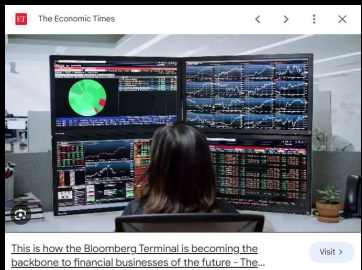


USA+4 More DMAs – P18+ who Became a Follower of a SOCIAL MEDIA INFLUENCER in the past 30 days!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA** **P18+** who Became a **Follower of a SOCIAL MEDIA INFLUENCER** in the past 30 days as of August 31, 2025.



FOLLOWING



P18+

YouGov
What the world thinks



Stanford | Cyber Policy Center
Freeman Spogli Institute and Stanford Law School



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

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



13.9% or 36,376,505 of USA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days. Typical Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 42.2 years old (13.3% younger than average) and have a \$88,363 (7.4% lower than average) annual household...

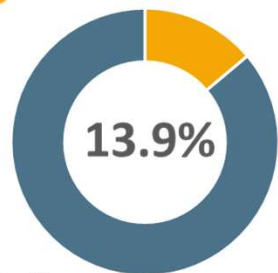


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



- who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days
- Remainder of USA DMAs

Total Persons:

36,376,505

225,797,995

%M vs. %F:

Average Age:

Persons: 15,384,851

43.0

129,073,6...

48.5

20,991,654

41.4

133,100,8...

49.0

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

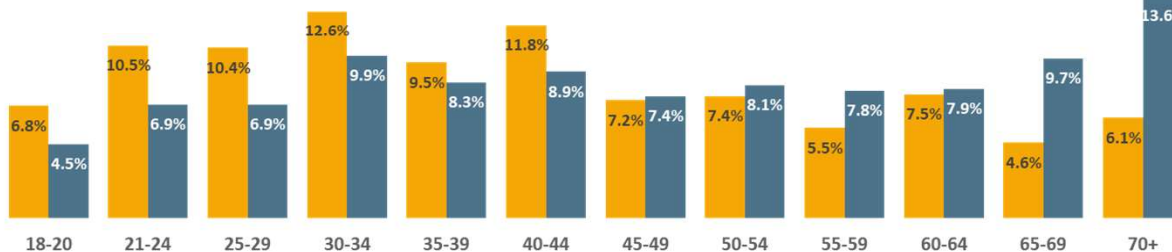
Average Age:

Adults 18 or older

42.2

48.7

- who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days
- USA

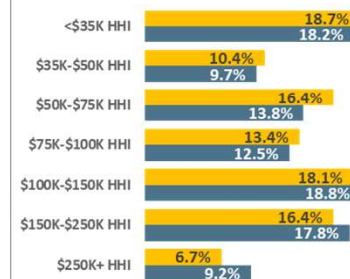


- who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

USA



HHI of Target vs. Market:



Avg HHI:

\$88,363

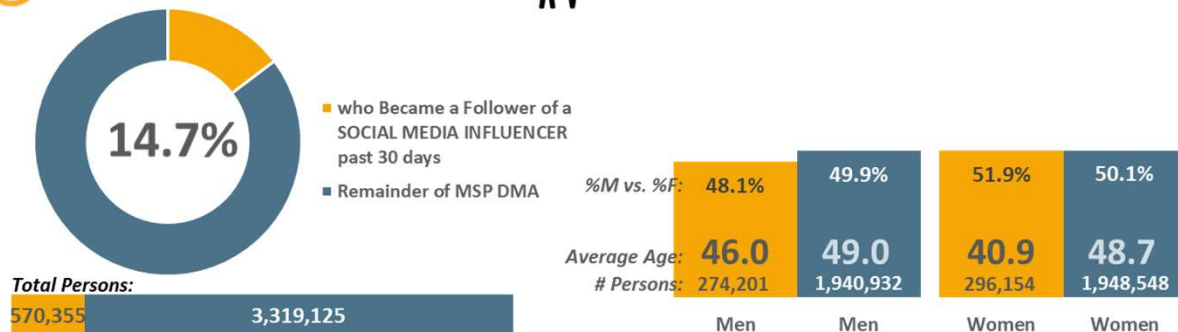
\$95,398

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality

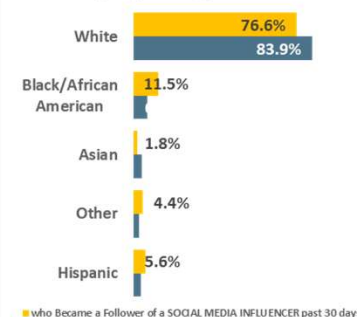


14.7% or 570,355 of MSP DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30.. Typical Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 43.4 years old (11.1% younger than average) and have a \$89,703 (18.7% lower than average) annual household...

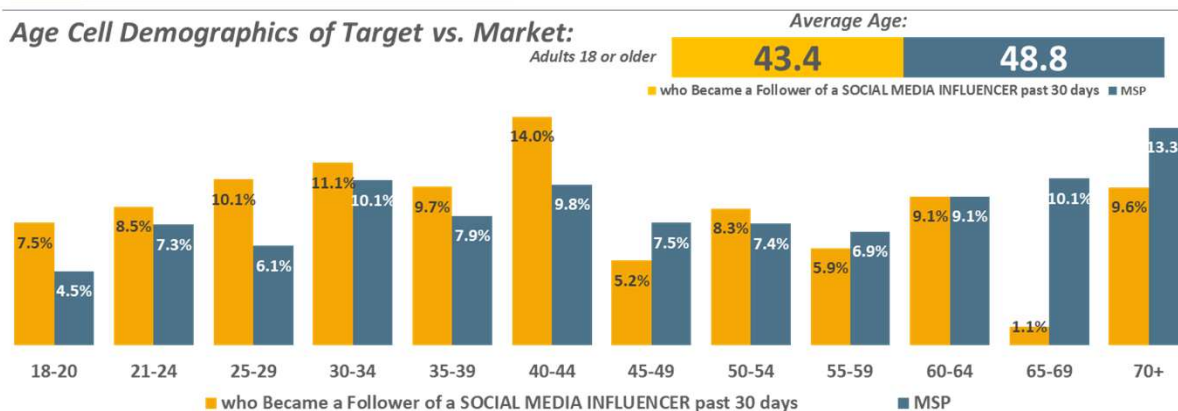
Percent of Market: Adults 18 or older Gender of Target vs. Market: Adults 18 or older



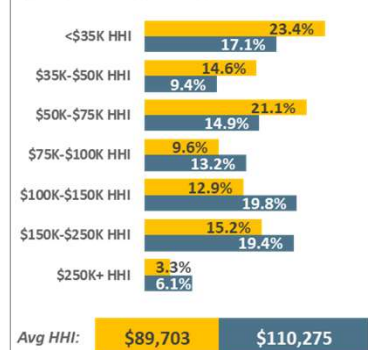
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 280
All Graphs and HBI/Al Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



13.7% or 343,325 of STL DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days. Typical Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 42.7 years old (13.4% younger than average) and have a \$96,432 (4.% lower than average) annual household ...

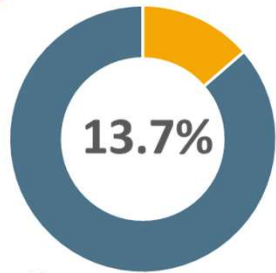


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



- who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days
- Remainder of STL DMA

Total Persons:

343,325 2,167,134

%M vs. %F:

47.1%

48.8%

52.9%

51.2%

Average Age:

43.1

48.9

42.4

49.8

Persons:

161,618

1,223,984

181,707

1,286,475

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

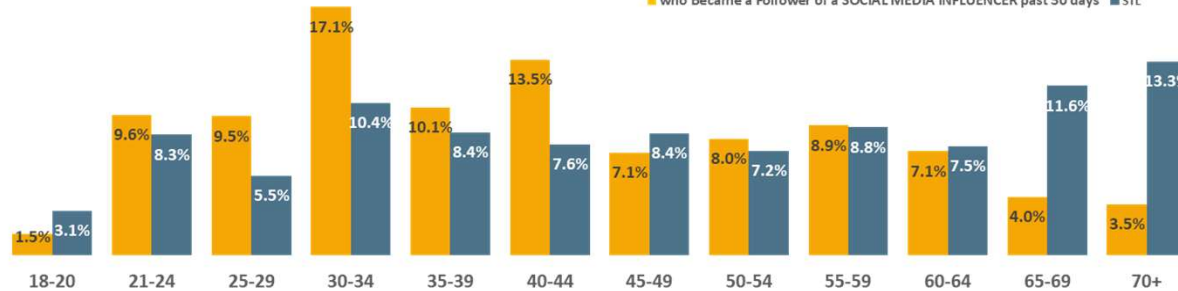
Average Age:

Adults 18 or older

42.7

49.4

- who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days
- STL



- who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

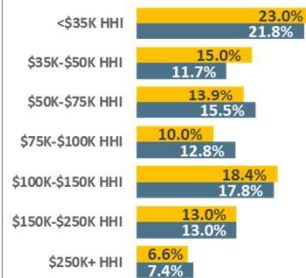
STL

STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 277

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



HHI of Target vs. Market:



Avg HHI:

\$96,432

\$100,426

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



12.8% or 247,566 of CIN DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days. Typical Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 41.9 years old (14.% younger than average) and have a \$98,462 (1.9% lower than average) annual household ...

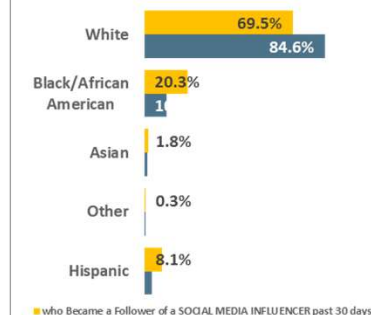
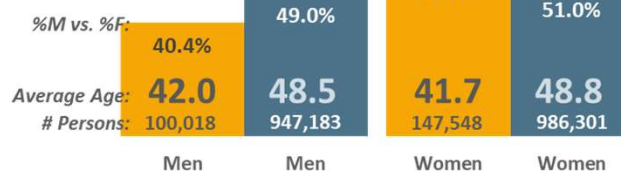


Percent of Market: Adults 18 or older

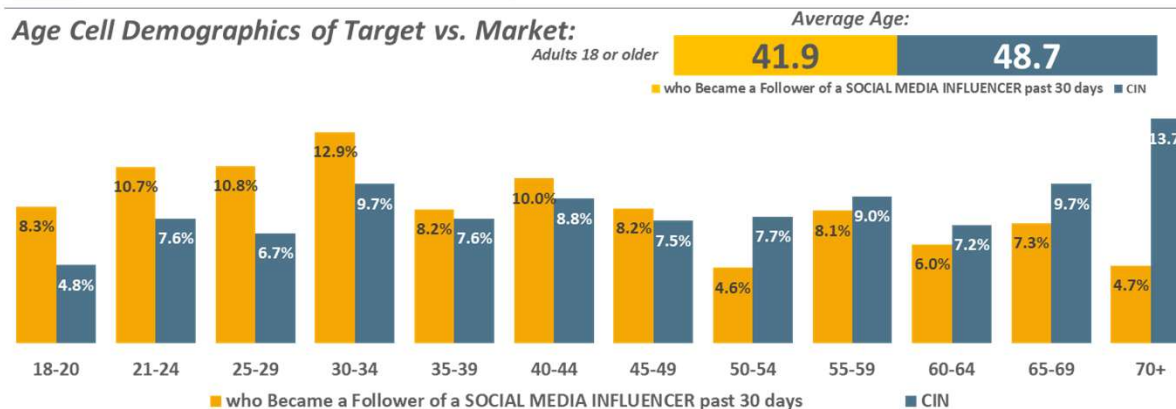


Gender of Target vs. Market: Adults 18 or older

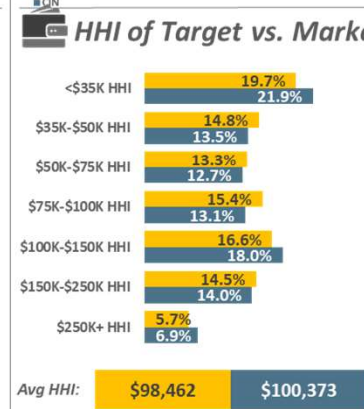
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



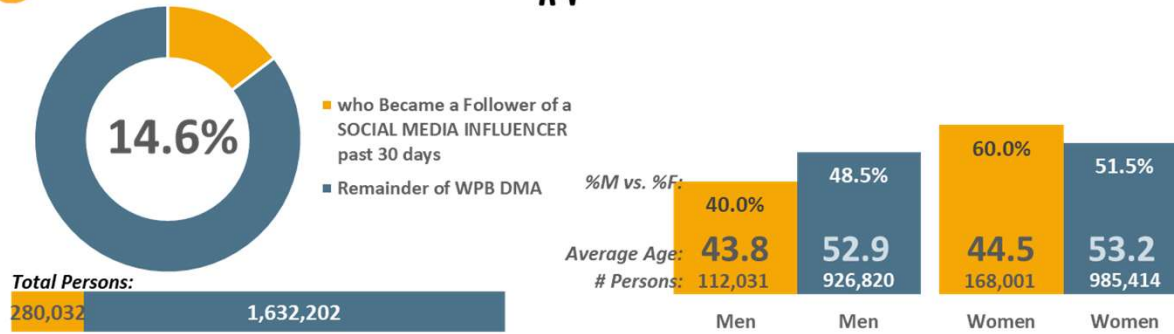
HHI of Target vs. Market:



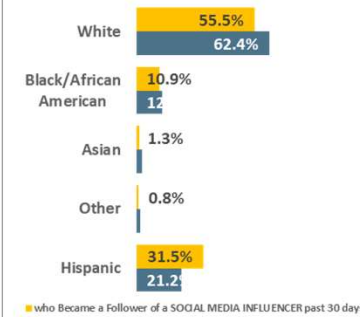


14.6% or 280,032 of WPB DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30...
 Typical Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 44.1
 years old (16.8% younger than average) and have a \$106,801 (5.% higher than average) annual household...

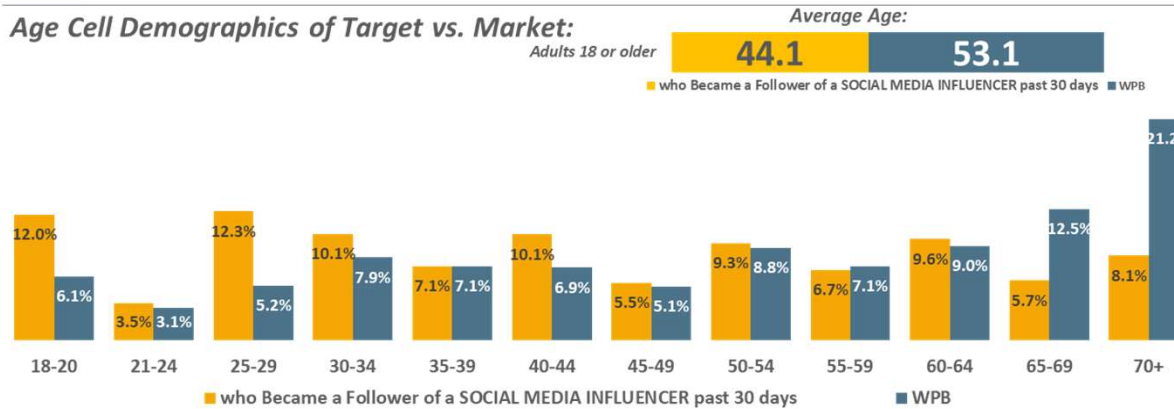
Percent of Market: Adults 18 or older Gender of Target vs. Market: Adults 18 or older



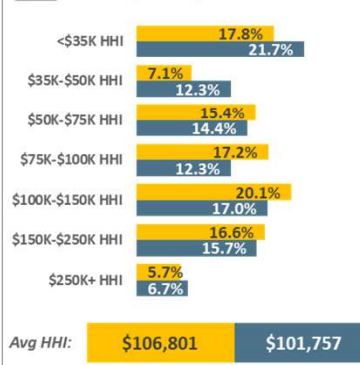
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



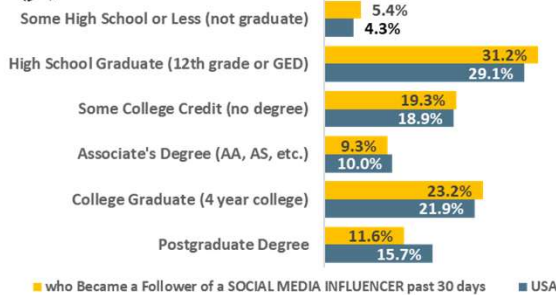
HHI of Target vs. Market:



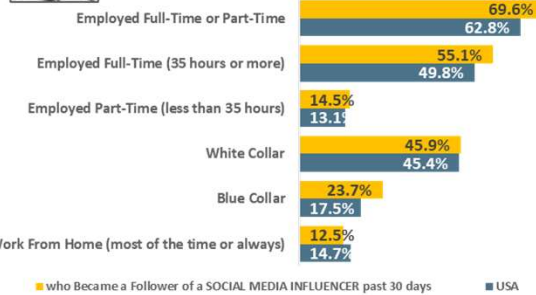


13.9% or 36,376,505 of USA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days. Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 7.5% less likely to be a college graduate, 10.7% more likely to work full-time, 10.4% less likely to be married, 13.6% more likely to be a parent of 1 or more children

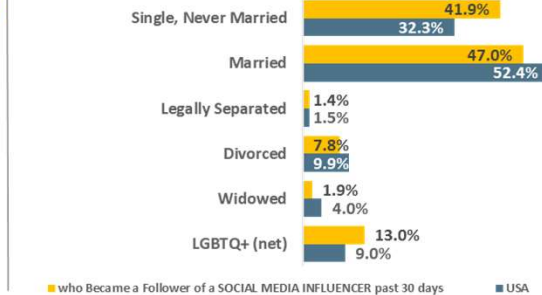
Education Levels: Adults 18 or older



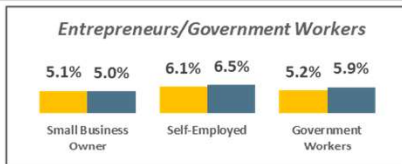
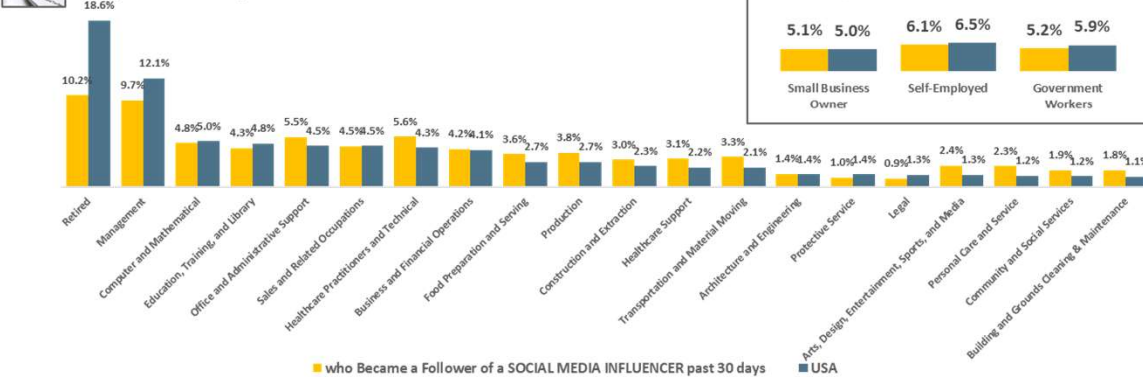
Employment: Adults 18 or older



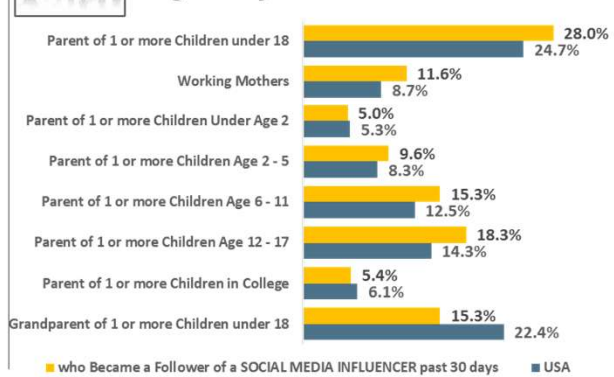
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

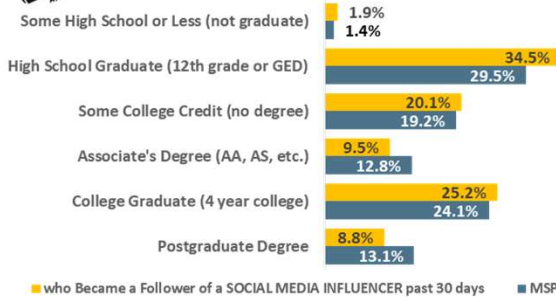




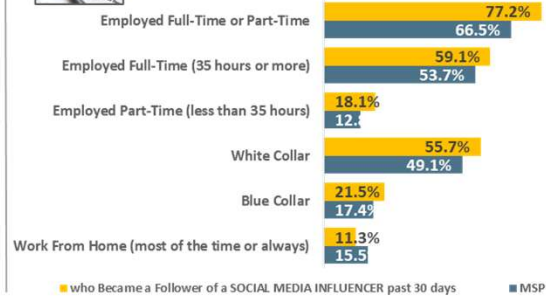
14.7% or 570,355 of MSP DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30..
Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 8.5% less likely to be a college graduate, 10.% more likely to work full-time, 15.1% less likely to be married, 12.% more likely to be a parent of 1 or more children un



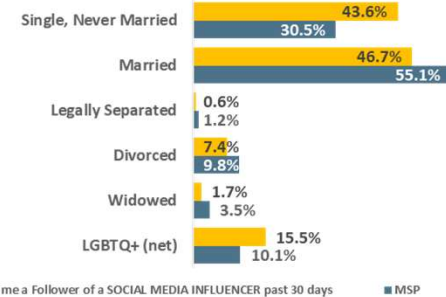
Education Levels: Adults 18 or older



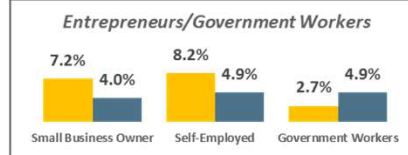
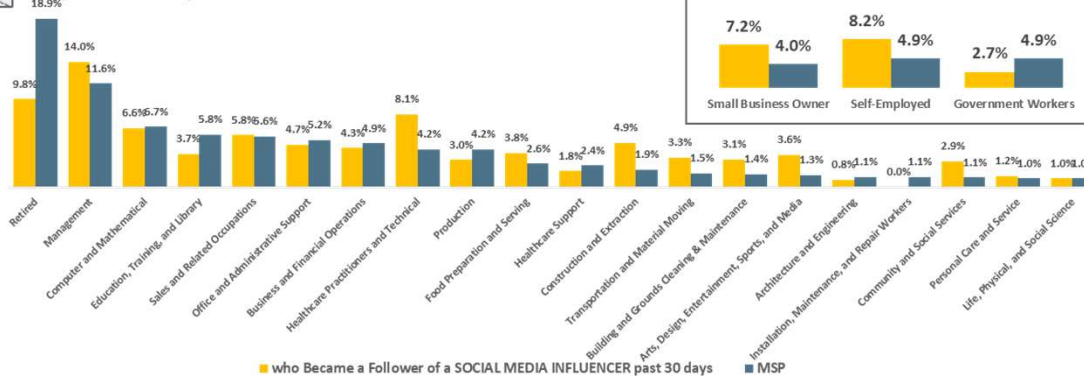
Employment: Adults 18 or older



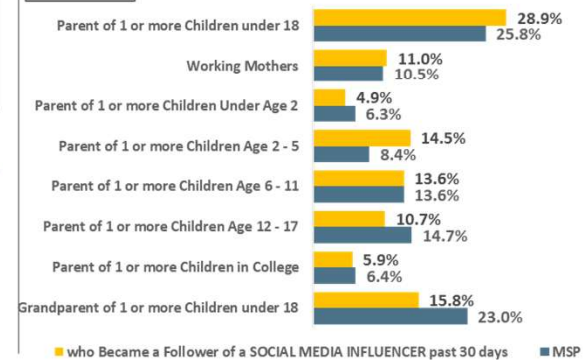
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older

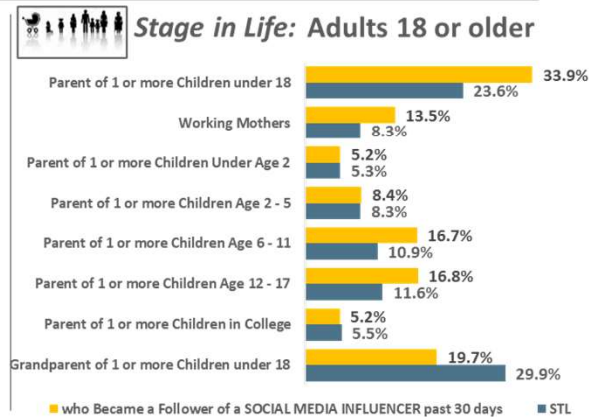
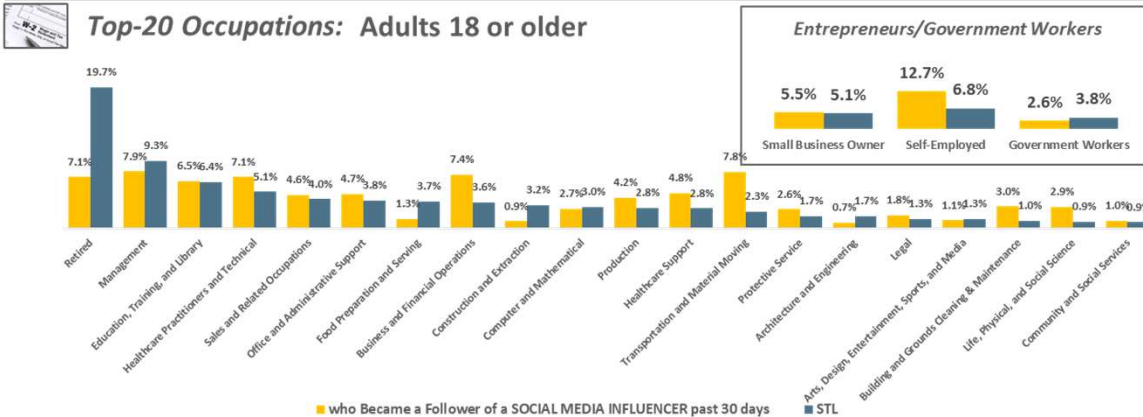
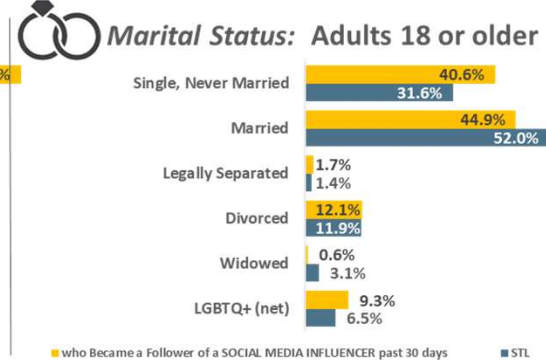
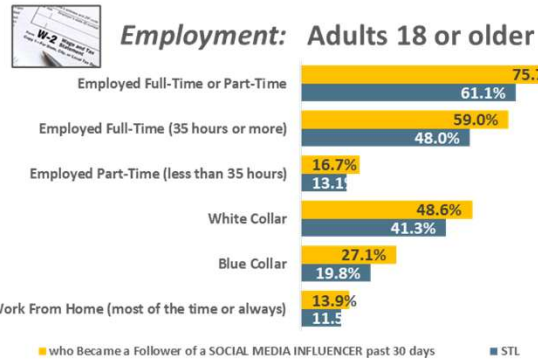
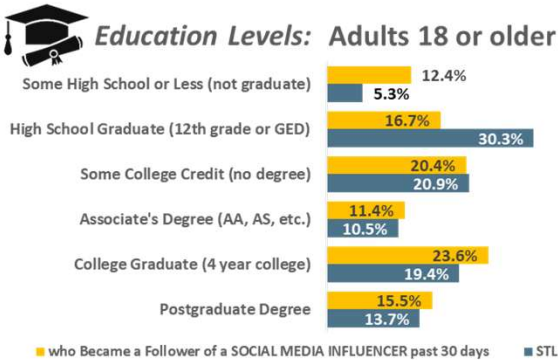


Stage in Life: Adults 18 or older





13.7% or 343,325 of STL DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days. Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 18.1% more likely to be a college graduate, 22.9% more likely to work full-time, 13.6% less likely to be married, 43.6% more likely to be a parent of 1 or more children

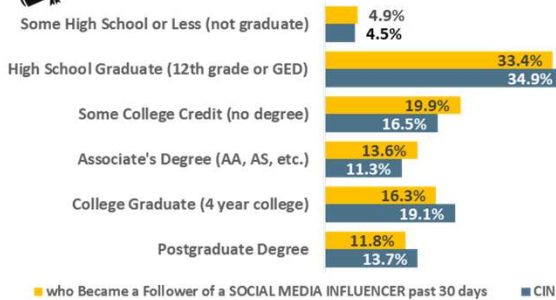




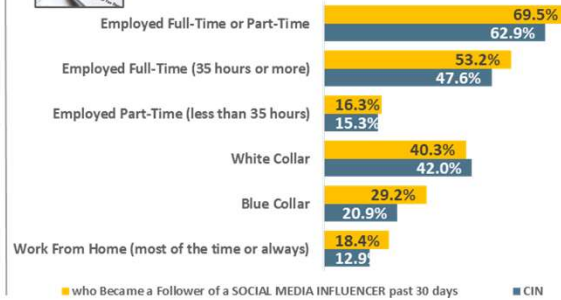
12.8% or 247,566 of CIN DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30... Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 13.9% less likely to be a college graduate, 11.6% more likely to work full-time, 14.9% less likely to be married, 5.6% more likely to be a parent of 1 or more children



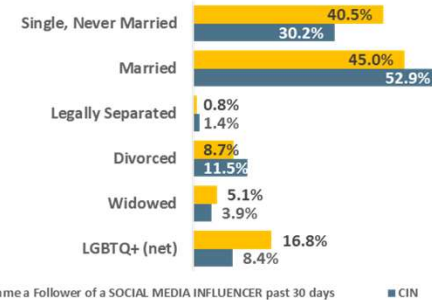
Education Levels: Adults 18 or older



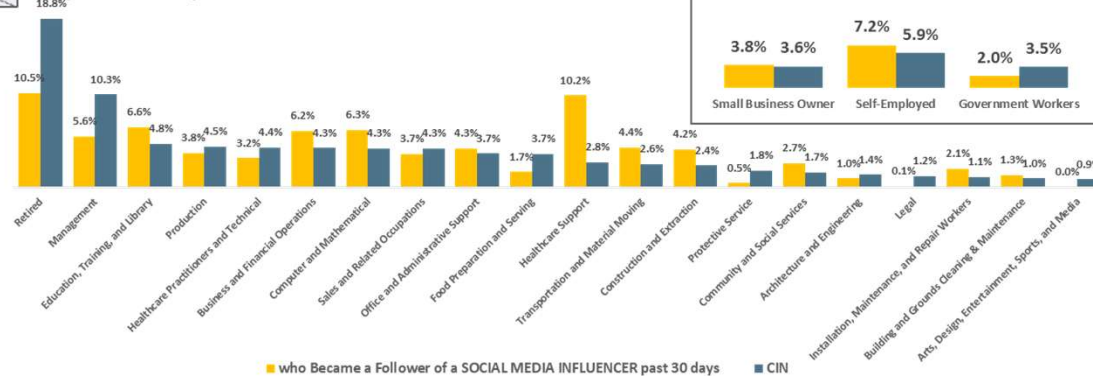
Employment: Adults 18 or older



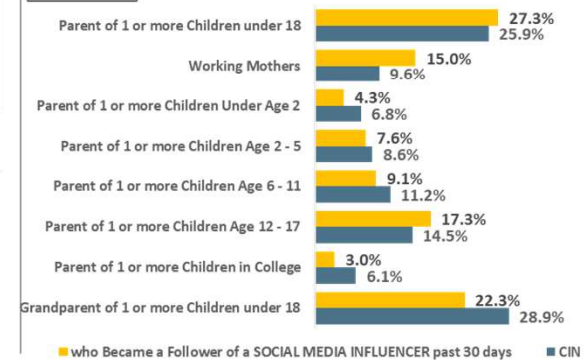
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



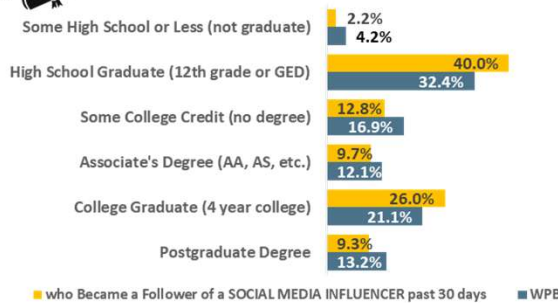
Stage in Life: Adults 18 or older



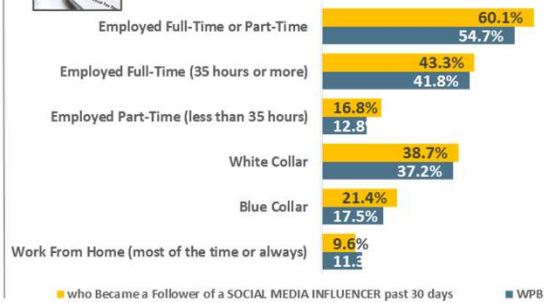


14.6% or 280,032 of WPB DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days. Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 3.5% more likely to be a college graduate, 3.5% more likely to work full-time, 1.6% more likely to be married, 26.6% more likely to be a parent of 1 or more children und

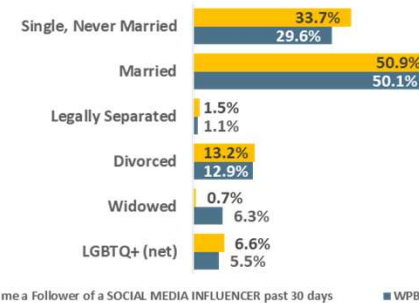
Education Levels: Adults 18 or older



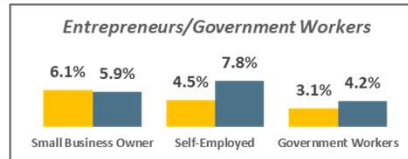
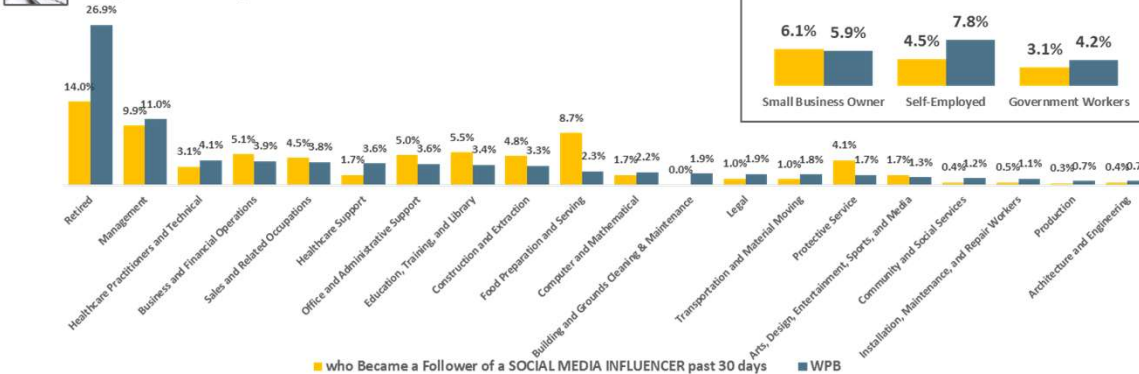
Employment: Adults 18 or older



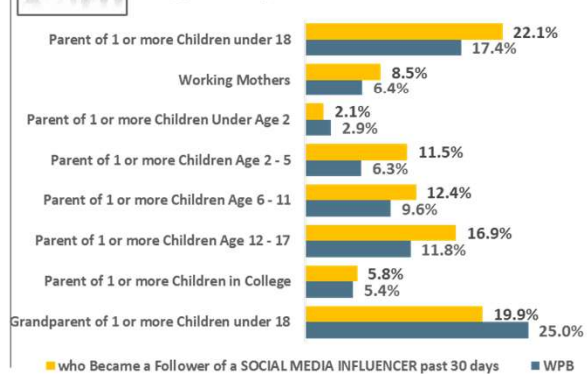
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



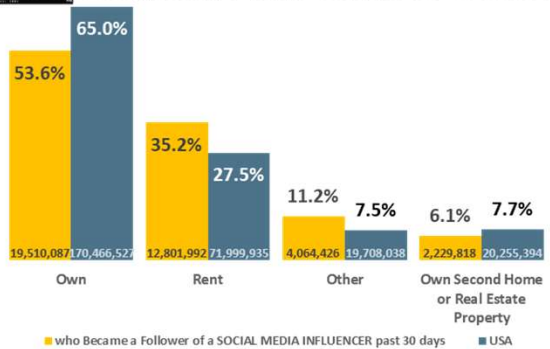
Stage in Life: Adults 18 or older



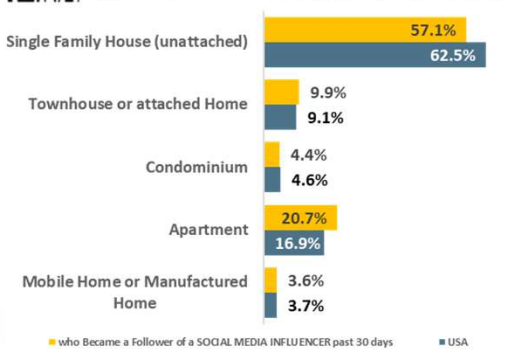


13.9% or 36,376,505 of USA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days. Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 17.5% less likely to own their home, 15.% more likely to own a higher valued home, 8.7% less likely to have a single-family home, 1.3% less likely to have a dog.

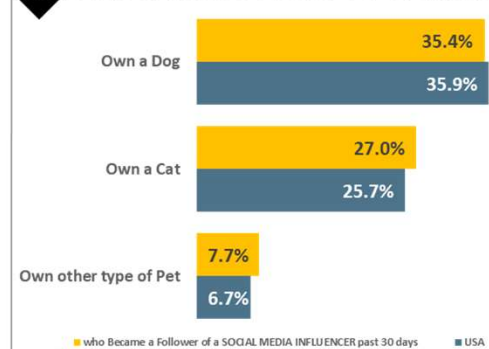
Own/Rent/Other: Adults 18 or older



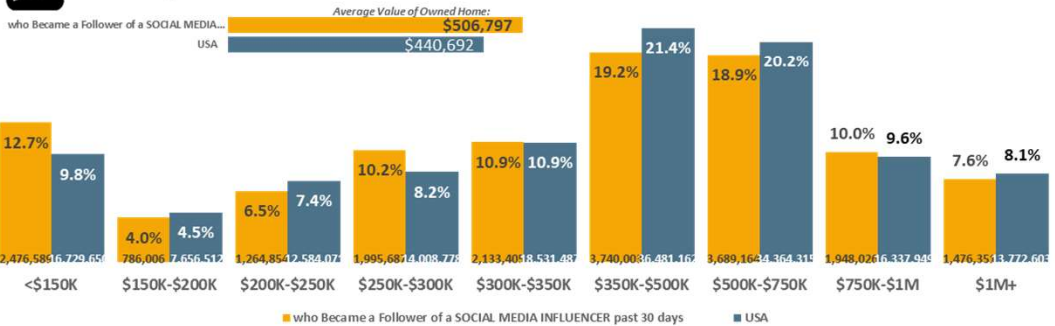
Type of Home: Adults 18 or older



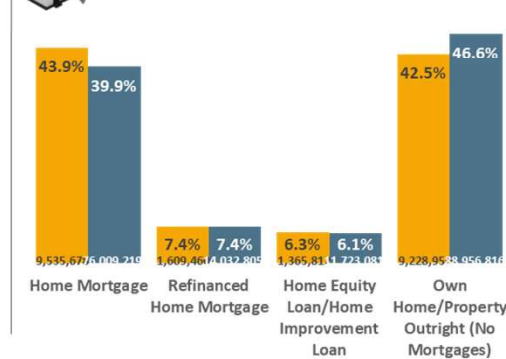
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



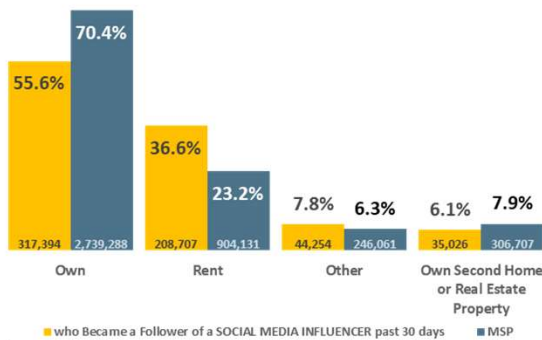
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,445
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality

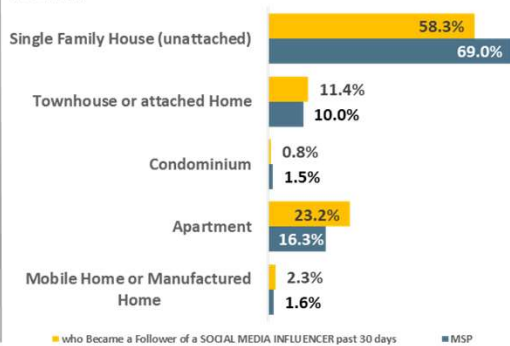


14.7% or 570,355 of MSP DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days. Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 21.% less likely to own their home, 6.8% more likely to own a lower valued home, 15.5% less likely to have a single-family home, 23.5% less likely to have a dog.

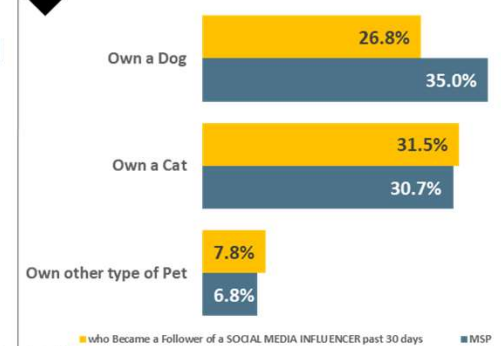
Own/Rent/Other: Adults 18 or older



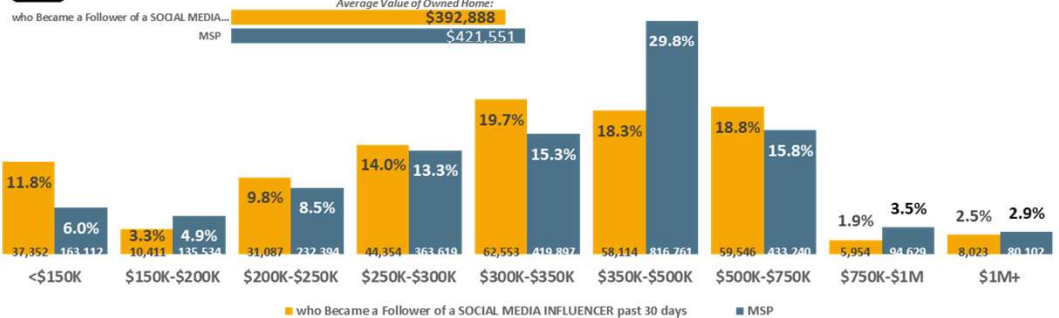
Type of Home: Adults 18 or older



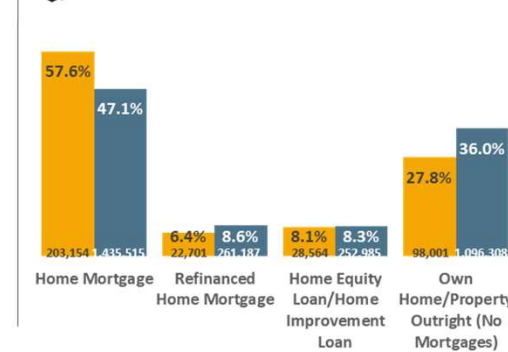
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



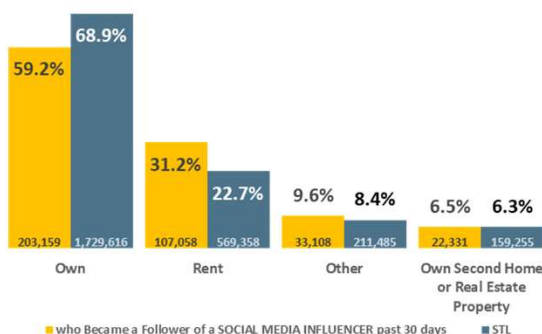
Home Loans: Adults 18 or older



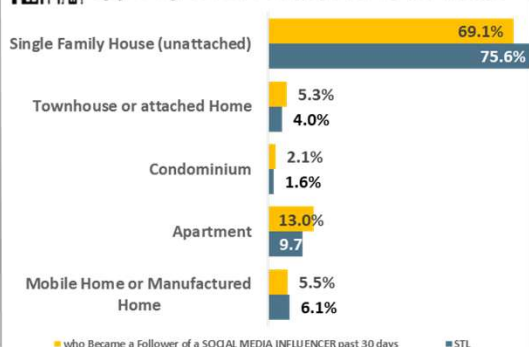


13.7% or 343,325 of STL DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days. Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 14.1% less likely to own their home, 6.7% more likely to own a lower valued home, 8.5% less likely to have a single-family home, 12.2% less likely to have a dog.

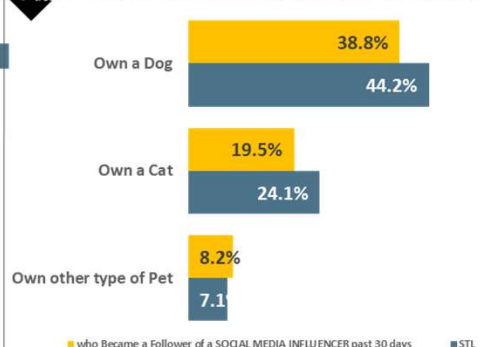
Own/Rent/Other: Adults 18 or older



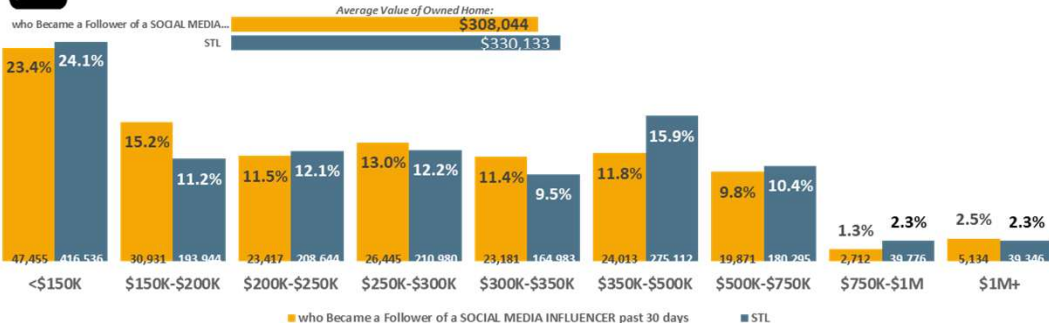
Type of Home: Adults 18 or older



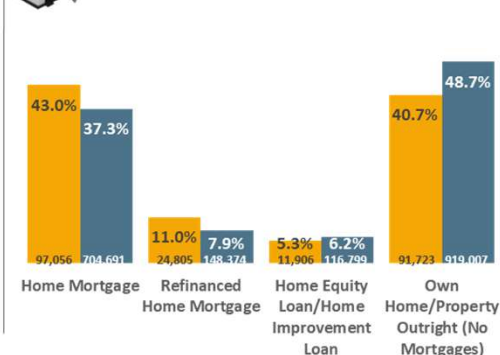
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



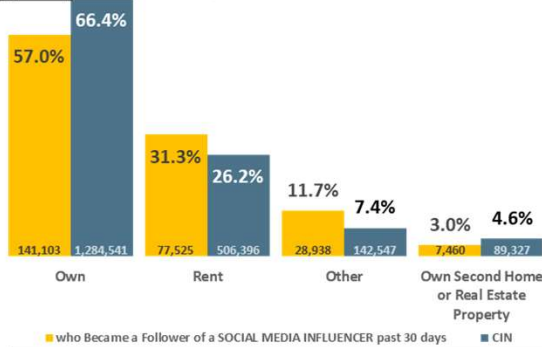
Home Loans: Adults 18 or older



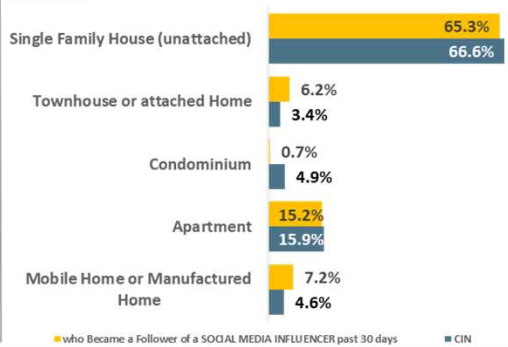


12.8% or 247,566 of CIN DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days. Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 14.2% less likely to own their home, .6% more likely to own a higher valued home, 1.9% less likely to have a single-family home, 5.% less likely to have a dog.

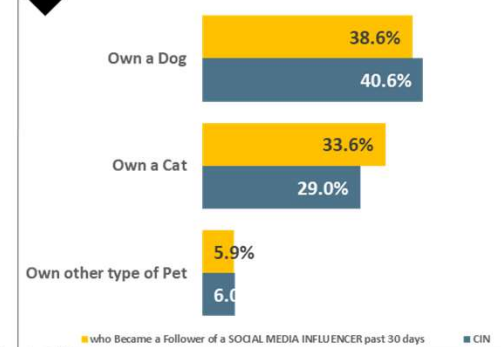
Own/Rent/Other: Adults 18 or older



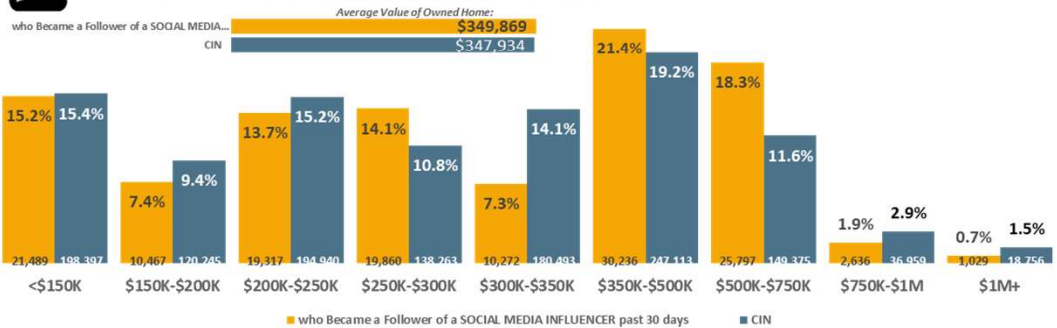
Type of Home: Adults 18 or older



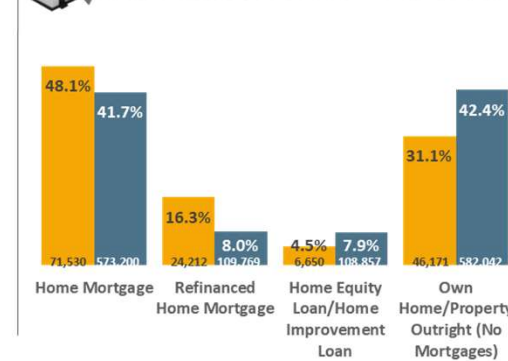
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



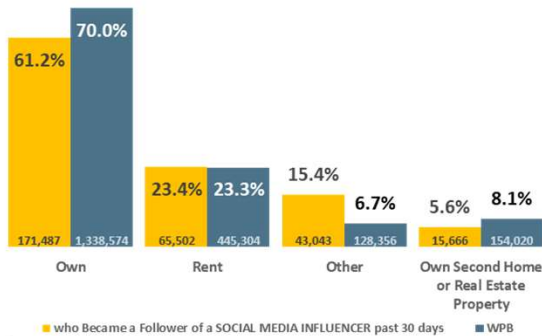
Home Loans: Adults 18 or older



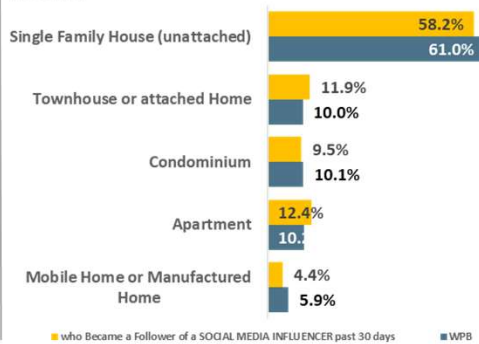


14.6% or 280,032 of WPB DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days. Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 12.5% less likely to own their home, 10.8% more likely to own a higher valued home, 4.7% less likely to have a single-family home, 8.8% more likely to have a dog.

