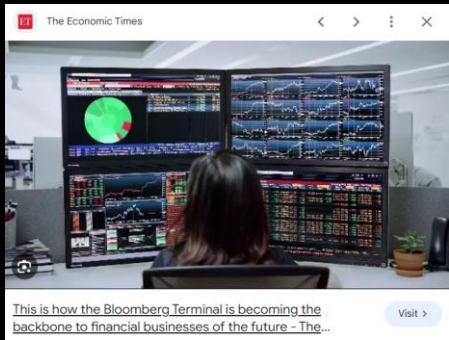


USA – YouTube Video Posters vs. TikTok Video Posters



A look at WHO are the FREE Monthly Content Providers to each of these...
“TIME-SPENT-WITH-MEDIA BEASTS”!

Complete Demographic,
Psychographic, and Total
Media Usage Profiles of
BOTH Target Groups.



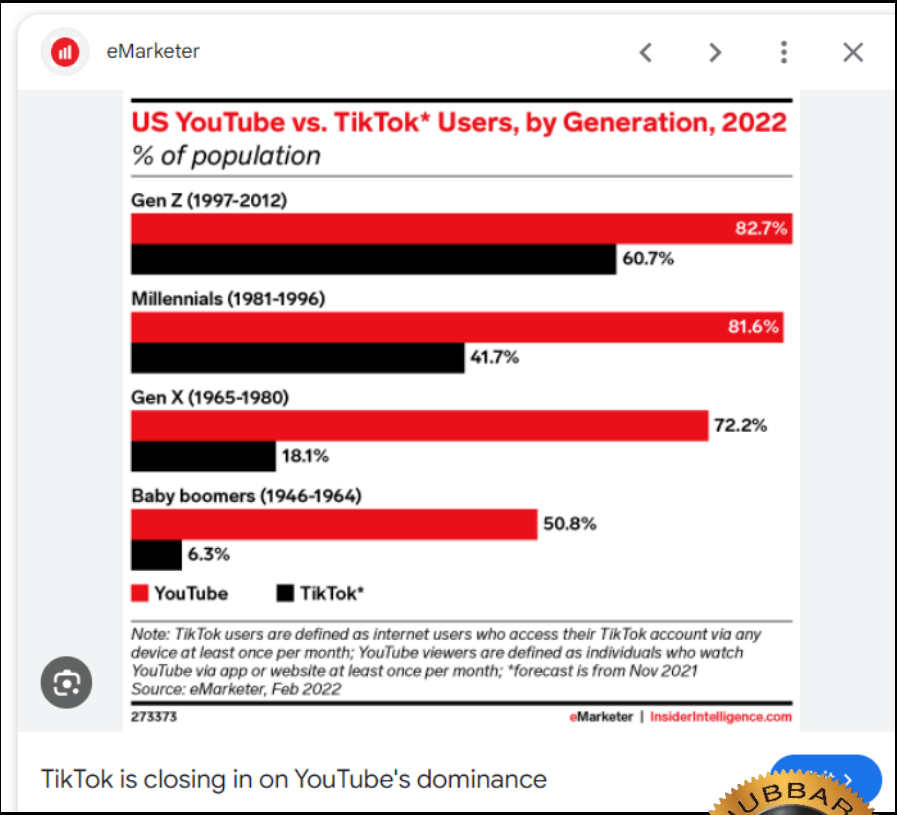
YouTube
Kwan Multimedia · 5:30

YouTube Facebook Instagram TikTok

**WHICH IS BEST TO
UPLOAD YOUR VIDEOS TO?**

YouTube vs Facebook vs Instagram vs TikTok - Which is Best for Your Business?

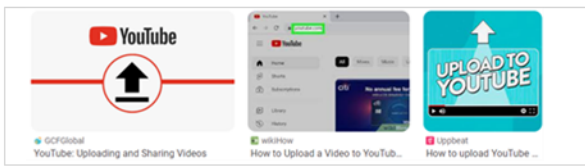
Watch >



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

[[Social media activities done past 30 days: Post/share videos AND Video streaming services used past 30 days: YouTube (free)]] [[Social media activities done past 30 days: Post/share videos AND Apps or websites used or visited past 30 days: Social media: TikTok]]





15.5% or 40,510,835 of USA Adults 18 or older post or share one or more YouTube Videos every month. Typical Adults 18 or older who post or share one or more YouTube Videos every month are 40.1 years old (16.9% younger than average) and have a \$89,453 (.3% lower than average) annual household income.

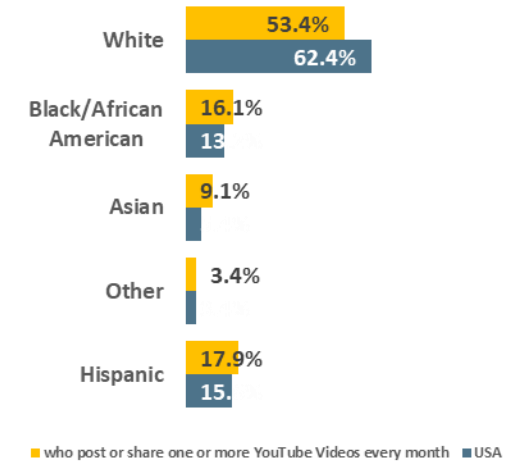
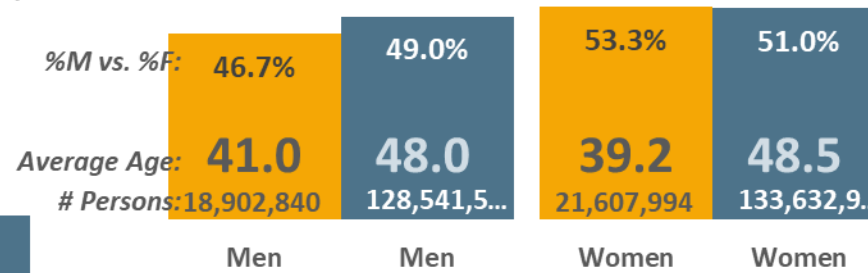
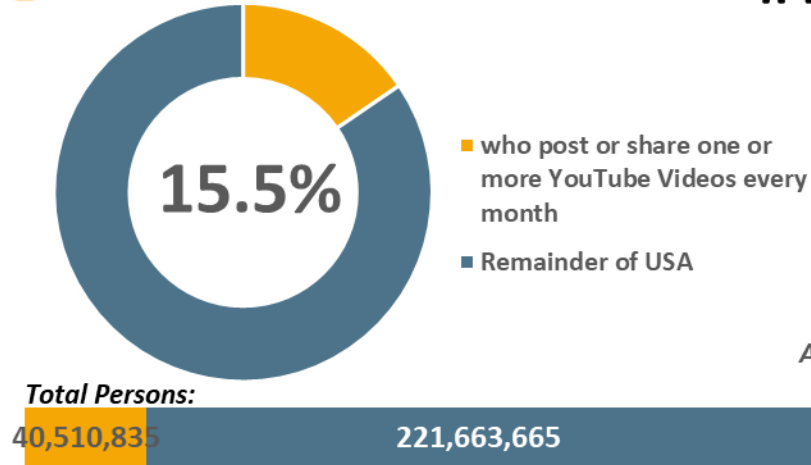


Percent of Market: Adults 18 or older

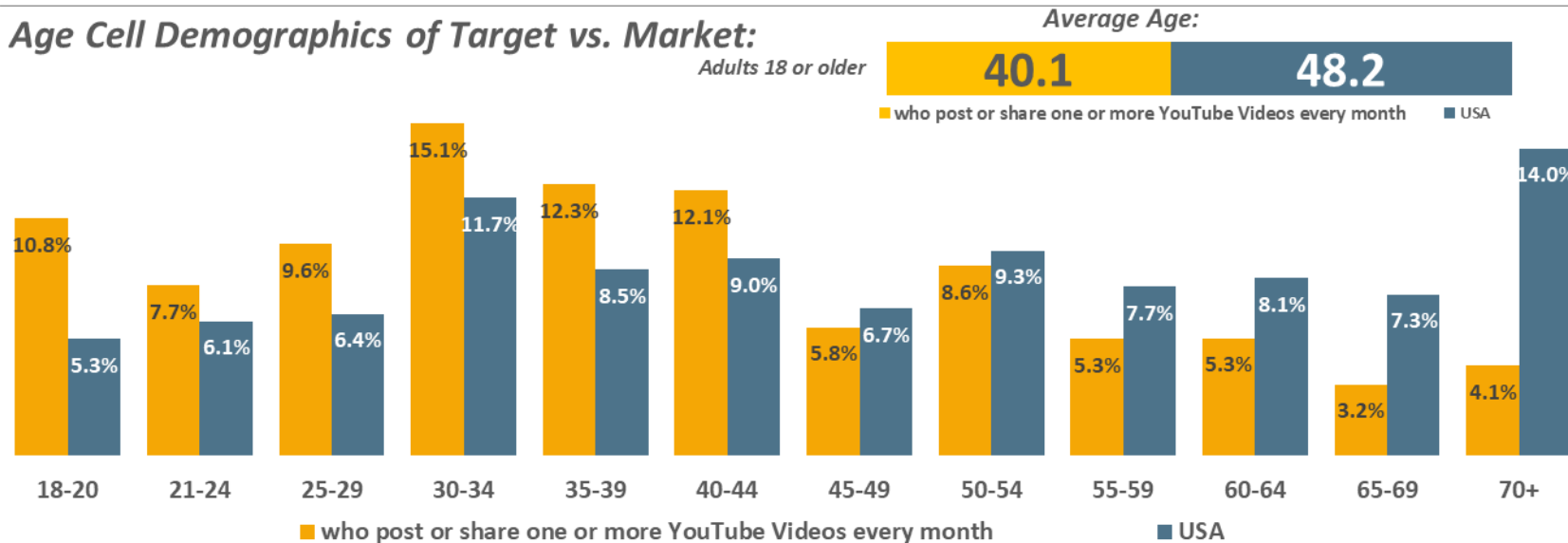


Gender of Target vs. Market: Adults 18 or older

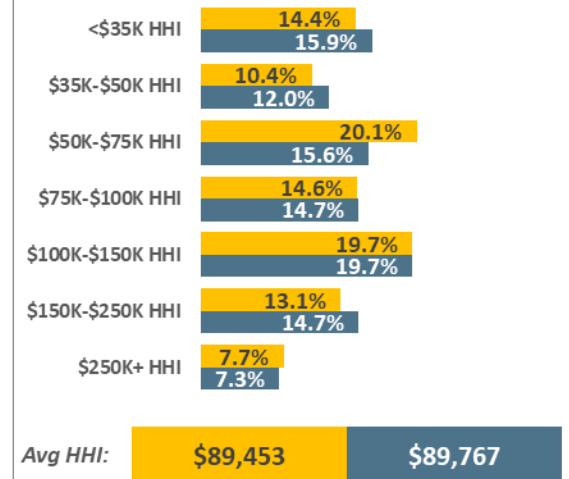
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





12.9% or 33,837,795 of USA Adults 18 or older posted or shared one or more TikTok Videos in the past 30 days. Typical Adults 18 or older who posted or shared one or more TikTok Videos in the past 30 days are 40.2 years old (16.6% younger than average) and have a \$78,474 (12.6% lower than average) annual household...

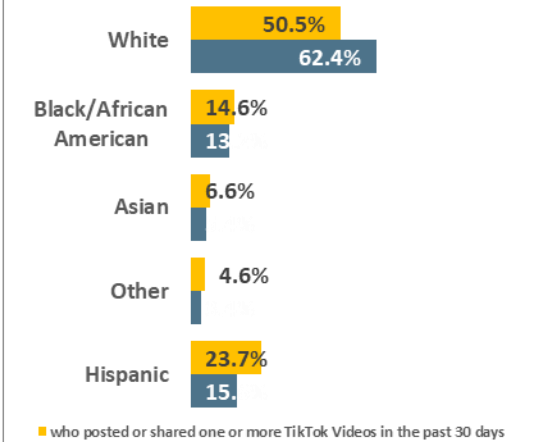
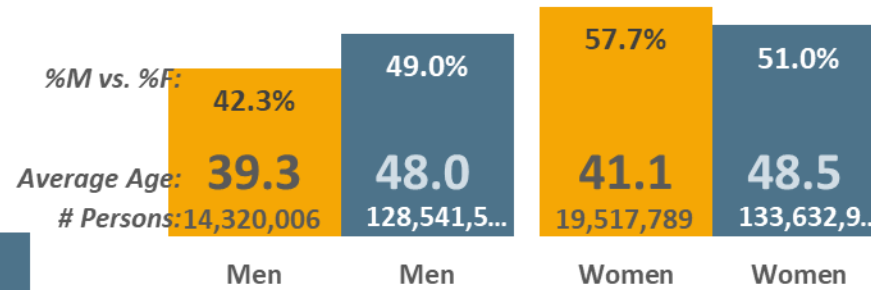
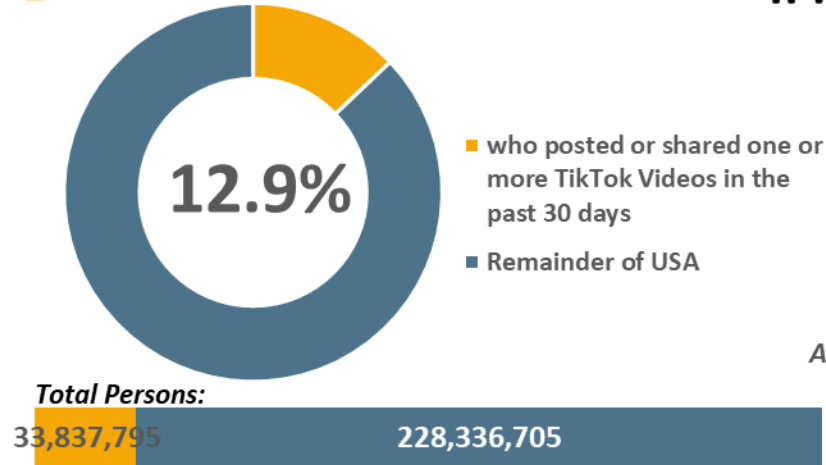


Percent of Market: Adults 18 or older

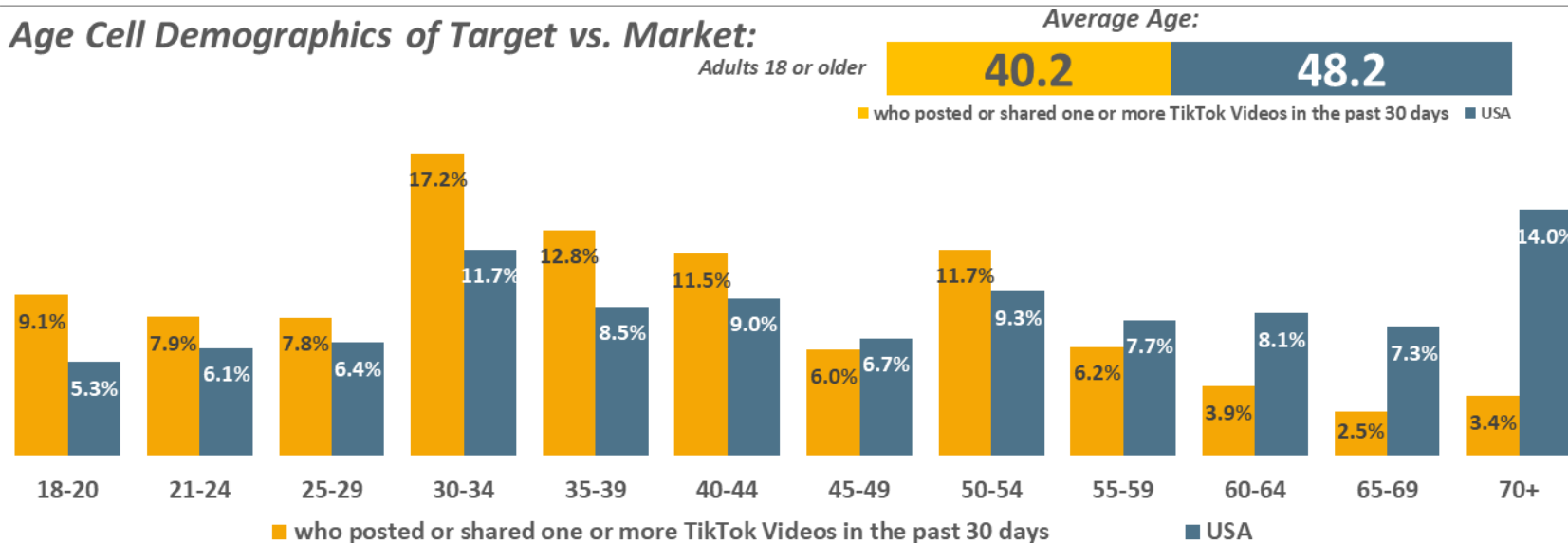


Gender of Target vs. Market: Adults 18 or older

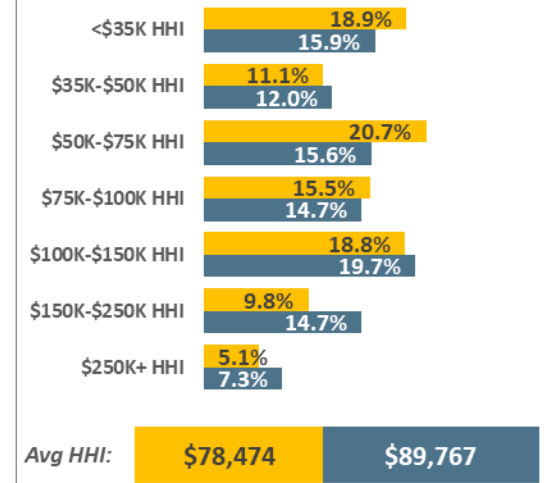
Ethnicity of Target vs. Market:

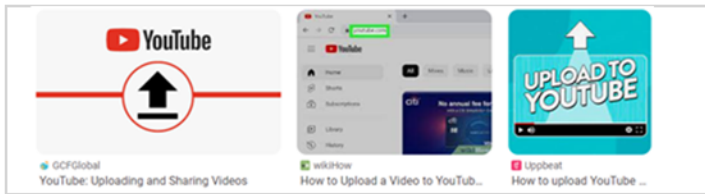


Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

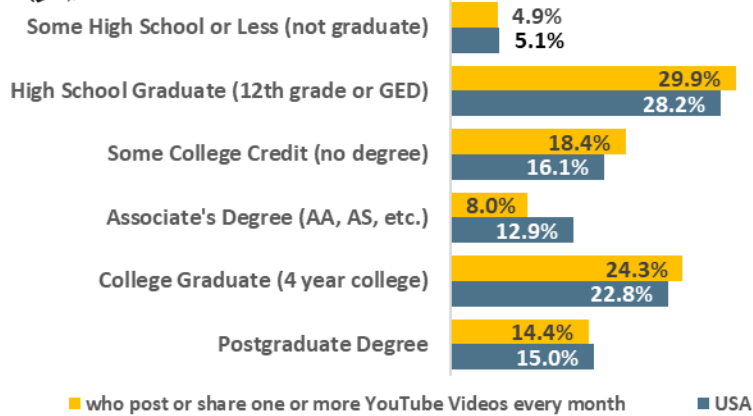




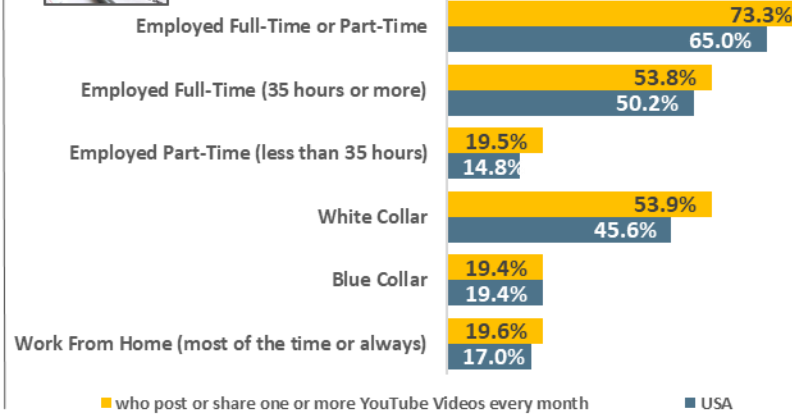
15.5% or 40,510,835 of USA Adults 18 or older post or share one or more YouTube Videos every month. Adults 18 or older who post or share one or more YouTube Videos every month are 2.5% more likely to be a college graduate, 7.2% more likely to work full-time, .8% more likely to be married, 34.6% more likely to be a parent of 1 or more children under 18.



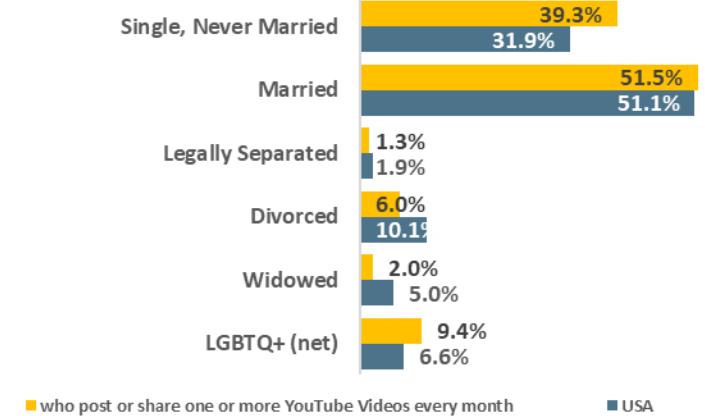
Education Levels: Adults 18 or older



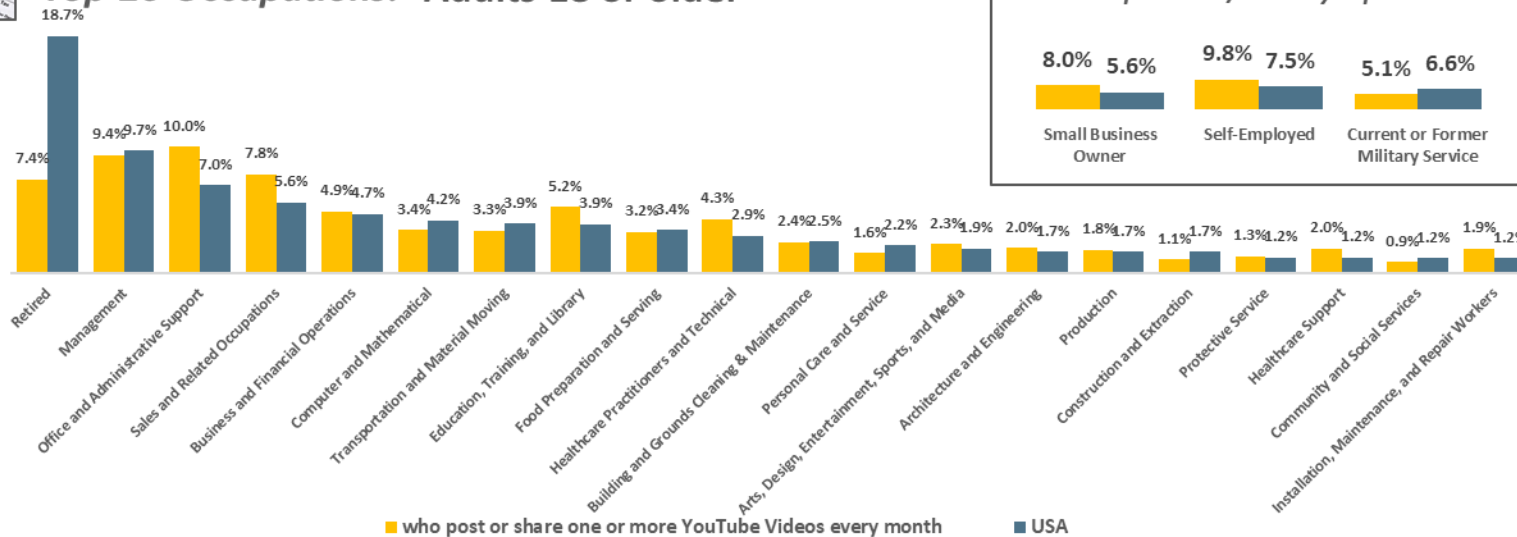
Employment: Adults 18 or older



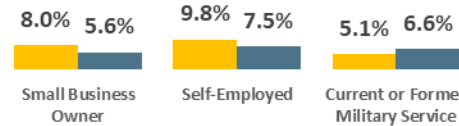
Marital Status: Adults 18 or older



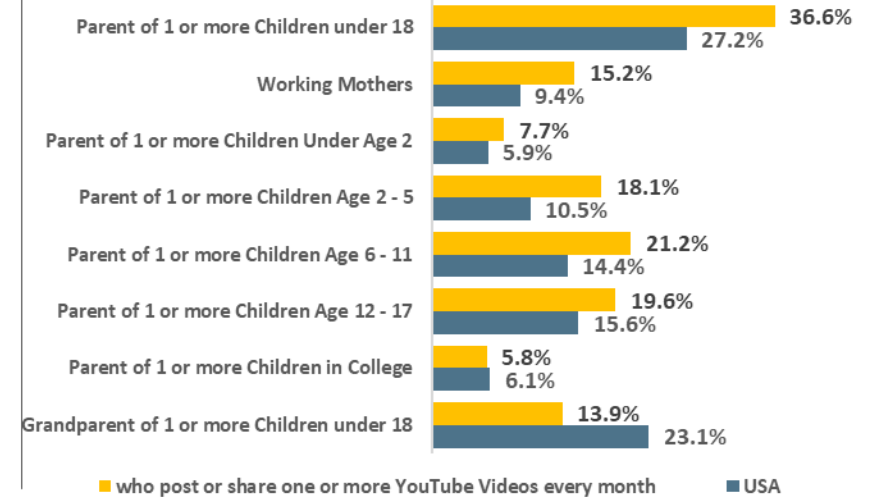
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience



Stage in Life: Adults 18 or older

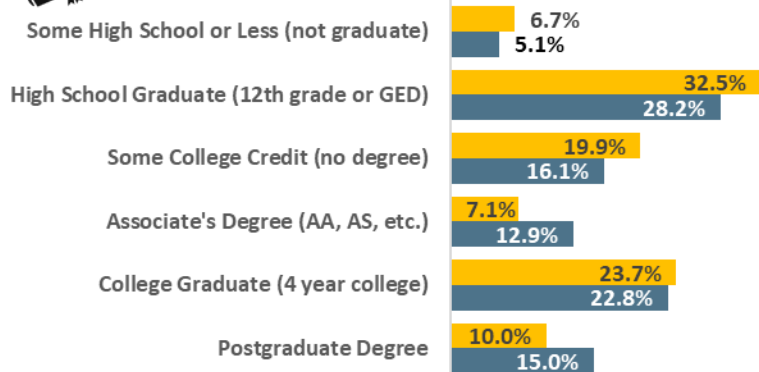




12.9% or 33,837,795 of USA Adults 18 or older posted or shared one or more TikTok Videos in the past 30 days. Adults 18 or older who posted or shared one or more TikTok Videos in the past 30 days are 10.8% less likely to be a college graduate, 9.2% more likely to work full-time, 1.8% more likely to be married, 48.9% more likely to be a parent of 1 or more childre



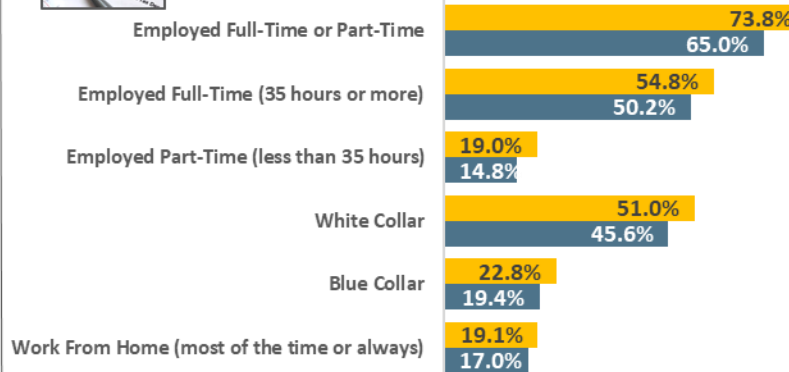
Education Levels: Adults 18 or older



■ who posted or shared one or more TikTok Videos in the past 30 days ■ USA



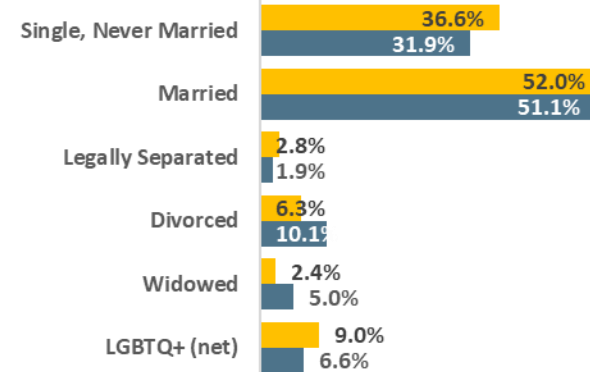
Employment: Adults 18 or older



■ who posted or shared one or more TikTok Videos in the past 30 days ■ USA



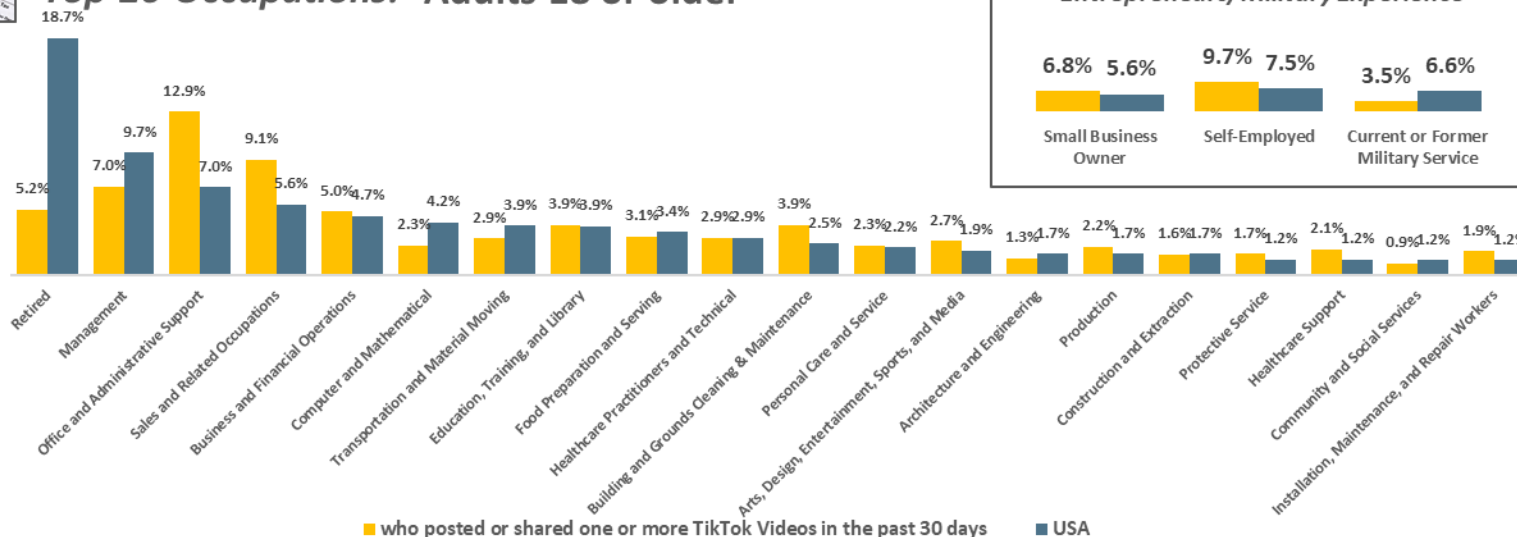
Marital Status: Adults 18 or older



■ who posted or shared one or more TikTok Videos in the past 30 days ■ USA

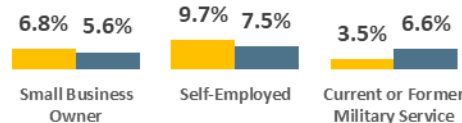


Top-20 Occupations: Adults 18 or older

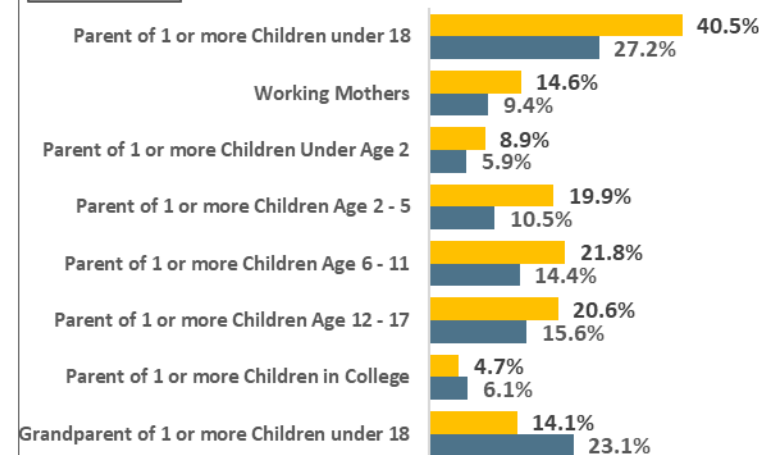


■ who posted or shared one or more TikTok Videos in the past 30 days ■ USA

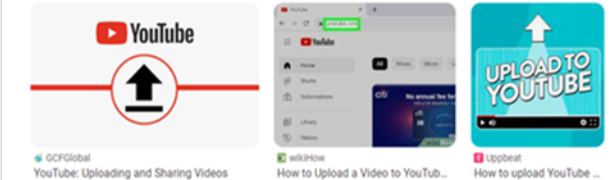
Entrepreneurs/Military Experience



Stage in Life: Adults 18 or older

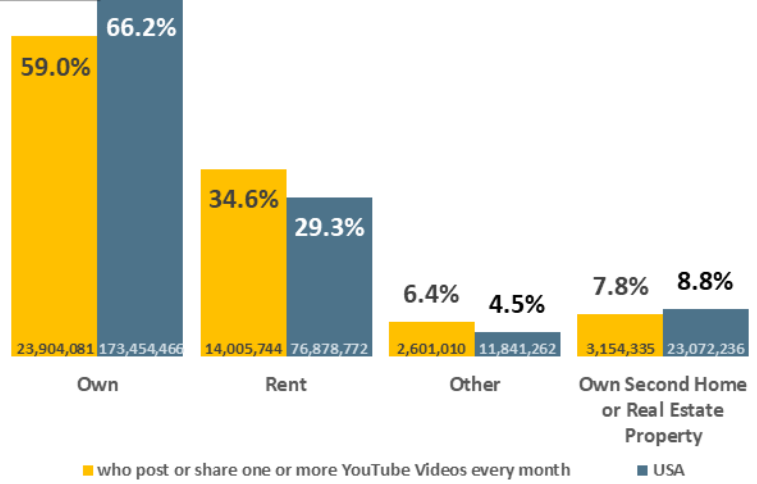


■ who posted or shared one or more TikTok Videos in the past 30 days ■ USA

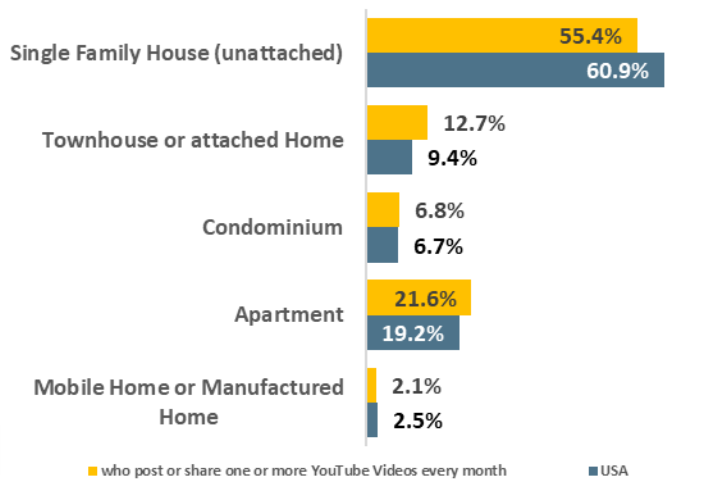


15.5% or 40,510,835 of USA Adults 18 or older post or share one or more YouTube Videos every month. Adults 18 or older who post or share one or more YouTube Videos every month are 10.8% less likely to own their home, .9% more likely to own a lower valued home, 8.9% less likely to have a single-family home, 11.7% more likely to have a dog.

