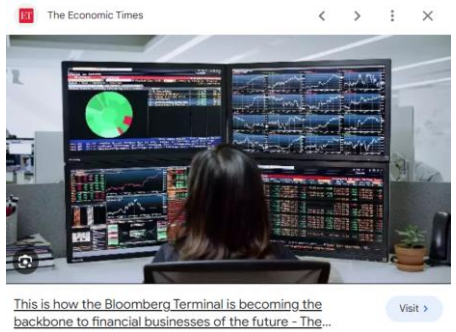
USA – 5 Demos of P18+ Linkedin Users!

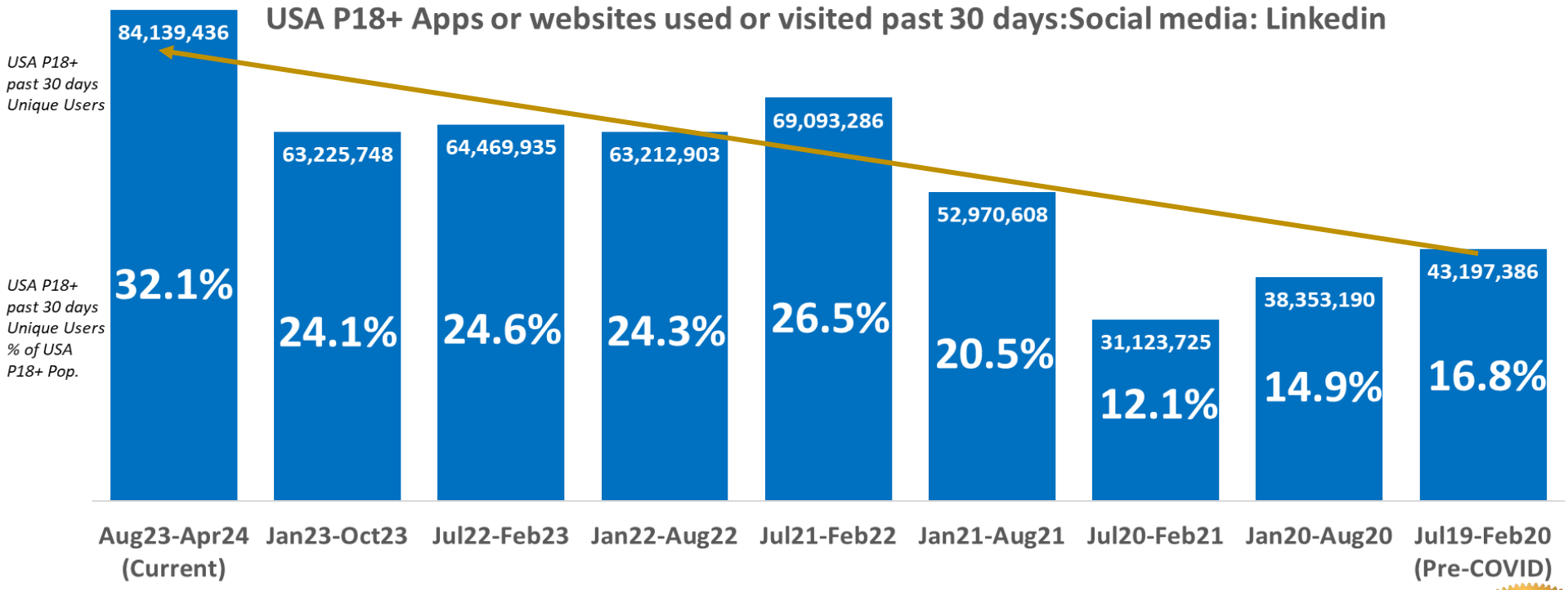
Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of All USA P18+, P25-64, W25-64, M25-64, P35+ past 30 days Linkedin users as of April 2024!



USA P18+ past 30 days Linkedin Users are up 95% from Pre-COVID



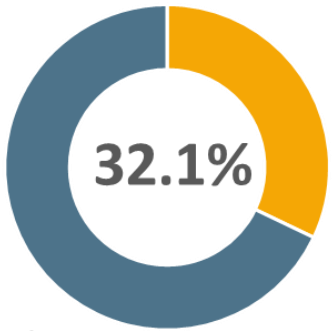
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

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

P18+

32.1% or 84,139,436 of USA Adults 18 or older are past 30 days LinkedIn users.
Typical Adults 18 or older who are past 30 days LinkedIn users are 45.6 years old (6.7% younger than average) and have a $133,398 (44.3% higher than average) annual household income.

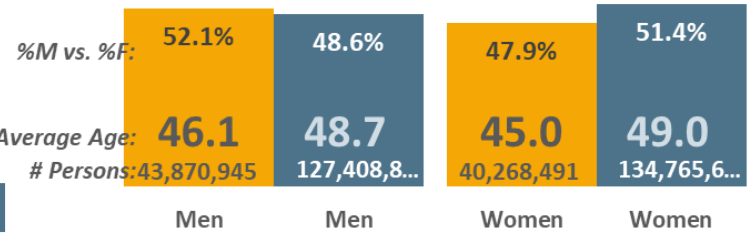
Percent of Market: Adults 18 or older



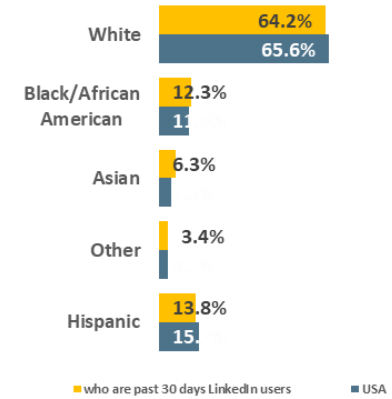
Total Persons:



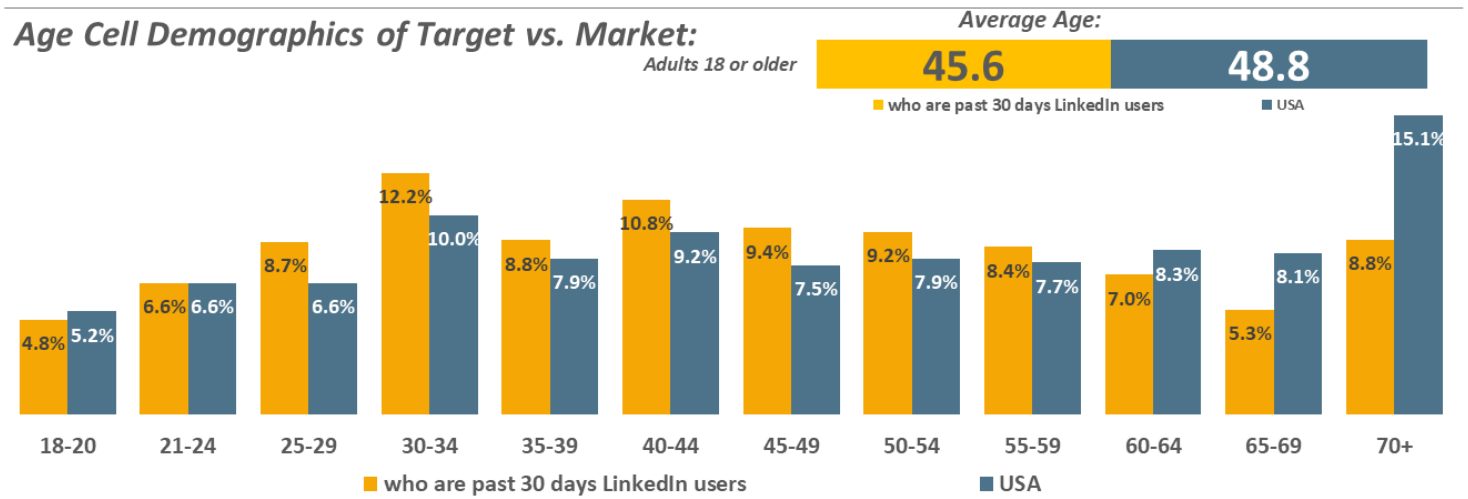
Gender of Target vs. Market: Adults 18 or older



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



USA USA Projection Scarborough R1 2024: Aug23-Apr24 Qual Intab 3,681

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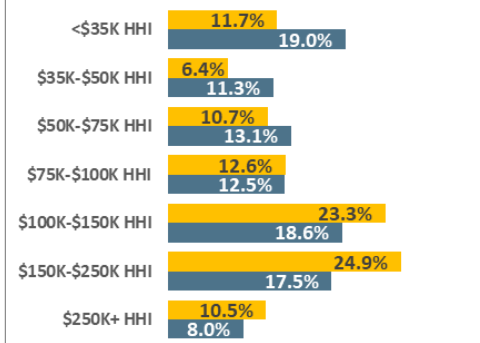
HHI of Target vs. Market:



Avg HHI: $133,398 $92,464

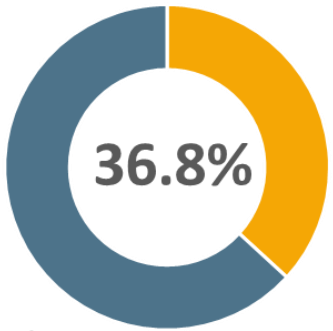
Scarborough R1 2024: Aug23-Apr24 USA Projection Qual Intab 11,595

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

P25-64

36.8% or 62,712,746 of USA Adults 25 - 64 are past 30 days LinkedIn users.
Typical Adults 25 - 64 who are past 30 days LinkedIn users are 44. years old (2.1% younger than average) and have a $141,530 (40.3% higher than average) annual household income.

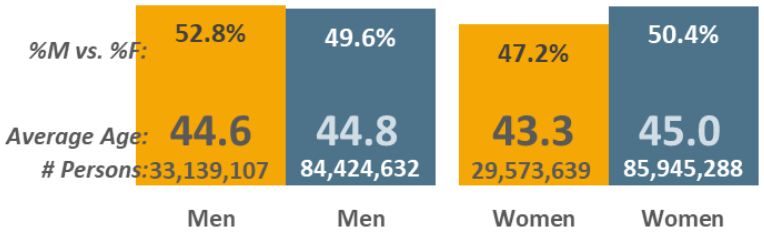
Percent of Market: Adults 25 - 64



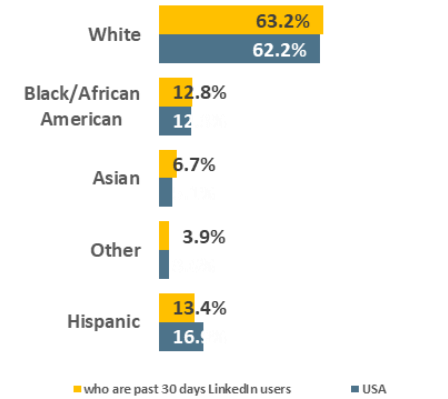
Total Persons:

62,712,746	107,657,173

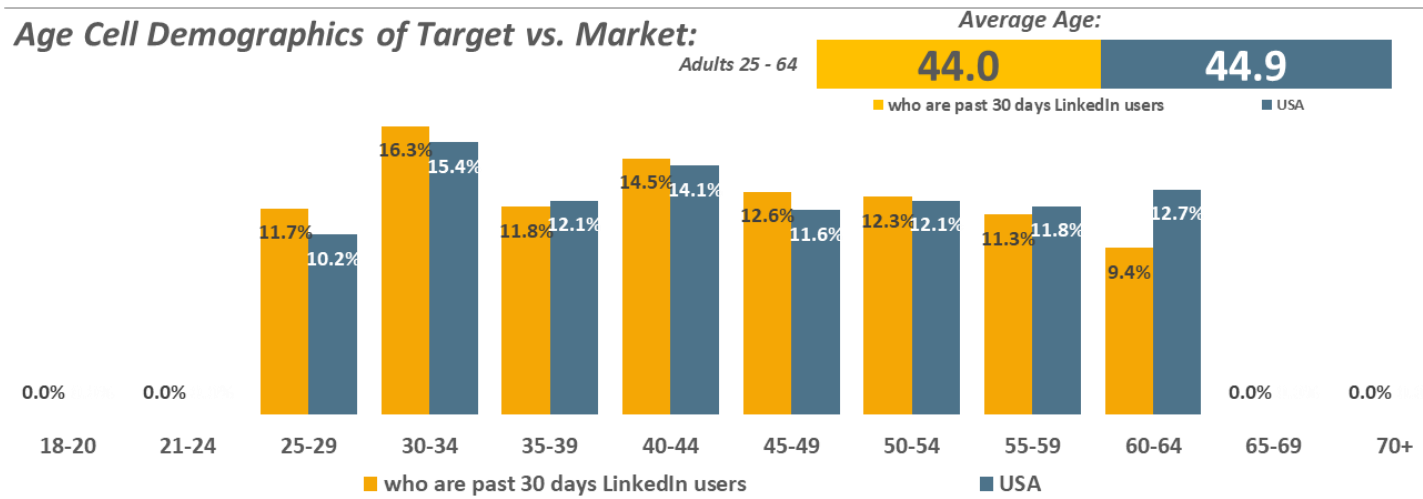
Gender of Target vs. Market: Adults 25 - 64



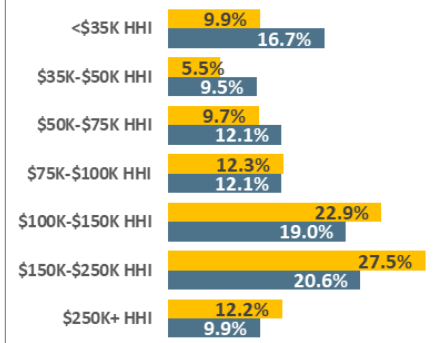
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$141,530	$100,885

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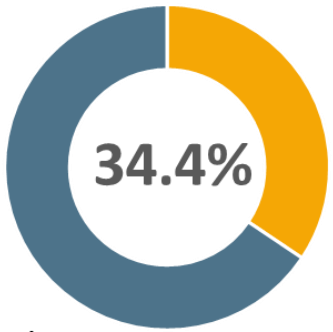
Apps or websites used or visited past 30 days:Social media: LinkedIn

W25-64

34.4% or 29,573,639 of USA Women 25 - 64 are past 30 days LinkedIn users.
Typical Women 25 - 64 who are past 30 days LinkedIn users are 43.3 years old (3.8% younger than average) and have a $126,634 (39.1% higher than average) annual household income.

Percent of Market: Women 25 - 64

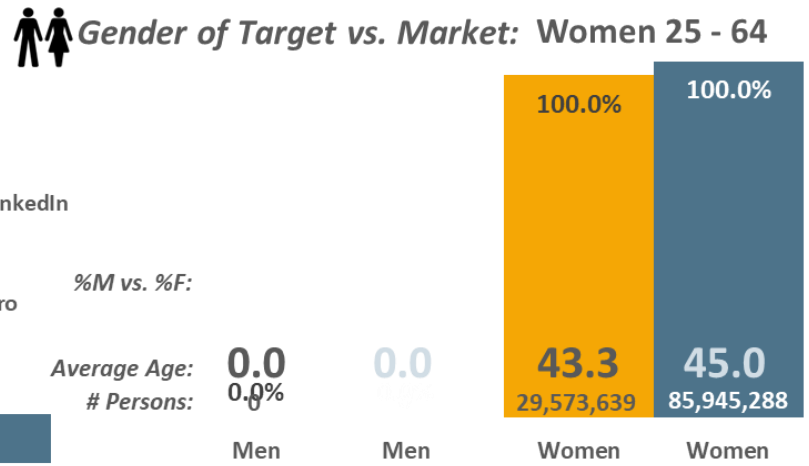


- who are past 30 days LinkedIn users
- Remainder of USA Metro

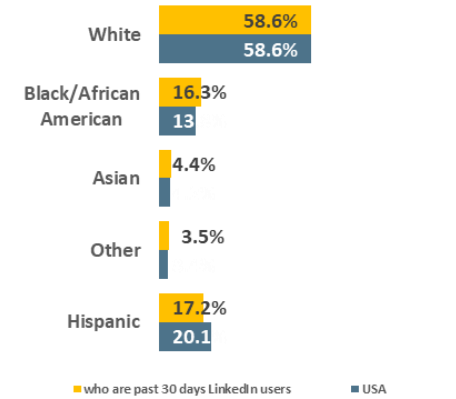
Total Persons:

29,573,639	56,371,649

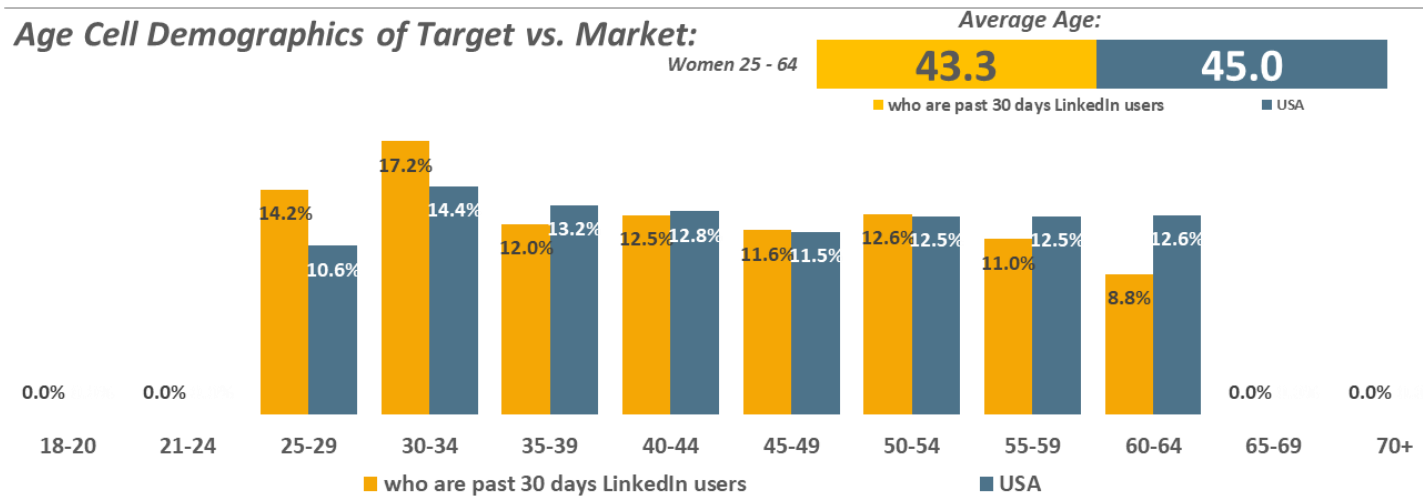
Gender of Target vs. Market: Women 25 - 64



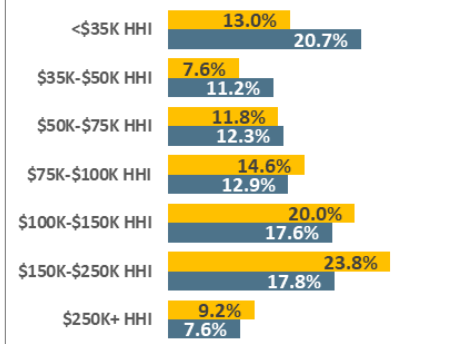
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$126,634	$91,019

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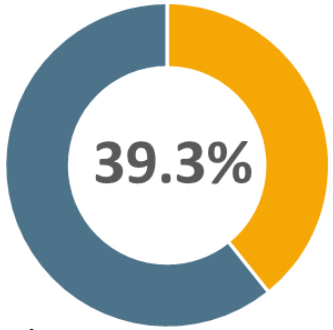
Apps or websites used or visited past 30 days:Social media: LinkedIn

M25-64

39.3% or 33,139,107 of USA Men 25 - 64 are past 30 days LinkedIn users.
Typical Men 25 - 64 who are past 30 days LinkedIn users are 44.6 years old (.6% younger than average) and have a $154,823 (39.6% higher than average) annual household income.

Percent of Market: Men 25 - 64

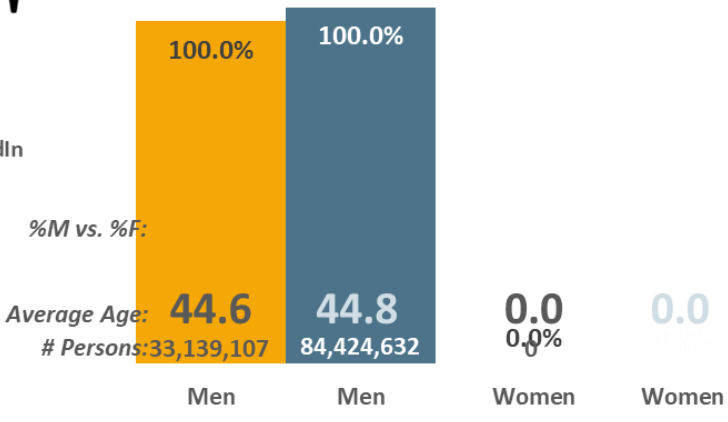


- who are past 30 days LinkedIn users
- Remainder of USA Metro

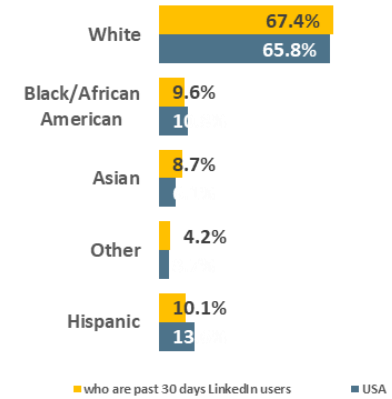
Total Persons:

33,139,107	51,285,525

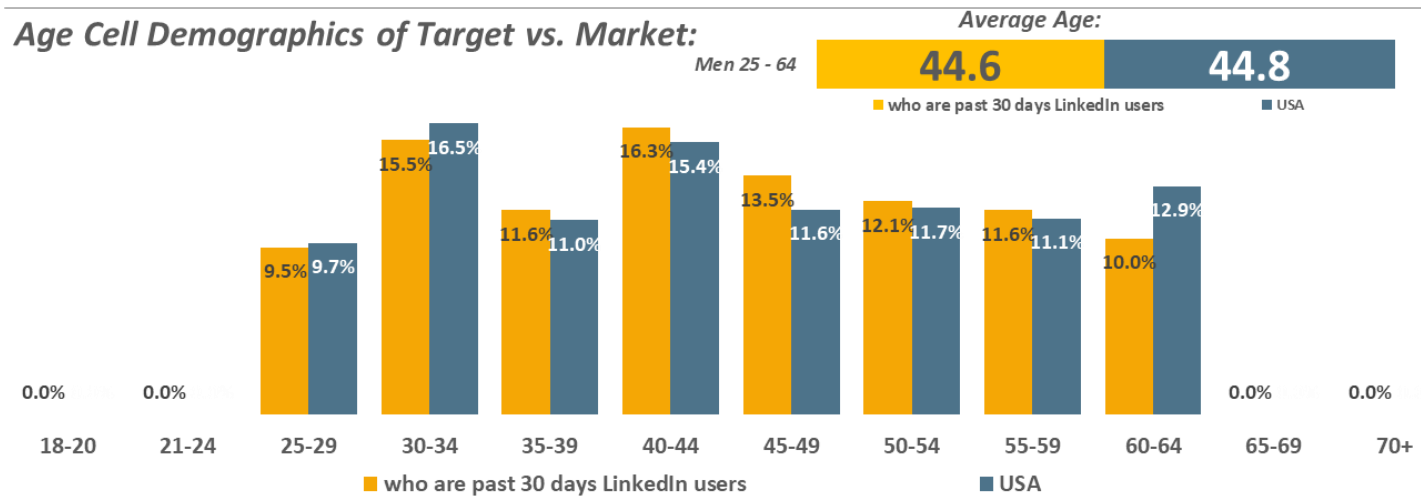
Gender of Target vs. Market: Men 25 - 64



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



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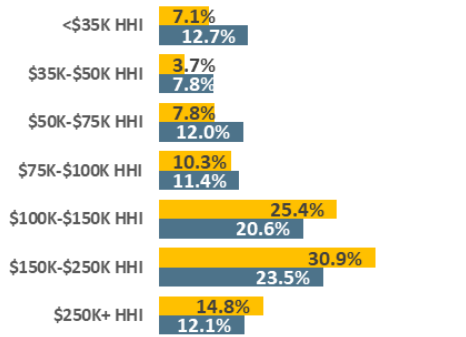

Avg HHI:	$154,823	$110,930

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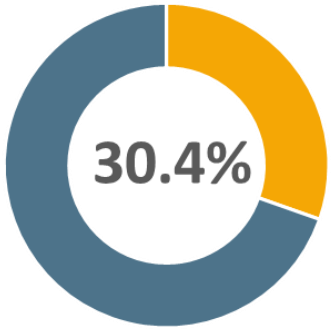
Apps or websites used or visited past 30 days:Social media: LinkedIn

P35+

30.4% or 56,993,552 of USA Adults 35 or older are past 30 days LinkedIn users.
Typical Adults 35 or older who are past 30 days LinkedIn users are 54.3 years old (5.8% younger than average) and have a $138,454 (46.5% higher than average) annual household income.

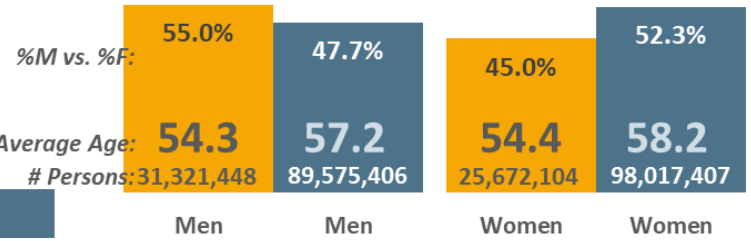
Percent of Market: Adults 35 or older



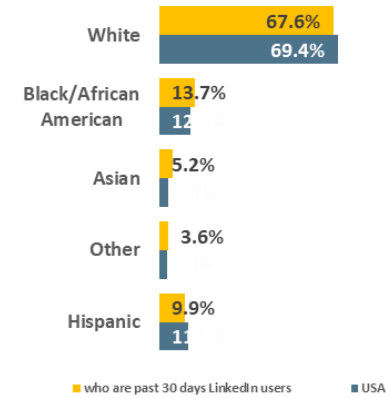
Total Persons:



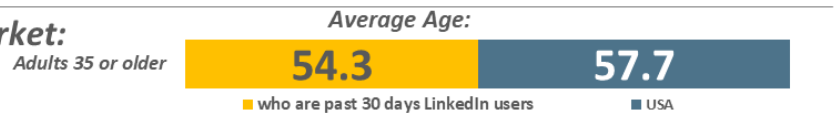
Gender of Target vs. Market: Adults 35 or older

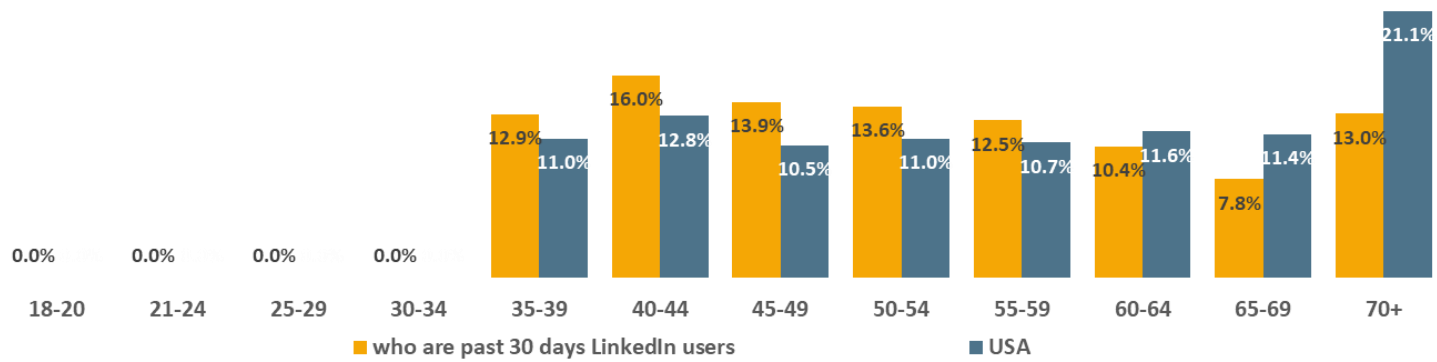


Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:





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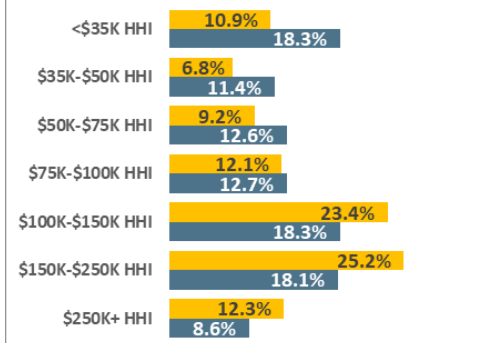
HHI of Target vs. Market:



Avg HHI:



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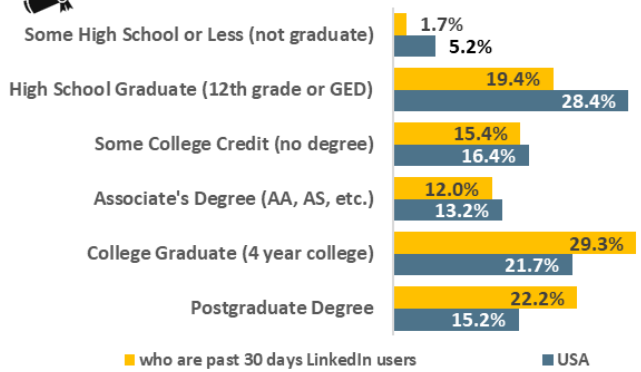
Apps or websites used or visited past 30 days:Social media: LinkedIn

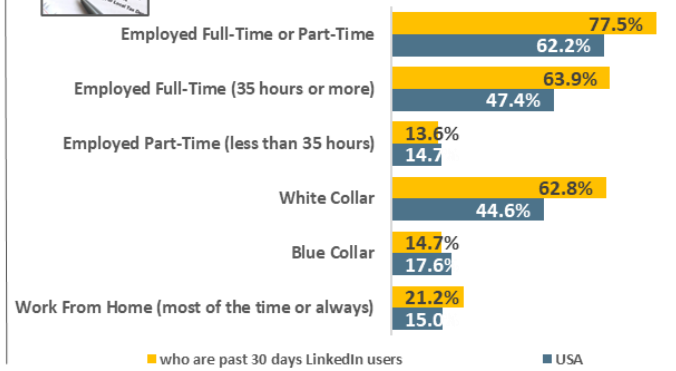
P18+

32.1% or 84,139,436 of USA Adults 18 or older are past 30 days LinkedIn users.
Adults 18 or older who are past 30 days LinkedIn users are 40.% more likely to be a college graduate, 34.7% more likely to work full-time, 6.8% more likely to be married, 16.5% more likely to be a parent of 1 or more children under 18.

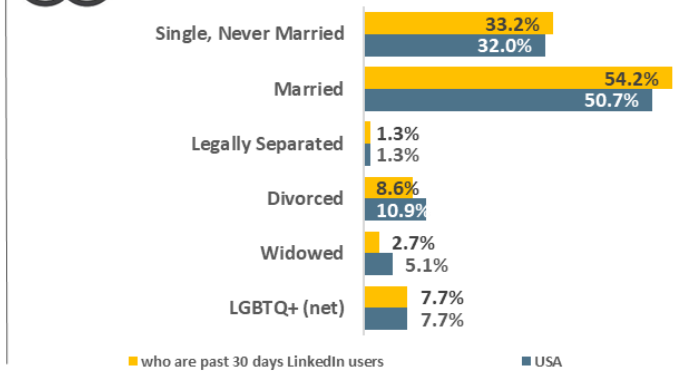
Education Levels: Adults 18 or older



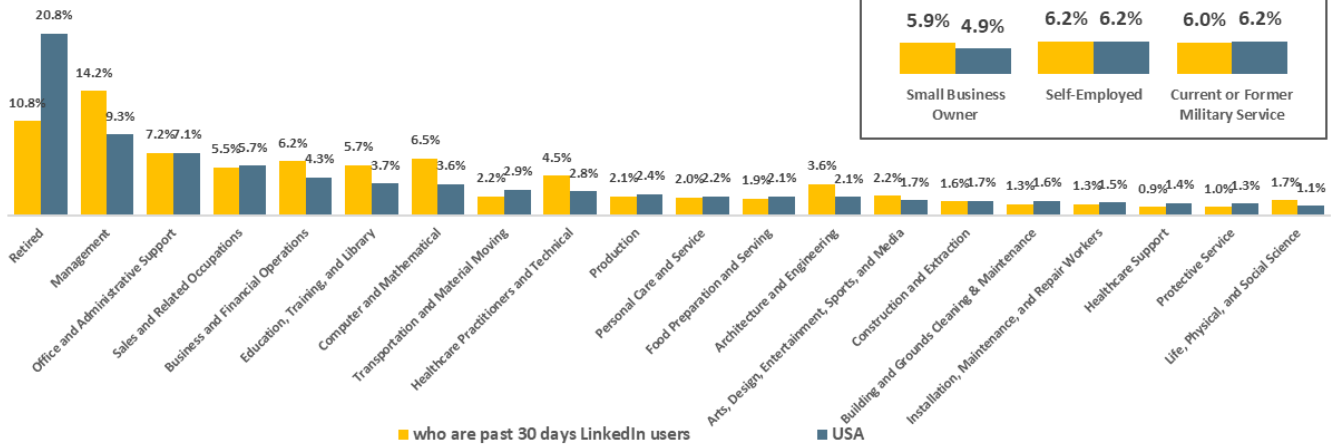
Employment: Adults 18 or older



Marital Status: Adults 18 or older

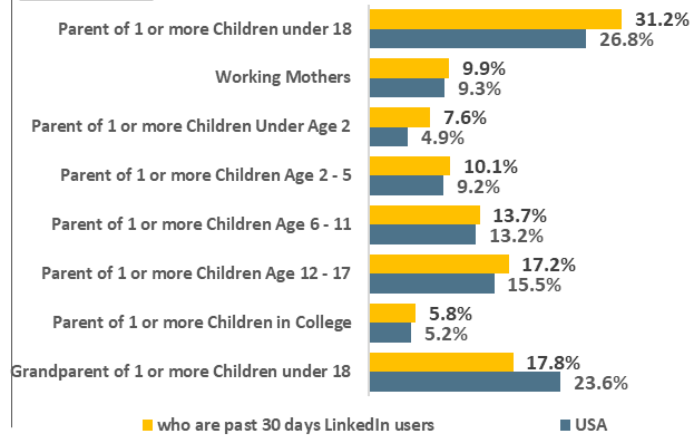


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



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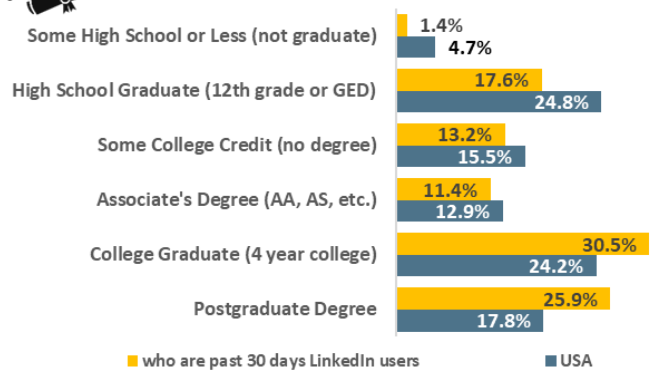
Apps or websites used or visited past 30 days:Social media: LinkedIn

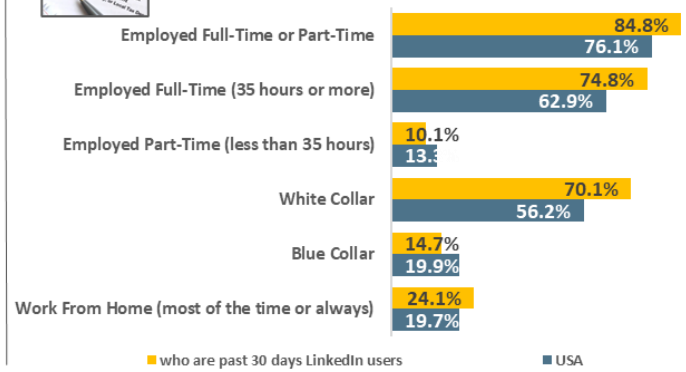
P25-64

36.8% or 62,712,746 of USA Adults 25 - 64 are past 30 days LinkedIn users.
Adults 25 - 64 who are past 30 days LinkedIn users are 34.2% more likely to be a college graduate, 19.% more likely to work full-time, 4.% more likely to be married, .% more likely to be a parent of 1 or more children under 18.

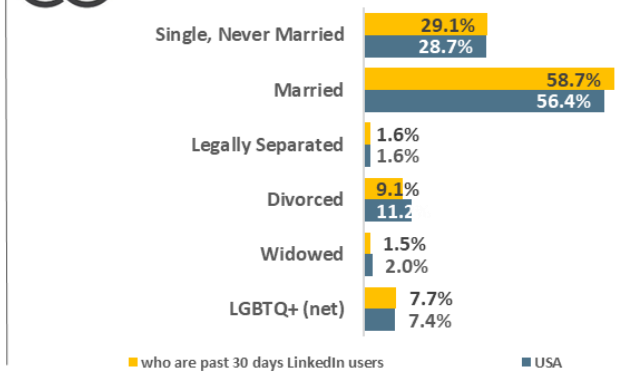
Education Levels: Adults 25 - 64



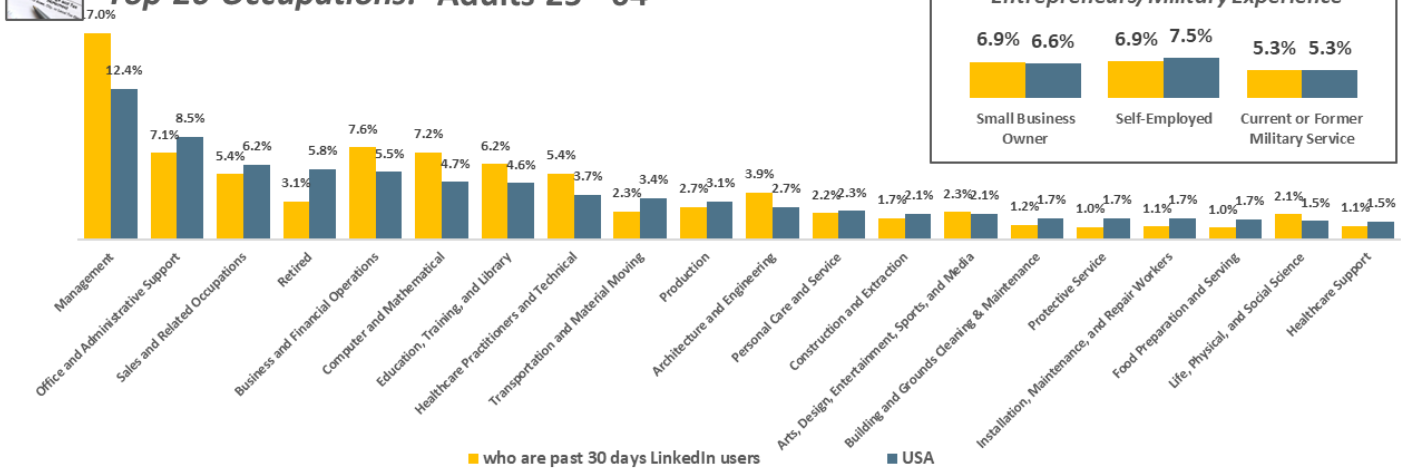
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

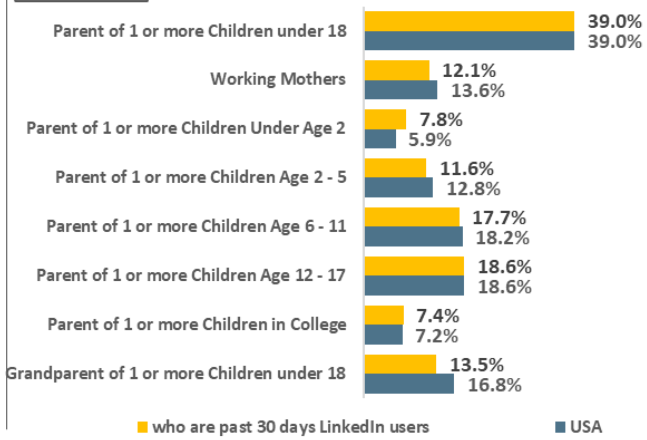


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



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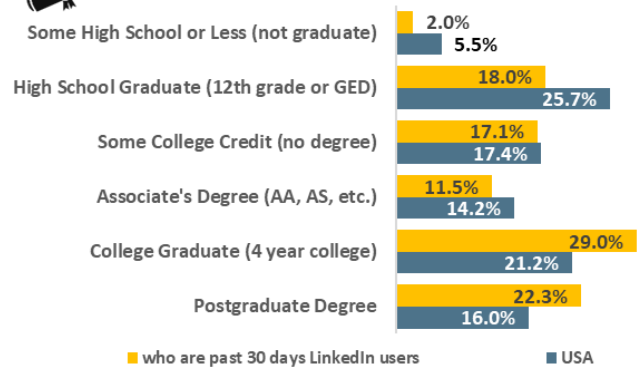
Apps or websites used or visited past 30 days:Social media: LinkedIn

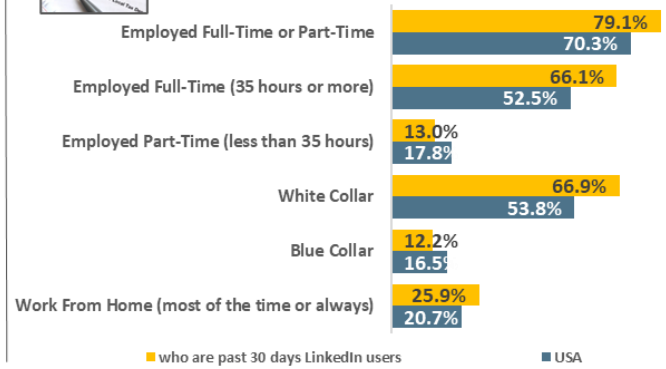
W25-64

34.4% or 29,573,639 of USA Women 25 - 64 are past 30 days LinkedIn users.
Women 25 - 64 who are past 30 days LinkedIn users are 38.1% more likely to be a college graduate, 25.9% more likely to work full-time, .2% more likely to be married, 8.2% less likely to be a parent of 1 or more children under 18.

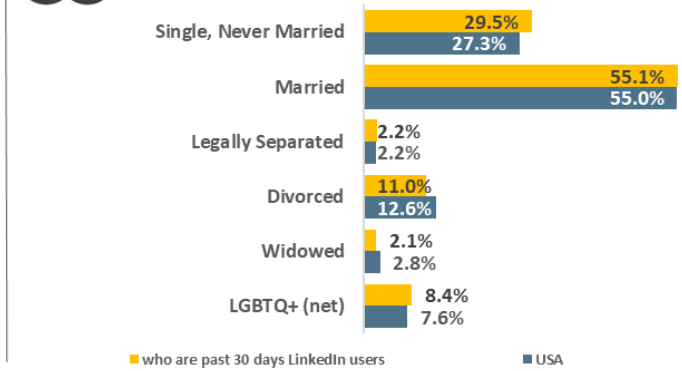
Education Levels: Women 25 - 64



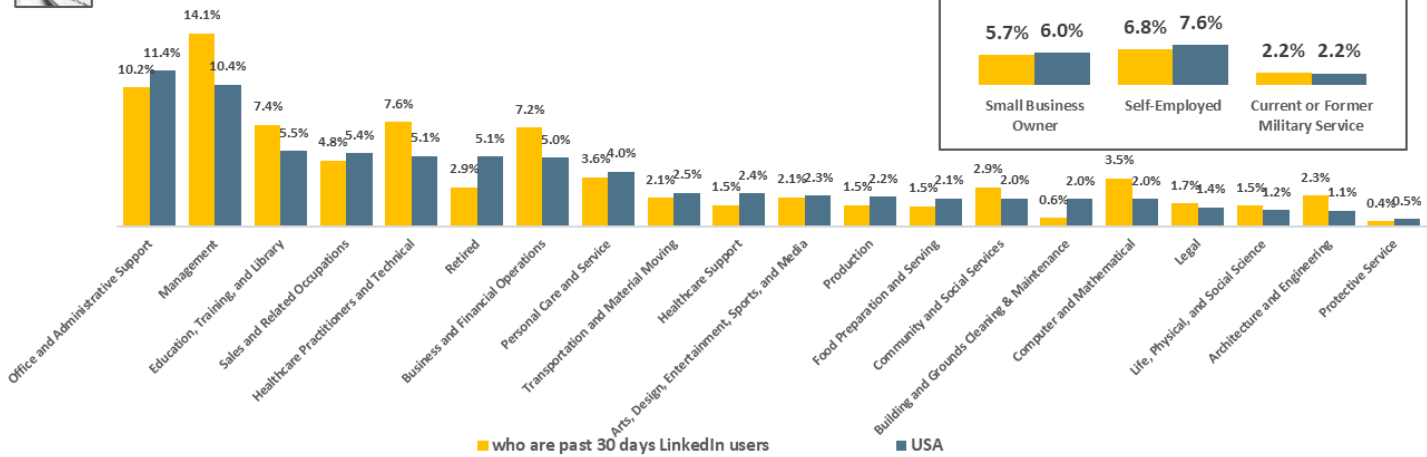
Employment: Women 25 - 64



Marital Status: Women 25 - 64

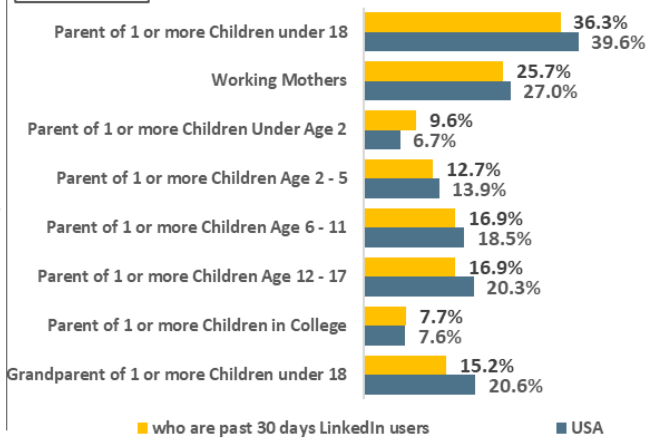


Top-20 Occupations: Women 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 64



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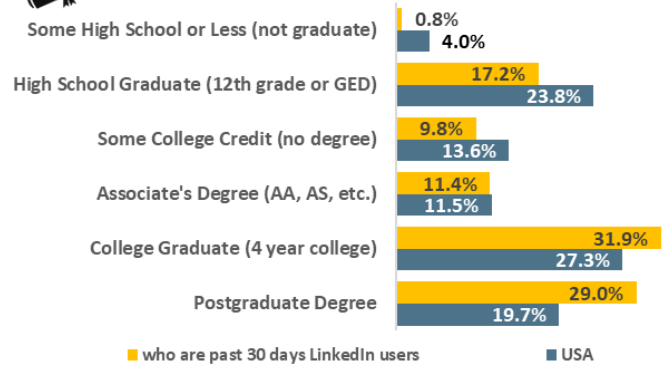
Apps or websites used or visited past 30 days:Social media: LinkedIn

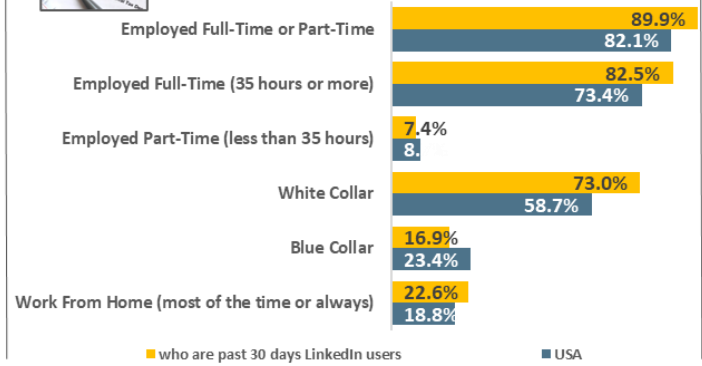
M25-64

39.3% or 33,139,107 of USA Men 25 - 64 are past 30 days LinkedIn users.
Men 25 - 64 who are past 30 days LinkedIn users are 29.7% more likely to be a college graduate, 12.4% more likely to work full-time, 6.9% more likely to be married, 7.7% more likely to be a parent of 1 or more children under 18.

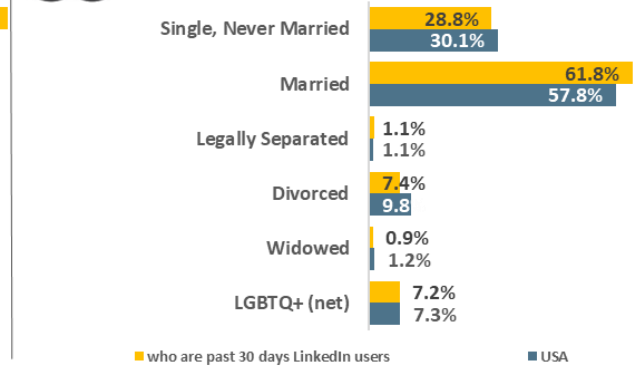
Education Levels: Men 25 - 64



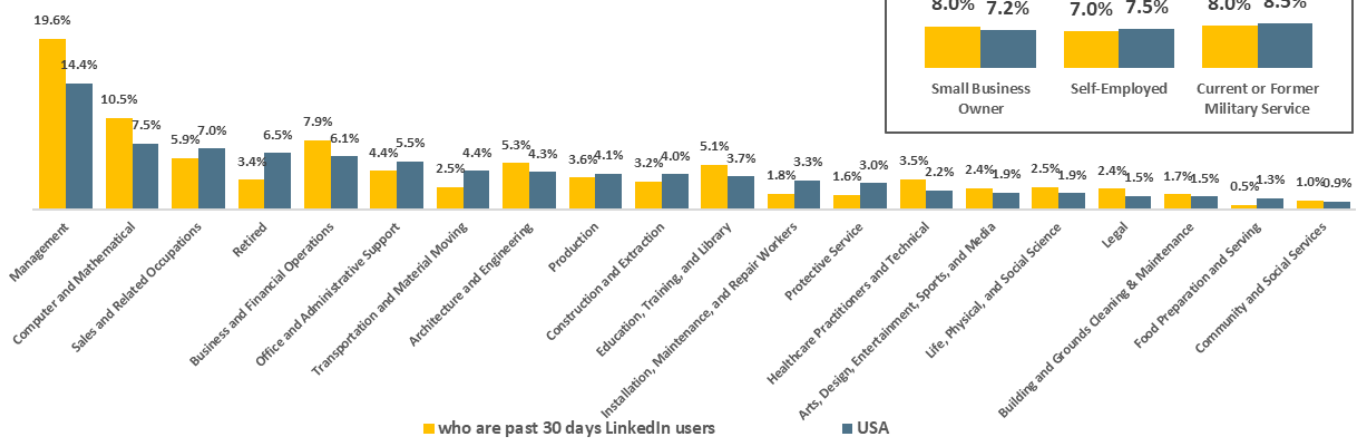
Employment: Men 25 - 64



Marital Status: Men 25 - 64

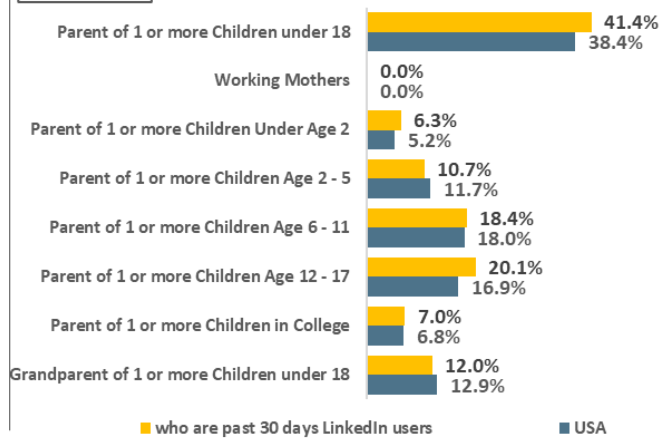


Top-20 Occupations: Men 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Men 25 - 64



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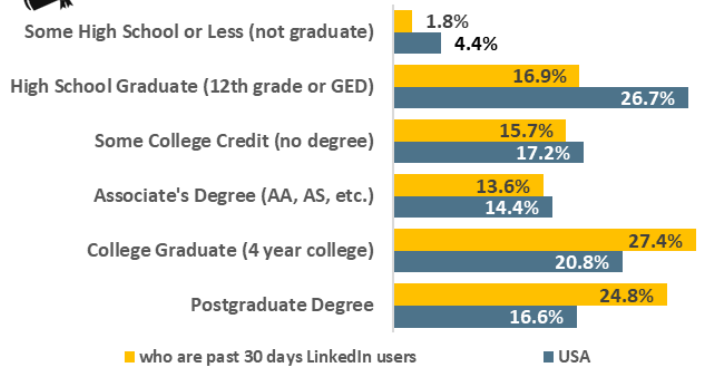
Apps or websites used or visited past 30 days:Social media: LinkedIn

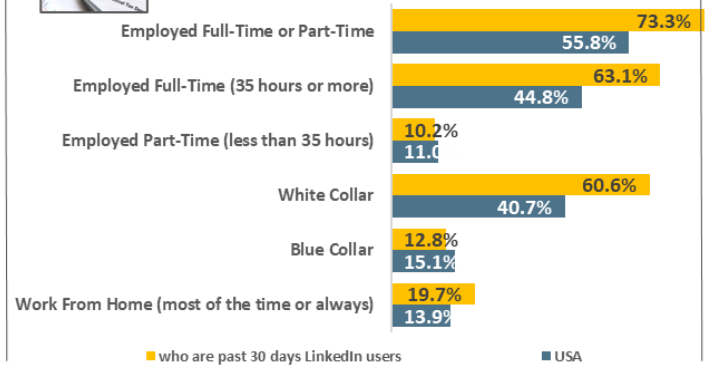
P35+

30.4% or 56,993,552 of USA Adults 35 or older are past 30 days LinkedIn users.
Adults 35 or older who are past 30 days LinkedIn users are 39.3% more likely to be a college graduate, 40.9% more likely to work full-time, 9.7% more likely to be married, 20.3% less likely to be a grandparent of 1 or more children under 18.

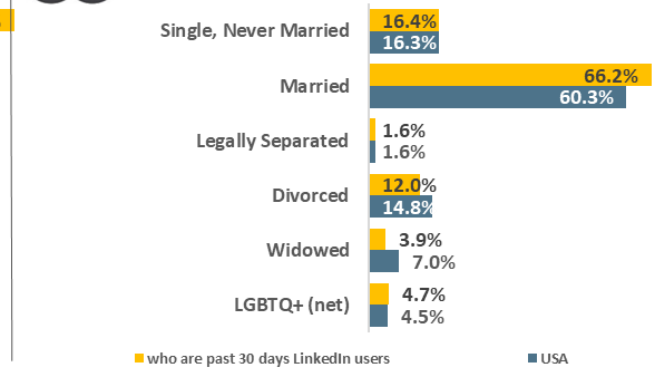
Education Levels: Adults 35 or older



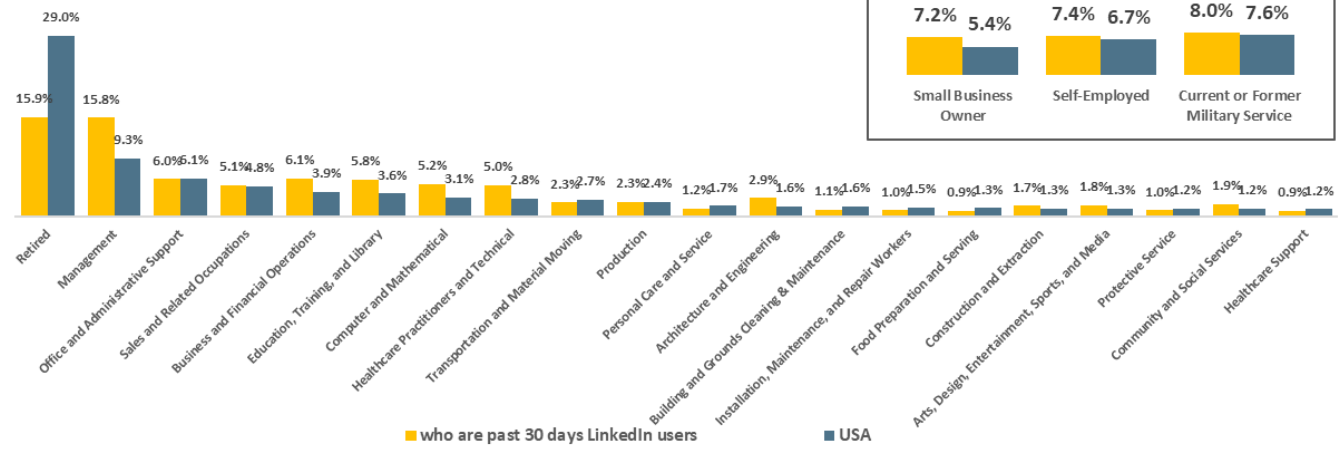
Employment: Adults 35 or older



Marital Status: Adults 35 or older

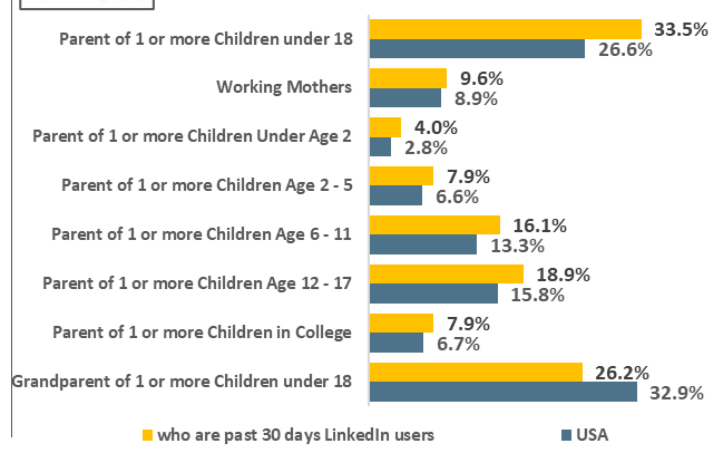


Top-20 Occupations: Adults 35 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 35 or older



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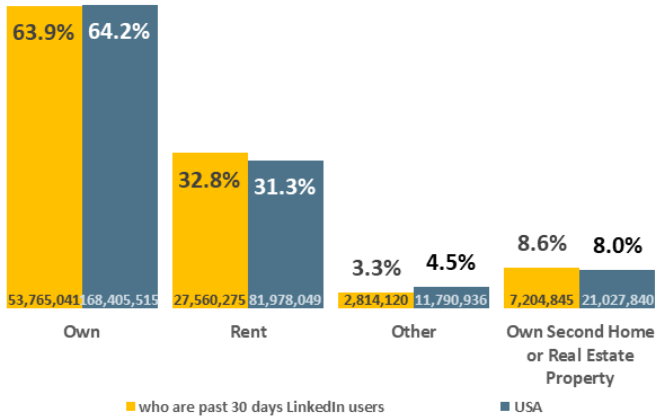
Apps or websites used or visited past 30 days:Social media: LinkedIn

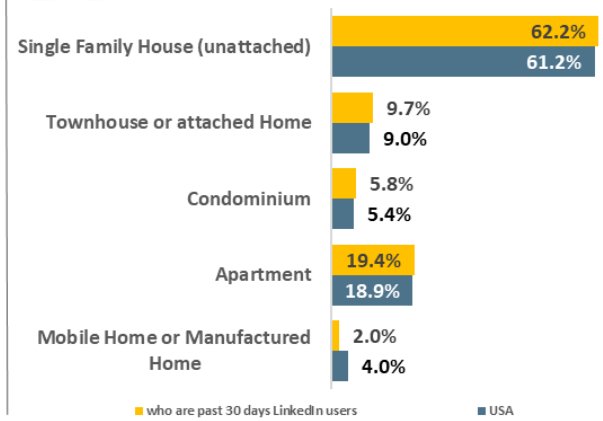
P18+

32.1% or 84,139,436 of USA Adults 18 or older are past 30 days LinkedIn users.
Adults 18 or older who are past 30 days LinkedIn users are .5% less likely to own their home, 30.5% more likely to own a higher valued home, 1.6% more likely to have a single-family home, 1.8% more likely to have a dog.

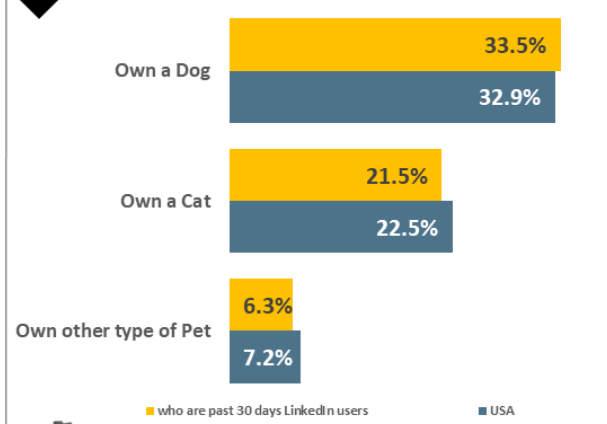
Own/Rent/Other: Adults 18 or older



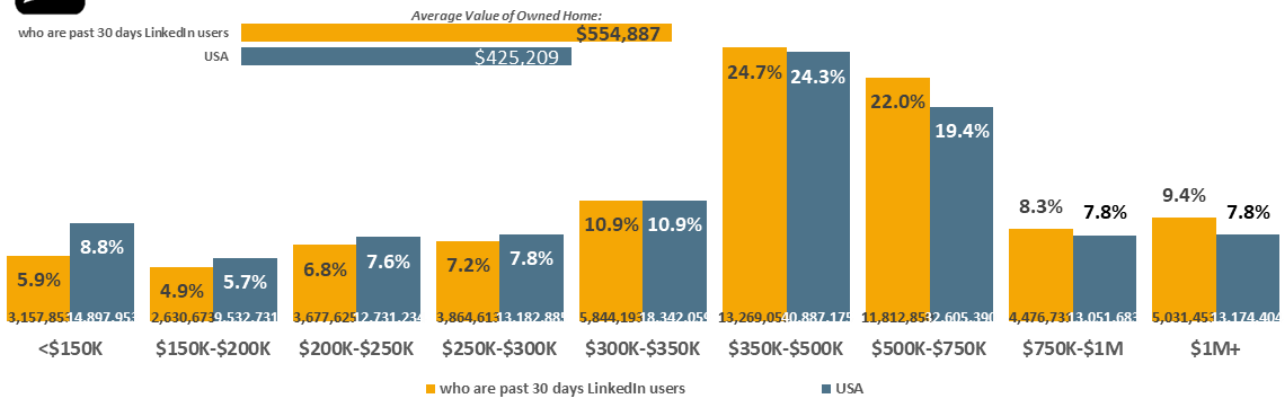
Type of Home: Adults 18 or older



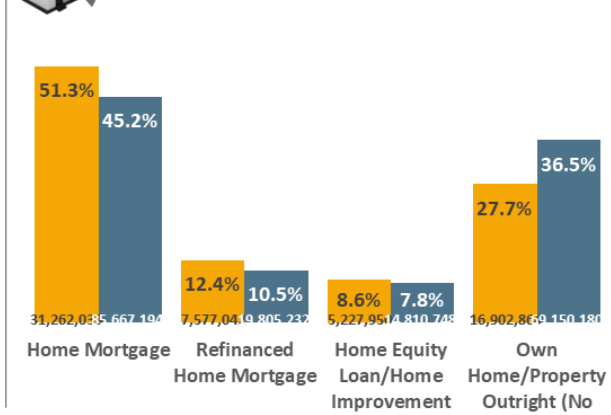
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



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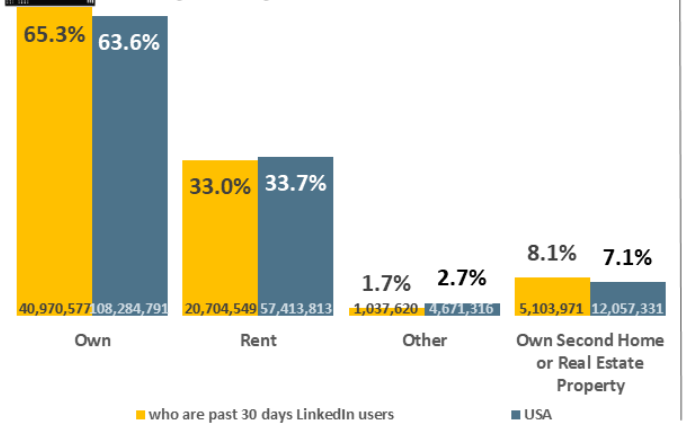
Apps or websites used or visited past 30 days:Social media: LinkedIn

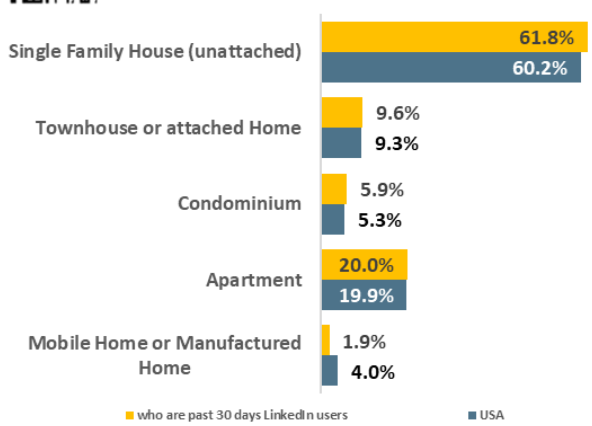
P25-64

36.8% or 62,712,746 of USA Adults 25 - 64 are past 30 days LinkedIn users.
Adults 25 - 64 who are past 30 days LinkedIn users are 2.8% more likely to own their home, 31.1% more likely to own a higher valued home, 2.6% more likely to have a single-family home, 1.4% less likely to have a dog.

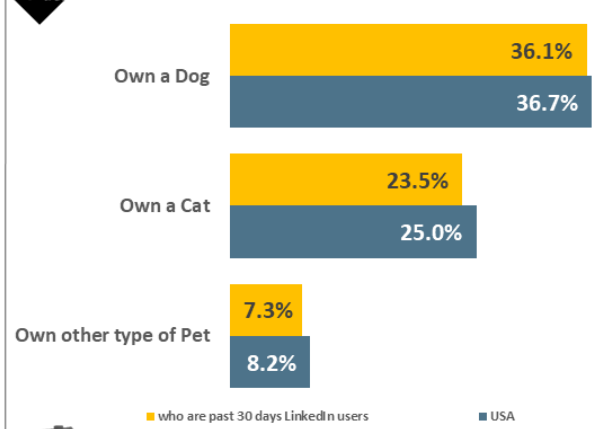
Own/Rent/Other: Adults 25 - 64



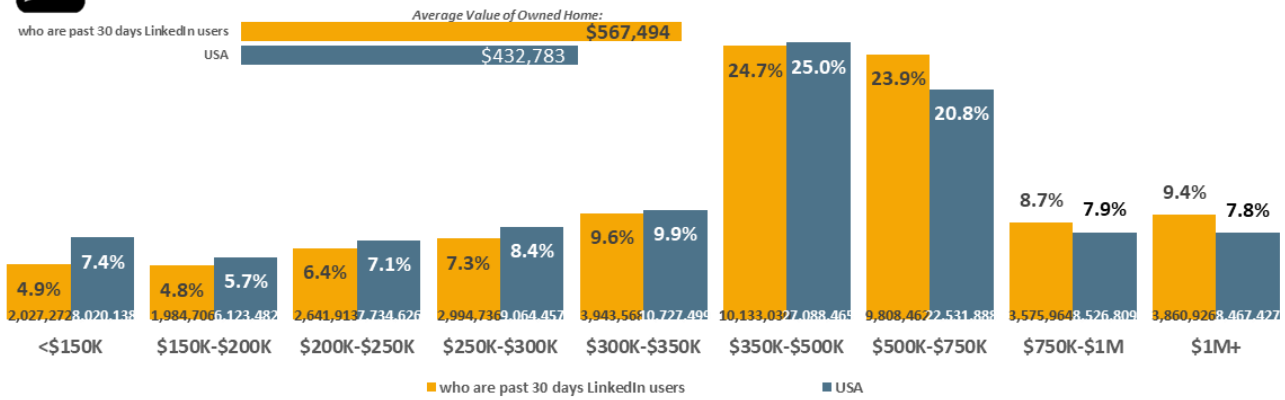
Type of Home: Adults 25 - 64



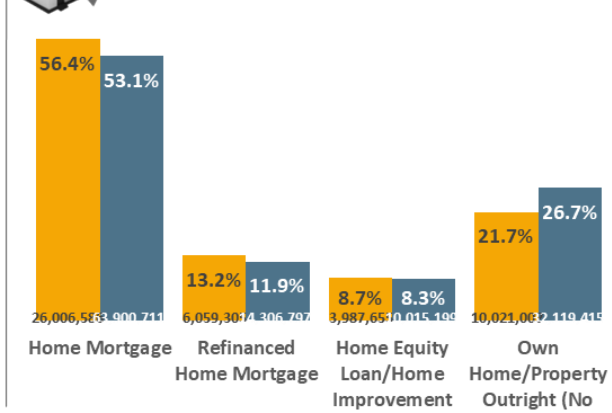
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



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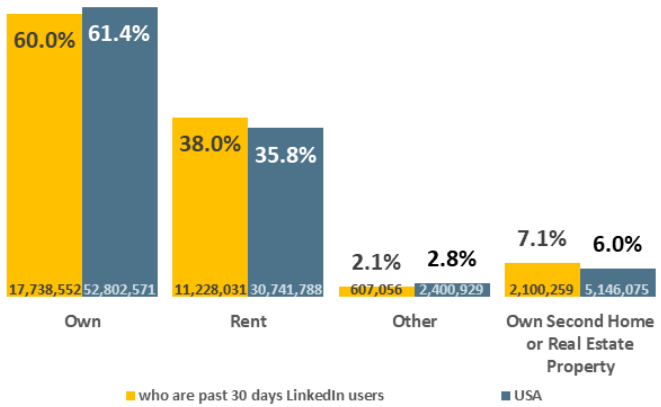
Apps or websites used or visited past 30 days:Social media: LinkedIn

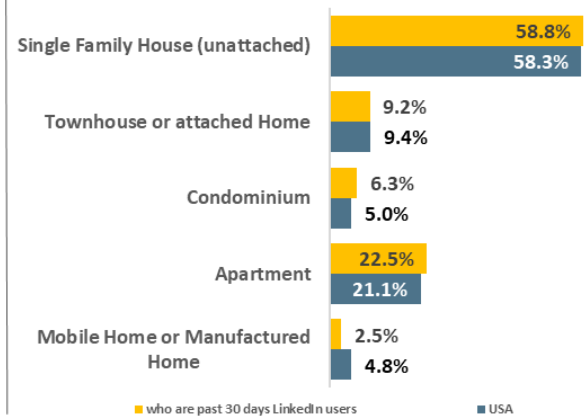
W25-64

34.4% or 29,573,639 of USA Women 25 - 64 are past 30 days LinkedIn users.
Women 25 - 64 who are past 30 days LinkedIn users are 2.4% less likely to own their home, 31.7% more likely to own a higher valued home, .8% more likely to have a single-family home, 3.3% less likely to have a dog.

