USA – Five different buckets of Full-Time BLUE-COLLAR Workers

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and <u>Total Media Usage</u> Profiles of the P18+ WORKERS Employed FULL-TIME in 5 Different Categories of BLUE-COLLAR Occupations.

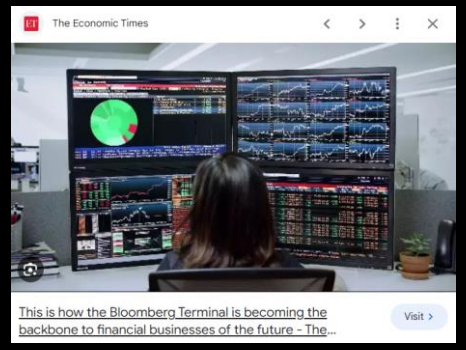












And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

[(Detailed occupation codes: Protective Service AND Employment status: Employed full-time (35 hours or more))]
[(Detailed occupation codes: Transportation and Material Moving AND Employment status: Employed full-time (35 hours or more))]

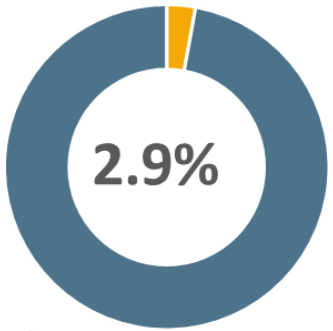
[(Detailed occupation codes: Food Preparation and Serving AND Employment status: Employed full-time (35 hours or more))]
[(Detailed occupation codes: Construction and Extraction AND Employment status: Employed full-time (35 hours or more))]
[(Detailed occupation codes: Installation, Maintenance, and Repair Workers AND Employment status: Employed full-time (35 hours or more))]

HUBBARD BROADCASTING INC. HB INC.

TRANSPORTATION, MATERIAL MOVING & WAREHOUSE

2.9% or 7,486,706 of USA Adults 18 or older Work FULL-TIME in TRANSPORT/MTL MVG & WAREHOUSE Jobs. Typical Adults 18 or older who Work FULL-TIME in TRANSPORT/MTL MVG & WAREHOUSE Jobs are 43.5 years old (9.8% younger than average) and have a $90,137 (.4% higher than average) annual household…

Percent of Market: Adults 18 or older

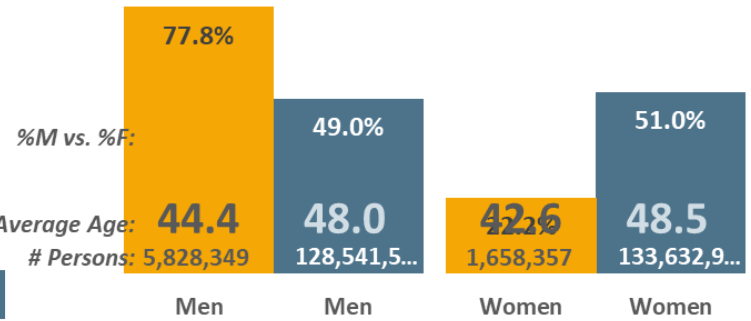


- who Work FULL-TIME in TRANSPORT/MTL MVG & WAREHOUSE Jobs
- Remainder of USA

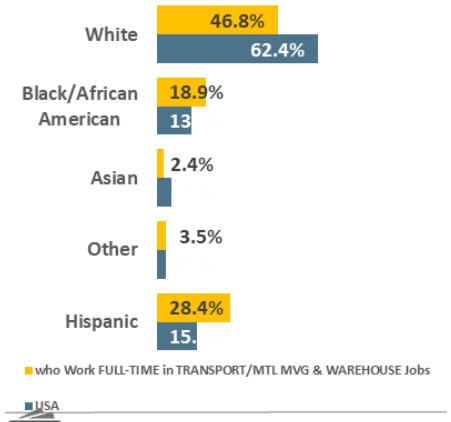
Total Persons:



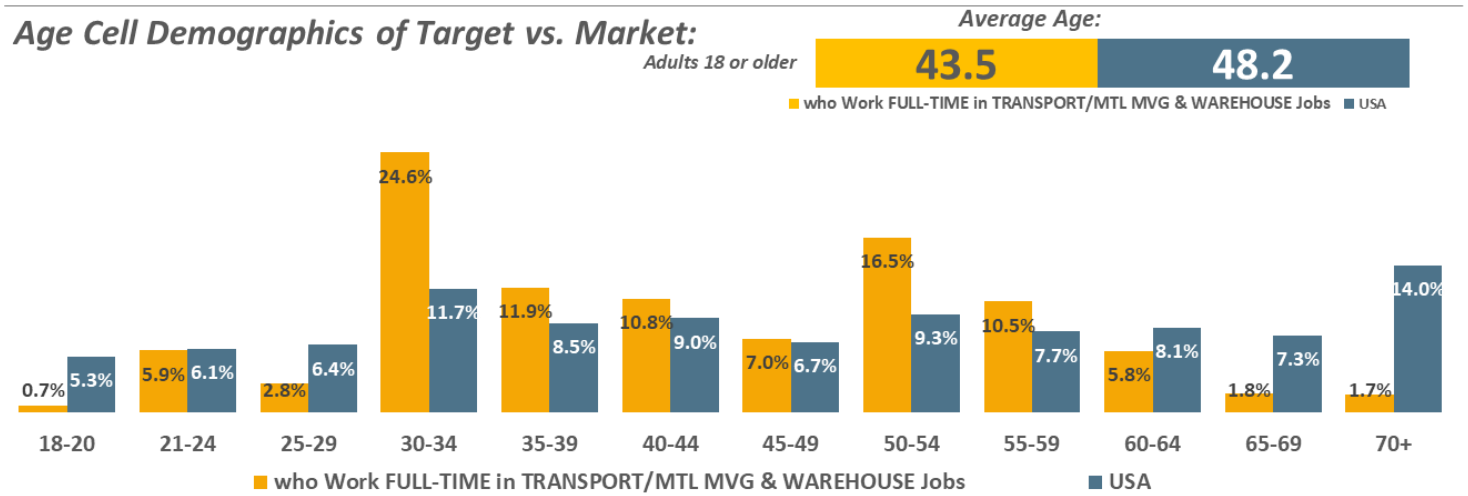
Gender of Target vs. Market: Adults 18 or older



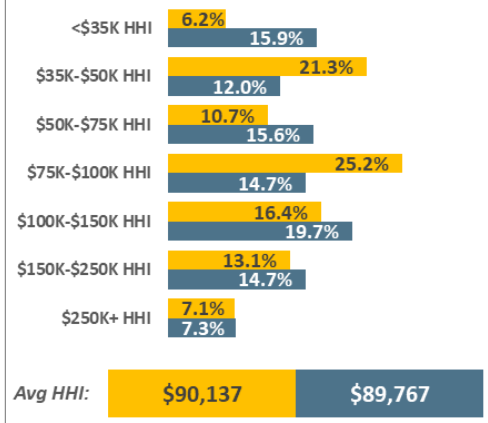
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $90,137 | $89,767

USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *170*

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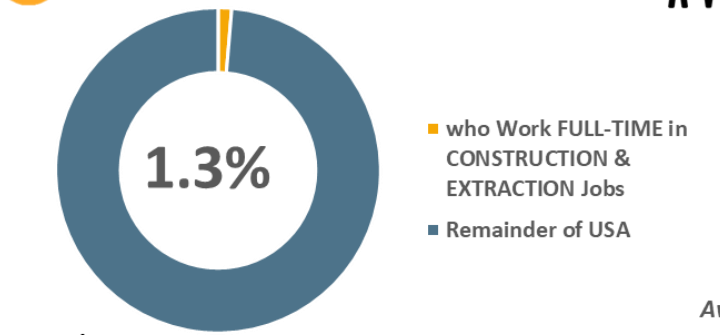
USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

[(Detailed occupation codes: Transportation and Material Moving AND Employment status: Employed full-time (35 hours or more))]

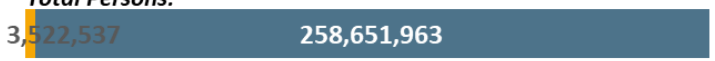
CONSTRUCTION WORKERS

1.3% or 3,522,537 of USA Adults 18 or older Work FULL-TIME in CONSTRUCTION & EXTRACTION Jobs.
Typical Adults 18 or older who Work FULL-TIME in CONSTRUCTION & EXTRACTION Jobs are 41.8 years old (13.4% younger than average) and have a $92,912 (3.5% higher than average) annual household income.

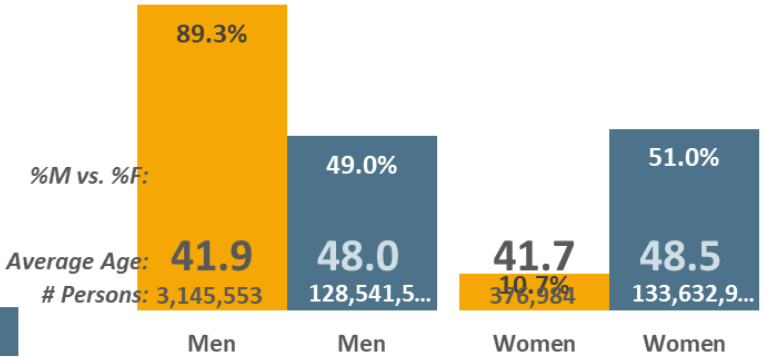
Percent of Market: Adults 18 or older



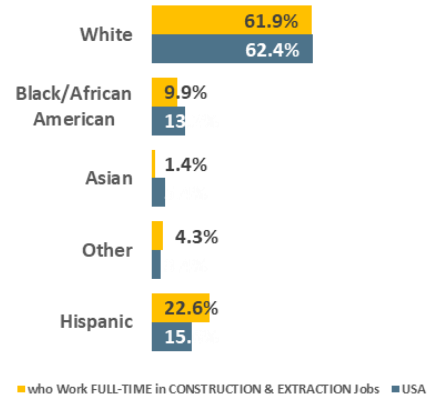
Total Persons:



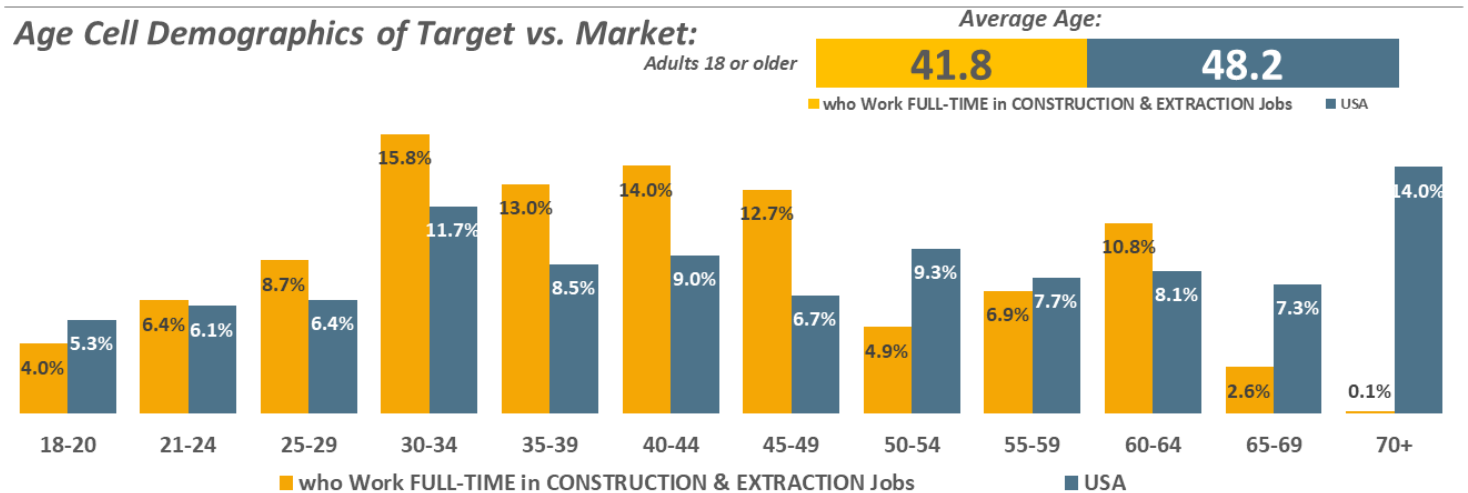
Gender of Target vs. Market: Adults 18 or older



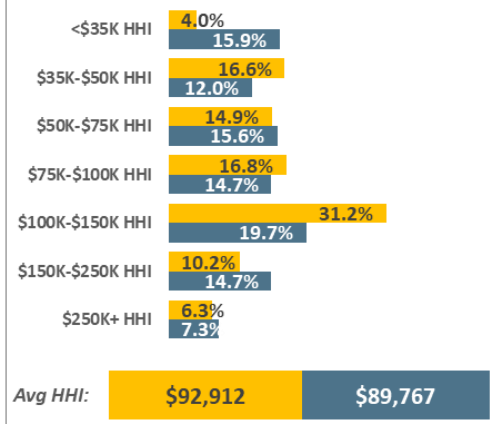
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 98

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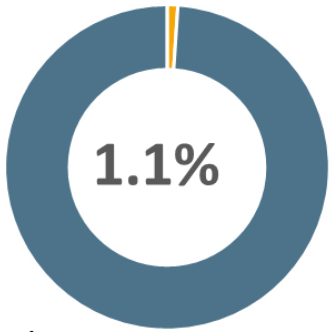
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

[(Detailed occupation codes: Construction and Extraction AND Employment status: Employed full-time (35 hours or more))]

FOOD PREP & SERVING

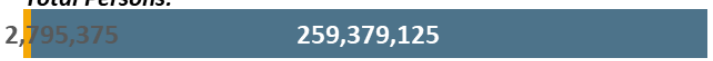
1.1% or 2,795,375 of USA Adults 18 or older Work FULL-TIME in FOOD PREP & SERVING Jobs.
Typical Adults 18 or older who Work FULL-TIME in FOOD PREP & SERVING Jobs are 36.4 years old (24.6% younger than average) and have a $77,131 (14.1% lower than average) annual household income.

Percent of Market: Adults 18 or older

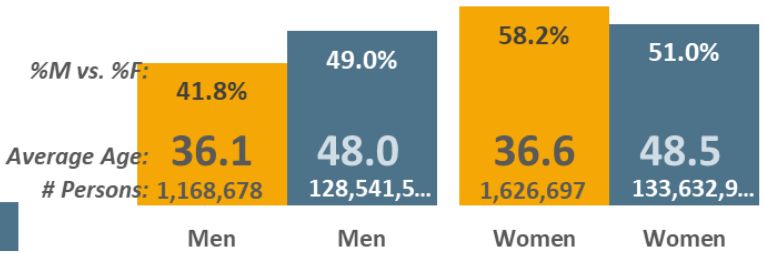


- who Work FULL-TIME in FOOD PREP & SERVING Jobs
- Remainder of USA

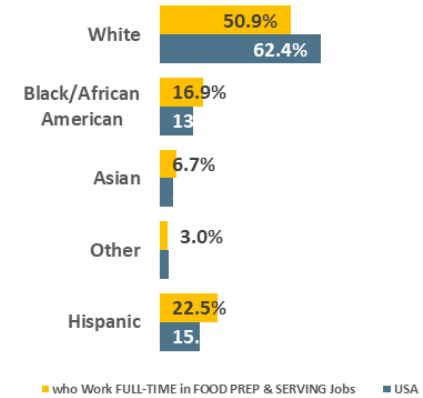
Total Persons:



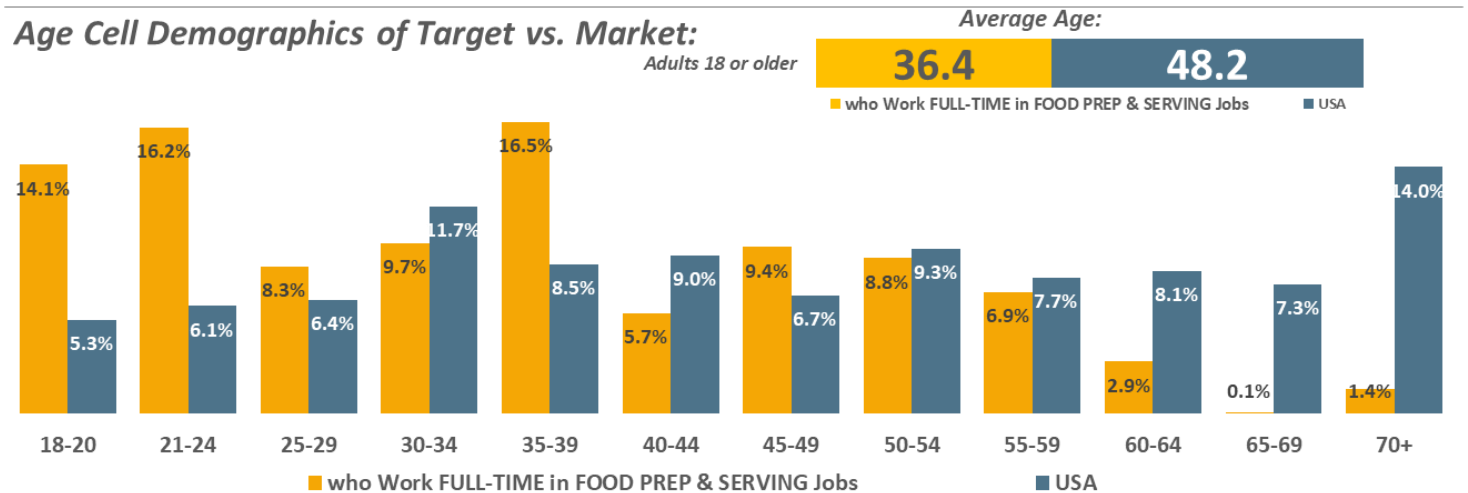
Gender of Target vs. Market: Adults 18 or older



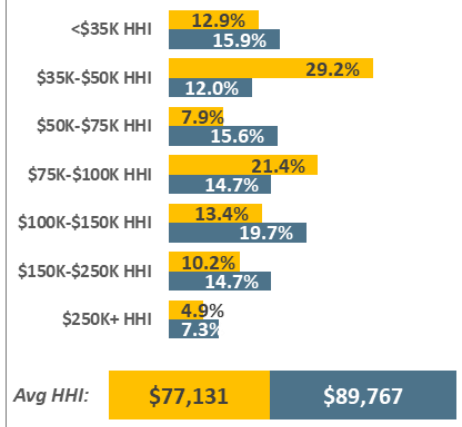
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $77,131 | $89,767

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 74

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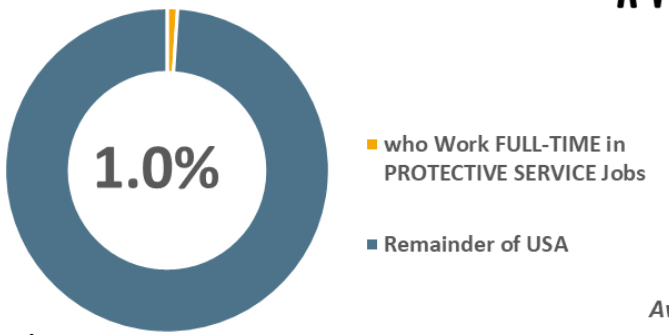
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

[(Detailed occupation codes: Food Preparation and Serving AND Employment status: Employed full-time (35 hours or more))]

PROTECTIVE SERVICE

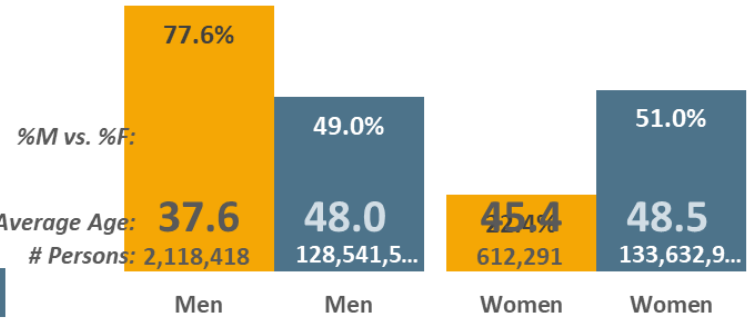
1.% or 2,730,709 of USA Adults 18 or older Work FULL-TIME in PROTECTIVE SERVICE Jobs.
Typical Adults 18 or older who Work FULL-TIME in PROTECTIVE SERVICE Jobs are 41.3 years old (14.3% younger than average) and have a $102,894 (14.6% higher than average) annual household income.

Percent of Market: Adults 18 or older

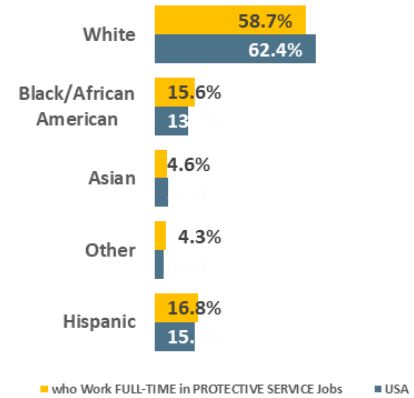


Total Persons:
2,730,709 259,443,791

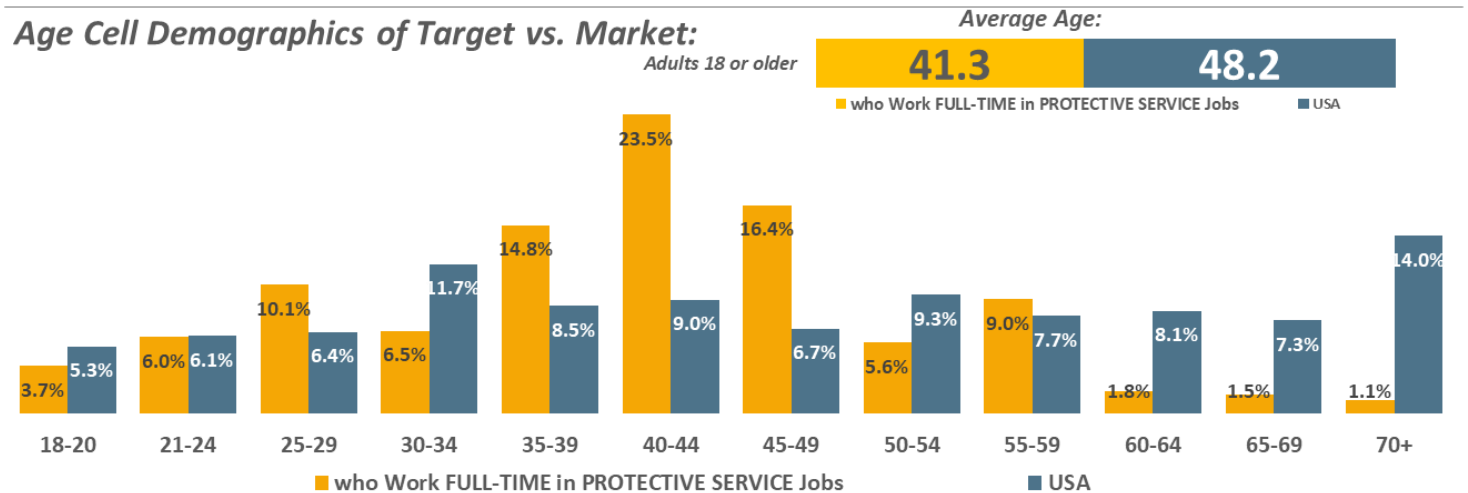
Gender of Target vs. Market: Adults 18 or older



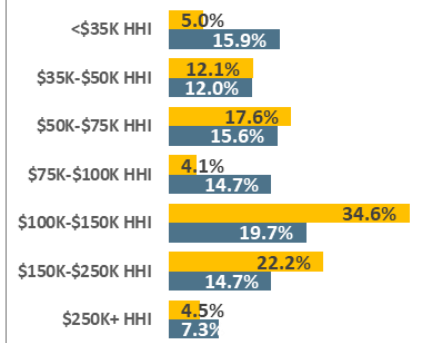
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $102,894 $89,767

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 83

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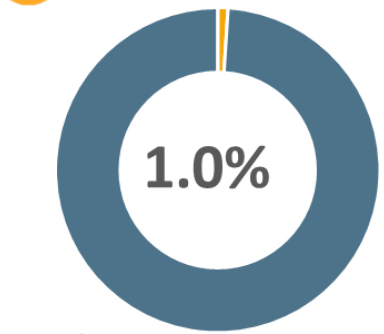
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

[(Detailed occupation codes: Protective Service AND Employment status: Employed full-time (35 hours or more))]

INSTALLATION, MAINT & REPAIR

1.% or 2,674,073 of USA Adults 18 or older Work FULL-TIME in INSTALLATION, MAINT. & REPAIR Jobs.
Typical Adults 18 or older who Work FULL-TIME in INSTALLATION, MAINT. & REPAIR Jobs are 44.9 years old (7.% younger than average) and have a $90,114 (.4% higher than average) annual household income.

