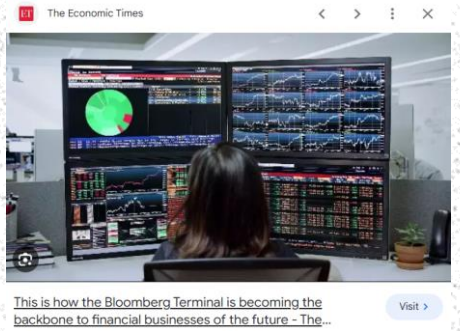
USA – AMERICA'S Weekly LEGACY TV NETWORK VIEWERS in 2023

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of the P18+ past 7 days Viewers of ABC, CBS, FOX, NBC, and PBS Network Broadcast TV Stations in 2023.



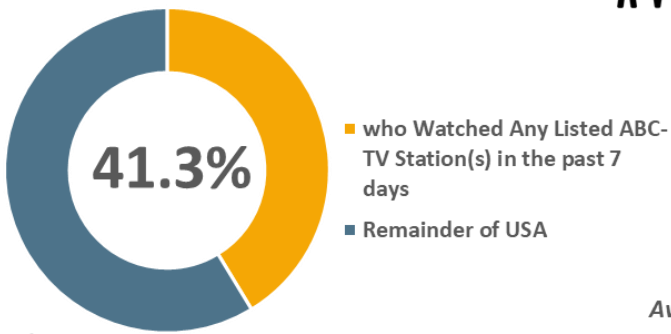
Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)
Broadcast TV networks/stations watched past 7 days: Any listed CBS station(s)
Broadcast TV networks/stations watched past 7 days: Any listed FOX station(s)
Broadcast TV networks/stations watched past 7 days: Any listed NBC station(s)
Broadcast TV networks/stations watched past 7 days: Any listed PBS station(s)



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

41.3% or 108,292,206 of USA Adults 18 or older Watched Any Listed ABC-TV Station(s) in the past 7 days. Typical Adults 18 or older who Watched Any Listed ABC-TV Station(s) in the past 7 days are 55.6 years old (15.3% older than average) and have a $89,390 (.4% lower than average) annual household income.

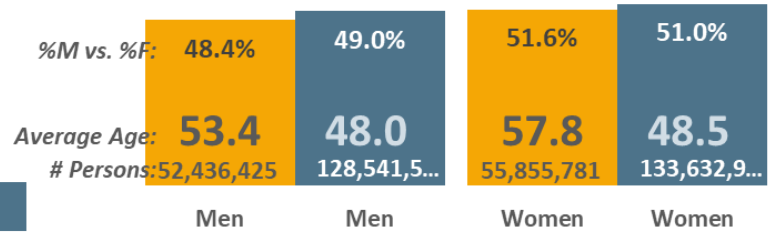
Percent of Market: Adults 18 or older



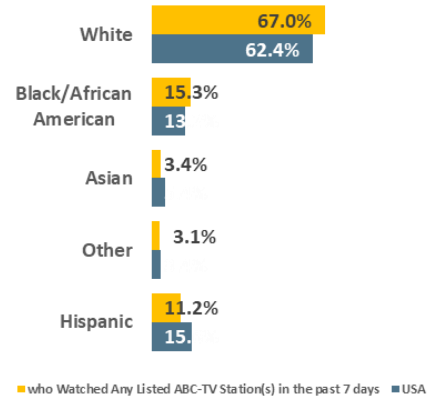
Total Persons:

108,292,206	153,882,294

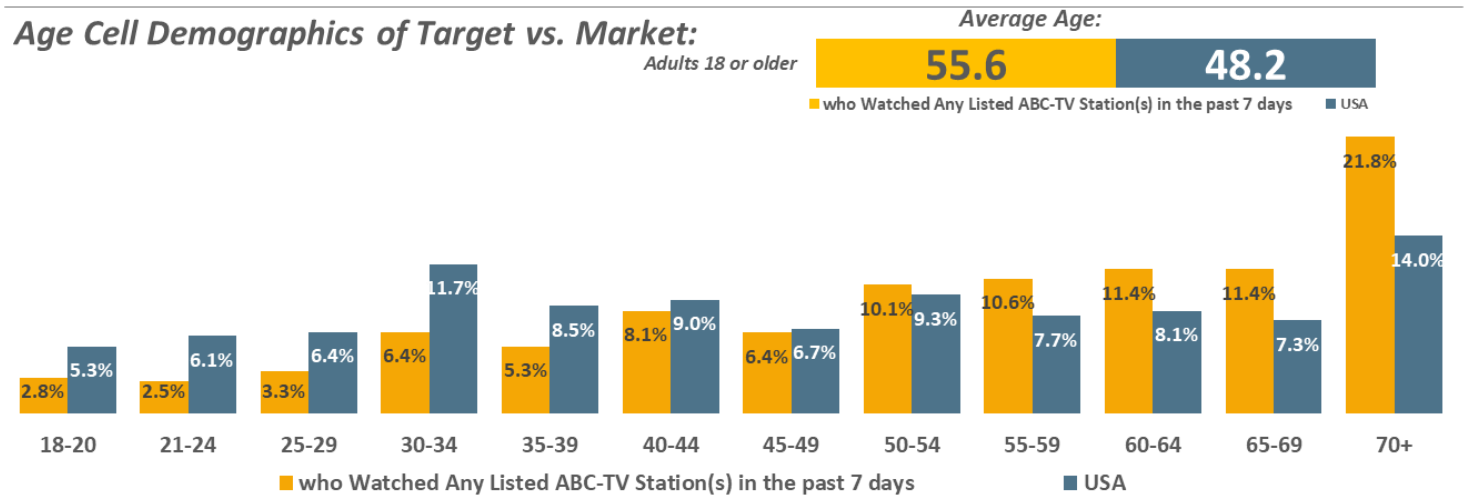
Gender of Target vs. Market: Adults 18 or older



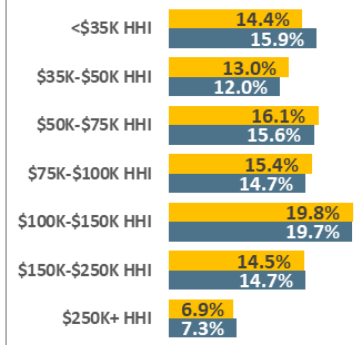
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:

$89,390	$89,767

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,394

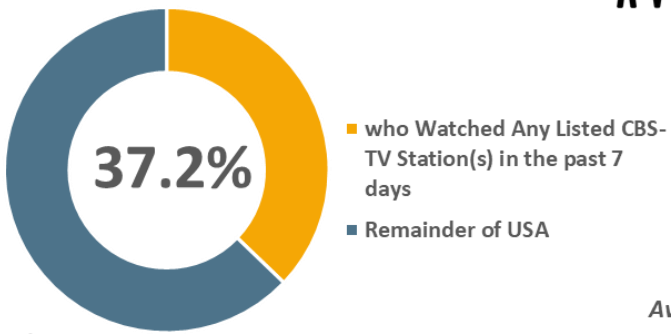
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)

37.2% or 97,453,931 of USA Adults 18 or older Watched Any Listed CBS-TV Station(s) in the past 7 days. Typical Adults 18 or older who Watched Any Listed CBS-TV Station(s) in the past 7 days are 57.2 years old (18.6% older than average) and have a $90,747 (1.1% higher than average) annual household income.

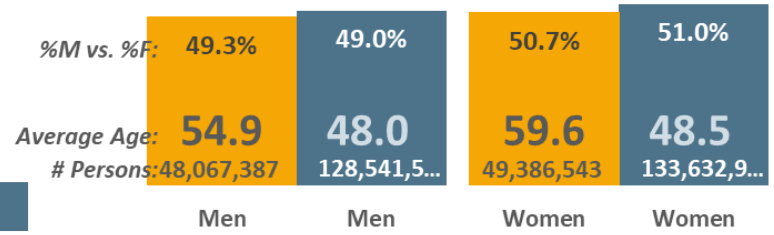
Percent of Market: Adults 18 or older



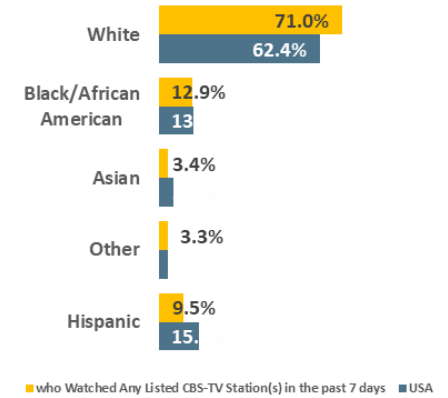
Total Persons:

97,453,931	164,720,569

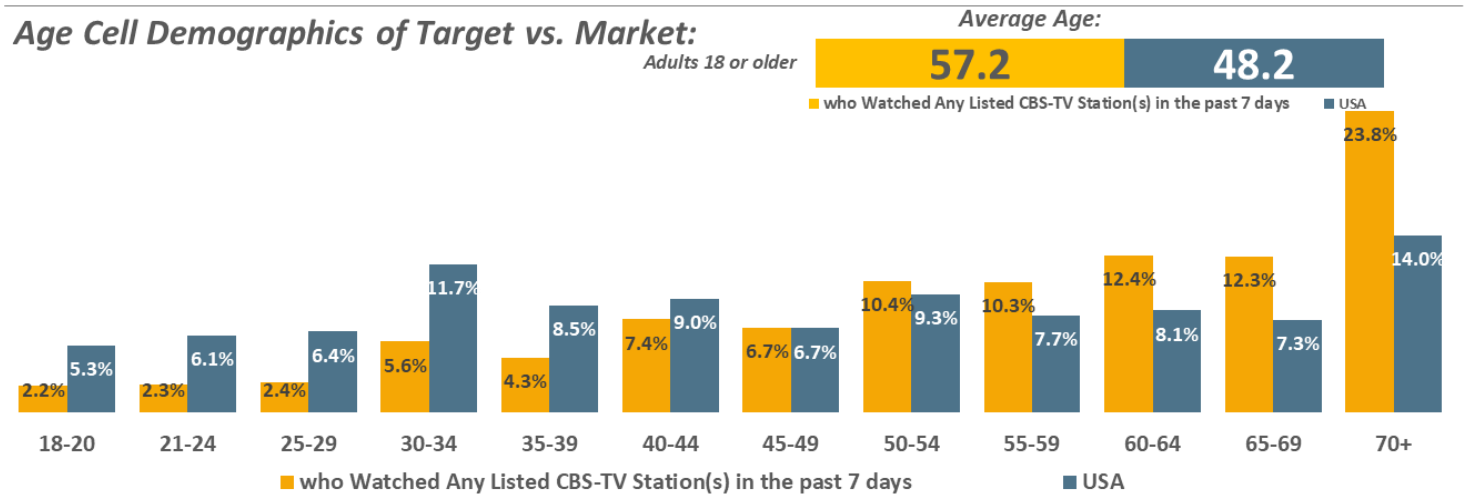
Gender of Target vs. Market: Adults 18 or older



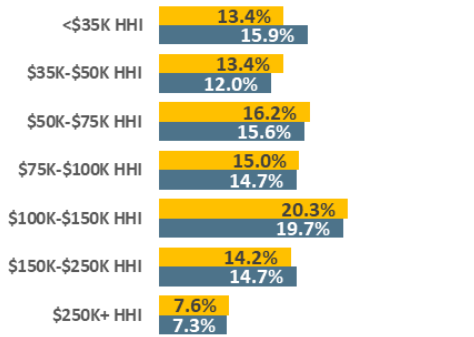
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:

$90,747	$89,767

USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *4,181*

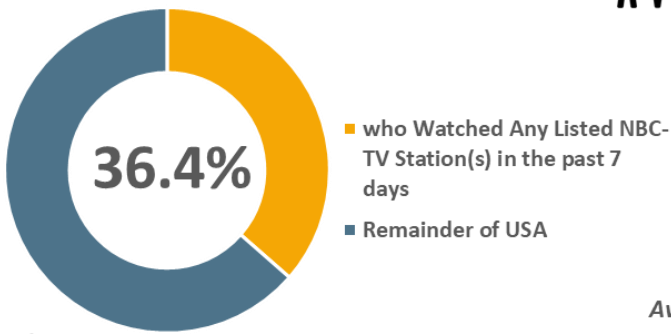
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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

Broadcast TV networks/stations watched past 7 days: Any listed CBS station(s)

36.4% or 95,521,829 of USA Adults 18 or older Watched Any Listed NBC-TV Station(s) in the past 7 days. Typical Adults 18 or older who Watched Any Listed NBC-TV Station(s) in the past 7 days are 56.7 years old (17.6% older than average) and have a $92,153 (2.7% higher than average) annual household income.

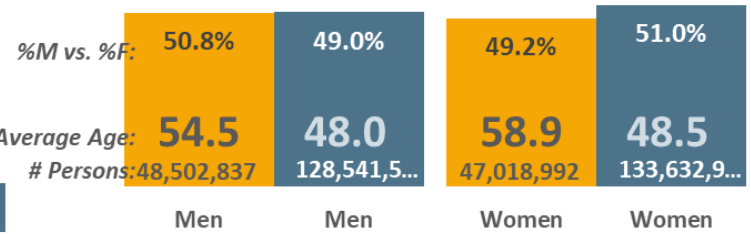
Percent of Market: Adults 18 or older



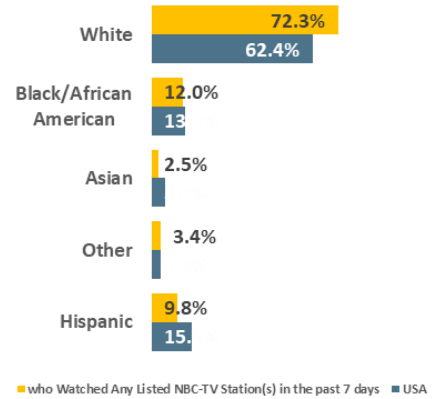
Total Persons:



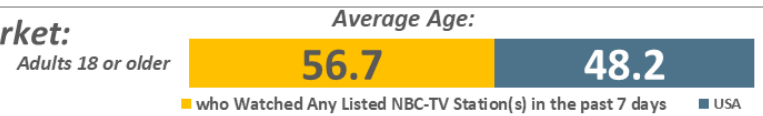
Gender of Target vs. Market: Adults 18 or older

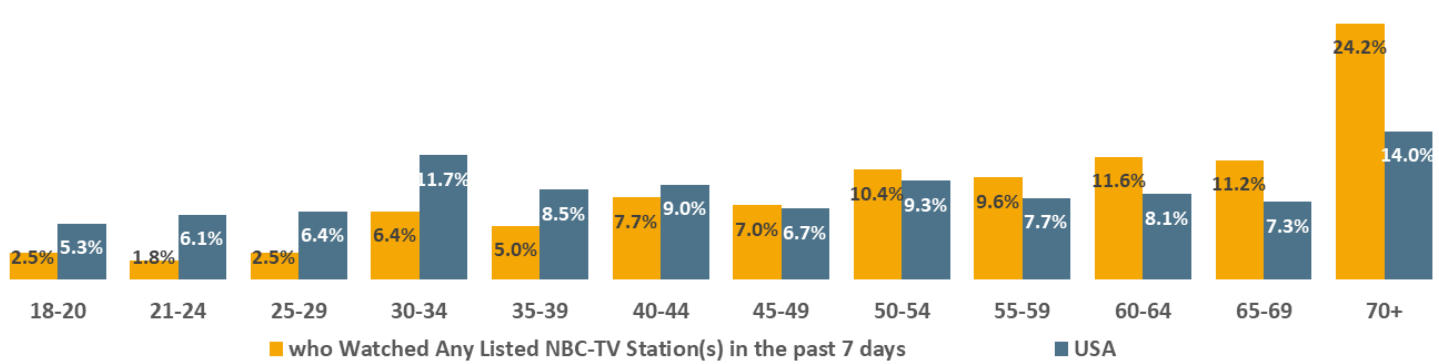


Ethnicity of Target vs. Market:

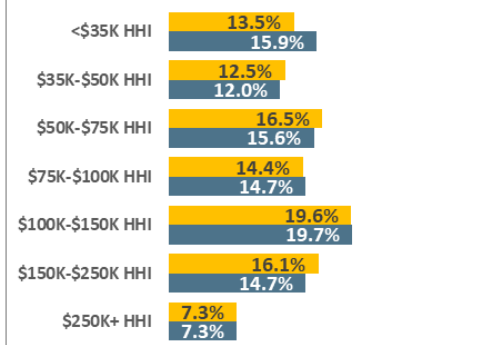


Age Cell Demographics of Target vs. Market:





HHI of Target vs. Market:



Avg HHI:



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,055

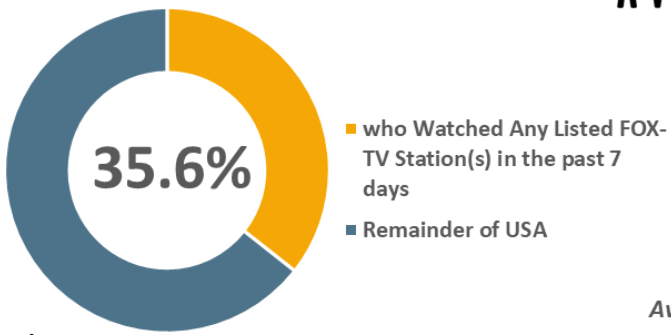
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

Broadcast TV networks/stations watched past 7 days: Any listed NBC station(s)

35.6% or 93,380,534 of USA Adults 18 or older Watched Any Listed FOX-TV Station(s) in the past 7 days. Typical Adults 18 or older who Watched Any Listed FOX-TV Station(s) in the past 7 days are 54.6 years old (13.2% older than average) and have a $86,825 (3.3% lower than average) annual household income.

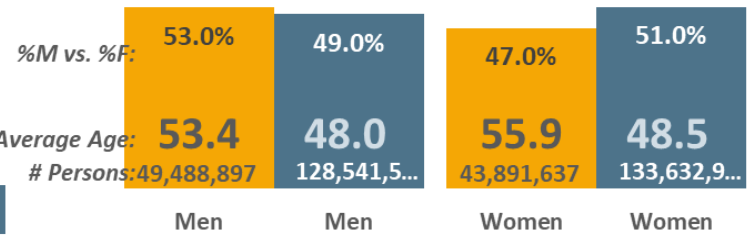
Percent of Market: Adults 18 or older



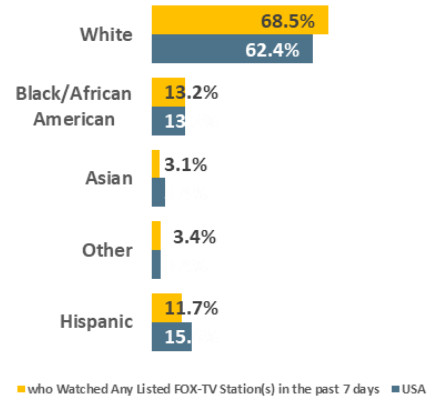
Total Persons:



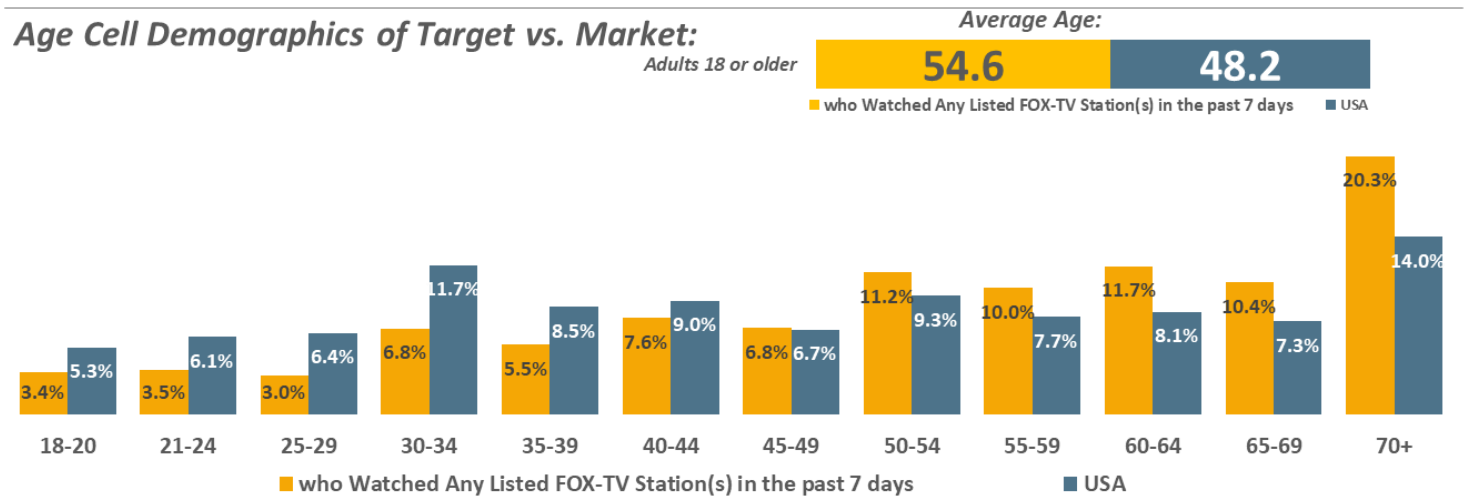
Gender of Target vs. Market: Adults 18 or older



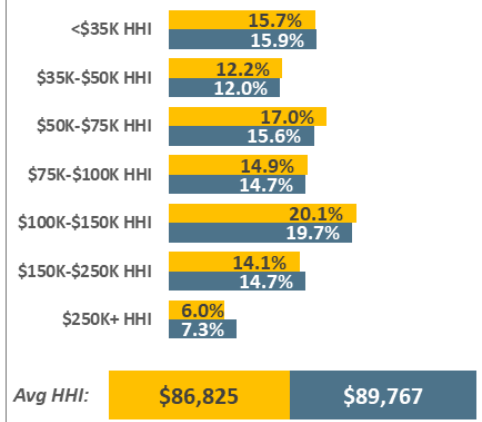
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 3,727

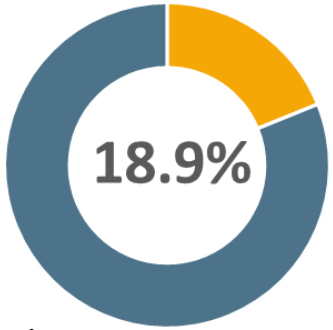
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

Broadcast TV networks/stations watched past 7 days: Any listed FOX station(s)

18.9% or 49,468,176 of USA Adults 18 or older Watched Any Listed PBS-TV Station(s) in the past 7 days. Typical Adults 18 or older who Watched Any Listed PBS-TV Station(s) in the past 7 days are 59.5 years old (23.4% older than average) and have a $86,163 (4.% lower than average) annual household income.

Percent of Market: Adults 18 or older

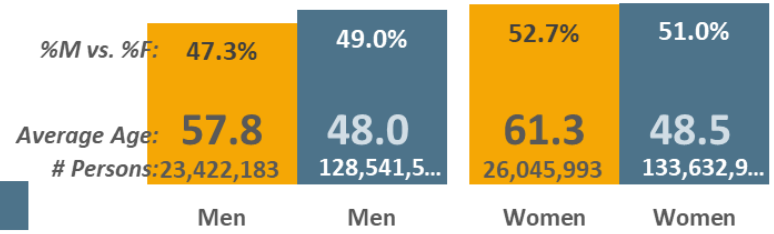


- who Watched Any Listed PBS-TV Station(s) in the past 7 days
- Remainder of USA

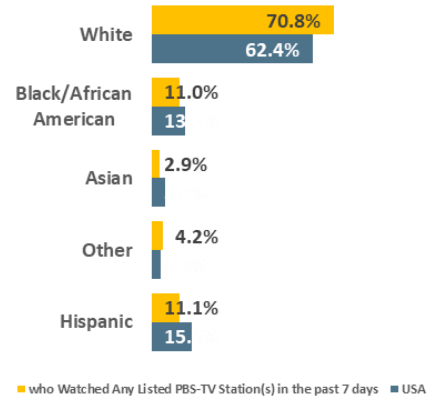
Total Persons:

49,468,176	212,706,324

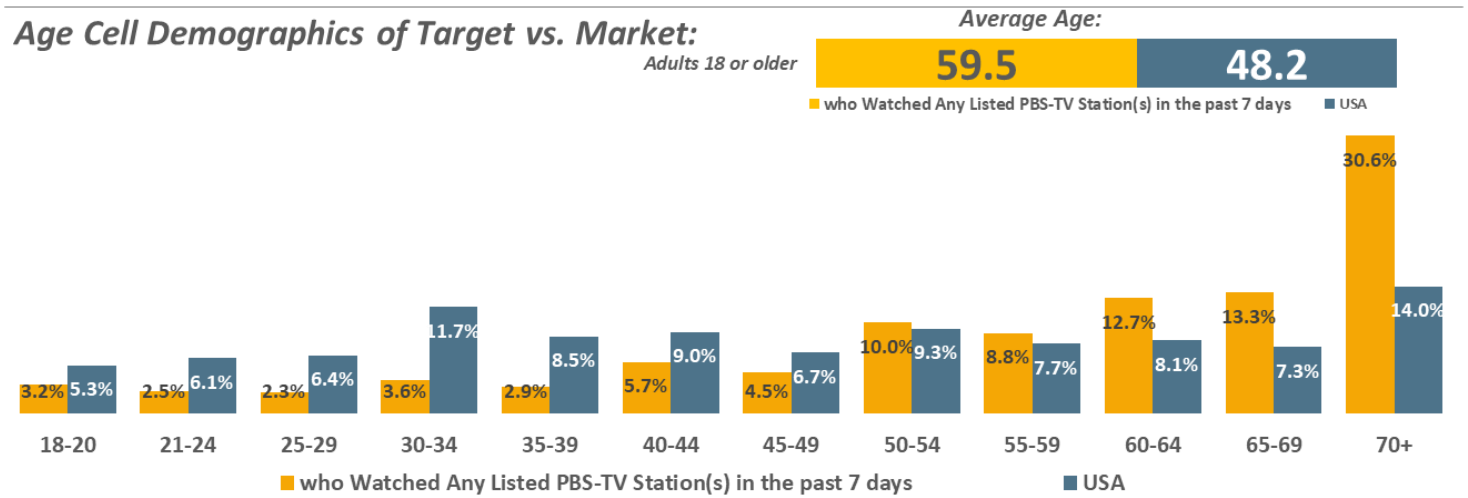
Gender of Target vs. Market: Adults 18 or older



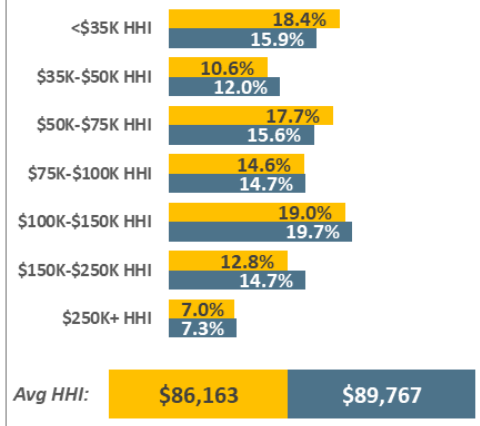
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$86,163	$89,767

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,244

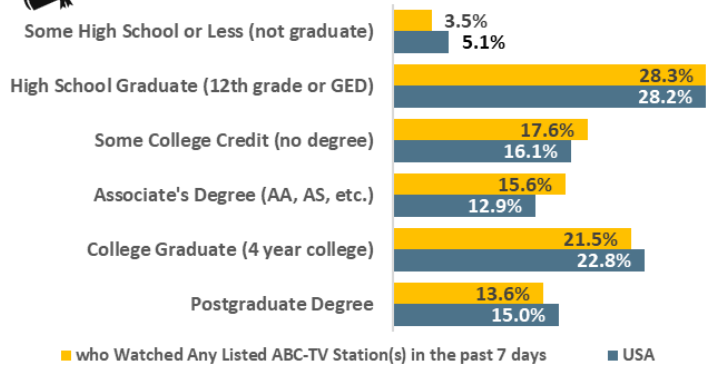
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

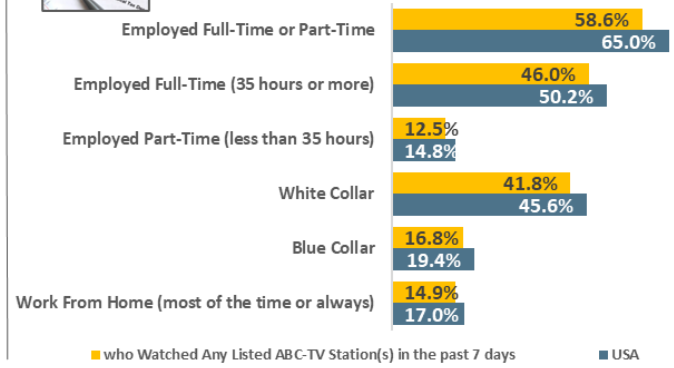
Broadcast TV networks/stations watched past 7 days: Any listed PBS station(s)

41.3% or 108,292,206 of USA Adults 18 or older Watched Any Listed ABC-TV Station(s) in the past 7 days. Adults 18 or older who Watched Any Listed ABC-TV Station(s) in the past 7 days are 7.3% less likely to be a college graduate, 8.3% less likely to work full-time, 7.4% more likely to be married, 27.% less likely to be a parent of 1 or more children under 1

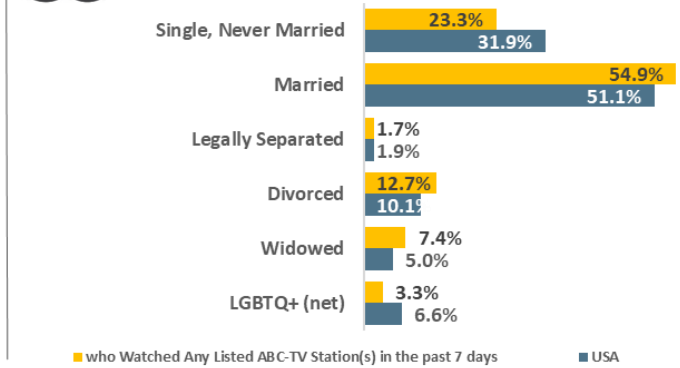
Education Levels: Adults 18 or older



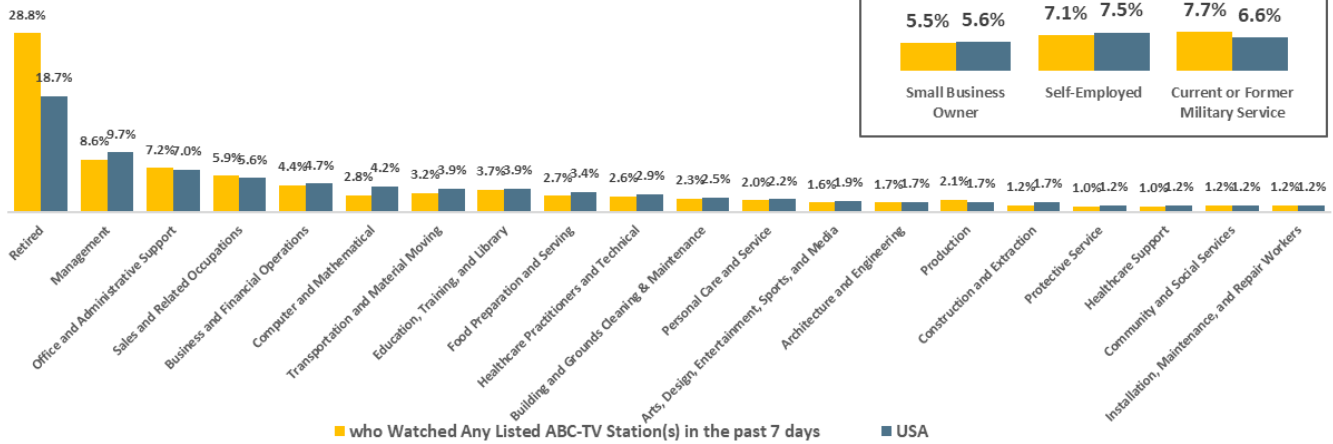
Employment: Adults 18 or older



Marital Status: Adults 18 or older

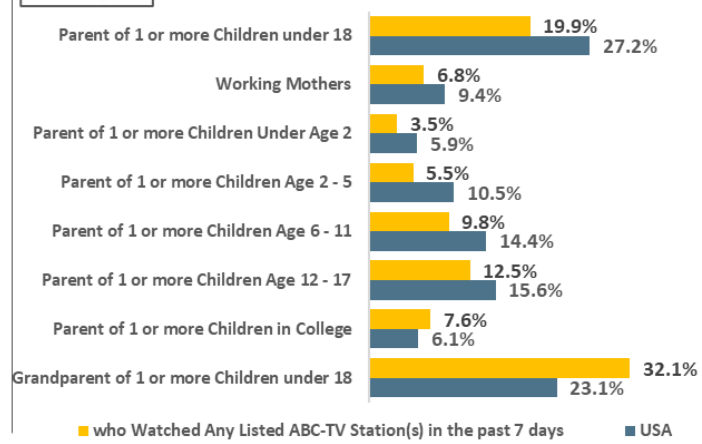


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *4,394*

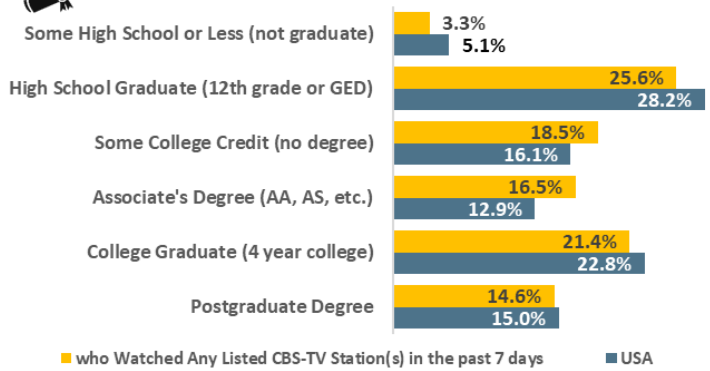
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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

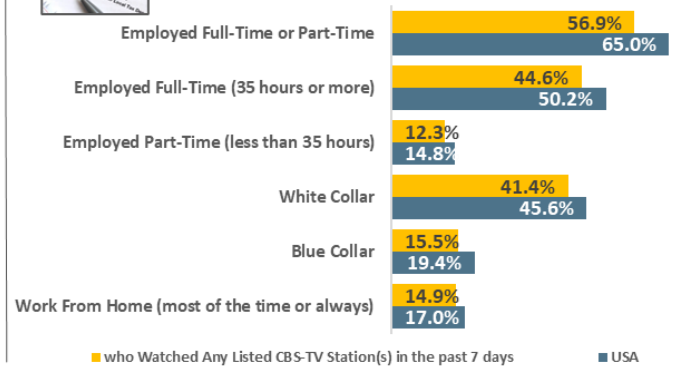
Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)

37.2% or 97,453,931 of USA Adults 18 or older Watched Any Listed CBS-TV Station(s) in the past 7 days. Adults 18 or older who Watched Any Listed CBS-TV Station(s) in the past 7 days are 4.7% less likely to be a college graduate, 11.2% less likely to work full-time, 12.2% more likely to be married, 33.1% less likely to be a parent of 1 or more children unde

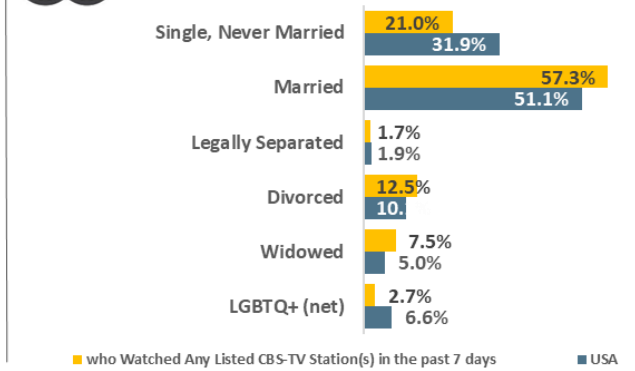
Education Levels: Adults 18 or older



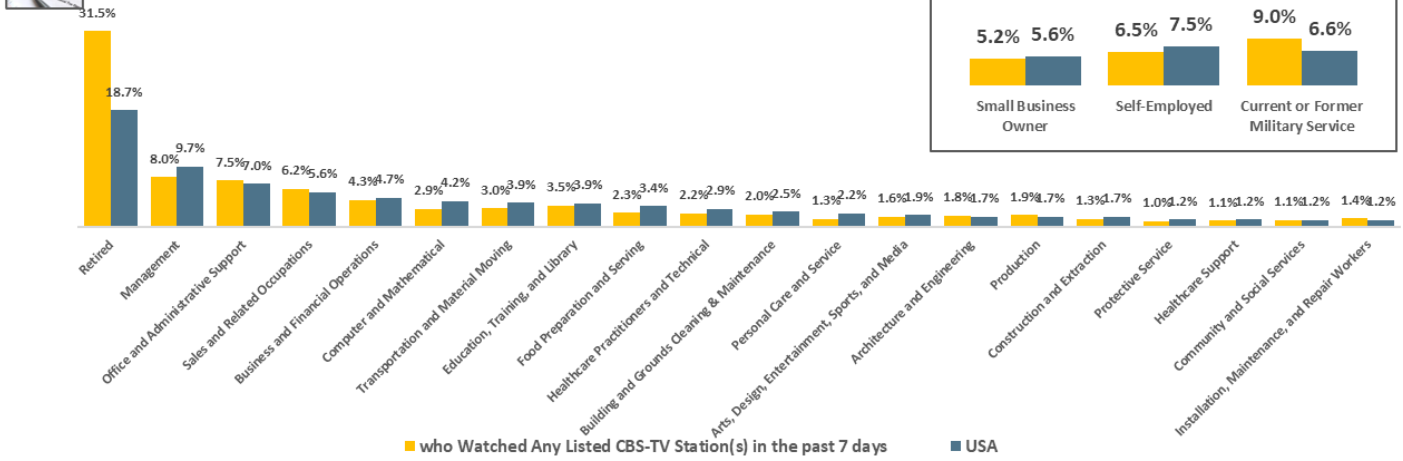
Employment: Adults 18 or older



Marital Status: Adults 18 or older

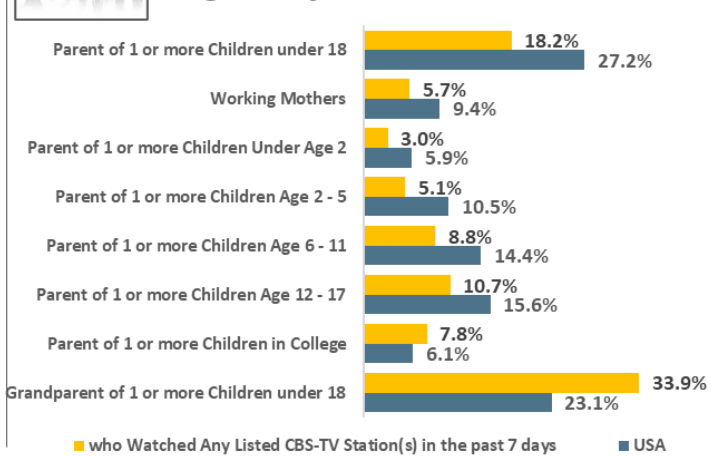


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



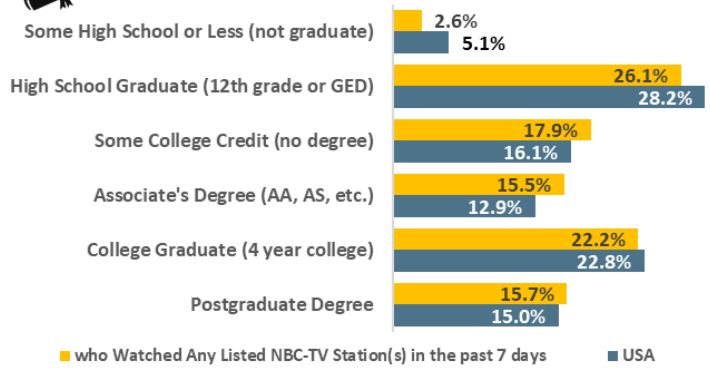
USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *4,181*

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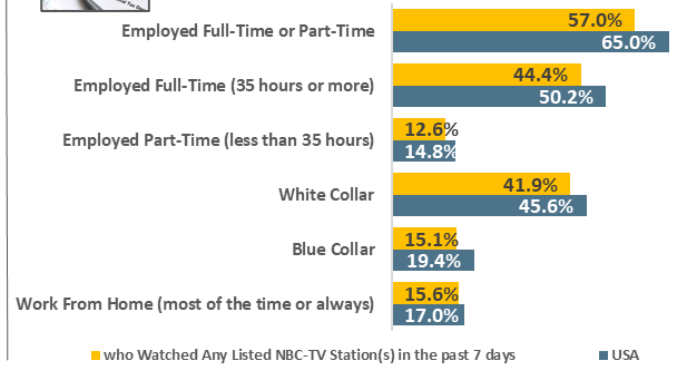
Broadcast TV networks/stations watched past 7 days: Any listed CBS station(s)

36.4% or 95,521,829 of USA Adults 18 or older Watched Any Listed NBC-TV Station(s) in the past 7 days. Adults 18 or older who Watched Any Listed NBC-TV Station(s) in the past 7 days are .4% more likely to be a college graduate, 11.5% less likely to work full-time, 11.6% more likely to be married, 25.2% less likely to be a parent of 1 or more children under

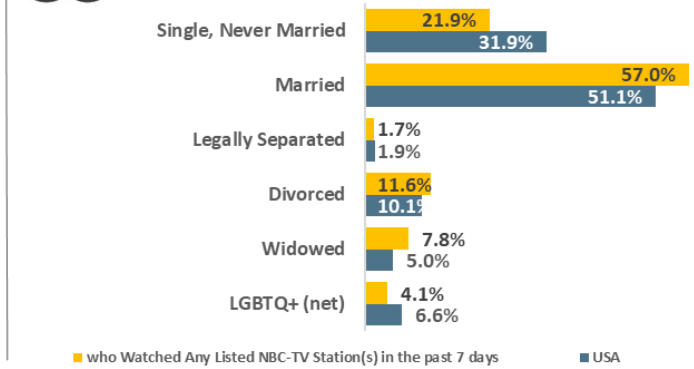
Education Levels: Adults 18 or older



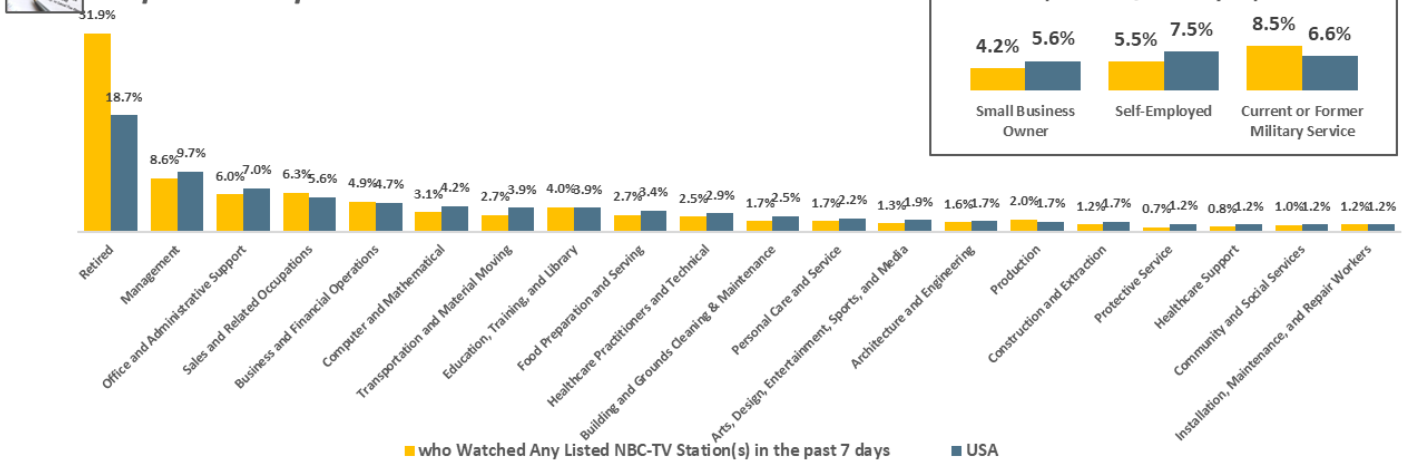
Employment: Adults 18 or older



Marital Status: Adults 18 or older

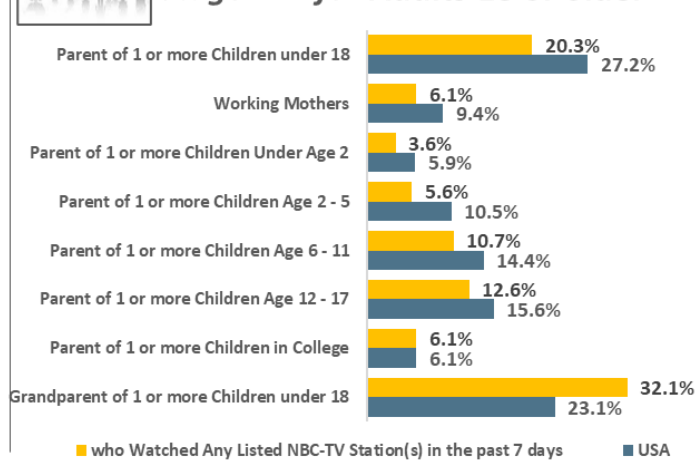


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,055

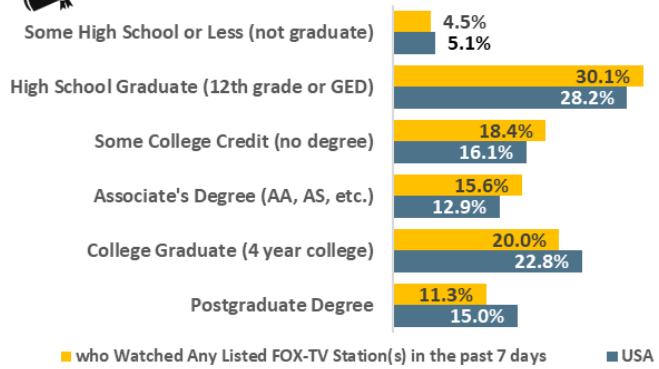
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Broadcast TV networks/stations watched past 7 days: Any listed NBC station(s)

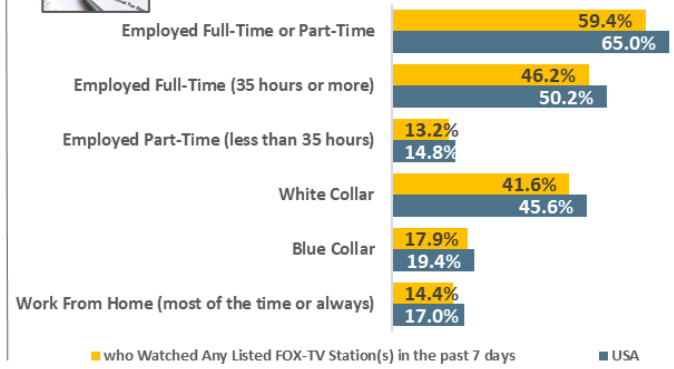
FOX TV STATIONS

35.6% or 93,380,534 of USA Adults 18 or older Watched Any Listed FOX-TV Station(s) in the past 7 days. Adults 18 or older who Watched Any Listed FOX-TV Station(s) in the past 7 days are 17.1% less likely to be a college graduate, 8.% less likely to work full-time, 9.3% more likely to be married, 24.7% less likely to be a parent of 1 or more children under

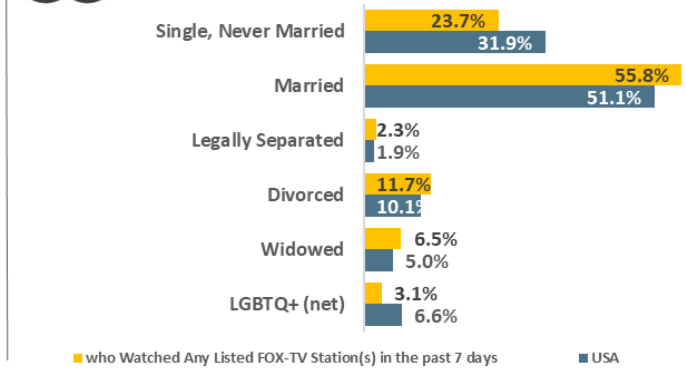
Education Levels: Adults 18 or older



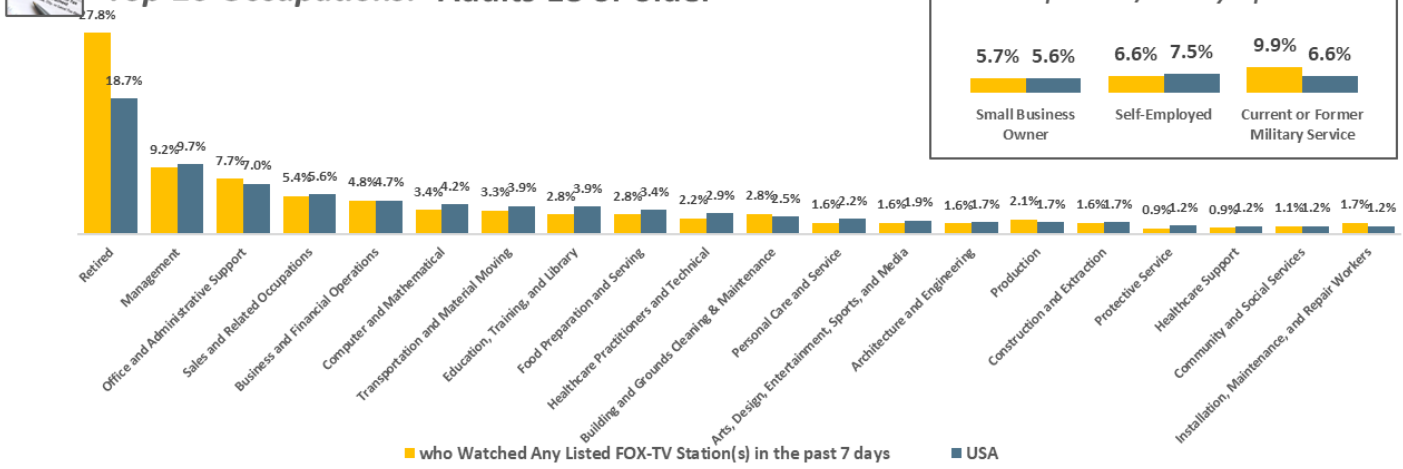
Employment: Adults 18 or older



Marital Status: Adults 18 or older

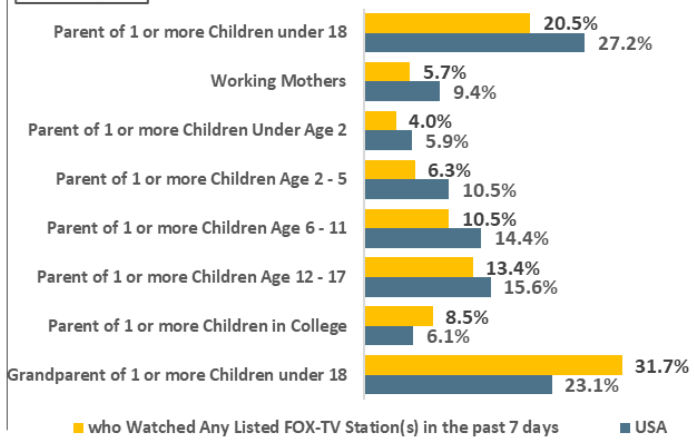


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 3,727

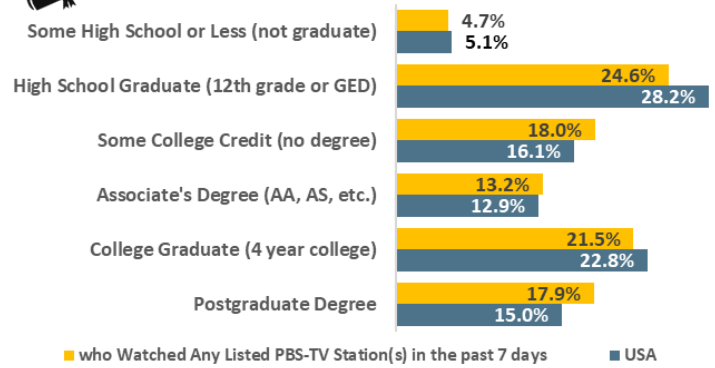
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

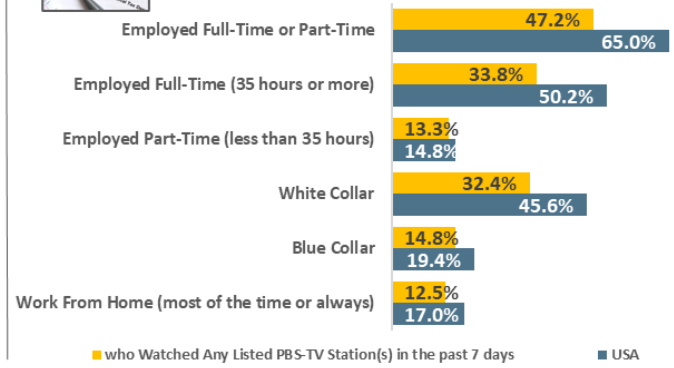
Broadcast TV networks/stations watched past 7 days: Any listed FOX station(s)

18.9% or 49,468,176 of USA Adults 18 or older Watched Any Listed PBS-TV Station(s) in the past 7 days. Adults 18 or older who Watched Any Listed PBS-TV Station(s) in the past 7 days are 4.2% more likely to be a college graduate, 32.7% less likely to work full-time, 7.5% more likely to be married, 45.1% less likely to be a parent of 1 or more children under

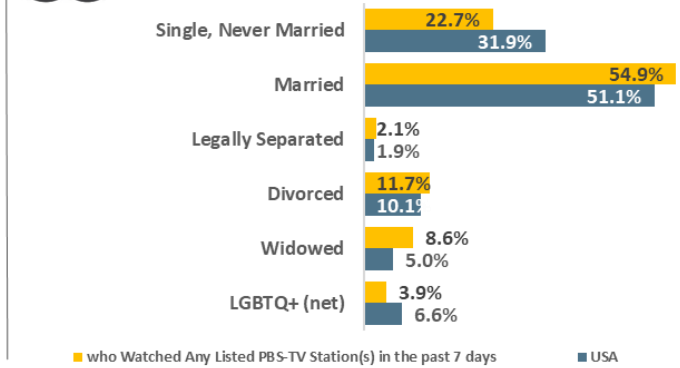
Education Levels: Adults 18 or older



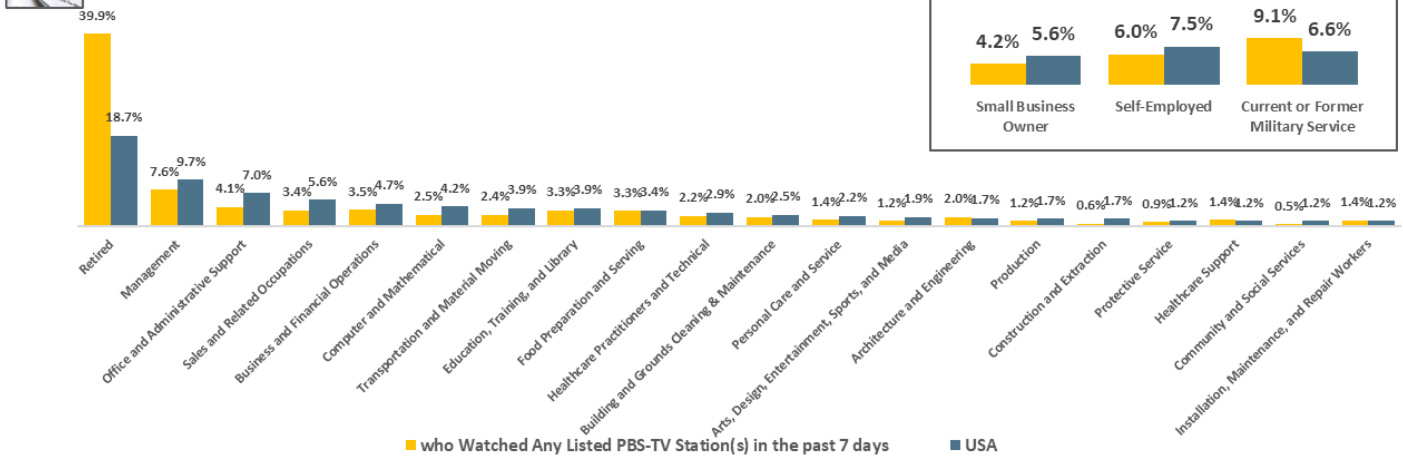
Employment: Adults 18 or older



Marital Status: Adults 18 or older

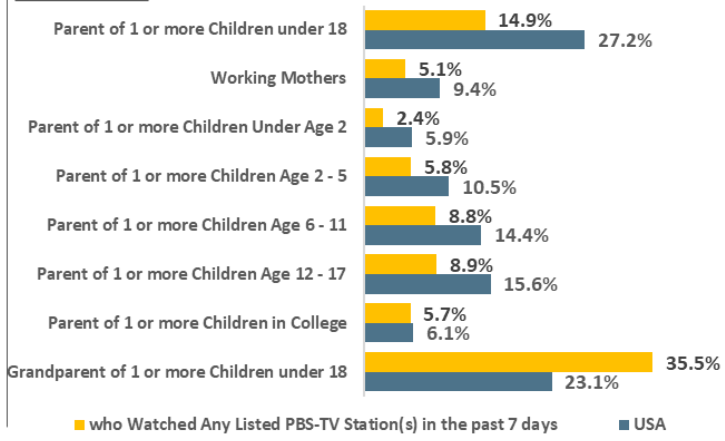


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *2,244*

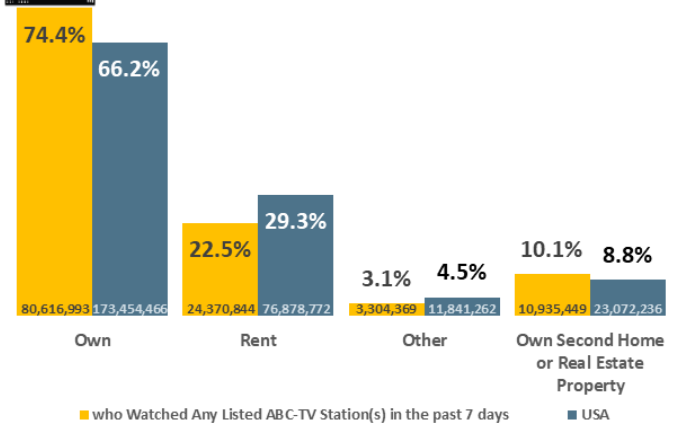
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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

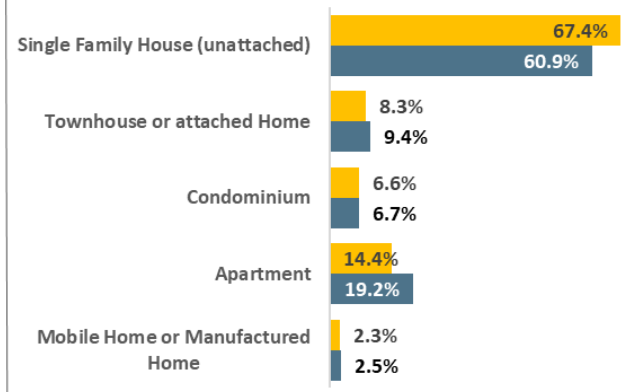
Broadcast TV networks/stations watched past 7 days: Any listed PBS station(s)

41.3% or 108,292,206 of USA Adults 18 or older Watched Any Listed ABC-TV Station(s) in the past 7 days. Adults 18 or older who Watched Any Listed ABC-TV Station(s) in the past 7 days are 12.5% more likely to own their home, .1% more likely to own a higher valued home, 10.8% more likely to have a single-family home, 5.2% less likely to have a dog.

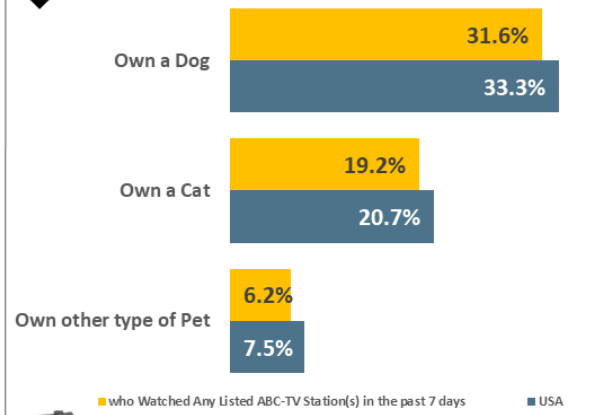
Own/Rent/Other: Adults 18 or older



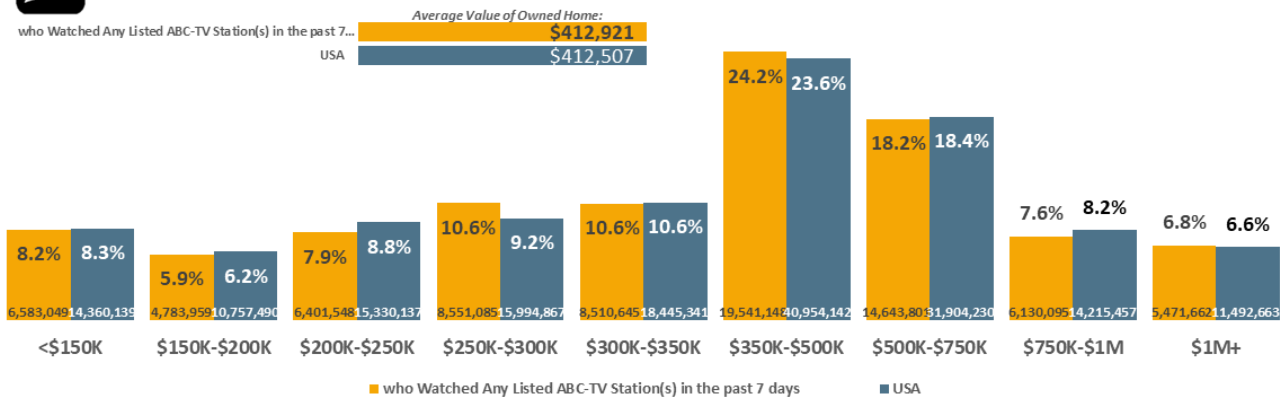
Type of Home: Adults 18 or older



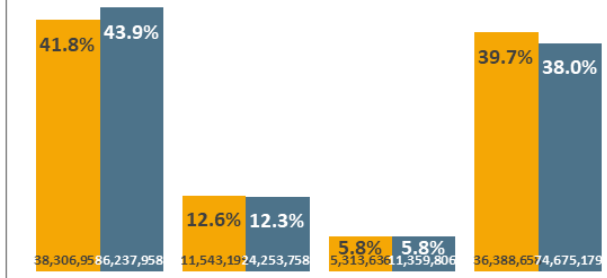
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



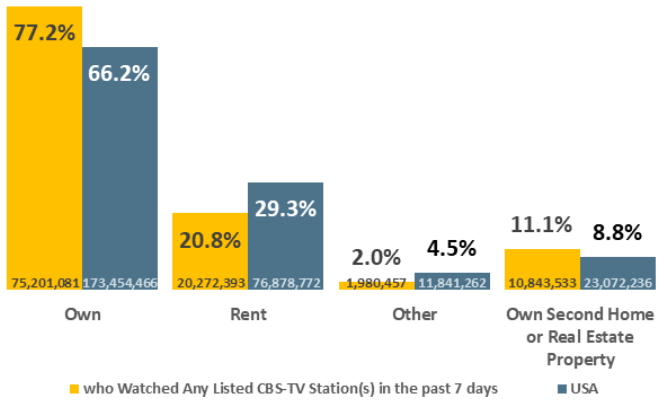
USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *4,394*

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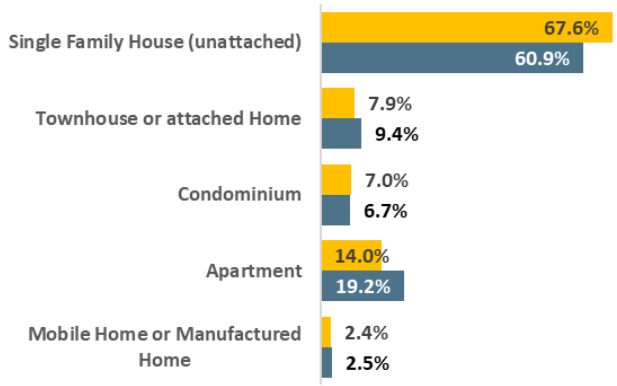
Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)

37.2% or 97,453,931 of USA Adults 18 or older Watched Any Listed CBS-TV Station(s) in the past 7 days. Adults 18 or older who Watched Any Listed CBS-TV Station(s) in the past 7 days are 16.6% more likely to own their home, .1% more likely to own a lower valued home, 11.% more likely to have a single-family home, 3.% less likely to have a dog.

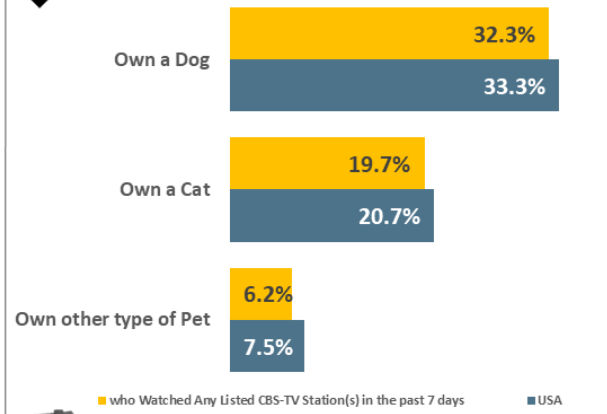
Own/Rent/Other: Adults 18 or older



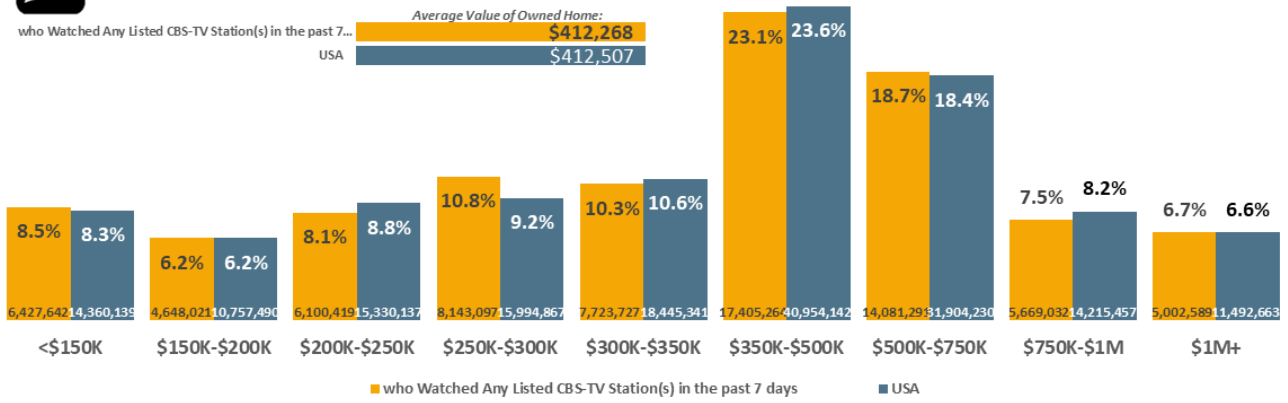
Type of Home: Adults 18 or older



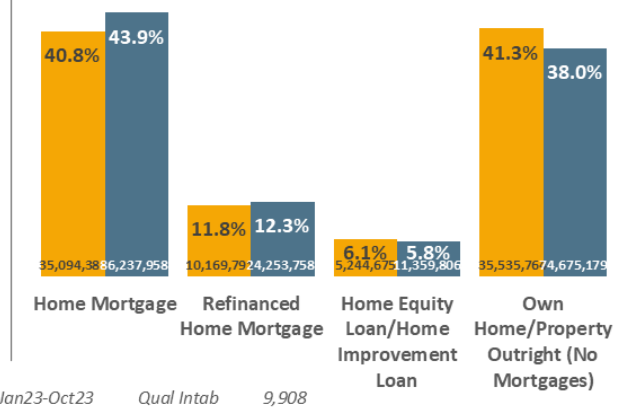
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



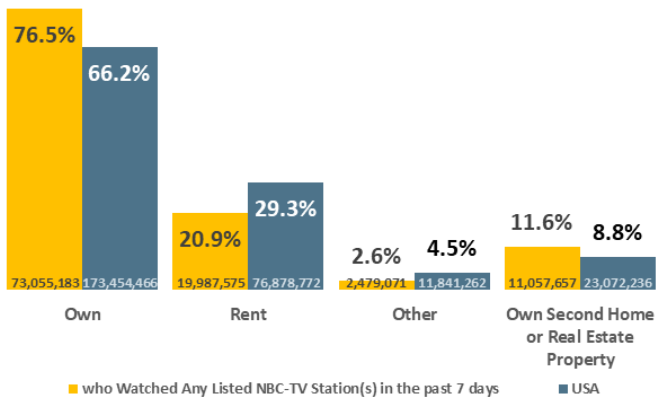
USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *4,181*

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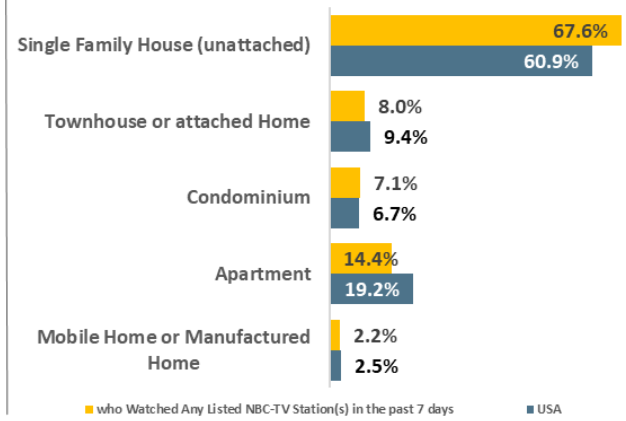
Broadcast TV networks/stations watched past 7 days: Any listed CBS station(s)

36.4% or 95,521,829 of USA Adults 18 or older Watched Any Listed NBC-TV Station(s) in the past 7 days. Adults 18 or older who Watched Any Listed NBC-TV Station(s) in the past 7 days are 15.6% more likely to own their home, 2.6% more likely to own a higher valued home, 11.1% more likely to have a single-family home, 2.% less likely to have a dog.

