



68.1 MILLION AMERICANS
PLAN TO BET ON MARCH MADNESS IN 2024

Here's their Complete PROFILE and TOTAL Media Usage...

MARCH MADNESS 2024





26.% or 68,104,600 of USA Jan23-Oct23 Adults 18 or older Plan to Bet on MARCH MADNESS in 2024.
Typical Adults 18 or older who Plan to Bet on MARCH MADNESS in 2024 are 45.3 years old (6.1% younger than average) and have a \$114,347 (8.5% higher than average) annual household income.

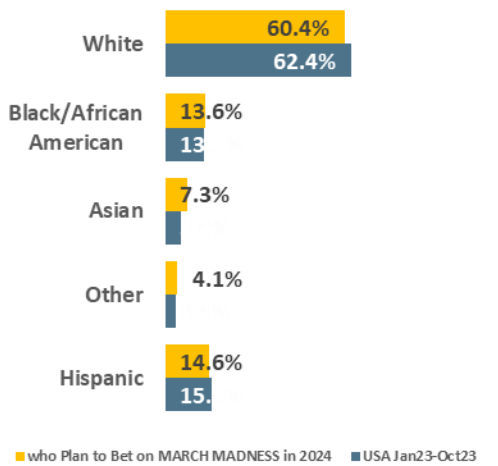
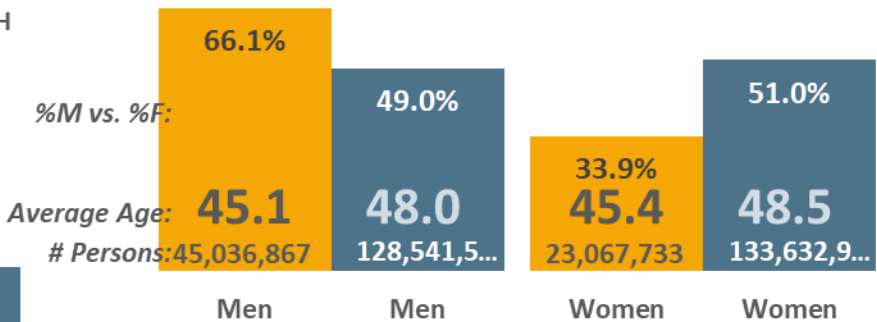
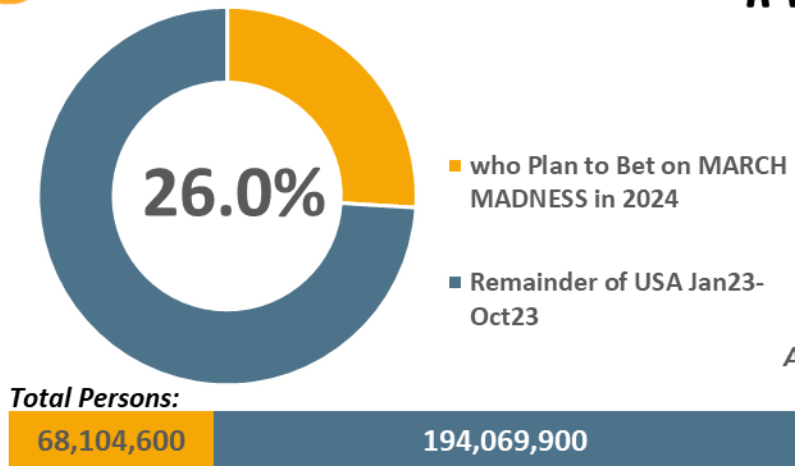


Percent of Market: Adults 18 or older

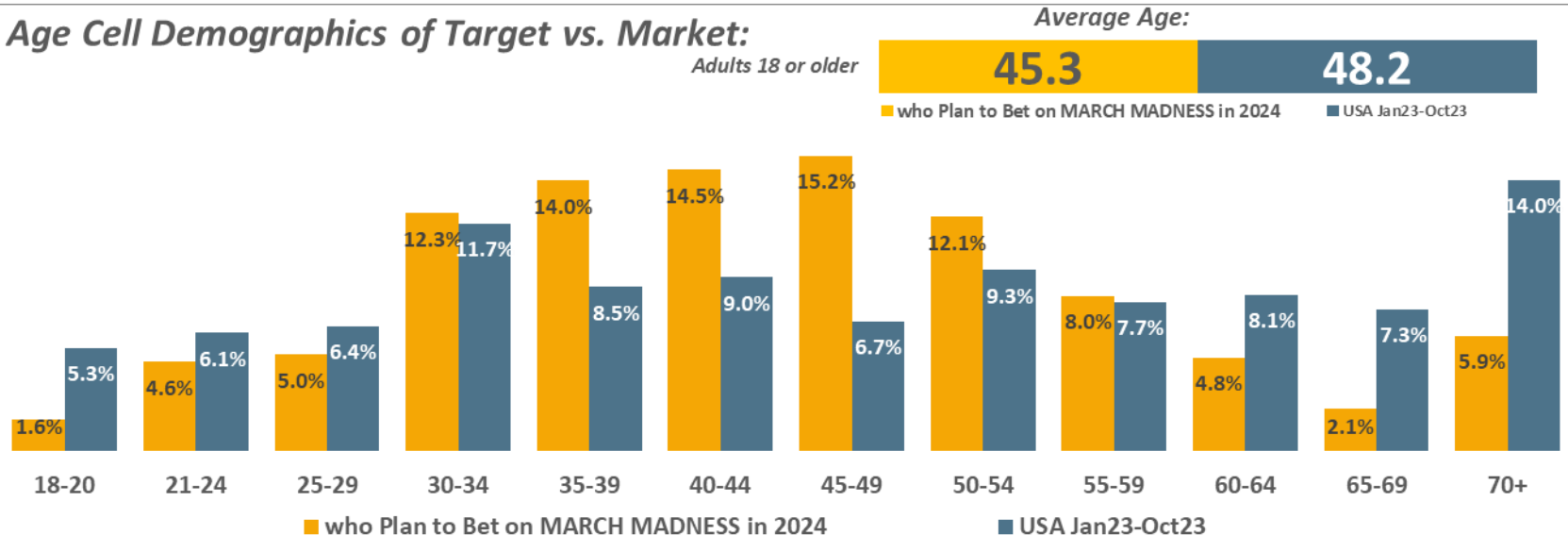


Gender of Target vs. Market: Adults 18 or older

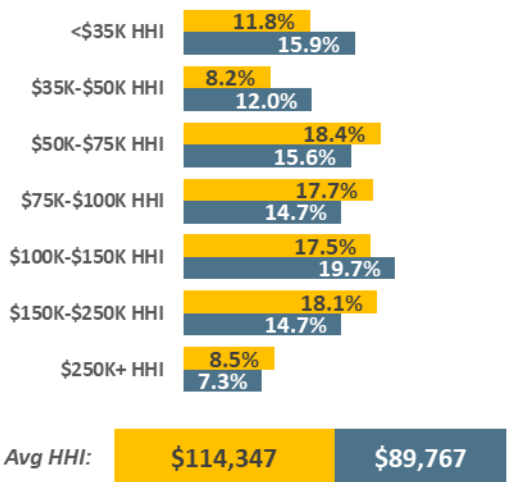
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

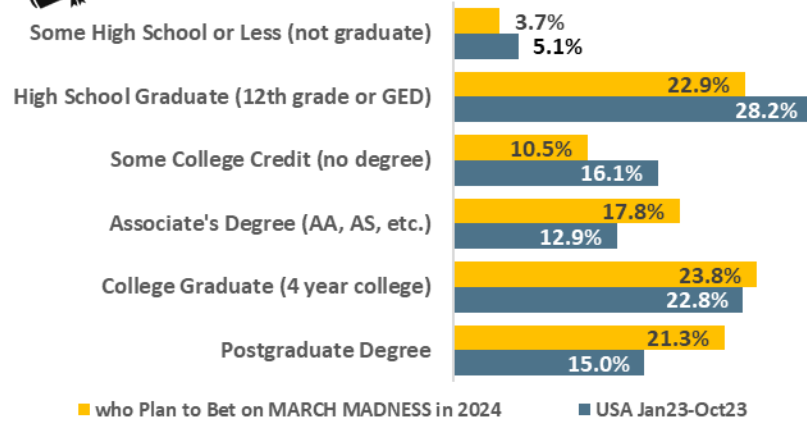




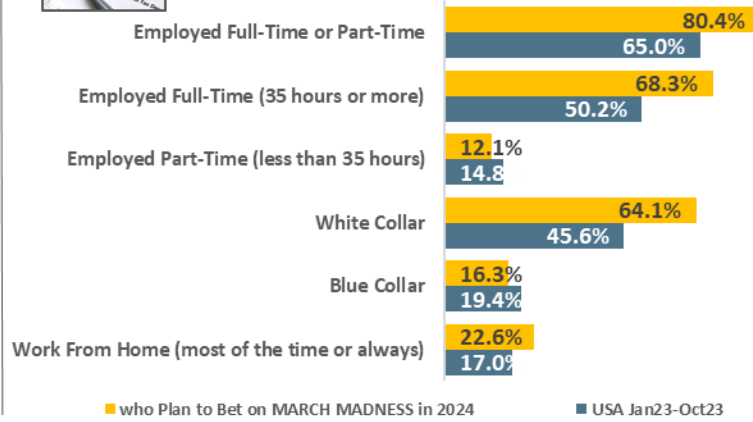
26.6% or 68,104,600 of USA Jan23-Oct23 Adults 18 or older Plan to Bet on MARCH MADNESS in 2024. Adults 18 or older who Plan to Bet on MARCH MADNESS in 2024 are 19.6% more likely to be a college graduate, 35.9% more likely to work full-time, 34.1% more likely to be married, 77.7% more likely to be a parent of 1 or more children under 18.



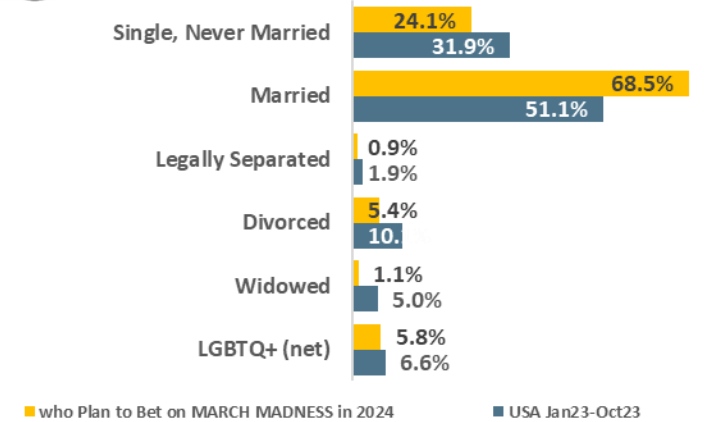
Education Levels: Adults 18 or older



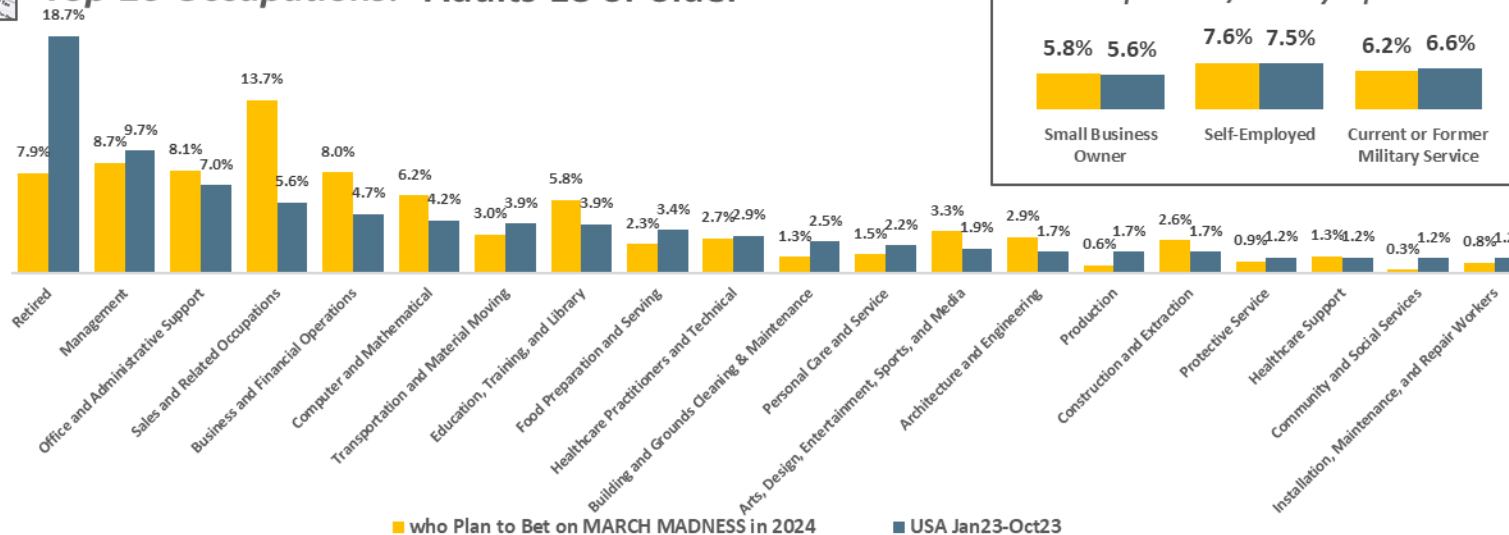
Employment: Adults 18 or older



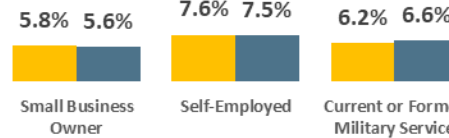
Marital Status: Adults 18 or older



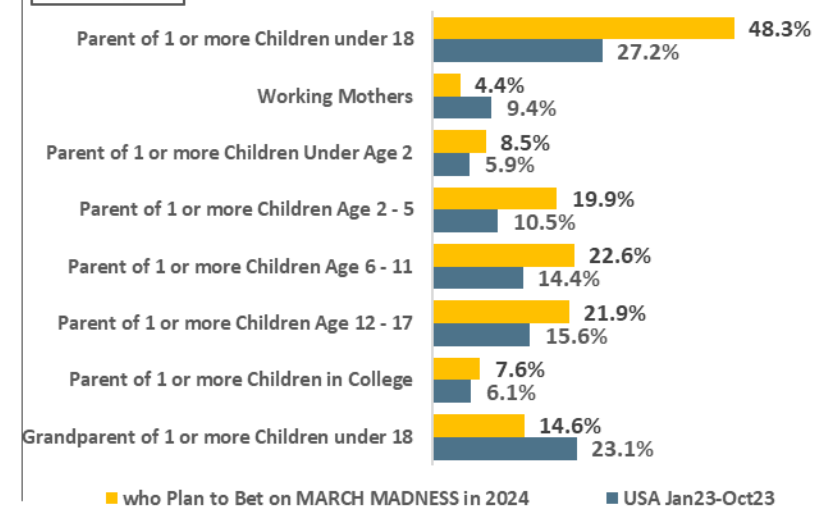
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience



Stage in Life: Adults 18 or older

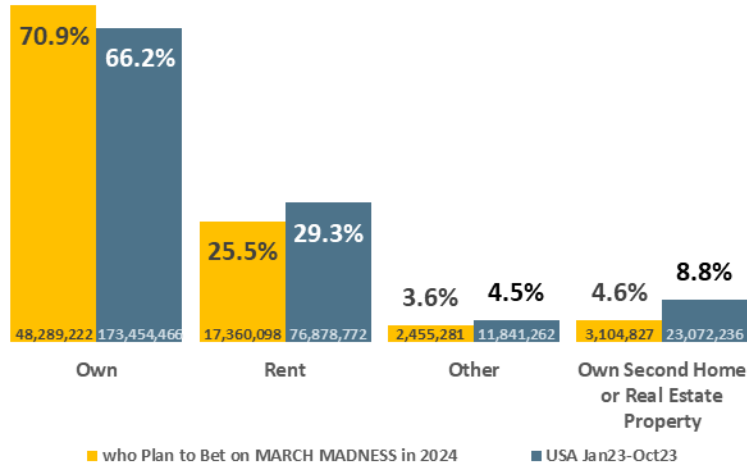




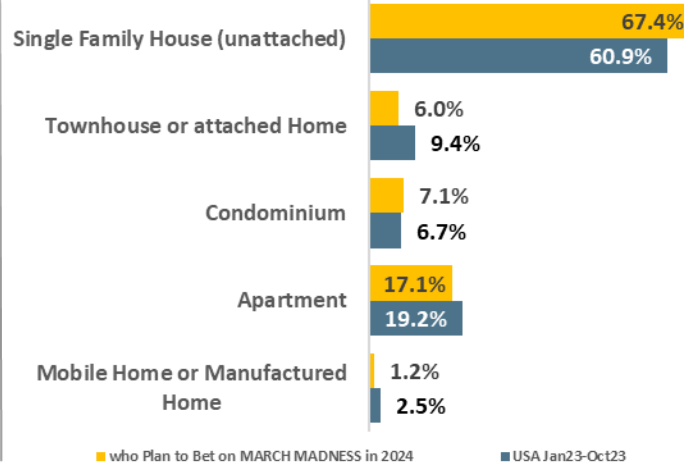
26.% or 68,104,600 of USA Jan23-Oct23 Adults 18 or older Plan to Bet on MARCH MADNESS in 2024. Adults 18 or older who Plan to Bet on MARCH MADNESS in 2024 are 7.2% more likely to own their home, 5.5% more likely to own a lower valued home, 10.8% more likely to have a single-family home, 2.4% more likely to have a dog.