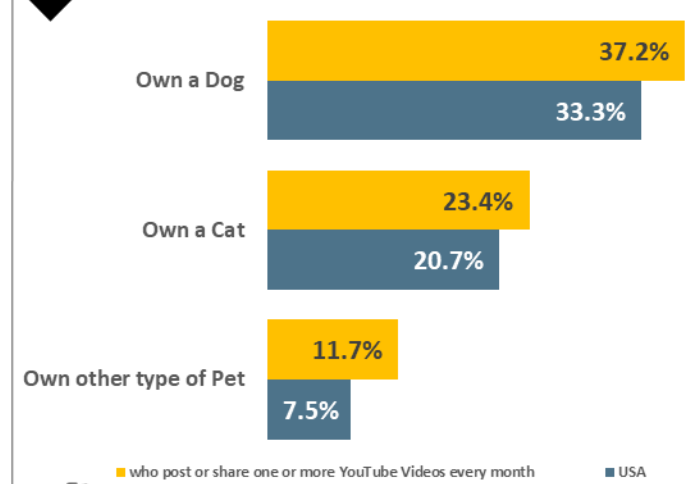
Own/Rent/Other: Adults 18 or older



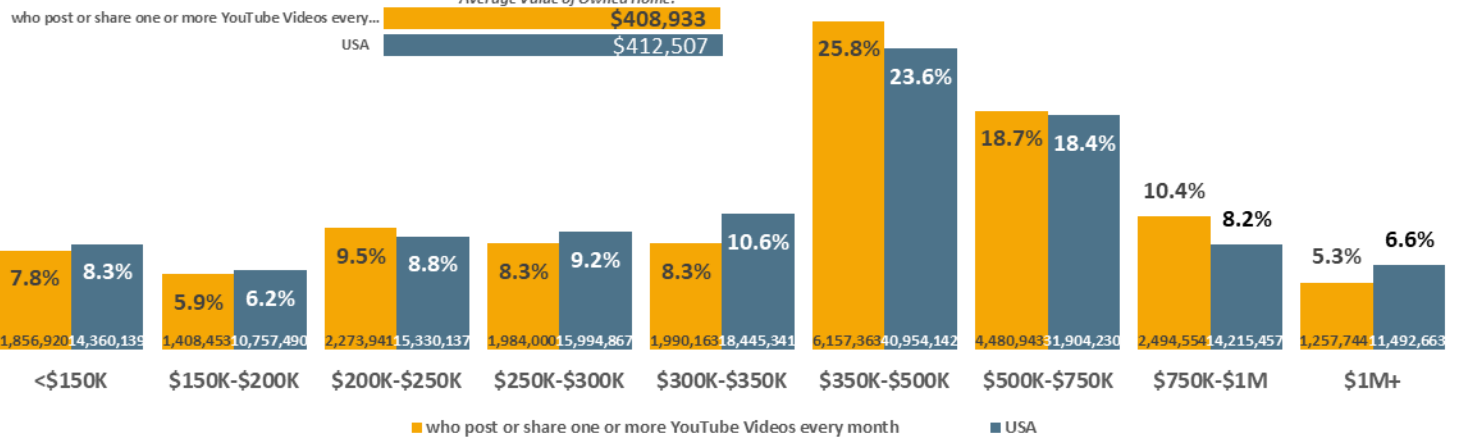
Type of Home: Adults 18 or older



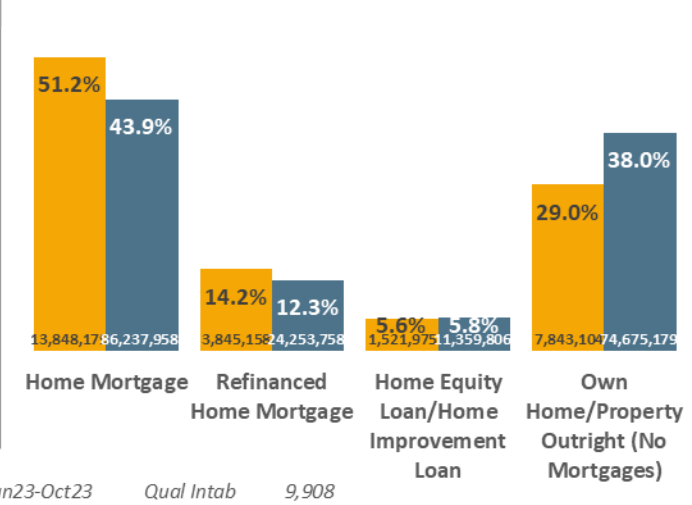
Pets in Home: Adults 18 or older



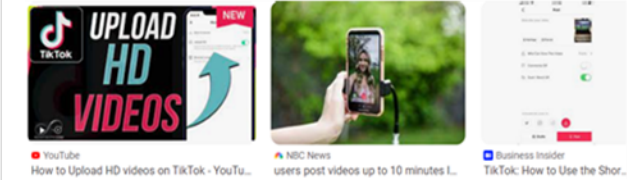
Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



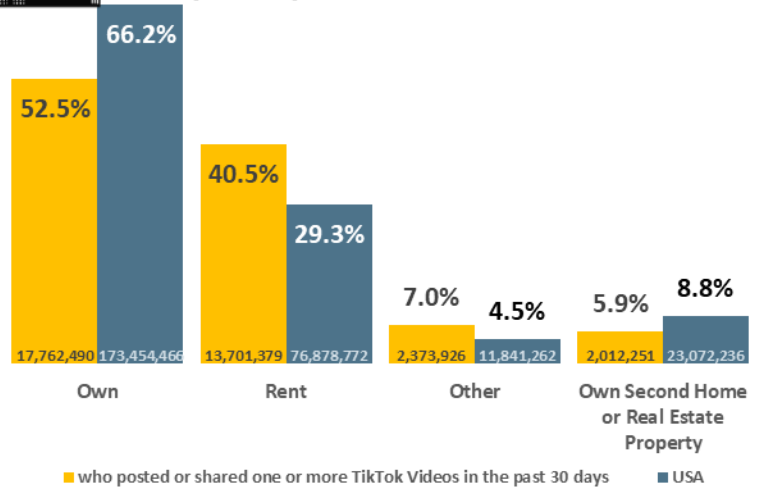
[[Social media activities done past 30 days: Post/share videos AND Video streaming services used past 30 days: YouTube (free)]]



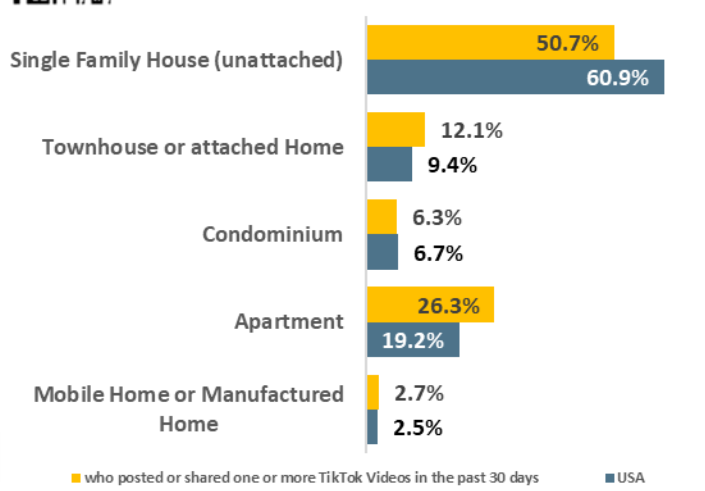
12.9% or 33,837,795 of USA Adults 18 or older posted or shared one or more TikTok Videos in the past 30 days. Adults 18 or older who posted or shared one or more TikTok Videos in the past 30 days are 20.7% less likely to own their home, 12.1% more likely to own a lower valued home, 16.6% less likely to have a single-family home, 1.6% more likely to have a dog.



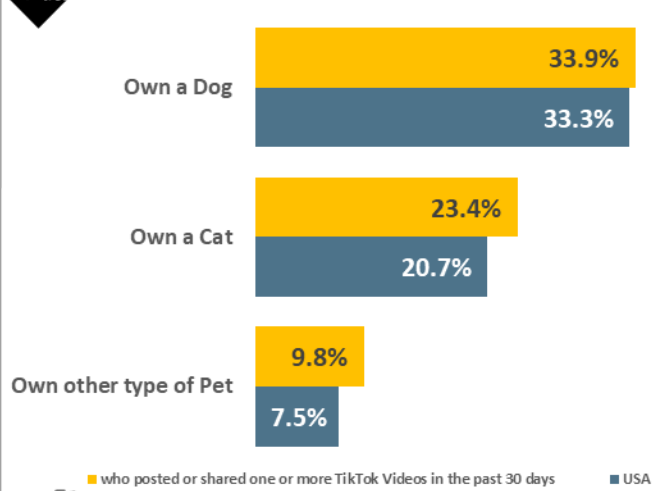
Own/Rent/Other: Adults 18 or older



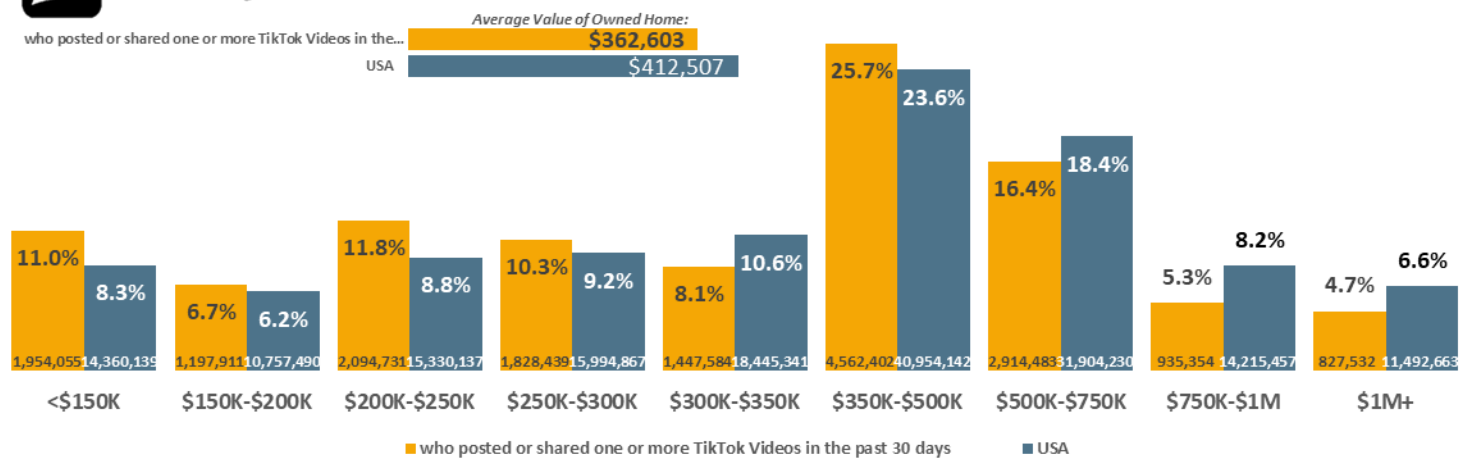
Type of Home: Adults 18 or older



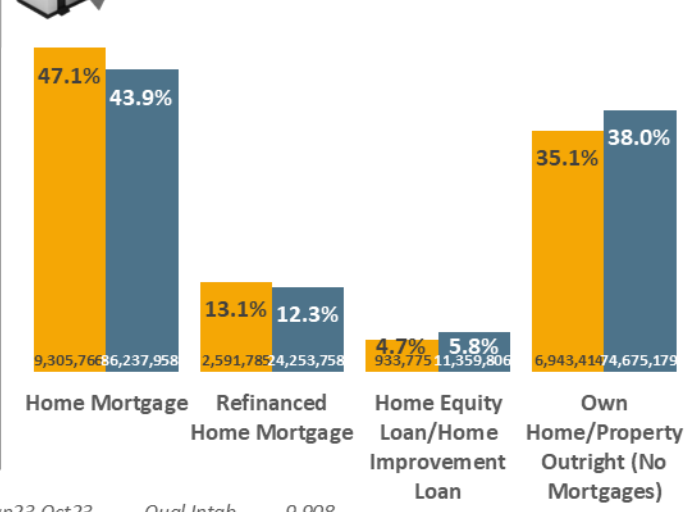
Pets in Home: Adults 18 or older



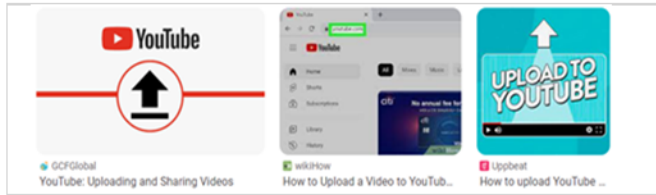
Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



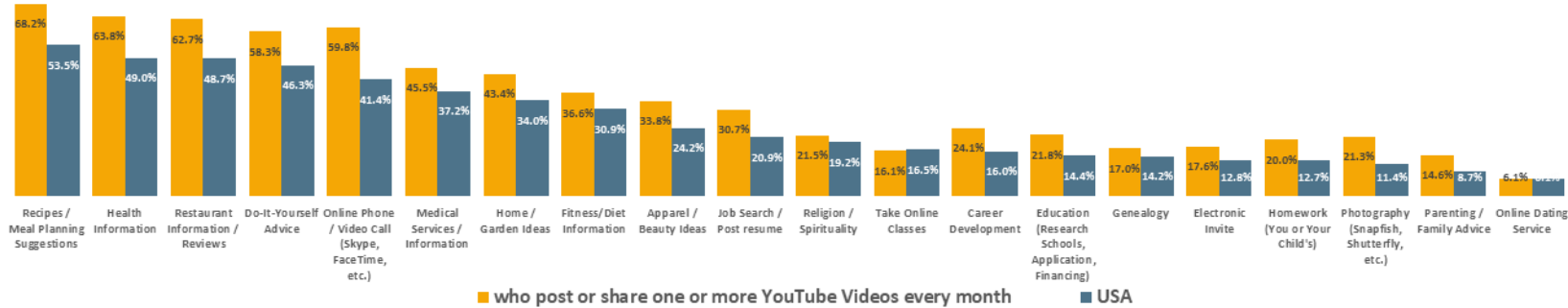
[(Social media activities done past 30 days: Post/share videos AND Apps or websites used or visited past 30 days: Social media: TikTok)]



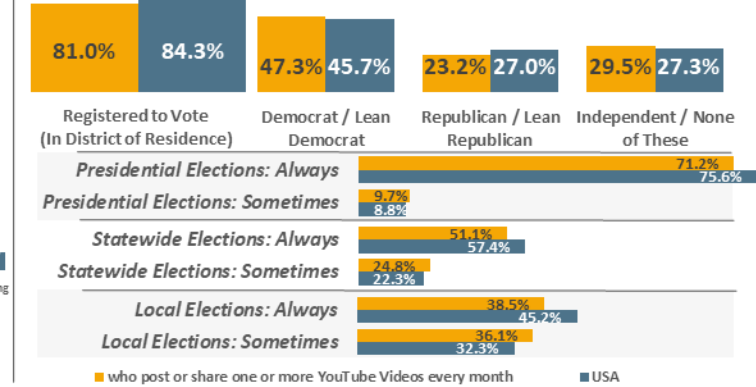
15.5% or 40,510,835 of USA Adults 18 or older post or share one or more YouTube Videos every month. Adults 18 or older who post or share one or more YouTube Videos every month are 26.% more likely to look up D-I-Y advice online, 14.8% less likely to always vote in local elections, 5.2% less likely to belong to a gym, .5% less likely to fly domestic past



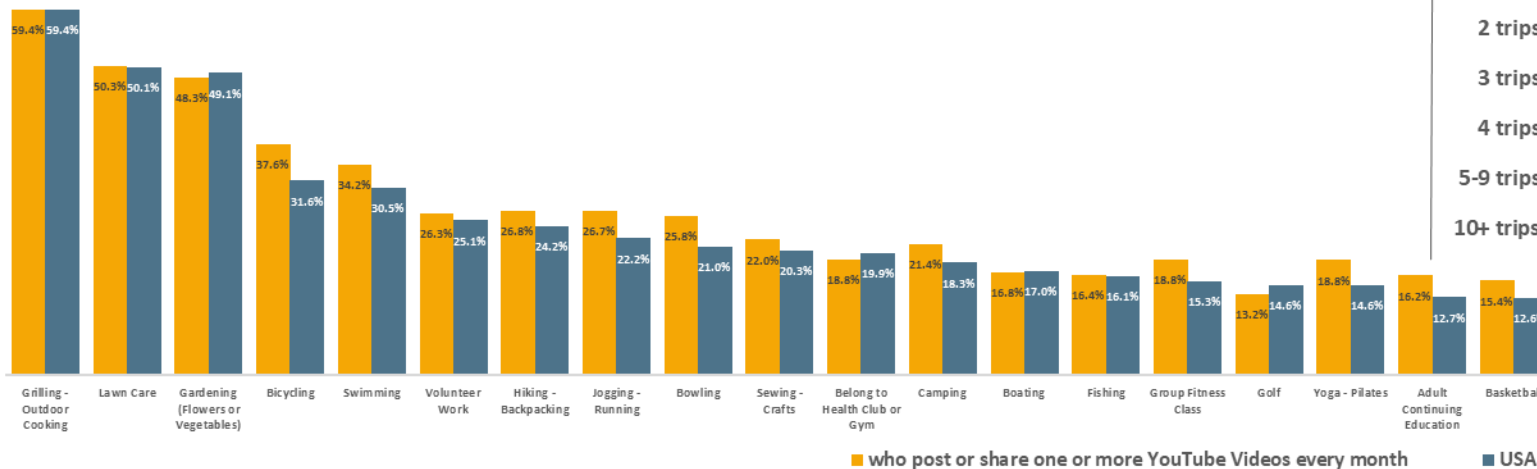
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



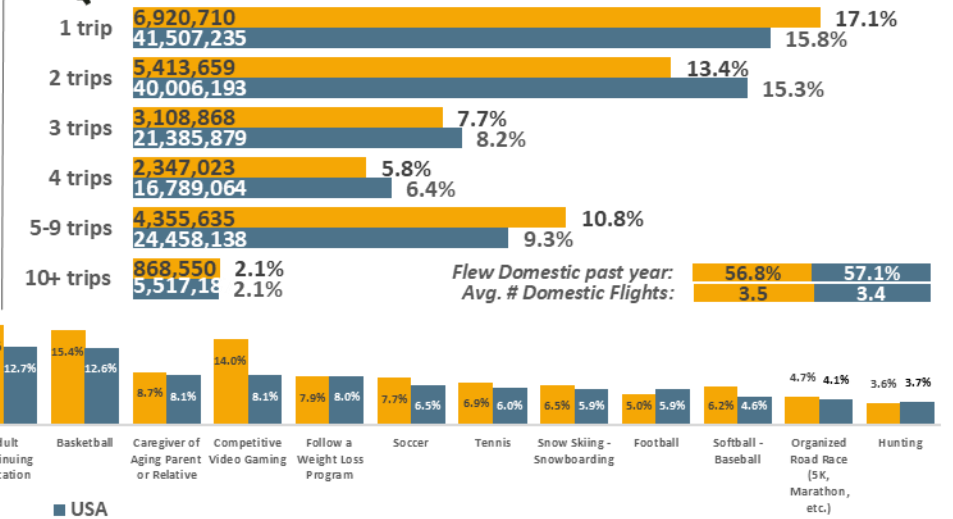
Political Activity: Adults 18 or older



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



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

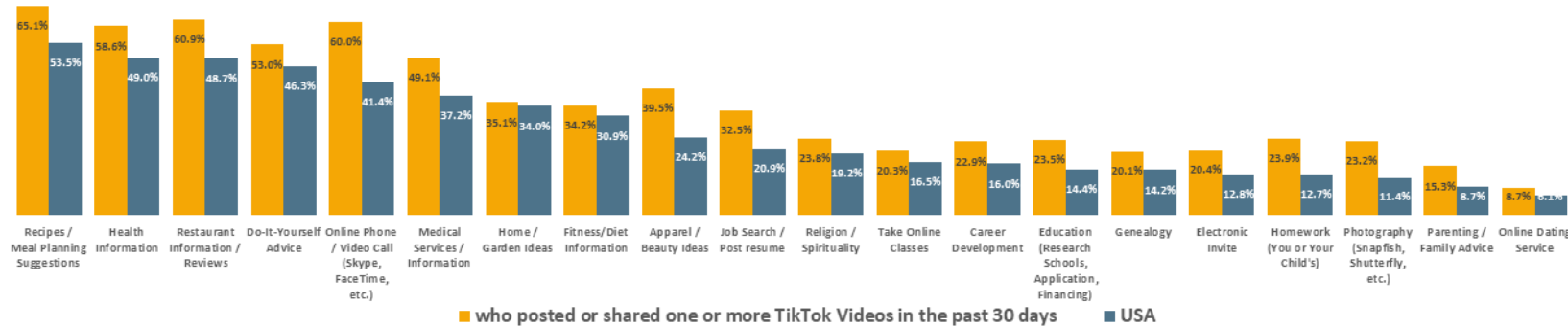




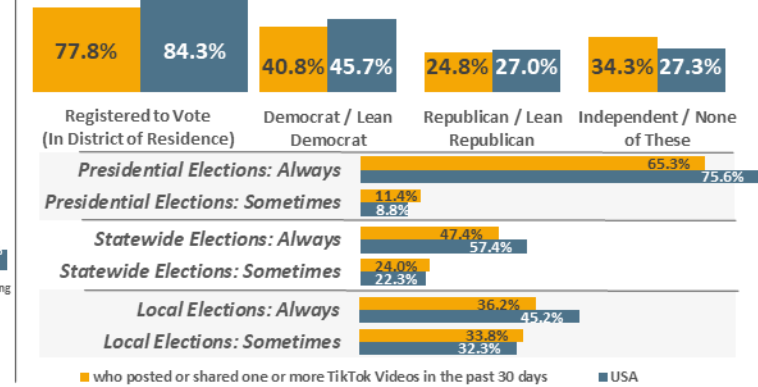
12.9% or 33,837,795 of USA Adults 18 or older posted or shared one or more TikTok Videos in the past 30 days. Adults 18 or older who posted or shared one or more TikTok Videos in the past 30 days are 14.5% more likely to look up D-I-Y advice online, 19.9% less likely to always vote in local elections, 16.5% less likely to belong to a gym, 7.% less likely to fly d



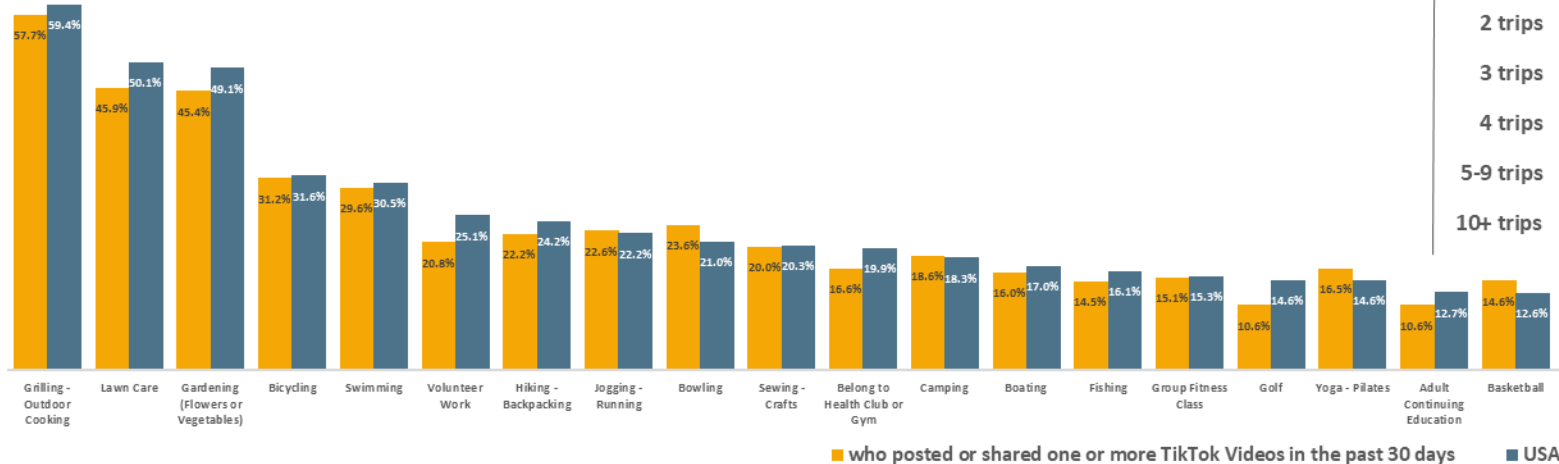
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



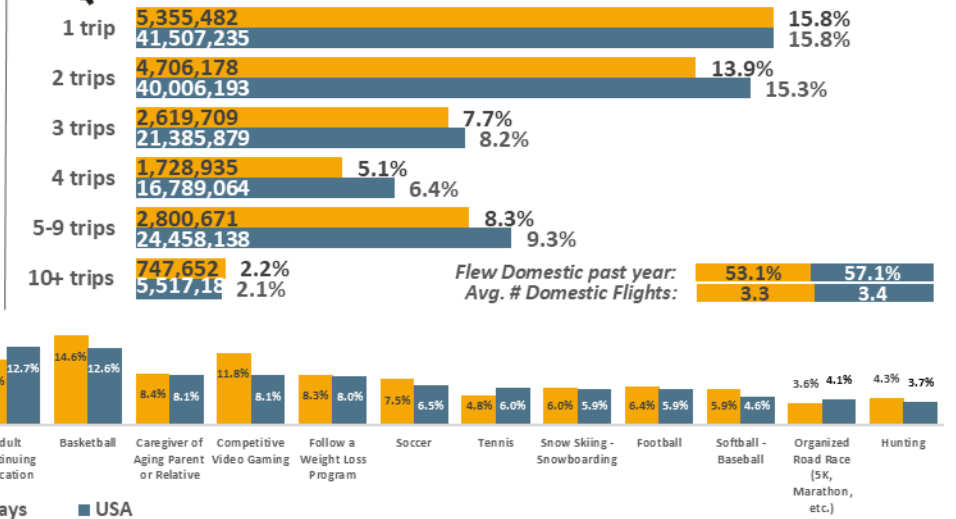
Political Activity: Adults 18 or older

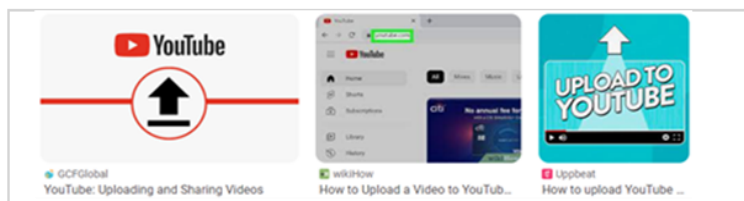


Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



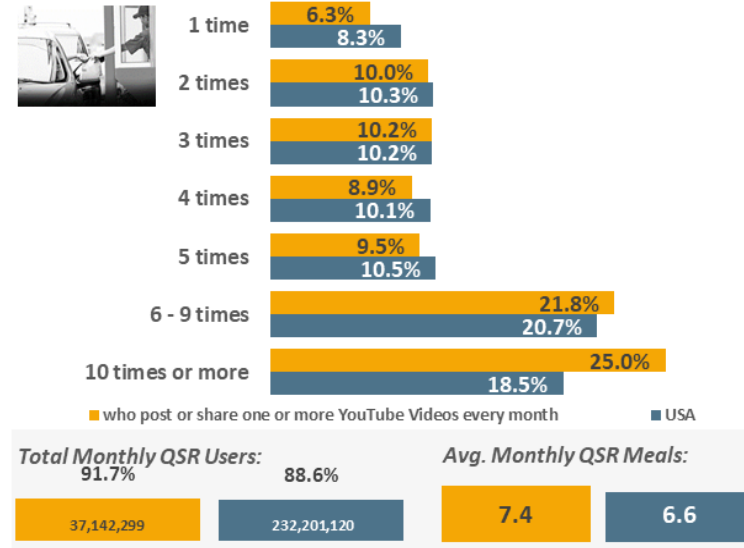
Past 12-months Domestic Airline Trips: Adults 18 or older



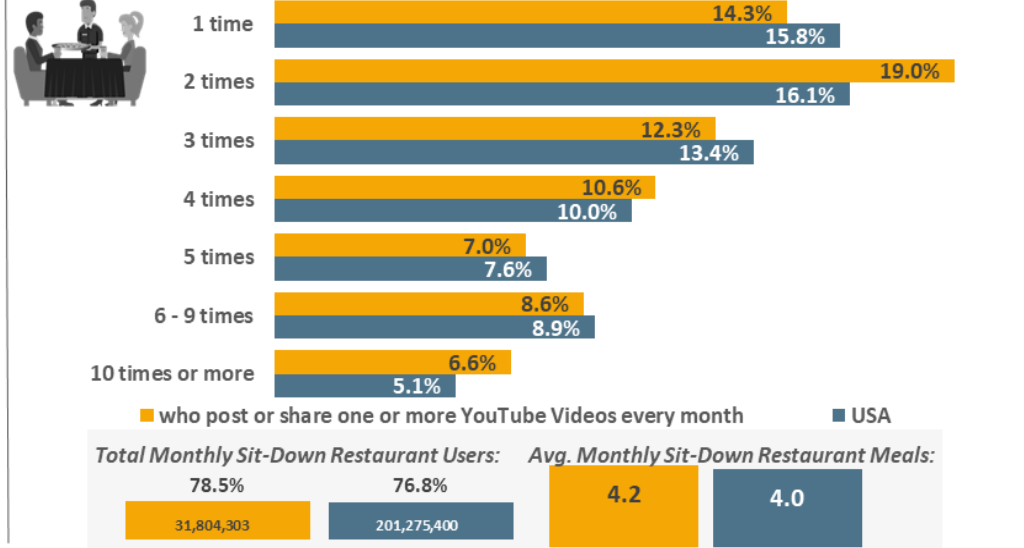


15.5% or 40,510,835 of USA Adults 18 or older post or share one or more YouTube Videos every month. Adults 18 or older who post or share one or more YouTube Videos every month are 3.5% more likely to use QSRs past mo., 2.3% more likely to use Sit-Down Restaurants past mo., 10.3% less likely to use Casinos past yr., 16.2% less likely to smoke cigarettes.