Percent of Market: Adults 18 or older

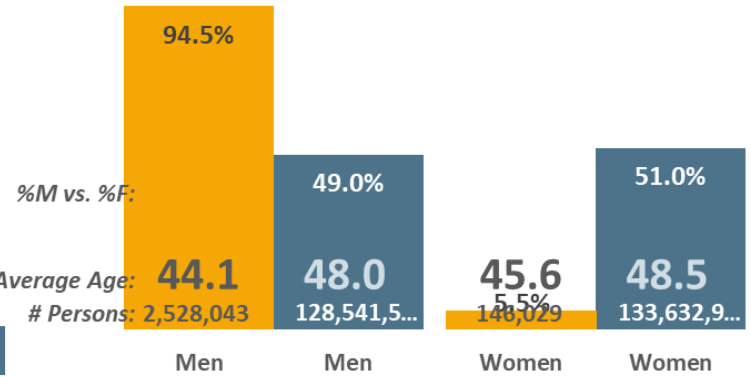


- who Work FULL-TIME in INSTALLATION, MAINT. & REPAIR Jobs
- Remainder of USA

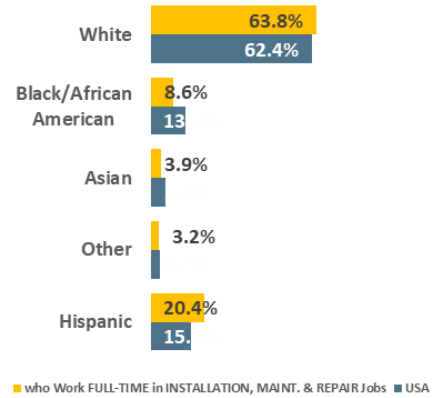
Total Persons:



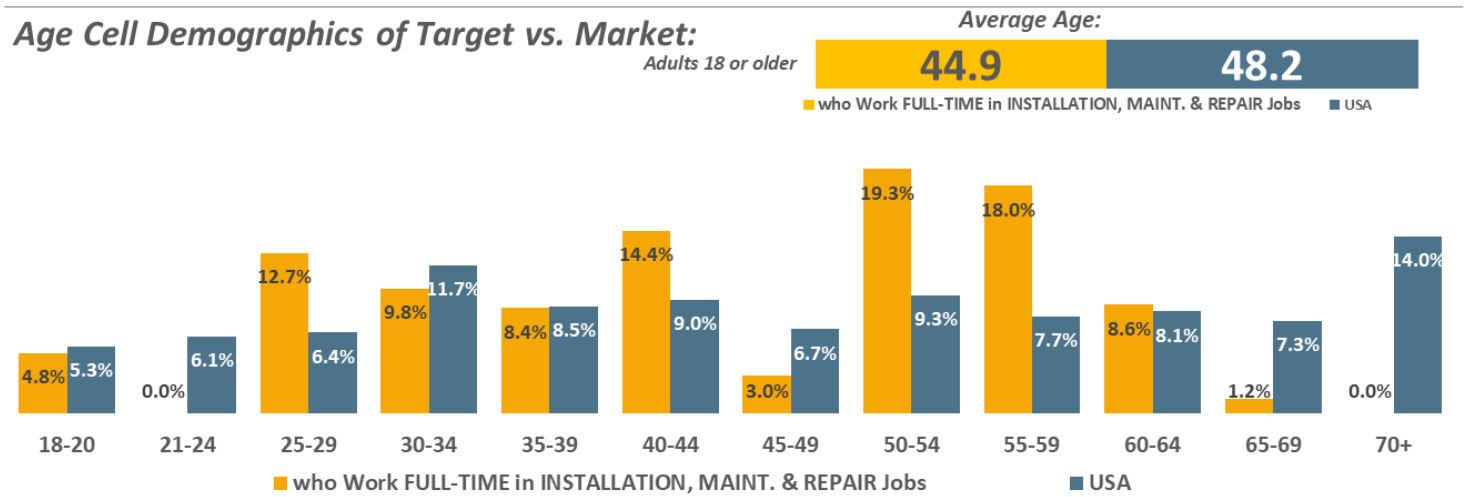
Gender of Target vs. Market: Adults 18 or older



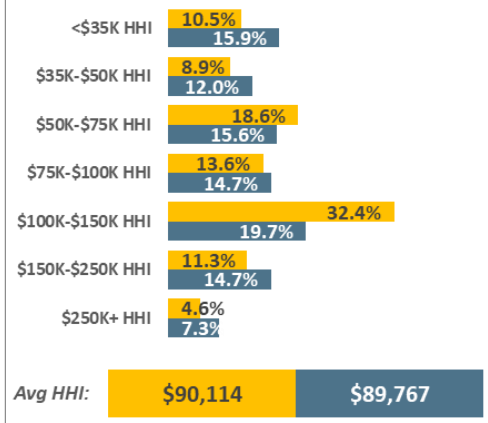
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 68

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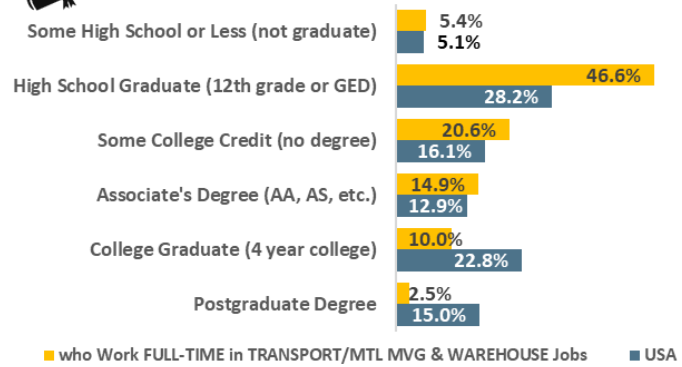
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

[(Detailed occupation codes: Installation, Maintenance, and Repair Workers AND Employment status: Employed full-time (35 hours or more))]

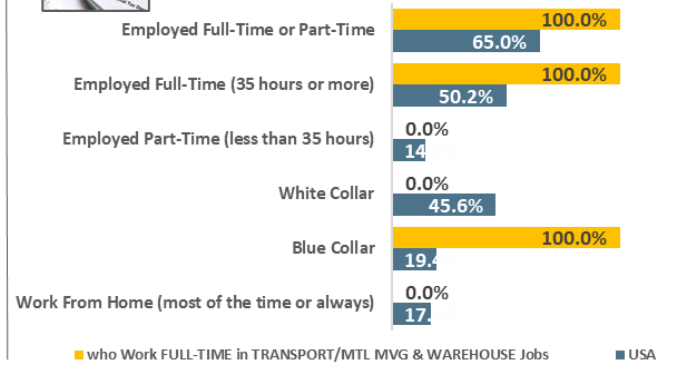
TRANSPORTATION, MATERIAL MOVING & WAREHOUSE

2.9% or 7,486,706 of USA Adults 18 or older Work FULL-TIME in TRANSPORT/MTL MVG & WAREHOUSE Jobs. Adults 18 or older who Work FULL-TIME in TRANSPORT/MTL MVG & WAREHOUSE Jobs are 66.8% less likely to be a college graduate, 99.1% more likely to work full-time, 19.6% less likely to be married, 40.1% more likely to be a parent of 1 or more children under

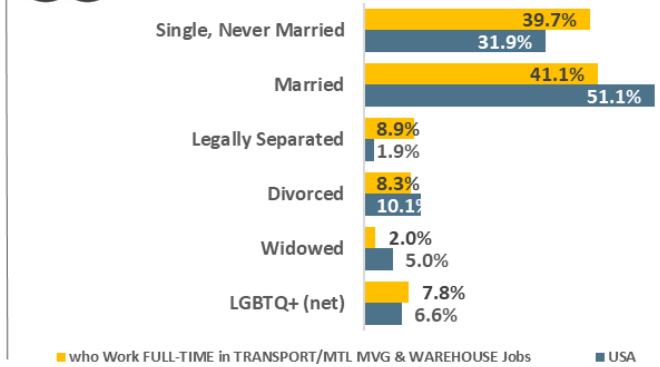
Education Levels: Adults 18 or older



Employment: Adults 18 or older



Marital Status: Adults 18 or older

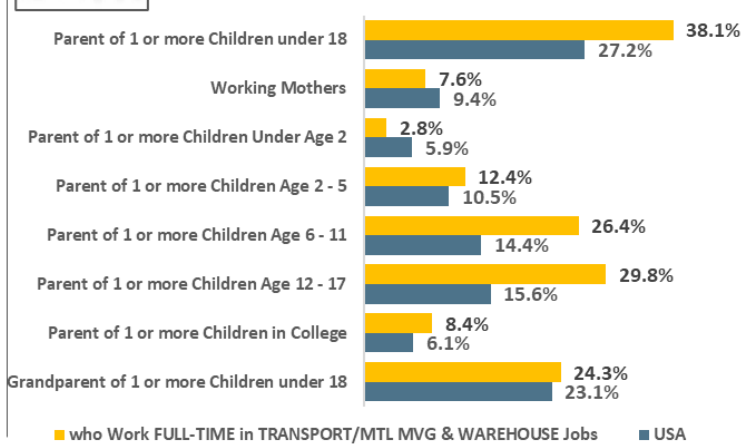


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 170

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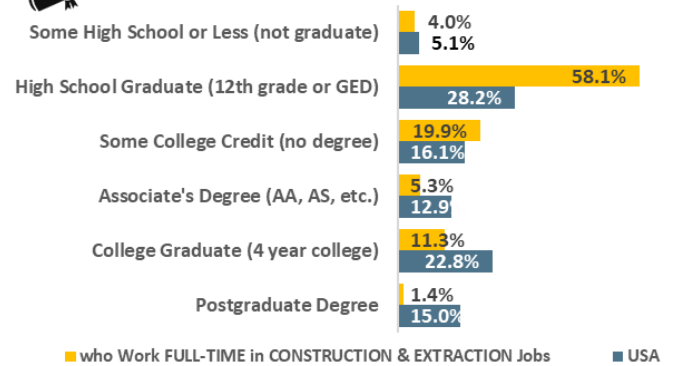
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

[(Detailed occupation codes: Transportation and Material Moving AND Employment status: Employed full-time (35 hours or more))]

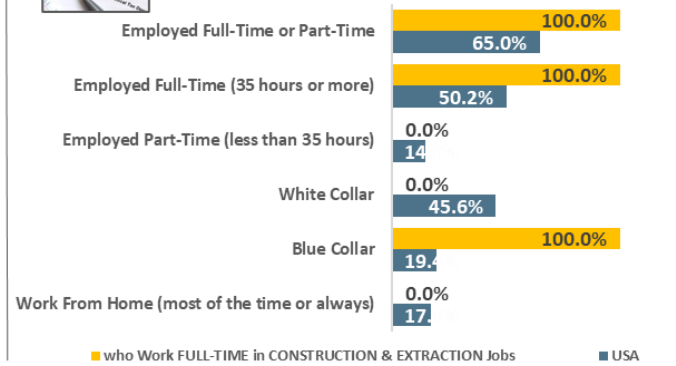
CONSTRUCTION WORKERS

1.3% or 3,522,537 of USA Adults 18 or older Work FULL-TIME in CONSTRUCTION & EXTRACTION Jobs. Adults 18 or older who Work FULL-TIME in CONSTRUCTION & EXTRACTION Jobs are 66.3% less likely to be a college graduate, 99.1% more likely to work full-time, 13.3% less likely to be married, 41.3% more likely to be a parent of 1 or more children under 18.

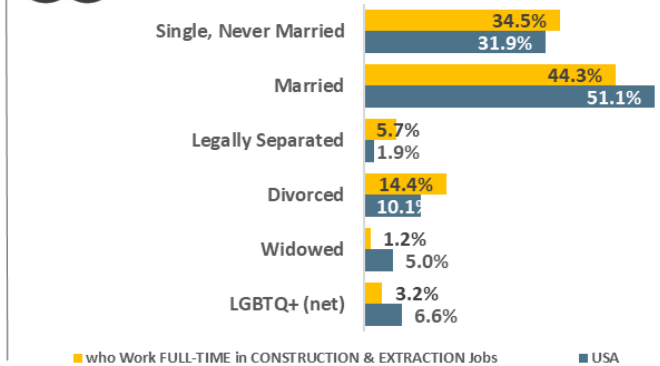
Education Levels: Adults 18 or older



Employment: Adults 18 or older



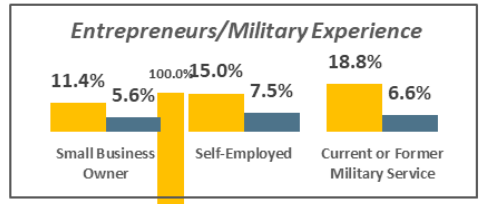
Marital Status: Adults 18 or older



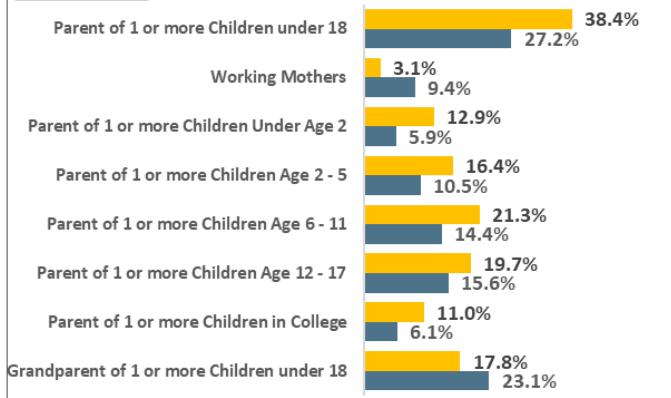
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience



Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *98*

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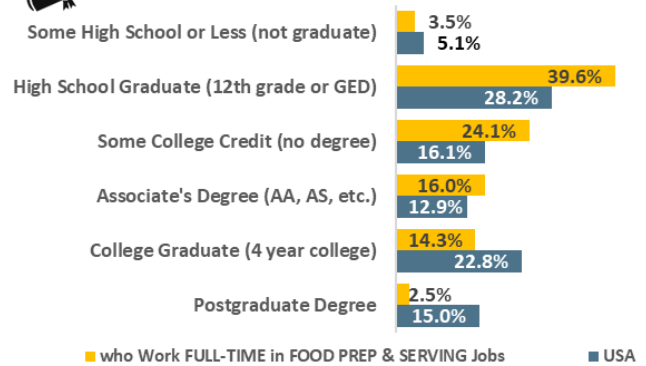
USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

[(Detailed occupation codes: Construction and Extraction AND Employment status: Employed full-time (35 hours or more))]

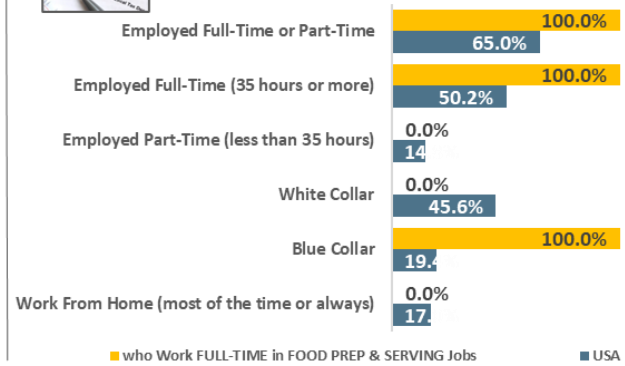
FOOD PREP & SERVING

1.1% or 2,795,375 of USA Adults 18 or older Work FULL-TIME in FOOD PREP & SERVING Jobs.
Adults 18 or older who Work FULL-TIME in FOOD PREP & SERVING Jobs are 55.5% less likely to be a college graduate, 99.1% more likely to work full-time, 59.3% less likely to be married, 48.7% less likely to be a parent of 1 or more children under 18.

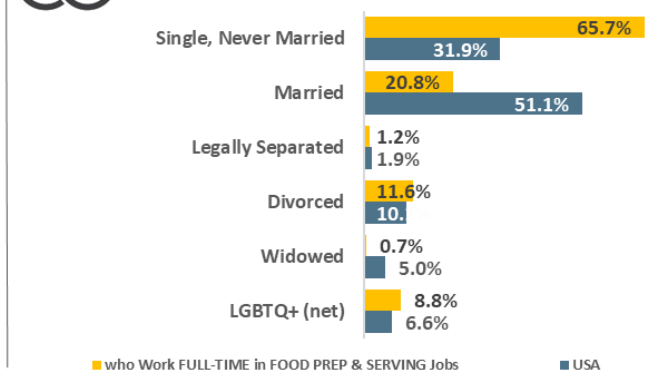
Education Levels: Adults 18 or older



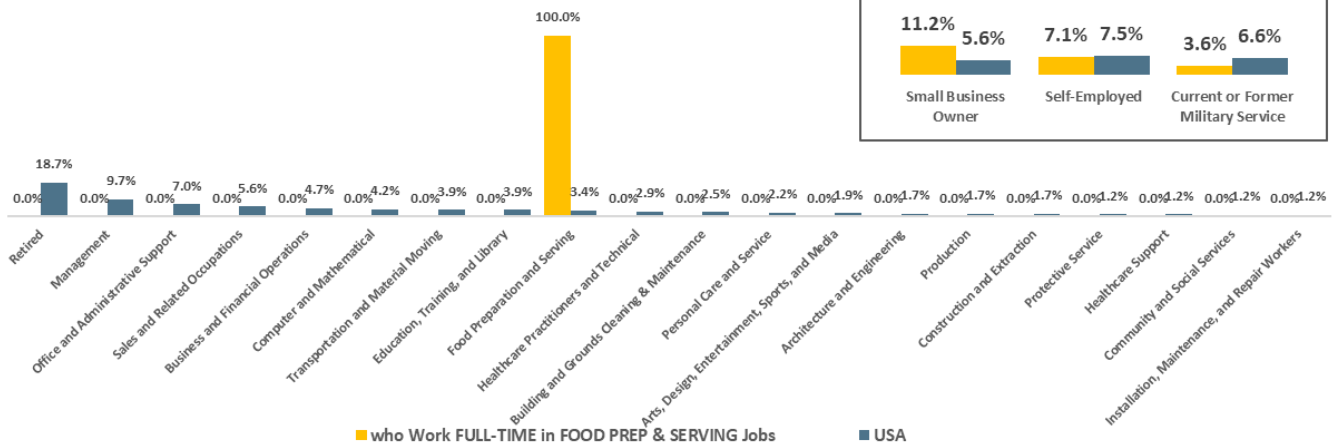
Employment: Adults 18 or older



Marital Status: Adults 18 or older

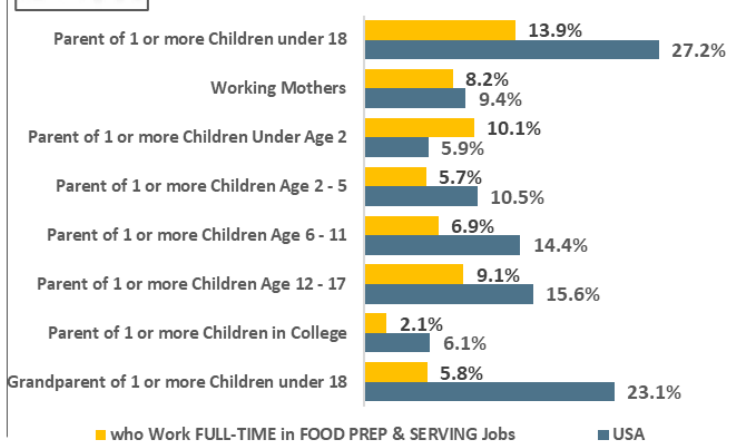


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 74

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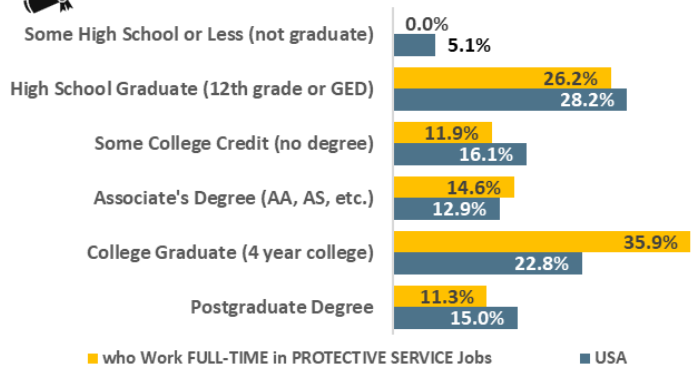
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

[(Detailed occupation codes: Food Preparation and Serving AND Employment status: Employed full-time (35 hours or more))]

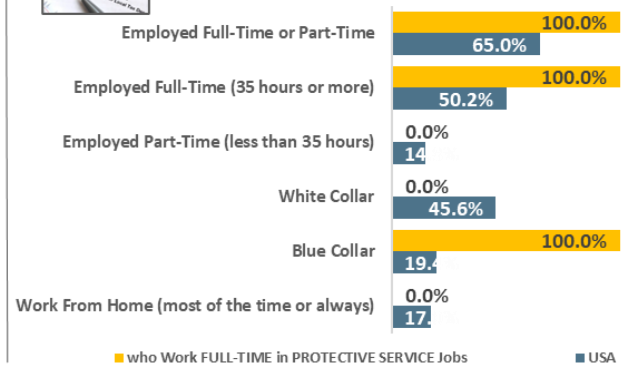
PROTECTIVE SERVICE

1.% or 2,730,709 of USA Adults 18 or older Work FULL-TIME in PROTECTIVE SERVICE Jobs.
Adults 18 or older who Work FULL-TIME in PROTECTIVE SERVICE Jobs are 25.% more likely to be a college graduate, 99.1% more likely to work full-time, 2.1% less likely to be married, 78.1% more likely to be a parent of 1 or more children under 18.

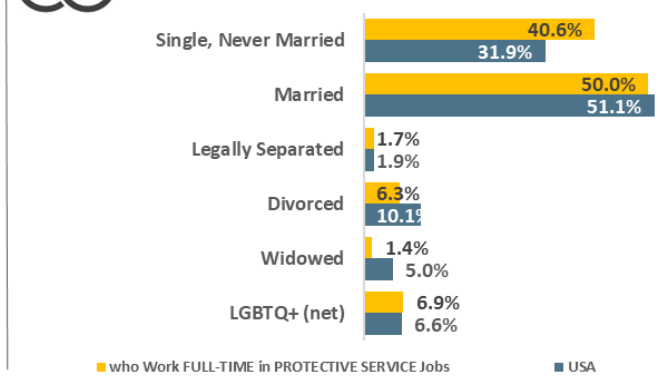
Education Levels: Adults 18 or older



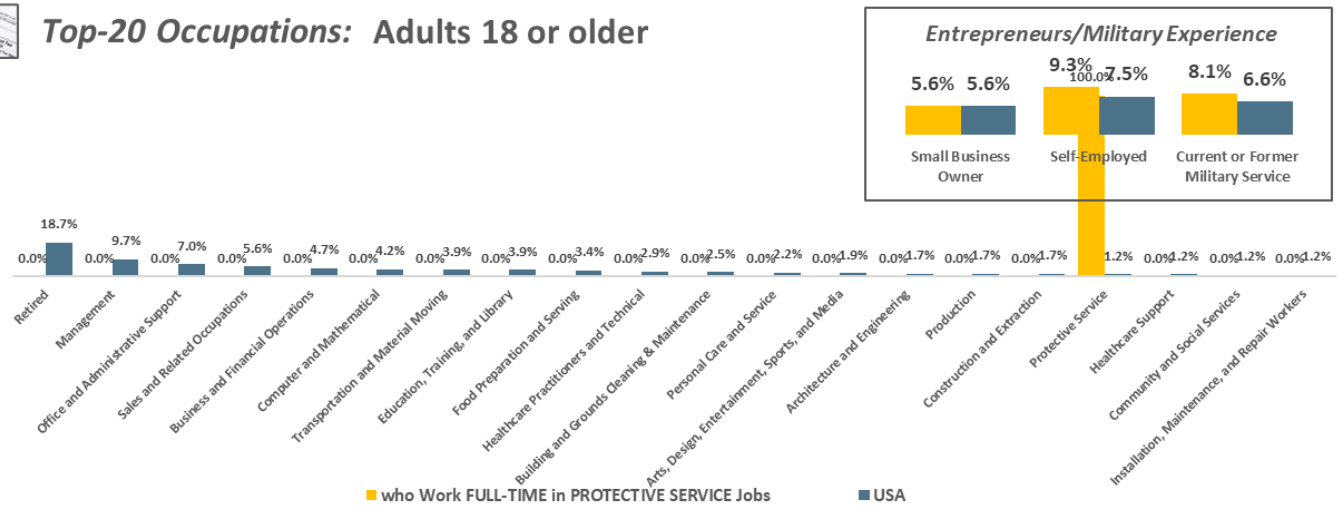
Employment: Adults 18 or older



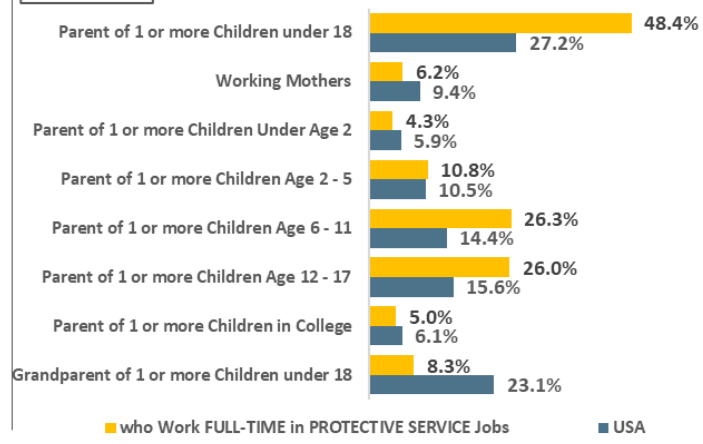
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 83

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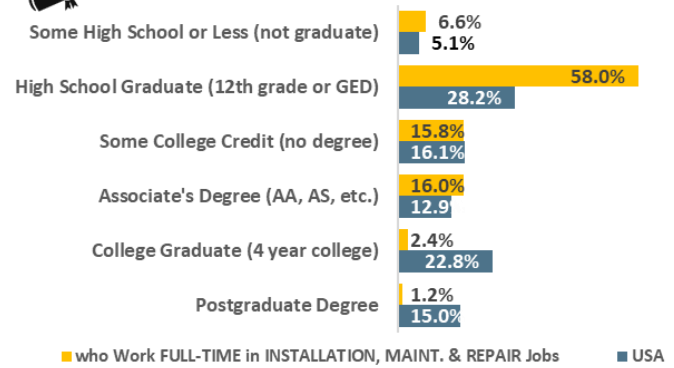
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

[(Detailed occupation codes: Protective Service AND Employment status: Employed full-time (35 hours or more))]

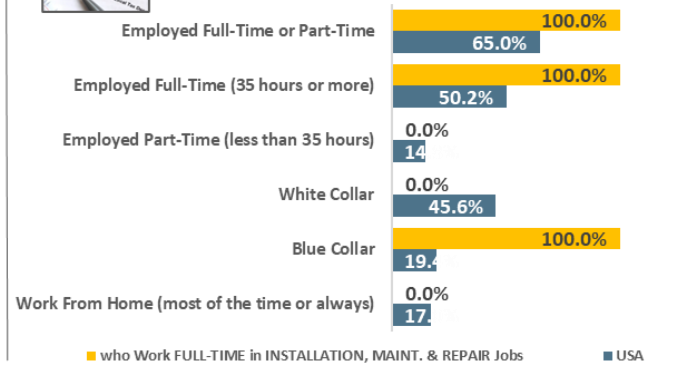
INSTALLATION, MAINT & REPAIR

1.% or 2,674,073 of USA Adults 18 or older Work FULL-TIME in INSTALLATION, MAINT. & REPAIR Jobs. Adults 18 or older who Work FULL-TIME in INSTALLATION, MAINT. & REPAIR Jobs are 90.5% less likely to be a college graduate, 99.1% more likely to work full-time, 23.9% more likely to be married, 54.3% more likely to be a parent of 1 or more children under