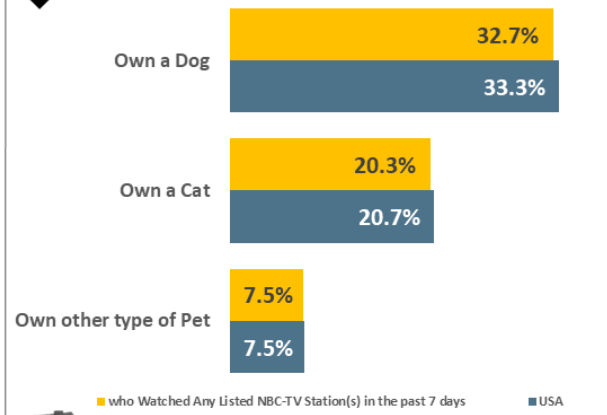
Own/Rent/Other: Adults 18 or older



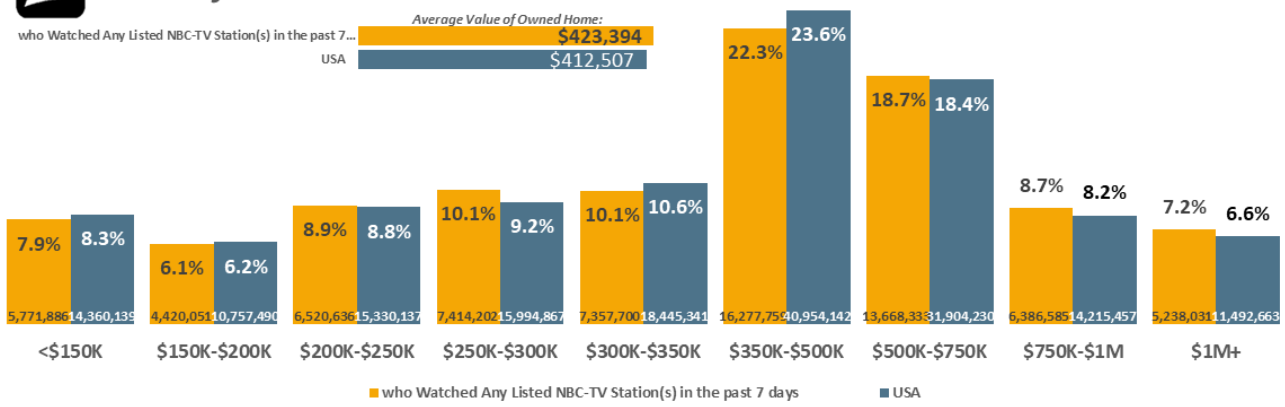
Type of Home: Adults 18 or older



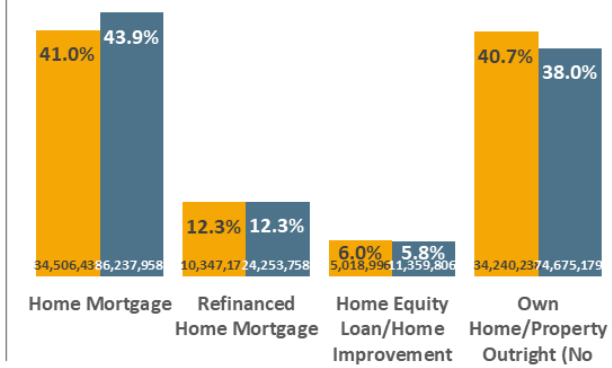
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



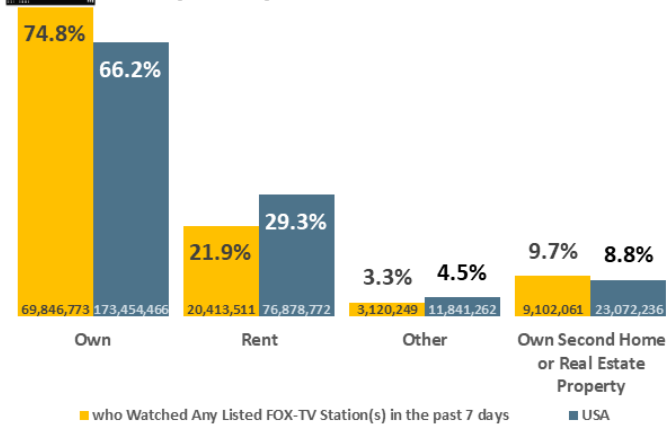
USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *4,055*

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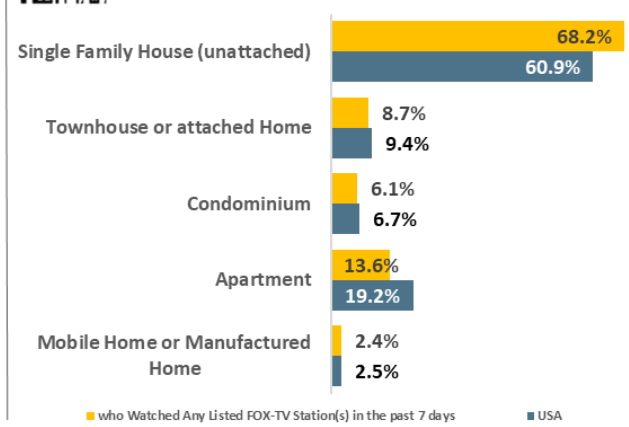
Broadcast TV networks/stations watched past 7 days: Any listed NBC station(s)

35.6% or 93,380,534 of USA Adults 18 or older Watched Any Listed FOX-TV Station(s) in the past 7 days. Adults 18 or older who Watched Any Listed FOX-TV Station(s) in the past 7 days are 13.1% more likely to own their home, 2.% more likely to own a lower valued home, 12.1% more likely to have a single-family home, 4.3% more likely to have a dog.

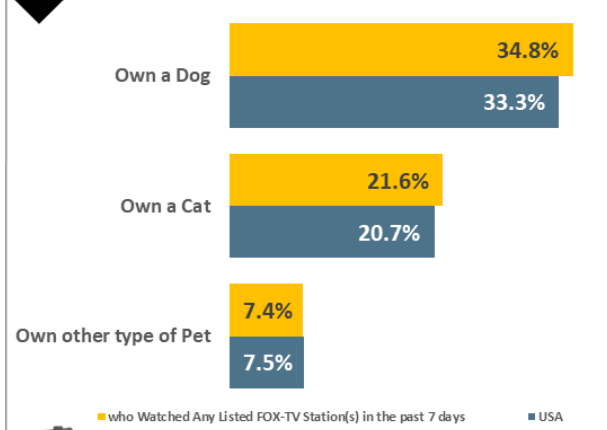
Own/Rent/Other: Adults 18 or older



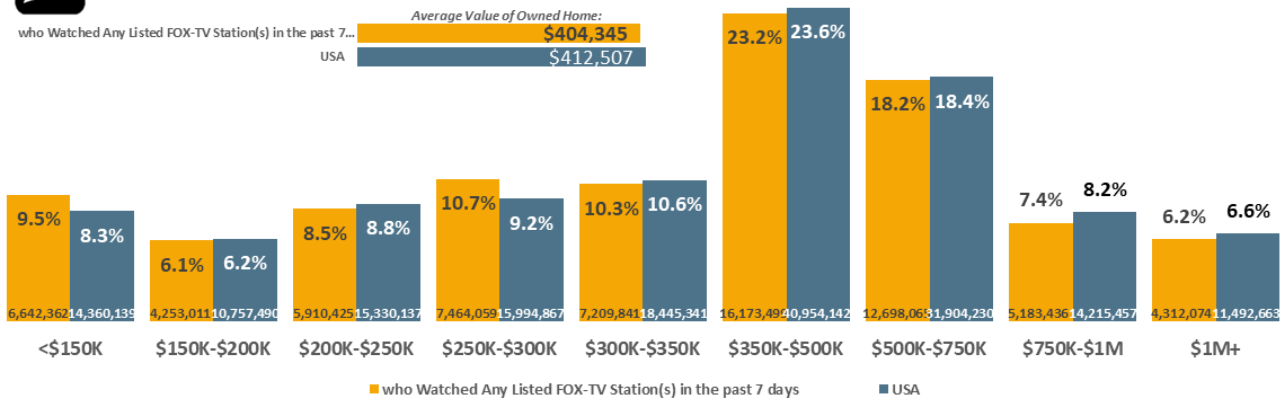
Type of Home: Adults 18 or older



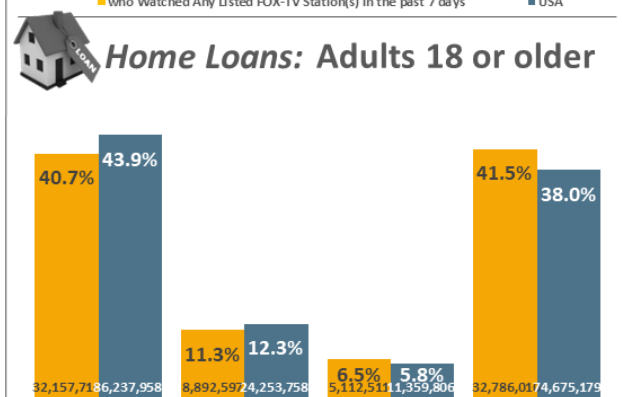
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



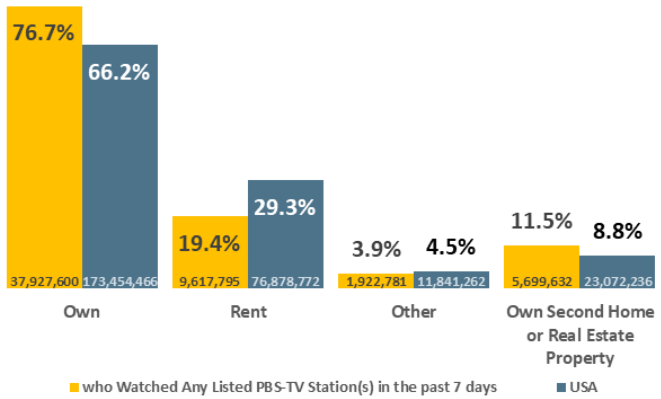
USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *3,727*

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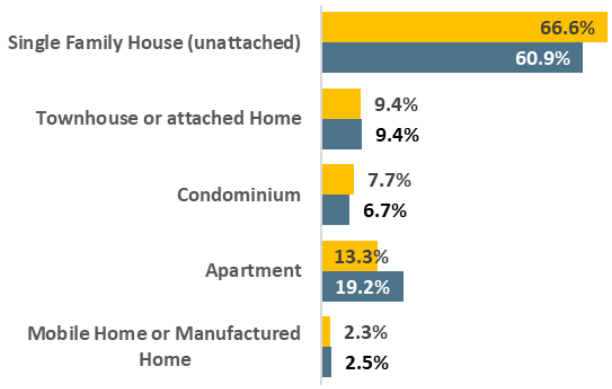
Broadcast TV networks/stations watched past 7 days: Any listed FOX station(s)

18.9% or 49,468,176 of USA Adults 18 or older Watched Any Listed PBS-TV Station(s) in the past 7 days. Adults 18 or older who Watched Any Listed PBS-TV Station(s) in the past 7 days are 15.9% more likely to own their home, .8% more likely to own a higher valued home, 9.4% more likely to have a single-family home, 15.2% less likely to have a dog.

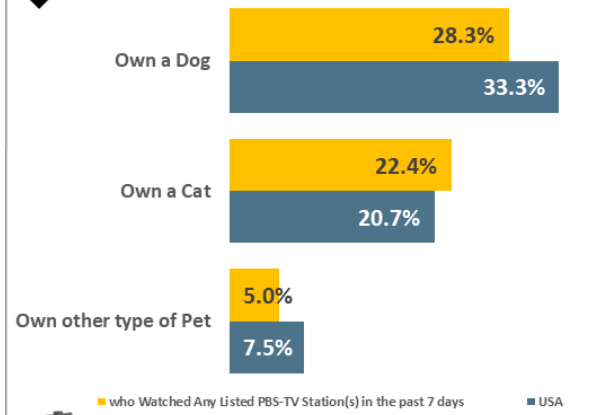
Own/Rent/Other: Adults 18 or older



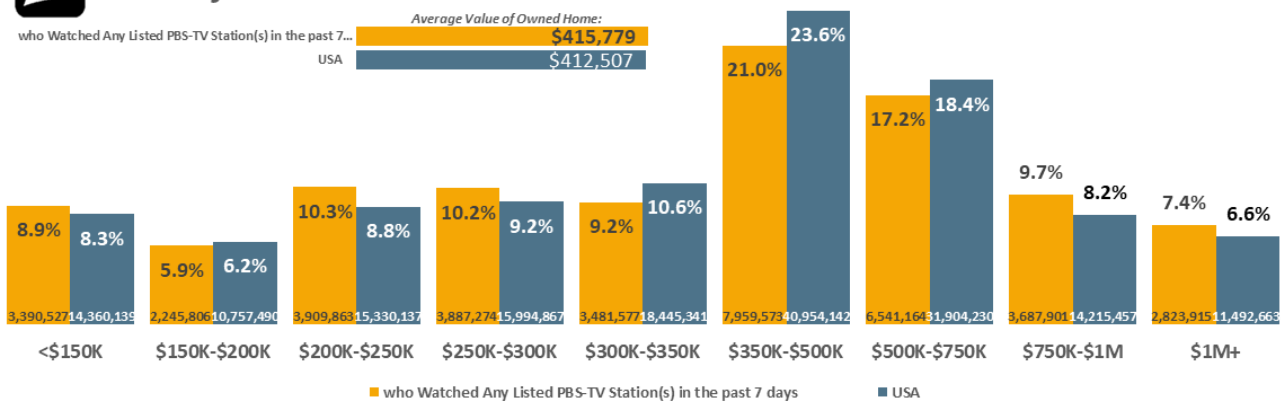
Type of Home: Adults 18 or older



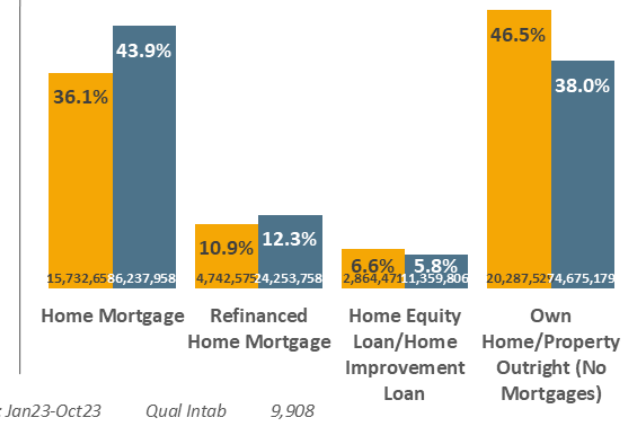
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



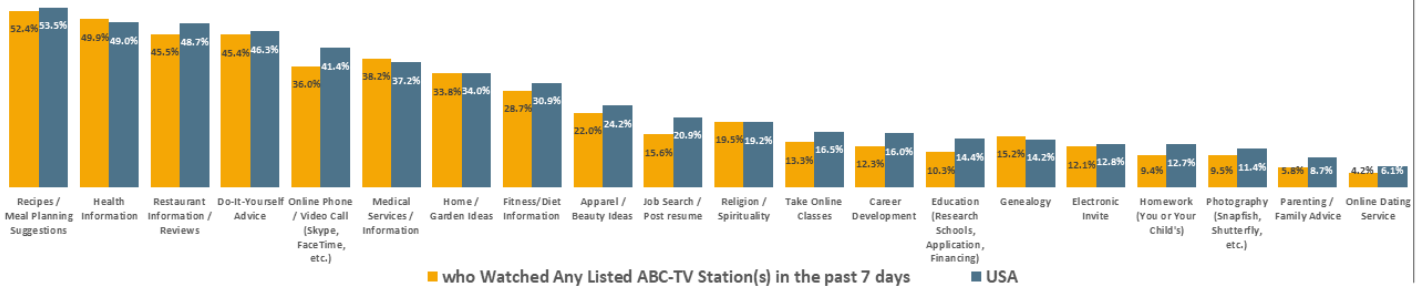
USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *2,244*

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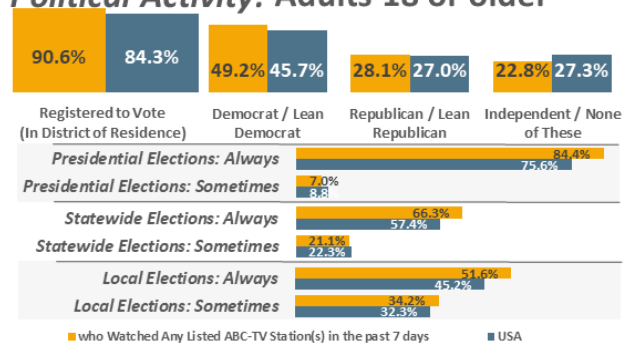
Broadcast TV networks/stations watched past 7 days: Any listed PBS station(s)

41.3% or 108,292,206 of USA Adults 18 or older Watched Any Listed ABC-TV Station(s) in the past 7 days. Adults 18 or older who Watched Any Listed ABC-TV Station(s) in the past 7 days are 2.% less likely to look up D-I-Y advice online, 14.% more likely to always vote in local elections, 3.4% more likely to belong to a gym, .5% more likely to fly domestic pas

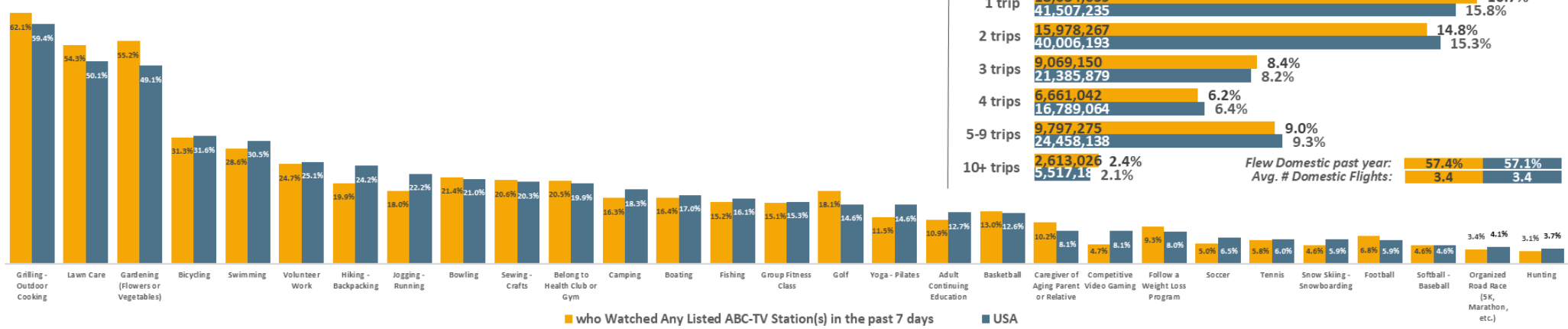
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *4,394*

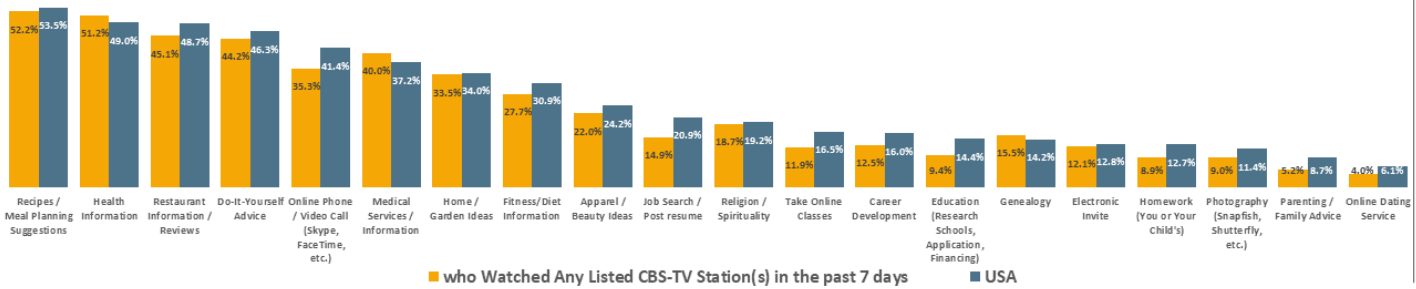
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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

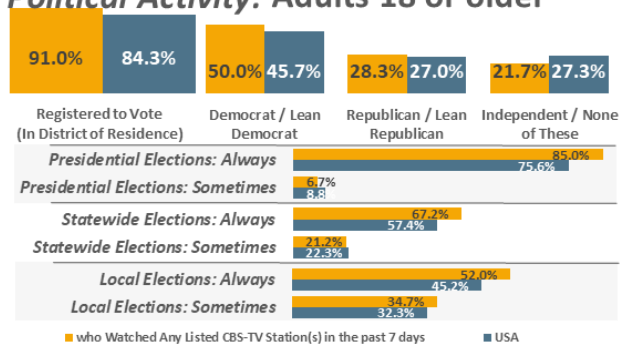
Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)

37.2% or 97,453,931 of USA Adults 18 or older Watched Any Listed CBS-TV Station(s) in the past 7 days. Adults 18 or older who Watched Any Listed CBS-TV Station(s) in the past 7 days are 4.6% less likely to look up D-I-Y advice online, 15.1% more likely to always vote in local elections, 11.9% more likely to belong to a gym, 1.7% less likely to fly domestic

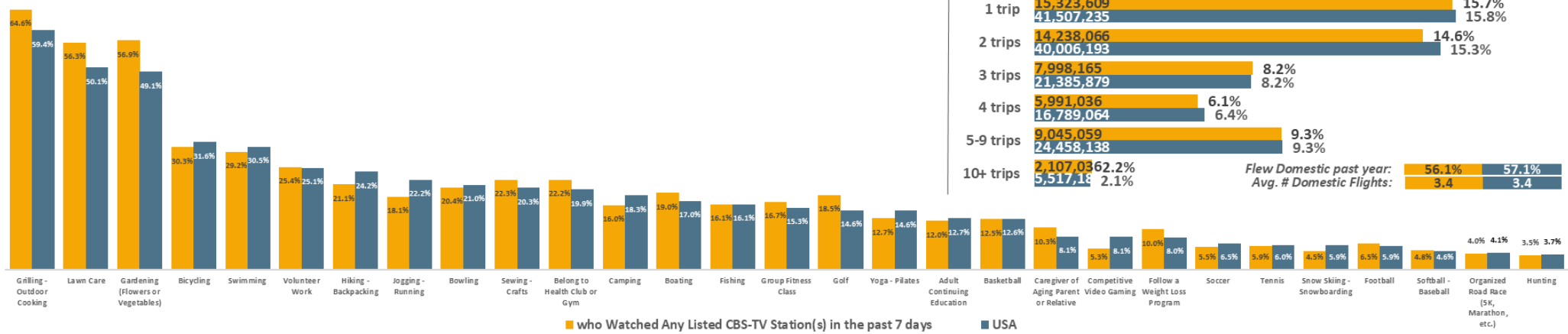
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *4,181*

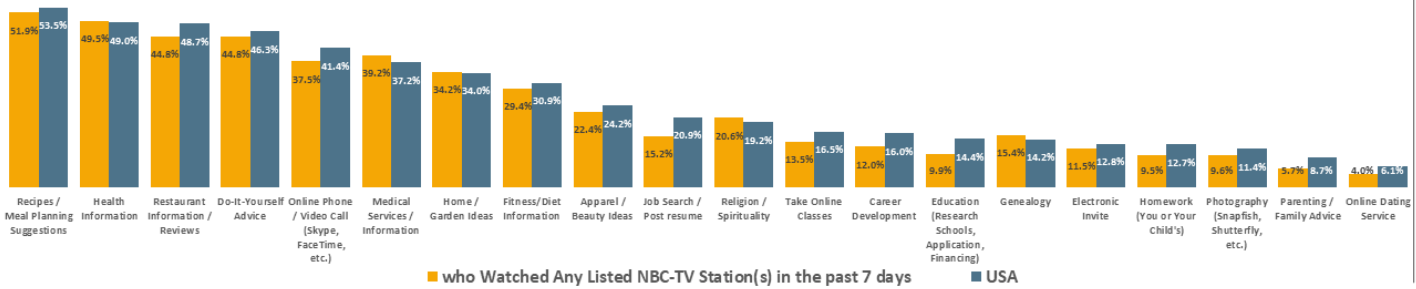
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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

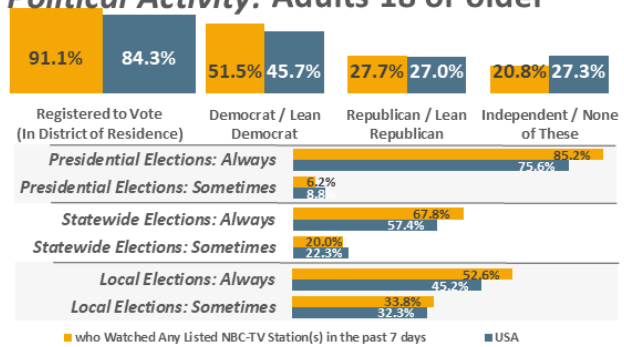
Broadcast TV networks/stations watched past 7 days: Any listed CBS station(s)

36.4% or 95,521,829 of USA Adults 18 or older Watched Any Listed NBC-TV Station(s) in the past 7 days. Adults 18 or older who Watched Any Listed NBC-TV Station(s) in the past 7 days are 3.3% less likely to look up D-I-Y advice online, 16.4% more likely to always vote in local elections, 8.8% more likely to belong to a gym, .8% less likely to fly domestic p

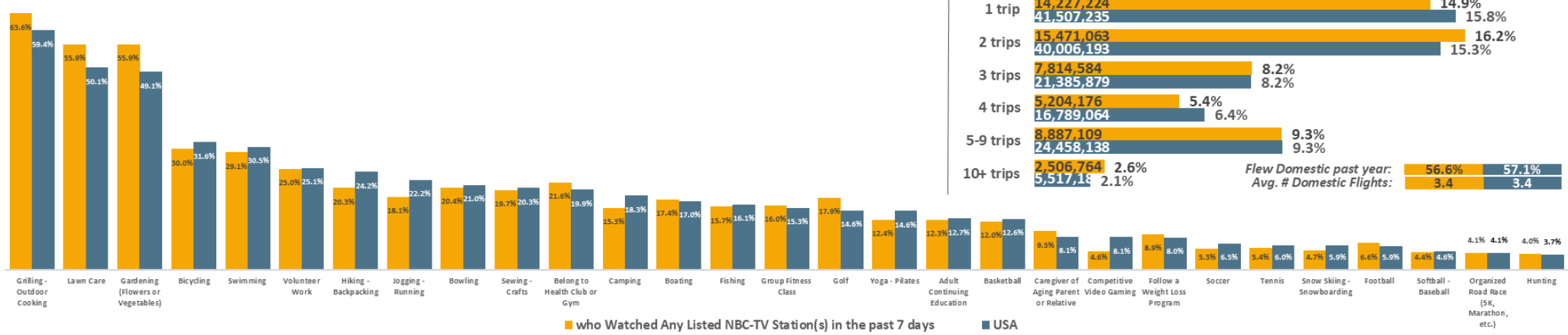
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,055

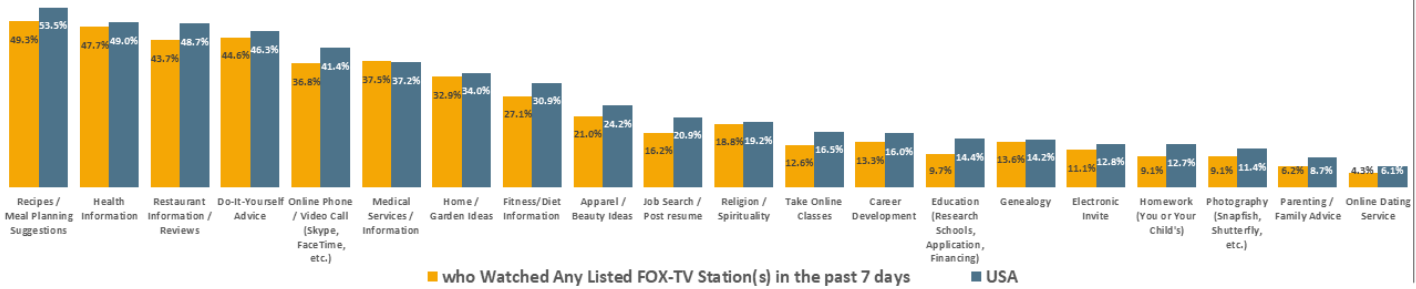
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

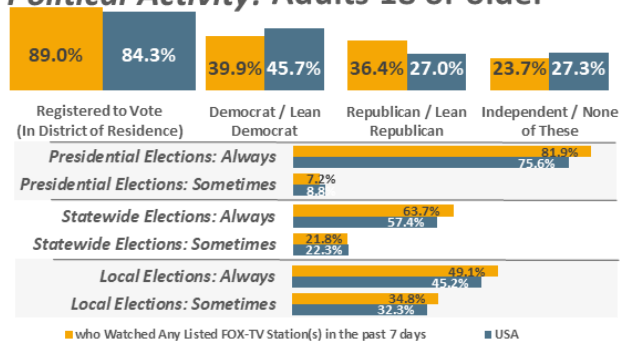
Broadcast TV networks/stations watched past 7 days: Any listed NBC station(s)

35.6% or 93,380,534 of USA Adults 18 or older Watched Any Listed FOX-TV Station(s) in the past 7 days. Adults 18 or older who Watched Any Listed FOX-TV Station(s) in the past 7 days are 3.6% less likely to look up D-I-Y advice online, 8.6% more likely to always vote in local elections, .9% more likely to belong to a gym, 3.3% less likely to fly domestic pa

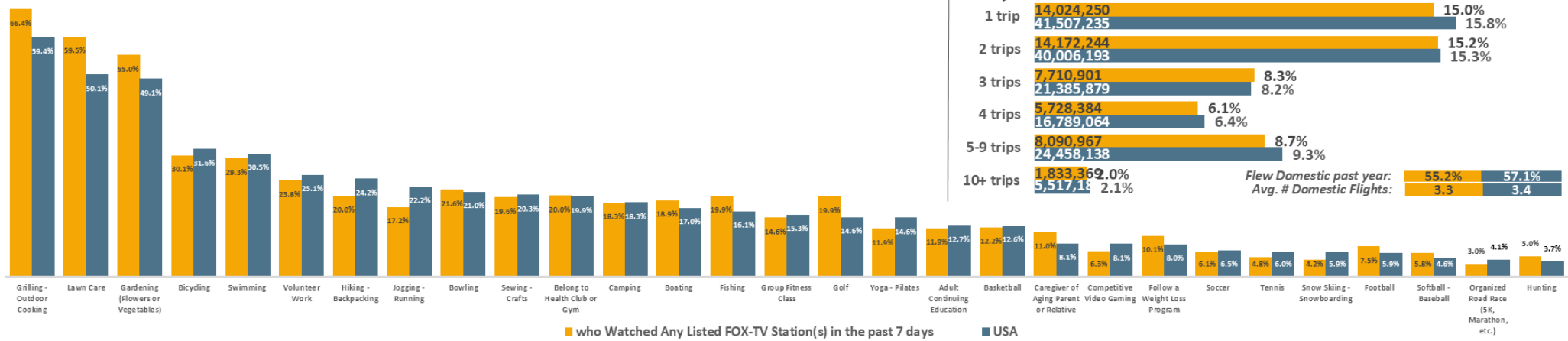
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *3,727*

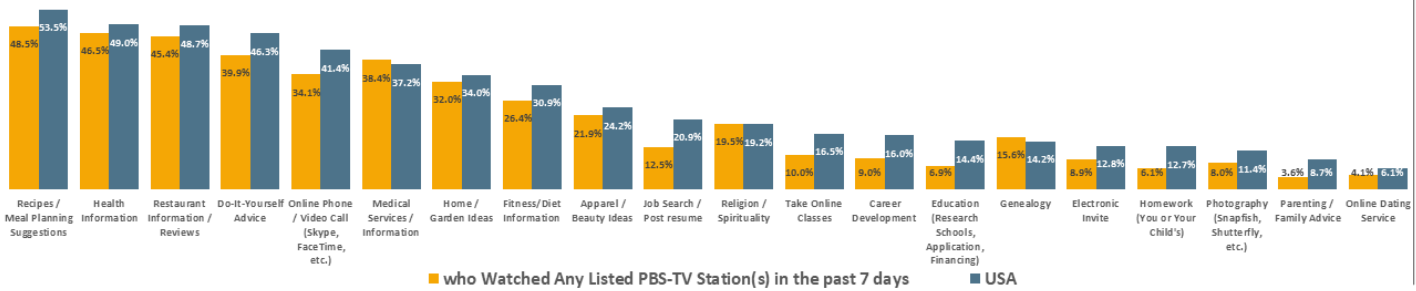
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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

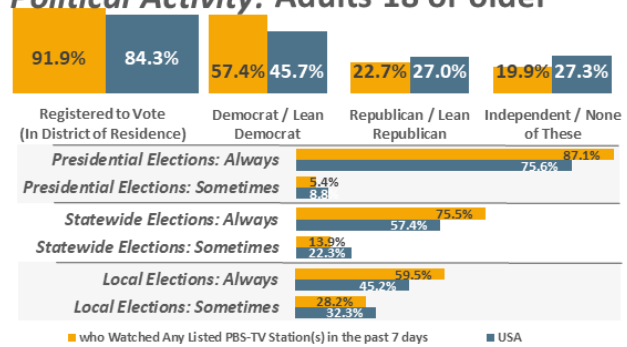
Broadcast TV networks/stations watched past 7 days: Any listed FOX station(s)

18.9% or 49,468,176 of USA Adults 18 or older Watched Any Listed PBS-TV Station(s) in the past 7 days. Adults 18 or older who Watched Any Listed PBS-TV Station(s) in the past 7 days are 13.9% less likely to look up D-I-Y advice online, 31.5% more likely to always vote in local elections, 6.% less likely to belong to a gym, 13.6% less likely to fly domestic

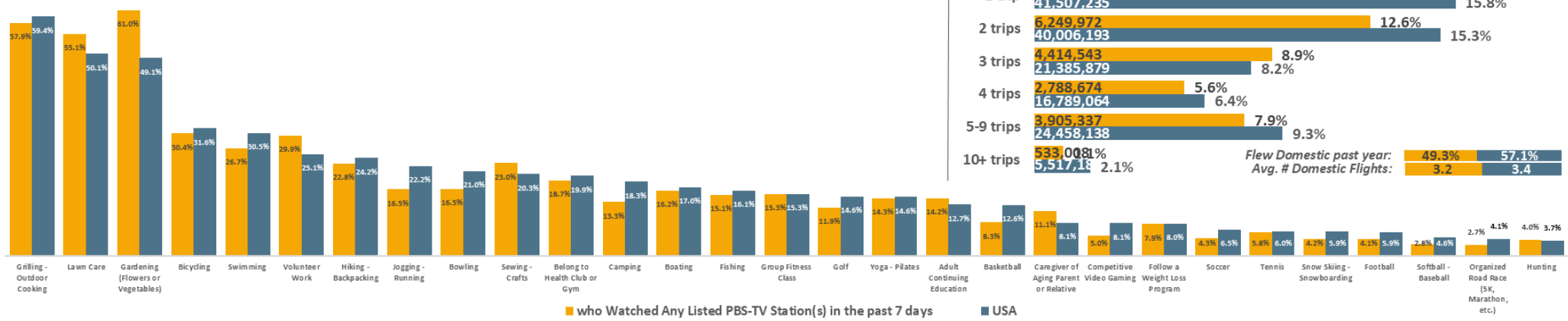
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *2,244*

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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

Broadcast TV networks/stations watched past 7 days: Any listed PBS station(s)

41.3% or 108,292,206 of USA Adults 18 or older Watched Any Listed ABC-TV Station(s) in the past 7 days. Adults 18 or older who Watched Any Listed ABC-TV Station(s) in the past 7 days are 1.9% more likely to use QSRs past mo., 2.9% more likely to use Sit-Down Restaurants past mo., 24.5% more likely to use Casinos past yr., 11.% more likely to smoke cigarette

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
90.2% 97,713,348
88.6% 232,201,120

Avg. Monthly QSR Meals:
6.9
6.6

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



Total Monthly Sit-Down Restaurant Users:
79.0% 85,557,284
76.8% 201,275,400

Avg. Monthly Sit-Down Restaurant Meals:
4.2
4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

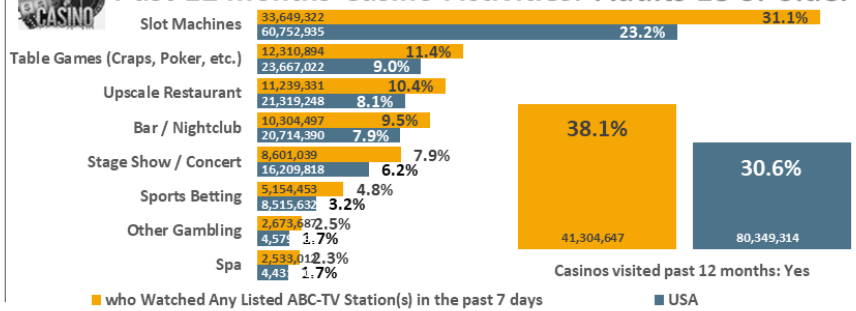
who Watched Any Listed ABC-TV Station(s) in the past...	19,407,501	17.9%
USA	51,814,293	19.8%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *4,394*

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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)

37.2% or 97,453,931 of USA Adults 18 or older Watched Any Listed CBS-TV Station(s) in the past 7 days. Adults 18 or older who Watched Any Listed CBS-TV Station(s) in the past 7 days are 1.7% more likely to use QSRs past mo., 4.4% more likely to use Sit-Down Restaurants past mo., 19.2% more likely to use Casinos past yr., .1% less likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 90.1% 87,776,669 | 88.6% 232,201,120

Avg. Monthly QSR Meals: 6.9 | 6.6

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



Total Monthly Sit-Down Restaurant Users: 80.2% 78,138,961 | 76.8% 201,275,400

Avg. Monthly Sit-Down Restaurant Meals: 4.2 | 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Watched Any Listed CBS-TV Station(s) in the past... 16,097,952 16.5%

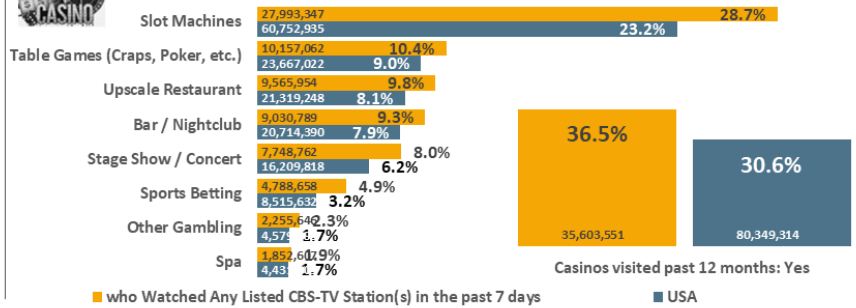
USA 51,814,293 19.8%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *4,181*

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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

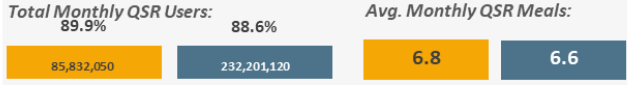
Broadcast TV networks/stations watched past 7 days: Any listed CBS station(s)

36.4% or 95,521,829 of USA Adults 18 or older Watched Any Listed NBC-TV Station(s) in the past 7 days. Adults 18 or older who Watched Any Listed NBC-TV Station(s) in the past 7 days are 1.5% more likely to use QSRs past mo., 4.9% more likely to use Sit-Down Restaurants past mo., 17.8% more likely to use Casinos past yr., 1.8% more likely to smoke cigarette

Past 30-days QSR Users: Adults 18 or older



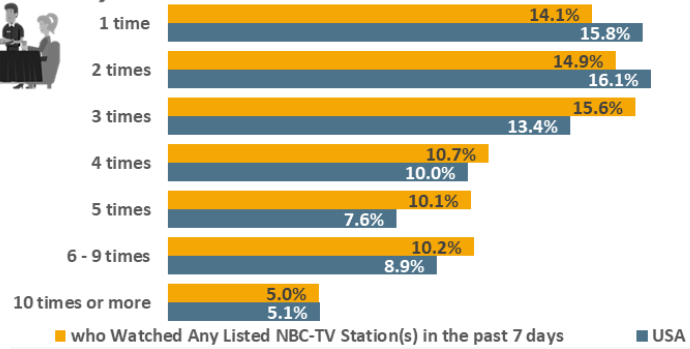
Total Monthly QSR Users:



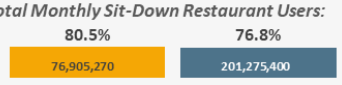
Avg. Monthly QSR Meals:

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





Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

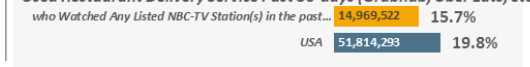


Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

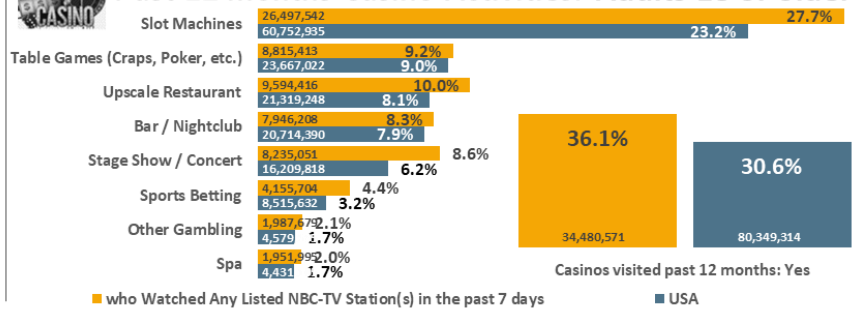


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,055

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

Broadcast TV networks/stations watched past 7 days: Any listed NBC station(s)

FOX TV STATIONS

35.6% or 93,380,534 of USA Adults 18 or older Watched Any Listed FOX-TV Station(s) in the past 7 days. Adults 18 or older who Watched Any Listed FOX-TV Station(s) in the past 7 days are 2.9% more likely to use QSRs past mo., 2.9% more likely to use Sit-Down Restaurants past mo., 29.3% more likely to use Casinos past yr., 27.4% more likely to smoke cigarett

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 91.1% 85,063,792 | 88.6% 232,201,120

Avg. Monthly QSR Meals: 7.0 | 6.6

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



Total Monthly Sit-Down Restaurant Users: 79.0% 73,744,176 | 76.8% 201,275,400

Avg. Monthly Sit-Down Restaurant Meals: 4.2 | 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Watched Any Listed FOX-TV Station(s) in the past... 14,474,605 15.5%

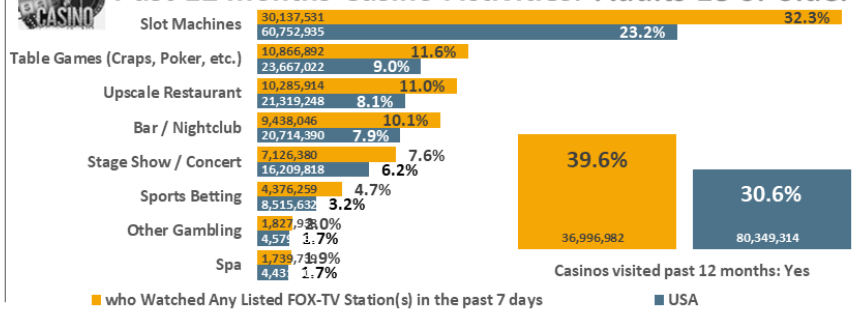
USA 51,814,293 19.8%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *3,727*

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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

Broadcast TV networks/stations watched past 7 days: Any listed FOX station(s)

18.9% or 49,468,176 of USA Adults 18 or older Watched Any Listed PBS-TV Station(s) in the past 7 days. Adults 18 or older who Watched Any Listed PBS-TV Station(s) in the past 7 days are 1.2% less likely to use QSRs past mo., 2.3% more likely to use Sit-Down Restaurants past mo., 4.4% less likely to use Casinos past yr., 4.8% more likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

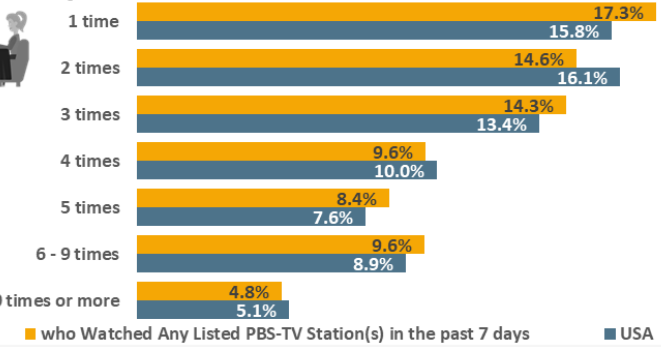
who Watched Any Listed PBS-TV Station(s) in the past 7 days	USA
87.5%	88.6%
43,267,406	232,201,120

Avg. Monthly QSR Meals:

who Watched Any Listed PBS-TV Station(s) in the past 7 days	USA
6.4	6.6

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





Total Monthly Sit-Down Restaurant Users:

who Watched Any Listed PBS-TV Station(s) in the past 7 days	USA
78.6%	76.8%
38,860,643	201,275,400

Avg. Monthly Sit-Down Restaurant Meals:

who Watched Any Listed PBS-TV Station(s) in the past 7 days	USA
4.0	4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

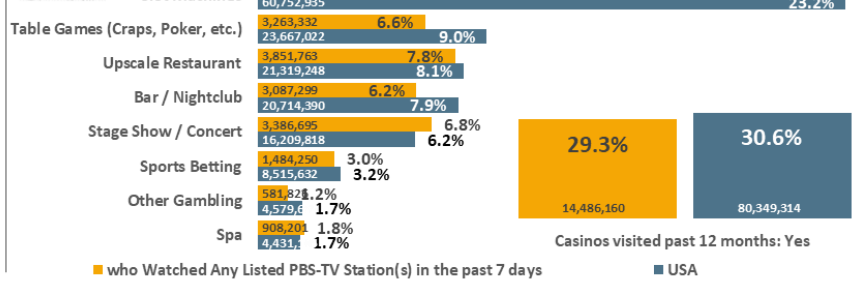
who Watched Any Listed PBS-TV Station(s) in the past...	6,378,593	12.9%
USA	51,814,293	19.8%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *2,244*

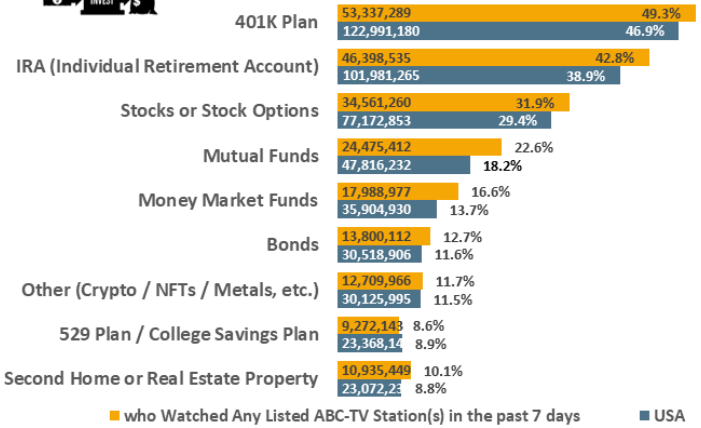
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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

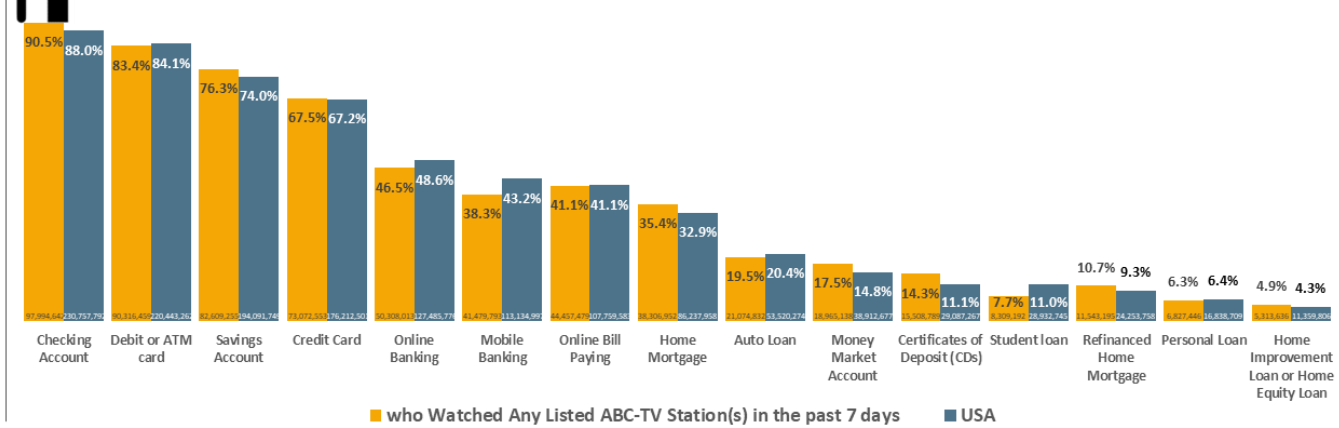
Broadcast TV networks/stations watched past 7 days: Any listed PBS station(s)

41.3% or 108,292,206 of USA Adults 18 or older Watched Any Listed ABC-TV Station(s) in the past 7 days. Adults 18 or older who Watched Any Listed ABC-TV Station(s) in the past 7 days are 5.% more likely to have a 401K, 4.7% less likely to have an Auto Loan, 3.5% less likely to Invest/Trade Stocks Online, .1% less likely to pay with their Debit Card.

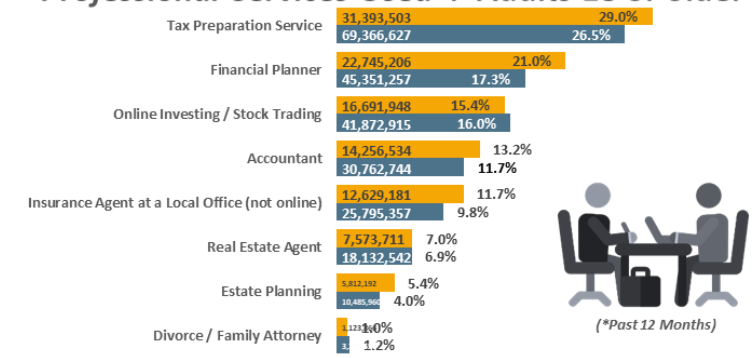
Investments Owned: Adults 18 or older



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

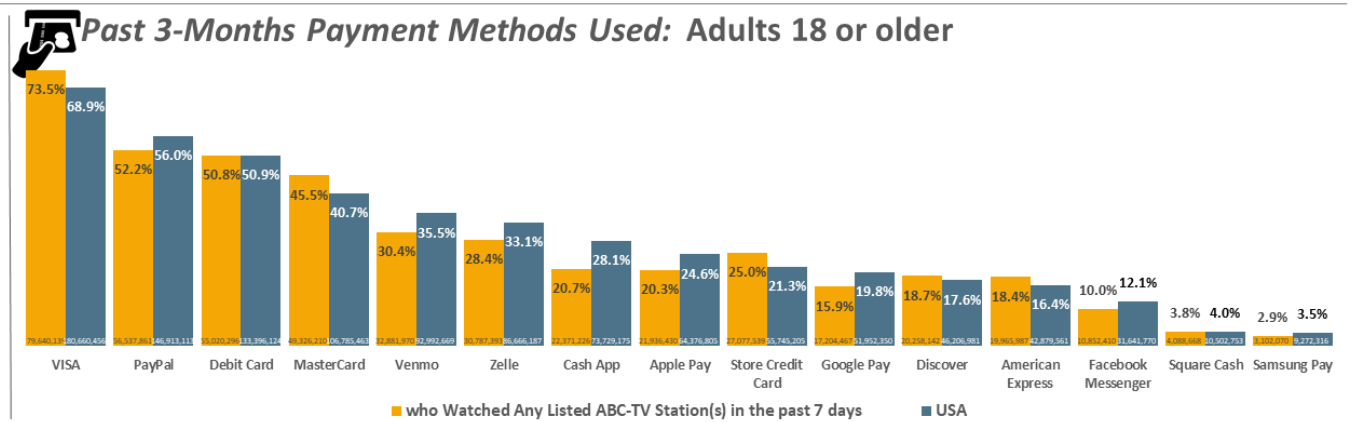


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,394

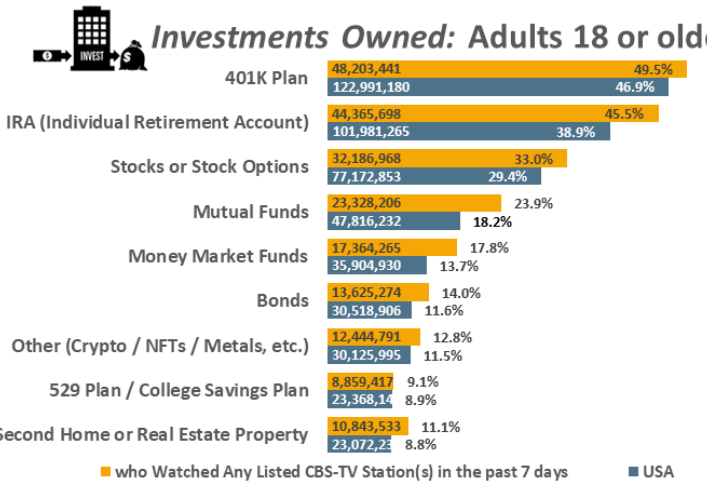
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

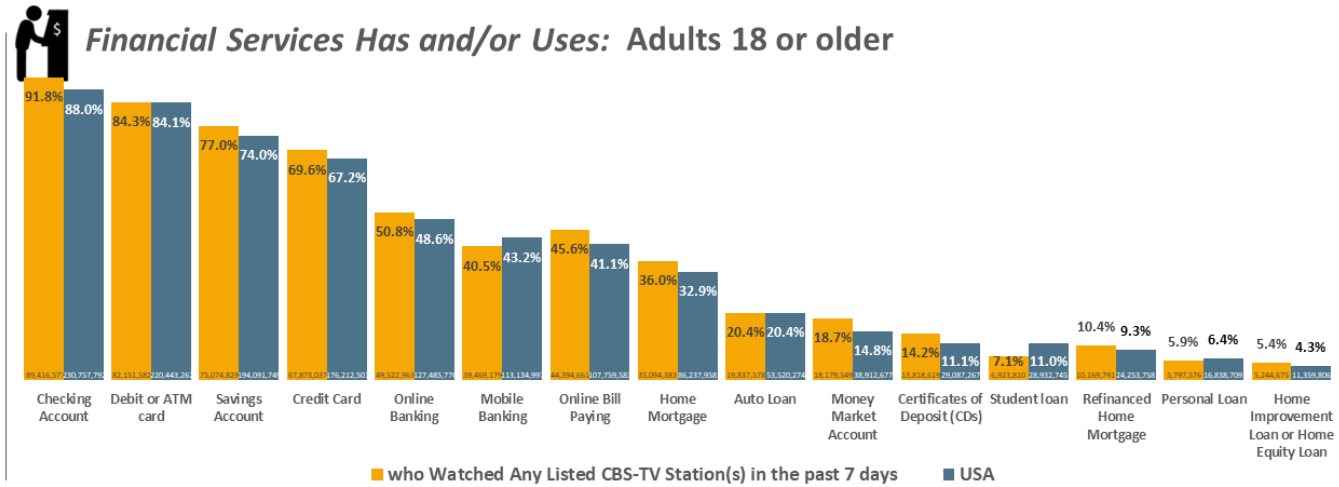
Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)

37.2% or 97,453,931 of USA Adults 18 or older Watched Any Listed CBS-TV Station(s) in the past 7 days. Adults 18 or older who Watched Any Listed CBS-TV Station(s) in the past 7 days are 5.4% more likely to have a 401K, .3% less likely to have an Auto Loan, 4.2% less likely to Invest/Trade Stocks Online, 4.5% more likely to pay with their Debit Card.

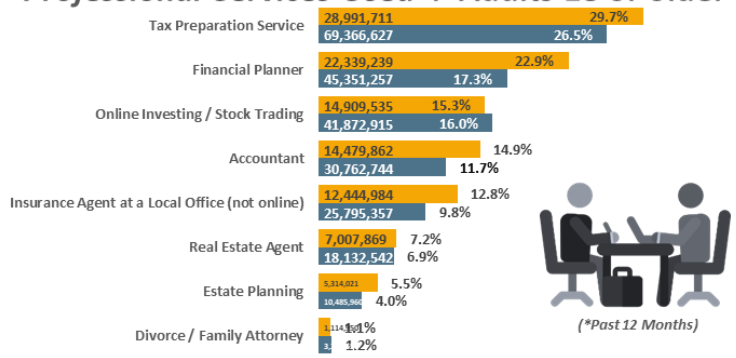
Investments Owned: Adults 18 or older



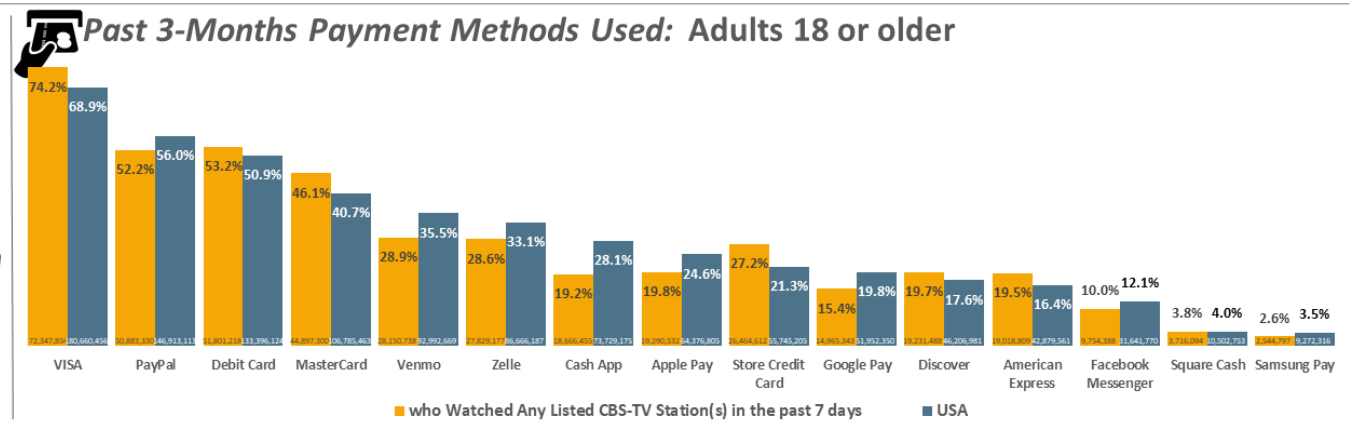
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,181

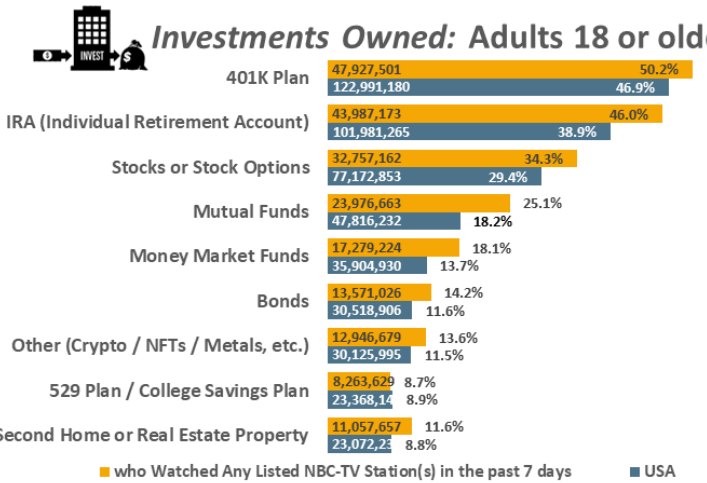
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

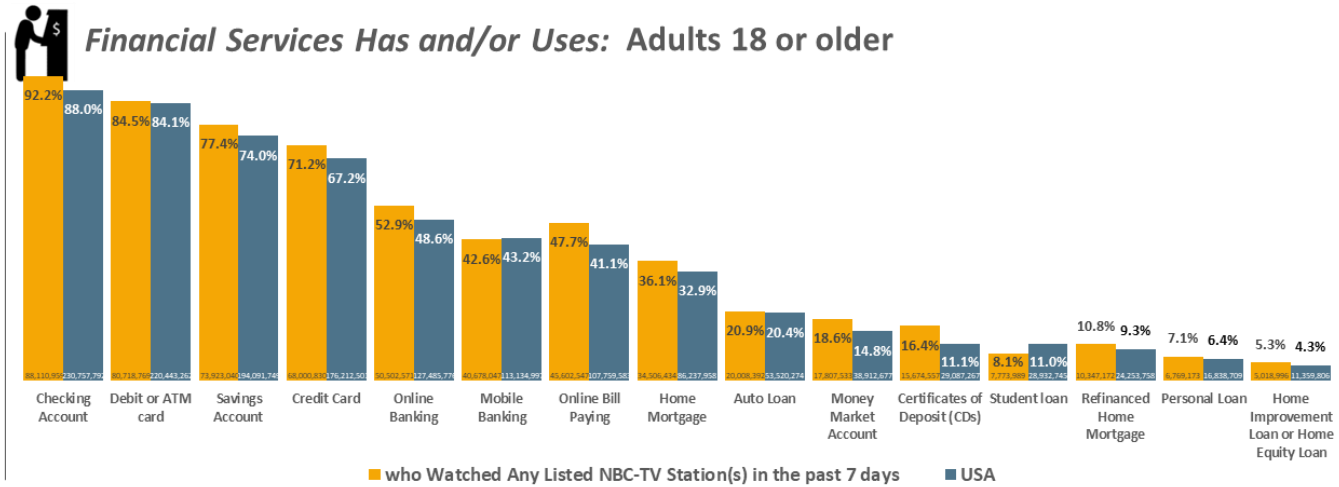
Broadcast TV networks/stations watched past 7 days: Any listed CBS station(s)

36.4% or 95,521,829 of USA Adults 18 or older Watched Any Listed NBC-TV Station(s) in the past 7 days. Adults 18 or older who Watched Any Listed NBC-TV Station(s) in the past 7 days are 7.% more likely to have a 401K, 2.6% more likely to have an Auto Loan, 5.4% less likely to Invest/Trade Stocks Online, 1.7% more likely to pay with their Debit Card.

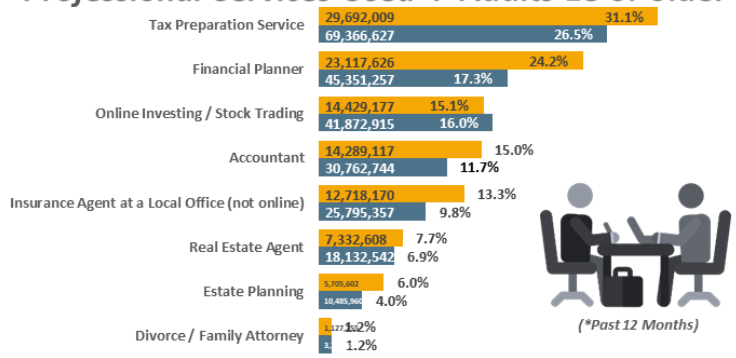
Investments Owned: Adults 18 or older



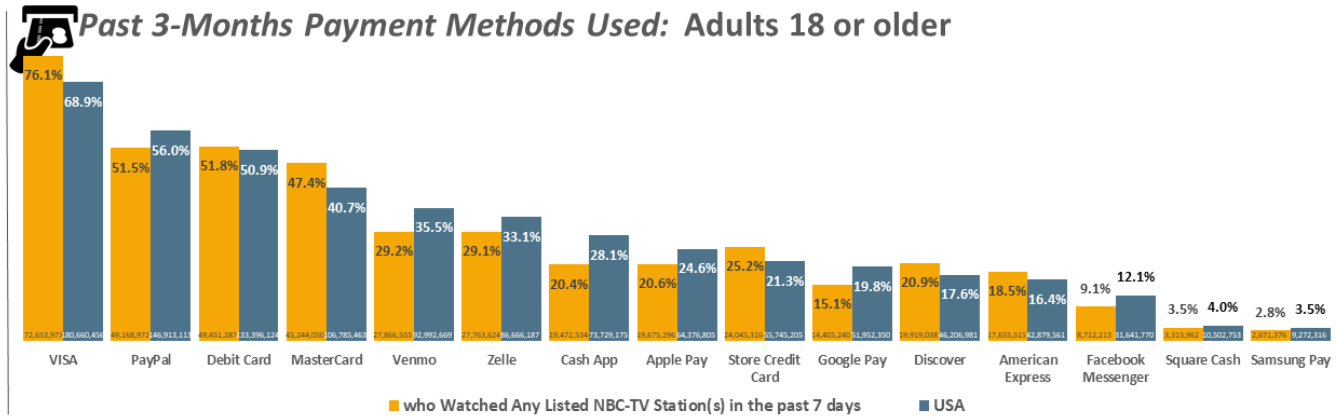
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,055

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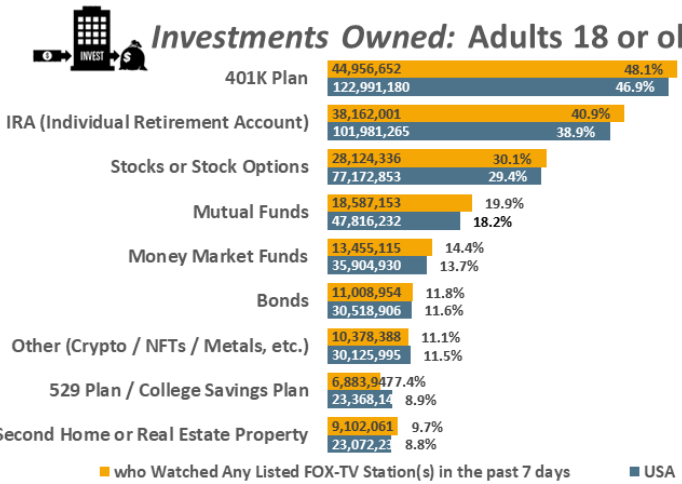
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

Broadcast TV networks/stations watched past 7 days: Any listed NBC station(s)

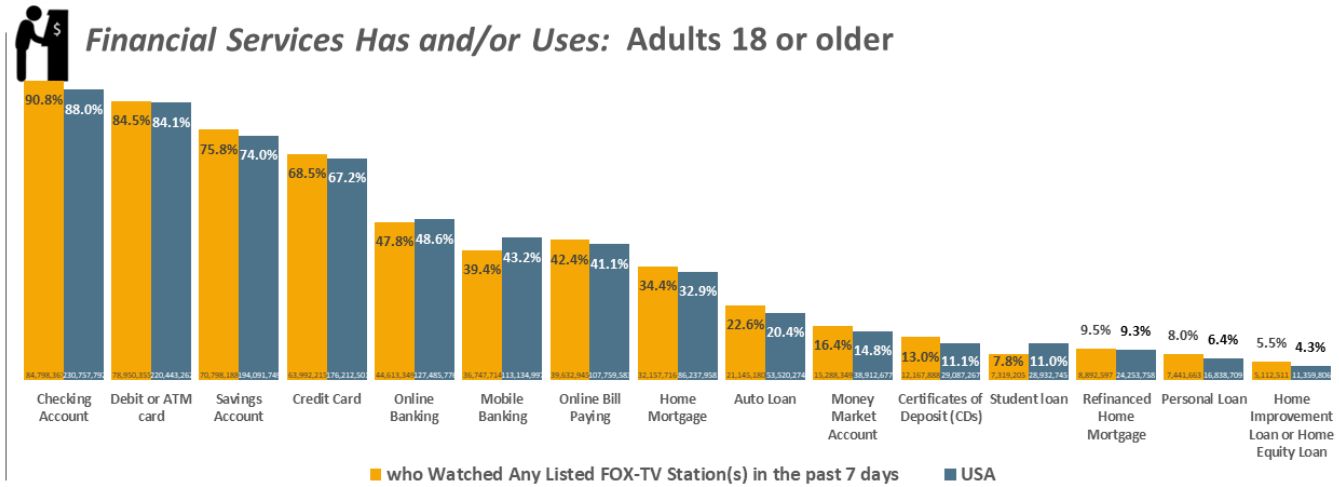
FOX TV STATIONS

35.6% or 93,380,534 of USA Adults 18 or older Watched Any Listed FOX-TV Station(s) in the past 7 days. Adults 18 or older who Watched Any Listed FOX-TV Station(s) in the past 7 days are 2.6% more likely to have a 401K, 10.9% more likely to have an Auto Loan, 3.9% less likely to Invest/Trade Stocks Online, 5.3% more likely to pay with their Debit Card.