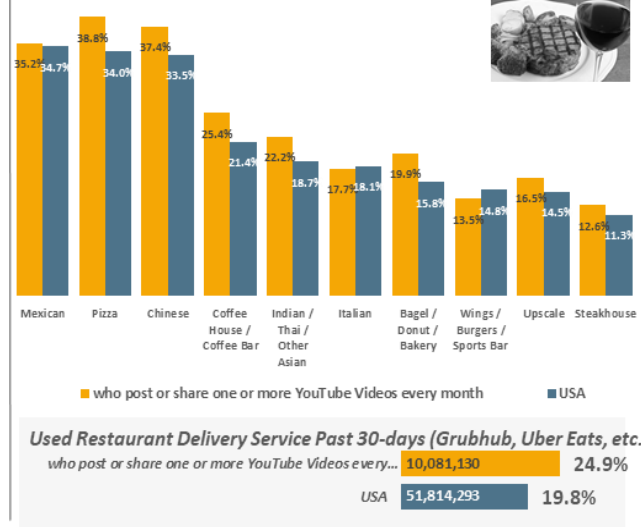
Past 30-days QSR Users: Adults 18 or older



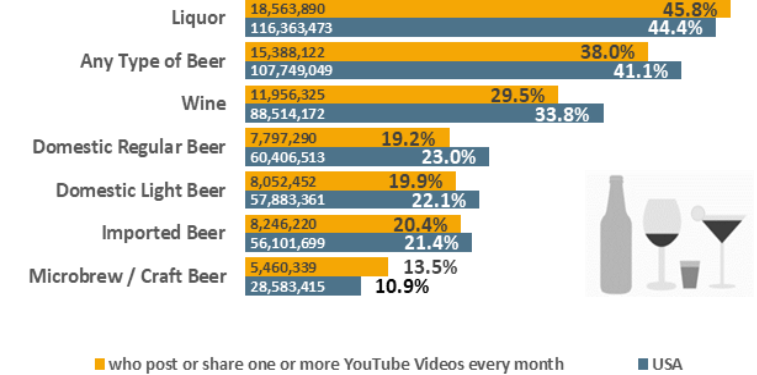
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



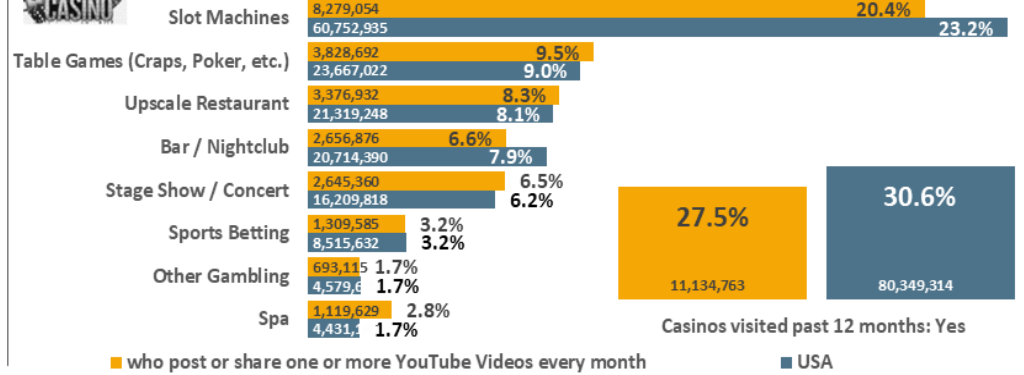
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



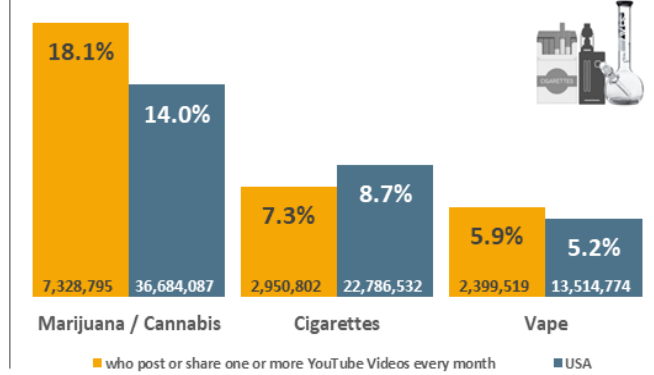
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

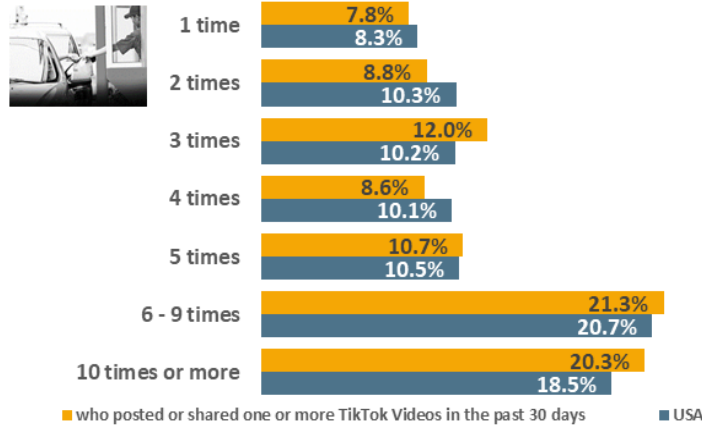


[[Social media activities done past 30 days: Post/share videos AND Video streaming services used past 30 days: YouTube (free)]]



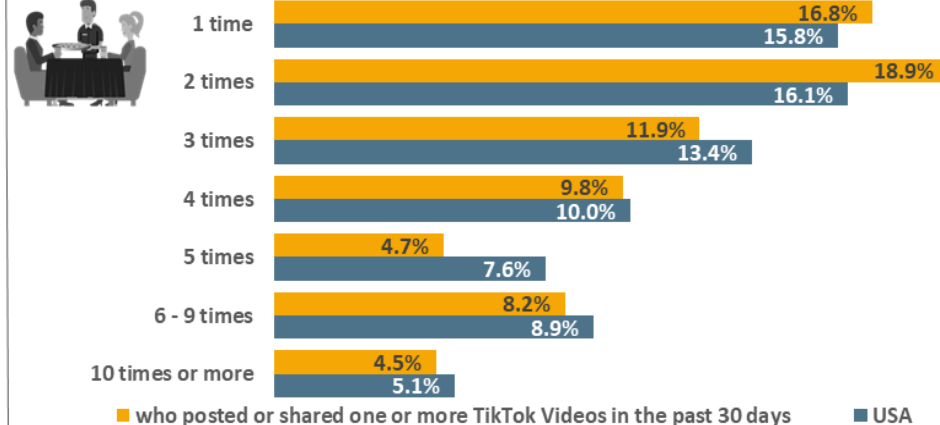
12.9% or 33,837,795 of USA Adults 18 or older posted or shared one or more TikTok Videos in the past 30 days. Adults 18 or older who posted or shared one or more TikTok Videos in the past 30 days are .9% more likely to use QSRs past mo., 2.6% less likely to use Sit-Down Restaurants past mo., 6.9% less likely to use Casinos past yr., 11.2% more likely to smoke cig

Past 30-days QSR Users: Adults 18 or older



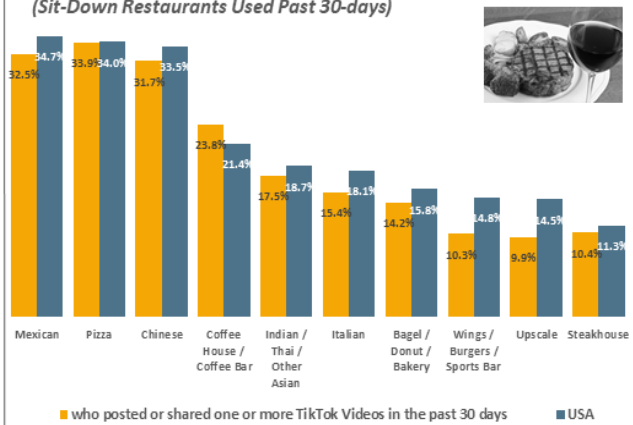
Total Monthly QSR Users:		Avg. Monthly QSR Meals:	
89.4%	88.6%		
30,242,330	232,201,120	6.9	6.6

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



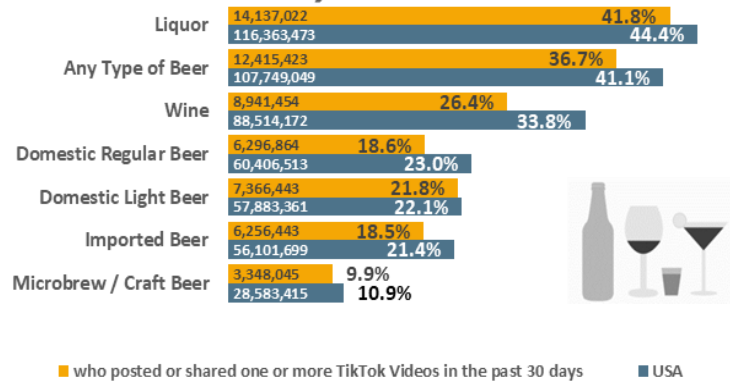
Total Monthly Sit-Down Restaurant Users:		Avg. Monthly Sit-Down Restaurant Meals:	
74.8%	76.8%		
25,303,156	201,275,400	3.8	4.0

Top-10 Cuisines: Adults 18 or older

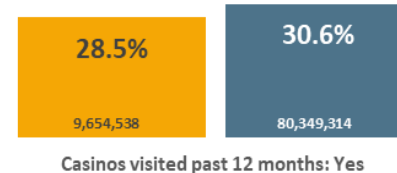
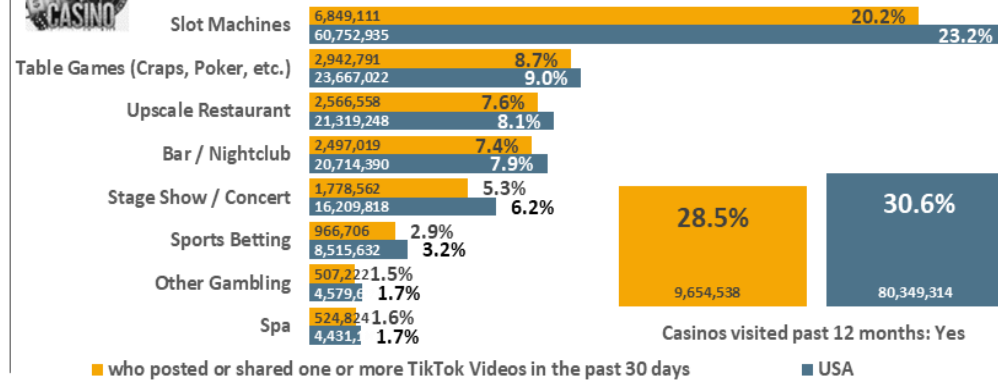


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)		
who posted or shared one or more TikTok Videos in the...	7,211,035	21.3%
USA	51,814,293	19.8%

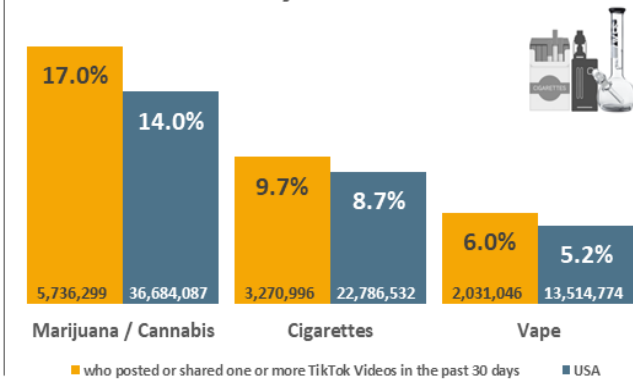
Drank Past 30-days: Adults 18 or older

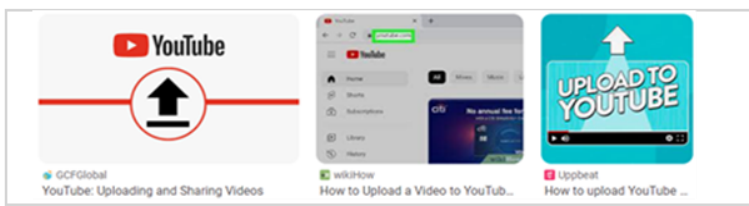


Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

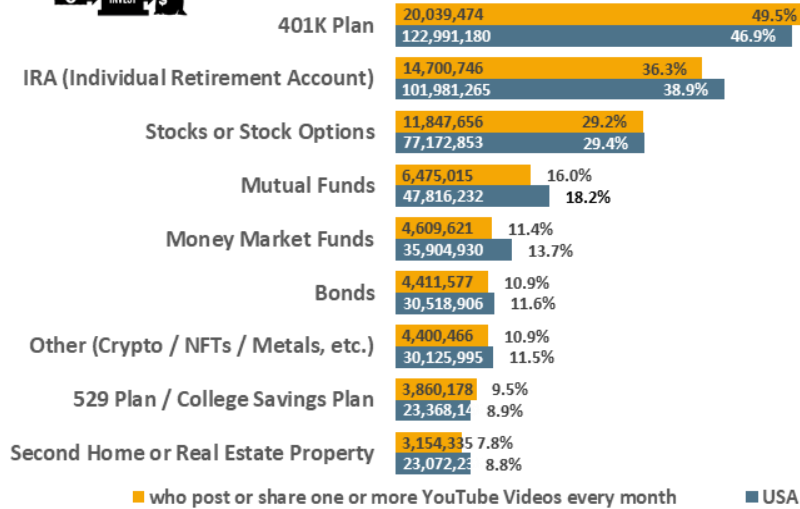




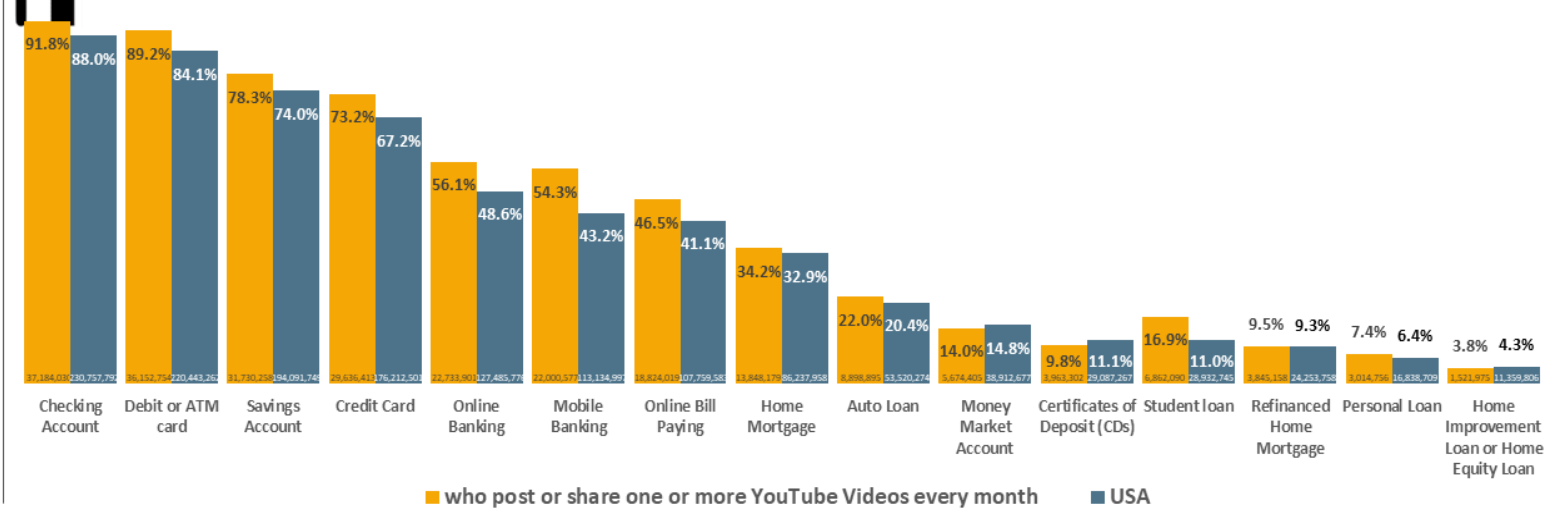
15.5% or 40,510,835 of USA Adults 18 or older post or share one or more YouTube Videos every month. Adults 18 or older who post or share one or more YouTube Videos every month are 5.4% more likely to have a 401K, 7.6% more likely to have an Auto Loan, 24.9% more likely to Invest/Trade Stocks Online, 4.5% more likely to pay with their Debit Card.



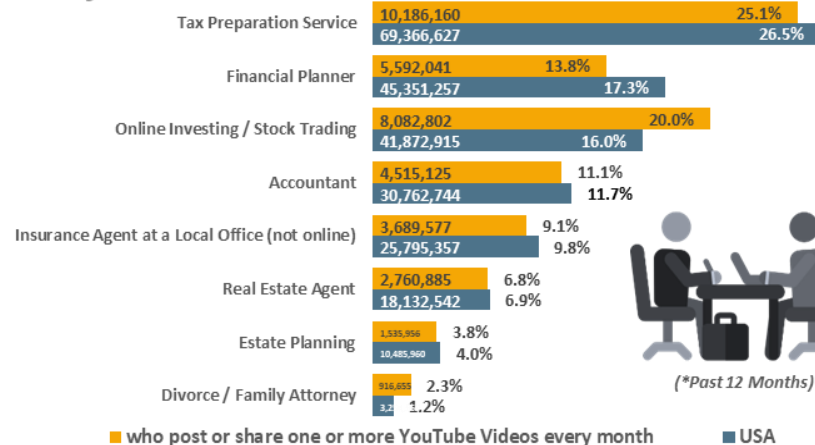
Investments Owned: Adults 18 or older



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



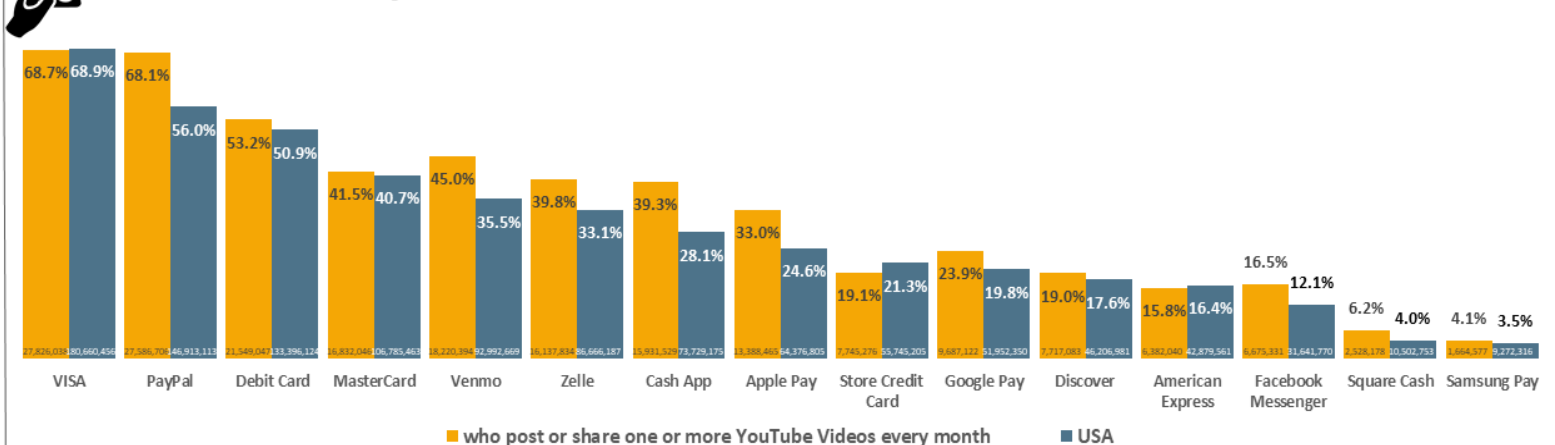
Professional Services Used*: Adults 18 or older



(*Past 12 Months)



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

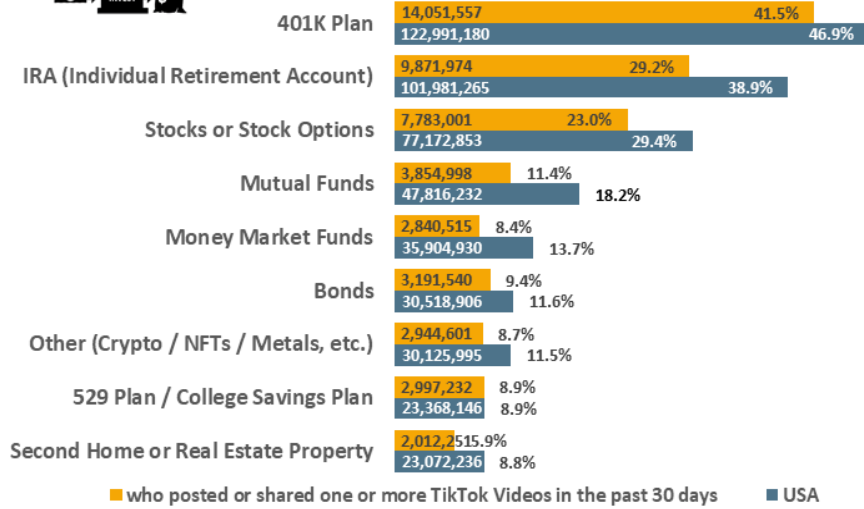




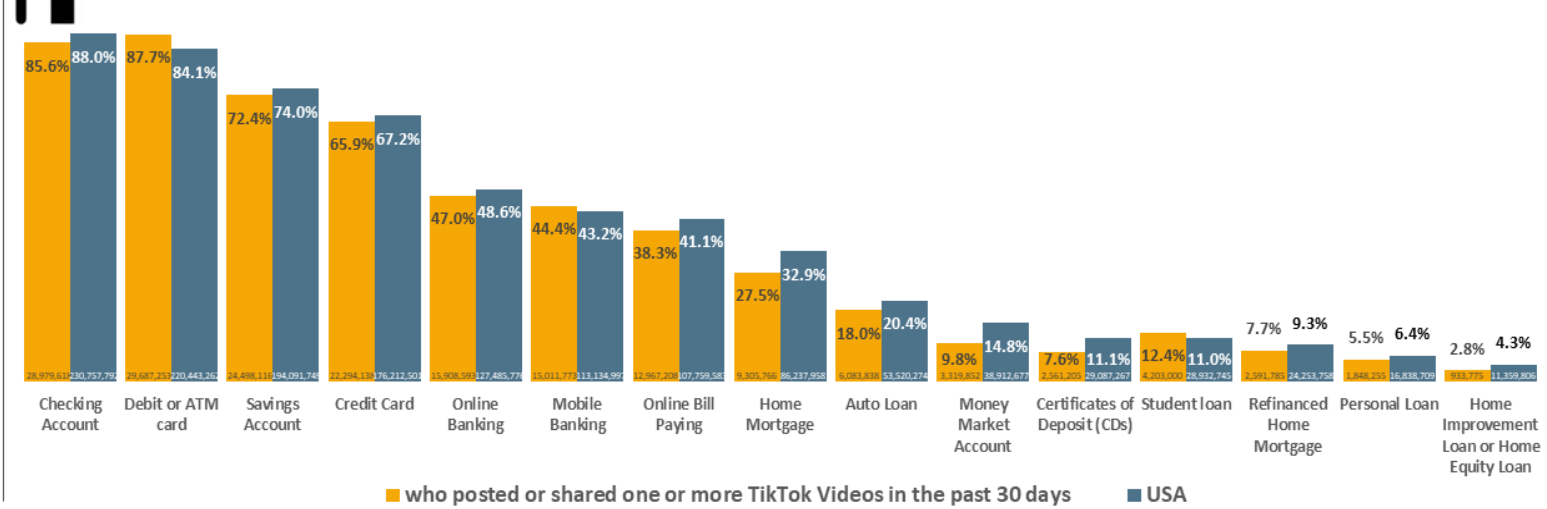
12.9% or 33,837,795 of USA Adults 18 or older posted or shared one or more TikTok Videos in the past 30 days. Adults 18 or older who posted or shared one or more TikTok Videos in the past 30 days are 11.5% less likely to have a 401K, 11.9% less likely to have an Auto Loan, 11.6% less likely to Invest/Trade Stocks Online, 4.8% more likely to pay with their Debit C



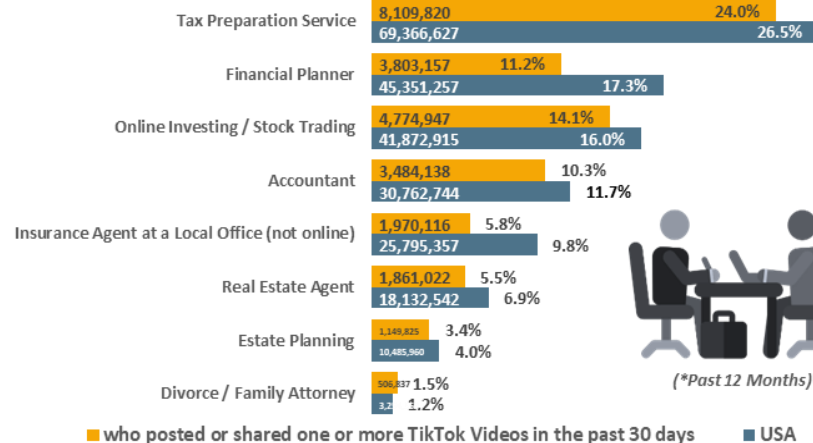
Investments Owned: Adults 18 or older



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



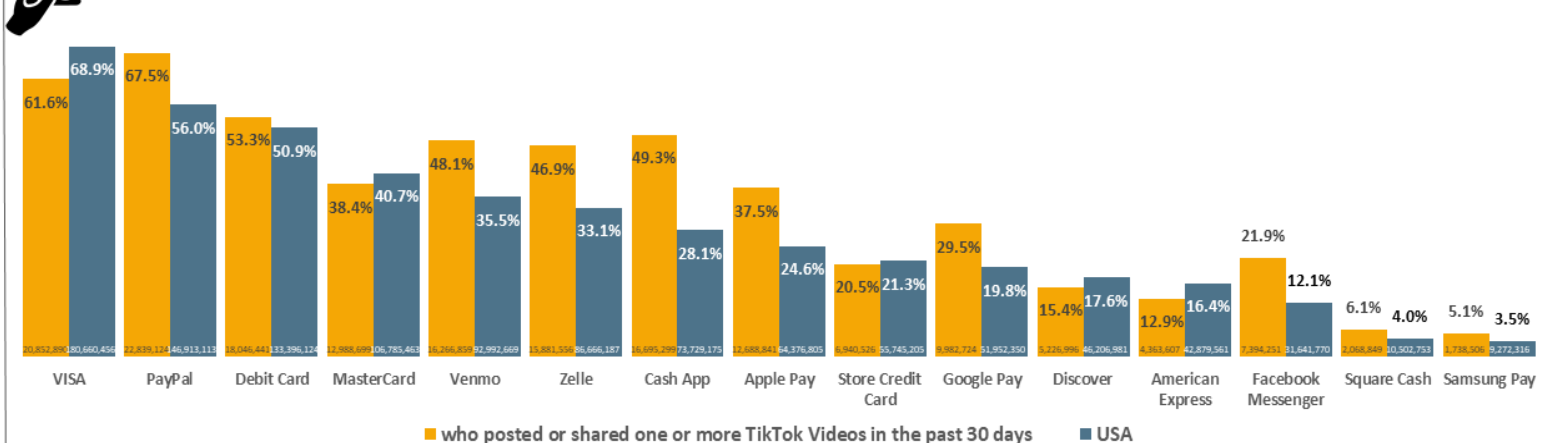
Professional Services Used*: Adults 18 or older

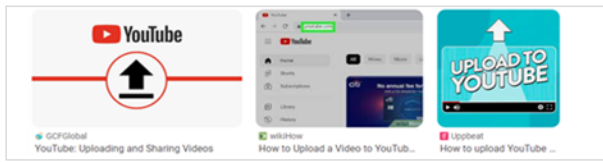


(*Past 12 Months)

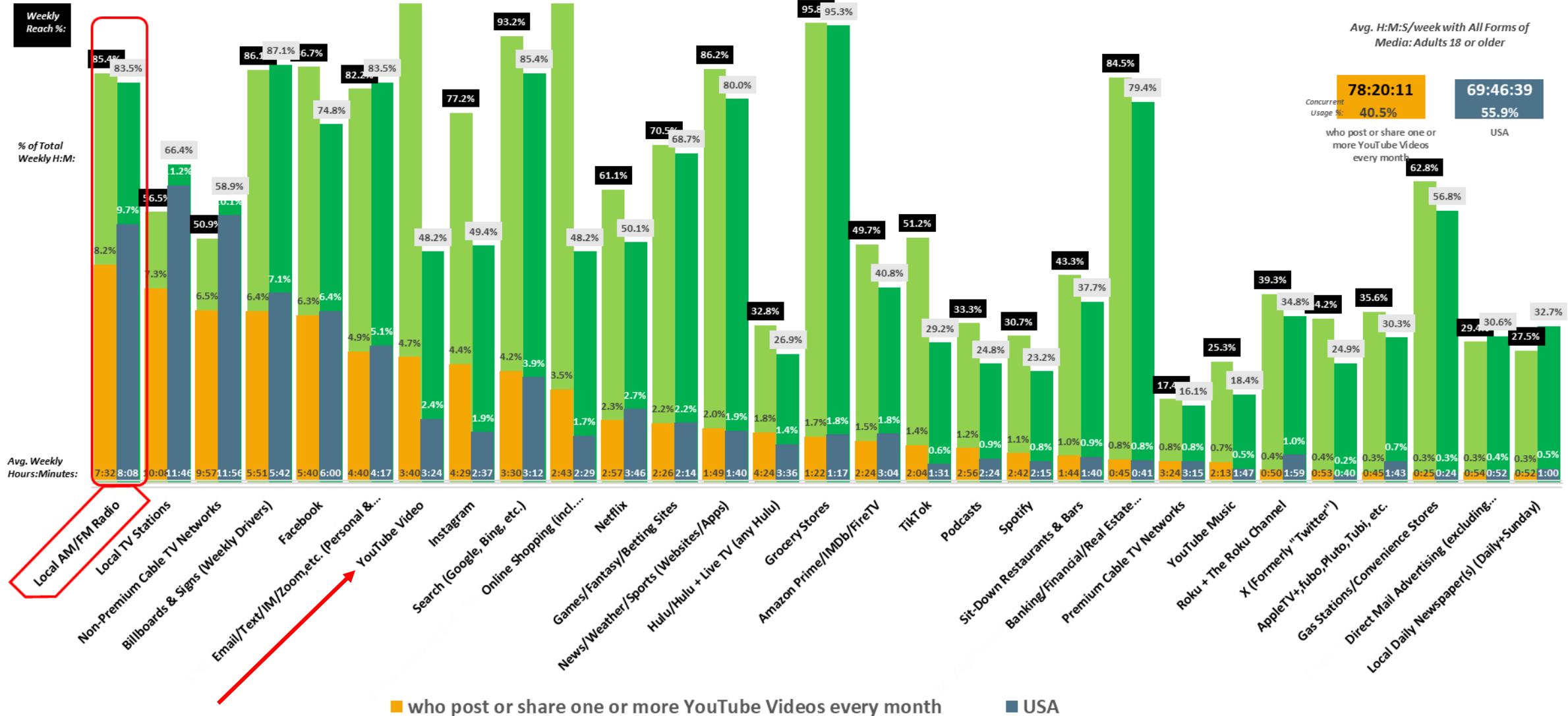


Past 3-Months Payment Methods Used: Adults 18 or older



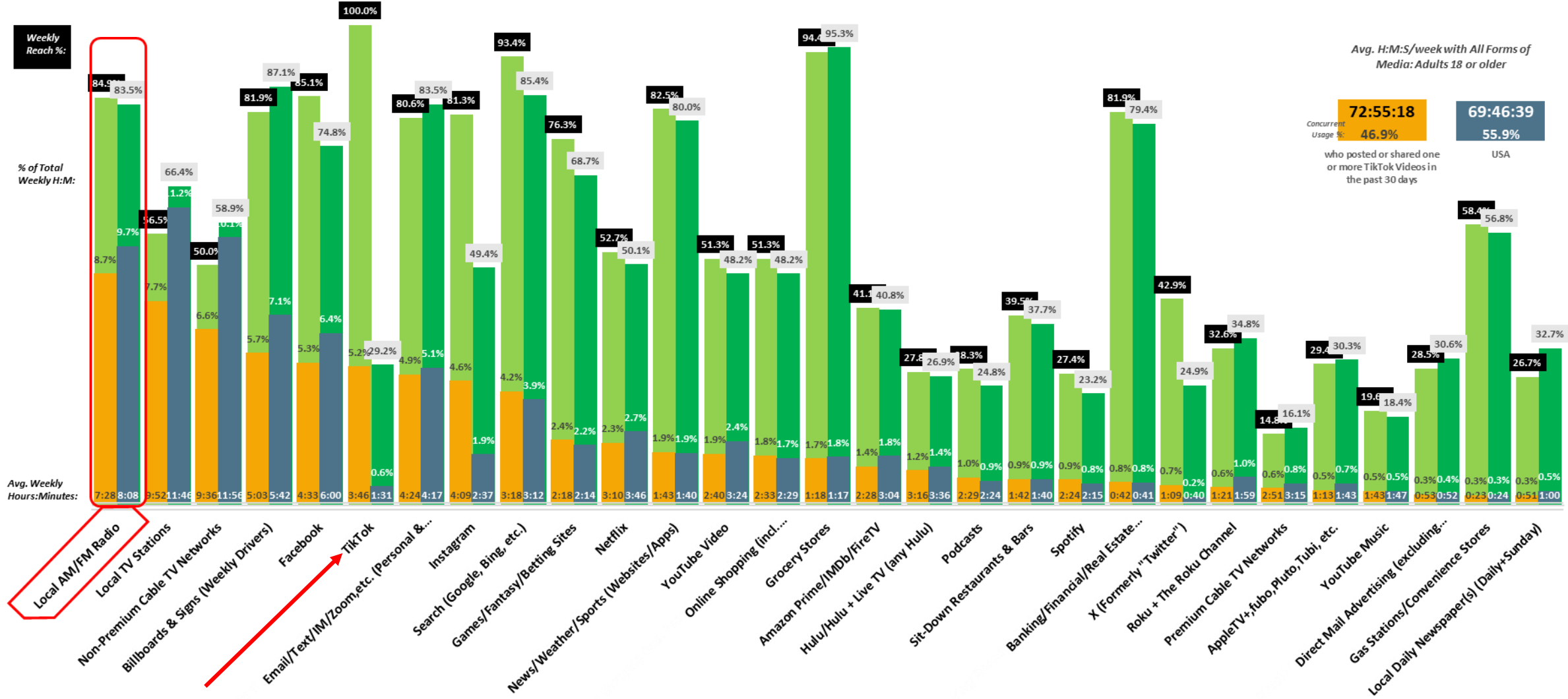


Adults 18 or older who post or share one or more YouTube Videos every month spend an average of 3 days, 6 hours, 20 minutes and 11 seconds each week with All Forms of Media.
85.4% of Adults 18 or older who post or share one or more YouTube Videos every month spend an avg. of 7 hours and 32 minutes each week listening to All Local AM/FM Radio, representing 8.2% of total time spent with all forms of Media.





Adults 18 or older who posted or shared one or more TikTok Videos in the past 30 days spend an average of 3 days, 0 hours, 55 minutes and 18 seconds each week with All Forms of Media.
 84.9% of Adults 18 or older who posted or shared one or more TikTok Videos in the past 30 days spend an avg. of 7 hours and 28 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.



