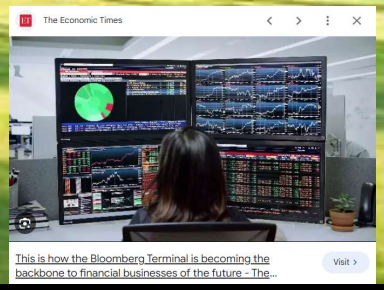
USA+4 Midwest DMAs - P18+ past 12 months GOLFERS!

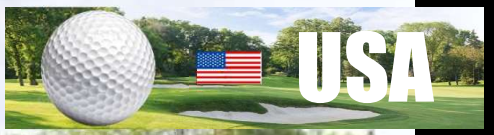
Complete Demographic & Media Use Profiles

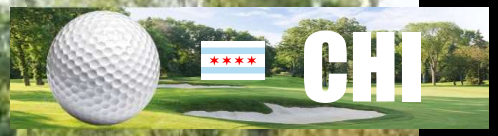


Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, CINCINNATI, MINNEAPOLIS-ST. PAUL, and ST. LOUIS DMA P18+ past 12 months GOLFERS as of AUGUST 2024!

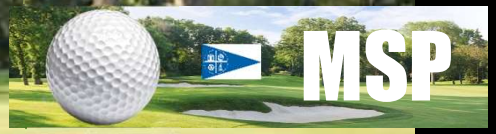


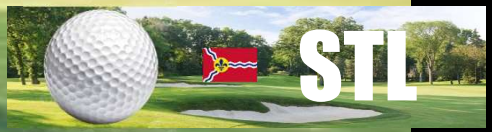
P18+











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

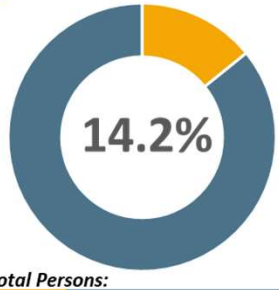
Activities past 12 months: Golf

HUBBARD BROADCASTING INC. HB INC.



14.2% or 37,183,859 of USA Adults 18 or older Played GOLF in the past 12 months.
Typical Adults 18 or older who Played GOLF in the past 12 months are 46.8 years old (4.3% younger than average) and have a $143,185 (58.4% higher than average) annual household income.

Percent of Market: Adults 18 or older

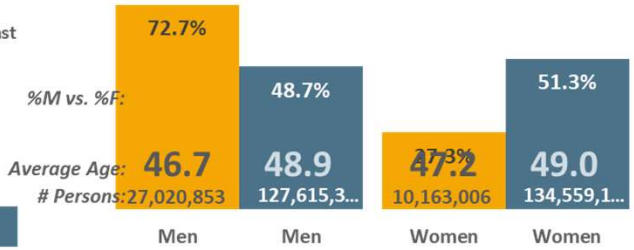


- who Played GOLF in the past 12 months
- Remainder of USA DMAs

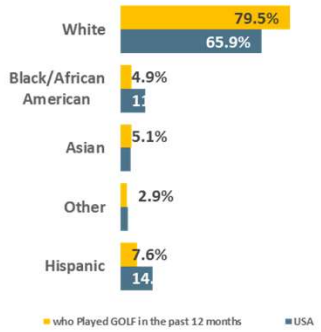
Total Persons:



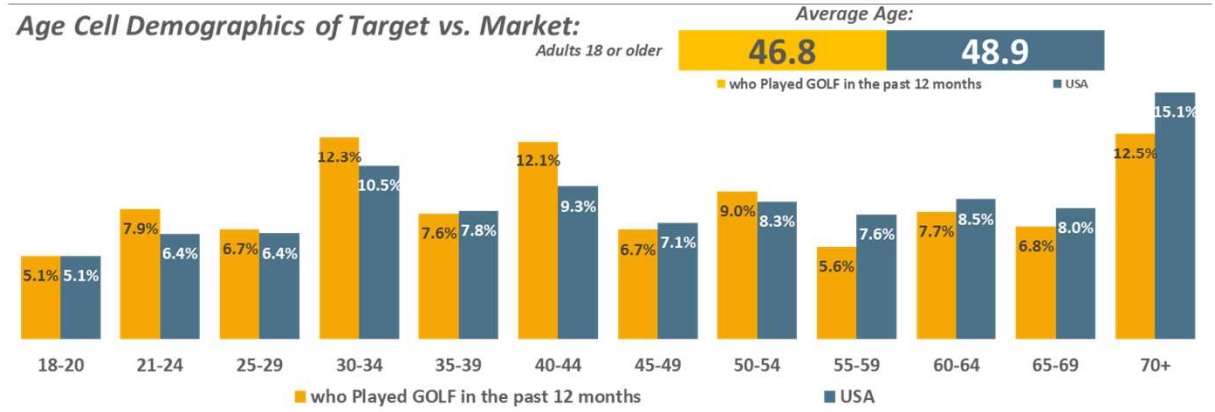
Gender of Target vs. Market: Adults 18 or older



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

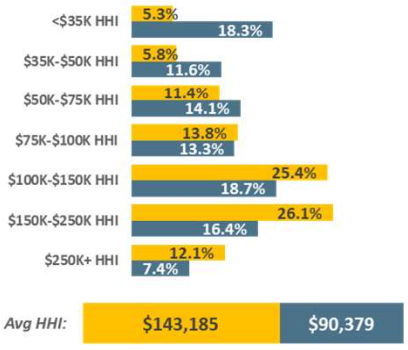


USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,148

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,335

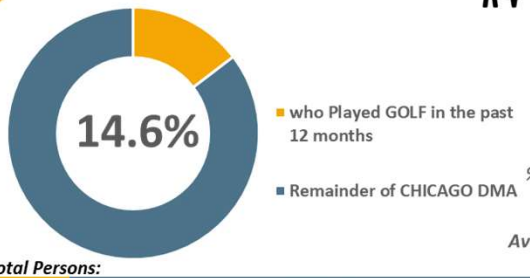
HHI of Target vs. Market:



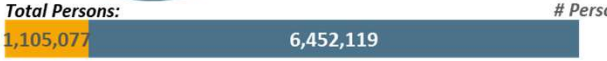


14.6% or 1,105,077 of CHICAGO DMA Adults 18 or older Played GOLF in the past 12 months.
Typical Adults 18 or older who Played GOLF in the past 12 months are 44.7 years old (7.8% younger than average) and have a $138,801 (35.5% higher than average) annual household income.

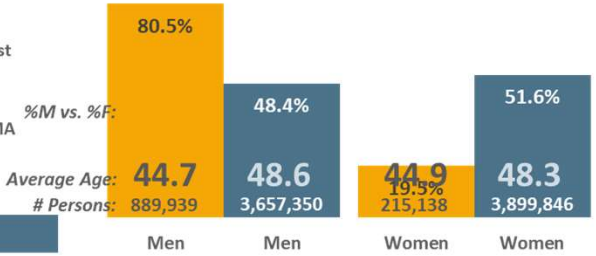
Percent of Market: Adults 18 or older



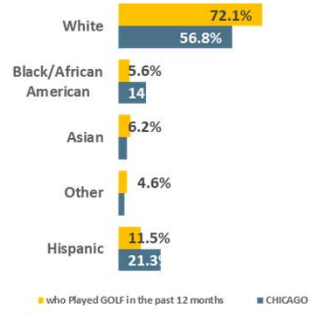
Total Persons:



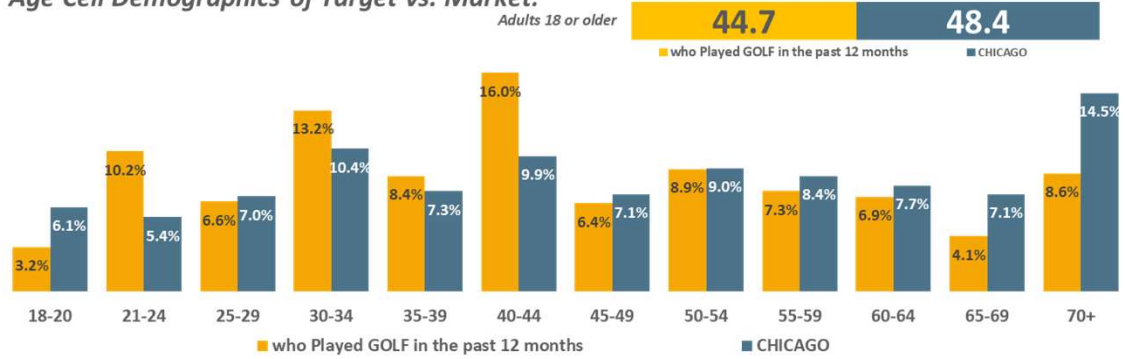
Gender of Target vs. Market: Adults 18 or older



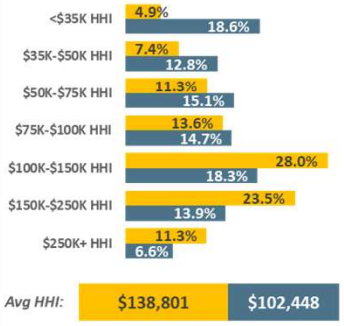
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



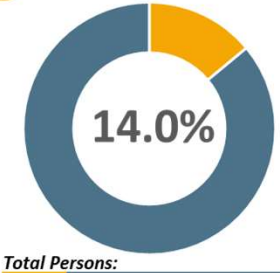
CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 463

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14.% or 266,329 of CINCINNATI DMA Adults 18 or older Played GOLF in the past 12 months.
Typical Adults 18 or older who Played GOLF in the past 12 months are 46.1 years old (5.7% younger than average) and have a $135,735 (43.3% higher than average) annual household income.

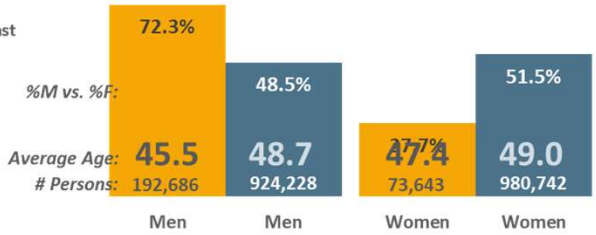
Percent of Market: Adults 18 or older



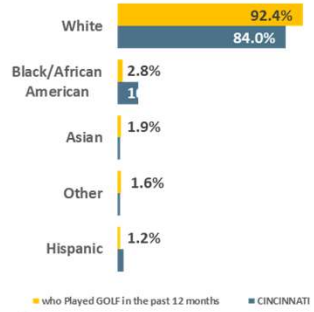
Total Persons:

266,329	1,638,641

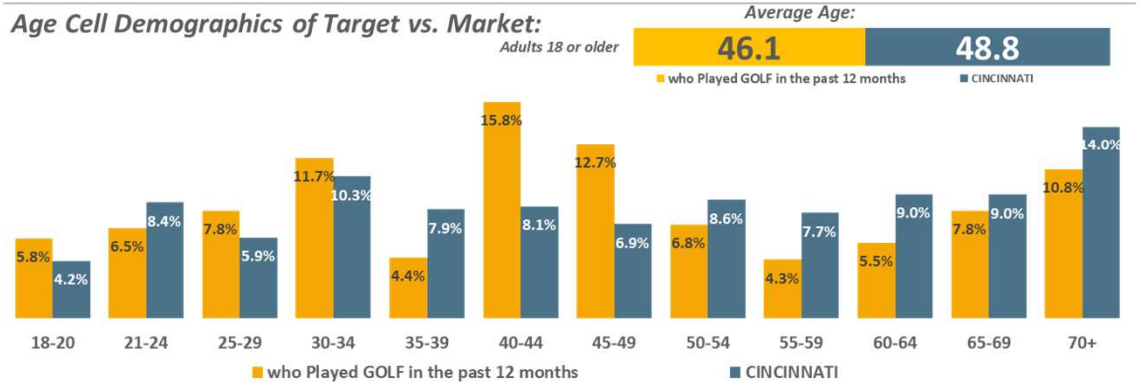
Gender of Target vs. Market: Adults 18 or older



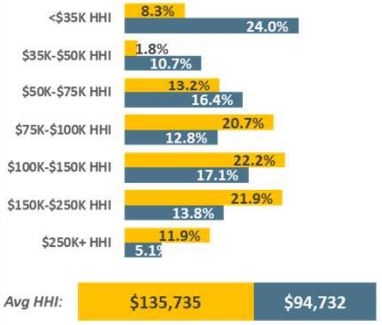
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$135,735	$94,732

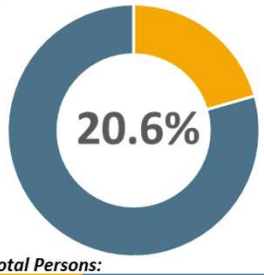
CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 275

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20.6% or 792,380 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Played GOLF in the past 12 months. Typical Adults 18 or older who Played GOLF in the past 12 months are 47.1 years old (3.5% younger than average) and have a $134,741 (26.5% higher than average) annual household income.

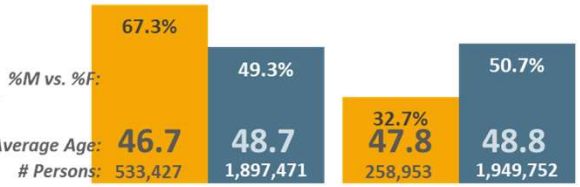
Percent of Market: Adults 18 or older



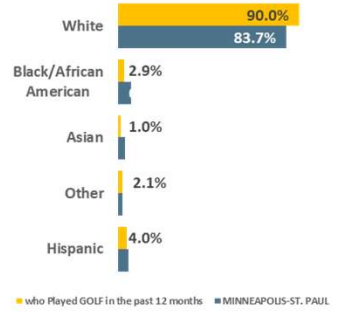
Total Persons:

792,380	3,054,843

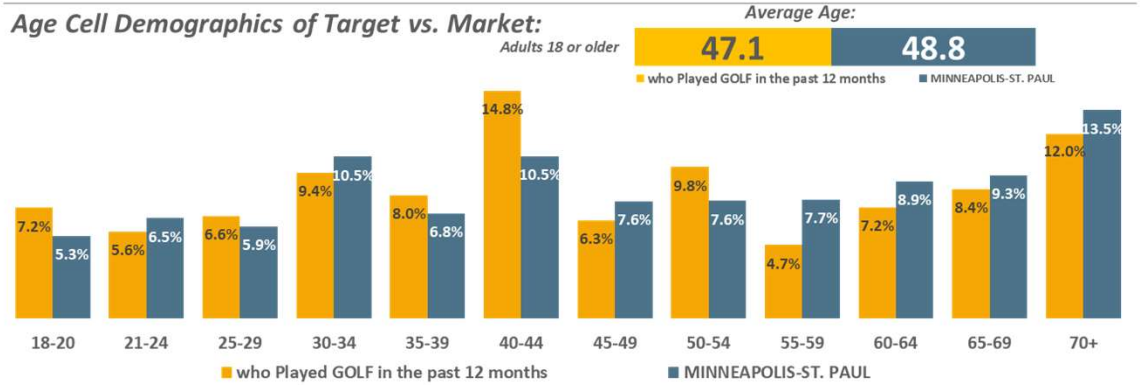
Gender of Target vs. Market: Adults 18 or older



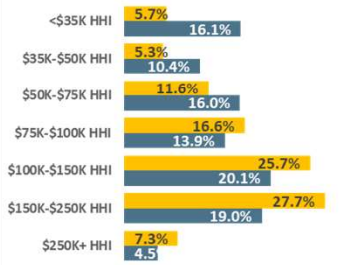
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$134,741	$106,532

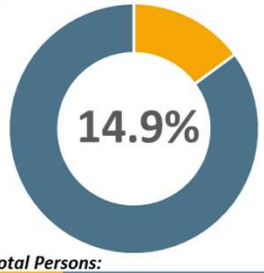
MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 374

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14.9% or 373,800 of ST. LOUIS DMA Adults 18 or older Played GOLF in the past 12 months.
Typical Adults 18 or older who Played GOLF in the past 12 months are 47.8 years old (3.6% younger than average) and have a $141,060 (49.% higher than average) annual household income.

Percent of Market: Adults 18 or older



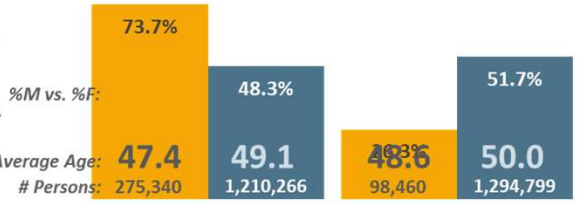
who Played GOLF in the past 12 months

Remainder of ST. LOUIS DMA

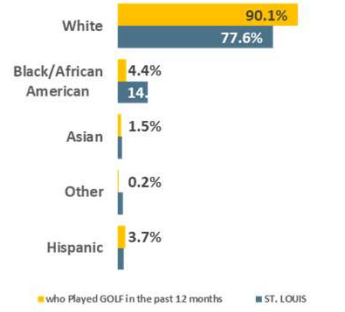
Total Persons:

373,800	2,131,265

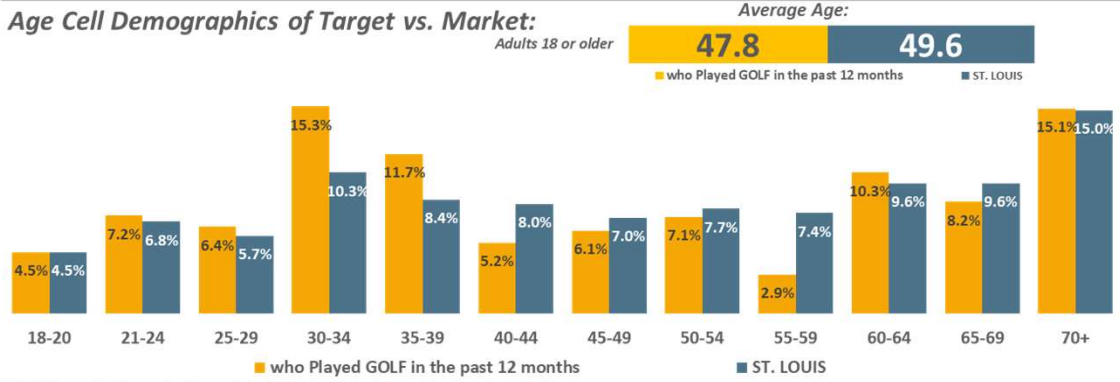
Gender of Target vs. Market: Adults 18 or older



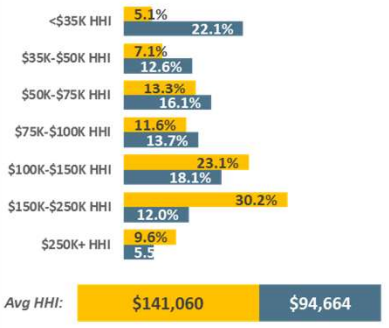
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



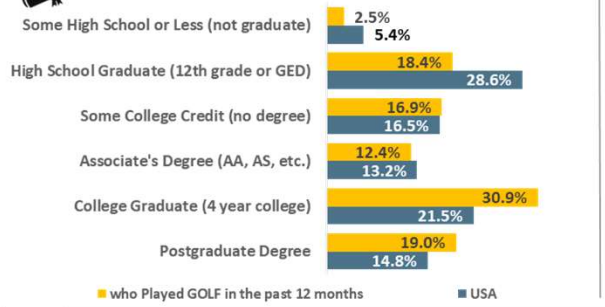
ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 313

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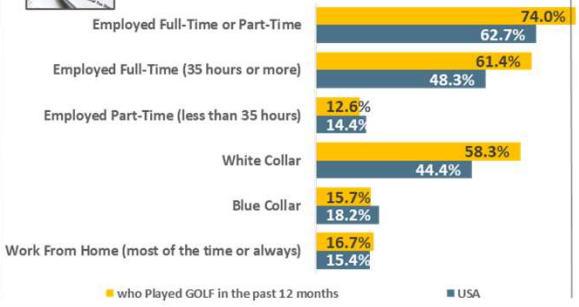


14.2% or 37,183,859 of USA Adults 18 or older Played GOLF in the past 12 months.
Adults 18 or older who Played GOLF in the past 12 months are 37.5% more likely to be a college graduate, 27.2% more likely to work full-time, 18.4% more likely to be married, 4.6% more likely to be a parent of 1 or more children under 18.

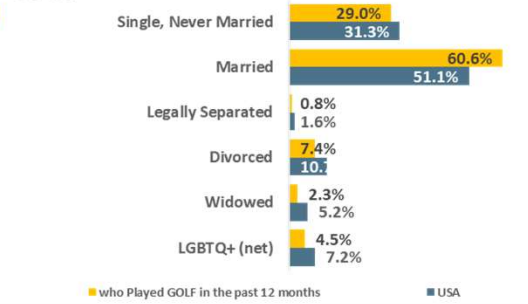
Education Levels: Adults 18 or older



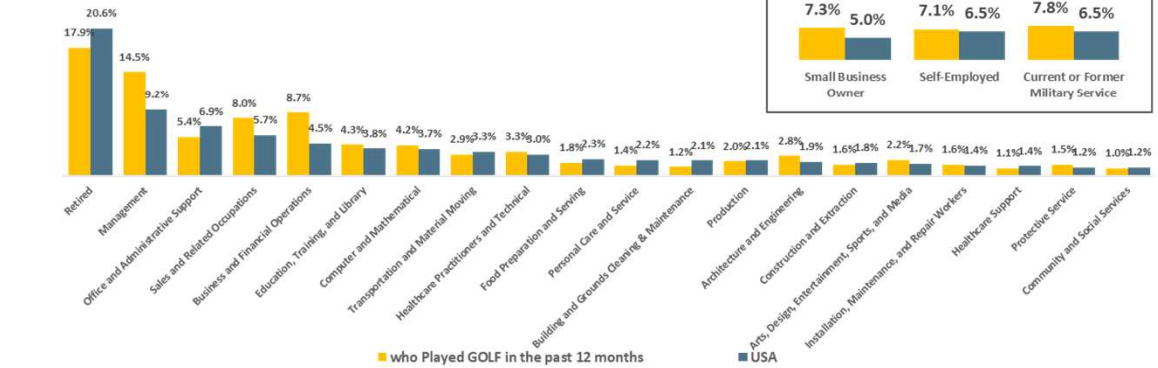
Employment: Adults 18 or older



Marital Status: Adults 18 or older

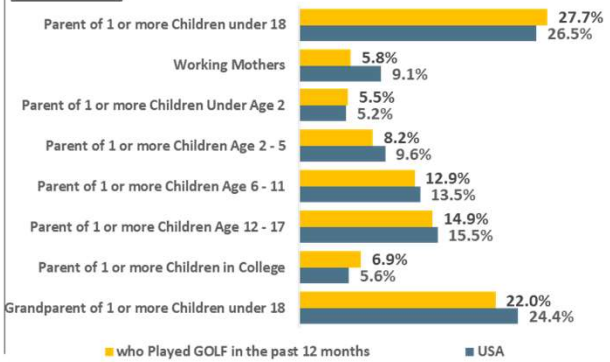


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,148

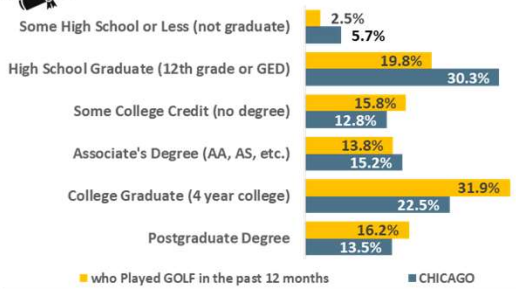
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,335

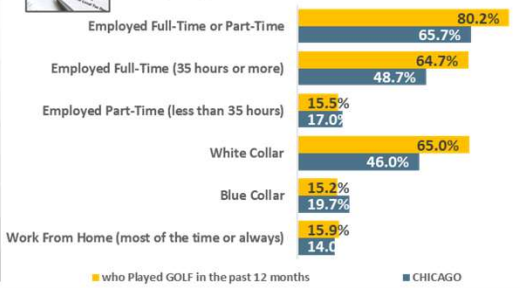


14.6% or 1,105,077 of CHICAGO DMA Adults 18 or older Played GOLF in the past 12 months.
Adults 18 or older who Played GOLF in the past 12 months are 33.6% more likely to be a college graduate, 32.7% more likely to work full-time, 13.% more likely to be married, 18.4% more likely to be a parent of 1 or more children under 18.

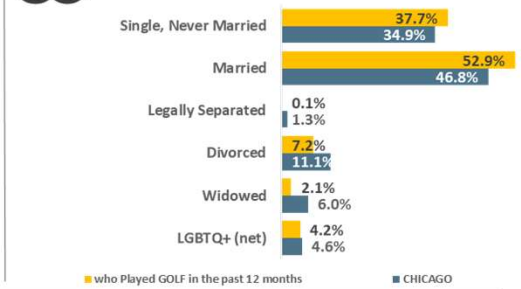
Education Levels: Adults 18 or older



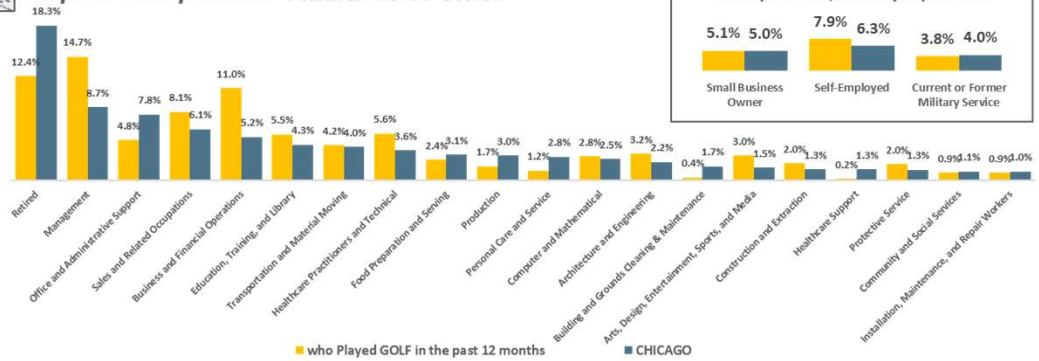
Employment: Adults 18 or older



Marital Status: Adults 18 or older

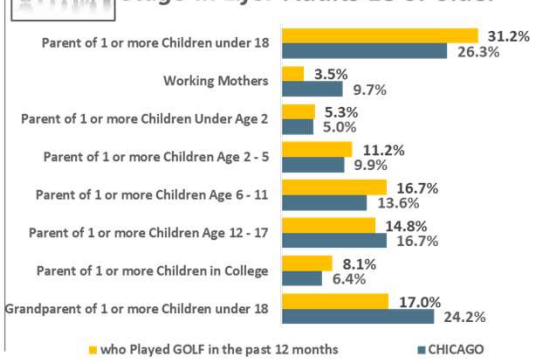


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



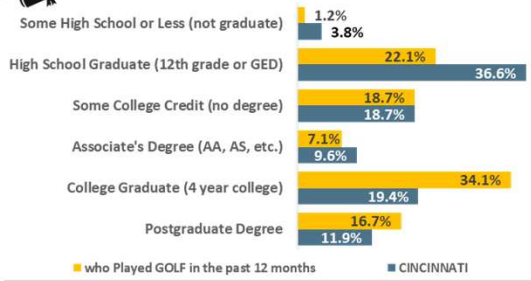
CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 463

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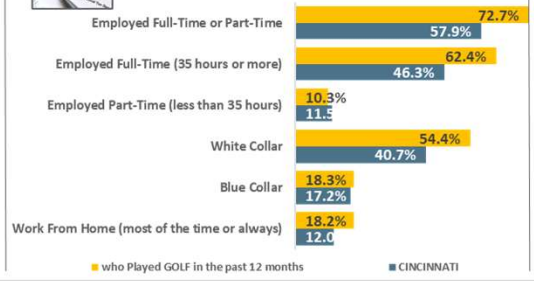


14.% or 266,329 of CINCINNATI DMA Adults 18 or older Played GOLF in the past 12 months.
Adults 18 or older who Played GOLF in the past 12 months are 62.3% more likely to be a college graduate, 34.7% more likely to work full-time, 28.4% more likely to be married, 31.% more likely to be a parent of 1 or more children under 18.

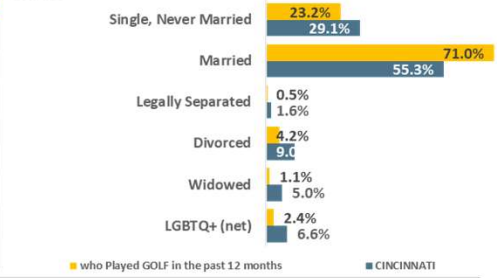
Education Levels: Adults 18 or older



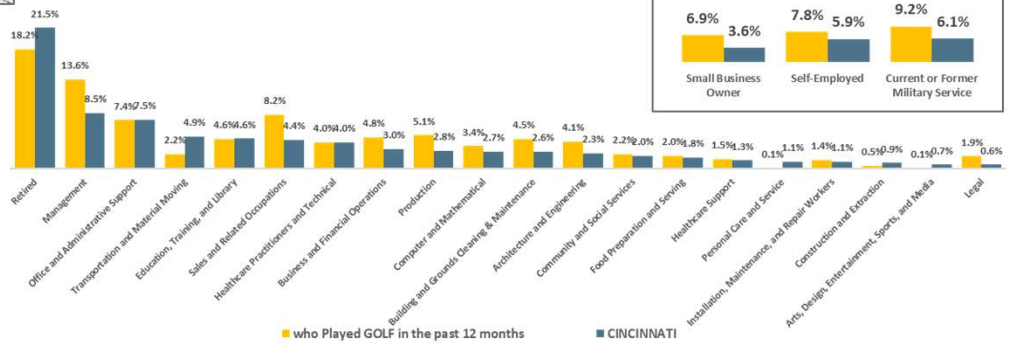
Employment: Adults 18 or older



Marital Status: Adults 18 or older

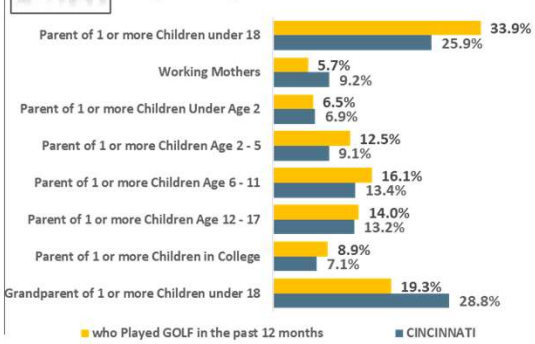


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



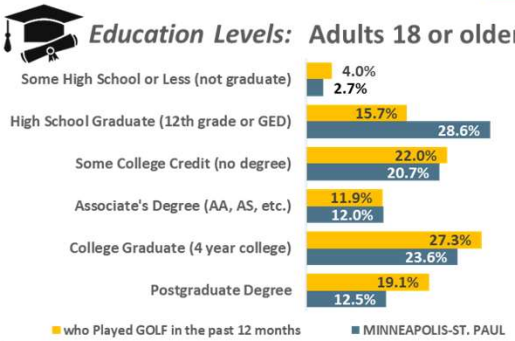
CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 275

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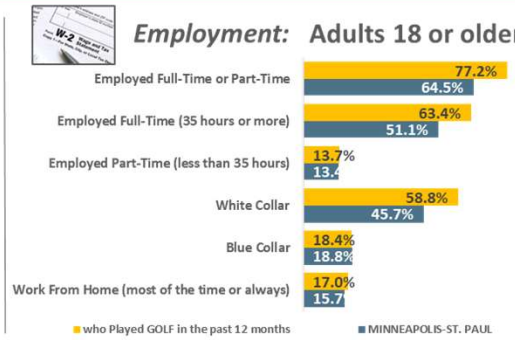


20.6% or 792,380 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Played GOLF in the past 12 months. Adults 18 or older who Played GOLF in the past 12 months are 28.7% more likely to be a college graduate, 24.2% more likely to work full-time, 16.7% more likely to be married, 31.3% more likely to be a parent of 1 or more children under 18.

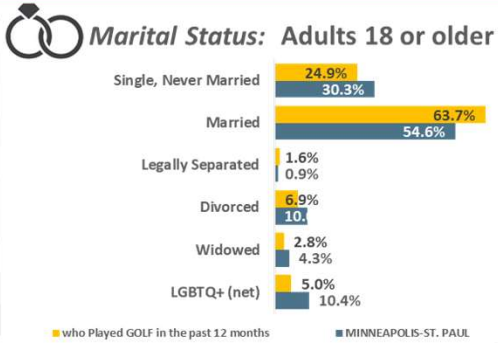
Education Levels: Adults 18 or older



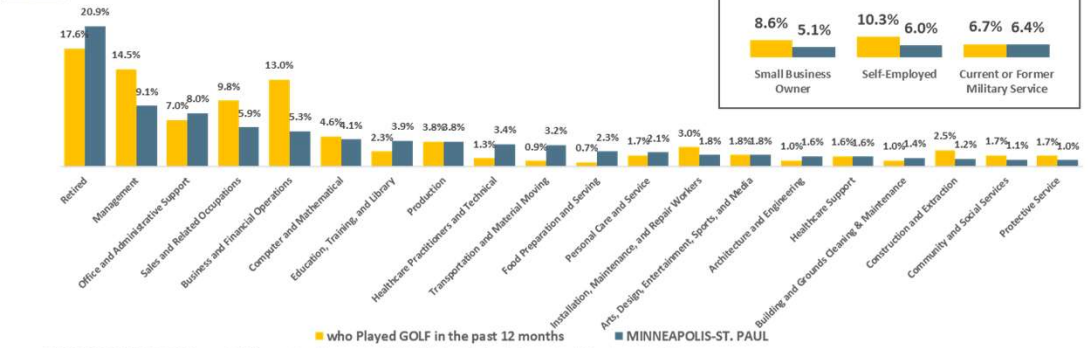
Employment: Adults 18 or older



Marital Status: Adults 18 or older

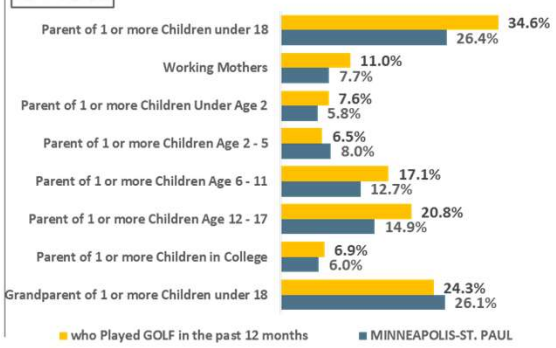


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



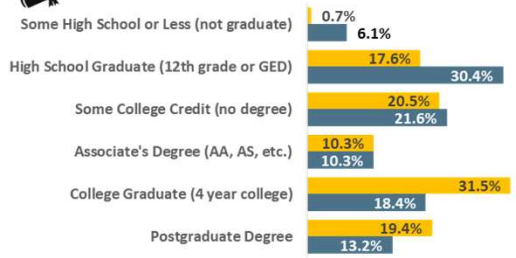
MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 374

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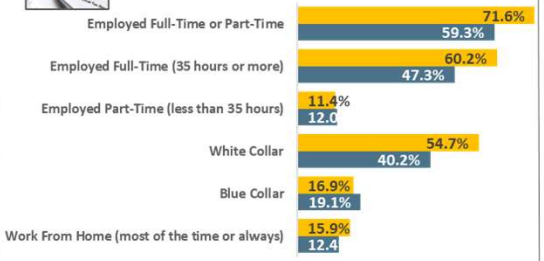


14.9% or 373,800 of ST. LOUIS DMA Adults 18 or older Played GOLF in the past 12 months.
Adults 18 or older who Played GOLF in the past 12 months are 61.1% more likely to be a college graduate, 27.2% more likely to work full-time, 28.6% more likely to be married, 1.% less likely to be a parent of 1 or more children under 18.

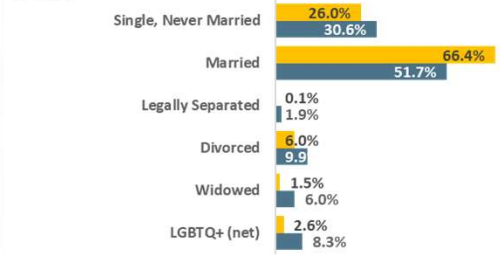
Education Levels: Adults 18 or older



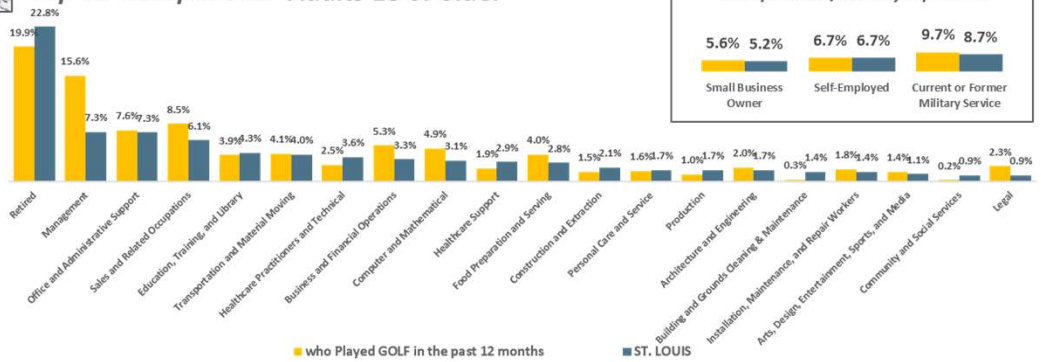
Employment: Adults 18 or older



Marital Status: Adults 18 or older

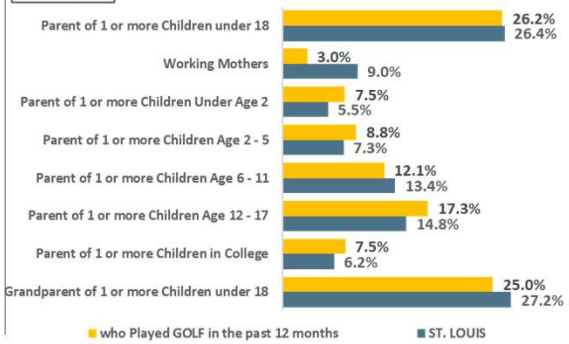


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



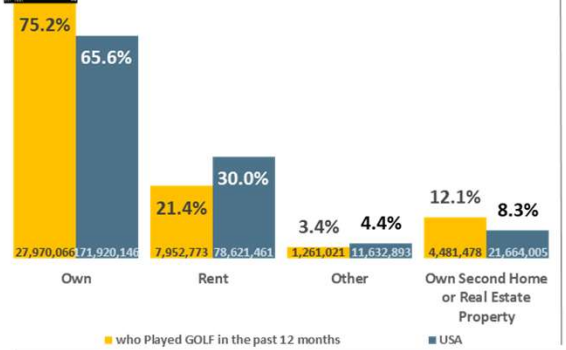
ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 313

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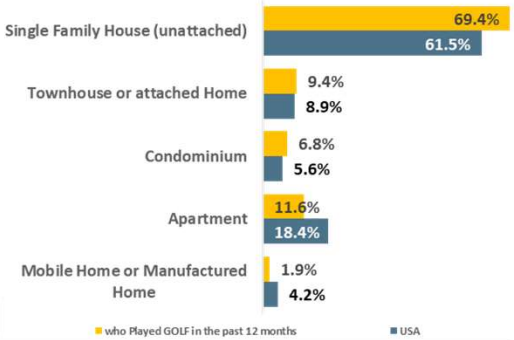


14.2% or 37,183,859 of USA Adults 18 or older Played GOLF in the past 12 months.
Adults 18 or older who Played GOLF in the past 12 months are 14.7% more likely to own their home, 36.% more likely to own a higher valued home, 12.9% more likely to have a single-family home, 12.7% more likely to have a dog.

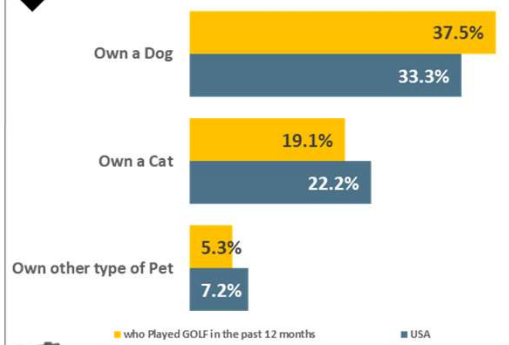
Own/Rent/Other: Adults 18 or older



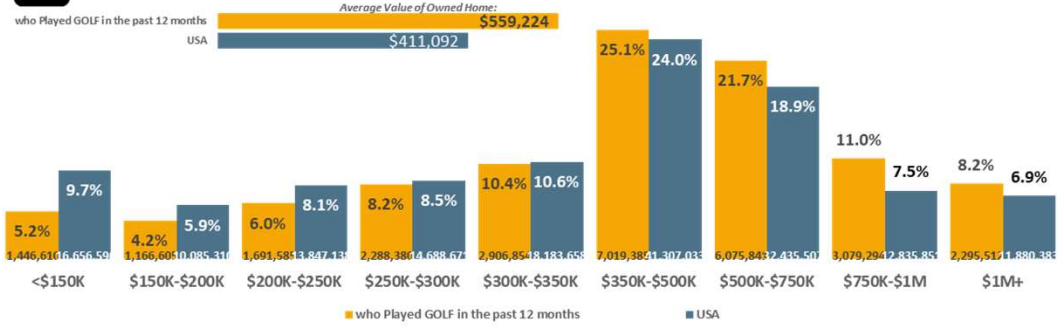
Type of Home: Adults 18 or older



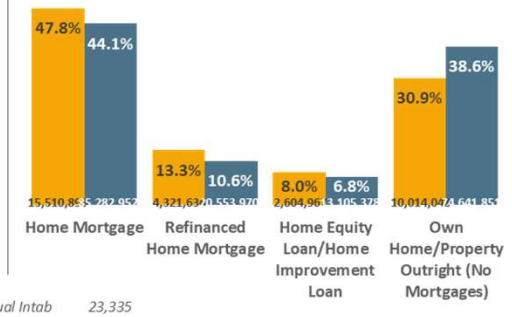
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *3,148*

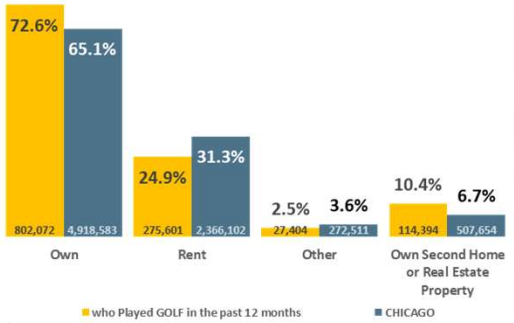
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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,335*

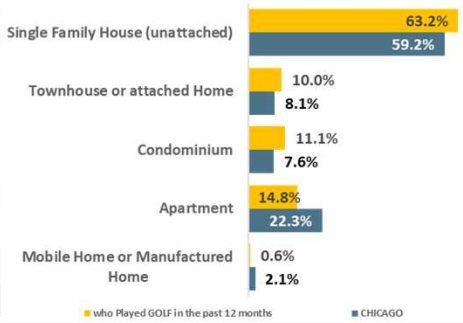


14.6% or 1,105,077 of CHICAGO DMA Adults 18 or older Played GOLF in the past 12 months.
Adults 18 or older who Played GOLF in the past 12 months are 11.5% more likely to own their home, 12.1% more likely to own a higher valued home, 6.8% more likely to have a single-family home, 22.4% more likely to have a dog.

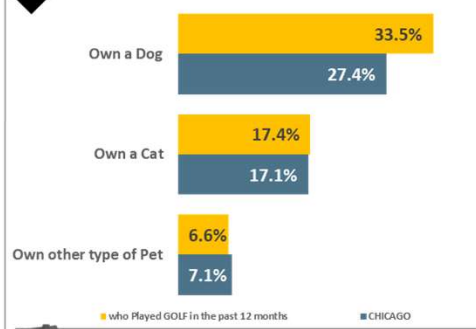
Own/Rent/Other: Adults 18 or older



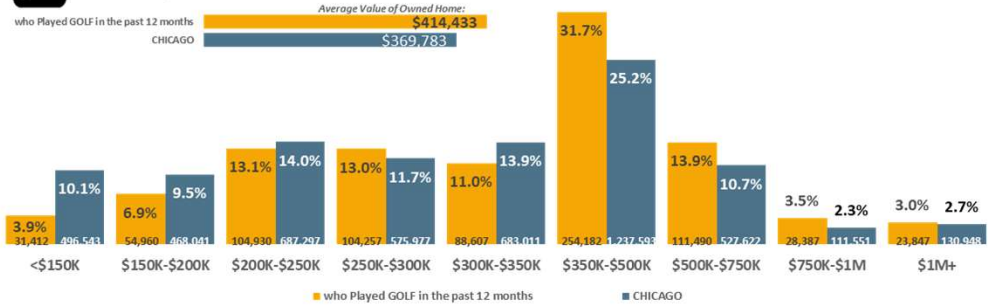
Type of Home: Adults 18 or older



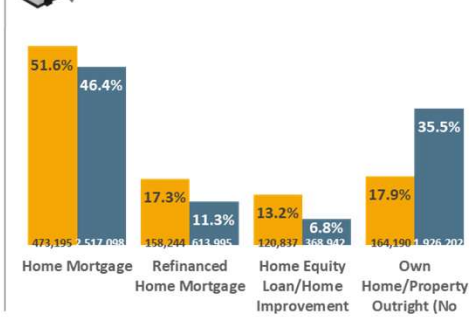
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



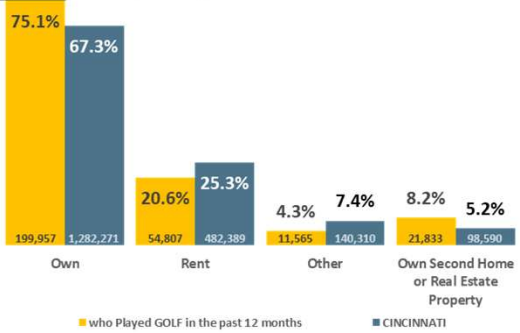
CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 463

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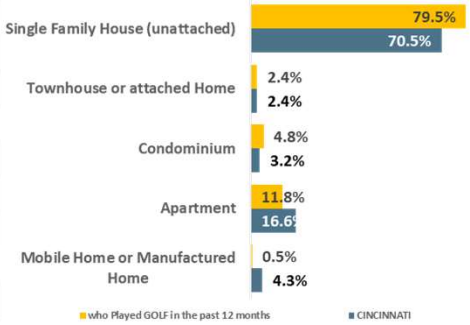


14.% or 266,329 of CINCINNATI DMA Adults 18 or older Played GOLF in the past 12 months.
Adults 18 or older who Played GOLF in the past 12 months are 11.5% more likely to own their home, 25.7% more likely to own a higher valued home, 12.9% more likely to have a single-family home, 4.5% more likely to have a dog.

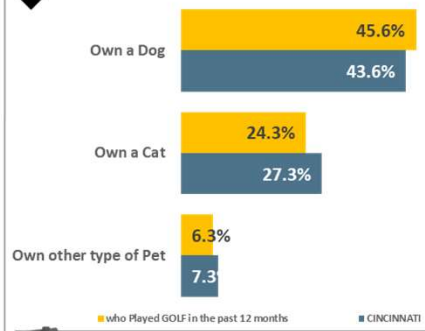
Own/Rent/Other: Adults 18 or older



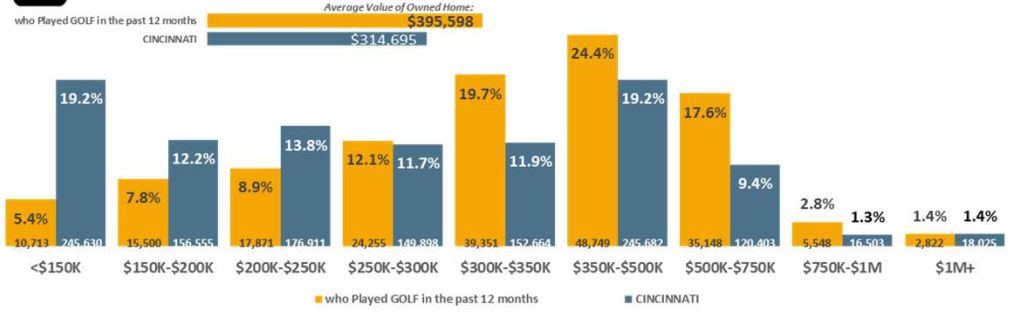
Type of Home: Adults 18 or older



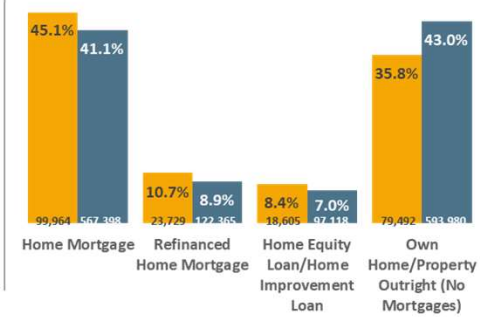
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



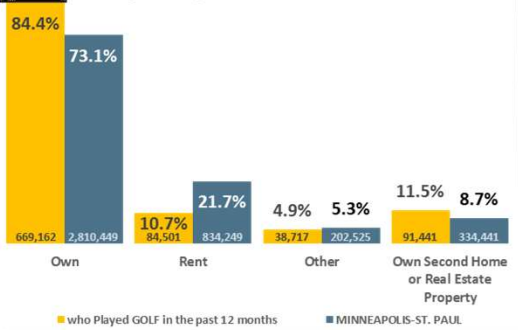
CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 275

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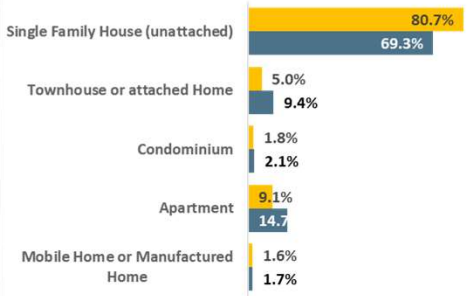


20.6% or 792,380 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Played GOLF in the past 12 months. Adults 18 or older who Played GOLF in the past 12 months are 15.6% more likely to own their home, 16.1% more likely to own a higher valued home, 16.4% more likely to have a single-family home, 3.9% more likely to have a dog.

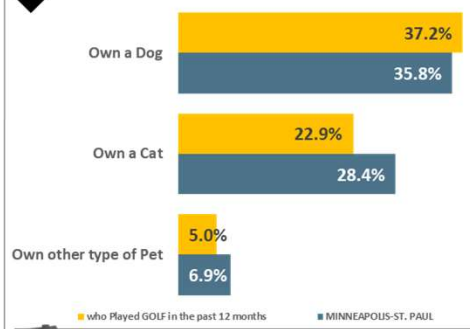
Own/Rent/Other: Adults 18 or older



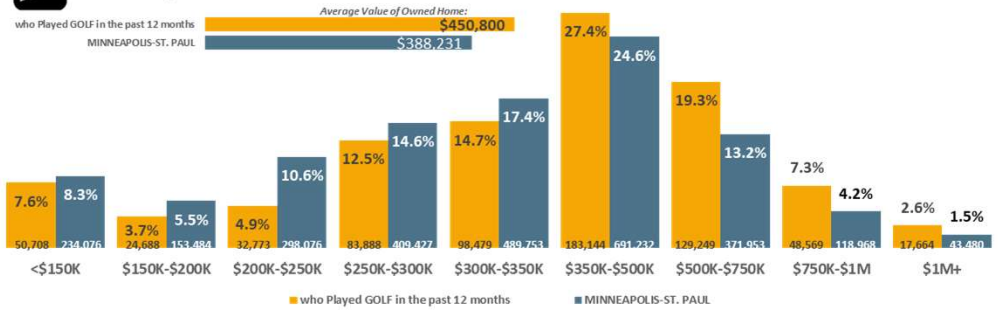
Type of Home: Adults 18 or older



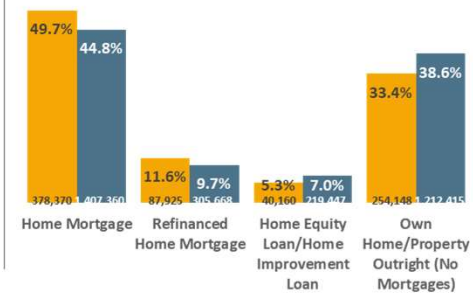
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



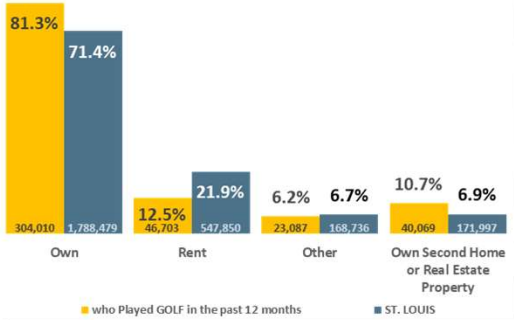
MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 374

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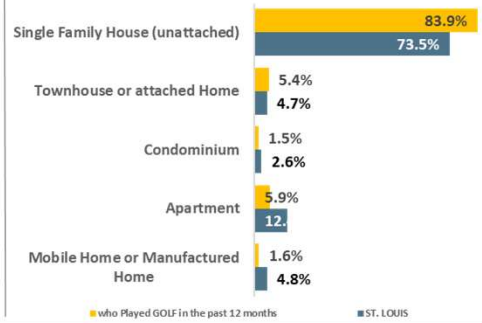


14.9% or 373,800 of ST. LOUIS DMA Adults 18 or older Played GOLF in the past 12 months.
Adults 18 or older who Played GOLF in the past 12 months are 13.9% more likely to own their home, 36.8% more likely to own a higher valued home, 14.2% more likely to have a single-family home, 15.6% more likely to have a dog.

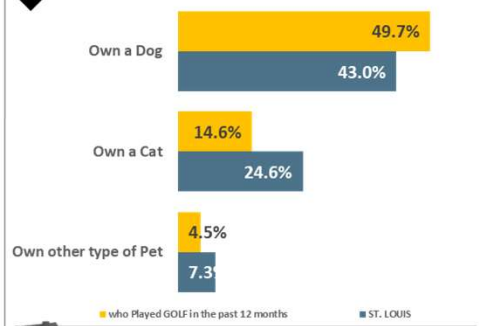
Own/Rent/Other: Adults 18 or older



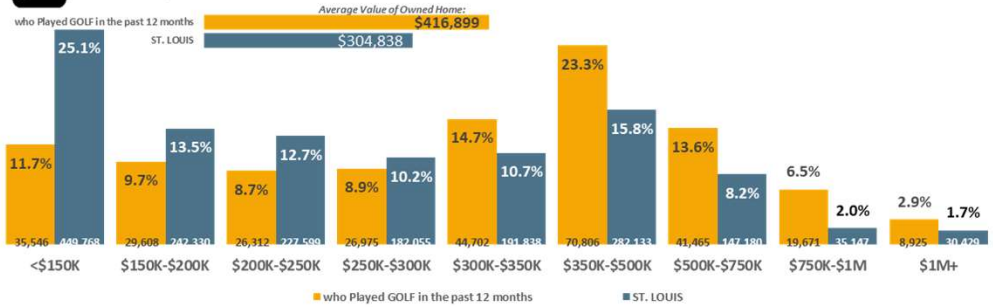
Type of Home: Adults 18 or older



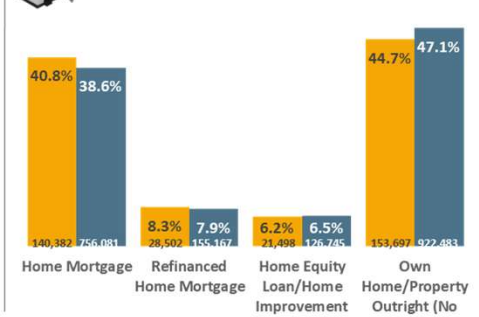
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



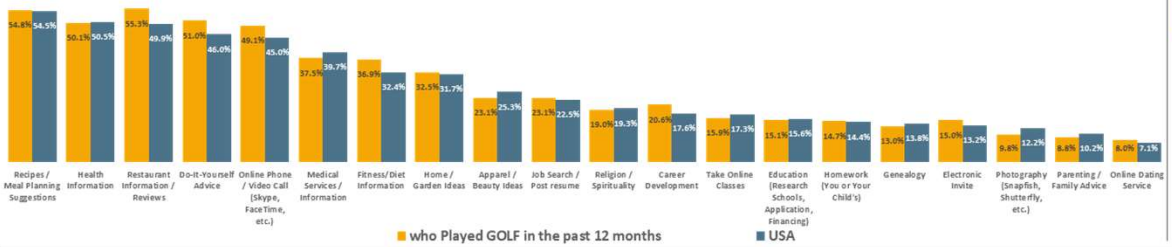
ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 313

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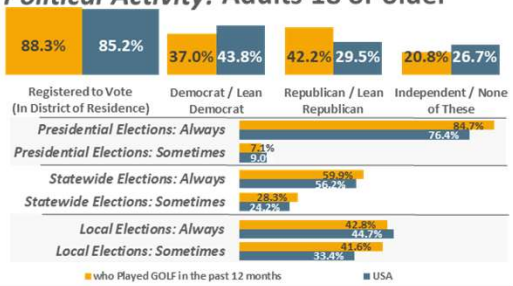


14.2% or 37,183,859 of USA Adults 18 or older Played GOLF in the past 12 months.
Adults 18 or older who Played GOLF in the past 12 months are 10.8% more likely to look up D-I-Y advice online, 4.2% less likely to always vote in local elections, 49.9% more likely to belong to a gym, 37.7% more likely to fly domestic past yr.

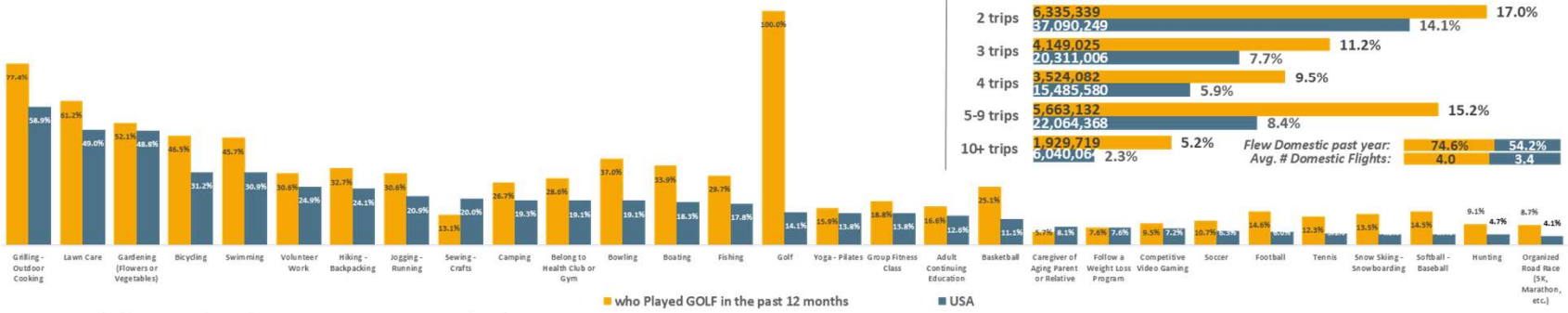
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,148

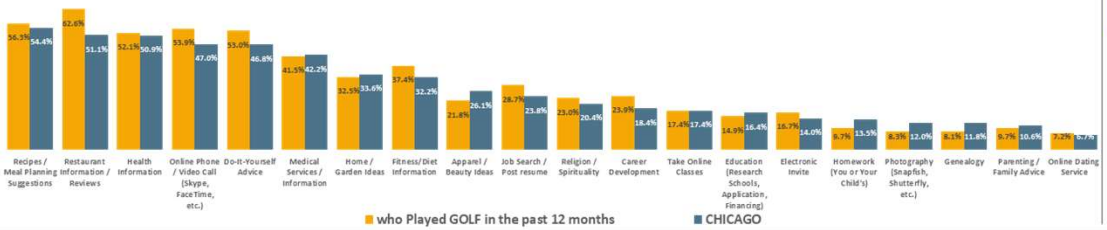
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,335

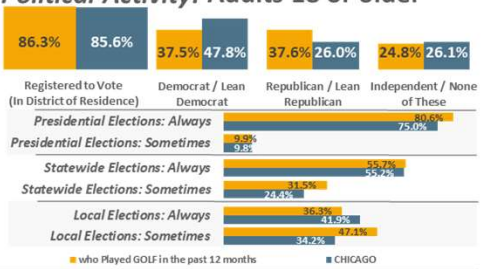


14.6% or 1,105,077 of CHICAGO DMA Adults 18 or older Played GOLF in the past 12 months.
Adults 18 or older who Played GOLF in the past 12 months are 13.3% more likely to look up D-I-Y advice online, 13.5% less likely to always vote in local elections, 43.6% more likely to belong to a gym, 36.5% more likely to fly domestic past yr.

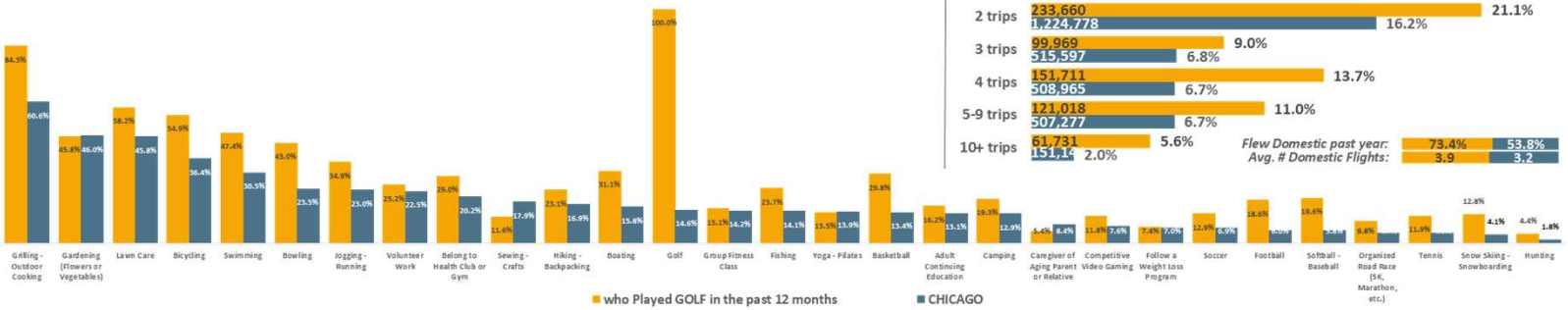
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

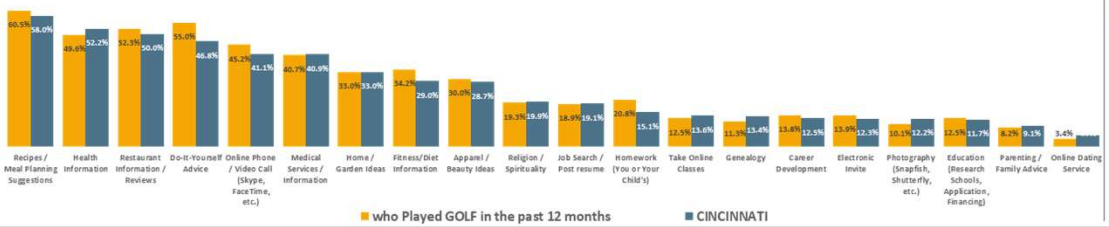
CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 463

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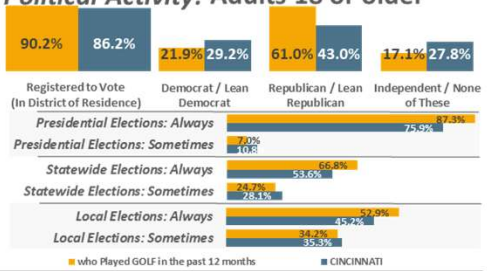


14.% or 266,329 of CINCINNATI DMA Adults 18 or older Played GOLF in the past 12 months.
Adults 18 or older who Played GOLF in the past 12 months are 17.6% more likely to look up D-I-Y advice online, 17.2% more likely to always vote in local elections, 55.3% more likely to belong to a gym, 42.9% more likely to fly domestic past yr.