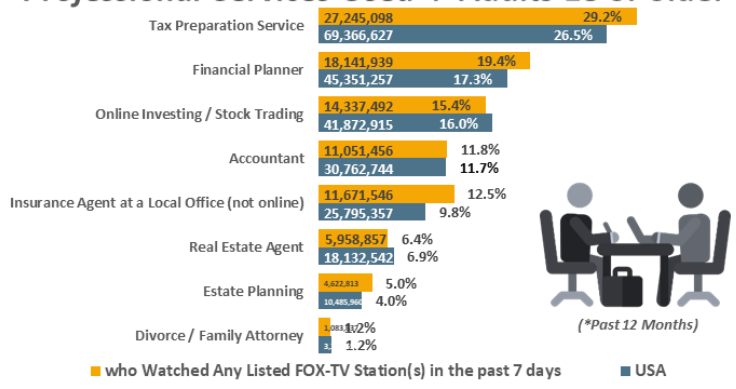
Investments Owned: Adults 18 or older



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

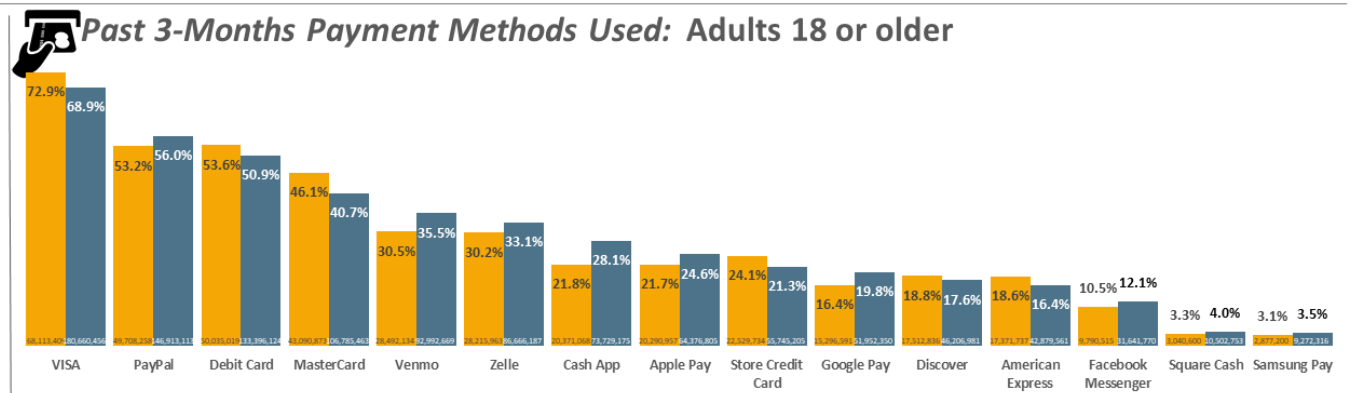


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 3,727

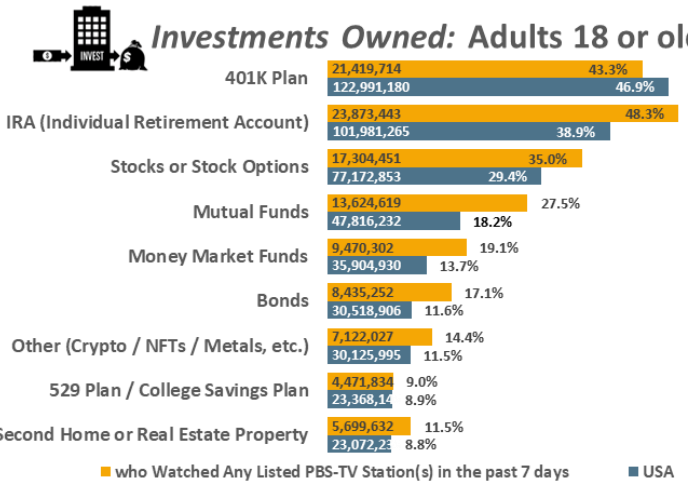
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

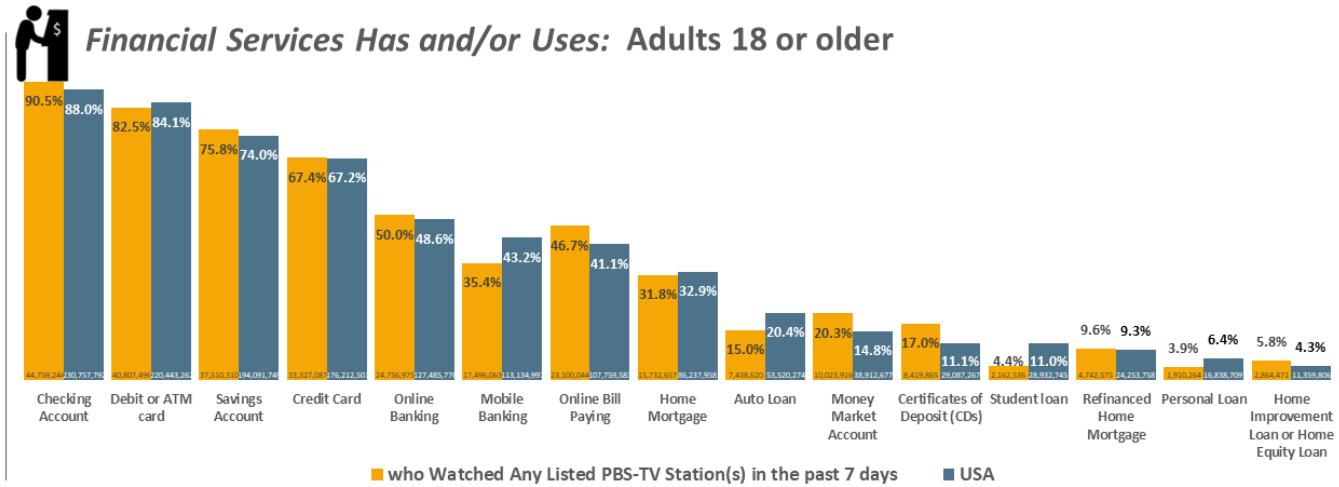
Broadcast TV networks/stations watched past 7 days: Any listed FOX station(s)

18.9% or 49,468,176 of USA Adults 18 or older Watched Any Listed PBS-TV Station(s) in the past 7 days. Adults 18 or older who Watched Any Listed PBS-TV Station(s) in the past 7 days are 7.7% less likely to have a 401K, 26.3% less likely to have an Auto Loan, .1% more likely to Invest/Trade Stocks Online, 6.2% less likely to pay with their Debit Card.

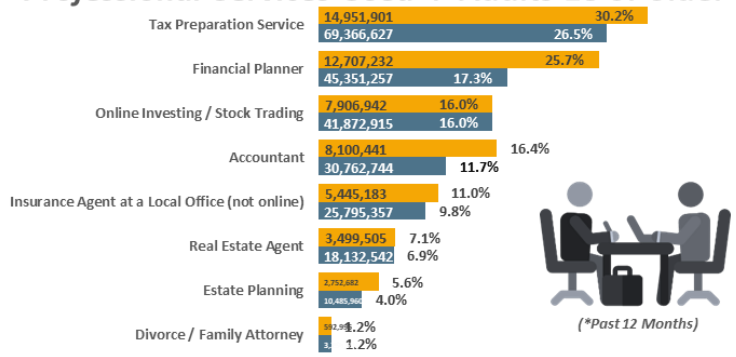
Investments Owned: Adults 18 or older



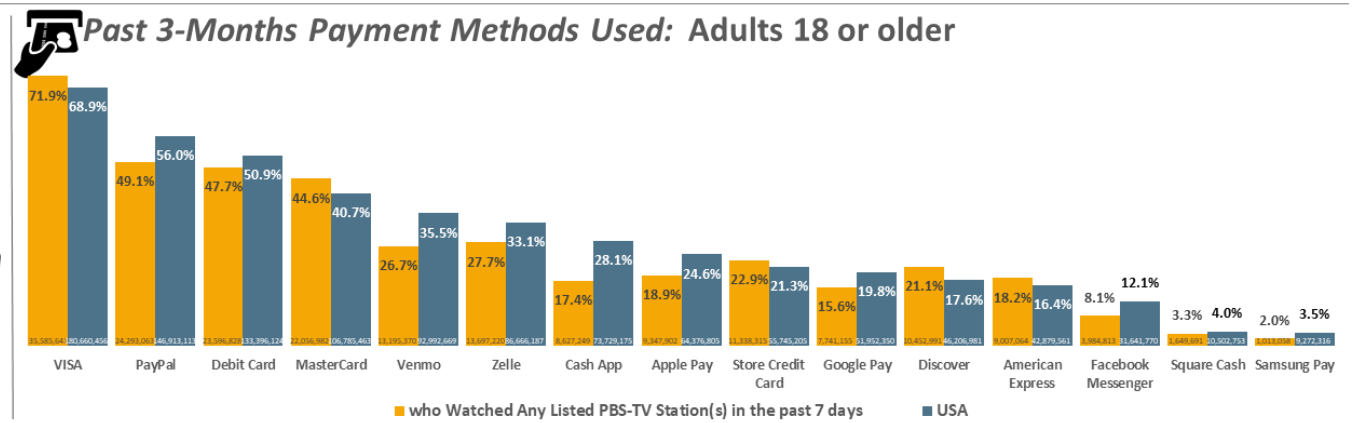
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,244

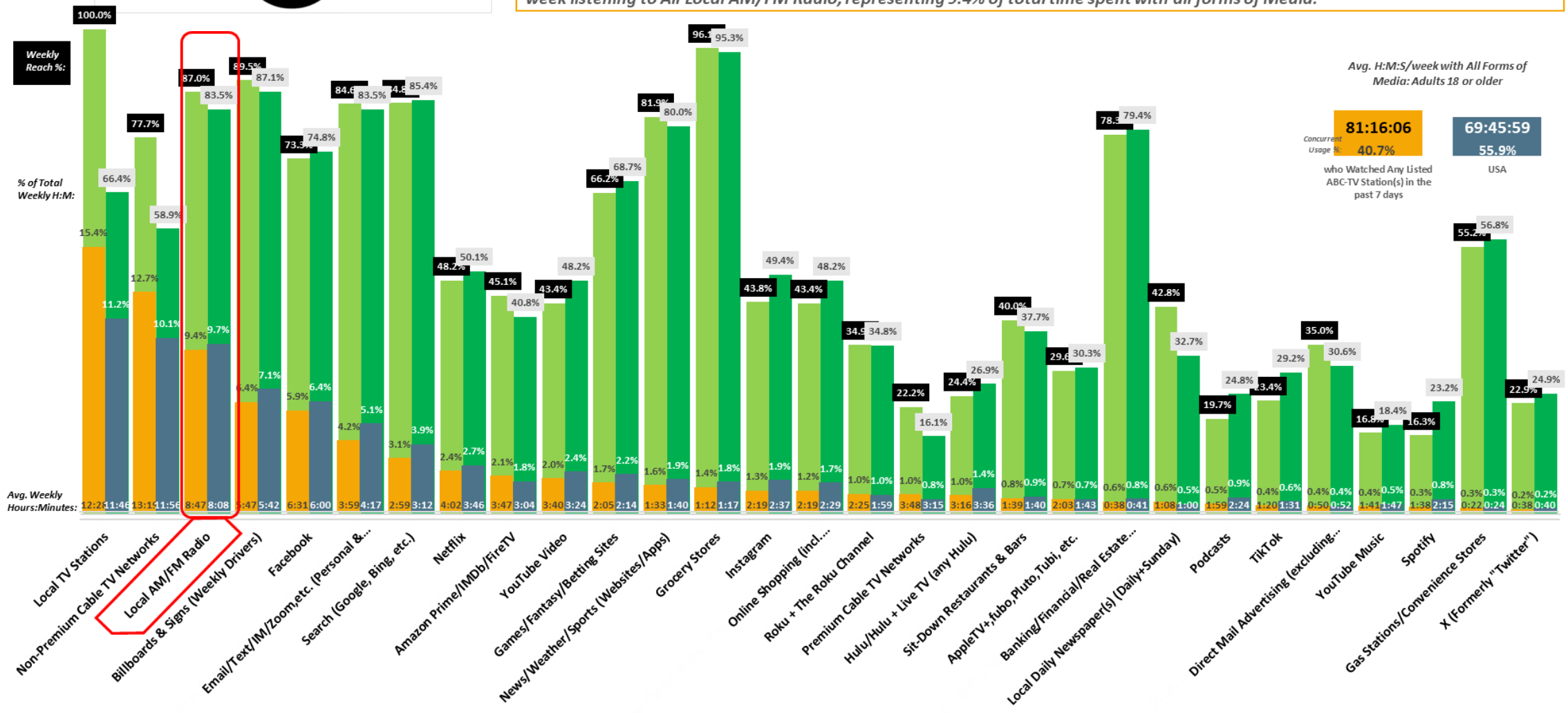
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

Broadcast TV networks/stations watched past 7 days: Any listed PBS station(s)

Adults 18 or older who Watched Any Listed ABC-TV Station(s) in the past 7 days spend an average of 3 days, 9 hours, 16 minutes and 6 seconds each week with All Forms of Media.

87.% of Adults 18 or older who Watched Any Listed ABC-TV Station(s) in the past 7 days spend an avg. of 8 hours and 47 minutes each week listening to All Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,394 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

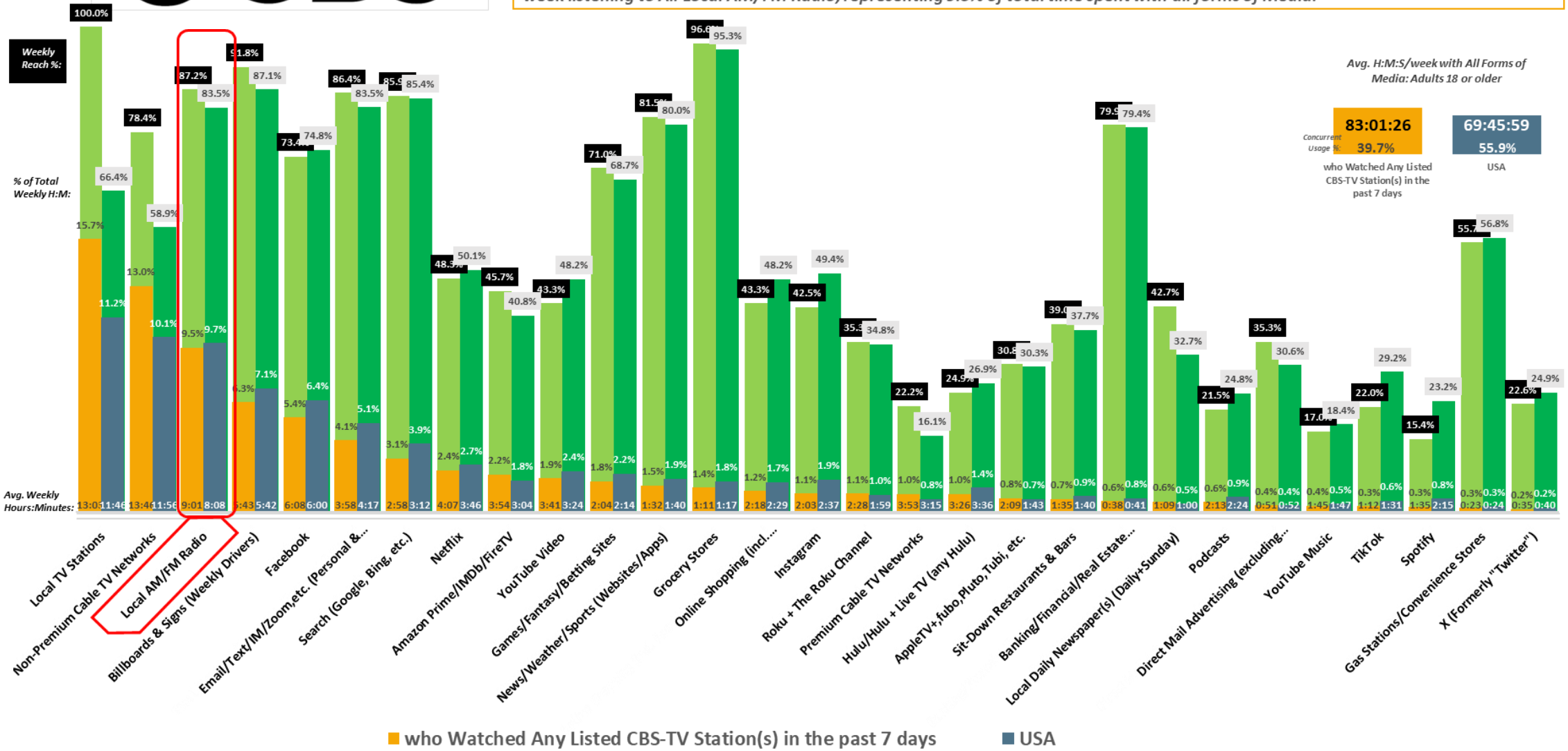
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Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)

Adults 18 or older who Watched Any Listed CBS-TV Station(s) in the past 7 days spend an average of 3 days, 11 hours, 1 minutes and 26 seconds each week with All Forms of Media.

87.2% of Adults 18 or older who Watched Any Listed CBS-TV Station(s) in the past 7 days spend an avg. of 9 hours and 1 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,181 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

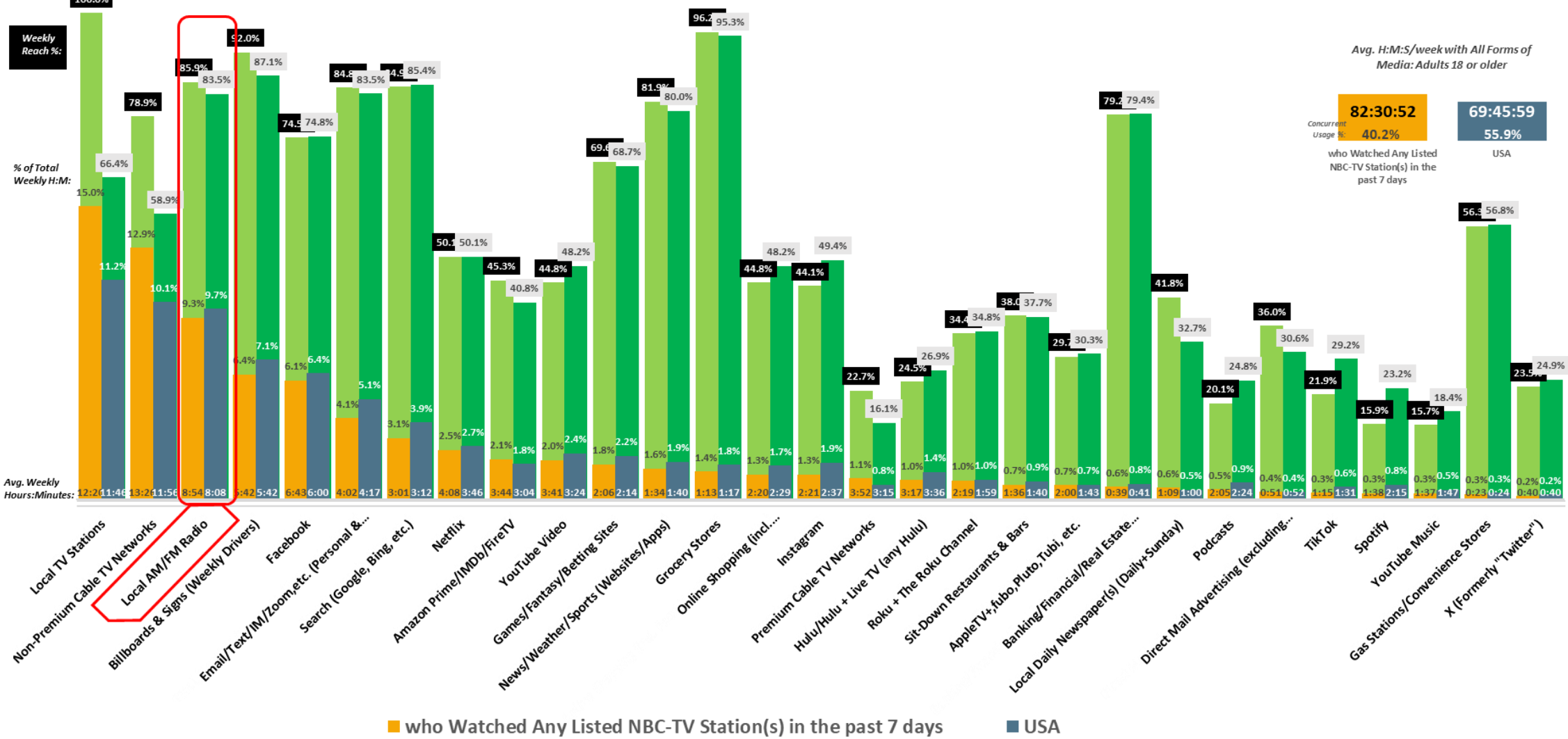
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Broadcast TV networks/stations watched past 7 days: Any listed CBS station(s)

Adults 18 or older who Watched Any Listed NBC-TV Station(s) in the past 7 days spend an average of 3 days, 10 hours, 30 minutes and 52 seconds each week with All Forms of Media.

85.9% of Adults 18 or older who Watched Any Listed NBC-TV Station(s) in the past 7 days spend an avg. of 8 hours and 54 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,055 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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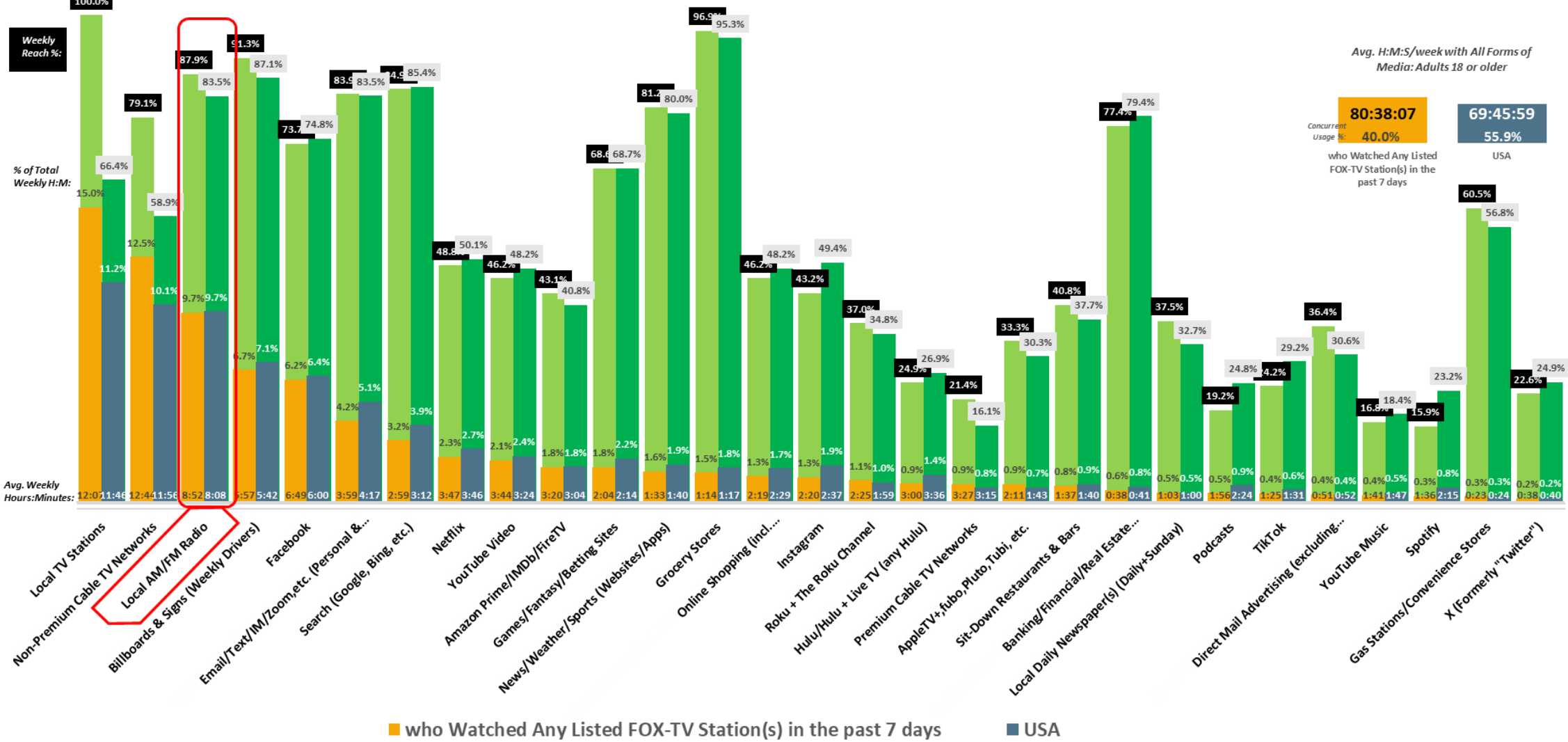
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Broadcast TV networks/stations watched past 7 days: Any listed NBC station(s)

FOX TV STATIONS

Adults 18 or older who Watched Any Listed FOX-TV Station(s) in the past 7 days spend an average of 3 days, 8 hours, 38 minutes and 7 seconds each week with All Forms of Media.

87.9% of Adults 18 or older who Watched Any Listed FOX-TV Station(s) in the past 7 days spend an avg. of 8 hours and 52 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 3,727 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

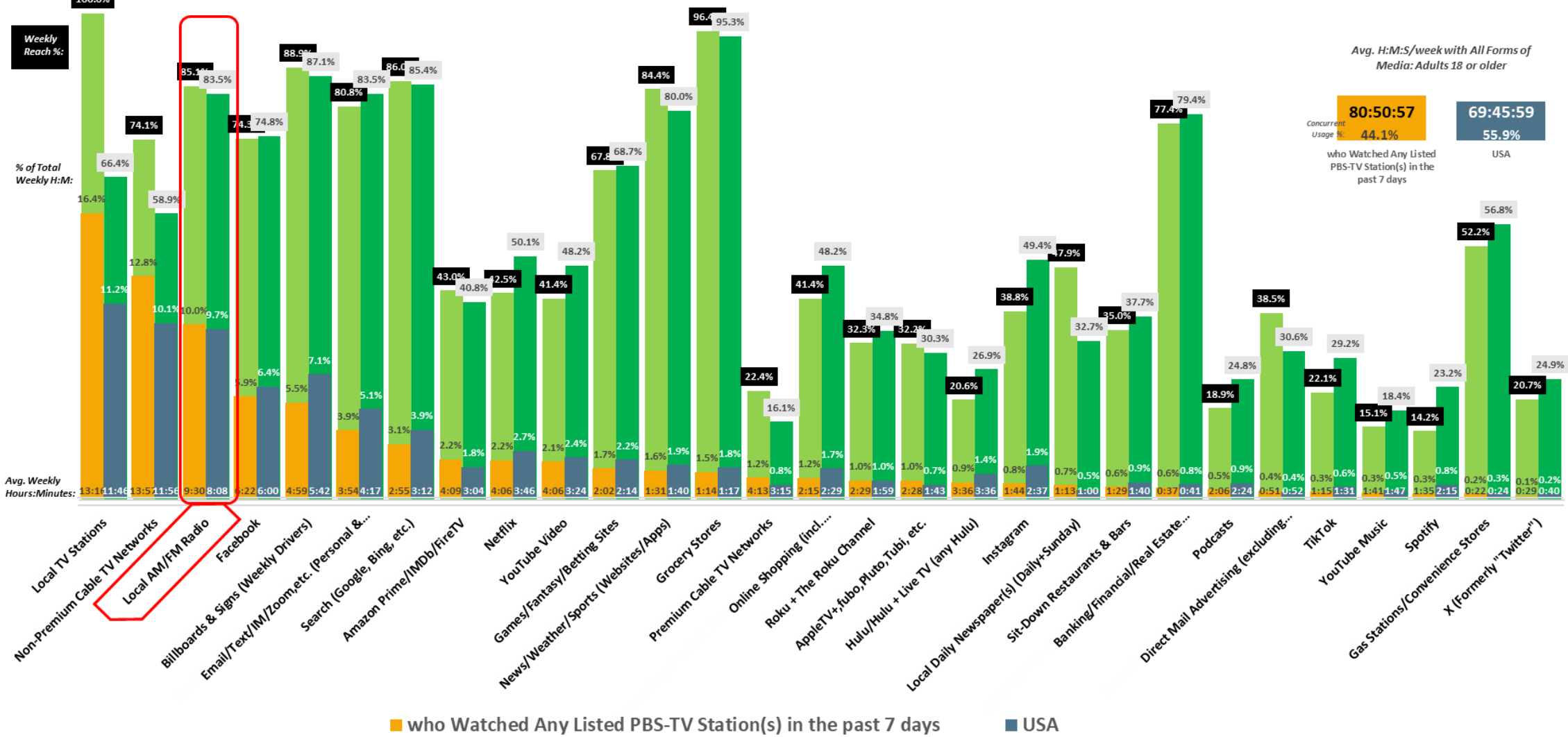
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Broadcast TV networks/stations watched past 7 days: Any listed FOX station(s)

Adults 18 or older who Watched Any Listed PBS-TV Station(s) in the past 7 days spend an average of 3 days, 8 hours, 50 minutes and 57 seconds each week with All Forms of Media.

85.1% of Adults 18 or older who Watched Any Listed PBS-TV Station(s) in the past 7 days spend an avg. of 9 hours and 30 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,244 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

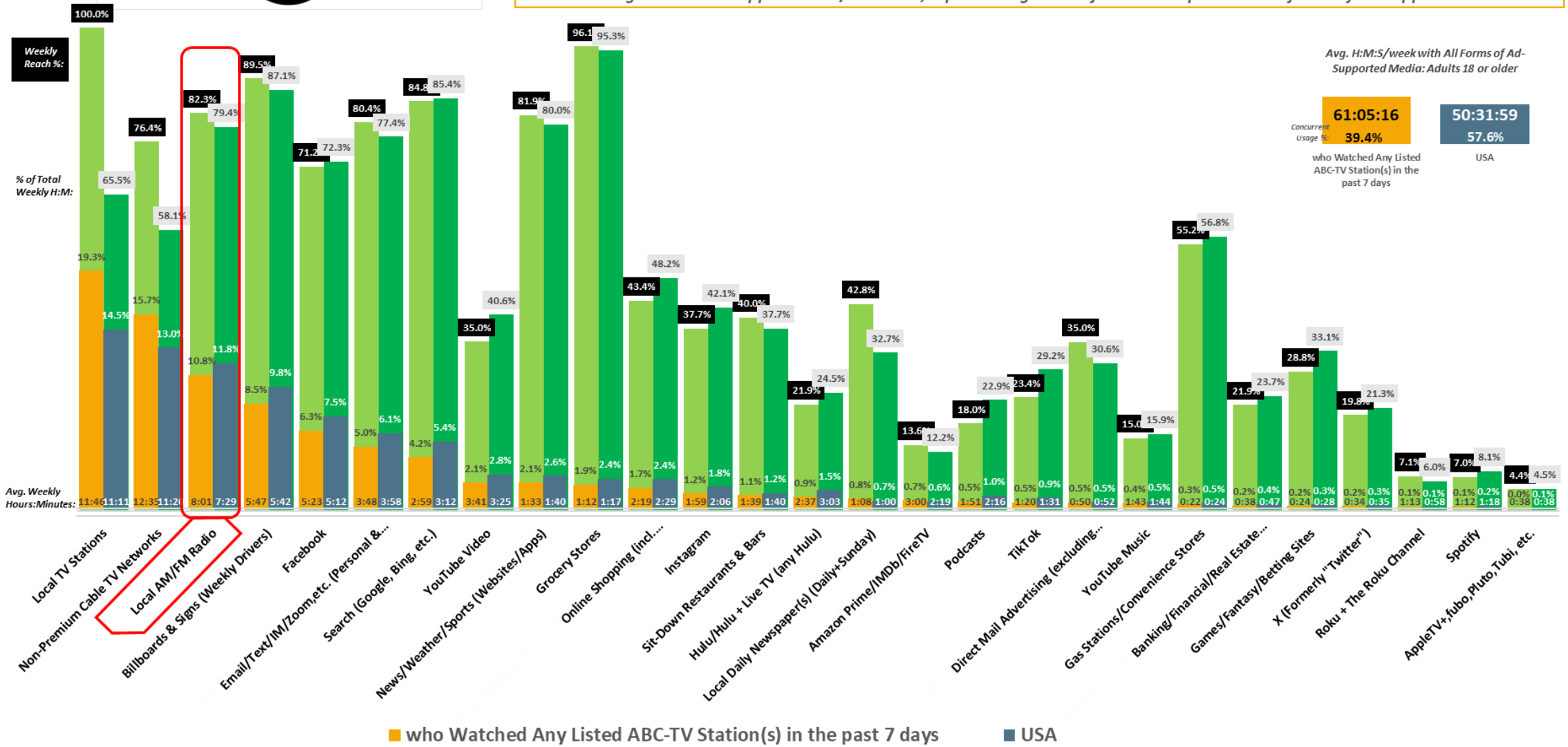
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Broadcast TV networks/stations watched past 7 days: Any listed PBS station(s)

Adults 18 or older who Watched Any Listed ABC-TV Station(s) in the past 7 days spend an average of 2 days, 13 hours, 5 minutes and 16 seconds each week with All Forms of Ad-Supported Media.

82.3% of Adults 18 or older who Watched Any Listed ABC-TV Station(s) in the past 7 days spend an avg. of 8 hours and 1 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supported Med



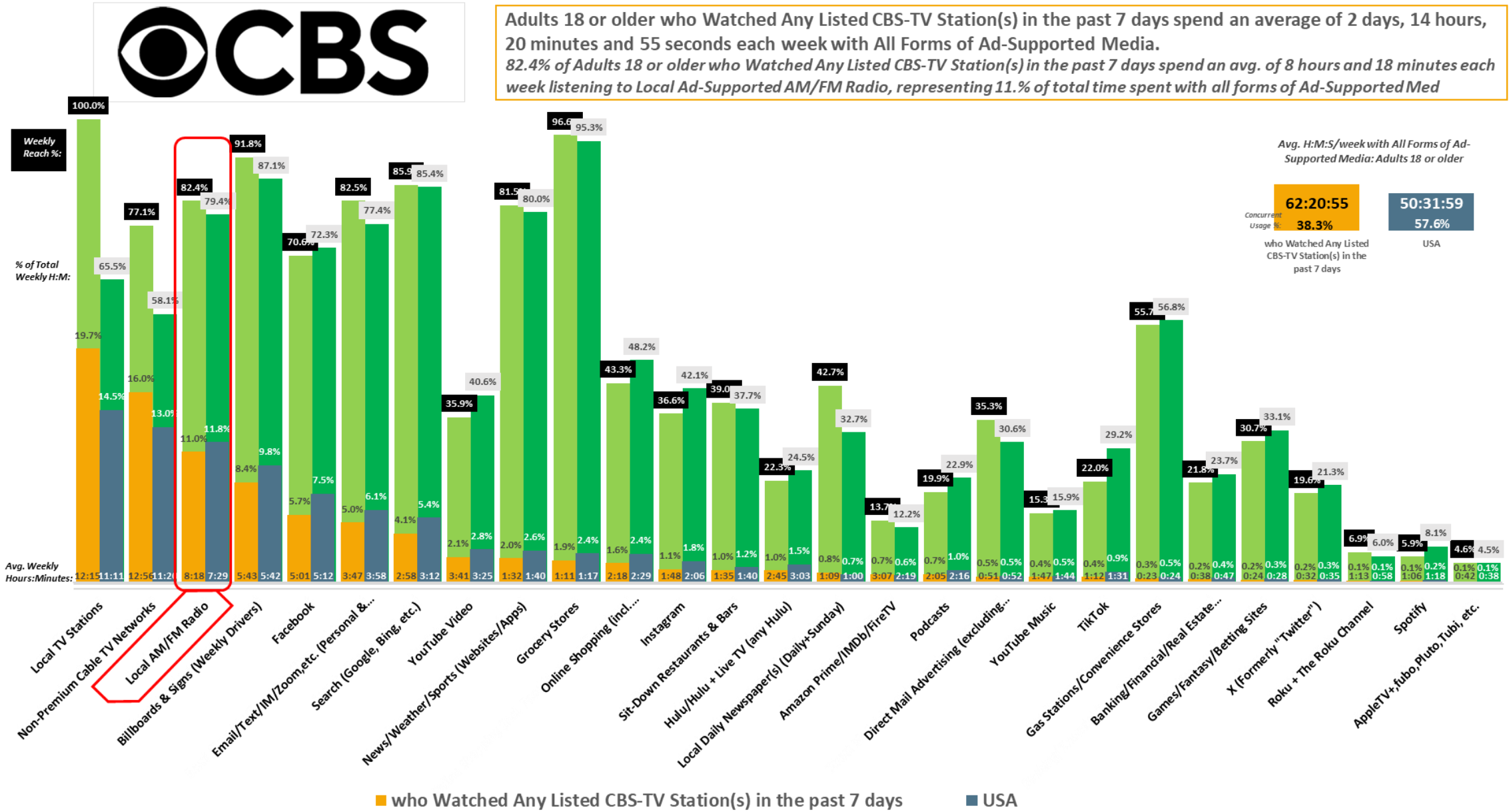
■ who Watched Any Listed ABC-TV Station(s) in the past 7 days ■ USA

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,394 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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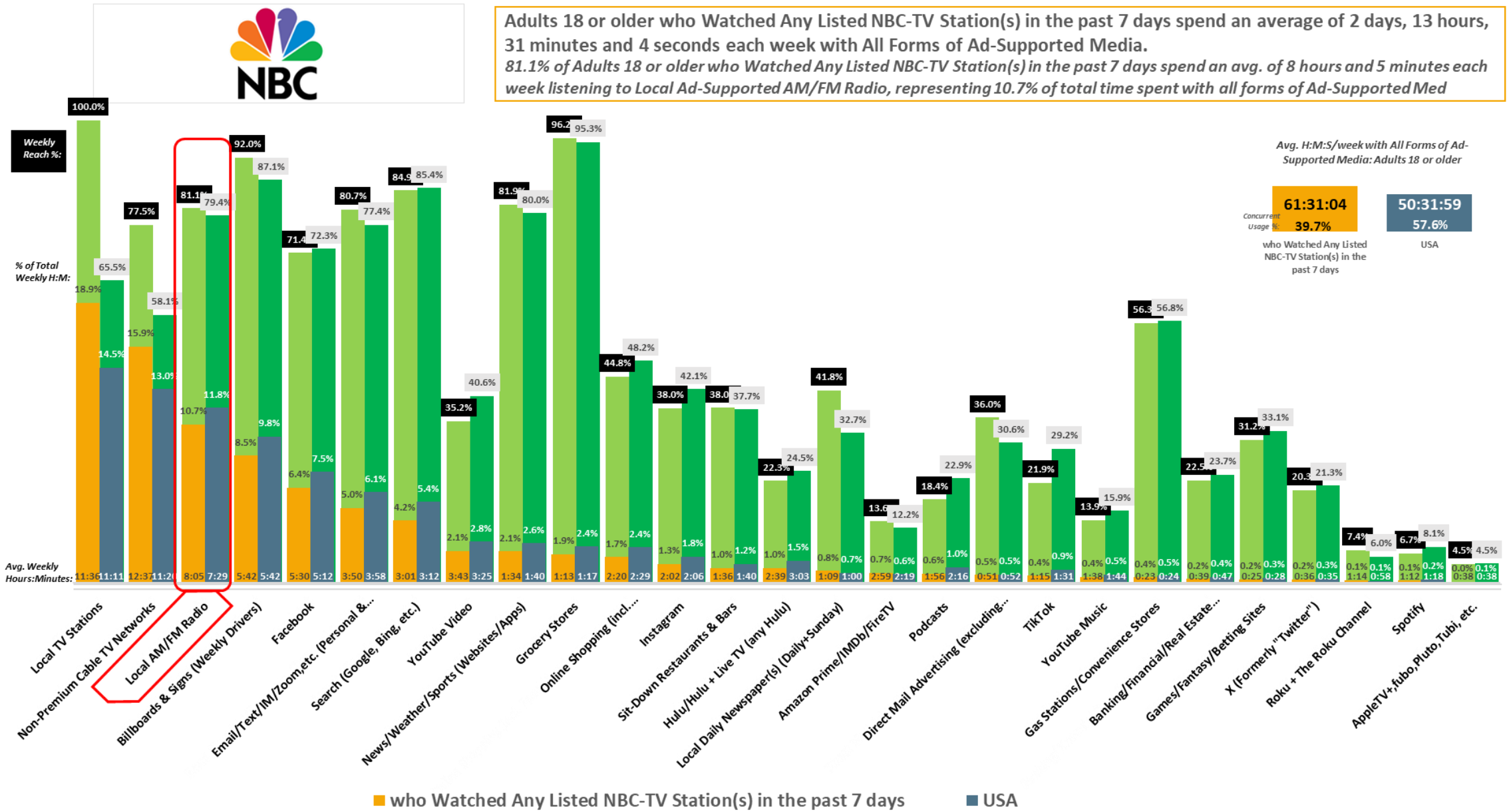
Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,181 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908
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Broadcast TV networks/stations watched past 7 days: Any listed CBS station(s)



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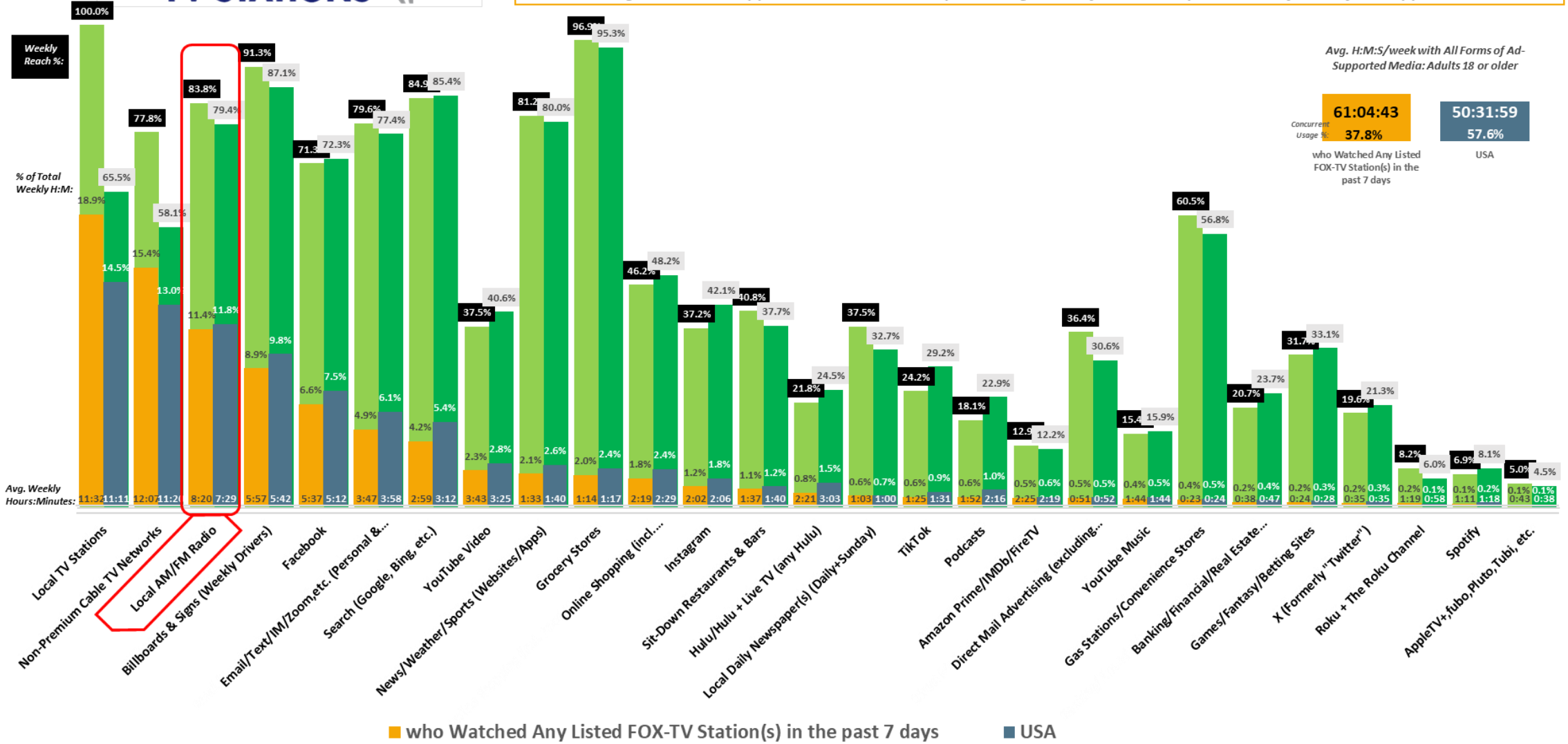
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Broadcast TV networks/stations watched past 7 days: Any listed NBC station(s)

FOX TV STATIONS

Adults 18 or older who Watched Any Listed FOX-TV Station(s) in the past 7 days spend an average of 2 days, 13 hours, 4 minutes and 43 seconds each week with All Forms of Ad-Supported Media.

83.8% of Adults 18 or older who Watched Any Listed FOX-TV Station(s) in the past 7 days spend an avg. of 8 hours and 20 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.4% of total time spent with all forms of Ad-Supported Me



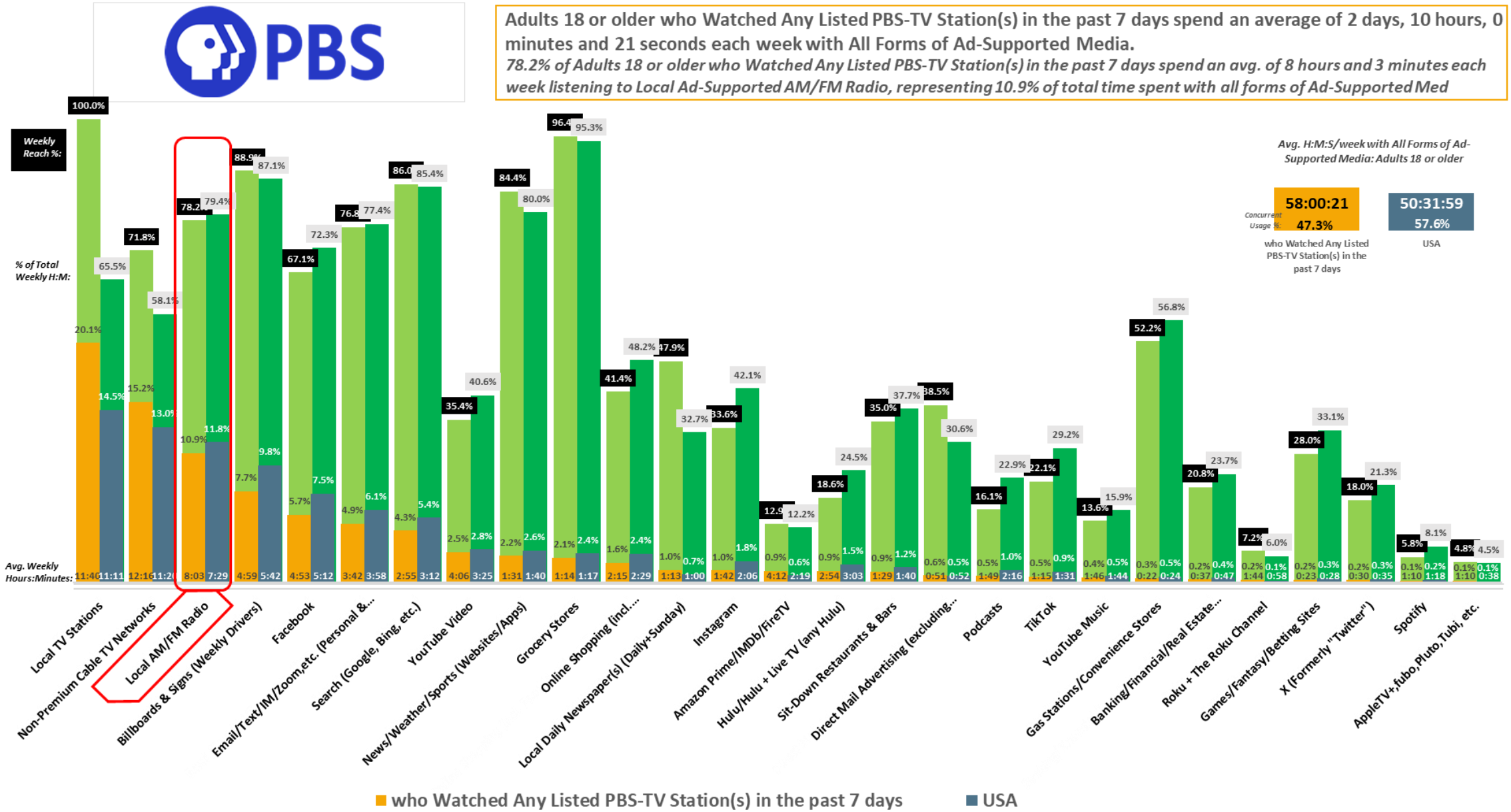
■ who Watched Any Listed FOX-TV Station(s) in the past 7 days ■ USA

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 3,727 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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Broadcast TV networks/stations watched past 7 days: Any listed FOX station(s)



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,244 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

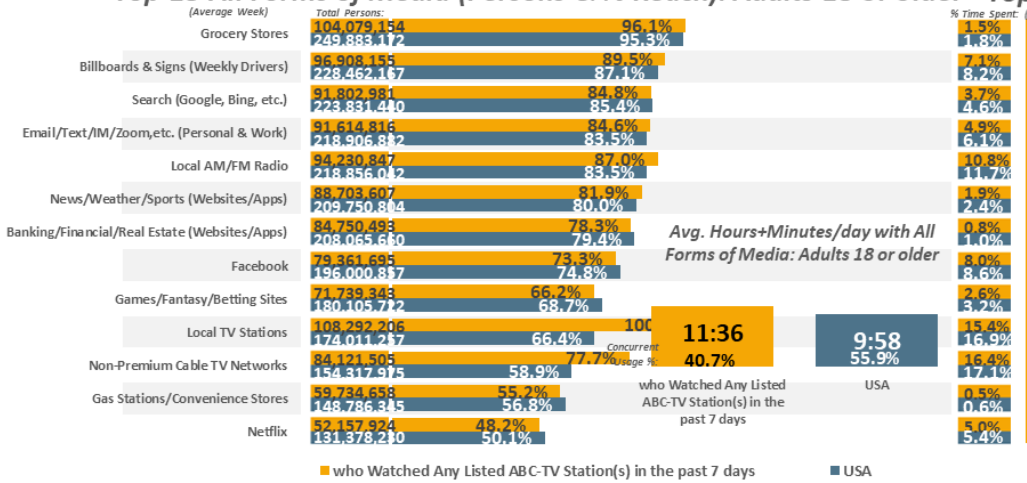
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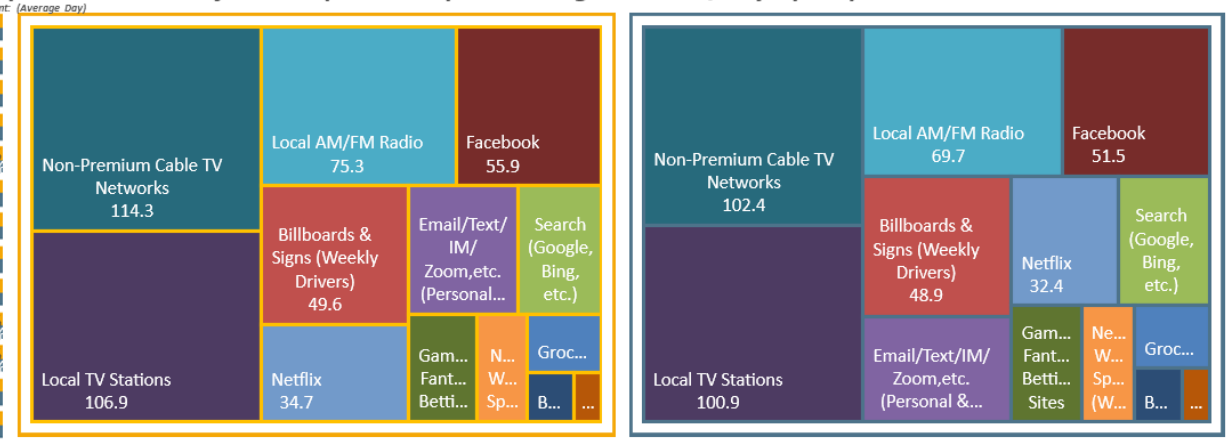
Broadcast TV networks/stations watched past 7 days: Any listed PBS station(s)

Adults 18 or older who Watched Any Listed ABC-TV Station(s) in the past 7 days spend an average of 8 hours and 43 minutes each day with All Forms of Ad-Supported Media. 82.3% listen to Local AM/FM Radio for an avg. of 68.8 minutes/day. *(Local Radio delivers 10.8% of Time with Ad-Supported Media.)*

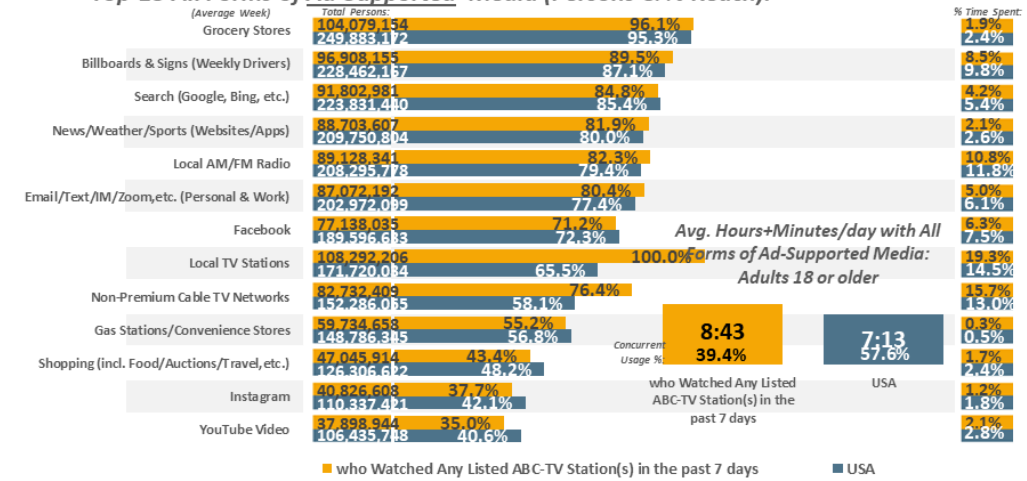
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



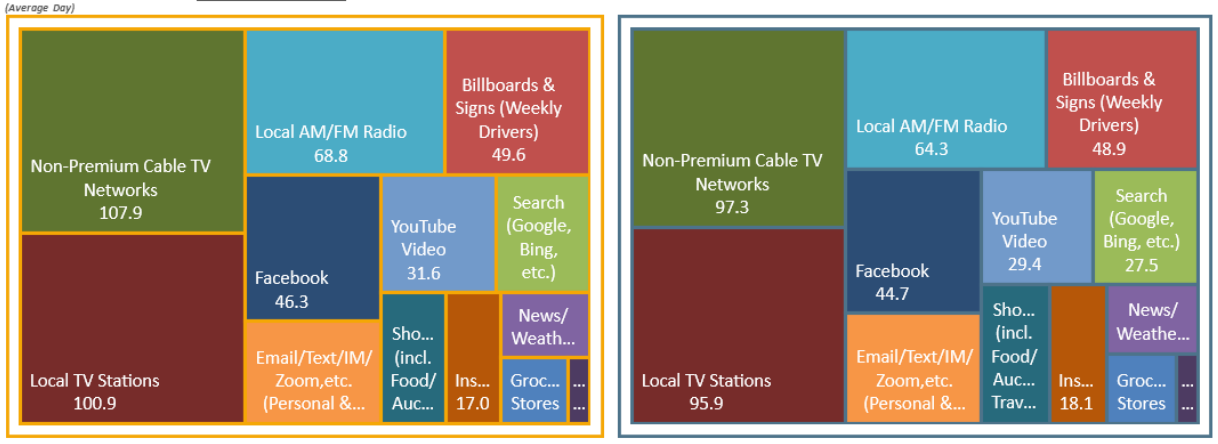
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,394

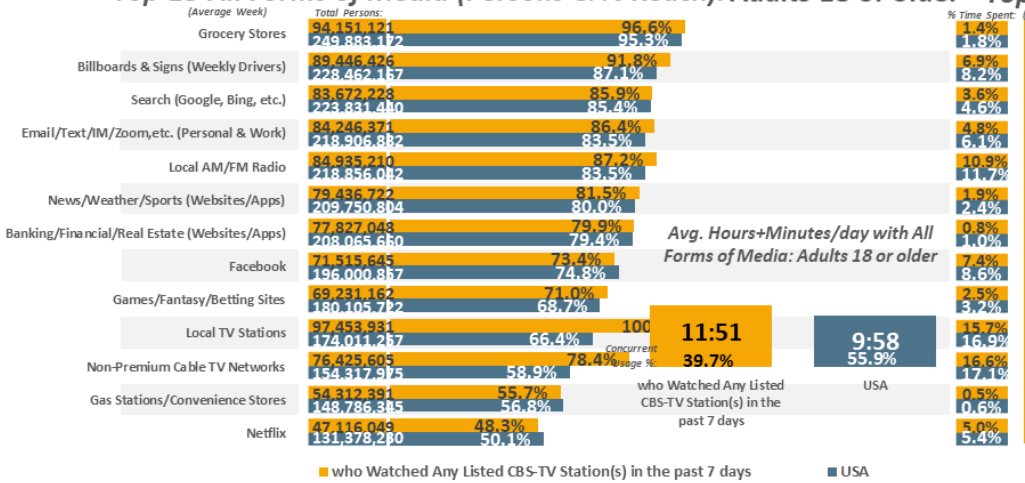
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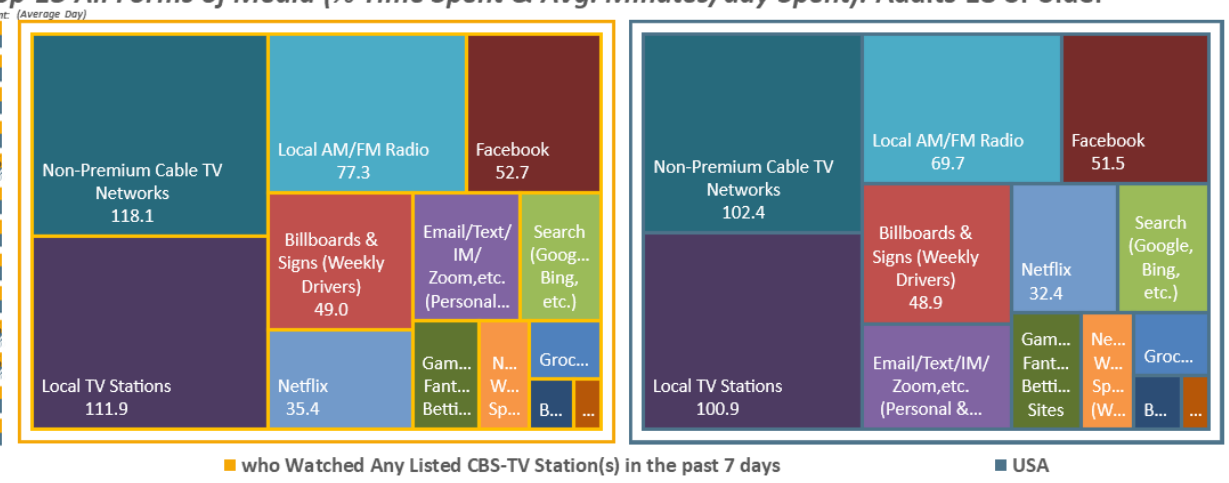
Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)

Adults 18 or older who Watched Any Listed CBS-TV Station(s) in the past 7 days spend an average of 8 hours and 54 minutes each day with All Forms of Ad-Supported Media. 82.4% listen to Local AM/FM Radio for an avg. of 71.2 minutes/day. *(Local Radio delivers 11.% of Time with Ad-Supported Media.)*

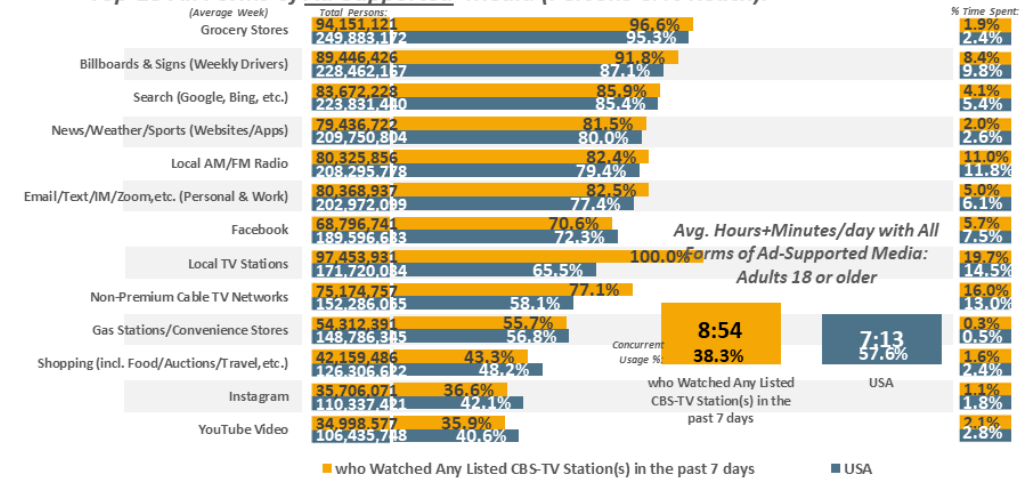
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



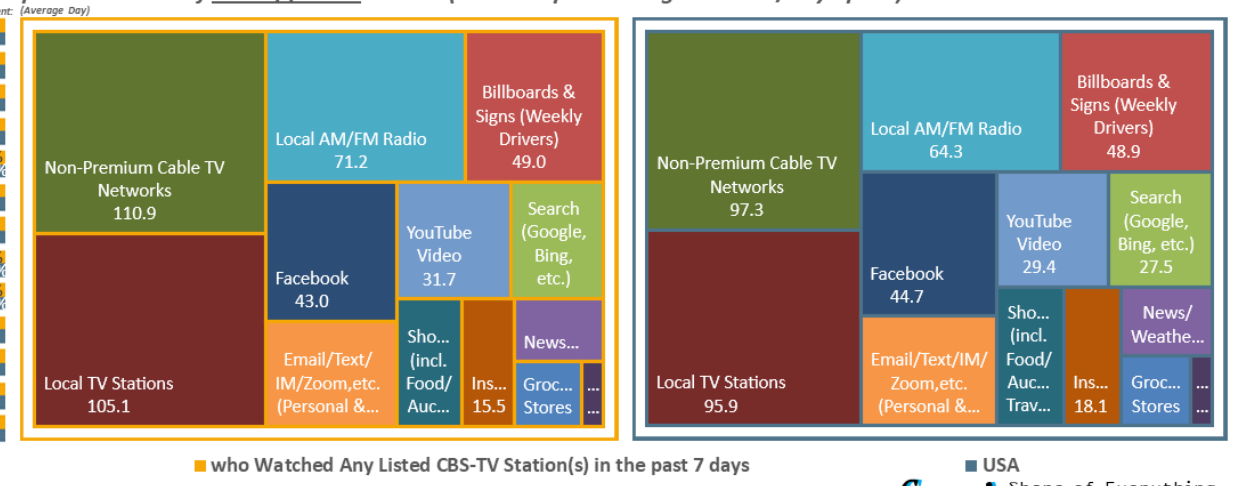
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2023: Jan23-Oct23 Qual Intab 4,181

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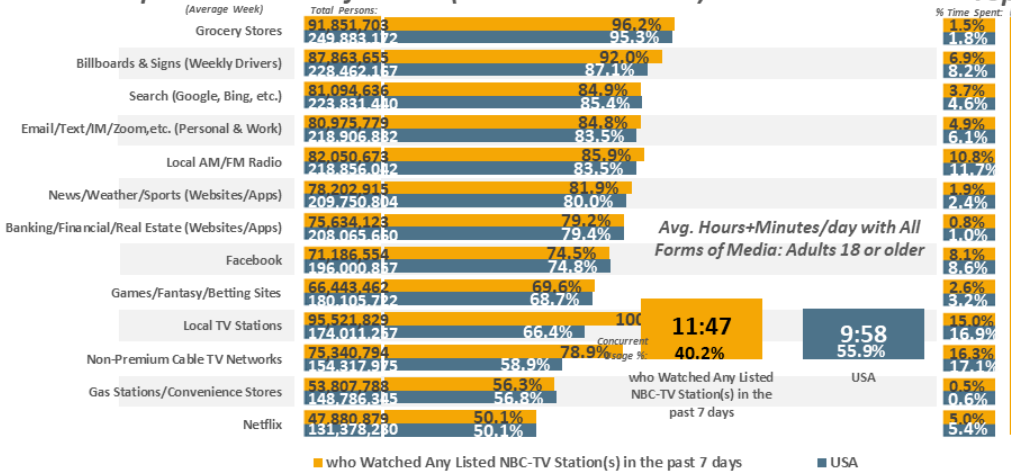
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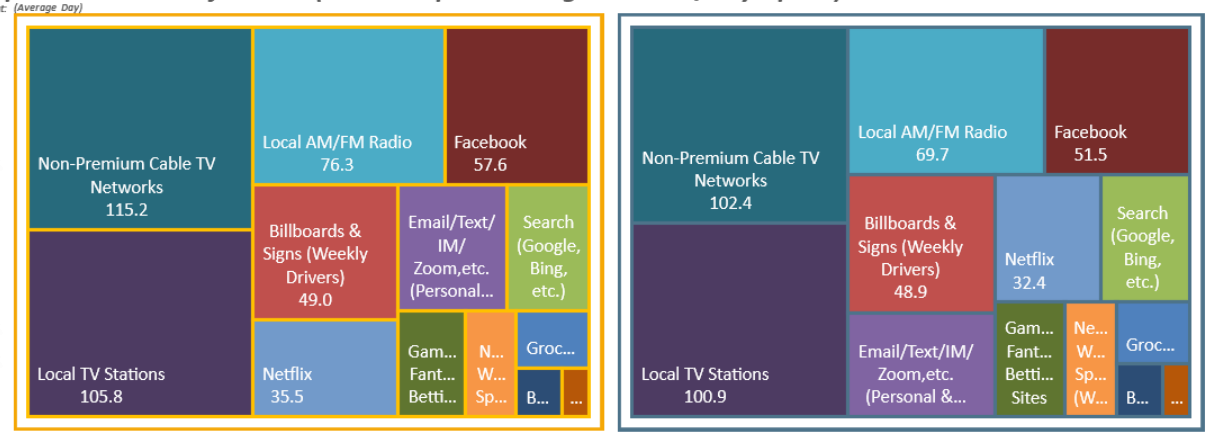
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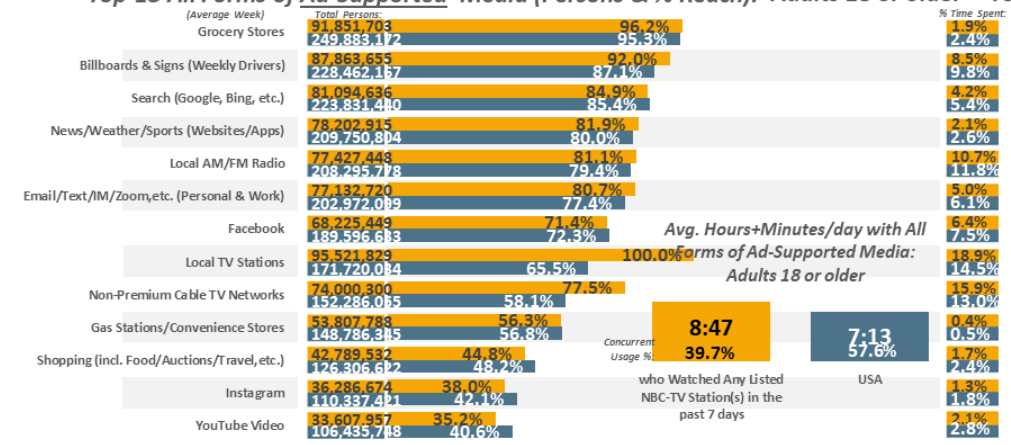
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