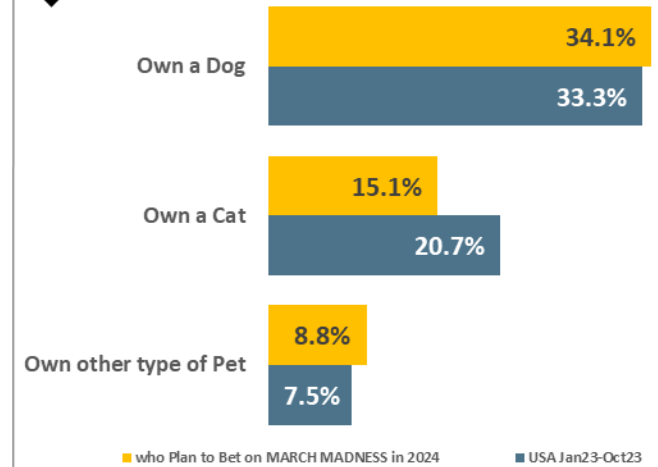
Own/Rent/Other: Adults 18 or older



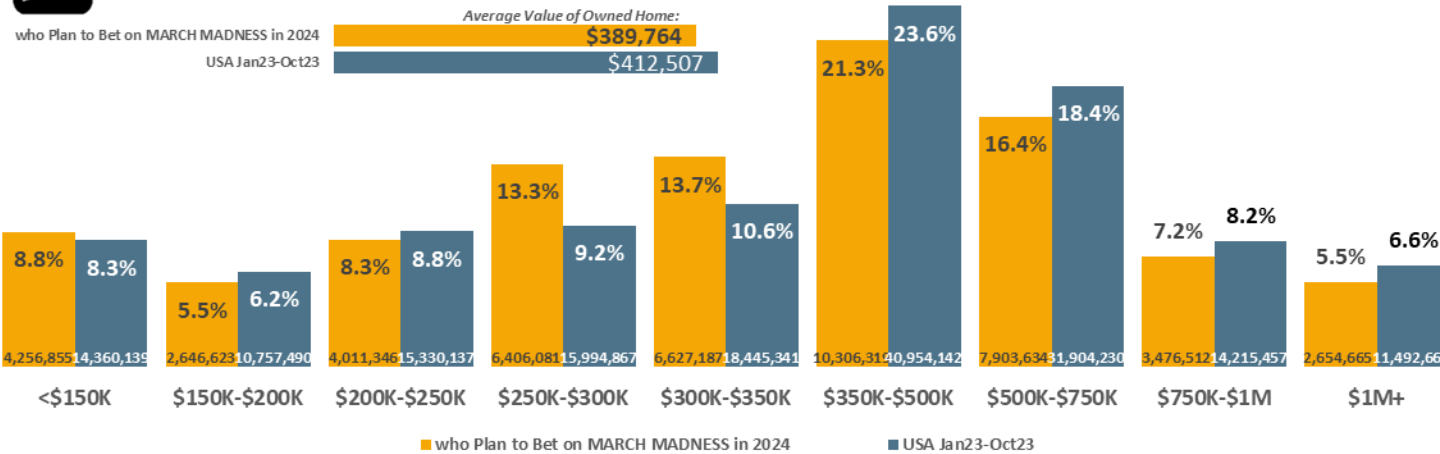
Type of Home: Adults 18 or older



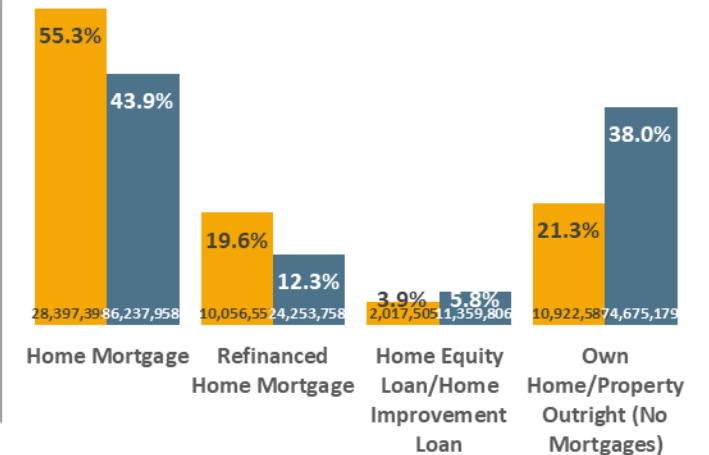
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

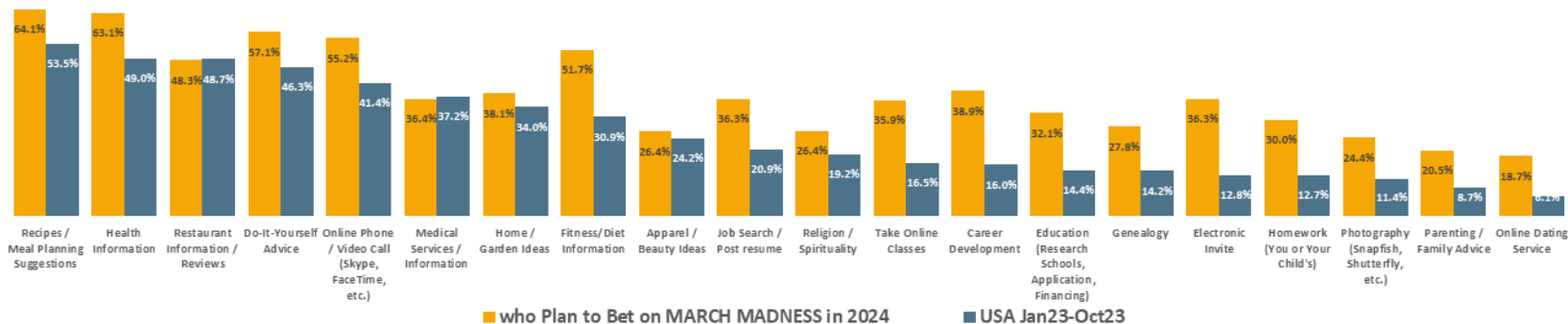




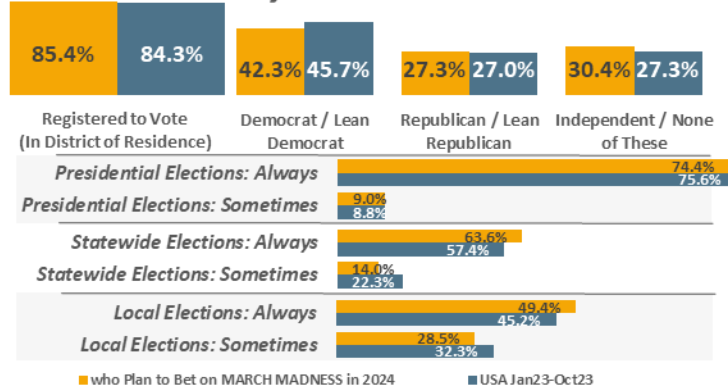
26.% or 68,104,600 of USA Jan23-Oct23 Adults 18 or older Plan to Bet on MARCH MADNESS in 2024. Adults 18 or older who Plan to Bet on MARCH MADNESS in 2024 are 23.4% more likely to look up D-I-Y advice online, 9.3% more likely to always vote in local elections, 3.6% more likely to belong to a gym, 3.8% more likely to fly domestic past yr.



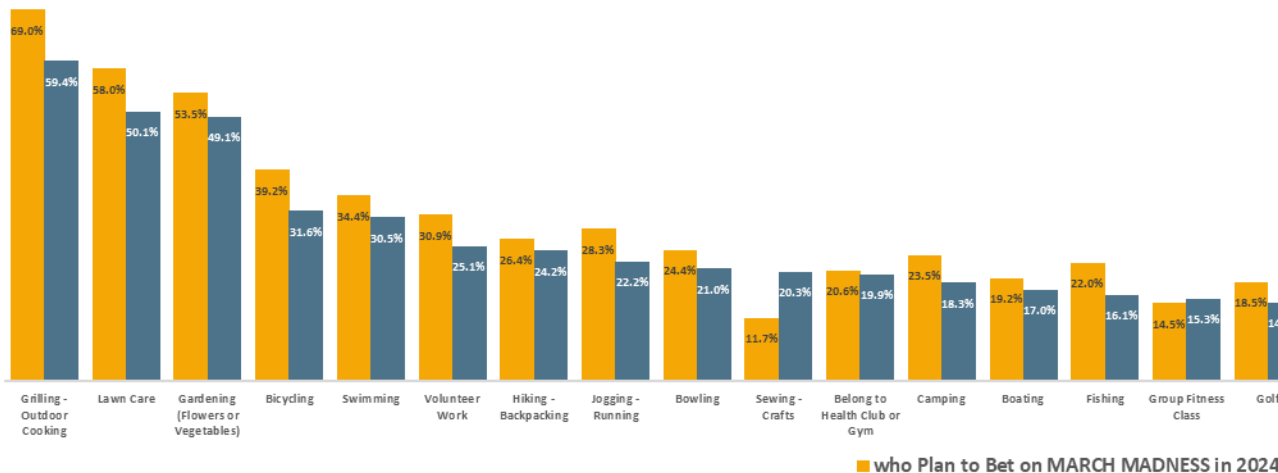
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



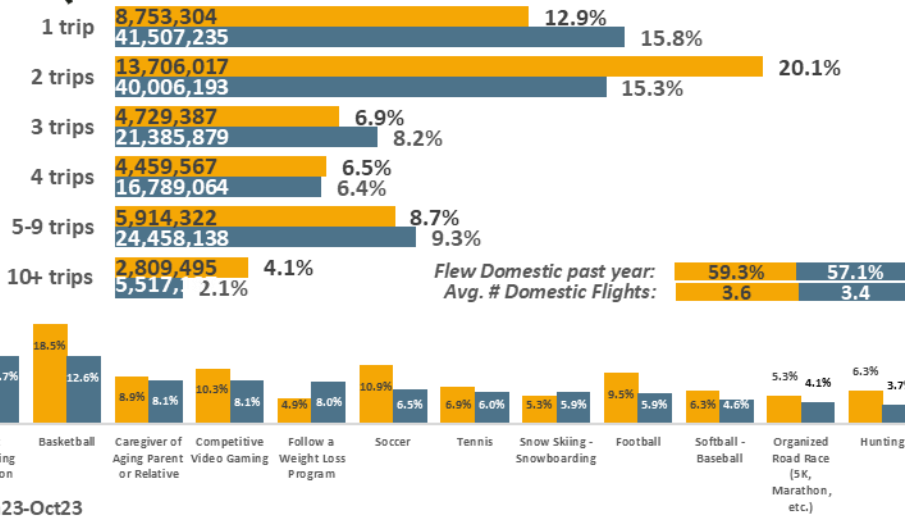
Political Activity: Adults 18 or older



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



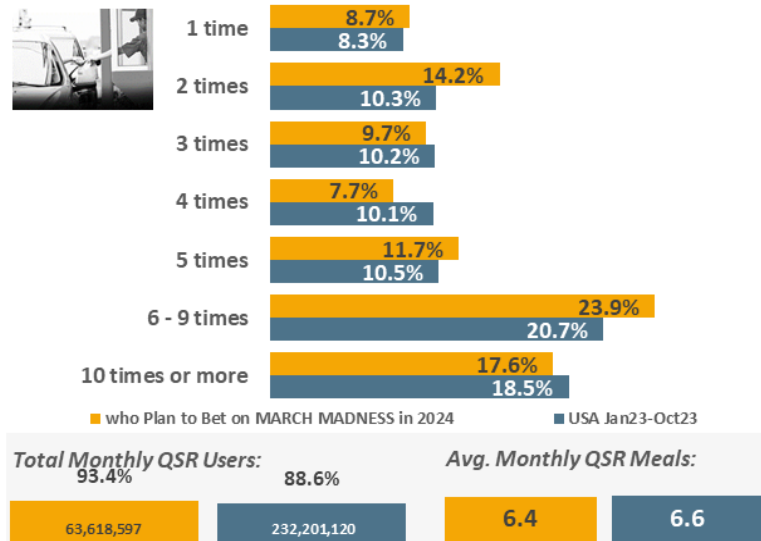
Past 12-months Domestic Airline Trips: Adults 18 or older



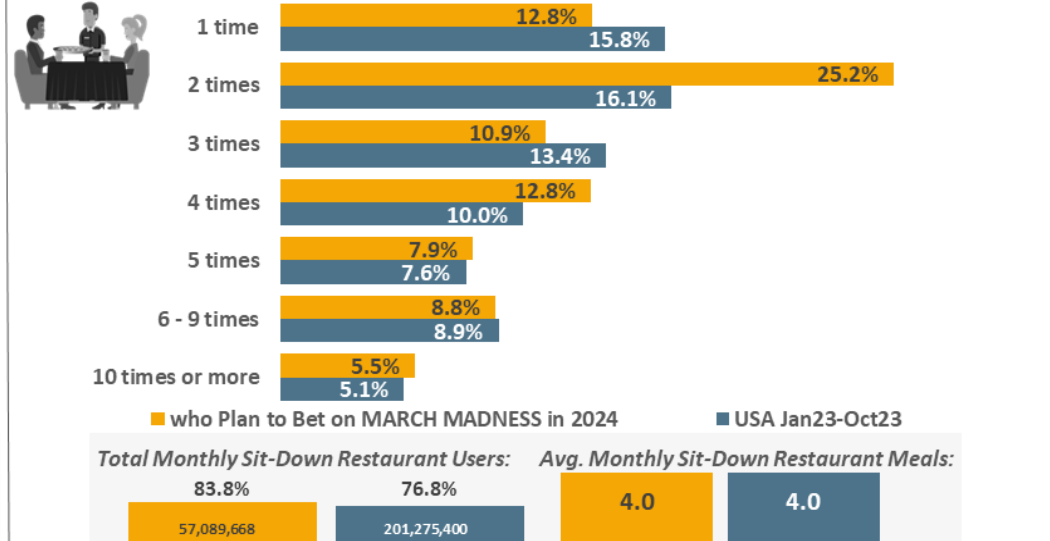


26.6% or 68,104,600 of USA Jan23-Oct23 Adults 18 or older Plan to Bet on MARCH MADNESS in 2024. Adults 18 or older who Plan to Bet on MARCH MADNESS in 2024 are 5.5% more likely to use QSRs past mo., 9.2% more likely to use Sit-Down Restaurants past mo., 2.4% more likely to use Casinos past yr., 51.2% less likely to smoke cigarettes.