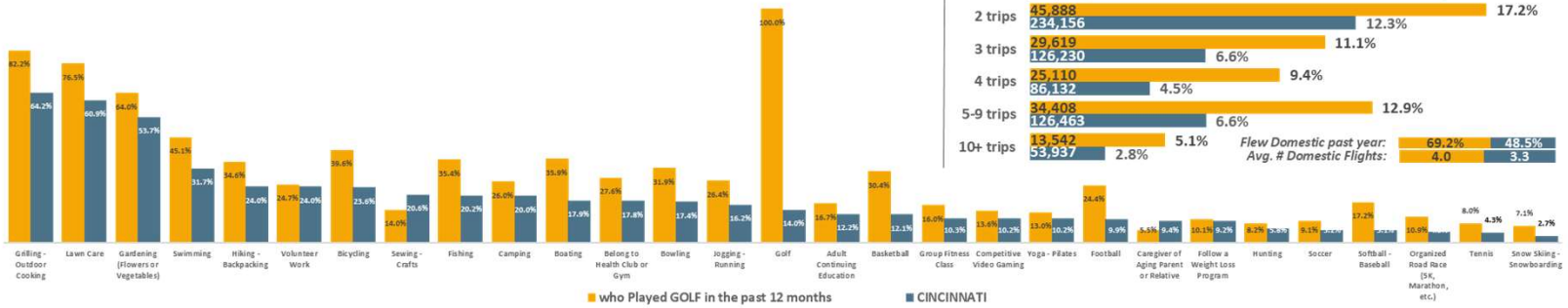
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 275

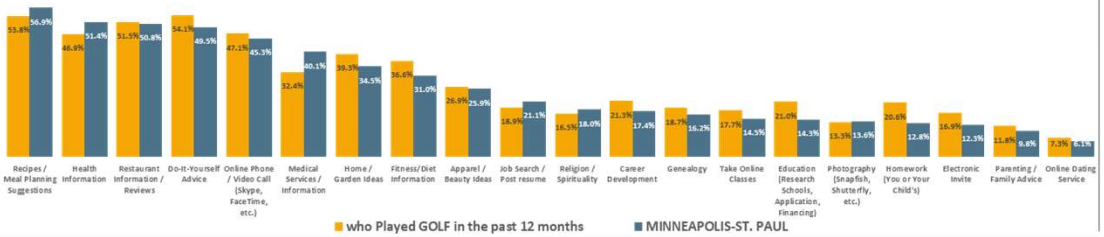
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Activities past 12 months: Golf

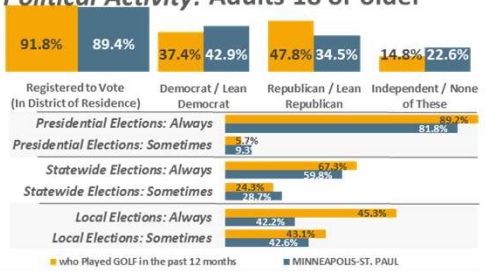


20.6% or 792,380 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Played GOLF in the past 12 months. Adults 18 or older who Played GOLF in the past 12 months are 9.4% more likely to look up D-I-Y advice online, 7.4% more likely to always vote in local elections, 26.5% more likely to belong to a gym, 37.7% more likely to fly domestic past yr.

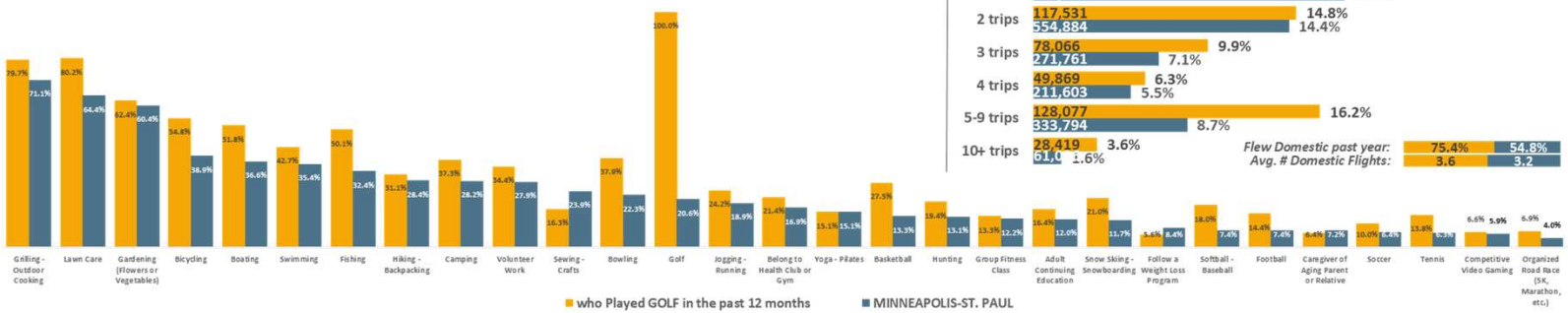
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

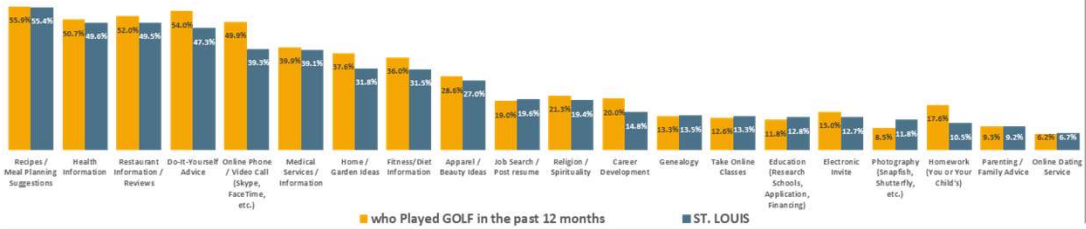
MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 374

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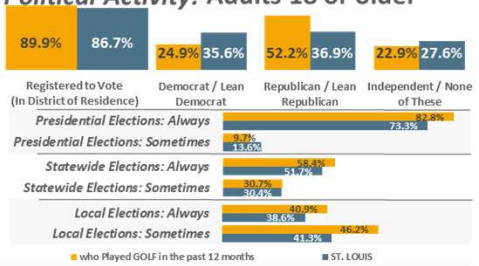


14.9% or 373,800 of ST. LOUIS DMA Adults 18 or older Played GOLF in the past 12 months.
Adults 18 or older who Played GOLF in the past 12 months are 13.9% more likely to look up D-I-Y advice online, 6.% more likely to always vote in local elections, 73.5% more likely to belong to a gym, 53.4% more likely to fly domestic past yr.

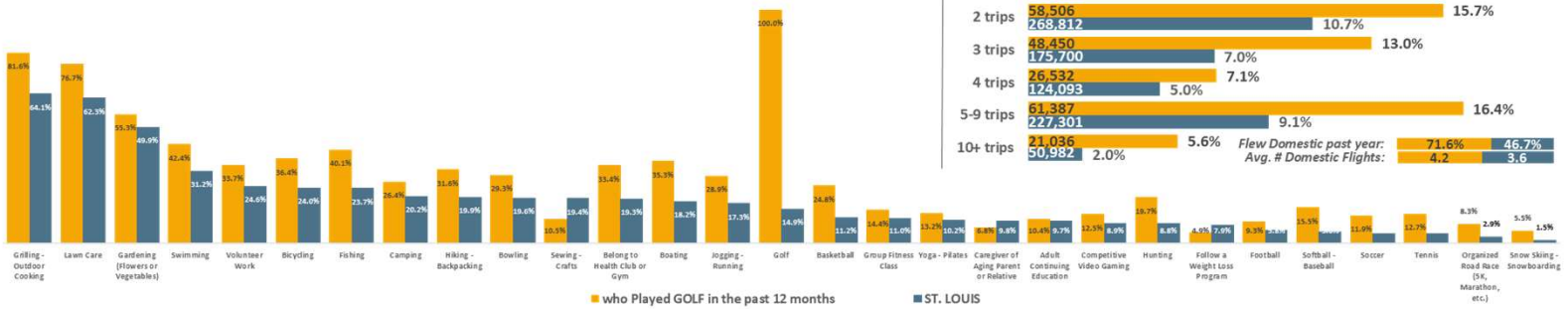
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 313

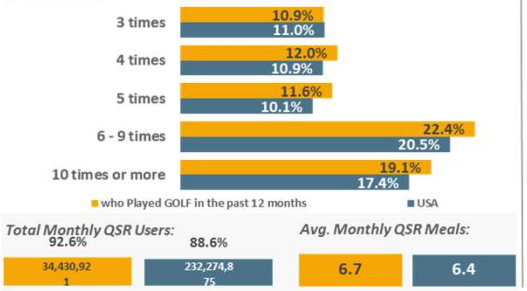
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14.2% or 37,183,859 of USA Adults 18 or older Played GOLF in the past 12 months.
Adults 18 or older who Played GOLF in the past 12 months are 4.5% more likely to use QSRs past mo., 13.6% more likely to use Sit-Down Restaurants past mo., 36.4% more likely to use Casinos past yr., 28.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



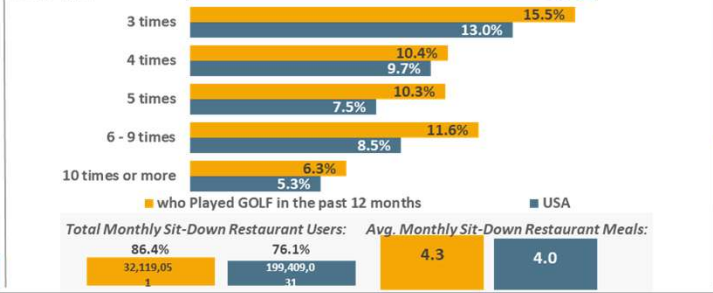


Total Monthly QSR Users:
92.6% 88.6%
34,430,92 1 | 232,274,8 75

Avg. Monthly QSR Meals:
6.7 | 6.4

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





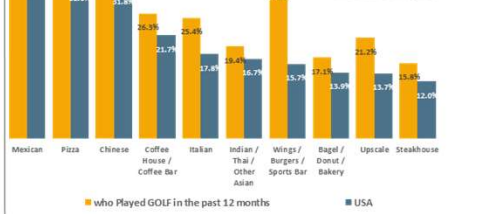
Total Monthly Sit-Down Restaurant Users:
86.4% 76.1%
32,119,05 1 | 199,409,0 31

Avg. Monthly Sit-Down Restaurant Meals:
4.3 | 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)





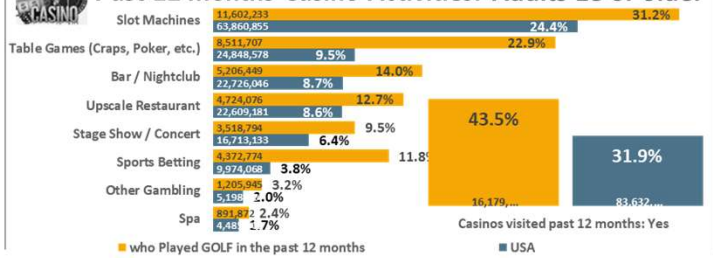
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Played GOLF in the past 12 months 6,516,028 17.5%
USA 17.7%

Drank Past 30-days: Adults 18 or older



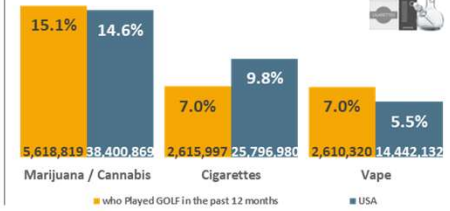
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *3,148*

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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,335*



14.6% or 1,105,077 of CHICAGO DMA Adults 18 or older Played GOLF in the past 12 months.
Adults 18 or older who Played GOLF in the past 12 months are 7.2% more likely to use QSRs past mo., 18.3% more likely to use Sit-Down Restaurants past mo., 32.2% more likely to use Casinos past yr., 28.6% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

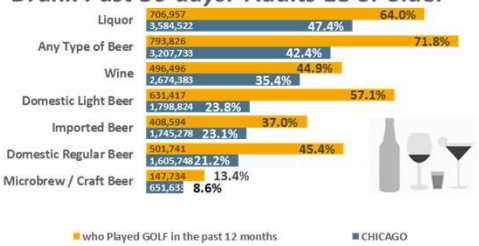
(Sit-Down Restaurants Used Past 30-days)



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

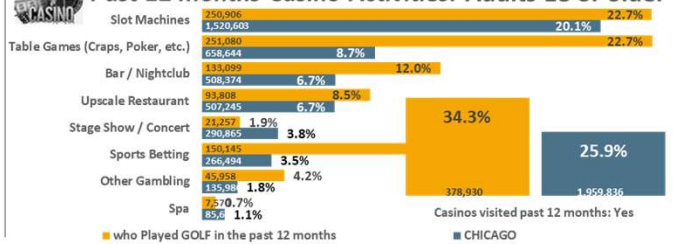


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Casinos visited past 12 months: Yes

Used Past 30-days: Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 463

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14.% or 266,329 of CINCINNATI DMA Adults 18 or older Played GOLF in the past 12 months.
Adults 18 or older who Played GOLF in the past 12 months are .8% more likely to use QSRs past mo., 8.2% more likely to use Sit-Down Restaurants past mo., 39.7% more likely to use Casinos past yr., 57.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



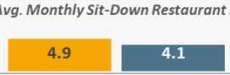
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

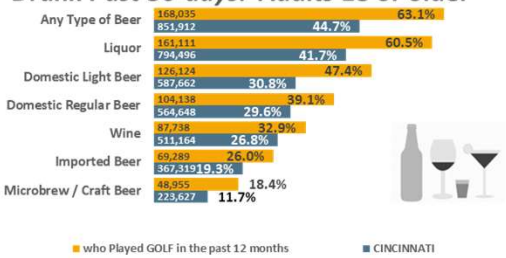
(Sit-Down Restaurants Used Past 30-days)



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

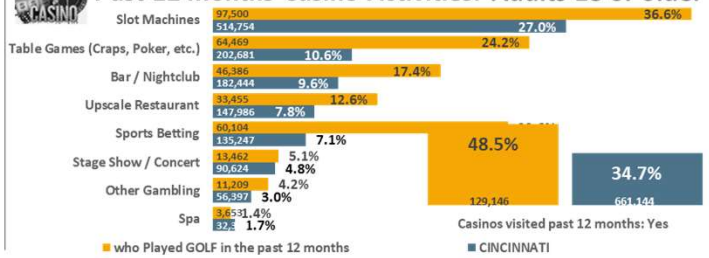


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 275

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Activities past 12 months: Golf



20.6% or 792,380 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Played GOLF in the past 12 months. Adults 18 or older who Played GOLF in the past 12 months are 2.1% more likely to use QSRs past mo., 13.1% more likely to use Sit-Down Restaurants past mo., 34.8% more likely to use Casinos past yr., 7.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



	who Played GOLF in the past 12 months	MINNEAPOLIS-ST. PAUL
1 time	12.3%	11.5%
2 times	10.6%	13.8%
3 times	8.8%	11.8%
4 times	11.3%	11.3%
5 times	14.5%	11.7%
6 - 9 times	20.2%	17.2%
10 times or more	11.8%	10.5%

Total Monthly QSR Users:		*Avg. Monthly QSR Meals:*	
89.4%	87.6%	5.7	5.3
708,774	3,371,117		

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



	who Played GOLF in the past 12 months	MINNEAPOLIS-ST. PAUL
1 time	21.1%	20.3%
2 times	26.5%	18.3%
3 times	9.8%	12.4%
4 times	6.8%	8.4%
5 times	8.2%	6.7%
6 - 9 times	9.1%	6.3%
10 times or more	3.4%	2.7%

Total Monthly Sit-Down Restaurant Users:		*Avg. Monthly Sit-Down Restaurant Meals:*	
85.1%	75.2%	3.4	3.3
673,930	2,892,950		

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



	who Played GOLF in the past 12 months	MINNEAPOLIS-ST. PAUL
Pizza	30.7%	32.9%
Mexican	28.1%	25.5%
Chinese	20.9%	24.1%
Wings / Burgers / Sports Bar	31.8%	21.0%
Coffee House / Coffee Bar	23.7%	20.2%
Indian / Thai / Other Asian	13.2%	13.5%
Bagel / Donut / Bakery	13.8%	13.4%
Upscale	15.6%	10.3%
Italian	11.3%	10.2%
Steakhouse	9.5%	8.6%

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

who Played GOLF in the past 12 months	58,908	7.4%
MINNEAPOLIS-ST. PAUL	410,572	10.7%

Drank Past 30-days: Adults 18 or older



	who Played GOLF in the past 12 months		MINNEAPOLIS-ST. PAUL	
Liquor	482,159	60.8%	1,938,443	50.4%
Any Type of Beer	492,940	62.2%	1,925,644	50.1%
Domestic Regular Beer	339,475	42.8%	1,280,427	33.3%
Wine	286,421	36.1%	1,234,236	32.1%
Domestic Light Beer	348,722	44.0%	1,222,941	31.8%
Imported Beer	199,401	25.2%	749,586	19.5%
Microbrew / Craft Beer	185,625	23.4%	639,872	16.6%

Past 12 months Casino Activities: Adults 18 or older



	who Played GOLF in the past 12 months		MINNEAPOLIS-ST. PAUL	
Slot Machines	317,394	40.1%	1,177,382	30.6%
Table Games (Craps, Poker, etc.)	227,613	28.7%	443,278	11.5%
Bar / Nightclub	96,391	12.2%	374,374	9.7%
Stage Show / Concert	88,767	11.2%	334,332	8.7%
Upscale Restaurant	68,108	8.6%	301,195	7.8%
Sports Betting	95,702	12.1%	153,745	4.0%
Other Gambling	34,348	4.3%	100,2	2.6%
Spa	19,746	2.5%	50	1.3%

Casinos visited past 12 months: Yes	
49.7%	36.9%
393,835	1,418,764

Used Past 30-days: Adults 18 or older



	103,260	537,737
Marijuana / Cannabis	13.0%	14.0%
Cigarettes	9.3%	10.0%
Vape	4.3%	6.6%
	34,398	254,436

who Played GOLF in the past 12 months ■ *MINNEAPOLIS-ST. PAUL*

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 374

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Activities past 12 months: Golf



14.9% or 373,800 of ST. LOUIS DMA Adults 18 or older Played GOLF in the past 12 months.
Adults 18 or older who Played GOLF in the past 12 months are .9% more likely to use QSRs past mo., 7.6% more likely to use Sit-Down Restaurants past mo., 33.6% more likely to use Casinos past yr., 46.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



	who Played GOLF in the past 12 months	ST. LOUIS
1 time	6.6%	9.3%
2 times	13.0%	8.9%
3 times	10.6%	10.2%
4 times	12.8%	11.5%
5 times	11.9%	10.8%
6 - 9 times	18.7%	20.4%
10 times or more	16.6%	18.4%

Total Monthly QSR Users:

who Played GOLF in the past 12 months	ST. LOUIS
90.3%	89.4%
337,403	2,239,916

Avg. Monthly QSR Meals:

who Played GOLF in the past 12 months	ST. LOUIS
6.3	6.6

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



	who Played GOLF in the past 12 months	ST. LOUIS
1 time	17.1%	18.6%
2 times	10.9%	15.7%
3 times	18.3%	13.2%
4 times	8.8%	8.6%
5 times	7.9%	7.1%
6 - 9 times	11.0%	7.3%
10 times or more	7.4%	5.4%

Total Monthly Sit-Down Restaurant Users:

who Played GOLF in the past 12 months	ST. LOUIS
81.6%	75.8%
304,965	1,899,922

Avg. Monthly Sit-Down Restaurant Meals:

who Played GOLF in the past 12 months	ST. LOUIS
4.5	3.9

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Played GOLF in the past 12 months	47,501	12.7%
ST. LOUIS	314,187	12.5%

Drank Past 30-days: Adults 18 or older

	who Played GOLF in the past 12 months		ST. LOUIS	
Liquor	193,861	51.9%	1,128,692	45.1%
Any Type of Beer	238,228	63.7%	1,124,460	44.9%
Domestic Light Beer	183,883	49.2%	823,332	32.9%
Domestic Regular Beer	184,907	49.5%	795,014	31.7%
Wine	167,337	44.8%	766,626	30.6%
Imported Beer	113,725	30.4%	434,705	17.4%
Microbrew / Craft Beer	82,586	22.1%	258,809	10.3%



Past 12 months Casino Activities: Adults 18 or older

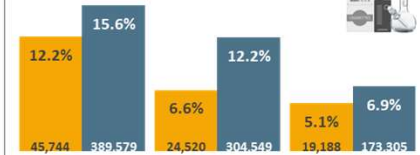
	who Played GOLF in the past 12 months		ST. LOUIS	
Slot Machines	108,066	28.9%	577,038	23.0%
Bar / Nightclub	45,708	12.2%	244,244	9.8%
Table Games (Craps, Poker, etc.)	76,437	20.4%	211,476	8.4%
Upscale Restaurant	48,887	13.1%	146,626	5.9%
Stage Show / Concert	20,601	5.5%	109,764	4.4%
Sports Betting	28,239	7.6%	77,379	3.1%
Spa	11,499	3.1%	54,77[illegible]	2.2%
Other Gambling	14,797	4.0%	37,[illegible]	1.5%

Casinos visited past 12 months: Yes

who Played GOLF in the past 12 months	ST. LOUIS
39.0%	29.2%
145,734	731,083

Used Past 30-days: Adults 18 or older





ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 313

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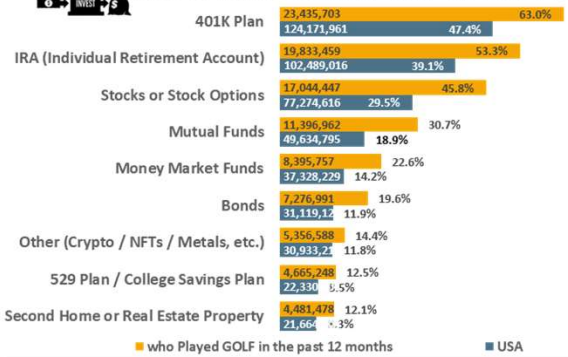
Activities past 12 months: Golf



14.2% or 37,183,859 of USA Adults 18 or older Played GOLF in the past 12 months.
Adults 18 or older who Played GOLF in the past 12 months are 33.1% more likely to have a 401K, 31.9% more likely to have an Auto Loan, 64.3% more likely to Invest/Trade Stocks Online, 11.5% less likely to pay with their Debit Card.

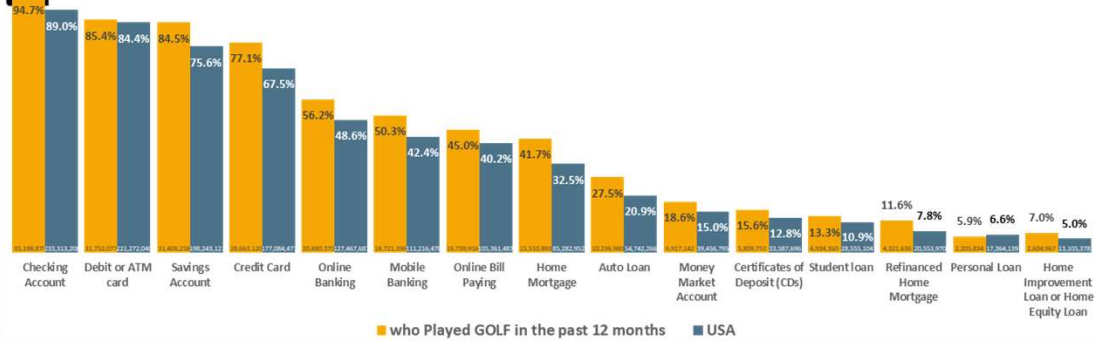
Investments Owned: Adults 18 or older





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



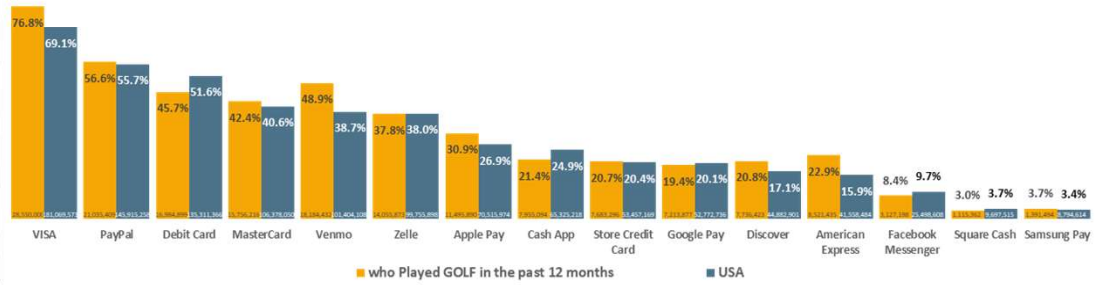


Professional Services Used:* Adults 18 or older



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

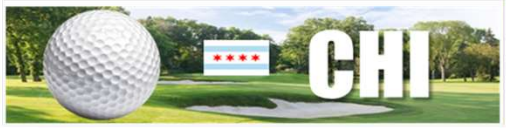




USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,148

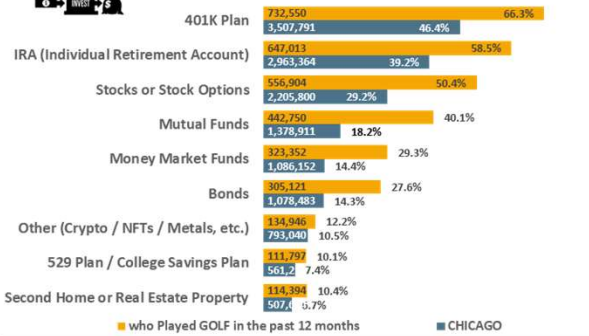
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,335

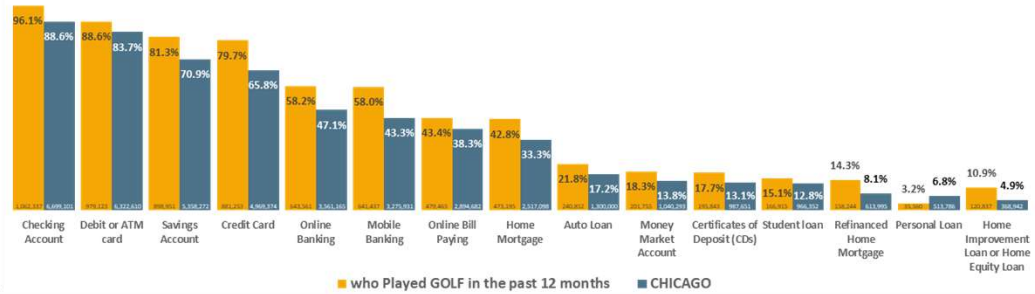


14.6% or 1,105,077 of CHICAGO DMA Adults 18 or older Played GOLF in the past 12 months.
Adults 18 or older who Played GOLF in the past 12 months are 42.8% more likely to have a 401K, 26.7% more likely to have an Auto Loan, 88.5% more likely to Invest/Trade Stocks Online, .7% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



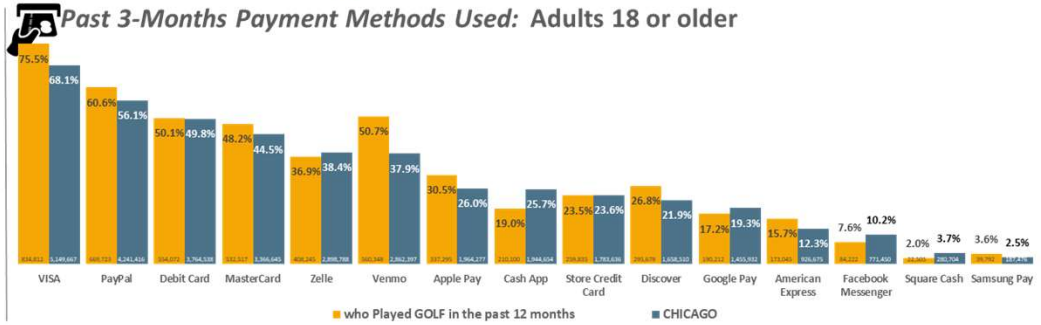
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 463

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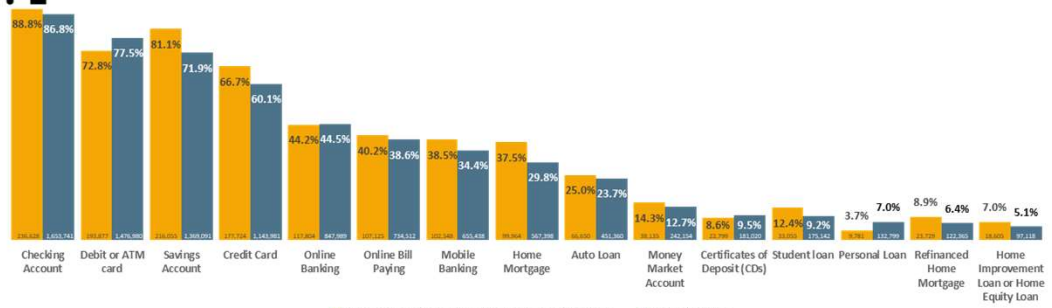


14.% or 266,329 of CINCINNATI DMA Adults 18 or older Played GOLF in the past 12 months.
Adults 18 or older who Played GOLF in the past 12 months are 28.8% more likely to have a 401K, 5.6% more likely to have an Auto Loan, 61.3% more likely to Invest/Trade Stocks Online, 28.6% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



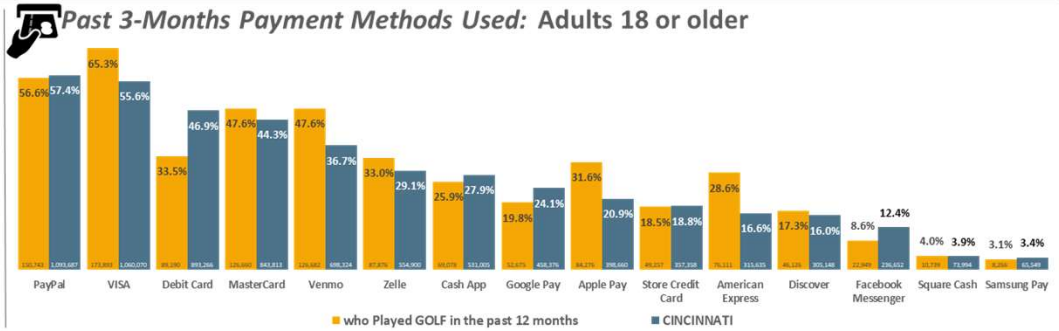
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 275

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Activities past 12 months: Golf

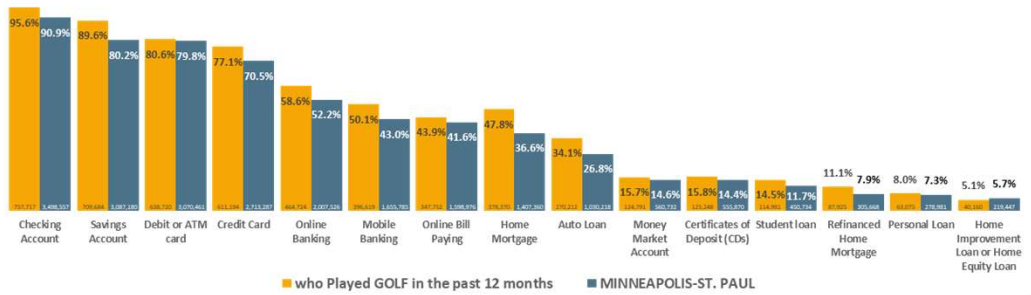


20.6% or 792,380 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Played GOLF in the past 12 months. Adults 18 or older who Played GOLF in the past 12 months are 20.6% more likely to have a 401K, 27.3% more likely to have an Auto Loan, 65.9% more likely to Invest/Trade Stocks Online, 8.% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



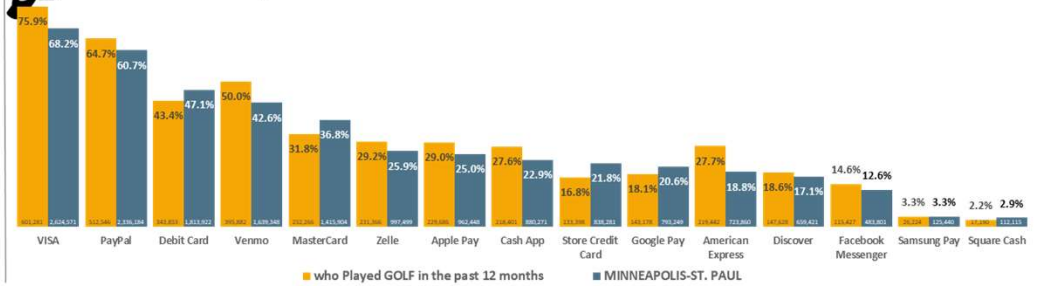
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



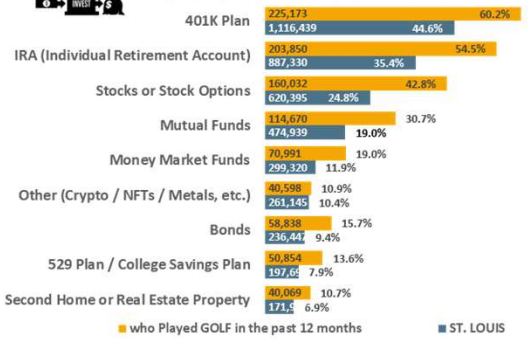
MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 374

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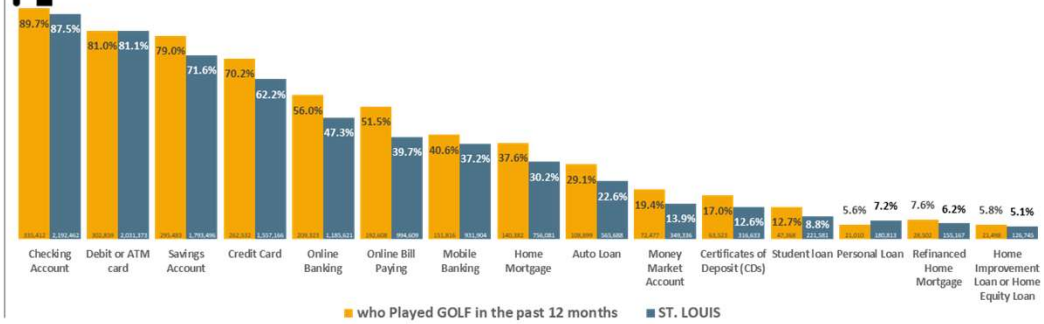


14.9% or 373,800 of ST. LOUIS DMA Adults 18 or older Played GOLF in the past 12 months.
Adults 18 or older who Played GOLF in the past 12 months are 35.2% more likely to have a 401K, 29.% more likely to have an Auto Loan, 89.3% more likely to Invest/Trade Stocks Online, 7.5% less likely to pay with their Debit Card.

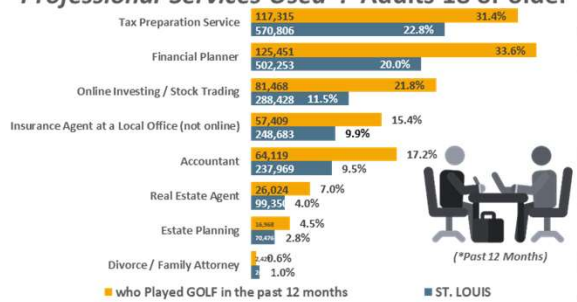
Investments Owned: Adults 18 or older



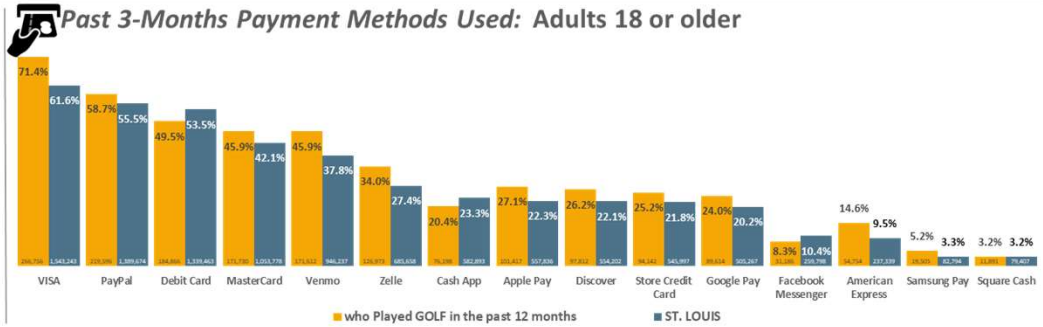
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



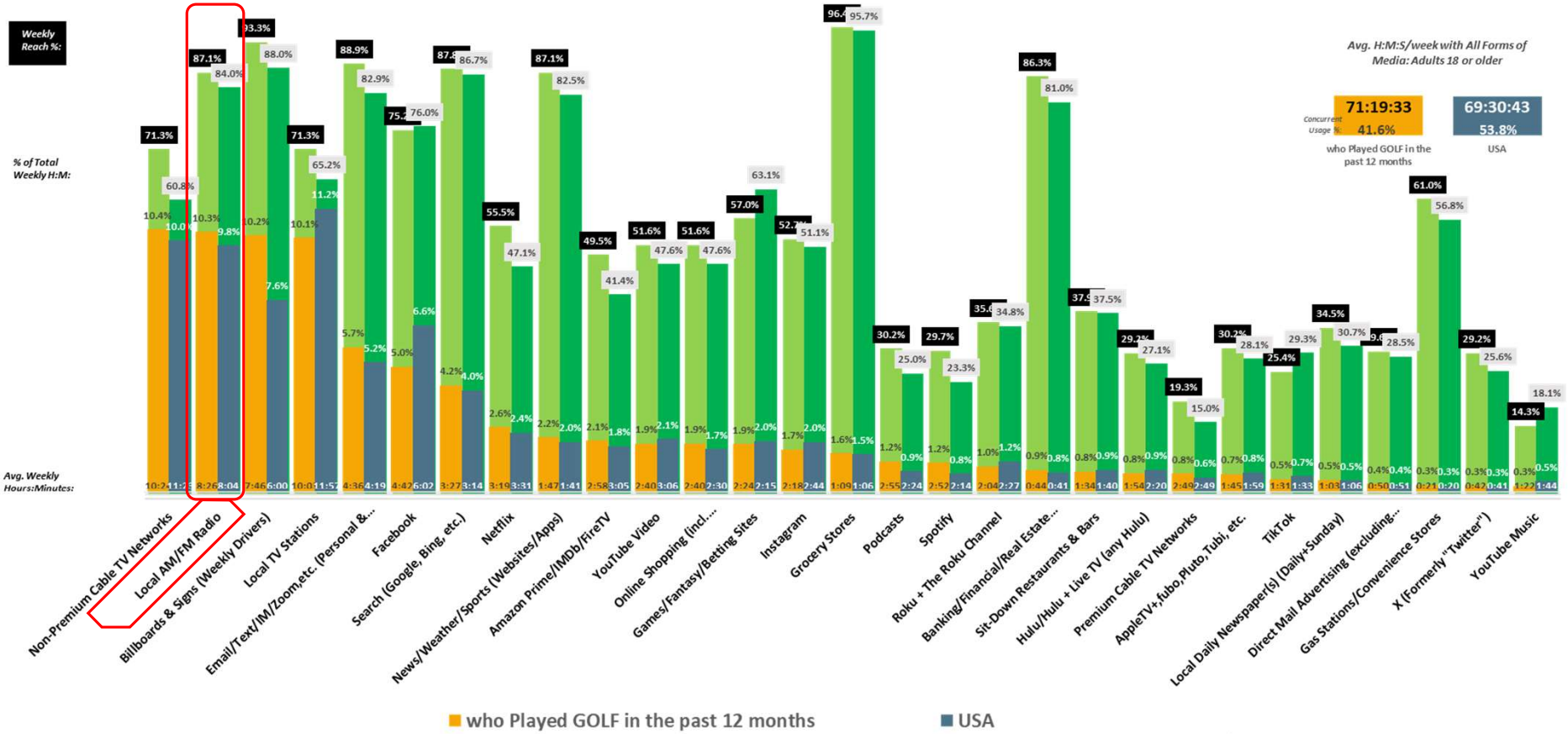
ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 313

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Adults 18 or older who Played GOLF in the past 12 months spend an average of 2 days, 23 hours, 19 minutes and 33 seconds each week with All Forms of Media.

87.1% of Adults 18 or older who Played GOLF in the past 12 months spend an avg. of 8 hours and 26 minutes each week listening to All Local AM/FM Radio, representing 10.3% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,148 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,335

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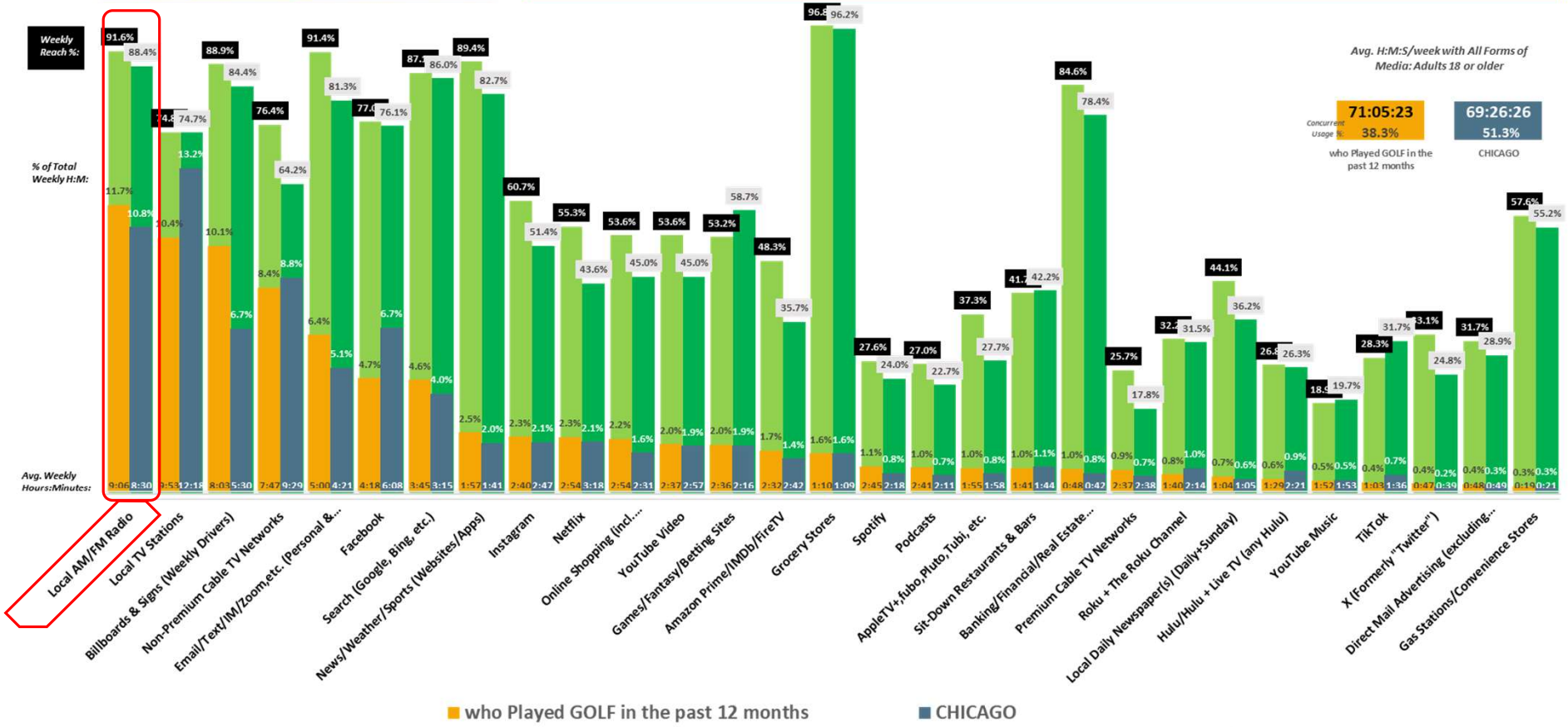
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Activities past 12 months: Golf



Adults 18 or older who Played GOLF in the past 12 months spend an average of 2 days, 23 hours, 5 minutes and 23 seconds each week with All Forms of Media.

91.6% of Adults 18 or older who Played GOLF in the past 12 months spend an avg. of 9 hours and 6 minutes each week listening to All Local AM/FM Radio, representing 11.7% of total time spent with all forms of Media.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 463 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488
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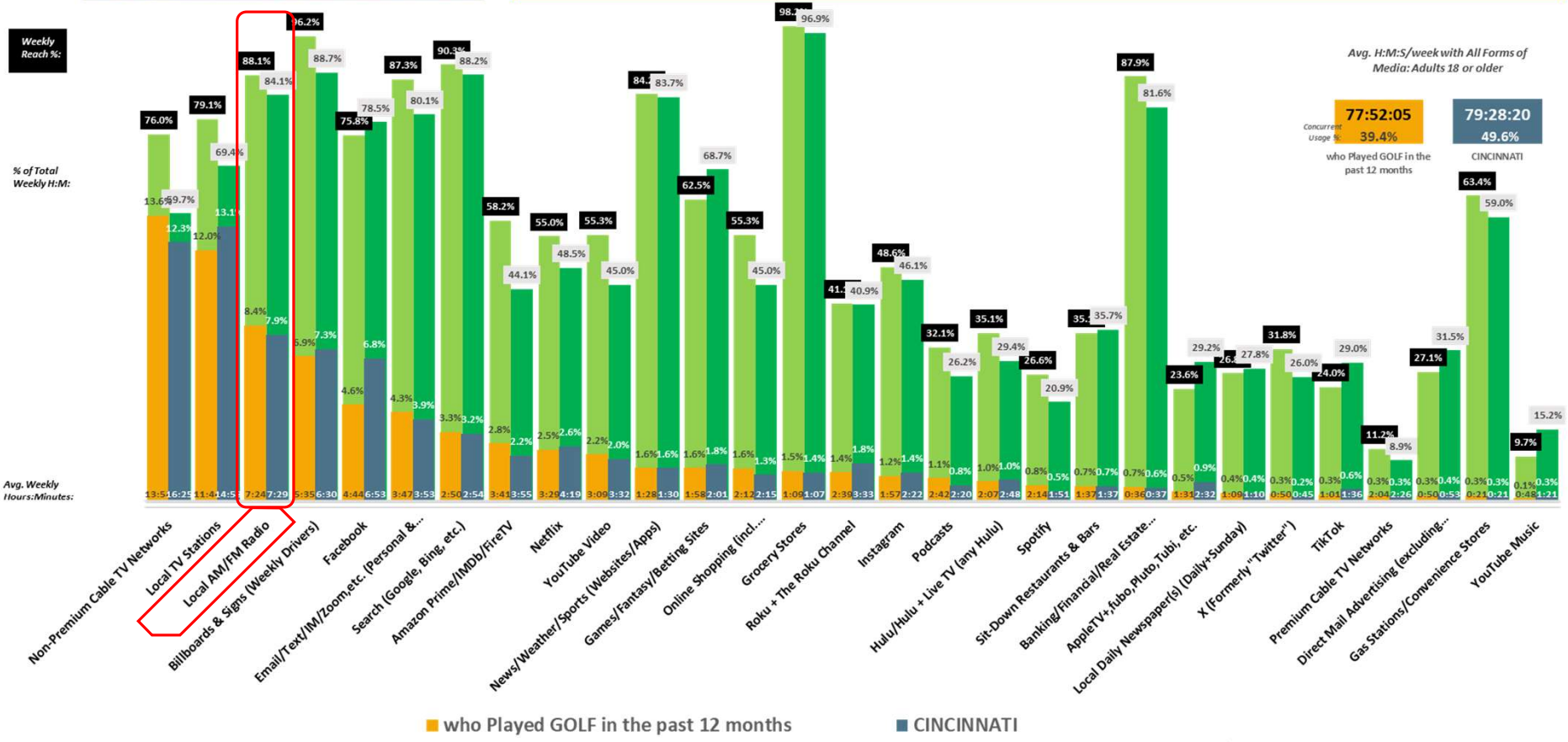
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Activities past 12 months: Golf



Adults 18 or older who Played GOLF in the past 12 months spend an average of 3 days, 5 hours, 52 minutes and 5 seconds each week with All Forms of Media.

88.1% of Adults 18 or older who Played GOLF in the past 12 months spend an avg. of 7 hours and 24 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 275 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928
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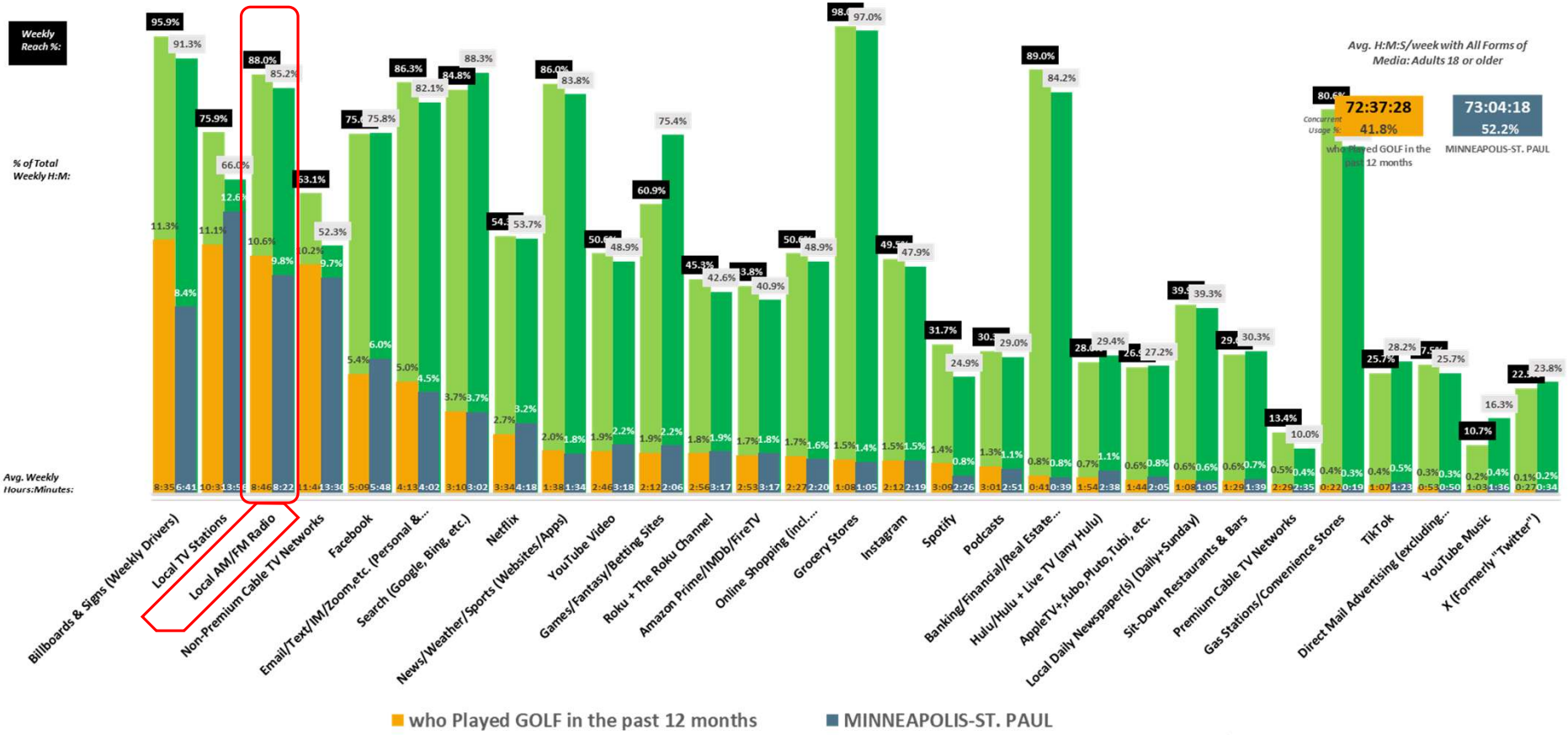
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Activities past 12 months: Golf



Adults 18 or older who Played GOLF in the past 12 months spend an average of 3 days, 0 hours, 37 minutes and 28 seconds each week with All Forms of Media.

88.% of Adults 18 or older who Played GOLF in the past 12 months spend an avg. of 8 hours and 46 minutes each week listening to All Local AM/FM Radio, representing 10.6% of total time spent with all forms of Media.



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 374 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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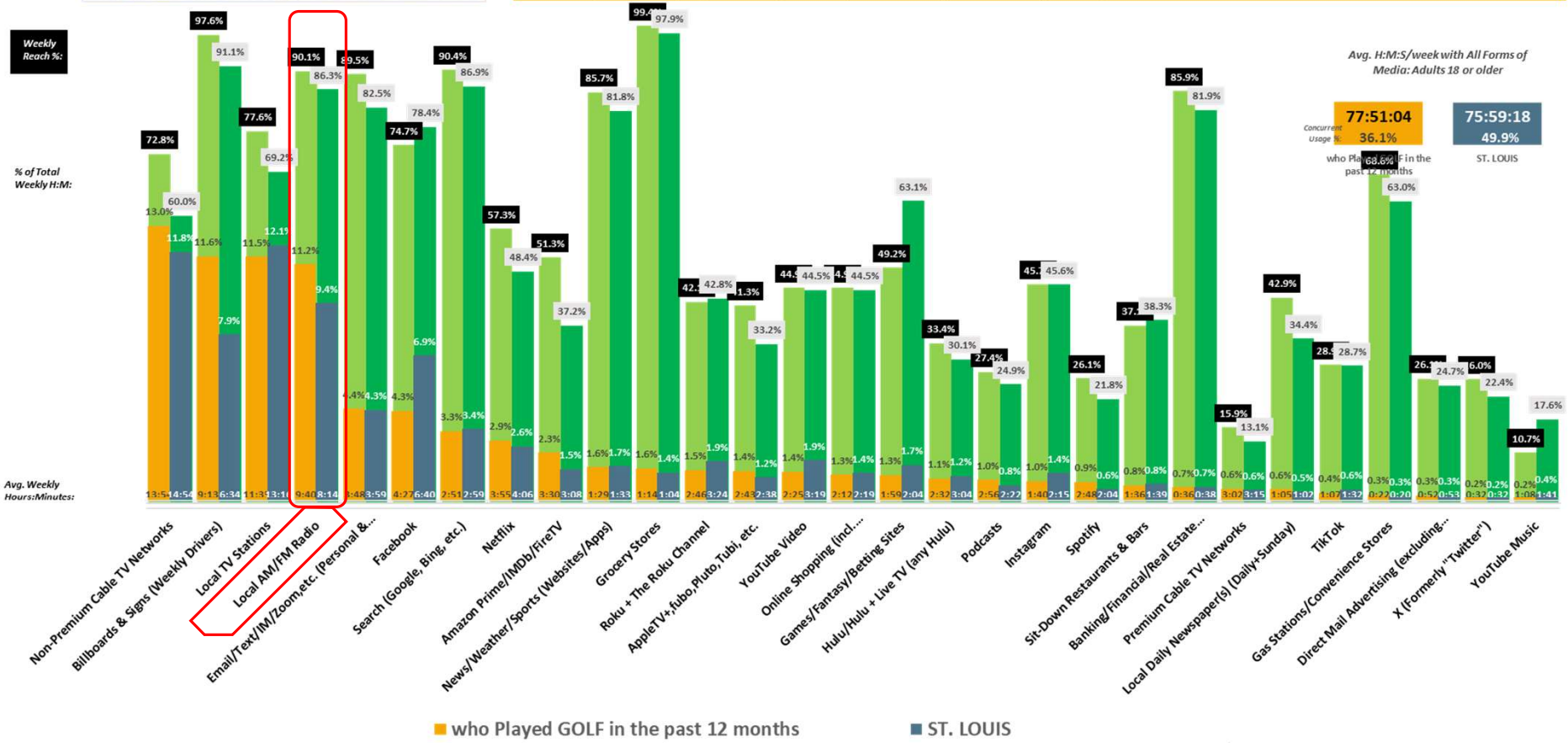
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Activities past 12 months: Golf



Adults 18 or older who Played GOLF in the past 12 months spend an average of 3 days, 5 hours, 51 minutes and 4 seconds each week with All Forms of Media.

90.1% of Adults 18 or older who Played GOLF in the past 12 months spend an avg. of 9 hours and 40 minutes each week listening to All Local AM/FM Radio, representing 11.2% of total time spent with all forms of Media.



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 313 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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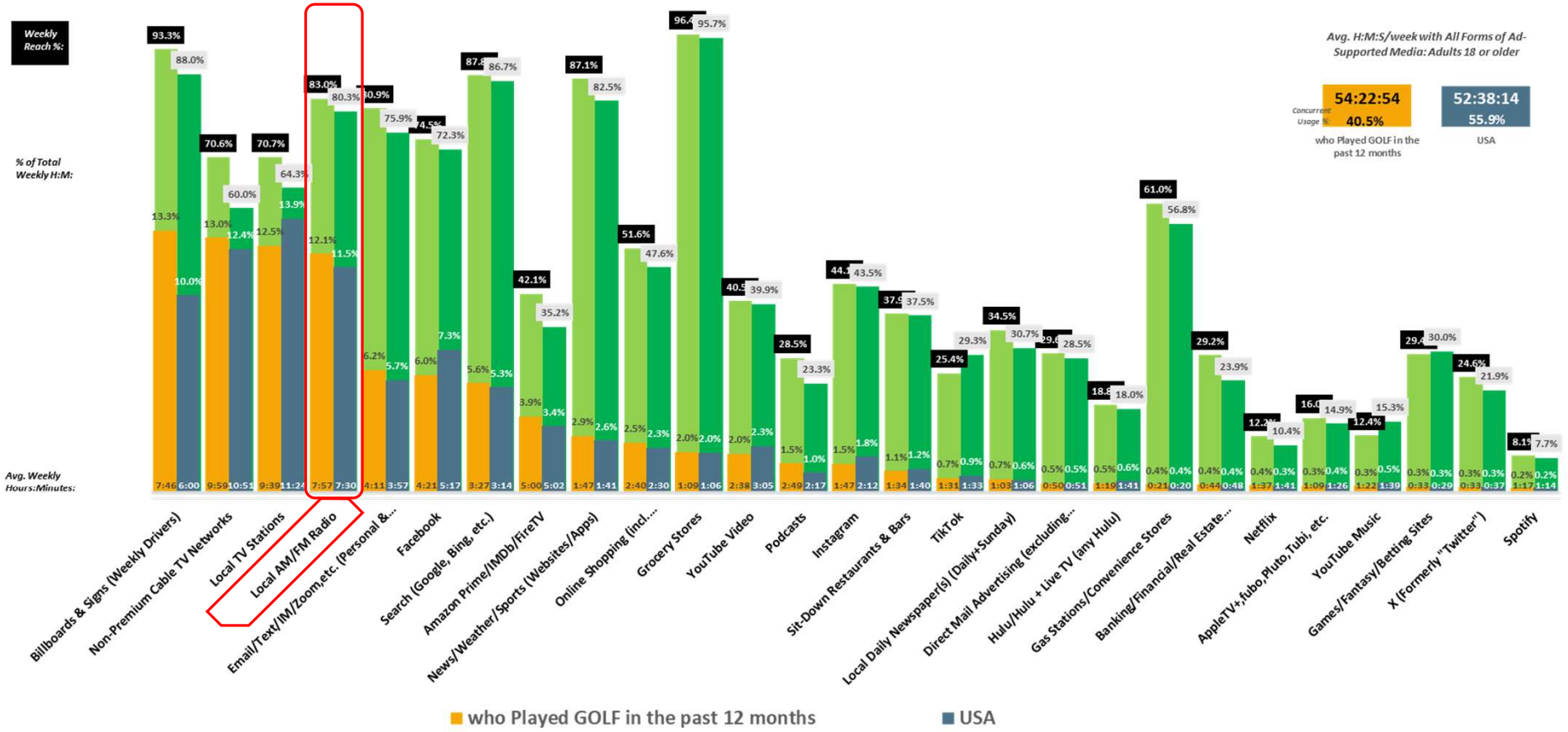
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Activities past 12 months: Golf



Adults 18 or older who Played GOLF in the past 12 months spend an average of 2 days, 6 hours, 22 minutes and 54 seconds each week with All Forms of Ad-Supported Media.