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

Concurrent Usage %

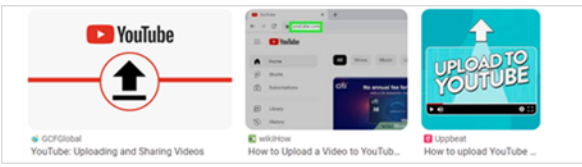
72:55:18
46.9%

69:46:39
55.9%

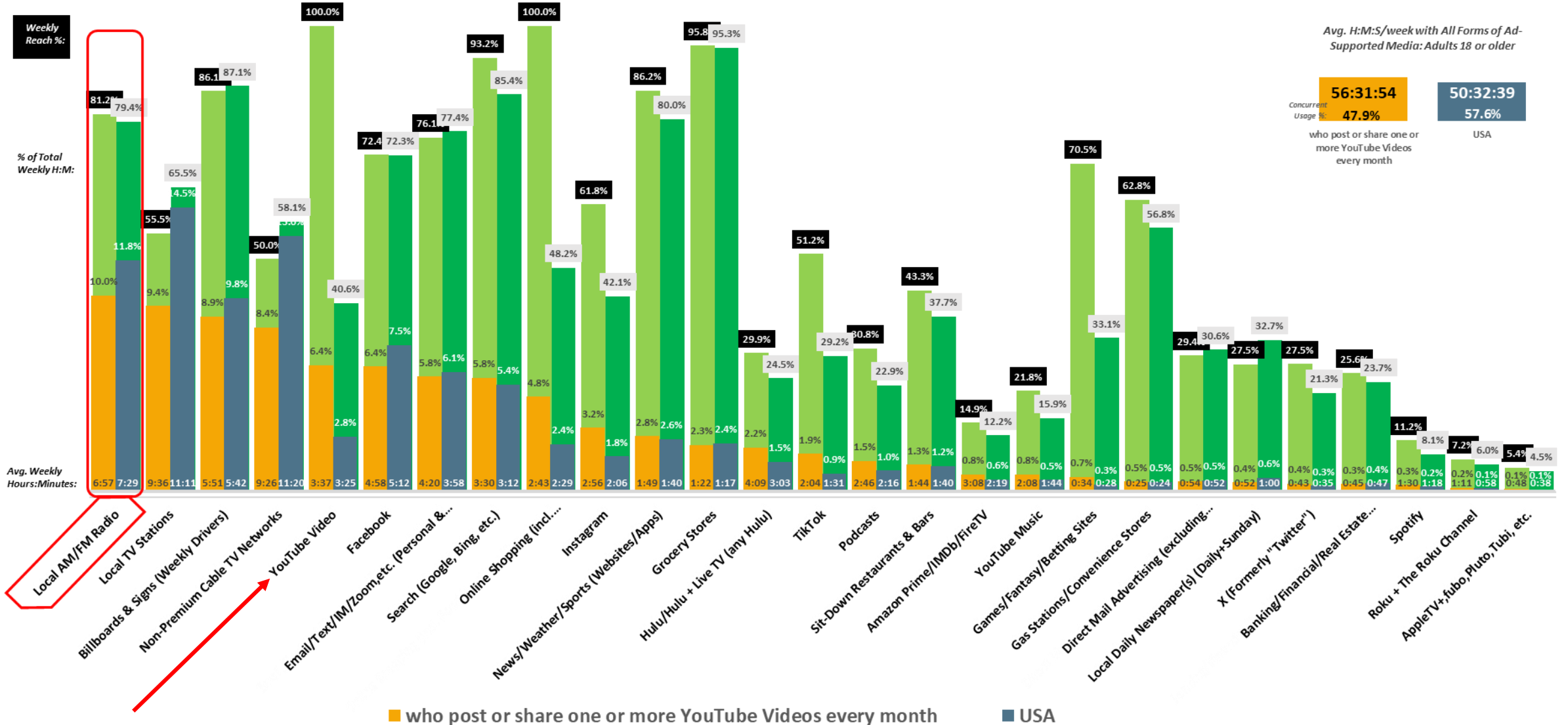
who posted or shared one or more TikTok Videos in the past 30 days

USA

who posted or shared one or more TikTok Videos in the past 30 days USA

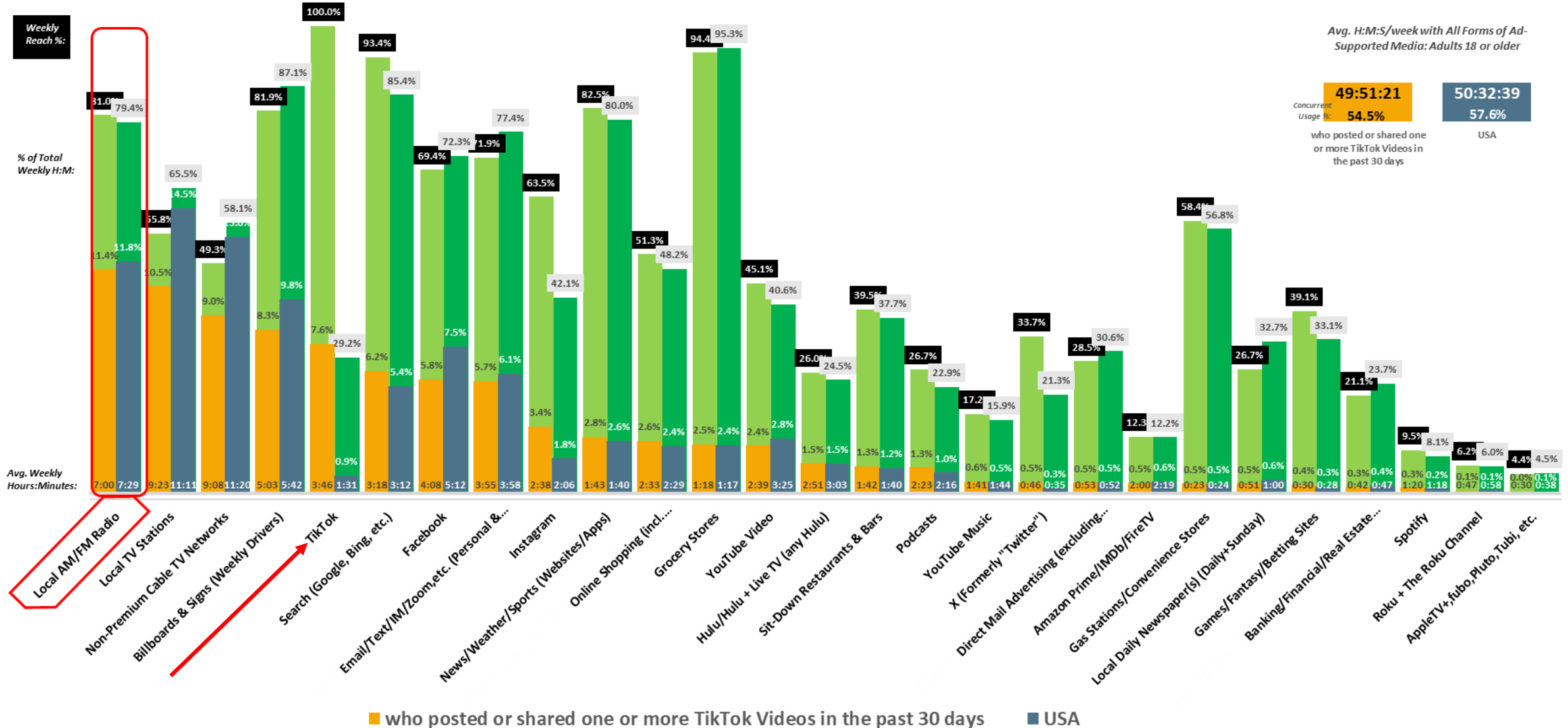


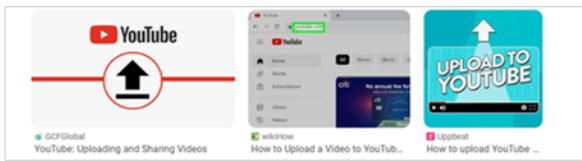
Adults 18 or older who post or share one or more YouTube Videos every month spend an average of 2 days, 8 hours, 31 minutes and 54 seconds each week with All Forms of Ad-Supported Media.
 81.2% of Adults 18 or older who post or share one or more YouTube Videos every month spend an avg. of 6 hours and 57 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who posted or shared one or more TikTok Videos in the past 30 days spend an average of 2 days, 1 hours, 51 minutes and 21 seconds each week with All Forms of Ad-Supported Media.
 81.1% of Adults 18 or older who posted or shared one or more TikTok Videos in the past 30 days spend an avg. of 7 hours and 0 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.4% of total time spent with all forms of Ad-Support

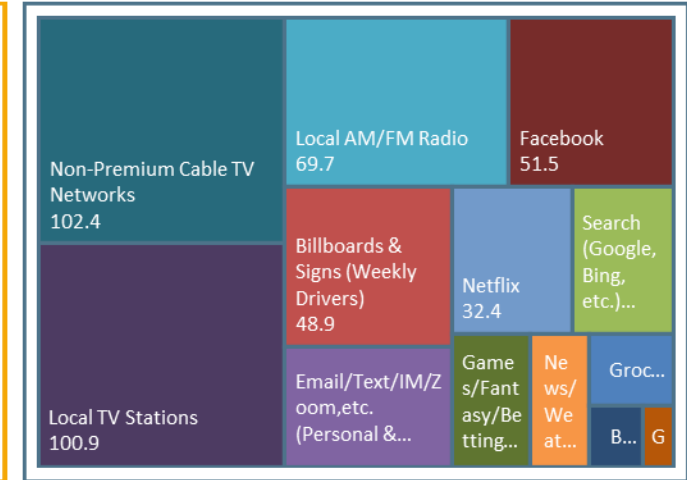
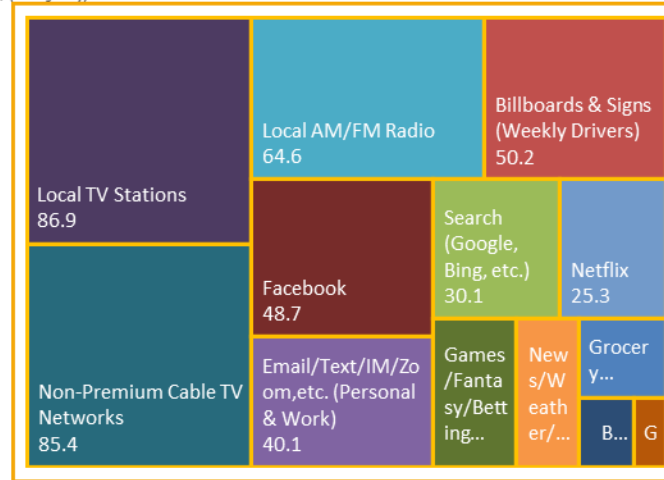
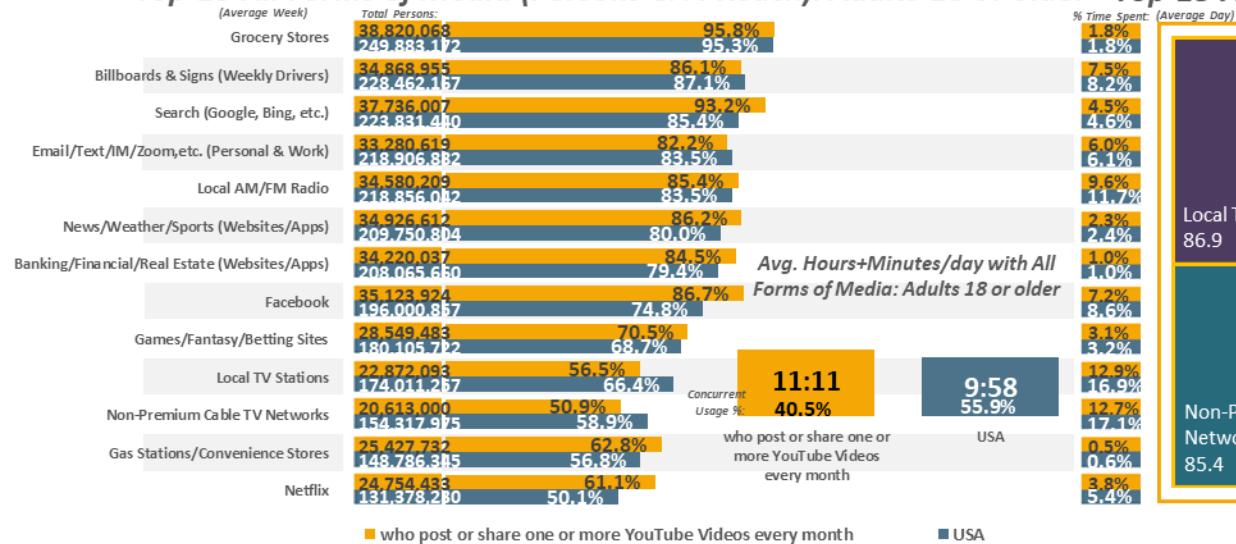




Adults 18 or older who post or share one or more YouTube Videos every month spend an average of 8 hours and 4 minutes each day with All Forms of Ad-Supported Media. 81.2% listen to Local AM/FM Radio for an avg. of 59.7 minutes/day. (Local Radio delivers 10.% of Time with Ad-Supported Media.)

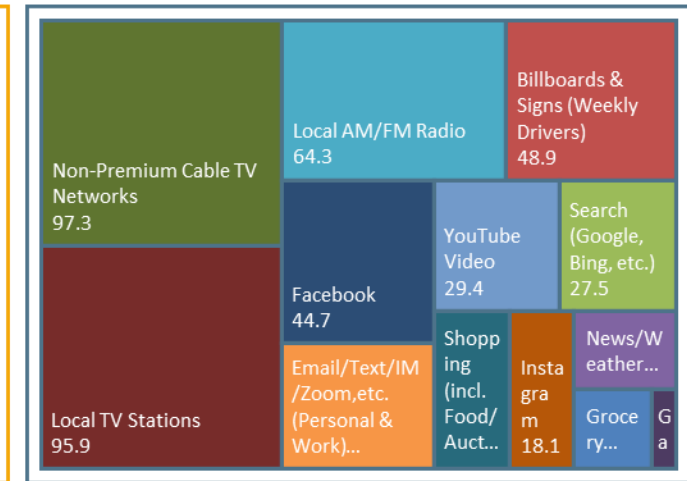
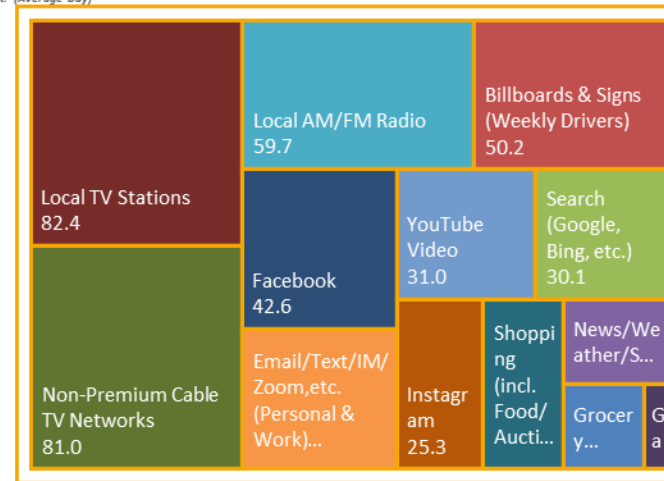
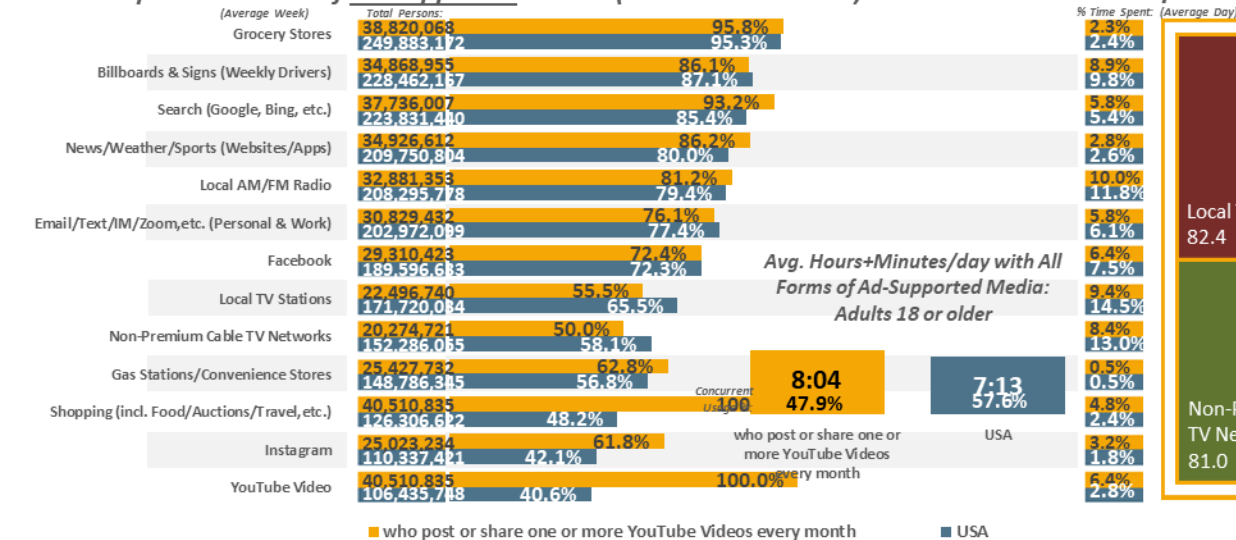
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

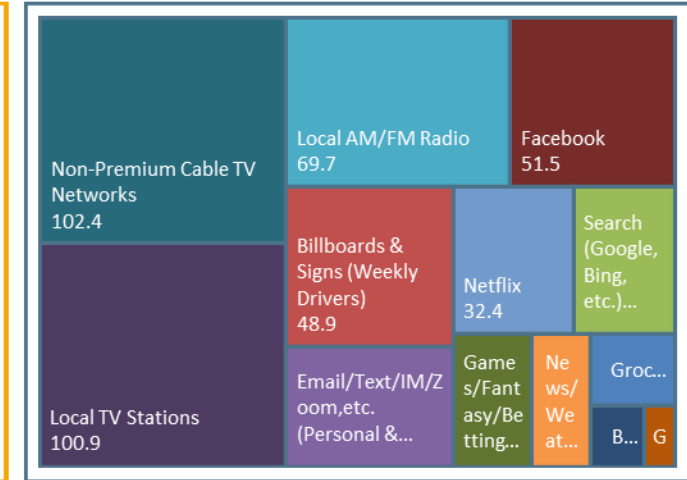
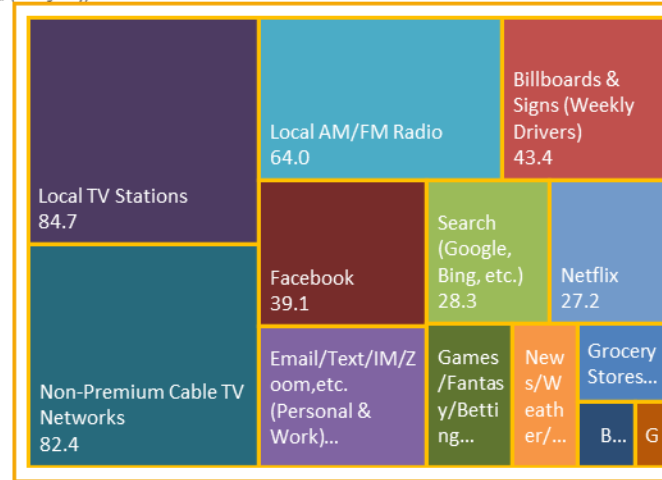
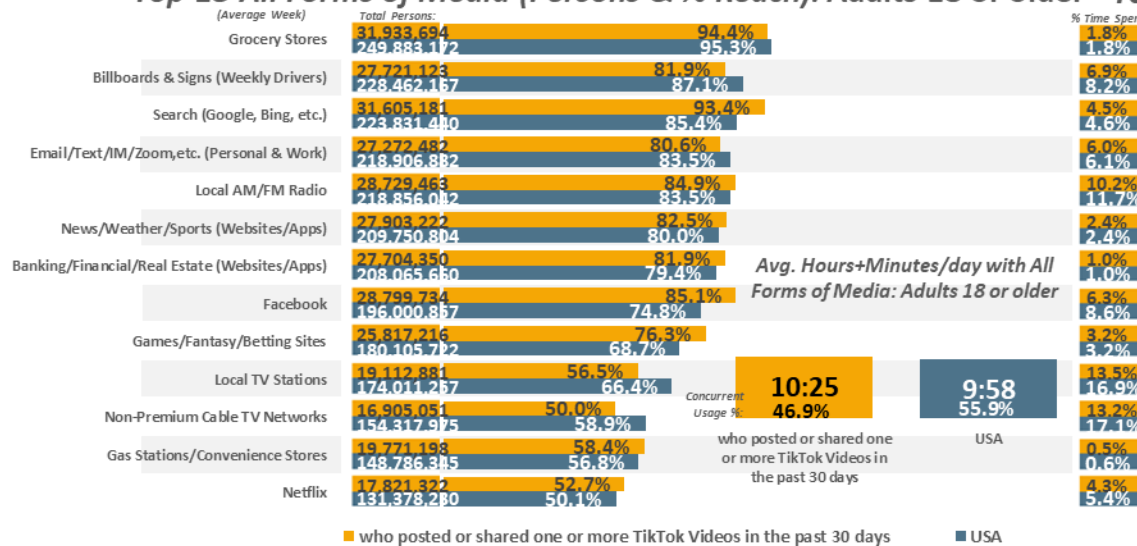
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



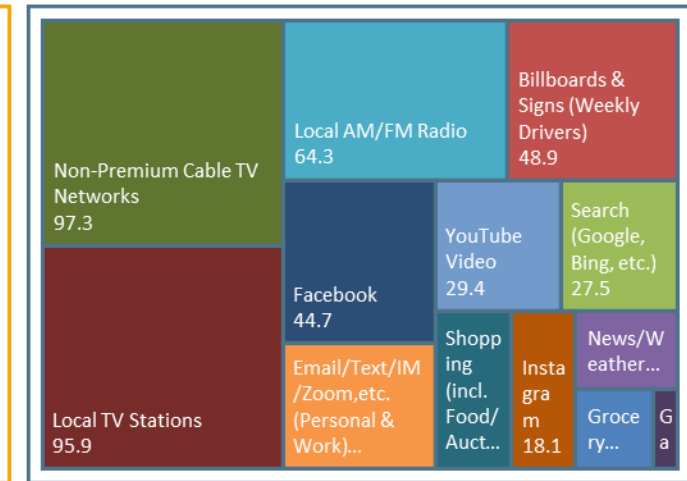
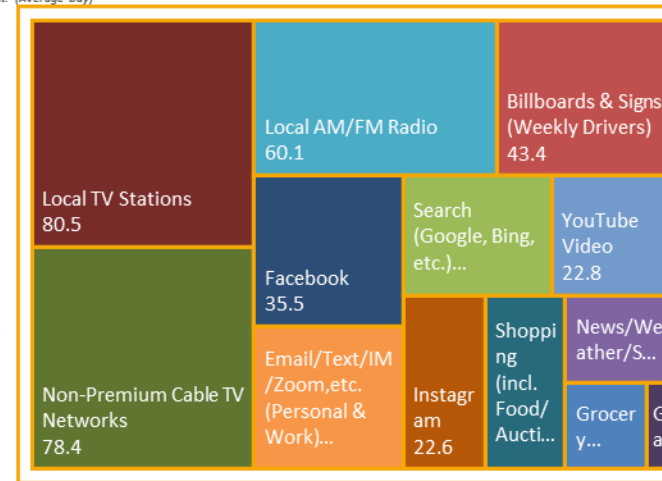
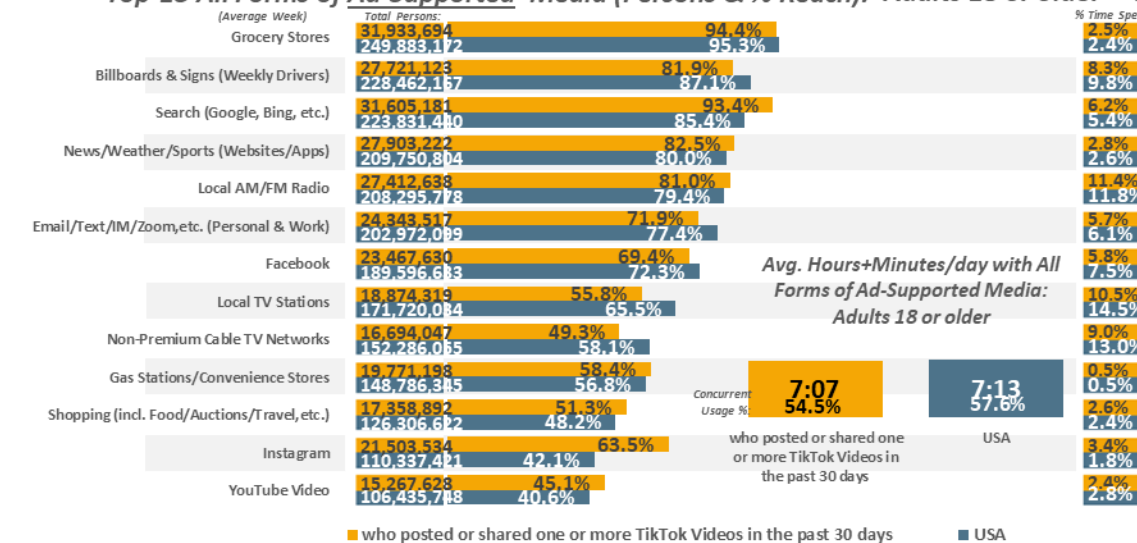


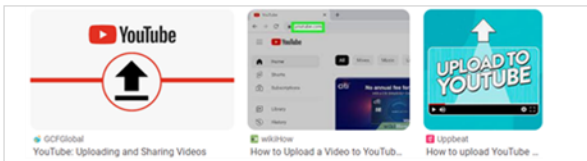
Adults 18 or older who posted or shared one or more TikTok Videos in the past 30 days spend an average of 7 hours and 7 minutes each day with All Forms of Ad-Supported Media. 81.% listen to Local AM/FM Radio for an avg. of 60.1 minutes/day. (Local Radio delivers 11.4% of Time with Ad-Supported

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**



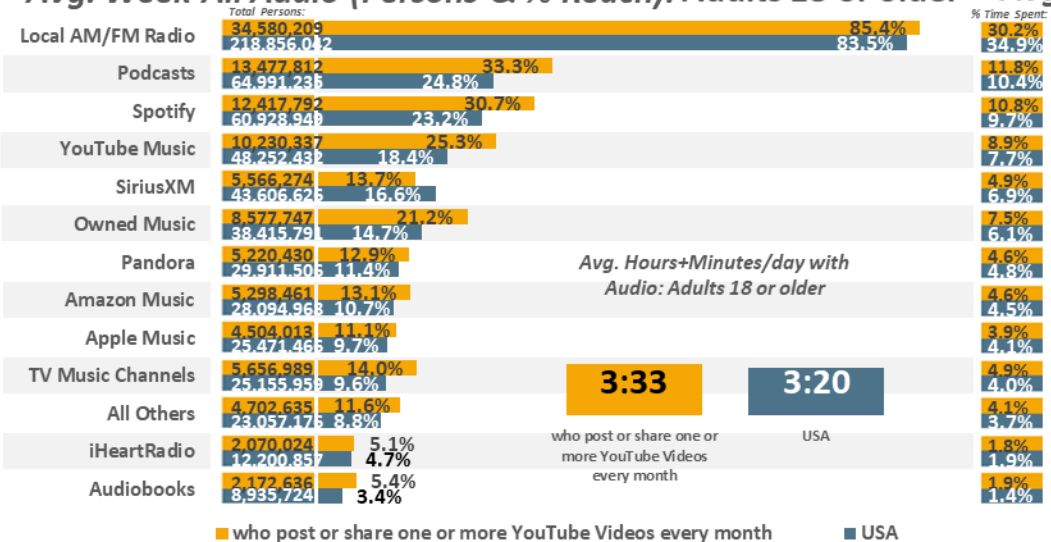
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



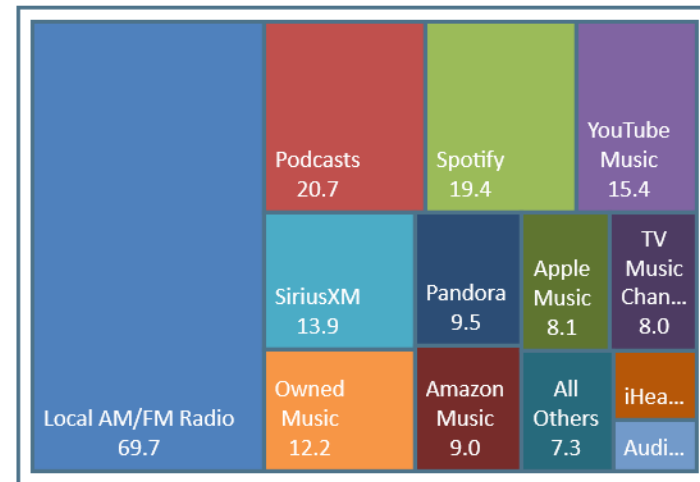
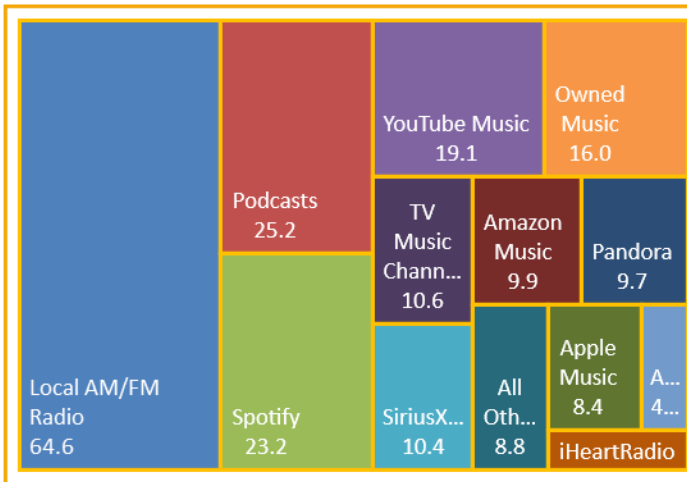


32,881,353 or 81.2% of Adults 18 or older who post or share one or more YouTube Videos every month listen to Ad-Supported Local AM/FM Radio for an average of 59.7 minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.

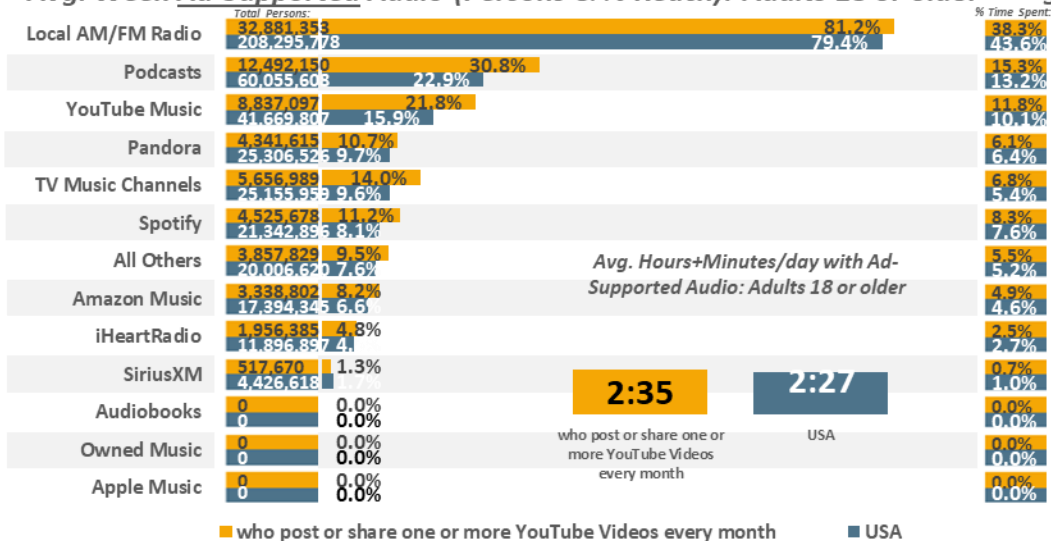
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



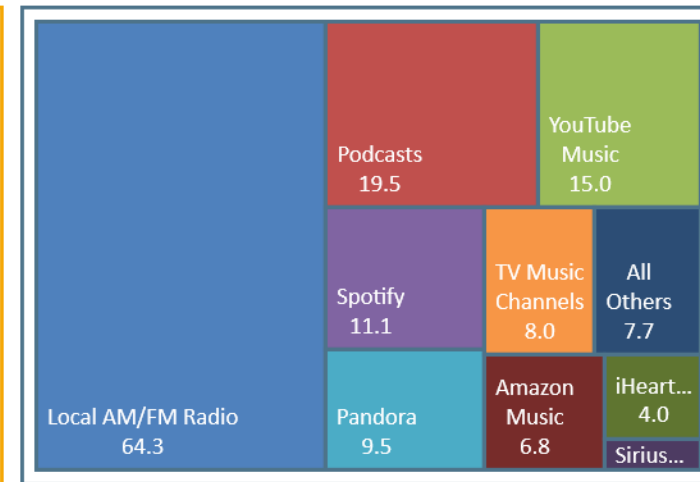
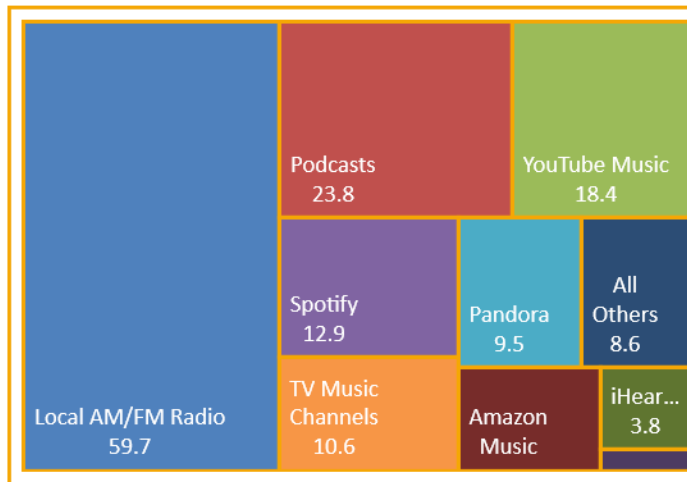
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

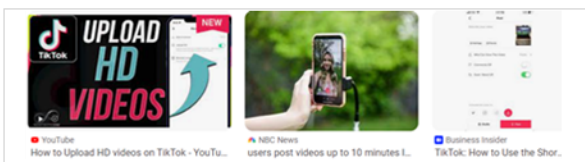


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



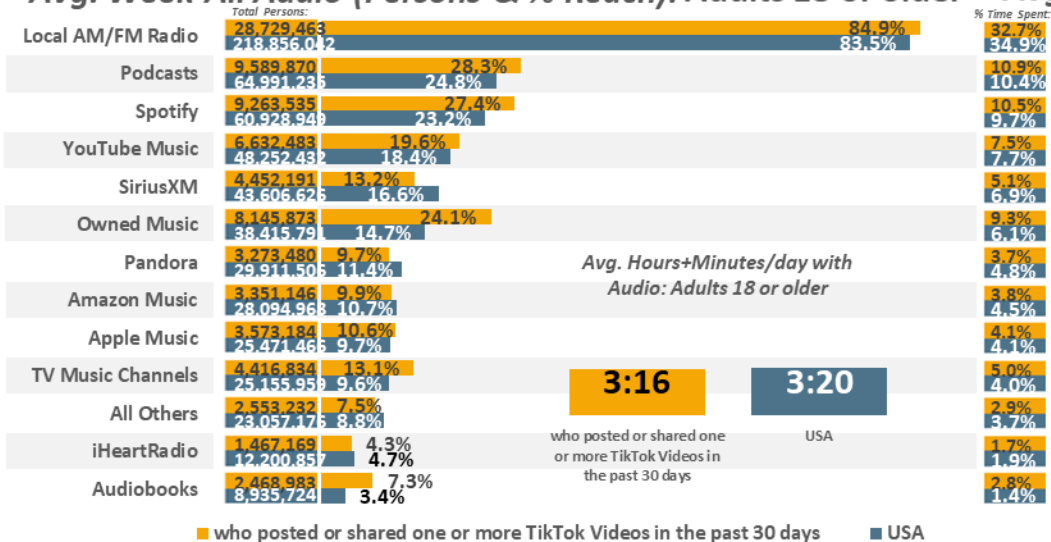
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