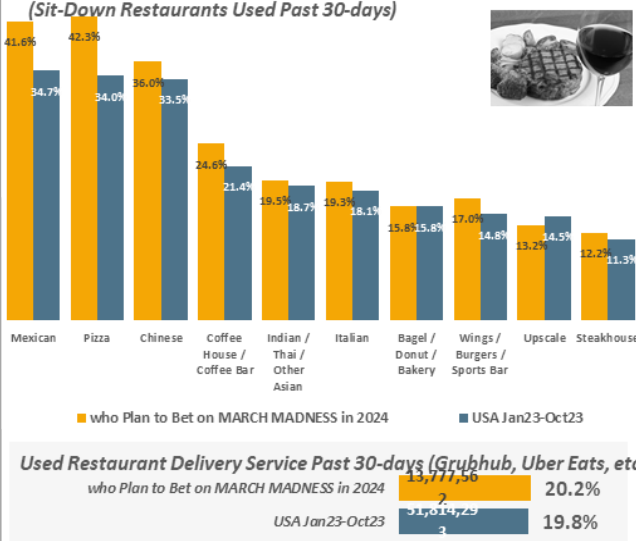
Past 30-days QSR Users: Adults 18 or older



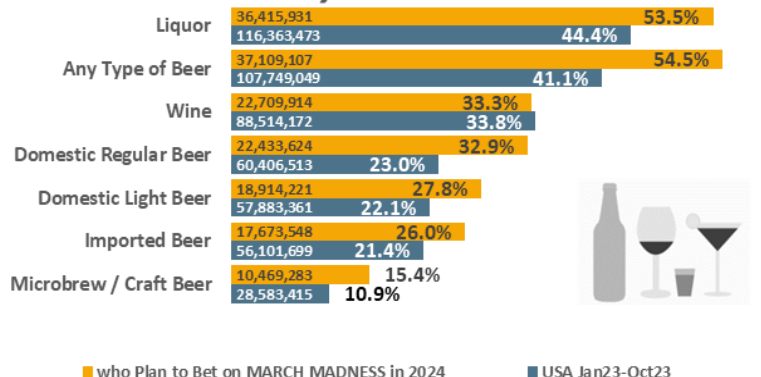
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



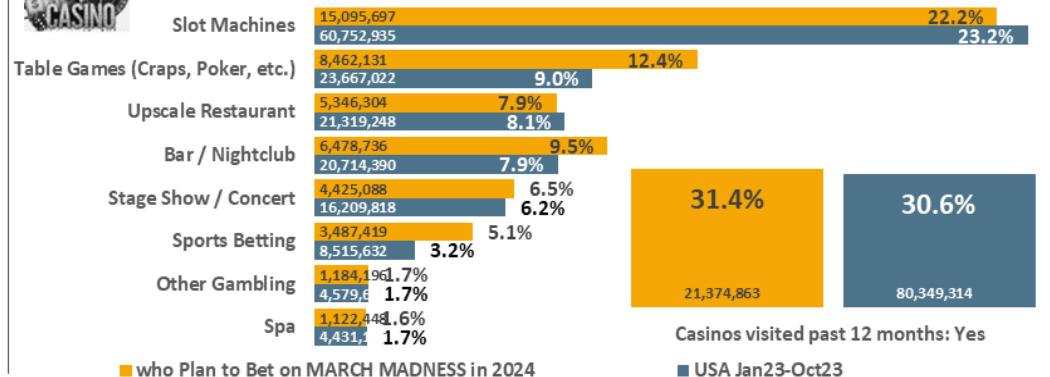
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



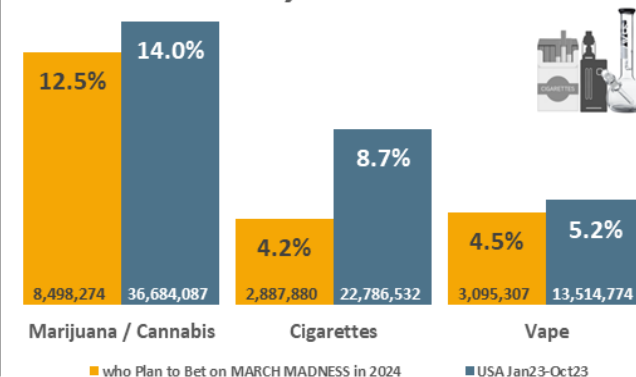
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

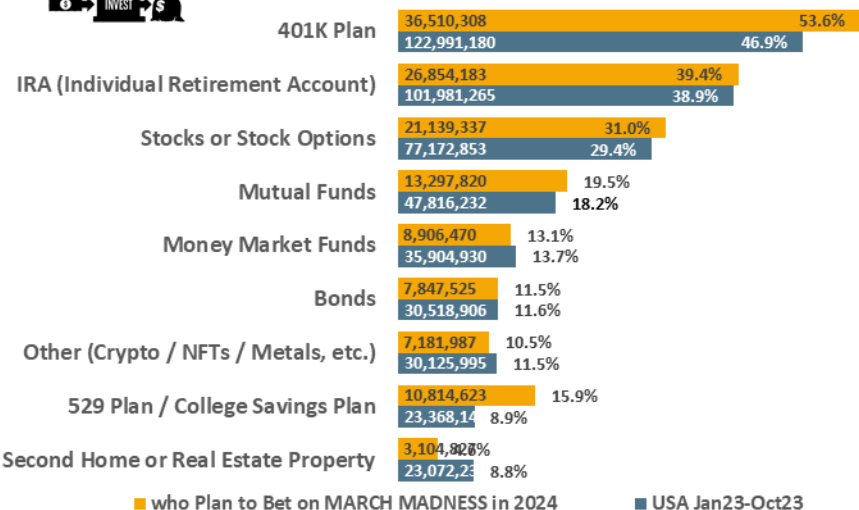




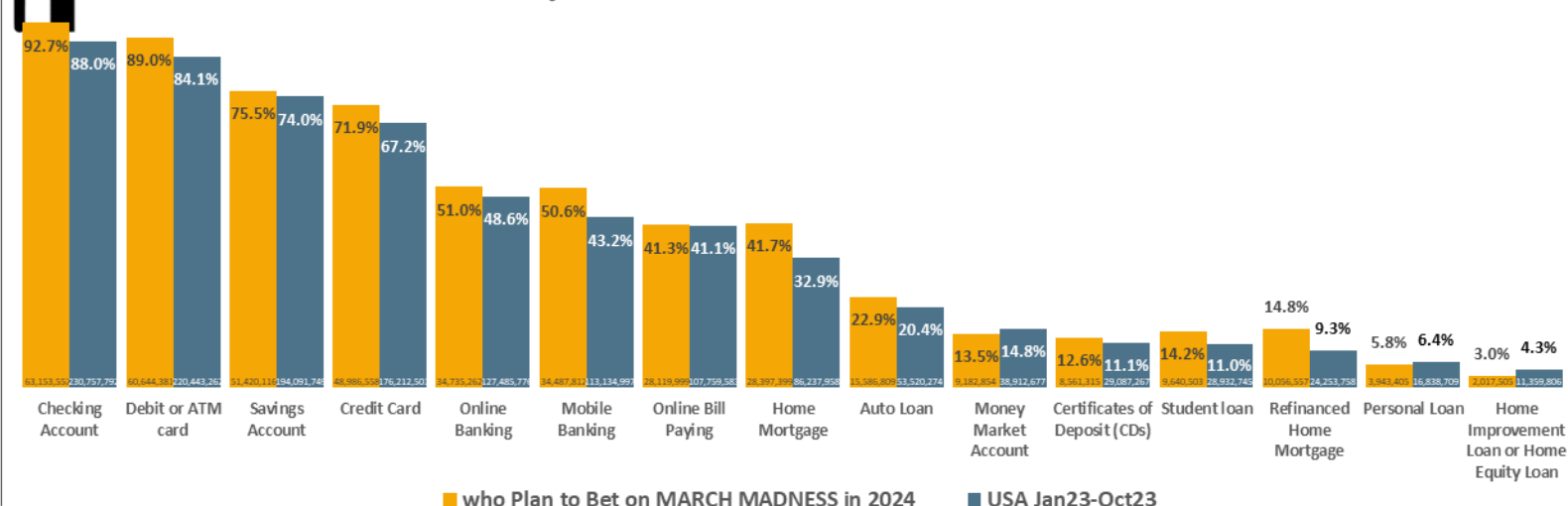
26.6% or 68,104,600 of USA Jan23-Oct23 Adults 18 or older Plan to Bet on MARCH MADNESS in 2024. Adults 18 or older who Plan to Bet on MARCH MADNESS in 2024 are 14.3% more likely to have a 401K, 12.1% more likely to have an Auto Loan, 2.5% more likely to Invest/Trade Stocks Online, 6.5% more likely to pay with their Debit Card.



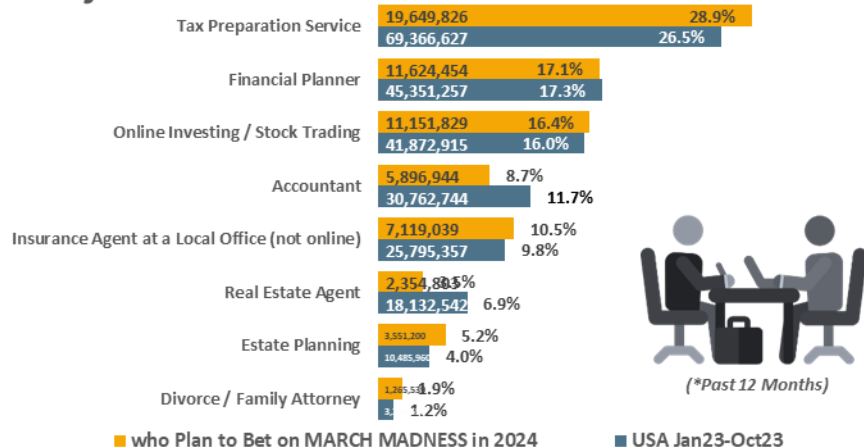
Investments Owned: Adults 18 or older



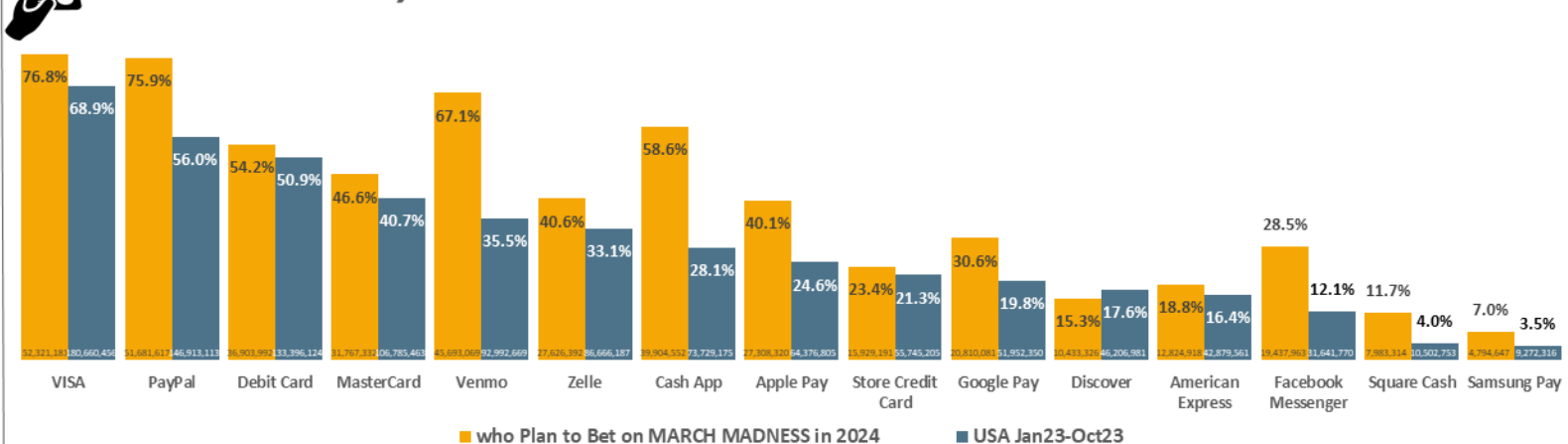
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

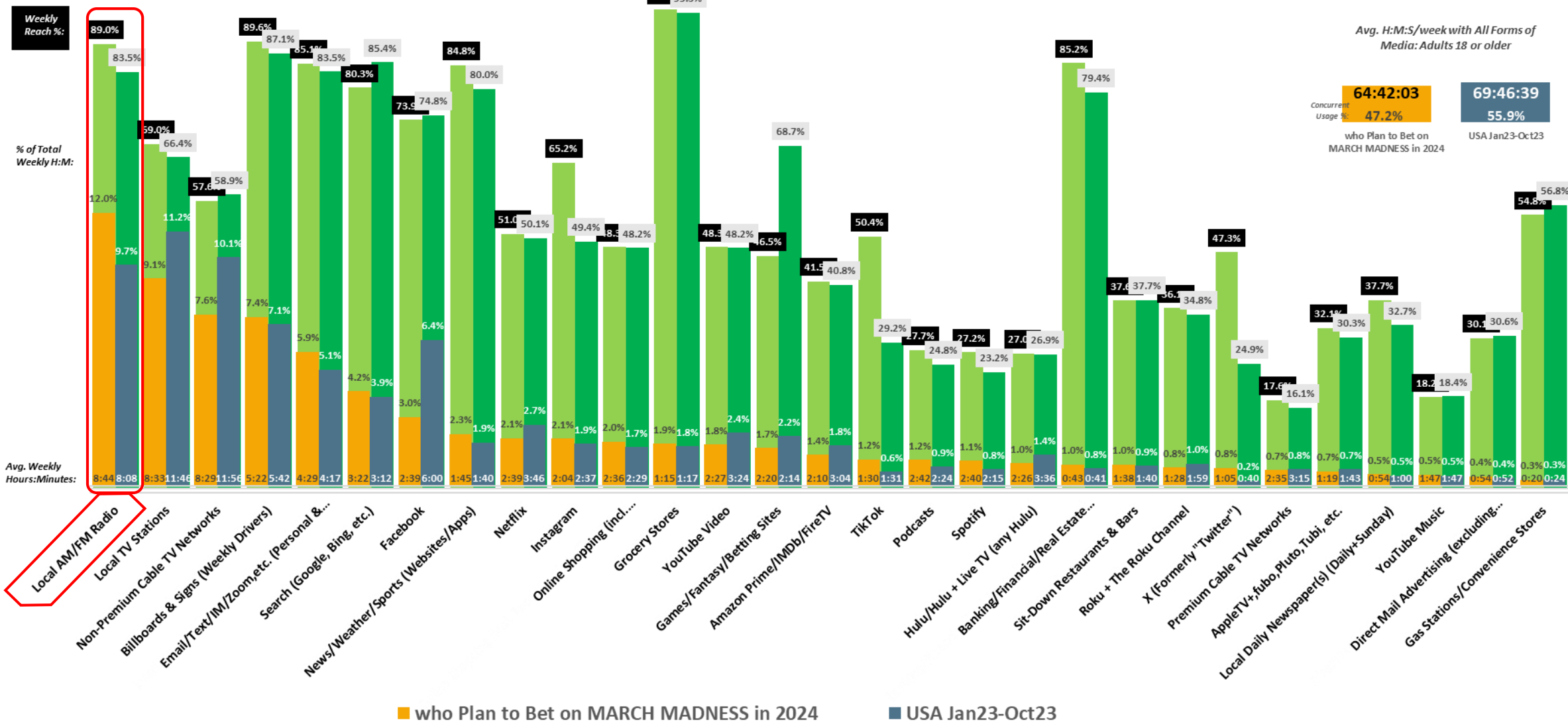


Past 3-Months Payment Methods Used: Adults 18 or older



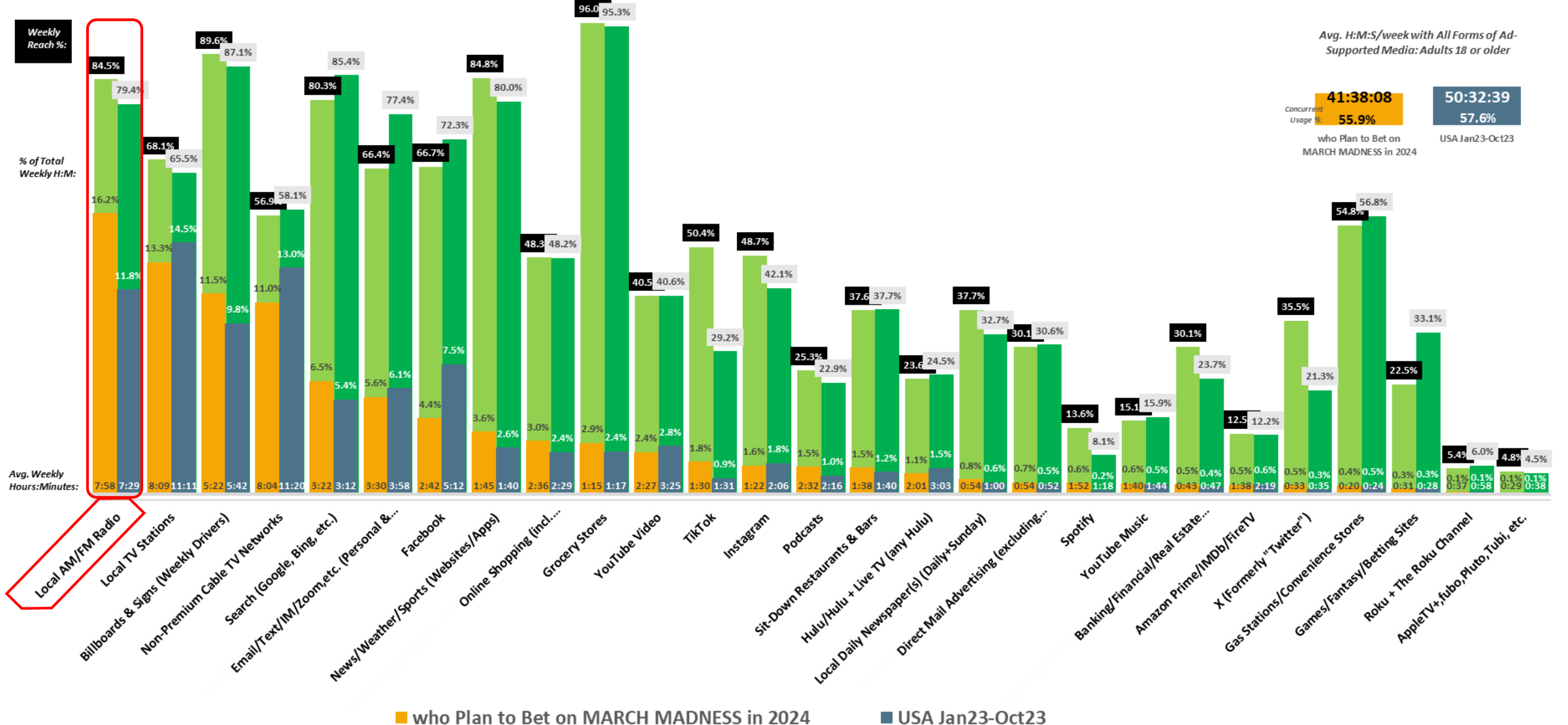


Adults 18 or older who Plan to Bet on MARCH MADNESS in 2024 spend an average of 2 days, 16 hours, 42 minutes and 3 seconds each week with All Forms of Media.
89.% of Adults 18 or older who Plan to Bet on MARCH MADNESS in 2024 spend an avg. of 8 hours and 44 minutes each week listening to All Local AM/FM Radio, representing 12.% of total time spent with all forms of Media.





Adults 18 or older who Plan to Bet on MARCH MADNESS in 2024 spend an average of 1 days, 17 hours, 38 minutes and 8 seconds each week with All Forms of Ad-Supported Media.
84.5% of Adults 18 or older who Plan to Bet on MARCH MADNESS in 2024 spend an avg. of 7 hours and 58 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 16.2% of total time spent with all forms of Ad-Supported Media.