83.% of Adults 18 or older who Played GOLF in the past 12 months spend an avg. of 7 hours and 57 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.1% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,148 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,335

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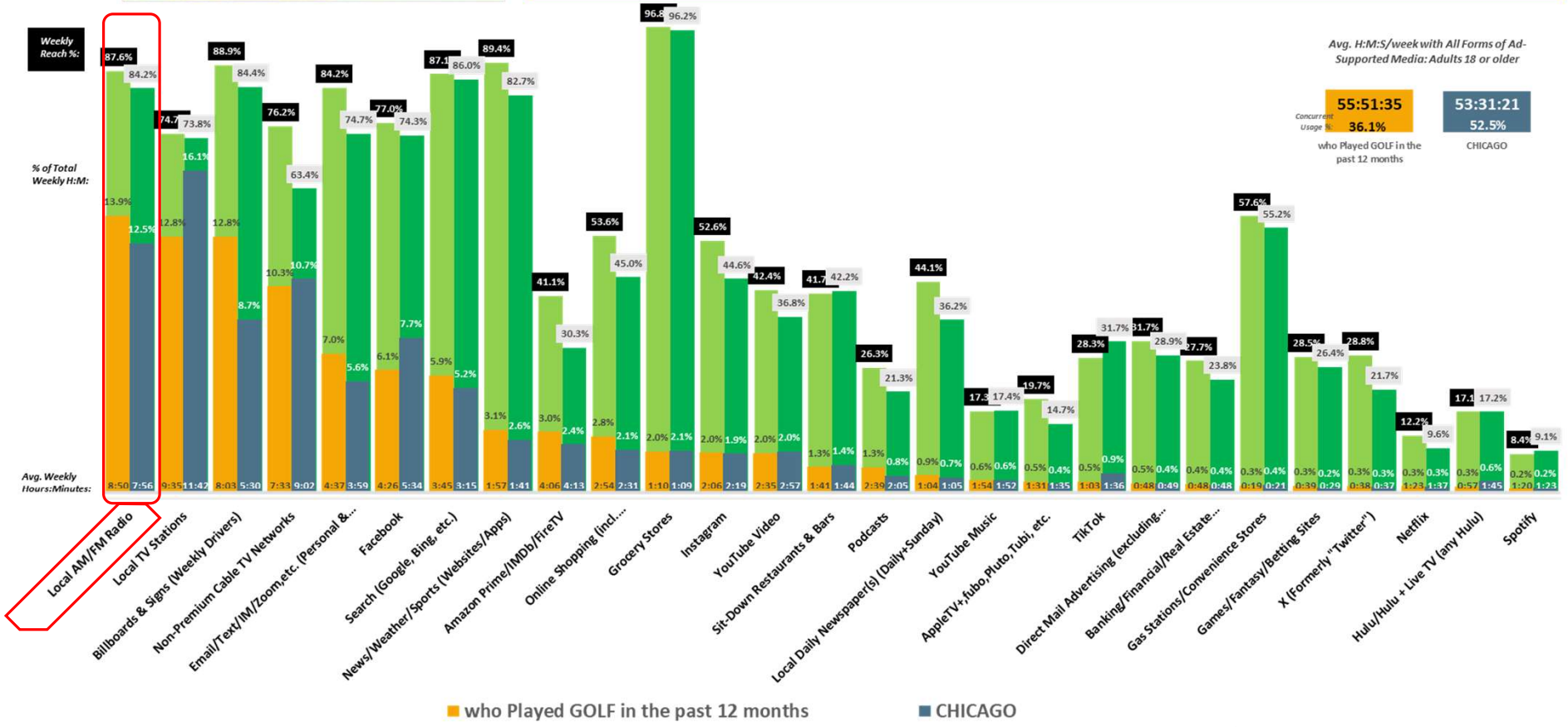
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Activities past 12 months: Golf



Adults 18 or older who Played GOLF in the past 12 months spend an average of 2 days, 7 hours, 51 minutes and 35 seconds each week with All Forms of Ad-Supported Media.

87.6% of Adults 18 or older who Played GOLF in the past 12 months spend an avg. of 8 hours and 50 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.9% of total time spent with all forms of Ad-Supported Media.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 463 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488
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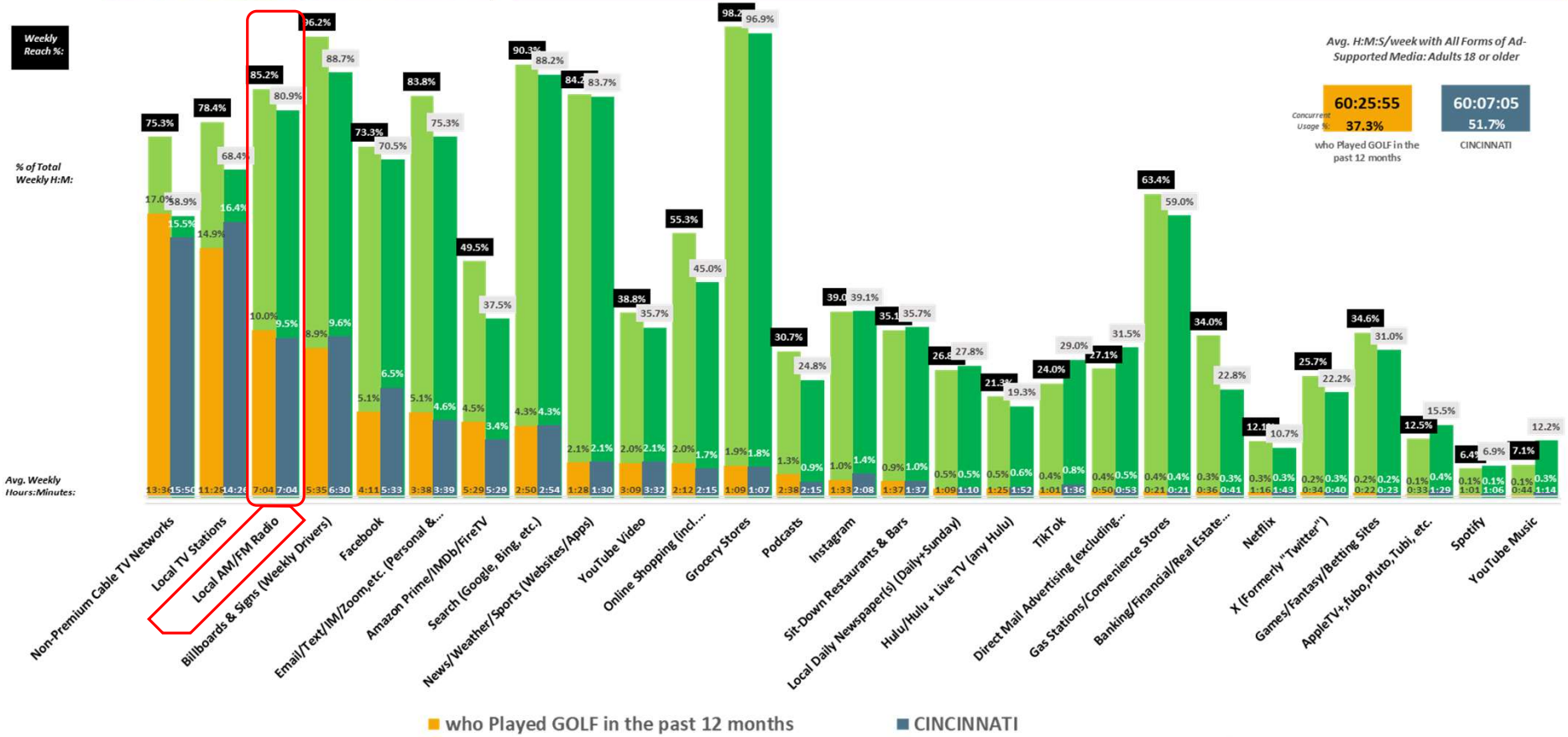
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Activities past 12 months: Golf



Adults 18 or older who Played GOLF in the past 12 months spend an average of 2 days, 12 hours, 25 minutes and 55 seconds each week with All Forms of Ad-Supported Media.

85.2% of Adults 18 or older who Played GOLF in the past 12 months spend an avg. of 7 hours and 4 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.% of total time spent with all forms of Ad-Supported Media.



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 275 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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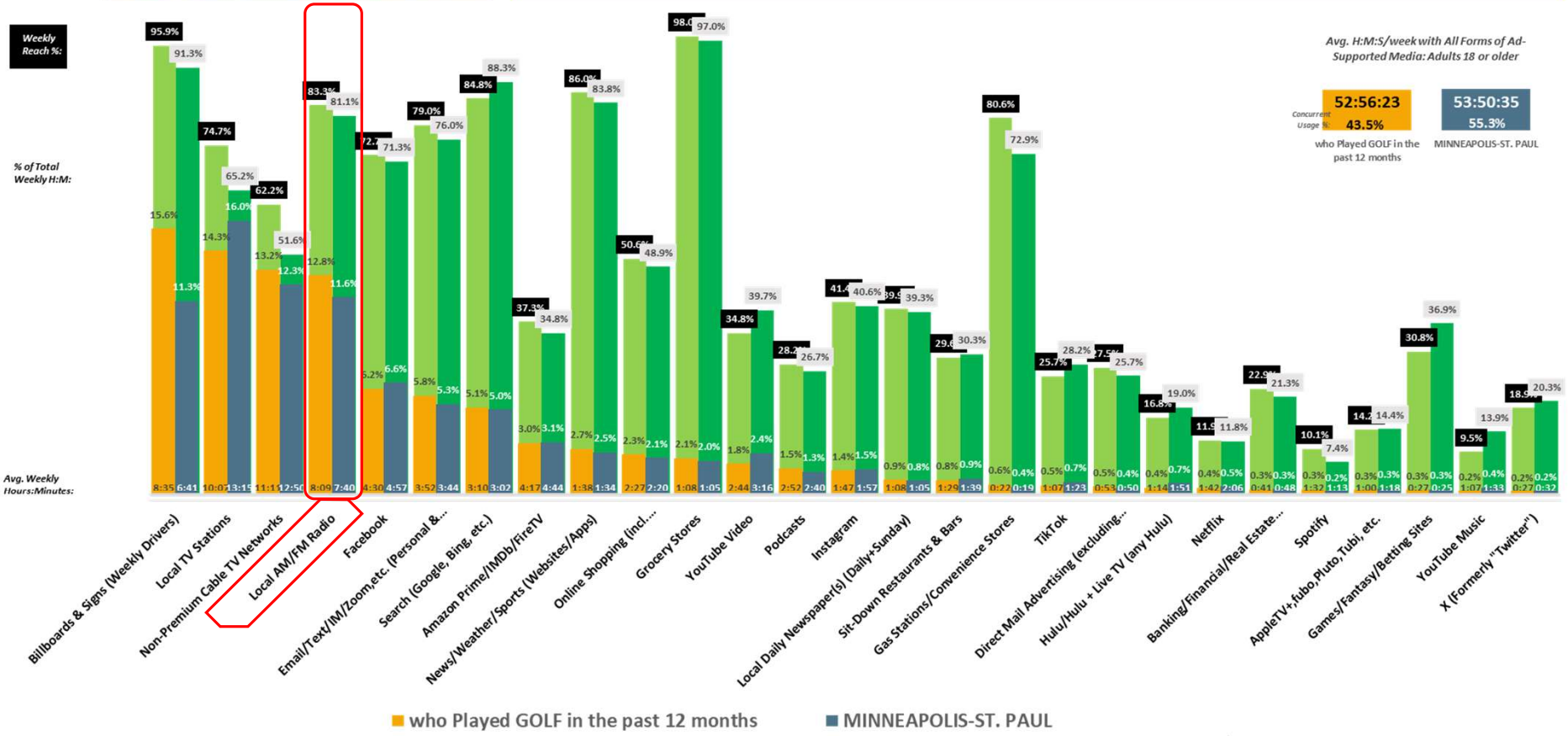
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Activities past 12 months: Golf



Adults 18 or older who Played GOLF in the past 12 months spend an average of 2 days, 4 hours, 56 minutes and 23 seconds each week with All Forms of Ad-Supported Media.

83.3% of Adults 18 or older who Played GOLF in the past 12 months spend an avg. of 8 hours and 9 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.8% of total time spent with all forms of Ad-Supported Media.



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 374 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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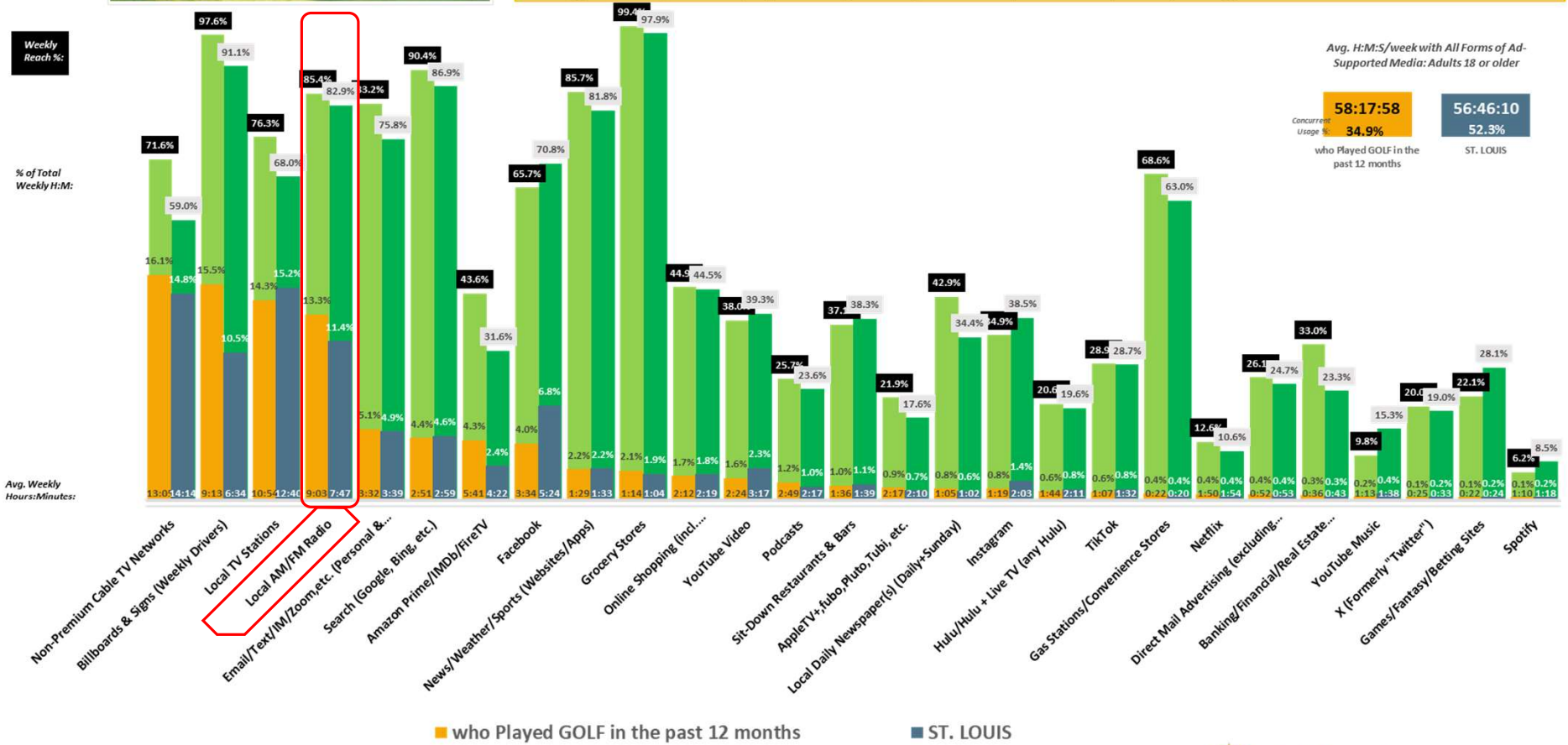
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Activities past 12 months: Golf



Adults 18 or older who Played GOLF in the past 12 months spend an average of 2 days, 10 hours, 17 minutes and 58 seconds each week with All Forms of Ad-Supported Media.

85.4% of Adults 18 or older who Played GOLF in the past 12 months spend an avg. of 9 hours and 3 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.3% of total time spent with all forms of Ad-Supported Media.



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 313 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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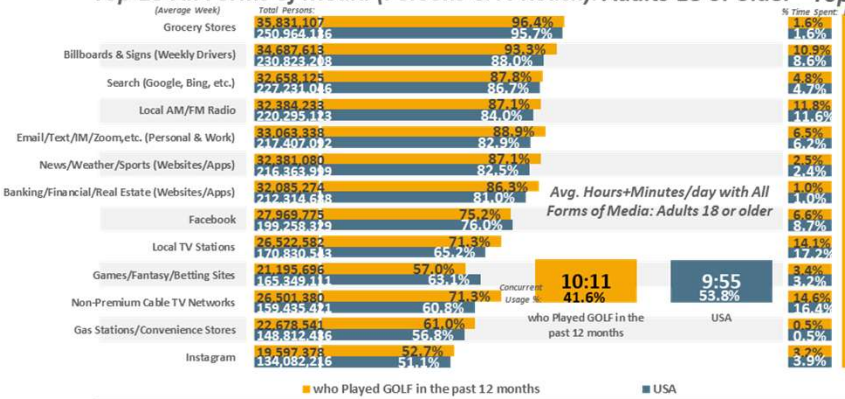
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Activities past 12 months: Golf

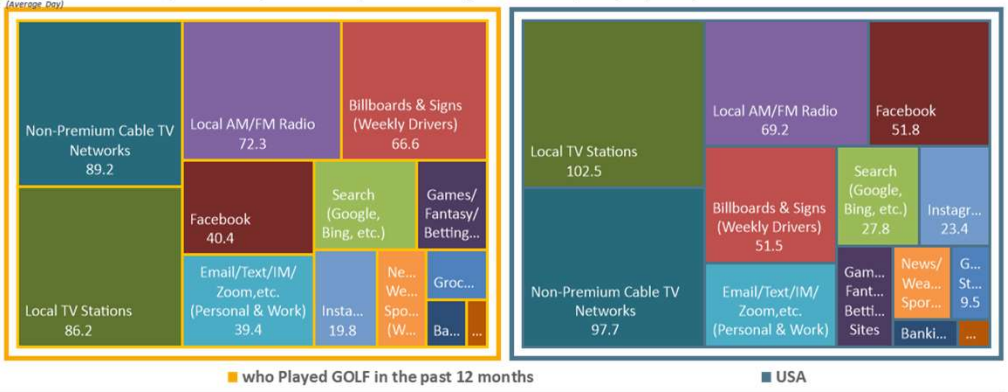


Adults 18 or older who Played GOLF in the past 12 months spend an average of 7 hours and 46 minutes each day with All Forms of Ad-Supported Media. 83.% listen to Local AM/FM Radio for an avg. of 68.2 minutes/day. *(Local Radio delivers 12.1% of Time with Ad-Supported Media.)*

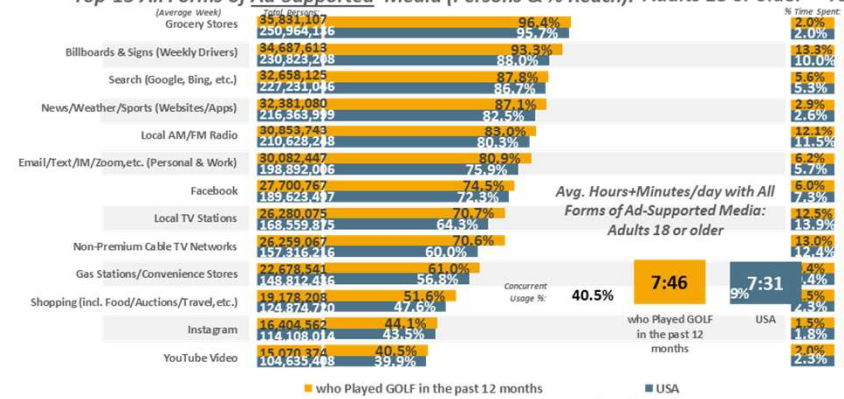
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



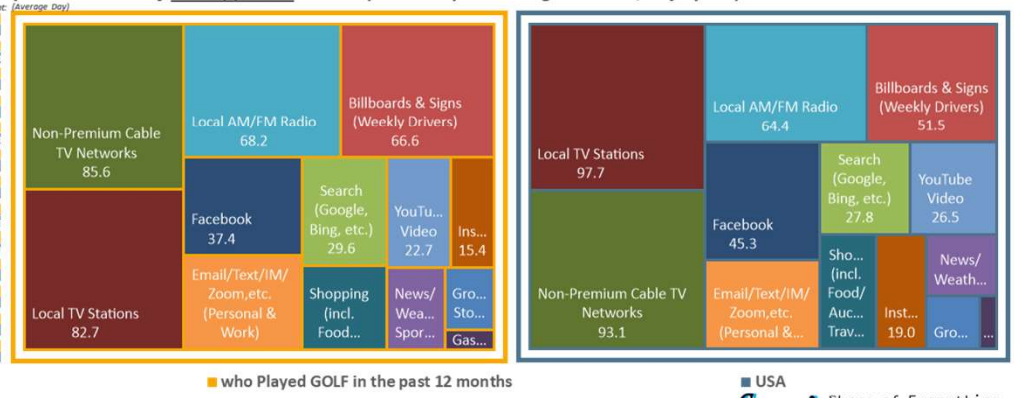
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,148

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,335

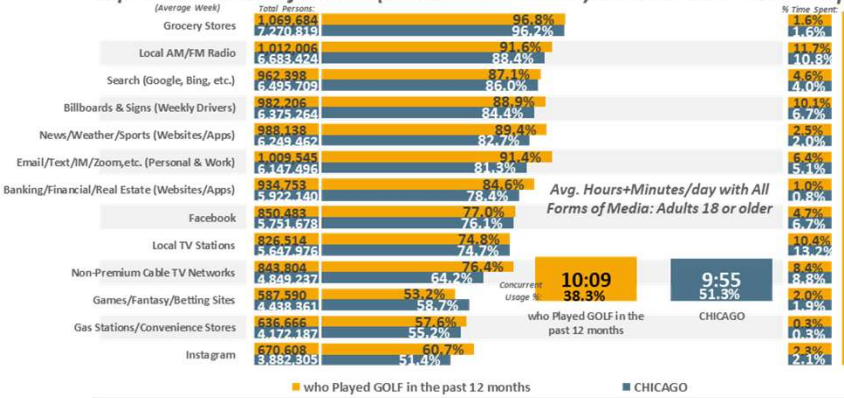
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Activities past 12 months: Golf

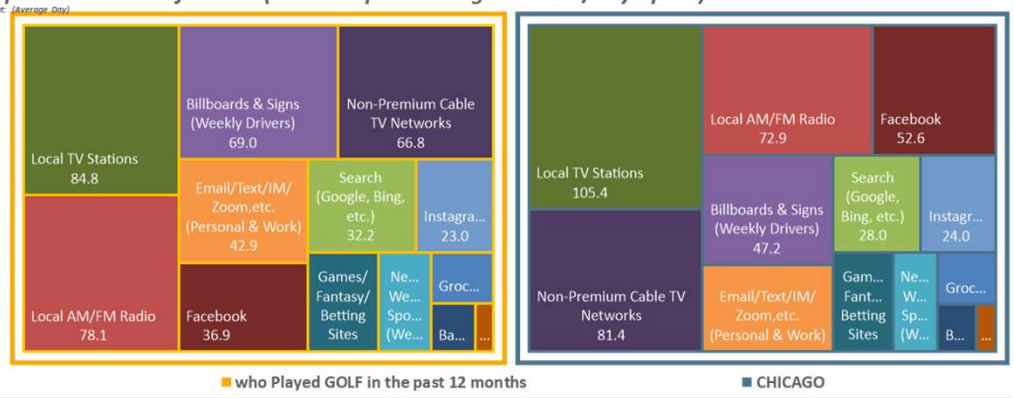


Adults 18 or older who Played GOLF in the past 12 months spend an average of 7 hours and 58 minutes each day with All Forms of Ad-Supported Media. 87.6% listen to Local AM/FM Radio for an avg. of 75.8 minutes/day. *(Local Radio delivers 13.9% of Time with Ad-Supported Media.)*

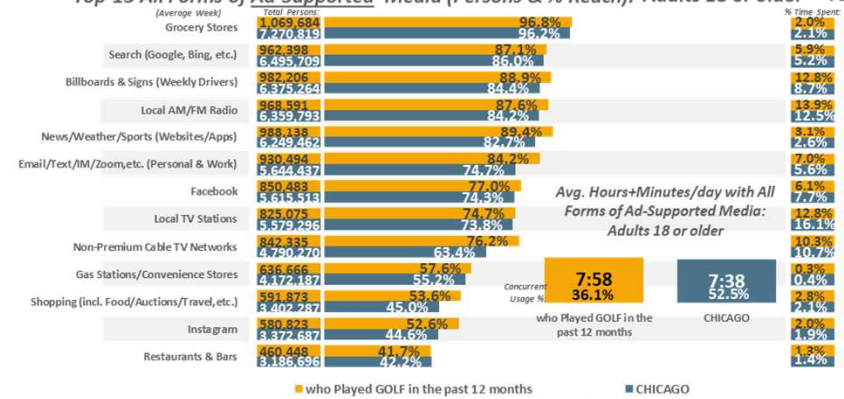
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



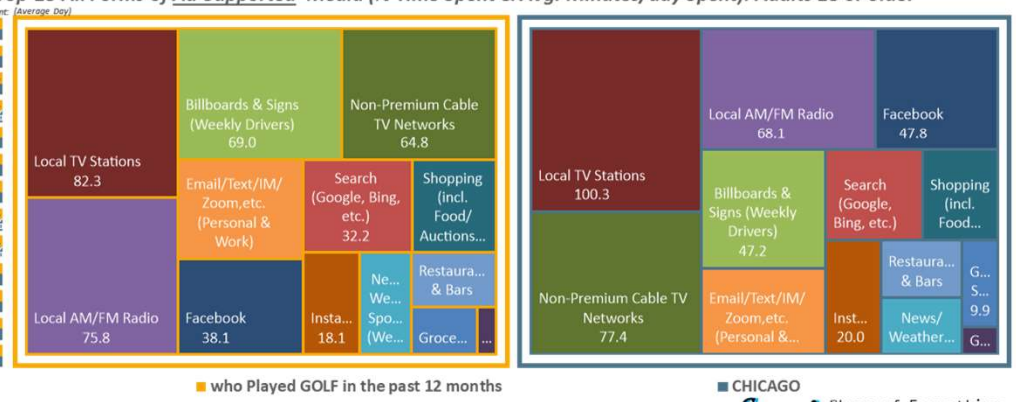
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 463

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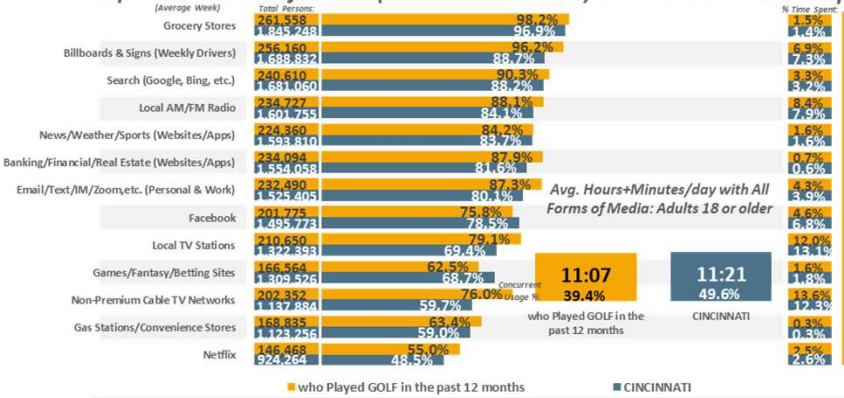
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Activities past 12 months: Golf

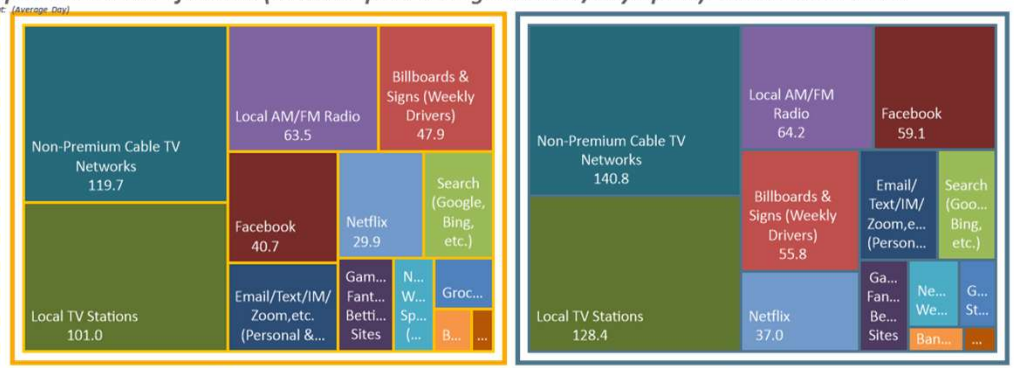


Adults 18 or older who Played GOLF in the past 12 months spend an average of 8 hours and 37 minutes each day with All Forms of Ad-Supported Media. 85.2% listen to Local AM/FM Radio for an avg. of 60.6 minutes/day. *(Local Radio delivers 10.% of Time with Ad-Supported Media.)*

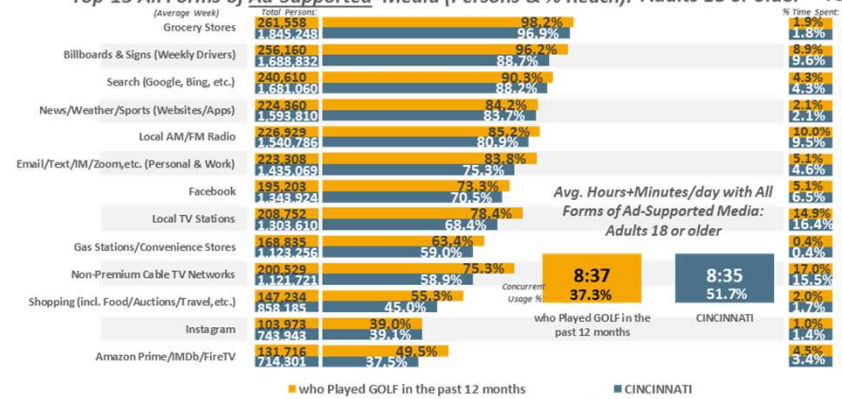
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



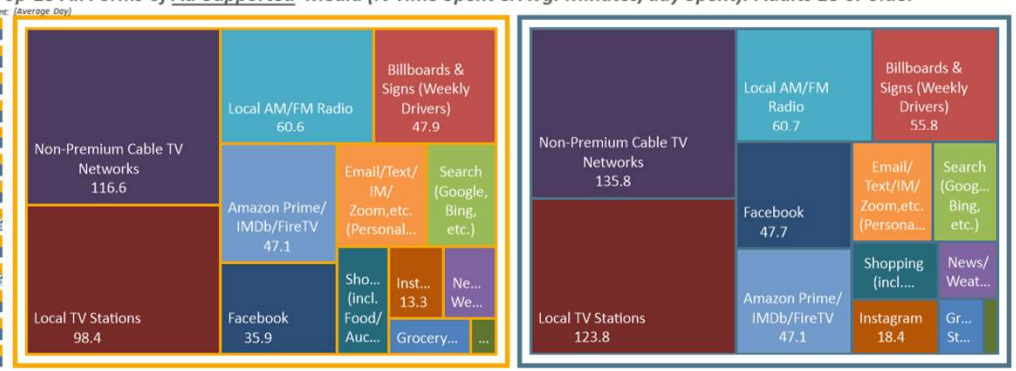
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 275

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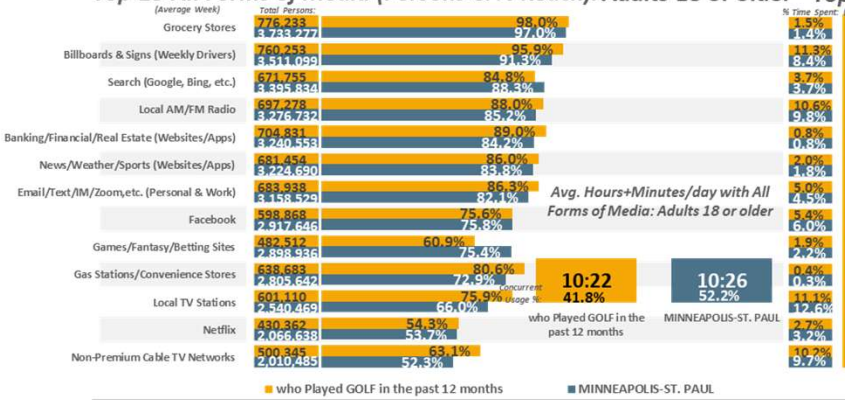
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Activities past 12 months: Golf

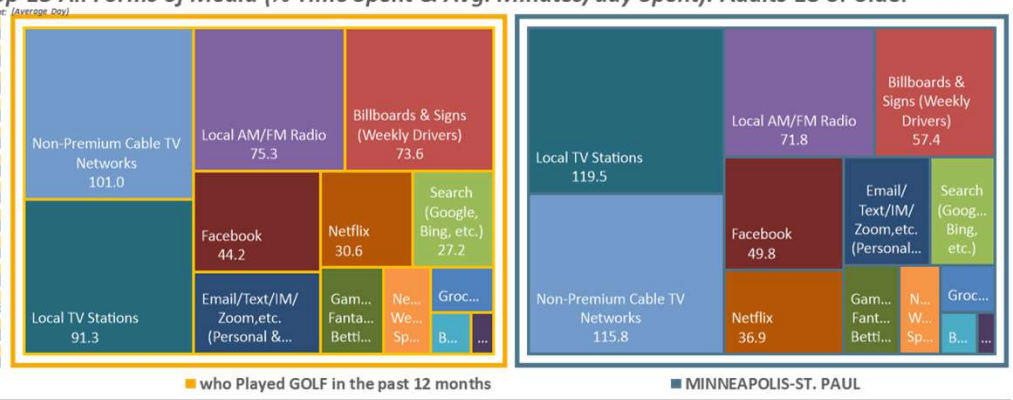


Adults 18 or older who Played GOLF in the past 12 months spend an average of 7 hours and 33 minutes each day with All Forms of Ad-Supported Media. 83.3% listen to Local AM/FM Radio for an avg. of 69.9 minutes/day. *(Local Radio delivers 12.8% of Time with Ad-Supported Media.)*

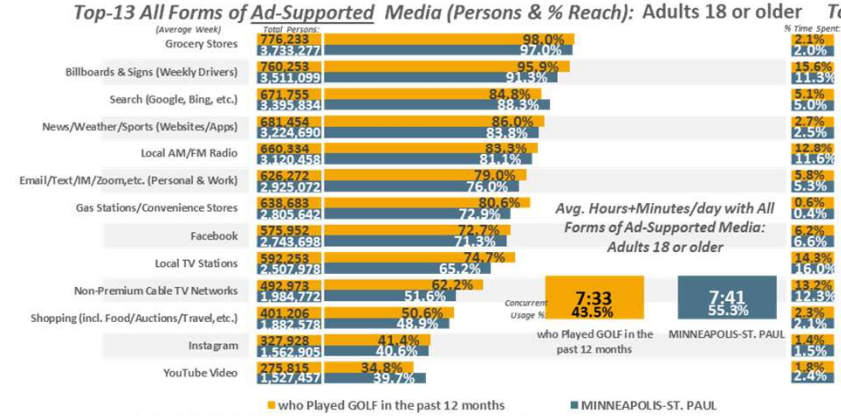
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



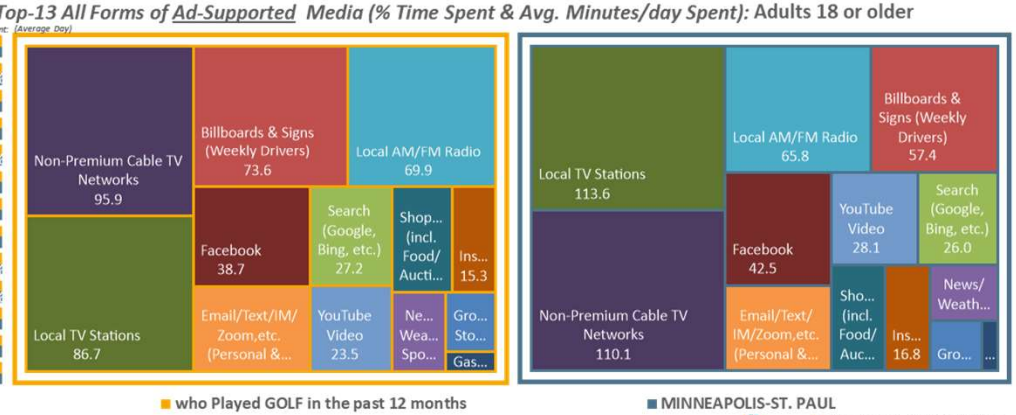
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 374

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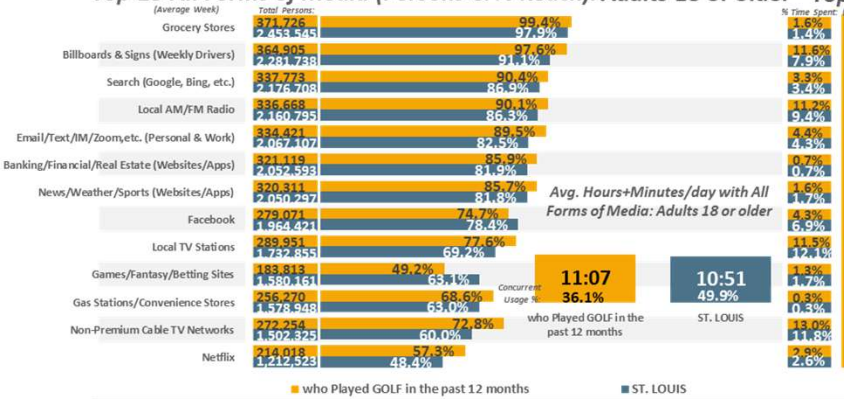
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Activities past 12 months: Golf

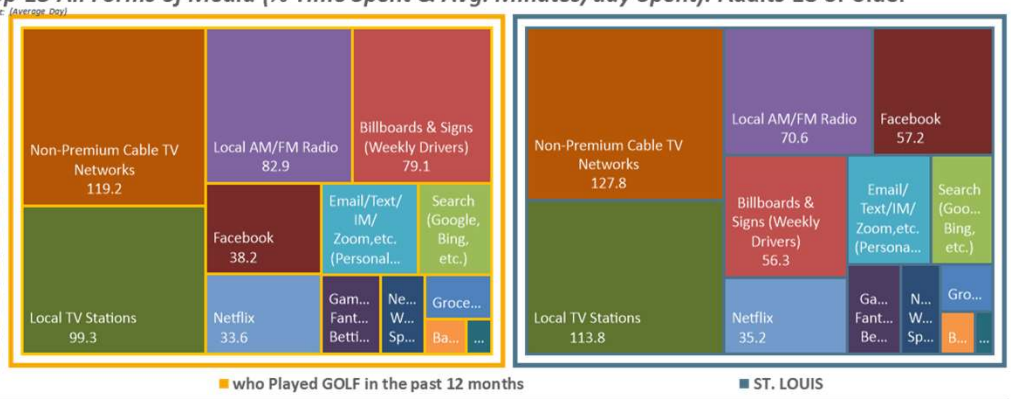


Adults 18 or older who Played GOLF in the past 12 months spend an average of 8 hours and 19 minutes each day with All Forms of Ad-Supported Media. 85.4% listen to Local AM/FM Radio for an avg. of 77.6 minutes/day. *(Local Radio delivers 13.3% of Time with Ad-Supported Media.)*

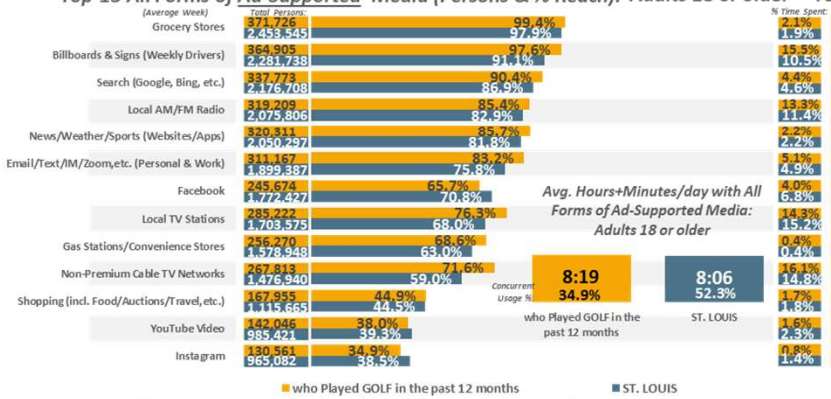
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



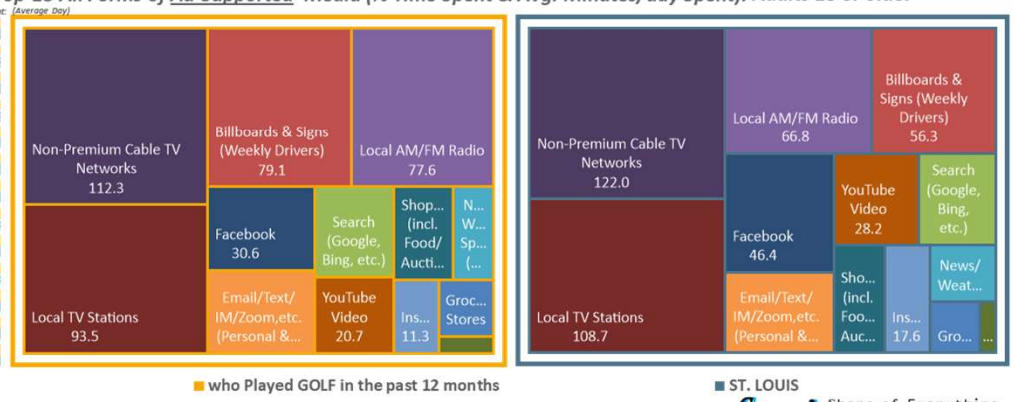
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 313

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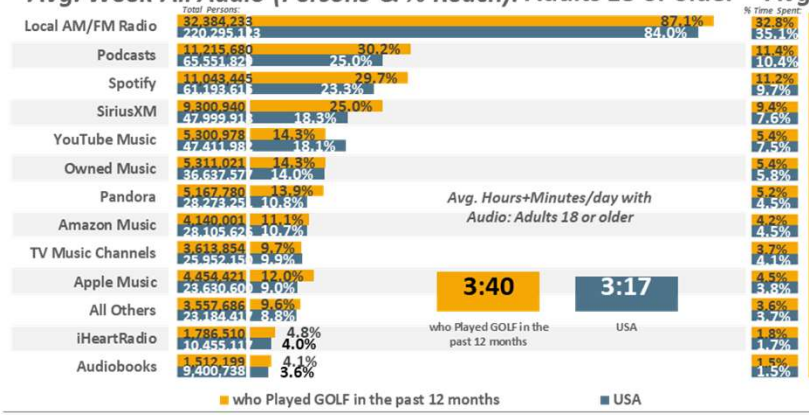
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Activities past 12 months: Golf

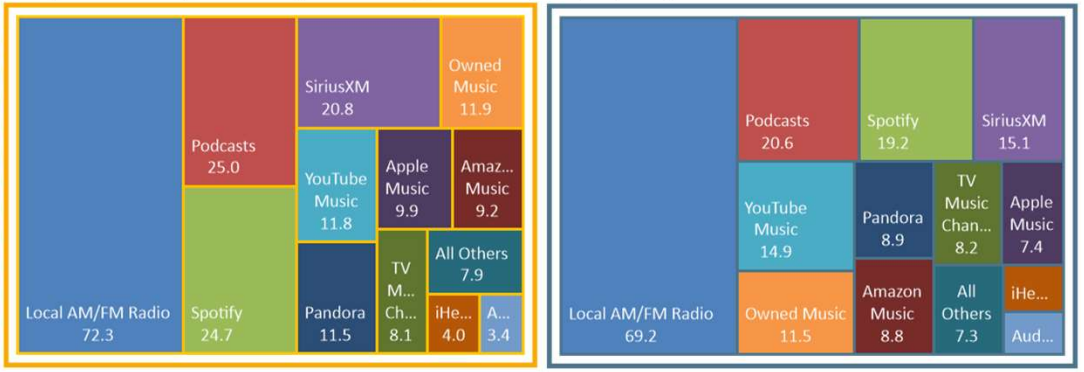


30,853,743 or 83.% of Adults 18 or older who Played GOLF in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 68.2 minutes every day representing 44.% of all time spent daily with Ad-Supported Audio.

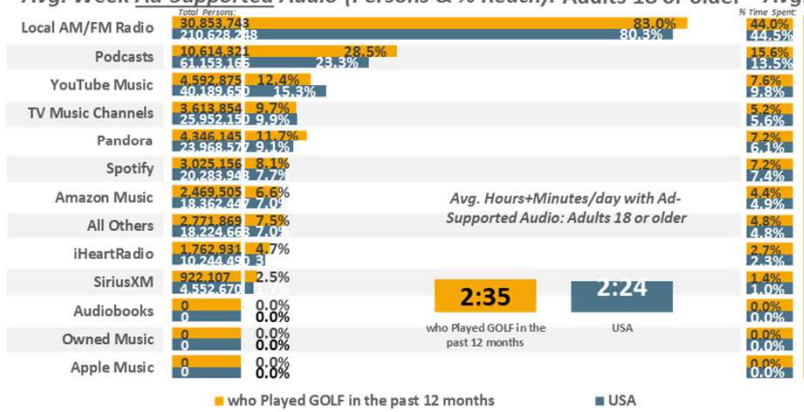
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



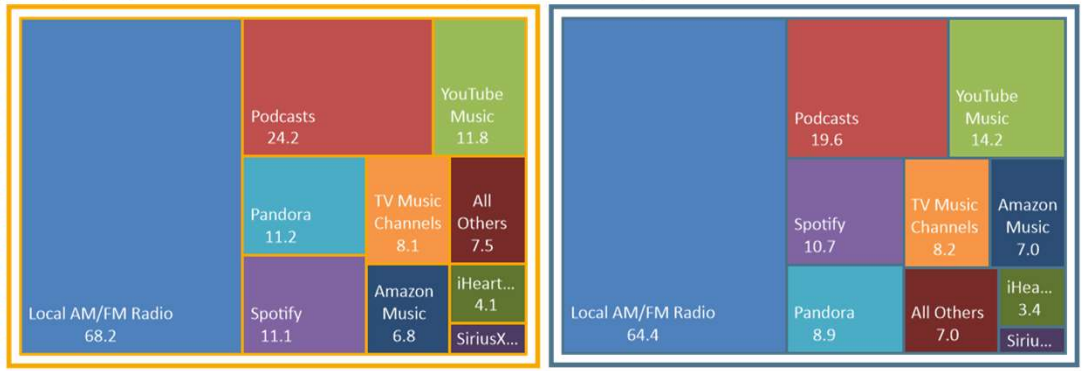
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



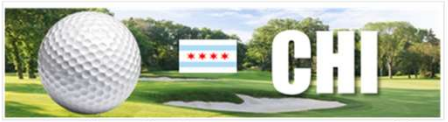
USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,148

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Scarborough R1 2024: Jan23-Aug24 USA Projection Scarborough R1 2024: Jan23-Aug24

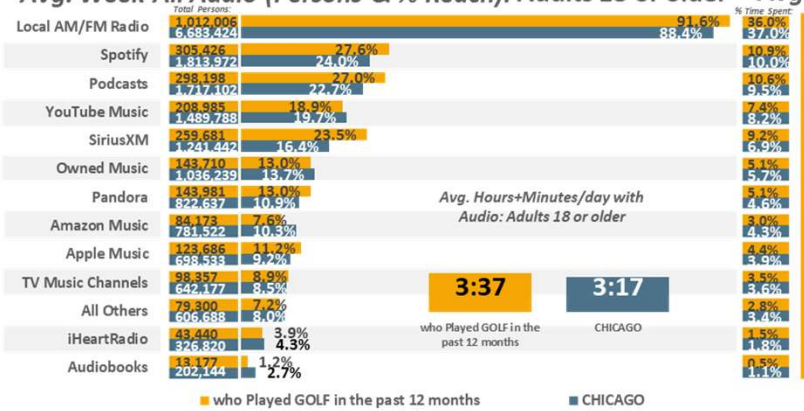
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Activities past 12 months: Golf

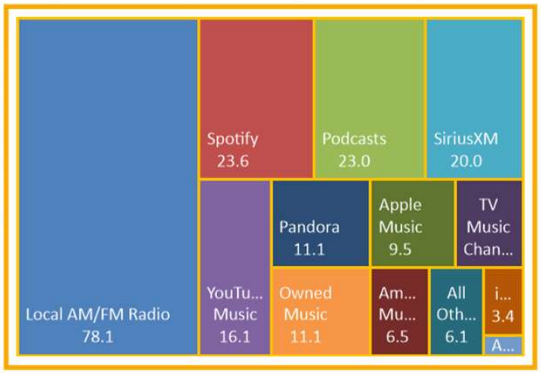


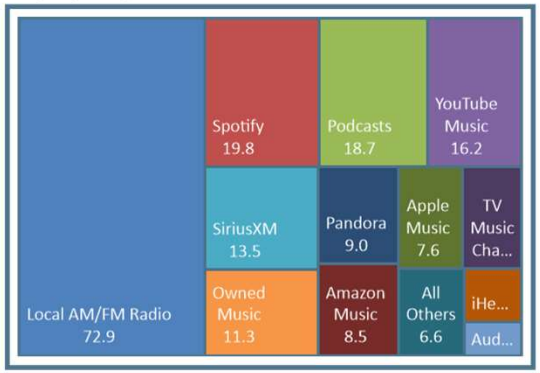
968,591 or 87.6% of Adults 18 or older who Played GOLF in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 75.8 minutes every day representing 46.9% of all time spent daily with Ad-Supported Audio.

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

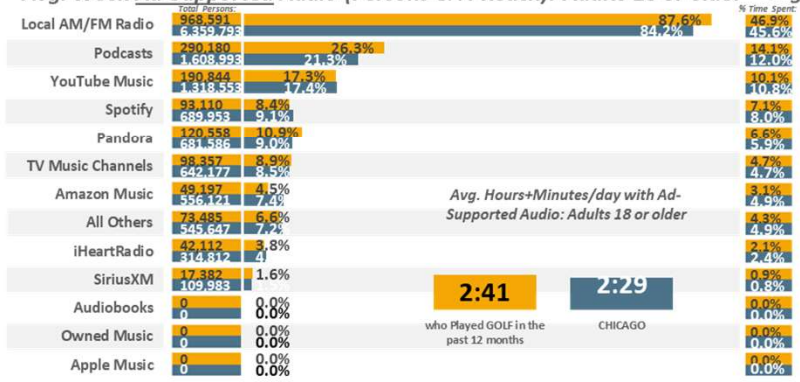


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

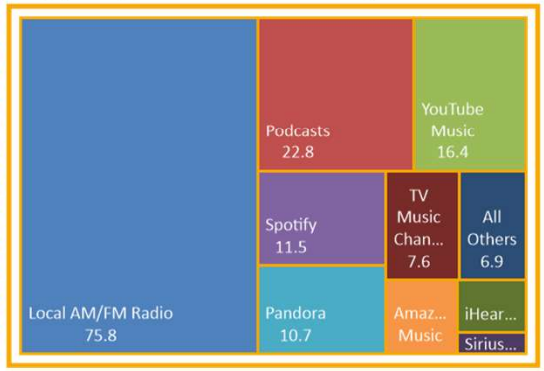


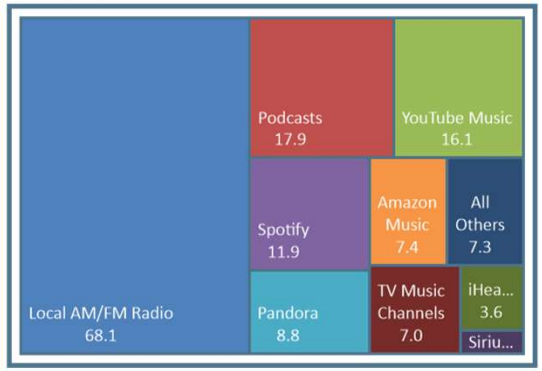


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 463

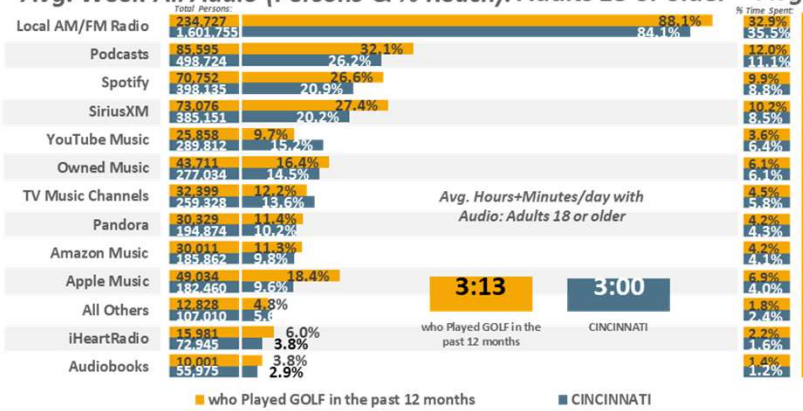
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226,929 or 85.2% of Adults 18 or older who Played GOLF in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 60.6 minutes every day representing 45.4% of all time spent daily with Ad-Supported Audio.

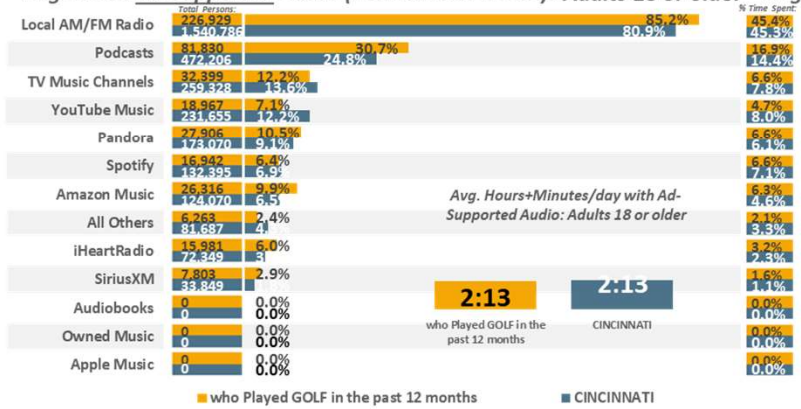
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



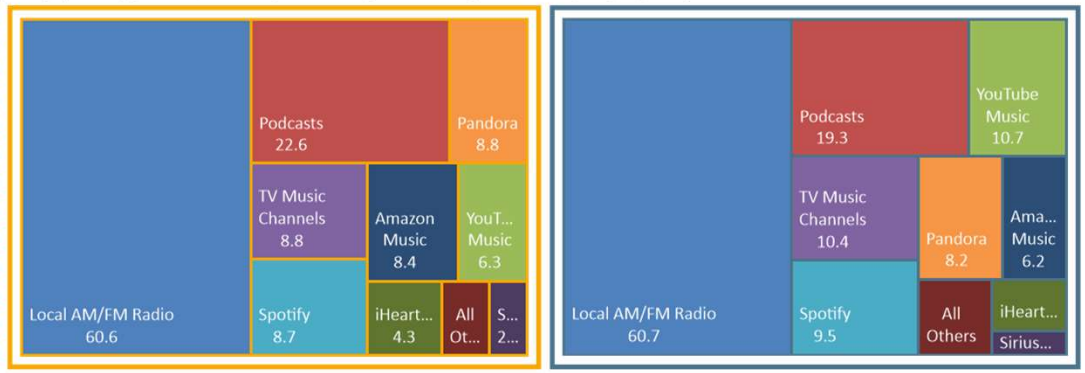
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 275

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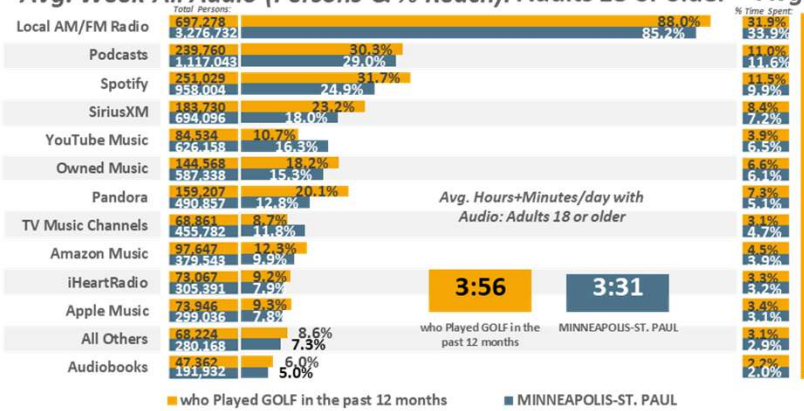
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Activities past 12 months: Golf

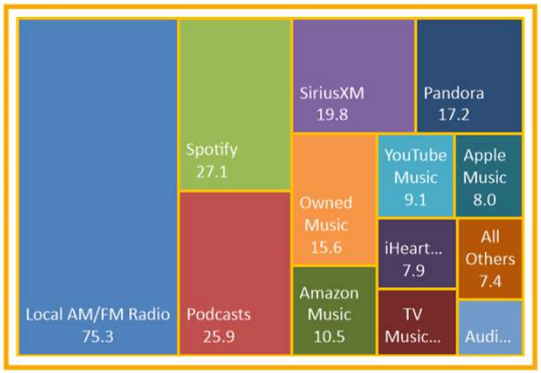


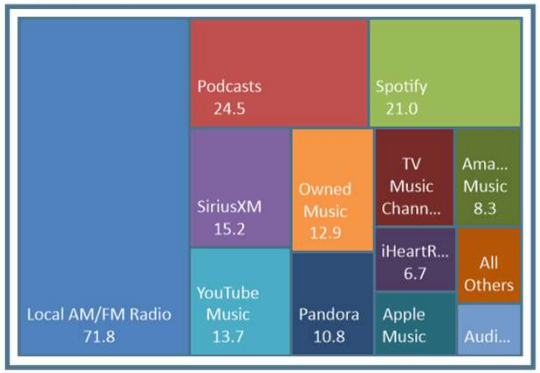
660,334 or 83.3% of Adults 18 or older who Played GOLF in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 69.9 minutes every day representing 41.9% of all time spent daily with Ad-Supported Audio.

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

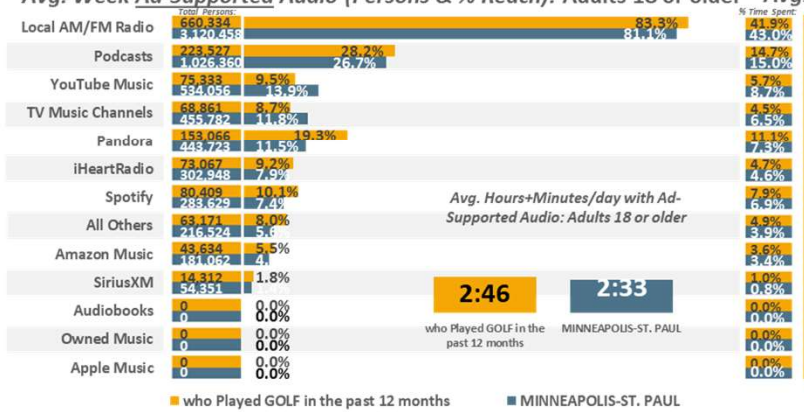


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

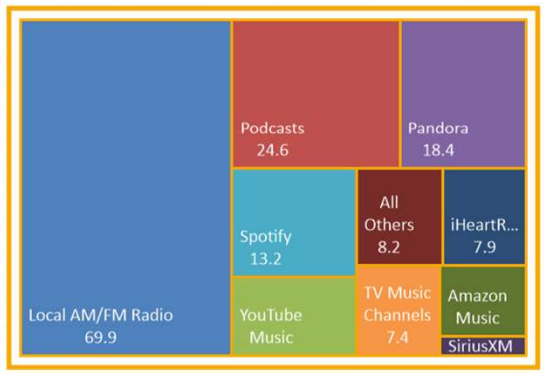


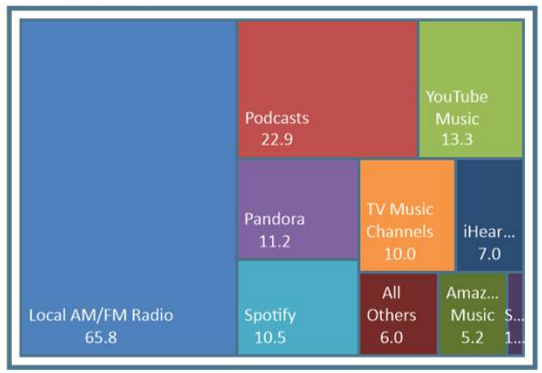


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 374

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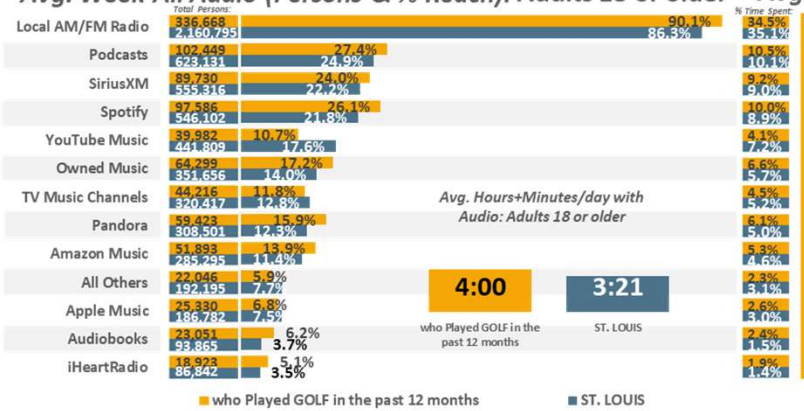
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Activities past 12 months: Golf

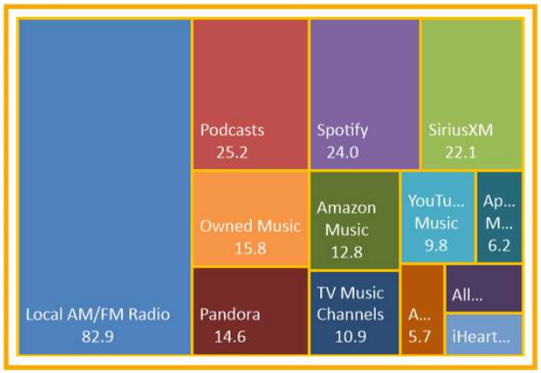


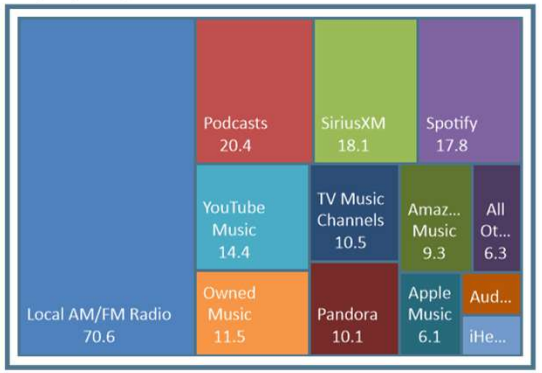
319,209 or 85.4% of Adults 18 or older who Played GOLF in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 77.6 minutes every day representing 45.8% of all time spent daily with Ad-Supported Audio.

