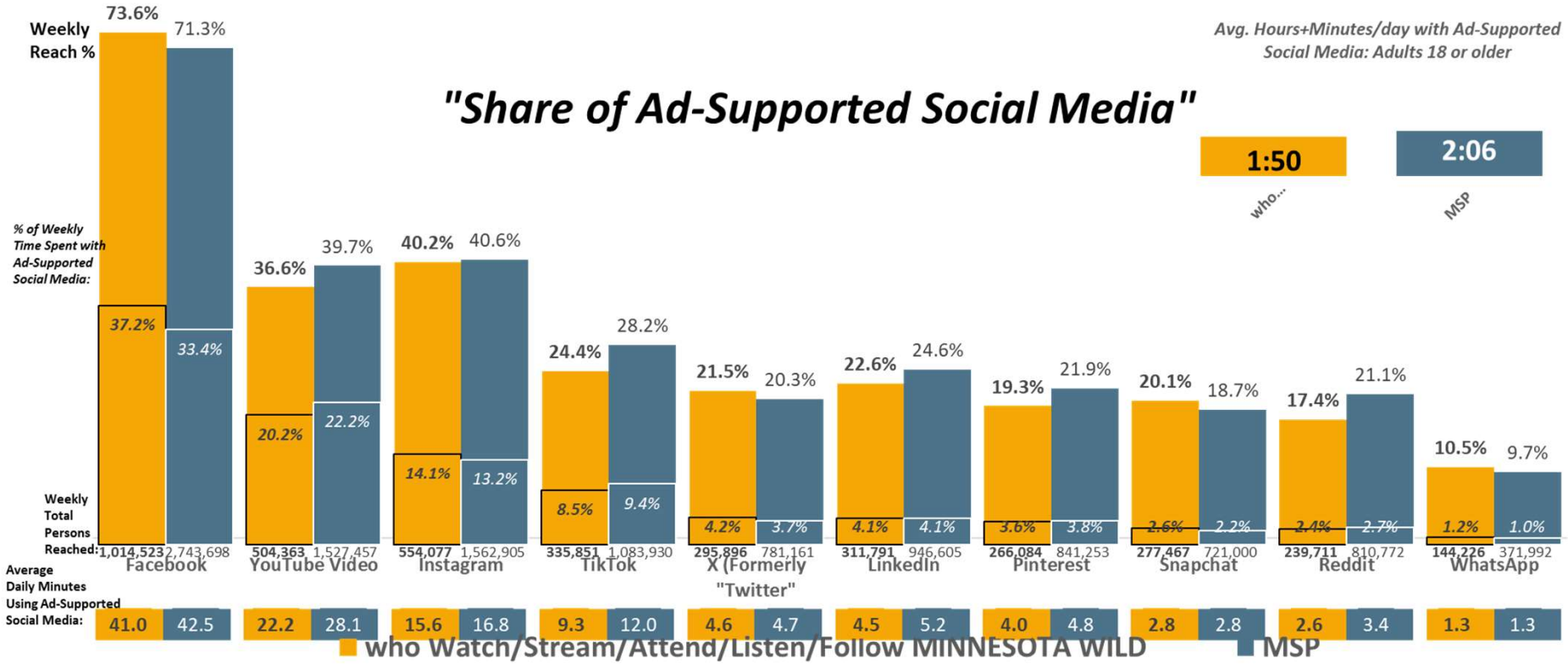
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 966 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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MSP

1,014,523 or 73.6% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow MINNESOTA WILD use Ad-Supported Facebook for an average of 41. minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.

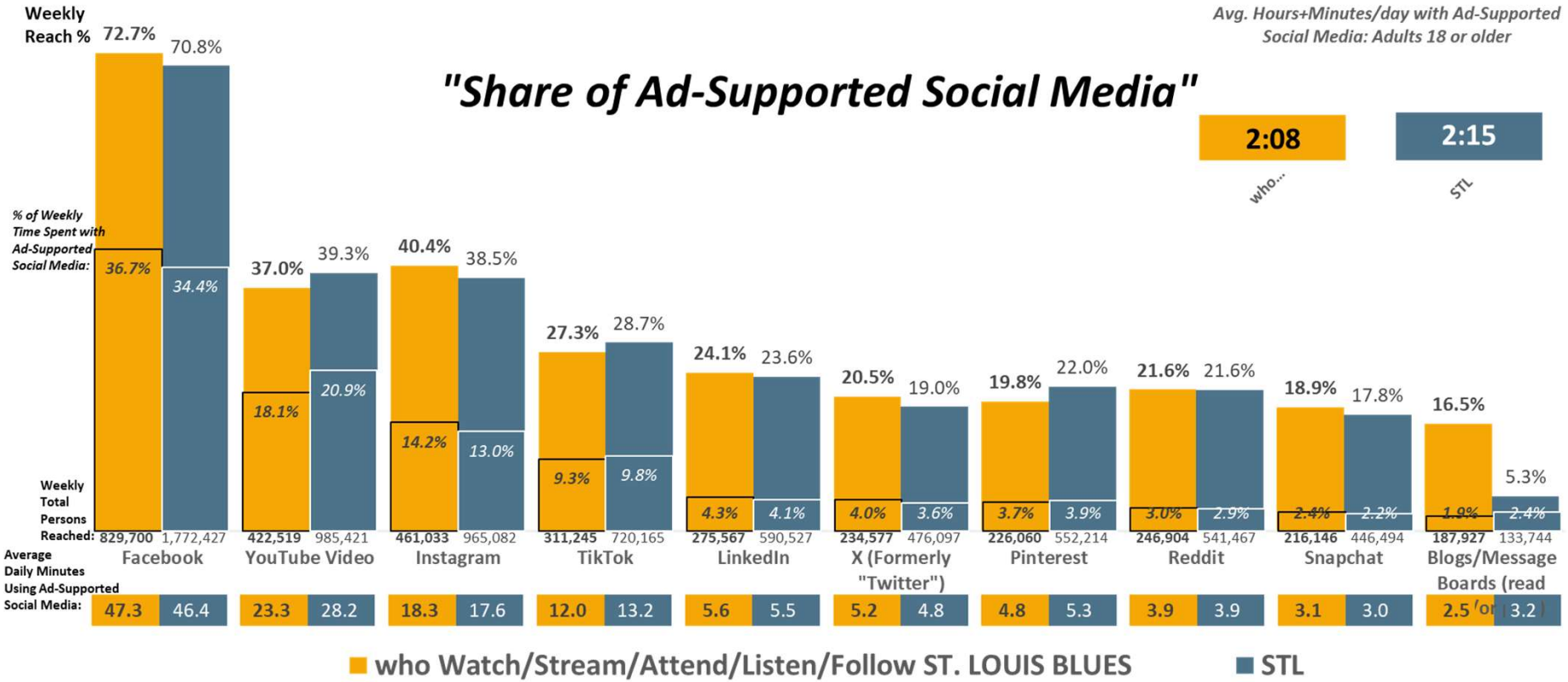


MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 685 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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829,700 or 72.7% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow ST. LOUIS BLUES use Ad-Supported Facebook for an average of 47.3 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.



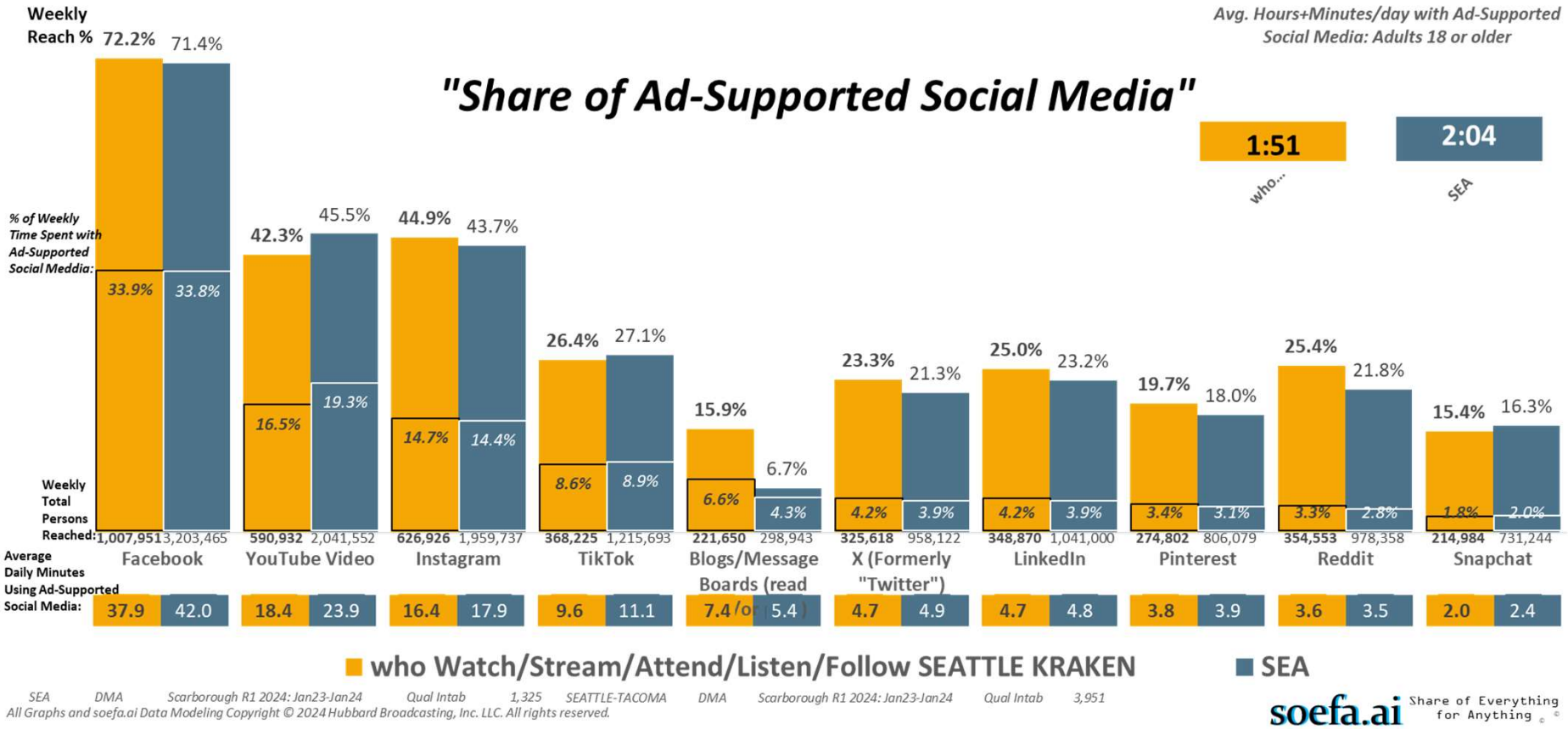
STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 920 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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SEA

1,007,951 or 72.2% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow SEATTLE KRAKEN use Ad-Supported Facebook for an average of 37.9 minutes every day representing 33.9% of all time spent daily with Ad-Supported Social Media.



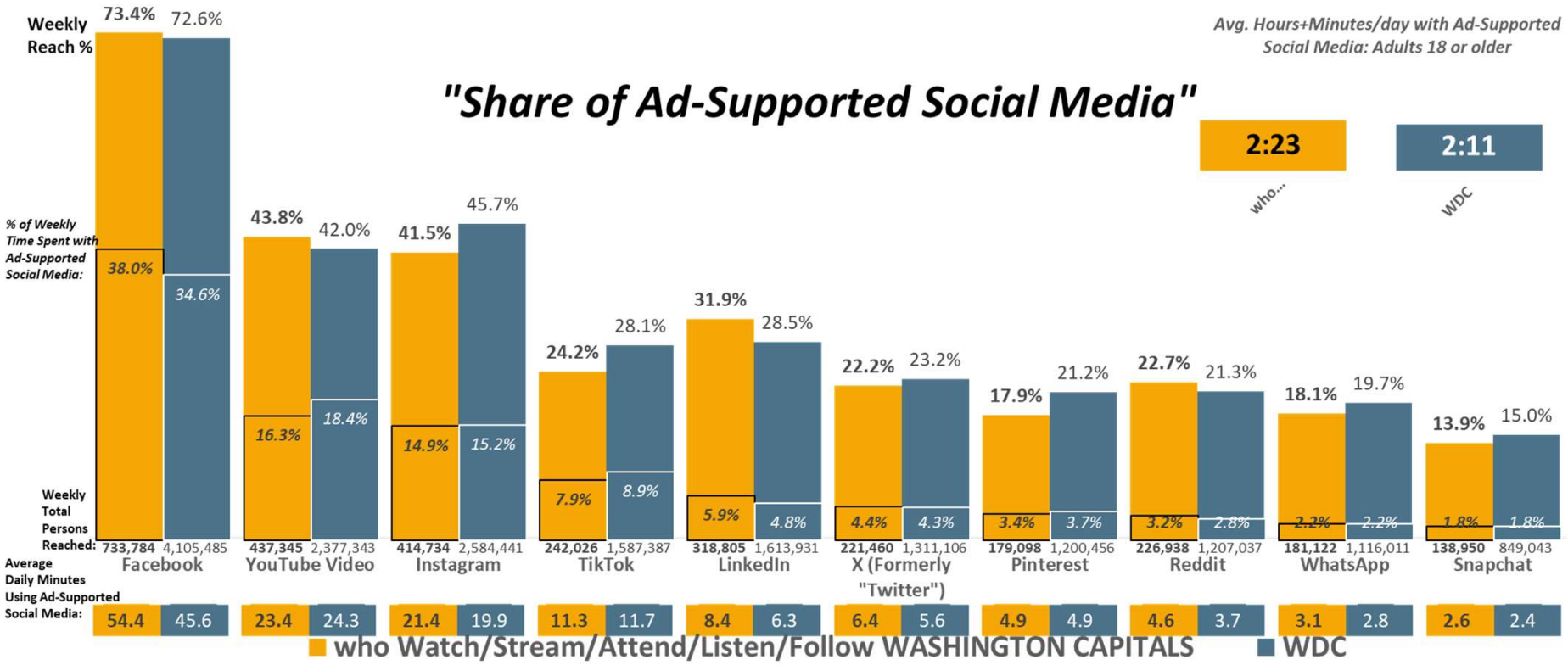
SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,325 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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WDC

733,784 or 73.4% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow WASHINGTON CAPITALS use Ad-Supported Facebook for an average of 54.4 minutes every day representing 38.% of all time spent daily with Ad-Supported Social Media.



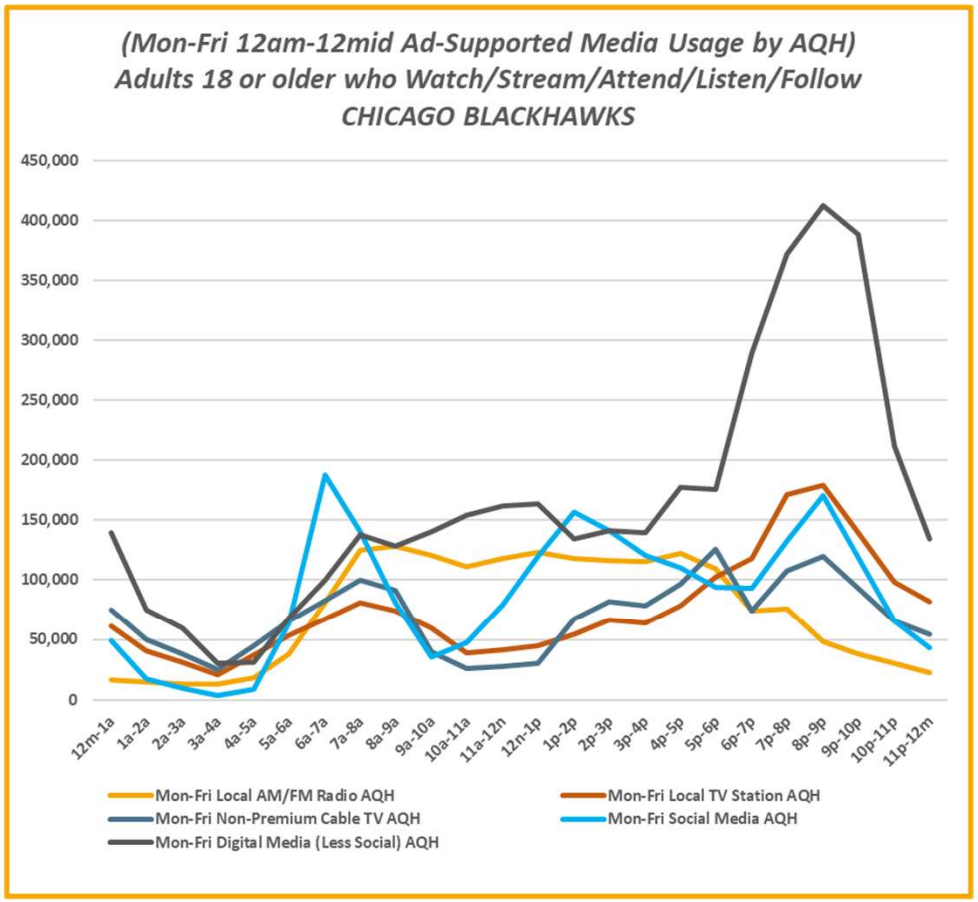
WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 976 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

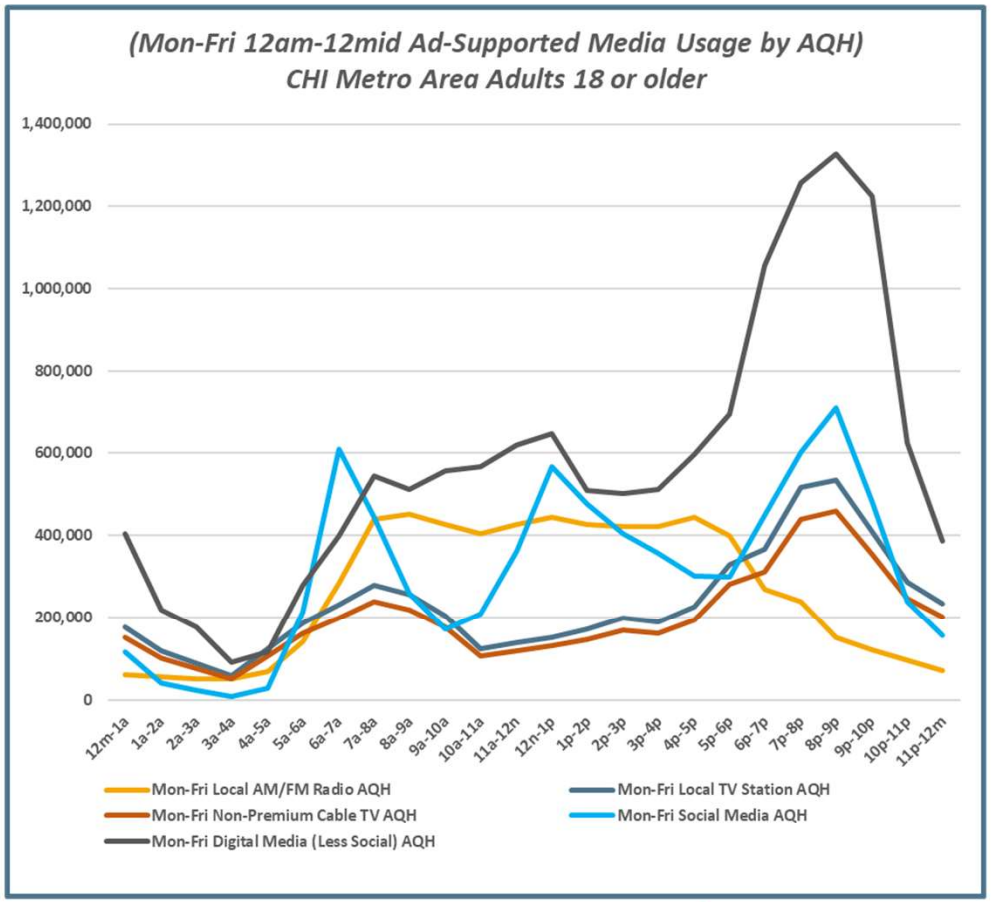
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CHI