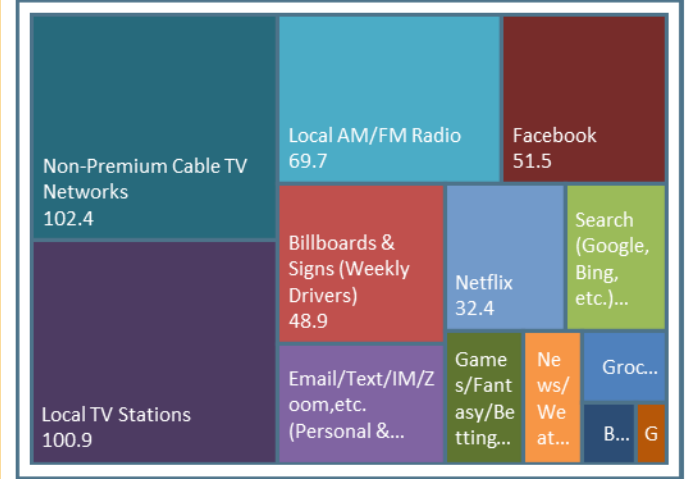
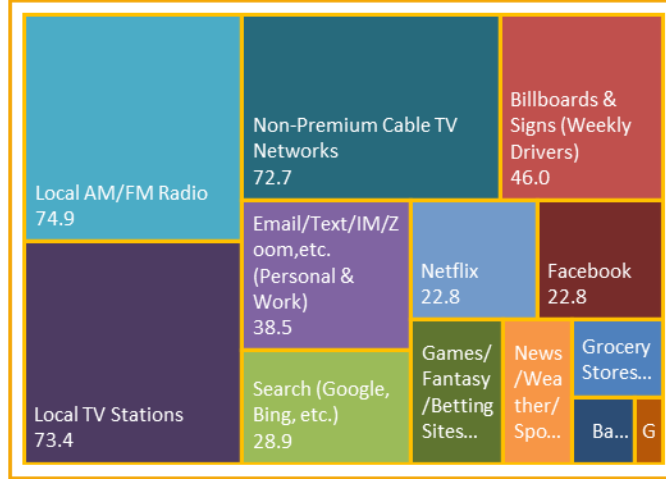
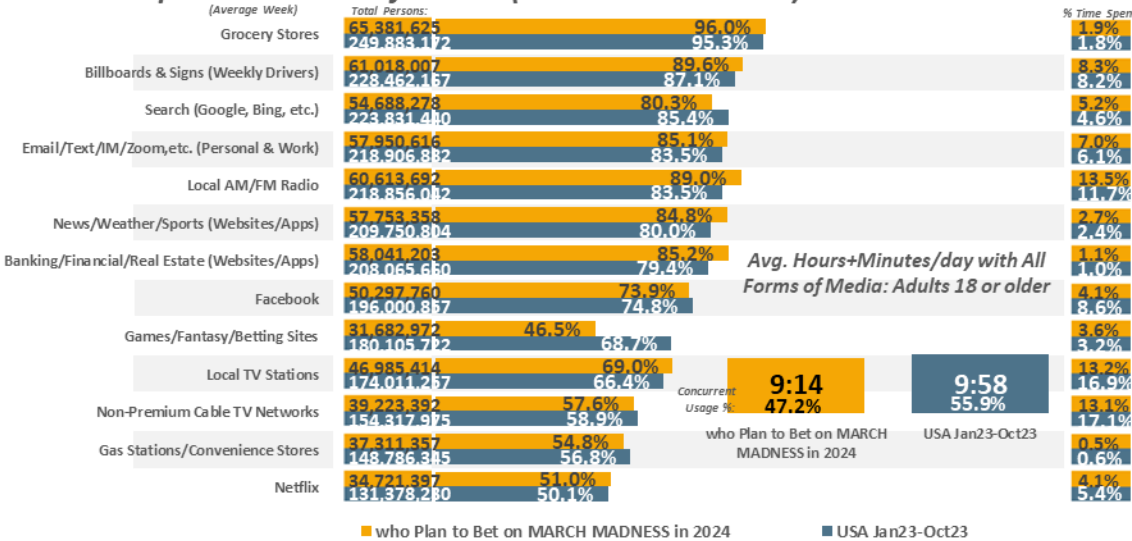




Adults 18 or older who Plan to Bet on MARCH MADNESS in 2024 spend an average of 5 hours and 56 minutes each day with All Forms of Ad-Supported Media. 84.5% listen to Local AM/FM Radio for an avg. of 68.4 minutes/day. *(Local Radio delivers 16.2% of Time with Ad-Supported Media.)*

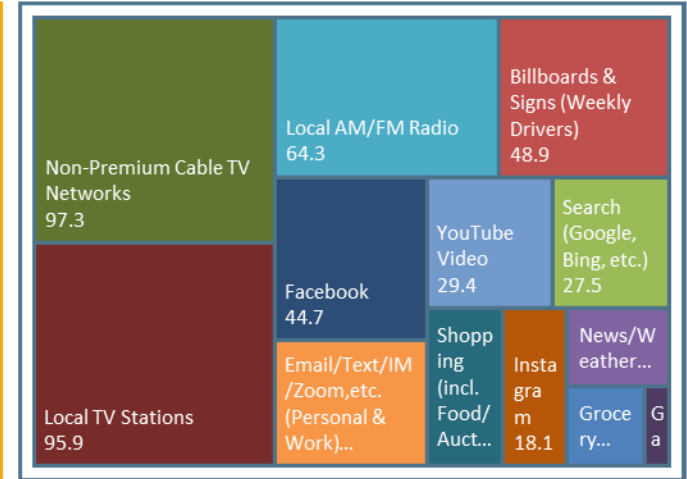
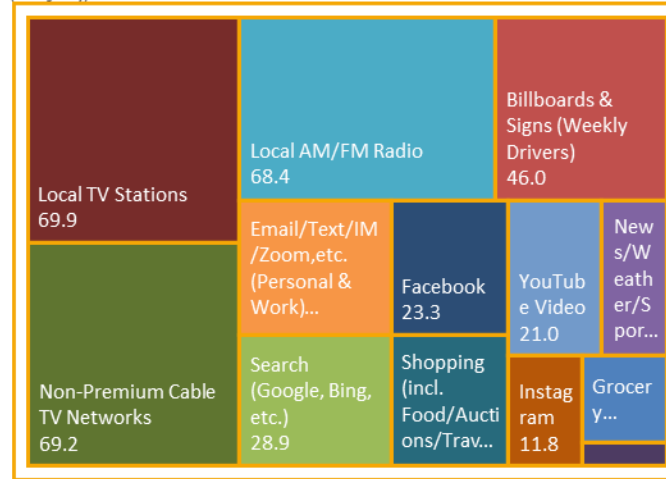
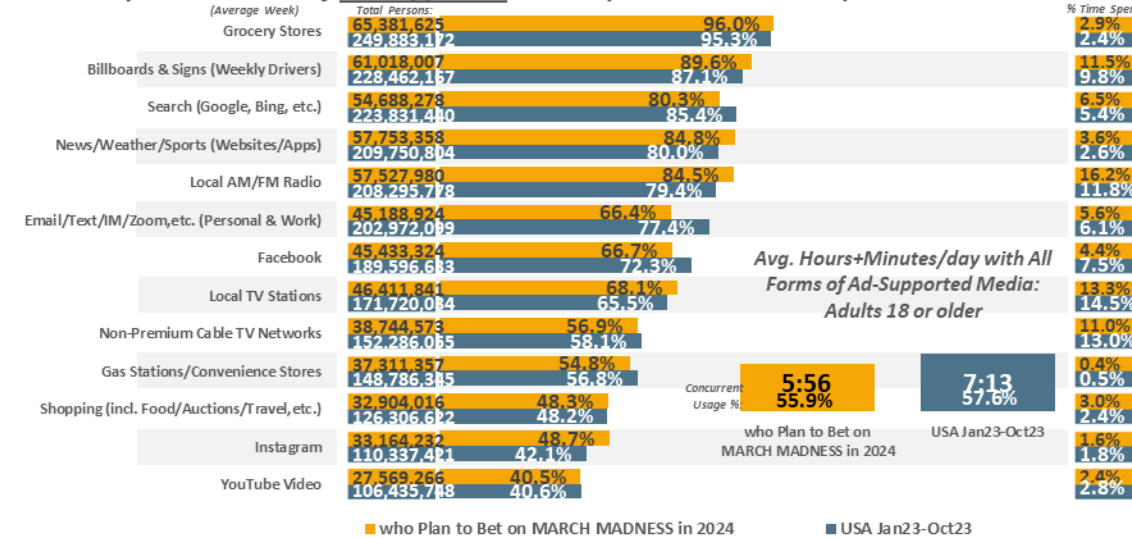
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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 Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,290

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USA Projection

Scarborough R2 2023: Jan23-Oct23

Qual Intab

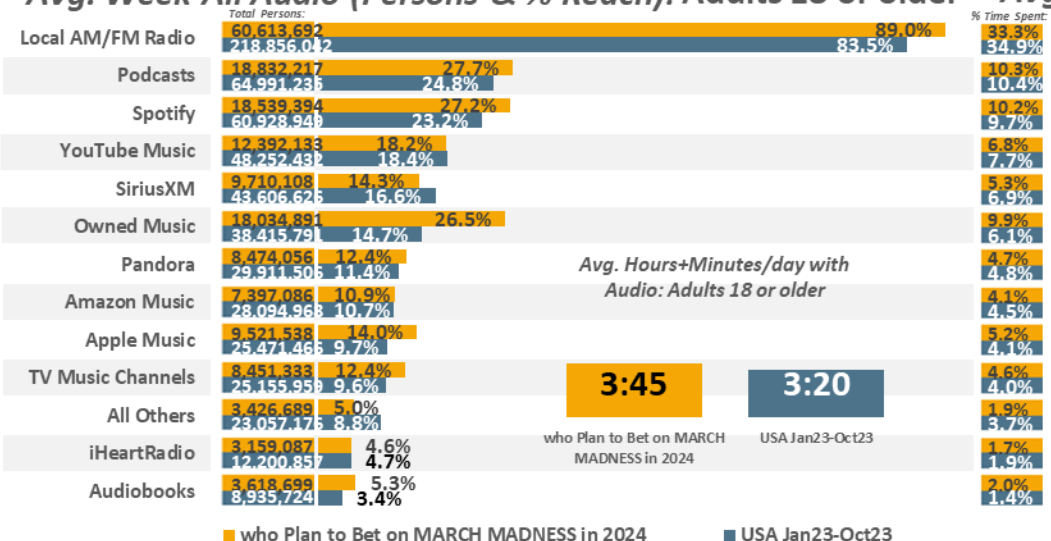
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soefa.ai Share of Everything for Anything

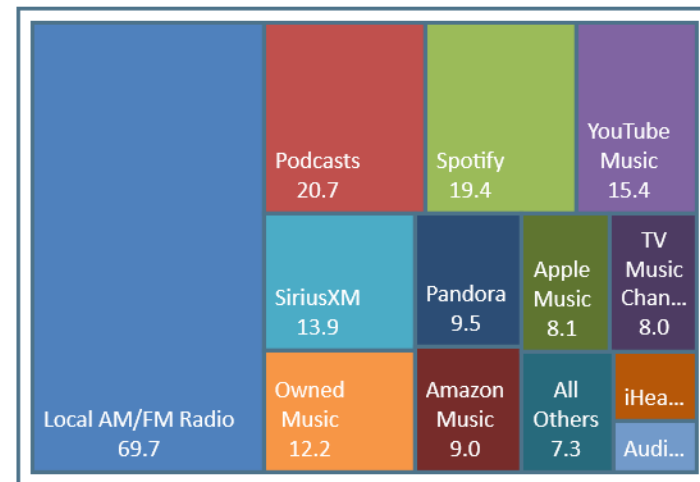
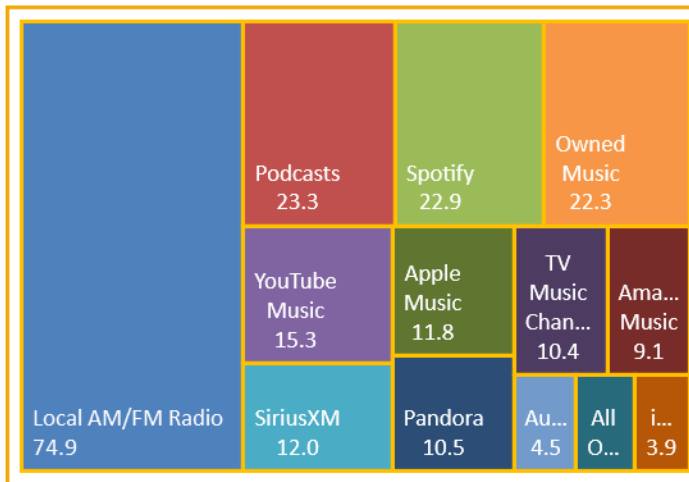


57,527,980 or 84.5% of Adults 18 or older who Plan to Bet on MARCH MADNESS in 2024 listen to Ad-Supported Local AM/FM Radio for an average of 68.4 minutes every day representing 42.8% of all time spent daily with Ad-Supported Audio.

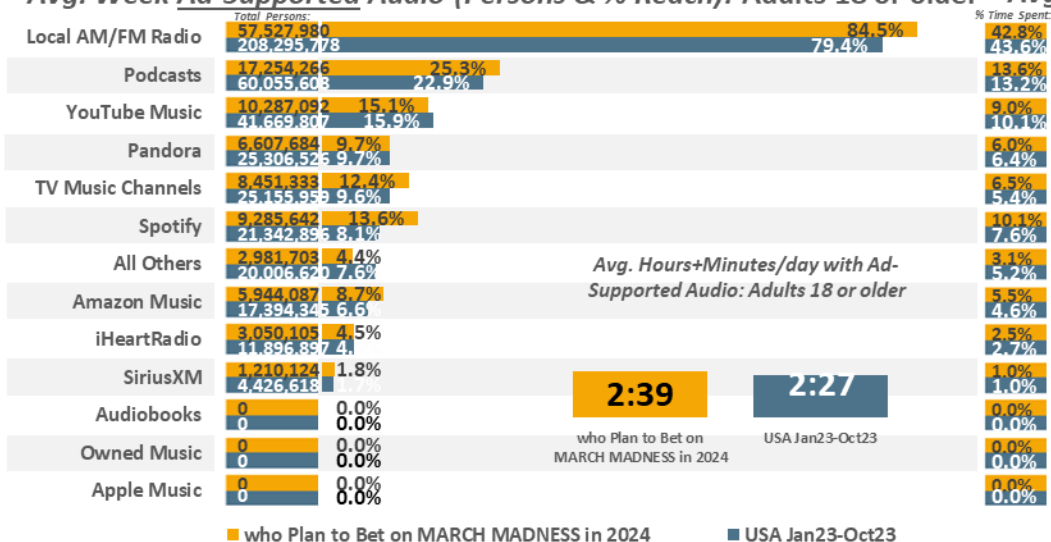
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



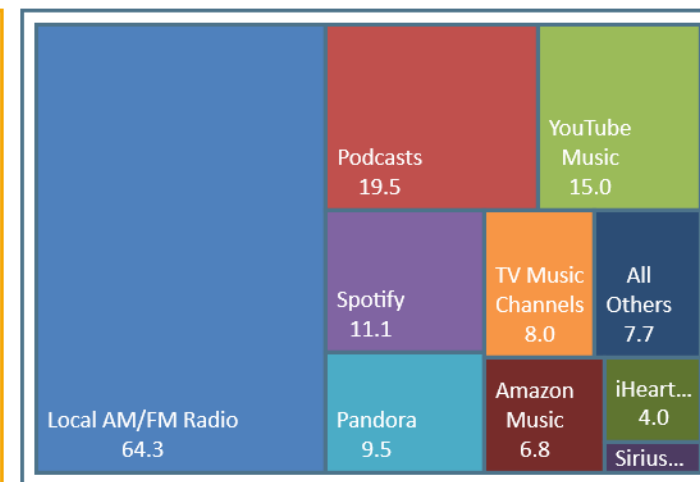
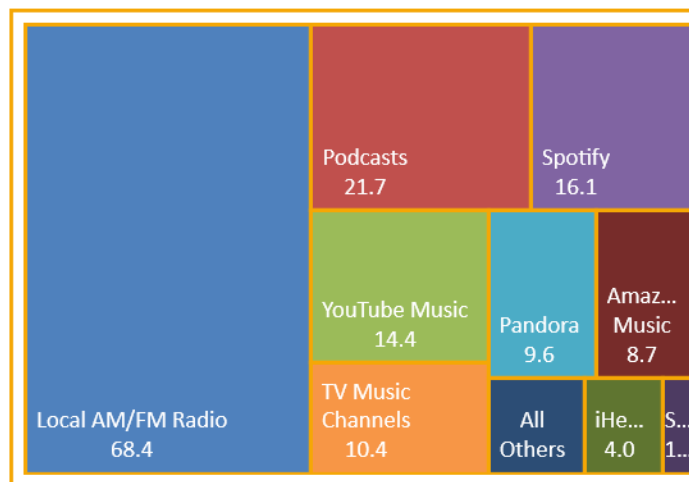
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

