



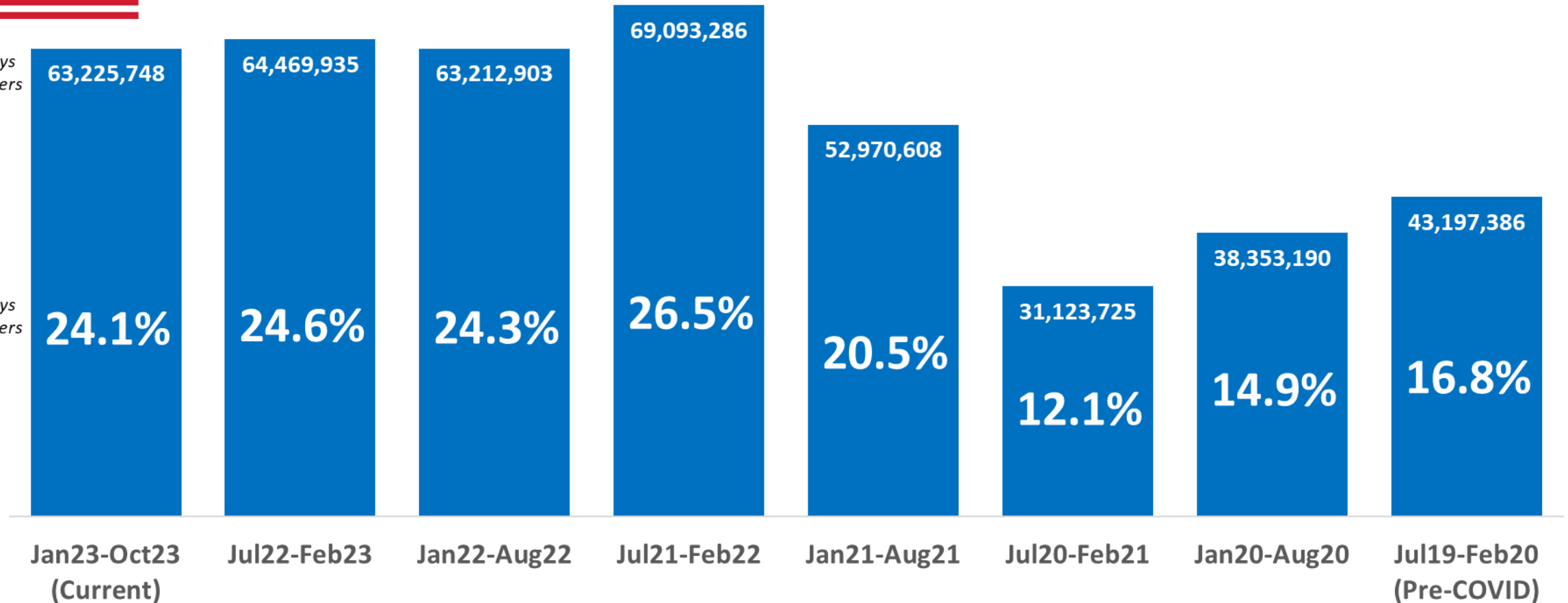
USA P18+ past 30 days Linkedin Users are up 46% from Pre-COVID



USA P18+ Apps or websites used or visited past 30 days: Social media: LinkedIn

USA P18+
past 30 days
Unique Users

USA P18+
past 30 days
Unique Users
% of USA
P18+ Pop.





24.1% or 63,225,748 of USA Jan23-Oct23 Adults 18 or older used LinkedIn in the past 30 days.
Typical Adults 18 or older who used LinkedIn in the past 30 days are 45.3 years old (6.2% younger than average) and have a \$130,301 (23.6% higher than average) annual household income.

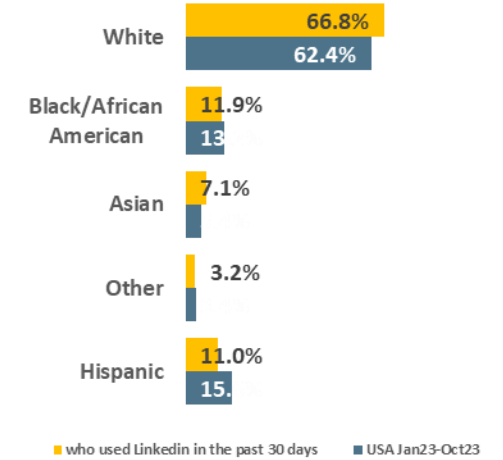
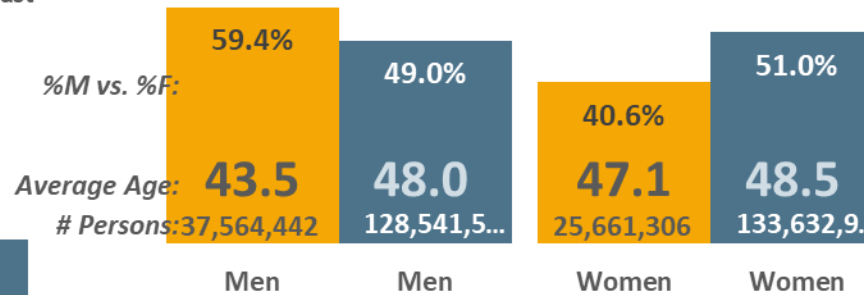
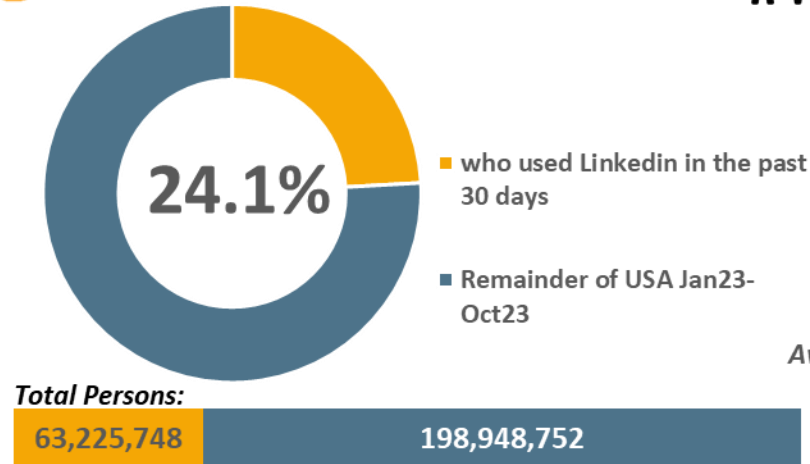


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

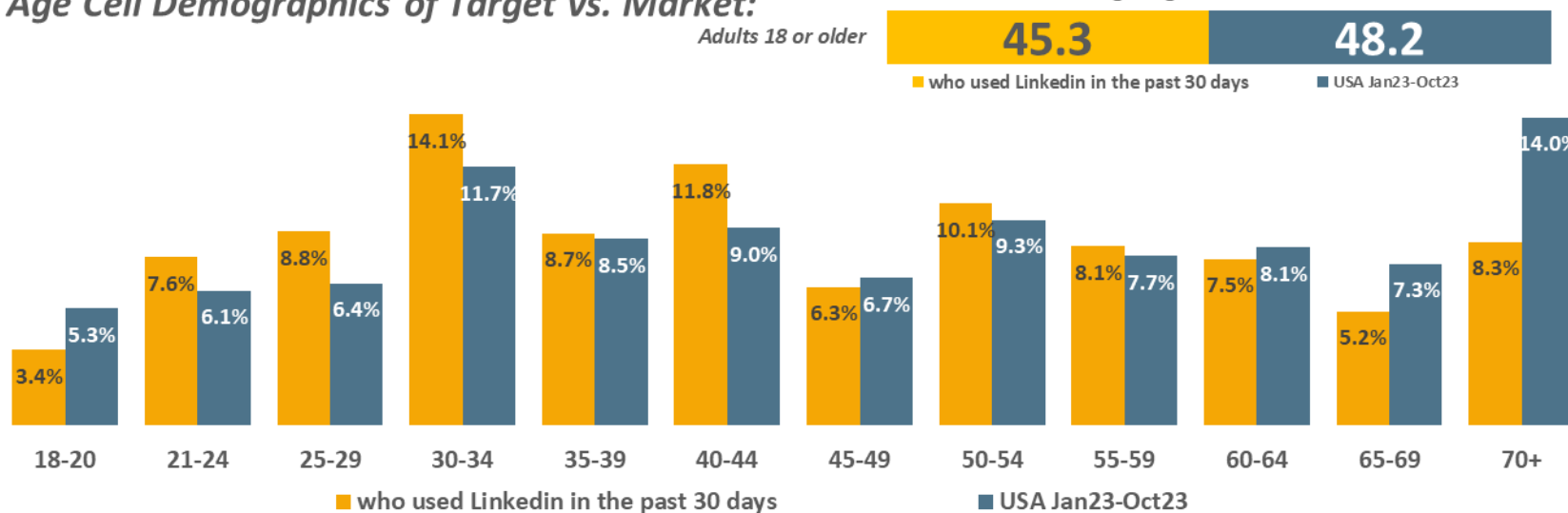
Ethnicity of Target vs. Market:



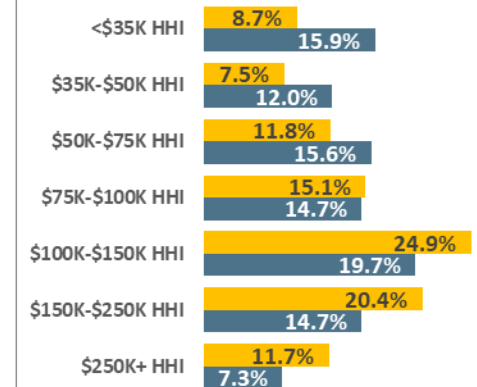
Age Cell Demographics of Target vs. Market:

Adults 18 or older

Average Age:



HHI of Target vs. Market:

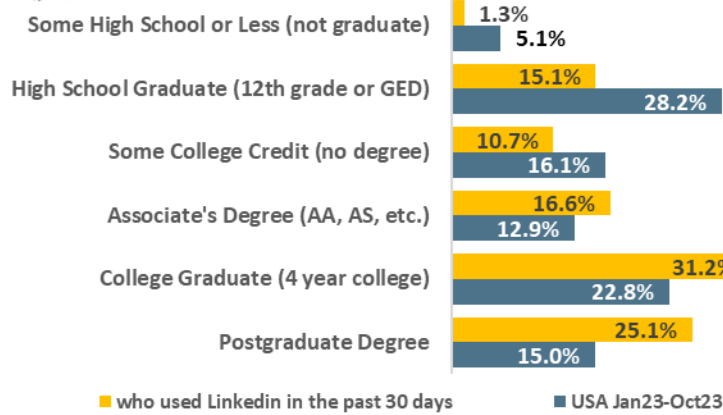




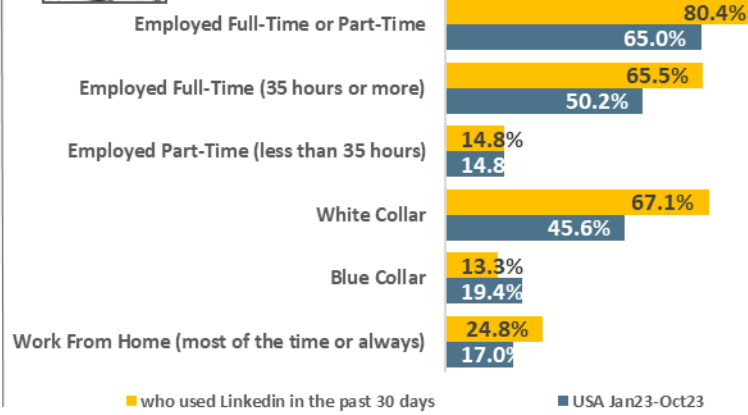
24.1% or 63,225,748 of USA Jan23-Oct23 Adults 18 or older used LinkedIn in the past 30 days. Adults 18 or older who used LinkedIn in the past 30 days are 49.2% more likely to be a college graduate, 30.5% more likely to work full-time, 6.% more likely to be married, .9% less likely to be a parent of 1 or more children under 18.



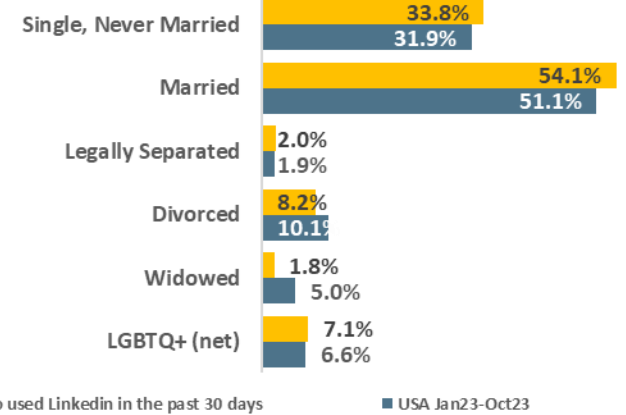
Education Levels: Adults 18 or older



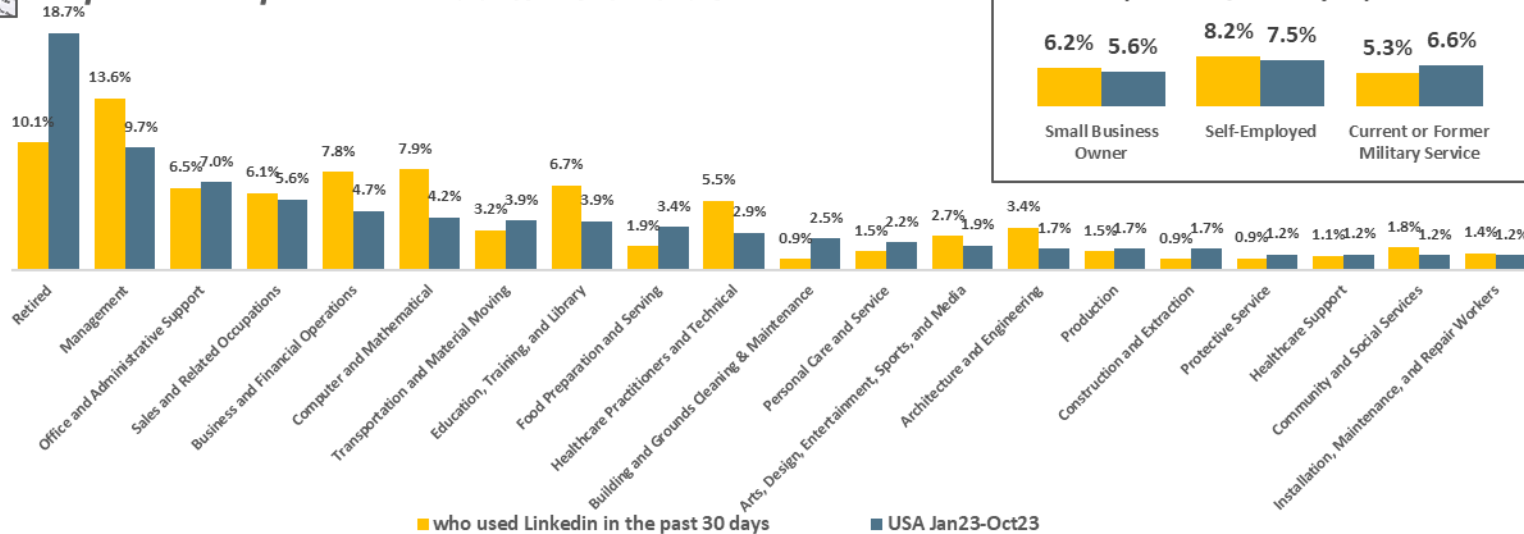
Employment: Adults 18 or older



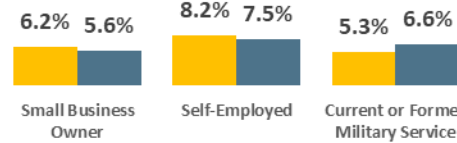
Marital Status: Adults 18 or older



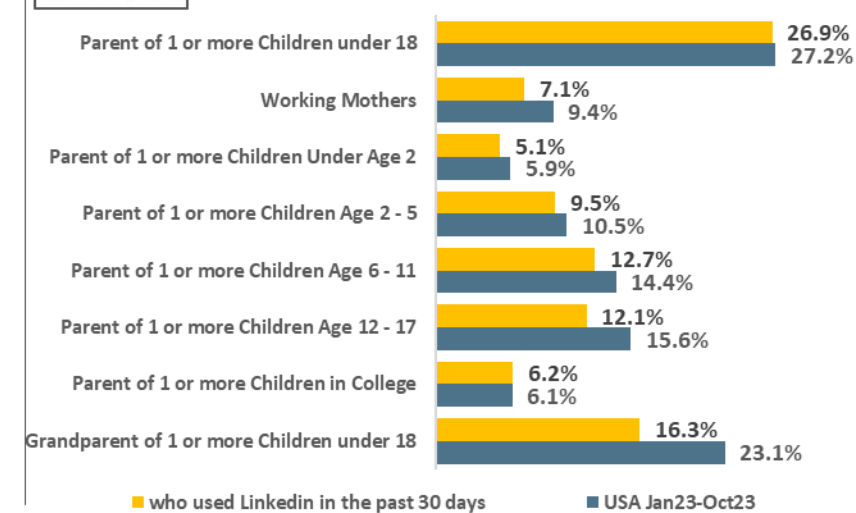
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience



Stage in Life: Adults 18 or older

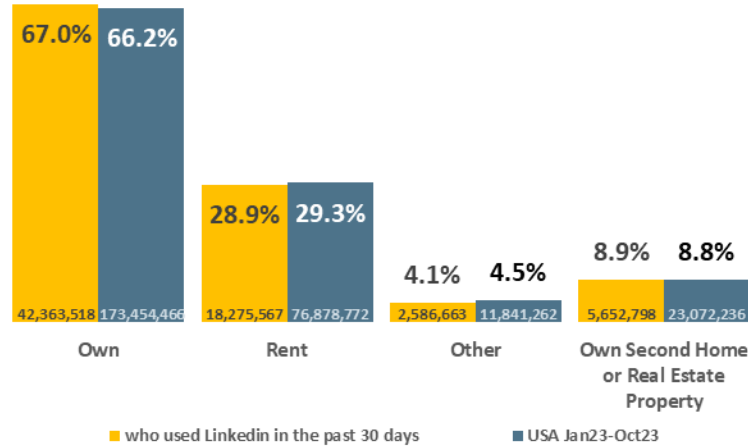




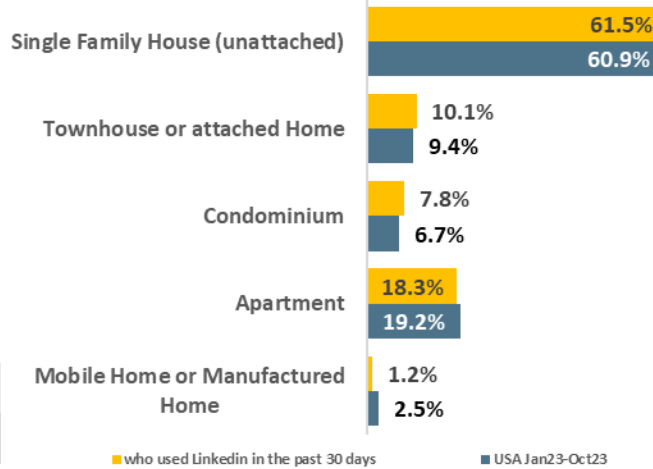
24.1% or 63,225,748 of USA Jan23-Oct23 Adults 18 or older used LinkedIn in the past 30 days. Adults 18 or older who used LinkedIn in the past 30 days are 1.3% more likely to own their home, 9.9% more likely to own a higher valued home, 1% more likely to have a single-family home, 3.5% more likely to have a dog.