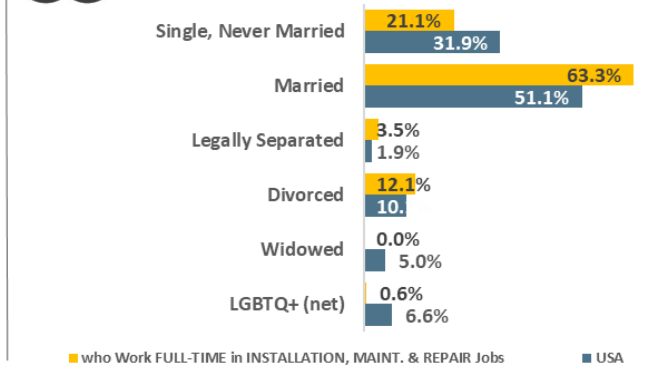
Education Levels: Adults 18 or older



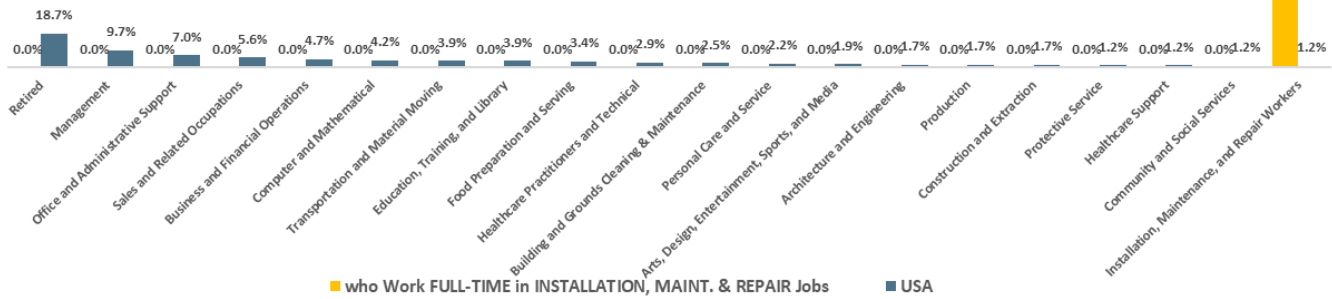
Employment: Adults 18 or older



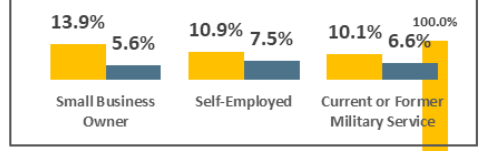
Marital Status: Adults 18 or older



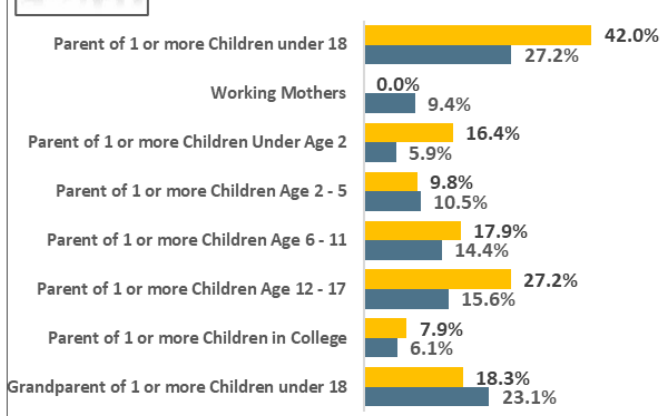
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience



Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 68

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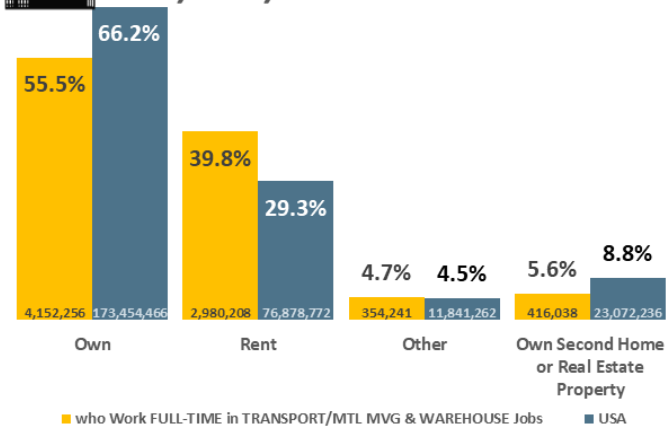
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

[(Detailed occupation codes: Installation, Maintenance, and Repair Workers AND Employment status: Employed full-time (35 hours or more))]

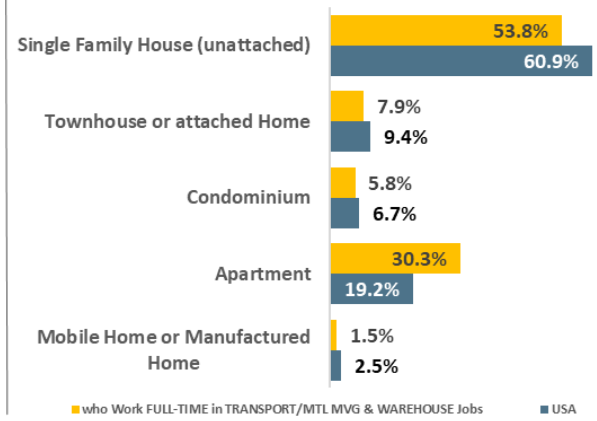
TRANSPORTATION, MATERIAL MOVING & WAREHOUSE

2.9% or 7,486,706 of USA Adults 18 or older Work FULL-TIME in TRANSPORT/MTL MVG & WAREHOUSE Jobs. Adults 18 or older who Work FULL-TIME in TRANSPORT/MTL MVG & WAREHOUSE Jobs are 16.2% less likely to own their home, 3.8% more likely to own a higher valued home, 11.6% less likely to have a single-family home, 2.8% more likely to have a dog.

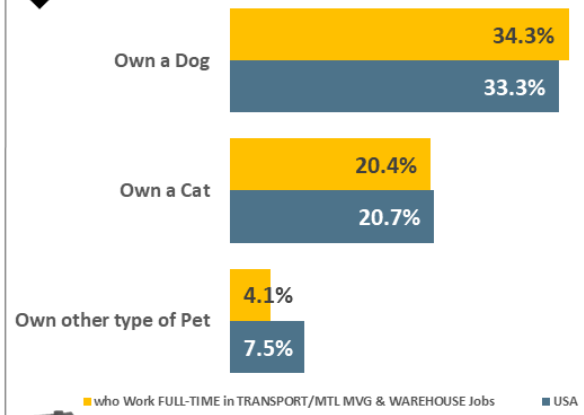
Own/Rent/Other: Adults 18 or older



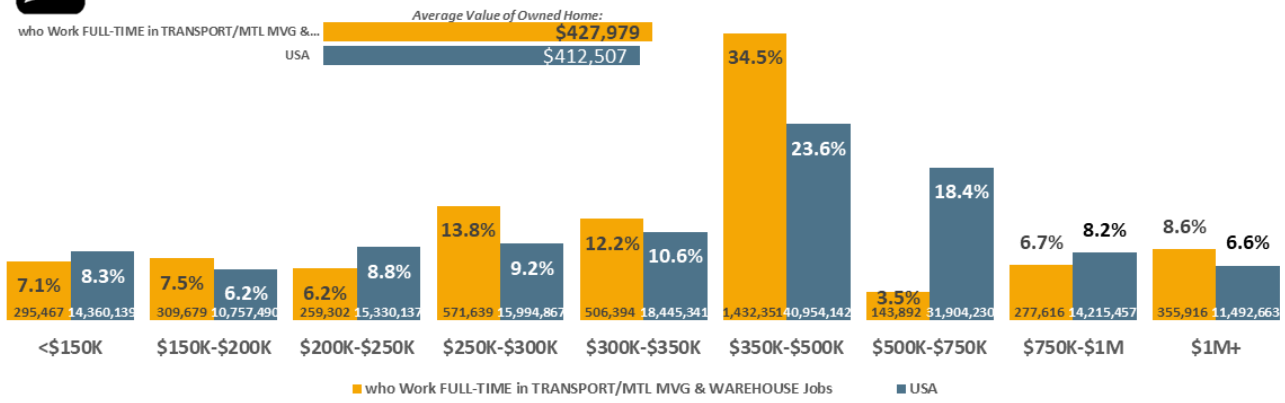
Type of Home: Adults 18 or older



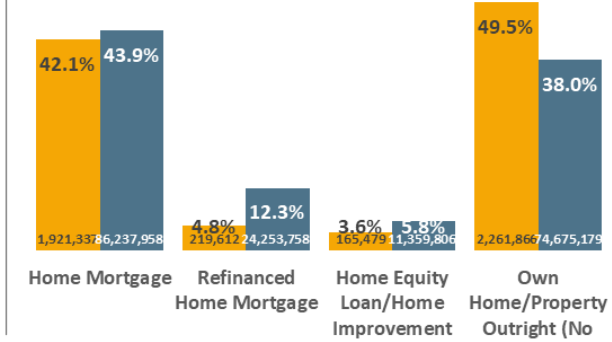
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 170

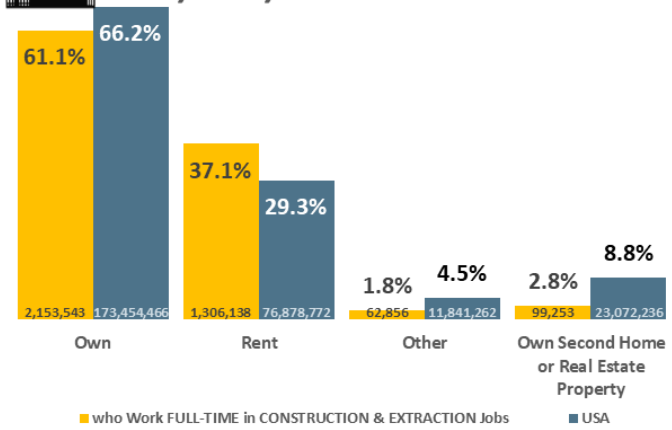
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[(Detailed occupation codes: Transportation and Material Moving AND Employment status: Employed full-time (35 hours or more))]

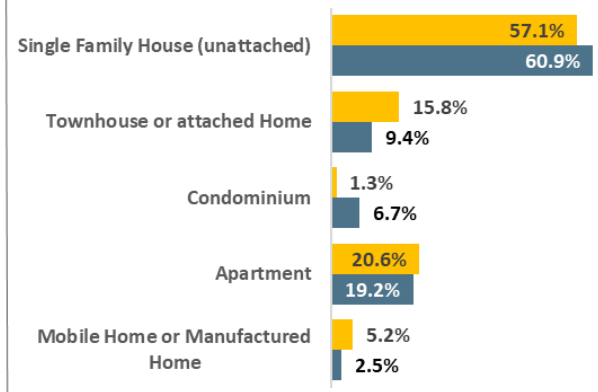
CONSTRUCTION WORKERS

1.3% or 3,522,537 of USA Adults 18 or older Work FULL-TIME in CONSTRUCTION & EXTRACTION Jobs. Adults 18 or older who Work FULL-TIME in CONSTRUCTION & EXTRACTION Jobs are 7.6% less likely to own their home, 26.6% more likely to own a lower valued home, 6.1% less likely to have a single-family home, 1.1% more likely to have a dog.

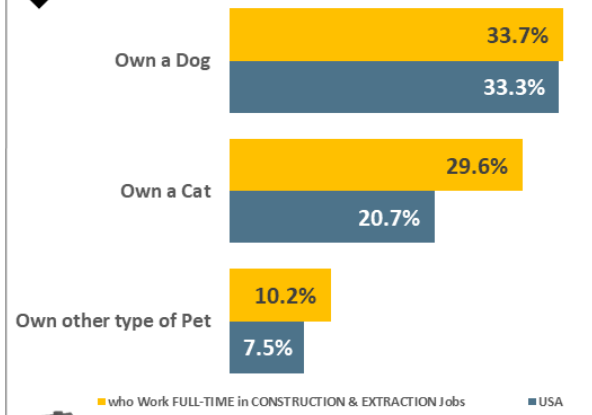
Own/Rent/Other: Adults 18 or older



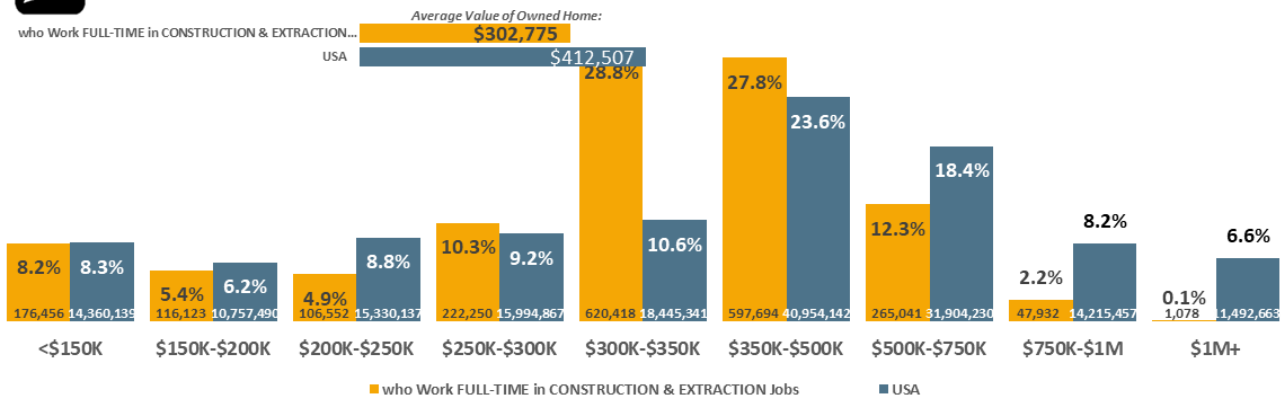
Type of Home: Adults 18 or older



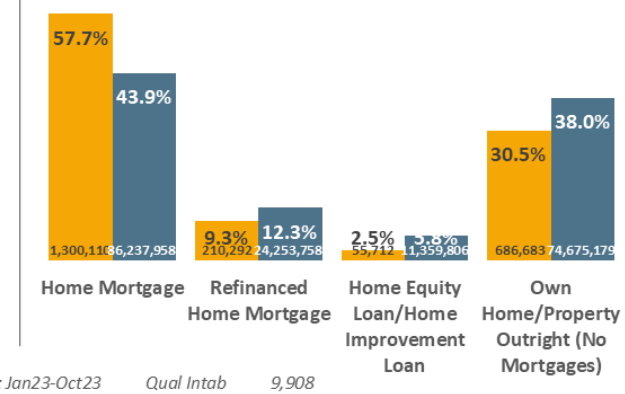
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *98*

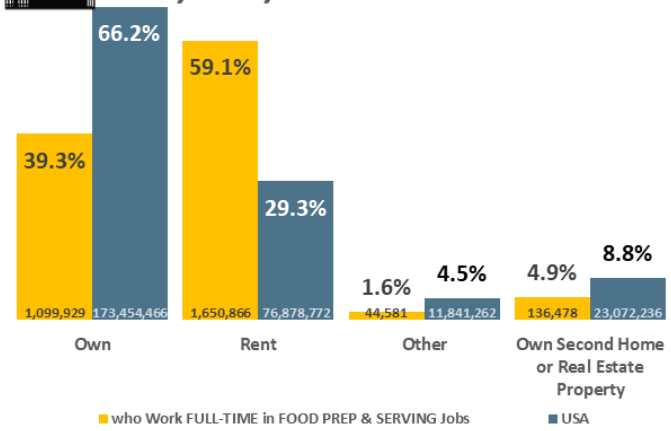
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[(Detailed occupation codes: Construction and Extraction AND Employment status: Employed full-time (35 hours or more))]

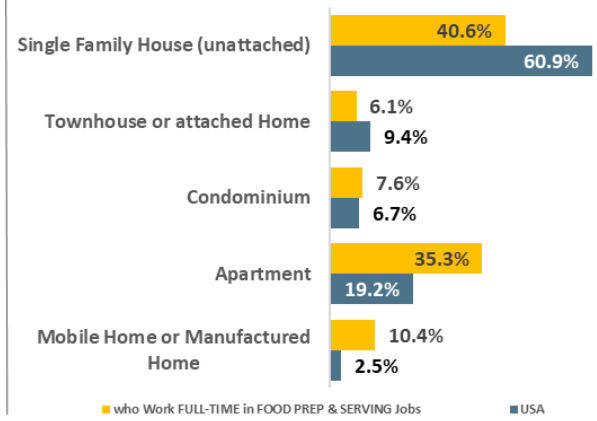
FOOD PREP & SERVING

1.1% or 2,795,375 of USA Adults 18 or older Work FULL-TIME in FOOD PREP & SERVING Jobs.
Adults 18 or older who Work FULL-TIME in FOOD PREP & SERVING Jobs are 40.5% less likely to own their home, 35.1% more likely to own a lower valued home, 33.2% less likely to have a single-family home, 6.2% less likely to have a dog.

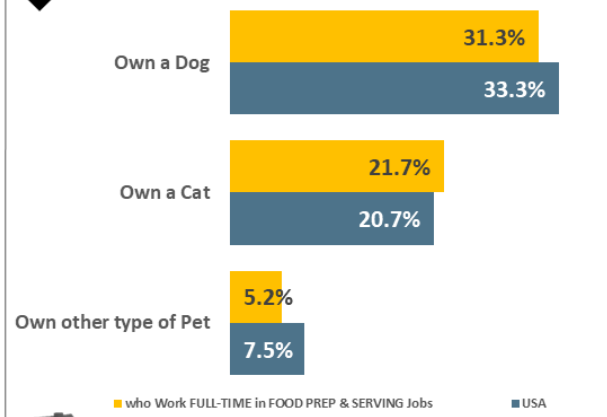
Own/Rent/Other: Adults 18 or older



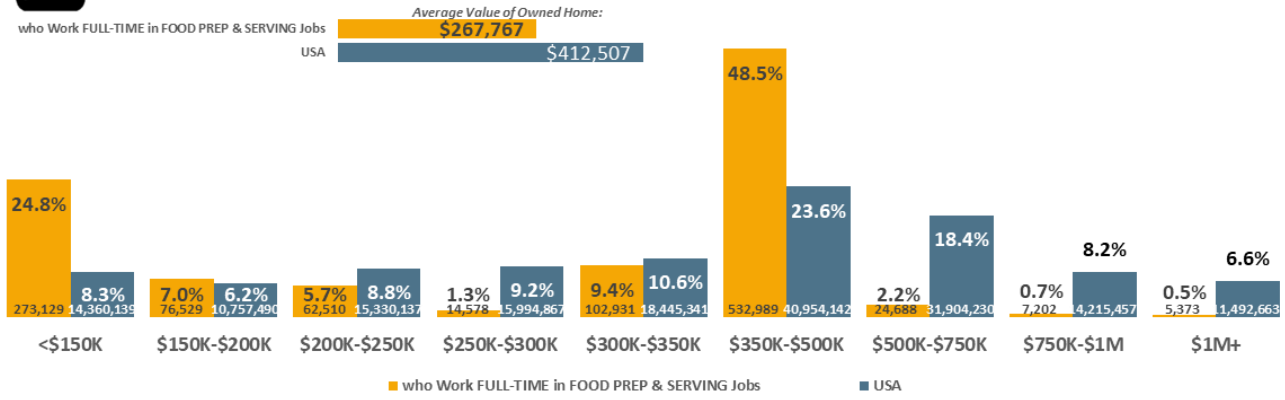
Type of Home: Adults 18 or older



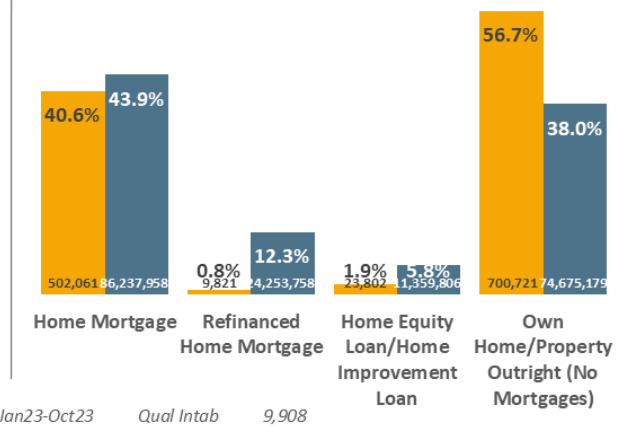
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 74

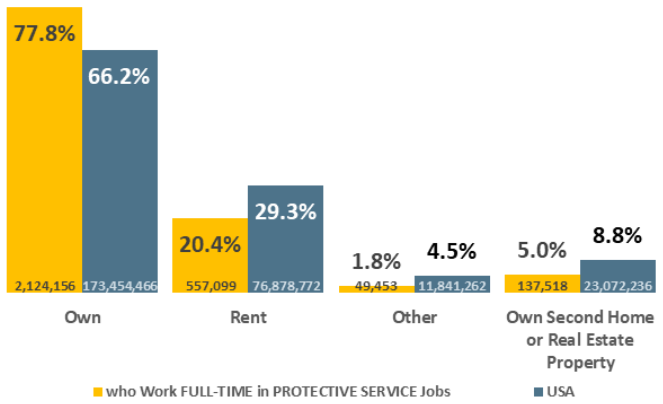
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[(Detailed occupation codes: Food Preparation and Serving AND Employment status: Employed full-time (35 hours or more))]

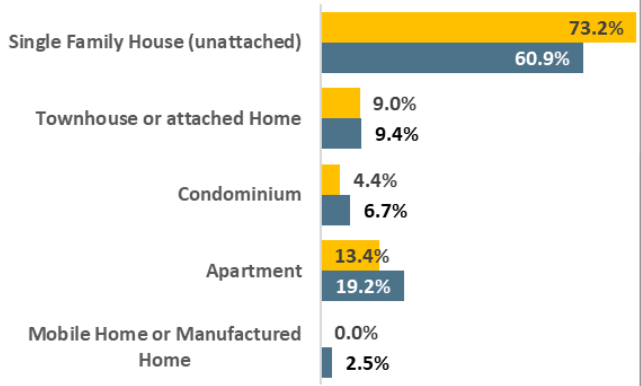
PROTECTIVE SERVICE

1.% or 2,730,709 of USA Adults 18 or older Work FULL-TIME in PROTECTIVE SERVICE Jobs.
Adults 18 or older who Work FULL-TIME in PROTECTIVE SERVICE Jobs are 17.6% more likely to own their home, 4.4% more likely to own a lower valued home, 20.3% more likely to have a single-family home, 10.1% more likely to have a dog.

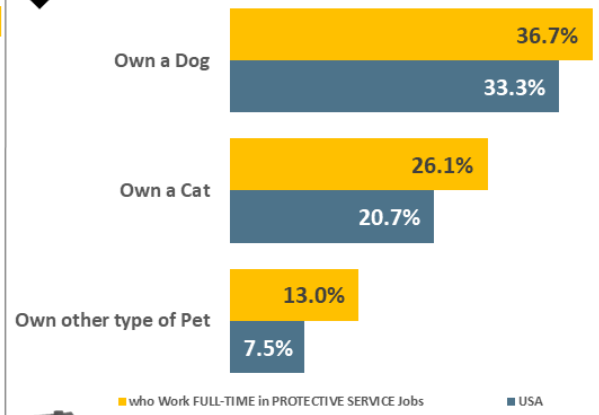
Own/Rent/Other: Adults 18 or older



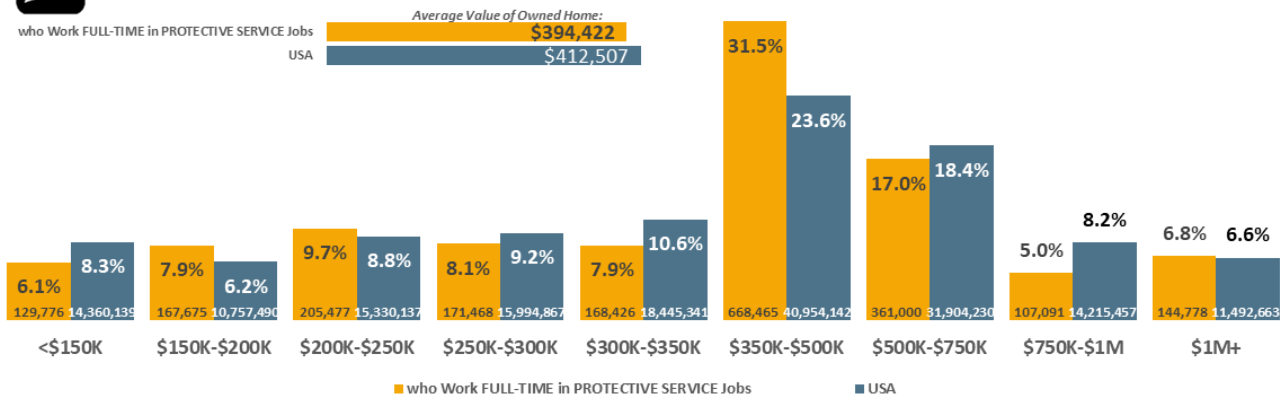
Type of Home: Adults 18 or older



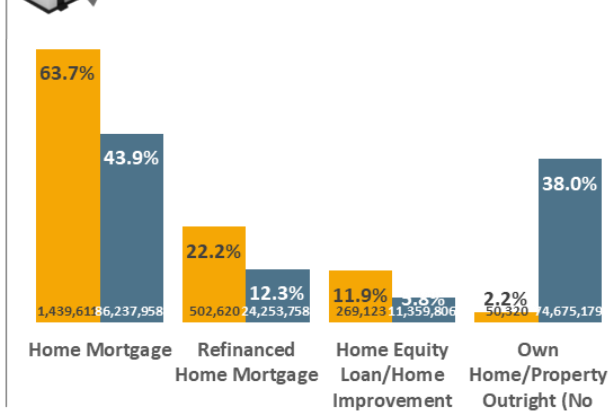
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 83

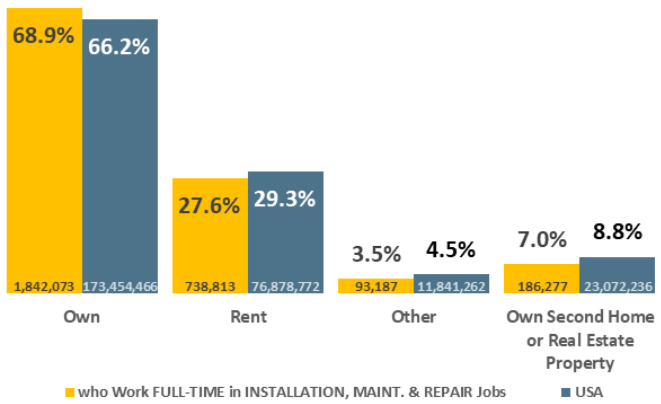
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[(Detailed occupation codes: Protective Service AND Employment status: Employed full-time (35 hours or more))]

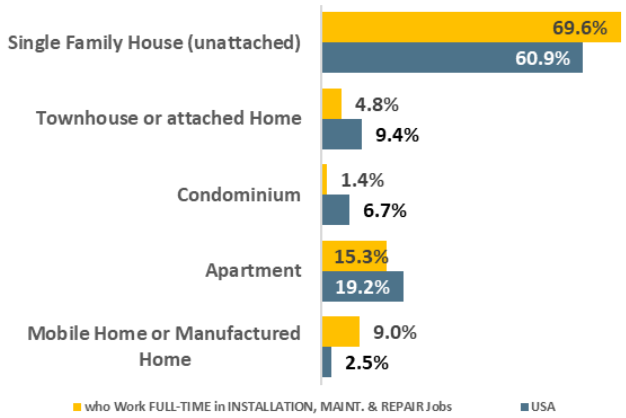
INSTALLATION, MAINT & REPAIR

1.% or 2,674,073 of USA Adults 18 or older Work FULL-TIME in INSTALLATION, MAINT. & REPAIR Jobs. Adults 18 or older who Work FULL-TIME in INSTALLATION, MAINT. & REPAIR Jobs are 4.1% more likely to own their home, .1% more likely to own a lower valued home, 14.4% more likely to have a single-family home, 30.% less likely to have a dog.