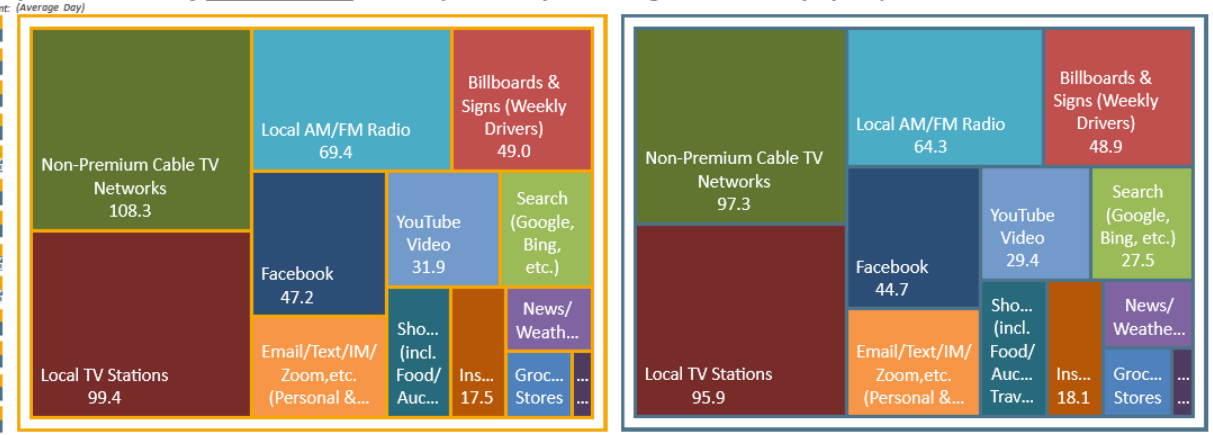
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2023: Jan23-Oct23 Qual Intab 4,055

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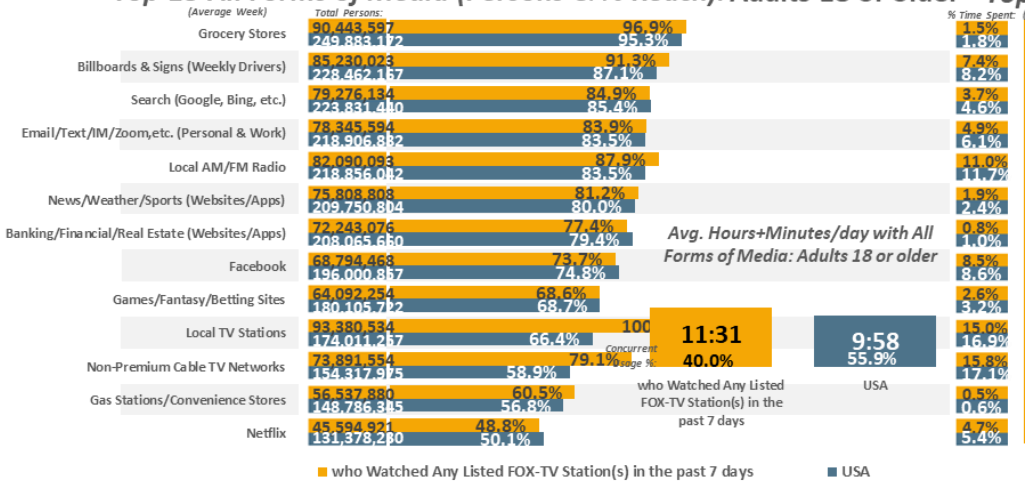
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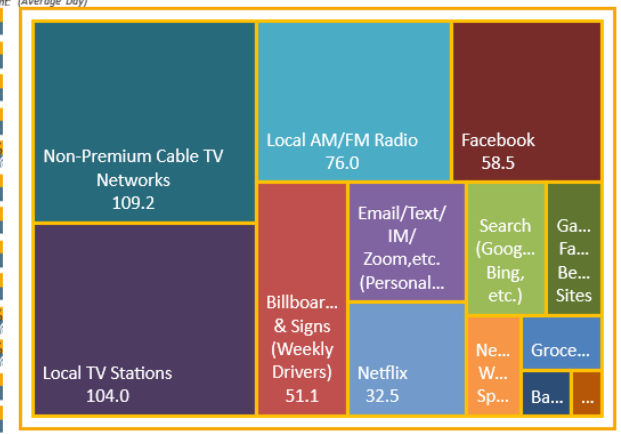
Broadcast TV networks/stations watched past 7 days: Any listed NBC station(s)

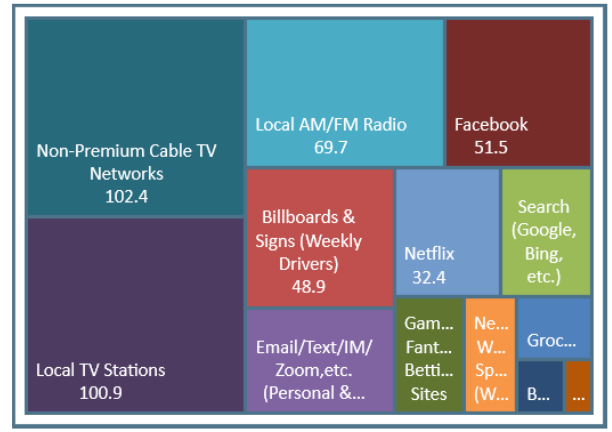
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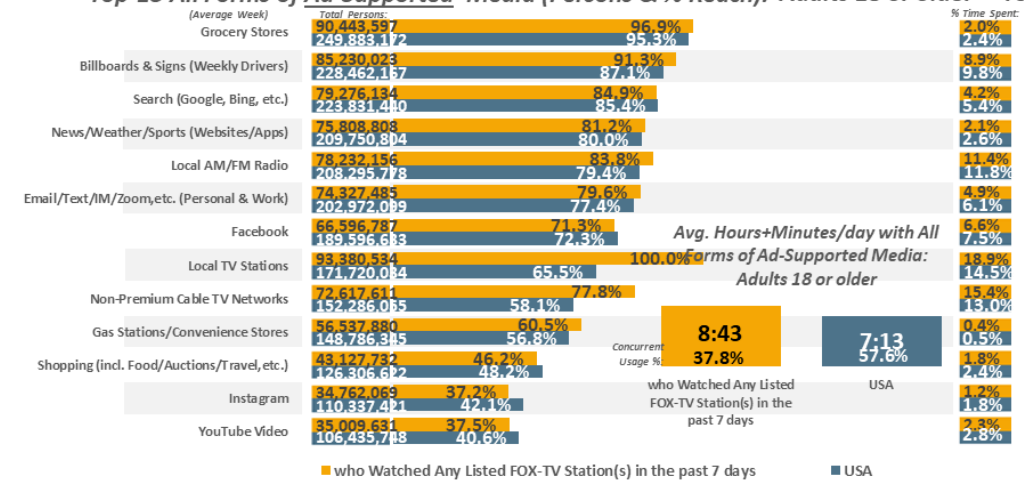
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

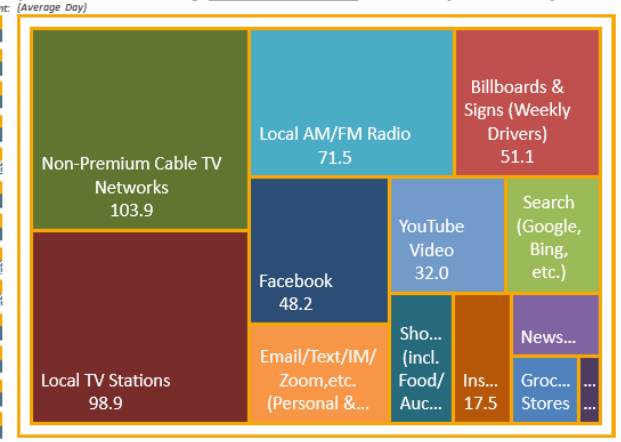


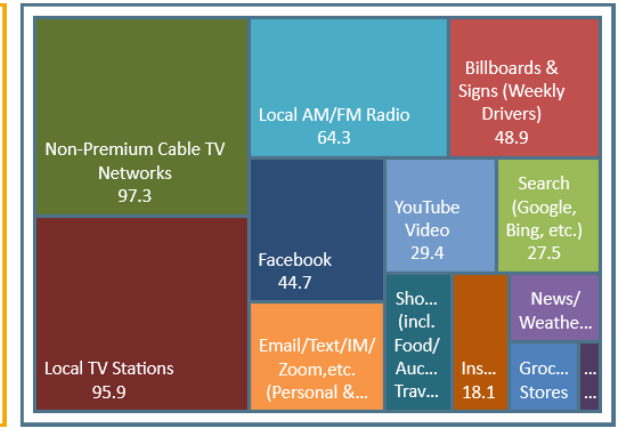




Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older







USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 3,727

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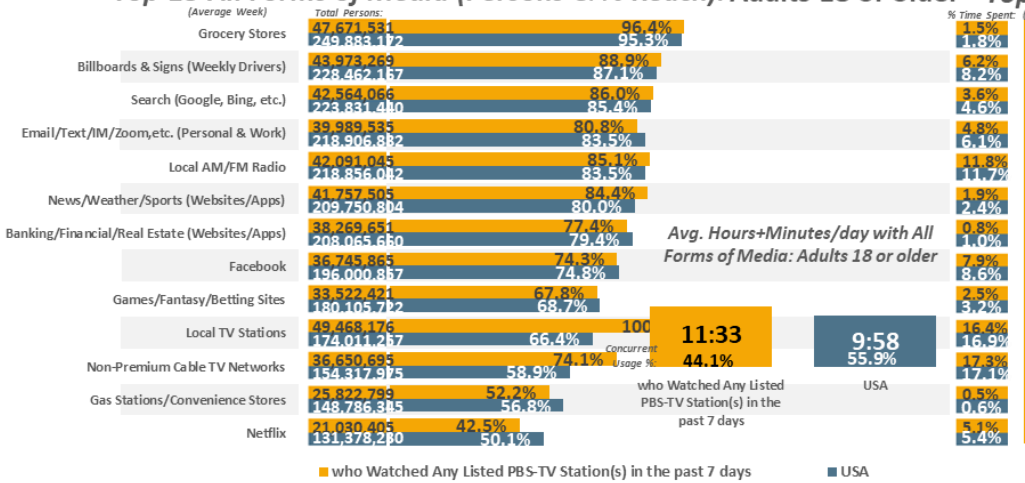
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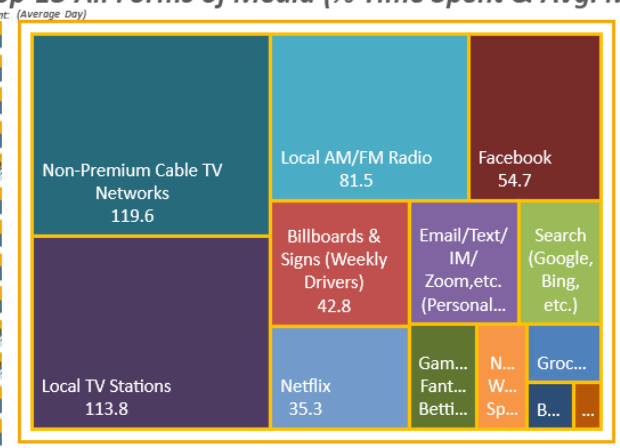
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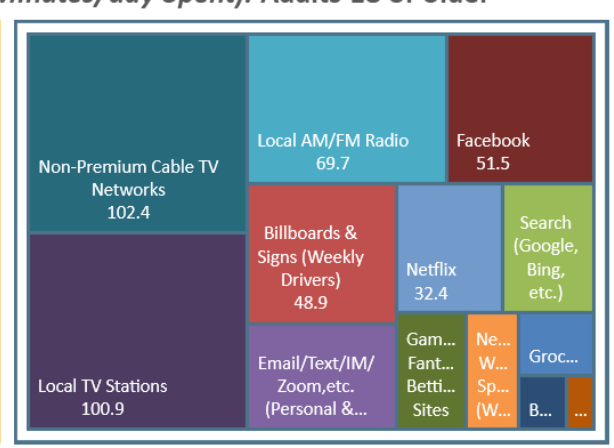
Broadcast TV networks/stations watched past 7 days: Any listed FOX station(s)

Adults 18 or older who Watched Any Listed PBS-TV Station(s) in the past 7 days spend an average of 8 hours and 17 minutes each day with All Forms of Ad-Supported Media. 78.2% listen to Local AM/FM Radio for an avg. of 69.1 minutes/day. *(Local Radio delivers 10.9% of Time with Ad-Supported Media.)*

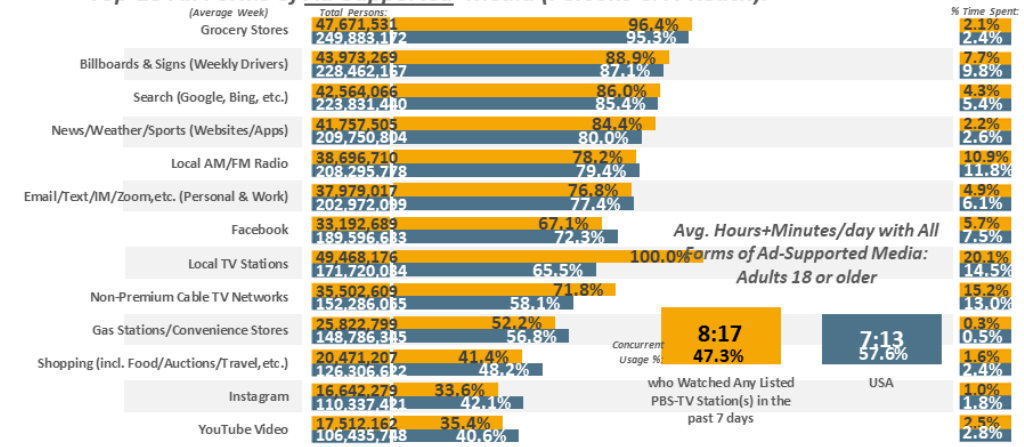
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

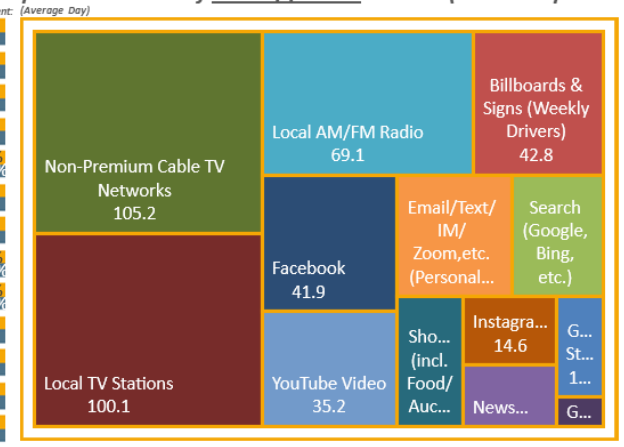


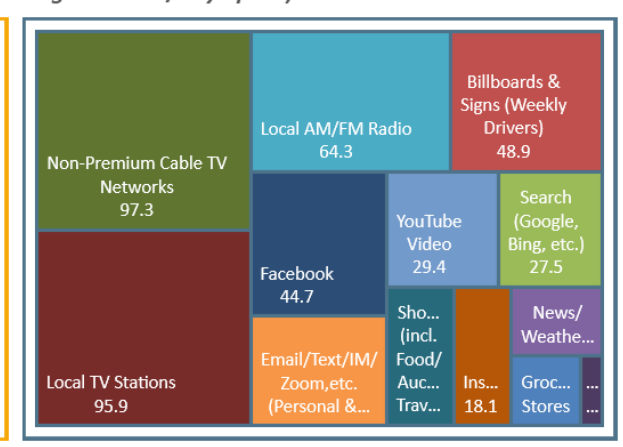




Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older







USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,244

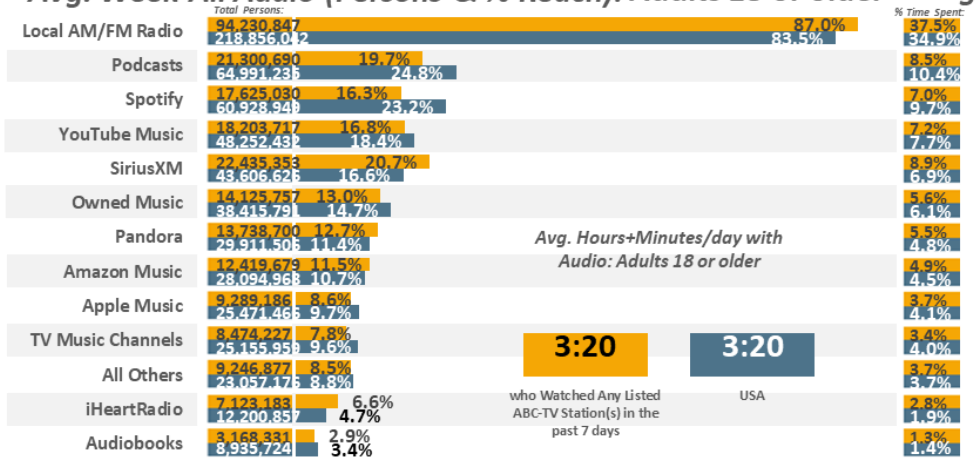
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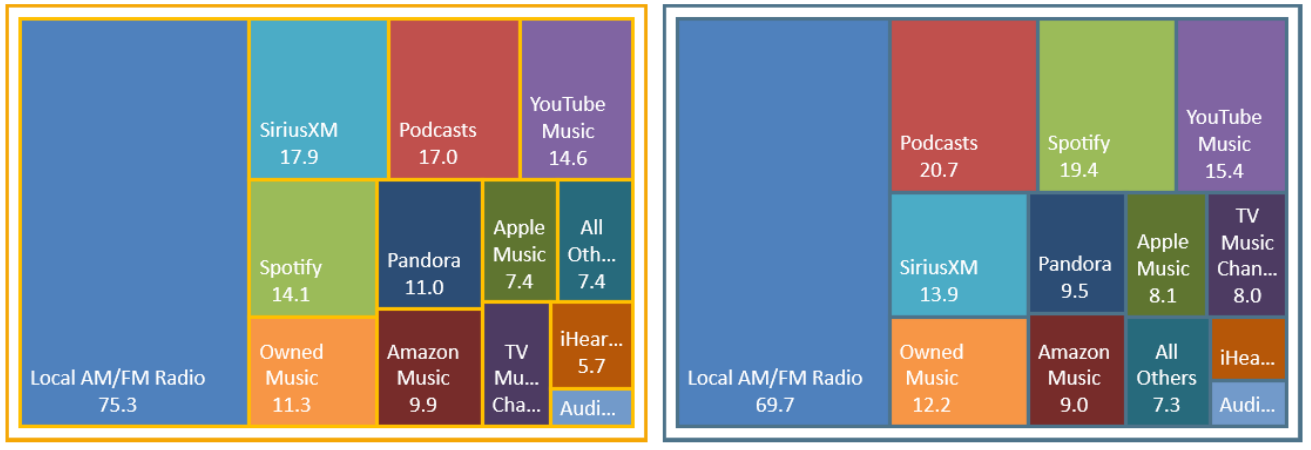
Broadcast TV networks/stations watched past 7 days: Any listed PBS station(s)

89,128,341 or 82.3% of Adults 18 or older who Watched Any Listed ABC-TV Station(s) in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 68.8 minutes every day representing 45.3% of all time spent daily with Ad-Supported Audio.

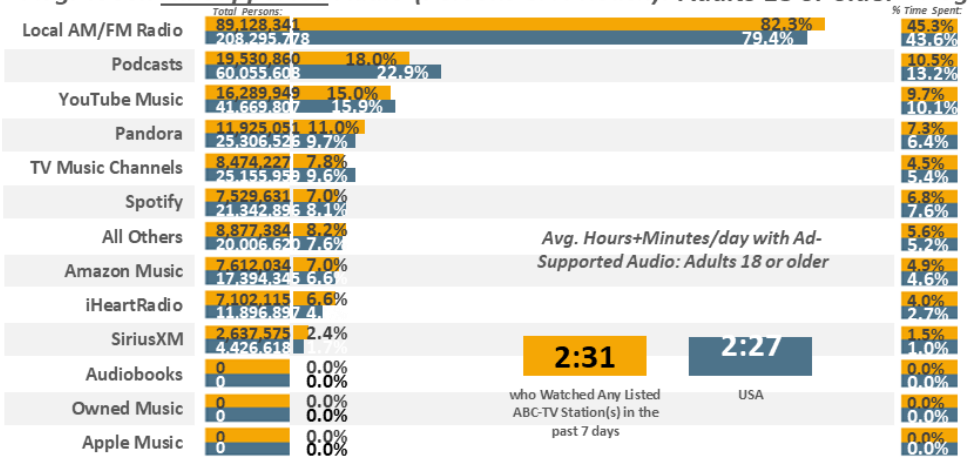
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



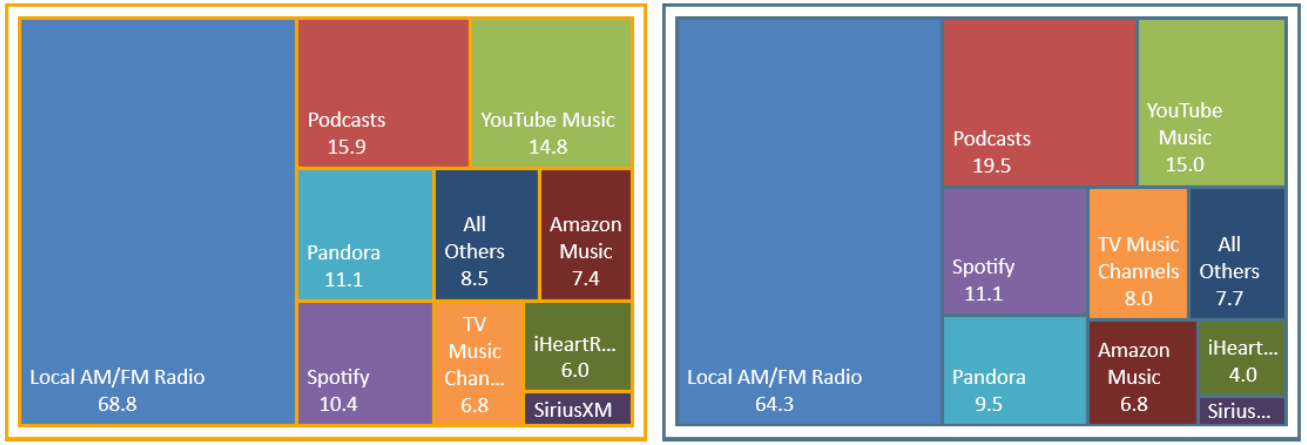
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,394

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

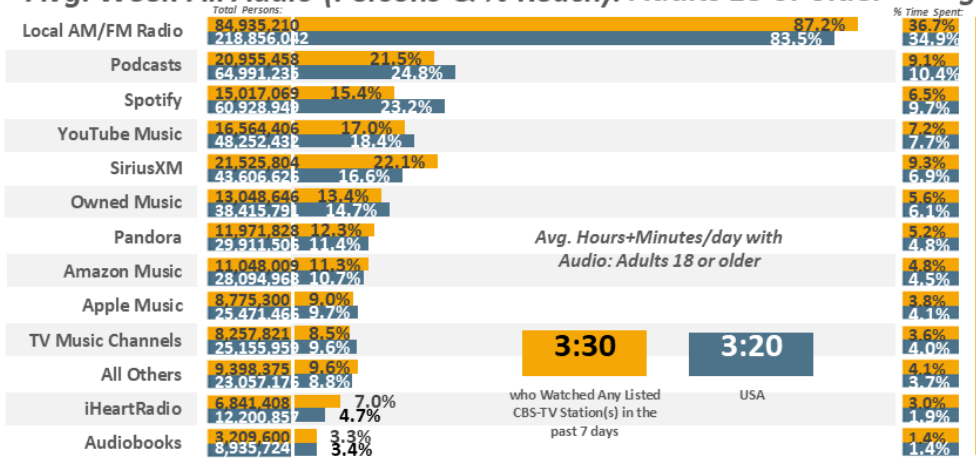
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Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)

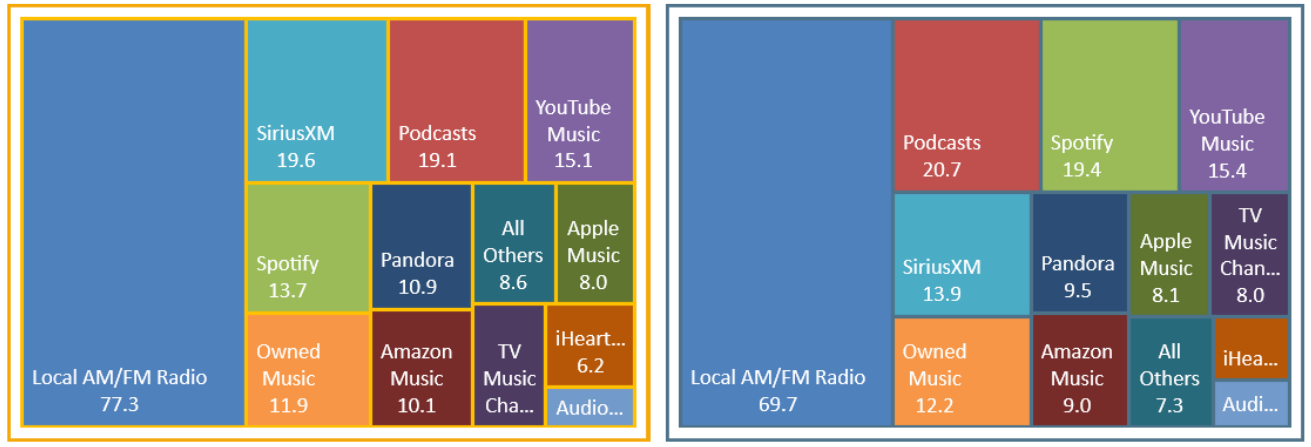


80,325,856 or 82.4% of Adults 18 or older who Watched Any Listed CBS-TV Station(s) in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 71.2 minutes every day representing 45.% of all time spent daily with Ad-Supported Audio.

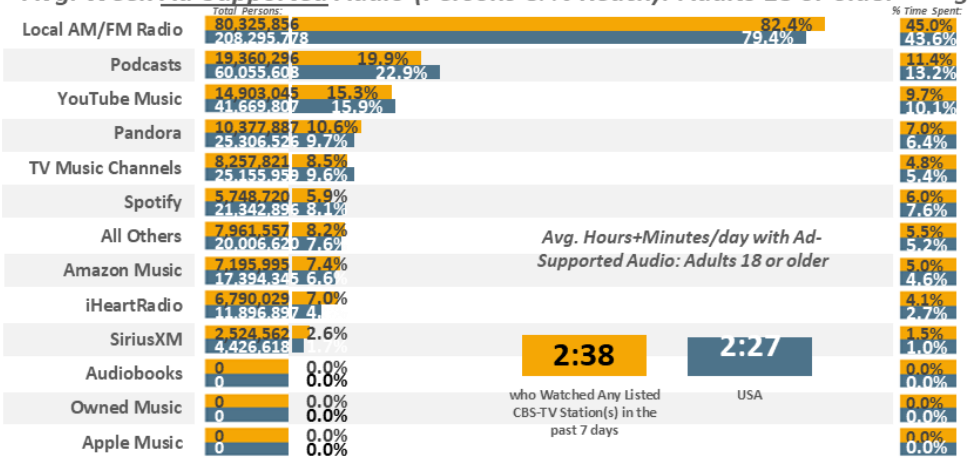
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



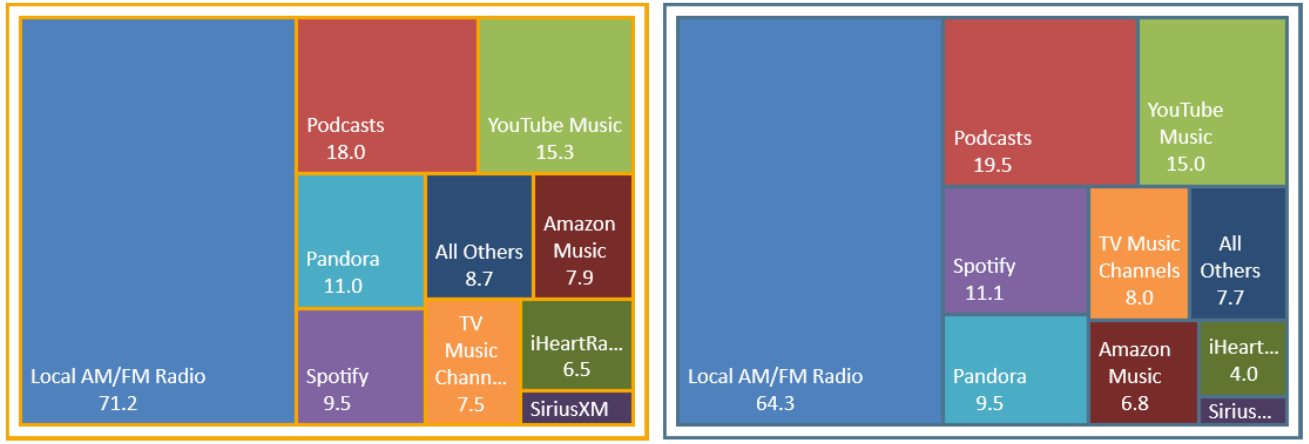
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,181

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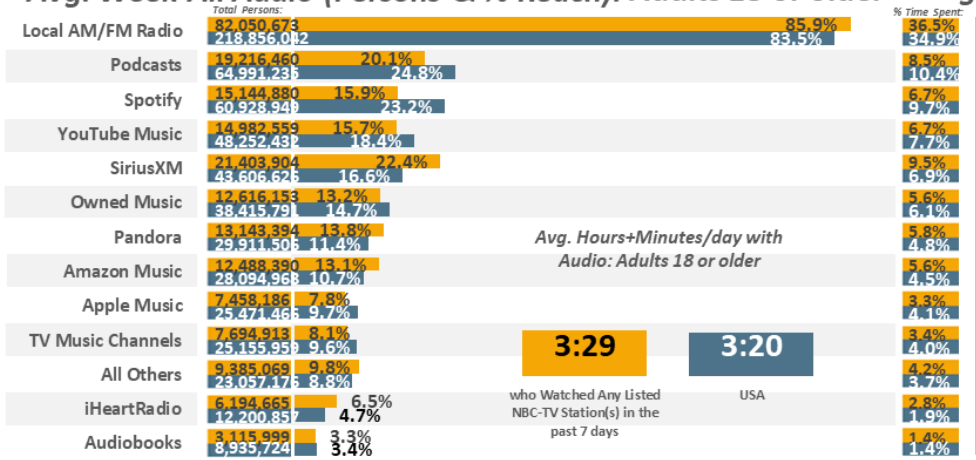
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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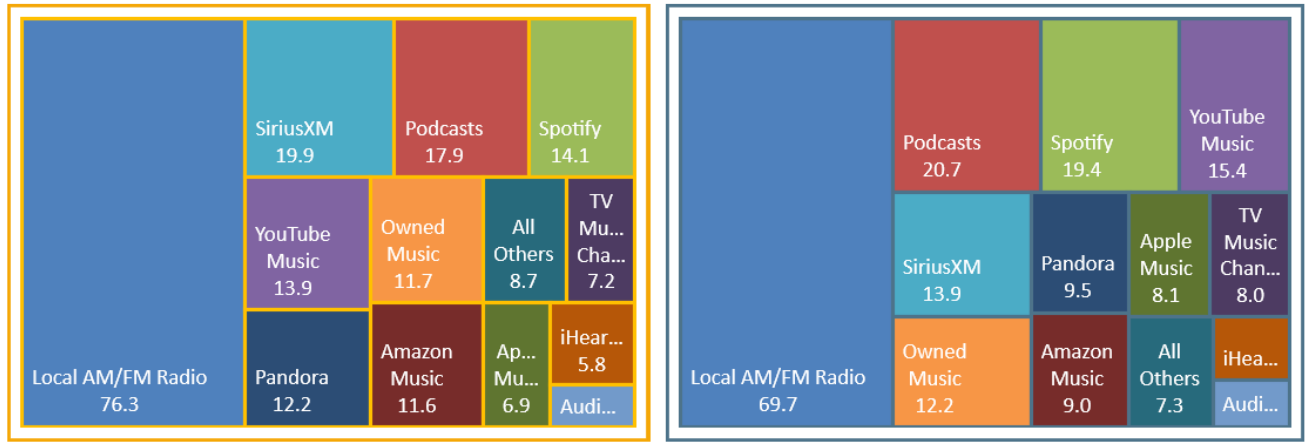
Broadcast TV networks/stations watched past 7 days: Any listed CBS station(s)

77,427,448 or 81.1% of Adults 18 or older who Watched Any Listed NBC-TV Station(s) in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 69.4 minutes every day representing 44.4% of all time spent daily with Ad-Supported Audio.

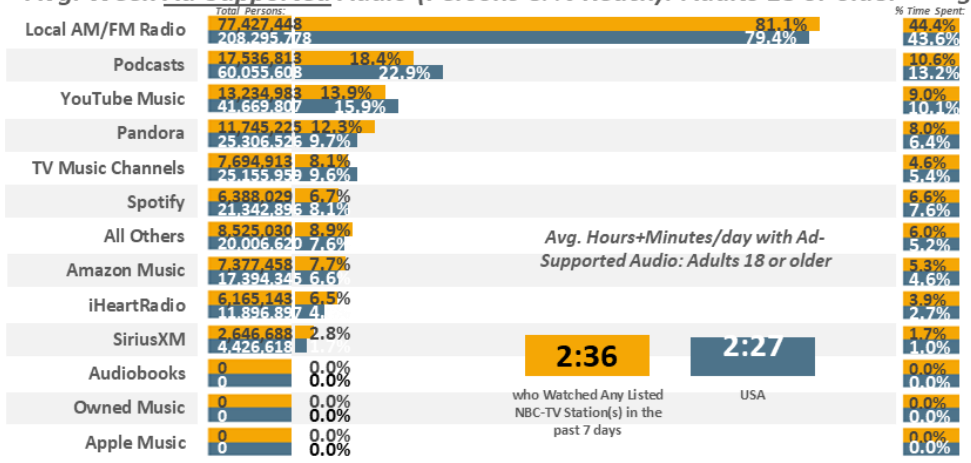
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



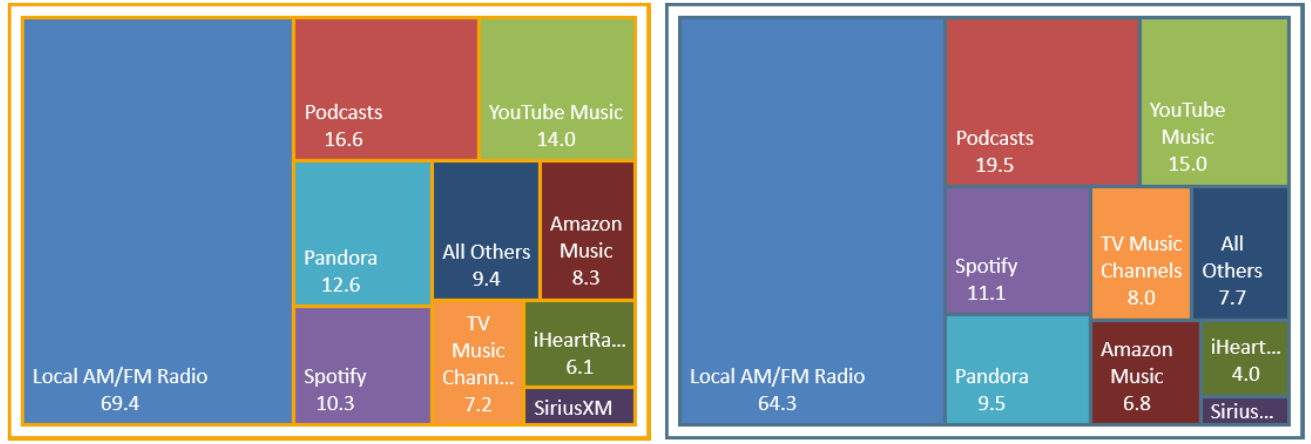
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,055

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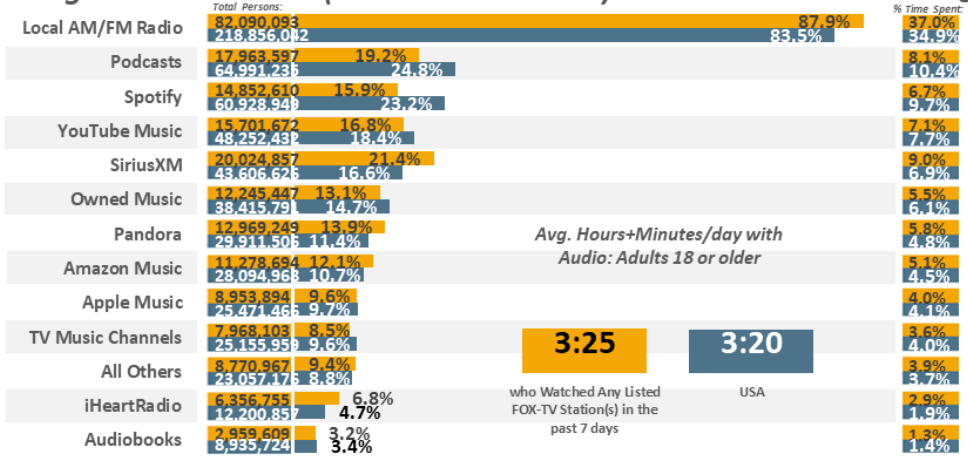
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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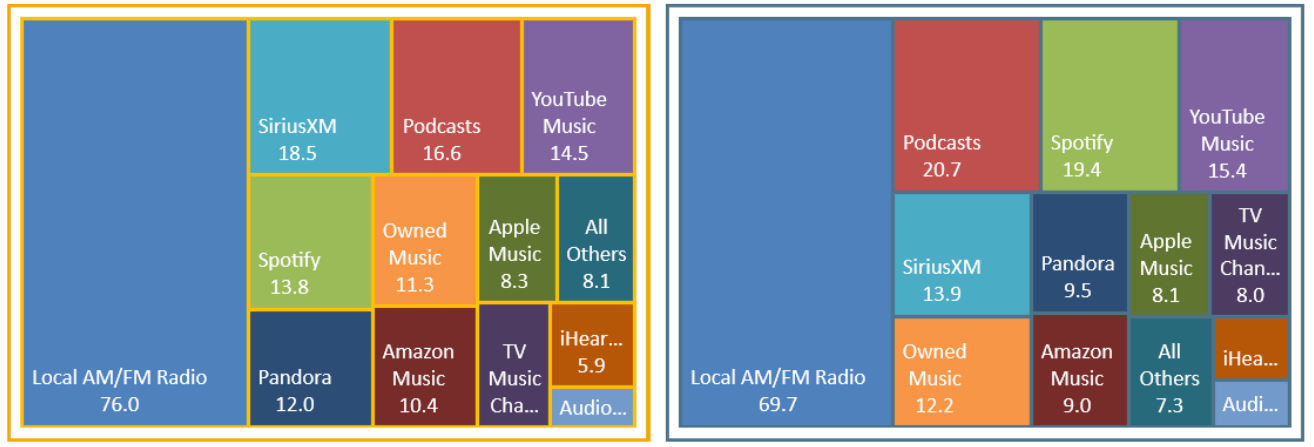
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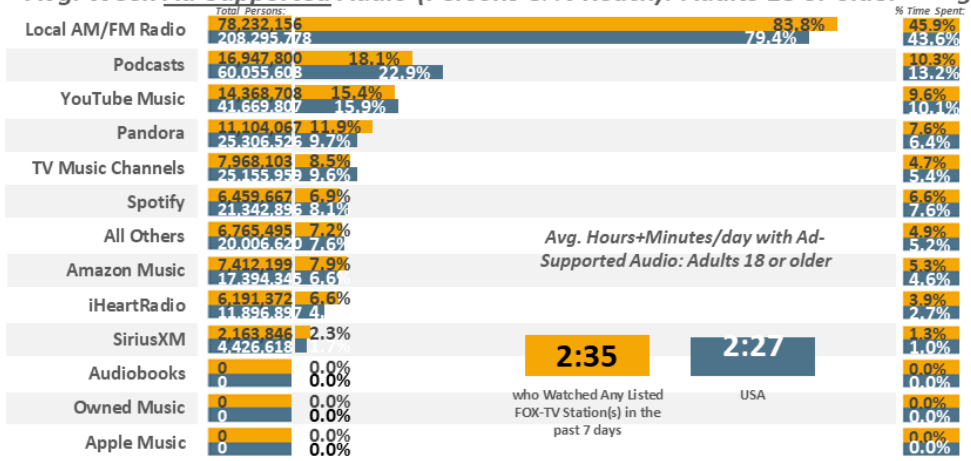
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



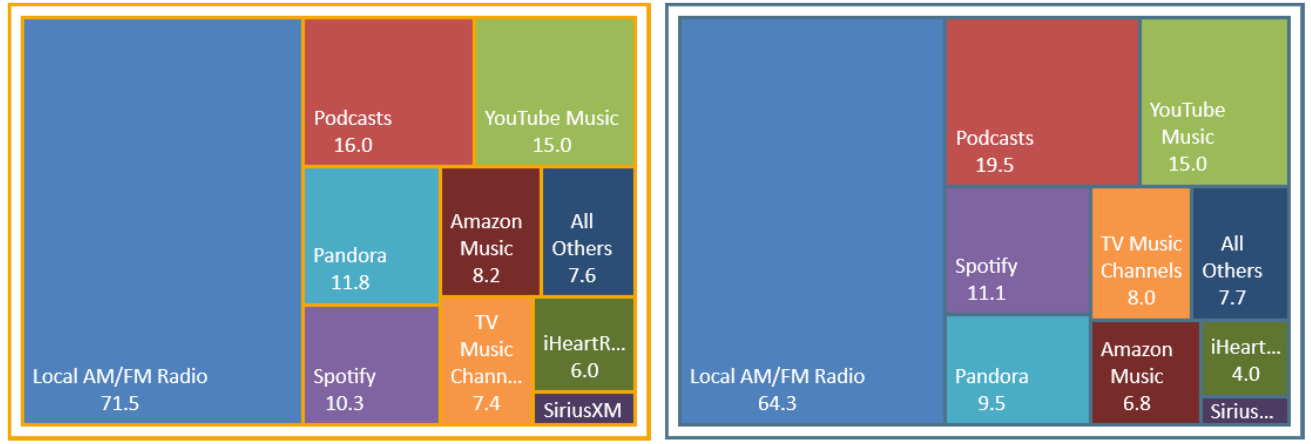
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 3,727

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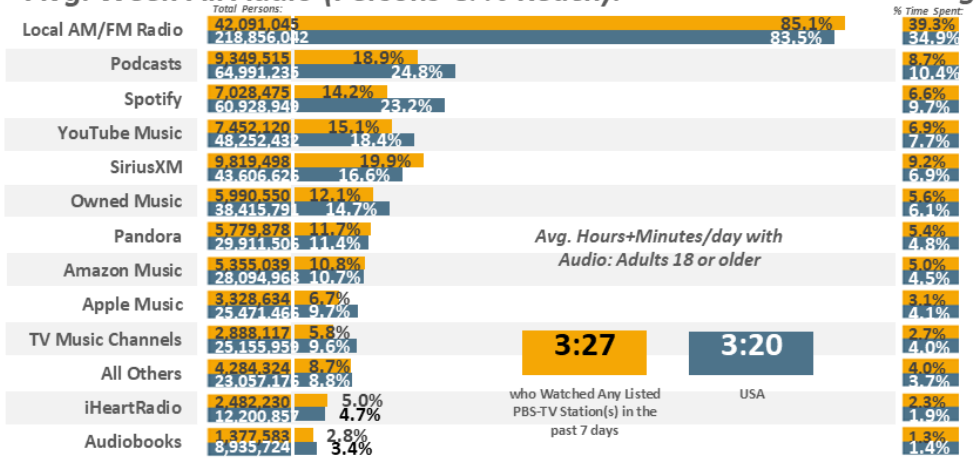
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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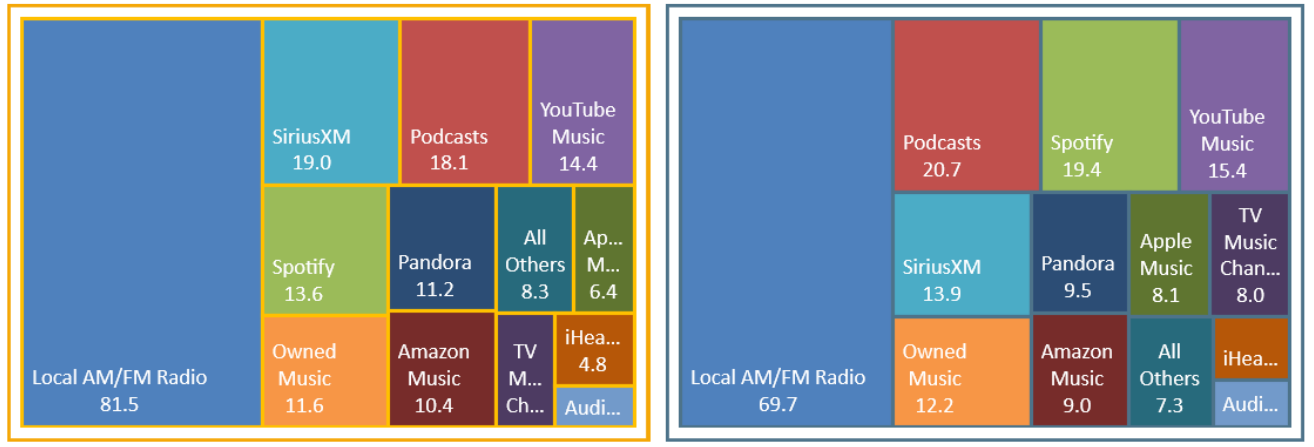
Broadcast TV networks/stations watched past 7 days: Any listed FOX station(s)

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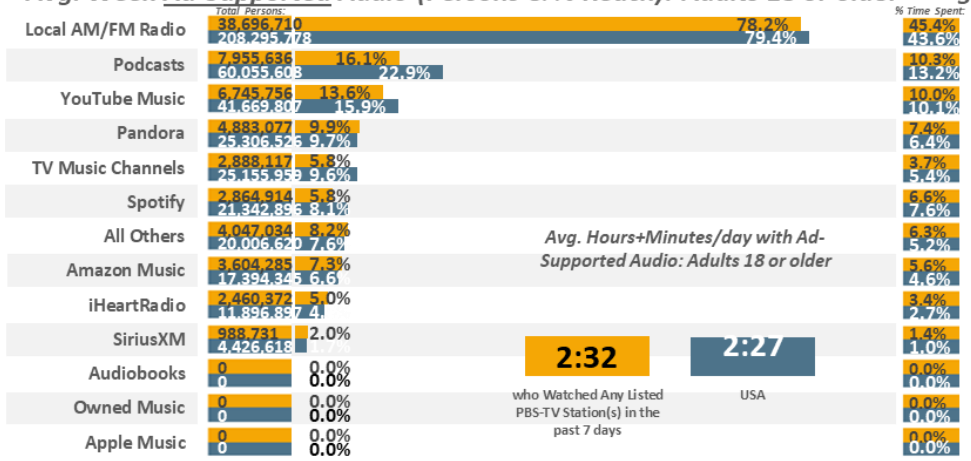
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



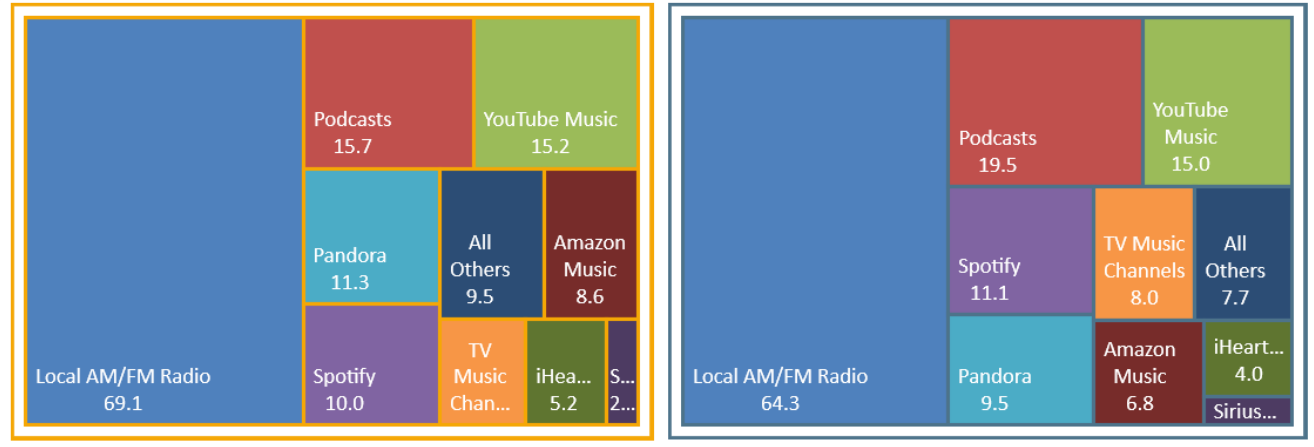
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,244

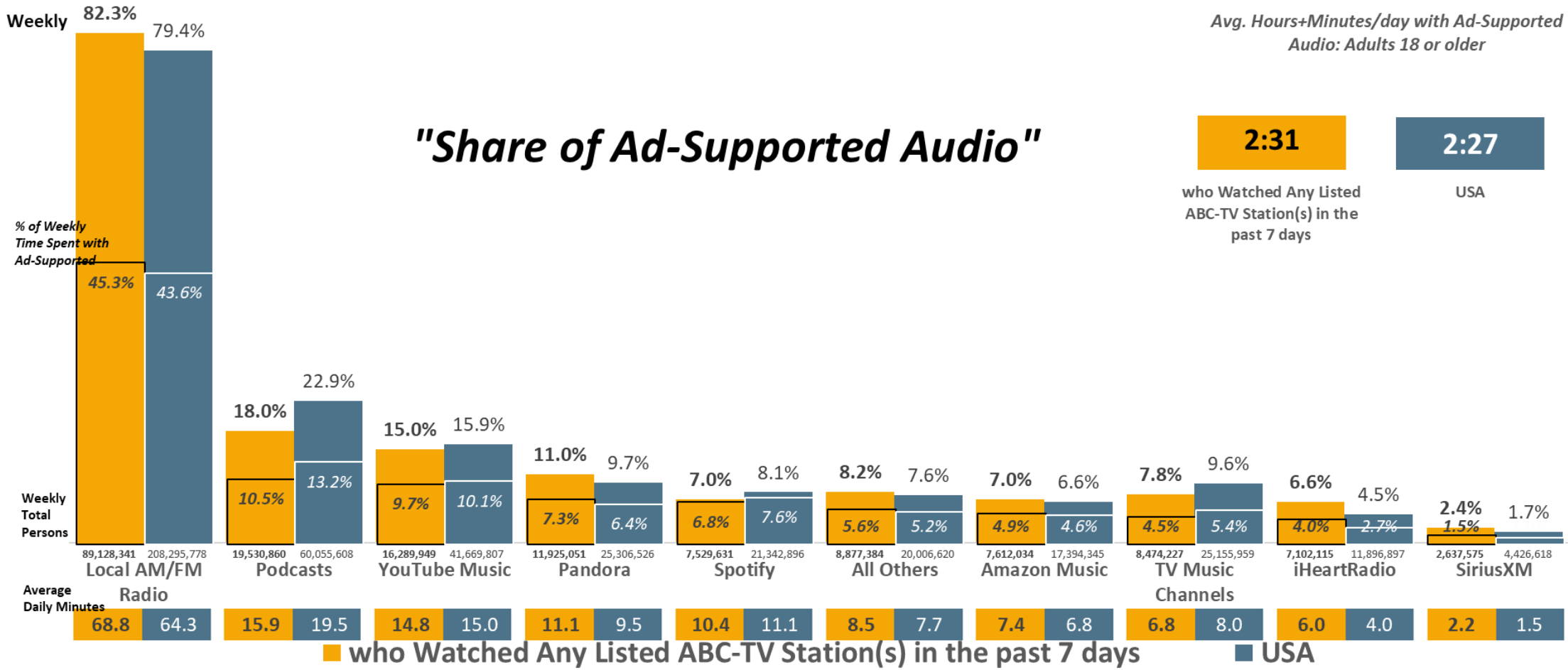
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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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Broadcast TV networks/stations watched past 7 days: Any listed PBS station(s)

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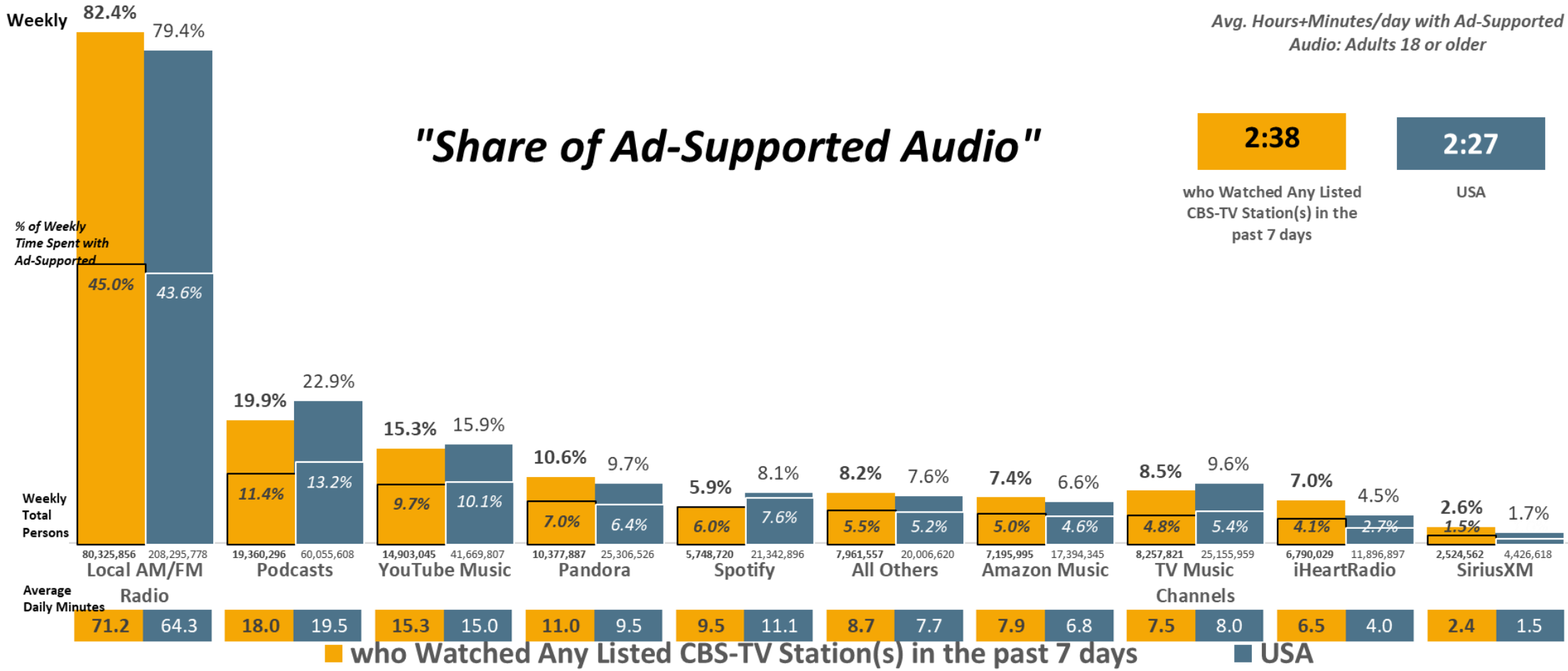
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,394

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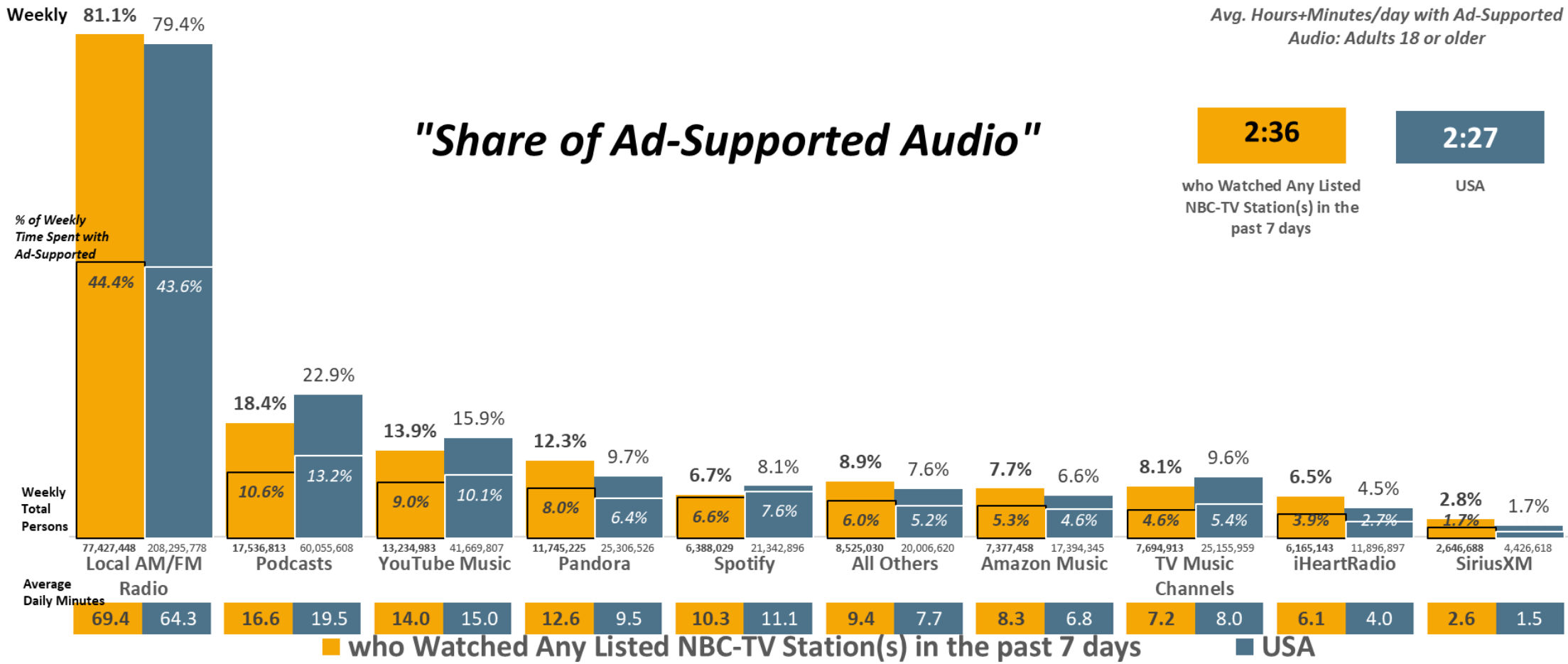
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,181

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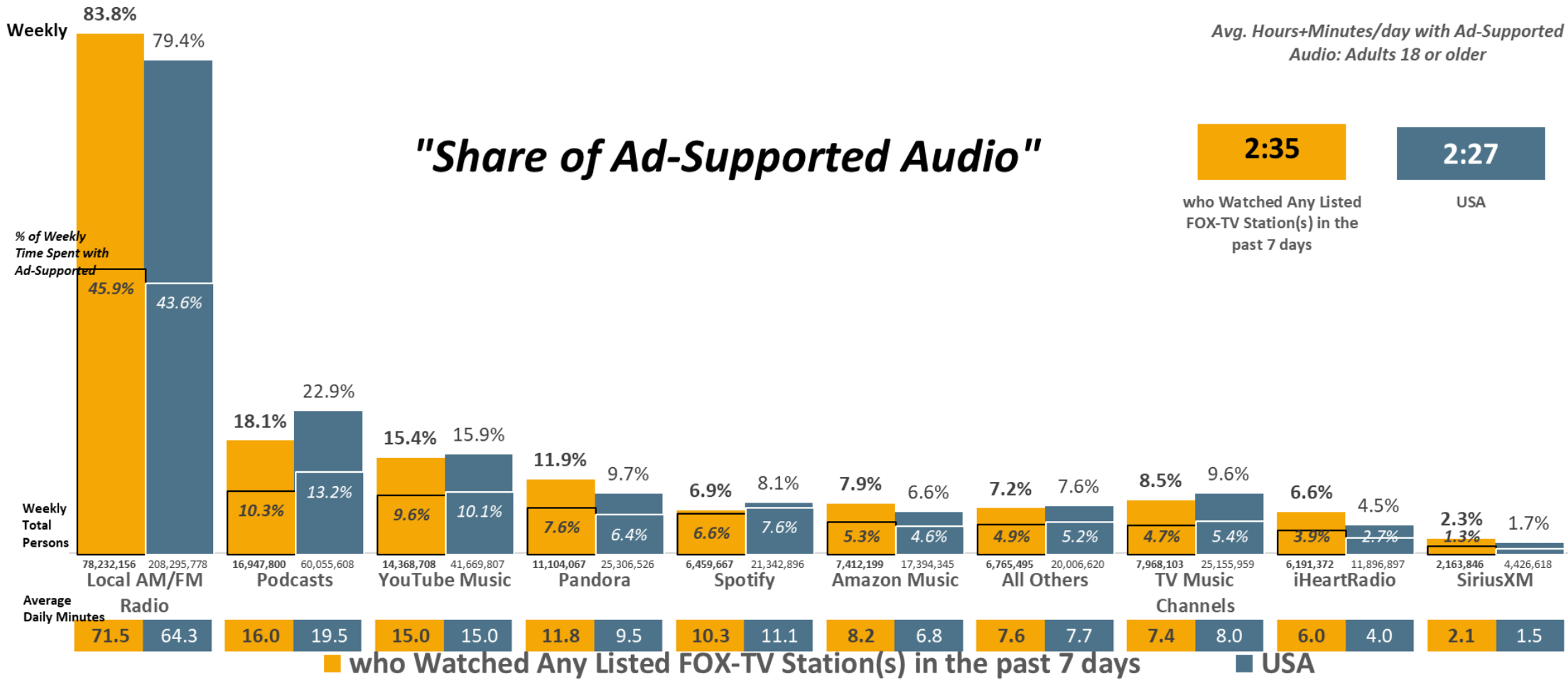
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,055

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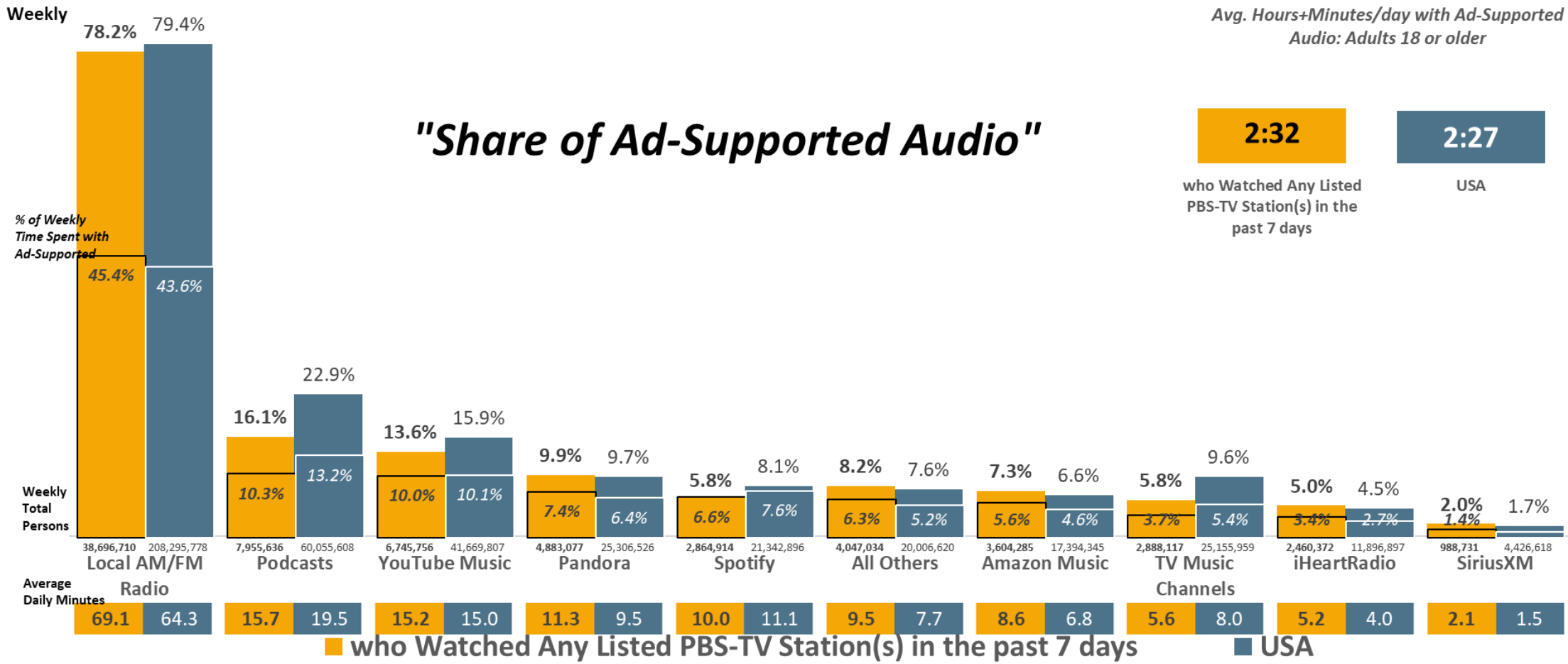
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USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,244

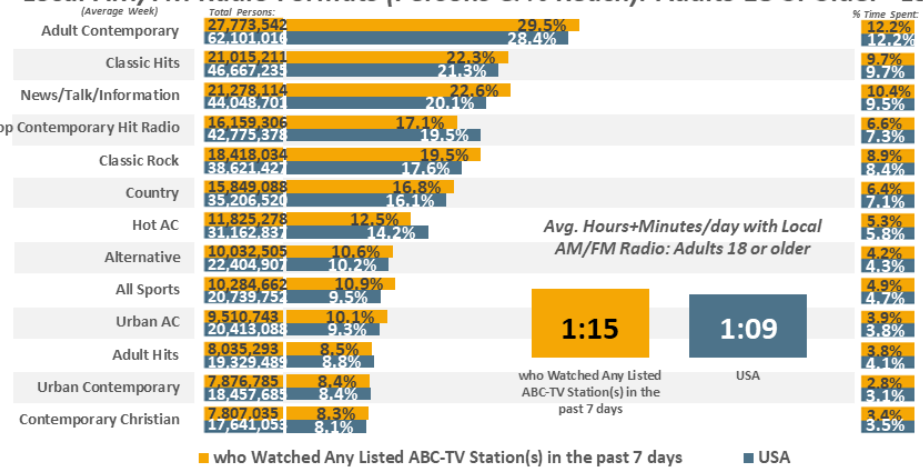
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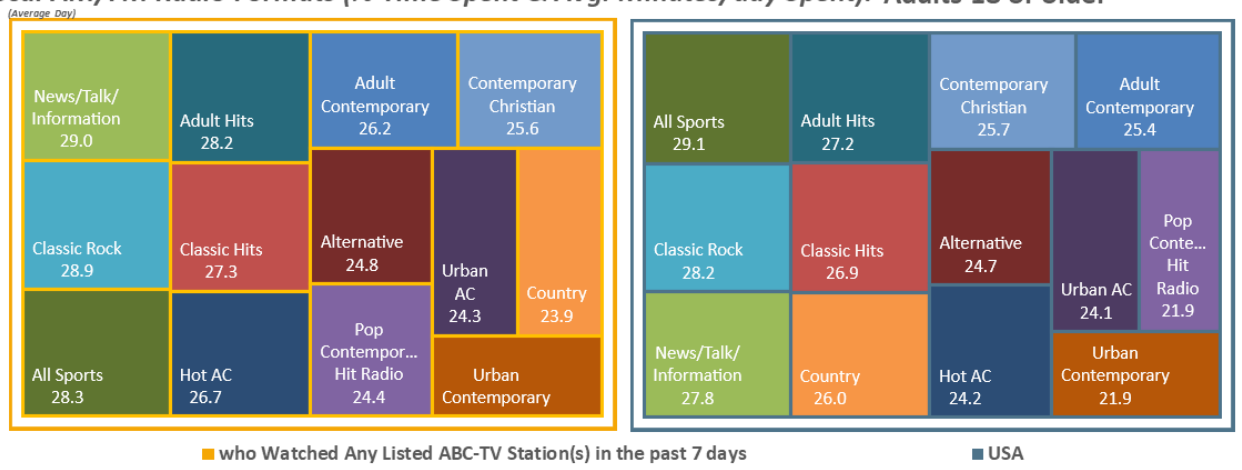
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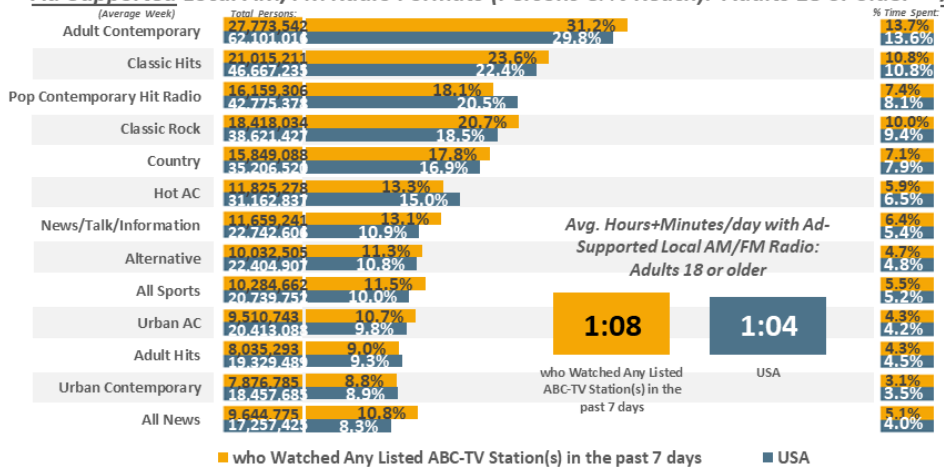
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



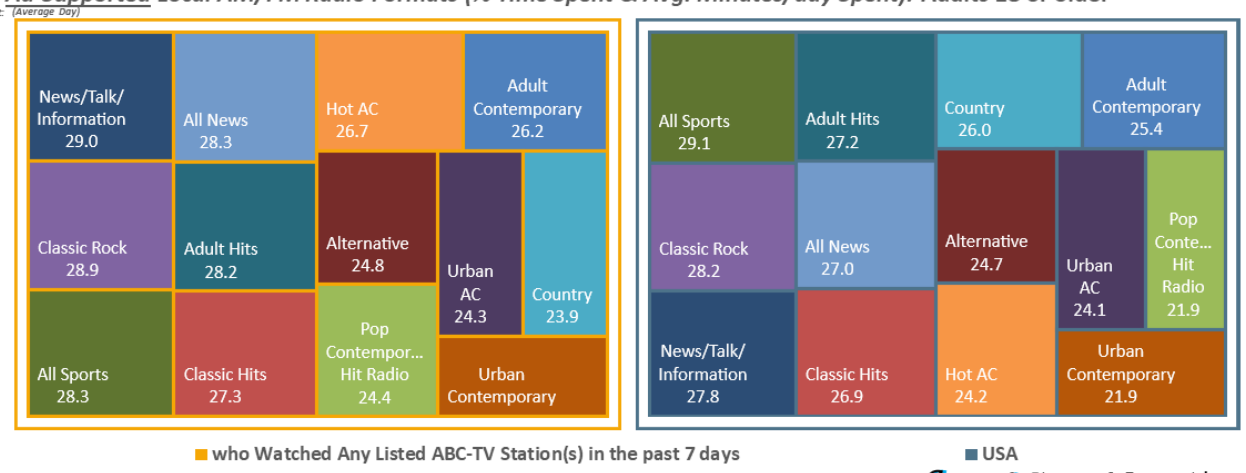
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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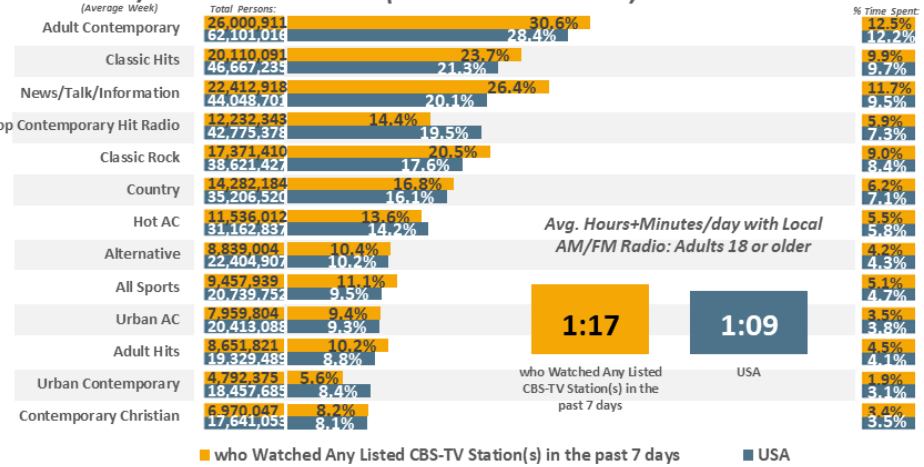
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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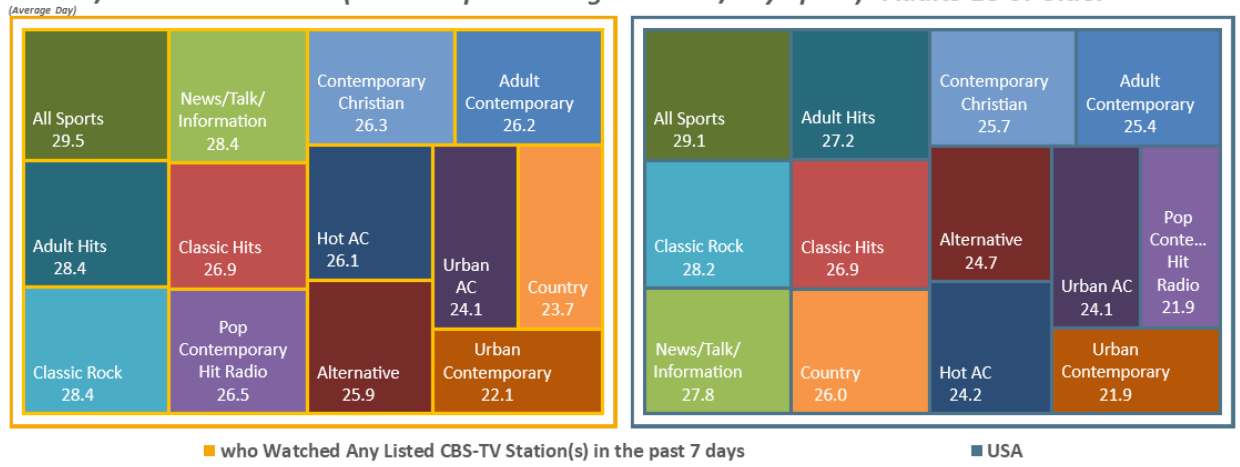
Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)

80,325,856 or 82.4% of Adults 18 or older who Watched Any Listed CBS-TV Station(s) in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, News/Talk/Information, and Country.