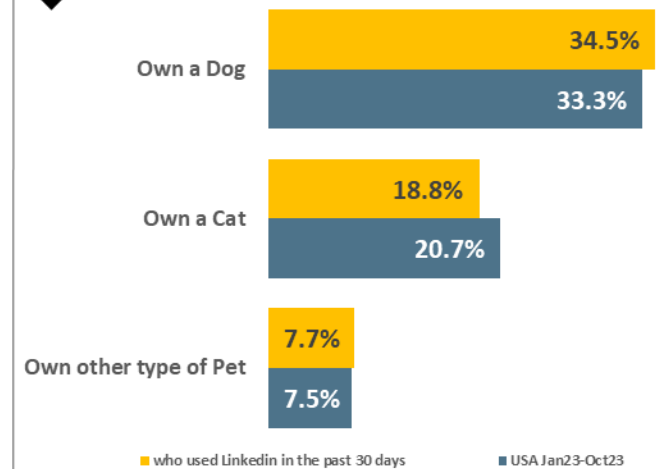
Own/Rent/Other: Adults 18 or older



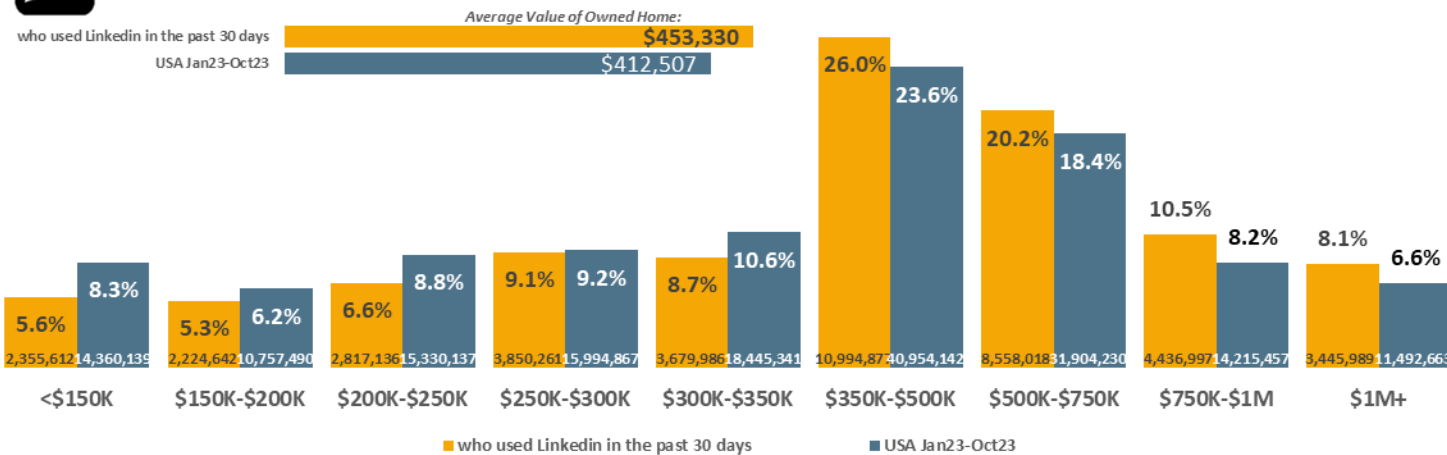
Type of Home: Adults 18 or older



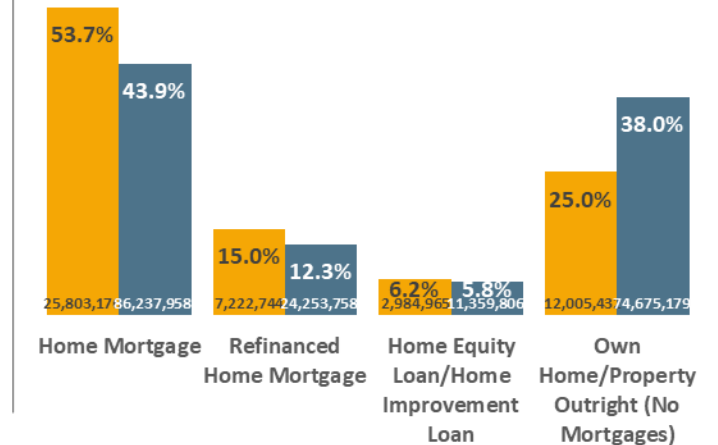
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

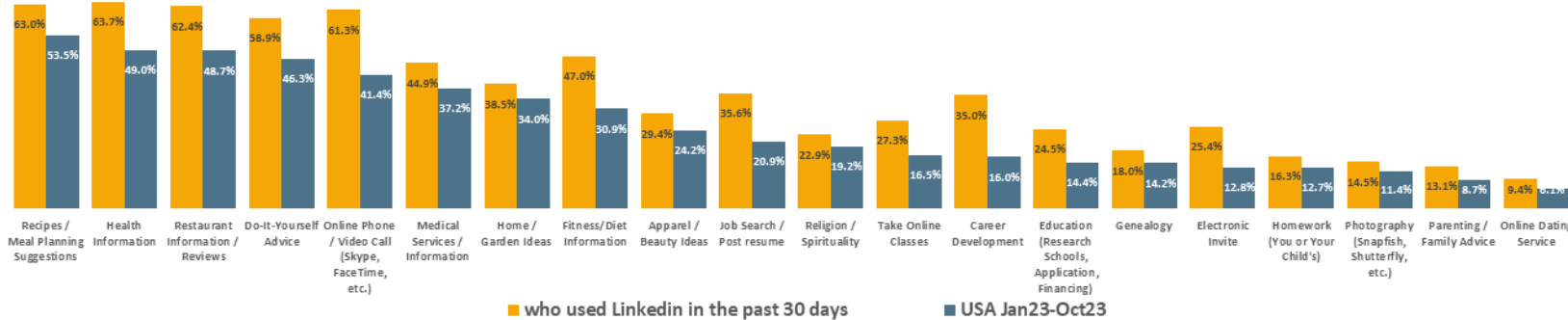




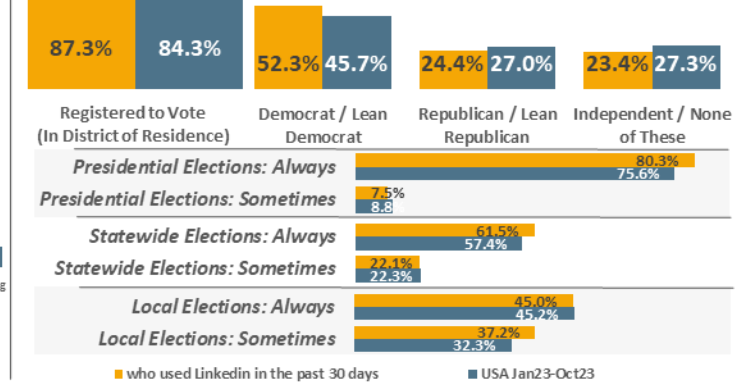
24.1% or 63,225,748 of USA Jan23-Oct23 Adults 18 or older used LinkedIn in the past 30 days. Adults 18 or older who used LinkedIn in the past 30 days are 27.3% more likely to look up D-I-Y advice online, .4% less likely to always vote in local elections, 21.7% more likely to belong to a gym, 19.6% more likely to fly domestic past yr.



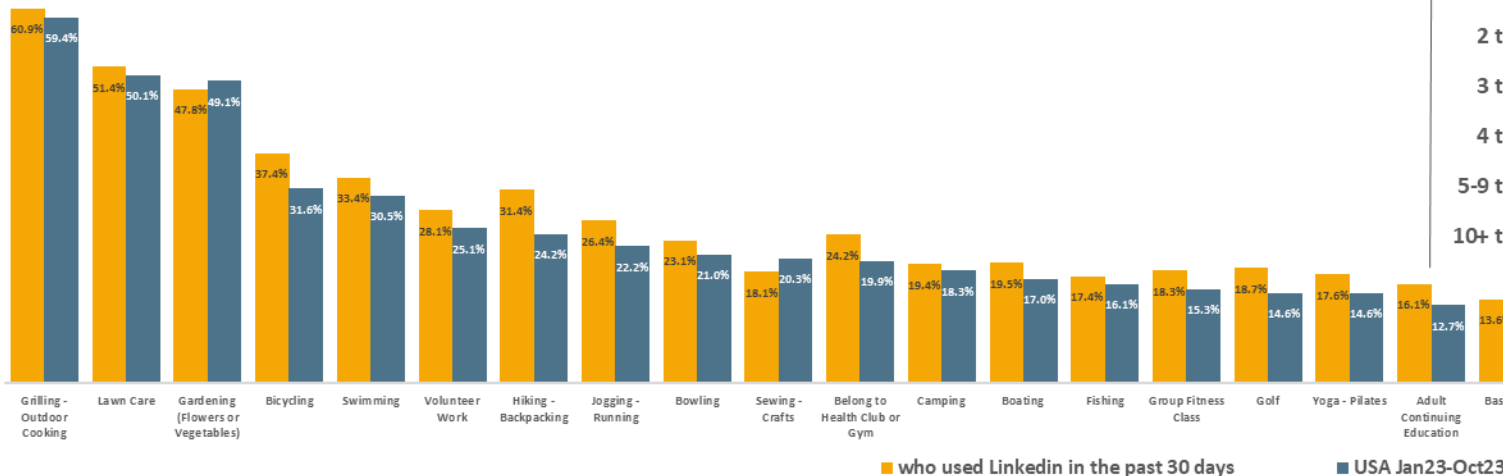
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



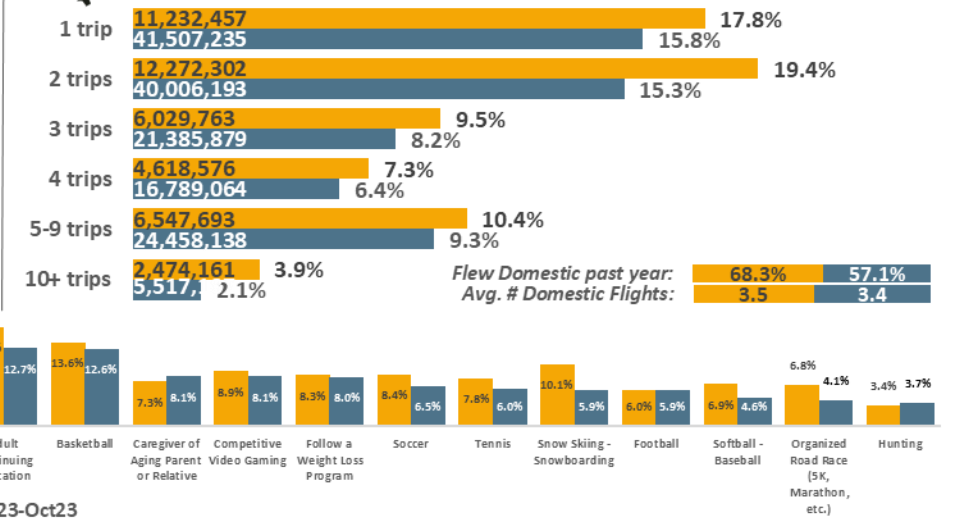
Political Activity: Adults 18 or older



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



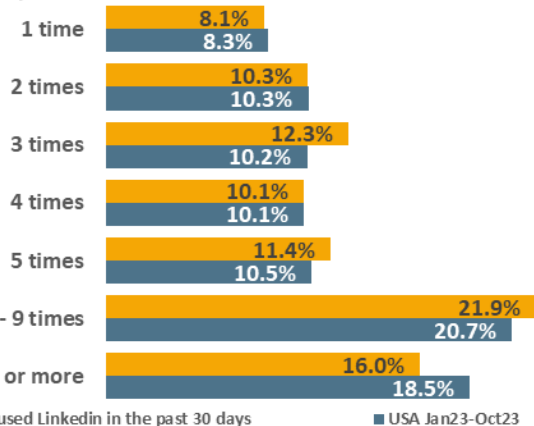
Past 12-months Domestic Airline Trips: Adults 18 or older





24.1% or 63,225,748 of USA Jan23-Oct23 Adults 18 or older used LinkedIn in the past 30 days. Adults 18 or older who used LinkedIn in the past 30 days are 1.8% more likely to use QSRs past mo., 6.7% more likely to use Sit-Down Restaurants past mo., 13.8% less likely to use Casinos past yr., 32.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

90.2%

Avg. Monthly QSR Meals:

88.6%

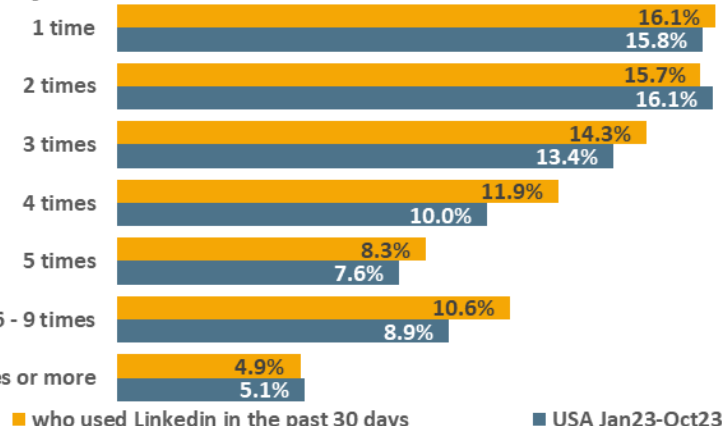
56,998,519

232,201,120

6.3

6.6

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



Total Monthly Sit-Down Restaurant Users:

81.9%

Avg. Monthly Sit-Down Restaurant Meals:

76.8%

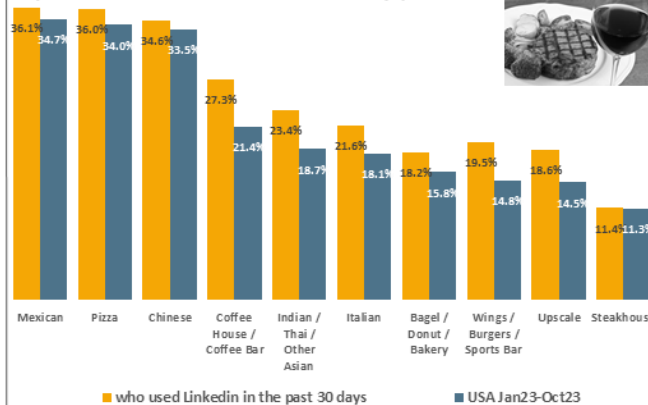
51,779,380

201,275,400

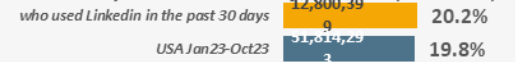
4.1

4.0

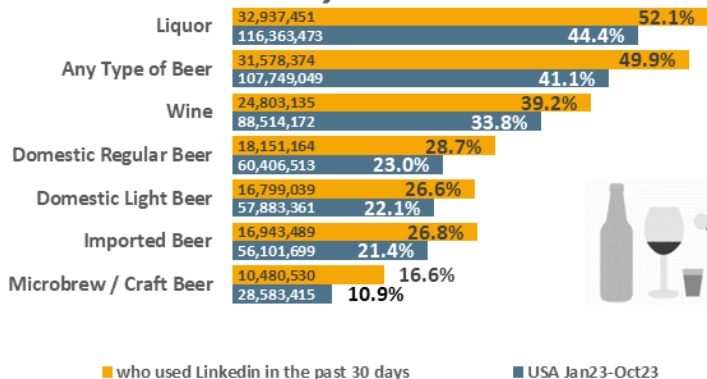
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



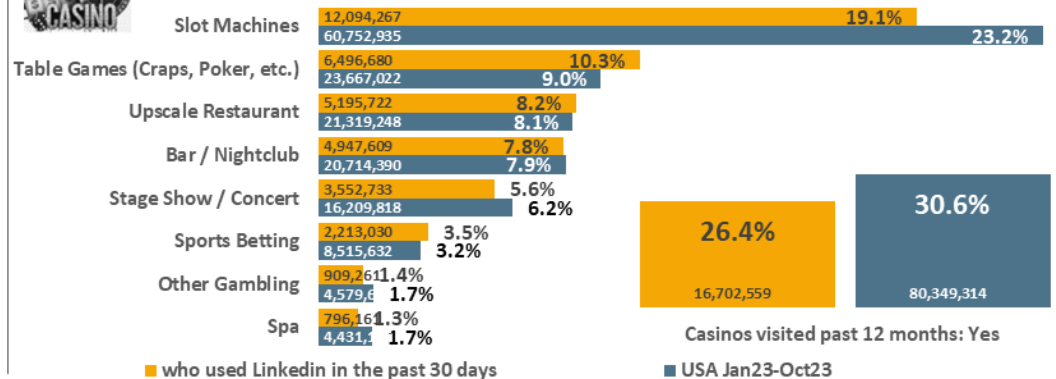
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)



Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older

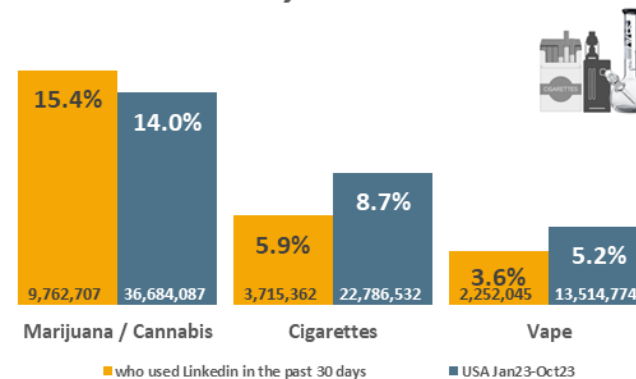


26.4%

Casinos visited past 12 months: Yes

30.6%

Used Past 30-days: Adults 18 or older

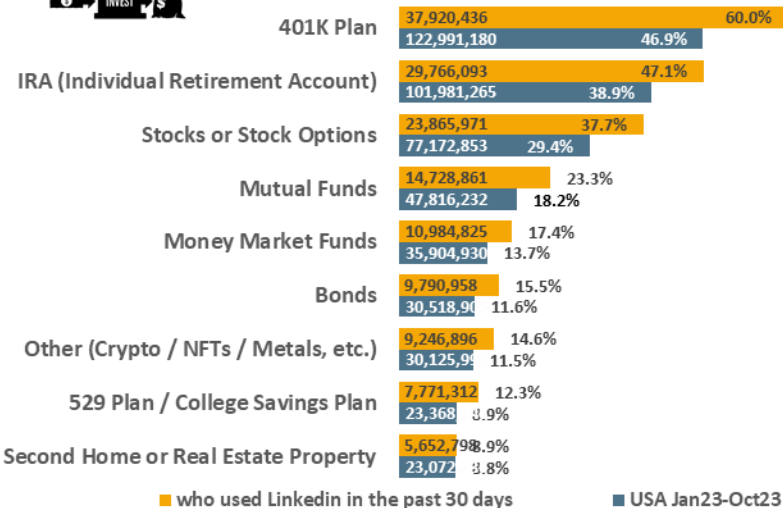




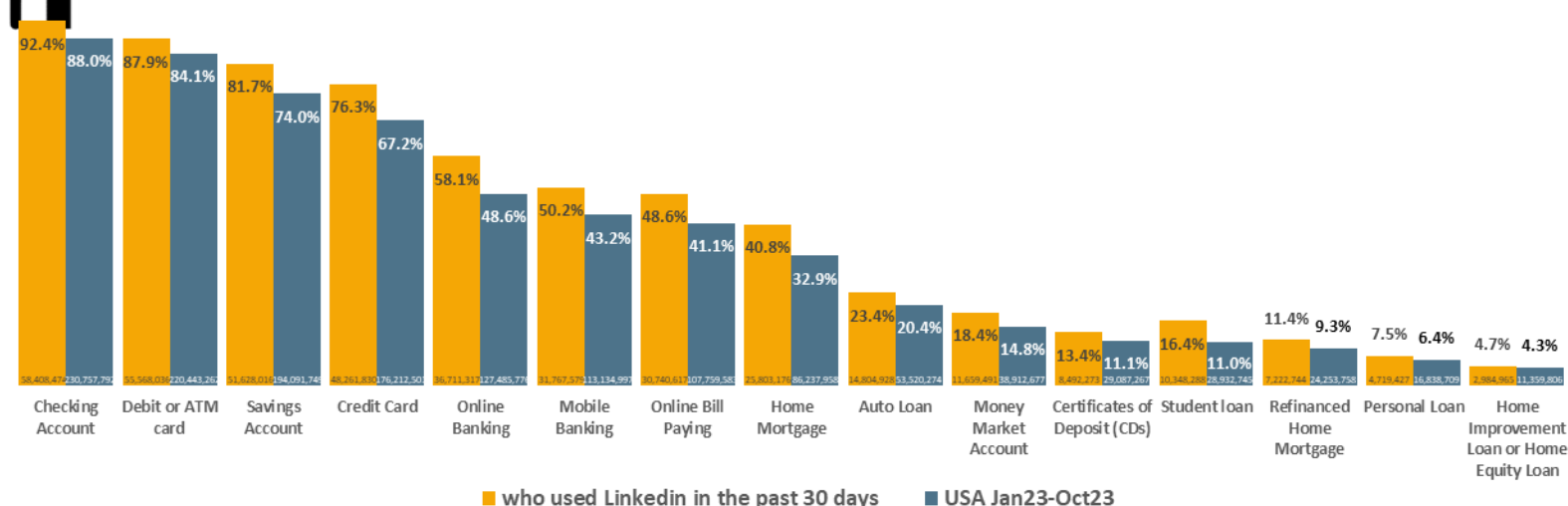
24.1% or 63,225,748 of USA Jan23-Oct23 Adults 18 or older used LinkedIn in the past 30 days. Adults 18 or older who used LinkedIn in the past 30 days are 27.8% more likely to have a 401K, 14.7% more likely to have an Auto Loan, 33.8% more likely to Invest/Trade Stocks Online, 6.1% less likely to pay with their Debit Card.



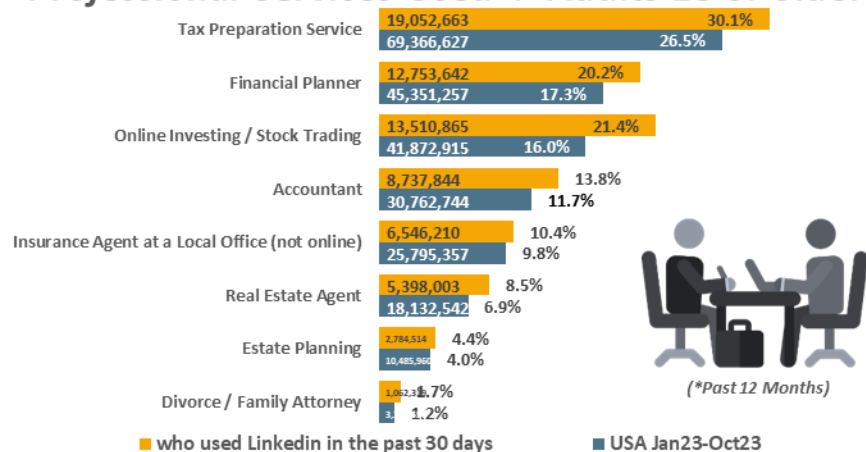
Investments Owned: Adults 18 or older



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



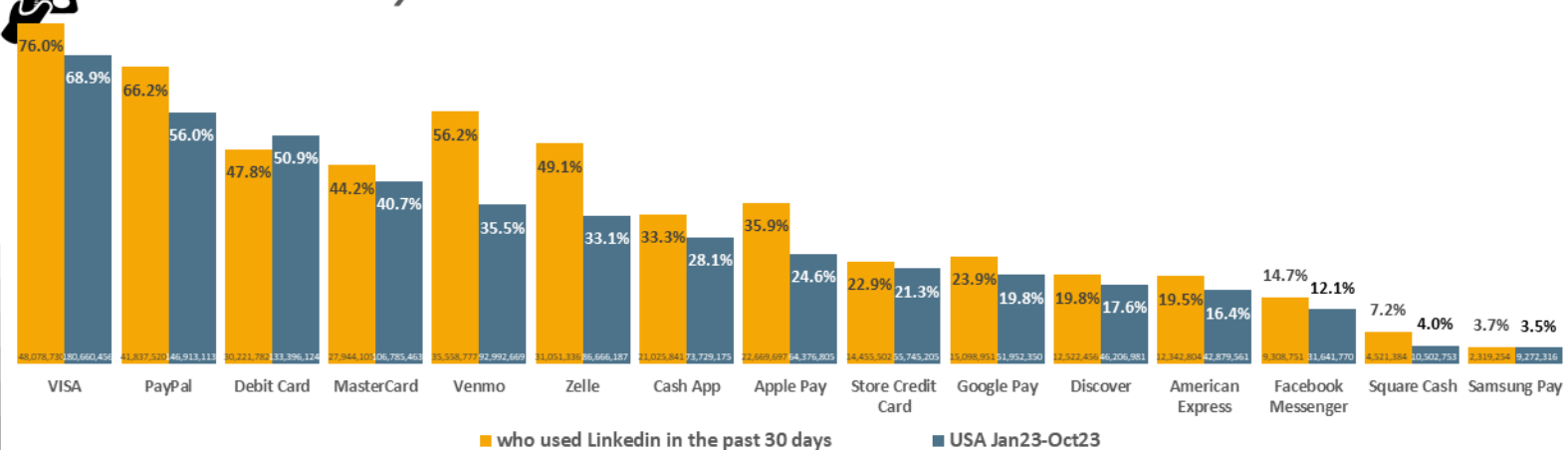
Professional Services Used*: Adults 18 or older



(*Past 12 Months)

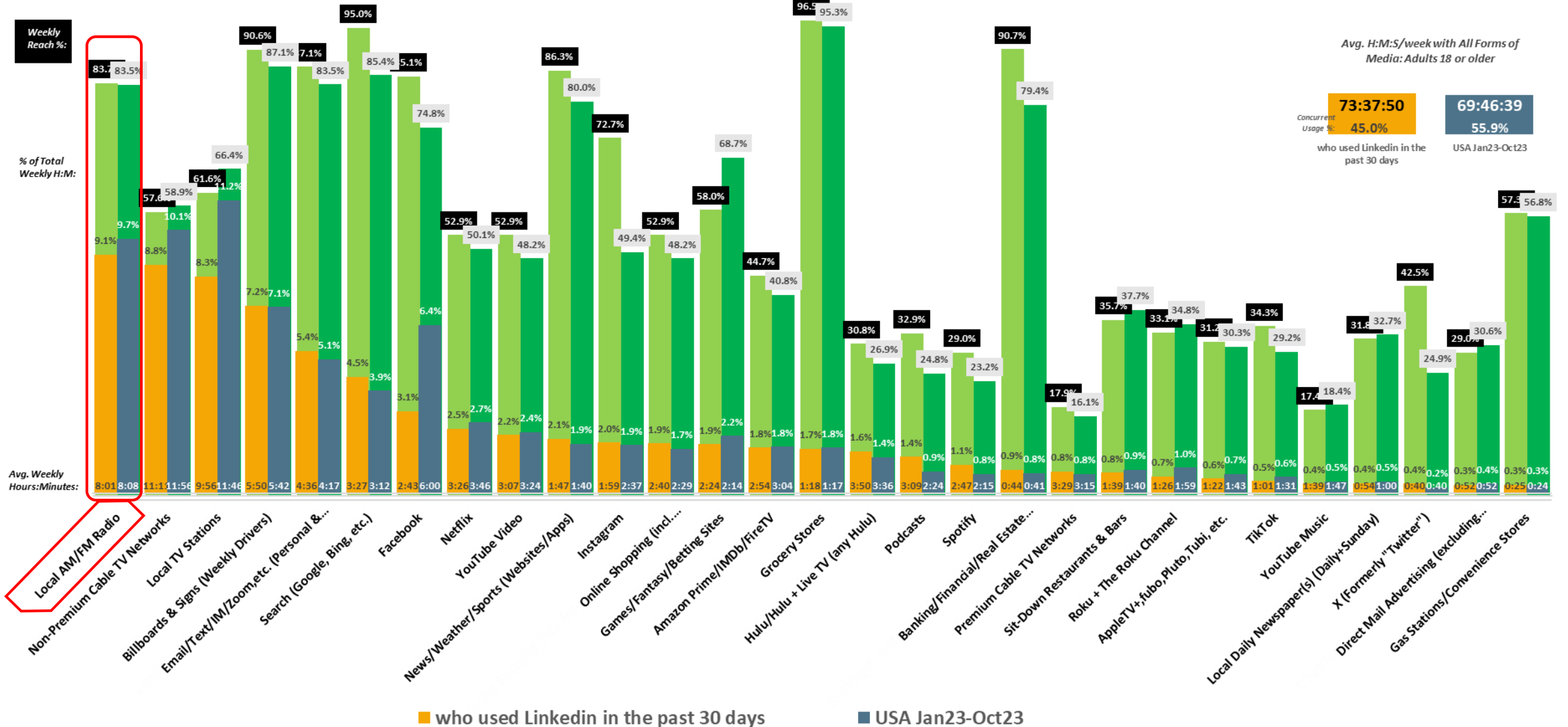


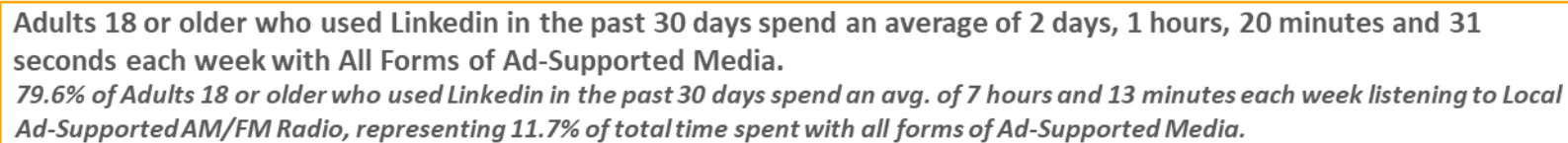
Past 3-Months Payment Methods Used: Adults 18 or older





Adults 18 or older who used LinkedIn in the past 30 days spend an average of 3 days, 1 hours, 37 minutes and 50 seconds each week with All Forms of Media.
83.7% of Adults 18 or older who used LinkedIn in the past 30 days spend an avg. of 8 hours and 1 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.

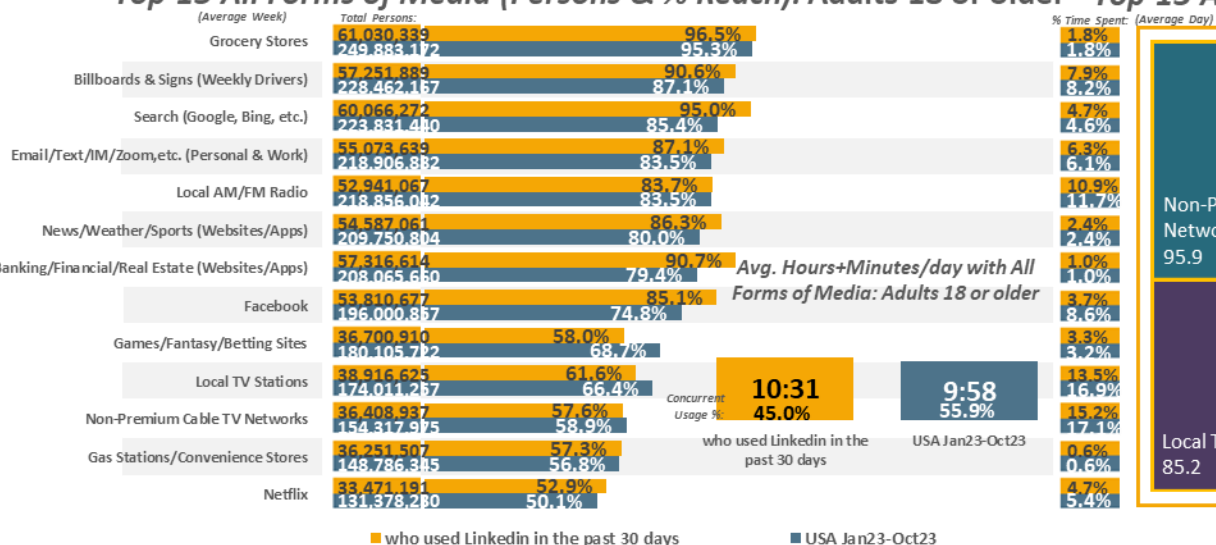




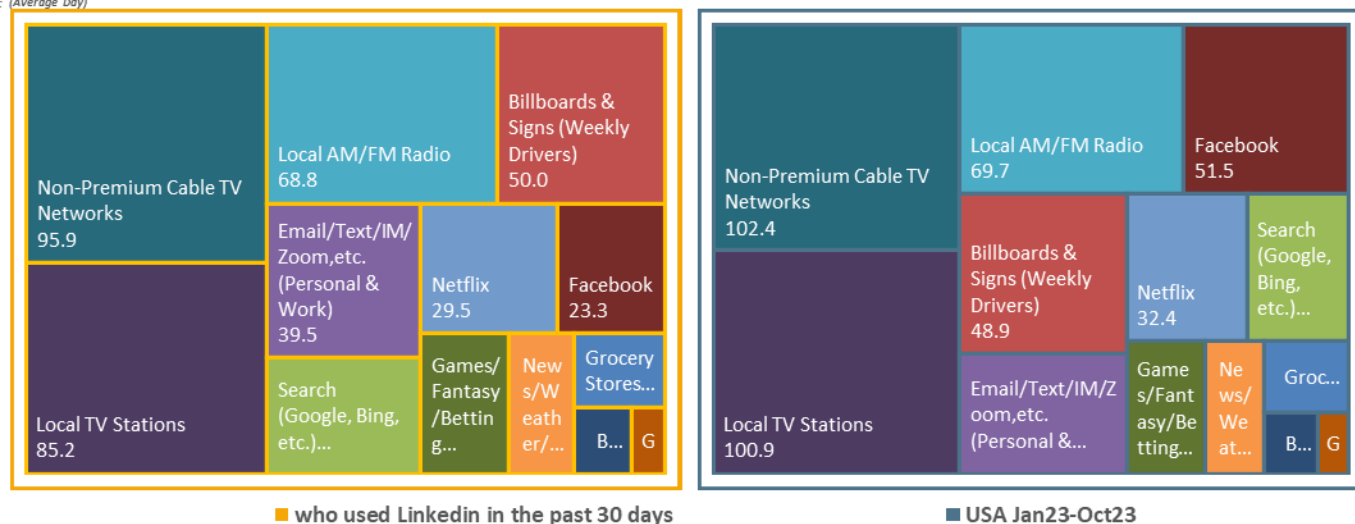


Adults 18 or older who used LinkedIn in the past 30 days spend an average of 7 hours and 2 minutes each day with All Forms of Ad-Supported Media. 79.6% listen to Local AM/FM Radio for an avg. of 62. minutes/day.
(Local Radio delivers 11.7% of Time with Ad-Supported Media.)

