USA+4 MORE DMAs – W25-54 who Bought Items on AMAZON in the past 3 mos!

Complete Demographic & Media Use Profiles

amazon

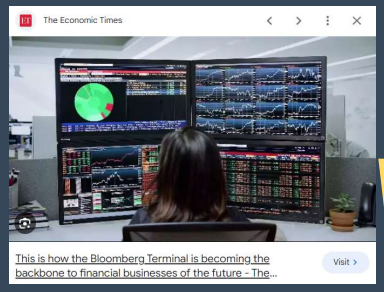
Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA W25-54 who Purchased Items on AMAZON in the past 3 months as of SEPTEMBER 2024!








amazon USA
amazon MSP
amazon STL
amazon CIN
amazon WPB



Vanguard®

BLACKROCK

STATE STREET

W25-54

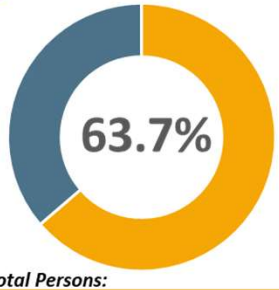
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB INC.

[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

63.7% or 41,315,119 of USA Women 25 - 54 Purchased Items on AMAZON in the past 3mos.
Typical Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 39.9 years old (.4% younger than average) and have a $100,566 (12.% higher than average) annual household income.

Percent of Market: Women 25 - 54

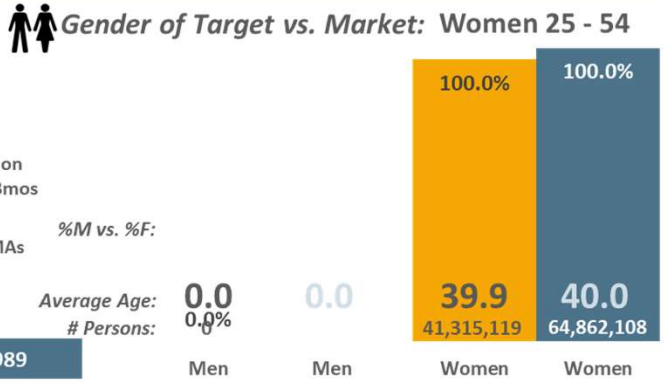


- who Purchased Items on AMAZON in the past 3mos
- Remainder of USA DMAs

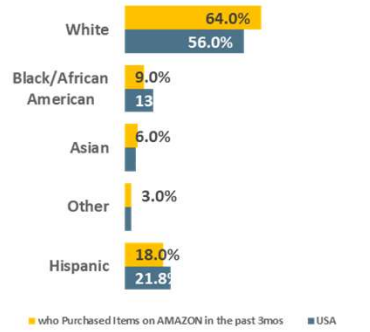
Total Persons:

41,315,119	23,546,989

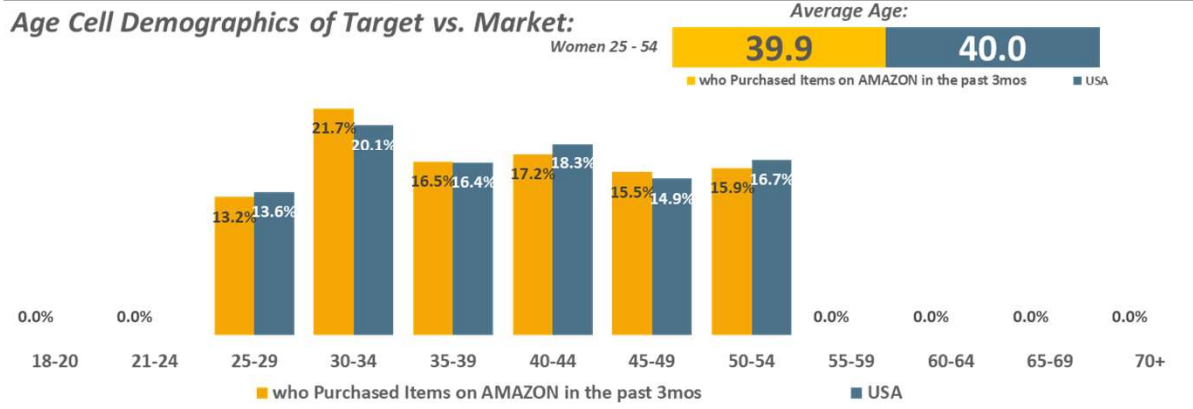
Gender of Target vs. Market: Women 25 - 54



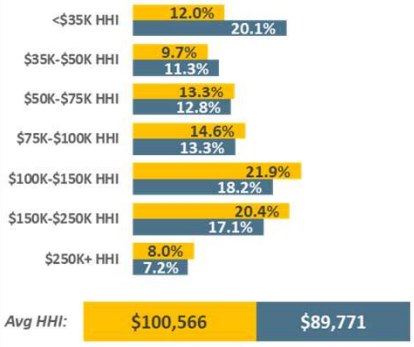
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599

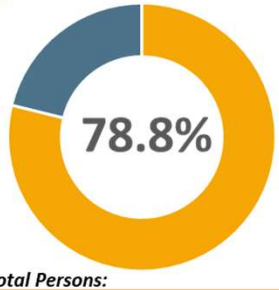
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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

78.8% or 742,167 of MINNEAPOLIS-ST. PAUL DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Typical Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 40.2 years old (.8% older than average) and have a $119,468 (9.6% higher than average) annual household income.

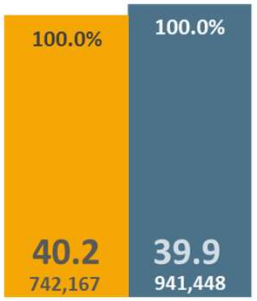
Percent of Market: Women 25 - 54



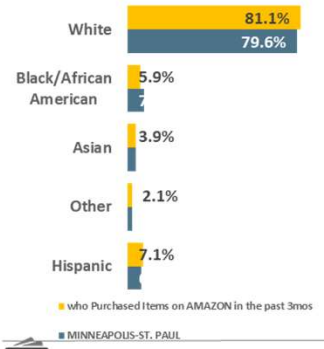
- who Purchased Items on AMAZON in the past 3mos
- Remainder of MINNEAPOLIS-ST. PAUL DMA

Total Persons: 742,167 | 199,281

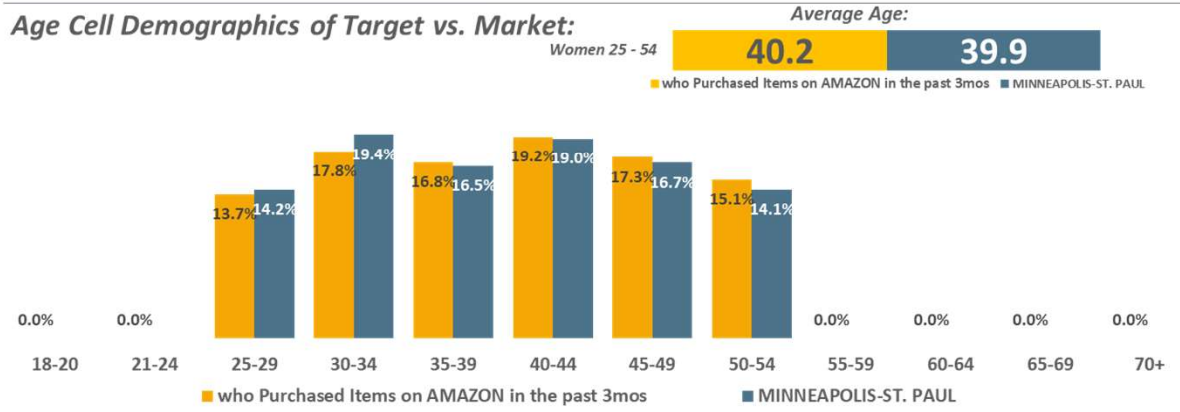
Gender of Target vs. Market: Women 25 - 54



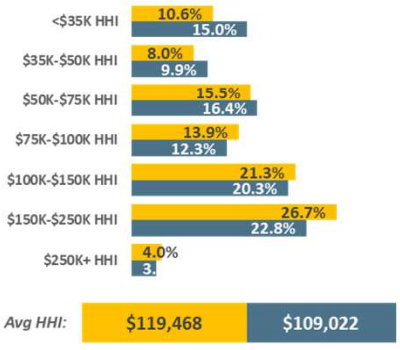
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,340

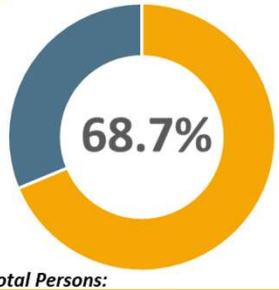
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

amazon STL

68.7% or 404,559 of ST. LOUIS DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Typical Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 40.5 years old (.3% older than average) and have a $100,973 (16.6% higher than average) annual household income.

Percent of Market: Women 25 - 54

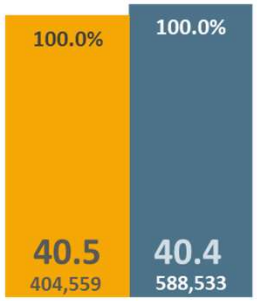


- who Purchased Items on AMAZON in the past 3mos
- Remainder of ST. LOUIS DMA

Total Persons:

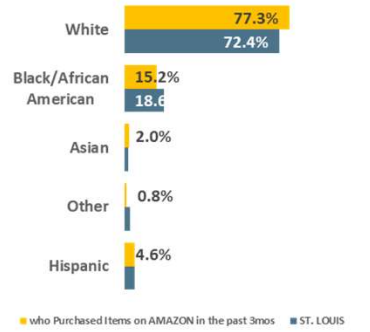
404,559	183,974

Gender of Target vs. Market: Women 25 - 54



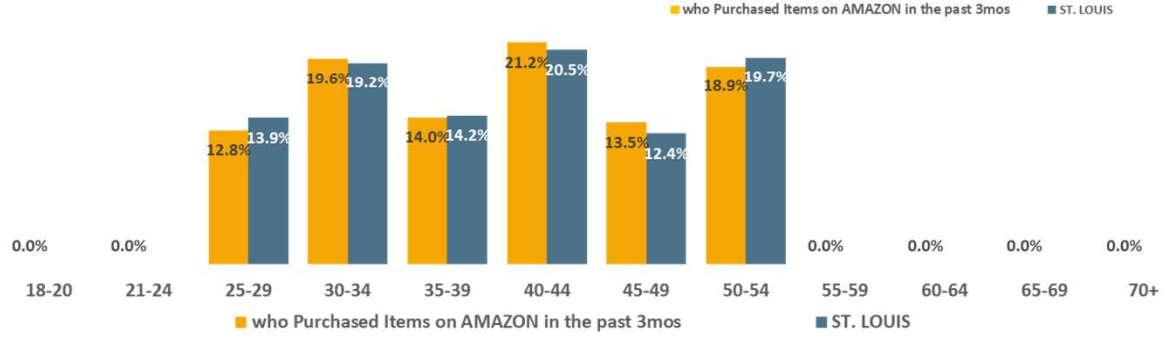
%M vs. %F:	0.0	0.0	40.5	40.4
Average Age:	0.0%		404,559	588,533
# Persons:	0			
	Men	Men	Women	Women

Ethnicity of Target vs. Market:

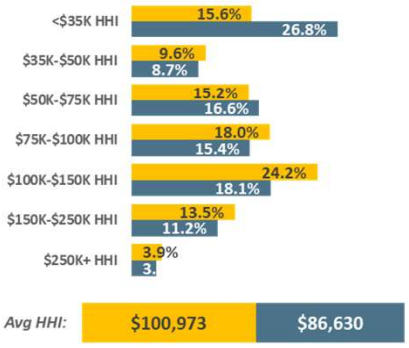


Age Cell Demographics of Target vs. Market:

Women 25 - 54	Average Age: 40.5	40.4



HHI of Target vs. Market:



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,321

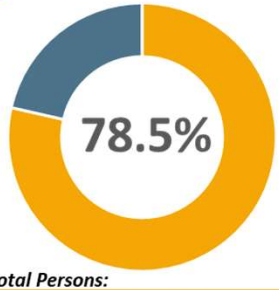
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

amazon CIN

78.5% or 359,861 of CINCINNATI DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Typical Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 39.8 years old (.4% younger than average) and have a $97,111 (8.1% higher than average) annual household income.

Percent of Market: Women 25 - 54

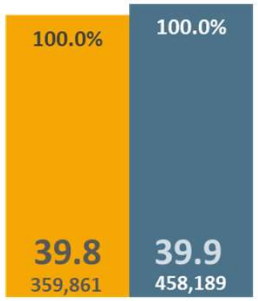


- who Purchased Items on AMAZON in the past 3mos
- Remainder of CINCINNATI DMA

Total Persons:

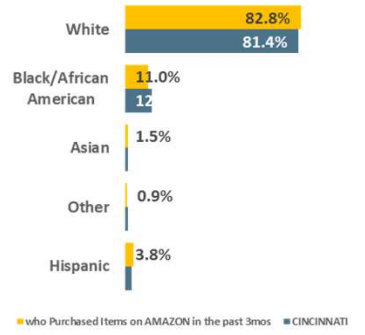
359,861	98,328

Gender of Target vs. Market: Women 25 - 54



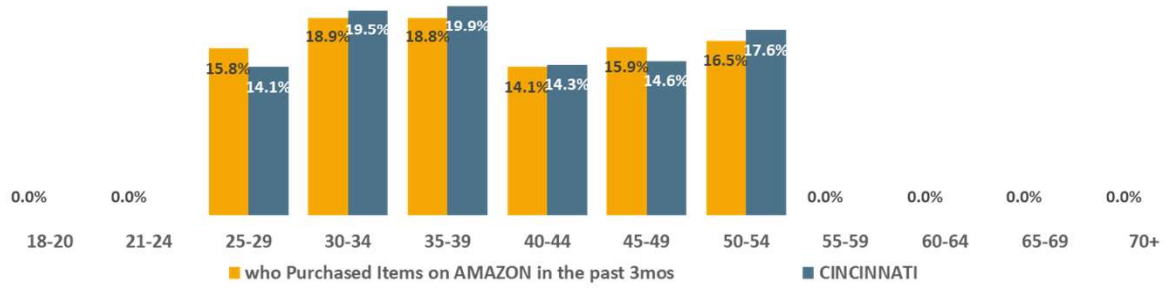
%M vs. %F:	0.0	0.0	100.0%	100.0%
Average Age:	0.0	0.0	39.8	39.9
# Persons:	0	0	359,861	458,189
	Men	Men	Women	Women

Ethnicity of Target vs. Market:

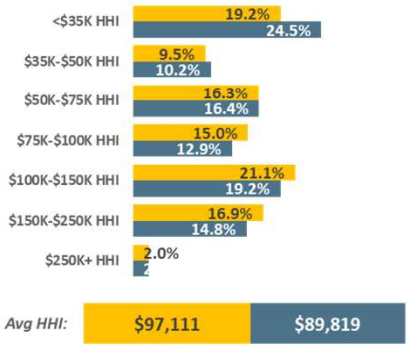


Age Cell Demographics of Target vs. Market:

Women 25 - 54 Average Age:	39.8	39.9



HHI of Target vs. Market:



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,406

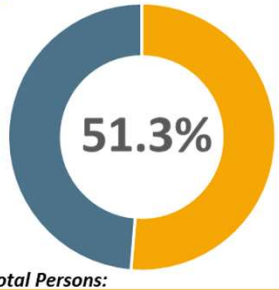
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

amazon WPB

51.3% or 195,153 of WEST PALM BEACH DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Typical Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 40.6 years old (.1% younger than average) and have a $104,938 (16.6% higher than average) annual household income.

Percent of Market: Women 25 - 54

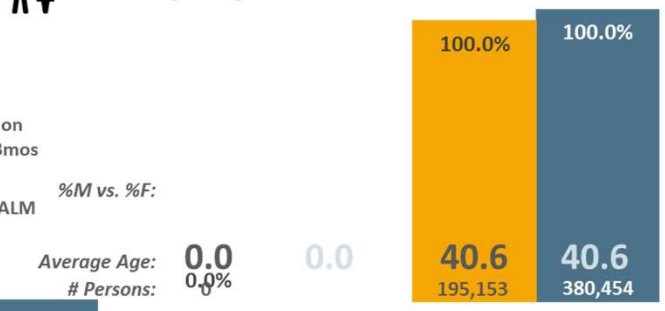


- who Purchased Items on AMAZON in the past 3mos
- Remainder of WEST PALM BEACH DMA

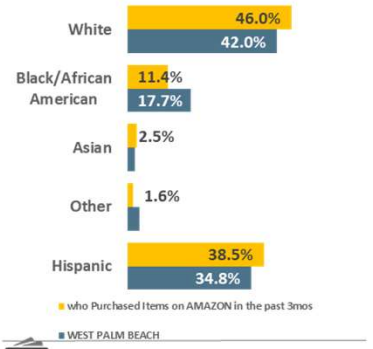
Total Persons:

195,153	185,301

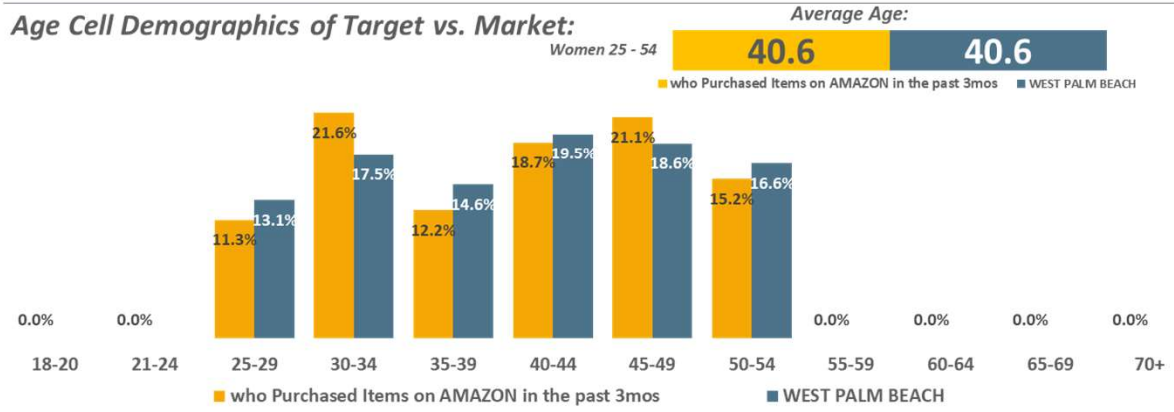
Gender of Target vs. Market: Women 25 - 54



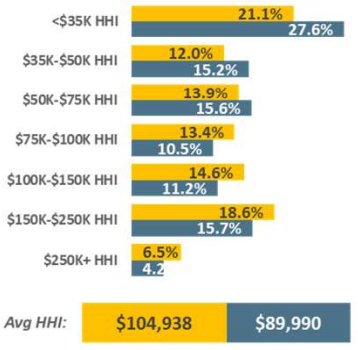
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,113

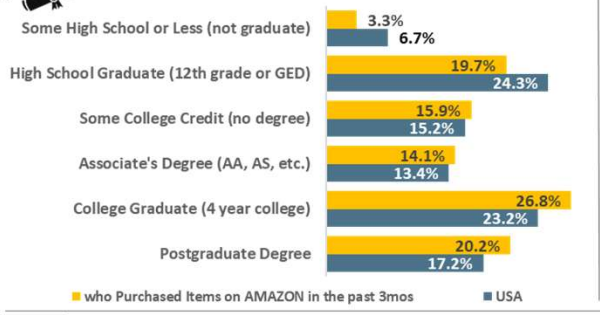
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]



63.7% or 41,315,119 of USA Women 25 - 54 Purchased Items on AMAZON in the past 3mos.
Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 16.2% more likely to be a college graduate, 9.5% more likely to work full-time, 8.1% more likely to be married, 13.% less likely to be a grandparent of 1 or more children under 18.

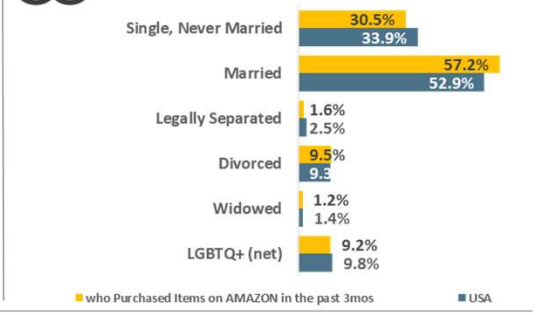
Education Levels: Women 25 - 54



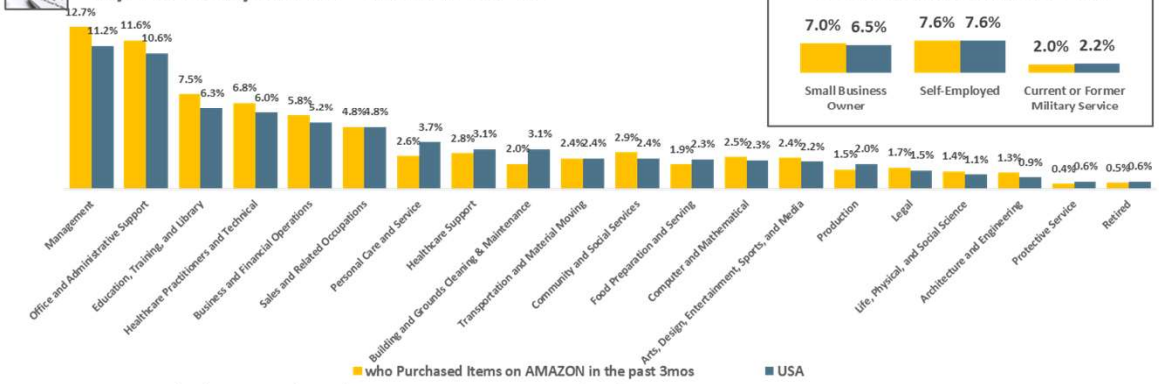
Employment: Women 25 - 54



Marital Status: Women 25 - 54

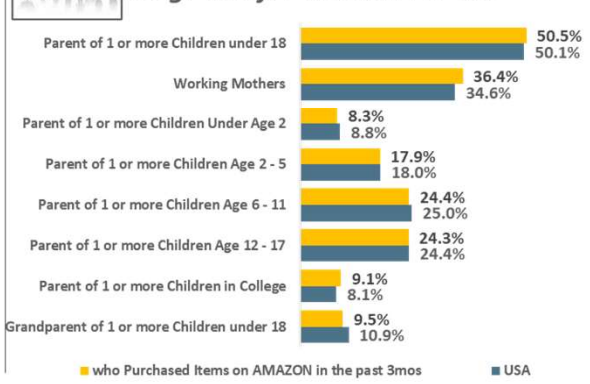


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 54



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599

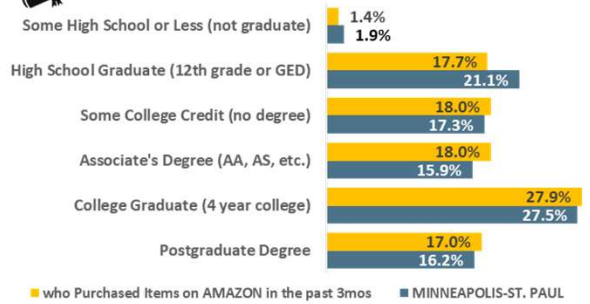
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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

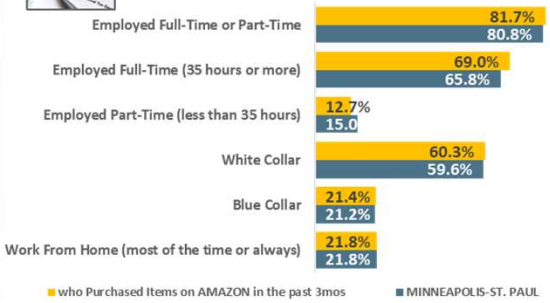
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

78.8% or 742,167 of MINNEAPOLIS-ST. PAUL DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 2.8% more likely to be a college graduate, 4.8% more likely to work full-time, 10.% more likely to be married, 15.7% more likely to be a grandparent of 1 or more children under 18.

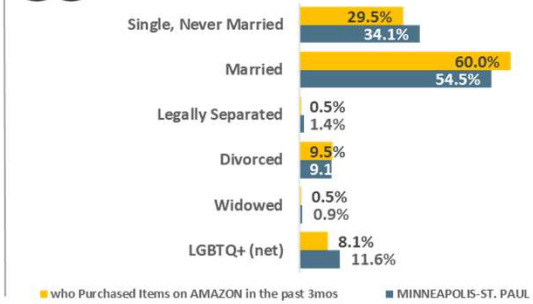
Education Levels: Women 25 - 54



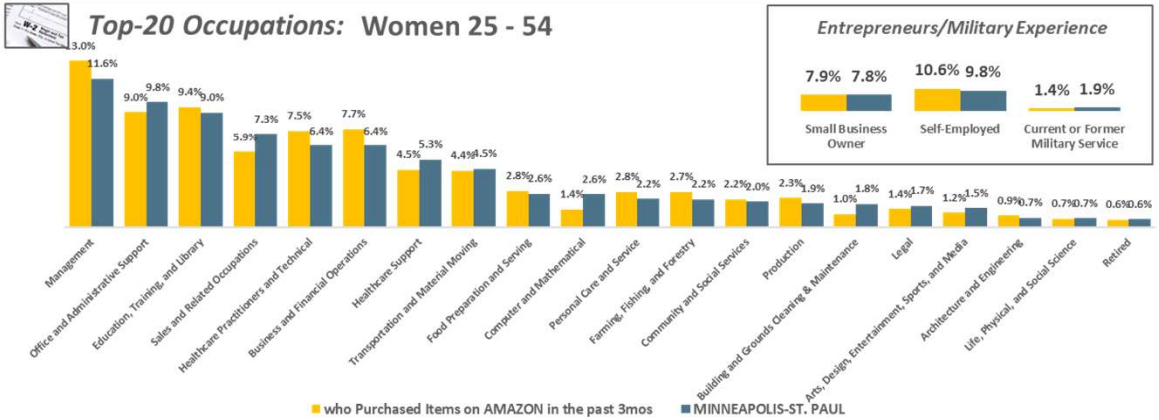
Employment: Women 25 - 54



Marital Status: Women 25 - 54

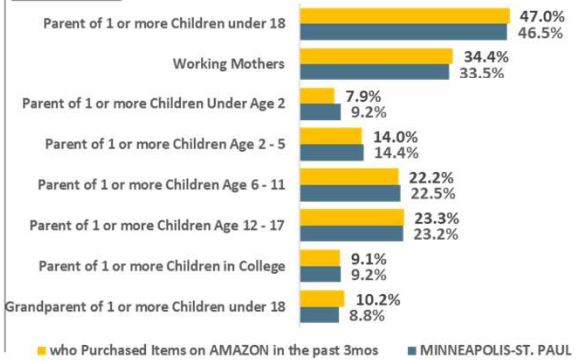


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 54



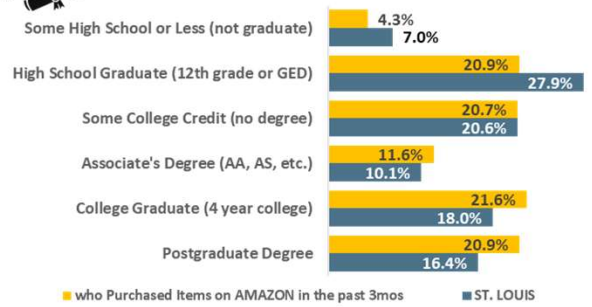
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,340

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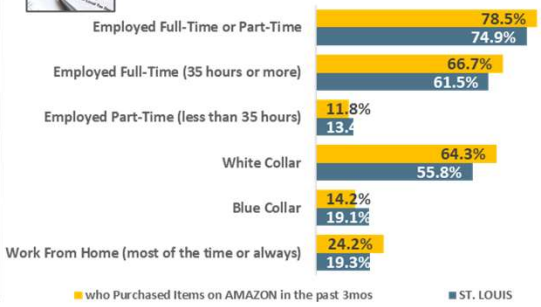
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

68.7% or 404,559 of ST. LOUIS DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 23.9% more likely to be a college graduate, 8.4% more likely to work full-time, 10.7% more likely to be married, 15.7% less likely to be a grandparent of 1 or more children under 18.

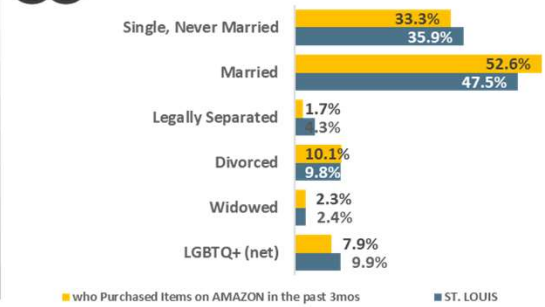
Education Levels: Women 25 - 54



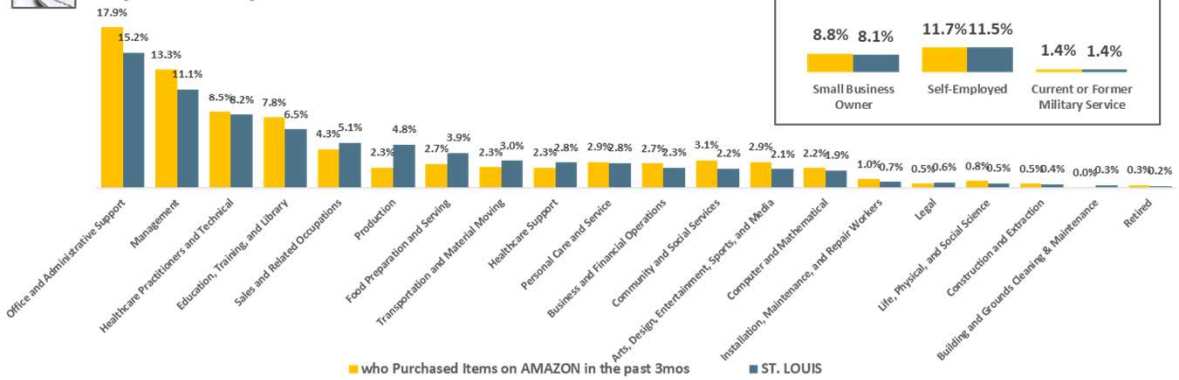
Employment: Women 25 - 54



Marital Status: Women 25 - 54

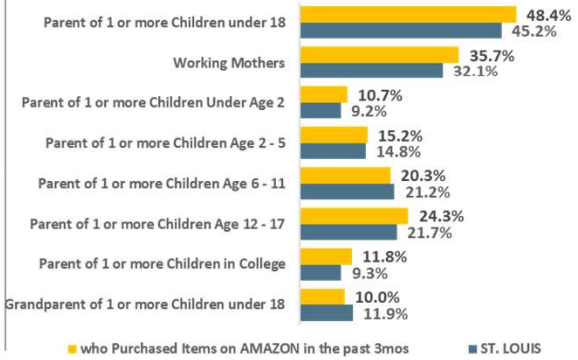


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 54



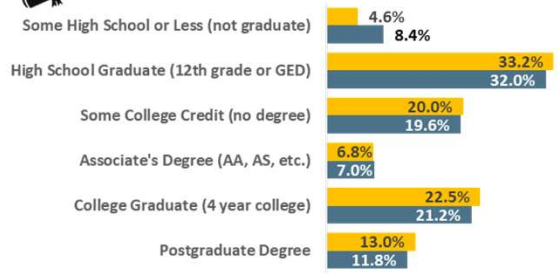
ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,321

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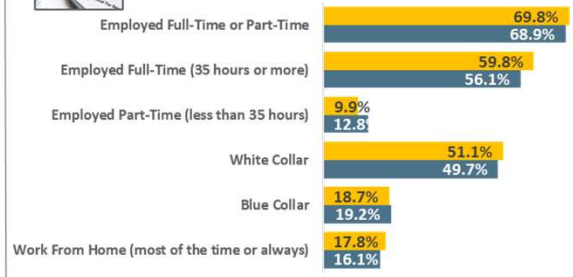
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

78.5% or 359,861 of CINCINNATI DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 7.4% more likely to be a college graduate, 6.7% more likely to work full-time, 6.9% more likely to be married, 3.7% less likely to be a grandparent of 1 or more children under 18.

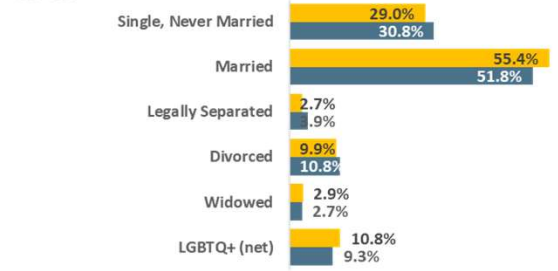
Education Levels: Women 25 - 54



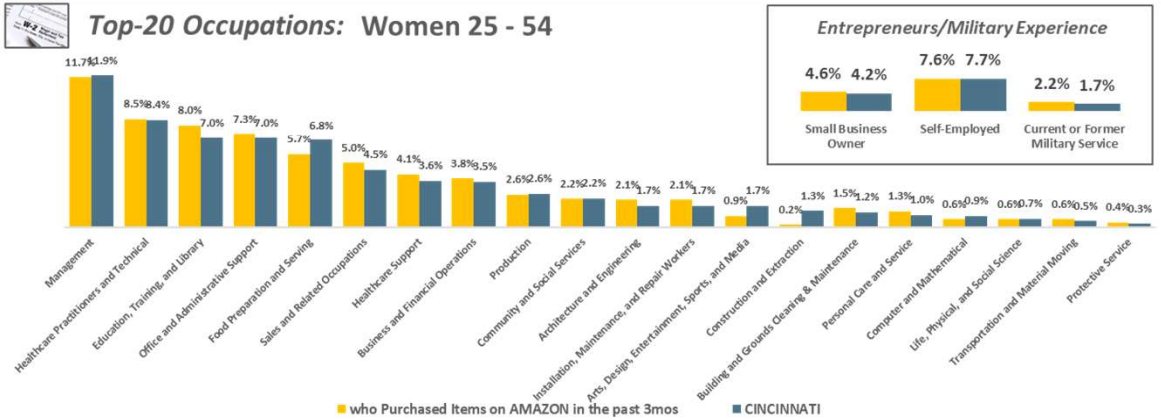
Employment: Women 25 - 54



Marital Status: Women 25 - 54

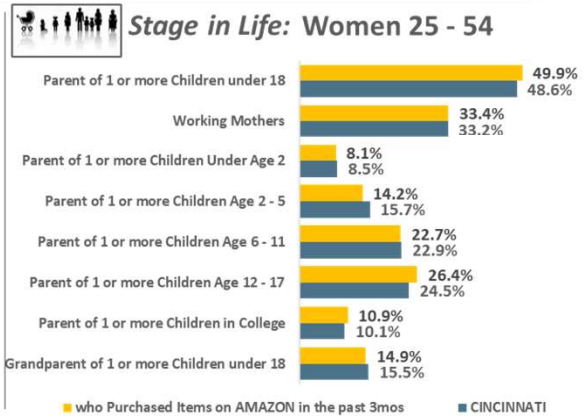


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 54



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,406

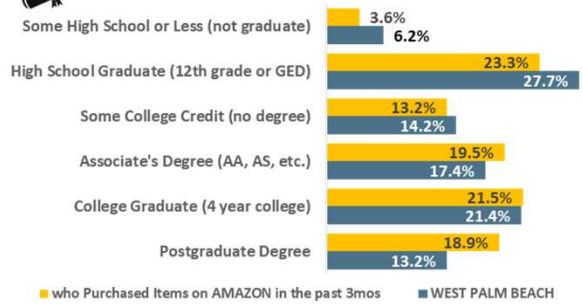
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

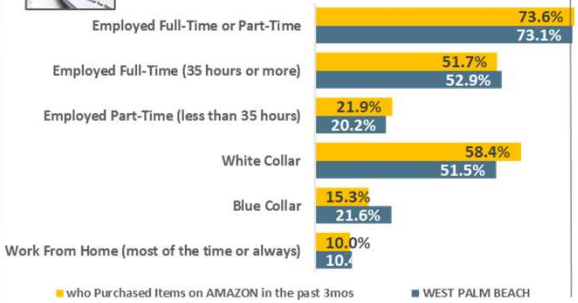


51.3% or 195,153 of WEST PALM BEACH DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 16.9% more likely to be a college graduate, 2.1% less likely to work full-time, 16.6% more likely to be married, 14.6% less likely to be a grandparent of 1 or more children under 18.

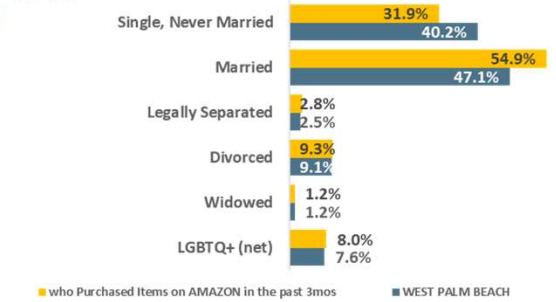
Education Levels: Women 25 - 54



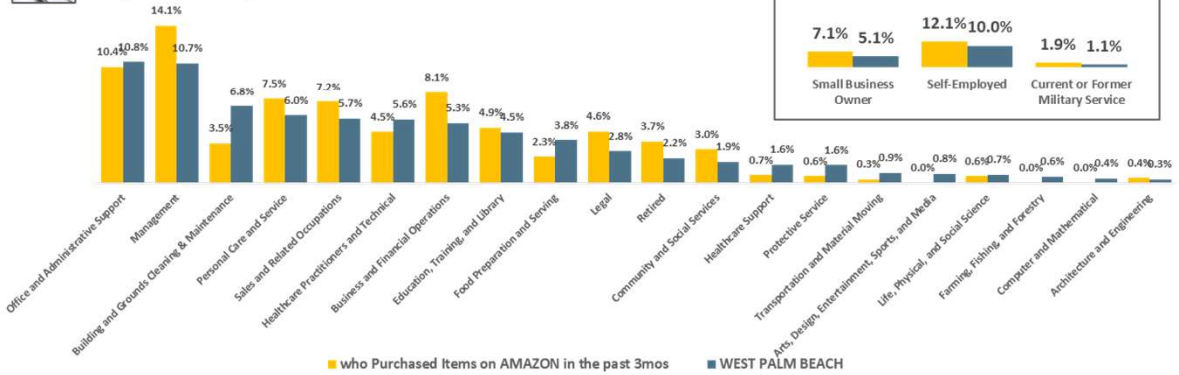
Employment: Women 25 - 54



Marital Status: Women 25 - 54

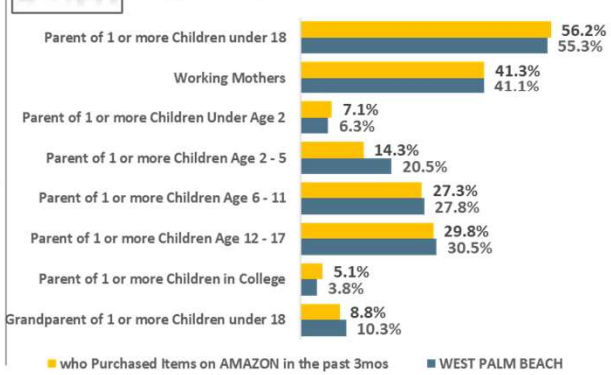


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 54



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,113

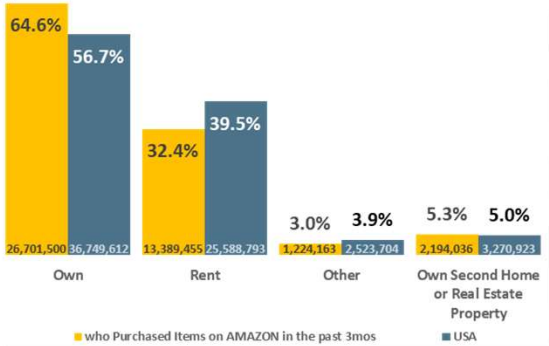
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

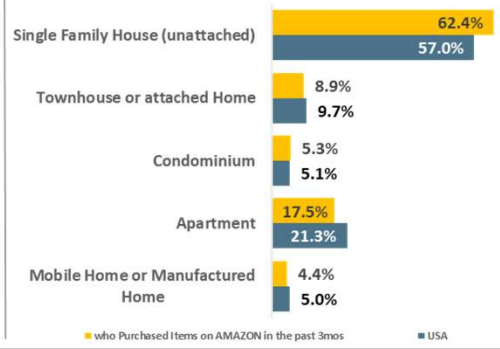
amazon USA

63.7% or 41,315,119 of USA Women 25 - 54 Purchased Items on AMAZON in the past 3mos.
Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 14.1% more likely to own their home, 20.4% more likely to own a higher valued home, 9.5% more likely to have a single-family home, 11.% more likely to have a dog.

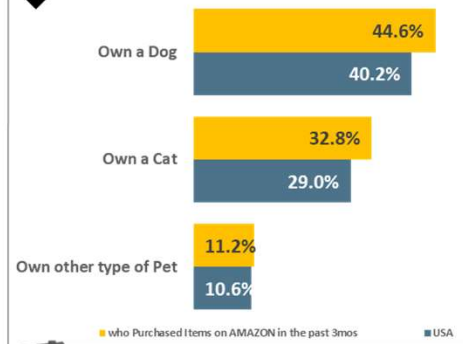
Own/Rent/Other: Women 25 - 54



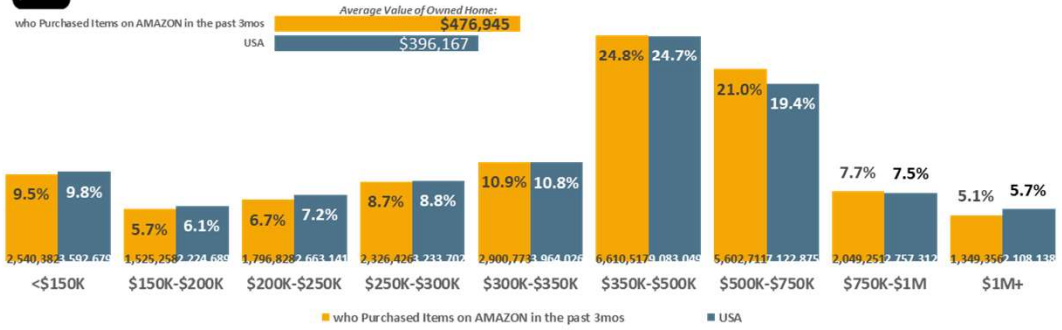
Type of Home: Women 25 - 54



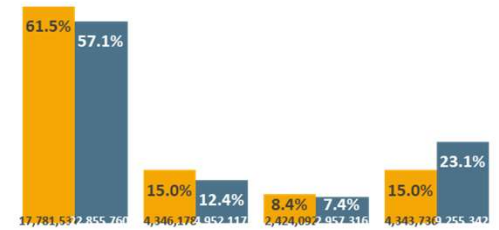
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



USA *USA Projection* *Scarborough R2 2024: Aug23-Sep24* *Qual Intab* *13,599*

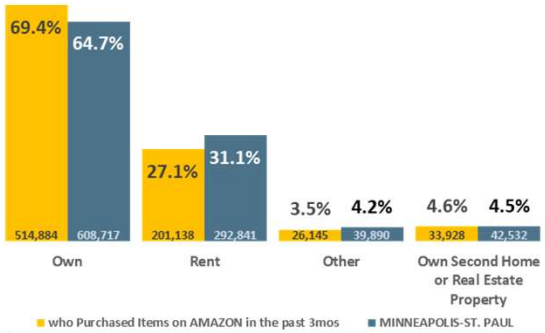
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USA Projection *Scarborough R2 2024: Aug23-Sep24* *Qual Intab* *23,097*

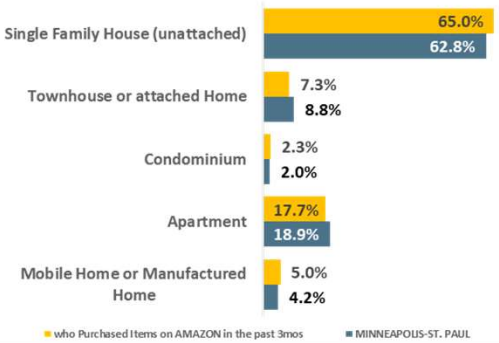
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

78.8% or 742,167 of MINNEAPOLIS-ST. PAUL DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 7.3% more likely to own their home, 2.1% more likely to own a higher valued home, 3.5% more likely to have a single-family home, 10.7% more likely to have a dog.

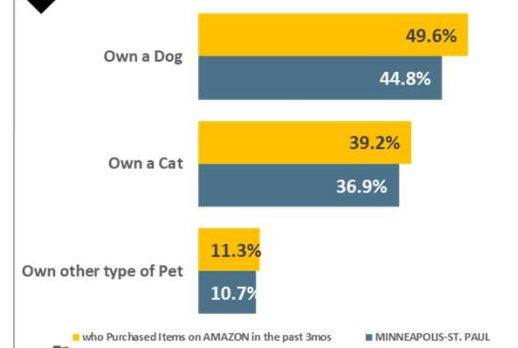
Own/Rent/Other: Women 25 - 54



Type of Home: Women 25 - 54



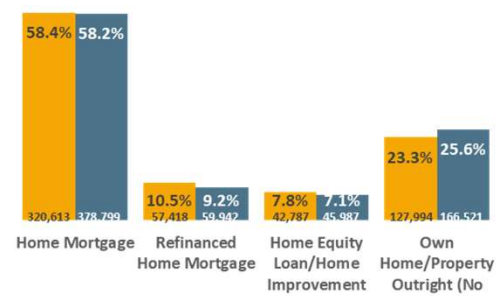
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,340

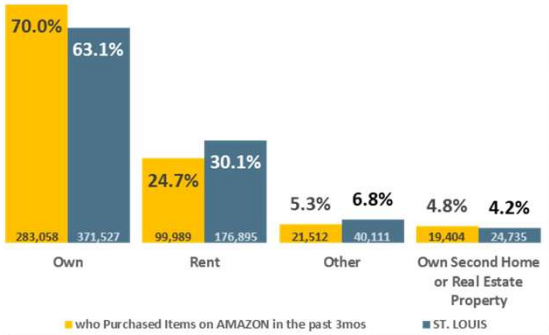
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

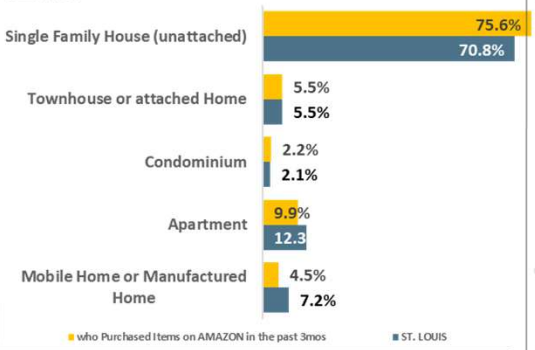
amazon STL

68.7% or 404,559 of ST. LOUIS DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 10.8% more likely to own their home, 6.4% more likely to own a higher valued home, 6.7% more likely to have a single-family home, 12.8% more likely to have a dog.

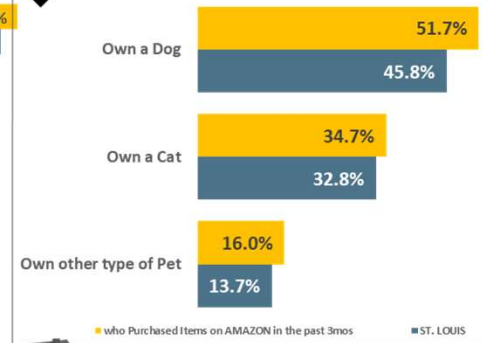
Own/Rent/Other: Women 25 - 54



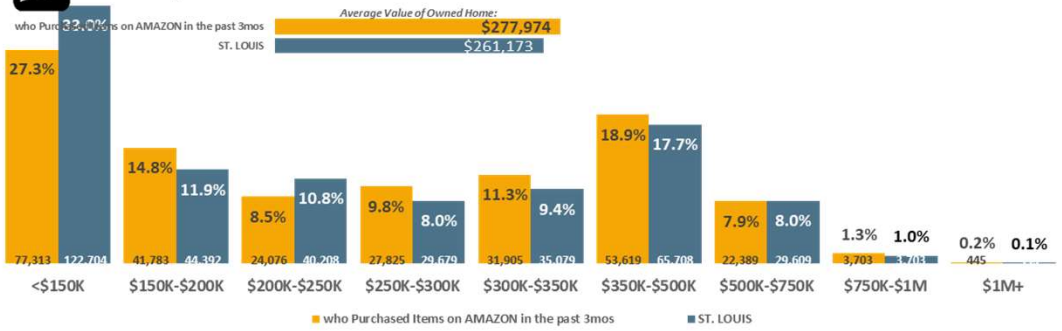
Type of Home: Women 25 - 54



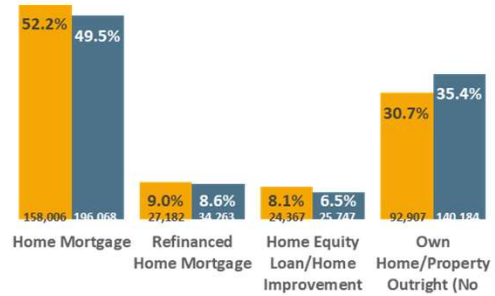
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,321

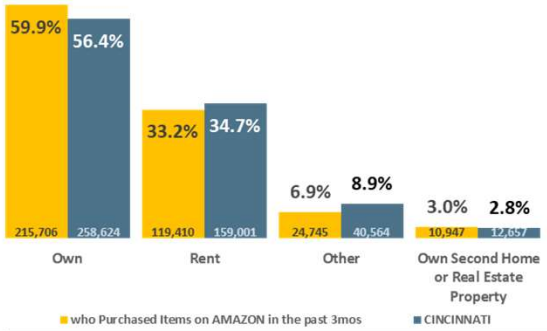
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

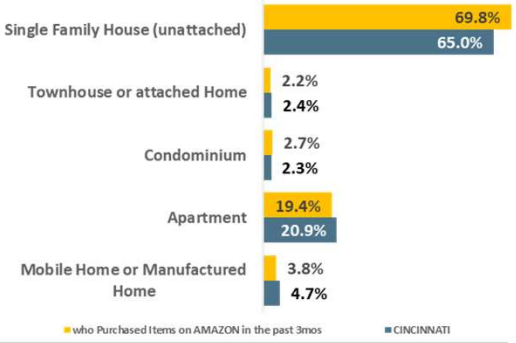
amazon CIN

78.5% or 359,861 of CINCINNATI DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 6.2% more likely to own their home, 3.3% more likely to own a higher valued home, 7.5% more likely to have a single-family home, 2.5% more likely to have a dog.

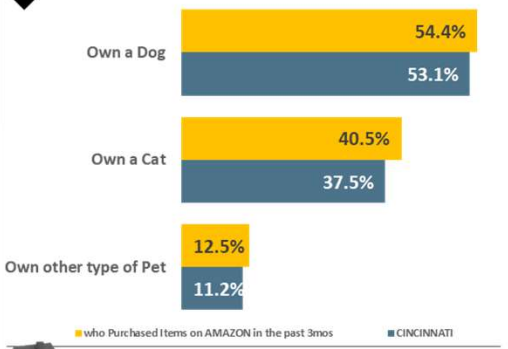
Own/Rent/Other: Women 25 - 54



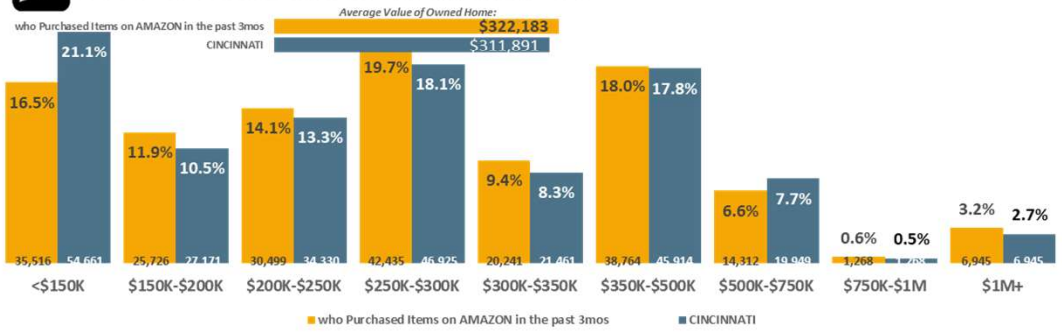
Type of Home: Women 25 - 54



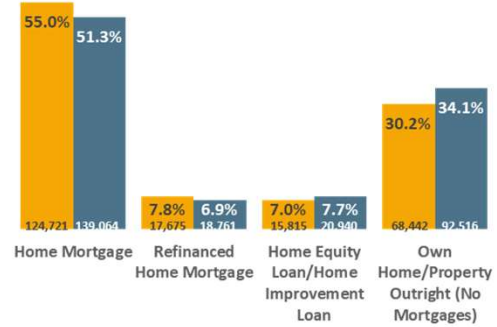
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,406

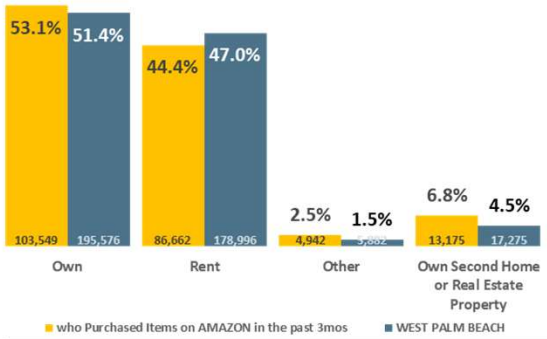
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

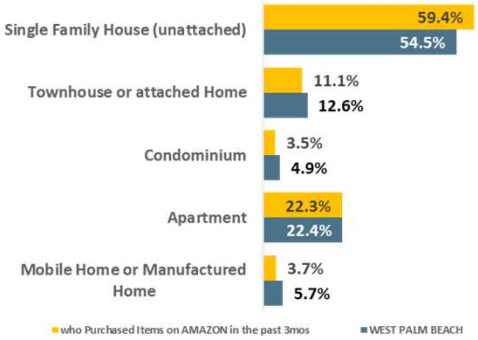
amazon WPB

51.3% or 195,153 of WEST PALM BEACH DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 3.2% more likely to own their home, 18.8% more likely to own a higher valued home, 9.1% more likely to have a single-family home, 7.4% less likely to have a dog.

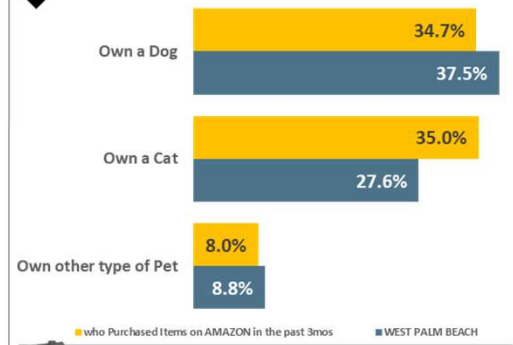
Own/Rent/Other: Women 25 - 54



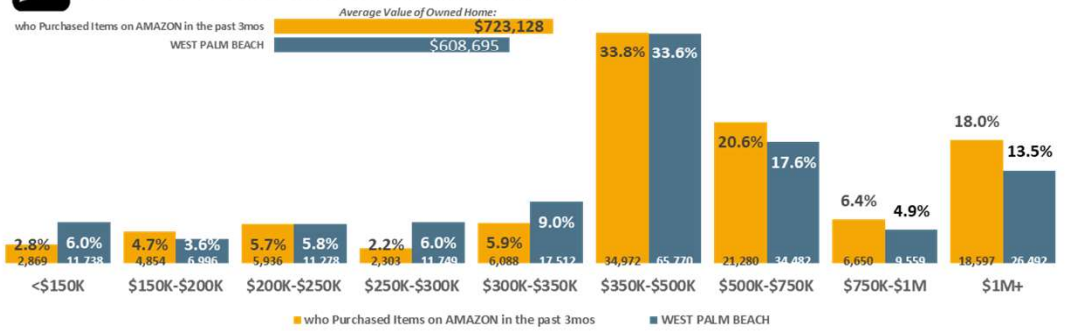
Type of Home: Women 25 - 54



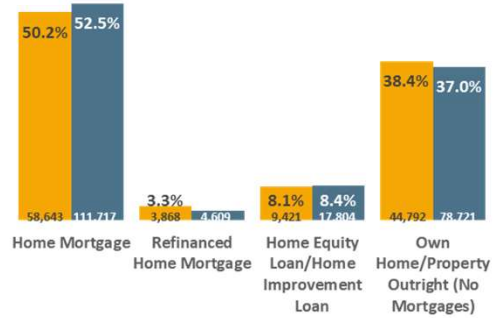
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,113

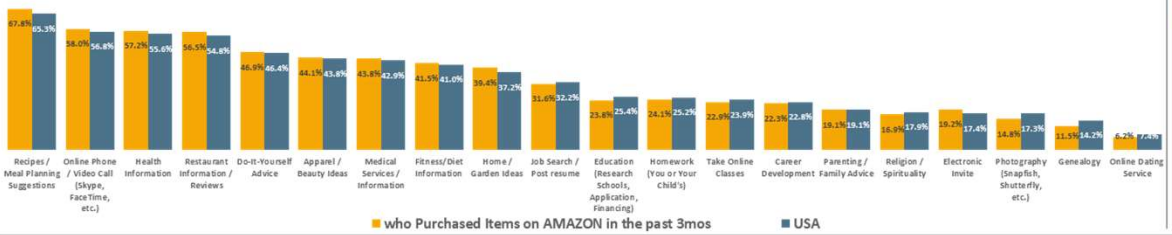
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

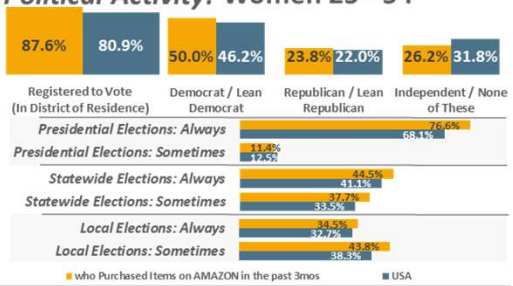
amazon USA

63.7% or 41,315,119 of USA Women 25 - 54 Purchased Items on AMAZON in the past 3mos.
Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 1.% more likely to look up D-I-Y advice online, 5.5% more likely to always vote in local elections, 5.1% more likely to belong to a gym, 10.4% more likely to fly domestic past yr.

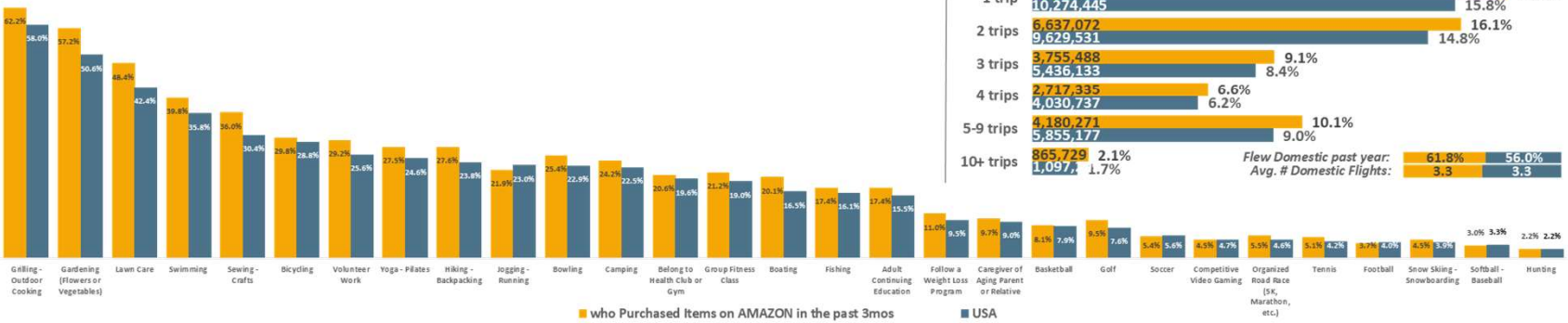
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



Political Activity: Women 25 - 54



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



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

USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599

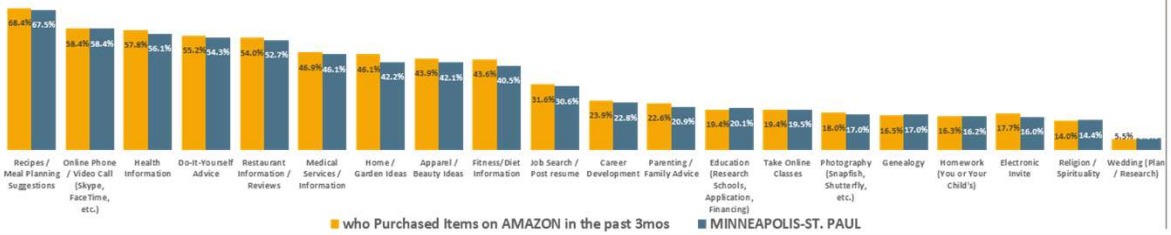
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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

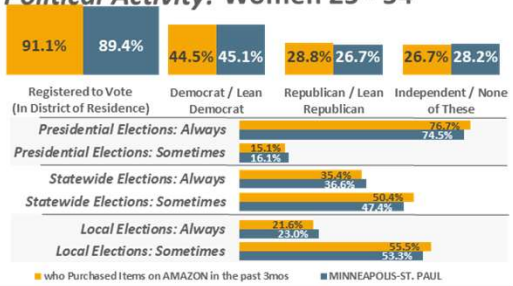
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

78.8% or 742,167 of MINNEAPOLIS-ST. PAUL DMA Women 25 - 54 Purchased Items on AMAZON in the past… Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 1.6% more likely to look up D-I-Y advice online, 6.4% less likely to always vote in local elections, .4% more likely to belong to a gym, 3.% more likely to fly domestic past yr.