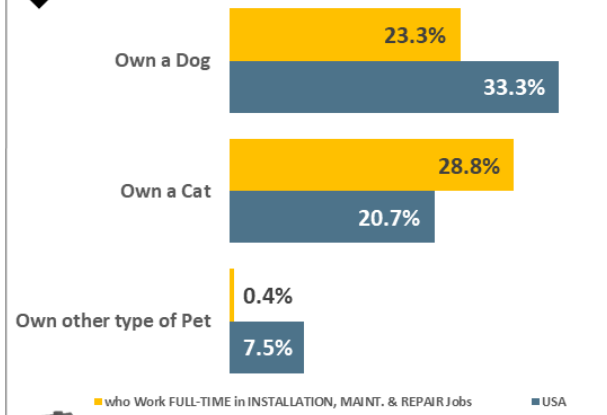
Own/Rent/Other: Adults 18 or older



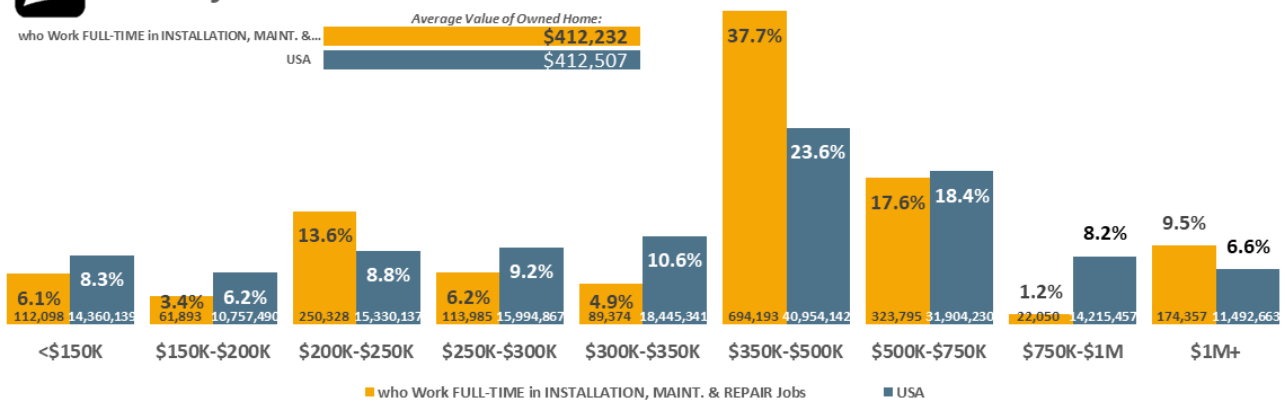
Type of Home: Adults 18 or older



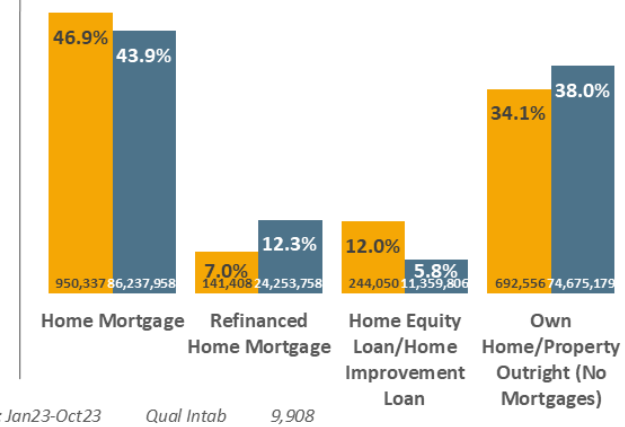
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *68*

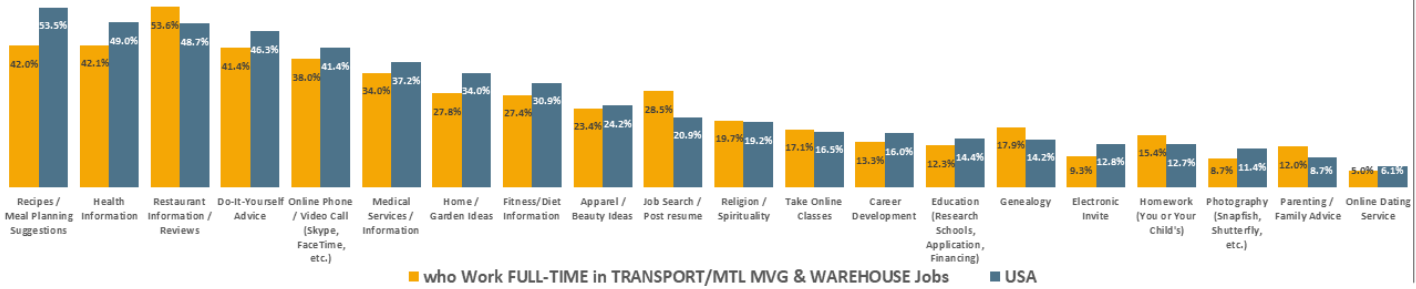
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[(Detailed occupation codes: Installation, Maintenance, and Repair Workers AND Employment status: Employed full-time (35 hours or more))]

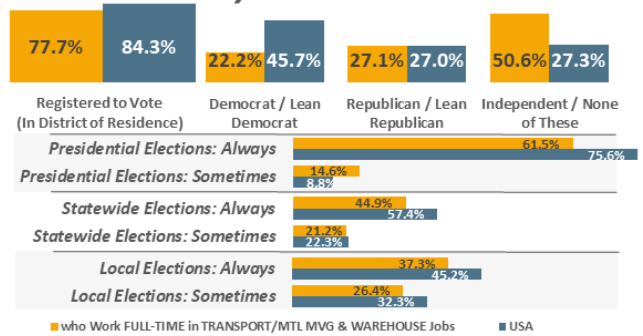
TRANSPORTATION, MATERIAL MOVING & WAREHOUSE

2.9% or 7,486,706 of USA Adults 18 or older Work FULL-TIME in TRANSPORT/MTL MVG & WAREHOUSE Jobs. Adults 18 or older who Work FULL-TIME in TRANSPORT/MTL MVG & WAREHOUSE Jobs are 10.7% less likely to look up D-I-Y advice online, 17.6% less likely to always vote in local elections, 21.9% less likely to belong to a gym, 5.1% more likely to fly domestic p

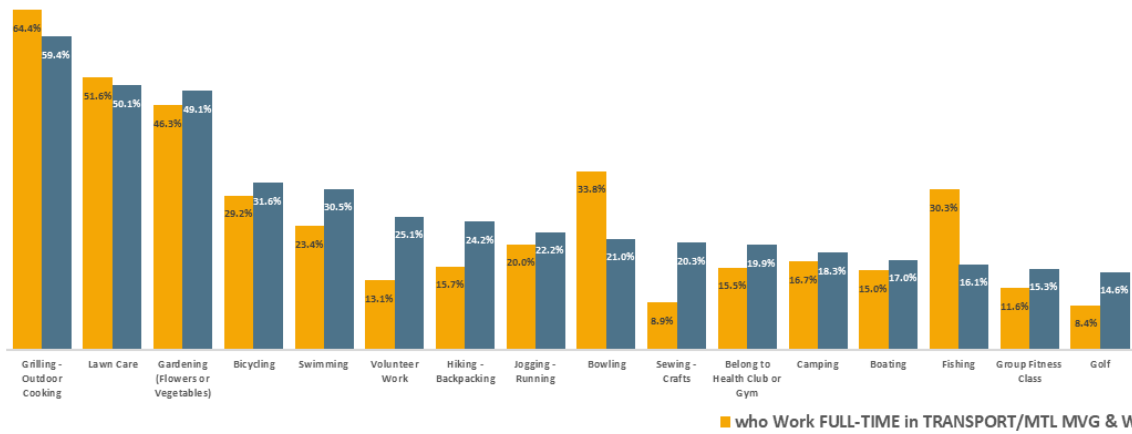
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



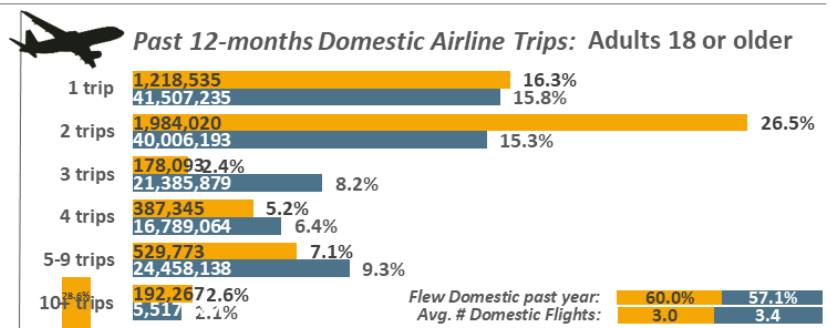
Political Activity: Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 170

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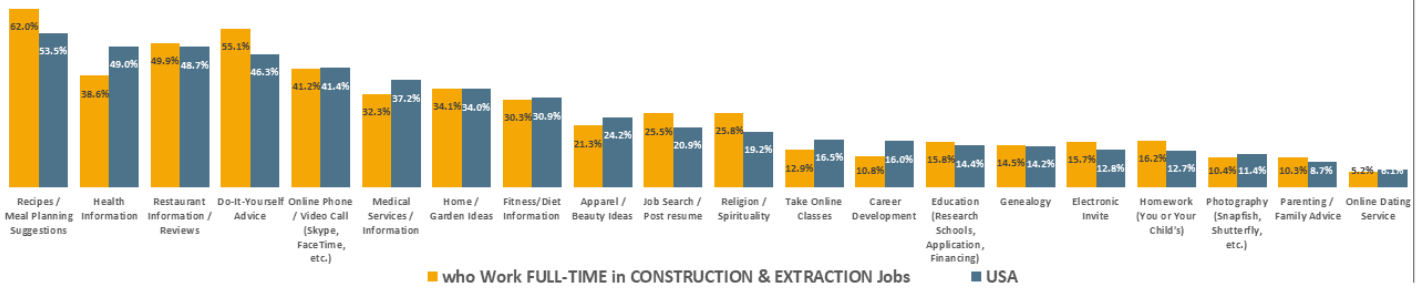
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

[(Detailed occupation codes: Transportation and Material Moving AND Employment status: Employed full-time (35 hours or more))]

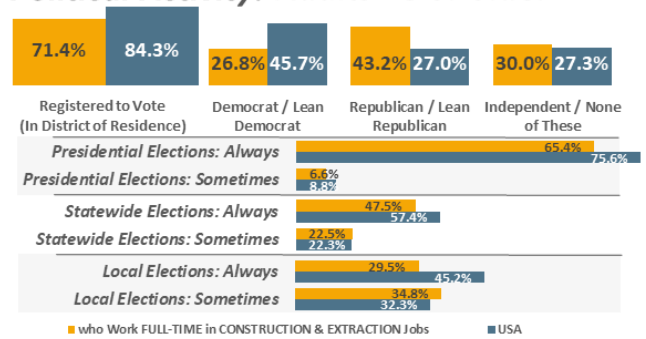
CONSTRUCTION WORKERS

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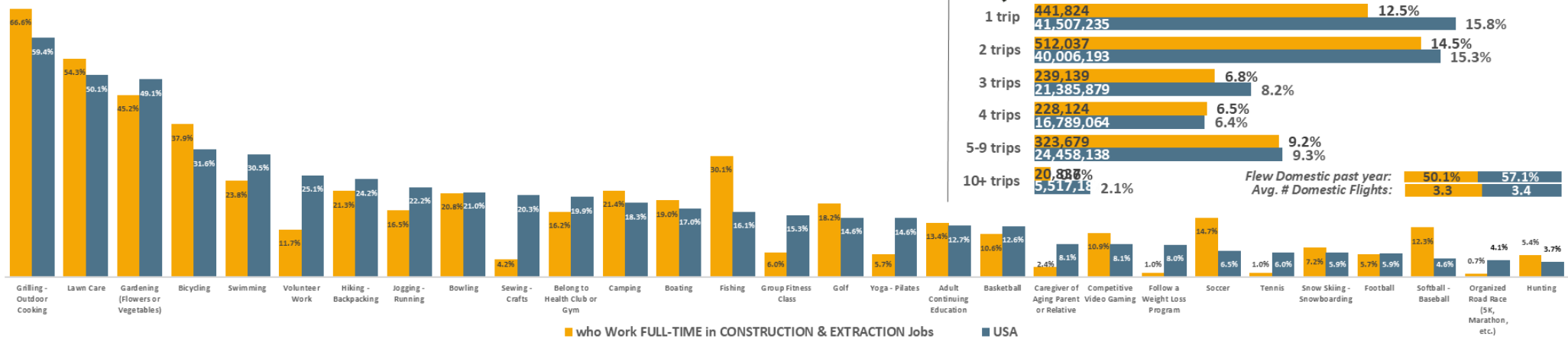
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *98*

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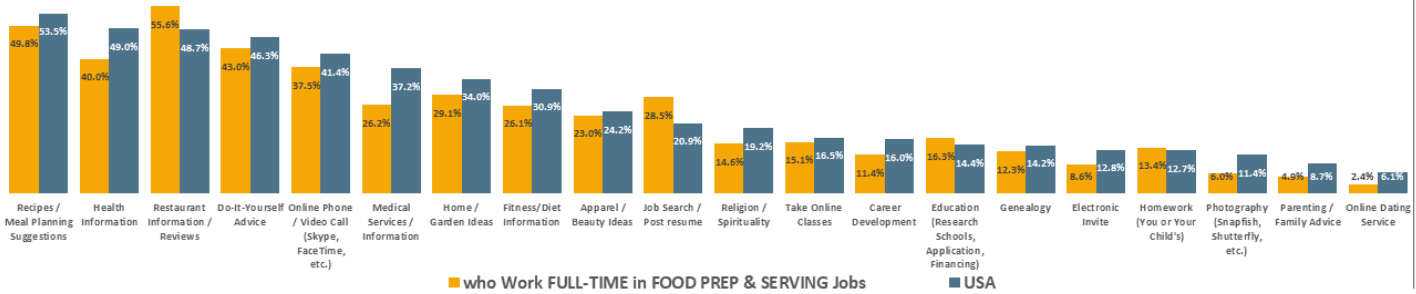
USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

[(Detailed occupation codes: Construction and Extraction AND Employment status: Employed full-time (35 hours or more))]

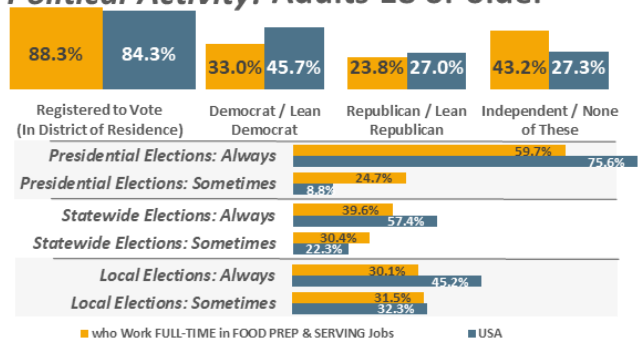
FOOD PREP & SERVING

1.1% or 2,795,375 of USA Adults 18 or older Work FULL-TIME in FOOD PREP & SERVING Jobs.
Adults 18 or older who Work FULL-TIME in FOOD PREP & SERVING Jobs are 7.1% less likely to look up D-I-Y advice online, 33.4% less likely to always vote in local elections, 44.8% more likely to belong to a gym, 3.7% more likely to fly domestic past yr.

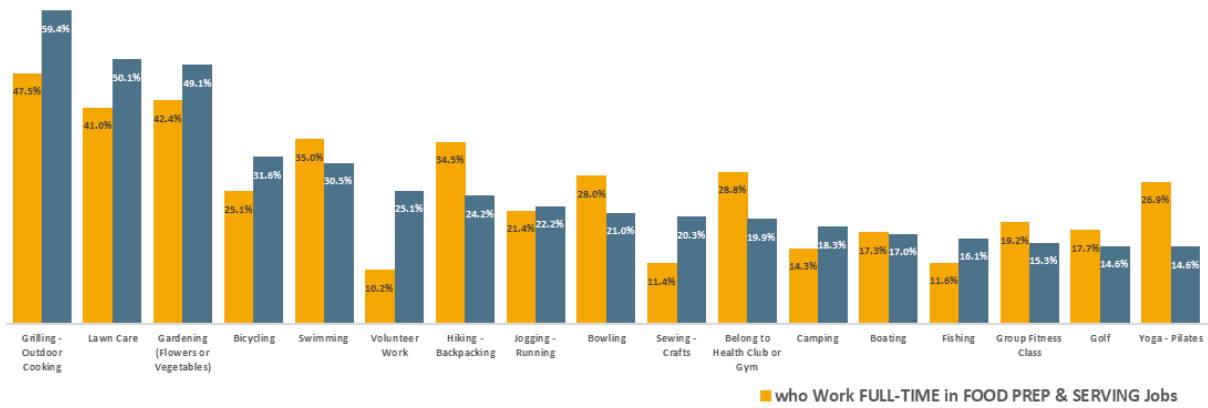
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



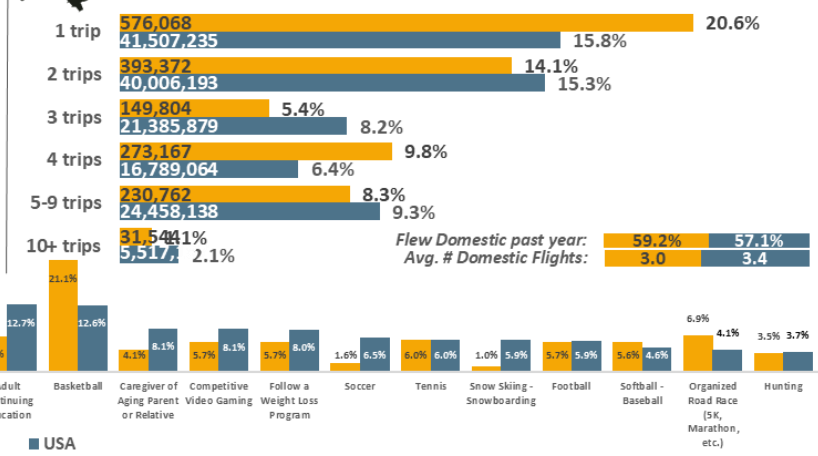
Political Activity: Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 74

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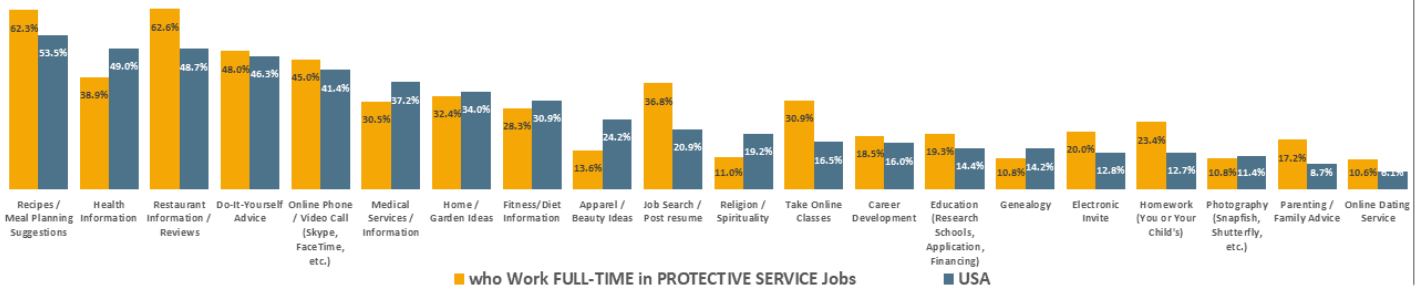
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

[(Detailed occupation codes: Food Preparation and Serving AND Employment status: Employed full-time (35 hours or more))]

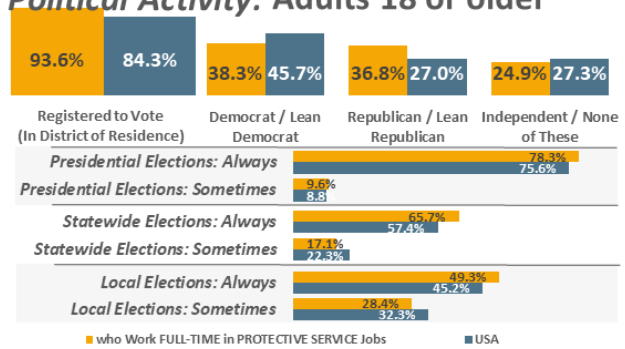
PROTECTIVE SERVICE

1.% or 2,730,709 of USA Adults 18 or older Work FULL-TIME in PROTECTIVE SERVICE Jobs.
Adults 18 or older who Work FULL-TIME in PROTECTIVE SERVICE Jobs are 3.6% more likely to look up D-I-Y advice online, 9.% more likely to always vote in local elections, 59.7% more likely to belong to a gym, 16.8% more likely to fly domestic past yr.

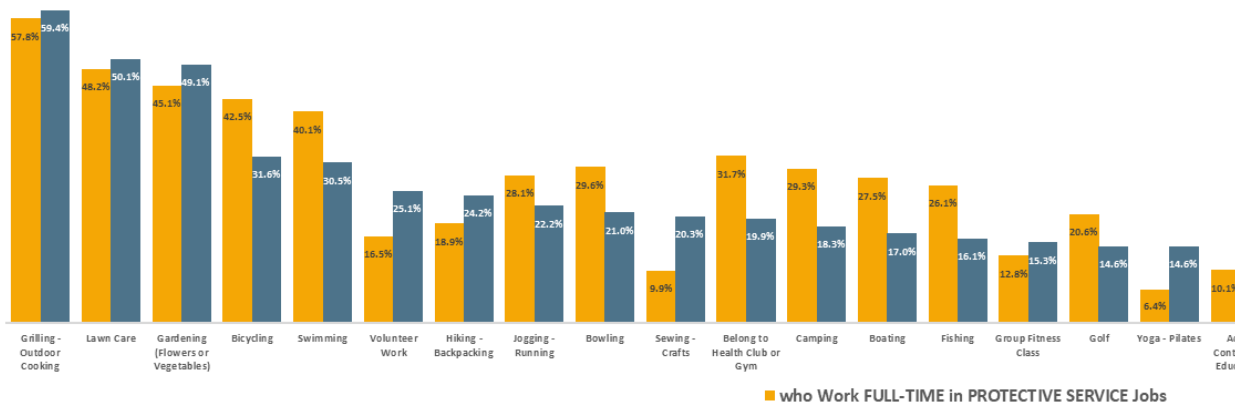
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



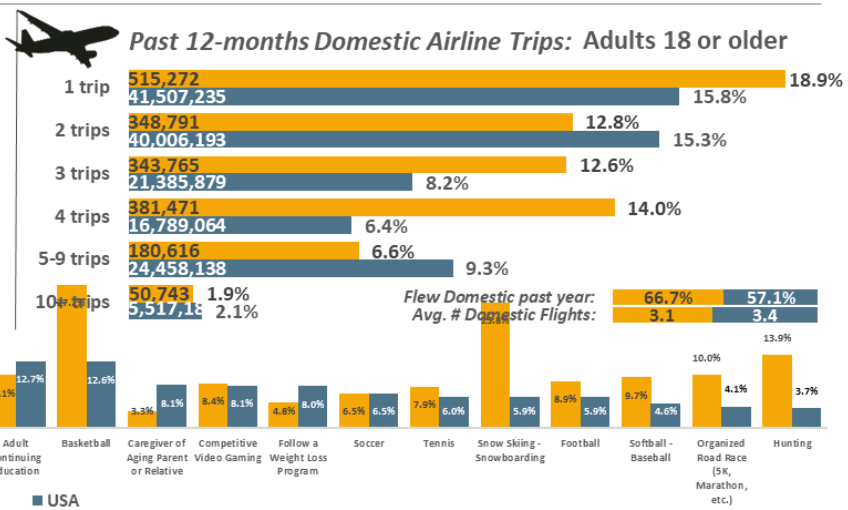
Political Activity: Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 83

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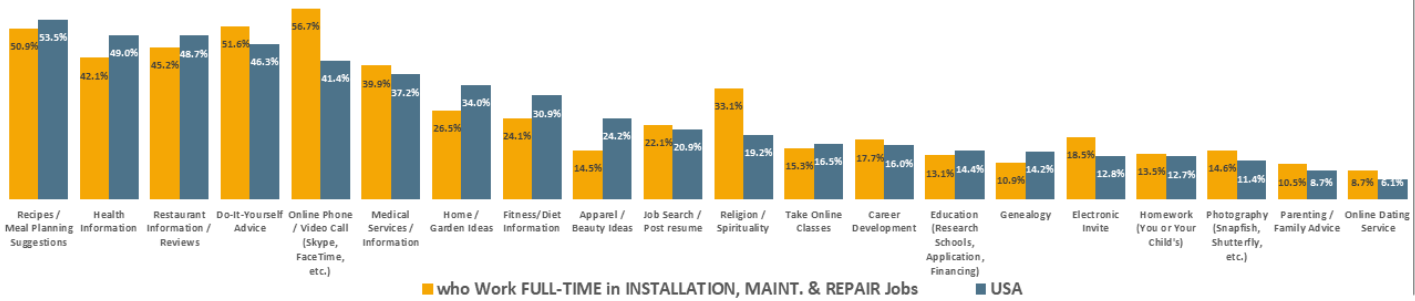
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

[(Detailed occupation codes: Protective Service AND Employment status: Employed full-time (35 hours or more))]

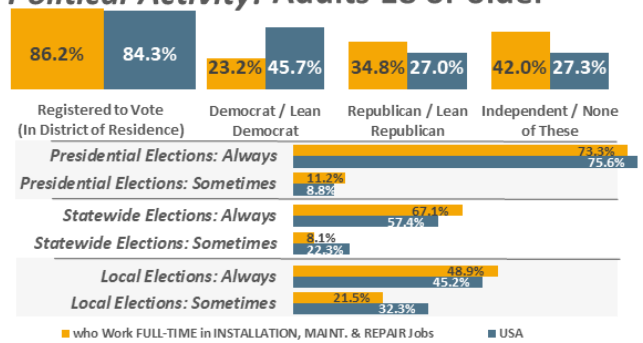
INSTALLATION, MAINT & REPAIR

1.% or 2,674,073 of USA Adults 18 or older Work FULL-TIME in INSTALLATION, MAINT. & REPAIR Jobs. Adults 18 or older who Work FULL-TIME in INSTALLATION, MAINT. & REPAIR Jobs are 11.5% more likely to look up D-I-Y advice online, 8.% more likely to always vote in local elections, 37.9% less likely to belong to a gym, 6.1% less likely to fly domestic pas