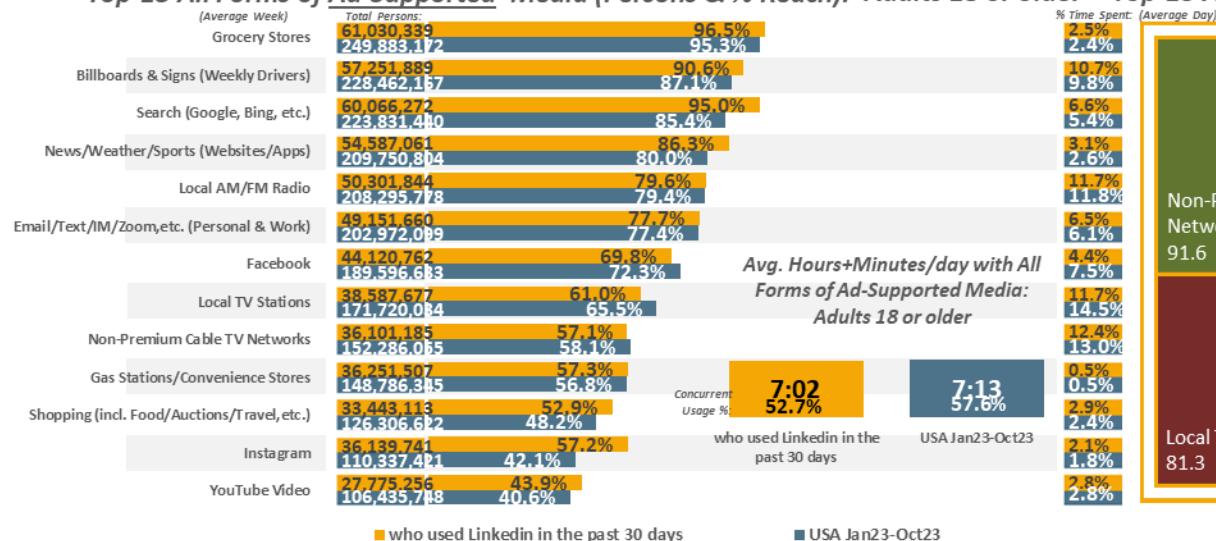
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



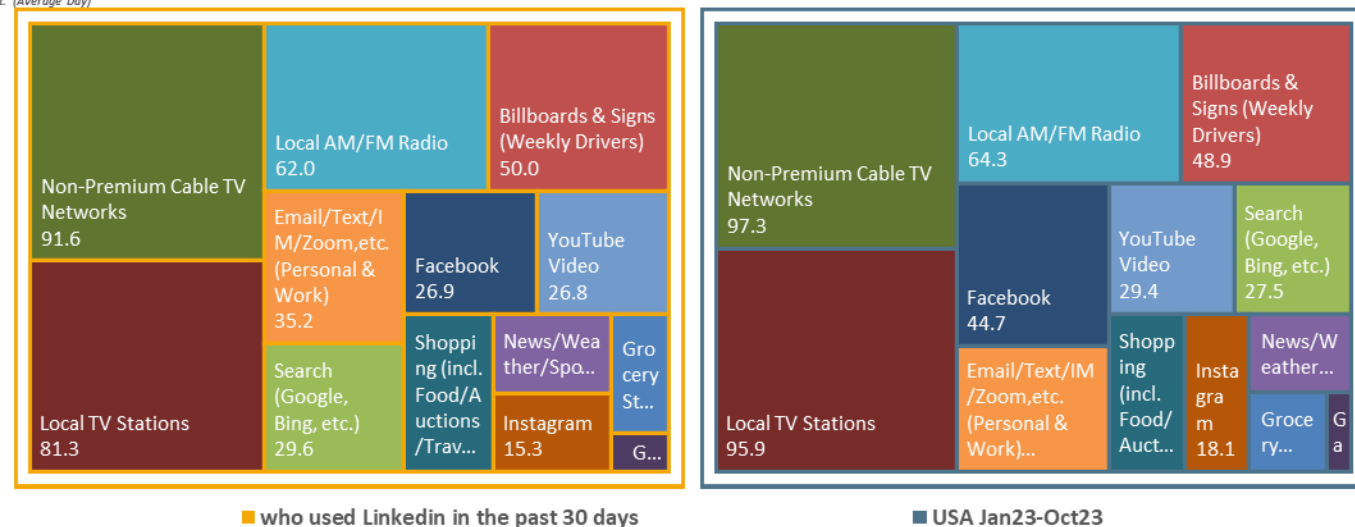
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



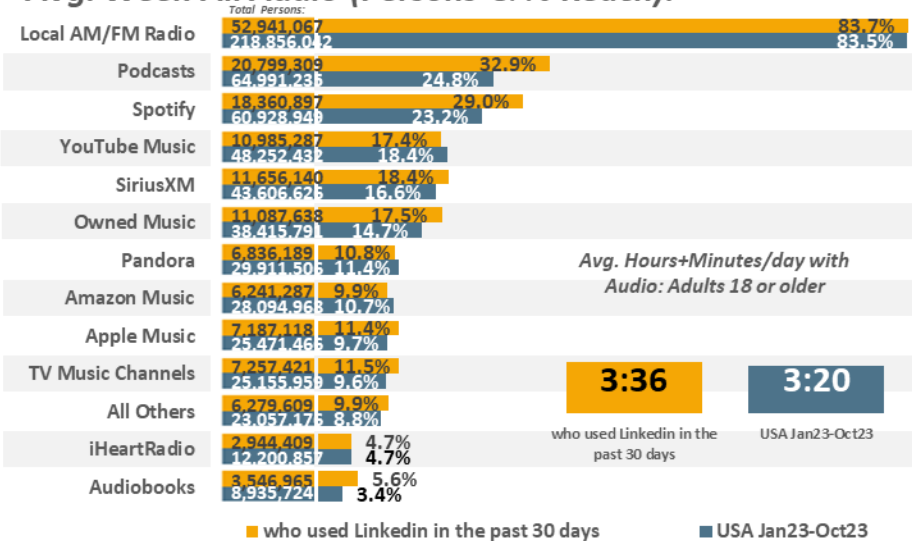
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



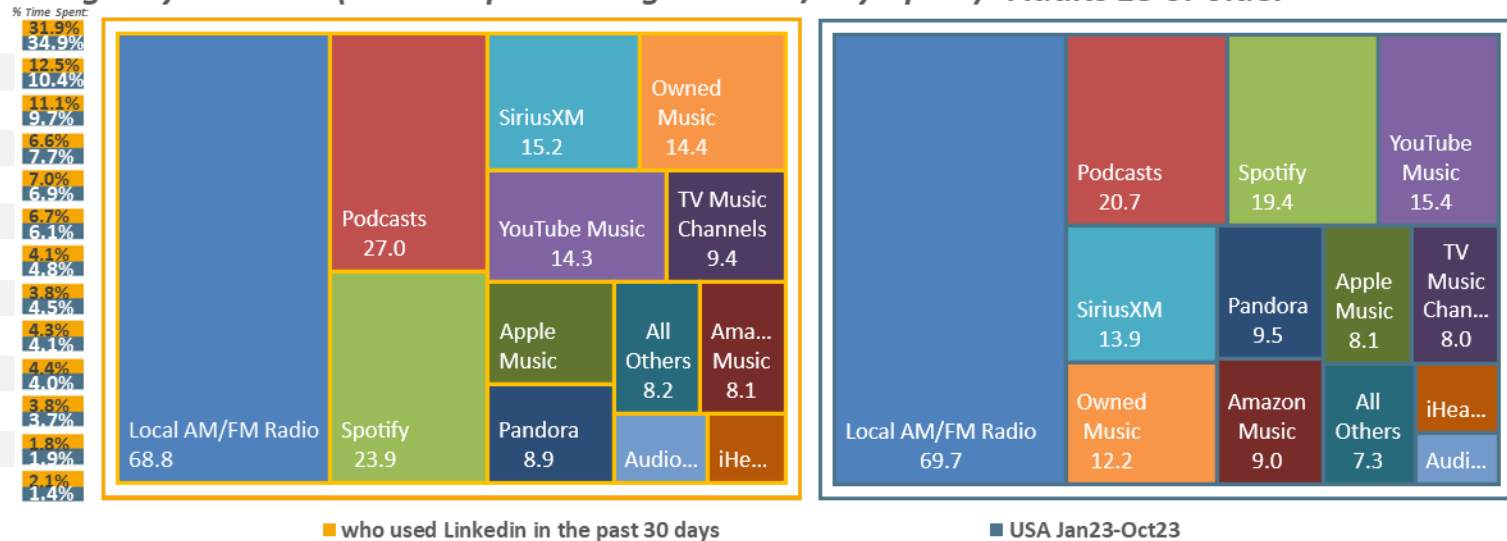


50,301,844 or 79.6% of Adults 18 or older who used LinkedIn in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62. minutes every day representing 41.2% of all time spent daily with Ad-Supported Audio.

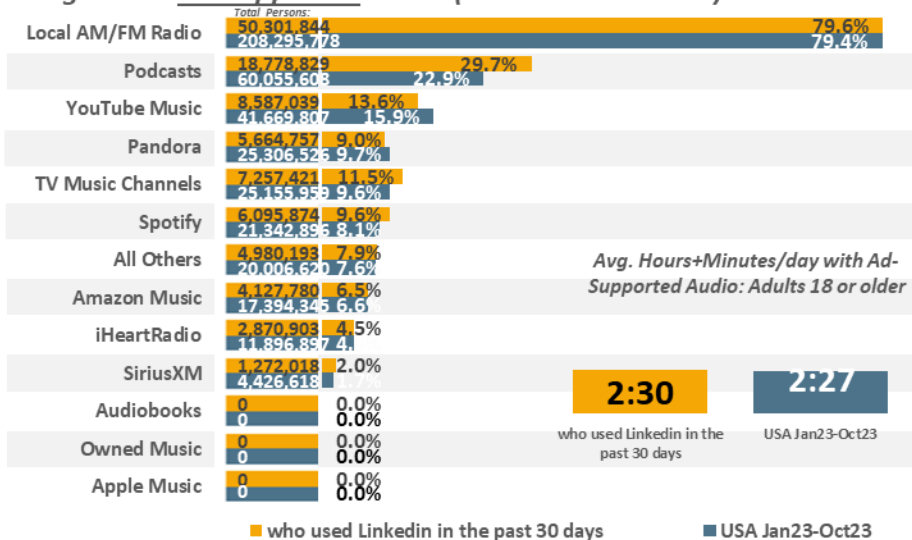
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



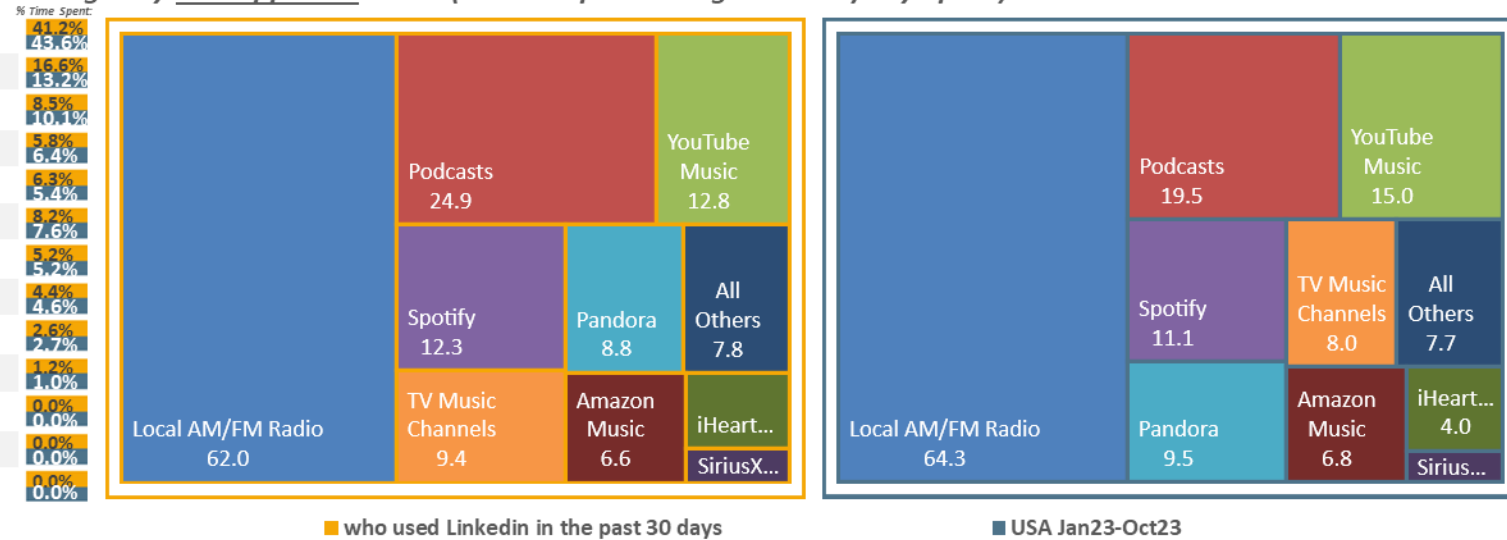
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

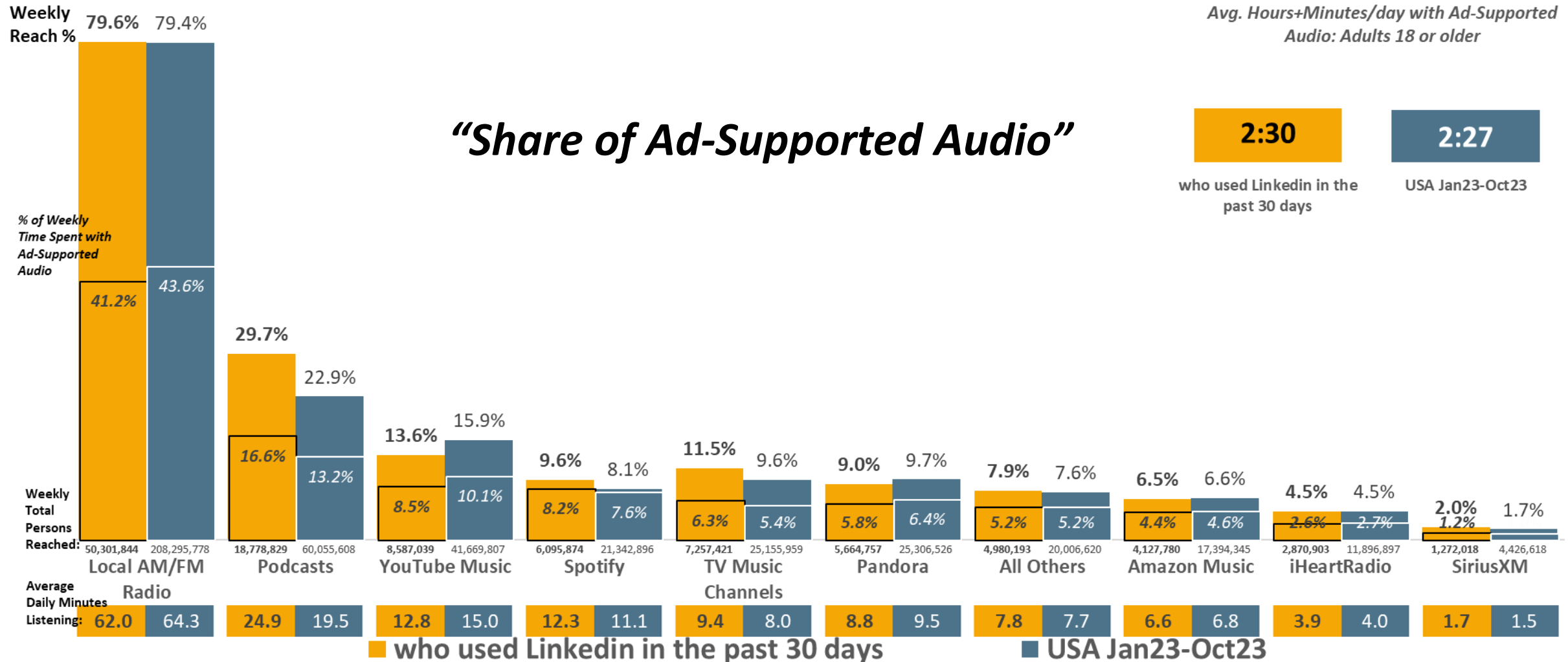


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





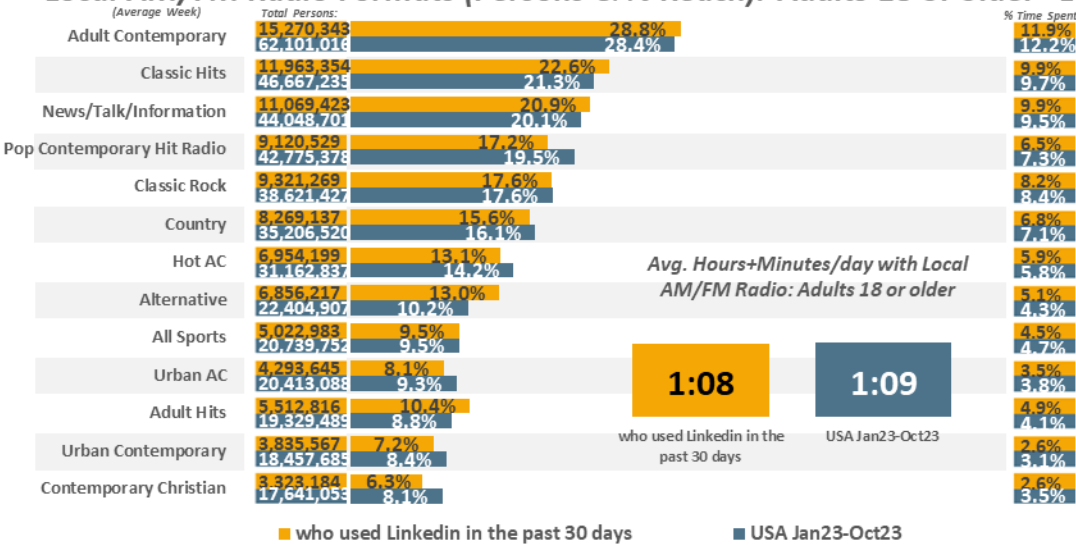
50,301,844 or 79.6% of Adults 18 or older who used LinkedIn in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62. minutes every day representing 41.2% of all time spent daily with Ad-Supported Audio.