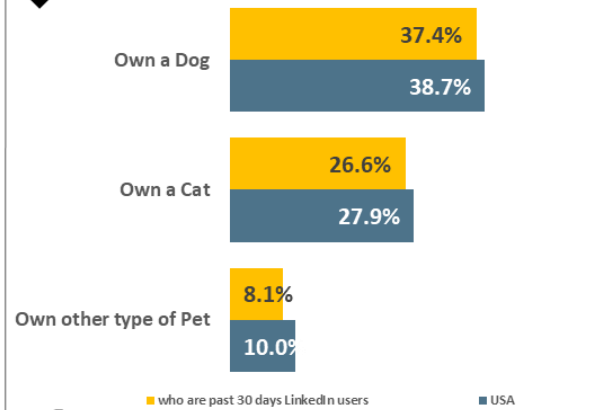
Own/Rent/Other: Women 25 - 64



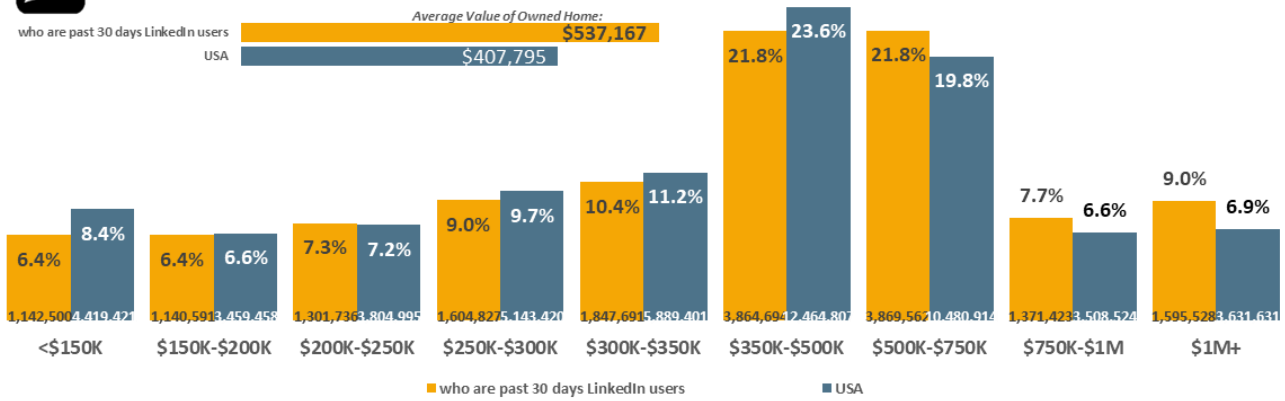
Type of Home: Women 25 - 64



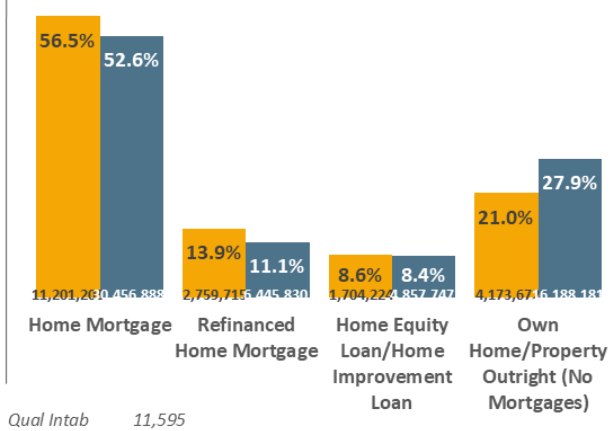
Pets in Home: Women 25 - 64



Value of Owned Home: Women 25 - 64



Home Loans: Women 25 - 64



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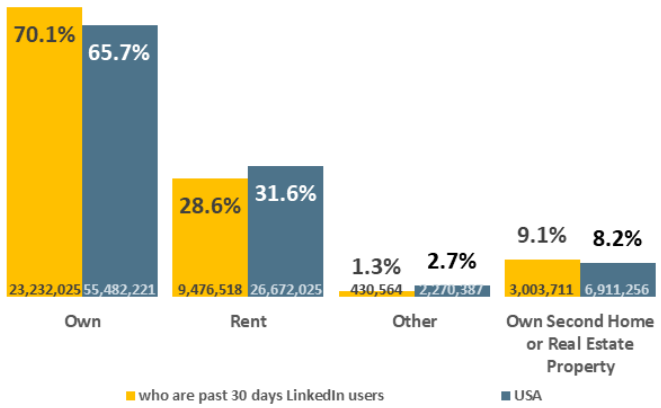
Apps or websites used or visited past 30 days:Social media: LinkedIn

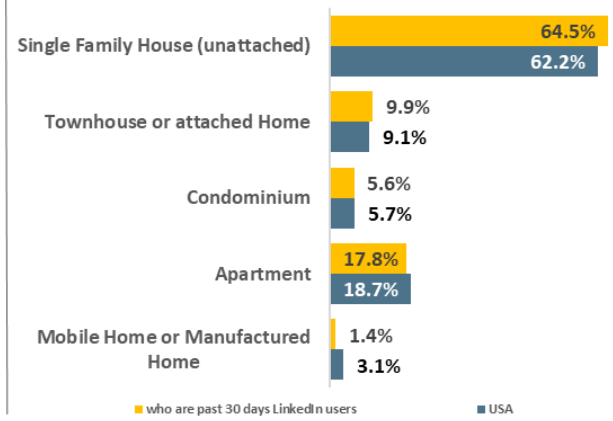
M25-64

39.3% or 33,139,107 of USA Men 25 - 64 are past 30 days LinkedIn users.
Men 25 - 64 who are past 30 days LinkedIn users are 6.7% more likely to own their home, 29.4% more likely to own a higher valued home, 3.8% more likely to have a single-family home, 1.1% more likely to own a dog.

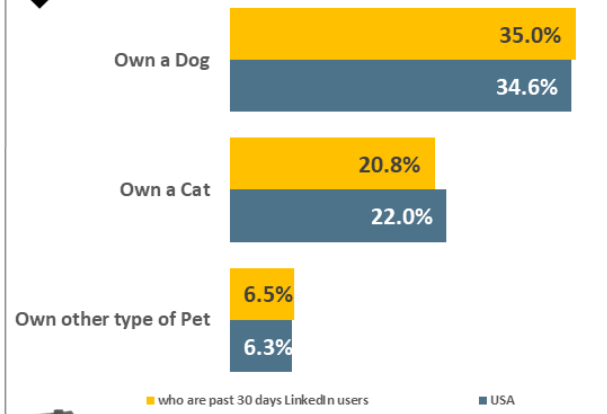
Own/Rent/Other: Men 25 - 64



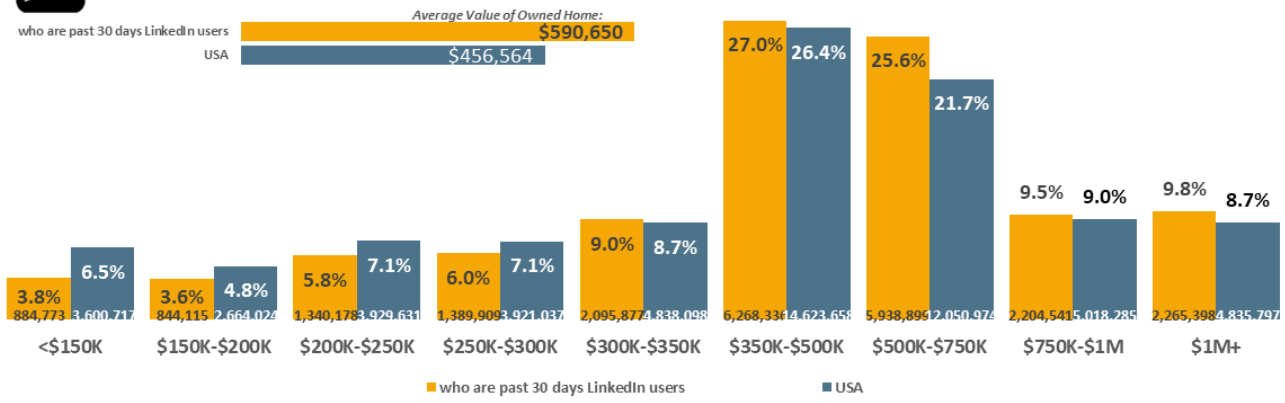
Type of Home: Men 25 - 64



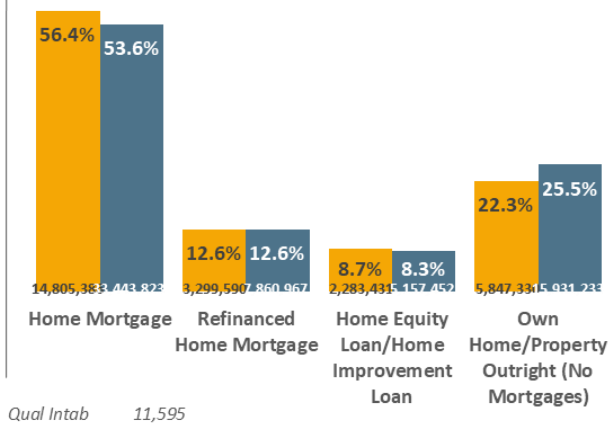
Pets in Home: Men 25 - 64



Value of Owned Home: Men 25 - 64



Home Loans: Men 25 - 64



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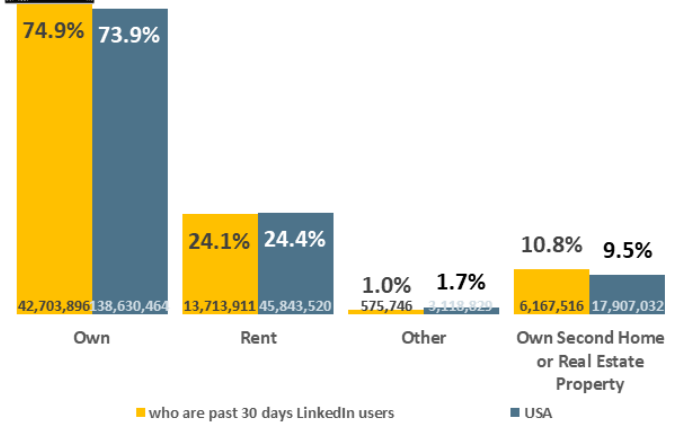
Apps or websites used or visited past 30 days:Social media: LinkedIn

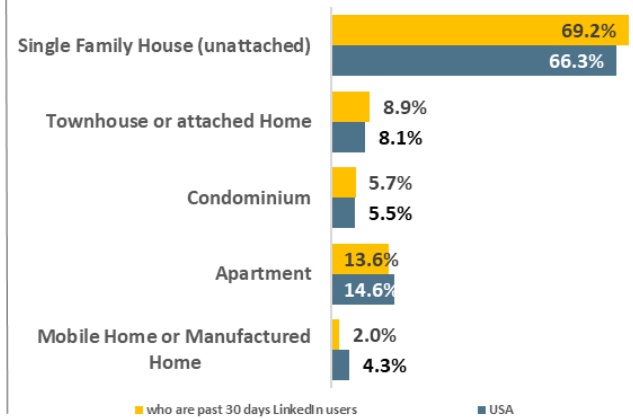
P35+

30.4% or 56,993,552 of USA Adults 35 or older are past 30 days LinkedIn users.
Adults 35 or older who are past 30 days LinkedIn users are 1.4% more likely to own their home, 35.1% more likely to own a higher valued home, 4.3% more likely to have a single-family home, 3.8% more likely to have a dog.

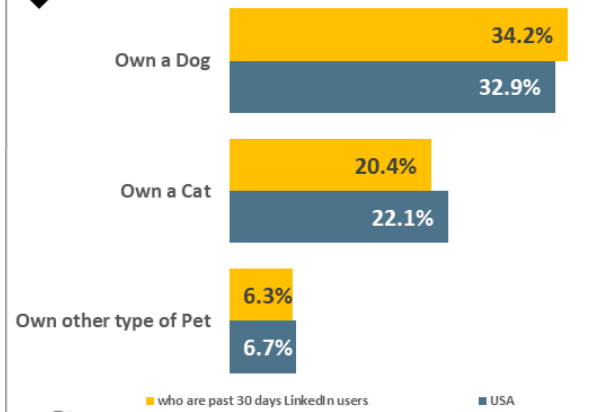
Own/Rent/Other: Adults 35 or older



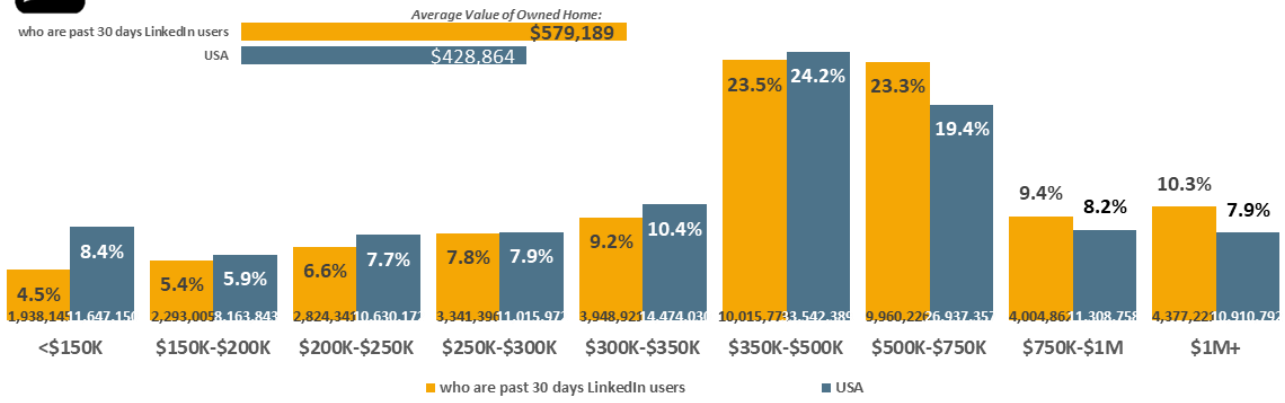
Type of Home: Adults 35 or older



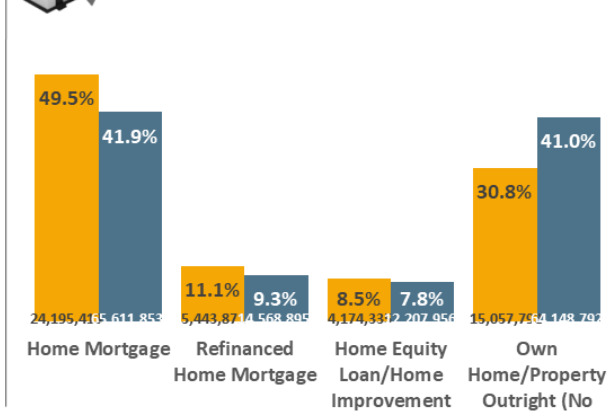
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



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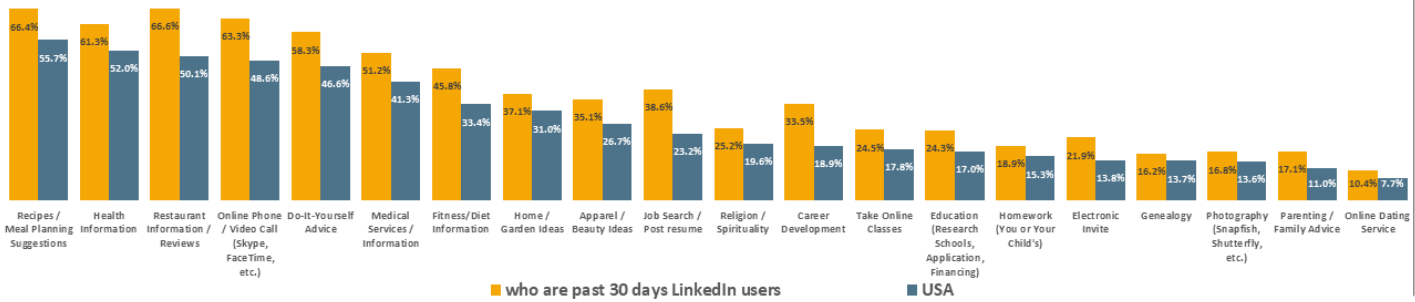
Apps or websites used or visited past 30 days:Social media: LinkedIn

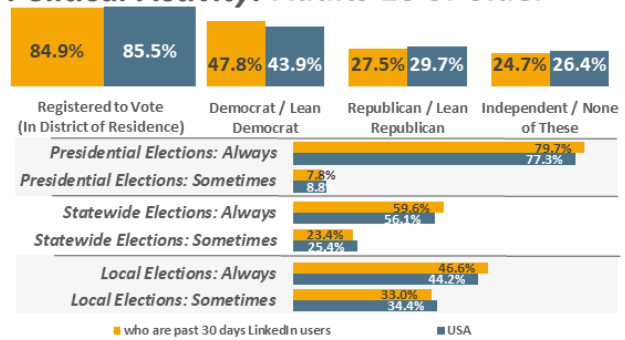
P18+

32.1% or 84,139,436 of USA Adults 18 or older are past 30 days LinkedIn users.
Adults 18 or older who are past 30 days LinkedIn users are 25.3% more likely to look up D-I-Y advice online, 5.4% more likely to always vote in local elections, 14.8% more likely to belong to a gym, 15.1% more likely to fly domestic past yr.

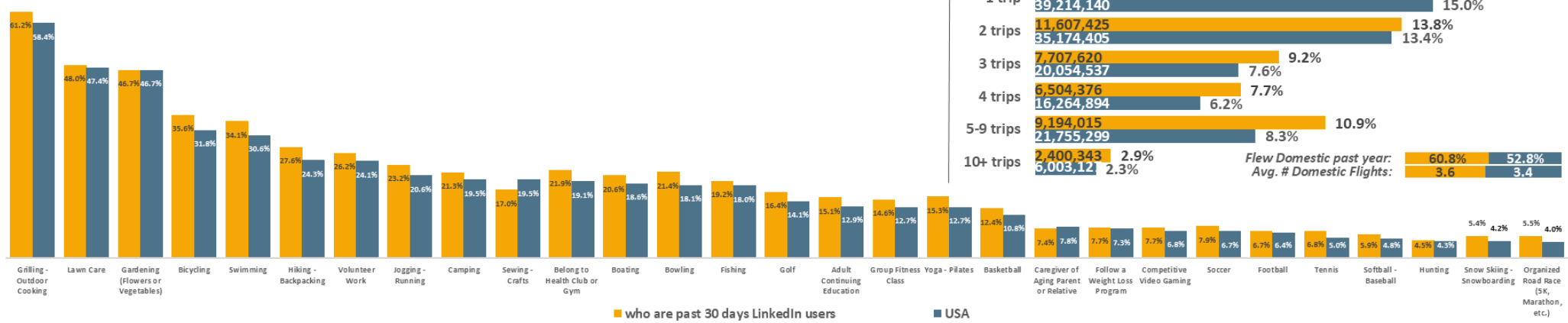
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

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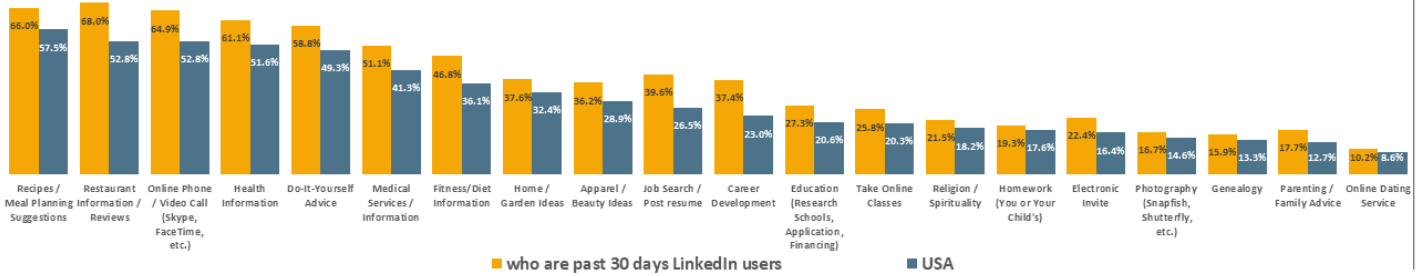
Apps or websites used or visited past 30 days:Social media: LinkedIn

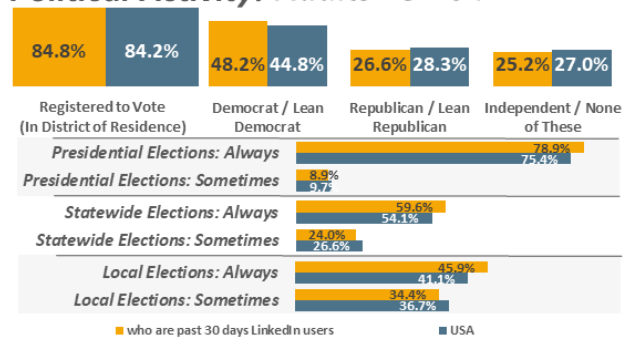
P25-64

36.8% or 62,712,746 of USA Adults 25 - 64 are past 30 days LinkedIn users.
Adults 25 - 64 who are past 30 days LinkedIn users are 19.3% more likely to look up D-I-Y advice online, 11.6% more likely to always vote in local elections, 12.9% more likely to belong to a gym, 12.1% more likely to fly domestic past yr.

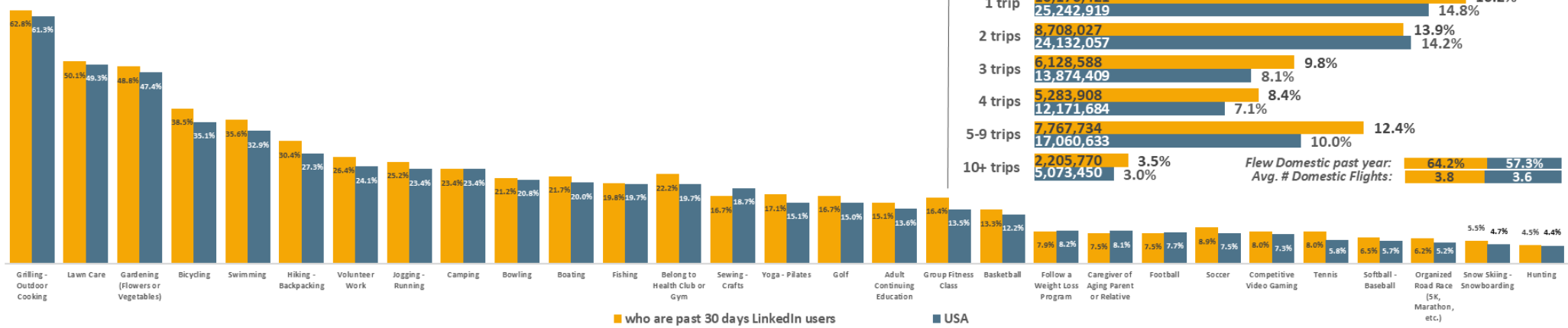
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

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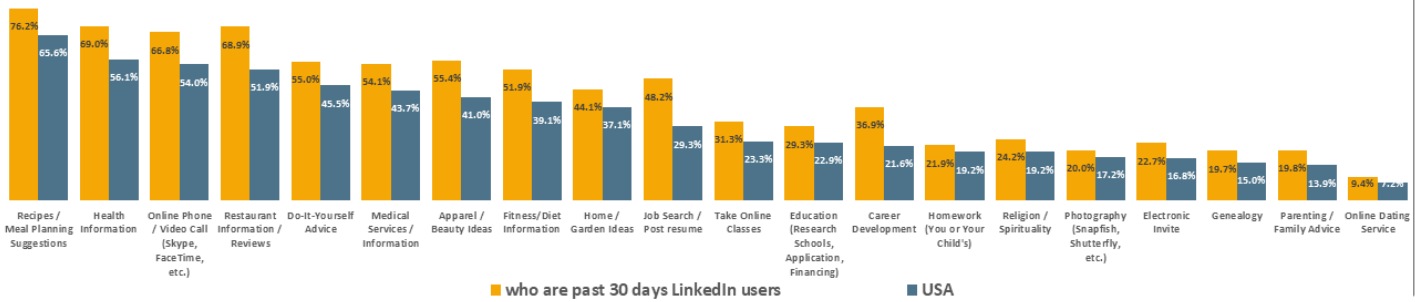
Apps or websites used or visited past 30 days:Social media: LinkedIn

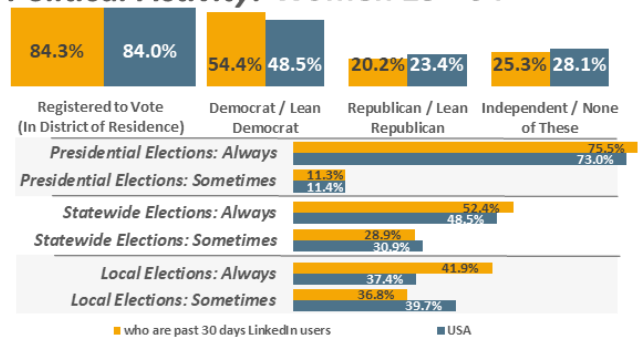
W25-64

34.4% or 29,573,639 of USA Women 25 - 64 are past 30 days LinkedIn users.
Women 25 - 64 who are past 30 days LinkedIn users are 20.8% more likely to look up D-I-Y advice online, 12.% more likely to always vote in local elections, 17.2% more likely to belong to a gym, 10.2% more likely to fly domestic past yr.

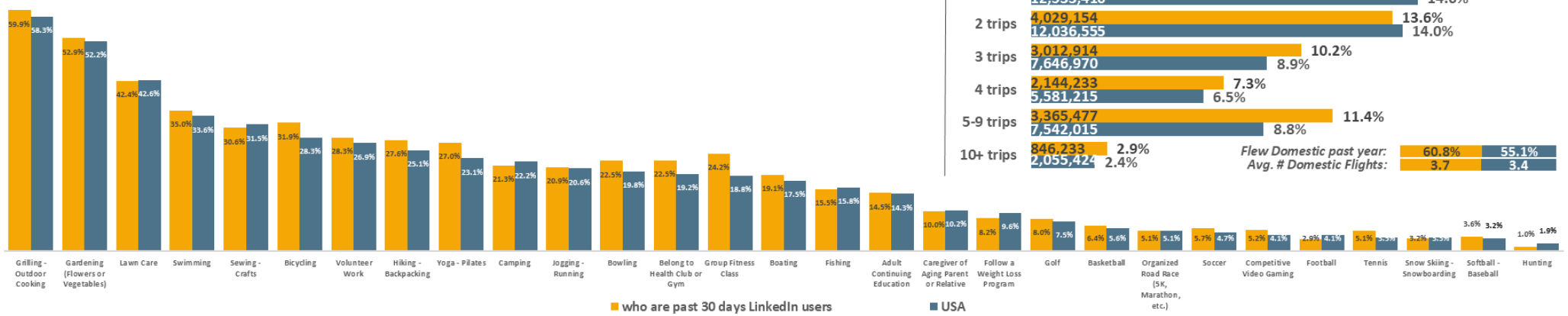
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 64



Political Activity: Women 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Women 25 - 64



Past 12-months Domestic Airline Trips: Women 25 - 64

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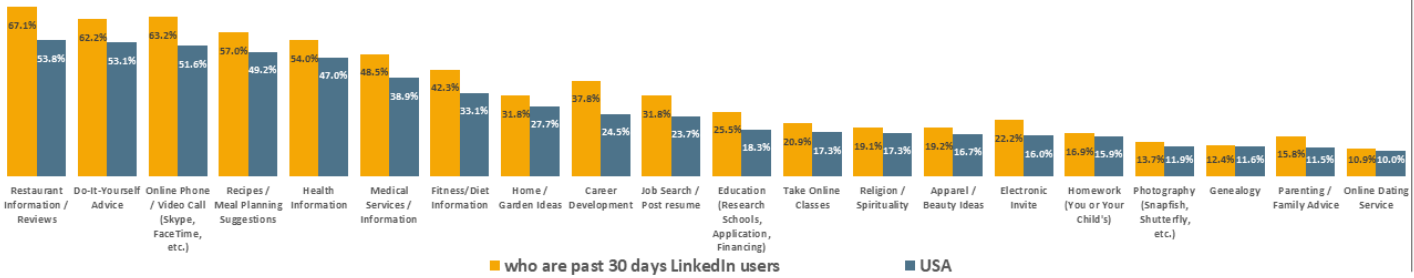
Apps or websites used or visited past 30 days:Social media: LinkedIn

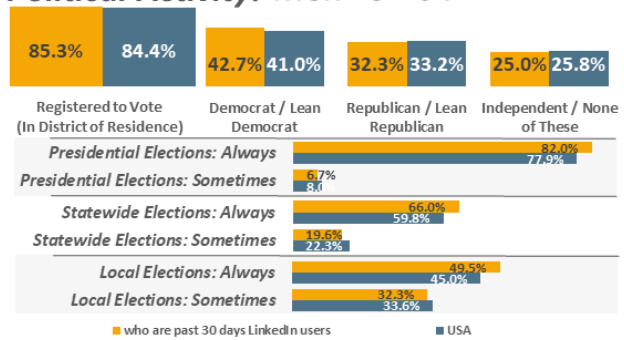
M25-64

39.3% or 33,139,107 of USA Men 25 - 64 are past 30 days LinkedIn users.
Men 25 - 64 who are past 30 days LinkedIn users are 17.2% more likely to look up D-I-Y advice online, 10.1% more likely to always vote in local elections, 8.9% more likely to belong to a gym, 13.2% more likely to fly domestic past yr.

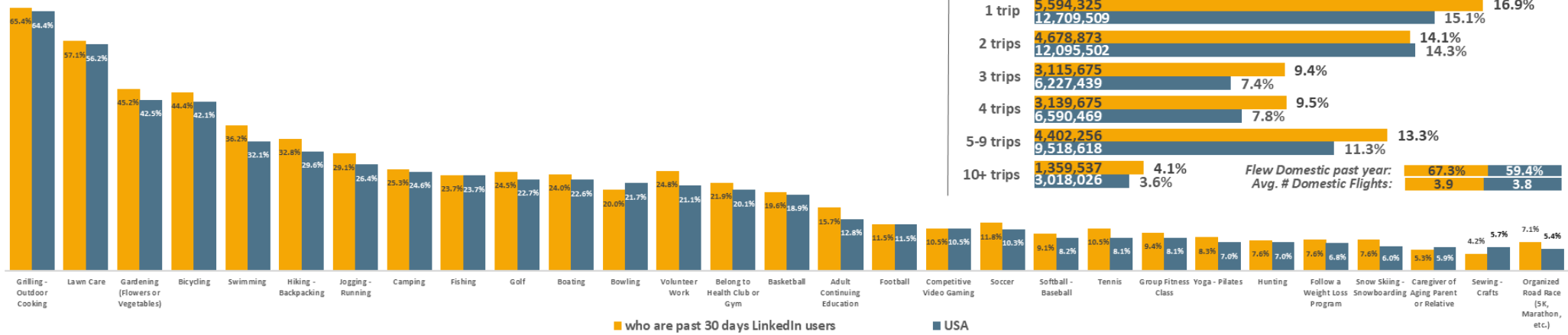
Top-20 past 30-days Online Lifestyle Activites: Men 25 - 64



Political Activity: Men 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Men 25 - 64



Past 12-months Domestic Airline Trips: Men 25 - 64

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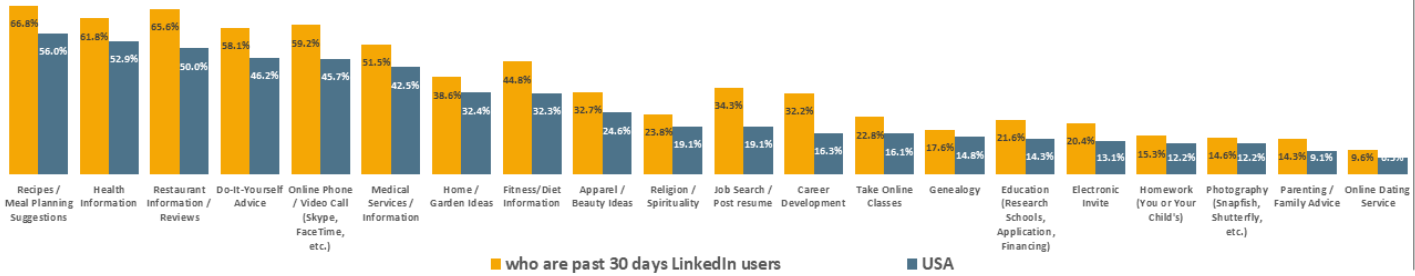
Apps or websites used or visited past 30 days:Social media: LinkedIn

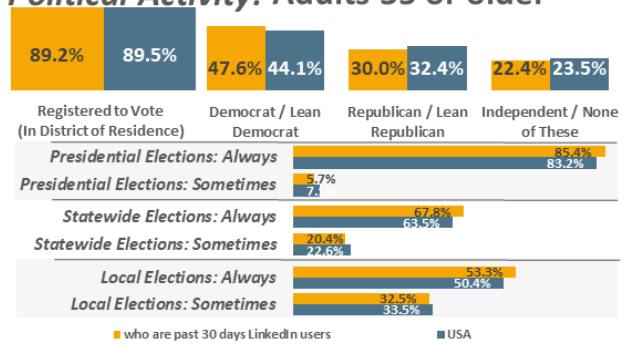
P35+

30.4% or 56,993,552 of USA Adults 35 or older are past 30 days LinkedIn users.
Adults 35 or older who are past 30 days LinkedIn users are 26.4% more likely to look up D-I-Y advice online, 5.7% more likely to always vote in local elections, 15.7% more likely to belong to a gym, 17.2% more likely to fly domestic past yr.

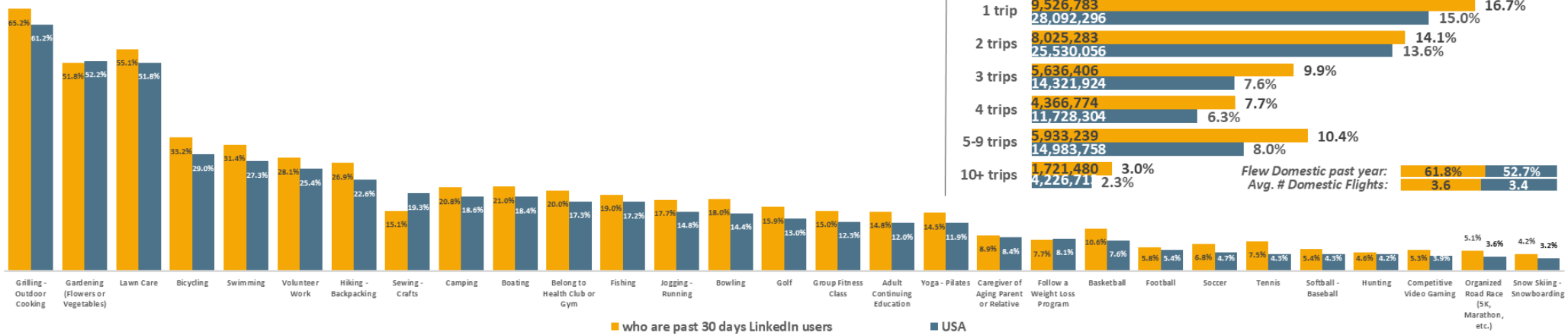
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



Political Activity: Adults 35 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 35 or older



Past 12-months Domestic Airline Trips: Adults 35 or older

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

P18+

32.1% or 84,139,436 of USA Adults 18 or older are past 30 days LinkedIn users.
Adults 18 or older who are past 30 days LinkedIn users are 1.2% more likely to use QSRs past mo., 2.9% more likely to use Sit-Down Restaurants past mo., 5.9% less likely to use Casinos past yr., 9.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
89.8% 88.7%
75,543,599 232,648,737

Avg. Monthly QSR Meals:
6.5 6.4

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



Total Monthly Sit-Down Restaurant Users:
77.7% 75.5%
65,396,450 198,017,903

Avg. Monthly Sit-Down Restaurant Meals:
4.0 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



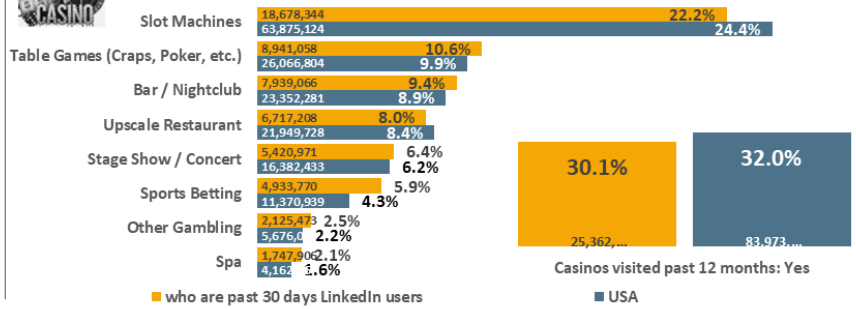
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who are past 30 days LinkedIn users 19.7%
USA 17.1%

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



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

P25-64

36.8% or 62,712,746 of USA Adults 25 - 64 are past 30 days LinkedIn users.
Adults 25 - 64 who are past 30 days LinkedIn users are .5% more likely to use QSRs past mo., 3.2% more likely to use Sit-Down Restaurants past mo., 5.8% less likely to use Casinos past yr., 16.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users:

who are past 30 days LinkedIn users	USA
90.3%	89.8%
56,619,398	153,020,749

Avg. Monthly QSR Meals:

who are past 30 days LinkedIn users	USA
6.7	6.7

Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



Total Monthly Sit-Down Restaurant Users:

who are past 30 days LinkedIn users	USA
78.7%	76.2%
49,338,607	129,897,801

Avg. Monthly Sit-Down Restaurant Meals:

who are past 30 days LinkedIn users	USA
4.0	4.0

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

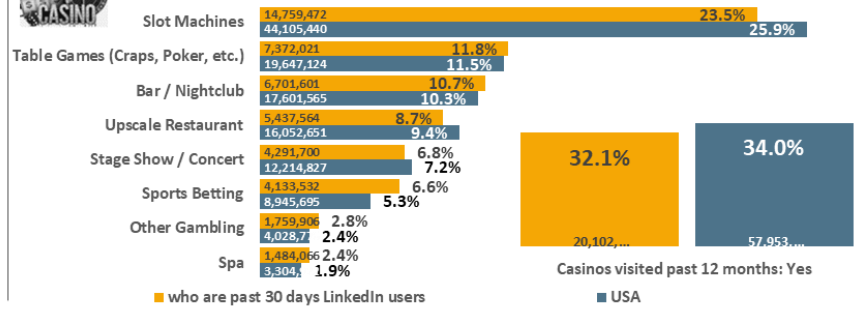
who are past 30 days LinkedIn users	USA
22.2%	19.8%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



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

W25-64

34.4% or 29,573,639 of USA Women 25 - 64 are past 30 days LinkedIn users.
Women 25 - 64 who are past 30 days LinkedIn users are .8% more likely to use QSRs past mo., 3.8% more likely to use Sit-Down Restaurants past mo., 1.5% less likely to use Casinos past yr., 20.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 64



Total Monthly QSR Users:
91.2% 90.4%
26,971,931 77,729,176

Avg. Monthly QSR Meals:
6.8 6.6

Past 30-days Sit-Down Restaurant Users: Women 25 - 64



Total Monthly Sit-Down Restaurant Users:
78.5% 75.6%
23,207,798 64,993,629

Avg. Monthly Sit-Down Restaurant Meals:
4.0 4.0

Top-10 Cuisines: Women 25 - 64

(Sit-Down Restaurants Used Past 30-days)



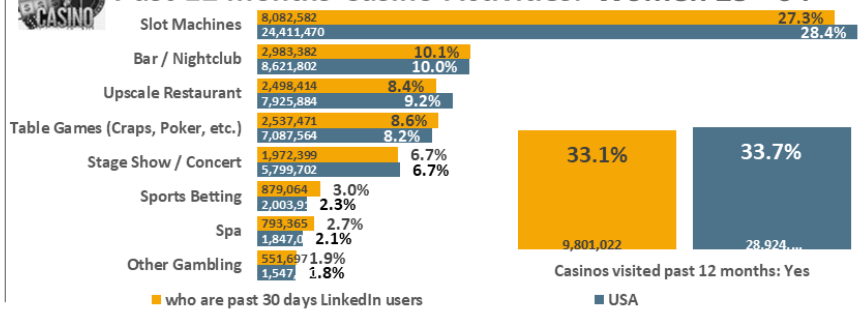
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who are past 30 days LinkedIn users 7,894,090 26.7%
USA 22.5%

Drank Past 30-days: Women 25 - 64



Past 12 months Casino Activities: Women 25 - 64





Used Past 30-days: Women 25 - 64



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Scarborough R1 2024: Aug23-Apr24 *USA Projection* *Qual Intab* *11,595*

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

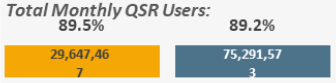
M25-64

39.3% or 33,139,107 of USA Men 25 - 64 are past 30 days LinkedIn users.
Men 25 - 64 who are past 30 days LinkedIn users are .3% more likely to use QSRs past mo., 2.6% more likely to use Sit-Down Restaurants past mo., 9.6% less likely to use Casinos past yr., 10.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Men 25 - 64



Total Monthly QSR Users:



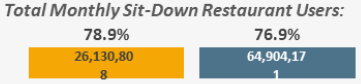
Avg. Monthly QSR Meals:



Past 30-days Sit-Down Restaurant Users: Men 25 - 64



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

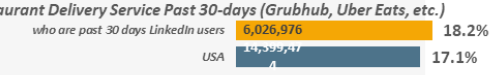


Top-10 Cuisines: Men 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

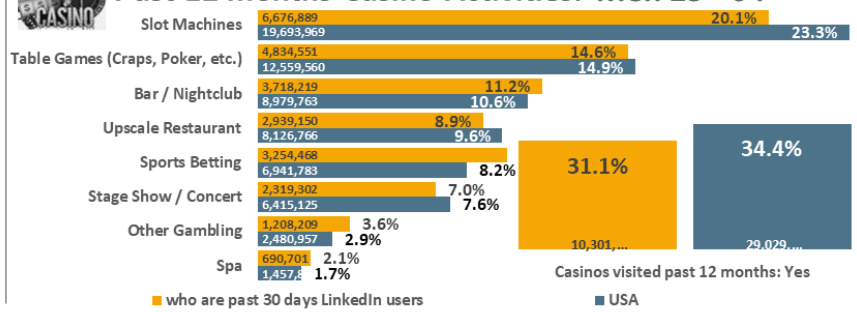


Drank Past 30-days: Men 25 - 64



Past 12 months Casino Activities: Men 25 - 64





Used Past 30-days: Men 25 - 64



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

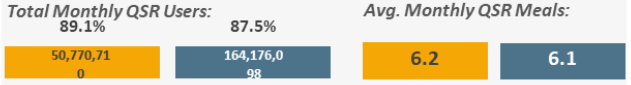
P35+

30.4% or 56,993,552 of USA Adults 35 or older are past 30 days LinkedIn users.
Adults 35 or older who are past 30 days LinkedIn users are 1.8% more likely to use QSRs past mo., 2.8% more likely to use Sit-Down Restaurants past mo., 5.2% less likely to use Casinos past yr., 8.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 or older



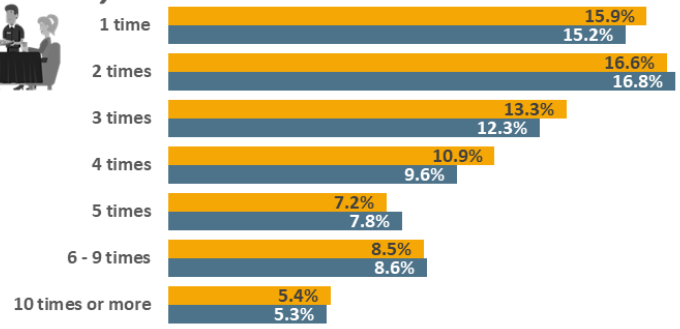
Total Monthly QSR Users:



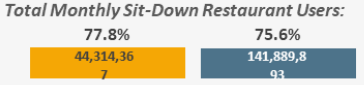
Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 35 or older





Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 35 or older

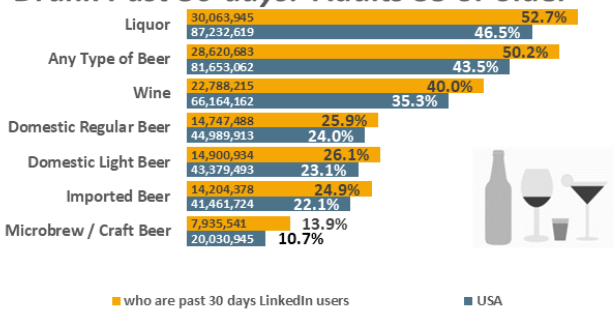
(Sit-Down Restaurants Used Past 30-days)



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

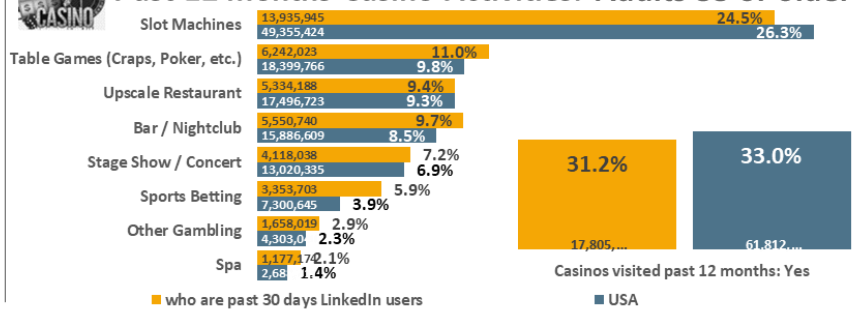


Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older





Used Past 30-days: Adults 35 or older



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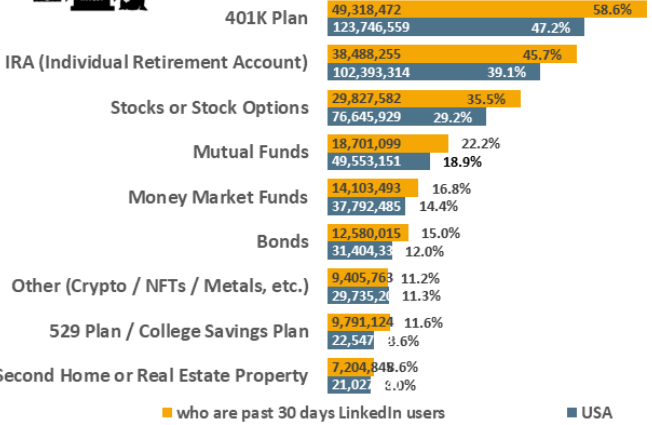
Scarborough R1 2024: Aug23-Apr24 *USA Projection* *Qual Intab* *11,595*

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

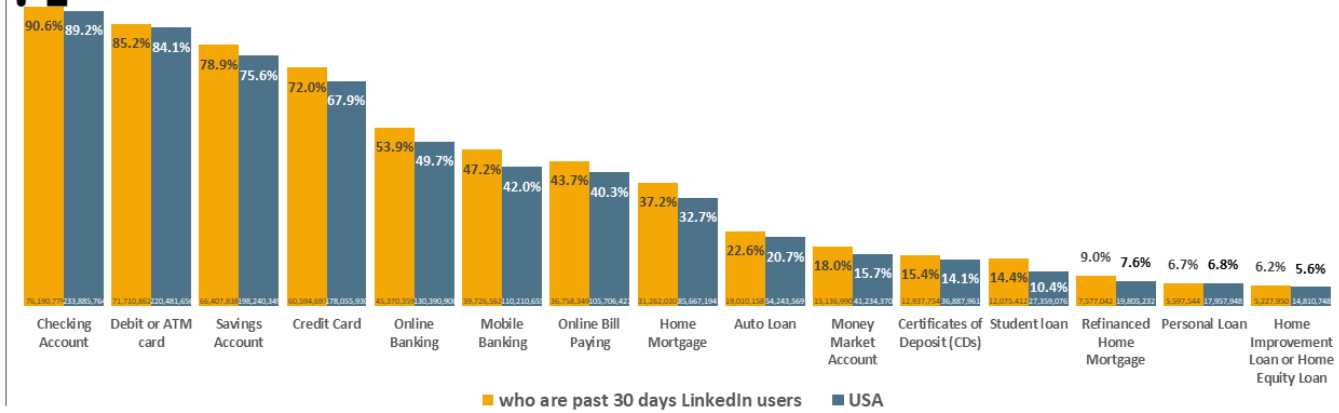
P18+

32.1% or 84,139,436 of USA Adults 18 or older are past 30 days LinkedIn users.
Adults 18 or older who are past 30 days LinkedIn users are 24.2% more likely to have a 401K, 9.2% more likely to have an Auto Loan, 26.1% more likely to Invest/Trade Stocks Online, 4.2% less likely to pay with their Debit Card.

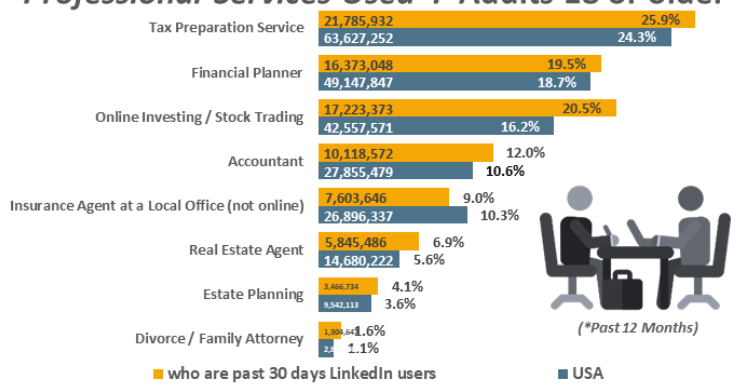
Investments Owned: Adults 18 or older



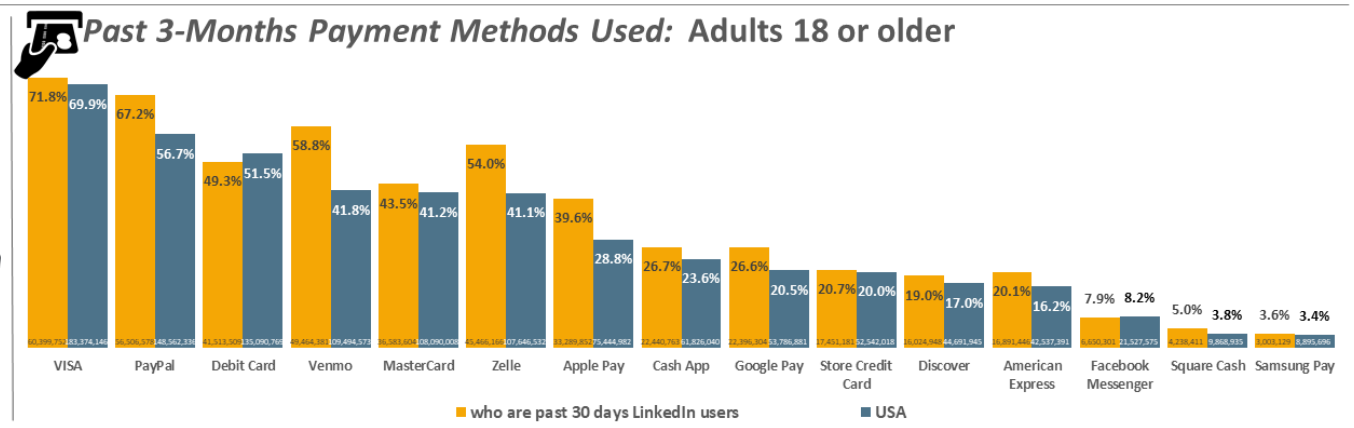
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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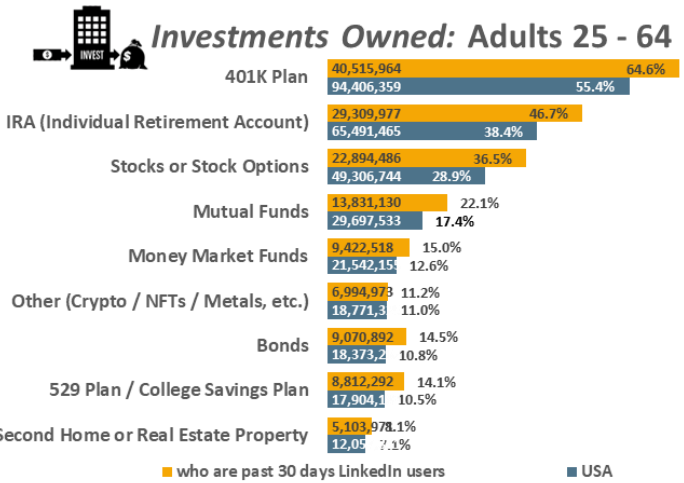
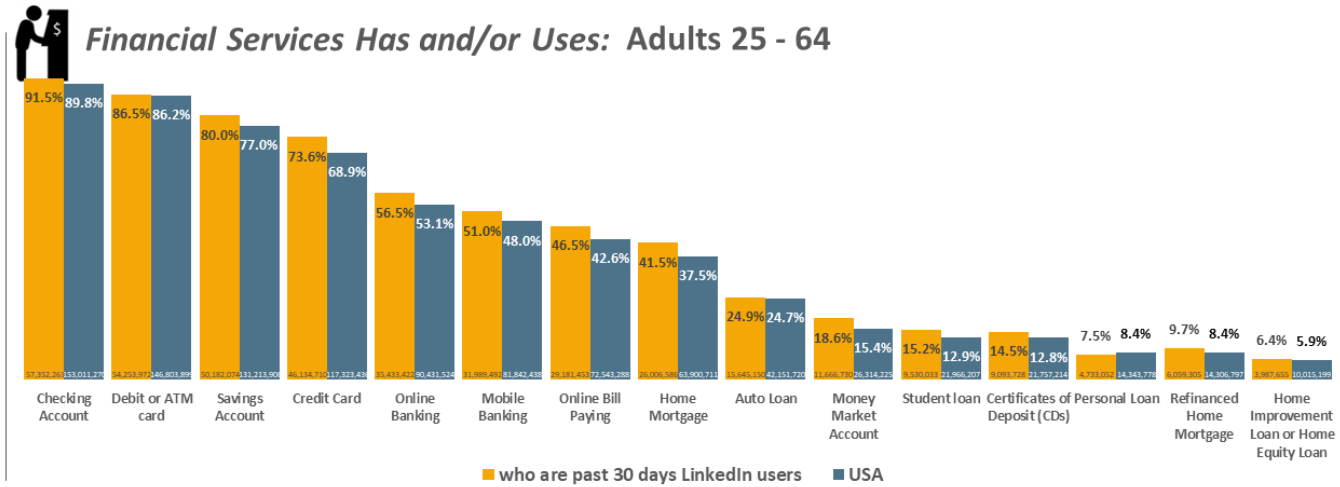
P25-64

36.8% or 62,712,746 of USA Adults 25 - 64 are past 30 days LinkedIn users.
Adults 25 - 64 who are past 30 days LinkedIn users are 16.6% more likely to have a 401K, .8% more likely to have an Auto Loan, 22.% more likely to Invest/Trade Stocks Online, 9.% less likely to pay with their Debit Card.

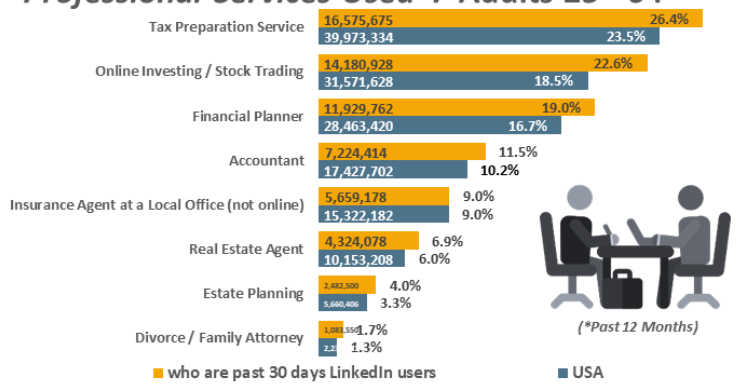
Investments Owned: Adults 25 - 64



Financial Services Has and/or Uses: Adults 25 - 64

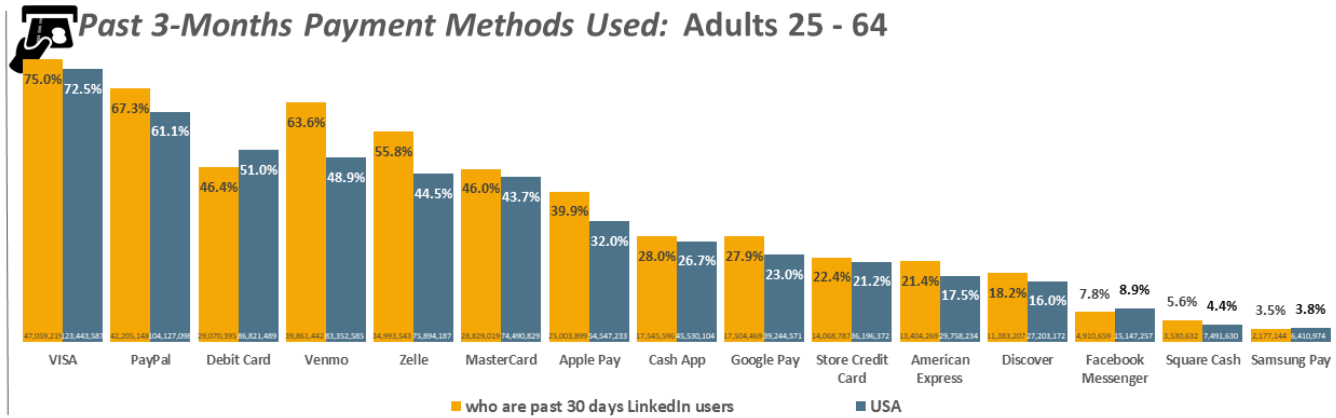


Professional Services Used:* Adults 25 - 64



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 25 - 64



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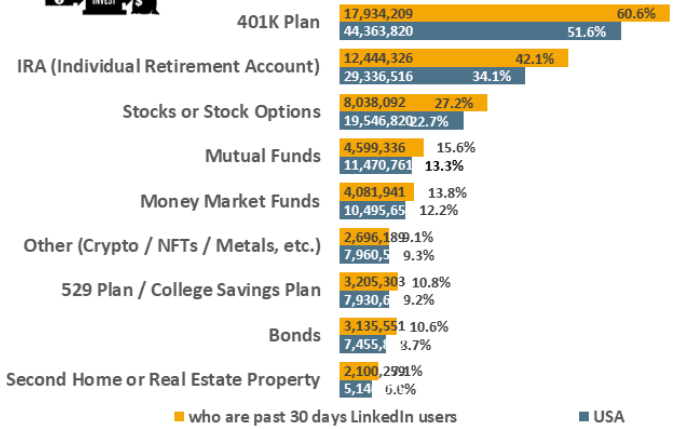
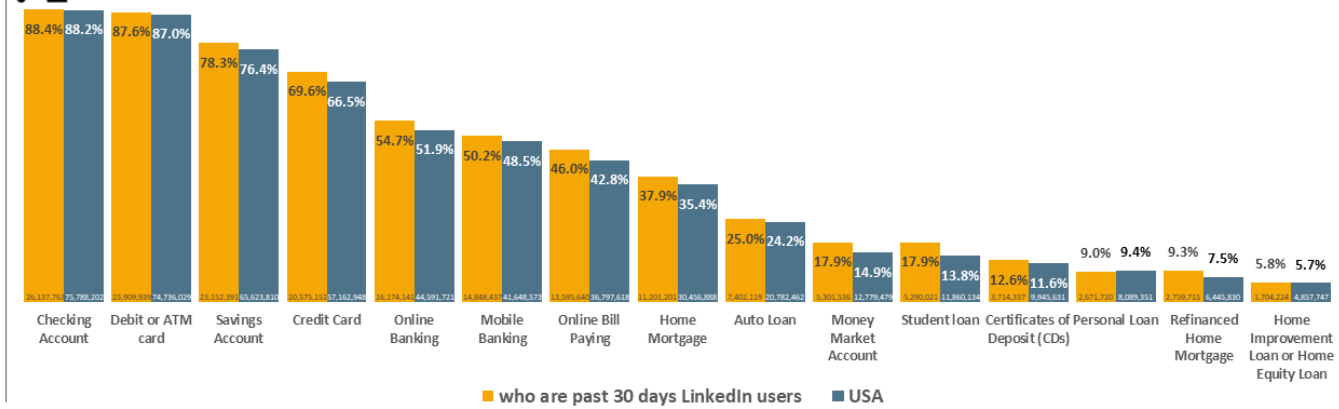
Investments Owned: Women 25 - 64



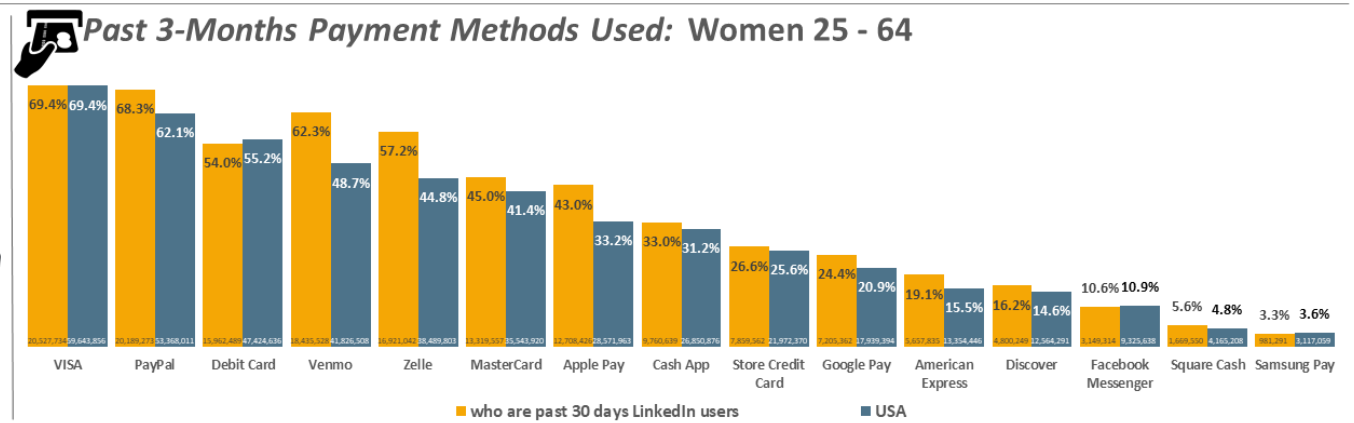
Financial Services Has and/or Uses: Women 25 - 64



Professional Services Used:* Women 25 - 64



Past 3-Months Payment Methods Used: Women 25 - 64



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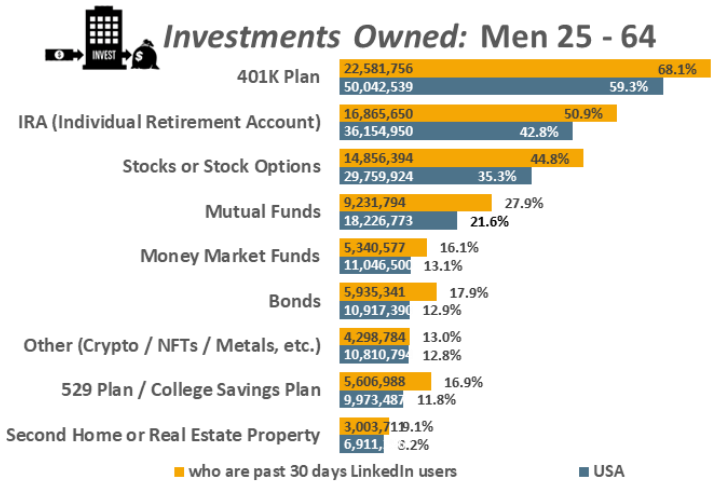
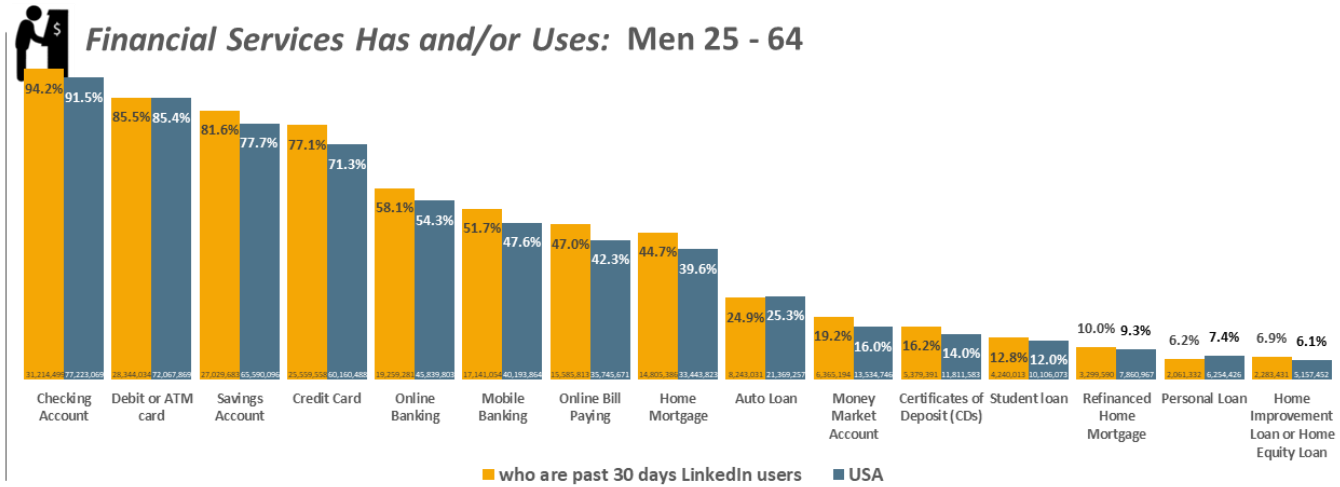
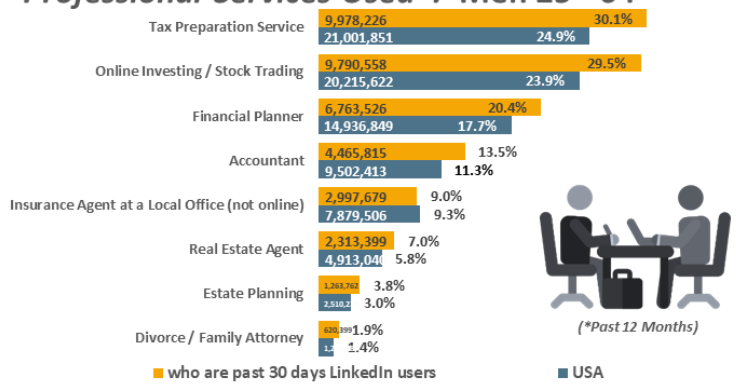
Investments Owned: Men 25 - 64



Financial Services Has and/or Uses: Men 25 - 64

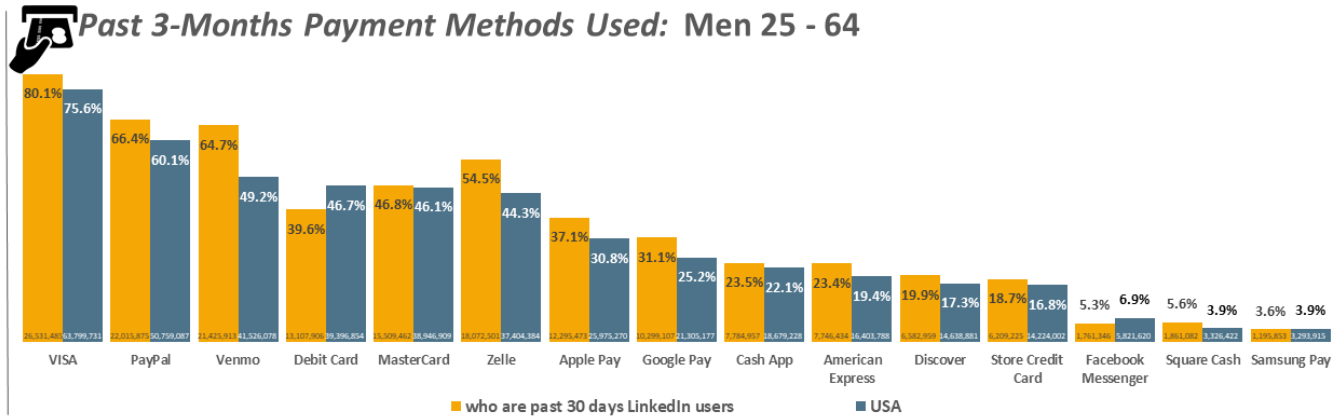


Professional Services Used:* Men 25 - 64



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Men 25 - 64



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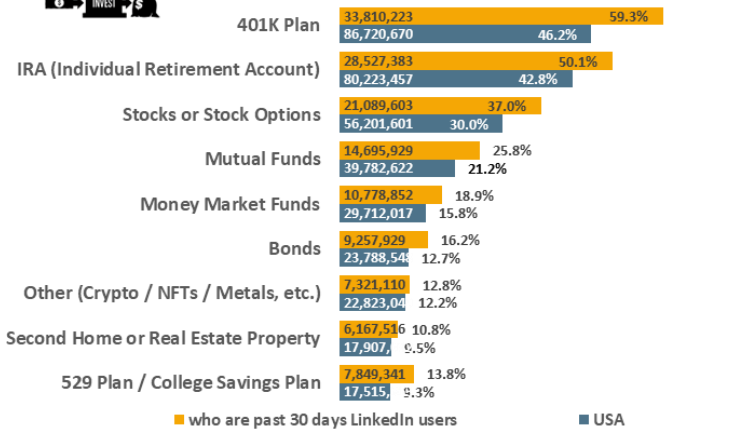
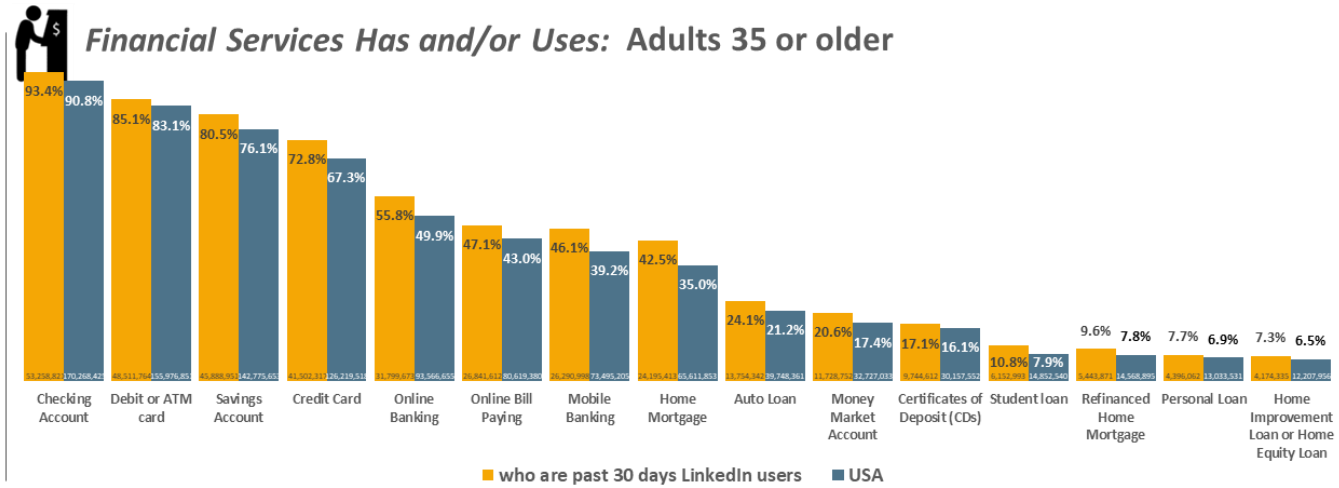
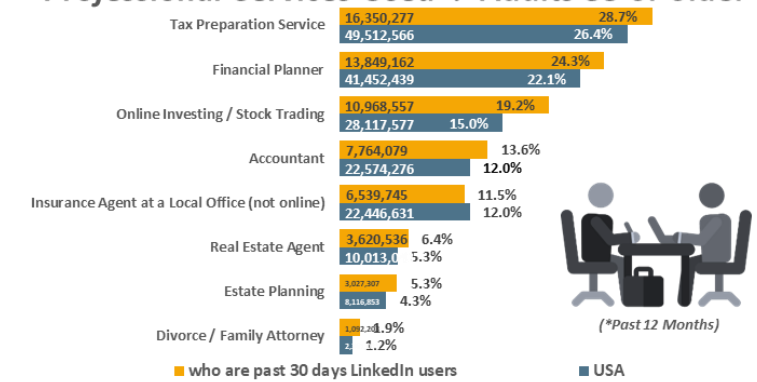
Investments Owned: Adults 35 or older



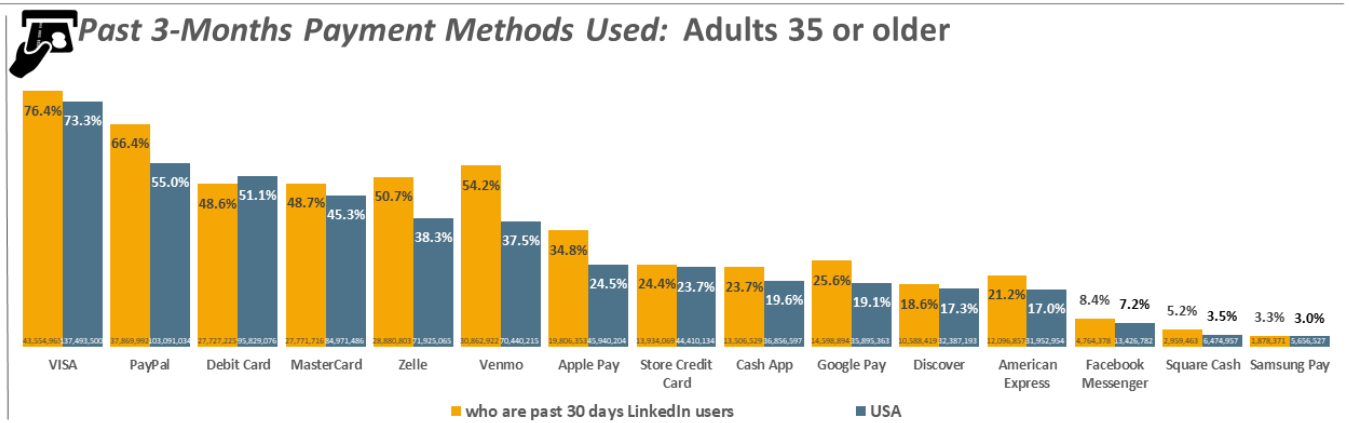
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used:* Adults 35 or older



Past 3-Months Payment Methods Used: Adults 35 or older



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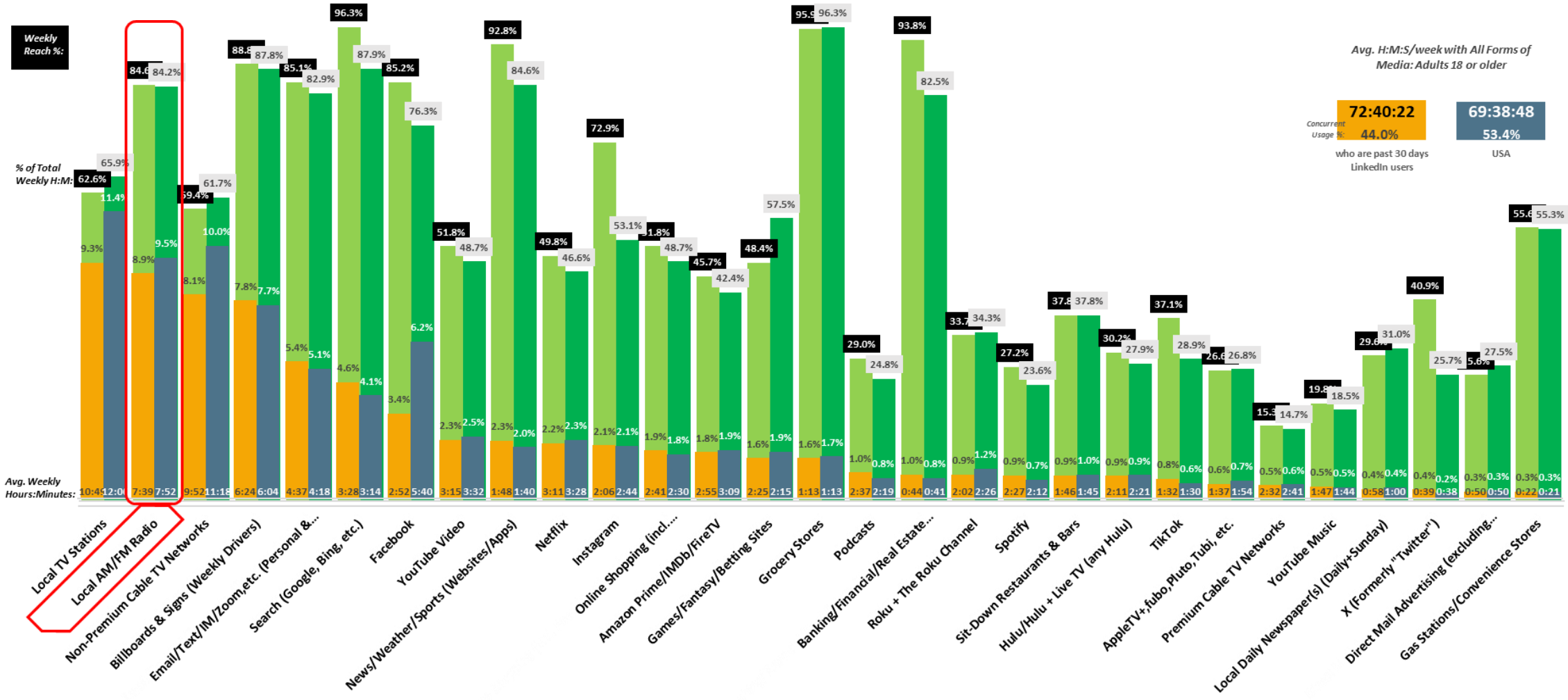
Scarborough R1 2024: Aug23-Apr24 USA Projection Qual Intab 11,595

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

P18+

Adults 18 or older who are past 30 days LinkedIn users spend an average of 3 days, 0 hours, 40 minutes and 22 seconds each week with All Forms of Media.