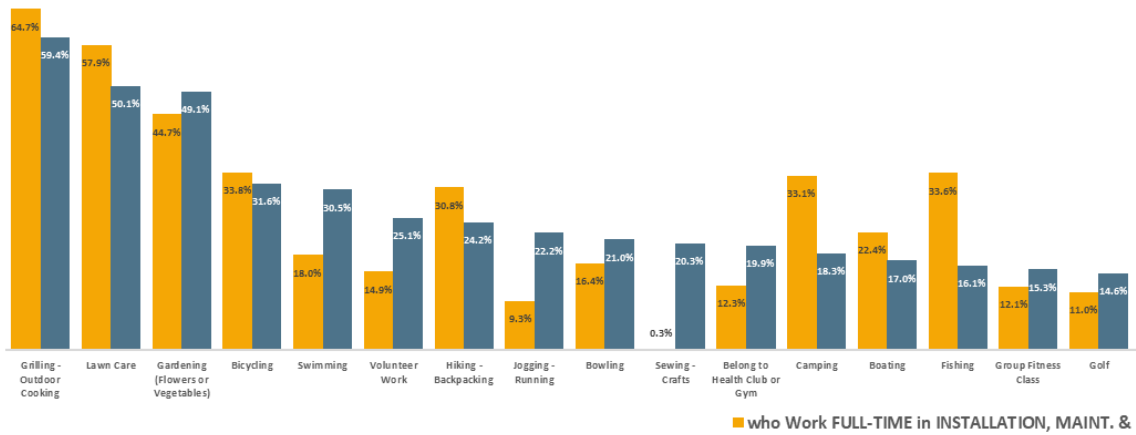
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



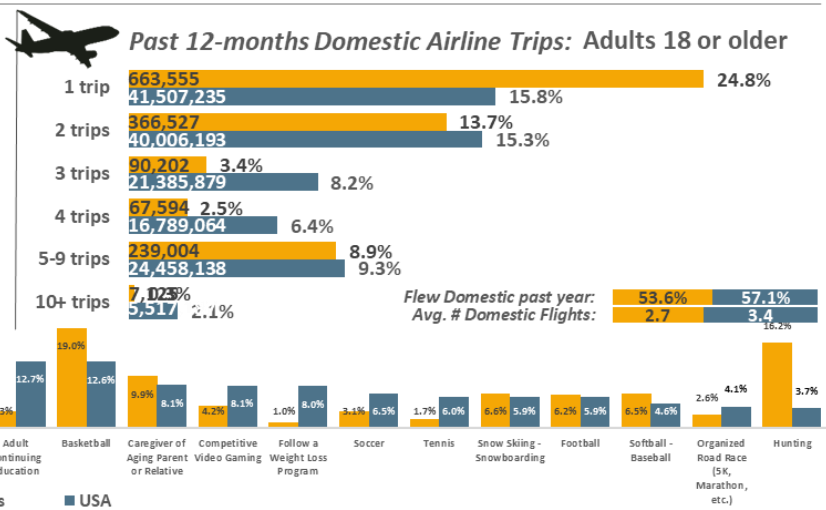
Political Activity: Adults 18 or older



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



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



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

[(Detailed occupation codes: Installation, Maintenance, and Repair Workers AND Employment status: Employed full-time (35 hours or more))]

TRANSPORTATION, MATERIAL MOVING & WAREHOUSE

2.9% or 7,486,706 of USA Adults 18 or older Work FULL-TIME in TRANSPORT/MTL MVG & WAREHOUSE Jobs. Adults 18 or older who Work FULL-TIME in TRANSPORT/MTL MVG & WAREHOUSE Jobs are 4.% more likely to use QSRs past mo., 6.3% less likely to use Sit-Down Restaurants past mo., 31.4% more likely to use Casinos past yr., 105.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 92.1% 6,898,025 | 88.6% 232,201,120

Avg. Monthly QSR Meals: 7.7 | 6.6

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



Total Monthly Sit-Down Restaurant Users: 71.9% 5,383,271 | 76.8% 201,275,400

Avg. Monthly Sit-Down Restaurant Meals: 5.4 | 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 Work FULL-TIME in TRANSPORT/MTL MVG &... 2,564,979 34.3%

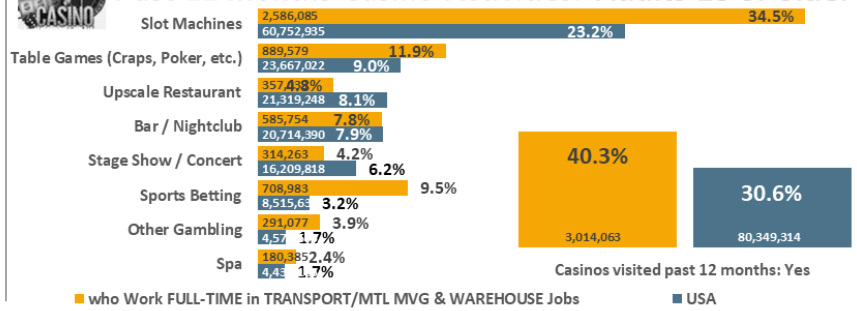
USA 51,814,293 19.8%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *170*

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

[(Detailed occupation codes: Transportation and Material Moving AND Employment status: Employed full-time (35 hours or more))]

CONSTRUCTION WORKERS

1.3% or 3,522,537 of USA Adults 18 or older Work FULL-TIME in CONSTRUCTION & EXTRACTION Jobs. Adults 18 or older who Work FULL-TIME in CONSTRUCTION & EXTRACTION Jobs are 5.% less likely to use QSRs past mo., 9.2% more likely to use Sit-Down Restaurants past mo., 6.1% more likely to use Casinos past yr., 21.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

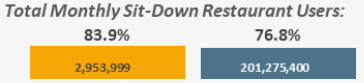


Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

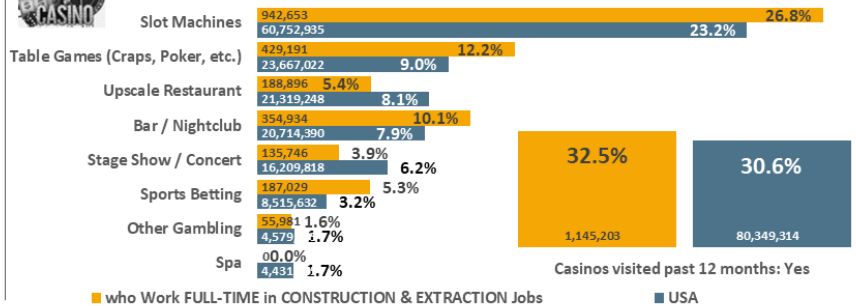


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 98

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

[(Detailed occupation codes: Construction and Extraction AND Employment status: Employed full-time (35 hours or more))]

FOOD PREP & SERVING

1.1% or 2,795,375 of USA Adults 18 or older Work FULL-TIME in FOOD PREP & SERVING Jobs.
Adults 18 or older who Work FULL-TIME in FOOD PREP & SERVING Jobs are 5.3% less likely to use QSRs past mo., 17.4% less likely to use Sit-Down Restaurants past mo., 28.4% more likely to use Casinos past yr., 90.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
83.9% 2,345,020
88.6% 232,201,120

Avg. Monthly QSR Meals:
8.3
6.6

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



Total Monthly Sit-Down Restaurant Users:
63.4% 1,773,651
76.8% 201,275,400

Avg. Monthly Sit-Down Restaurant Meals:
3.8
4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



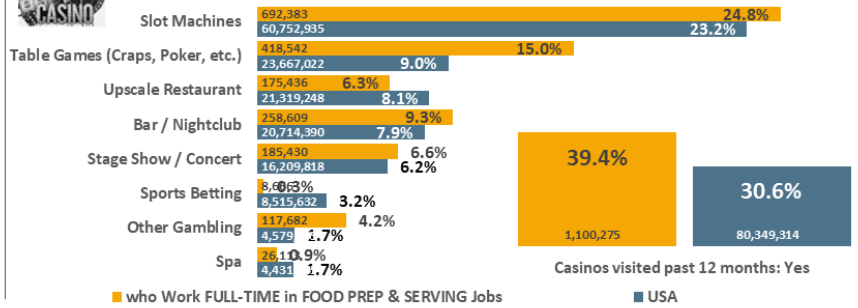
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Work FULL-TIME in FOOD PREP & SERVING Jobs 1,088,066 38.9%
USA 51,814,293 19.8%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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[(Detailed occupation codes: Food Preparation and Serving AND Employment status: Employed full-time (35 hours or more))]

PROTECTIVE SERVICE

1.% or 2,730,709 of USA Adults 18 or older Work FULL-TIME in PROTECTIVE SERVICE Jobs.
Adults 18 or older who Work FULL-TIME in PROTECTIVE SERVICE Jobs are 5.1% more likely to use QSRs past mo., 6.3% more likely to use Sit-Down Restaurants past mo., 29.5% more likely to use Casinos past yr., 39.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

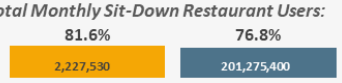


Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

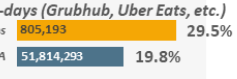


Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

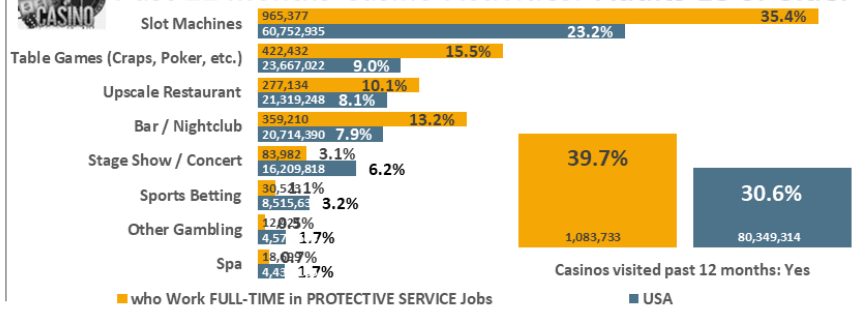


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 83

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

[(Detailed occupation codes: Protective Service AND Employment status: Employed full-time (35 hours or more))]

INSTALLATION, MAINT & REPAIR

1.% or 2,674,073 of USA Adults 18 or older Work FULL-TIME in INSTALLATION, MAINT. & REPAIR Jobs. Adults 18 or older who Work FULL-TIME in INSTALLATION, MAINT. & REPAIR Jobs are 6.3% more likely to use QSRs past mo., 7.1% more likely to use Sit-Down Restaurants past mo., 12.7% less likely to use Casinos past yr., 129.2% more likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



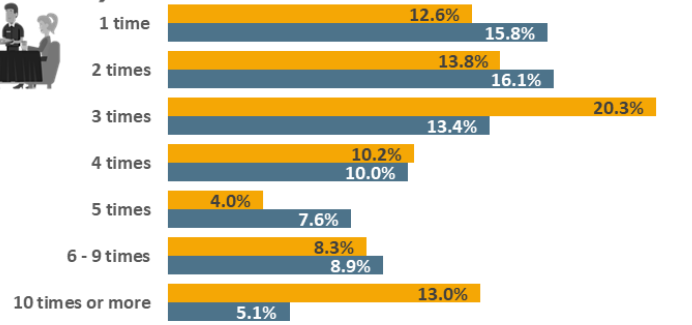
Total Monthly QSR Users:



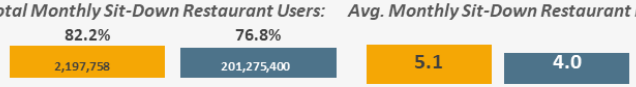
Avg. Monthly QSR Meals:

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





Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

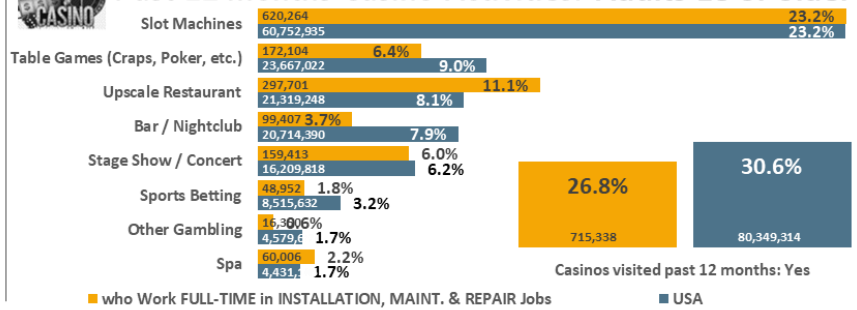


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older

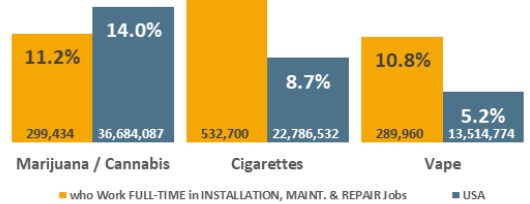




Casinos visited past 12 months: Yes

Used Past 30-days: Adults 18 or older





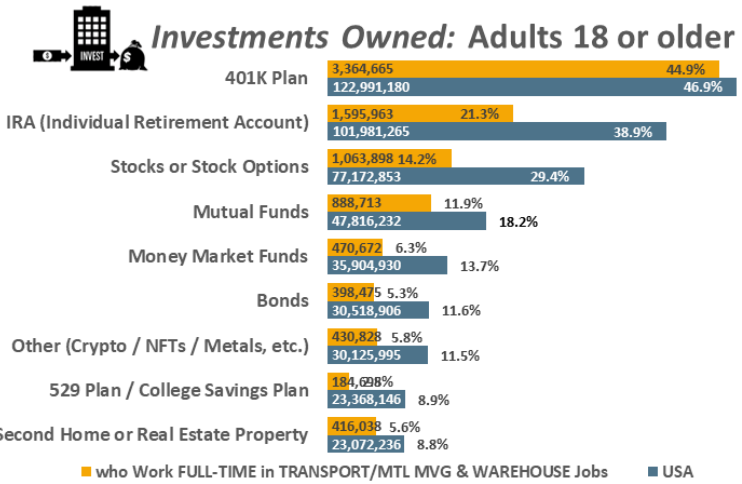
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[(Detailed occupation codes: Installation, Maintenance, and Repair Workers AND Employment status: Employed full-time (35 hours or more))]

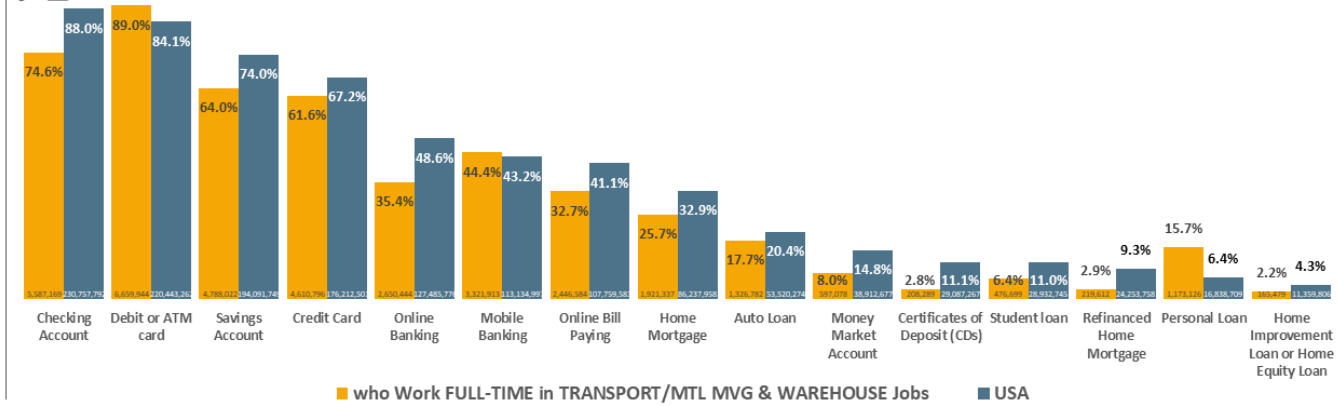
TRANSPORTATION, MATERIAL MOVING & WAREHOUSE

2.9% or 7,486,706 of USA Adults 18 or older Work FULL-TIME in TRANSPORT/MTL MVG & WAREHOUSE Jobs. Adults 18 or older who Work FULL-TIME in TRANSPORT/MTL MVG & WAREHOUSE Jobs are 4.2% less likely to have a 401K, 13.2% less likely to have an Auto Loan, 11.5% less likely to Invest/Trade Stocks Online, 16.2% more likely to pay with their Debit Card.

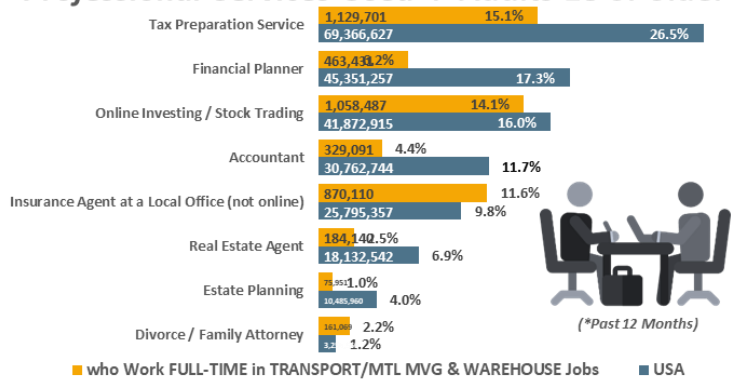
Investments Owned: Adults 18 or older



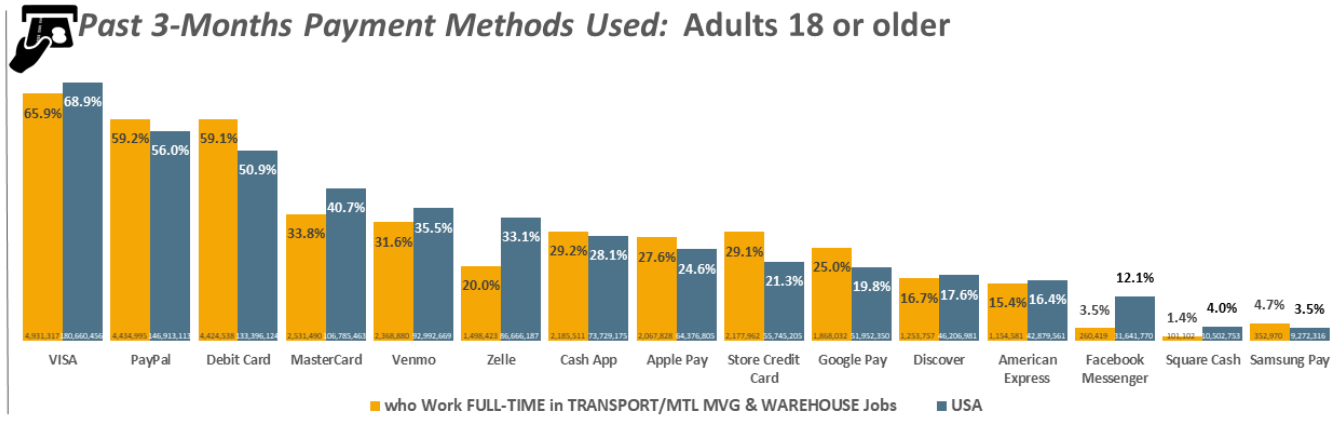
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 170

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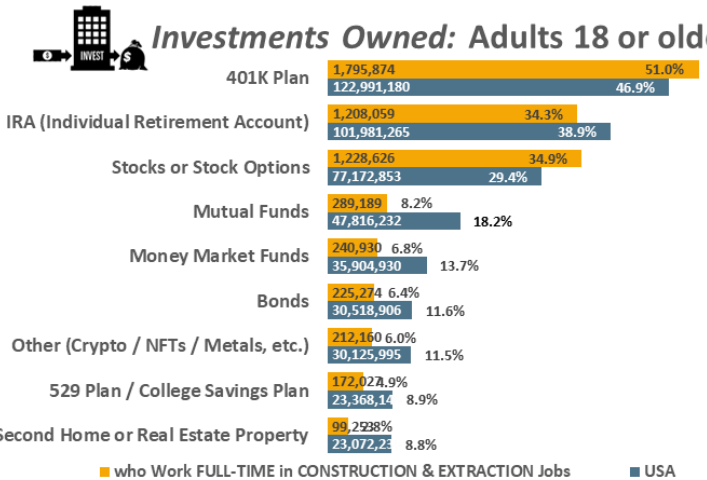
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

[(Detailed occupation codes: Transportation and Material Moving AND Employment status: Employed full-time (35 hours or more))]

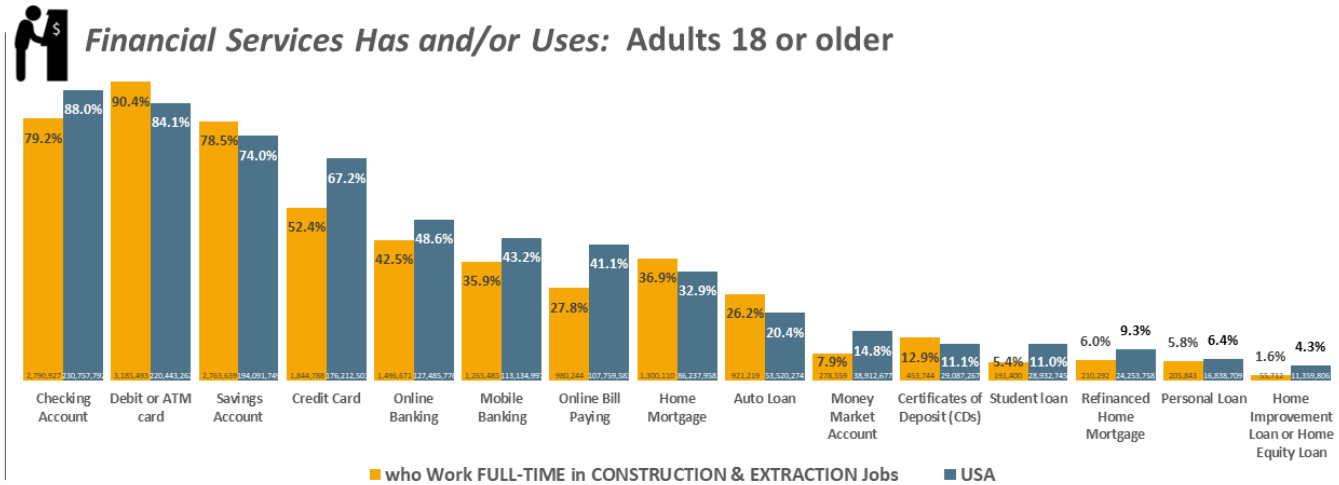
CONSTRUCTION WORKERS

1.3% or 3,522,537 of USA Adults 18 or older Work FULL-TIME in CONSTRUCTION & EXTRACTION Jobs. Adults 18 or older who Work FULL-TIME in CONSTRUCTION & EXTRACTION Jobs are 8.7% more likely to have a 401K, 28.1% more likely to have an Auto Loan, 33.8% more likely to Invest/Trade Stocks Online, 32.3% more likely to pay with their Debit Card.

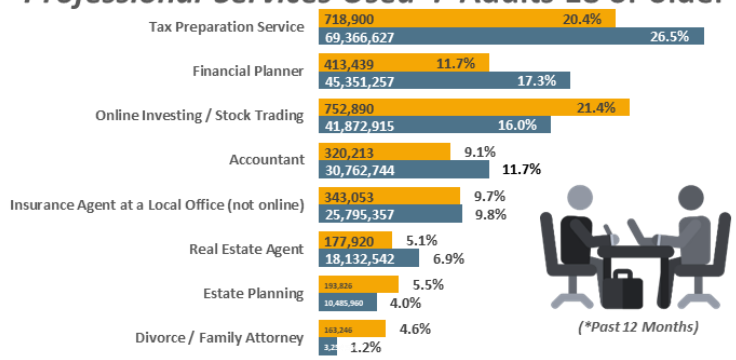
Investments Owned: Adults 18 or older



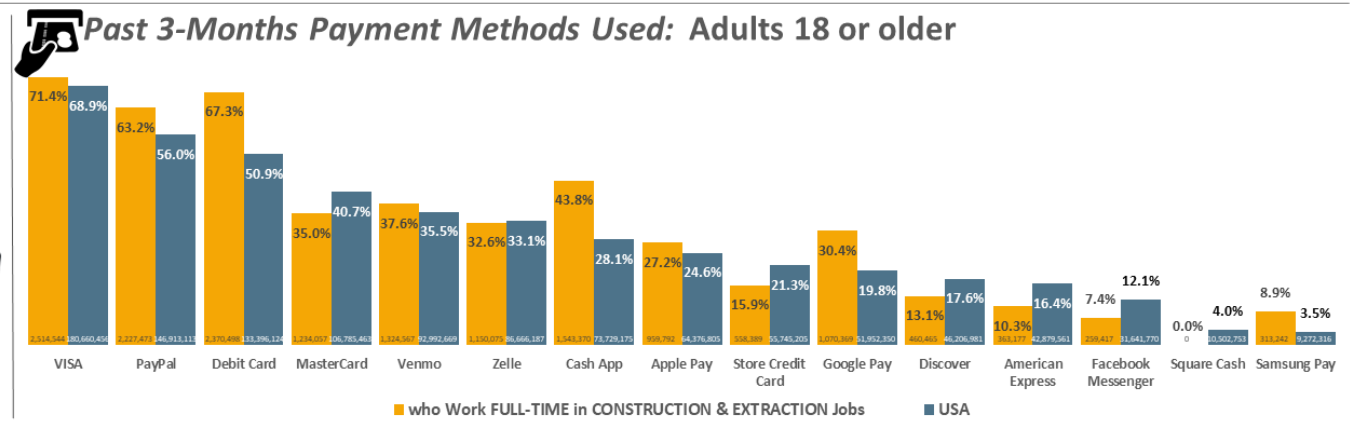
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 98

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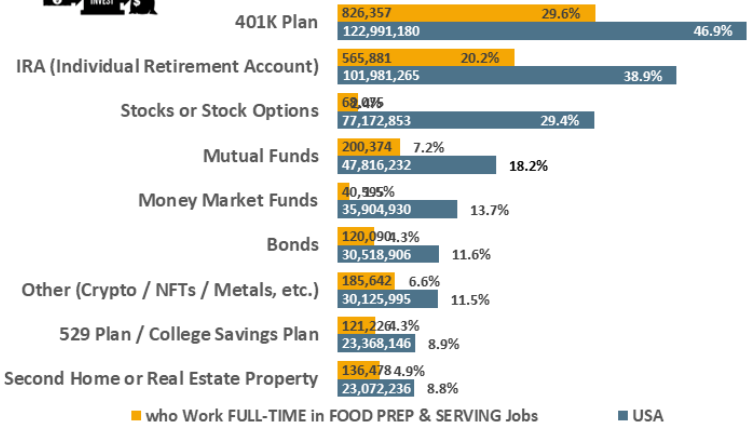
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

[(Detailed occupation codes: Construction and Extraction AND Employment status: Employed full-time (35 hours or more))]

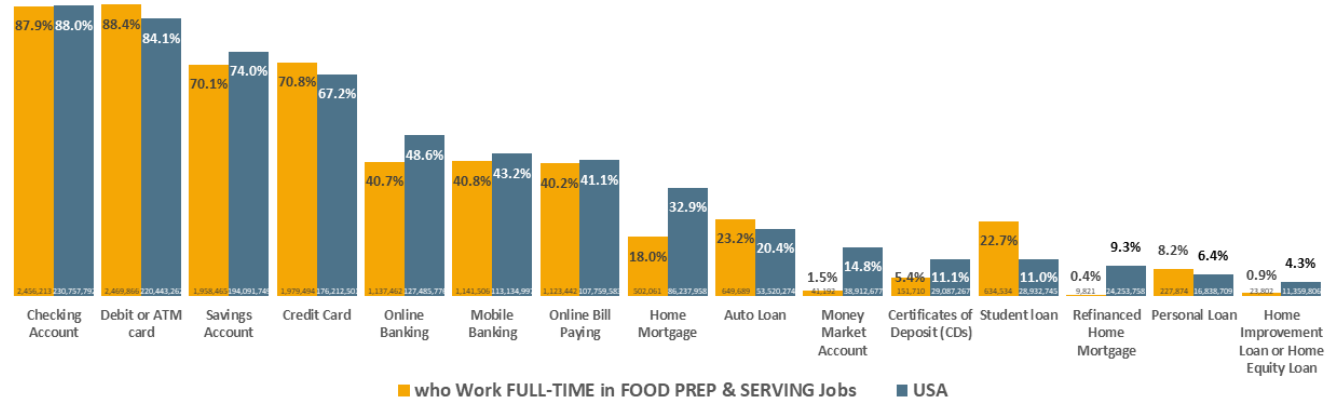
FOOD PREP & SERVING

1.1% or 2,795,375 of USA Adults 18 or older Work FULL-TIME in FOOD PREP & SERVING Jobs.
Adults 18 or older who Work FULL-TIME in FOOD PREP & SERVING Jobs are 37.% less likely to have a 401K, 13.9% more likely to have an Auto Loan, 64.5% less likely to Invest/Trade Stocks Online, 15.9% more likely to pay with their Debit Card.