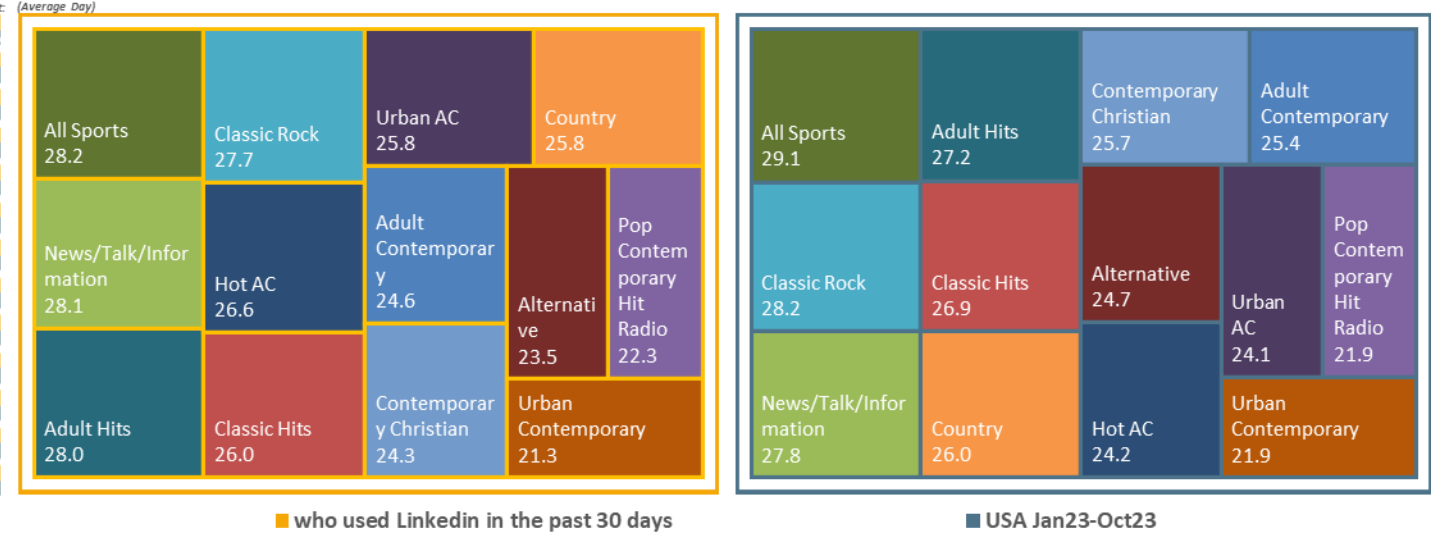


50,301,844 or 79.6% of Adults 18 or older who used LinkedIn in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Pop Contemporary Hit Radio, and Country.

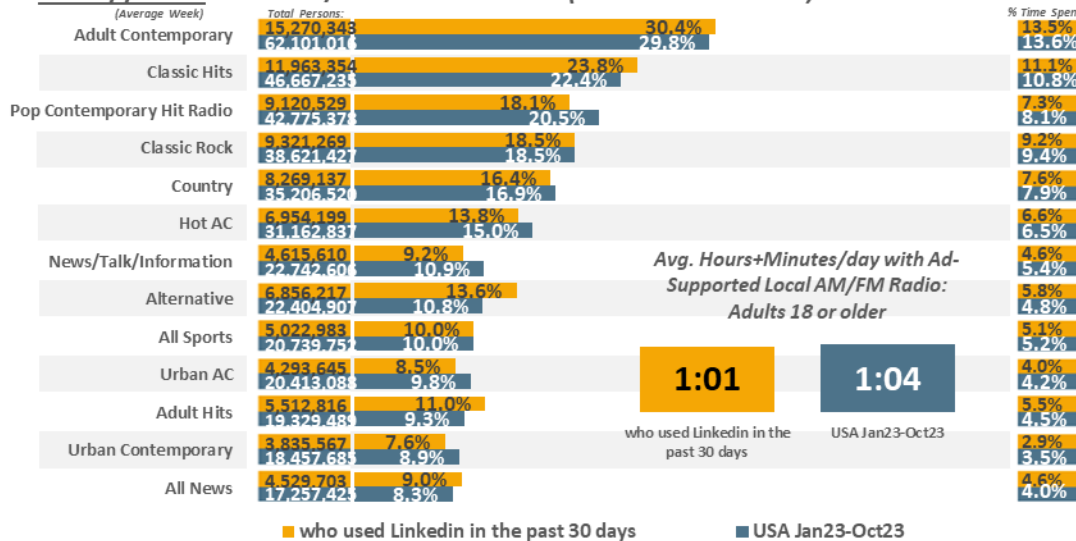
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



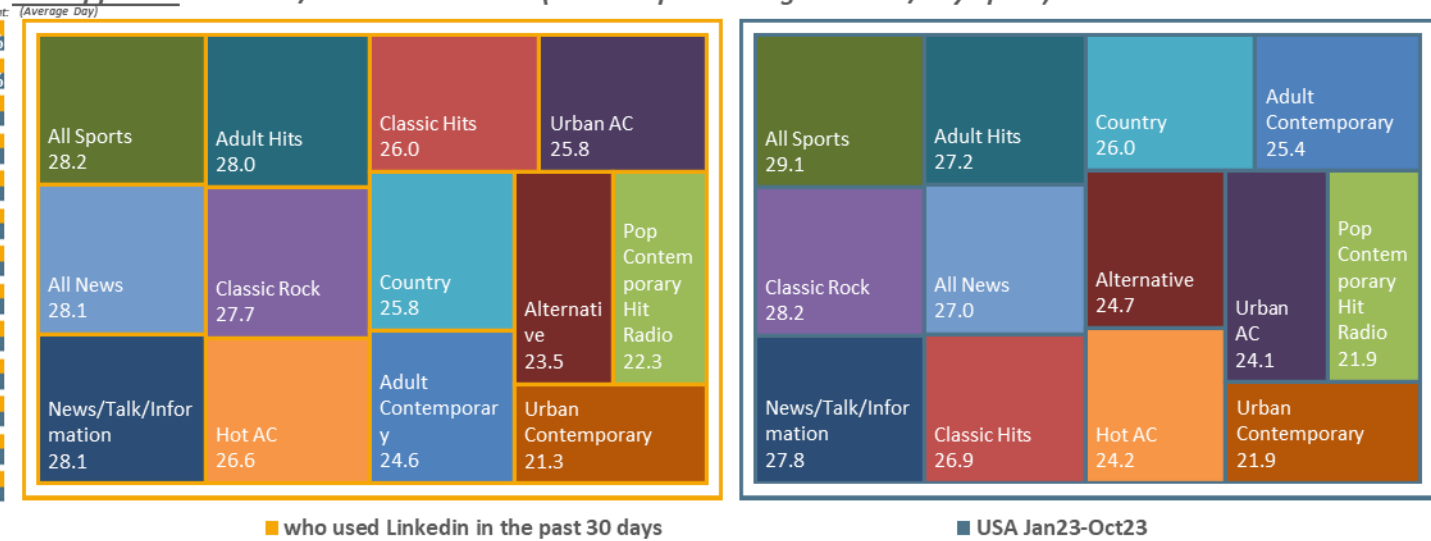
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

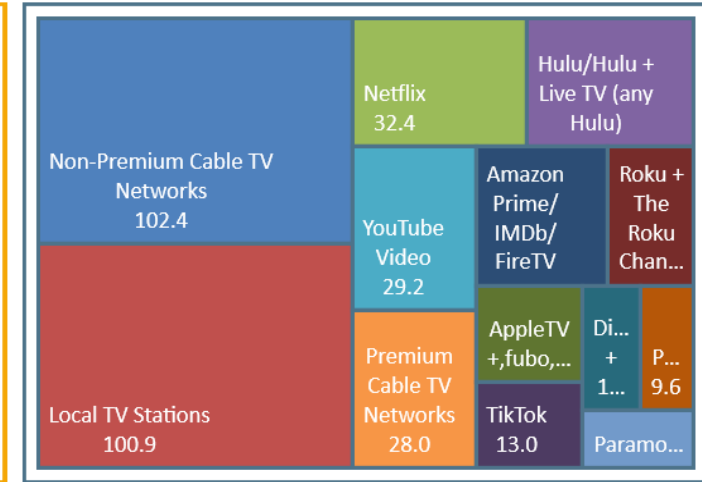
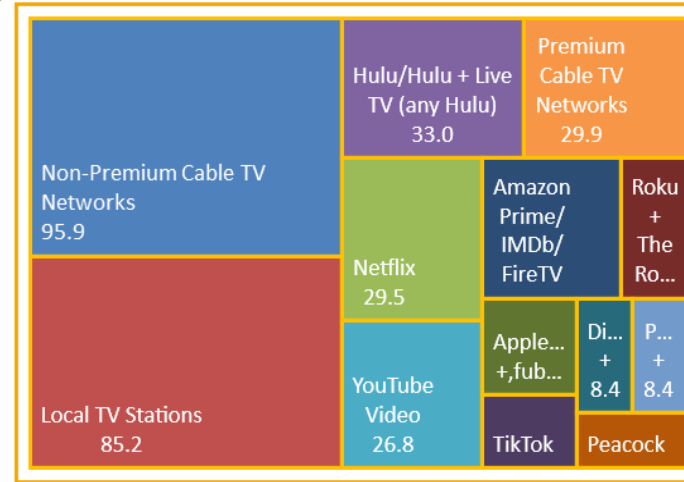
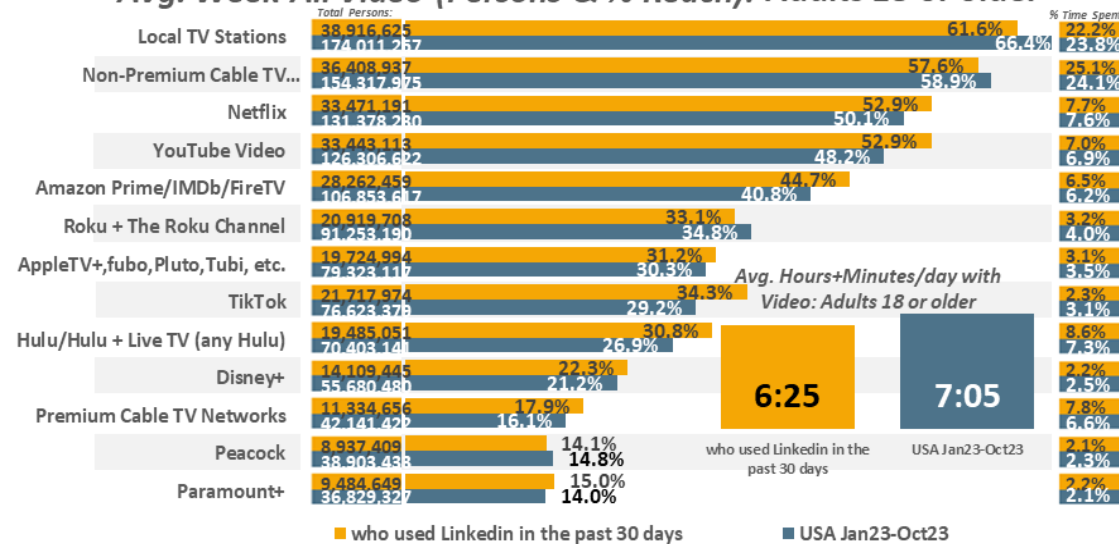




38,587,677 or 61.% of Adults 18 or older who used LinkedIn in the past 30 days watch Ad-Supported Local TV Stations for an average of 81.3 minutes every day representing 28.6% of all time spent daily with Ad-Supported Video.

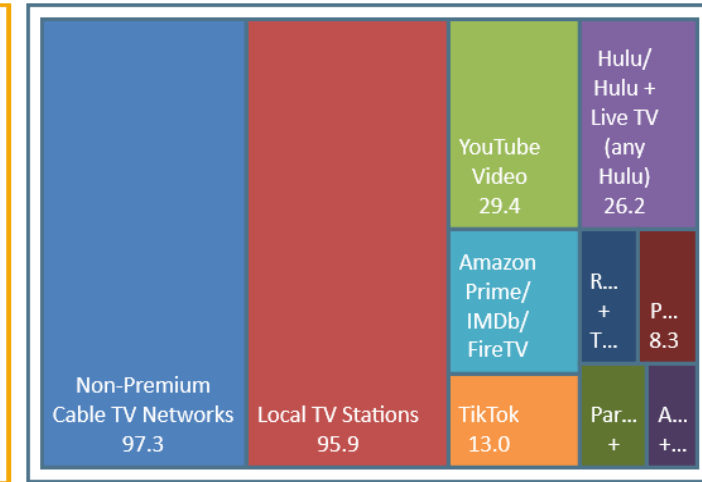
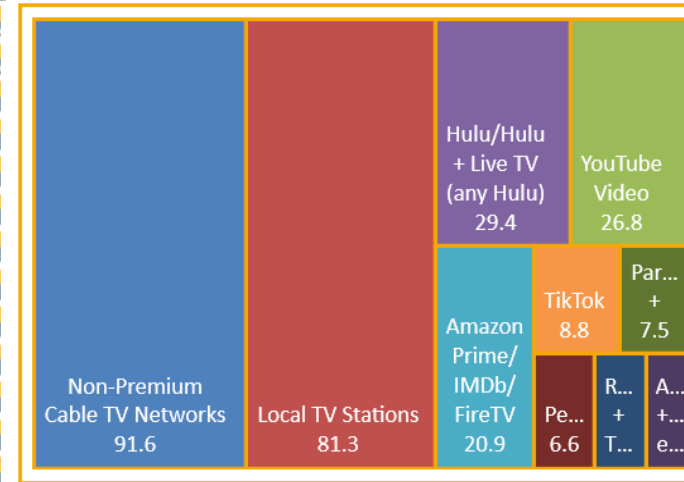
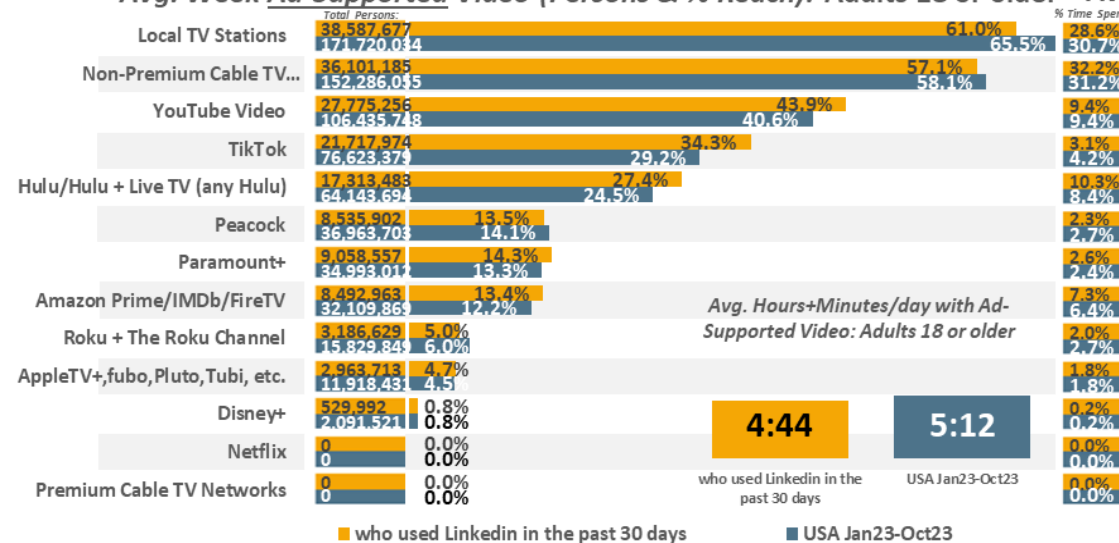
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

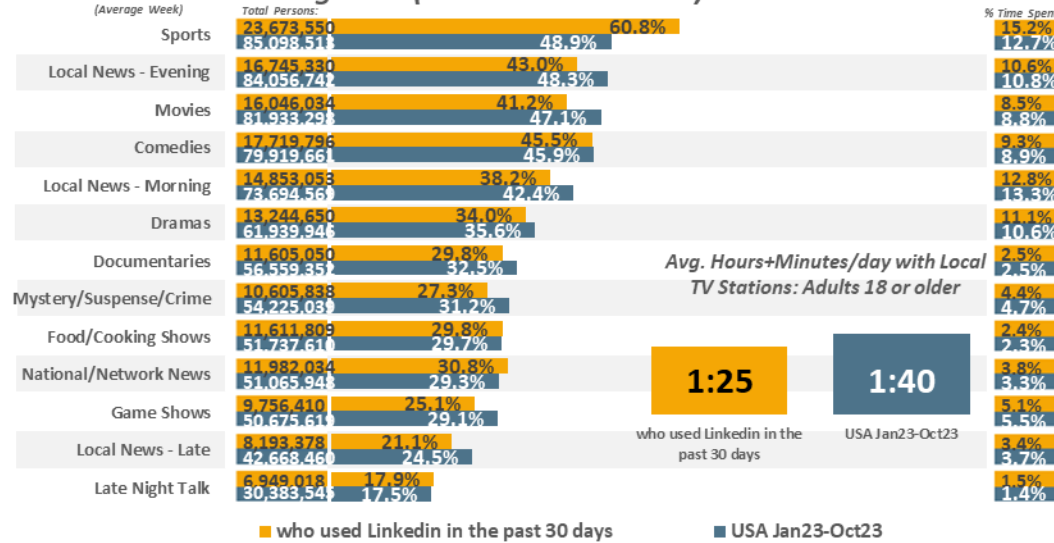
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



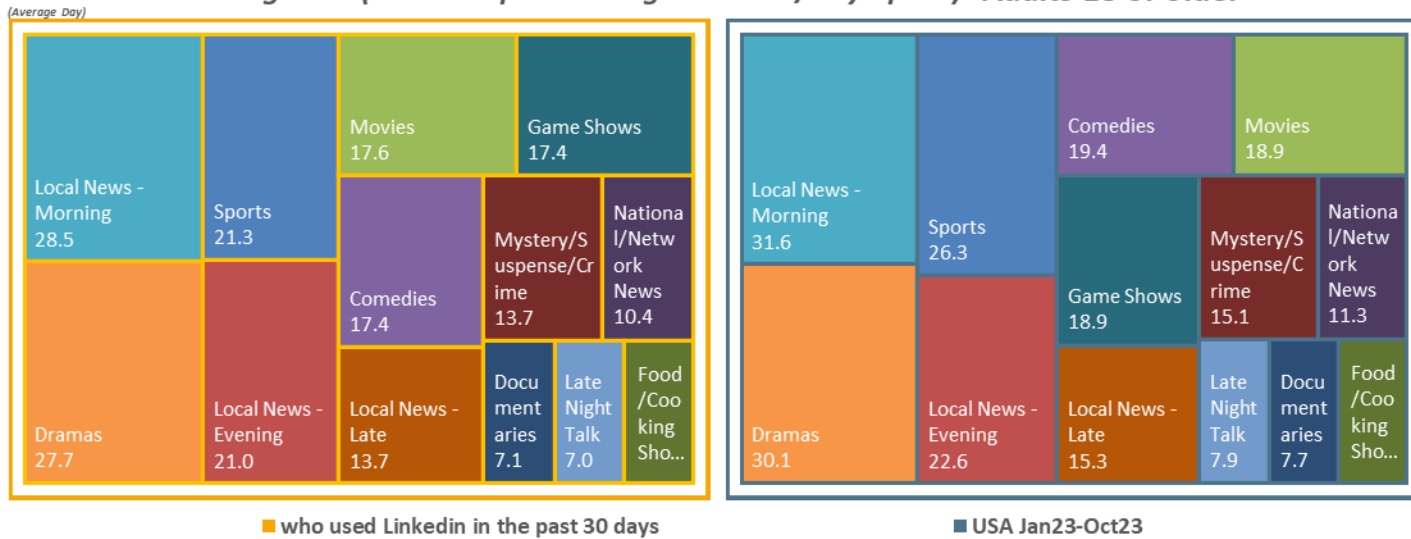


38,587,677 or 61.% of Adults 18 or older who used LinkedIn in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Movies, Local News - Morning, and Dramas.