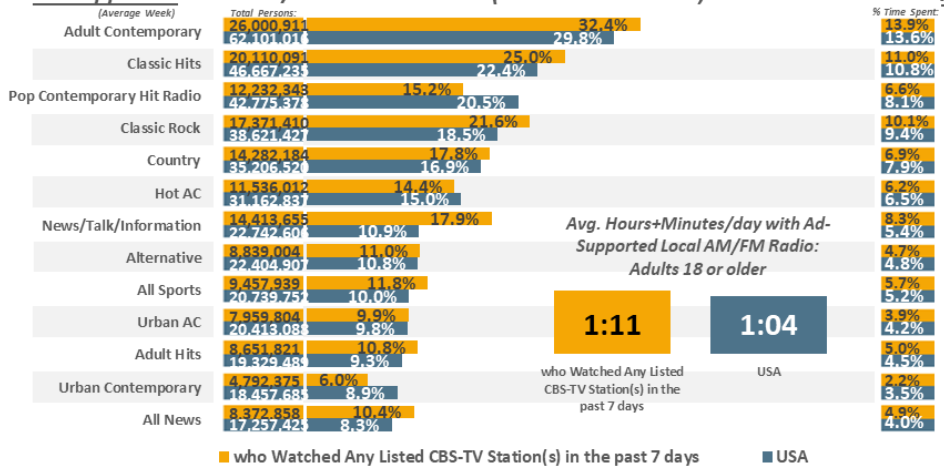
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



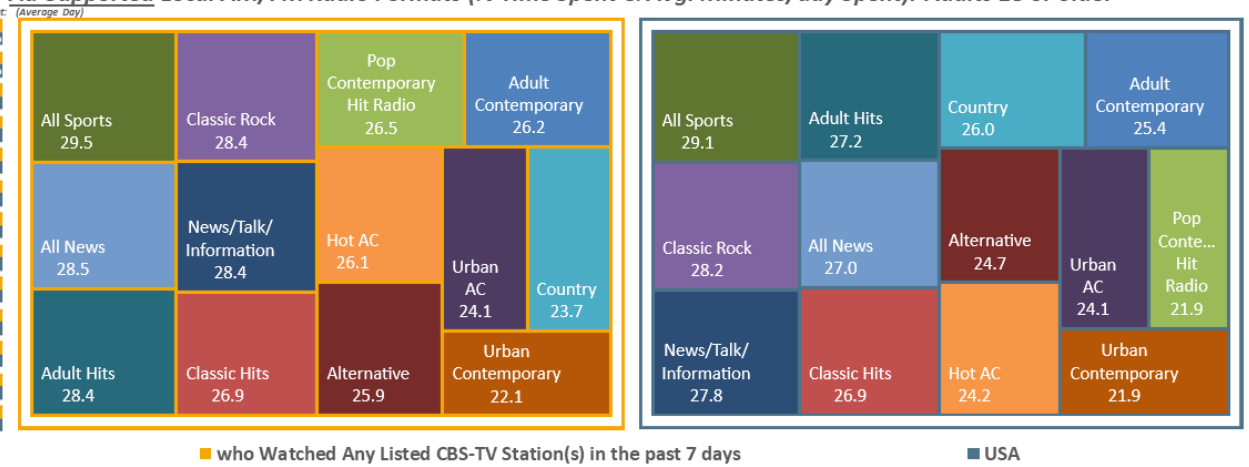
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2023: Jan23-Oct23 Qual Intab 4,181

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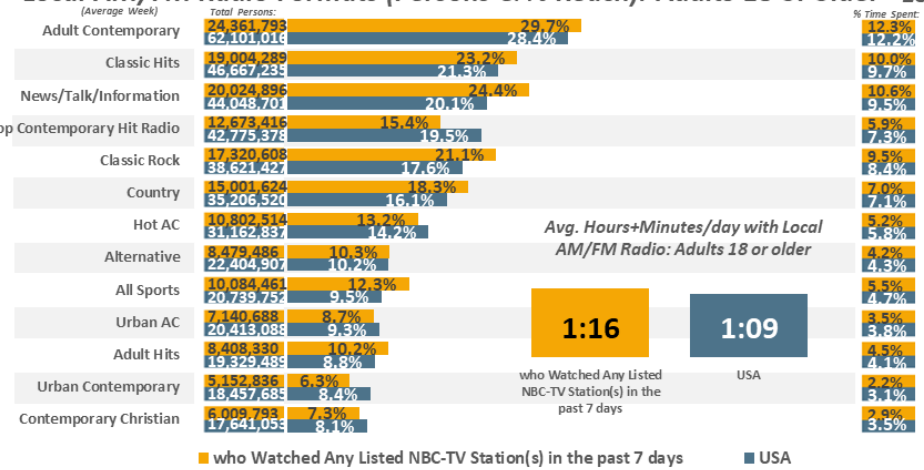
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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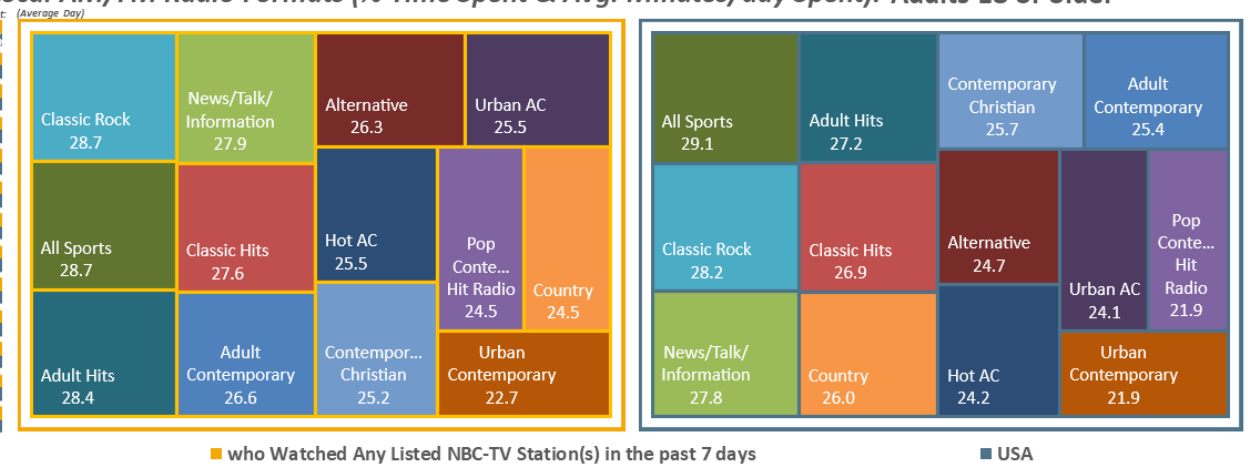
Broadcast TV networks/stations watched past 7 days: Any listed CBS station(s)

77,427,448 or 81.1% of Adults 18 or older who Watched Any Listed NBC-TV Station(s) in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Country, and Pop Contemporary Hit Radio.

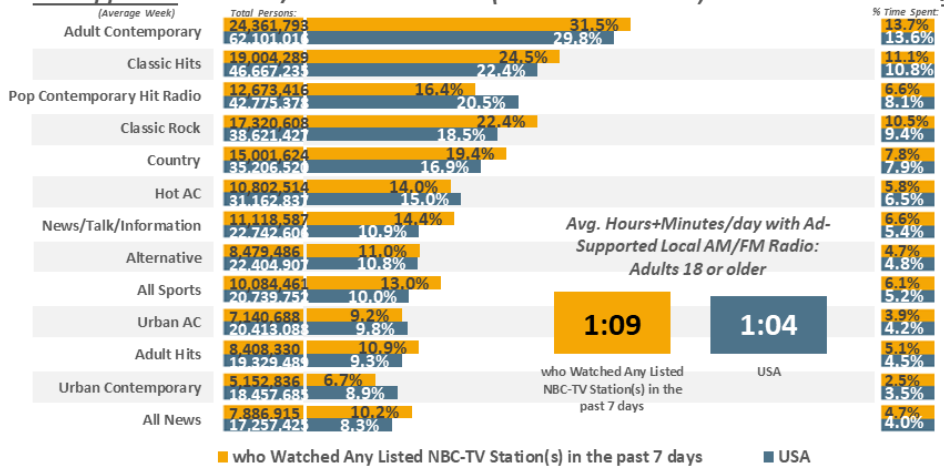
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



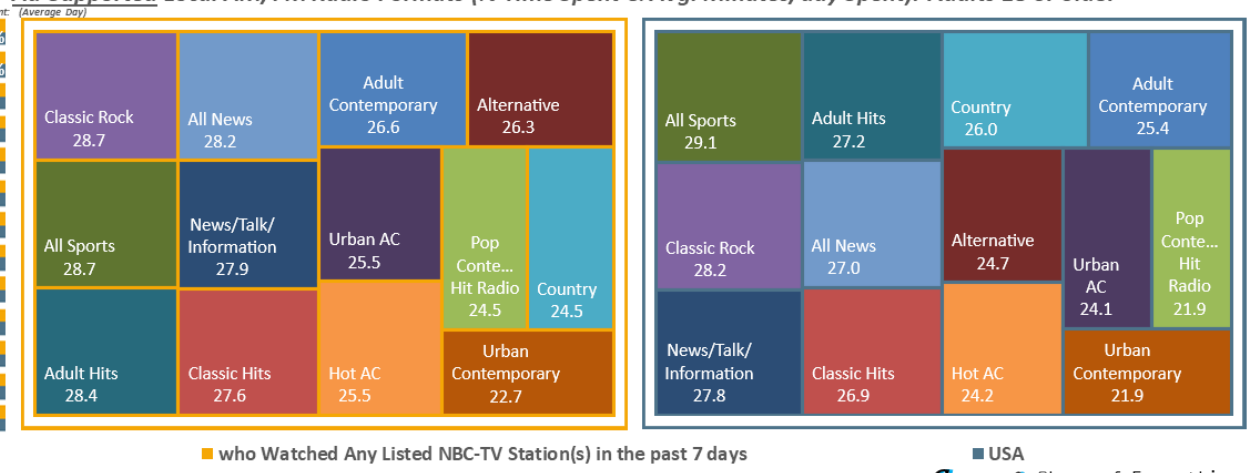
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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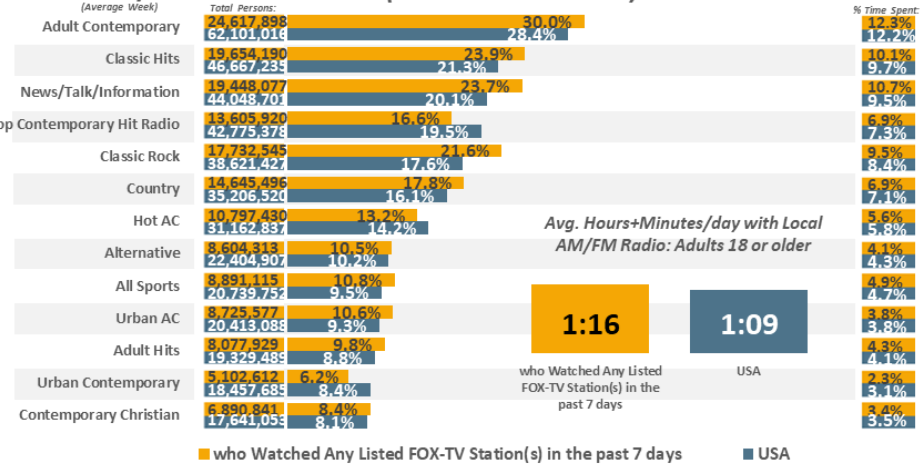
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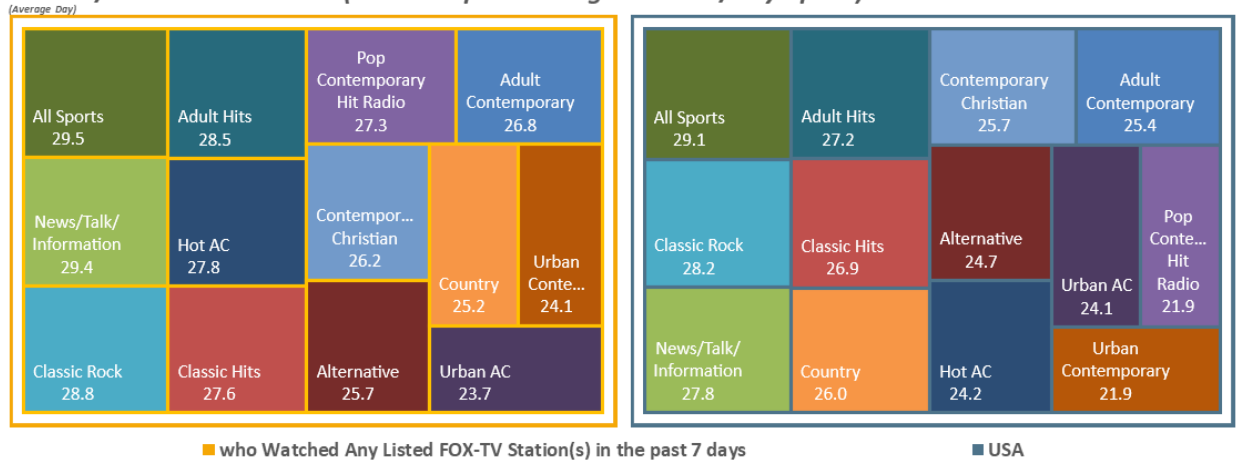
Broadcast TV networks/stations watched past 7 days: Any listed NBC station(s)

78,232,156 or 83.8% of Adults 18 or older who Watched Any Listed FOX-TV Station(s) in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Country, and News/Talk/Information.

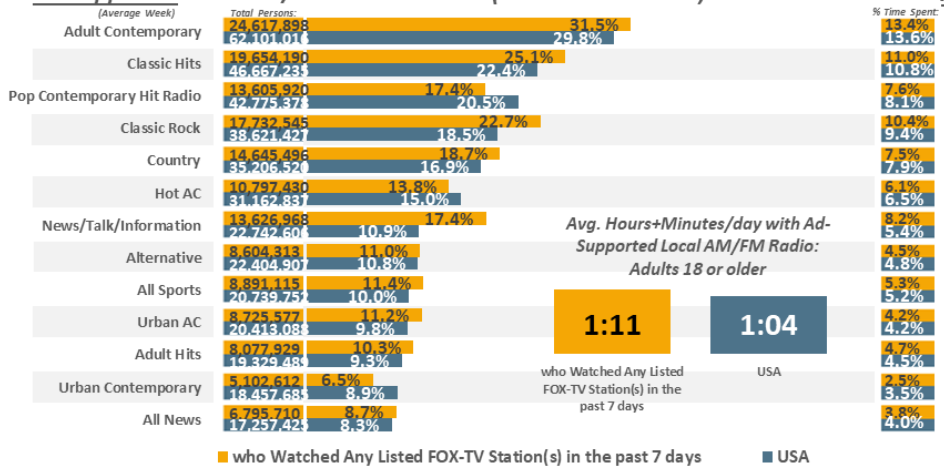
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



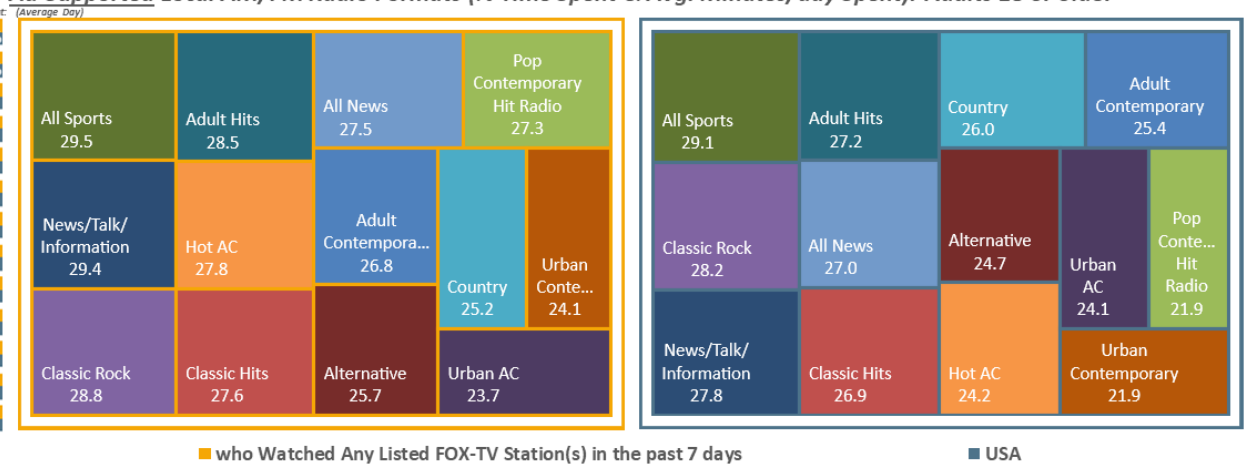
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2023: Jan23-Oct23 Qual Intab 3,727

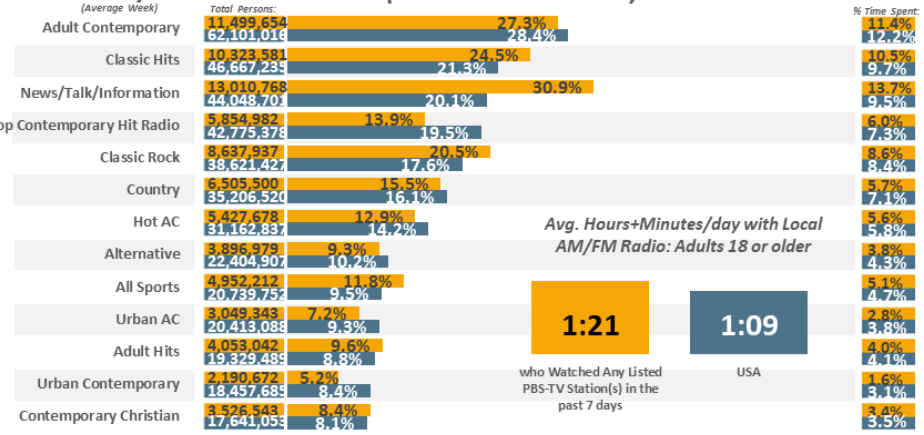
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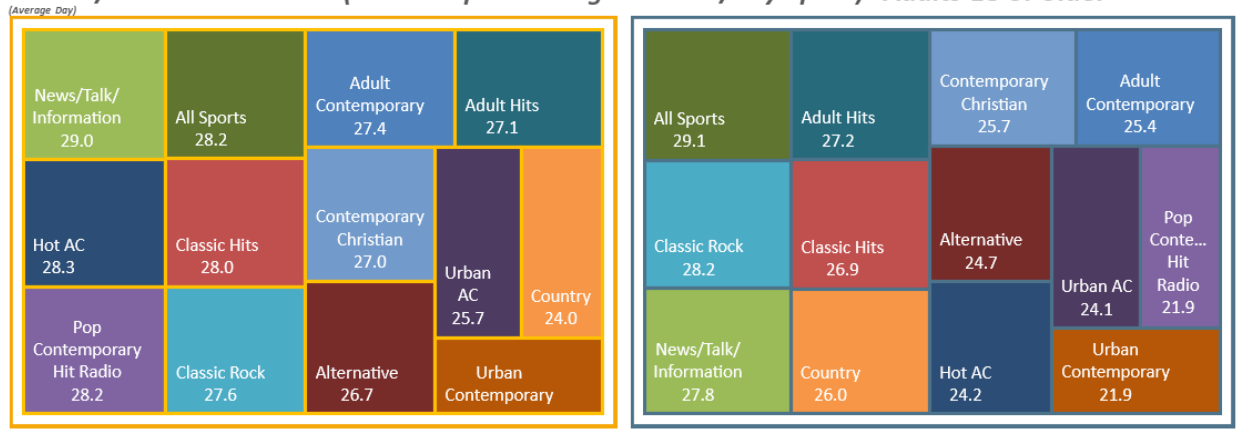
Broadcast TV networks/stations watched past 7 days: Any listed FOX station(s)

38,696,710 or 78.2% of Adults 18 or older who Watched Any Listed PBS-TV Station(s) in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Country, and Pop Contemporary Hit Radio.

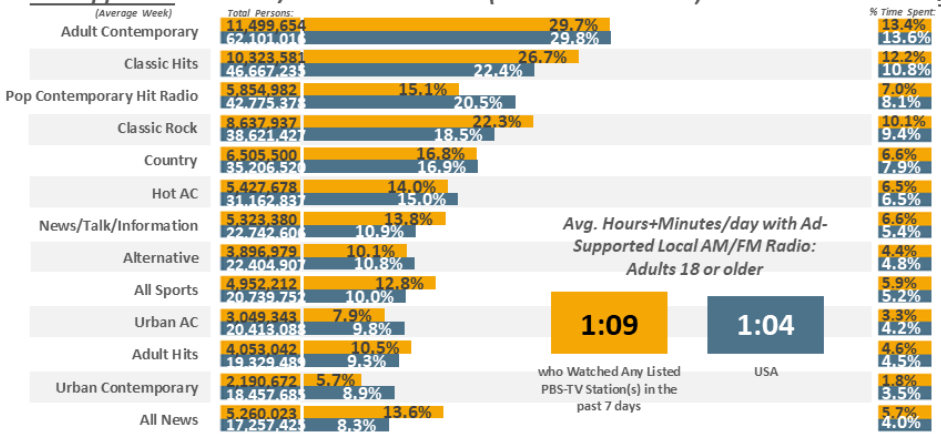
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



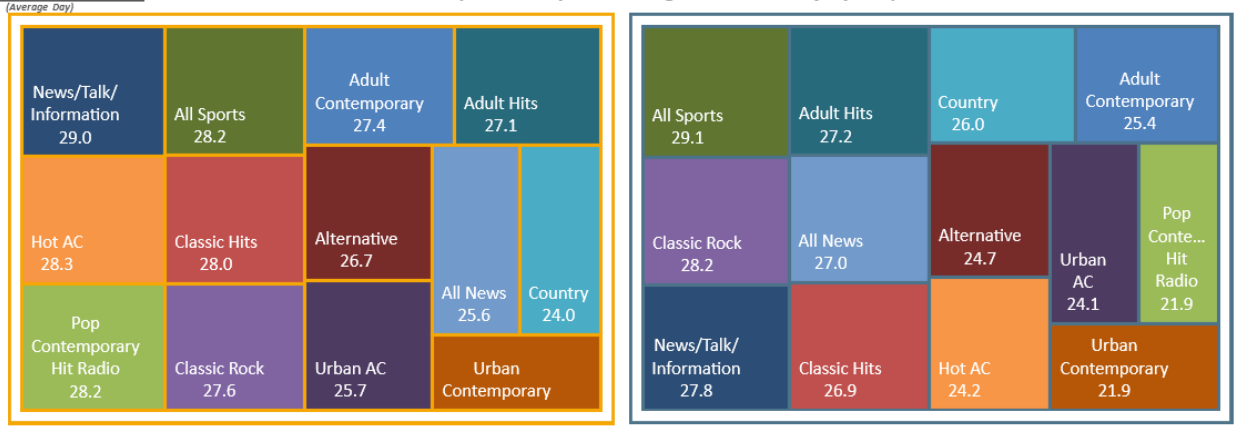
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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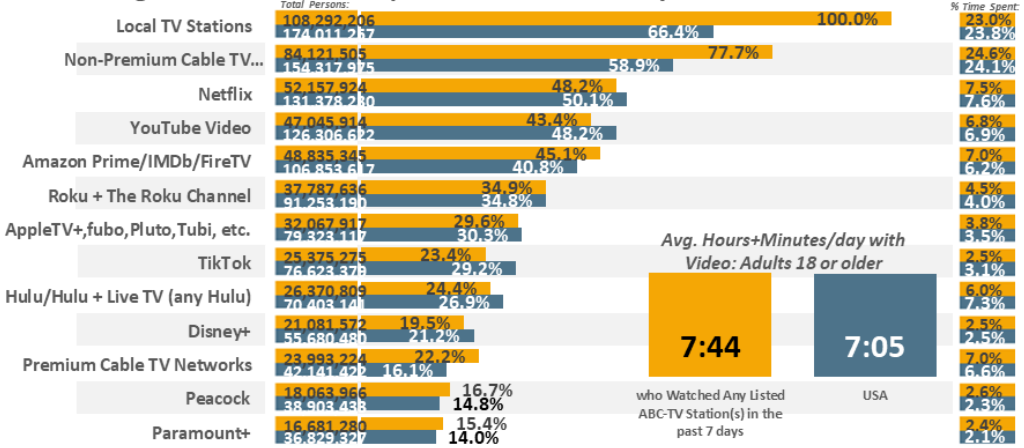
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

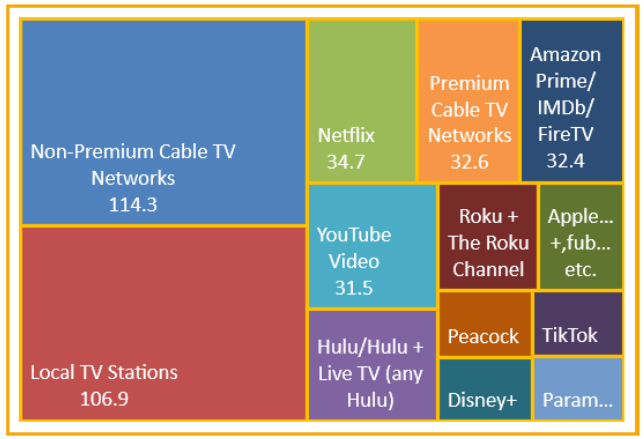
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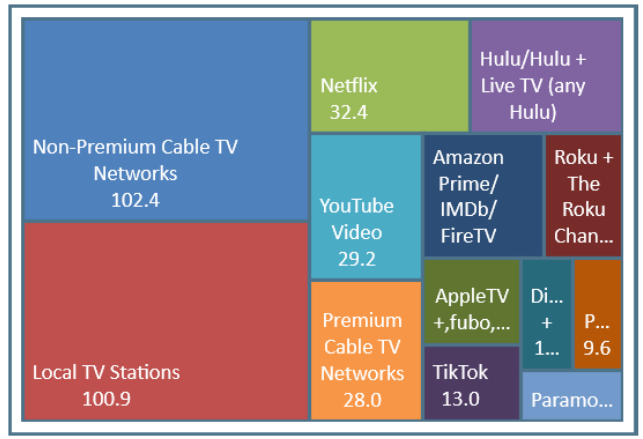
Broadcast TV networks/stations watched past 7 days: Any listed PBS station(s)

108,292,206 or 100.% of Adults 18 or older who Watched Any Listed ABC-TV Station(s) in the past 7 days watch Ad-Supported Local TV Stations for an average of 100.9 minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.

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

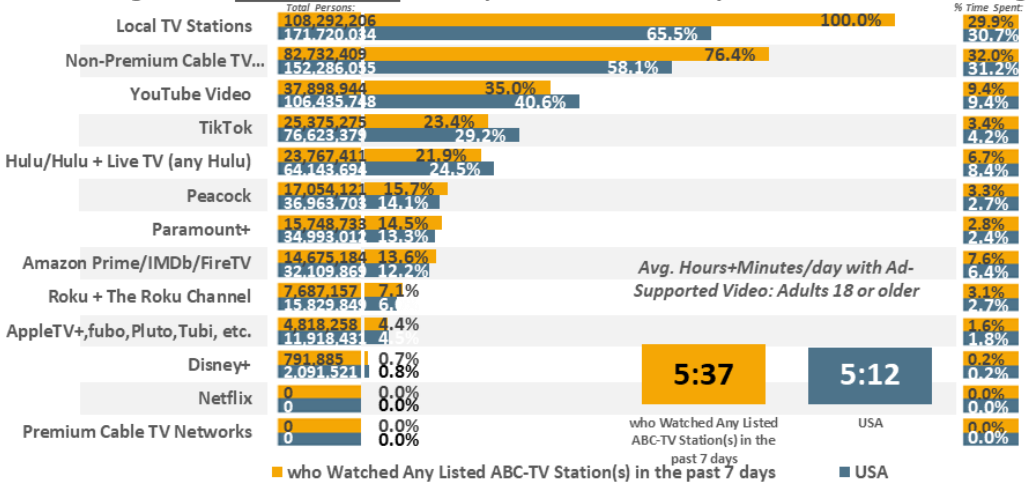


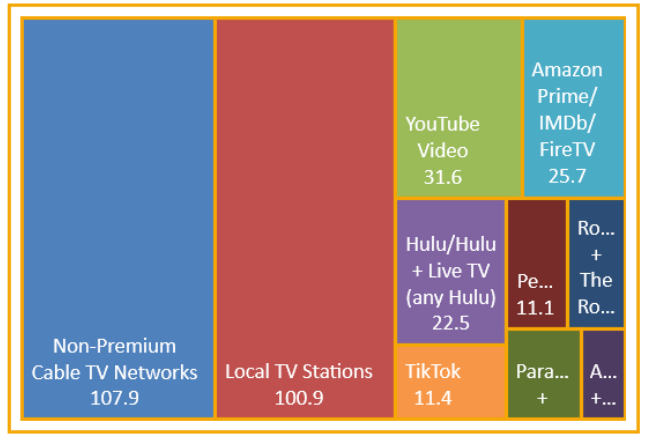


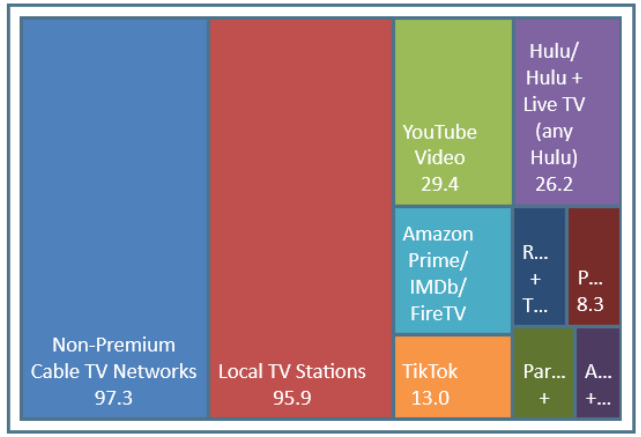


■ who Watched Any Listed ABC-TV Station(s) in the past 7 days ■ USA

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







■ who Watched Any Listed ABC-TV Station(s) in the past 7 days ■ USA

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,394

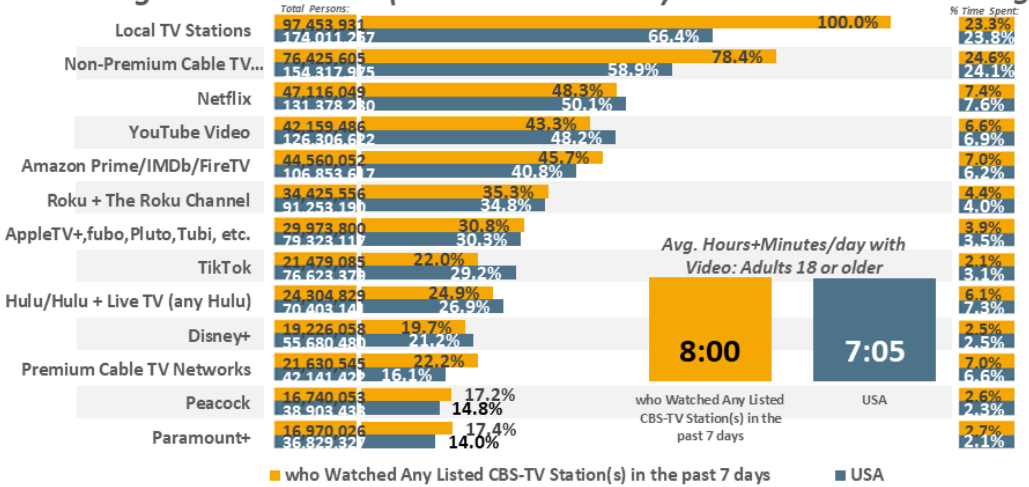
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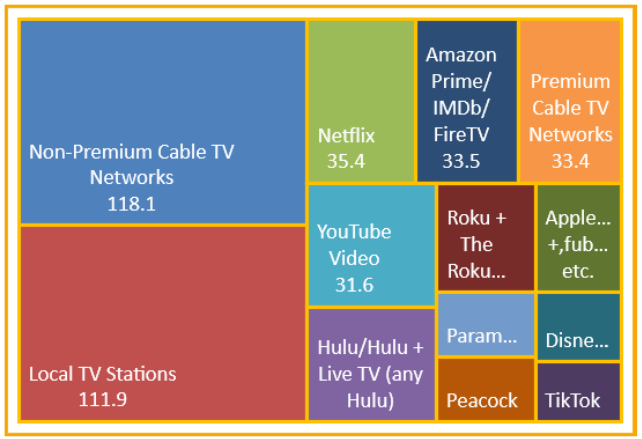
Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)

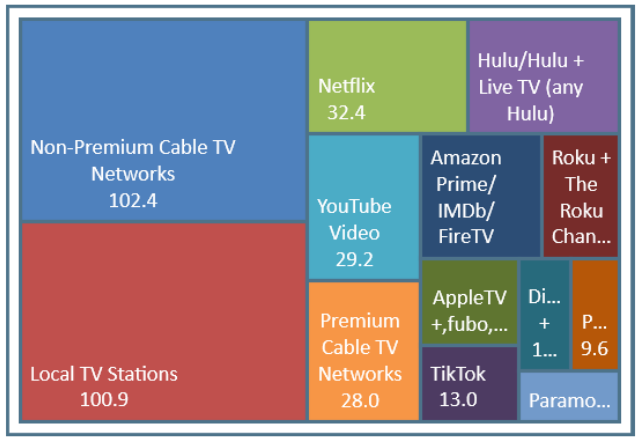
97,453,931 or 100.% of Adults 18 or older who Watched Any Listed CBS-TV Station(s) in the past 7 days watch Ad-Supported Local TV Stations for an average of 105.1 minutes every day representing 30.1% of all time spent daily with Ad-Supported Video.

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

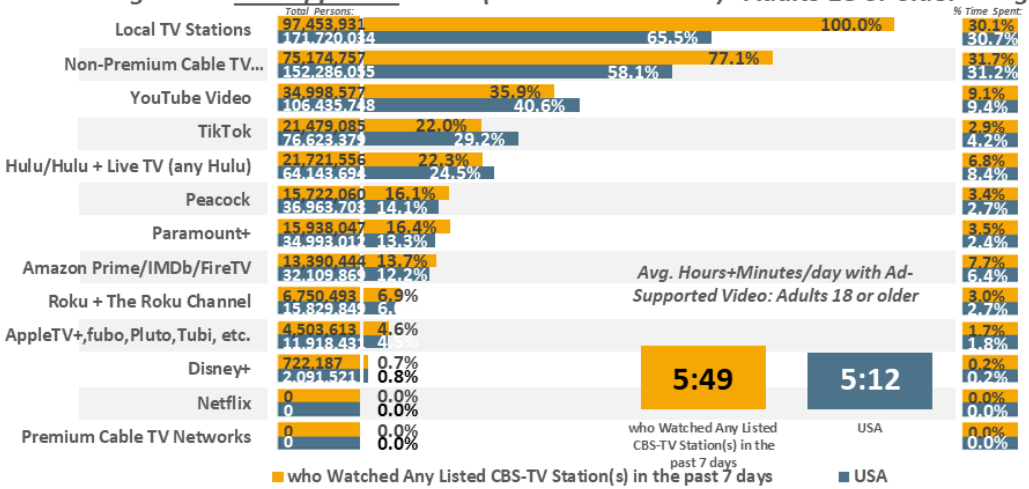


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

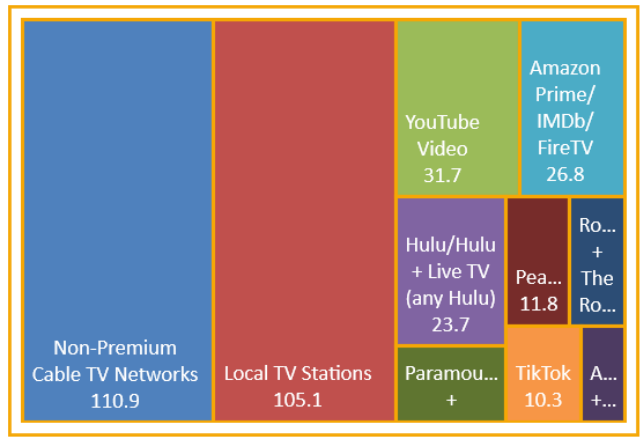


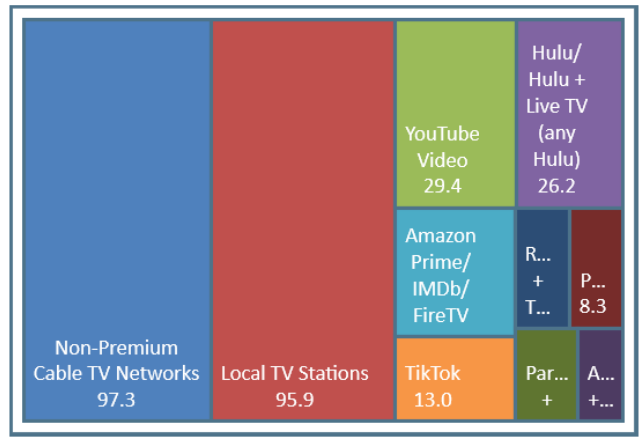


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,181

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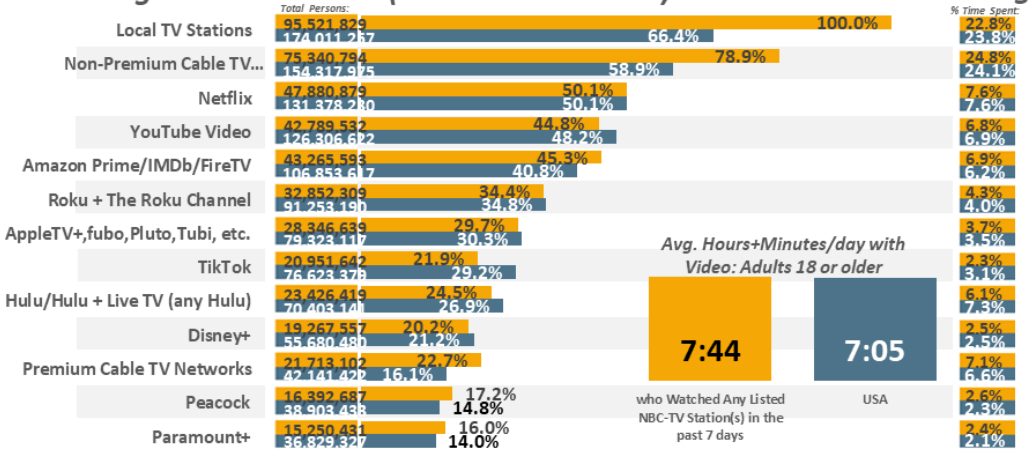
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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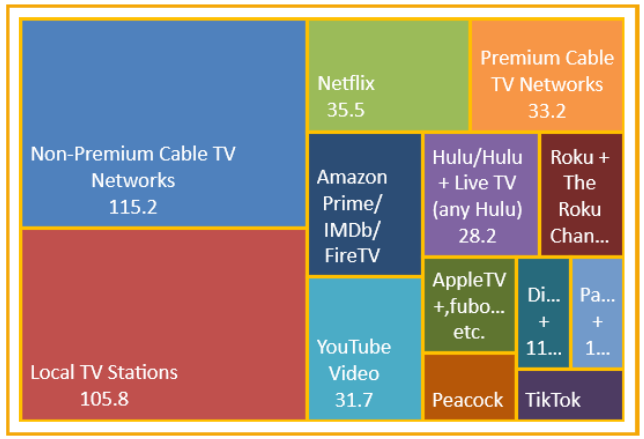
Broadcast TV networks/stations watched past 7 days: Any listed CBS station(s)

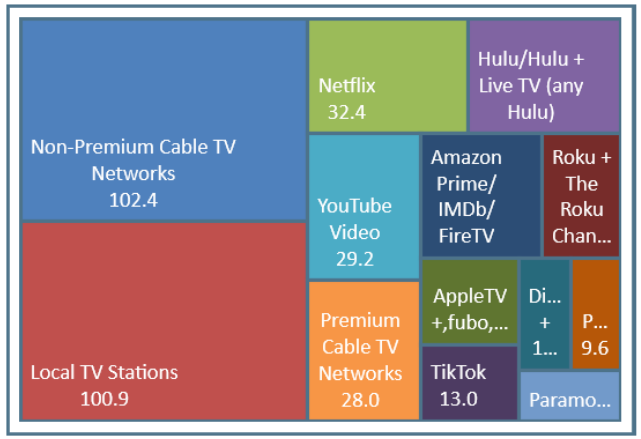
95,521,829 or 100.% of Adults 18 or older who Watched Any Listed NBC-TV Station(s) in the past 7 days watch Ad-Supported Local TV Stations for an average of 99.4 minutes every day representing 29.5% of all time spent daily with Ad-Supported Video.

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



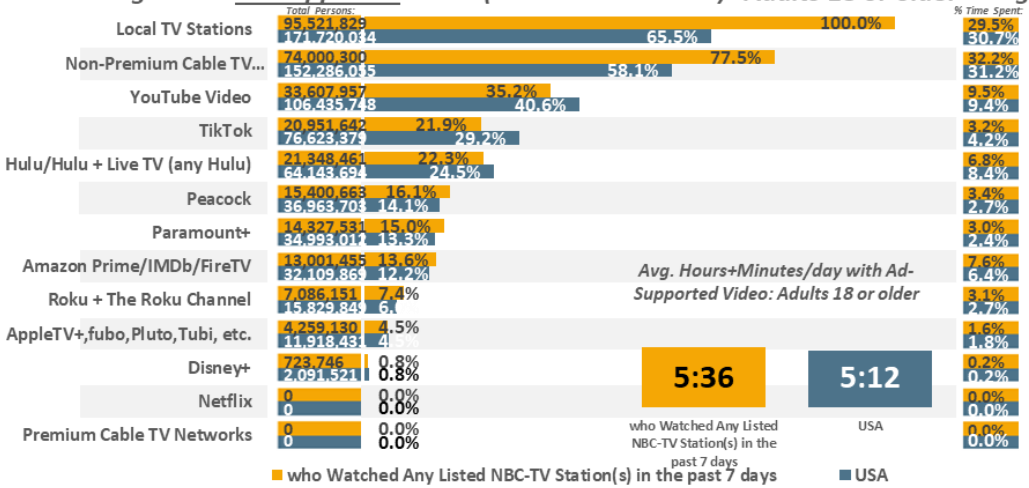
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



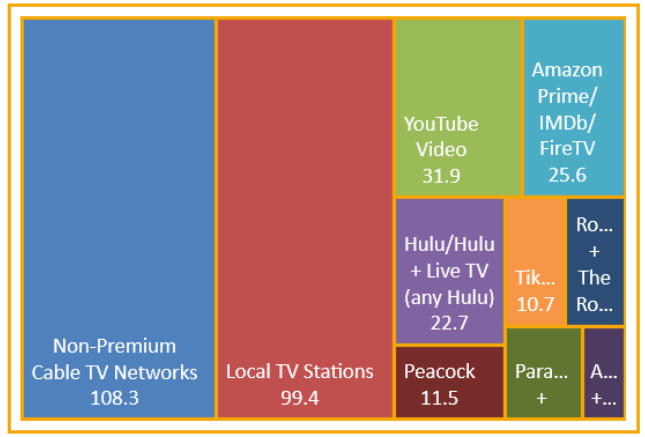


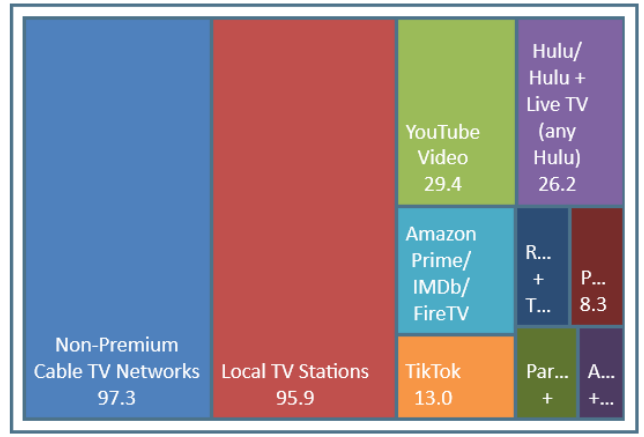
who Watched Any Listed NBC-TV Station(s) in the past 7 days ■ USA

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



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





who Watched Any Listed NBC-TV Station(s) in the past 7 days ■ USA

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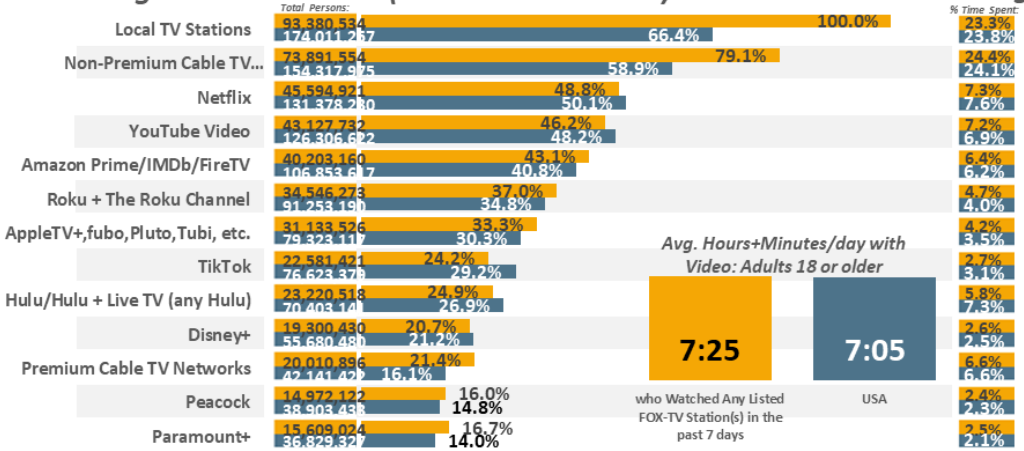
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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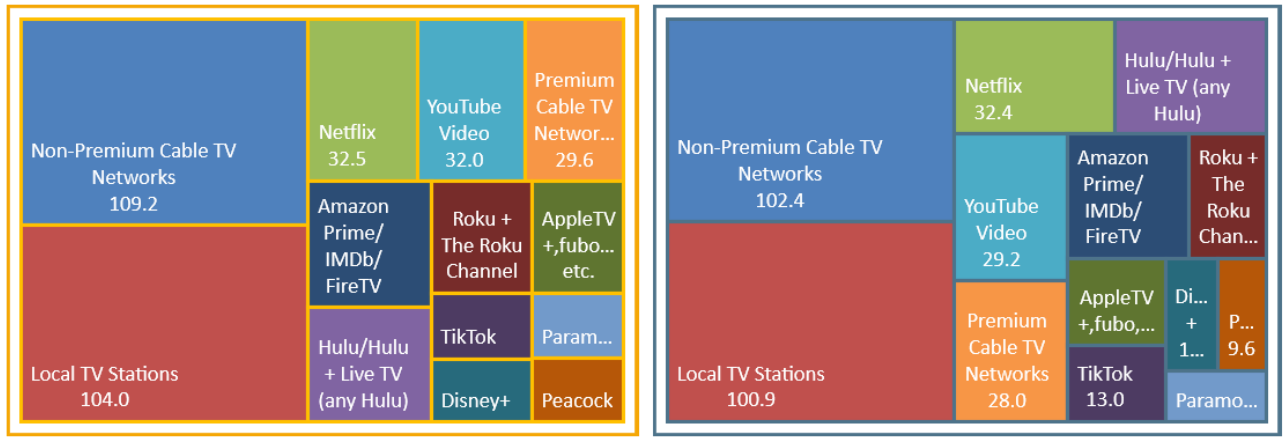
Broadcast TV networks/stations watched past 7 days: Any listed NBC station(s)

93,380,534 or 100.% of Adults 18 or older who Watched Any Listed FOX-TV Station(s) in the past 7 days watch Ad-Supported Local TV Stations for an average of 98.9 minutes every day representing 30.4% of all time spent daily with Ad-Supported Video.

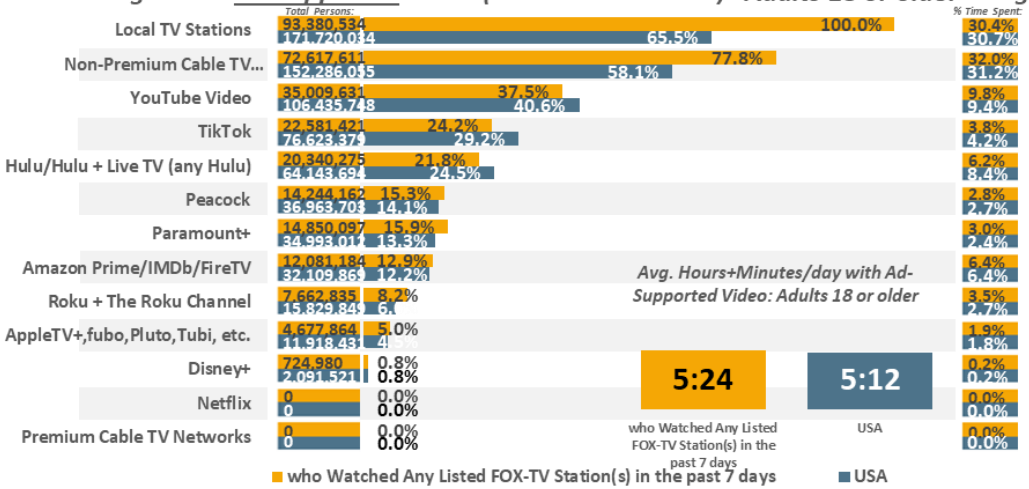
Avg. Week All Video (Persons & % Reach): Adults 18 or older



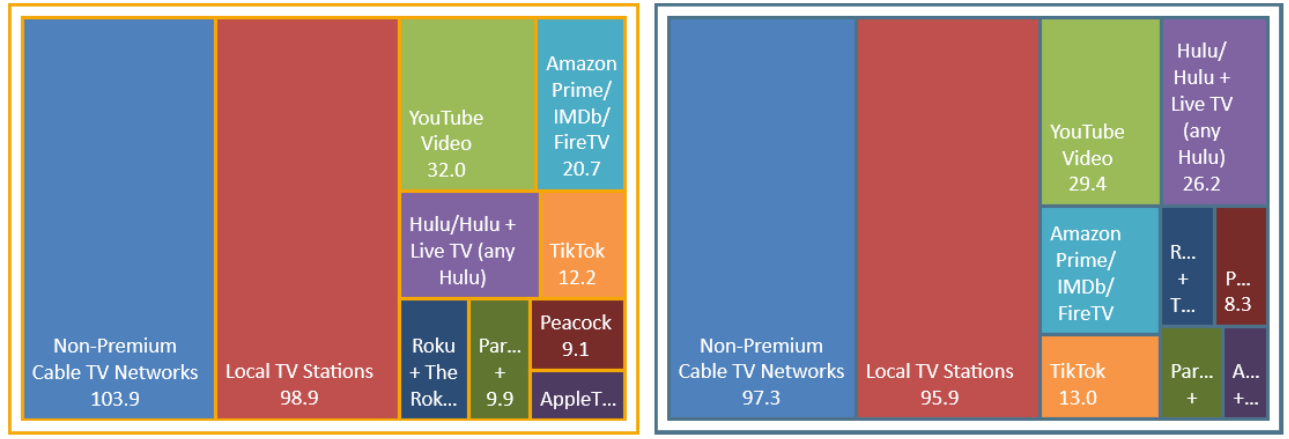
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 3,727

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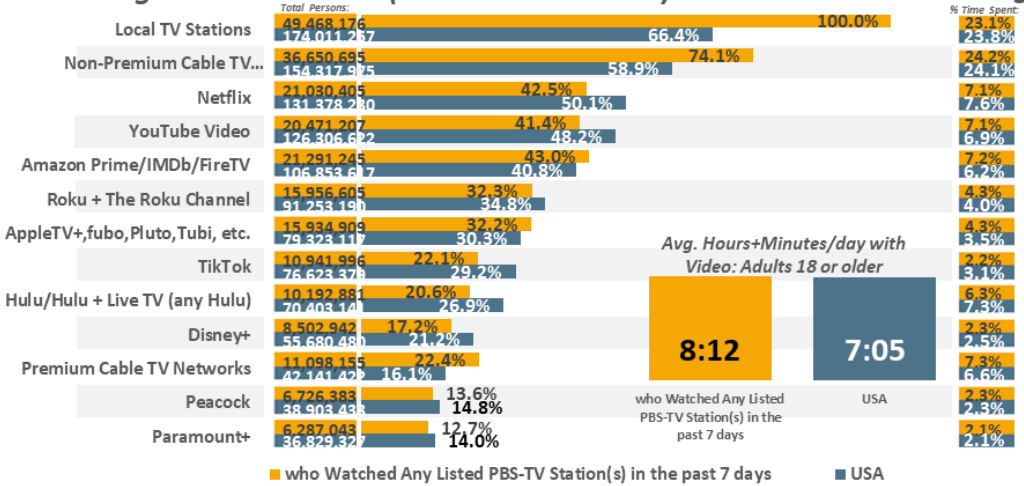
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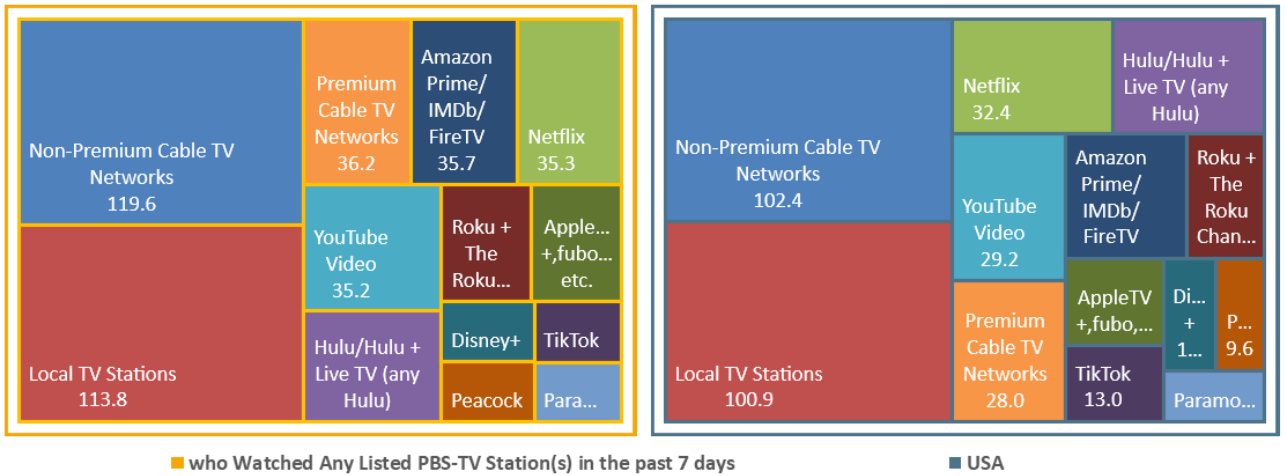
Broadcast TV networks/stations watched past 7 days: Any listed FOX station(s)

47,885,194 or 96.8% of Adults 18 or older who Watched Any Listed PBS-TV Station(s) in the past 7 days watch Ad-Supported Local TV Stations for an average of 100.1 minutes every day representing 28.% of all time spent daily with Ad-Supported Video.

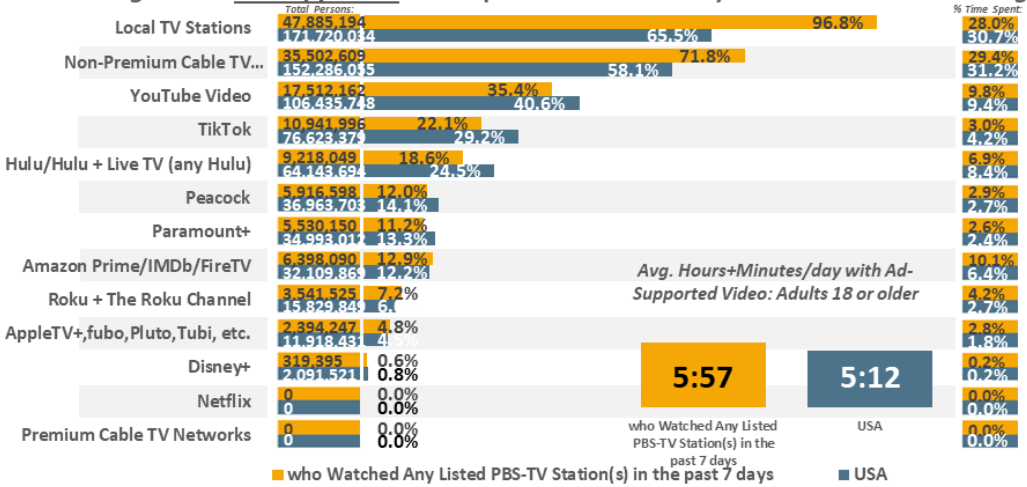
Avg. Week All Video (Persons & % Reach): Adults 18 or older



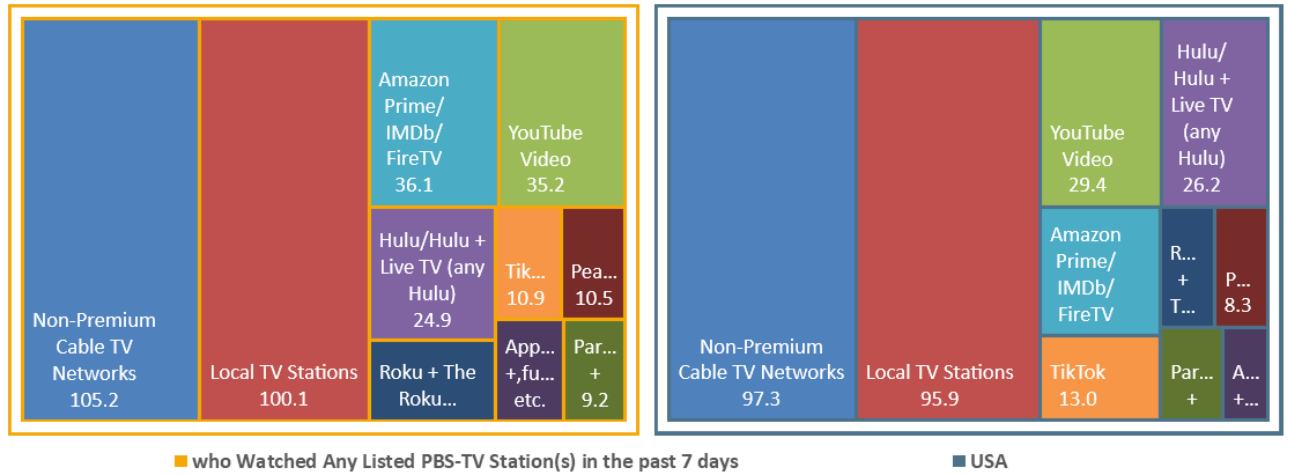
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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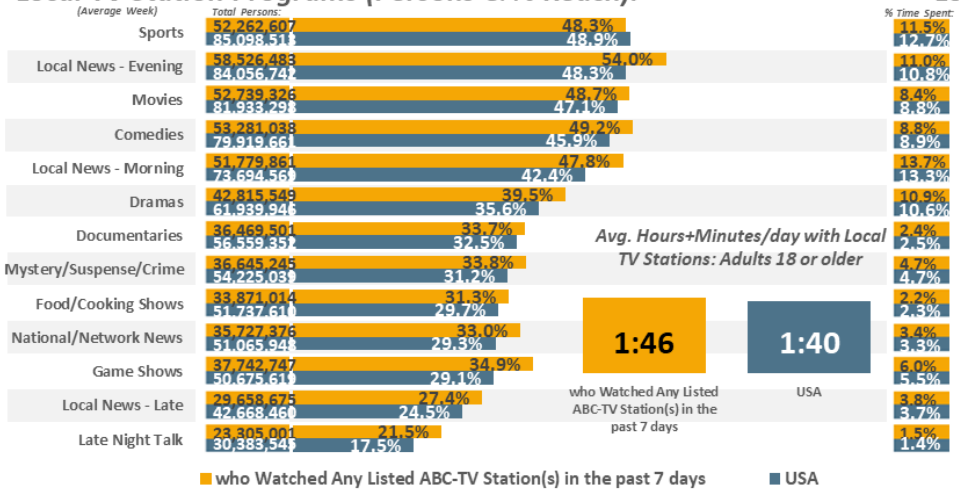
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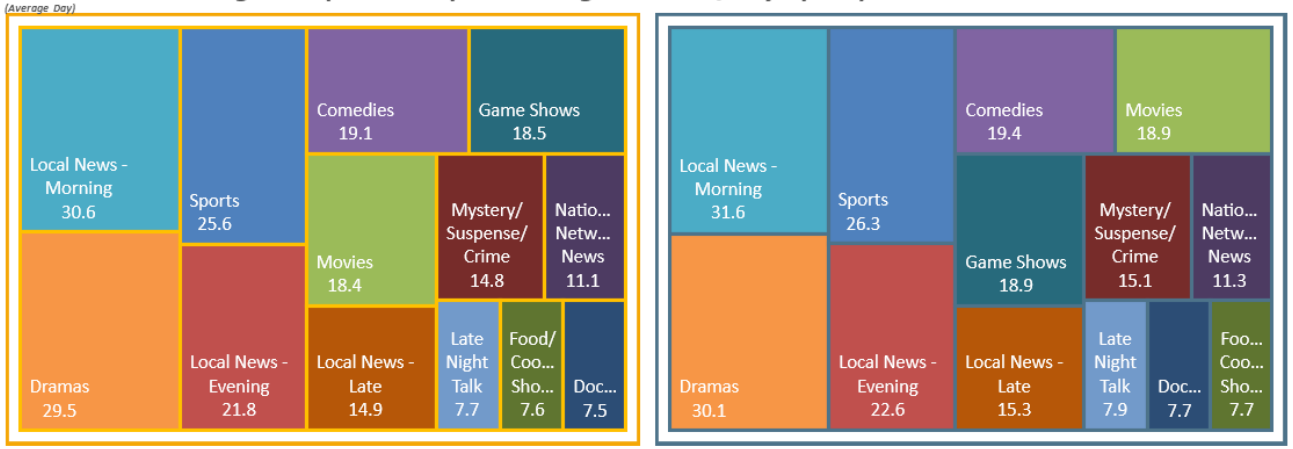
Broadcast TV networks/stations watched past 7 days: Any listed PBS station(s)

108,292,206 or 100.% of Adults 18 or older who Watched Any Listed ABC-TV Station(s) in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Sports, Local News - Morning, Comedies, and Dramas.