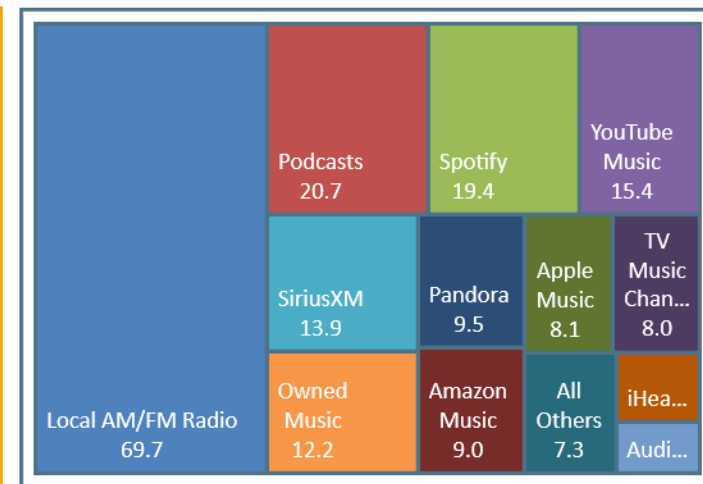
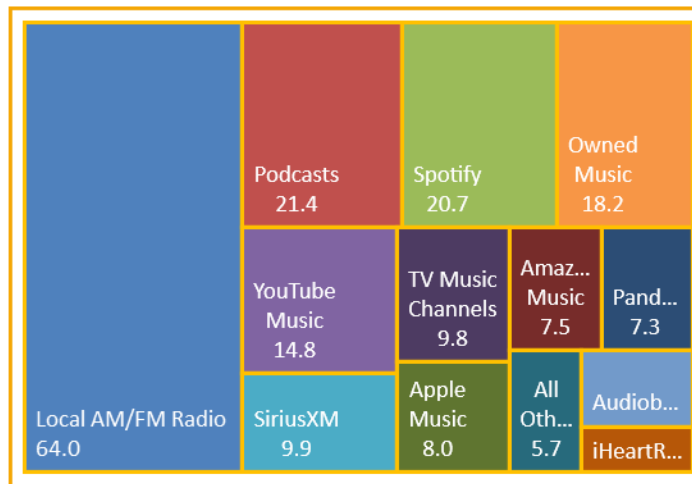


27,412,638 or 81.0% of Adults 18 or older who posted or shared one or more TikTok Videos in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 60.1 minutes every day representing 43.2% of all time spent daily with Ad-Supported Audio

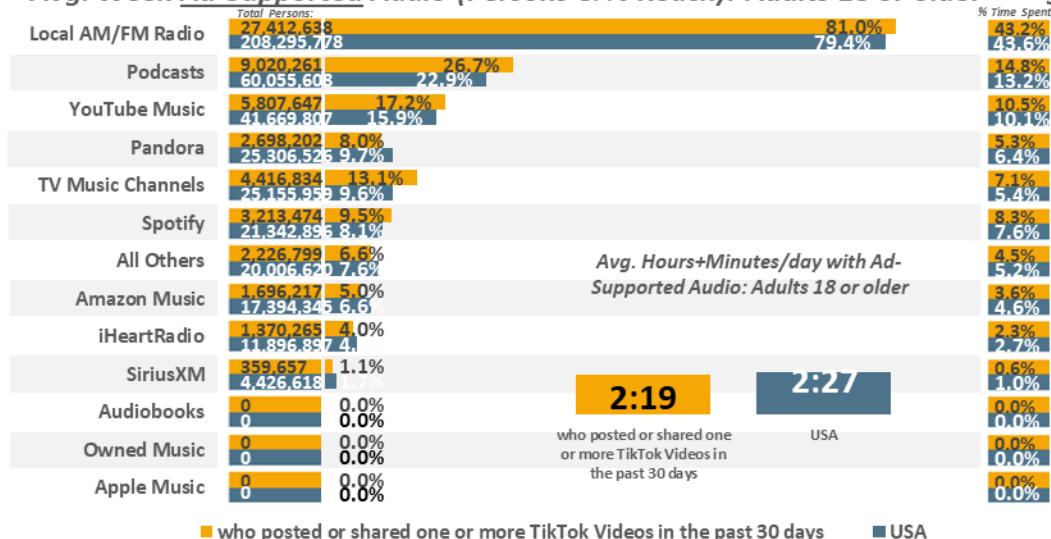
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



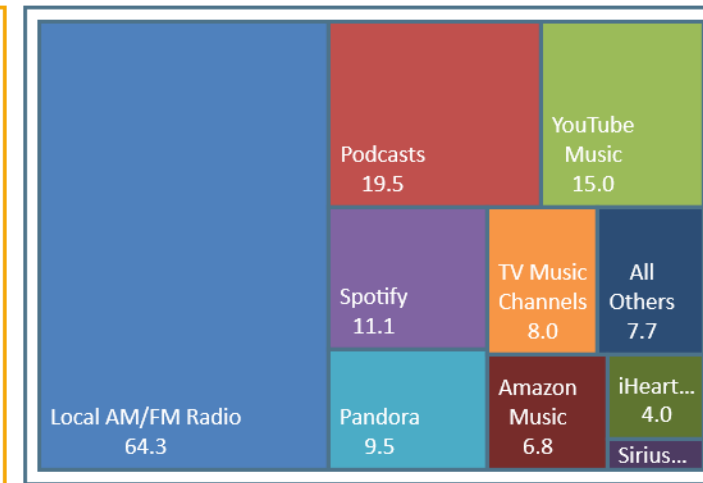
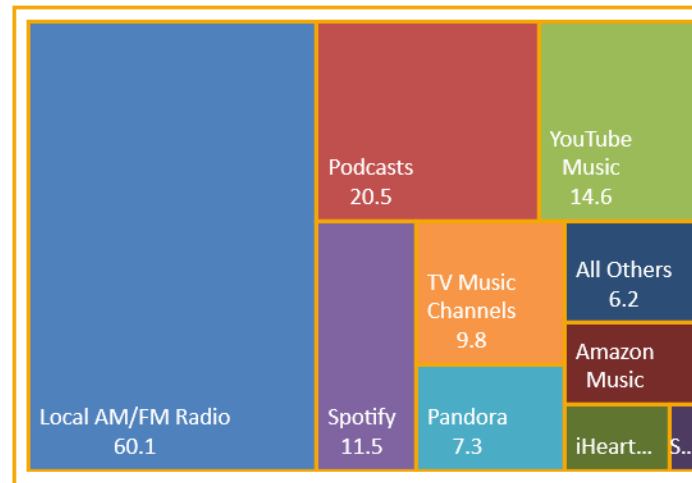
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

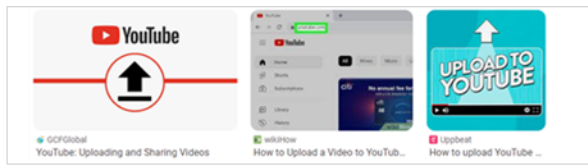


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





32,881,353 or 81.2% of Adults 18 or older who post or share one or more YouTube Videos every month listen to Ad-Supported Local AM/FM Radio for an average of 59.7 minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.

Weekly Reach %

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

"Share of Ad-Supported Audio"

2:35

2:27

who post or share one or more YouTube Videos every month

USA

% of Weekly Time Spent with Ad-Supported Audio

Weekly Total Persons Reached:

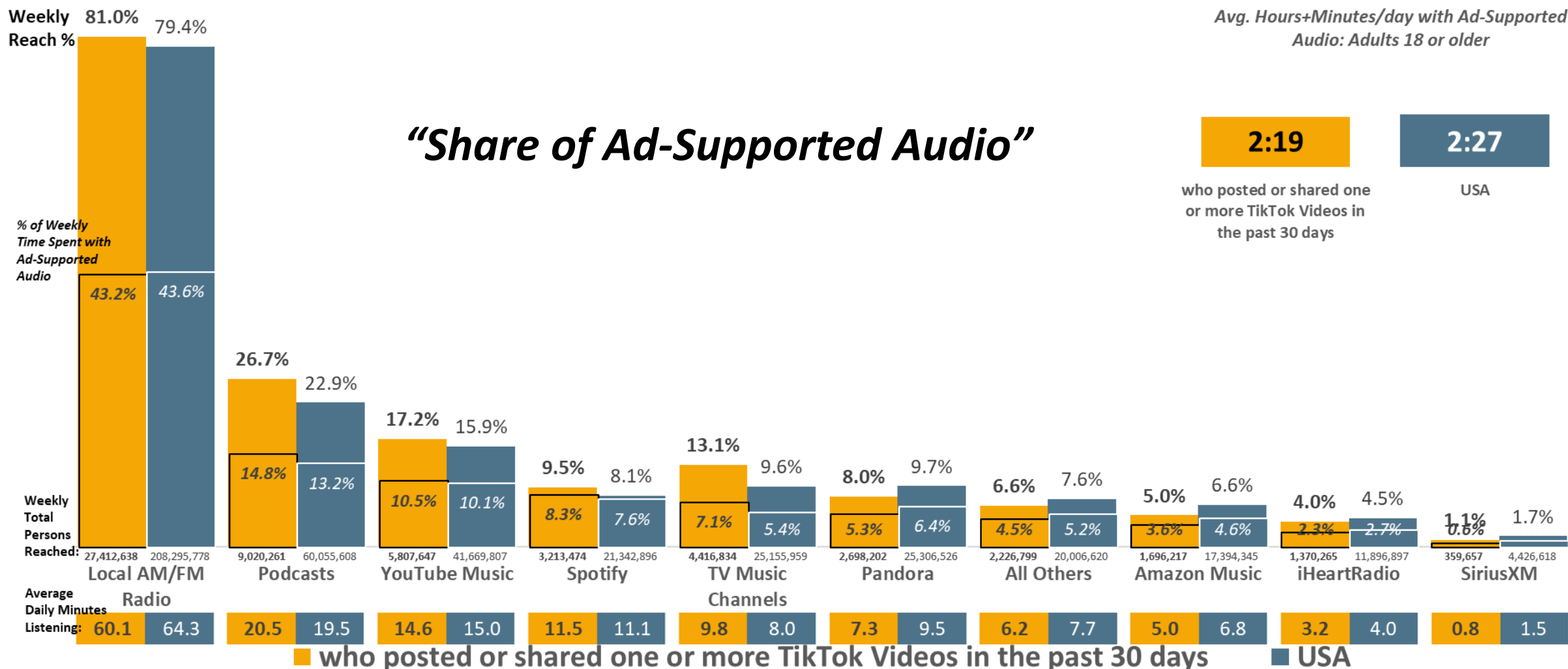
Average Daily Minutes Listening:

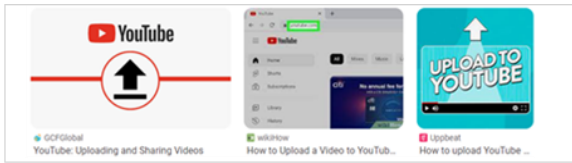
who post or share one or more YouTube Videos every month

USA



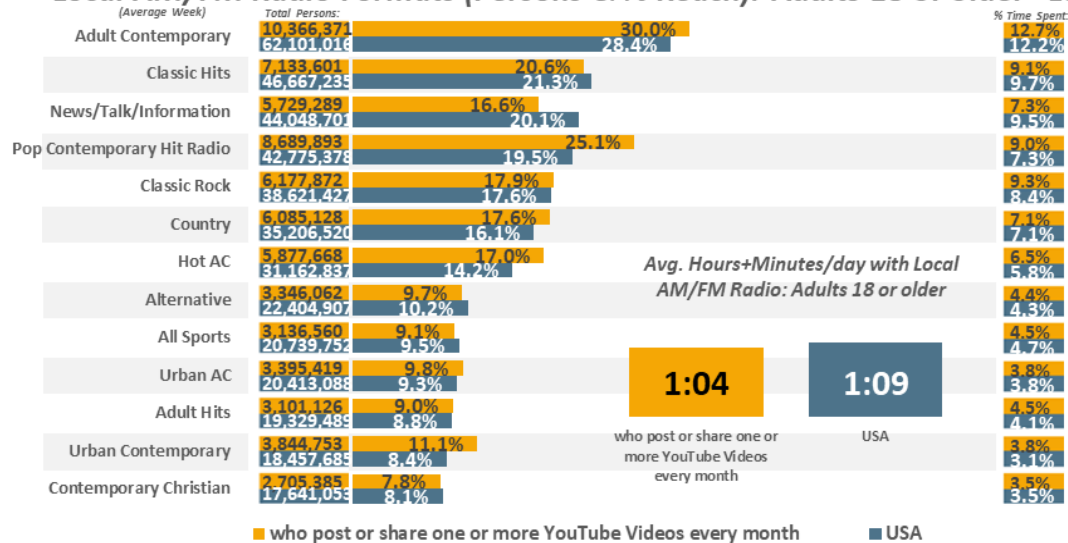
27,412,638 or 81.0% of Adults 18 or older who posted or shared one or more TikTok Videos in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 60.1 minutes every day representing 43.2% of all time spent daily with Ad-Supported Audio



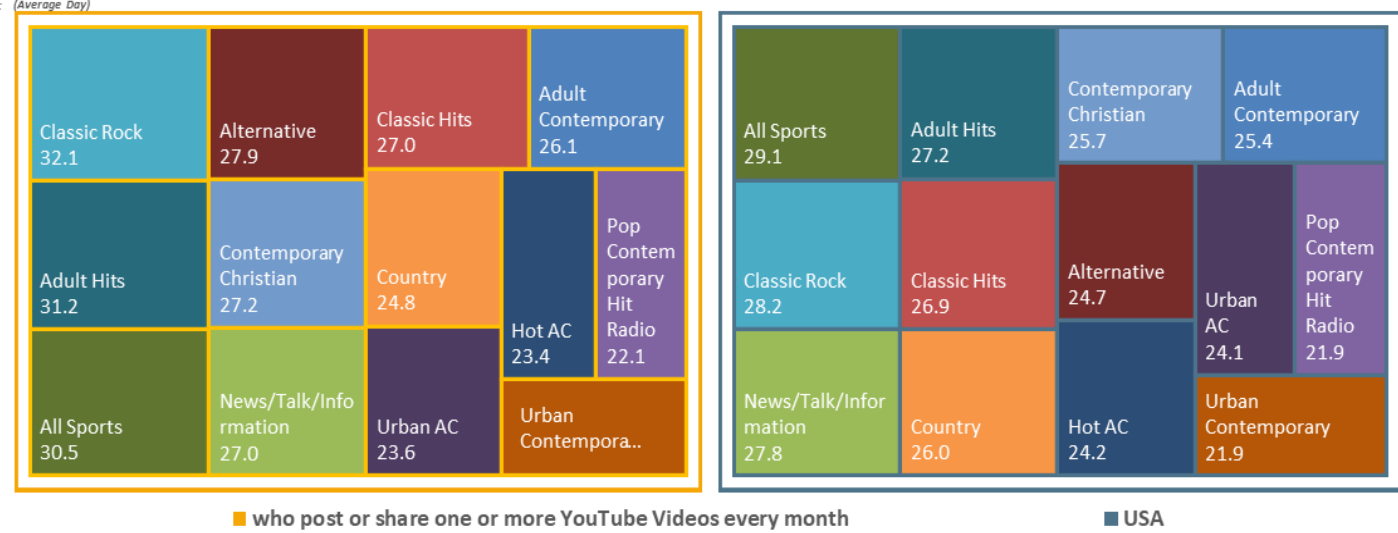


32,881,353 or 81.2% of Adults 18 or older who post or share one or more YouTube Videos every month listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Classic Rock, and Country.

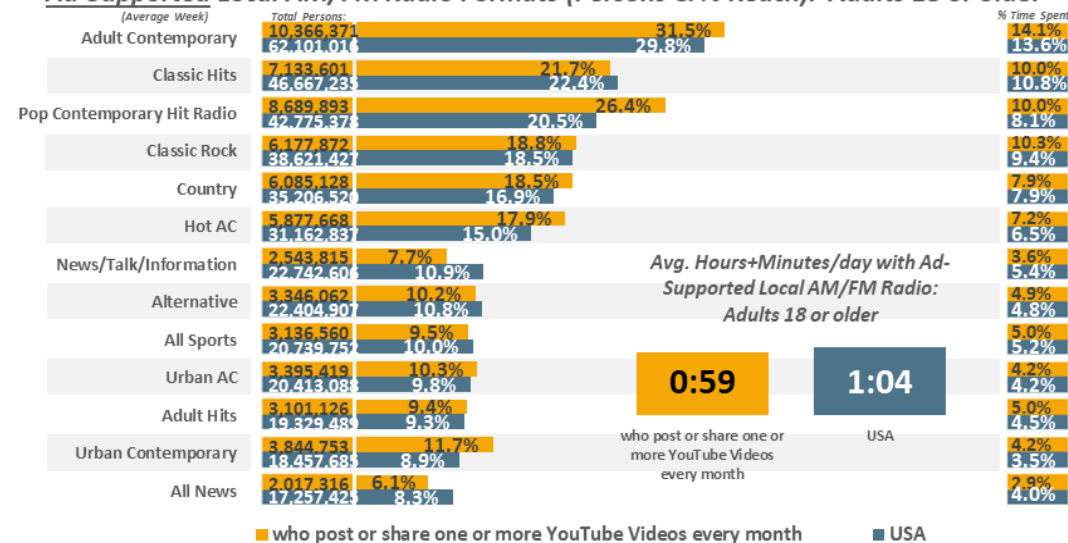
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



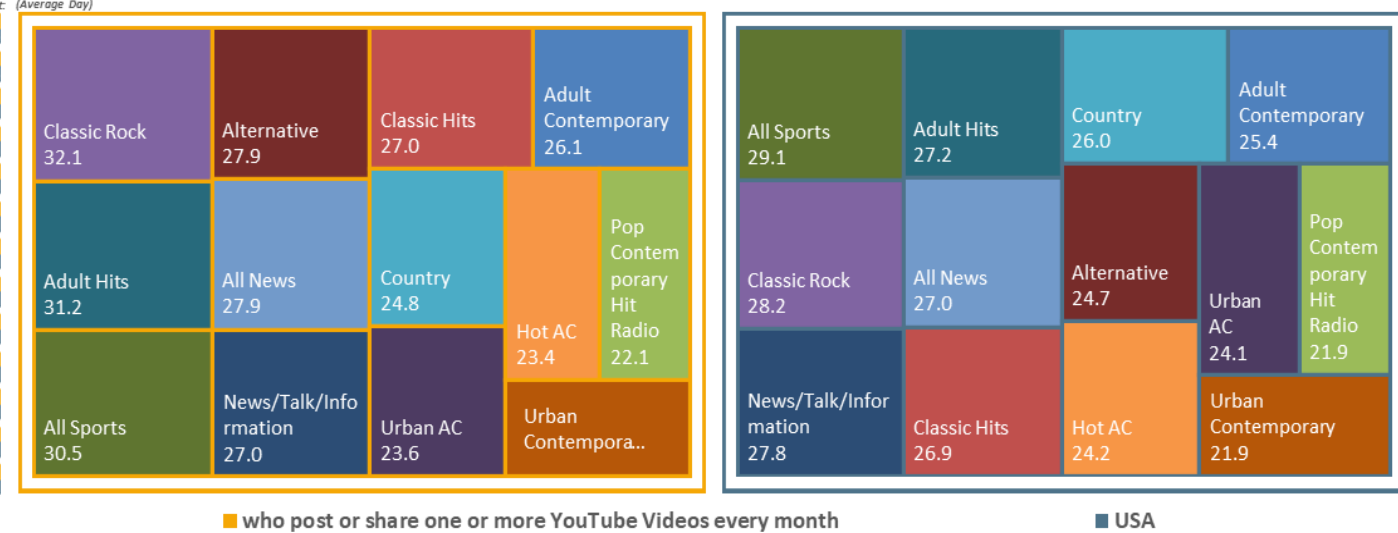
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



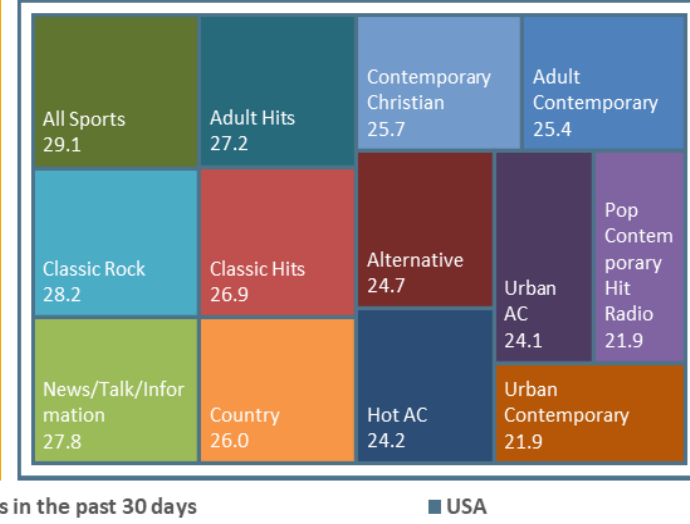
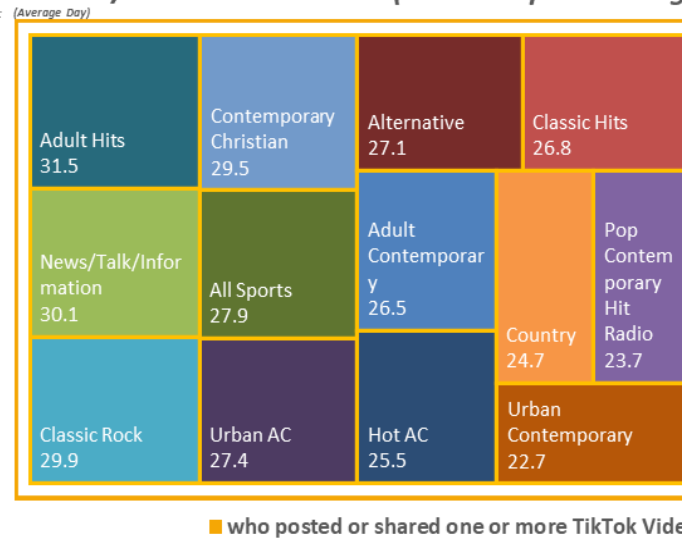
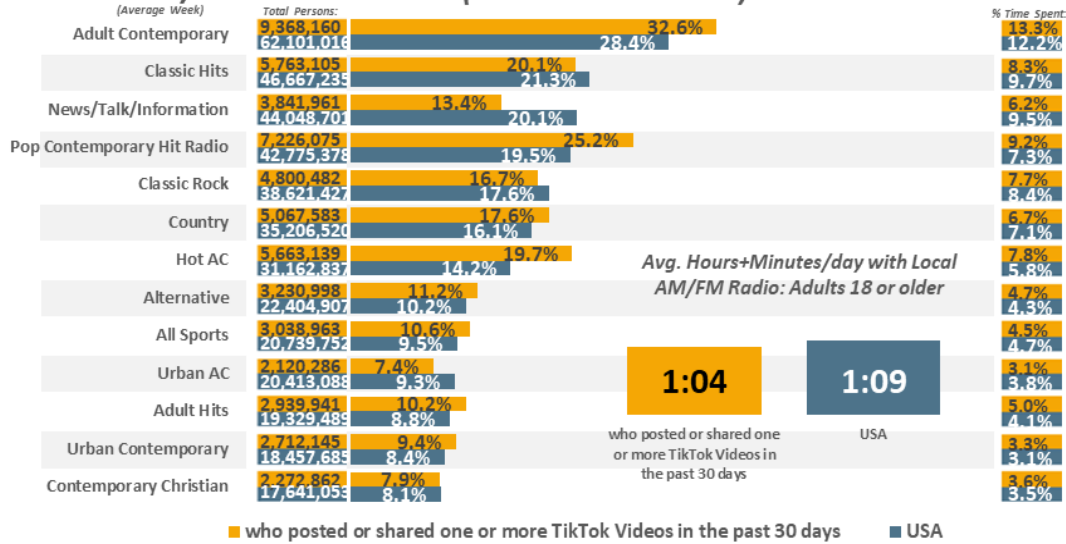
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



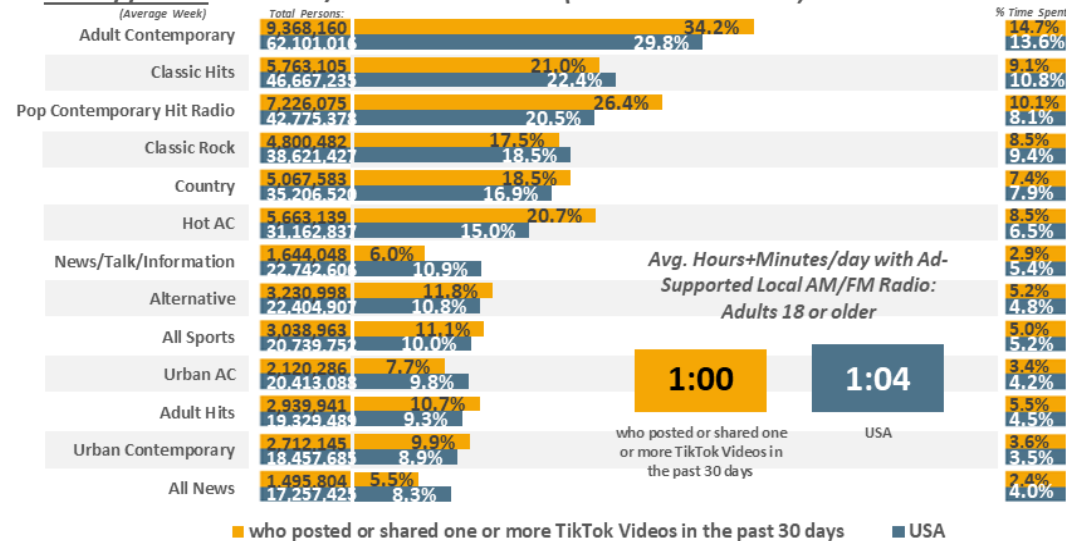


27,412,638 or 81.% of Adults 18 or older who posted or shared one or more TikTok Videos in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Hot AC, and Country.

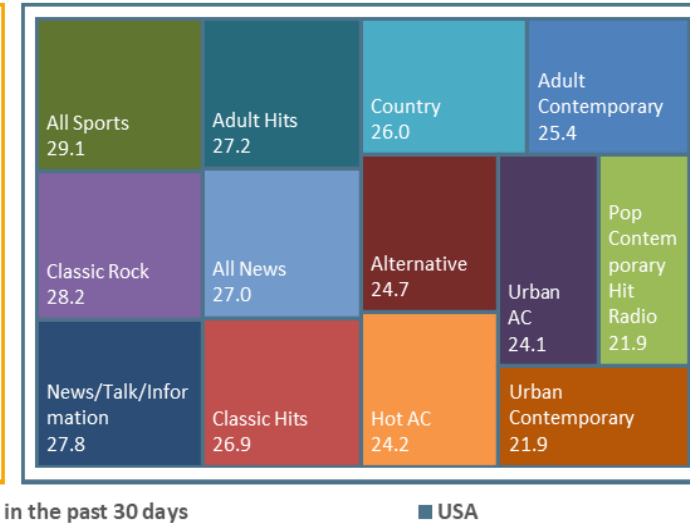
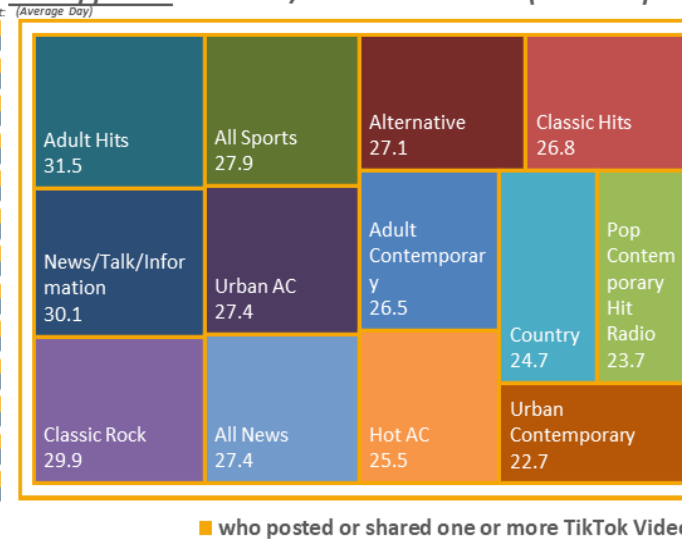
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**

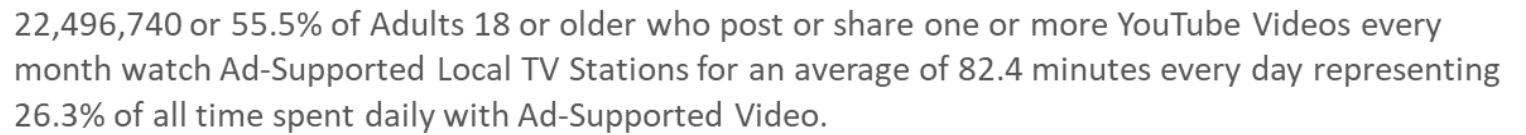


Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older

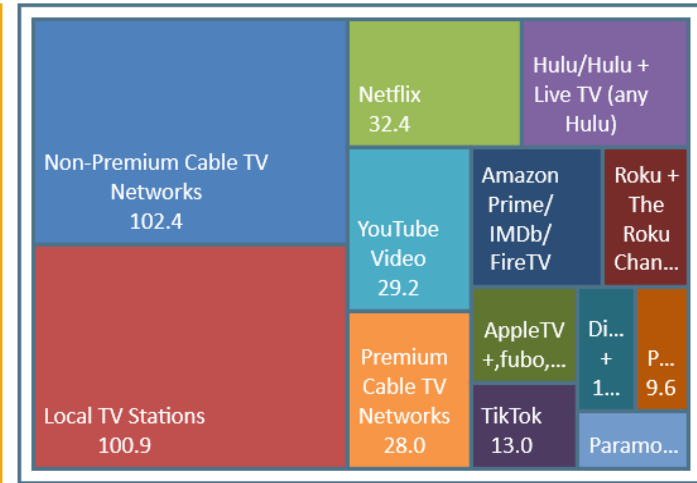


Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

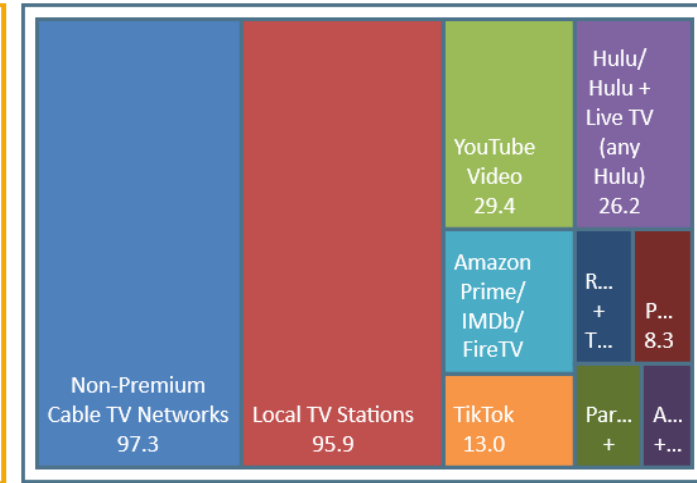




Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

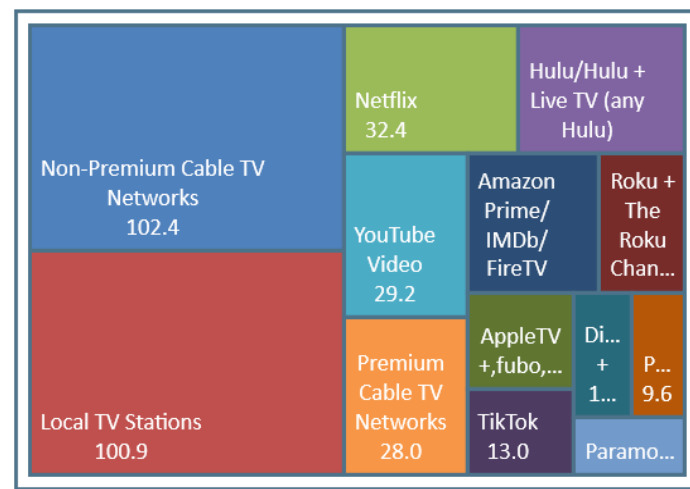
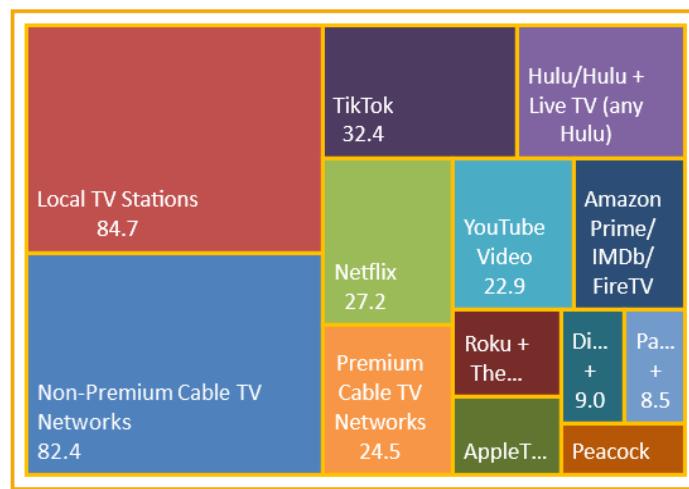
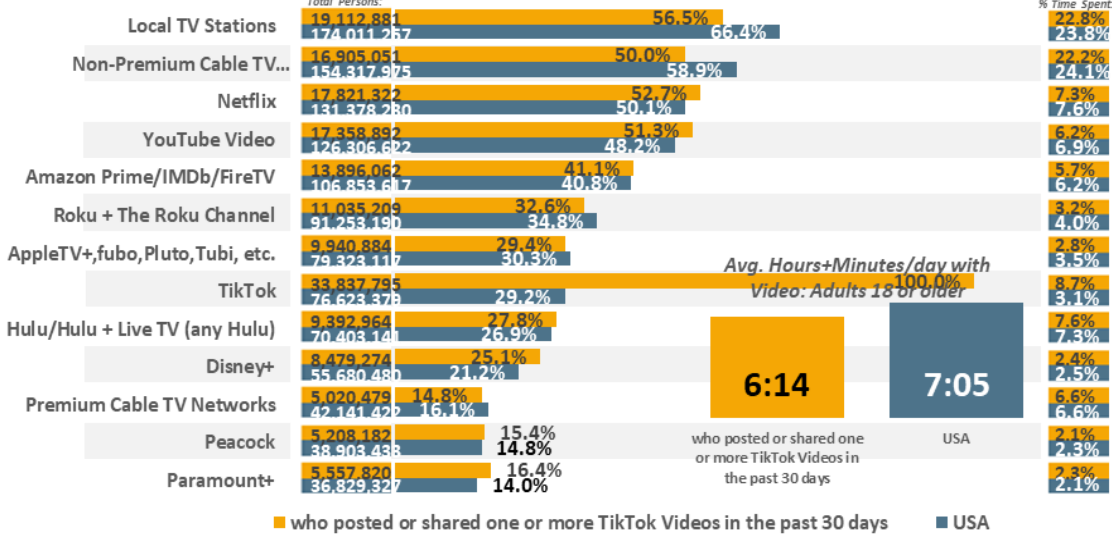




18,874,319 or 55.8% of Adults 18 or older who posted or shared one or more TikTok Videos in the past 30 days watch Ad-Supported Local TV Stations for an average of 80.5 minutes every day representing 28.3% of all time spent daily with Ad-Supported Video.