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 157,386; Local Radio: 112,586; Social Media: 108,275; Non-Prem. Cable: 70,760; Local TV: 68,462 reaching Adults 18 or older who Watch/Stream/Attend/Listen/Follow CHICAGO





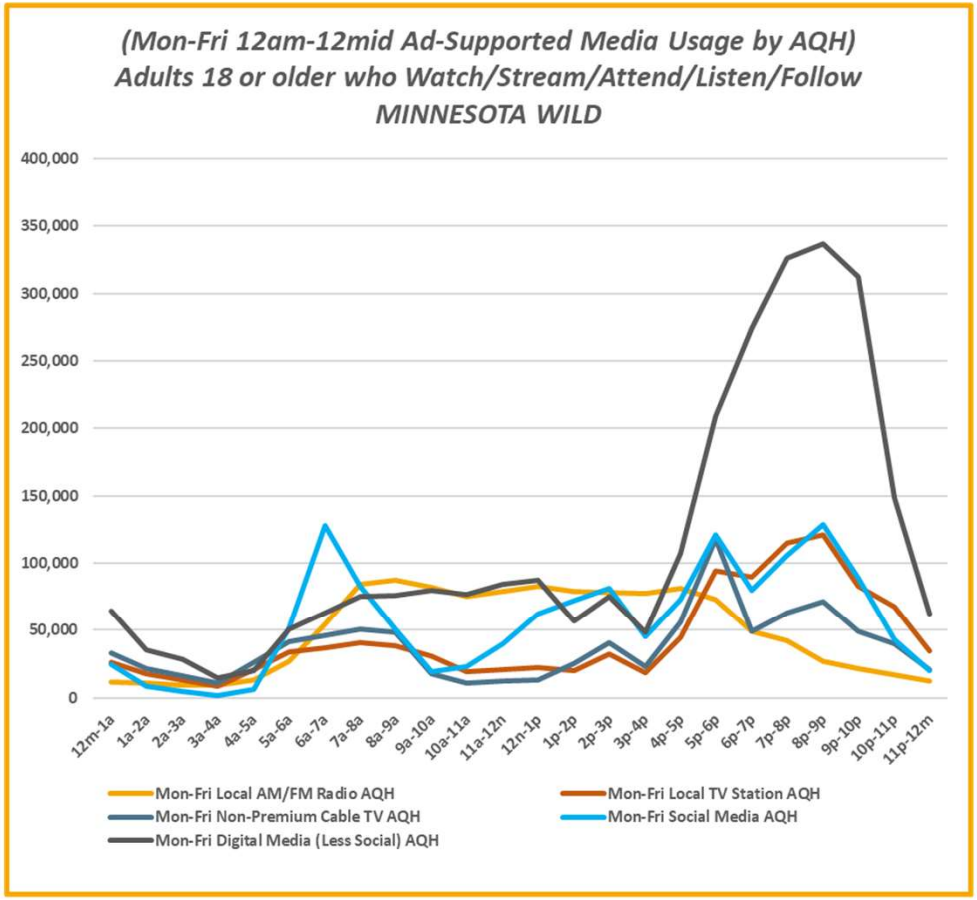
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 966

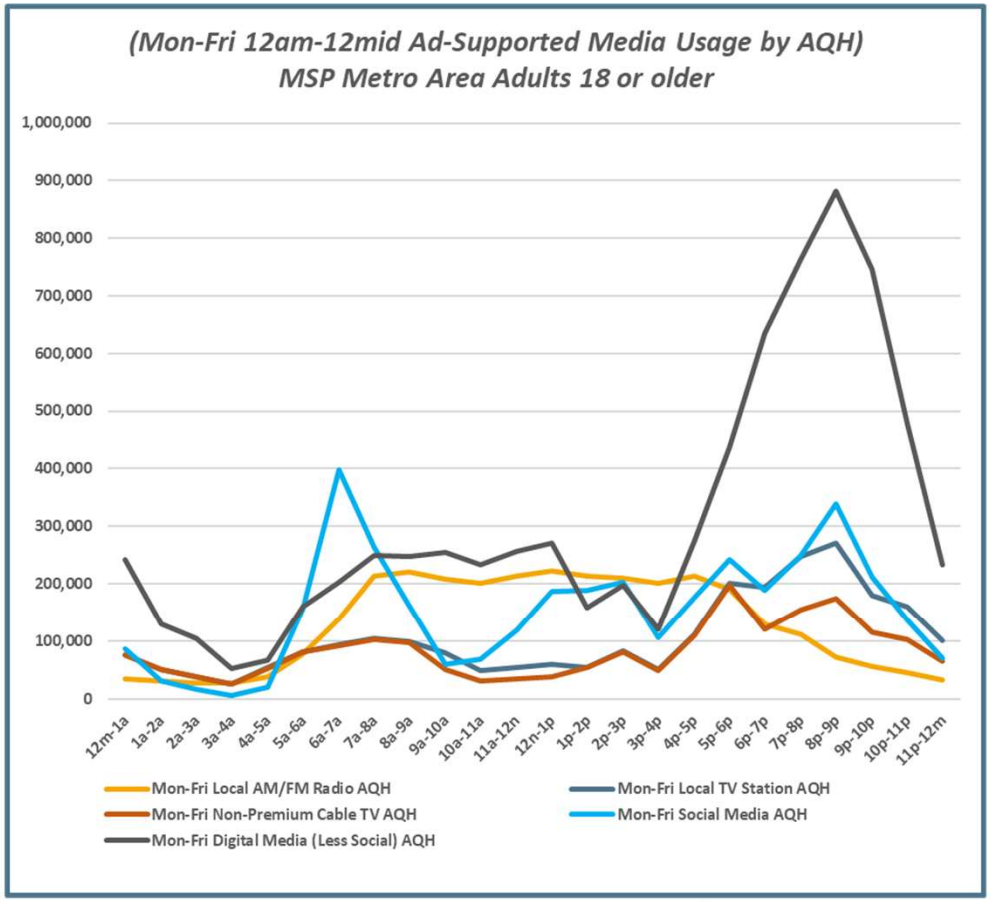
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MSP

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 101,007; Local Radio: 75,595; Social Media: 67,410; Non-Prem. Cable: 39,289; Local TV: 39,069 reaching Adults 18 or older who Watch/Stream/Attend/Listen/Follow MINNESOTA





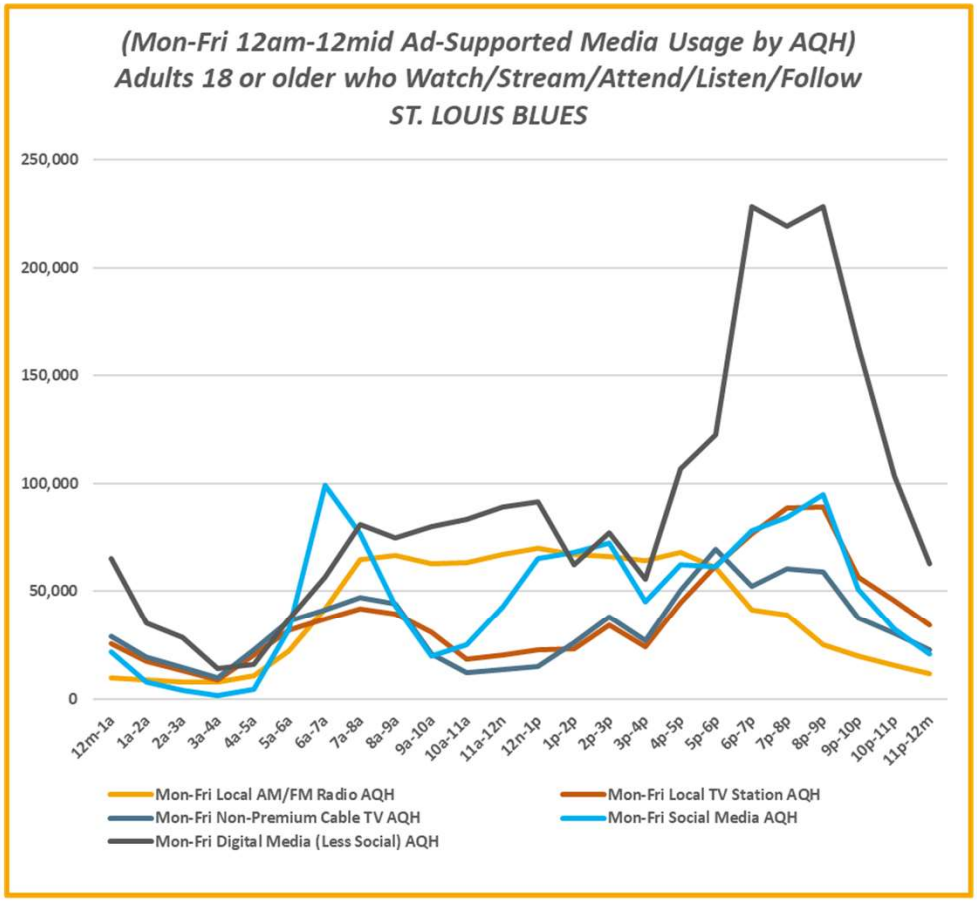
MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 685

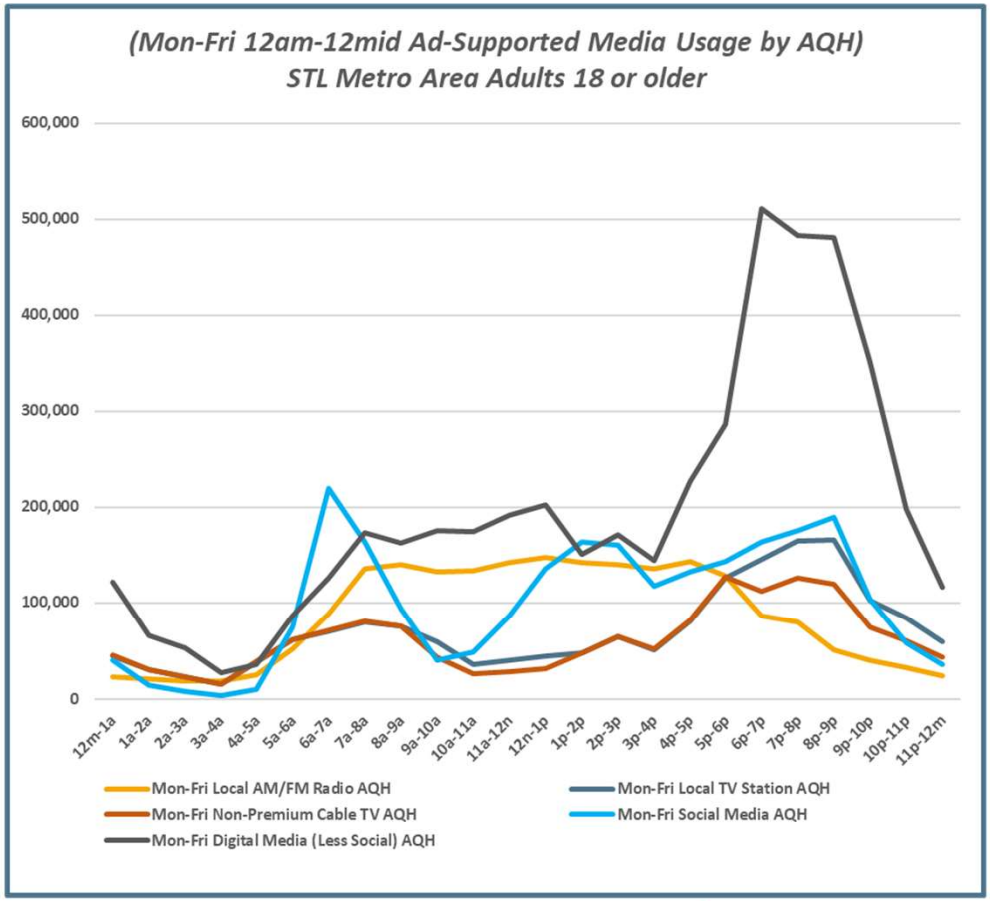
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STL

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 93,007; Local Radio: 61,774; Social Media: 58,303; Local TV: 36,351; Non-Prem. Cable: 35,033 reaching Adults 18 or older who Watch/Stream/Attend/Listen/Follow ST. LOUIS B





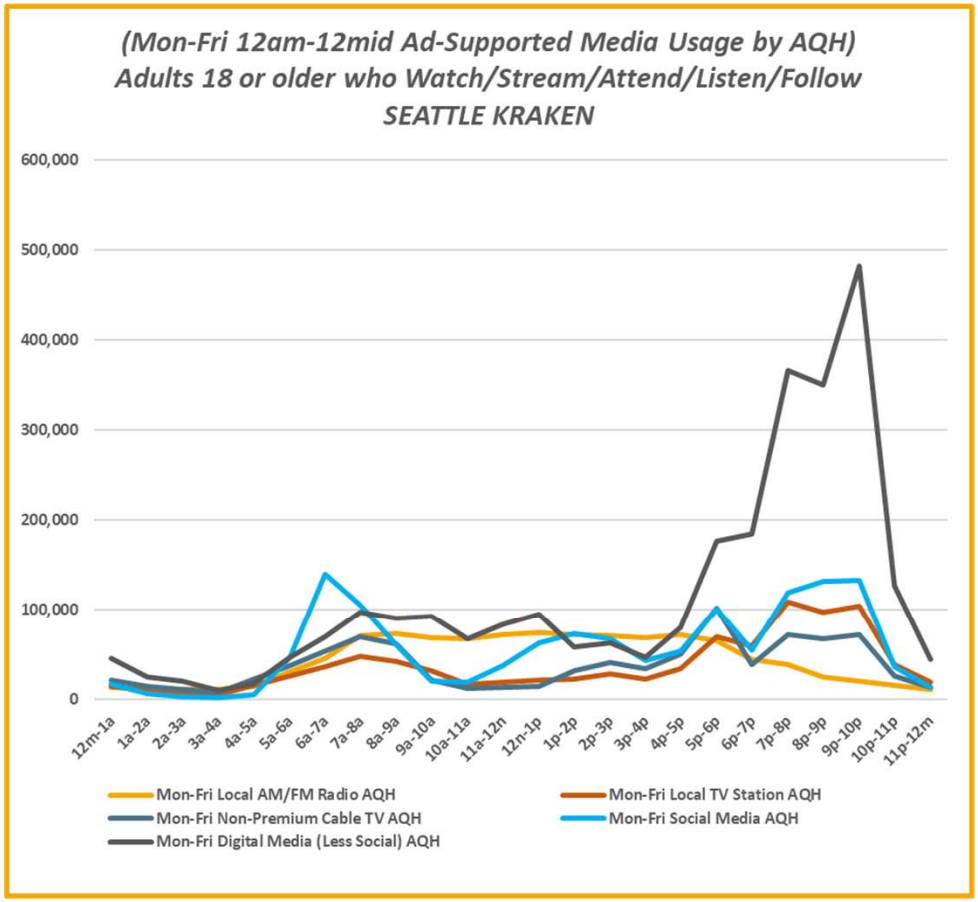
STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 920

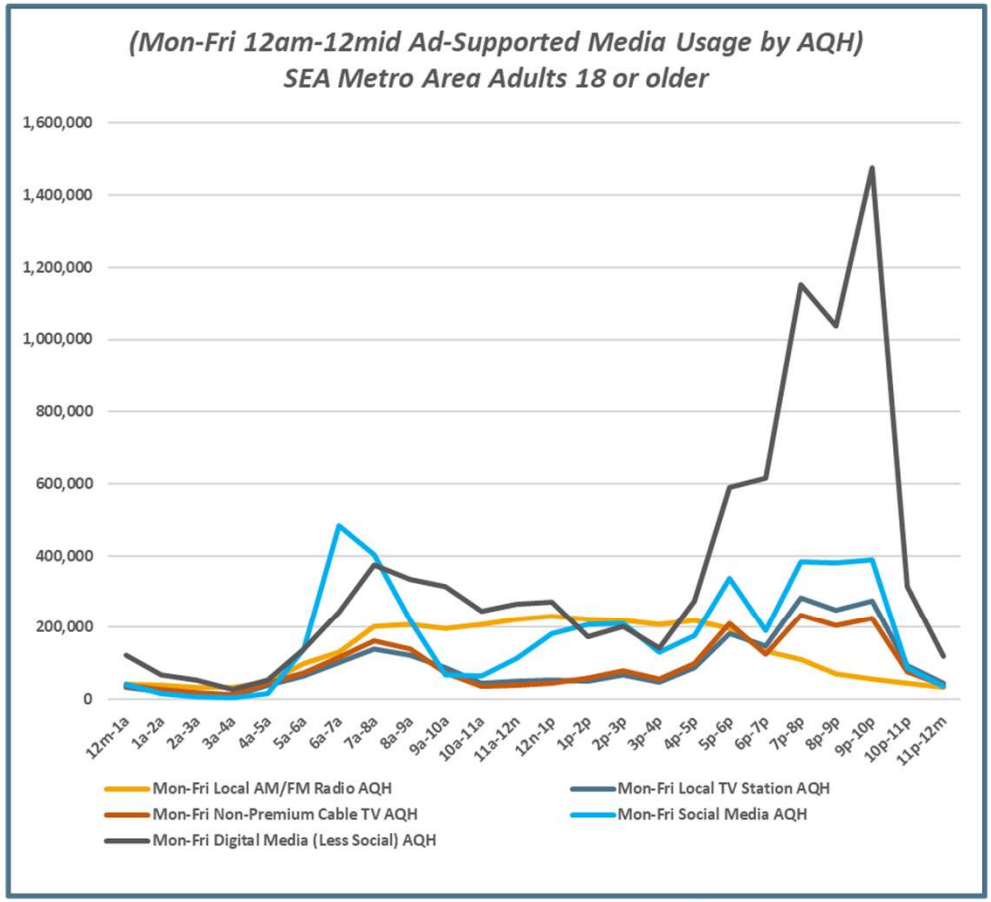
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SEA

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 92,605; Local Radio: 66,476; Social Media: 64,374; Non-Prem. Cable: 41,694; Local TV: 34,569 reaching Adults 18 or older who Watch/Stream/Attend/Listen/Follow SEATTLE KRA