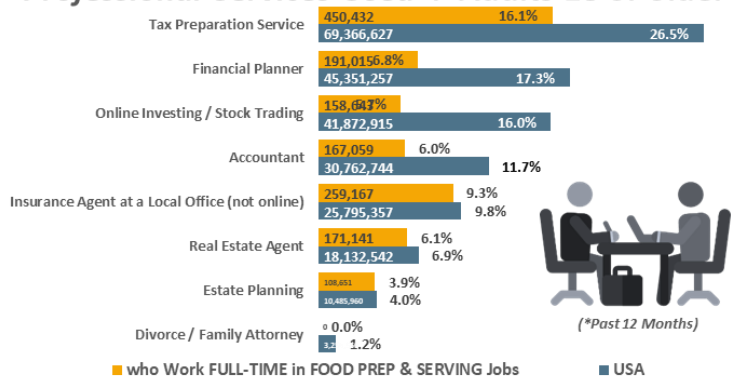
Investments Owned: Adults 18 or older



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

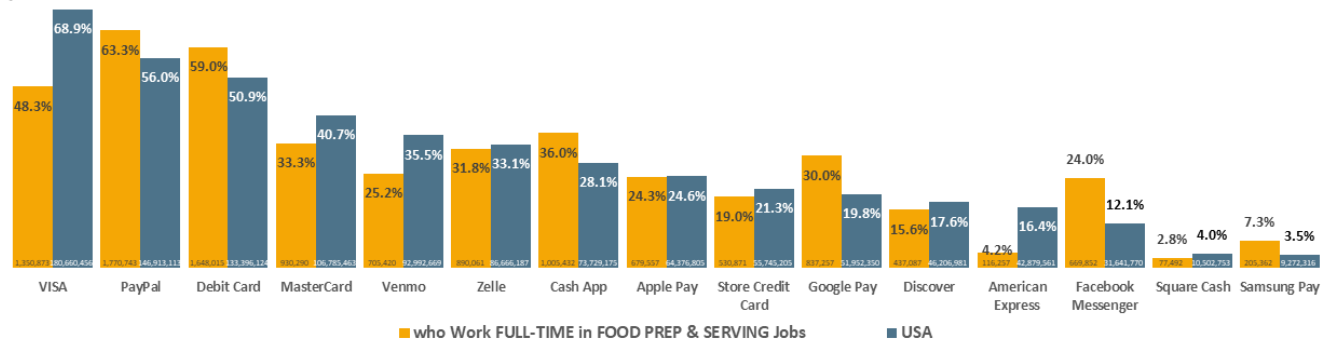


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 74

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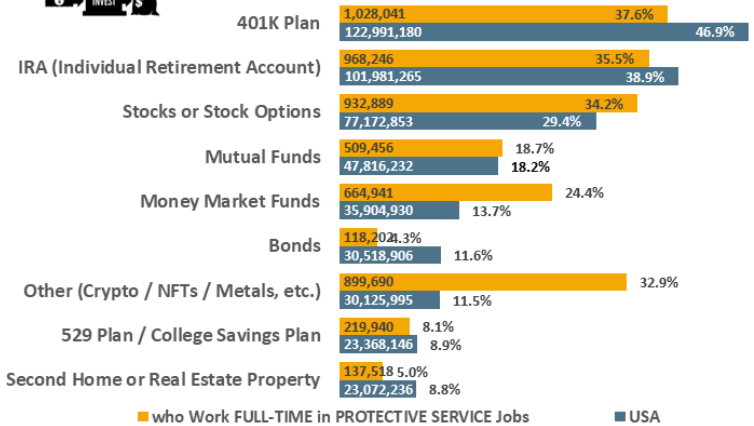
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

[(Detailed occupation codes: Food Preparation and Serving AND Employment status: Employed full-time (35 hours or more))]

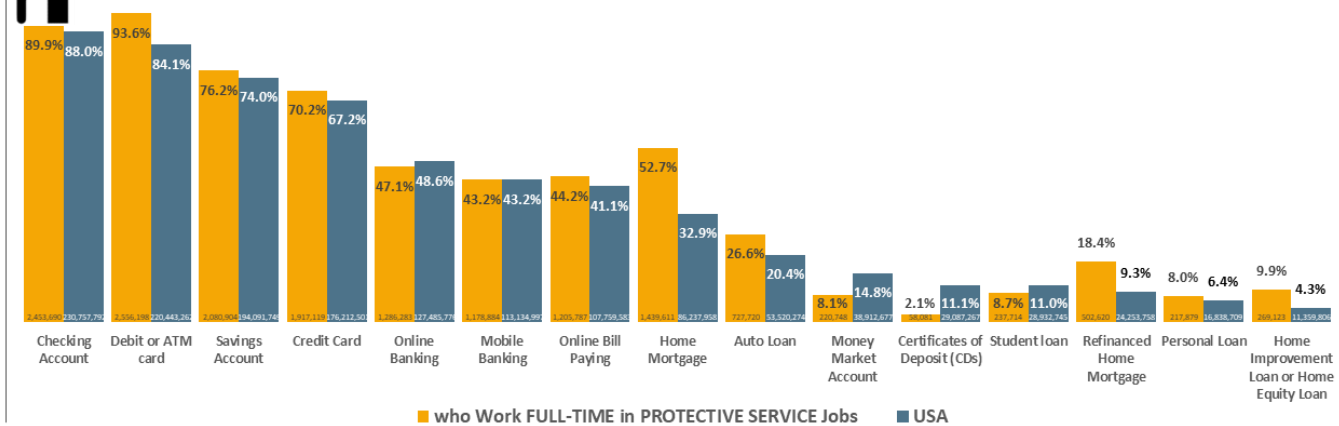
PROTECTIVE SERVICE

1.% or 2,730,709 of USA Adults 18 or older Work FULL-TIME in PROTECTIVE SERVICE Jobs.
Adults 18 or older who Work FULL-TIME in PROTECTIVE SERVICE Jobs are 19.7% less likely to have a 401K, 30.5% more likely to have an Auto Loan, 81.7% more likely to Invest/Trade Stocks Online, 8.3% less likely to pay with their Debit Card.

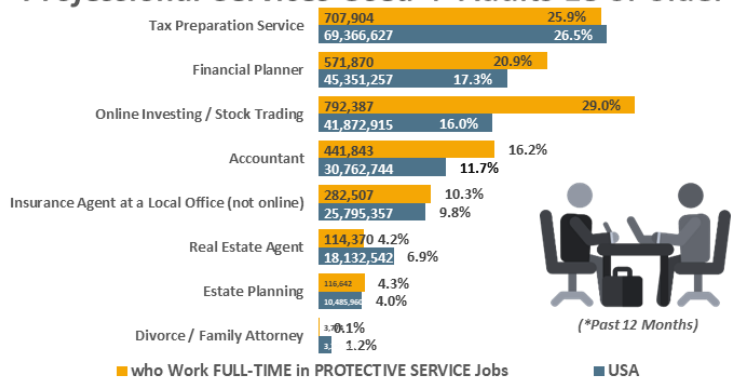
Investments Owned: Adults 18 or older



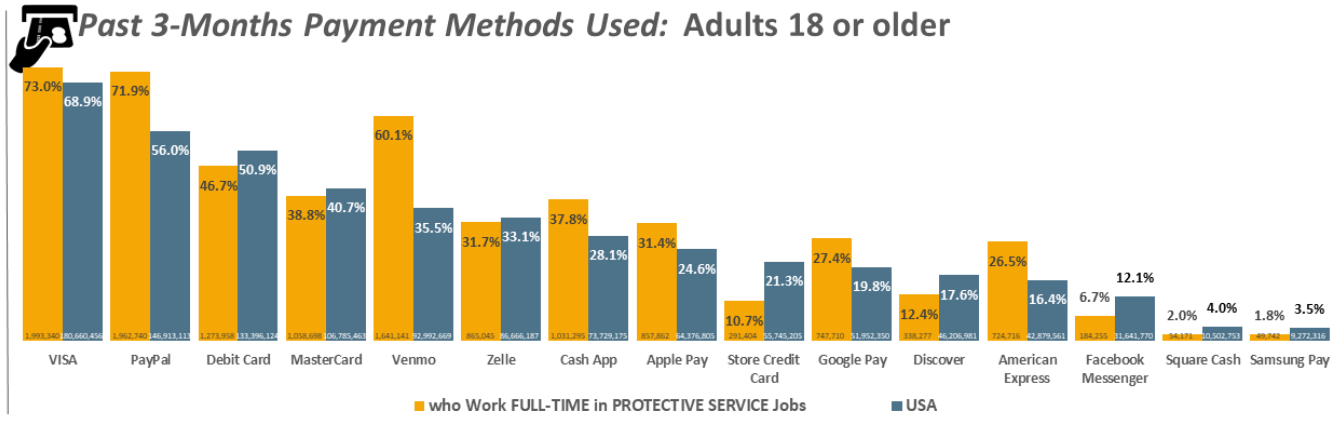
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 83

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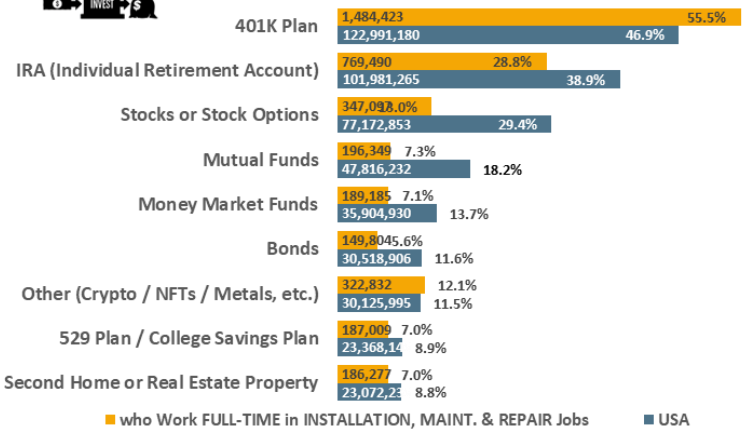
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

[(Detailed occupation codes: Protective Service AND Employment status: Employed full-time (35 hours or more))]

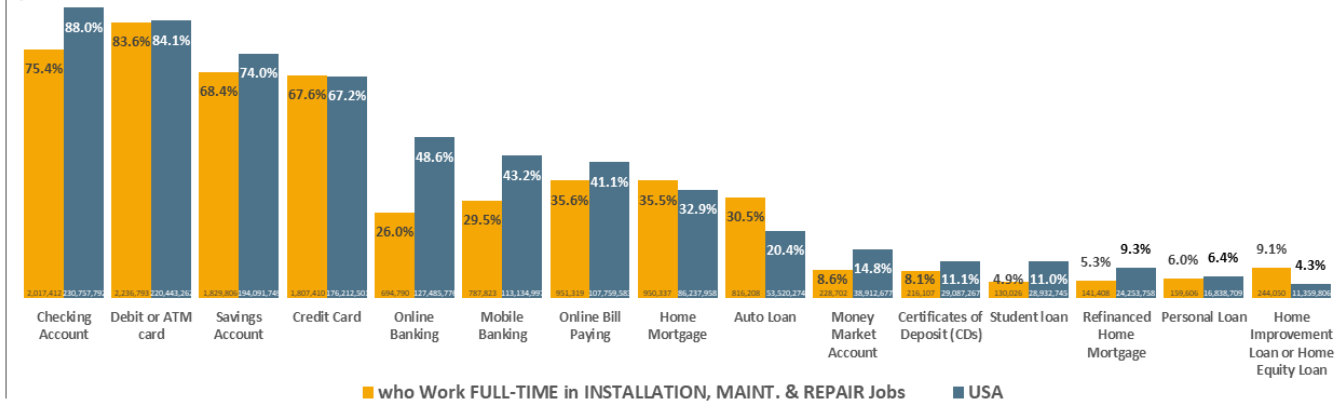
INSTALLATION, MAINT & REPAIR

1.% or 2,674,073 of USA Adults 18 or older Work FULL-TIME in INSTALLATION, MAINT. & REPAIR Jobs. Adults 18 or older who Work FULL-TIME in INSTALLATION, MAINT. & REPAIR Jobs are 18.3% more likely to have a 401K, 49.5% more likely to have an Auto Loan, 68.3% less likely to Invest/Trade Stocks Online, 18.1% more likely to pay with their Debit Card.

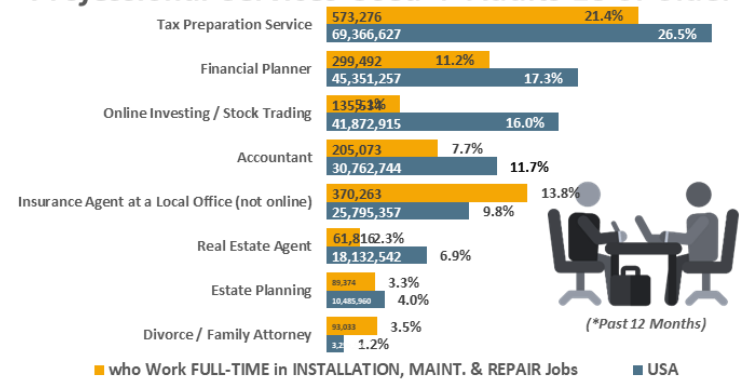
Investments Owned: Adults 18 or older



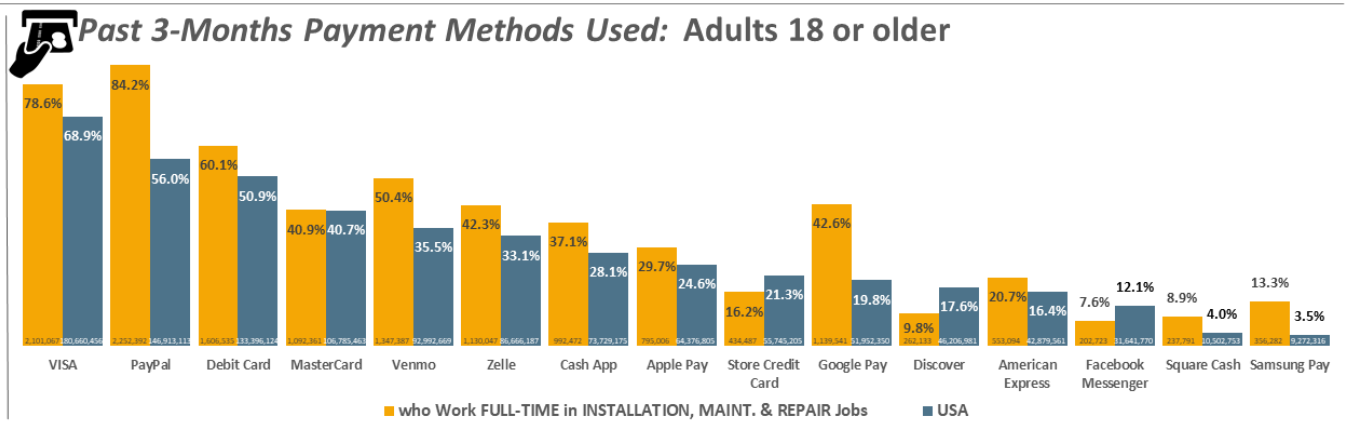
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 68

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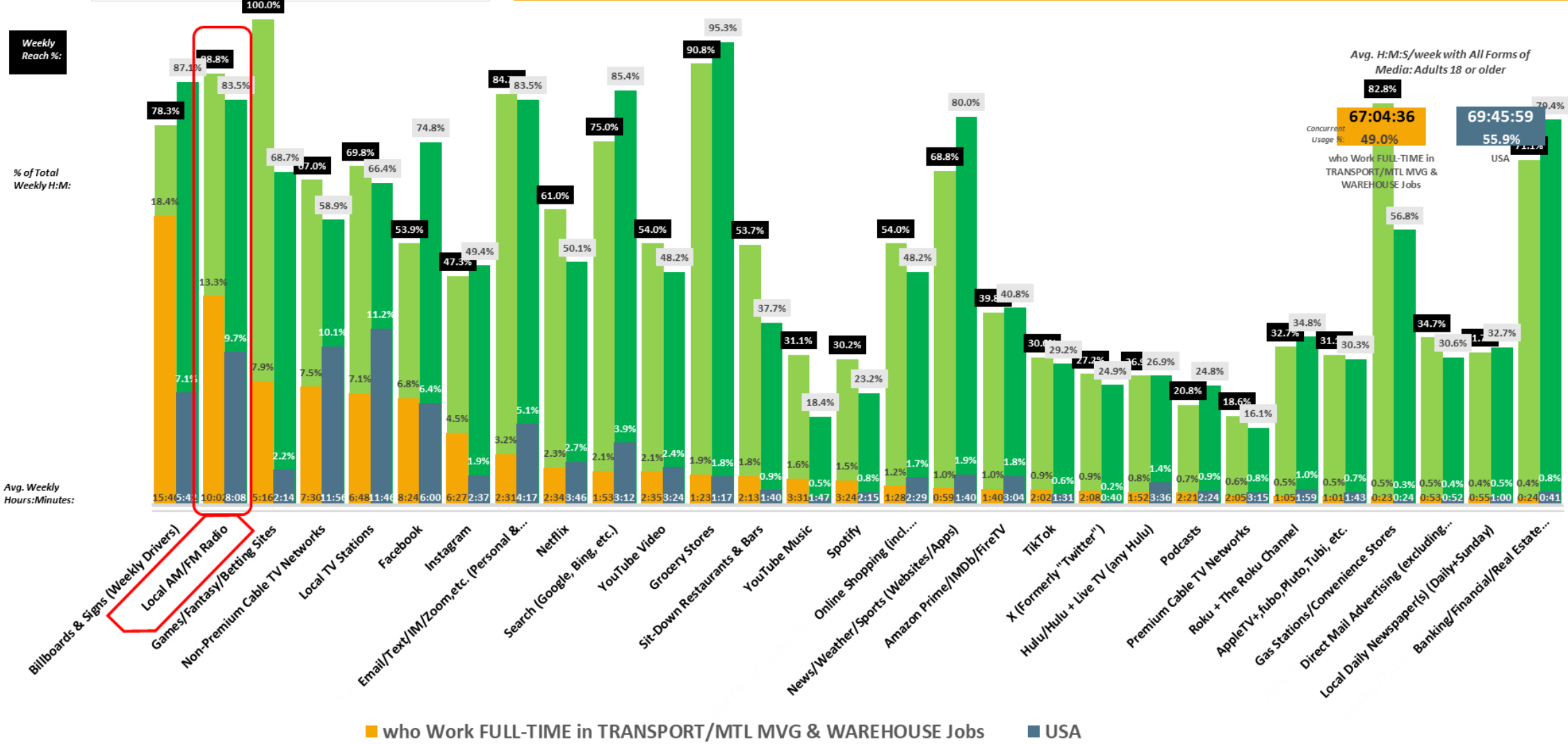
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

[(Detailed occupation codes: Installation, Maintenance, and Repair Workers AND Employment status: Employed full-time (35 hours or more))]

TRANSPORTATION, MATERIAL MOVING & WAREHOUSE

Adults 18 or older who Work FULL-TIME in TRANSPORT/MTL MVG & WAREHOUSE Jobs spend an average of 2 days, 19 hours, 4 minutes and 36 seconds each week with All Forms of Media.

88.8% of Adults 18 or older who Work FULL-TIME in TRANSPORT/MTL MVG & WAREHOUSE Jobs spend an avg. of 10 hours and 2 minutes each week listening to All Local AM/FM Radio, representing 13.3% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 170 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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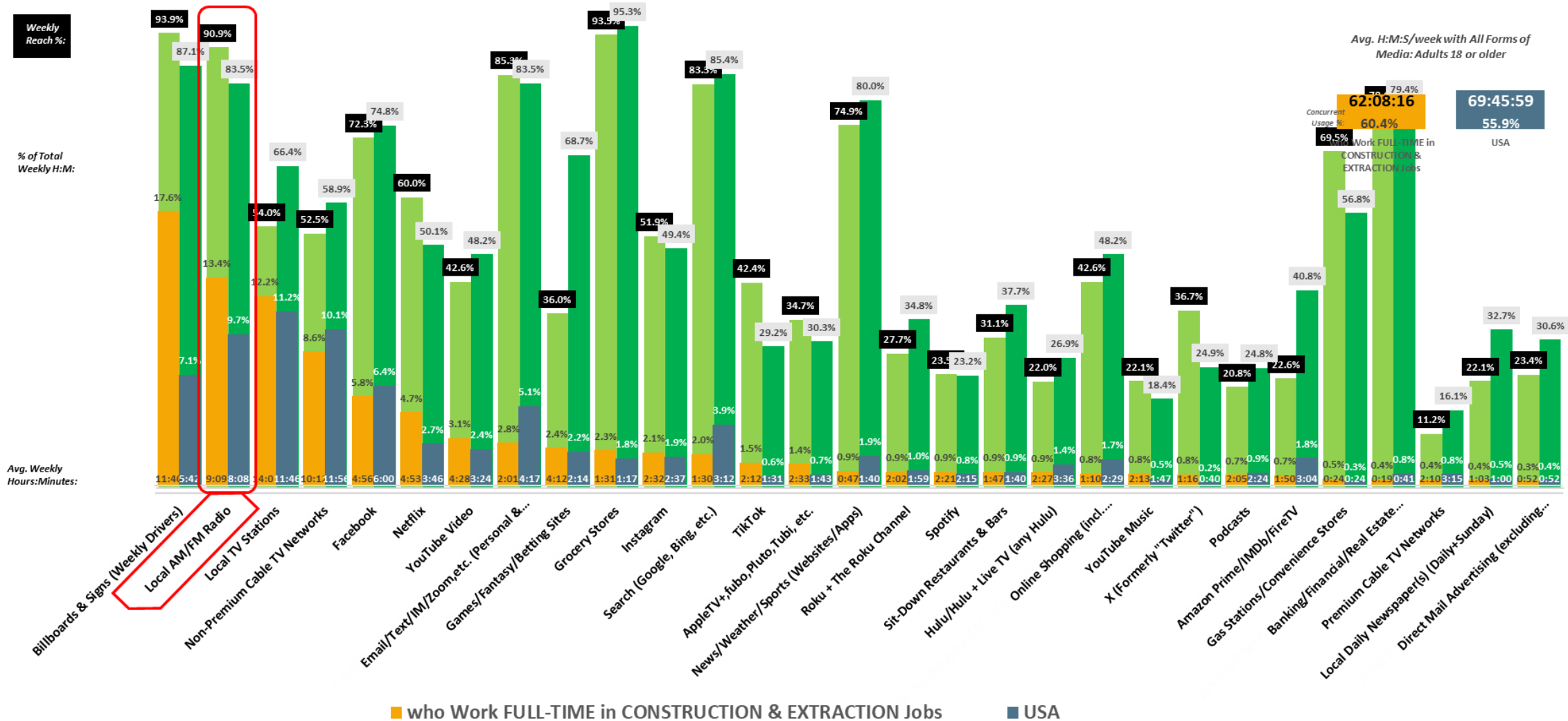
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[(Detailed occupation codes: Transportation and Material Moving AND Employment status: Employed full-time (35 hours or more))]

CONSTRUCTION WORKERS

Adults 18 or older who Work FULL-TIME in CONSTRUCTION & EXTRACTION Jobs spend an average of 2 days, 14 hours, 8 minutes and 16 seconds each week with All Forms of Media.

90.9% of Adults 18 or older who Work FULL-TIME in CONSTRUCTION & EXTRACTION Jobs spend an avg. of 9 hours and 9 minutes each week listening to All Local AM/FM Radio, representing 13.4% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 98 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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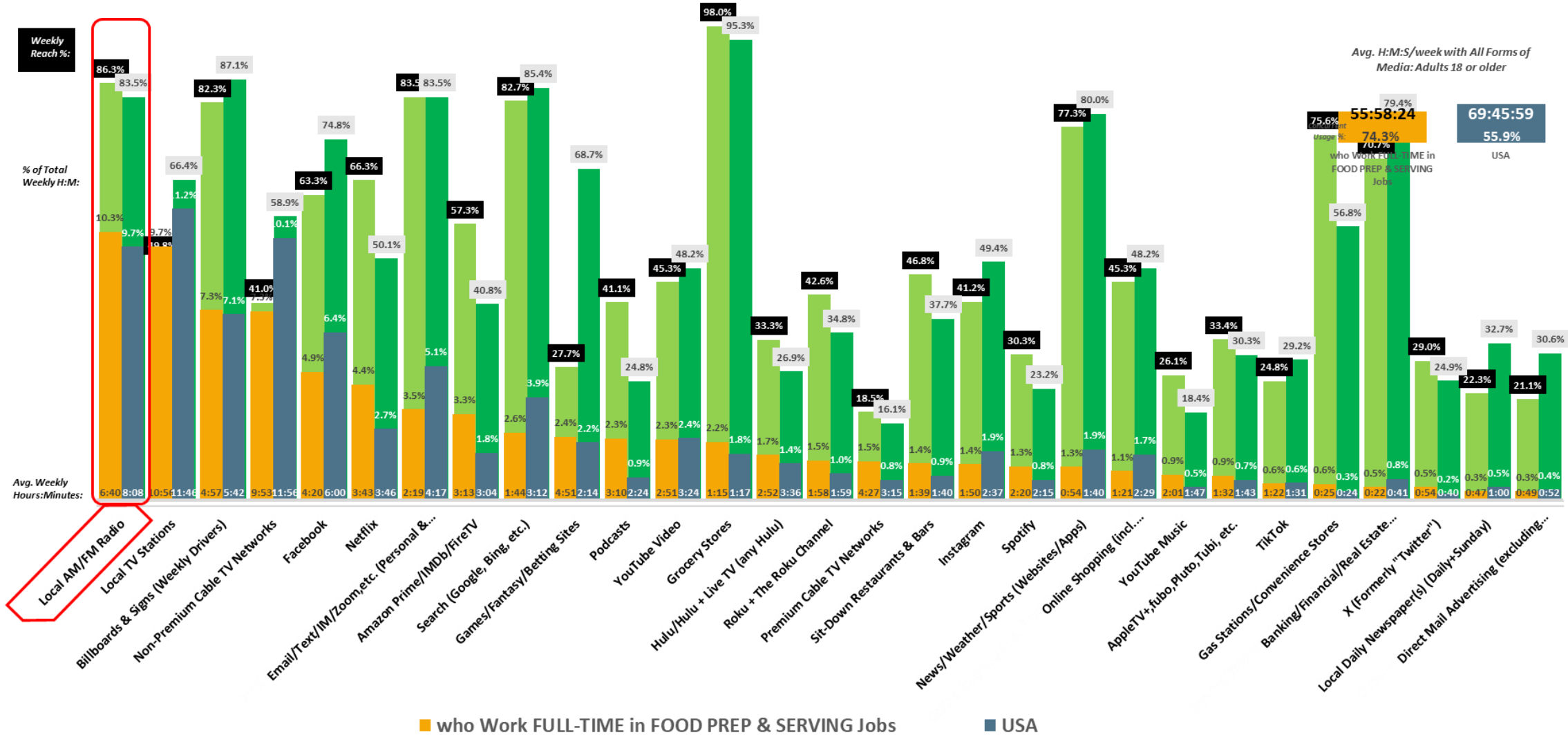
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[(Detailed occupation codes: Construction and Extraction AND Employment status: Employed full-time (35 hours or more))]

FOOD PREP & SERVING

Adults 18 or older who Work FULL-TIME in FOOD PREP & SERVING Jobs spend an average of 2 days, 7 hours, 58 minutes and 24 seconds each week with All Forms of Media.