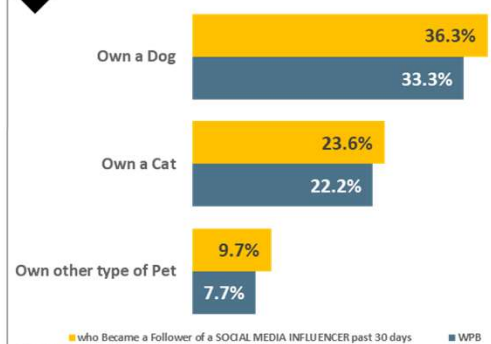
Own/Rent/Other: Adults 18 or older



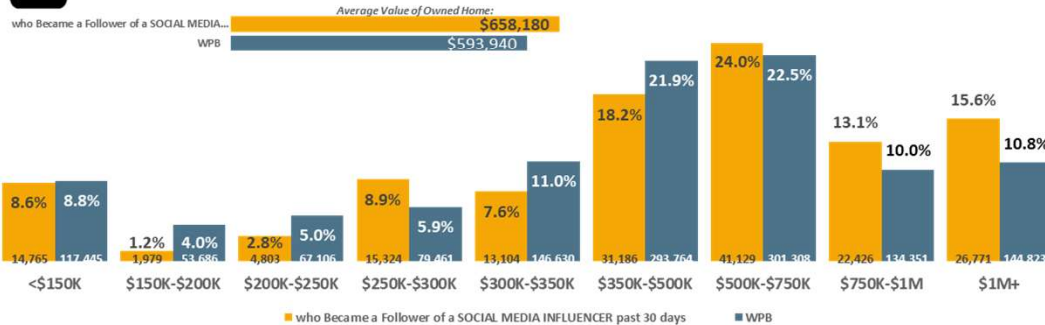
Type of Home: Adults 18 or older



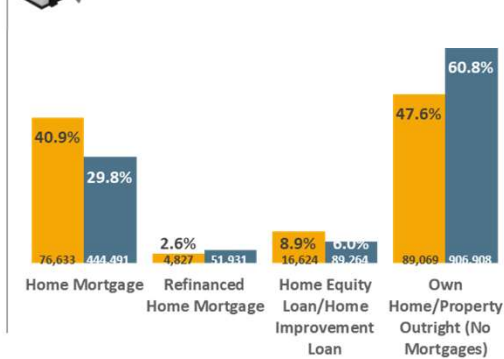
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

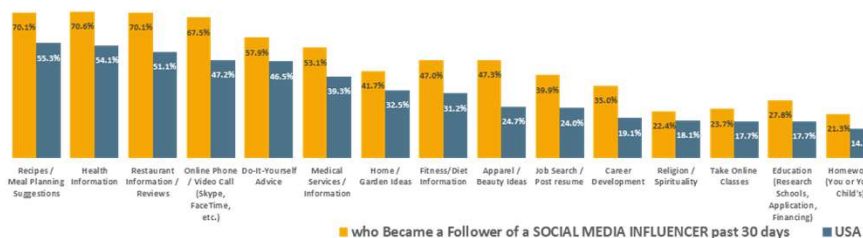




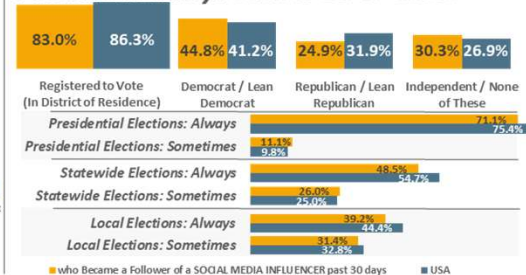
13.9% or 36,376,505 of USA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30...
Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 24.6% more likely to look up D-I-Y advice online, 11.7% less likely to always vote in local elections, 3.4% less likely to belong to a gym, 3.9% more likely to fly dome



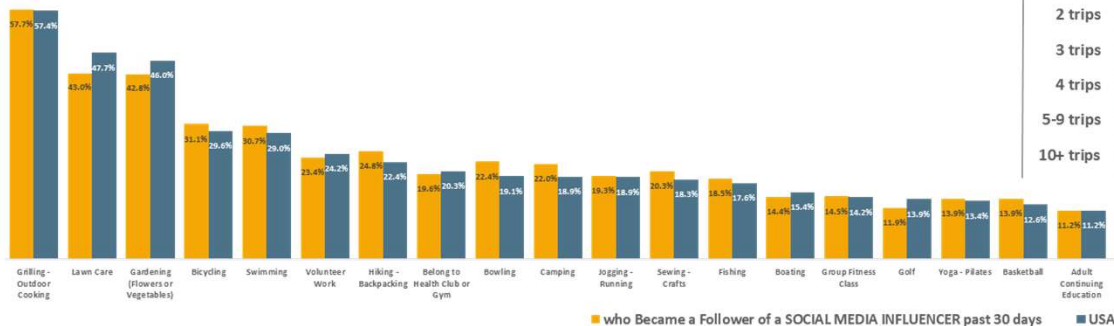
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



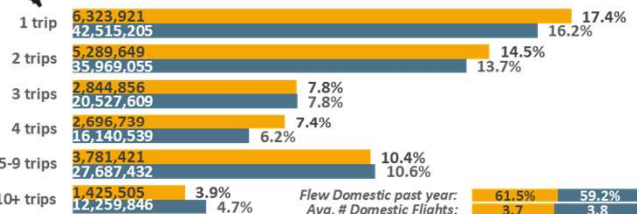
Political Activity: Adults 18 or older



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



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



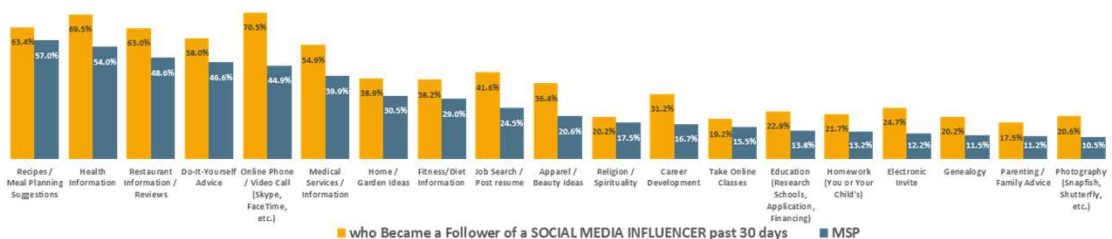
Flew Domestic past year: 61.5%
Avg. # Domestic Flights: 3.7



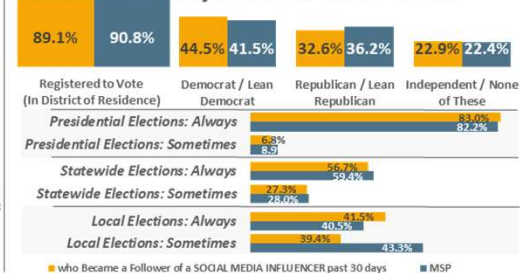
14.7% or 570,355 of MSP DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30...
 Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 24.6% more likely to look up D-I-Y advice online, 2.6% more likely to always vote in local elections, 20.8% less likely to belong to a gym, 8.2% more likely to fly dome



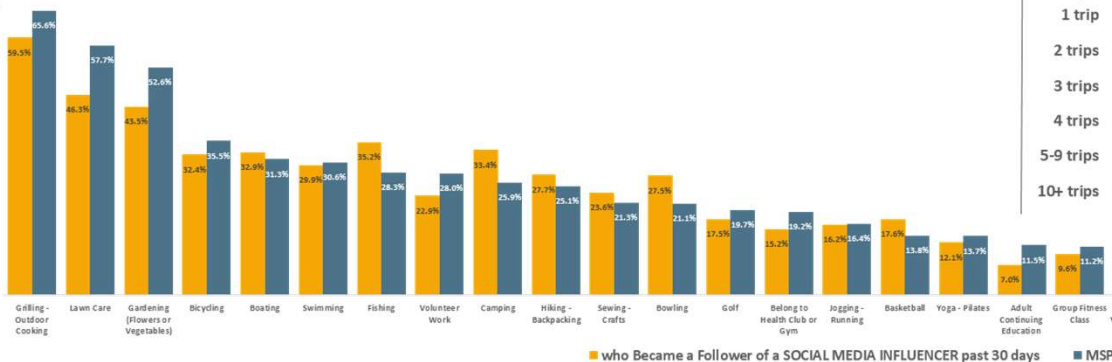
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



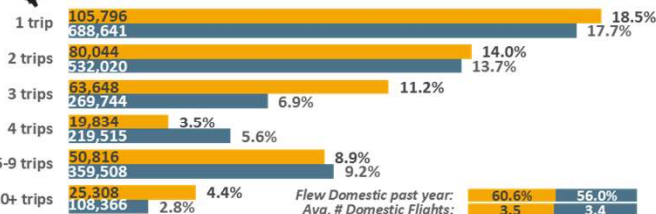
Political Activity: Adults 18 or older



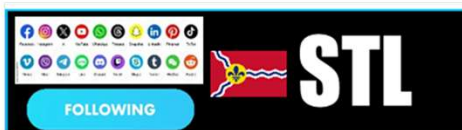
Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



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

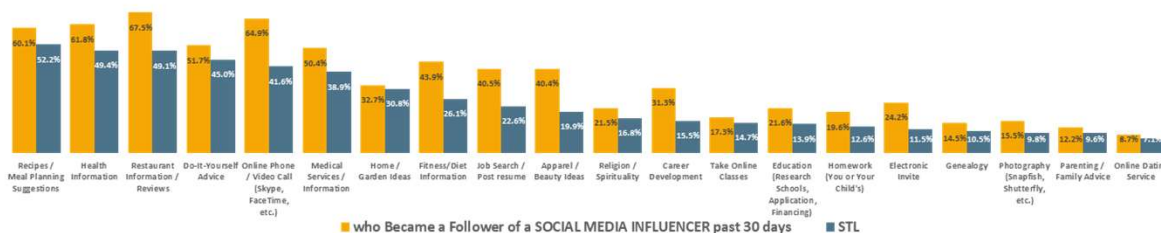


Flew Domestic past year: 60.6%
 Avg. # Domestic Flights: 3.5

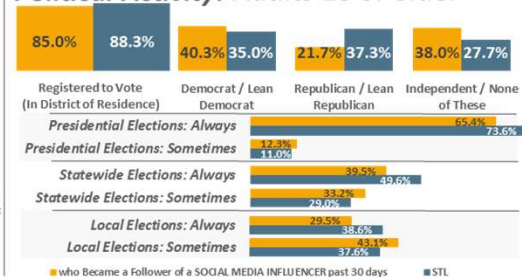


13.7% or 343,325 of STL DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30...
 Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 14.9% more likely to look up D-I-Y advice online, 23.7% less likely to always vote in local elections, 7.3% more likely to belong to a gym, 10.8% more likely to fly dom

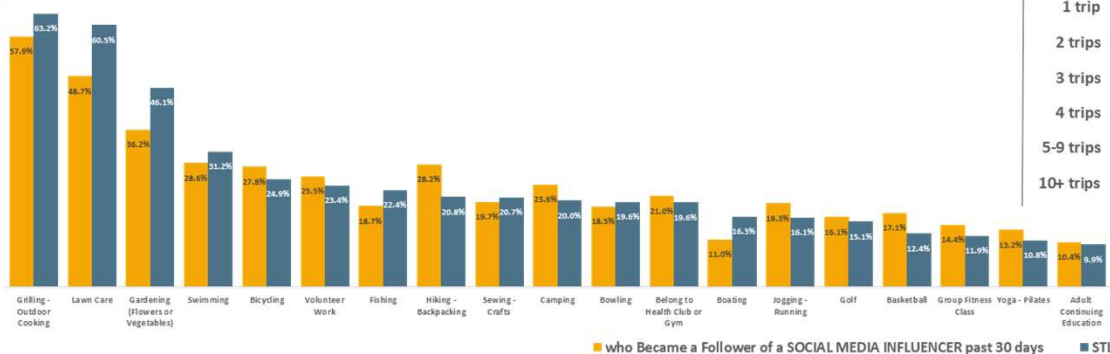
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



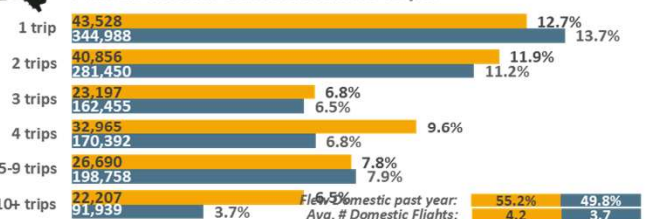
Political Activity: Adults 18 or older



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



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

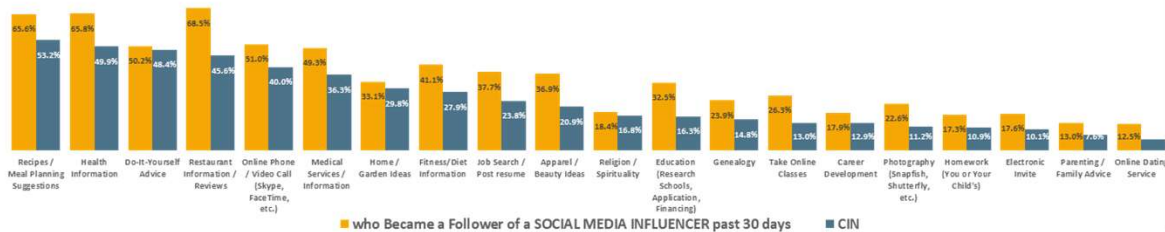




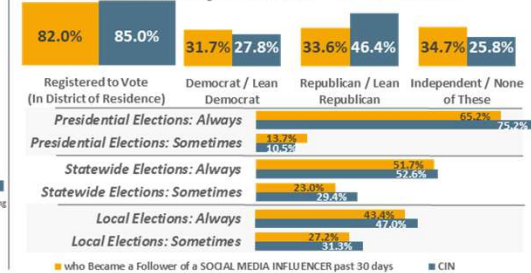
12.8% or 247,566 of CIN DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30... Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 3.7% more likely to look up D-I-Y advice online, 7.6% less likely to always vote in local elections, 8.9% less likely to belong to a gym, 9.3% less likely to fly domestic



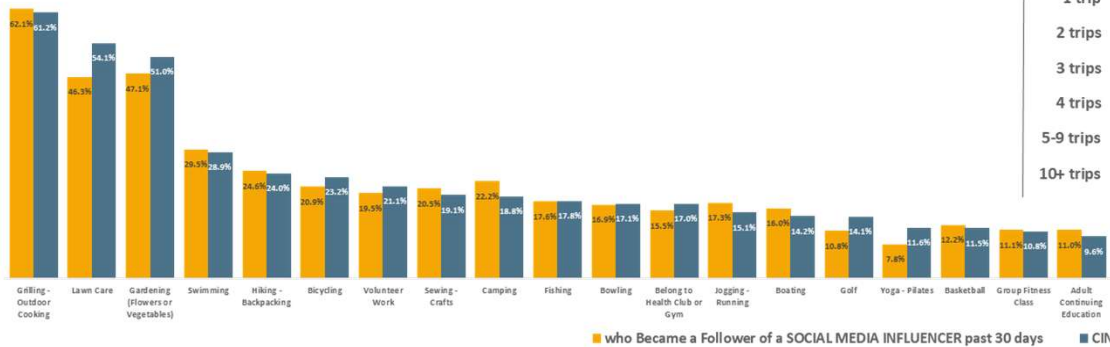
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



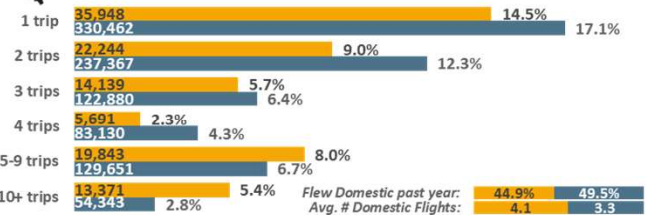
Political Activity: Adults 18 or older

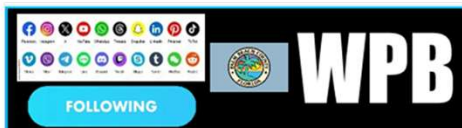


Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



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

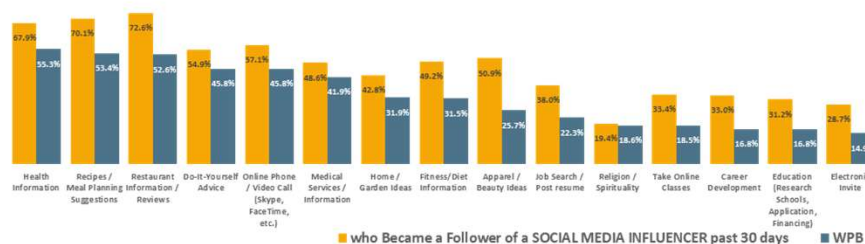




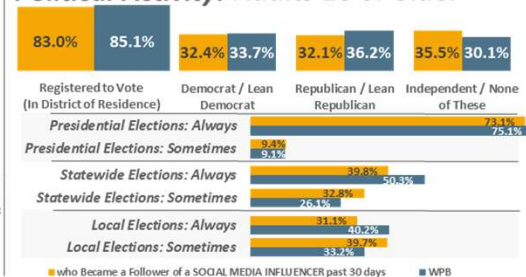
14.6% or 280,032 of WPB DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30...
Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 20.% more likely to look up D-I-Y advice online, 22.8% less likely to always vote in local elections, 12.% more likely to belong to a gym, 4.1% more likely to fly domes



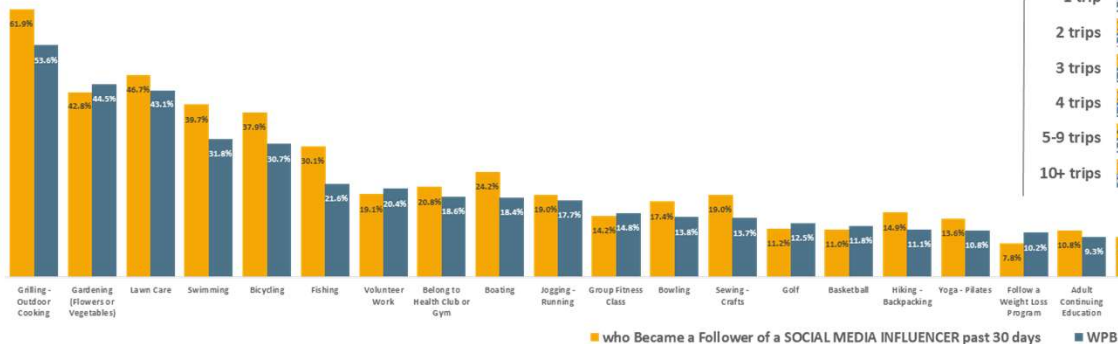
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



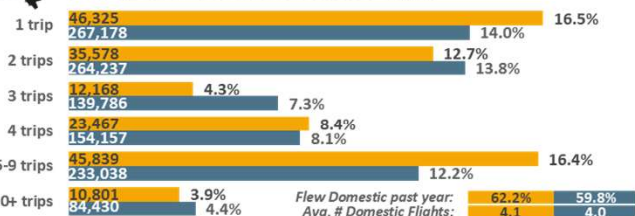
Political Activity: Adults 18 or older



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



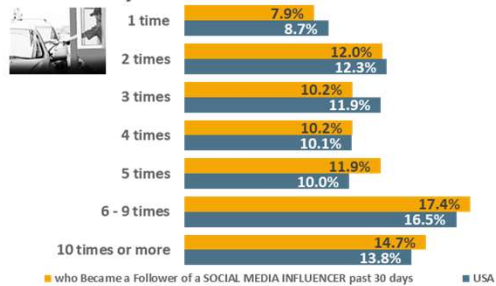
Past 12-months Domestic Airline Trips: Adults 18 or older



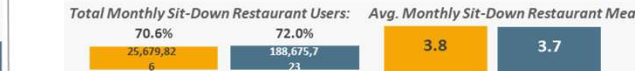
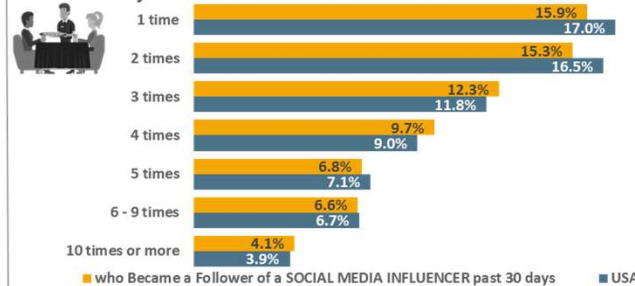


13.9% or 36,376,505 of USA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days. Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 1.1% more likely to use QSRs past mo., 1.9% less likely to use Sit-Down Restaurants past mo., .1% more likely to use Casinos past yr., 1.6% less likely to smoke cigaret

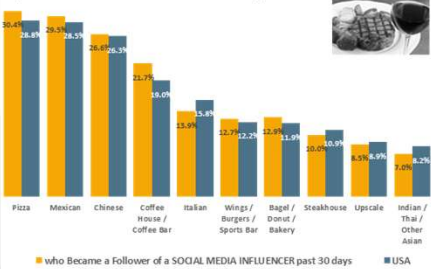
Past 30-days QSR Users: Adults 18 or older



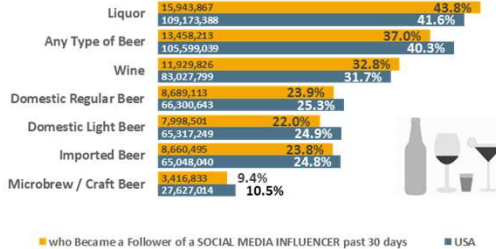
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



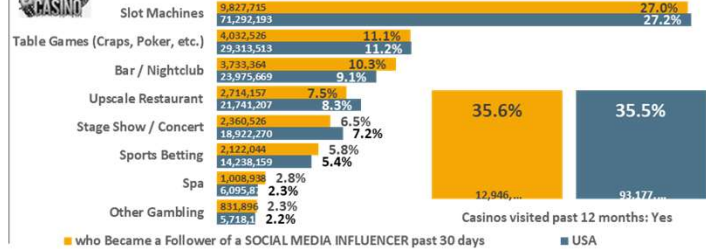
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



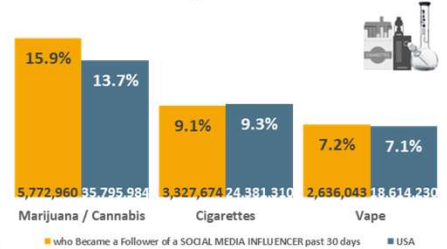
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



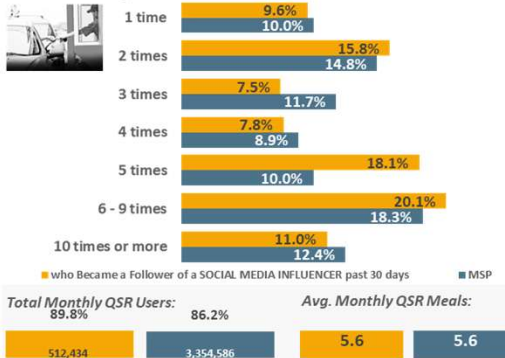
Used Past 30-days: Adults 18 or older



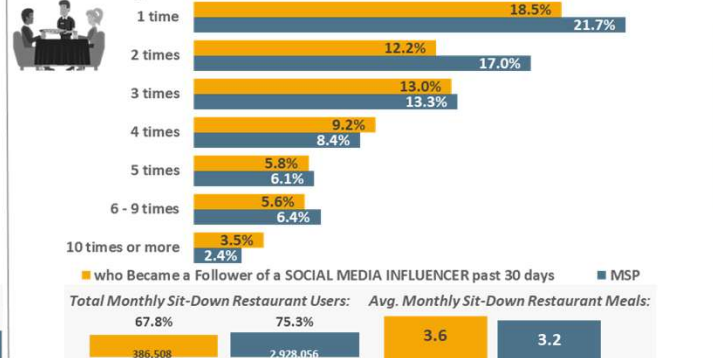


14.7% or 570,355 of MSP DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days. Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 4.2% more likely to use QSRs past mo., 10% less likely to use Sit-Down Restaurants past mo., 3% less likely to use Casinos past yr., 41.8% more likely to smoke cigare

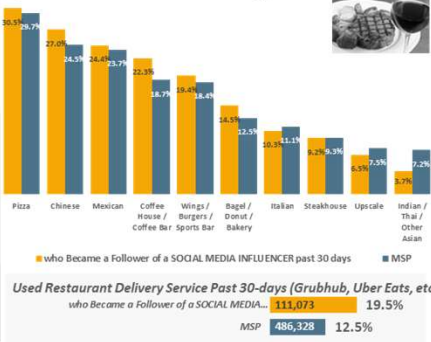
Past 30-days QSR Users: Adults 18 or older



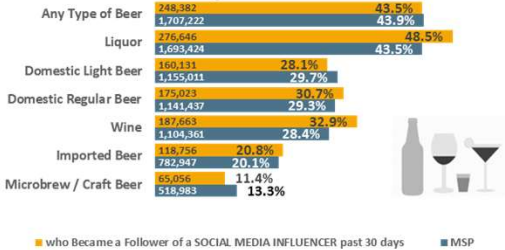
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



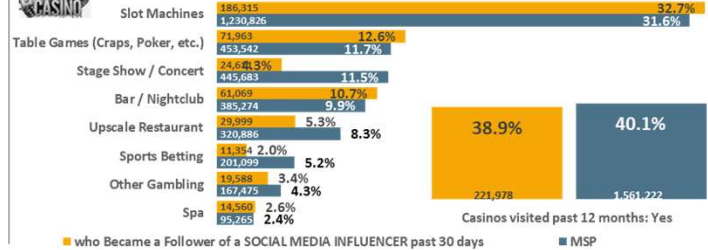
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



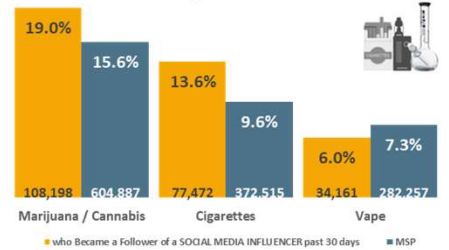
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



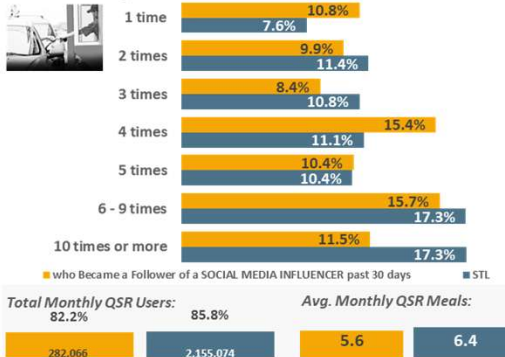
Used Past 30-days: Adults 18 or older



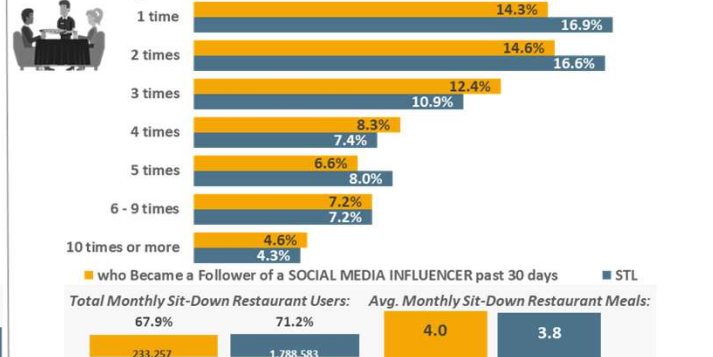


13.7% or 343,325 of STL DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days. Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 4.3% less likely to use QSRs past mo., 4.6% less likely to use Sit-Down Restaurants past mo., 11.9% more likely to use Casinos past yr., 35.7% more likely to smoke ciga

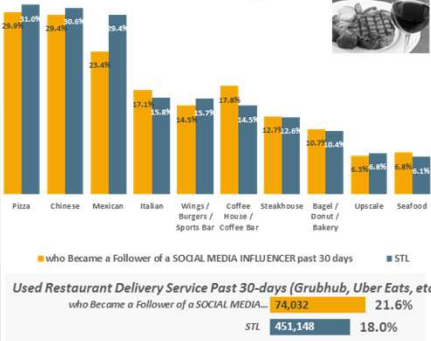
Past 30-days QSR Users: Adults 18 or older



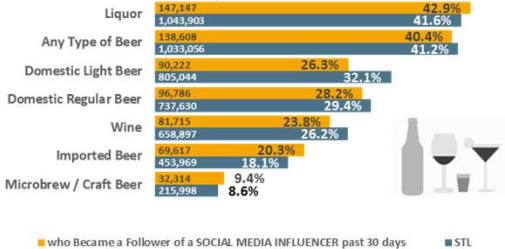
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



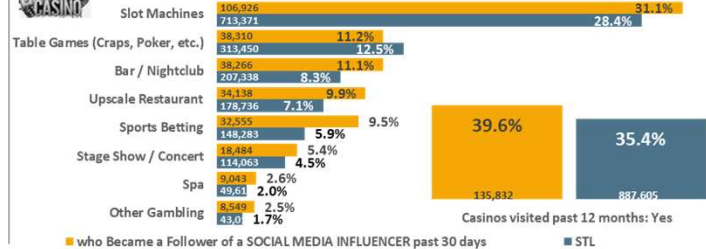
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



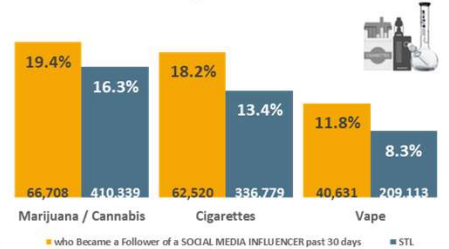
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



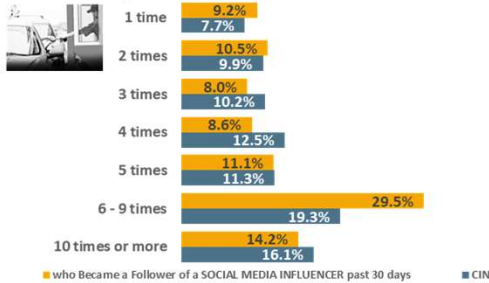
Used Past 30-days: Adults 18 or older





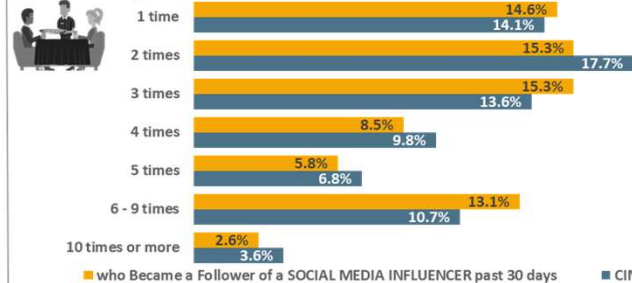
12.8% or 247,566 of CIN DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days. Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 4.7% more likely to use QSRs past mo., 1.4% less likely to use Sit-Down Restaurants past mo., 16.% more likely to use Casinos past yr., 15.4% less likely to smoke cigar

Past 30-days QSR Users: Adults 18 or older



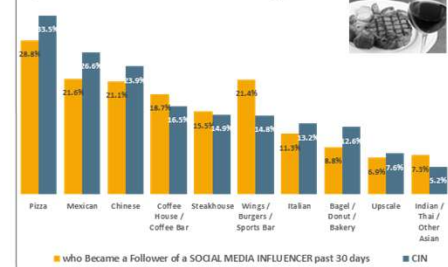
| | | |
|--------------------------|-------|-------|
| Total Monthly QSR Users: | 91.0% | 86.9% |
| Avg. Monthly QSR Meals: | 6.4 | 6.3 |

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



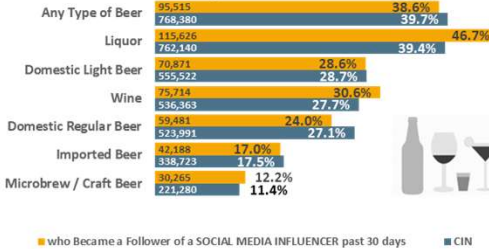
| | | |
|--|-------|-------|
| Total Monthly Sit-Down Restaurant Users: | 75.3% | 76.4% |
| Avg. Monthly Sit-Down Restaurant Meals: | 3.9 | 3.9 |

Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

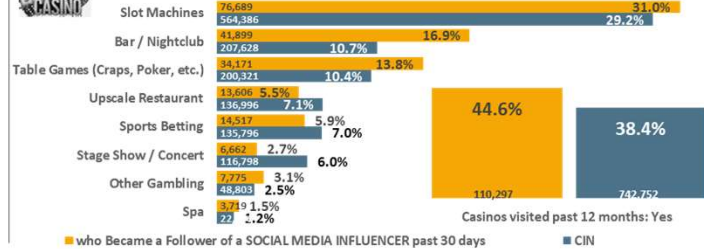


| | | |
|--|---------|-------|
| Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.) | 74,081 | 29.9% |
| who Became a Follower of a SOCIAL MEDIA... | 366,382 | 18.9% |

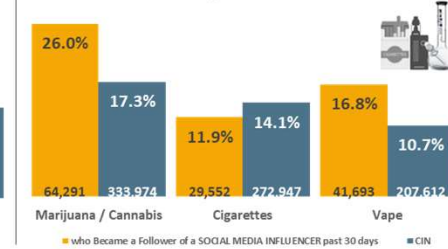
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



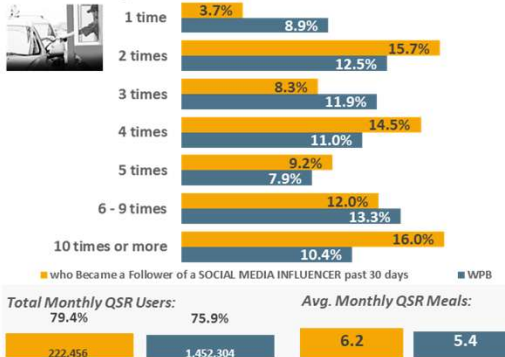
Used Past 30-days: Adults 18 or older



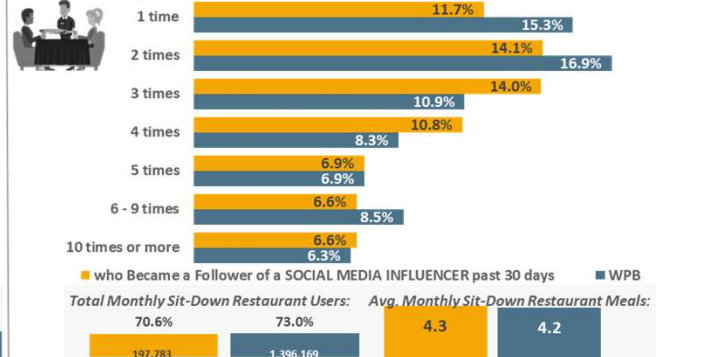


14.6% or 280,032 of WPB DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days. Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 4.6% more likely to use QSRs past mo., 3.3% less likely to use Sit-Down Restaurants past mo., 13.6% less likely to use Casinos past yr., 2.1% more likely to smoke cigar

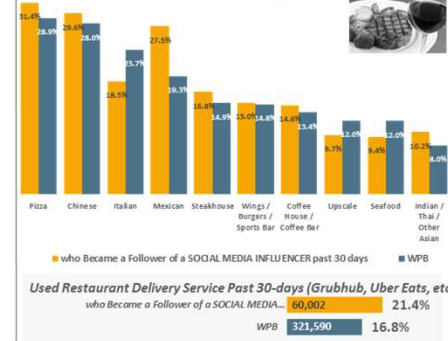
Past 30-days QSR Users: Adults 18 or older



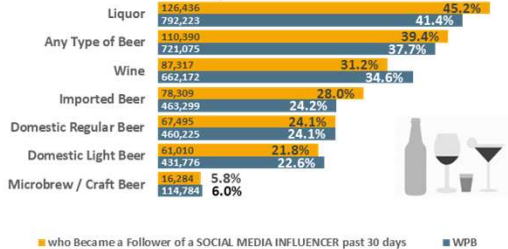
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



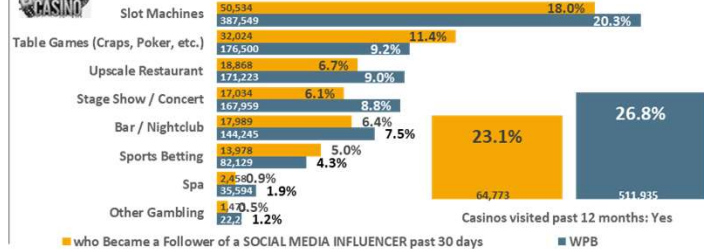
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



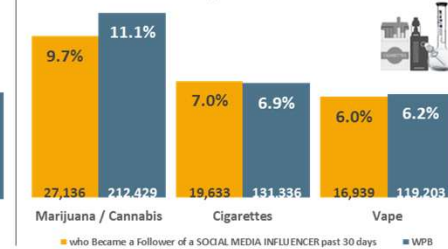
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

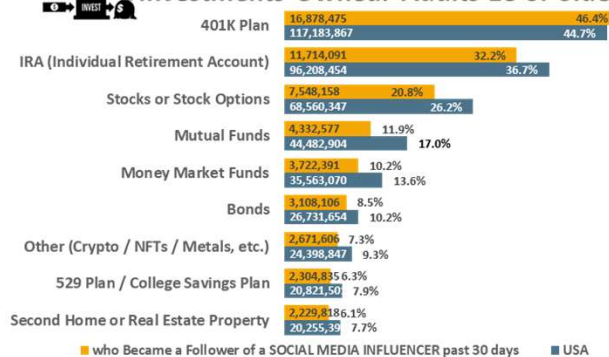




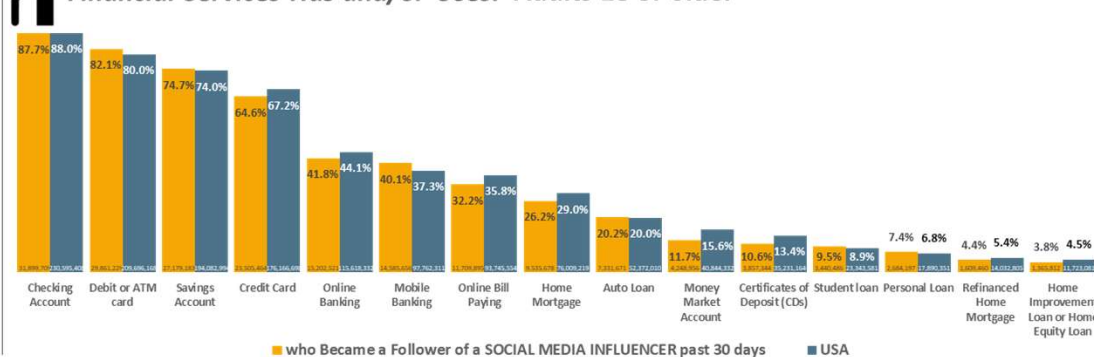
13.9% or 36,376,505 of USA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30... Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 3.8% more likely to have a 401K, .9% more likely to have an Auto Loan, 11.8% less likely to Invest/Trade Stocks Online, 6.8% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



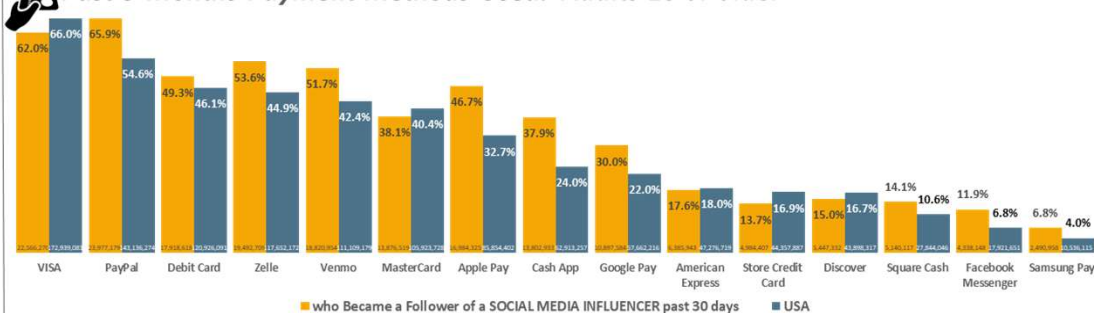
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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



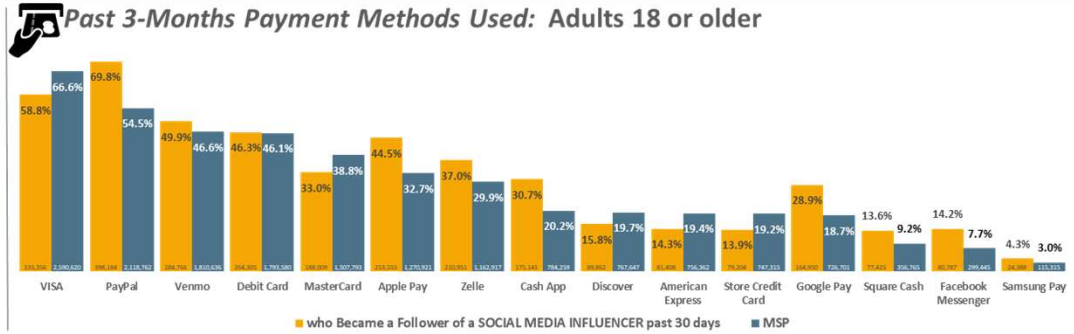
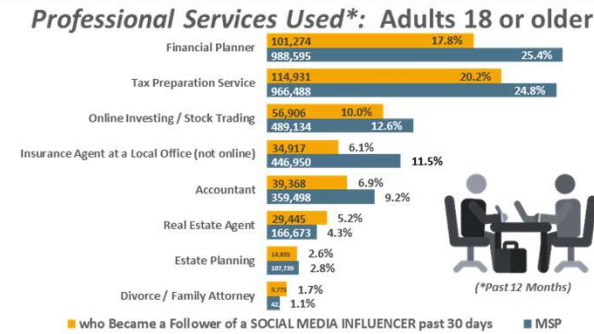
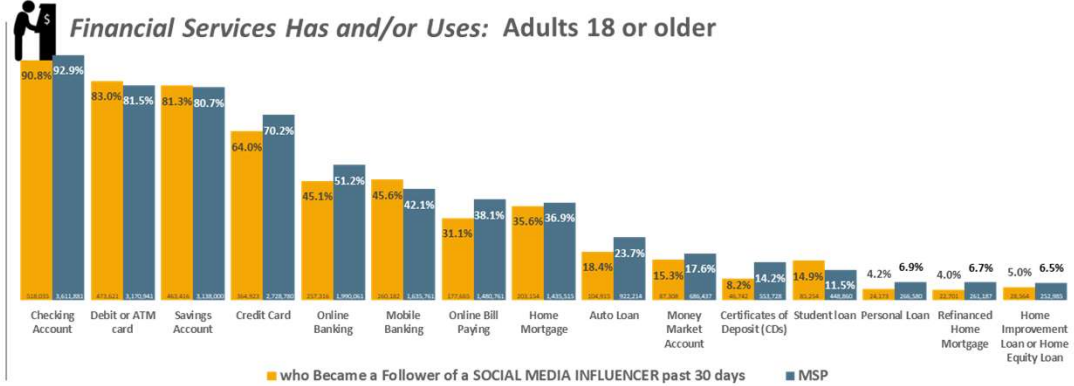
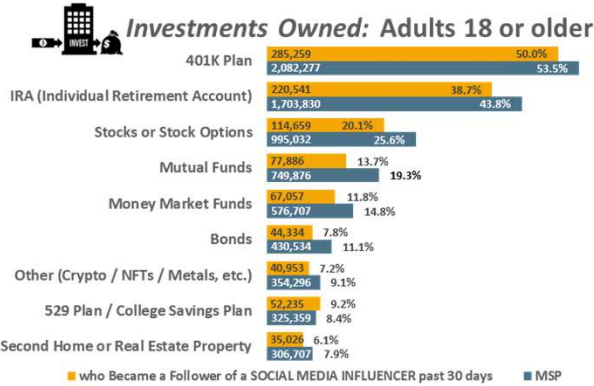
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,445
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

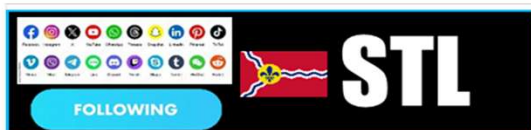
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality

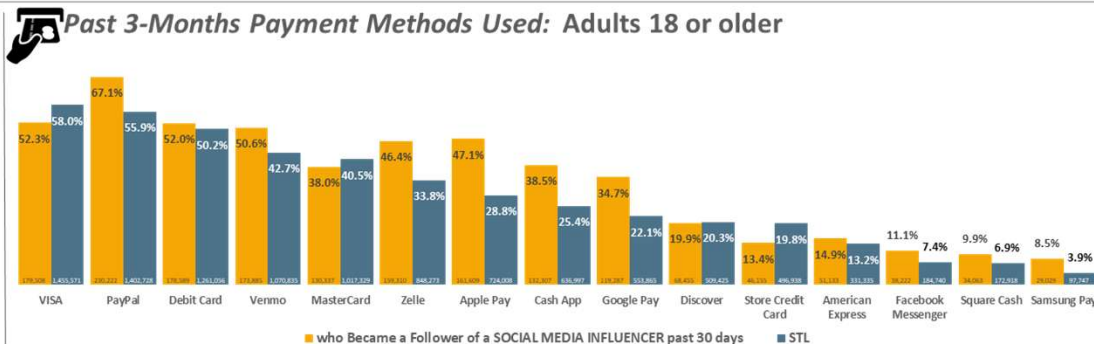
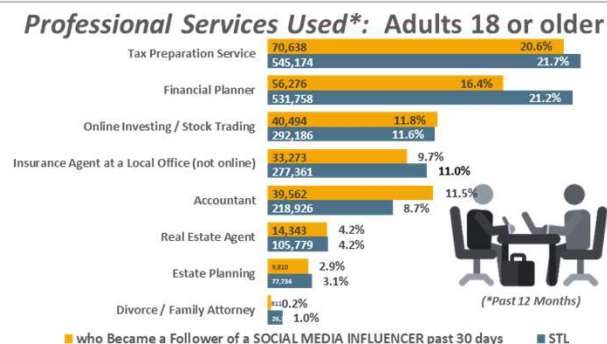
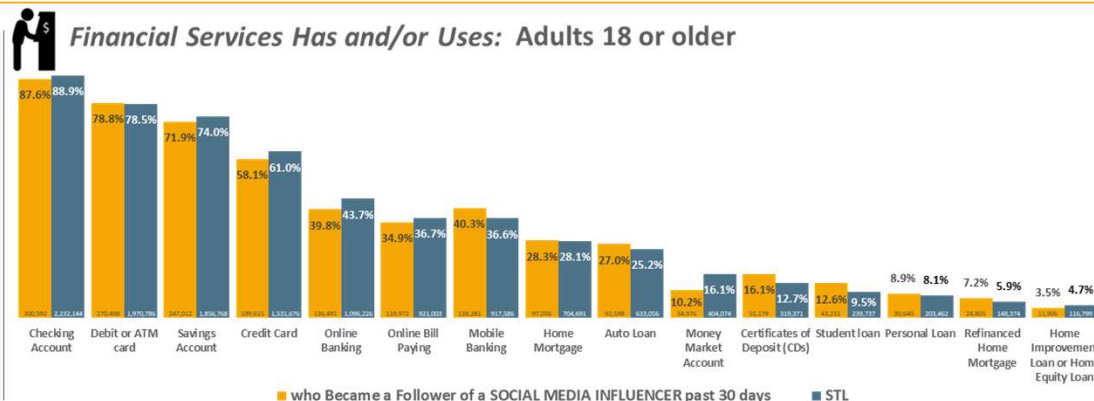
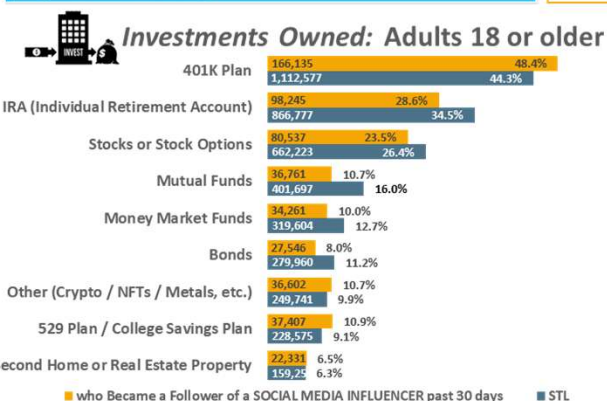


14.7% or 570,355 of MSP DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days. Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 6.6% less likely to have a 401K, 22.4% less likely to have an Auto Loan, 20.7% less likely to Invest/Trade Stocks Online, .5% more likely to pay with their Debit Card.



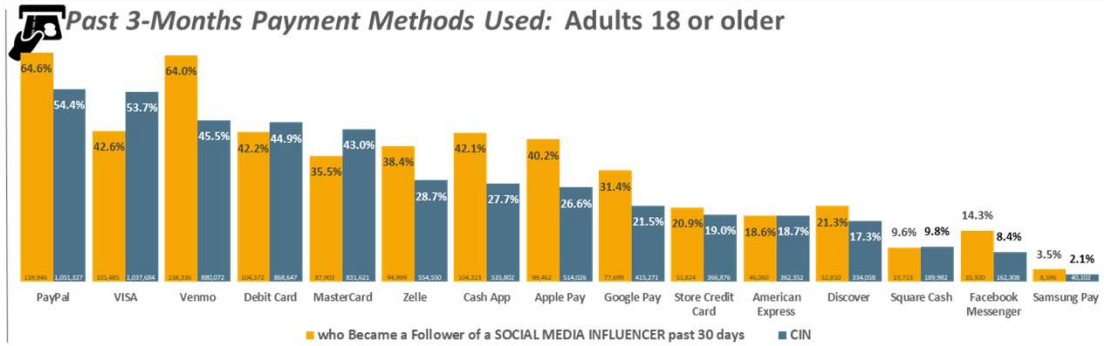
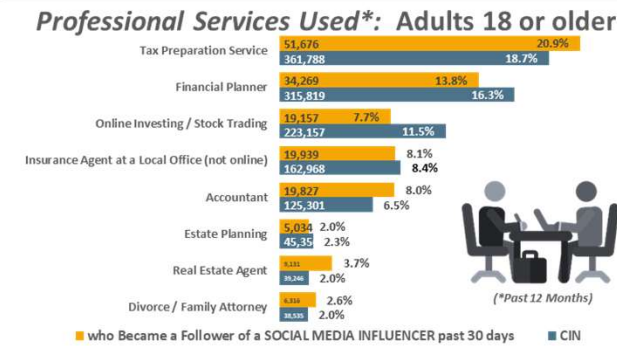
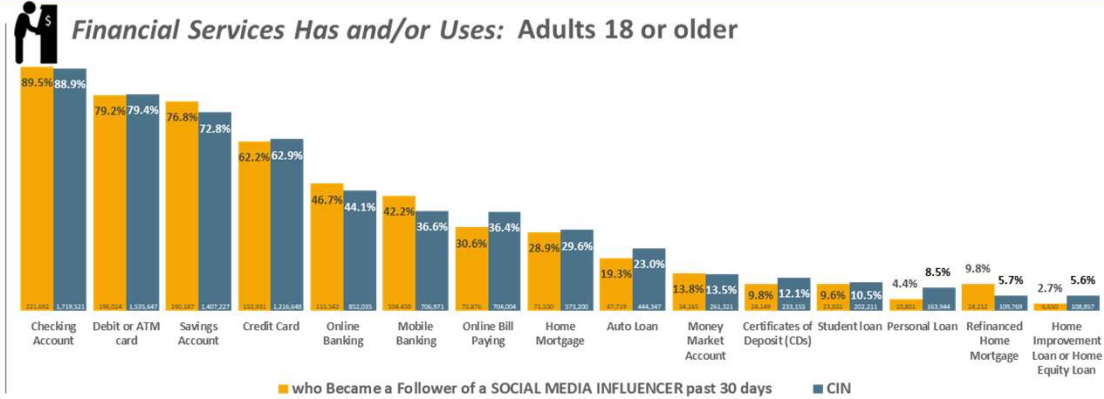
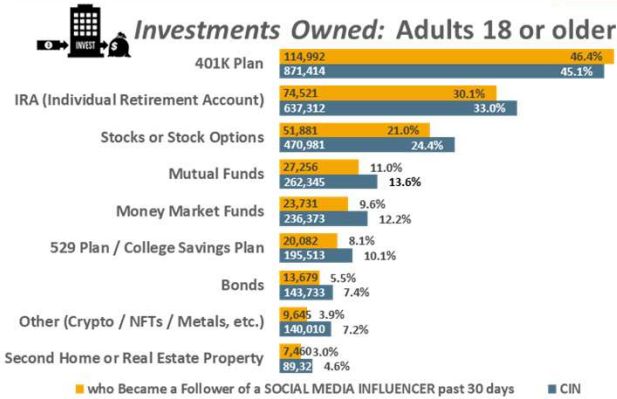


13.7% or 343,325 of STL DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30... Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 9.2% more likely to have a 401K, 7% more likely to have an Auto Loan, 1.3% more likely to Invest/Trade Stocks Online, 3.6% more likely to pay with their Debit Card.





12.8% or 247,566 of CIN DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30... Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 3.1% more likely to have a 401K, 16.1% less likely to have an Auto Loan, 33.% less likely to Invest/Trade Stocks Online, 6.% less likely to pay with their Debit Card.

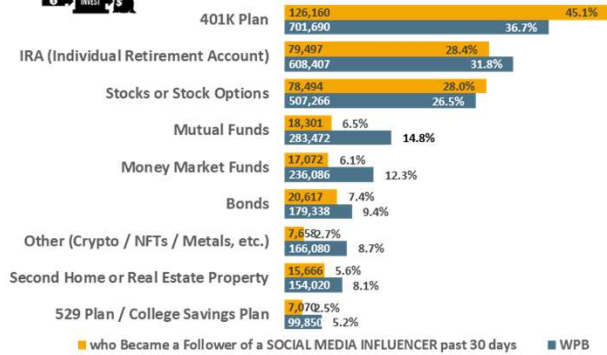




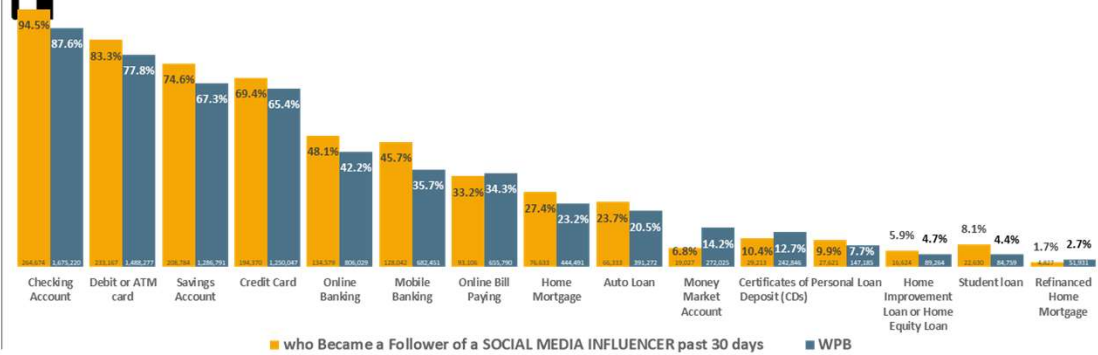
14.6% or 280,032 of WPB DMA Adults 18 or older Became a Follower of a SOCIAL MEDIA INFLUENCER past 30...
 Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days are 22.8% more likely to have a 401K, 15.8% more likely to have an Auto Loan, 20.8% more likely to Invest/Trade Stocks Online, 7% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



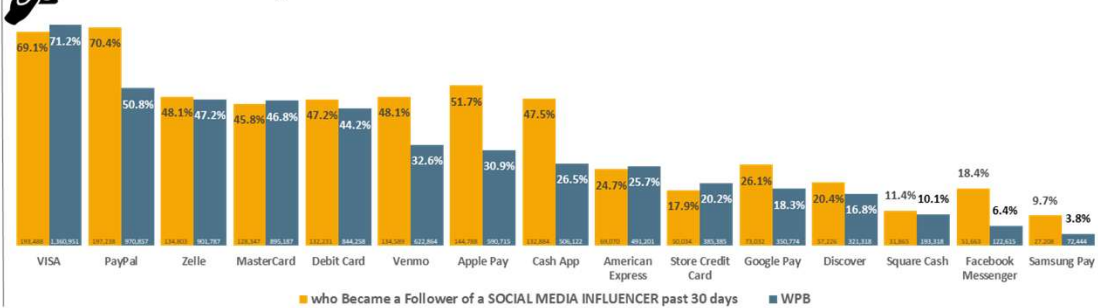
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

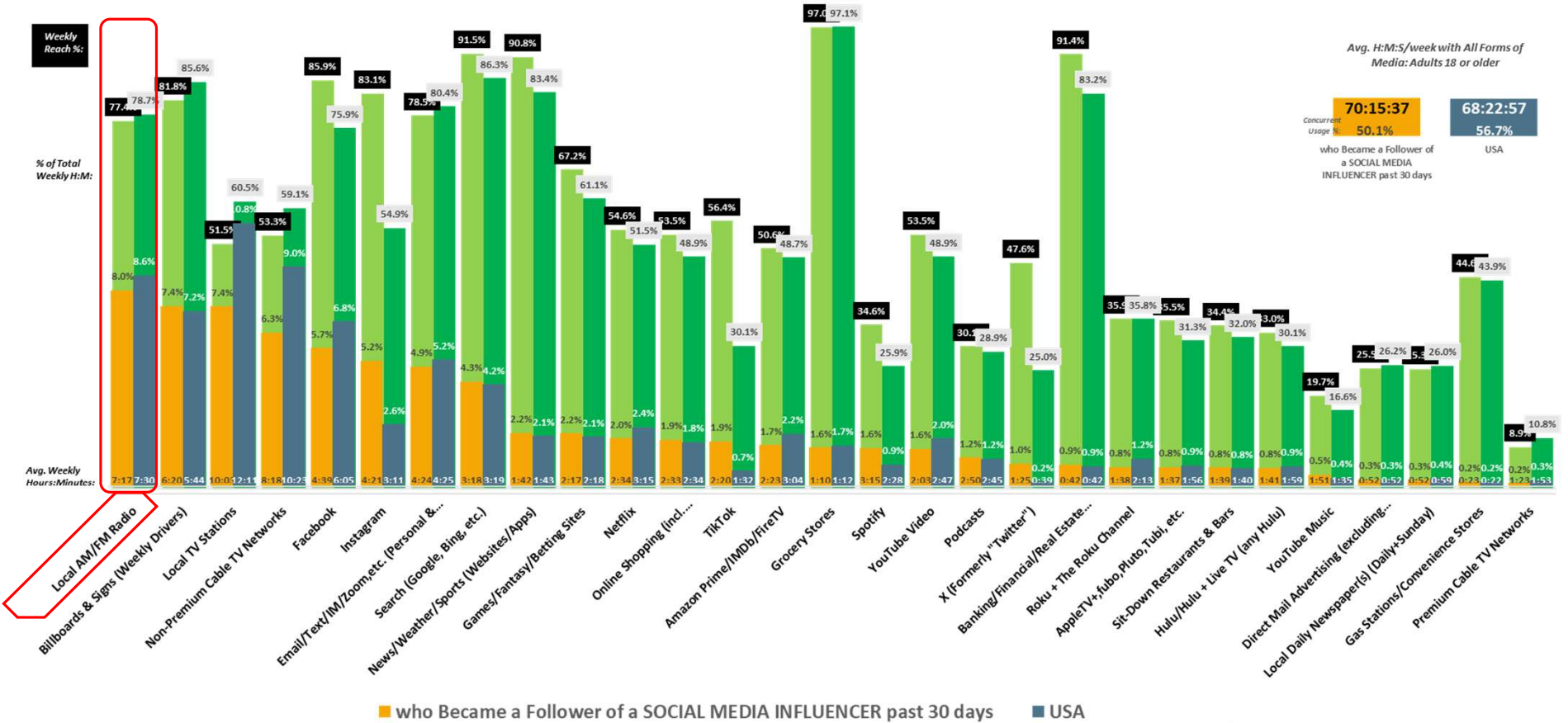


Past 3-Months Payment Methods Used: Adults 18 or older





Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 2 days, 22 hours, 15 minutes and 37 seconds each week with All Forms of Media.
 77.4% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an avg. of 7 hours and 17 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,445 USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

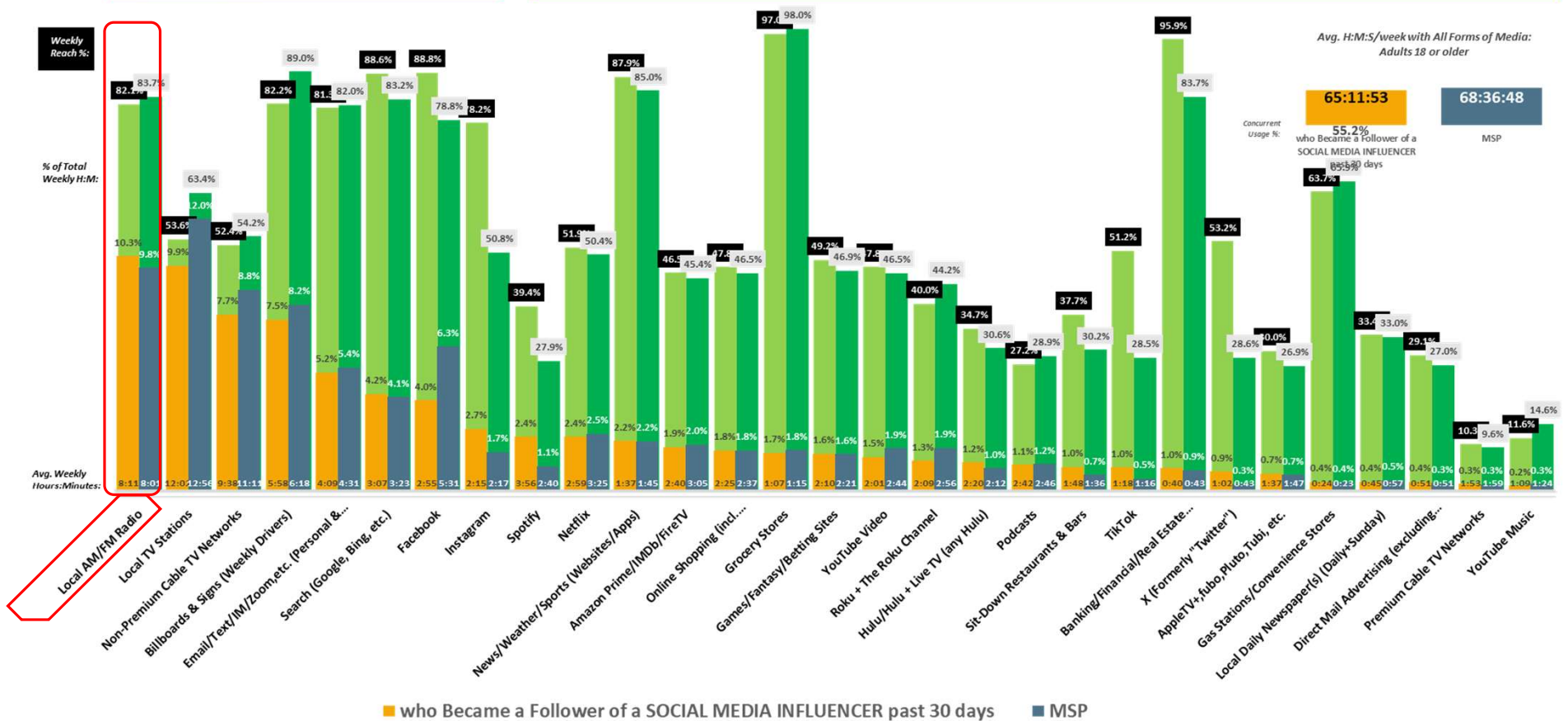


Share of Everything for Anything.

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 2 days, 17 hours, 11 minutes and 53 seconds each week with All Forms of Media.
 82.1% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an avg. of 8 hours and 11 minutes each week listening to All Local AM/FM Radio, representing 10.3% of total time spent with all forms of Media.



Avg. H:M:S/week with All Forms of Media:
 Adults 18 or older

65:11:53
 who Became a Follower of a
 SOCIAL MEDIA INFLUENCER
 past 30 days

68:36:48
 MSP

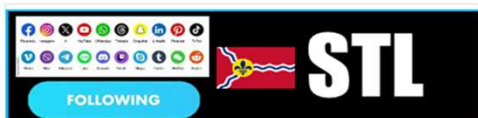
who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days MSP

MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 280 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081
 All Graphs and soef.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

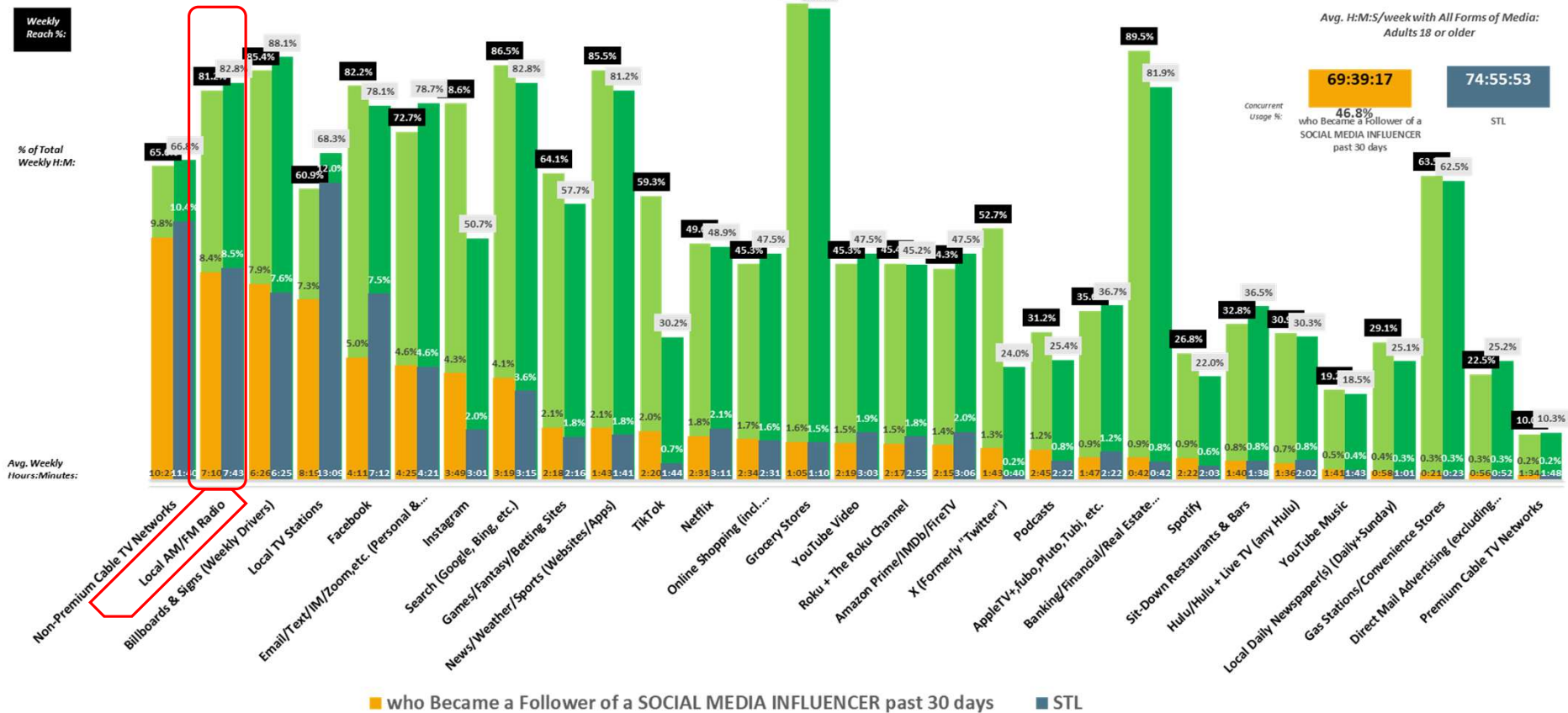


Share of Everything
 for Anything

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality

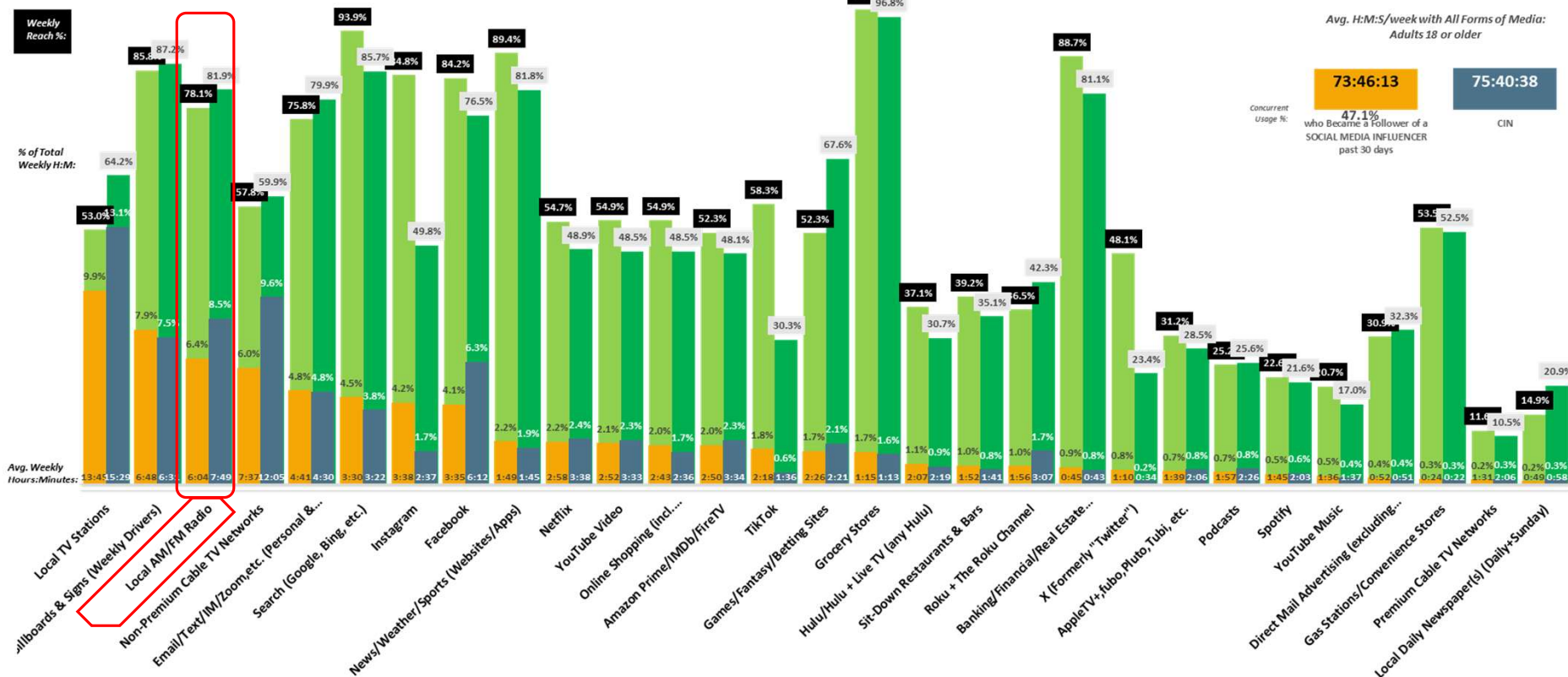


Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 2 days, 21 hours, 39 minutes and 17 seconds each week with All Forms of Media.
81.2% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an avg. of 7 hours and 10 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.





Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 3 days, 1 hours, 46 minutes and 13 seconds each week with All Forms of Media.
78.1% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an avg. of 6 hours and 4 minutes each week listening to All Local AM/FM Radio, representing 6.4% of total time spent with all forms of Media.



Avg. H:M:S/week with All Forms of Media:
Adults 18 or older

Concurrent Usage %: 47.1% who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

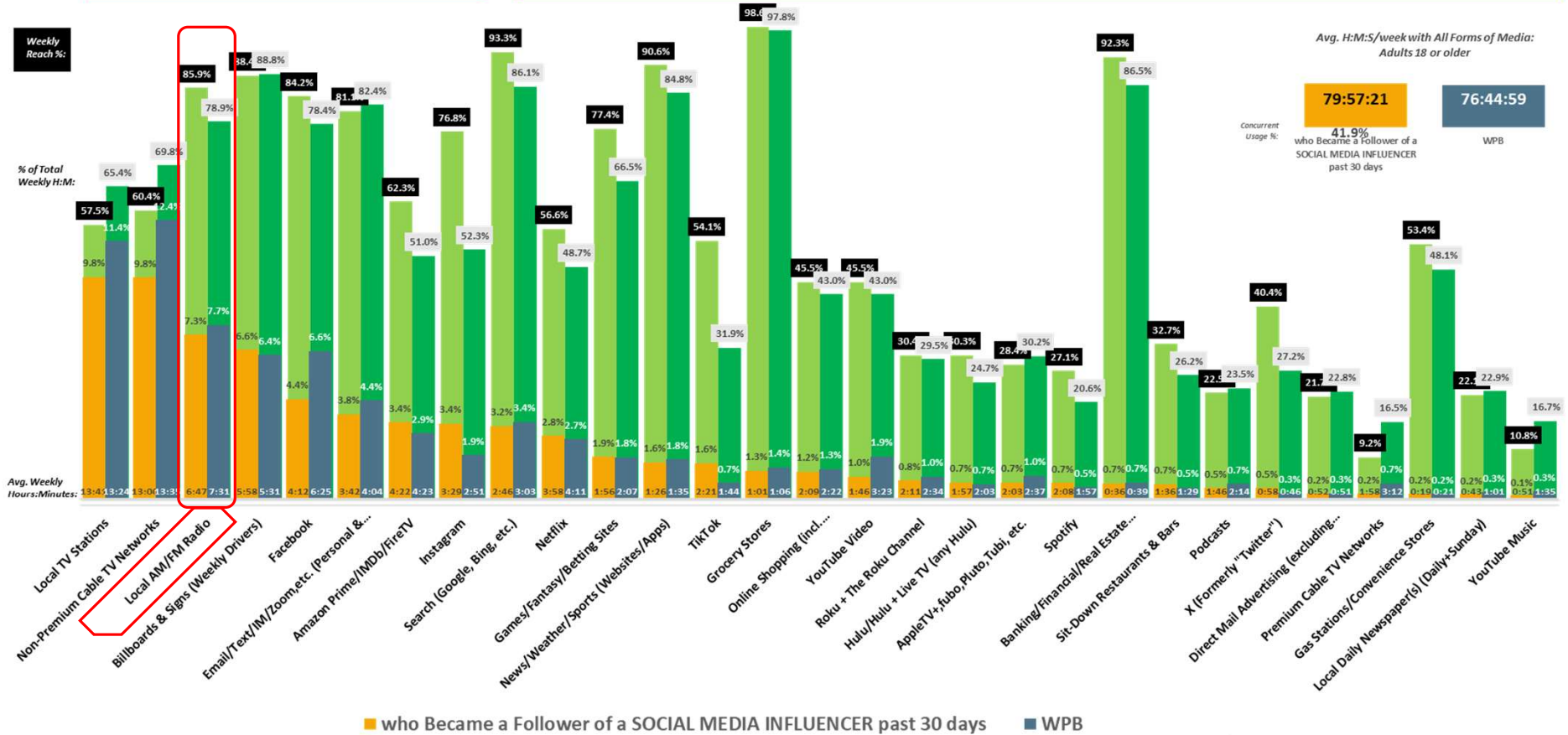
73:46:13

75:40:38

CIN

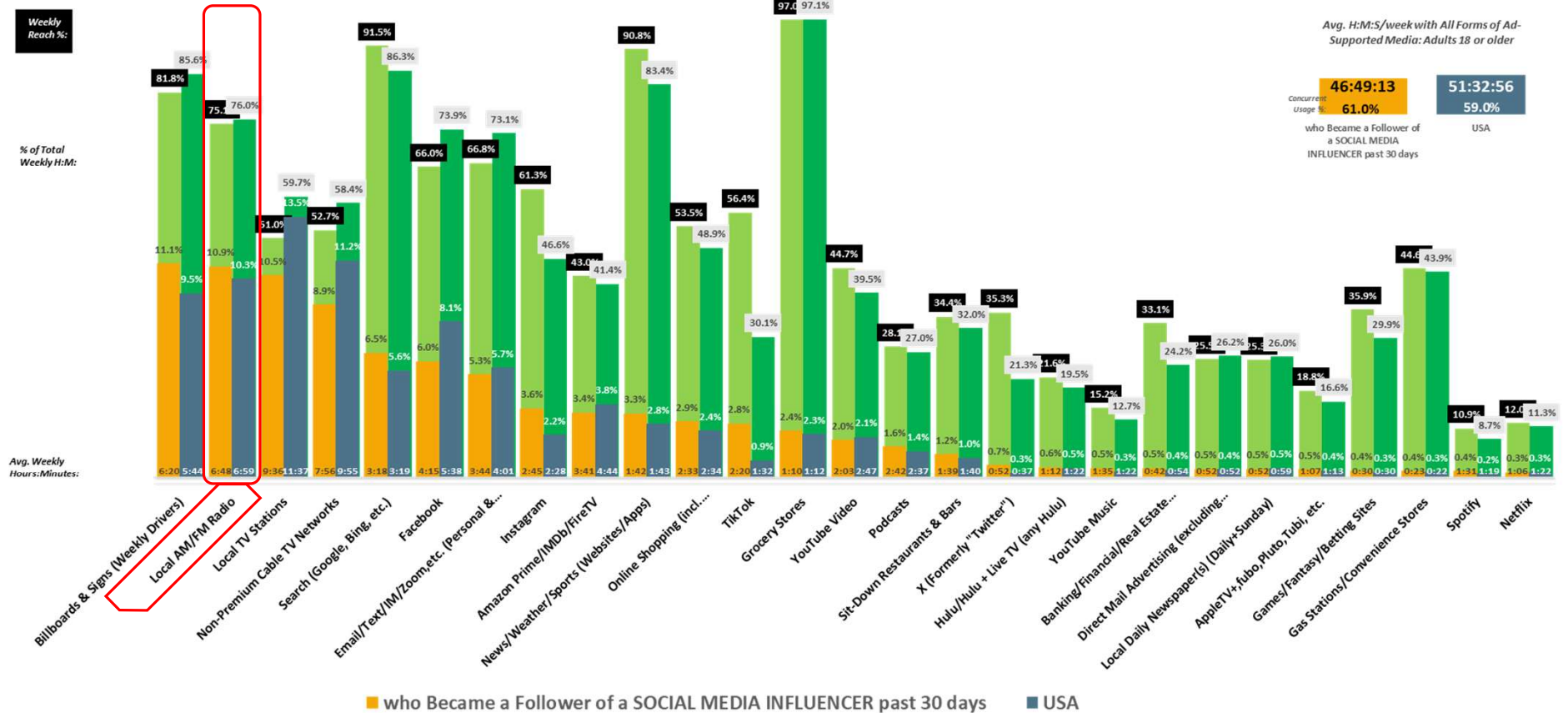


Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 3 days, 7 hours, 57 minutes and 21 seconds each week with All Forms of Media.
85.9% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an avg. of 6 hours and 47 minutes each week listening to All Local AM/FM Radio, representing 7.3% of total time spent with all forms of Media.





Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 1 days, 22 hours, 49 minutes and 13 seconds each week with All Forms of Ad-Supported Media.
75.1% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an avg. of 6 hours and 48 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.9% of total time spent with all forms of Ad-Supporte



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,445 USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

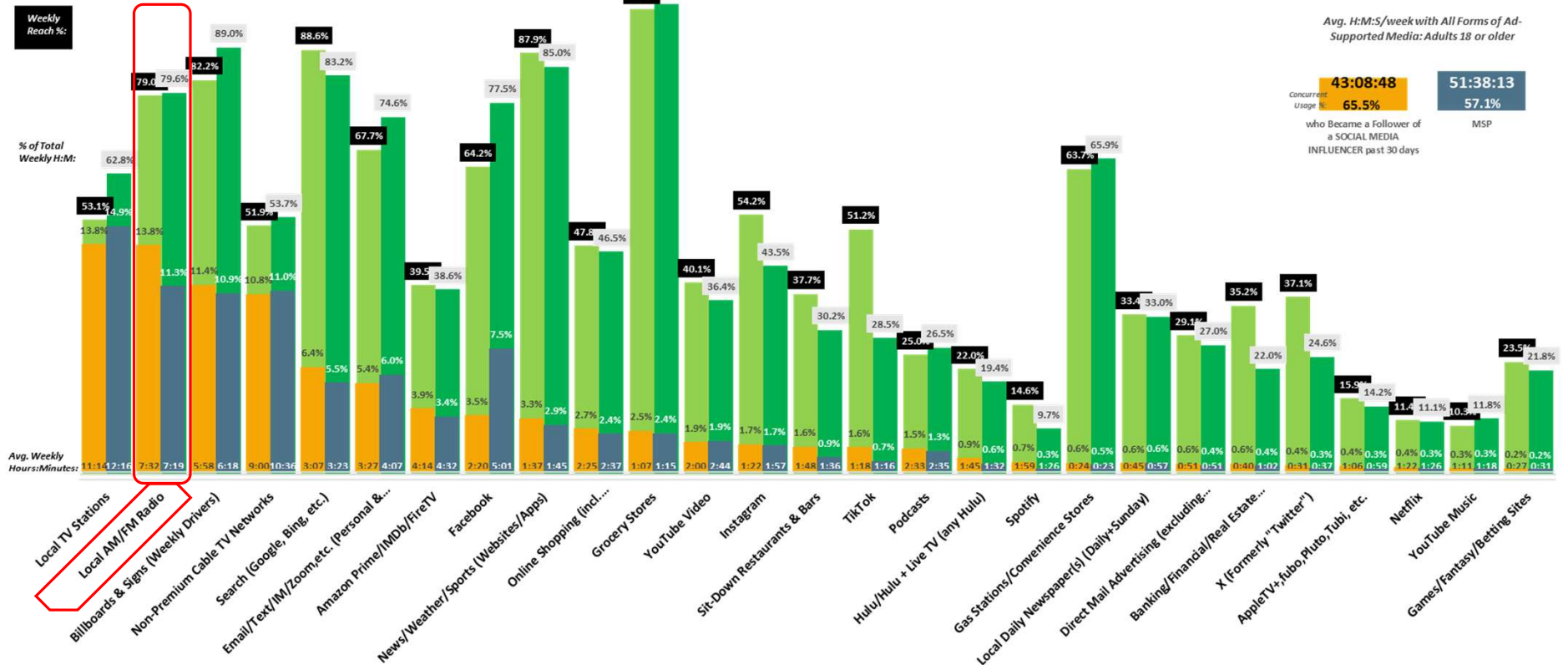


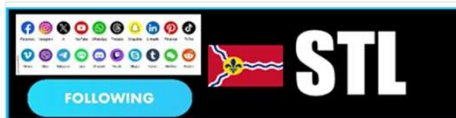
Share of Everything for Anything

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality

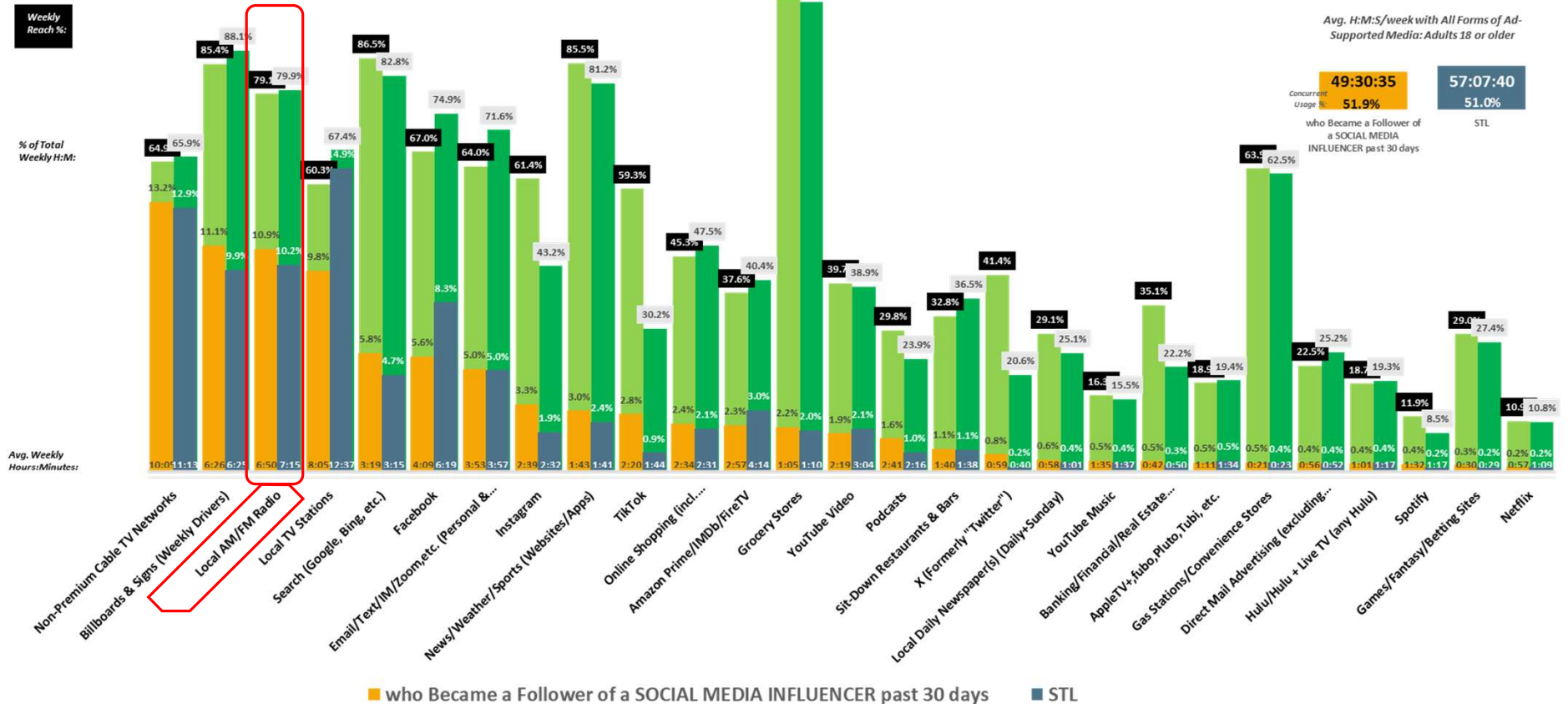


Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 1 days, 19 hours, 8 minutes and 48 seconds each week with All Forms of Ad-Supported Media.
79.% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an avg. of 7 hours and 32 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.8% of total time spent with all forms of Ad-Supported Media





Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 2 days, 1 hours, 30 minutes and 35 seconds each week with All Forms of Ad-Supported Media.
79.1% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an avg. of 6 hours and 50 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.9% of total time spent with all forms of Ad-Supported Media.

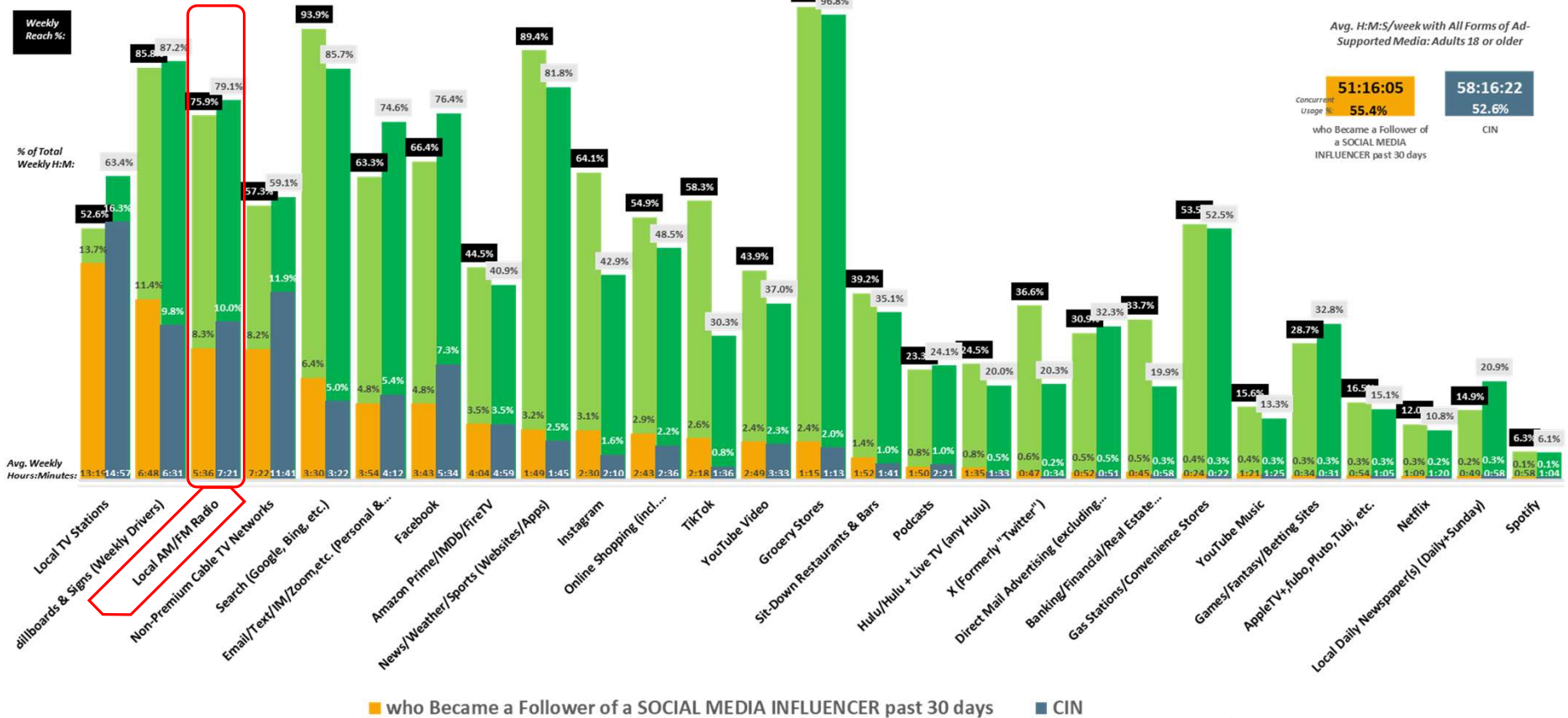


STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 277
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 2 days, 3 hours, 16 minutes and 5 seconds each week with All Forms of Ad-Supported Media.
75.9% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an avg. of 5 hours and 36 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.3% of total time spent with all forms of Ad-Supported



Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

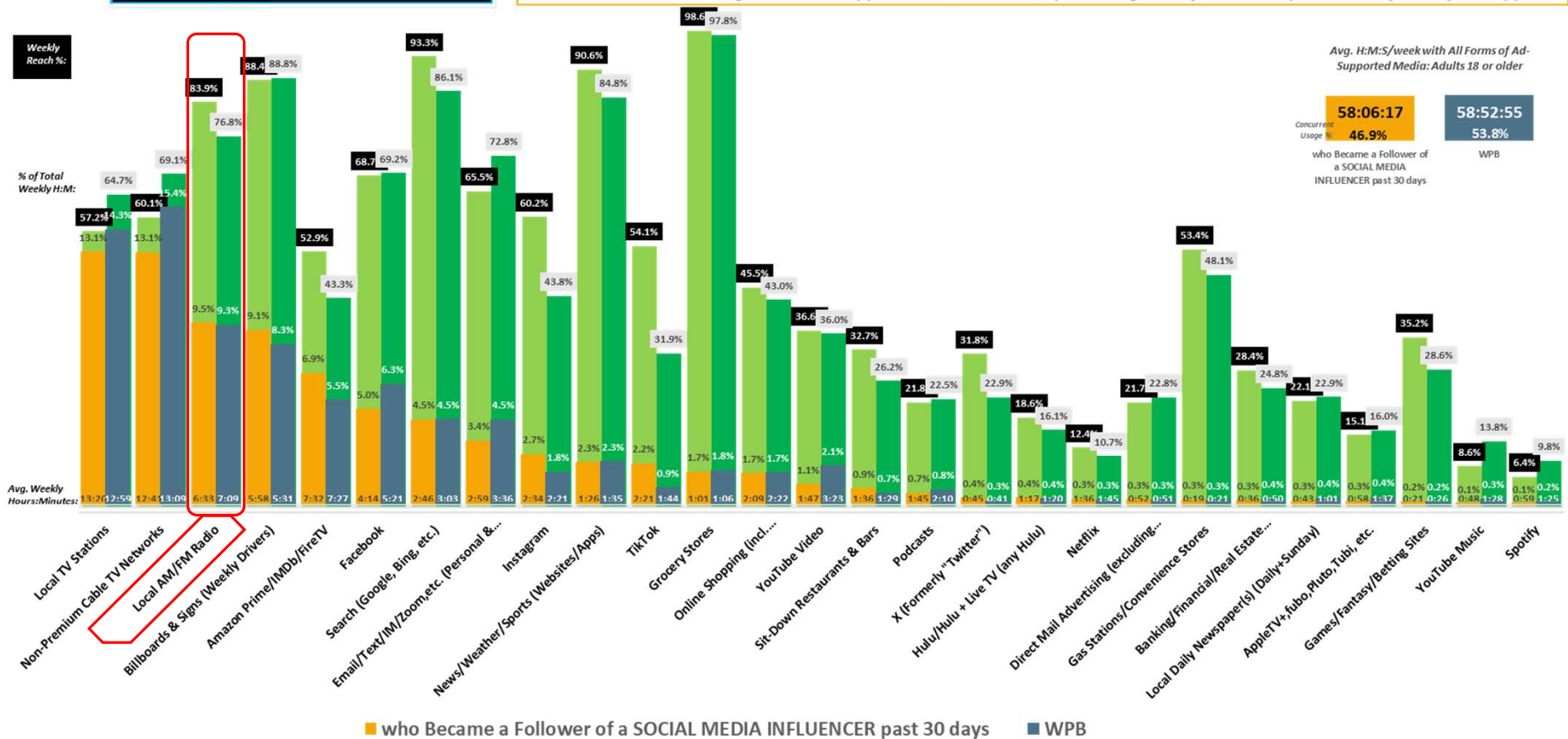
| | |
|----------|----------|
| 51:16:05 | 58:16:22 |
| 55.4% | 52.6% |

who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

CIN



Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 2 days, 10 hours, 6 minutes and 17 seconds each week with All Forms of Ad-Supported Media.
83.9% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an avg. of 6 hours and 33 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.5% of total time spent with all forms of Ad-Supported



Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

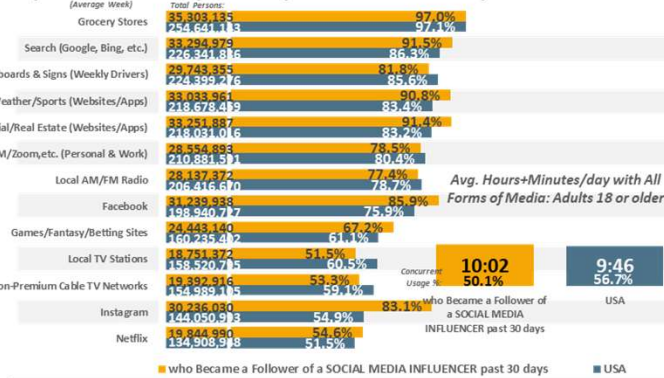
58:06:17
46.9%
who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

58:52:55
53.8%
WPB

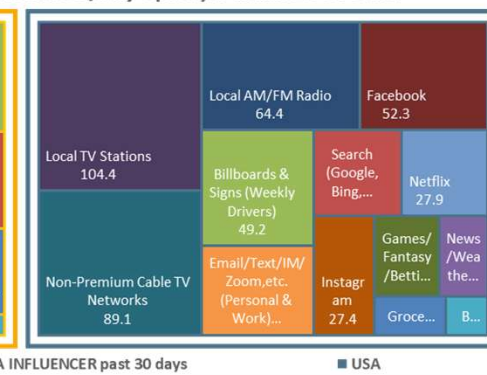
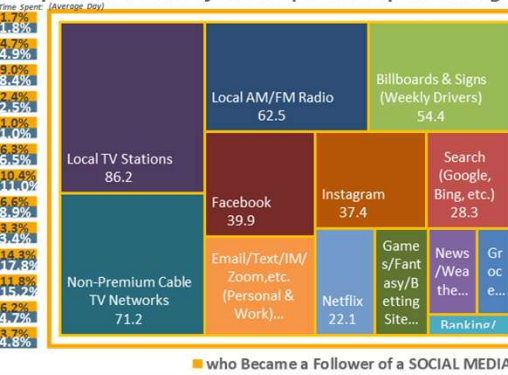


Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 6 hours and 41 minutes each day with All Forms of Ad-Supported Media. 75.1% listen to Local AM/FM Radio for an avg. of 58.4 minutes/day. (Local Radio delivers 10.9% of Time with Ad-Supported Media.)

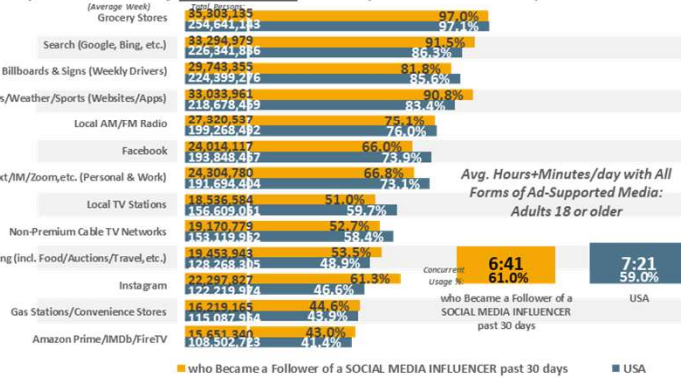
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



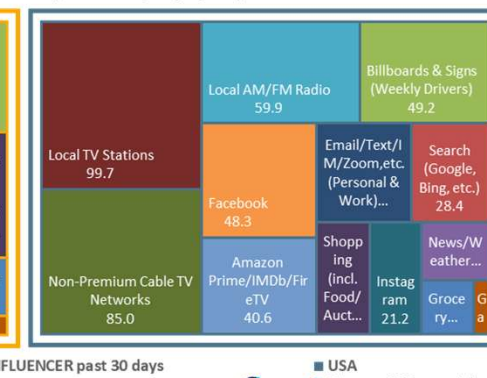
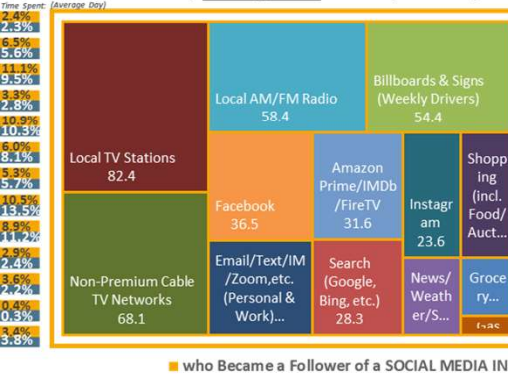
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,445
All Graphs and soefa.ai Data Modelling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

soefa.ai Share of Everything for Anything

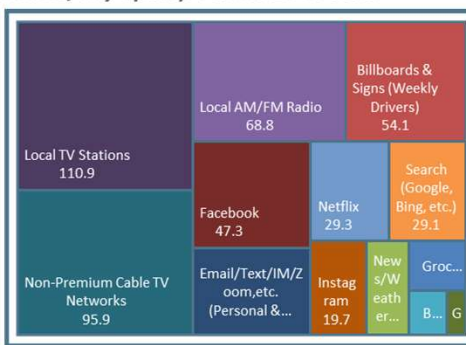
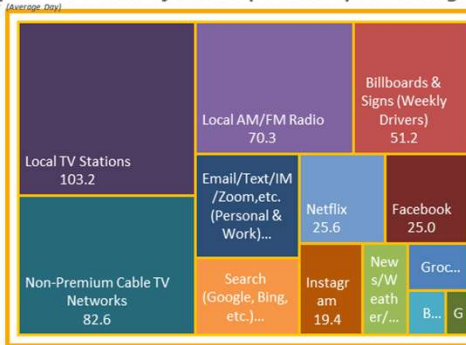
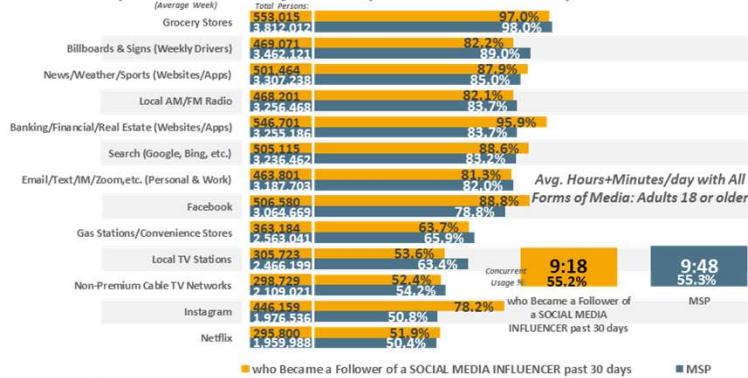
Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 6 hours and 9 minutes each day with All Forms of Ad-Supported Media. 79.% listen to Local AM/FM Radio for an avg. of 64.6 minutes/day. (Local Radio delivers 13.8% of Time with Ad-Supported Media.)

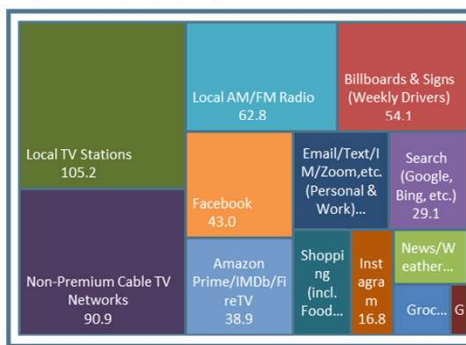
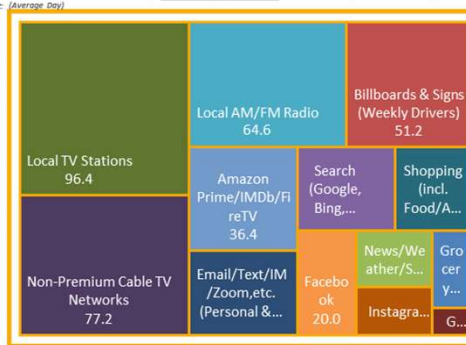
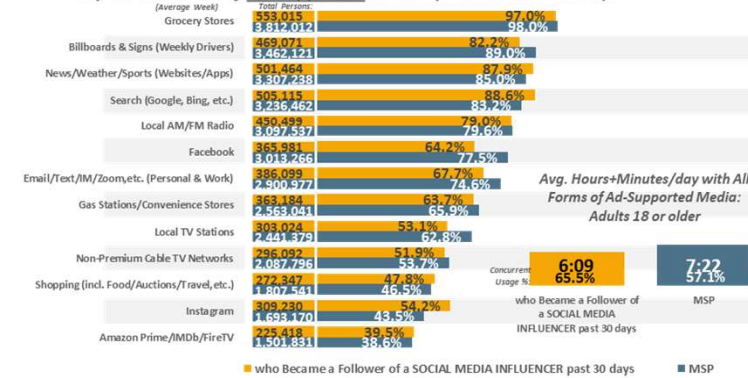
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

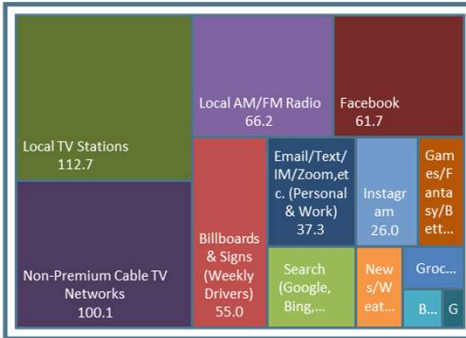
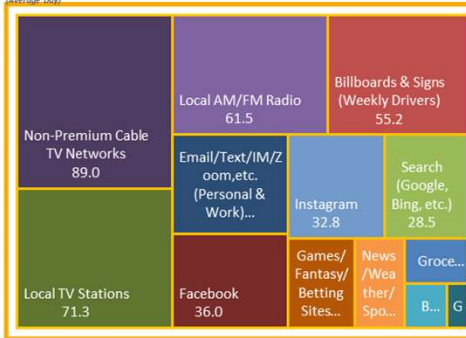
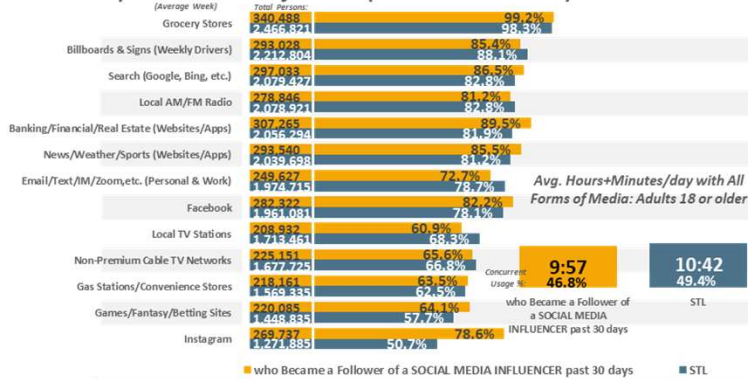




Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 7 hours and 4 minutes each day with All Forms of Ad-Supported Media. 79.1% listen to Local AM/FM Radio for an avg. of 58.6 minutes/day. (Local Radio delivers 10.9% of Time with Ad-Supported Media.)

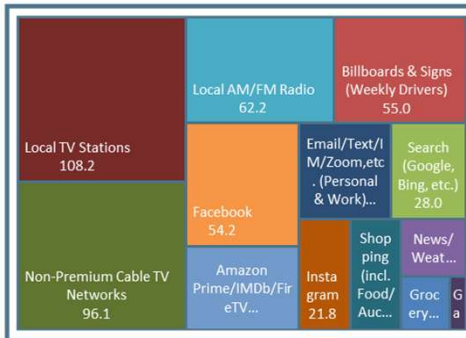
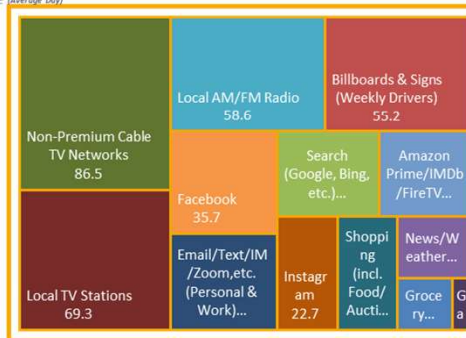
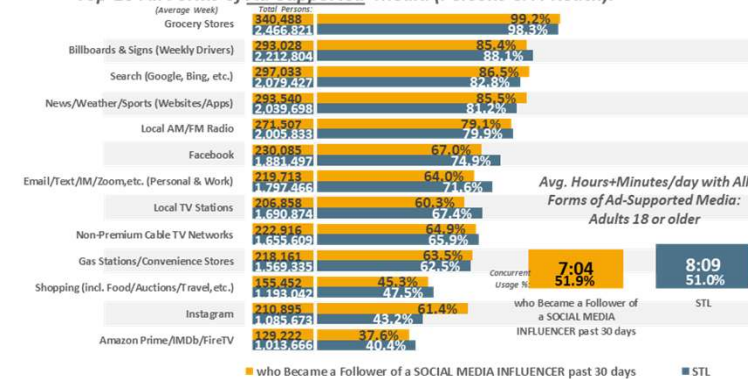
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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





| Media Type | Platform | Revenue (\$ million) |
|-------------------------------|---|----------------------|
| Local TV Stations | Local TV Stations | 118.0 |
| | Billboards & Signs (Weekly Drivers) | 58.3 |
| | Local AM/FM Radio | 52.1 |
| | Email/Text/IM /Zoom, etc. (Personal & Work) | 40.1 |
| | Facebook | 30.8 |
| | Search (Google, Bing, etc.) | 30.1 |
| | Games/Fantasy/Betting | 8.0 |
| | Newspapers/Weather/Sp... | 8.0 |
| | Groceries | 8.0 |
| | Instagram | 31.3 |
| Non-Premium Cable TV Networks | Non-Premium Cable TV Networks | 65.3 |
| | Instagram | 31.3 |
| | Games/Fantasy/Betting | 8.0 |
| | Newspapers/Weather/Sp... | 8.0 |
| | Groceries | 8.0 |
| | Banking | 8.0 |
| | Gaming | 8.0 |
| | Search (Google, Bing, etc.) | 29.0 |
| | Facebook | 53.2 |
| | Email/Text/IM/Zoom, etc. (Personal & Work) | 53.2 |
| Local AM/FM Radio | Local AM/FM Radio | 67.1 |
| | Billboards & Signs (Weekly Drivers) | 55.9 |
| | Search (Google, Bing, etc.) | 29.0 |
| | Instagram | 22.5 |
| | Groceries | 8.0 |
| | Banking | 8.0 |
| | Gaming | 8.0 |
| | Search (Google, Bing, etc.) | 29.0 |
| | Facebook | 53.2 |
| | Email/Text/IM/Zoom, etc. (Personal & Work) | 53.2 |
| Non-Premium Cable TV Networks | Non-Premium Cable TV Networks | 103.7 |
| | Instagram | 22.5 |
| | Groceries | 8.0 |
| | Banking | 8.0 |
| | Gaming | 8.0 |
| | Search (Google, Bing, etc.) | 29.0 |
| | Facebook | 53.2 |
| | Email/Text/IM/Zoom, etc. (Personal & Work) | 53.2 |
| | Games/Fantasy/Betting | 8.0 |
| | Newspapers/Weather/Sp... | 8.0 |

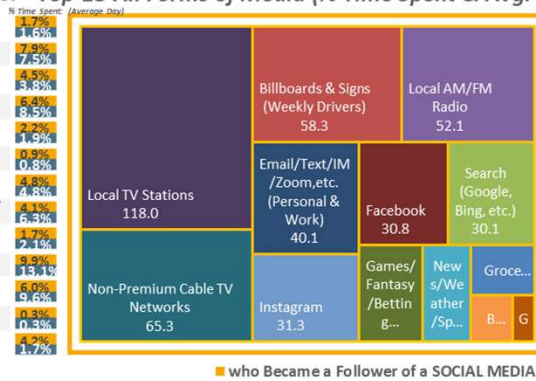
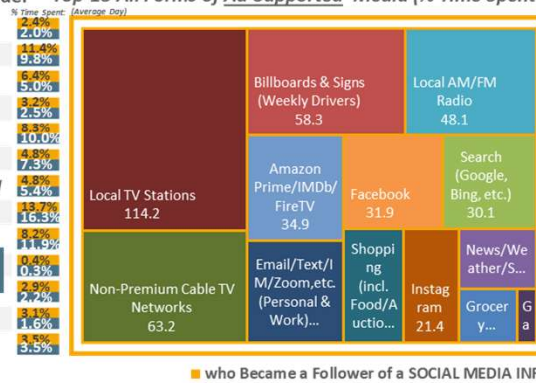


Figure 10.10: Distribution of advertising revenue by media type and advertiser. The left treemap shows a more fragmented distribution, while the right treemap shows a more concentrated distribution.

| Media Type | Advertiser | Revenue (\$B) |
|-------------------------------|-------------------------------------|---------------|
| Local TV Stations | Local TV Stations | 114.2 |
| | Billboards & Signs (Weekly Drivers) | 58.3 |
| | Local AM/FM Radio | 48.1 |
| | Amazon Prime/IMDb/FireTV | 34.9 |
| | Facebook | 31.9 |
| | Search (Google, Bing, etc.) | 30.1 |
| | Shopping (incl. Food/Auction) | 21.4 |
| | News/Weather/Sports | 18.6 |
| | Instagram | 18.6 |
| | Grocery | 18.6 |
| Non-Premium Cable TV Networks | Non-Premium Cable TV Networks | 63.2 |
| | Billboards & Signs (Weekly Drivers) | 58.3 |
| | Local AM/FM Radio | 48.1 |
| | Amazon Prime/IMDb/FireTV | 34.9 |
| | Facebook | 31.9 |
| | Search (Google, Bing, etc.) | 30.1 |
| | Shopping (incl. Food/Auction) | 21.4 |
| | News/Weather/Sports | 18.6 |
| | Instagram | 18.6 |
| | Grocery | 18.6 |



soefa.ai Share of Everything
for Anything

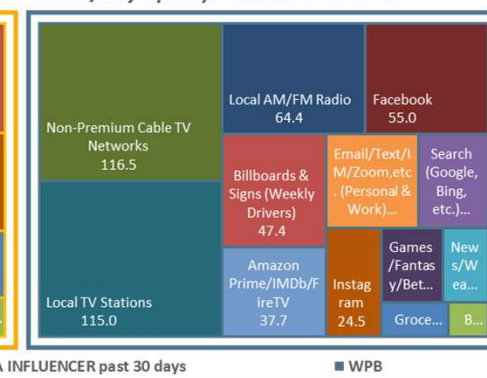
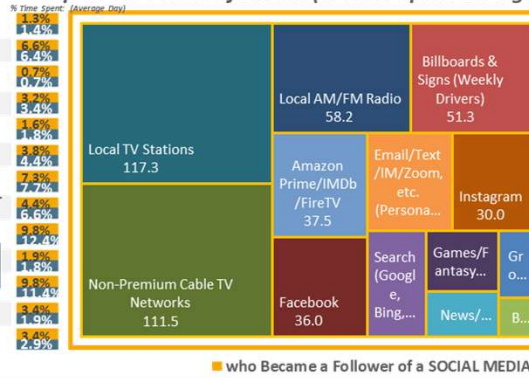
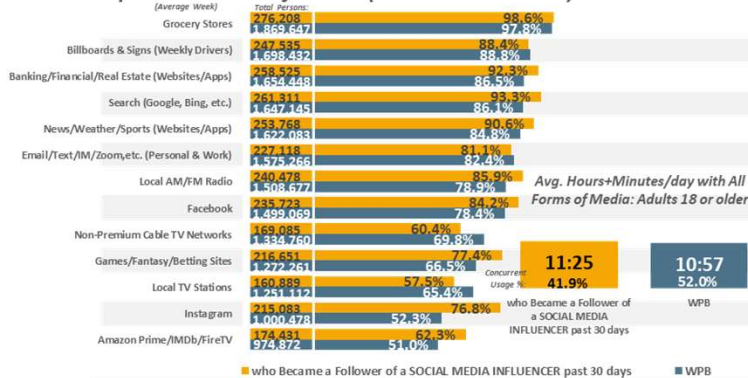
Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 8 hours and 18 minutes each day with All Forms of Ad-Supported Media. 83.9% listen to Local AM/FM Radio for an avg. of 56.1 minutes/day. (Local Radio delivers 9.5% of Time with Ad-Supported Media.)

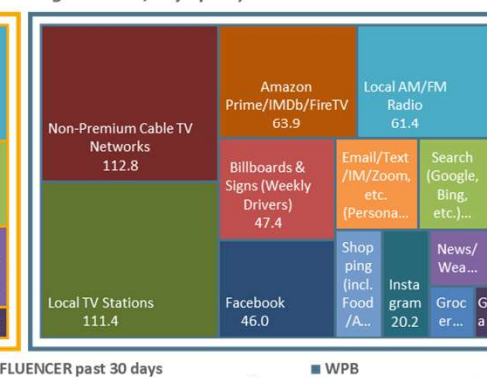
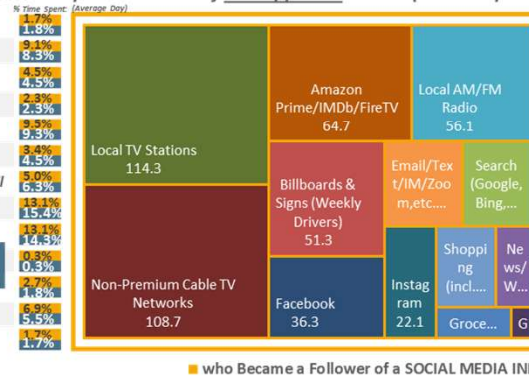
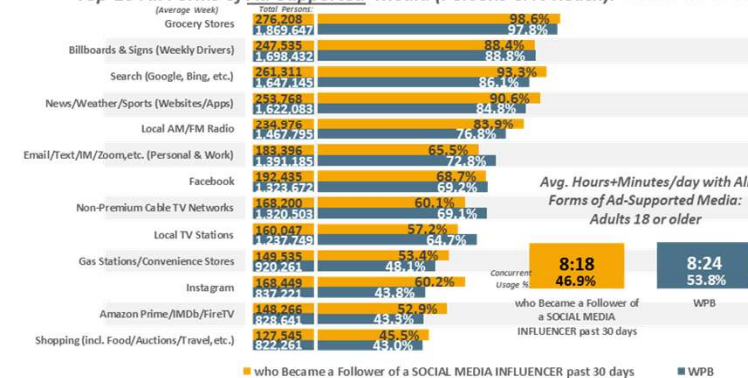
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

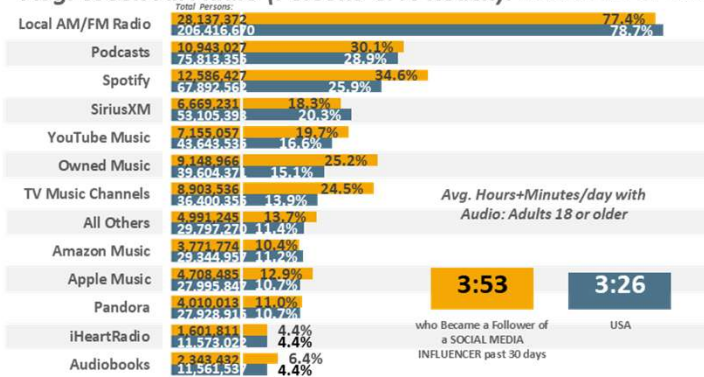
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





27,320,537 or 75.1% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58.4 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.

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



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

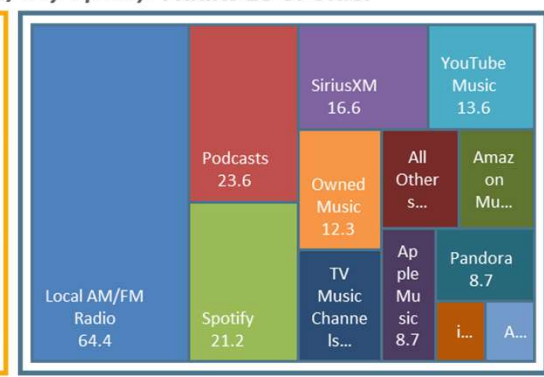
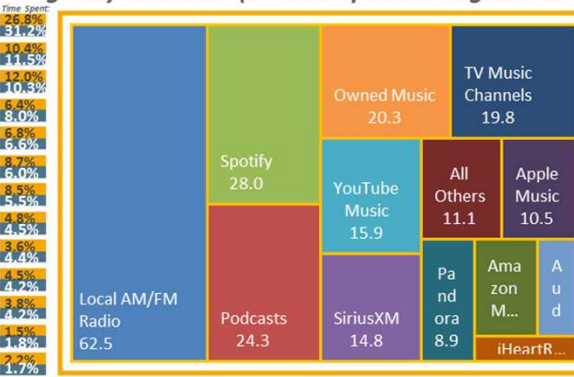
3:53

3:26

who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

USA

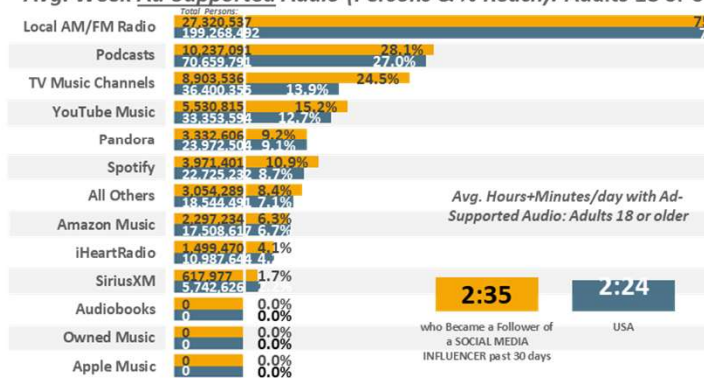
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

USA

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



Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 18 or older

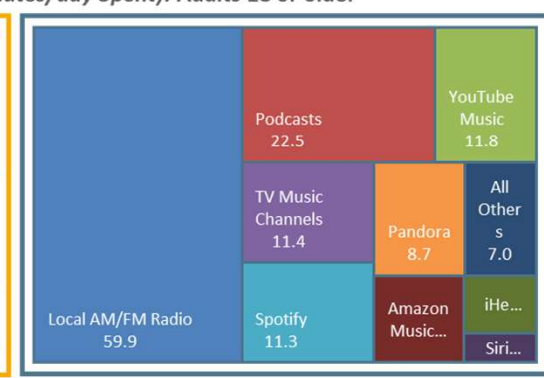
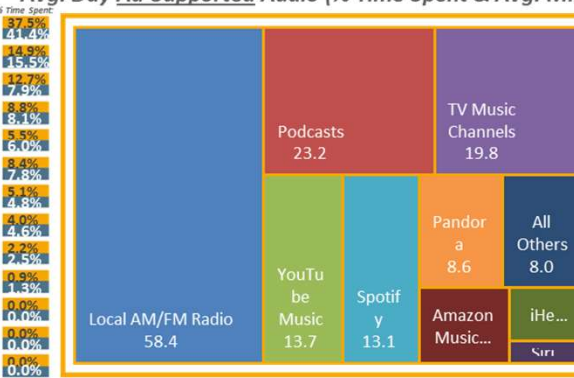
2:35

2:24

who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

USA

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



who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

USA

USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,445
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R2 2025: Sep24-Aug25 USA Projection

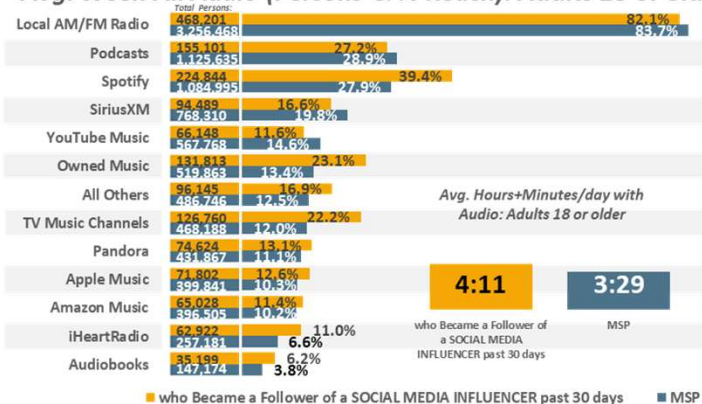
soefa.ai Share of Everything for Anything

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality

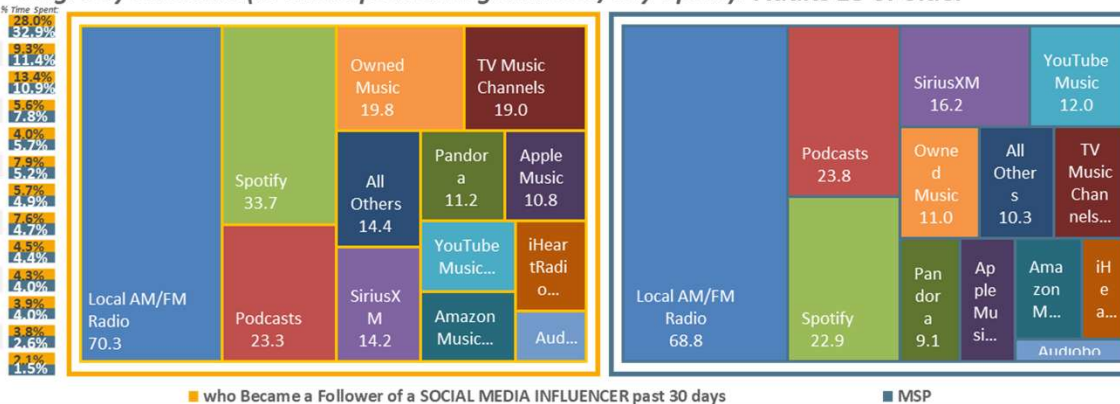


450,499 or 79.% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 64.6 minutes every day representing 37.6% of all time spent daily with Ad-Supported Audio.

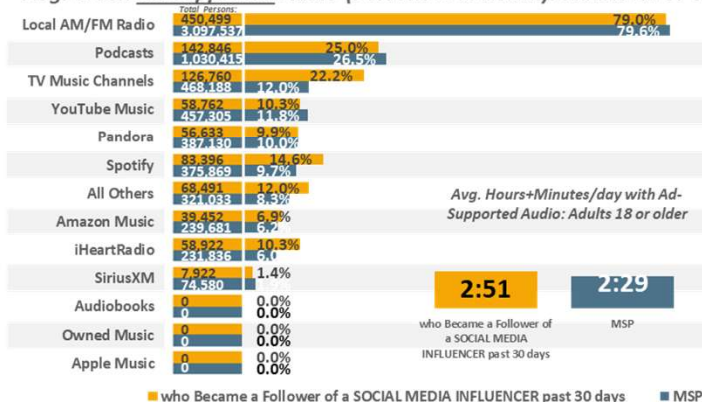
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



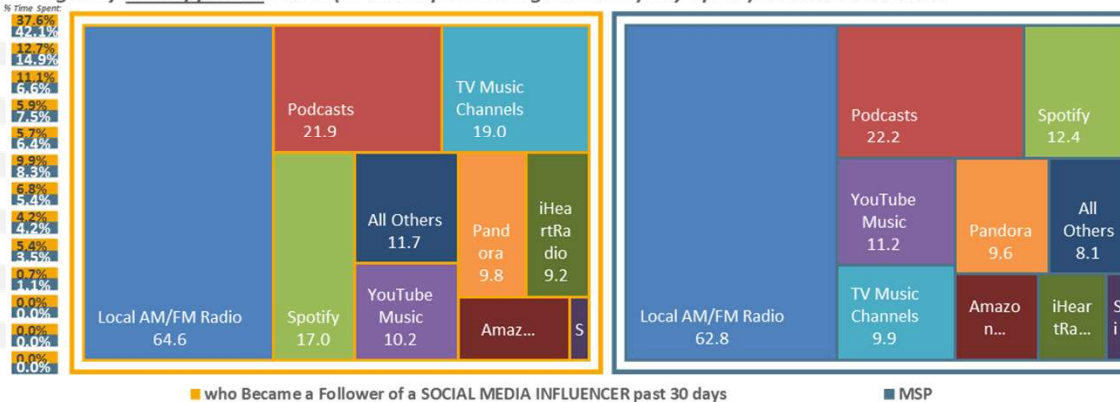
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



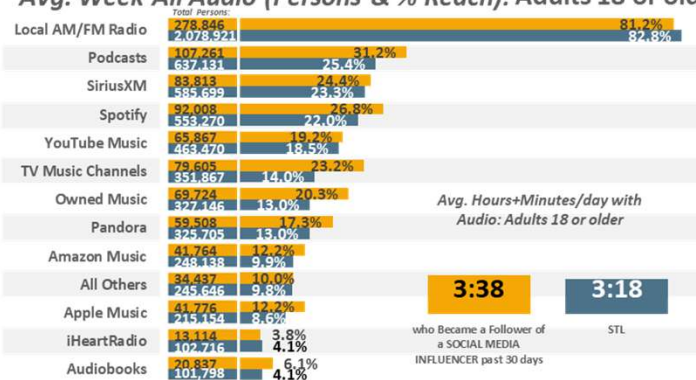
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



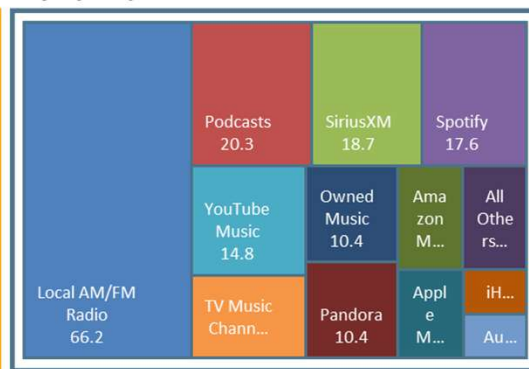
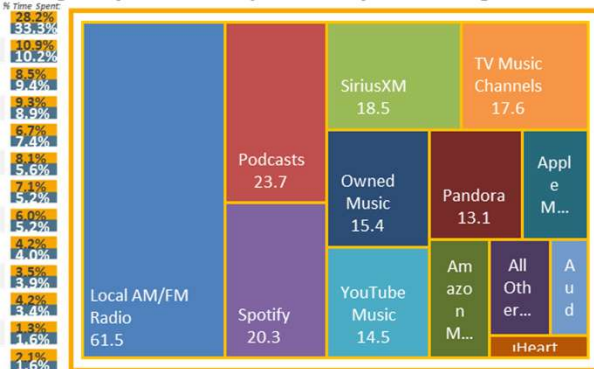


271,507 or 79.1% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58.6 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.