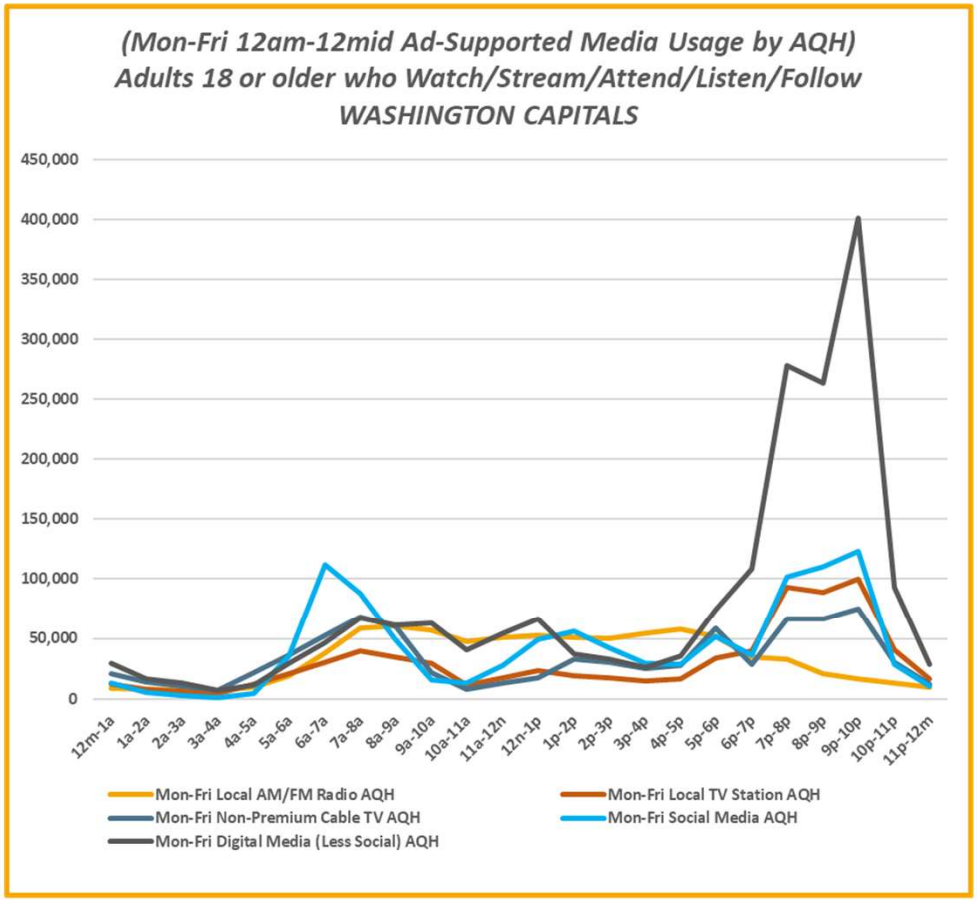
SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,325

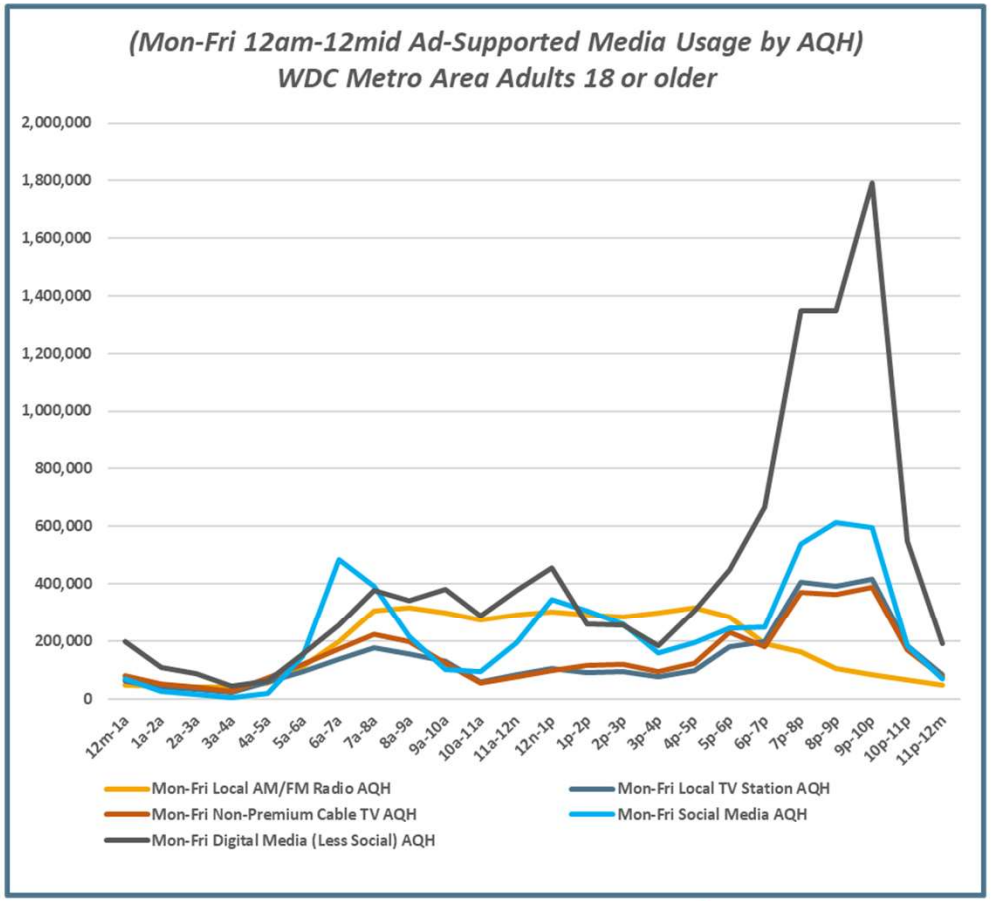
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WDC

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 55,030; Local Radio: 51,039; Social Media: 46,020; Non-Prem. Cable: 34,045; Local TV: 24,982 reaching Adults 18 or older who Watch/Stream/Attend/Listen/Follow WASHINGTON





WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 976

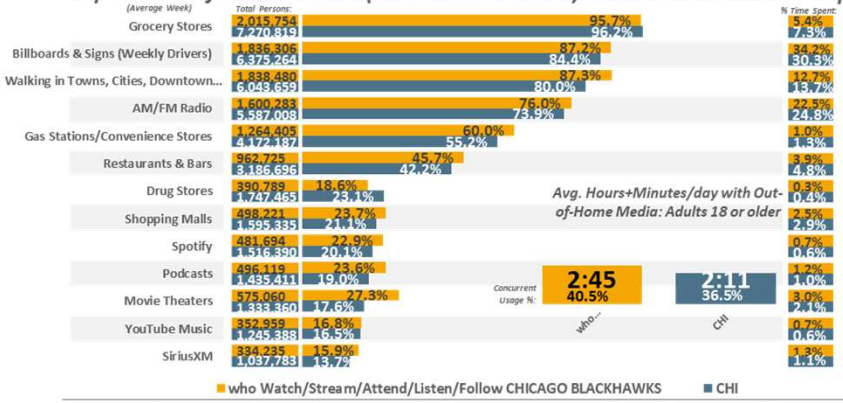
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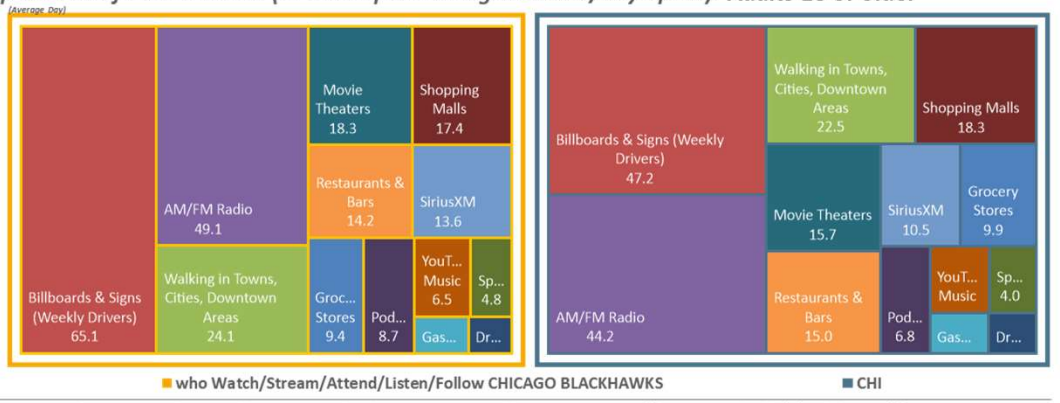
CHI

1,836,306 or 87.2% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow CHICAGO BLACKHAWKS spend an average of 65.1 minutes per day driving, seeing Billboards and Signs. 71.1% Listen to Local Radio Stations Out-of-Home for an average of 45.1 minute

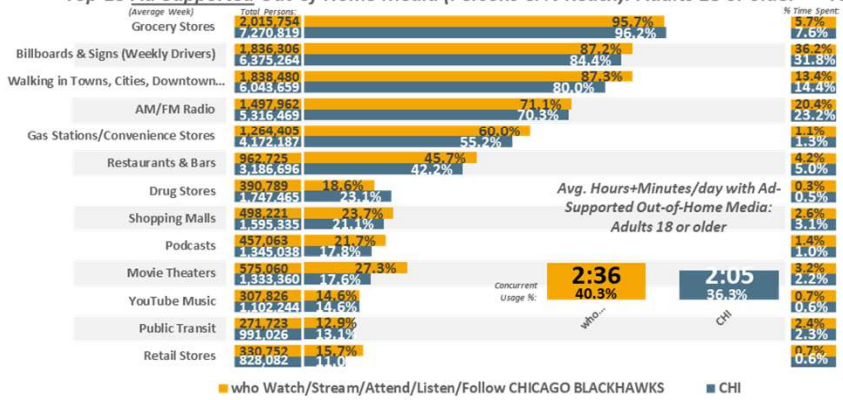
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



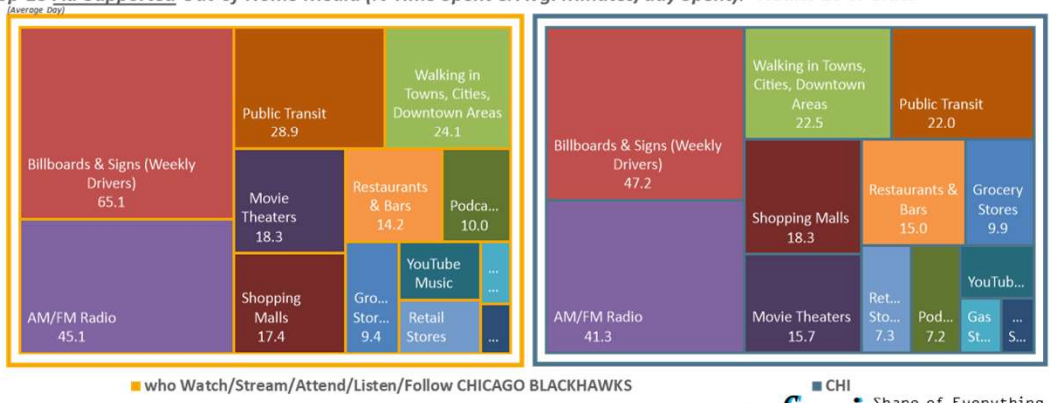
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 966

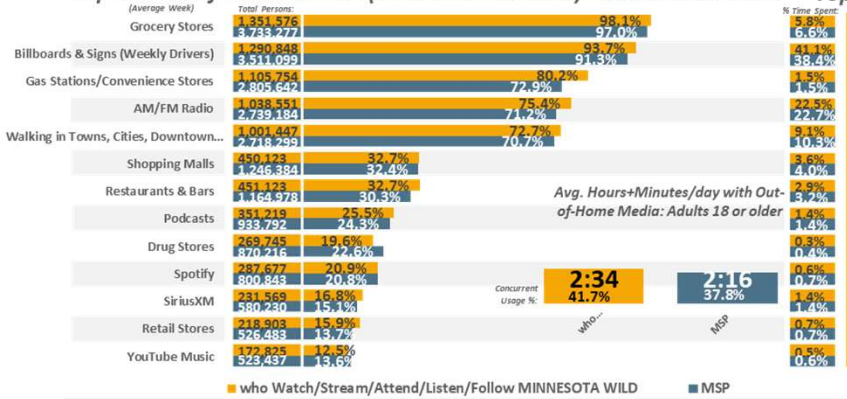
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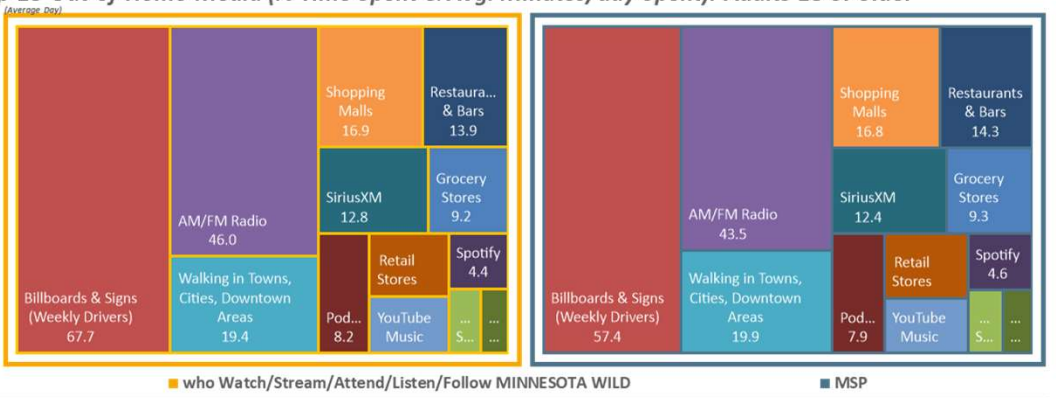
MSP

1,290,848 or 93.7% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow MINNESOTA WILD spend an average of 67.7 minutes per day driving, seeing Billboards and Signs. 71.7% Listen to Local Radio Stations Out-of-Home for an average of 42.6 minutes/da

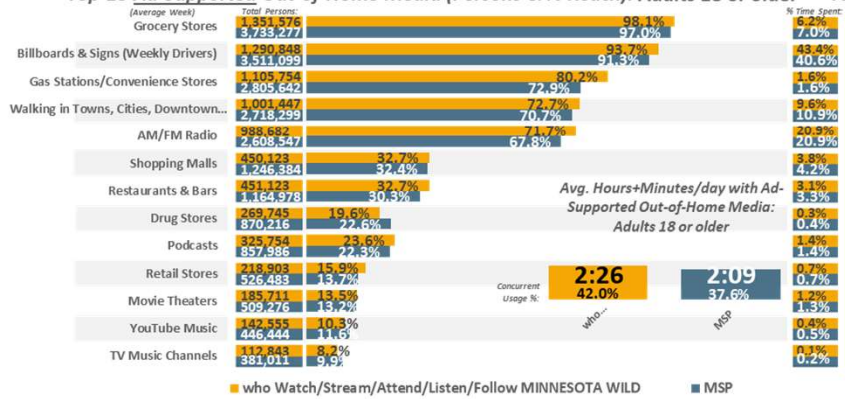
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



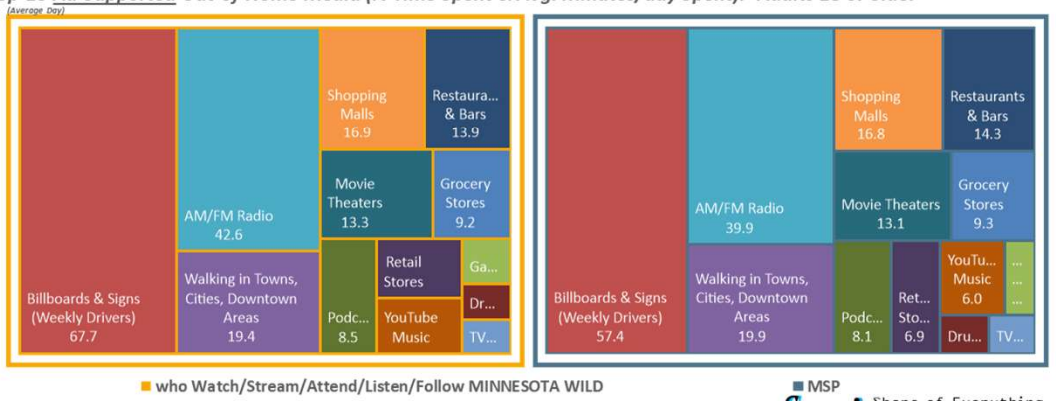
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



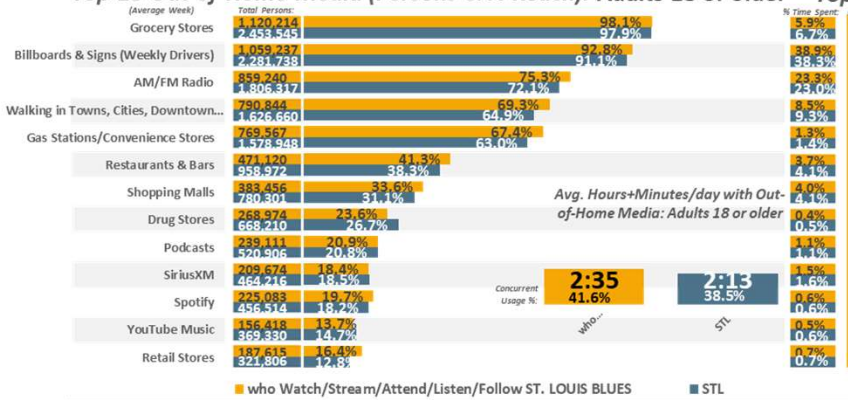
MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 685

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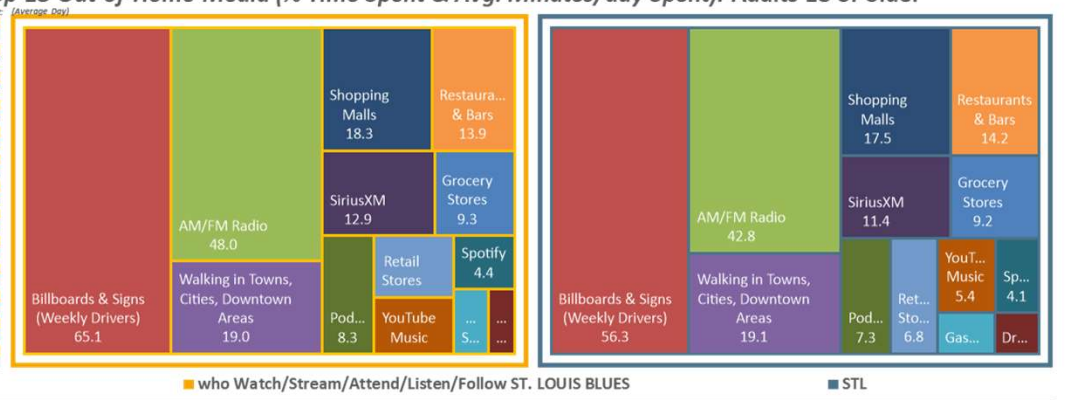
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1,059,237 or 92.8% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow ST. LOUIS BLUES spend an average of 65.1 minutes per day driving, seeing Billboards and Signs. 71.7% Listen to Local Radio Stations Out-of-Home for an average of 45.3 minutes/d

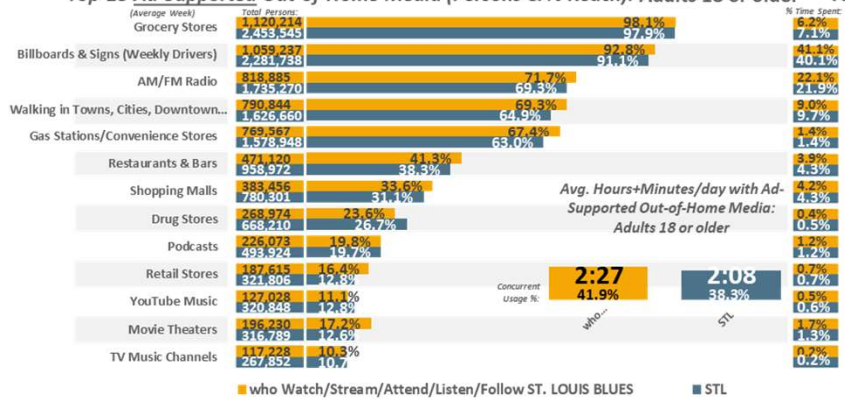
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