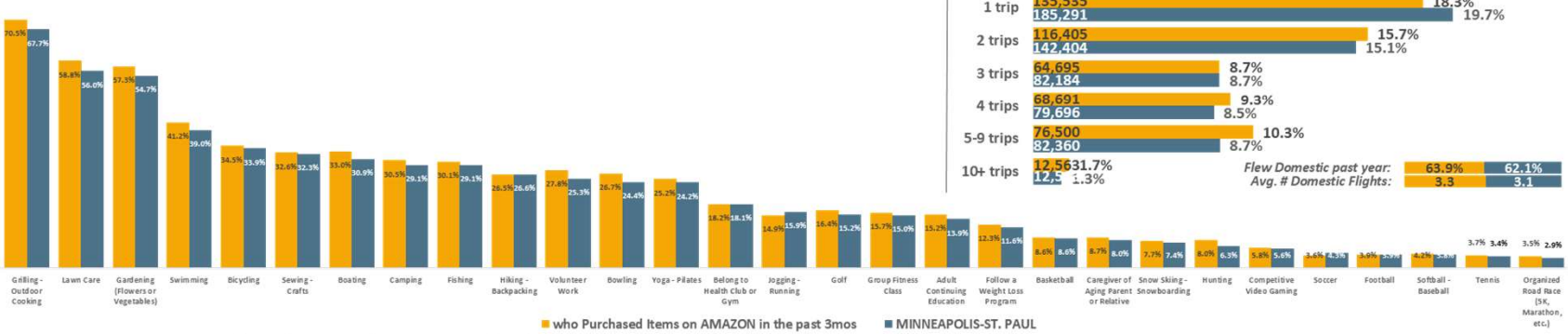
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



Political Activity: Women 25 - 54



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



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

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,340

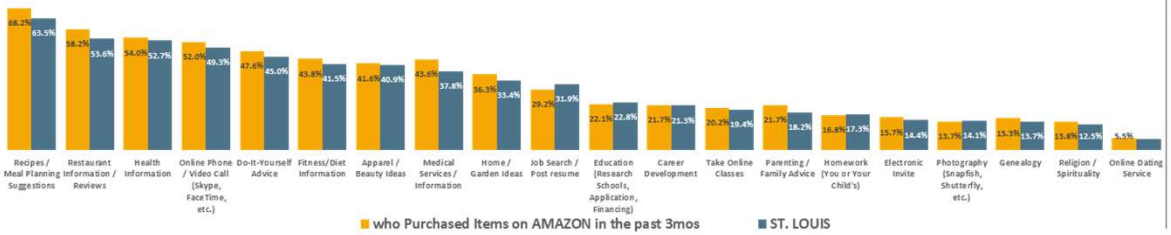
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

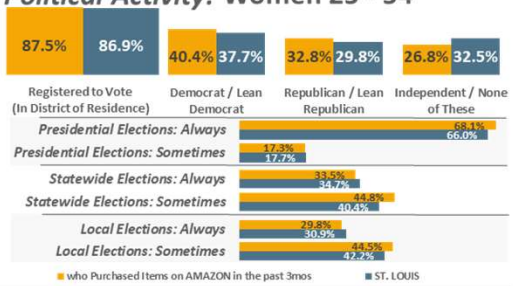


68.7% or 404,559 of ST. LOUIS DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 5.8% more likely to look up D-I-Y advice online, 3.8% less likely to always vote in local elections, 30.7% more likely to belong to a gym, 8.% more likely to fly domestic past yr.

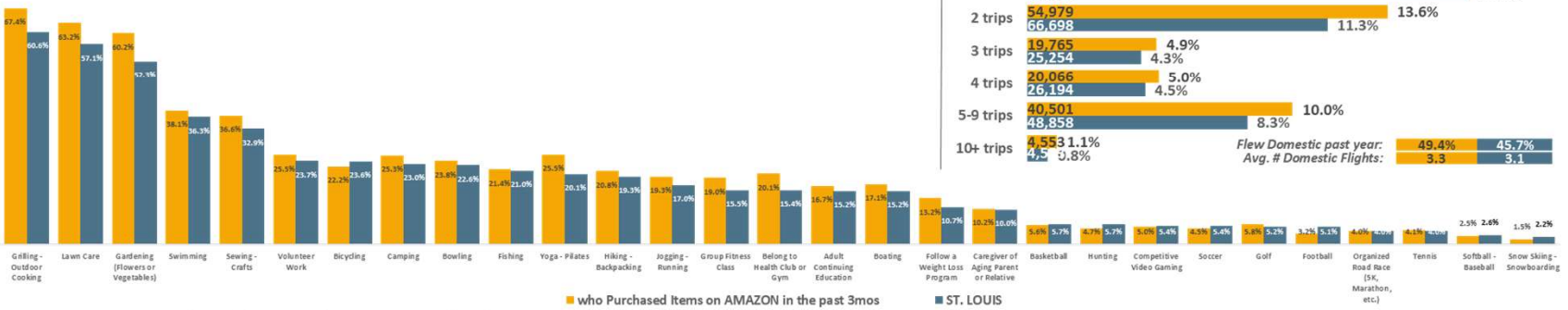
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



Political Activity: Women 25 - 54



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



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

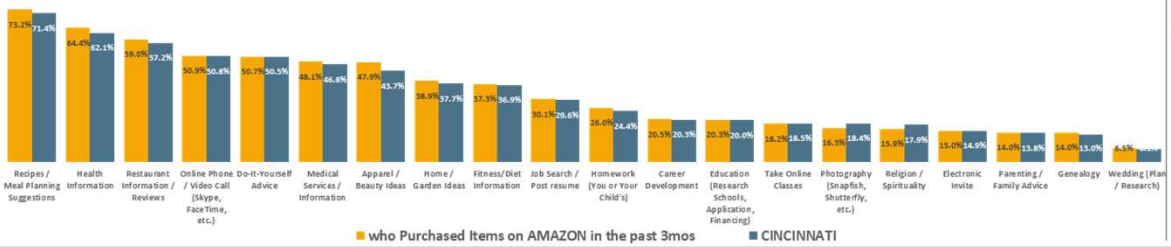
ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,321

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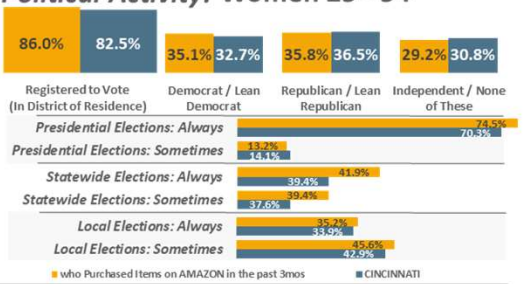
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

78.5% or 359,861 of CINCINNATI DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are .5% more likely to look up D-I-Y advice online, 3.9% more likely to always vote in local elections, 4.8% less likely to belong to a gym, 7.4% more likely to fly domestic past yr.

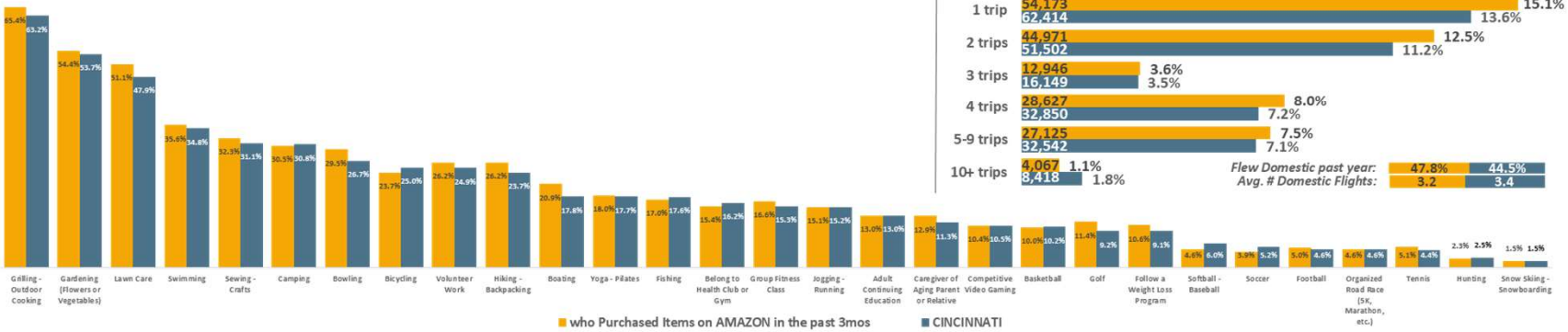
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 54



Political Activity: Women 25 - 54



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



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

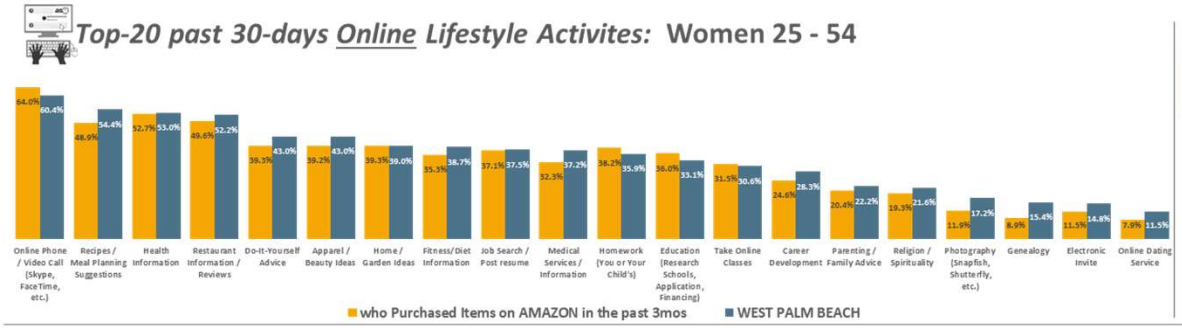
CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,406

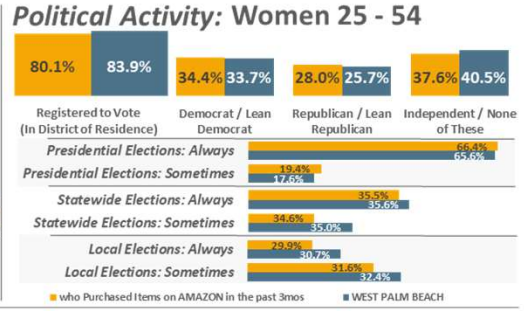
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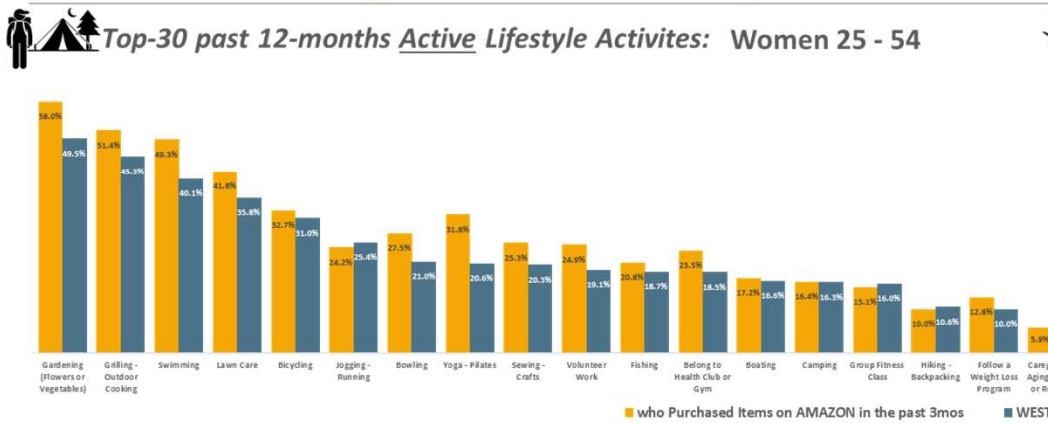
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

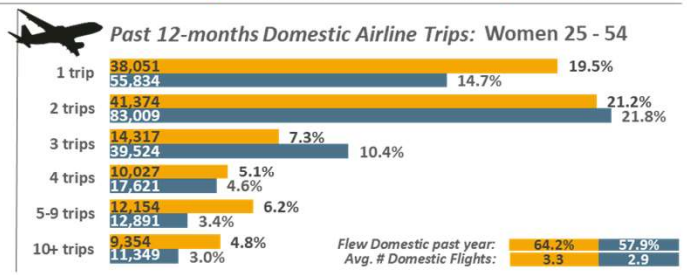


51.3% or 195,153 of WEST PALM BEACH DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 8.6% less likely to look up D-I-Y advice online, 2.7% less likely to always vote in local elections, 26.6% more likely to belong to a gym, 10.9% more likely to fly domestic past yr.









WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,113

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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]



63.7% or 41,315,119 of USA Women 25 - 54 Purchased Items on AMAZON in the past 3mos.
Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 1.9% more likely to use QSRs past mo., 5.4% more likely to use Sit-Down Restaurants past mo., 1.8% less likely to use Casinos past yr., 18.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



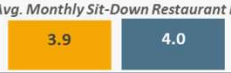
Past 30-days Sit-Down Restaurant Users: Women 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Women 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

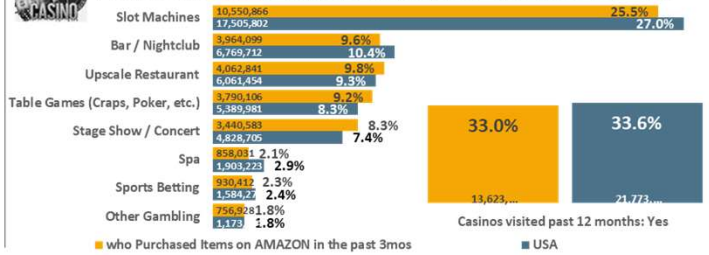


Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54





Used Past 30-days: Women 25 - 54



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599

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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

78.8% or 742,167 of MINNEAPOLIS-ST. PAUL DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are .7% more likely to use QSRs past mo., 2.3% more likely to use Sit-Down Restaurants past mo., 6.4% more likely to use Casinos past yr., 74.% less likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Women 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

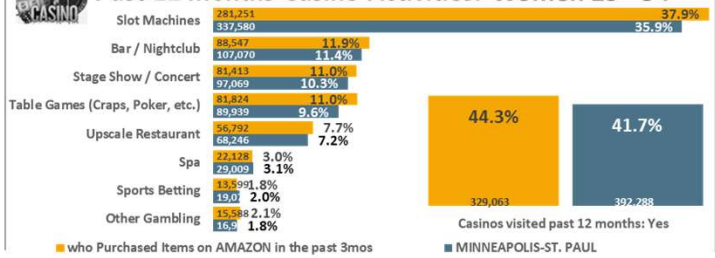
who Purchased Items on AMAZON in the past 3mos	168,147	22.7%
MINNEAPOLIS-ST. PAUL	207,867	22.1%

Drank Past 30-days: Women 25 - 54



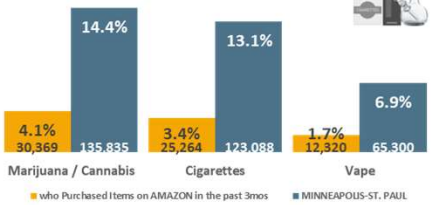
Past 12 months Casino Activities: Women 25 - 54





Used Past 30-days: Women 25 - 54





MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,340

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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

amazon STL

68.7% or 404,559 of ST. LOUIS DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 1.8% more likely to use QSRs past mo., 6.5% more likely to use Sit-Down Restaurants past mo., 1.9% more likely to use Casinos past yr., 80.% less likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

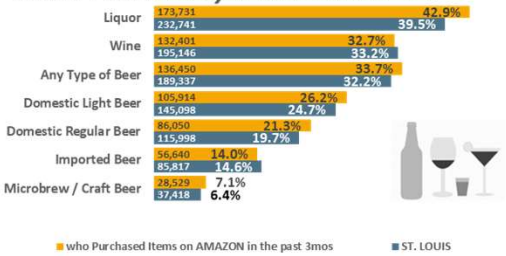
Top-10 Cuisines: Women 25 - 54

(Sit-Down Restaurants Used Past 30-days)



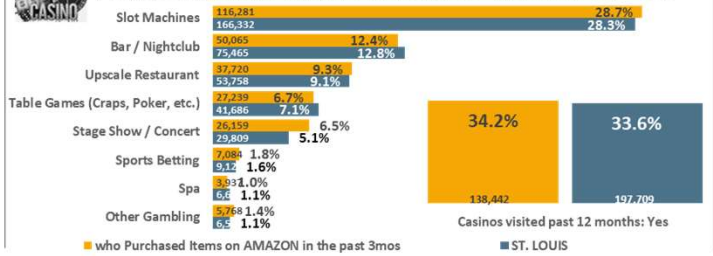
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54





Used Past 30-days: Women 25 - 54



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,321

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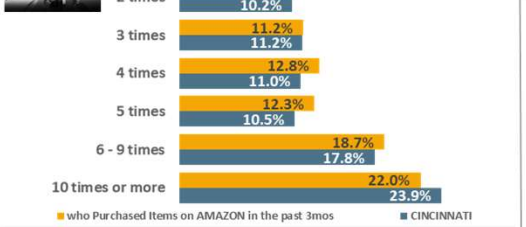
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

amazon CIN

78.5% or 359,861 of CINCINNATI DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 2.2% more likely to use QSRs past mo., 4.5% more likely to use Sit-Down Restaurants past mo., .5% more likely to use Casinos past yr., 76.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



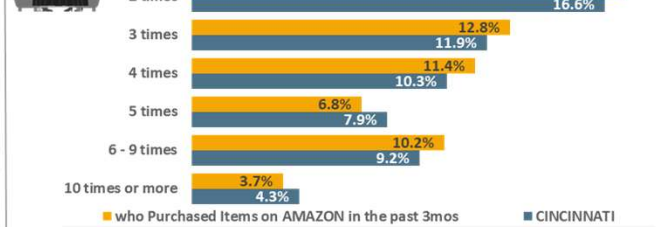


Total Monthly QSR Users: 92.7% 333,671 | 90.7% 415,577

Avg. Monthly QSR Meals: 6.9 | 7.1

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





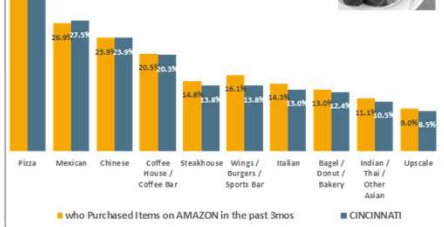
Total Monthly Sit-Down Restaurant Users: 80.3% 289,003 | 76.9% 352,218

Avg. Monthly Sit-Down Restaurant Meals: 3.8 | 3.9

Top-10 Cuisines: Women 25 - 54

(Sit-Down Restaurants Used Past 30-days)





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

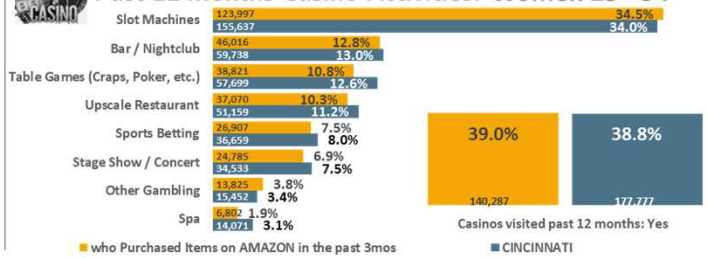
who Purchased Items on AMAZON in the past 3mos	101,122	28.1%
CINCINNATI	126,498	27.6%

Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54





Used Past 30-days: Women 25 - 54



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,406

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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]



51.3% or 195,153 of WEST PALM BEACH DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 1.4% less likely to use QSRs past mo., 5.% less likely to use Sit-Down Restaurants past mo., 7.% more likely to use Casinos past yr., 70.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

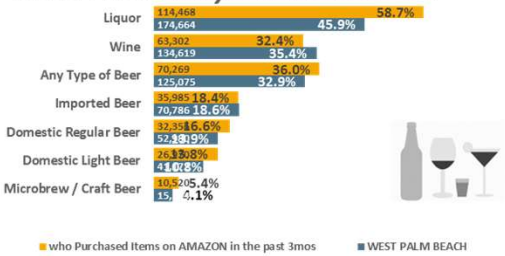
Top-10 Cuisines: Women 25 - 54

(Sit-Down Restaurants Used Past 30-days)



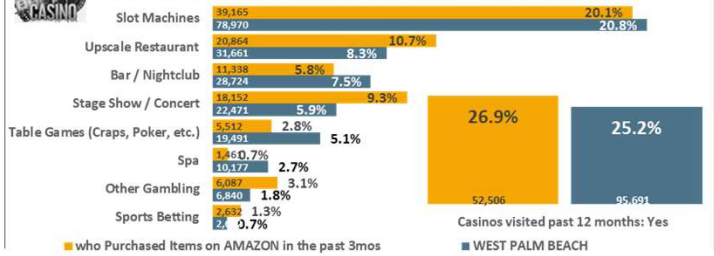
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54





Used Past 30-days: Women 25 - 54



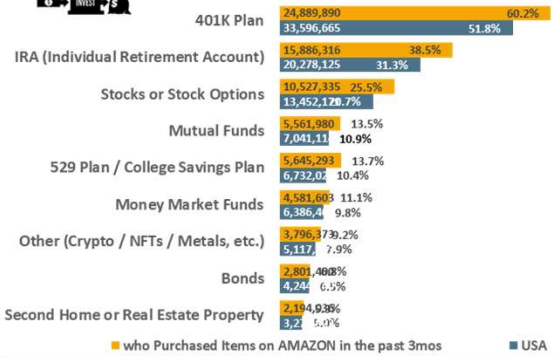
WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,113

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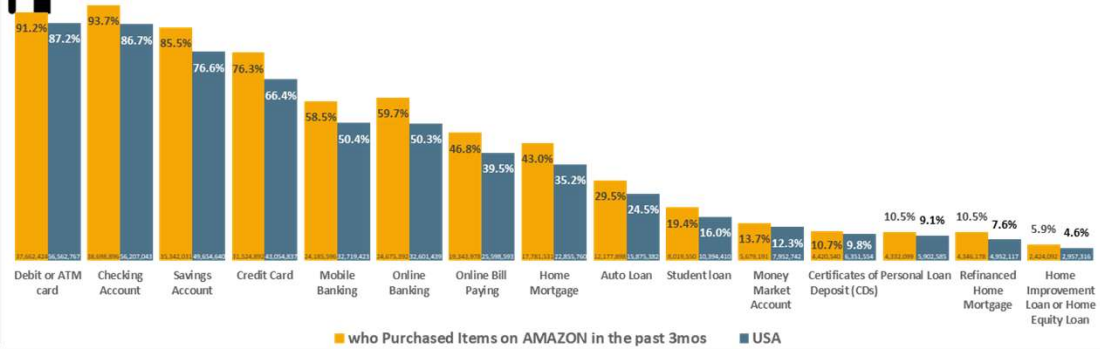
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

63.7% or 41,315,119 of USA Women 25 - 54 Purchased Items on AMAZON in the past 3mos.
Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 16.3% more likely to have a 401K, 20.4% more likely to have an Auto Loan, 23.5% more likely to Invest/Trade Stocks Online, 1.5% more likely to pay with their Debit Card.

Investments Owned: Women 25 - 54



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

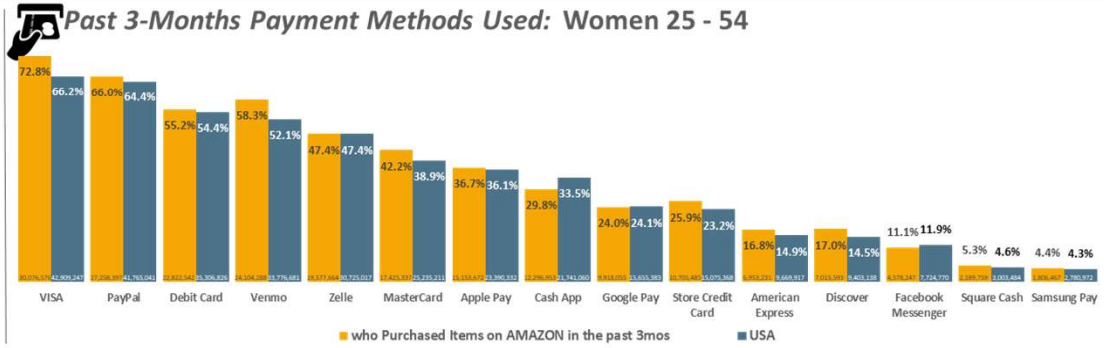


Professional Services Used:* Women 25 - 54



*(*Past 12 Months)*

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



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599

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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

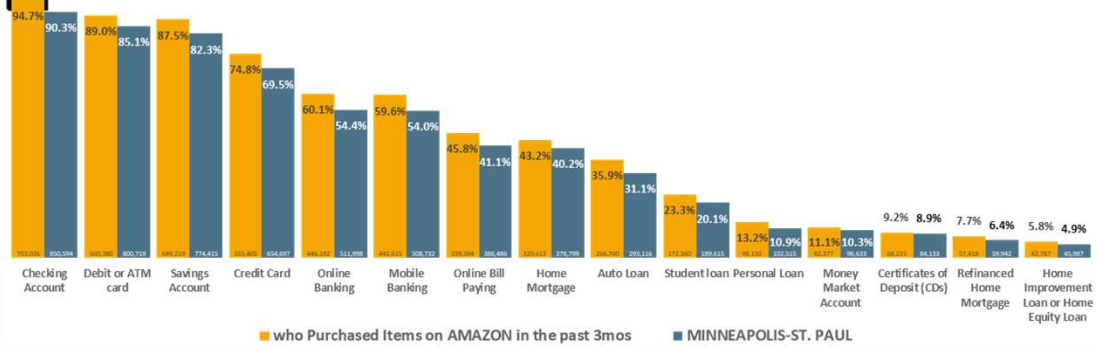
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

78.8% or 742,167 of MINNEAPOLIS-ST. PAUL DMA Women 25 - 54 Purchased Items on AMAZON in the past... Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 5.9% more likely to have a 401K, 15.4% more likely to have an Auto Loan, 10.% more likely to Invest/Trade Stocks Online, 3.1% more likely to pay with their Debit Card.

Investments Owned: Women 25 - 54



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

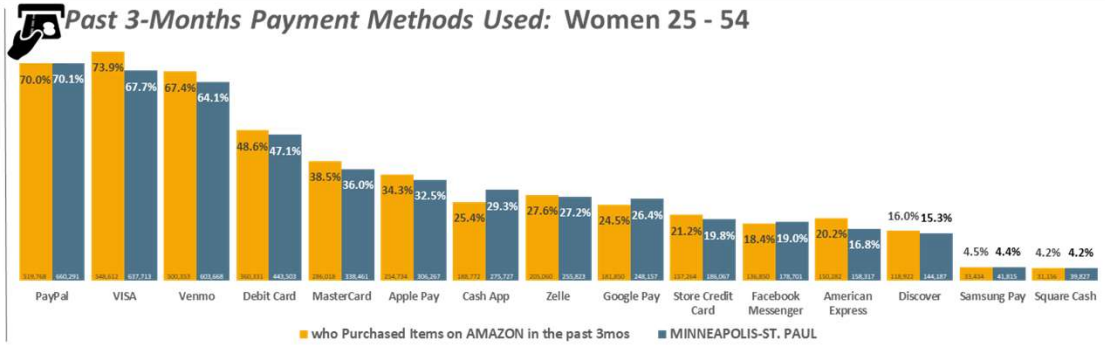


Professional Services Used:* Women 25 - 54



*(*Past 12 Months)*

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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,340

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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

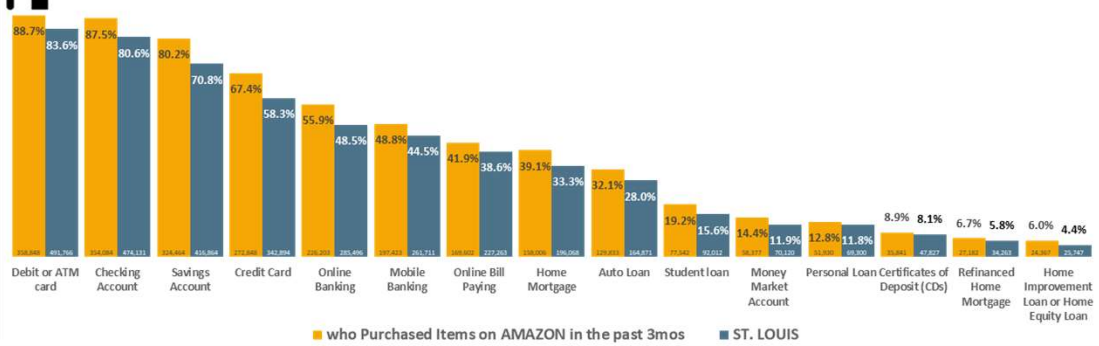
amazon STL

68.7% or 404,559 of ST. LOUIS DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 17.6% more likely to have a 401K, 14.6% more likely to have an Auto Loan, 34.3% more likely to Invest/Trade Stocks Online, 6.1% more likely to pay with their Debit Card.

Investments Owned: Women 25 - 54



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

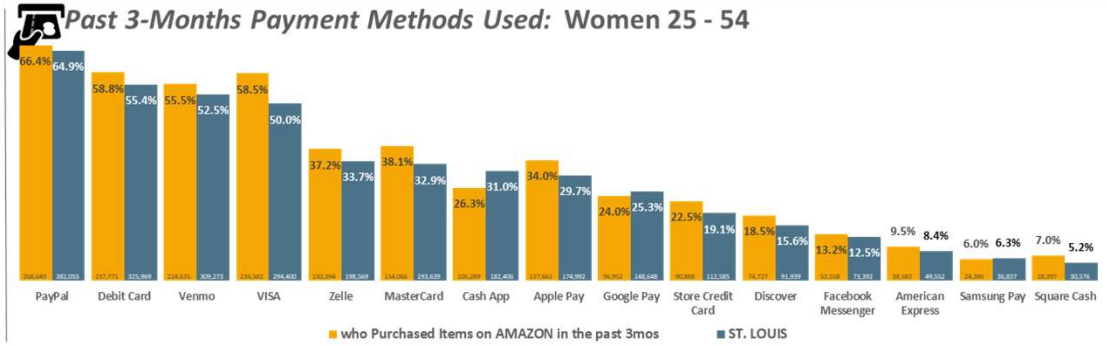


Professional Services Used:* Women 25 - 54



*(*Past 12 Months)*

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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,321

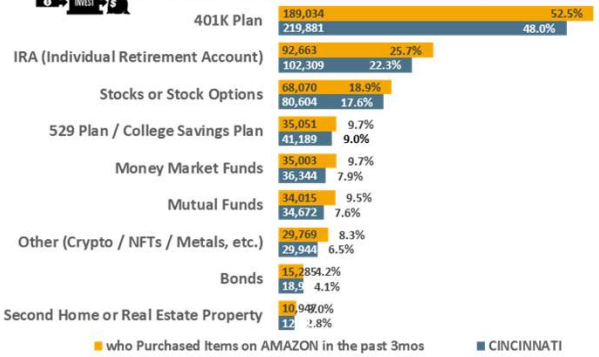
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

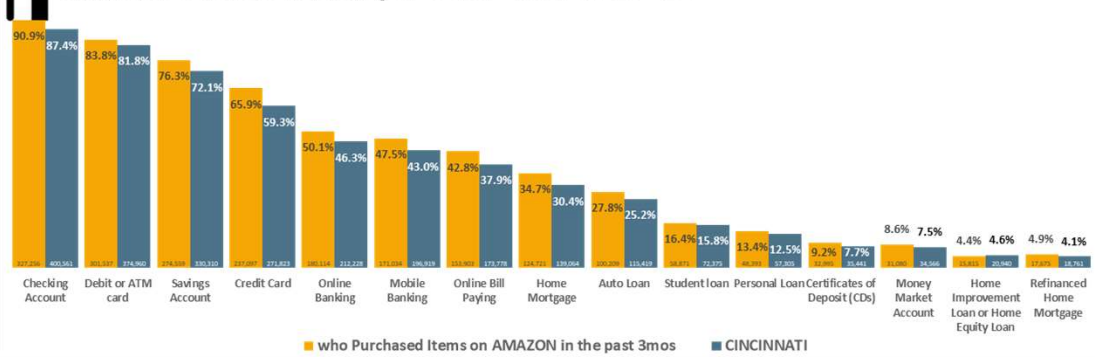


78.5% or 359,861 of CINCINNATI DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 9.5% more likely to have a 401K, 10.5% more likely to have an Auto Loan, 3.9% more likely to Invest/Trade Stocks Online, 4.2% less likely to pay with their Debit Card.

Investments Owned: Women 25 - 54



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

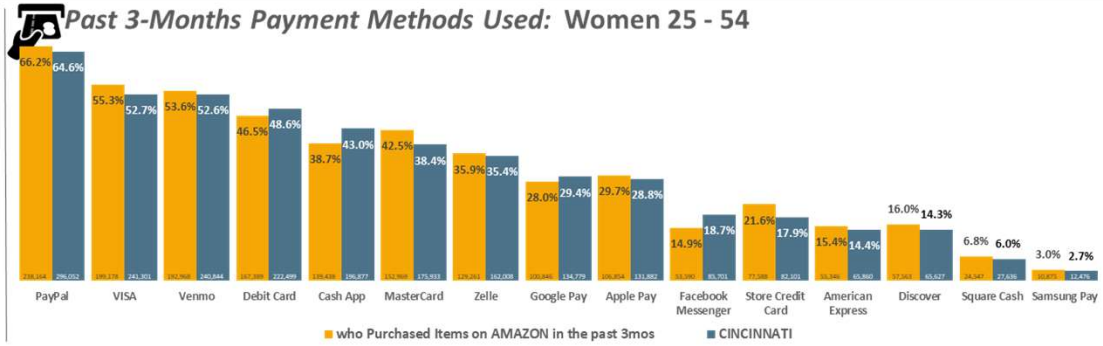


Professional Services Used:* Women 25 - 54



*(*Past 12 Months)*

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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,406

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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

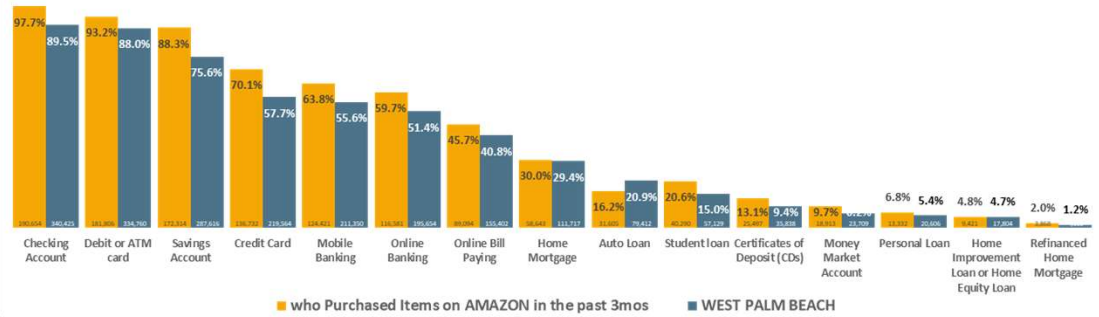
amazon WPB

51.3% or 195,153 of WEST PALM BEACH DMA Women 25 - 54 Purchased Items on AMAZON in the past 3mos. Women 25 - 54 who Purchased Items on AMAZON in the past 3mos are 12.1% more likely to have a 401K, 22.4% less likely to have an Auto Loan, 24.2% more likely to Invest/Trade Stocks Online, 1.8% more likely to pay with their Debit Card.

Investments Owned: Women 25 - 54



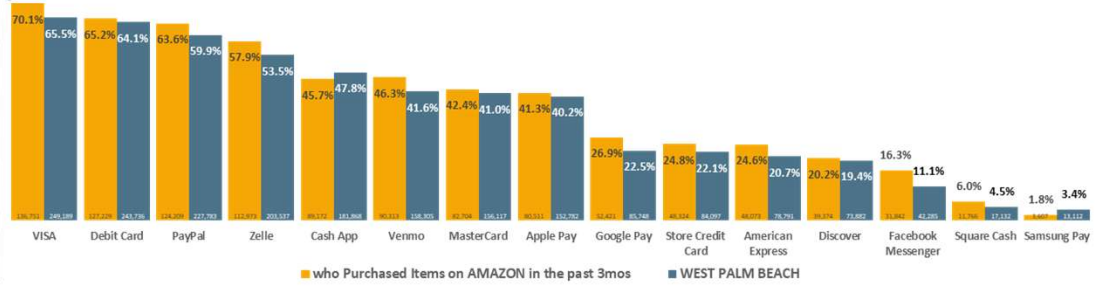
Financial Services Has and/or Uses: Women 25 - 54



Professional Services Used:* Women 25 - 54



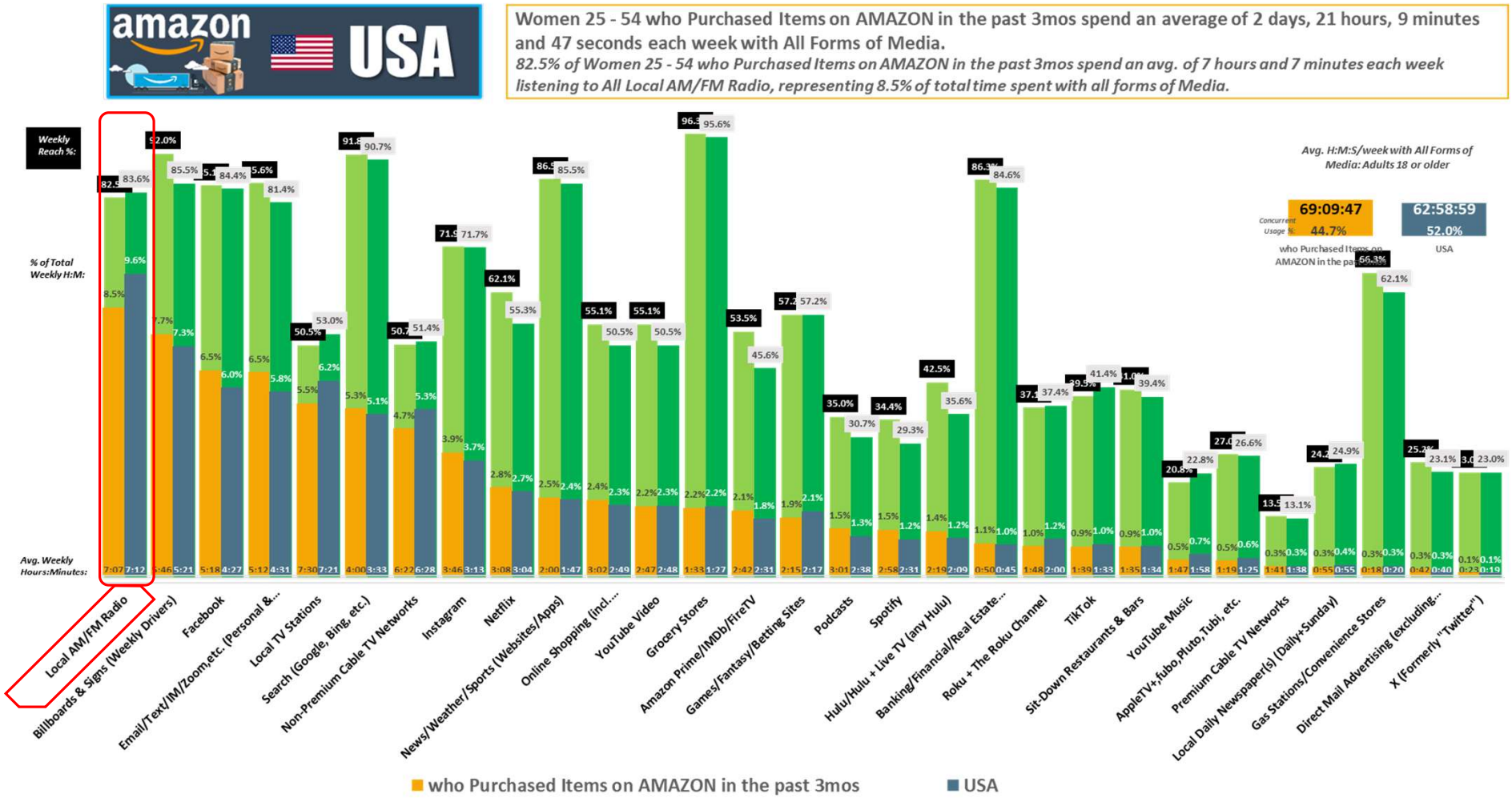
Past 3-Months Payment Methods Used: Women 25 - 54



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,113

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USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599 USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

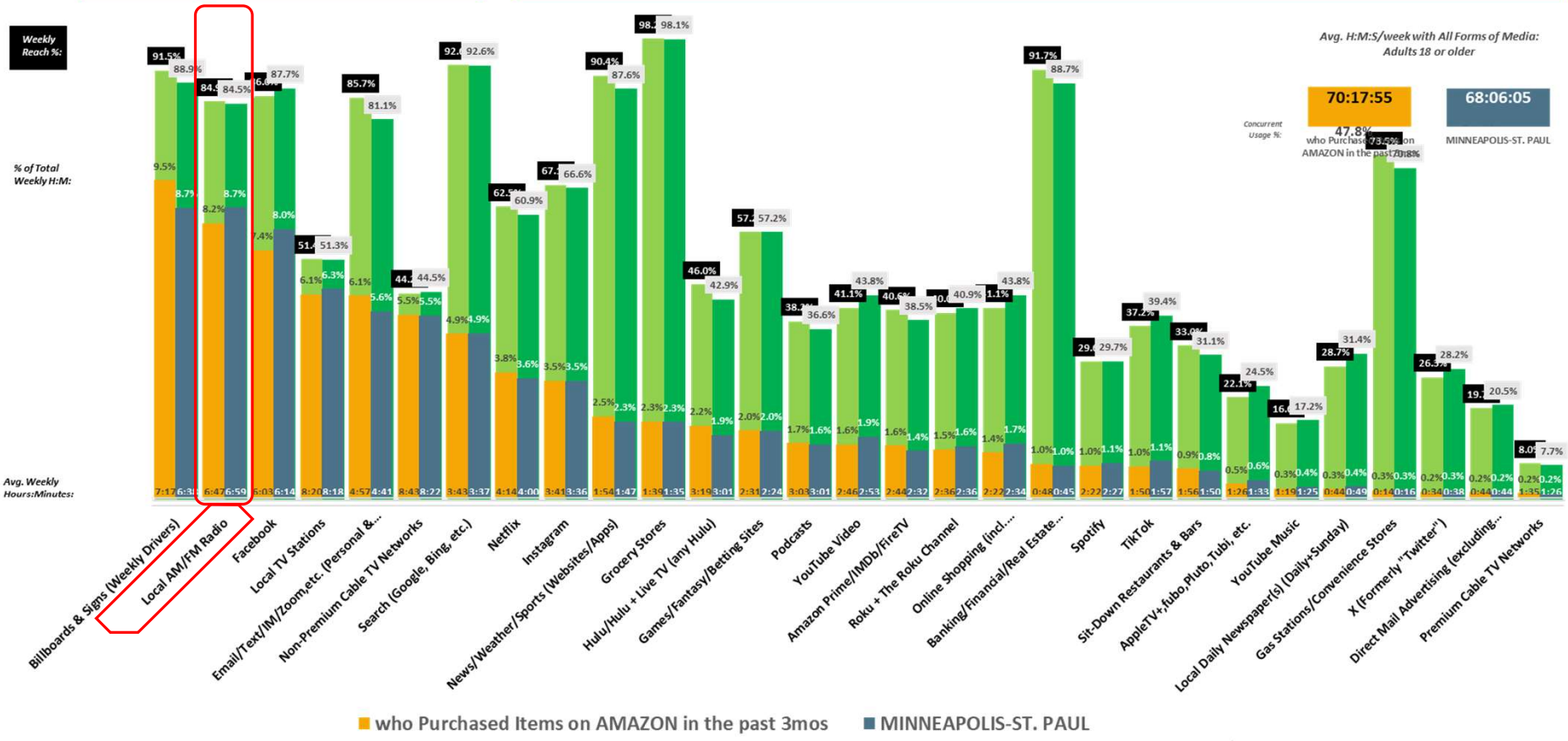
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 2 days, 22 hours, 17 minutes and 55 seconds each week with All Forms of Media.

84.9% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an avg. of 6 hours and 47 minutes each week listening to All Local AM/FM Radio, representing 8.2% of total time spent with all forms of Media.

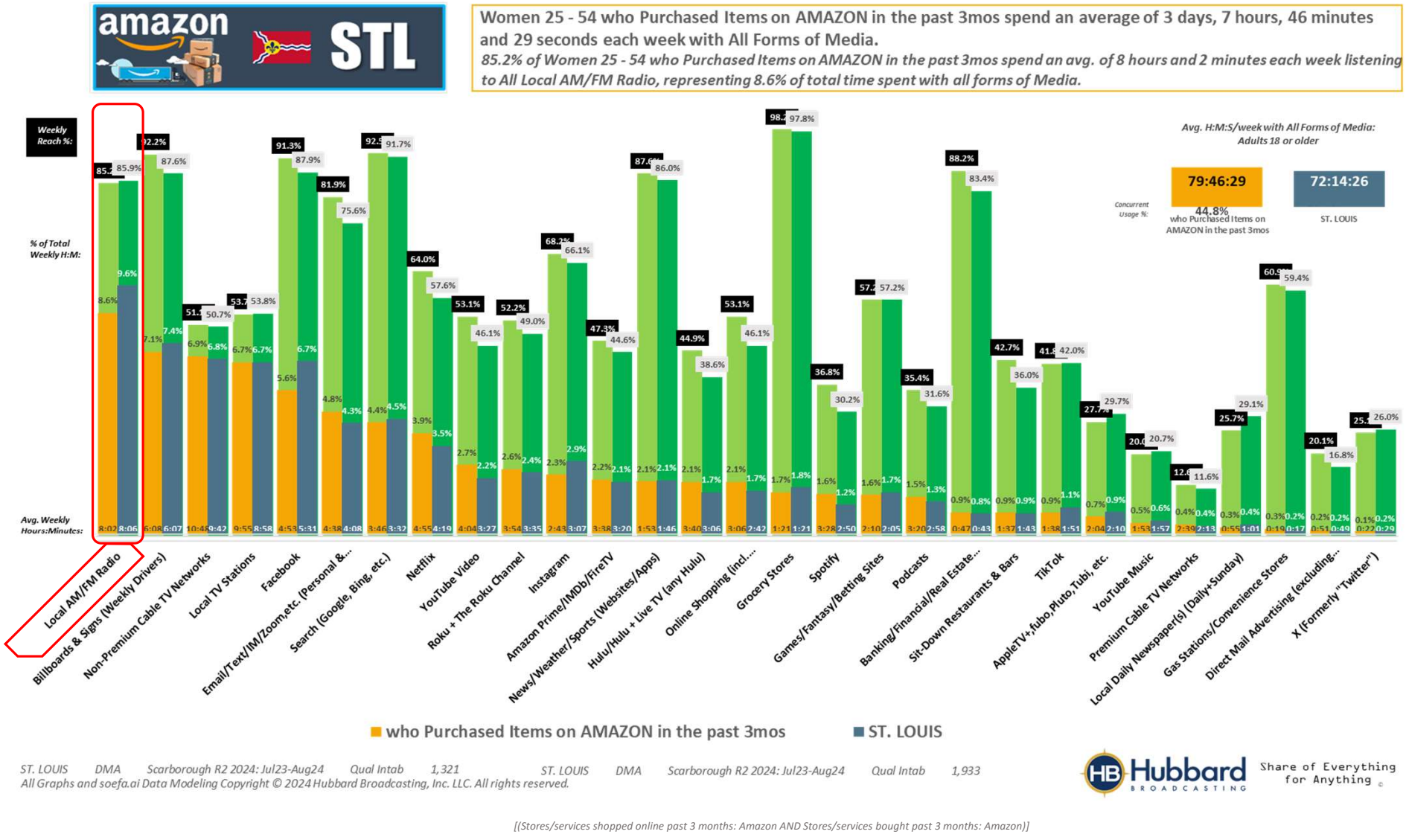


MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,340 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

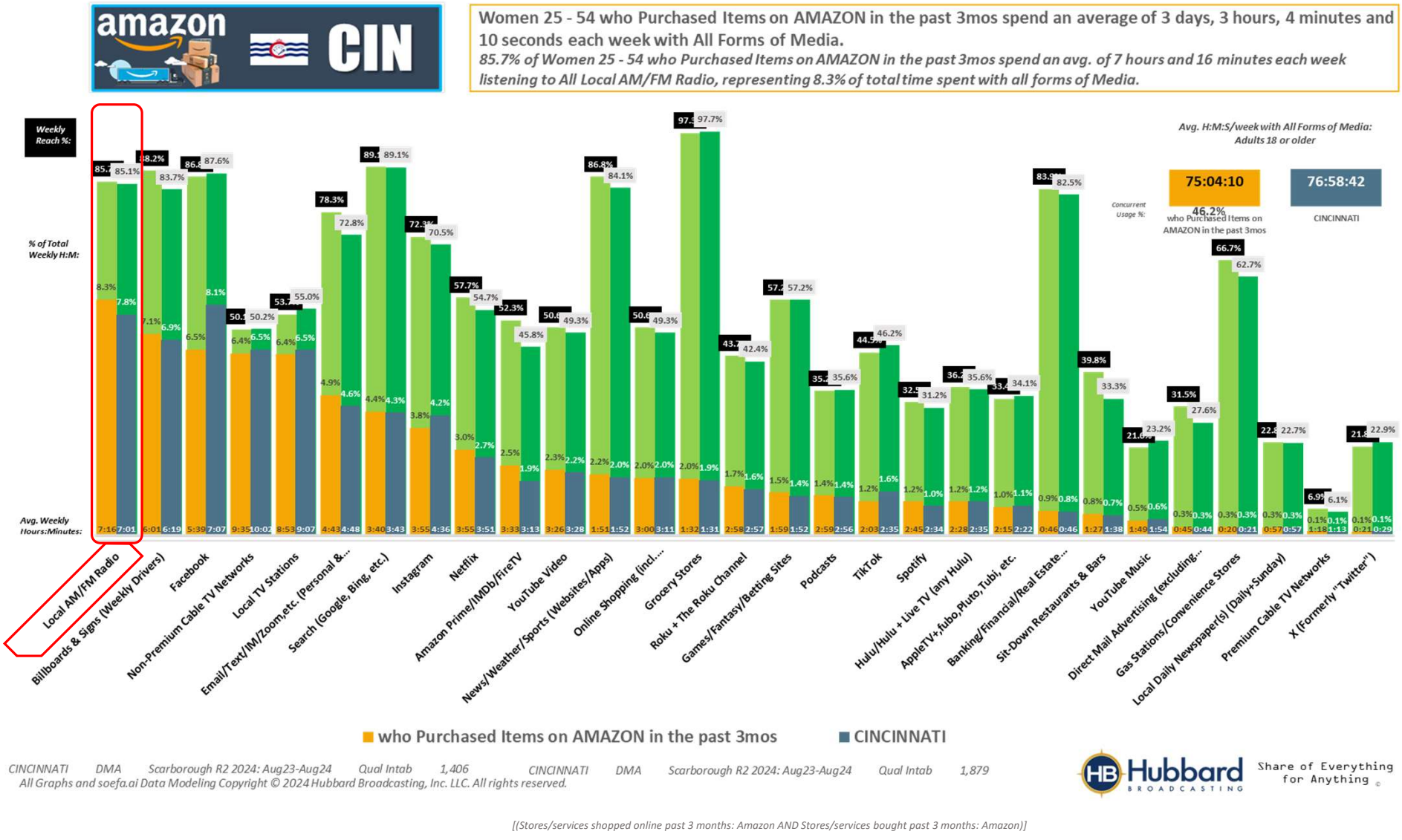


ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,321 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,406 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

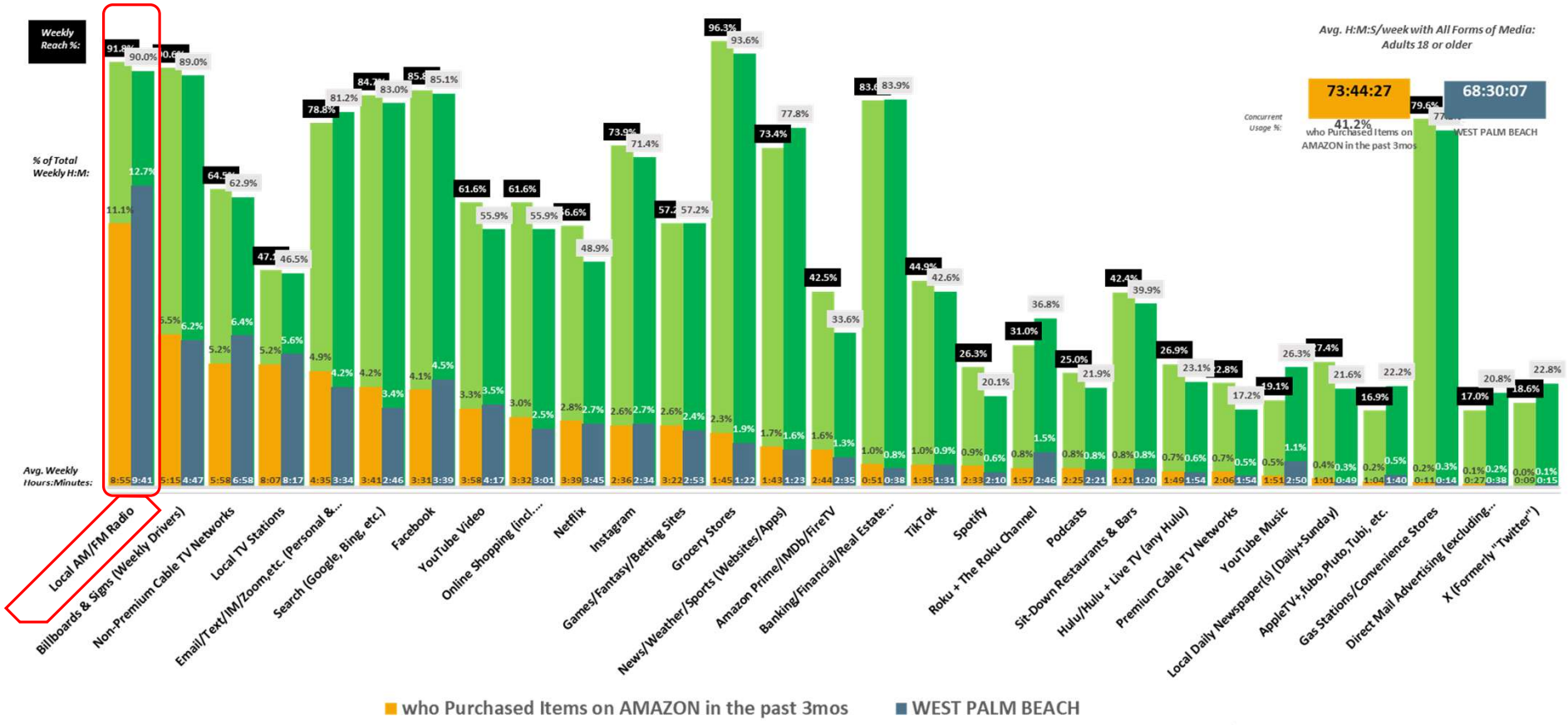
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Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 3 days, 1 hours, 44 minutes and 27 seconds each week with All Forms of Media.

91.8% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an avg. of 8 hours and 55 minutes each week listening to All Local AM/FM Radio, representing 11.1% of total time spent with all forms of Media.