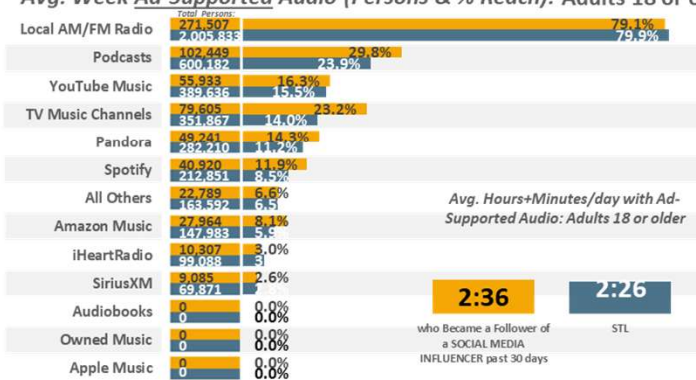
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



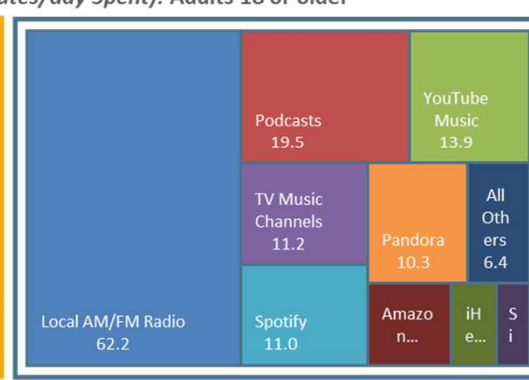
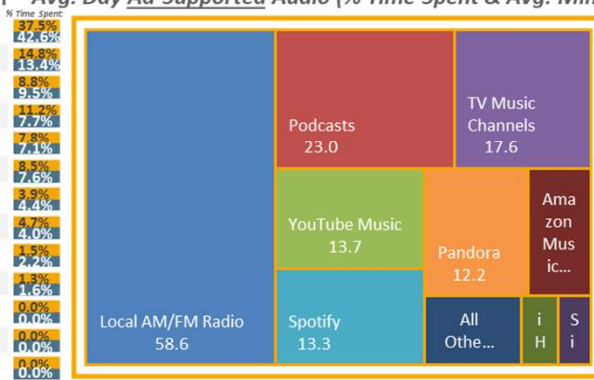
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



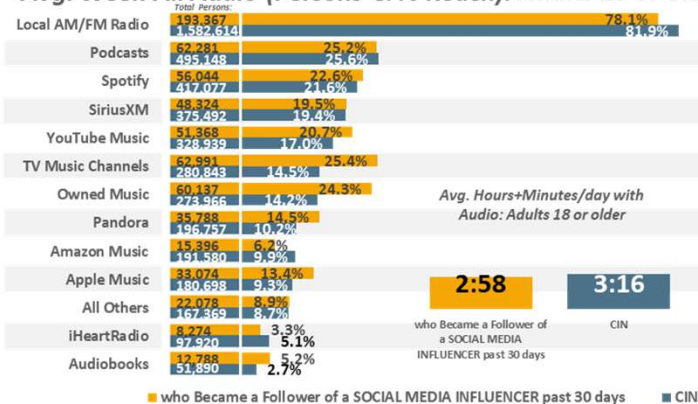
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



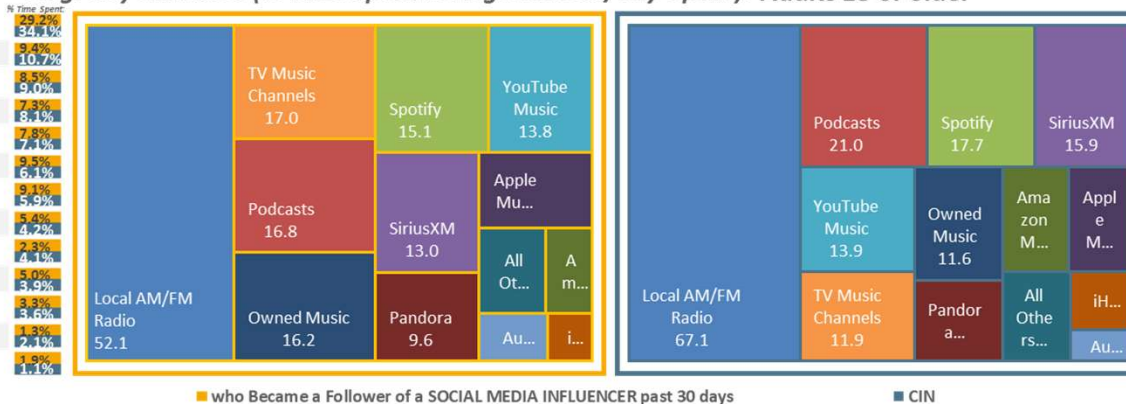


188,021 or 75.9% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 48.1 minutes every day representing 39.7% of all time spent daily with Ad-Supported Audio.

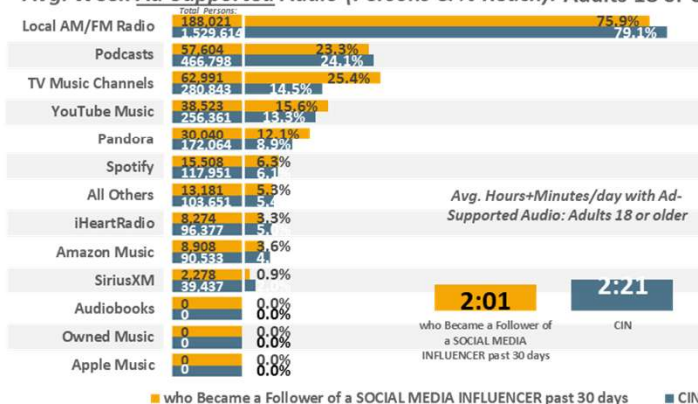
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



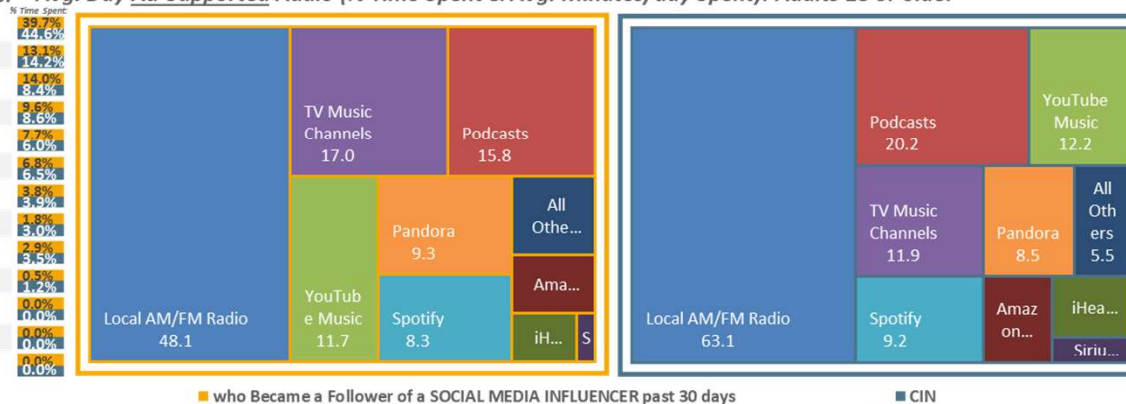
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



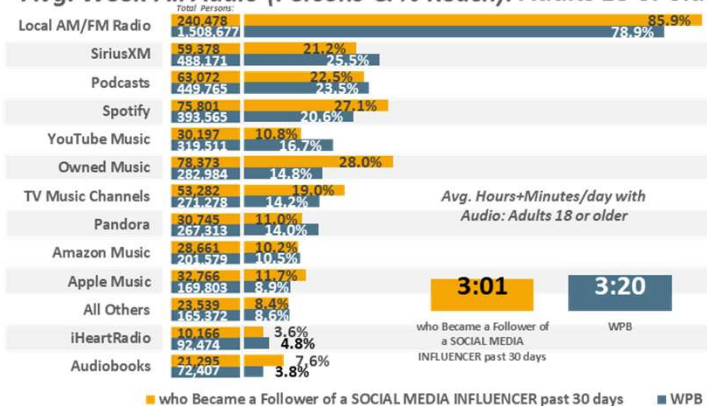
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



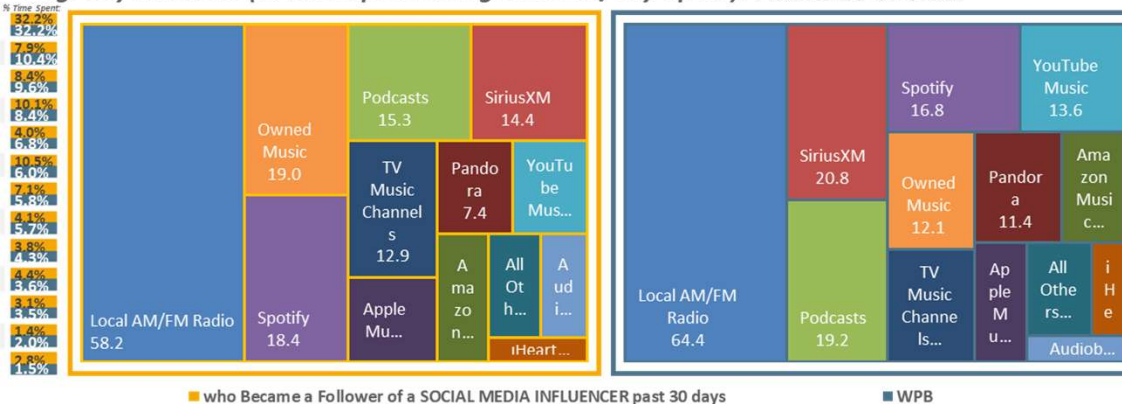


234,976 or 83.9% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 56.1 minutes every day representing 47.9% of all time spent daily with Ad-Supported Audio.

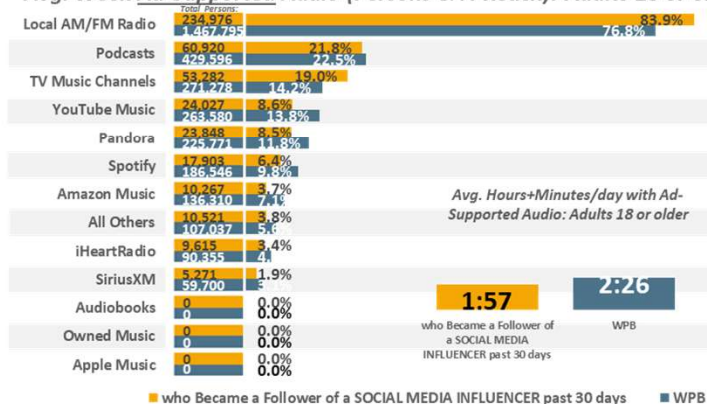
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



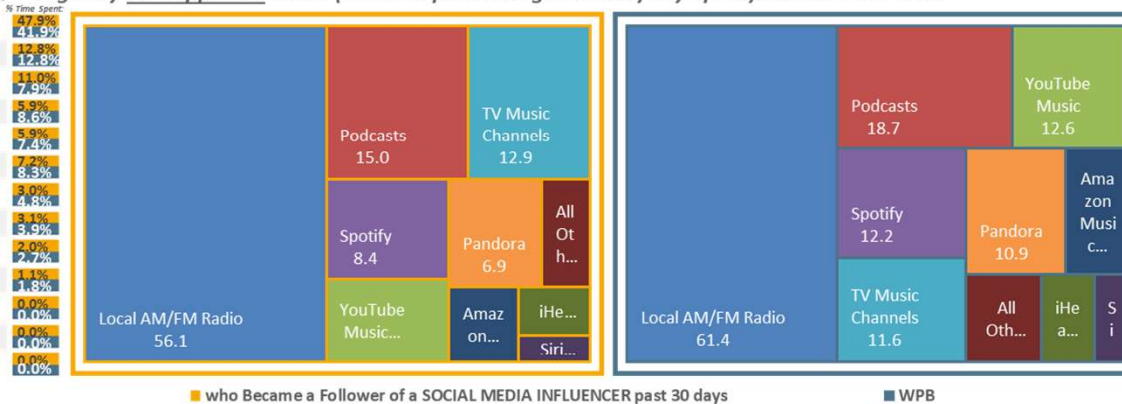
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

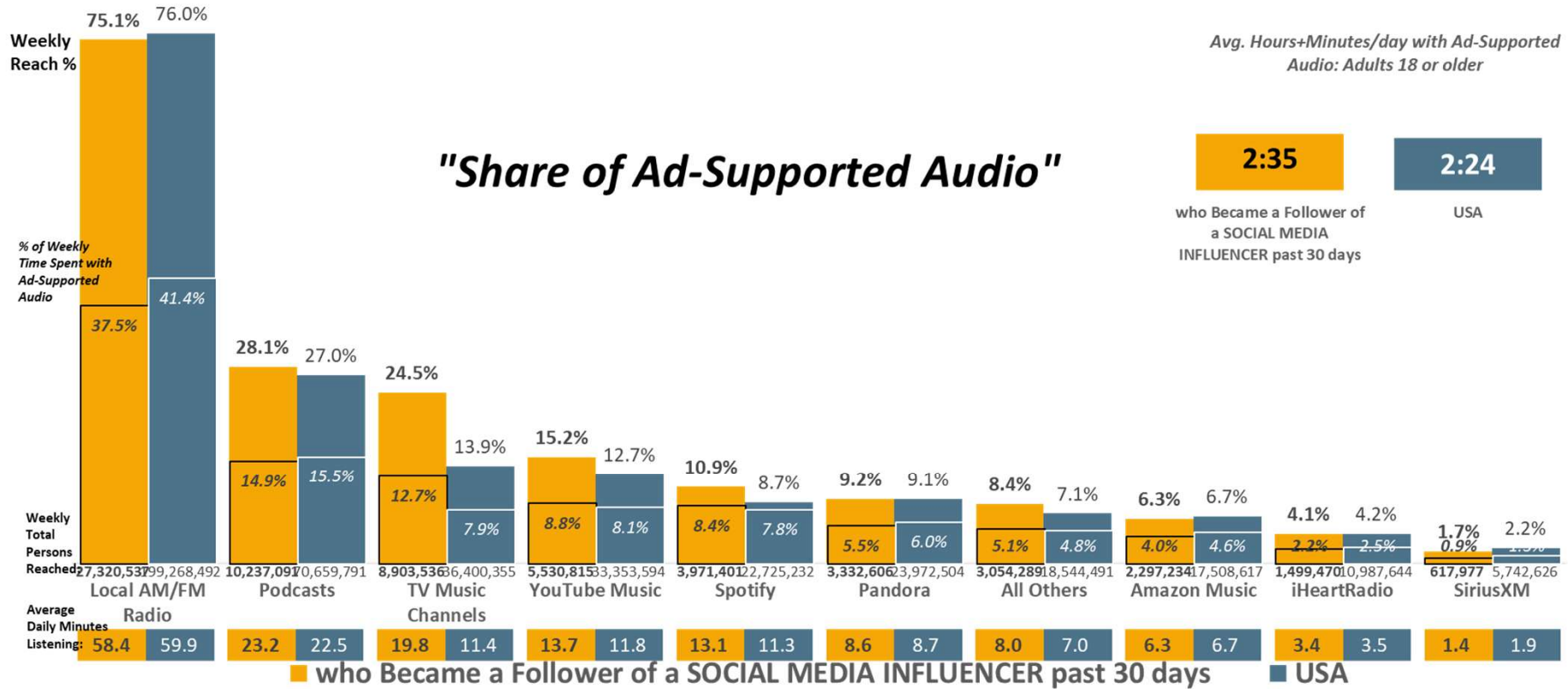


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





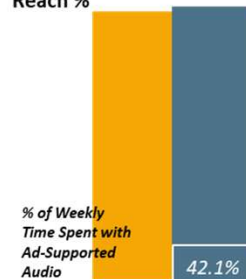
27,320,537 or 75.1% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58.4 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.





450,499 or 79.% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 64.6 minutes every day representing 37.6% of all time spent daily with Ad-Supported Audio.

Weekly Reach %



"Share of Ad-Supported Audio"

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 18 or older

2:51

2:29

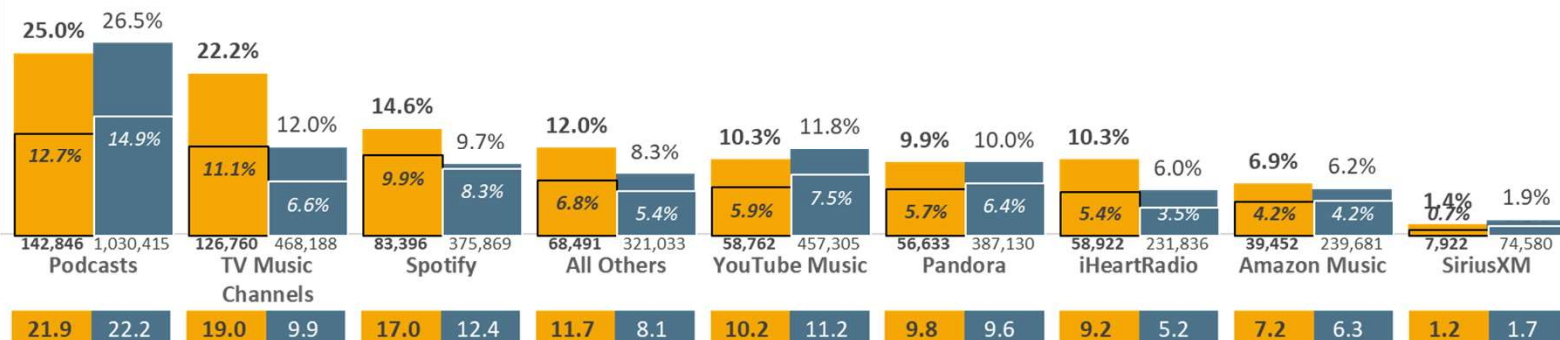
who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

MSP

% of Weekly Time Spent with Ad-Supported Audio

Weekly Total Persons Reached:

Average Daily Minutes Listening:

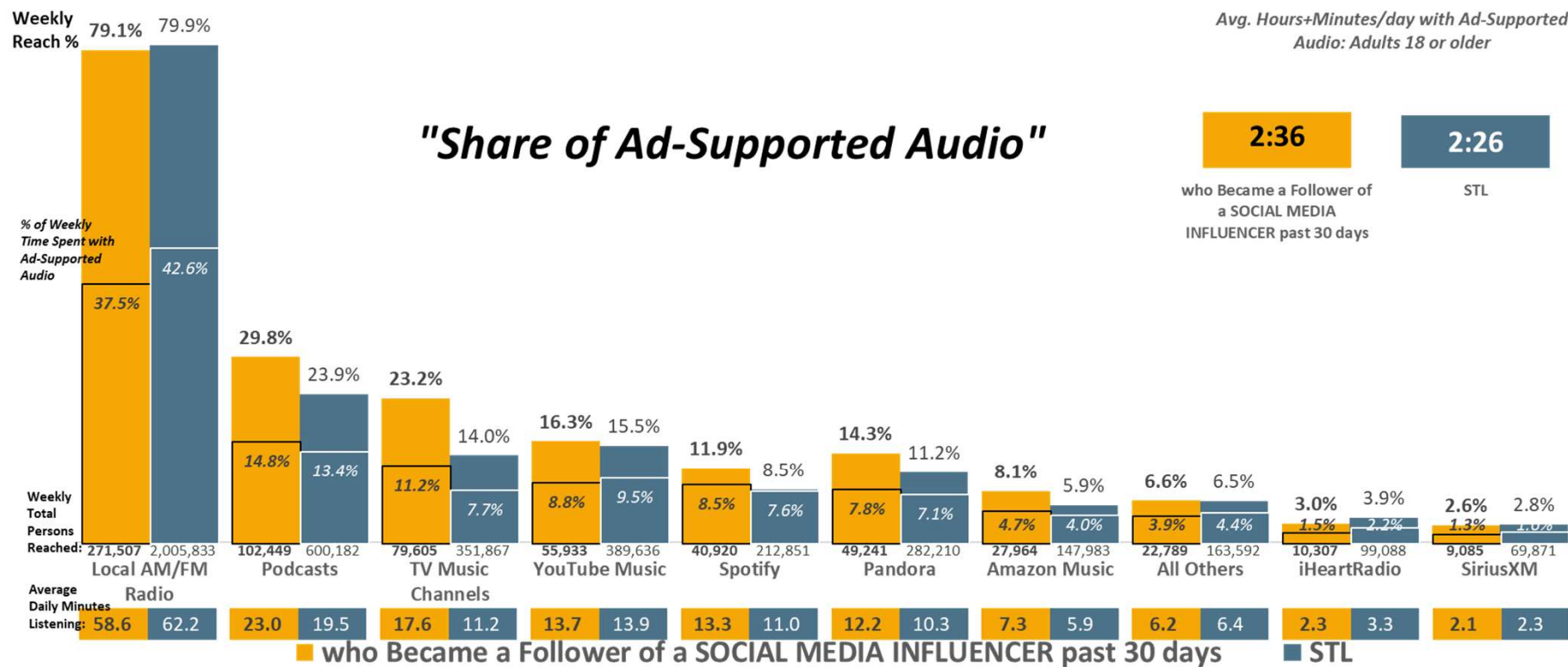


who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

MSP

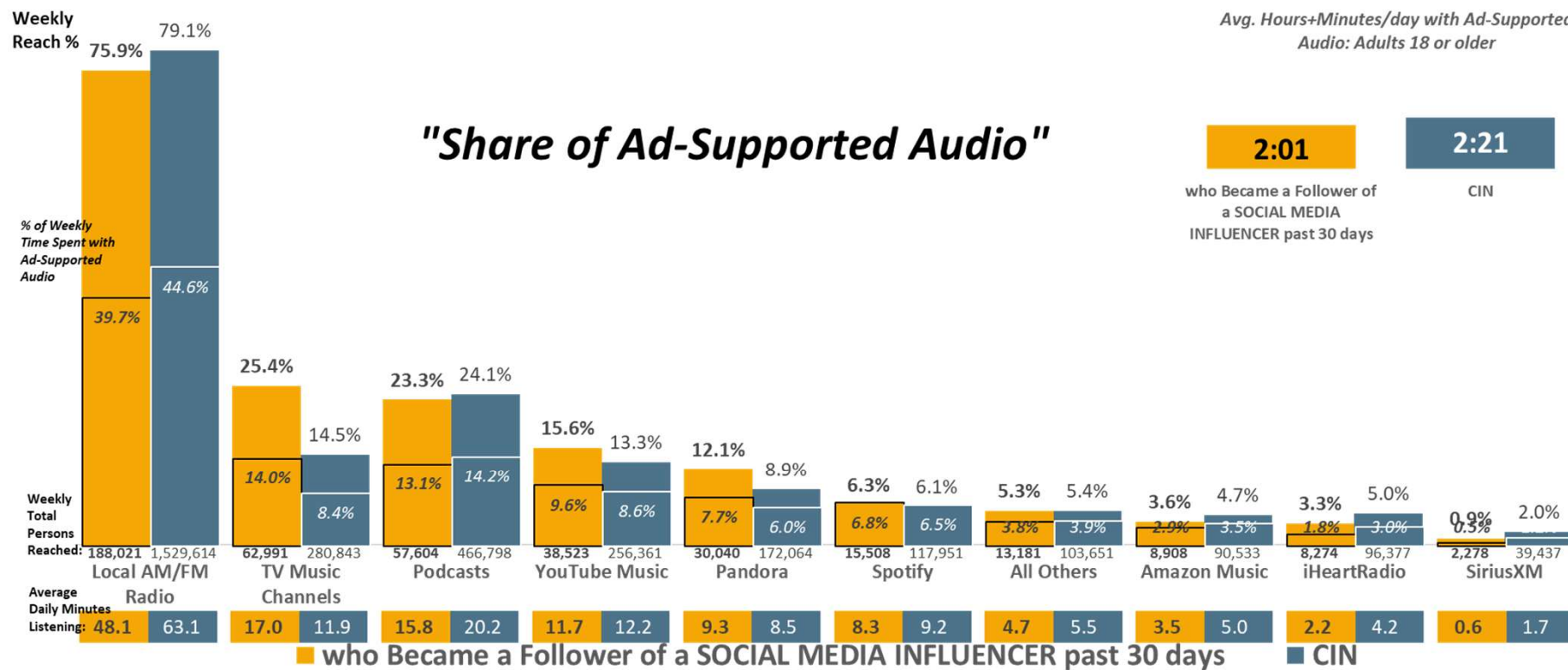


271,507 or 79.1% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58.6 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.



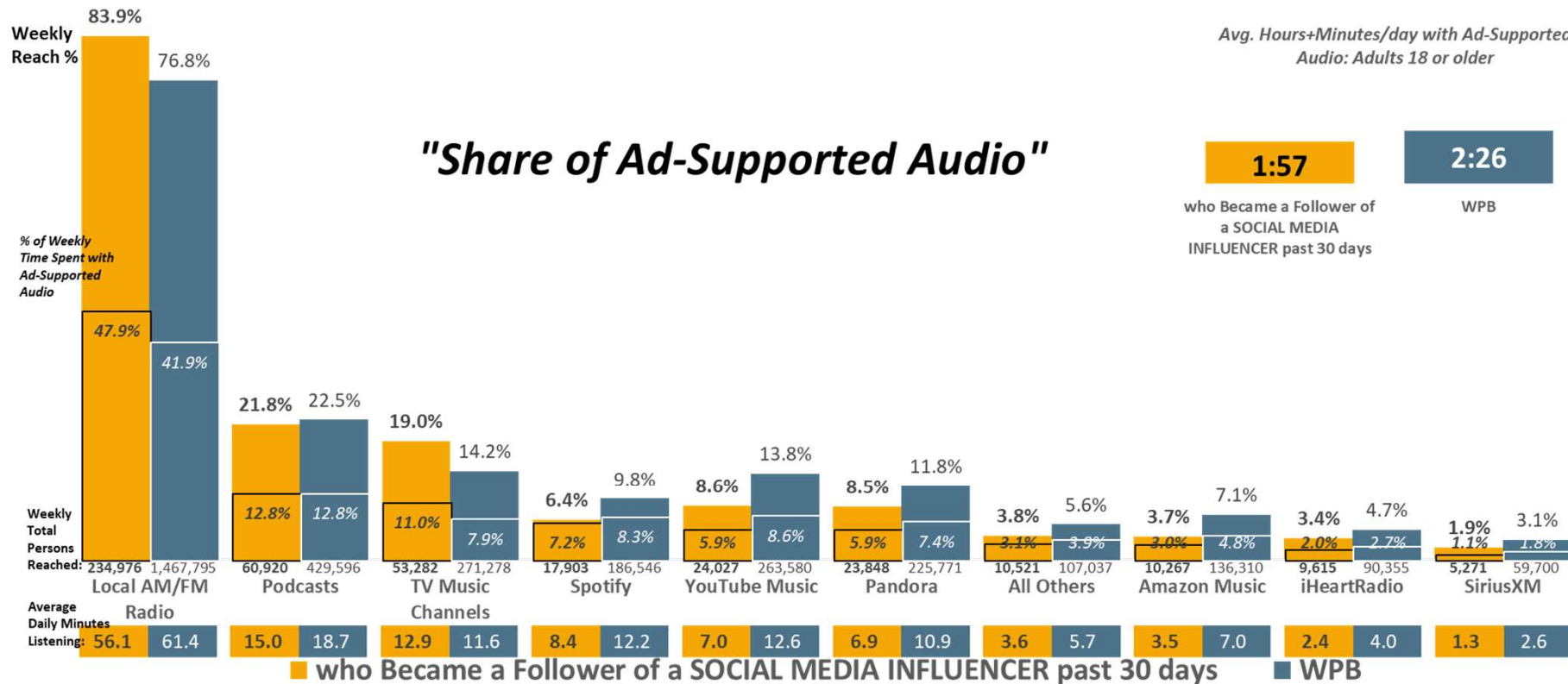


188,021 or 75.9% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 48.1 minutes every day representing 39.7% of all time spent daily with Ad-Supported Audio.





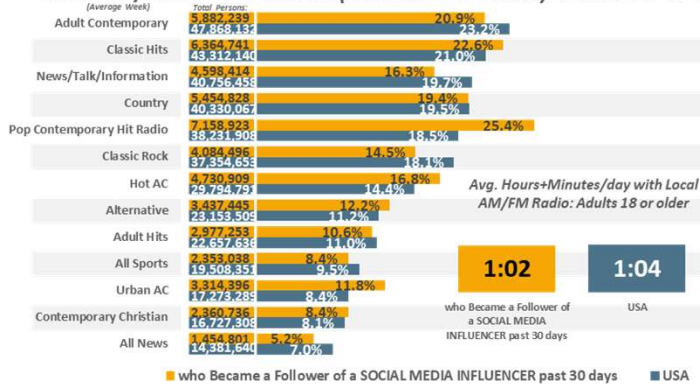
234,976 or 83.9% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 56.1 minutes every day representing 47.9% of all time spent daily with Ad-Supported Audio.



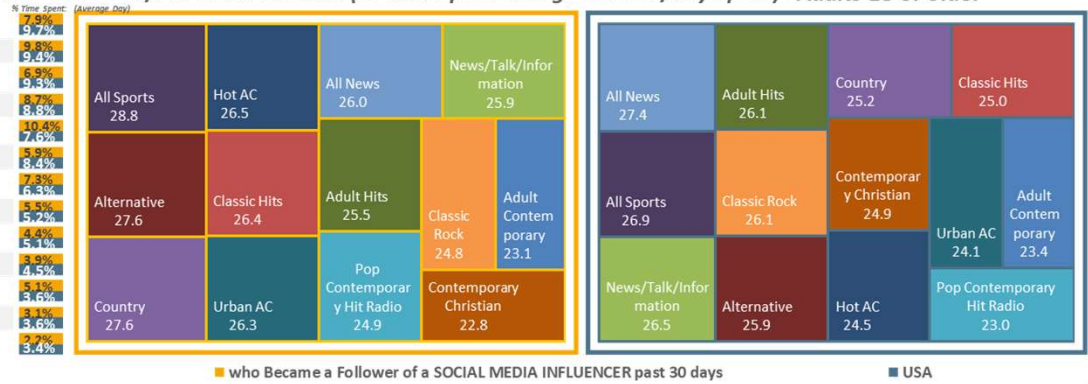


27,320,537 or 75.1% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Classic Hits, Adult Contemporary, Country, and Hot AC.

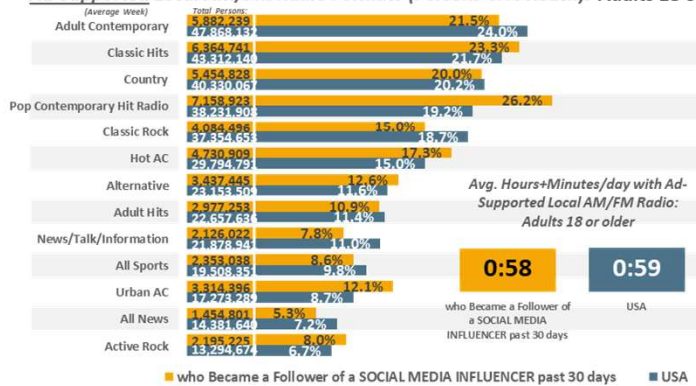
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



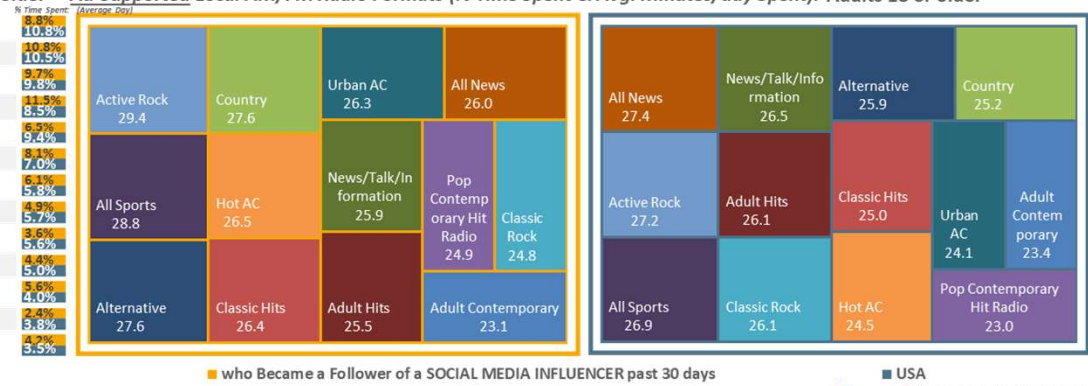
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,445
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

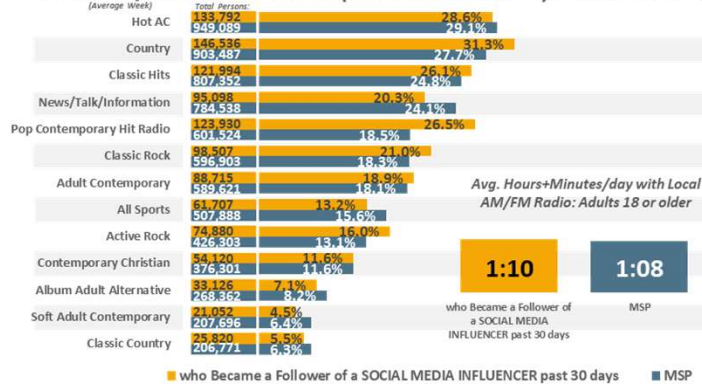
soefa.ai Share of Everything for Anything

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality

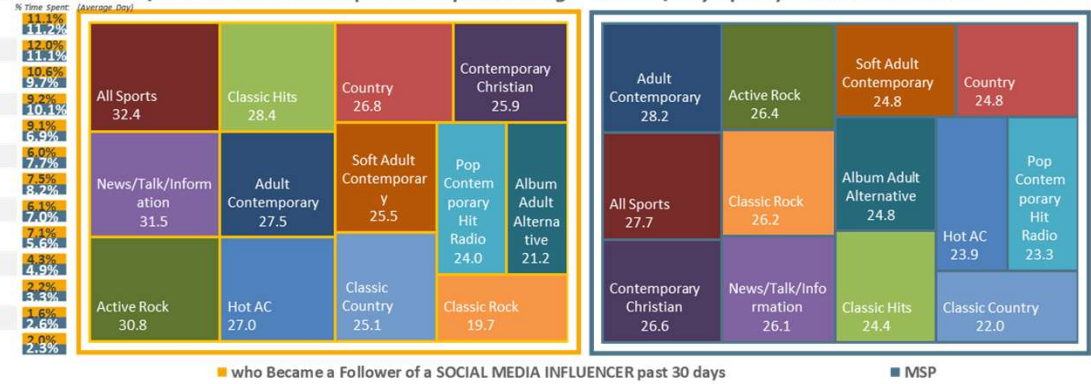


450,499 or 79.% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Pop Contemporary Hit Radio, Classic Hits, and Classic Rock.

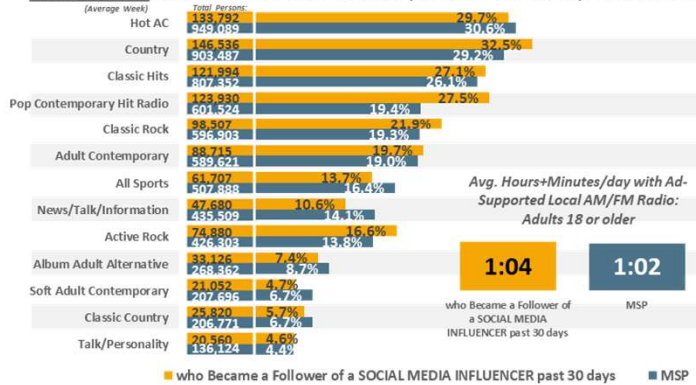
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



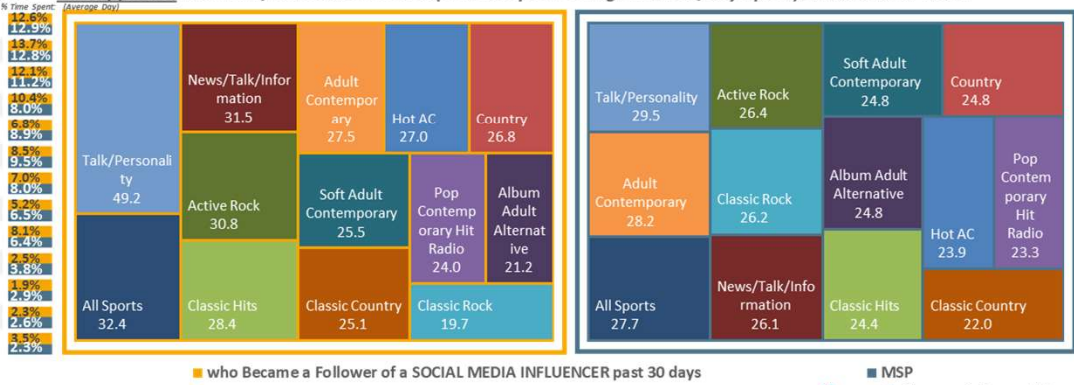
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 280
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

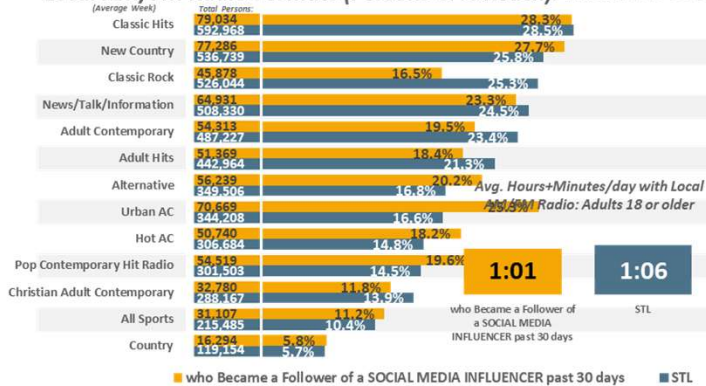
soefa.ai Share of Everything for Anything

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality

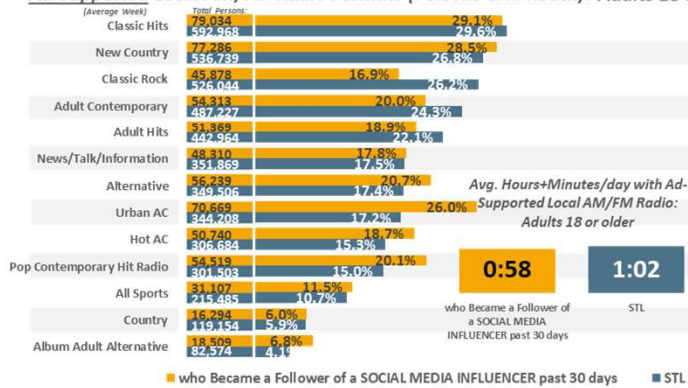


271,507 or 79.1% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, New Country, Urban AC, Alternative, and Pop Contemporary Hit Radio.

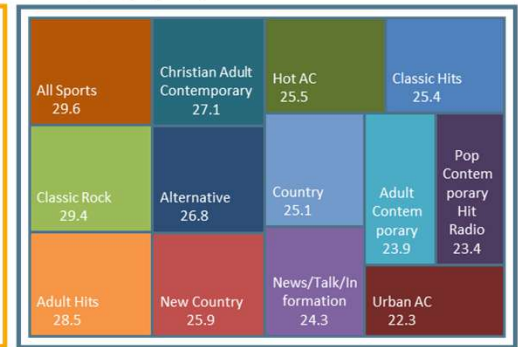
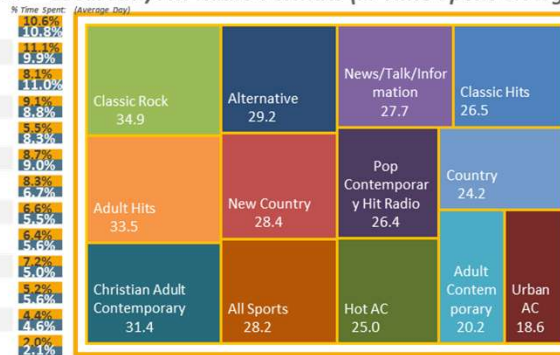
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



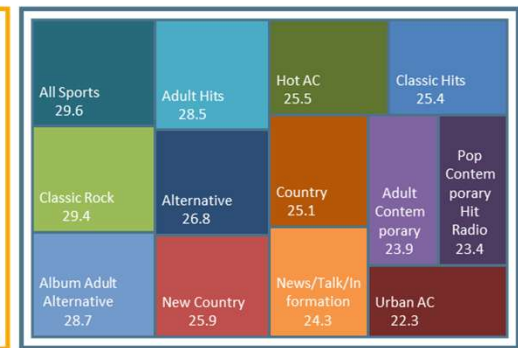
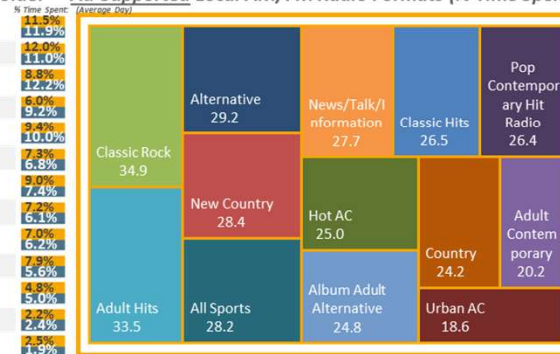
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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



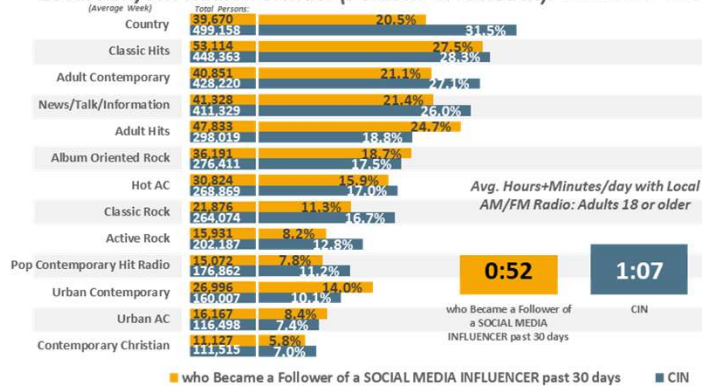
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



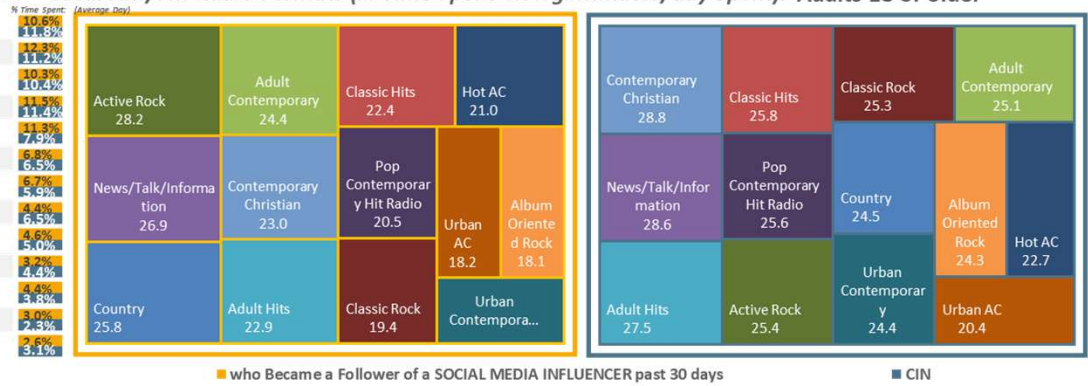


188,021 or 75.9% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Hits, Adult Contemporary, Country, and Album Oriented Rock.

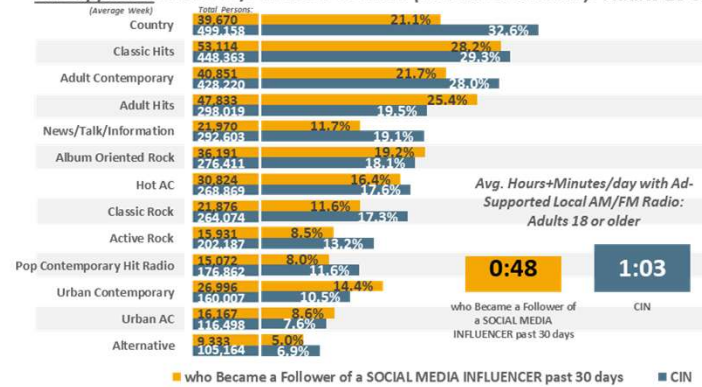
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



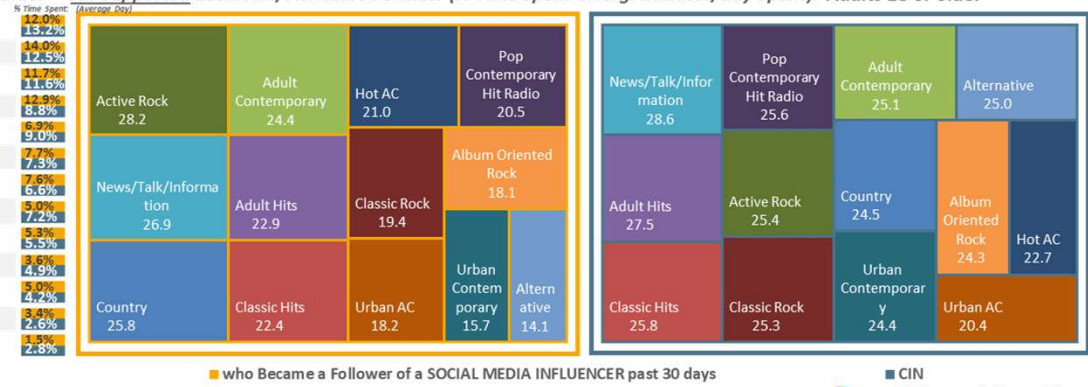
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



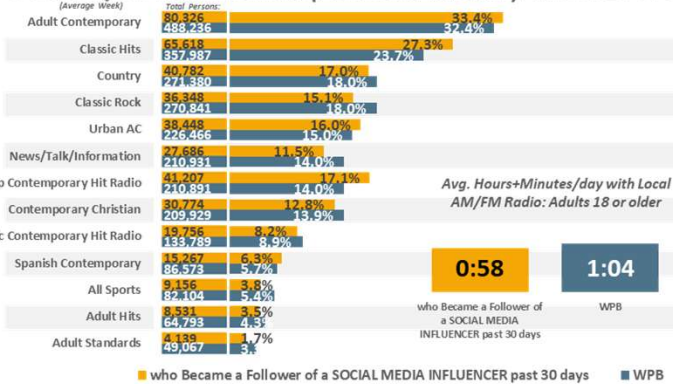
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



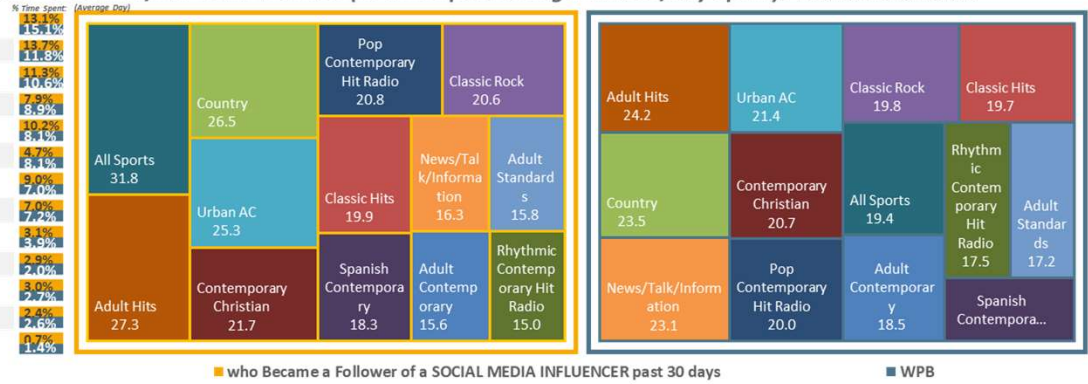


234,976 or 83.9% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Country, and Urban AC.

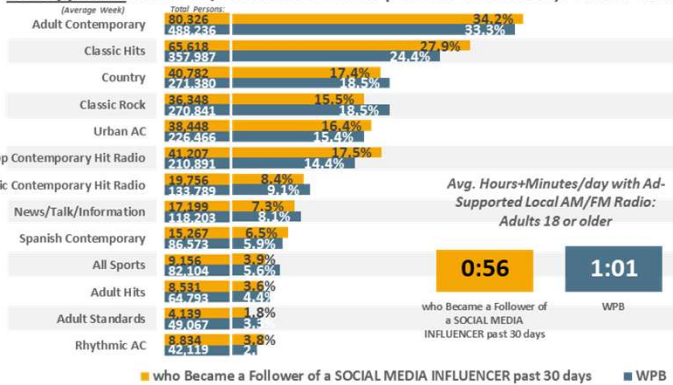
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



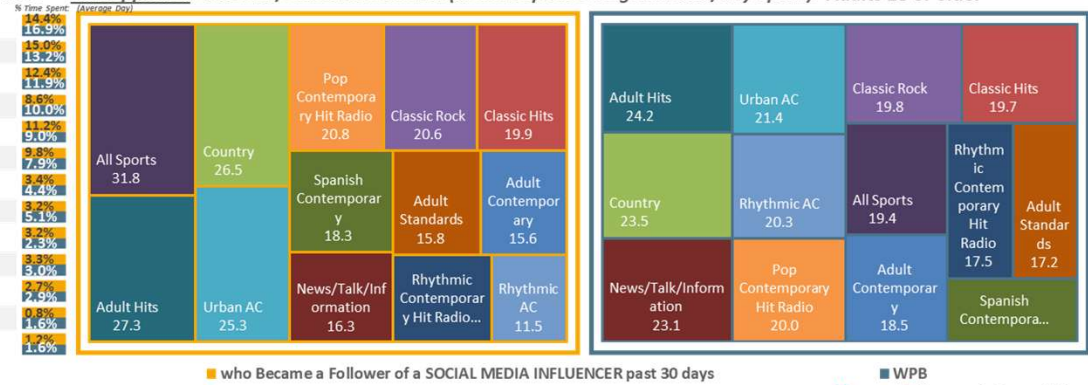
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



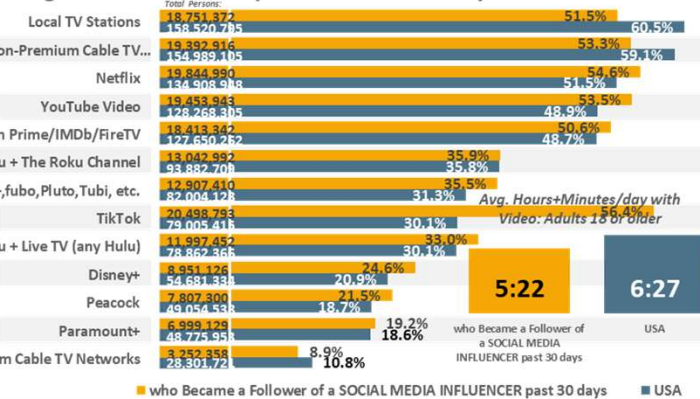
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



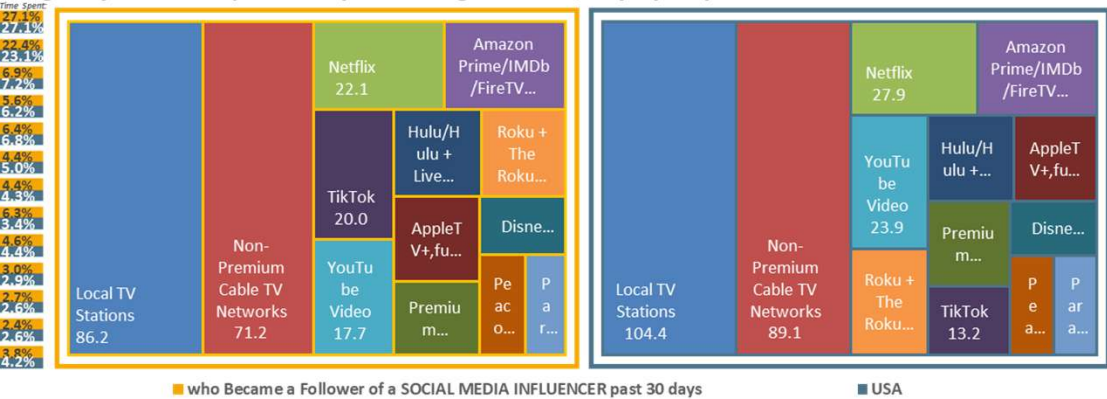


18,536,584 or 51.% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days watch Ad-Supported Local TV Stations for an average of 82.4 minutes every day representing 31.% of all time spent daily with Ad-Supported Video.

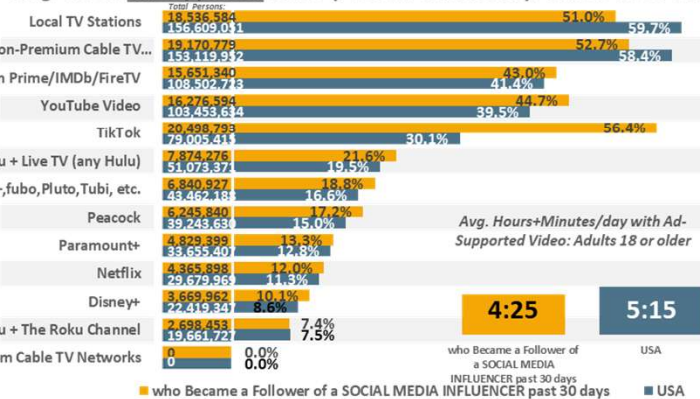
Avg. Week All Video (Persons & % Reach): Adults 18 or older



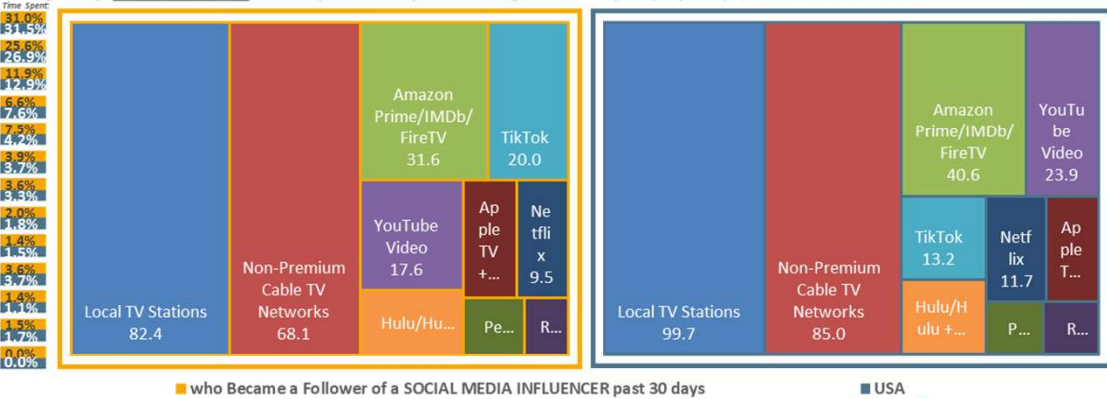
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

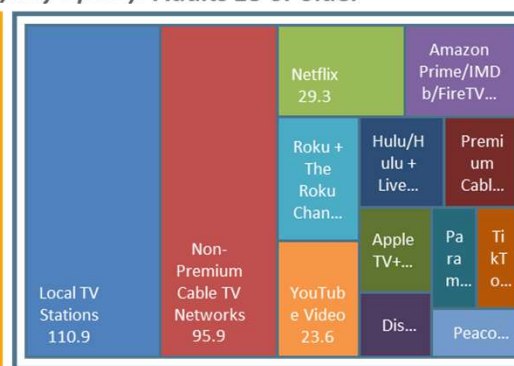
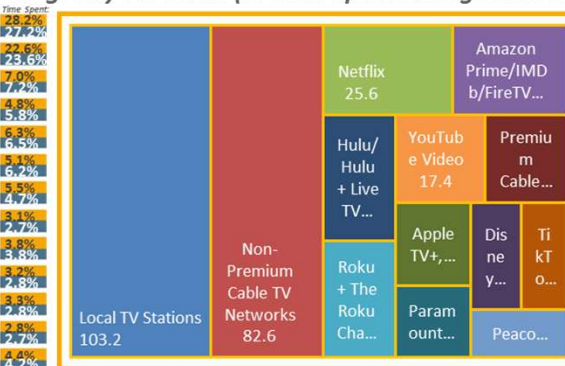
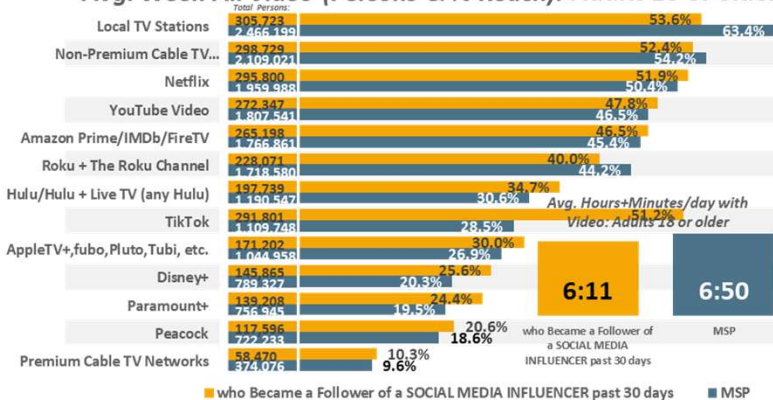




303,024 or 53.1% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days watch Ad-Supported Local TV Stations for an average of 96.4 minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.

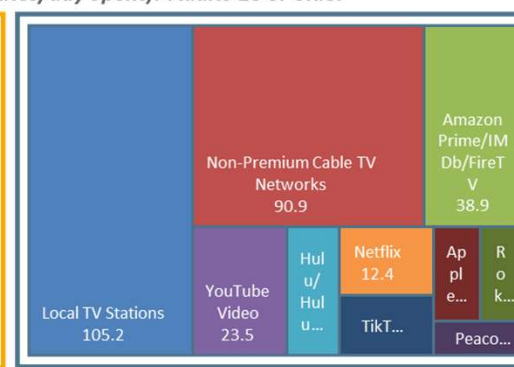
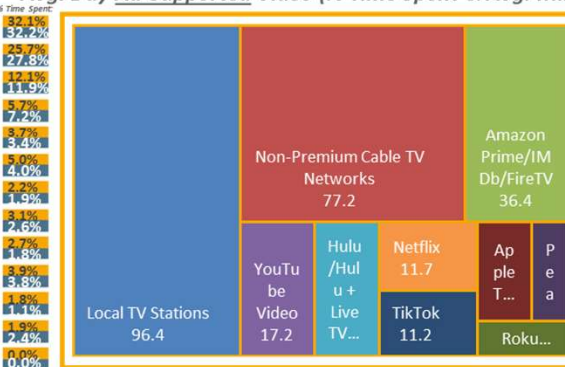
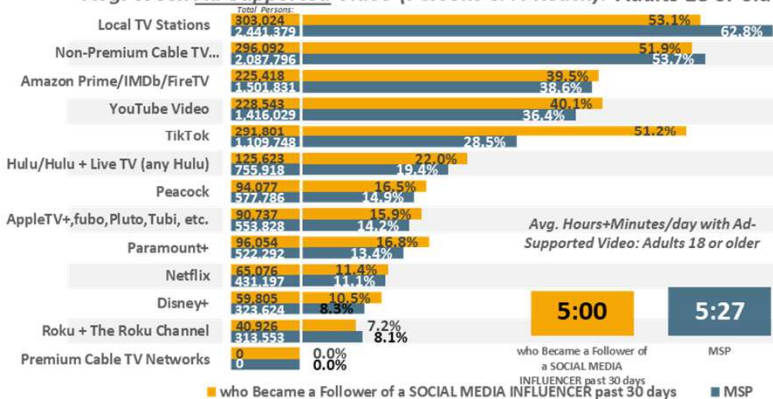
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



MSP DMA Scarborough R2 2025: Aug 24-Jul 25 Qual Intab 280
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

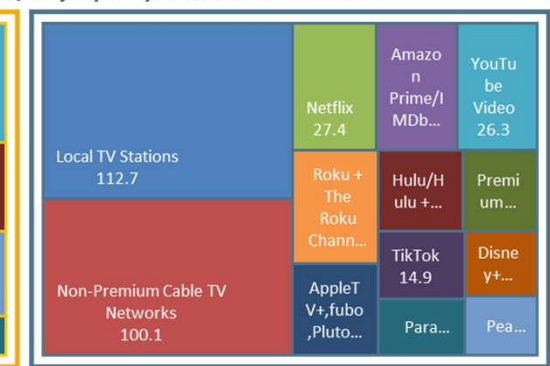
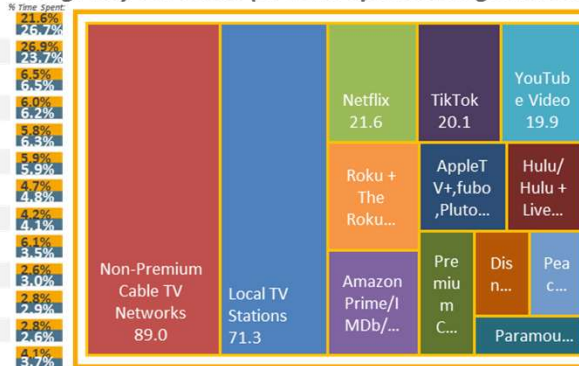
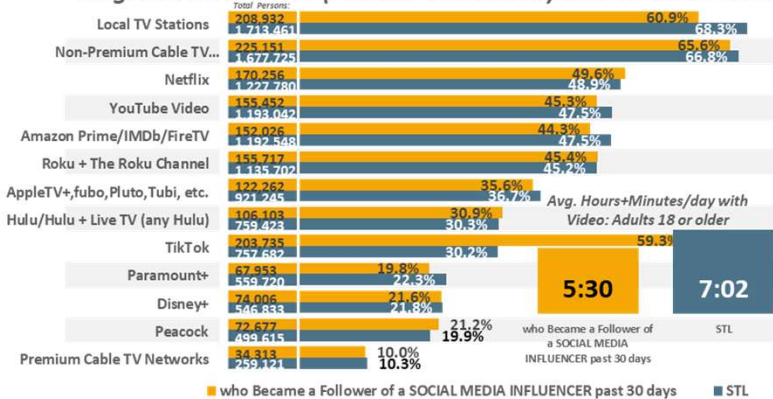
Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



206,858 or 60.3% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days watch Ad-Supported Local TV Stations for an average of 69.3 minutes every day representing 25.9% of all time spent daily with Ad-Supported Video.