84.6% of Adults 18 or older who are past 30 days LinkedIn users spend an avg. of 7 hours and 39 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.



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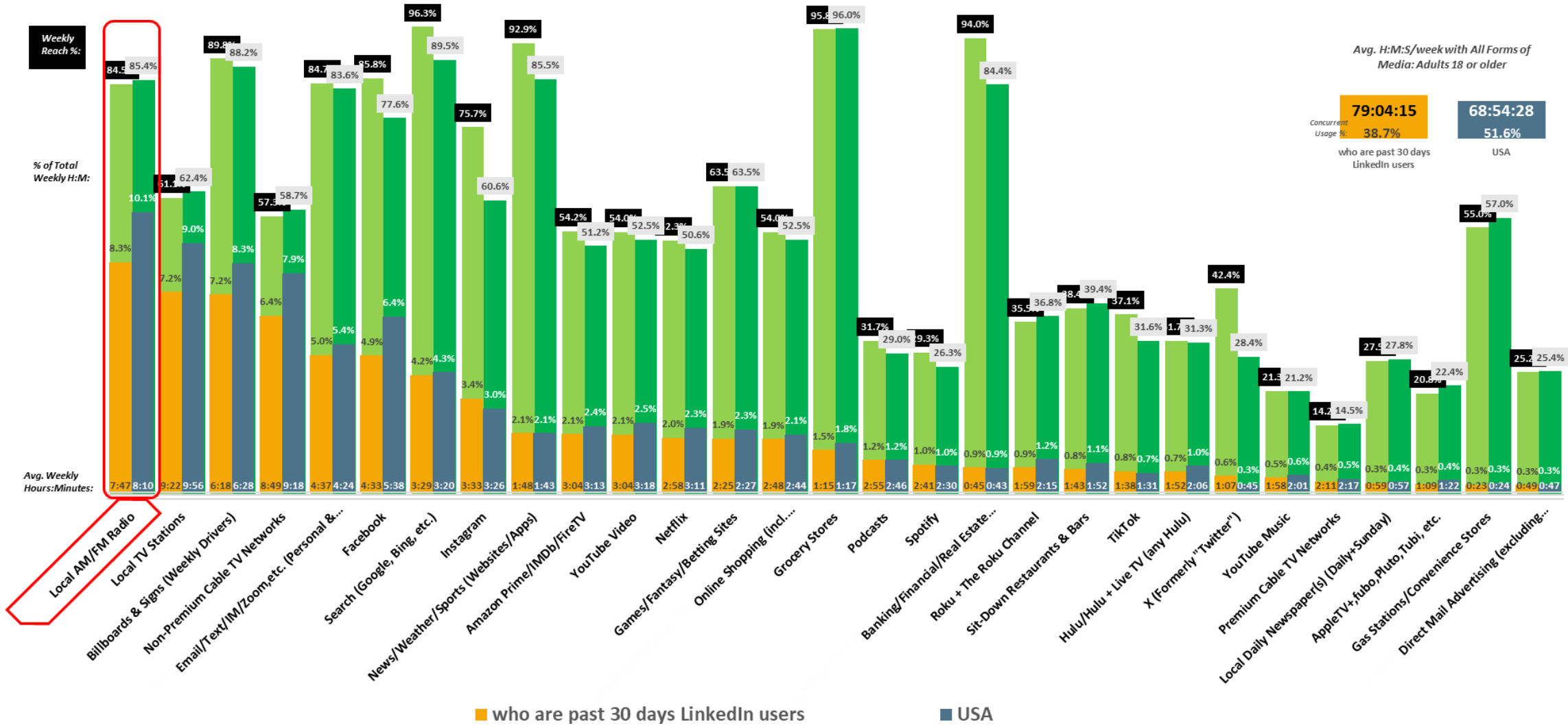
Apps or websites used or visited past 30 days:Social media: LinkedIn

P25-64

Adults 25 - 64 who are past 30 days LinkedIn users spend an average of 3 days, 7 hours, 4 minutes and 15 seconds each week with All Forms of Media.

84.5% of Adults 25 - 64 who are past 30 days LinkedIn users spend an avg. of 7 hours and 47 minutes each week listening to All Local AM/FM Radio, representing 8.3% of total time spent with all forms of Media.



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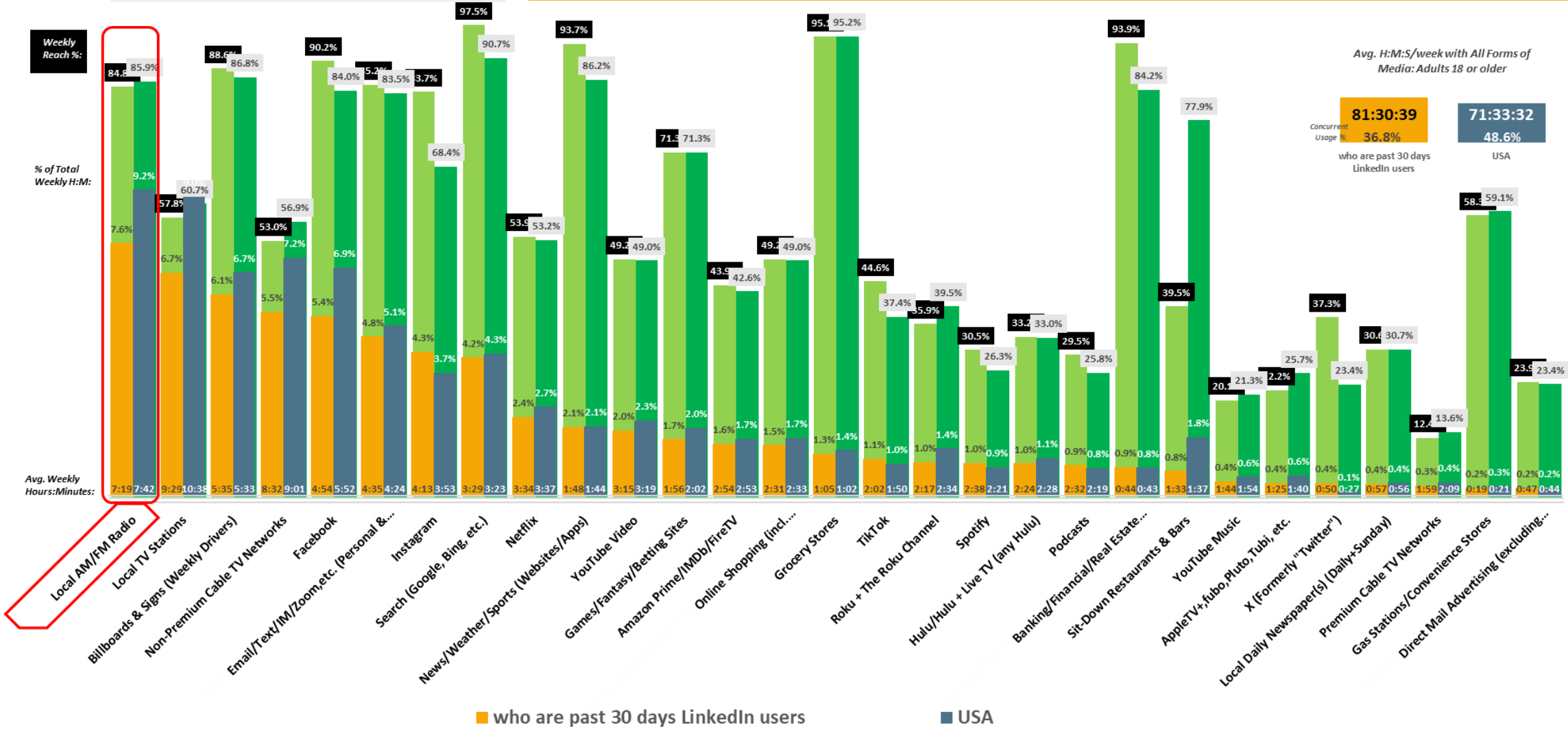
Apps or websites used or visited past 30 days:Social media: LinkedIn

W25-64

Women 25 - 64 who are past 30 days LinkedIn users spend an average of 3 days, 9 hours, 30 minutes and 39 seconds each week with All Forms of Media.

84.8% of Women 25 - 64 who are past 30 days LinkedIn users spend an avg. of 7 hours and 19 minutes each week listening to All Local AM/FM Radio, representing 7.6% of total time spent with all forms of Media.



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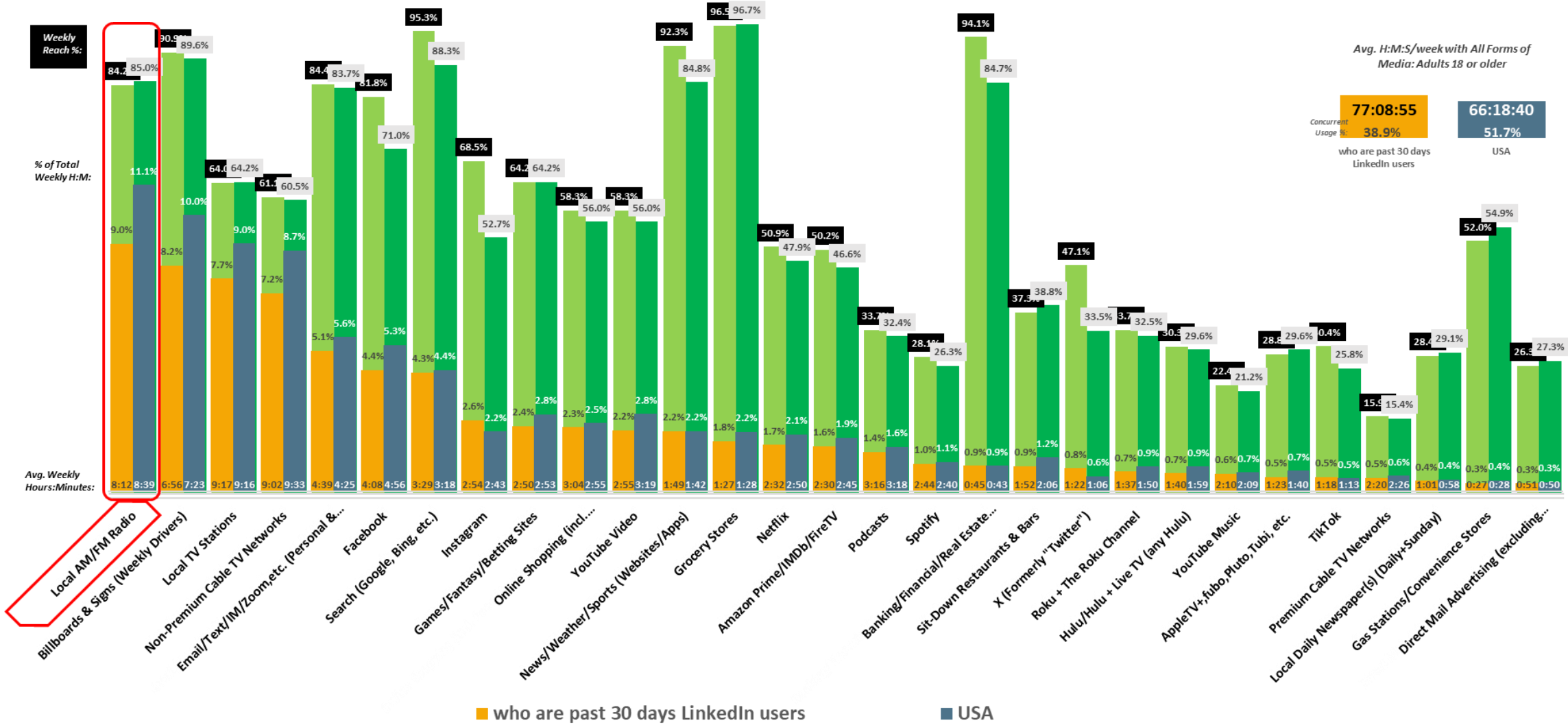
Apps or websites used or visited past 30 days:Social media: LinkedIn

M25-64

Men 25 - 64 who are past 30 days LinkedIn users spend an average of 3 days, 5 hours, 8 minutes and 55 seconds each week with All Forms of Media.

84.2% of Men 25 - 64 who are past 30 days LinkedIn users spend an avg. of 8 hours and 12 minutes each week listening to All Local AM/FM Radio, representing 9.% of total time spent with all forms of Media.



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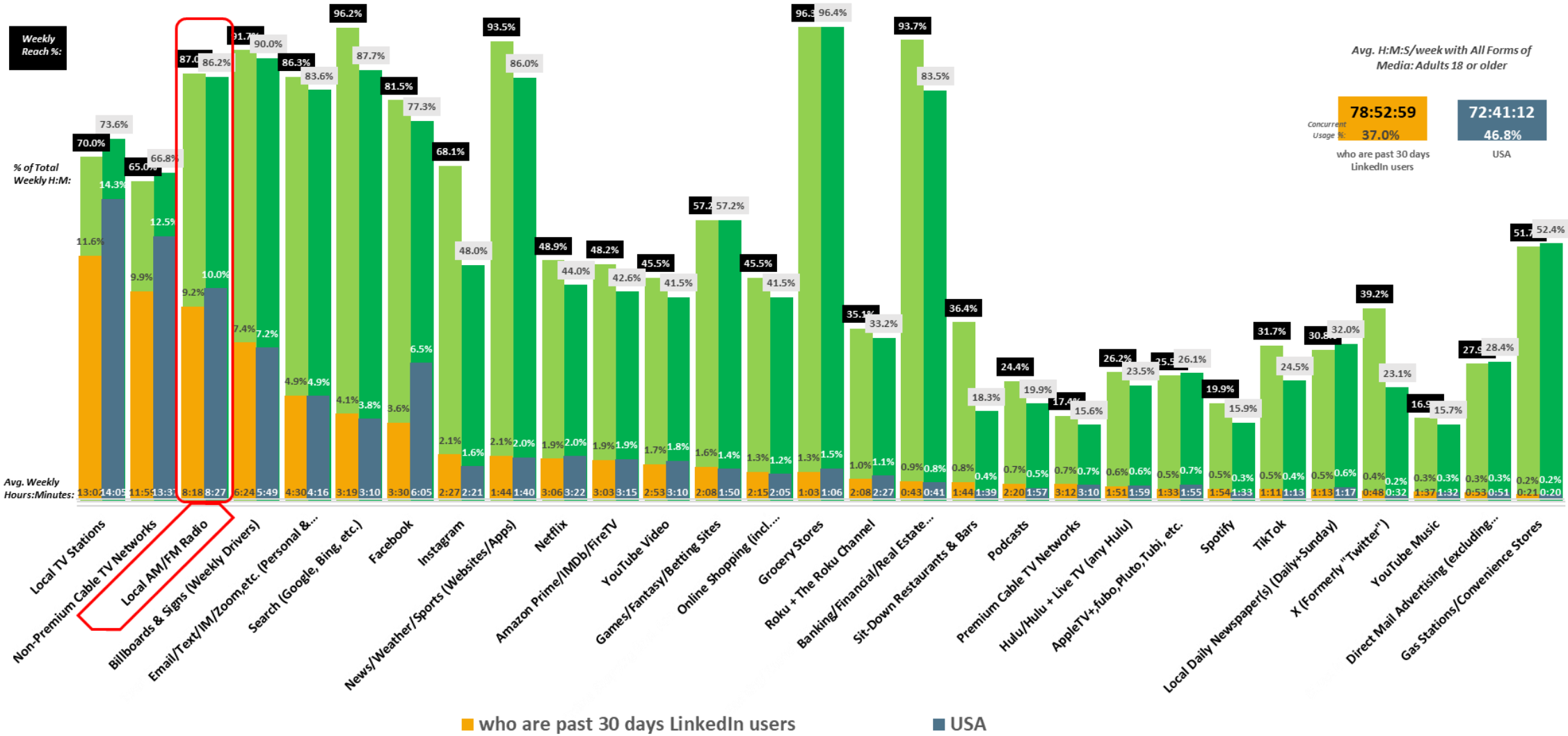
Apps or websites used or visited past 30 days:Social media: LinkedIn

P35+

Adults 35 or older who are past 30 days LinkedIn users spend an average of 3 days, 6 hours, 52 minutes and 59 seconds each week with All Forms of Media.

87.7% of Adults 35 or older who are past 30 days LinkedIn users spend an avg. of 8 hours and 18 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



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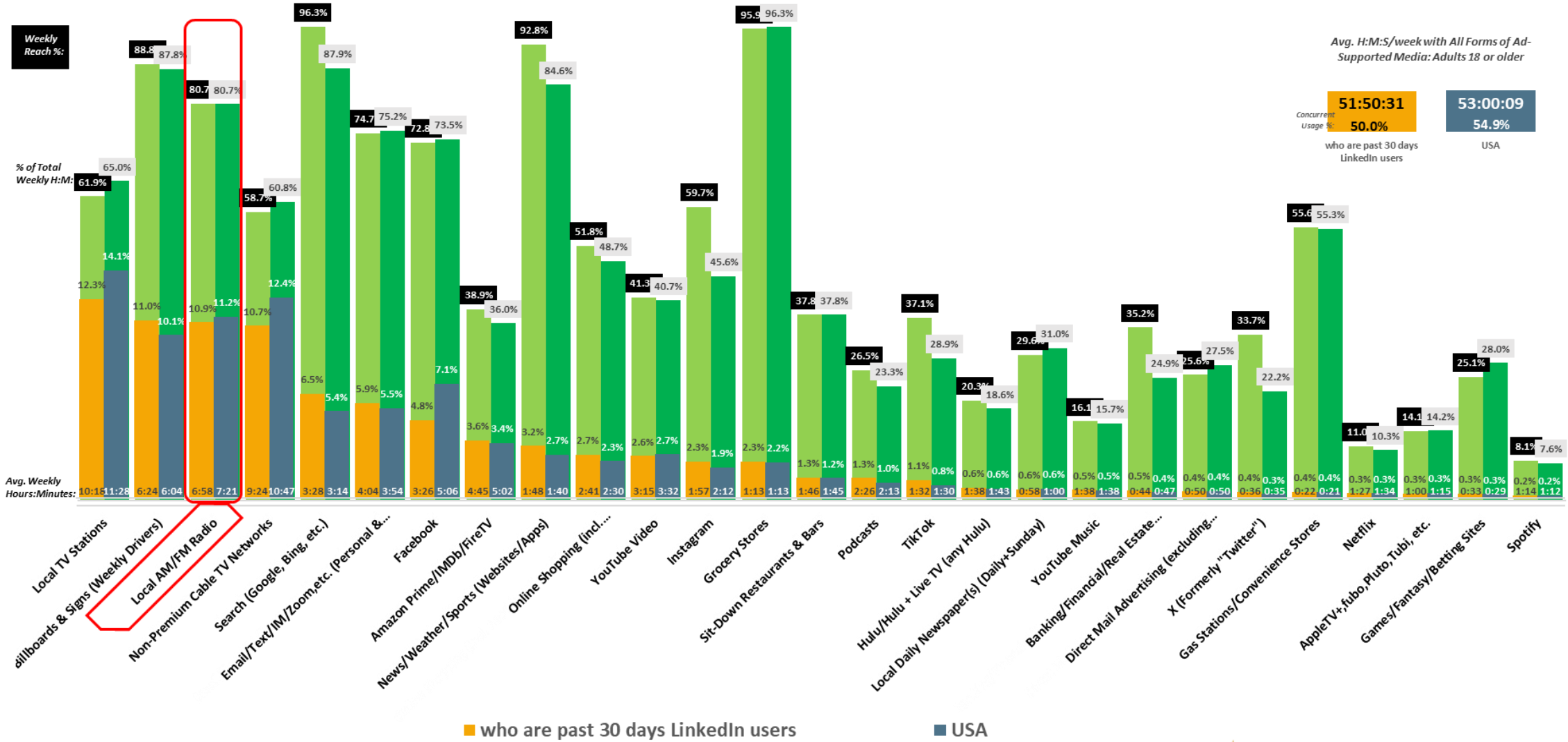
Apps or websites used or visited past 30 days:Social media: LinkedIn

P18+

Adults 18 or older who are past 30 days LinkedIn users spend an average of 2 days, 3 hours, 50 minutes and 31 seconds each week with All Forms of Ad-Supported Media.

80.7% of Adults 18 or older who are past 30 days LinkedIn users spend an avg. of 6 hours and 58 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.9% of total time spent with all forms of Ad-Supported Media.



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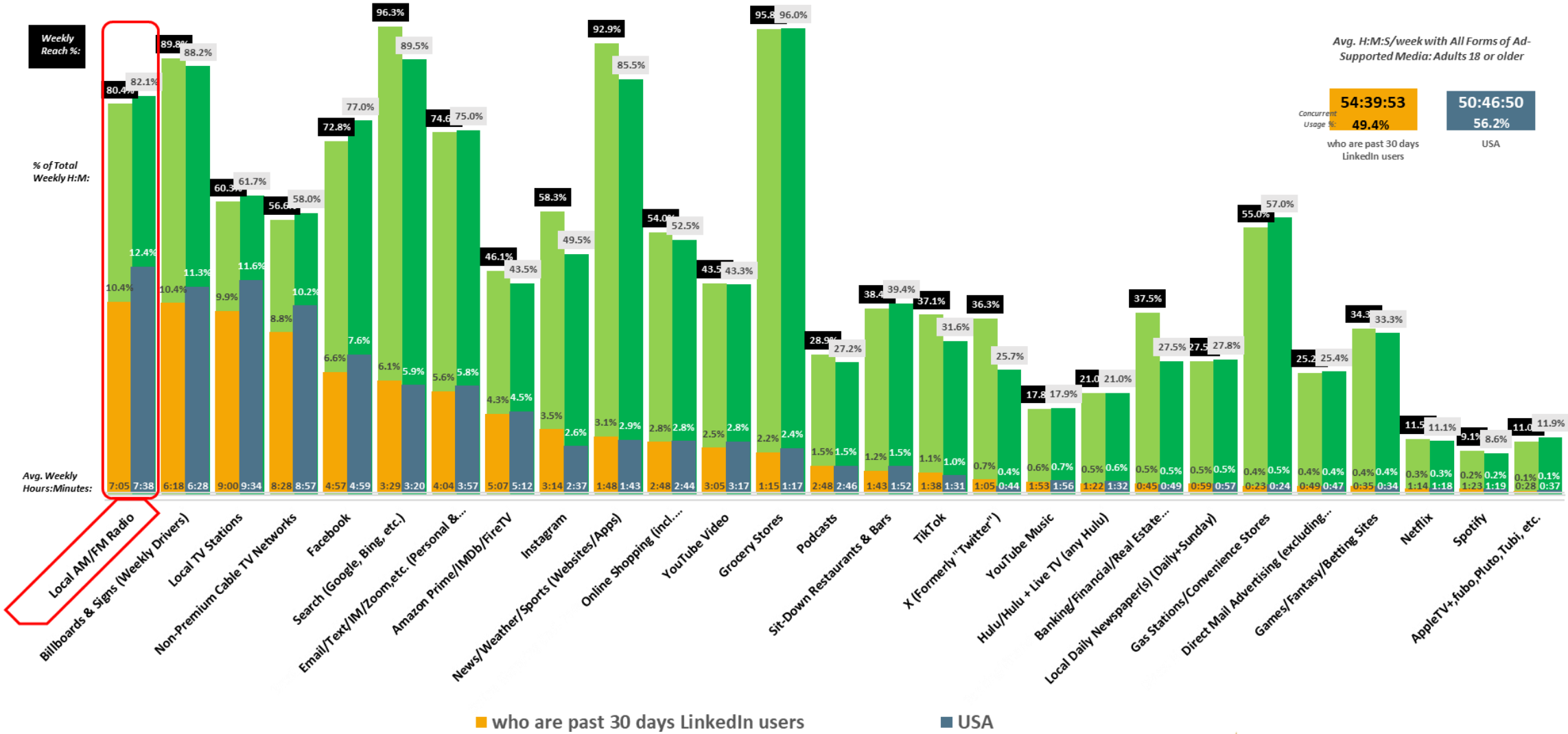
Apps or websites used or visited past 30 days:Social media: LinkedIn

P25-64

Adults 25 - 64 who are past 30 days LinkedIn users spend an average of 2 days, 6 hours, 39 minutes and 53 seconds each week with All Forms of Ad-Supported Media.

80.4% of Adults 25 - 64 who are past 30 days LinkedIn users spend an avg. of 7 hours and 5 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.4% of total time spent with all forms of Ad-Supported Media.



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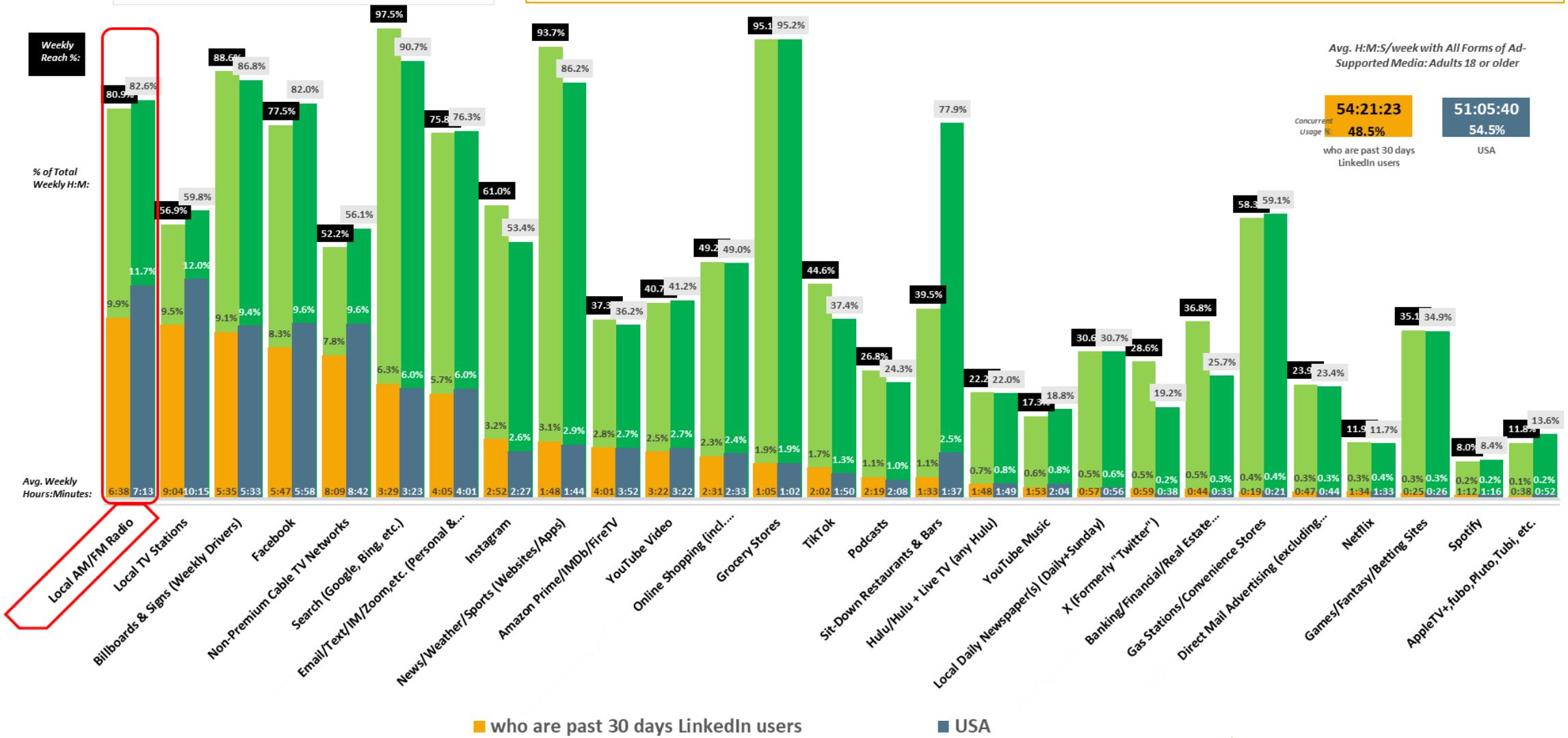
Apps or websites used or visited past 30 days:Social media: LinkedIn

W25-64

Women 25 - 64 who are past 30 days LinkedIn users spend an average of 2 days, 6 hours, 21 minutes and 23 seconds each week with All Forms of Ad-Supported Media.

80.9% of Women 25 - 64 who are past 30 days LinkedIn users spend an avg. of 6 hours and 38 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.9% of total time spent with all forms of Ad-Supported Media.



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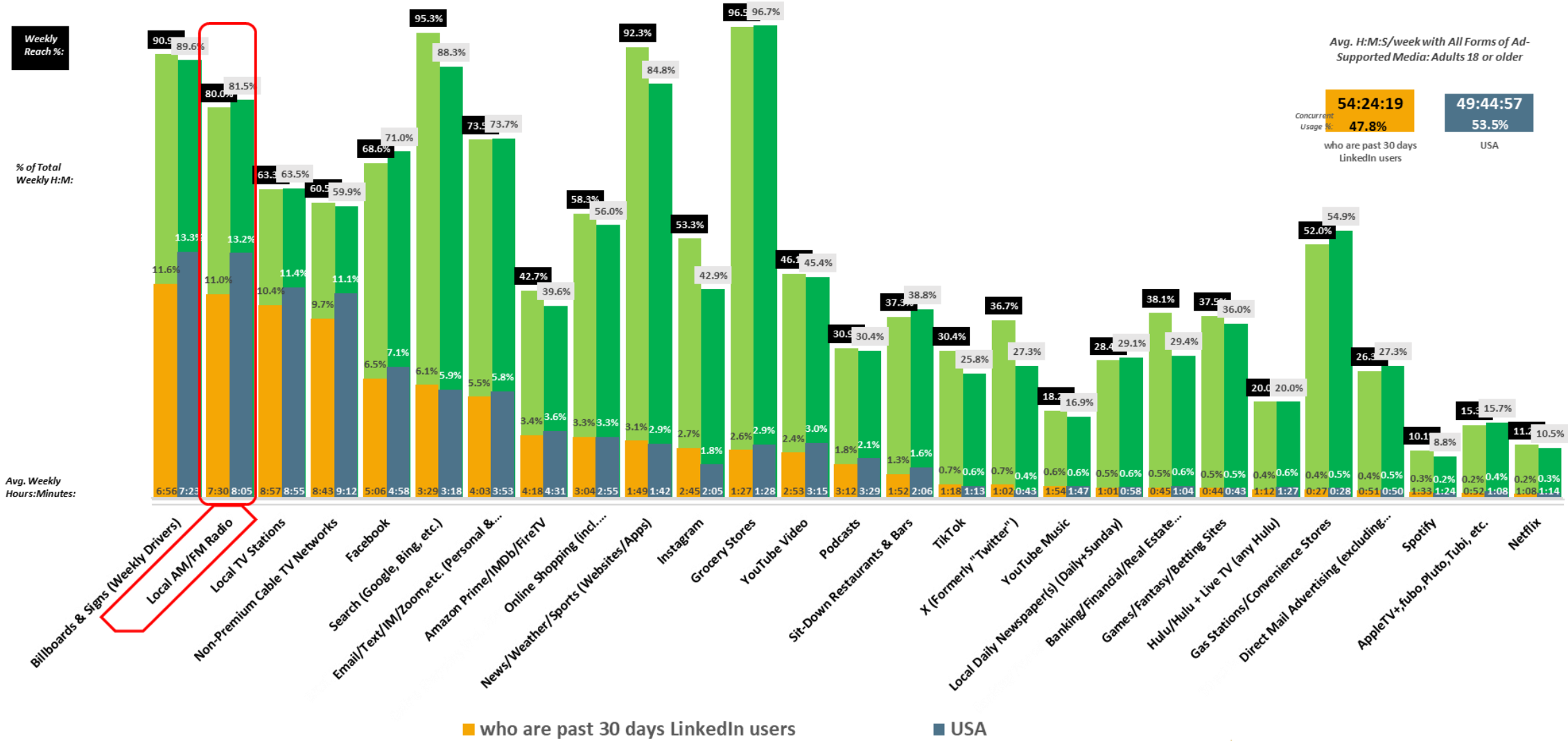
Apps or websites used or visited past 30 days:Social media: LinkedIn

M25-64

Men 25 - 64 who are past 30 days LinkedIn users spend an average of 2 days, 6 hours, 24 minutes and 19 seconds each week with All Forms of Ad-Supported Media.

80.% of Men 25 - 64 who are past 30 days LinkedIn users spend an avg. of 7 hours and 30 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.% of total time spent with all forms of Ad-Supported Media.



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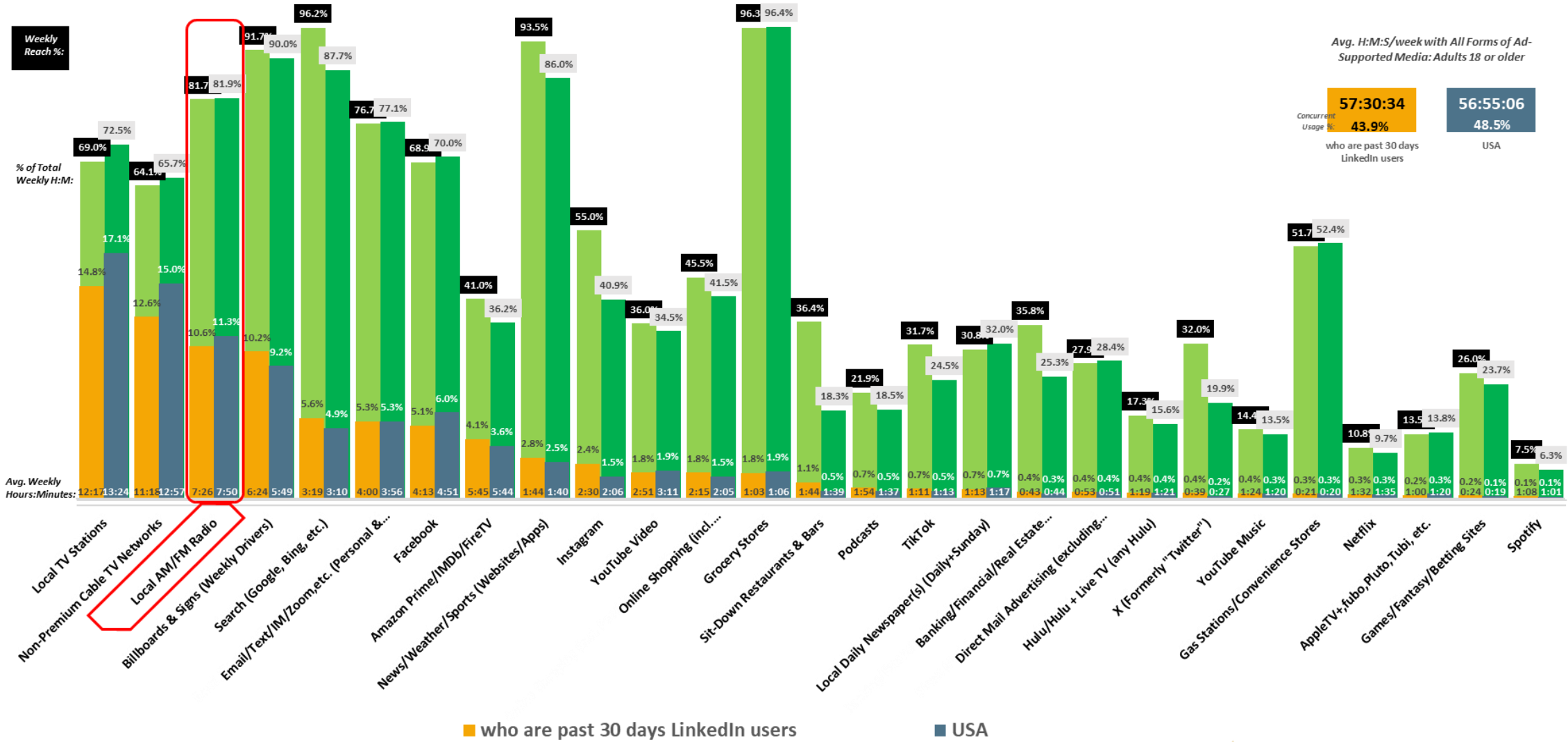
Apps or websites used or visited past 30 days:Social media: LinkedIn

P35+

Adults 35 or older who are past 30 days LinkedIn users spend an average of 2 days, 9 hours, 30 minutes and 34 seconds each week with All Forms of Ad-Supported Media.

81.7% of Adults 35 or older who are past 30 days LinkedIn users spend an avg. of 7 hours and 26 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Supported Media.



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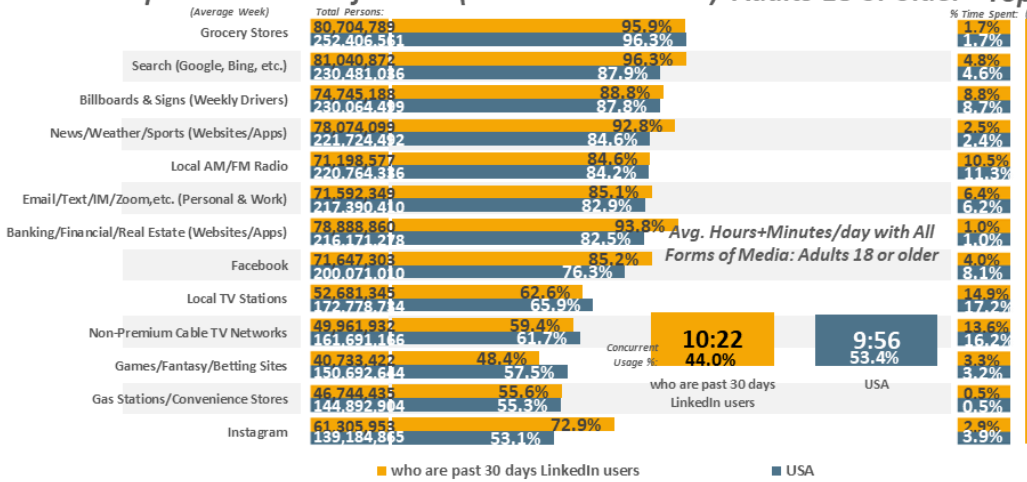
Apps or websites used or visited past 30 days:Social media: LinkedIn

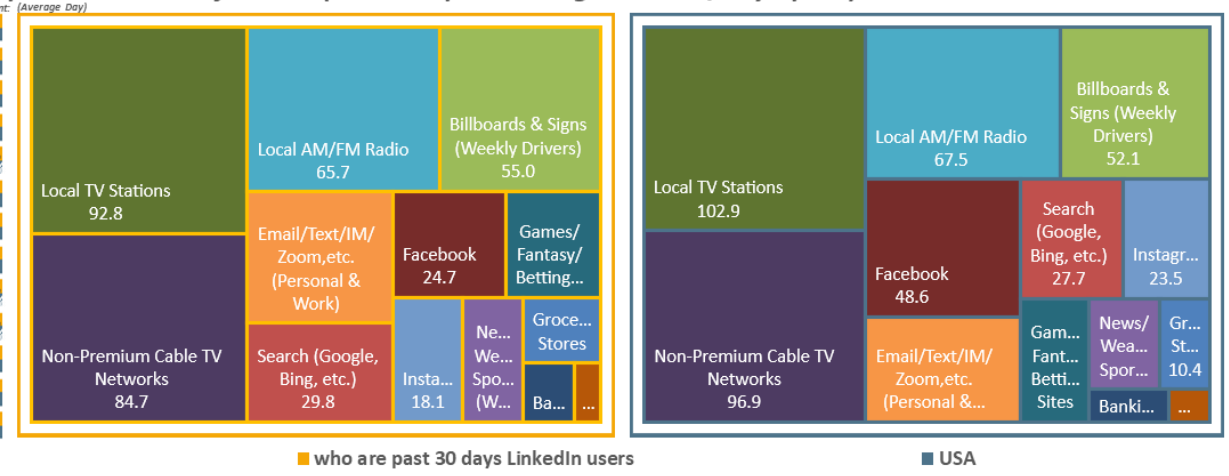
P18+

Adults 18 or older who are past 30 days LinkedIn users spend an average of 7 hours and 24 minutes each day with All Forms of Ad-Supported Media. 80.7% listen to Local AM/FM Radio for an avg. of 59.8 minutes/day. *(Local Radio delivers 10.9% of Time with Ad-Supported Media.)*

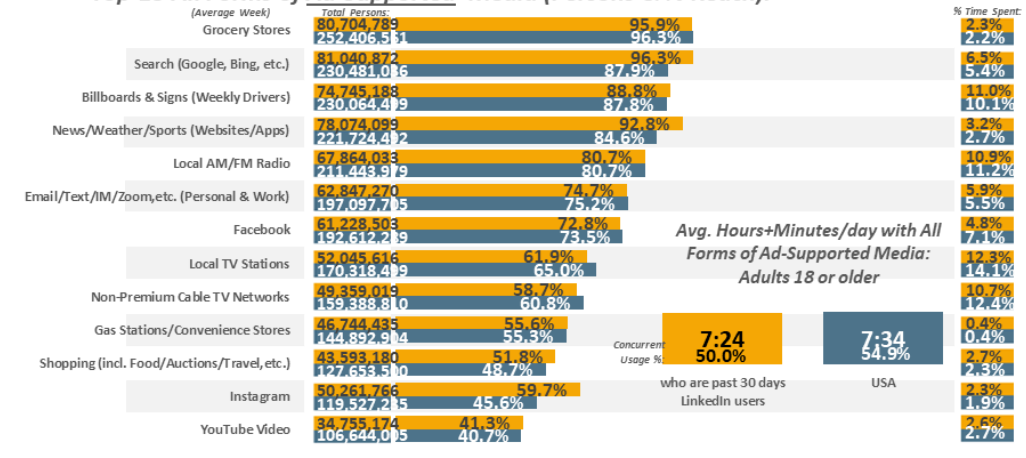
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



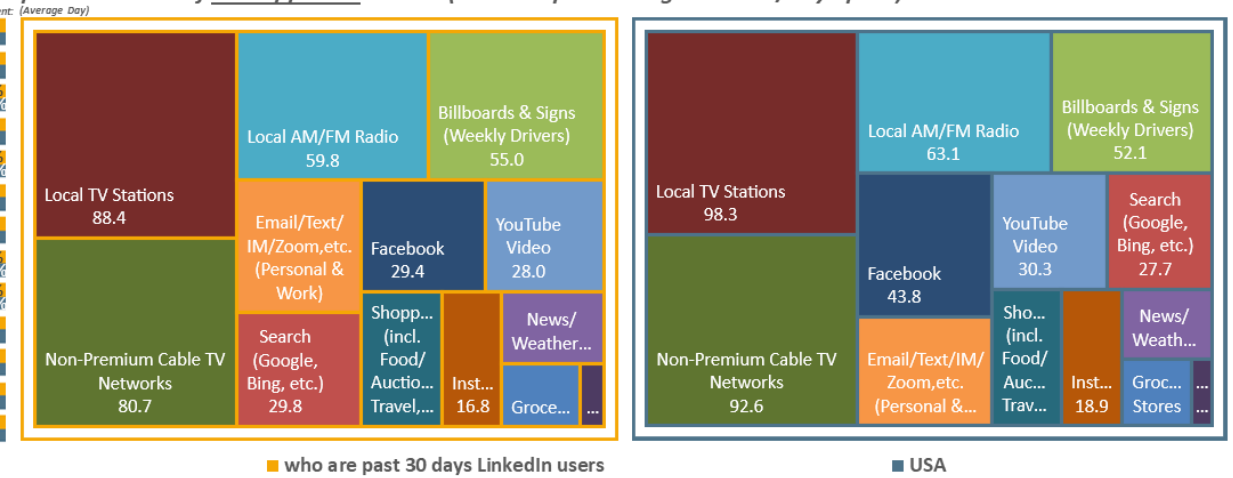
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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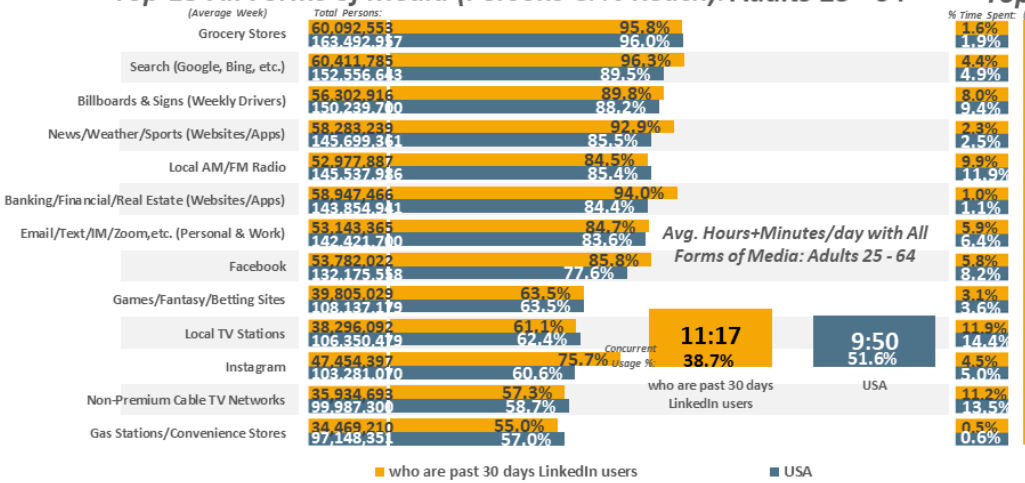
Apps or websites used or visited past 30 days:Social media: LinkedIn

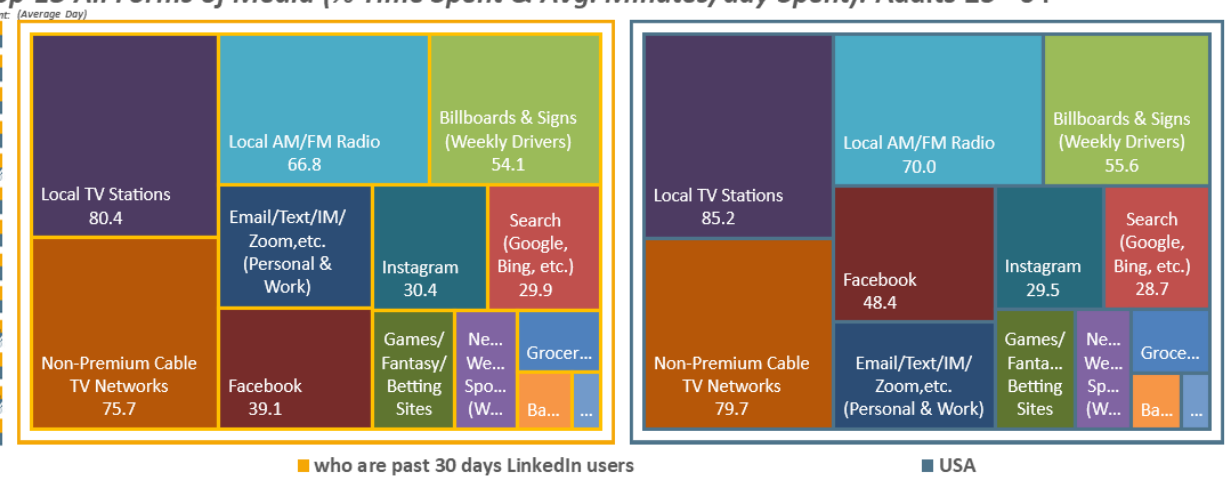
P25-64

Adults 25 - 64 who are past 30 days LinkedIn users spend an average of 7 hours and 48 minutes each day with All Forms of Ad-Supported Media. 80.4% listen to Local AM/FM Radio for an avg. of 60.8 minutes/day. *(Local Radio delivers 10.4% of Time with Ad-Supported Media.)*

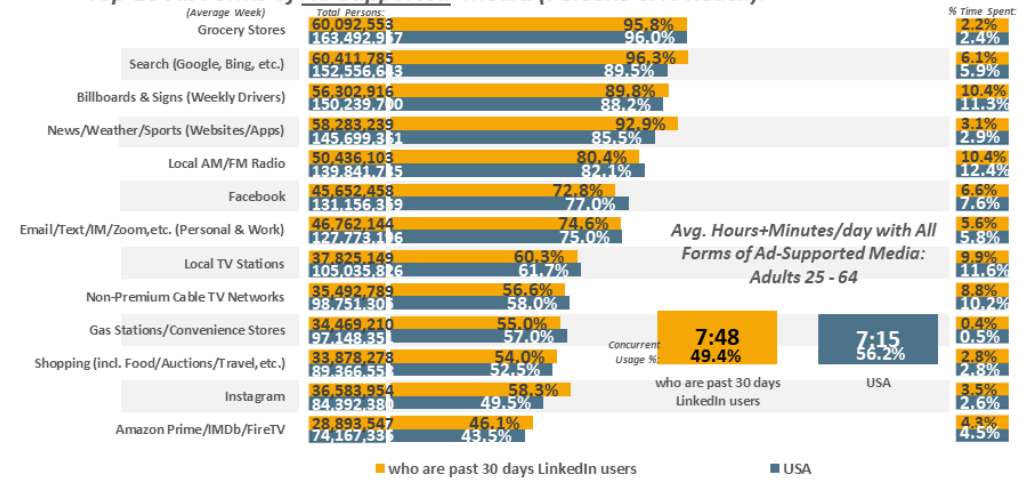
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



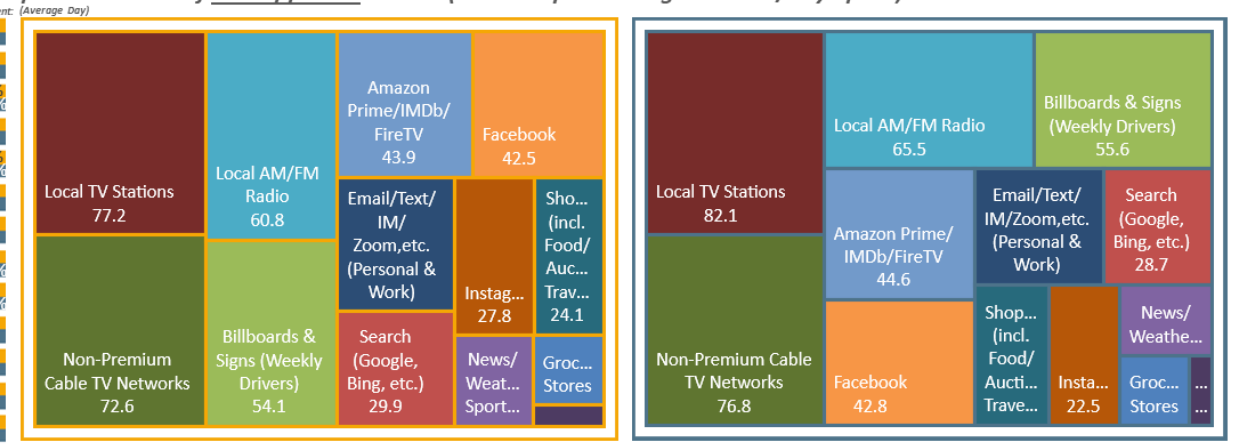
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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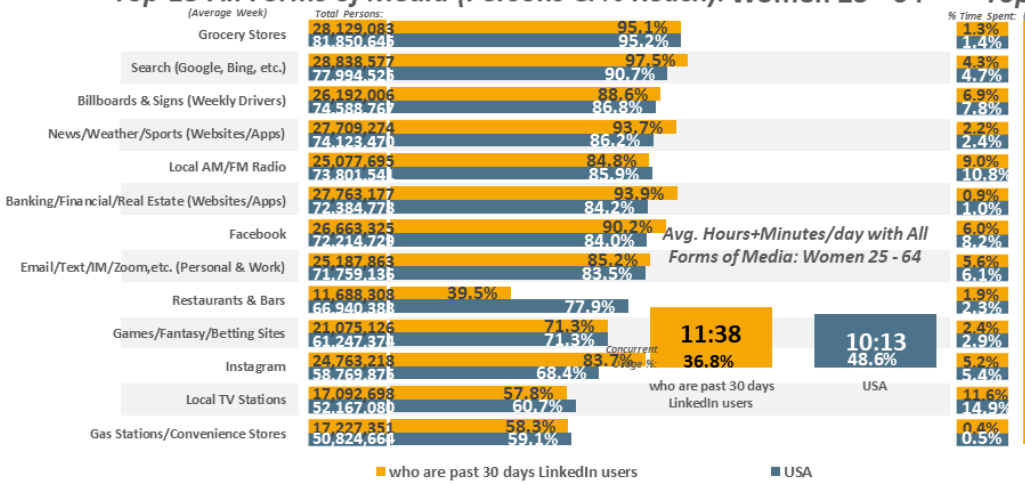
Apps or websites used or visited past 30 days:Social media: LinkedIn

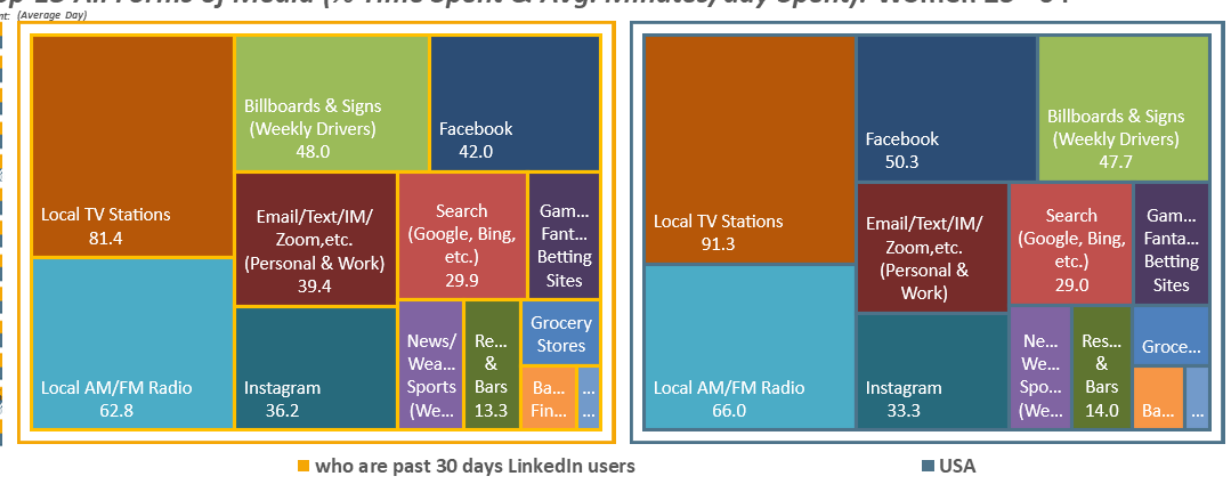
W25-64

Women 25 - 64 who are past 30 days LinkedIn users spend an average of 7 hours and 45 minutes each day with All Forms of Ad-Supported Media. 80.9% listen to Local AM/FM Radio for an avg. of 56.9 minutes/day. *(Local Radio delivers 9.9% of Time with Ad-Supported Media.)*

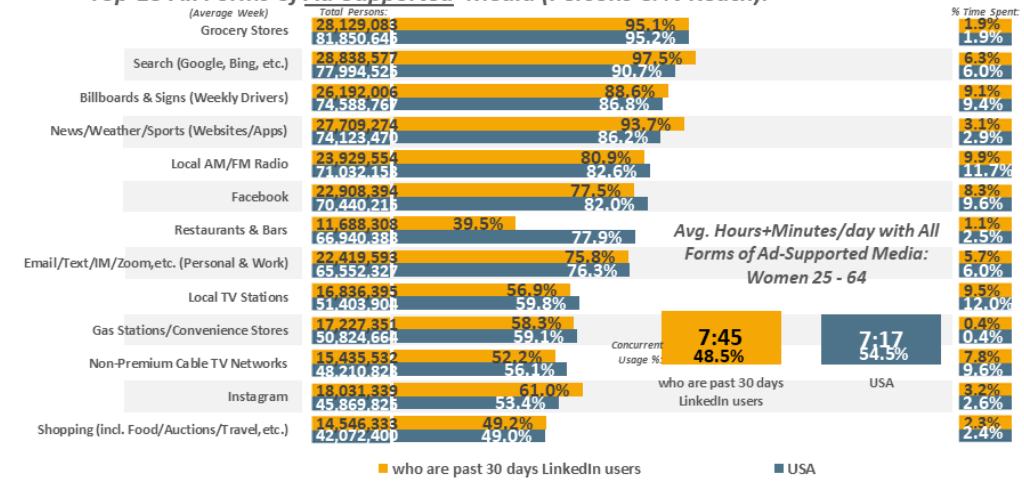
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 64



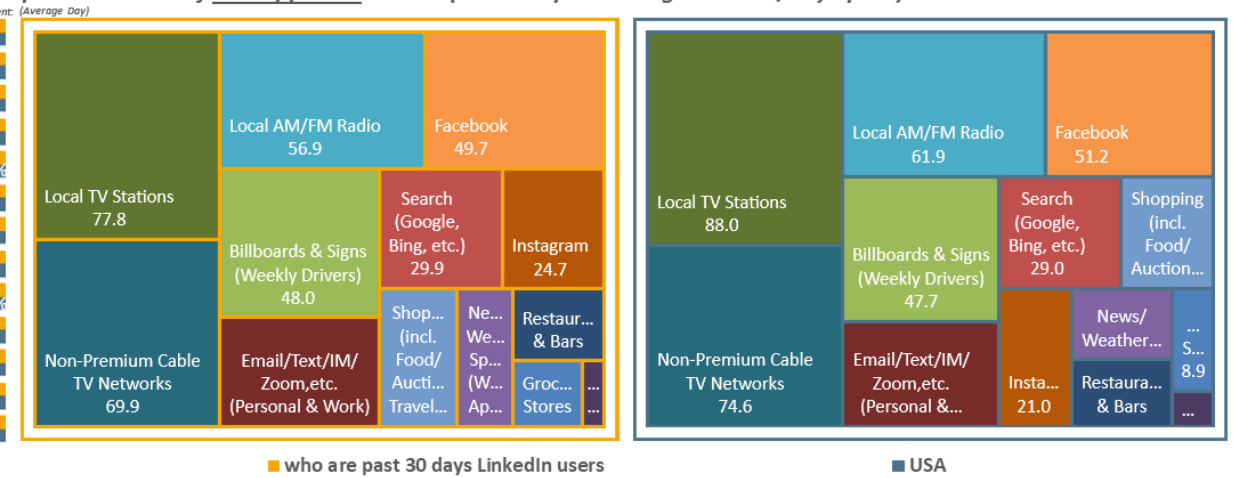
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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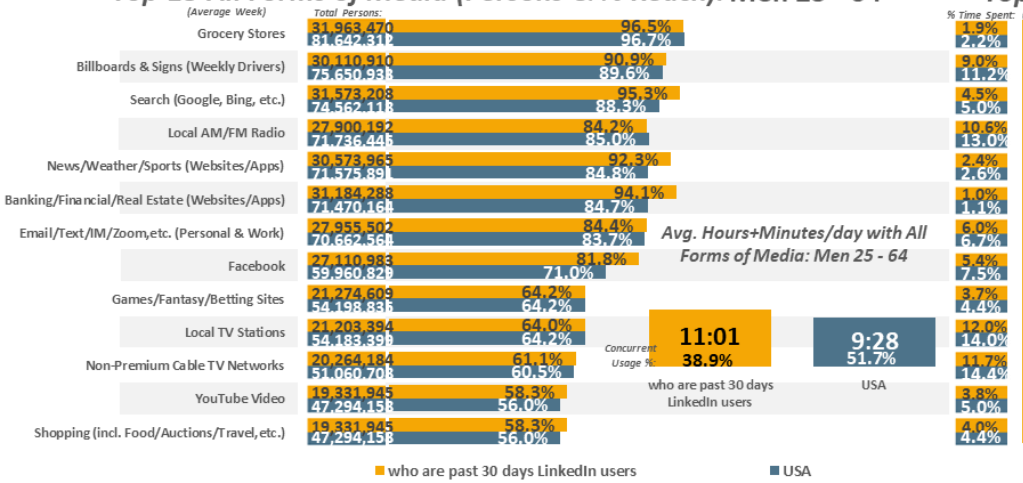
Apps or websites used or visited past 30 days:Social media: LinkedIn

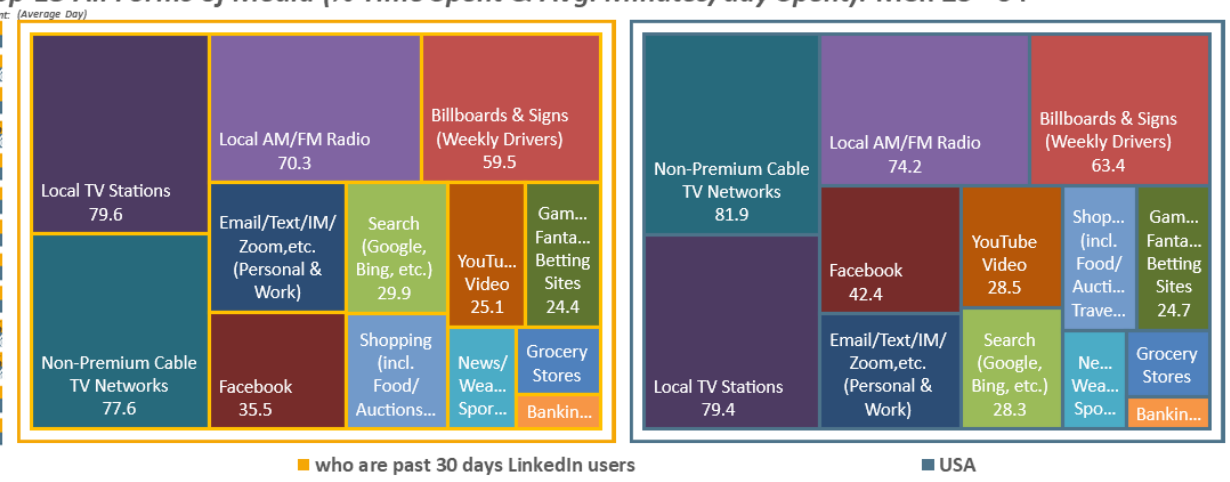
M25-64

Men 25 - 64 who are past 30 days LinkedIn users spend an average of 7 hours and 46 minutes each day with All Forms of Ad-Supported Media. 80.% listen to Local AM/FM Radio for an avg. of 64.3 minutes/day. *(Local Radio delivers 11.% of Time with Ad-Supported Media.)*

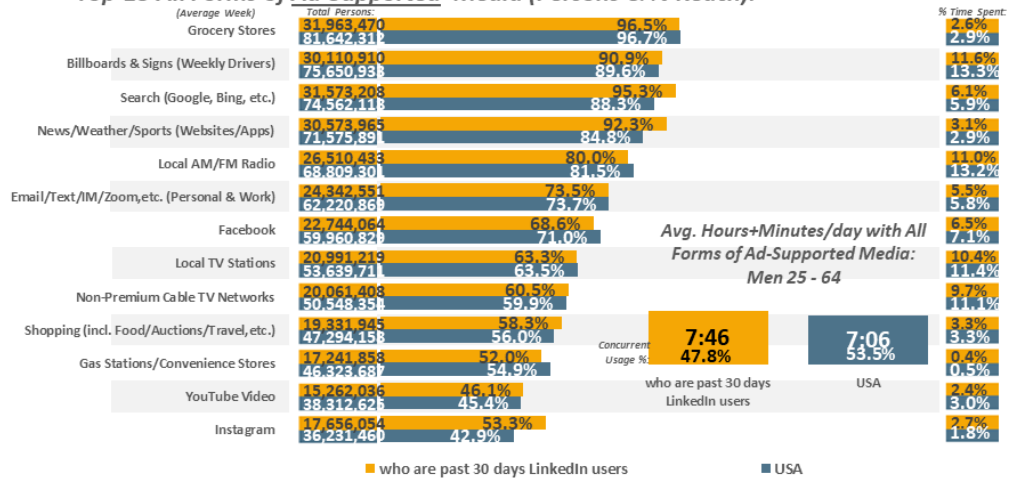
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 64