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

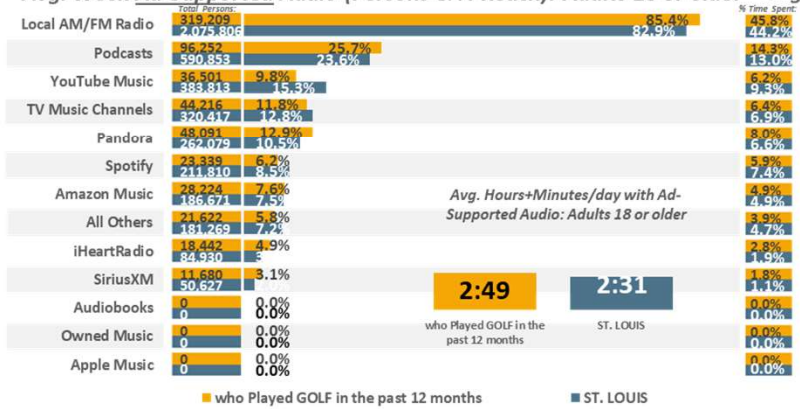


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

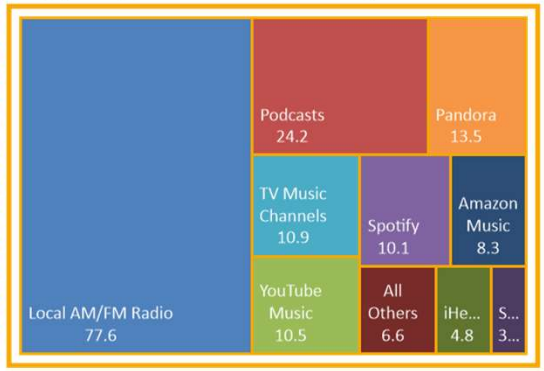


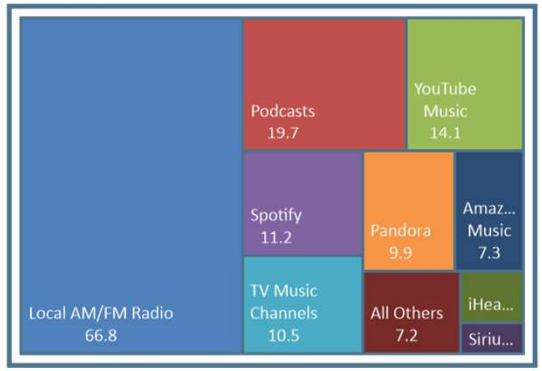


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 313

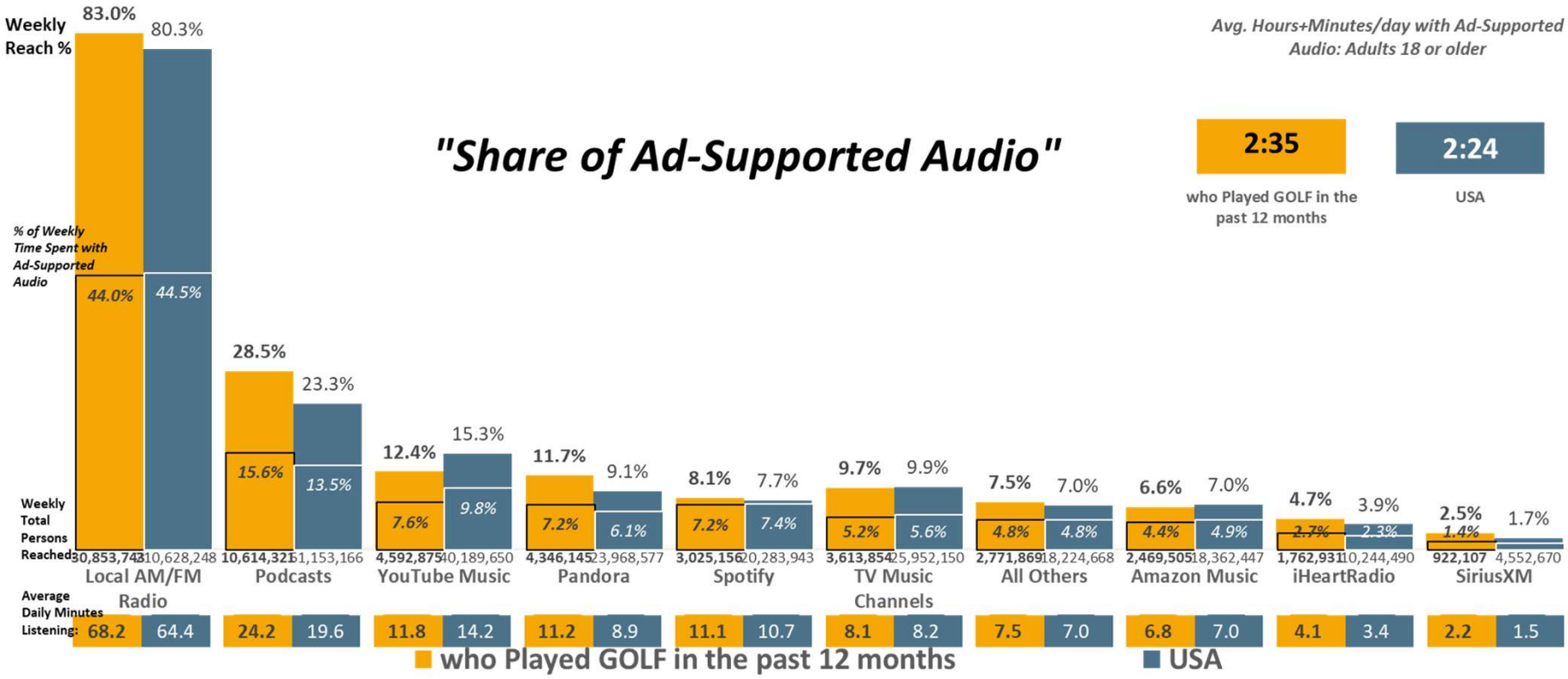
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Activities past 12 months: Golf



30,853,743 or 83.% of Adults 18 or older who Played GOLF in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 68.2 minutes every day representing 44.% of all time spent daily with Ad-Supported Audio.



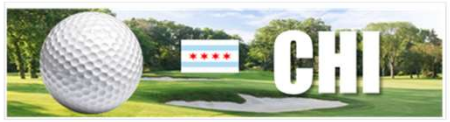
USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,148

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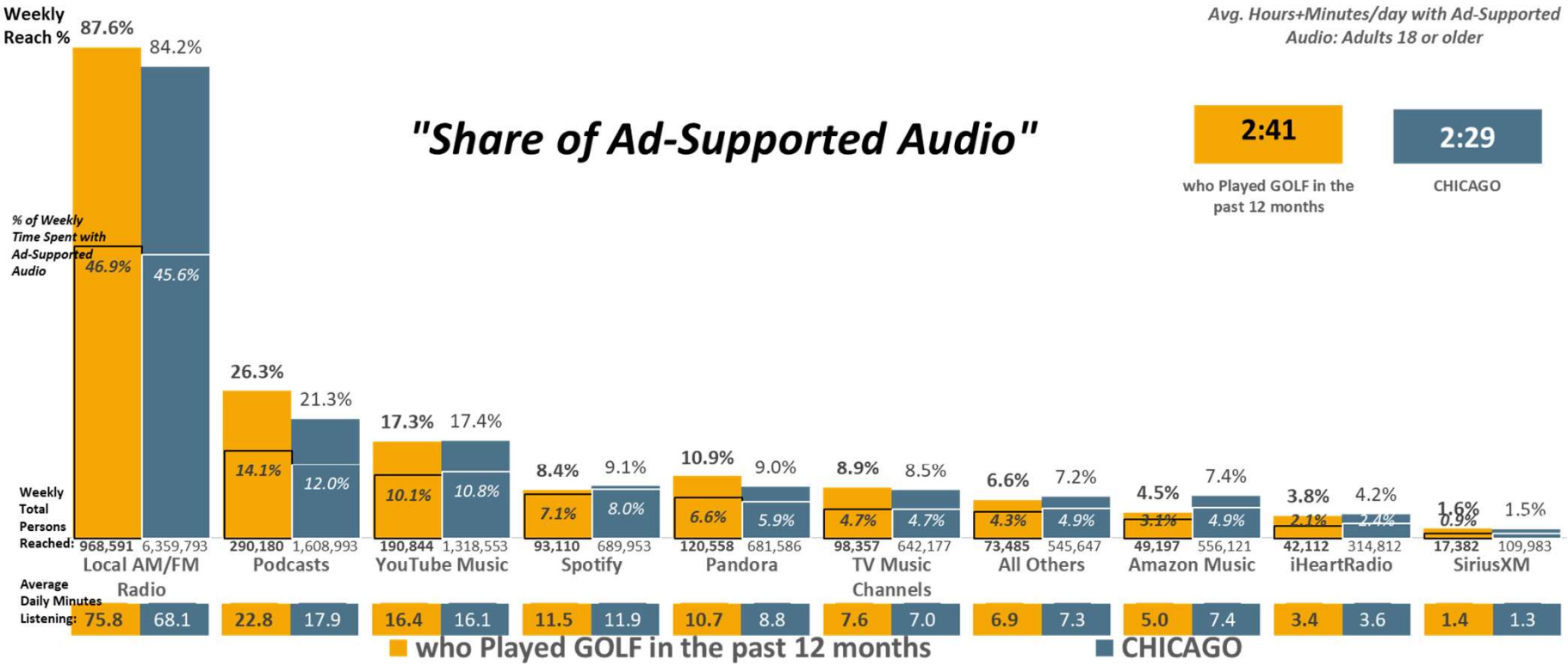
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,335

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Activities past 12 months: Golf



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CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 463 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

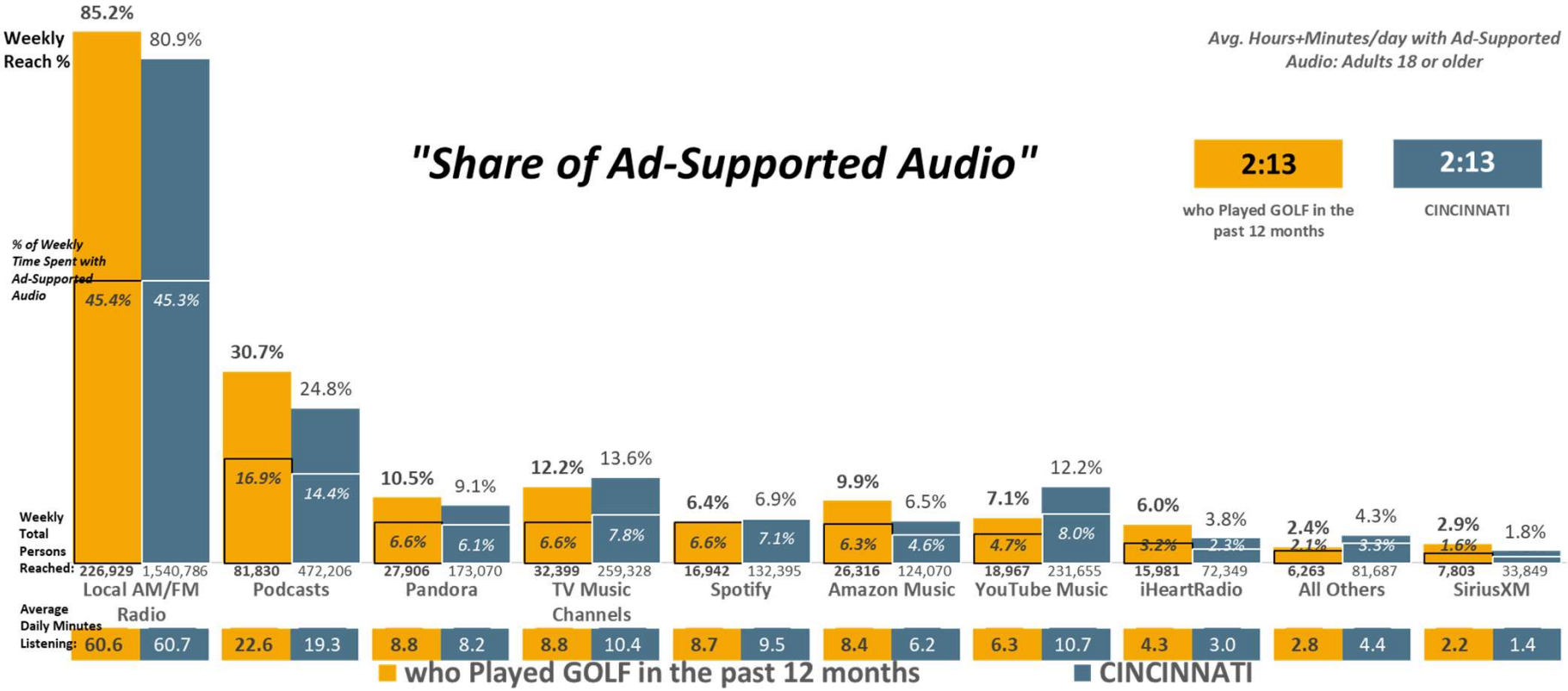
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Activities past 12 months: Golf



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CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 275 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

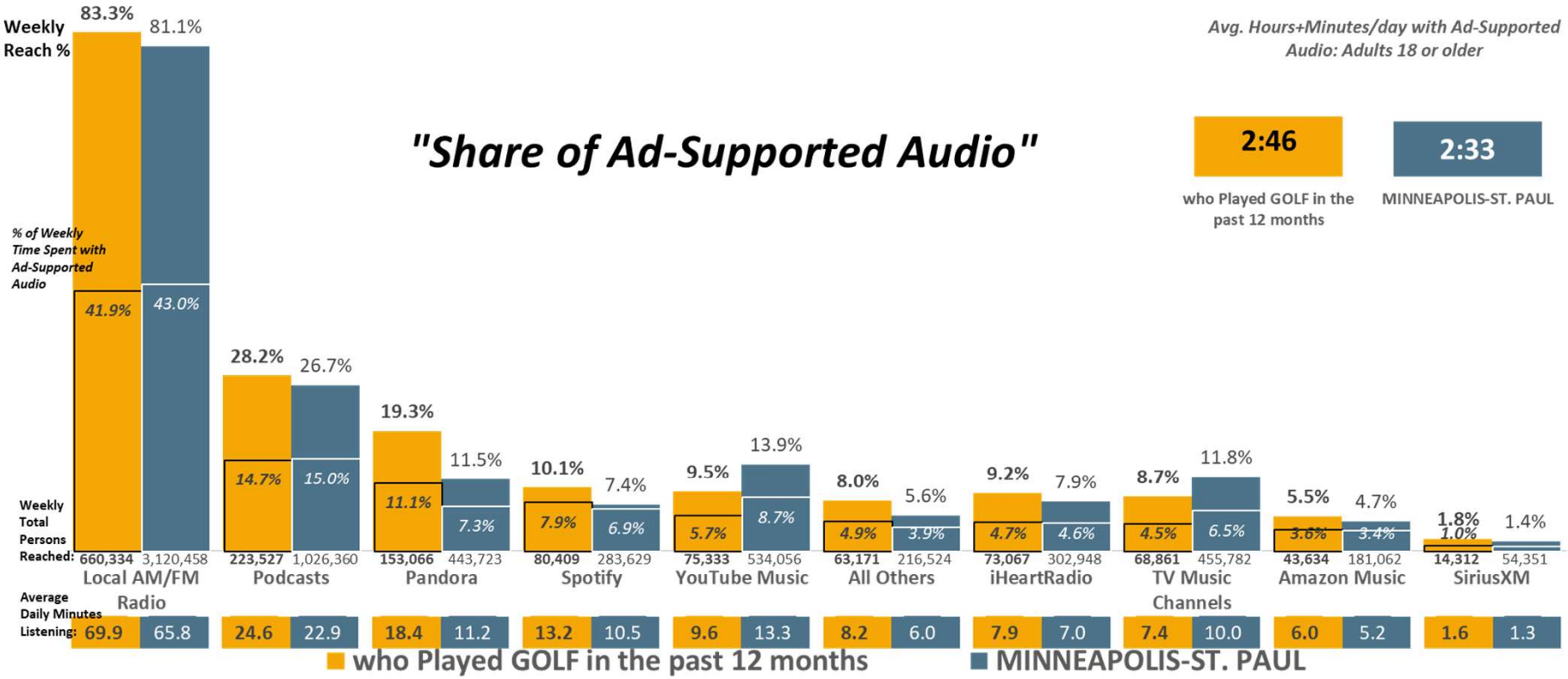
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Activities past 12 months: Golf



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MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 374 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

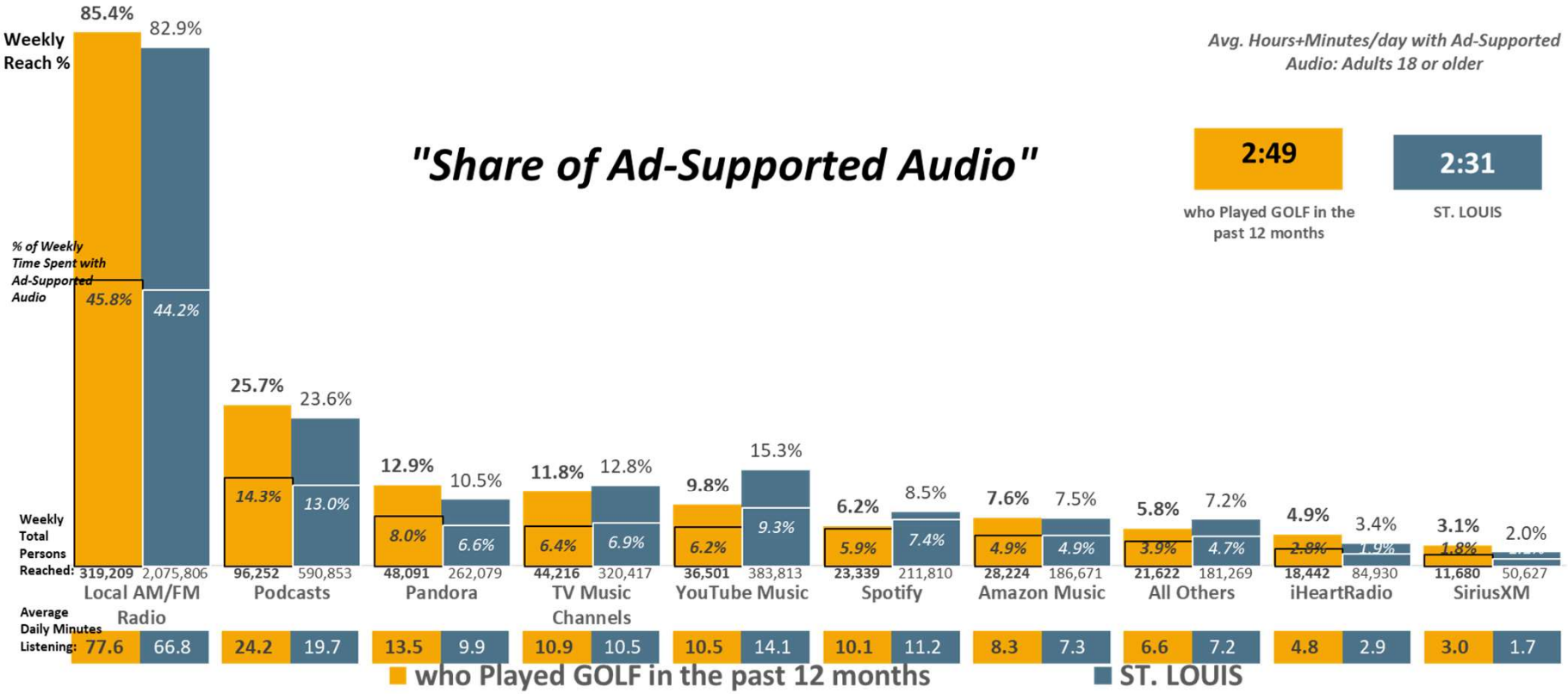
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Activities past 12 months: Golf



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ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 313 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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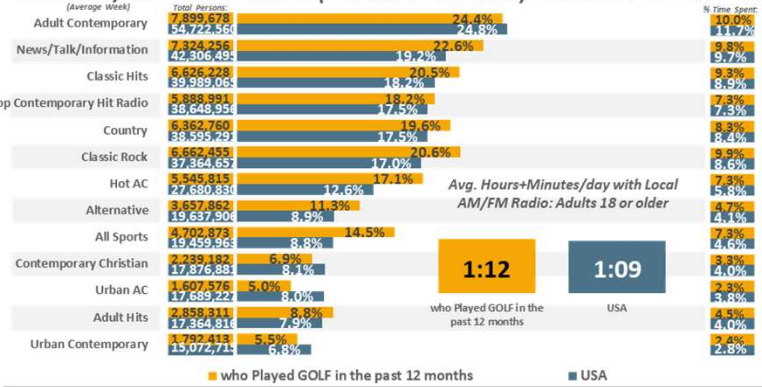
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Activities past 12 months: Golf

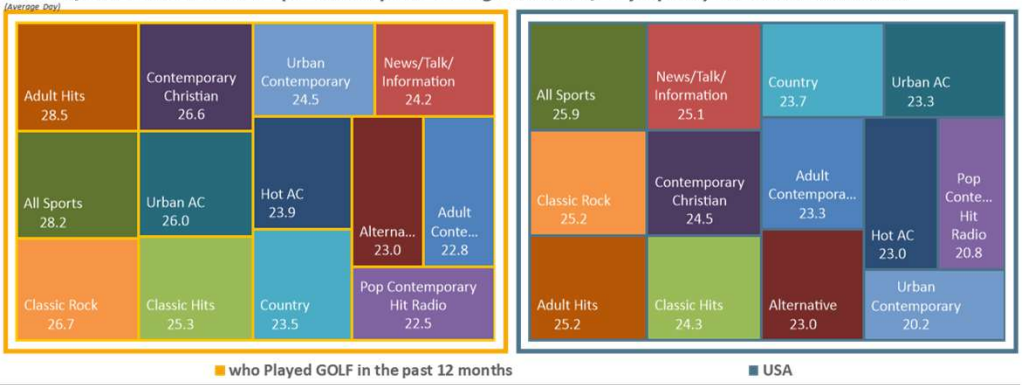


30,853,743 or 83.% of Adults 18 or older who Played GOLF in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Classic Hits, Country, and Pop Contemporary Hit Radio.

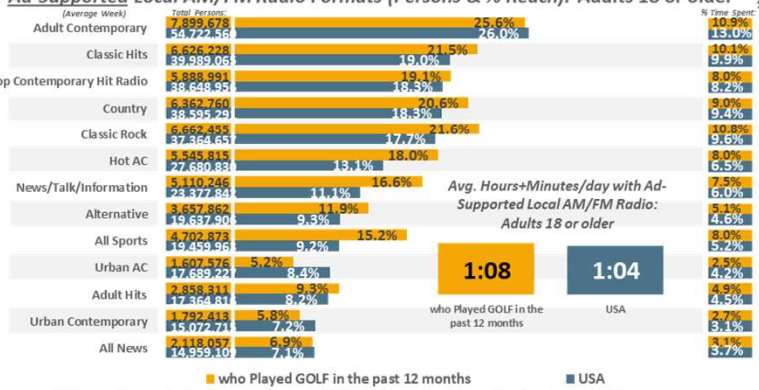
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



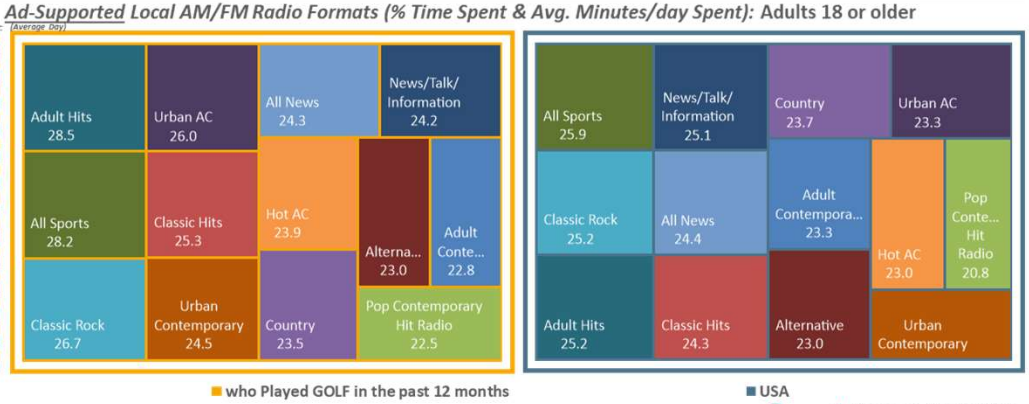
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,148

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,335

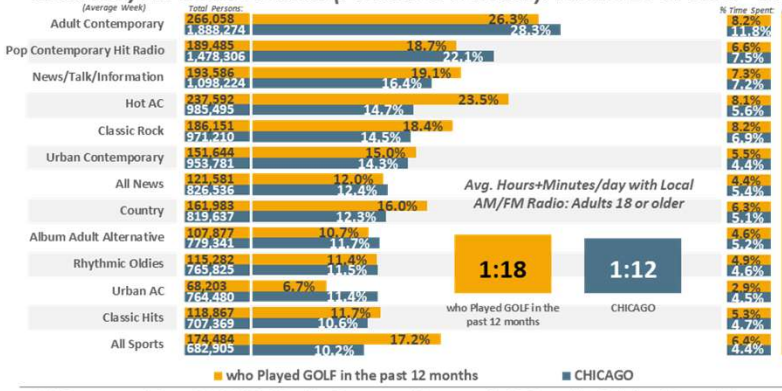
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Activities past 12 months: Golf

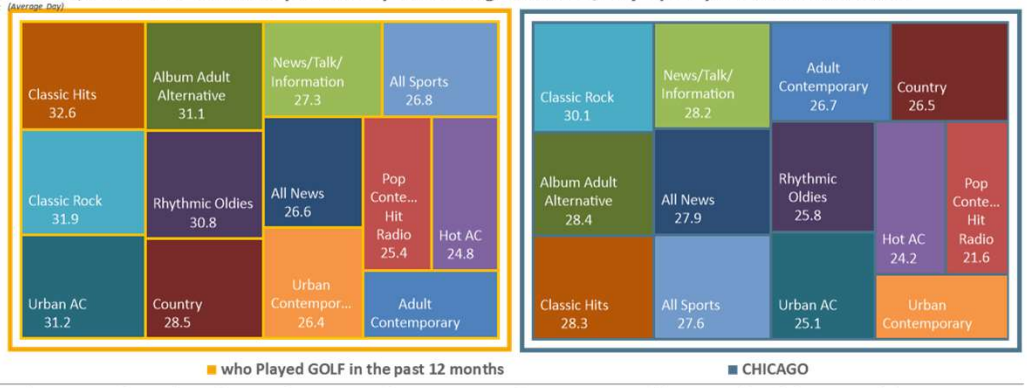


968,591 or 87.6% of Adults 18 or older who Played GOLF in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Hot AC, Pop Contemporary Hit Radio, Classic Rock, and All Sports.

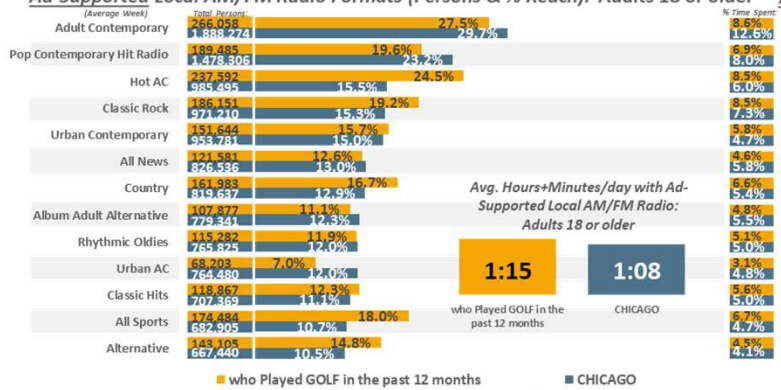
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 463

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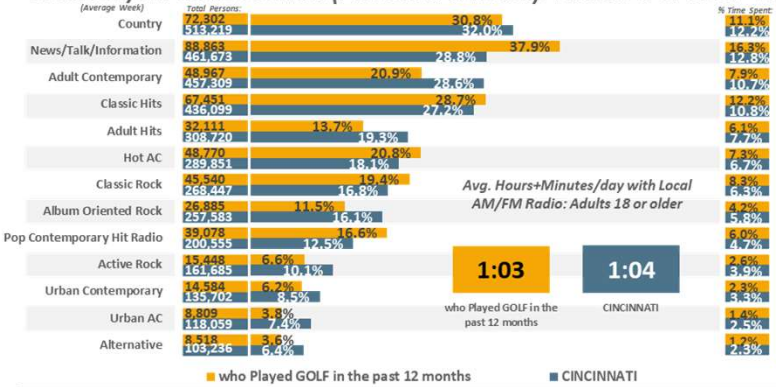
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Activities past 12 months: Golf

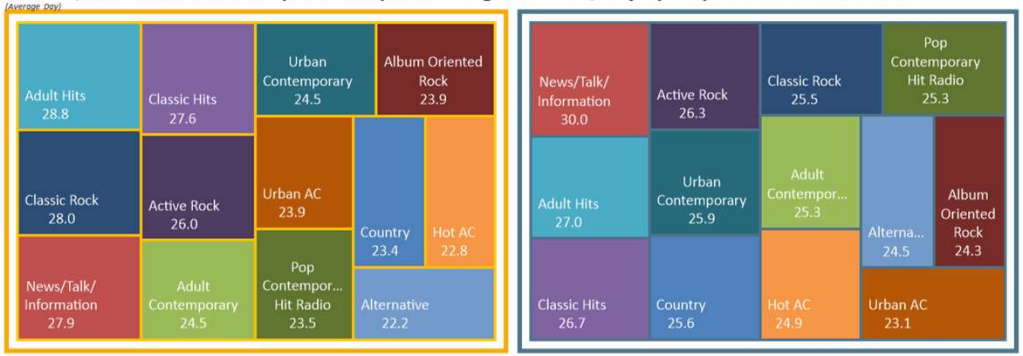


226,929 or 85.2% of Adults 18 or older who Played GOLF in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are News/Talk/Information, Country, Classic Hits, Adult Contemporary, and Hot AC.

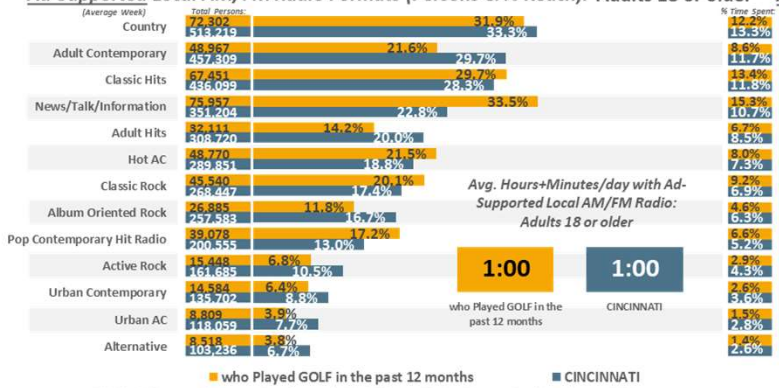
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



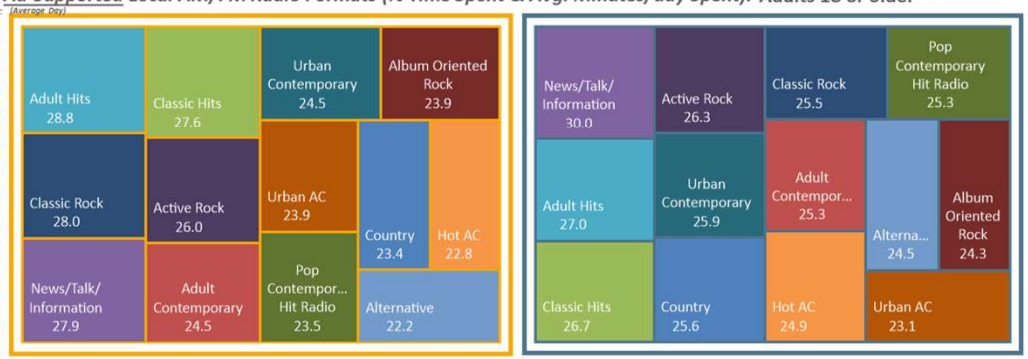
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 275

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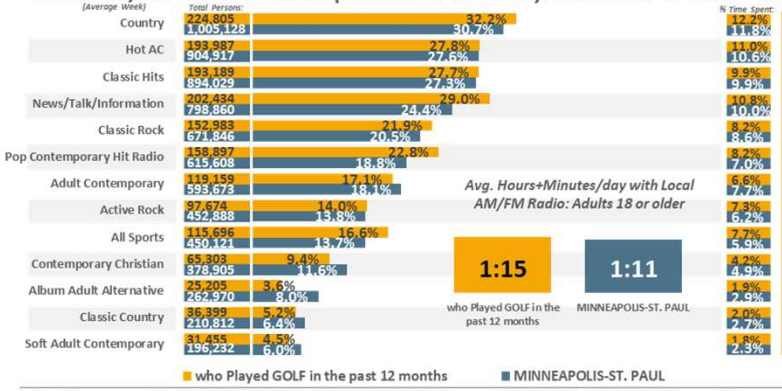
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Activities past 12 months: Golf

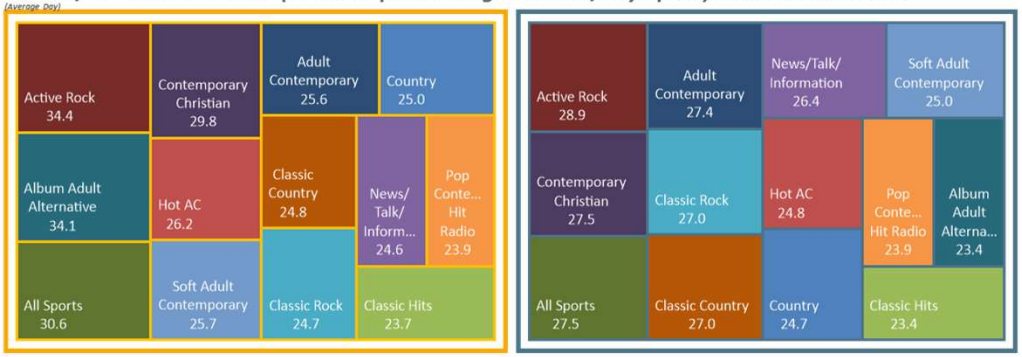


660,334 or 83.3% of Adults 18 or older who Played GOLF in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Classic Hits, Pop Contemporary Hit Radio, and Classic Rock.

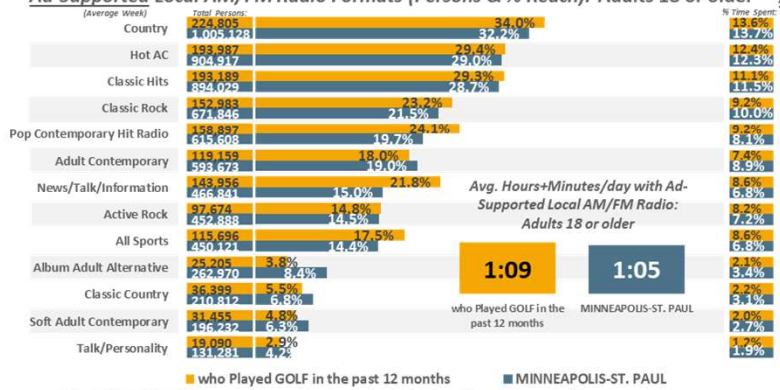
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



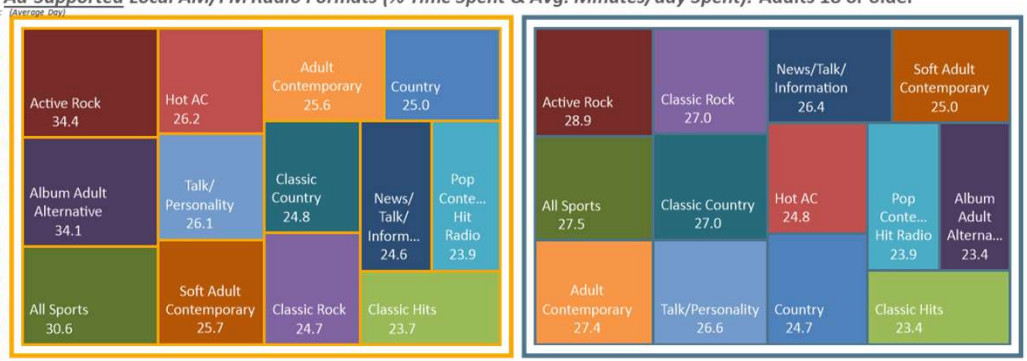
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 374

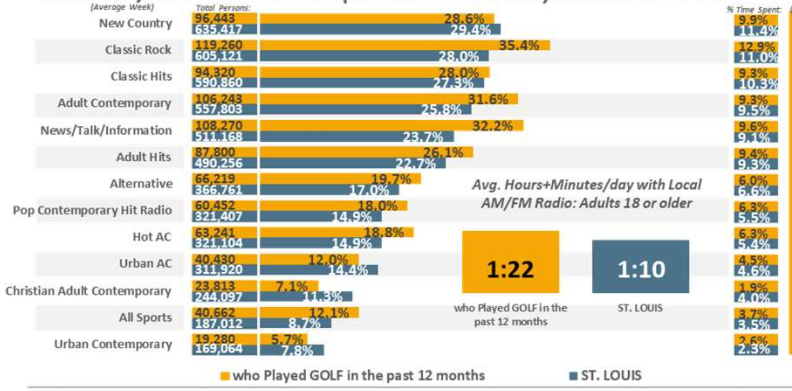
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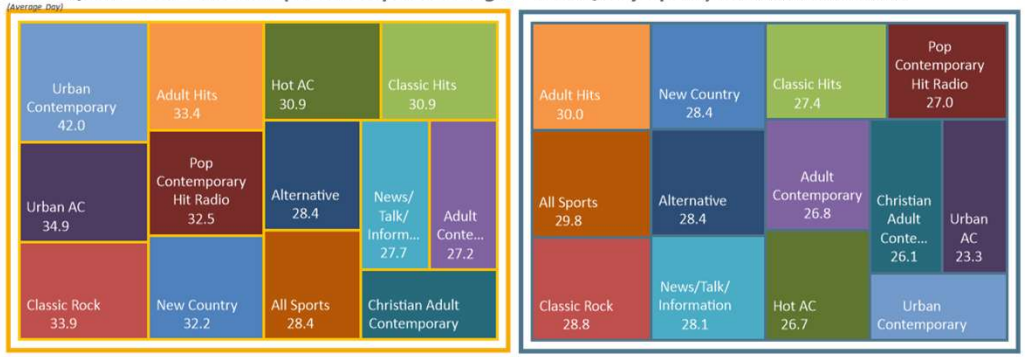


319,209 or 85.4% of Adults 18 or older who Played GOLF in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Contemporary, New Country, Classic Hits, and Adult Hits.

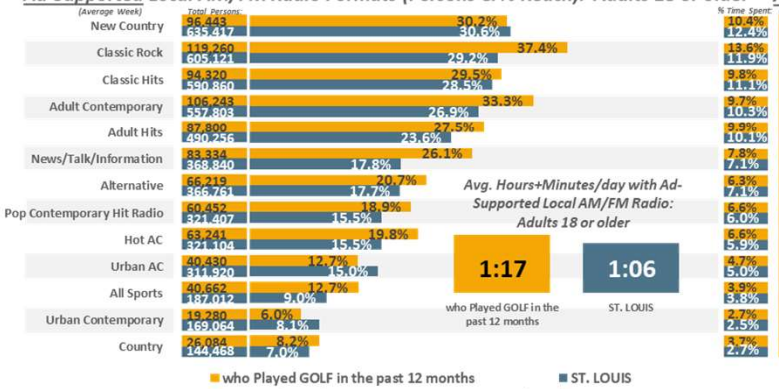
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



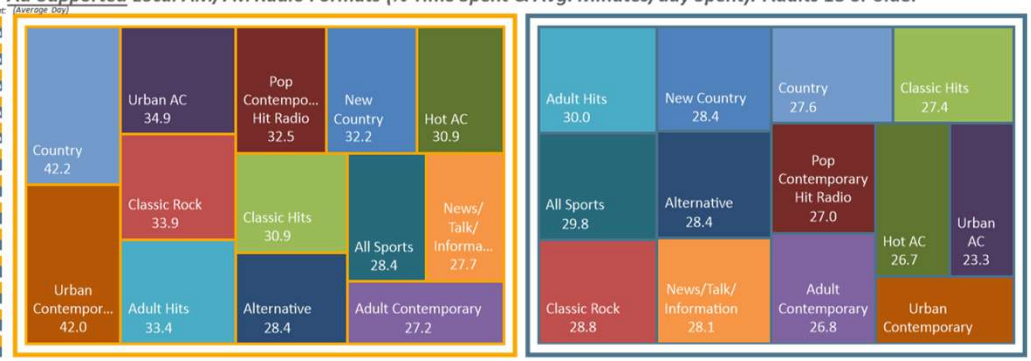
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 313

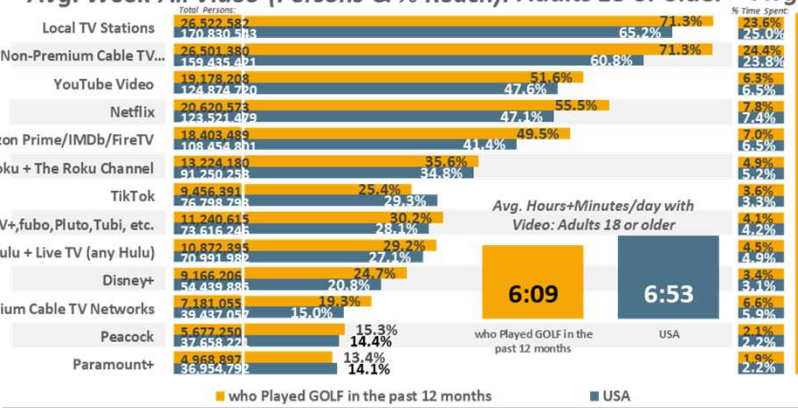
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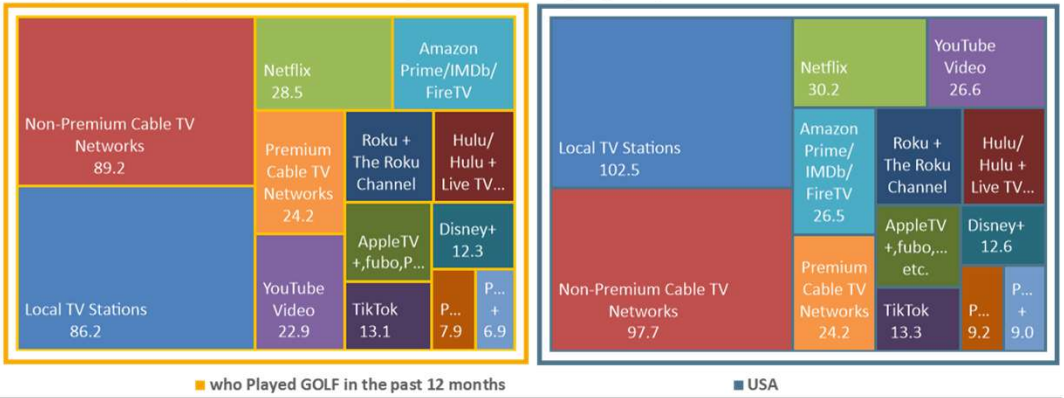


26,280,075 or 70.7% of Adults 18 or older who Played GOLF in the past 12 months watch Ad-Supported Local TV Stations for an average of 82.7 minutes every day representing 27.8% of all time spent daily with Ad-Supported Video.

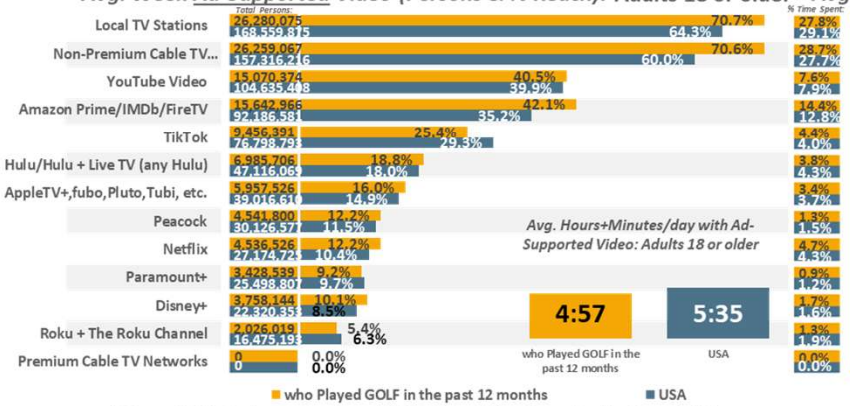
Avg. Week All Video (Persons & % Reach): Adults 18 or older



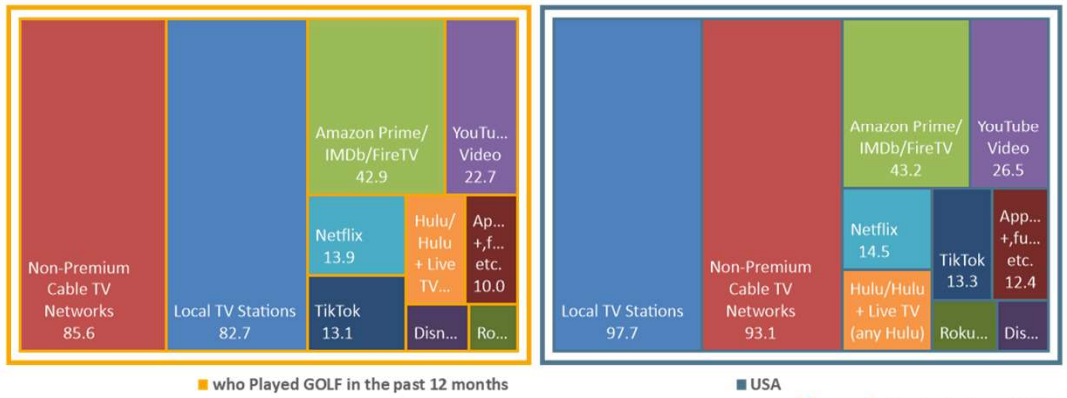
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,148

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,335

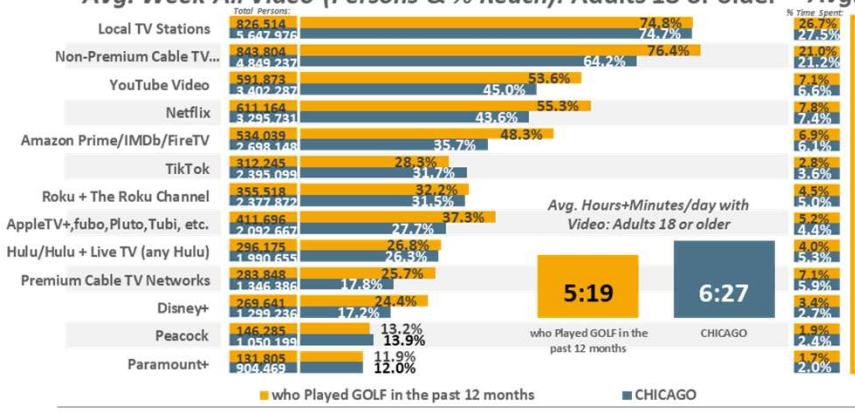
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Activities past 12 months: Golf

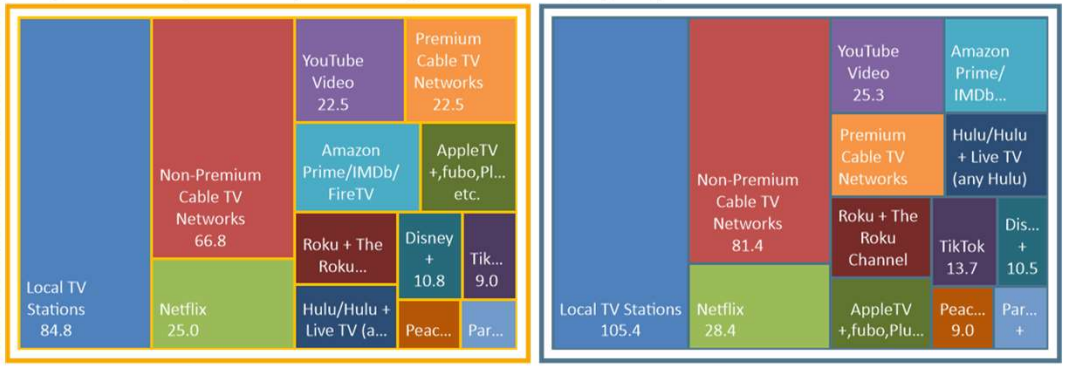


825,075 or 74.7% of Adults 18 or older who Played GOLF in the past 12 months watch Ad-Supported Local TV Stations for an average of 82.3 minutes every day representing 31.9% of all time spent daily with Ad-Supported Video.

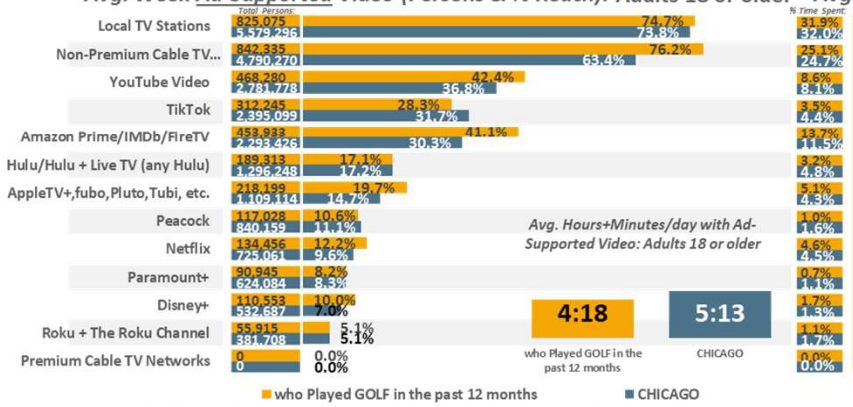
Avg. Week All Video (Persons & % Reach): Adults 18 or older



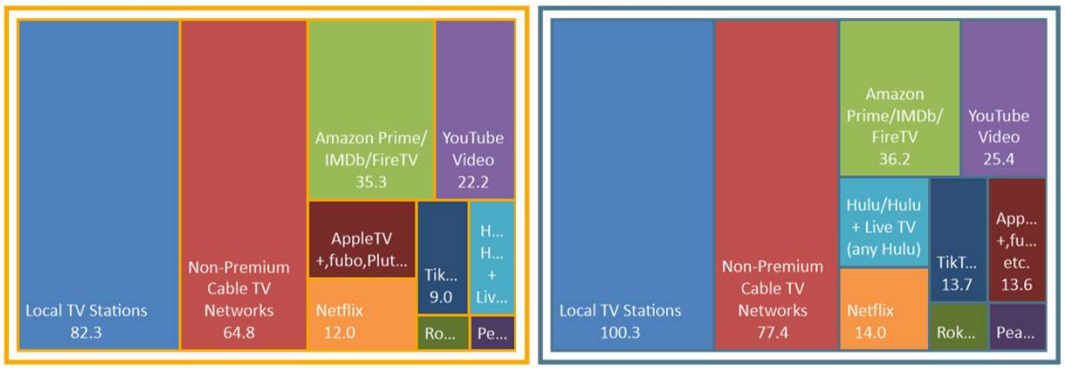
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 463

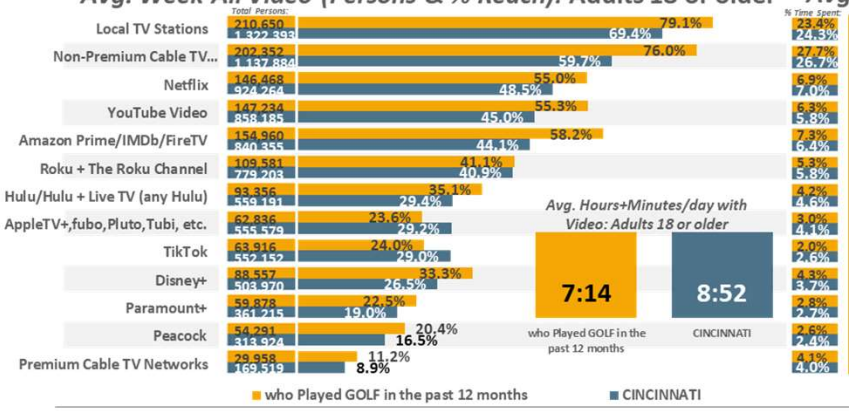
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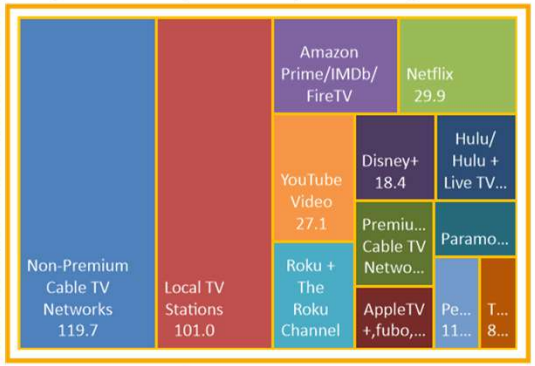


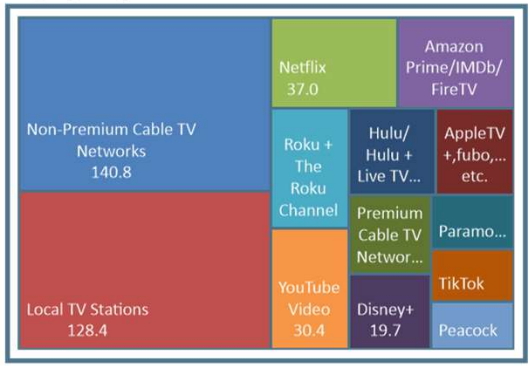
208,752 or 78.4% of Adults 18 or older who Played GOLF in the past 12 months watch Ad-Supported Local TV Stations for an average of 98.4 minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.

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

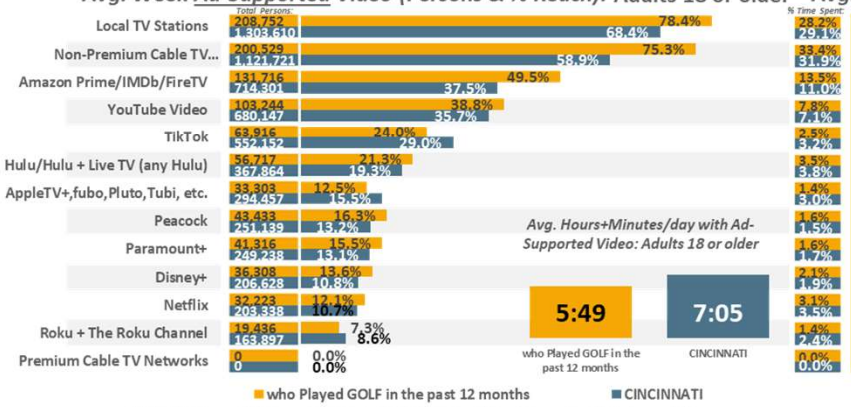


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

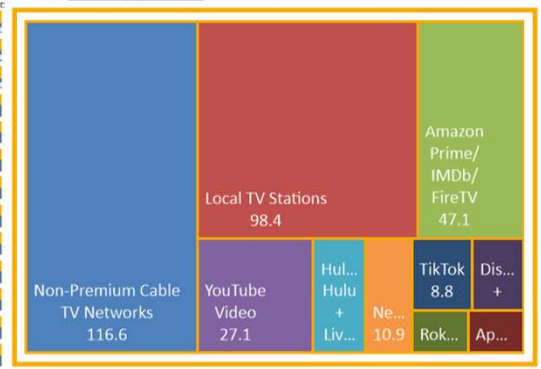


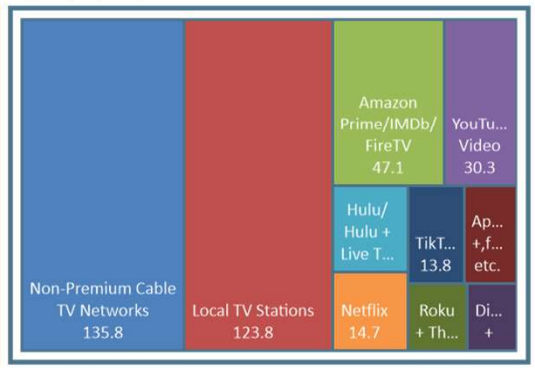


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 275

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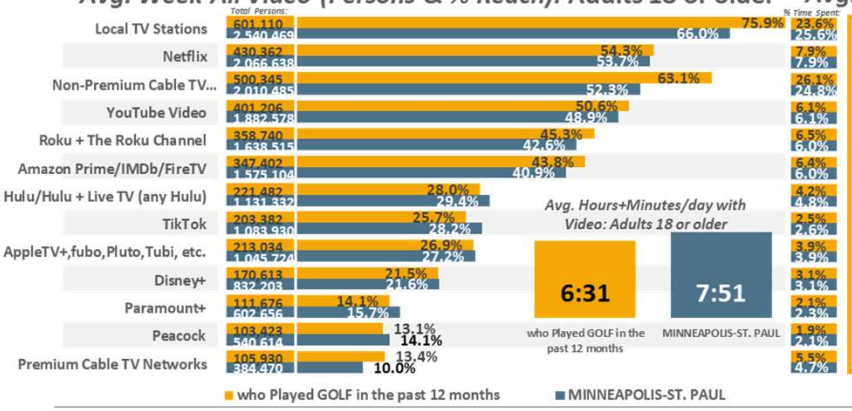
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Activities past 12 months: Golf

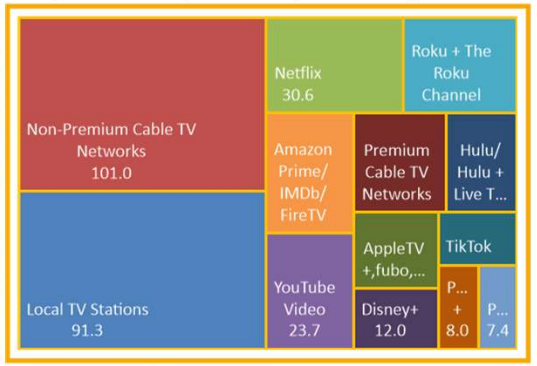


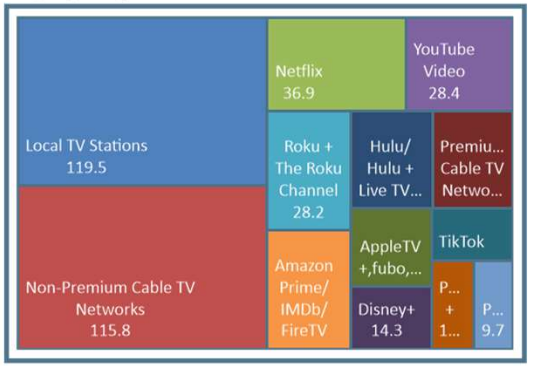
592,253 or 74.7% of Adults 18 or older who Played GOLF in the past 12 months watch Ad-Supported Local TV Stations for an average of 86.7 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

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

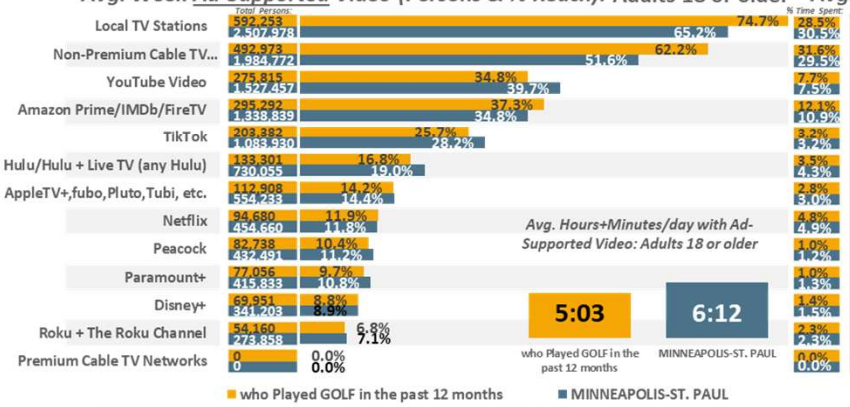


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

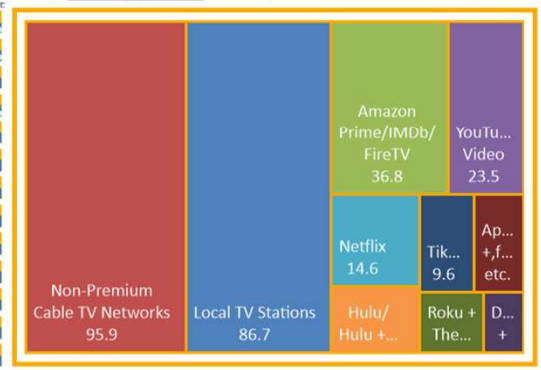


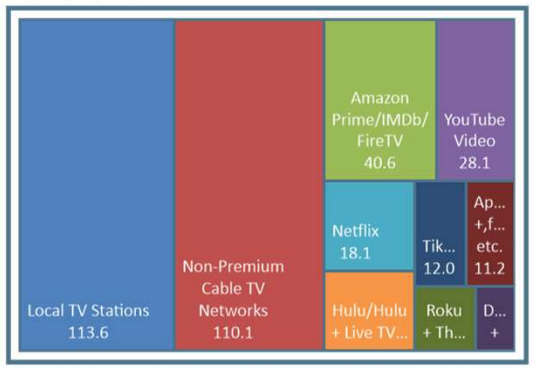


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 374

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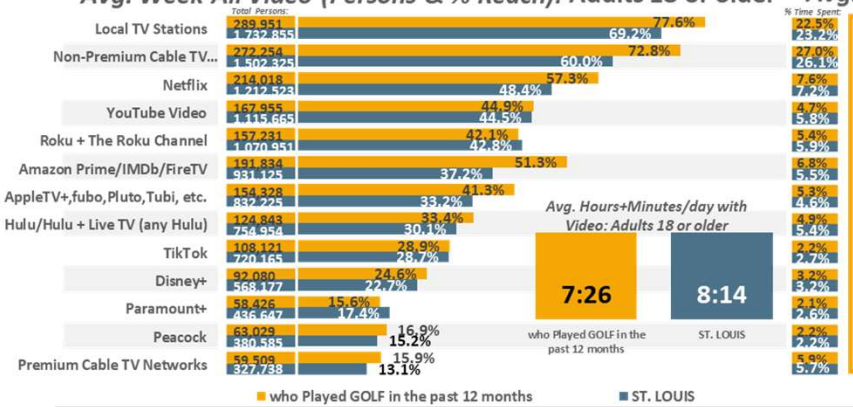
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Activities past 12 months: Golf

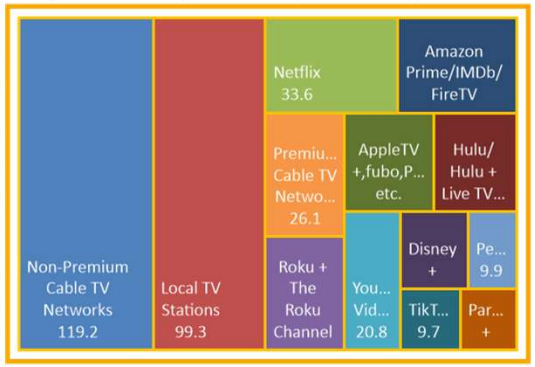


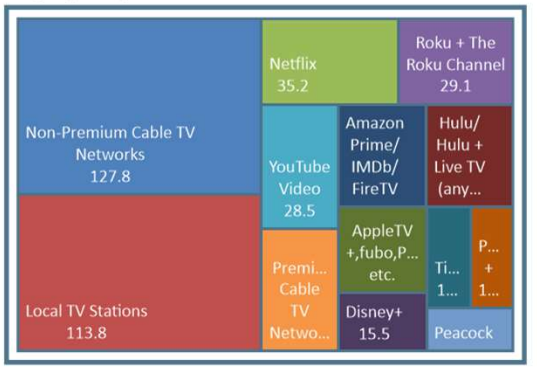
285,222 or 76.3% of Adults 18 or older who Played GOLF in the past 12 months watch Ad-Supported Local TV Stations for an average of 93.5 minutes every day representing 26.3% of all time spent daily with Ad-Supported Video.