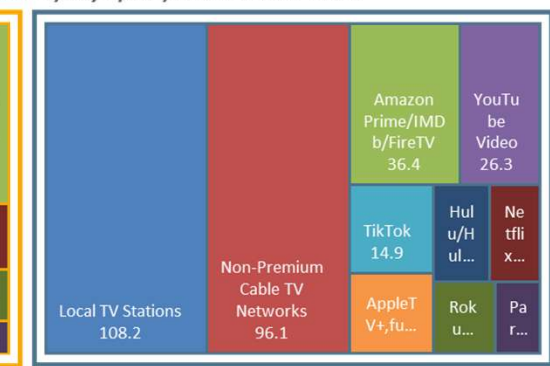
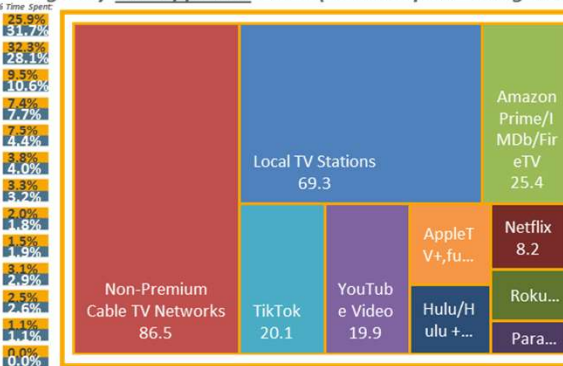
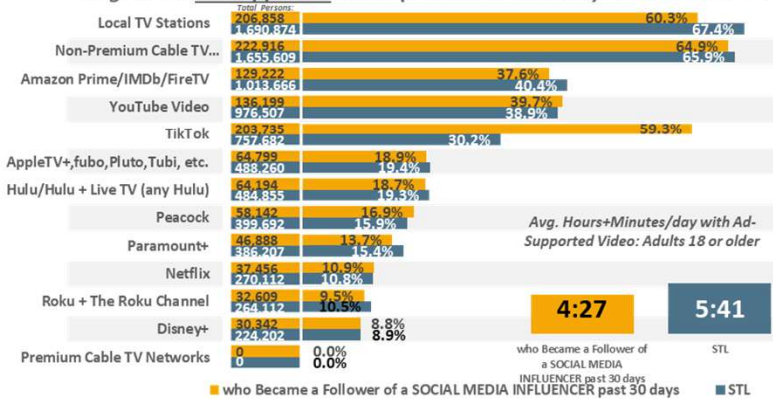
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 277
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

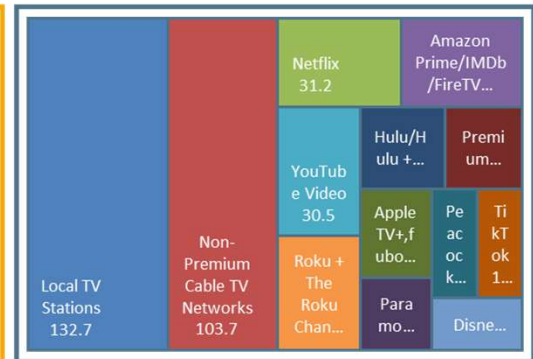
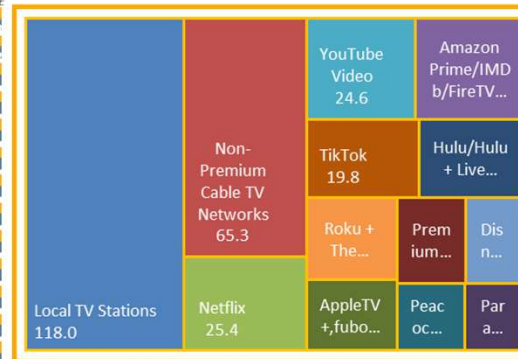
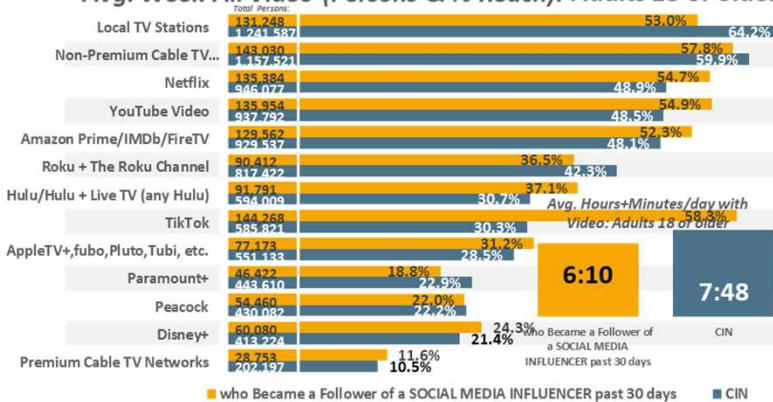
Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



130,219 or 52.6% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days watch Ad-Supported Local TV Stations for an average of 114.2 minutes every day representing 37.4% of all time spent daily with Ad-Supported Video.

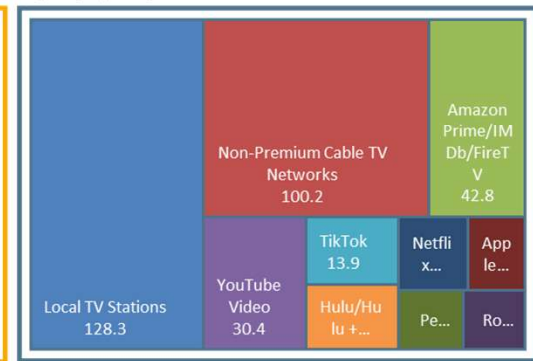
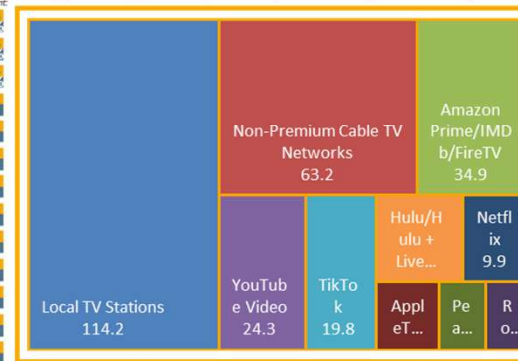
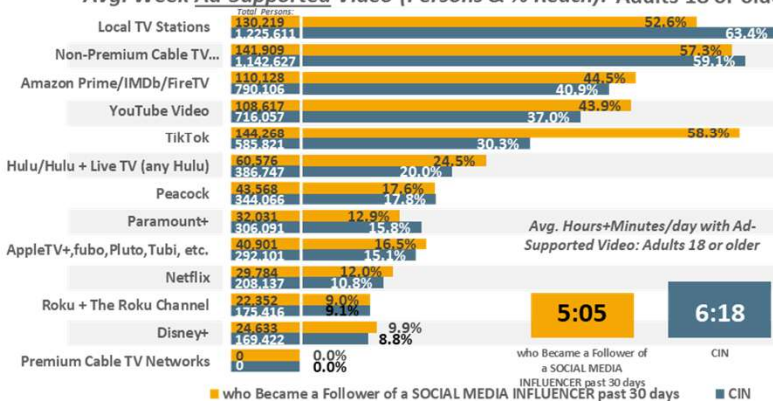
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 250
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

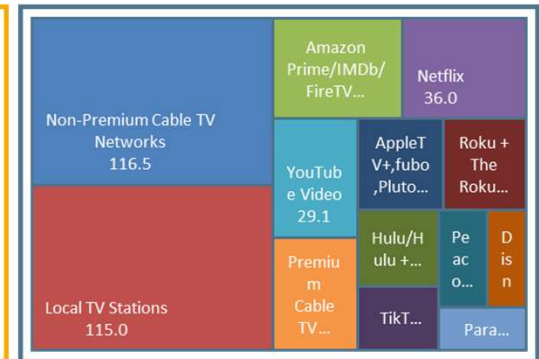
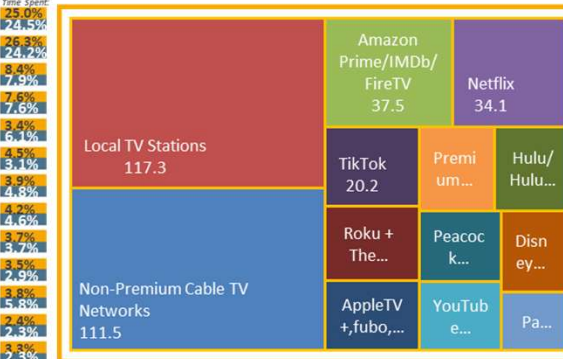
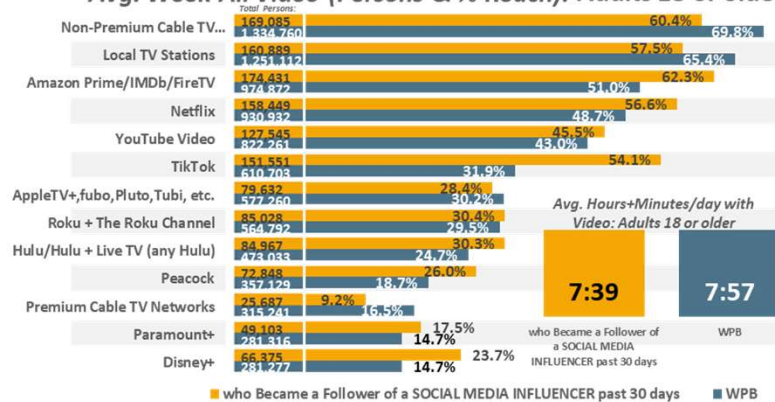
Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



160,047 or 57.2% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days watch Ad-Supported Local TV Stations for an average of 114.3 minutes every day representing 30.2% of all time spent daily with Ad-Supported Video.

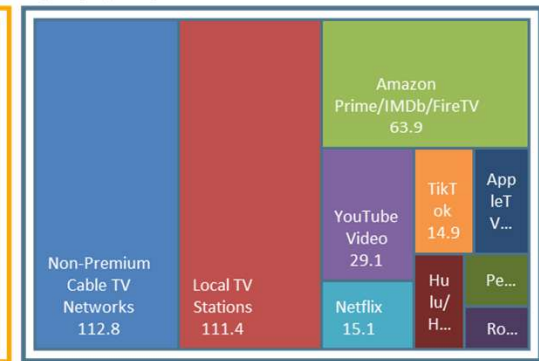
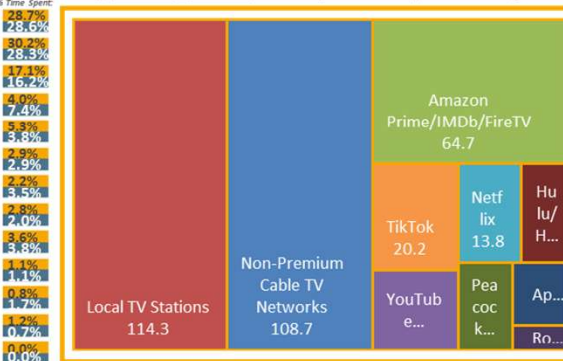
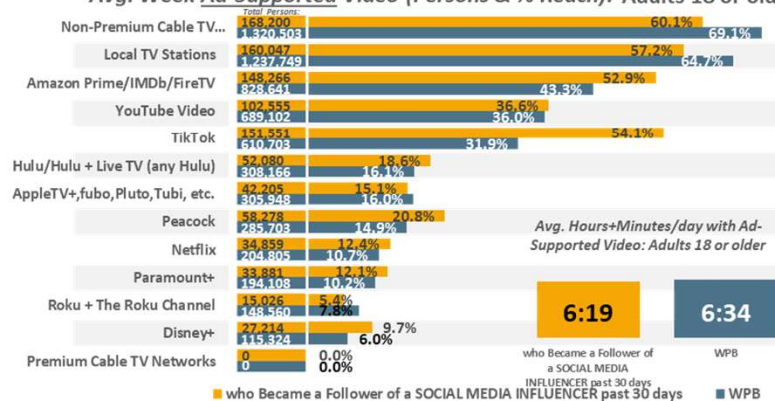
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



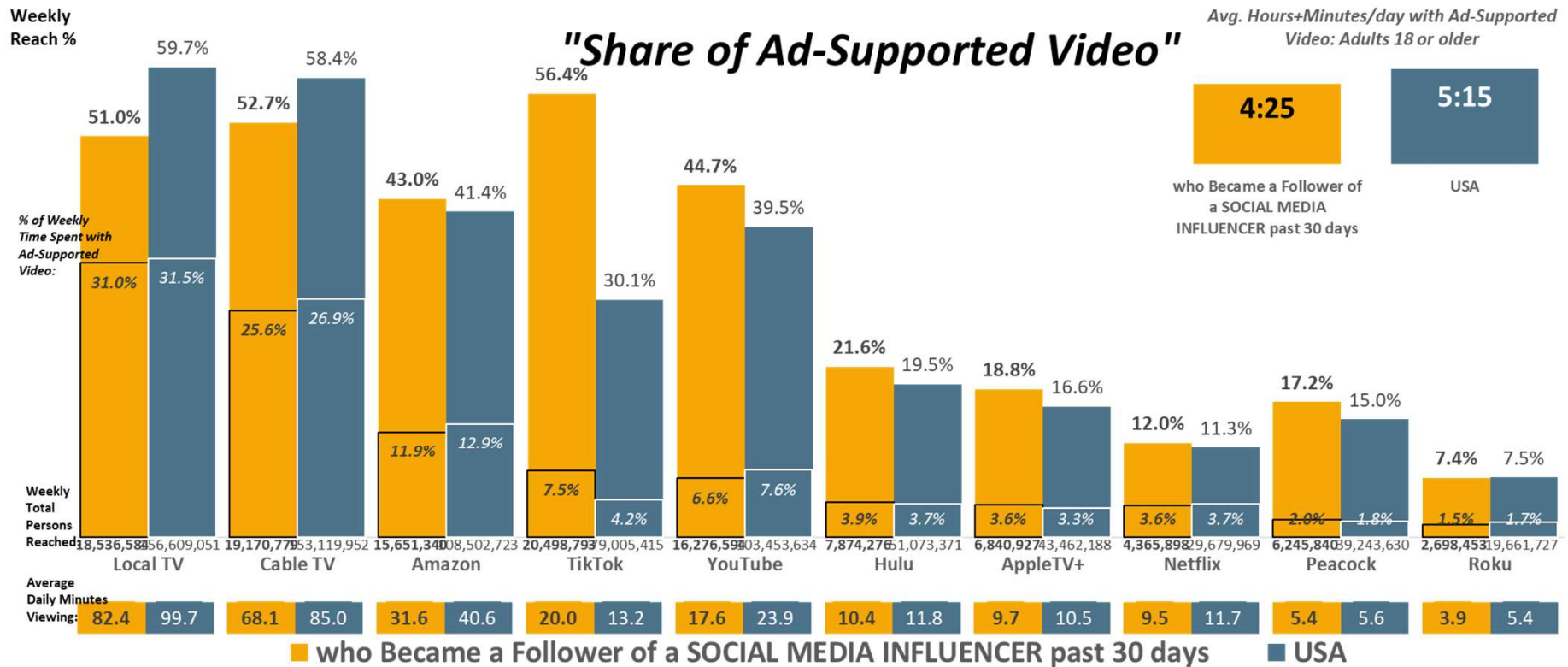
Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older

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





18,536,584 or 51.0% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days watch Ad-Supported Local TV Stations for an average of 82.4 minutes every day representing 31.0% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,445
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

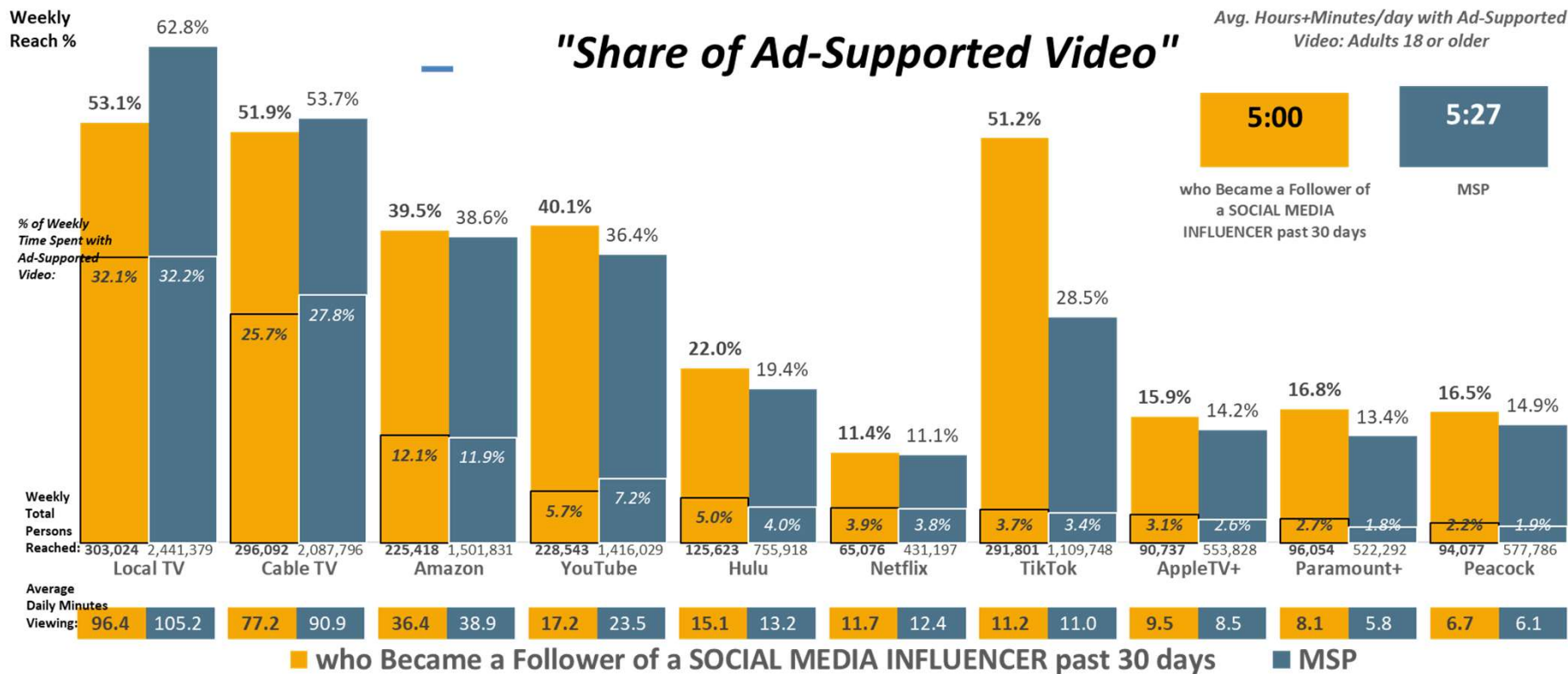
soefa.ai Share of Everything for Anything

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



303,024 or 53.1% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days watch Ad-Supported Local TV Stations for an average of 96.4 minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.

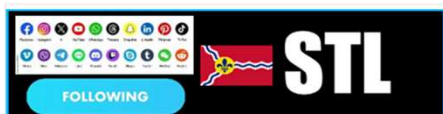
"Share of Ad-Supported Video"



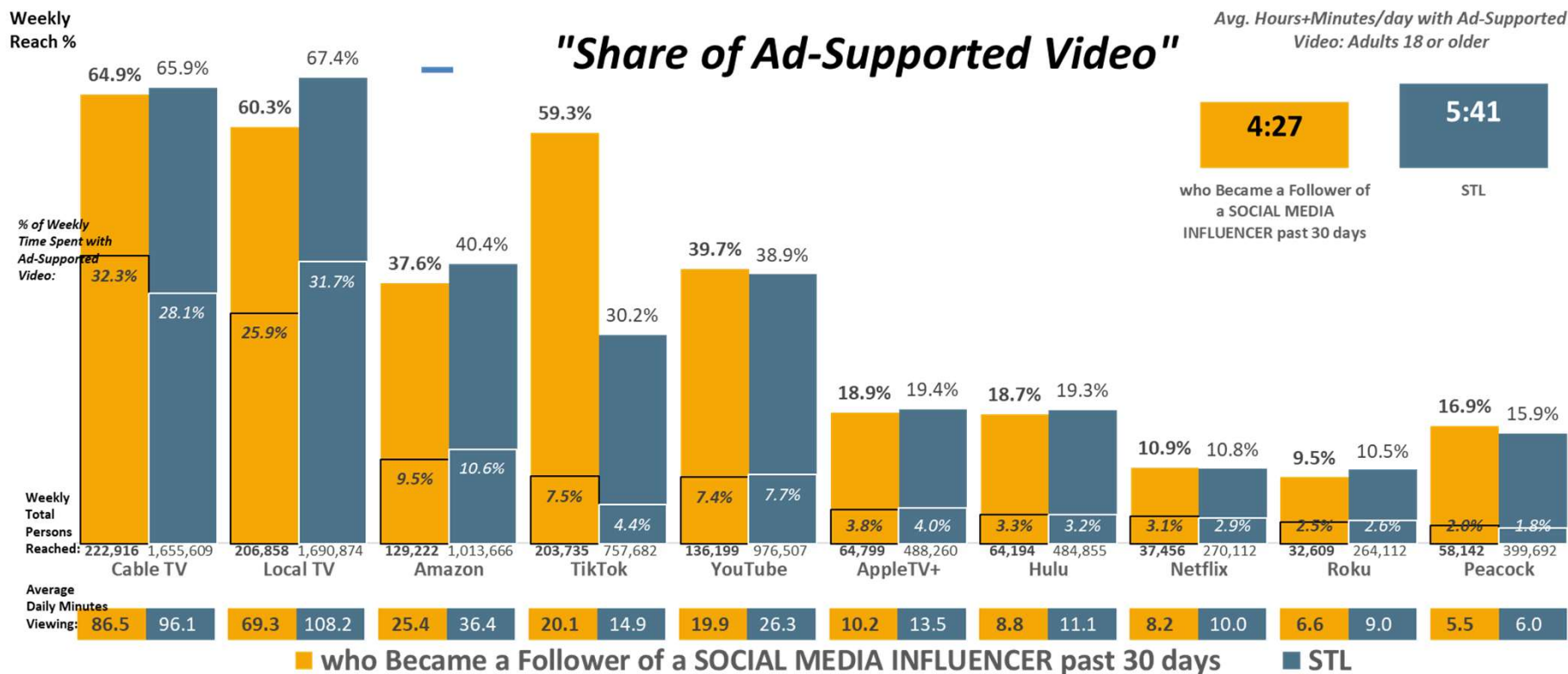
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 280 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality

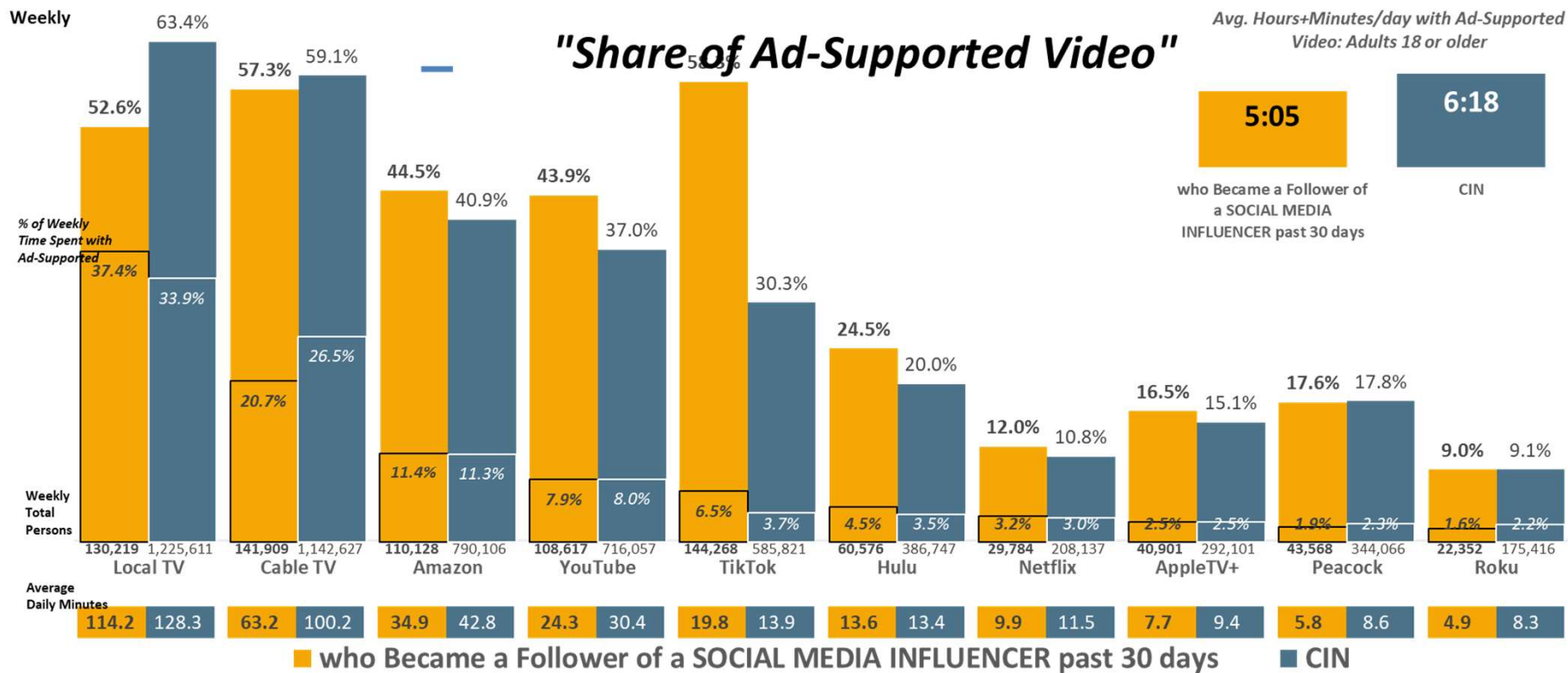


206,858 or 60.3% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days watch Ad-Supported Local TV Stations for an average of 69.3 minutes every day representing 25.9% of all time spent daily with Ad-Supported Video.





130,219 or 52.6% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days watch Ad-Supported Local TV Stations for an average of 114.2 minutes every day representing 37.4% of all time spent daily with Ad-Supported Video.



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 250
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

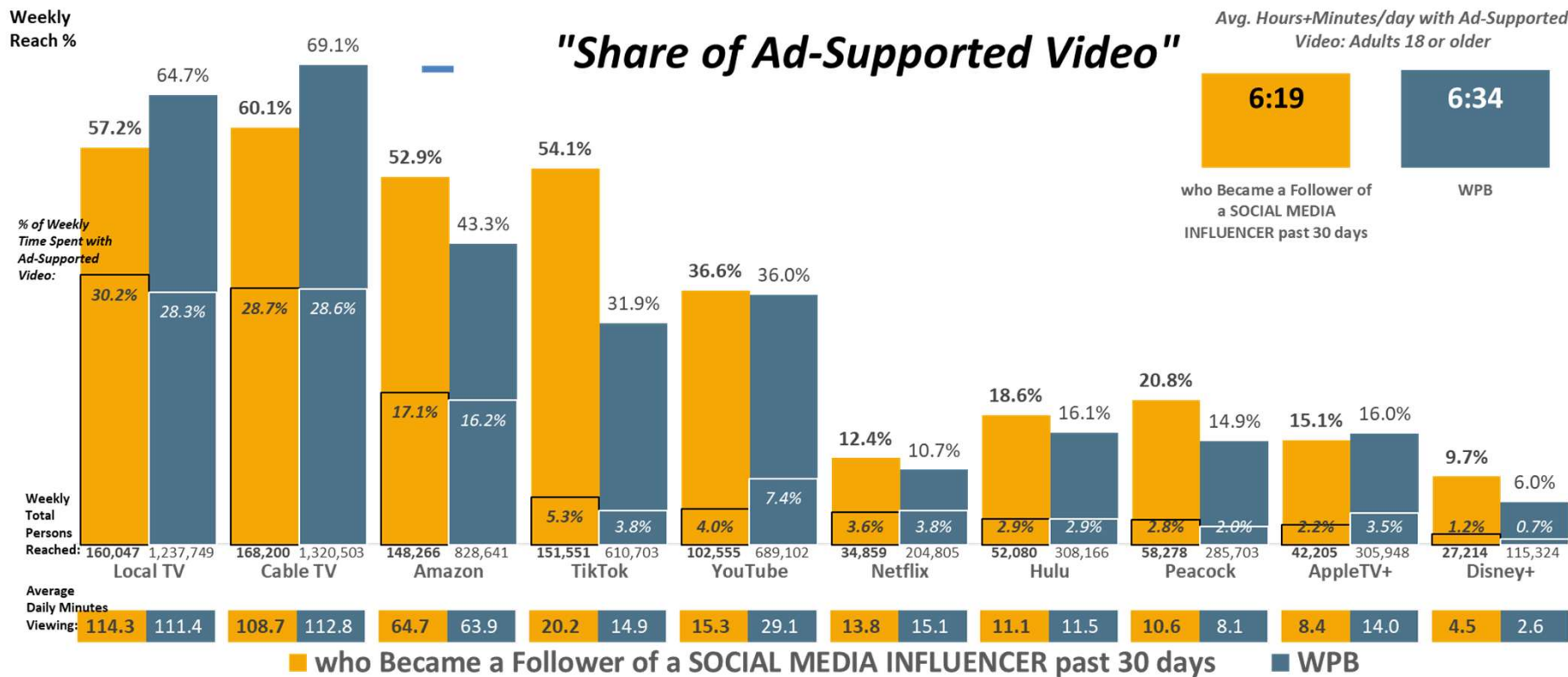
CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

soefa.ai Share of Everything for Anything

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



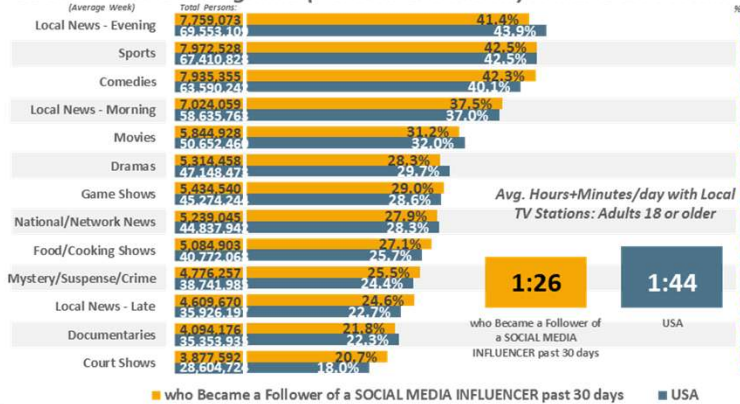
160,047 or 57.2% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days watch Ad-Supported Local TV Stations for an average of 114.3 minutes every day representing 30.2% of all time spent daily with Ad-Supported Video.



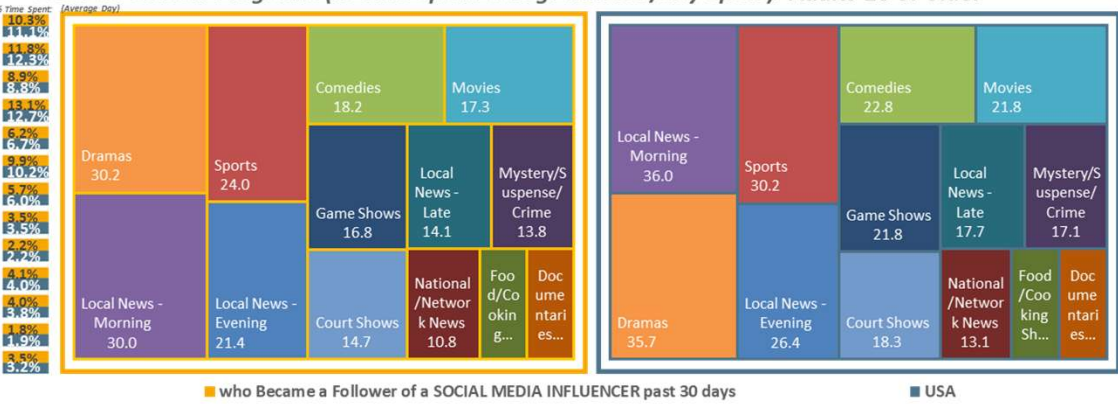


18,536,584 or 51.1% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Game Shows.

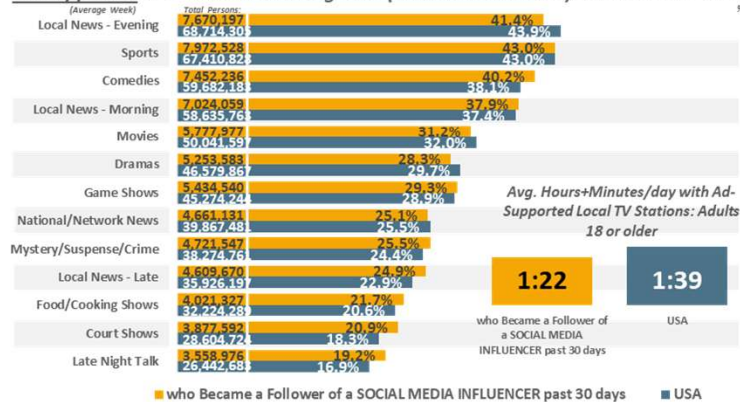
Local TV Station Programs (Persons & % Reach): Adults 18 or older



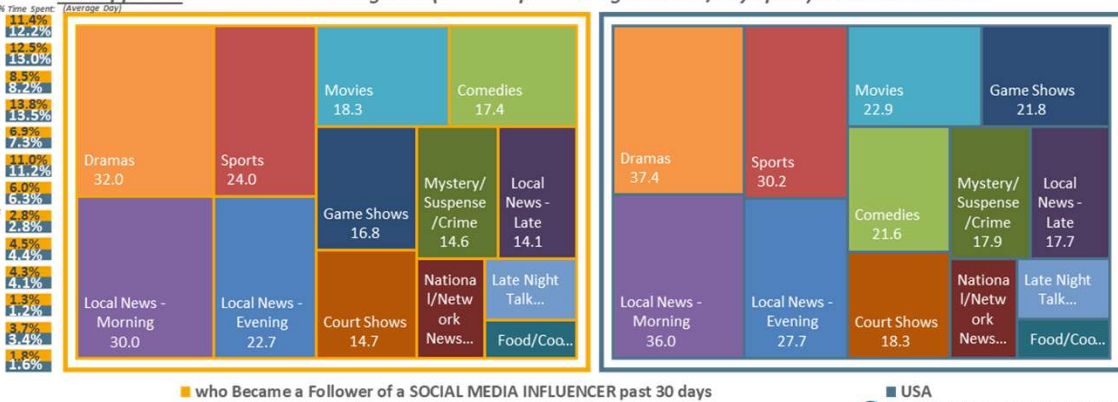
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



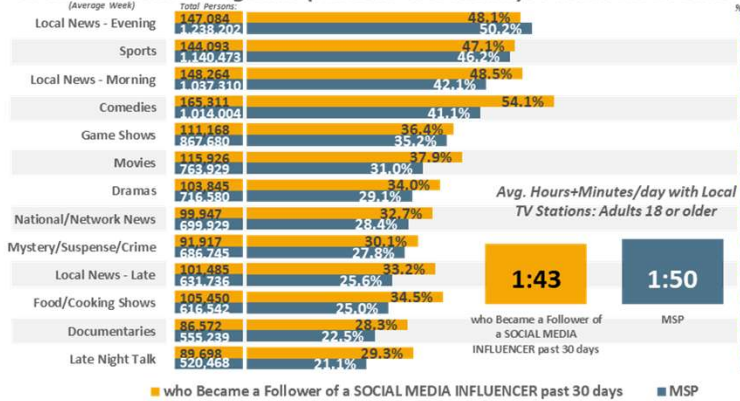
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



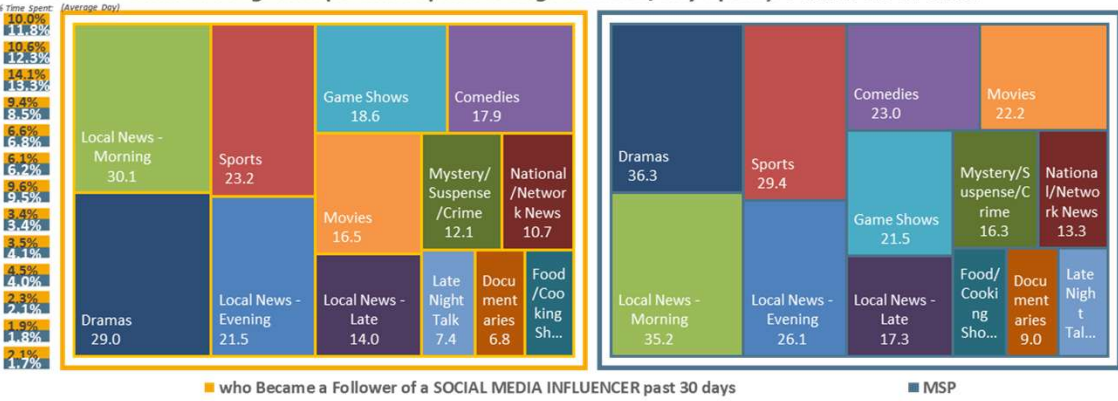


303,024 or 53.1% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Morning, Local News - Evening, Sports, Movies, and Game Shows.

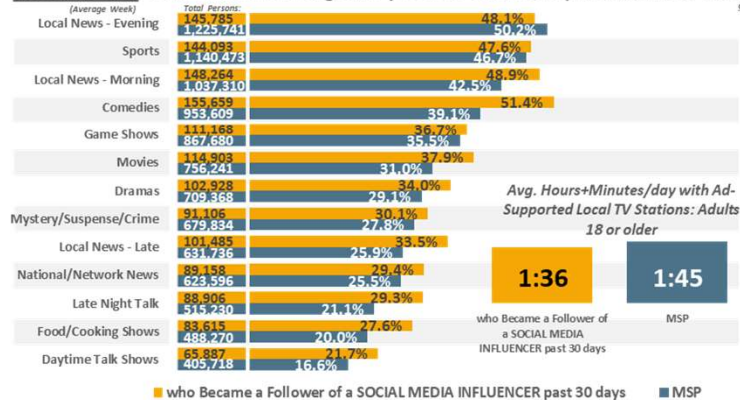
Local TV Station Programs (Persons & % Reach): Adults 18 or older



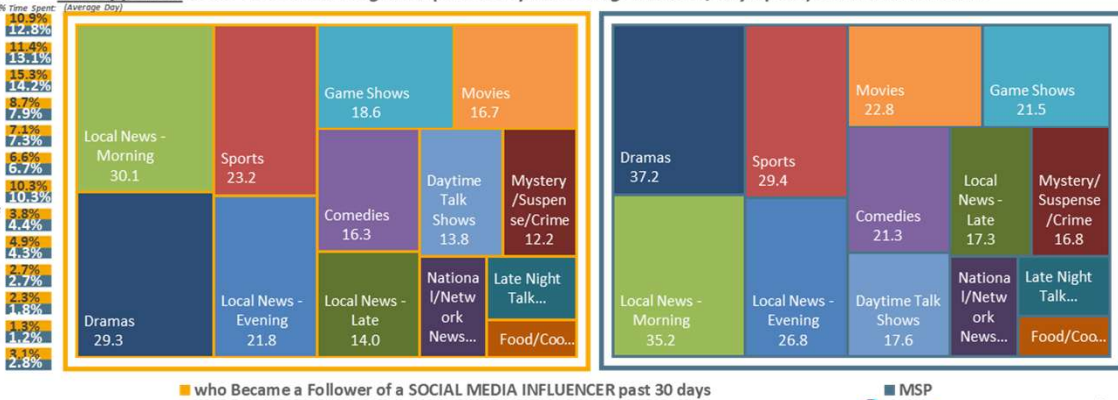
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



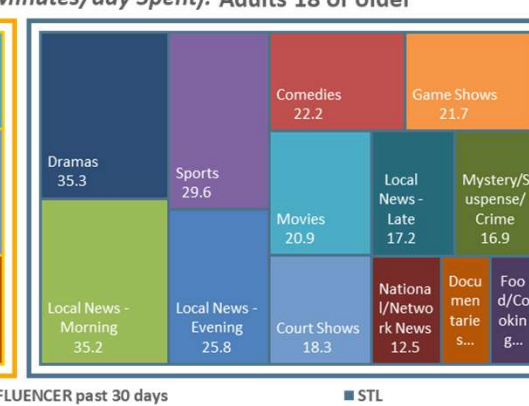
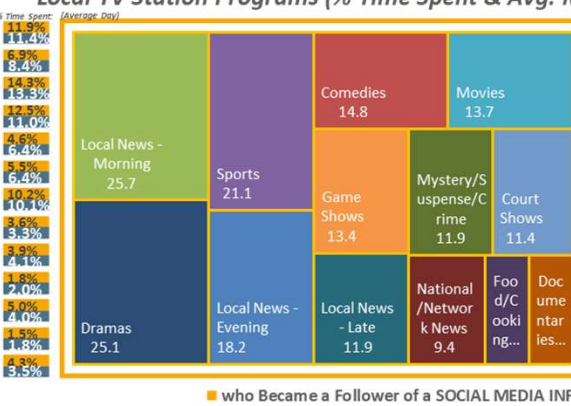
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 280
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

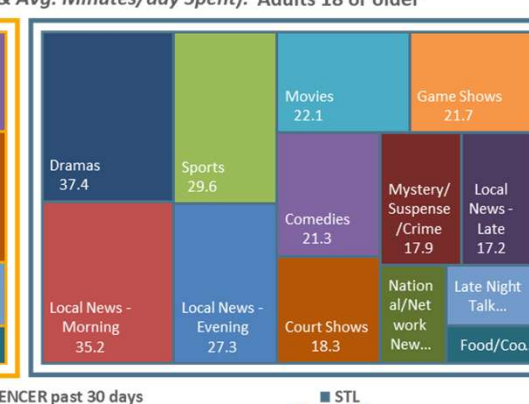
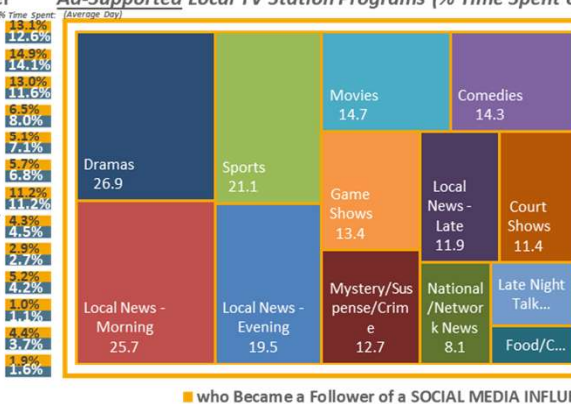
Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



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



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



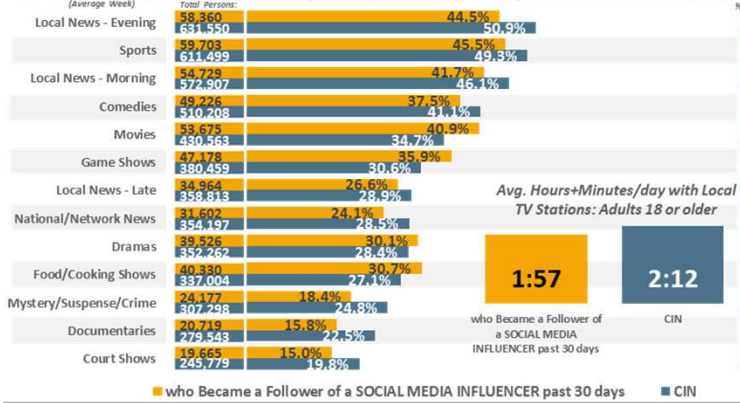
soefa.ai Share of Everything
for Anything.

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality

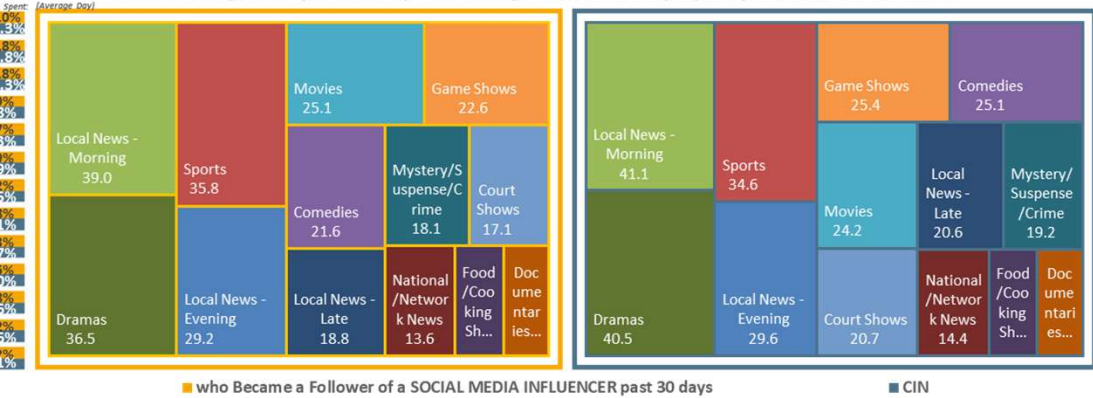


130,219 or 52.6% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Game Shows, and Comedies.

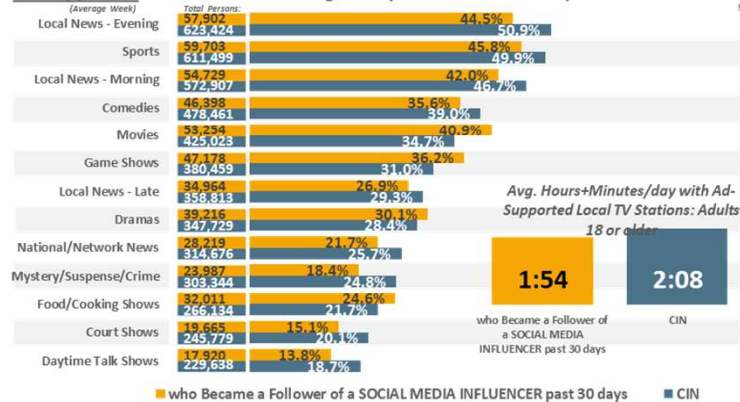
Local TV Station Programs (Persons & % Reach): Adults 18 or older



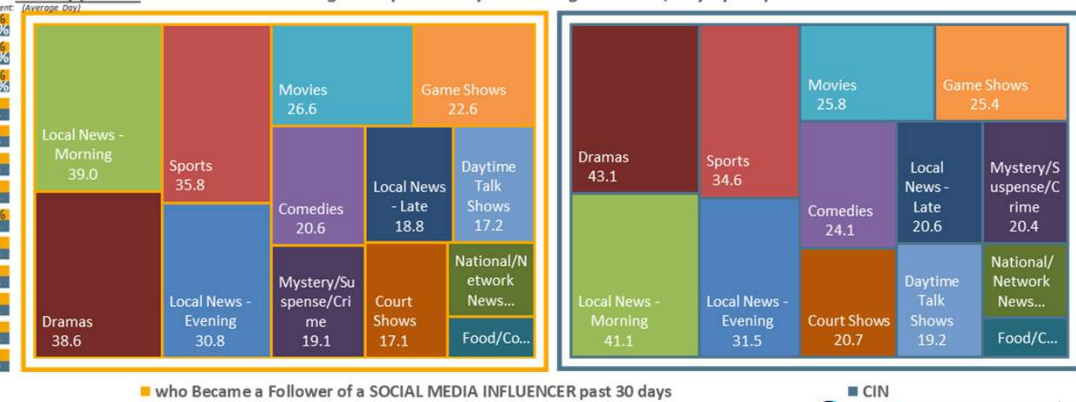
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



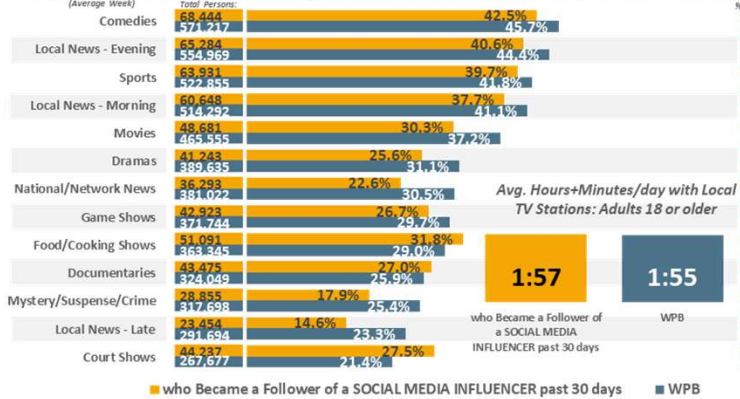
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



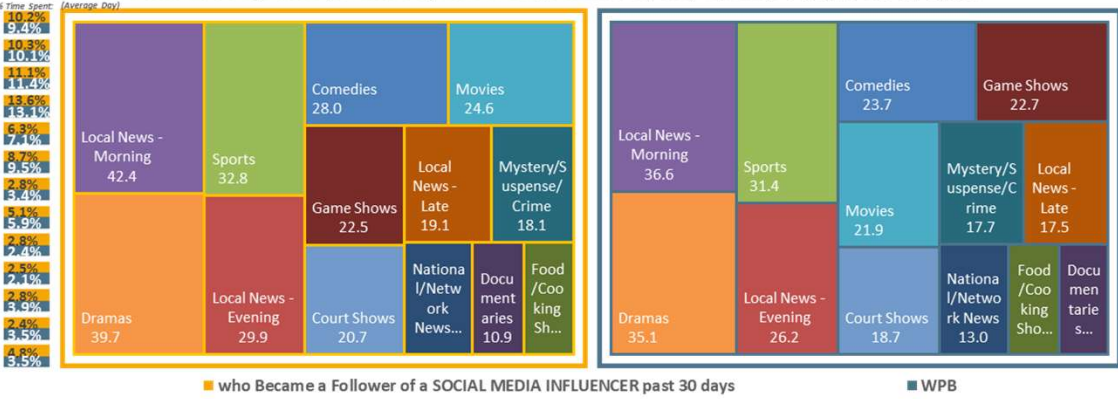


160,047 or 57.2% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Sports, Local News - Morning, Movies, and Court Shows.

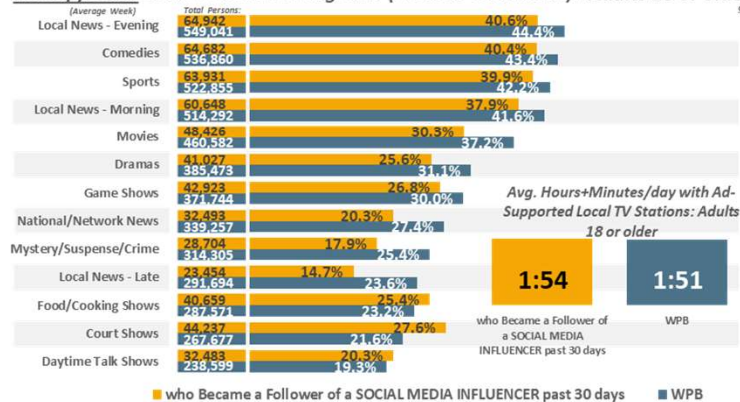
Local TV Station Programs (Persons & % Reach): Adults 18 or older



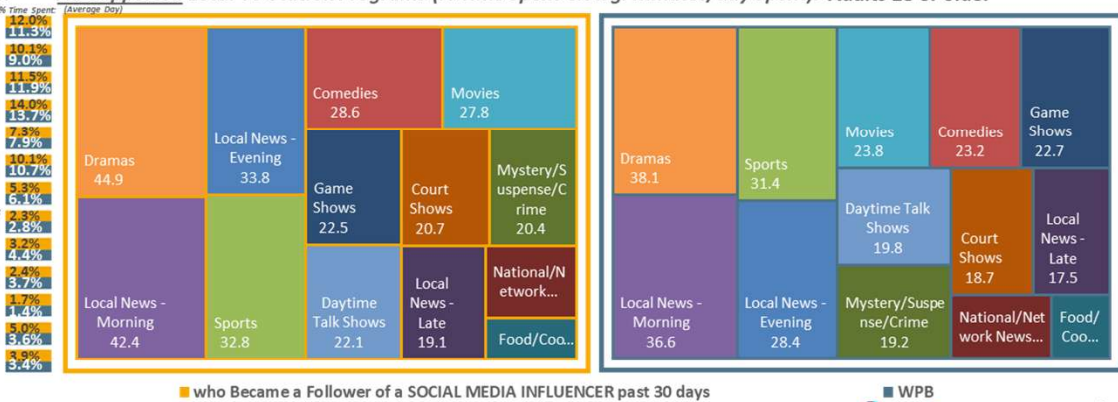
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

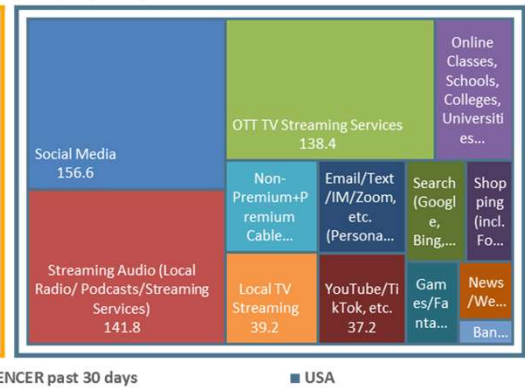
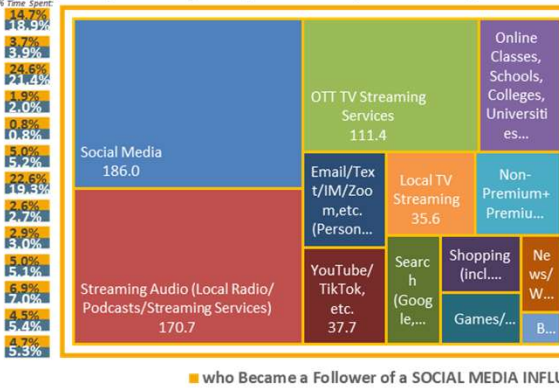
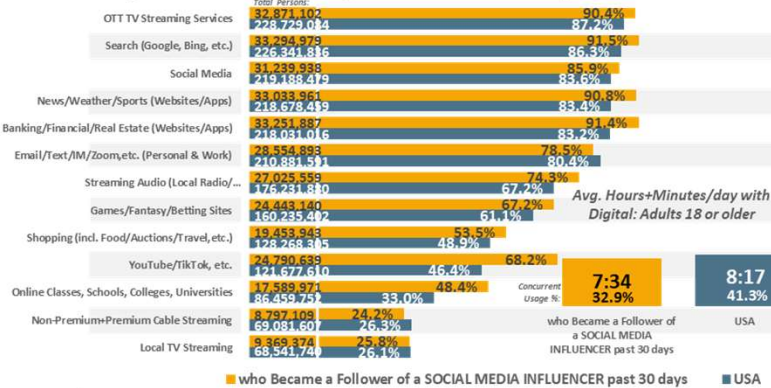




24,014,117 or 66.% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days use Ad-Supported Social Media for an average of 143. minutes every day representing 27.3% of all time spent daily with Ad-Supported Digital Media.

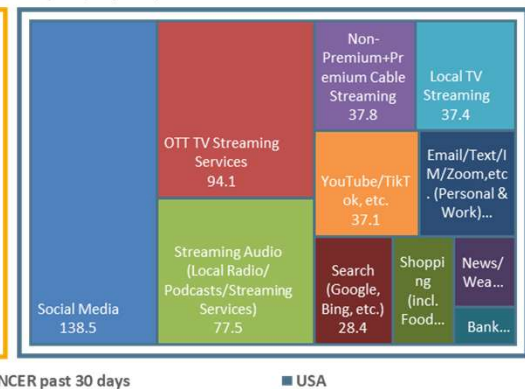
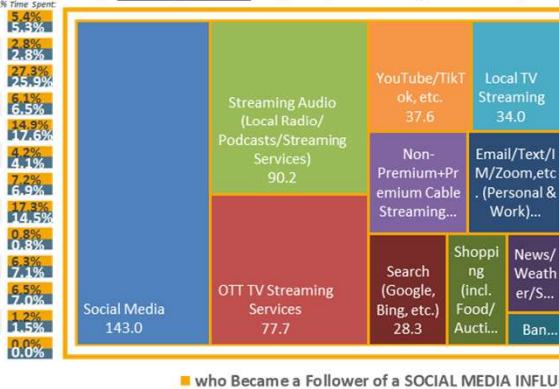
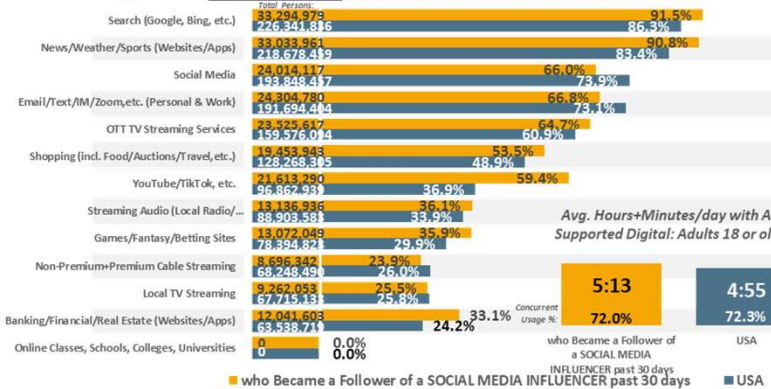
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

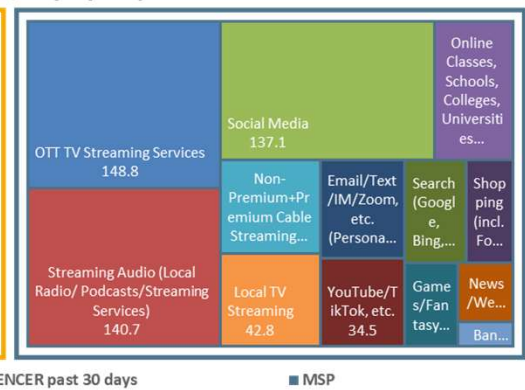
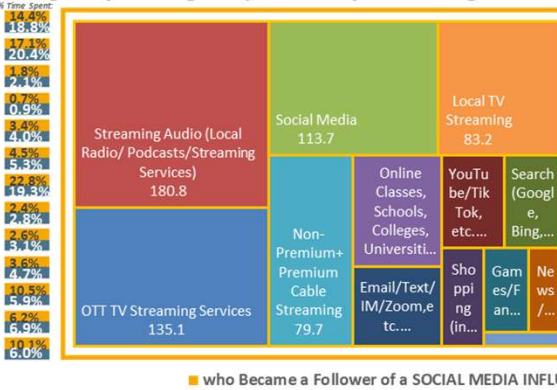
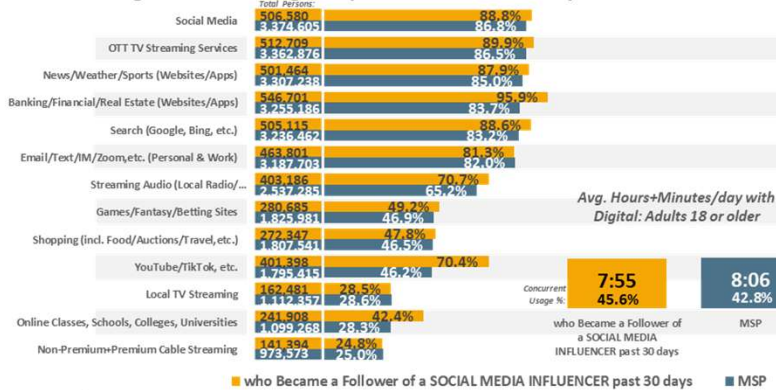




365,981 or 64.2% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days use Ad-Supported Social Media for an average of 82.1 minutes every day representing 14.6% of all time spent daily with Ad-Supported Digital Media.