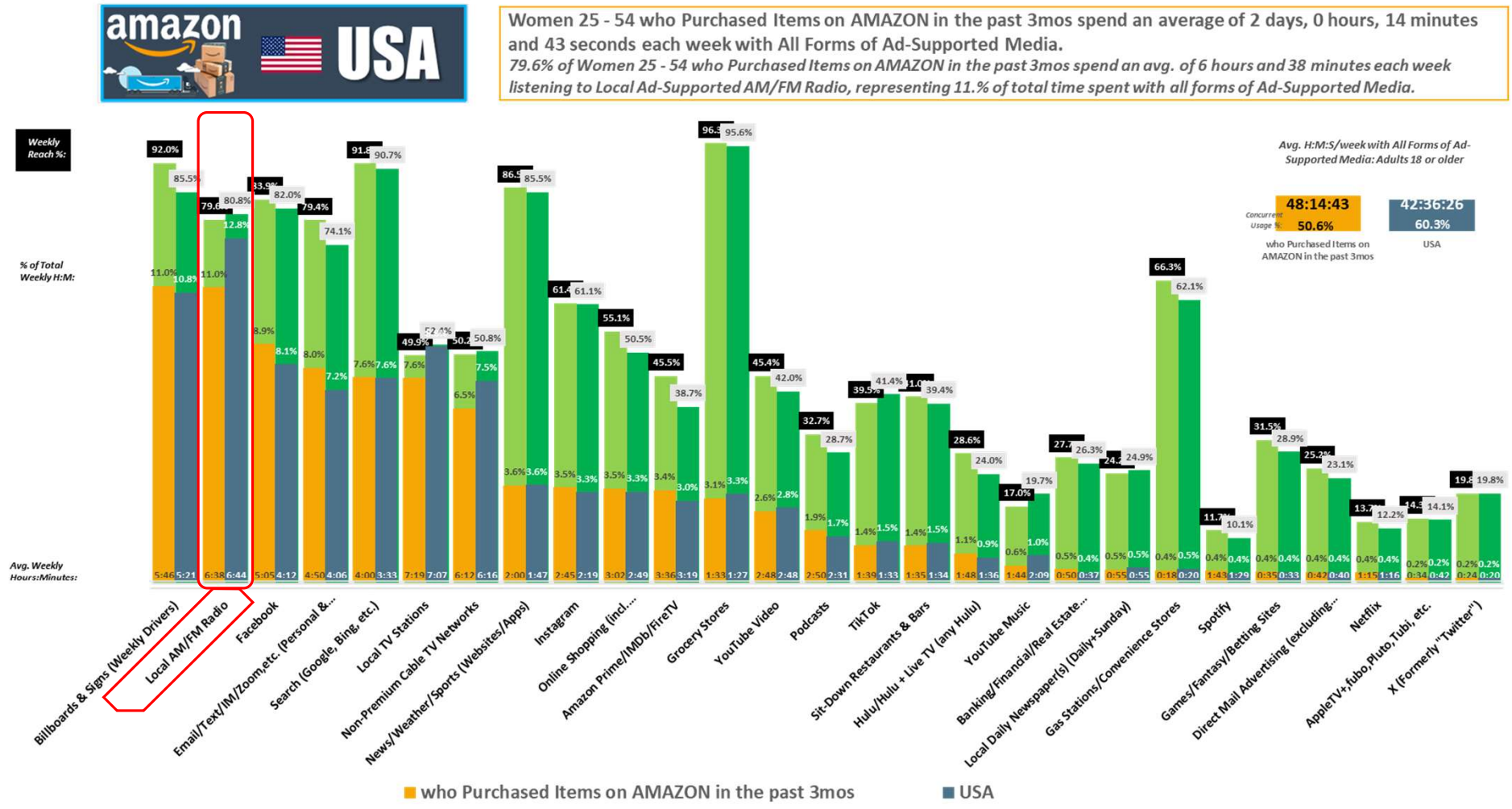


WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,113 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599 USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

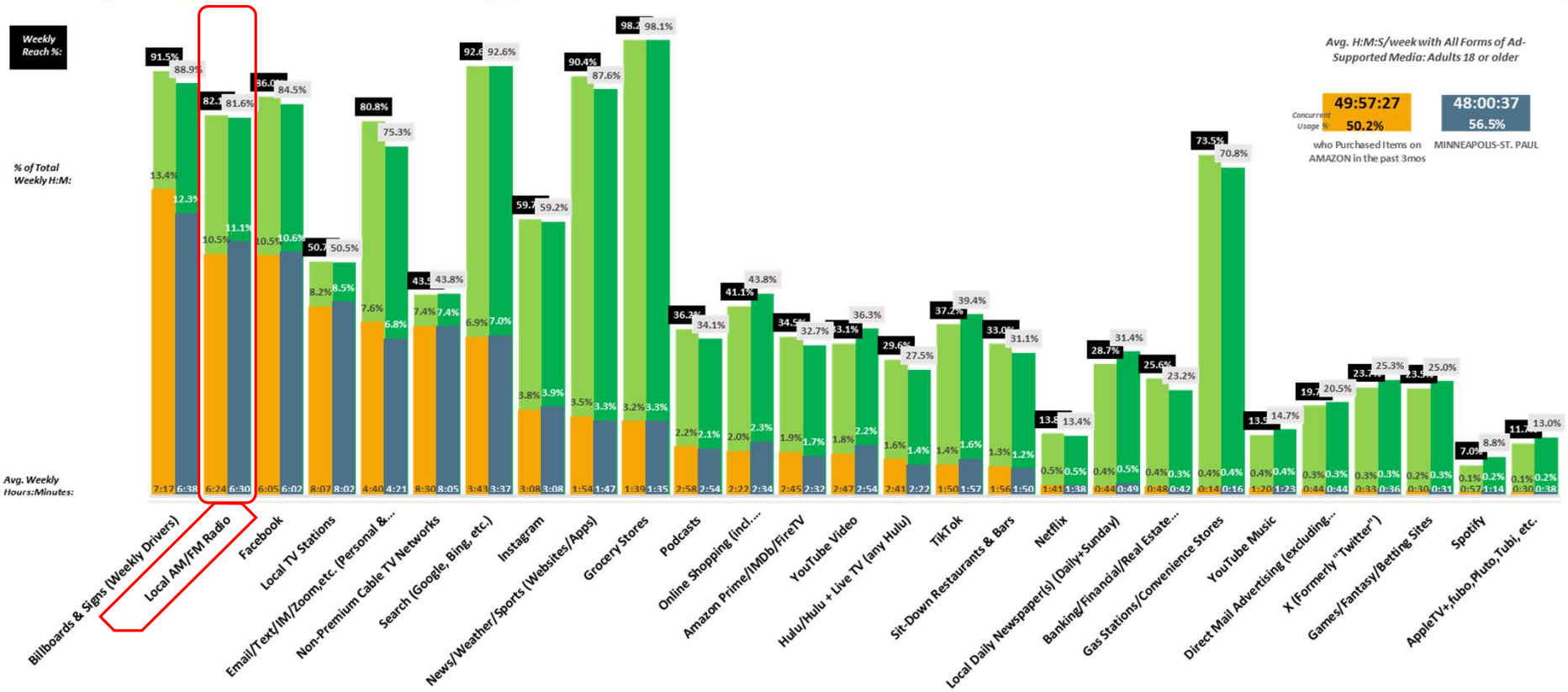
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 2 days, 1 hours, 57 minutes and 27 seconds each week with All Forms of Ad-Supported Media.

82.1% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an avg. of 6 hours and 24 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported Media.

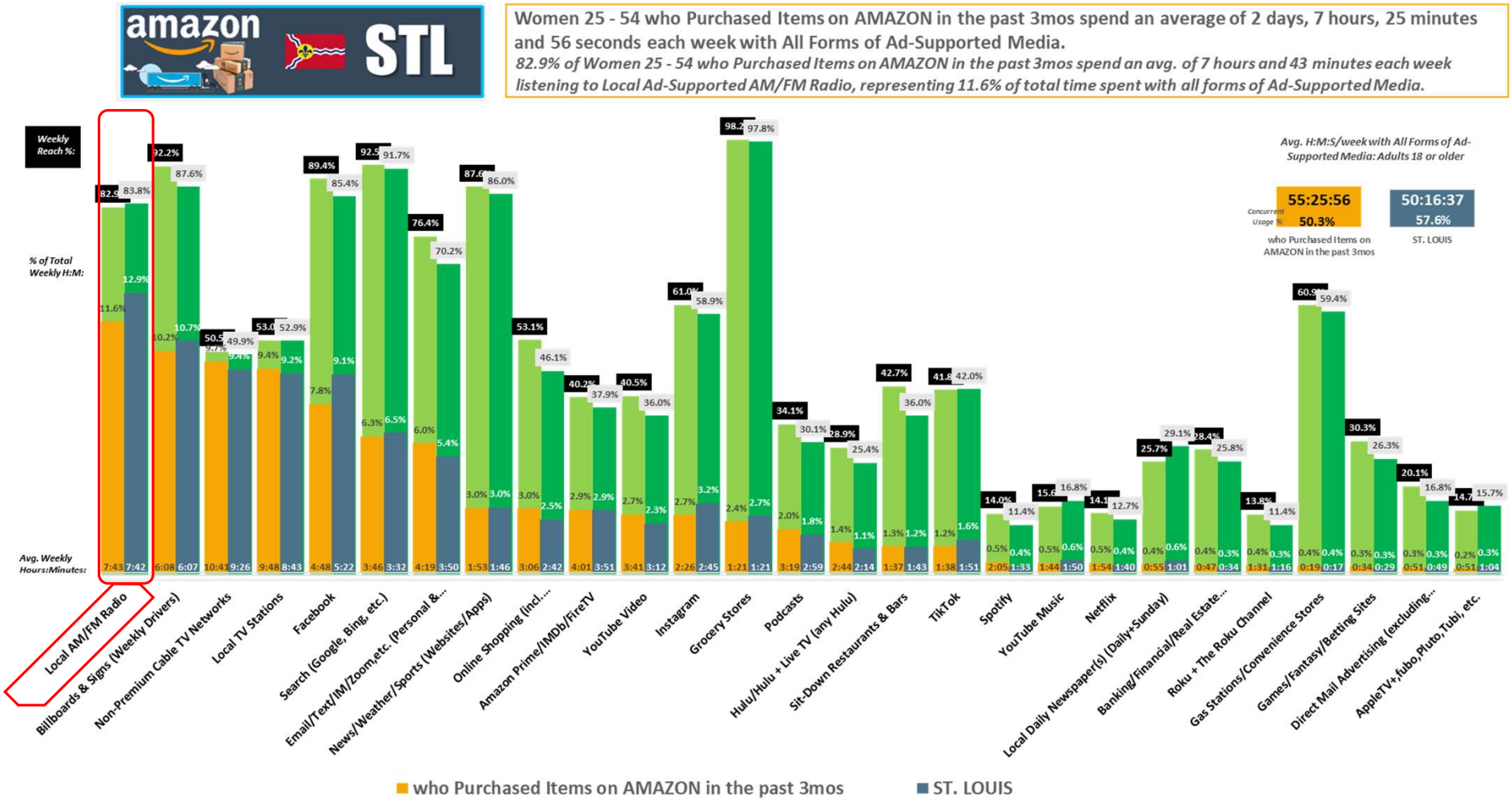


MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,340 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

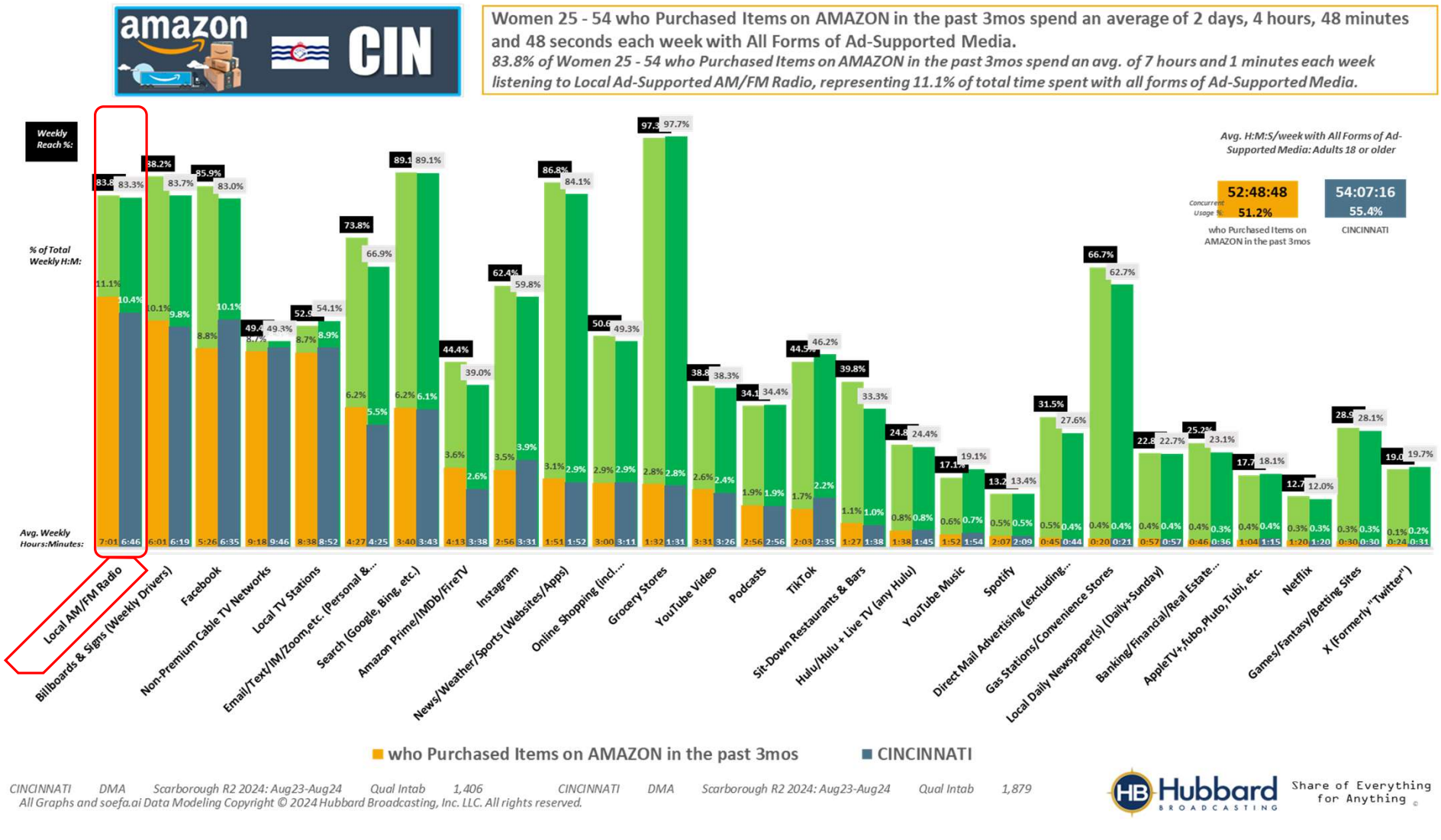


ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,321 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,406 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

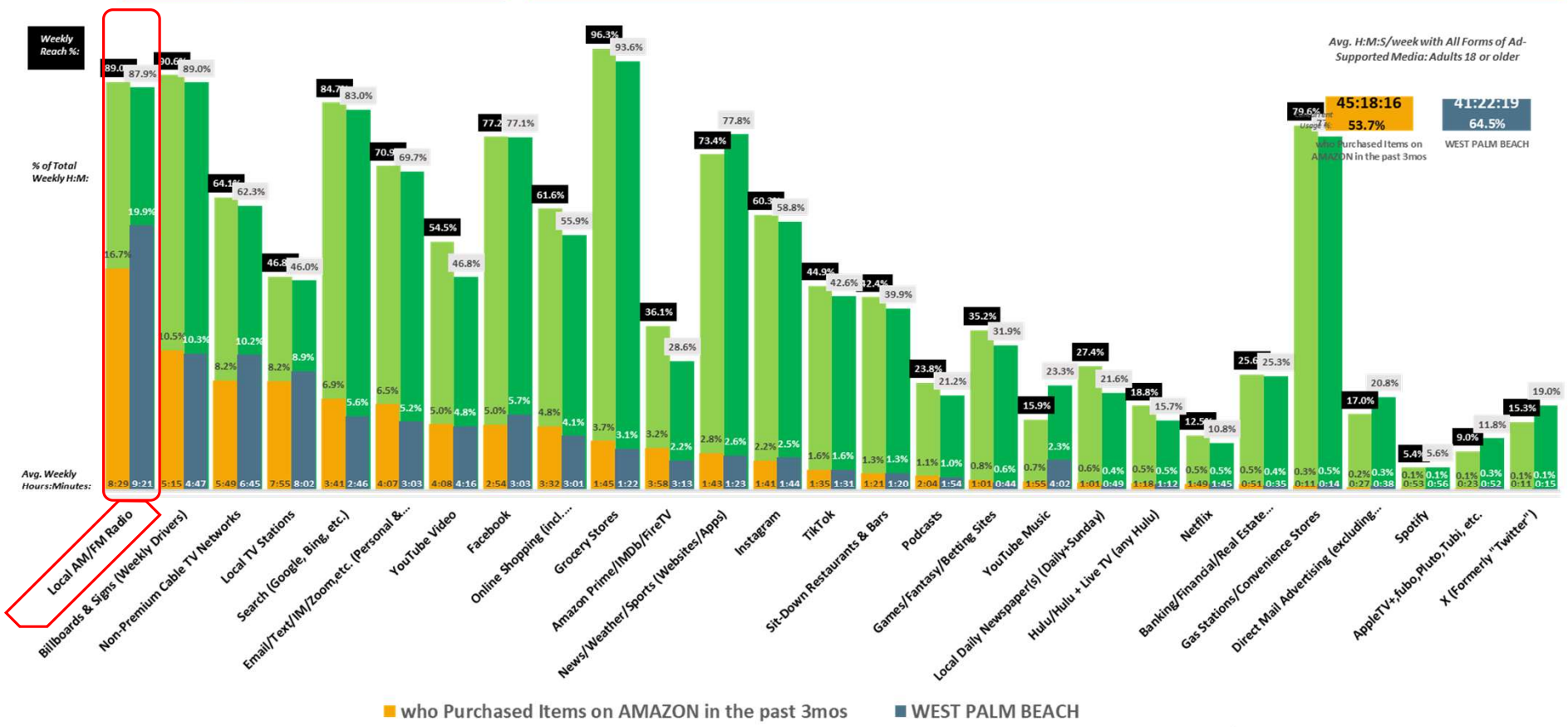
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Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 1 days, 21 hours, 18 minutes and 16 seconds each week with All Forms of Ad-Supported Media.

89.% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an avg. of 8 hours and 29 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 16.7% of total time spent with all forms of Ad-Supported Media.



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,113 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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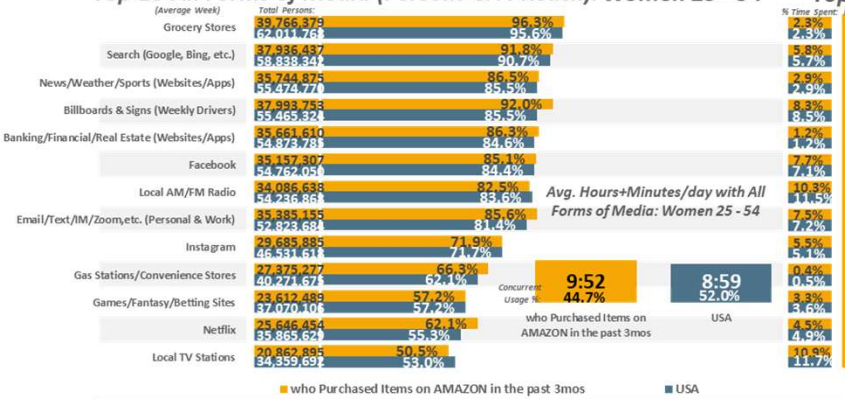
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

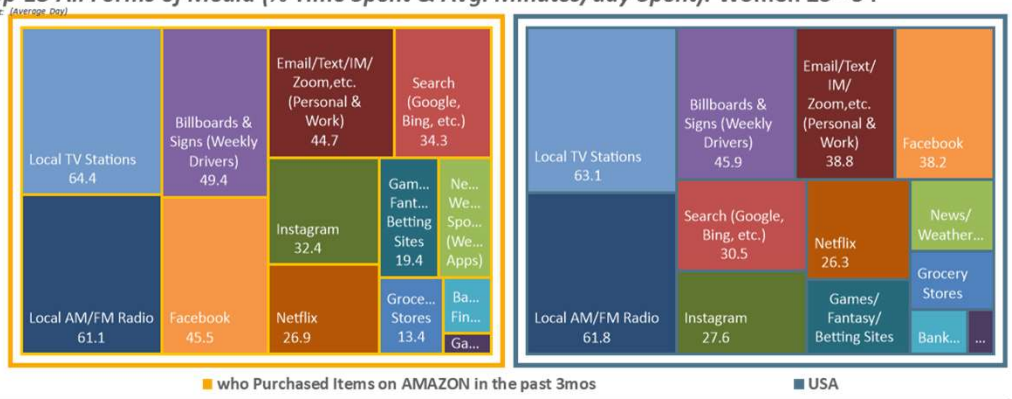


Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 6 hours and 53 minutes each day with All Forms of Ad-Supported Media. 79.6% listen to Local AM/FM Radio for an avg. of 56.9 minutes/day. *(Local Radio delivers 11.% of Time with Ad-Supported Media.)*

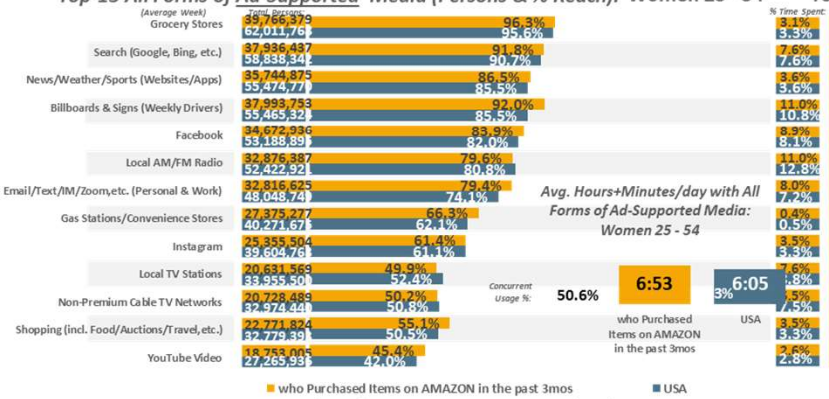
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



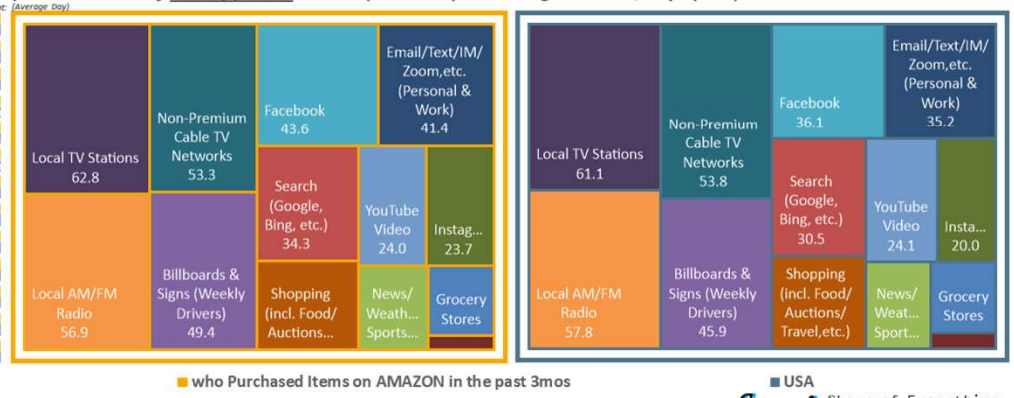
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599

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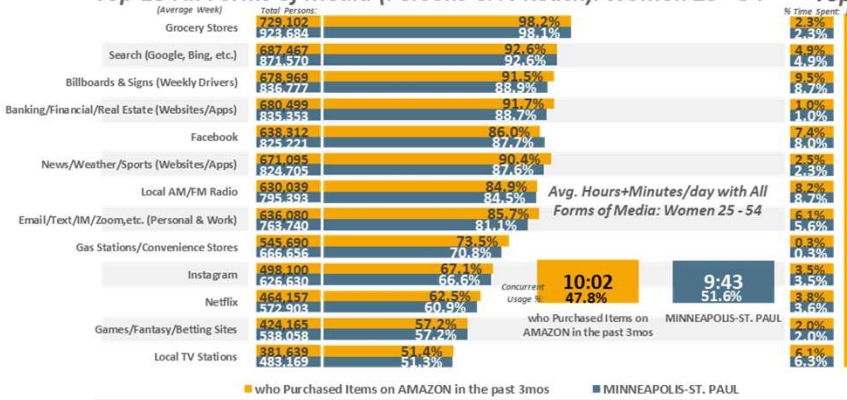
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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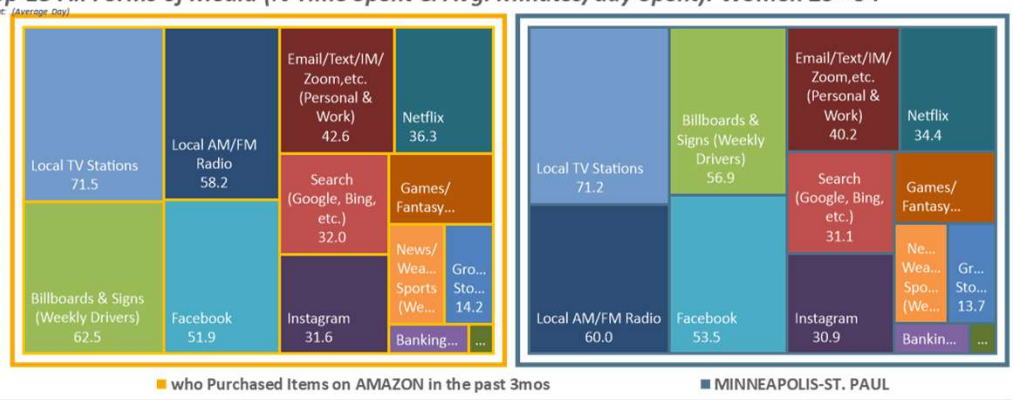
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 7 hours and 8 minutes each day with All Forms of Ad-Supported Media. 82.1% listen to Local AM/FM Radio for an avg. of 55. minutes/day. *(Local Radio delivers 10.5% of Time with Ad-Supported Media.)*

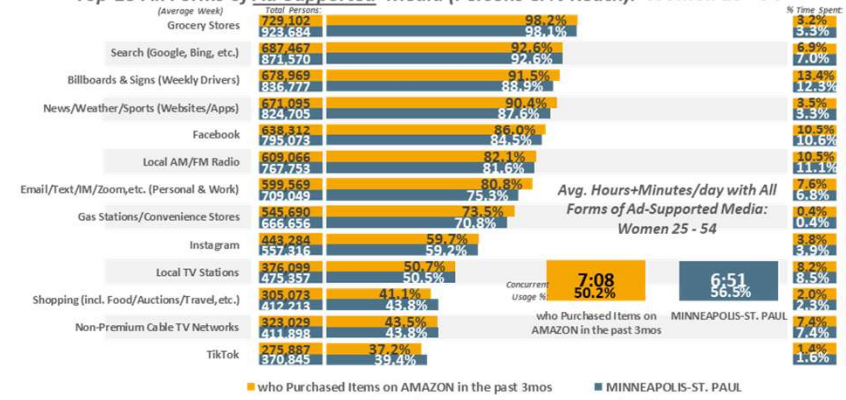
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



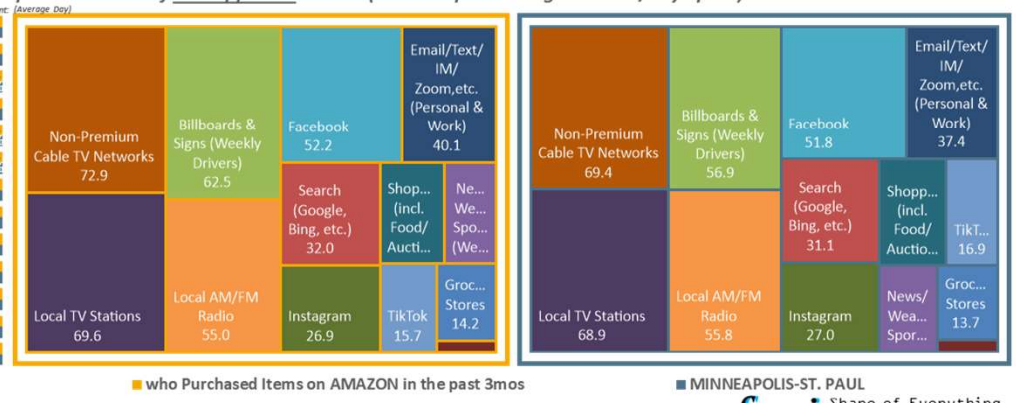
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,340

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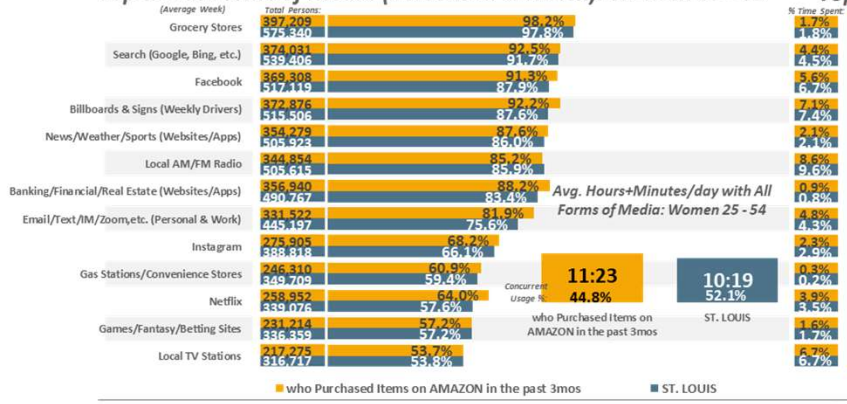
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

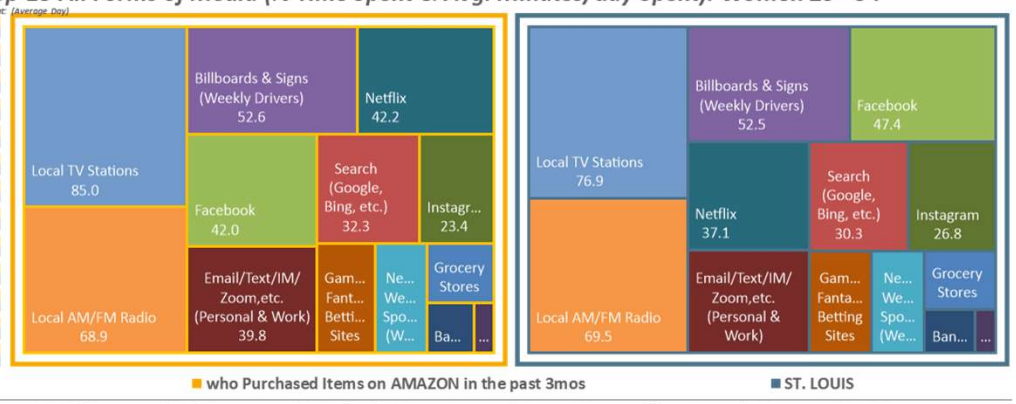
amazon STL

Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 7 hours and 55 minutes each day with All Forms of Ad-Supported Media. 82.9% listen to Local AM/FM Radio for an avg. of 66.2 minutes/day. *(Local Radio delivers 11.6% of Time with Ad-Supported Media.)*

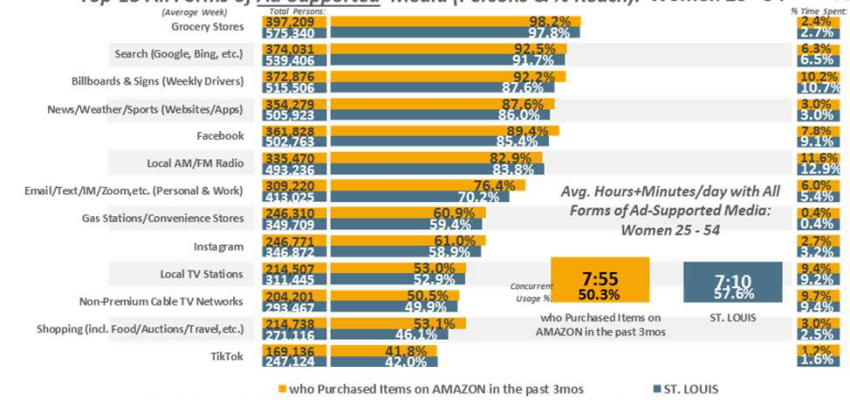
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



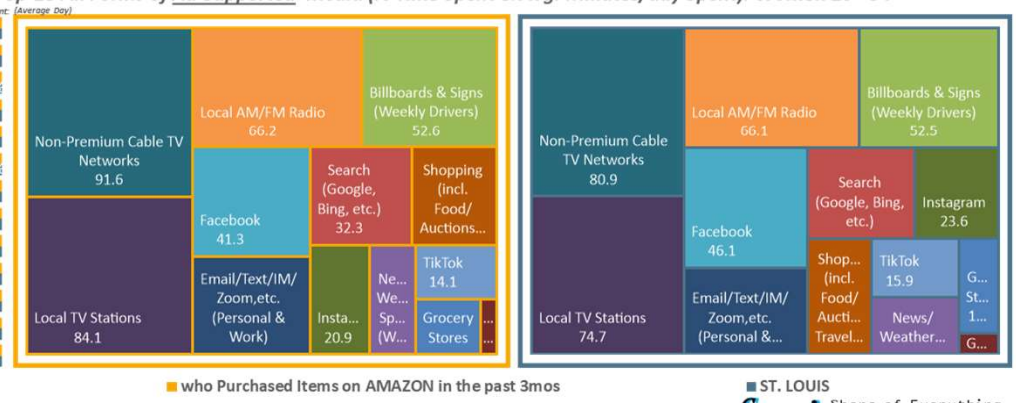
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,321

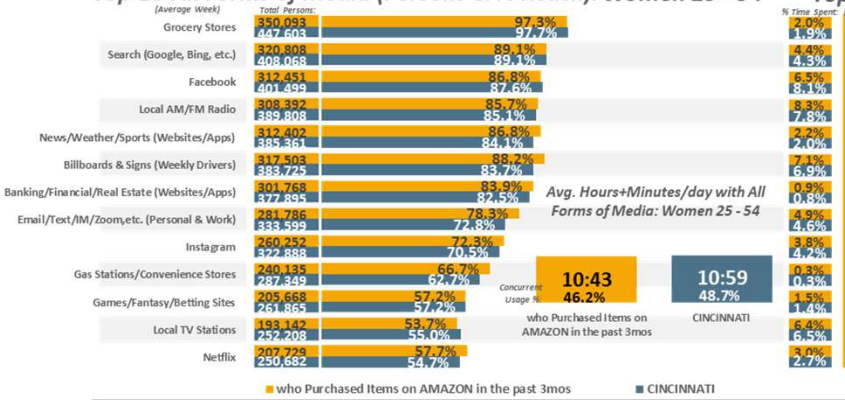
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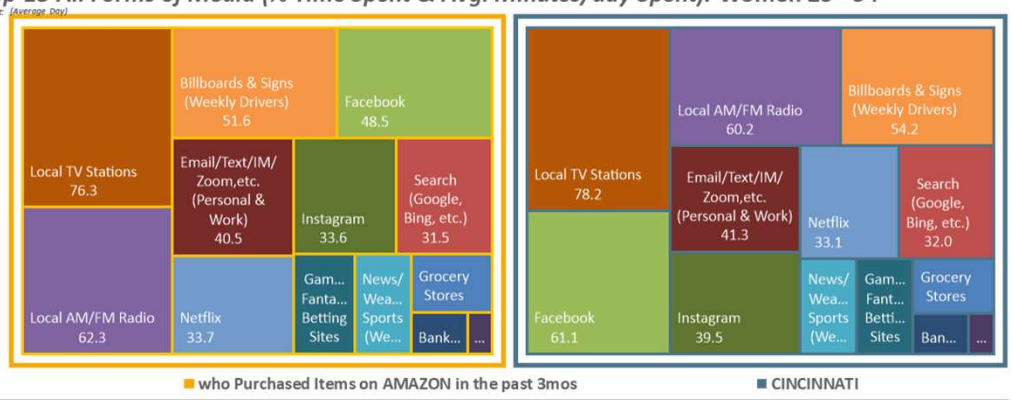
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 7 hours and 32 minutes each day with All Forms of Ad-Supported Media. 83.8% listen to Local AM/FM Radio for an avg. of 60.1 minutes/day. *(Local Radio delivers 11.1% of Time with Ad-Supported Media.)*

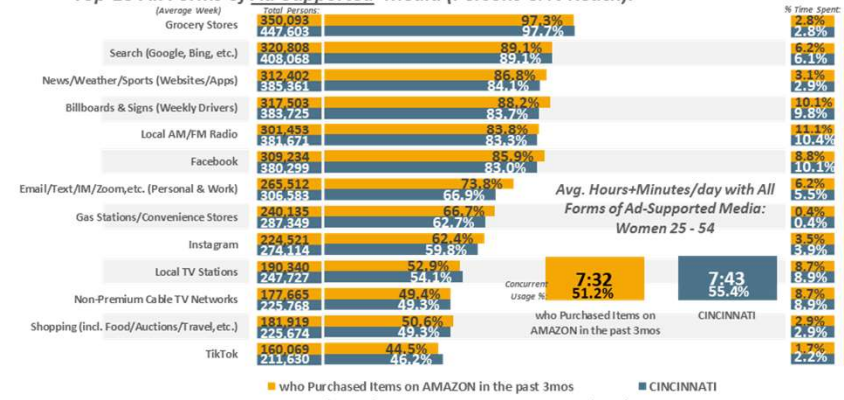
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



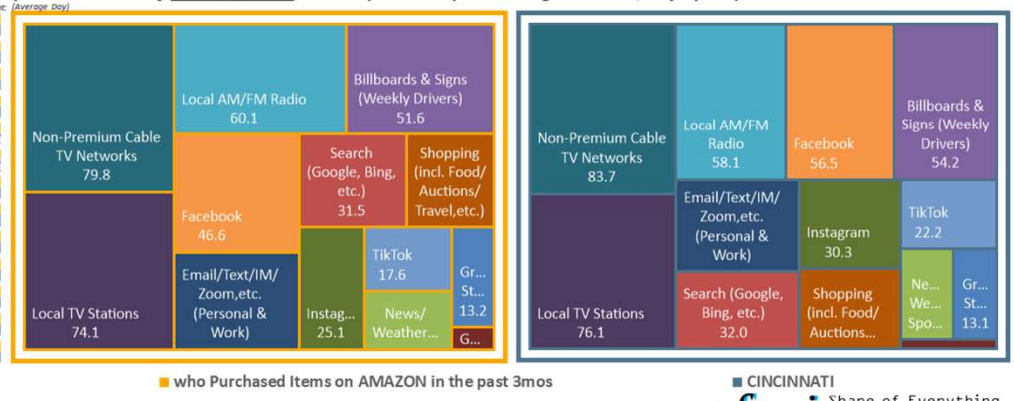
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,406

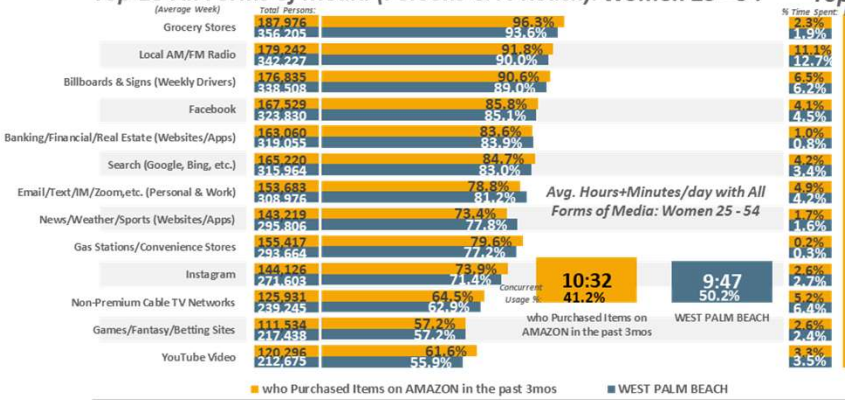
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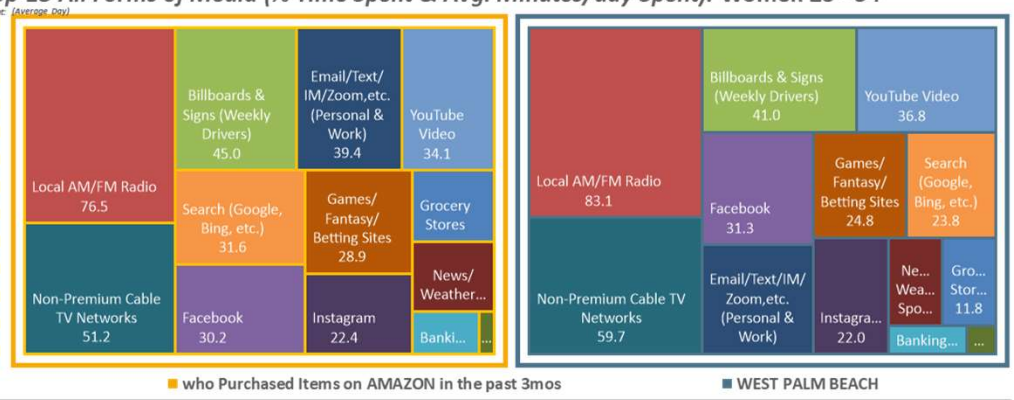
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 6 hours and 28 minutes each day with All Forms of Ad-Supported Media. 89.% listen to Local AM/FM Radio for an avg. of 72.8 minutes/day. *(Local Radio delivers 16.7% of Time with Ad-Supported Media.)*

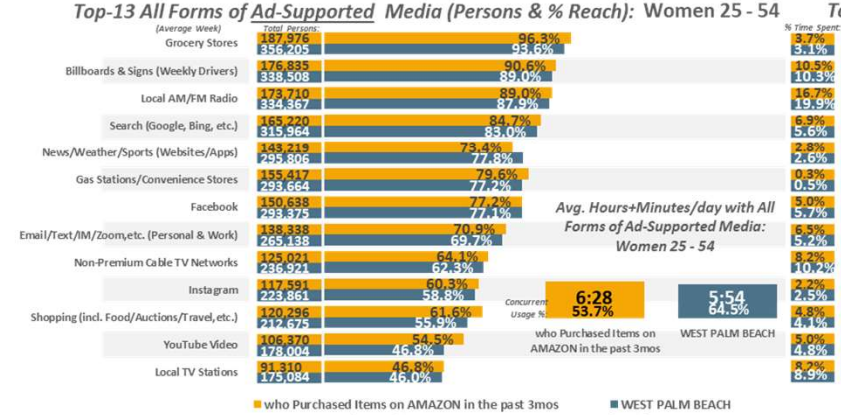
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



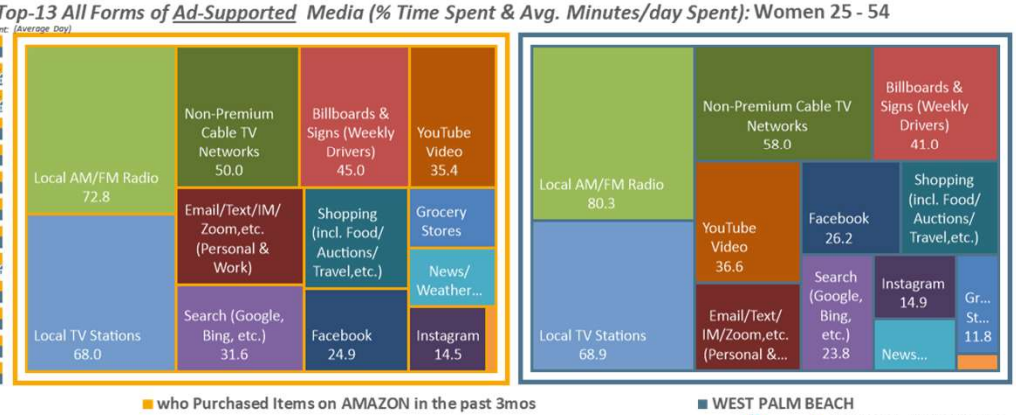
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,113

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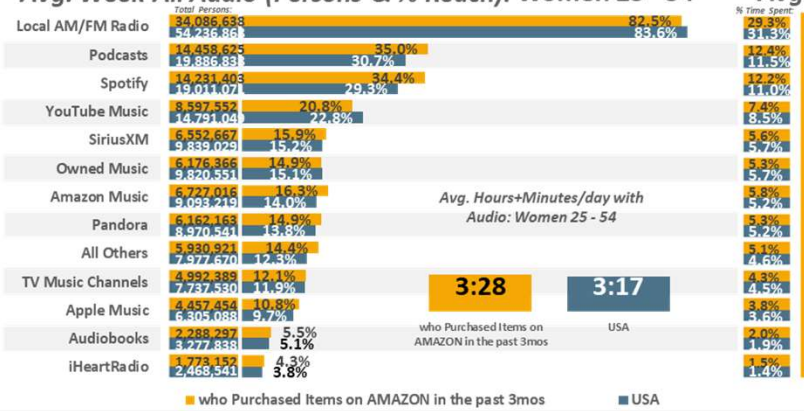
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

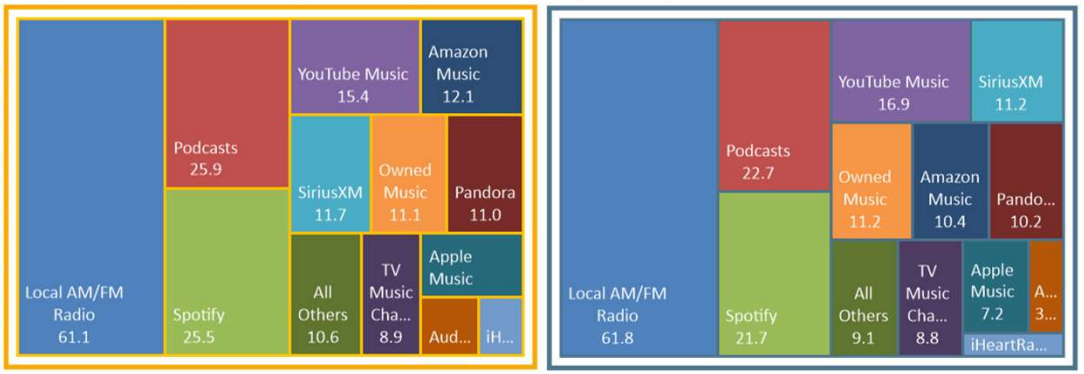


32,876,387 or 79.6% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 56.9 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.

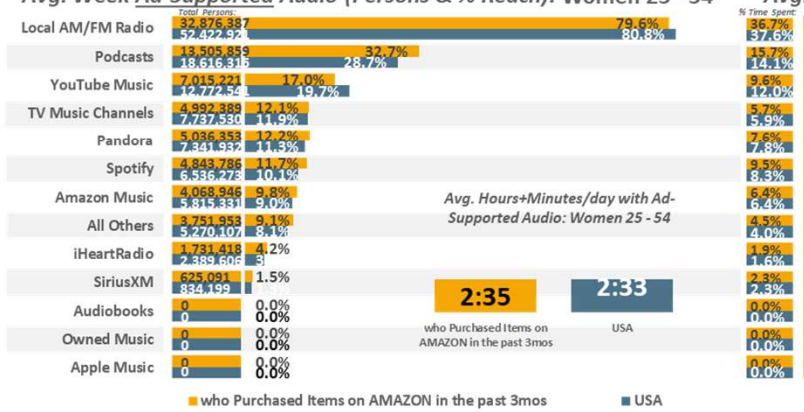
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



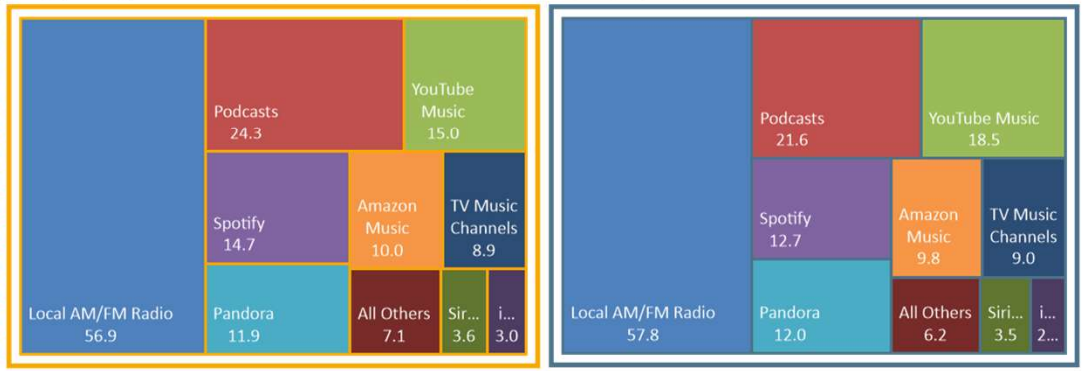
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599

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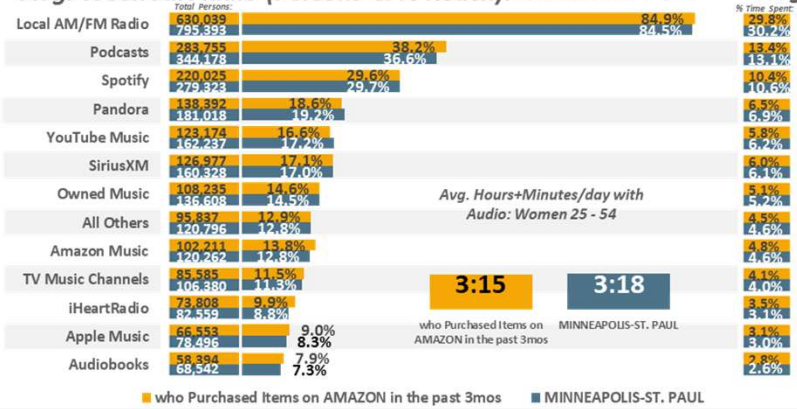
Scarborough R2 2024: Aug23-Sep24 USA Projection

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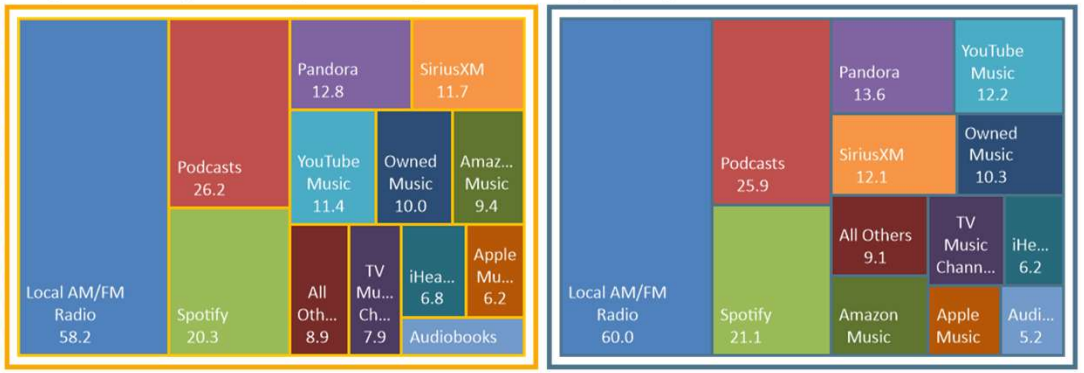
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

609,066 or 82.1% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 55. minutes every day representing 38.% of all time spent daily with Ad-Supported Audio.

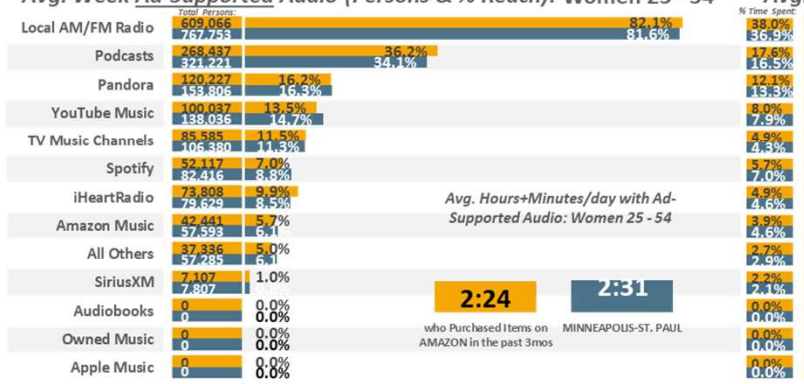
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



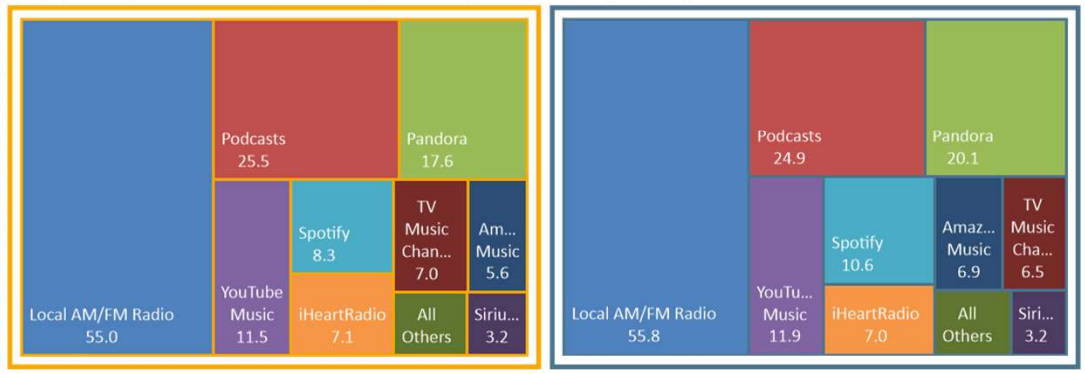
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,340

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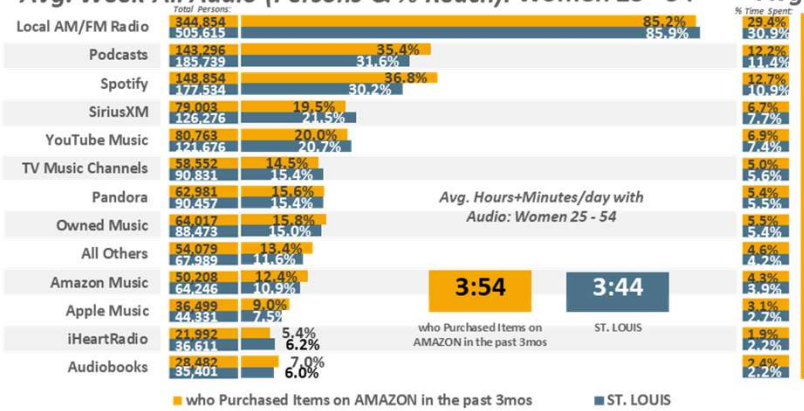
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

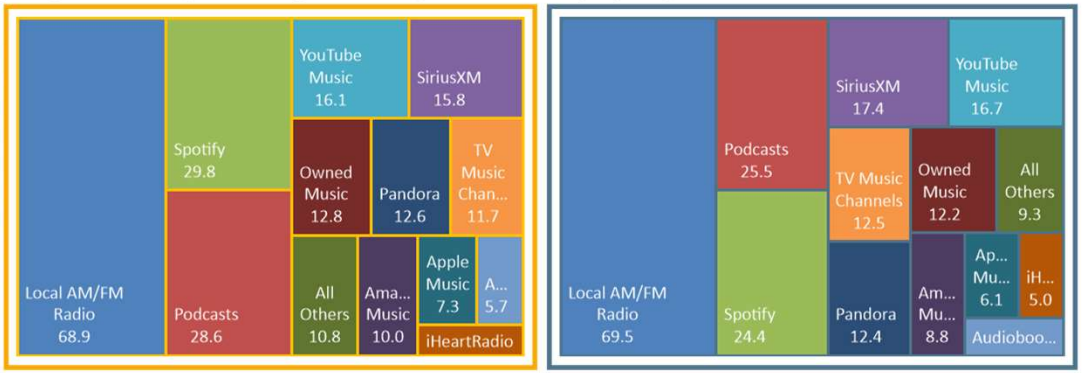
amazon STL

335,470 or 82.9% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 66.2 minutes every day representing 38.% of all time spent daily with Ad-Supported Audio.

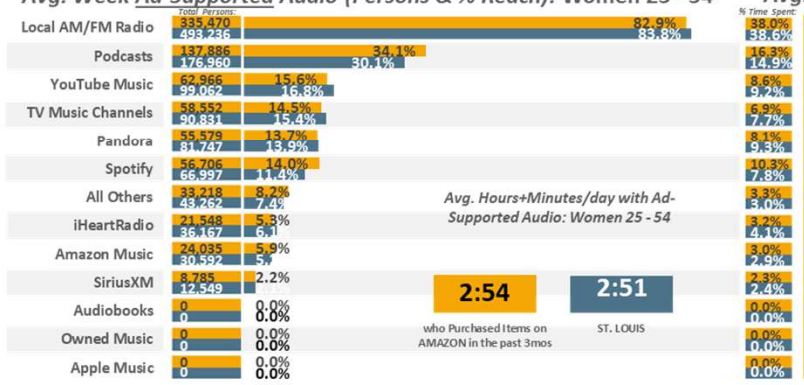
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



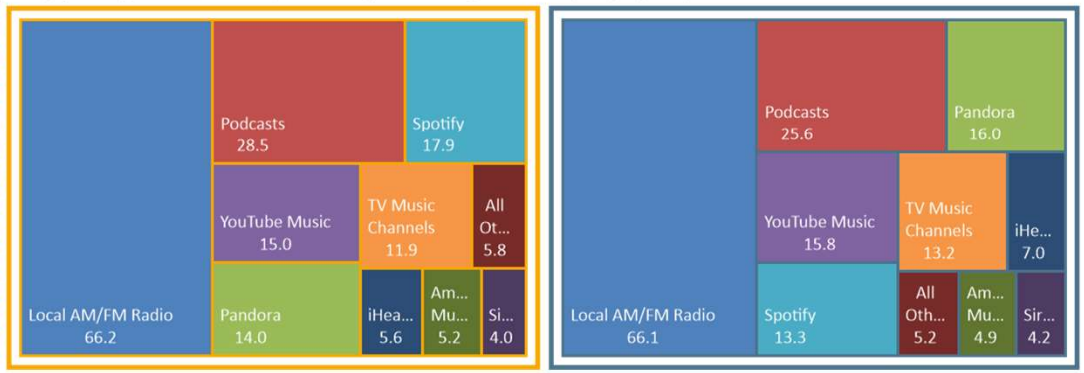
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,321

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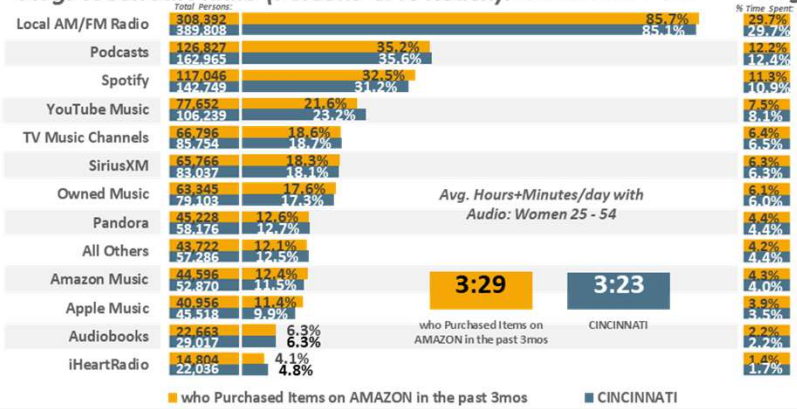
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

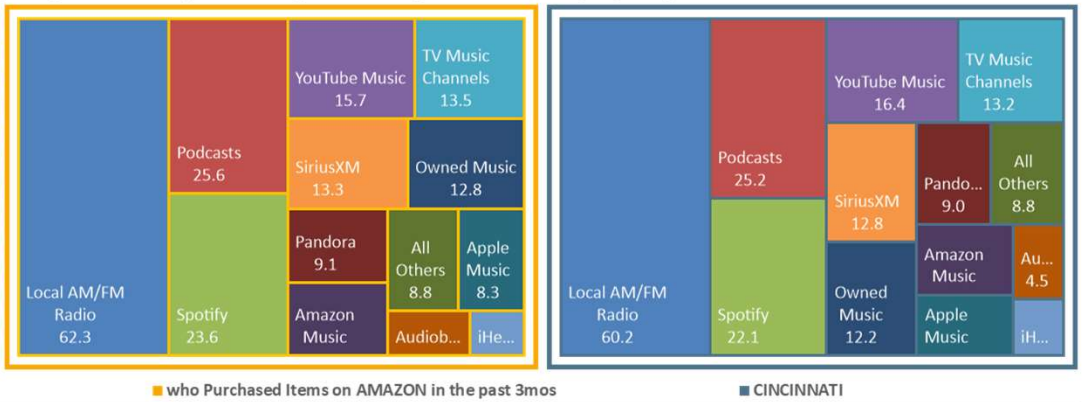
amazon CIN

301,453 or 83.8% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 60.1 minutes every day representing 37.% of all time spent daily with Ad-Supported Audio.