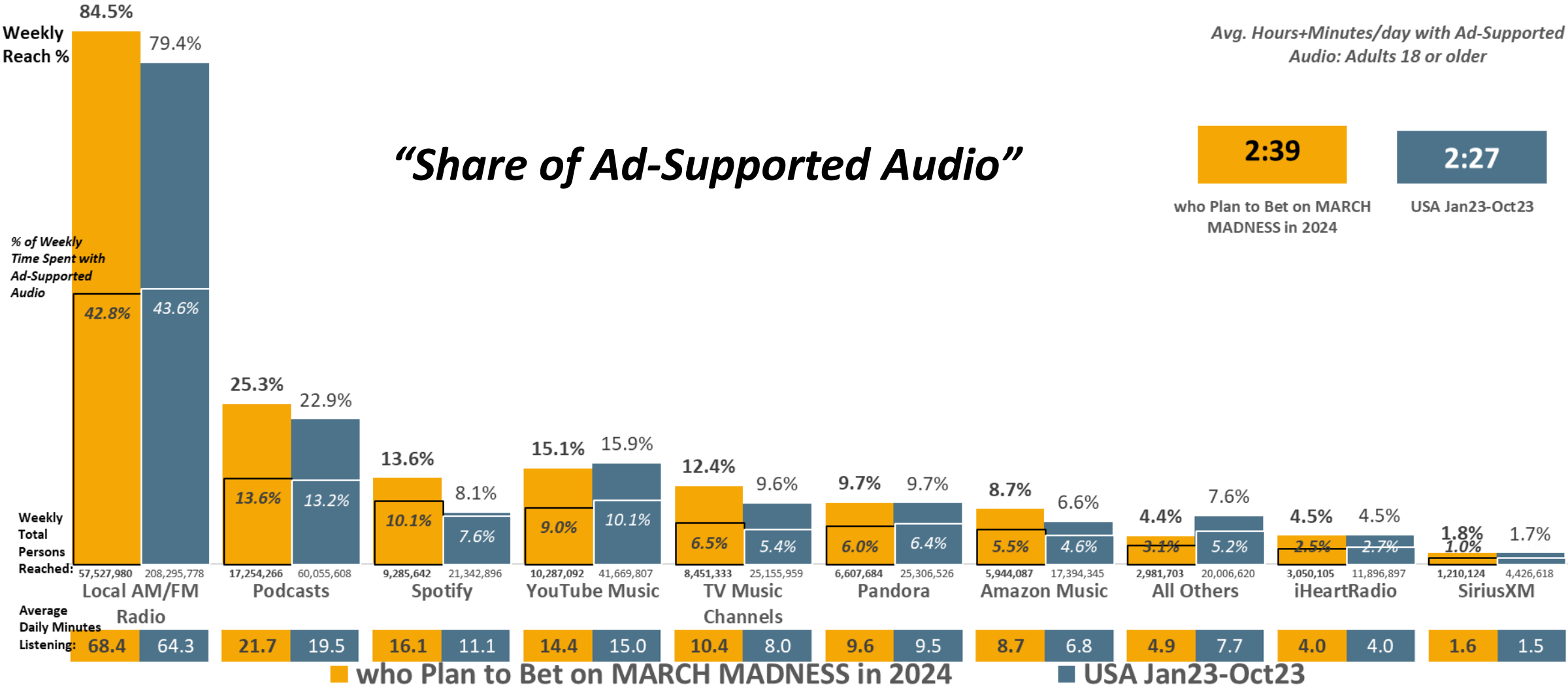


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





57,527,980 or 84.5% of Adults 18 or older who Plan to Bet on MARCH MADNESS in 2024 listen to Ad-Supported Local AM/FM Radio for an average of 68.4 minutes every day representing 42.8% of all time spent daily with Ad-Supported Audio.

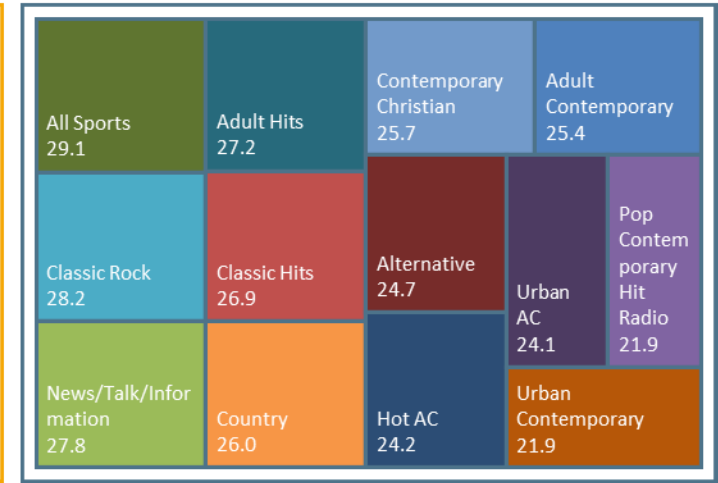
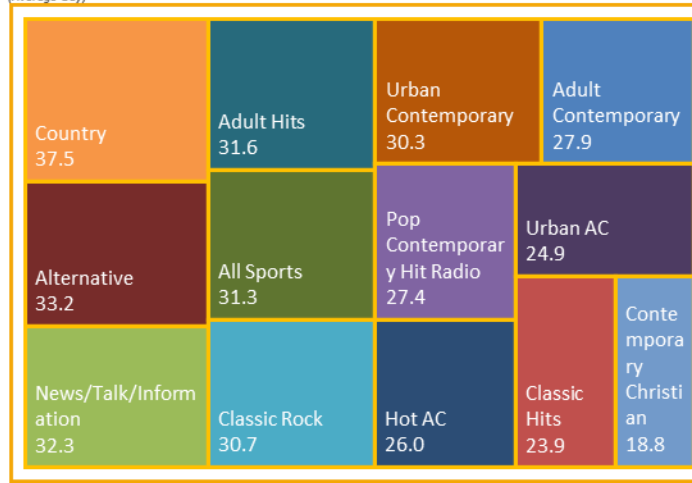
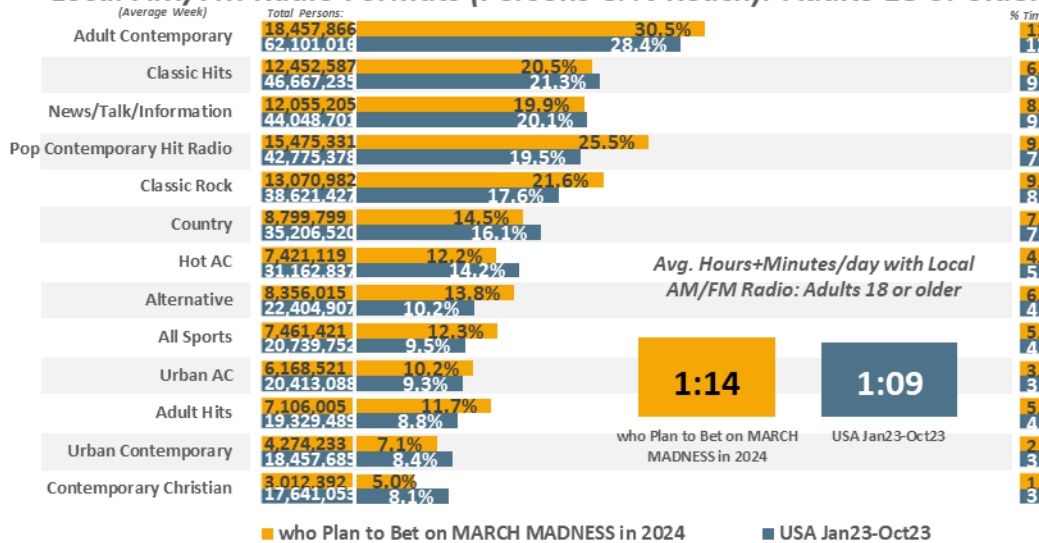




57,527,980 or 84.5% of Adults 18 or older who Plan to Bet on MARCH MADNESS in 2024 listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Rock, Classic Hits, and Country.

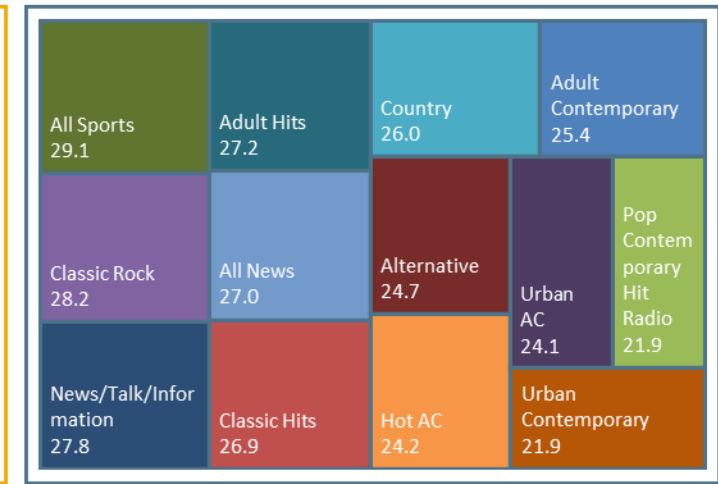
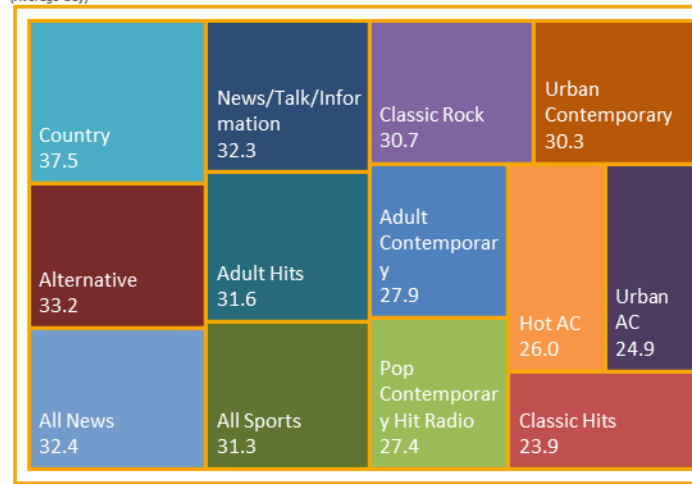
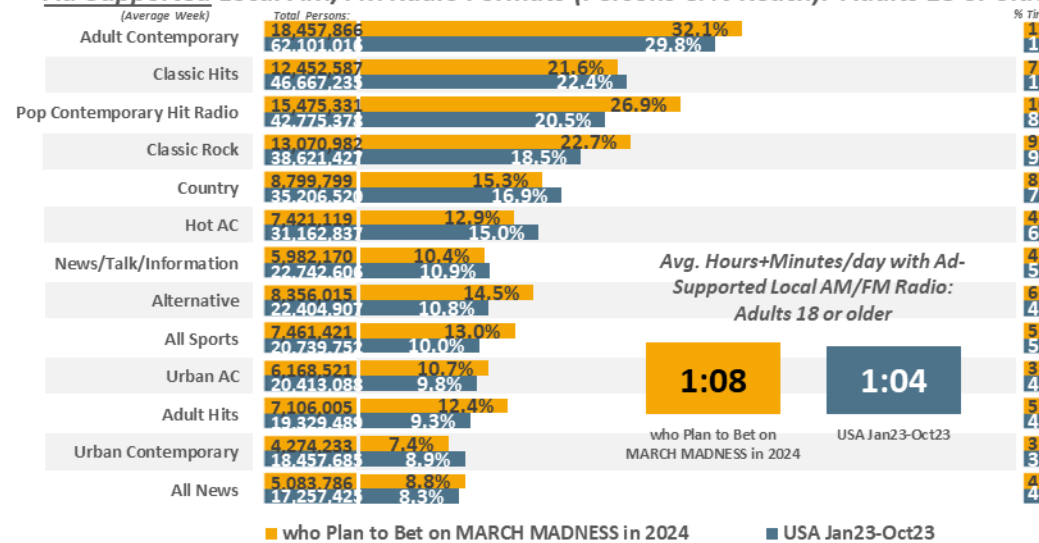
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older

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 Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,290

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USA Jan23-Oct23

USA Projection

Scarborough R2 2023: Jan23-Oct23

Qual Intab

9,908

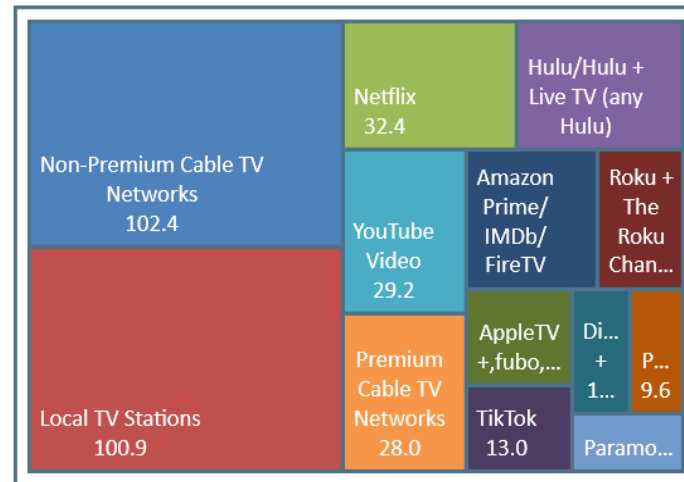
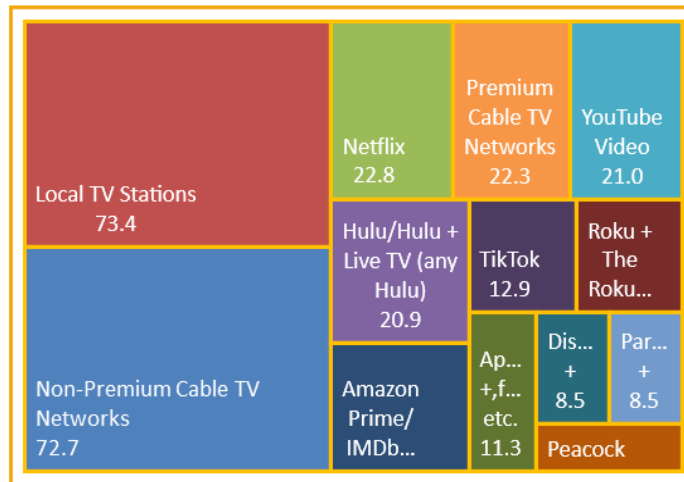
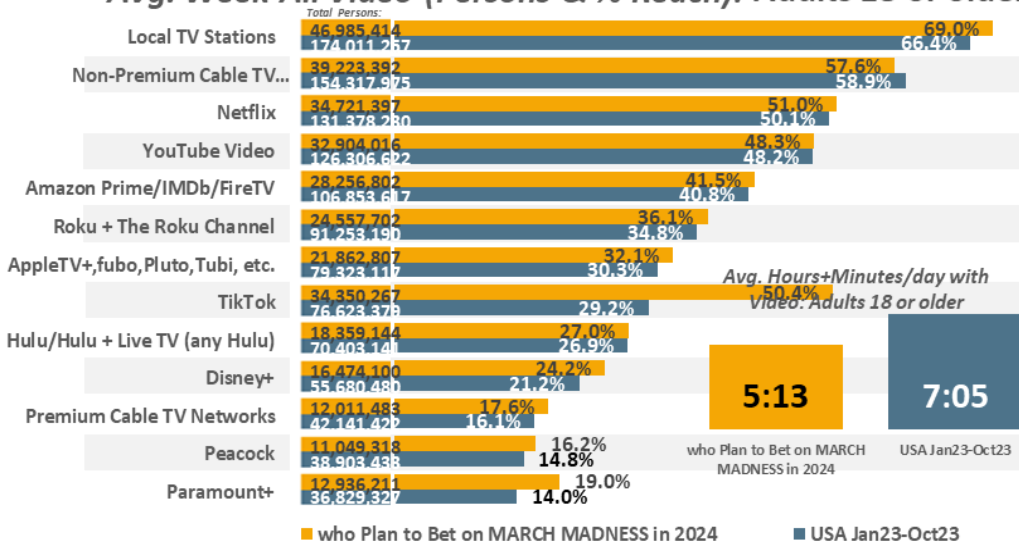
soefa.ai Share of Everything for Anything



46,411,841 or 68.1% of Adults 18 or older who Plan to Bet on MARCH MADNESS in 2024 watch Ad-Supported Local TV Stations for an average of 69.9 minutes every day representing 30.3% of all time spent daily with Ad-Supported Video.