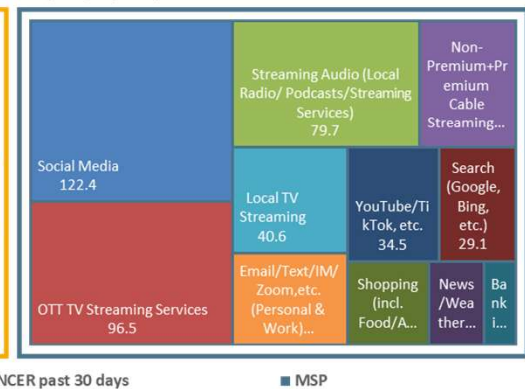
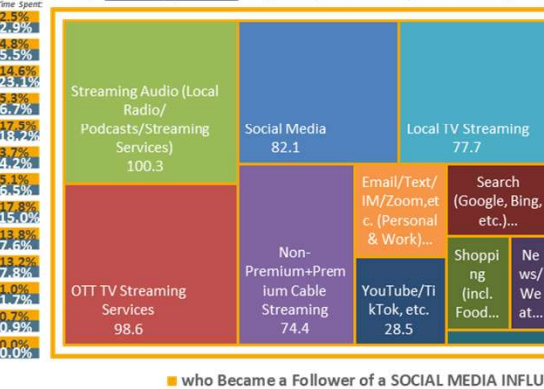
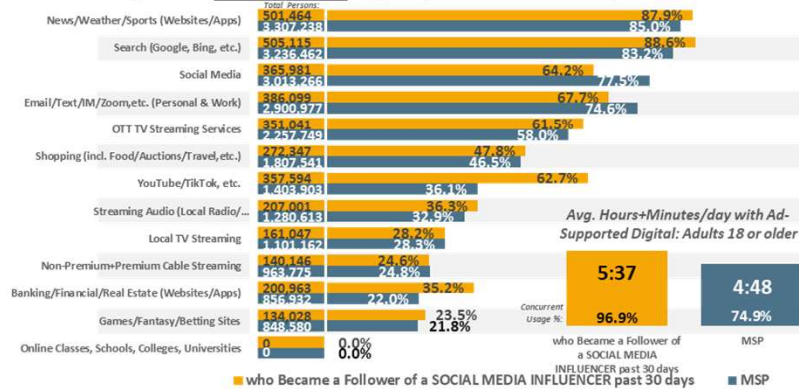
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 280
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

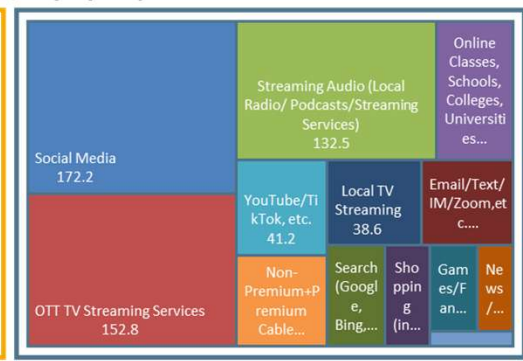
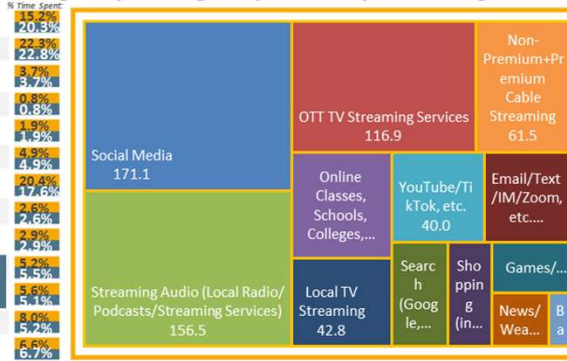
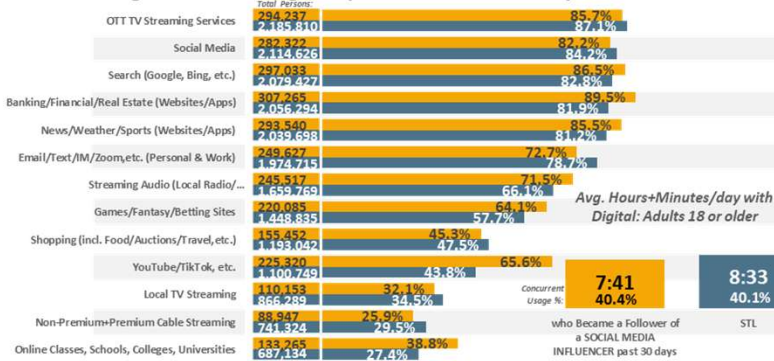
Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



230,085 or 67.% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days use Ad-Supported Social Media for an average of 139.4 minutes every day representing 25.3% of all time spent daily with Ad-Supported Digital Media.

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

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



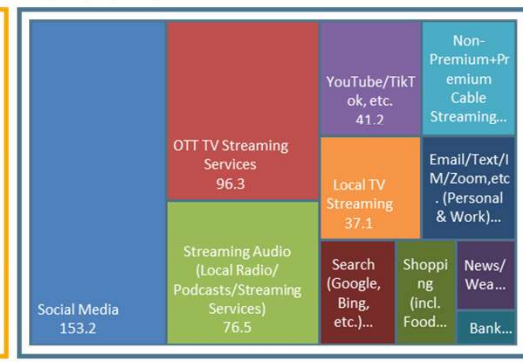
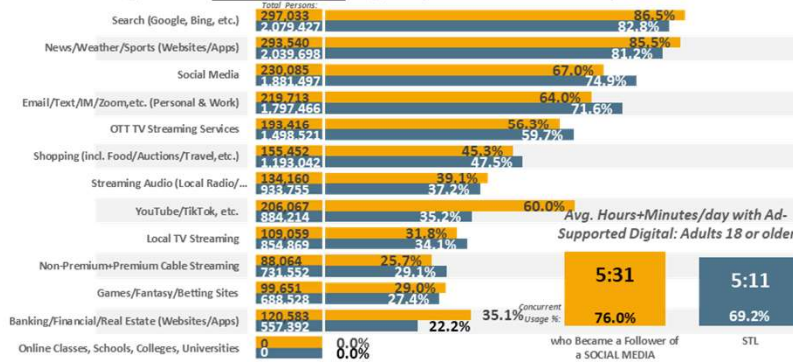
who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

STL

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



who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

STL

STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 277

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

soefa.ai Share of Everything for Anything

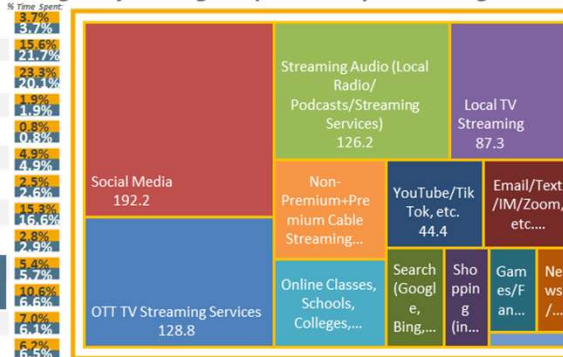
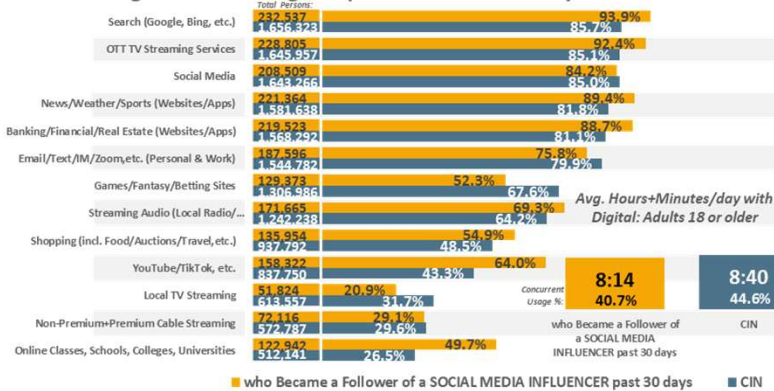
Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



164,378 or 66.4% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days use Ad-Supported Social Media for an average of 151.5 minutes every day representing 25.3% of all time spent daily with Ad-Supported Digital Media.

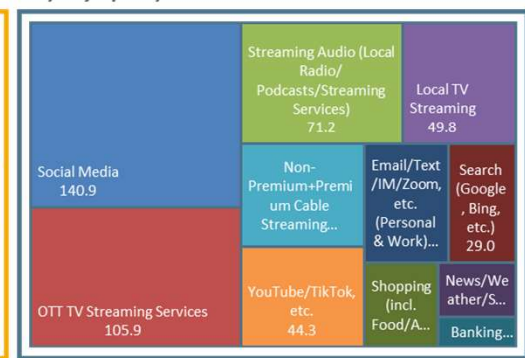
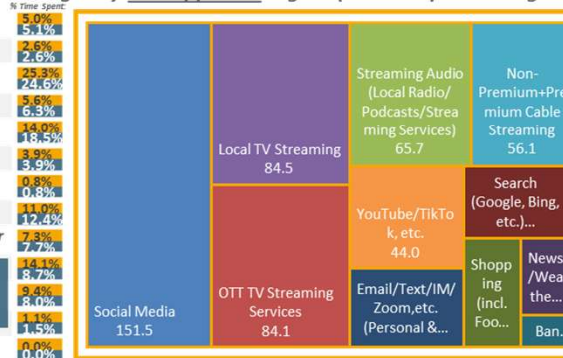
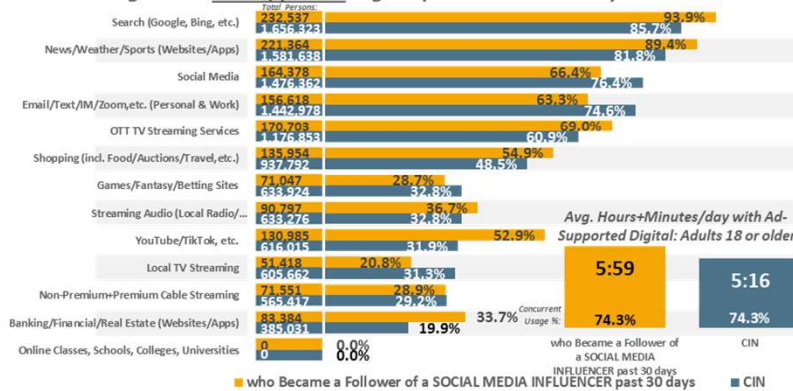
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

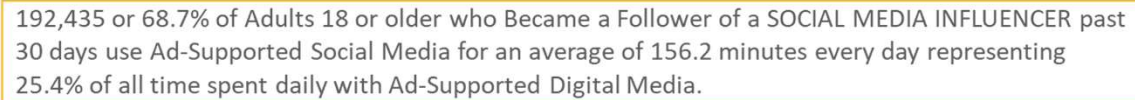
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



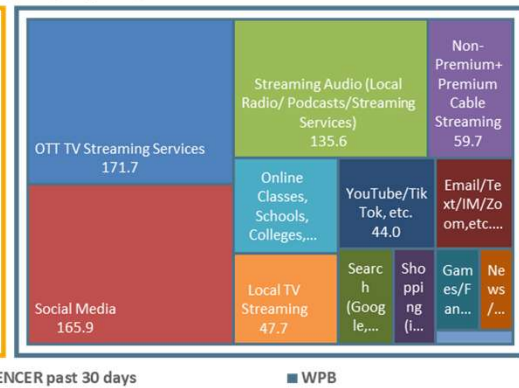
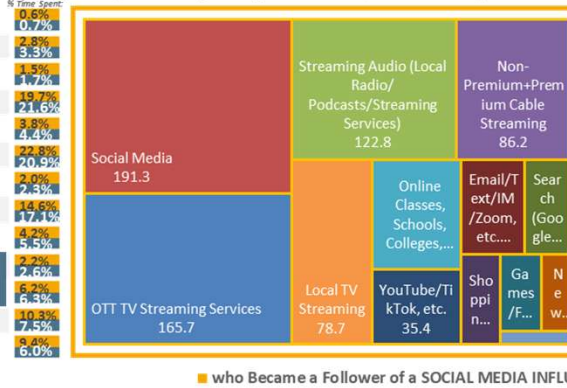
Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older

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

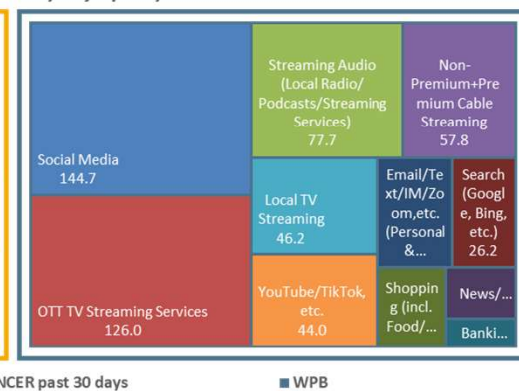
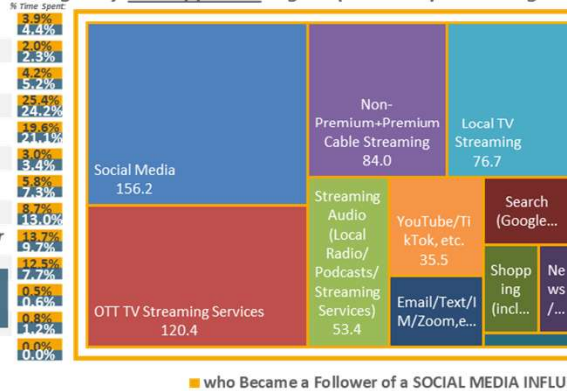




Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



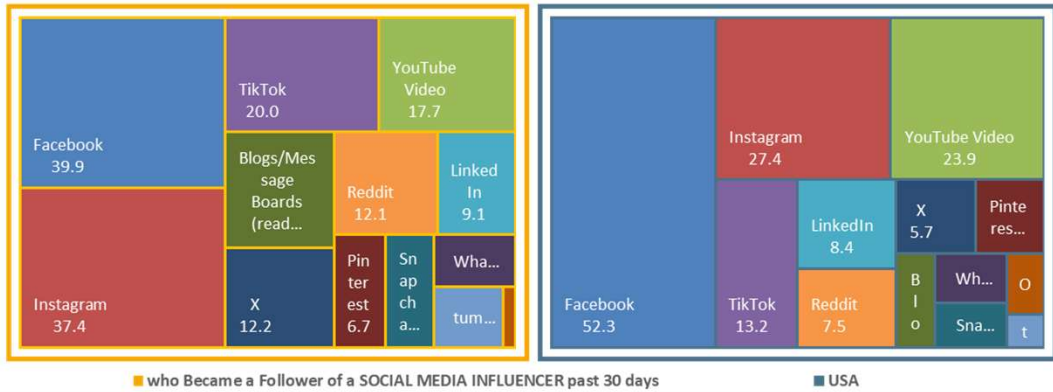
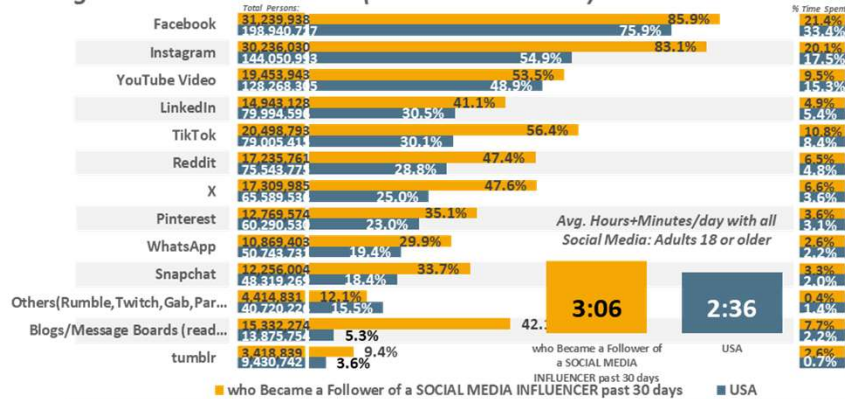
■ WPB
soefa.ai Share of Everything
for Anything ©

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality

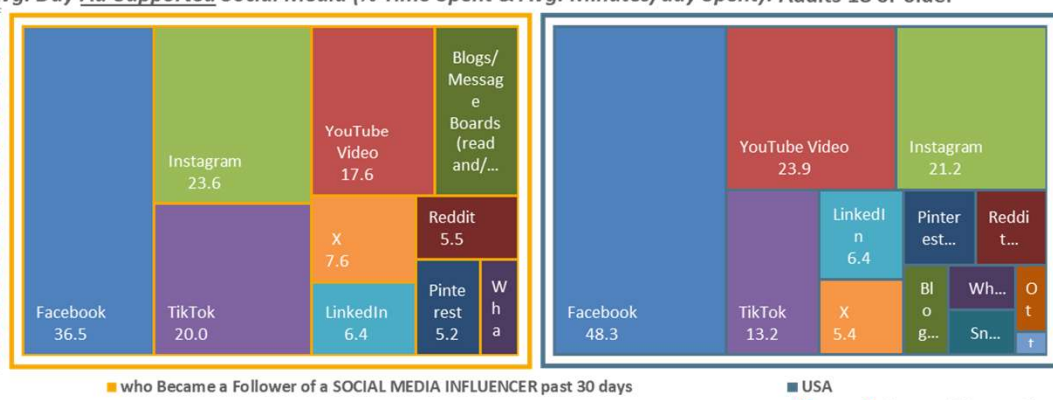
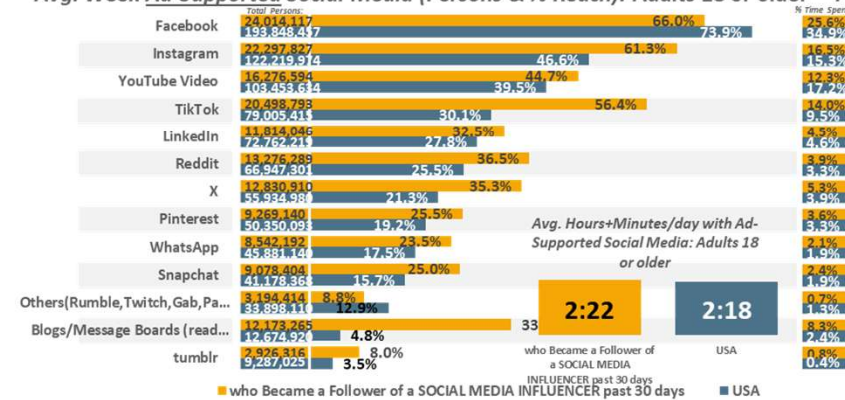


24,014,117 or 66.% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days use Ad-Supported Facebook for an average of 36.5 minutes every day representing 25.6% of all time spent daily with Ad-Supported Social Media.

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



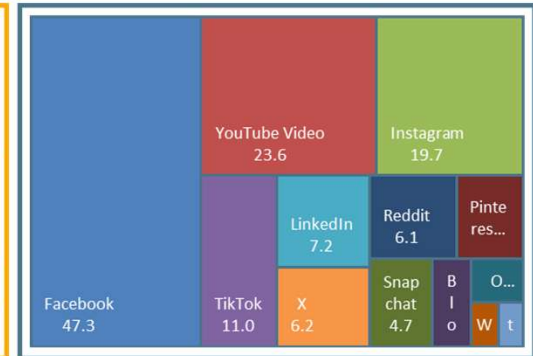
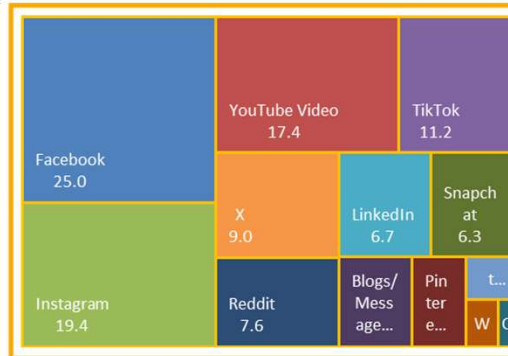
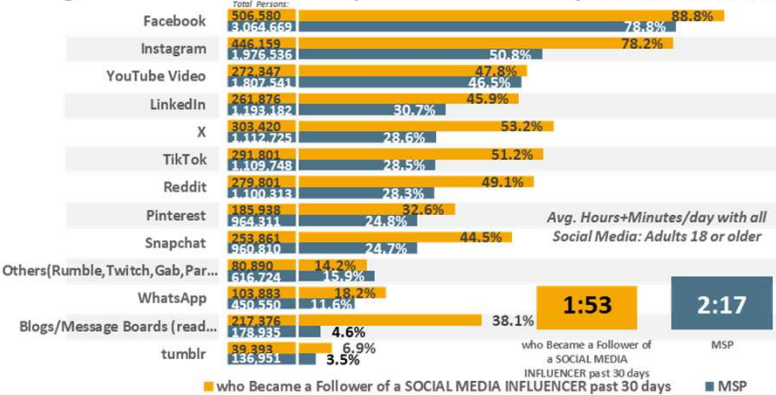
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



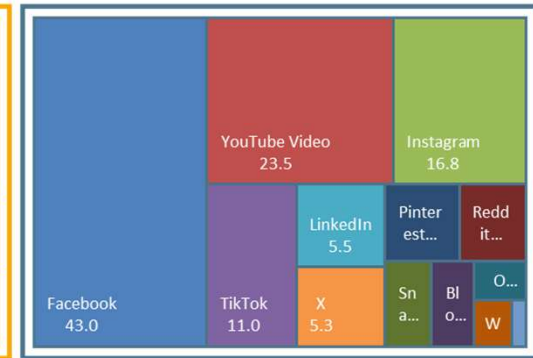
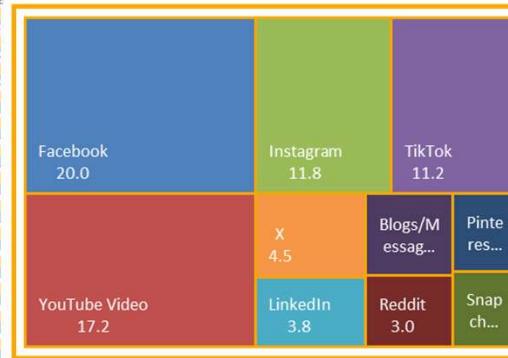
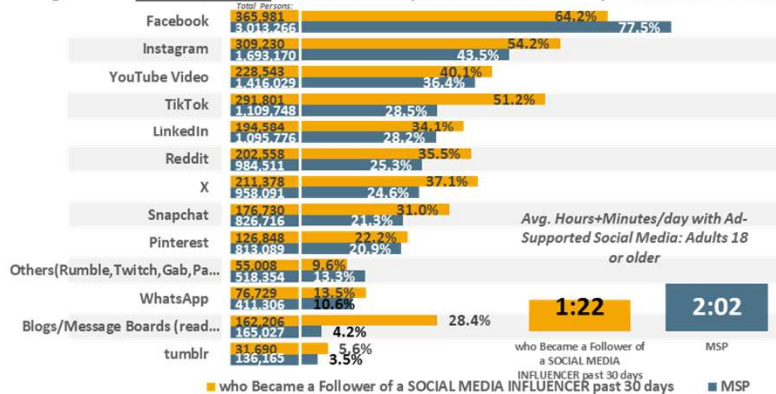


365,981 or 64.2% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days use Ad-Supported Facebook for an average of 20. minutes every day representing 24.4% of all time spent daily with Ad-Supported Social Media.

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**



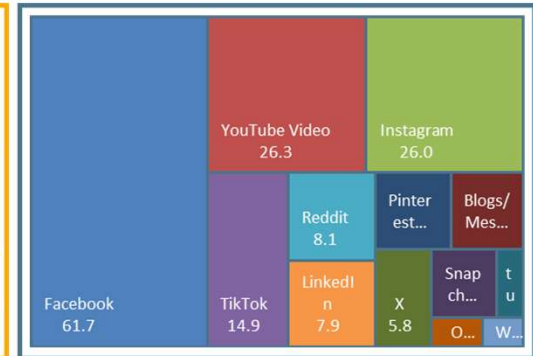
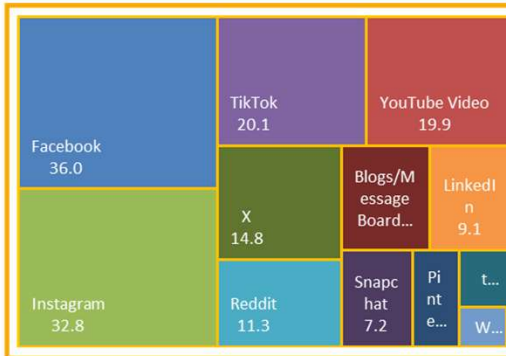
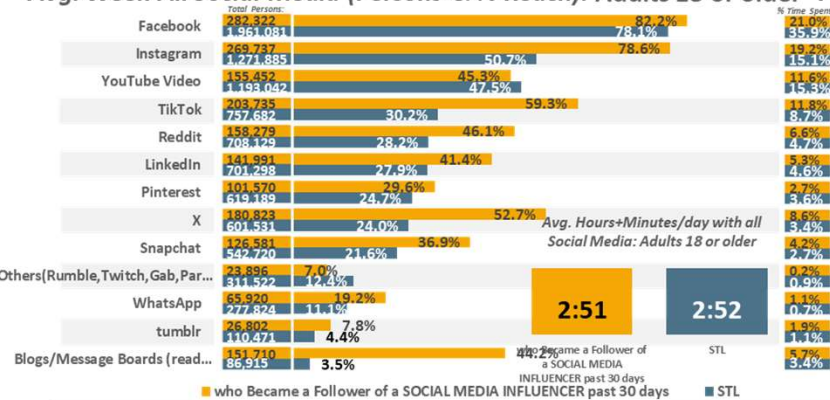
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



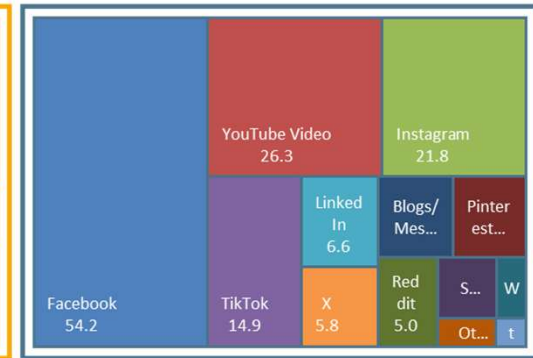
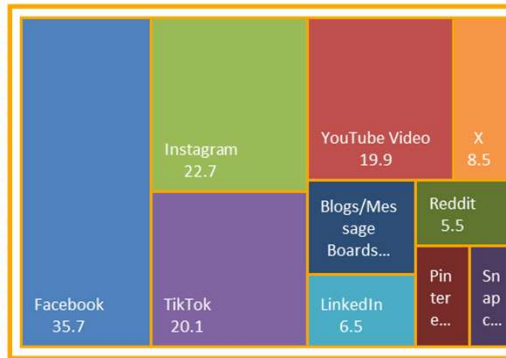
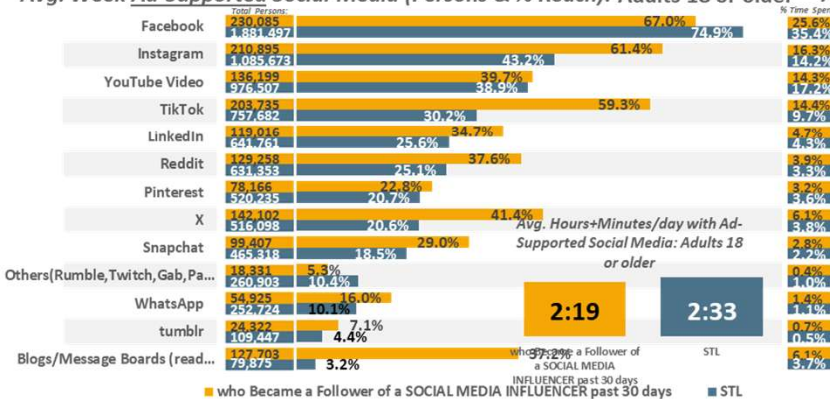


230,085 or 67.% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days use Ad-Supported Facebook for an average of 35.7 minutes every day representing 25.6% of all time spent daily with Ad-Supported Social Media.

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



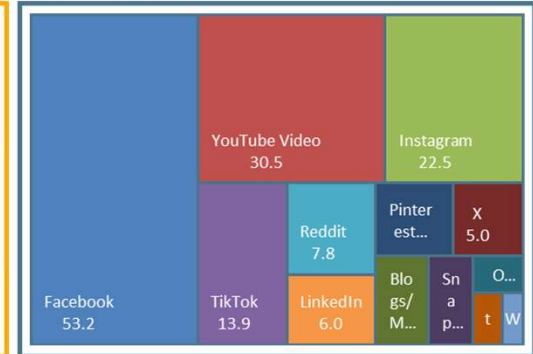
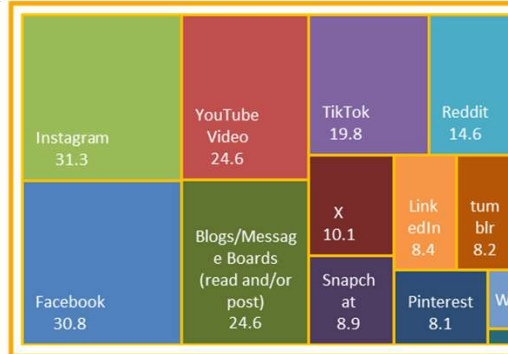
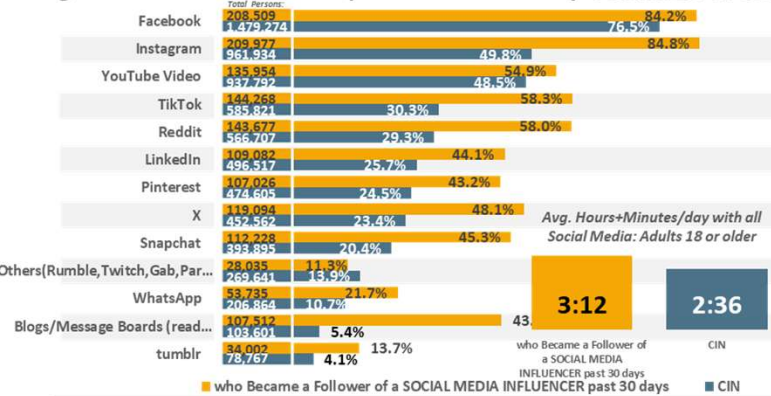
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



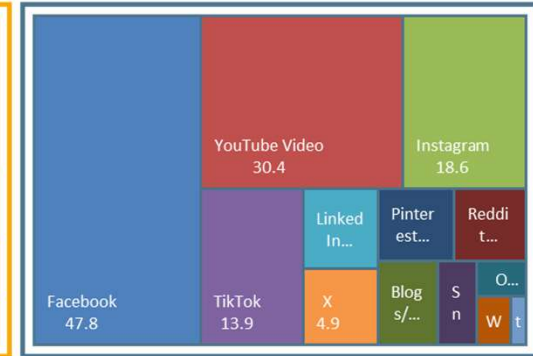
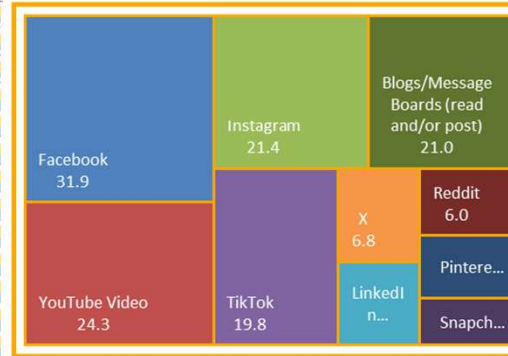
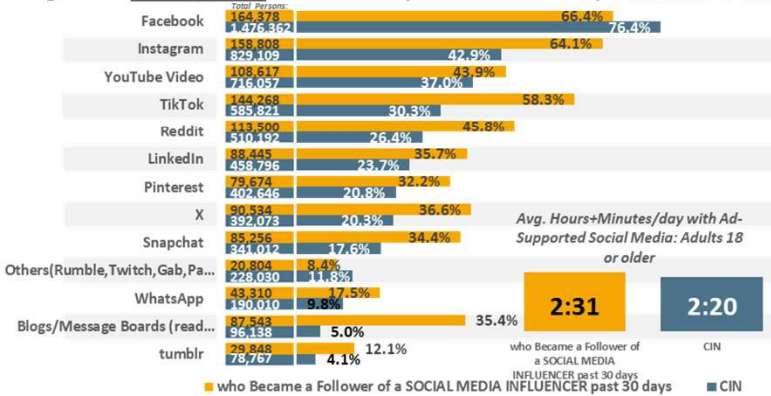


164,378 or 66.4% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days use Ad-Supported Facebook for an average of 31.9 minutes every day representing 21.1% of all time spent daily with Ad-Supported Social Media.

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**



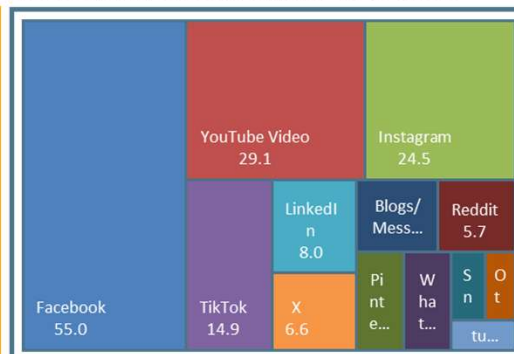
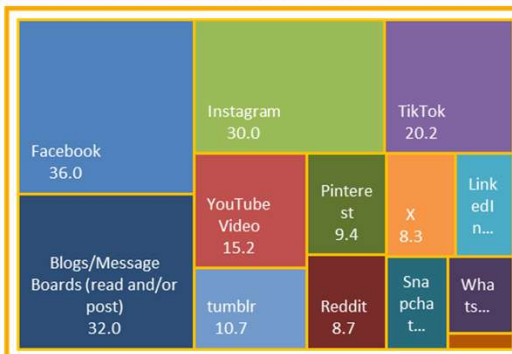
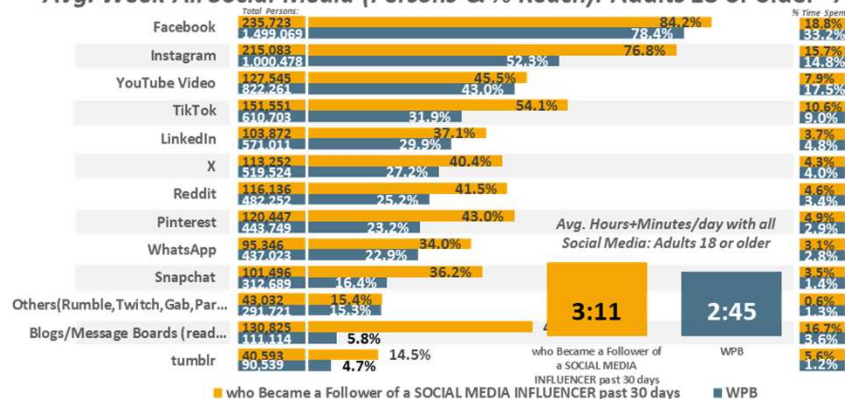
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



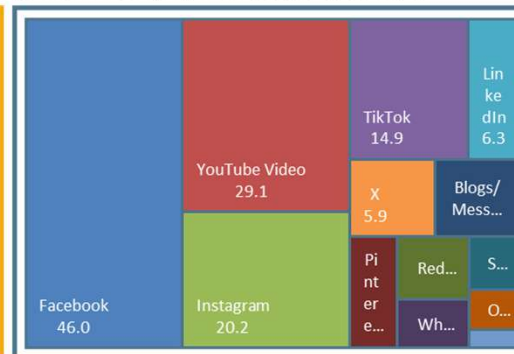
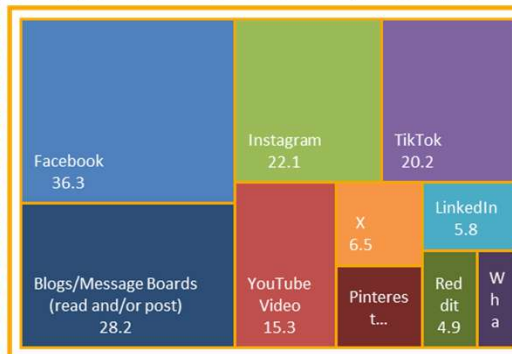
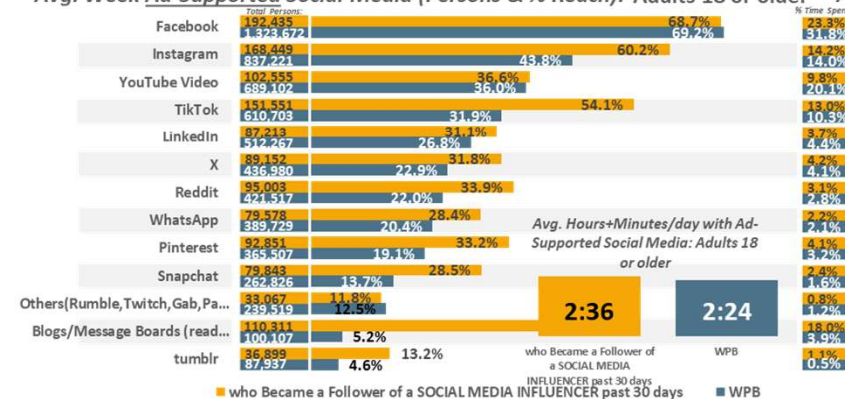


192,435 or 68.7% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days use Ad-Supported Facebook for an average of 36.3 minutes every day representing 23.3% of all time spent daily with Ad-Supported Social Media.

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

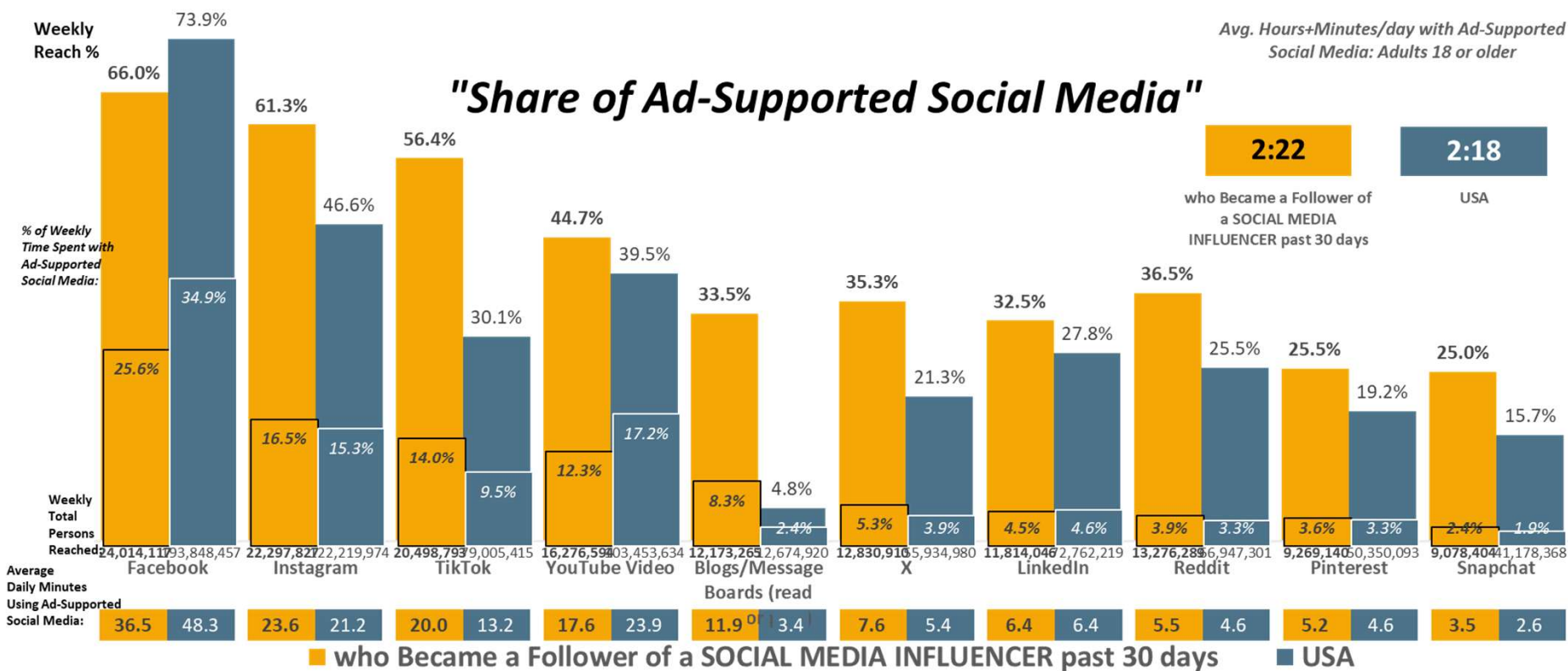


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





24,014,117 or 66.% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days use Ad-Supported Facebook for an average of 36.5 minutes every day representing 25.6% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,445
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

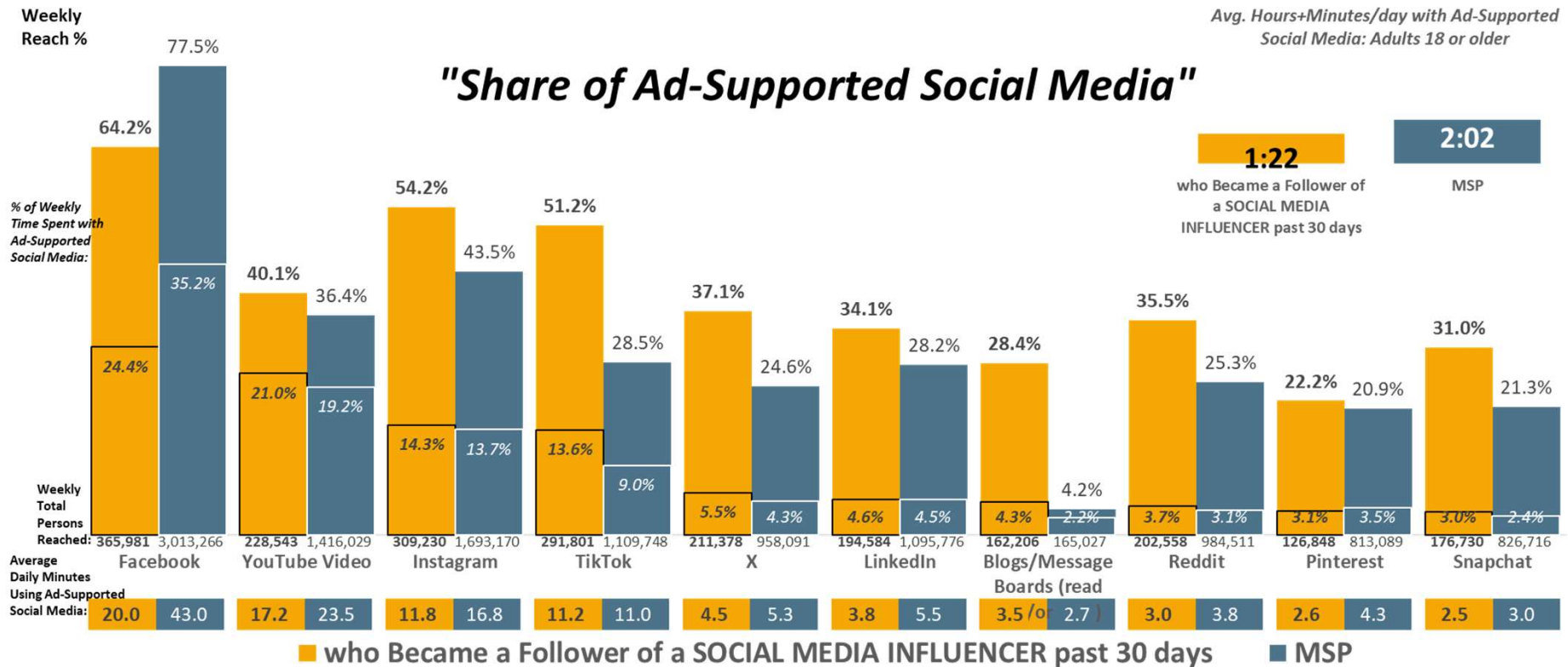
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

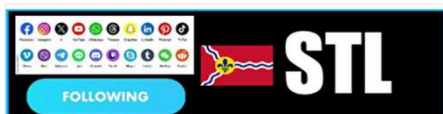
soefa.ai Share of Everything for Anything

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality

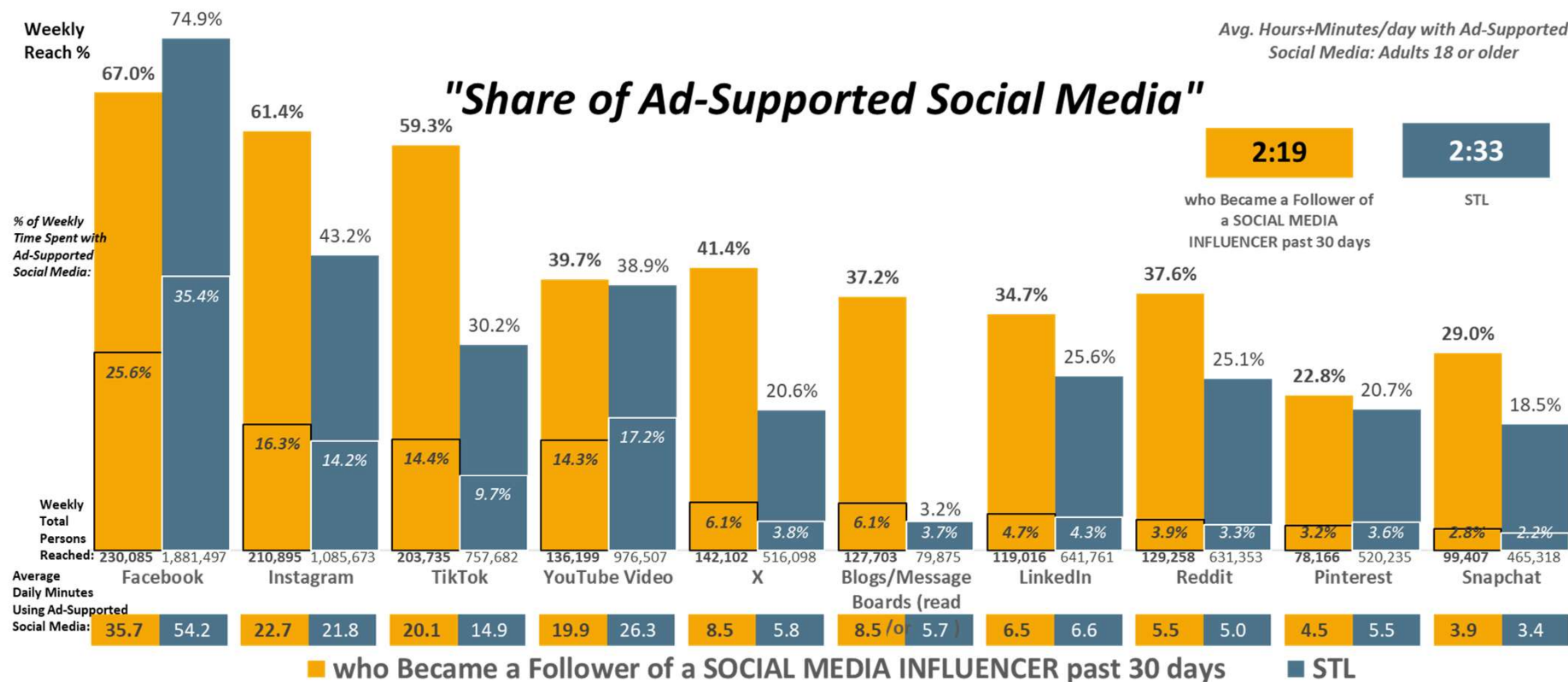


365,981 or 64.2% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days use Ad-Supported Facebook for an average of 20. minutes every day representing 24.4% of all time spent daily with Ad-Supported Social Media.



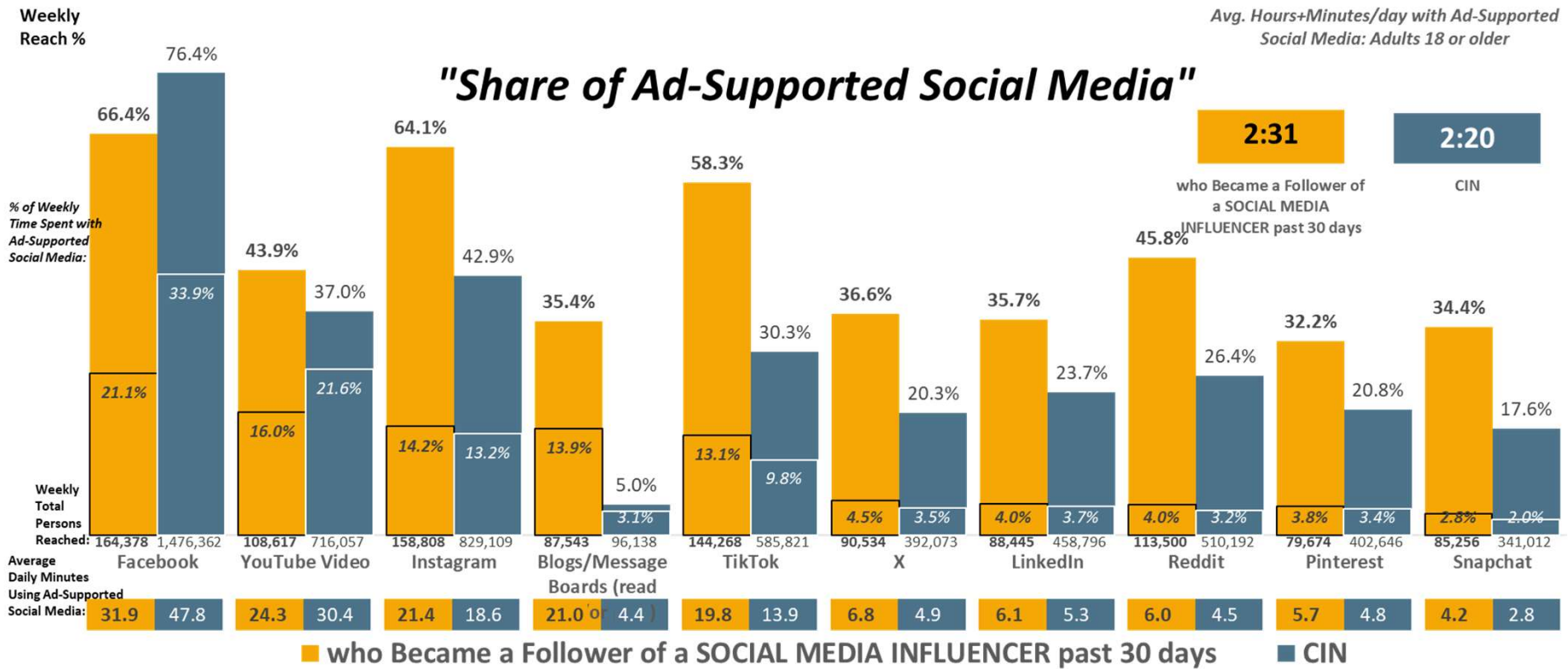


230,085 or 67.% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days use Ad-Supported Facebook for an average of 35.7 minutes every day representing 25.6% of all time spent daily with Ad-Supported Social Media.





164,378 or 66.4% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days use Ad-Supported Facebook for an average of 31.9 minutes every day representing 21.1% of all time spent daily with Ad-Supported Social Media.



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 250 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

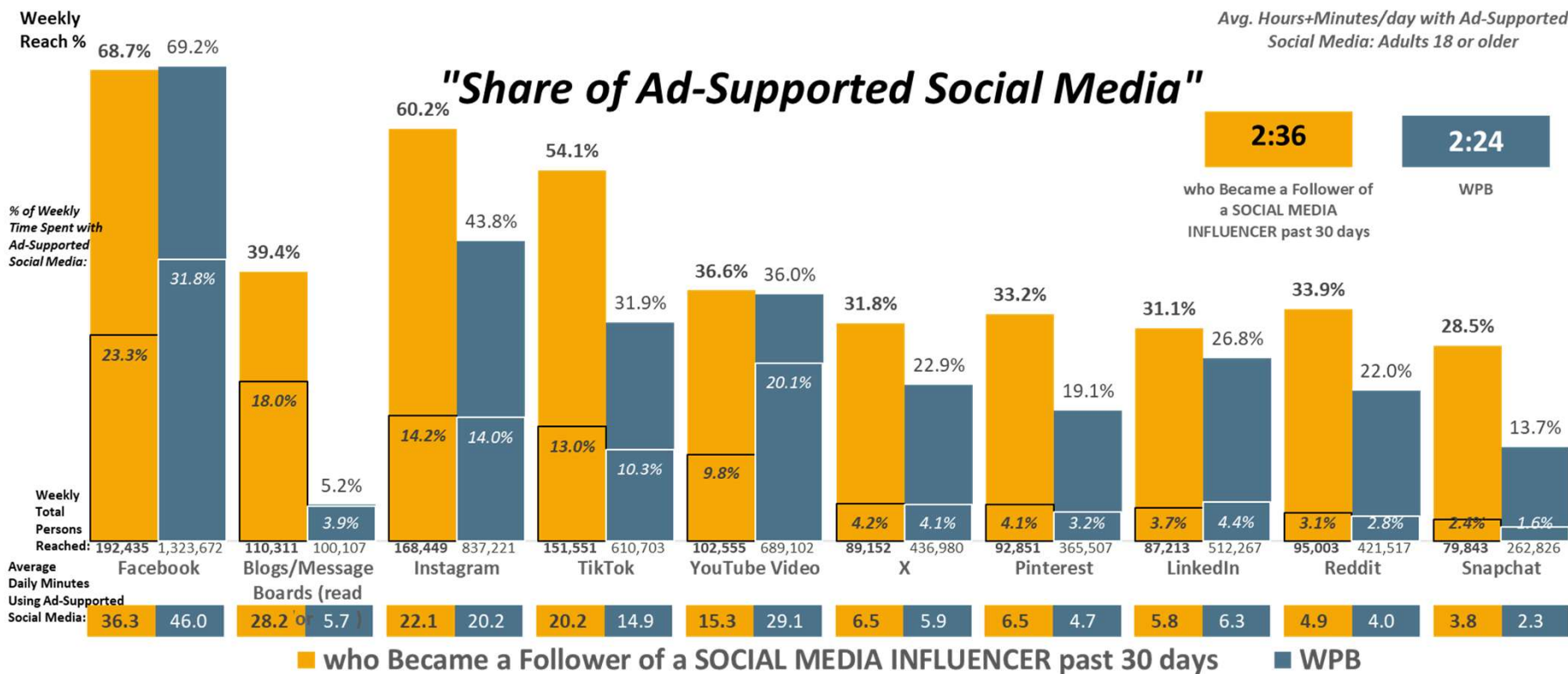
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



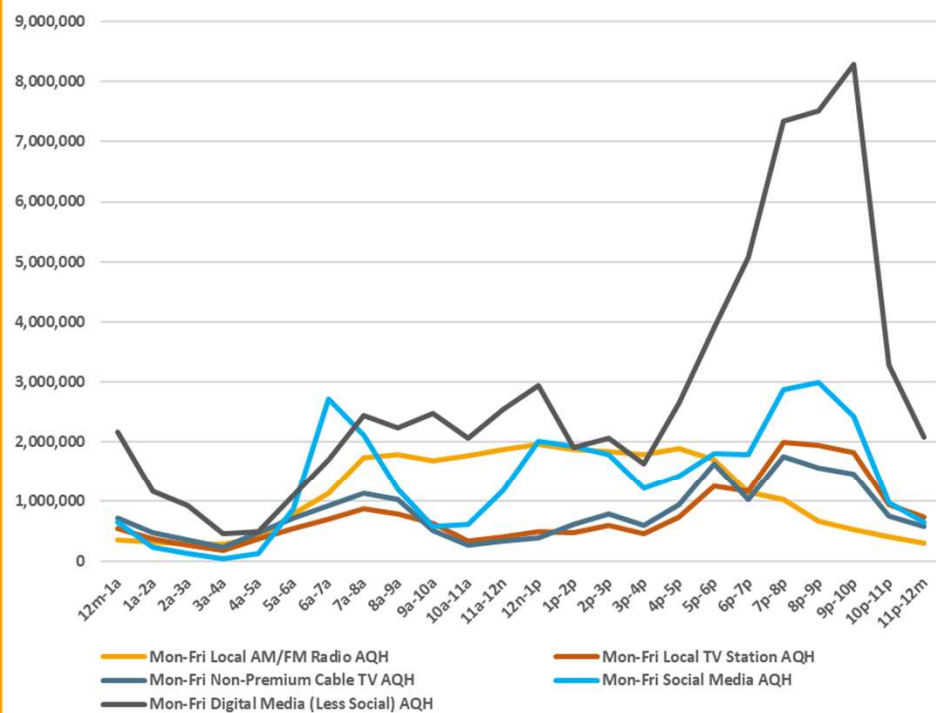
192,435 or 68.7% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days use Ad-Supported Facebook for an average of 36.3 minutes every day representing 23.3% of all time spent daily with Ad-Supported Social Media.