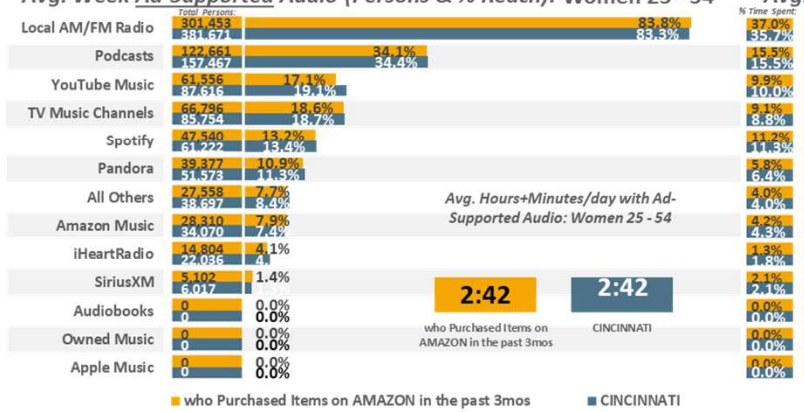
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



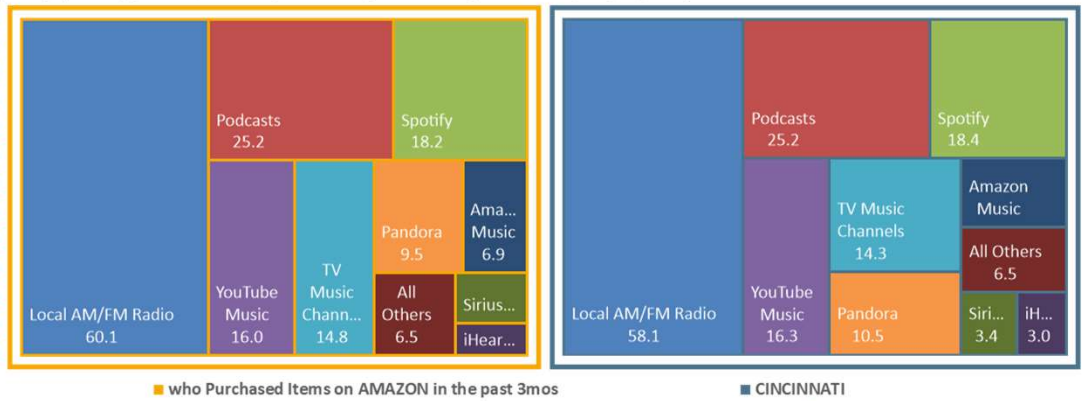
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,406

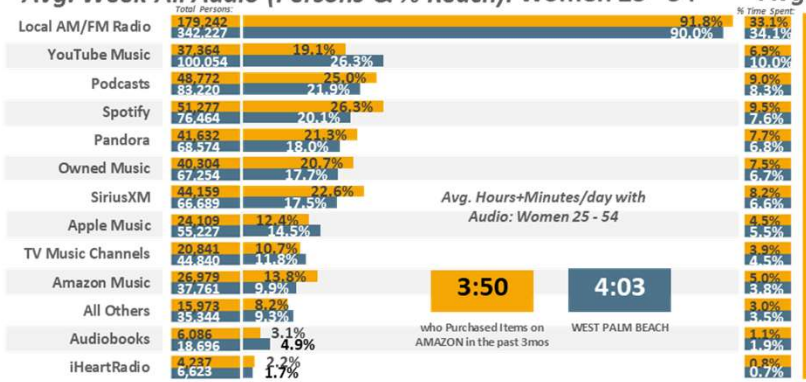
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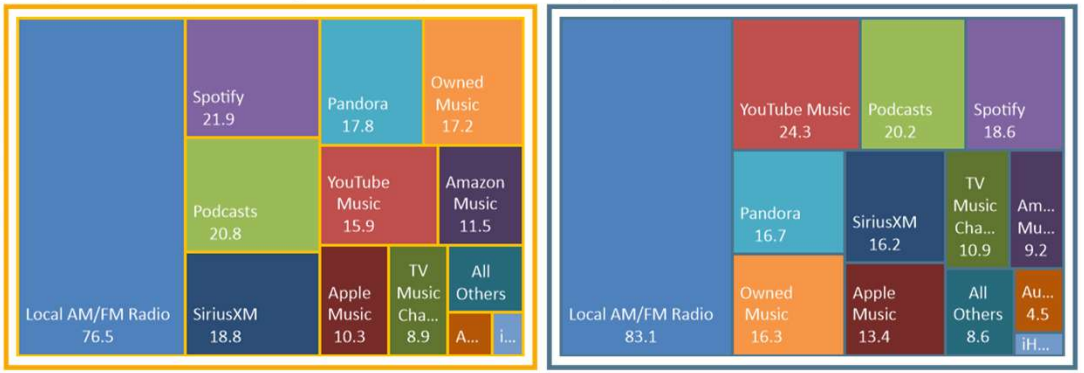
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

173,710 or 89.% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 72.8 minutes every day representing 43.3% of all time spent daily with Ad-Supported Audio.

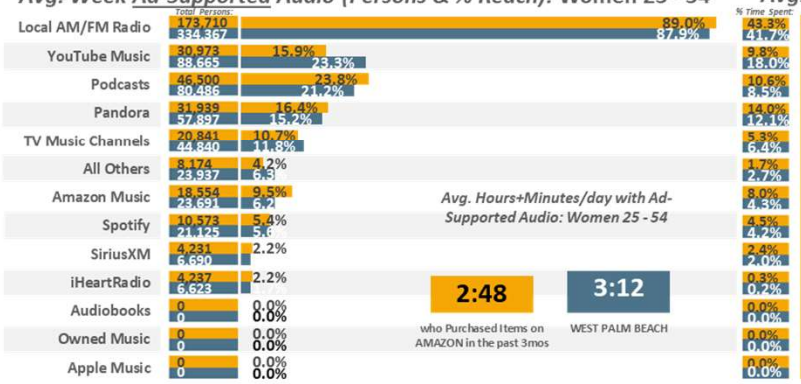
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



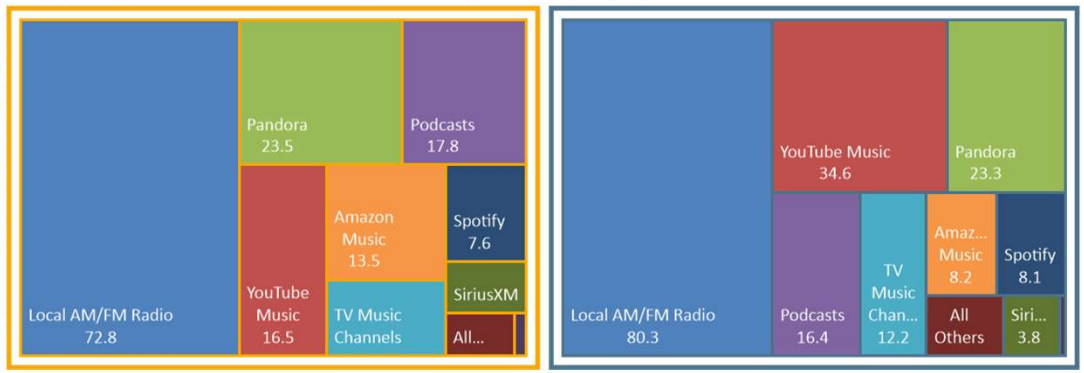
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,113

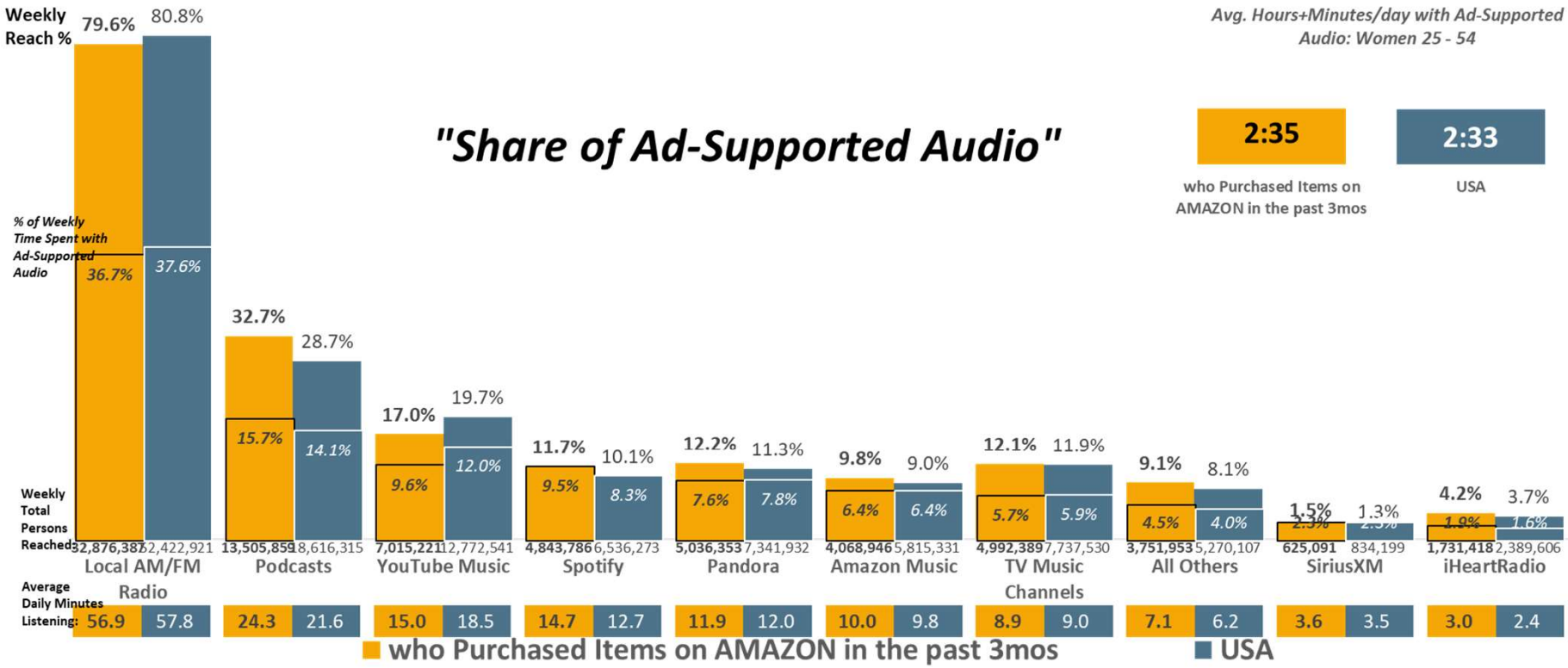
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32,876,387 or 79.6% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 56.9 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599

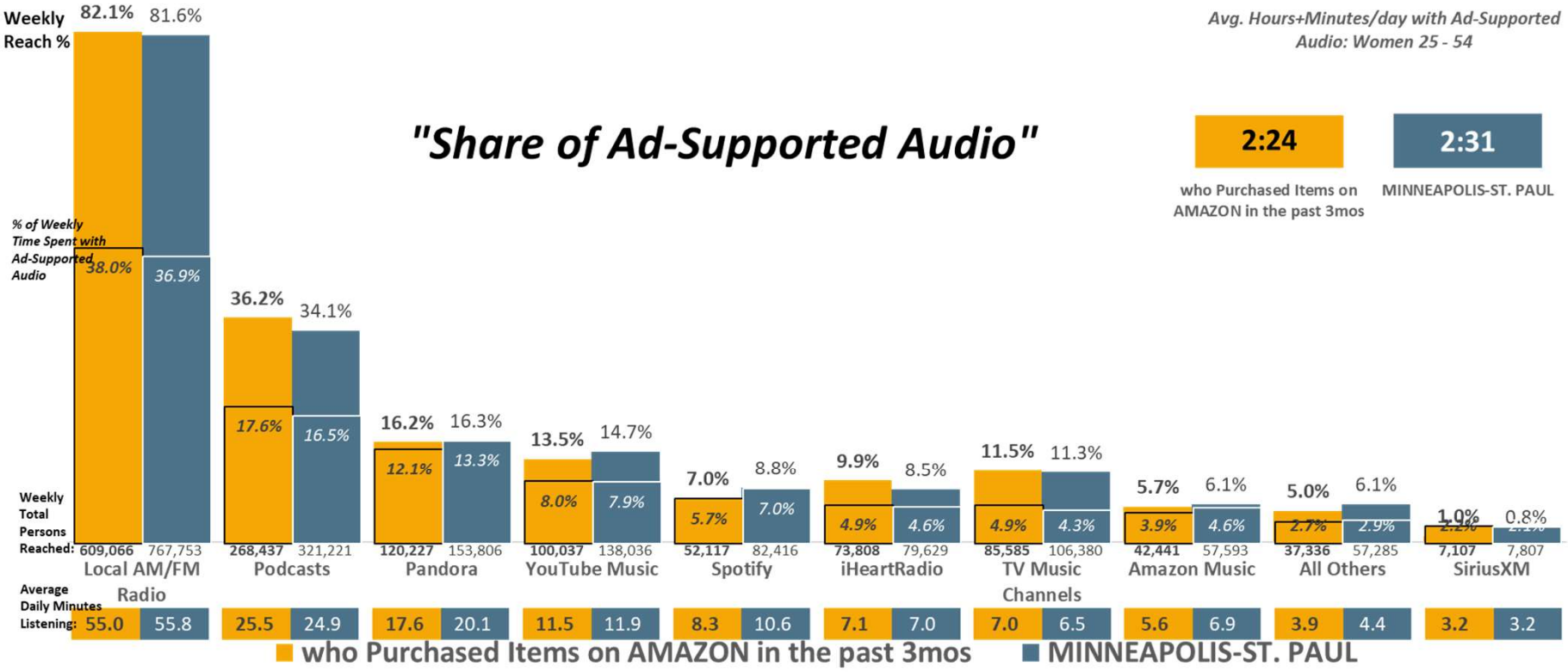
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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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609,066 or 82.1% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 55. minutes every day representing 38.% of all time spent daily with Ad-Supported Audio.



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,340 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

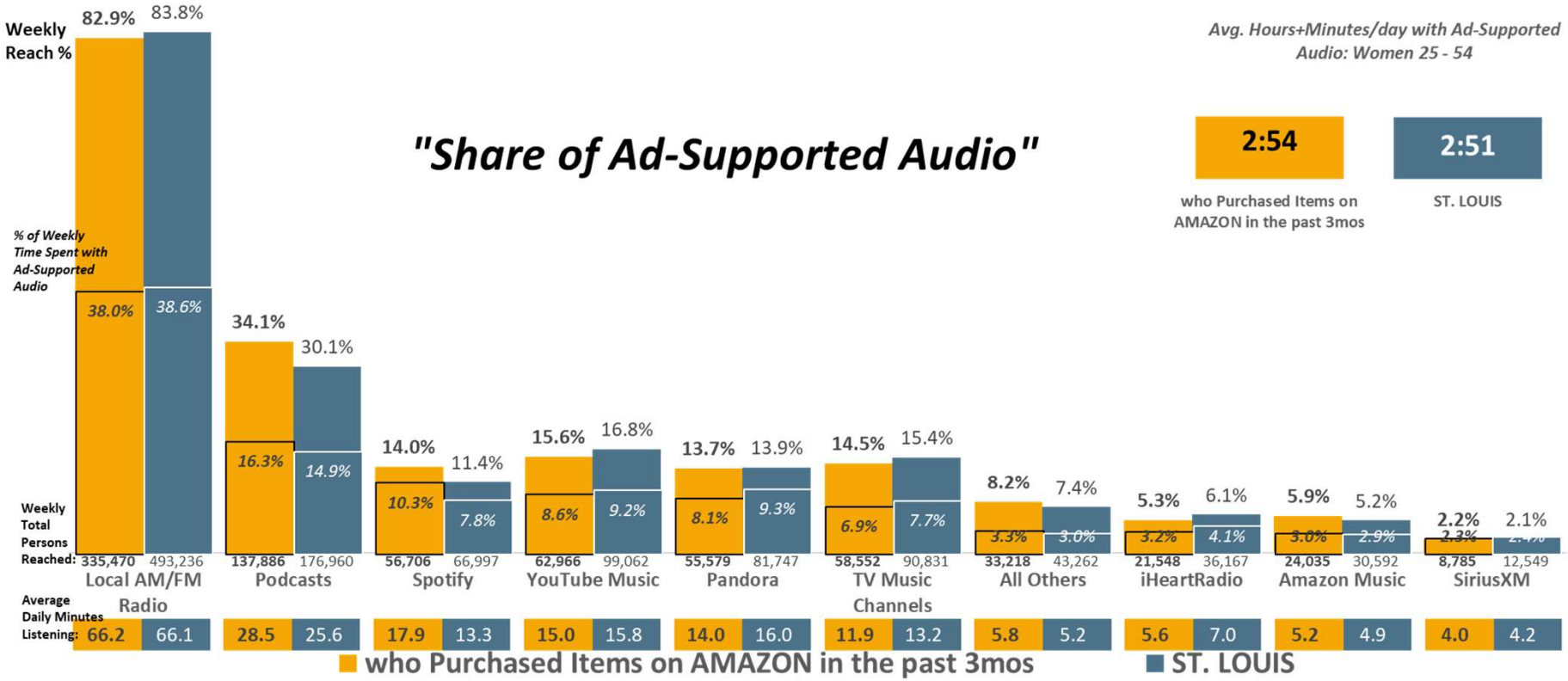
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335,470 or 82.9% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 66.2 minutes every day representing 38.% of all time spent daily with Ad-Supported Audio.



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,321 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

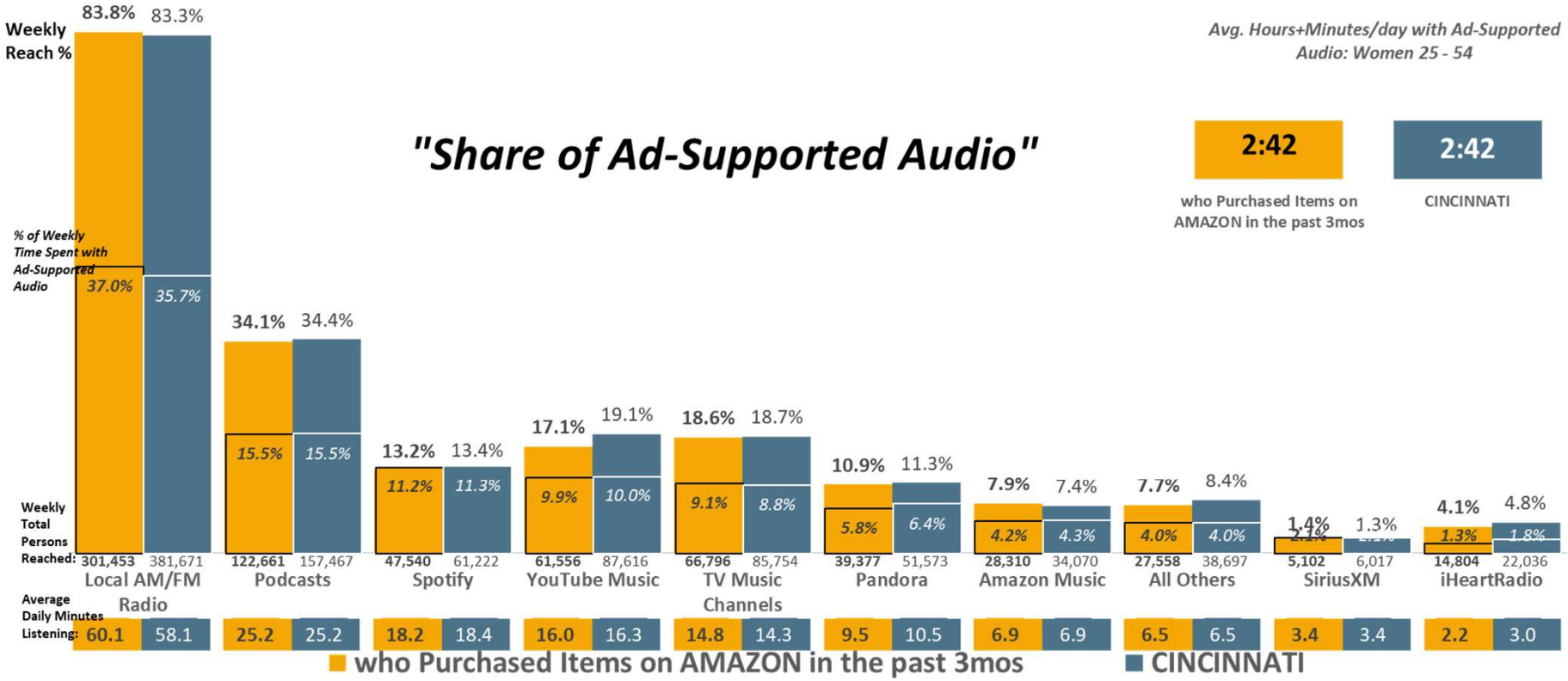
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301,453 or 83.8% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 60.1 minutes every day representing 37.% of all time spent daily with Ad-Supported Audio.



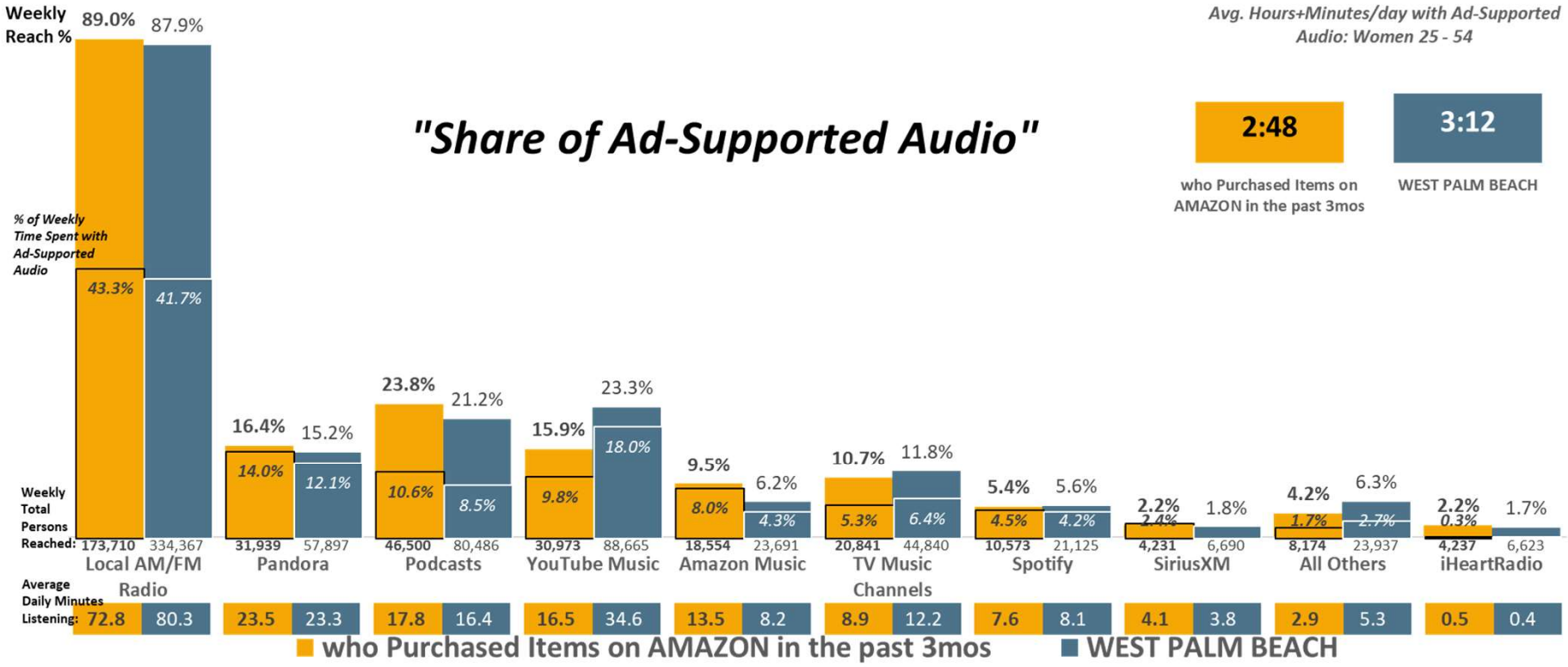
CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,406 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,113 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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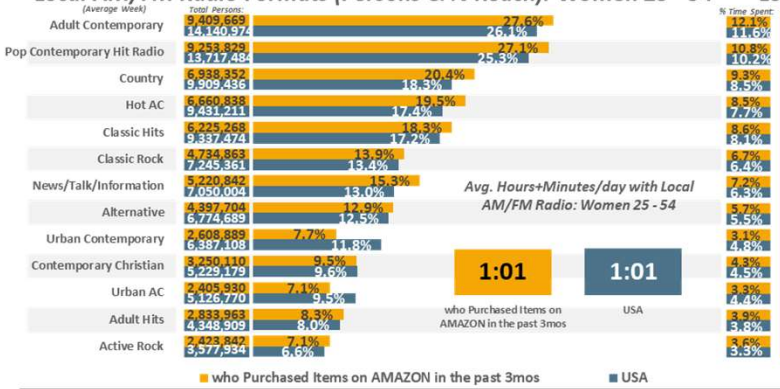
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

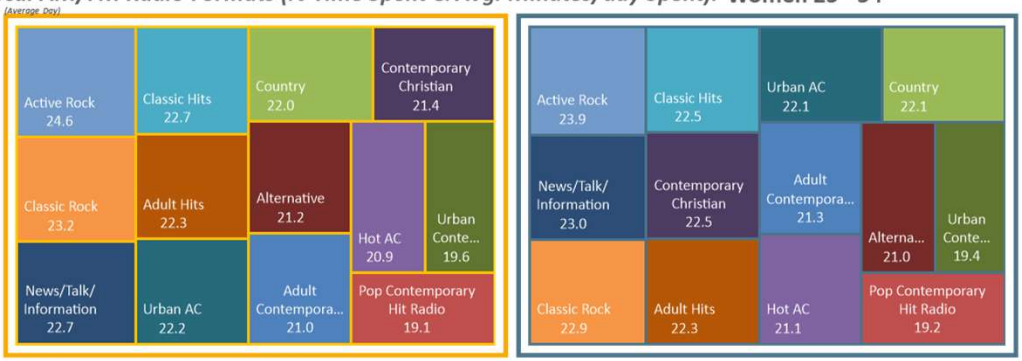


32,876,387 or 79.6% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Hot AC, and Classic Hits.

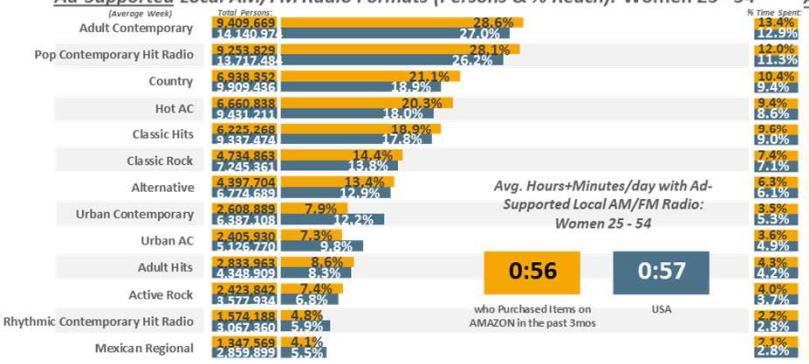
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



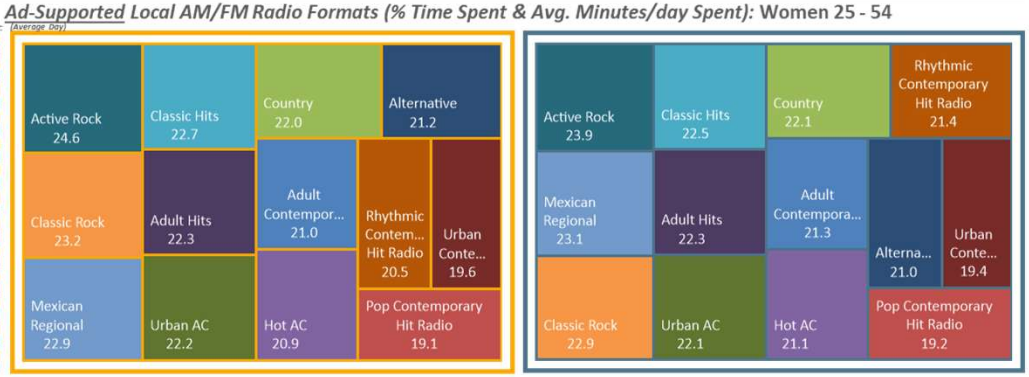
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599

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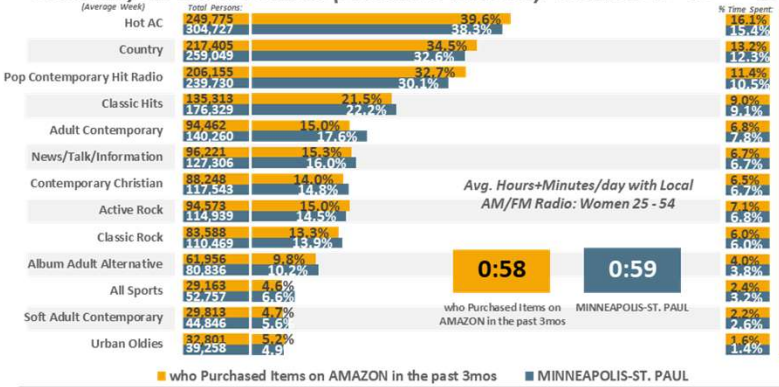
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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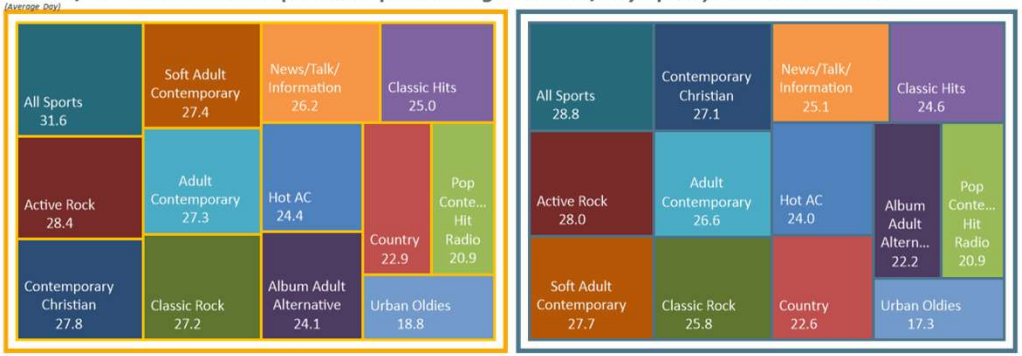
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

609,066 or 82.1% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Pop Contemporary Hit Radio, Classic Hits, and Active Rock.

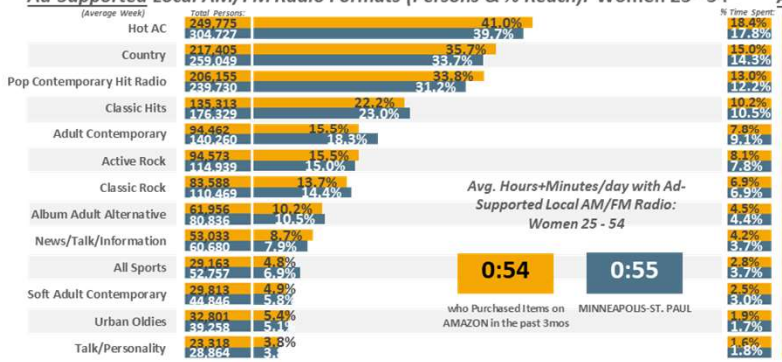
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



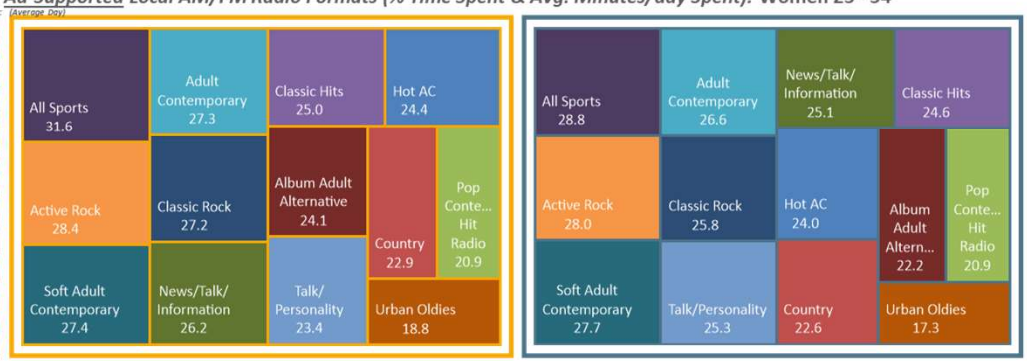
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,340

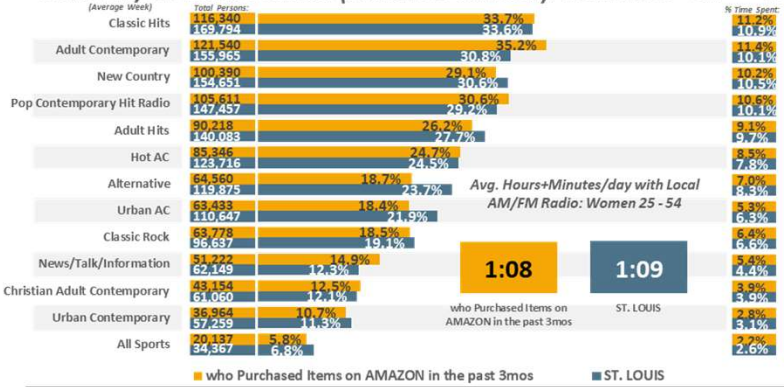
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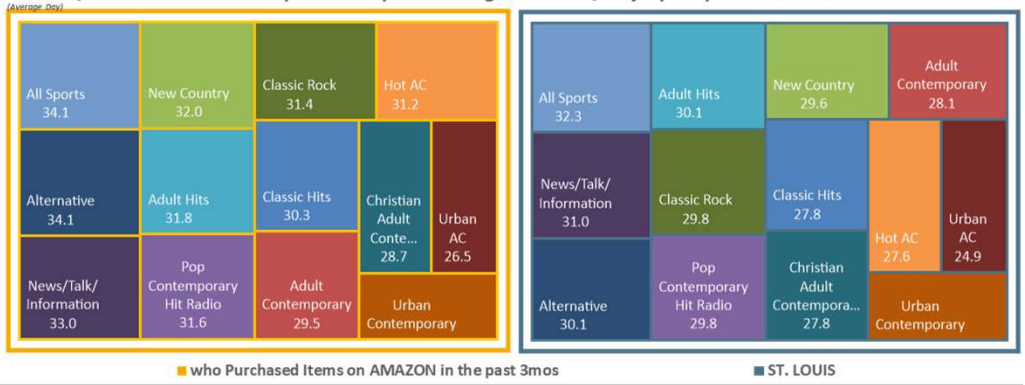
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335,470 or 82.9% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, New Country, and Adult Hits.

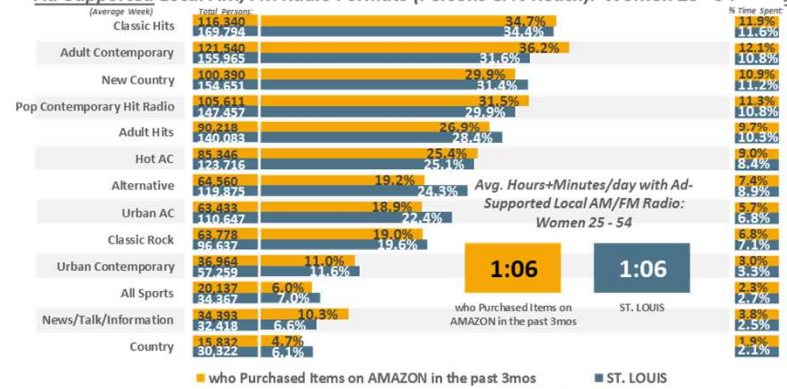
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



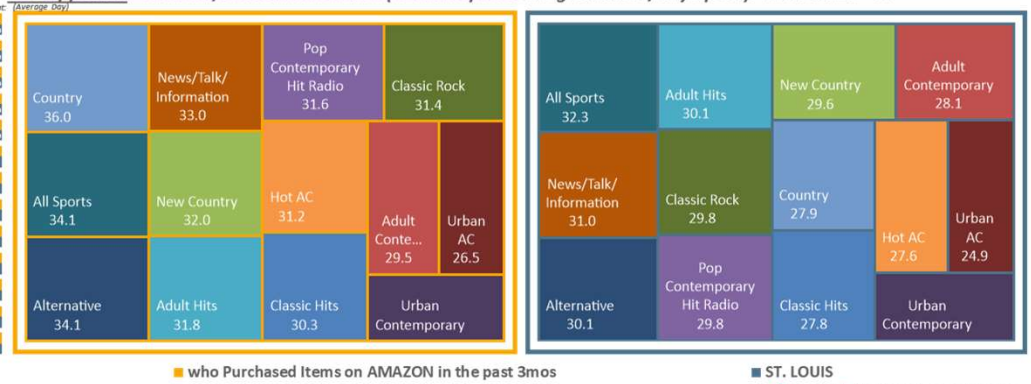
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,321

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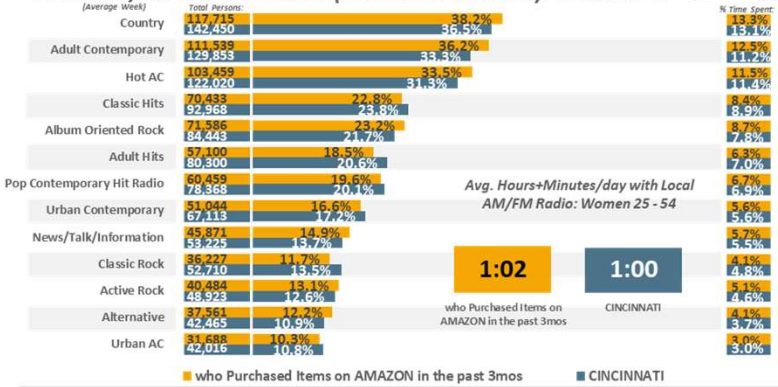
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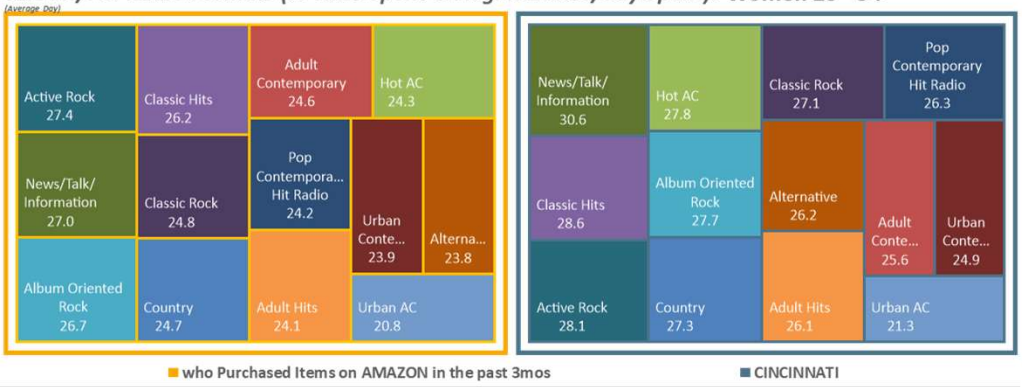


301,453 or 83.8% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Hot AC, Album Oriented Rock, and Classic Hits.

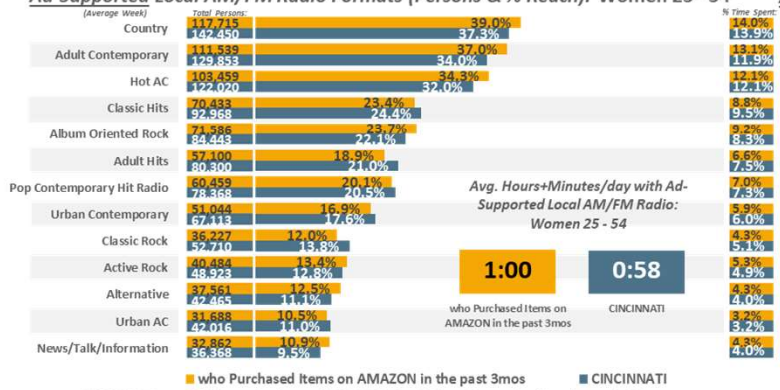
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



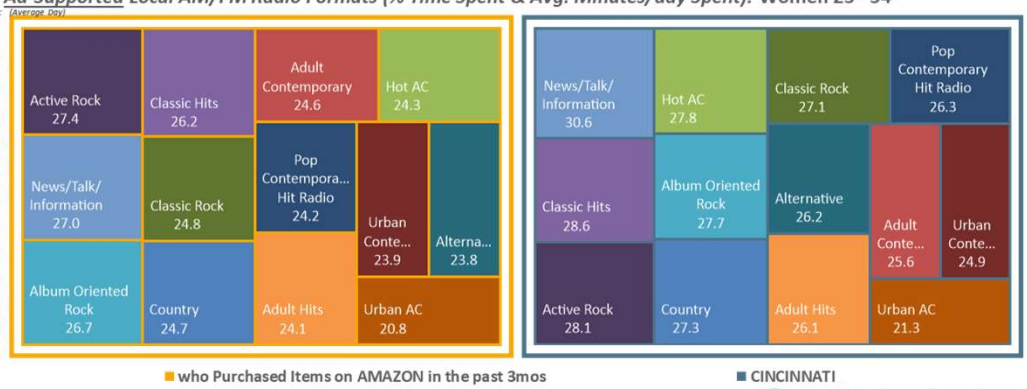
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,406

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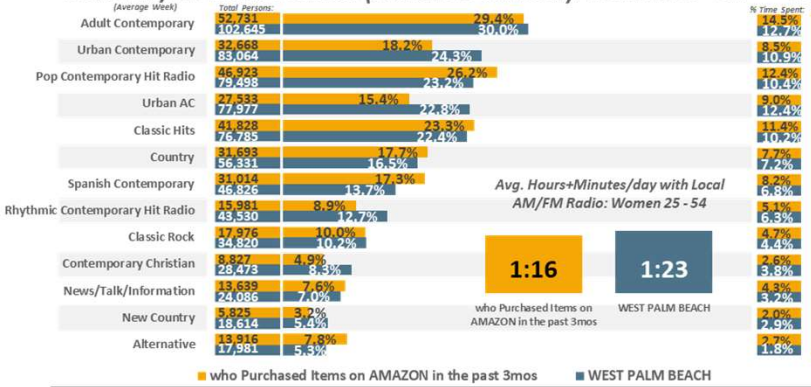
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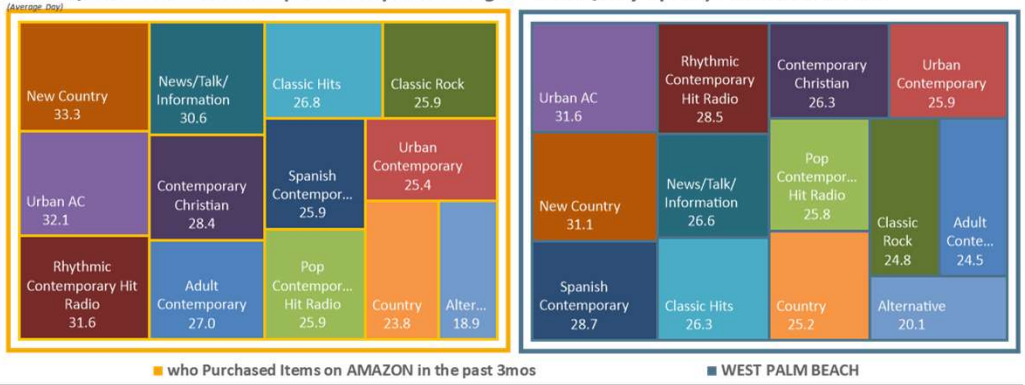
amazon WPB

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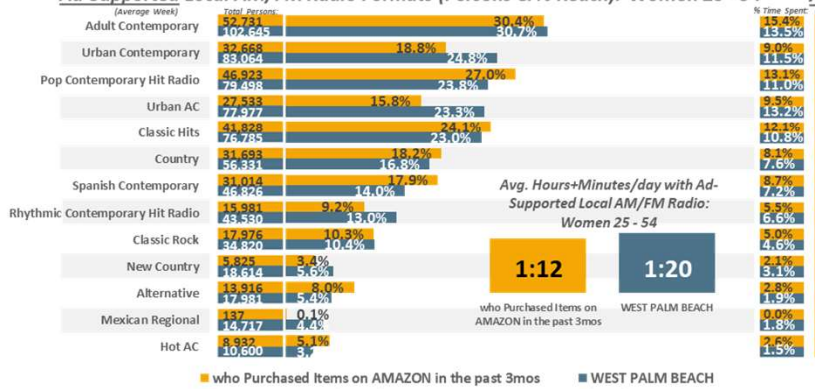
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



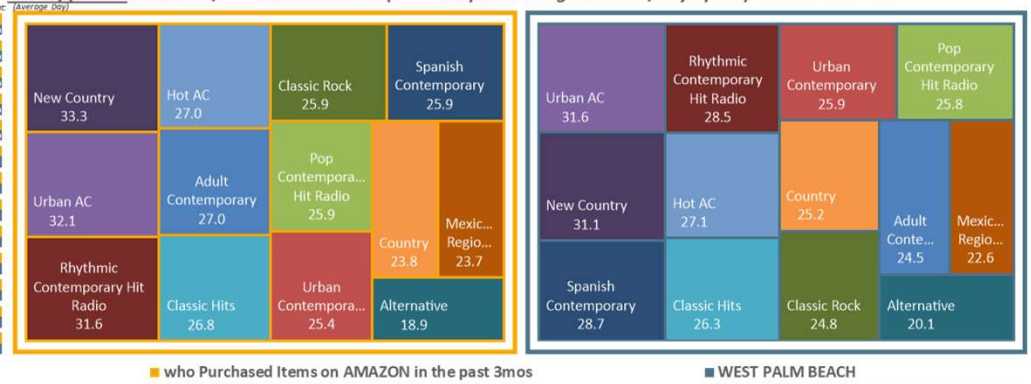
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,113

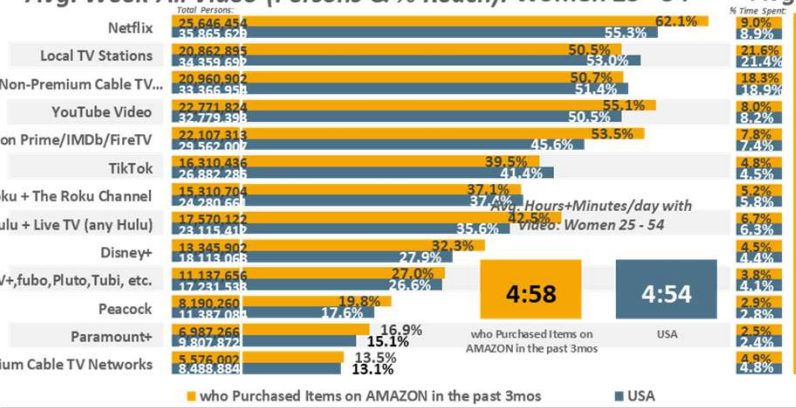
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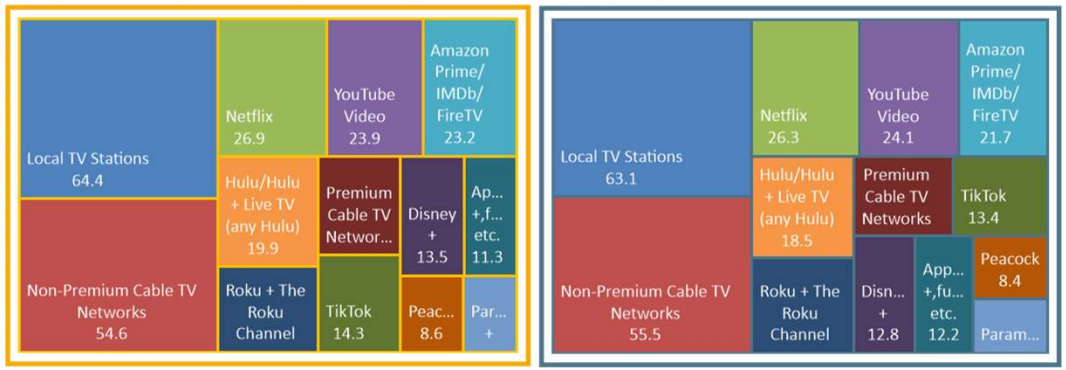
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

20,631,569 or 49.9% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos watch Ad-Supported Local TV Stations for an average of 62.8 minutes every day representing 27.2% of all time spent daily with Ad-Supported Video.

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

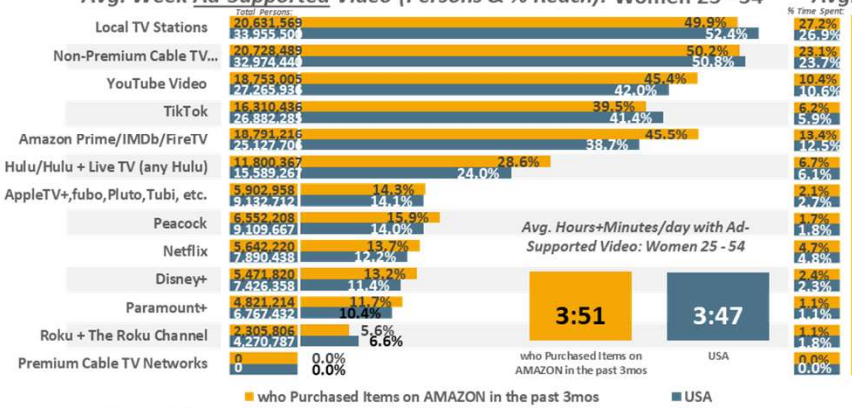


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

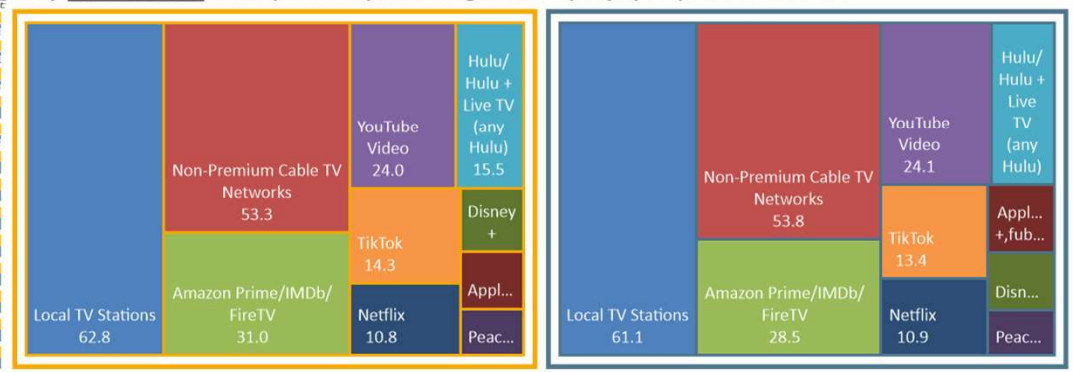


who Purchased Items on AMAZON in the past 3mos ■ USA

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



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



who Purchased Items on AMAZON in the past 3mos ■ USA

USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599

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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

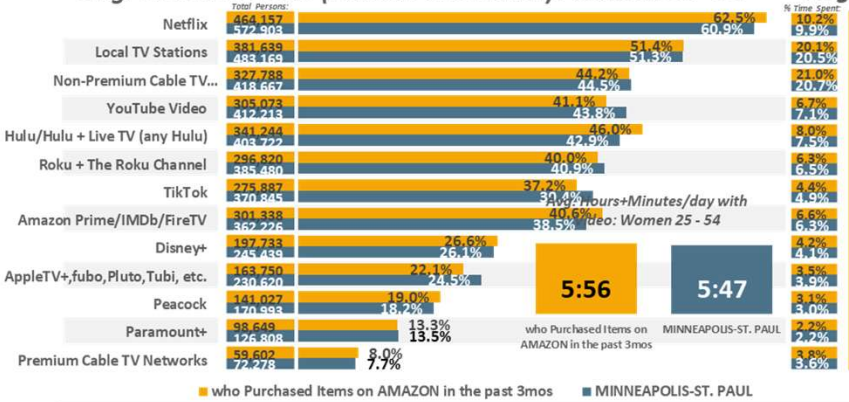
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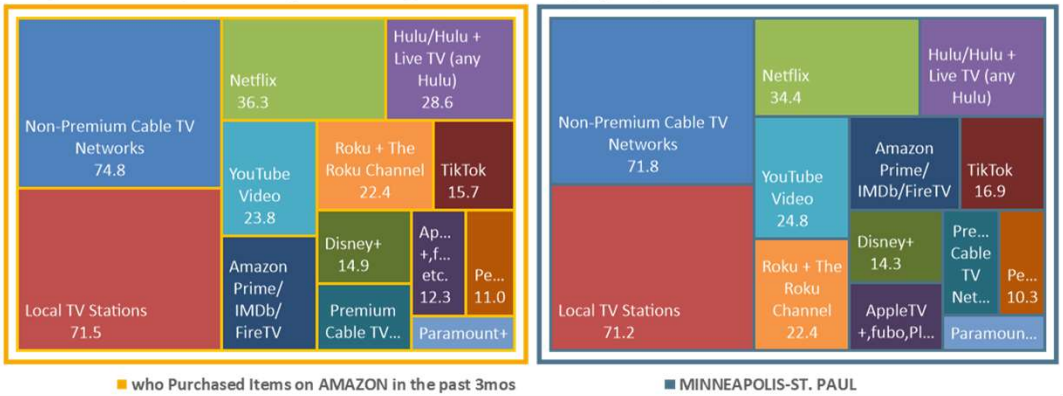


376,099 or 50.7% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos watch Ad-Supported Local TV Stations for an average of 69.6 minutes every day representing 26.5% of all time spent daily with Ad-Supported Video.

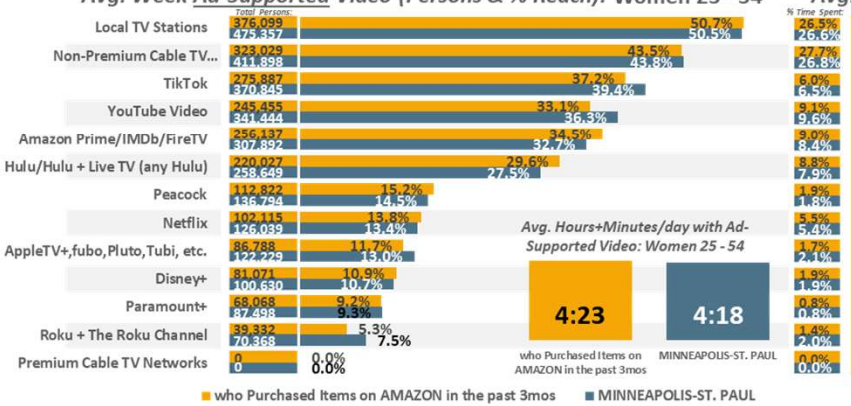
Avg. Week All Video (Persons & % Reach): Women 25 - 54



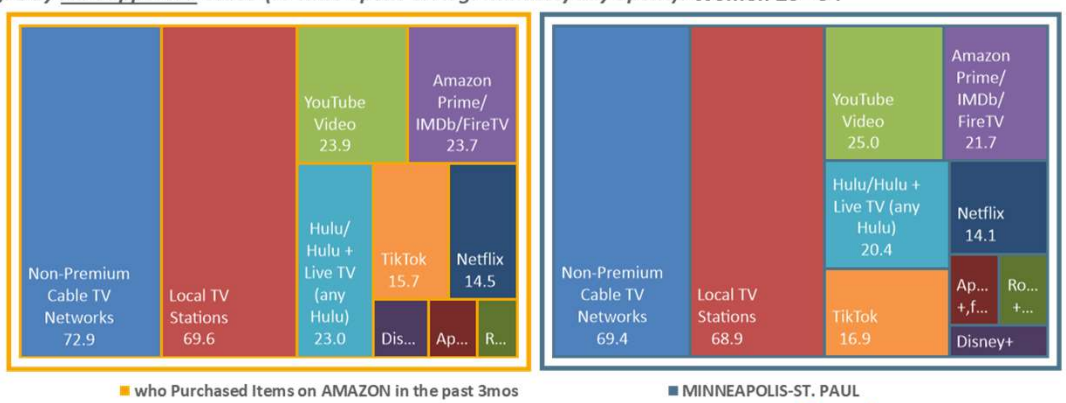
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,340

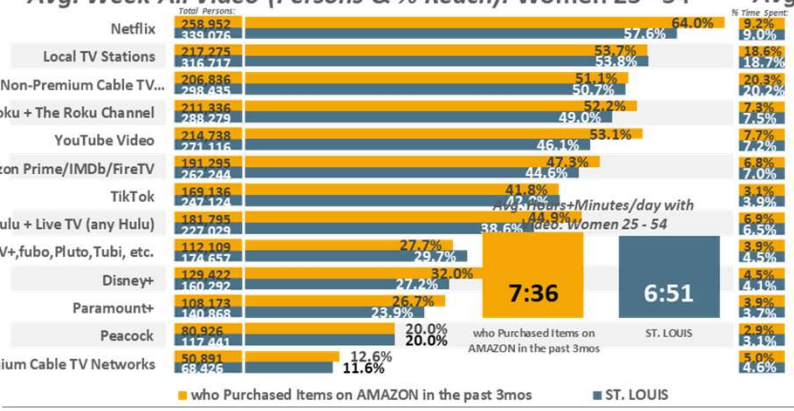
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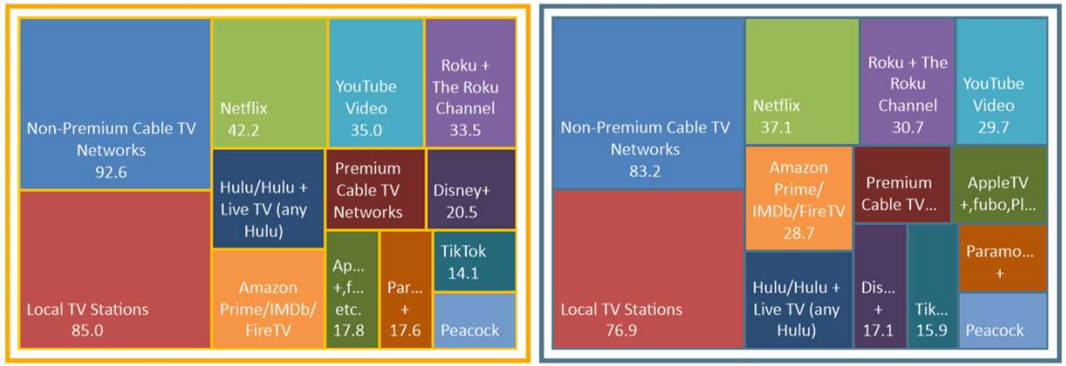
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

214,507 or 53.% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos watch Ad-Supported Local TV Stations for an average of 84.1 minutes every day representing 24.8% of all time spent daily with Ad-Supported Video.