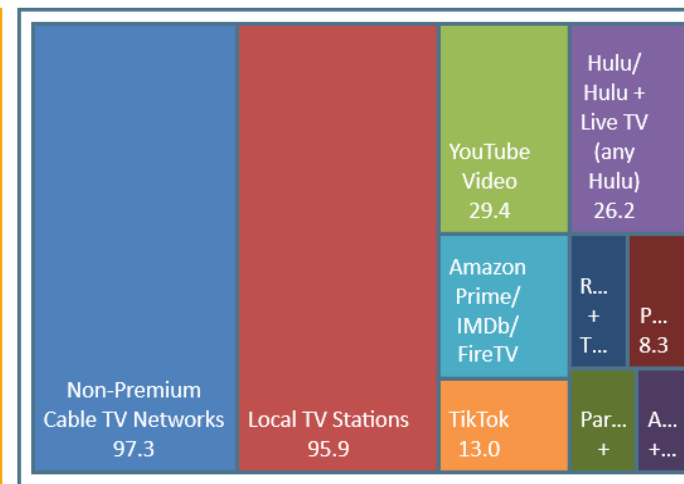
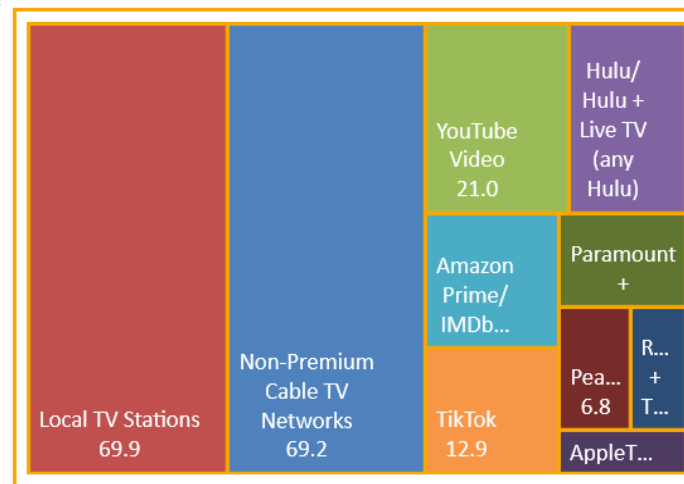
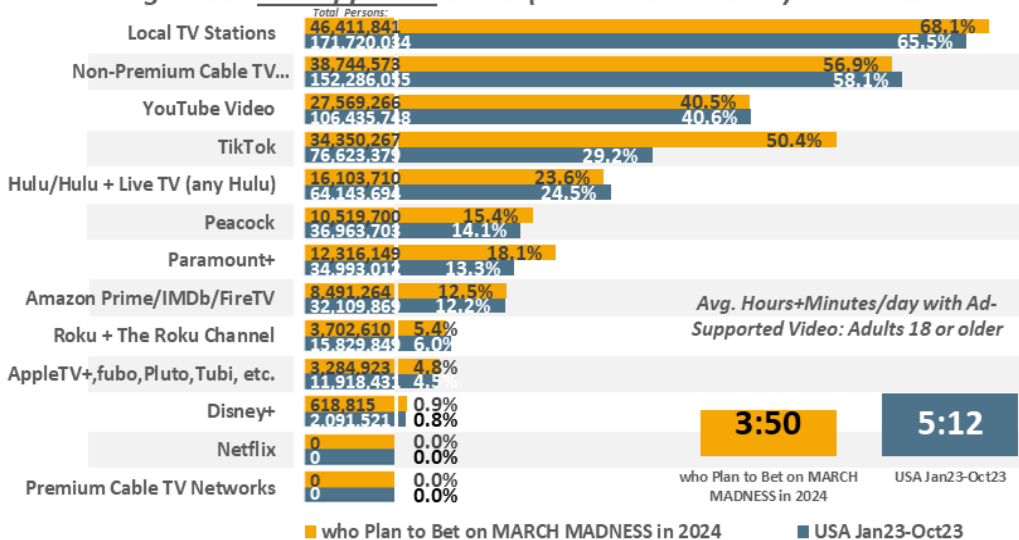
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

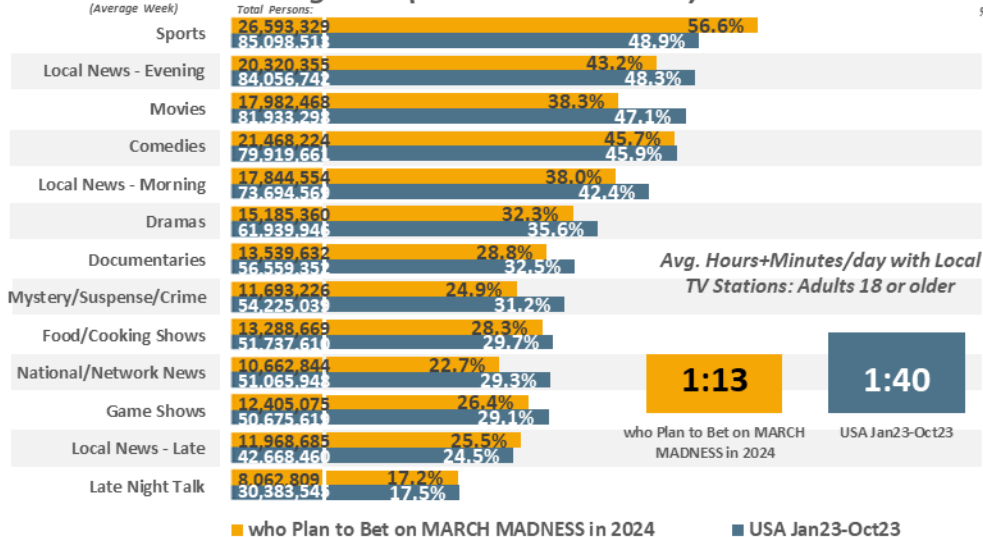
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



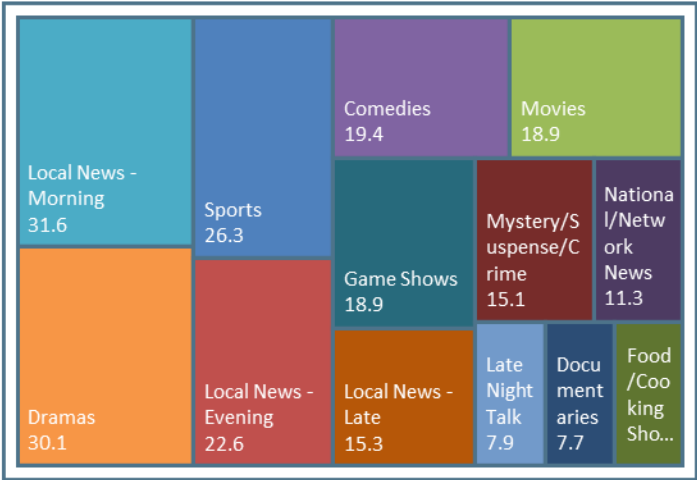
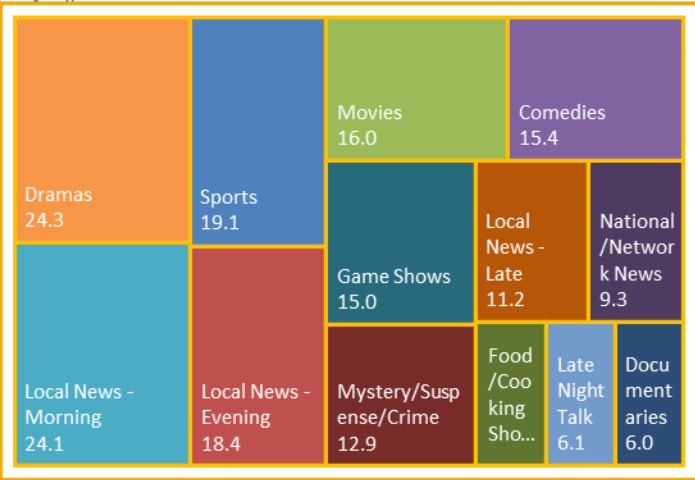


46,411,841 or 68.1% of Adults 18 or older who Plan to Bet on MARCH MADNESS in 2024 watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Movies, and Dramas.

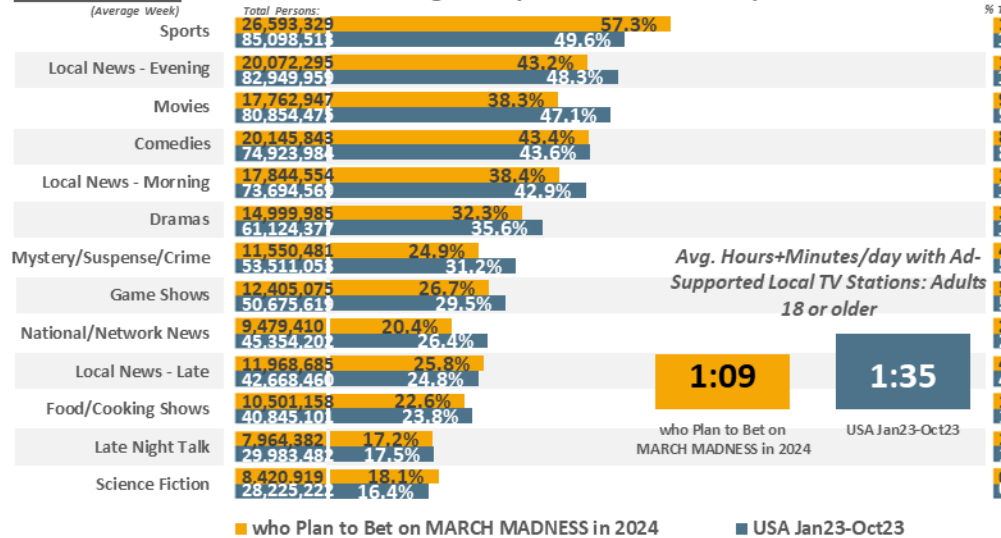
Local TV Station Programs (Persons & % Reach): Adults 18 or older



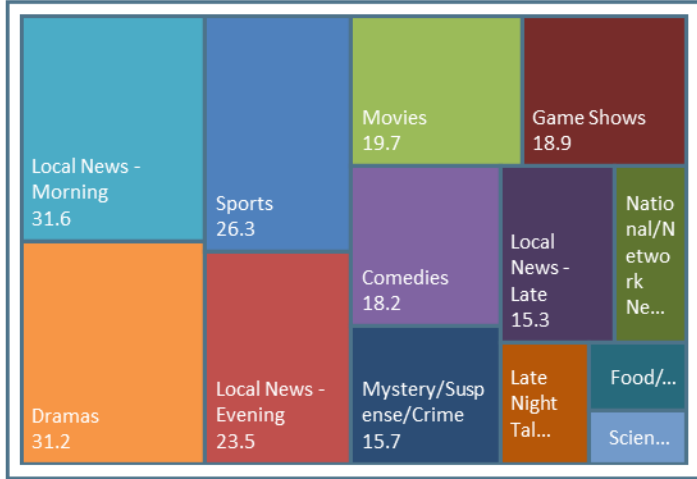
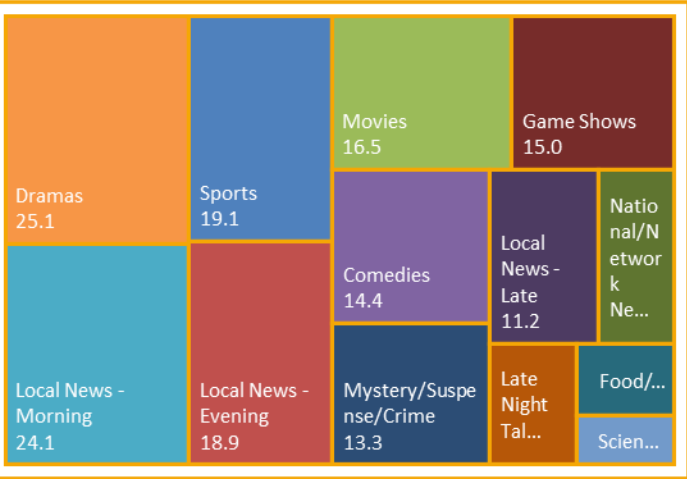
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

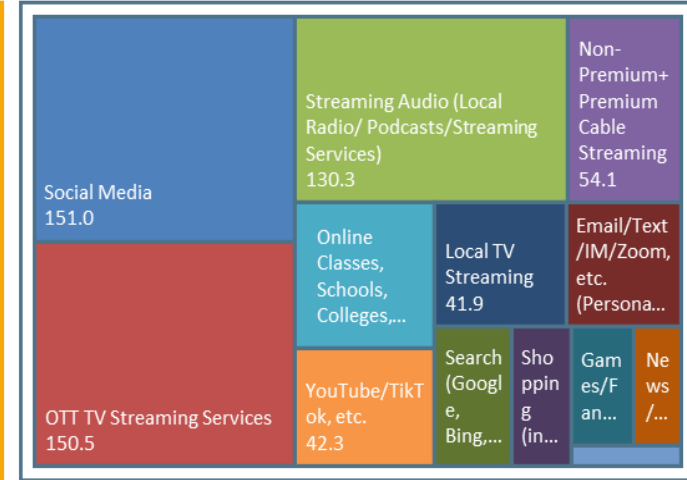
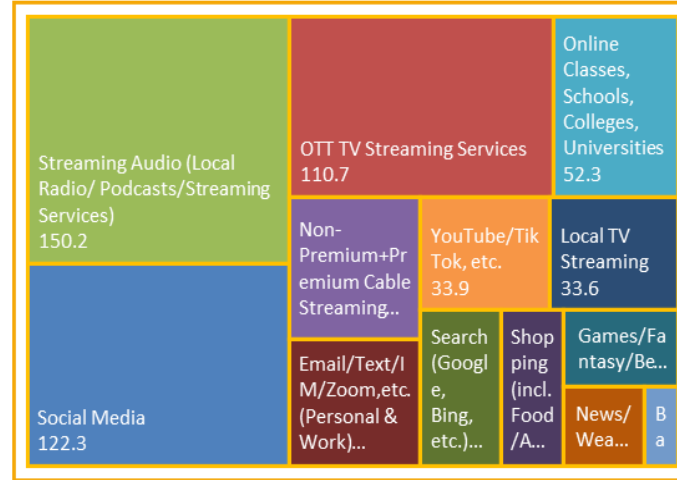
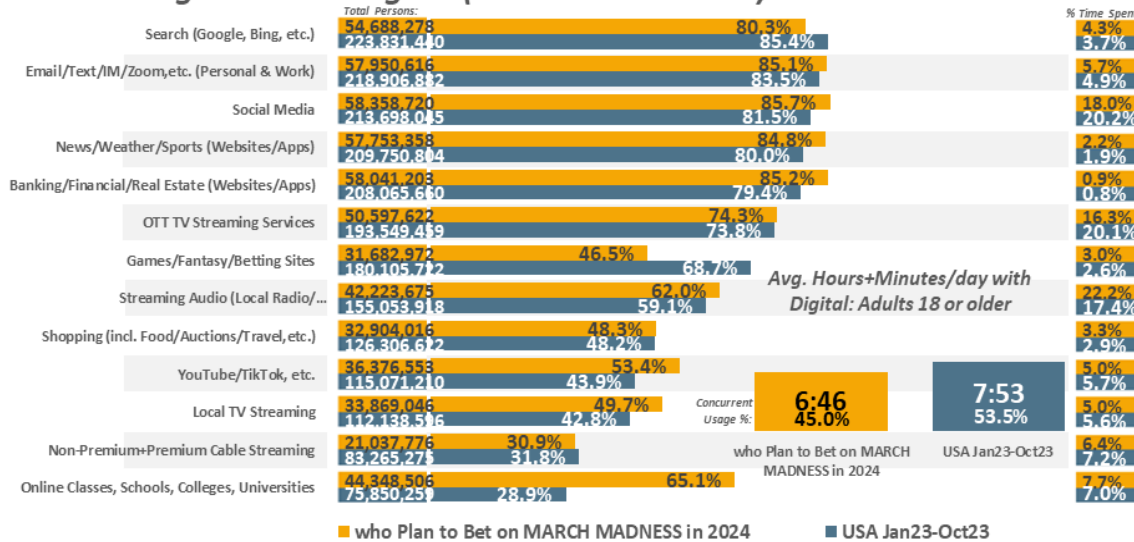




45,433,324 or 66.7% of Adults 18 or older who Plan to Bet on MARCH MADNESS in 2024 use Ad-Supported Social Media for an average of 95.2 minutes every day representing 21.1% of all time spent daily with Ad-Supported Digital Media.