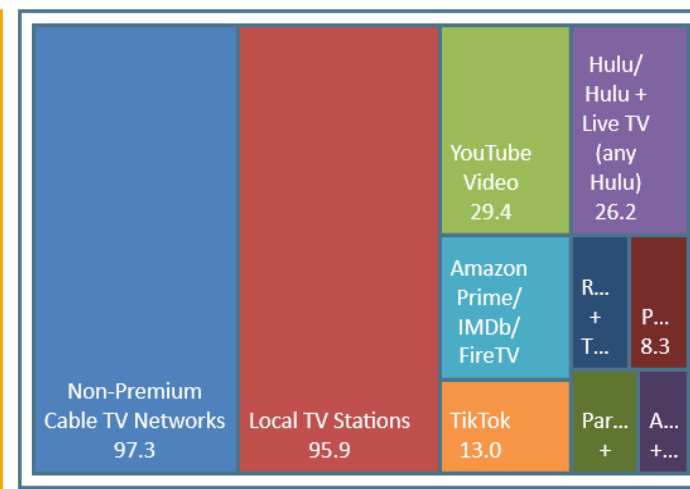
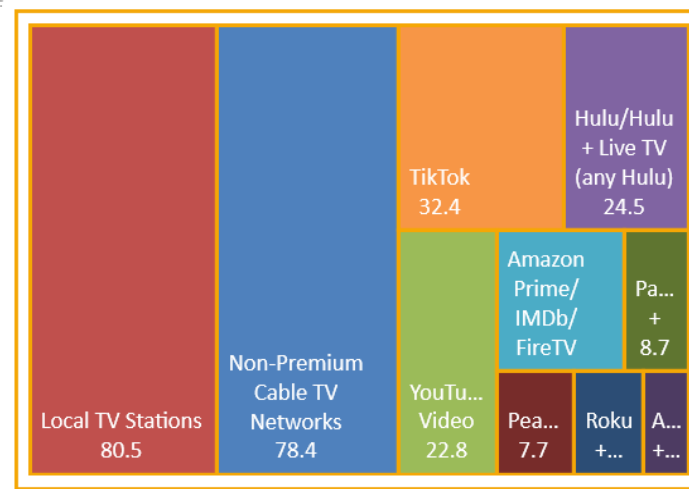
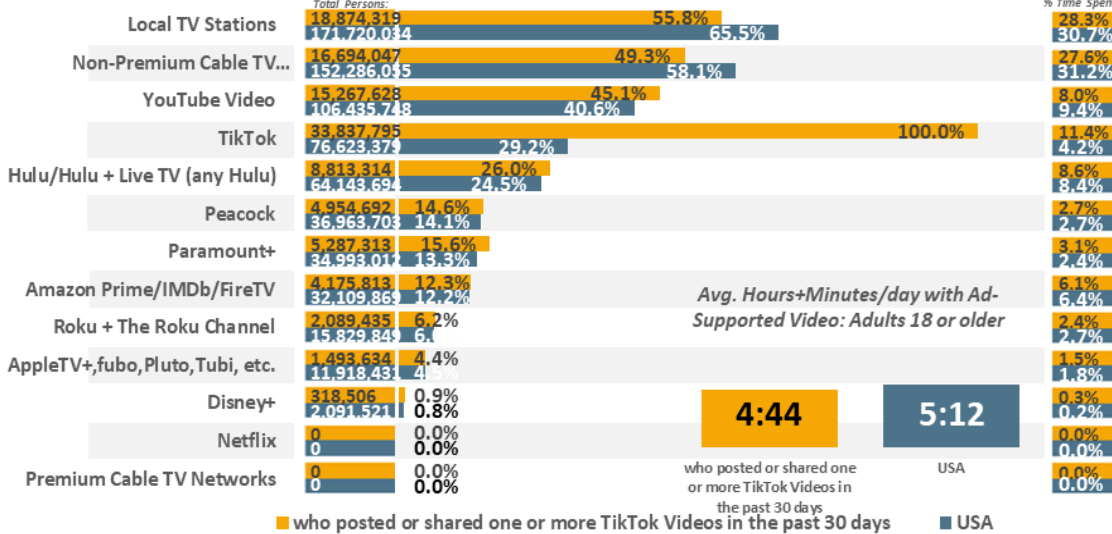
Avg. Week All Video (Persons & % Reach): Adults 18 or older

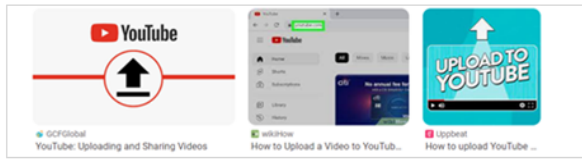
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

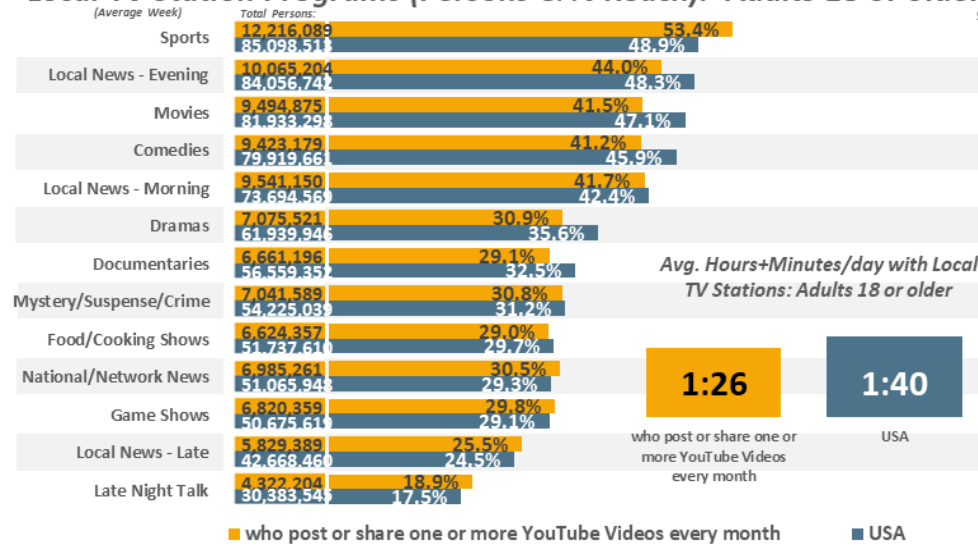
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



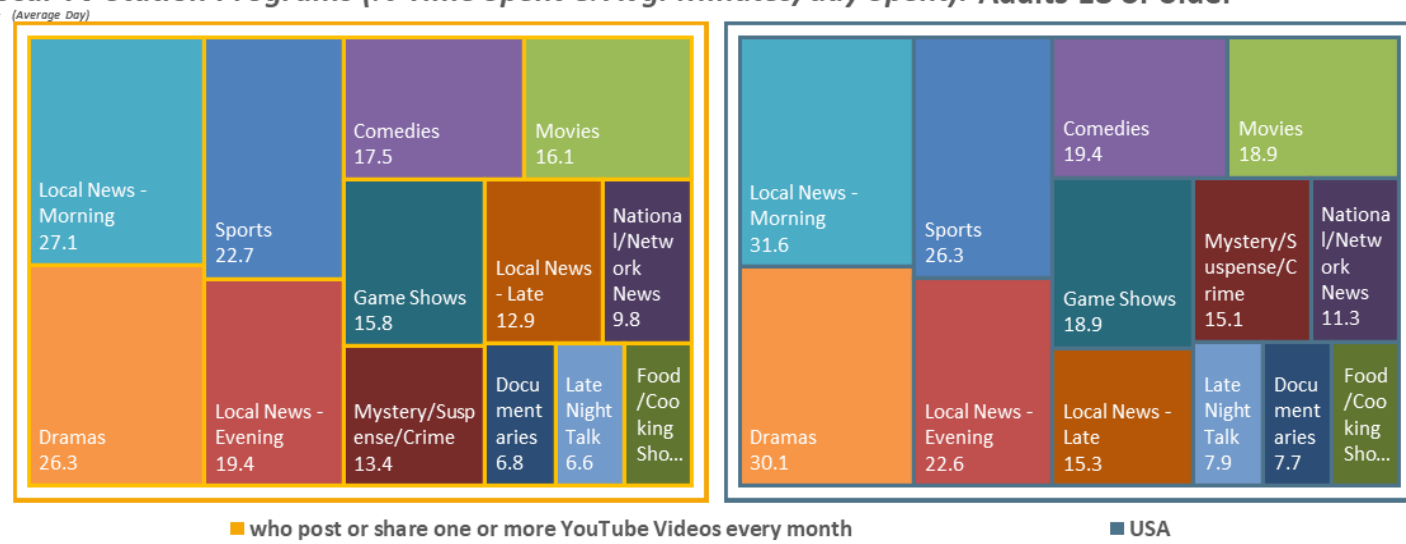


22,496,740 or 55.5% of Adults 18 or older who post or share one or more YouTube Videos every month watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and Dramas.

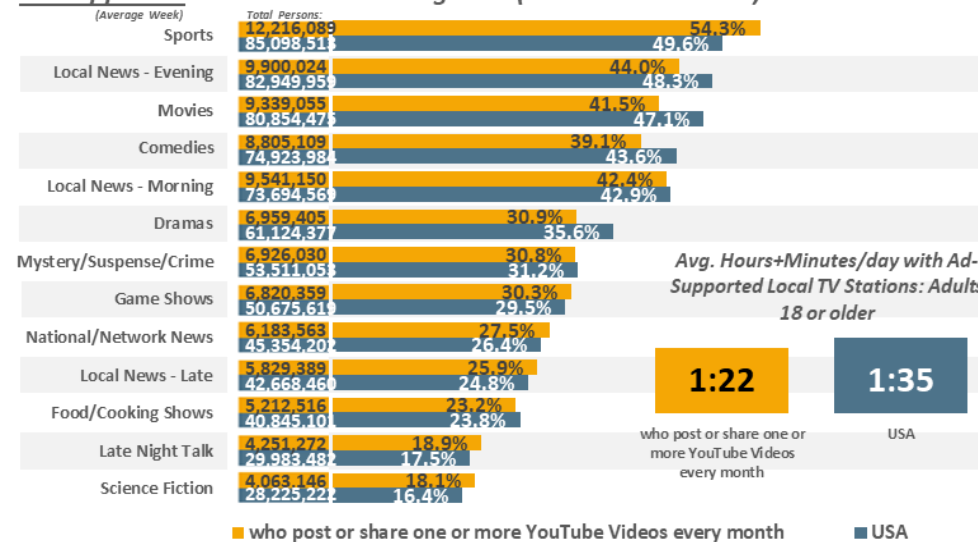
Local TV Station Programs (Persons & % Reach): Adults 18 or older



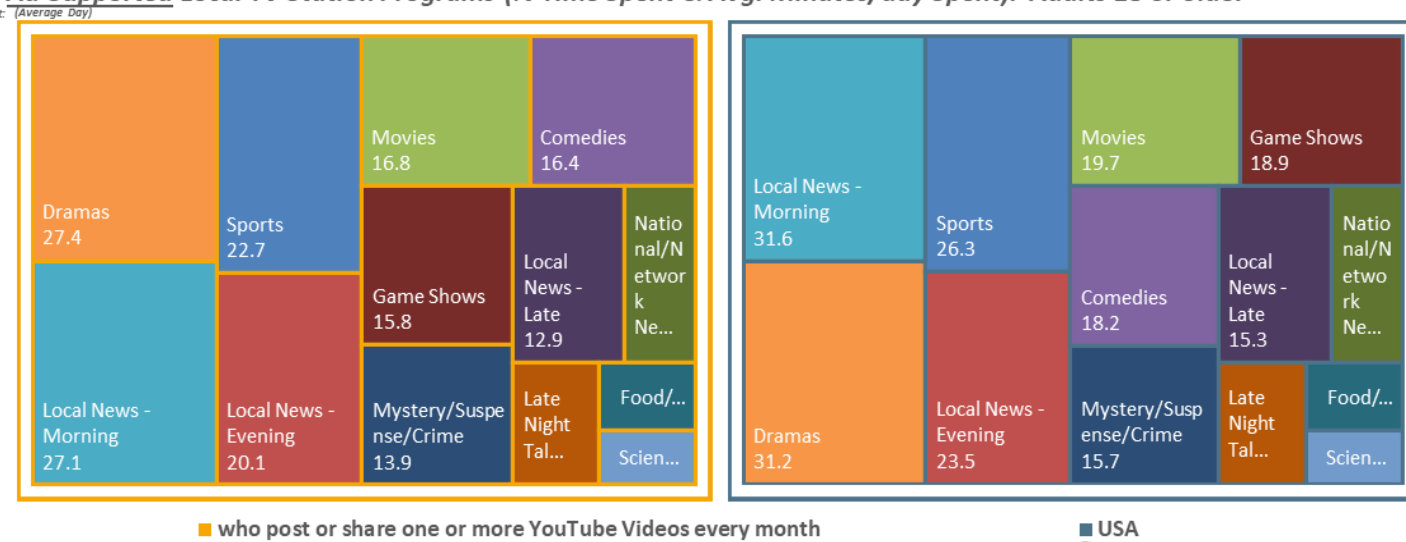
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



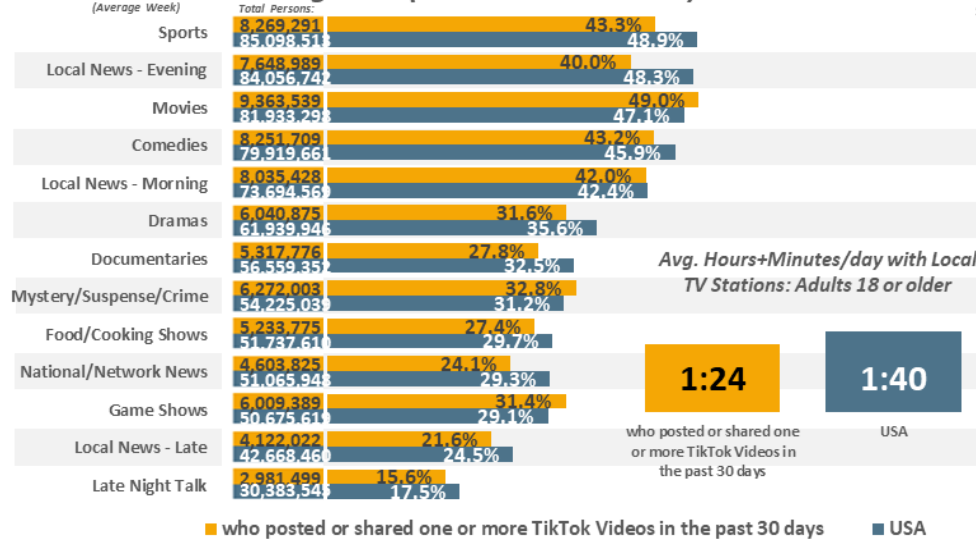
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



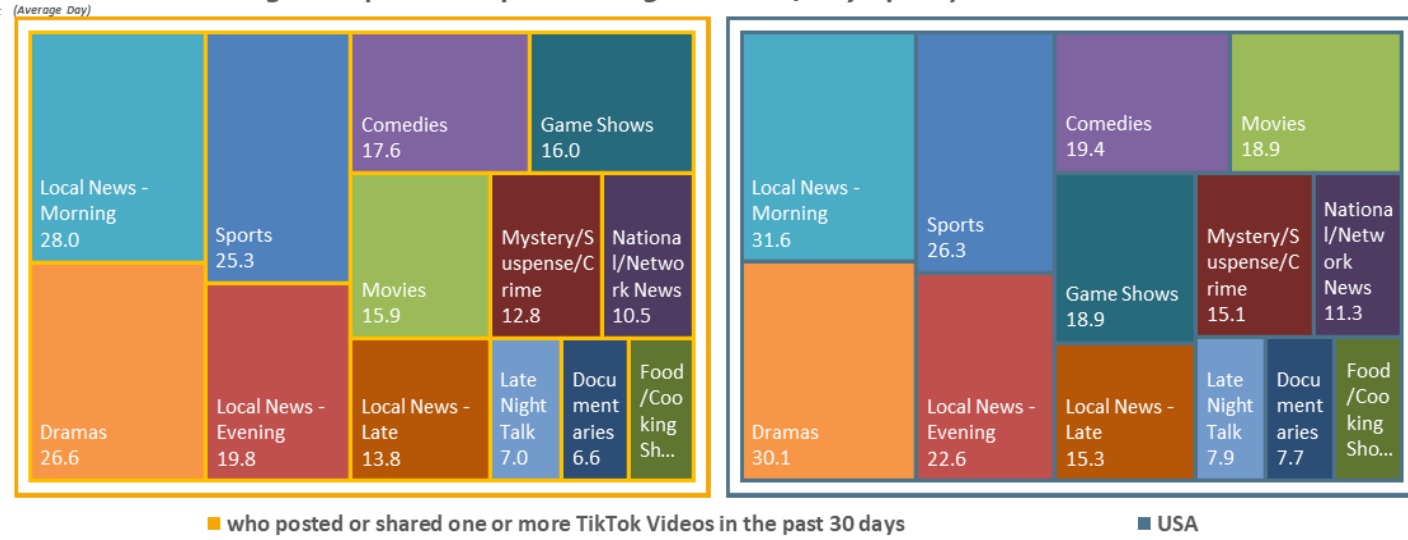


18,874,319 or 55.8% of Adults 18 or older who posted or shared one or more TikTok Videos in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Local News - Morning, Comedies, Local News - Evening, and Mystery/Sus

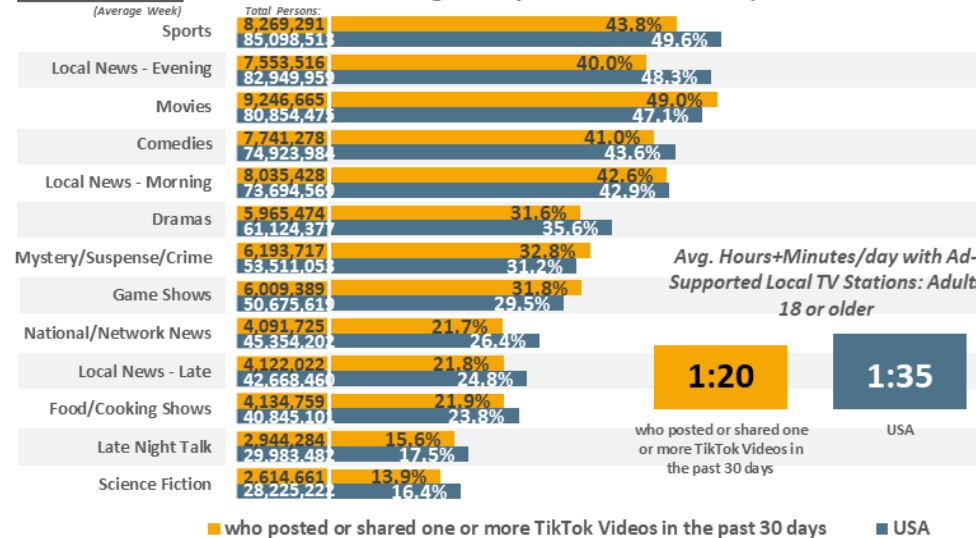
Local TV Station Programs (Persons & % Reach): Adults 18 or older



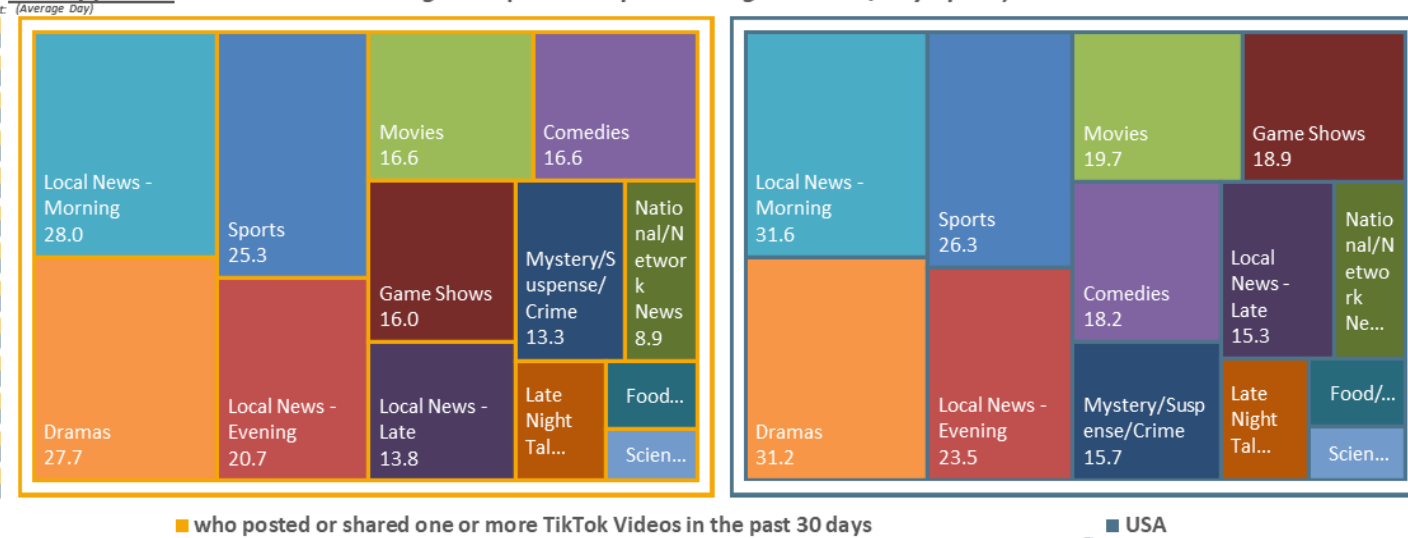
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

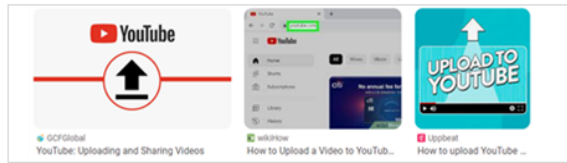


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



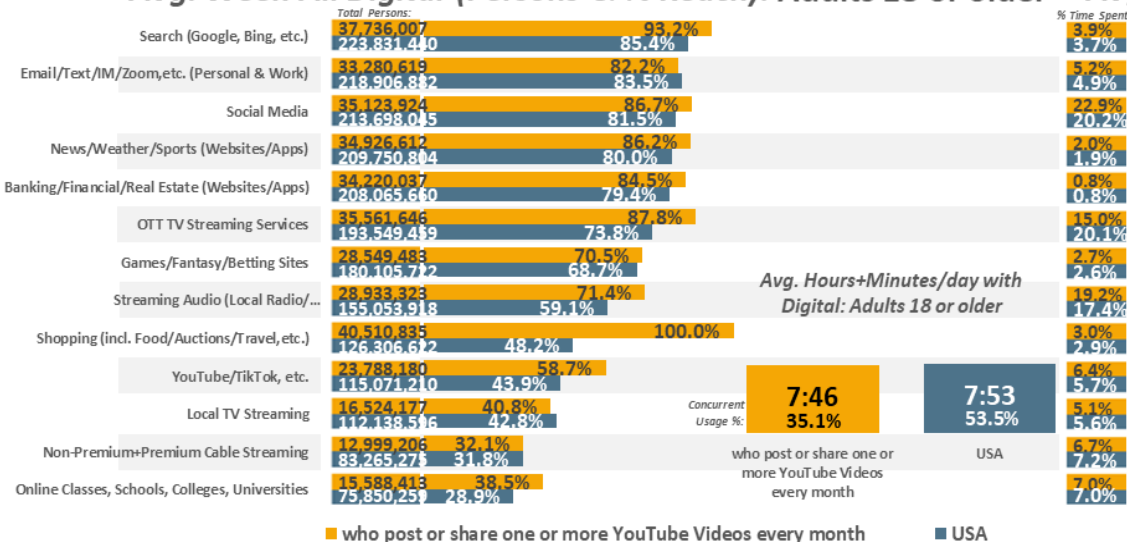
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



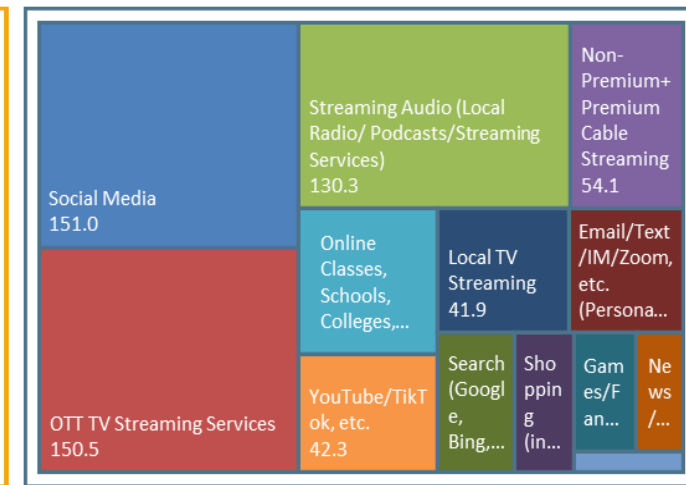
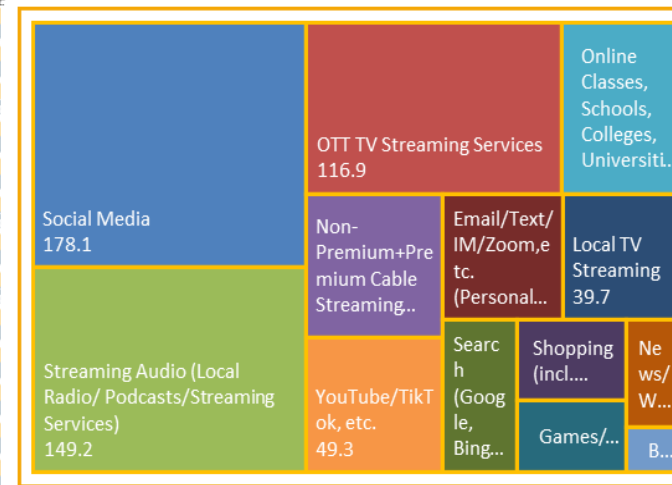


29,310,423 or 72.4% of Adults 18 or older who post or share one or more YouTube Videos every month use Ad-Supported Social Media for an average of 148.6 minutes every day representing 25.1% of all time spent daily with Ad-Supported Digital Media.

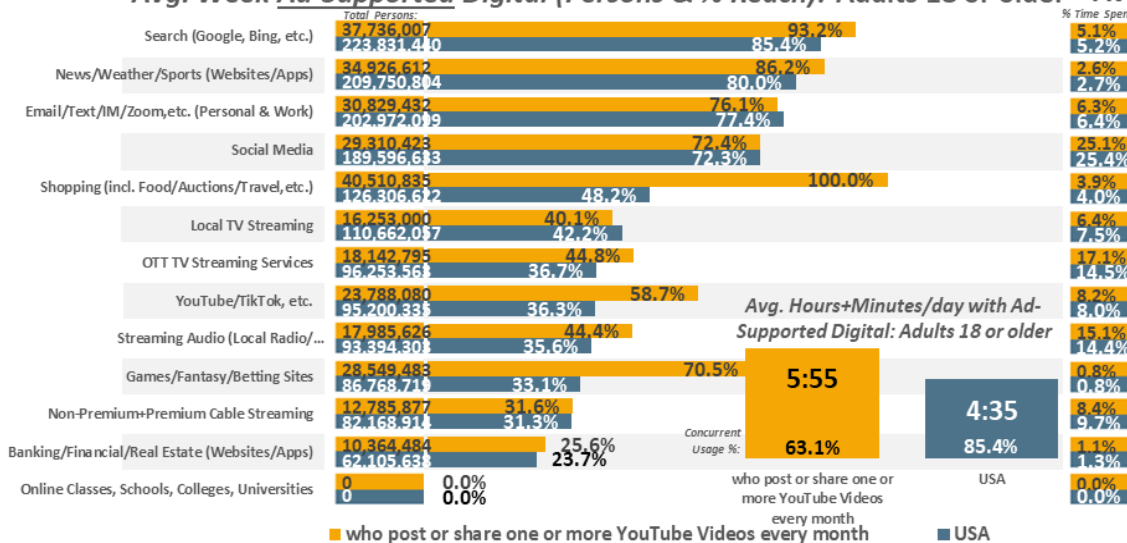
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



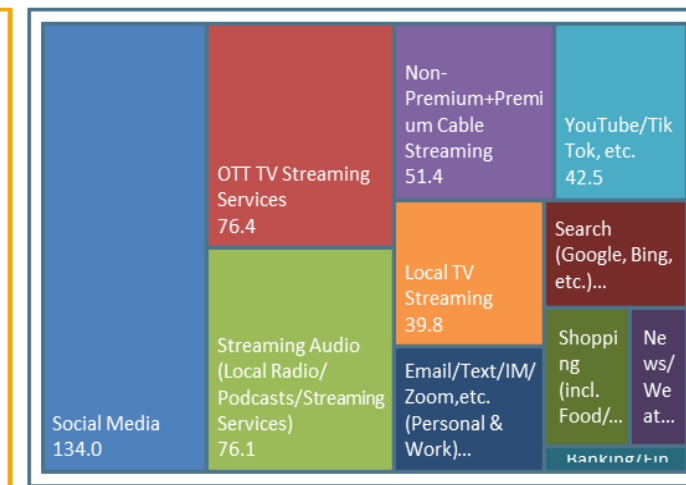
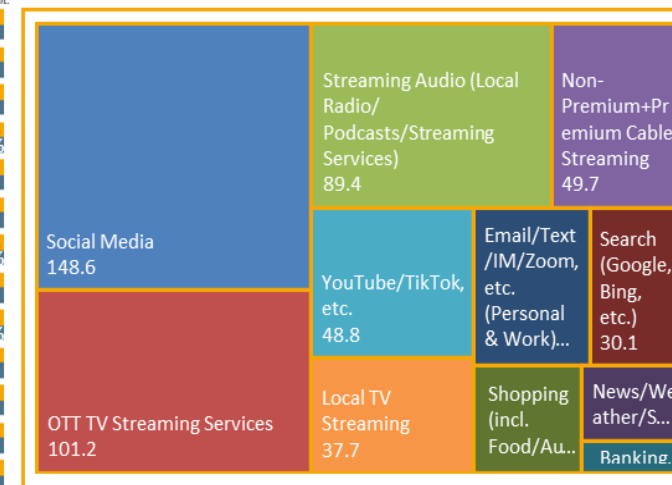
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



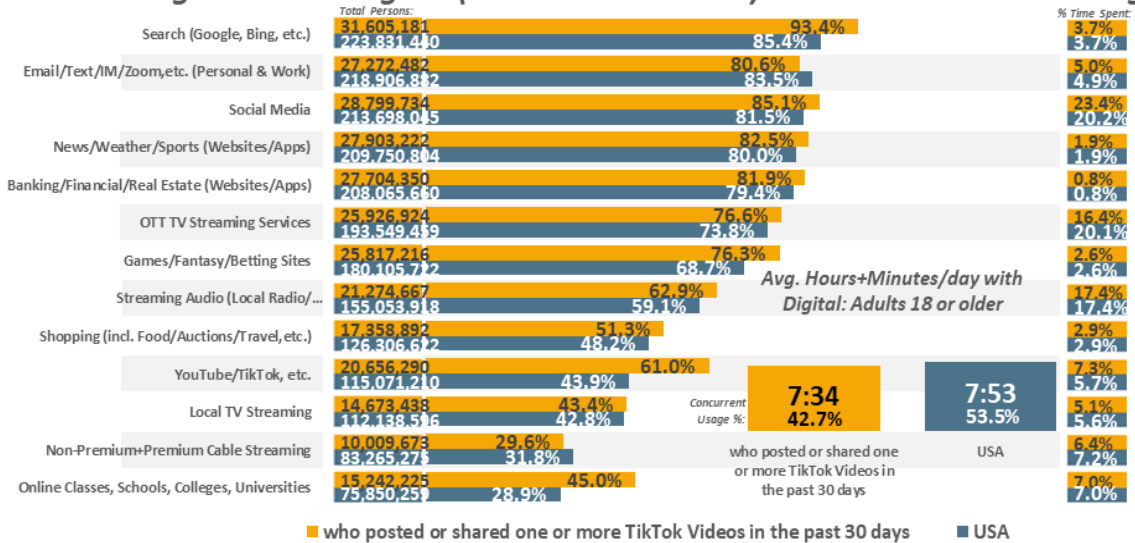
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



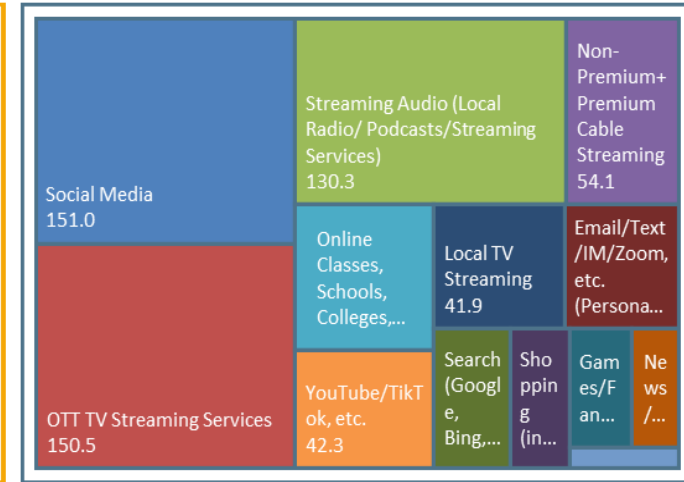
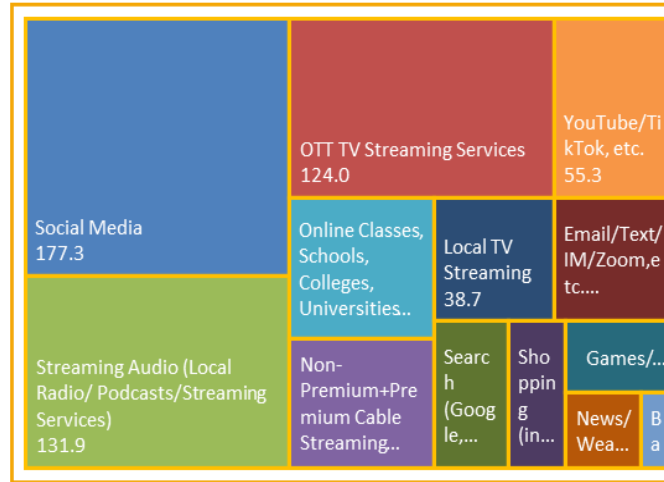


23,467,630 or 69.4% of Adults 18 or older who posted or shared one or more TikTok Videos in the past 30 days use Ad-Supported Social Media for an average of 144.5 minutes every day representing 27.% of all time spent daily with Ad-Supported Digital Media.