86.3% of Adults 18 or older who Work FULL-TIME in FOOD PREP & SERVING Jobs spend an avg. of 6 hours and 40 minutes each week listening to All Local AM/FM Radio, representing 10.3% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 74 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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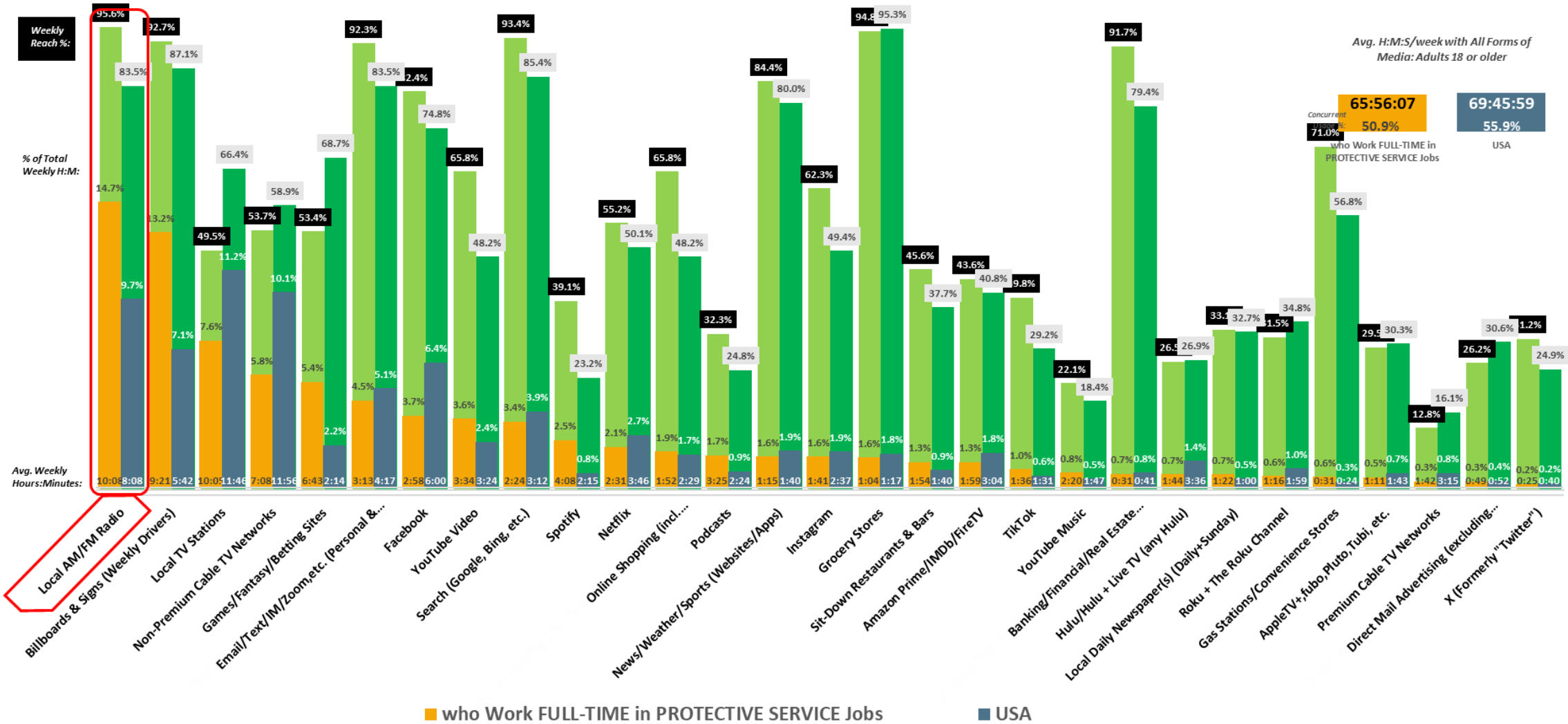
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[(Detailed occupation codes: Food Preparation and Serving AND Employment status: Employed full-time (35 hours or more))]

PROTECTIVE SERVICE

Adults 18 or older who Work FULL-TIME in PROTECTIVE SERVICE Jobs spend an average of 2 days, 17 hours, 56 minutes and 7 seconds each week with All Forms of Media.

95.6% of Adults 18 or older who Work FULL-TIME in PROTECTIVE SERVICE Jobs spend an avg. of 10 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 14.7% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 83 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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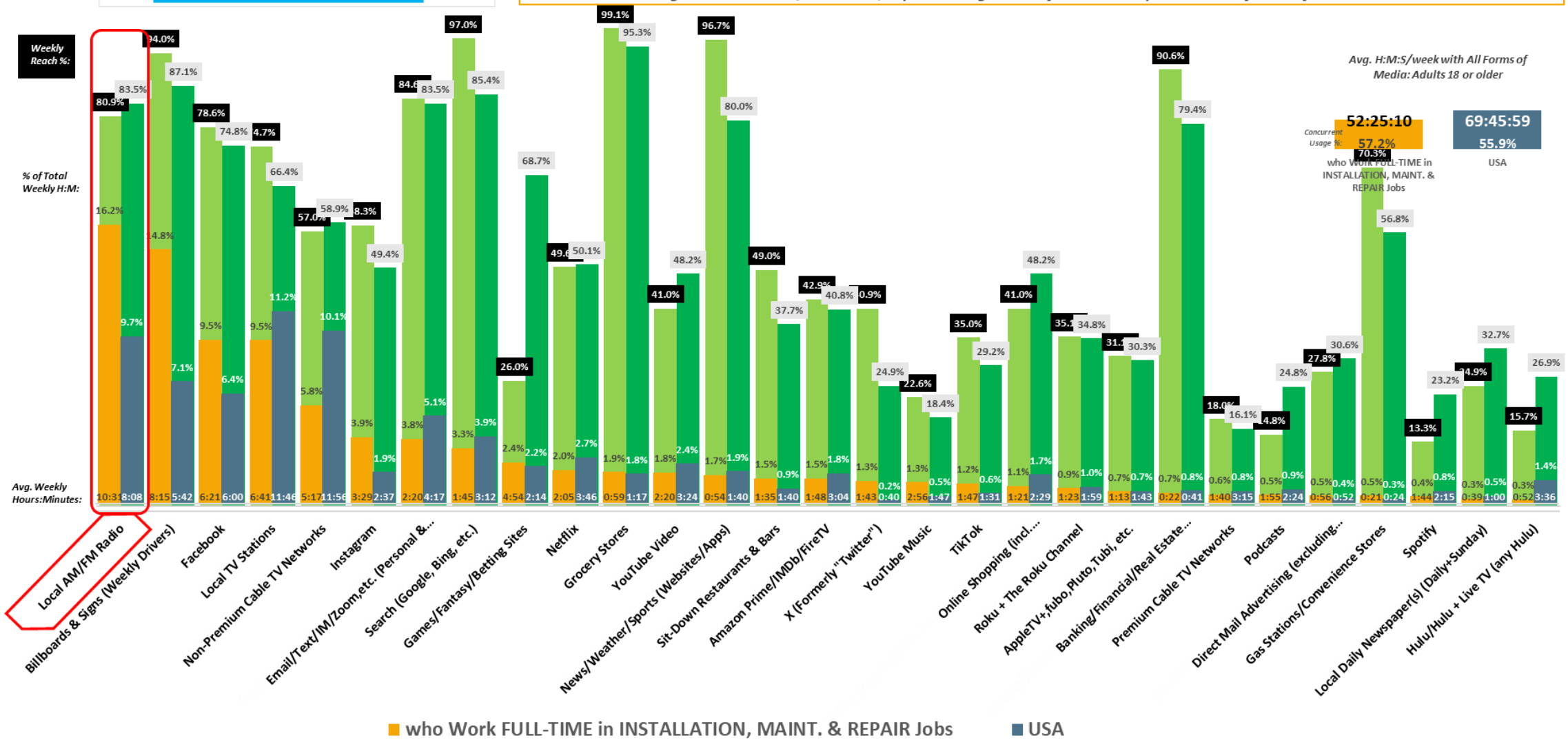
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[(Detailed occupation codes: Protective Service AND Employment status: Employed full-time (35 hours or more))]

INSTALLATION, MAINT & REPAIR

Adults 18 or older who Work FULL-TIME in INSTALLATION, MAINT. & REPAIR Jobs spend an average of 2 days, 4 hours, 25 minutes and 10 seconds each week with All Forms of Media.

80.9% of Adults 18 or older who Work FULL-TIME in INSTALLATION, MAINT. & REPAIR Jobs spend an avg. of 10 hours and 31 minutes each week listening to All Local AM/FM Radio, representing 16.2% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 68 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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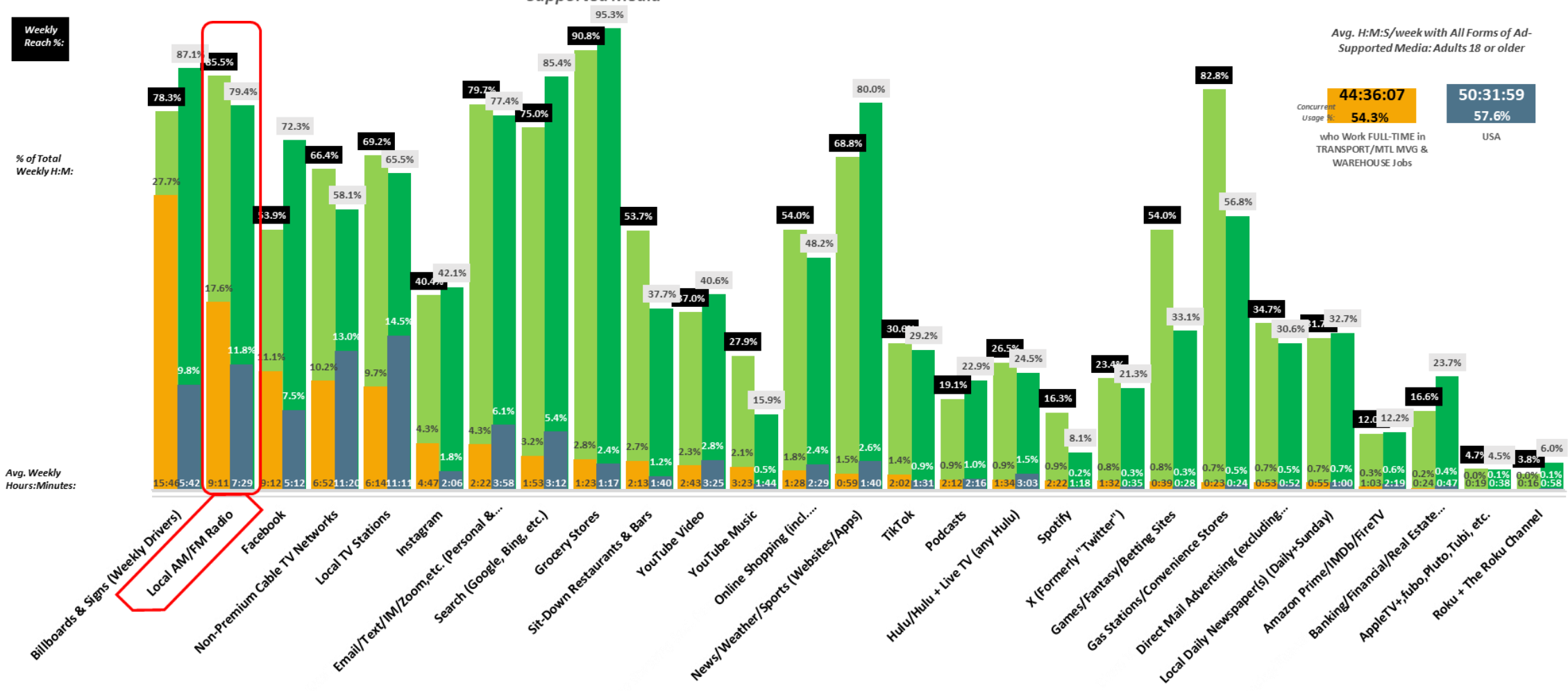
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[(Detailed occupation codes: Installation, Maintenance, and Repair Workers AND Employment status: Employed full-time (35 hours or more))]

TRANSPORTATION, MATERIAL MOVING & WAREHOUSE

Adults 18 or older who Work FULL-TIME in TRANSPORT/MTL MVG & WAREHOUSE Jobs spend an average of 1 days, 20 hours, 36 minutes and 7 seconds each week with All Forms of Ad-Supported Media.

85.5% of Adults 18 or older who Work FULL-TIME in TRANSPORT/MTL MVG & WAREHOUSE Jobs spend an avg. of 9 hours and 11 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 17.6% of total time spent with all forms of Ad-Supported Media



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 170 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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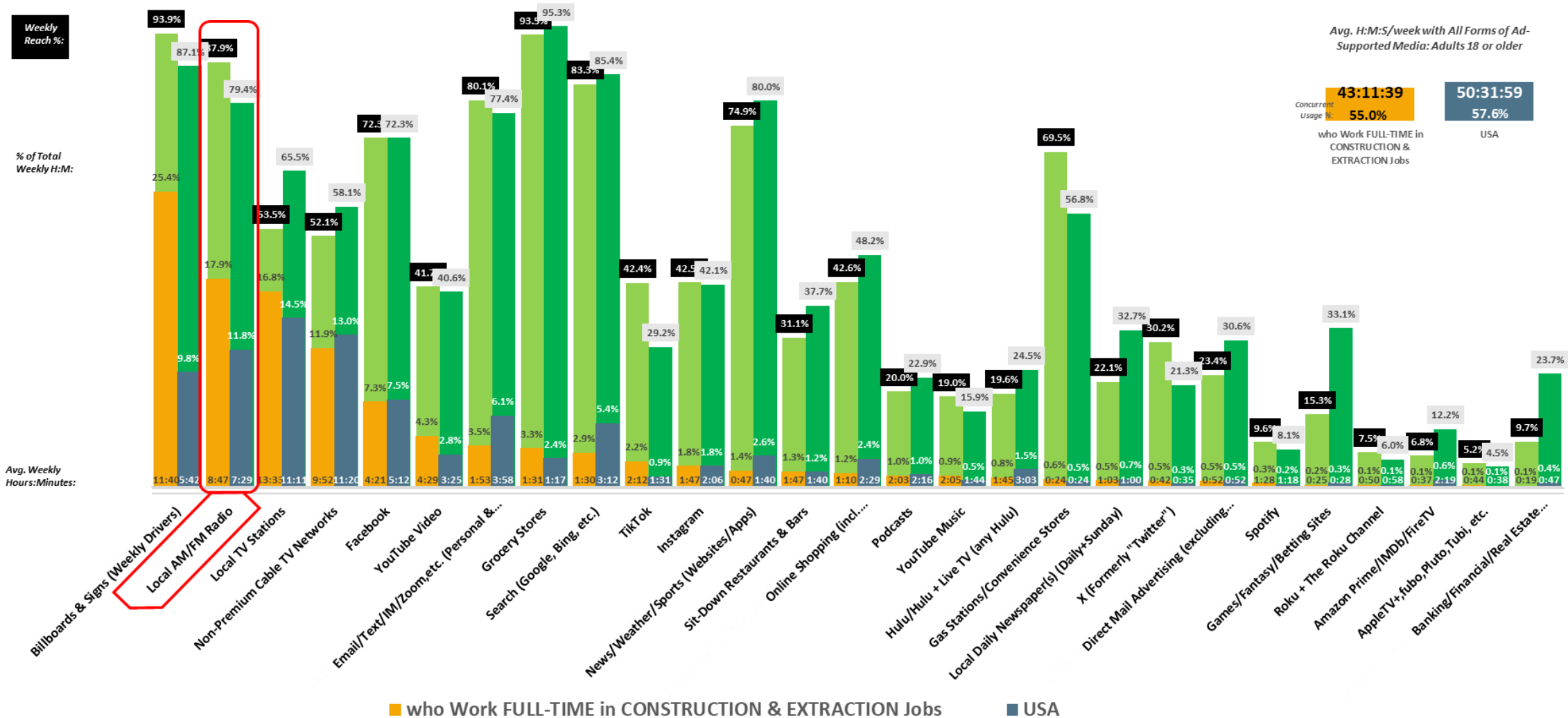
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[(Detailed occupation codes: Transportation and Material Moving AND Employment status: Employed full-time (35 hours or more))]

CONSTRUCTION WORKERS

Adults 18 or older who Work FULL-TIME in CONSTRUCTION & EXTRACTION Jobs spend an average of 1 days, 19 hours, 11 minutes and 39 seconds each week with All Forms of Ad-Supported Media.

87.9% of Adults 18 or older who Work FULL-TIME in CONSTRUCTION & EXTRACTION Jobs spend an avg. of 8 hours and 47 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 17.9% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 98 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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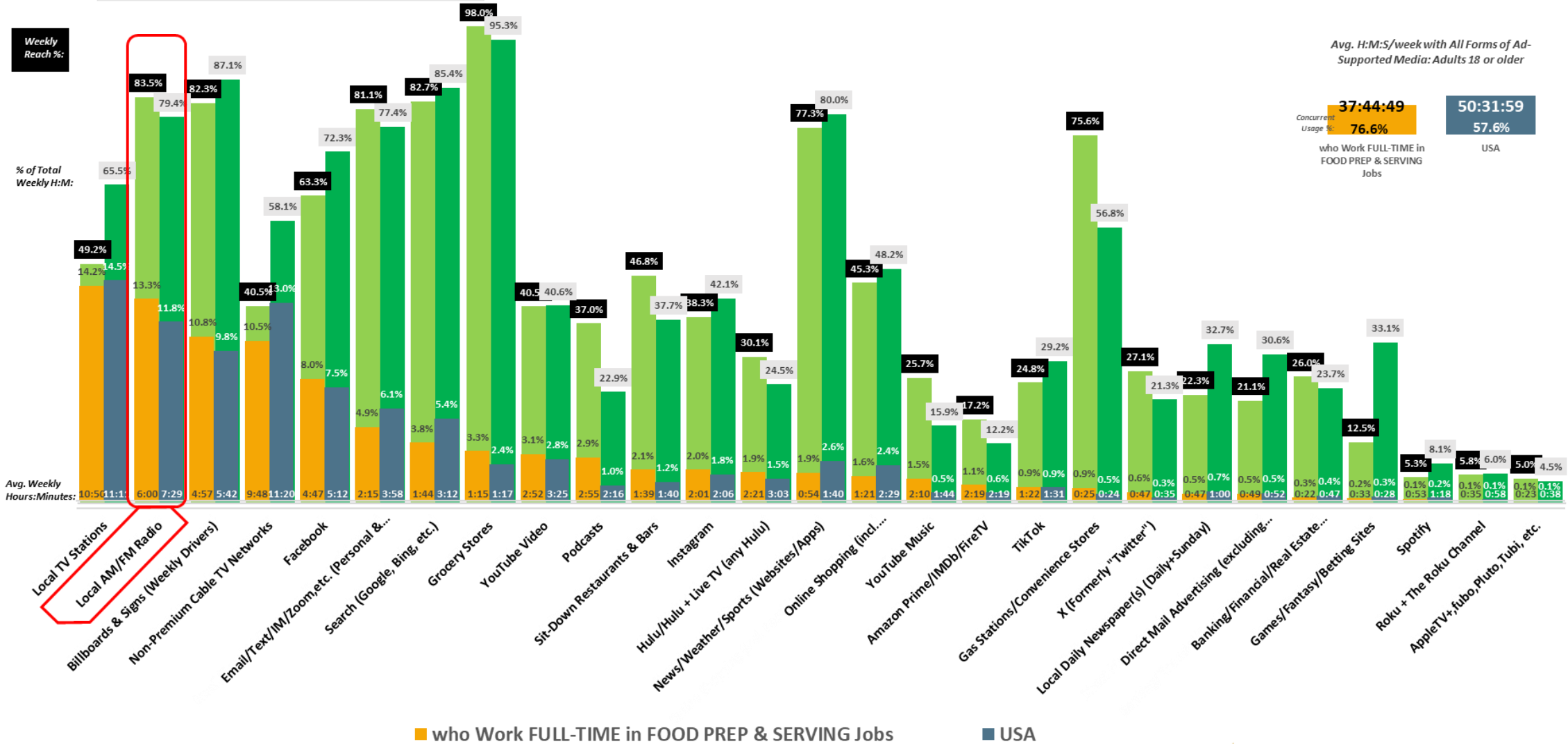
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[(Detailed occupation codes: Construction and Extraction AND Employment status: Employed full-time (35 hours or more))]

FOOD PREP & SERVING

Adults 18 or older who Work FULL-TIME in FOOD PREP & SERVING Jobs spend an average of 1 days, 13 hours, 44 minutes and 49 seconds each week with All Forms of Ad-Supported Media.

83.5% of Adults 18 or older who Work FULL-TIME in FOOD PREP & SERVING Jobs spend an avg. of 6 hours and 0 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.3% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 74 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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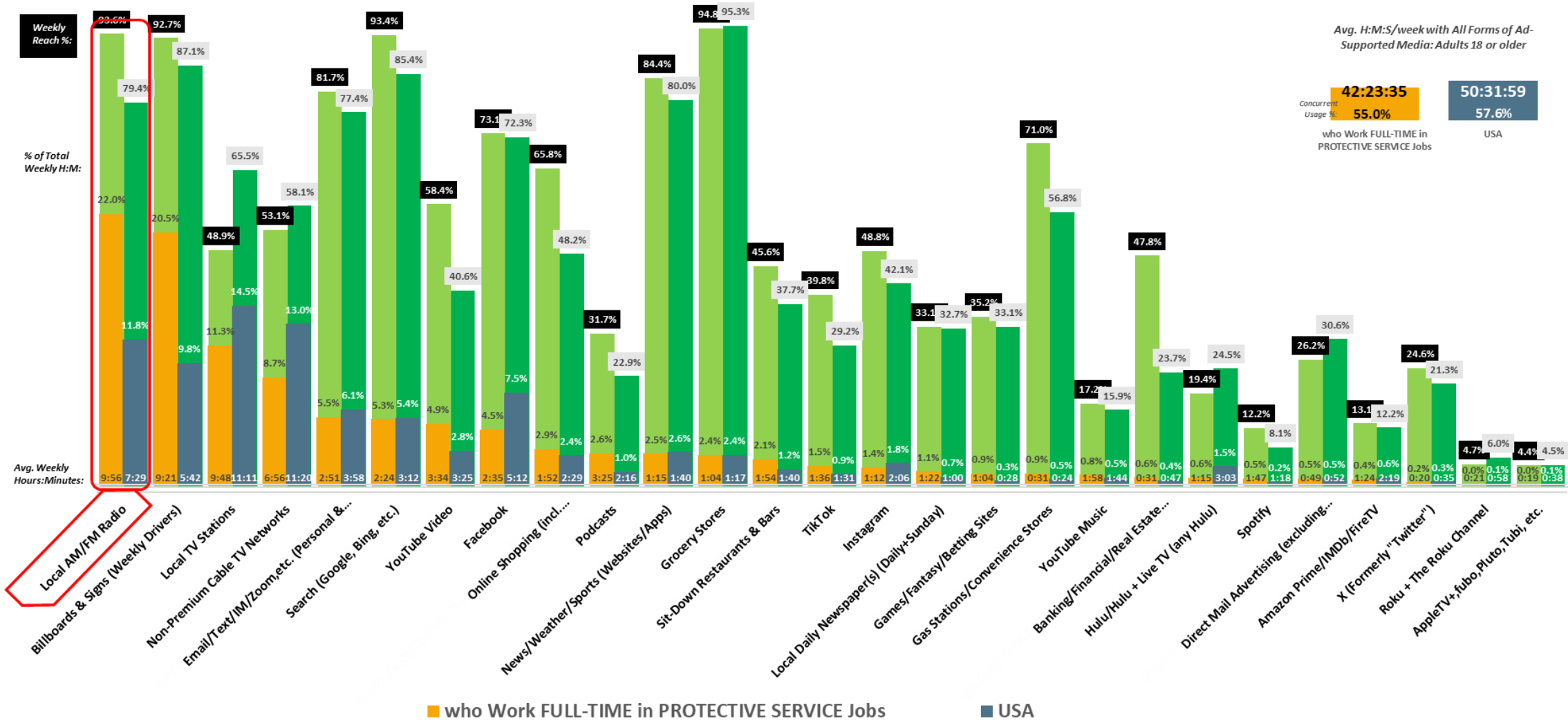
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[(Detailed occupation codes: Food Preparation and Serving AND Employment status: Employed full-time (35 hours or more))]

PROTECTIVE SERVICE

Adults 18 or older who Work FULL-TIME in PROTECTIVE SERVICE Jobs spend an average of 1 days, 18 hours, 23 minutes and 35 seconds each week with All Forms of Ad-Supported Media.