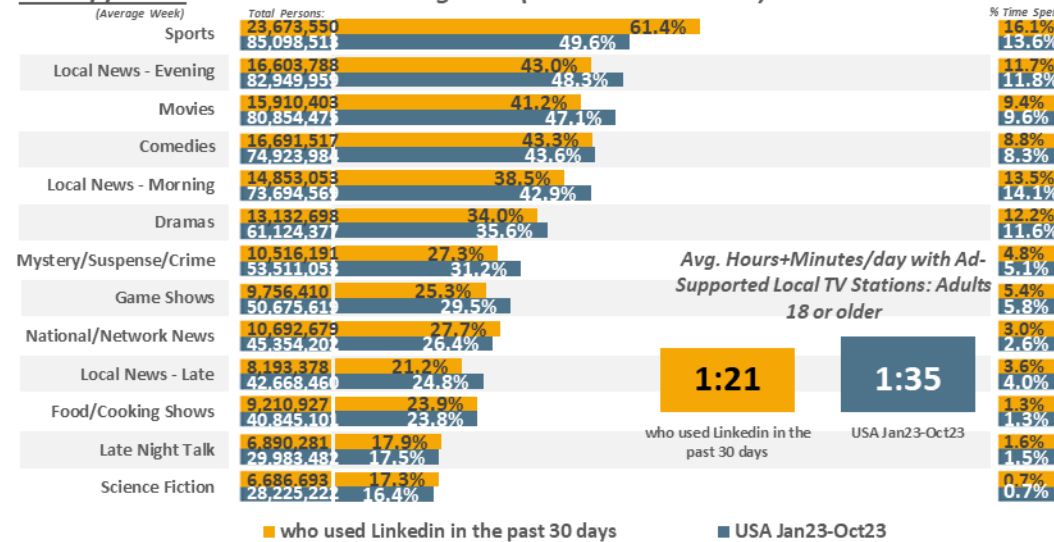
Local TV Station Programs (Persons & % Reach): Adults 18 or older



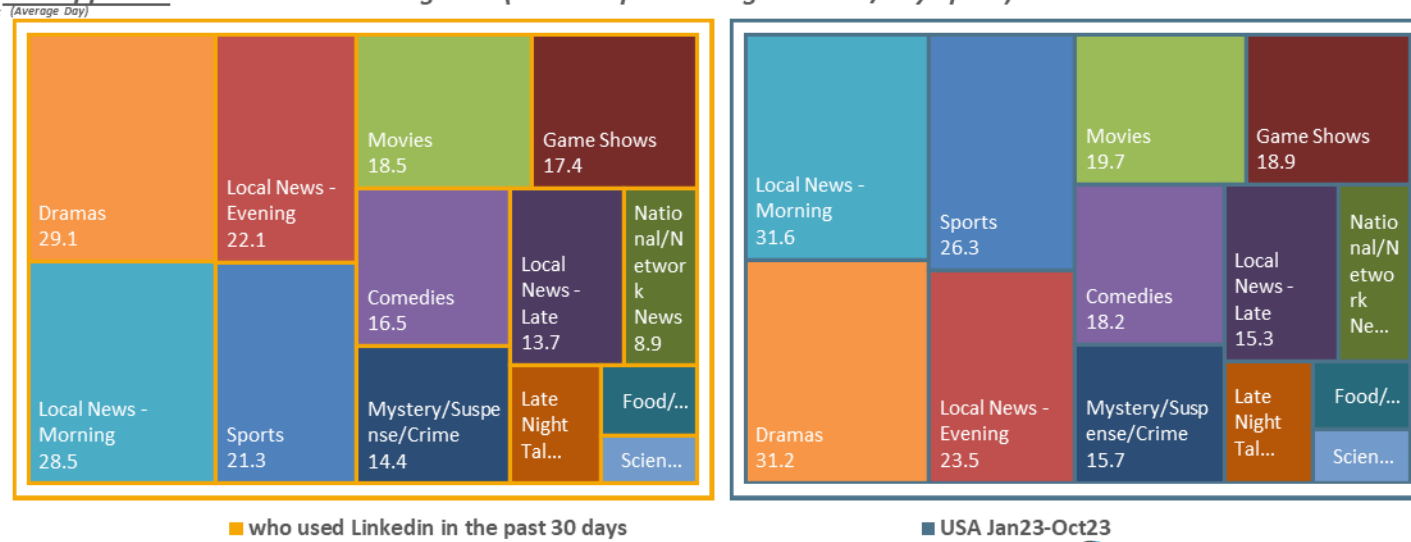
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,540

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USA Jan23-Oct23

USA Projection

Scarborough R2 2023: Jan23-Oct23

Qual Intab

9,908

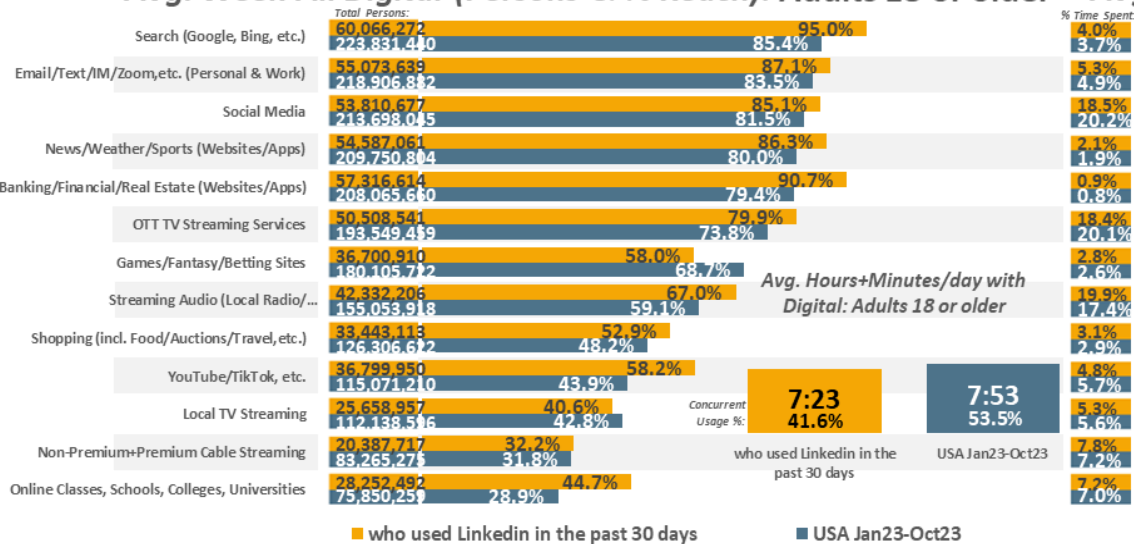
soefa.ai Share of Everything for Anything.

Apps or websites used or visited past 30 days: Social media: LinkedIn

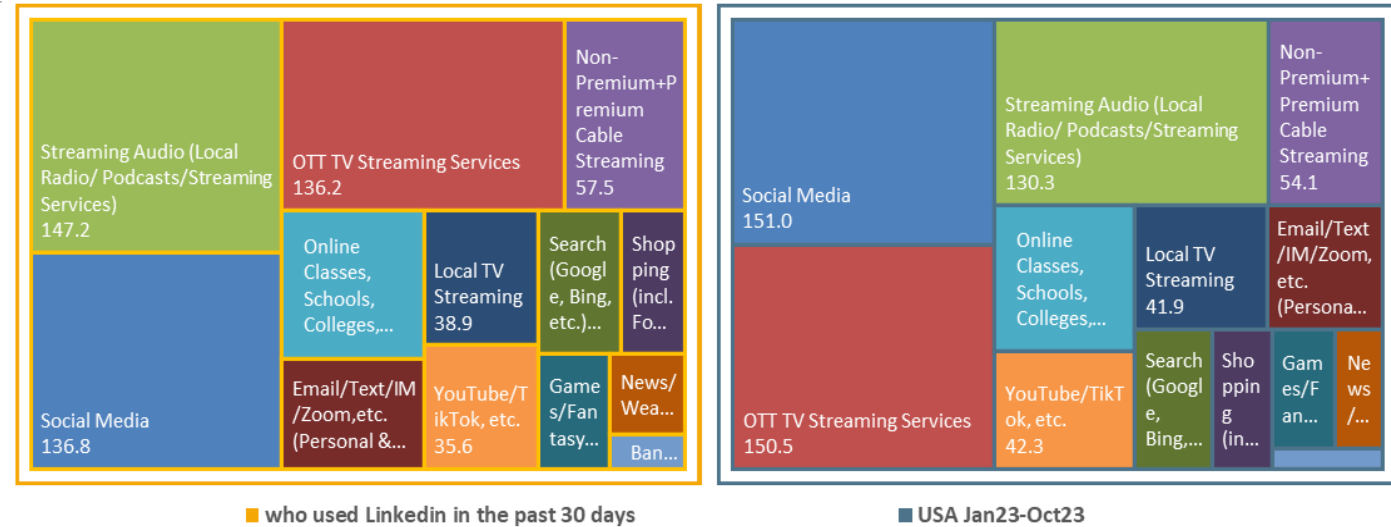


44,120,762 or 69.8% of Adults 18 or older who used LinkedIn in the past 30 days use Ad-Supported Social Media for an average of 112.2 minutes every day representing 21.9% of all time spent daily with Ad-Supported Digital Media.

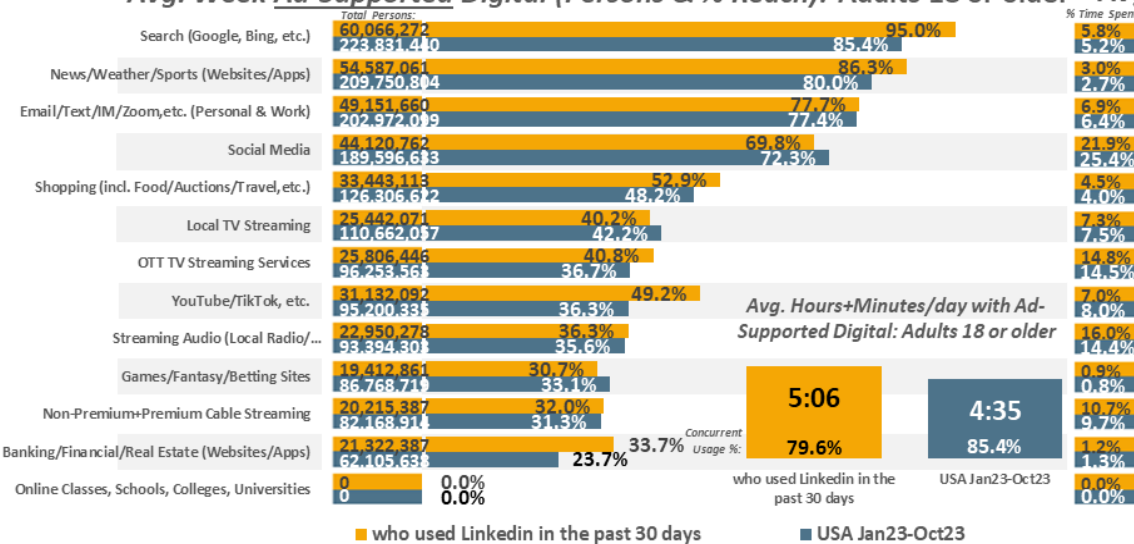
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



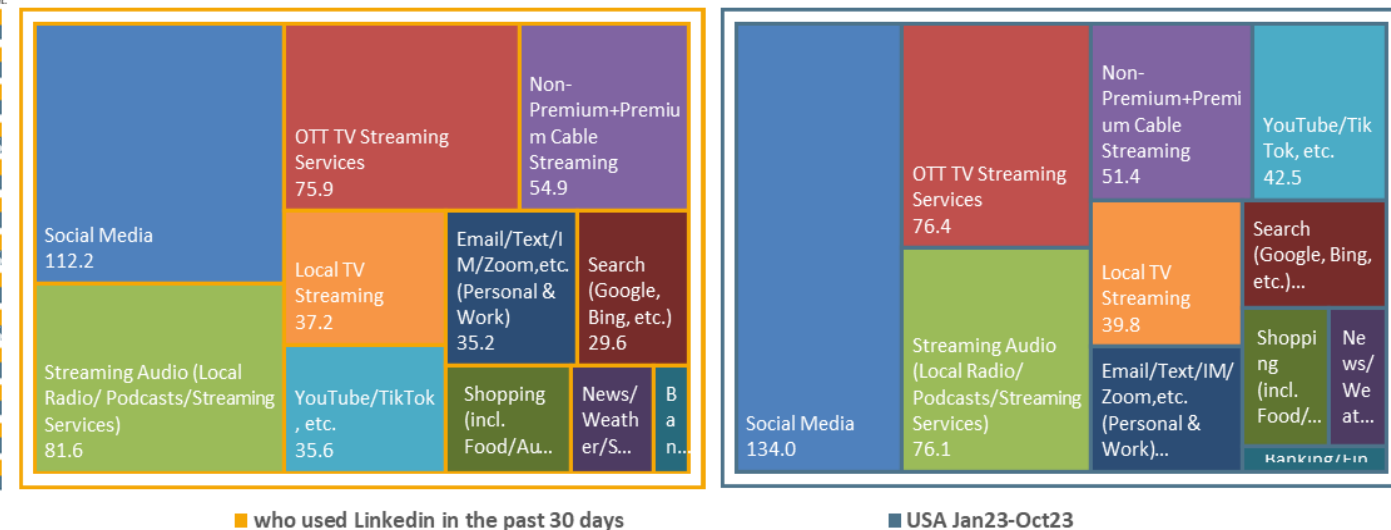
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

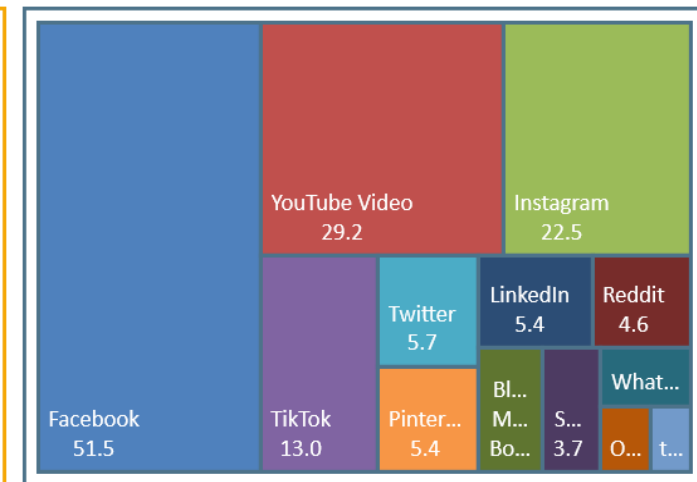
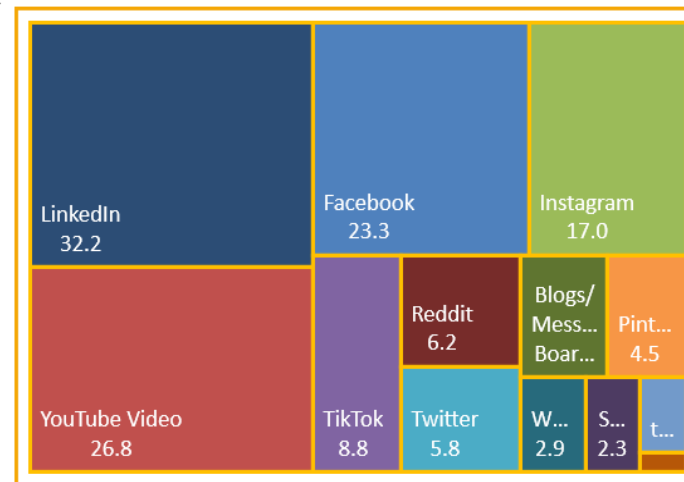
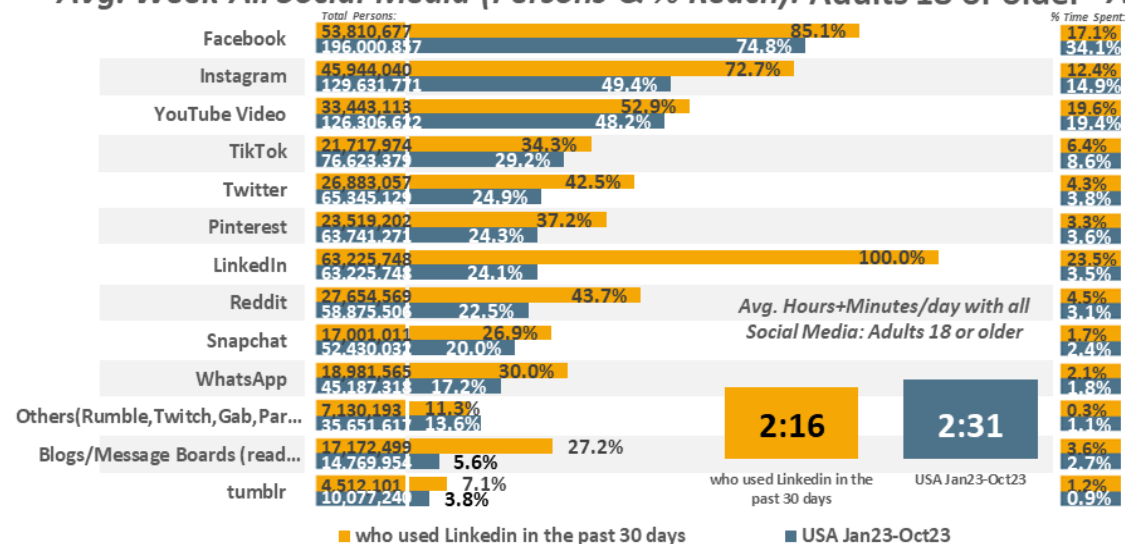




44,120,762 or 69.8% of Adults 18 or older who used LinkedIn in the past 30 days use Ad-Supported Facebook for an average of 26.9 minutes every day representing 24.% of all time spent daily with Ad-Supported Social Media.