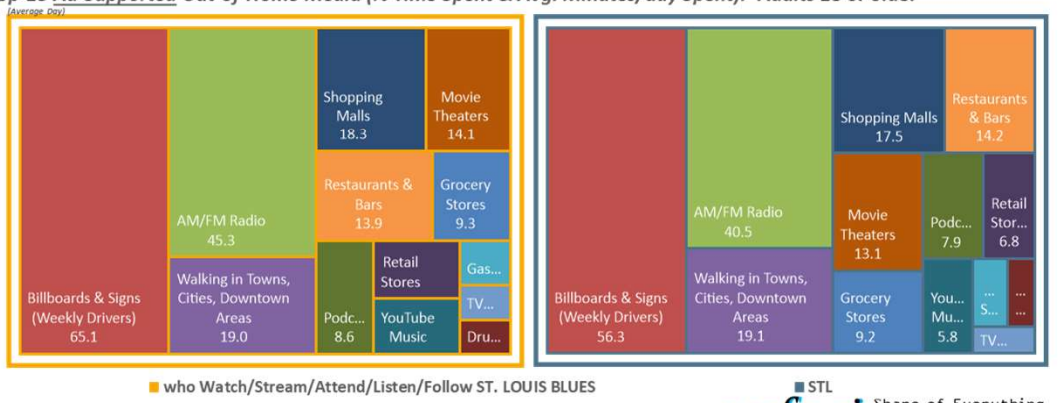
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2024: Jan23-Jan24 Qual Intab 920

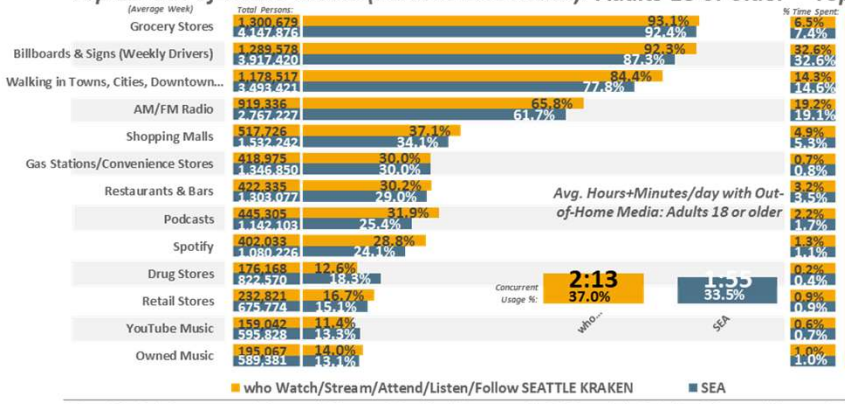
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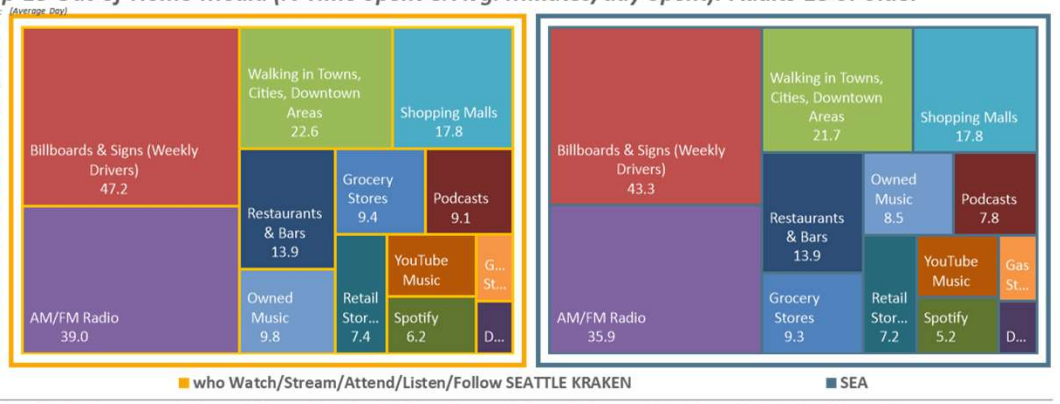
SEA

1,289,578 or 92.3% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow SEATTLE KRAKEN spend an average of 47.2 minutes per day driving, seeing Billboards and Signs. 63.8% Listen to Local Radio Stations Out-of-Home for an average of 35. minutes/day

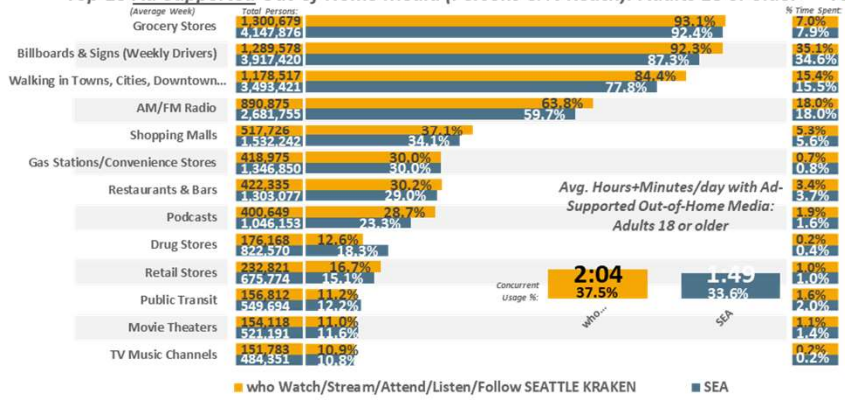
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



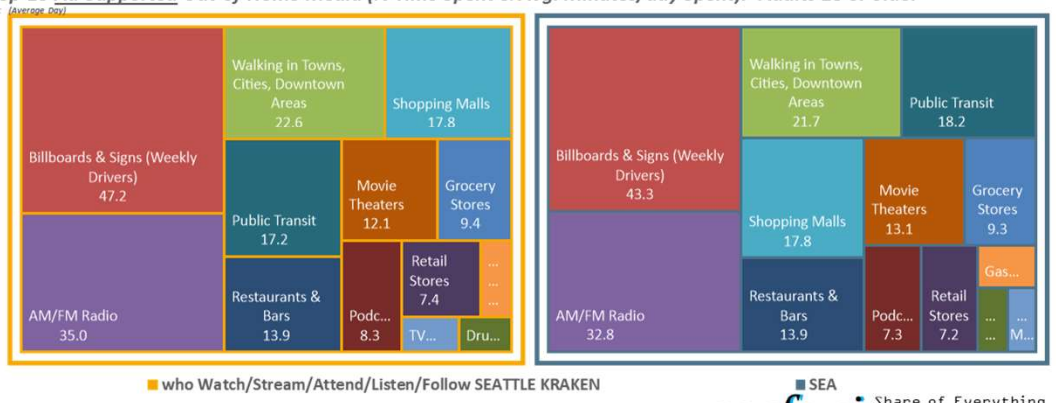
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,325

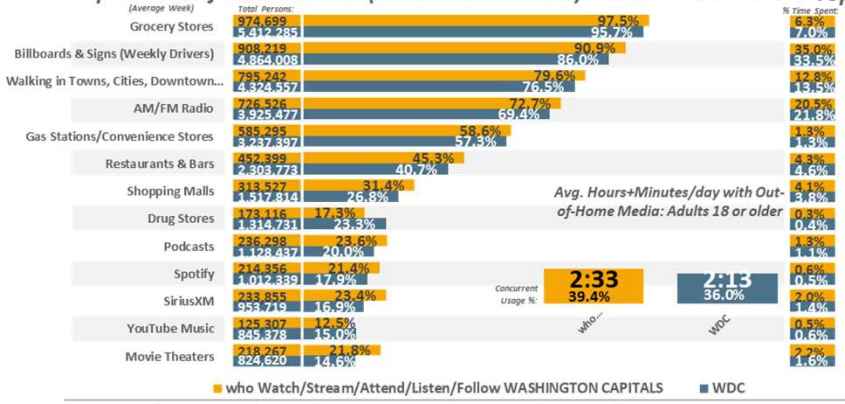
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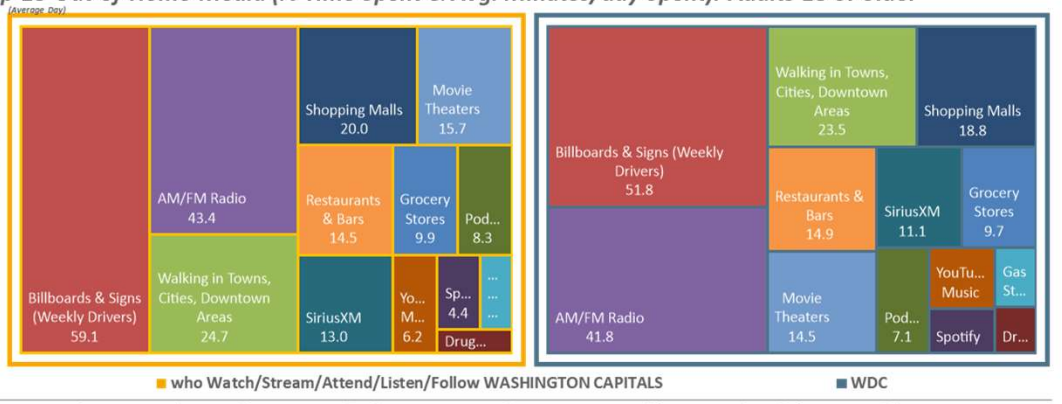
WDC

908,219 or 90.9% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow WASHINGTON CAPITALS spend an average of 59.1 minutes per day driving, seeing Billboards and Signs. 68.% Listen to Local Radio Stations Out-of-Home for an average of 38.6 minutes/

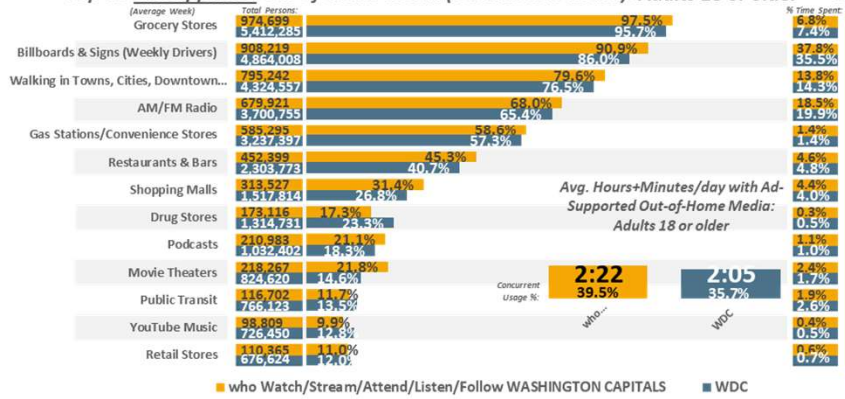
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



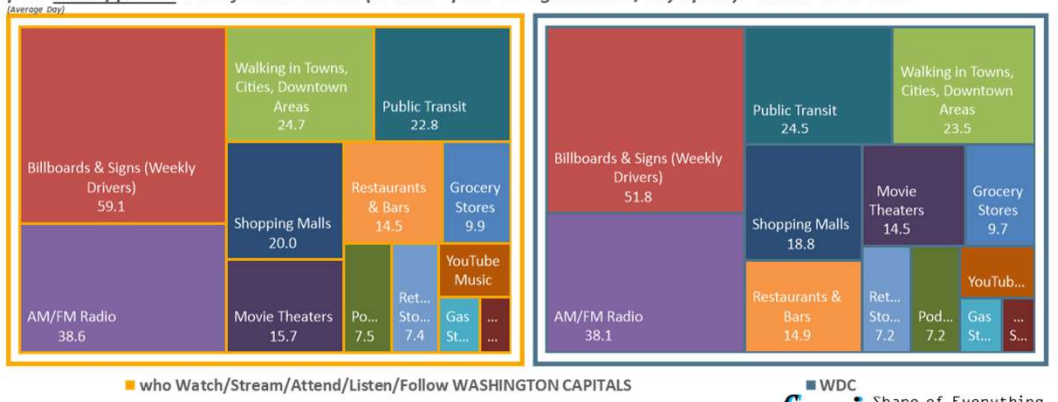
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 976

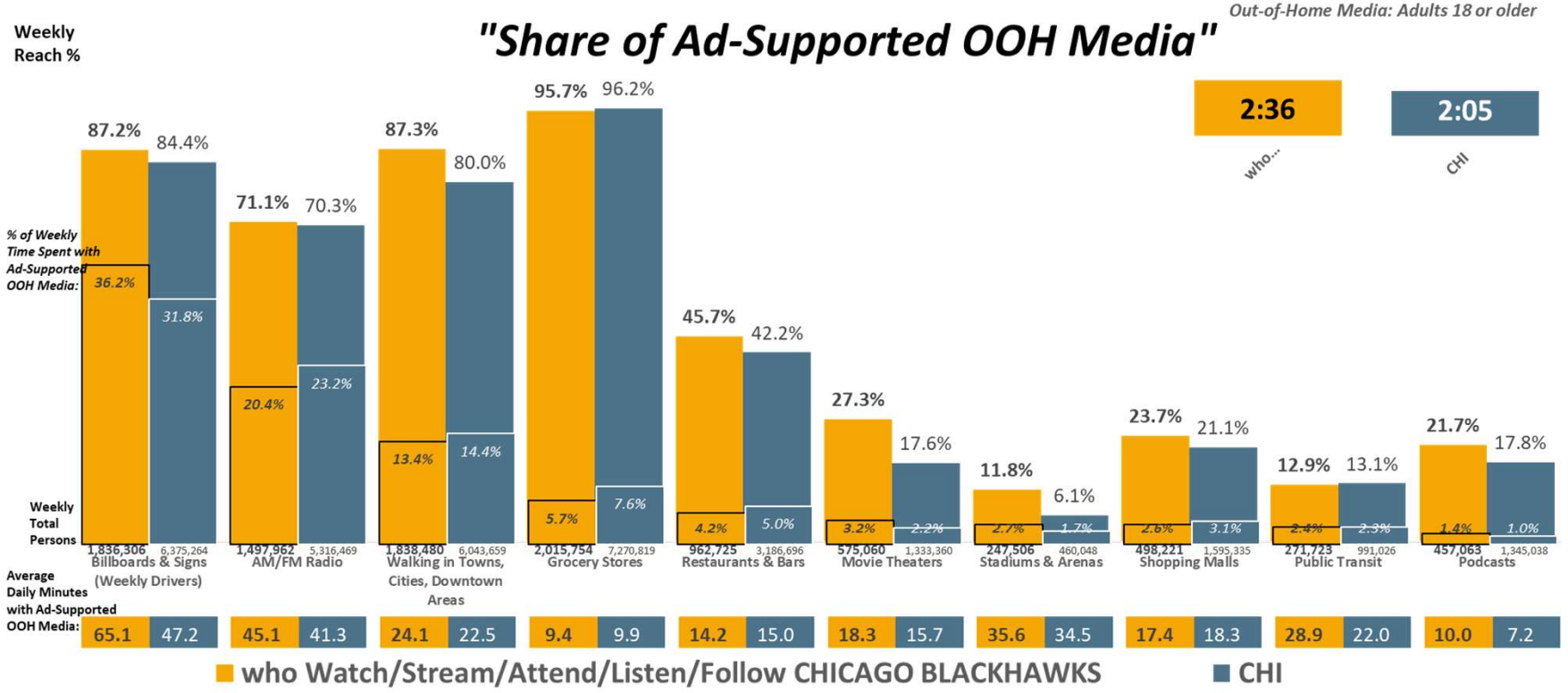
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CHI

1,836,306 or 87.2% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow CHICAGO BLACKHAWKS spend an average of 65.1 minutes per day driving, seeing Billboards and Signs representing 36.2% 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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 966 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

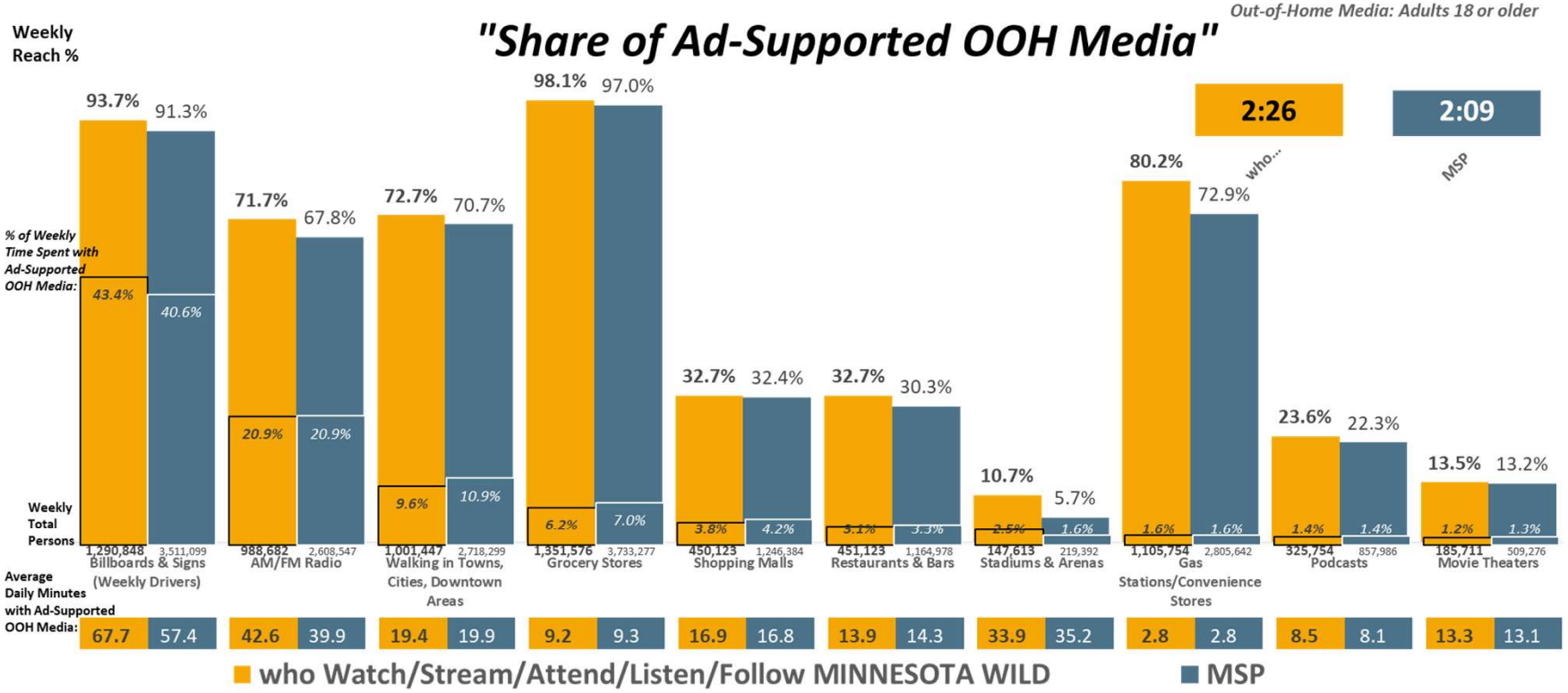
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MSP

1,290,848 or 93.7% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow MINNESOTA WILD spend an average of 67.7 minutes per day driving, seeing Billboards and Signs representing 43.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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