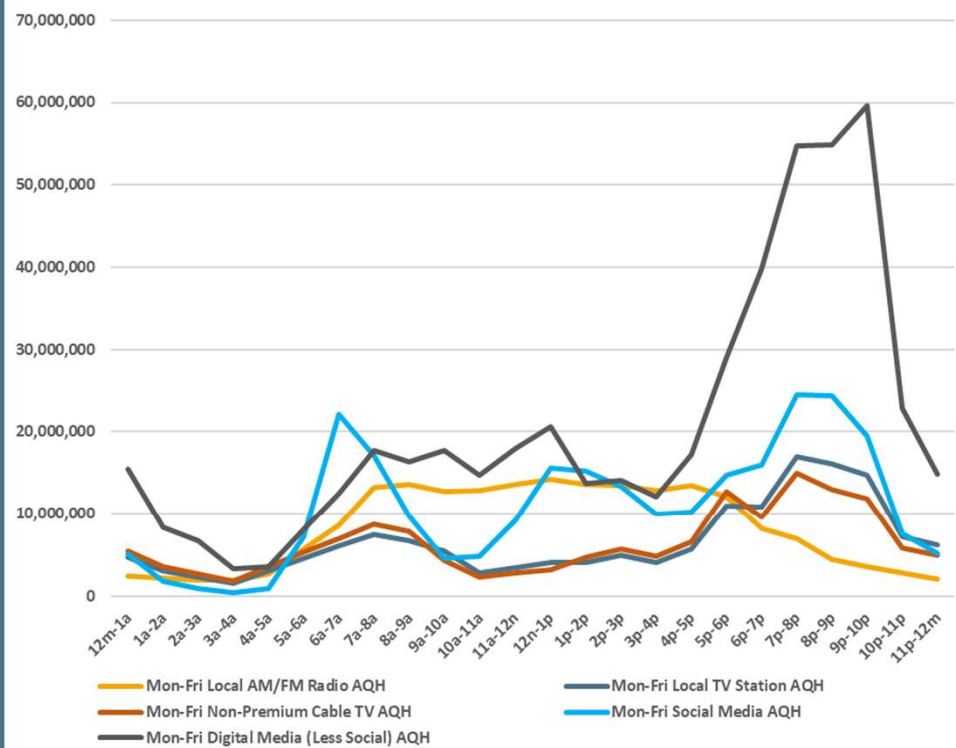


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,580,716; Local Radio: 1,697,113; Social Media: 1,557,749; Non-Prem. Cable: 779,932; Local TV: 683,072 reaching Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days



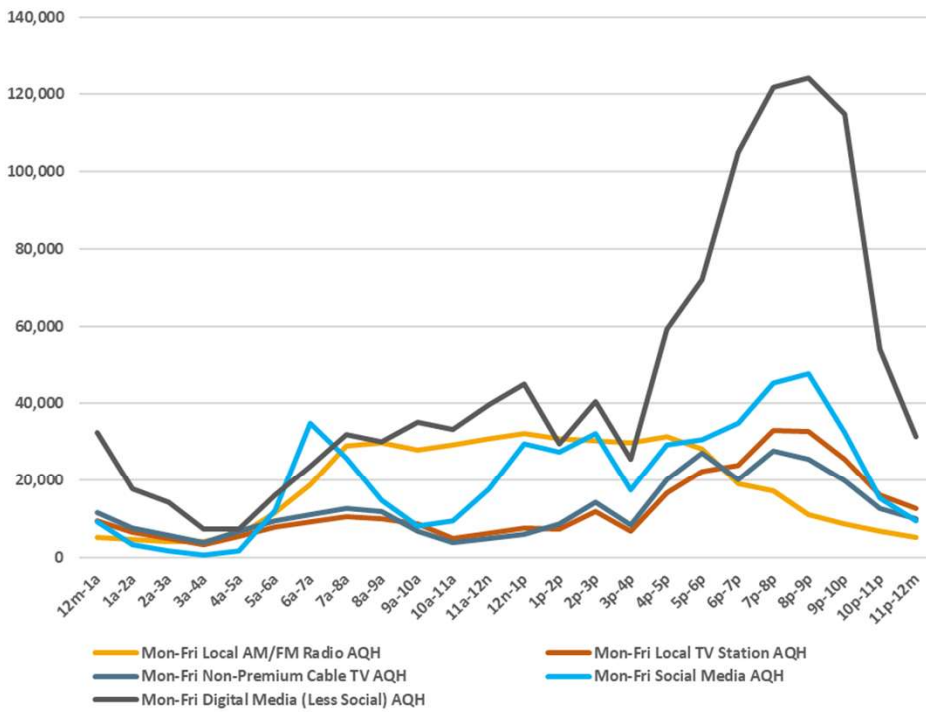
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Adults 18 or older



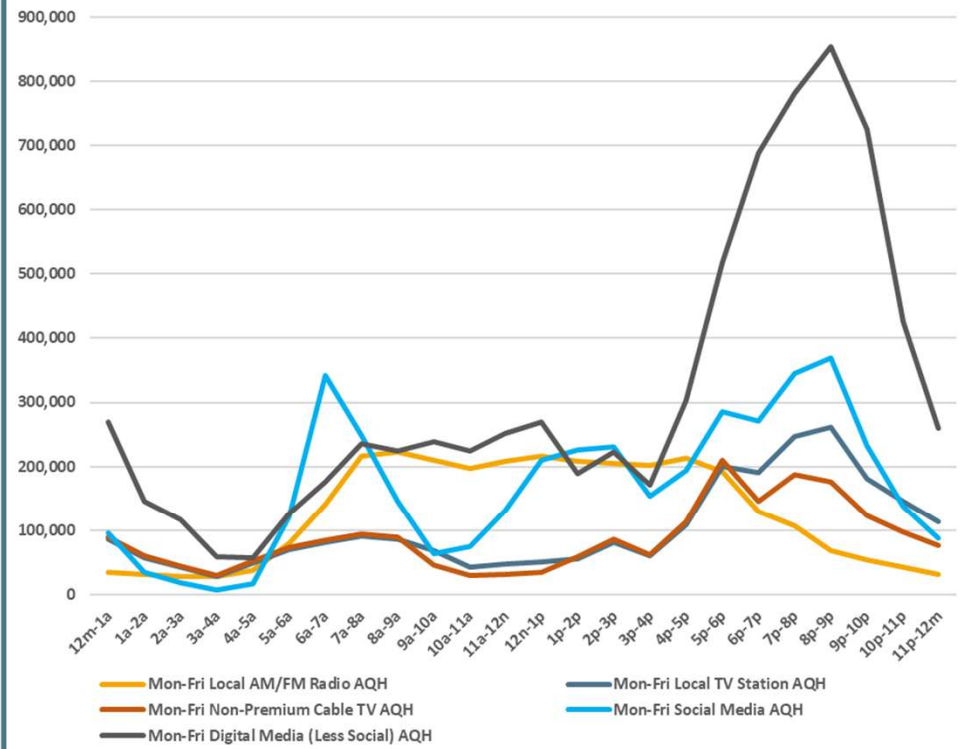


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 43,845; Local Radio: 28,196; Social Media: 23,977; Non-Prem. Cable: 11,973; Local TV: 11,224 reaching Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCE

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days



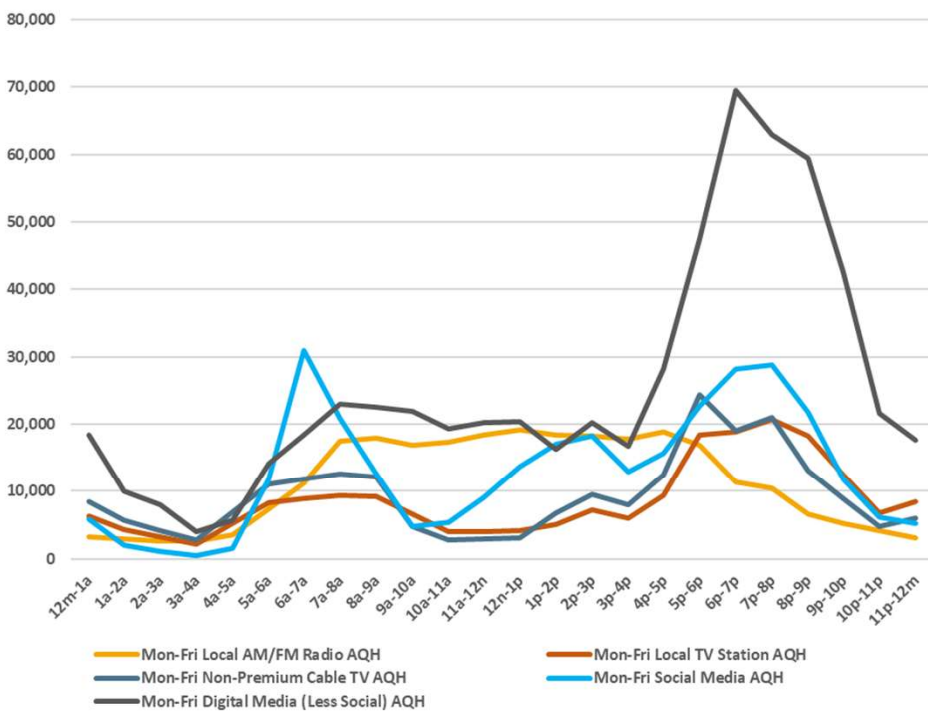
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 18 or older



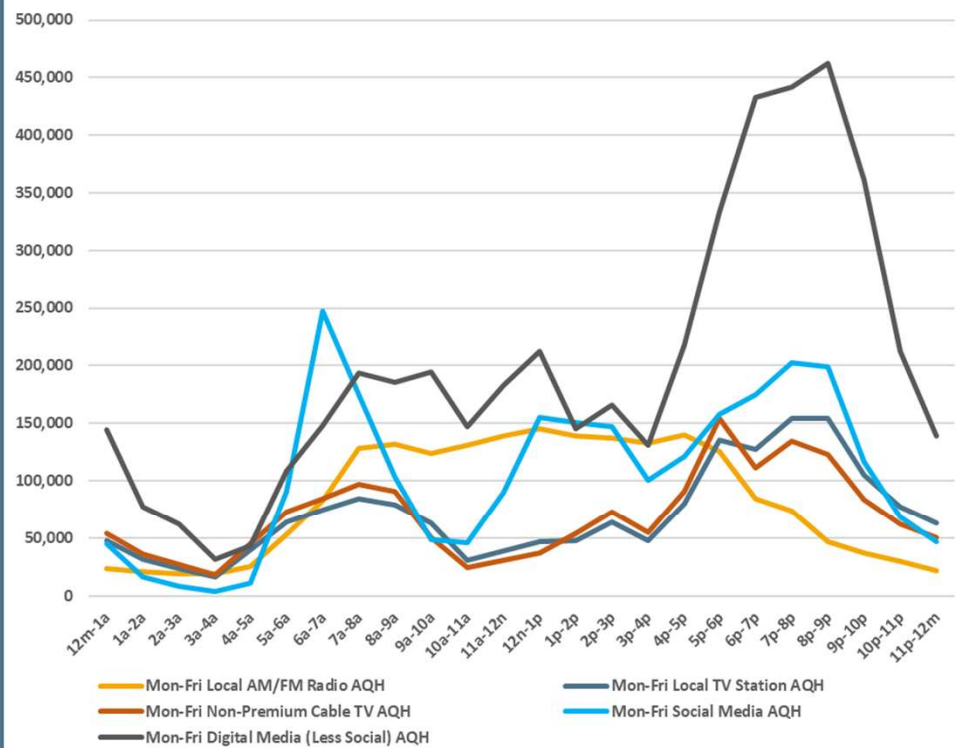


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 26,494; Local Radio: 16,915; Social Media: 16,304; Non-Prem. Cable: 10,005; Local TV: 8,539 reaching Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Became a Follower of a SOCIAL
MEDIA INFLUENCER past 30 days*



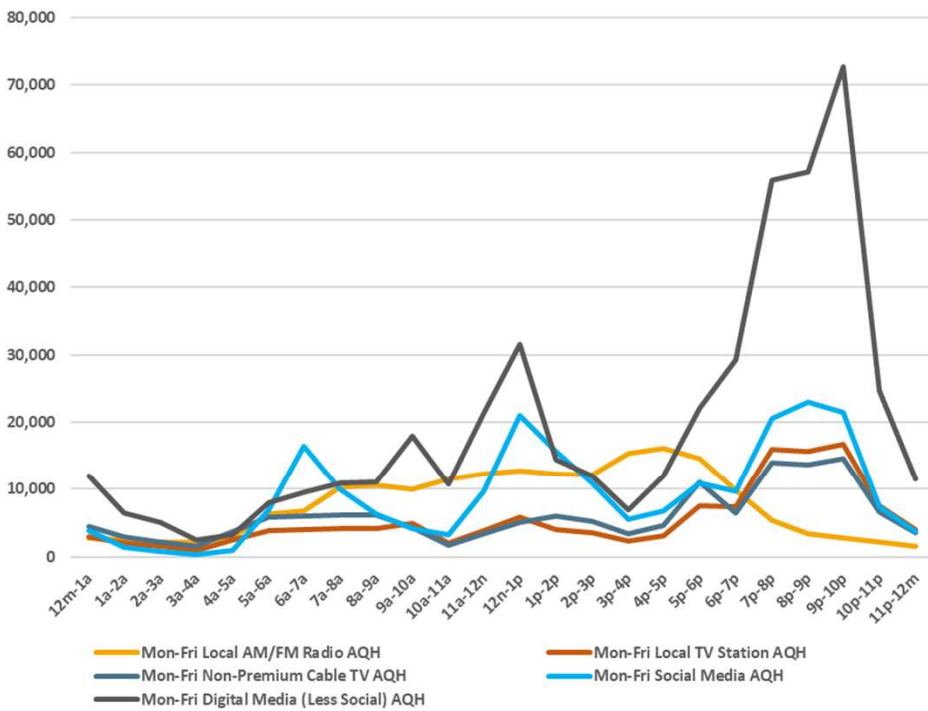
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Adults 18 or older*



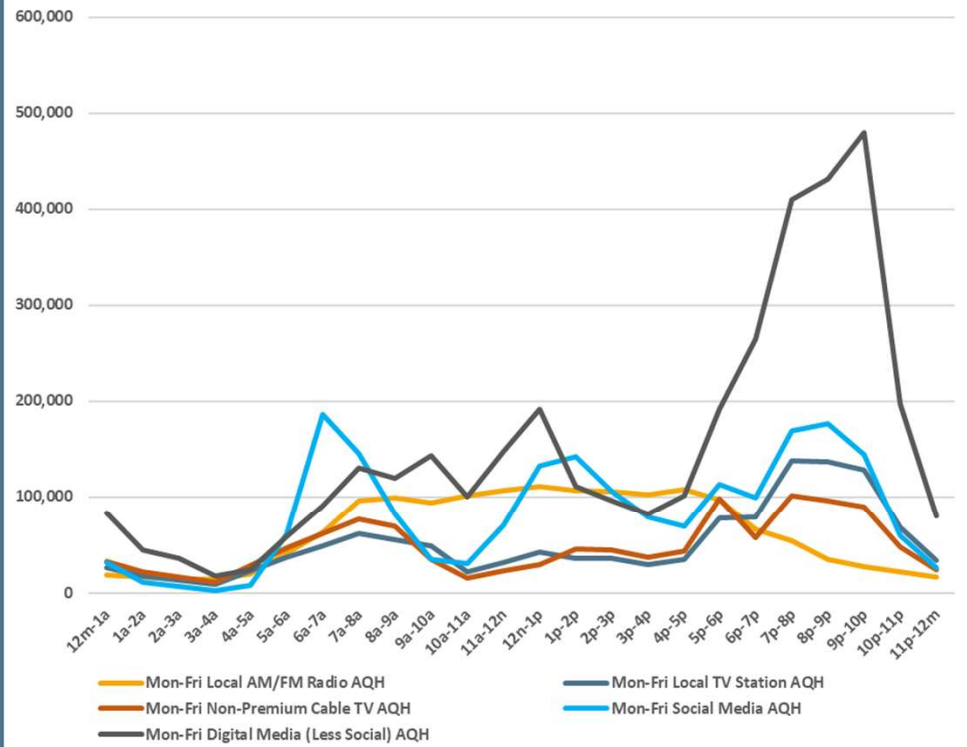


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 16,110;
Local Radio: 11,858; Social Media: 10,022; Non-Prem. Cable: 5,323; Local TV: 4,346
reaching Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Became a Follower of a SOCIAL
MEDIA INFLUENCER past 30 days*



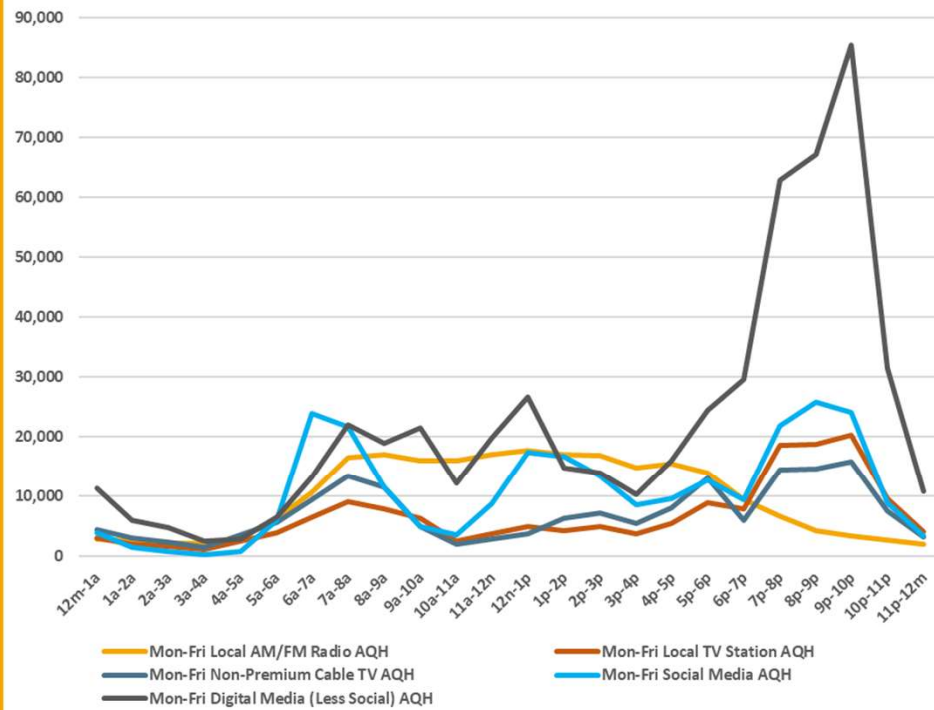
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 18 or older*



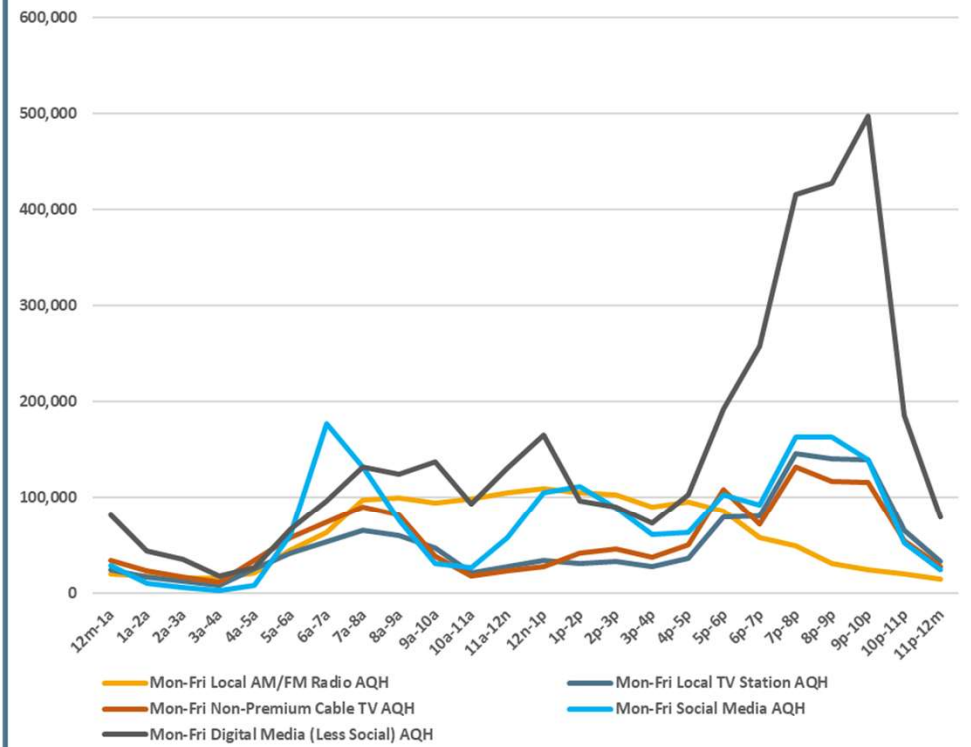


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 18,633; Local Radio: 15,194; Social Media: 12,401; Non-Prem. Cable: 7,142; Local TV: 5,784 reaching Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days



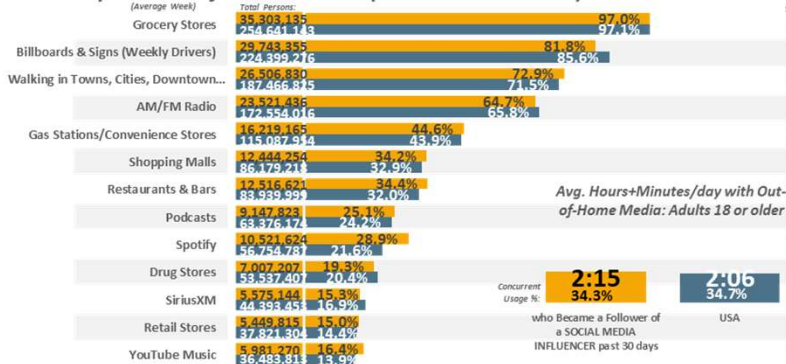
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 18 or older



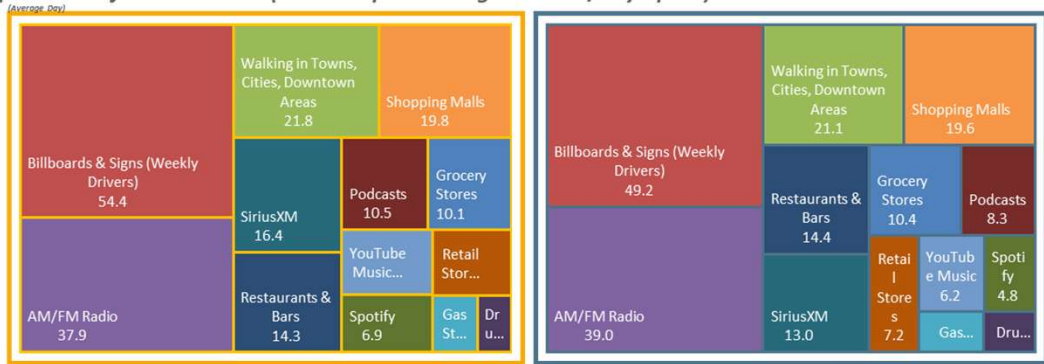


29,743,355 or 81.8% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 54.4 minutes per day driving, seeing Billboards and Signs. 62.8% Listen to Local Radio Stations Out-of-Home for an average of 35.

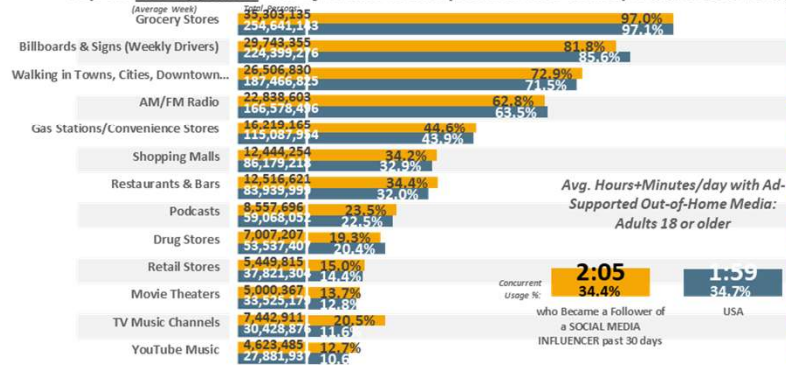
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



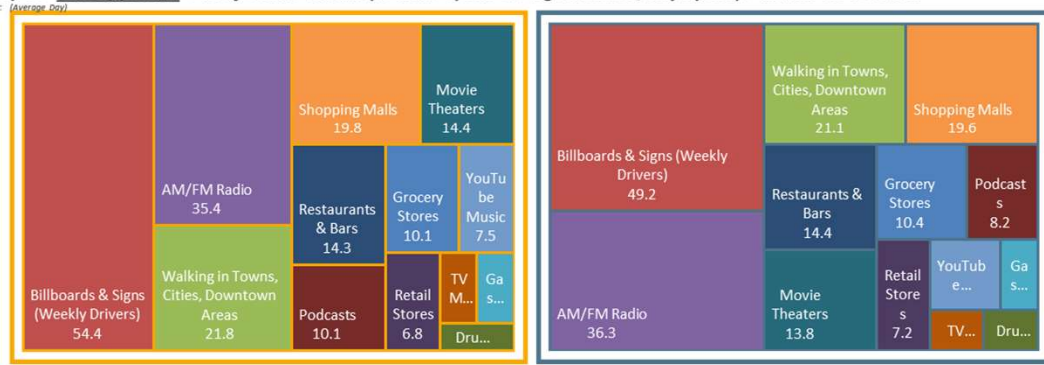
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



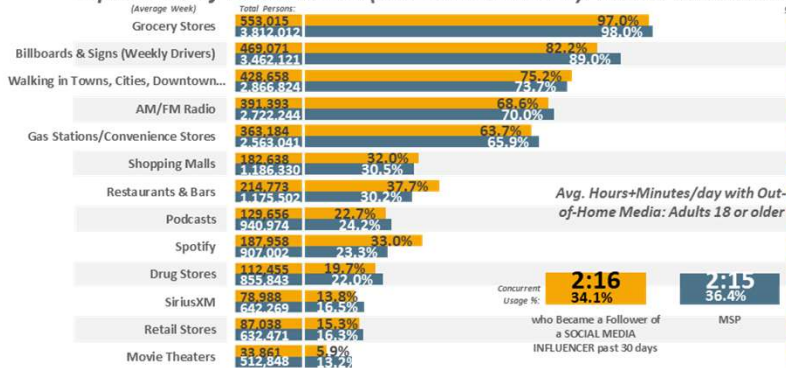
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



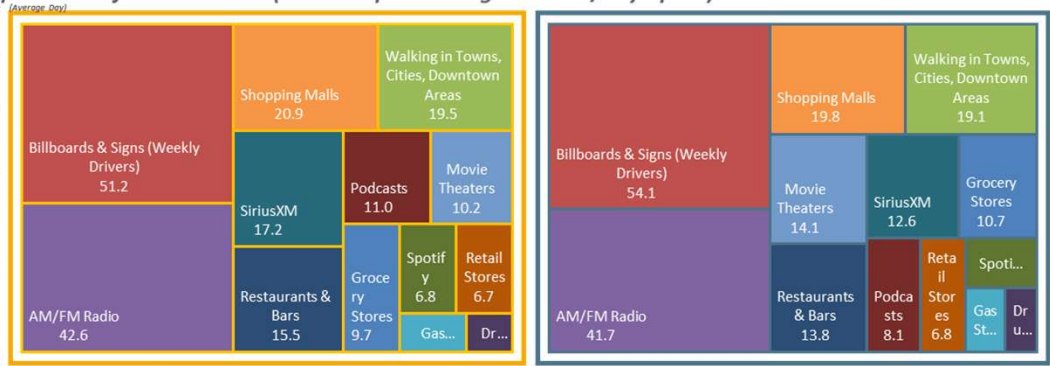


469,071 or 82.2% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 51.2 minutes per day driving, seeing Billboards and Signs. 66.% Listen to Local Radio Stations Out-of-Home for an average of 39.1 mi

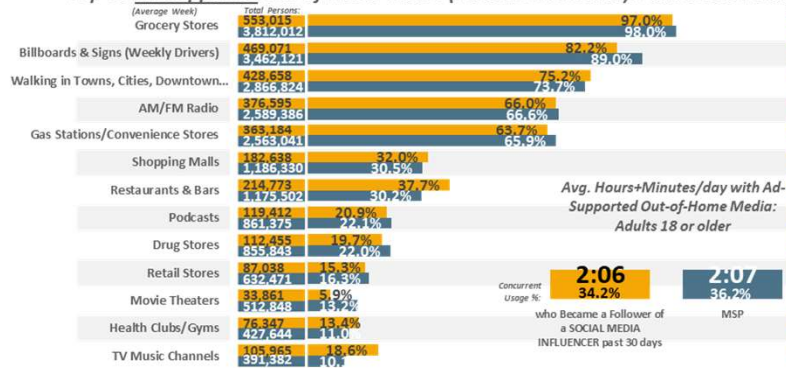
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



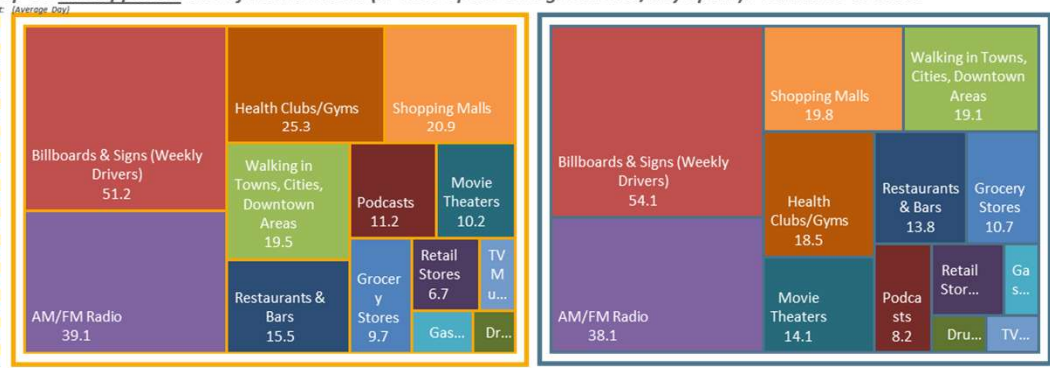
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



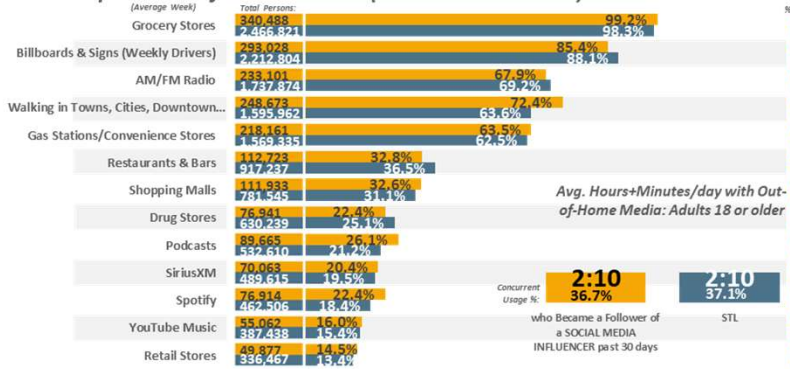
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



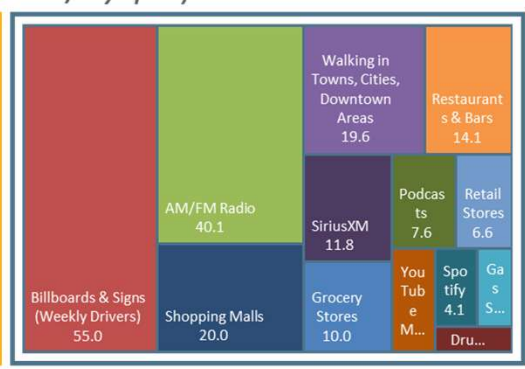
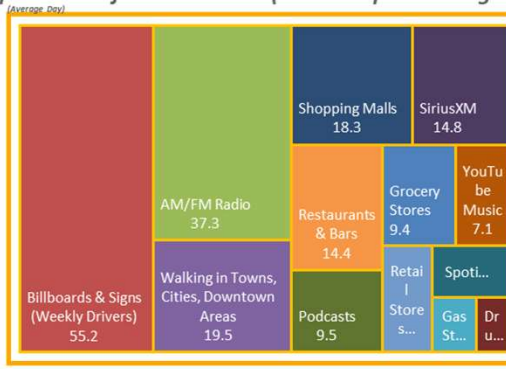


293,028 or 85.4% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 55.2 minutes per day driving, seeing Billboards and Signs. 66.1% Listen to Local Radio Stations Out-of-Home for an average of 35.5 m

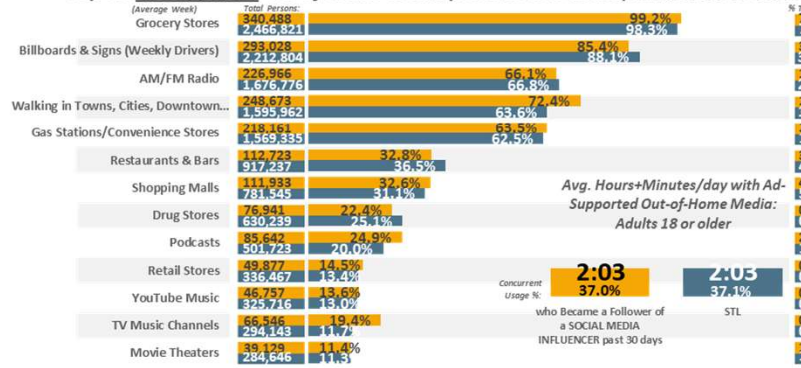
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



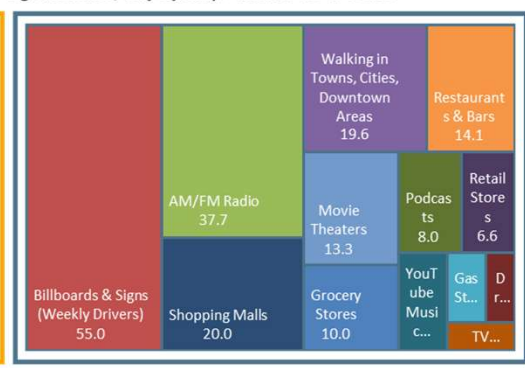
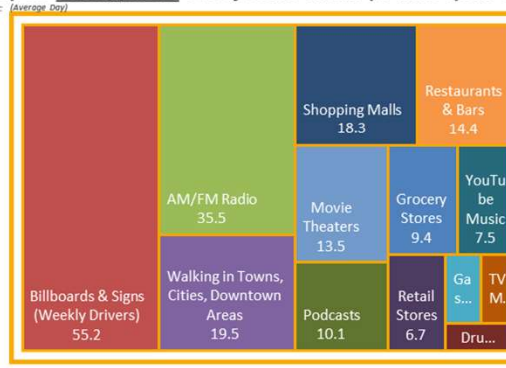
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 277
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

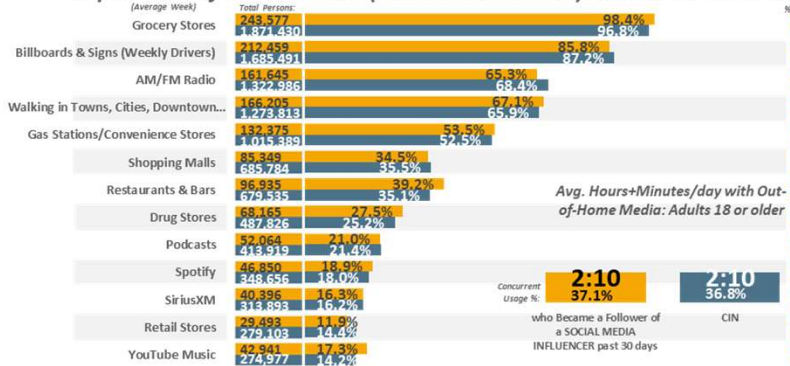
soefa.ai Share of Everything for Anything

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



212,459 or 85.8% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 58.3 minutes per day driving, seeing Billboards and Signs. 63.5% Listen to Local Radio Stations Out-of-Home for an average of 29.1 m

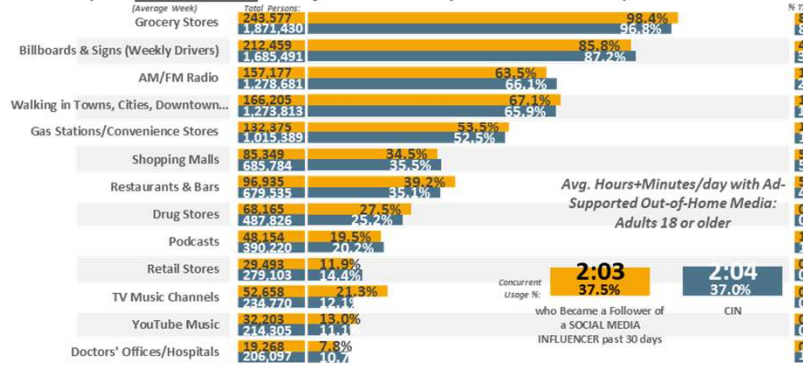
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



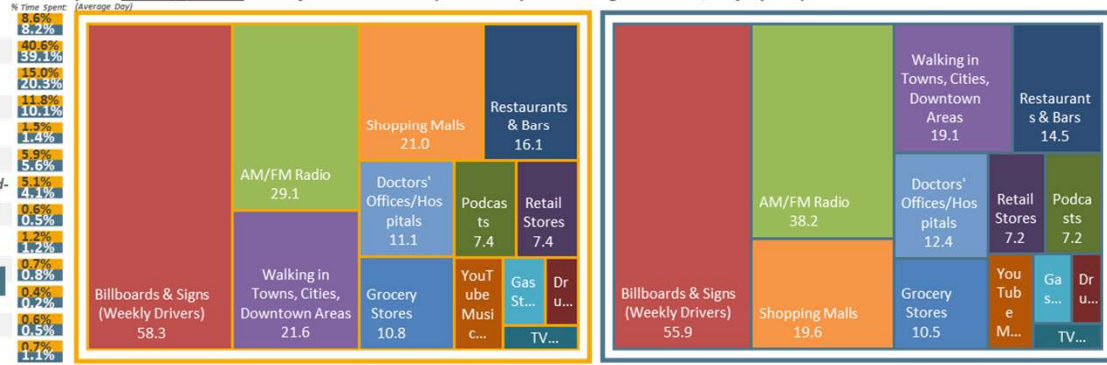
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



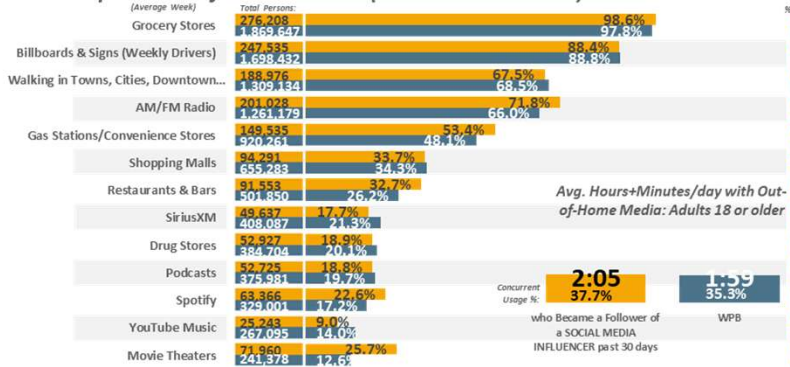
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



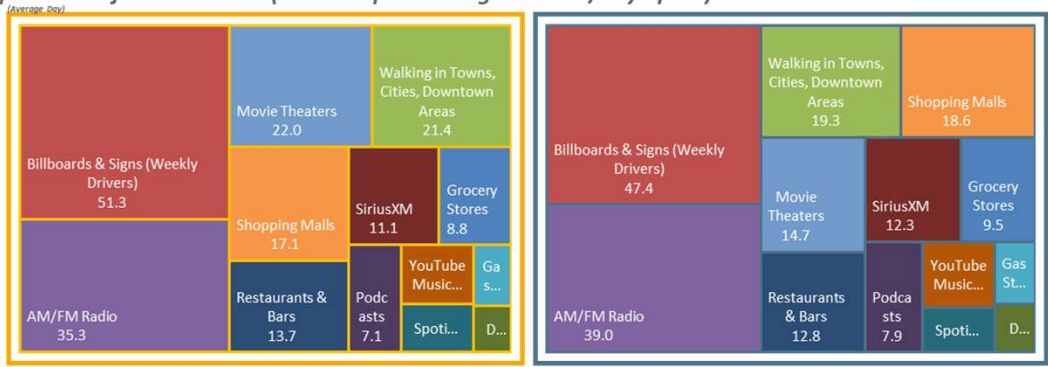


247,535 or 88.4% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 51.3 minutes per day driving, seeing Billboards and Signs. 70.1% Listen to Local Radio Stations Out-of-Home for an average of 34. mi

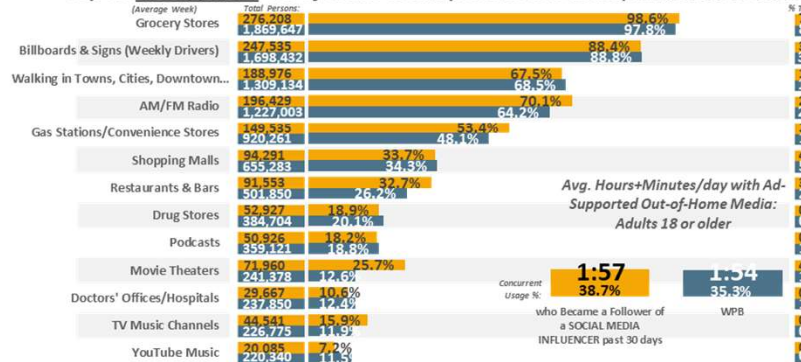
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



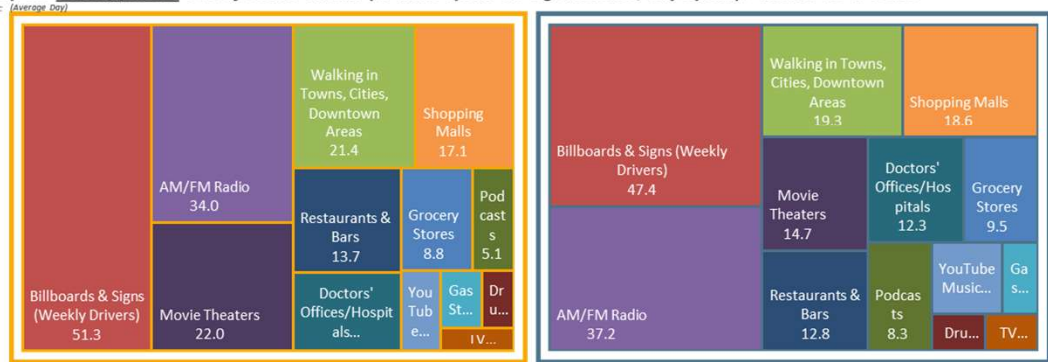
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



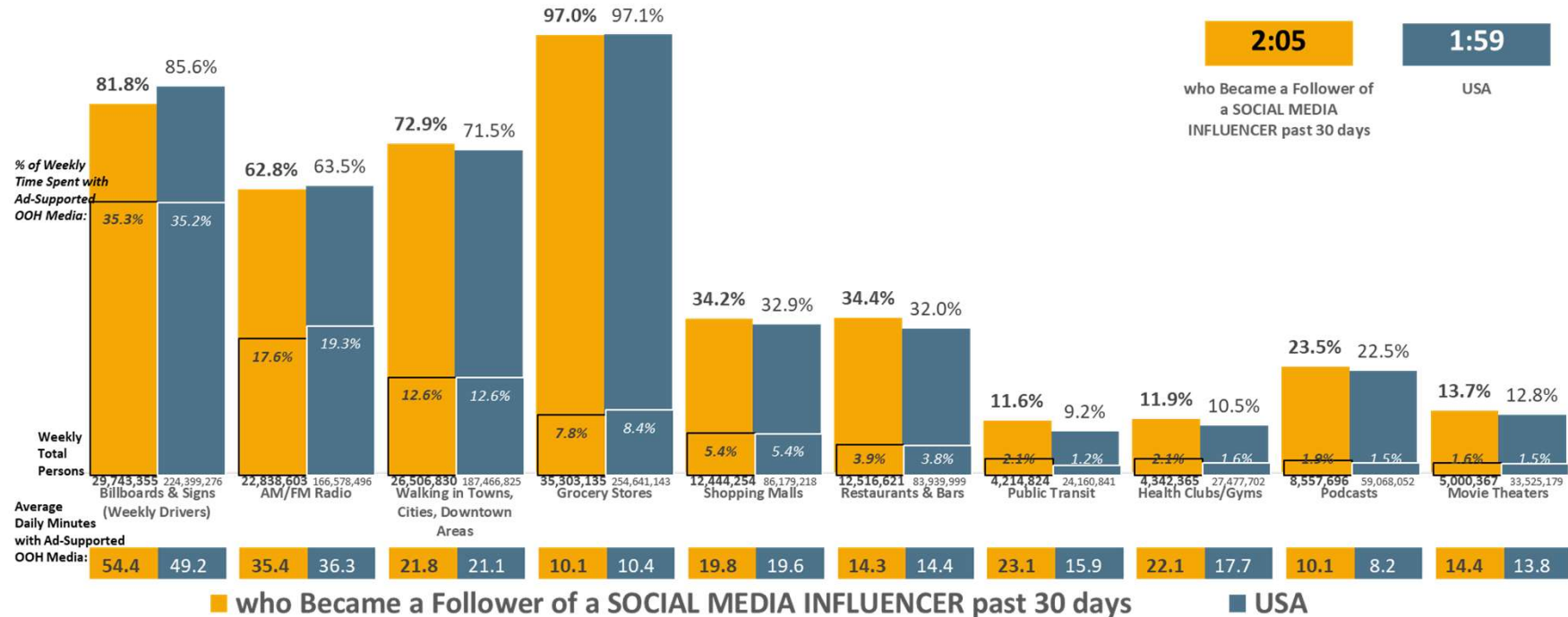


29,743,355 or 81.8% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 54.4 minutes per day driving, seeing Billboards and Signs representing 35.3% of all Time Spent with Ad-Supported Out-of-Home Media

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,445
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

soefa.ai Share of Everything for Anything

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality

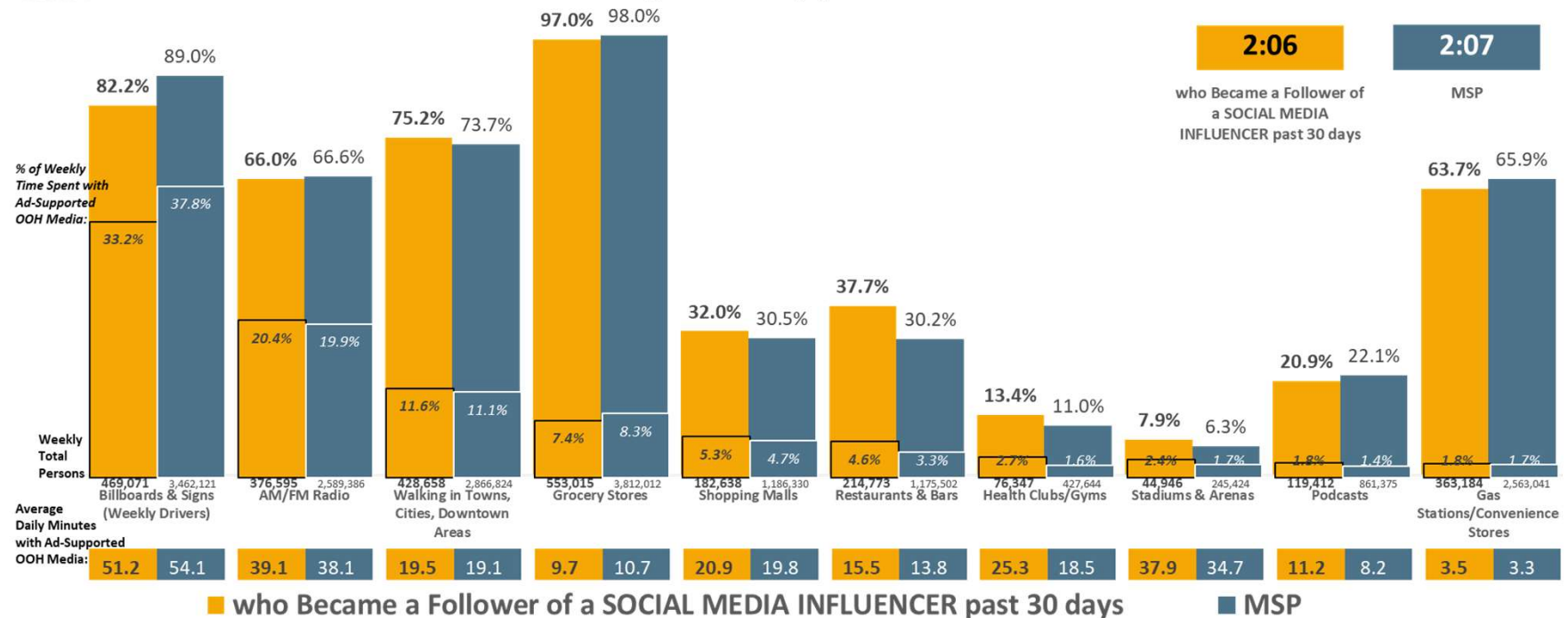


469,071 or 82.2% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 51.2 minutes per day driving, seeing Billboards and Signs representing 33.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

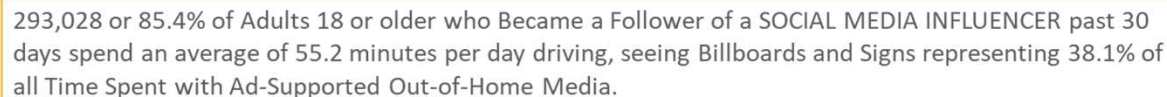
"Share of Ad-Supported OOH Media"



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 280 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality

Weekly
Reach %

| Category | who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days | STL |
|---|---|-----------|
| Weekly Total Persons | 293,028 | 2,212,804 |
| Average Daily Minutes with Ad-Supported OOH Media: (Weekly Drivers) | 55.2 | 55.0 |
| % of Weekly Time Spent with Ad-Supported OOH Media: | 85.4% | 88.1% |
| Billboards & Signs | 38.1% | 39.2% |
| AM/FM Radio | 19.0% | 20.3% |
| Walking in Towns, Cities, Downtown Areas | 11.4% | 10.0% |
| Grocery Stores | 7.5% | 7.9% |
| Shopping Malls | 4.8% | 5.0% |
| Restaurants & Bars | 3.8% | 4.2% |
| Podcasts | 2.0% | 1.3% |
| Stadiums & Arenas | 1.8% | 1.9% |
| Gas Stations/Convenience Stores | 1.6% | 1.7% |
| Airports | 1.3% | 0.9% |

STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 277 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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

soefa.ai Share of Everything
for Anything

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality

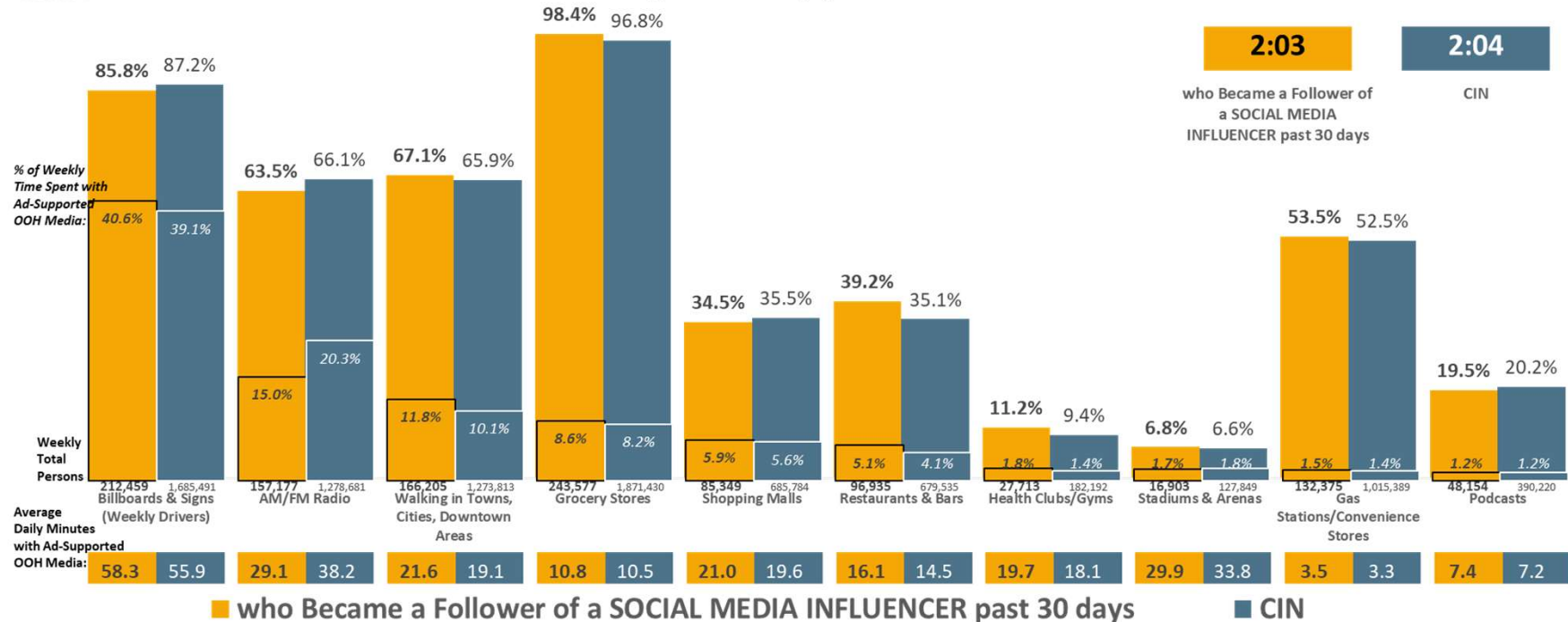


212,459 or 85.8% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 58.3 minutes per day driving, seeing Billboards and Signs representing 40.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 250 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality

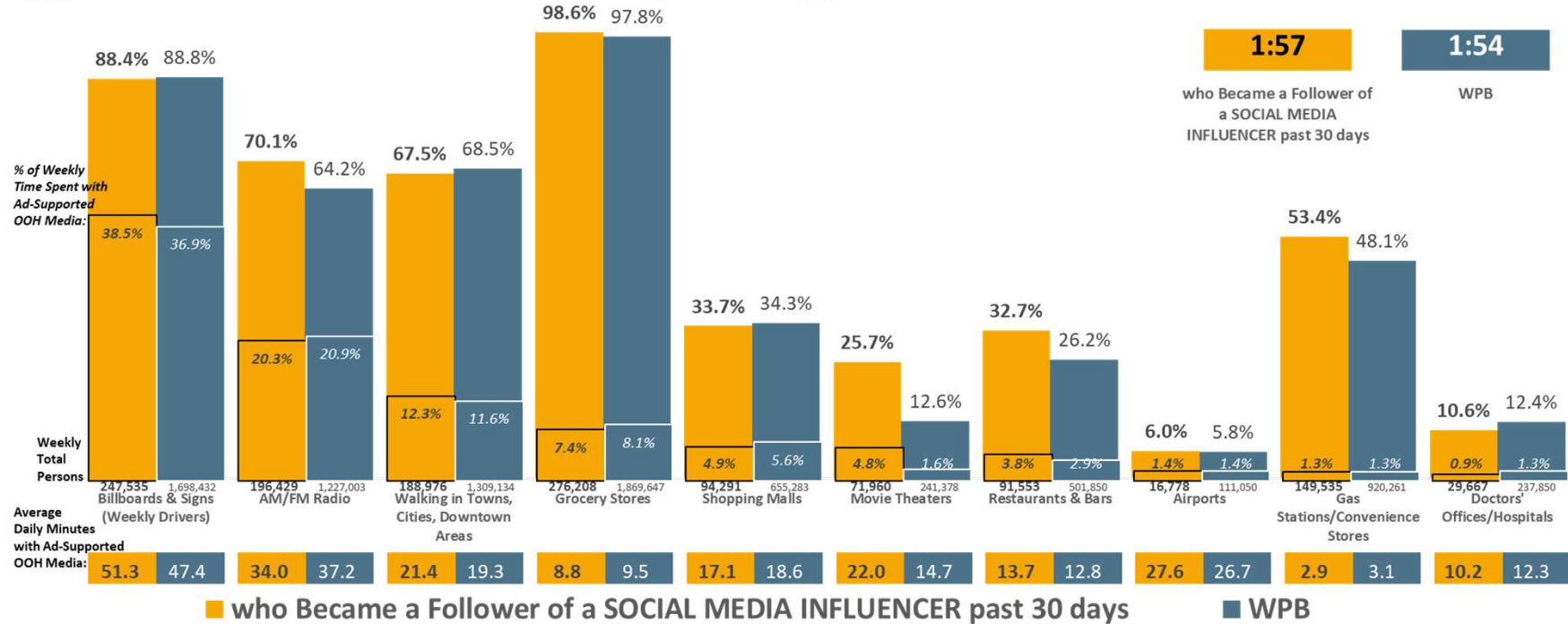


247,535 or 88.4% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 51.3 minutes per day driving, seeing Billboards and Signs representing 38.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



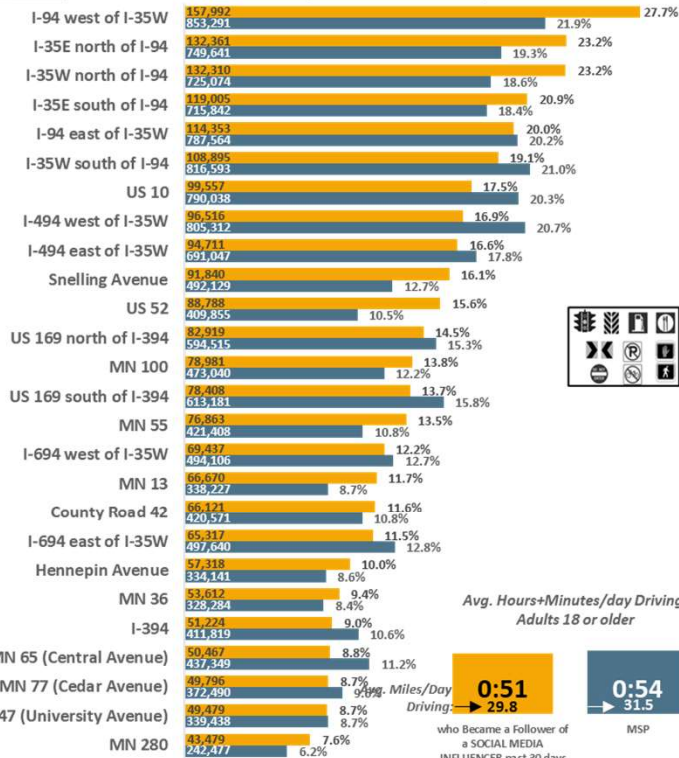
1:57
who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

1:54
WPB



469,071 or 82.2% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 51.2 minutes per day driving an average of 29.8 miles each day and are 47.7% more likely to use US 52 than the Metro average.

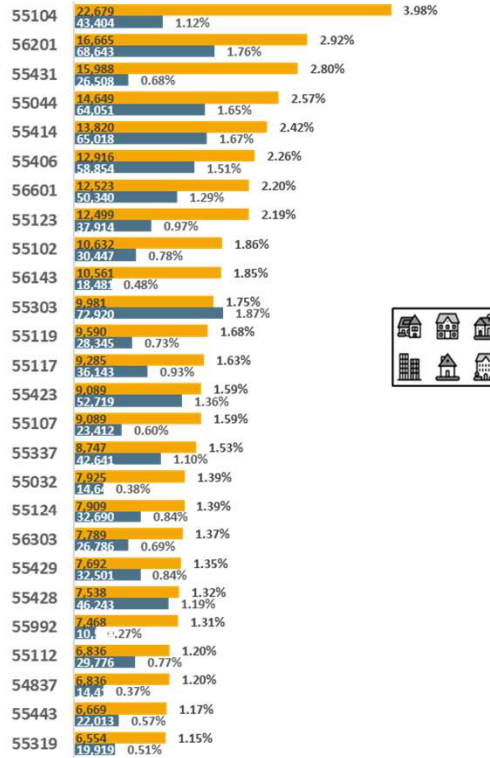
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



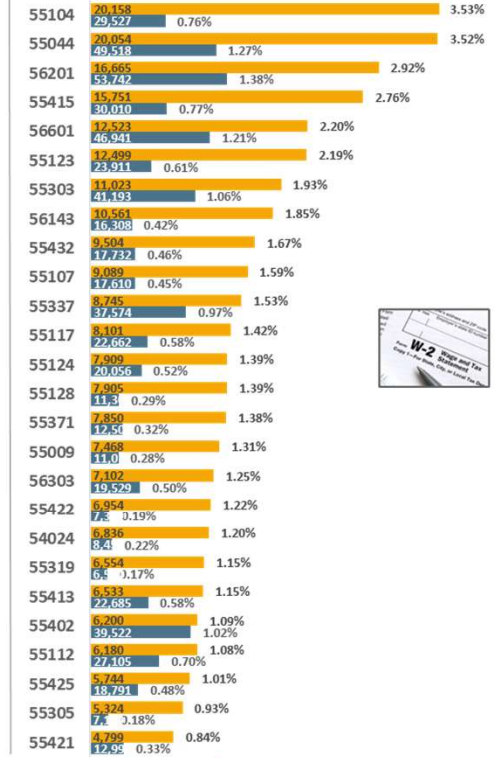
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



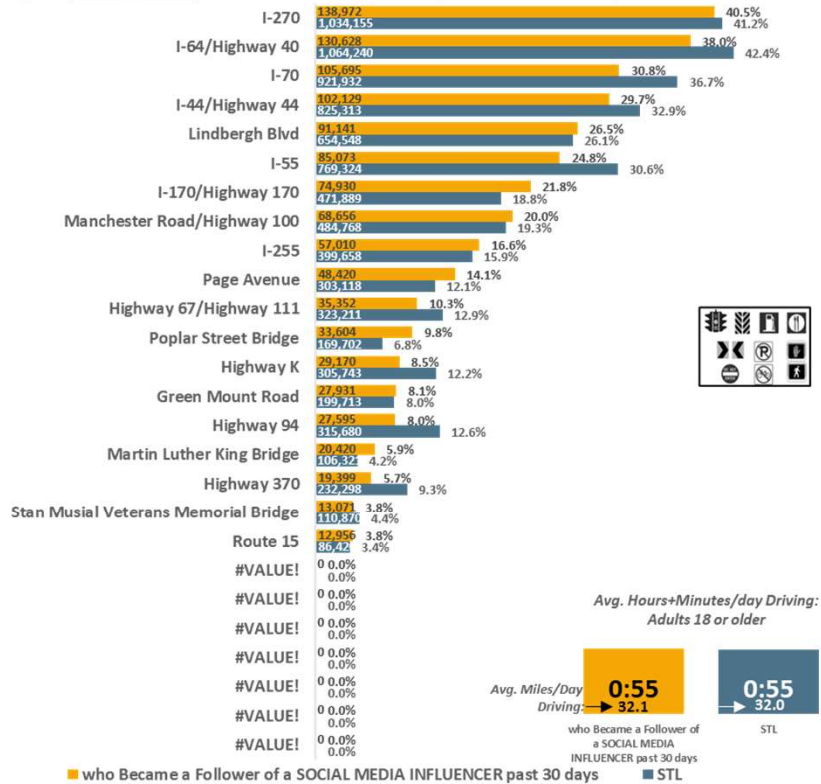
Top-26 Employment Zip Codes: Adults 18 or older



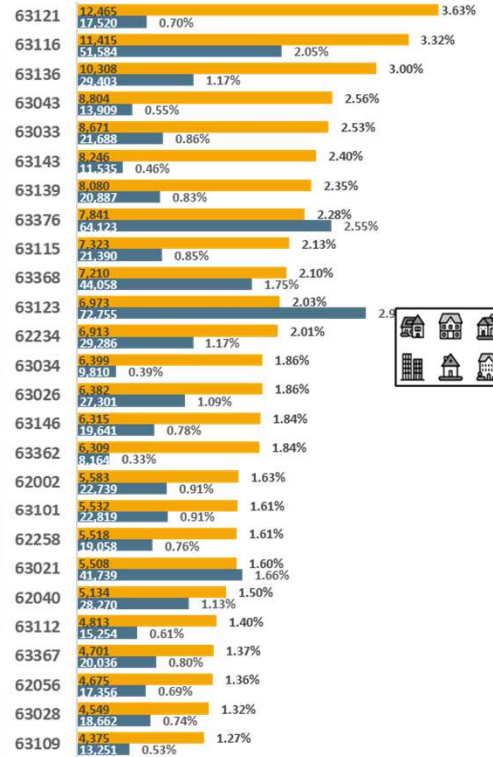


293,028 or 85.4% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 55.2 minutes per day driving an average of 32.1 miles each day and are 44.8% more likely to use Poplar Street Bridge than the Metro

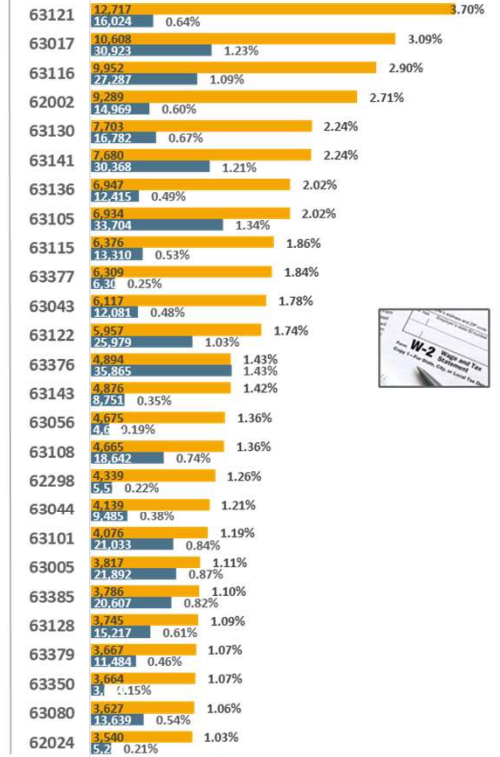
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



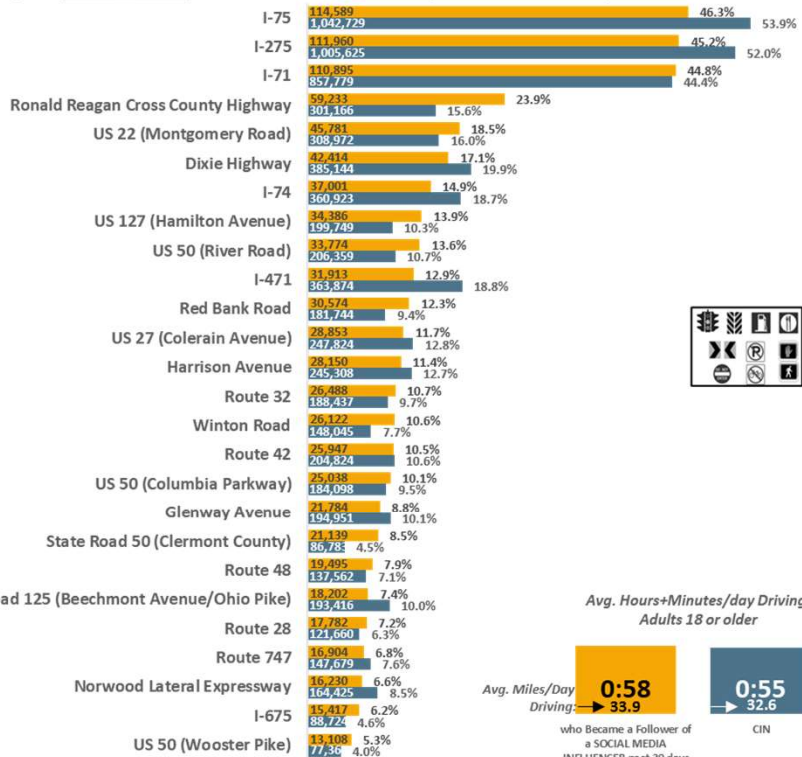
Top-26 Employment Zip Codes: Adults 18 or older





212,459 or 85.8% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 58.3 minutes per day driving an average of 33.9 miles each day and are 90.2% more likely to use State Road 50 (Clermont County) than

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



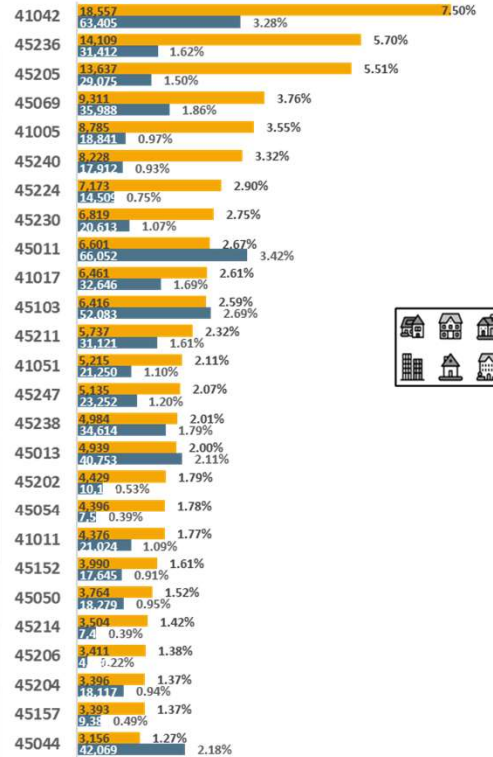
Avg. Hours+Minutes/day Driving:
Adults 18 or older



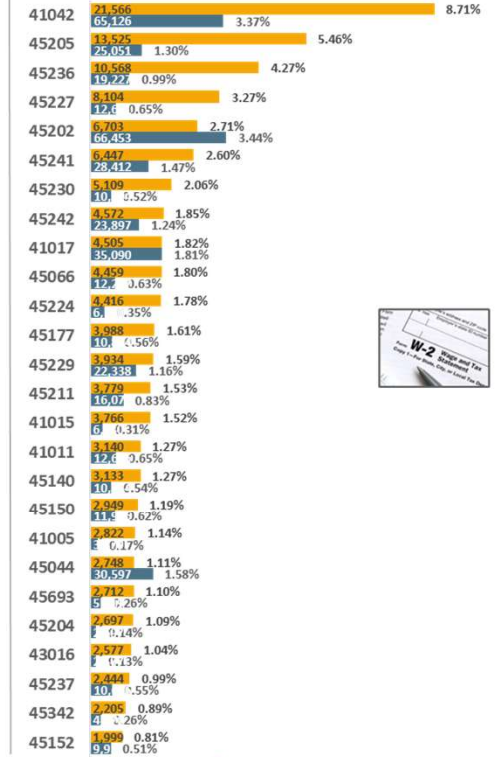
who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days

CIN

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

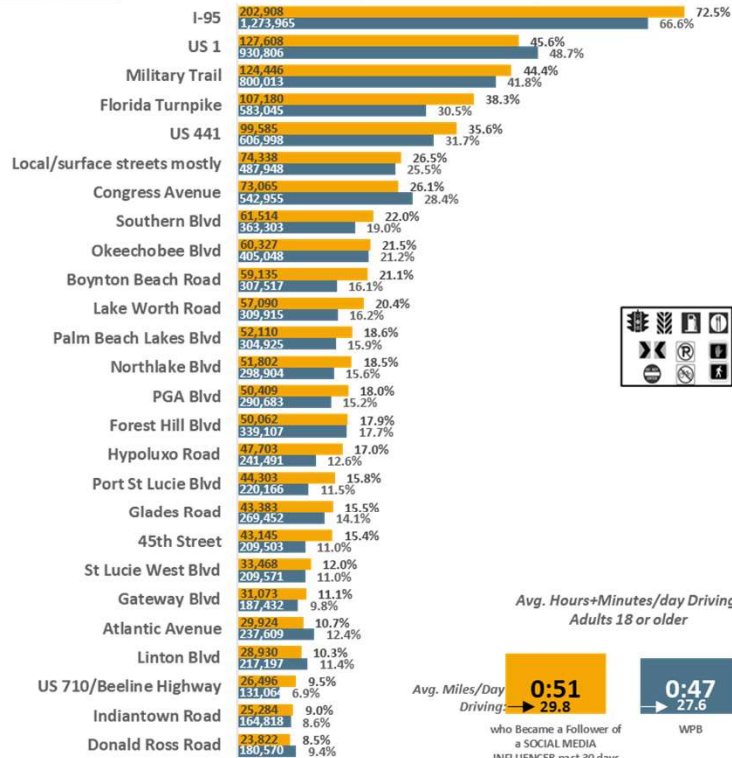


soefa.ai Share of Everything for Anything

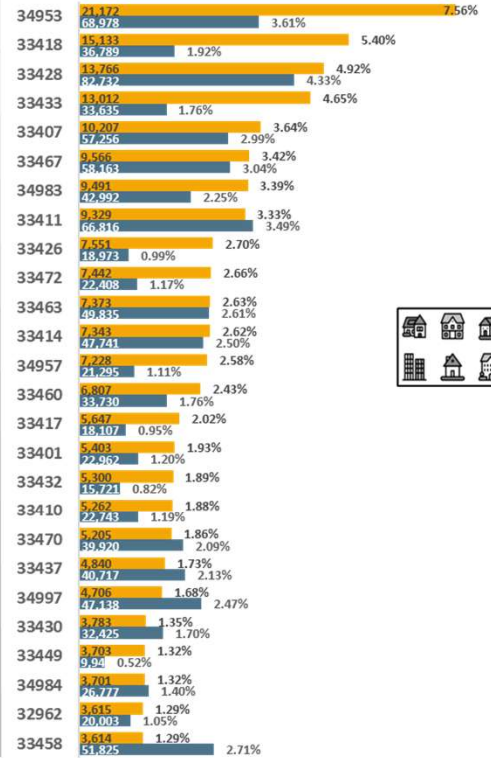


247,535 or 88.4% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days spend an average of 51.3 minutes per day driving an average of 29.8 miles each day and are 40.6% more likely to use 45th Street than the Metro average.