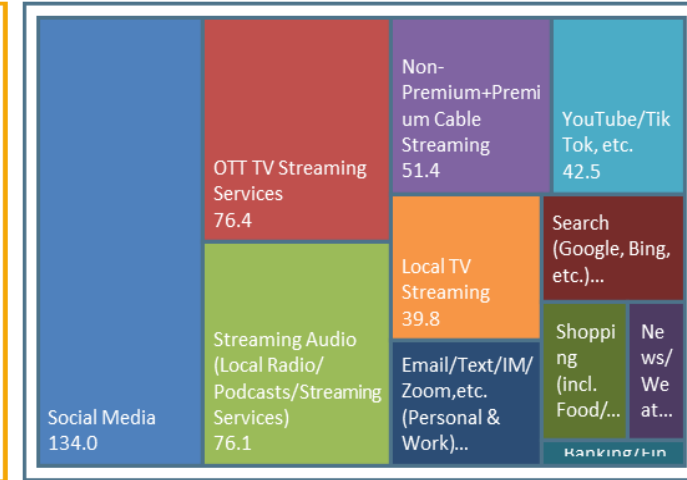
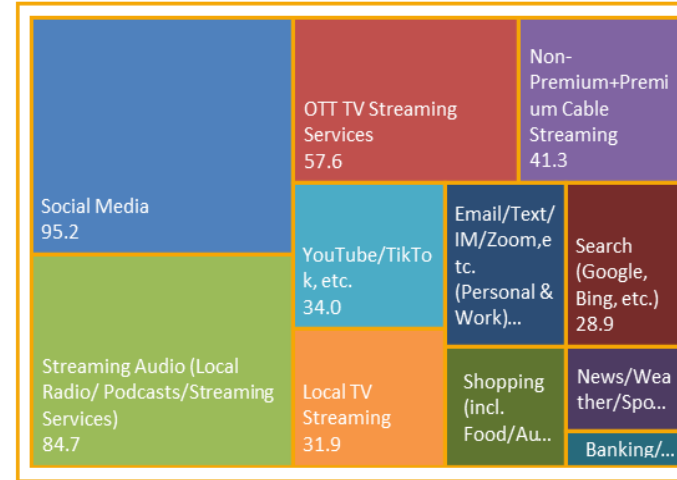
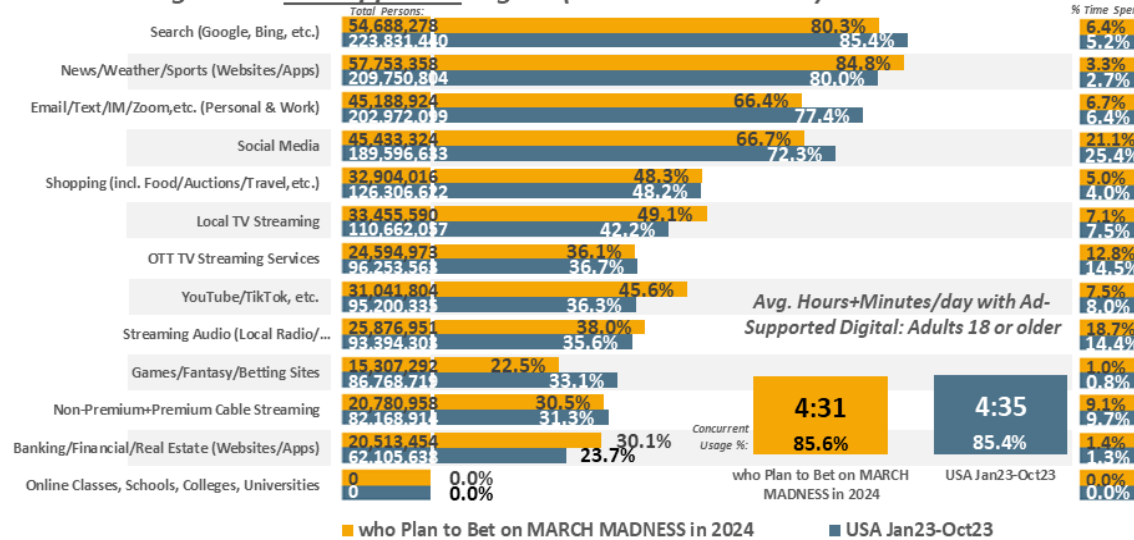
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,290

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USA Jan23-Oct23

USA Projection

Scarborough R2 2023: Jan23-Oct23

Qual Intab

9,908

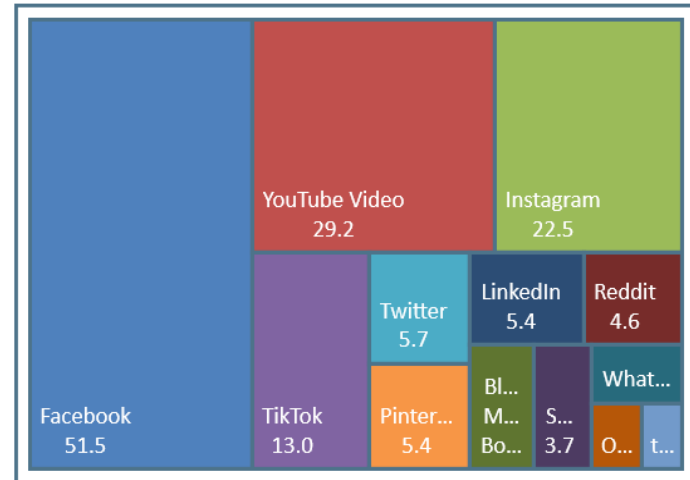
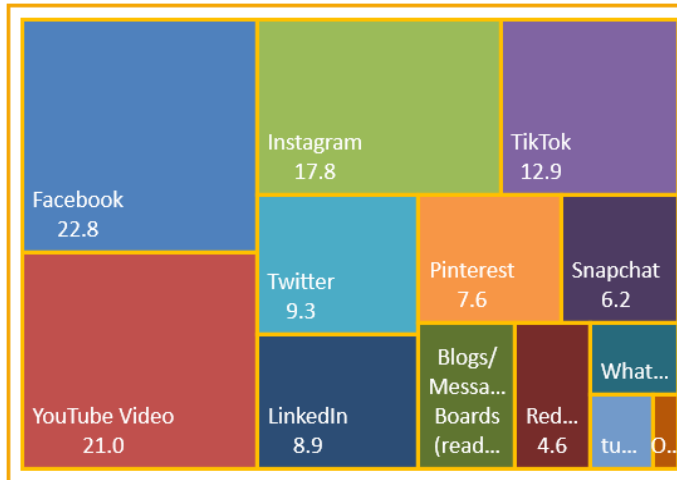
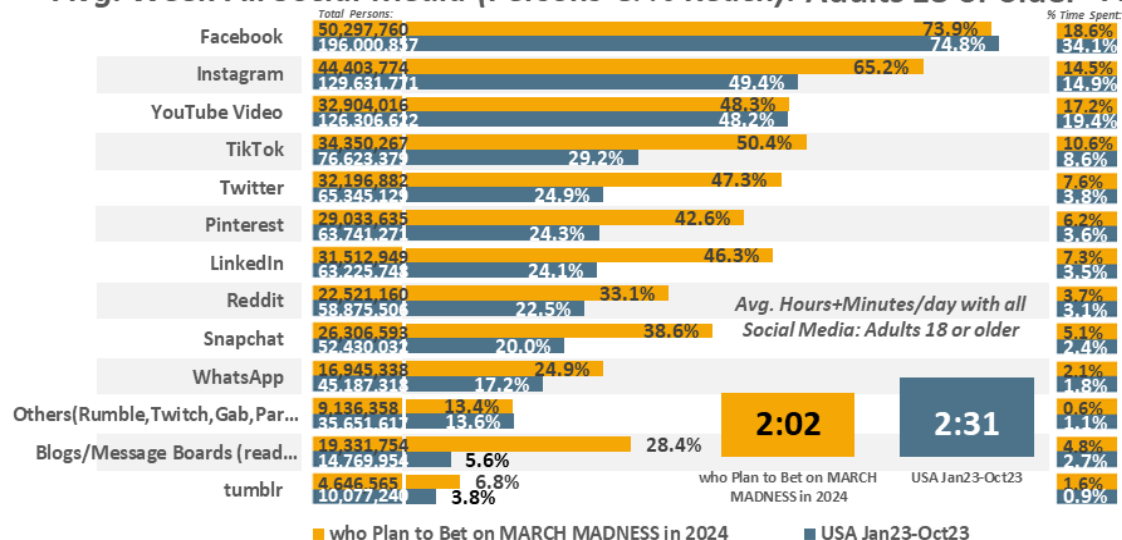
soefa.ai Share of Everything for Anything.



45,433,324 or 66.7% of Adults 18 or older who Plan to Bet on MARCH MADNESS in 2024 use Ad-Supported Facebook for an average of 23.3 minutes every day representing 24.5% of all time spent daily with Ad-Supported Social Media.

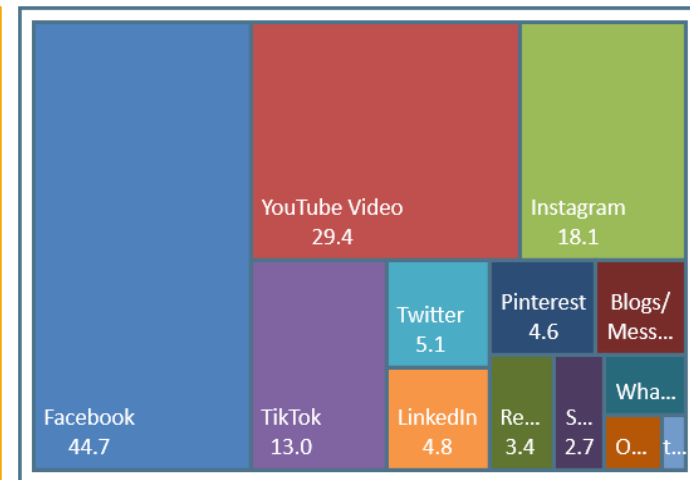
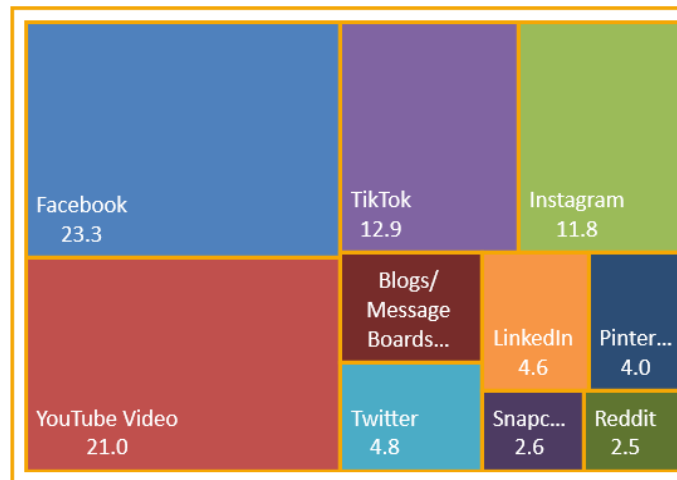
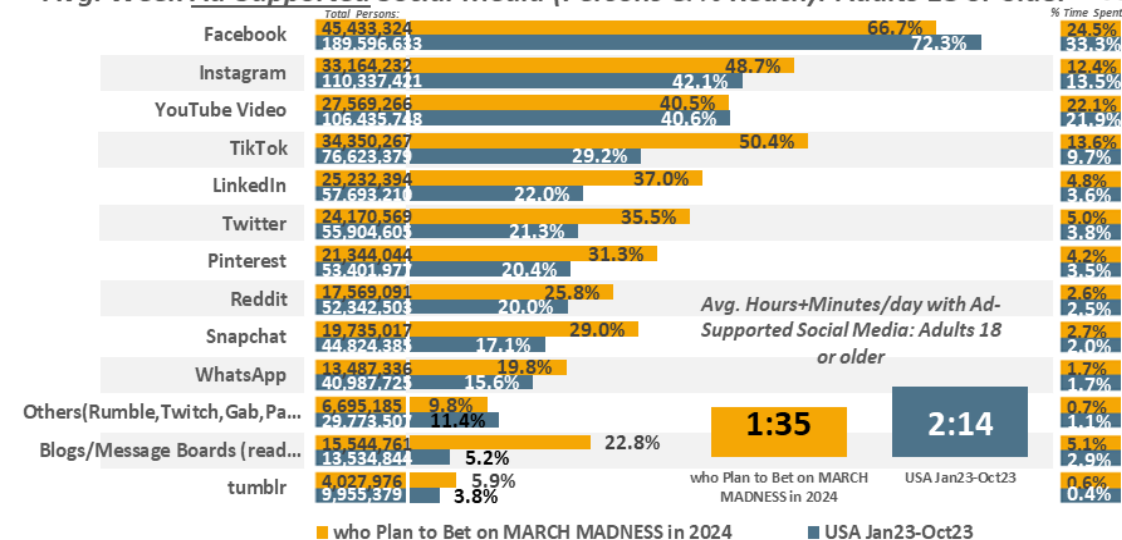
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older

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



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Scarborough R2 2023: Jan23-Oct23

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9,908

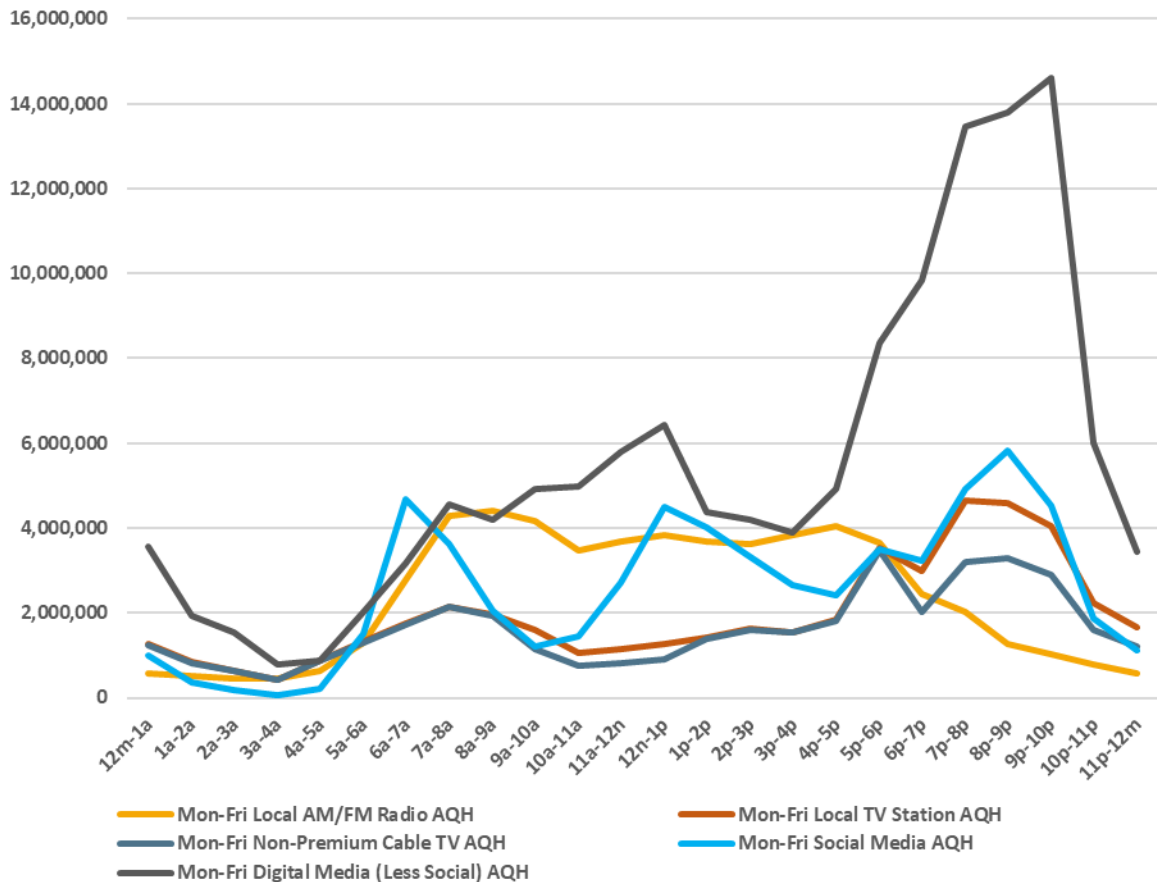
soefa.ai Share of Everything for Anything.