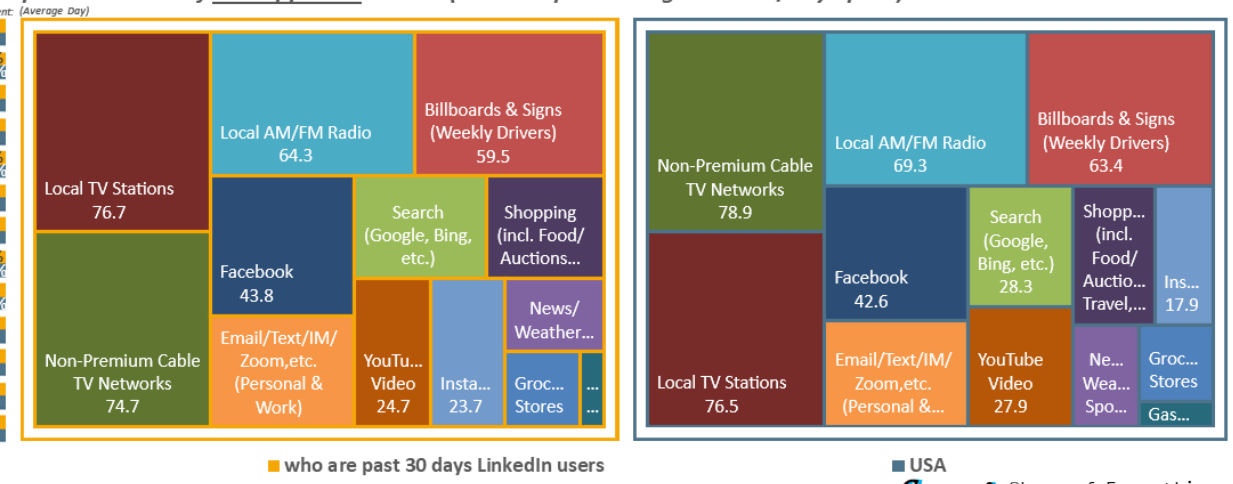
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Men 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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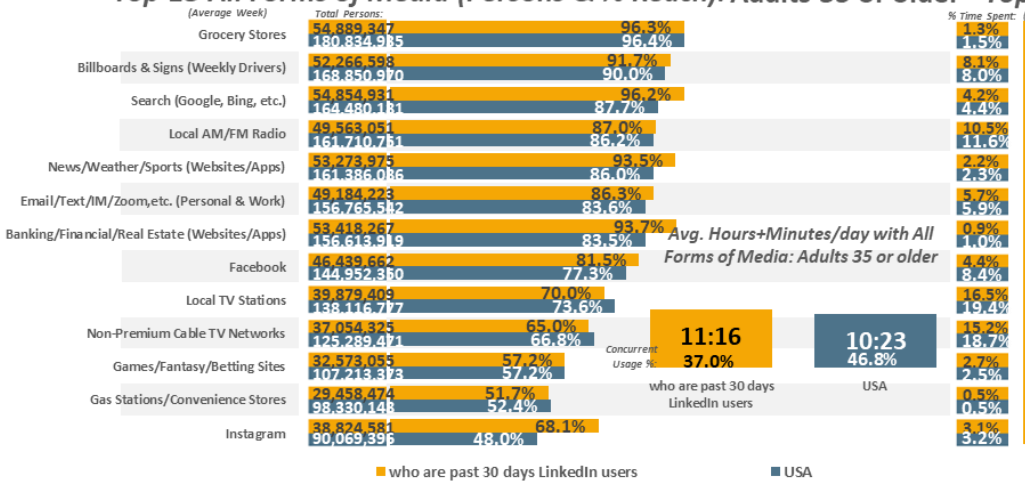
Apps or websites used or visited past 30 days:Social media: LinkedIn

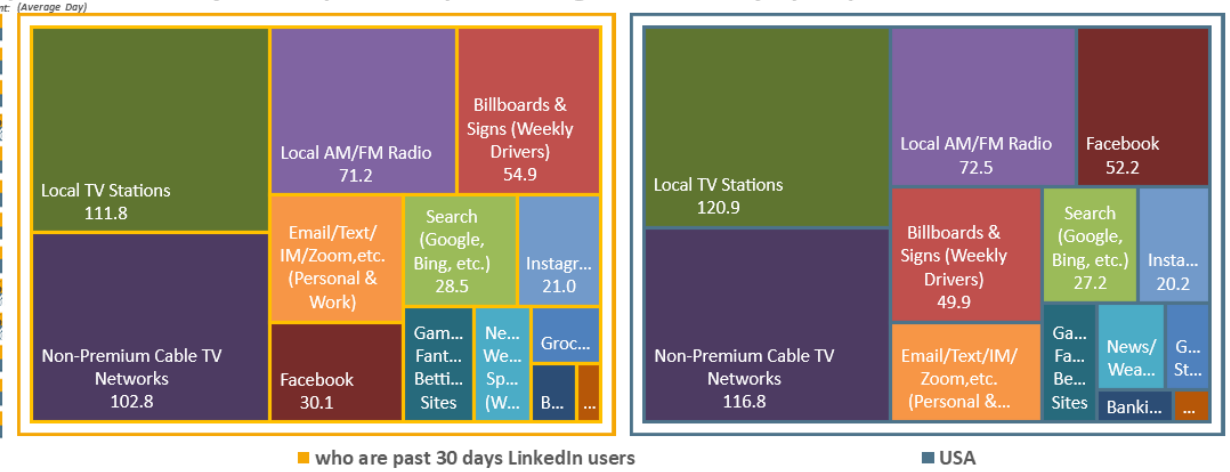
P35+

Adults 35 or older who are past 30 days LinkedIn users spend an average of 8 hours and 12 minutes each day with All Forms of Ad-Supported Media. 81.7% listen to Local AM/FM Radio for an avg. of 63.7 minutes/day. *(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

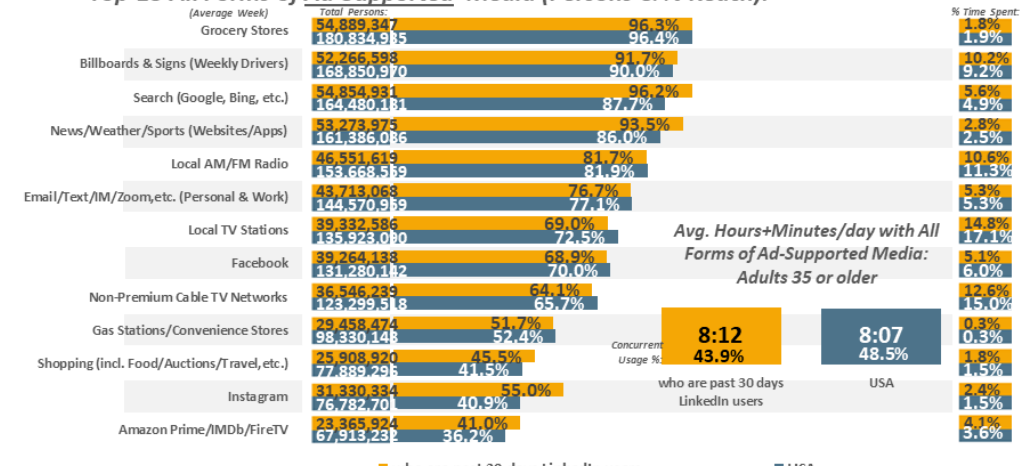
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older



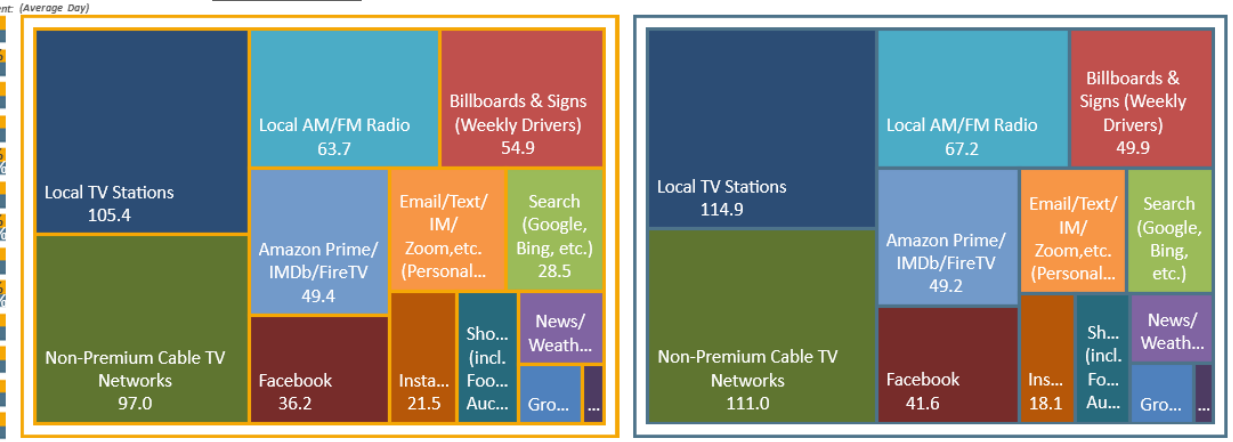
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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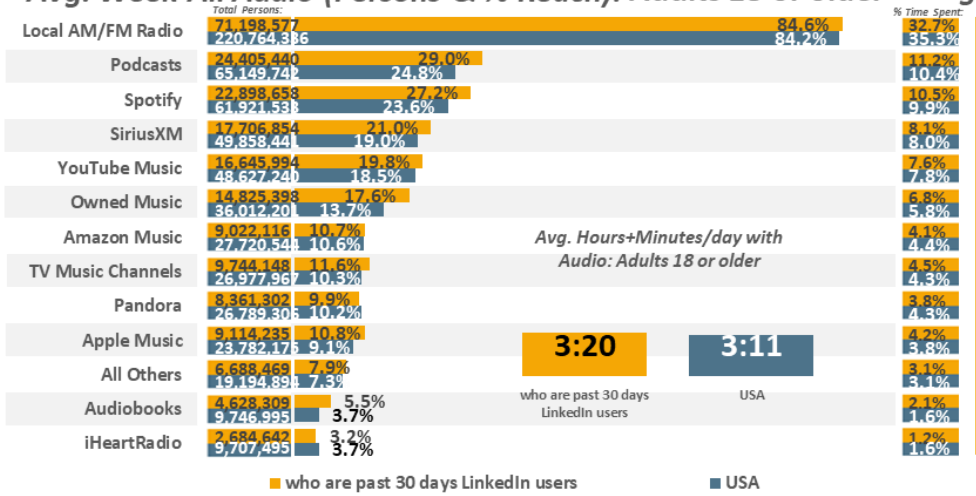
Apps or websites used or visited past 30 days:Social media: LinkedIn

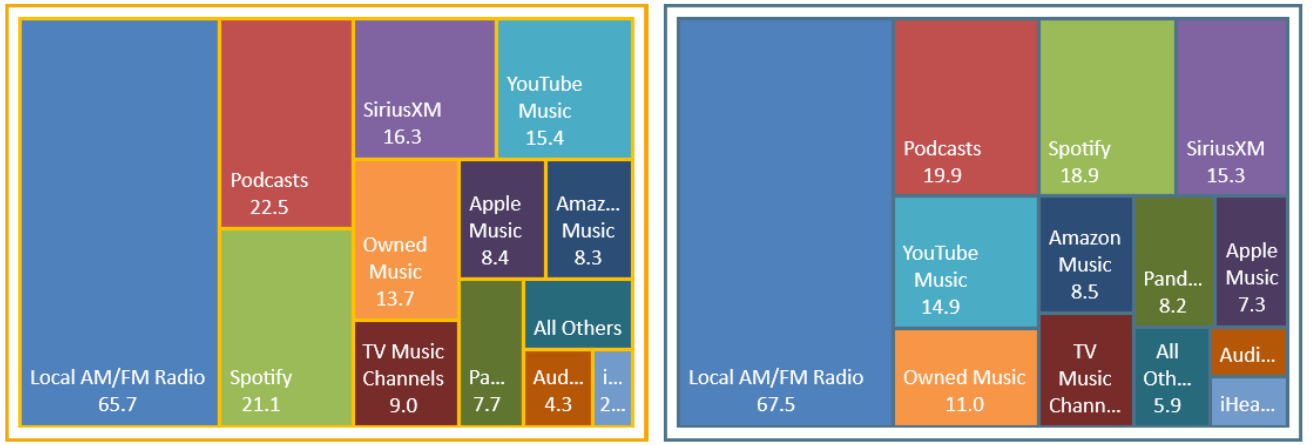
P18+

67,864,033 or 80.7% of Adults 18 or older who are past 30 days LinkedIn users listen to Ad-Supported Local AM/FM Radio for an average of 59.8 minutes every day representing 43.% of all time spent daily with Ad-Supported Audio.

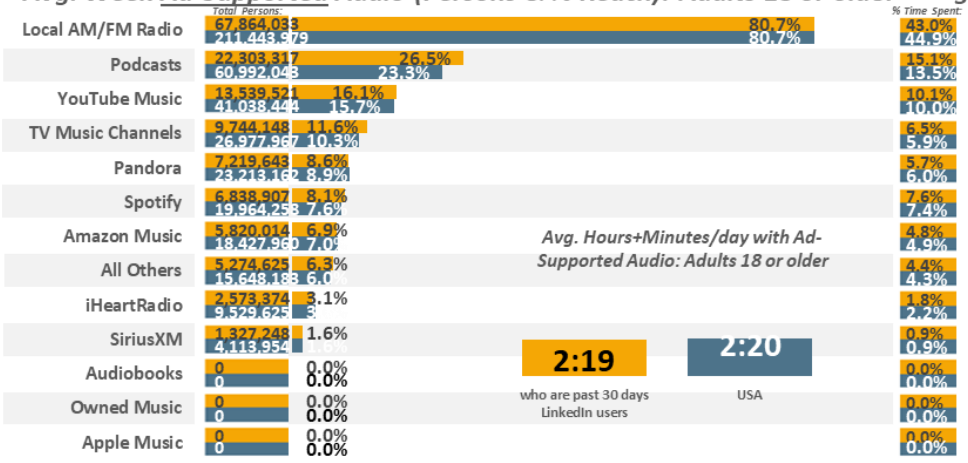
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



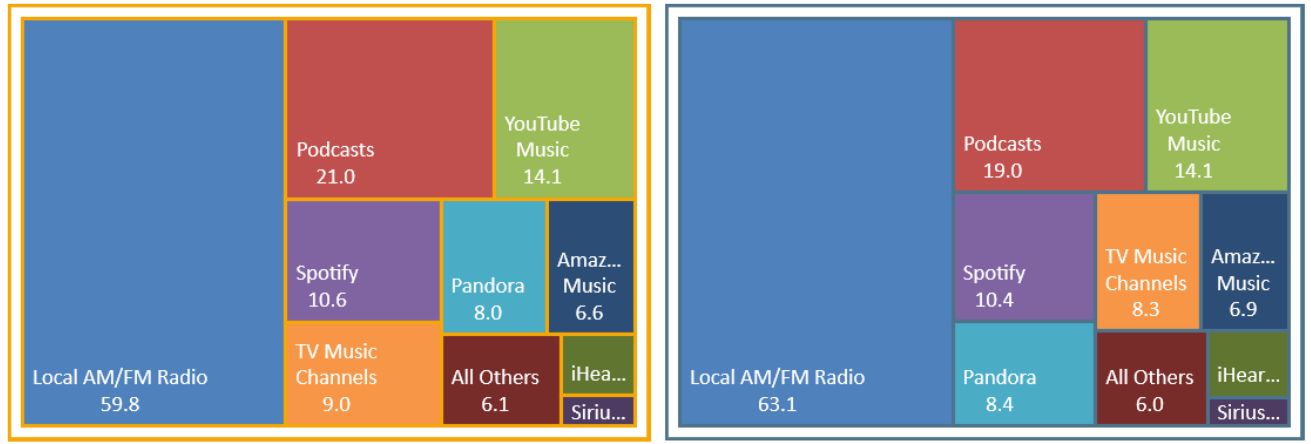
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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Scarborough R1 2024: Aug23-Apr24 USA Projection Qual Intab 11,595

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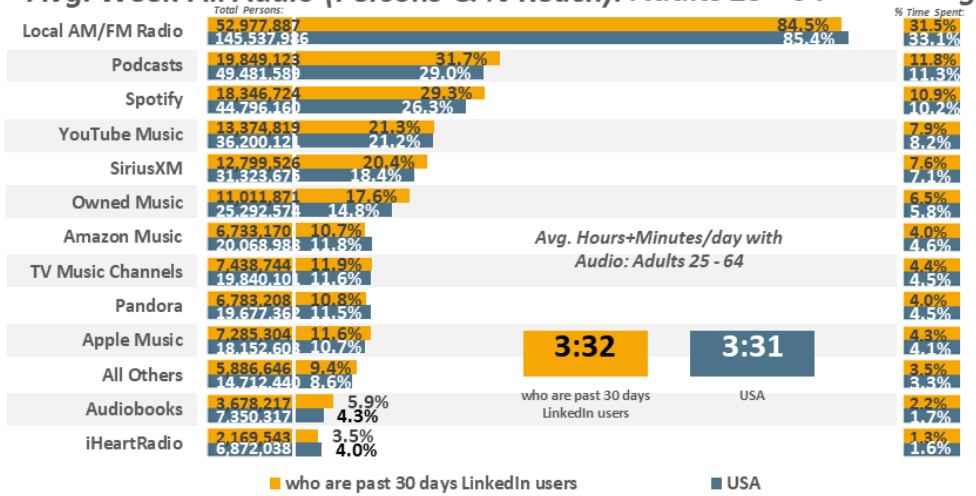
Apps or websites used or visited past 30 days:Social media: LinkedIn

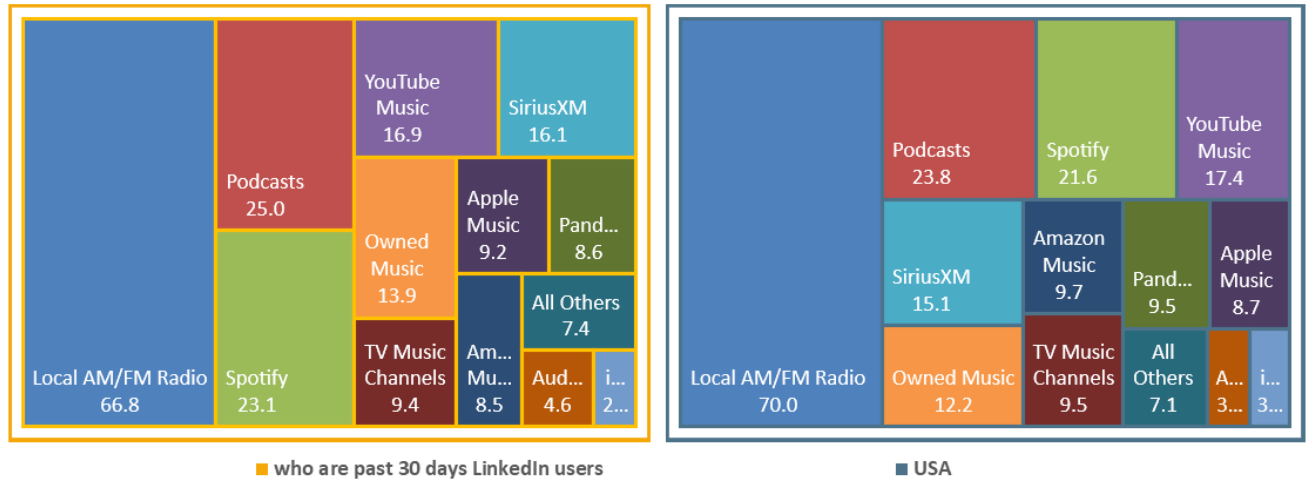
P25-64

50,436,103 or 80.4% of Adults 25 - 64 who are past 30 days LinkedIn users listen to Ad-Supported Local AM/FM Radio for an average of 60.8 minutes every day representing 39.% of all time spent daily with Ad-Supported Audio.

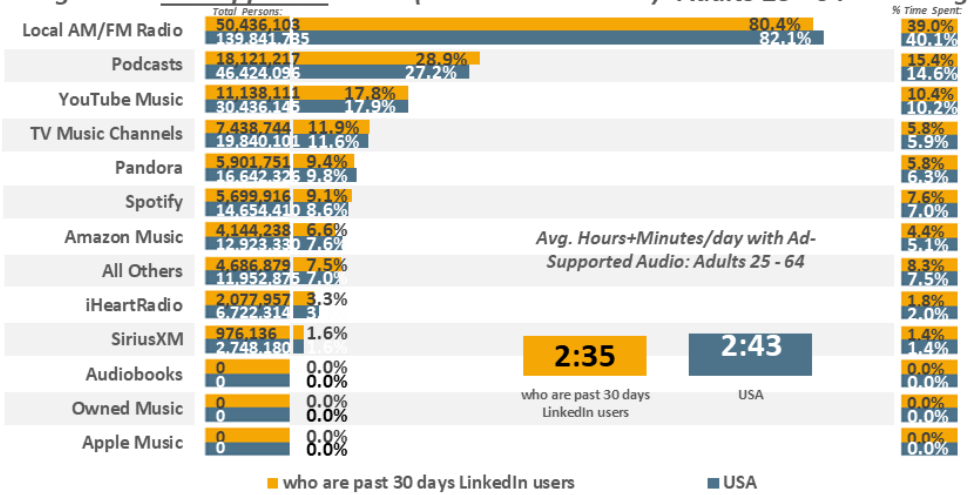
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



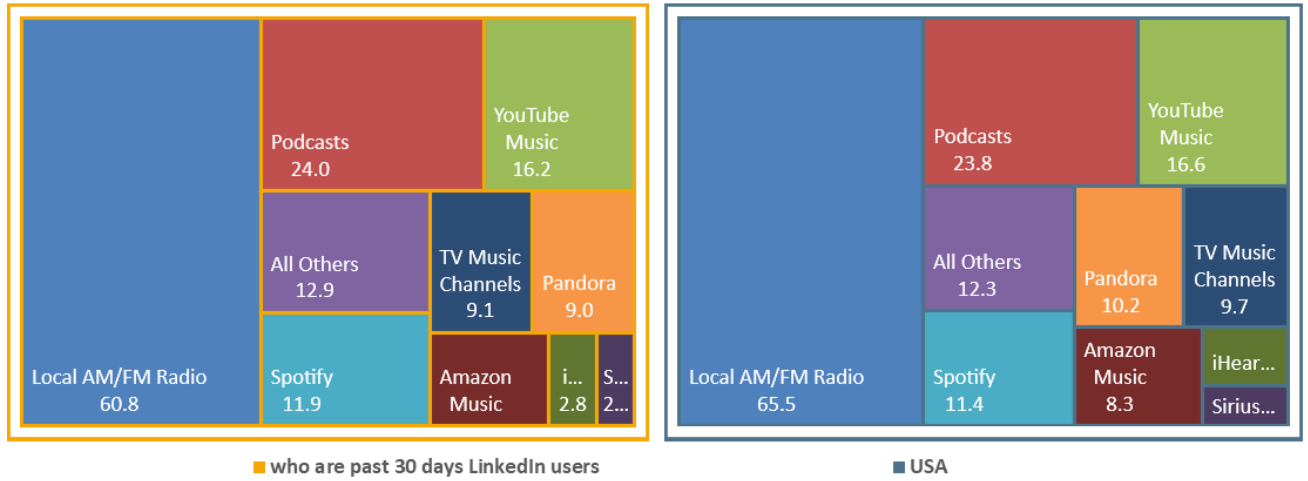
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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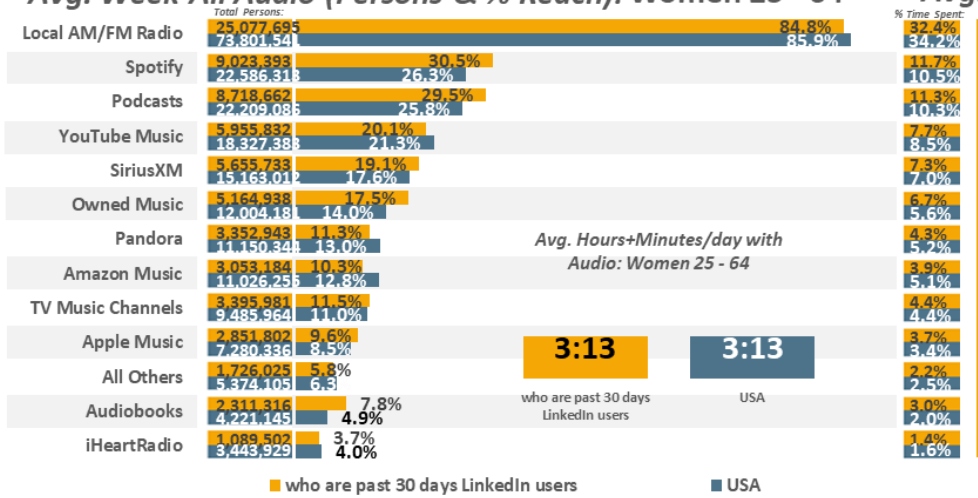
Apps or websites used or visited past 30 days:Social media: LinkedIn

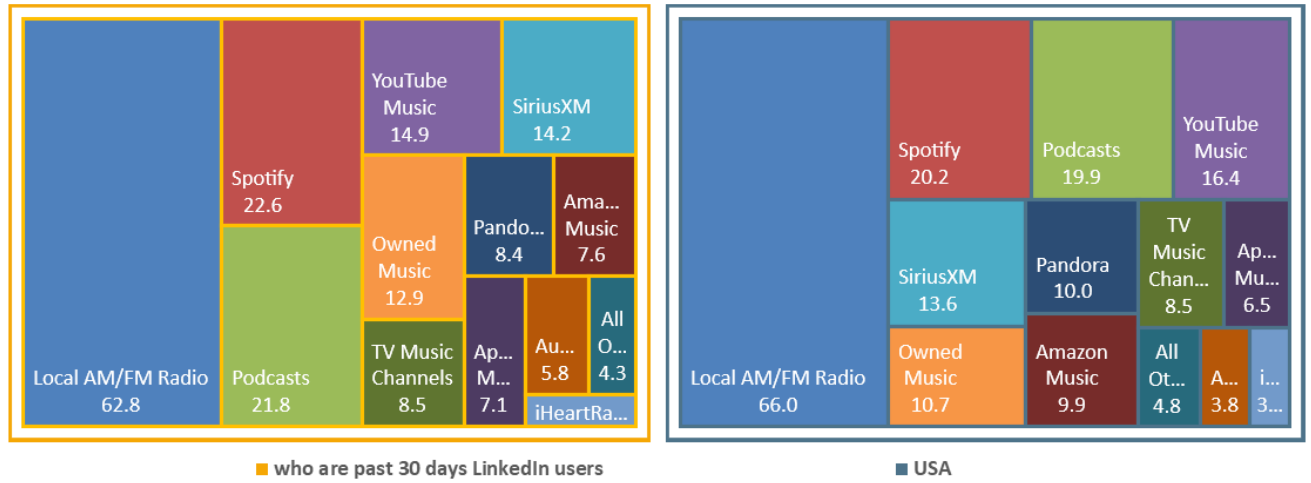
W25-64

23,929,554 or 80.9% of Women 25 - 64 who are past 30 days LinkedIn users listen to Ad-Supported Local AM/FM Radio for an average of 56.9 minutes every day representing 41.3% of all time spent daily with Ad-Supported Audio.

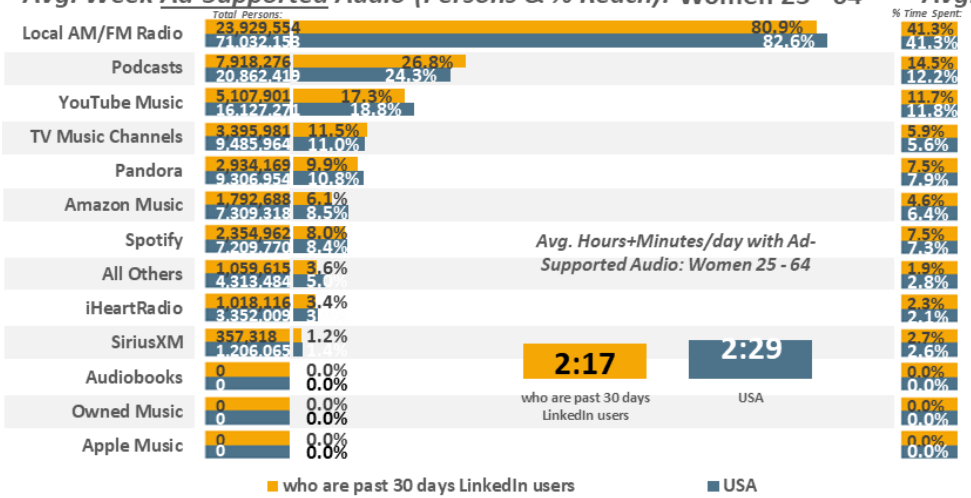
Avg. Week All Audio (Persons & % Reach): Women 25 - 64



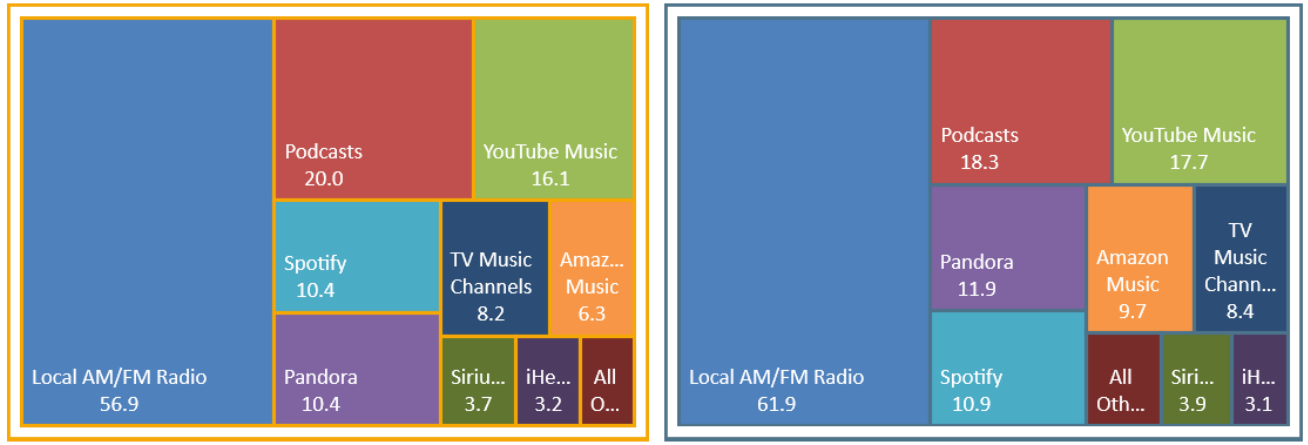
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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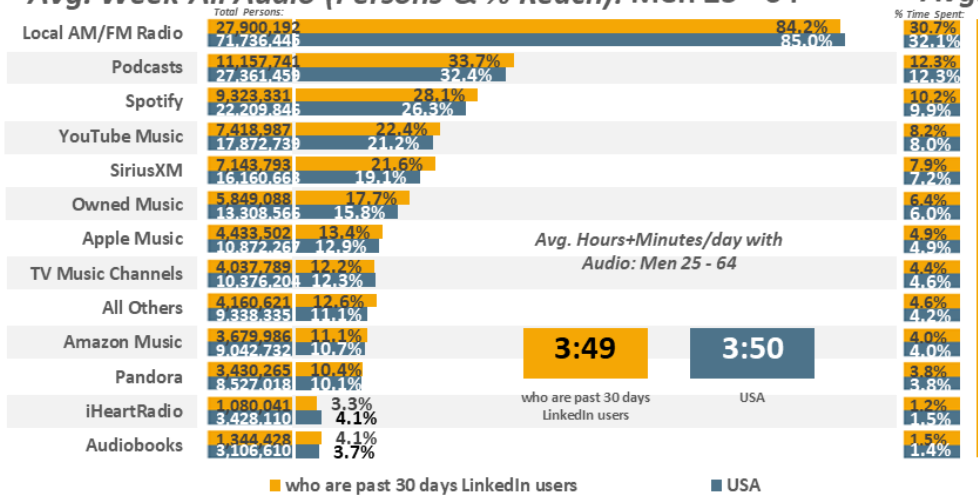
Apps or websites used or visited past 30 days:Social media: LinkedIn

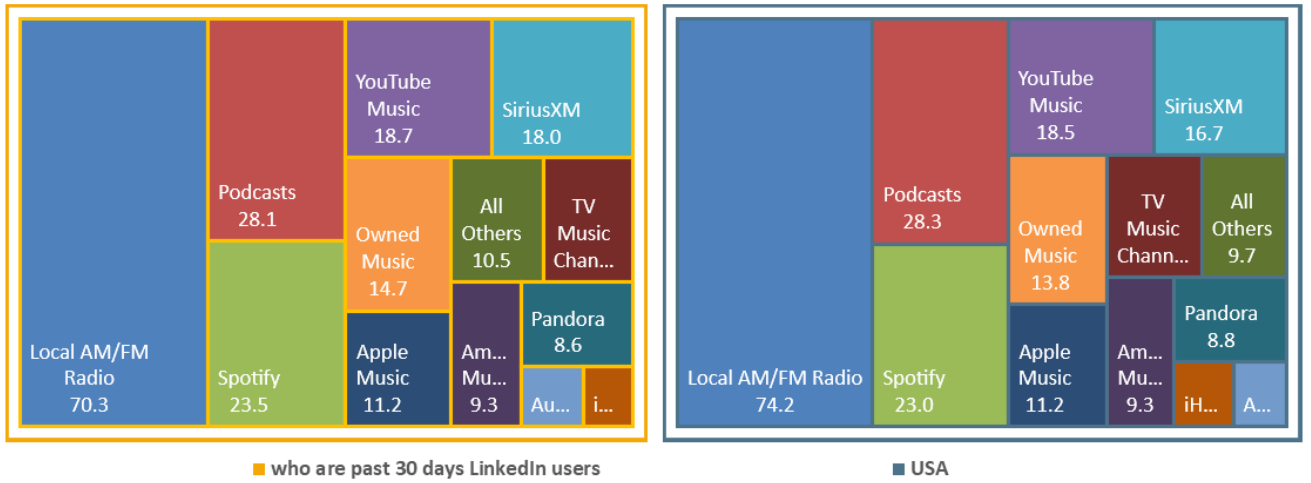
M25-64

26,510,433 or 80.% of Men 25 - 64 who are past 30 days LinkedIn users listen to Ad-Supported Local AM/FM Radio for an average of 64.3 minutes every day representing 38.1% of all time spent daily with Ad-Supported Audio.

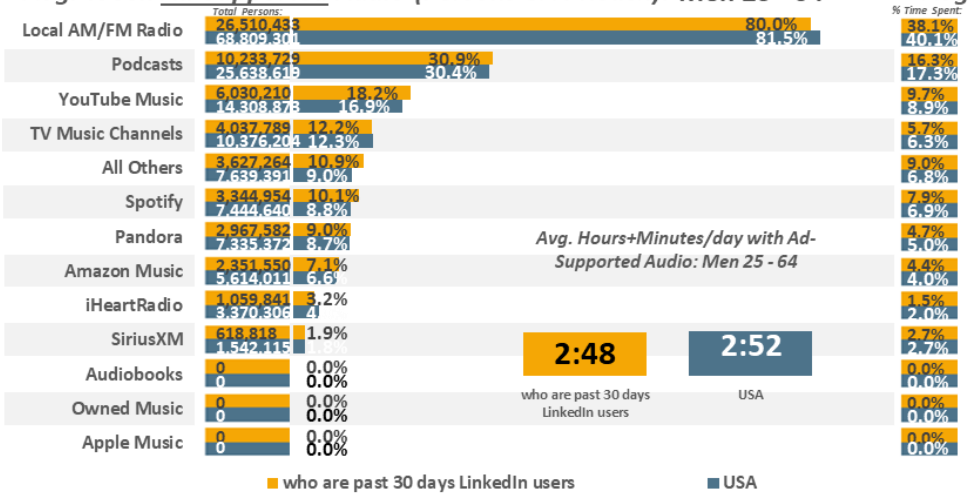
Avg. Week All Audio (Persons & % Reach): Men 25 - 64



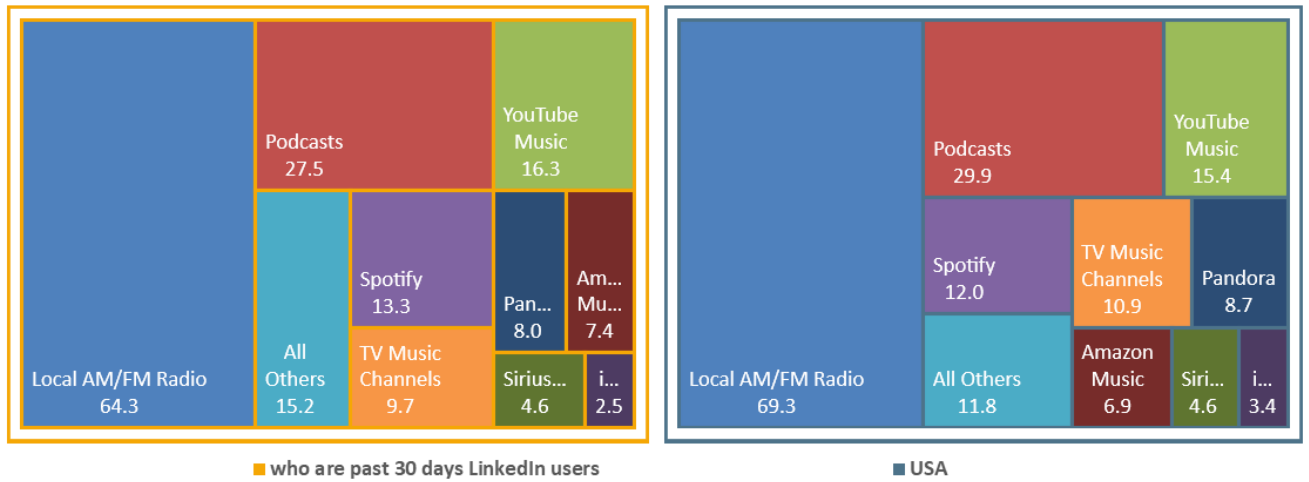
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Men 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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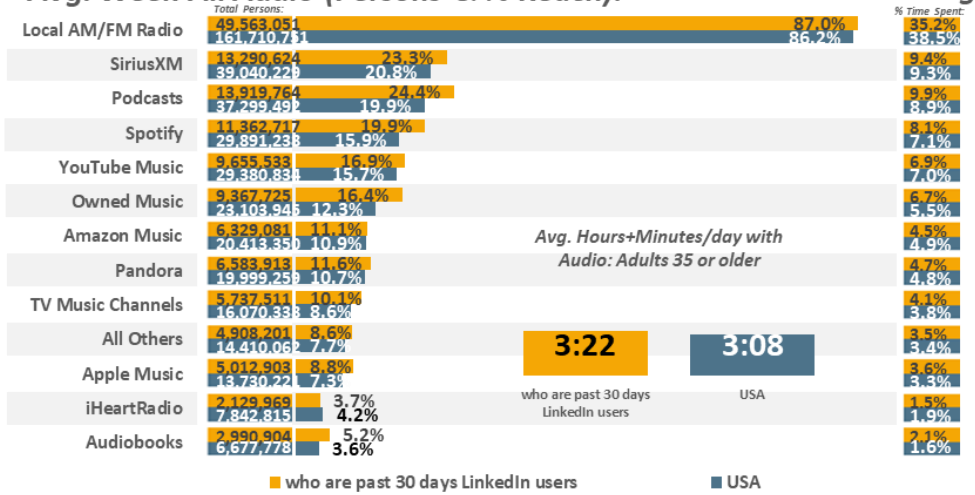
Apps or websites used or visited past 30 days:Social media: LinkedIn

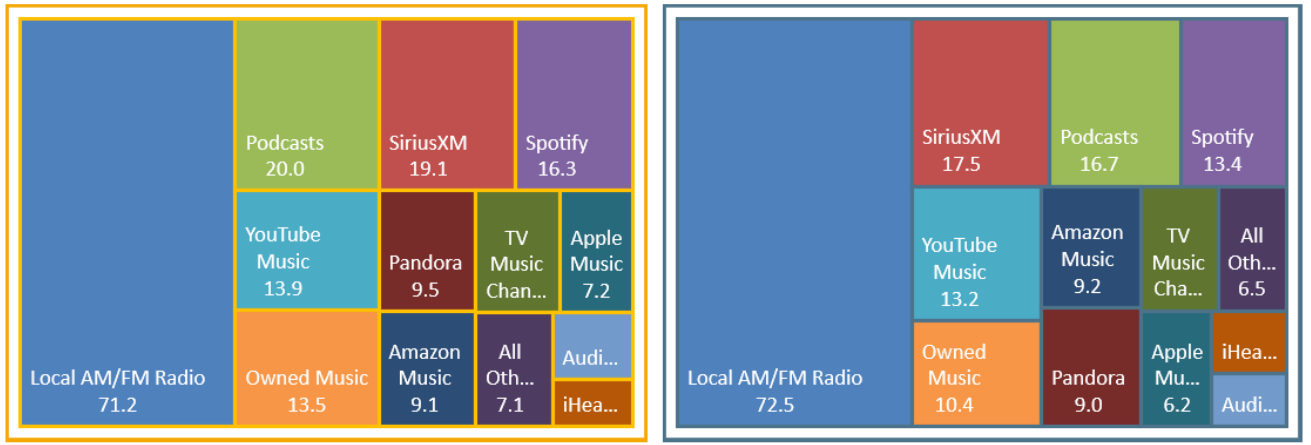
P35+

46,551,619 or 81.7% of Adults 35 or older who are past 30 days LinkedIn users listen to Ad-Supported Local AM/FM Radio for an average of 63.7 minutes every day representing 43.9% of all time spent daily with Ad-Supported Audio.

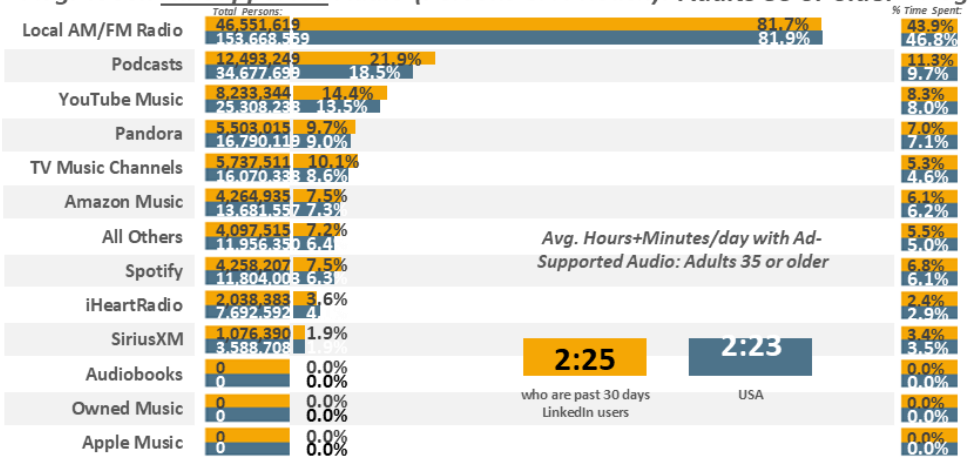
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



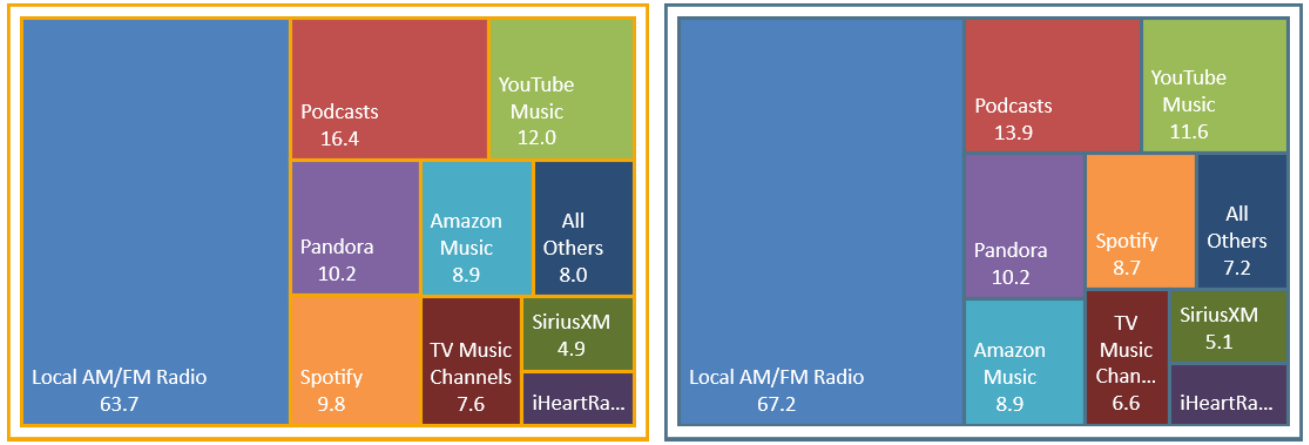
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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

P18+

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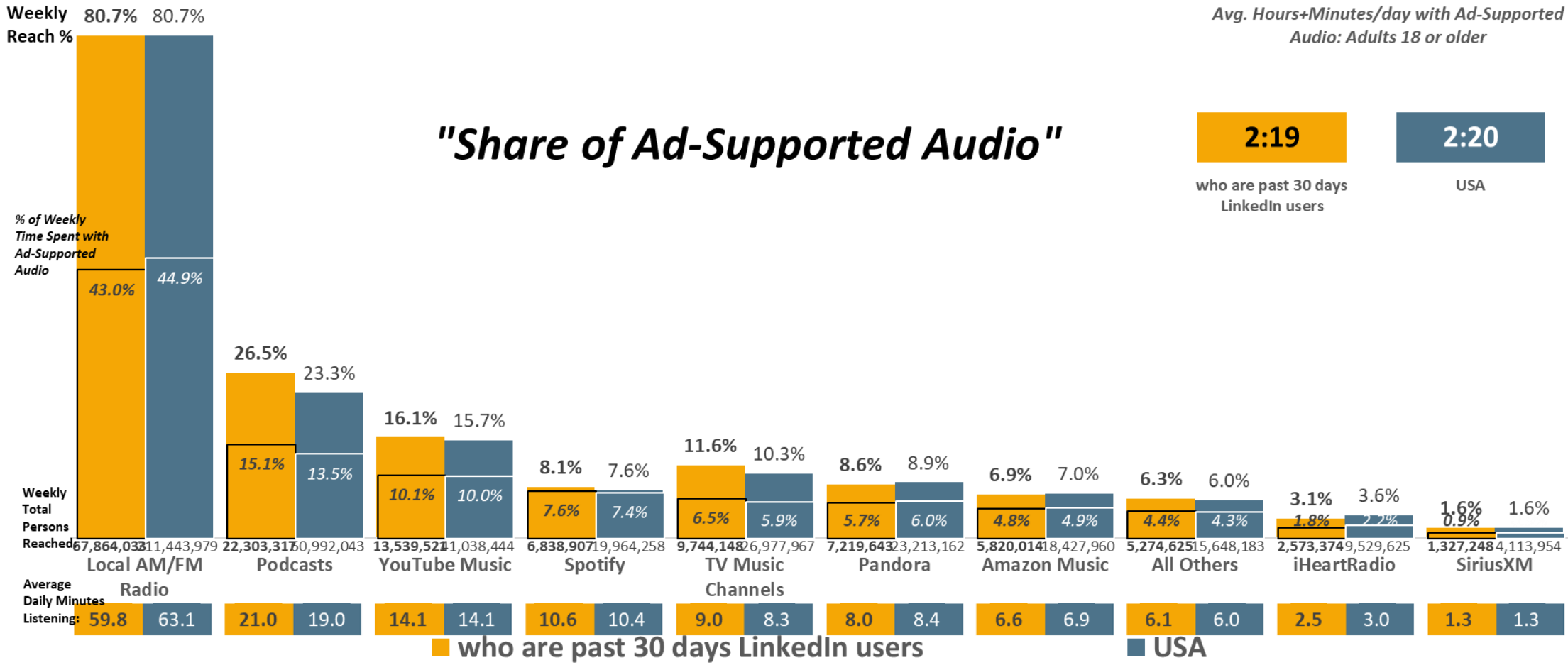

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Apps or websites used or visited past 30 days:Social media: LinkedIn

P25-64

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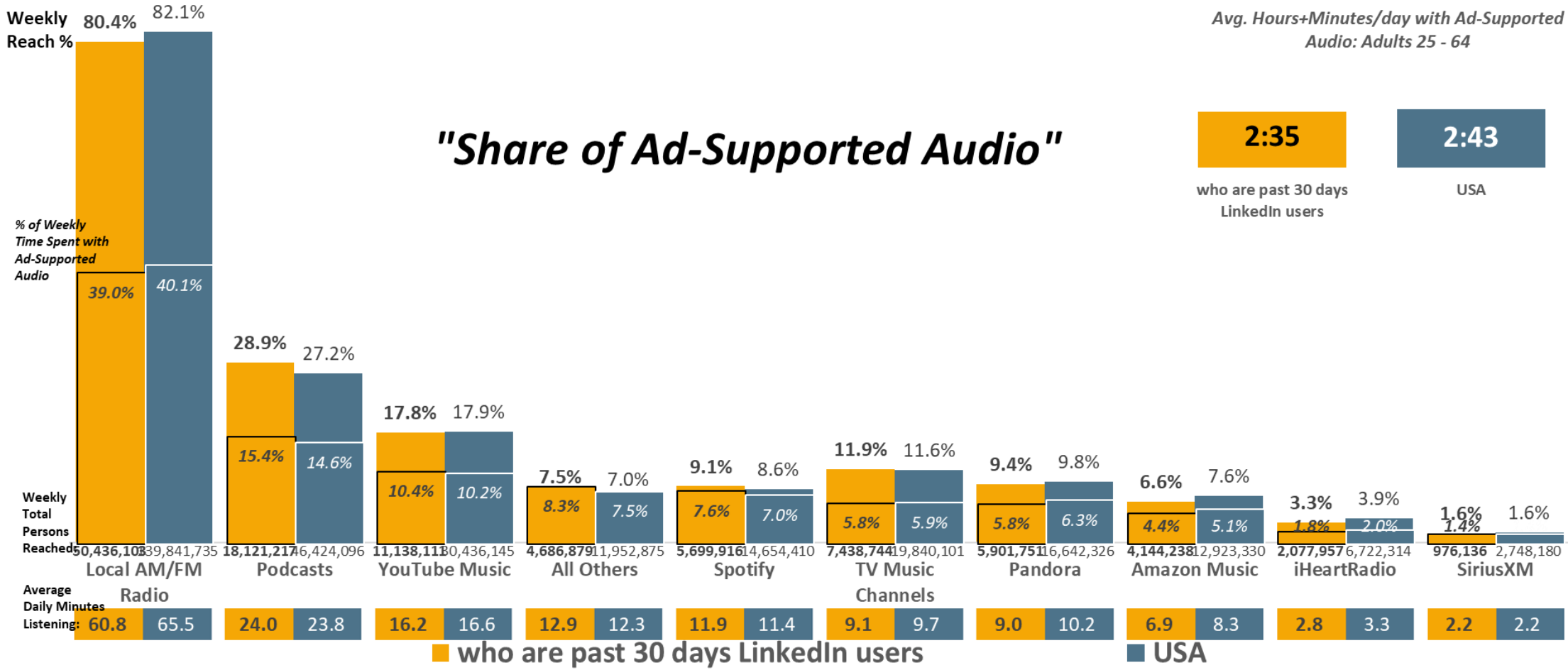

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W25-64

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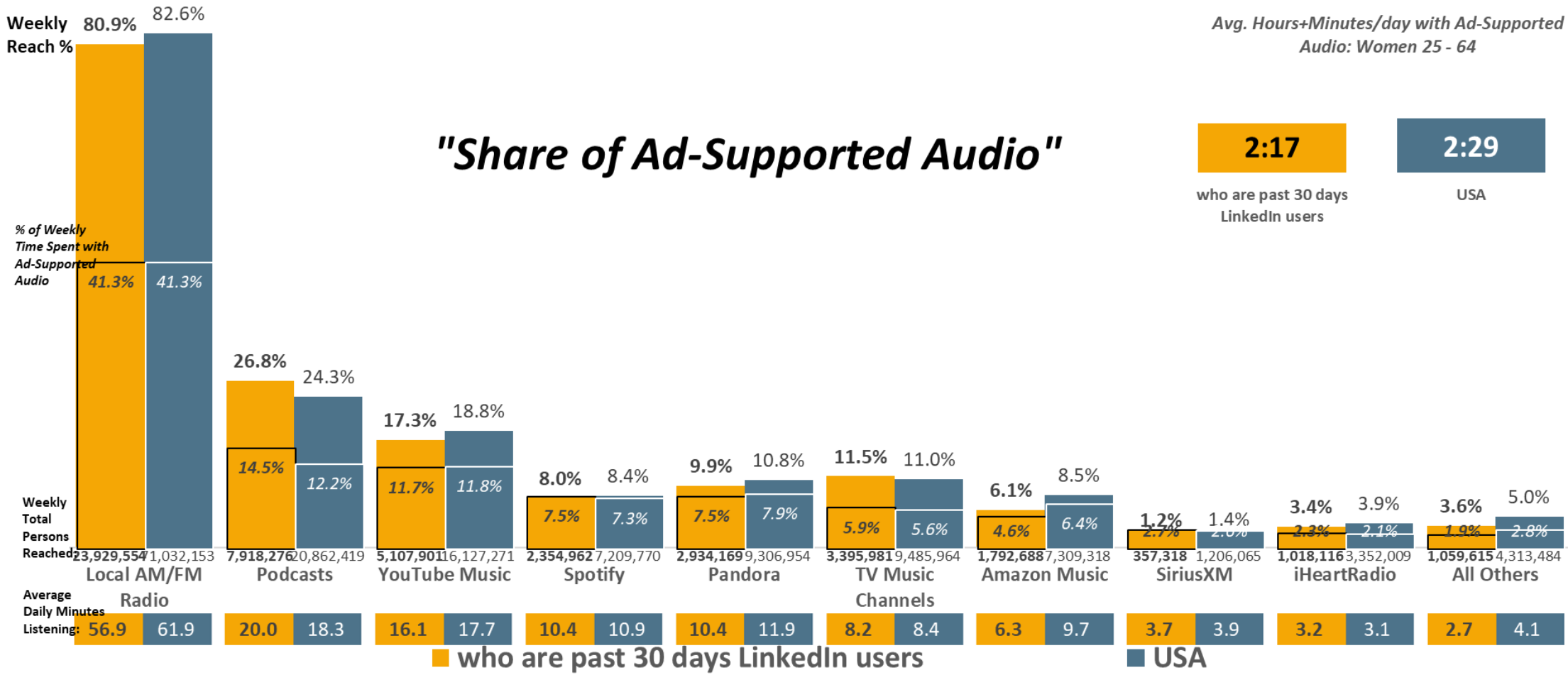

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M25-64

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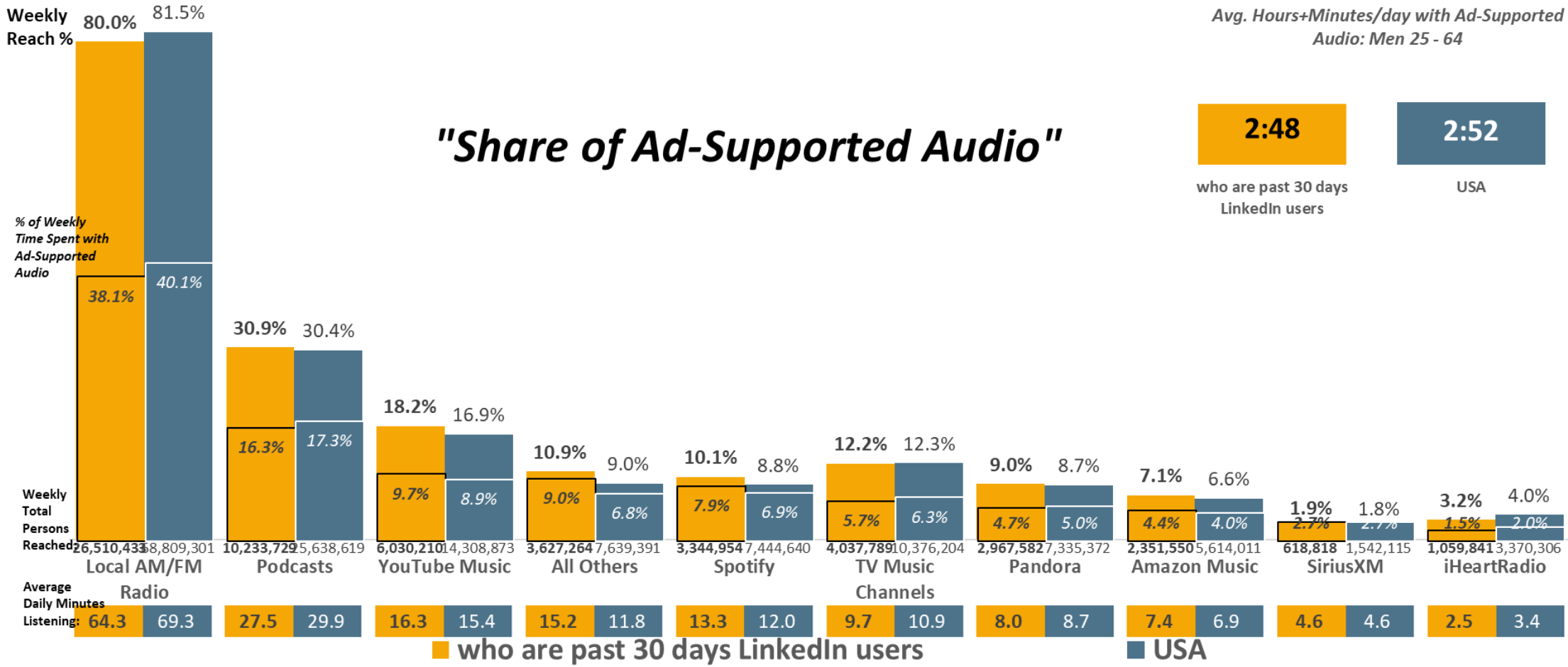

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Apps or websites used or visited past 30 days:Social media: LinkedIn

P35+

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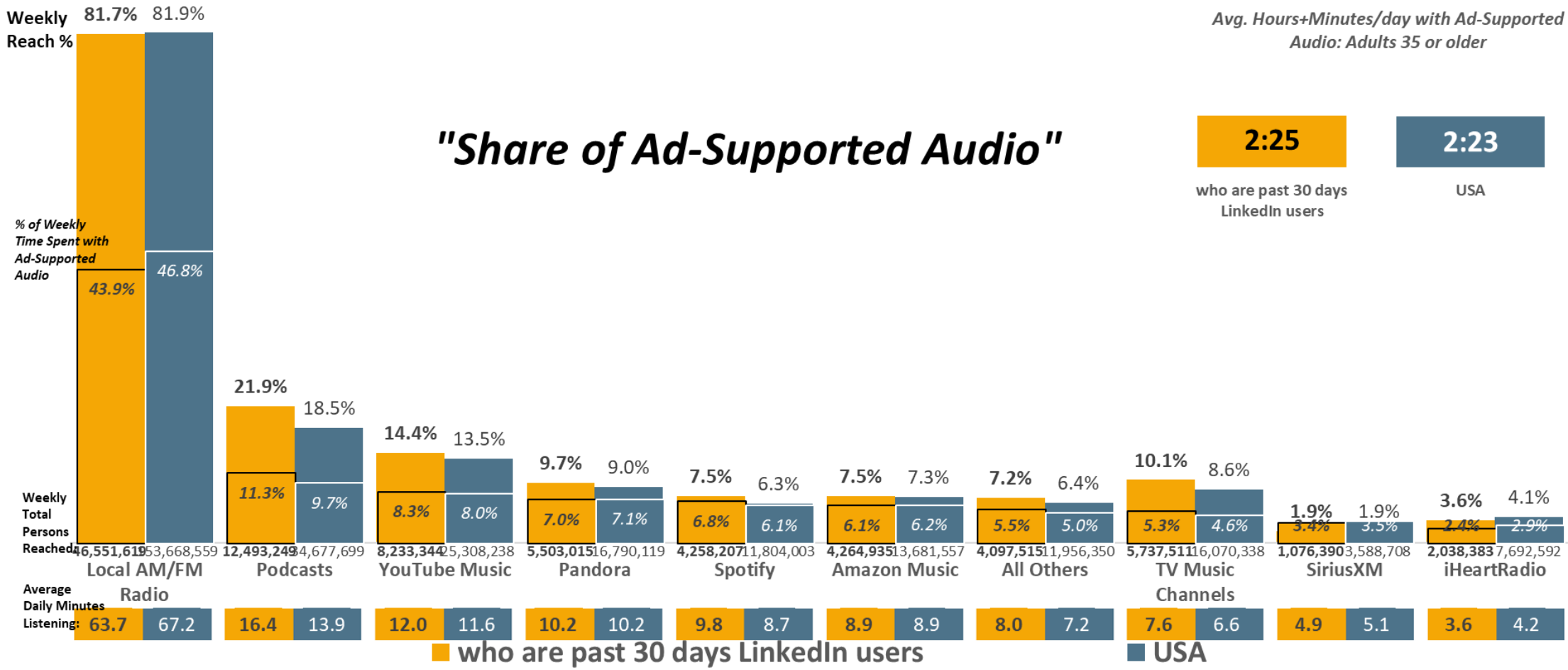

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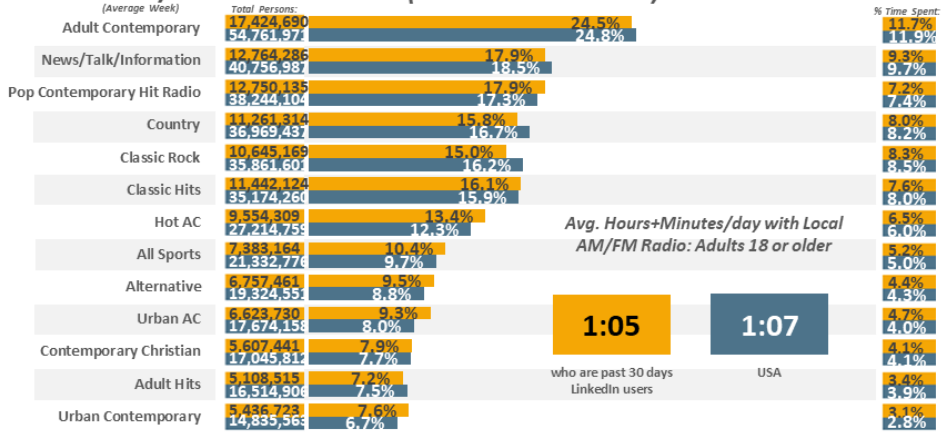
Apps or websites used or visited past 30 days:Social media: LinkedIn

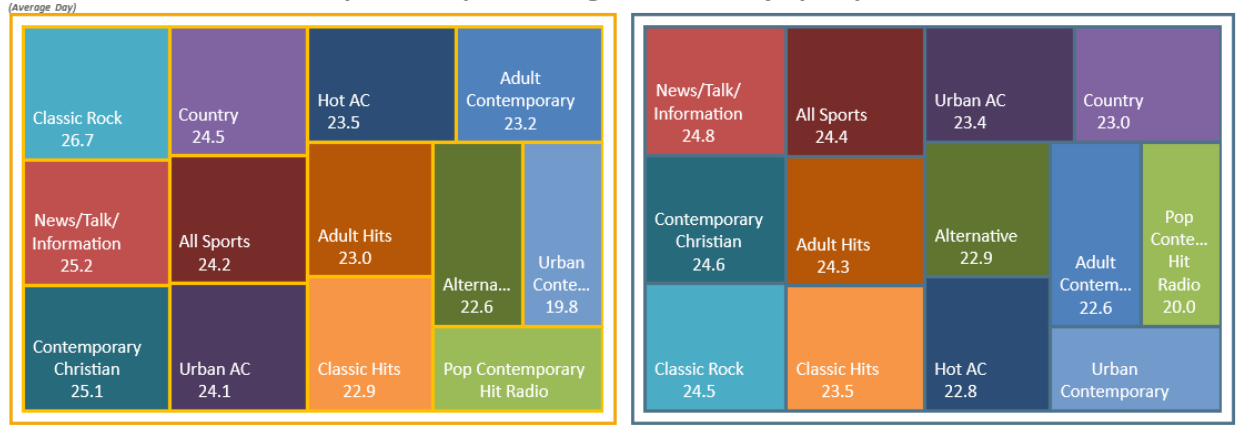
P18+

67,864,033 or 80.7% of Adults 18 or older who are past 30 days LinkedIn users listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Classic Rock.

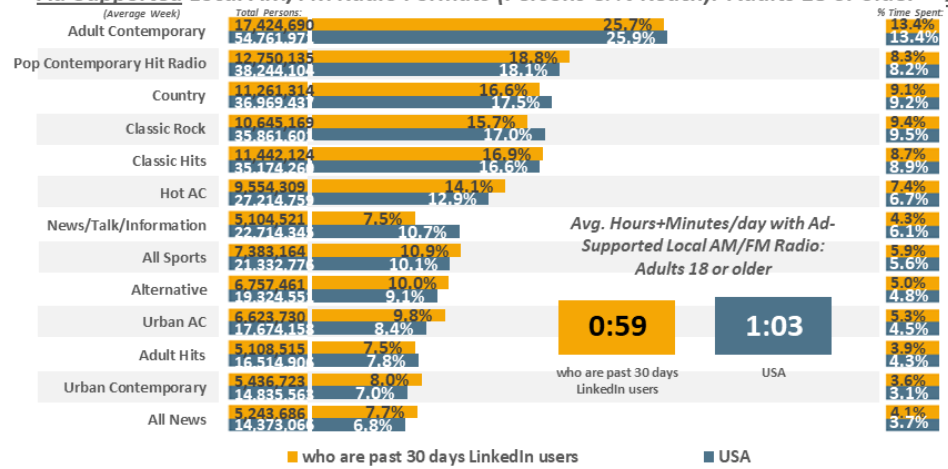
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



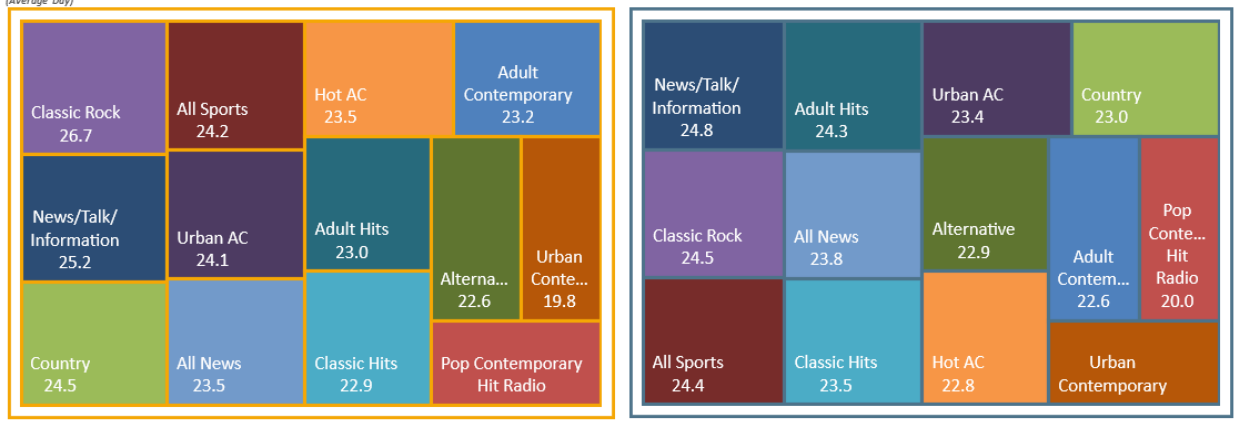
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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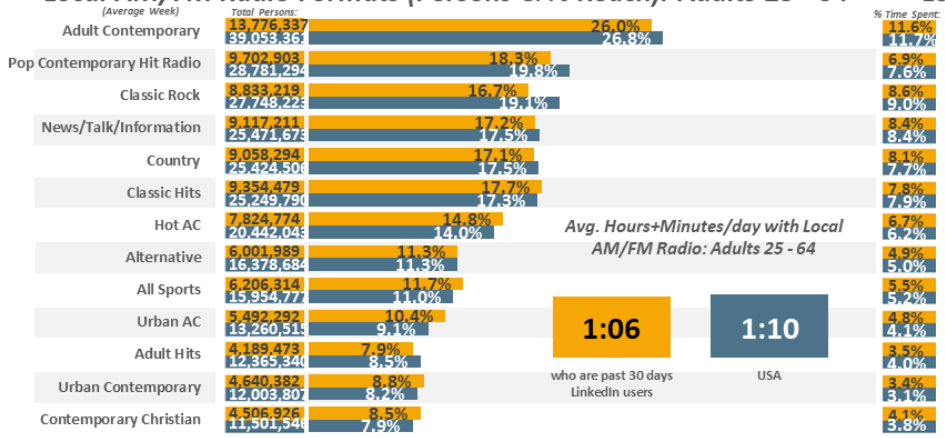
Apps or websites used or visited past 30 days:Social media: LinkedIn

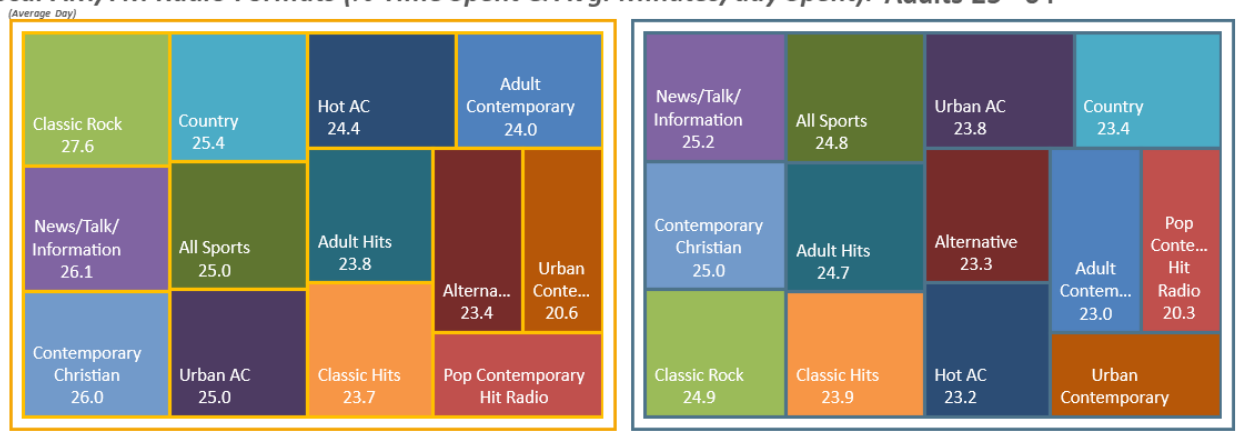
P25-64

50,436,103 or 80.4% of Adults 25 - 64 who are past 30 days LinkedIn users listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Classic Rock.