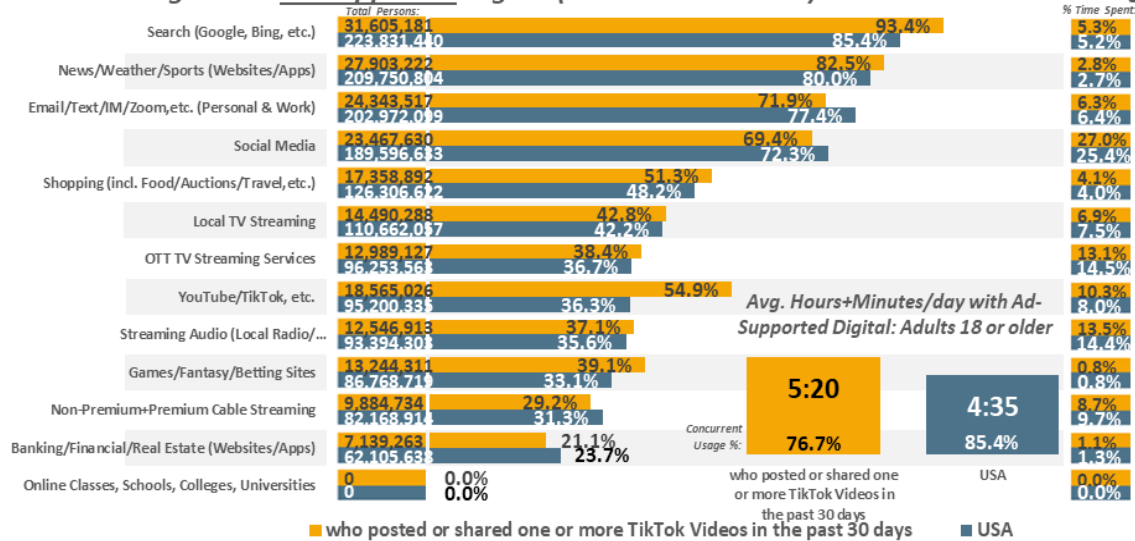
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



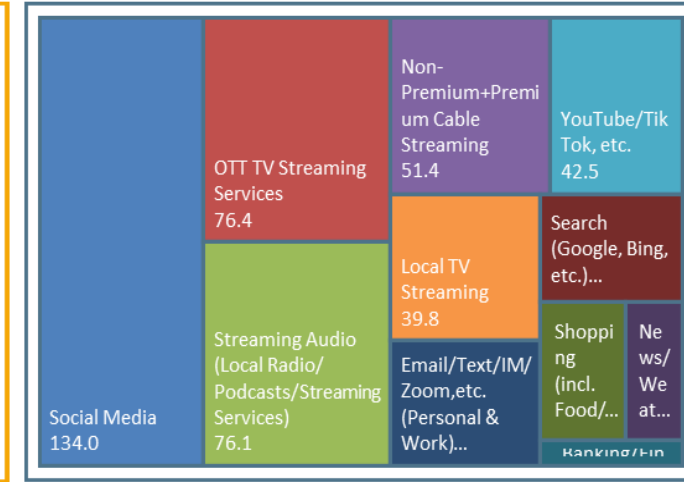
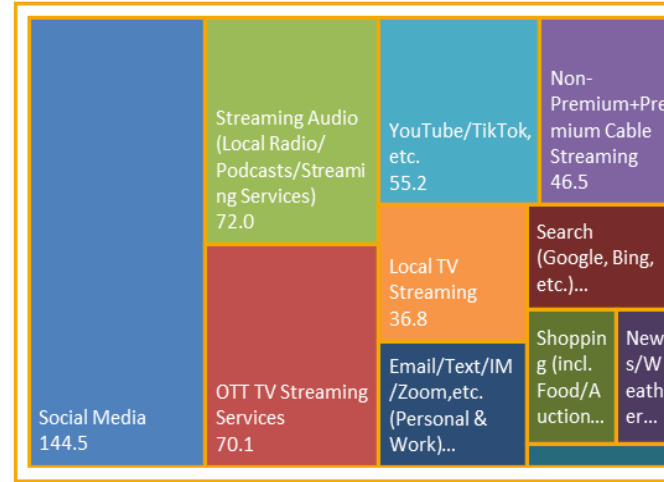
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

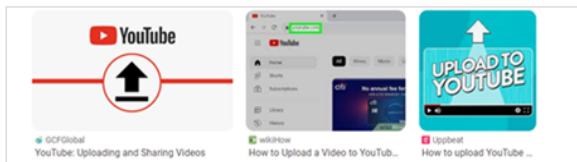


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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

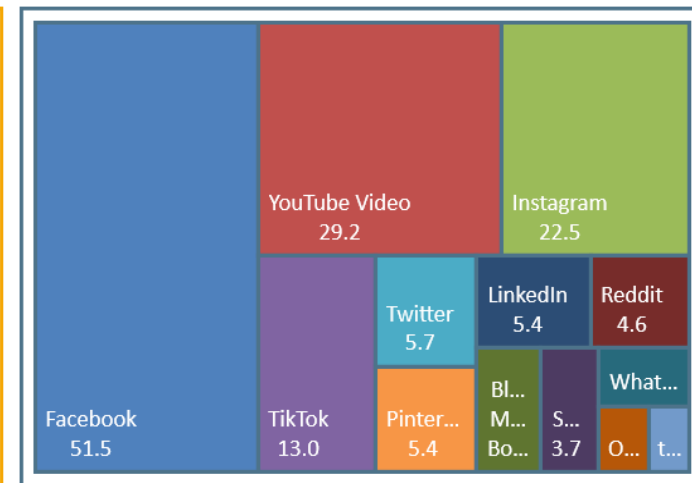
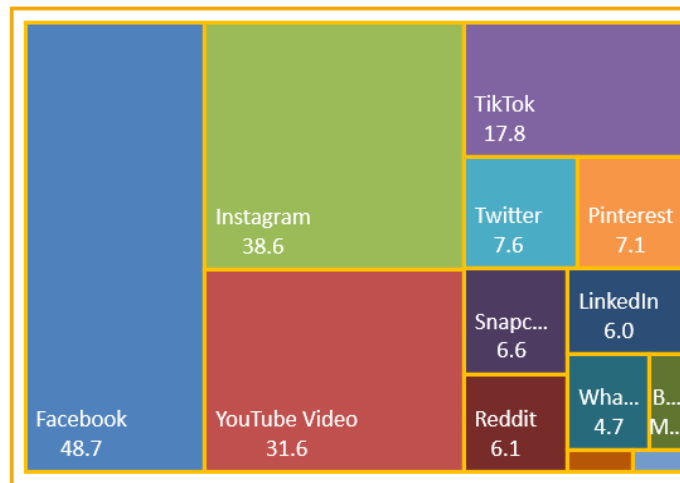
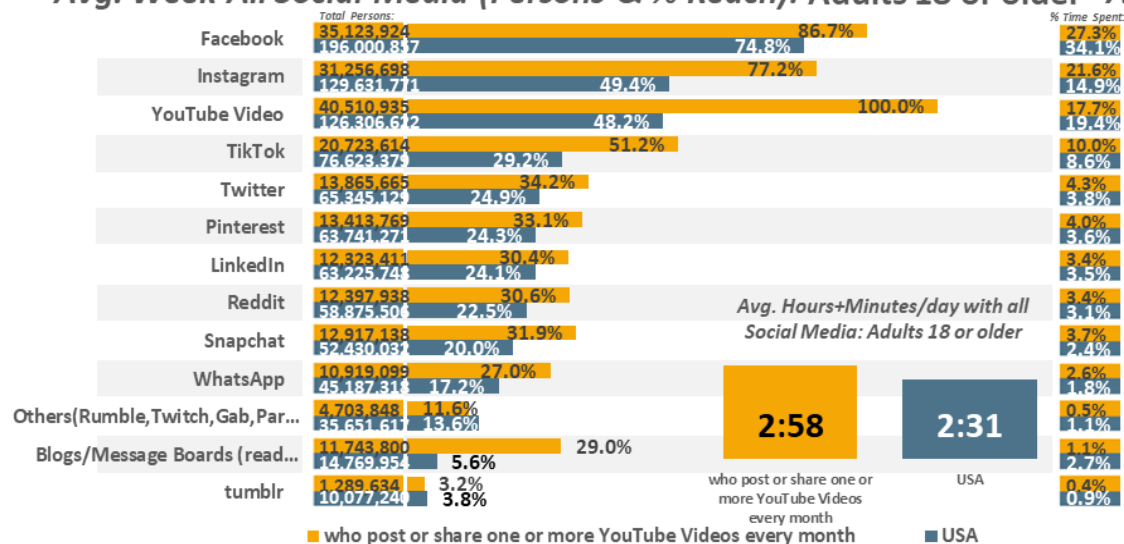




29,310,423 or 72.4% of Adults 18 or older who post or share one or more YouTube Videos every month use Ad-Supported Facebook for an average of 42.6 minutes every day representing 28.7% of all time spent daily with Ad-Supported Social Media.

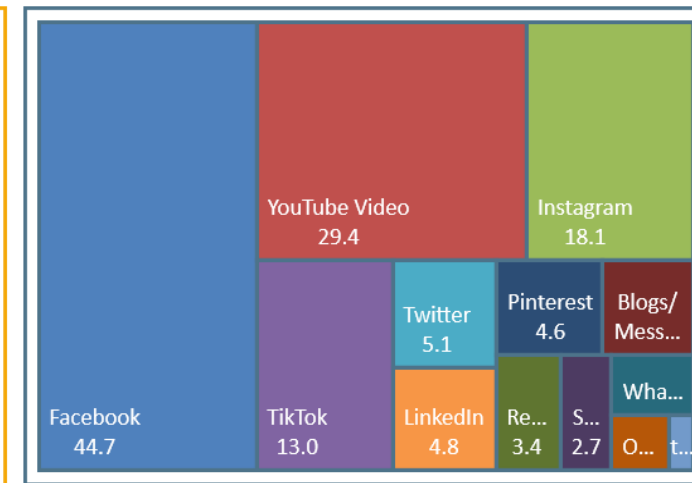
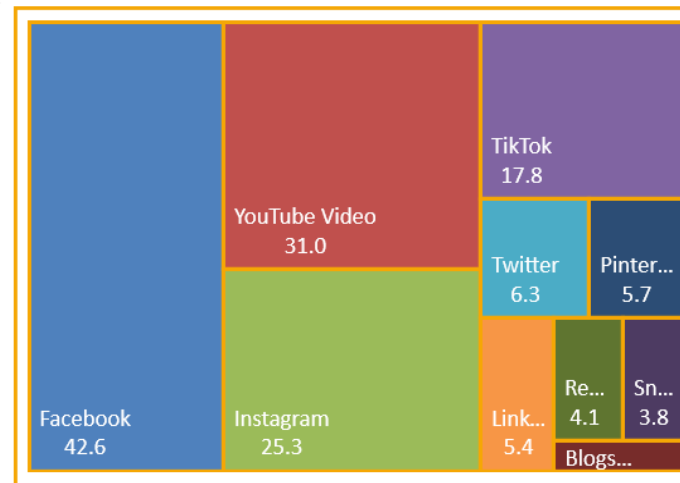
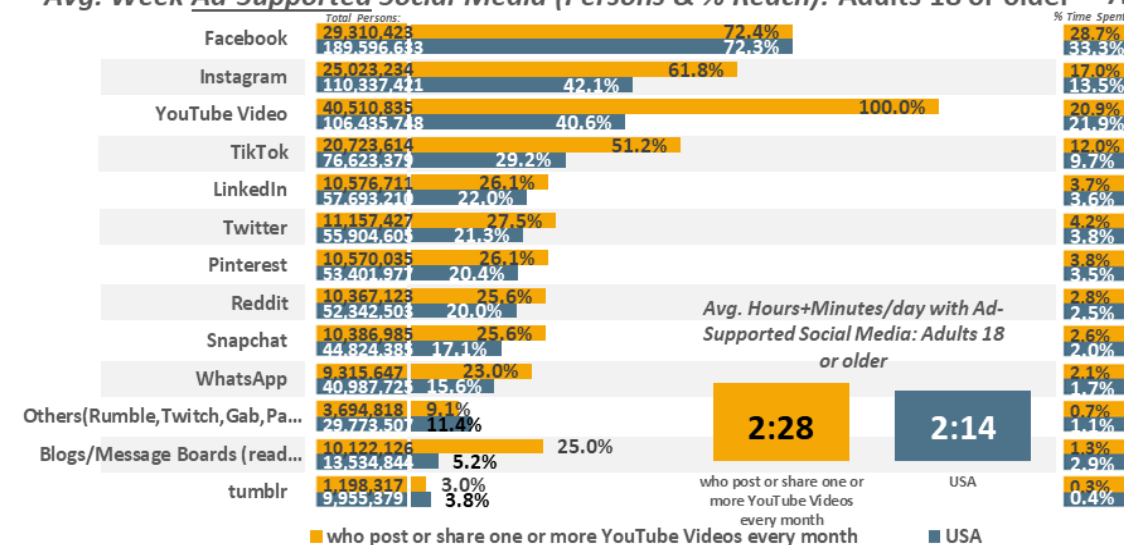
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older

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

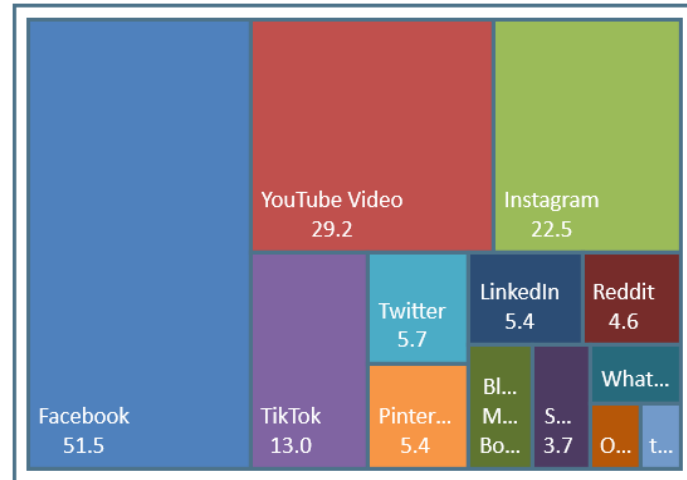
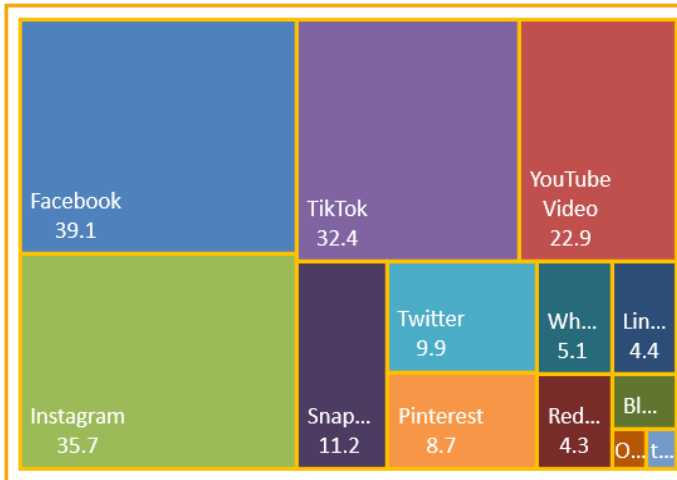
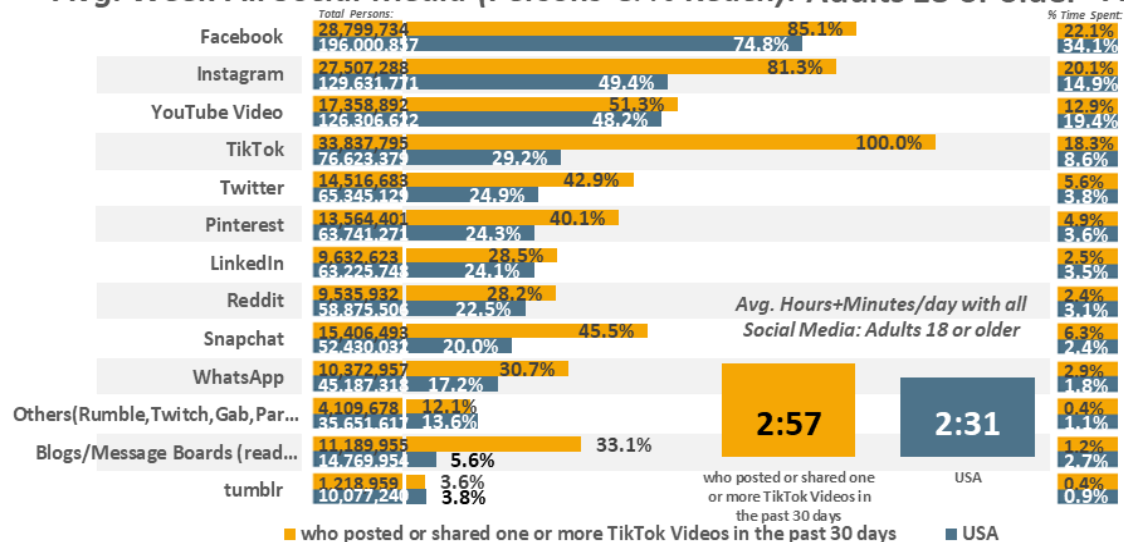




23,467,630 or 69.4% of Adults 18 or older who posted or shared one or more TikTok Videos in the past 30 days use Ad-Supported Facebook for an average of 35.5 minutes every day representing 24.6% of all time spent daily with Ad-Supported Social Media.

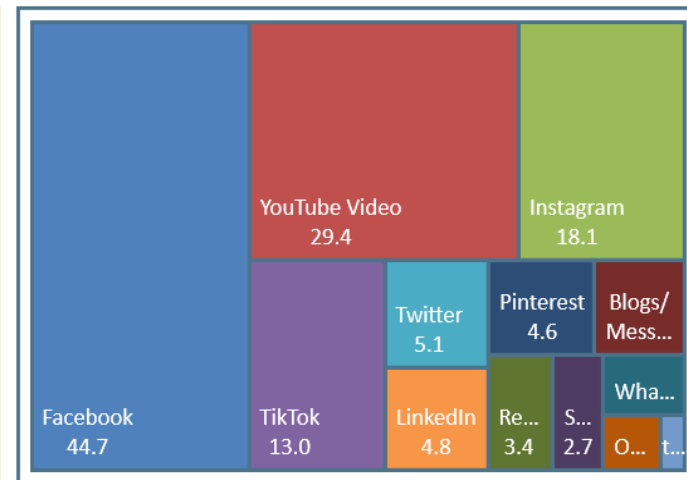
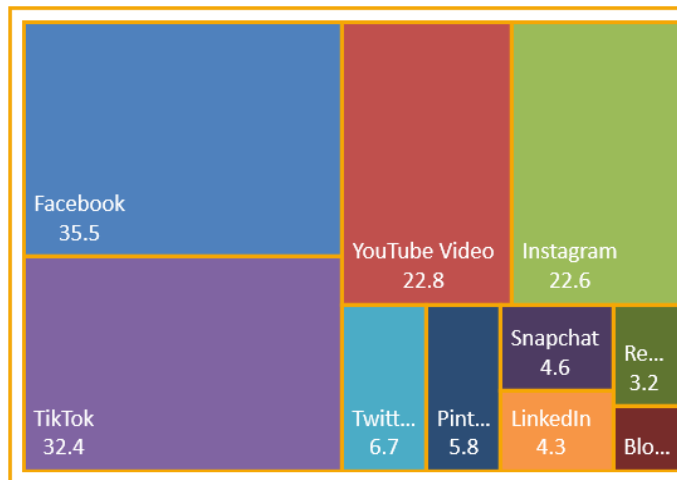
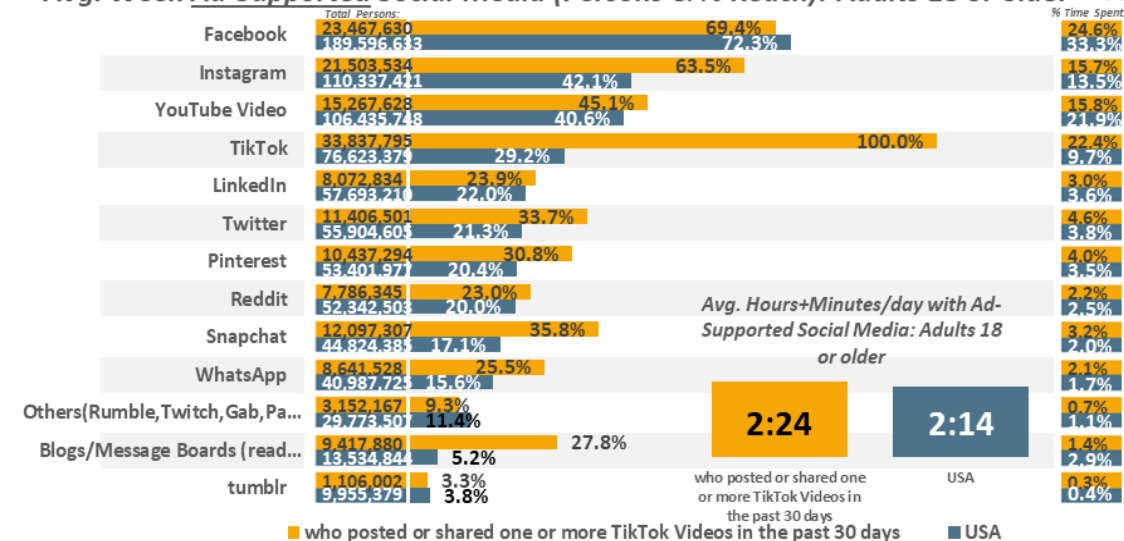
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older

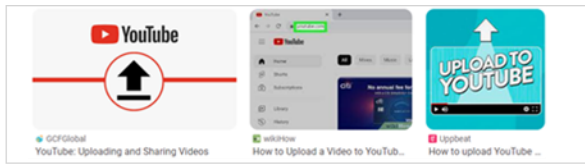
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

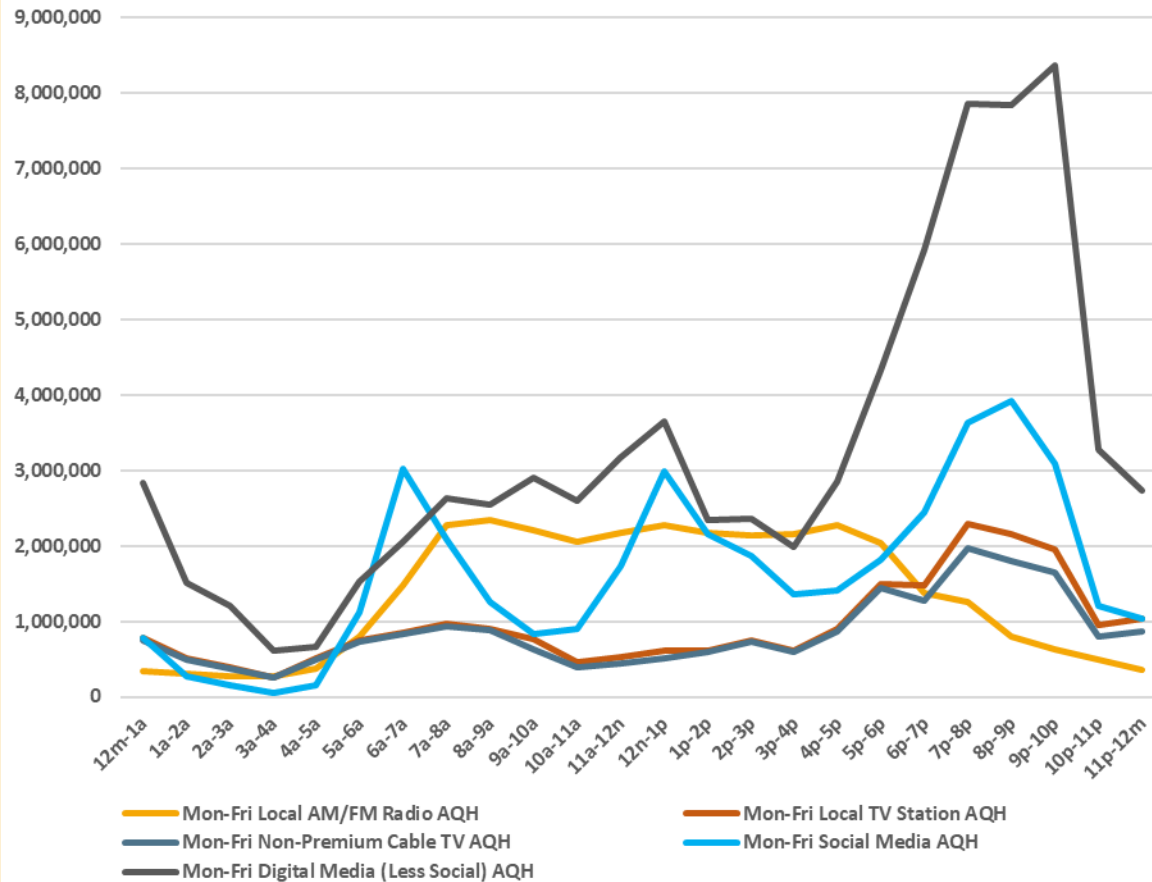
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



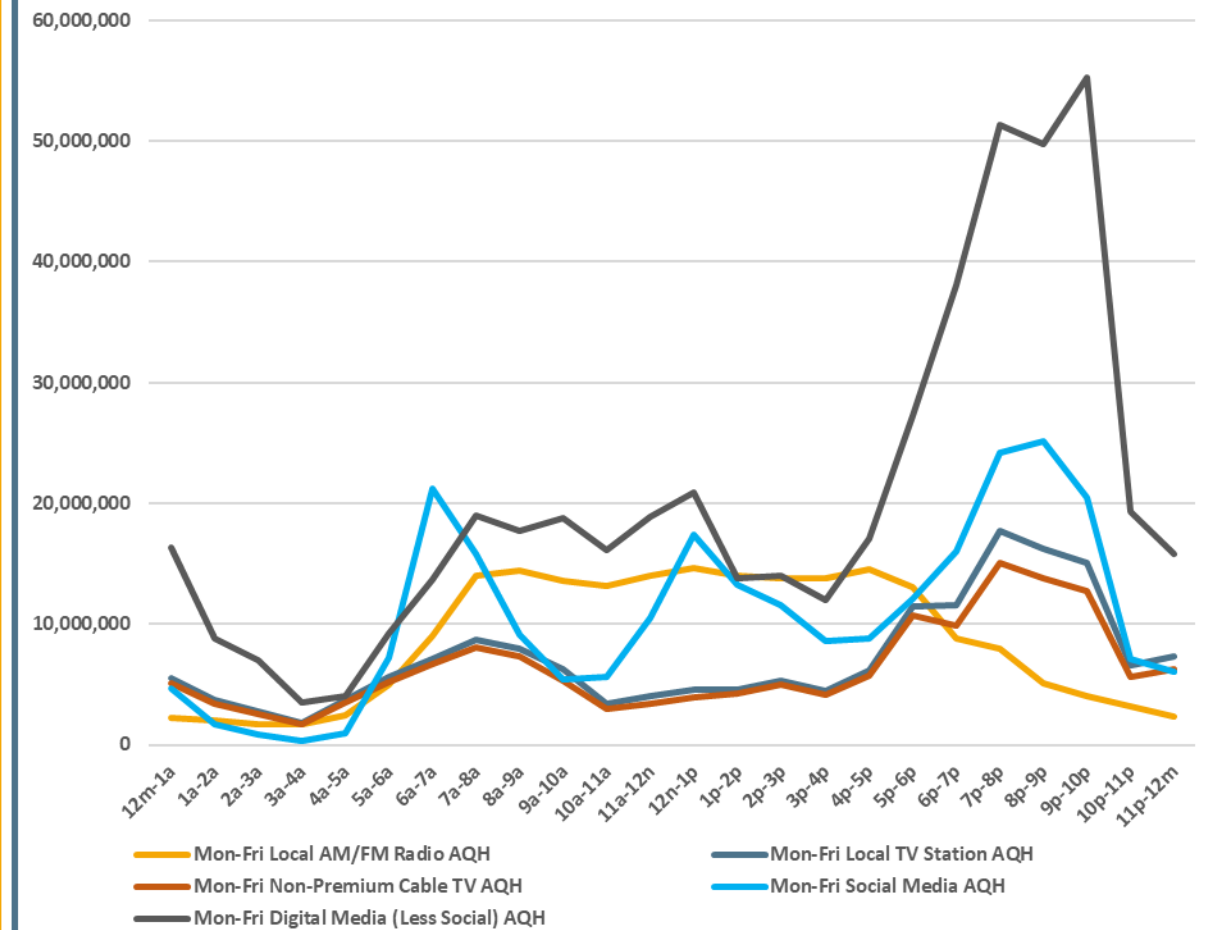


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,026,596; Local Radio: 2,073,435; Social Media: 1,834,490; Local TV: 840,397; Non-Prem. Cable: 777,789 reaching Adults 18 or older who post or share one or more YouTube

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who post or share one or more YouTube
Videos every month**



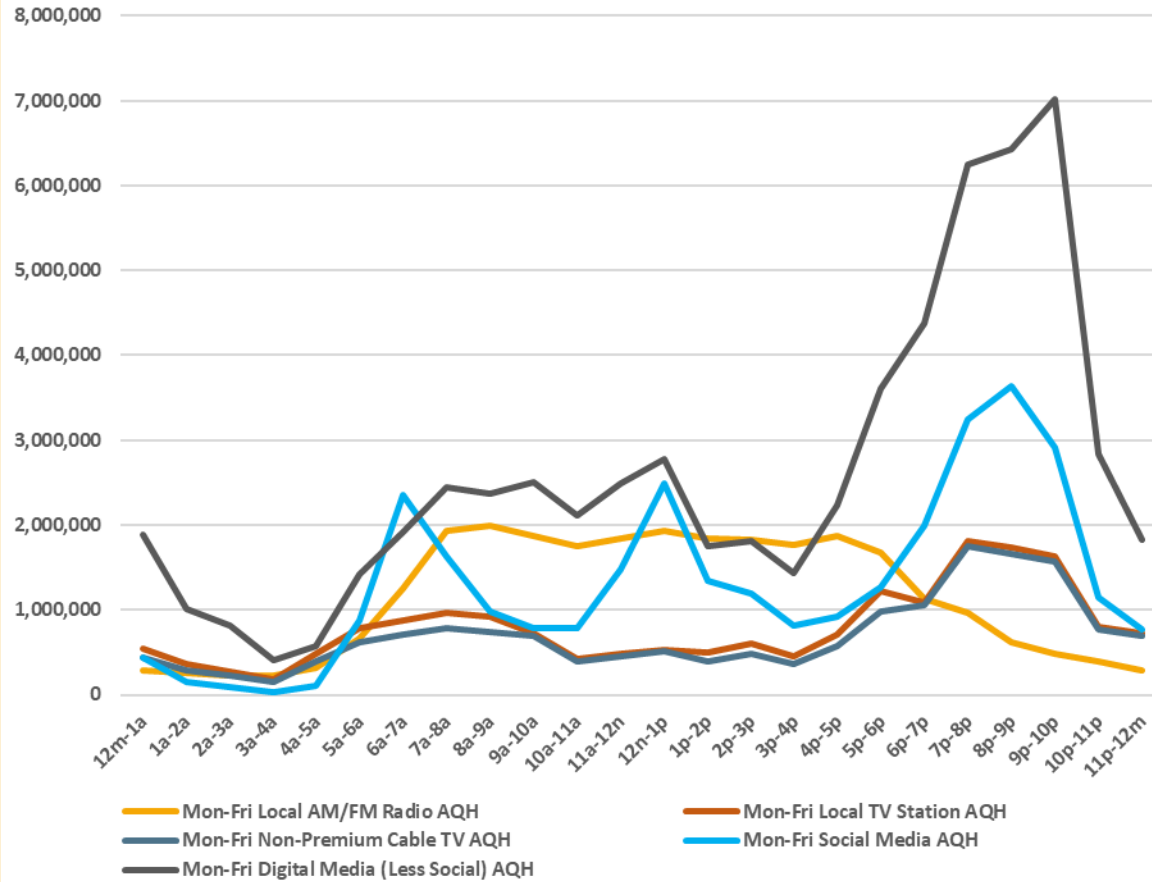
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 18 or older**