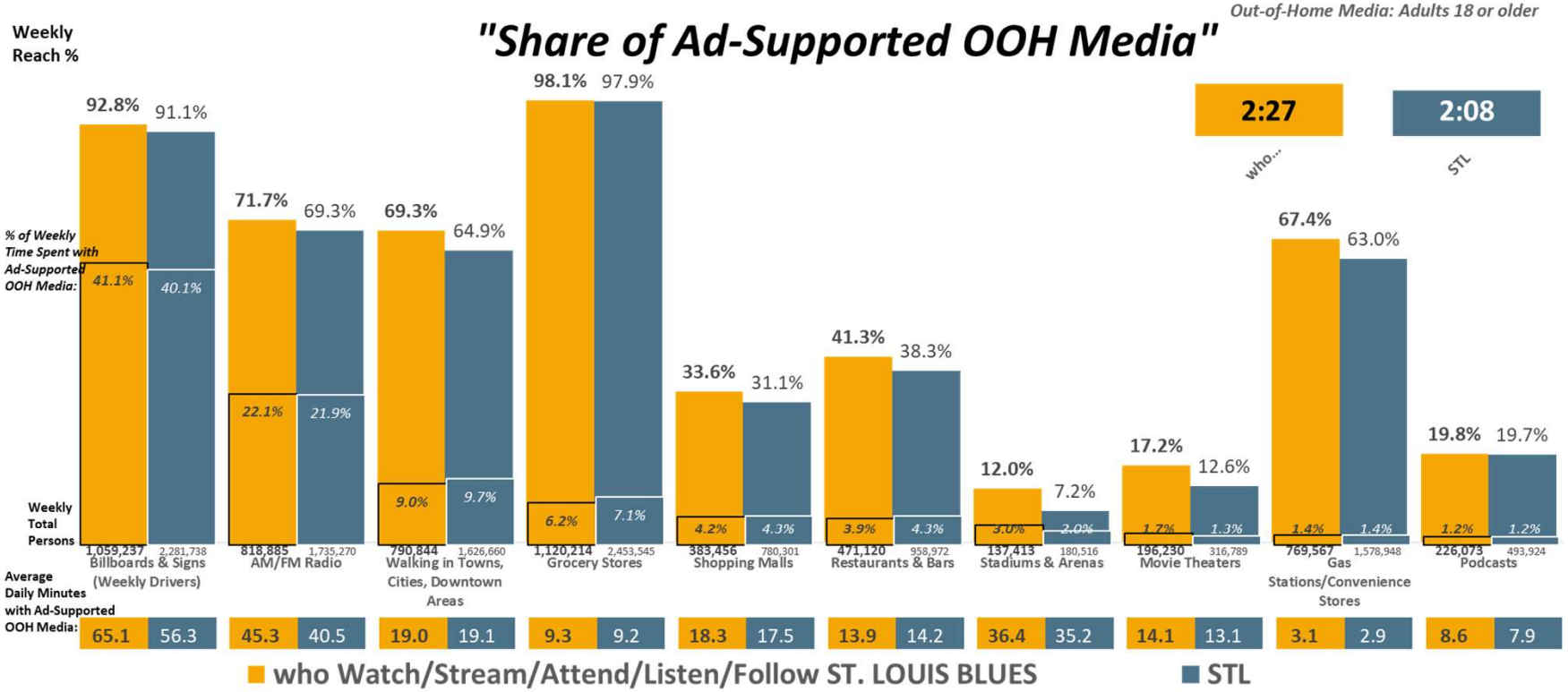
MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 685 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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1,059,237 or 92.8% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow ST. LOUIS BLUES spend an average of 65.1 minutes per day driving, seeing Billboards and Signs representing 41.1% 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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 920 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

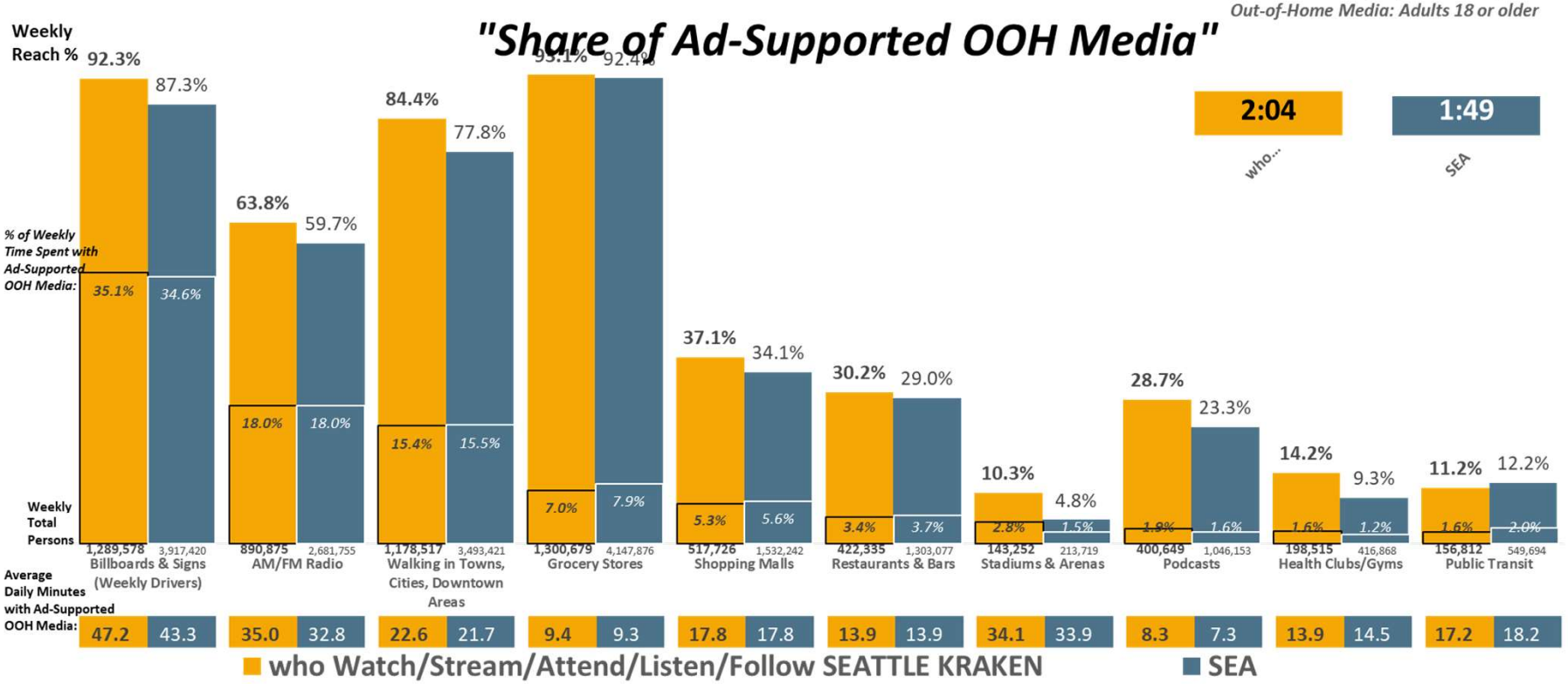
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SEA

1,289,578 or 92.3% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow SEATTLE KRAKEN spend an average of 47.2 minutes per day driving, seeing Billboards and Signs representing 35.1% 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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,325 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

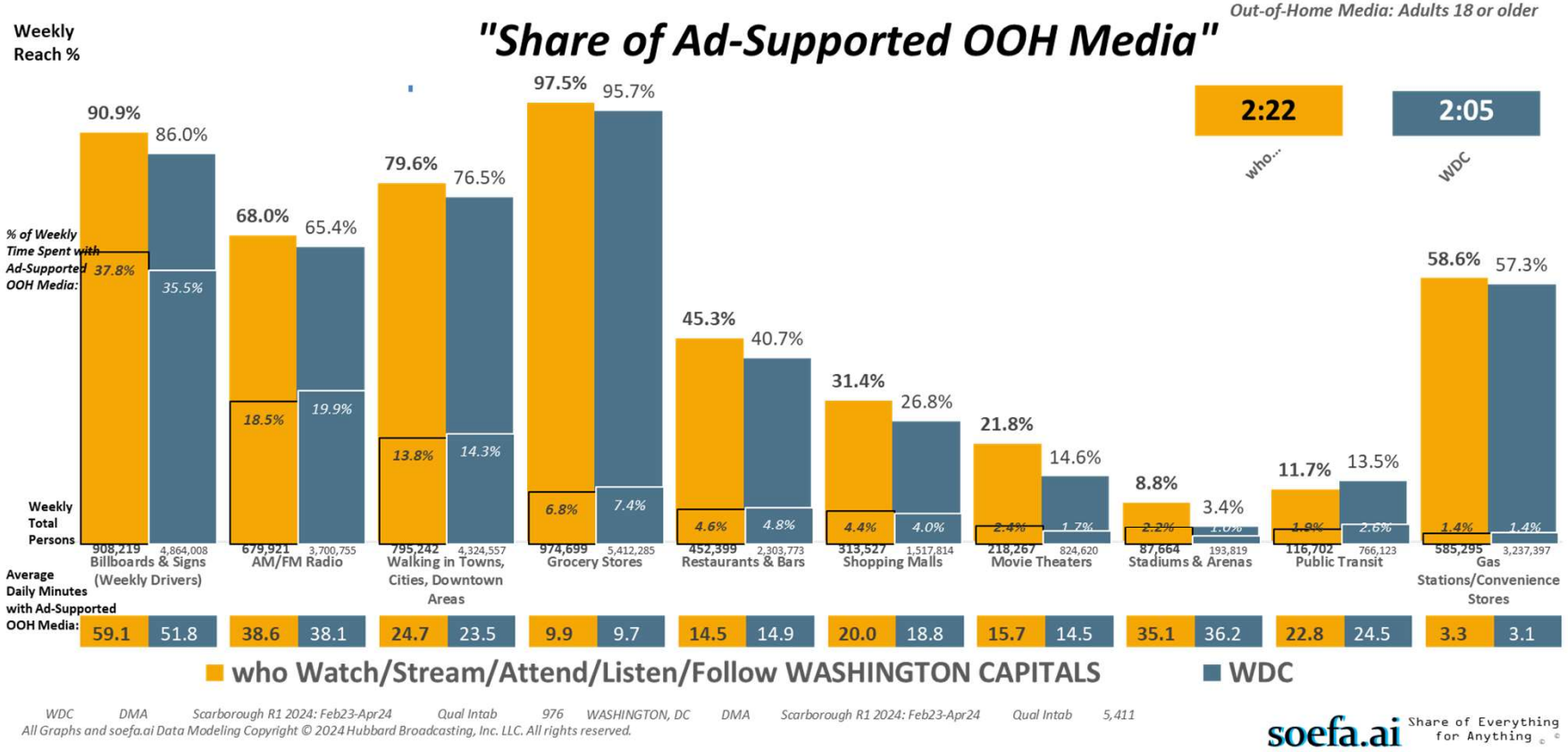
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WDC

908,219 or 90.9% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow WASHINGTON CAPITALS spend an average of 59.1 minutes per day driving, seeing Billboards and Signs representing 37.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 976 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

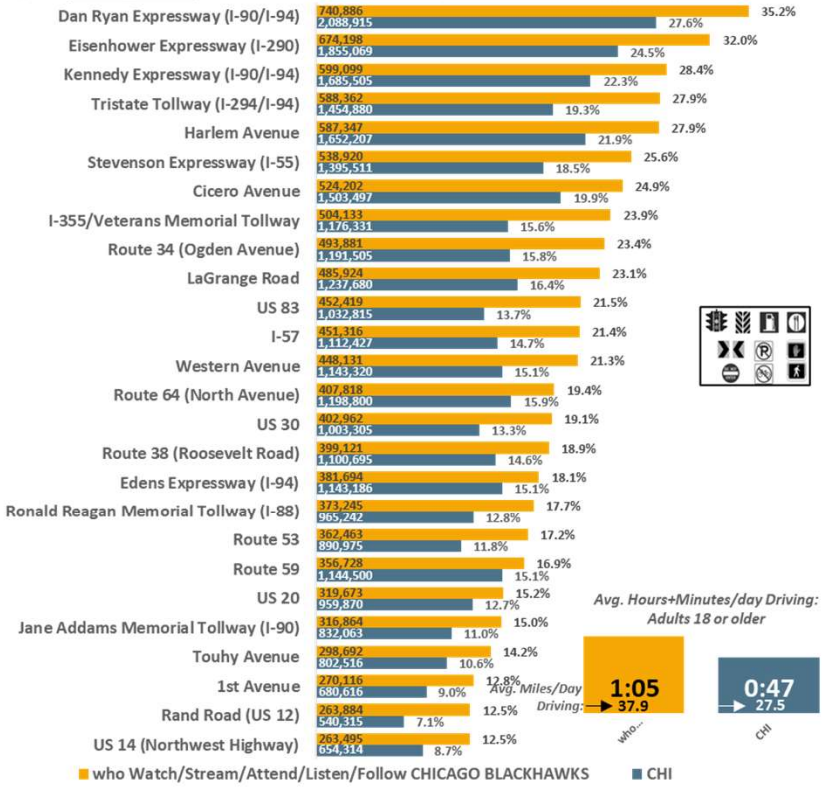
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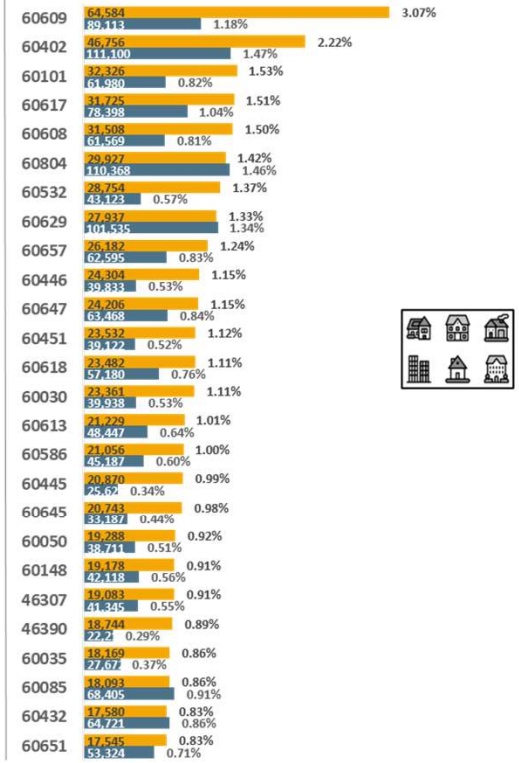
CHI

1,836,306 or 87.2% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow CHICAGO BLACKHAWKS spend an average of 65.1 minutes per day driving an average of 37.9 miles each day and are 57.2% more likely to use US 83 than the Metro average.

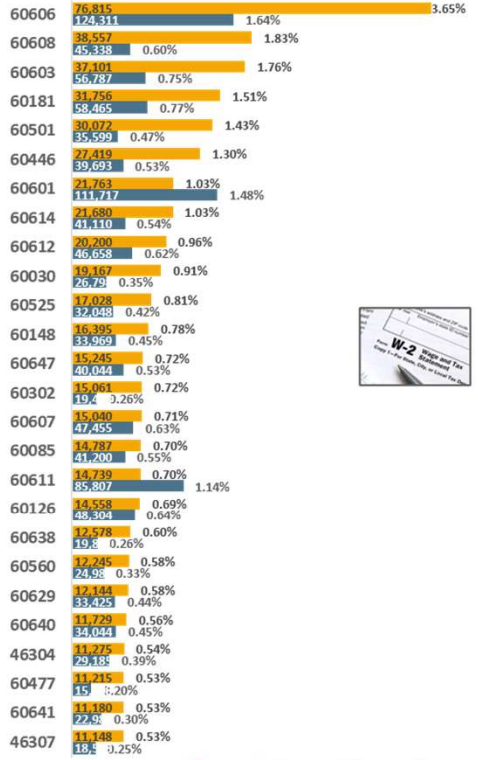
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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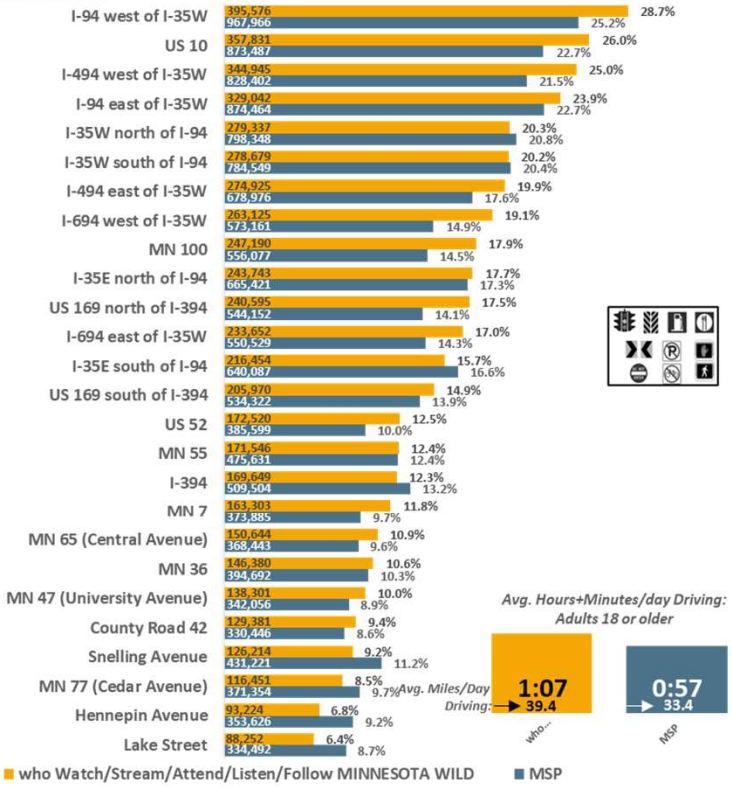
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 966

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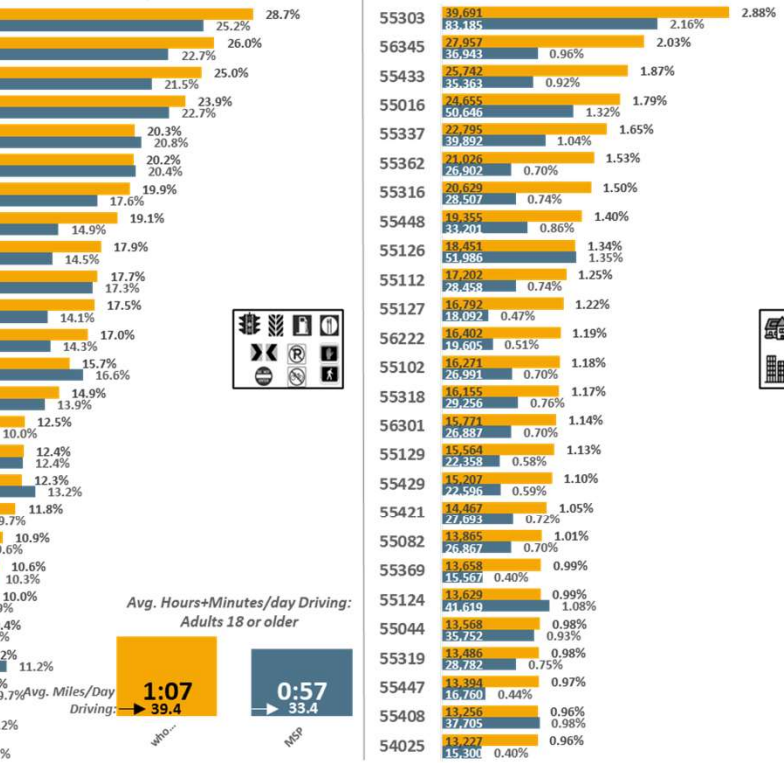
MSP

1,290,848 or 93.7% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow MINNESOTA WILD spend an average of 67.7 minutes per day driving an average of 39.4 miles each day and are 28.2% more likely to use I-694 west of I-35W than the Metro average.