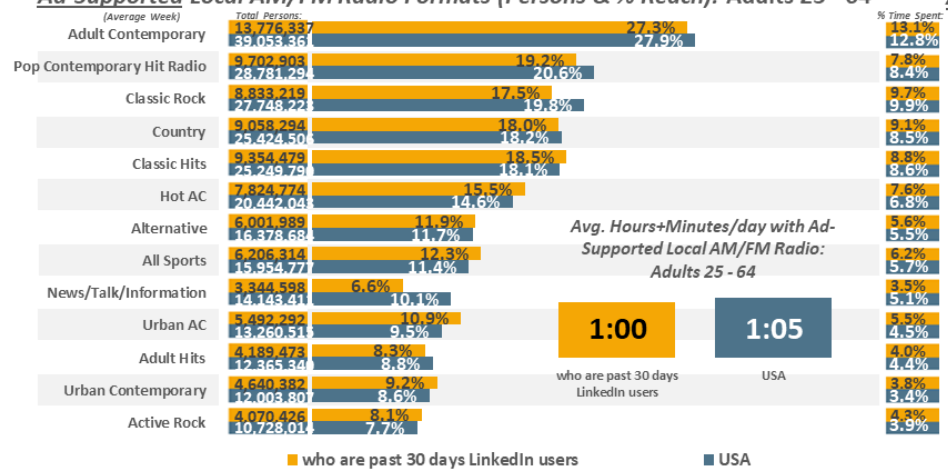
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



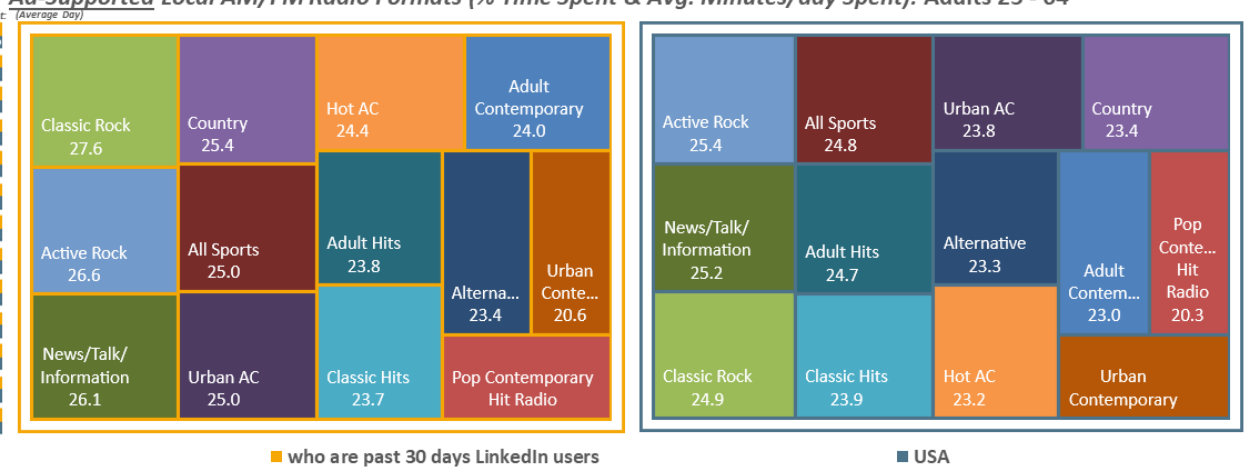
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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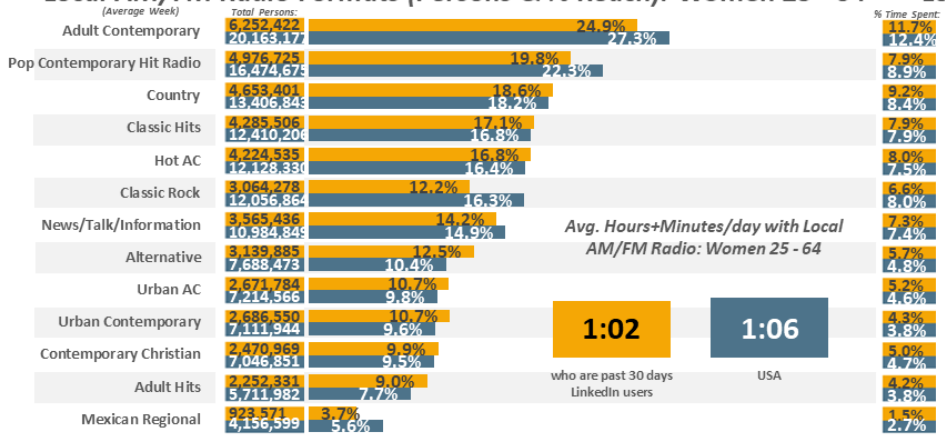
Apps or websites used or visited past 30 days:Social media: LinkedIn

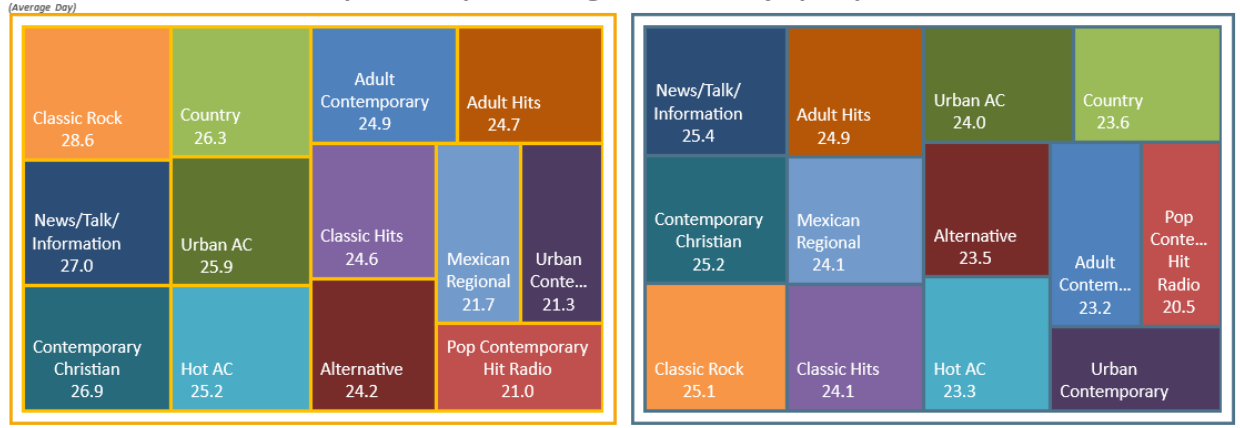
W25-64

23,929,554 or 80.9% of Women 25 - 64 who are past 30 days LinkedIn users listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Hits, and Hot AC.

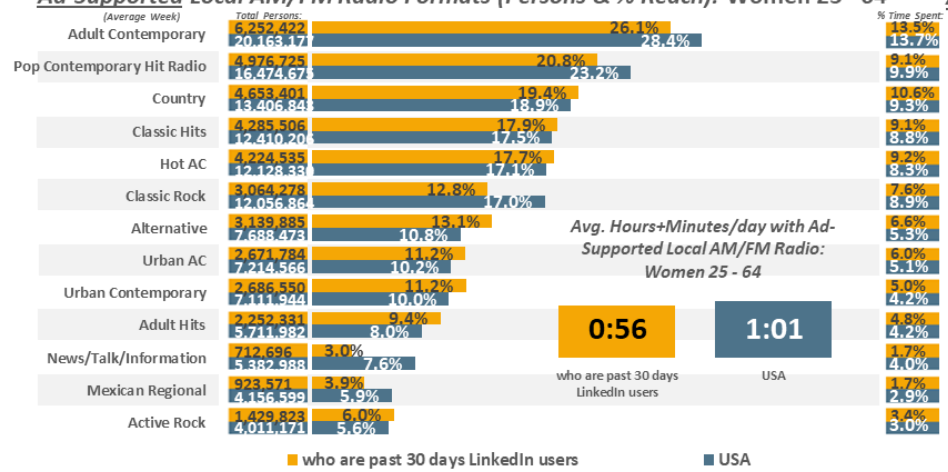
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 64



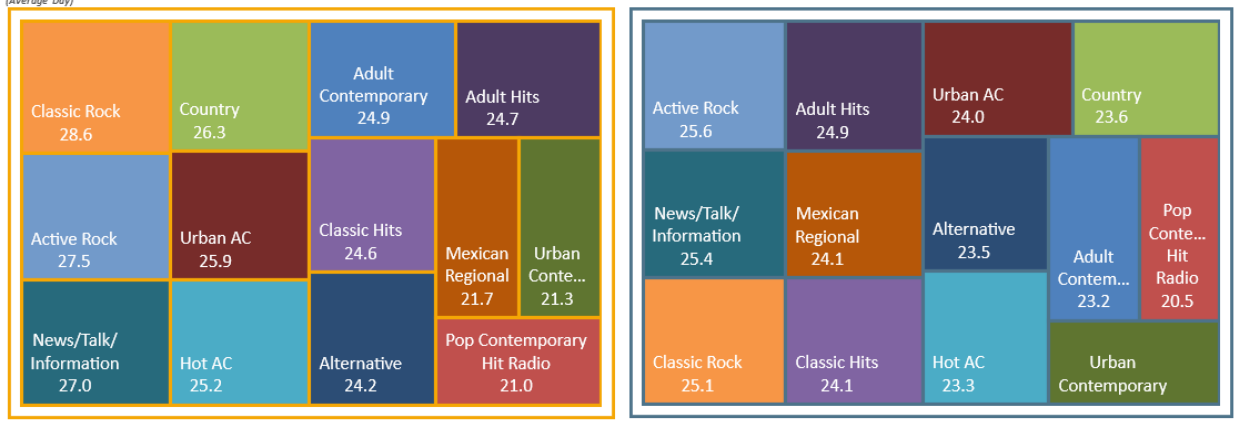
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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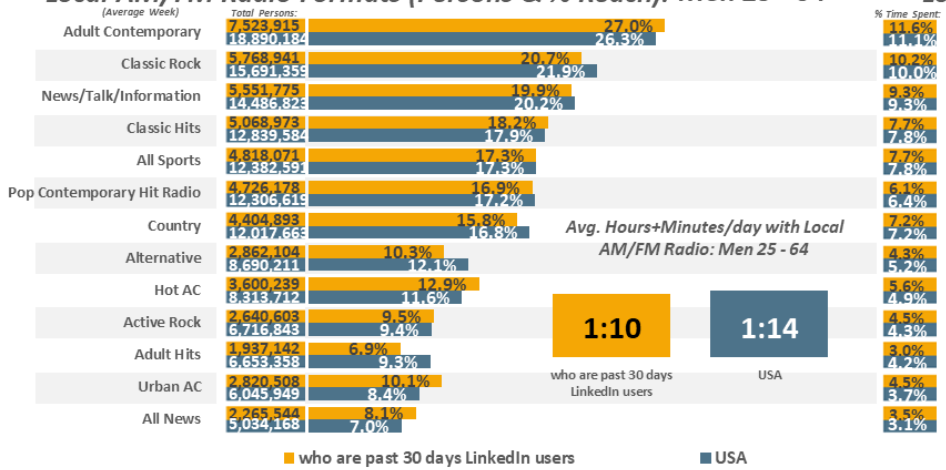
Apps or websites used or visited past 30 days:Social media: LinkedIn

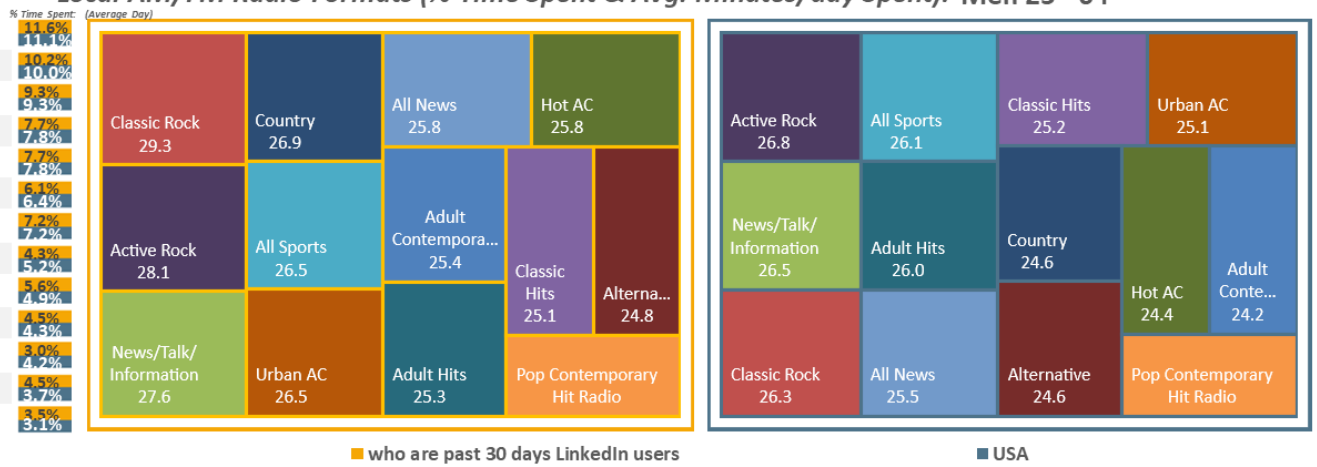
M25-64

26,510,433 or 80.% of Men 25 - 64 who are past 30 days LinkedIn users listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Classic Hits, All Sports, and Pop Contemporary Hit Radio.

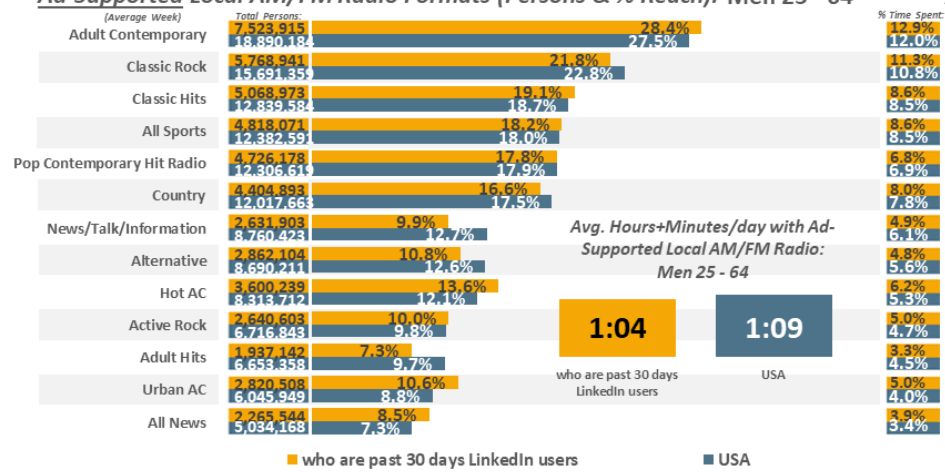
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 64



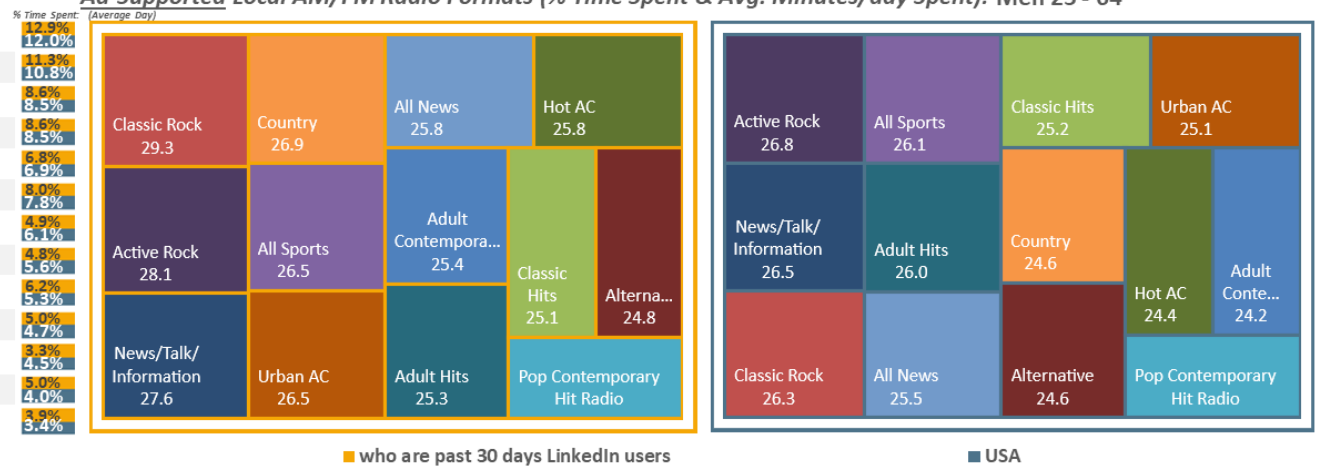
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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Scarborough R1 2024: Aug23-Apr24 USA Projection Qual Intab 11,595

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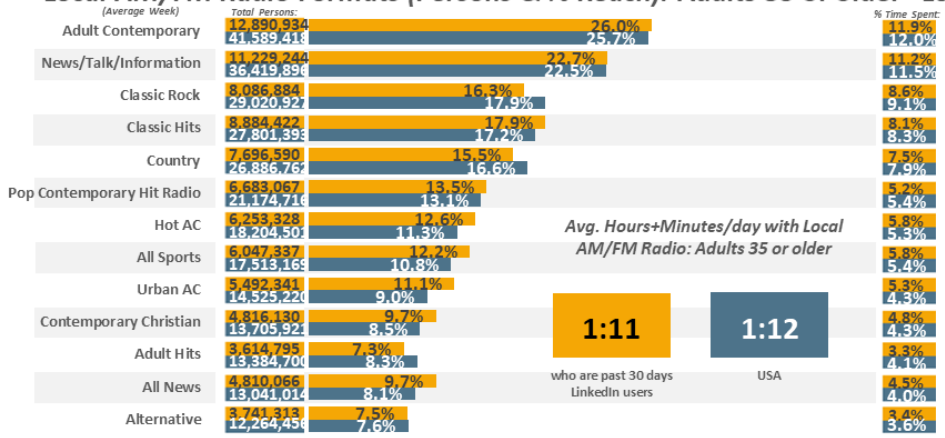
Apps or websites used or visited past 30 days:Social media: LinkedIn

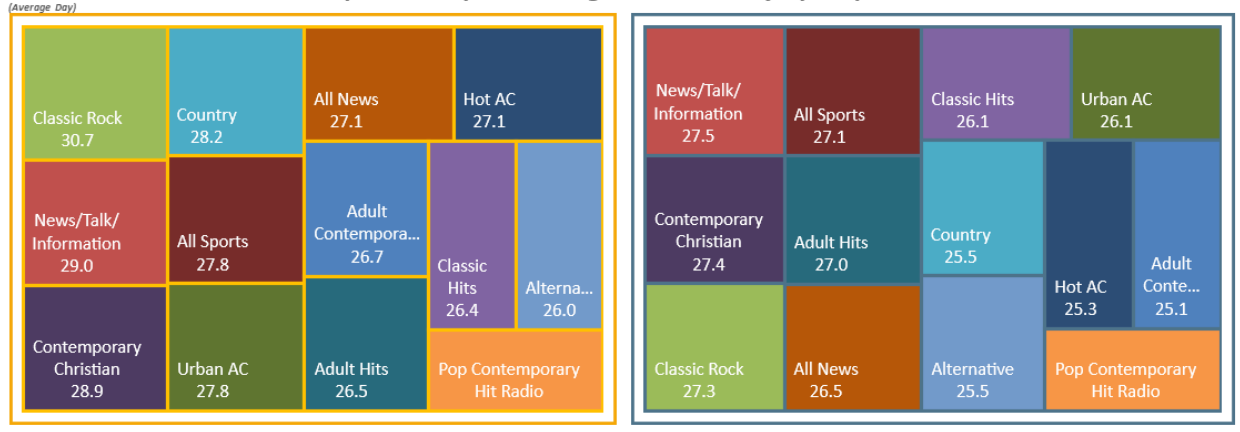
P35+

46,551,619 or 81.7% of Adults 35 or older who are past 30 days LinkedIn users listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Country, and Pop Contemporary Hit Radio.

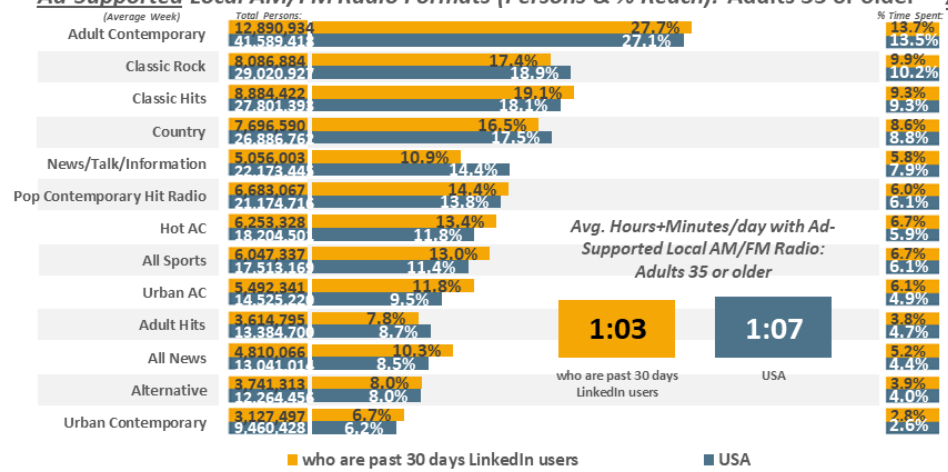
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



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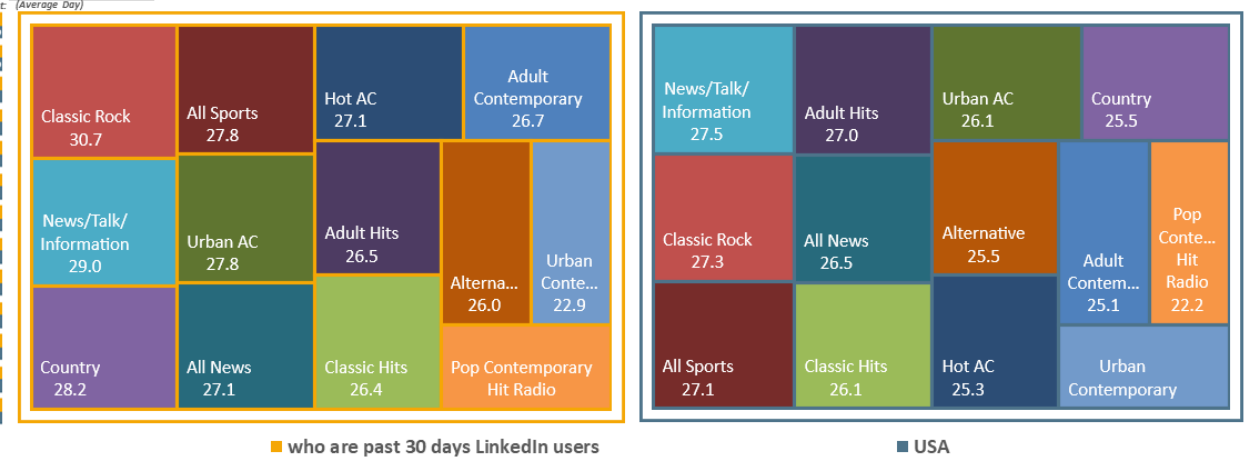

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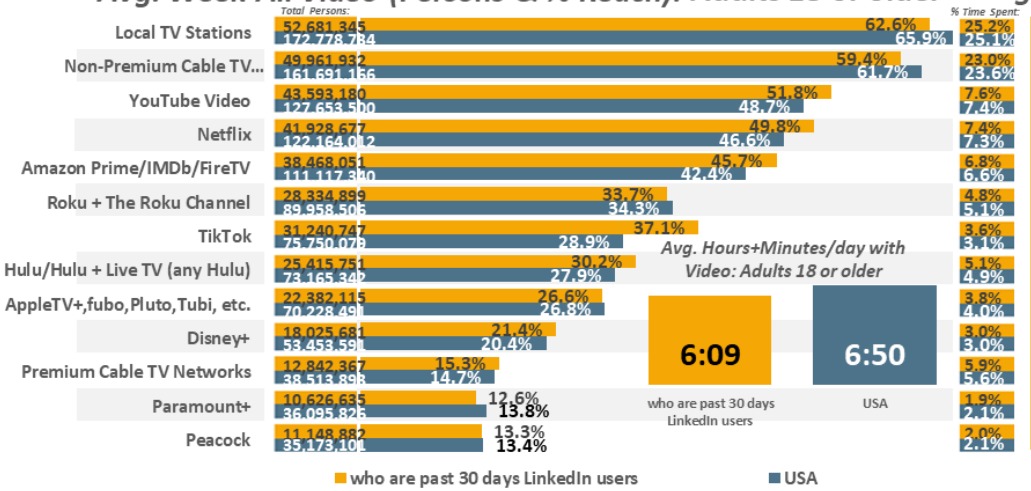
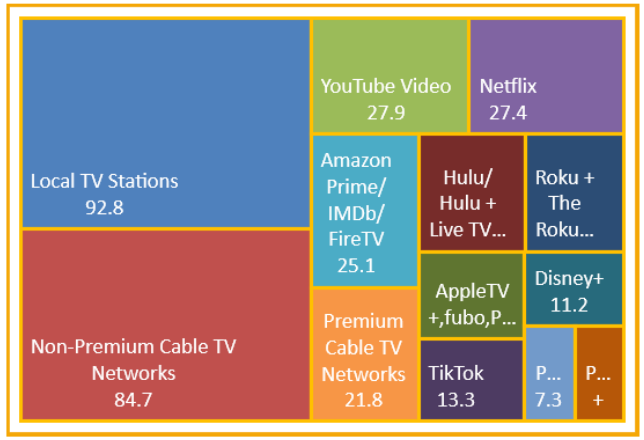
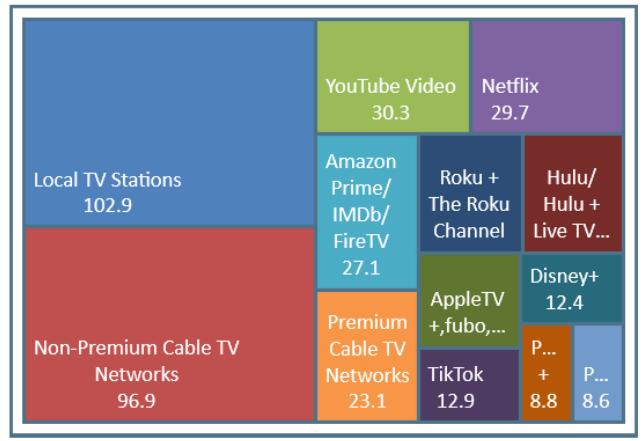
52,045,616 or 61.9% of Adults 18 or older who are past 30 days LinkedIn users watch Ad-Supported Local TV Stations for an average of 88.4 minutes every day representing 29.4% of all time spent daily with Ad-Supported Video.

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







who are past 30 days LinkedIn users ■ USA

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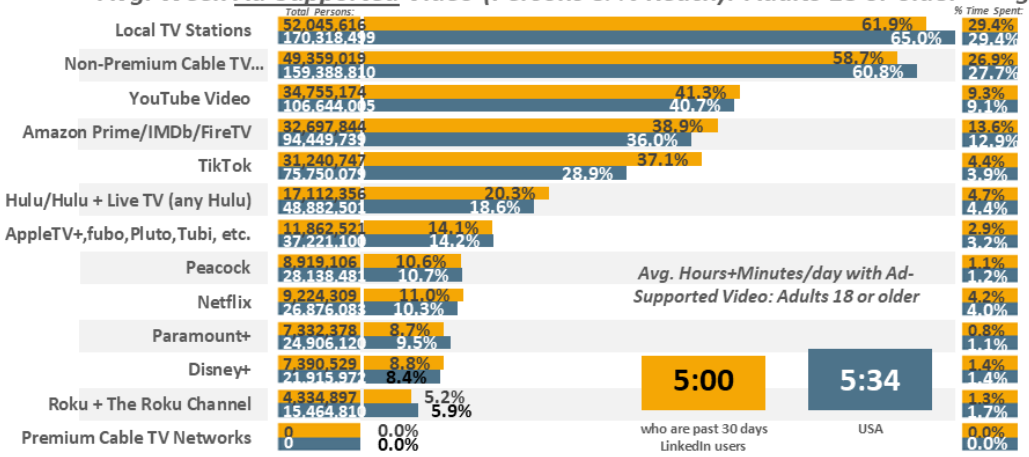

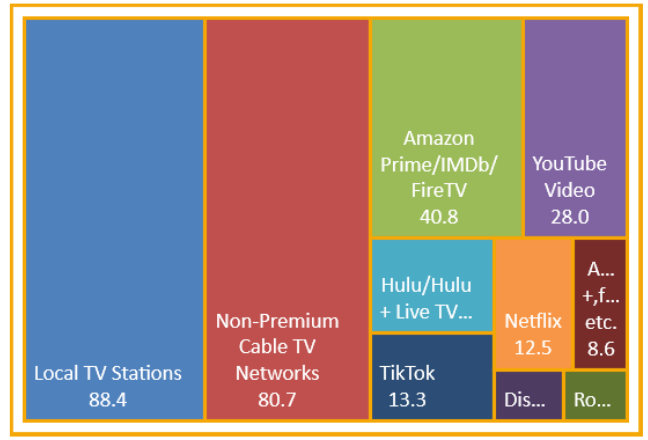

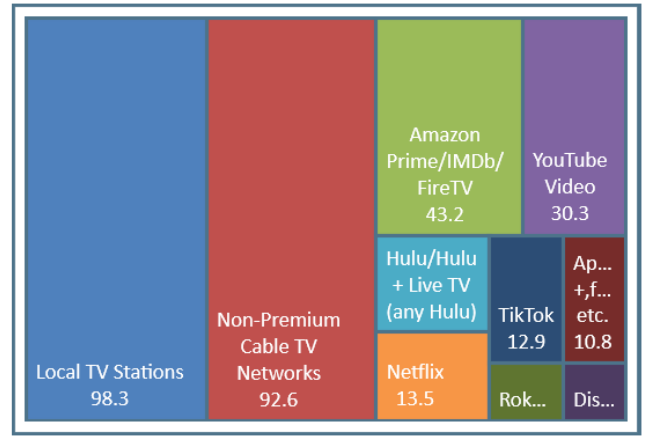

who are past 30 days LinkedIn users ■ USA

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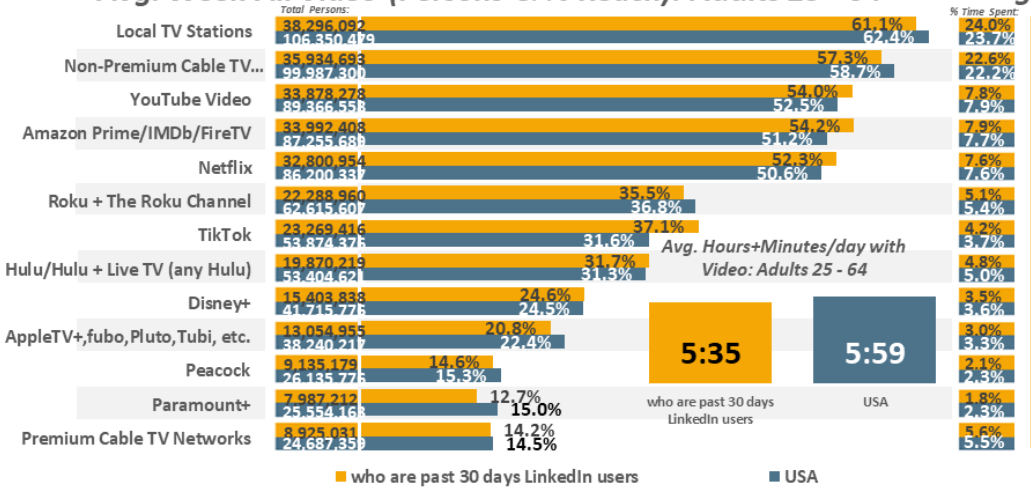
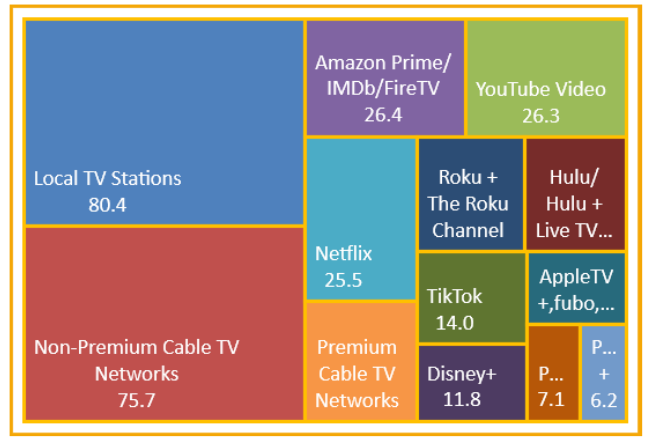
Apps or websites used or visited past 30 days:Social media: LinkedIn

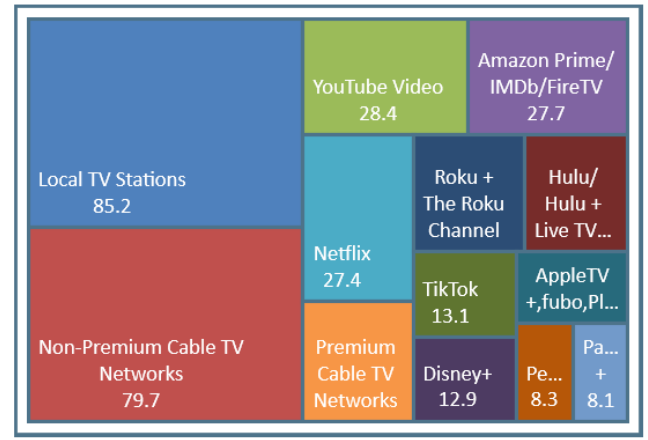
P25-64

37,825,149 or 60.3% of Adults 25 - 64 who are past 30 days LinkedIn users watch Ad-Supported Local TV Stations for an average of 77.2 minutes every day representing 28.3% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 - 64

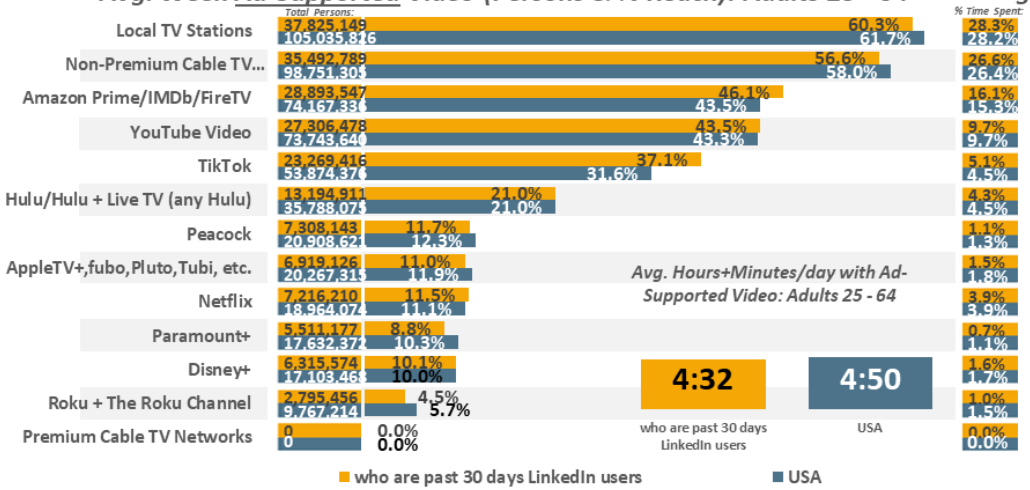




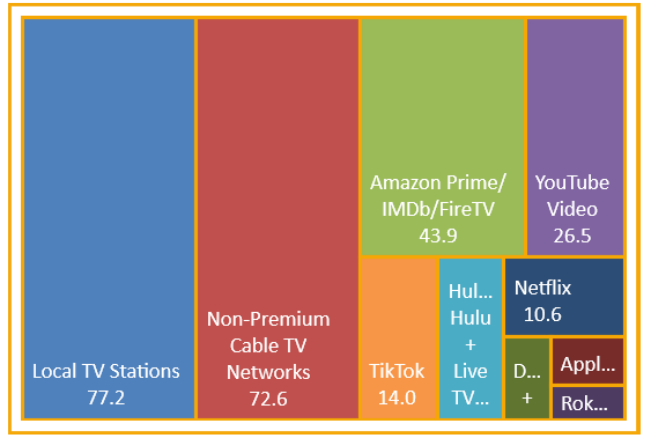


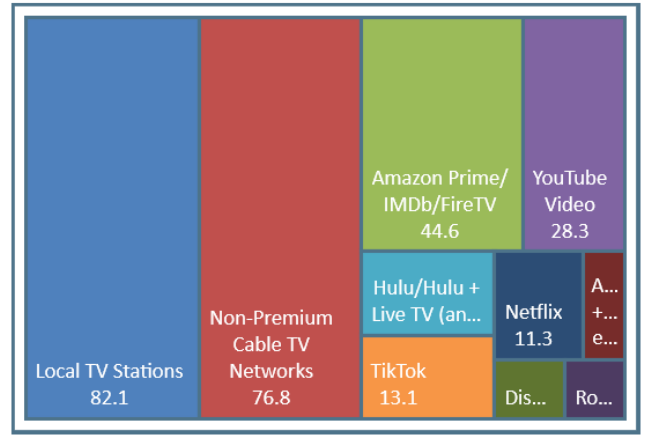
■ who are past 30 days LinkedIn users ■ USA

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





■ who are past 30 days LinkedIn users ■ USA

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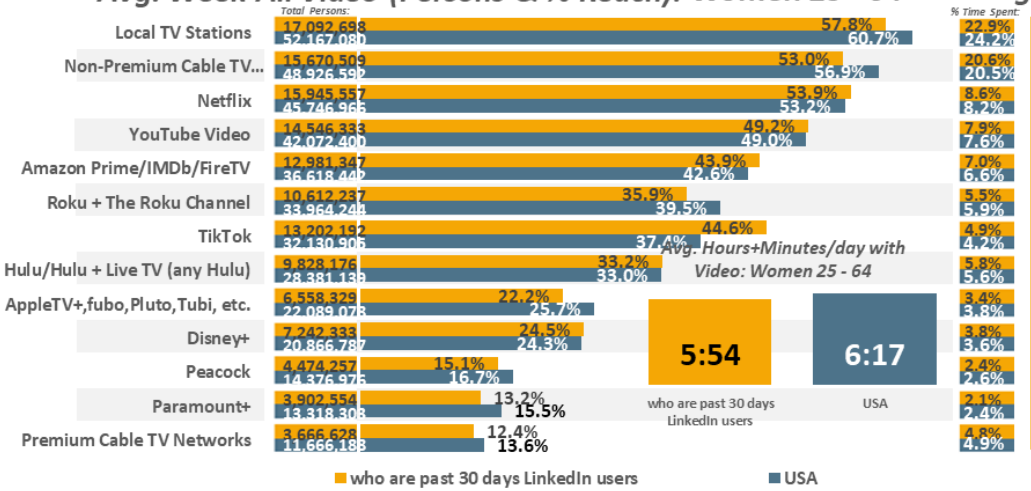
Apps or websites used or visited past 30 days:Social media: LinkedIn

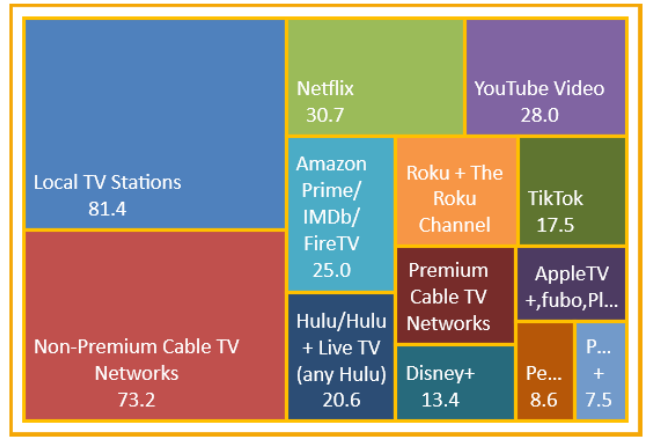
W25-64

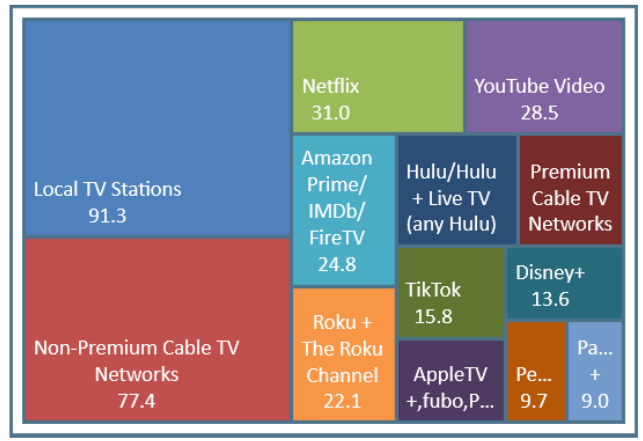
16,836,395 or 56.9% of Women 25 - 64 who are past 30 days LinkedIn users watch Ad-Supported Local TV Stations for an average of 77.8 minutes every day representing 27.9% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Women 25 - 64

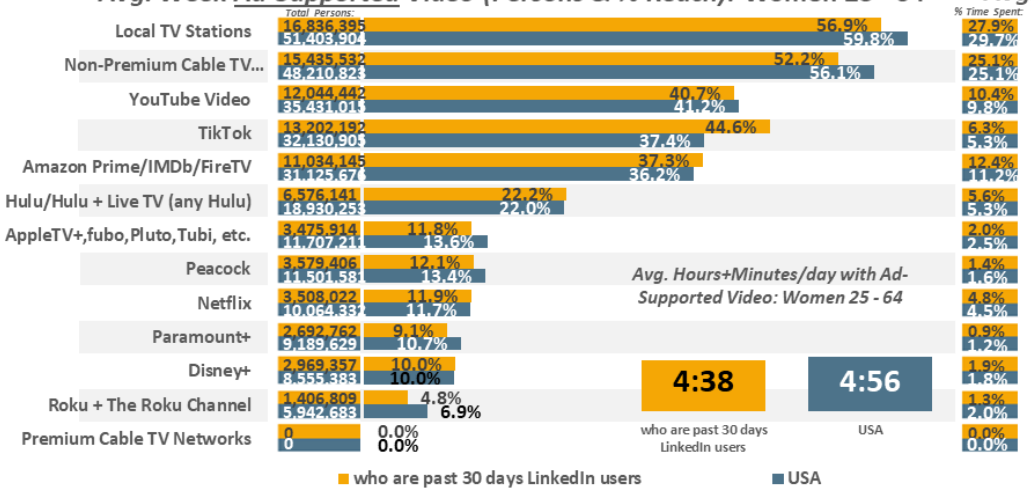


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64

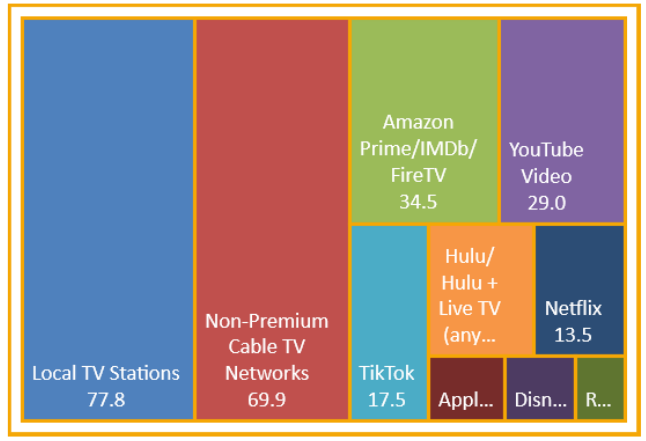


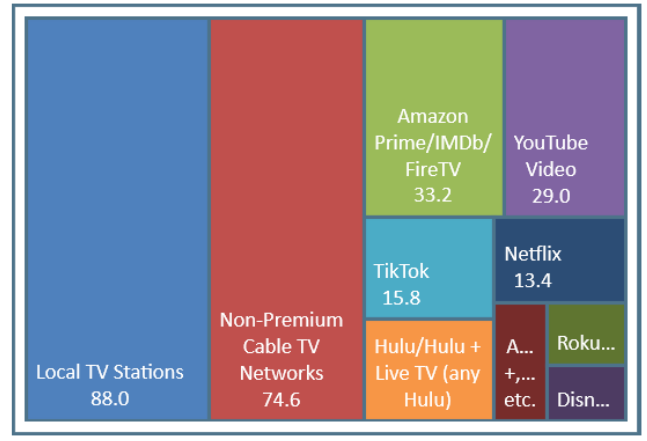


Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64





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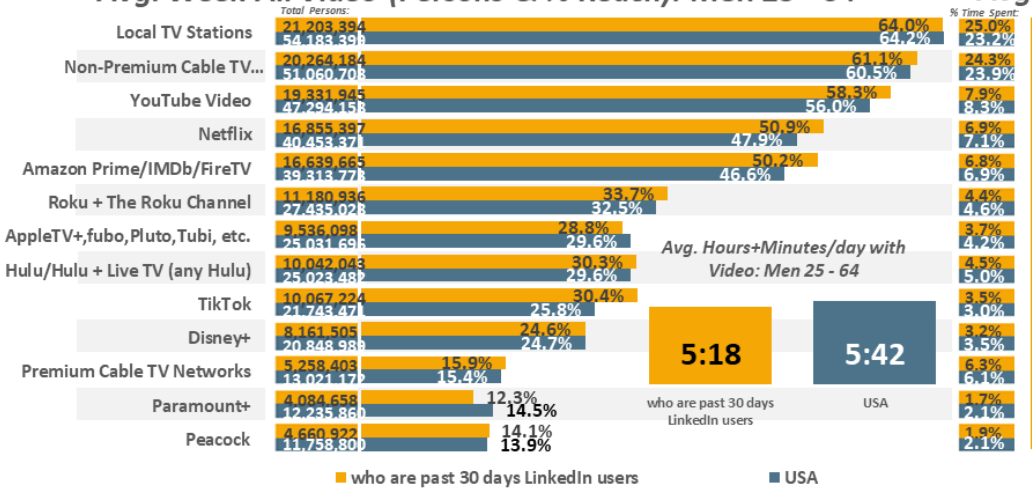
Apps or websites used or visited past 30 days:Social media: LinkedIn

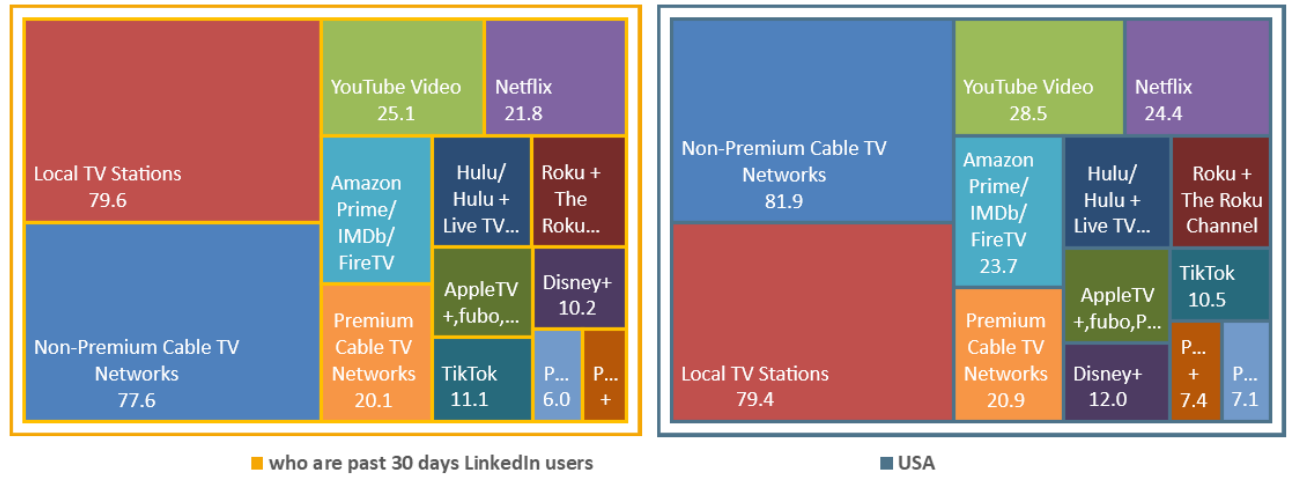
M25-64

20,991,219 or 63.3% of Men 25 - 64 who are past 30 days LinkedIn users watch Ad-Supported Local TV Stations for an average of 76.7 minutes every day representing 29.1% of all time spent daily with Ad-Supported Video.

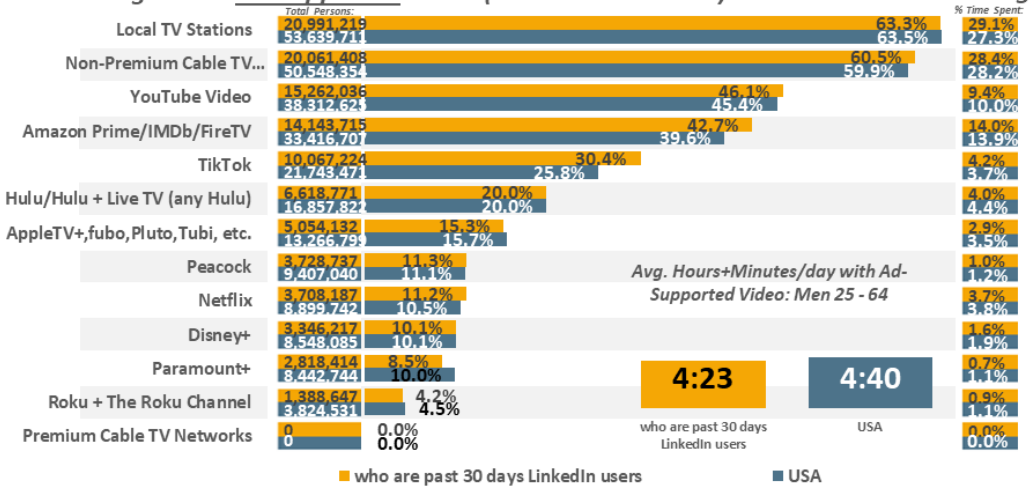
Avg. Week All Video (Persons & % Reach): Men 25 - 64



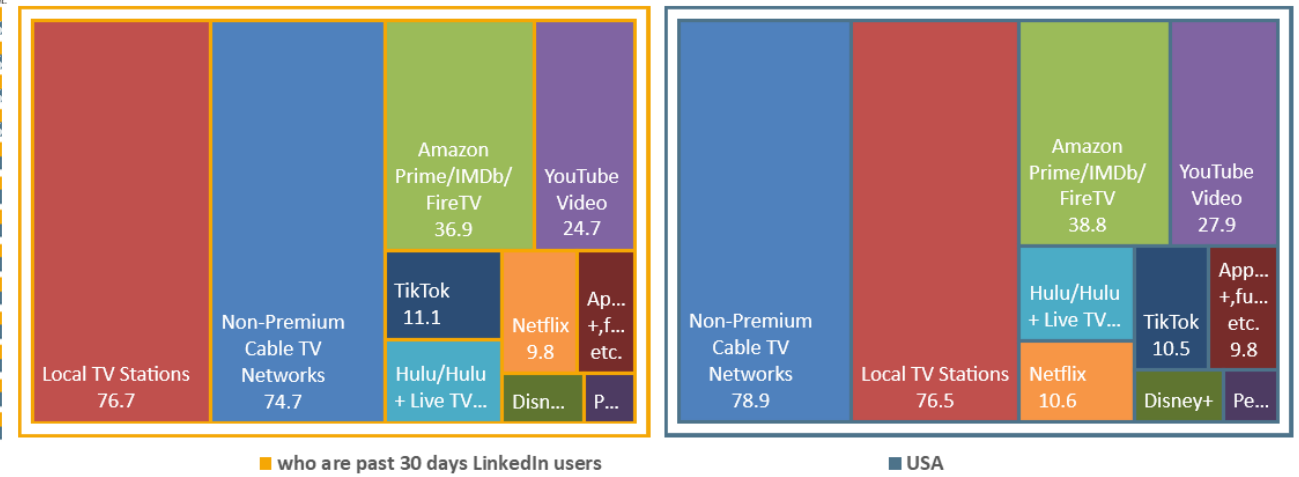
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Men 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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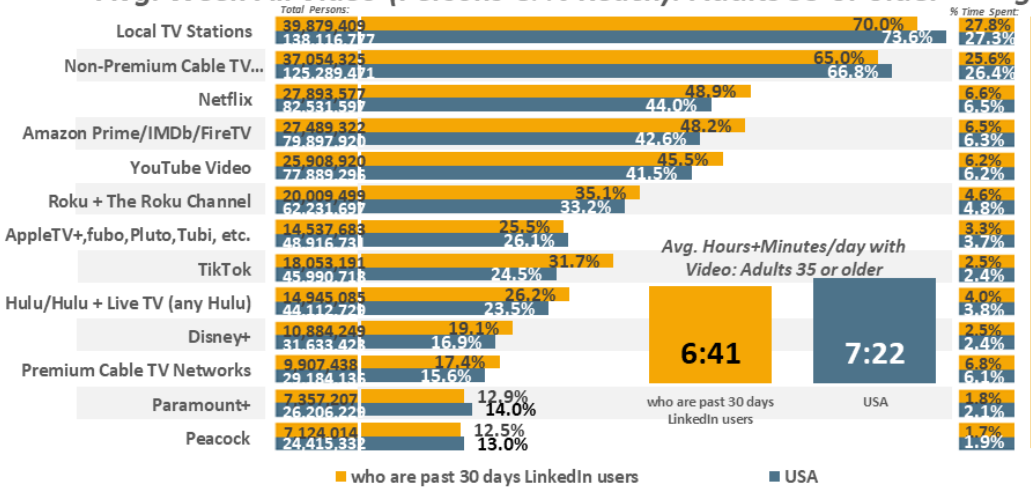
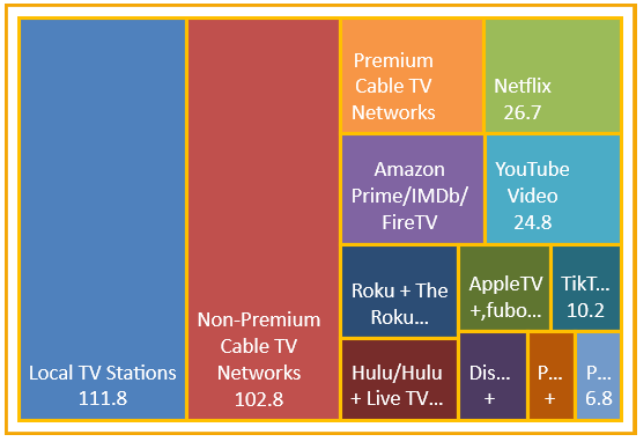
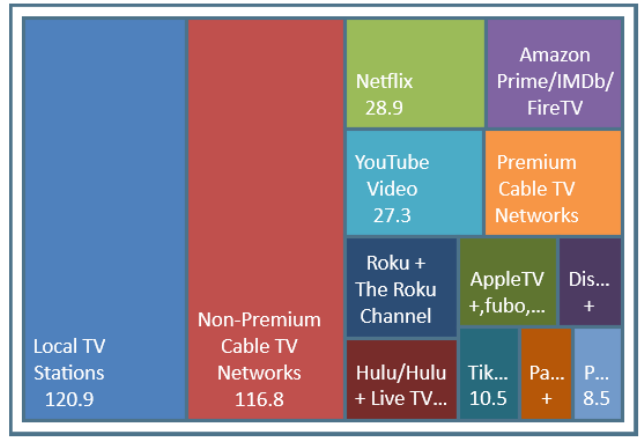
P35+

39,332,586 or 69.% of Adults 35 or older who are past 30 days LinkedIn users watch Ad-Supported Local TV Stations for an average of 105.4 minutes every day representing 31.5% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 35 or older







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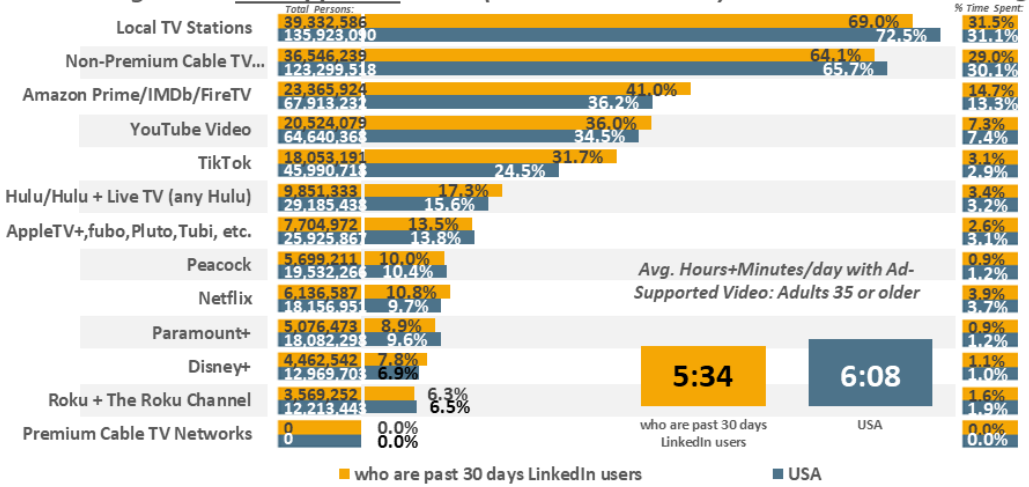

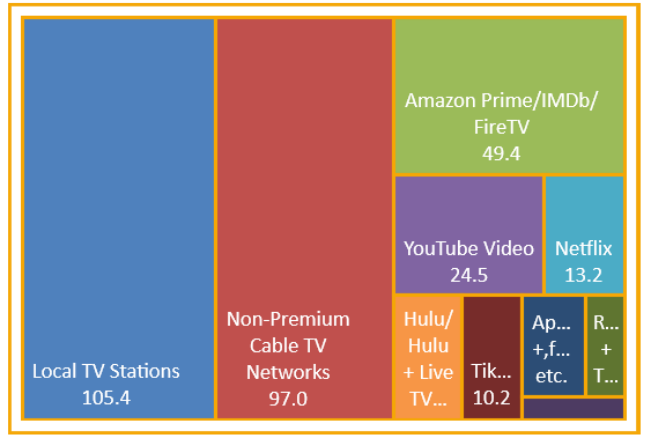

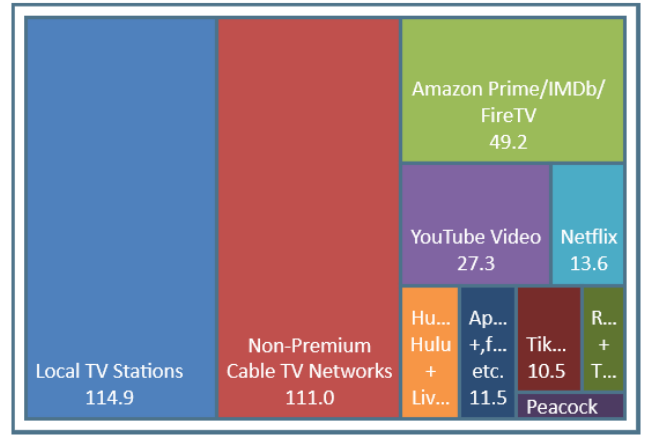

who are past 30 days LinkedIn users ■ USA

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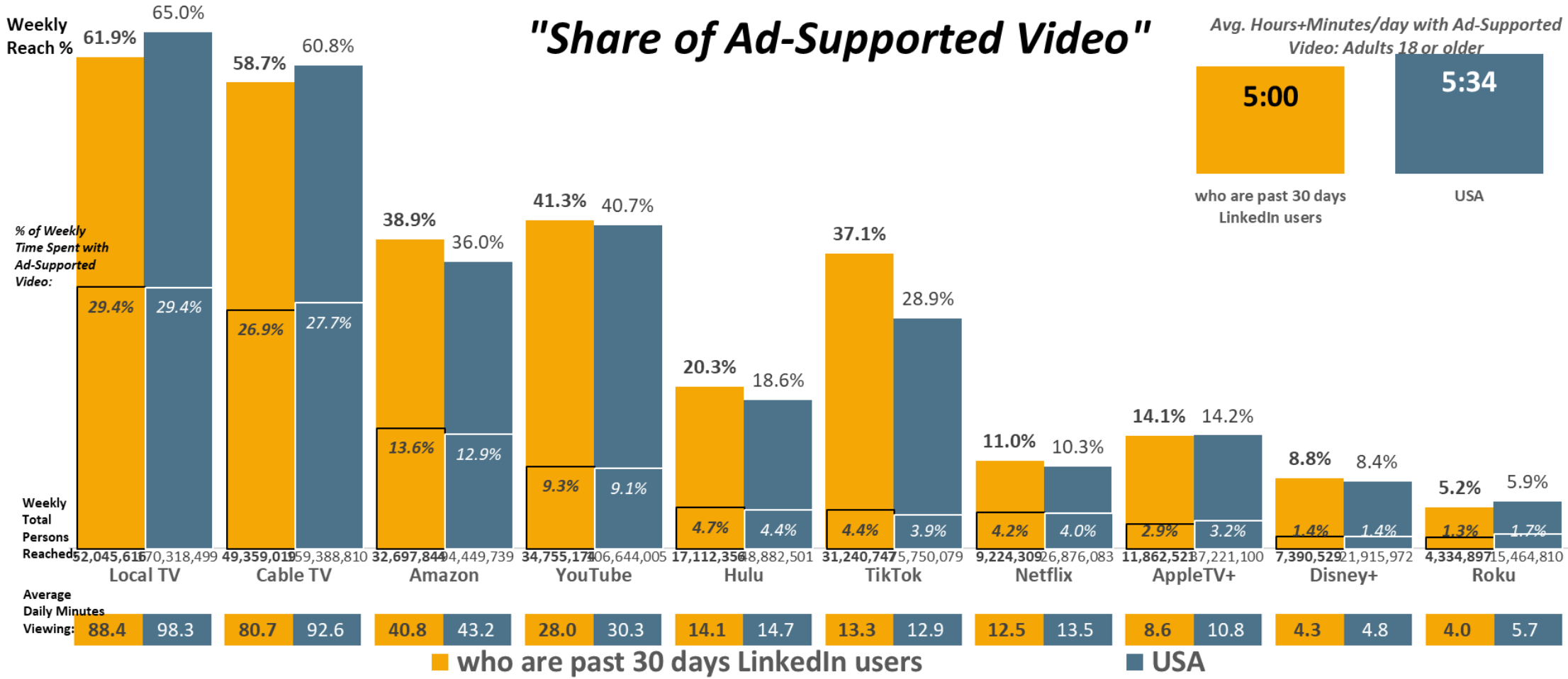

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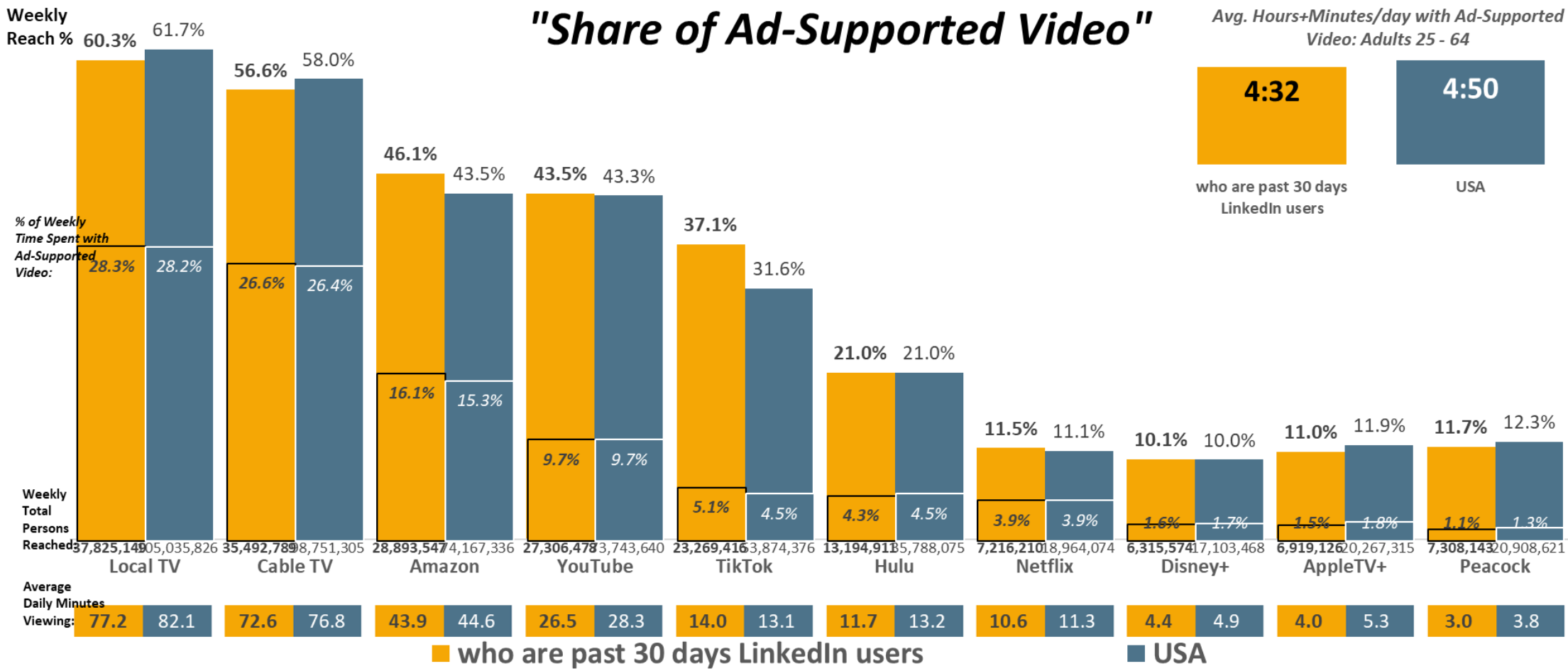

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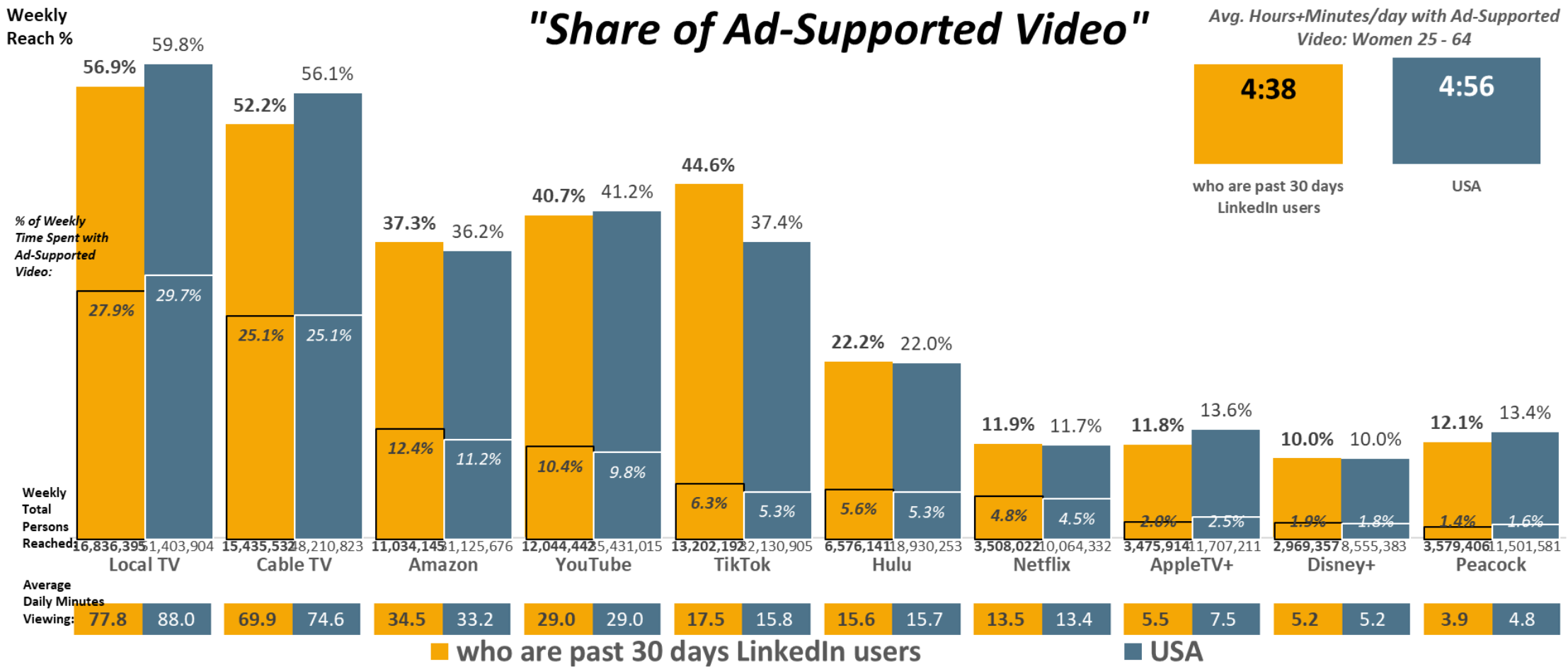

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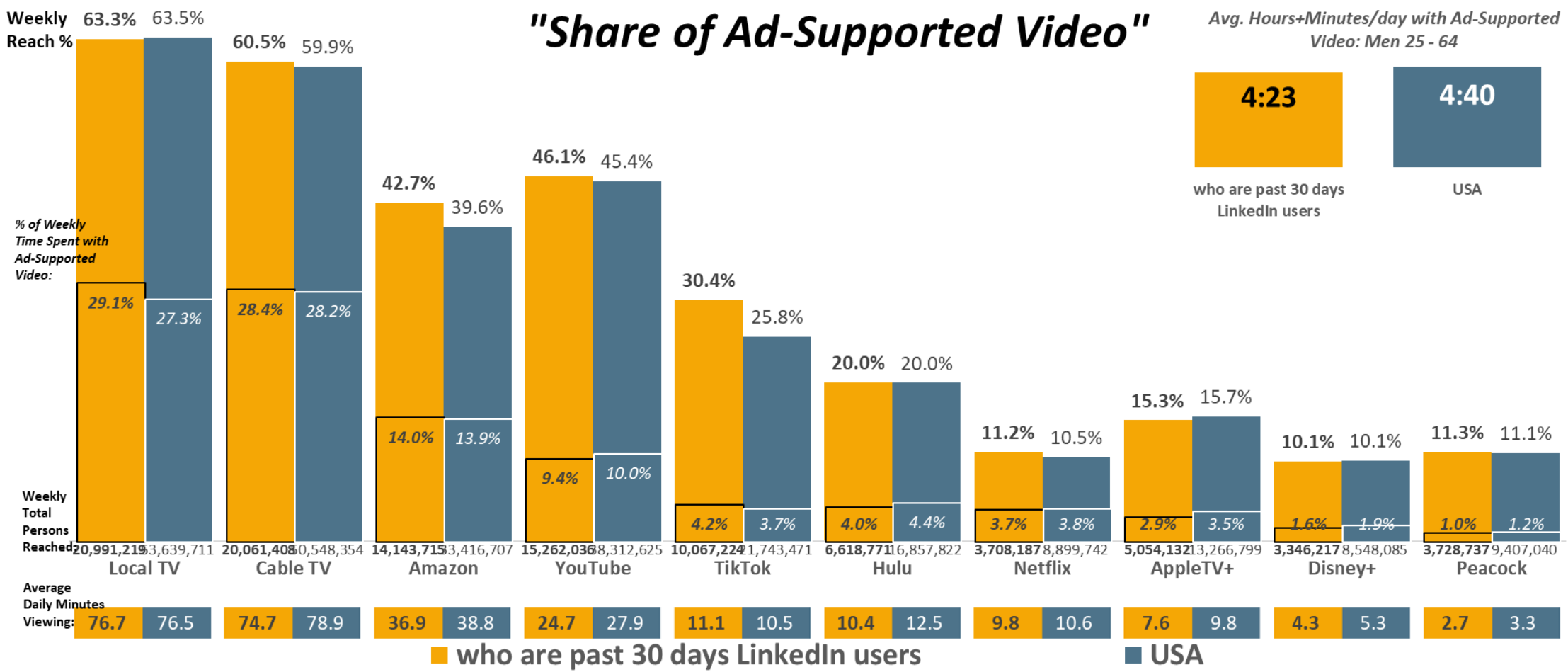