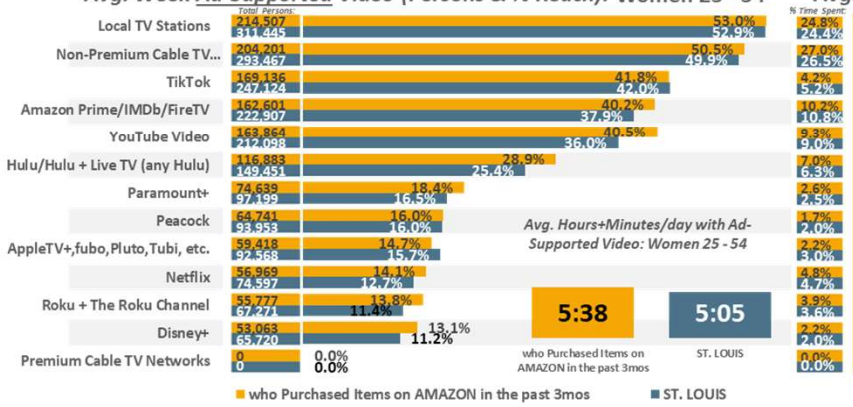
Avg. Week All Video (Persons & % Reach): Women 25 - 54



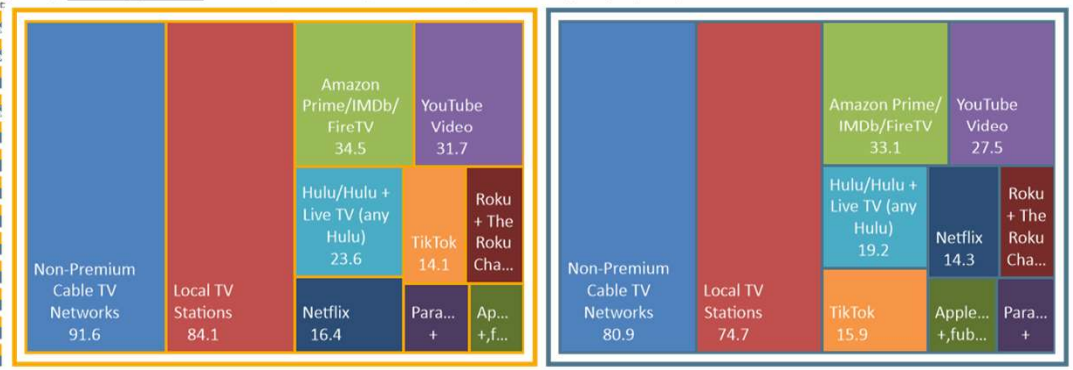
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,321

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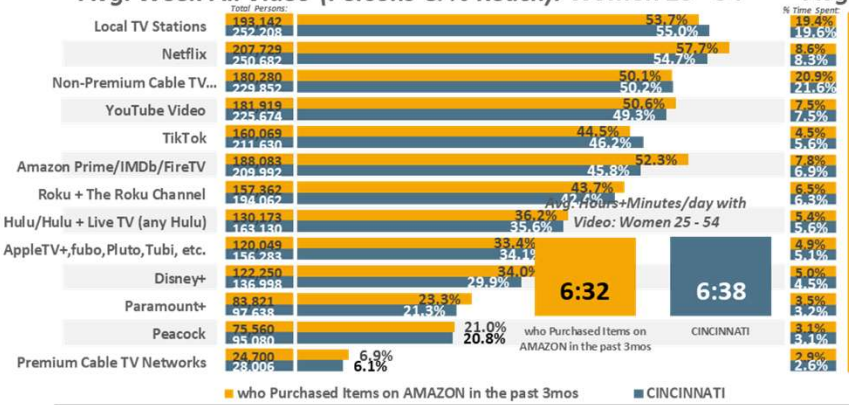
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

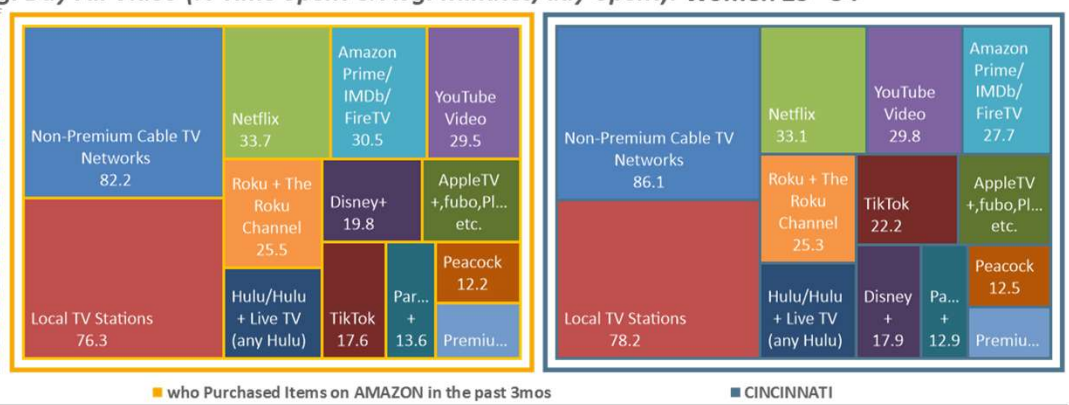
amazon CIN

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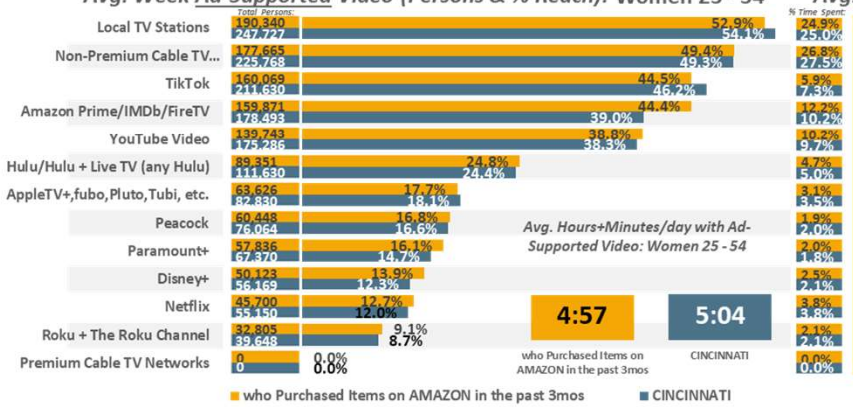
Avg. Week All Video (Persons & % Reach): Women 25 - 54



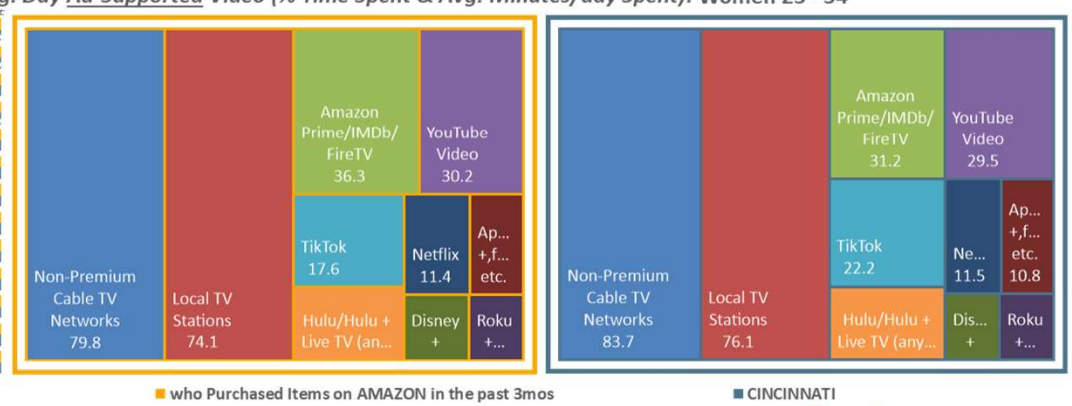
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,406

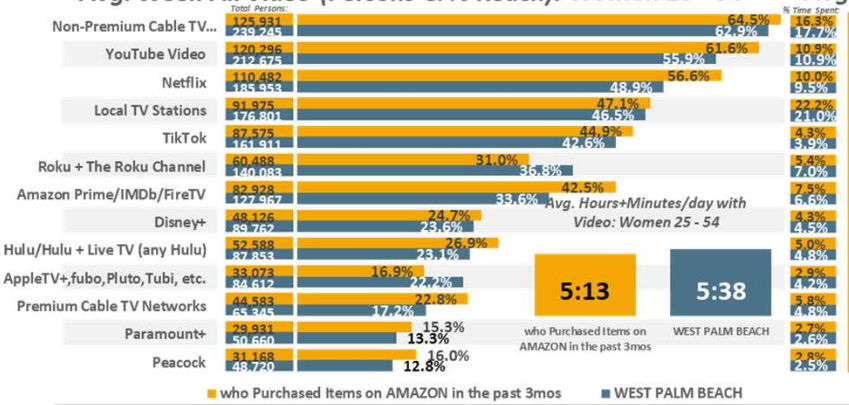
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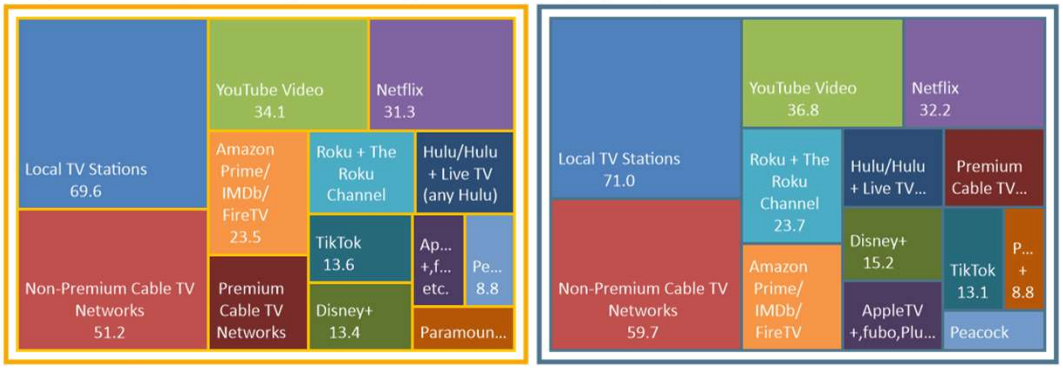
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

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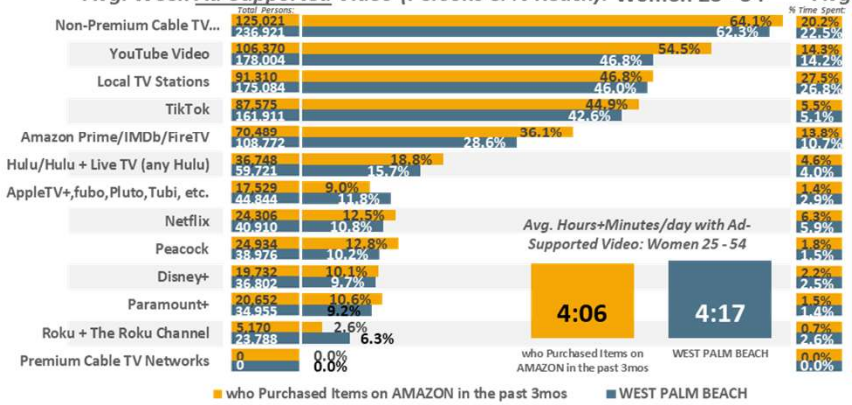
Avg. Week All Video (Persons & % Reach): Women 25 - 54



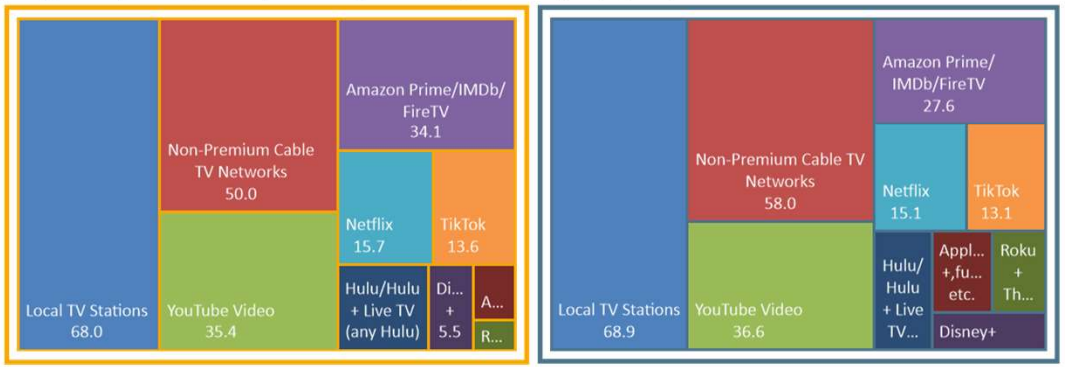
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,113

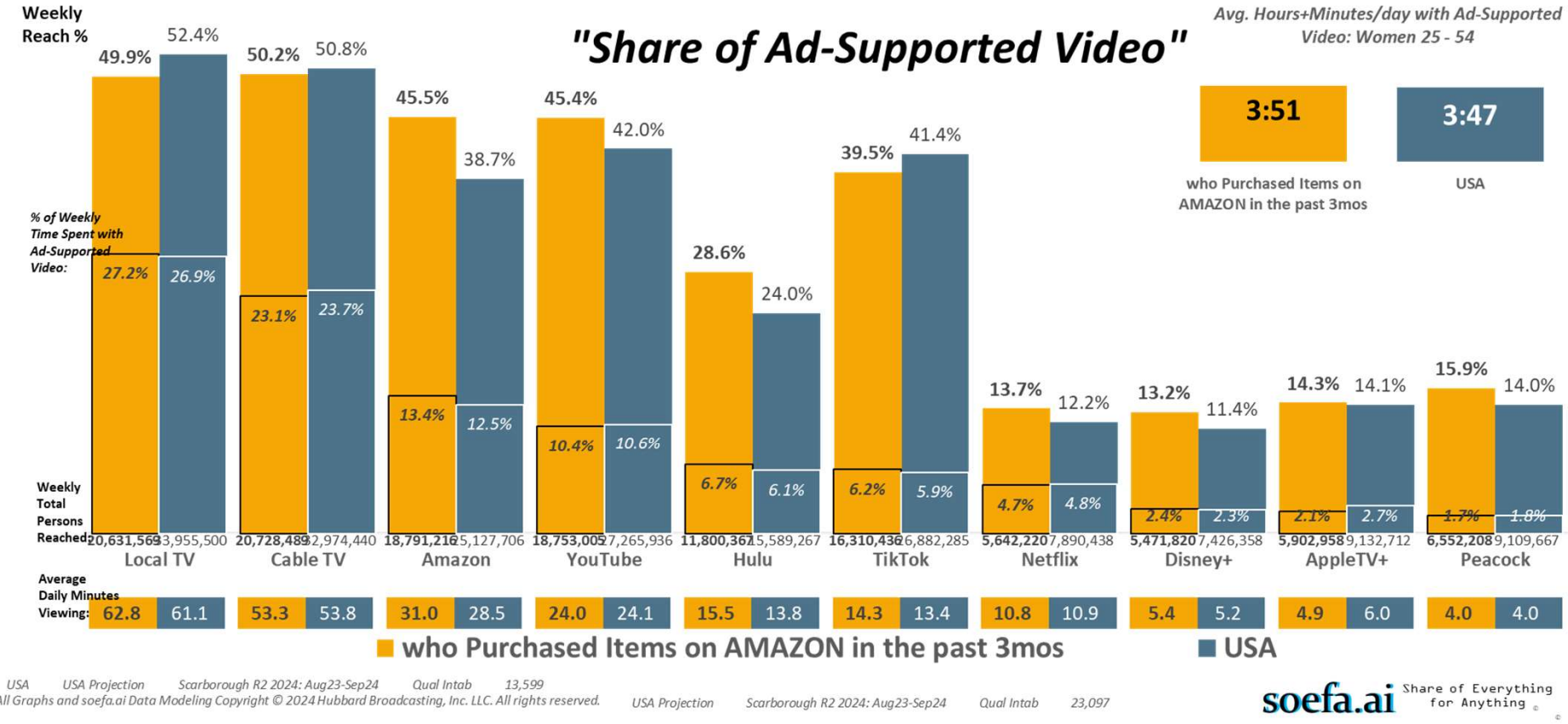
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USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599

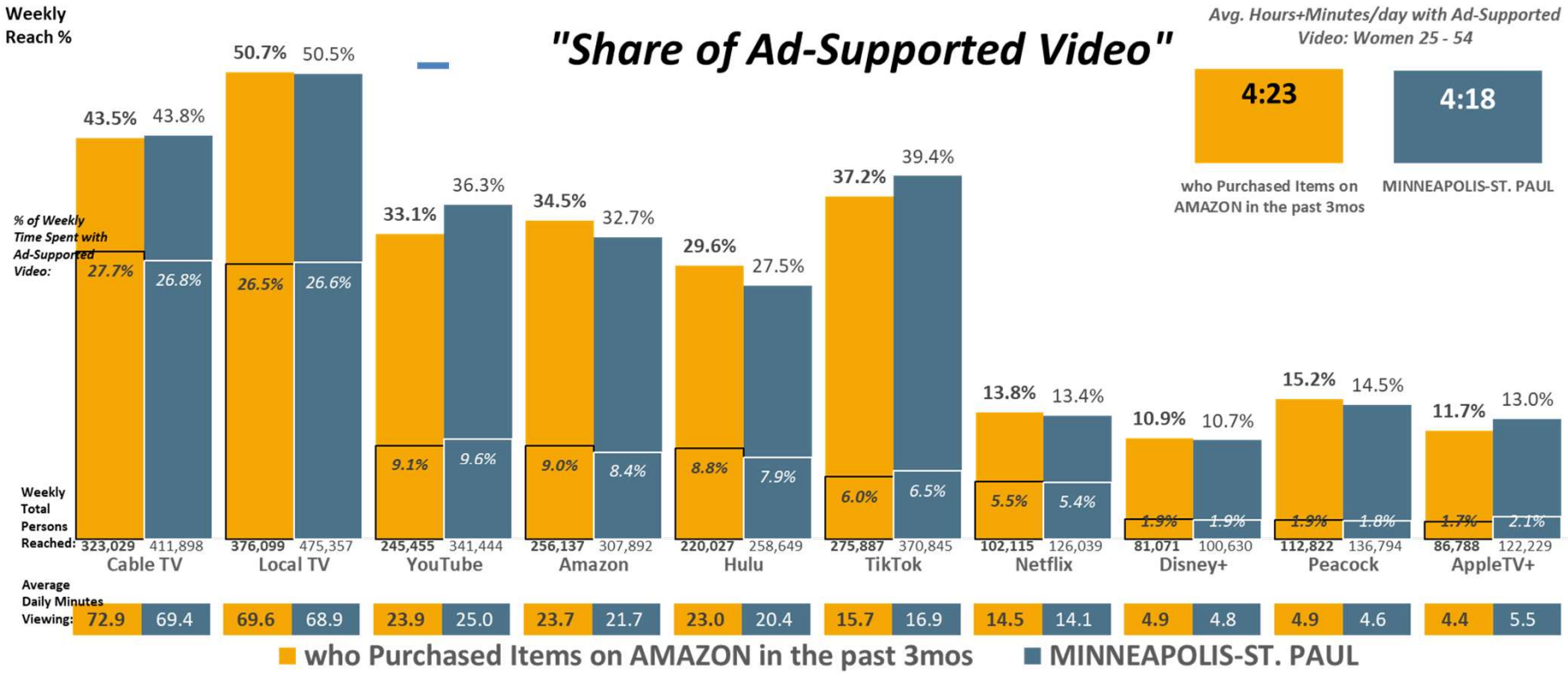
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USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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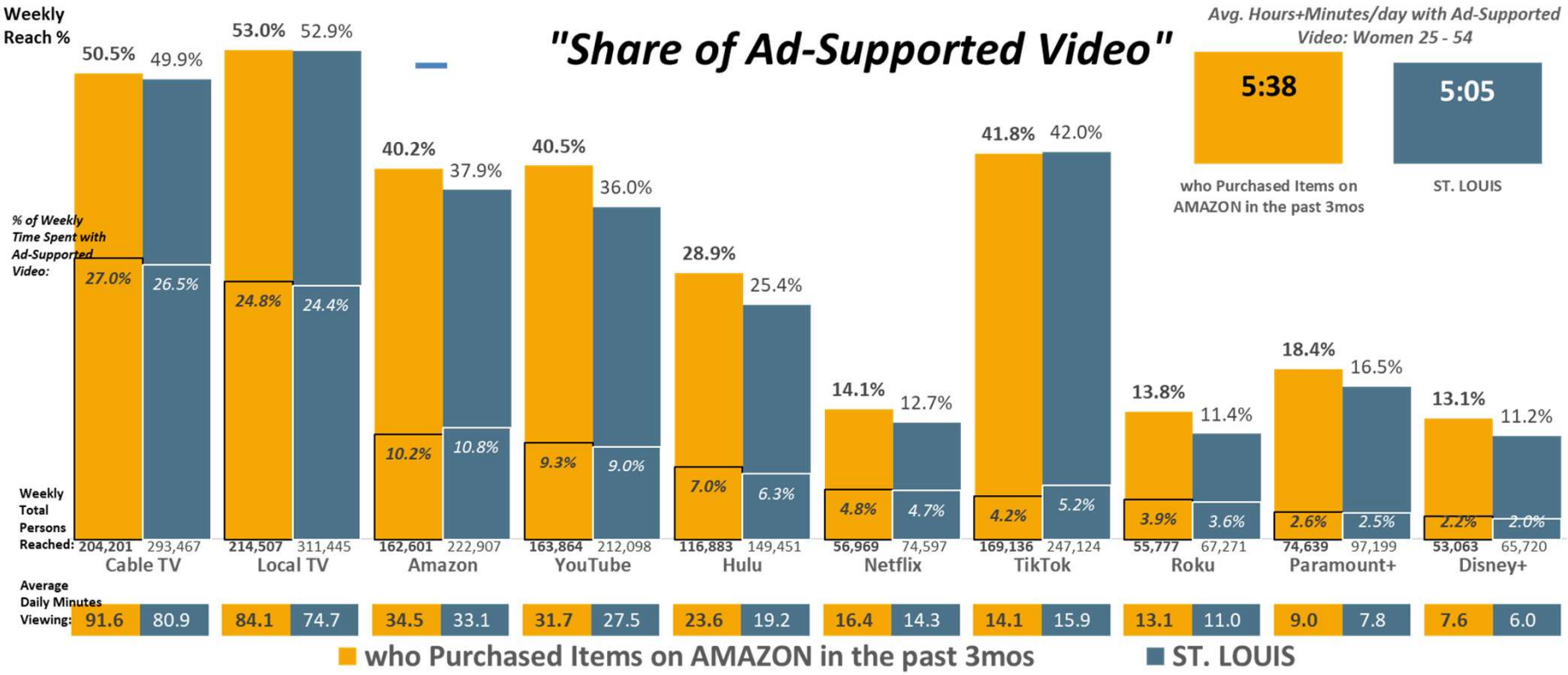
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,340 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,321 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

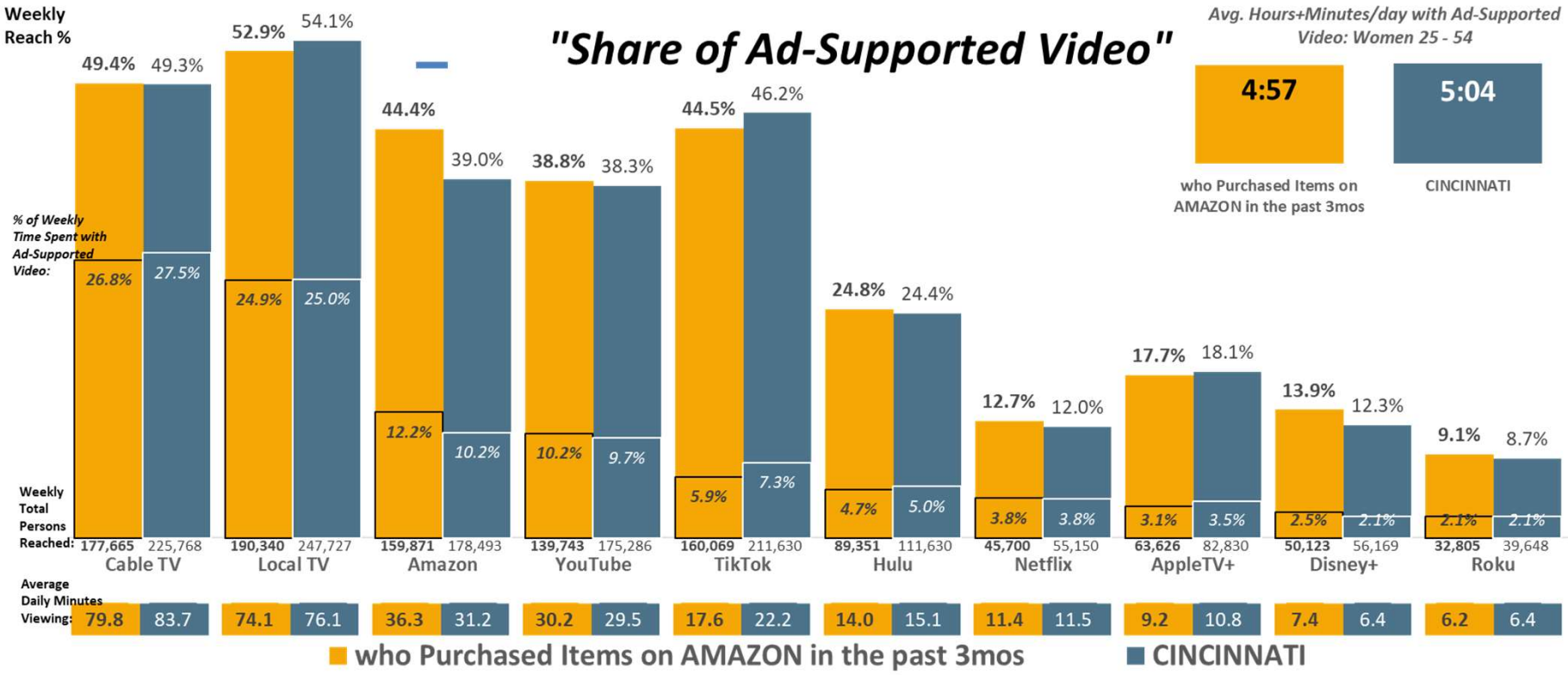
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amazon CIN

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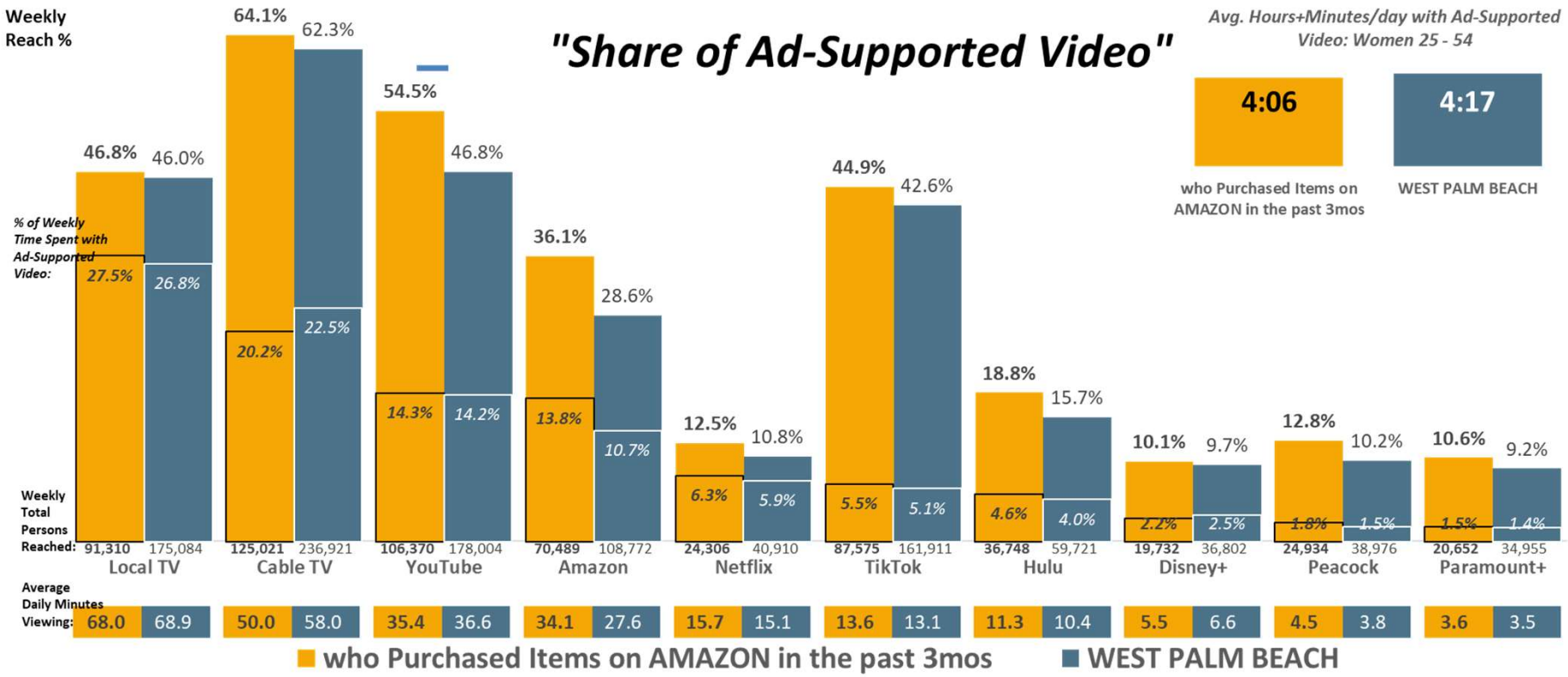
CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,406 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,113 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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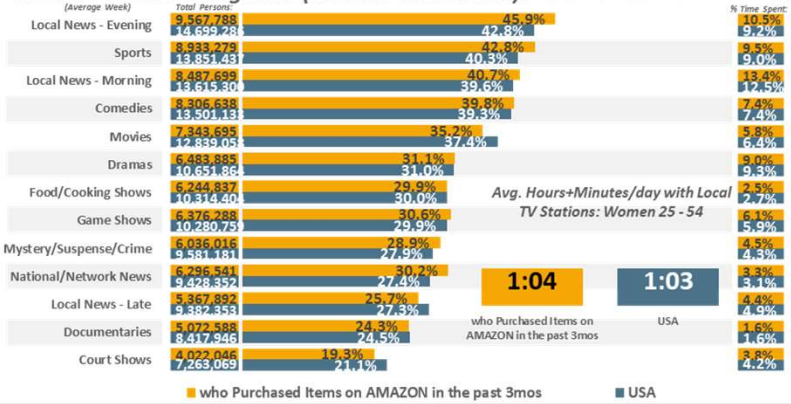
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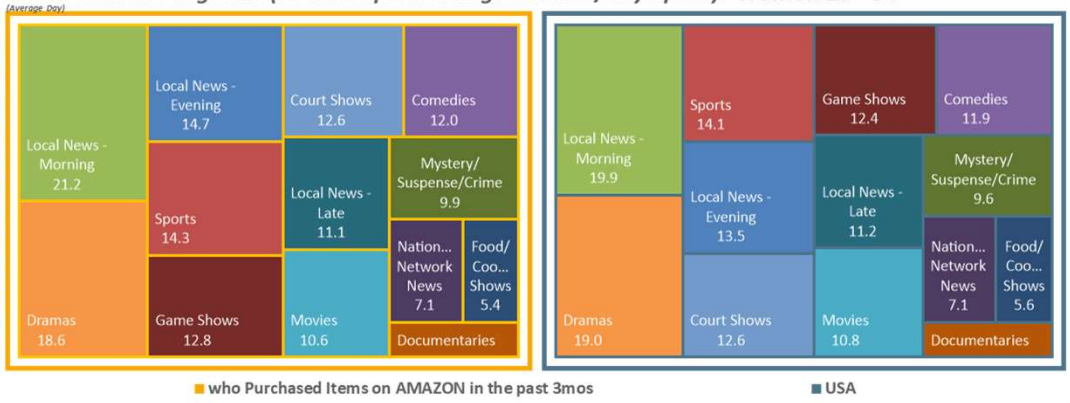


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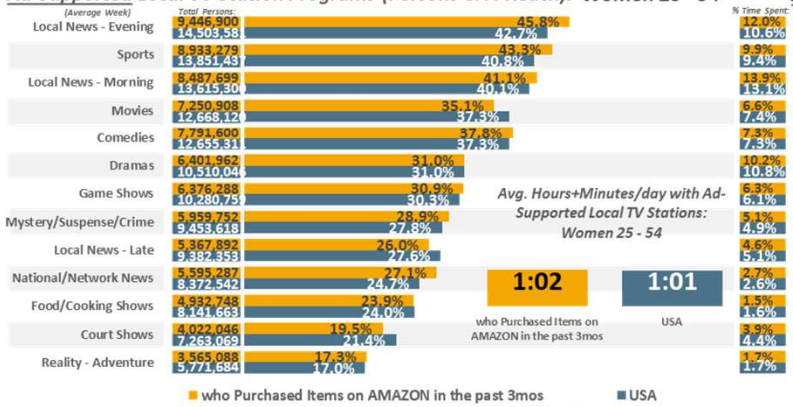
Local TV Station Programs (Persons & % Reach): Women 25 - 54



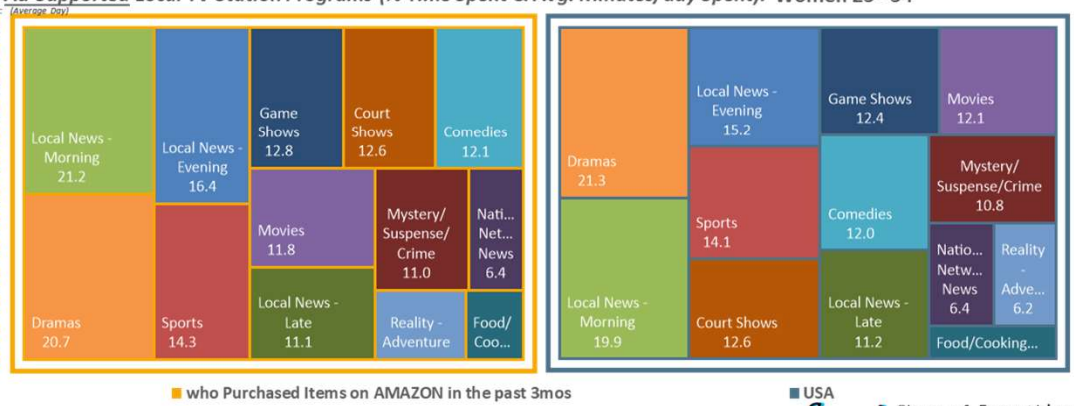
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599

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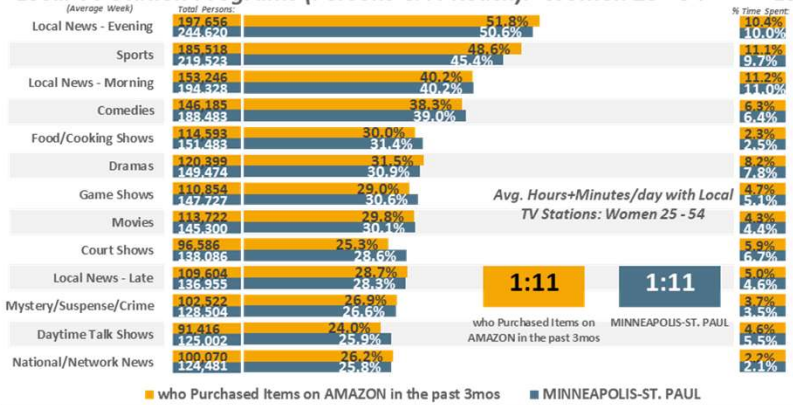
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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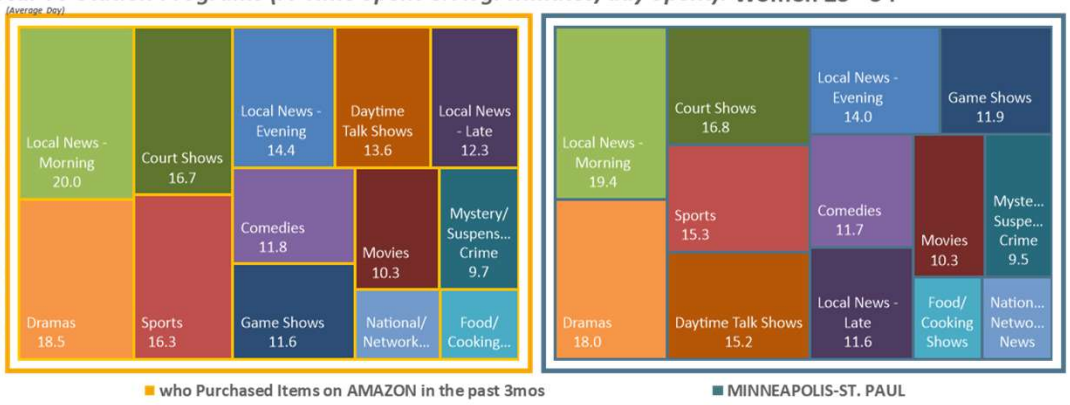
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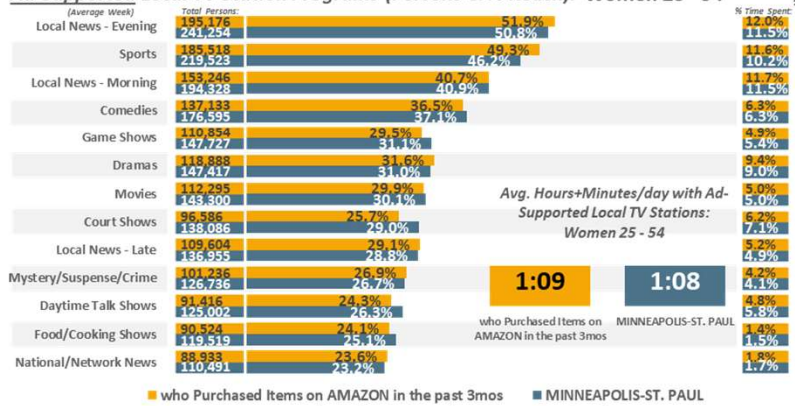
Local TV Station Programs (Persons & % Reach): Women 25 - 54



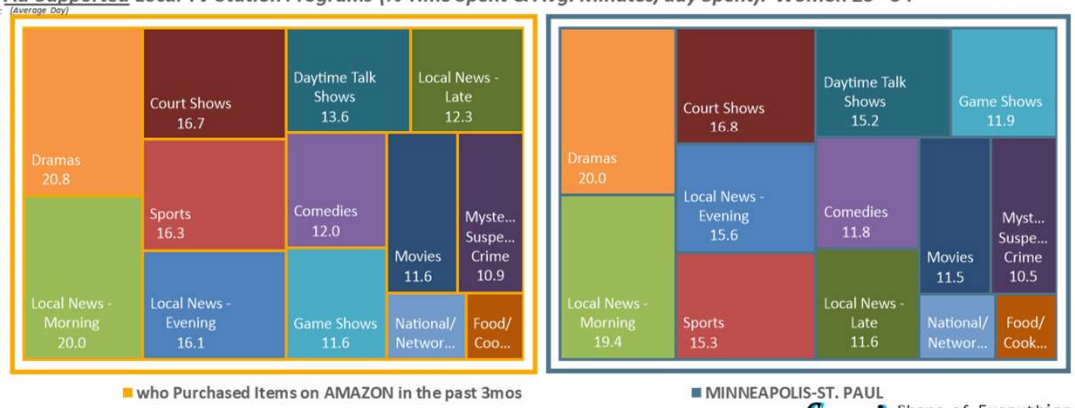
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,340

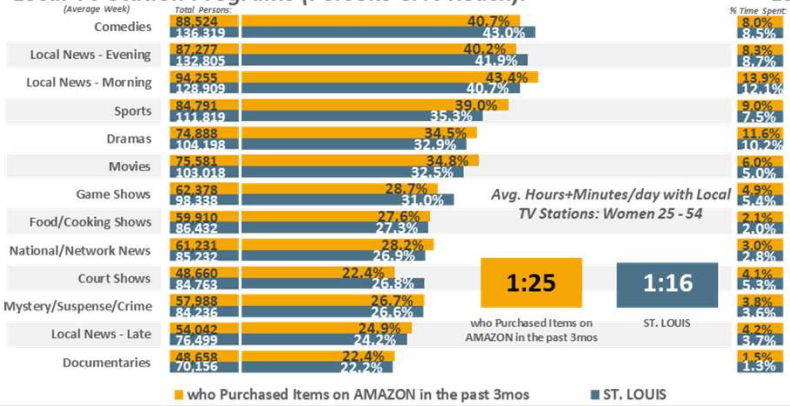
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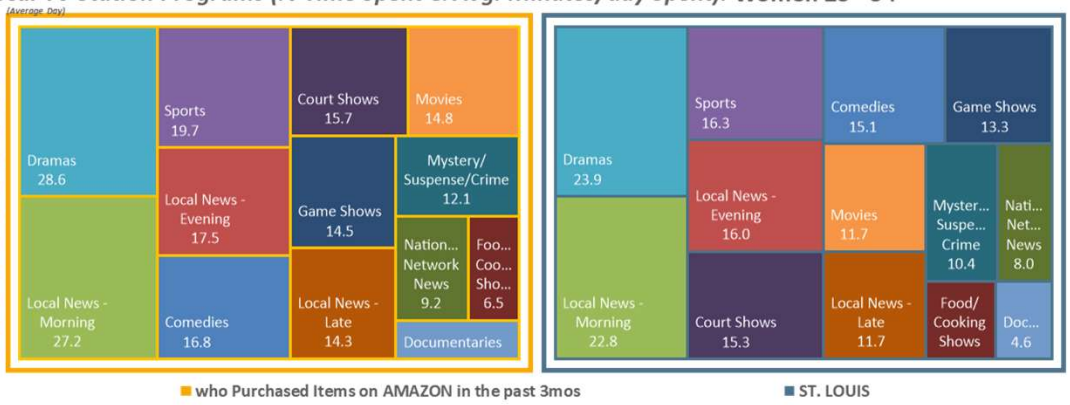
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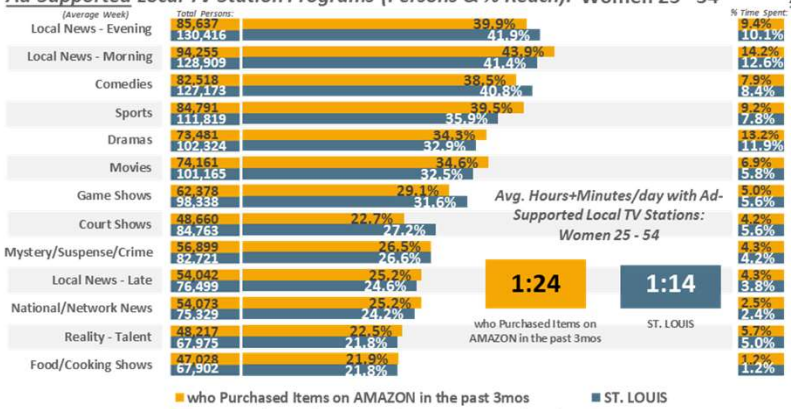
Local TV Station Programs (Persons & % Reach): Women 25 - 54



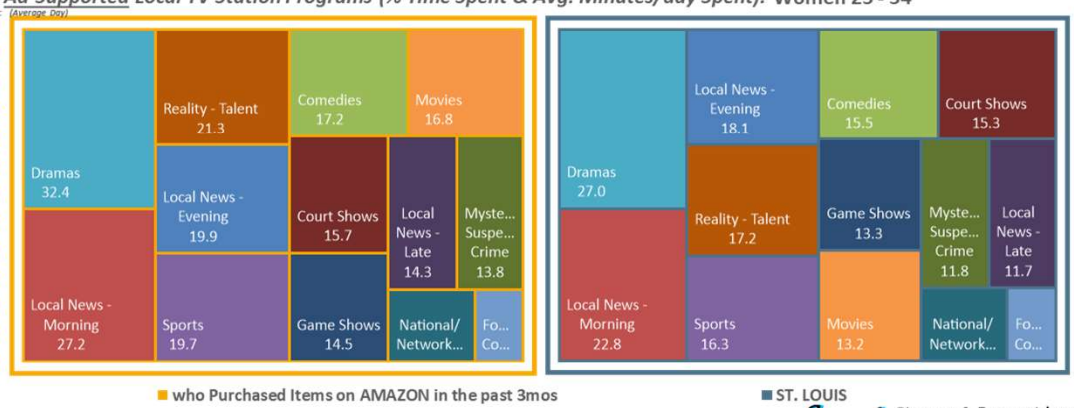
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,321

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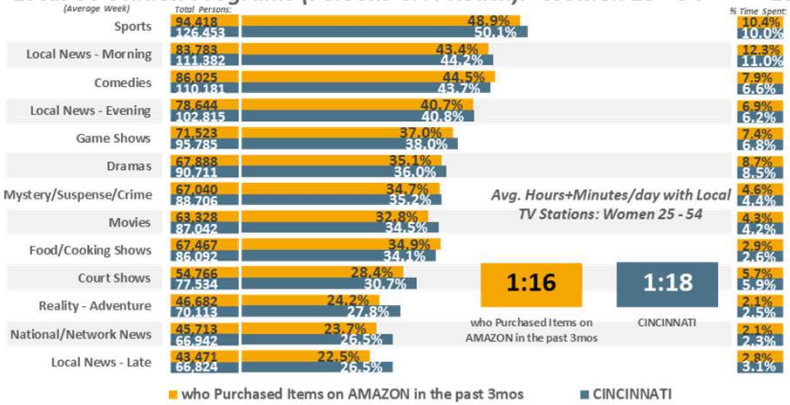
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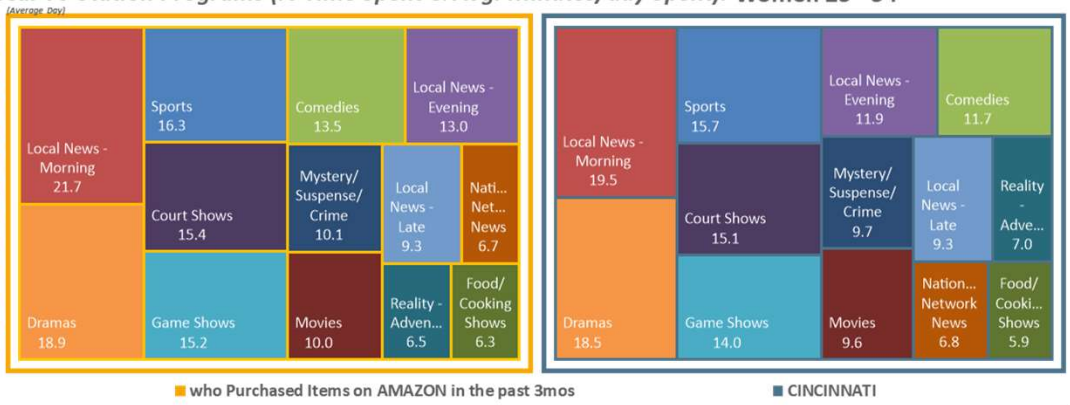
amazon CIN

190,340 or 52.9% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Comedies, Local News - Evening, Game Shows, and Dramas.

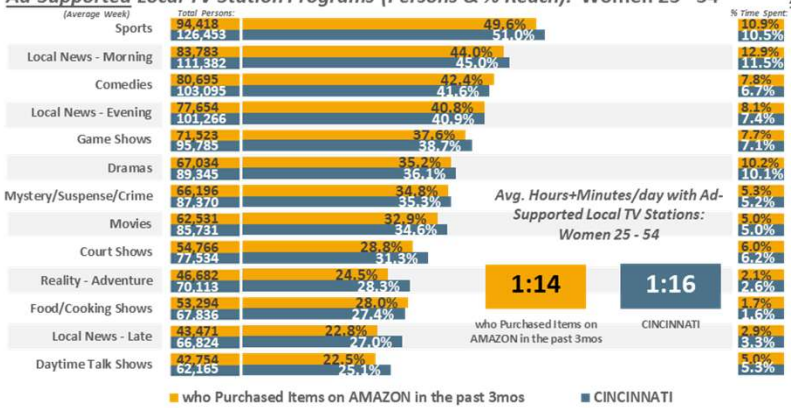
Local TV Station Programs (Persons & % Reach): Women 25 - 54



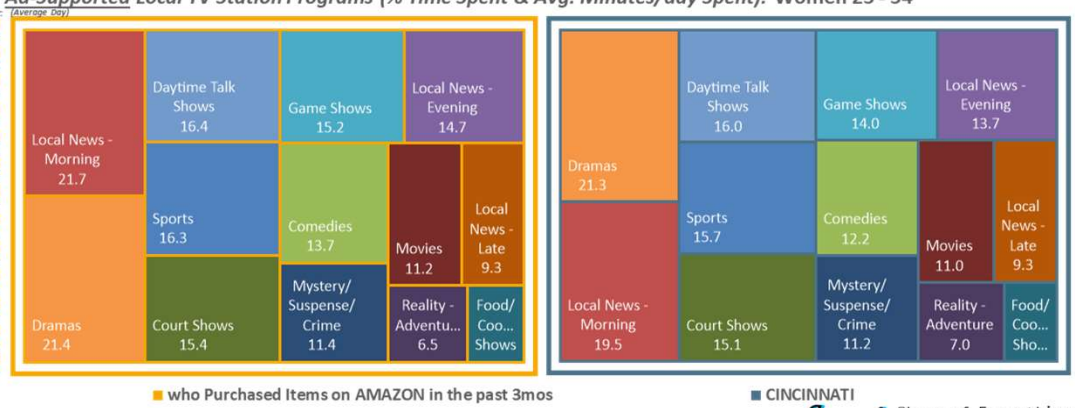
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,406

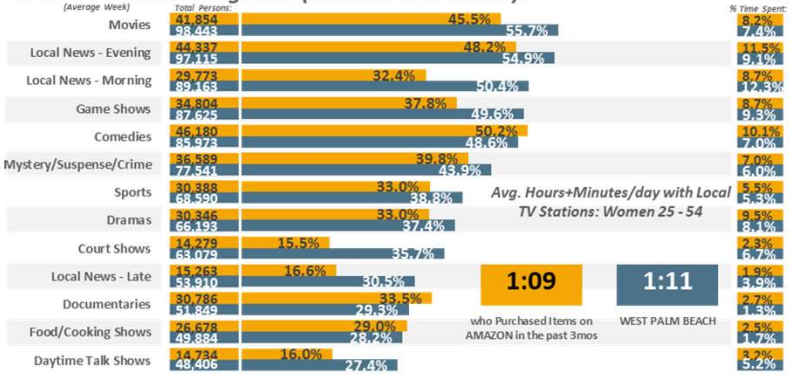
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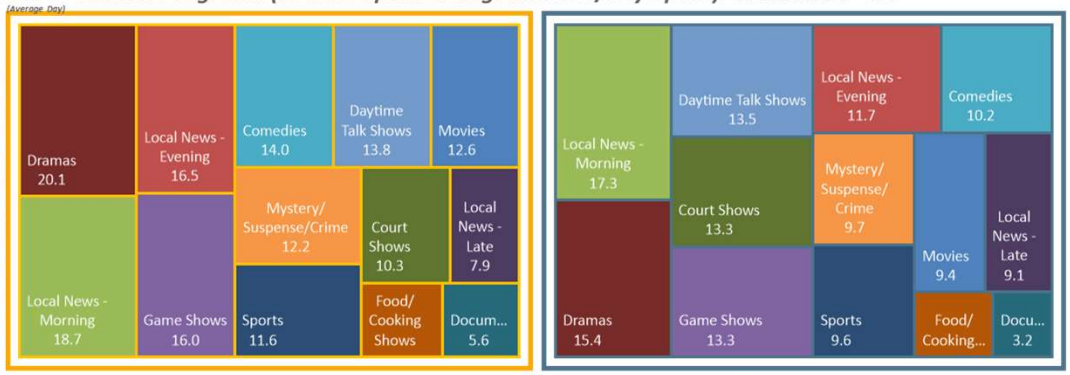
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

91,310 or 46.8% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Movies, Mystery/Suspense/Crime, Game Shows, and Sports.

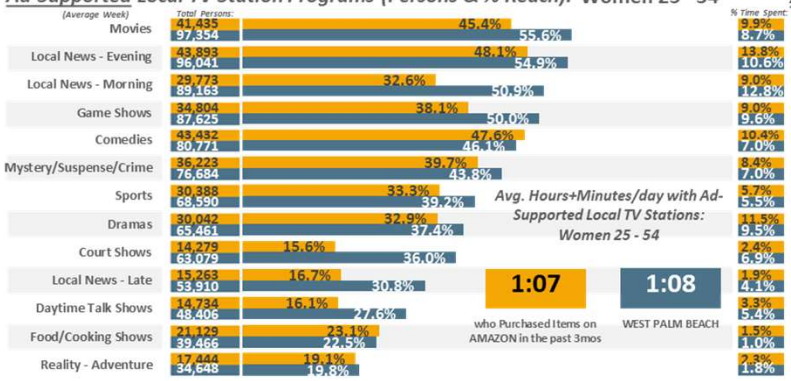
Local TV Station Programs (Persons & % Reach): Women 25 - 54



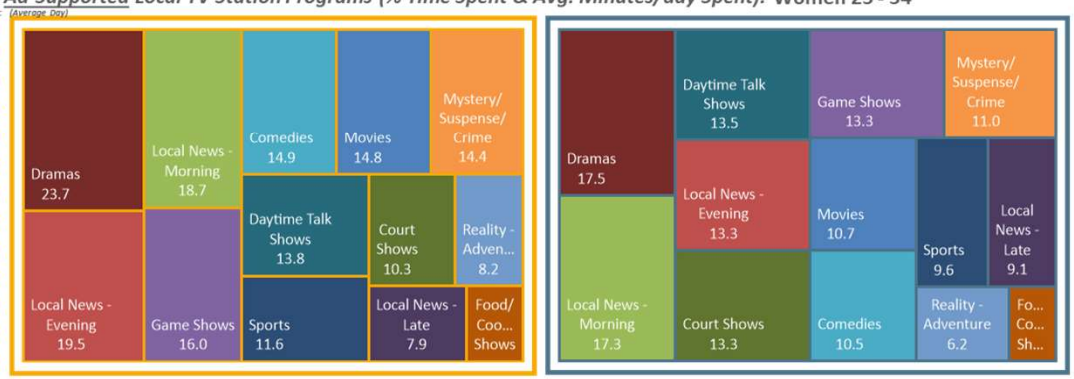
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,113

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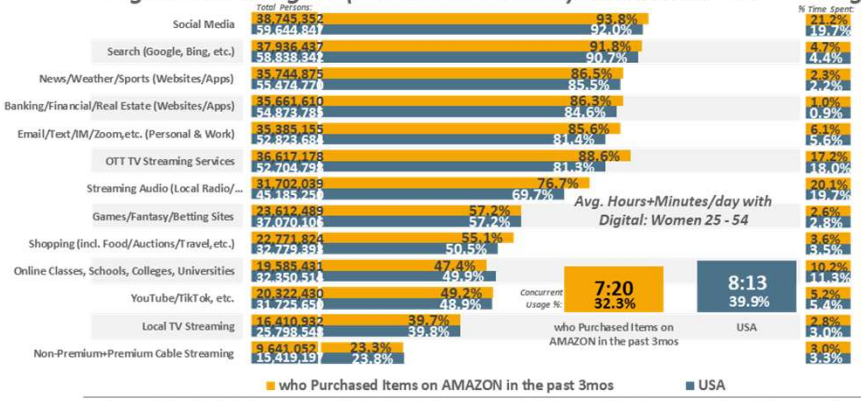
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

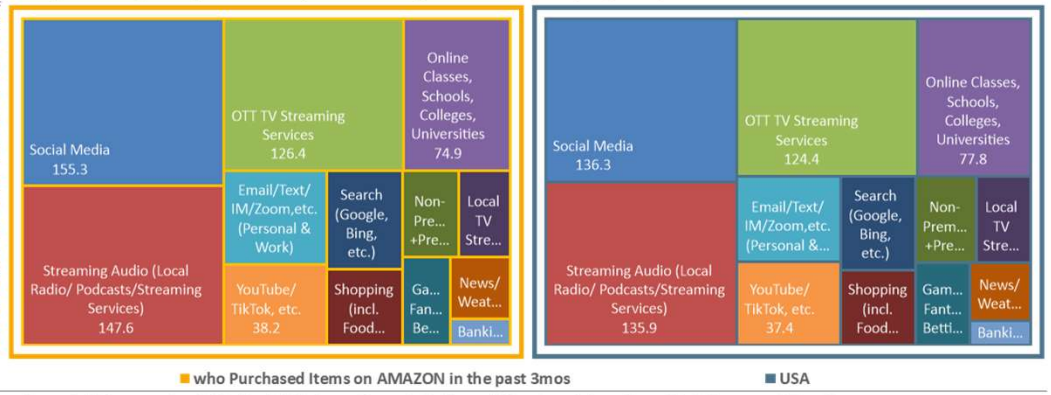


34,672,936 or 83.9% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos use Ad-Supported Social Media for an average of 142.9 minutes every day representing 27.7% of all time spent daily with Ad-Supported Digital Media.

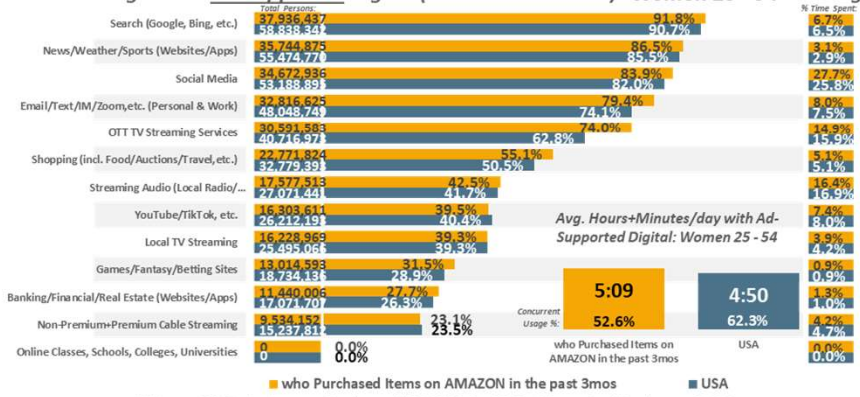
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



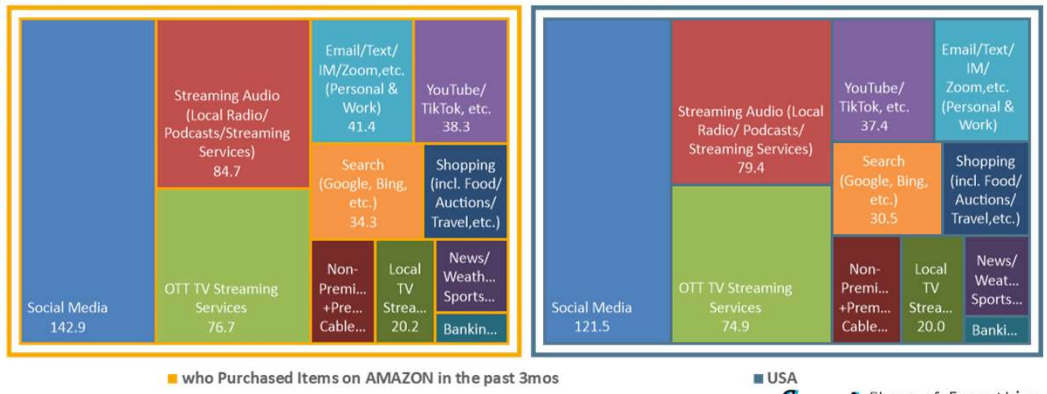
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599

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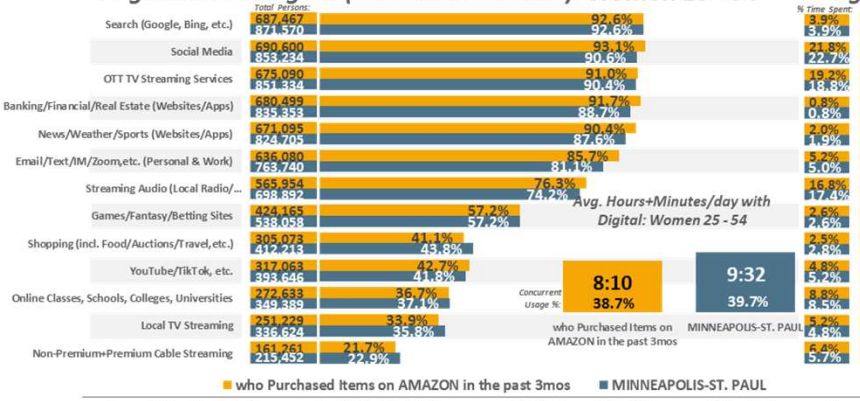
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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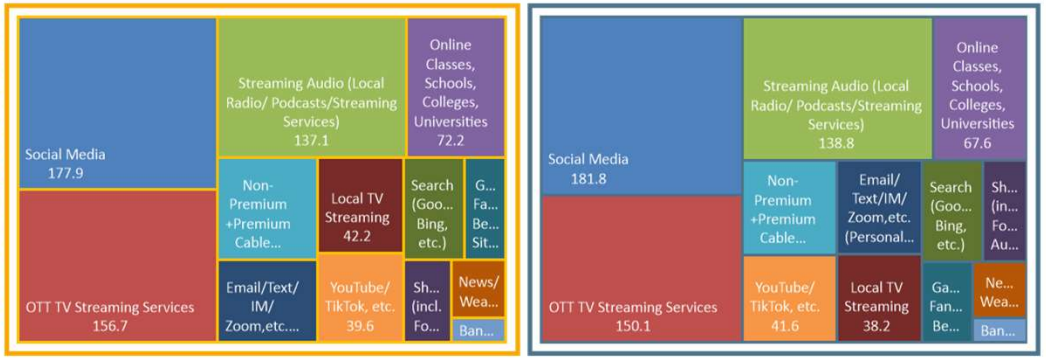
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

643,933 or 86.8% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos use Ad-Supported Social Media for an average of 163.7 minutes every day representing 28.6% of all time spent daily with Ad-Supported Digital Media.