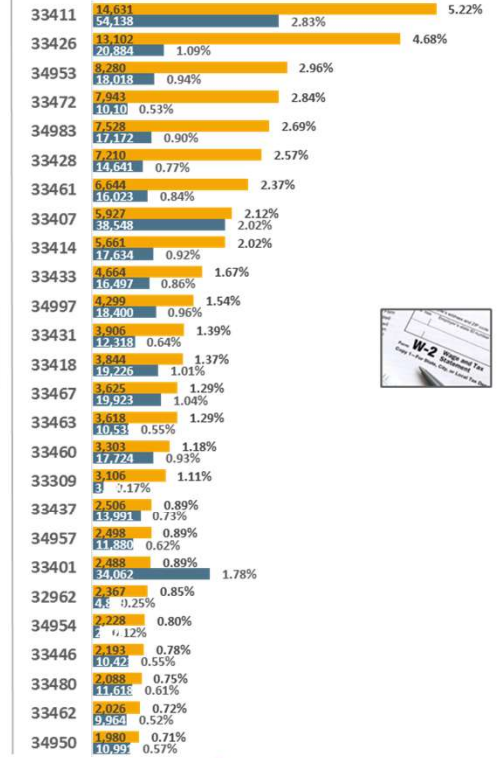
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



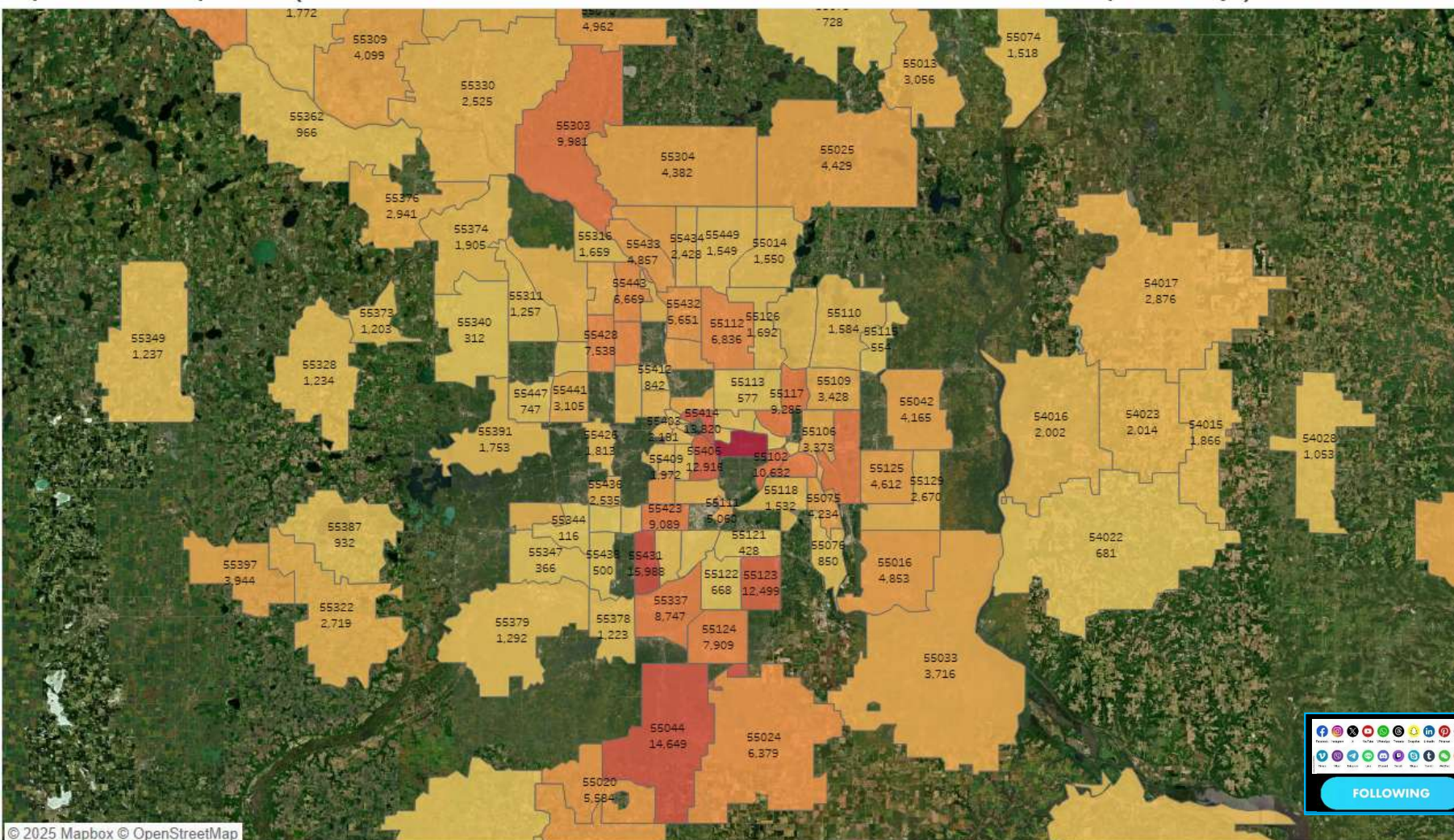
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



Top Residential Zip Codes: (Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days)



SUM(Adults 18 or older ...
95 22,679



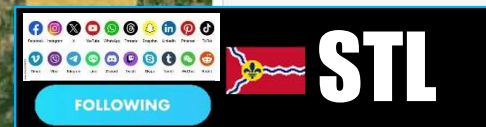
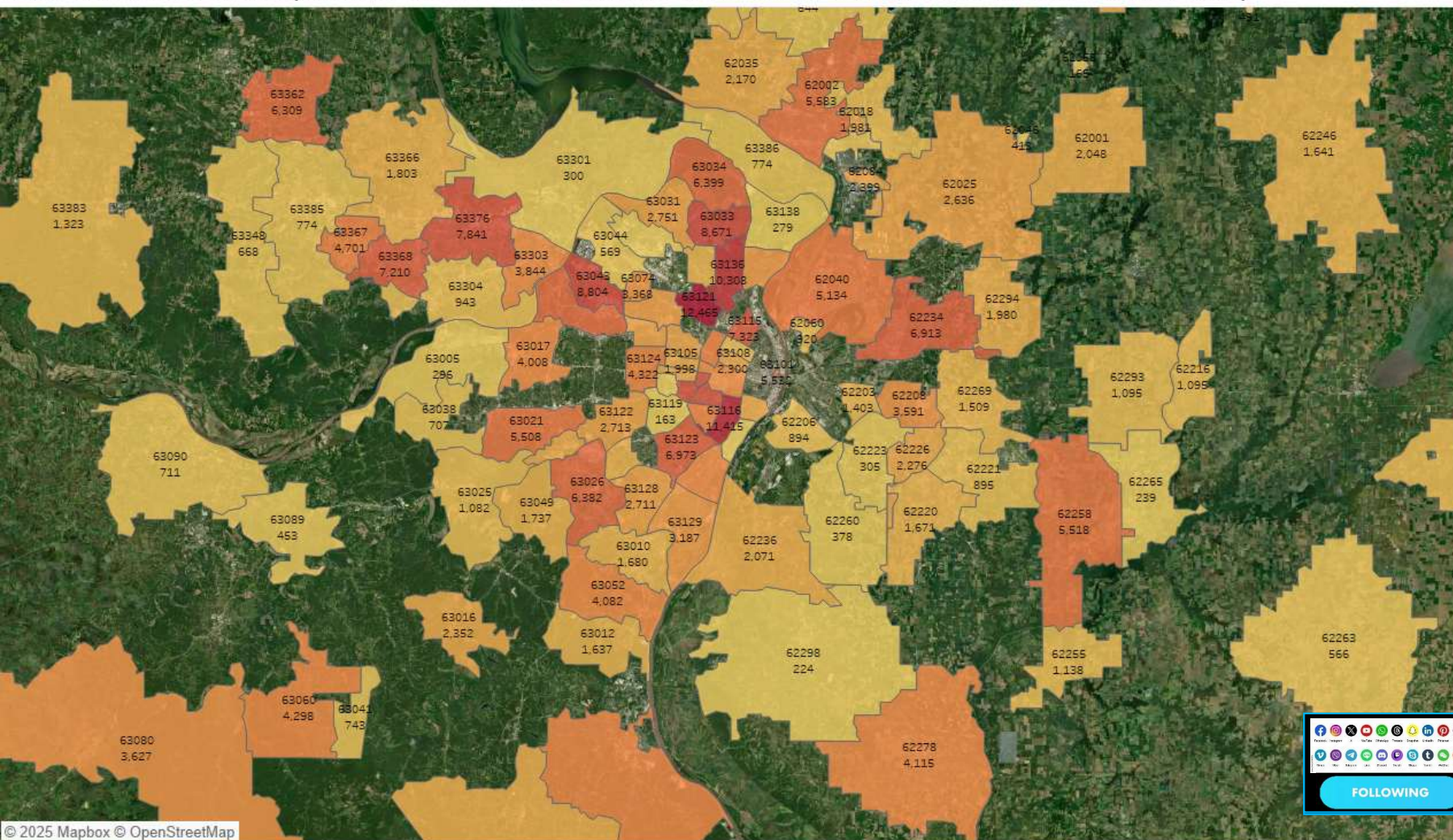
© 2025 Mapbox © OpenStreetMap

MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 280
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality

Top Residential Zip Codes: (Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days)



© 2025 Mapbox © OpenStreetMap

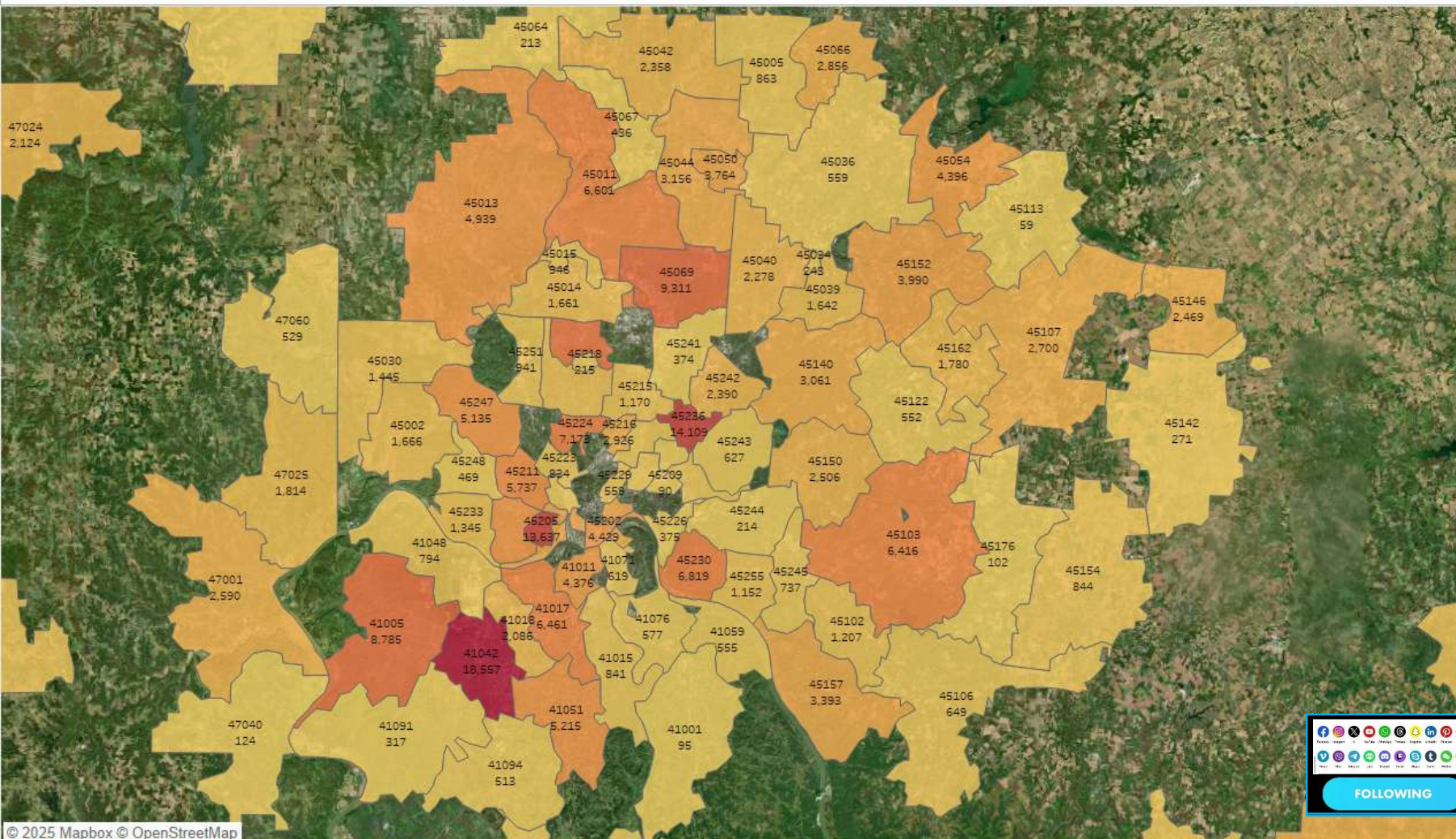
STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 277
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality

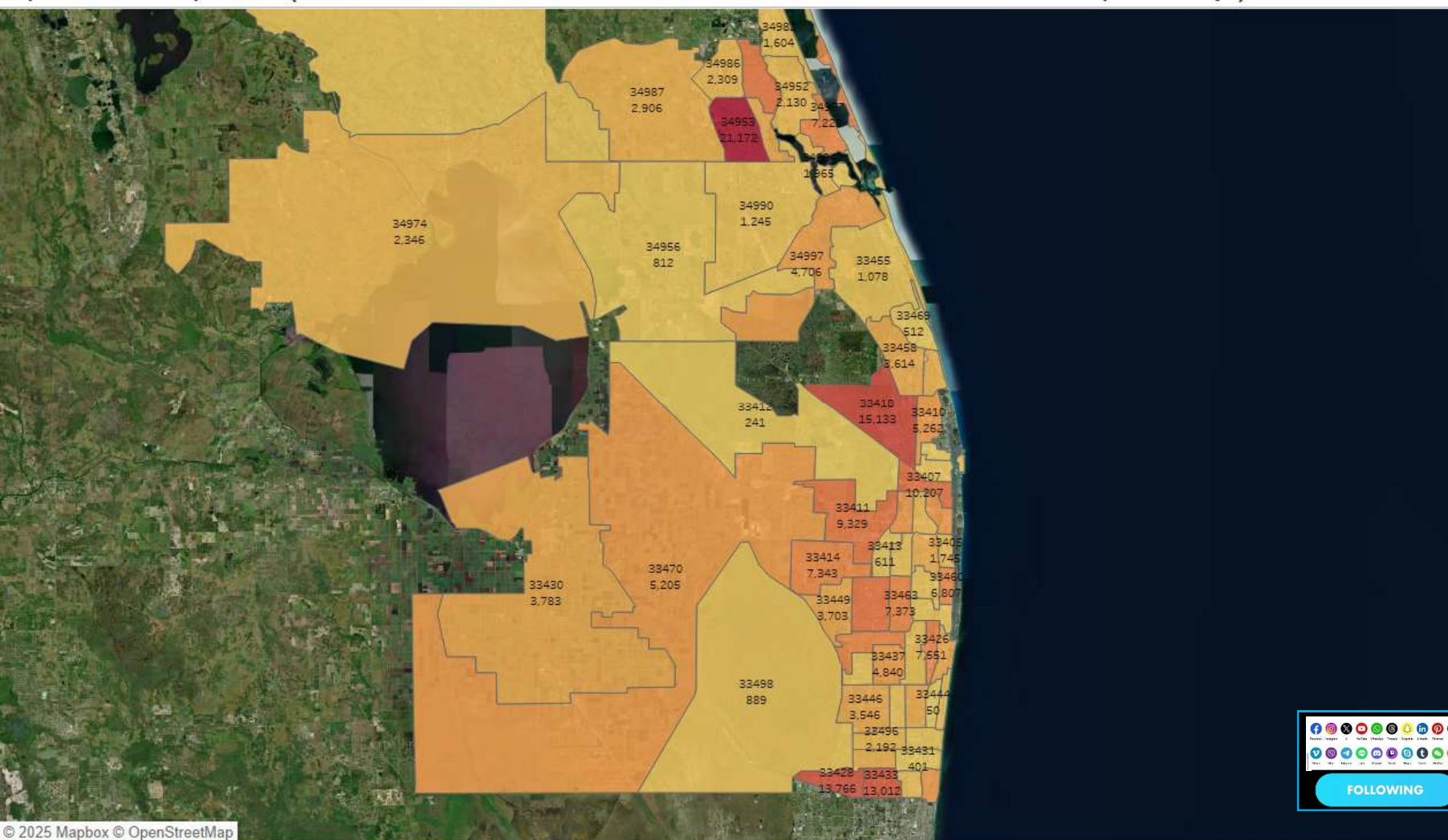
soefa.ai Share of Everything
for Anything

Top Residential Zip Codes: (Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days)

SUM(Adults 18 or older ...



Top Residential Zip Codes: (Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days)



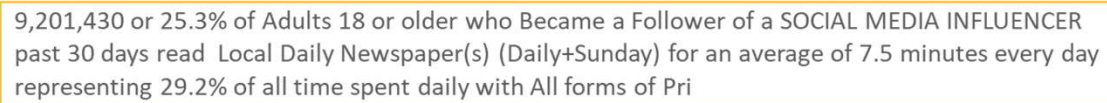
FOLLOWING

© 2025 Mapbox © OpenStreetMap

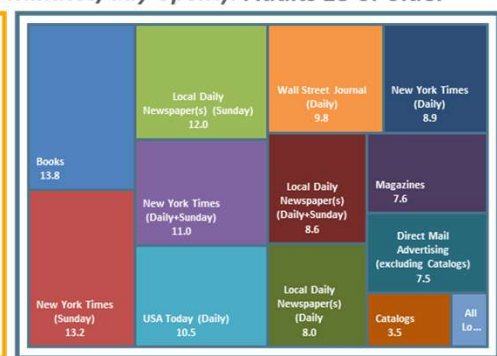
WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 336
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

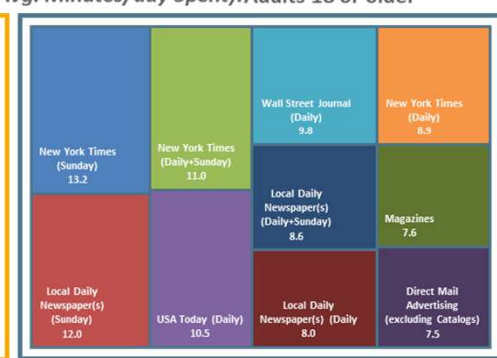
Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



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



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



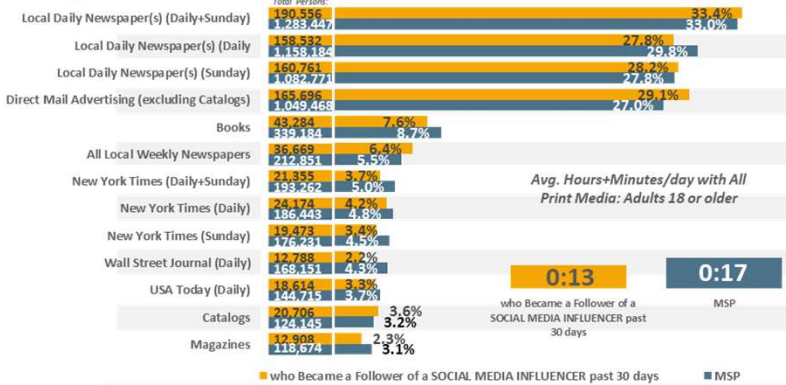
days ■ USA
soefa.ai Share of Everything
for Anything 

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality

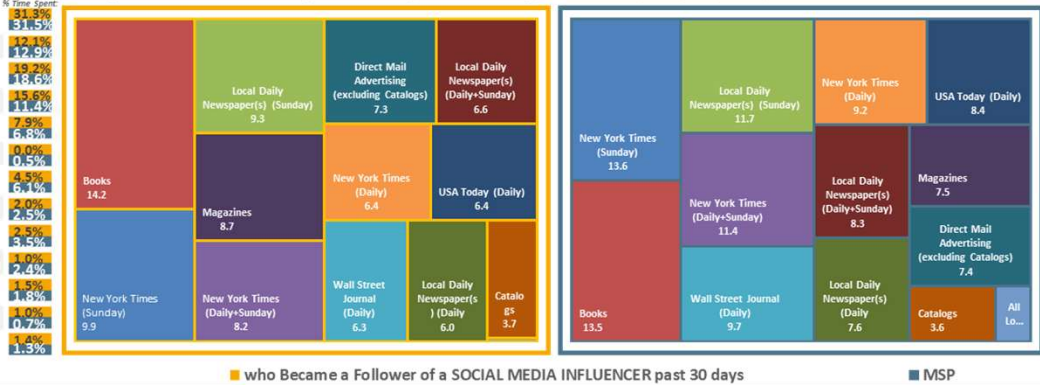


190,556 or 33.4% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.6 minutes every day representing 34.% of all time spent daily with All forms of Print

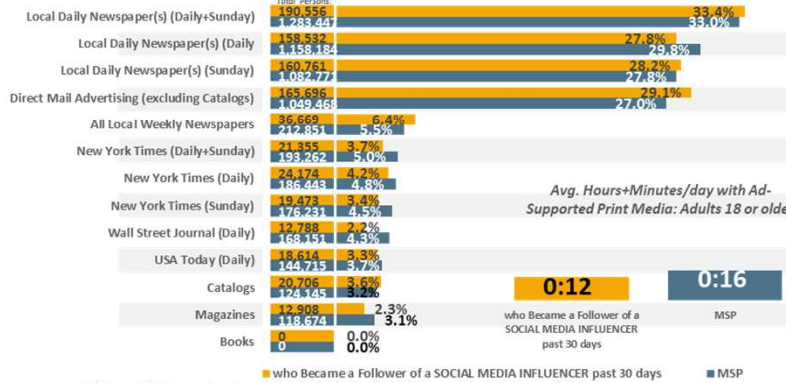
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



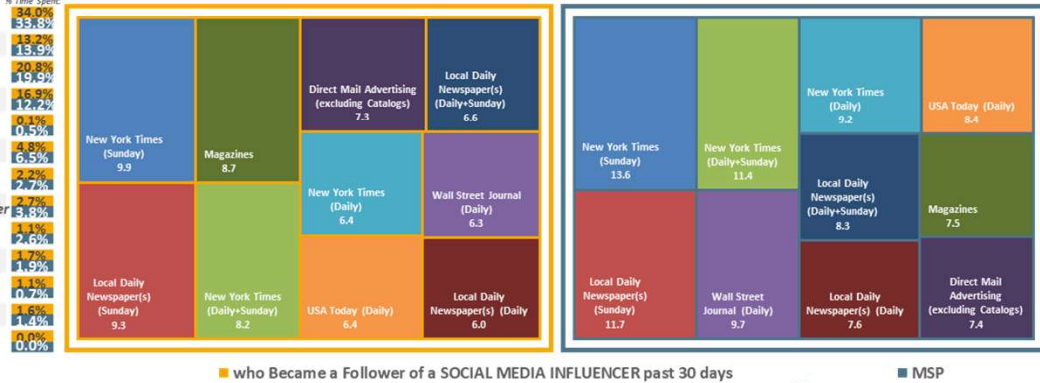
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



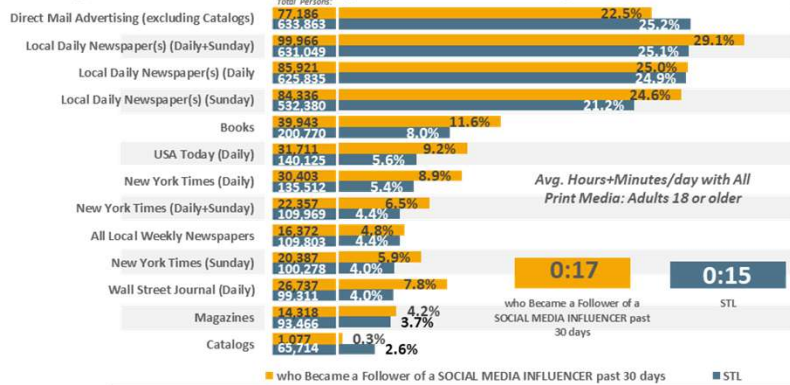
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



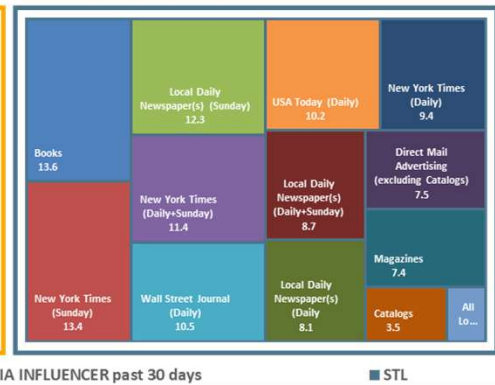
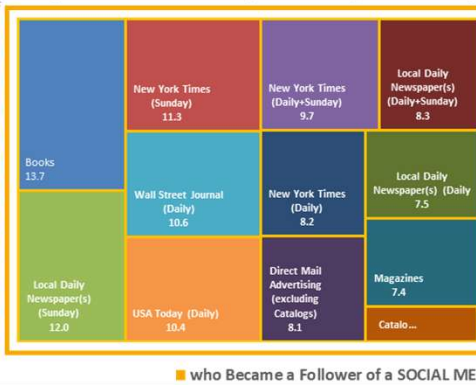


99,966 or 29.1% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 29.4% of all time spent daily with All forms of Print

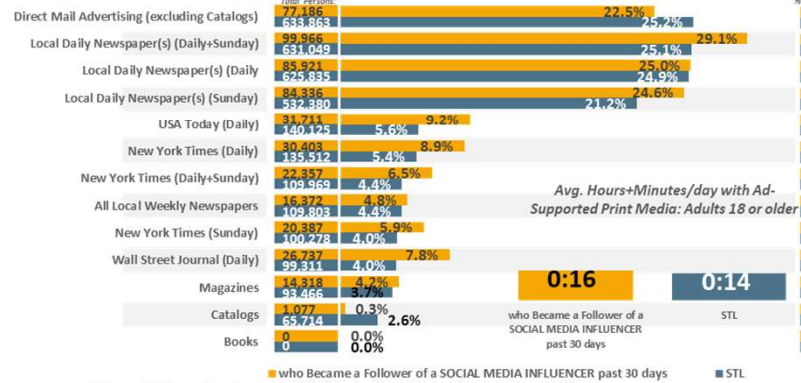
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



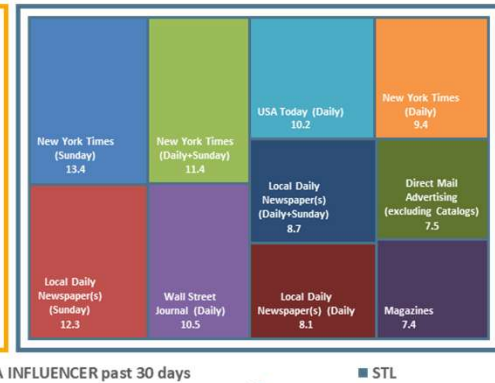
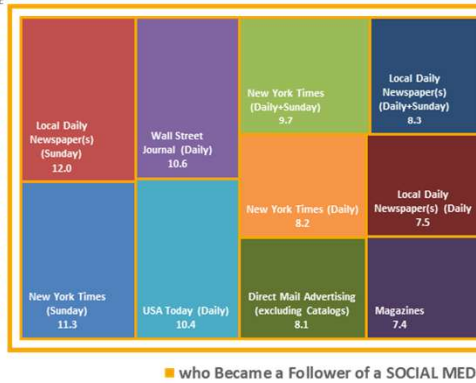
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



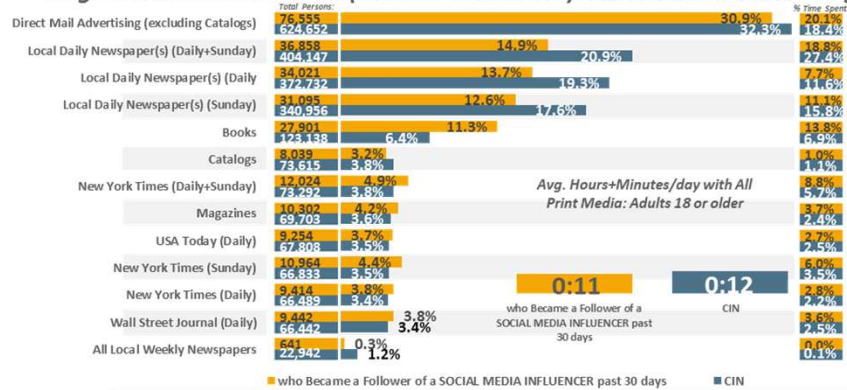
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





76,555 or 30.9% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days read Direct Mail Advertising (excluding Catalogs) for an average of 7.5 minutes every day representing 23.3% of all time spent daily with All forms of P

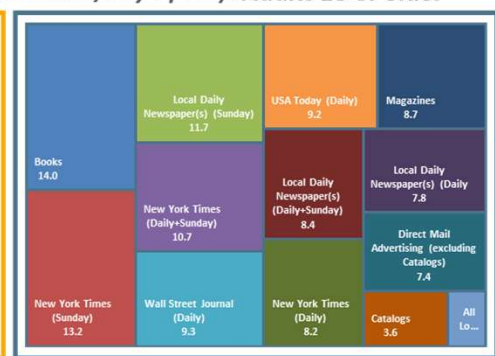
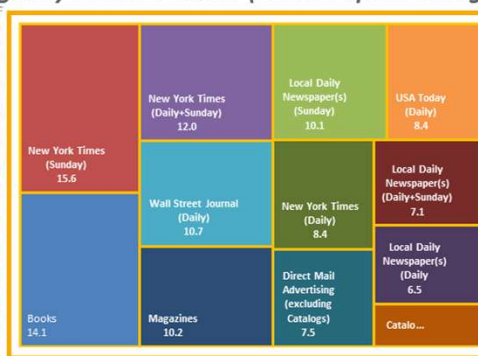
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



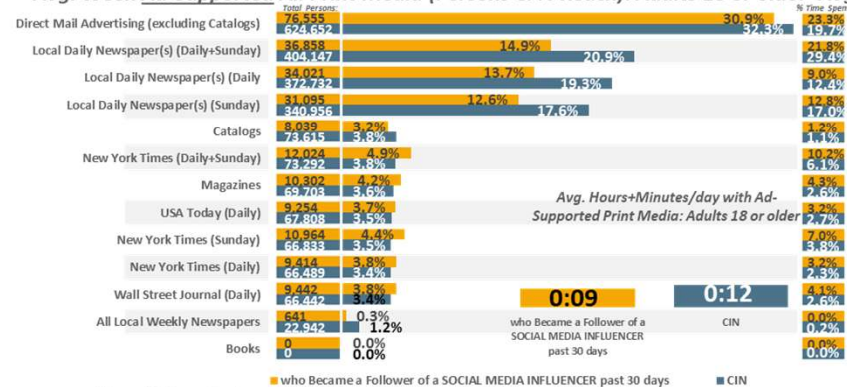
Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

0:11 who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days
0:12 CIN

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



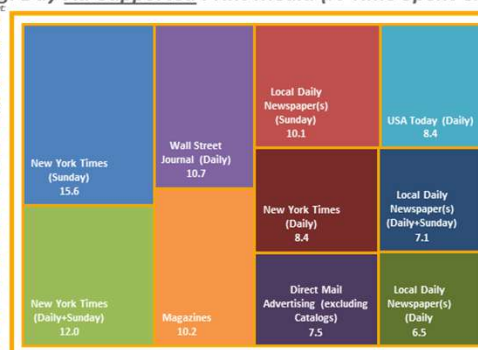
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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

0:09 who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days
0:12 CIN

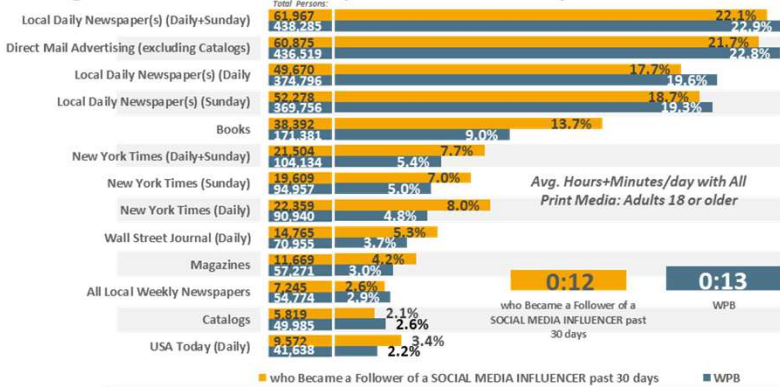
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



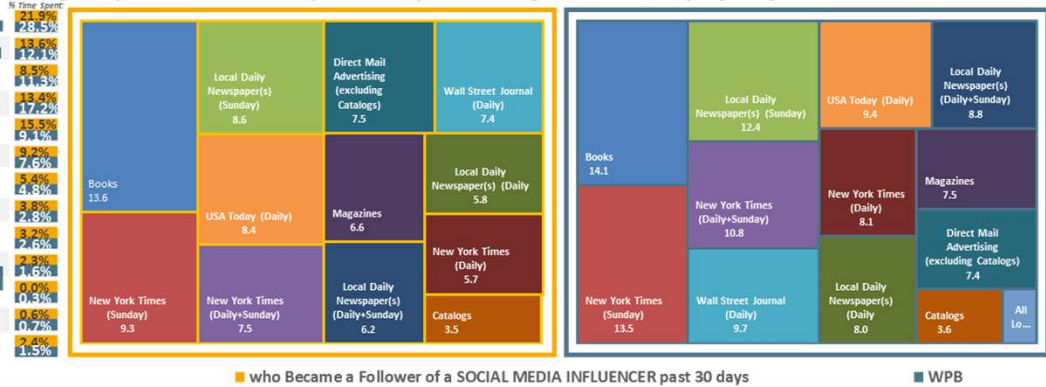


61,967 or 22.1% of Adults 18 or older who Became a Follower of a SOCIAL MEDIA INFLUENCER past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.2 minutes every day representing 26.% of all time spent daily with All forms of Print M

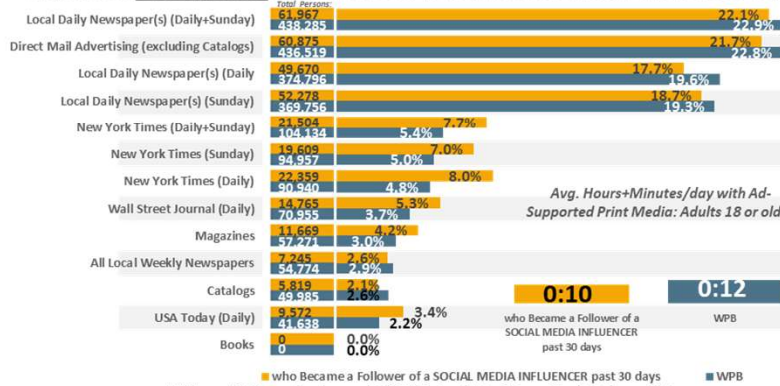
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



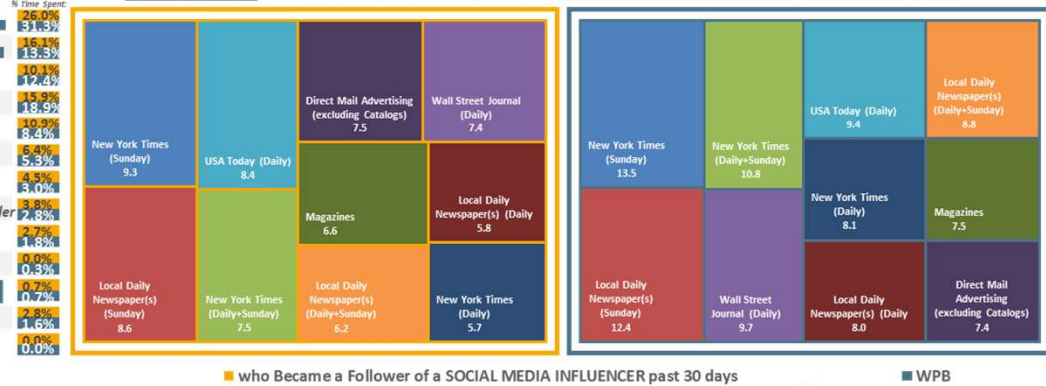
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



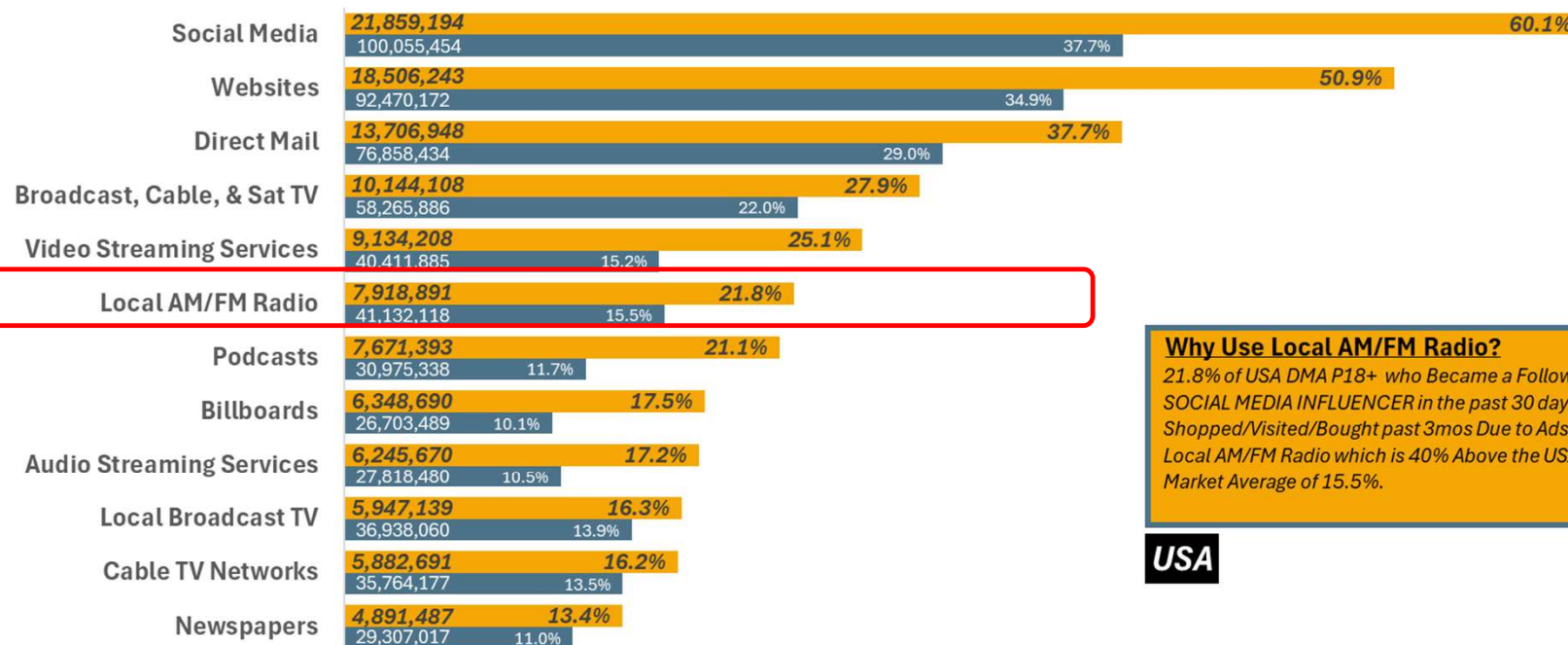
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





"Advertising Actions"

**P18+ who Became a Follower of a SOCIAL MEDIA INFLUENCER in the past 30 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?
21.8% of USA DMA P18+ who Became a Follower of a SOCIAL MEDIA INFLUENCER in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 40% Above the USA DMA Market Average of 15.5%.

USA

■ P18+ who Became a Follower of a SOCIAL MEDIA INFLUENCER in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA ScarboroughR2 2025: Sep24-Aug25 Qual Intab: 3445
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

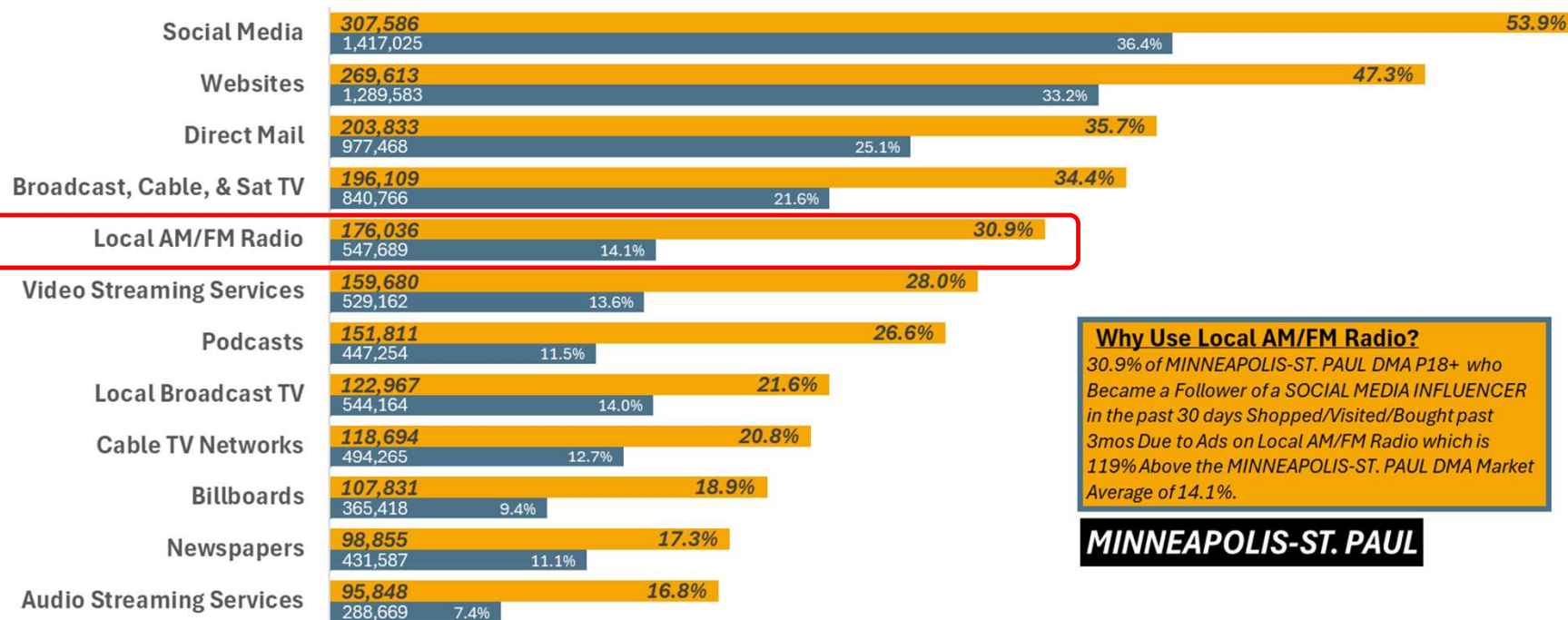
soefa.ai Share of Everything for Anything ©

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



"Advertising Actions"

**P18+ who Became a Follower of a SOCIAL MEDIA INFLUENCER in the past 30 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

30.9% of MINNEAPOLIS-ST. PAUL DMA P18+ who Became a Follower of a SOCIAL MEDIA INFLUENCER in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 119% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 14.1%.

MINNEAPOLIS-ST. PAUL

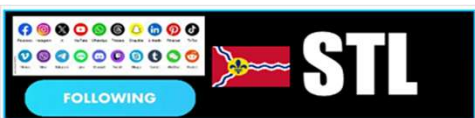
■ P18+ who Became a Follower of a SOCIAL MEDIA INFLUENCER in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 280
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

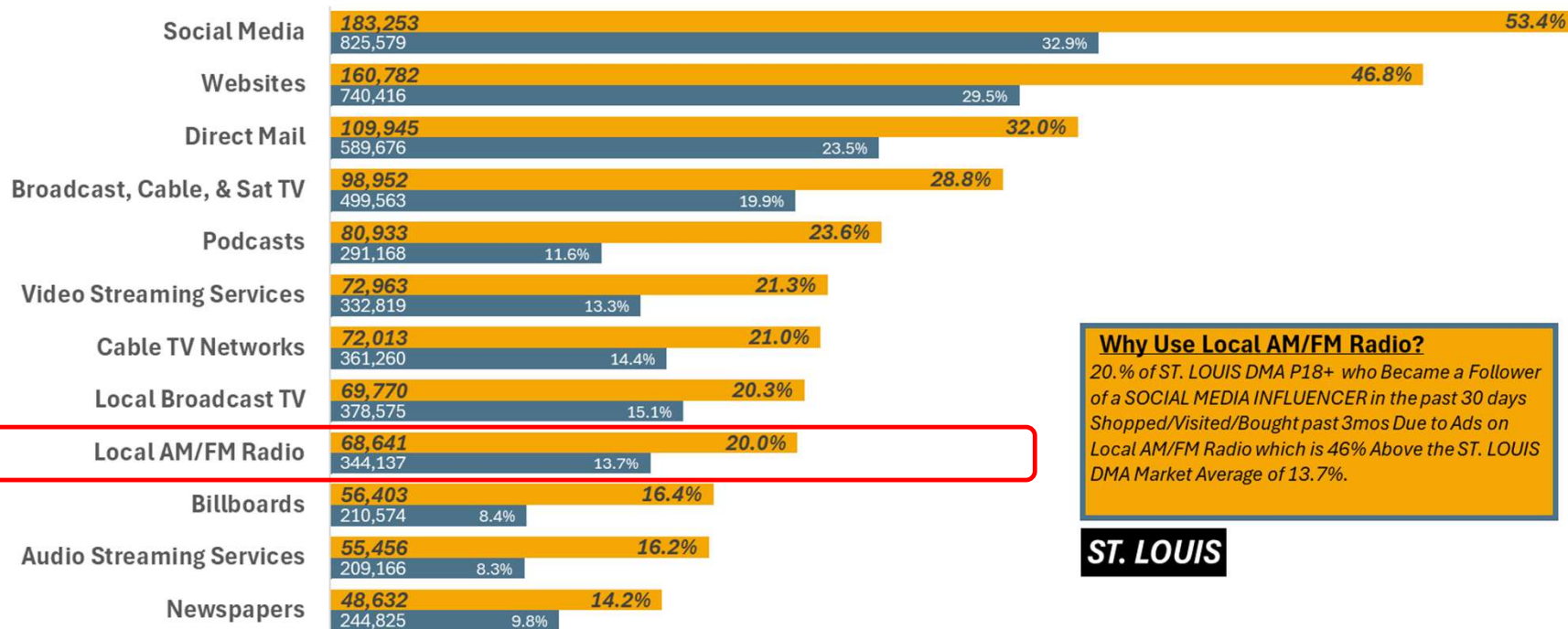
soefa.ai Share of Everything for Anything ®

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



"Advertising Actions"

P18+ who Became a Follower of a SOCIAL MEDIA INFLUENCER in the past 30 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

20.% of ST. LOUIS DMA P18+ who Became a Follower of a SOCIAL MEDIA INFLUENCER in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 46% Above the ST. LOUIS DMA Market Average of 13.7%.

ST. LOUIS

■ P18+ who Became a Follower of a SOCIAL MEDIA INFLUENCER in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ ST. LOUIS AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

ST. LOUIS DMA ScarboroughR2 2025:Aug24-Jul25 Qual Intab: 277
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

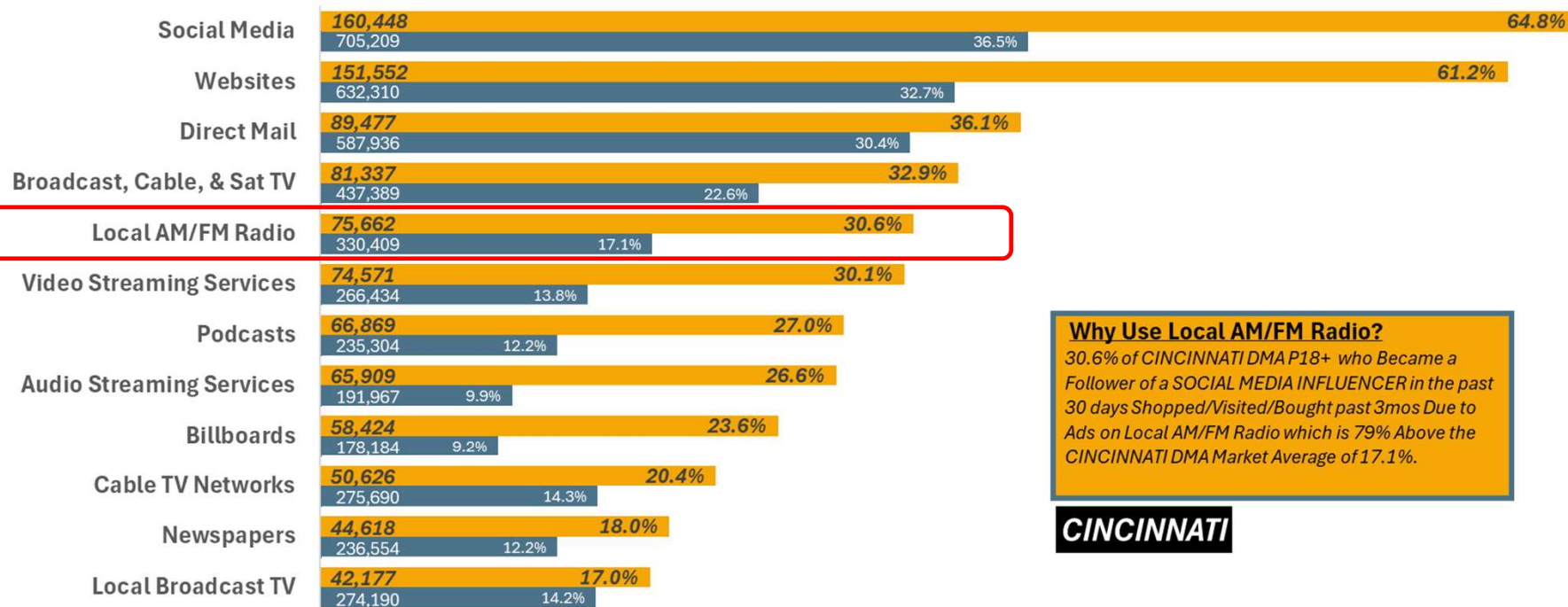
soefa.ai Share of Everything for Anything ®

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



"Advertising Actions"

P18+ who Became a Follower of a SOCIAL MEDIA INFLUENCER in the past 30 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
30.6% of CINCINNATI DMA P18+ who Became a Follower of a SOCIAL MEDIA INFLUENCER in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 79% Above the CINCINNATI DMA Market Average of 17.1%.

CINCINNATI

■ P18+ who Became a Follower of a SOCIAL MEDIA INFLUENCER in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ CINCINNATI AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 250
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

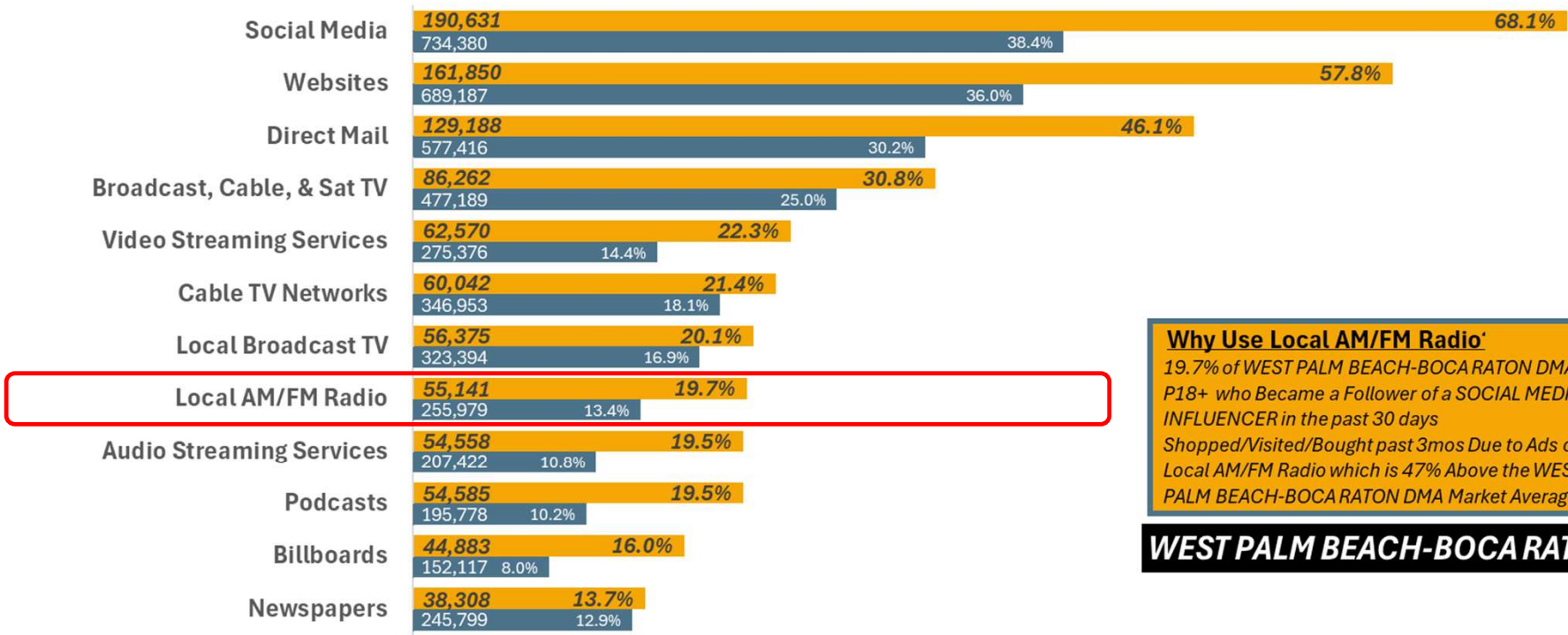
soefa.ai Share of Everything for Anything ©

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality



"Advertising Actions"

P18+ who Became a Follower of a SOCIAL MEDIA INFLUENCER in the past 30 days
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio'
19.7% of WEST PALM BEACH-BOCA RATON DMA
P18+ who Became a Follower of a SOCIAL MEDIA
INFLUENCER in the past 30 days
Shopped/Visited/Bought past 3mos Due to Ads on
Local AM/FM Radio which is 47% Above the WEST
PALM BEACH-BOCA RATON DMA Market Average...

WEST PALM BEACH-BOCA RATON

Social media activities done past 30 days: Follow/become a fan of a celebrity/personality