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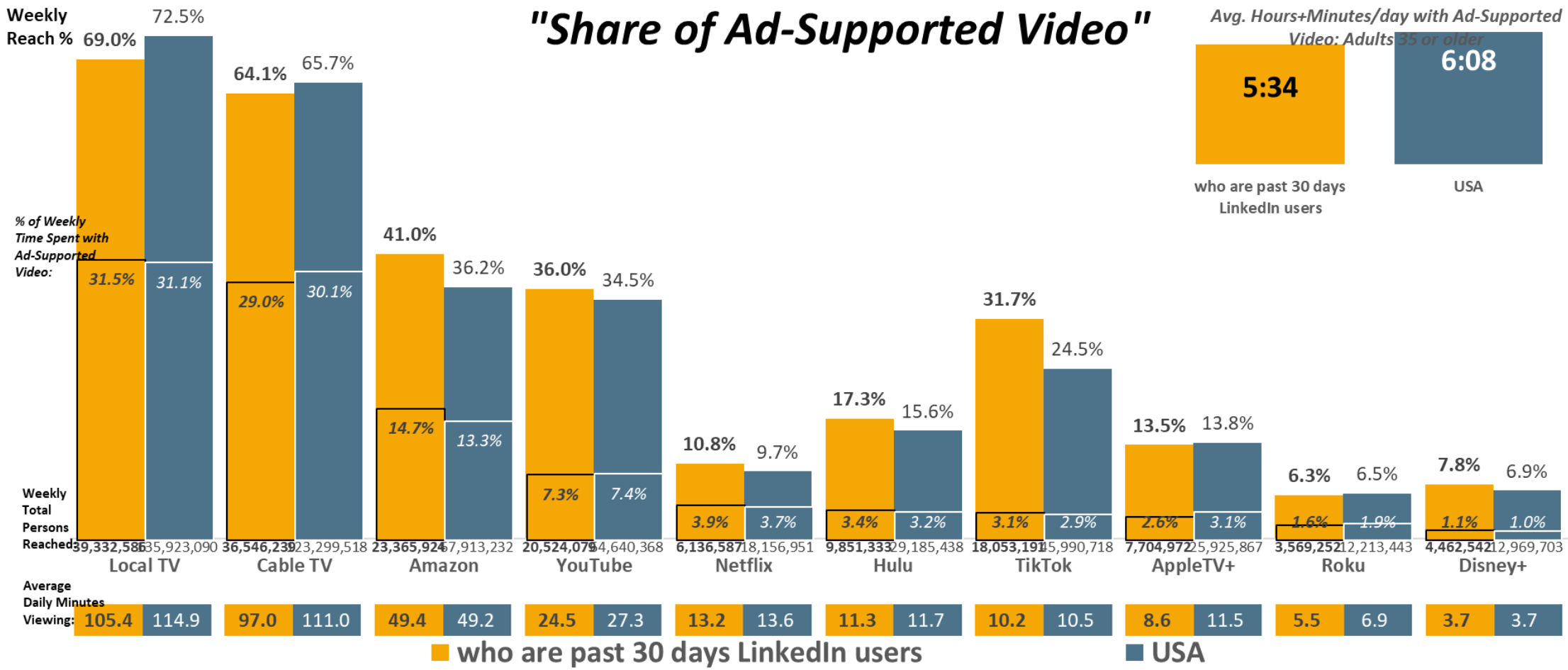

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P18+

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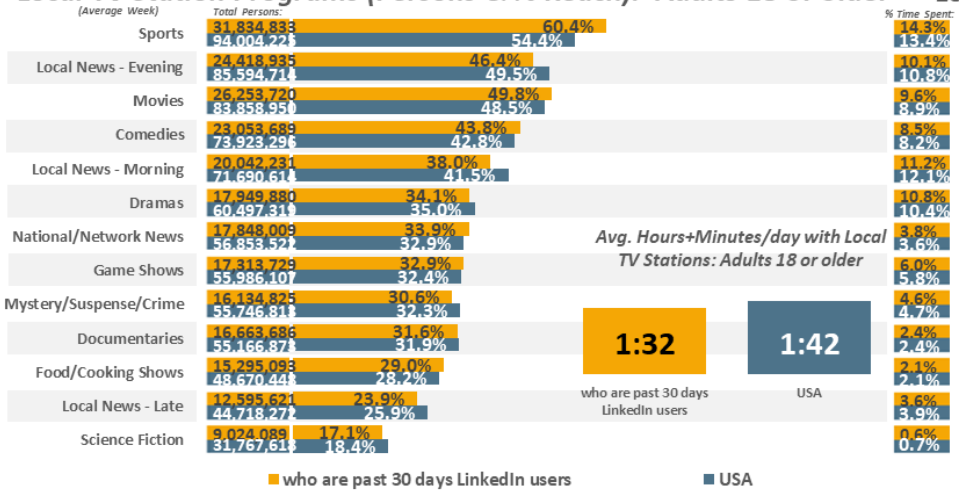
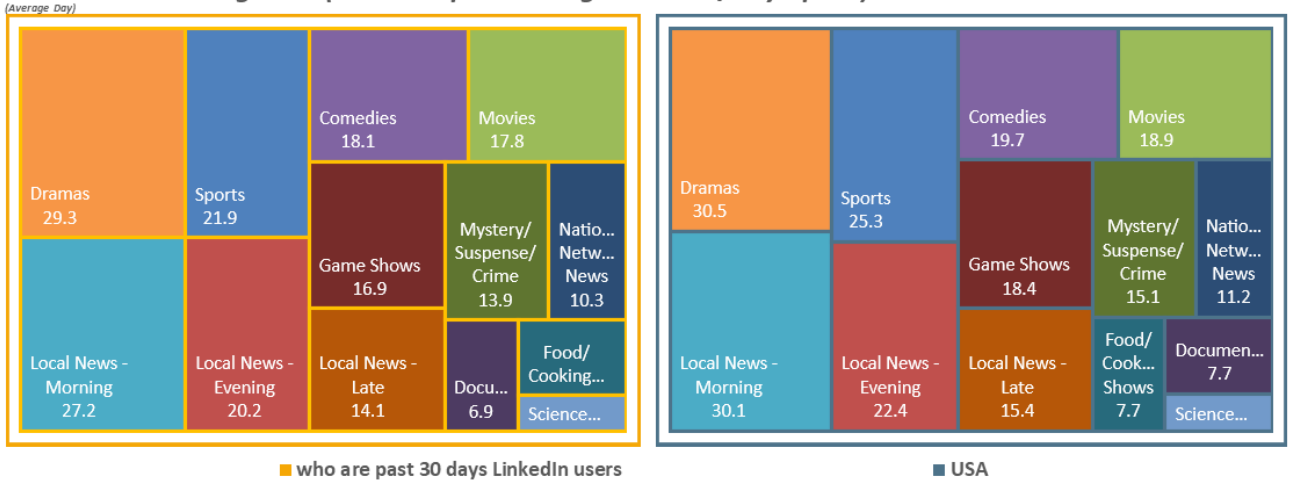
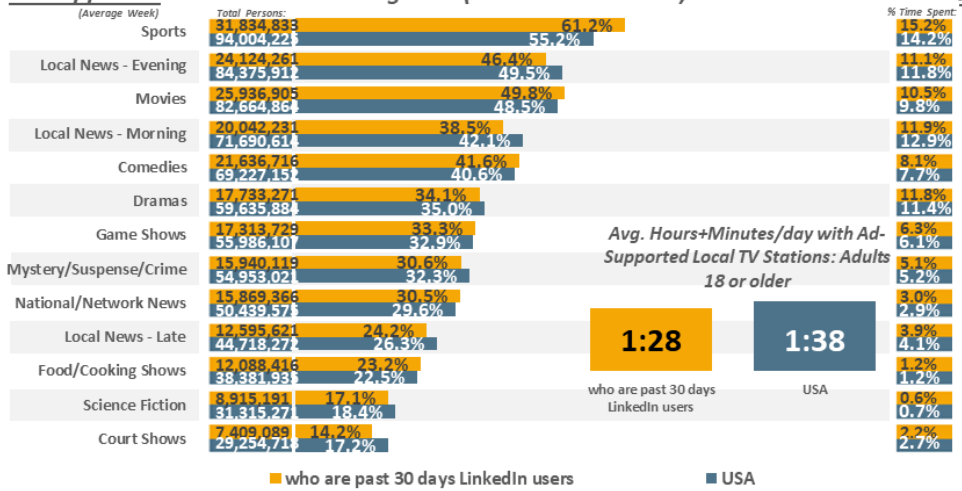
Local TV Station Programs (Persons & % Reach): Adults 18 or older



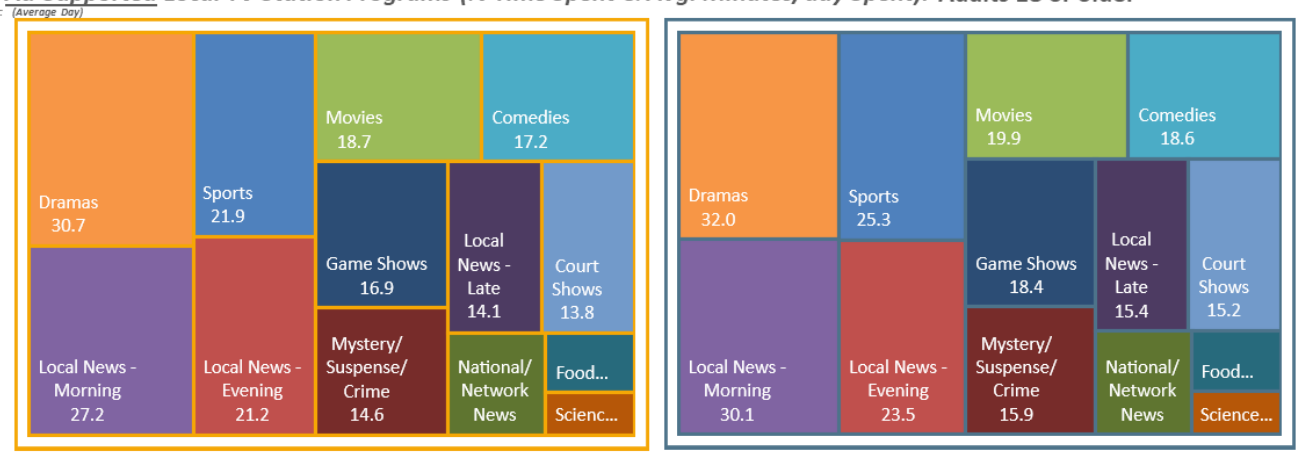
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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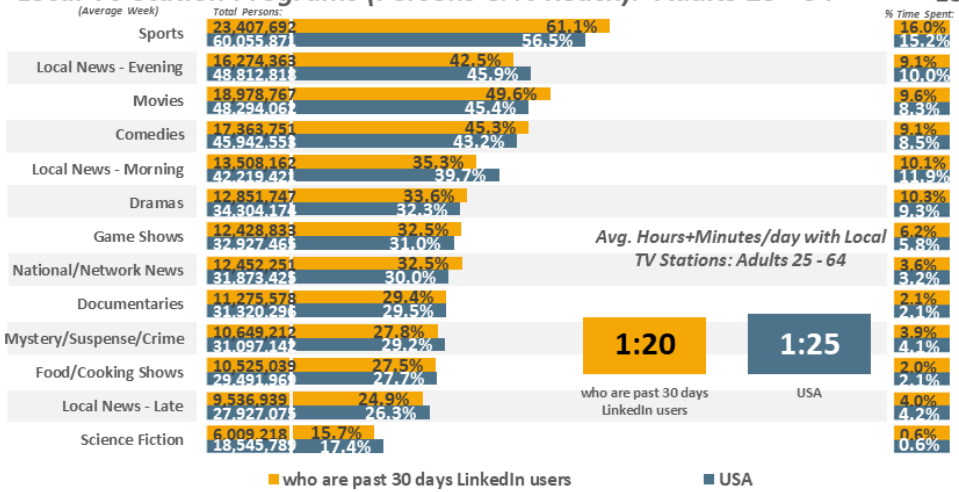
Apps or websites used or visited past 30 days:Social media: LinkedIn

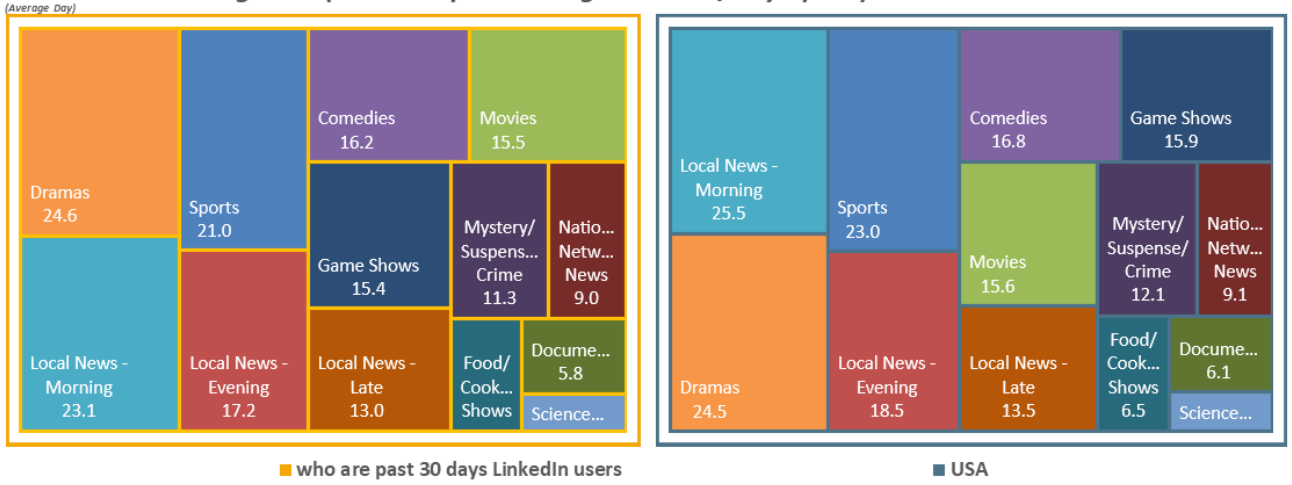
P25-64

37,825,149 or 60.3% of Adults 25 - 64 who are past 30 days LinkedIn users watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Evening, Local News - Morning, and Dramas.

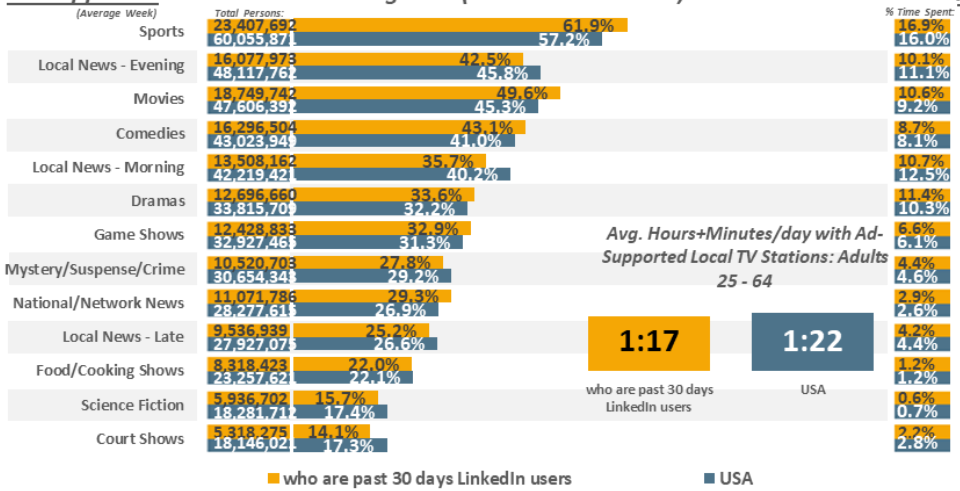
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



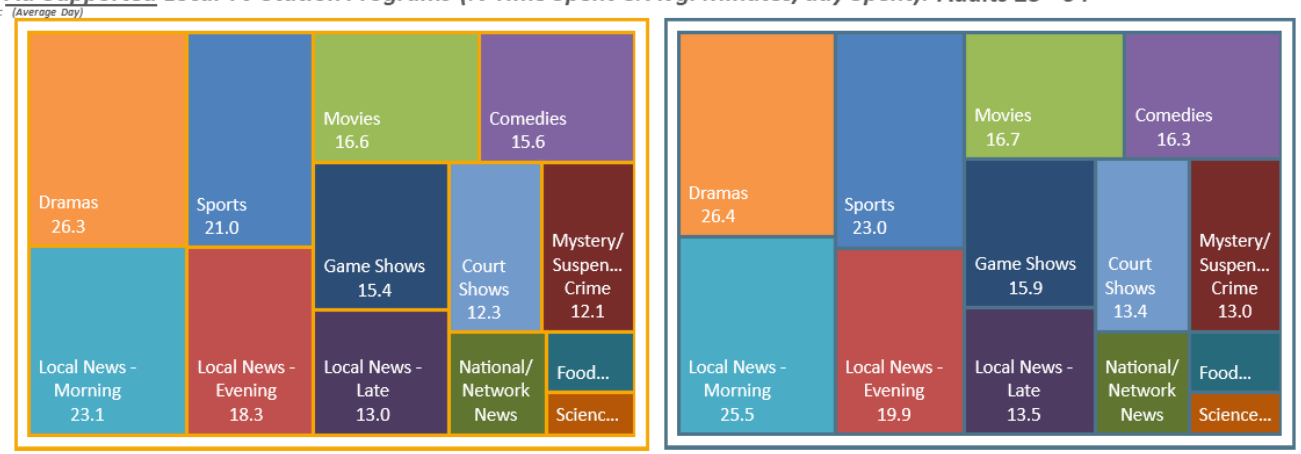
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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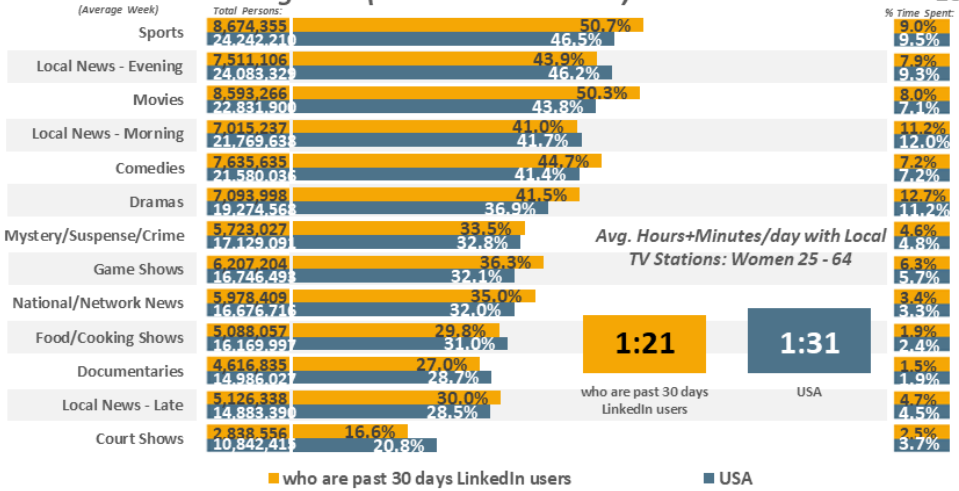
Apps or websites used or visited past 30 days:Social media: LinkedIn

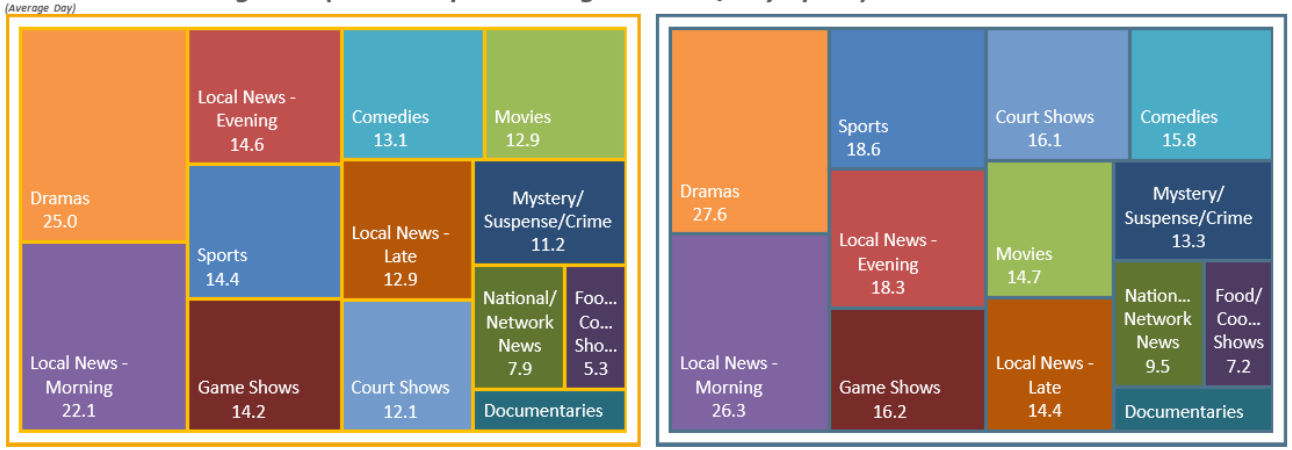
W25-64

16,836,395 or 56.9% of Women 25 - 64 who are past 30 days LinkedIn users watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Local News - Morning, and Dramas.

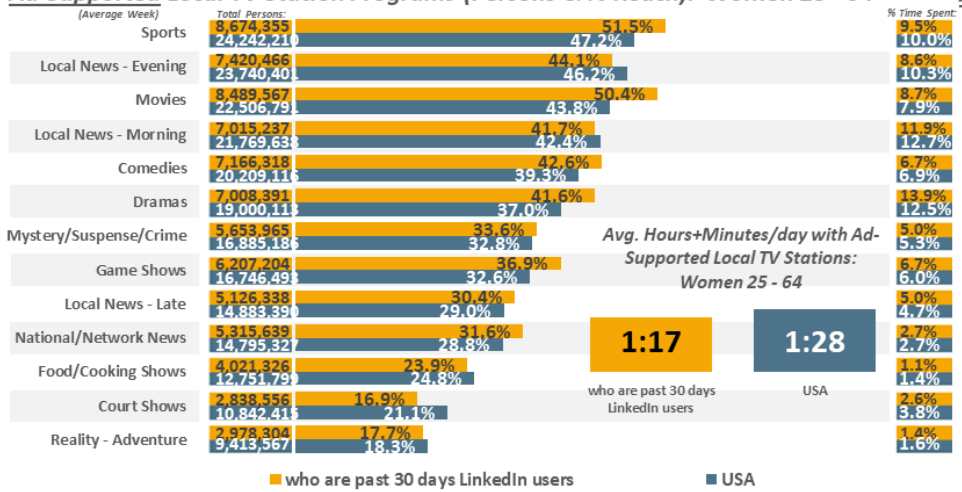
Local TV Station Programs (Persons & % Reach): Women 25 - 64



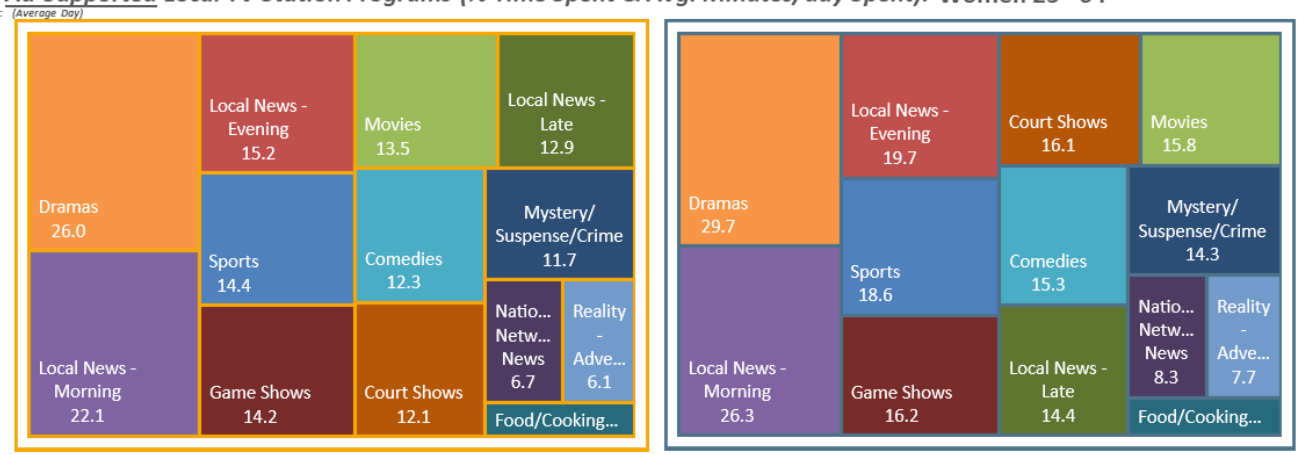
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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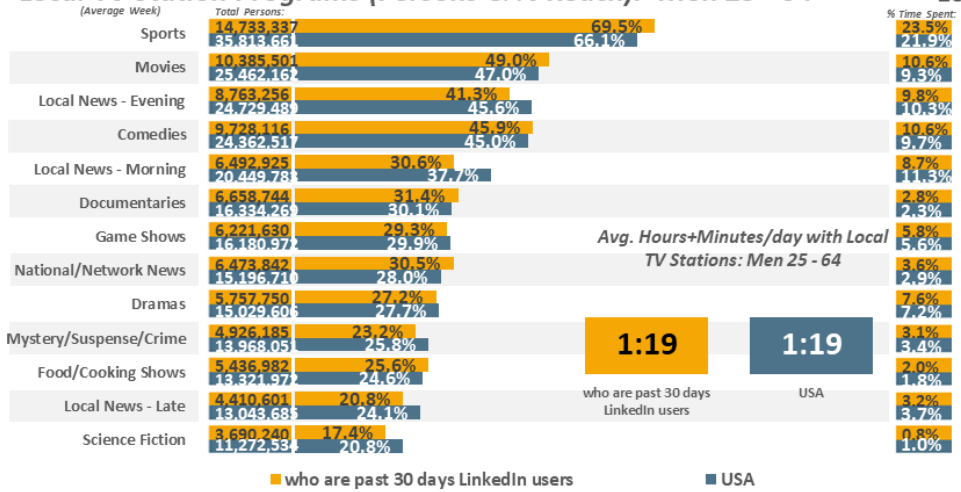
Apps or websites used or visited past 30 days:Social media: LinkedIn

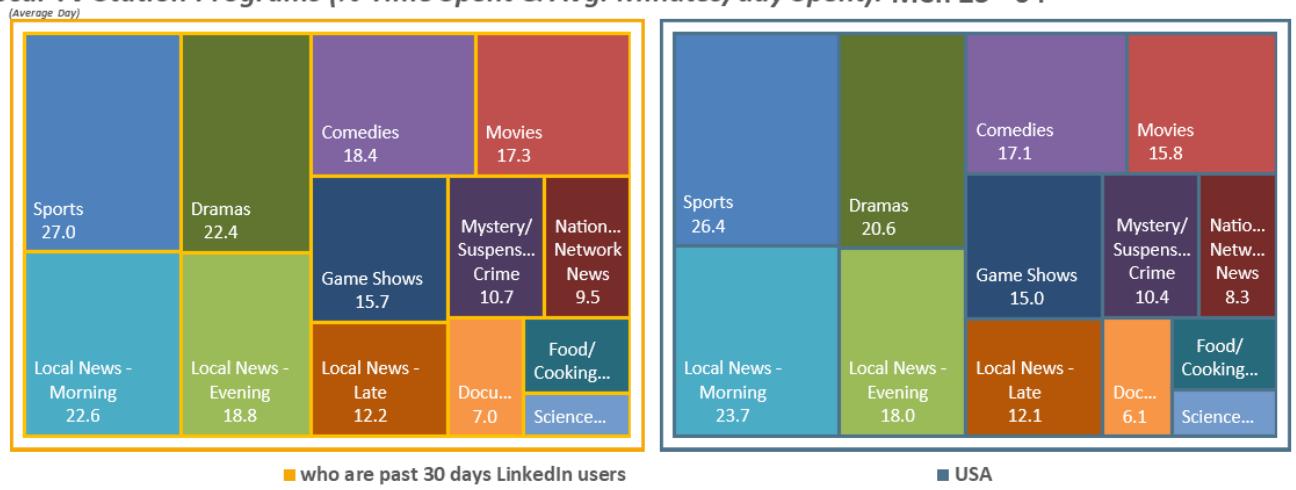
M25-64

20,991,219 or 63.3% of Men 25 - 64 who are past 30 days LinkedIn users watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Evening, Local News - Morning, and Game Shows.

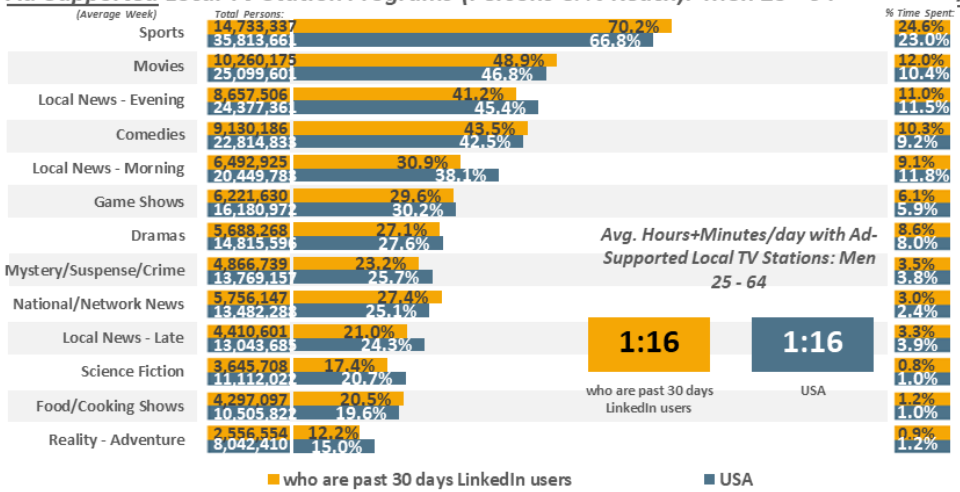
Local TV Station Programs (Persons & % Reach): Men 25 - 64



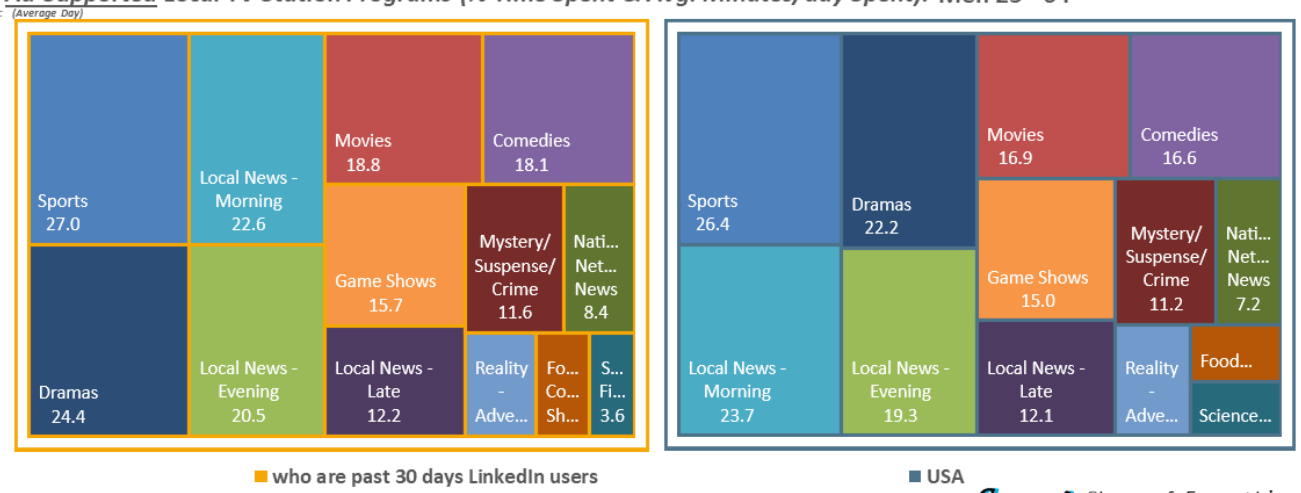
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Men 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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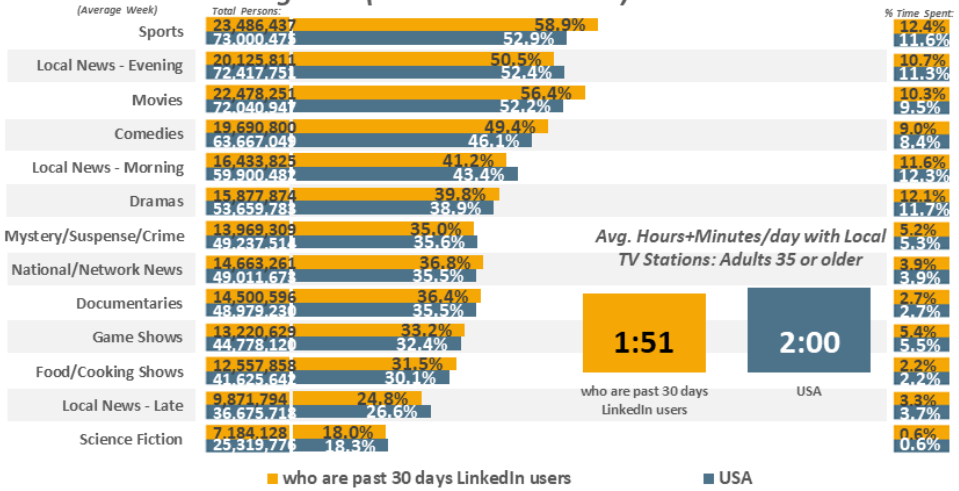
Apps or websites used or visited past 30 days:Social media: LinkedIn

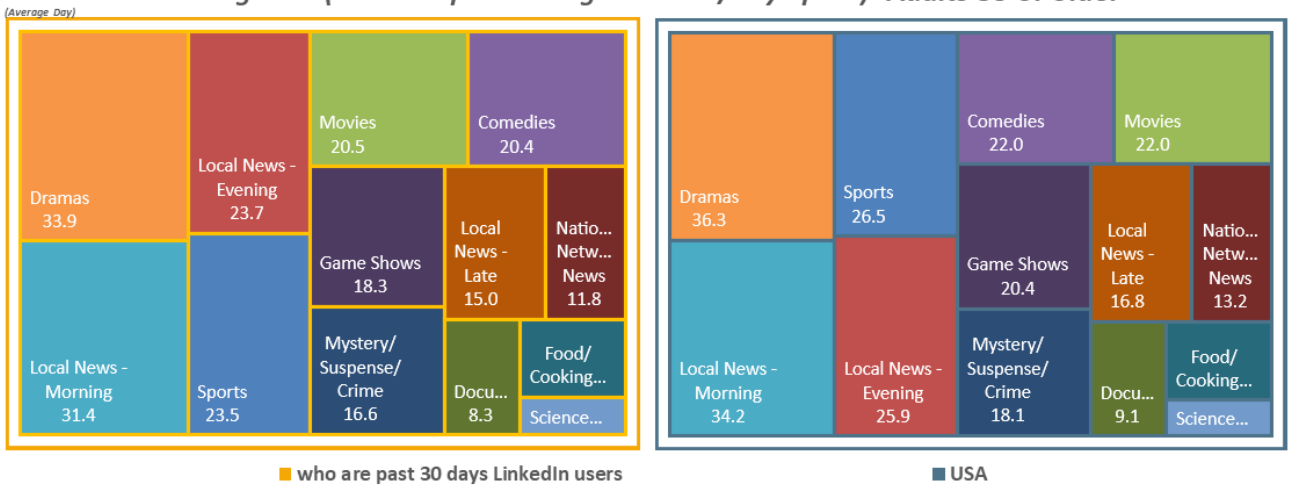
P35+

39,332,586 or 69.% of Adults 35 or older who are past 30 days LinkedIn users watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Local News - Morning, and Dramas.

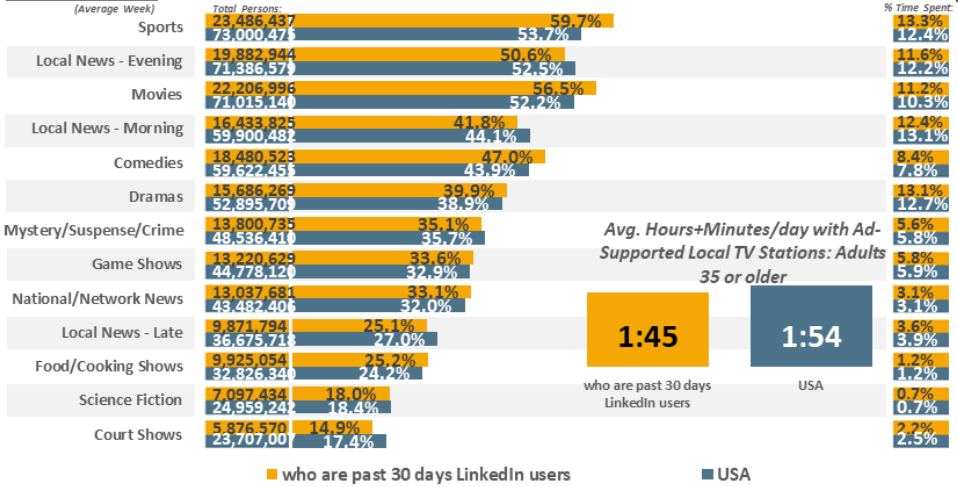
Local TV Station Programs (Persons & % Reach): Adults 35 or older



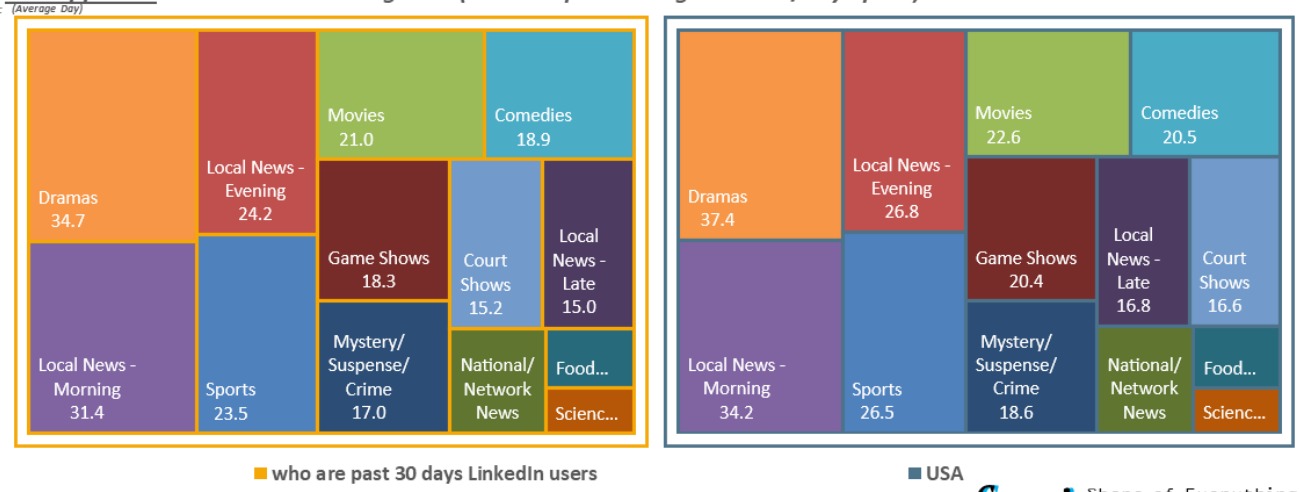
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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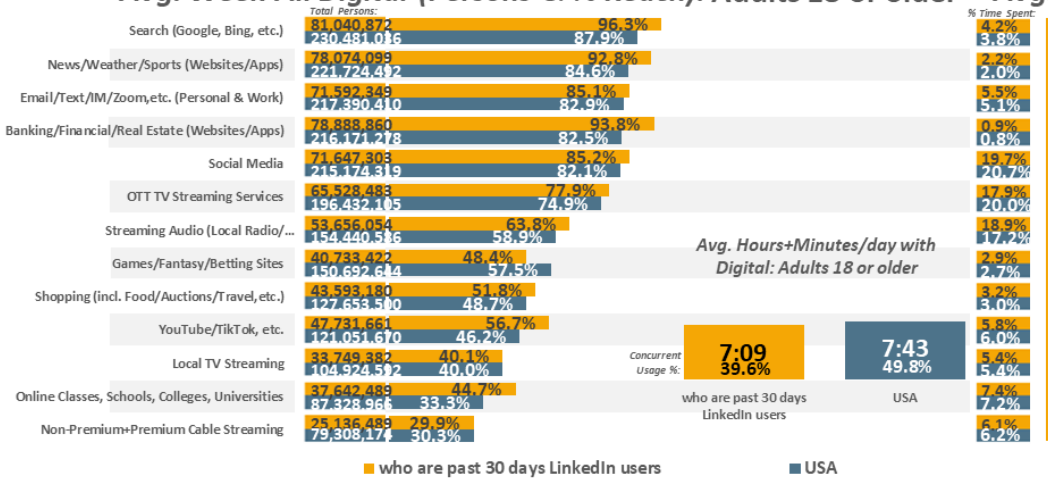
Apps or websites used or visited past 30 days:Social media: LinkedIn

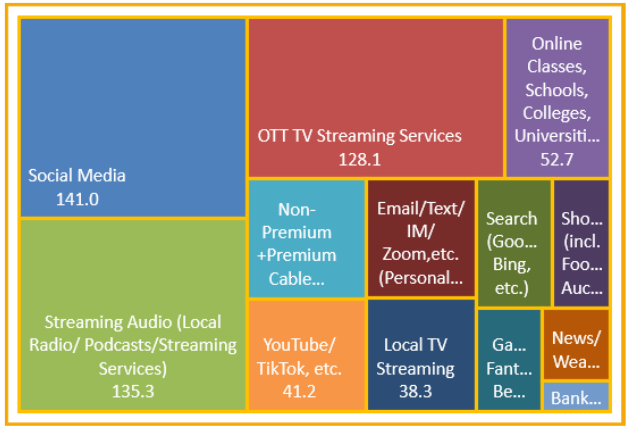
P18+

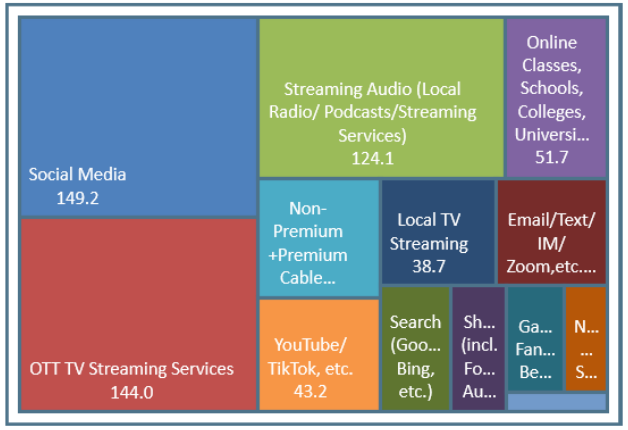
61,228,503 or 72.8% of Adults 18 or older who are past 30 days LinkedIn users use Ad-Supported Social Media for an average of 120.5 minutes every day representing 23.3% of all time spent daily with Ad-Supported Digital Media.

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

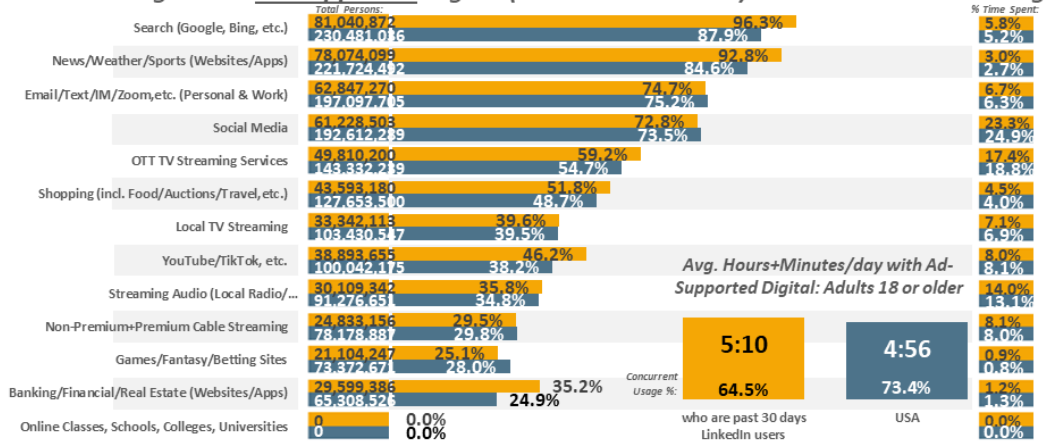


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

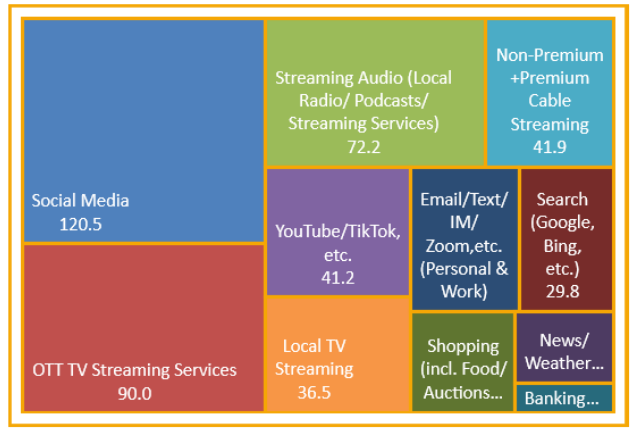


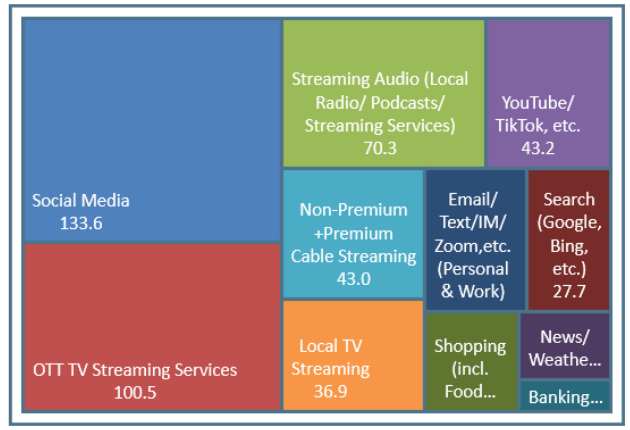


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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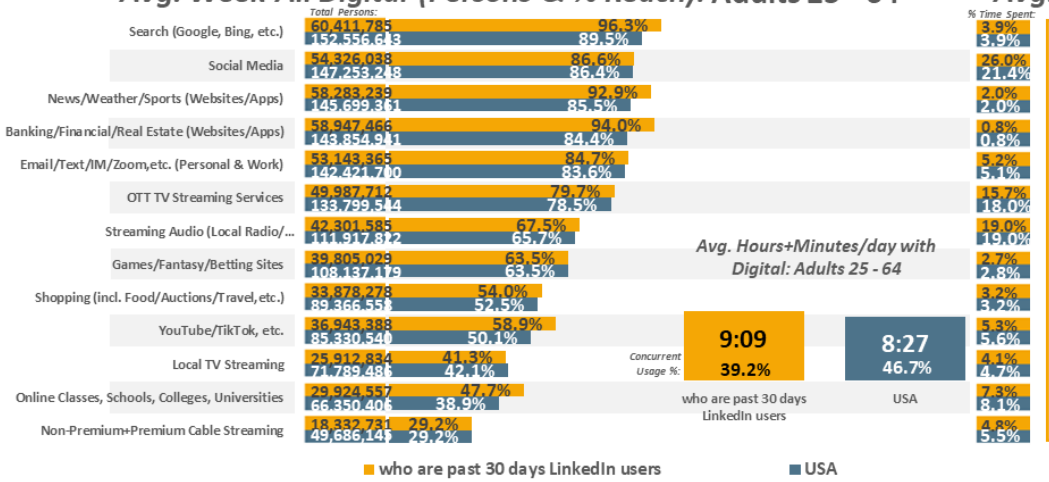
Apps or websites used or visited past 30 days:Social media: LinkedIn

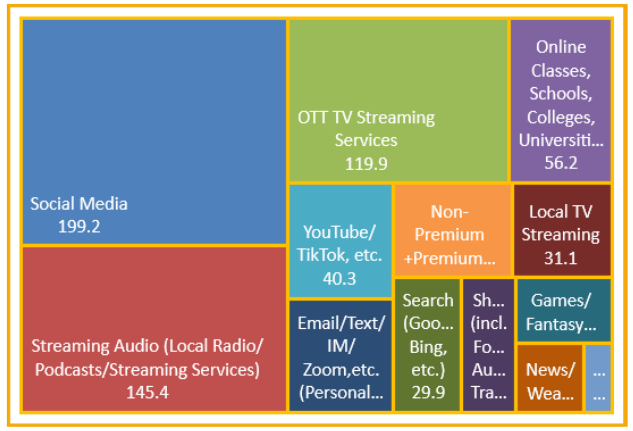
P25-64

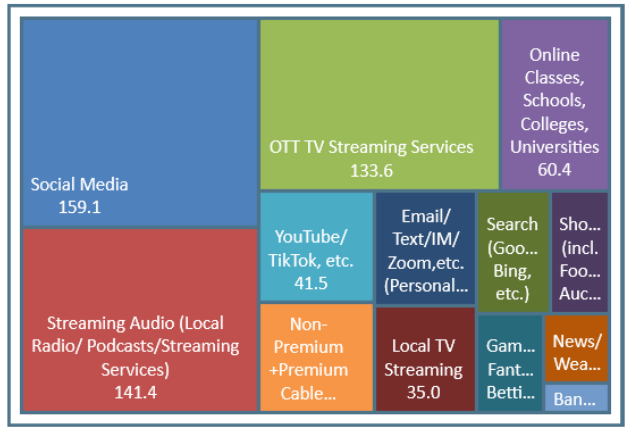
45,652,458 or 72.8% of Adults 25 - 64 who are past 30 days LinkedIn users use Ad-Supported Social Media for an average of 183.3 minutes every day representing 32.3% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



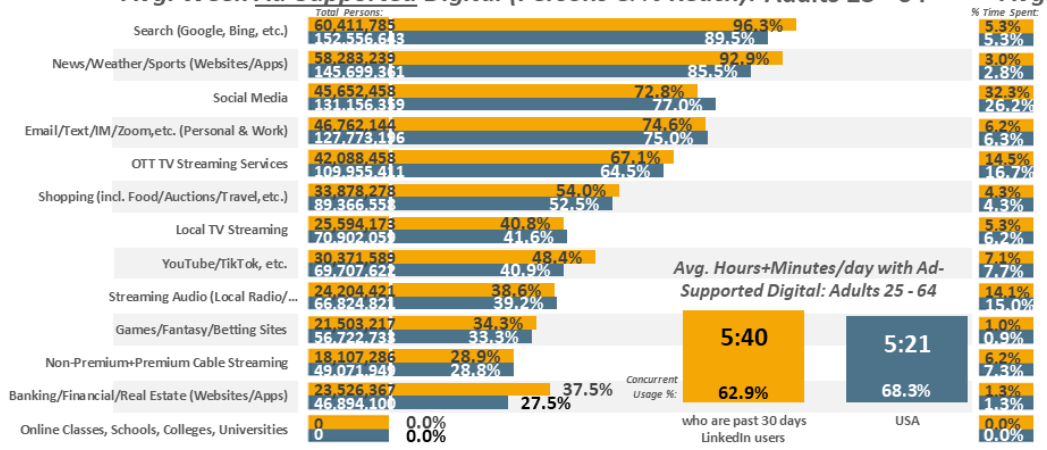
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



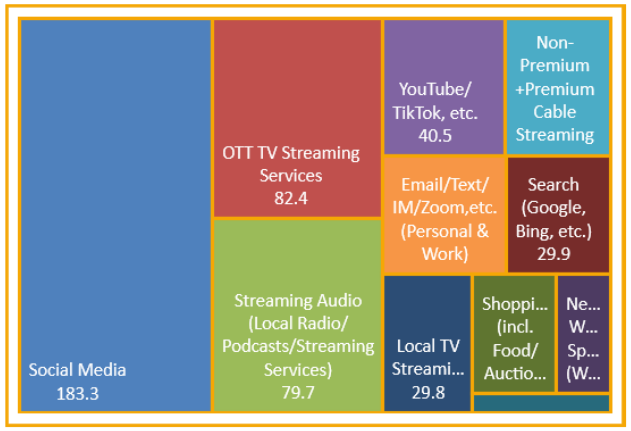


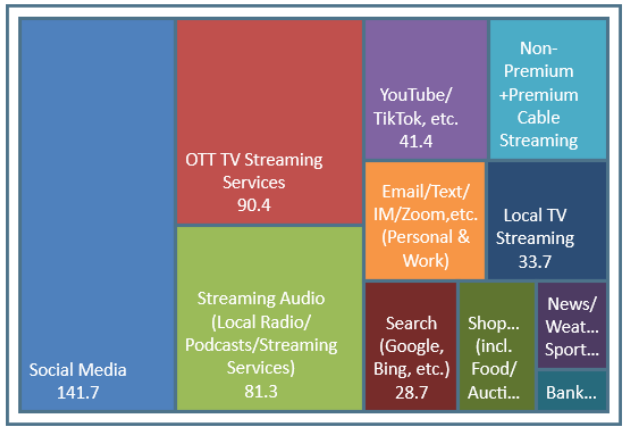
who are past 30 days LinkedIn users ■ USA

Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





who are past 30 days LinkedIn users ■ USA

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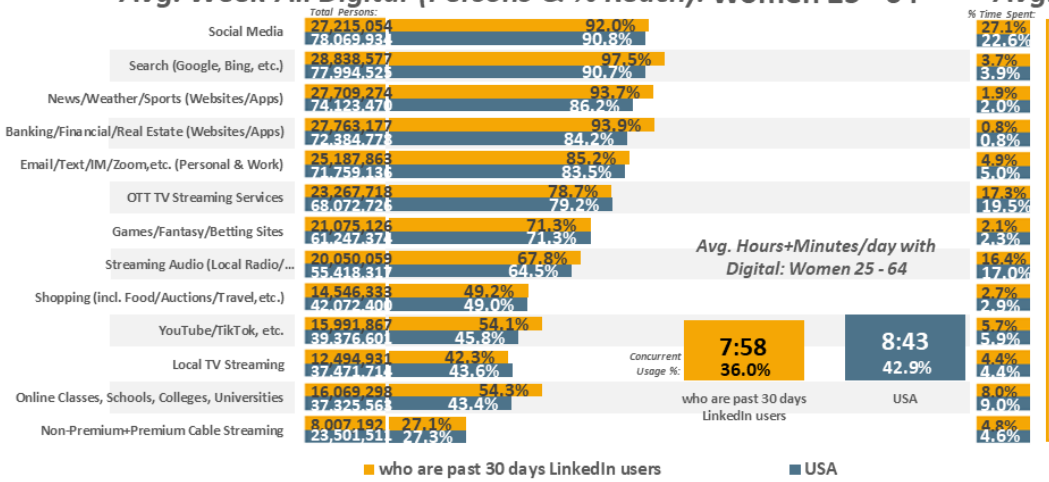
Apps or websites used or visited past 30 days:Social media: LinkedIn

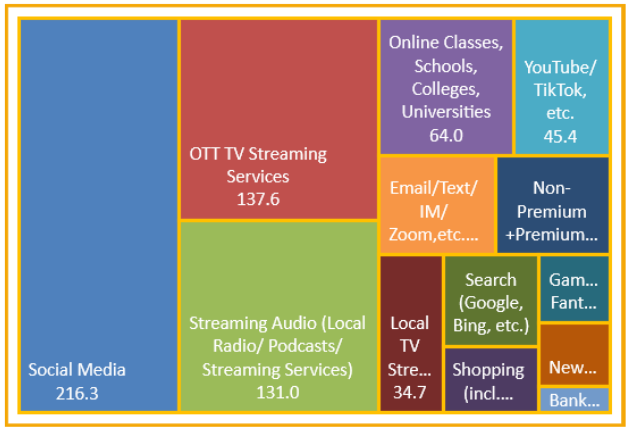
W25-64

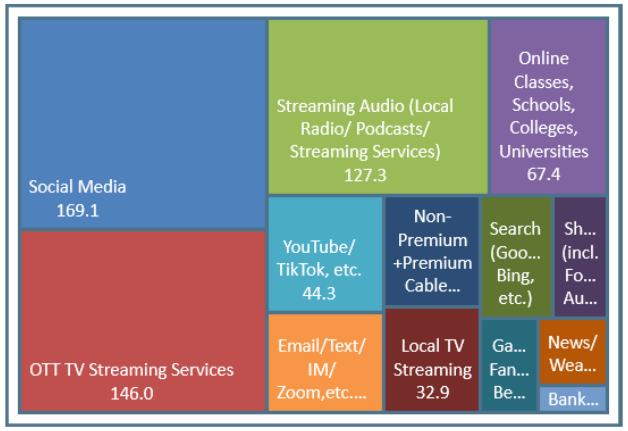
22,908,394 or 77.5% of Women 25 - 64 who are past 30 days LinkedIn users use Ad-Supported Social Media for an average of 199. minutes every day representing 34.3% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Women 25 - 64

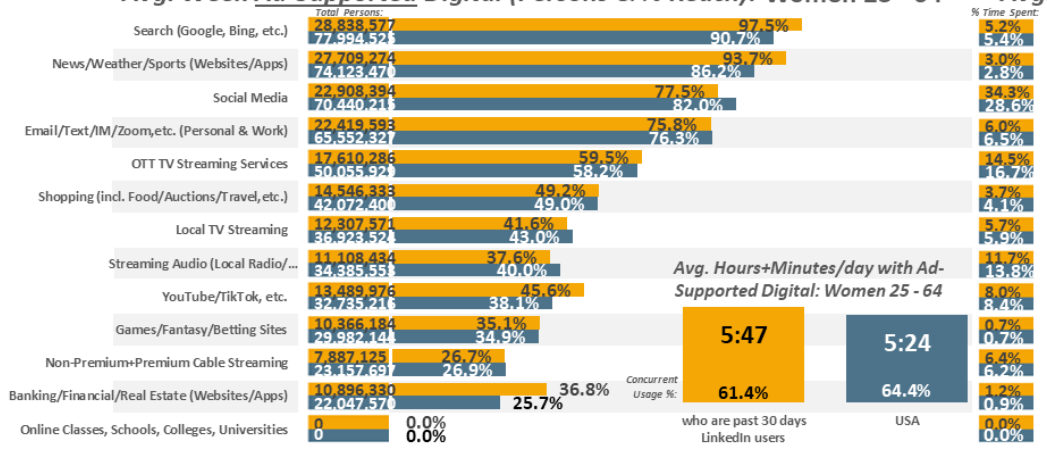


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64

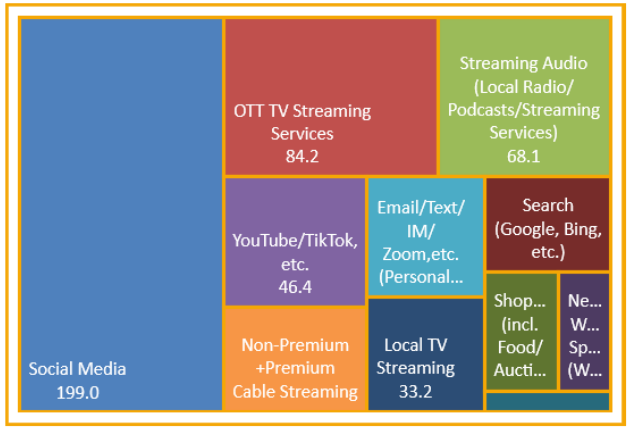


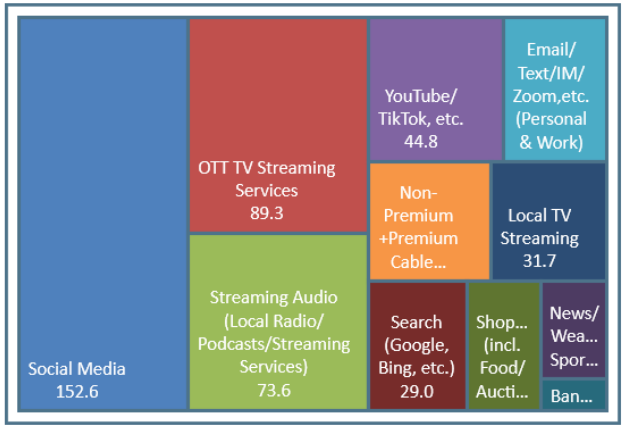


Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64





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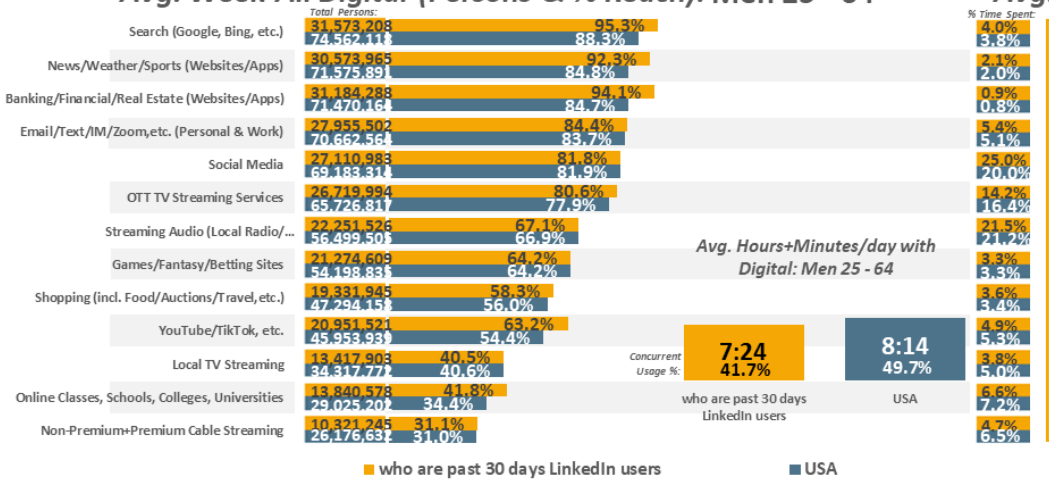
Apps or websites used or visited past 30 days:Social media: LinkedIn

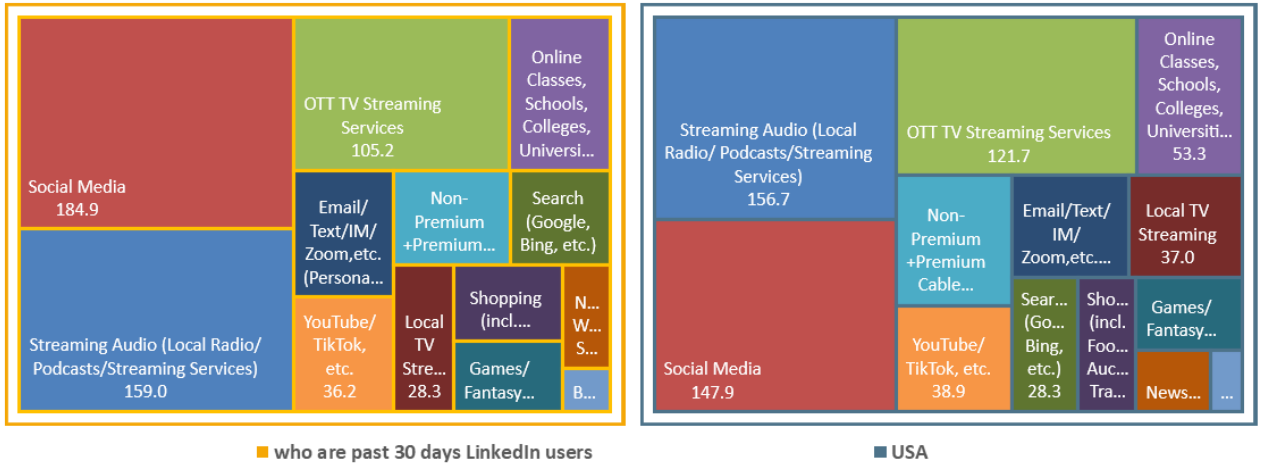
M25-64

22,744,064 or 68.6% of Men 25 - 64 who are past 30 days LinkedIn users use Ad-Supported Social Media for an average of 170.1 minutes every day representing 30.8% of all time spent daily with Ad-Supported Digital Media.

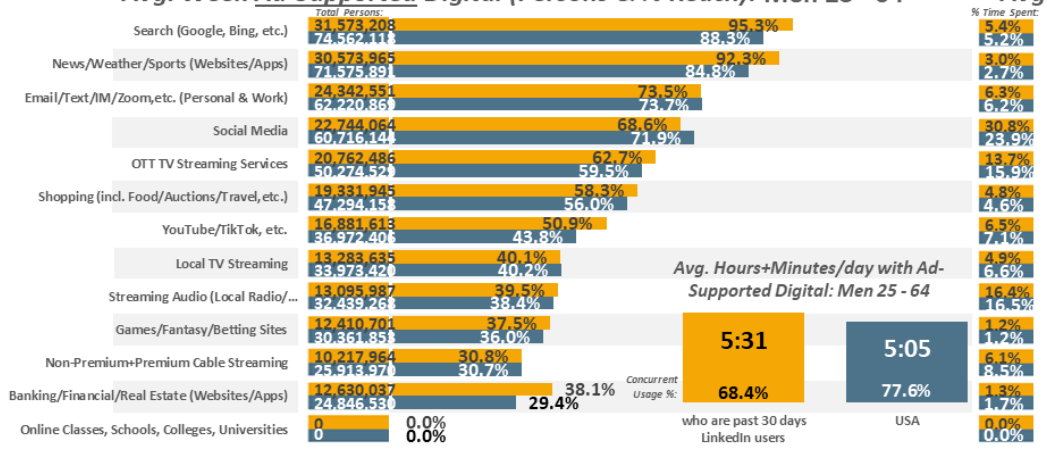
Avg. Week All Digital (Persons & % Reach): Men 25 - 64



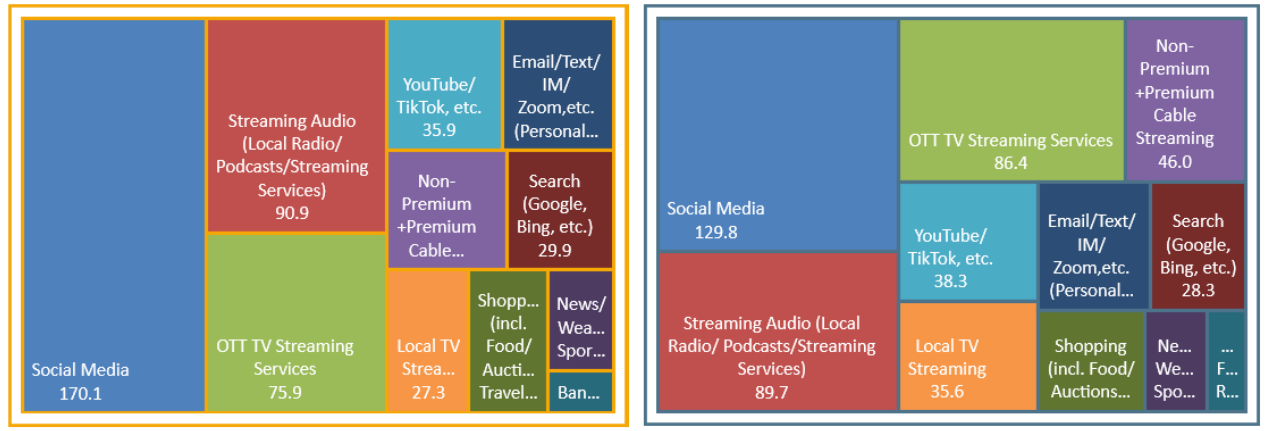
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Men 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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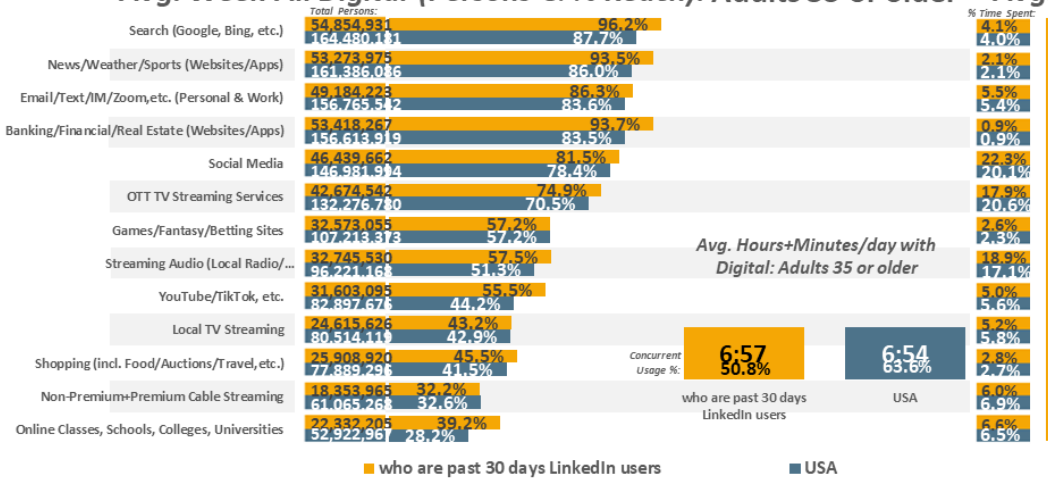
Apps or websites used or visited past 30 days:Social media: LinkedIn

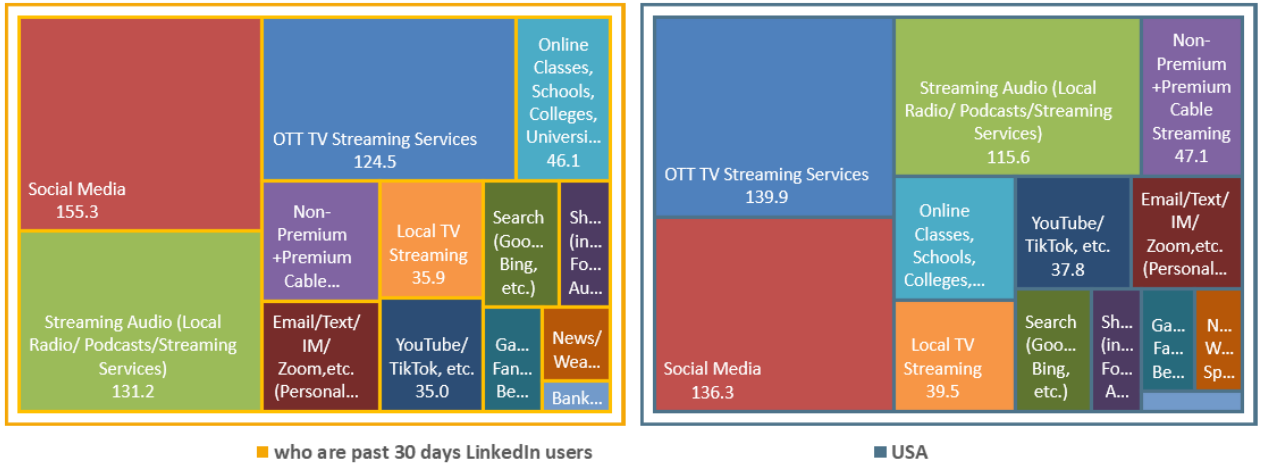
P35+

39,264,138 or 68.9% of Adults 35 or older who are past 30 days LinkedIn users use Ad-Supported Social Media for an average of 142.9 minutes every day representing 27.7% of all time spent daily with Ad-Supported Digital Media.