Sports betting - sports plan to bet on next 12 months: NCAA basketball

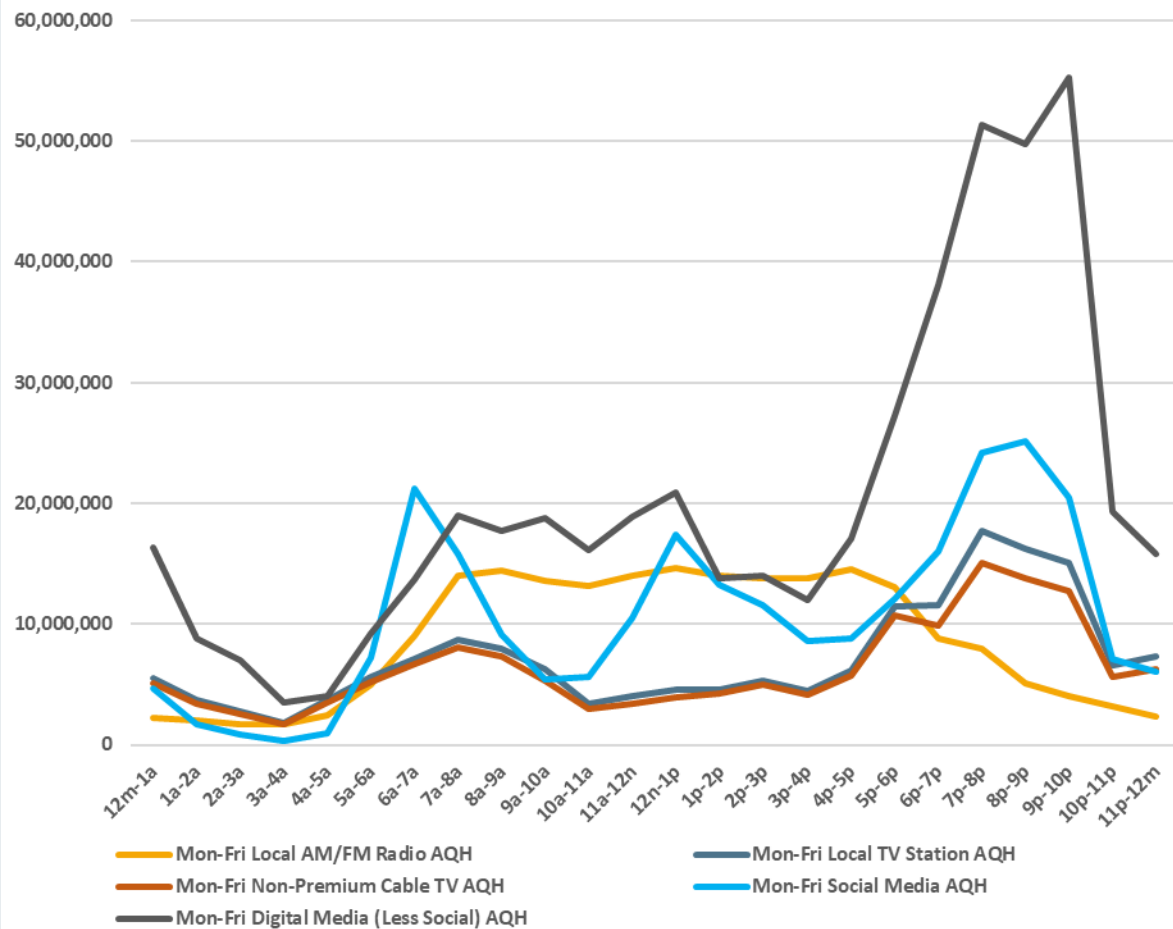


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,355,356; Local Radio: 3,687,484; Social Media: 3,024,756; Local TV: 1,835,908; Non-Prem. Cable: 1,638,361 reaching Adults 18 or older who Plan to Bet on MARCH MADNESS i

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Plan to Bet on MARCH MADNESS in
2024



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Jan23-Oct23 Metro Area Adults 18 or older

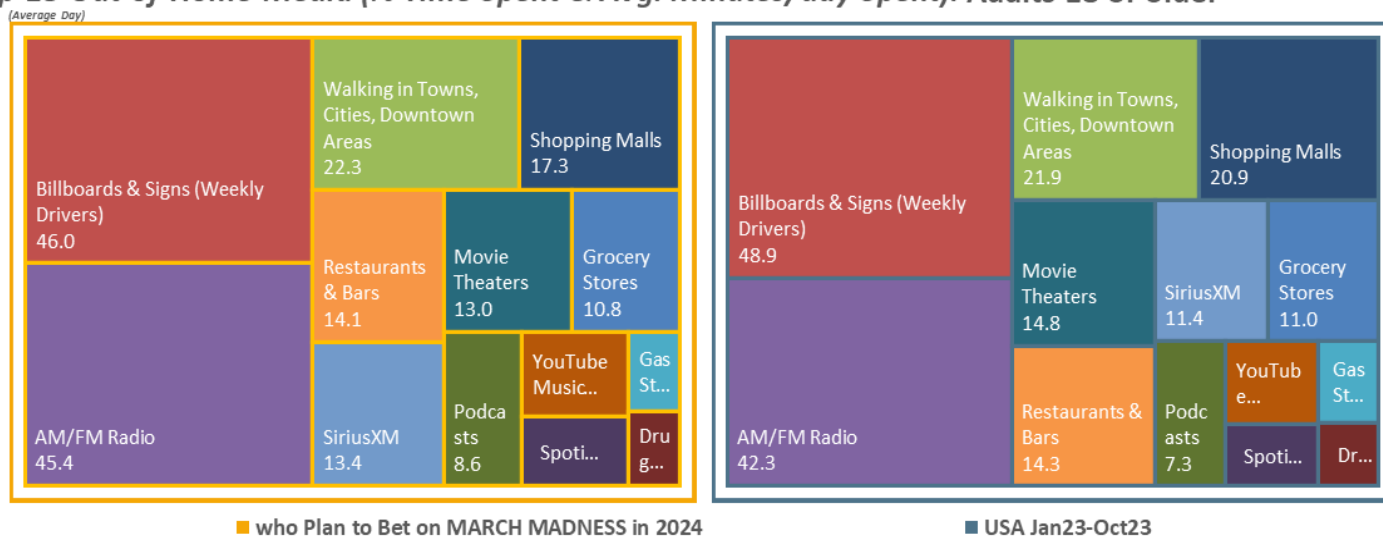
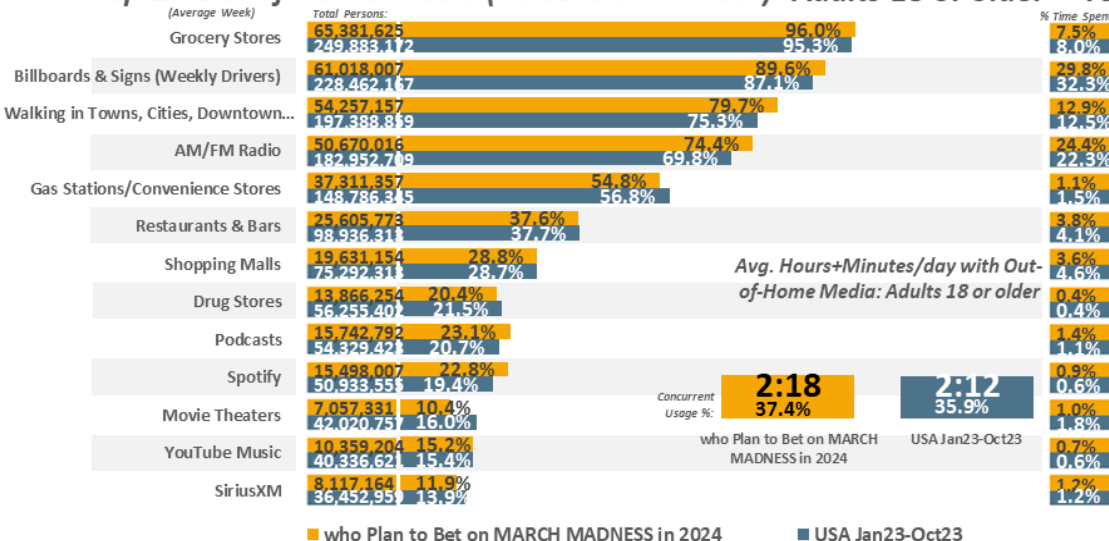




61,018,007 or 89.6% of Adults 18 or older who Plan to Bet on MARCH MADNESS in 2024 spend an average of 46. minutes per day driving, seeing Billboards and Signs. 70.6% Listen to Local Radio Stations Out-of-Home for an average of 41.5 minutes/day.

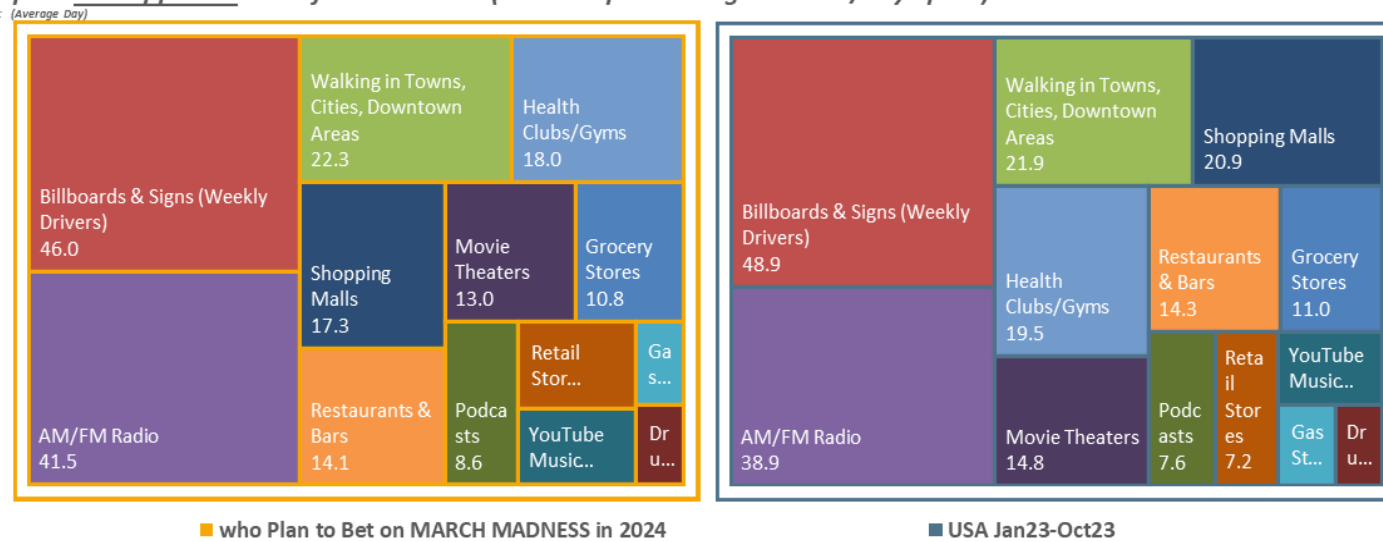
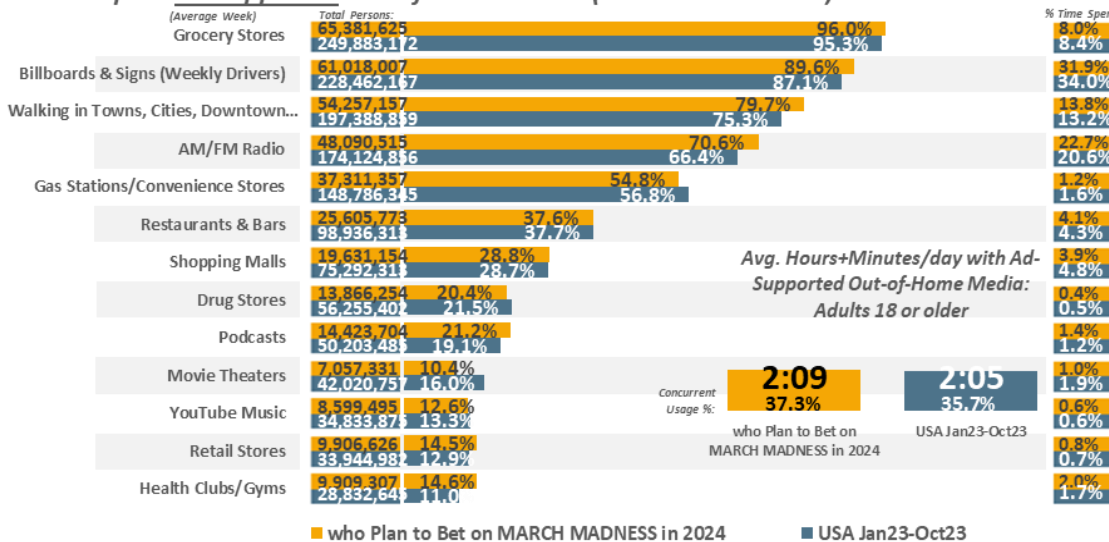
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older

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



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

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



USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,290

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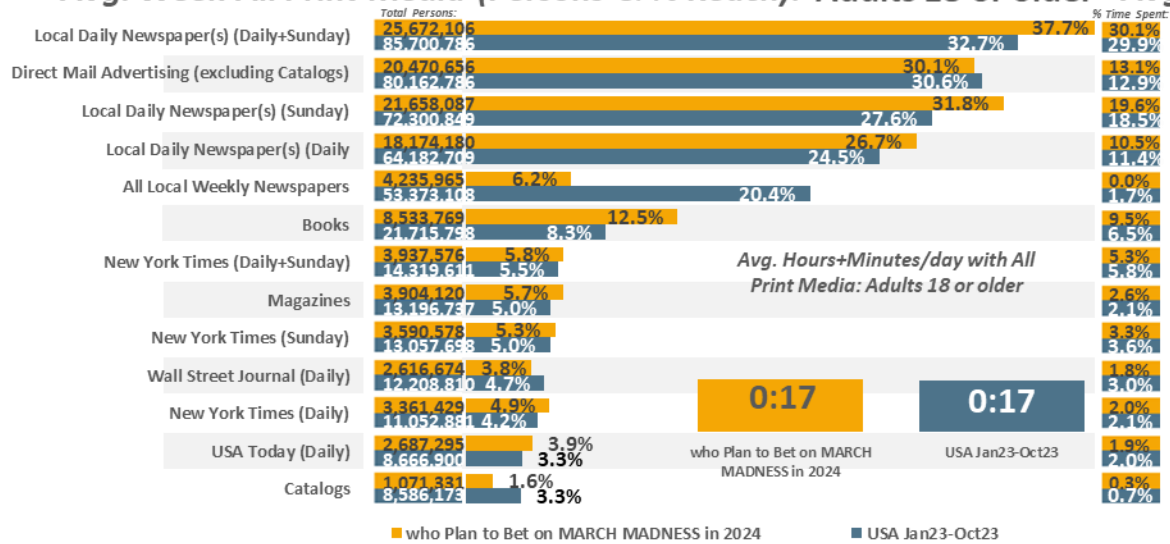
soefa.ai Share of Everything for Anything

Sports betting - sports plan to bet on next 12 months: NCAA basketball

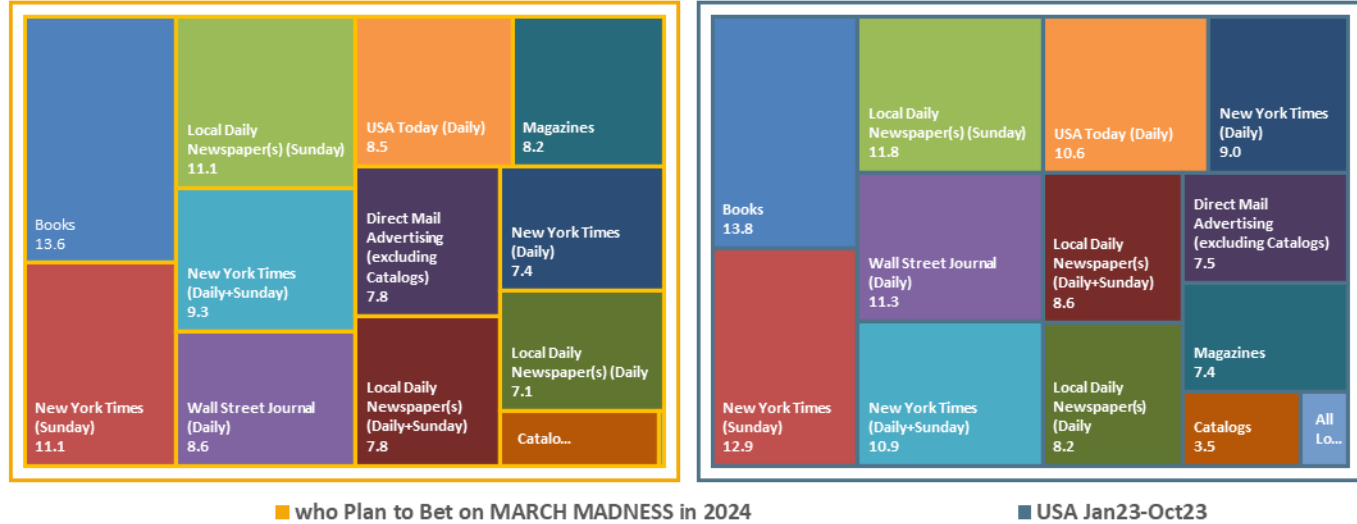


25,672,106 or 37.7% of Adults 18 or older who Plan to Bet on MARCH MADNESS in 2024 read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.8 minutes every day representing 33.2% of all time spent daily with All forms of Print Media.

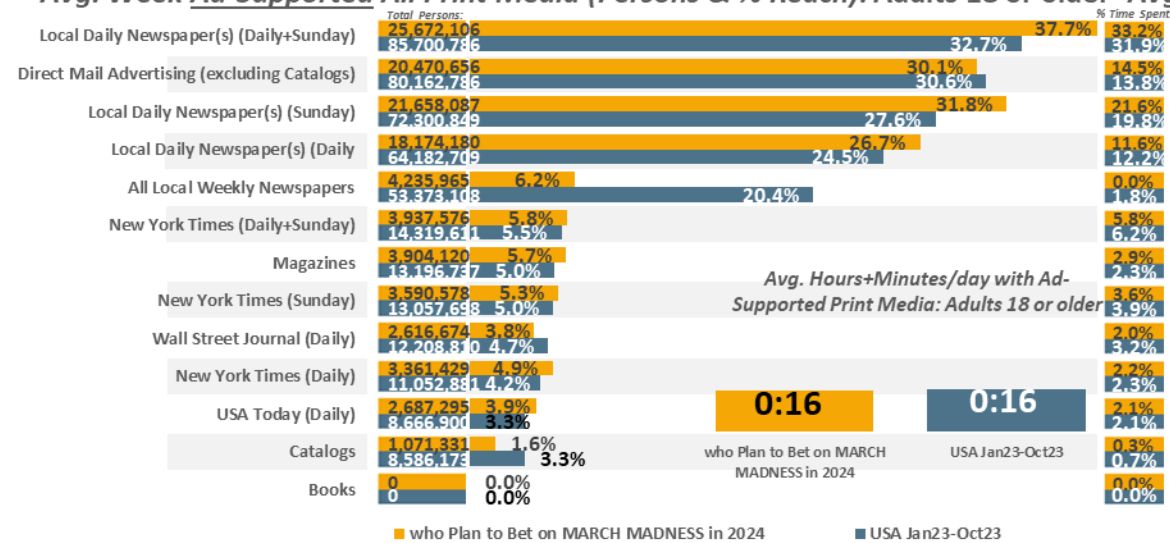
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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