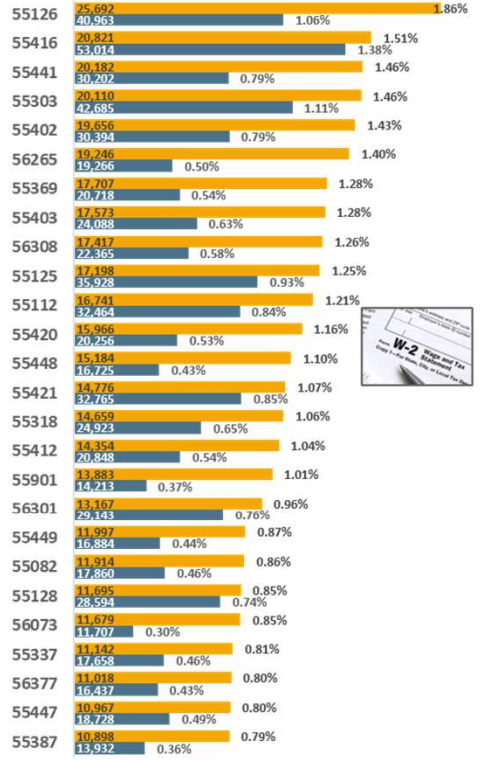
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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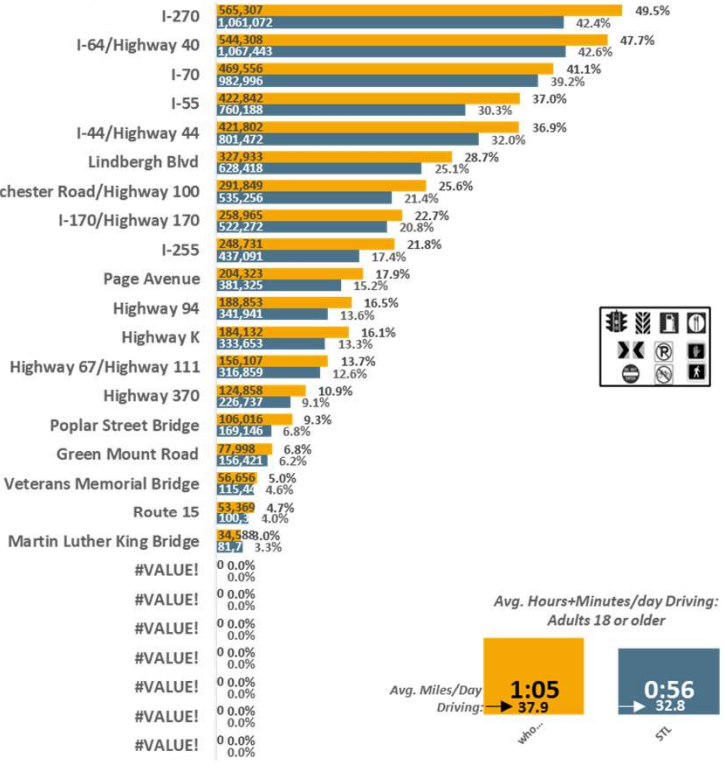
MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 685

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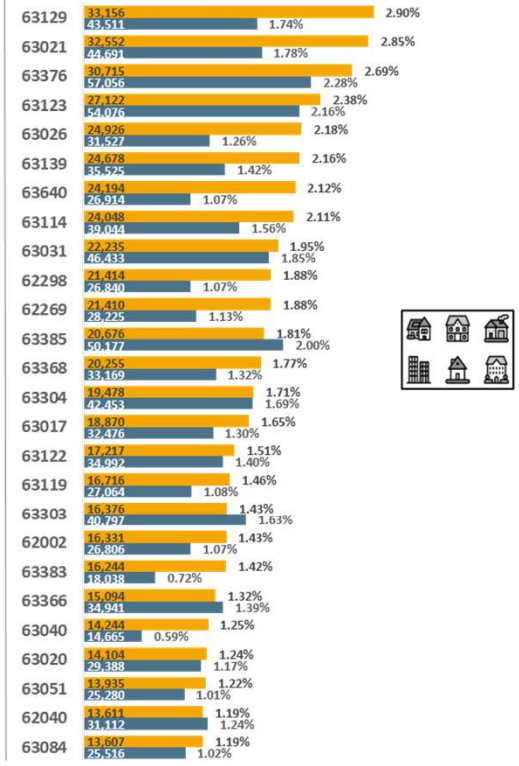
STL

1,059,237 or 92.8% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow ST. LOUIS BLUES spend an average of 65.1 minutes per day driving an average of 37.9 miles each day and are 37.5% more likely to use Poplar Street Bridge than the Metro average.

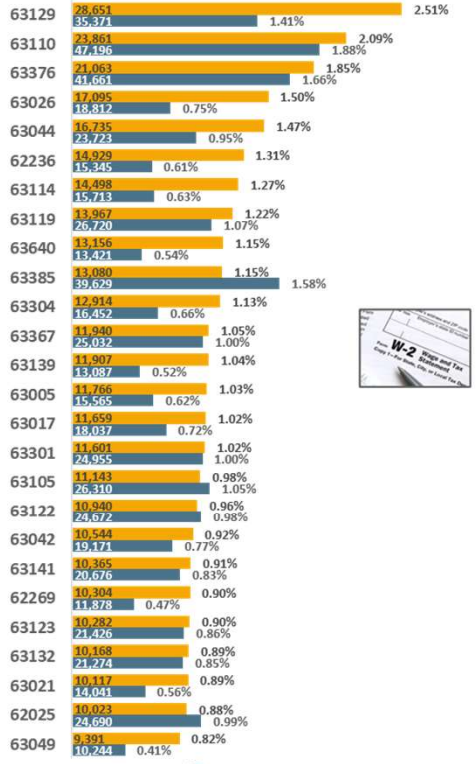
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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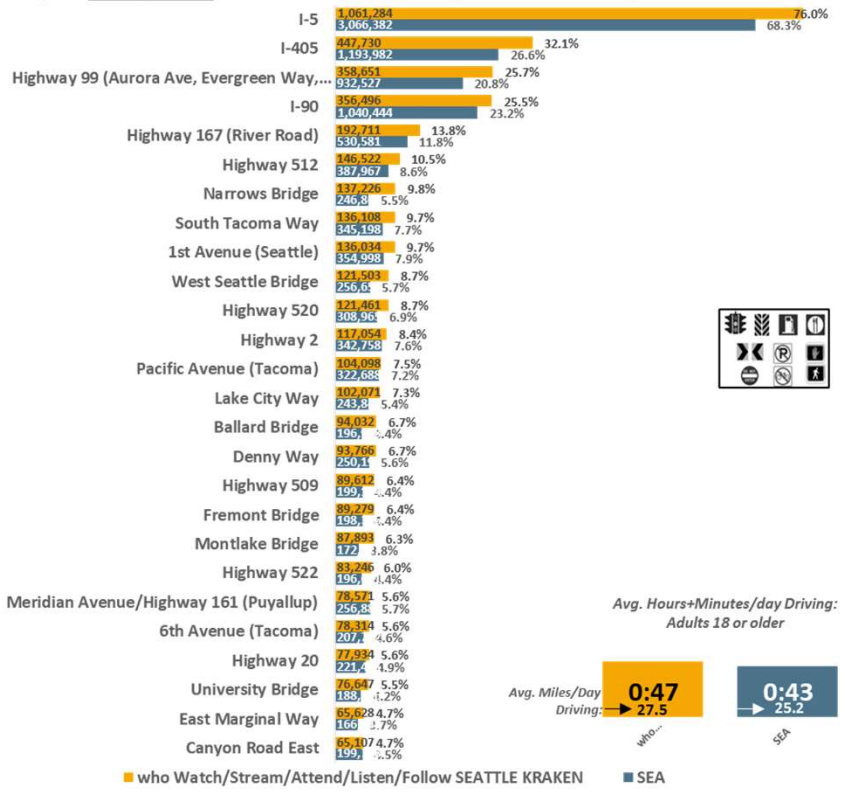
STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 920

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SEA

1,289,578 or 92.3% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow SEATTLE KRAKEN spend an average of 47.2 minutes per day driving an average of 27.5 miles each day and are 78.6% more likely to use Narrows Bridge than the Metro average.

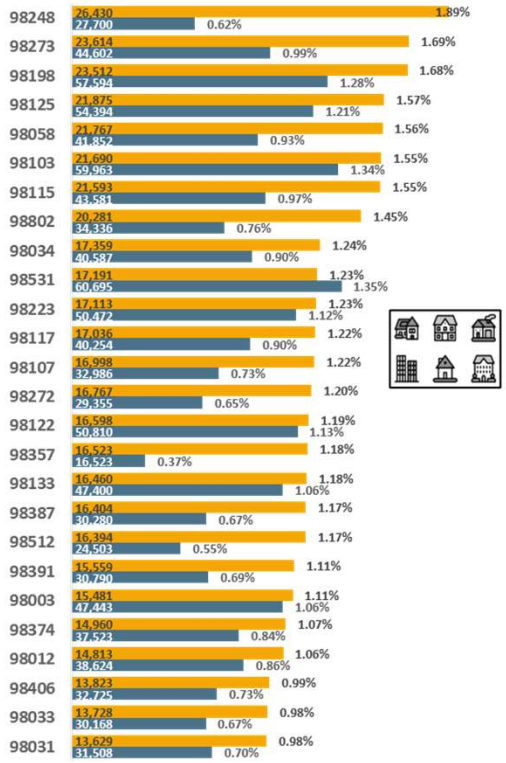
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



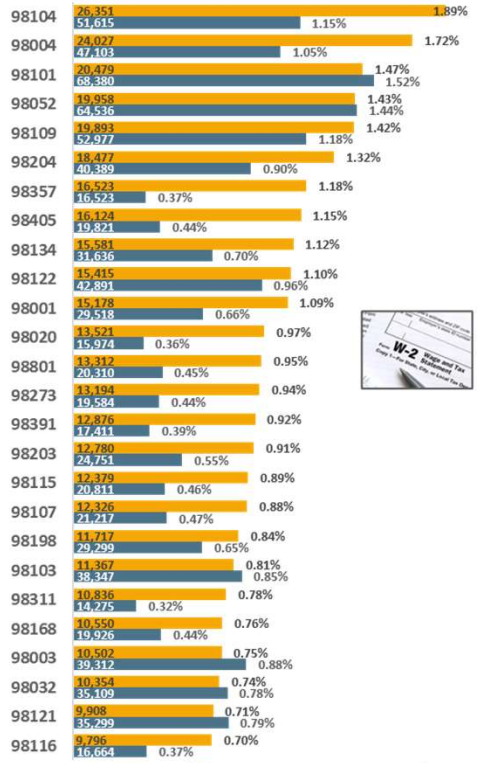
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 0:47 → 27.5 (who...) | 0:43 → 25.2 (SEA)

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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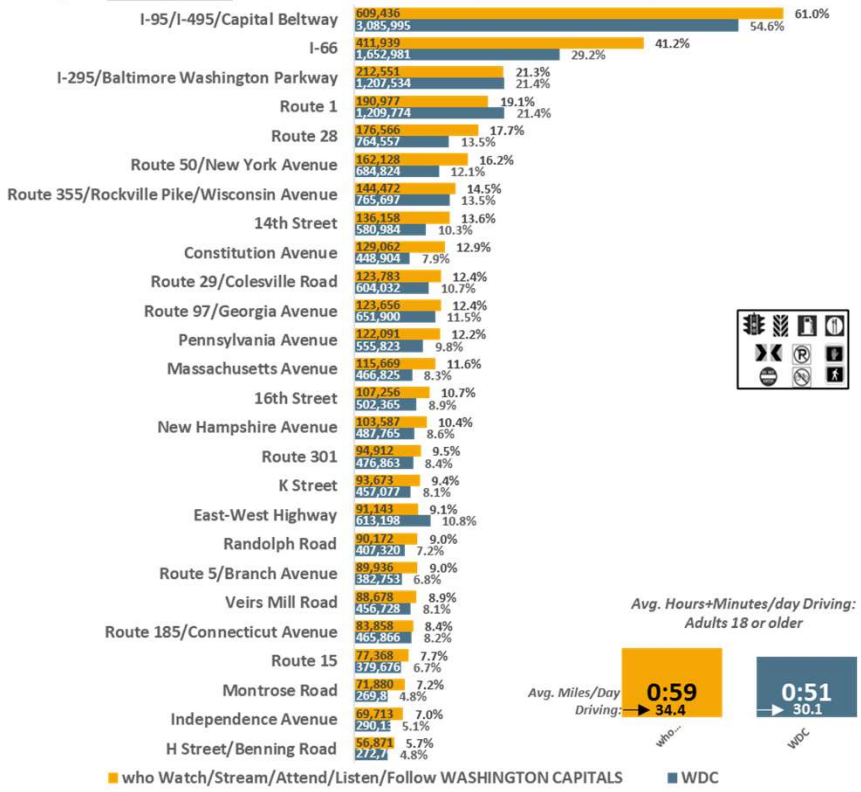
SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,325

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WDC

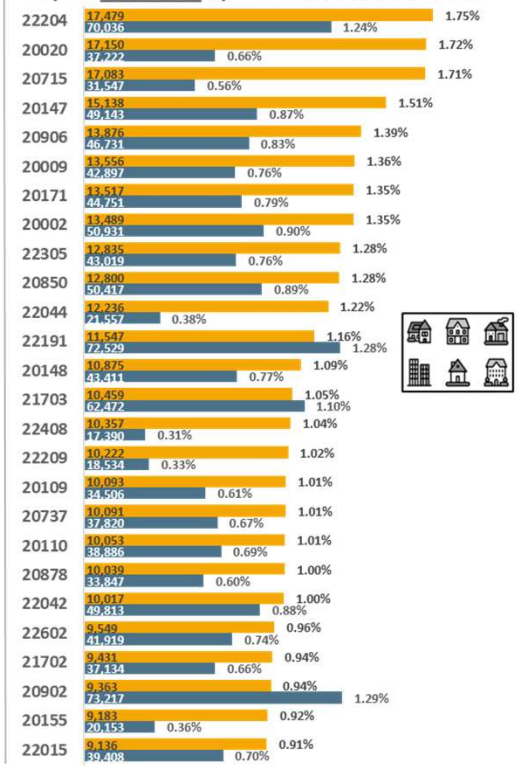
908,219 or 90.9% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow WASHINGTON CAPITALS spend an average of 59.1 minutes per day driving an average of 34.4 miles each day and are 62.6% more likely to use Constitution Avenue than the Metro average

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

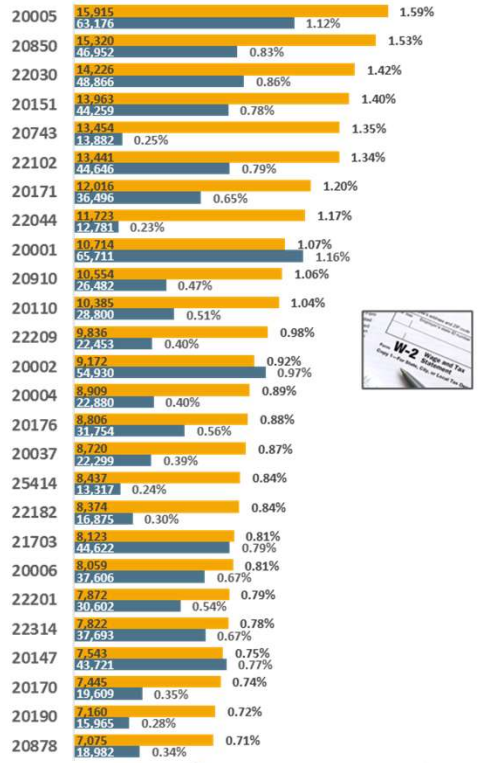


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

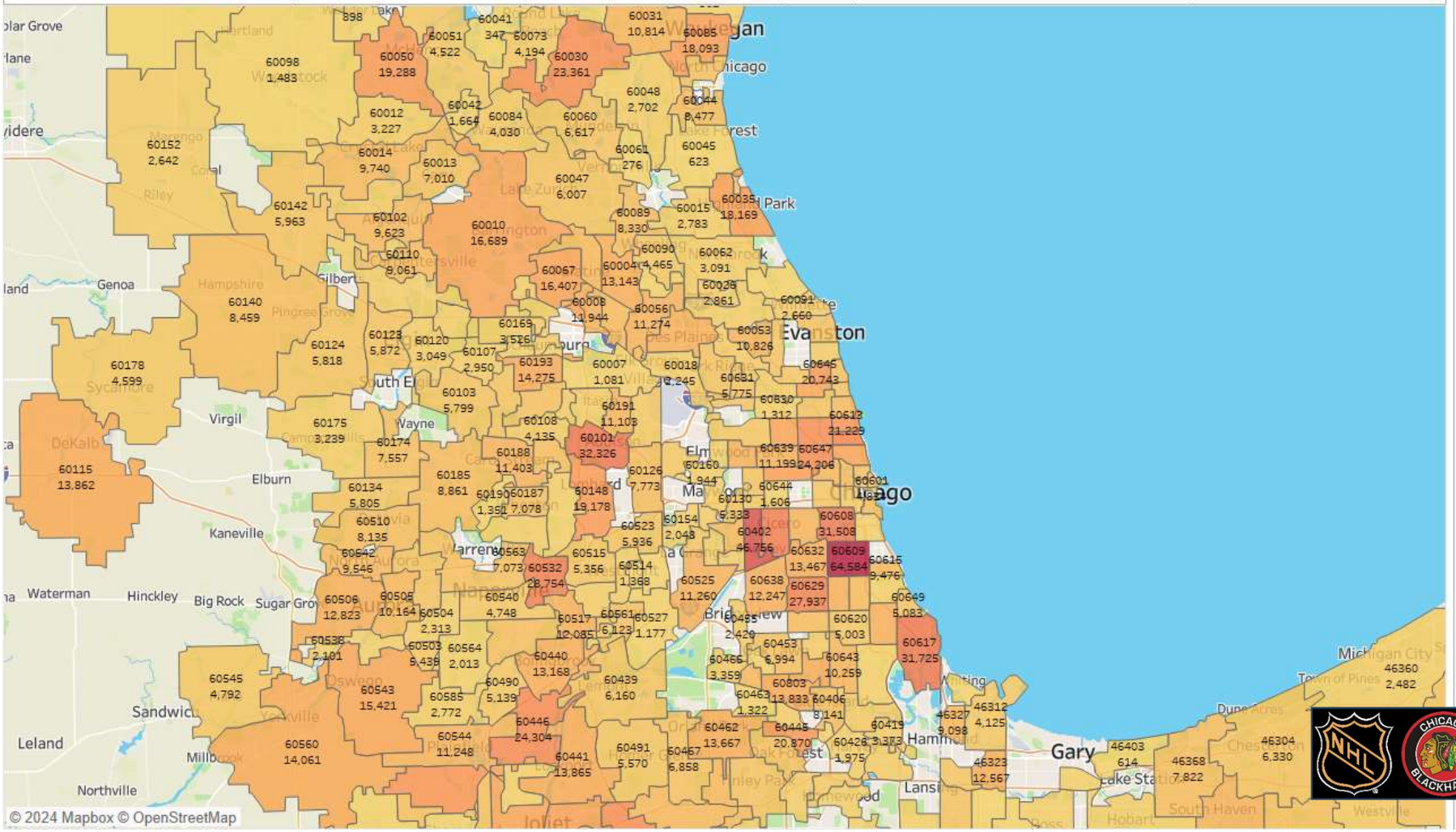


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WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 976

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Top Residential Zip Codes: (Adults 18 or older who Watch/Stream/Attend/Listen/Follow CHICAGO BLACKHAWKS)