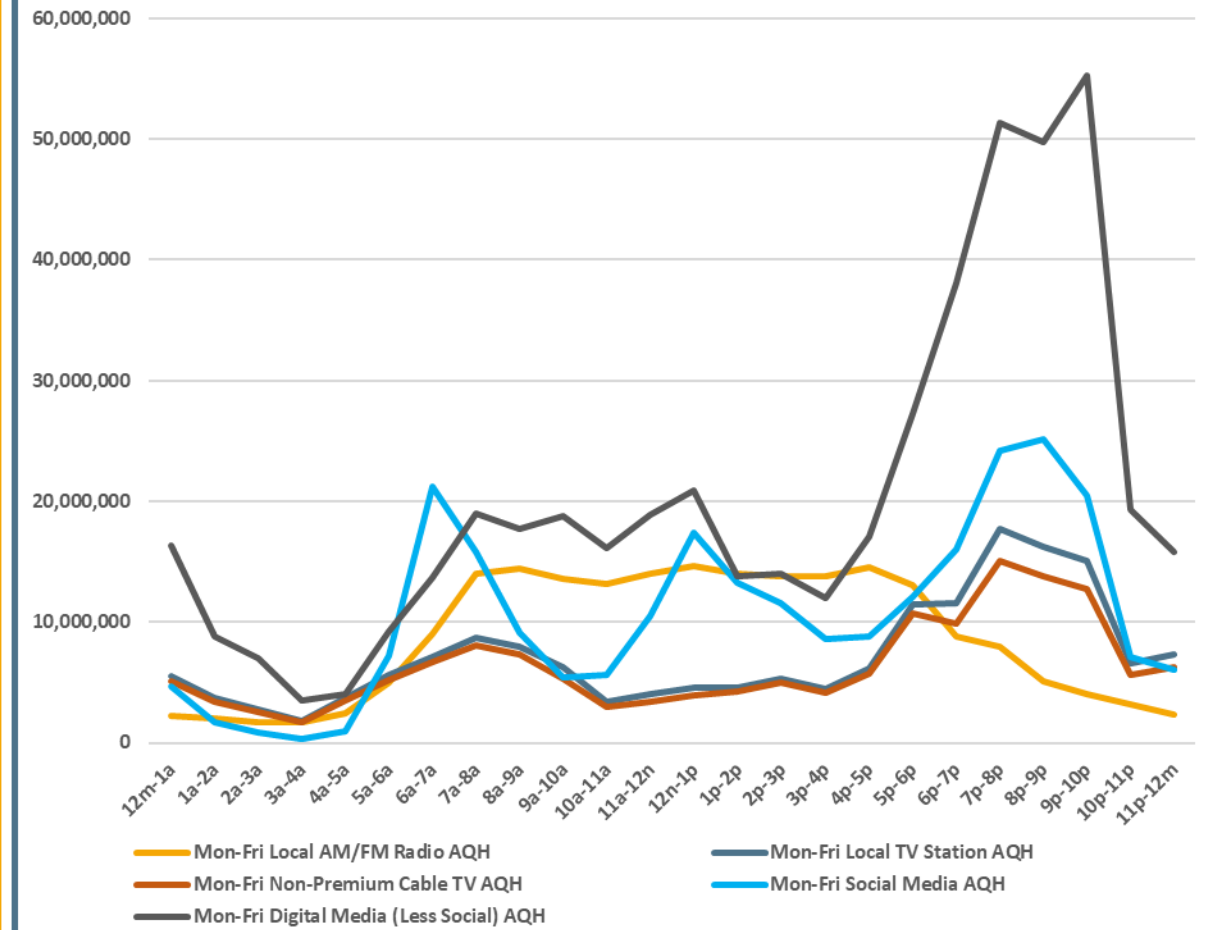


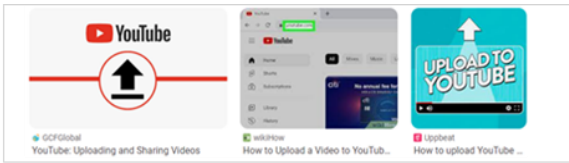
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,450,196; Local Radio: 1,745,279; Social Media: 1,388,603; Local TV: 732,585; Non-Prem. Cable: 626,762 reaching Adults 18 or older who posted or shared one or more TikTok

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who posted or shared one or more TikTok
Videos in the past 30 days



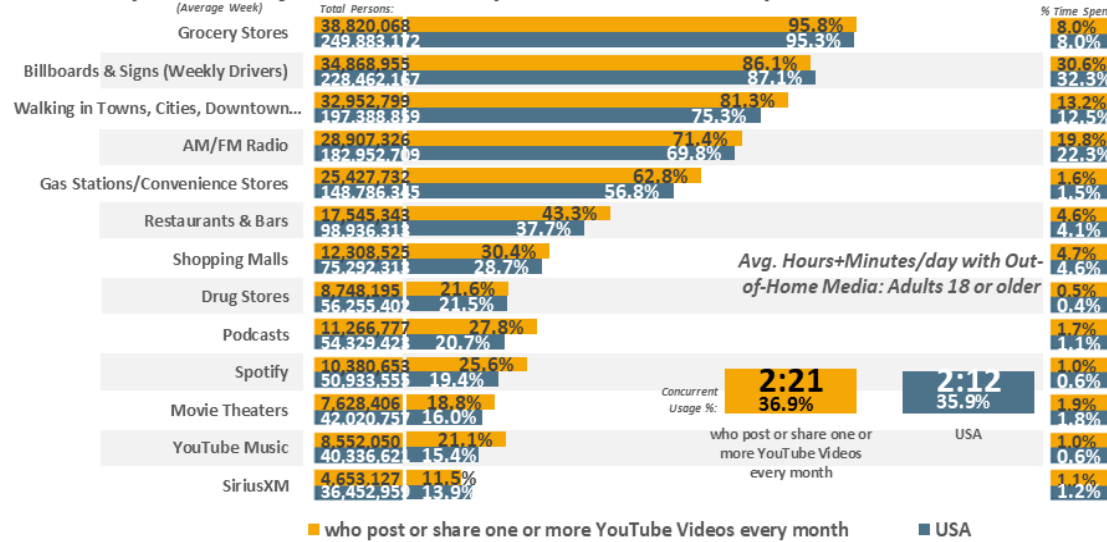
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 18 or older



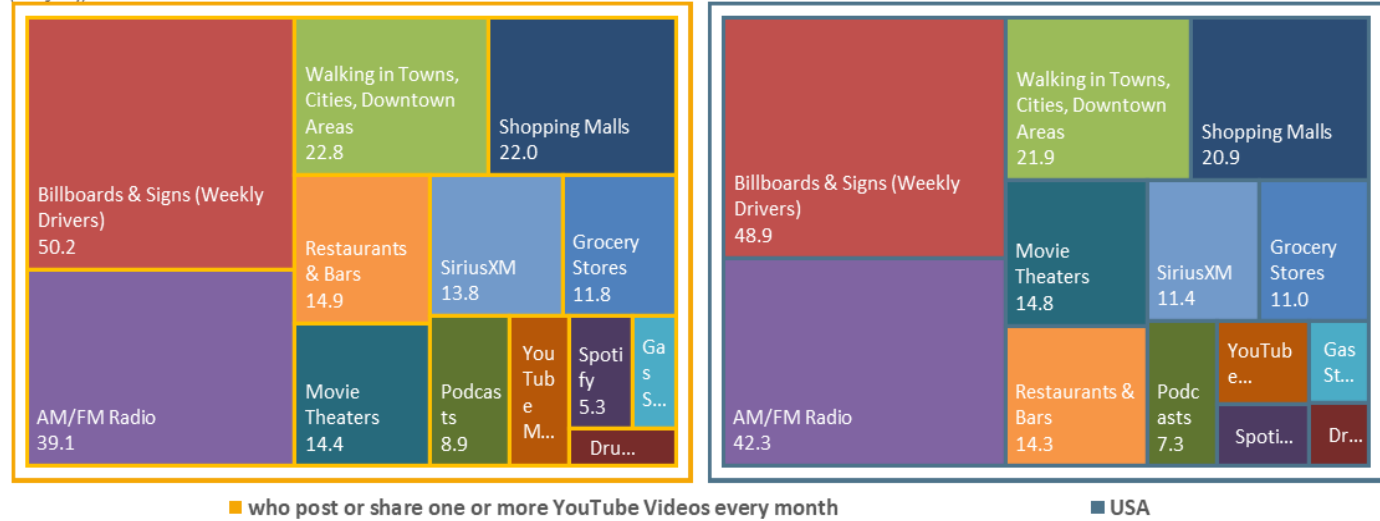


34,868,955 or 86.1% of Adults 18 or older who post or share one or more YouTube Videos every month spend an average of 50.2 minutes per day driving, seeing Billboards and Signs. 67.9% Listen to Local Radio Stations Out-of-Home for an average of 36.2 minut

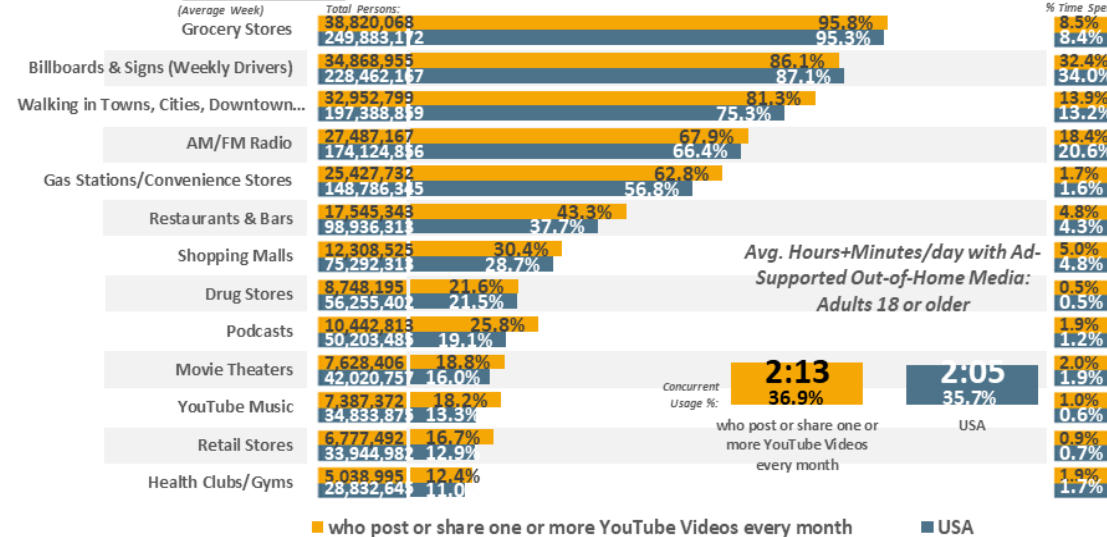
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



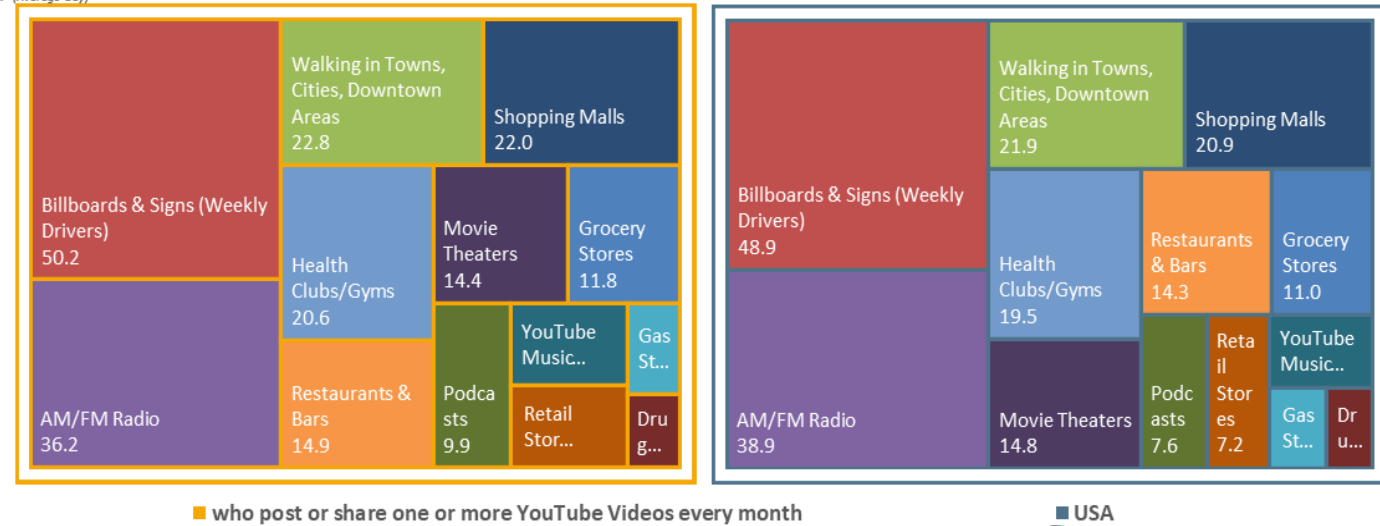
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



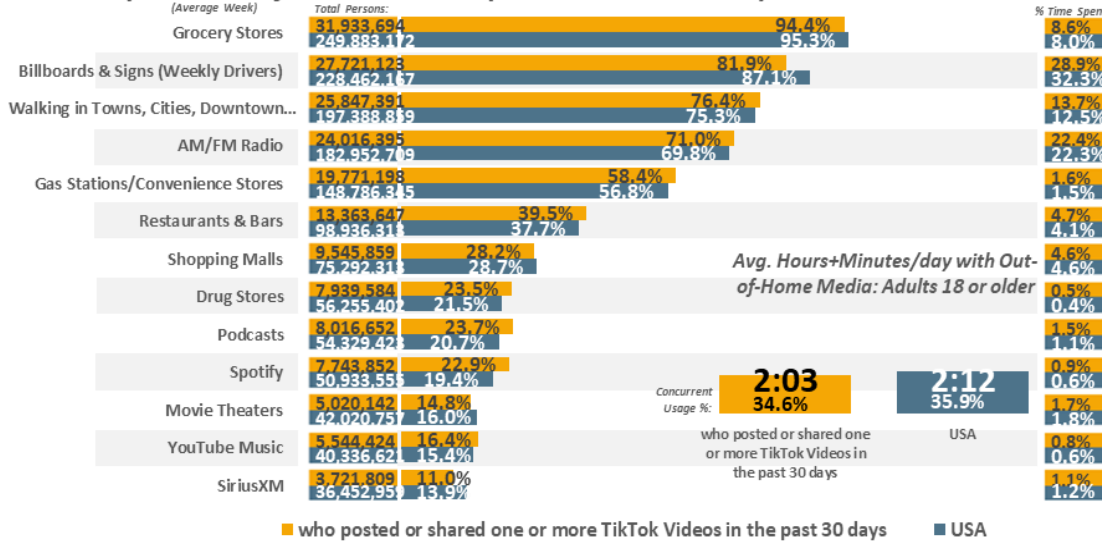
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



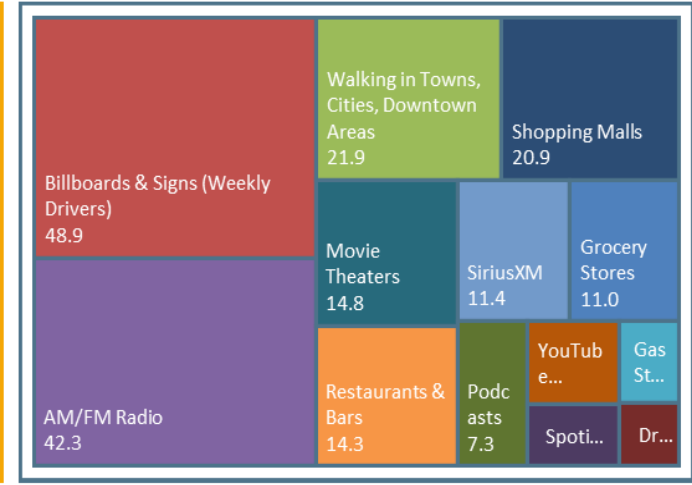
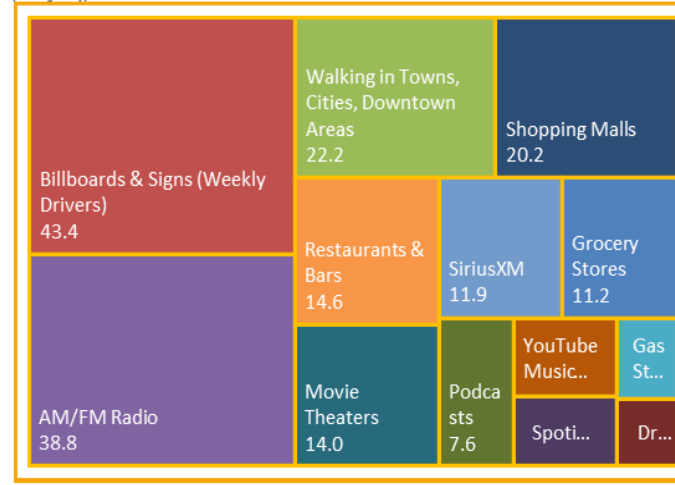


27,721,123 or 81.9% of Adults 18 or older who posted or shared one or more TikTok Videos in the past 30 days spend an average of 43.4 minutes per day driving, seeing Billboards and Signs. 67.7% Listen to Local Radio Stations Out-of-Home for an average of

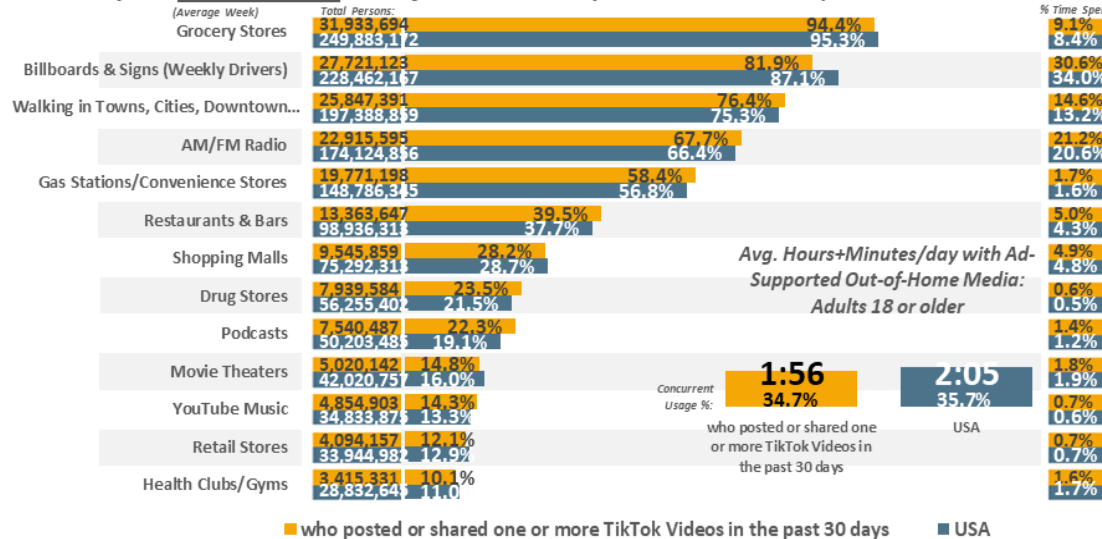
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



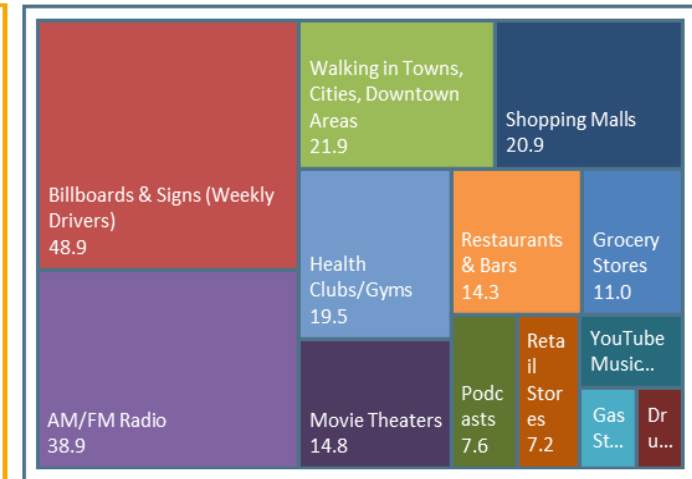
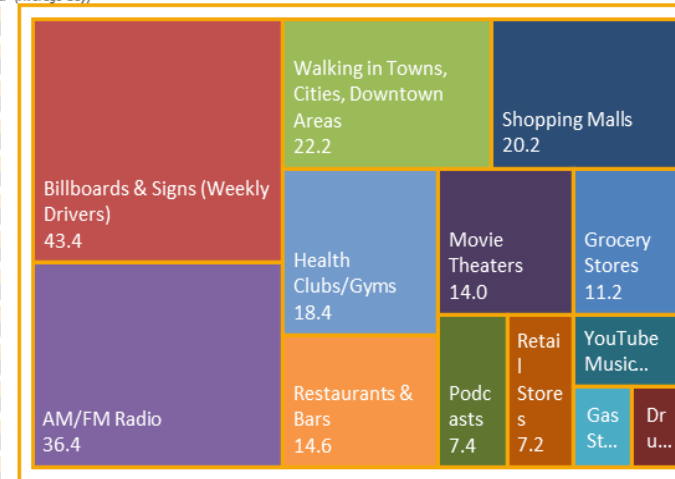
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

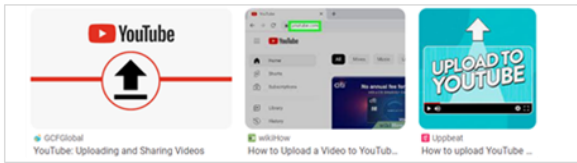


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



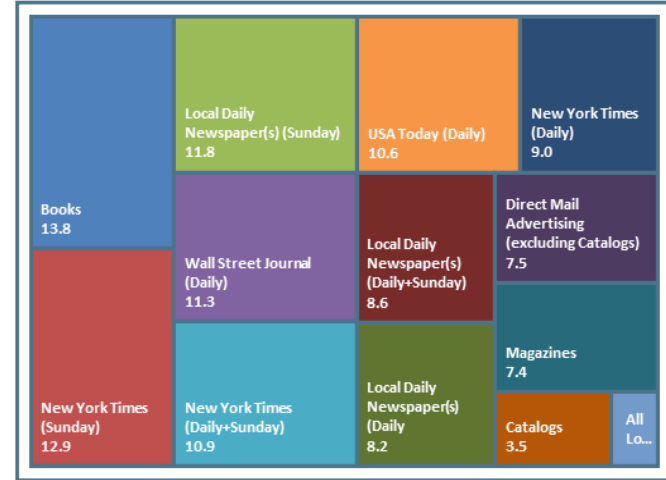
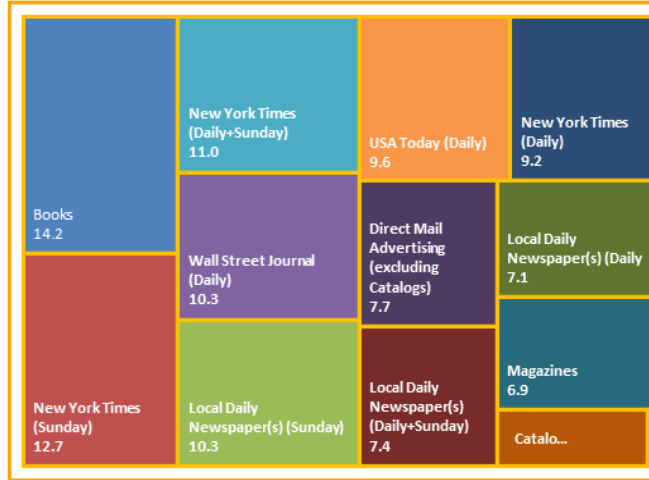
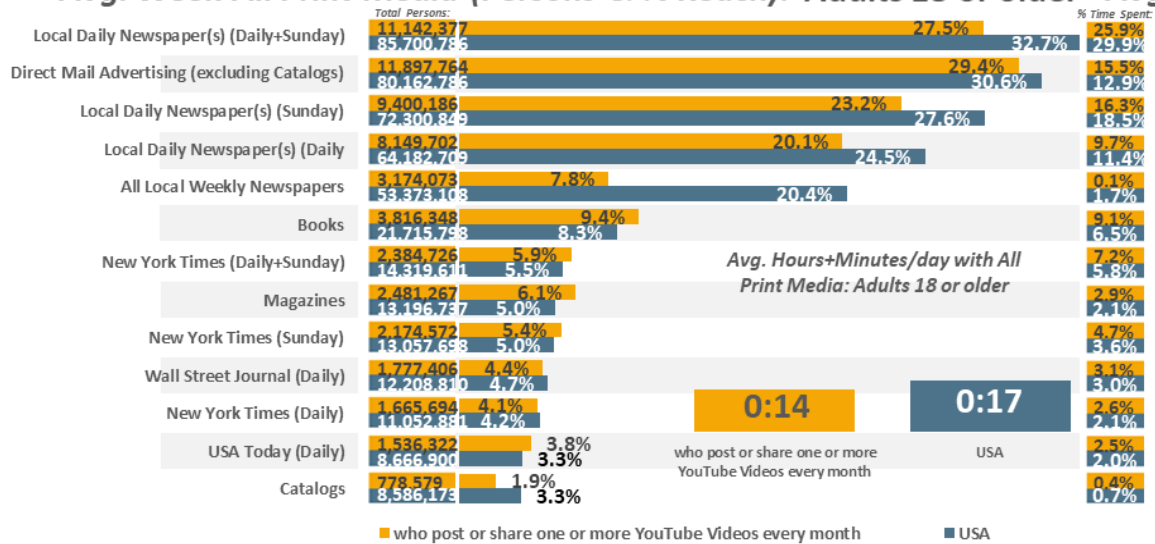
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



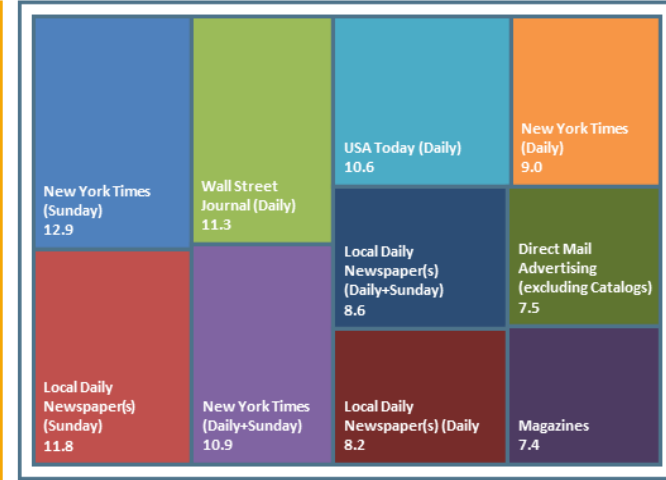
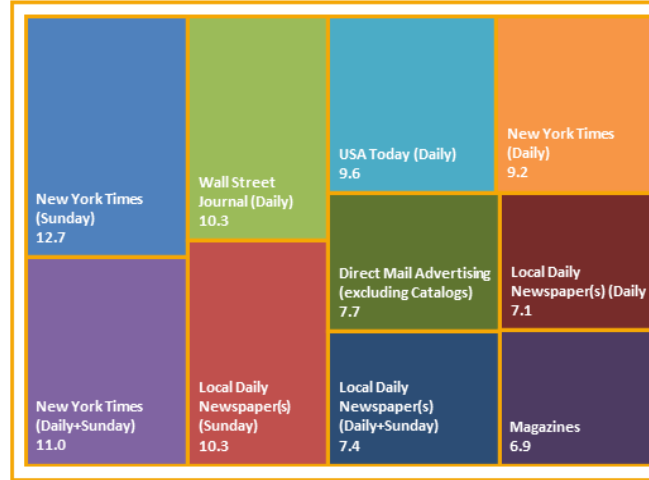
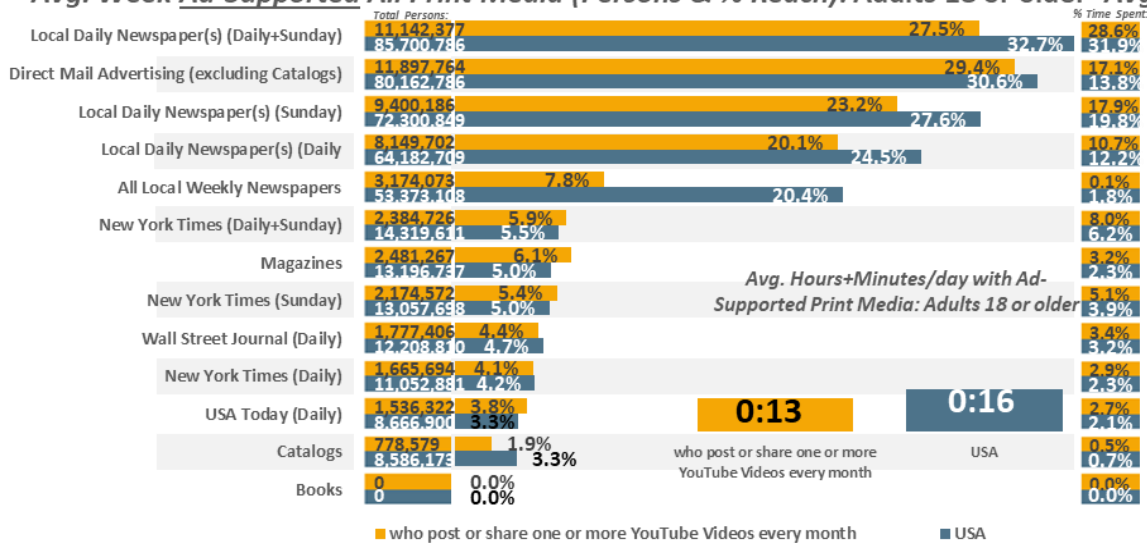


11,142,377 or 27.5% of Adults 18 or older who post or share one or more YouTube Videos every month read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.4 minutes every day representing 28.6% of all time spent daily with All forms of Print Med

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**



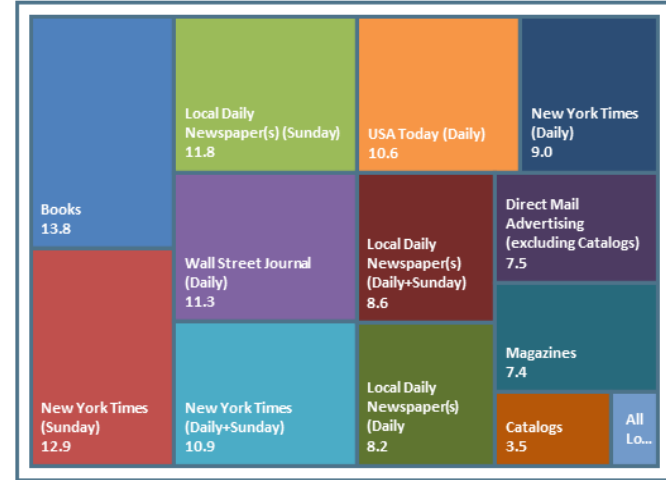
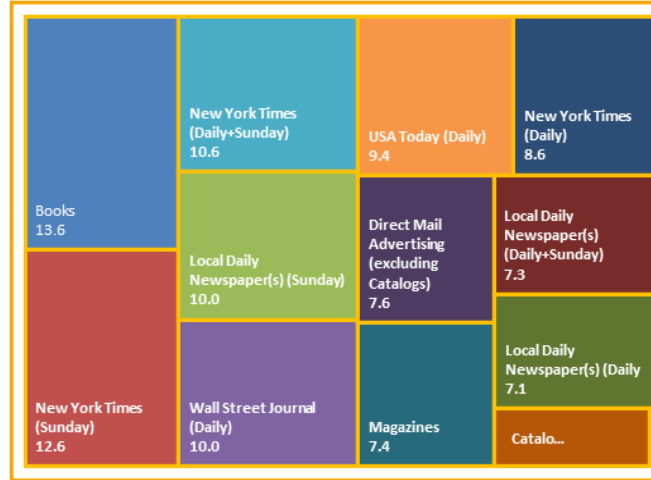
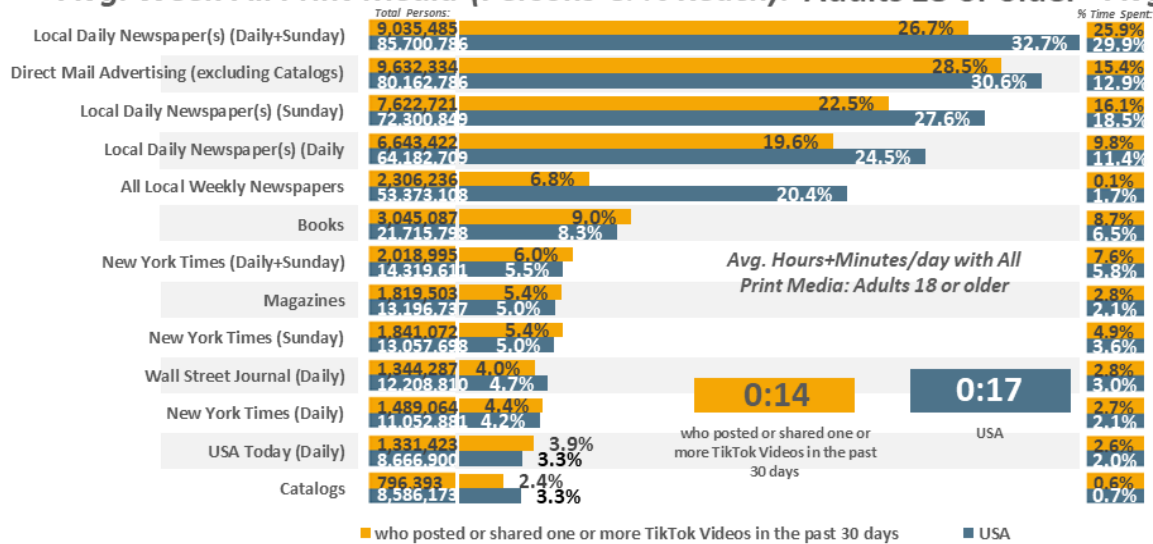
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





9,035,485 or 26.7% of Adults 18 or older who posted or shared one or more TikTok Videos in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.3 minutes every day representing 28.4% of all time spent daily with All forms of

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**