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



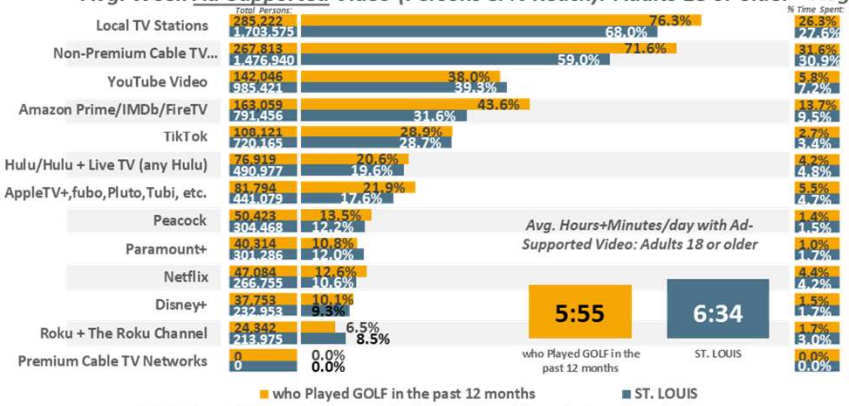
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



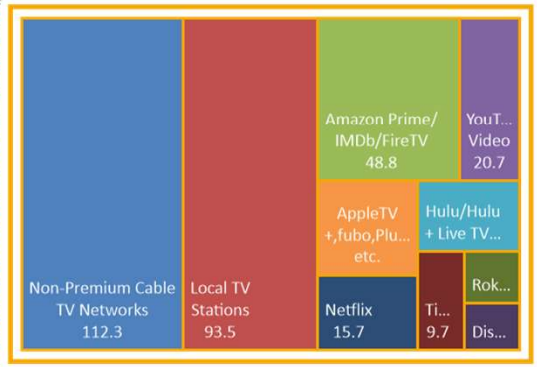


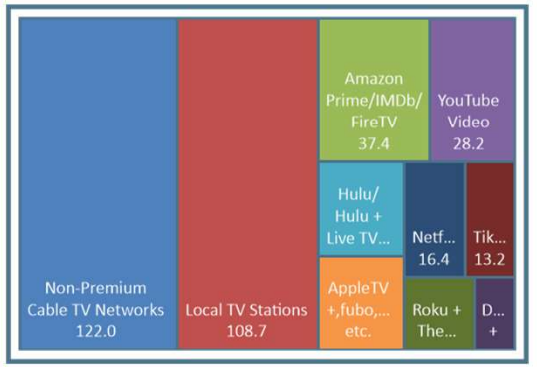
who Played GOLF in the past 12 months ■ ST. LOUIS

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



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





who Played GOLF in the past 12 months ■ ST. LOUIS

ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 313

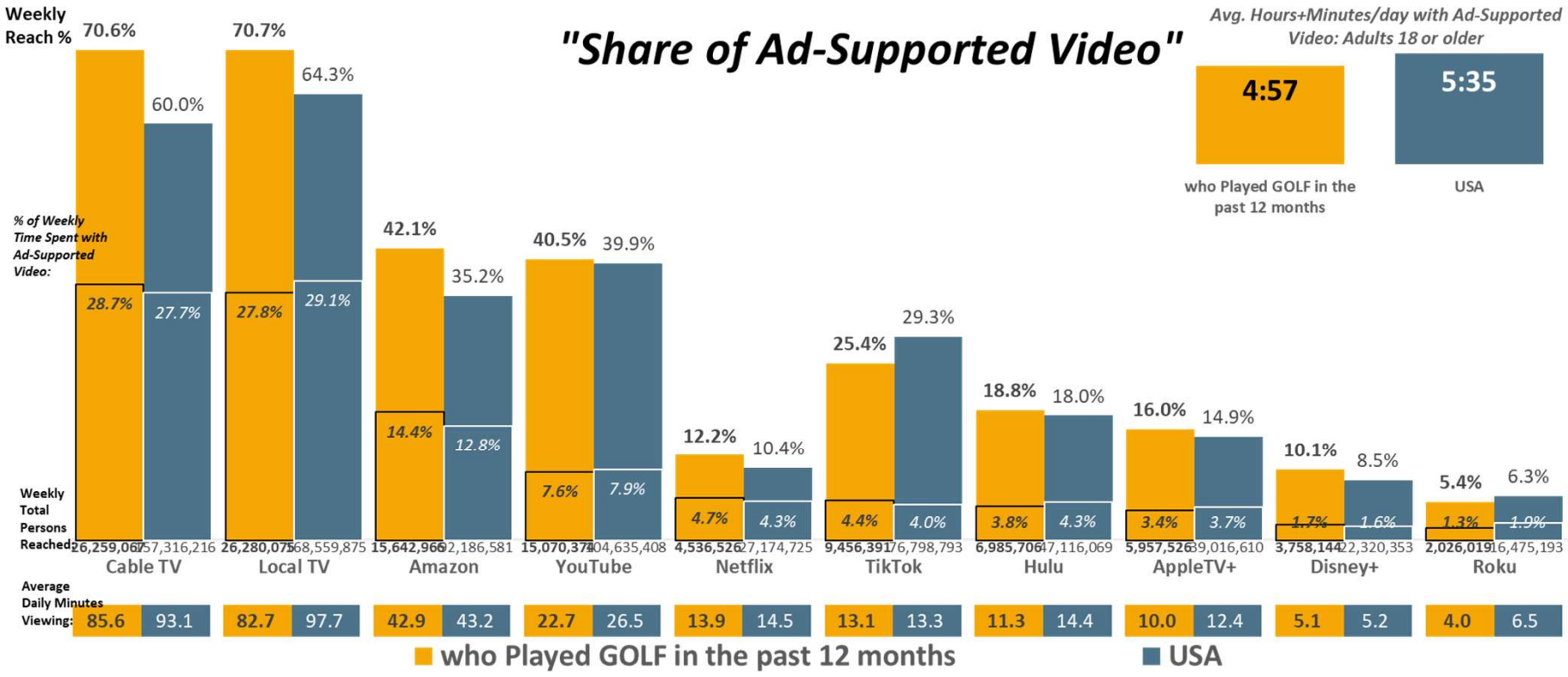
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Activities past 12 months: Golf



26,280,075 or 70.7% of Adults 18 or older who Played GOLF in the past 12 months watch Ad-Supported Local TV Stations for an average of 82.7 minutes every day representing 27.8% of all time spent daily with Ad-Supported Video.



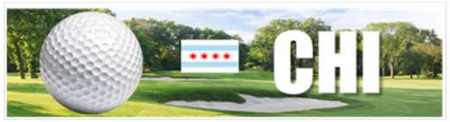
USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,148

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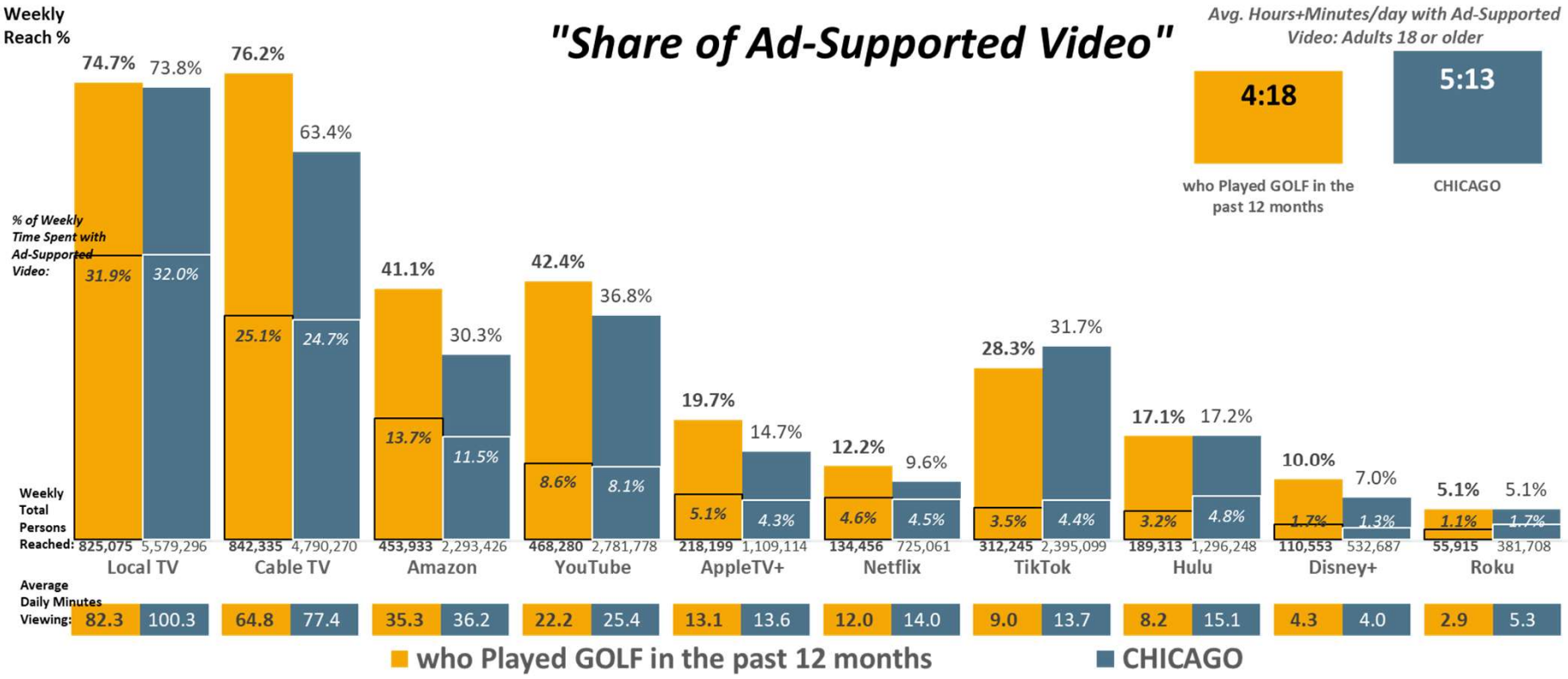
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,335

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Activities past 12 months: Golf



825,075 or 74.7% of Adults 18 or older who Played GOLF in the past 12 months watch Ad-Supported Local TV Stations for an average of 82.3 minutes every day representing 31.9% of all time spent daily with Ad-Supported Video.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 463 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

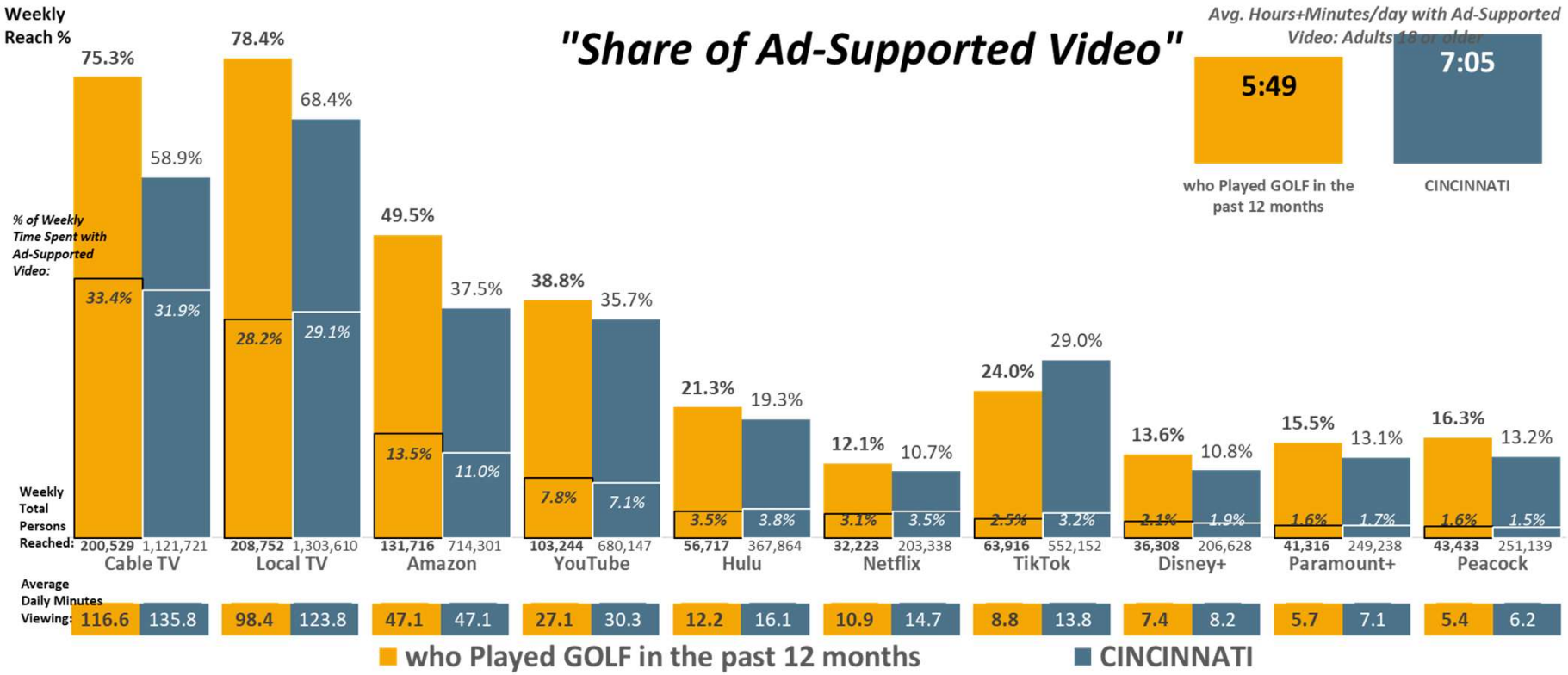
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Activities past 12 months: Golf



208,752 or 78.4% of Adults 18 or older who Played GOLF in the past 12 months watch Ad-Supported Local TV Stations for an average of 98.4 minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 275 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

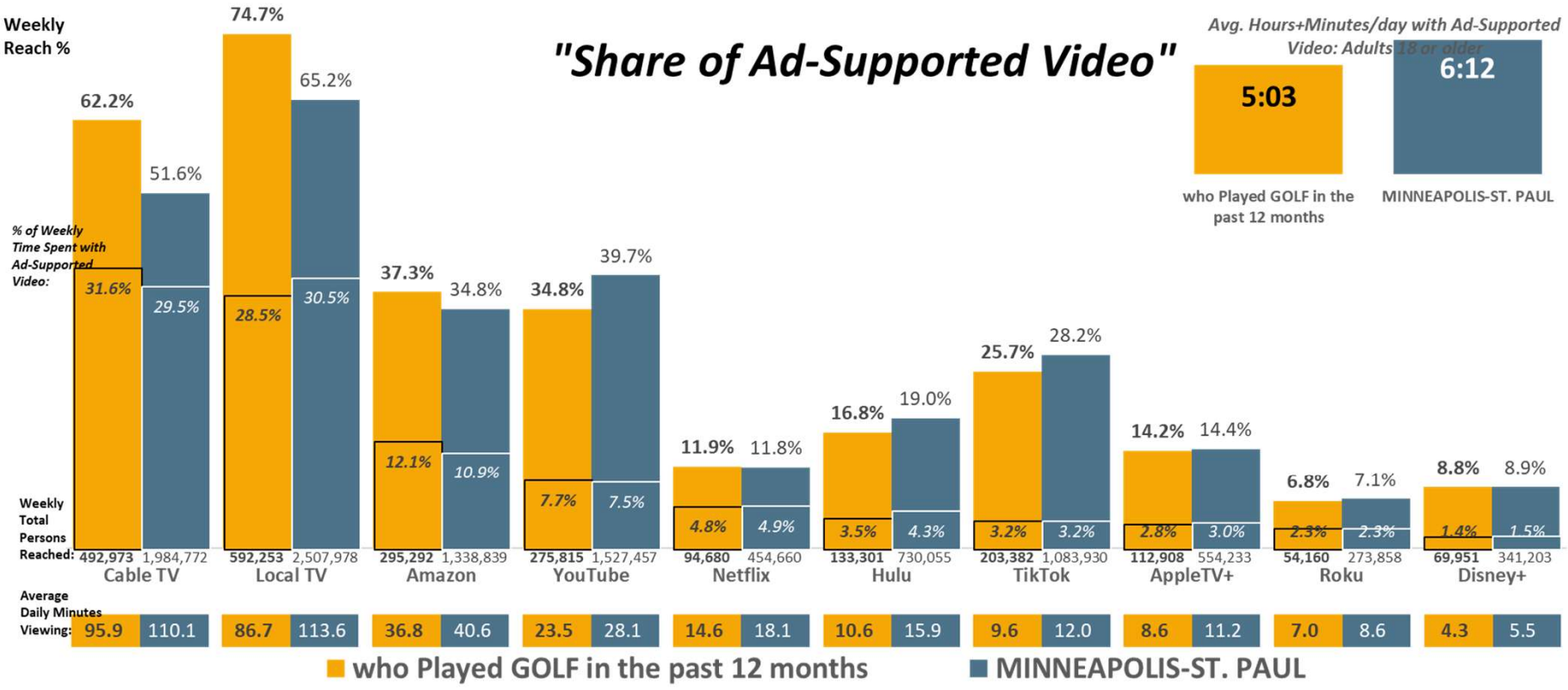
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Activities past 12 months: Golf



592,253 or 74.7% of Adults 18 or older who Played GOLF in the past 12 months watch Ad-Supported Local TV Stations for an average of 86.7 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 374 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

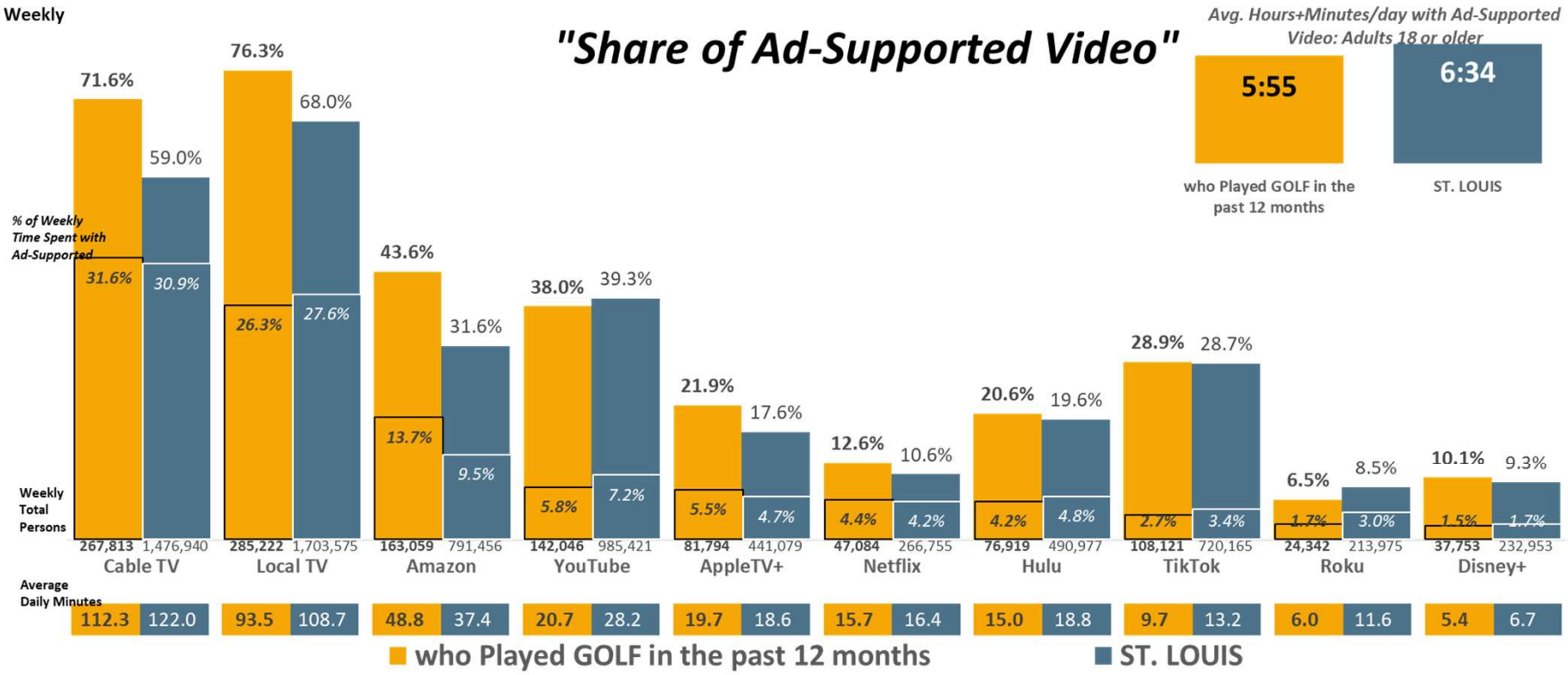
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Activities past 12 months: Golf



285,222 or 76.3% of Adults 18 or older who Played GOLF in the past 12 months watch Ad-Supported Local TV Stations for an average of 93.5 minutes every day representing 26.3% of all time spent daily with Ad-Supported Video.



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 313 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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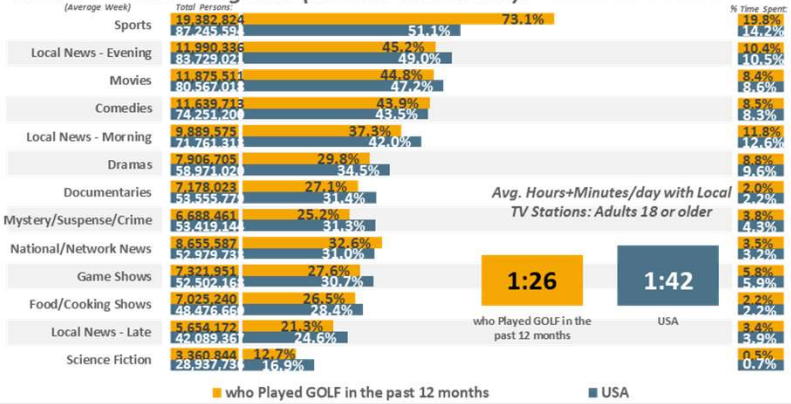
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Activities past 12 months: Golf

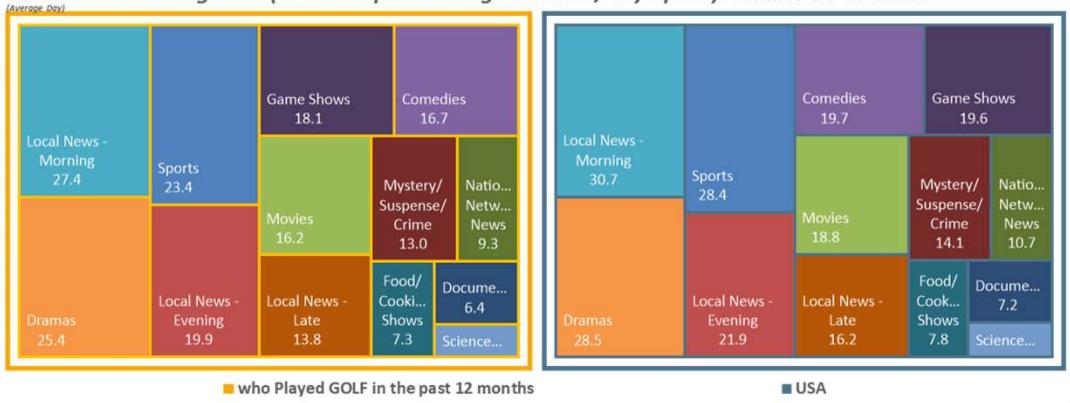


26,280,075 or 70.7% of Adults 18 or older who Played GOLF in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, Local News - Morning, and Dramas.

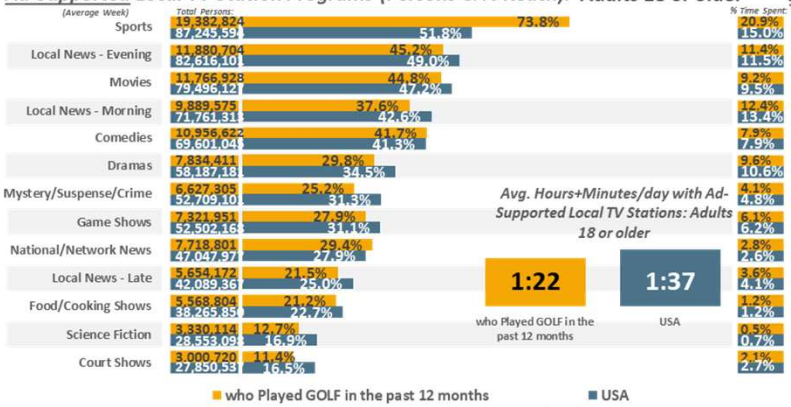
Local TV Station Programs (Persons & % Reach): Adults 18 or older



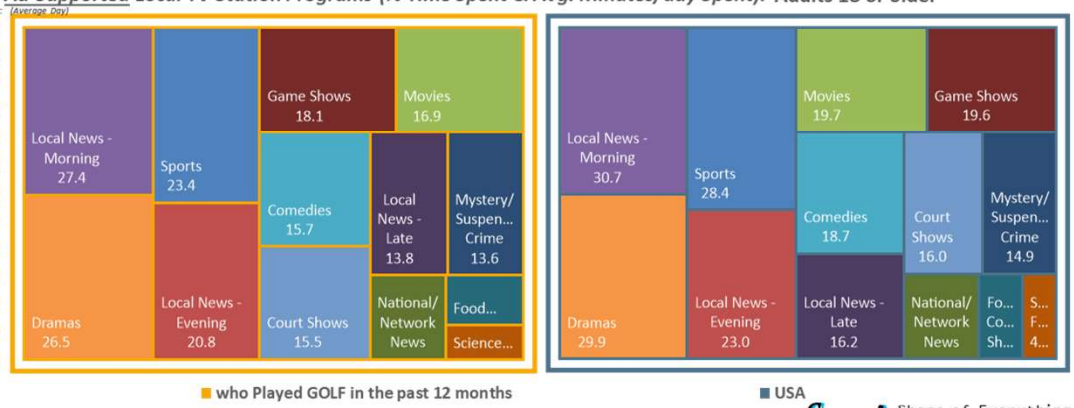
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,148

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,335

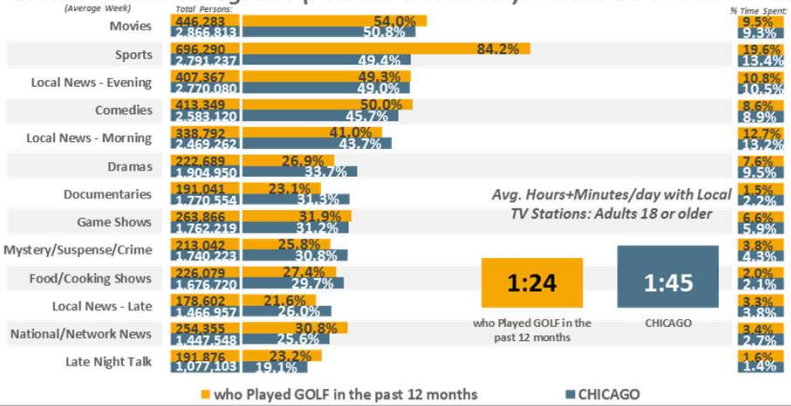
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Activities past 12 months: Golf

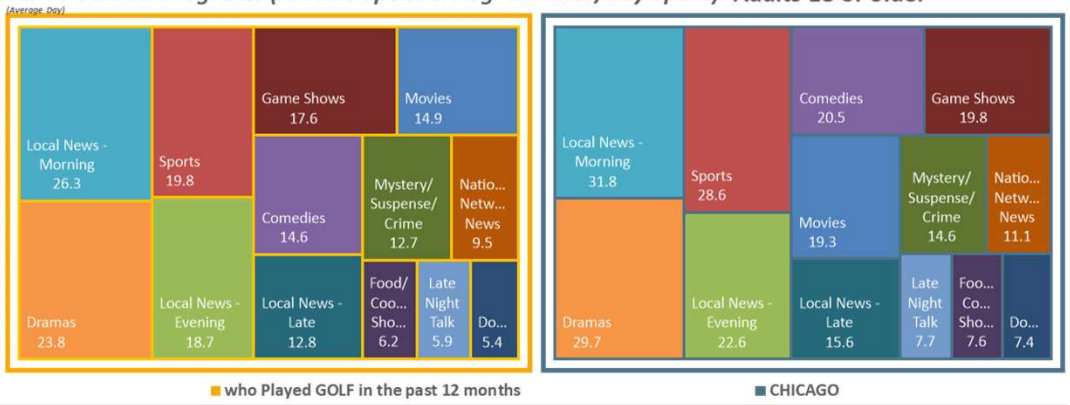


825,075 or 74.7% of Adults 18 or older who Played GOLF in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Local News - Morning, and Game Shows.

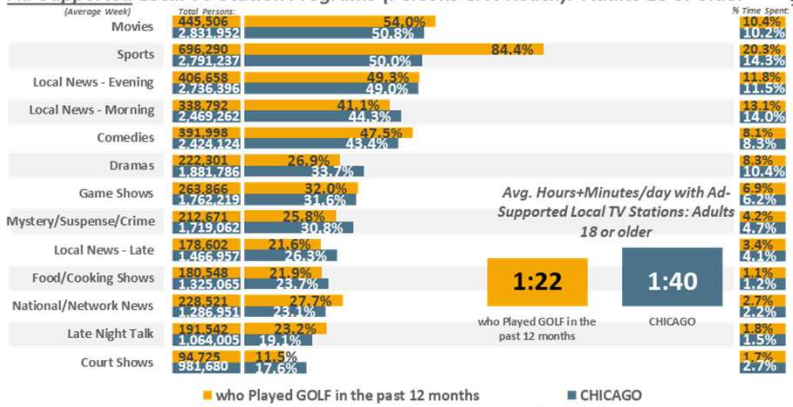
Local TV Station Programs (Persons & % Reach): Adults 18 or older



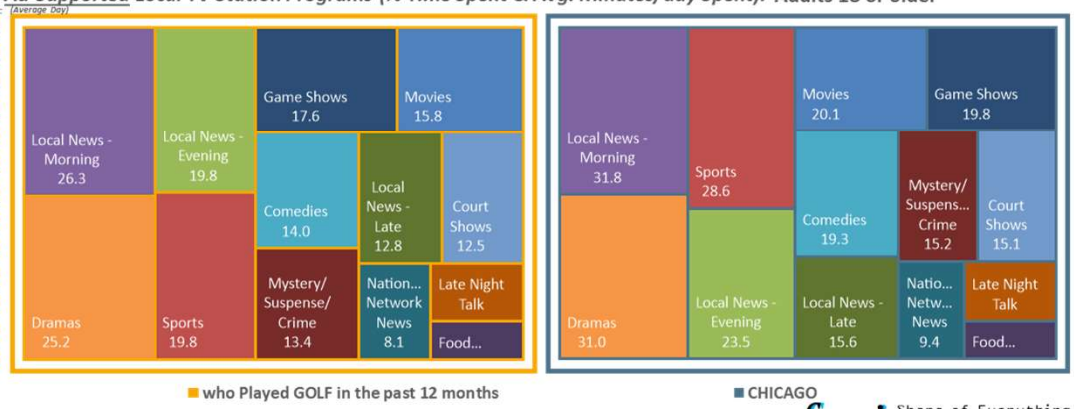
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 463

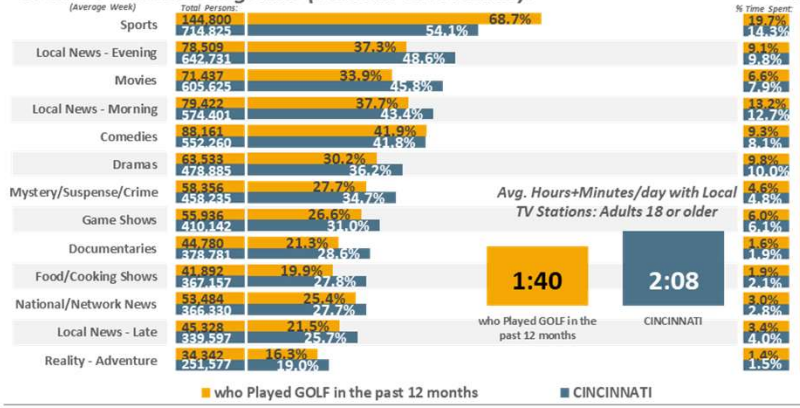
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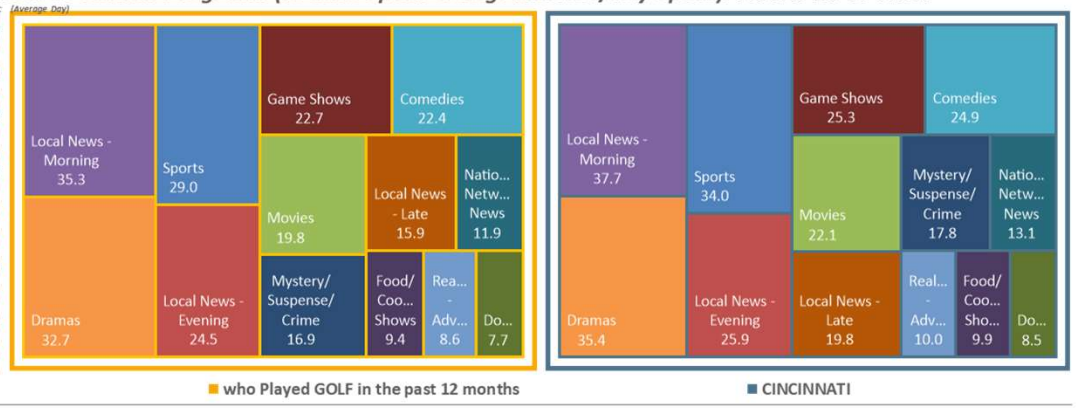


208,752 or 78.4% of Adults 18 or older who Played GOLF in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Local News - Evening, Movies, and Dramas.

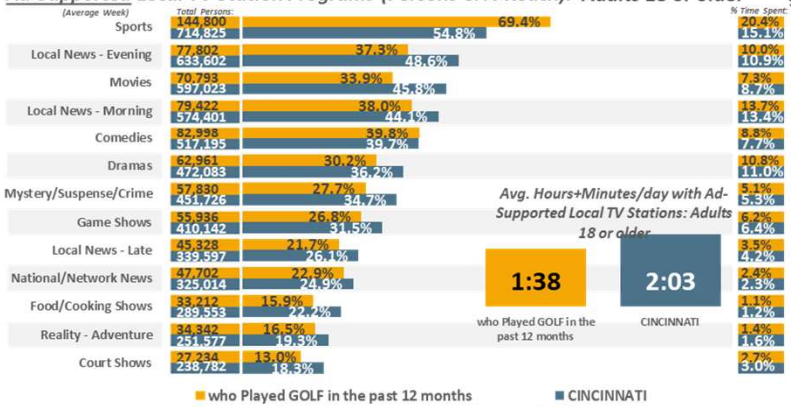
Local TV Station Programs (Persons & % Reach): Adults 18 or older



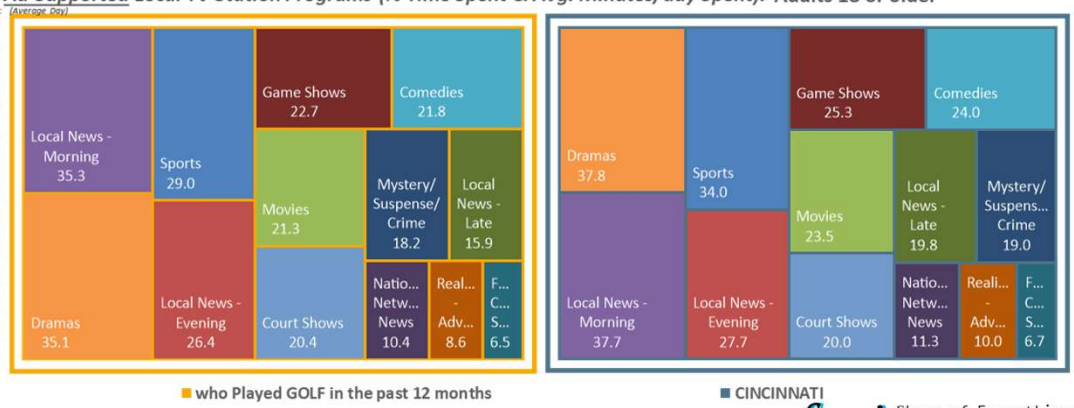
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 275

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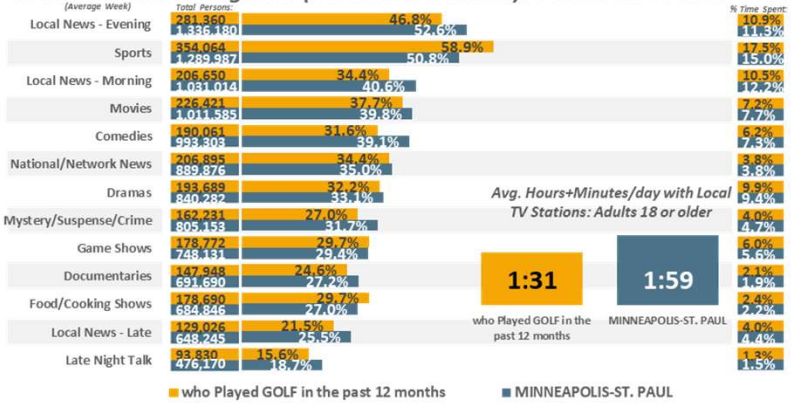
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Activities past 12 months: Golf

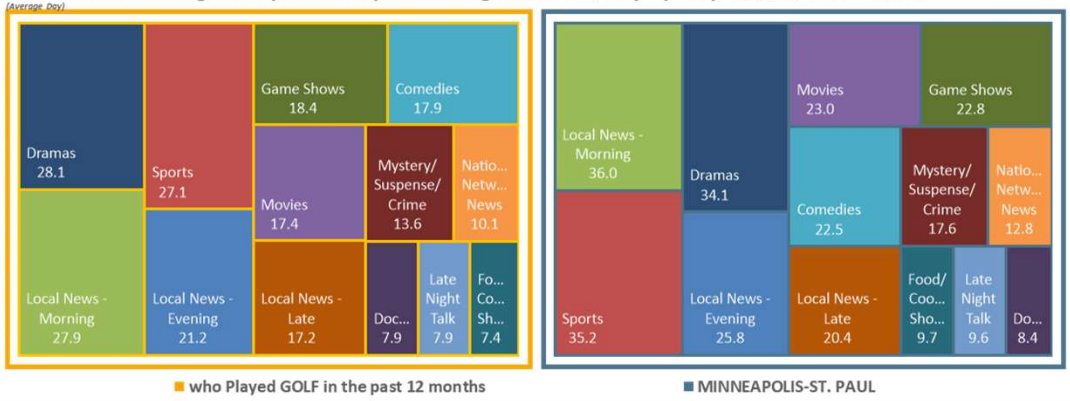


592,253 or 74.7% of Adults 18 or older who Played GOLF in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Dramas, and National/Network News.

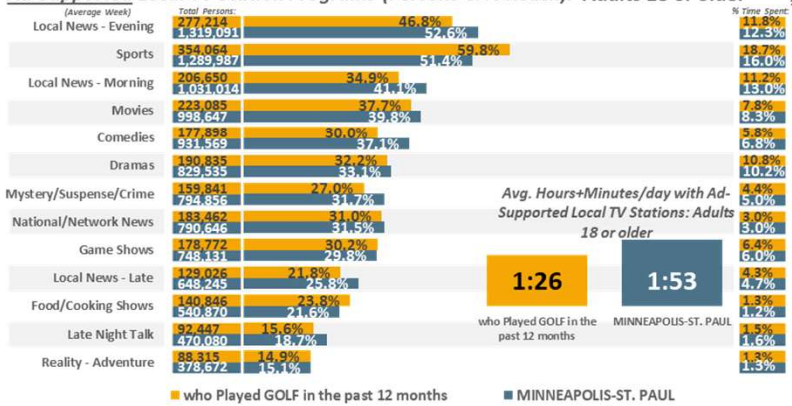
Local TV Station Programs (Persons & % Reach): Adults 18 or older



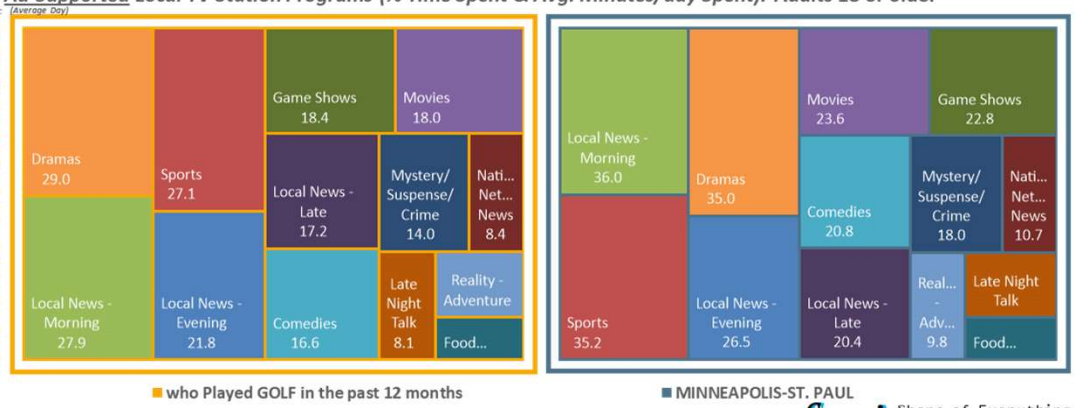
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 374

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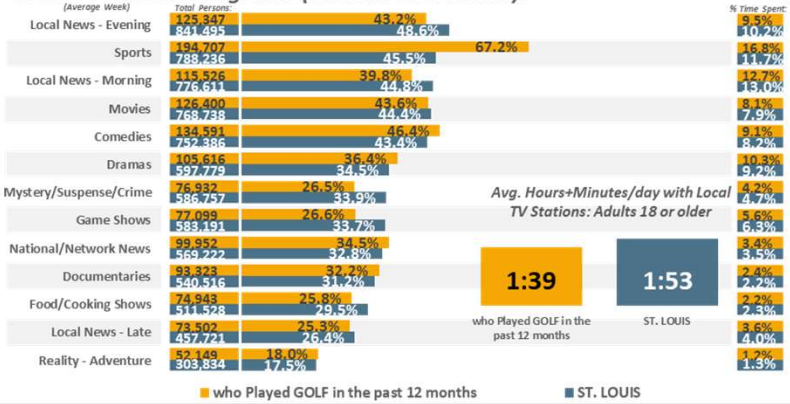
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Activities past 12 months: Golf

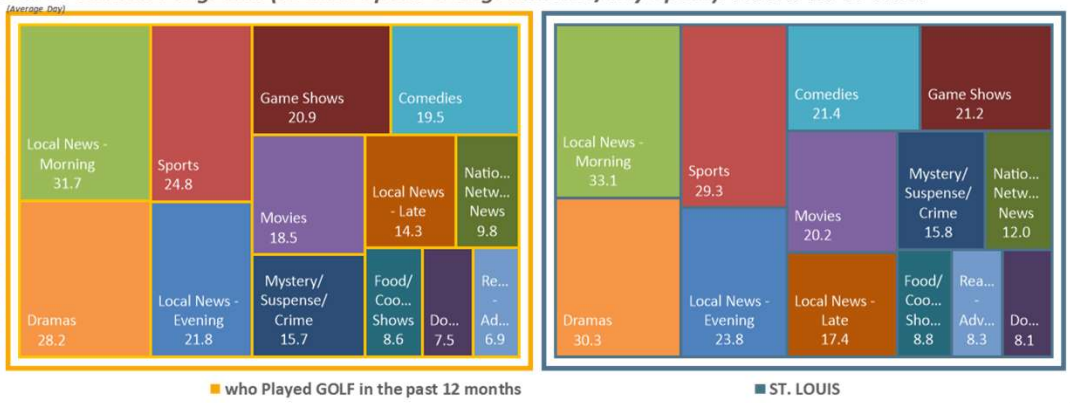


285,222 or 76.3% of Adults 18 or older who Played GOLF in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Local News - Evening, Local News - Morning, and Dramas.

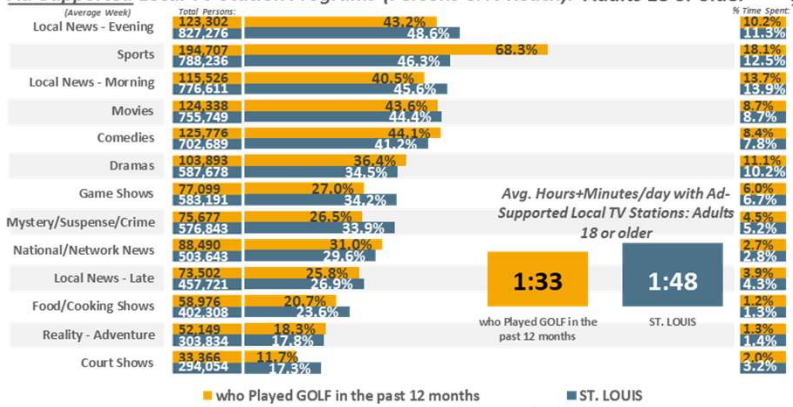
Local TV Station Programs (Persons & % Reach): Adults 18 or older



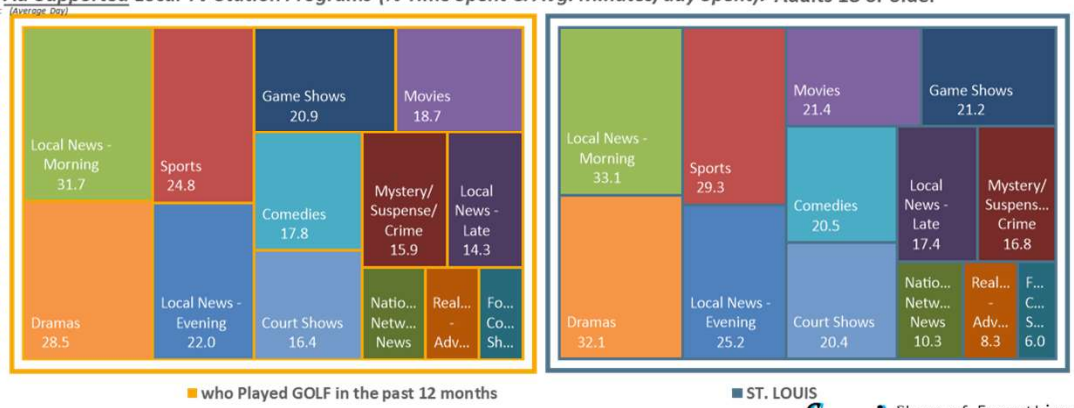
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 313

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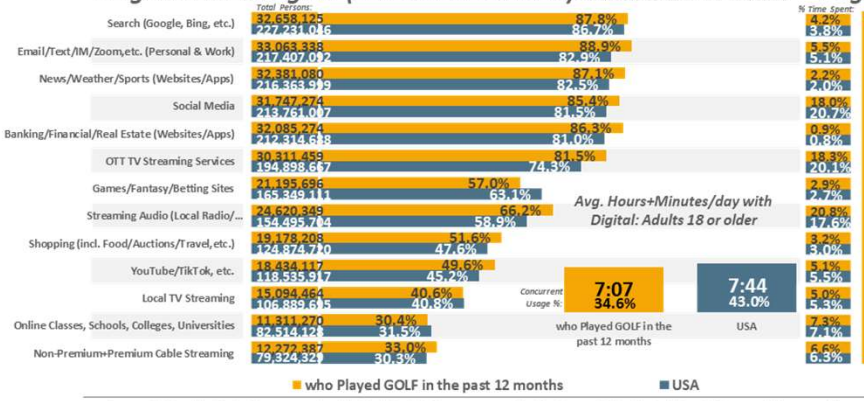
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Activities past 12 months: Golf

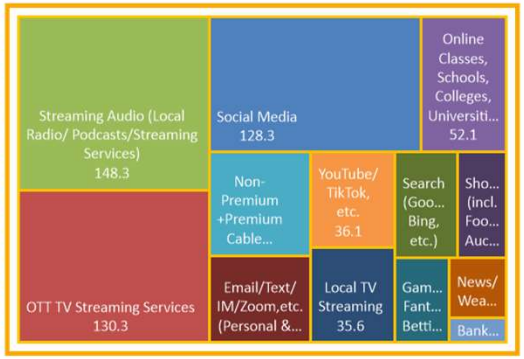


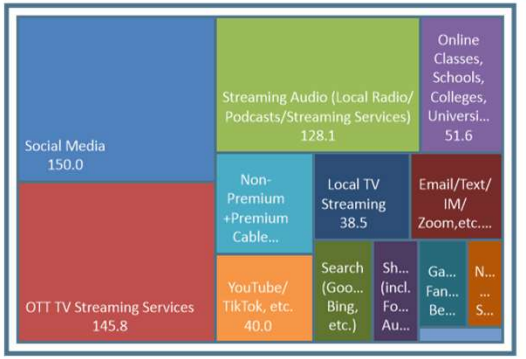
27,700,767 or 74.5% of Adults 18 or older who Played GOLF in the past 12 months use Ad-Supported Social Media for an average of 111.9 minutes every day representing 21.7% of all time spent daily with Ad-Supported Digital Media.

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

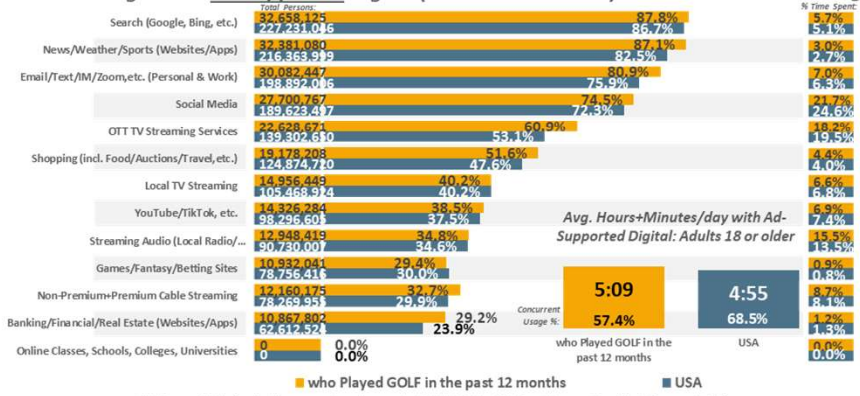


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

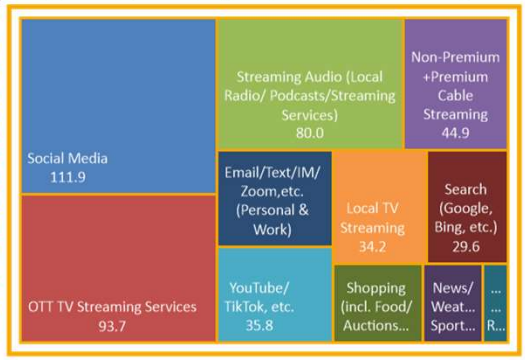


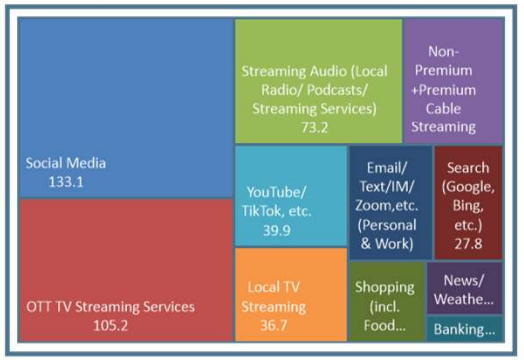


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,148

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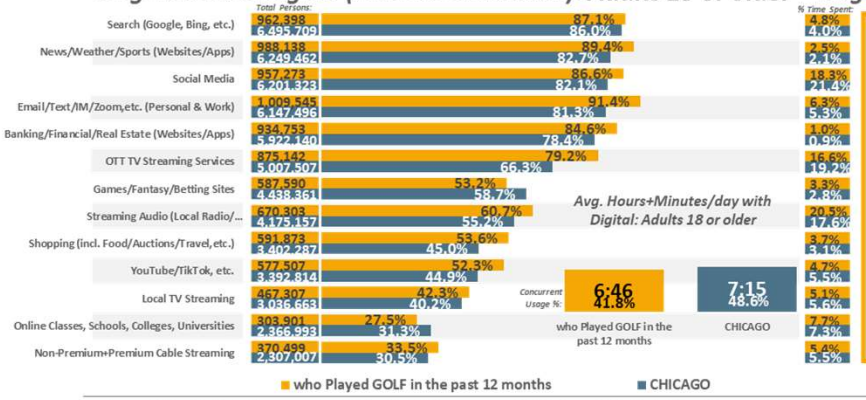
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,335

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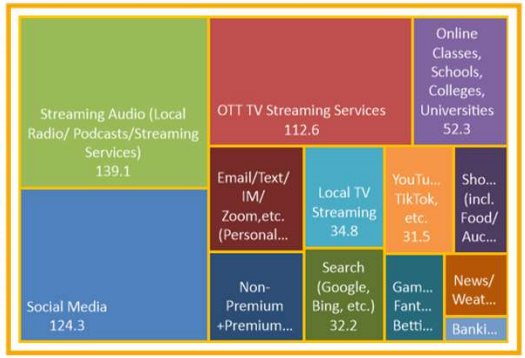


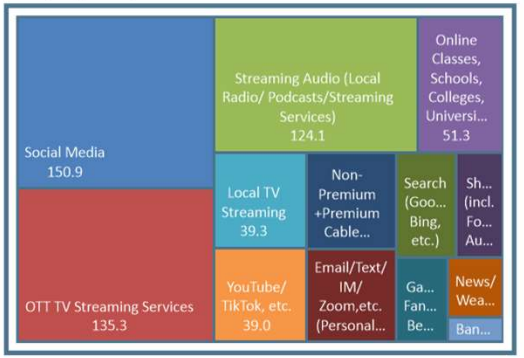
864,231 or 78.2% of Adults 18 or older who Played GOLF in the past 12 months use Ad-Supported Social Media for an average of 112.2 minutes every day representing 22.6% of all time spent daily with Ad-Supported Digital Media.

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

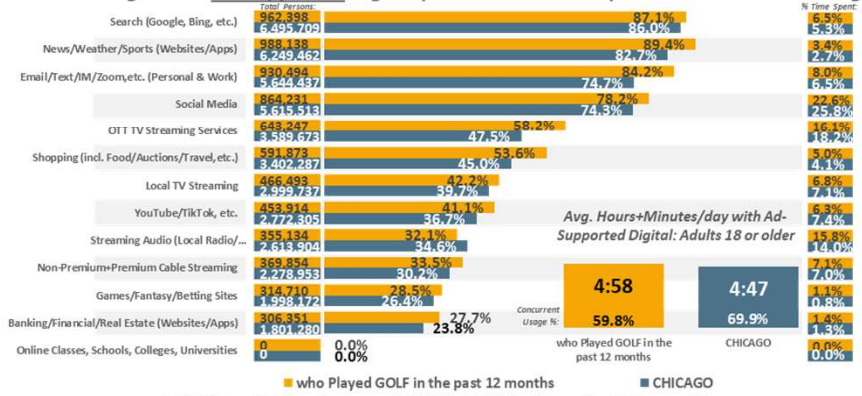


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

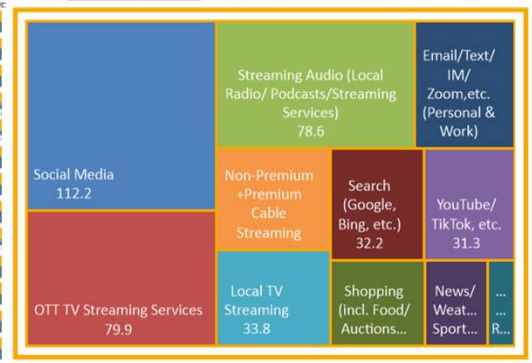


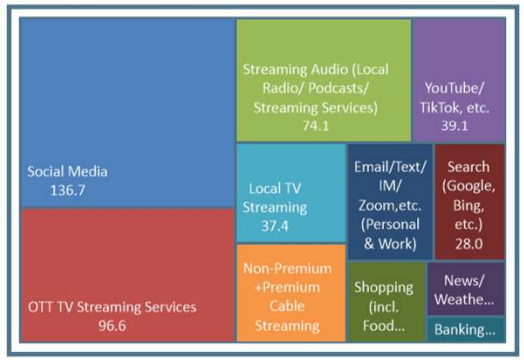


Avg. Week <u>Ad-Supported</u> Digital (Persons & % Reach): Adults 18 or older



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





CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 463

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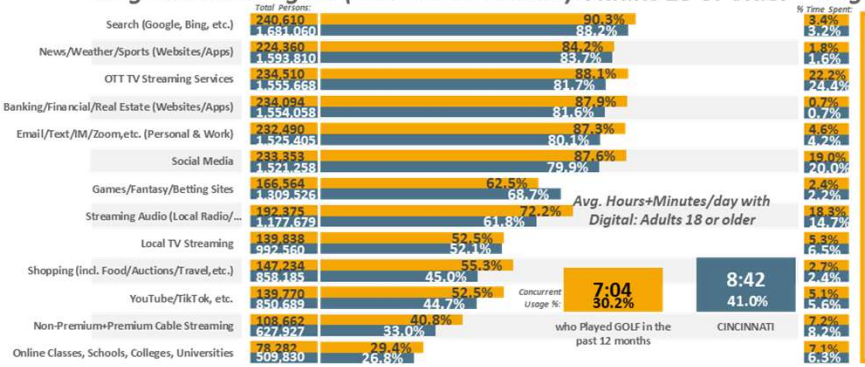
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Activities past 12 months: Golf

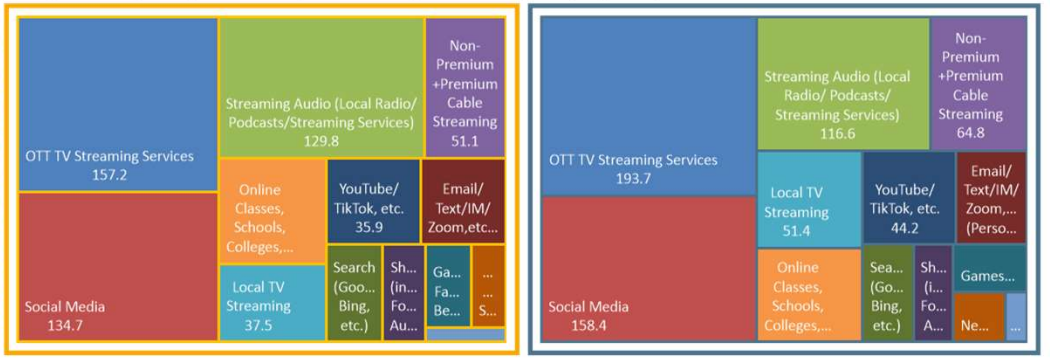


195,203 or 73.3% of Adults 18 or older who Played GOLF in the past 12 months use Ad-Supported Social Media for an average of 112.7 minutes every day representing 22.8% of all time spent daily with Ad-Supported Digital Media.

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



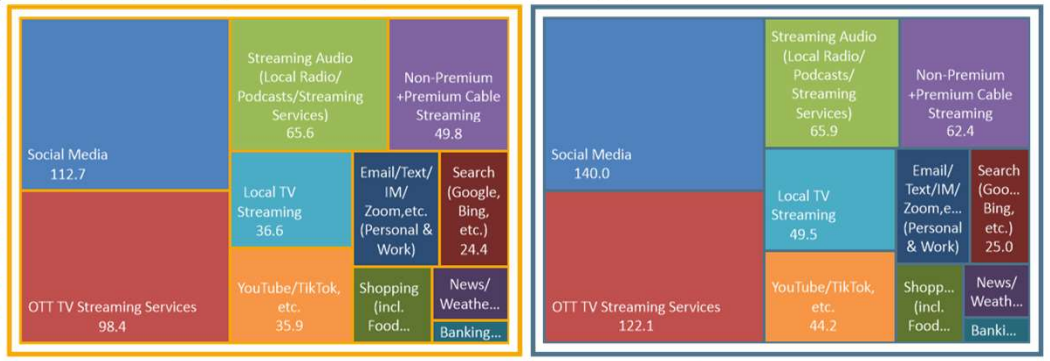
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 275

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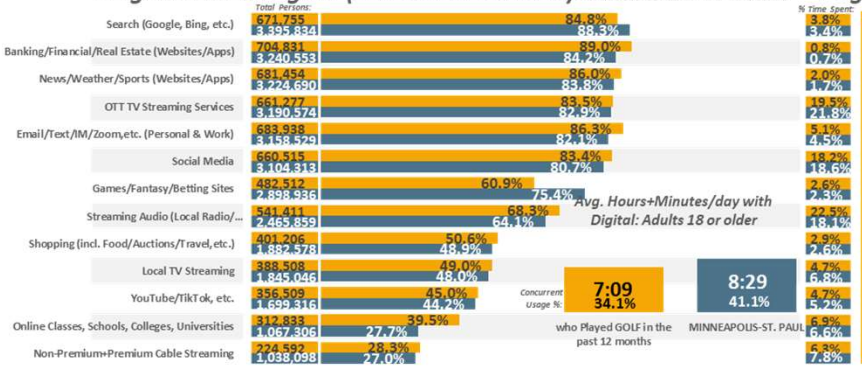
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Activities past 12 months: Golf

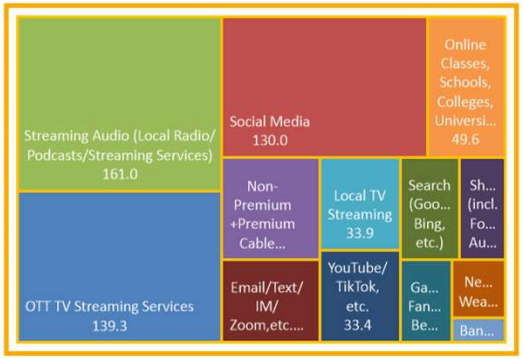


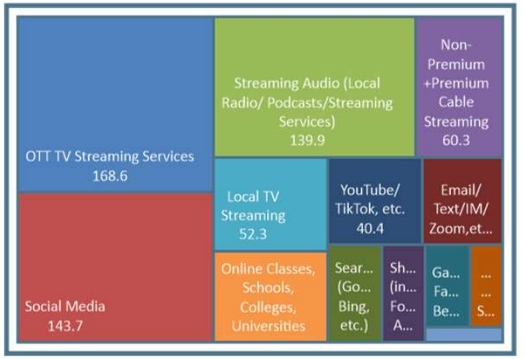
575,952 or 72.7% of Adults 18 or older who Played GOLF in the past 12 months use Ad-Supported Social Media for an average of 113.3 minutes every day representing 22.4% of all time spent daily with Ad-Supported Digital Media.