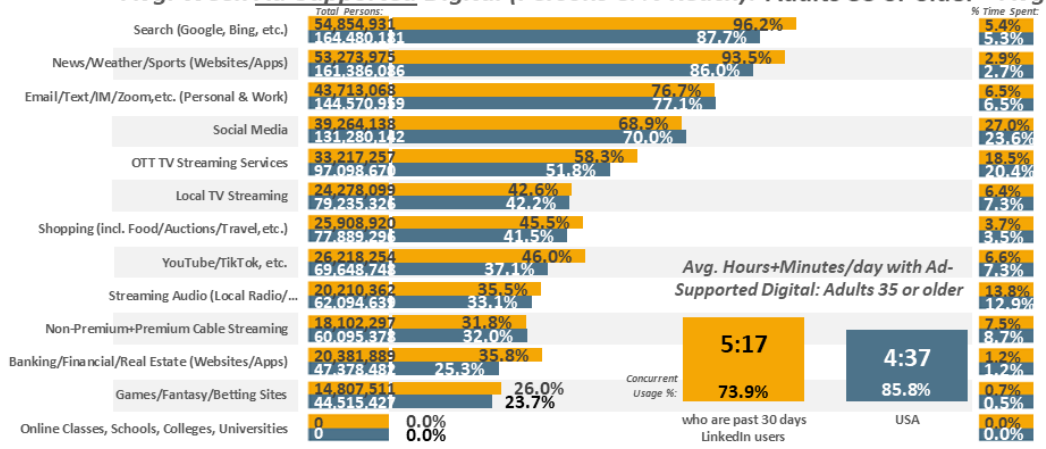
Avg. Week All Digital (Persons & % Reach): Adults 35 or older



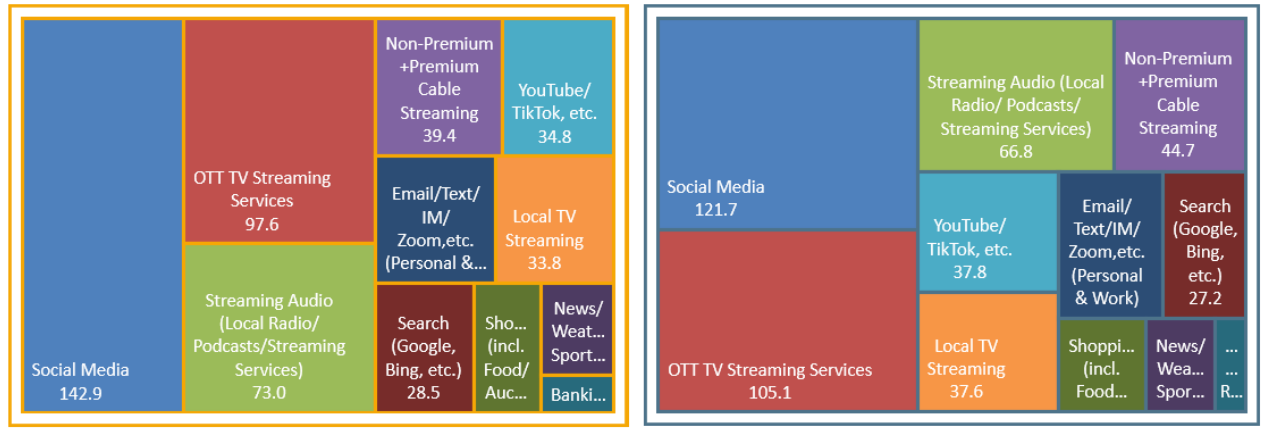
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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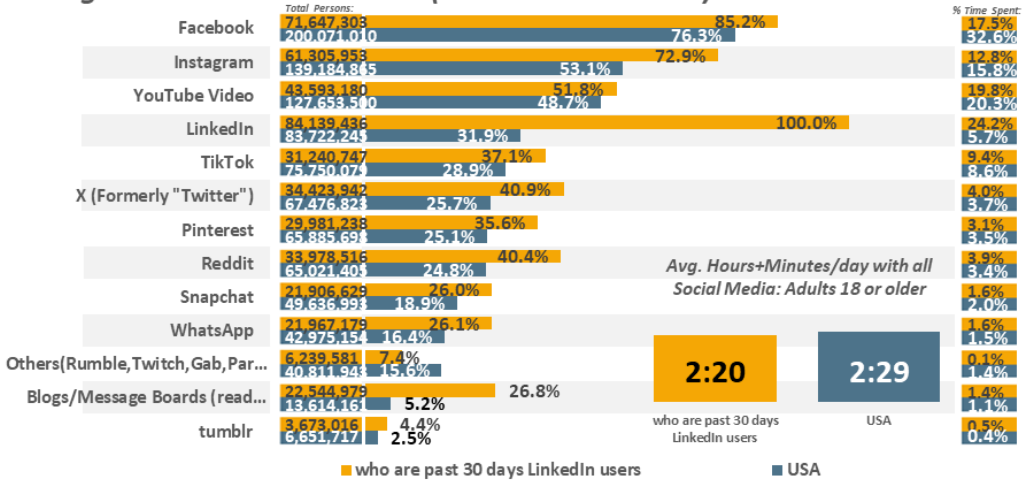
Apps or websites used or visited past 30 days:Social media: LinkedIn

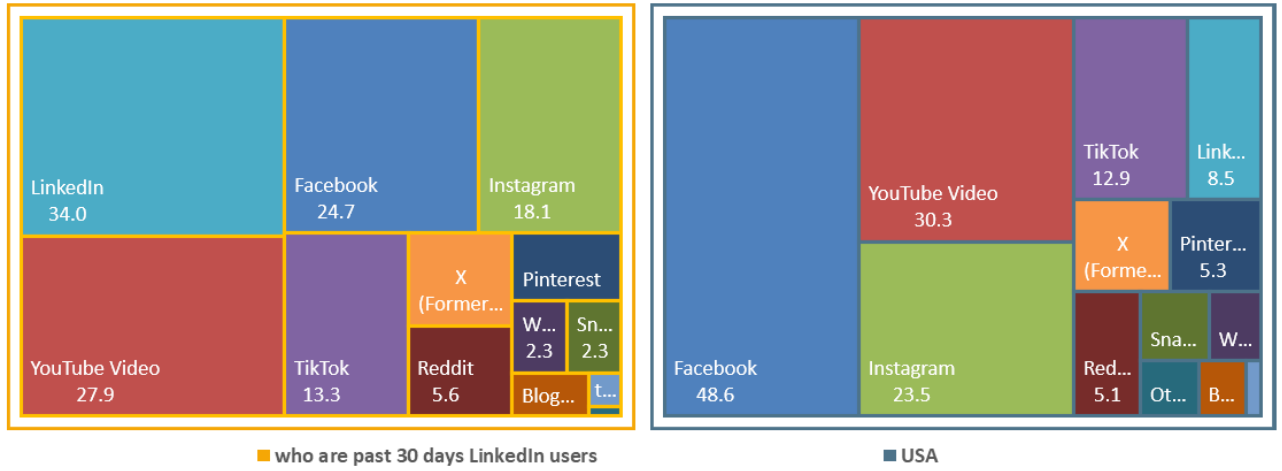
P18+

61,228,503 or 72.8% of Adults 18 or older who are past 30 days LinkedIn users use Ad-Supported Facebook for an average of 29.4 minutes every day representing 24.4% of all time spent daily with Ad-Supported Social Media.

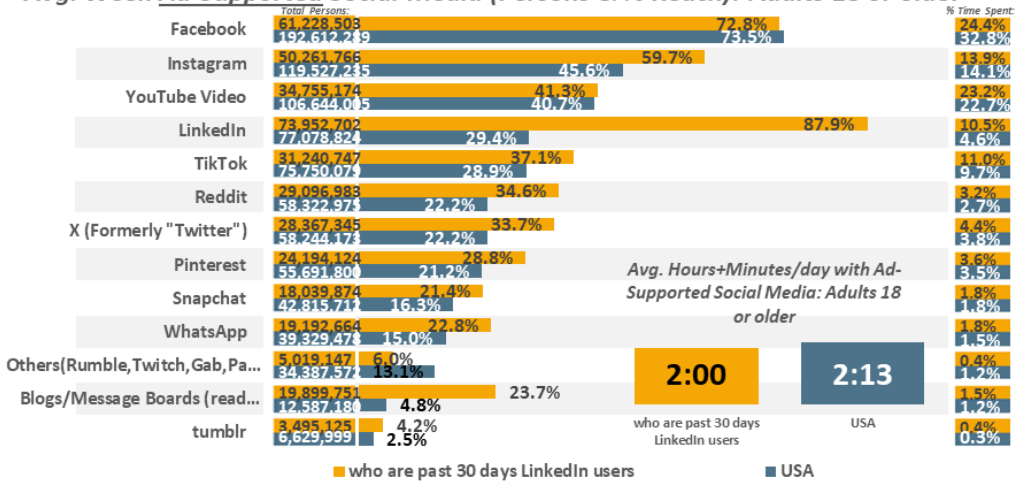
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



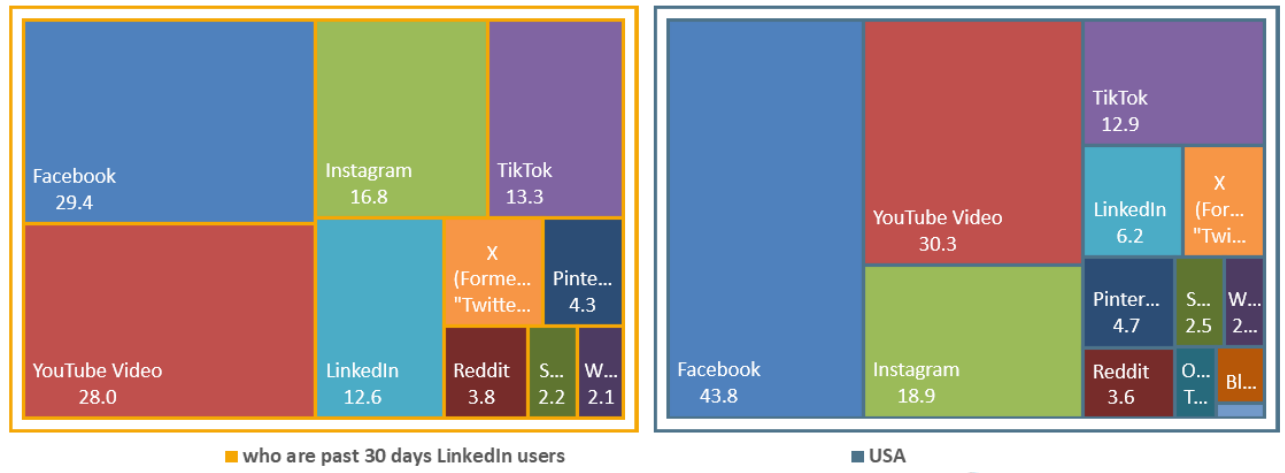
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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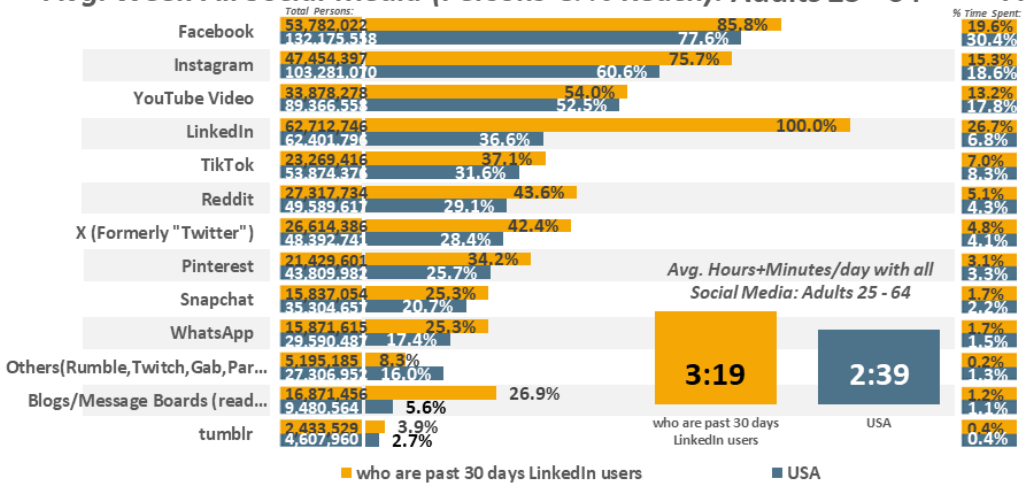
Apps or websites used or visited past 30 days:Social media: LinkedIn

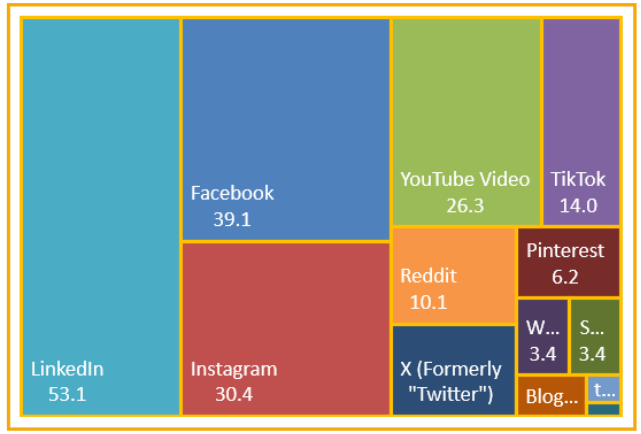
P25-64

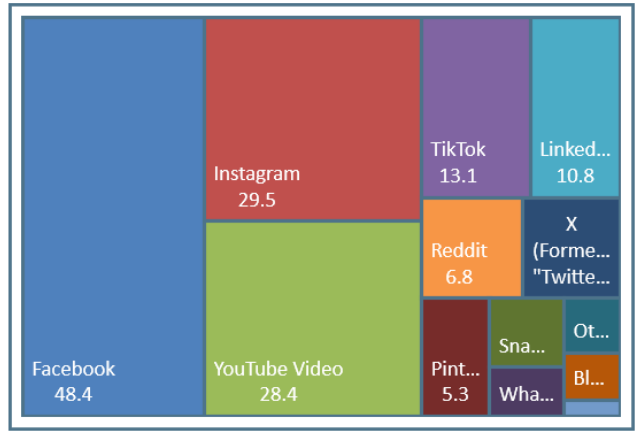
45,652,458 or 72.8% of Adults 25 - 64 who are past 30 days LinkedIn users use Ad-Supported Facebook for an average of 42.5 minutes every day representing 25.4% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64

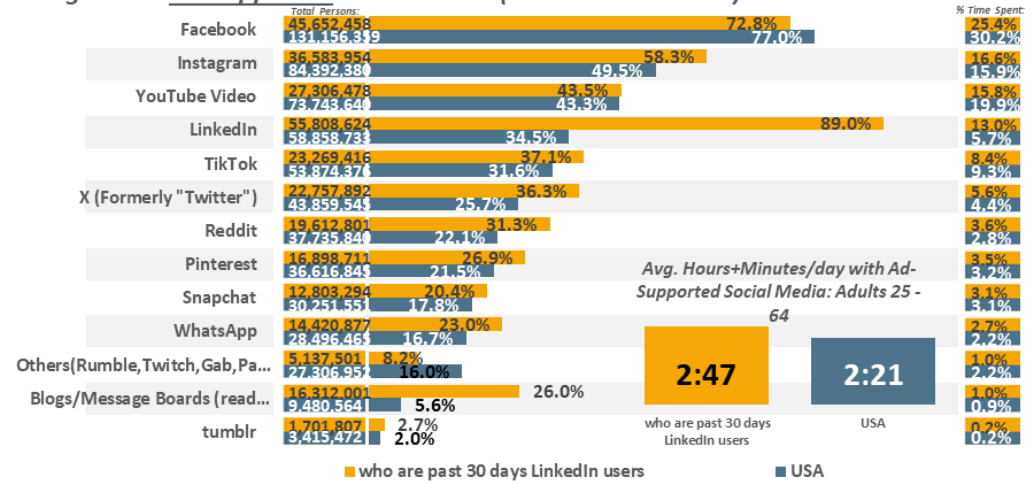


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

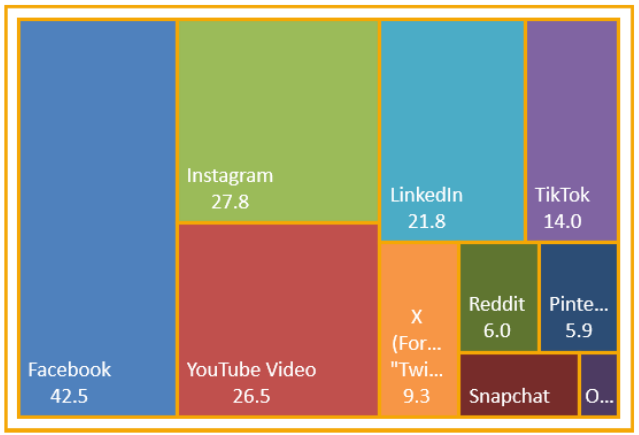


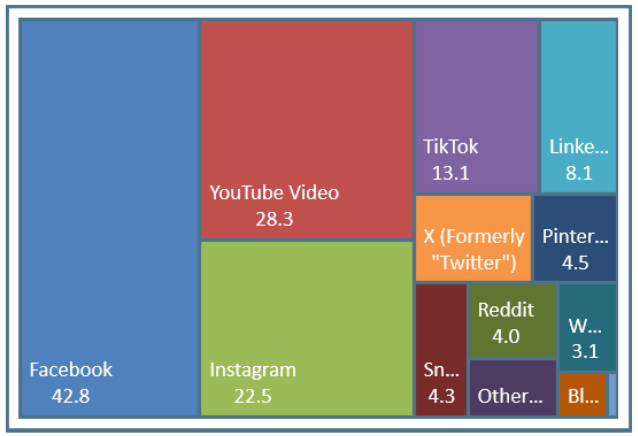


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





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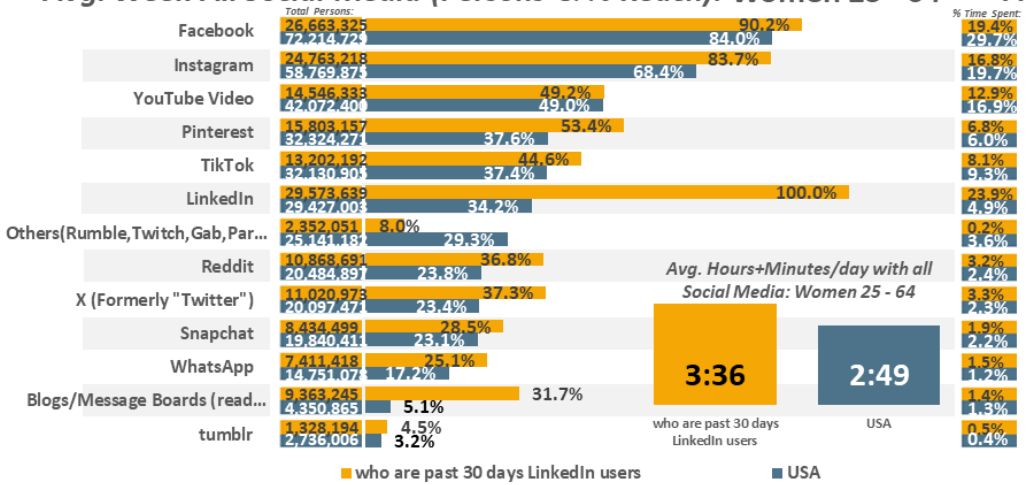
Apps or websites used or visited past 30 days:Social media: LinkedIn

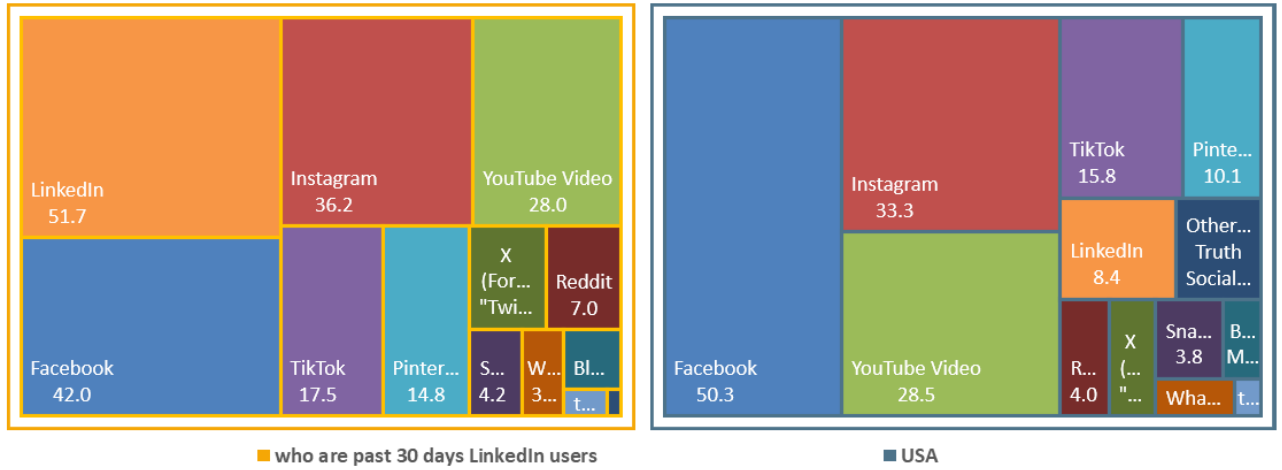
W25-64

22,908,394 or 77.5% of Women 25 - 64 who are past 30 days LinkedIn users use Ad-Supported Facebook for an average of 49.7 minutes every day representing 27.3% of all time spent daily with Ad-Supported Social Media.

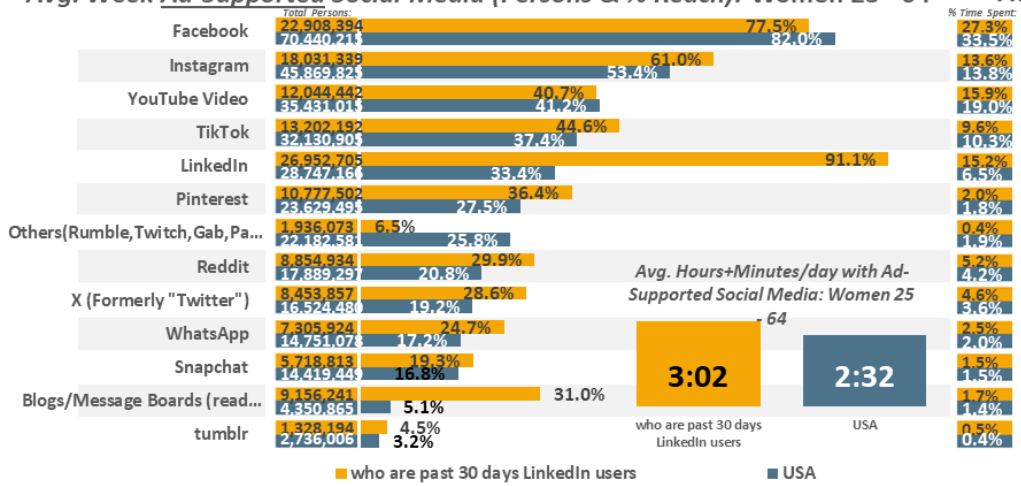
Avg. Week All Social Media (Persons & % Reach): Women 25 - 64



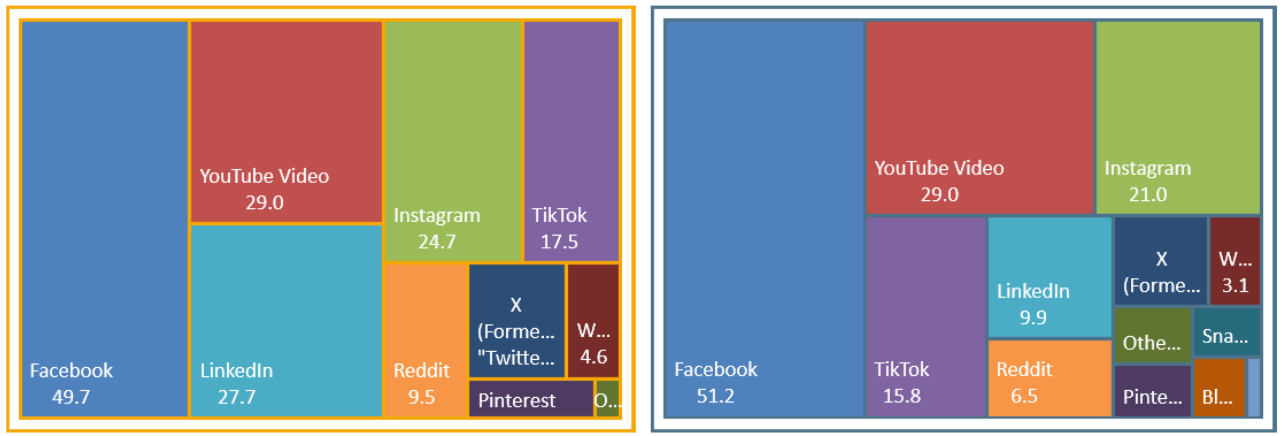
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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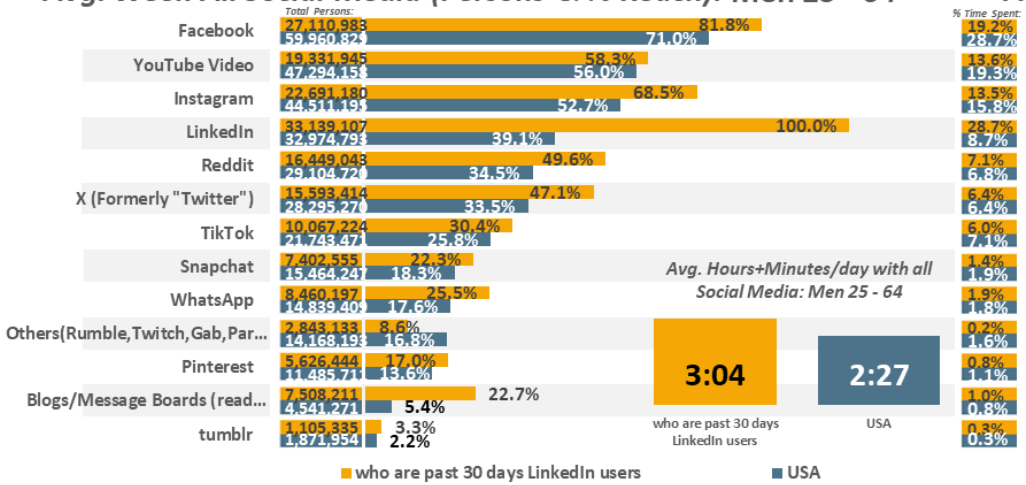
Apps or websites used or visited past 30 days:Social media: LinkedIn

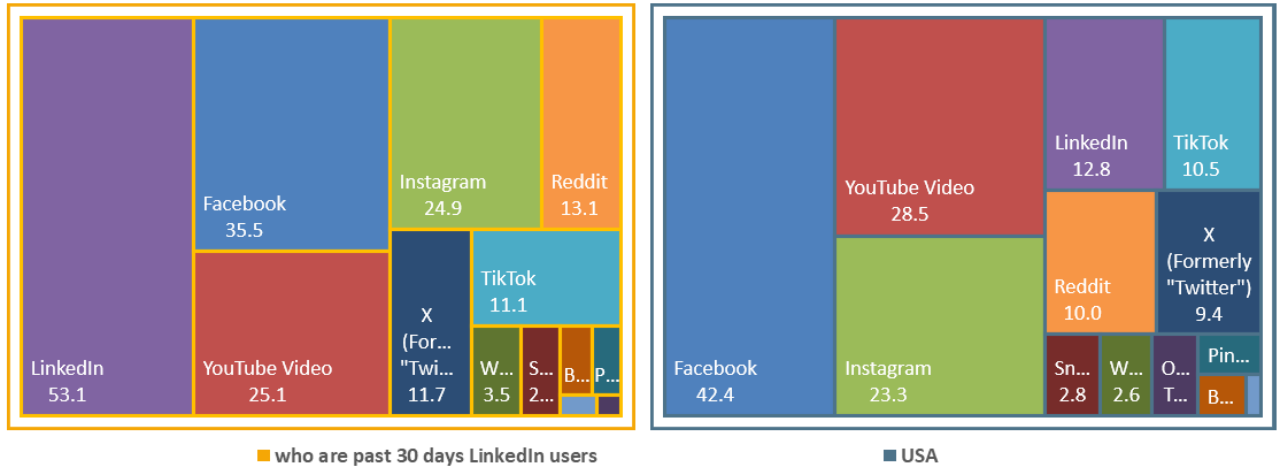
M25-64

22,744,064 or 68.6% of Men 25 - 64 who are past 30 days LinkedIn users use Ad-Supported Facebook for an average of 43.8 minutes every day representing 28.3% of all time spent daily with Ad-Supported Social Media.

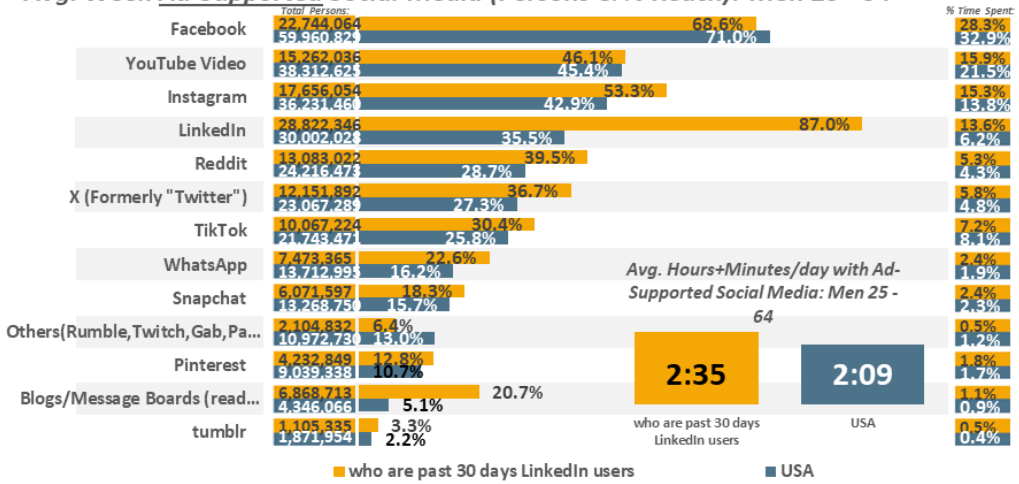
Avg. Week All Social Media (Persons & % Reach): Men 25 - 64



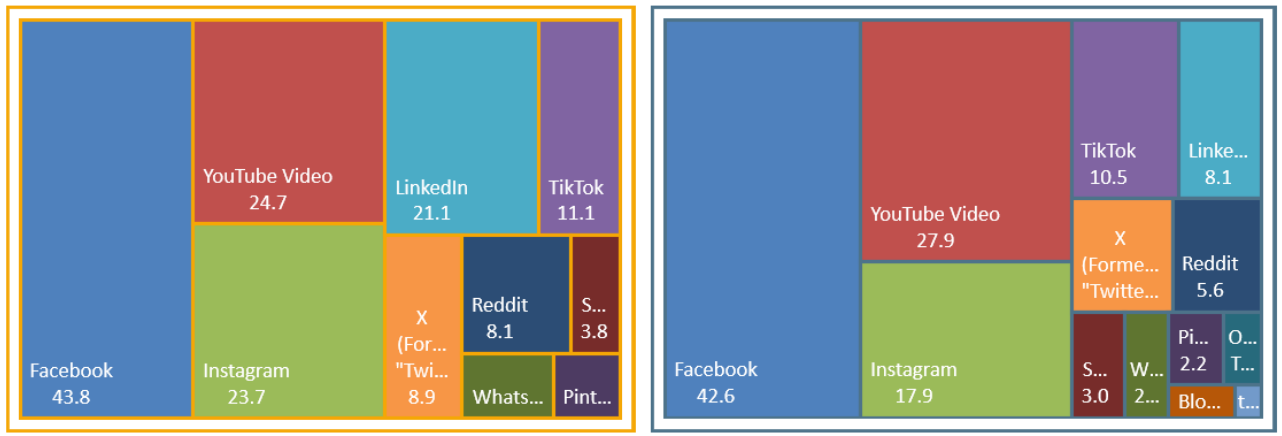
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Men 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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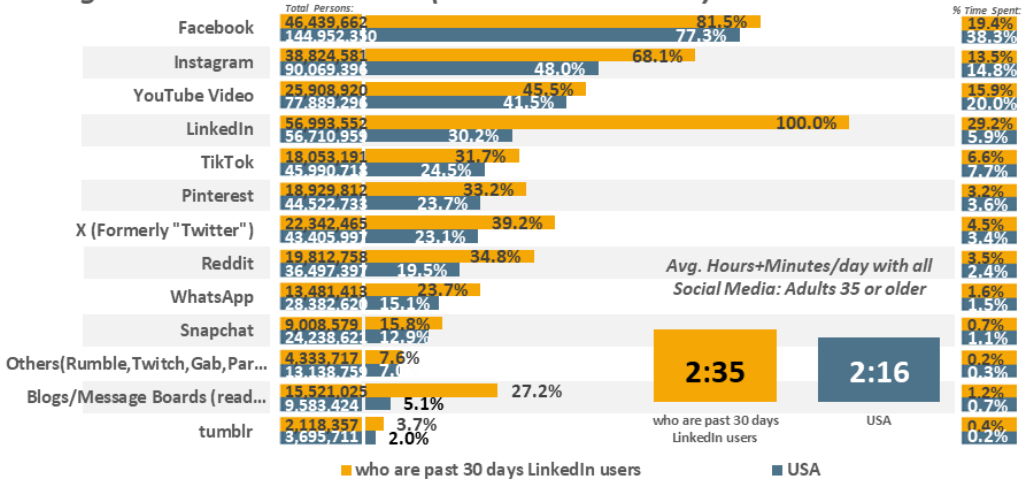
Apps or websites used or visited past 30 days:Social media: LinkedIn

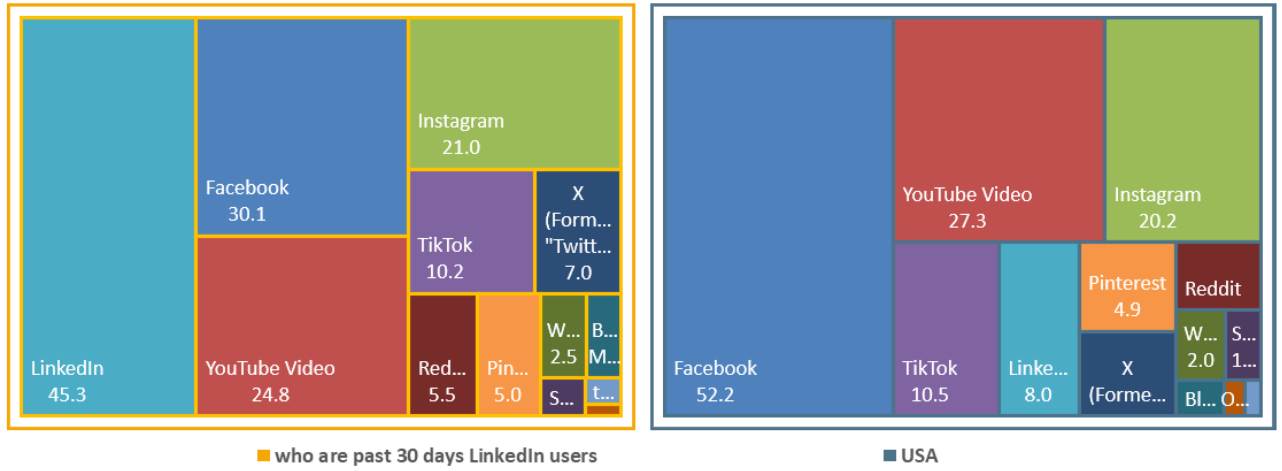
P35+

39,264,138 or 68.9% of Adults 35 or older who are past 30 days LinkedIn users use Ad-Supported Facebook for an average of 36.2 minutes every day representing 27.6% of all time spent daily with Ad-Supported Social Media.

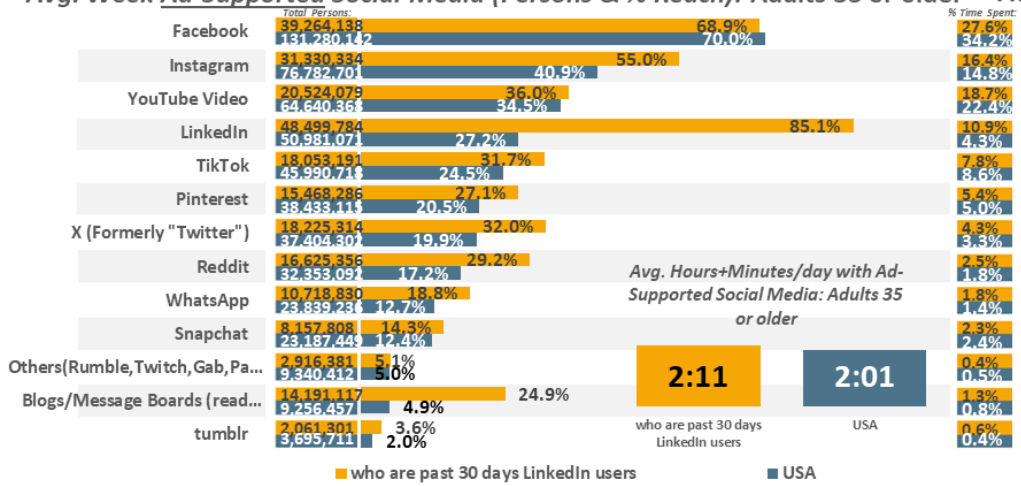
Avg. Week All Social Media (Persons & % Reach): Adults 35 or older



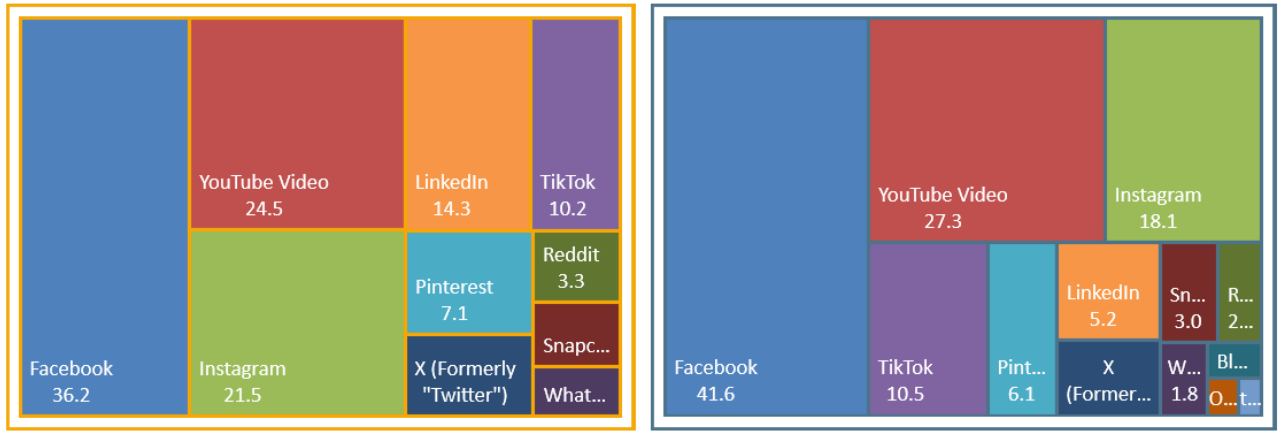
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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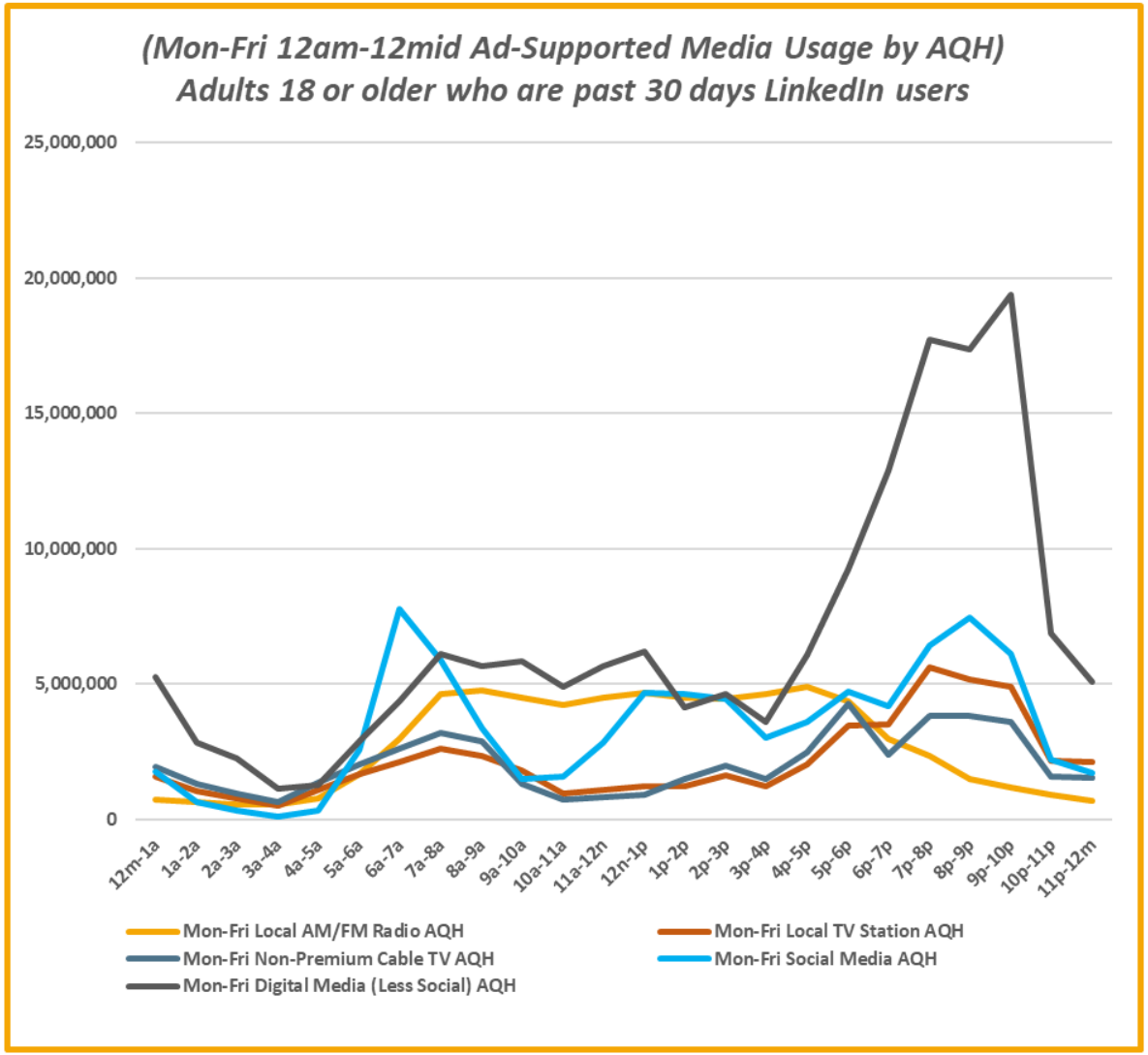
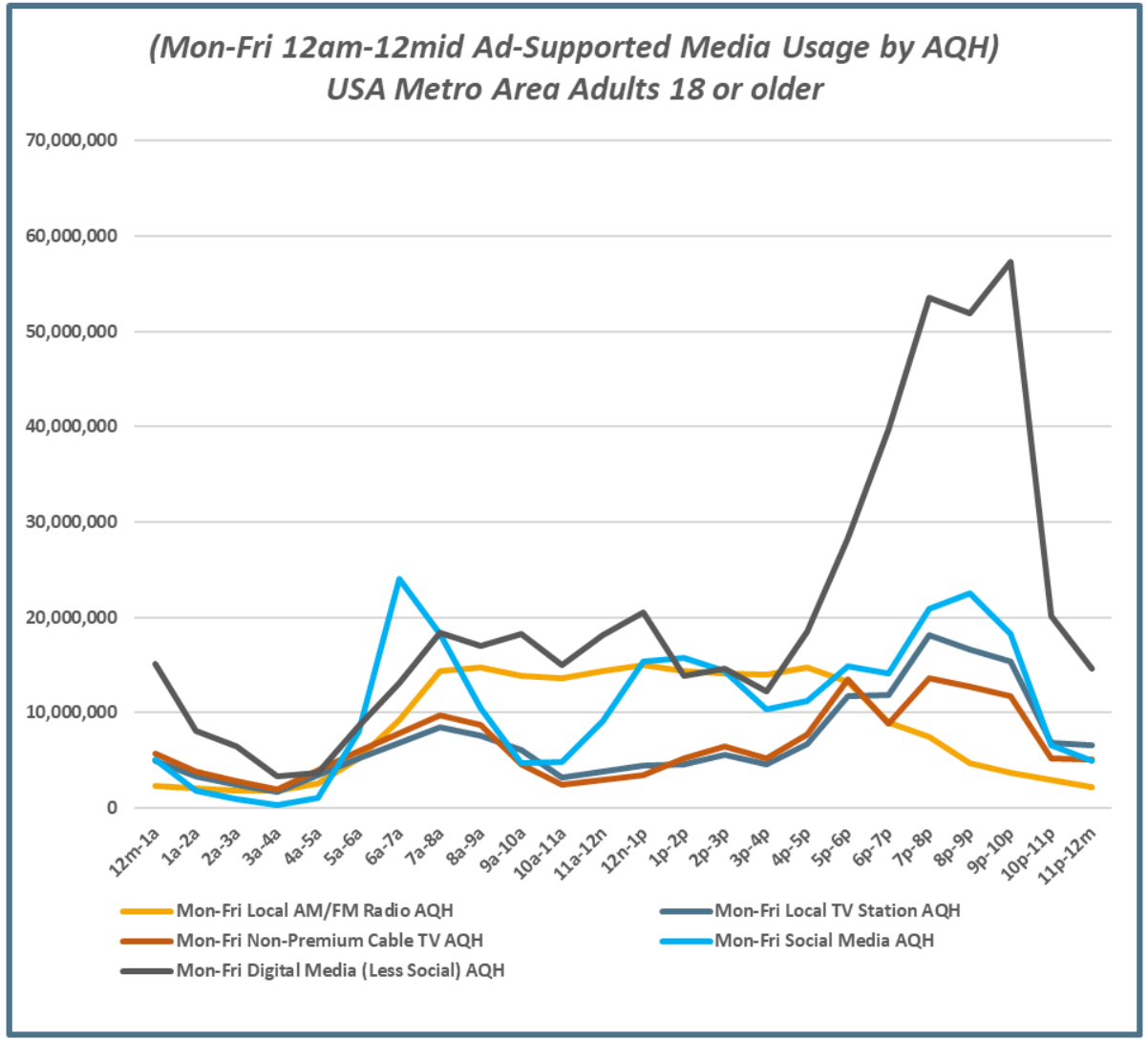
Apps or websites used or visited past 30 days:Social media: LinkedIn

P18+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,110,186; Local Radio: 4,321,066; Social Media: 4,021,658; Non-Prem. Cable: 2,051,224; Local TV: 1,947,834 reaching Adults 18 or older who are past 30 days LinkedIn user





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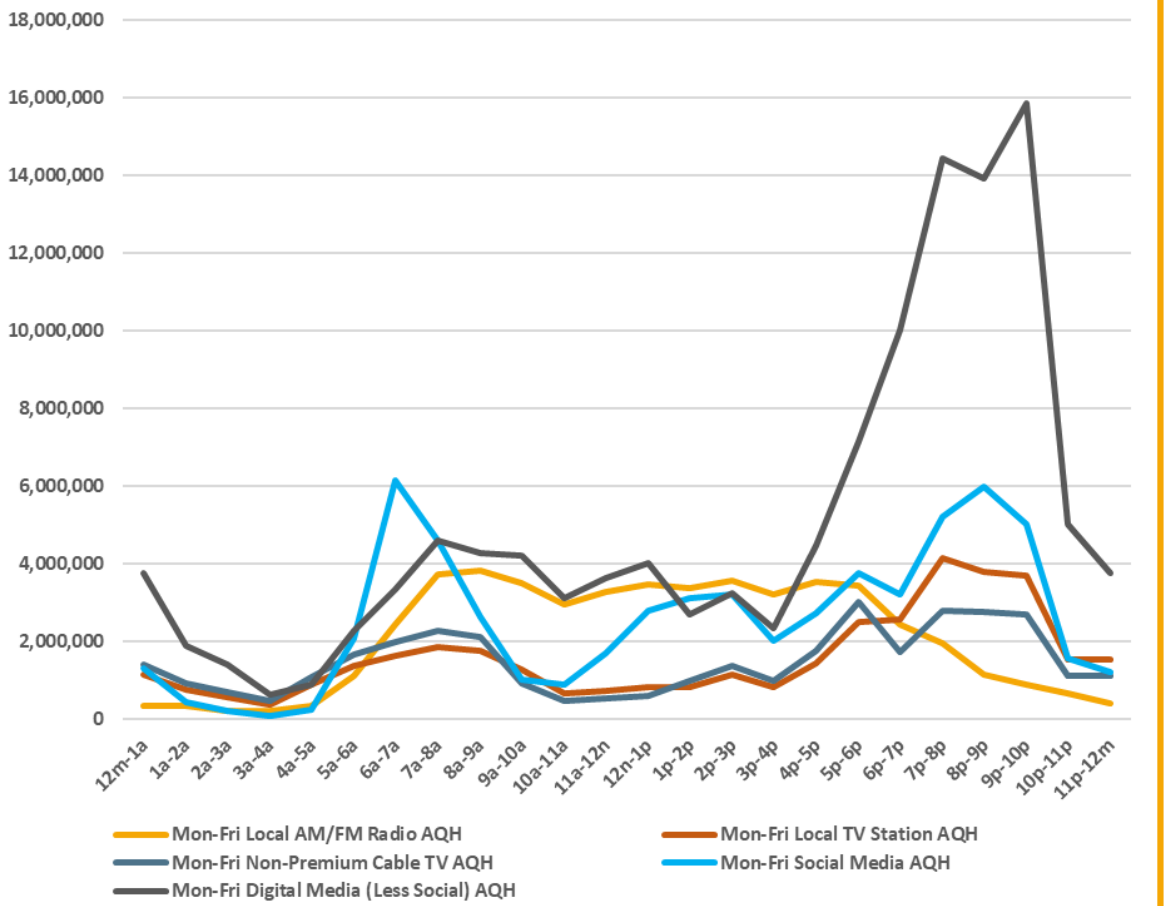
Apps or websites used or visited past 30 days:Social media: LinkedIn

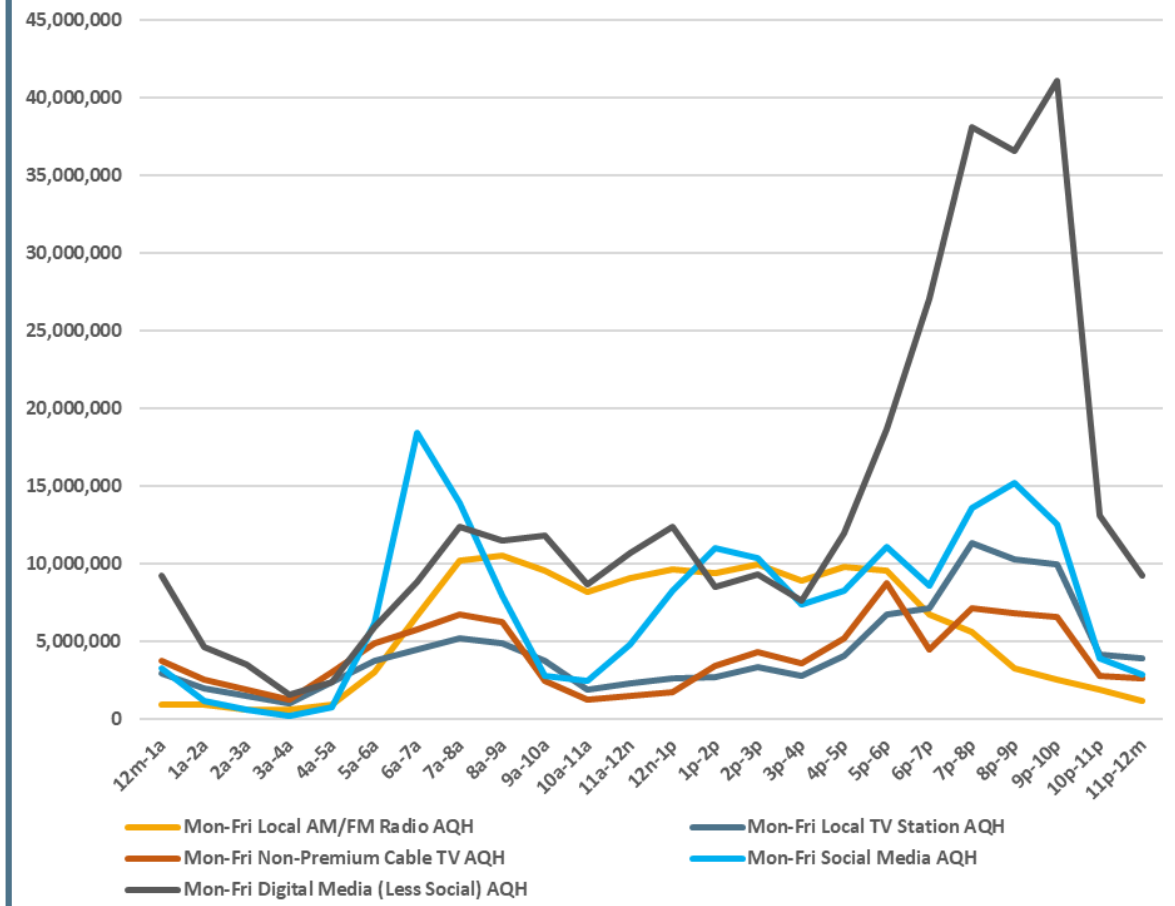
P25-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,396,064; Local Radio: 3,291,260; Social Media: 2,907,824; Non-Prem. Cable: 1,446,070; Local TV: 1,385,935 reaching Adults 25 - 64 who are past 30 days LinkedIn users.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 25 - 64 who are past 30 days LinkedIn users



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 25 - 64



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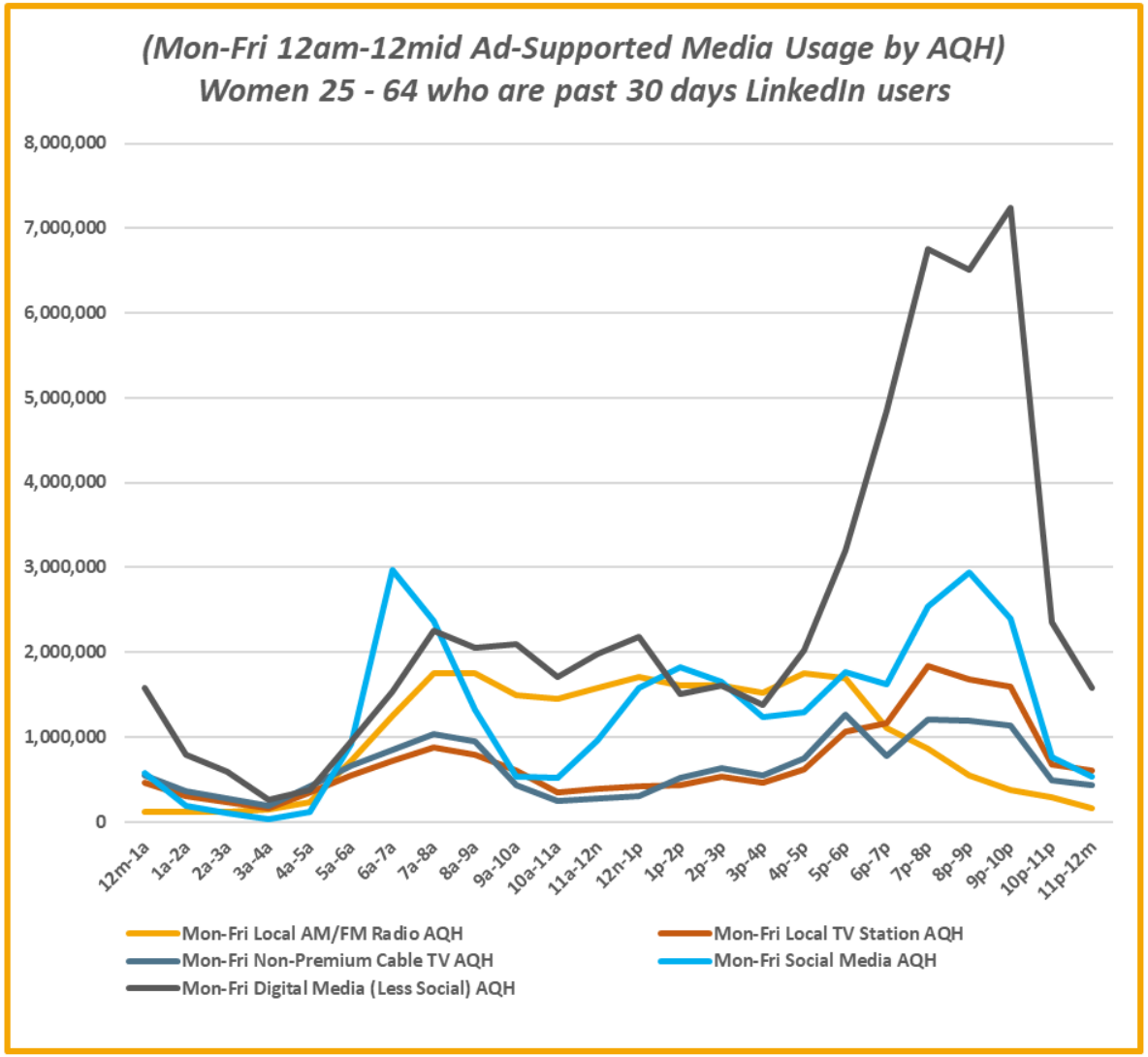
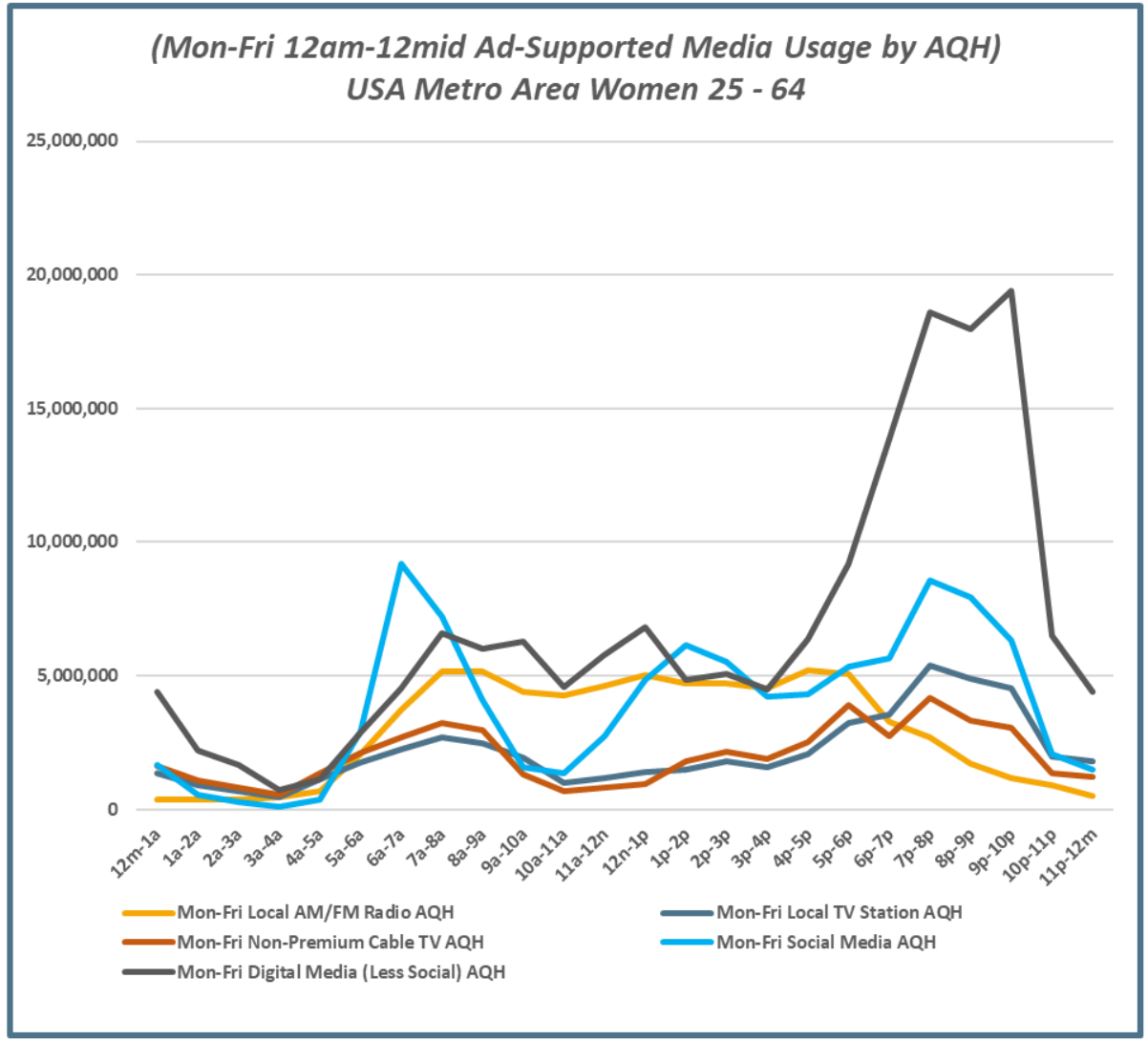
Apps or websites used or visited past 30 days:Social media: LinkedIn

W25-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,180,995; Local Radio: 1,558,443; Social Media: 1,508,076; Non-Prem. Cable: 656,477; Local TV: 645,639 reaching Women 25 - 64 who are past 30 days LinkedIn users.





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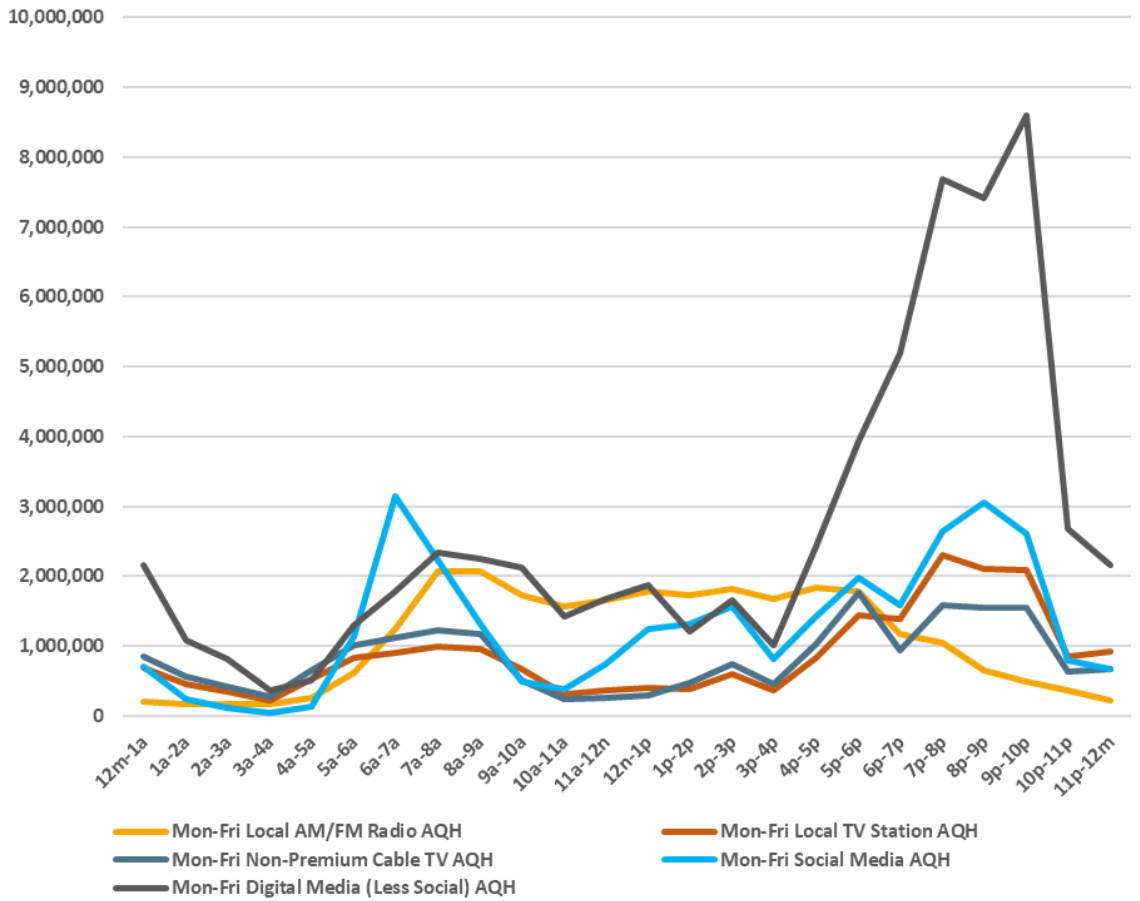
Apps or websites used or visited past 30 days:Social media: LinkedIn

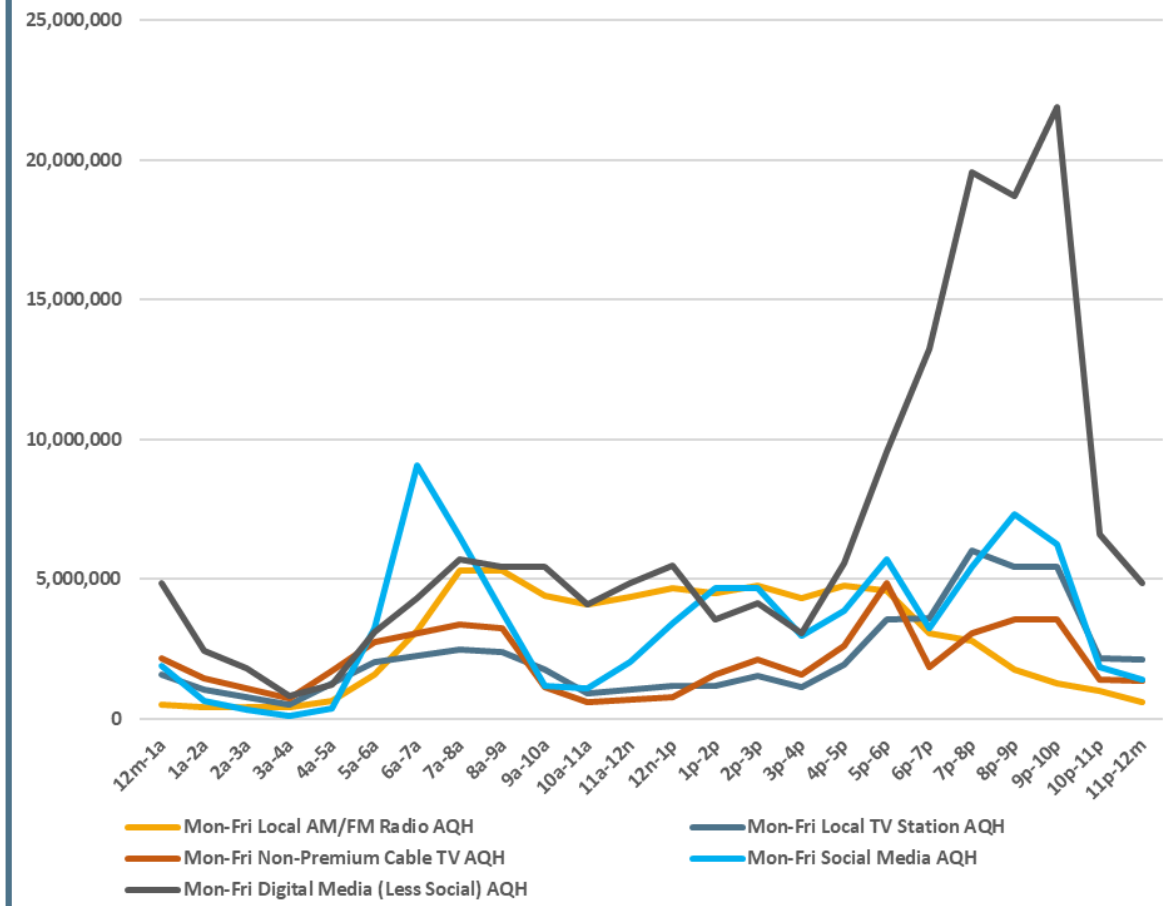
M25-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,224,612; Local Radio: 1,702,583; Social Media: 1,408,325; Non-Prem. Cable: 788,831; Local TV: 740,483 reaching Men 25 - 64 who are past 30 days LinkedIn users.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Men 25 - 64 who are past 30 days LinkedIn users



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Men 25 - 64



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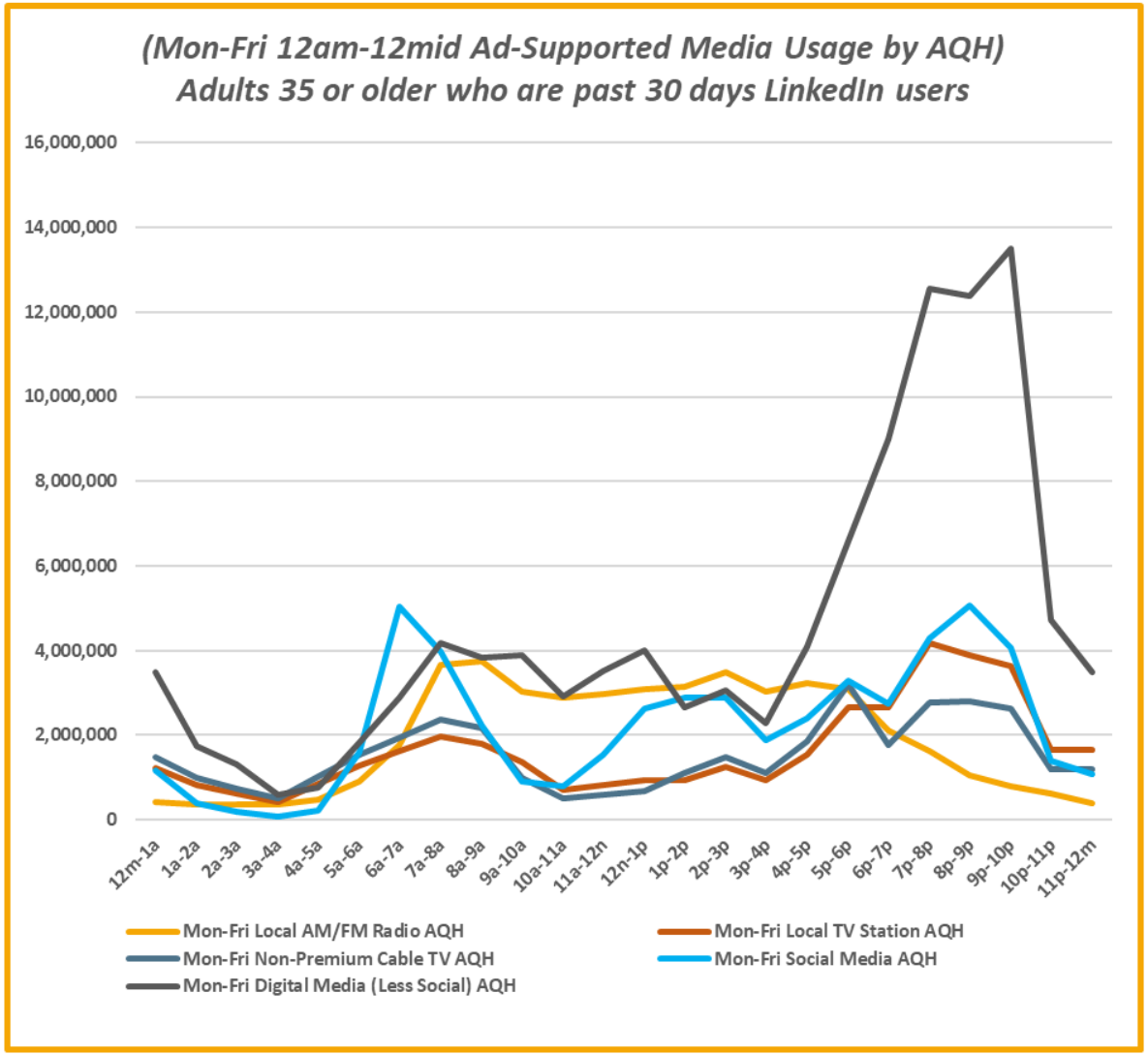
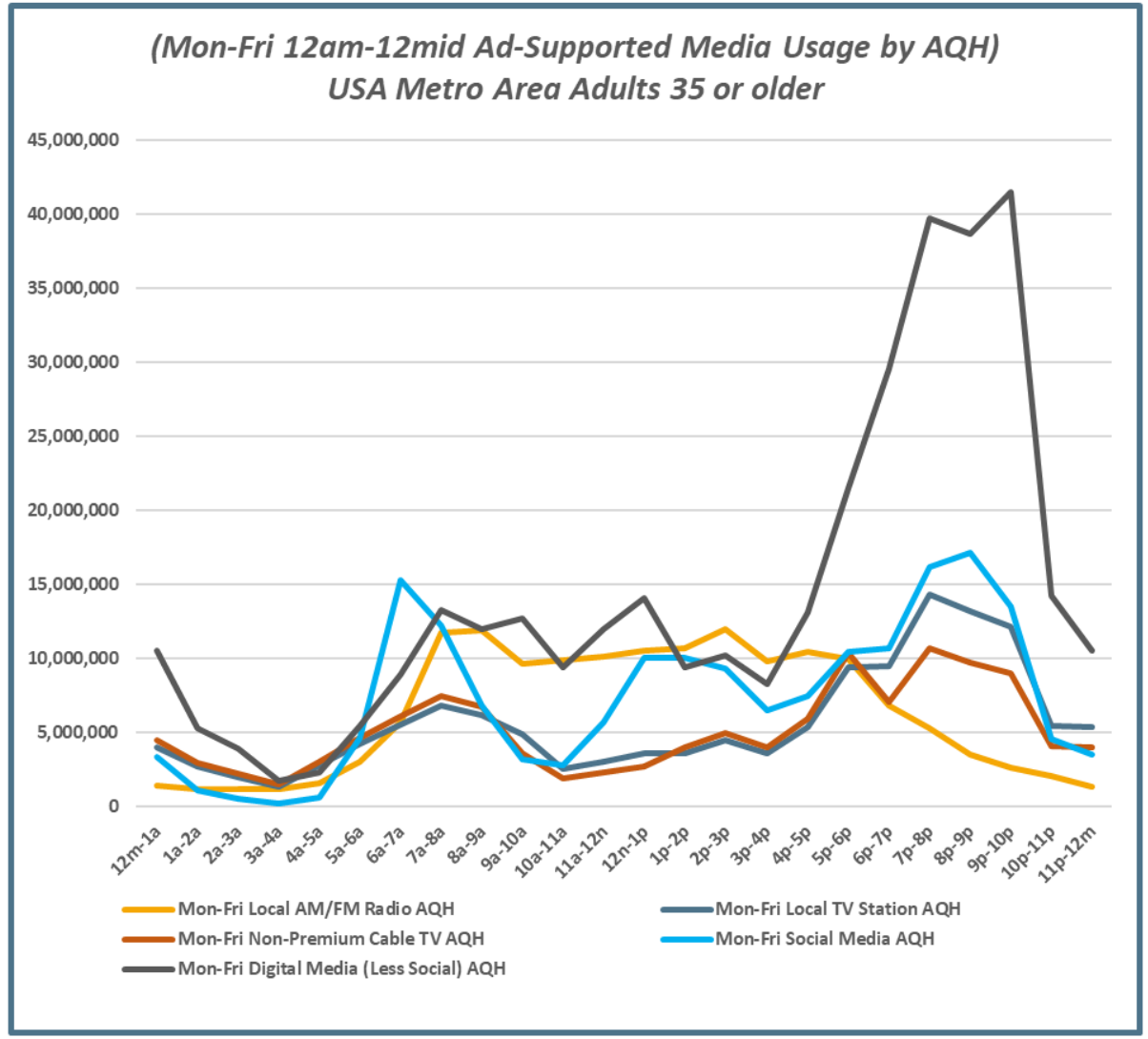
Apps or websites used or visited past 30 days:Social media: LinkedIn

P35+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,065,905; Local Radio: 3,015,744; Social Media: 2,550,153; Non-Prem. Cable: 1,518,483; Local TV: 1,473,506 reaching Adults 35 or older who are past 30 days LinkedIn user





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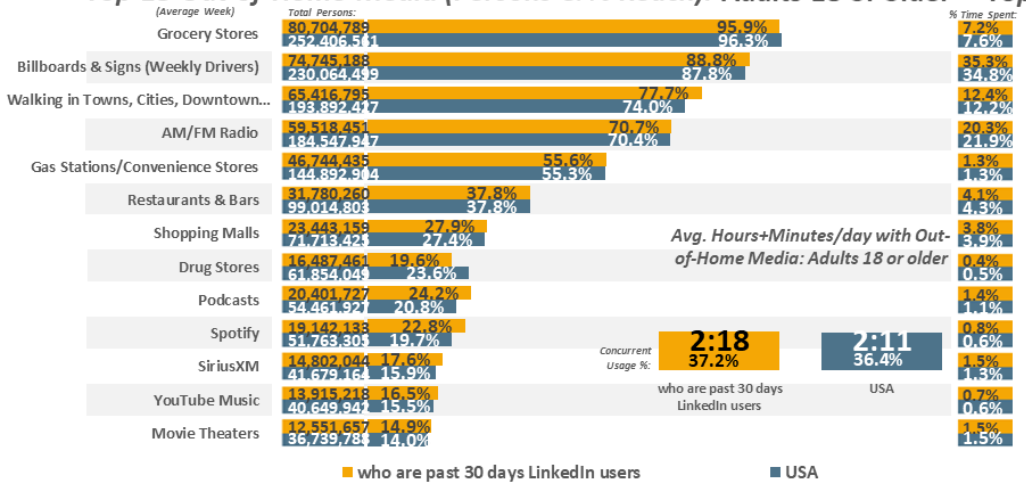
Apps or websites used or visited past 30 days:Social media: LinkedIn

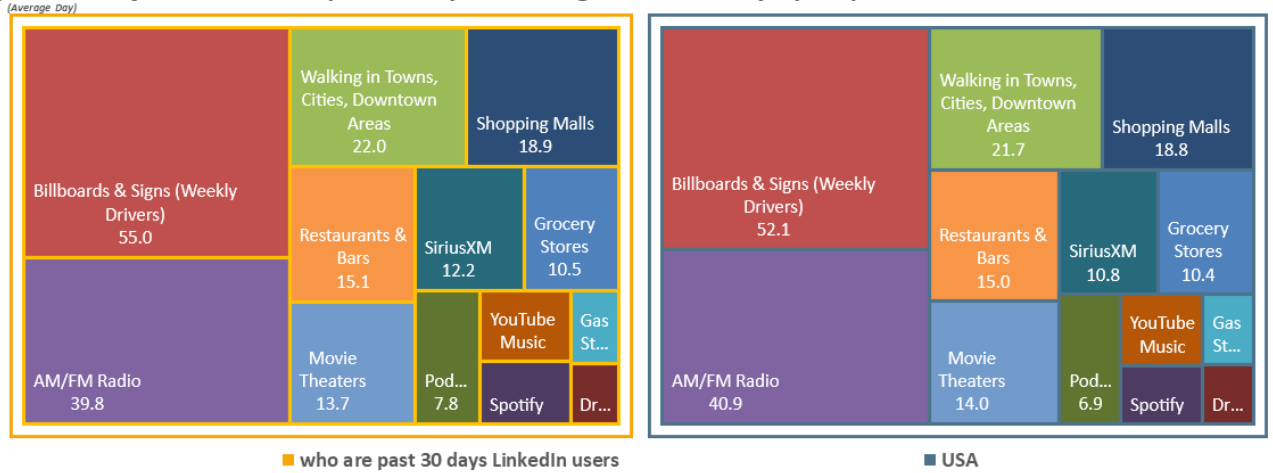
P18+

74,745,188 or 88.8% of Adults 18 or older who are past 30 days LinkedIn users spend an average of 55. minutes per day driving, seeing Billboards and Signs. 67.4% Listen to Local Radio Stations Out-of-Home for an average of 36.3 minutes/day.