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

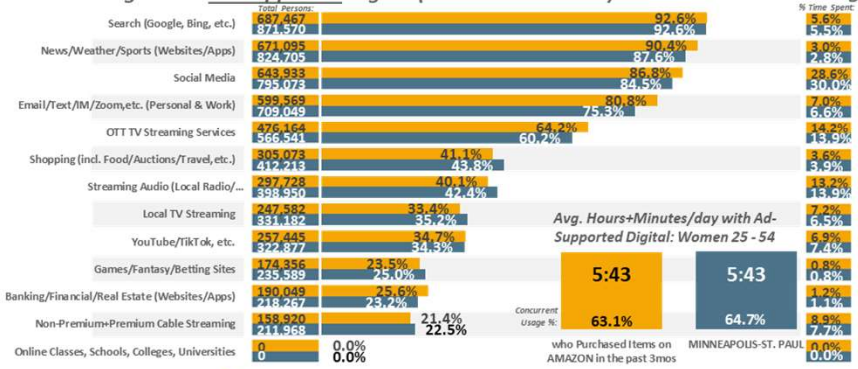


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54

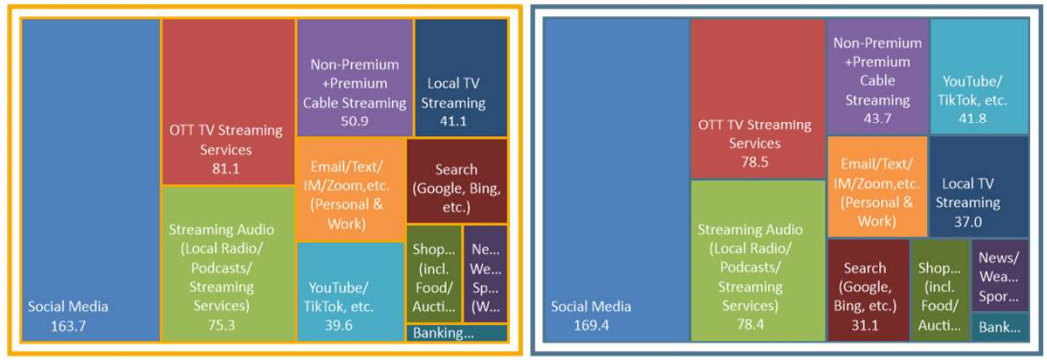


■ who Purchased Items on AMAZON in the past 3mos ■ MINNEAPOLIS-ST. PAUL

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



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



■ who Purchased Items on AMAZON in the past 3mos ■ MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,340

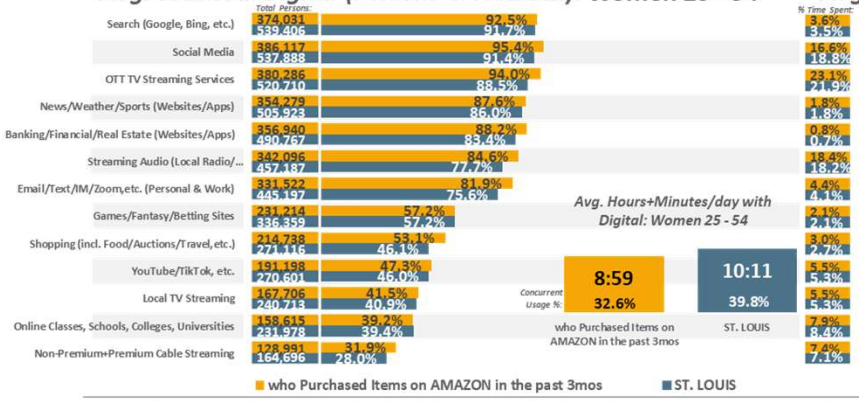
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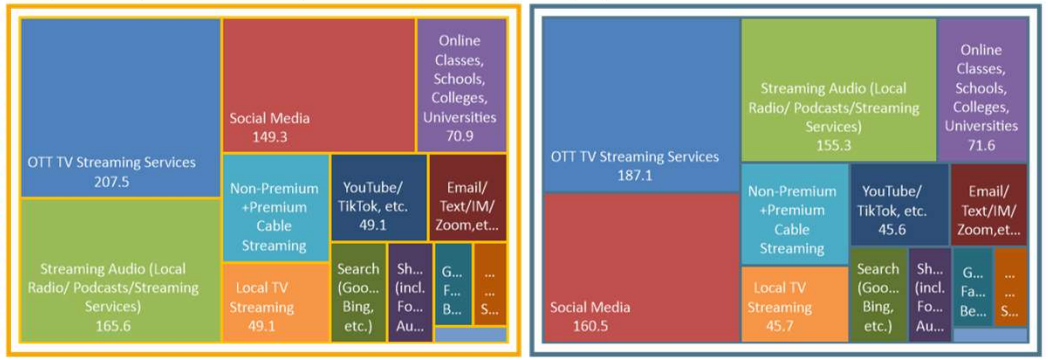
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

361,828 or 89.4% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos use Ad-Supported Social Media for an average of 137.3 minutes every day representing 21.7% of all time spent daily with Ad-Supported Digital Media.

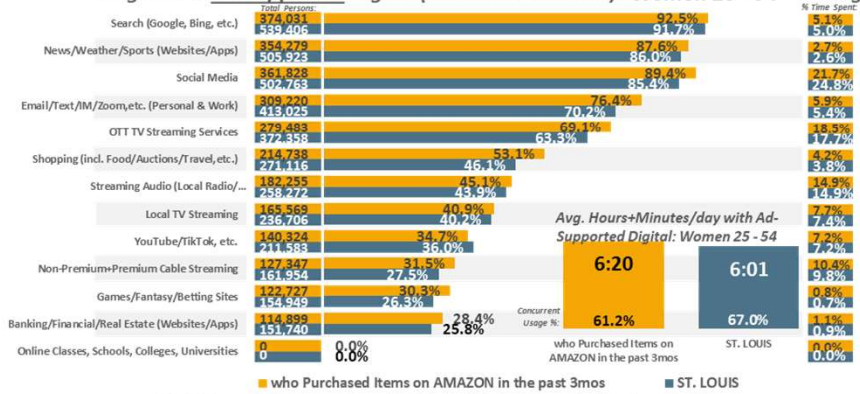
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



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



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,321

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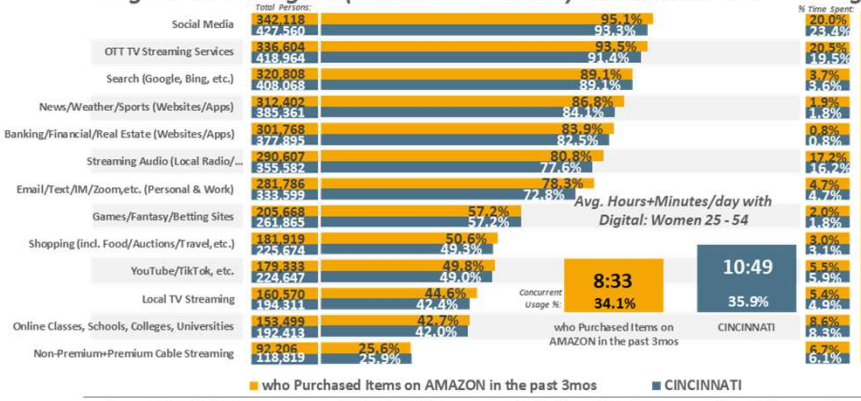
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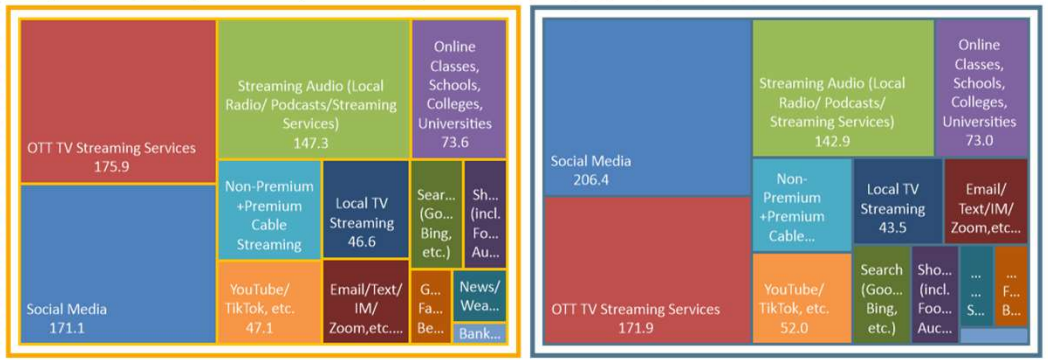
amazon CIN

309,234 or 85.9% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos use Ad-Supported Social Media for an average of 157.4 minutes every day representing 25.8% of all time spent daily with Ad-Supported Digital Media.

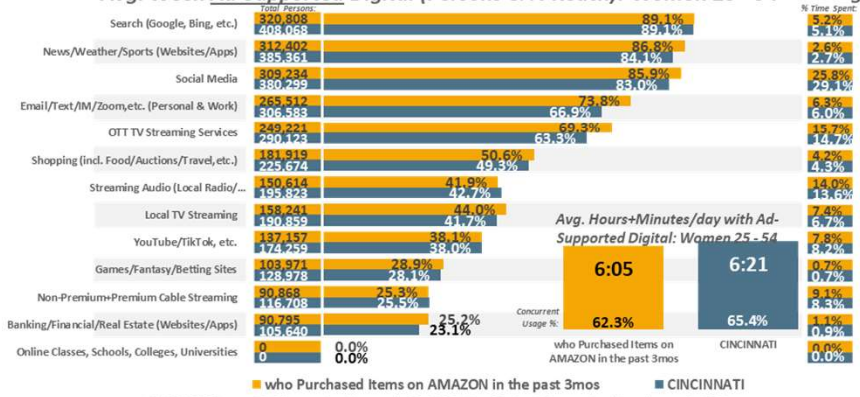
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



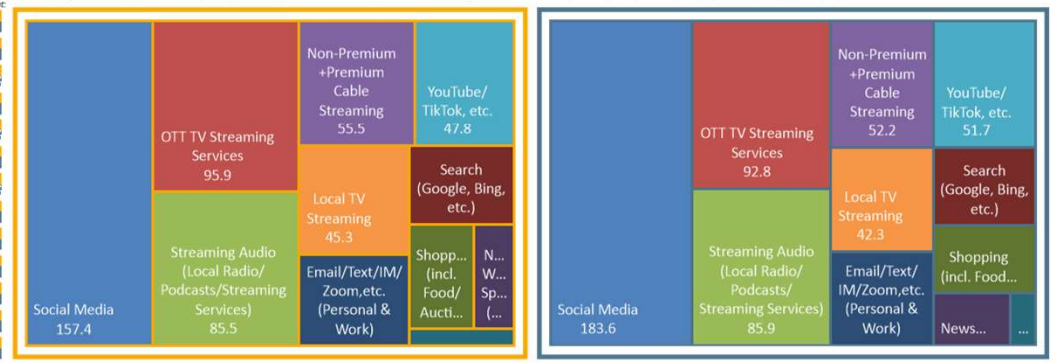
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,406

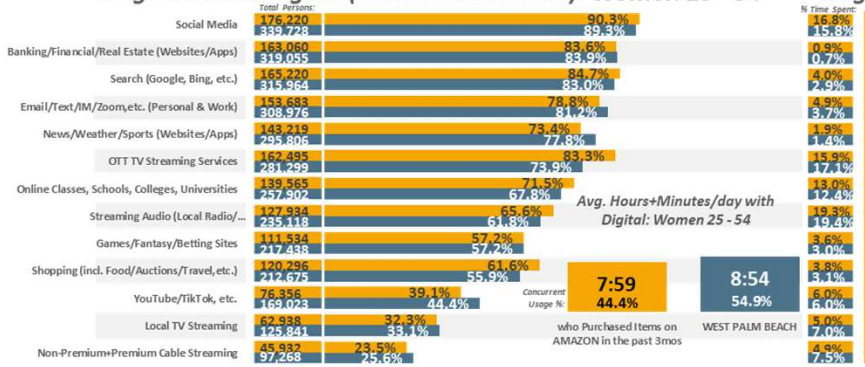
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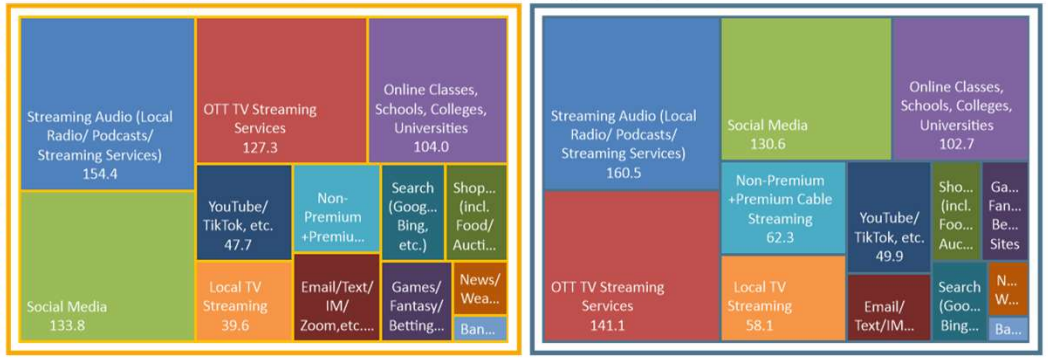
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

150,638 or 77.2% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos use Ad-Supported Social Media for an average of 123.1 minutes every day representing 23.% of all time spent daily with Ad-Supported Digital Media.

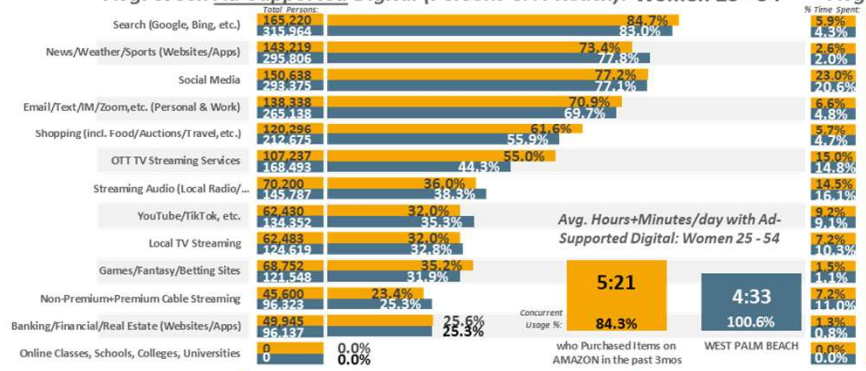
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



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



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,113

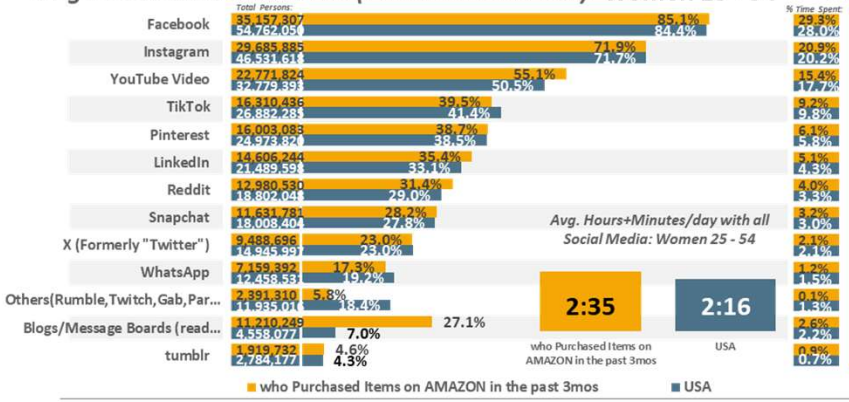
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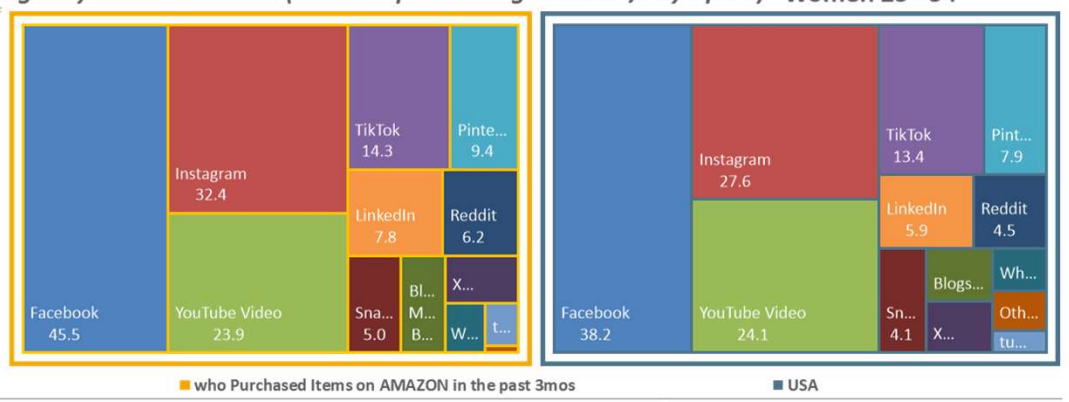
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

34,672,936 or 83.9% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos use Ad-Supported Facebook for an average of 43.6 minutes every day representing 31.4% of all time spent daily with Ad-Supported Social Media.

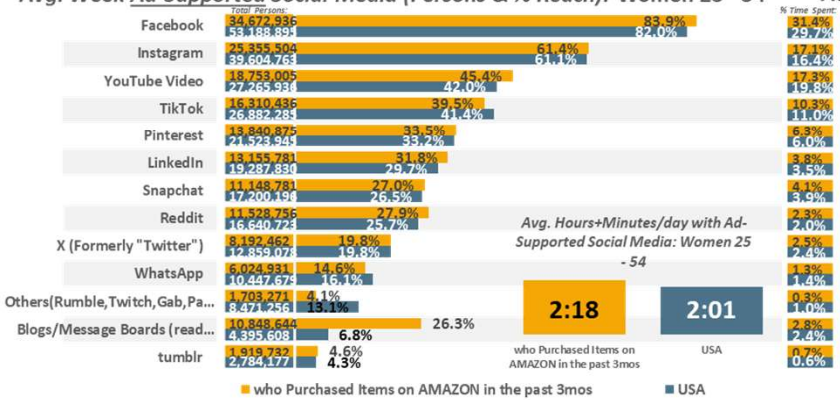
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



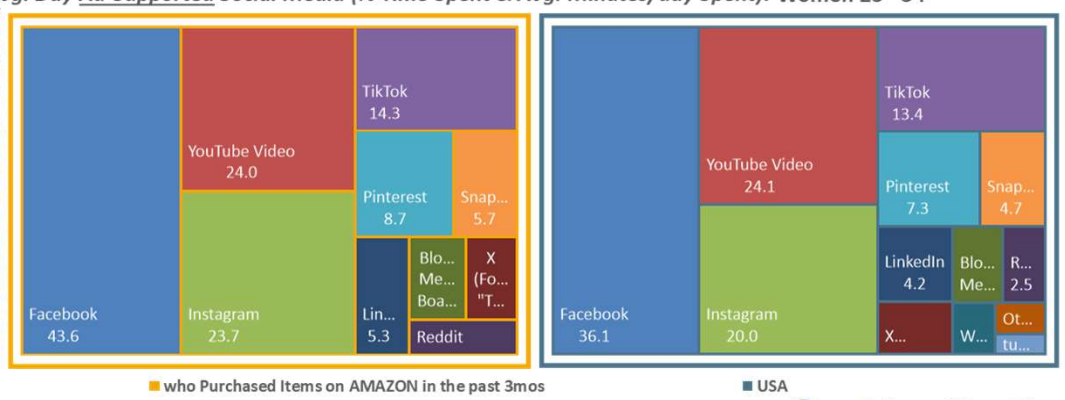
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599

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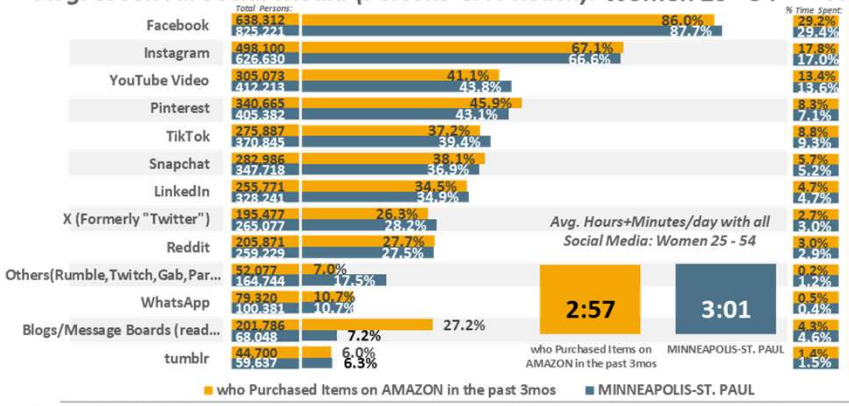
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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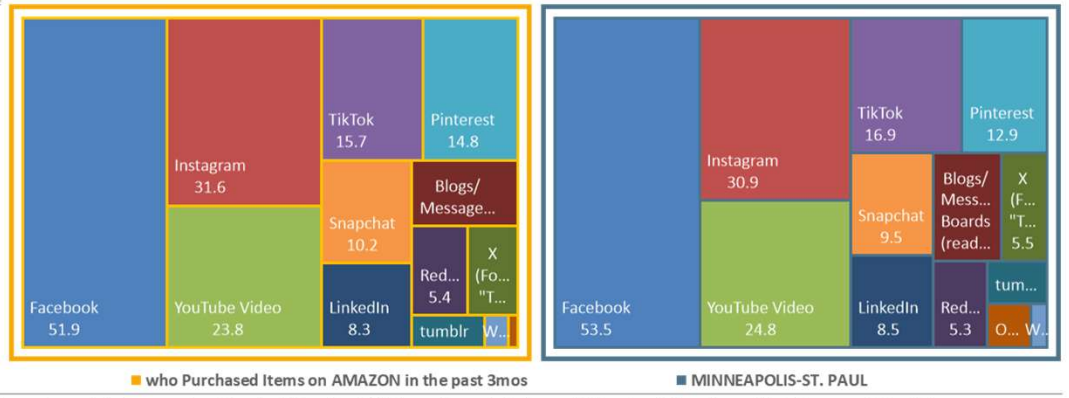
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

638,312 or 86.% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos use Ad-Supported Facebook for an average of 52.2 minutes every day representing 31.5% of all time spent daily with Ad-Supported Social Media.

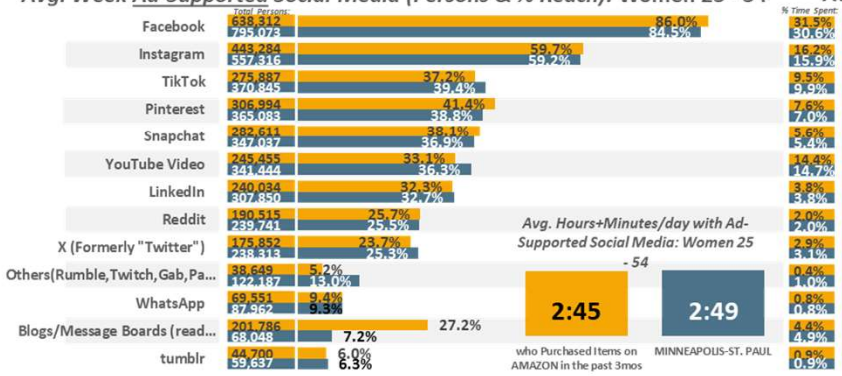
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



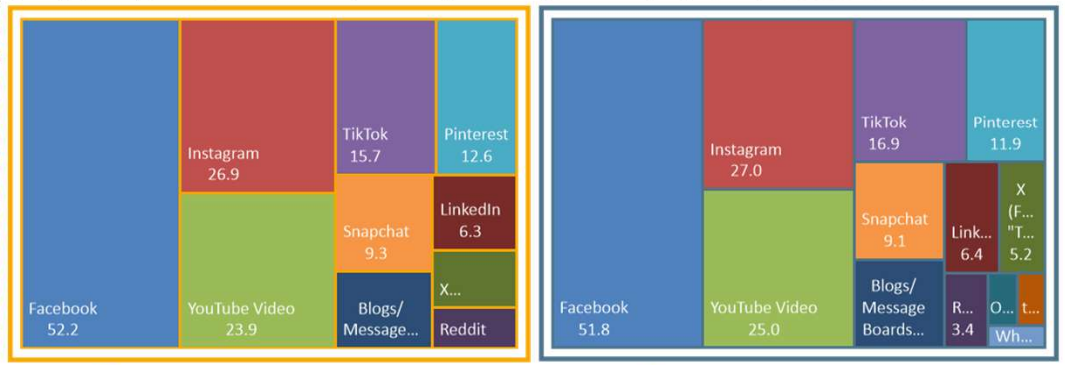
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,340

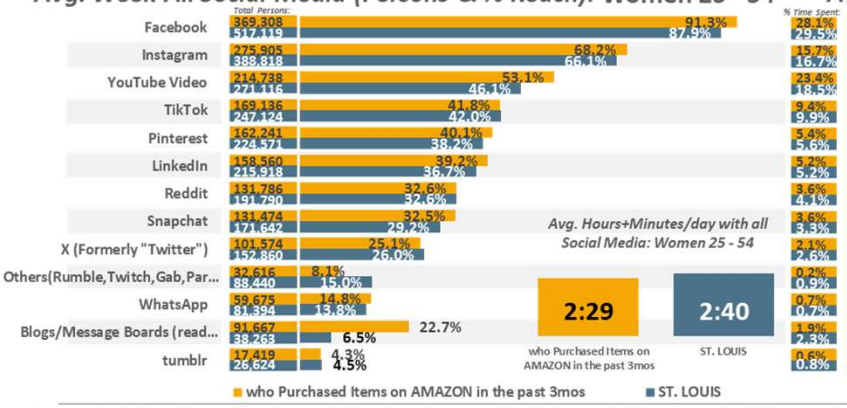
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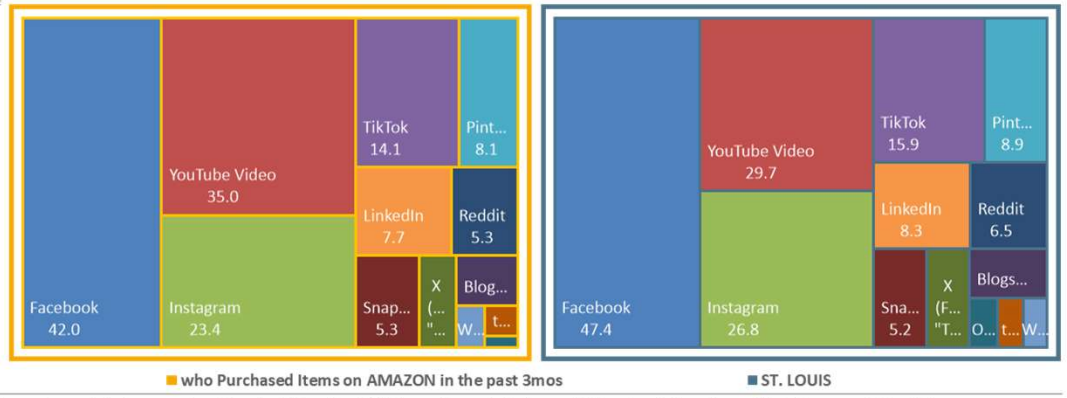
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

361,828 or 89.4% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos use Ad-Supported Facebook for an average of 41.3 minutes every day representing 29.5% of all time spent daily with Ad-Supported Social Media.

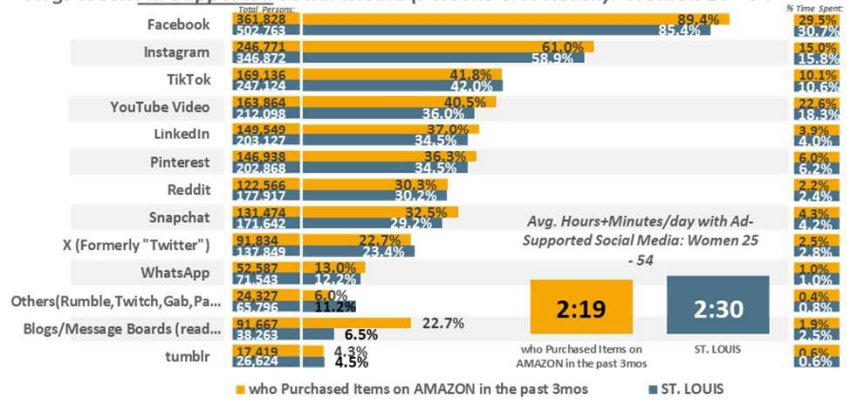
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



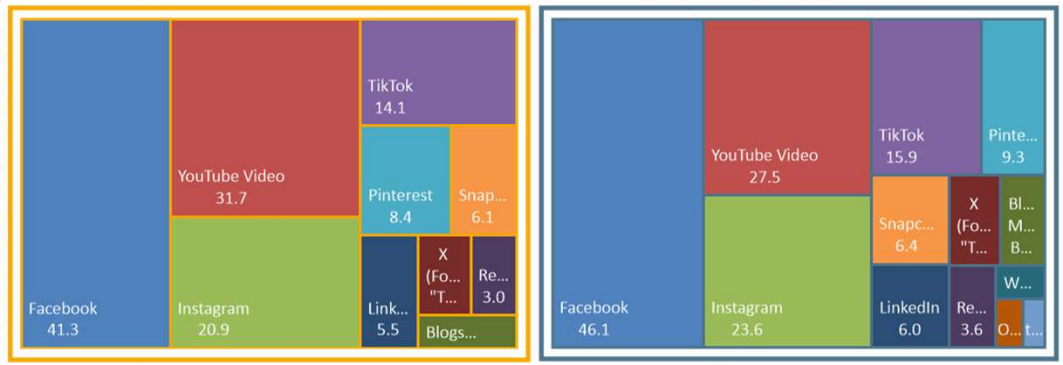
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,321

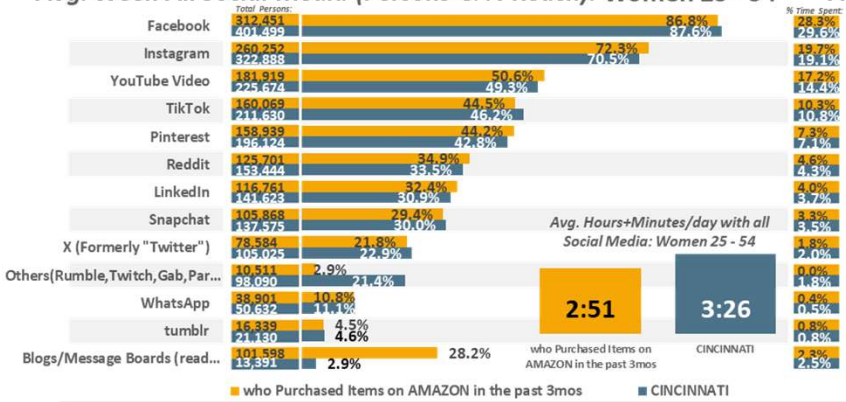
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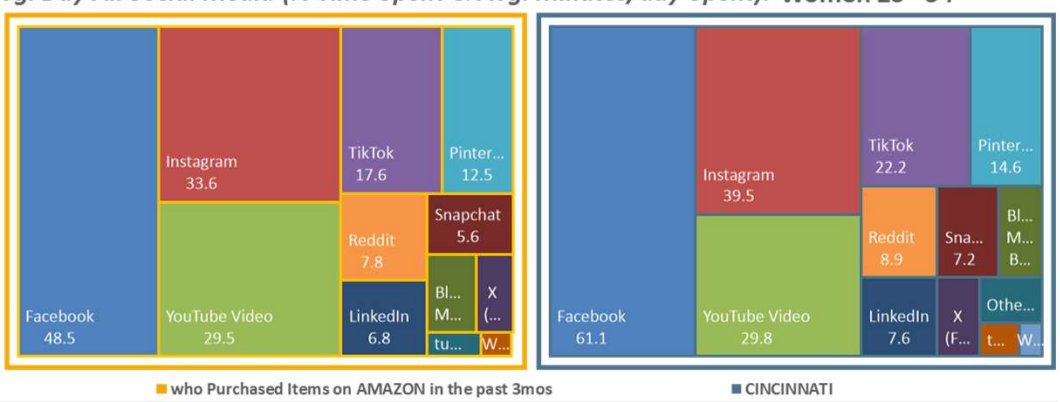
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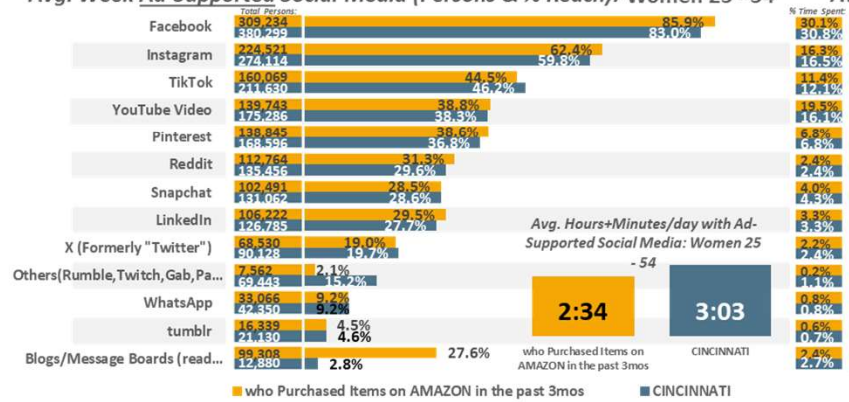
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



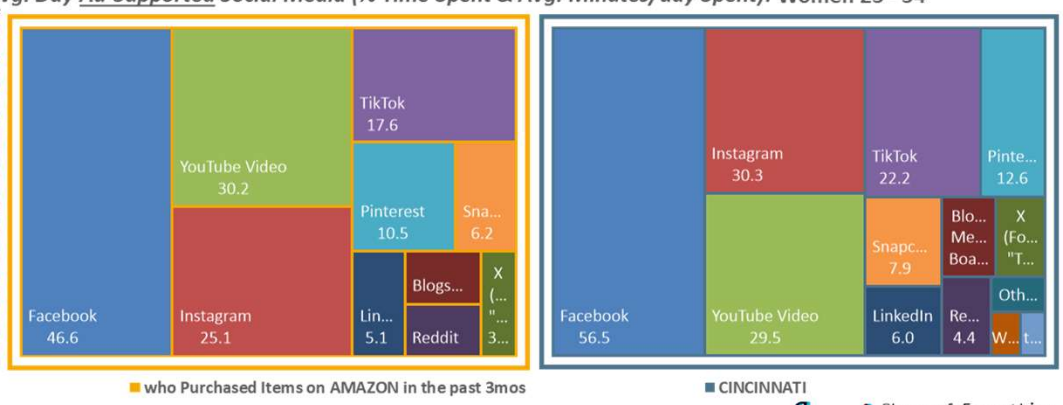
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,406

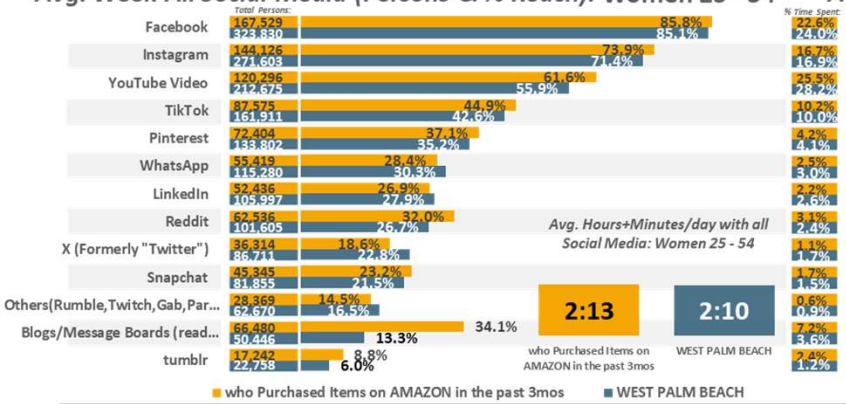
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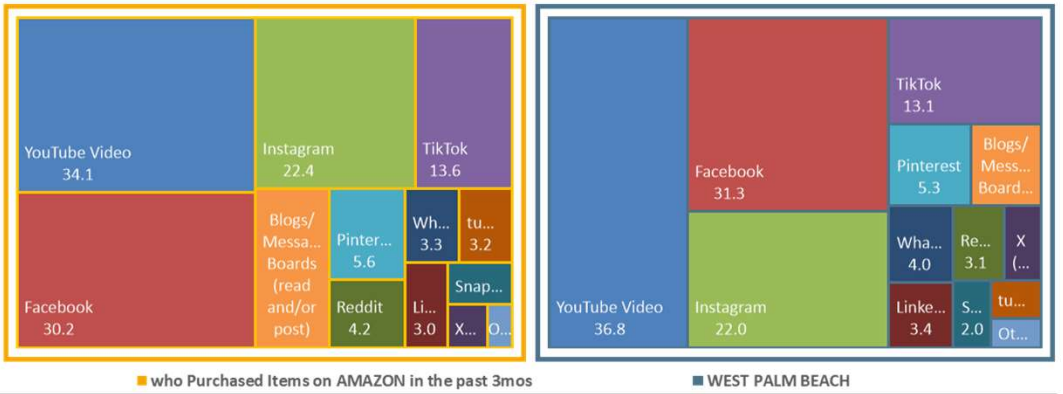
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

106,370 or 54.5% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos use Ad-Supported YouTube Video for an average of 35.4 minutes every day representing 31.% of all time spent daily with Ad-Supported Social Media.

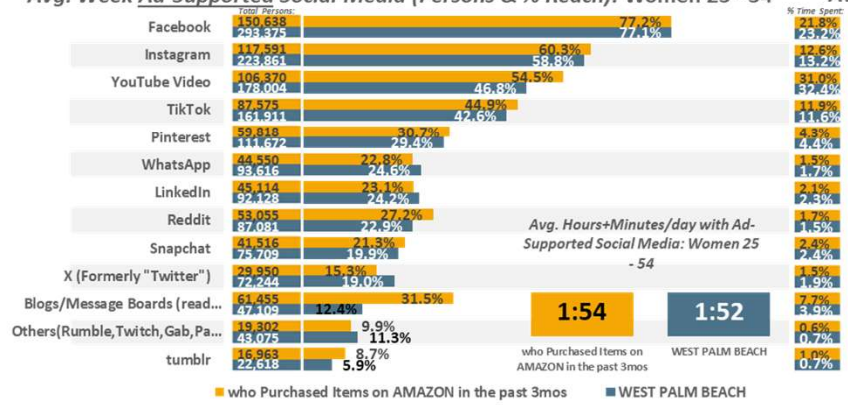
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



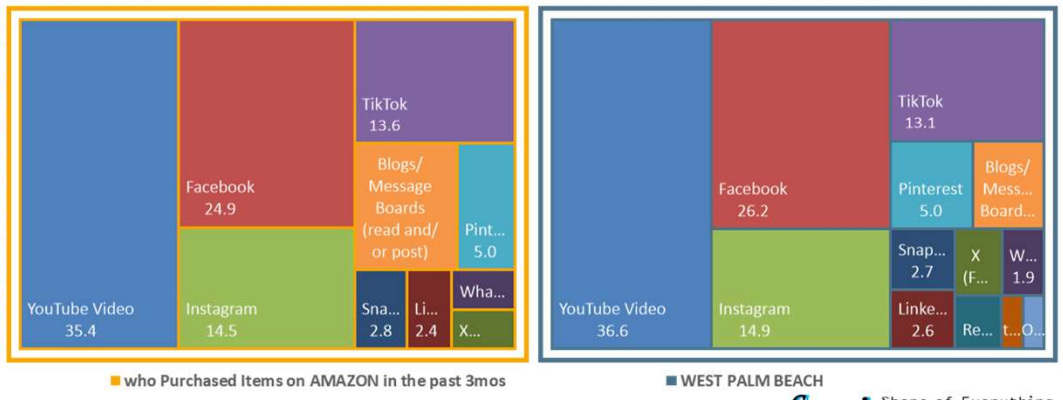
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,113

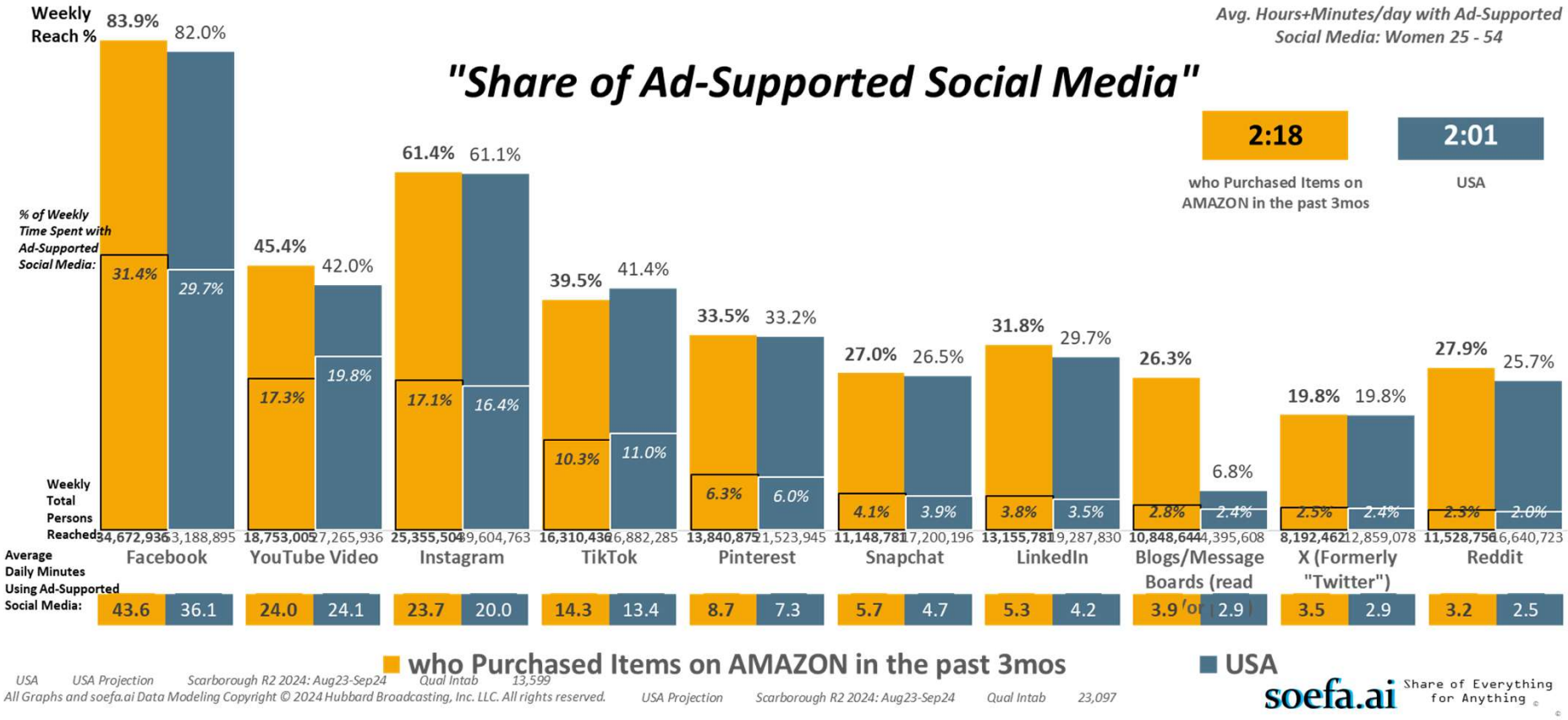
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

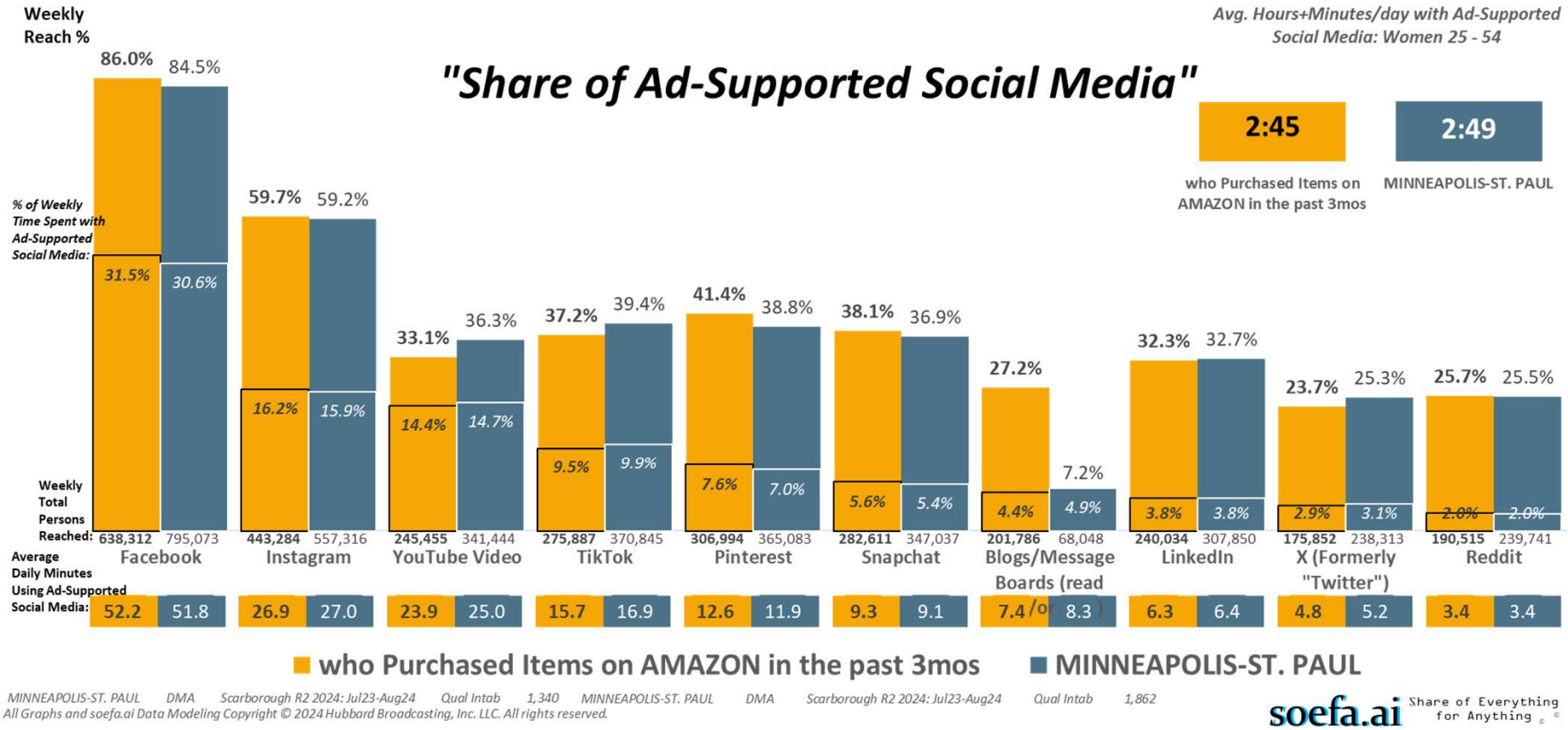


34,672,936 or 83.9% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos use Ad-Supported Facebook for an average of 43.6 minutes every day representing 31.4% of all time spent daily with Ad-Supported Social Media.



[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

638,312 or 86.% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos use Ad-Supported Facebook for an average of 52.2 minutes every day representing 31.5% of all time spent daily with Ad-Supported Social Media.



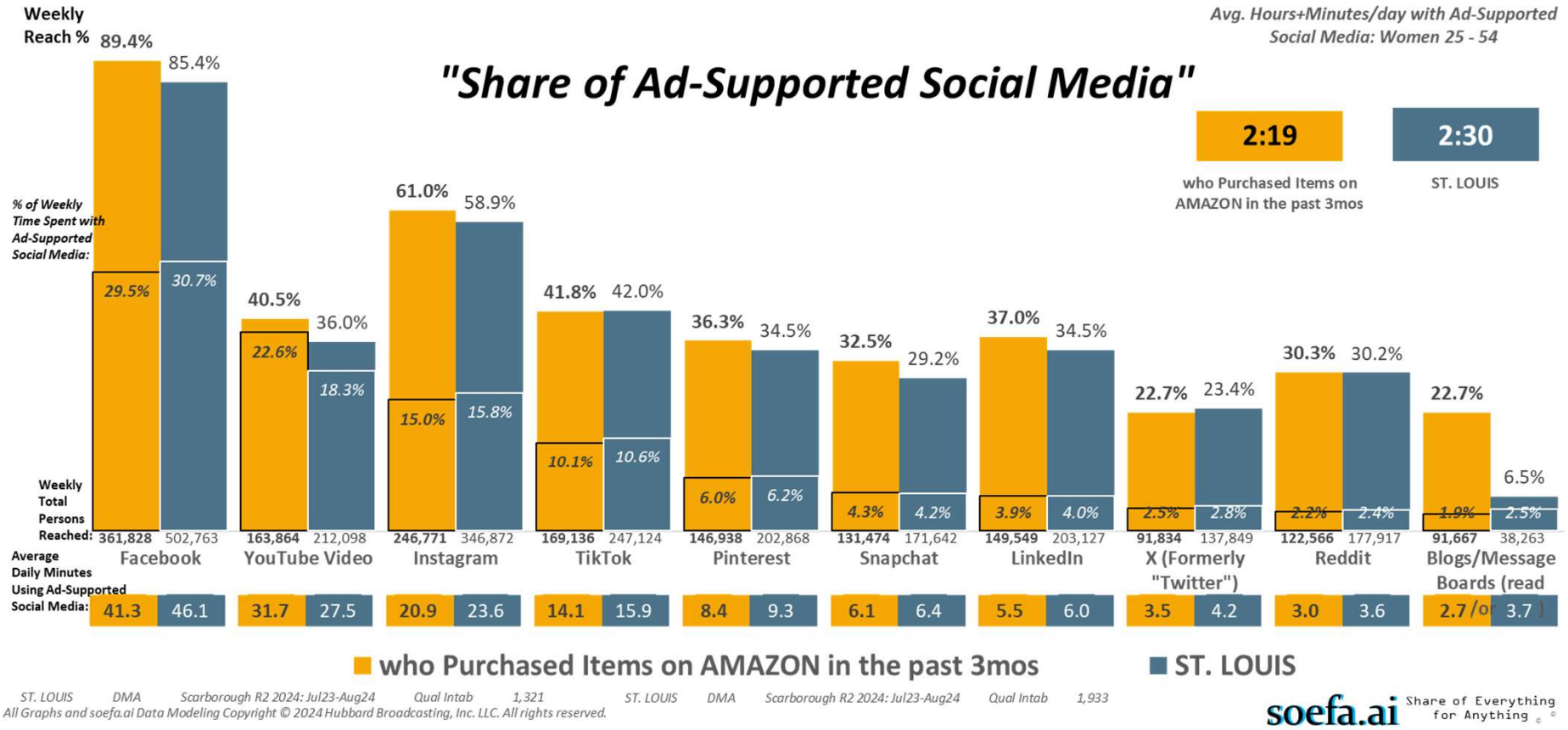
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,340 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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361,828 or 89.4% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos use Ad-Supported Facebook for an average of 41.3 minutes every day representing 29.5% of all time spent daily with Ad-Supported Social Media.



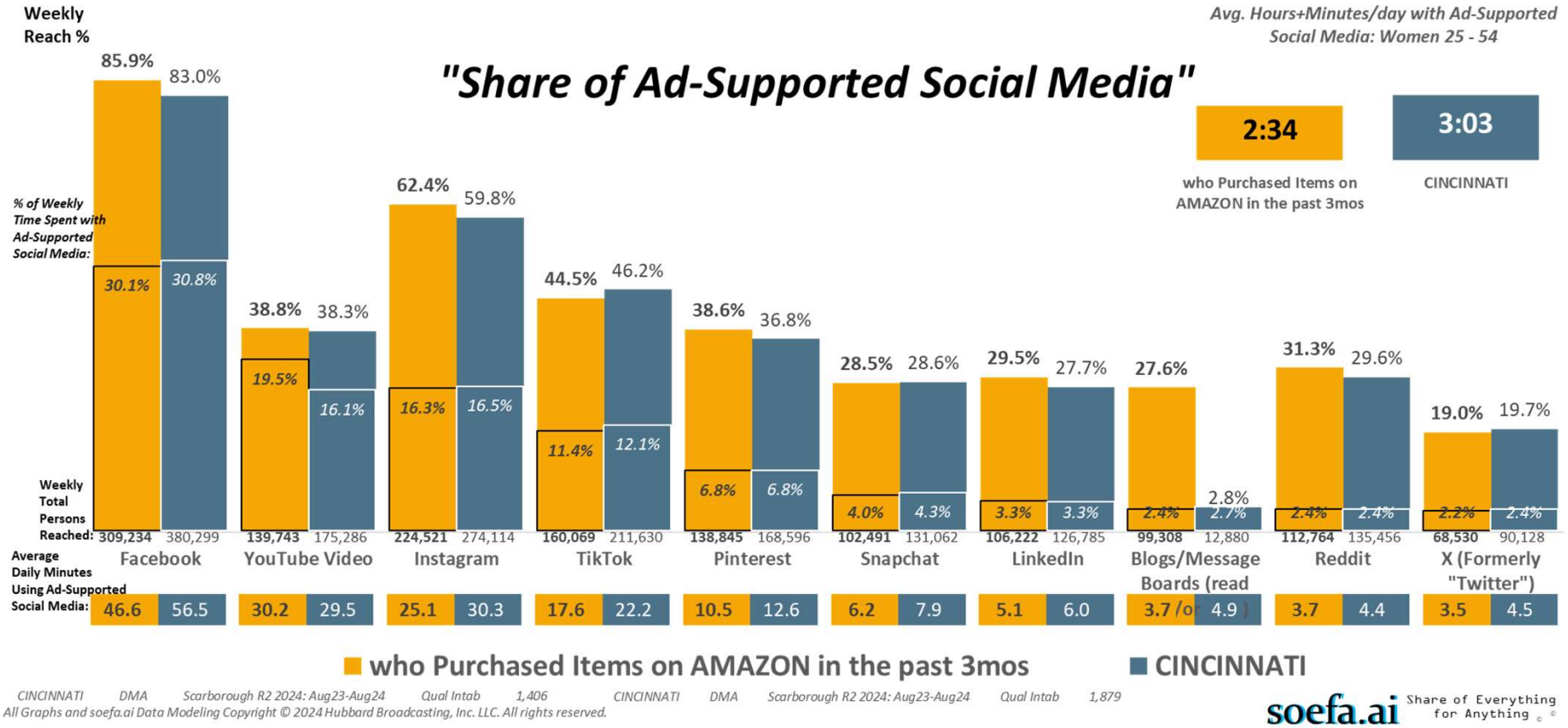
ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,321 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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309,234 or 85.9% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos use Ad-Supported Facebook for an average of 46.6 minutes every day representing 30.1% of all time spent daily with Ad-Supported Social Media.



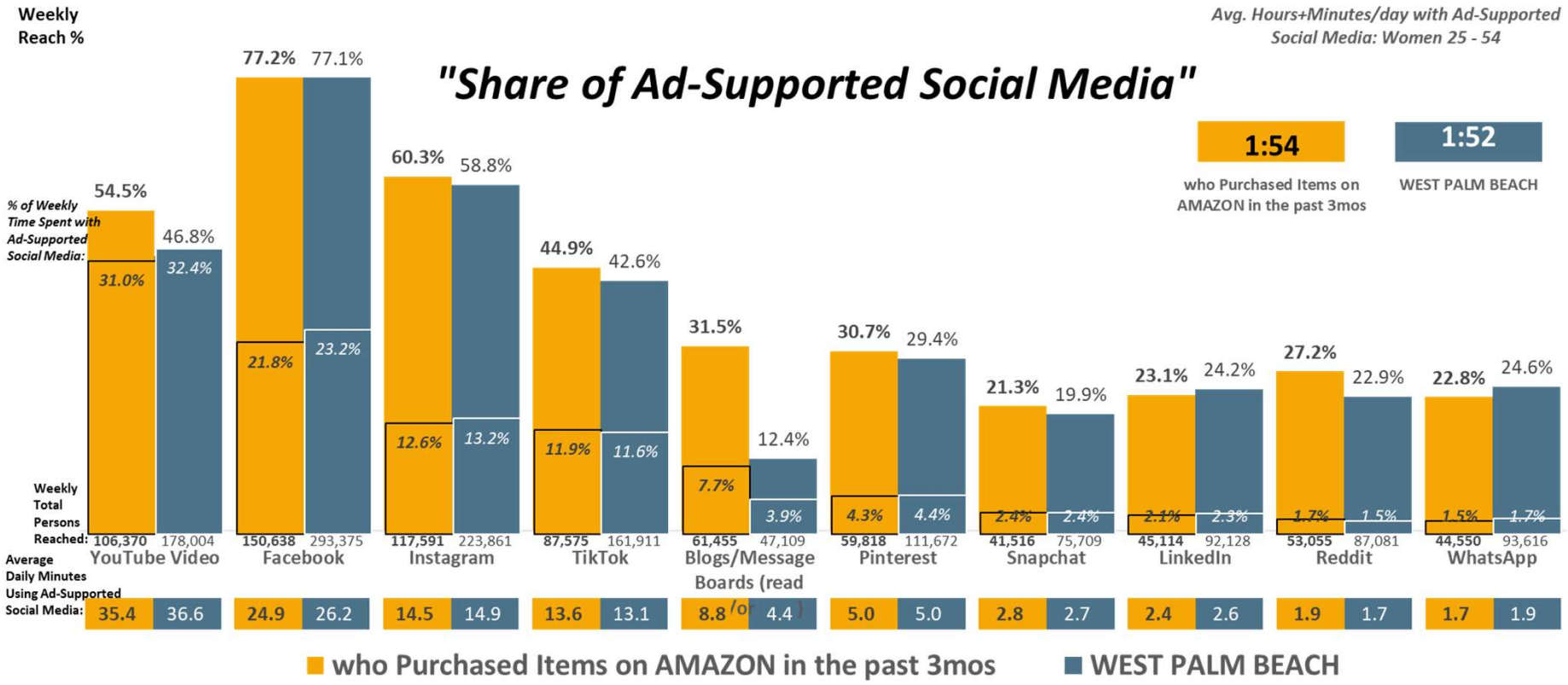
CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,406 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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106,370 or 54.5% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos use Ad-Supported YouTube Video for an average of 35.4 minutes every day representing 31.% of all time spent daily with Ad-Supported Social Media.