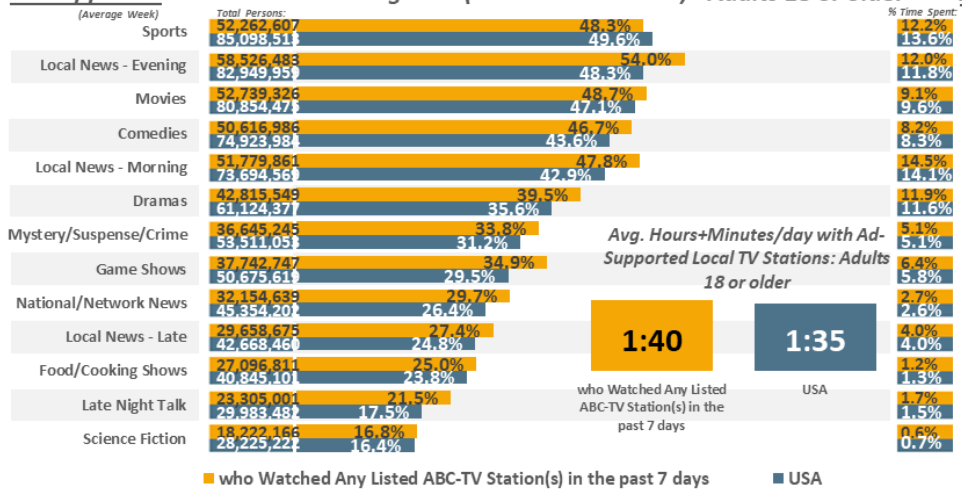
Local TV Station Programs (Persons & % Reach): Adults 18 or older



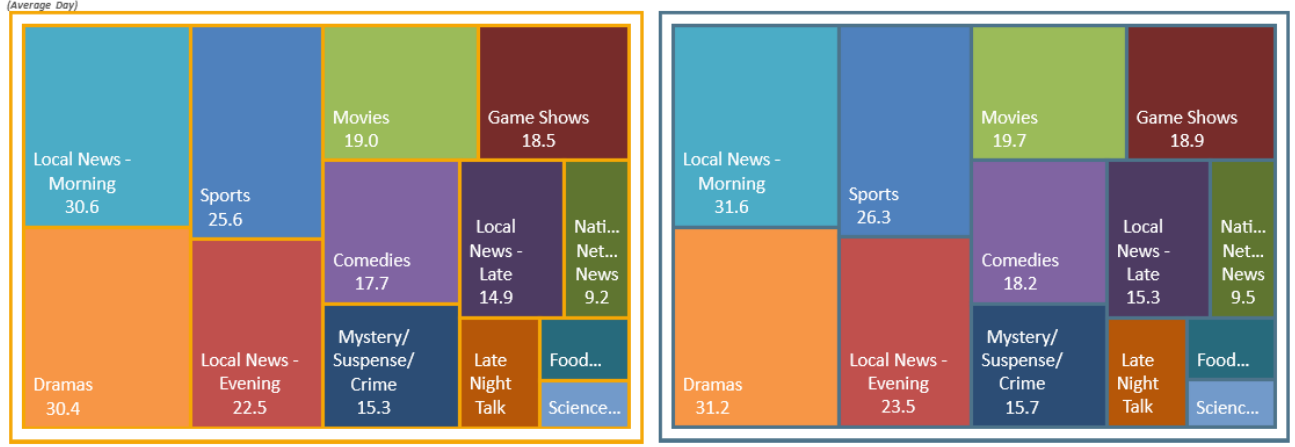
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,394

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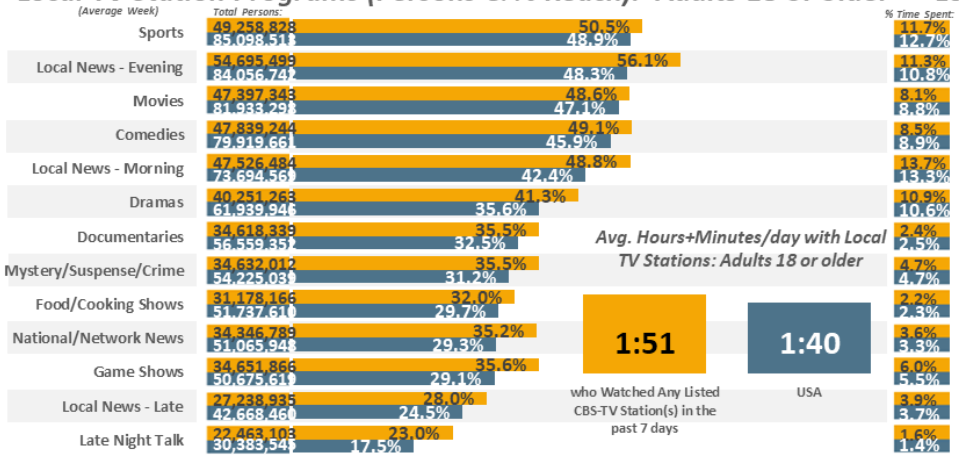
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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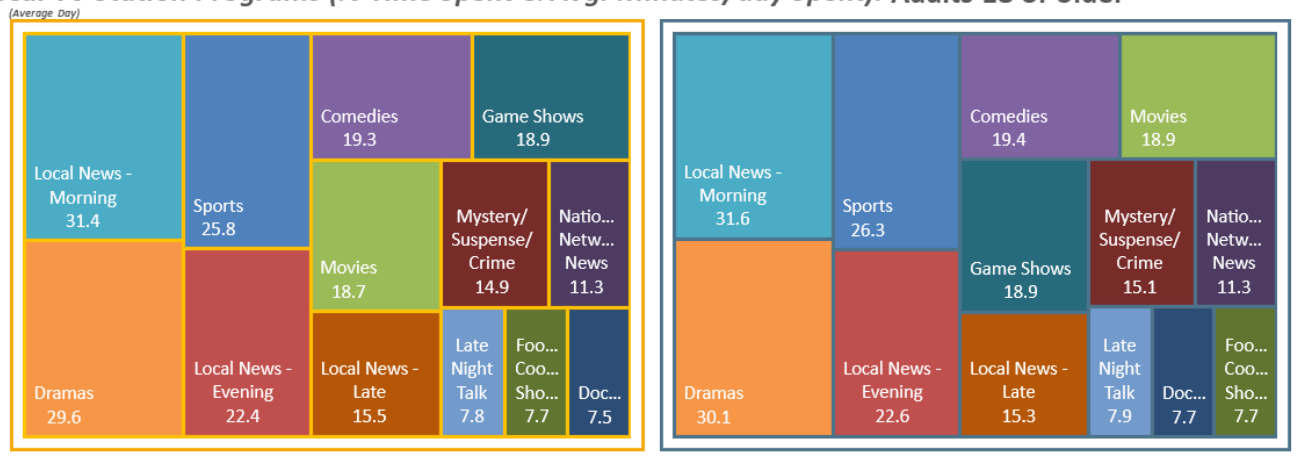
Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)

97,453,931 or 100.% of Adults 18 or older who Watched Any Listed CBS-TV Station(s) in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Movies, Comedies, and Dramas.

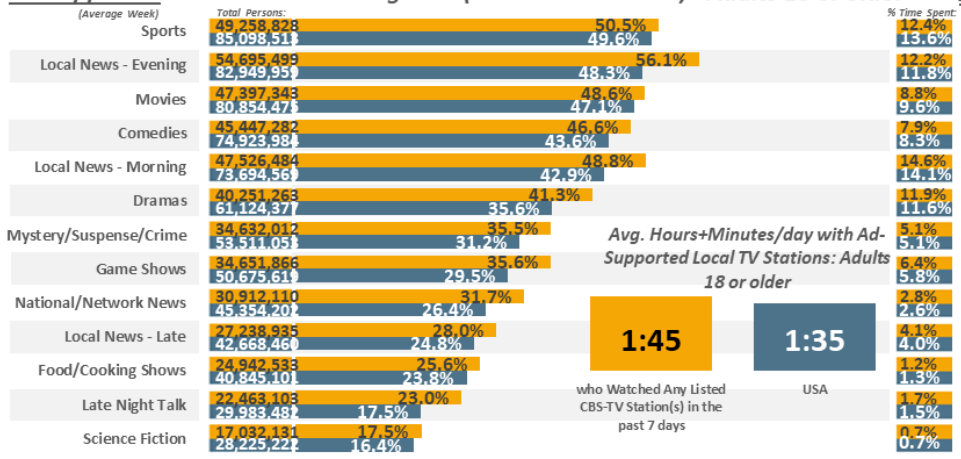
Local TV Station Programs (Persons & % Reach): Adults 18 or older



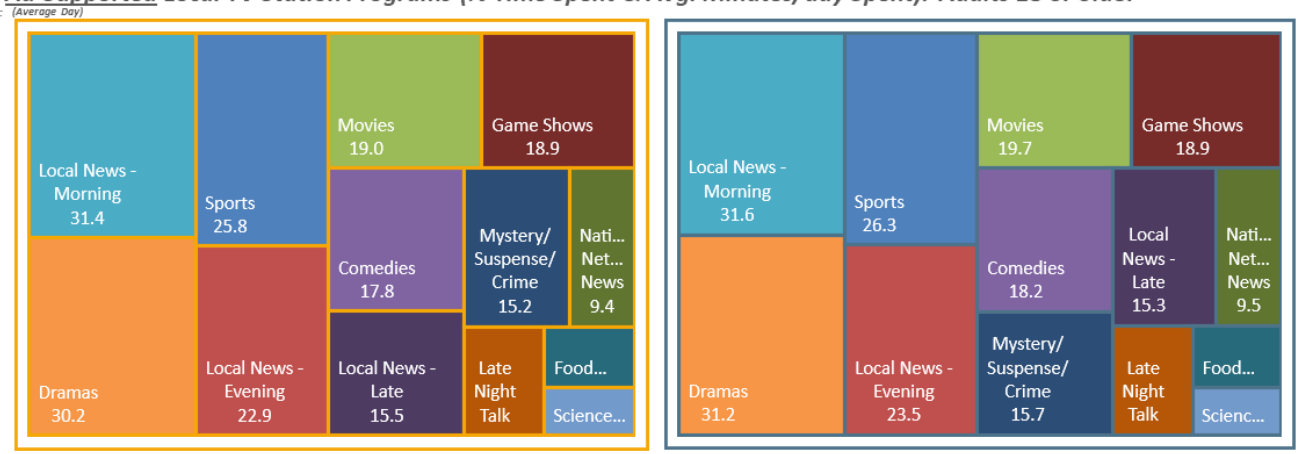
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,181

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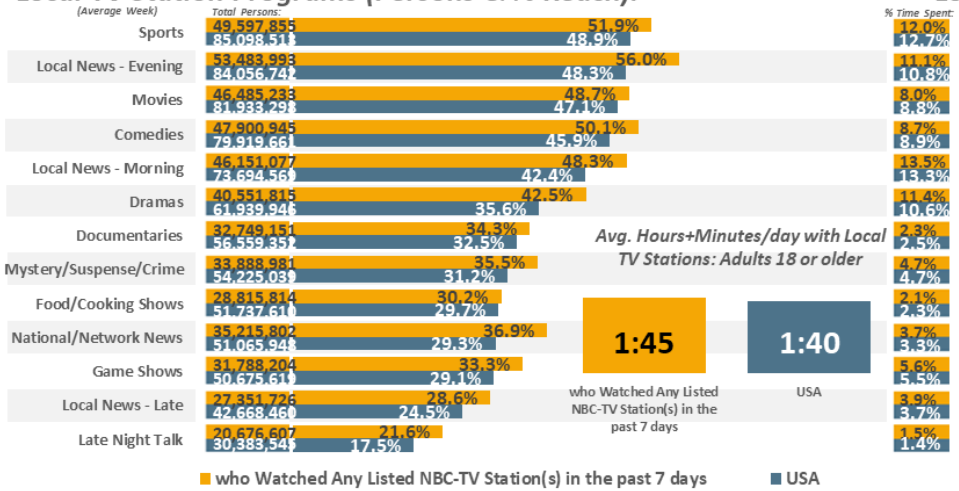
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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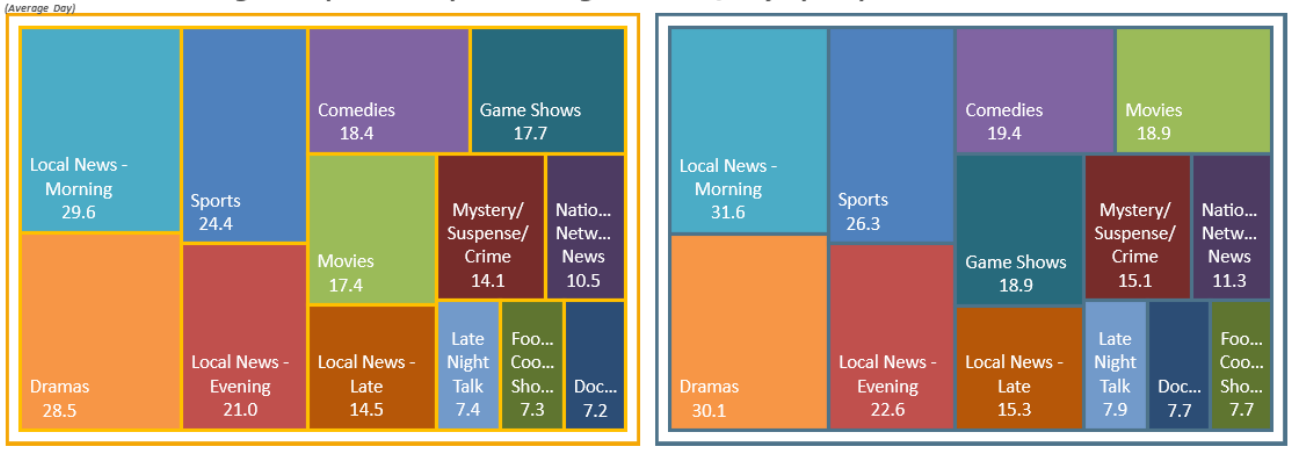
Broadcast TV networks/stations watched past 7 days: Any listed CBS station(s)

95,521,829 or 100.% of Adults 18 or older who Watched Any Listed NBC-TV Station(s) in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Local News - Morning, Comedies, and Dramas.

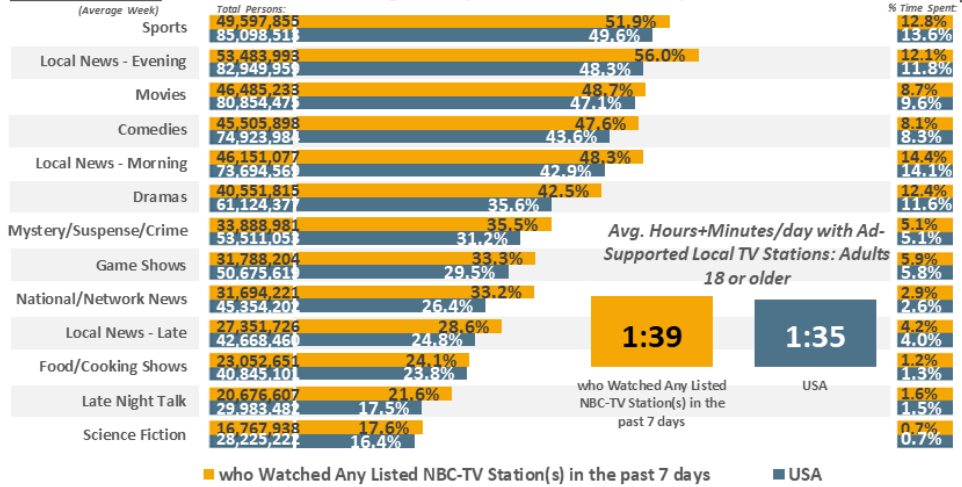
Local TV Station Programs (Persons & % Reach): Adults 18 or older



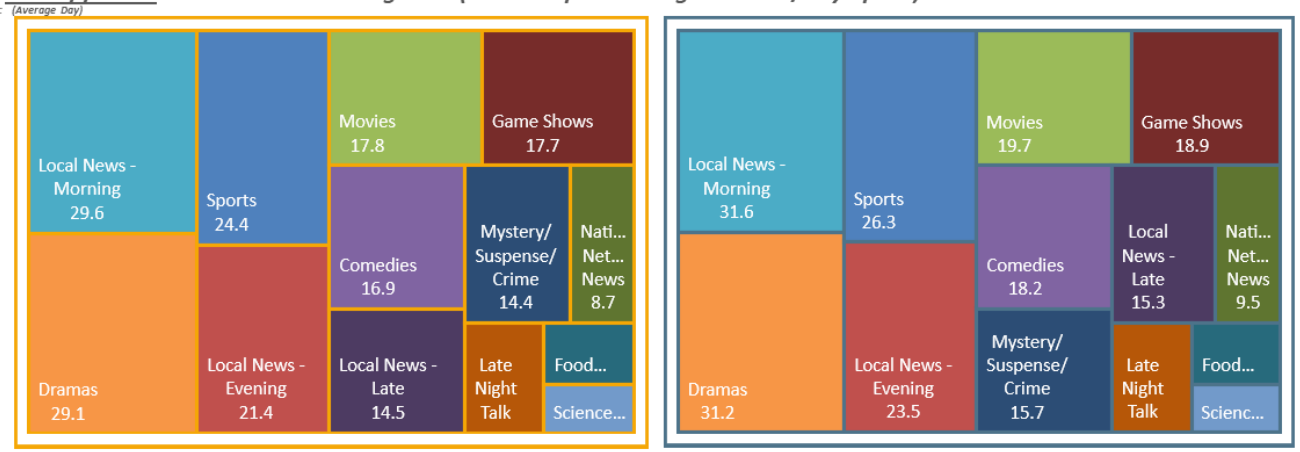
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,055

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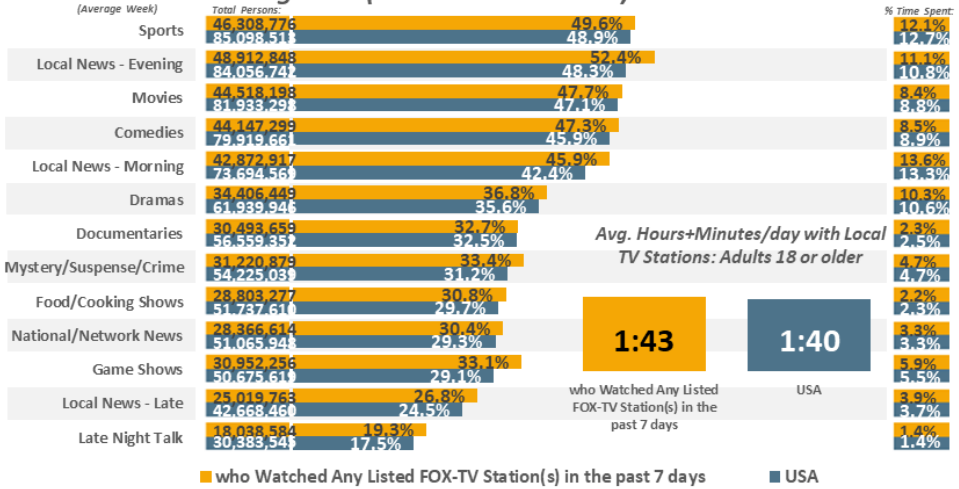
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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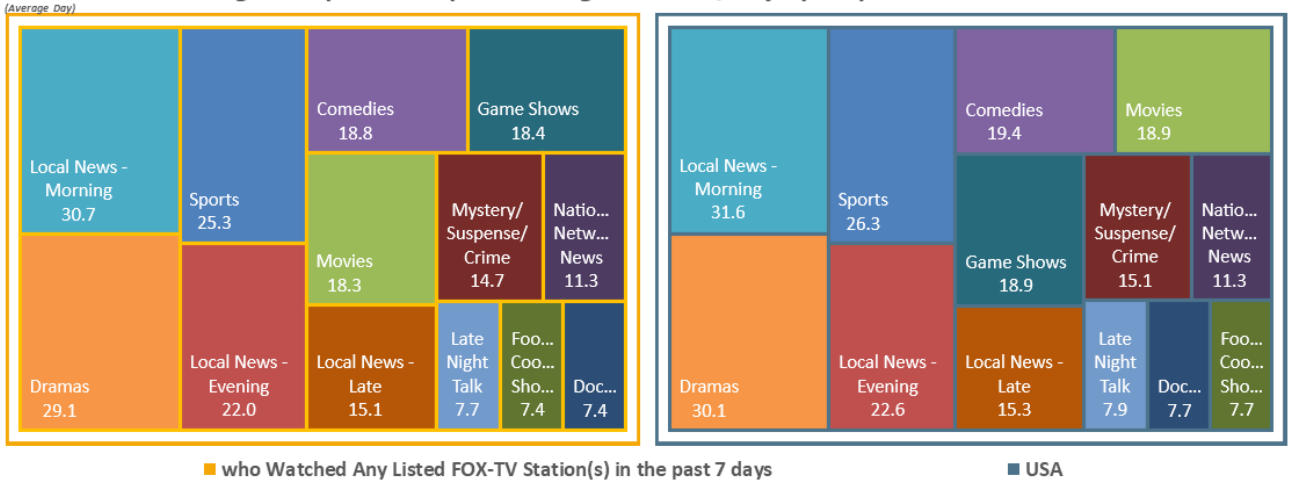
Broadcast TV networks/stations watched past 7 days: Any listed NBC station(s)

93,380,534 or 100.% of Adults 18 or older who Watched Any Listed FOX-TV Station(s) in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Local News - Morning, Comedies, and Dramas.

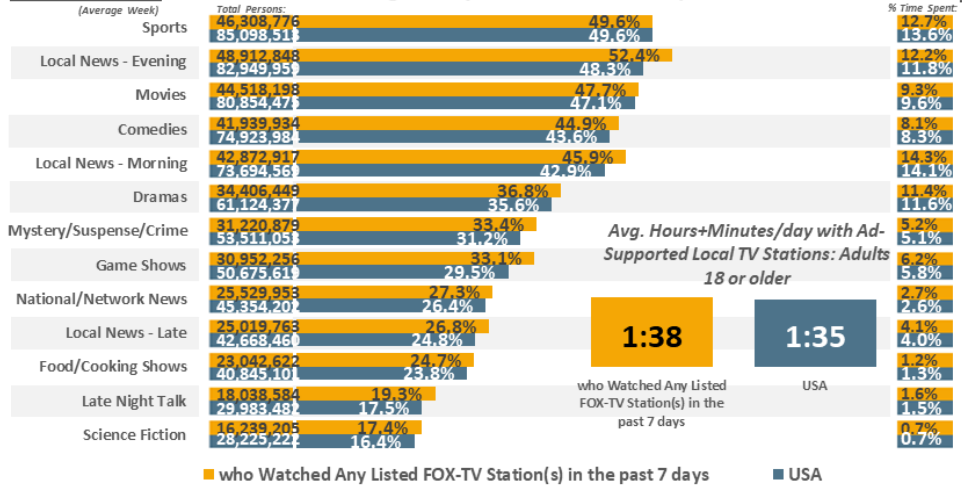
Local TV Station Programs (Persons & % Reach): Adults 18 or older



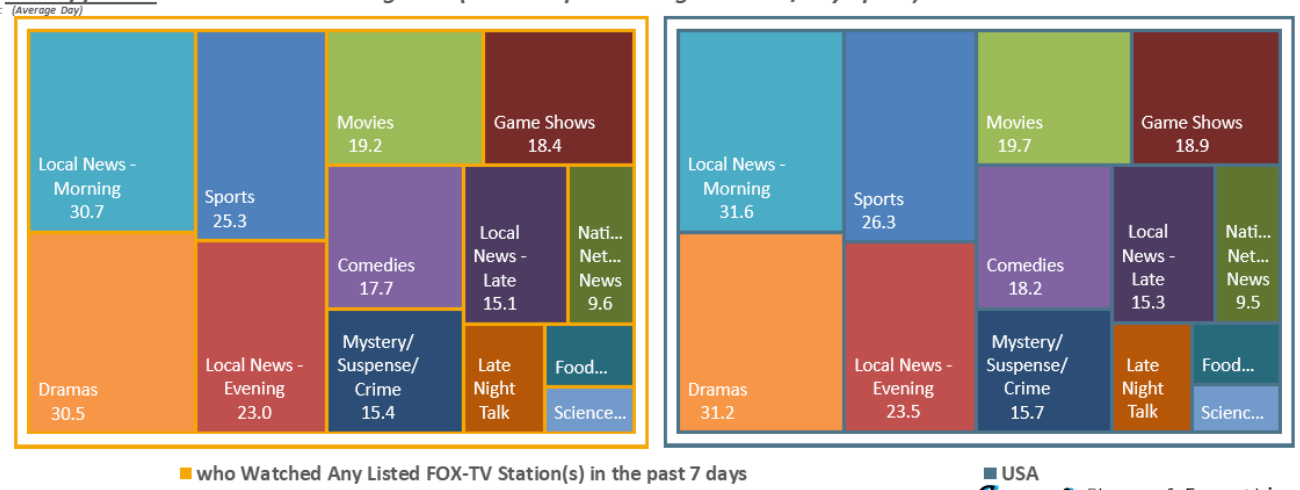
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 3,727

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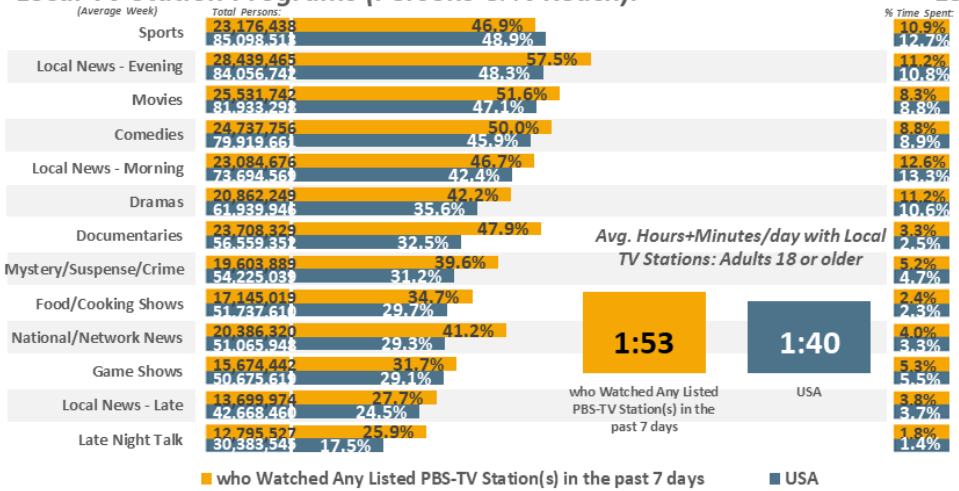
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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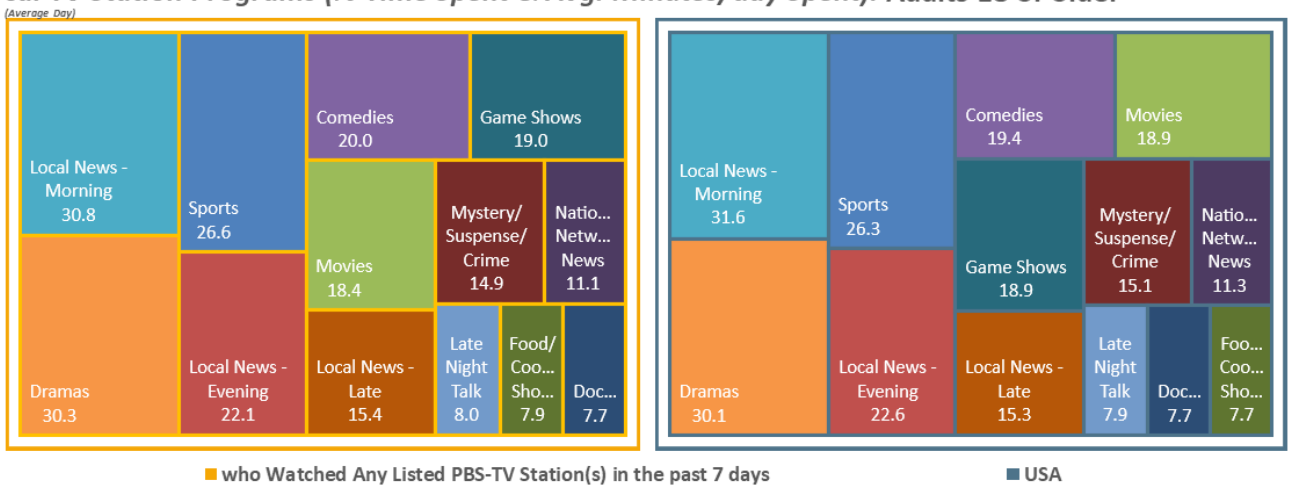
Broadcast TV networks/stations watched past 7 days: Any listed FOX station(s)

47,885,194 or 96.8% of Adults 18 or older who Watched Any Listed PBS-TV Station(s) in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Sports, Local News - Morning, Comedies, and Dramas.

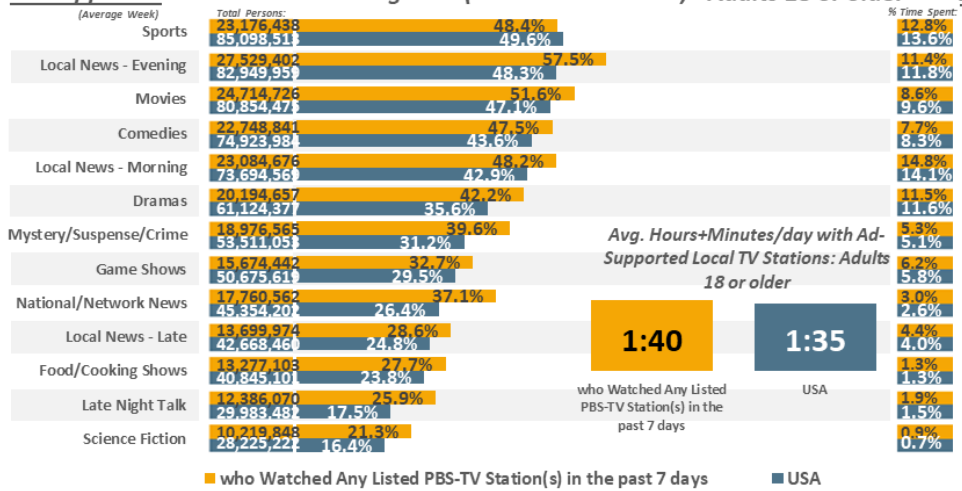
Local TV Station Programs (Persons & % Reach): Adults 18 or older



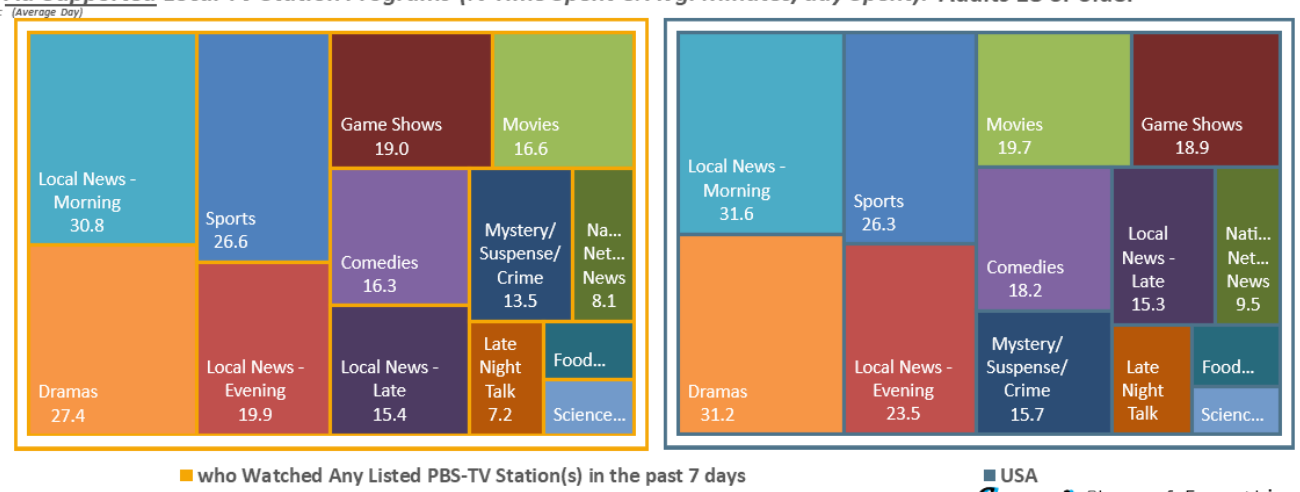
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,244

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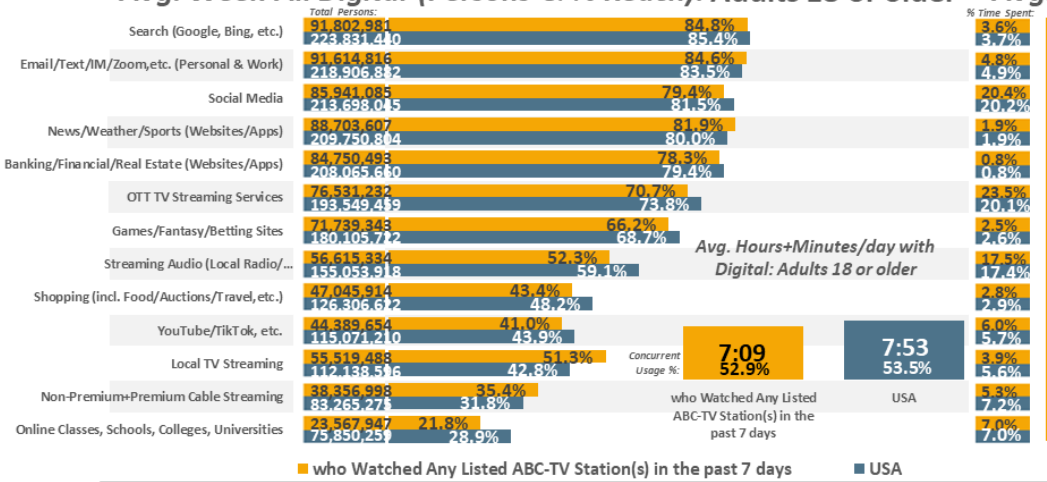
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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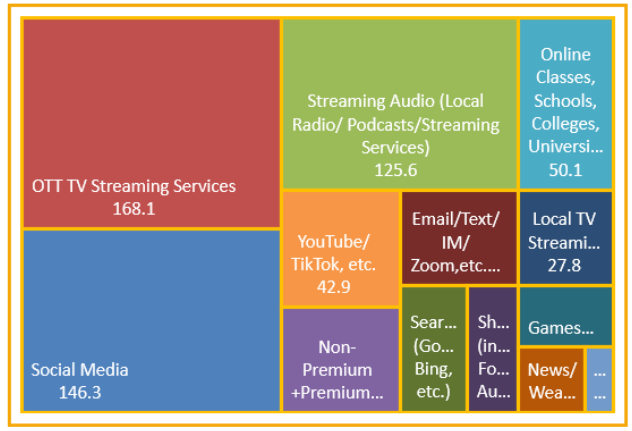
Broadcast TV networks/stations watched past 7 days: Any listed PBS station(s)

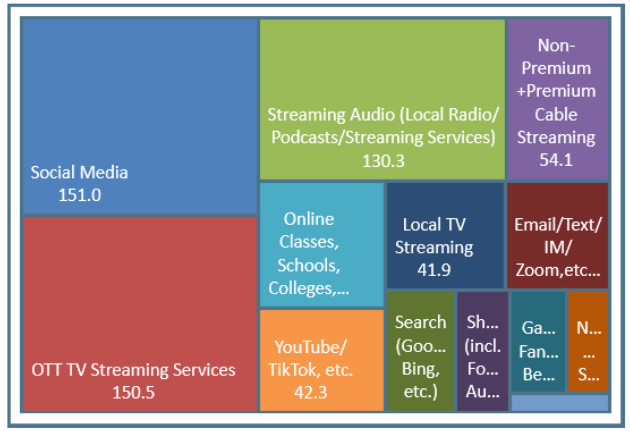
77,138,035 or 71.2% of Adults 18 or older who Watched Any Listed ABC-TV Station(s) in the past 7 days use Ad-Supported Social Media for an average of 131.3 minutes every day representing 26.3% of all time spent daily with Ad-Supported Digital Media.

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

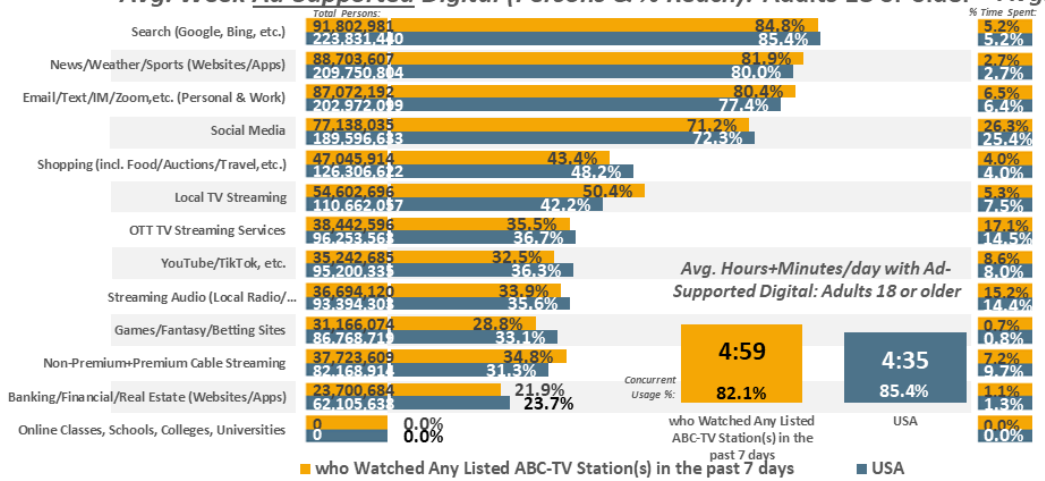


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

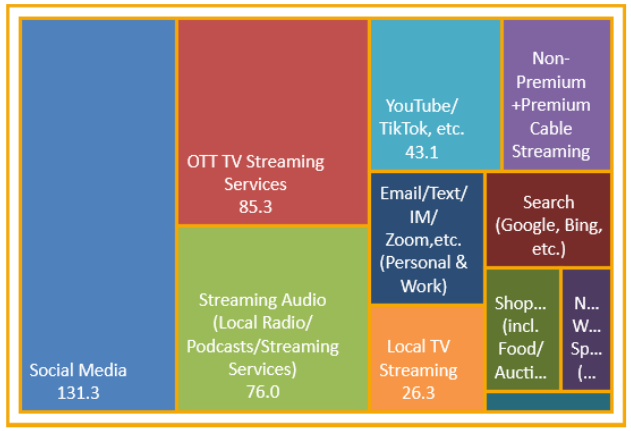


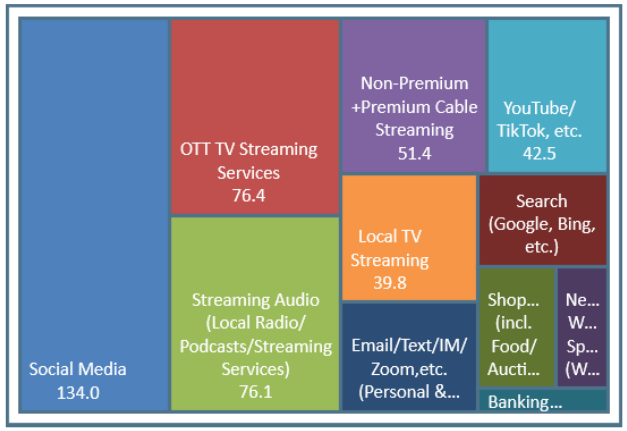


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,394

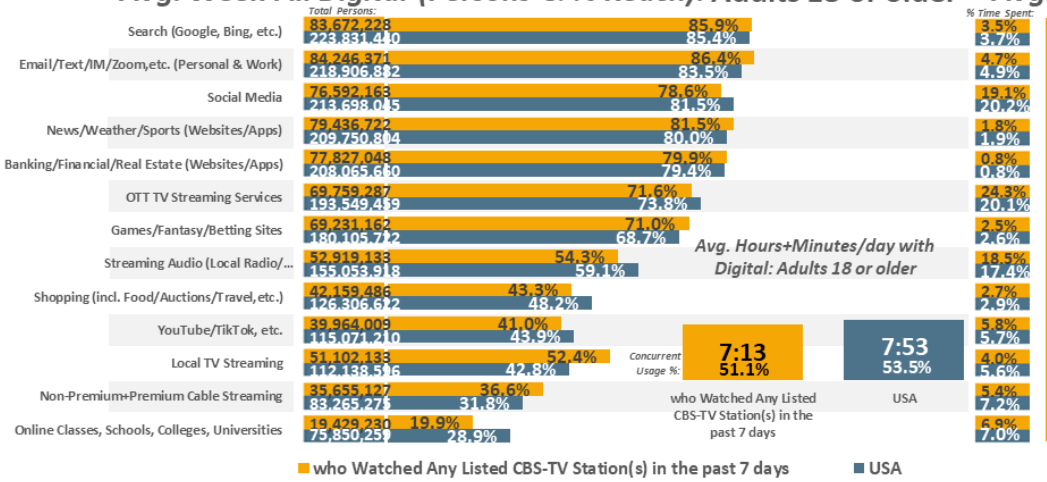
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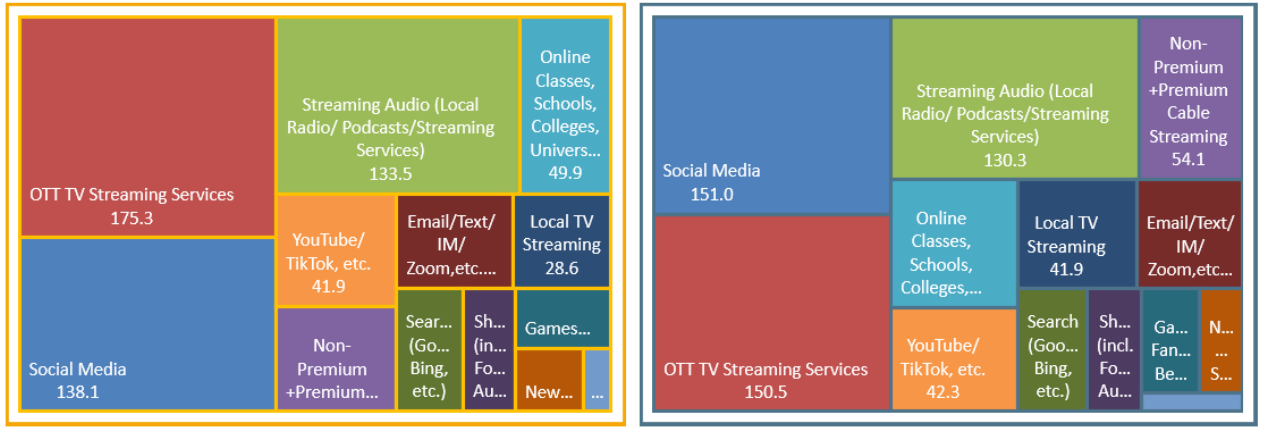
Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)

68,796,741 or 70.6% of Adults 18 or older who Watched Any Listed CBS-TV Station(s) in the past 7 days use Ad-Supported Social Media for an average of 124. minutes every day representing 24.8% of all time spent daily with Ad-Supported Digital Media.

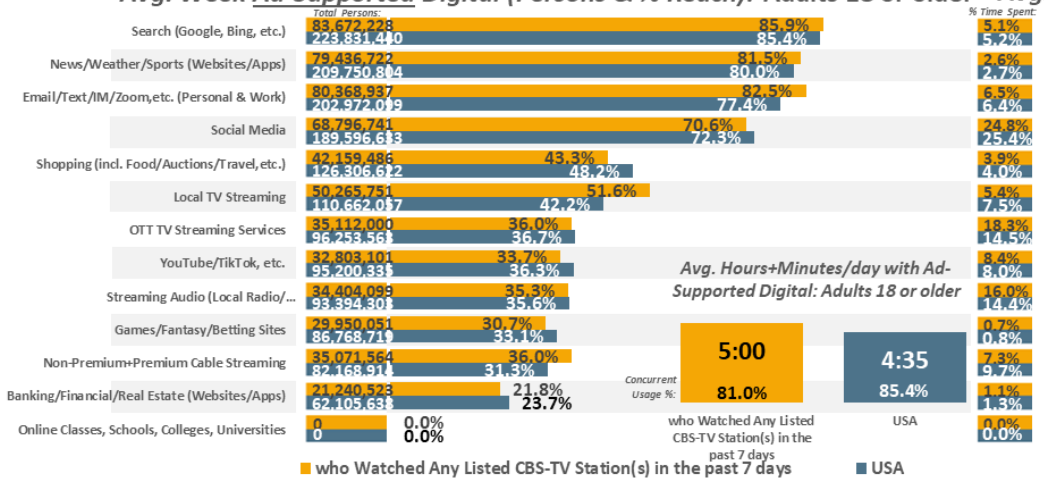
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



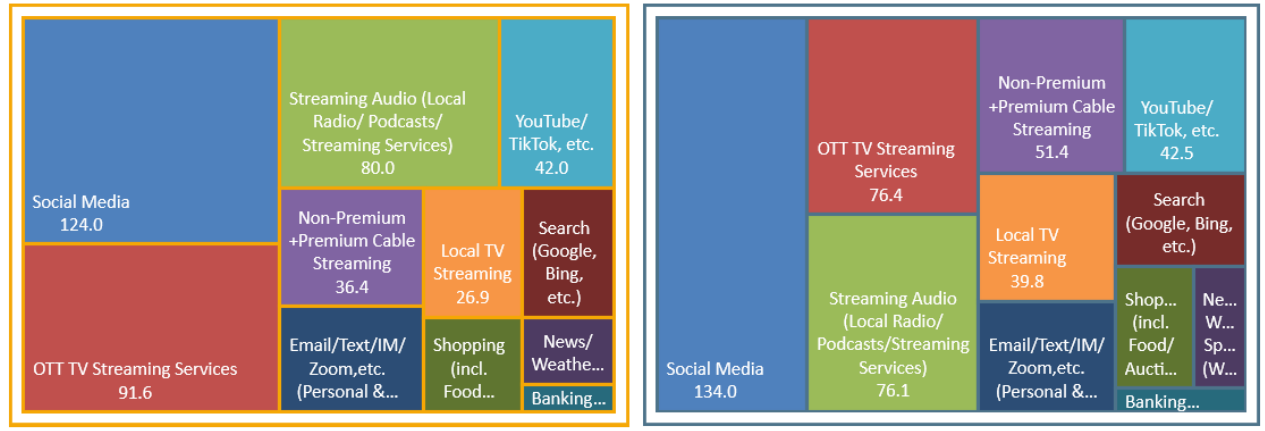
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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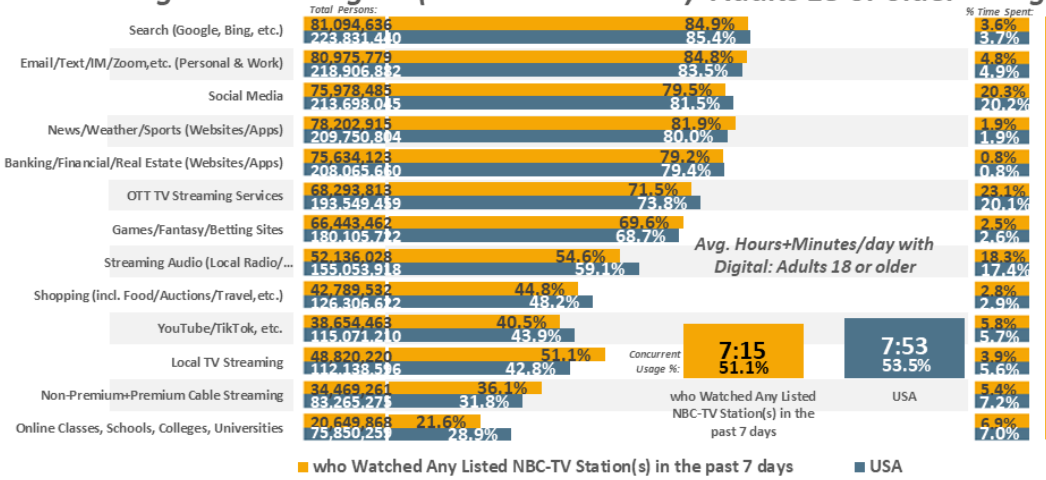
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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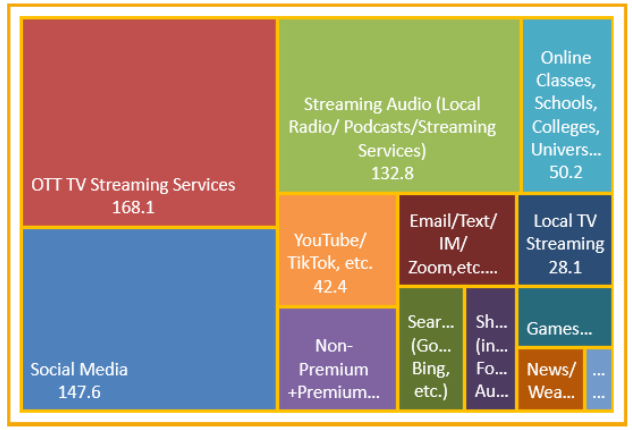
Broadcast TV networks/stations watched past 7 days: Any listed CBS station(s)

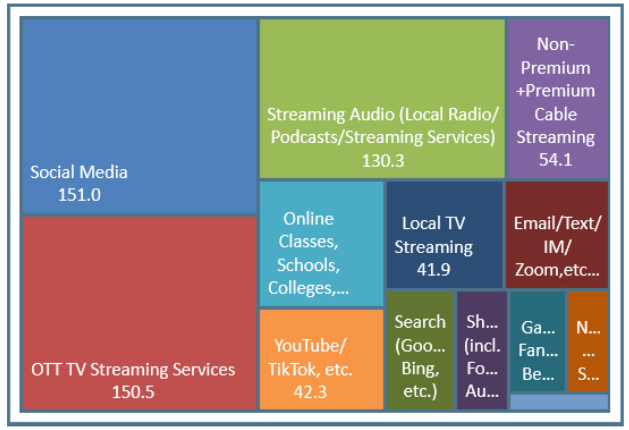
68,225,449 or 71.4% of Adults 18 or older who Watched Any Listed NBC-TV Station(s) in the past 7 days use Ad-Supported Social Media for an average of 132.5 minutes every day representing 26.2% of all time spent daily with Ad-Supported Digital Media.

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

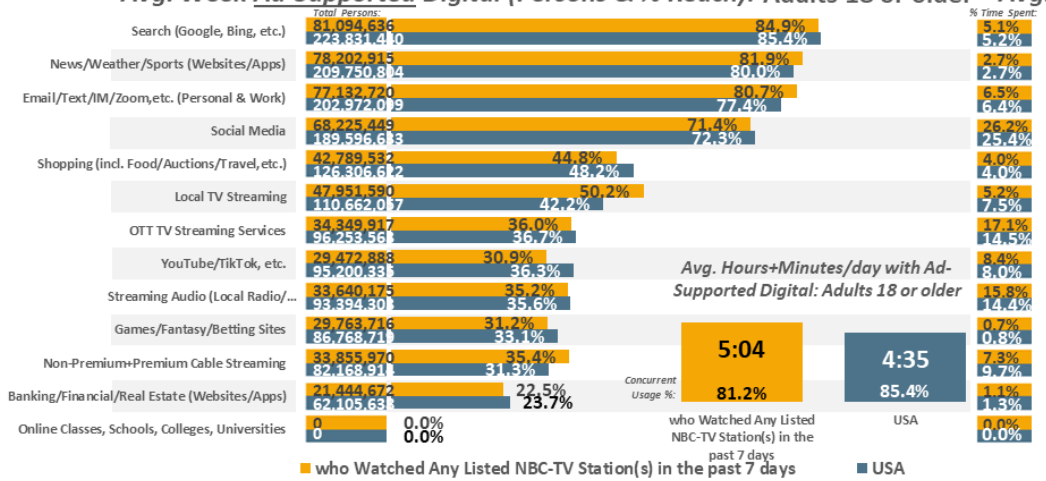


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

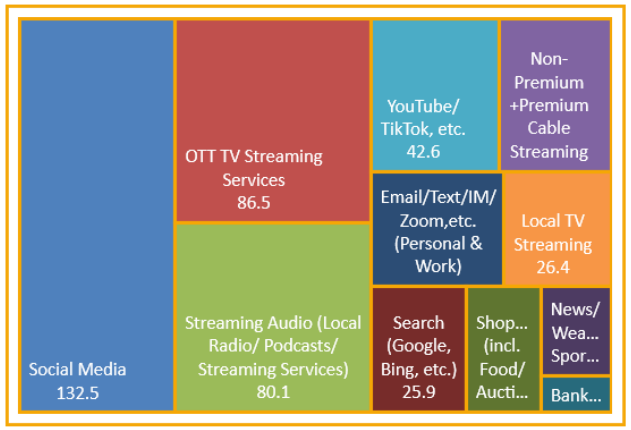


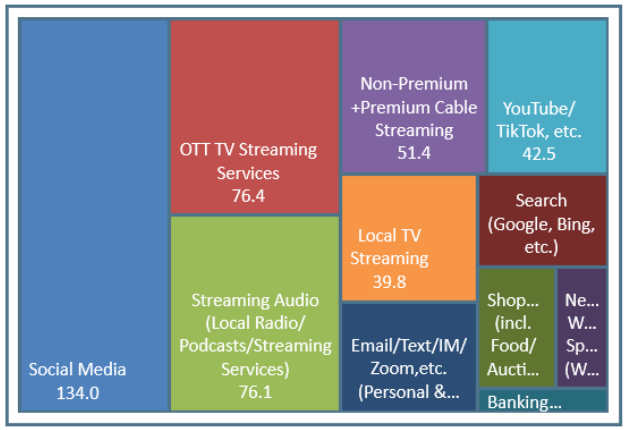


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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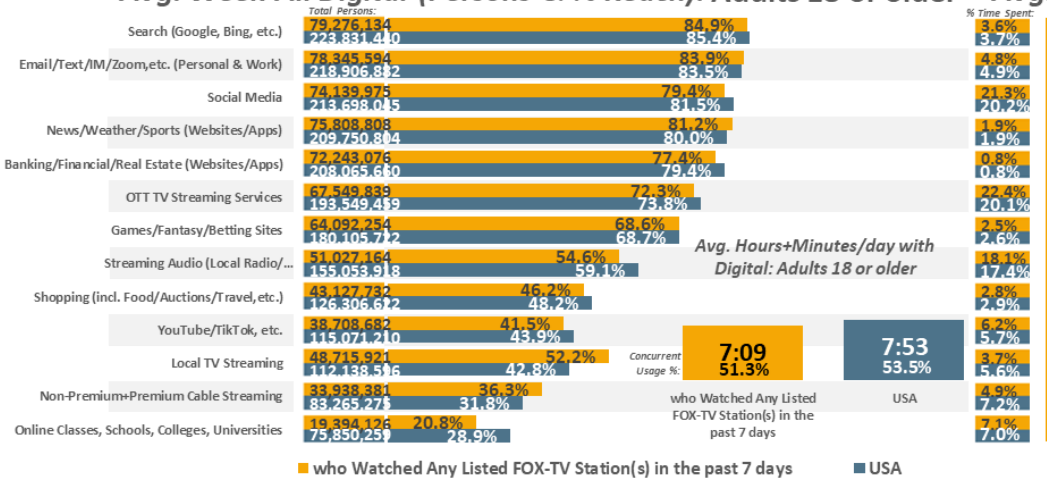
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Broadcast TV networks/stations watched past 7 days: Any listed NBC station(s)

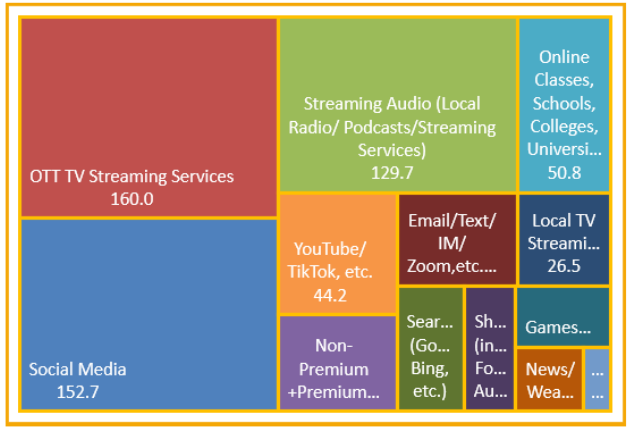
FOX TV STATIONS

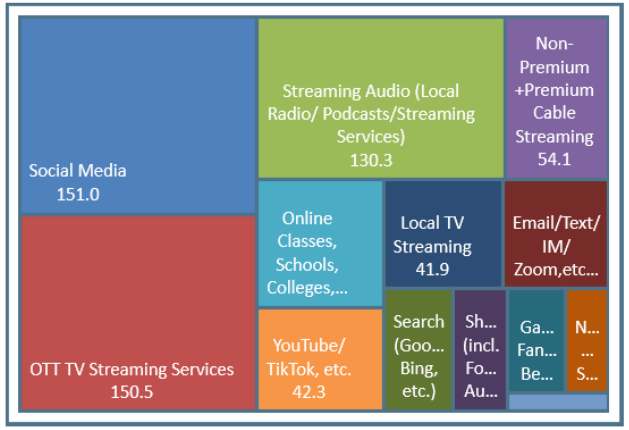
66,596,787 or 71.3% of Adults 18 or older who Watched Any Listed FOX-TV Station(s) in the past 7 days use Ad-Supported Social Media for an average of 137.2 minutes every day representing 27.7% of all time spent daily with Ad-Supported Digital Media.

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

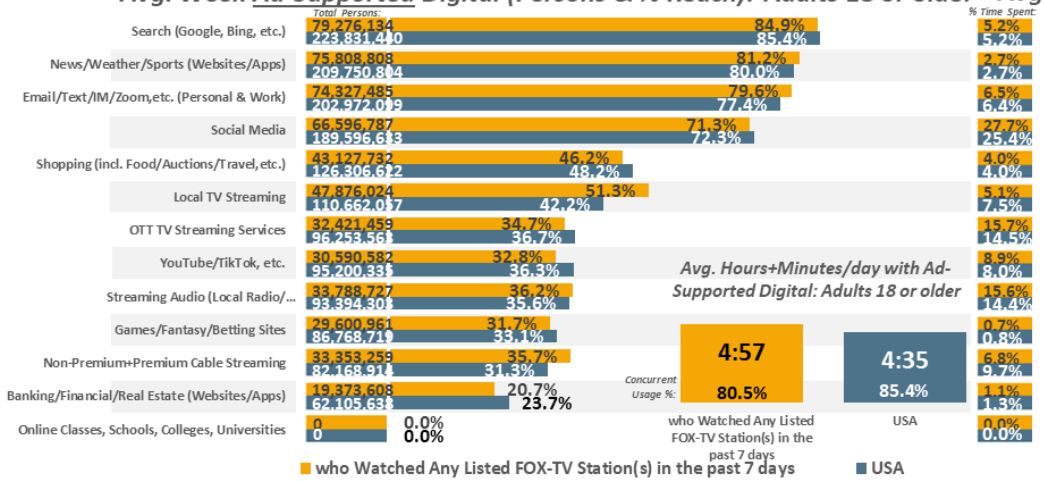


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

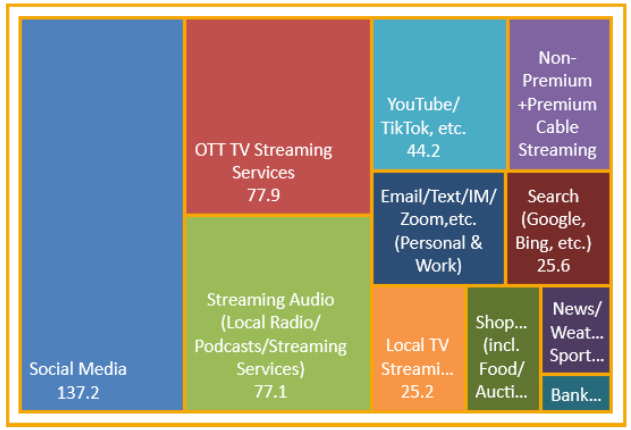


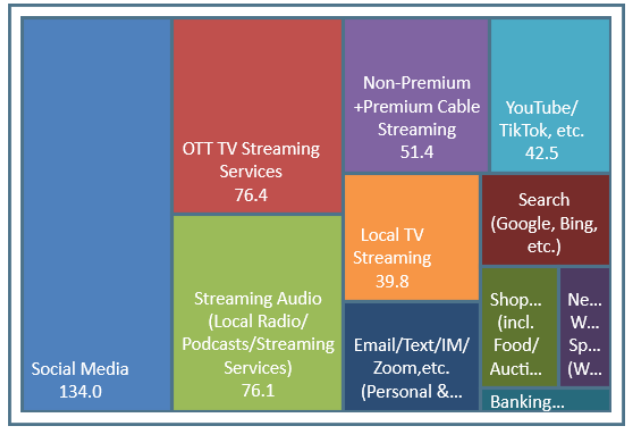


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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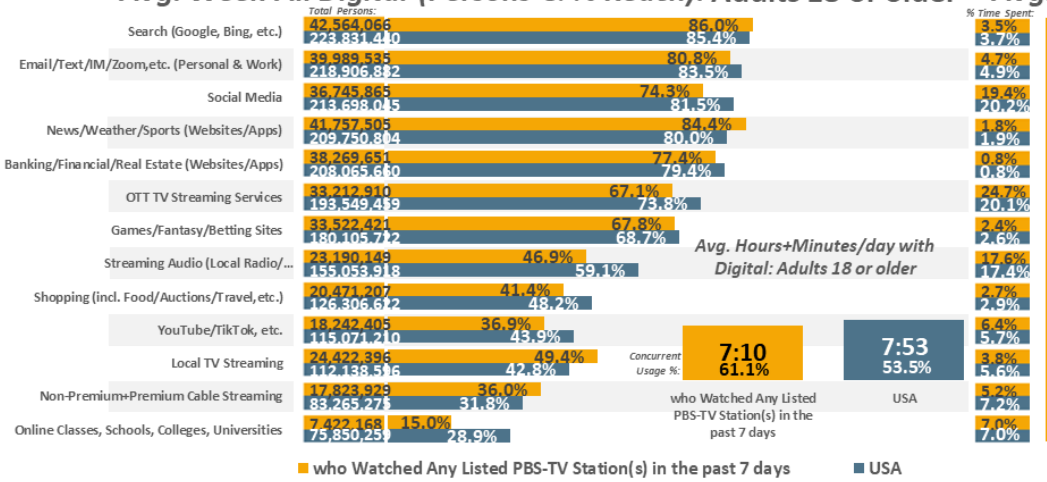
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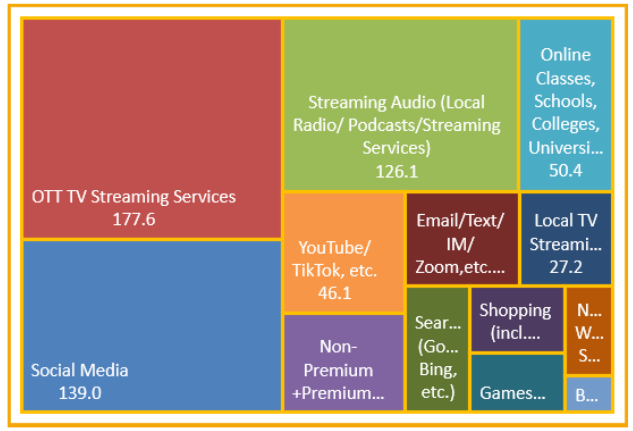
Broadcast TV networks/stations watched past 7 days: Any listed FOX station(s)

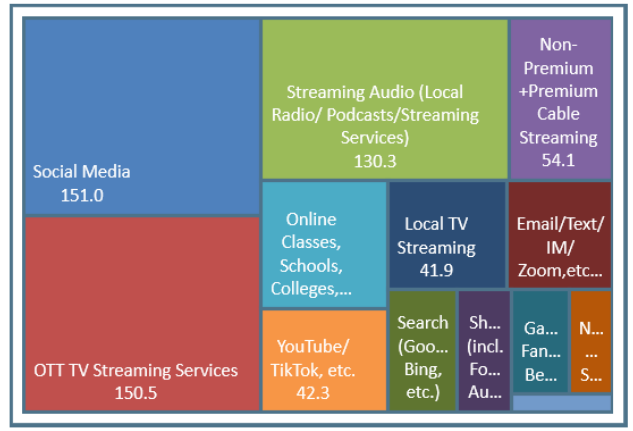
33,192,689 or 67.1% of Adults 18 or older who Watched Any Listed PBS-TV Station(s) in the past 7 days use Ad-Supported Social Media for an average of 125.5 minutes every day representing 24.6% of all time spent daily with Ad-Supported Digital Media.