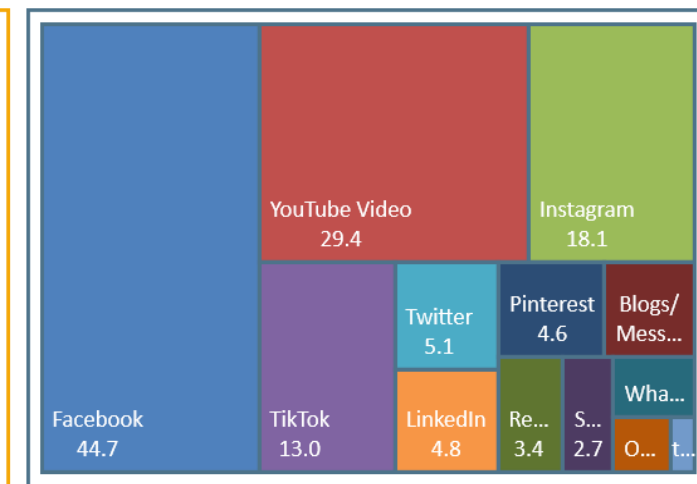
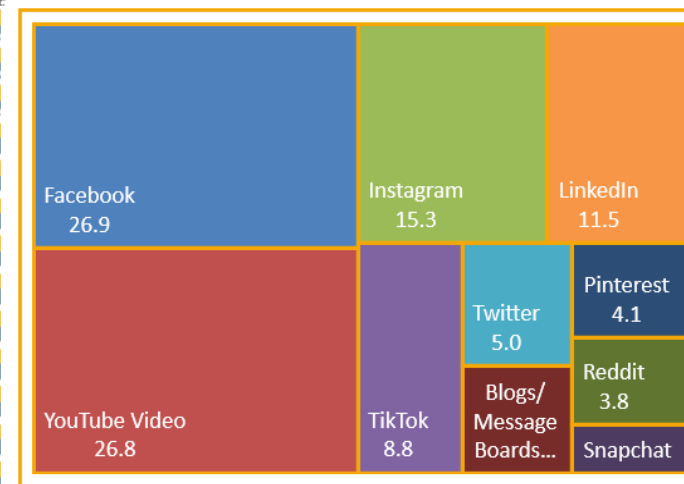
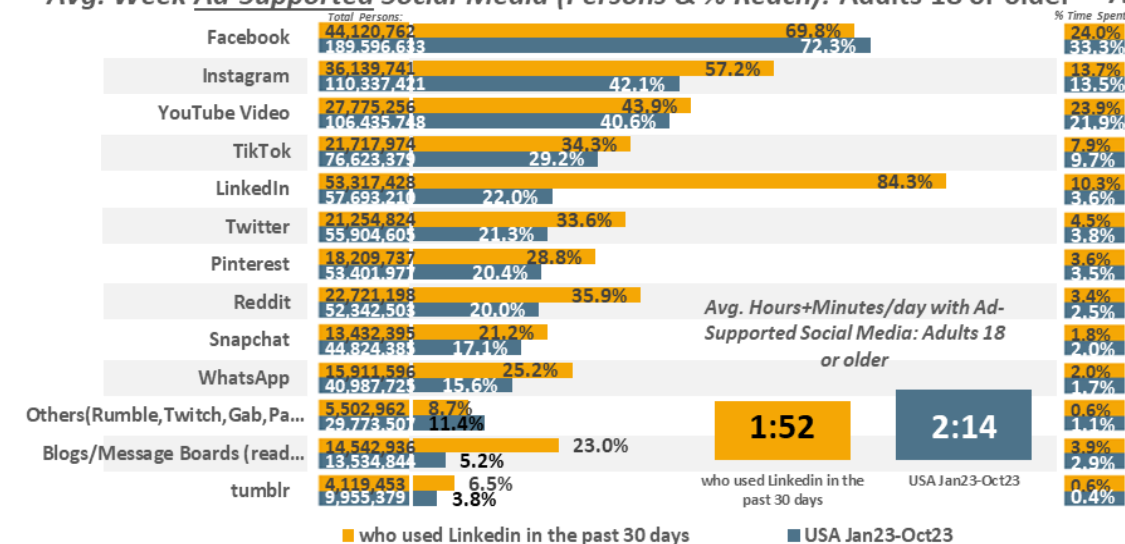
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older

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

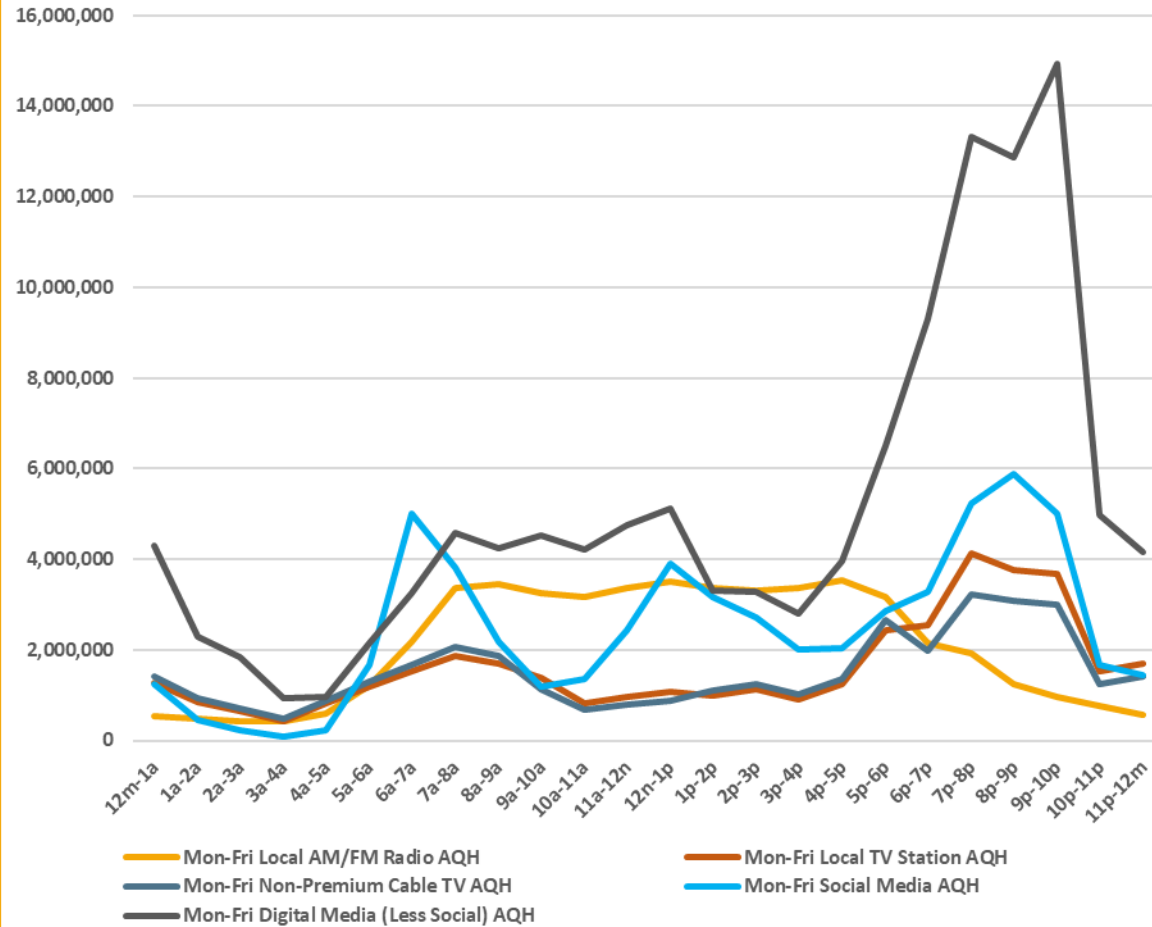
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



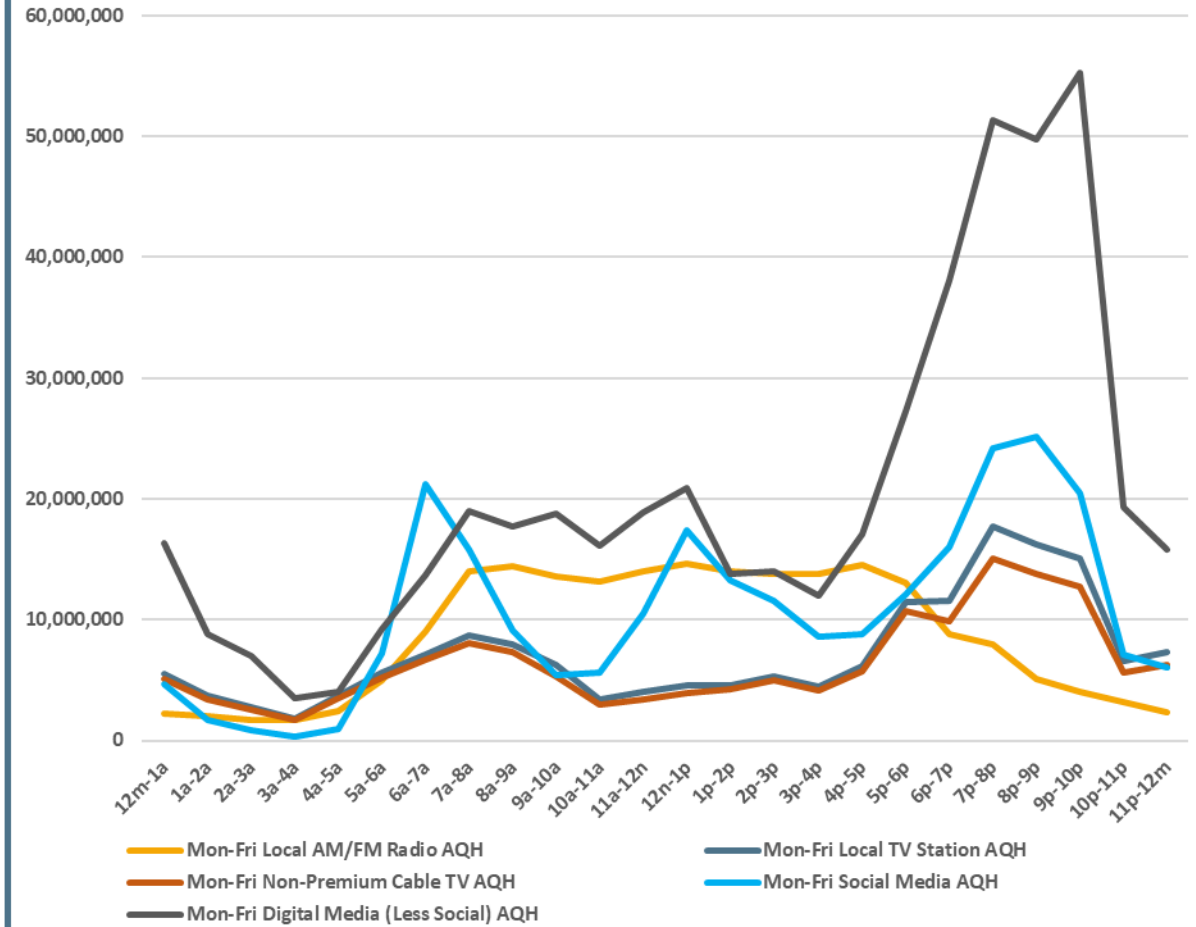


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,604,859; Local Radio: 3,167,359; Social Media: 2,767,520; Local TV: 1,430,966; Non-Prem. Cable: 1,417,774 reaching Adults 18 or older who used LinkedIn in the past 30 d

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who used LinkedIn in the past 30 days



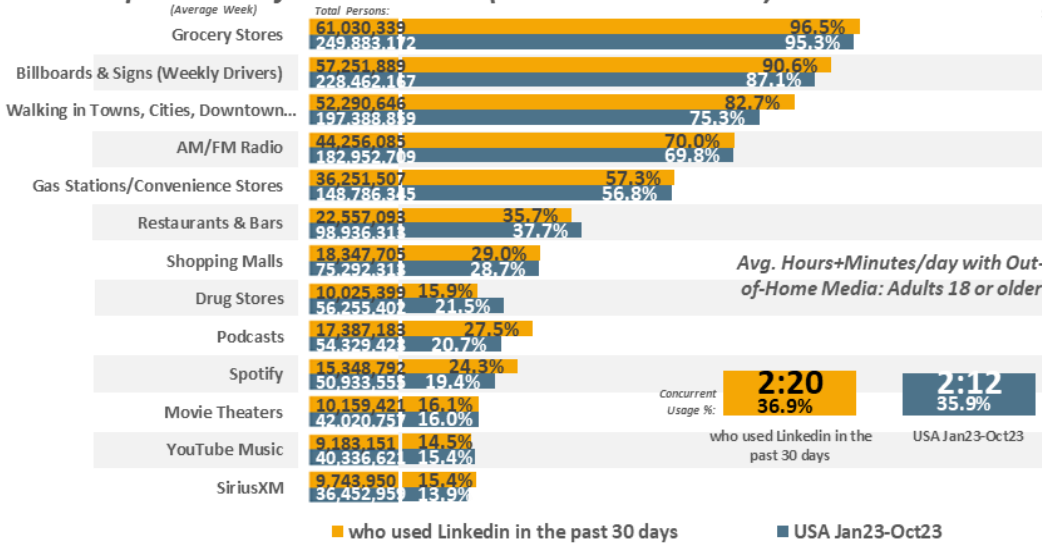
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Jan23-Oct23 Metro Area Adults 18 or older



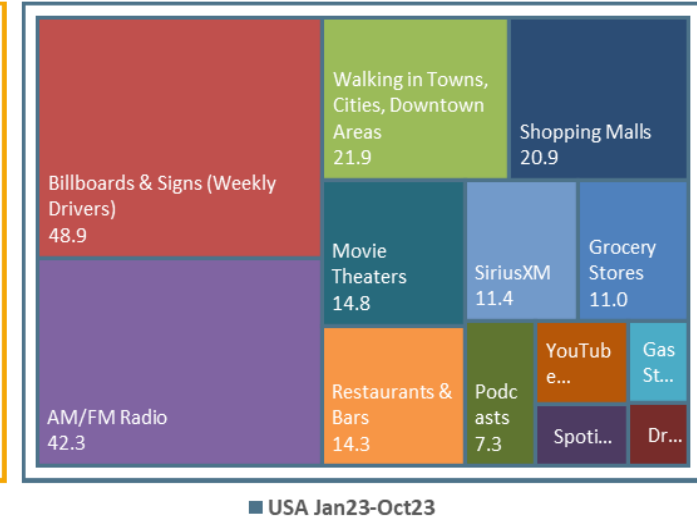
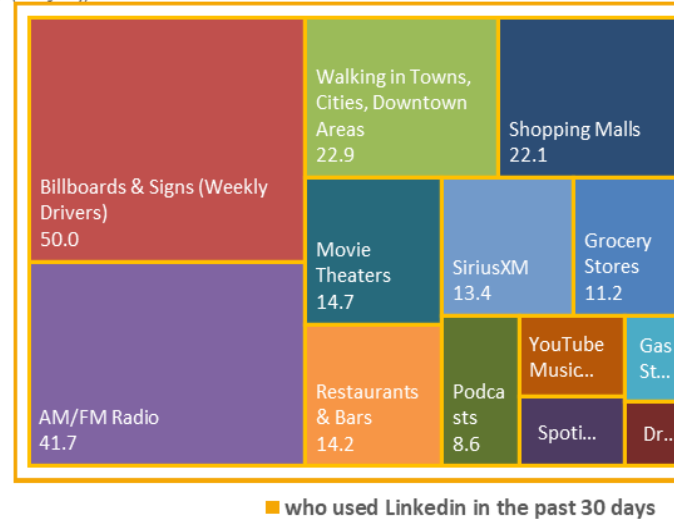


57,251,889 or 90.6% of Adults 18 or older who used LinkedIn in the past 30 days spend an average of 50. minutes per day driving, seeing Billboards and Signs. 66.5% Listen to Local Radio Stations Out-of-Home for an average of 37.6 minutes/day.