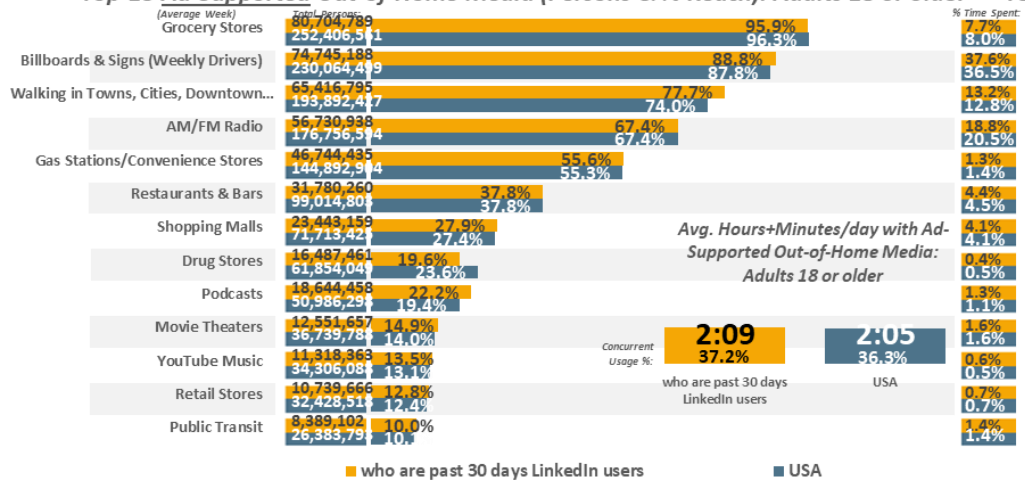
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



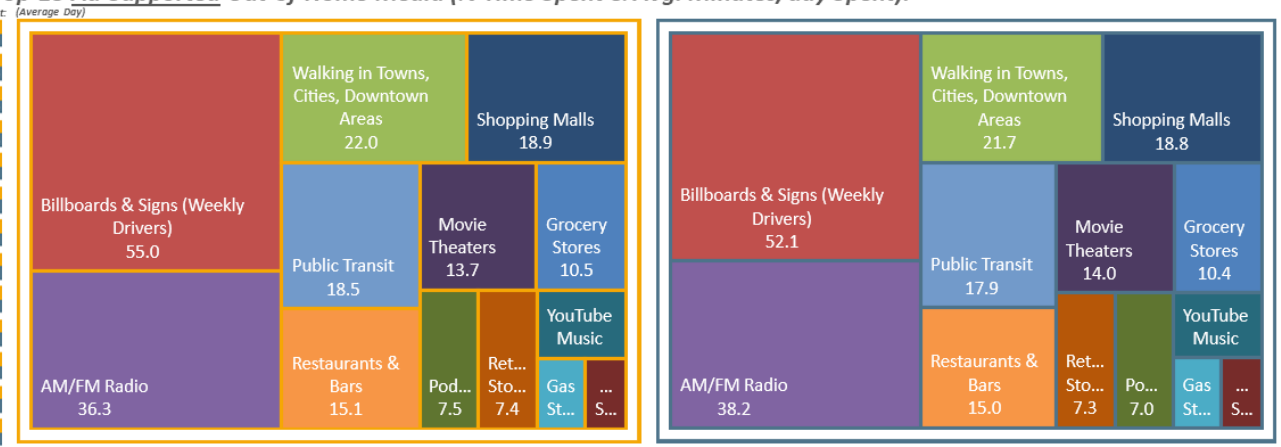
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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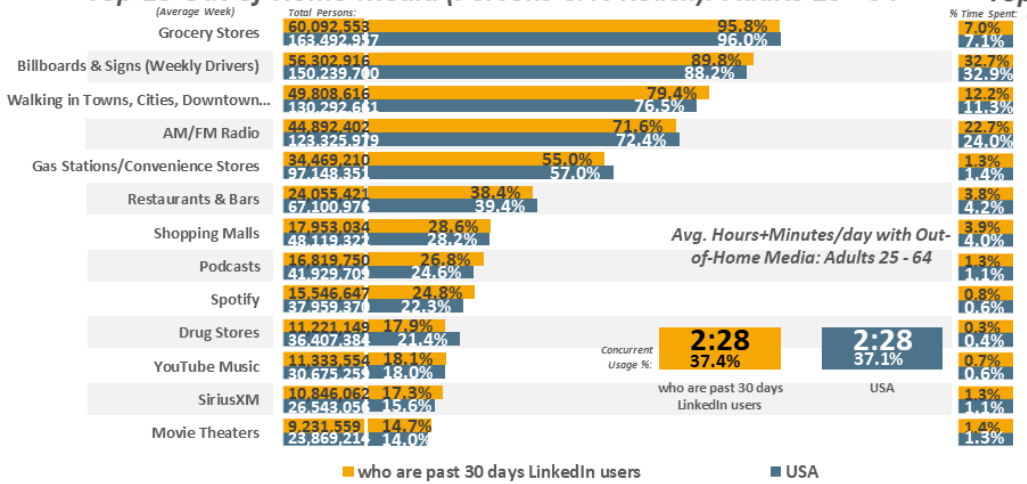
Apps or websites used or visited past 30 days:Social media: LinkedIn

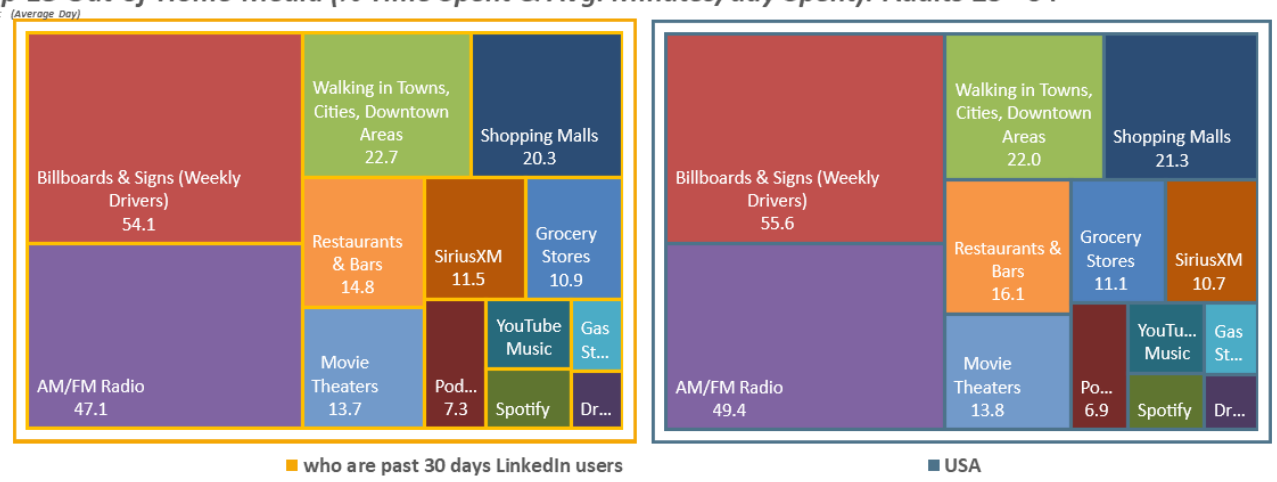
P25-64

56,302,916 or 89.8% of Adults 25 - 64 who are past 30 days LinkedIn users spend an average of 54.1 minutes per day driving, seeing Billboards and Signs. 68.1% Listen to Local Radio Stations Out-of-Home for an average of 42.9 minutes/day.

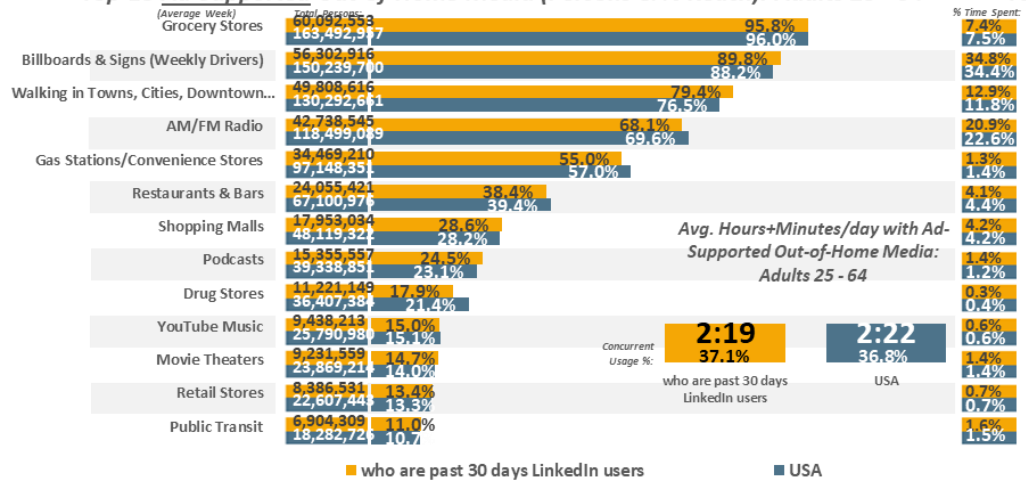
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



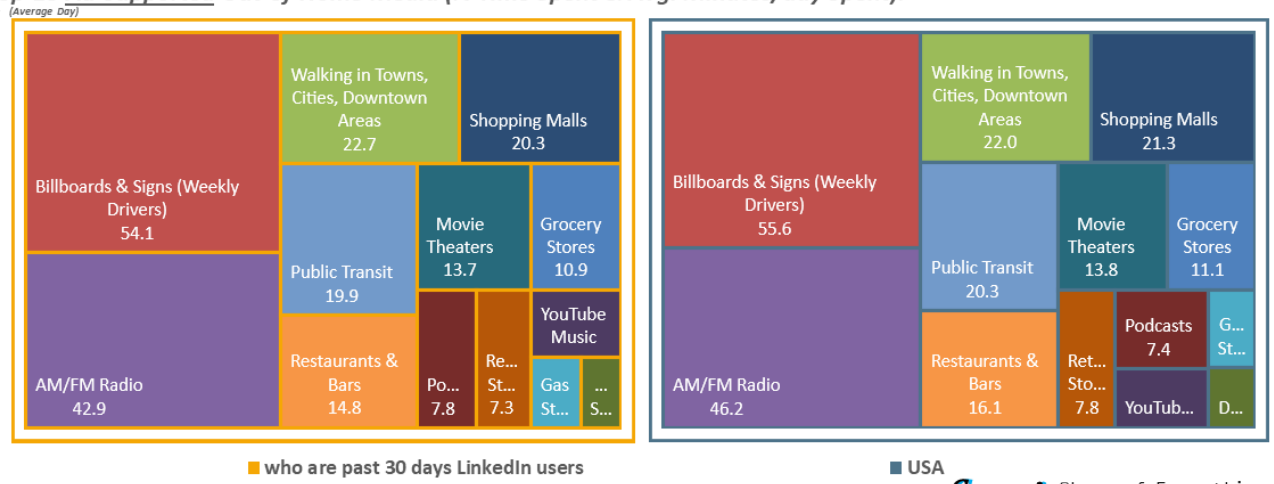
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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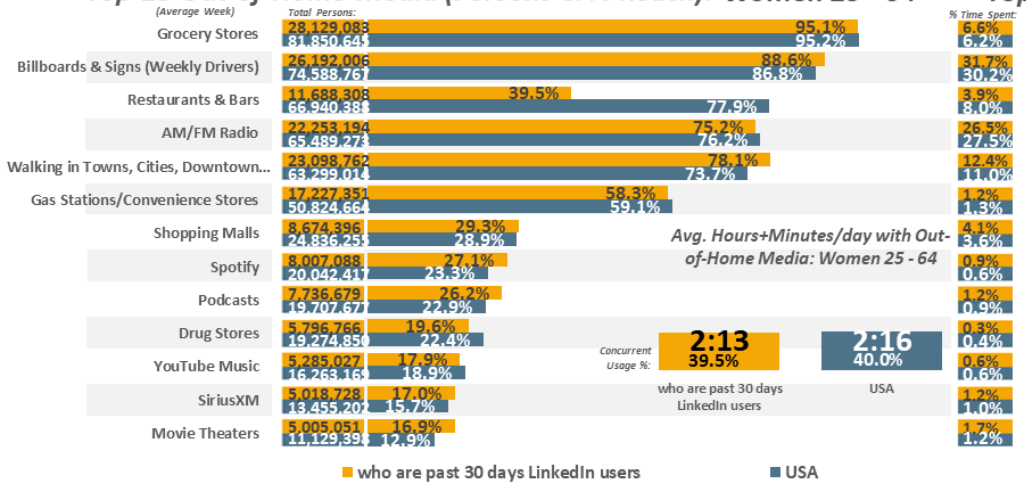
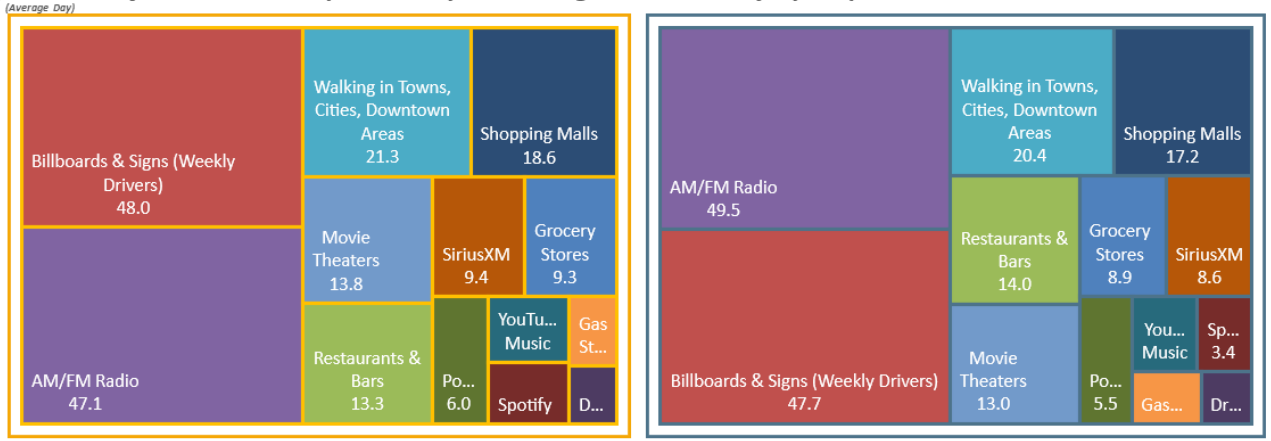
Apps or websites used or visited past 30 days:Social media: LinkedIn

W25-64

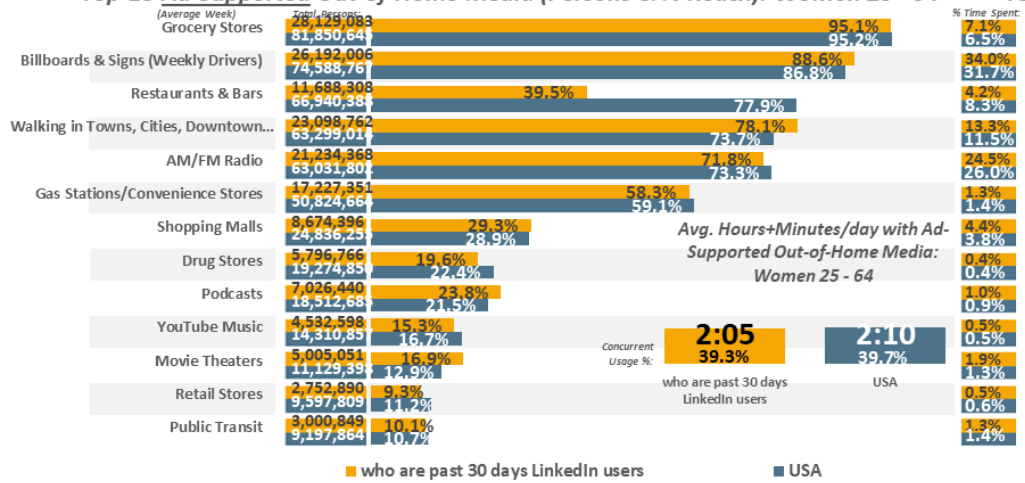
26,192,006 or 88.6% of Women 25 - 64 who are past 30 days LinkedIn users spend an average of 48. minutes per day driving, seeing Billboards and Signs. 71.8% Listen to Local Radio Stations Out-of-Home for an average of 42.7 minutes/day.

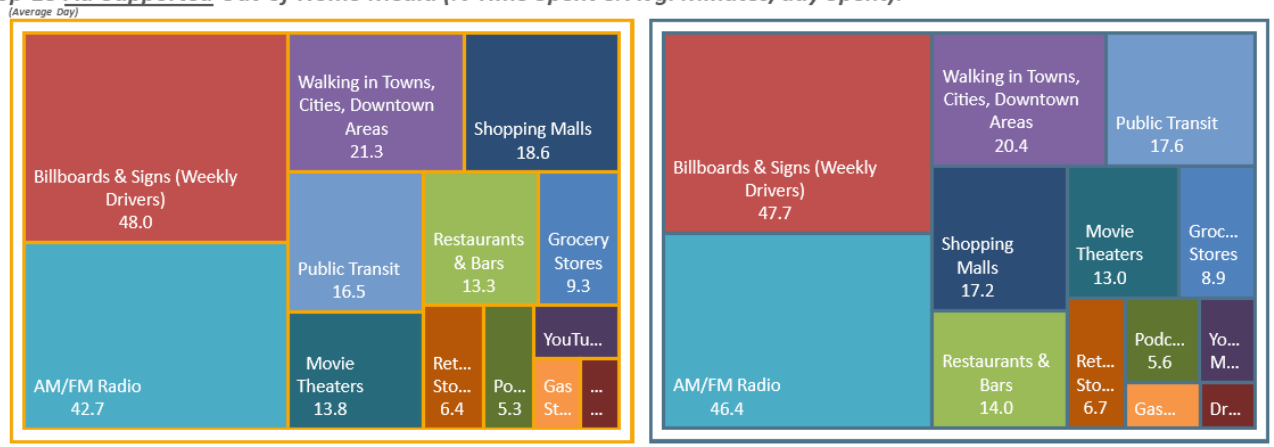
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 64





Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 64





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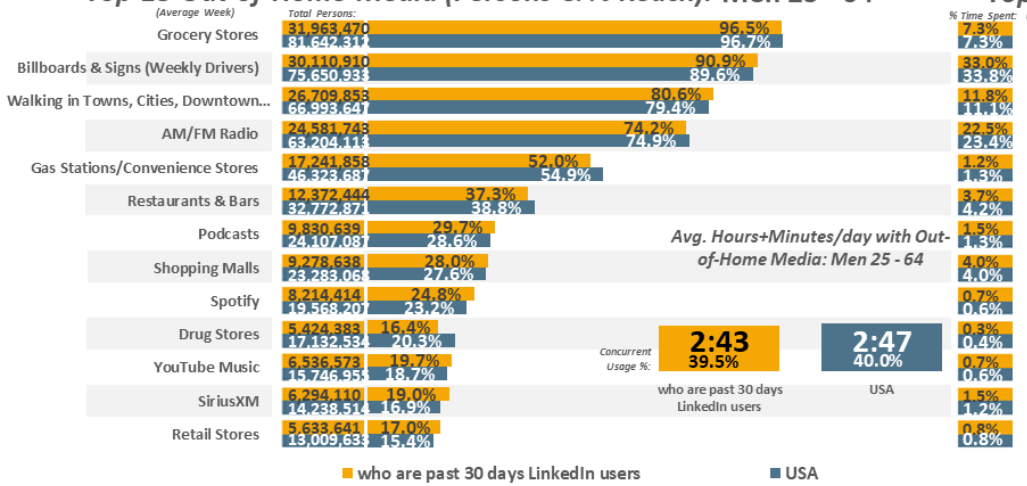
Apps or websites used or visited past 30 days:Social media: LinkedIn

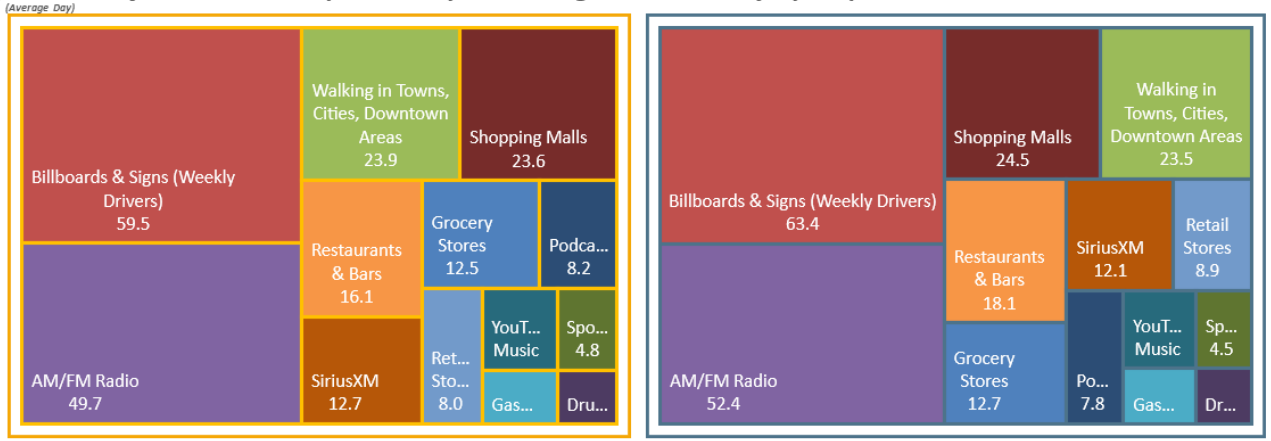
M25-64

30,110,910 or 90.9% of Men 25 - 64 who are past 30 days LinkedIn users spend an average of 59.5 minutes per day driving, seeing Billboards and Signs. 70.5% Listen to Local Radio Stations Out-of-Home for an average of 45.5 minutes/day.

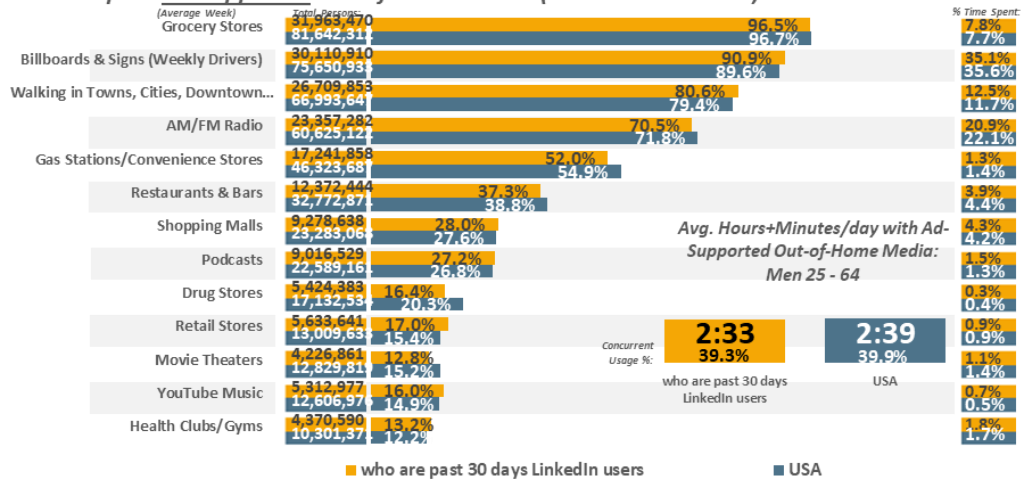
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 64



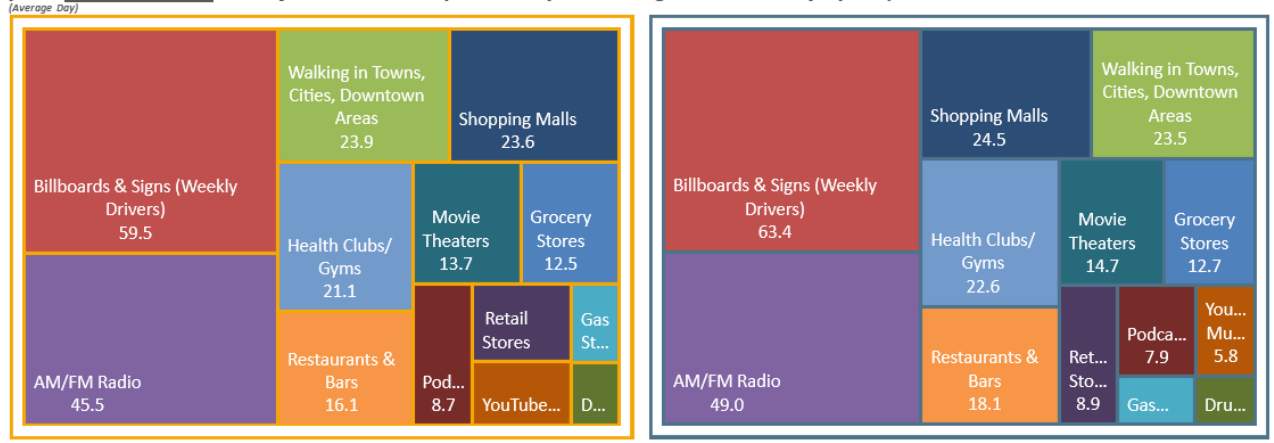
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Men 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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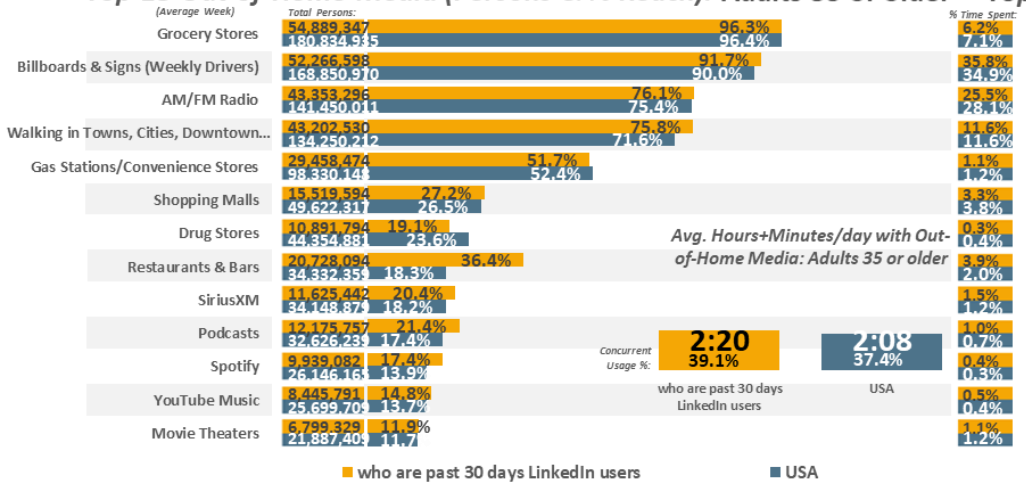
Apps or websites used or visited past 30 days:Social media: LinkedIn

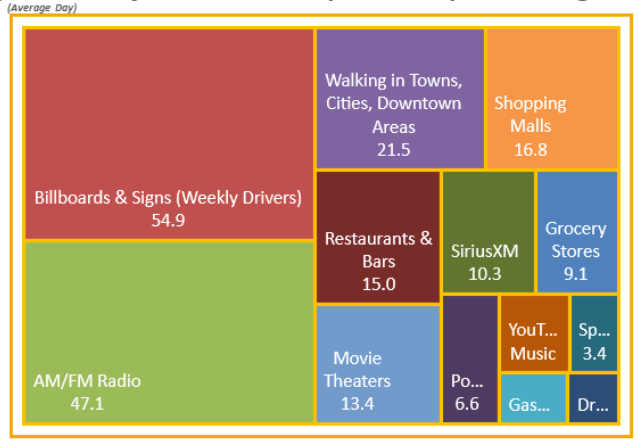
P35+

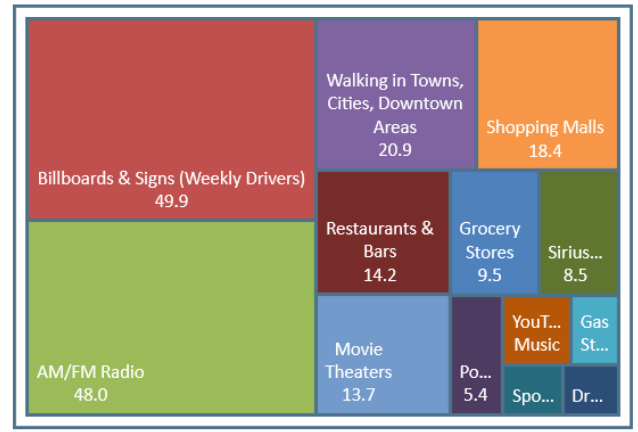
52,266,598 or 91.7% of Adults 35 or older who are past 30 days LinkedIn users spend an average of 54.9 minutes per day driving, seeing Billboards and Signs. 71.4% Listen to Local Radio Stations Out-of-Home for an average of 42.1 minutes/day.

Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older

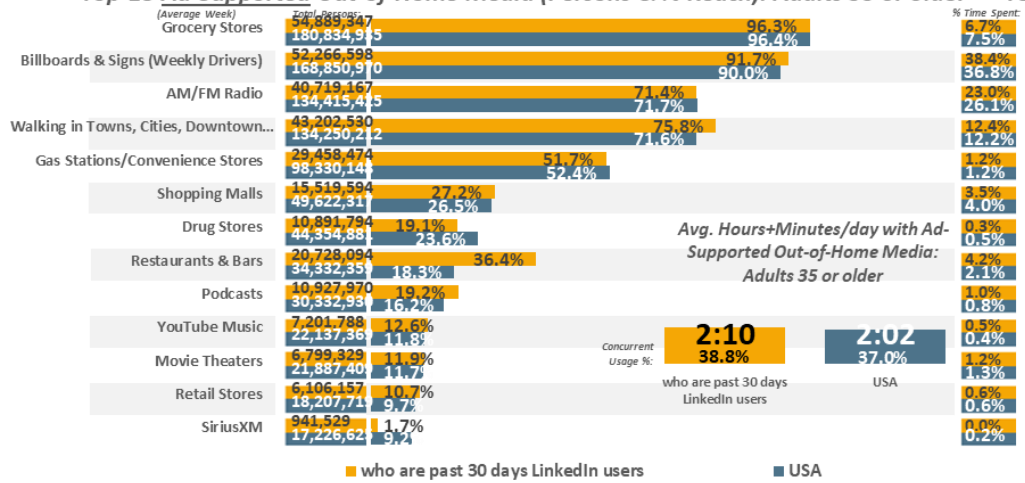


Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

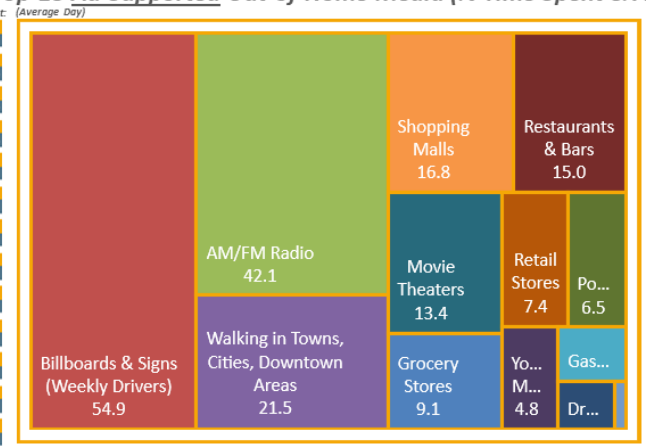




Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





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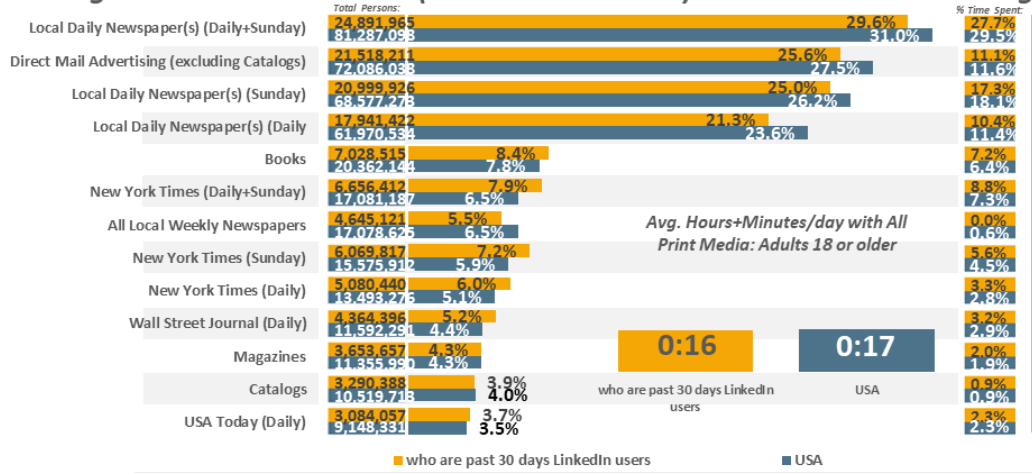
Apps or websites used or visited past 30 days:Social media: LinkedIn

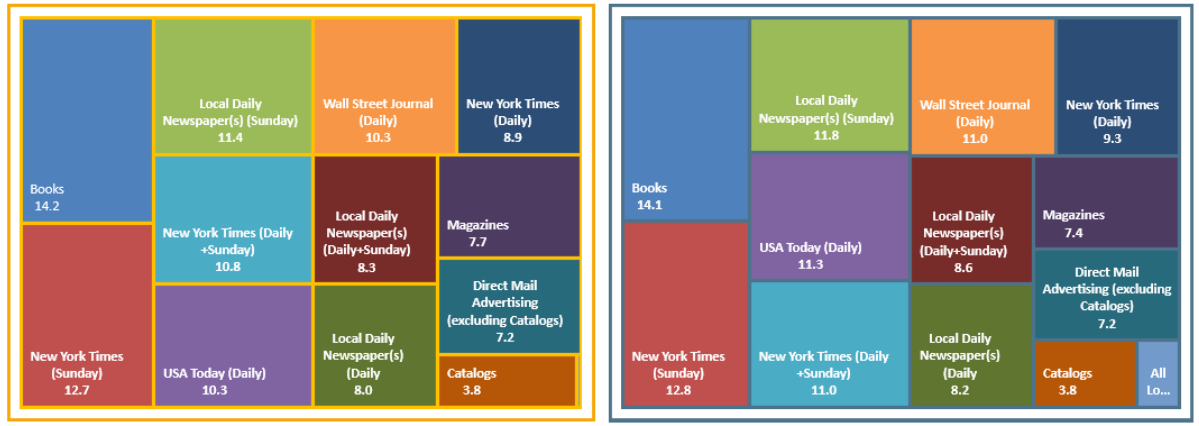
P18+

24,891,965 or 29.6% of Adults 18 or older who are past 30 days LinkedIn users read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 29.9% of all time spent daily with All forms of Print Media.

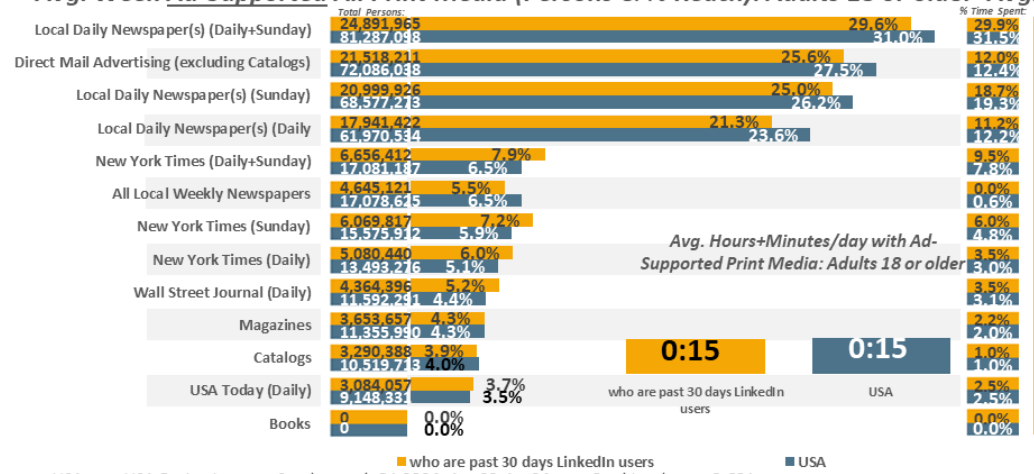
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



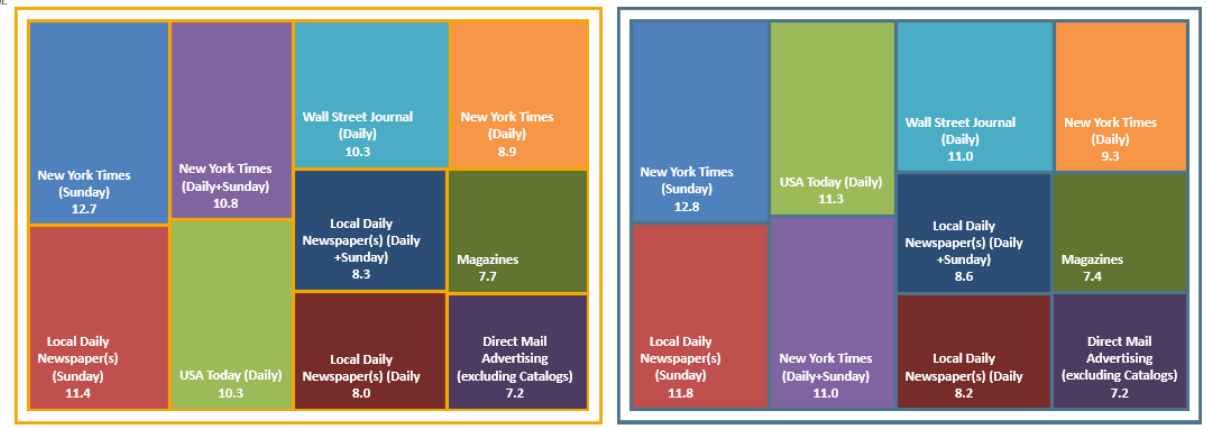
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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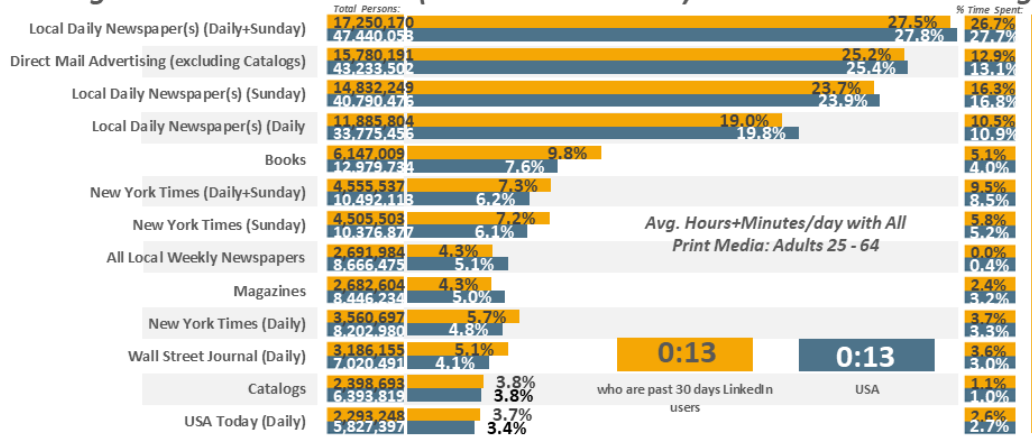
Apps or websites used or visited past 30 days:Social media: LinkedIn

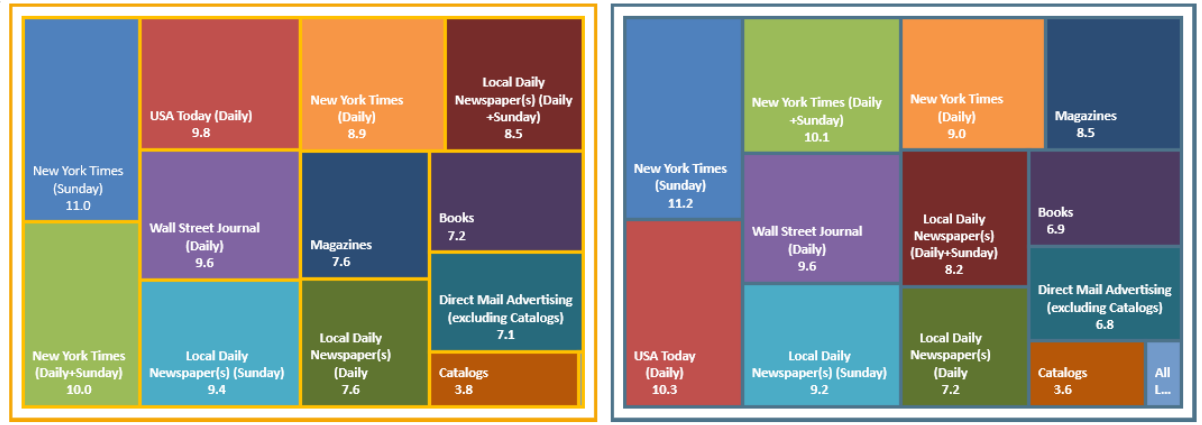
P25-64

17,250,170 or 27.5% of Adults 25 - 64 who are past 30 days LinkedIn users read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 28.2% of all time spent daily with All forms of Print Media.

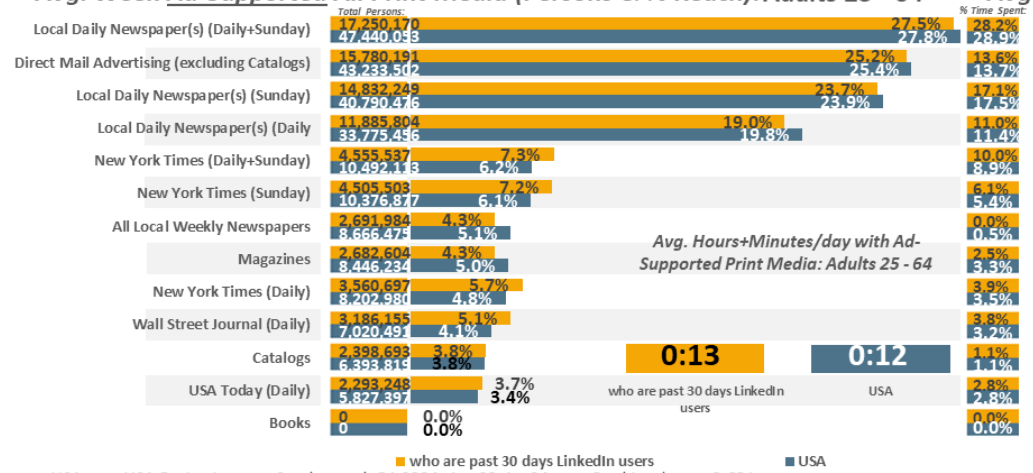
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



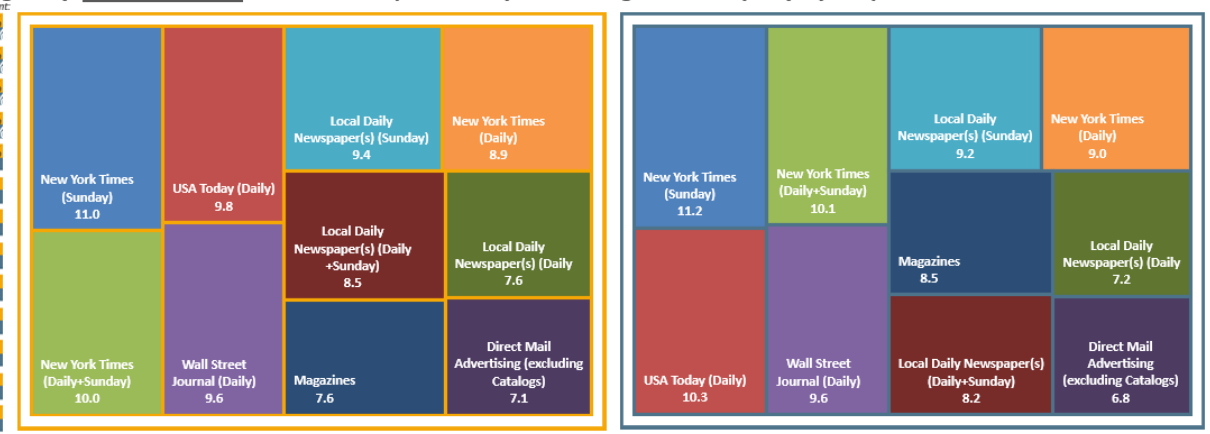
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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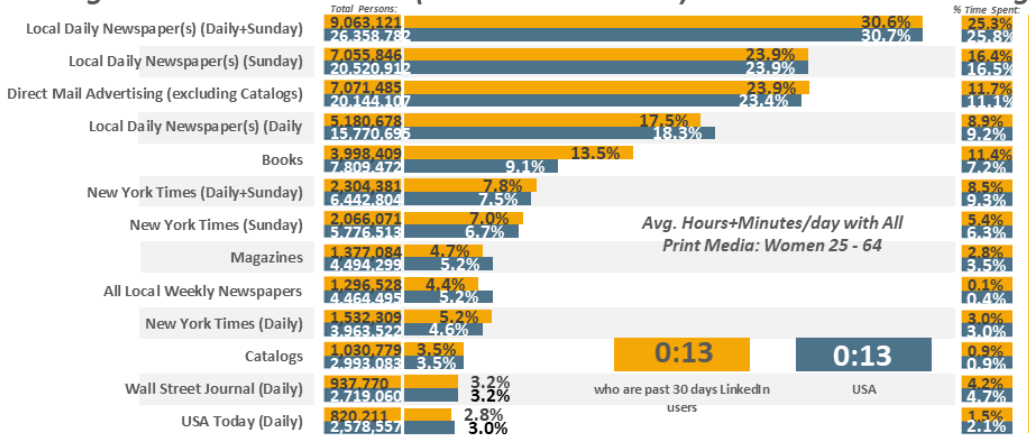
Apps or websites used or visited past 30 days:Social media: LinkedIn

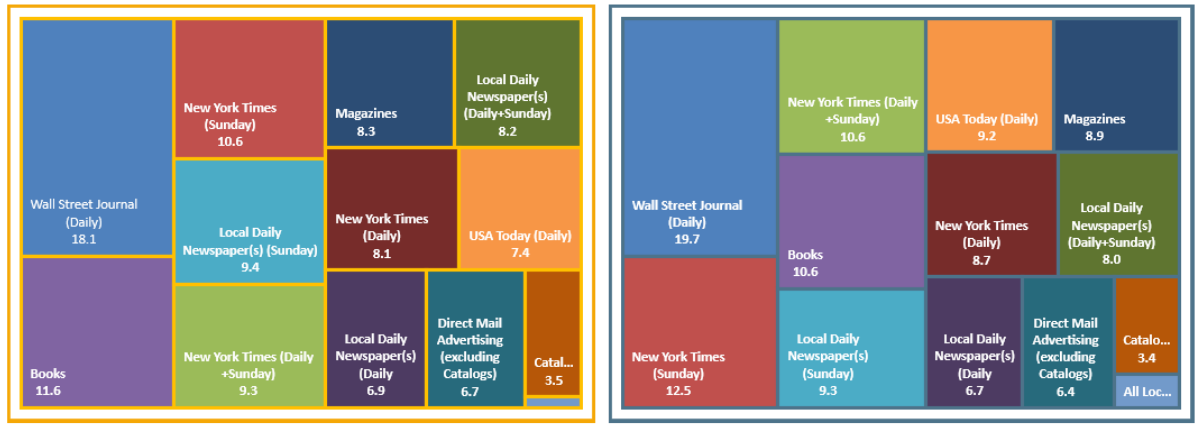
W25-64

9,063,121 or 30.6% of Women 25 - 64 who are past 30 days LinkedIn users read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.2 minutes every day representing 28.5% of all time spent daily with All forms of Print Media.

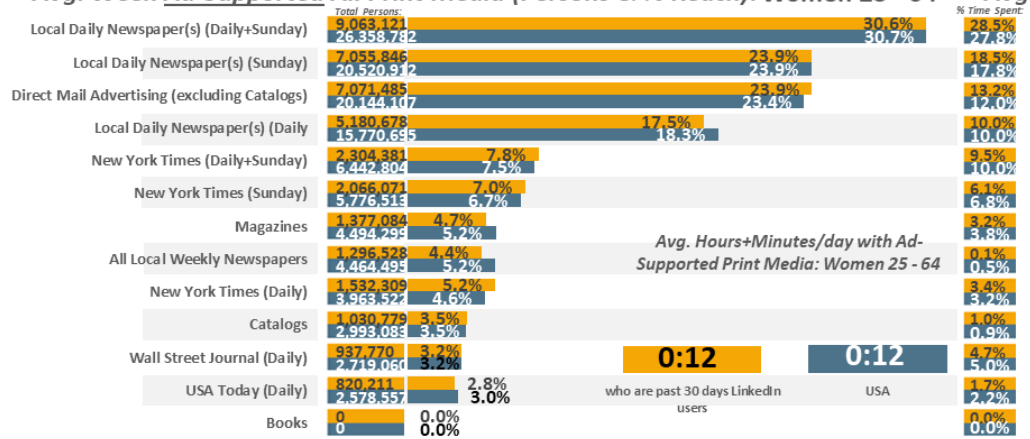
Avg. Week All Print Media (Persons & % Reach): Women 25 - 64



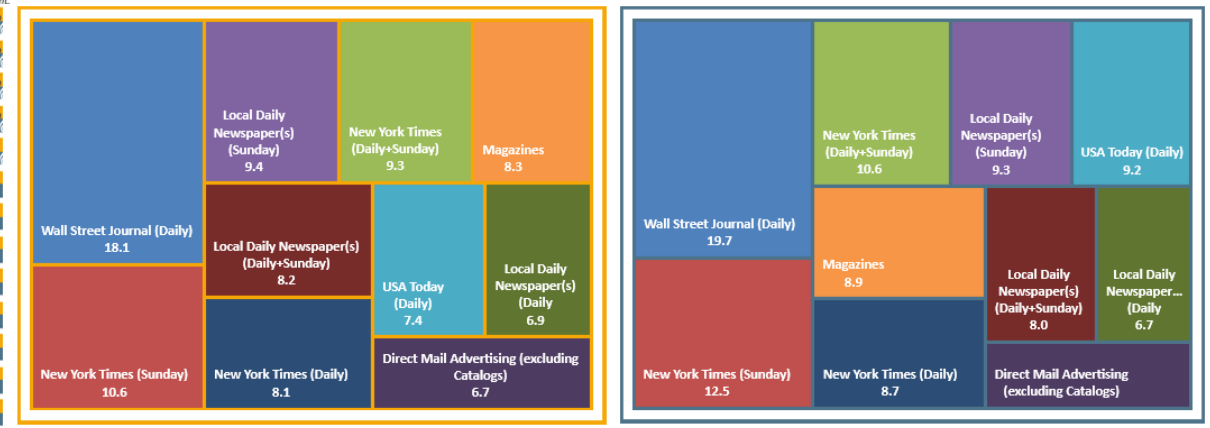
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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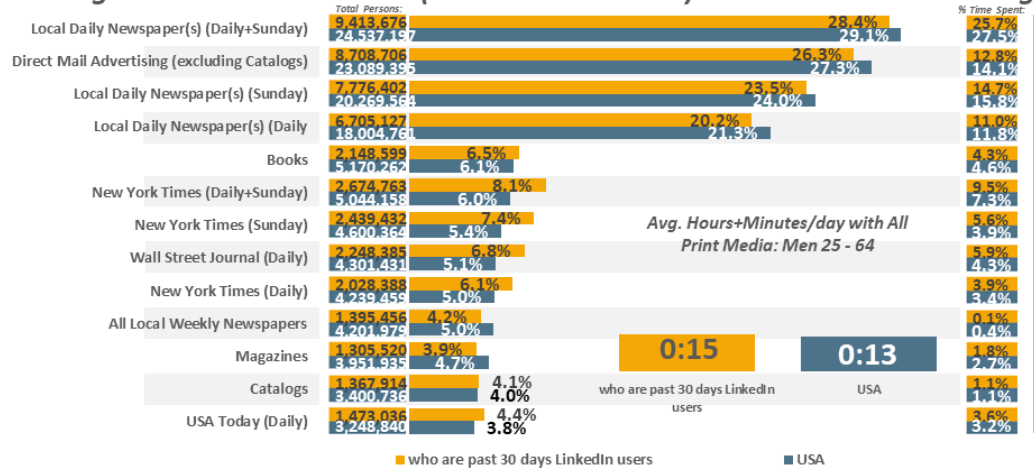
Apps or websites used or visited past 30 days:Social media: LinkedIn

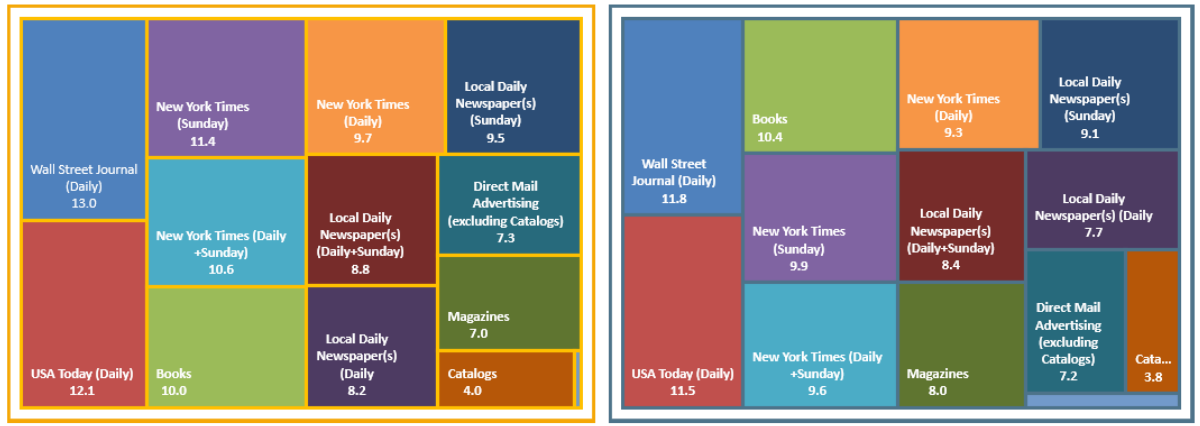
M25-64

9,413,676 or 28.4% of Men 25 - 64 who are past 30 days LinkedIn users read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 26.9% of all time spent daily with All forms of Print Media.

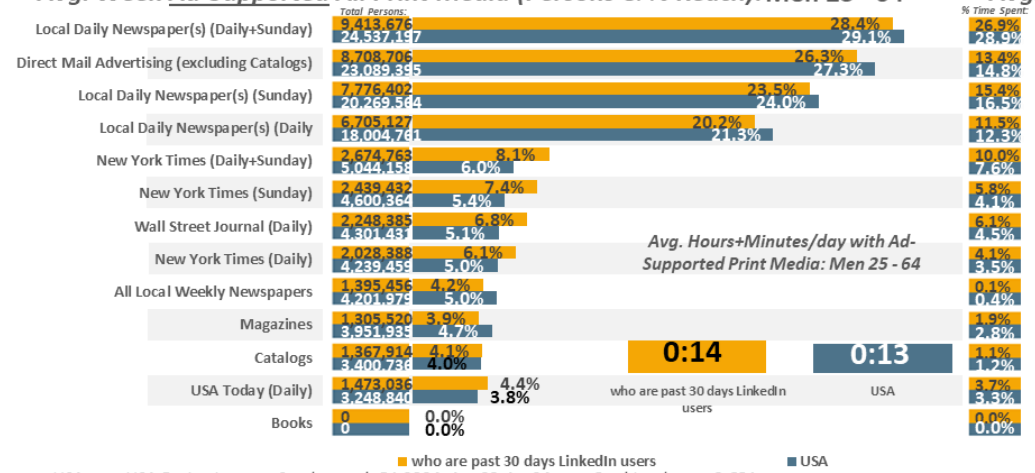
Avg. Week All Print Media (Persons & % Reach): Men 25 - 64



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Men 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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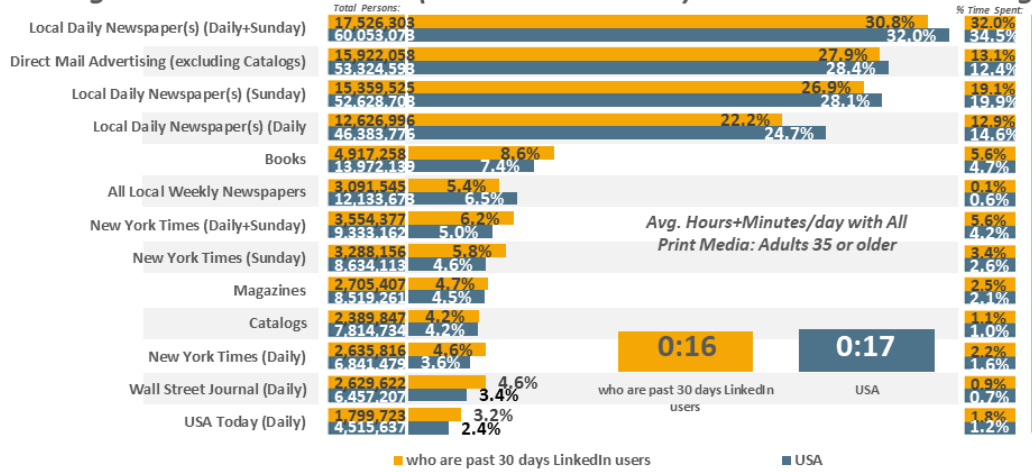
Apps or websites used or visited past 30 days:Social media: LinkedIn

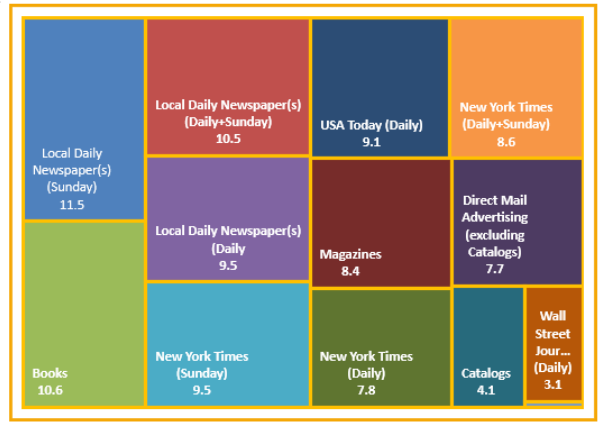
P35+

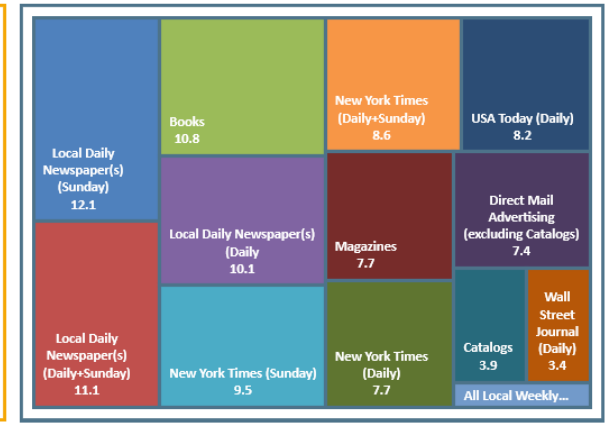
17,526,303 or 30.8% of Adults 35 or older who are past 30 days LinkedIn users read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.5 minutes every day representing 33.9% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 35 or older

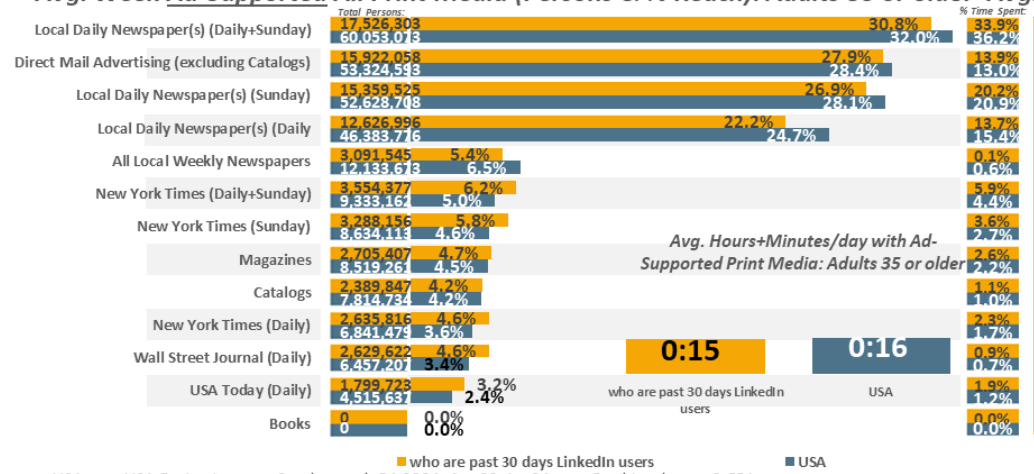


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

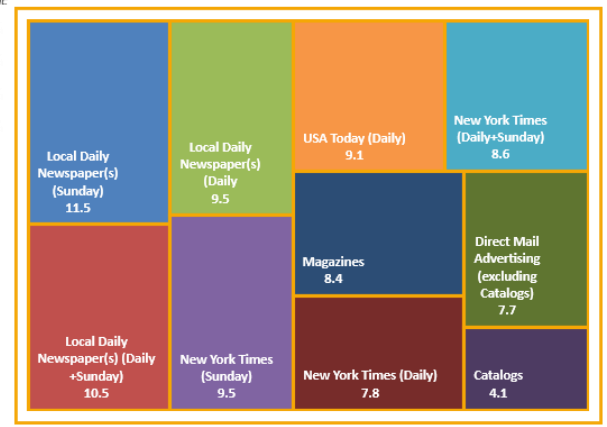


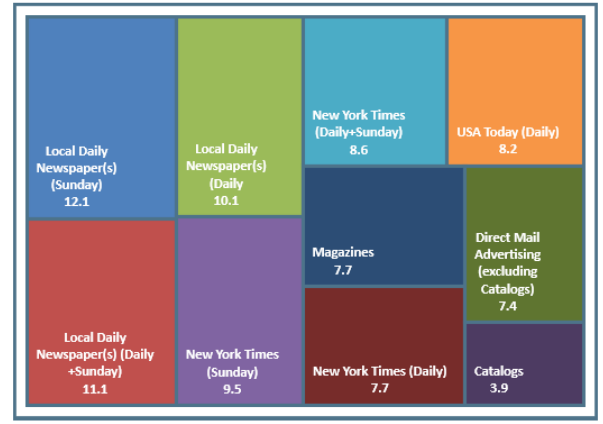


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





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