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

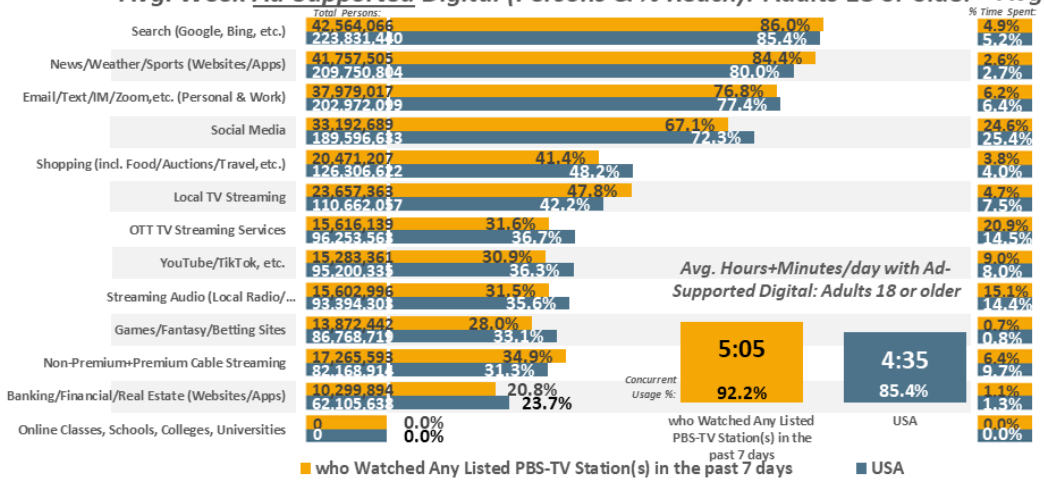


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

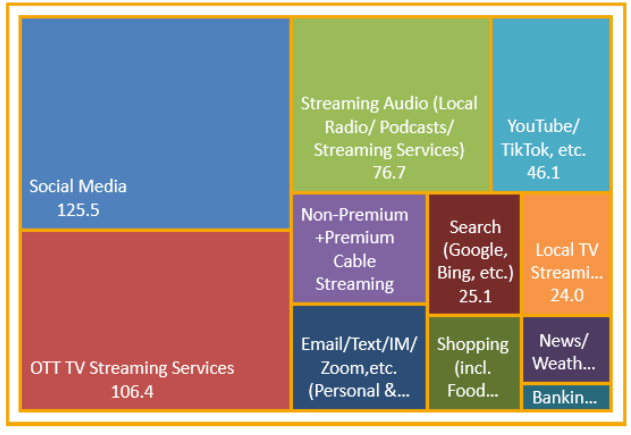


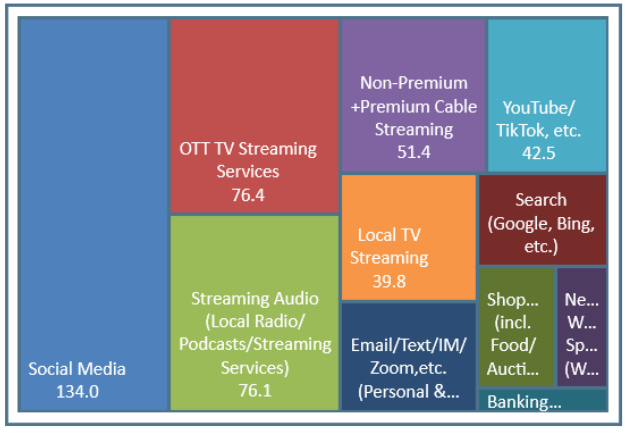


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,244

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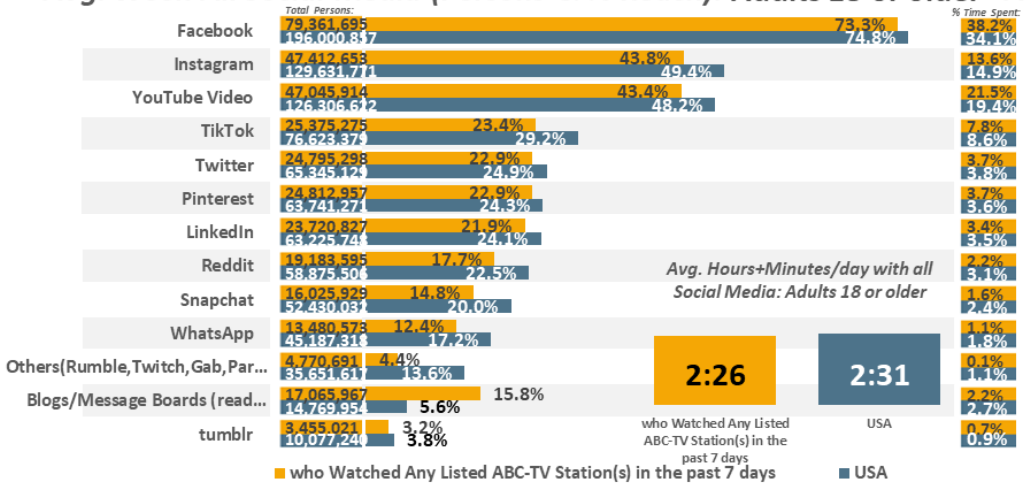
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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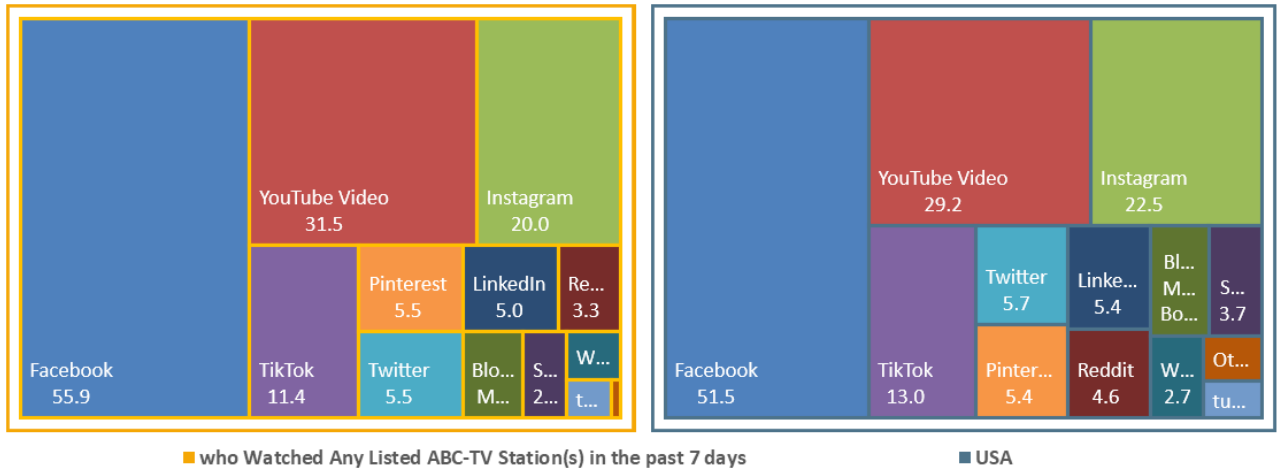
Broadcast TV networks/stations watched past 7 days: Any listed PBS station(s)

77,138,035 or 71.2% of Adults 18 or older who Watched Any Listed ABC-TV Station(s) in the past 7 days use Ad-Supported Facebook for an average of 46.3 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.

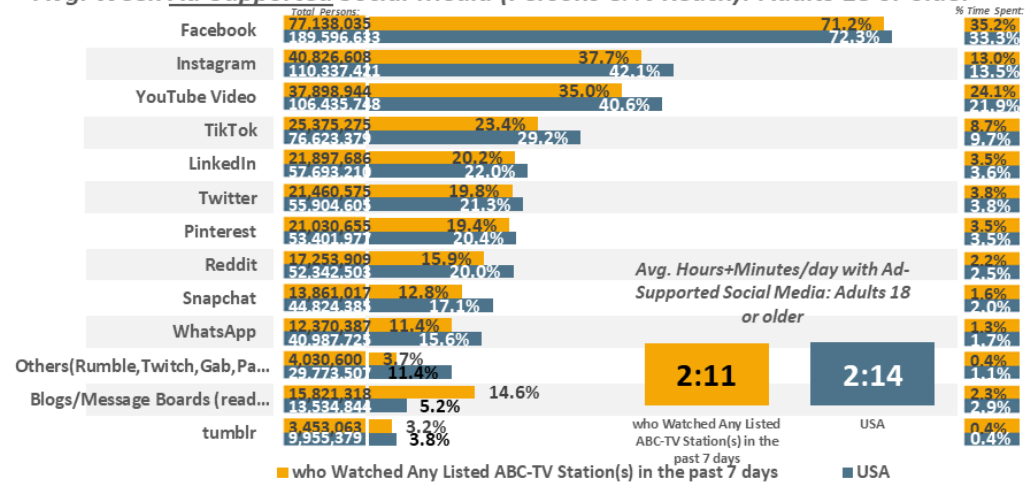
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



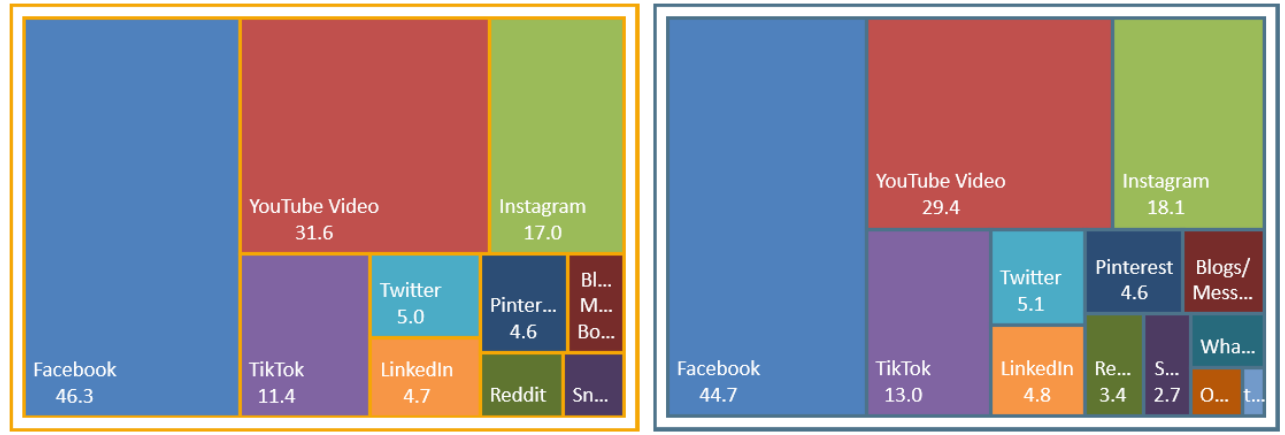
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,394

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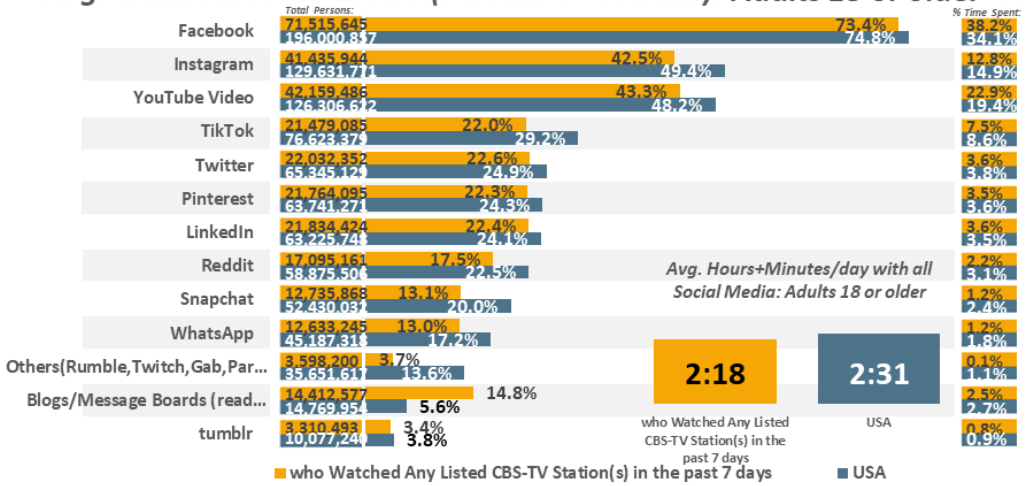
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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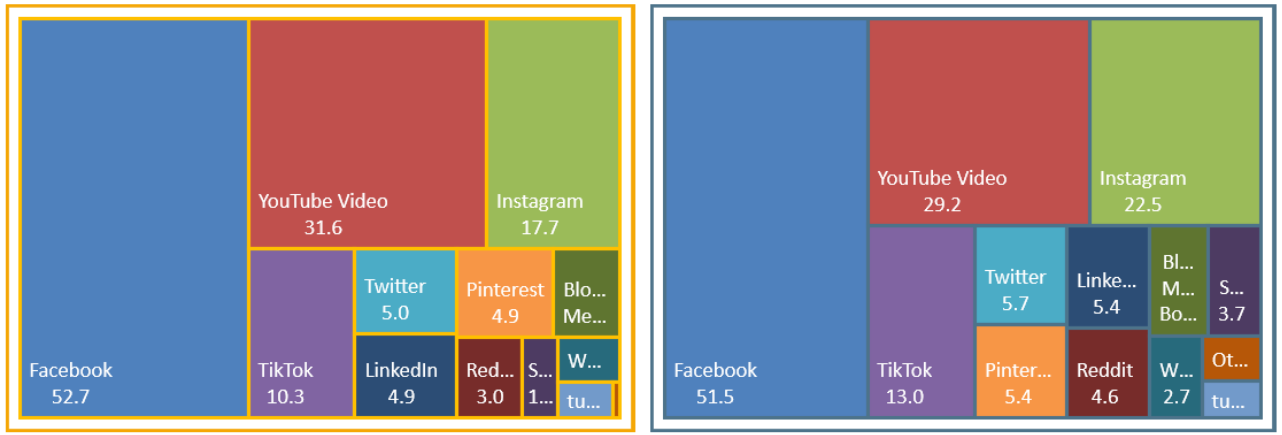
Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)

68,796,741 or 70.6% of Adults 18 or older who Watched Any Listed CBS-TV Station(s) in the past 7 days use Ad-Supported Facebook for an average of 43. minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.

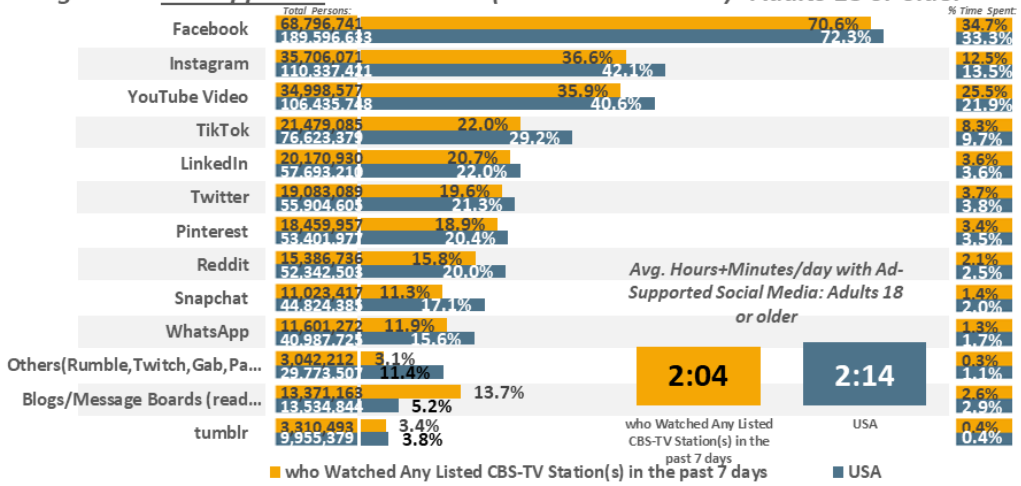
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



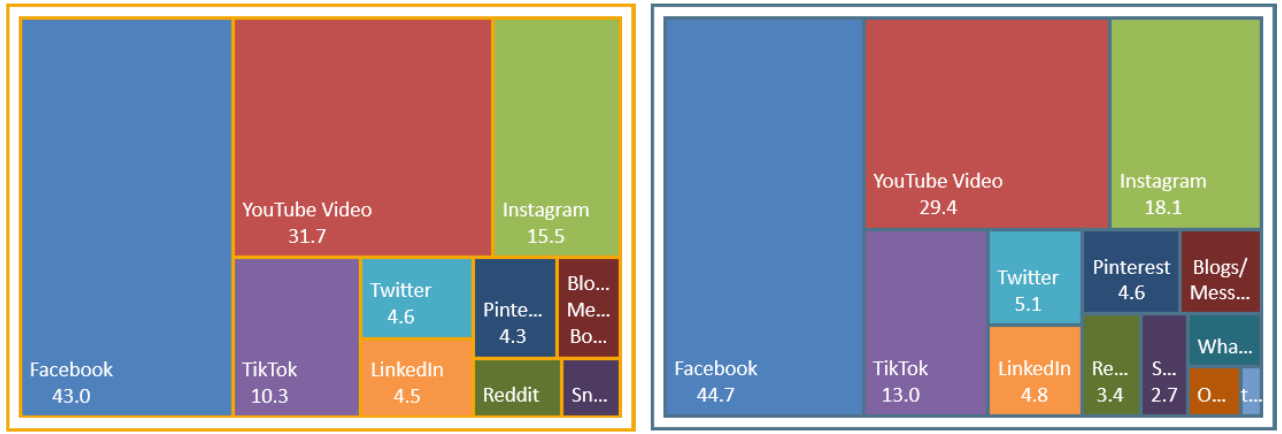
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,181

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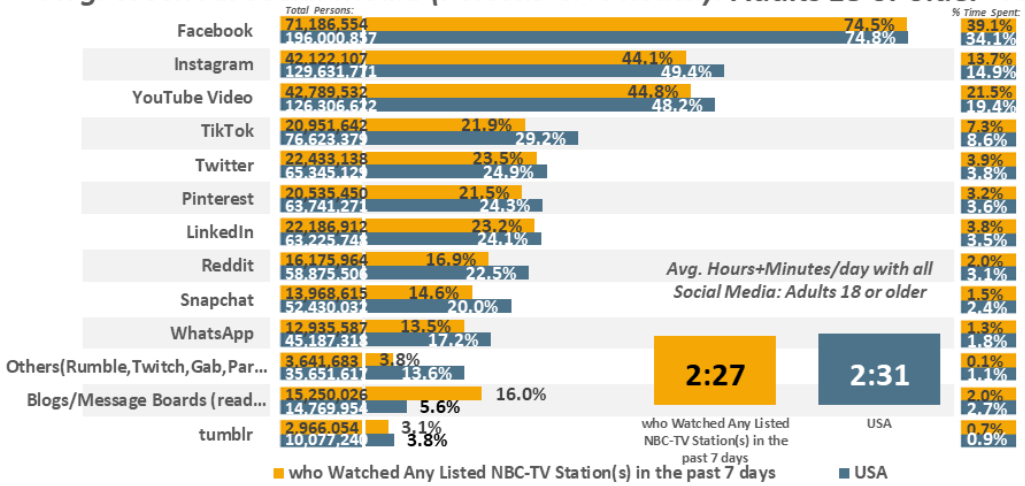
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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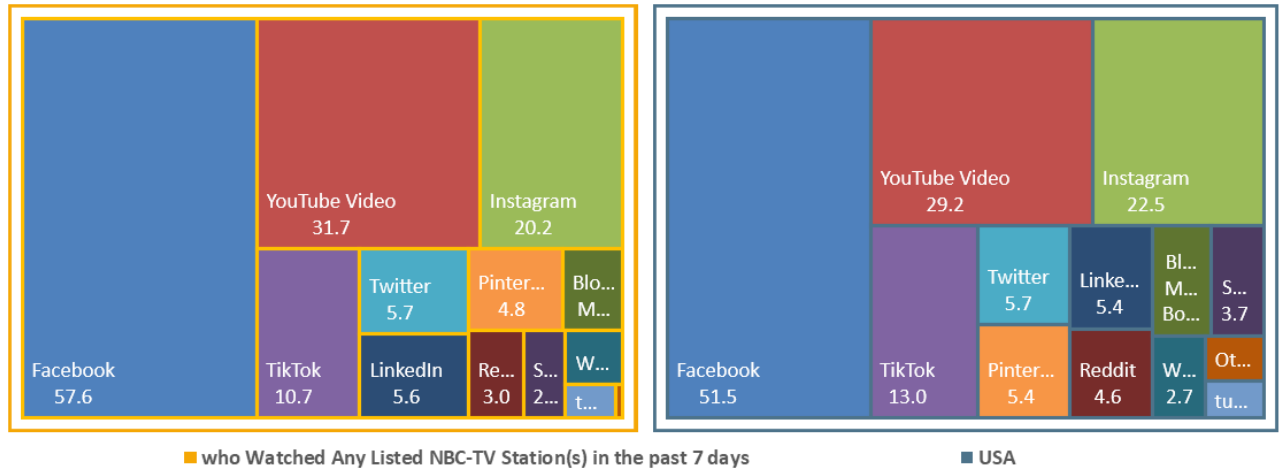
Broadcast TV networks/stations watched past 7 days: Any listed CBS station(s)

68,225,449 or 71.4% of Adults 18 or older who Watched Any Listed NBC-TV Station(s) in the past 7 days use Ad-Supported Facebook for an average of 47.2 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

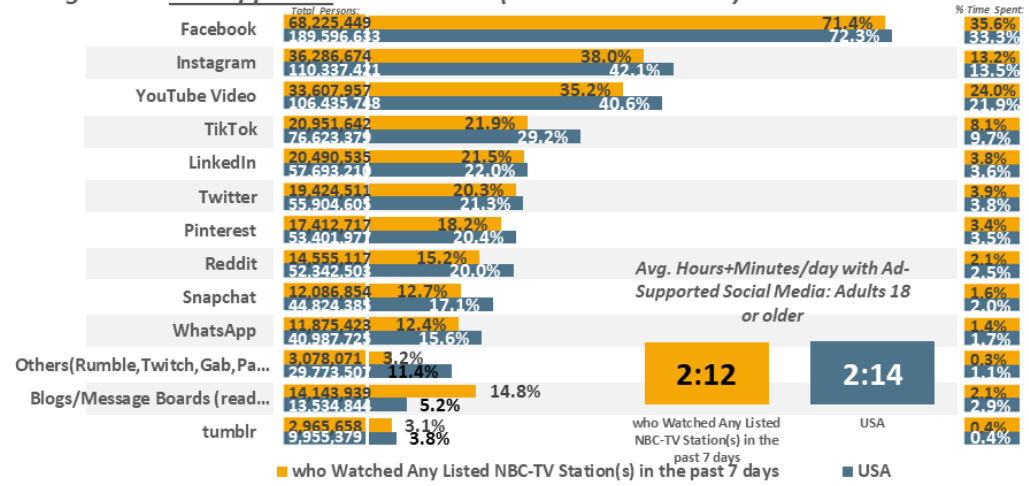
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



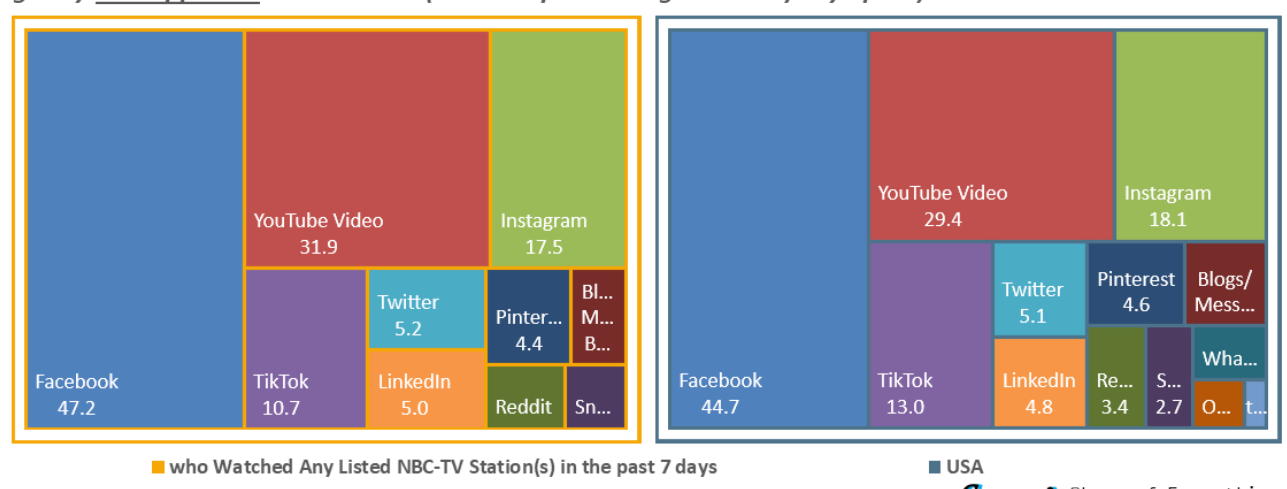
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,055

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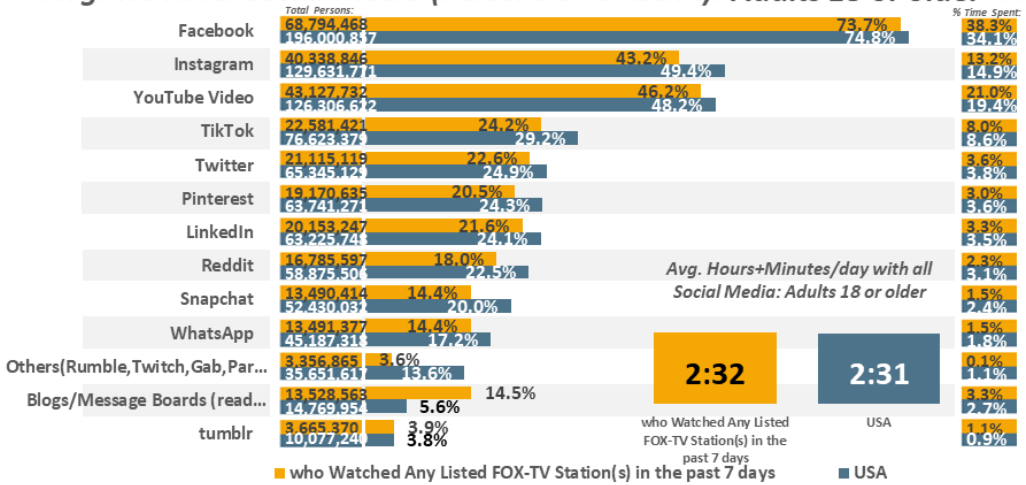
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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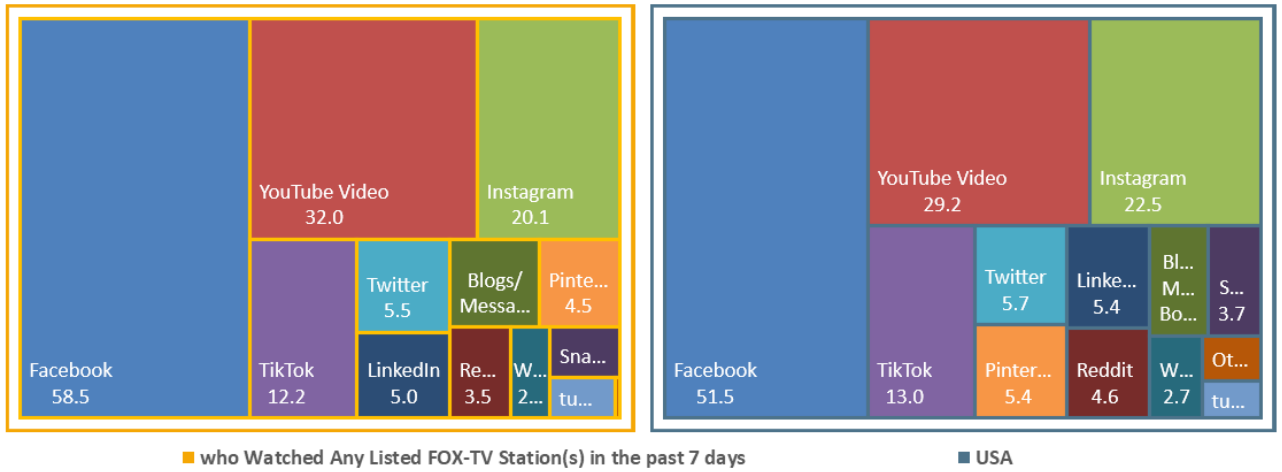
Broadcast TV networks/stations watched past 7 days: Any listed NBC station(s)

66,596,787 or 71.3% of Adults 18 or older who Watched Any Listed FOX-TV Station(s) in the past 7 days use Ad-Supported Facebook for an average of 48.2 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.

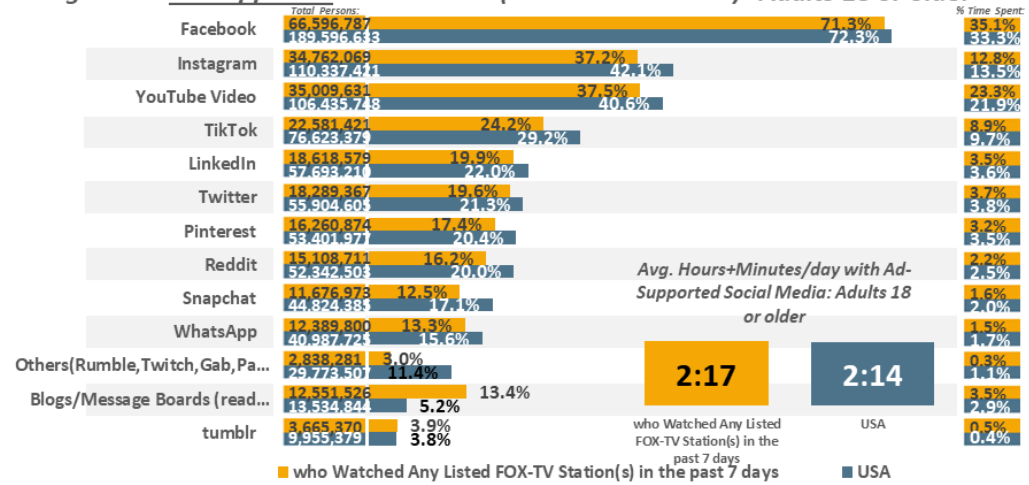
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



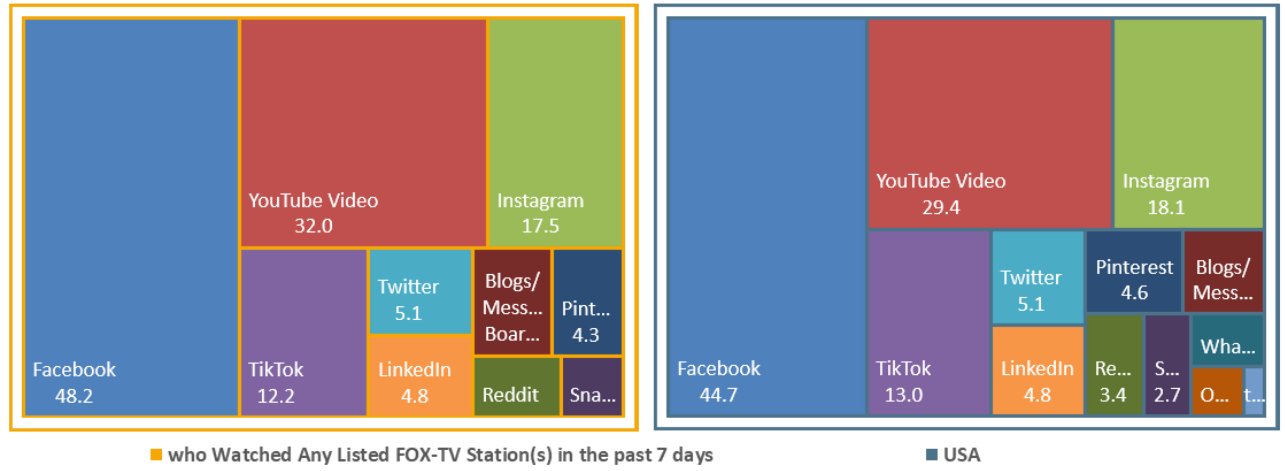
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 3,727

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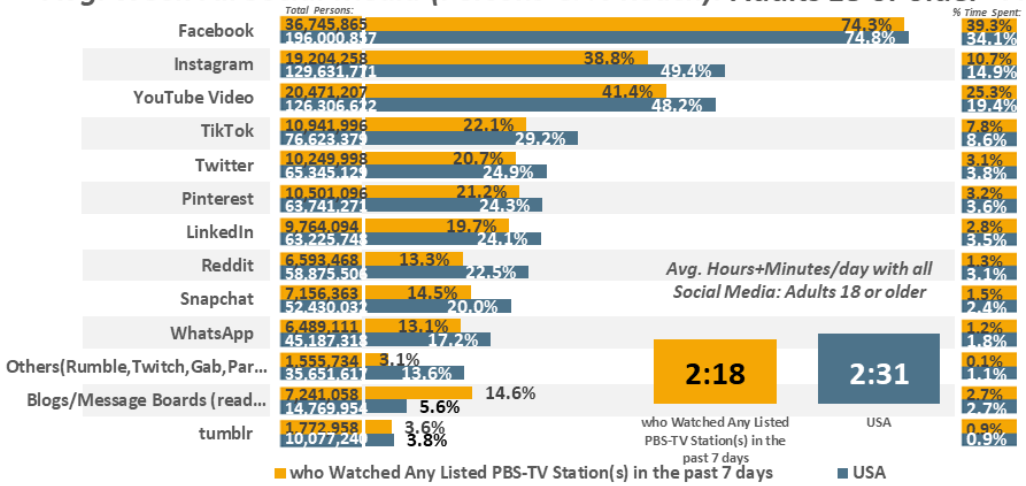
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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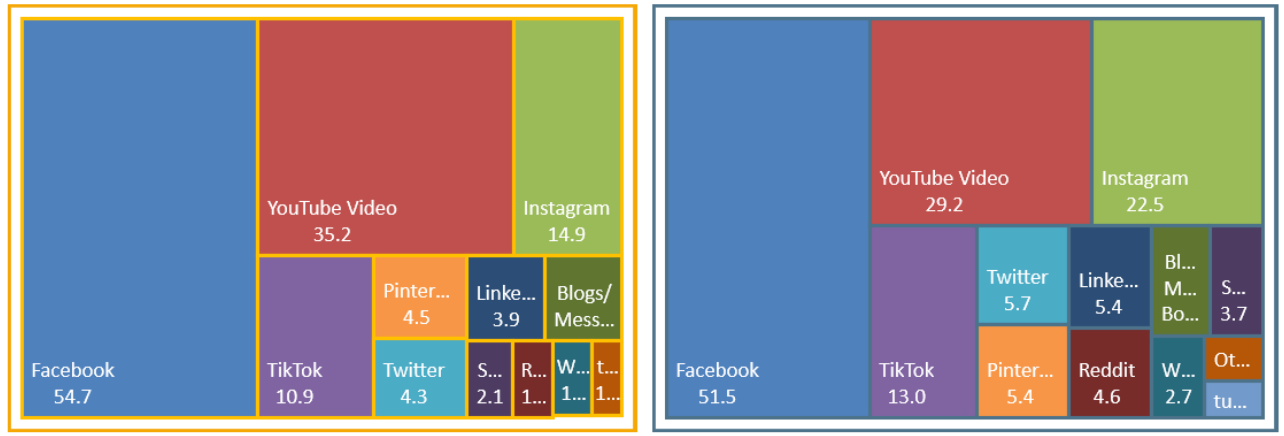
Broadcast TV networks/stations watched past 7 days: Any listed FOX station(s)

33,192,689 or 67.1% of Adults 18 or older who Watched Any Listed PBS-TV Station(s) in the past 7 days use Ad-Supported Facebook for an average of 41.9 minutes every day representing 33.4% of all time spent daily with Ad-Supported Social Media.

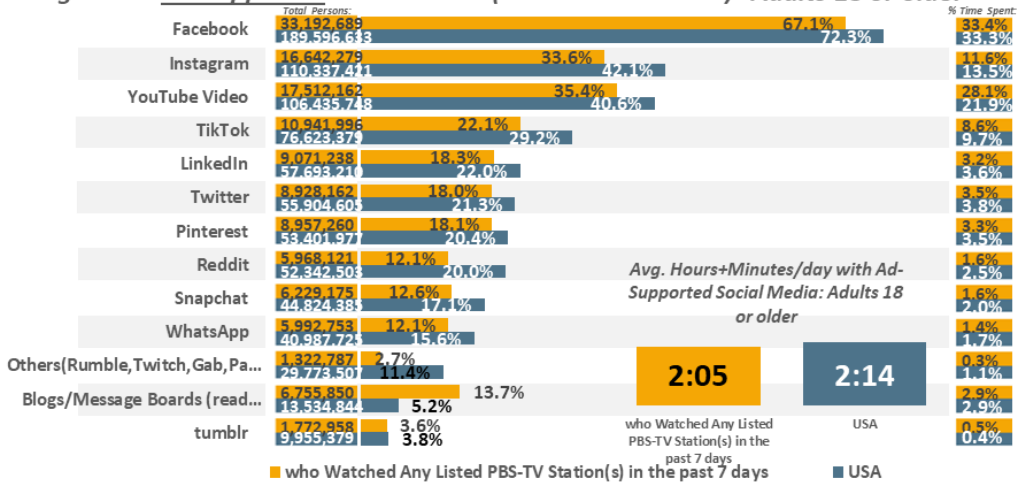
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



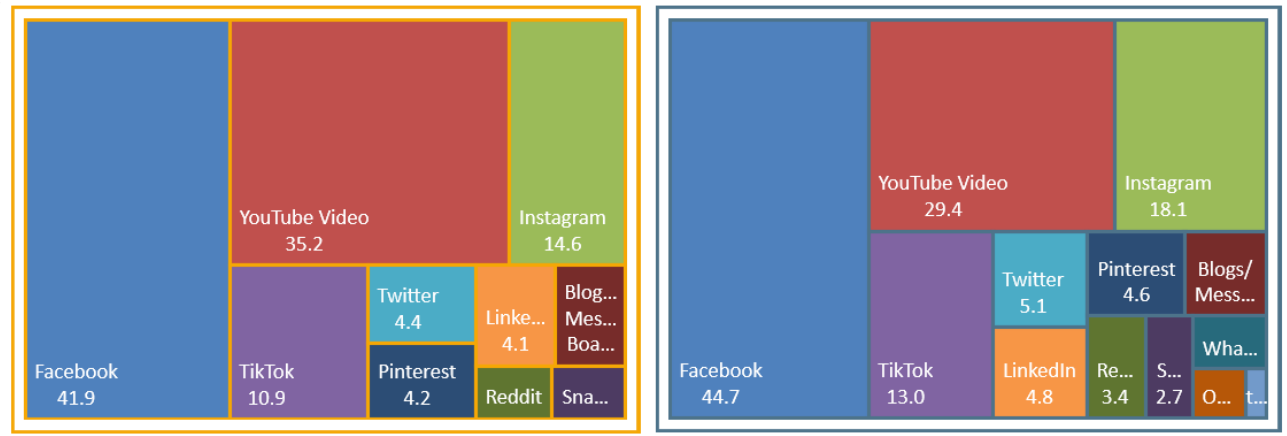
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,244

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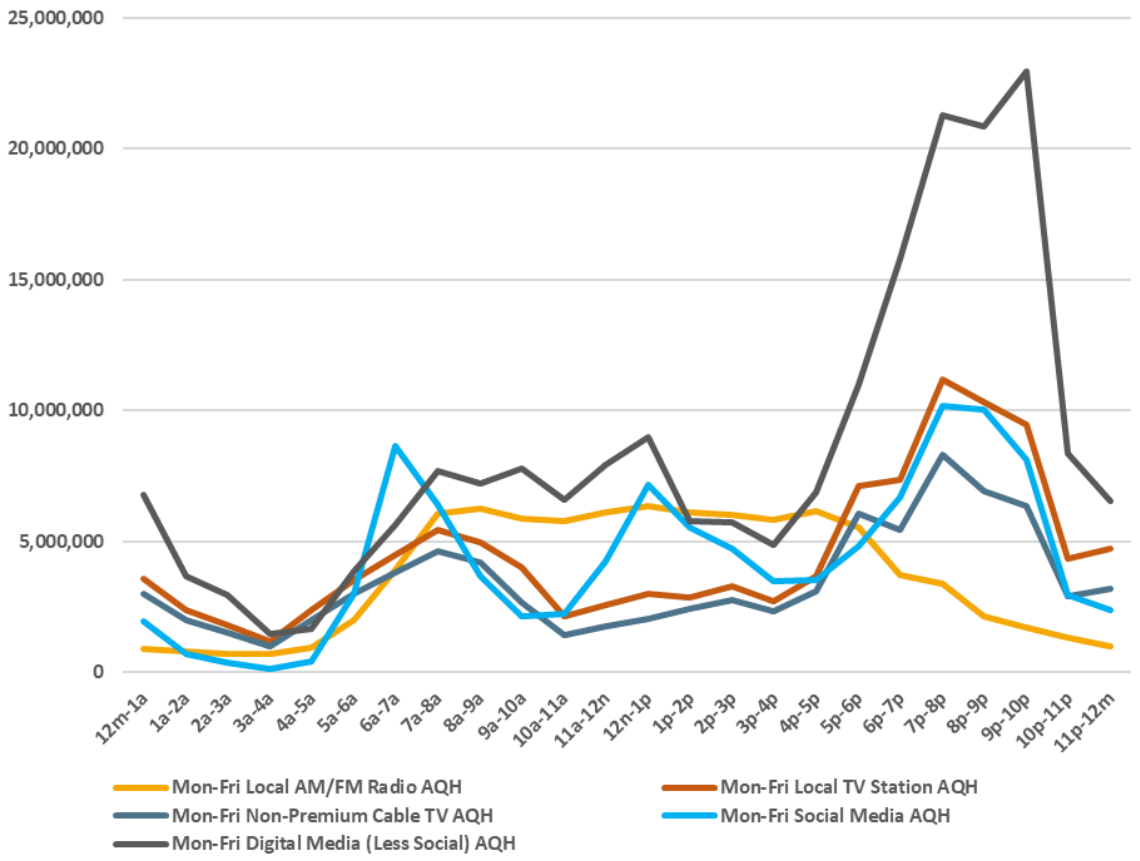
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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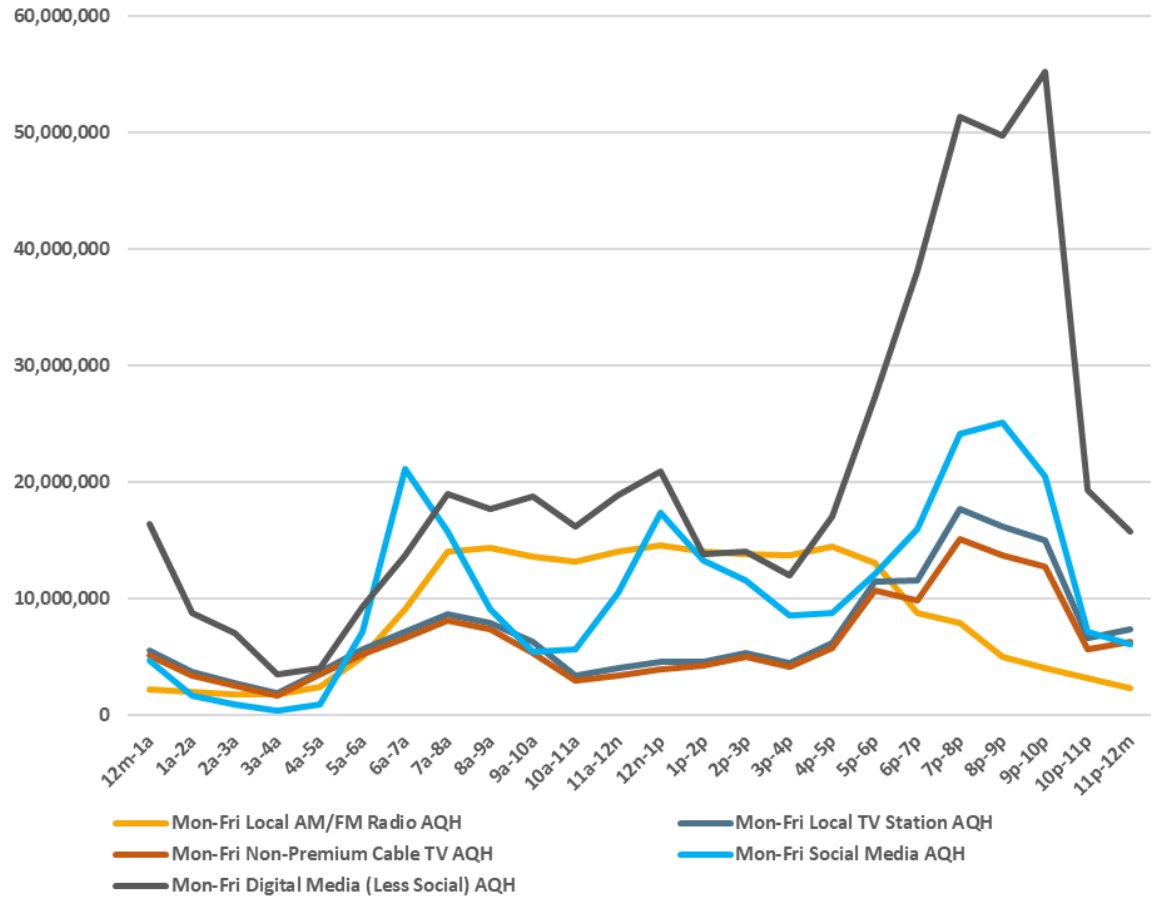
Broadcast TV networks/stations watched past 7 days: Any listed PBS station(s)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,836,754; Local Radio: 5,665,725; Social Media: 4,860,827; Local TV: 4,113,425; Non-Prem. Cable: 3,269,909 reaching Adults 18 or older who Watched Any Listed ABC-TV Stat

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who Watched Any Listed ABC-TV Station(s) in the past 7 days



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,394

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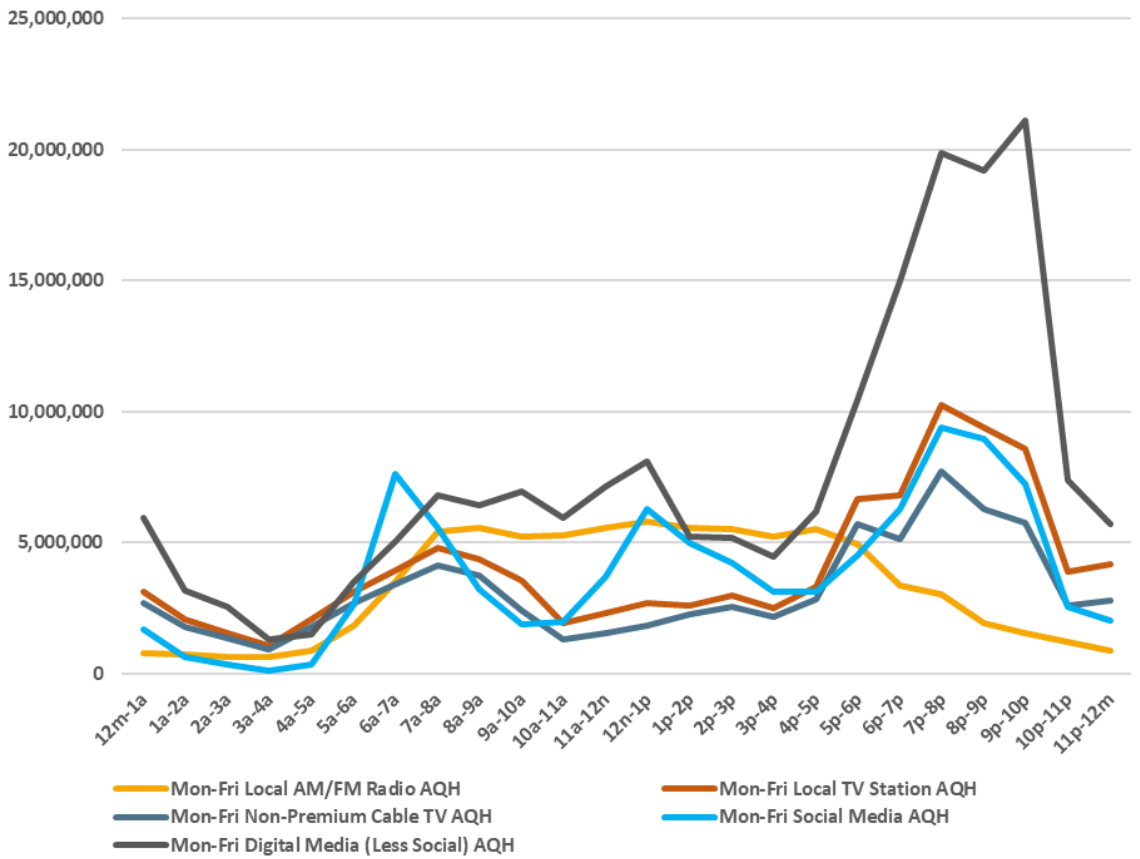
USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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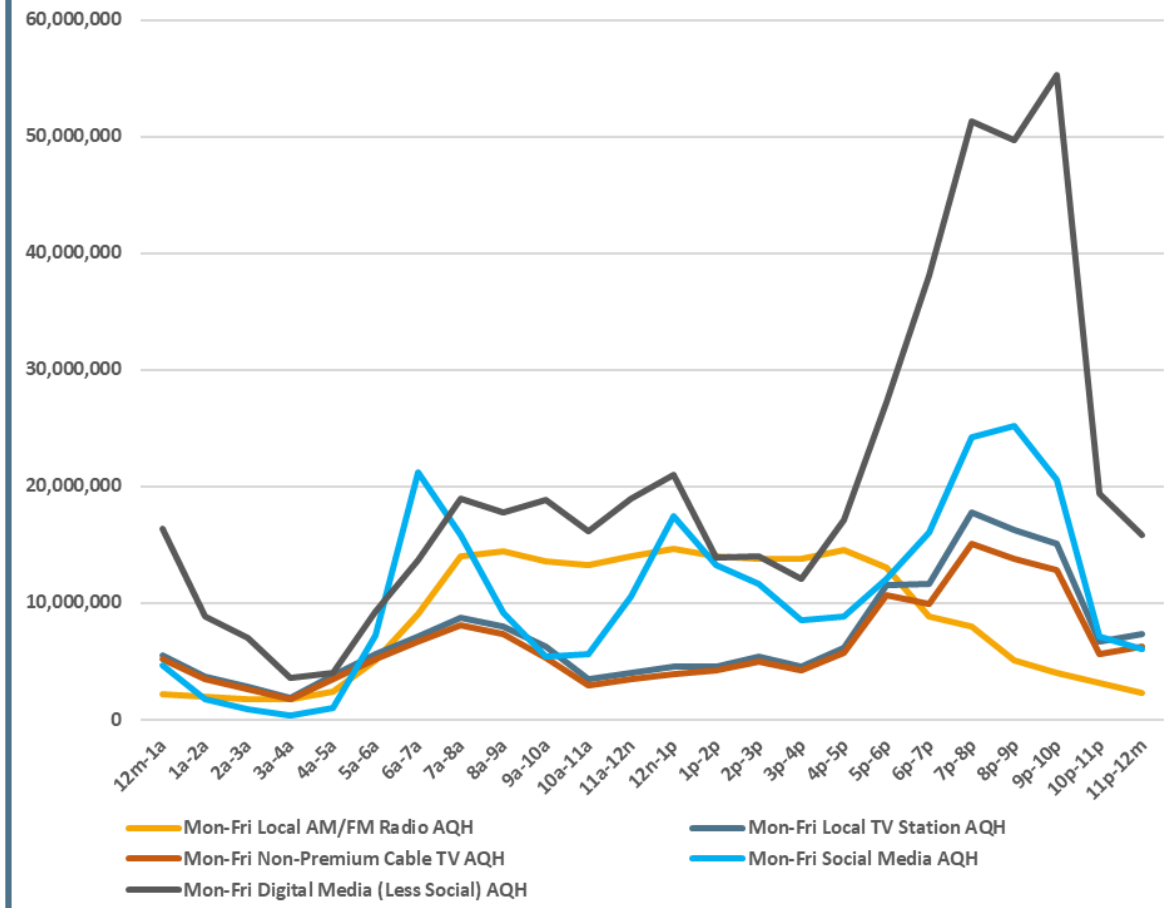
Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,137,369; Local Radio: 5,103,419; Social Media: 4,333,396; Local TV: 3,718,734; Non-Prem. Cable: 2,992,366 reaching Adults 18 or older who Watched Any Listed CBS-TV Stat

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who Watched Any Listed CBS-TV Station(s) in the past 7 days



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,181

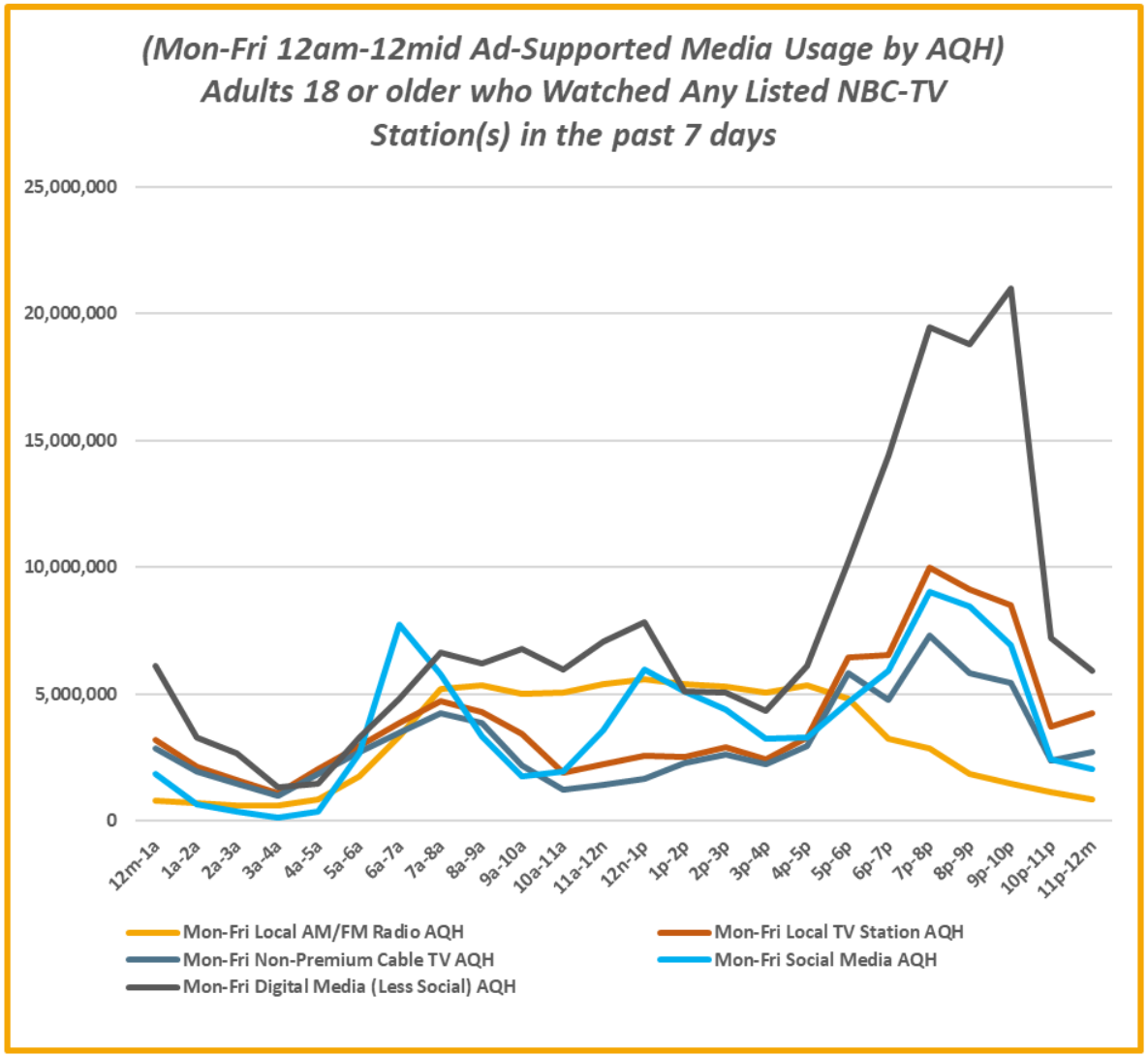
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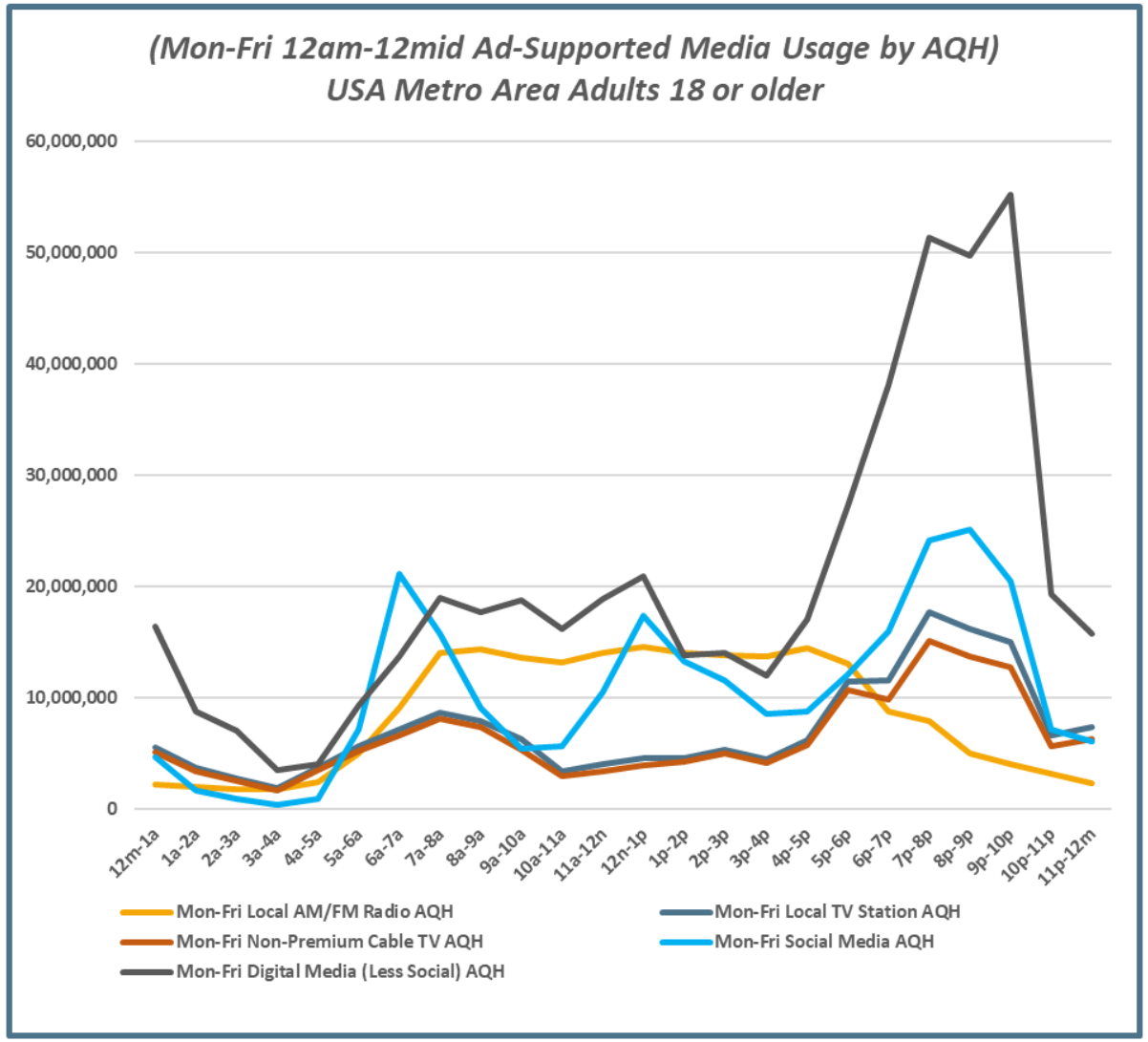
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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Broadcast TV networks/stations watched past 7 days: Any listed CBS station(s)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,958,700; Local Radio: 4,925,541; Social Media: 4,354,046; Local TV: 3,614,427; Non-Prem. Cable: 2,976,287 reaching Adults 18 or older who Watched Any Listed NBC-TV Stat





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,055

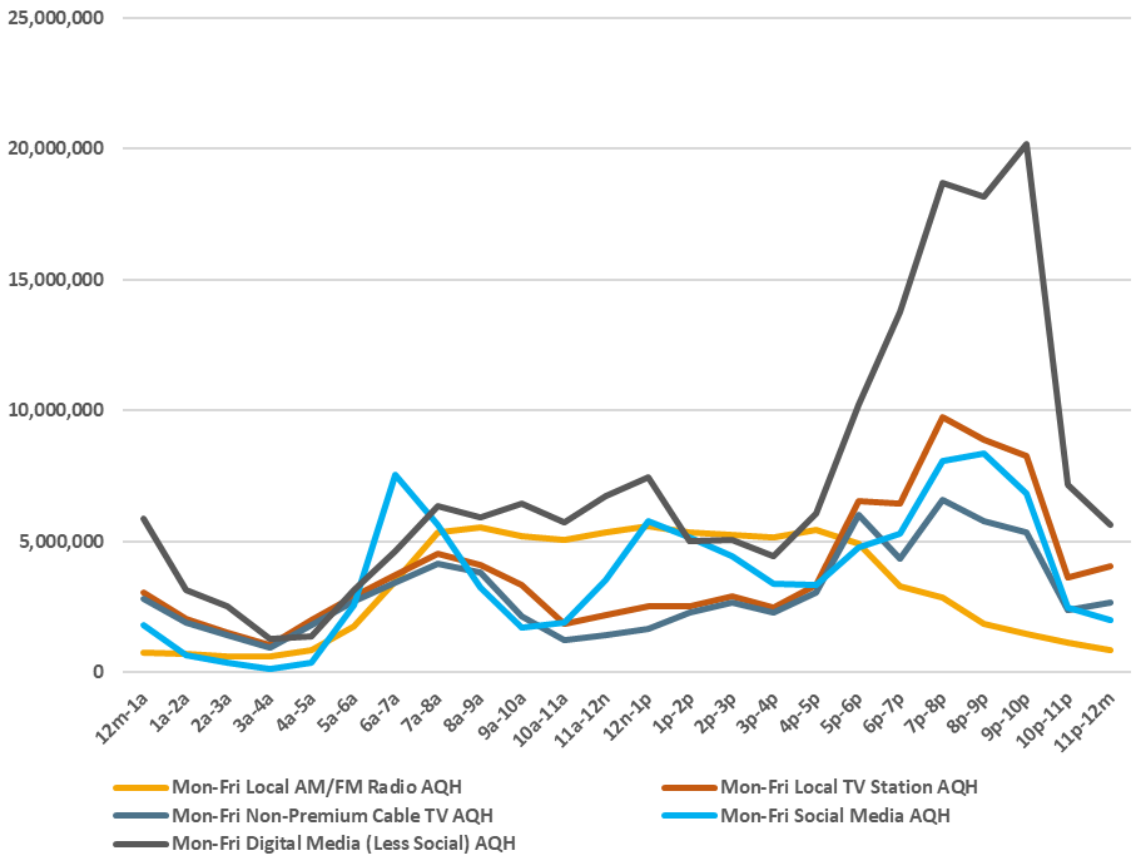
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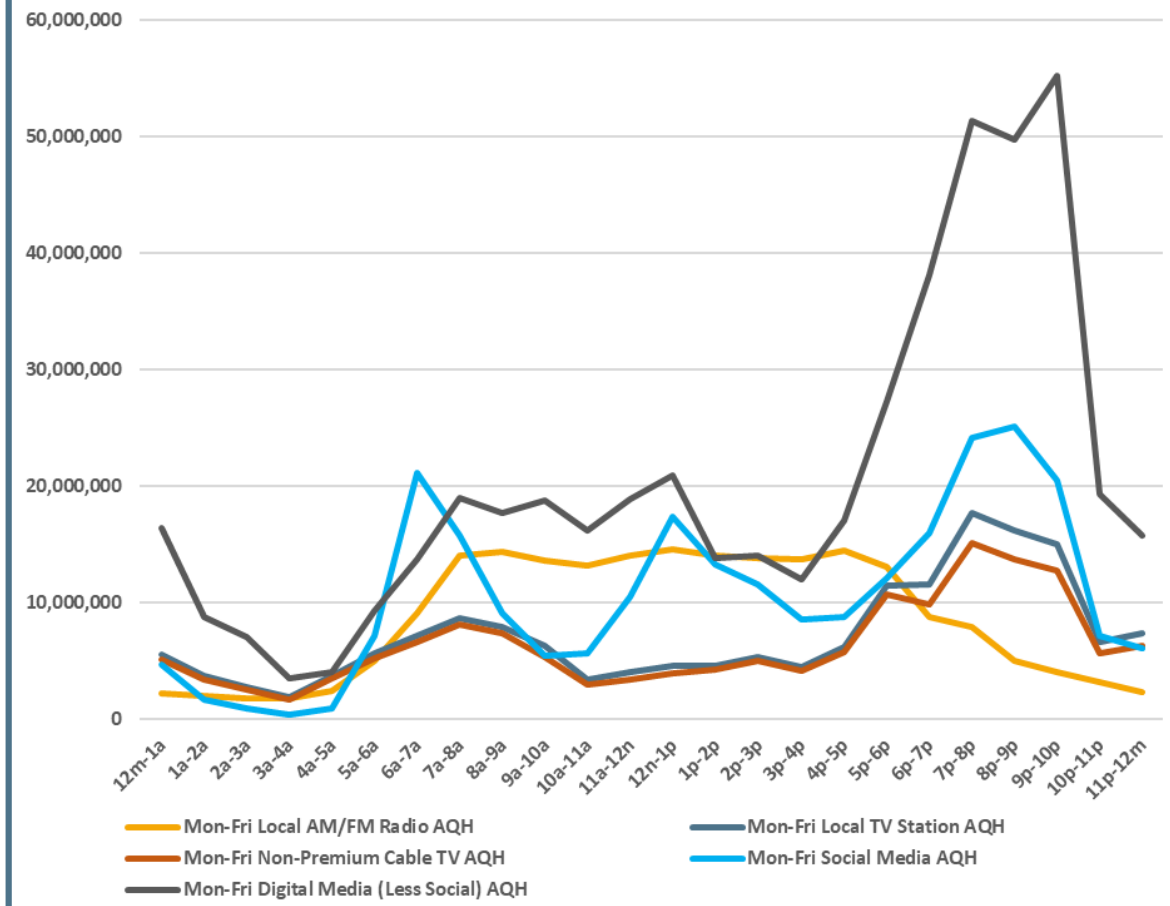
Broadcast TV networks/stations watched past 7 days: Any listed NBC station(s)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,752,453; Local Radio: 4,987,405; Social Media: 4,282,732; Local TV: 3,564,524; Non-Prem. Cable: 2,954,891 reaching Adults 18 or older who Watched Any Listed FOX-TV Stat

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who Watched Any Listed FOX-TV Station(s) in the past 7 days