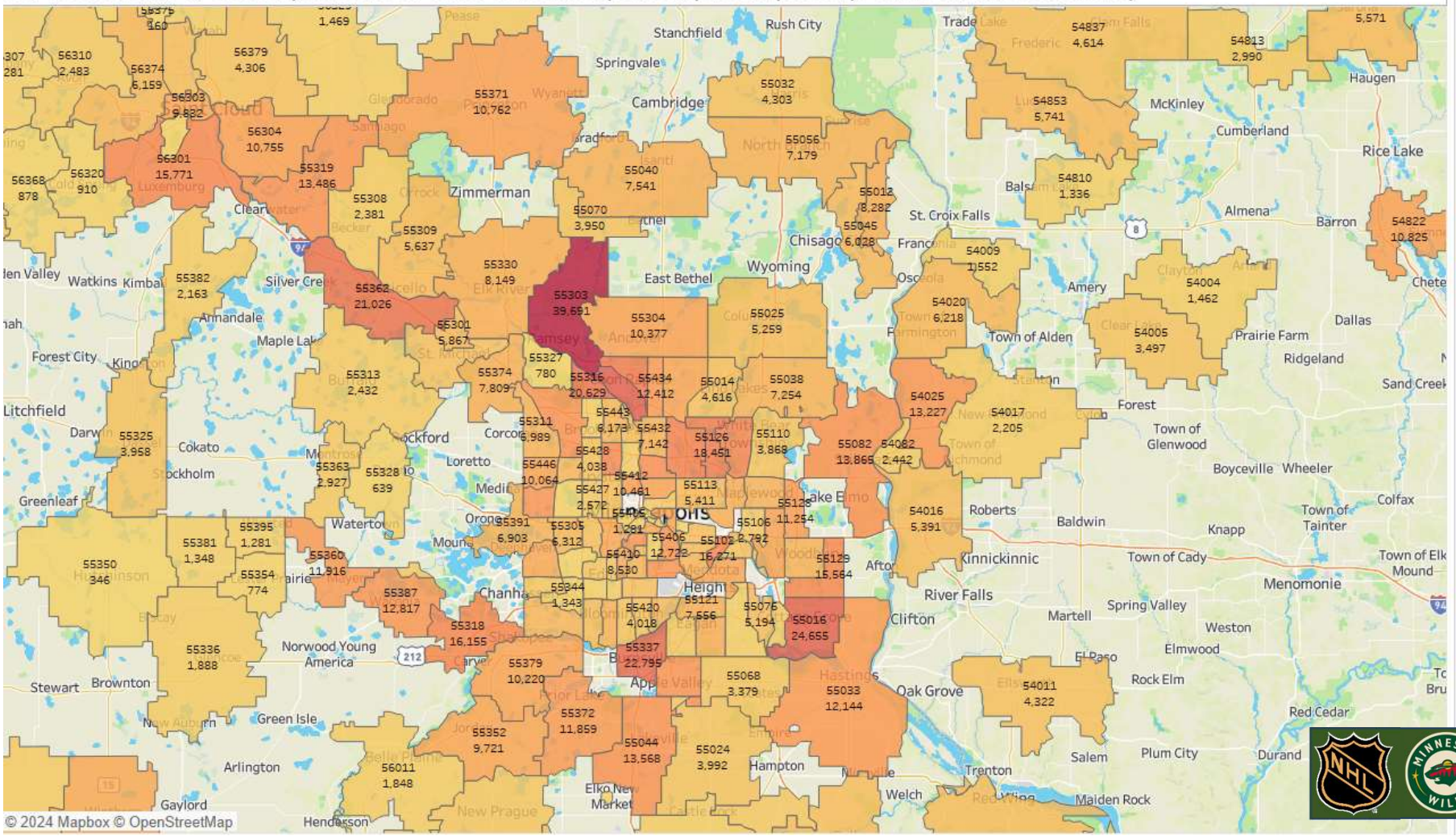
CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 966

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Pro teams (WSALF) - NHL: Chicago Blackhawks

Top Residential Zip Codes: (Adults 18 or older who Watch/Stream/Attend/Listen/Follow MINNESOTA WILD)

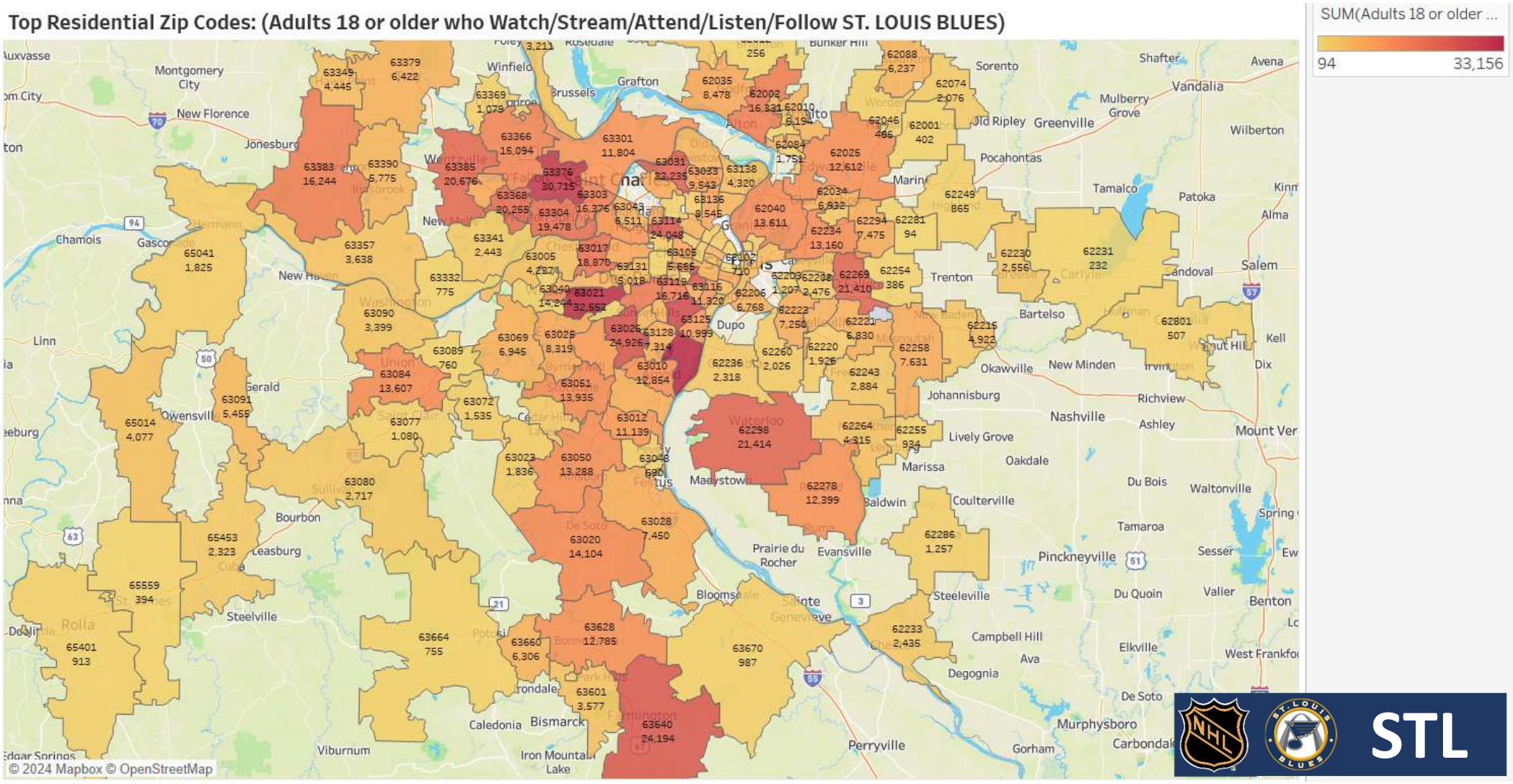


MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 685
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Pro teams (WSALF) - NHL: Minnesota Wild

Top Residential Zip Codes: (Adults 18 or older who Watch/Stream/Attend/Listen/Follow ST. LOUIS BLUES)

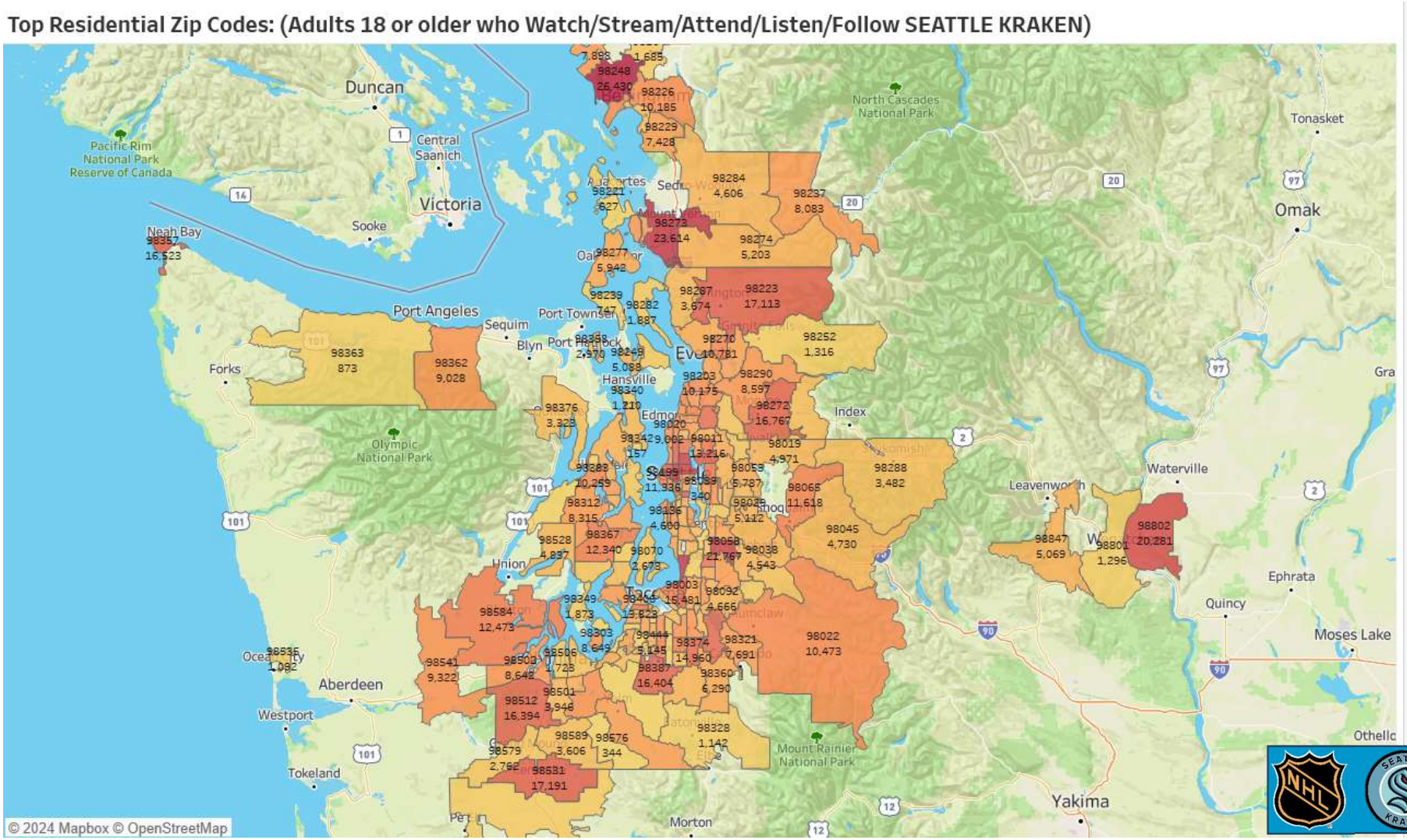


STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 920
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Pro teams (WSALF) - NHL: St. Louis Blues

Top Residential Zip Codes: (Adults 18 or older who Watch/Stream/Attend/Listen/Follow SEATTLE KRAKEN)



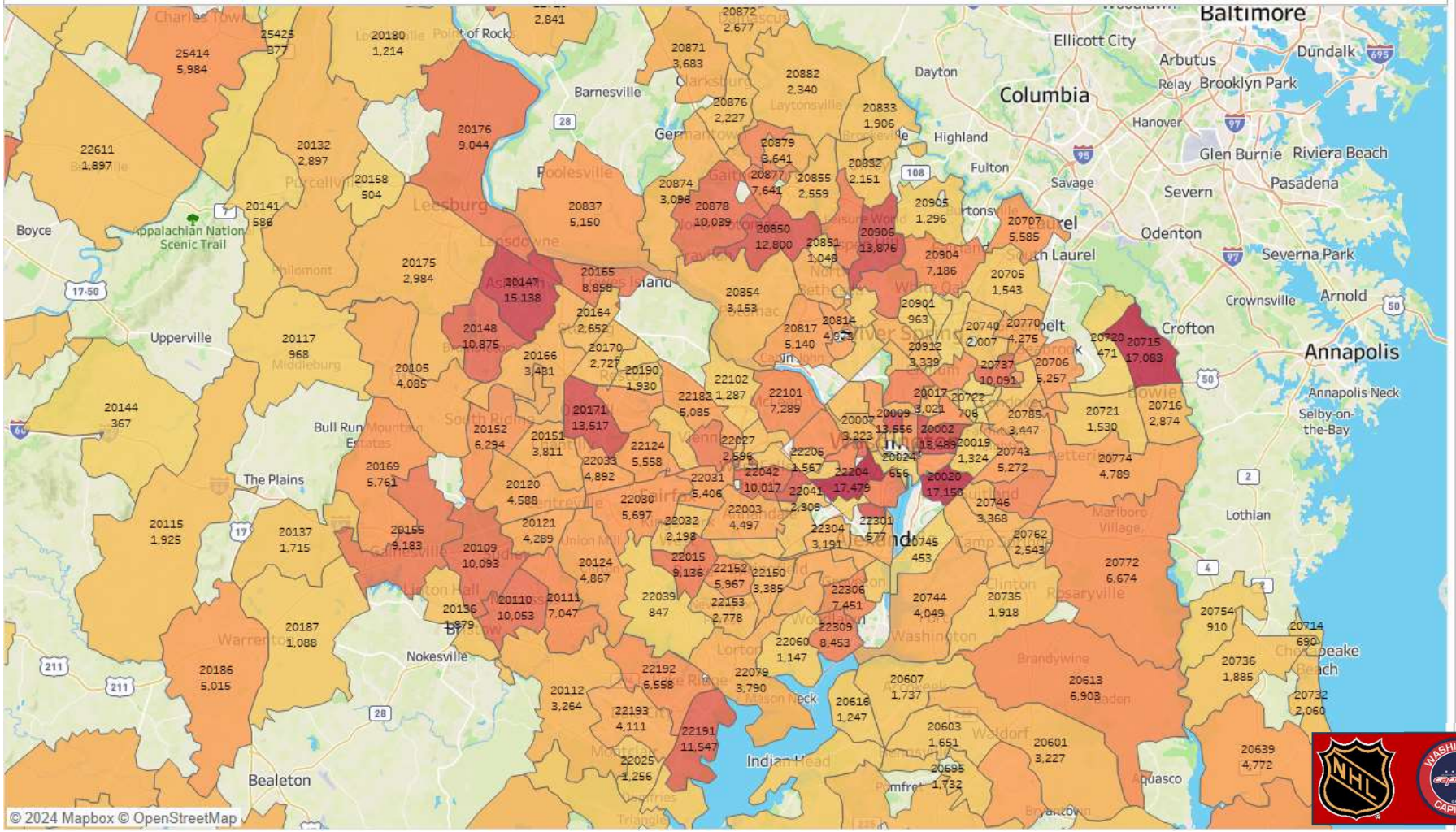
SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,325

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Pro teams (WSALF) - NHL: Seattle Kraken

Top Residential Zip Codes: (Adults 18 or older who Watch/Stream/Attend/Listen/Follow WASHINGTON CAPITALS)



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 976
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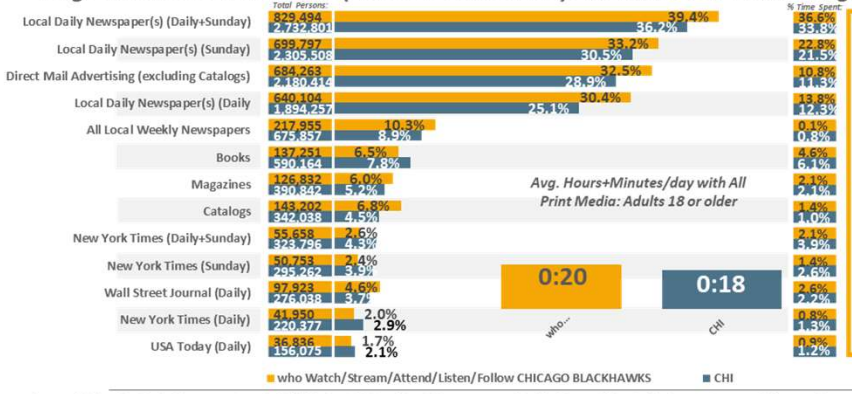
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Pro teams (WSALF) - NHL: Washington Capitals

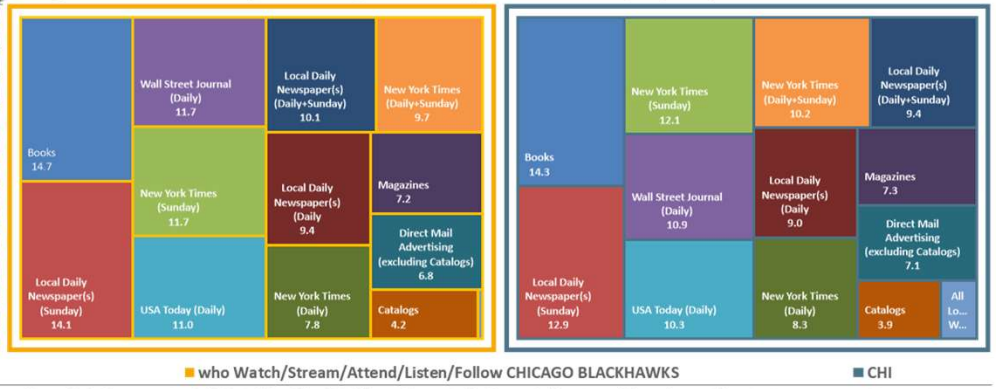
CHI

829,494 or 39.4% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow CHICAGO BLACKHAWKS read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 38.4% of all time spent daily with All forms of Print Media

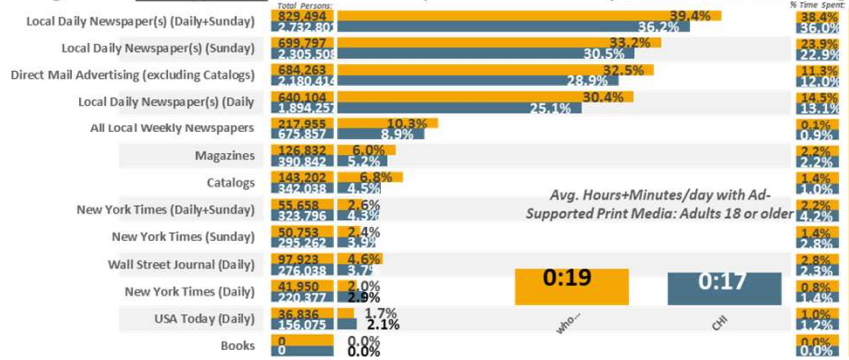
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



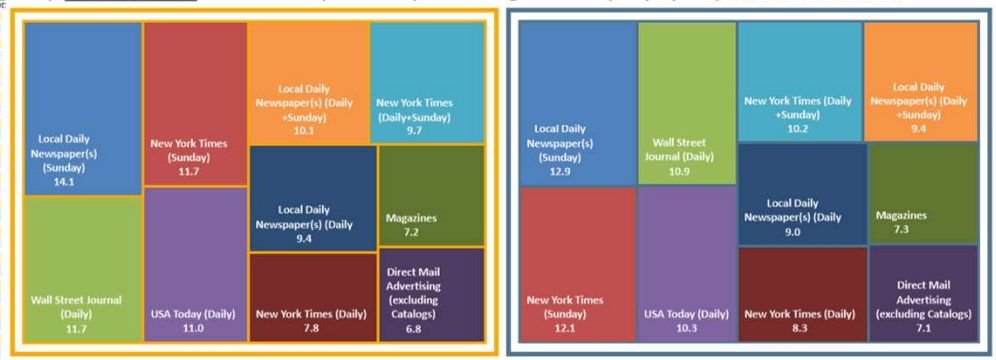
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 966