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

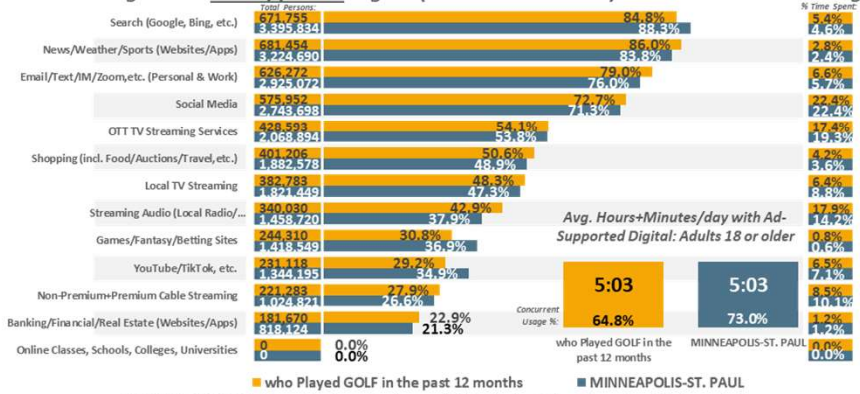


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

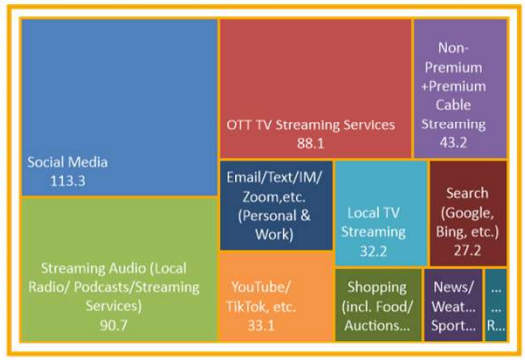


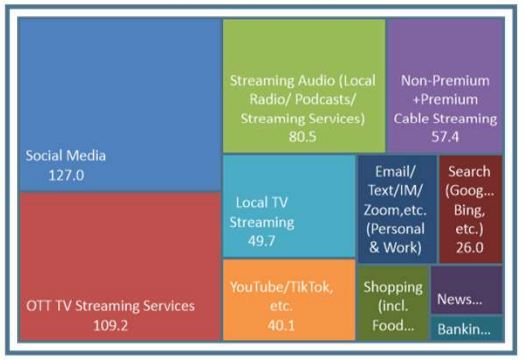


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 374

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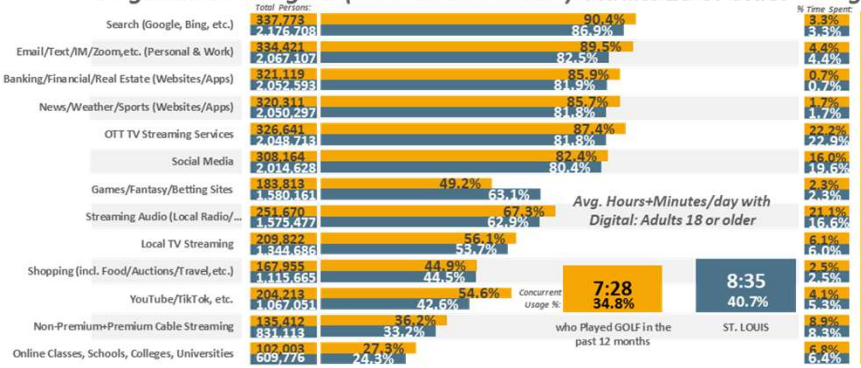
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Activities past 12 months: Golf

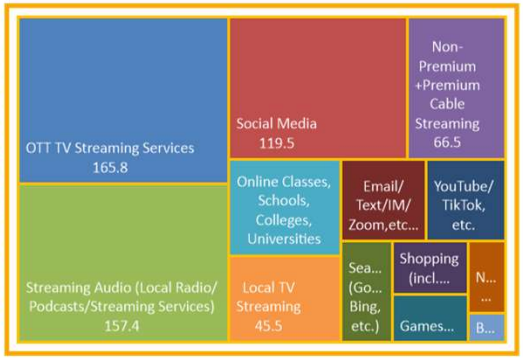


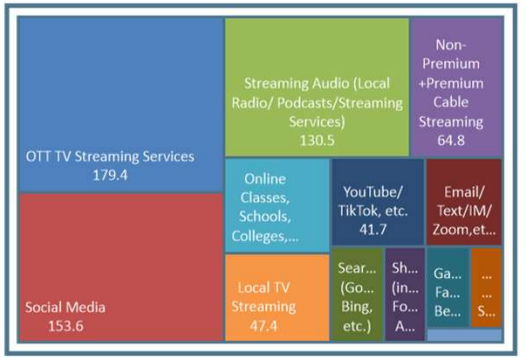
245,674 or 65.7% of Adults 18 or older who Played GOLF in the past 12 months use Ad-Supported Social Media for an average of 95.3 minutes every day representing 18.% of all time spent daily with Ad-Supported Digital Media.

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

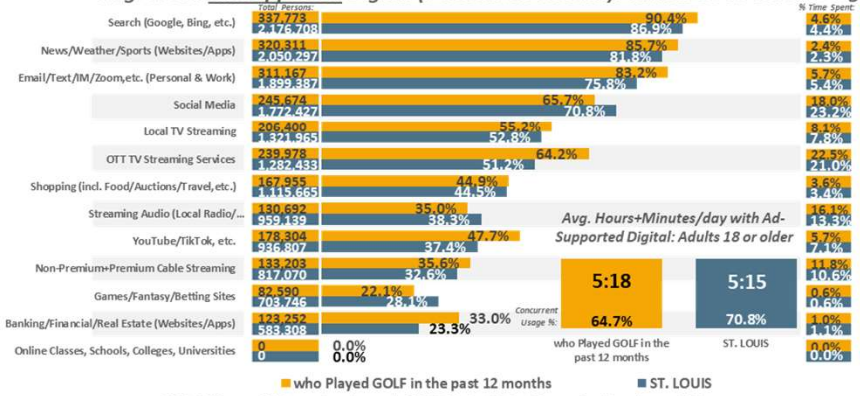


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

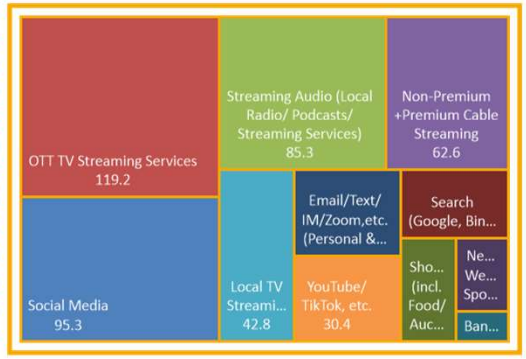


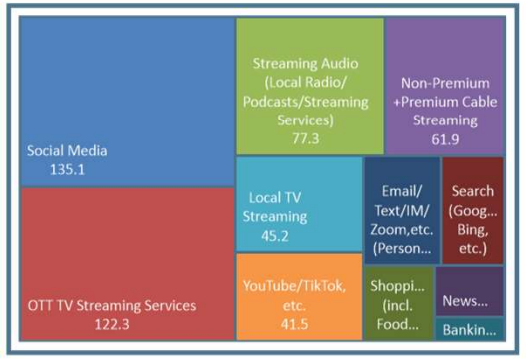


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 313

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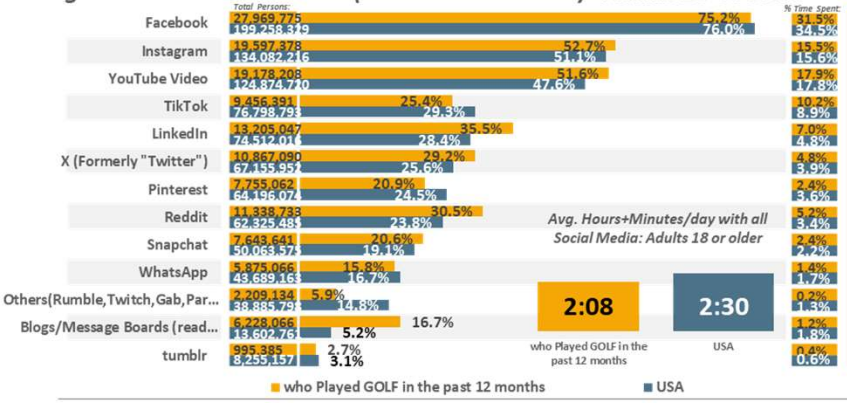
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Activities past 12 months: Golf

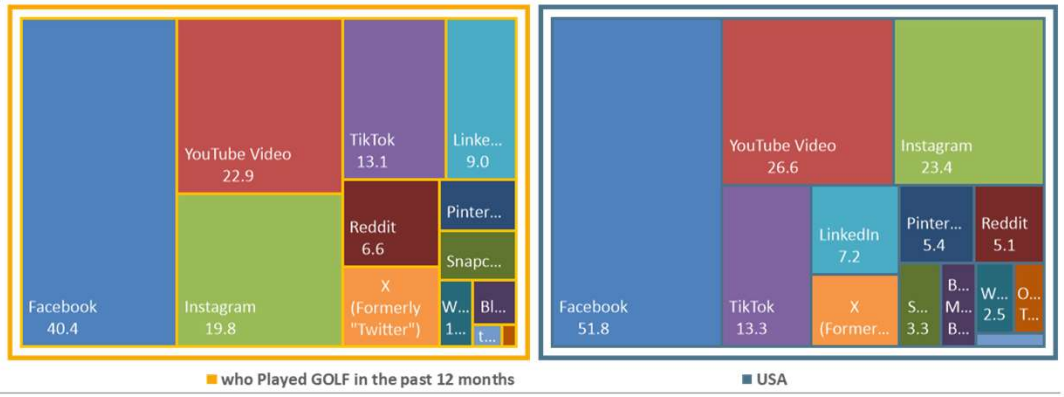


27,700,767 or 74.5% of Adults 18 or older who Played GOLF in the past 12 months use Ad-Supported Facebook for an average of 37.4 minutes every day representing 33.4% of all time spent daily with Ad-Supported Social Media.

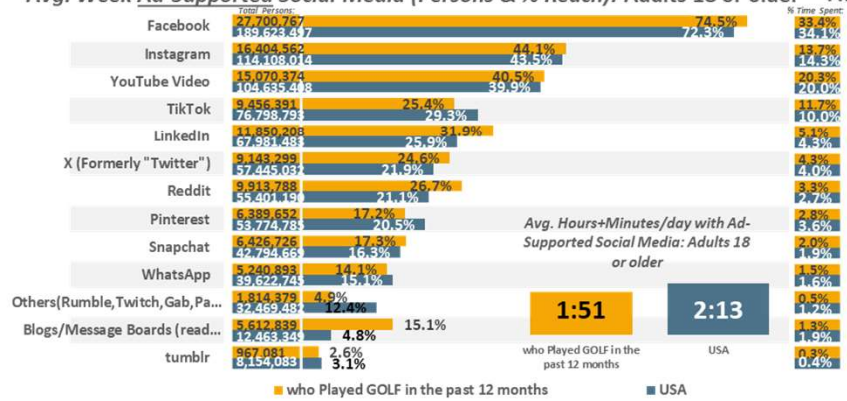
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



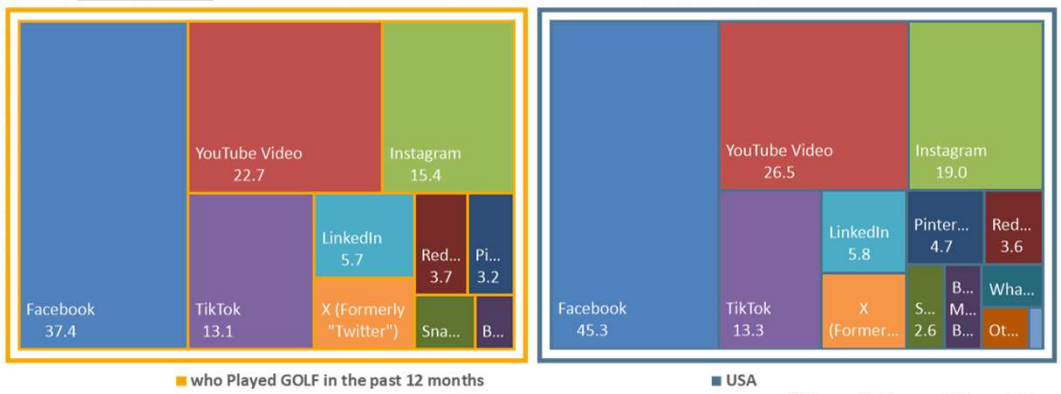
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,148

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,335

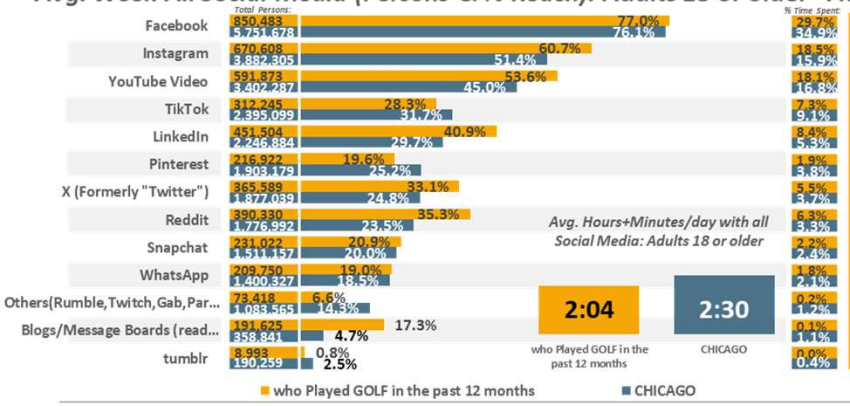
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Activities past 12 months: Golf

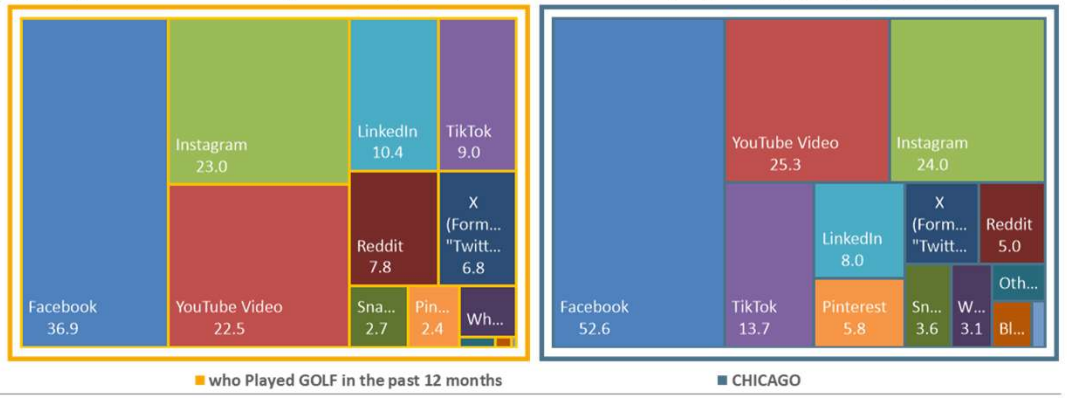


850,483 or 77.% of Adults 18 or older who Played GOLF in the past 12 months use Ad-Supported Facebook for an average of 38.1 minutes every day representing 34.% of all time spent daily with Ad-Supported Social Media.

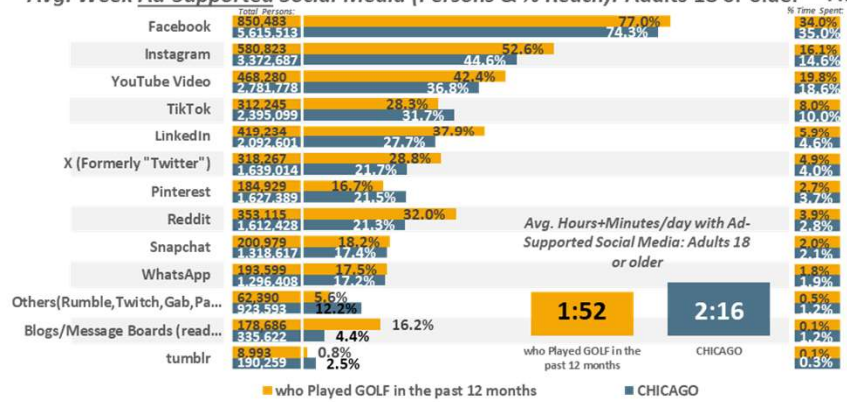
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



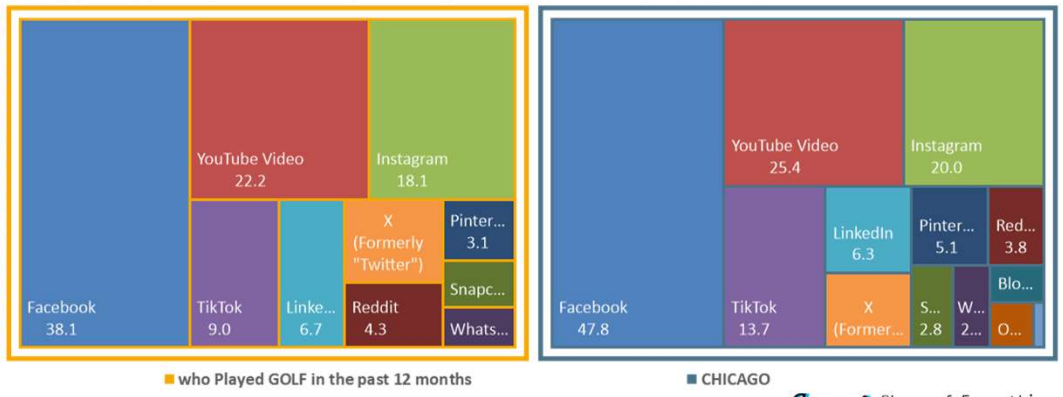
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 463

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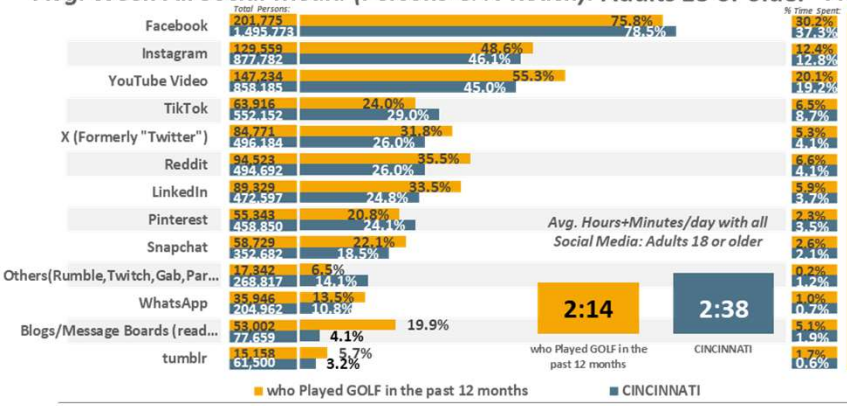
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Activities past 12 months: Golf

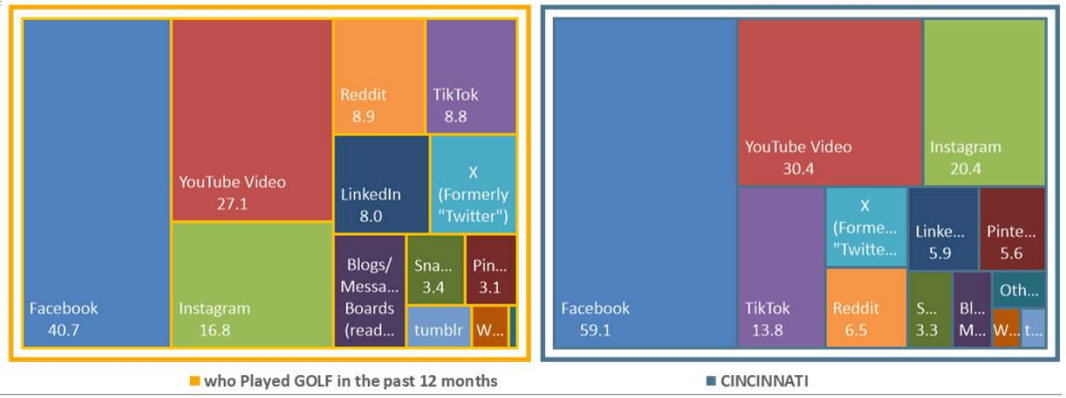


195,203 or 73.3% of Adults 18 or older who Played GOLF in the past 12 months use Ad-Supported Facebook for an average of 35.9 minutes every day representing 31.9% of all time spent daily with Ad-Supported Social Media.

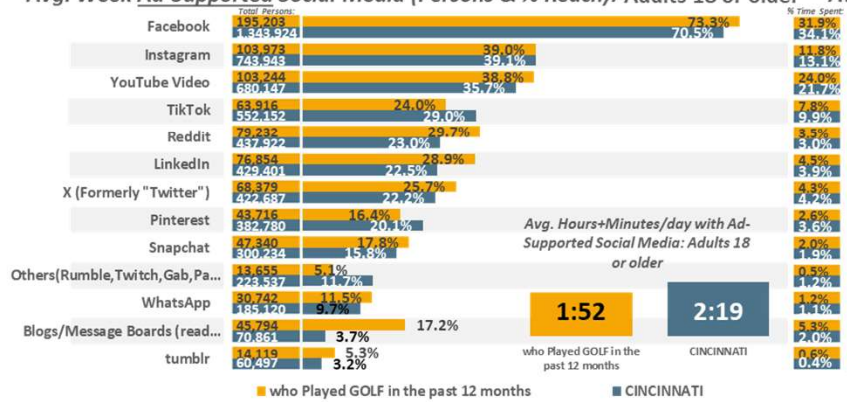
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



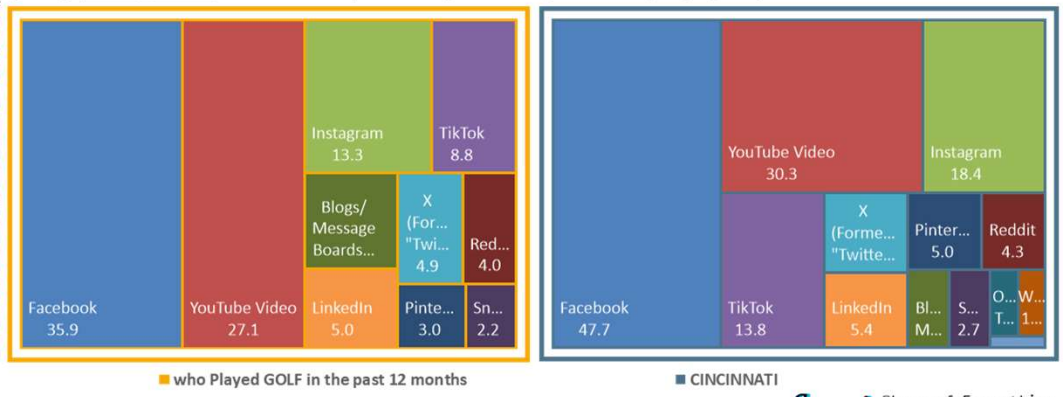
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 275

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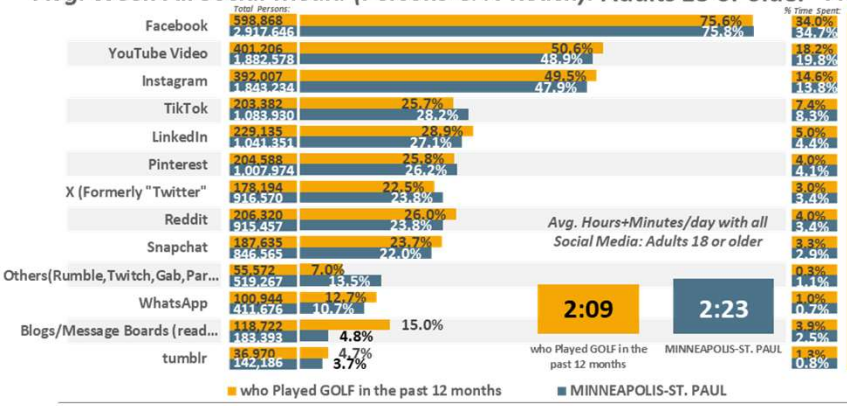
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Activities past 12 months: Golf

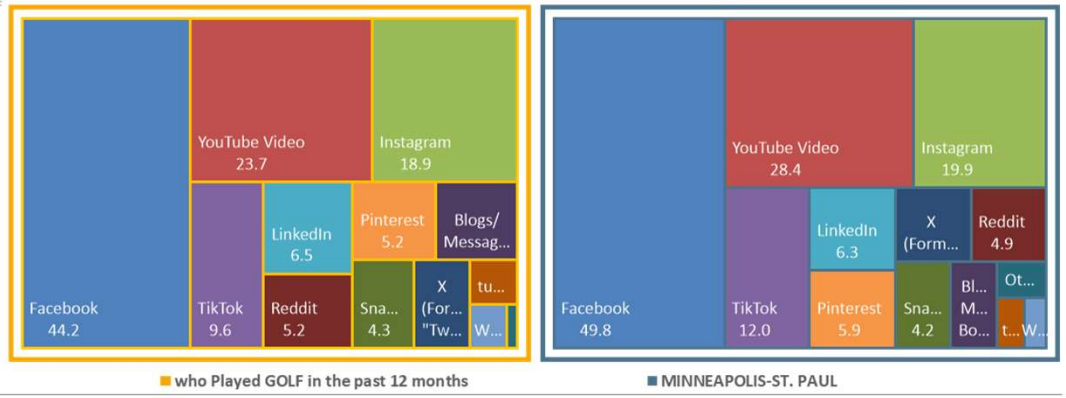


575,952 or 72.7% of Adults 18 or older who Played GOLF in the past 12 months use Ad-Supported Facebook for an average of 38.7 minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.

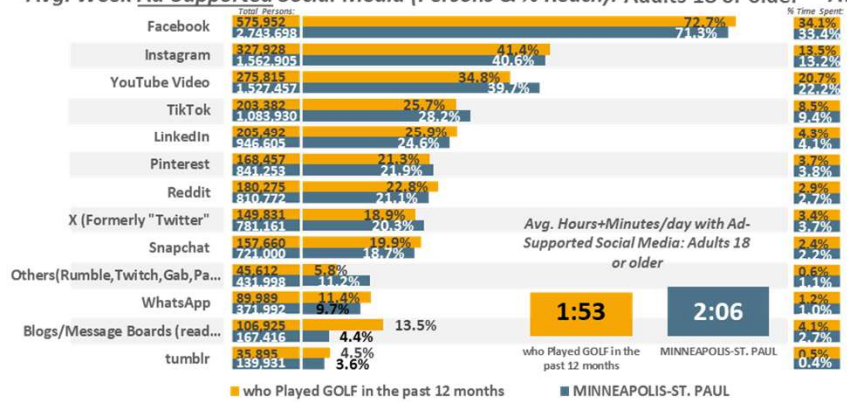
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



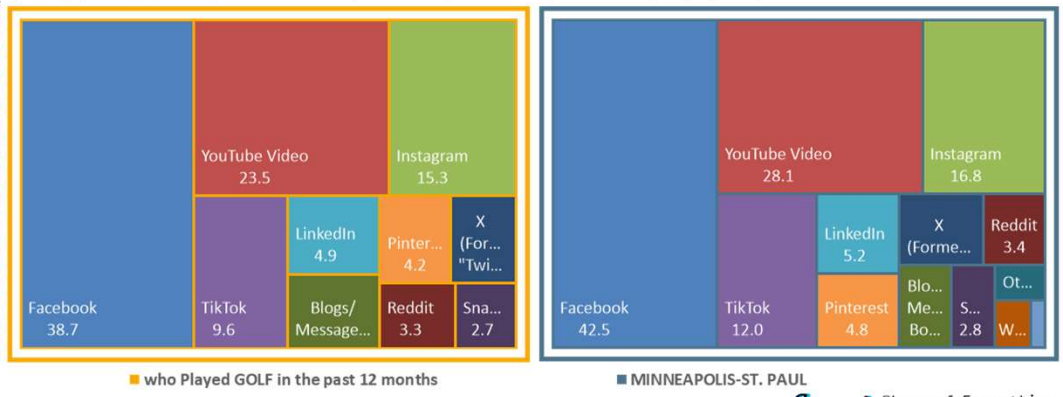
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 374

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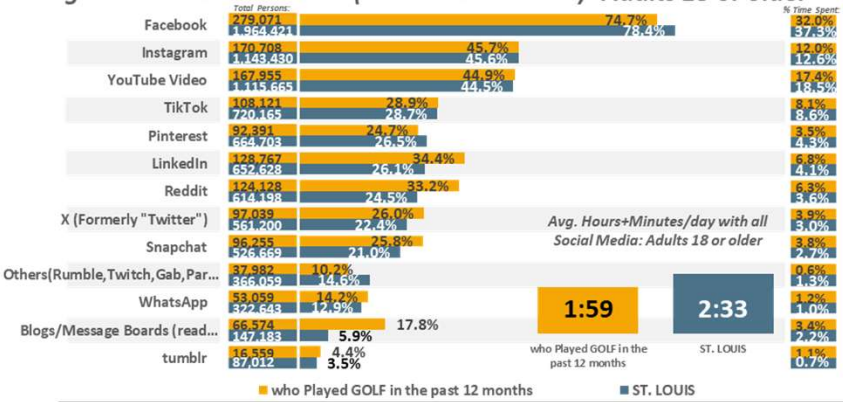
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Activities past 12 months: Golf

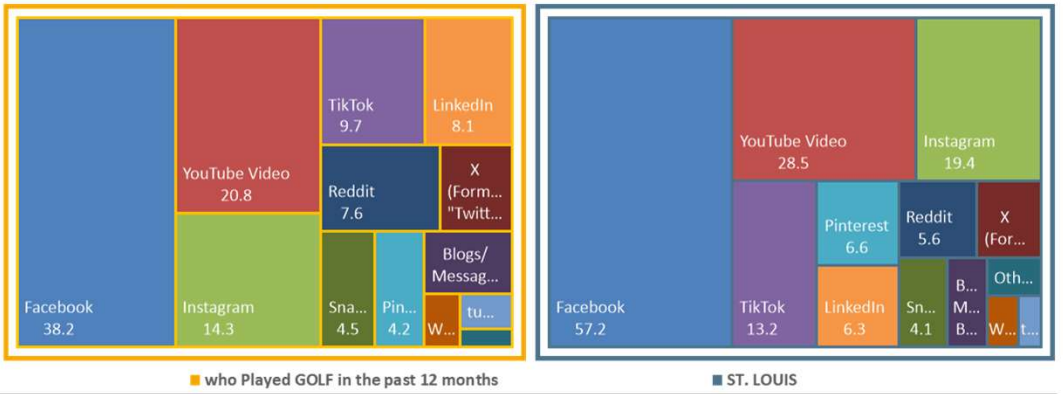


245,674 or 65.7% of Adults 18 or older who Played GOLF in the past 12 months use Ad-Supported Facebook for an average of 30.6 minutes every day representing 32.1% of all time spent daily with Ad-Supported Social Media.

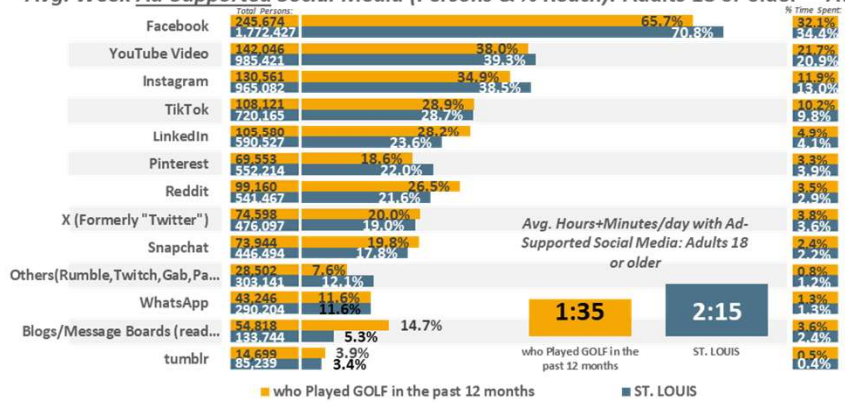
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



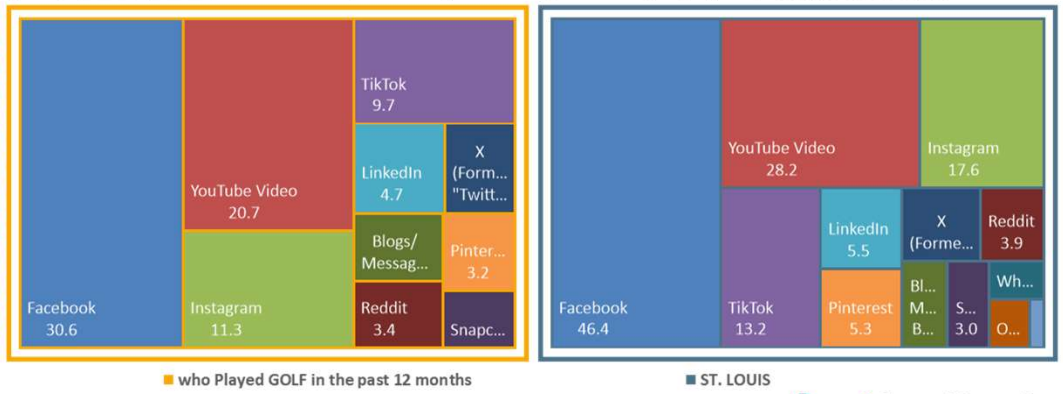
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 313

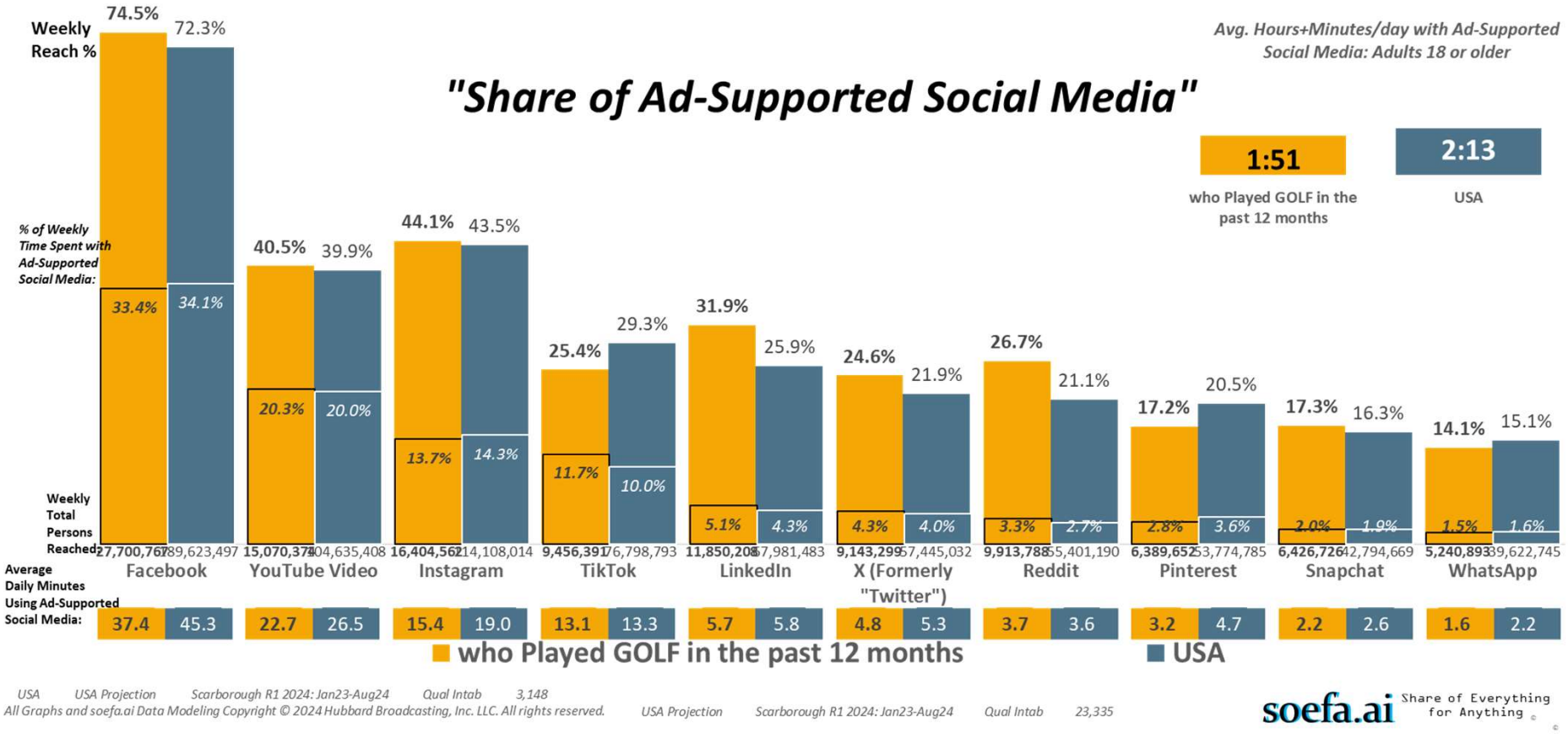
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Activities past 12 months: Golf



27,700,767 or 74.5% of Adults 18 or older who Played GOLF in the past 12 months use Ad-Supported Facebook for an average of 37.4 minutes every day representing 33.4% of all time spent daily with Ad-Supported Social Media.



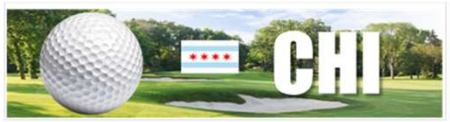
USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,148

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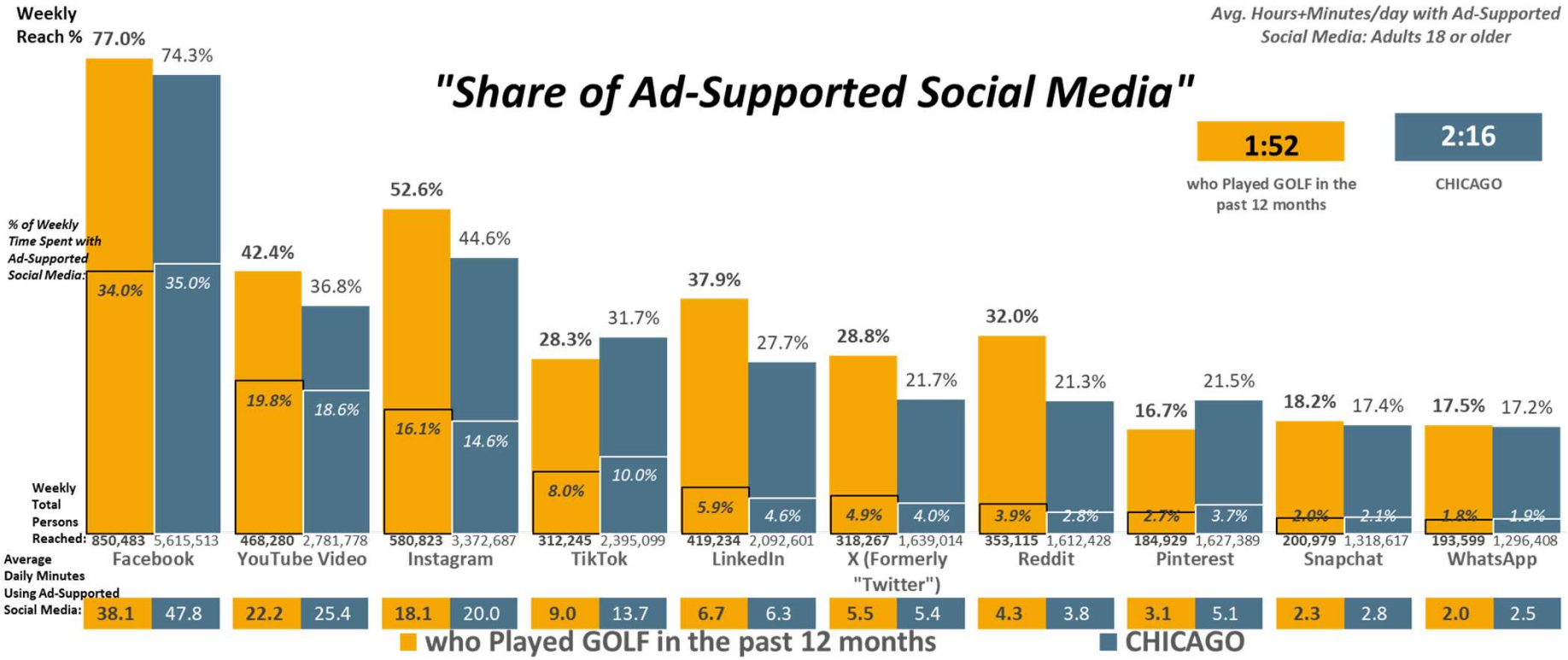
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,335

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Activities past 12 months: Golf



850,483 or 77.% of Adults 18 or older who Played GOLF in the past 12 months use Ad-Supported Facebook for an average of 38.1 minutes every day representing 34.% of all time spent daily with Ad-Supported Social Media.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 463 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

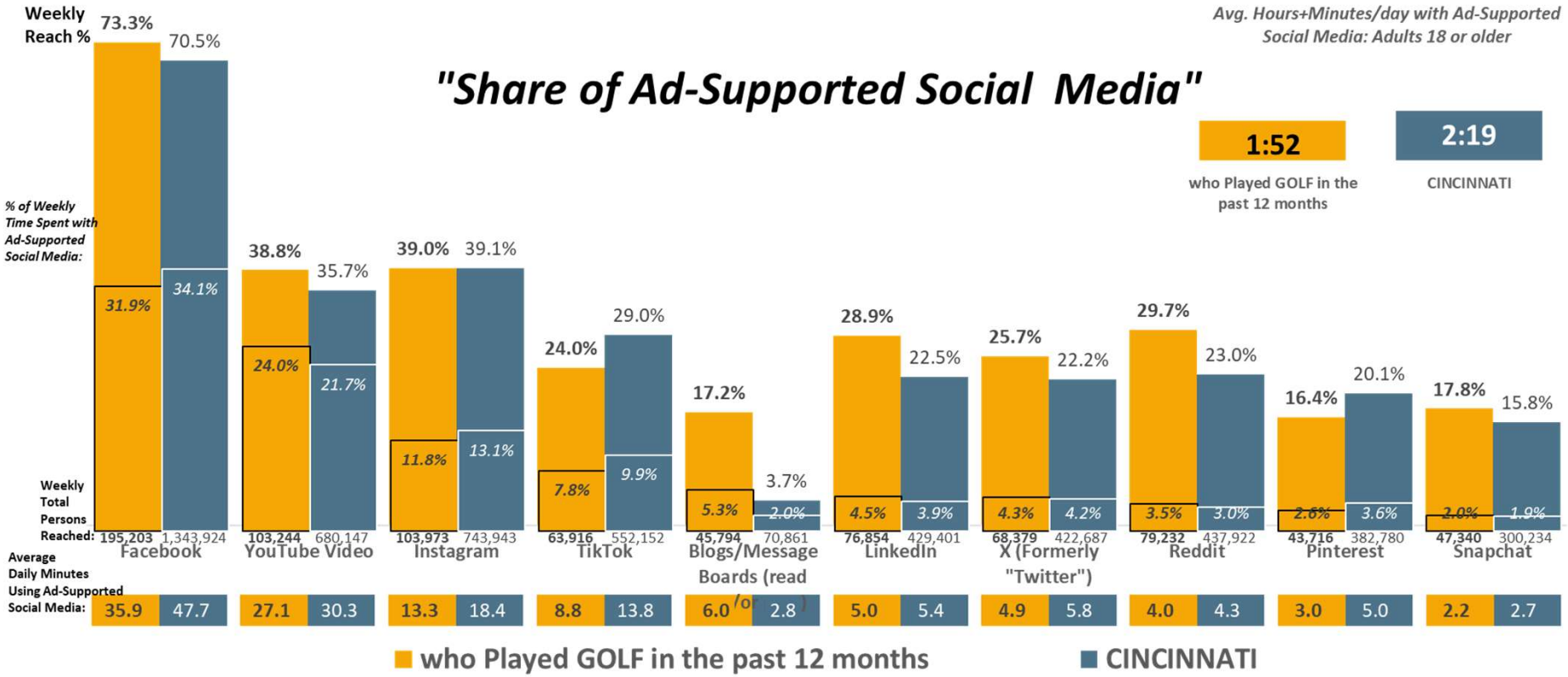
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Activities past 12 months: Golf



195,203 or 73.3% of Adults 18 or older who Played GOLF in the past 12 months use Ad-Supported Facebook for an average of 35.9 minutes every day representing 31.9% of all time spent daily with Ad-Supported Social Media.



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 275 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

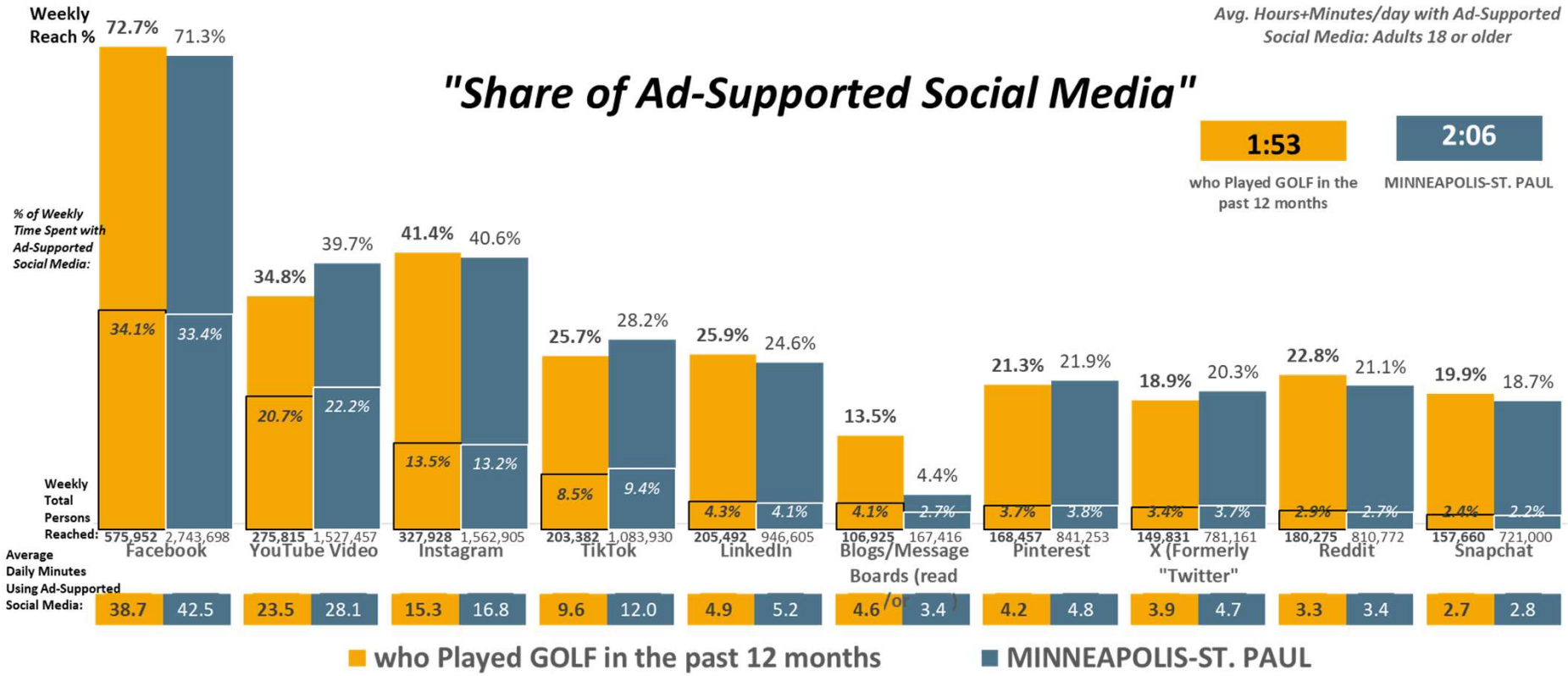
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Activities past 12 months: Golf



575,952 or 72.7% of Adults 18 or older who Played GOLF in the past 12 months use Ad-Supported Facebook for an average of 38.7 minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 374 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

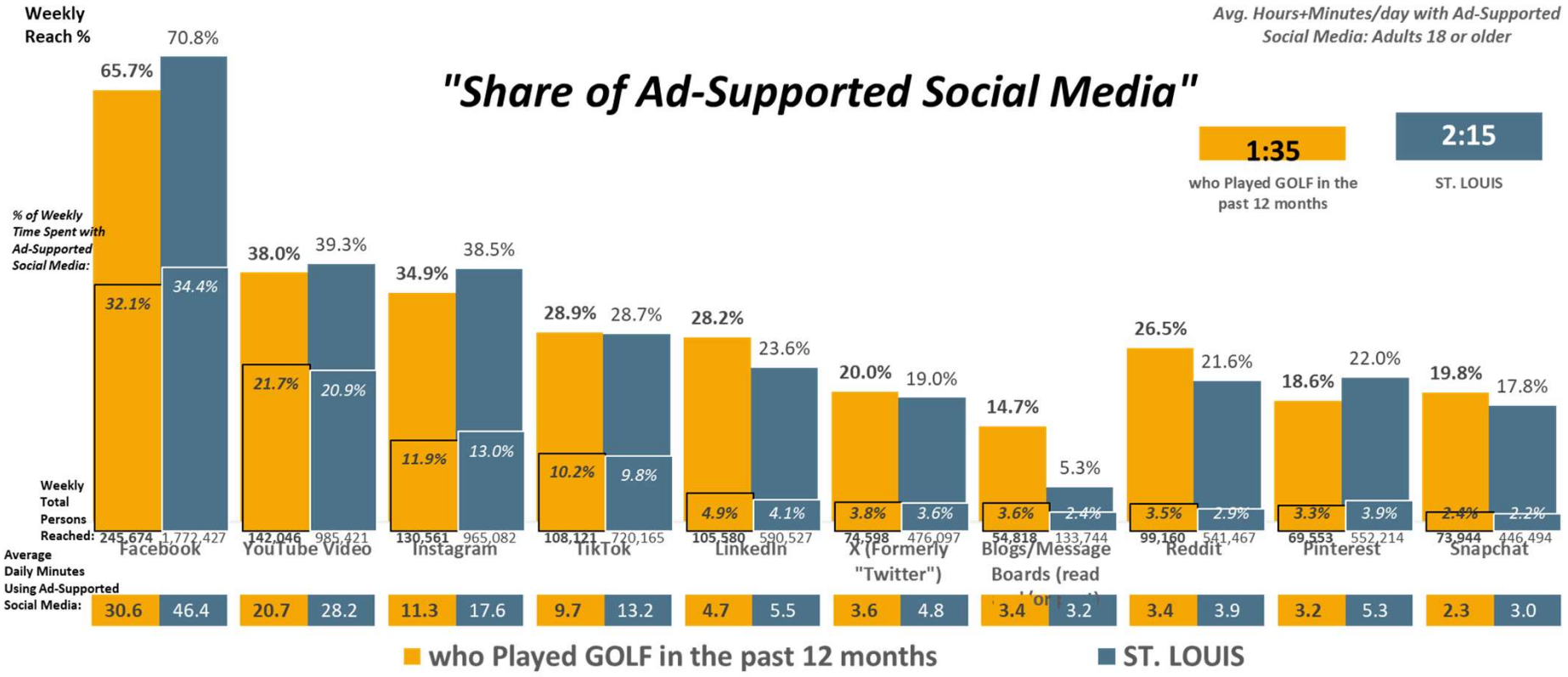
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Activities past 12 months: Golf



245,674 or 65.7% of Adults 18 or older who Played GOLF in the past 12 months use Ad-Supported Facebook for an average of 30.6 minutes every day representing 32.1% of all time spent daily with Ad-Supported Social Media.



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 313 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

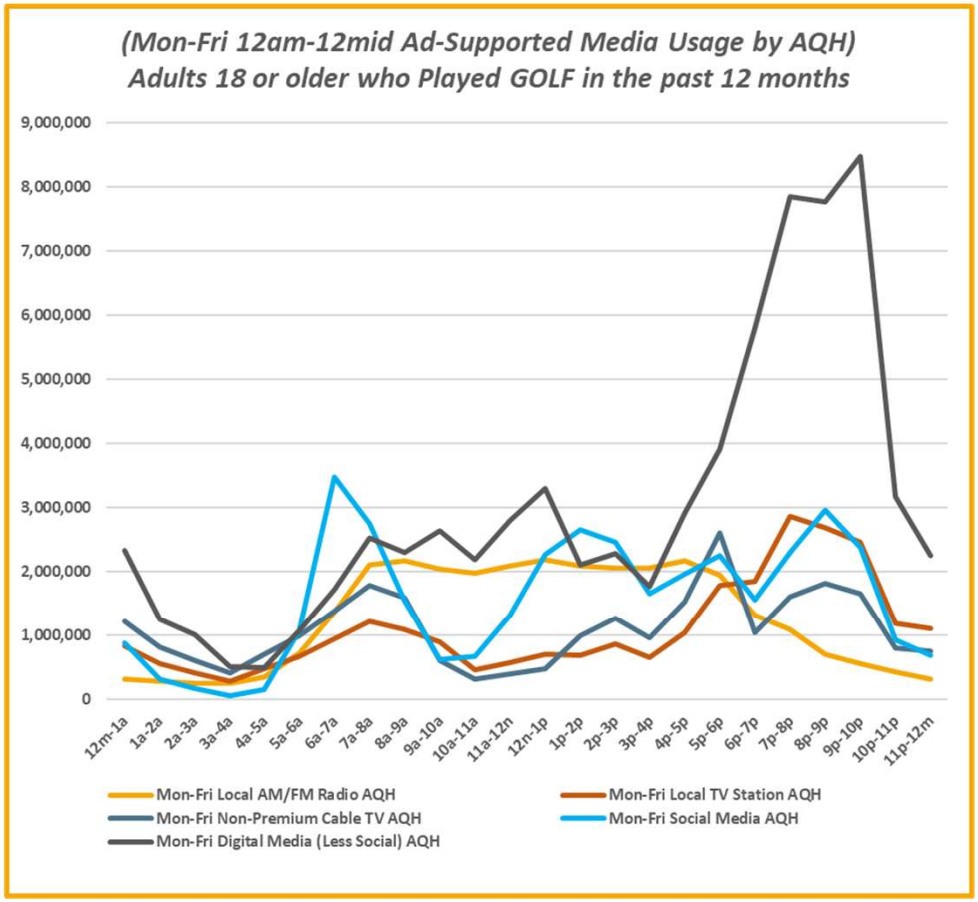
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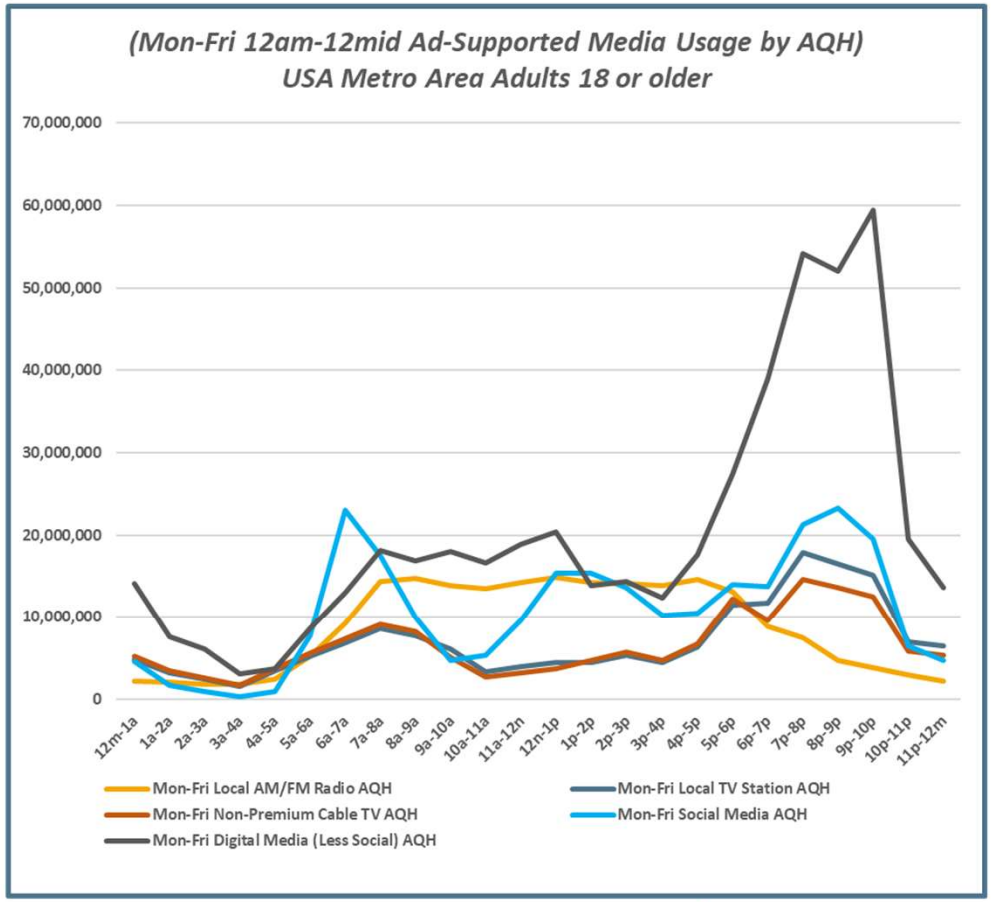
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Activities past 12 months: Golf



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,787,753; Local Radio: 1,969,189; Social Media: 1,936,834; Non-Prem. Cable: 1,147,656; Local TV: 980,618 reaching Adults 18 or older who Played GOLF in the past 12 month





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,148

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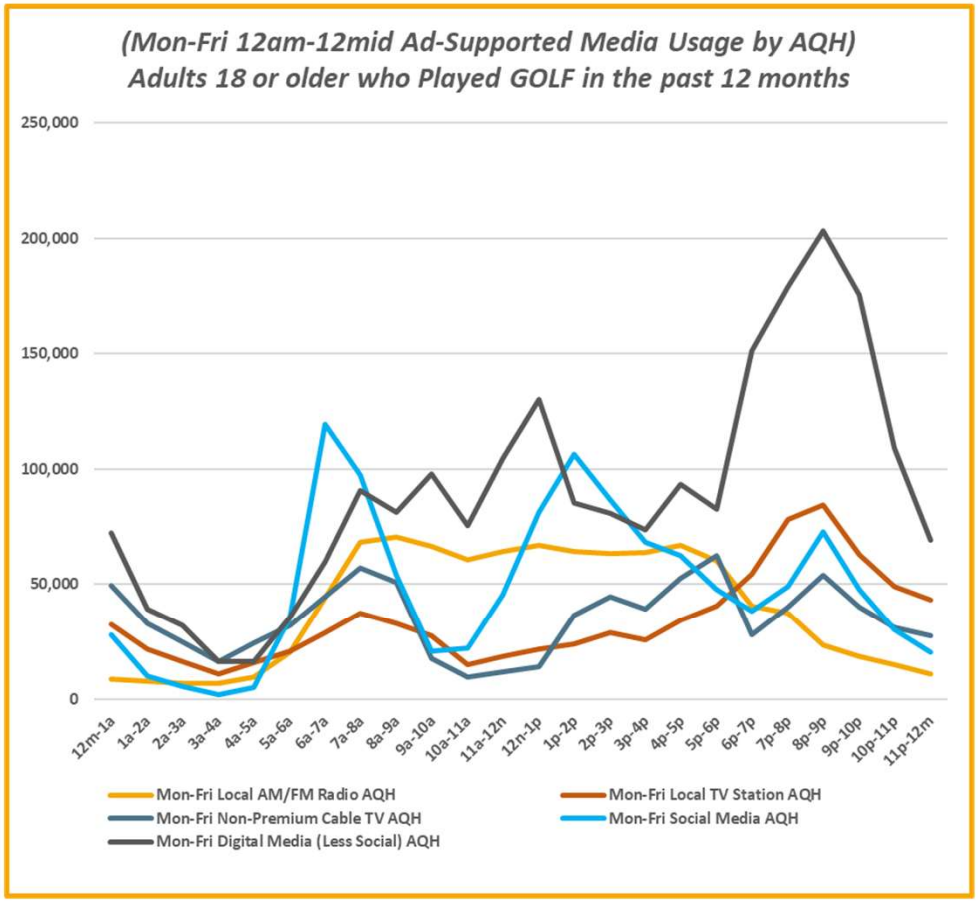
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,335

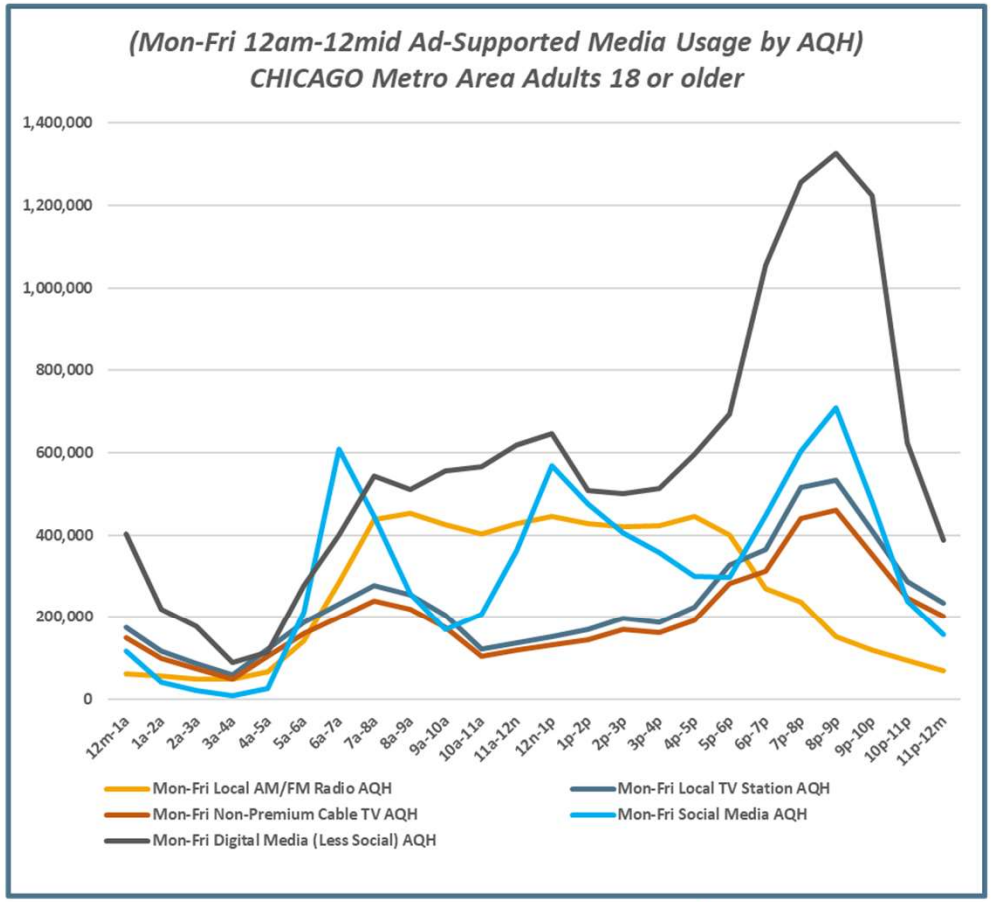
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Activities past 12 months: Golf



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 92,996; Social Media: 65,534; Local Radio: 61,649; Non-Prem. Cable: 36,077; Local TV: 30,019 reaching Adults 18 or older who Played GOLF in the past 12 months.





CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 463

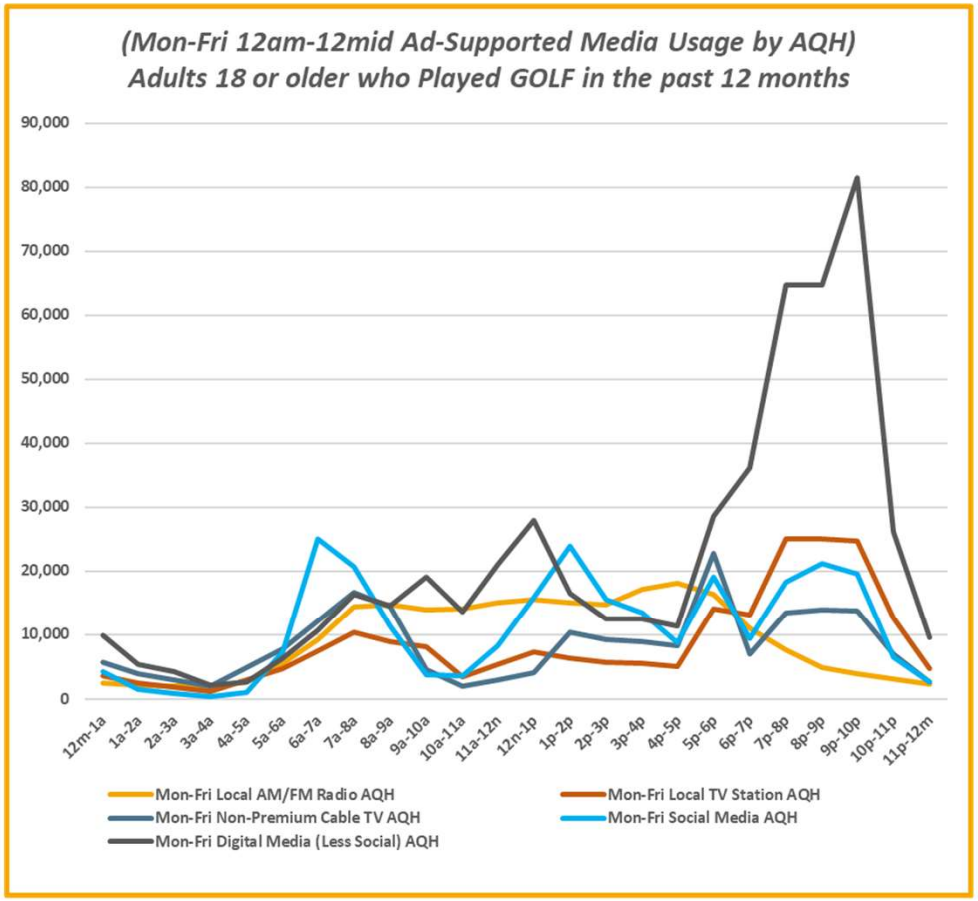
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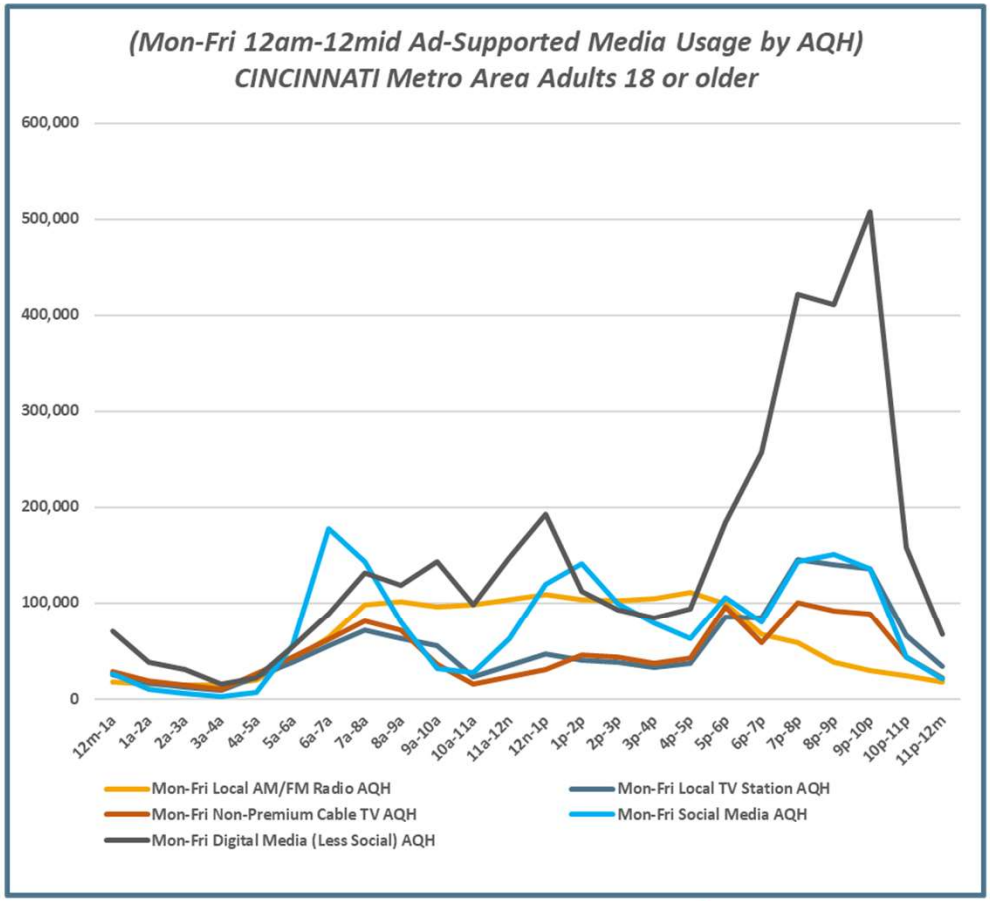
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Activities past 12 months: Golf



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 18,507; Local Radio: 14,537; Social Media: 13,725; Non-Prem. Cable: 9,466; Local TV: 7,721 reaching Adults 18 or older who Played GOLF in the past 12 months.





CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 275

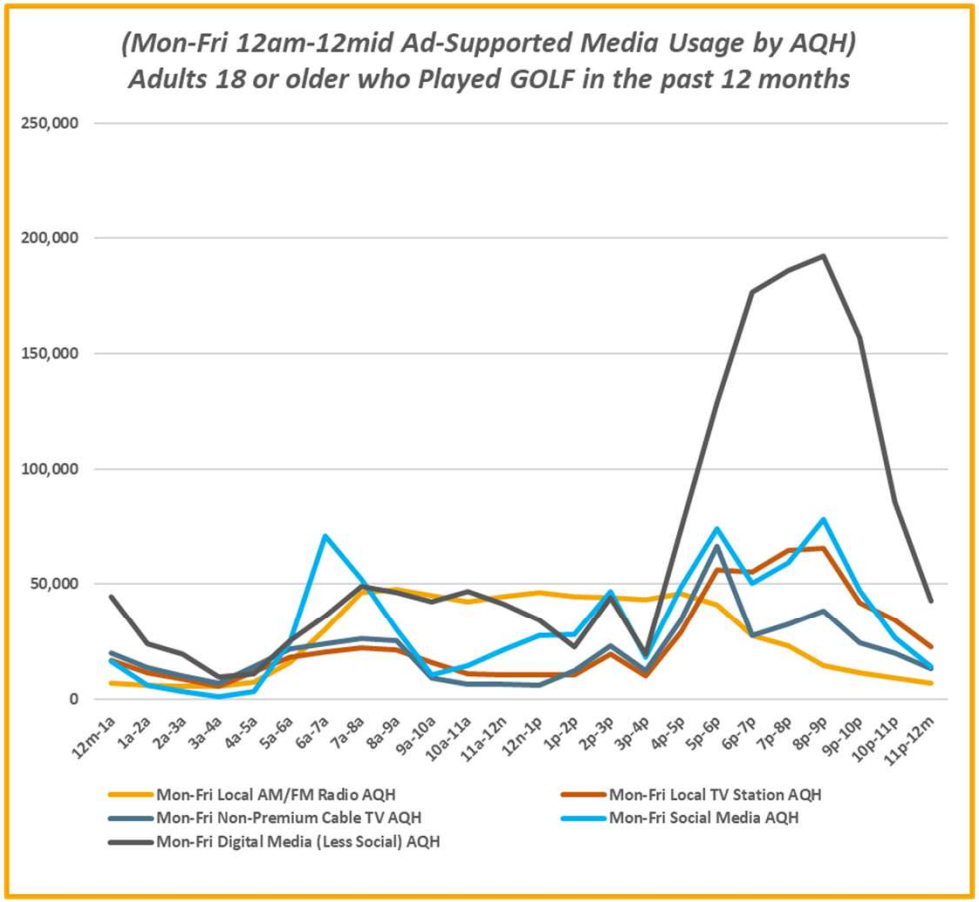
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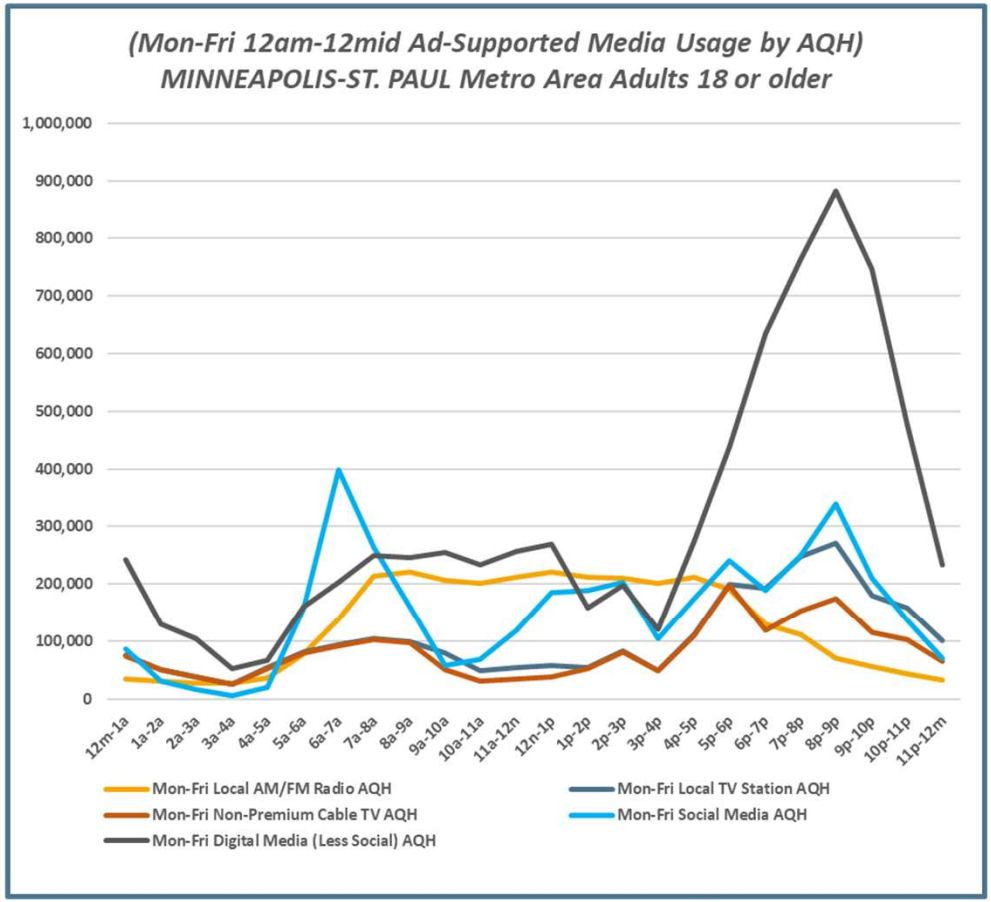
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Activities past 12 months: Golf



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 58,570; Local Radio: 42,176; Social Media: 37,832; Local TV: 22,411; Non-Prem. Cable: 21,467 reaching Adults 18 or older who Played GOLF in the past 12 months.





MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 374

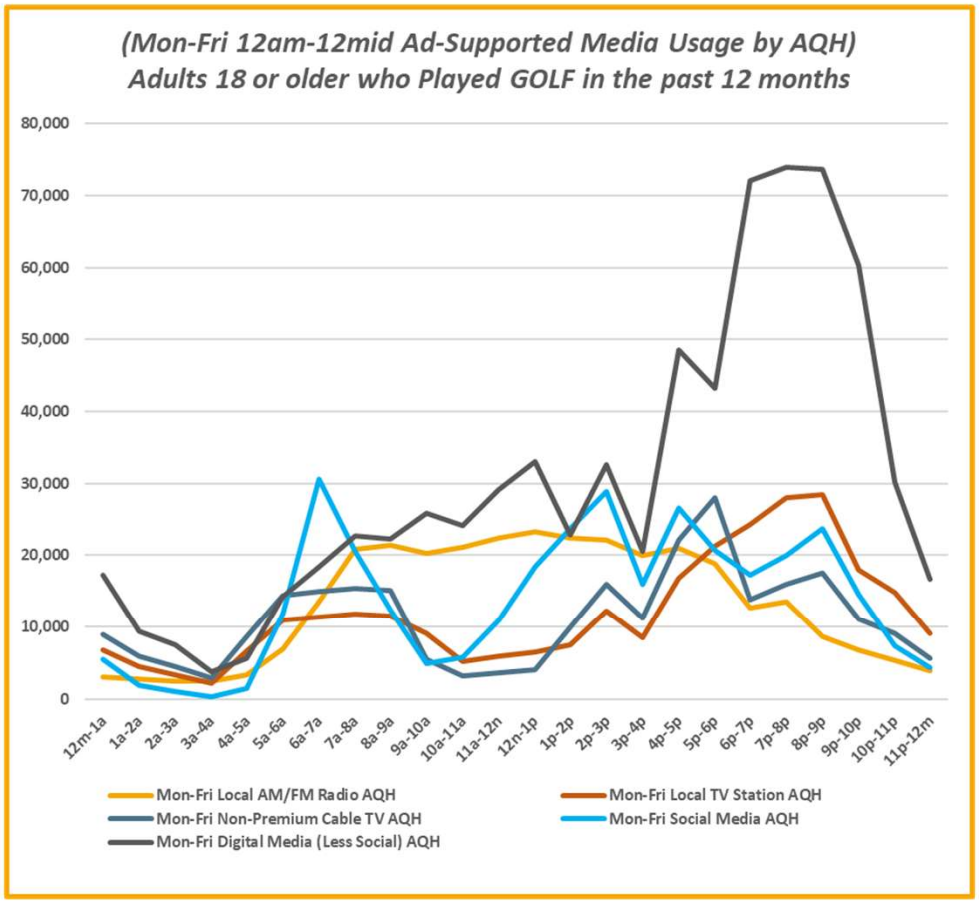
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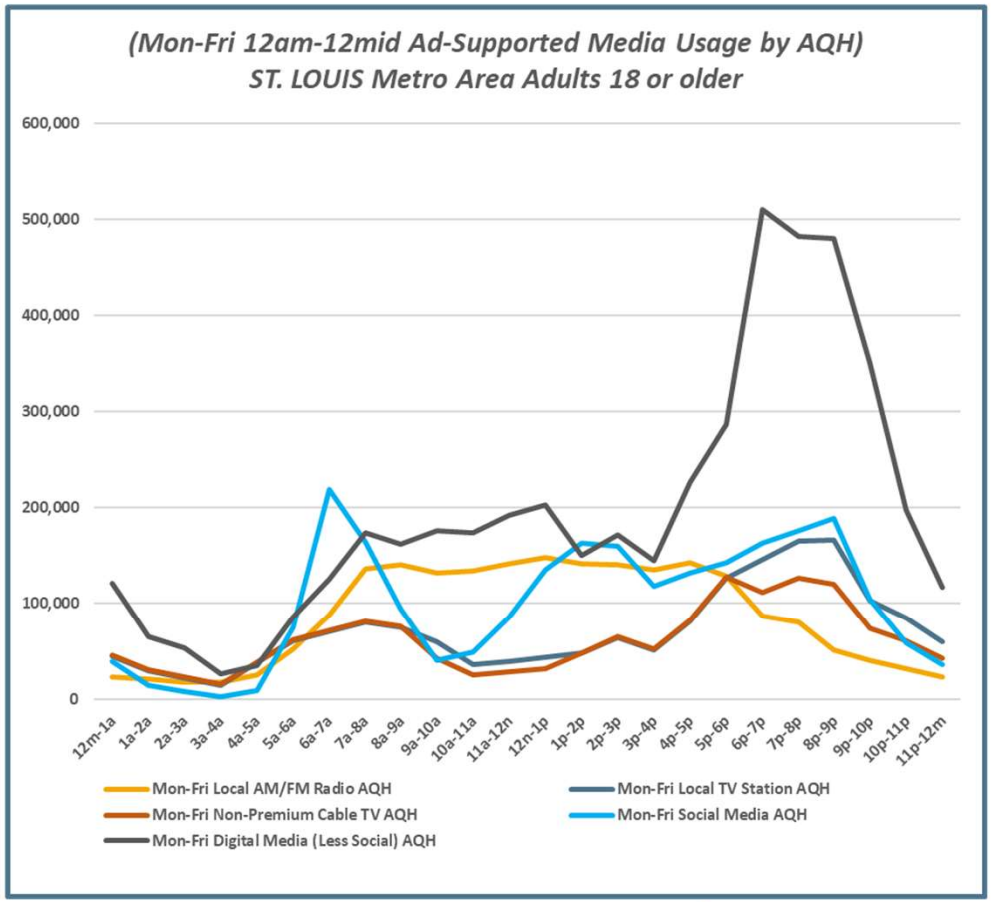
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Activities past 12 months: Golf



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 31,977; Local Radio: 19,997; Social Media: 18,227; Non-Prem. Cable: 12,543; Local TV: 11,701 reaching Adults 18 or older who Played GOLF in the past 12 months.





ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 313

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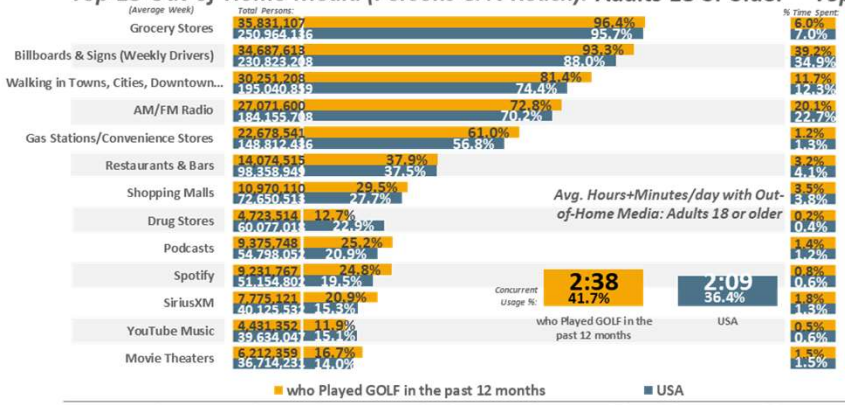
soefa.ai Share of Everything for Anything ©

Activities past 12 months: Golf

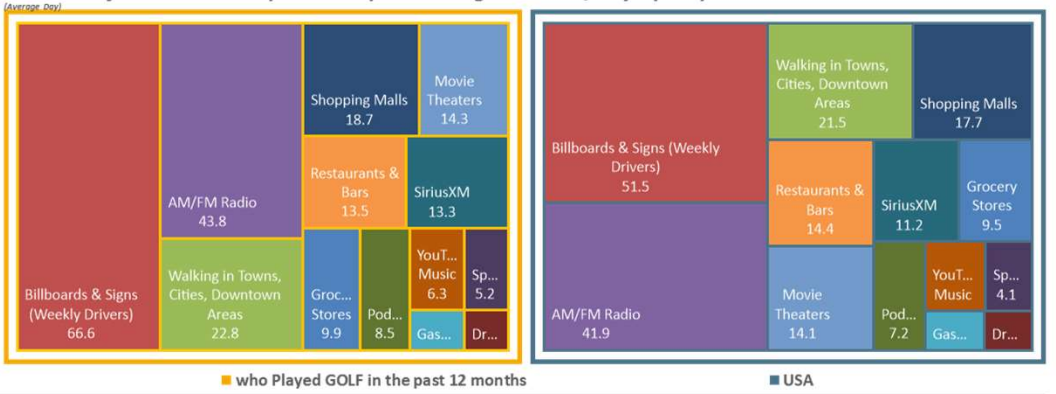


34,687,613 or 93.3% of Adults 18 or older who Played GOLF in the past 12 months spend an average of 66.6 minutes per day driving, seeing Billboards and Signs. 69.4% Listen to Local Radio Stations Out-of-Home for an average of 41.3 minutes/day.

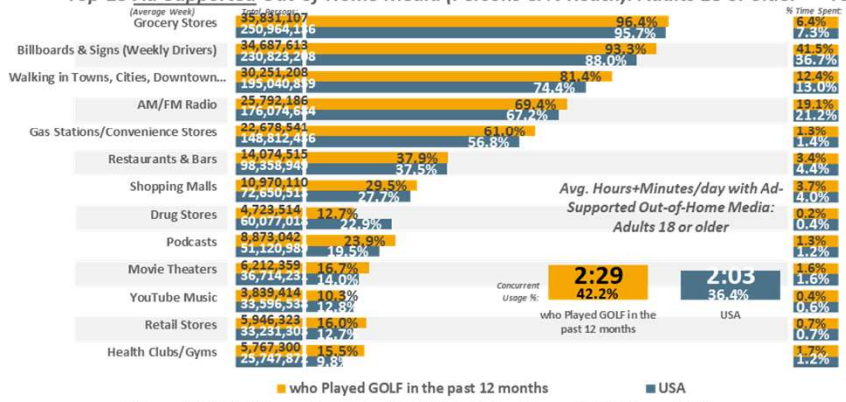
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



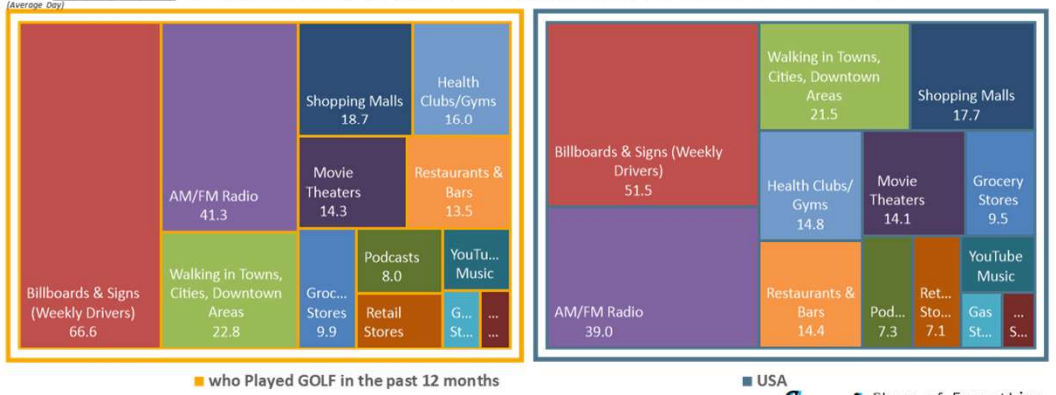
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,148

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,335

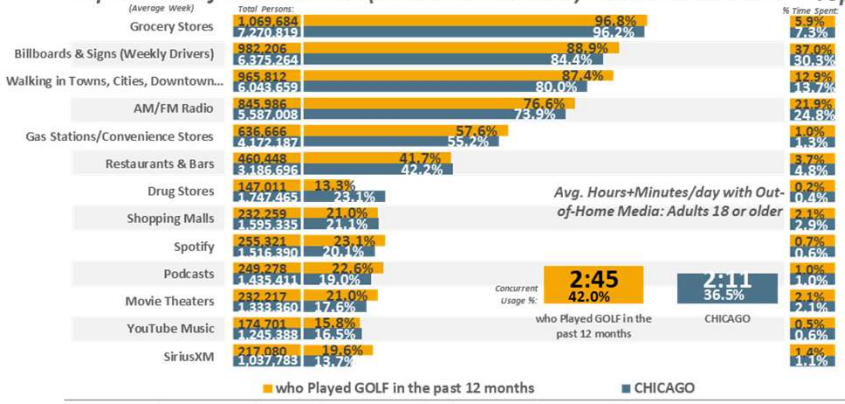
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Activities past 12 months: Golf

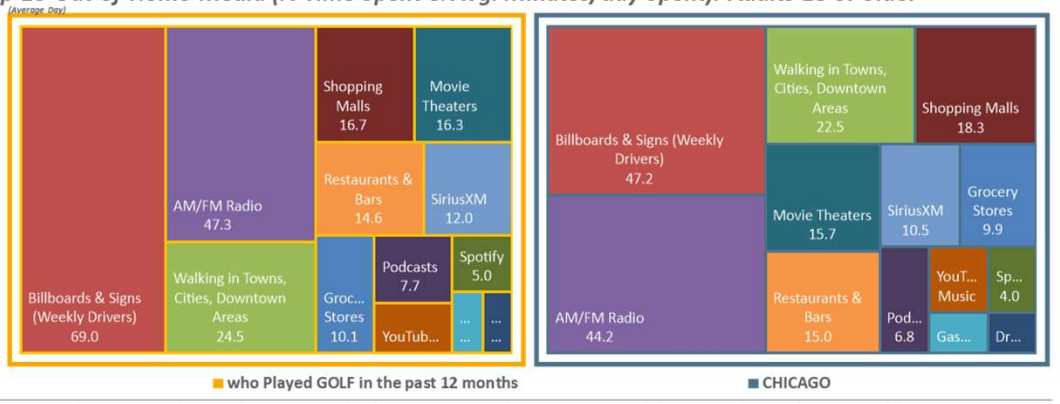


982,206 or 88.9% of Adults 18 or older who Played GOLF in the past 12 months spend an average of 69. minutes per day driving, seeing Billboards and Signs. 73.3% Listen to Local Radio Stations Out-of-Home for an average of 45.9 minutes/day.

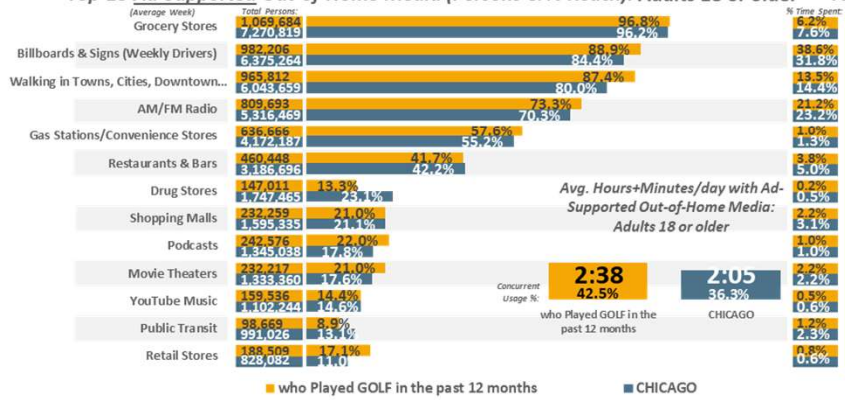
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



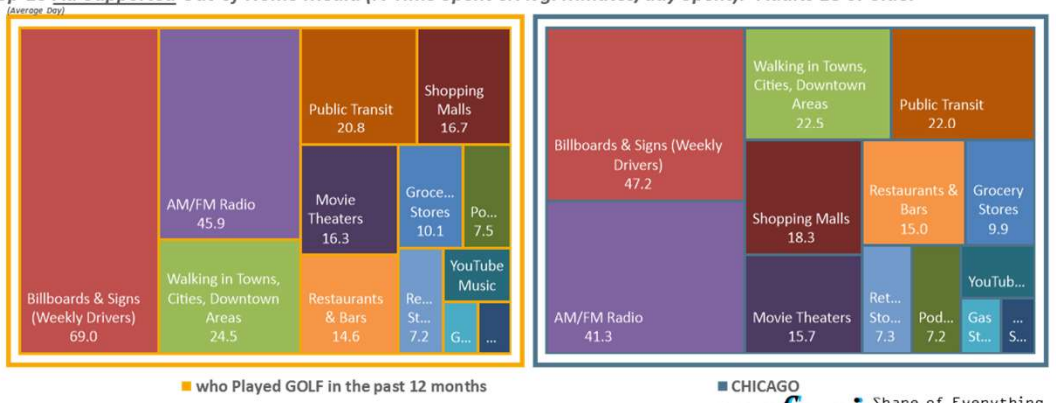
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 463

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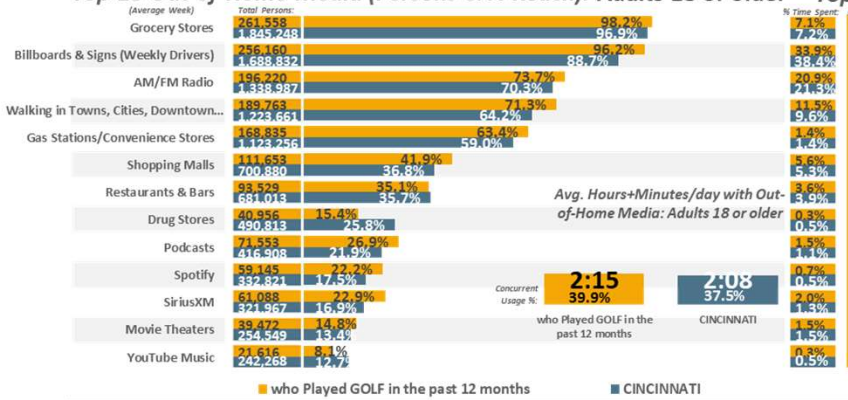
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Activities past 12 months: Golf

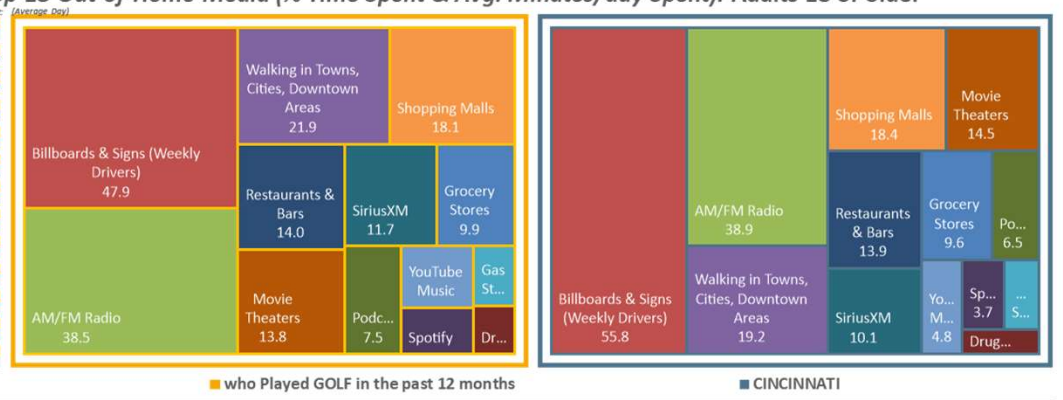


256,160 or 96.2% of Adults 18 or older who Played GOLF in the past 12 months spend an average of 47.9 minutes per day driving, seeing Billboards and Signs. 71.2% Listen to Local Radio Stations Out-of-Home for an average of 36.7 minutes/day.

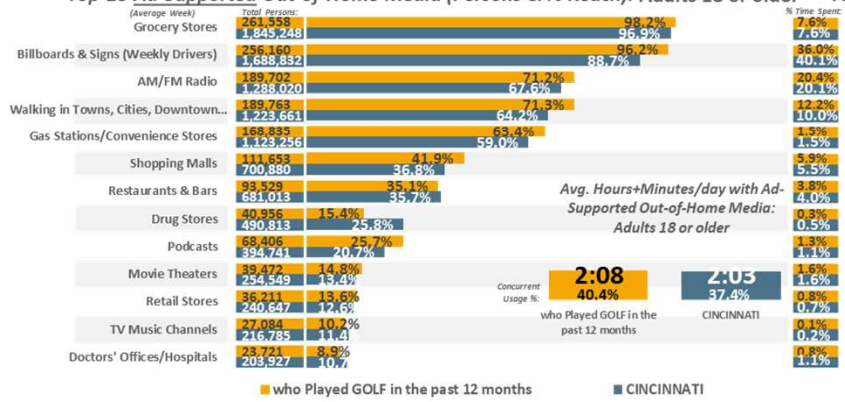
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



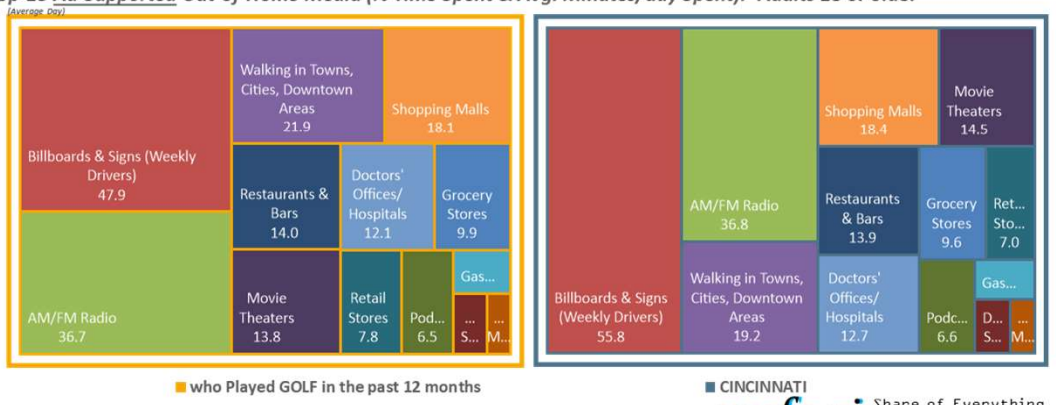
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 275

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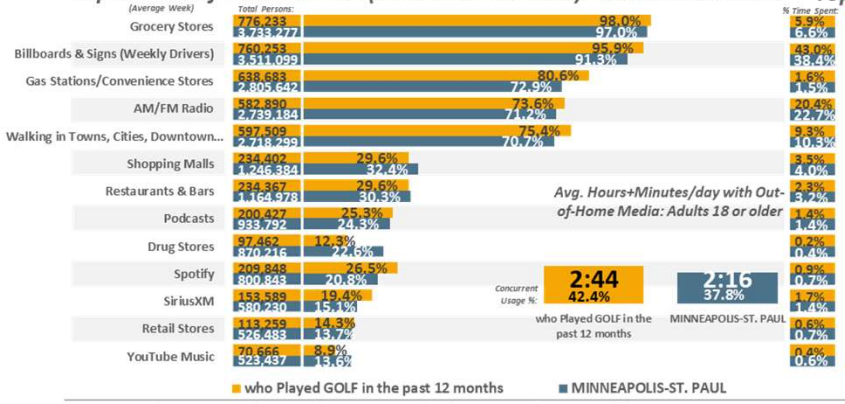
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Activities past 12 months: Golf

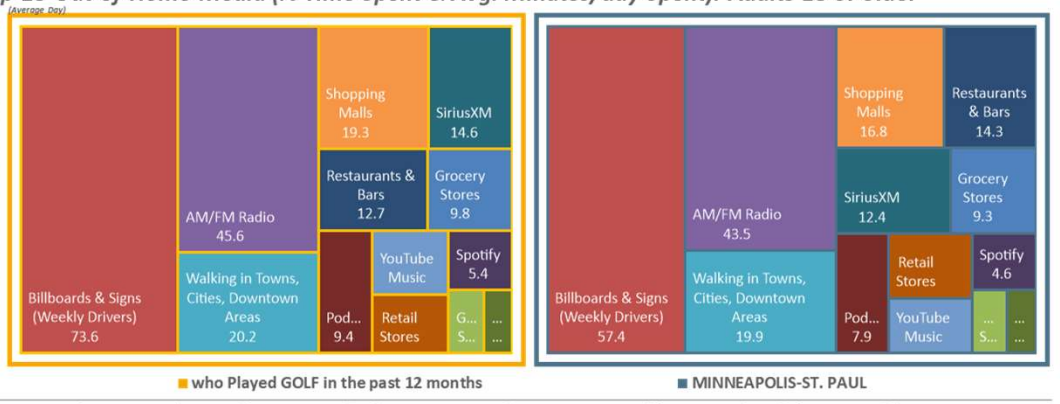


760,253 or 95.9% of Adults 18 or older who Played GOLF in the past 12 months spend an average of 73.6 minutes per day driving, seeing Billboards and Signs. 69.7% Listen to Local Radio Stations Out-of-Home for an average of 42.4 minutes/day.

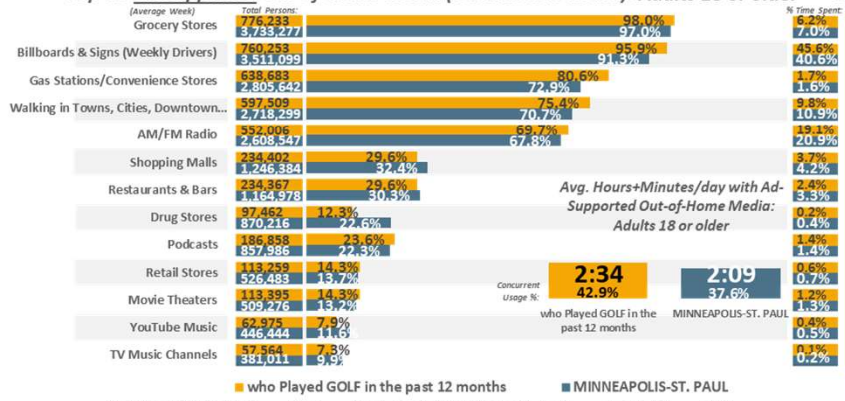
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



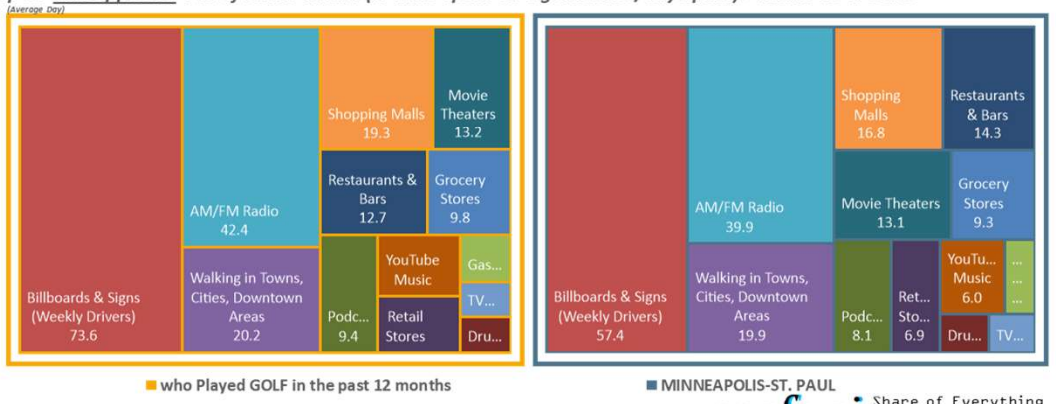
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 374

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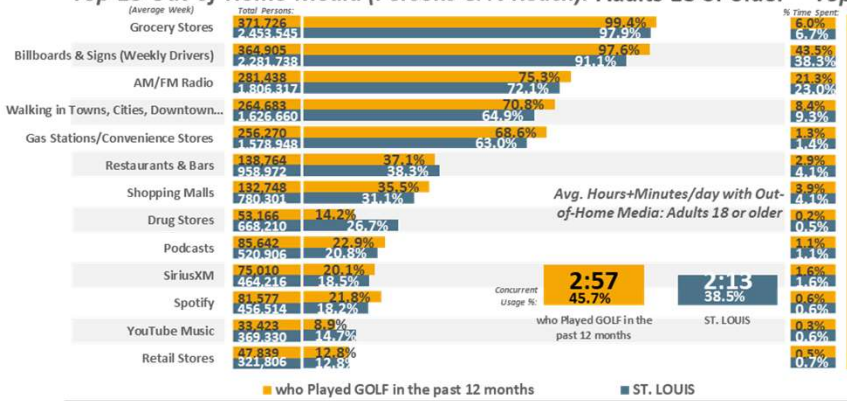
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Activities past 12 months: Golf

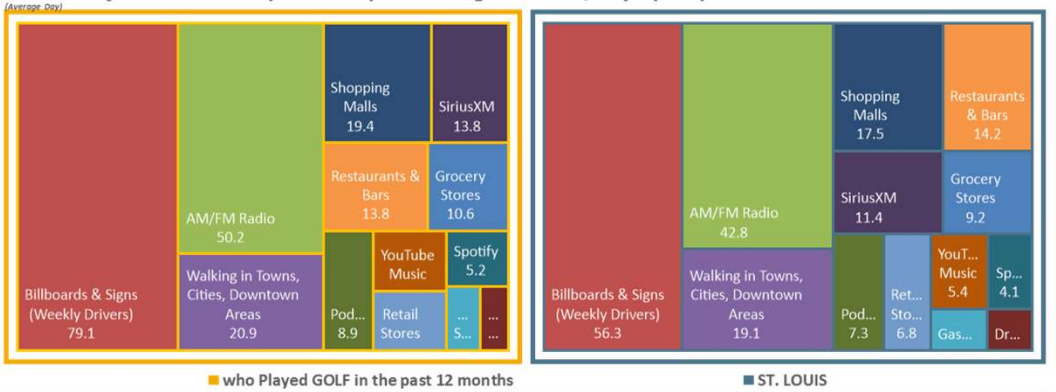


364,905 or 97.6% of Adults 18 or older who Played GOLF in the past 12 months spend an average of 79.1 minutes per day driving, seeing Billboards and Signs. 71.4% Listen to Local Radio Stations Out-of-Home for an average of 47. minutes/day.

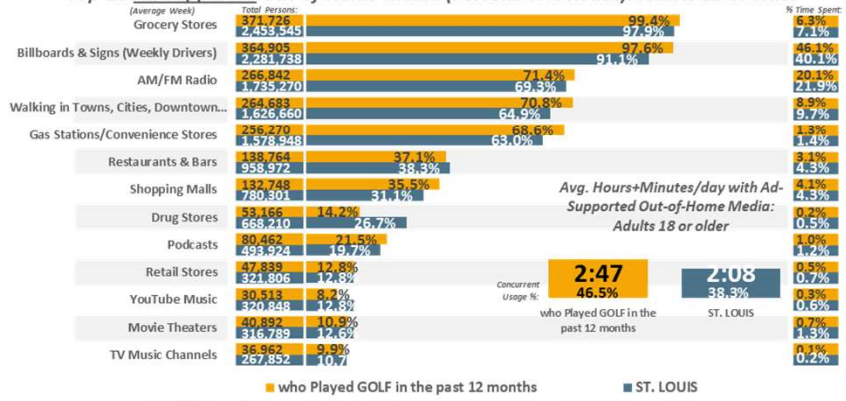
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



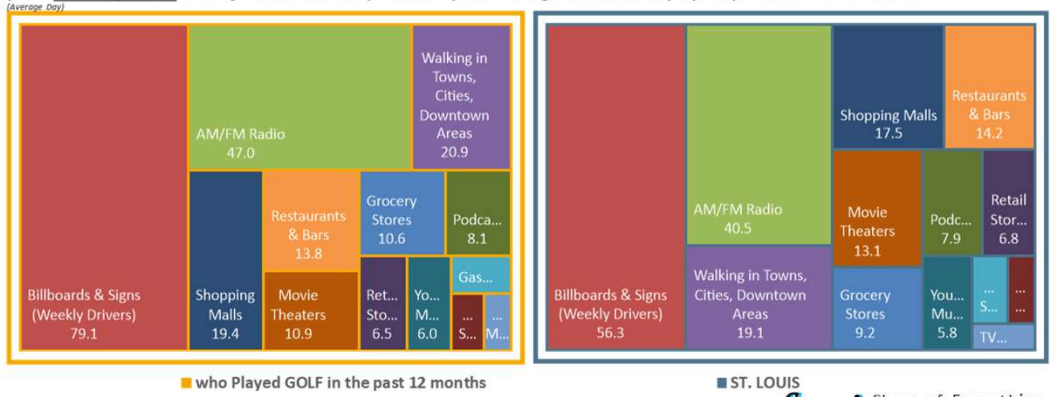
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 313

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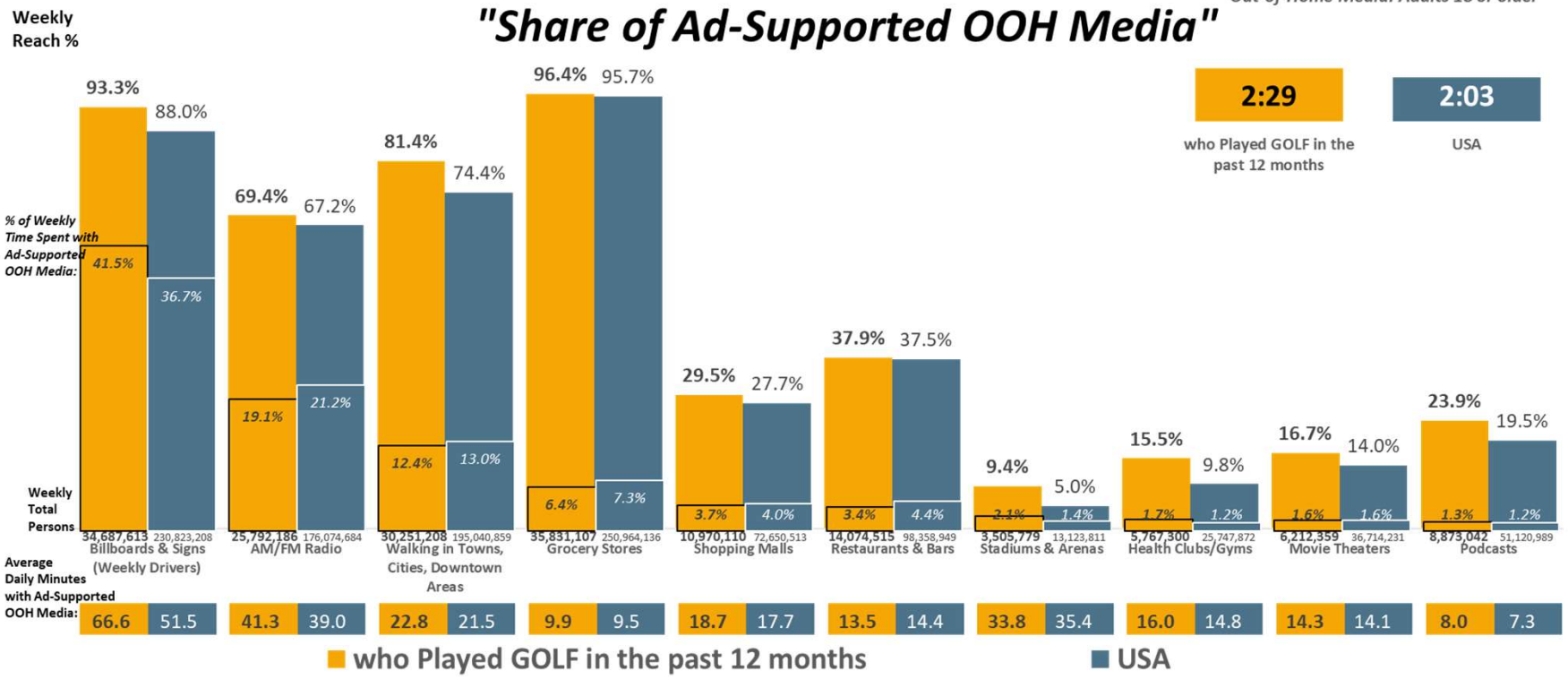
Activities past 12 months: Golf



34,687,613 or 93.3% of Adults 18 or older who Played GOLF in the past 12 months spend an average of 66.6 minutes per day driving, seeing Billboards and Signs representing 41.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,148

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,335

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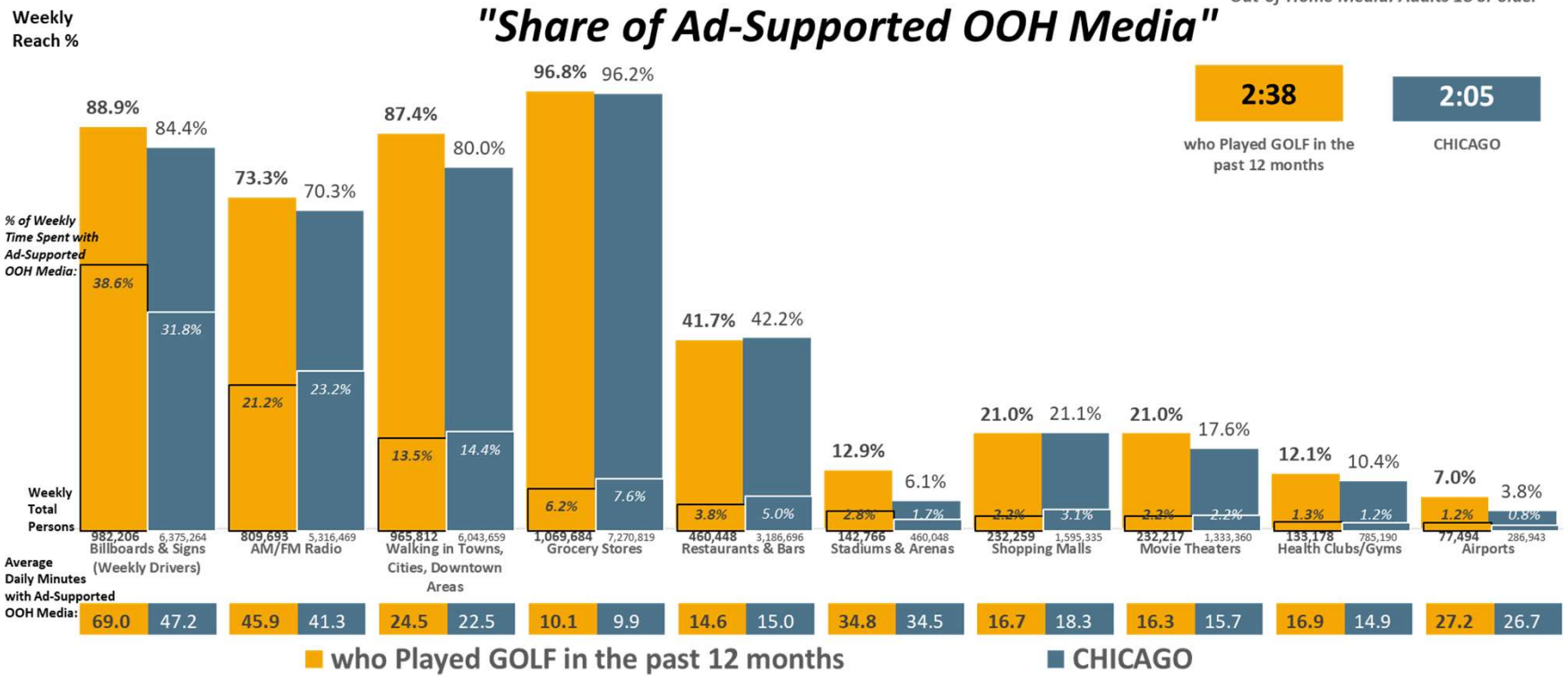
Activities past 12 months: Golf



982,206 or 88.9% of Adults 18 or older who Played GOLF in the past 12 months spend an average of 69. minutes per day driving, seeing Billboards and Signs representing 38.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 463 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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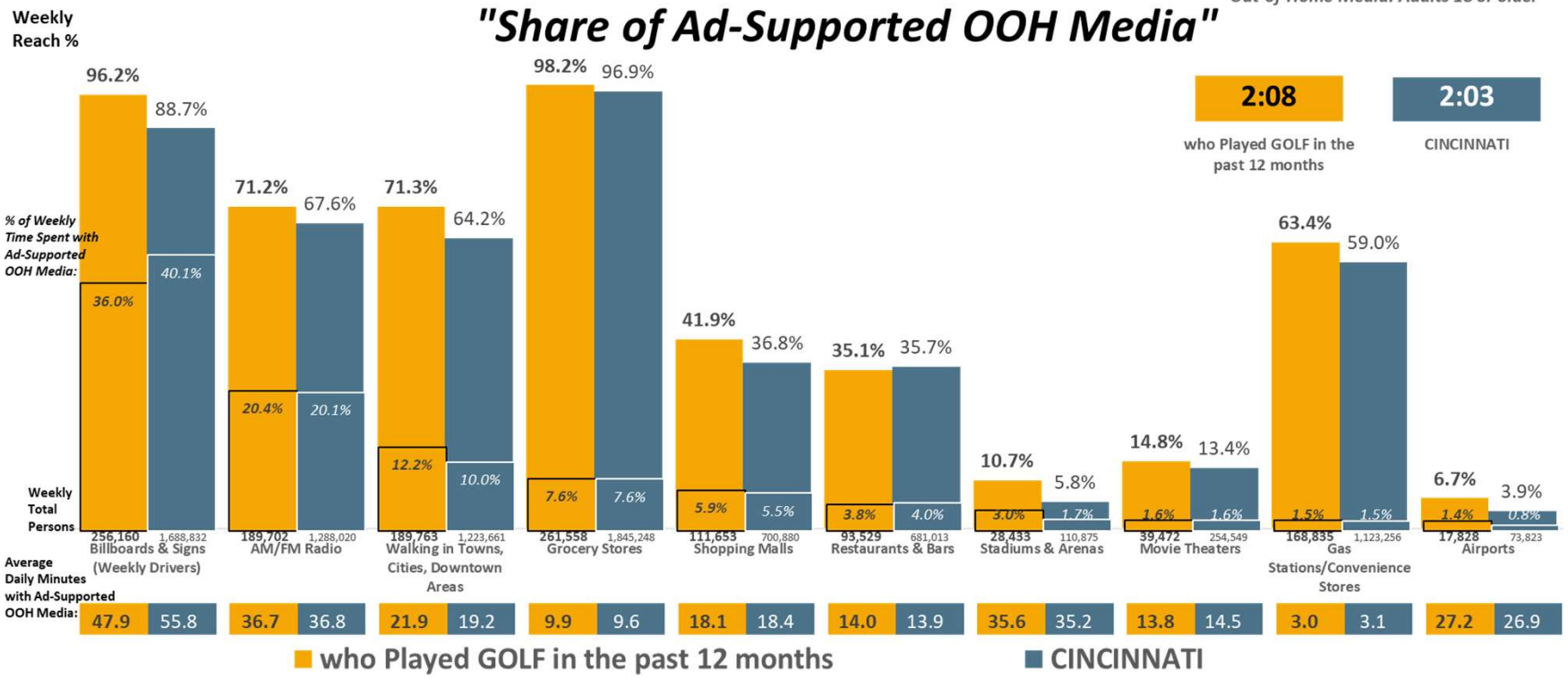
Activities past 12 months: Golf



256,160 or 96.2% of Adults 18 or older who Played GOLF in the past 12 months spend an average of 47.9 minutes per day driving, seeing Billboards and Signs representing 36.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 275 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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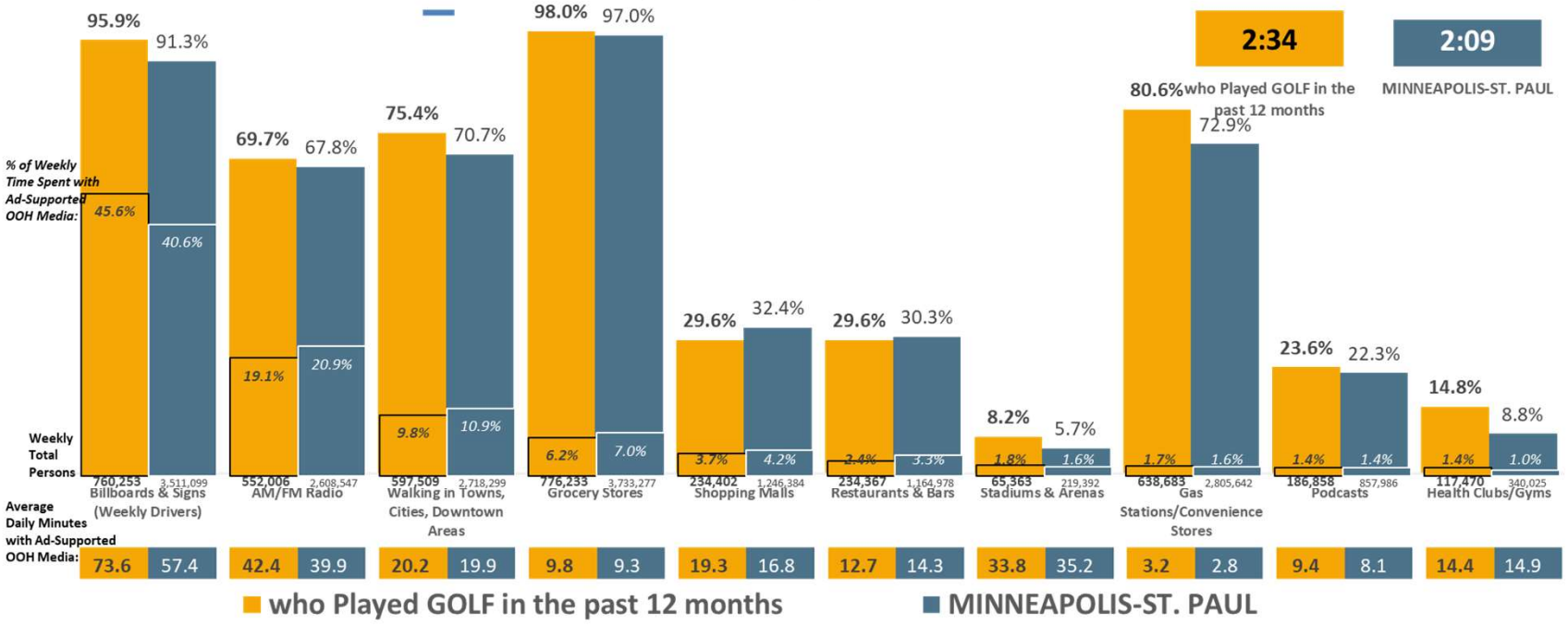
Activities past 12 months: Golf



760,253 or 95.9% of Adults 18 or older who Played GOLF in the past 12 months spend an average of 73.6 minutes per day driving, seeing Billboards and Signs representing 45.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 374 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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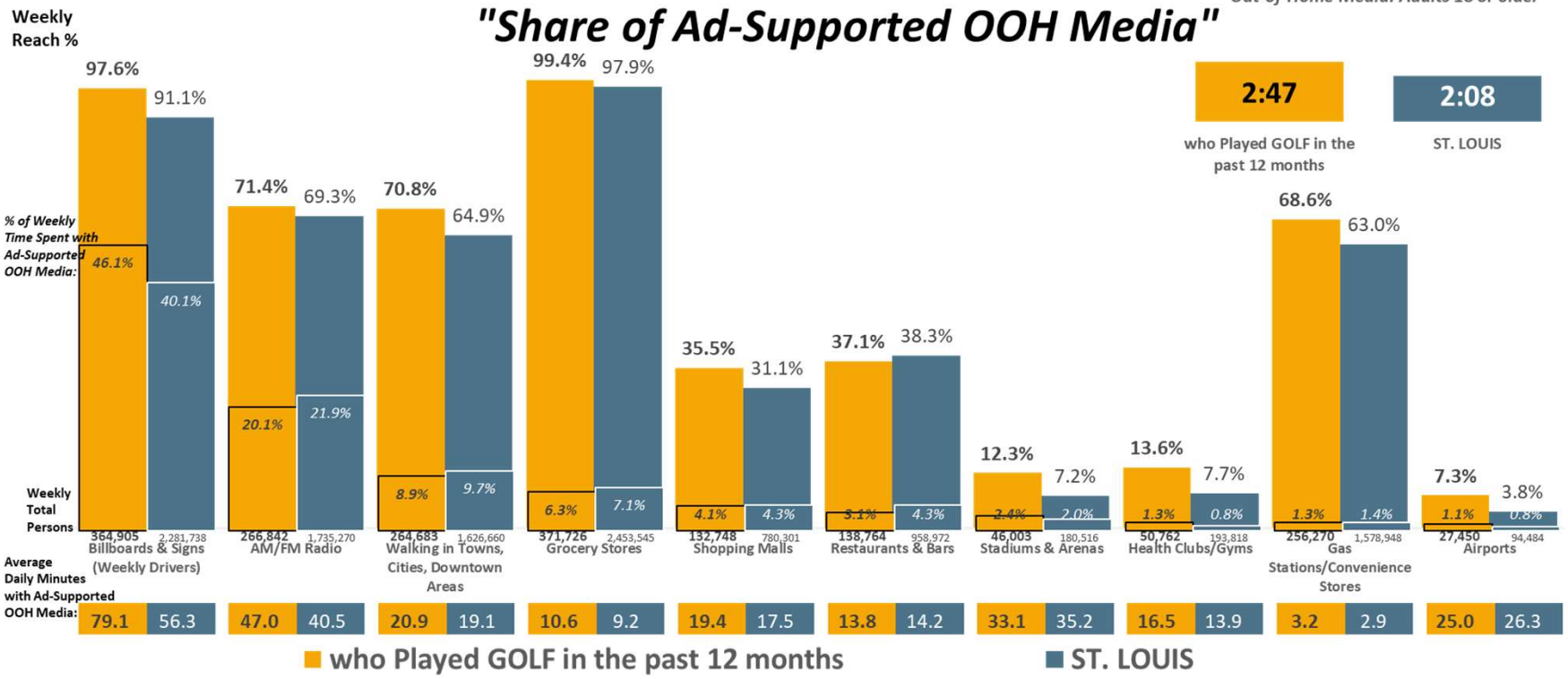
Activities past 12 months: Golf



364,905 or 97.6% of Adults 18 or older who Played GOLF in the past 12 months spend an average of 79.1 minutes per day driving, seeing Billboards and Signs representing 46.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 313 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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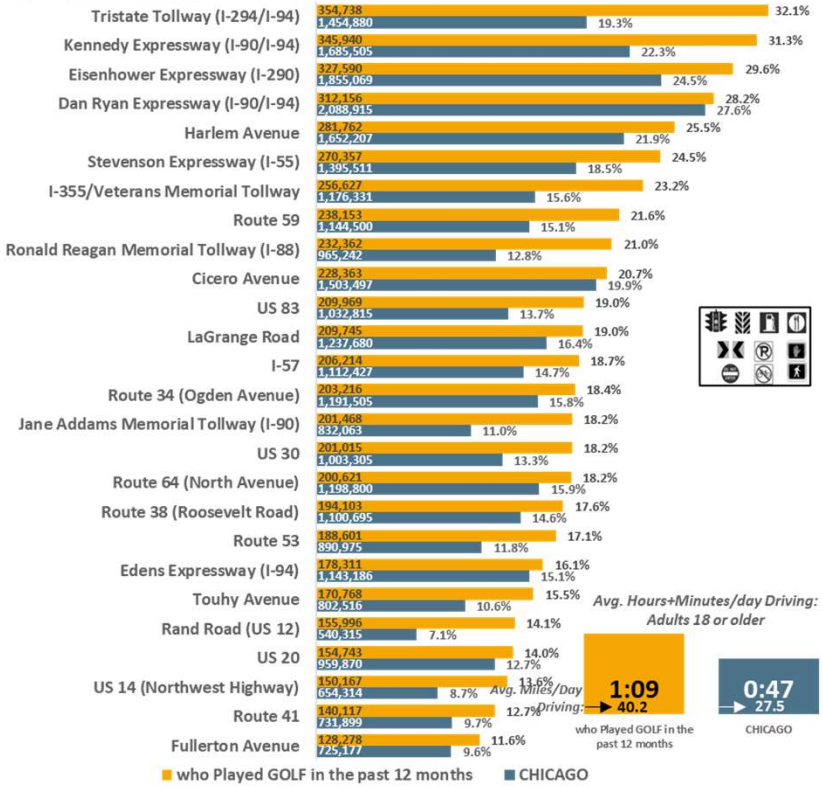
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Activities past 12 months: Golf

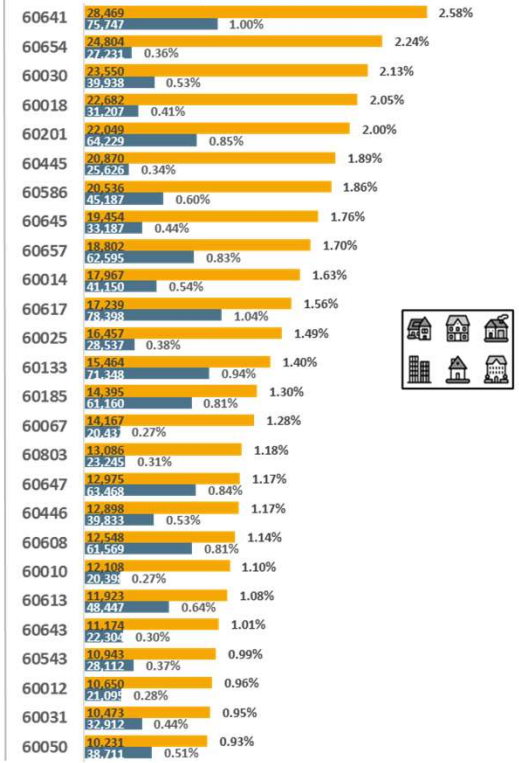


982,206 or 88.9% of Adults 18 or older who Played GOLF in the past 12 months spend an average of 69. minutes per day driving an average of 40.2 miles each day and are 66.7% more likely to use Tristate Tollway (I-294/I-94) than the Metro average.