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 3,727

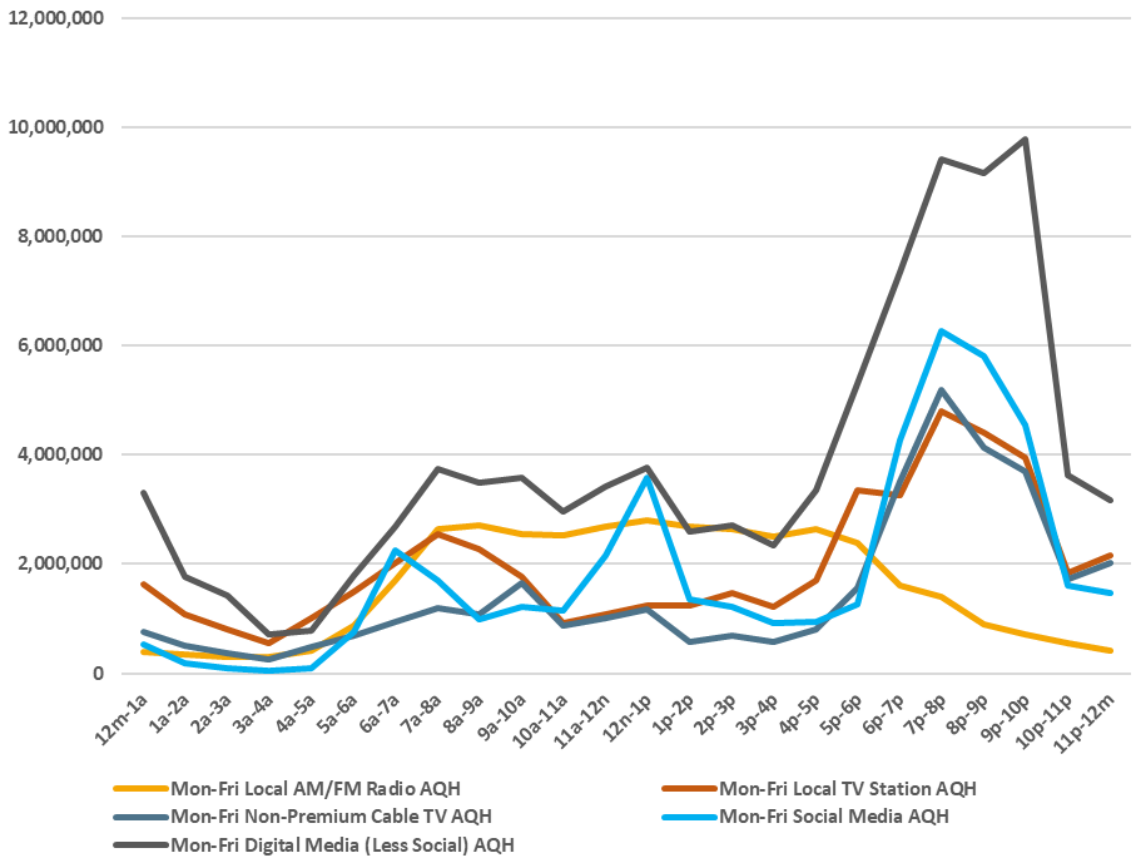
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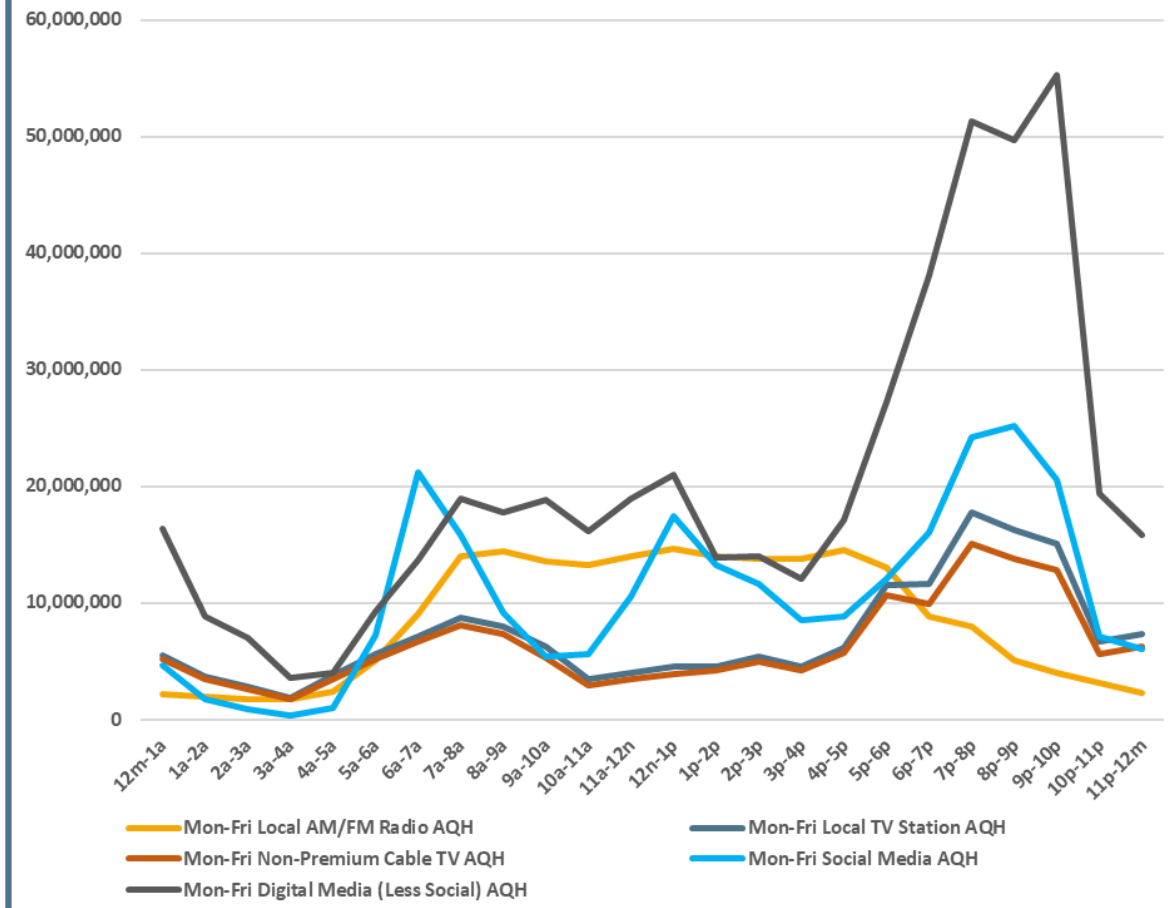
Broadcast TV networks/stations watched past 7 days: Any listed FOX station(s)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,642,305; Local Radio: 2,467,296; Local TV: 1,857,405; Social Media: 1,773,848; Non-Prem. Cable: 1,204,556 reaching Adults 18 or older who Watched Any Listed PBS-TV Stat

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who Watched Any Listed PBS-TV Station(s) in the past 7 days



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,244

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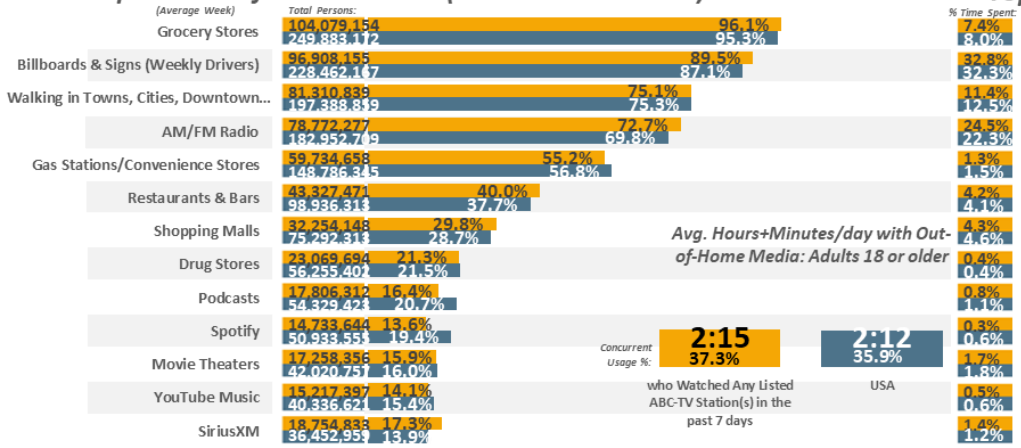
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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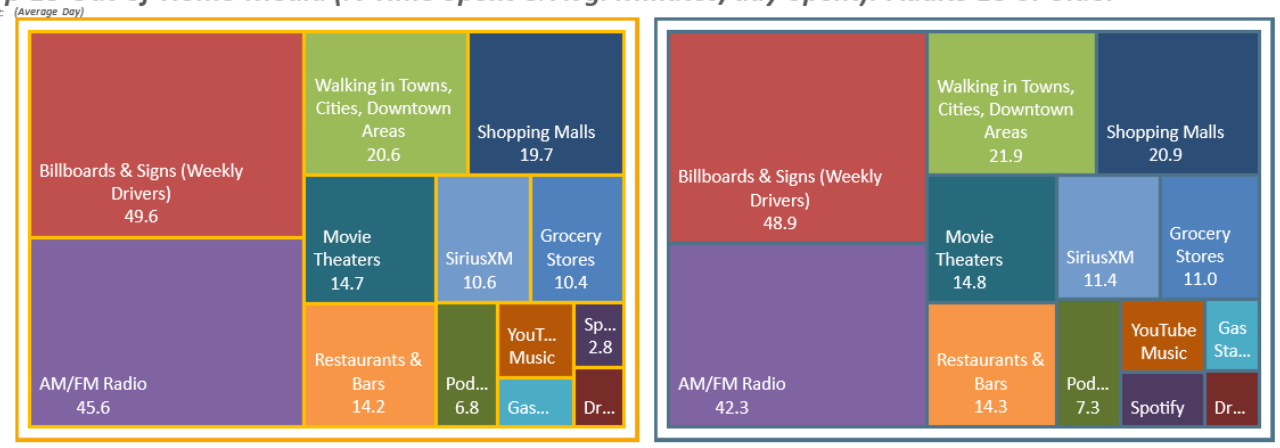
Broadcast TV networks/stations watched past 7 days: Any listed PBS station(s)

96,908,155 or 89.5% of Adults 18 or older who Watched Any Listed ABC-TV Station(s) in the past 7 days spend an average of 49.6 minutes per day driving, seeing Billboards and Signs. 68.8% Listen to Local Radio Stations Out-of-Home for an average of 41.7 mi

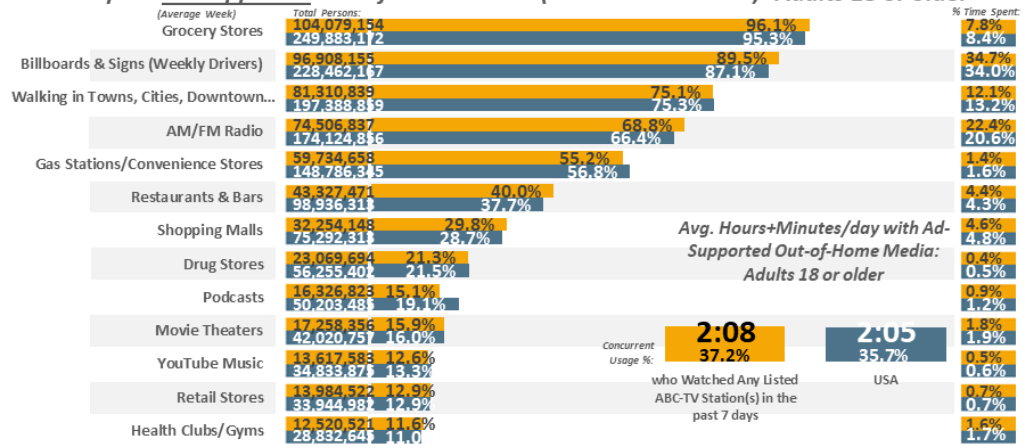
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



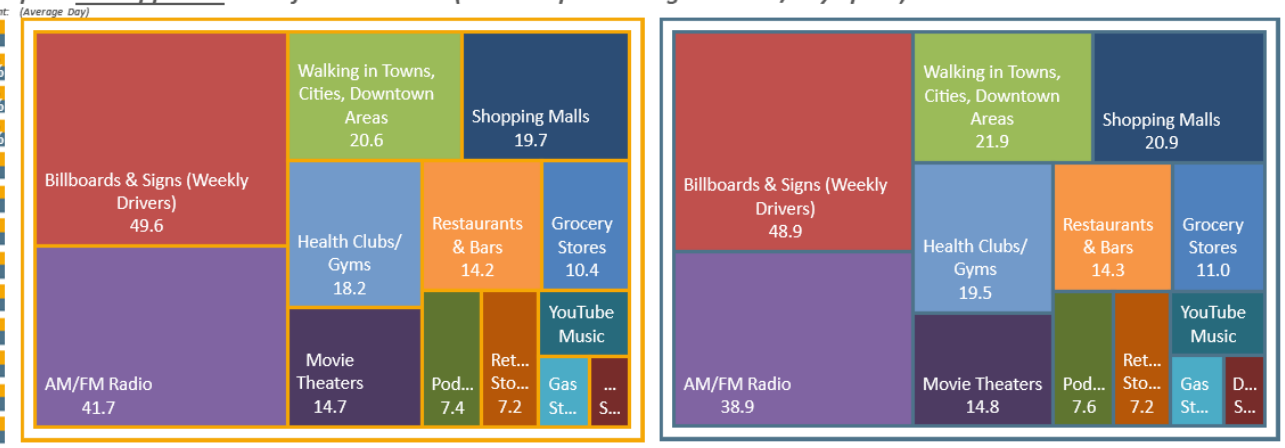
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,394

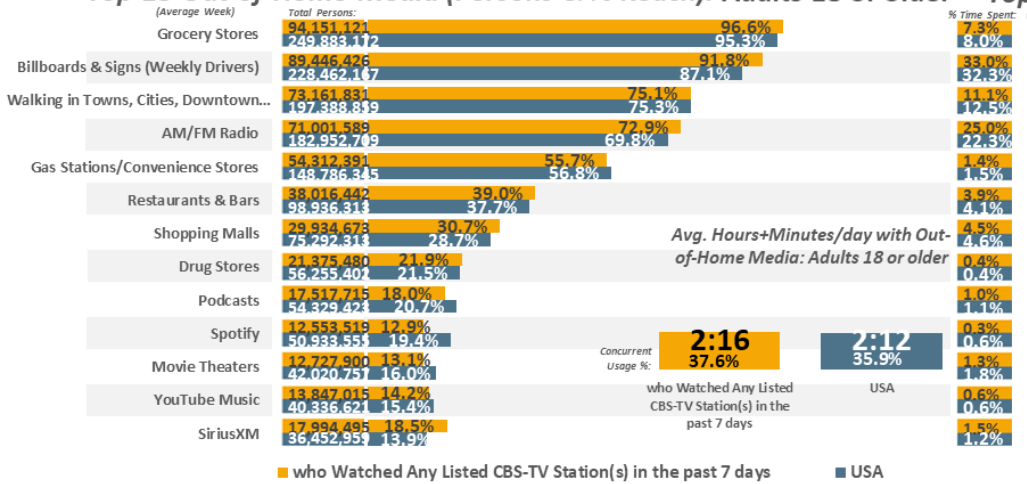
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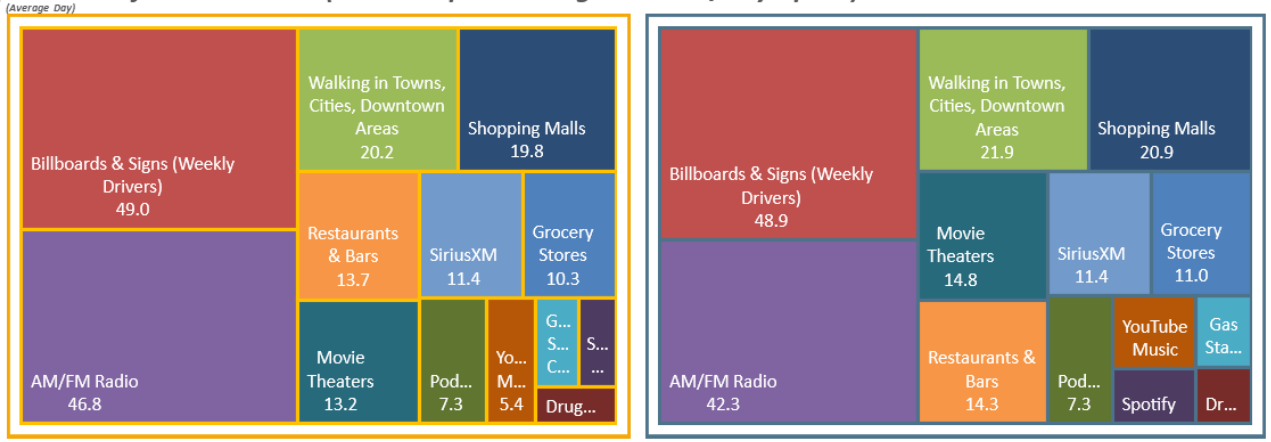
Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)

89,446,426 or 91.8% of Adults 18 or older who Watched Any Listed CBS-TV Station(s) in the past 7 days spend an average of 49. minutes per day driving, seeing Billboards and Signs. 68.9% Listen to Local Radio Stations Out-of-Home for an average of 43.1 min

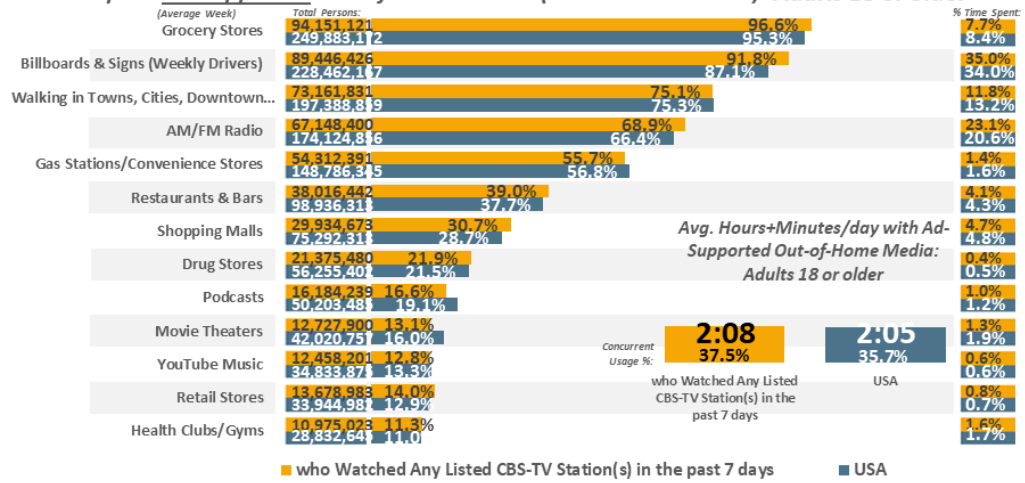
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



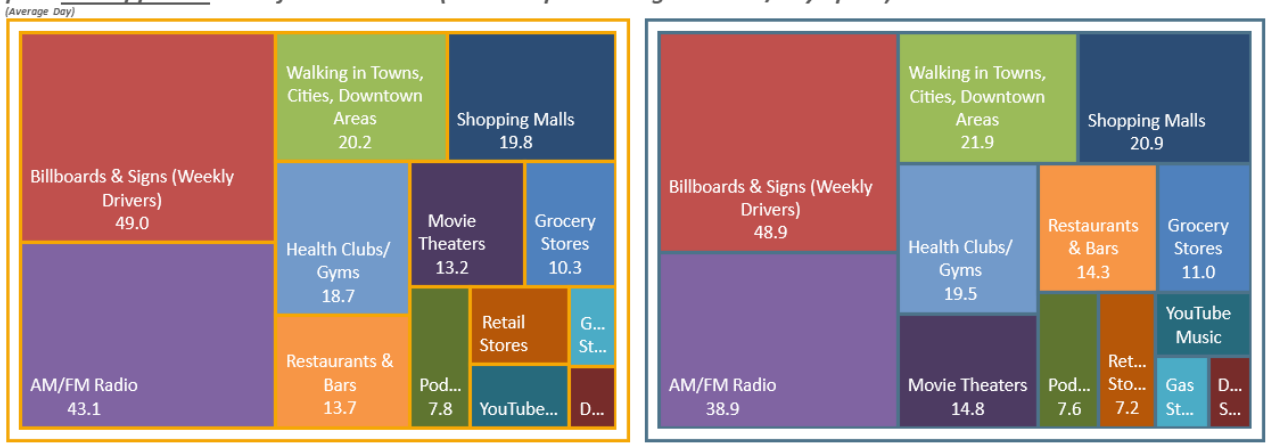
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,181

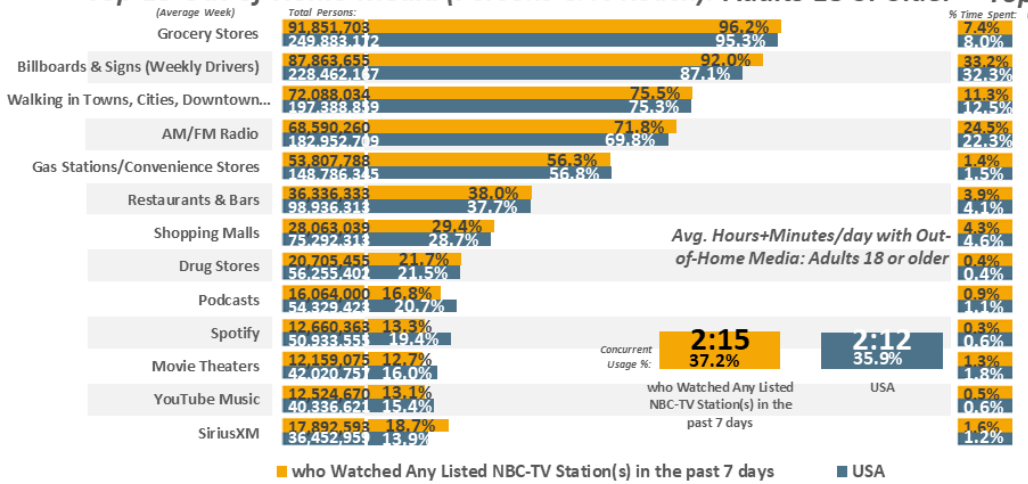
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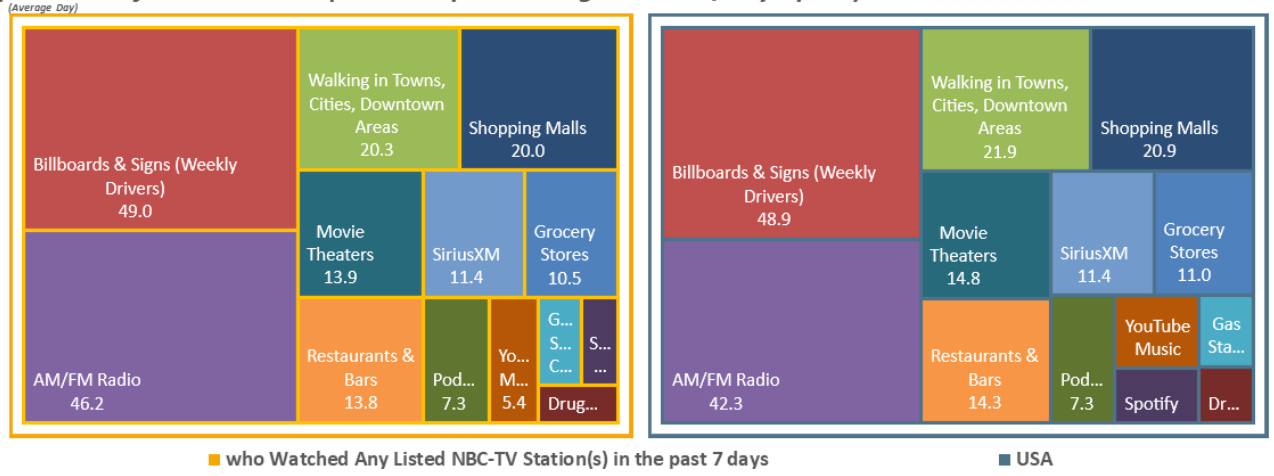
Broadcast TV networks/stations watched past 7 days: Any listed CBS station(s)

87,863,655 or 92.% of Adults 18 or older who Watched Any Listed NBC-TV Station(s) in the past 7 days spend an average of 49. minutes per day driving, seeing Billboards and Signs. 67.8% Listen to Local Radio Stations Out-of-Home for an average of 42.1 minu

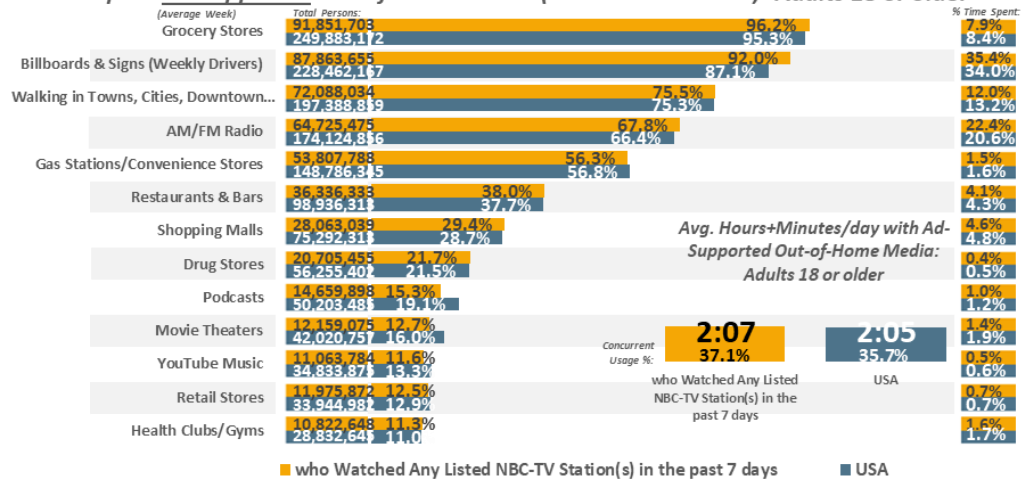
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



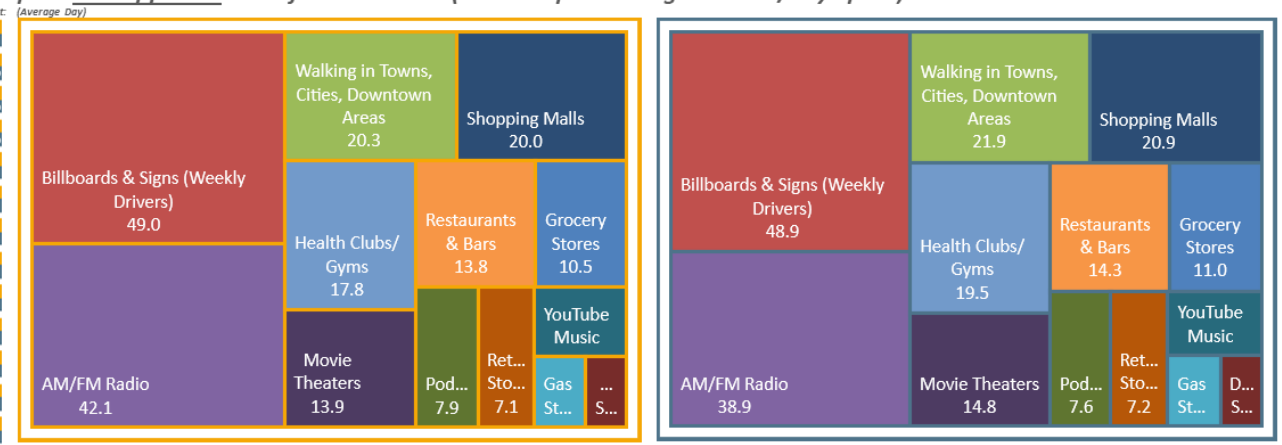
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,055

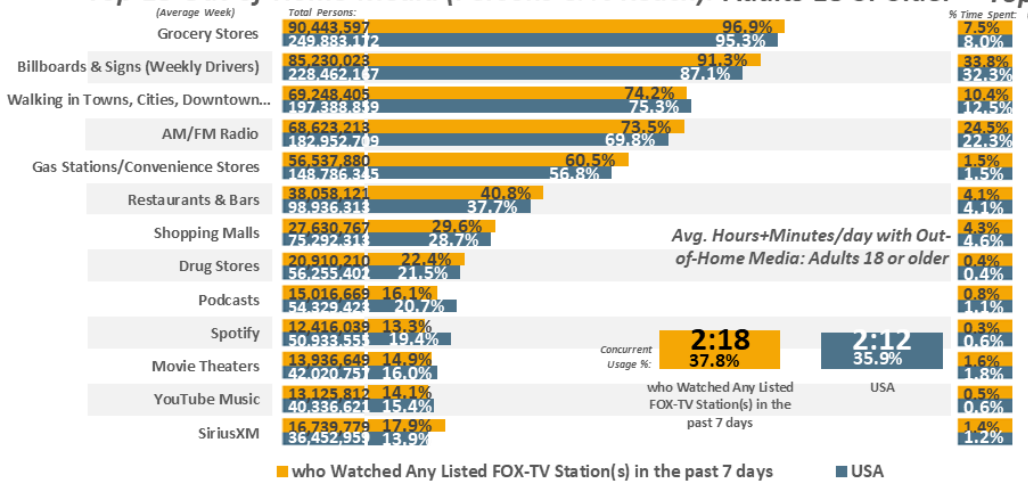
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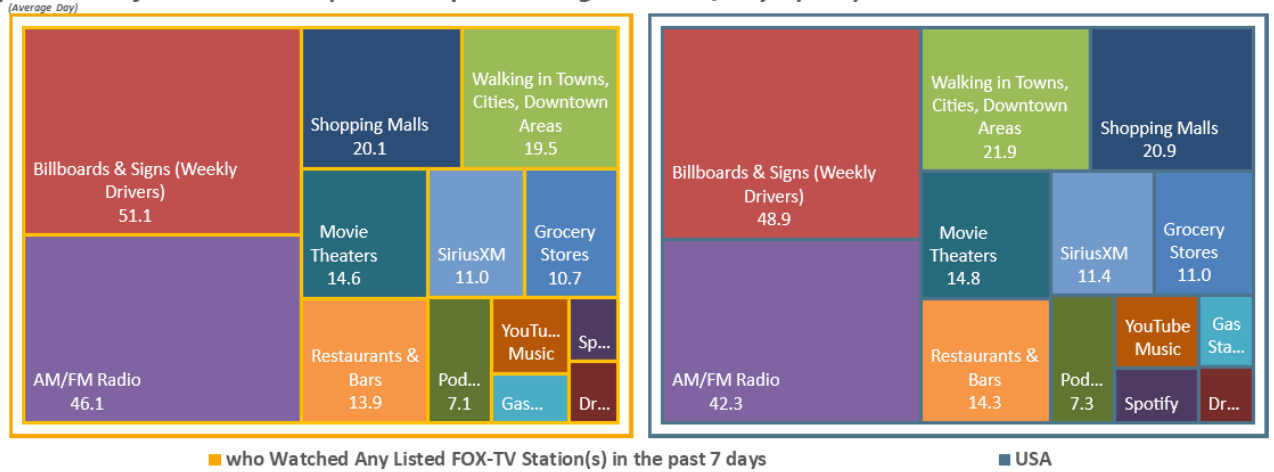
Broadcast TV networks/stations watched past 7 days: Any listed NBC station(s)

85,230,023 or 91.3% of Adults 18 or older who Watched Any Listed FOX-TV Station(s) in the past 7 days spend an average of 51.1 minutes per day driving, seeing Billboards and Signs. 70.% Listen to Local Radio Stations Out-of-Home for an average of 43.3 min

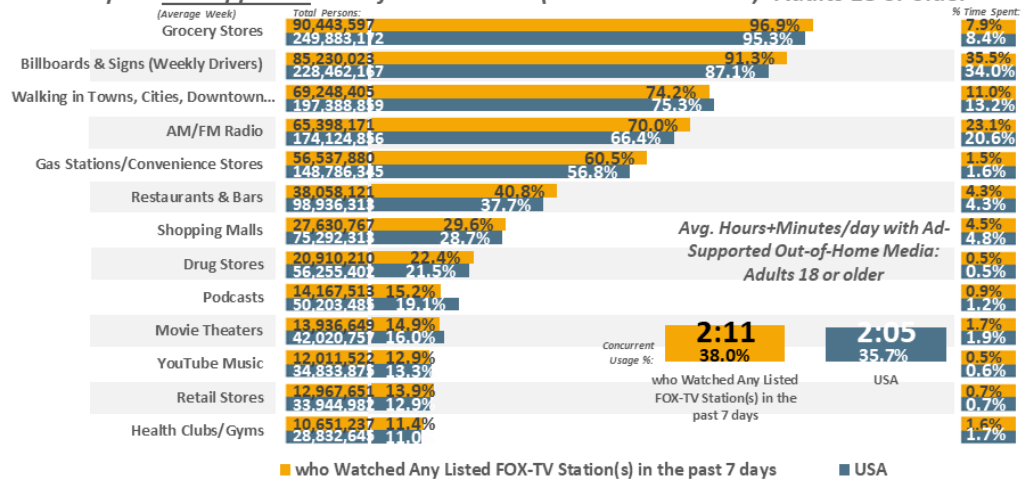
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



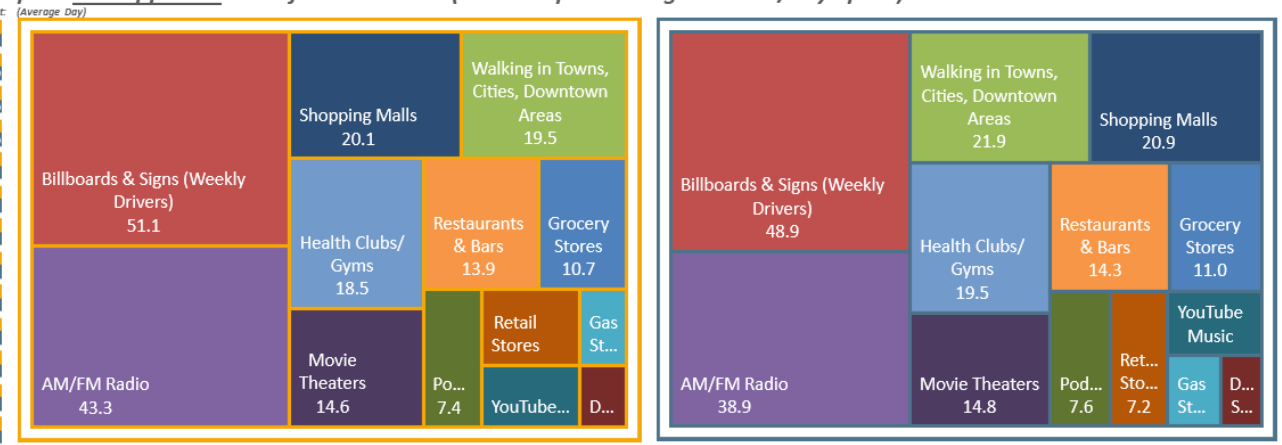
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 3,727

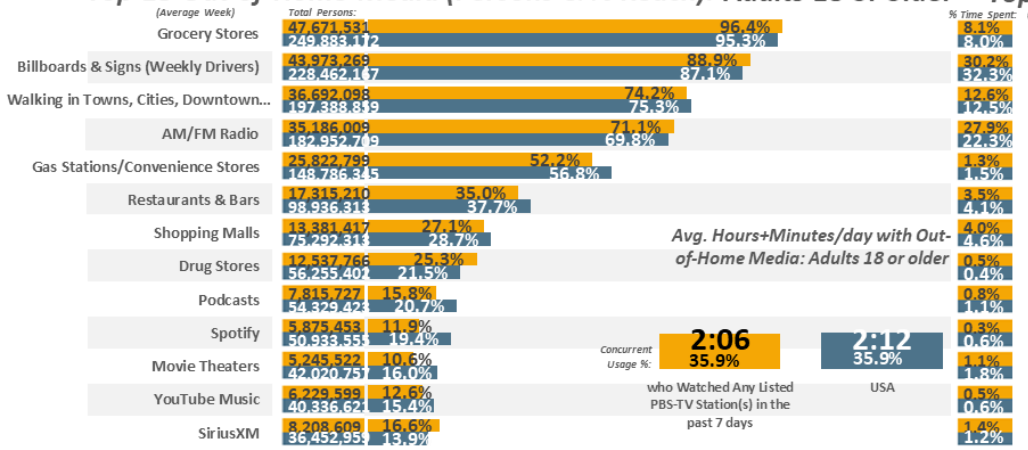
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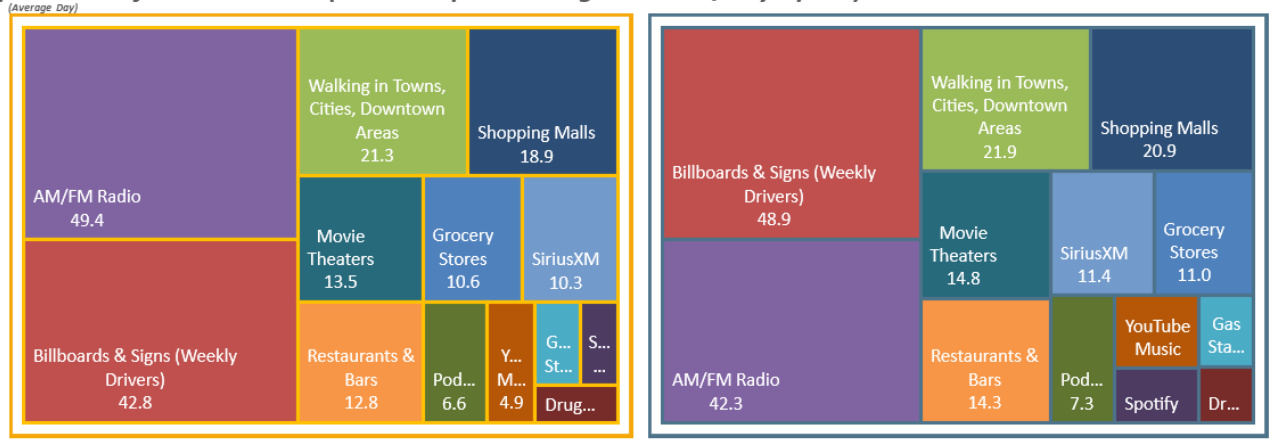
Broadcast TV networks/stations watched past 7 days: Any listed FOX station(s)

43,973,269 or 88.9% of Adults 18 or older who Watched Any Listed PBS-TV Station(s) in the past 7 days spend an average of 42.8 minutes per day driving, seeing Billboards and Signs. 65.4% Listen to Local Radio Stations Out-of-Home for an average of 41.9 mi

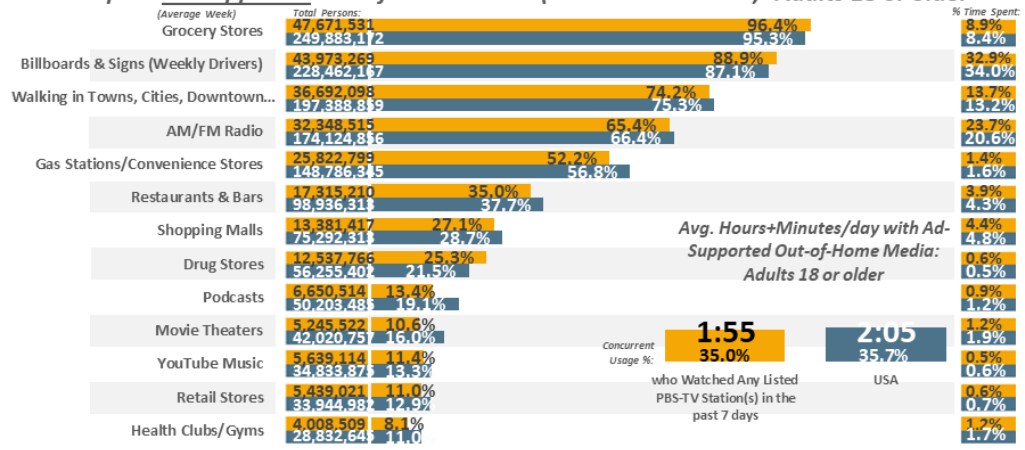
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



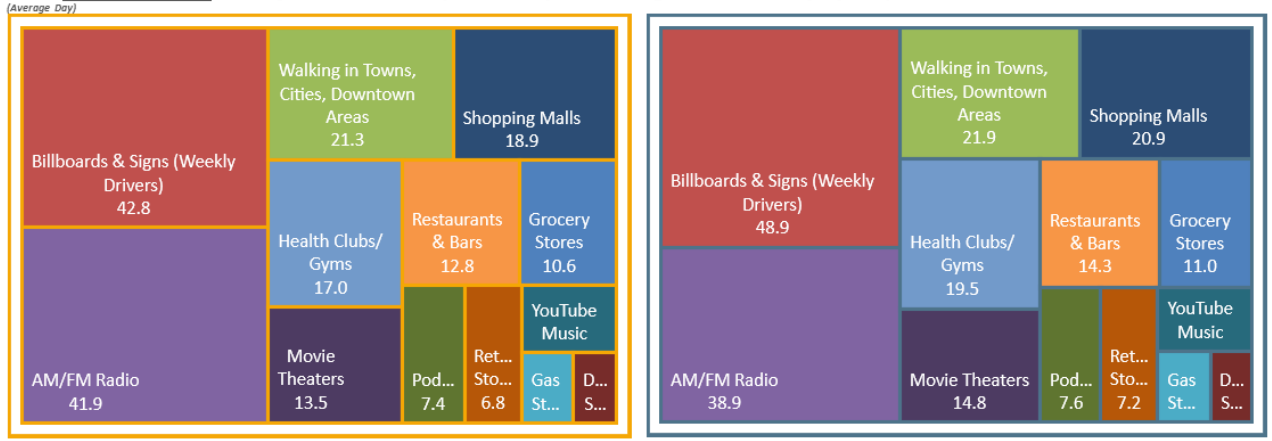
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

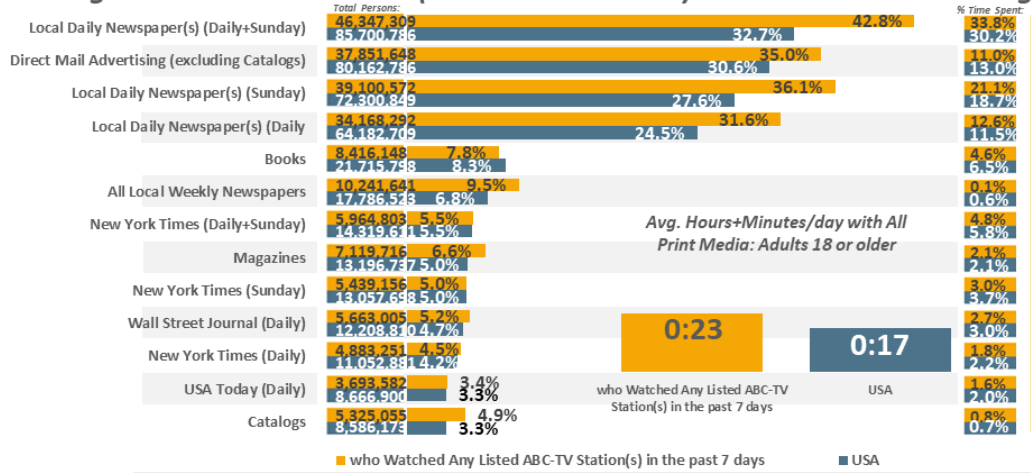


USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,244
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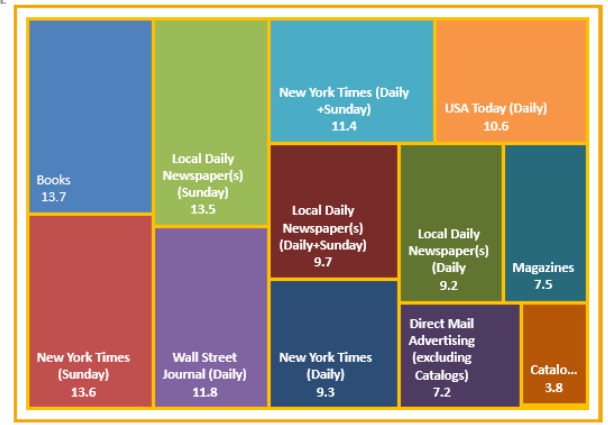
Broadcast TV networks/stations watched past 7 days: Any listed PBS station(s)

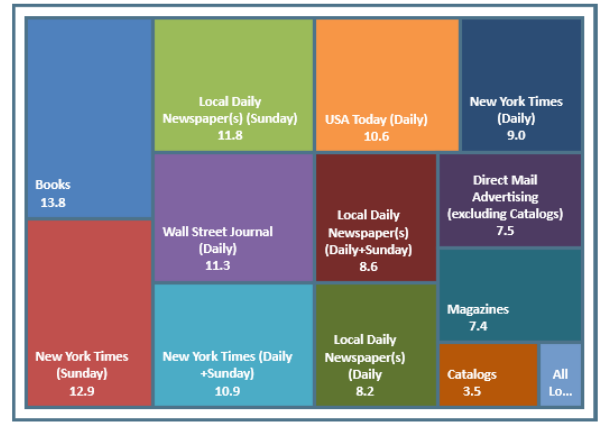
46,347,309 or 42.8% of Adults 18 or older who Watched Any Listed ABC-TV Station(s) in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 35.4% of all time spent daily with All forms of Print

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

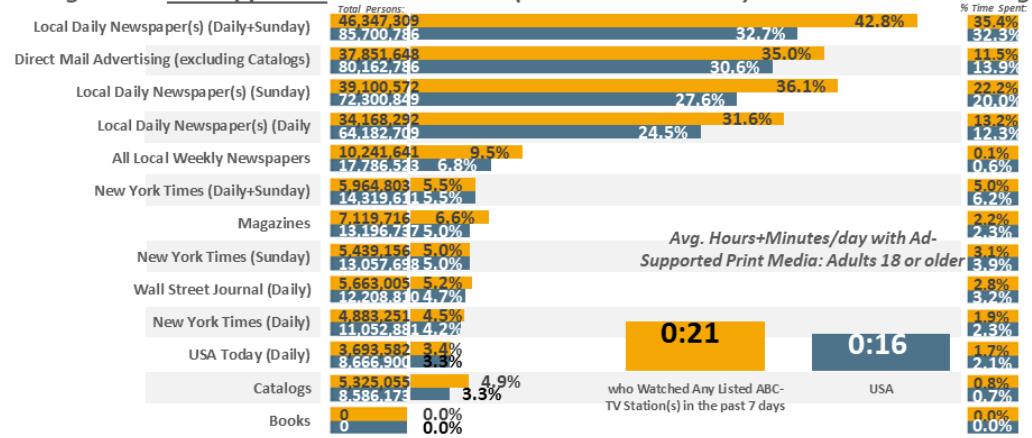


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

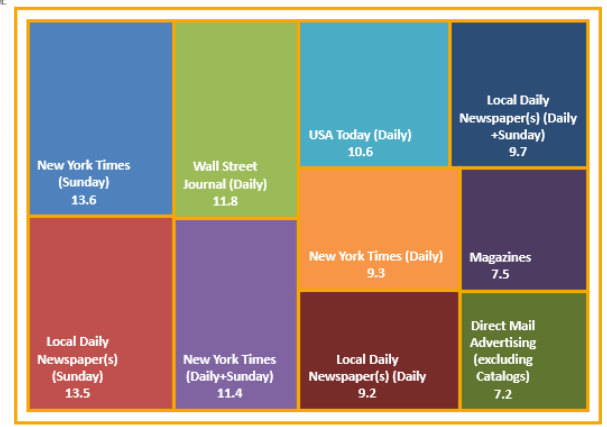


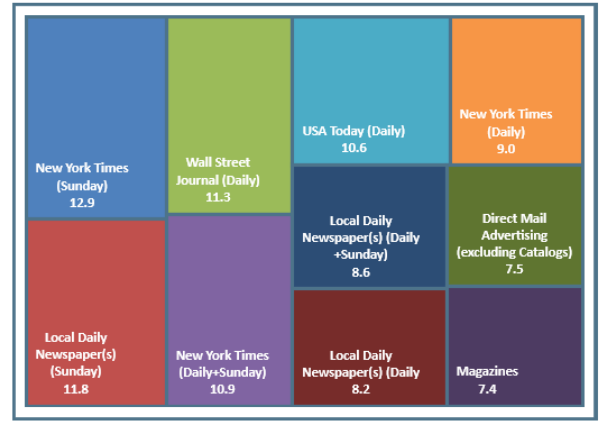


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,394

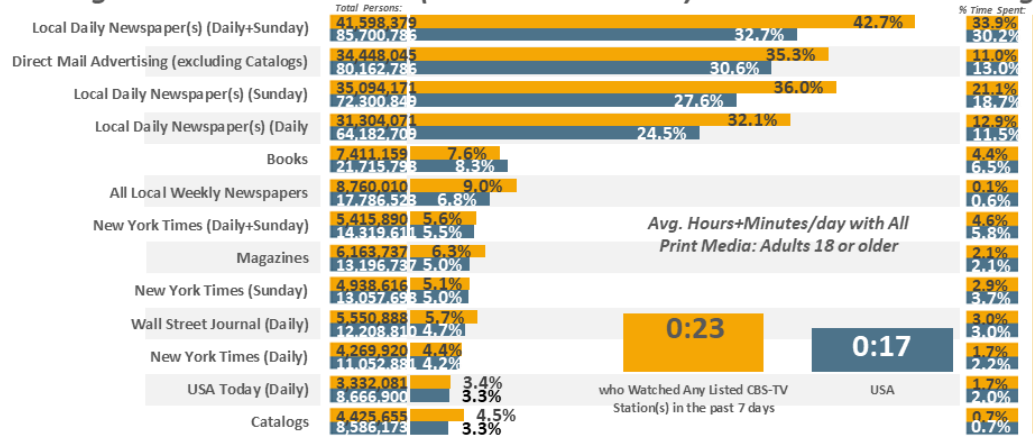
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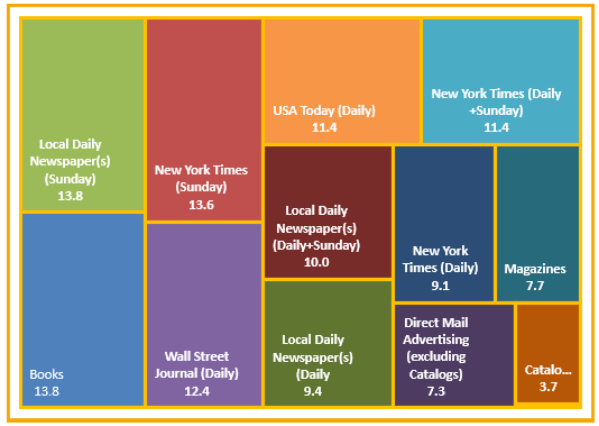
Broadcast TV networks/stations watched past 7 days: Any listed ABC station(s)

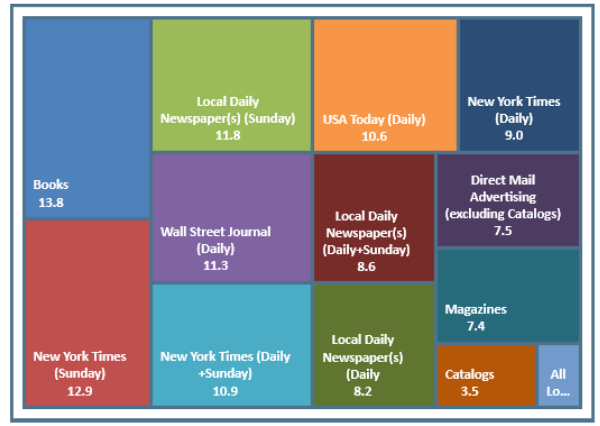
41,598,379 or 42.7% of Adults 18 or older who Watched Any Listed CBS-TV Station(s) in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 35.5% of all time spent daily with All forms of Print

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

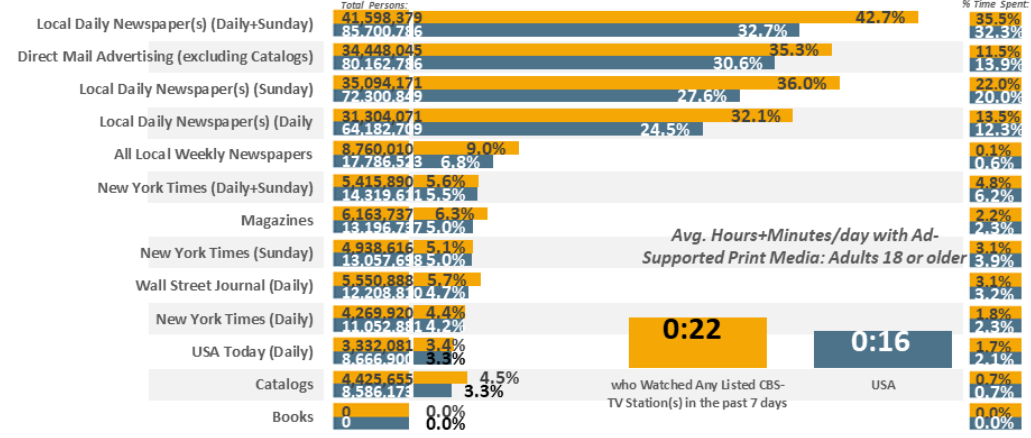


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

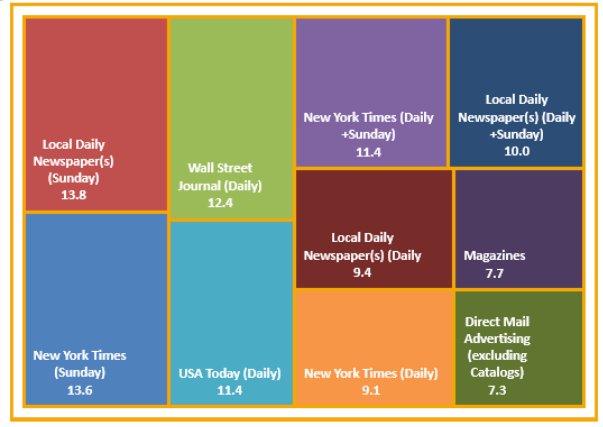


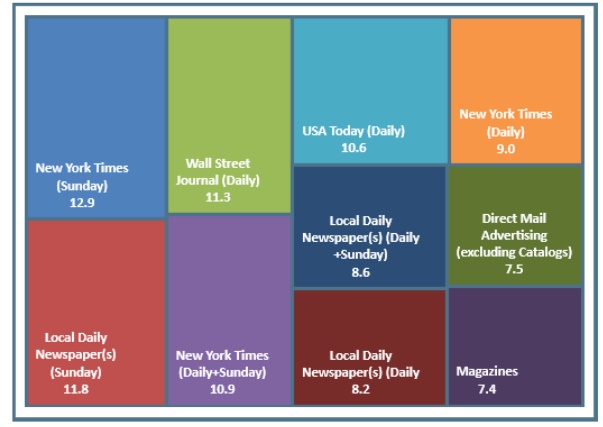


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,181

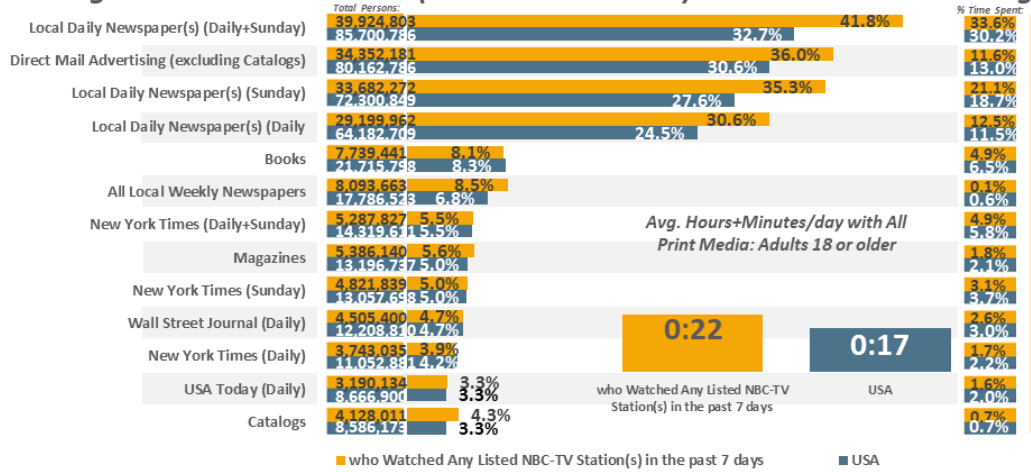
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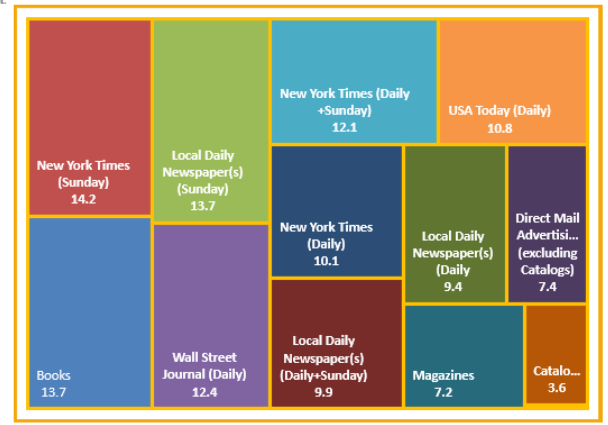
Broadcast TV networks/stations watched past 7 days: Any listed CBS station(s)

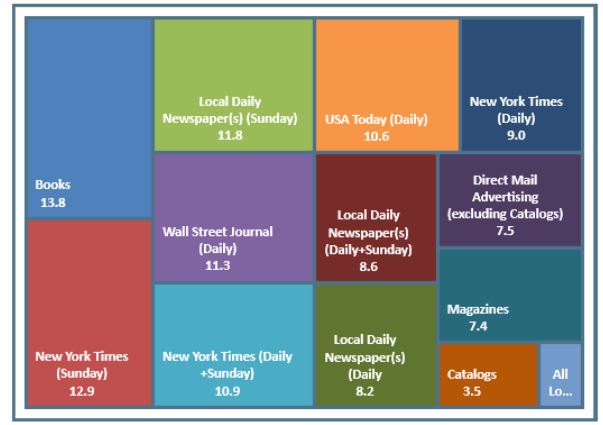
39,924,803 or 41.8% of Adults 18 or older who Watched Any Listed NBC-TV Station(s) in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 35.3% of all time spent daily with All forms of Print

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

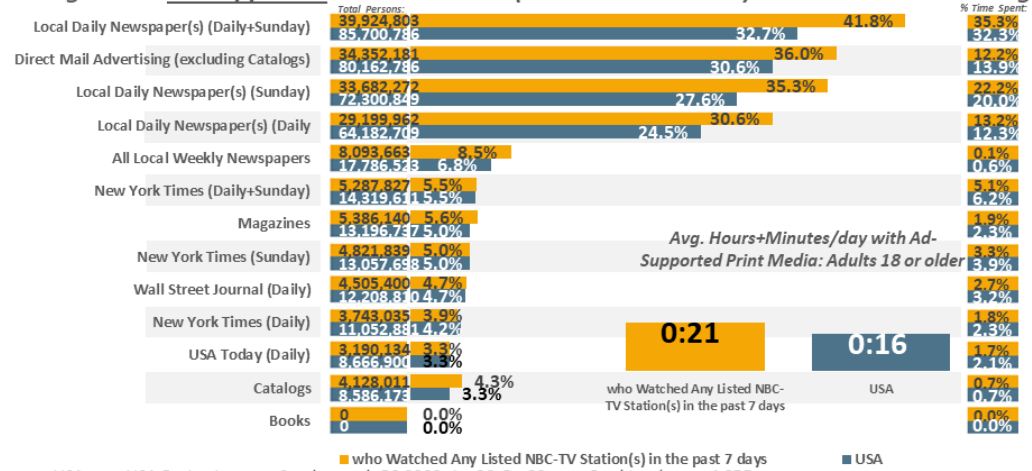


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

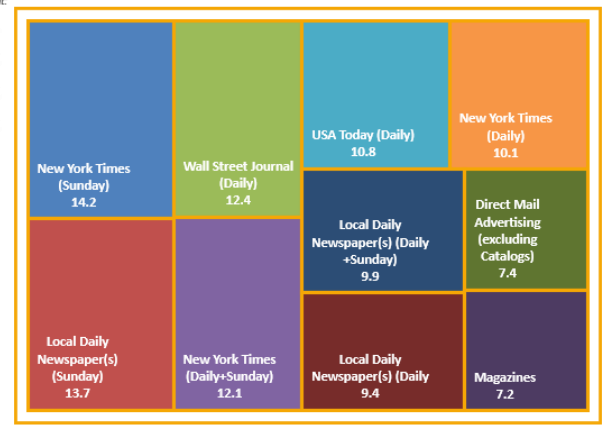


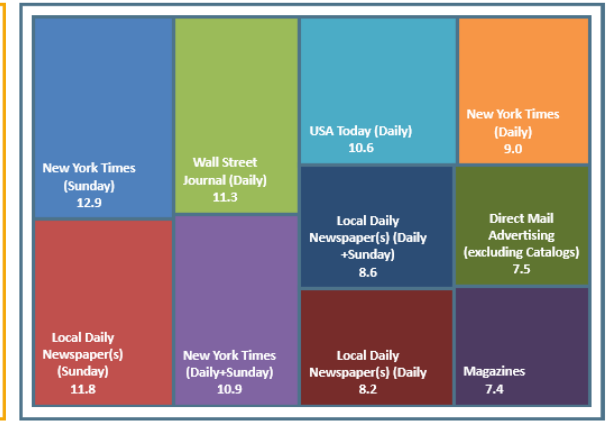


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,055

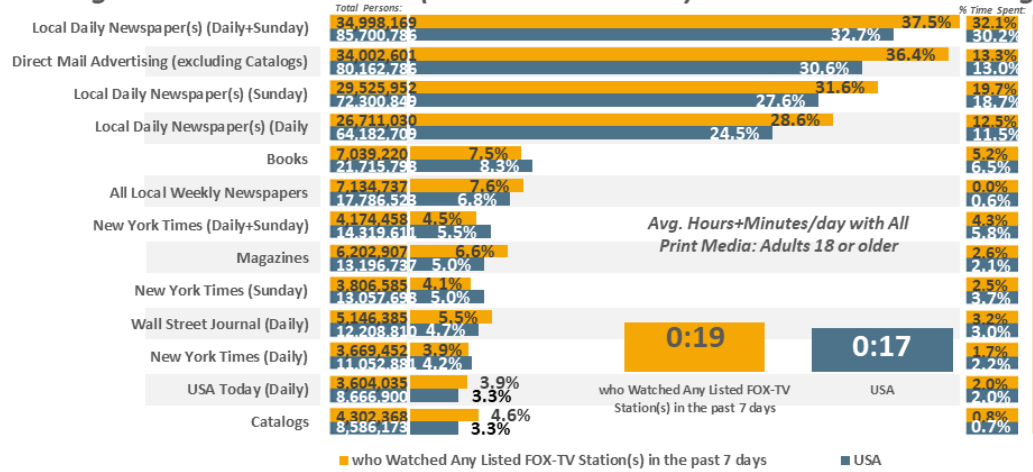
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Broadcast TV networks/stations watched past 7 days: Any listed NBC station(s)

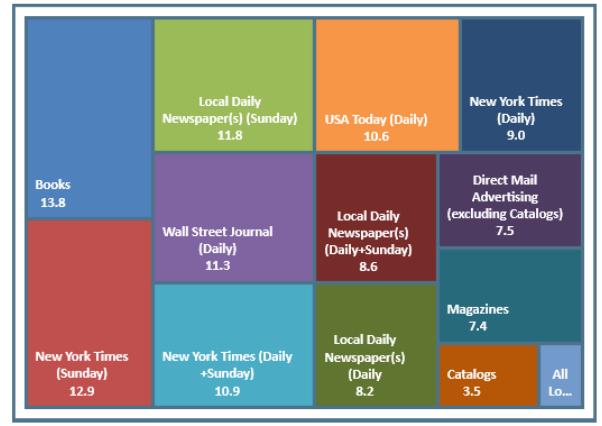
34,998,169 or 37.5% of Adults 18 or older who Watched Any Listed FOX-TV Station(s) in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 33.9% of all time spent daily with All forms of Print

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



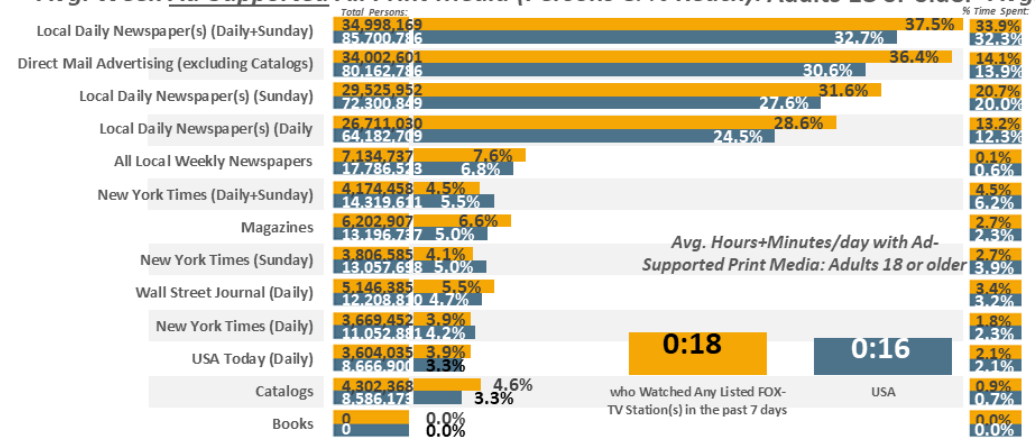
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





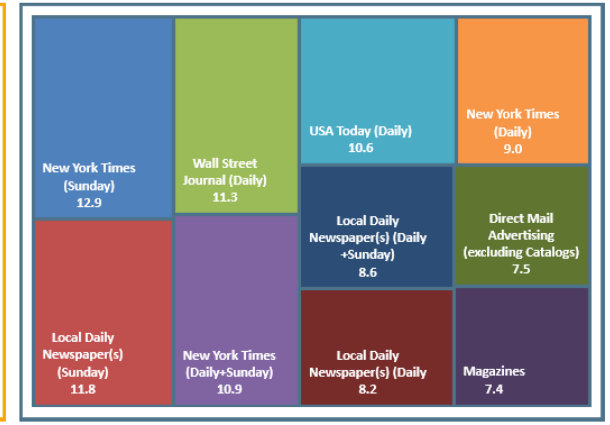
who Watched Any Listed FOX-TV Station(s) in the past 7 days USA

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





who Watched Any Listed FOX-TV Station(s) in the past 7 days USA

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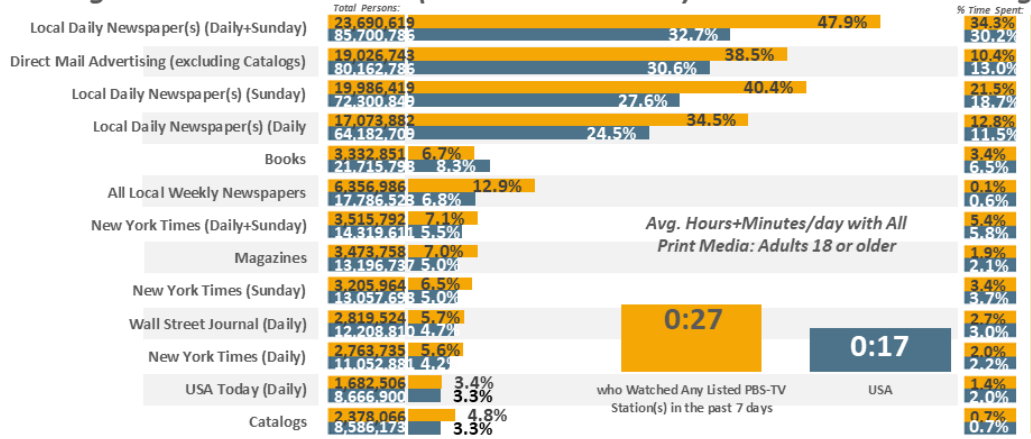
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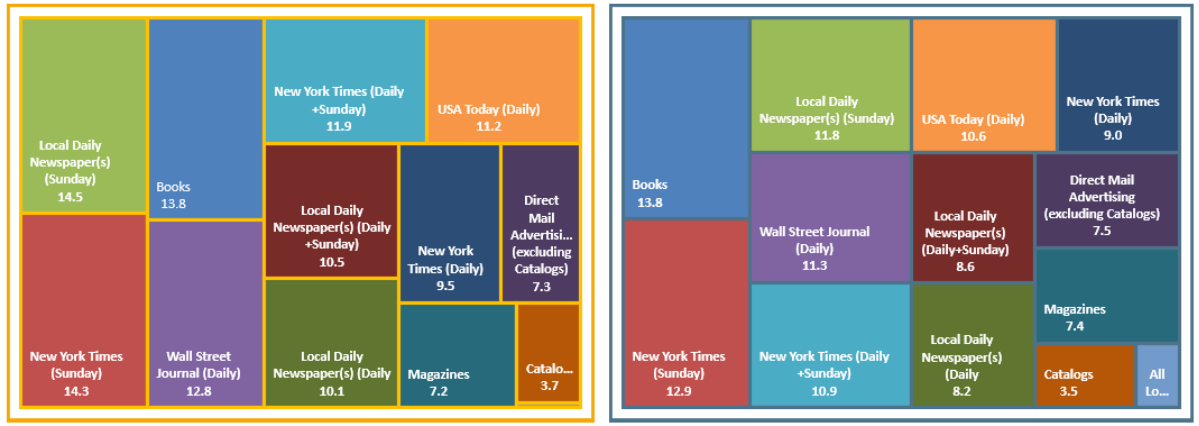
Broadcast TV networks/stations watched past 7 days: Any listed FOX station(s)

23,690,619 or 47.9% of Adults 18 or older who Watched Any Listed PBS-TV Station(s) in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.5 minutes every day representing 35.6% of all time spent daily with All forms of Print

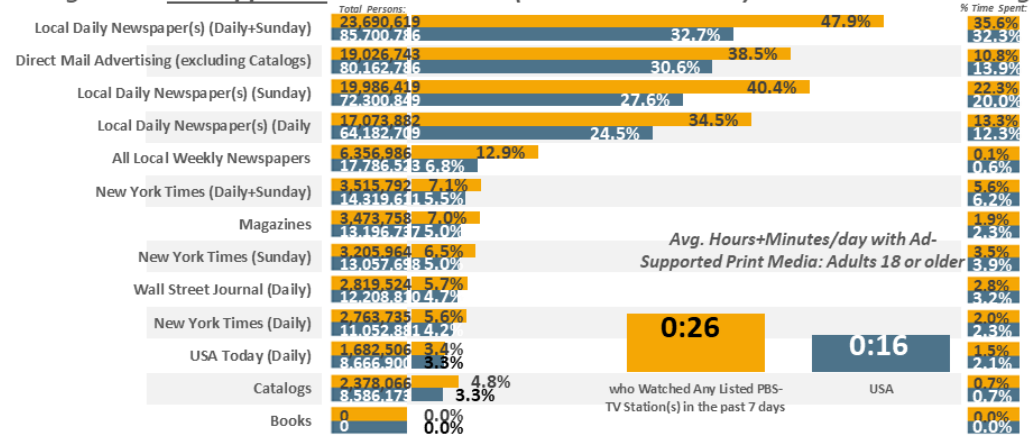
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,244

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Broadcast TV networks/stations watched past 7 days: Any listed PBS station(s)