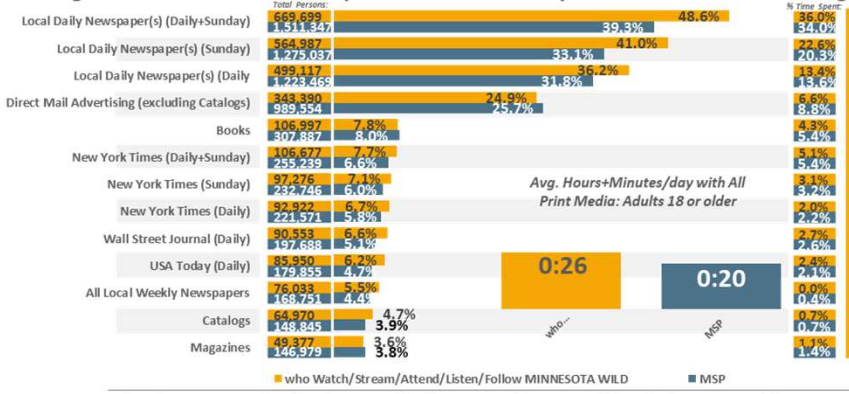
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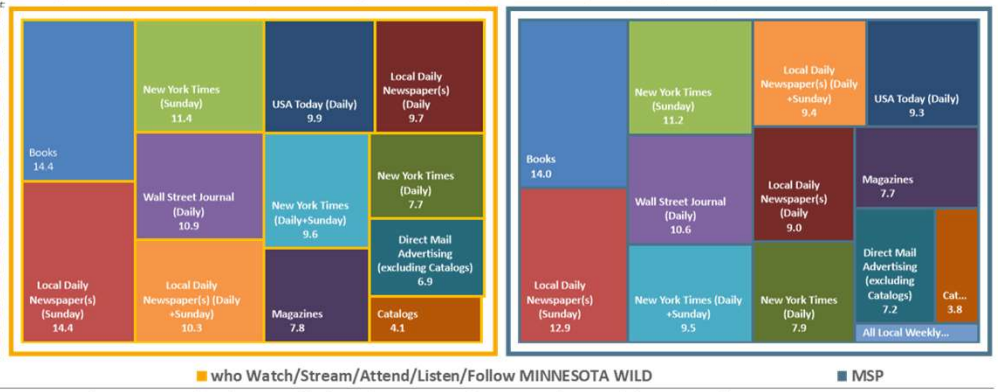
MSP

669,699 or 48.6% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow MINNESOTA WILD read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 37.6% of all time spent daily with All forms of Print Media.

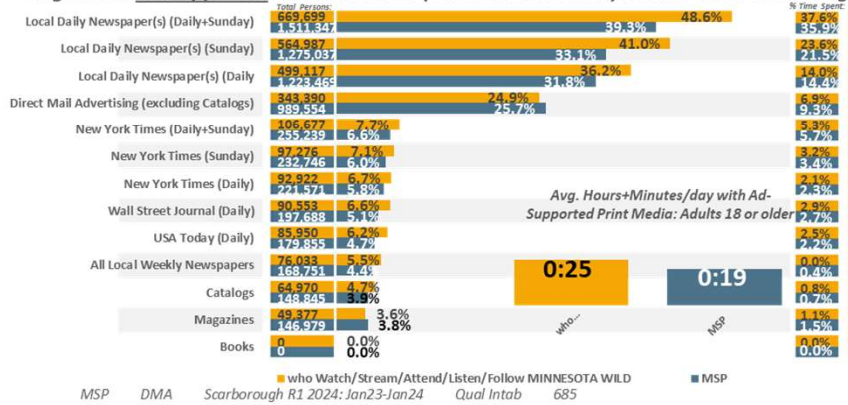
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



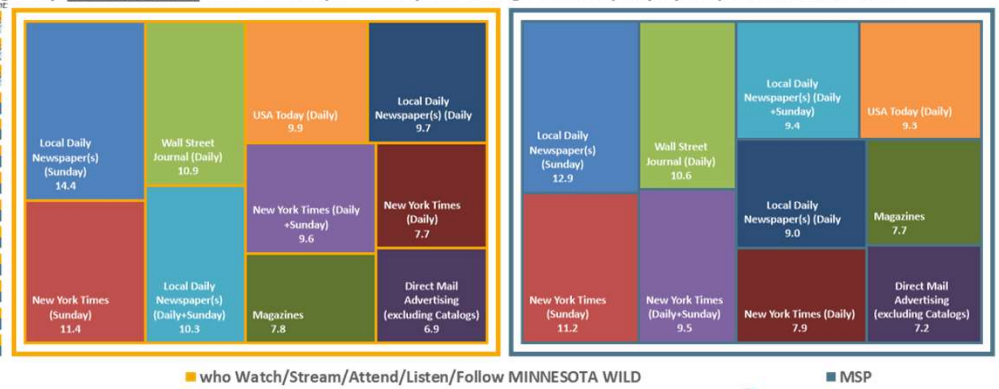
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



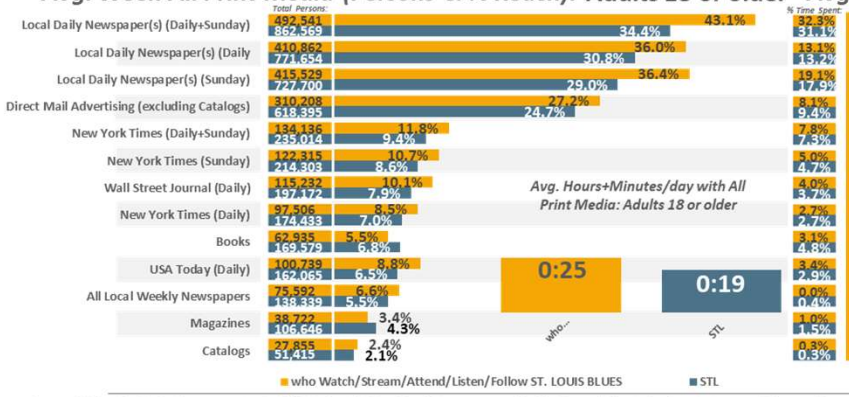
MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 685

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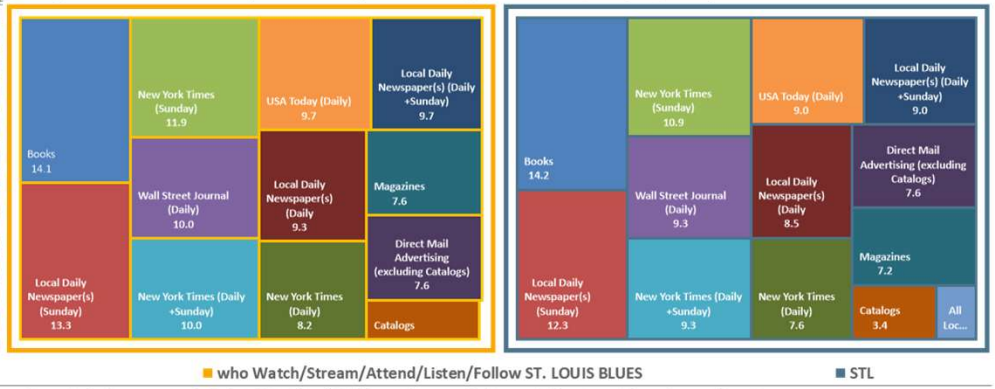
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492,541 or 43.1% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow ST. LOUIS BLUES read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 33.3% of all time spent daily with All forms of Print Media.

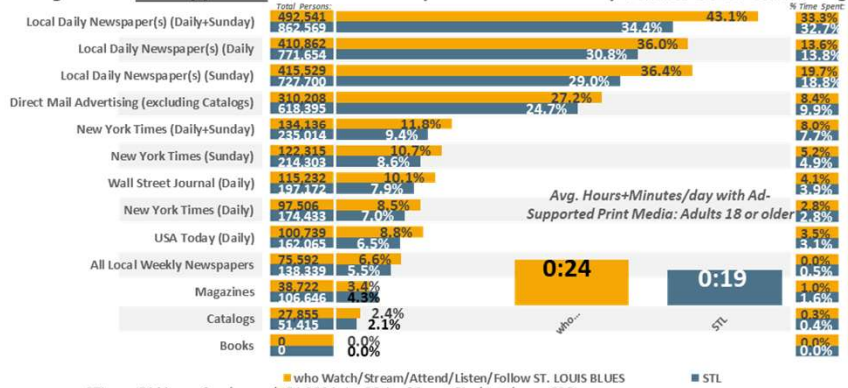
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



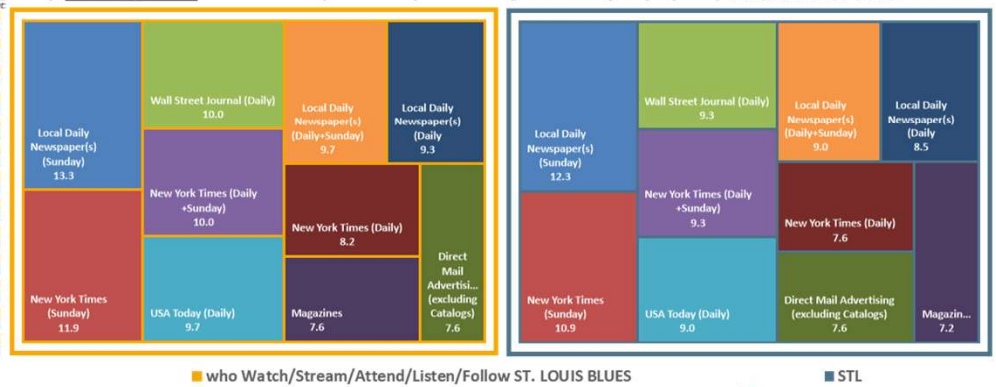
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2024: Jan23-Jan24 Qual Intab 920

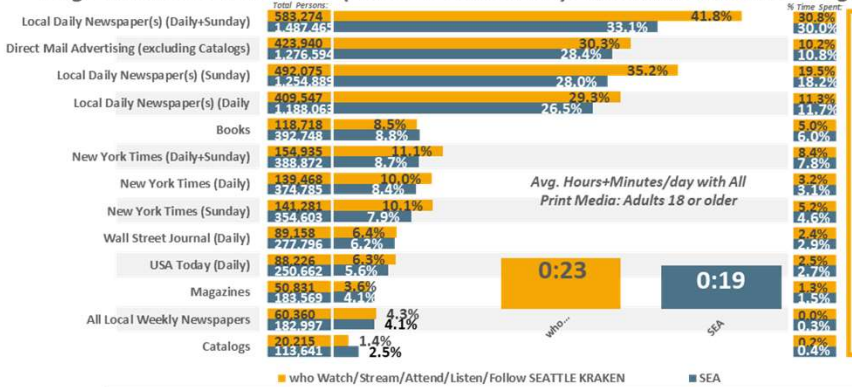
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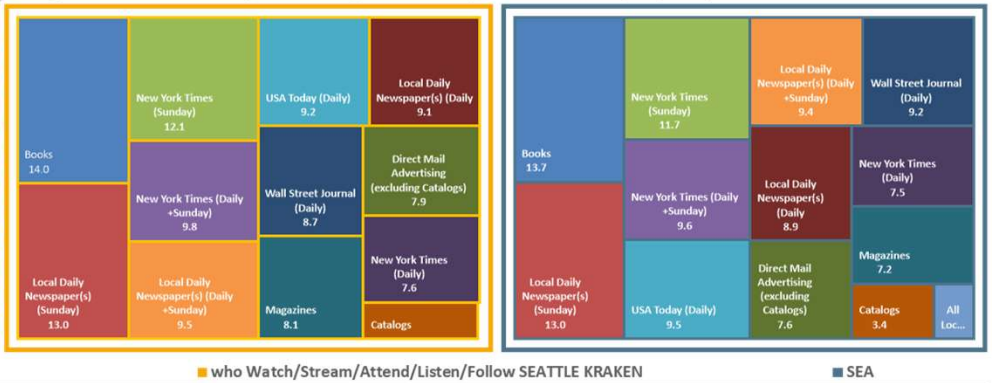
SEA

583,274 or 41.8% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow SEATTLE KRAKEN read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 32.5% of all time spent daily with All forms of Print Media.

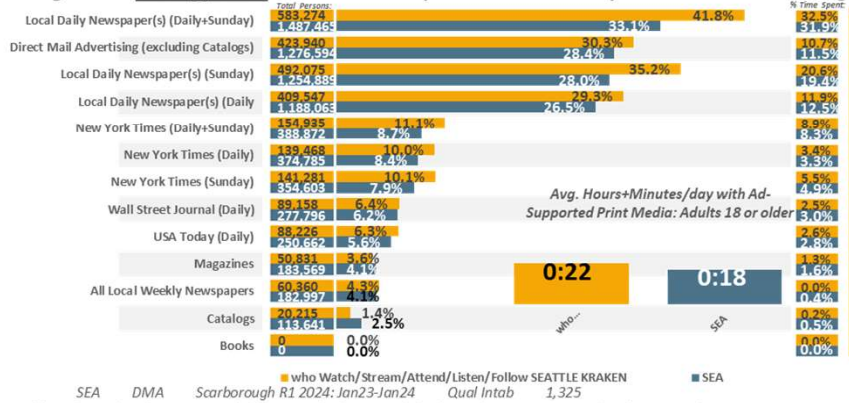
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



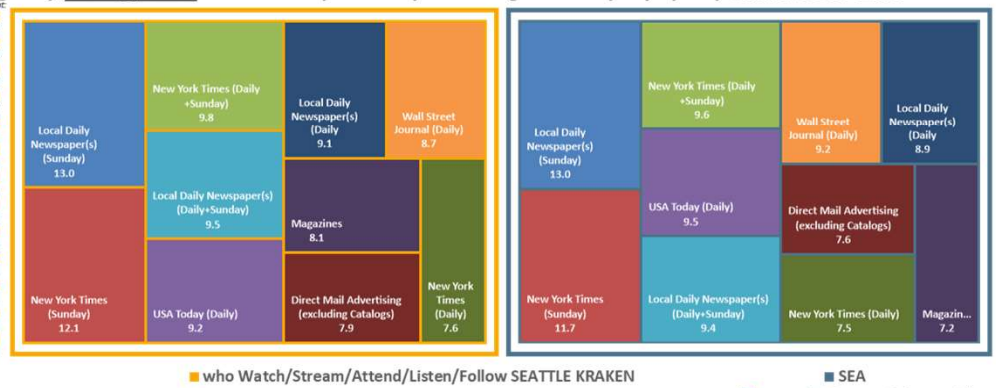
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,325

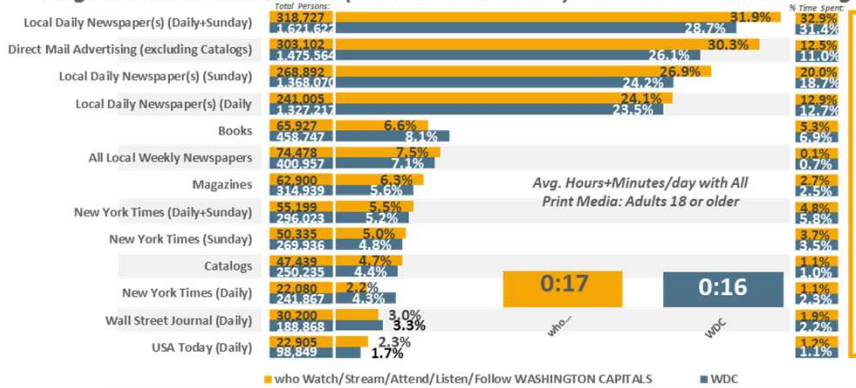
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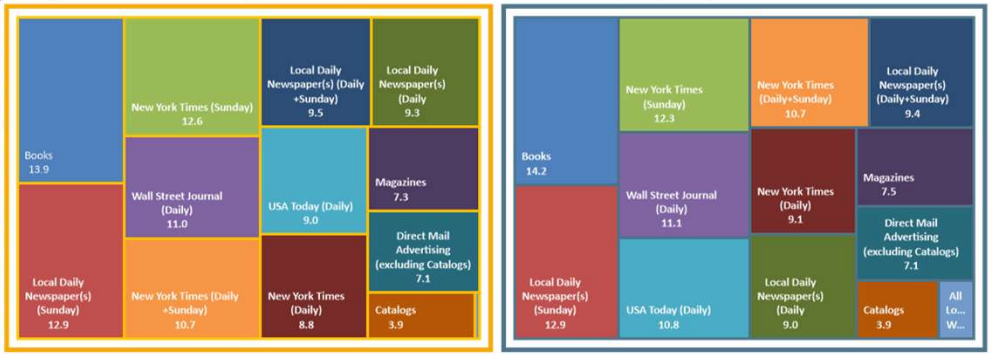


318,727 or 31.9% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow WASHINGTON CAPITALS read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 34.8% of all time spent daily with All forms of Print Media

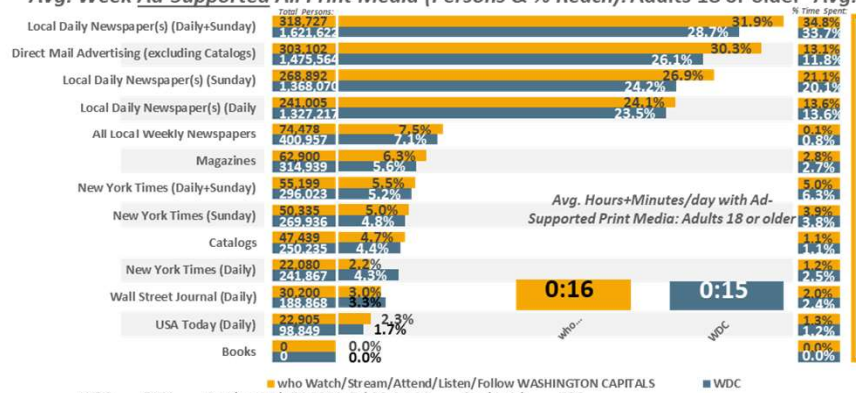
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



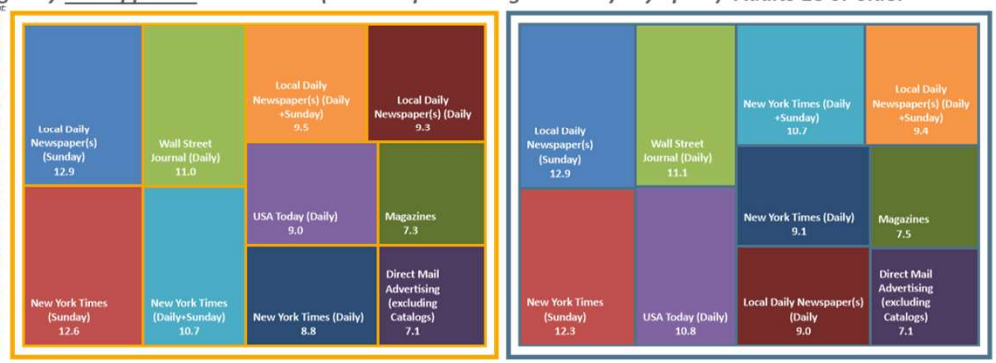
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 976

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