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,113 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

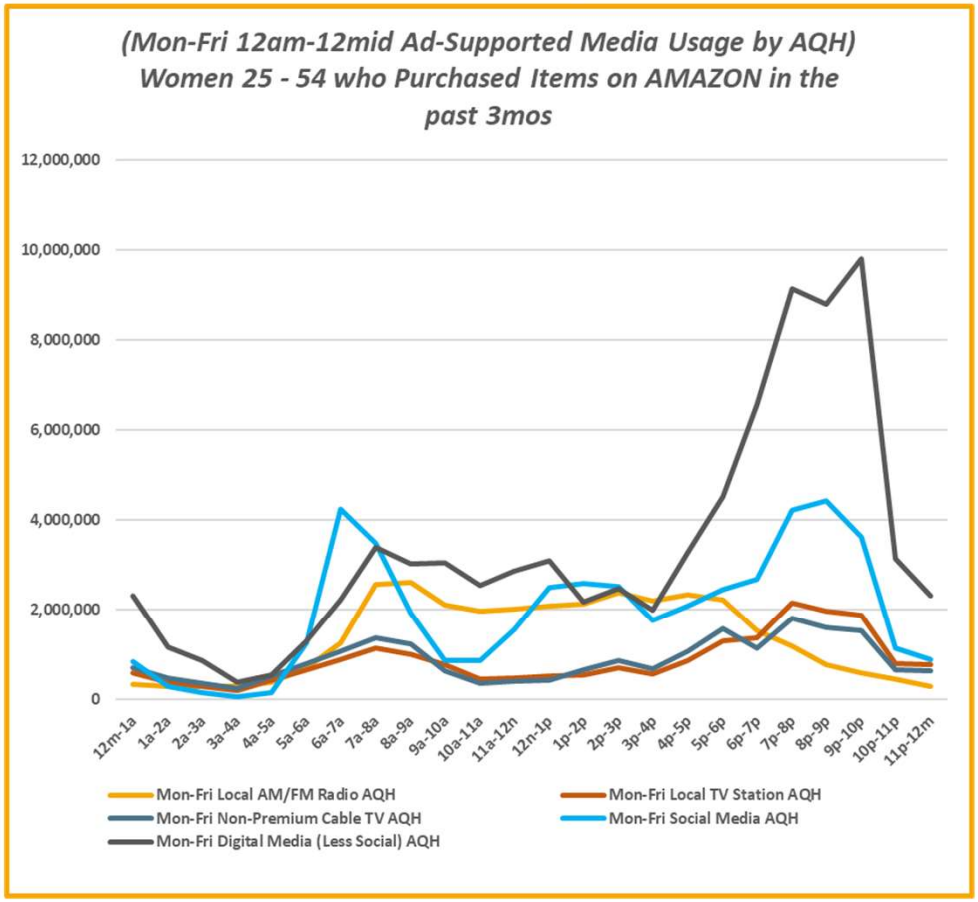
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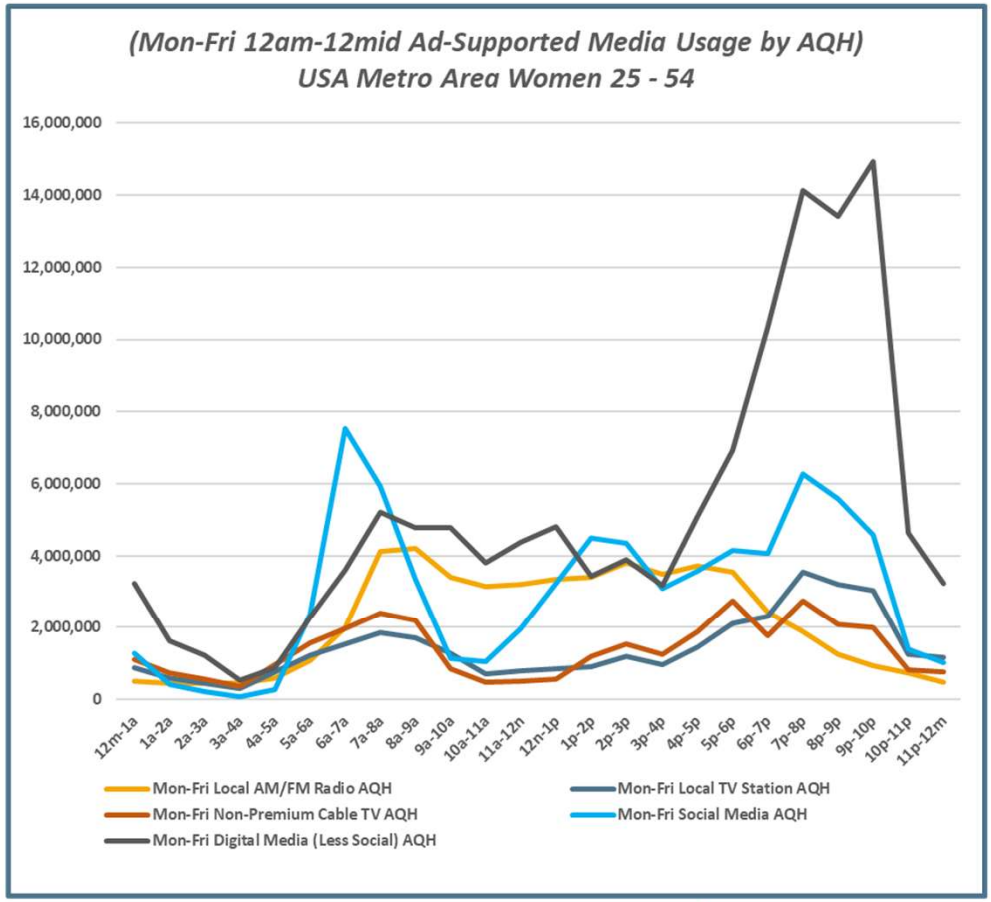
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,165,799; Social Media: 2,268,402; Local Radio: 2,105,299; Non-Prem. Cable: 880,184; Local TV: 813,207 reaching Women 25 - 54 who Purchased Items on AMAZON in the past 3





USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599

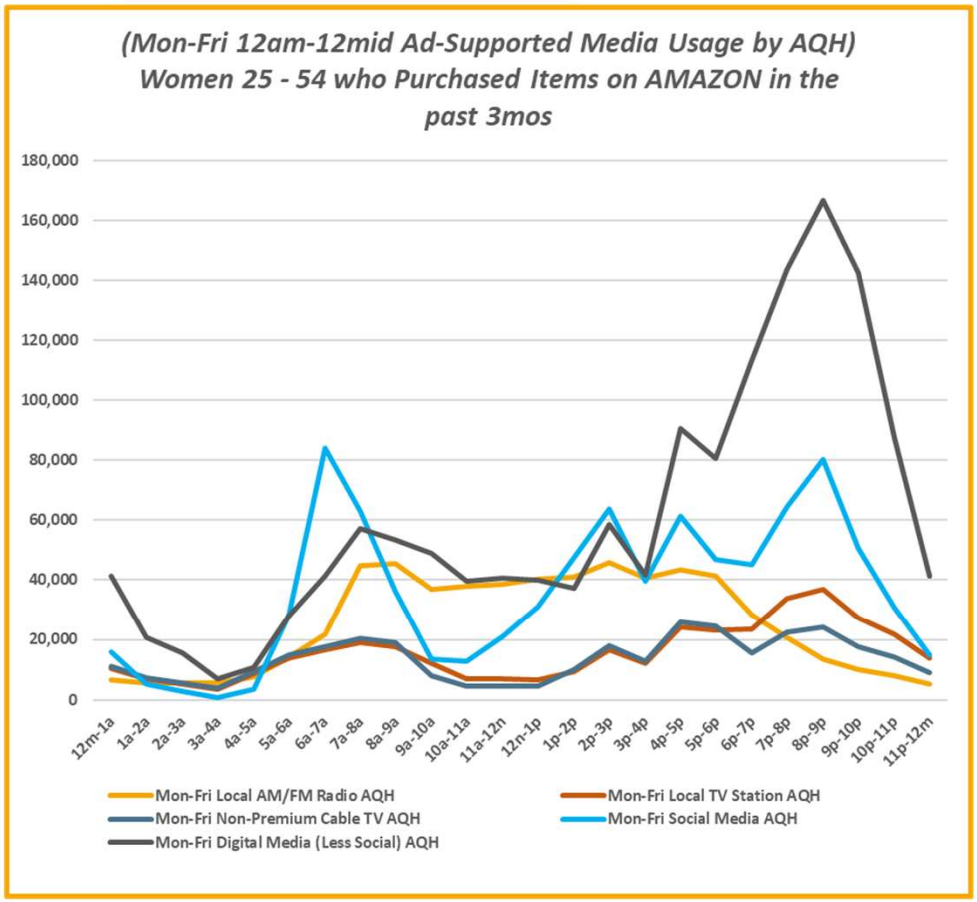
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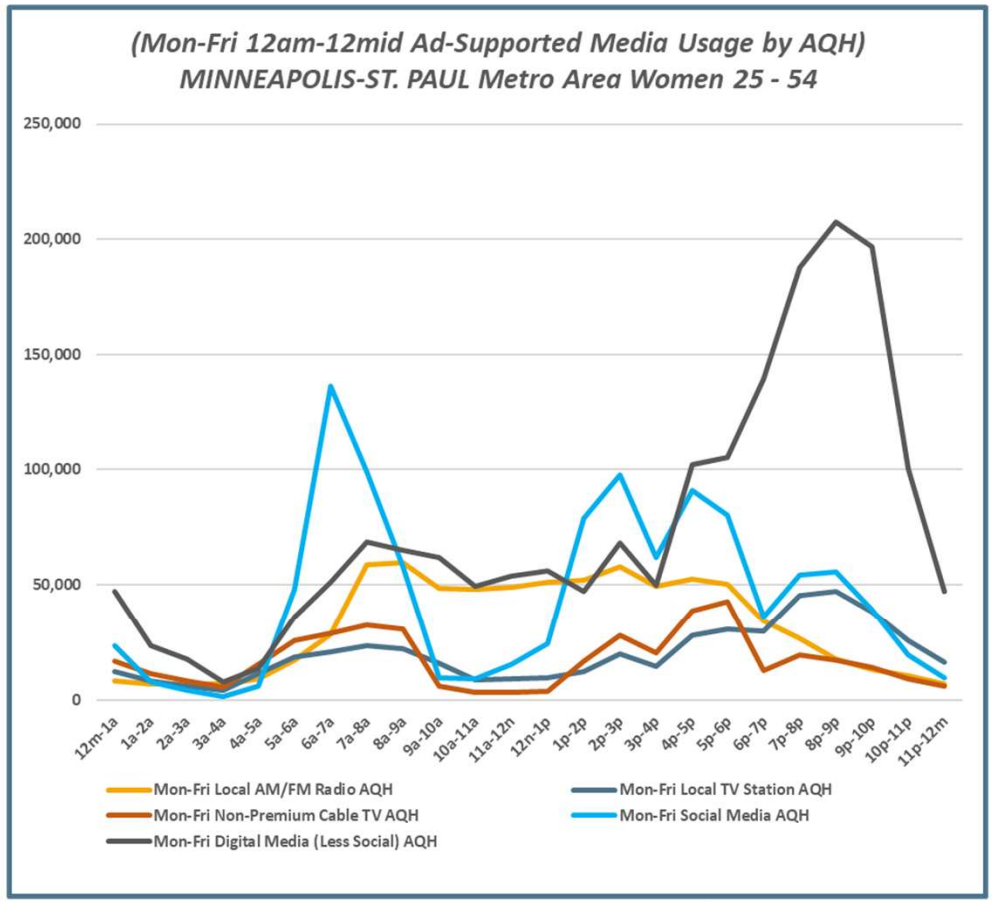
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 57,231; Social Media: 43,522; Local Radio: 38,984; Local TV: 14,954; Non-Prem. Cable: 14,174 reaching Women 25 - 54 who Purchased Items on AMAZON in the past 3mos.





MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,340

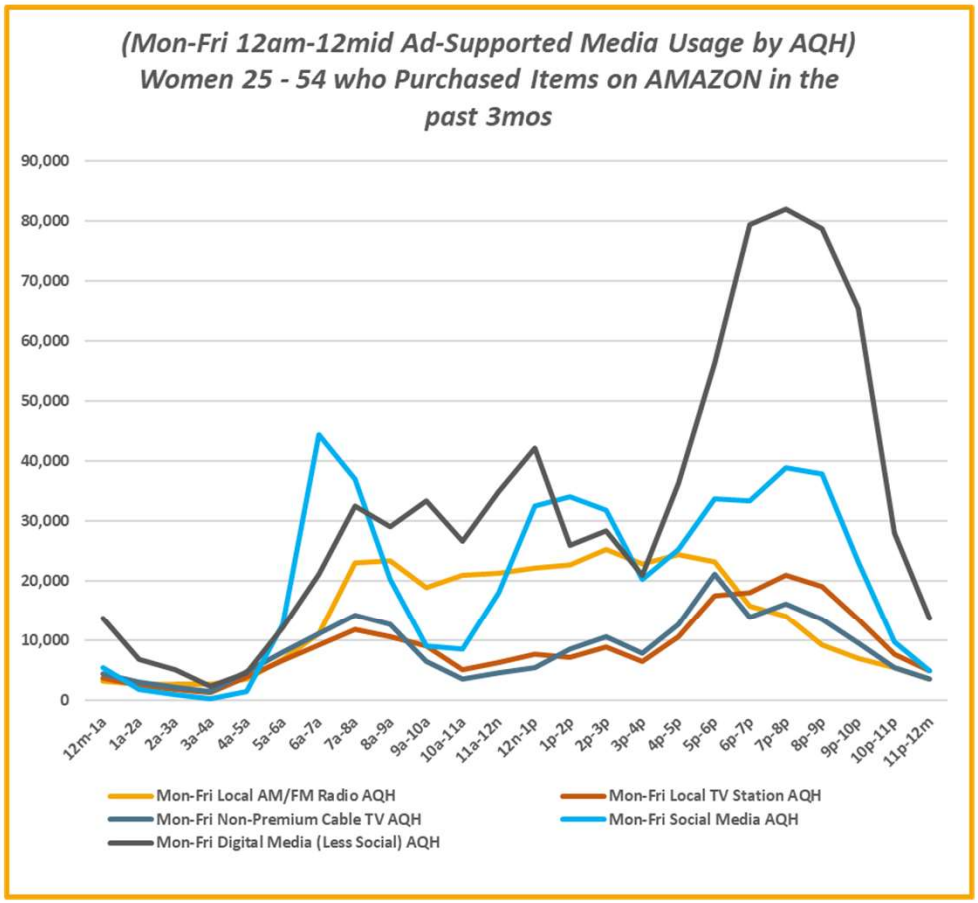
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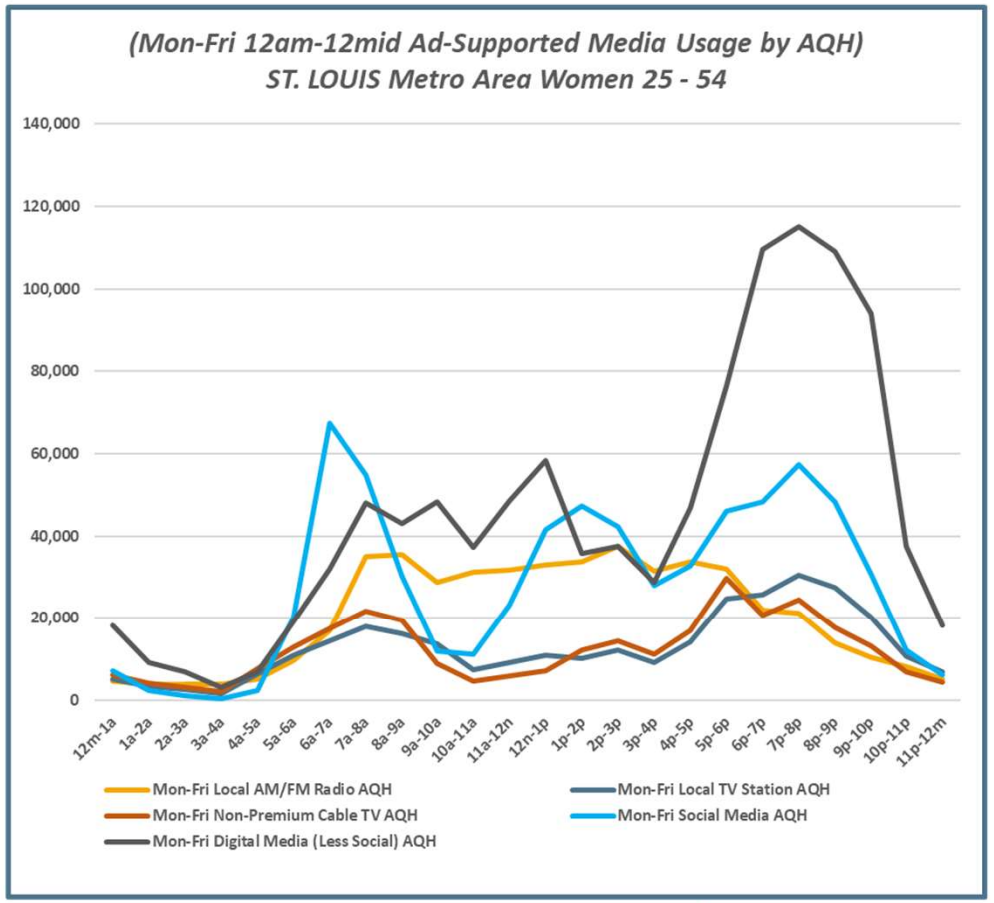
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 35,905; Social Media: 26,760; Local Radio: 21,141; Non-Prem. Cable: 10,167; Local TV: 9,867 reaching Women 25 - 54 who Purchased Items on AMAZON in the past 3mos.





ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,321

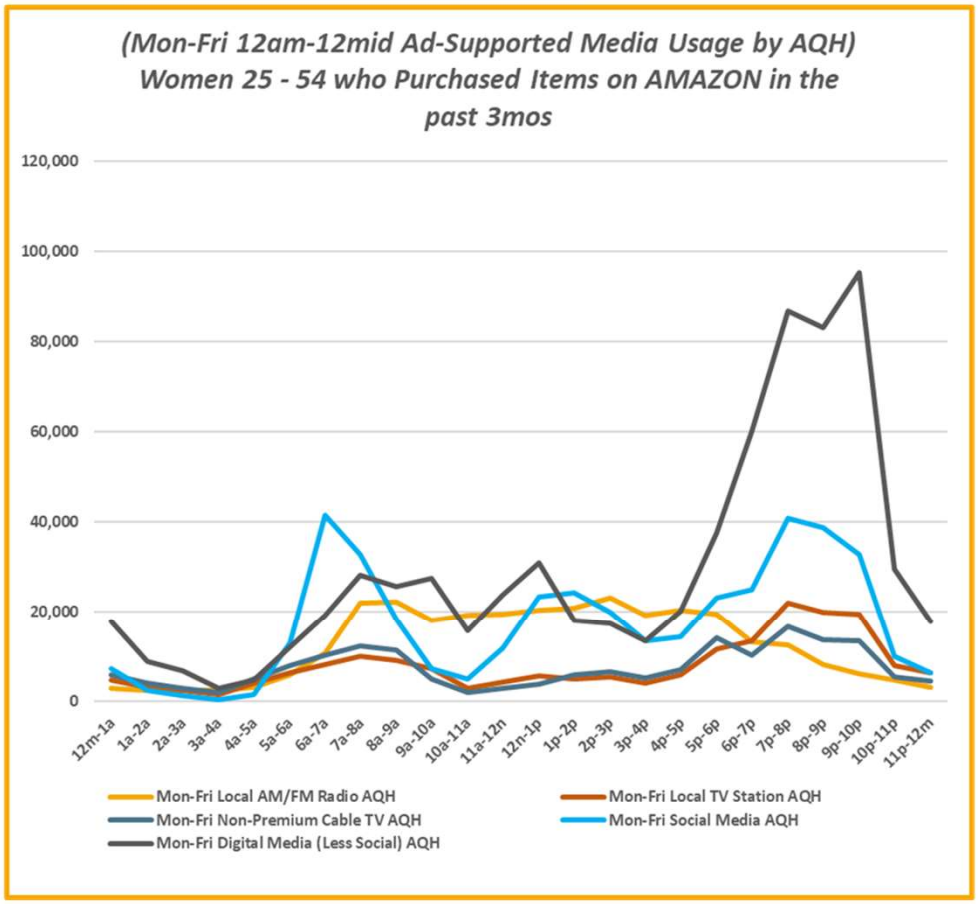
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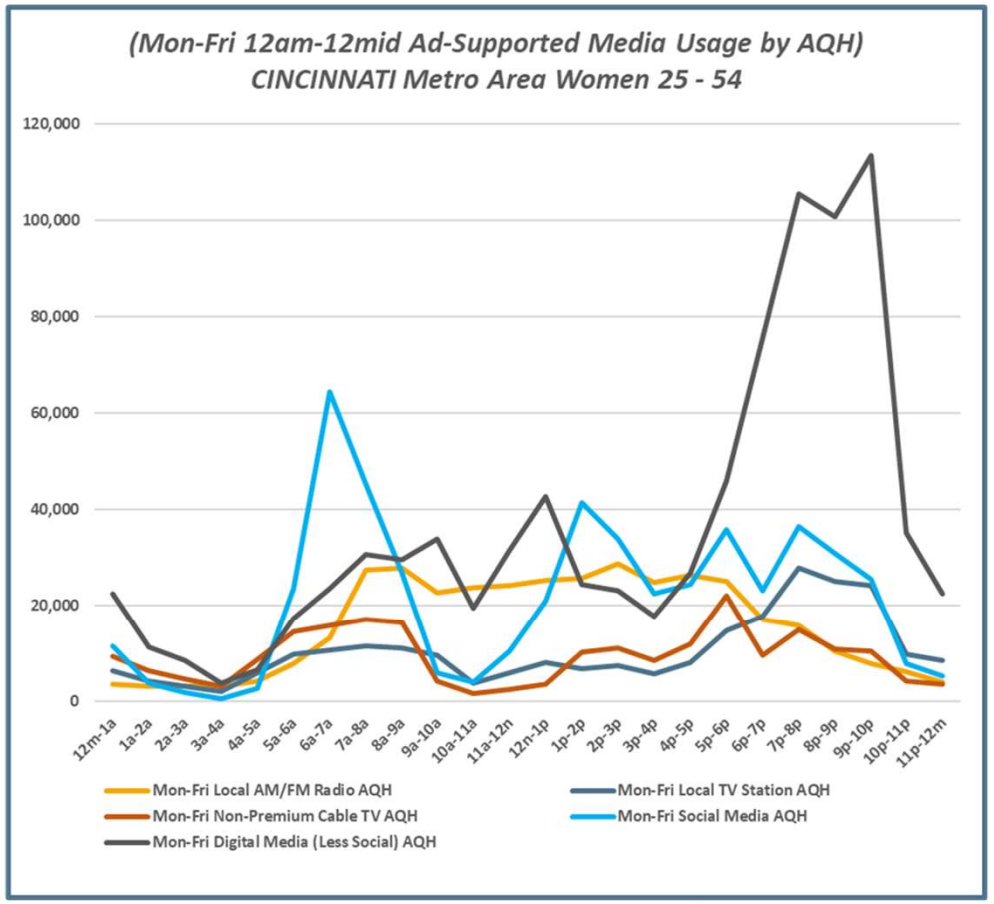
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amazon CIN

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 25,945; Social Media: 20,010; Local Radio: 19,059; Non-Prem. Cable: 7,430; Local TV: 7,107 reaching Women 25 - 54 who Purchased Items on AMAZON in the past 3mos.





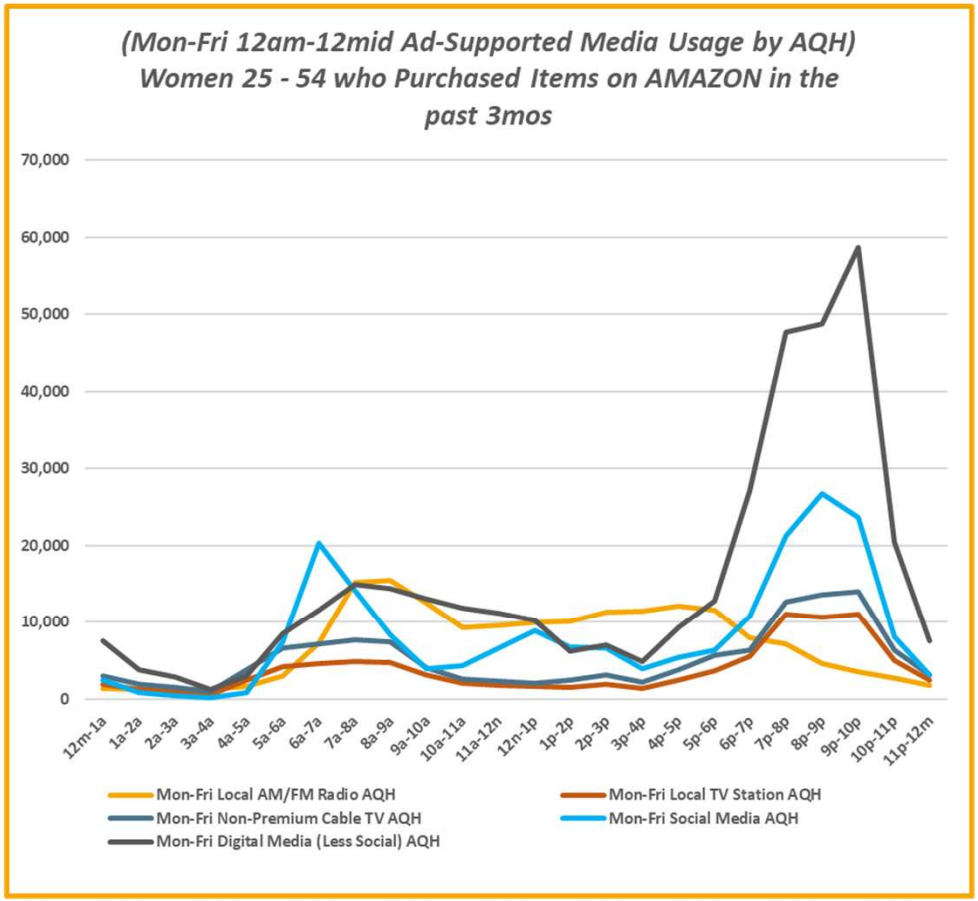
CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,406

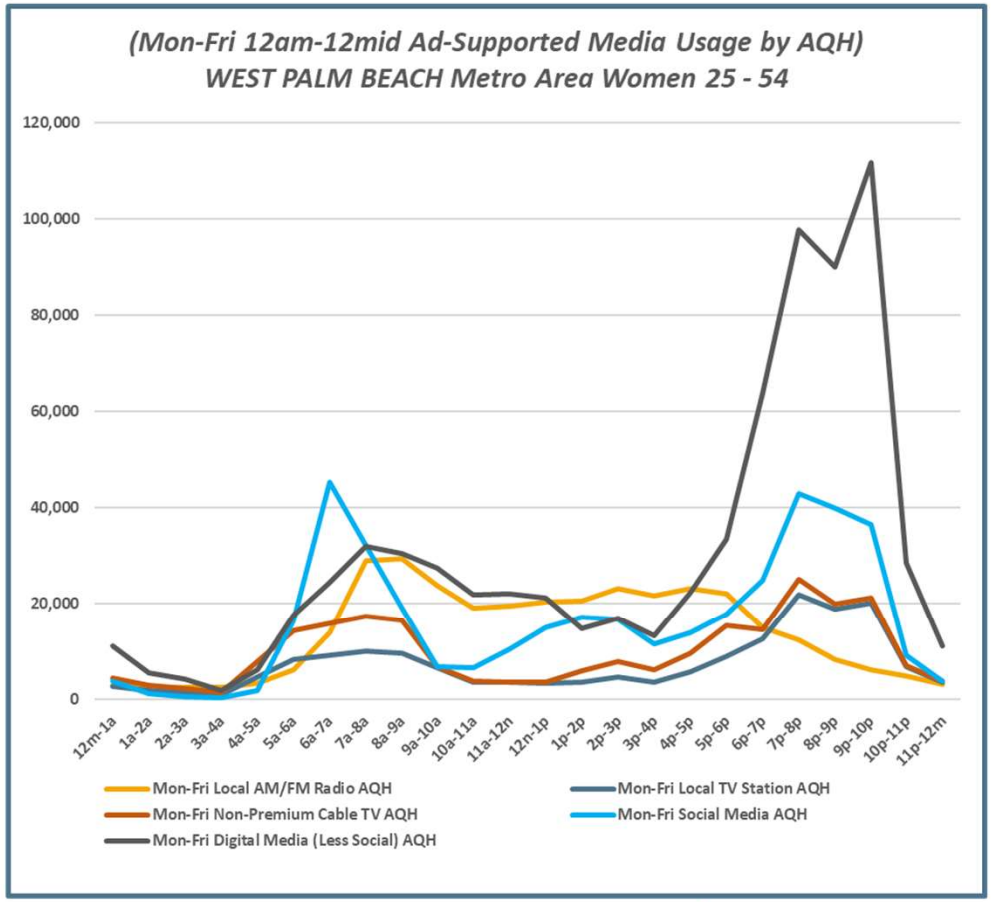
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,908; Local Radio: 11,084; Social Media: 8,217; Non-Prem. Cable: 4,408; Local TV: 3,046 reaching Women 25 - 54 who Purchased Items on AMAZON in the past 3mos.





WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,113

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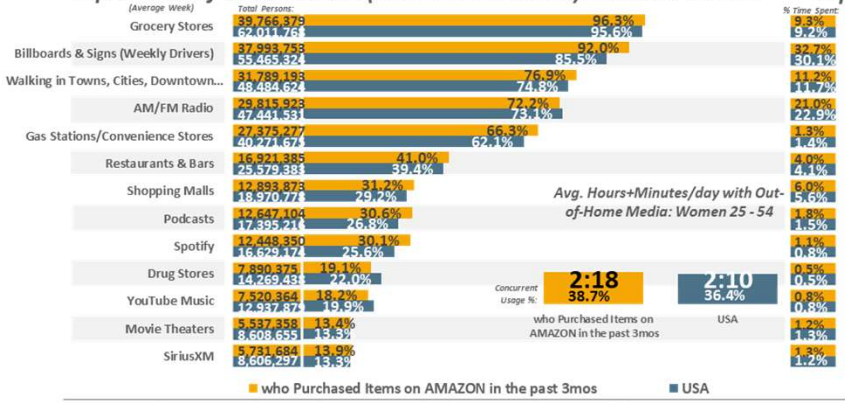
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

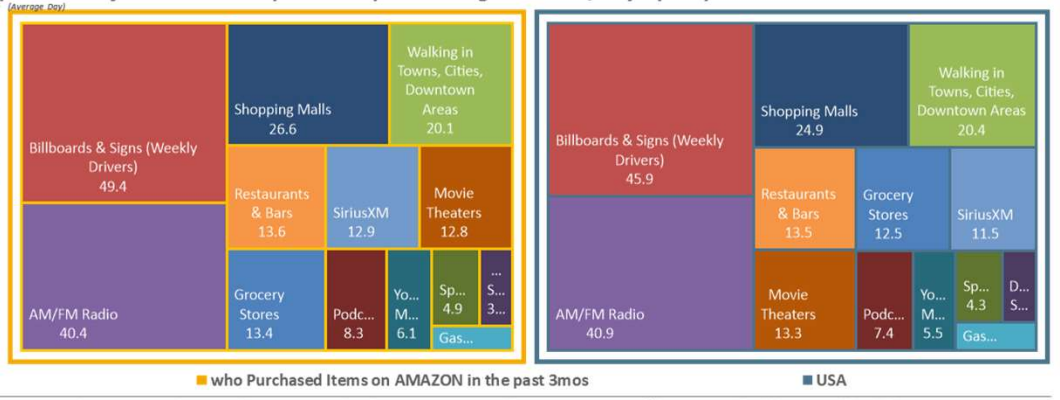
amazon USA

37,993,753 or 92.% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 49.4 minutes per day driving, seeing Billboards and Signs. 69.6% Listen to Local Radio Stations Out-of-Home for an average of 37.7 minutes/day.

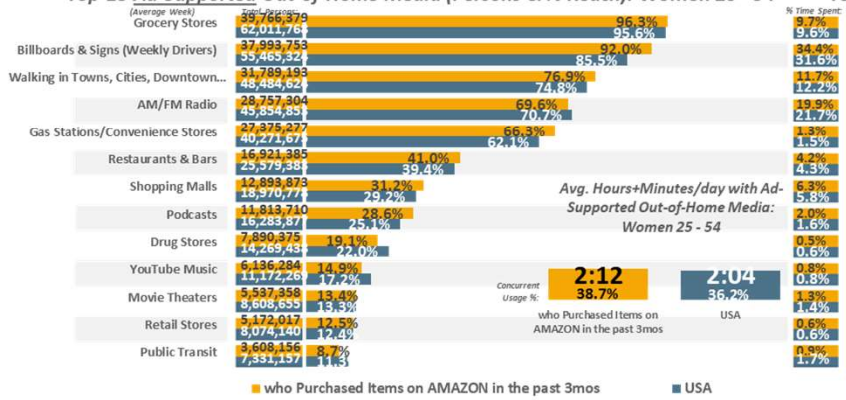
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



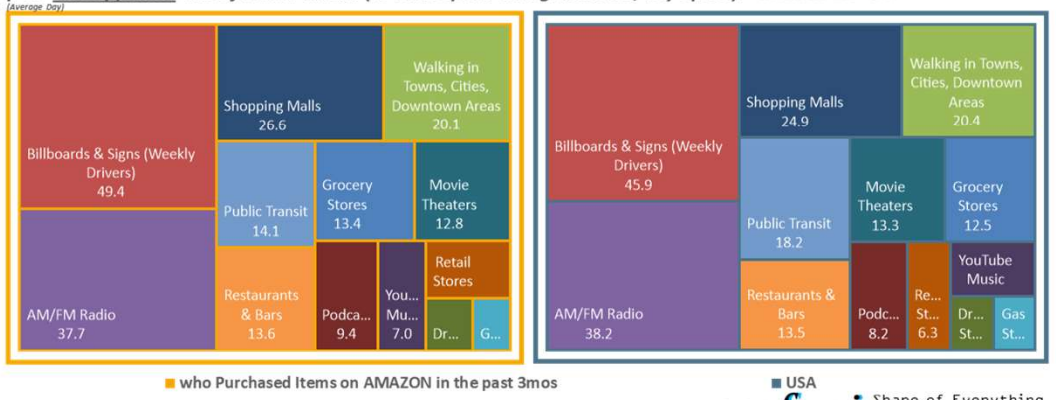
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599

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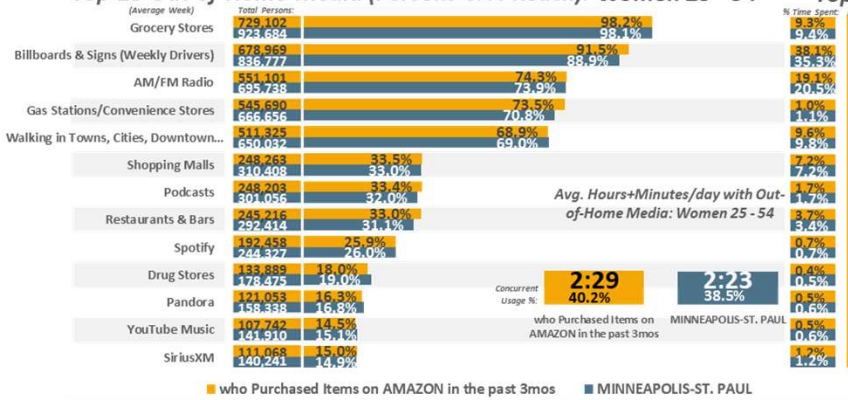
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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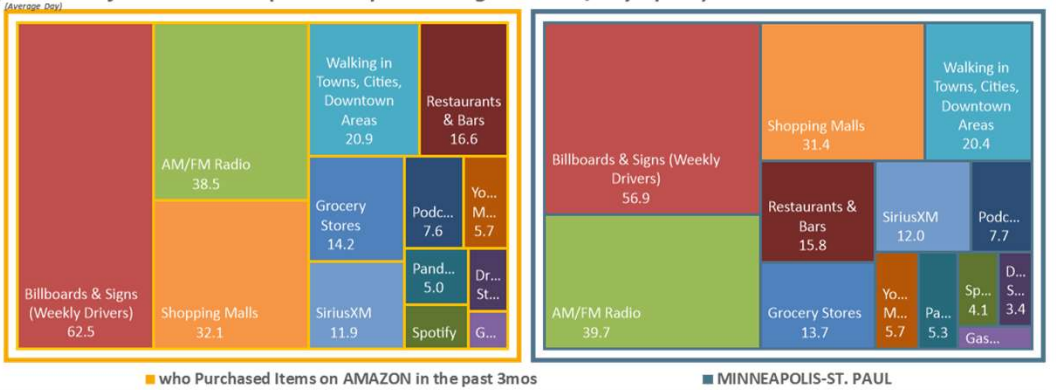
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

678,969 or 91.5% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 62.5 minutes per day driving, seeing Billboards and Signs. 71.8% Listen to Local Radio Stations Out-of-Home for an average of 36.4 minutes/day.

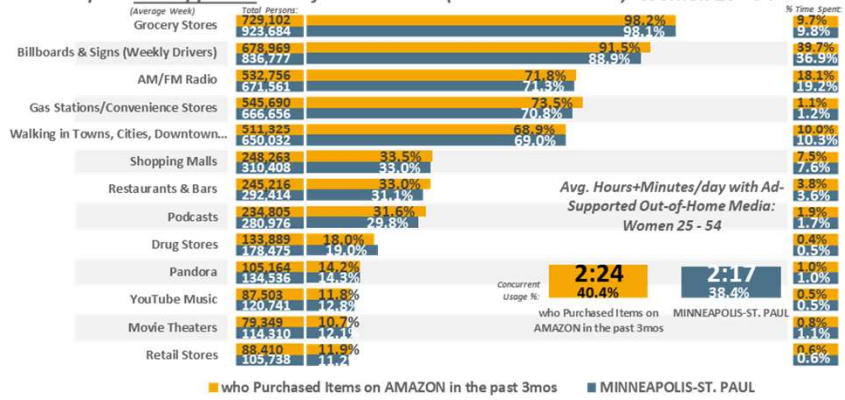
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



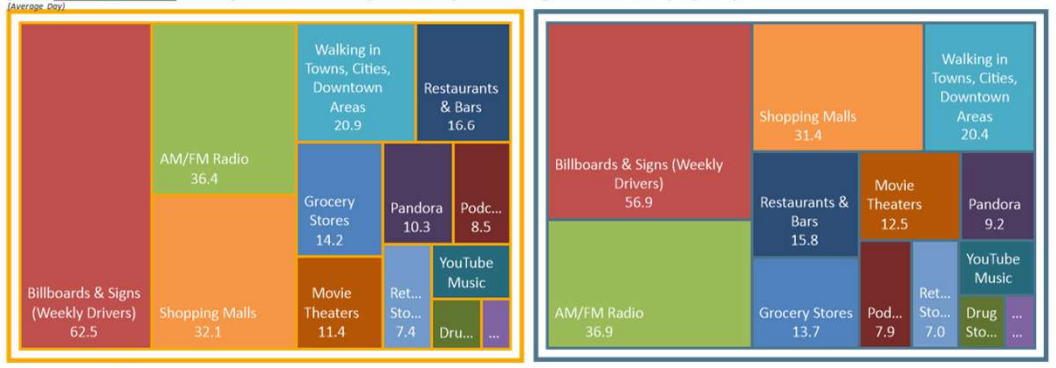
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,340

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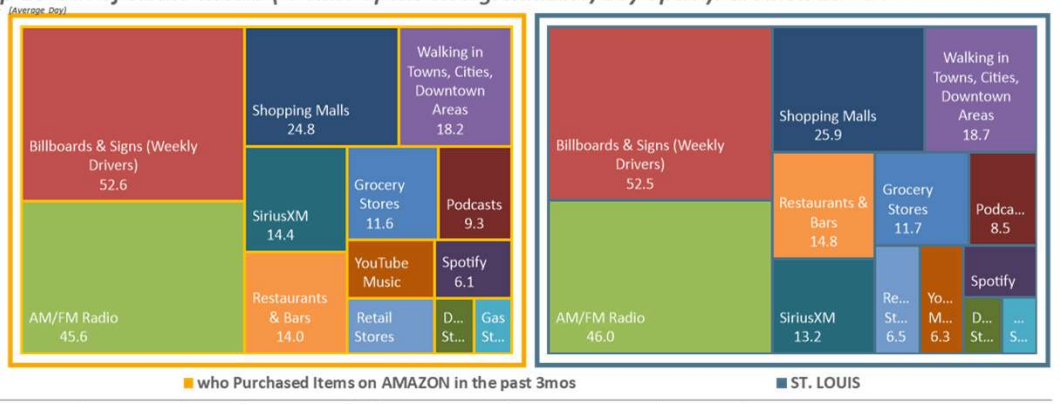


372,876 or 92.2% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 52.6 minutes per day driving, seeing Billboards and Signs. 72.5% Listen to Local Radio Stations Out-of-Home for an average of 43.8 minutes/day.

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



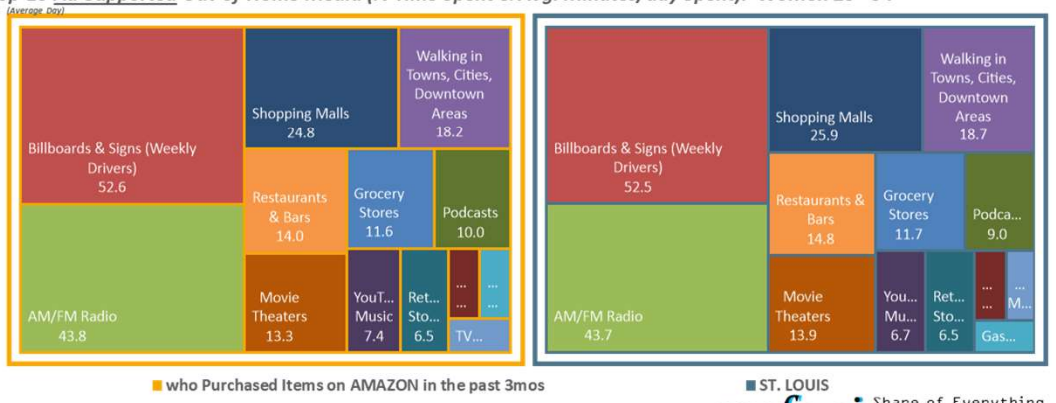
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,321

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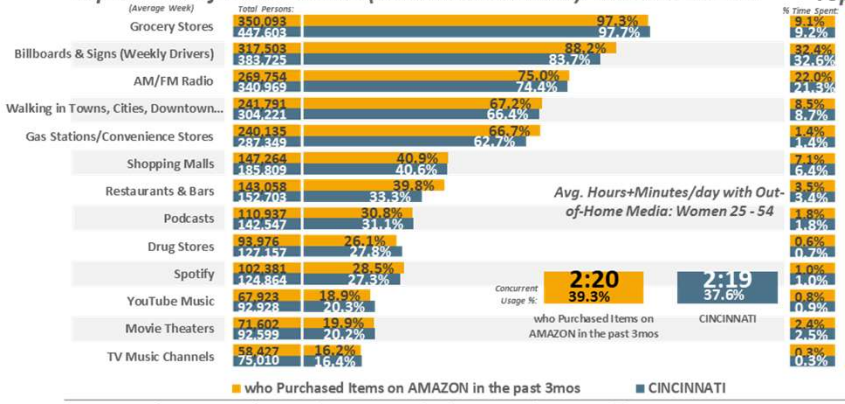
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

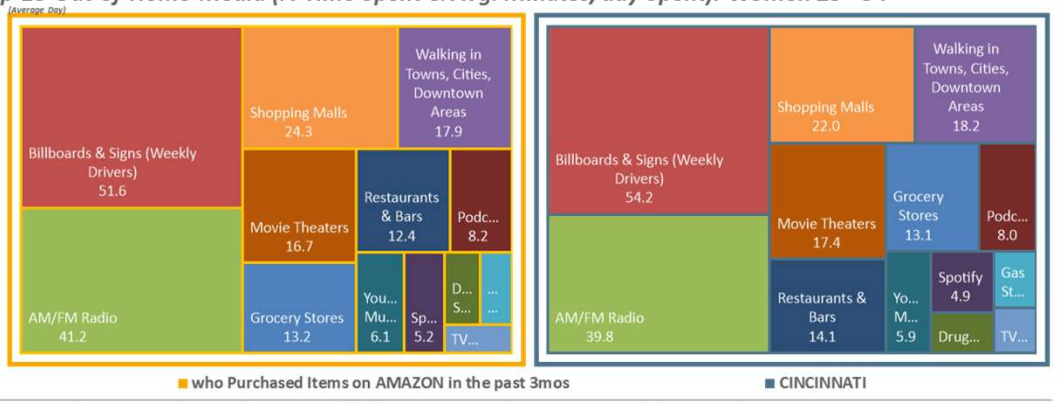
amazon CIN

317,503 or 88.2% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 51.6 minutes per day driving, seeing Billboards and Signs. 73.3% Listen to Local Radio Stations Out-of-Home for an average of 39.8 minutes/day.

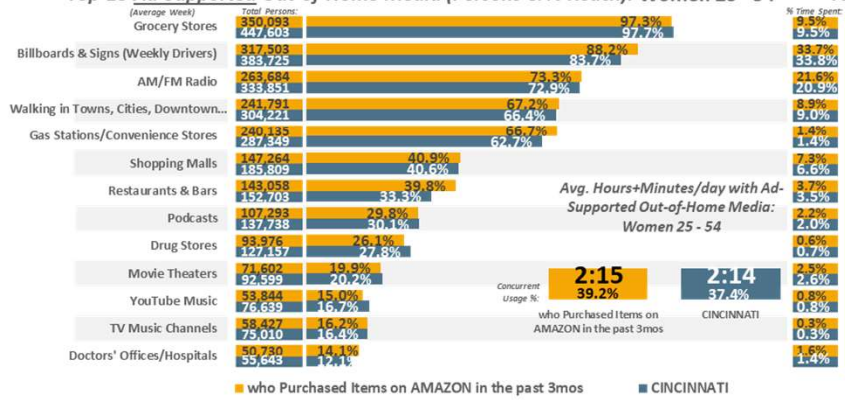
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



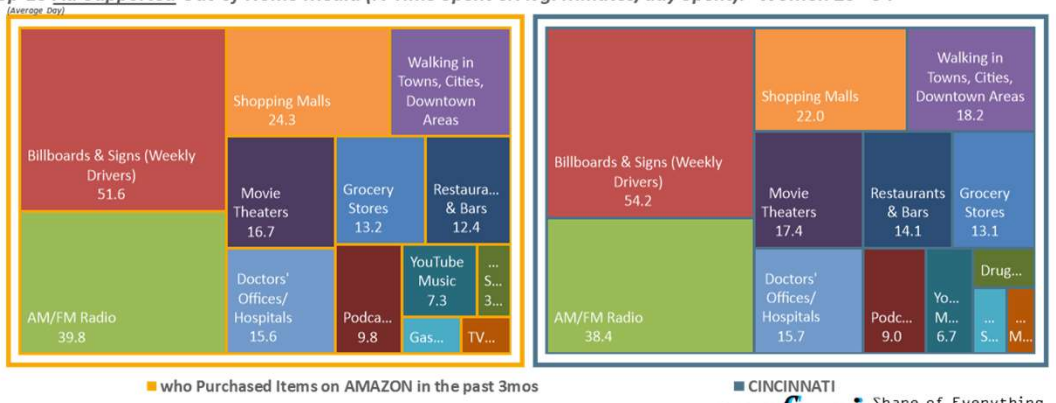
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,406

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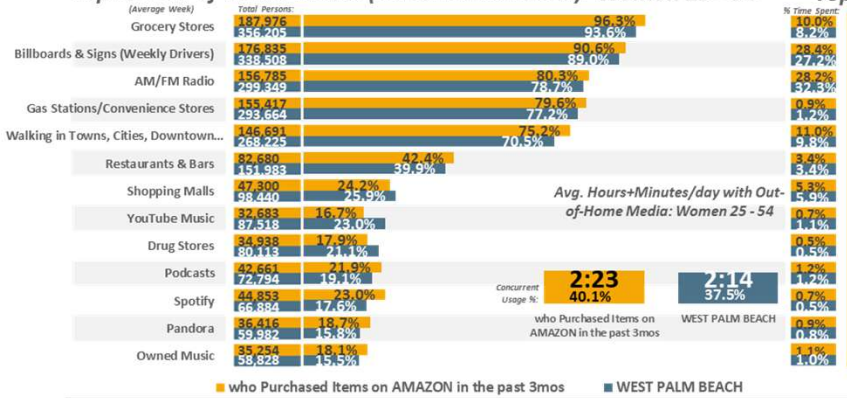
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

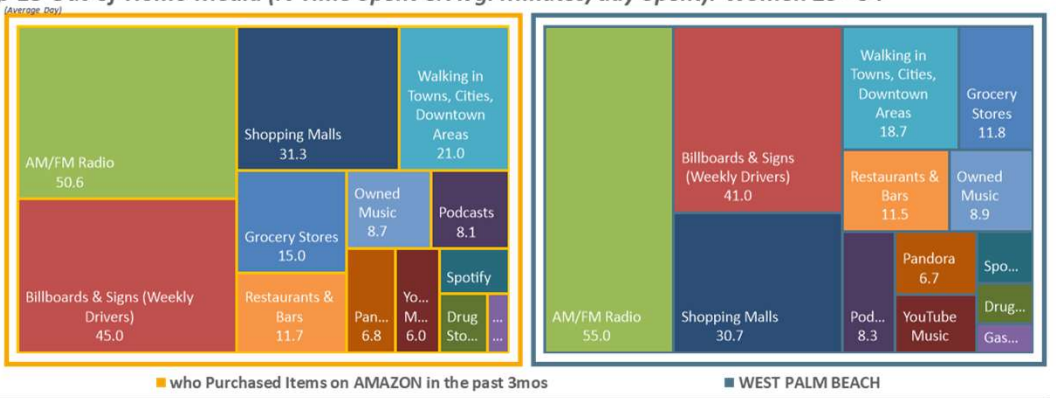
amazon WPB

176,835 or 90.6% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 45. minutes per day driving, seeing Billboards and Signs. 77.9% Listen to Local Radio Stations Out-of-Home for an average of 48.1 minutes/day.

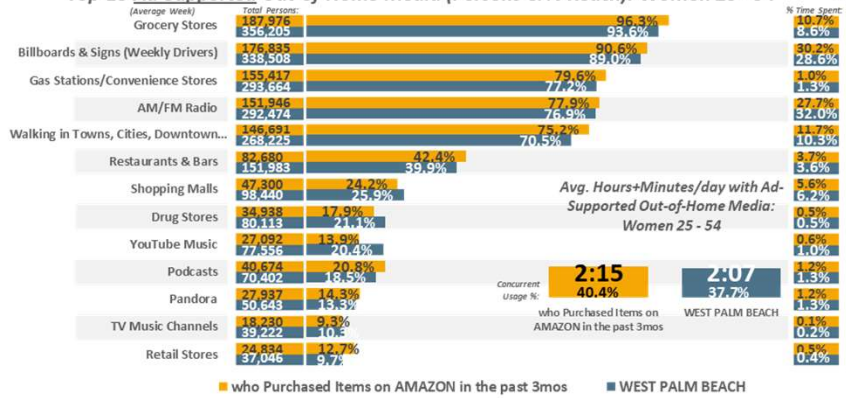
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



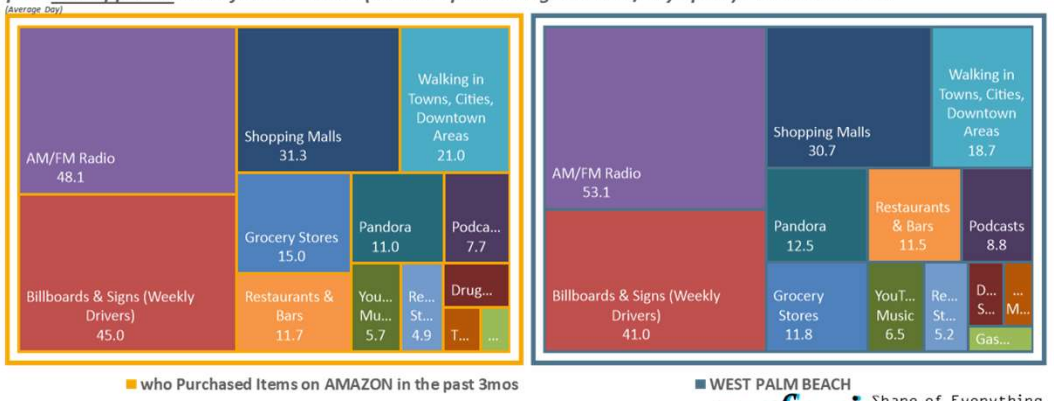
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,113

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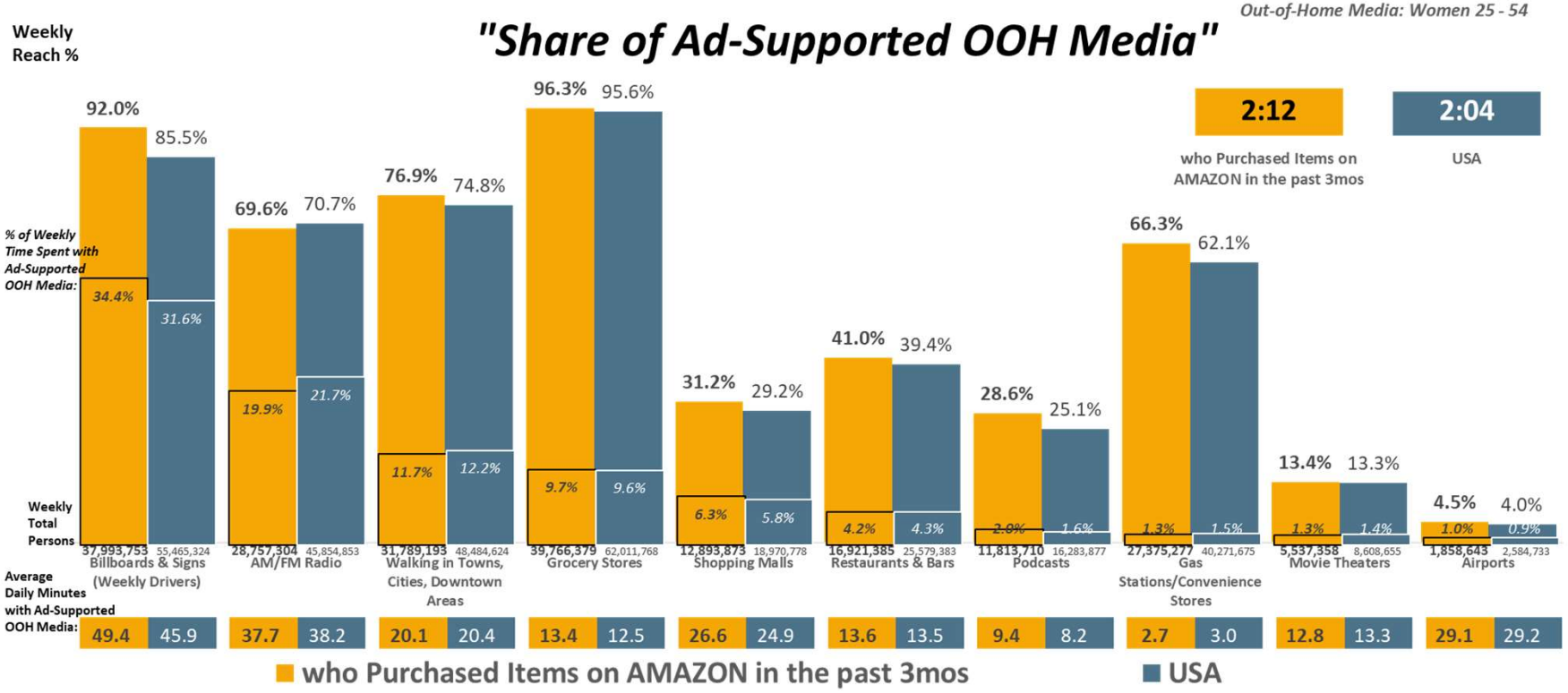
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]



37,993,753 or 92.% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 49.4 minutes per day driving, seeing Billboards and Signs representing 34.4% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 25 - 54



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599

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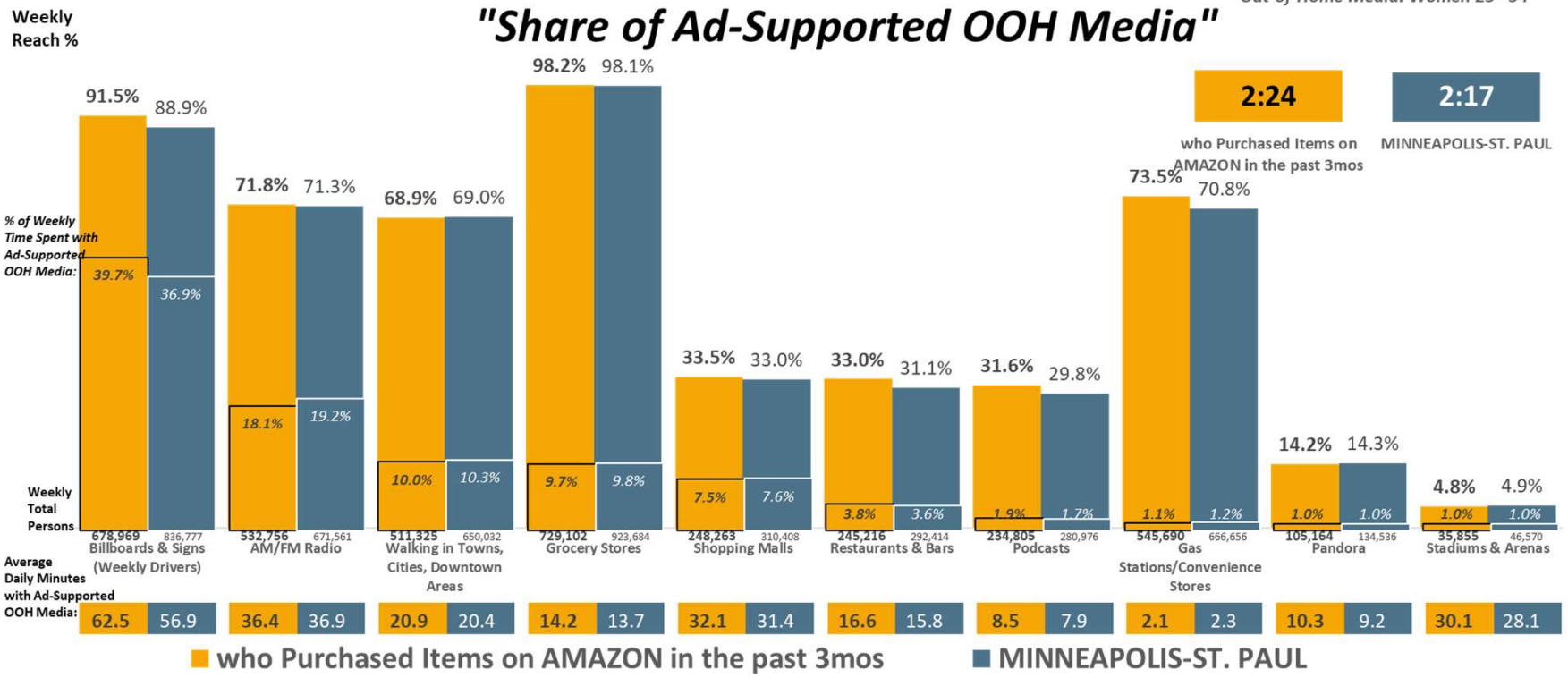
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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{(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)}

678,969 or 91.5% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 62.5 minutes per day driving, seeing Billboards and Signs representing 39.7% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 25 - 54



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,340 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

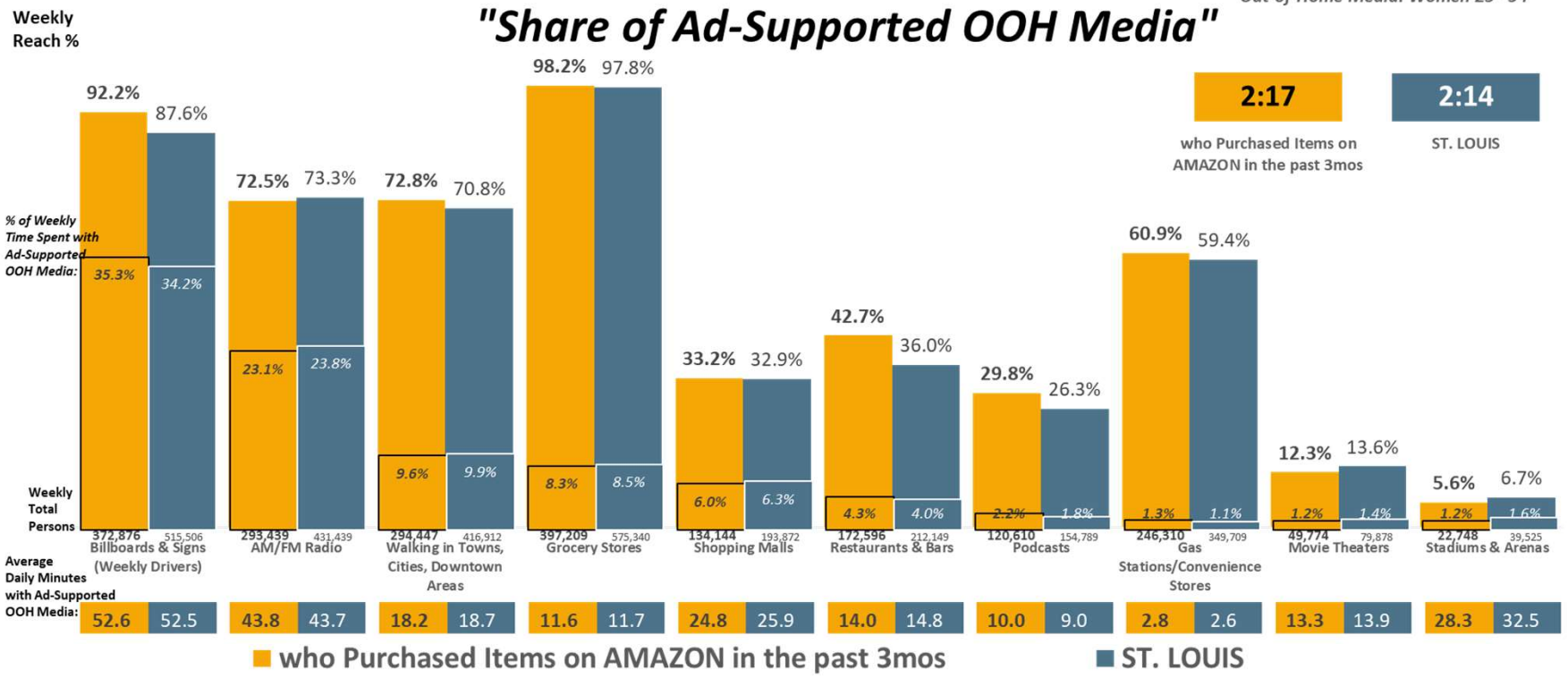
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[{Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon}]