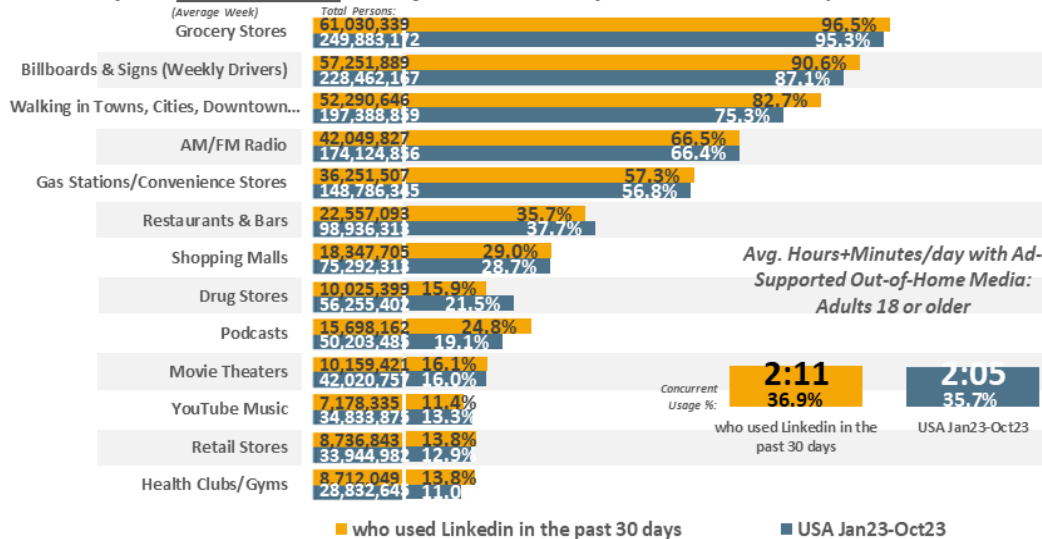
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



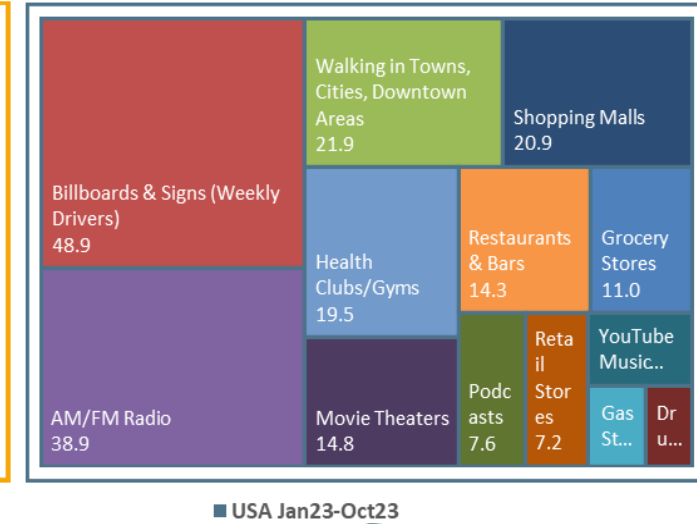
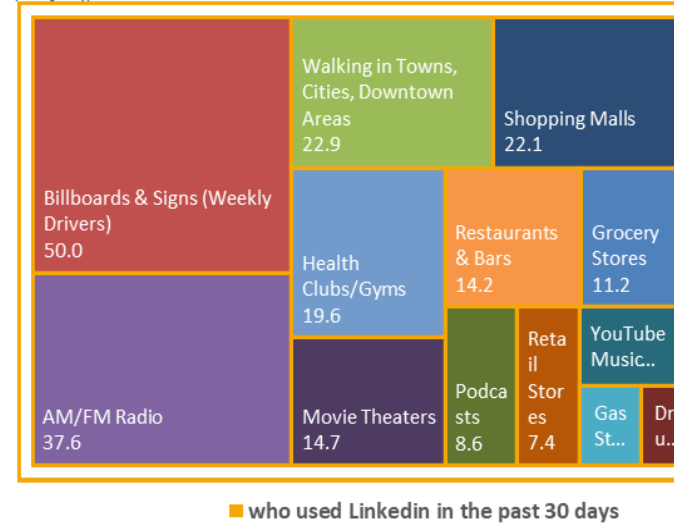
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



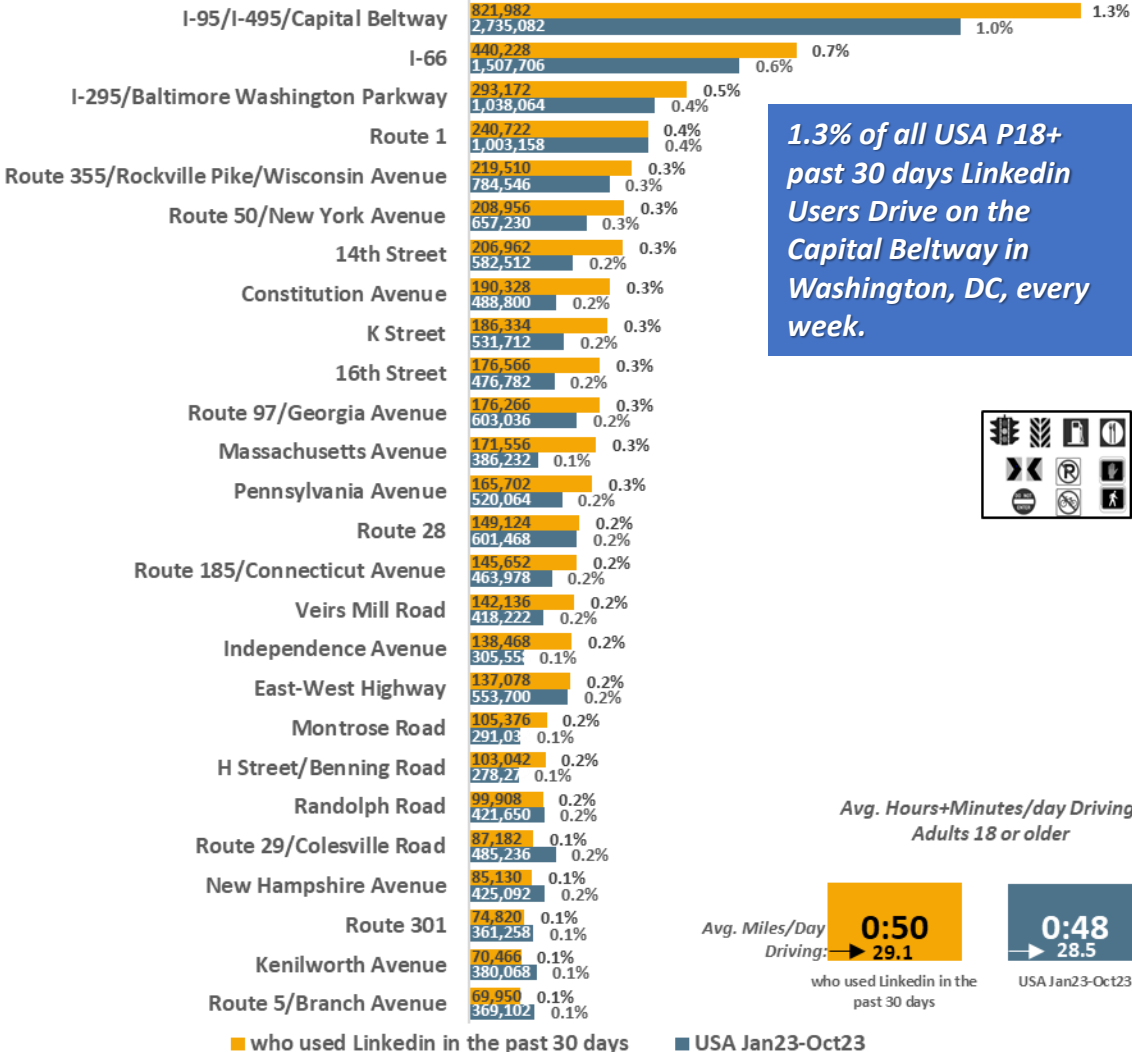
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



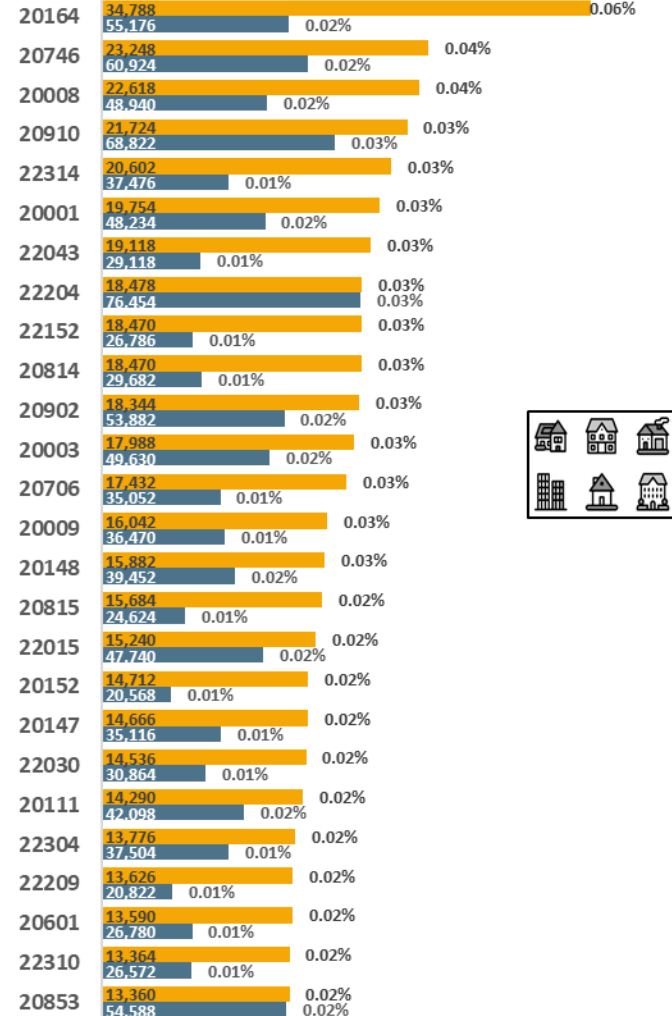


57,251,889 or 90.6% of Adults 18 or older who used LinkedIn in the past 30 days spend an average of 50. minutes per day driving an average of 29.1 miles each day and are 87.9% more likely to use Independence Avenue than the Metro average.

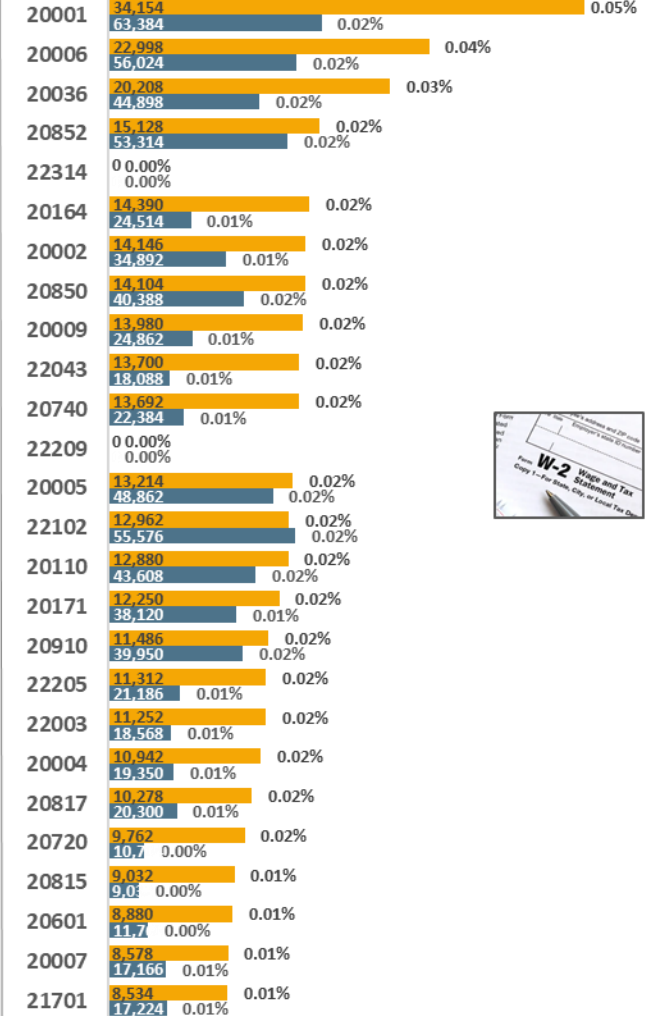
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



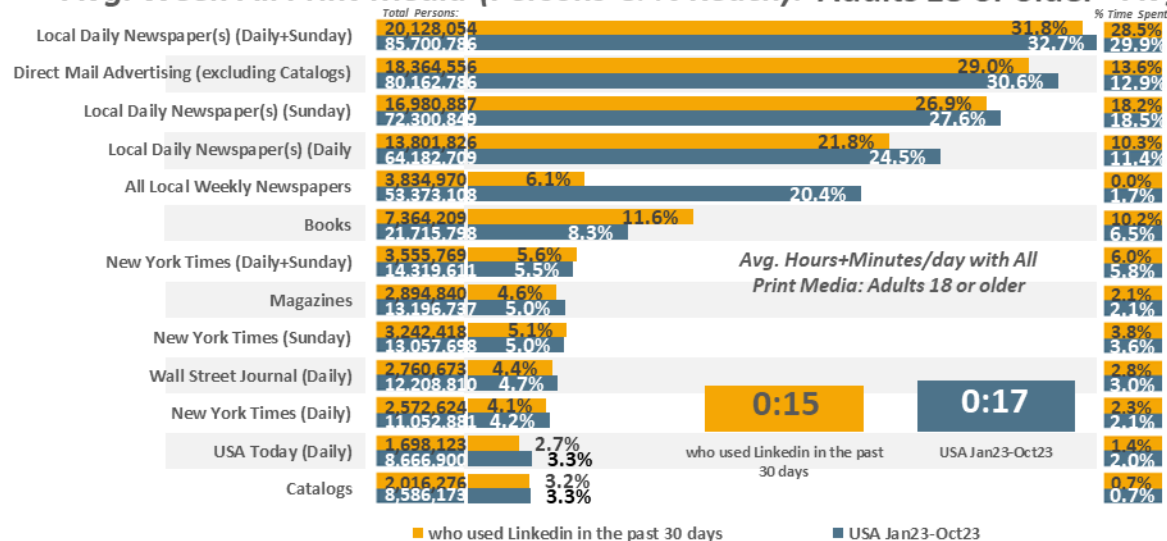
Top-26 Employment Zip Codes: Adults 18 or older



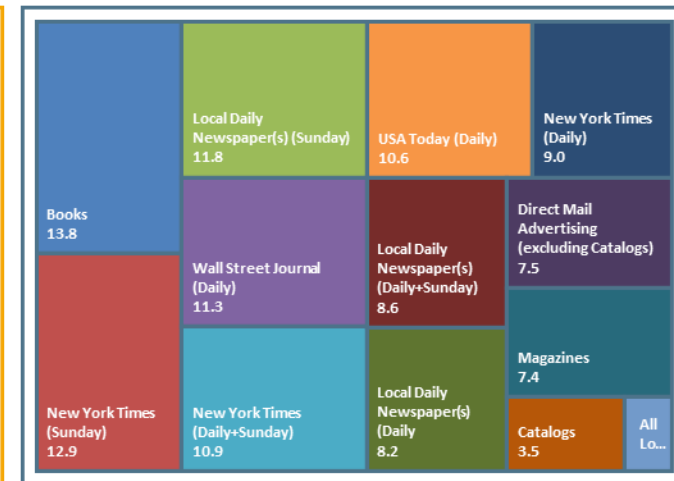
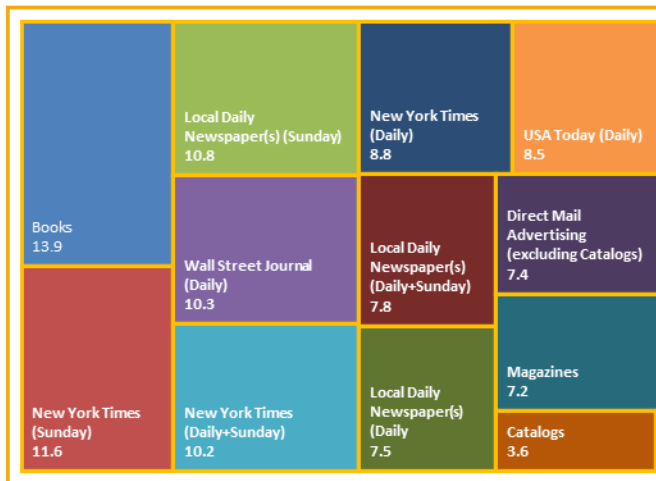


20,128,054 or 31.8% of Adults 18 or older who used LinkedIn in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.8 minutes every day representing 31.7% of all time spent daily with All forms of Print Media.

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



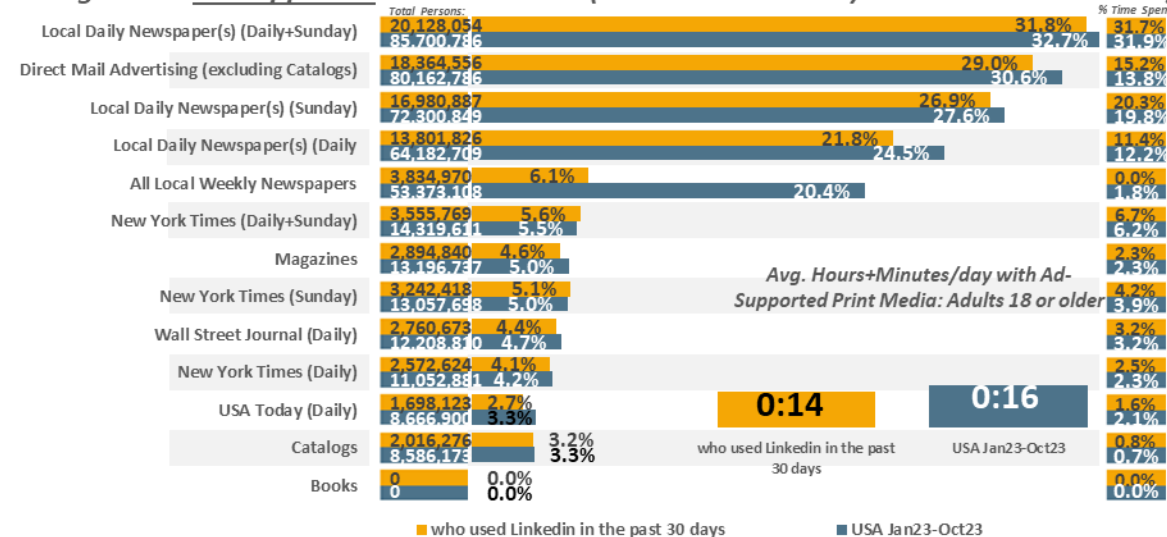
who used LinkedIn in the past 30 days

USA Jan23-Oct23

who used LinkedIn in the past 30 days

USA Jan23-Oct23

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 used LinkedIn in the past 30 days

USA Jan23-Oct23

who used LinkedIn in the past 30 days

USA Jan23-Oct23