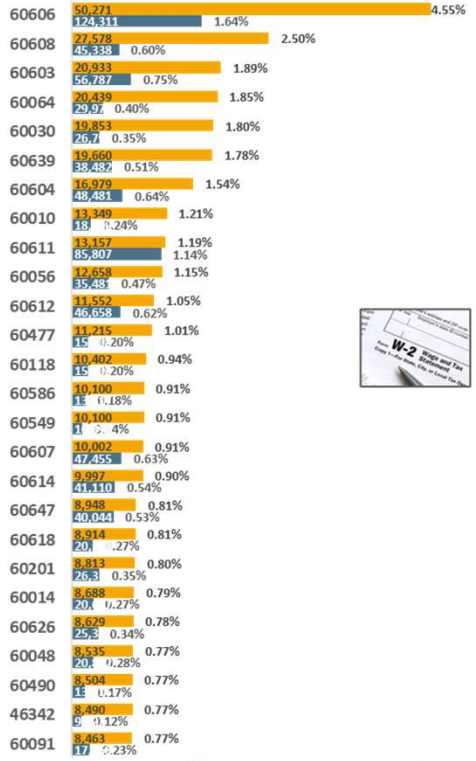
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 463

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Activities past 12 months: Golf



256,160 or 96.2% of Adults 18 or older who Played GOLF in the past 12 months spend an average of 47.9 minutes per day driving an average of 27.9 miles each day and are 50.8% more likely to use Route 28 than the Metro average.

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

	who Played GOLF in the past 12 months		CINCINNATI	
I-275	188,186	70.7%	1,059,134	55.6%
I-75	178,597	67.1%	1,086,317	57.0%
I-71	170,314	63.9%	878,831	46.1%
I-471	72,896	27.4%	354,811	18.6%
US 22 (Montgomery Road)	65,149	24.5%	345,989	18.2%
I-74	54,188	20.3%	361,171	19.0%
Dixie Highway	52,847	19.8%	337,405	17.7%
Ronald Reagan Cross County Highway	46,050	17.3%	324,108	17.0%
US 27 (Colerain Avenue)	39,929	15.0%	245,856	12.9%
Route 32	36,223	13.6%	219,683	11.5%
State Road 125 (Beechmont Avenue/Ohio Pike)	33,657	12.6%	204,288	10.7%
US 50 (River Road)	33,624	12.6%	224,586	11.8%
Glenway Avenue	33,493	12.6%	199,206	10.5%
US 50 (Columbia Parkway)	32,138	12.1%	164,461	8.6%
Loveland - Madeira Road	30,293	11.4%	146,695	7.7%
US 127 (Hamilton Avenue)	30,239	11.4%	214,252	11.2%
Route 42	29,345	11.0%	192,629	10.1%
Route 28	28,155	10.6%	133,522	7.0%
Harrison Avenue	27,552	10.3%	207,888	10.9%
Route 747	27,530	10.3%	164,791	8.7%
Red Bank Road	26,873	10.1%	182,501	9.6%
Winton Road	26,360	9.9%	180,746	9.5%
State Road 747 (Princeton, Glendale Road)	26,004	9.8%	145,649	7.6%
US 50 (Wooster Pike)	25,524	9.6%	123,69	6.5%
Norwood Lateral Expressway	25,484	9.6%	164,165	8.6%
Bridgetown Road	25,237	9.5%	129,34	6.8%

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

Avg. Miles/Day Driving: 27.9

0:47 — who Played GOLF in the past 12 months

0:55 (32.5) — CINCINNATI

Top-26 Residential Zip Codes: Adults 18 or older

45011	15,575	5.85%	54,977	2.89%
41017	12,758	4.79%	35,705	1.87%
45244	11,932	4.48%	31,584	1.66%
45036	10,981	4.12%	38,431	2.02%
45140	10,820	4.06%	44,581	2.34%
45044	10,787	4.05%	43,827	2.30%
41011	8,858	3.33%	20,898	1.10%
45066	8,763	3.29%	35,587	1.87%
45249	7,355	2.76%	15,019	0.79%
45150	6,605	2.48%	25,476	1.34%
45238	5,629	2.11%	44,912	2.36%
45215	5,616	2.11%	19,529	1.03%
45056	5,604	2.10%	41,615	2.18%
45247	5,533	2.08%	16,478	0.87%
45069	5,444	2.04%	28,521	1.50%
41042	4,978	1.87%	54,140	2.84%
45142	4,654	1.75%	7,[illegible]	0.38%
45245	4,442	1.67%	13,32[illegible]	0.70%
45039	4,236	1.59%	20,845	1.09%
45211	4,004	1.50%	33,230	1.74%
45040	3,996	1.50%	33,748	1.77%
45229	3,920	1.47%	11,[illegible]	0.61%
45005	3,845	1.44%	23,342	1.23%
45243	3,723	1.40%	15,322	0.80%
47353	3,456	1.30%	7,7[illegible]	0.41%
45103	3,446	1.29%	33,714	1.77%

Top-26 Employment Zip Codes: Adults 18 or older

45014	7,094	2.66%	29,445	1.55%
41042	6,987	2.62%	27,332	1.43%
45229	6,607	2.48%	24,209	1.27%
45011	6,481	2.43%	19,752	1.04%
45066	6,237	2.34%	10,985	0.58%
45219	5,663	2.13%	20,203	1.06%
45056	5,604	2.10%	19,186	1.01%
45249	5,582	2.10%	15,355	0.81%
41017	5,190	1.95%	28,698	1.51%
45069	4,957	1.86%	29,089	1.53%
41071	4,863	1.83%	12,443	0.65%
45044	4,851	1.82%	18,042	0.95%
45107	4,654	1.75%	4,6[illegible]	0.24%
45224	4,546	1.71%	11,081	0.58%
45247	4,403	1.65%	6,846	0.36%
45036	4,239	1.59%	13,494	0.71%
45040	4,045	1.52%	28,758	1.51%
45103	3,984	1.50%	9,275	0.49%
41018	3,944	1.48%	18,645	0.98%
45202	3,713	1.39%	32,001	1.68%
45244	3,593	1.35%	18,327	0.96%
45241	3,571	1.34%	17,498	0.92%
47003	3,456	1.30%	3,[illegible]	0.18%
45212	3,122	1.17%	12,247	0.64%
45150	3,047	1.14%	11,709	0.61%
45255	2,926	1.10%	6,590	0.35%

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CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 275

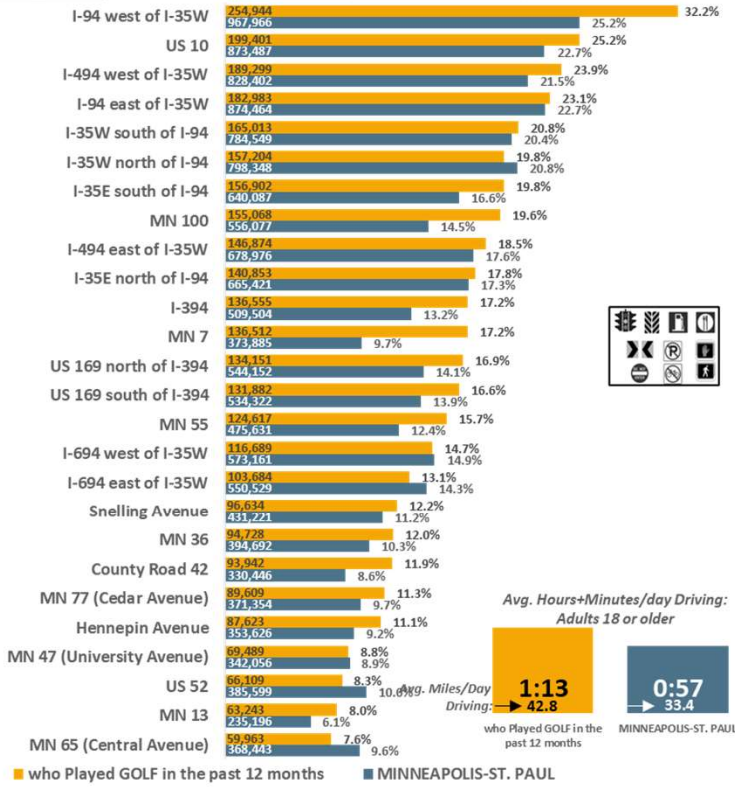
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Activities past 12 months: Golf



760,253 or 95.9% of Adults 18 or older who Played GOLF in the past 12 months spend an average of 73.6 minutes per day driving an average of 42.8 miles each day and are 77.3% more likely to use MN 7 than the Metro average.

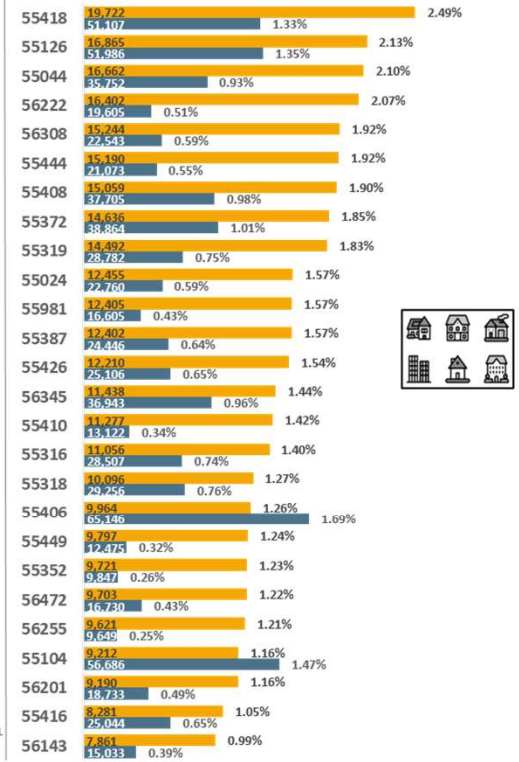
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



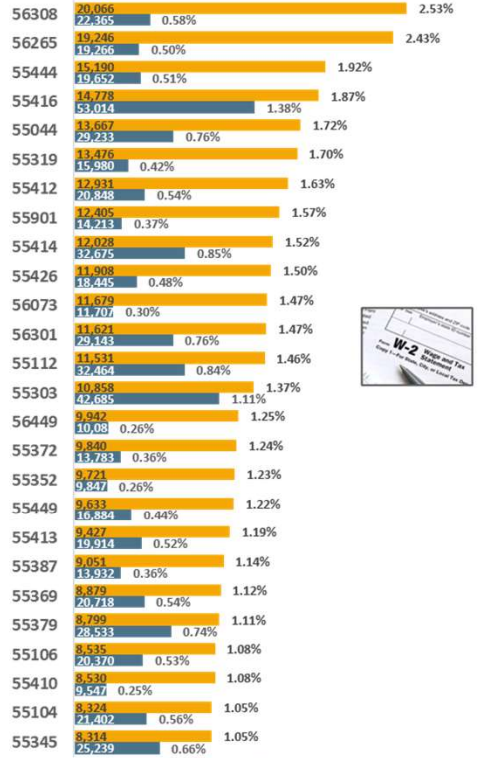
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 42.8 | 33.4

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 374

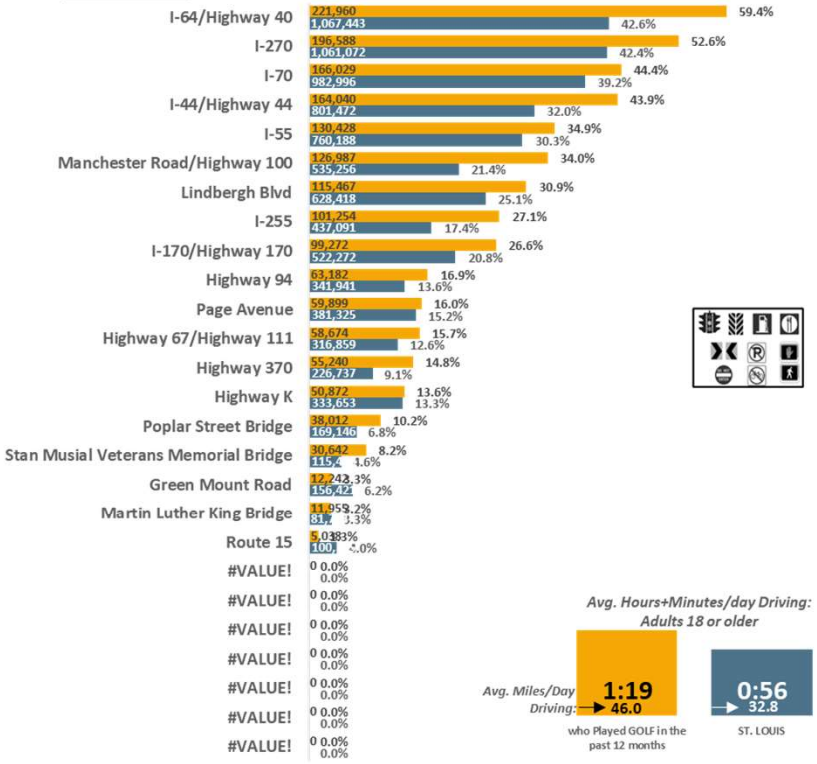
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Activities past 12 months: Golf



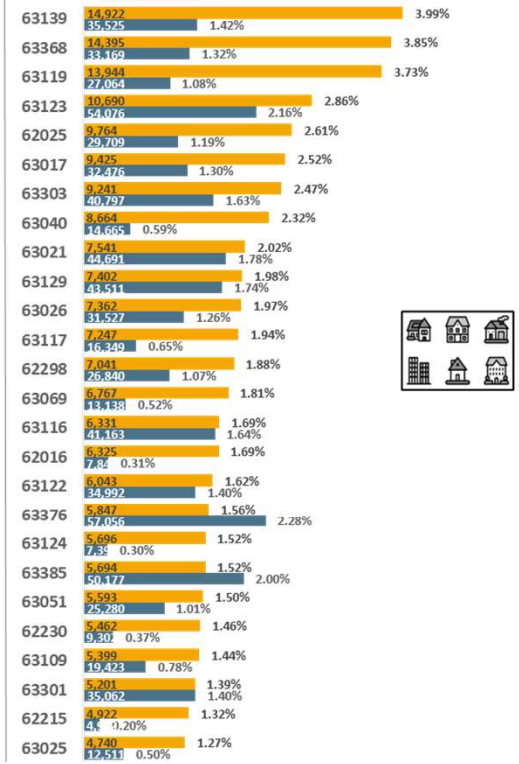
364,905 or 97.6% of Adults 18 or older who Played GOLF in the past 12 months spend an average of 79.1 minutes per day driving an average of 46. miles each day and are 77.9% more likely to use Stan Musial Veterans Memorial Bridge than the Metro average.

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

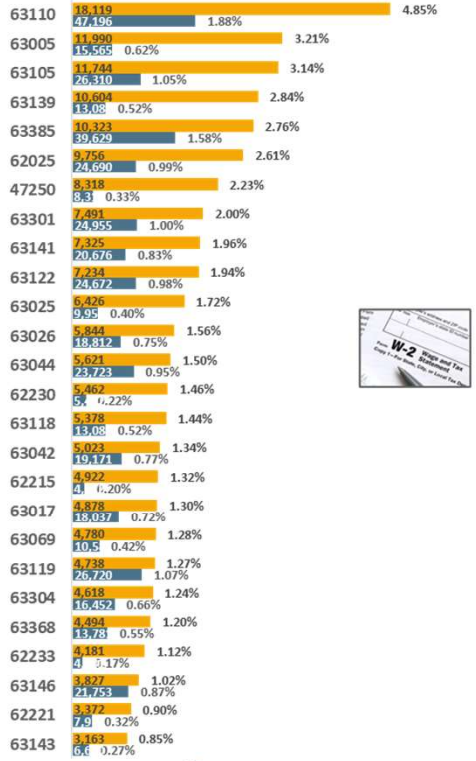


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

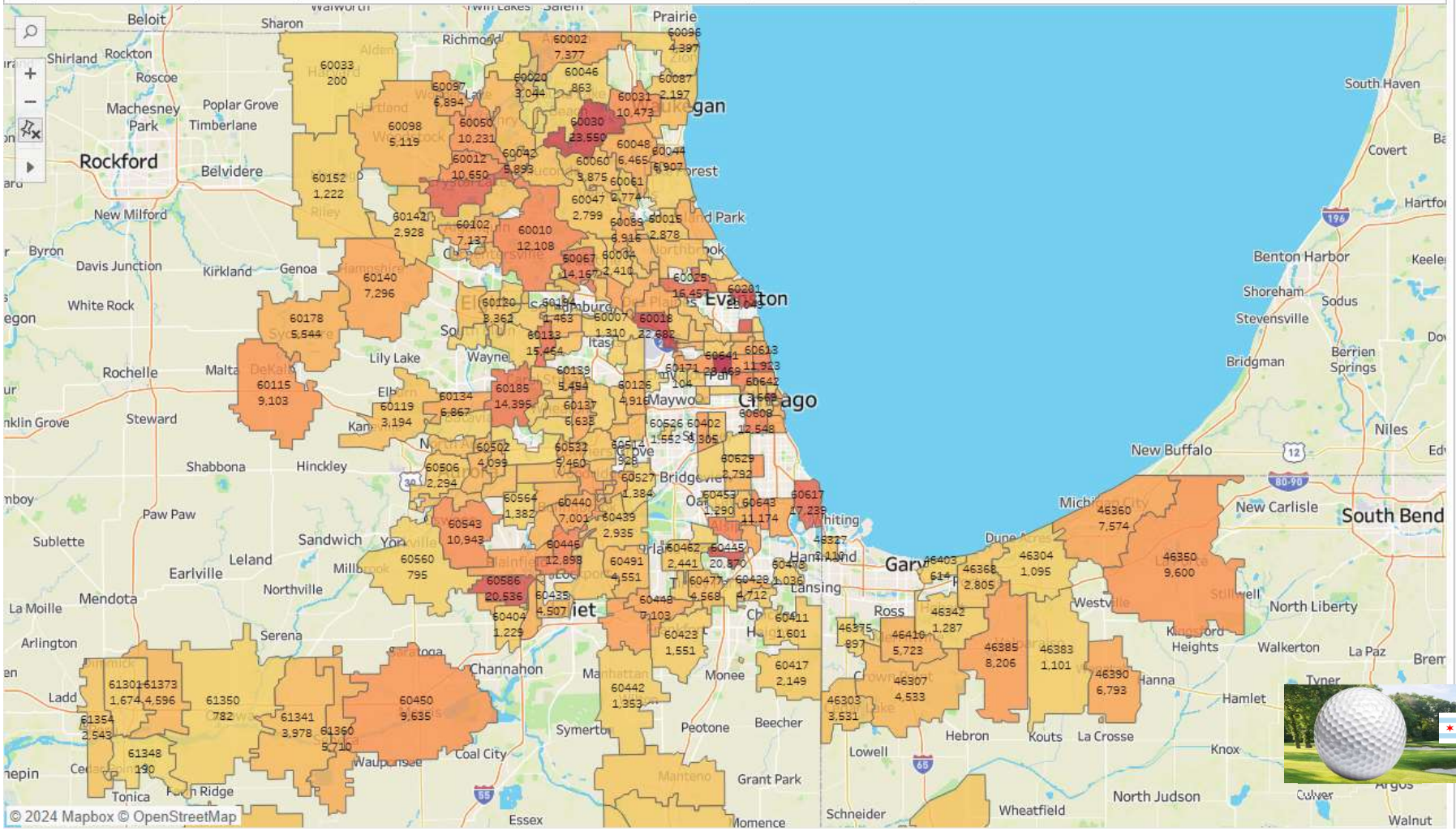


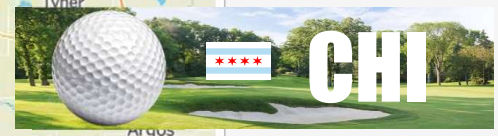
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ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 313
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Activities past 12 months: Golf

Top Residential Zip Codes: (Adults 18 or older who Played GOLF in the past 12 months)





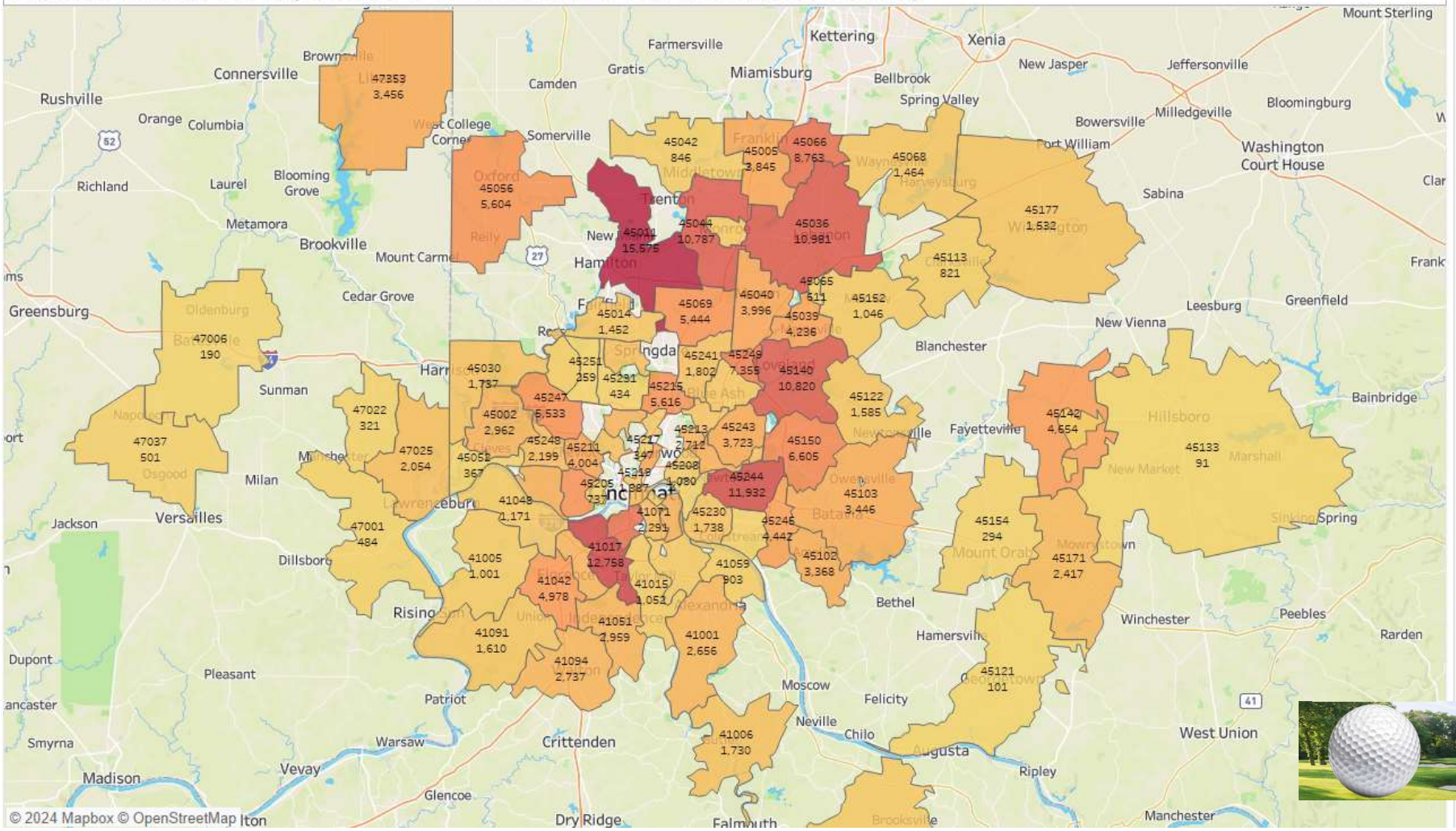
CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 463

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Activities past 12 months: Golf

Top Residential Zip Codes: (Adults 18 or older who Played GOLF in the past 12 months)



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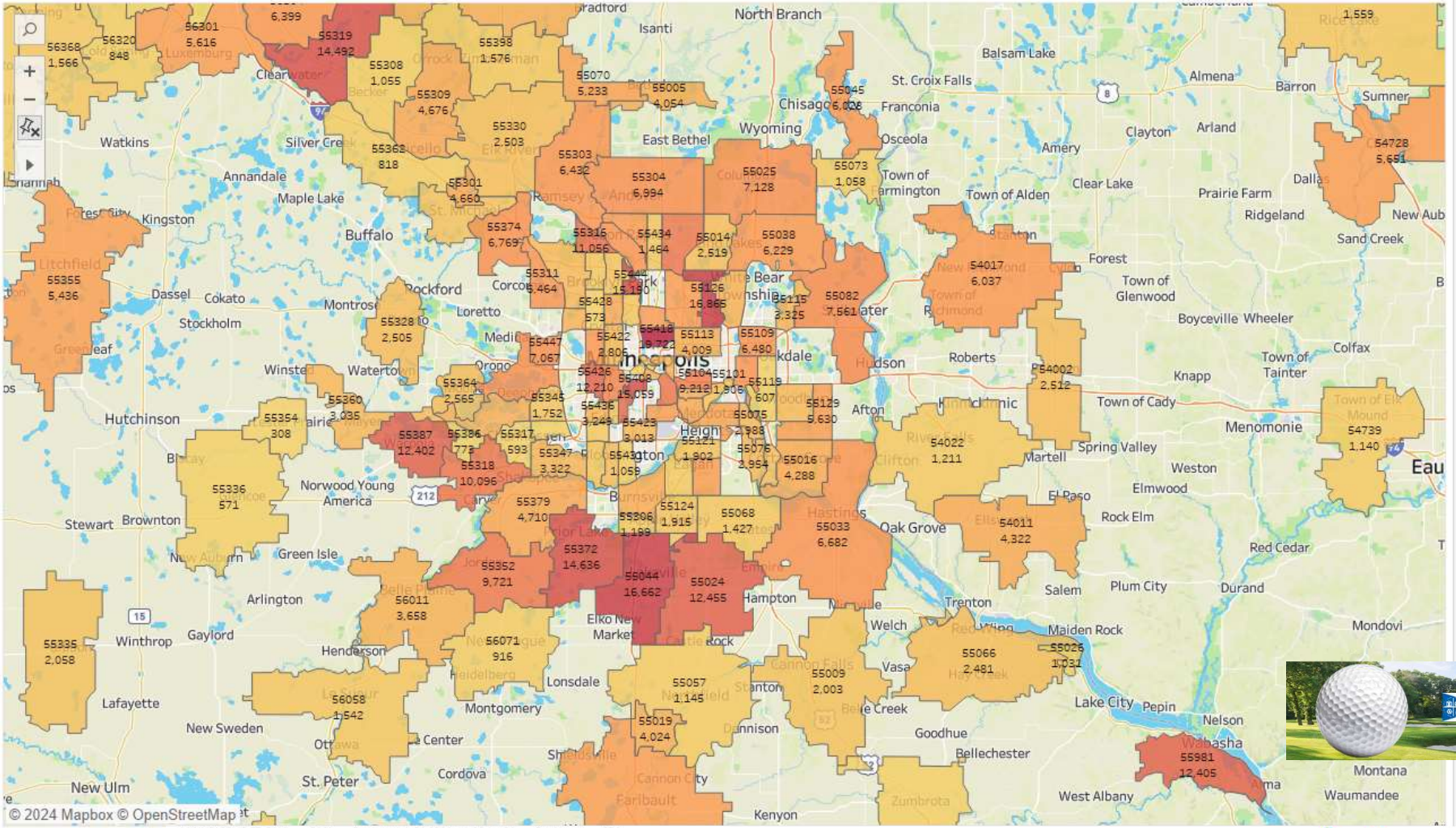
CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 275

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Activities past 12 months: Golf

Top Residential Zip Codes: (Adults 18 or older who Played GOLF in the past 12 months)



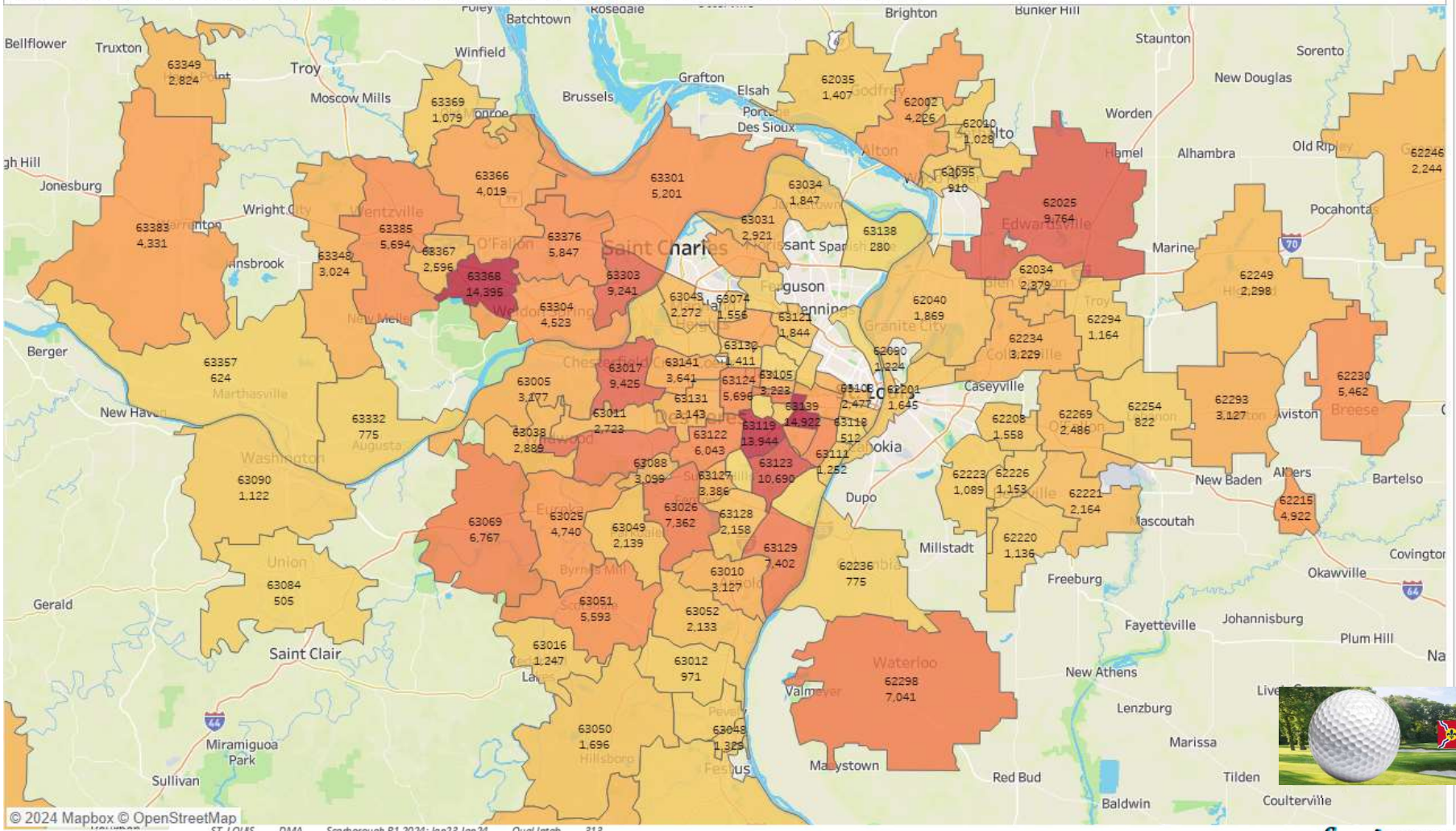
MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 374

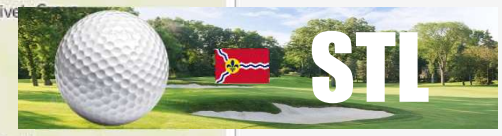
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Activities past 12 months: Golf

Top Residential Zip Codes: (Adults 18 or older who Played GOLF in the past 12 months)





ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 313

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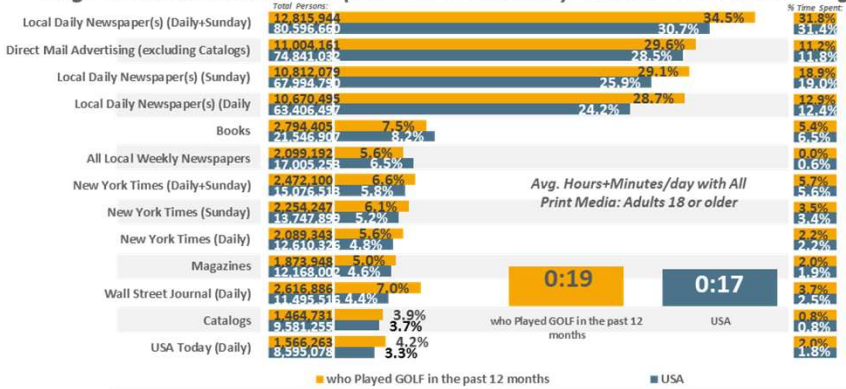
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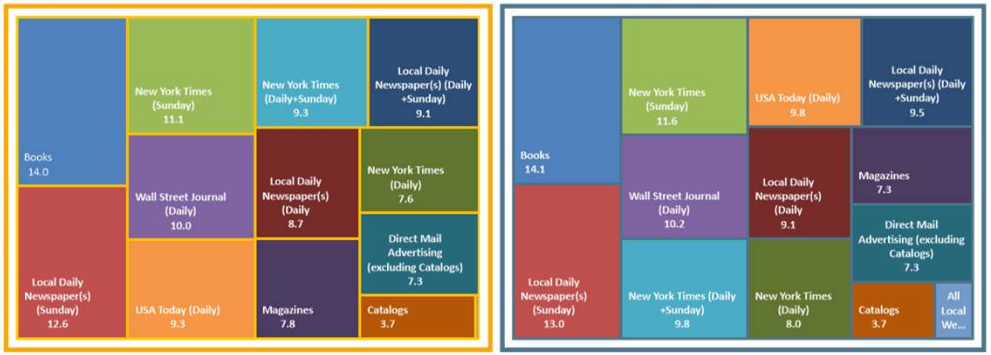
Activities past 12 months: Golf



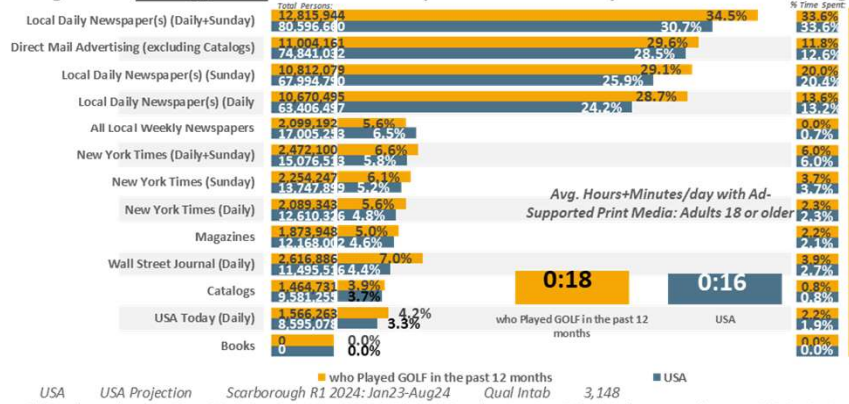
12,815,944 or 34.5% of Adults 18 or older who Played GOLF in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 33.6% of all time spent daily with All forms of Print Media.

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

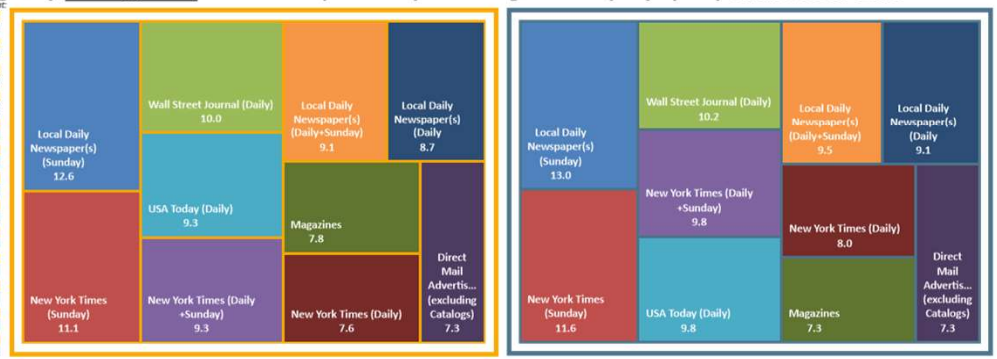




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 3,148

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,335

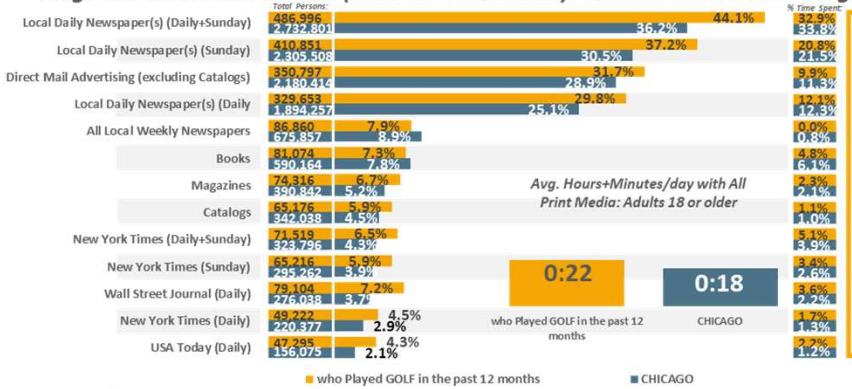
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Activities past 12 months: Golf

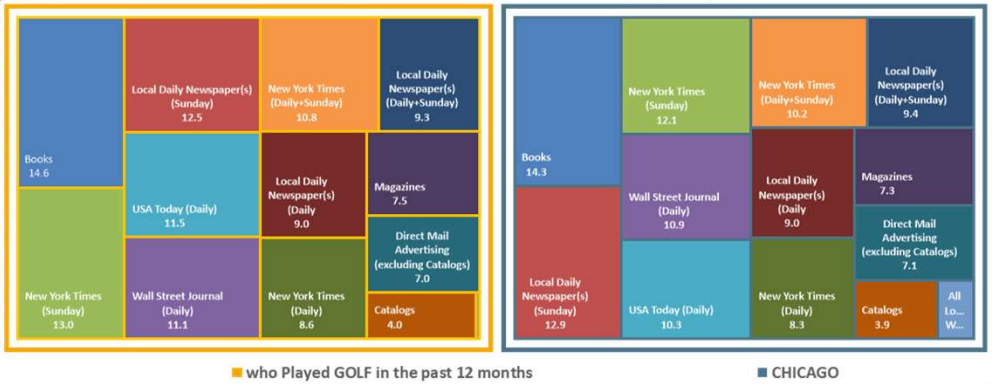


486,996 or 44.1% of Adults 18 or older who Played GOLF in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 34.6% of all time spent daily with All forms of Print Media.

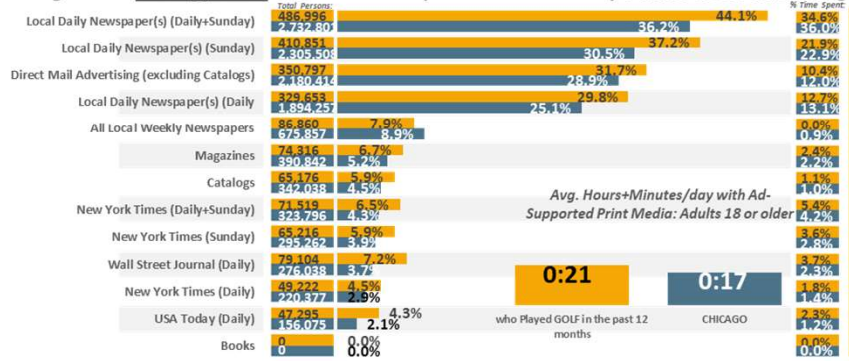
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



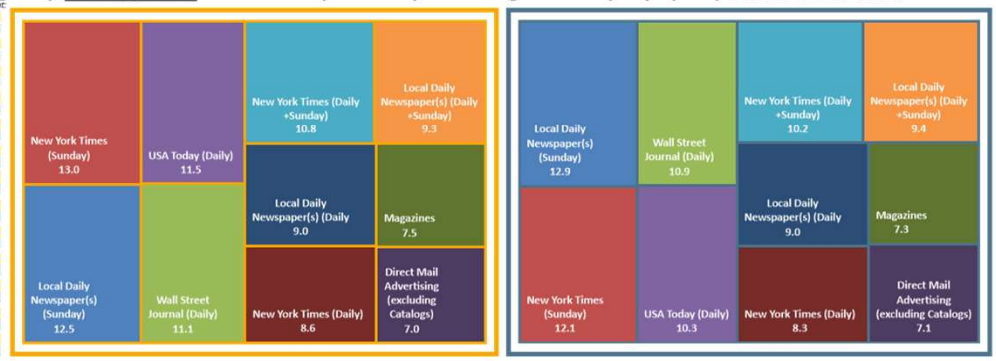
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 463

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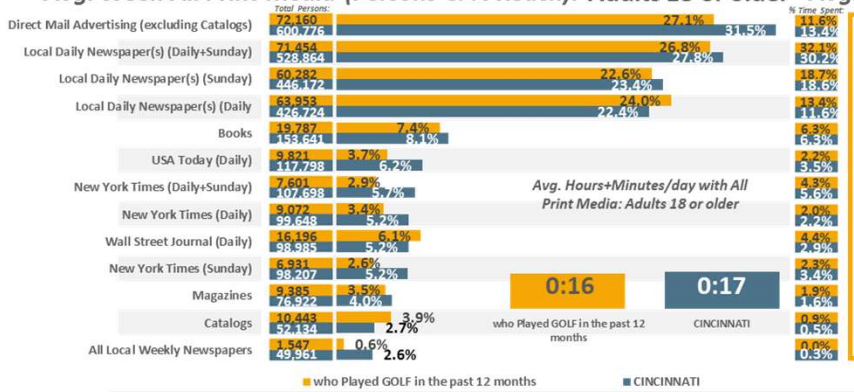
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Activities past 12 months: Golf

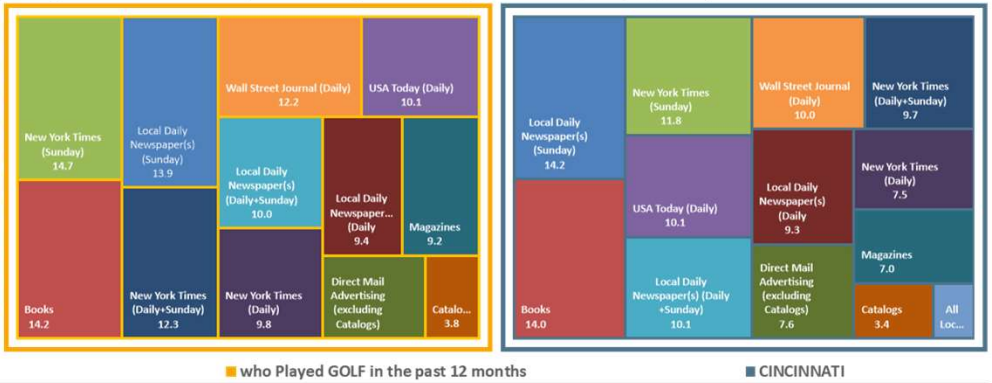


71,454 or 26.8% of Adults 18 or older who Played GOLF in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 34.2% of all time spent daily with All forms of Print Media.

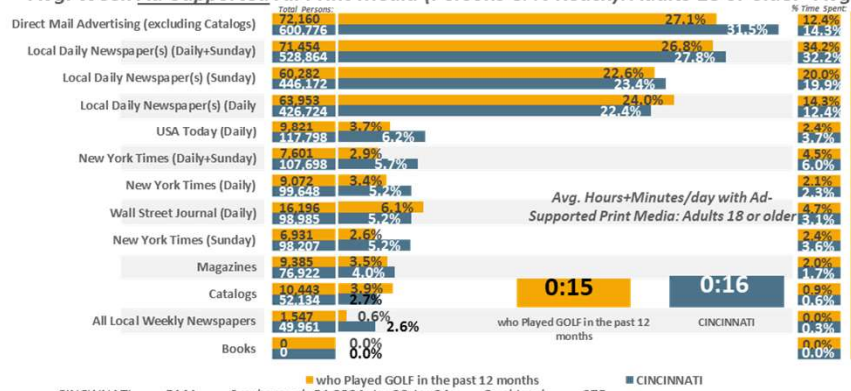
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



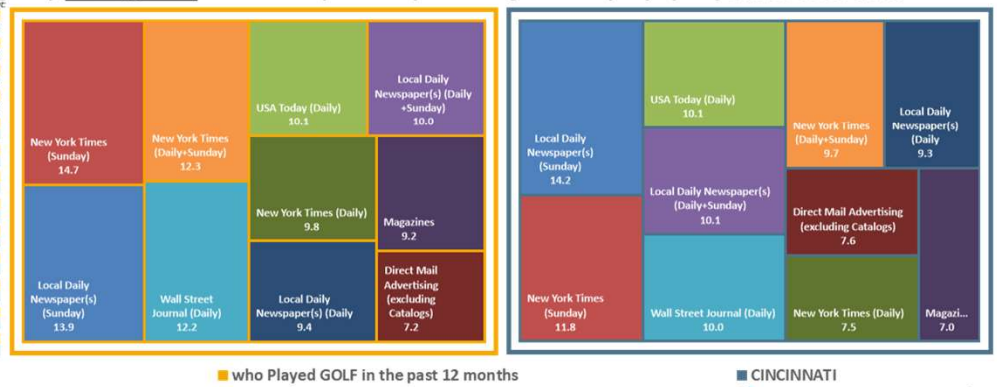
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 275

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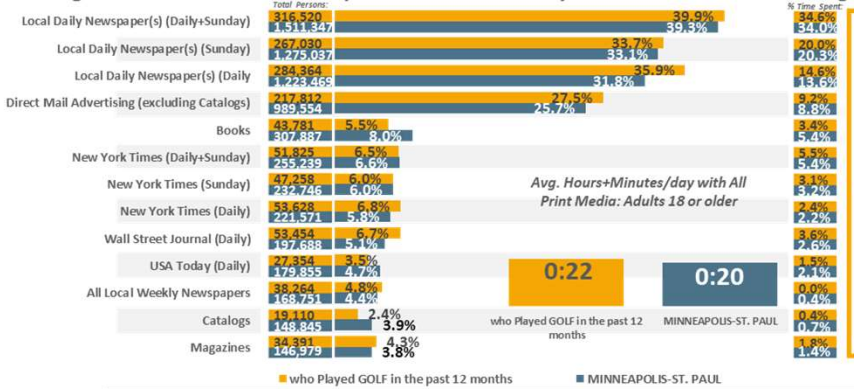
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Activities past 12 months: Golf

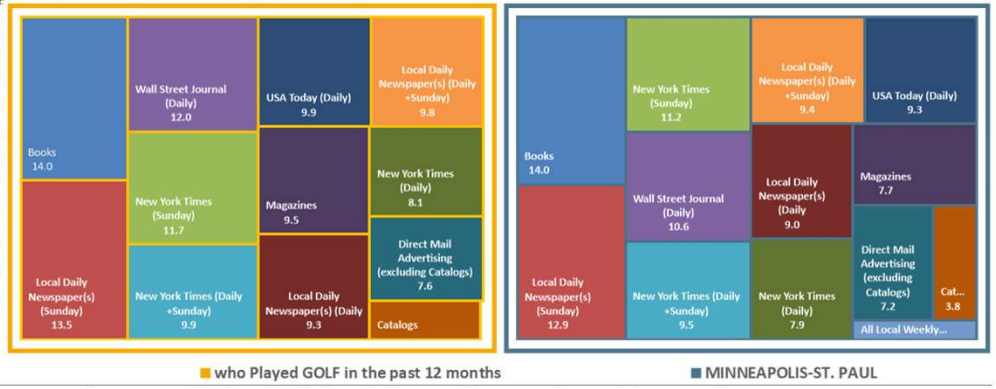


316,520 or 39.9% of Adults 18 or older who Played GOLF in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 35.8% of all time spent daily with All forms of Print Media.

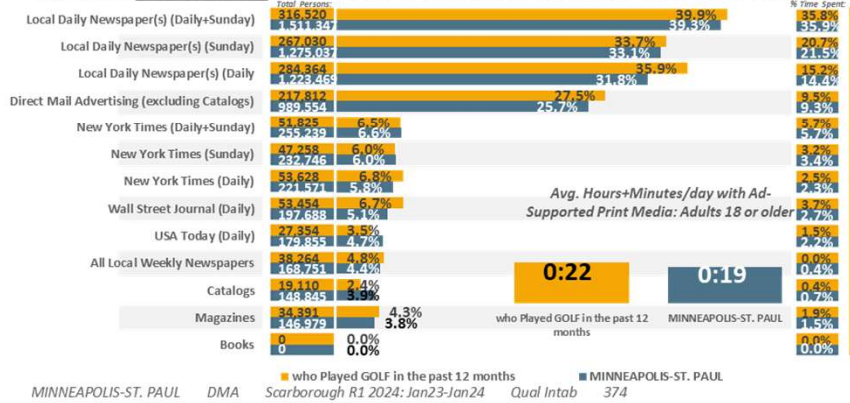
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



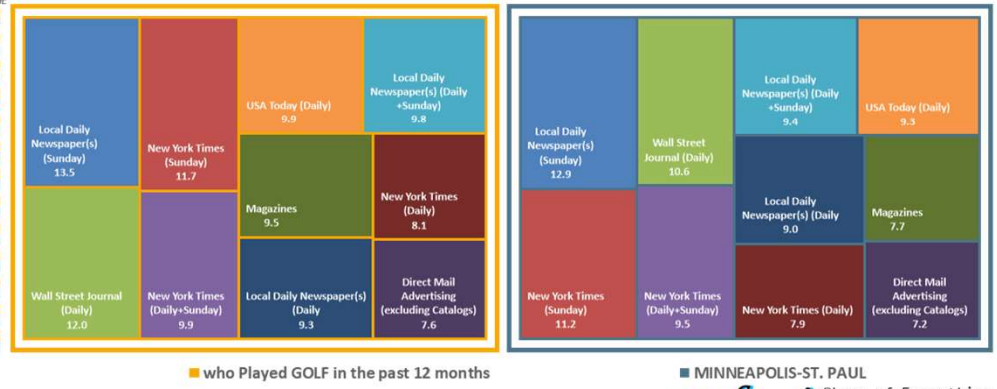
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 374

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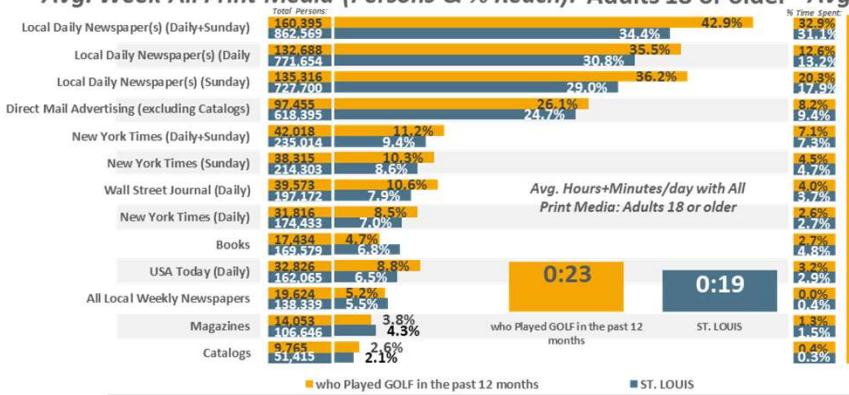
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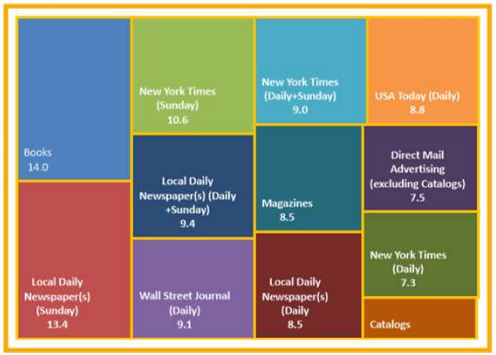
Activities past 12 months: Golf

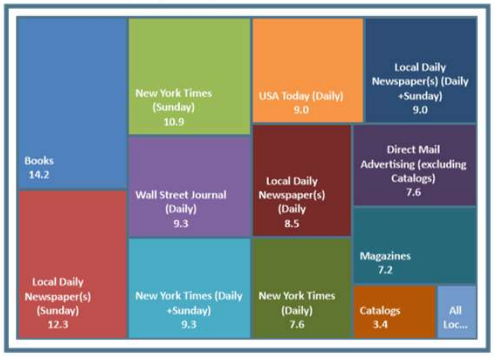


160,395 or 42.9% of Adults 18 or older who Played GOLF in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 33.8% of all time spent daily with All forms of Print Media.

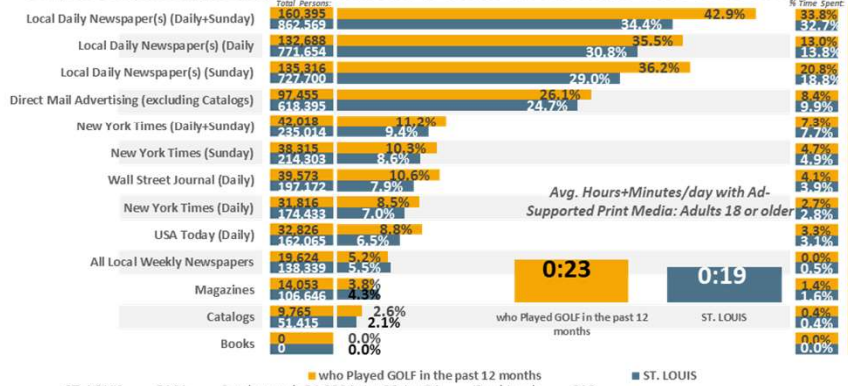
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

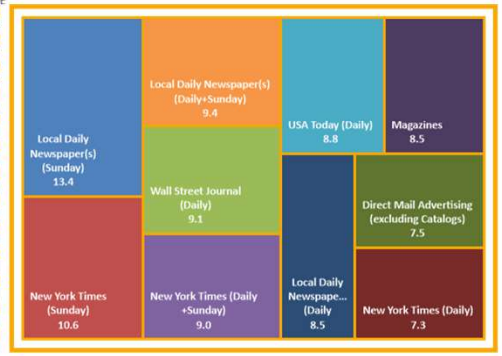


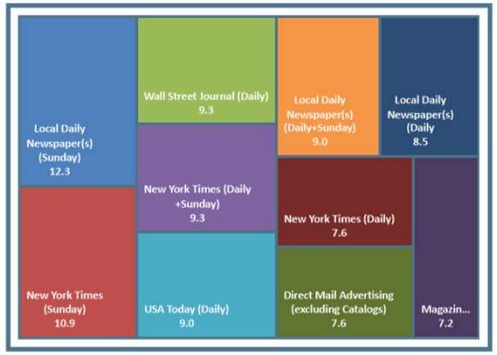




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







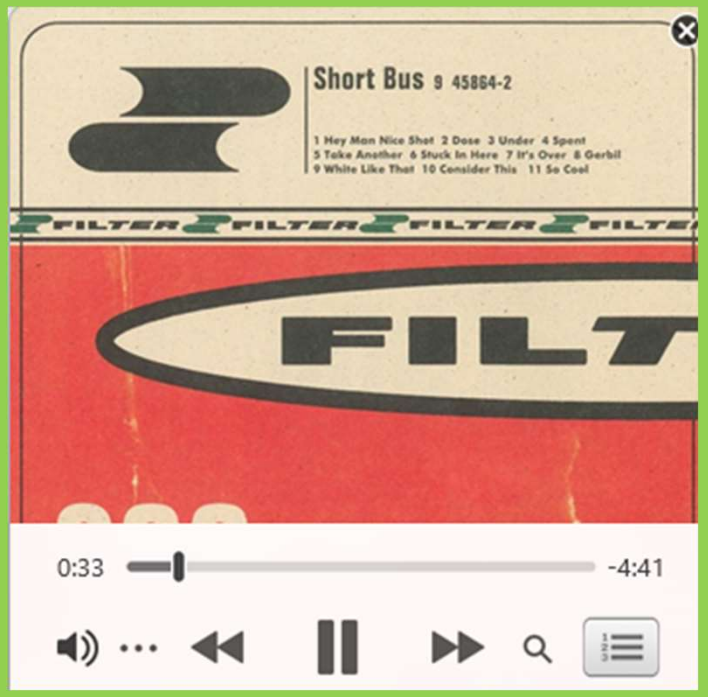
ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 313

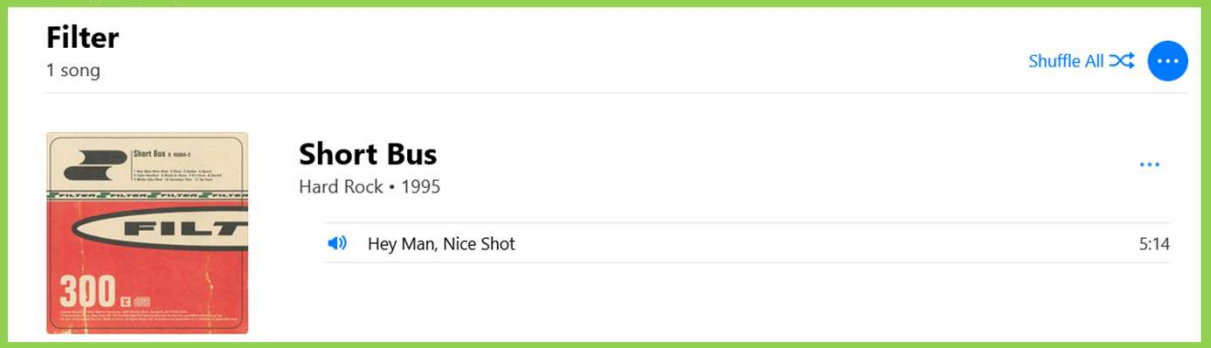
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Activities past 12 months: Golf







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