372,876 or 92.2% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 52.6 minutes per day driving, seeing Billboards and Signs representing 35.3% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 25 - 54



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,321 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

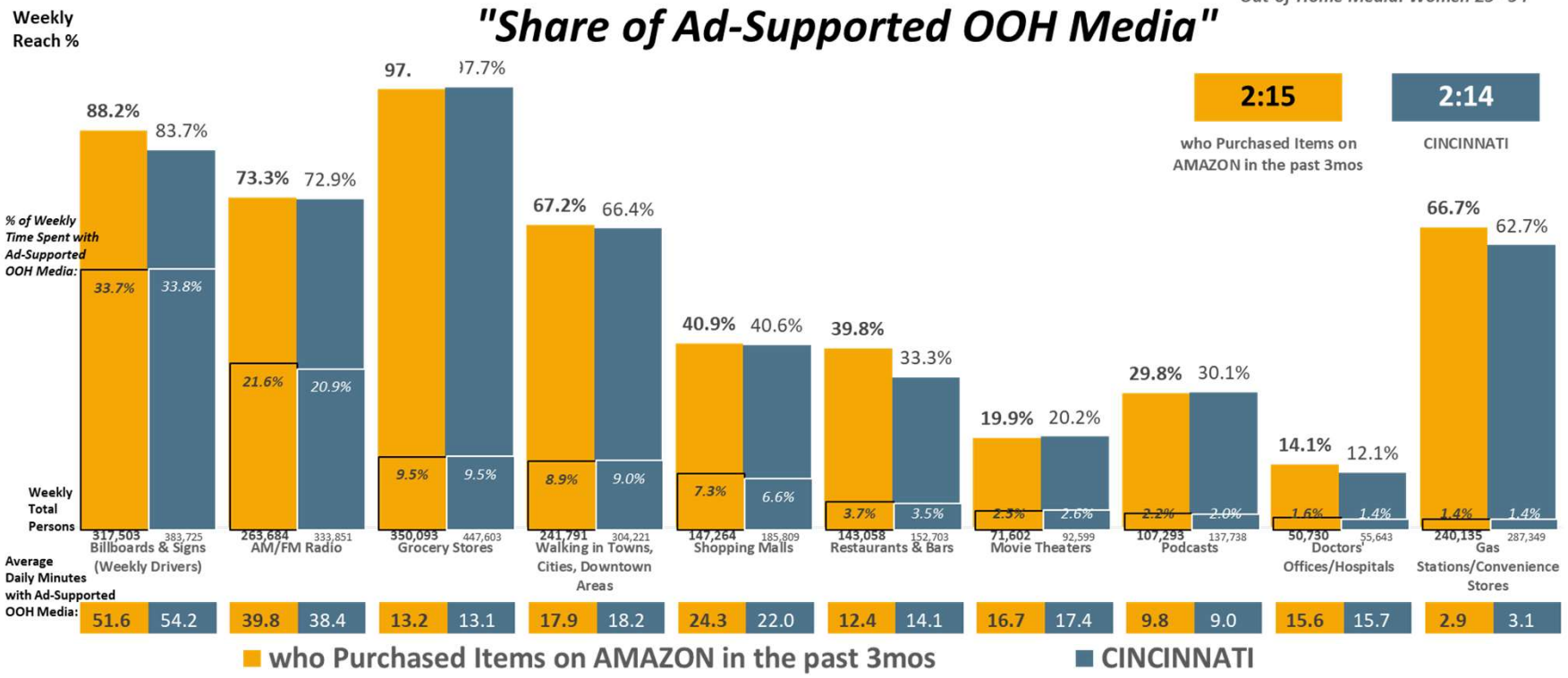
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{(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)}

317,503 or 88.2% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 51.6 minutes per day driving, seeing Billboards and Signs representing 33.7% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 25 - 54



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,406 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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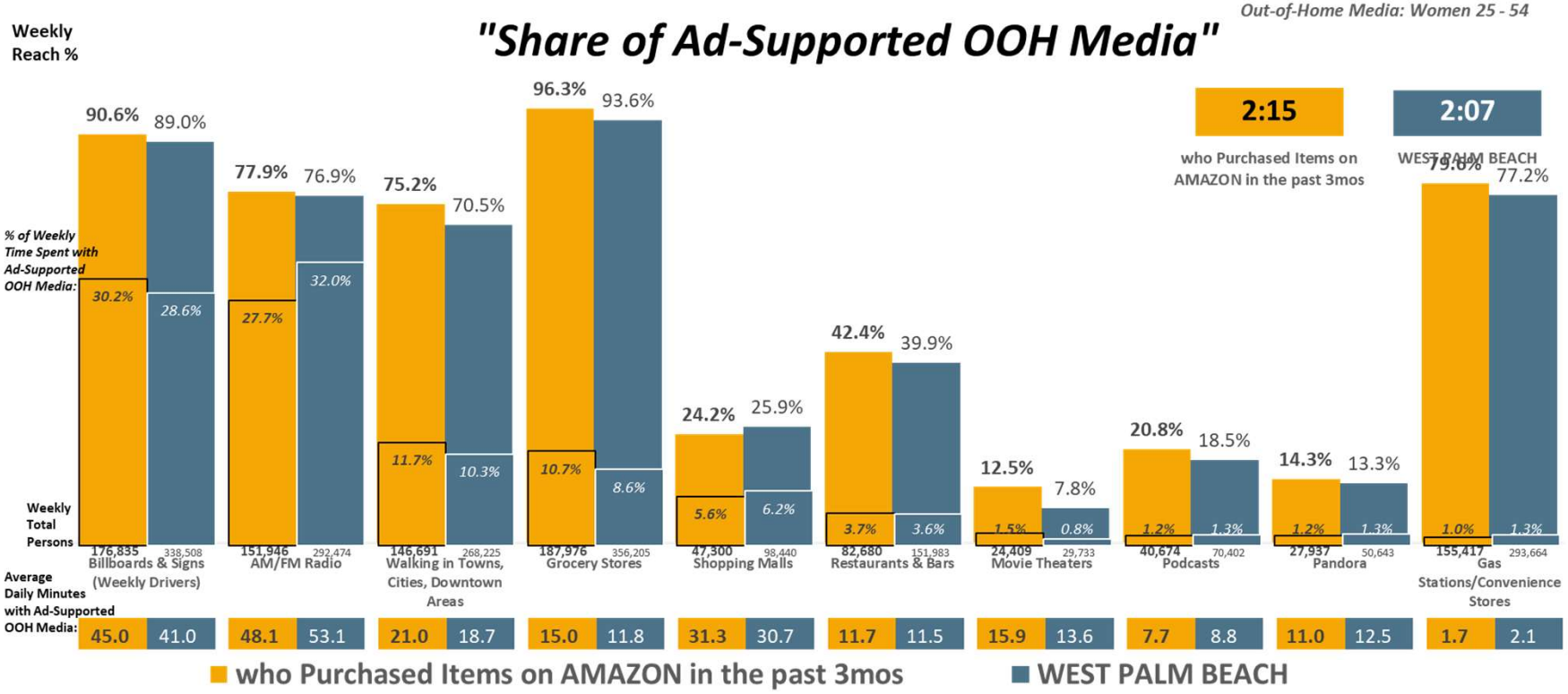
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{(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)}



176,835 or 90.6% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 45. minutes per day driving, seeing Billboards and Signs representing 30.2% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Women 25 - 54



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,113 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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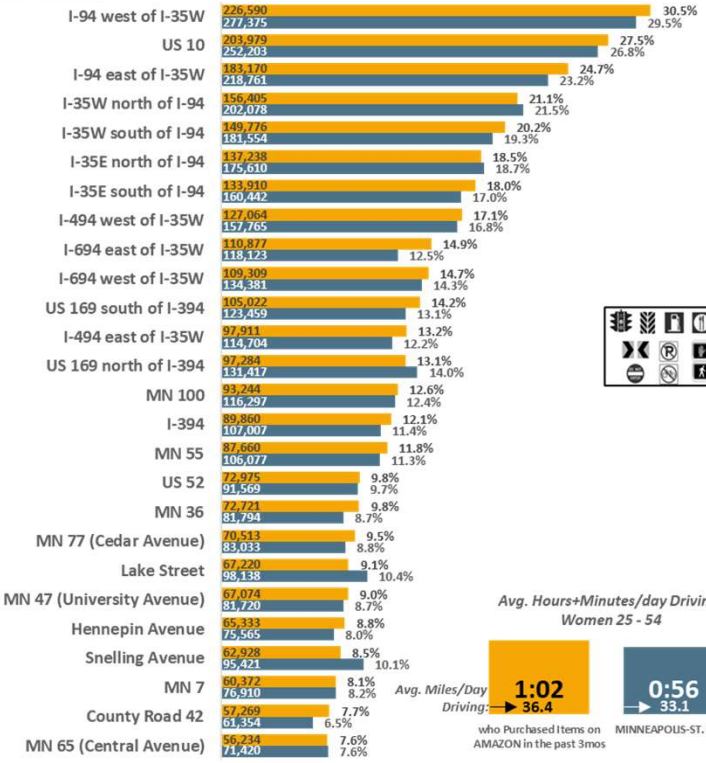
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{(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)}



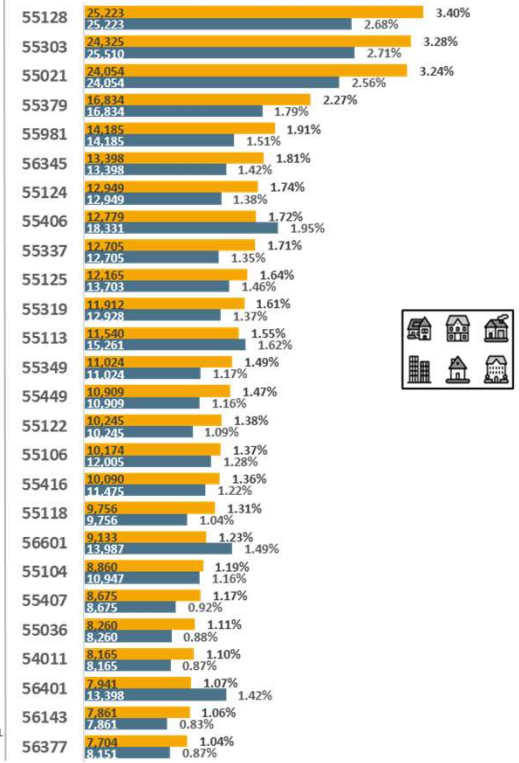
678,969 or 91.5% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 62.5 minutes per day driving an average of 36.4 miles each day and are 19.1% more likely to use I-694 east of I-35W than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Women 25 - 54

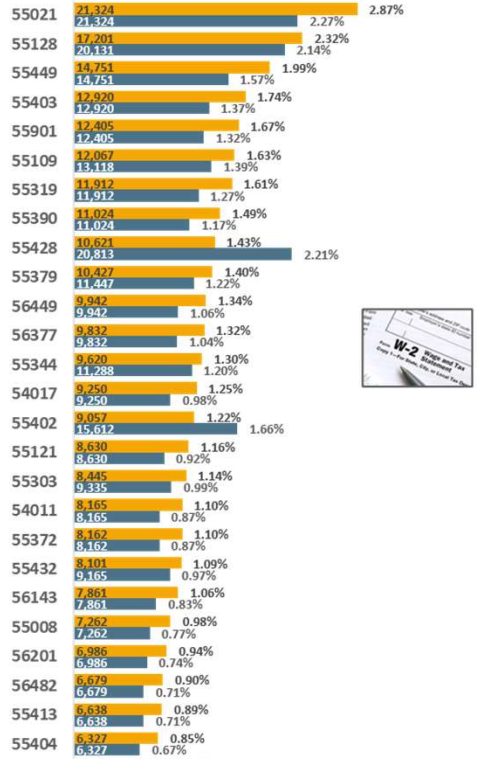


Avg. Hours+Minutes/day Driving: Women 25 - 54

Top-26 Residential Zip Codes: Women 25 - 54



Top-26 Employment Zip Codes: Women 25 - 54



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MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,340

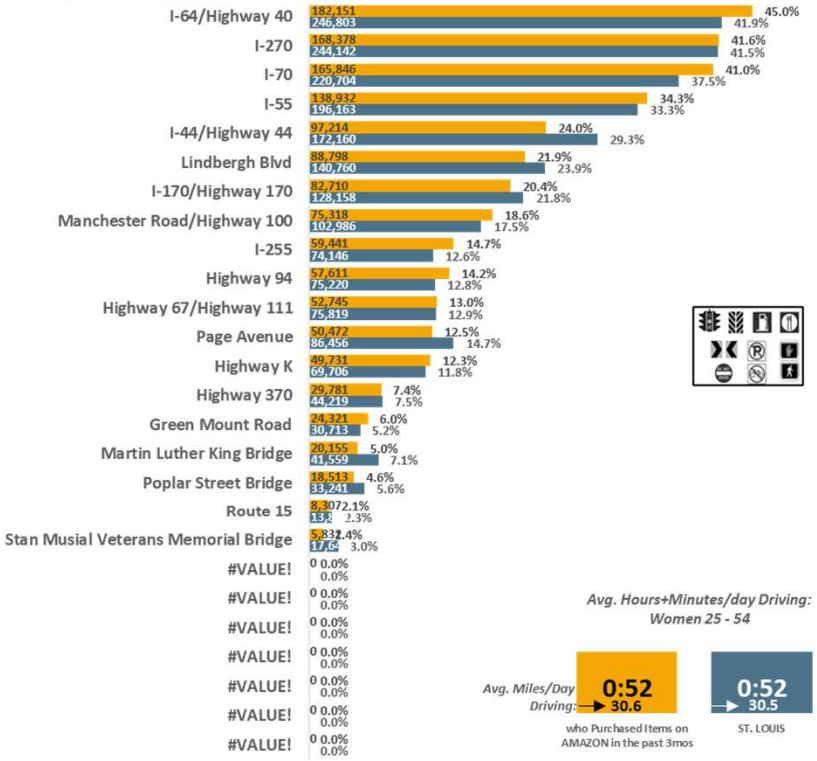
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]



372,876 or 92.2% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 52.6 minutes per day driving an average of 30.6 miles each day and are 16.6% more likely to use I-255 than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Women 25 - 54



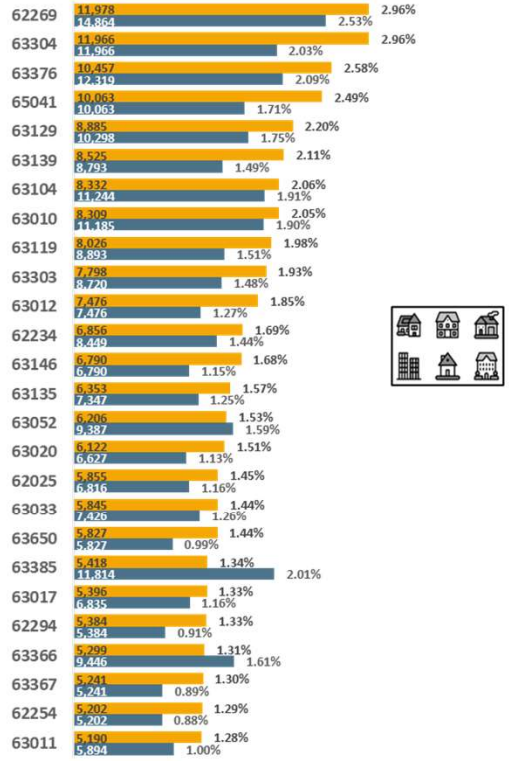
Avg. Hours+Minutes/day Driving: Women 25 - 54

Avg. Miles/Day Driving: → 30.6

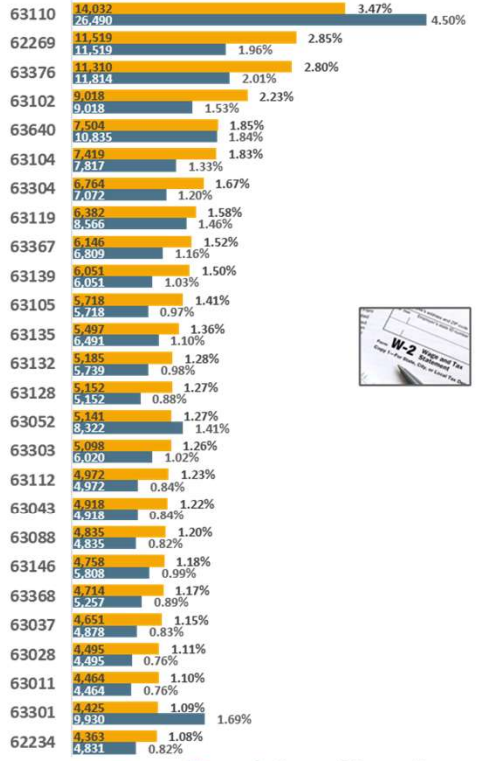
0:52 — who Purchased Items on AMAZON in the past 3mos

0:52 → 30.5 — ST. LOUIS

Top-26 Residential Zip Codes: Women 25 - 54



Top-26 Employment Zip Codes: Women 25 - 54



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ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,321

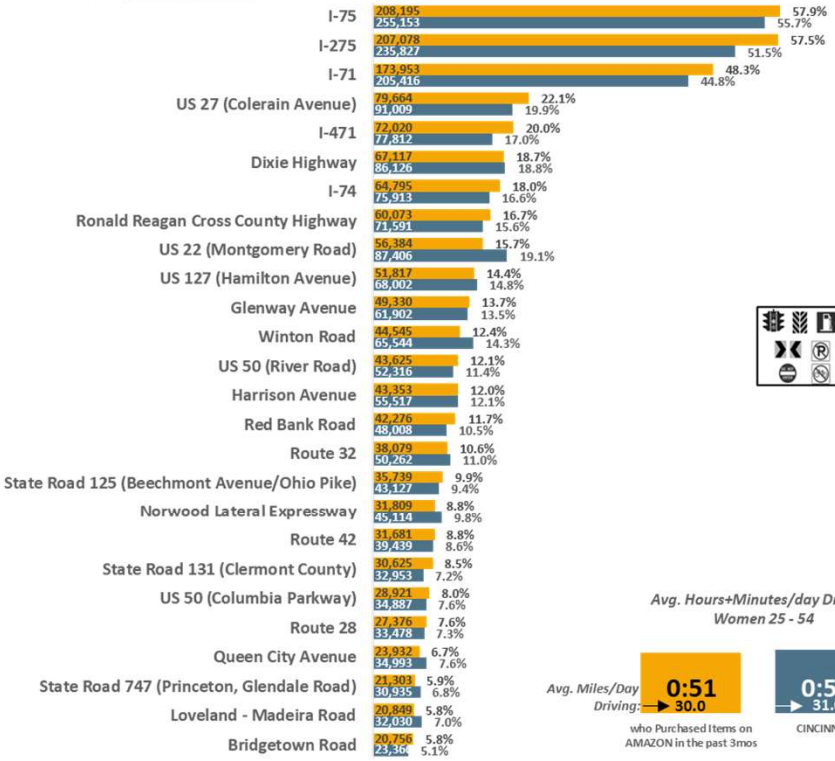
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]



317,503 or 88.2% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 51.6 minutes per day driving an average of 30. miles each day and are 17.8% more likely to use I-471 than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Women 25 - 54



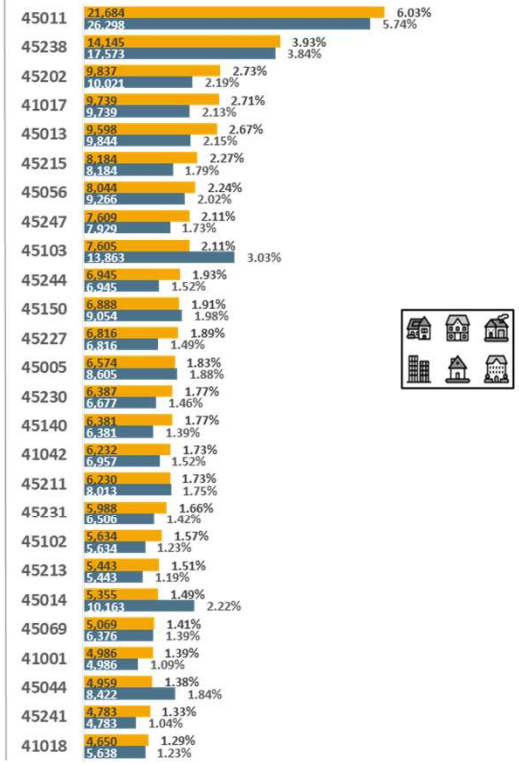
Avg. Hours+Minutes/day Driving: Women 25 - 54

Avg. Miles/Day Driving: 30.0

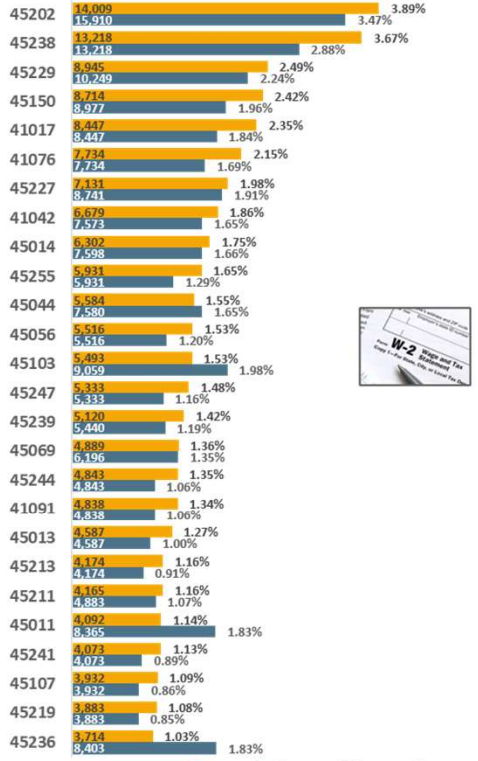
0:51 who Purchased Items on AMAZON in the past 3mos

0:54 31.6 CINCINNATI

Top-26 Residential Zip Codes: Women 25 - 54



Top-26 Employment Zip Codes: Women 25 - 54



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CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,406

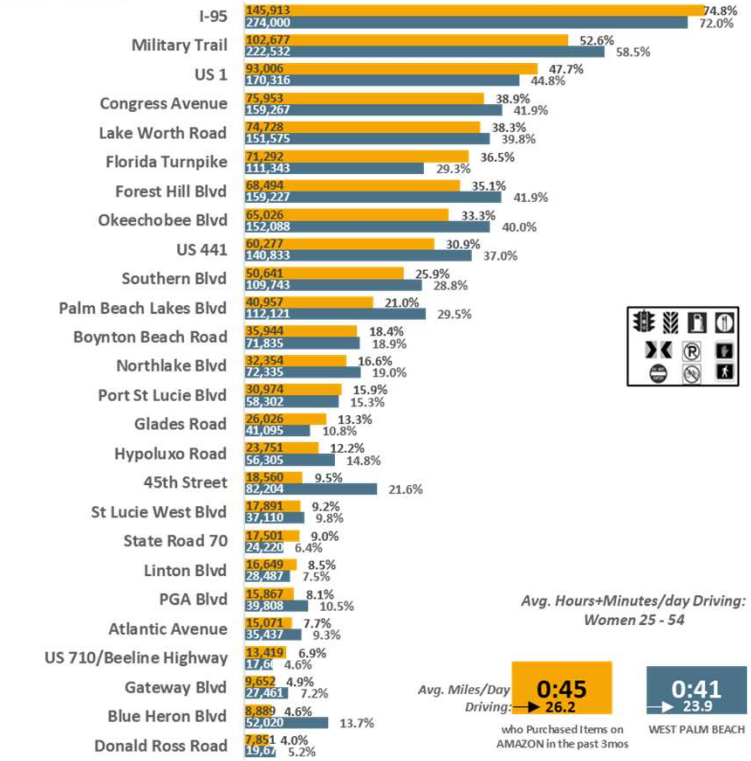
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]



176,835 or 90.6% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos spend an average of 45. minutes per day driving an average of 26.2 miles each day and are 40.9% more likely to use State Road 70 than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Women 25 - 54

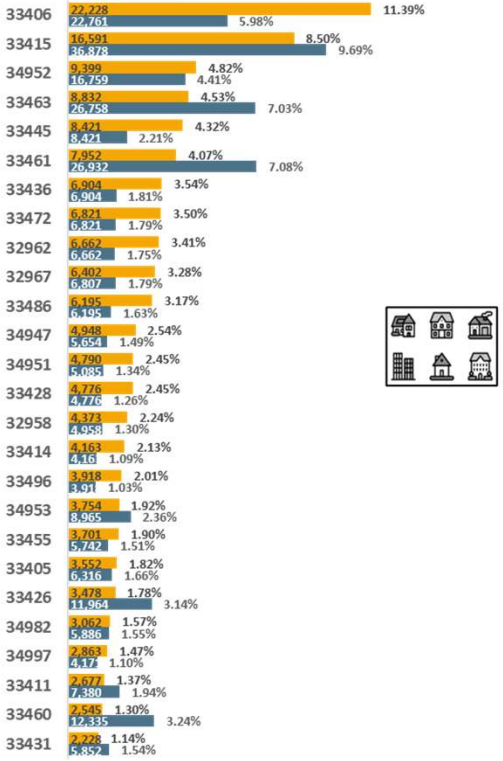


Avg. Hours+Minutes/day Driving: Women 25 - 54

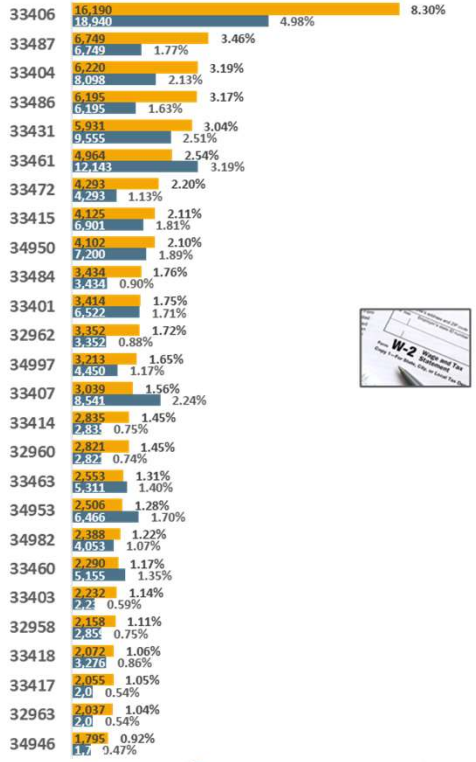
Avg. Miles/Day Driving: 0:45 → 26.2 who Purchased Items on AMAZON in the past 3mos

0:41 → 23.9 WEST PALM BEACH

Top-26 Residential Zip Codes: Women 25 - 54



Top-26 Employment Zip Codes: Women 25 - 54



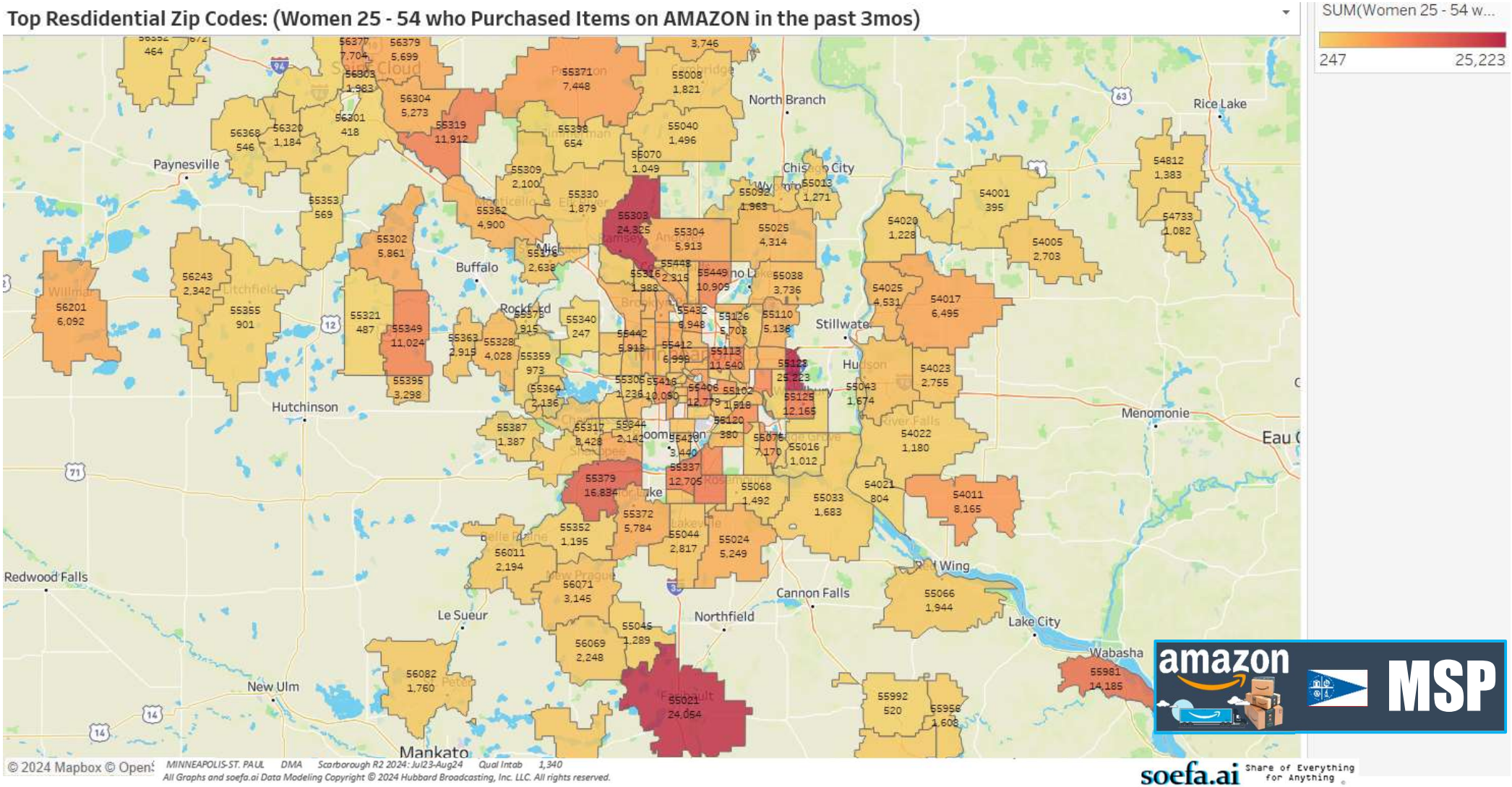
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WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,113

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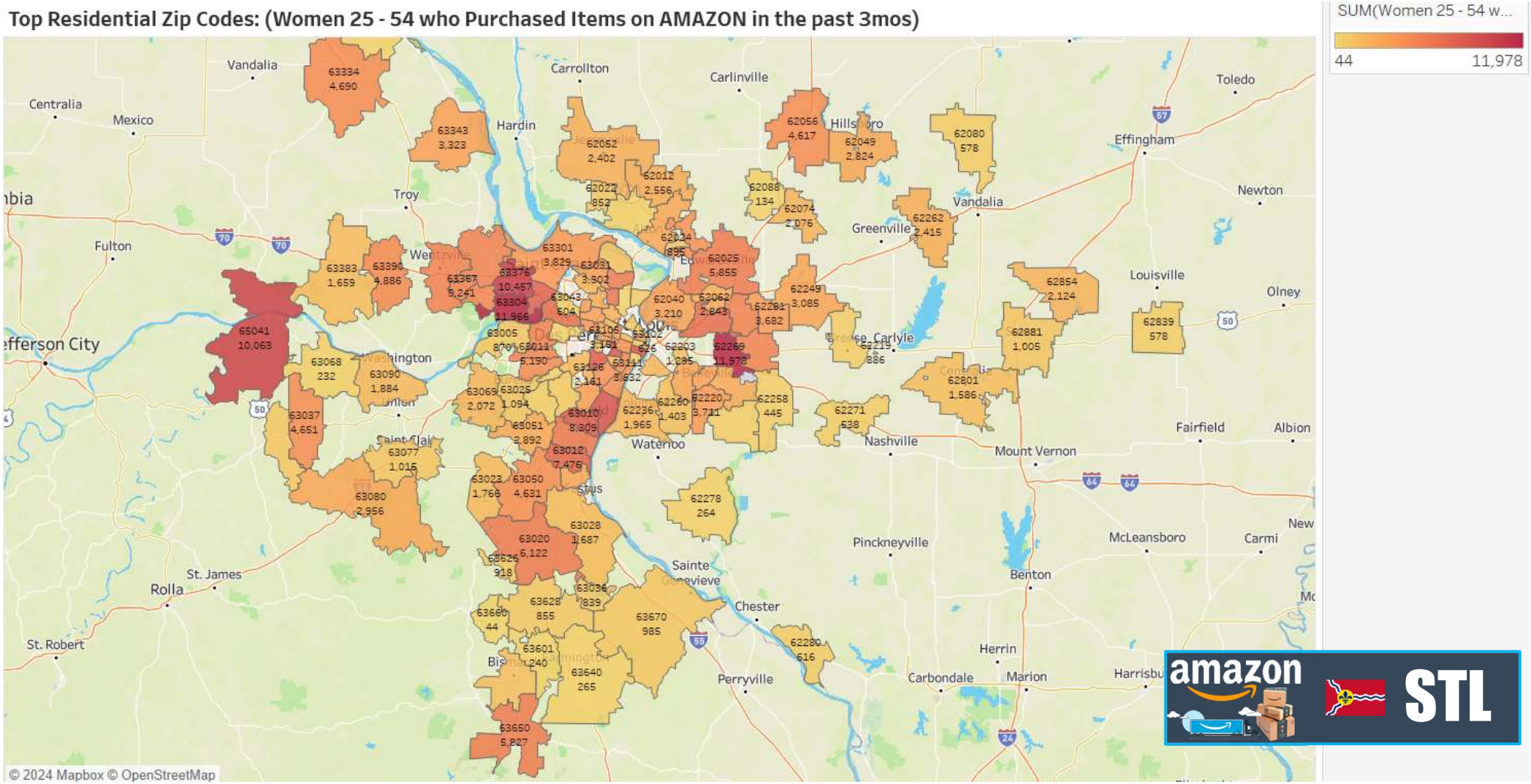
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

Top Resdidential Zip Codes: (Women 25 - 54 who Purchased Items on AMAZON in the past 3mos)



[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

Top Residential Zip Codes: (Women 25 - 54 who Purchased Items on AMAZON in the past 3mos)



amazon STL

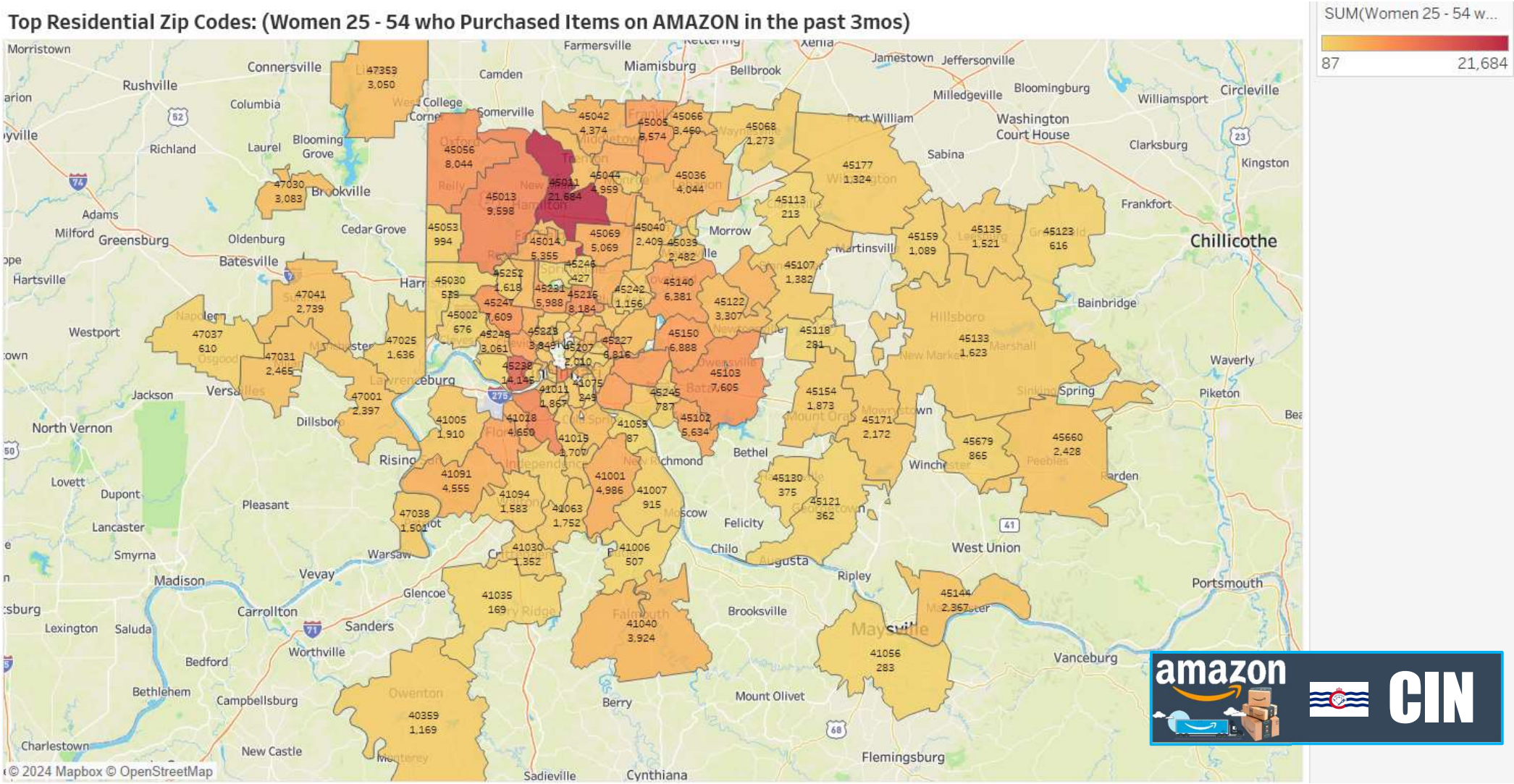
ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,321

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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

Top Residential Zip Codes: (Women 25 - 54 who Purchased Items on AMAZON in the past 3mos)



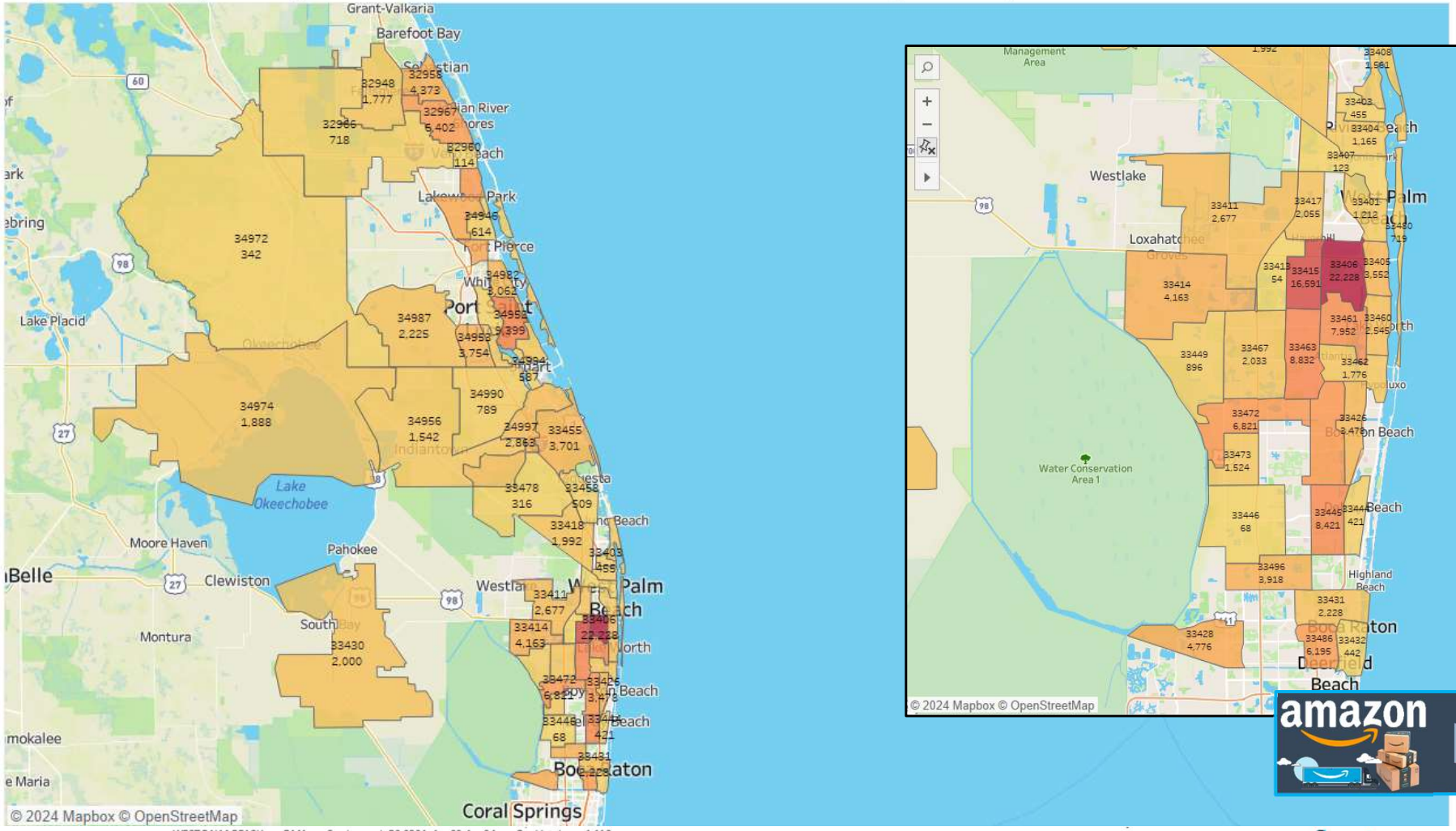
CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,406

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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

Top Residential Zip Codes: (Women 25 - 54 who Purchased Items on AMAZON in the past 3mos)



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,113

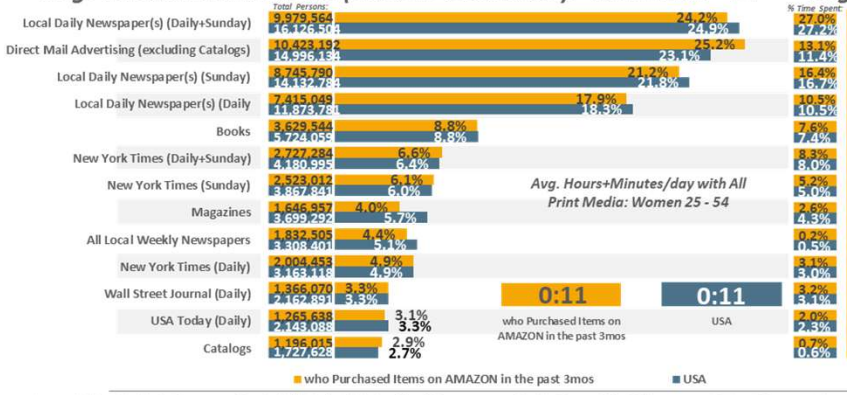
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

9,979,564 or 24.2% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.9 minutes every day representing 29.2% of all time spent daily with All forms of Print Media.

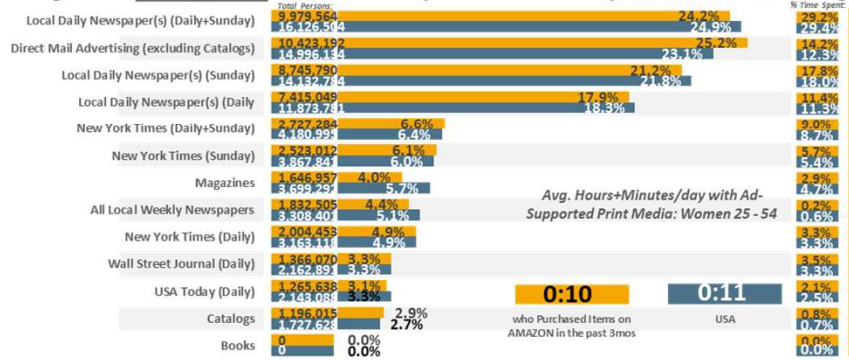
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



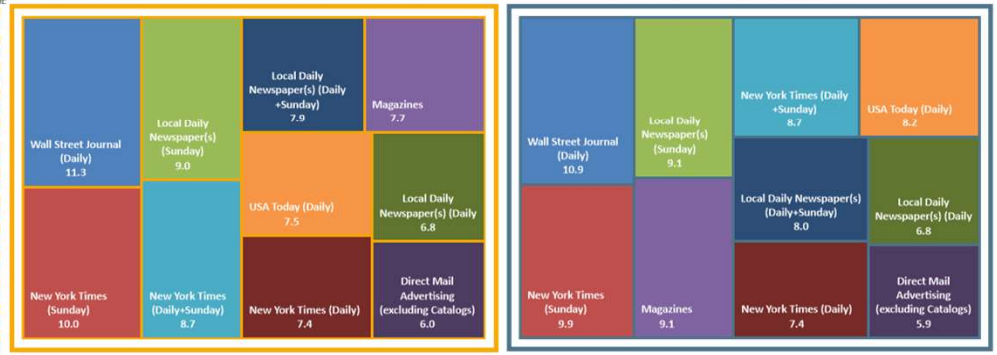
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 13,599

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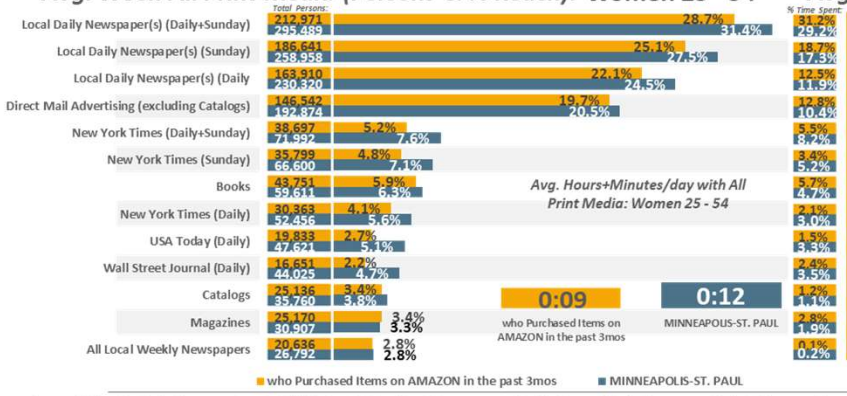
USA Projection Scarborough R2 2024: Aug23-Sep24 Qual Intab 23,097

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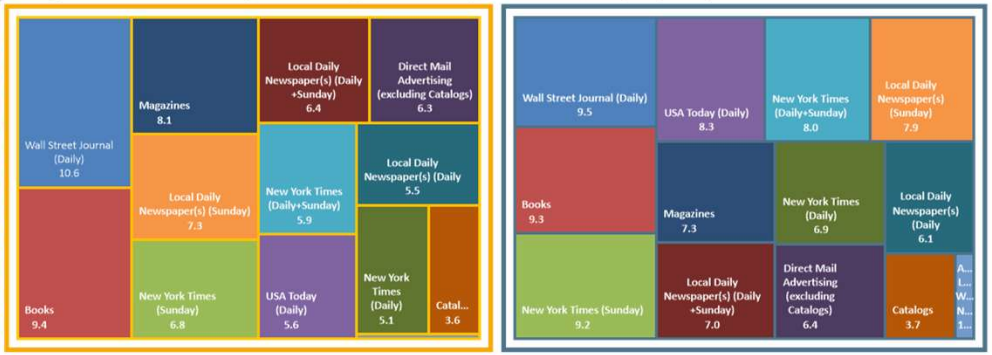
[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

212,971 or 28.7% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.4 minutes every day representing 33.1% of all time spent daily with All forms of Print Media.

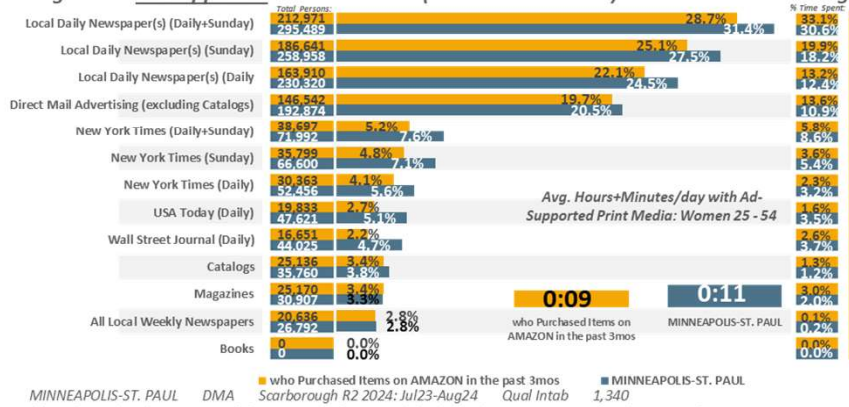
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



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



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,340

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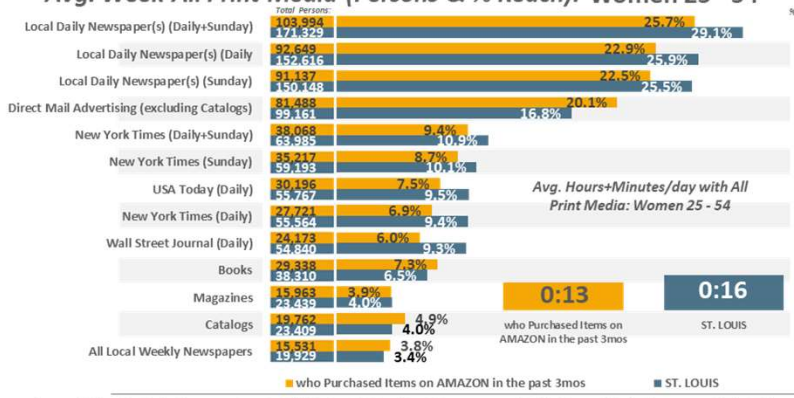
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

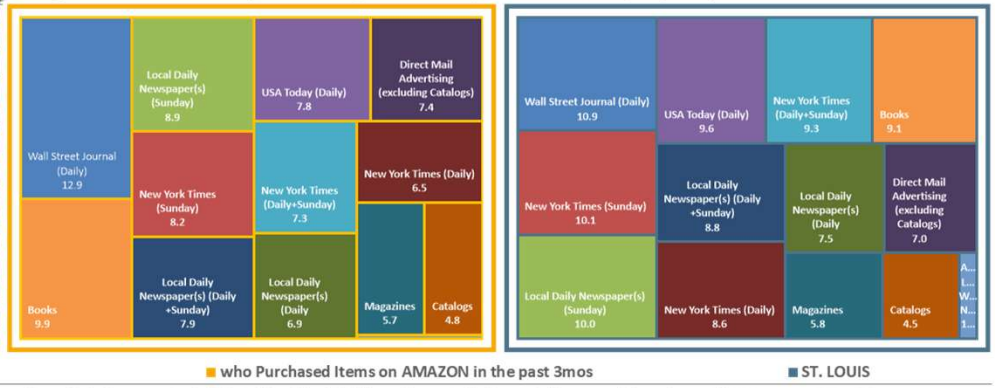


103,994 or 25.7% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.9 minutes every day representing 28.1% of all time spent daily with All forms of Print Media.

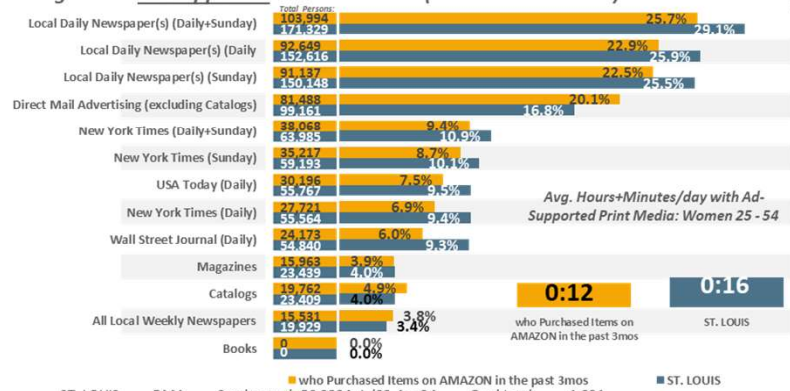
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



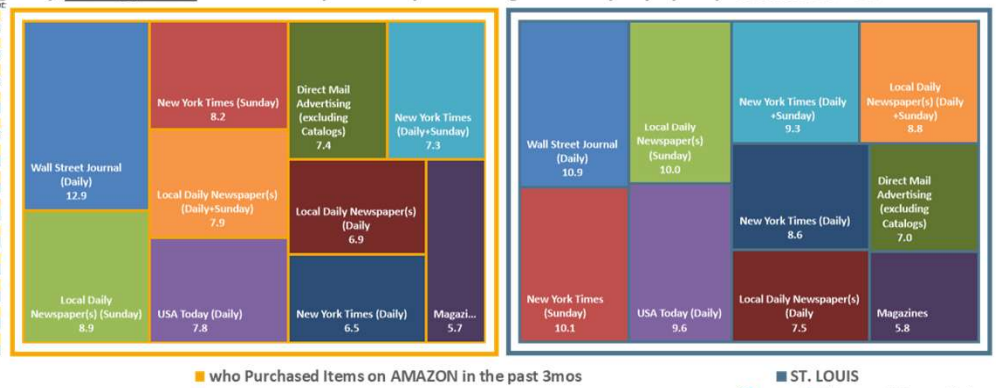
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,321

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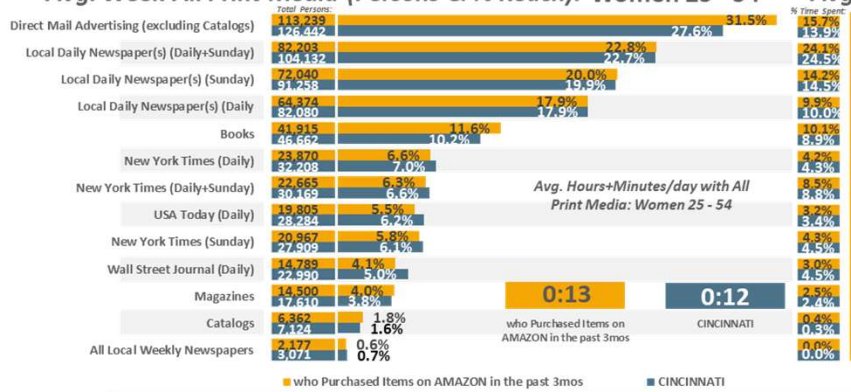
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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

amazon CIN

82,203 or 22.8% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 26.8% of all time spent daily with All forms of Print Media.

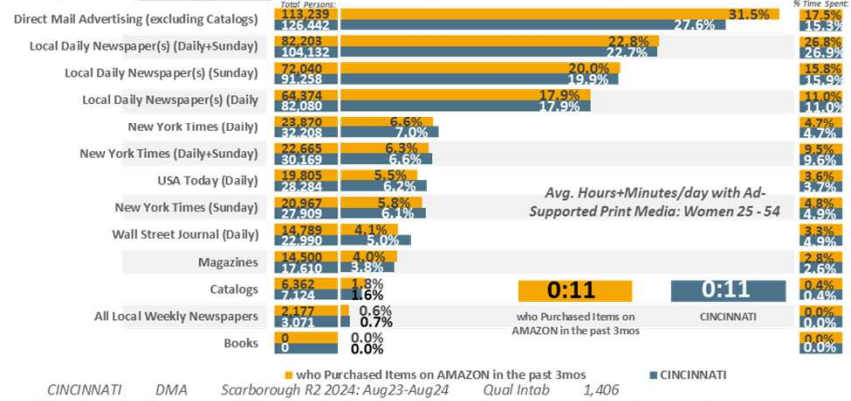
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



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



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



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



CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,406

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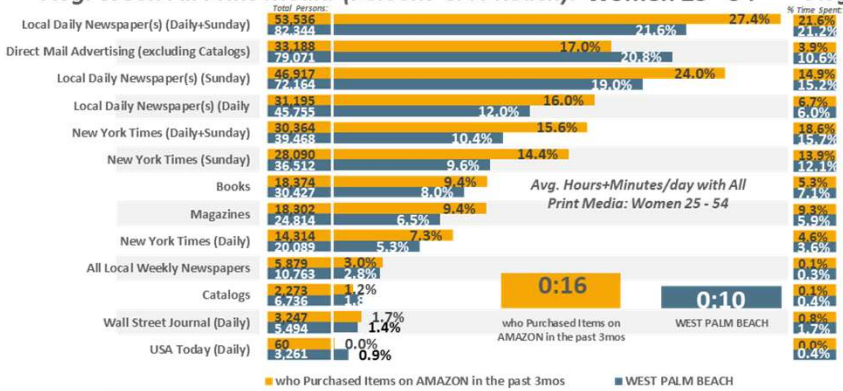
soefa.ai Share of Everything for Anything ©

[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]

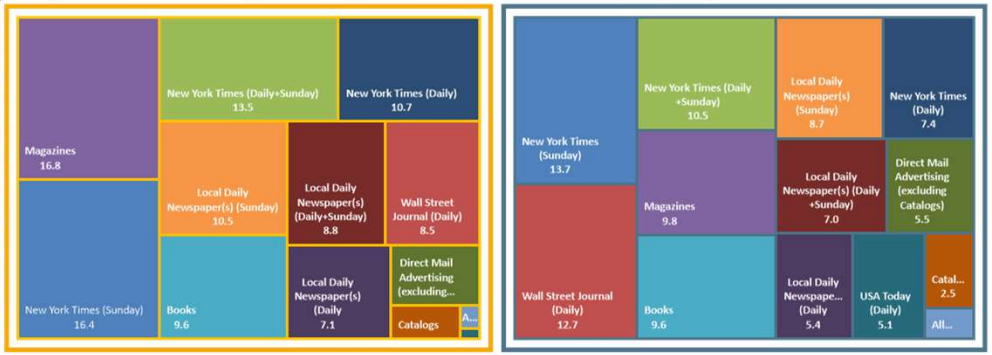
amazon WPB

53,536 or 27.4% of Women 25 - 54 who Purchased Items on AMAZON in the past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 22.8% of all time spent daily with All forms of Print Media.

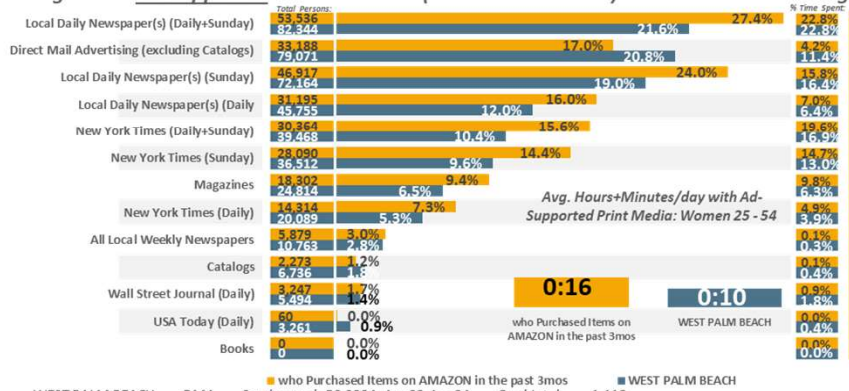
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



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



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



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



WEST PALM BEACH DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,113

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[(Stores/services shopped online past 3 months: Amazon AND Stores/services bought past 3 months: Amazon)]