93.6% of Adults 18 or older who Work FULL-TIME in PROTECTIVE SERVICE Jobs spend an avg. of 9 hours and 56 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 22.% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 83 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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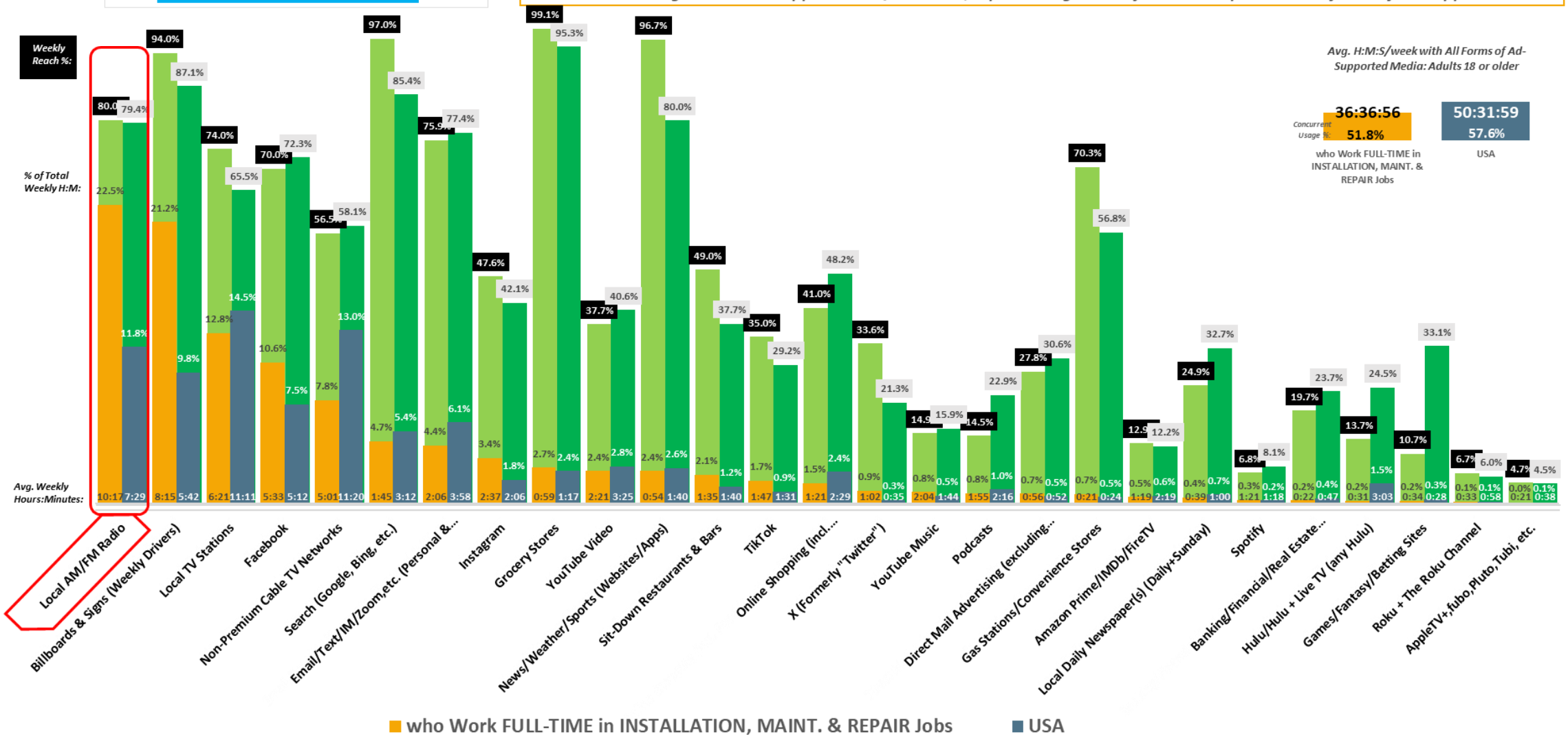
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[(Detailed occupation codes: Protective Service AND Employment status: Employed full-time (35 hours or more))]

INSTALLATION, MAINT & REPAIR

Adults 18 or older who Work FULL-TIME in INSTALLATION, MAINT. & REPAIR Jobs spend an average of 1 days, 12 hours, 36 minutes and 56 seconds each week with All Forms of Ad-Supported Media.

80.% of Adults 18 or older who Work FULL-TIME in INSTALLATION, MAINT. & REPAIR Jobs spend an avg. of 10 hours and 17 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 22.5% of total time spent with all forms of Ad-Supported Media



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 68 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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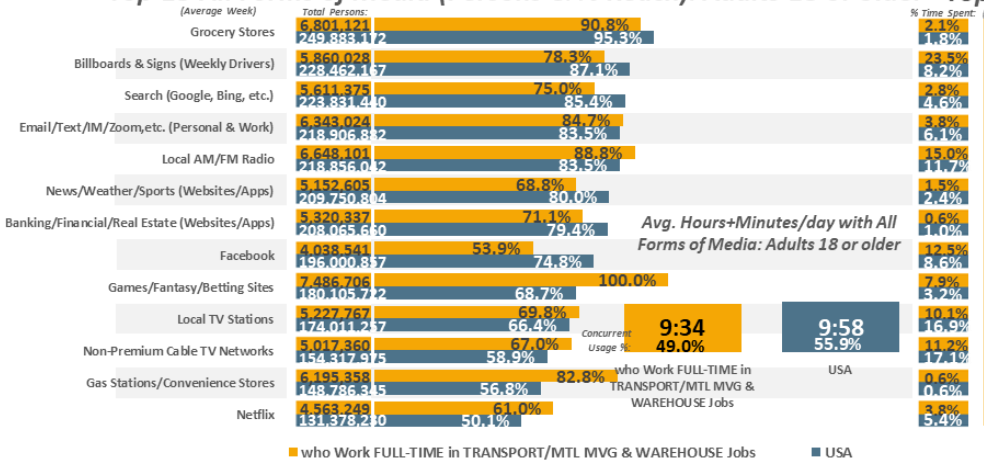
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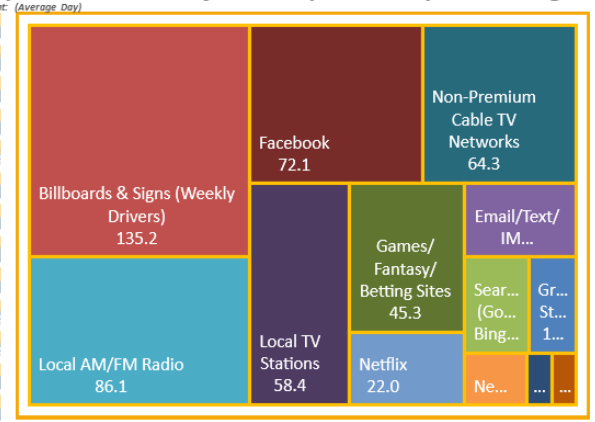
[(Detailed occupation codes: Installation, Maintenance, and Repair Workers AND Employment status: Employed full-time (35 hours or more))]

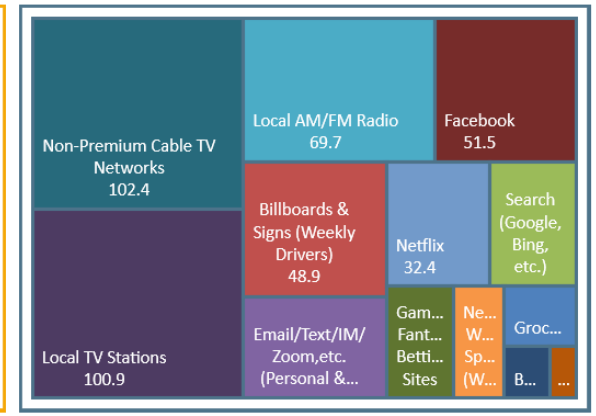
TRANSPORTATION, MATERIAL MOVING & WAREHOUSE

Adults 18 or older who Work FULL-TIME in TRANSPORT/MTL MVG & WAREHOUSE Jobs spend an average of 6 hours and 22 minutes each day with All Forms of Ad-Supported Media. 85.5% listen to Local AM/FM Radio for an avg. of 78.8 minutes/day. *(Local Radio delivers 17.6% of Time with Ad-Supported Media.)*

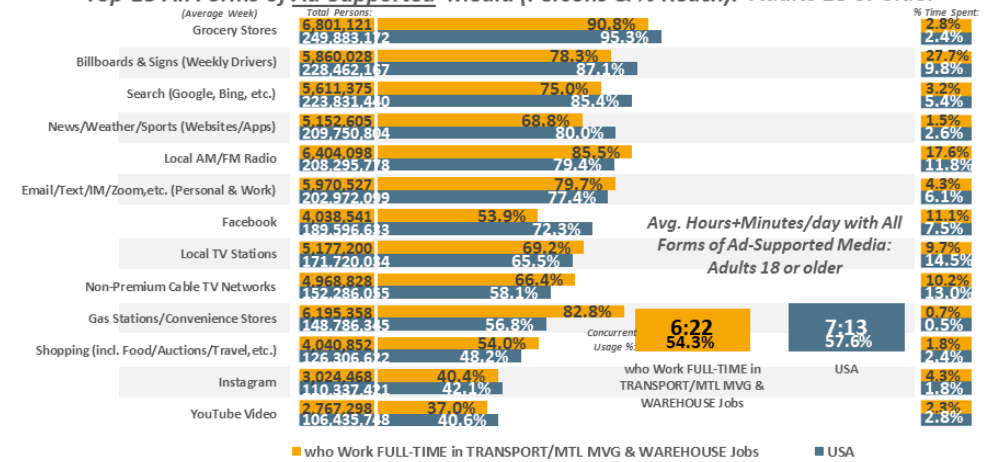
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

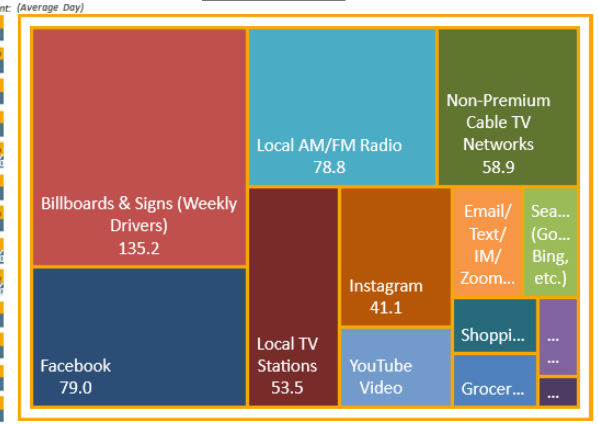


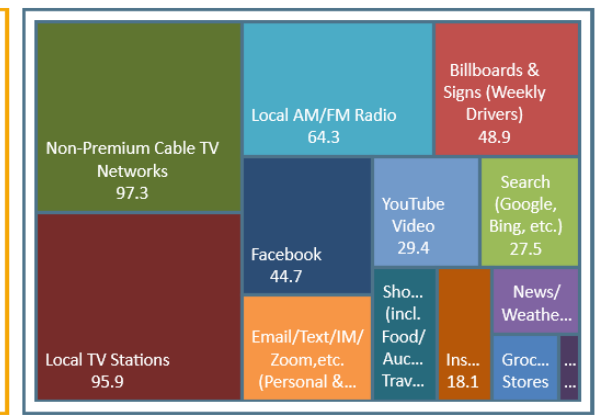




Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older







USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 170

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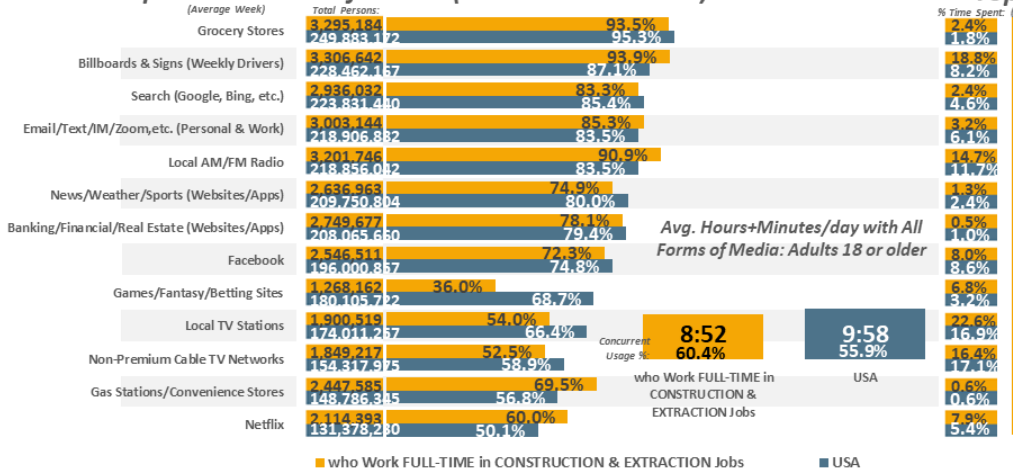
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[(Detailed occupation codes: Transportation and Material Moving AND Employment status: Employed full-time (35 hours or more))]

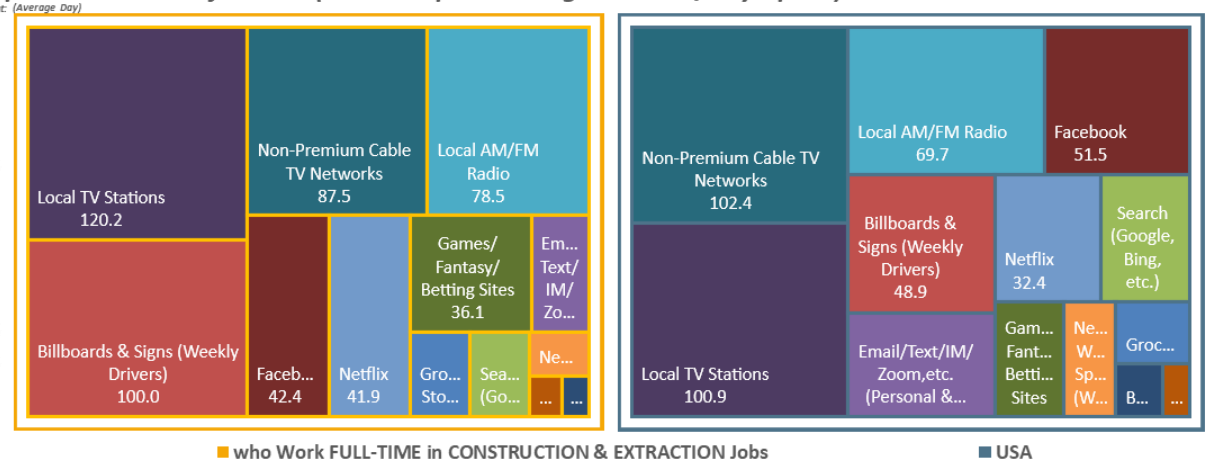
CONSTRUCTION WORKERS

Adults 18 or older who Work FULL-TIME in CONSTRUCTION & EXTRACTION Jobs spend an average of 6 hours and 10 minutes each day with All Forms of Ad-Supported Media. 87.9% listen to Local AM/FM Radio for an avg. of 75.3 minutes/day. *(Local Radio delivers 17.9% of Time with Ad-Supported Media.)*

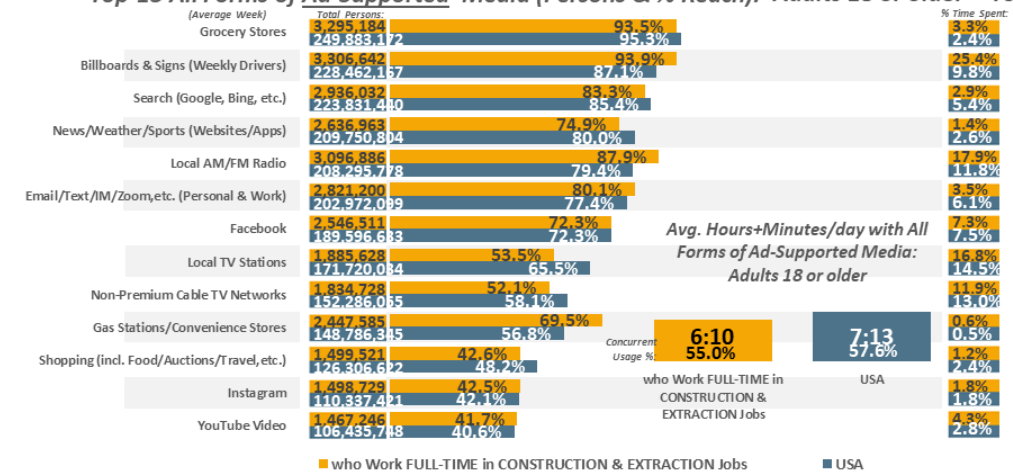
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



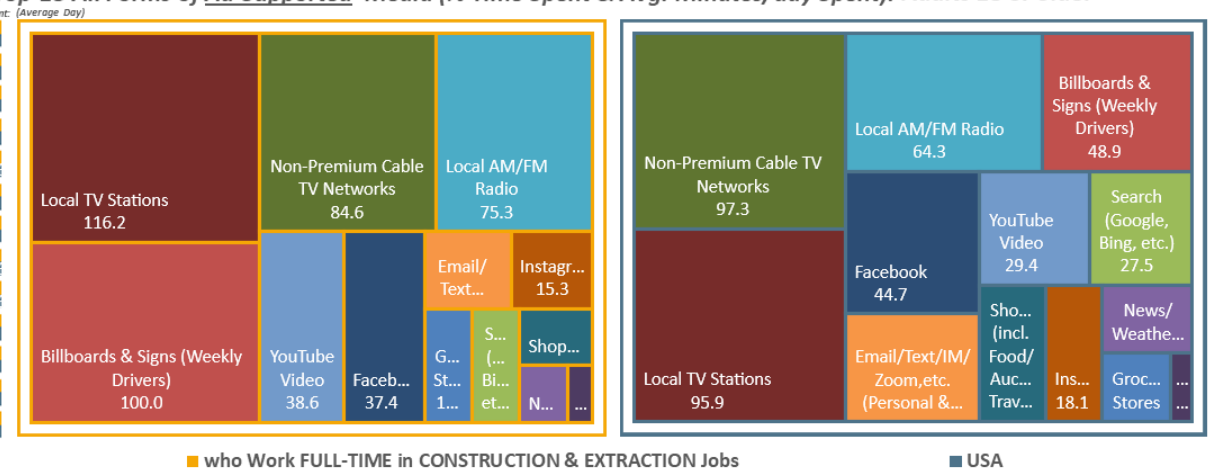
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 98

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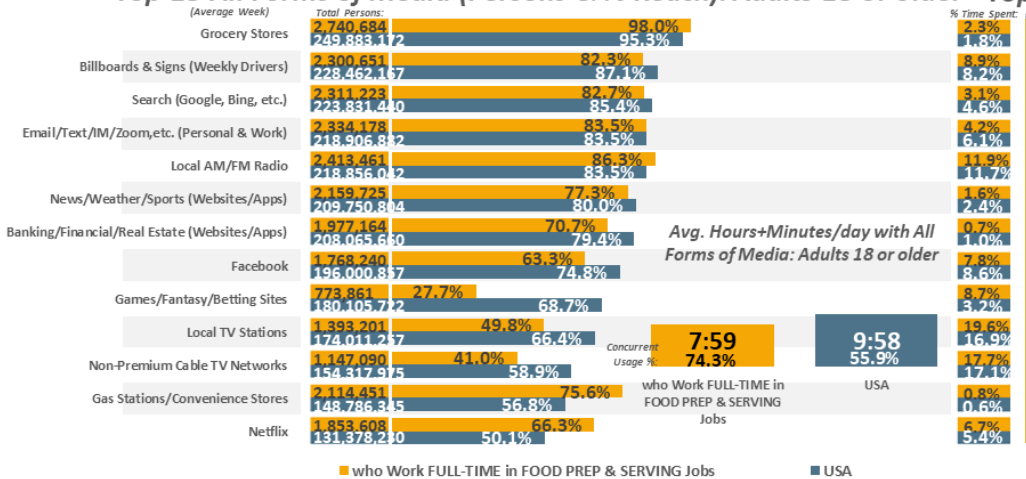
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[(Detailed occupation codes: Construction and Extraction AND Employment status: Employed full-time (35 hours or more))]

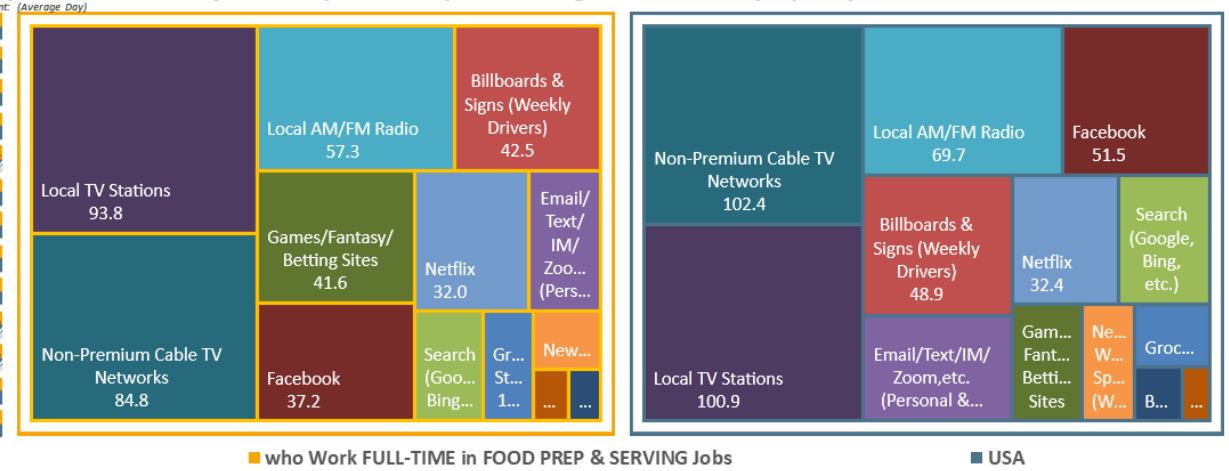
FOOD PREP & SERVING

Adults 18 or older who Work FULL-TIME in FOOD PREP & SERVING Jobs spend an average of 5 hours and 23 minutes each day with All Forms of Ad-Supported Media. 83.5% listen to Local AM/FM Radio for an avg. of 51.4 minutes/day. *(Local Radio delivers 13.3% of Time with Ad-Supported Media.)*

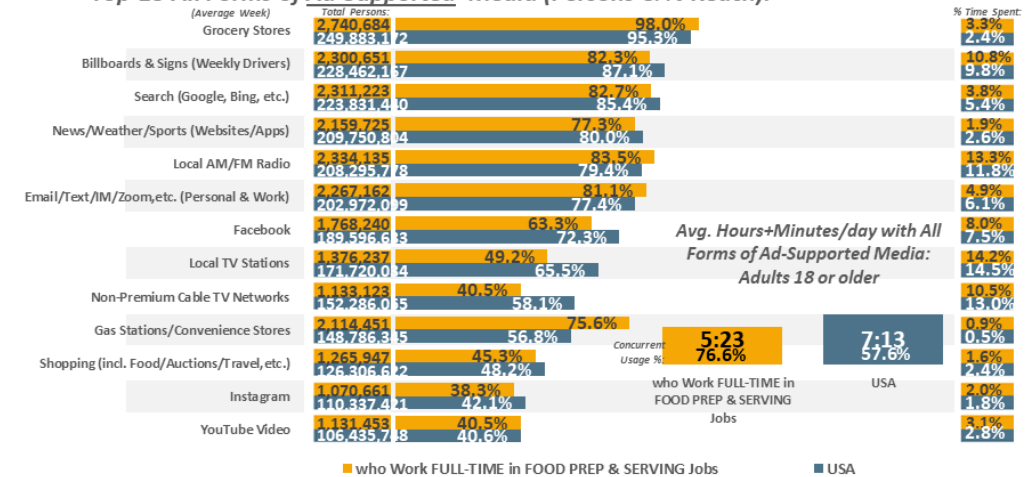
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



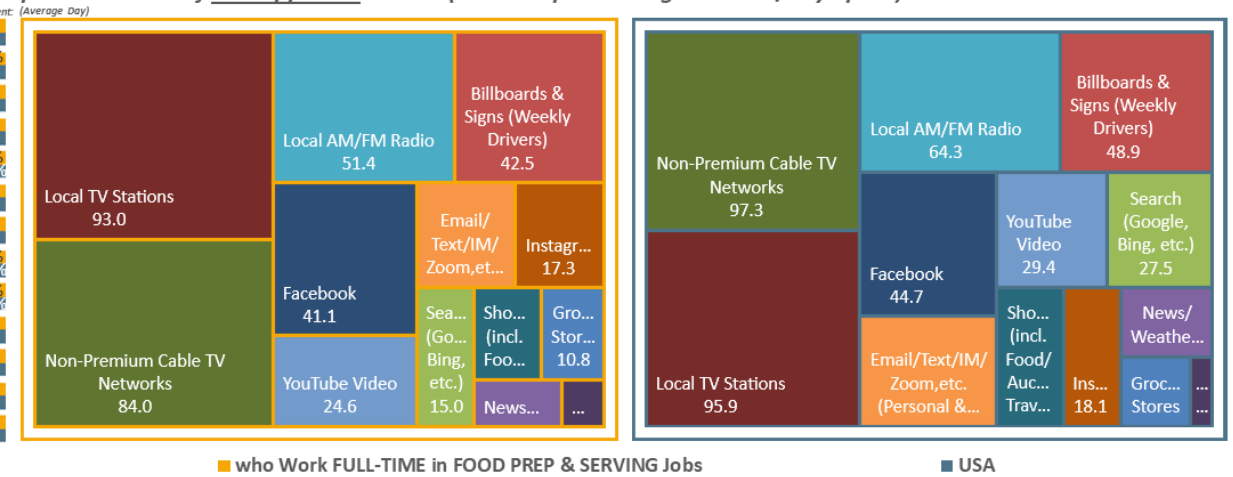
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 74

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

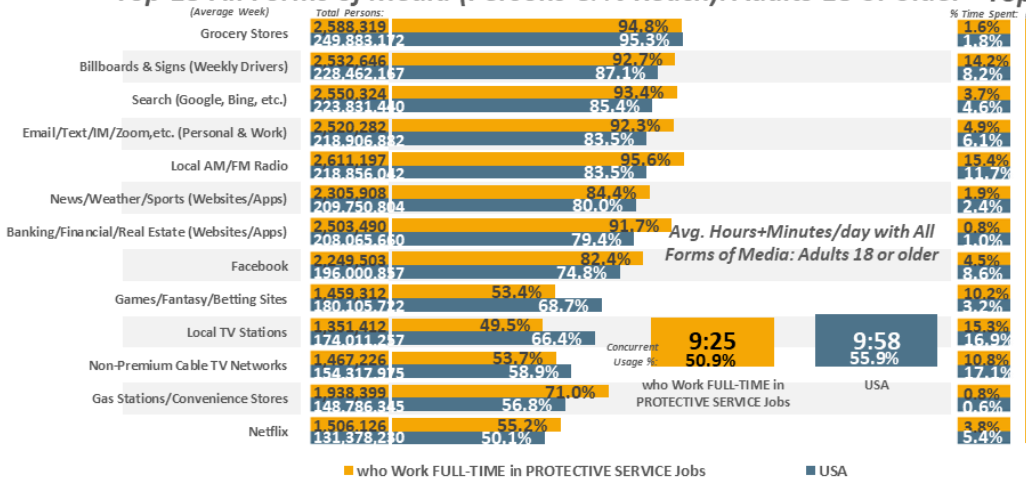
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[(Detailed occupation codes: Food Preparation and Serving AND Employment status: Employed full-time (35 hours or more))]

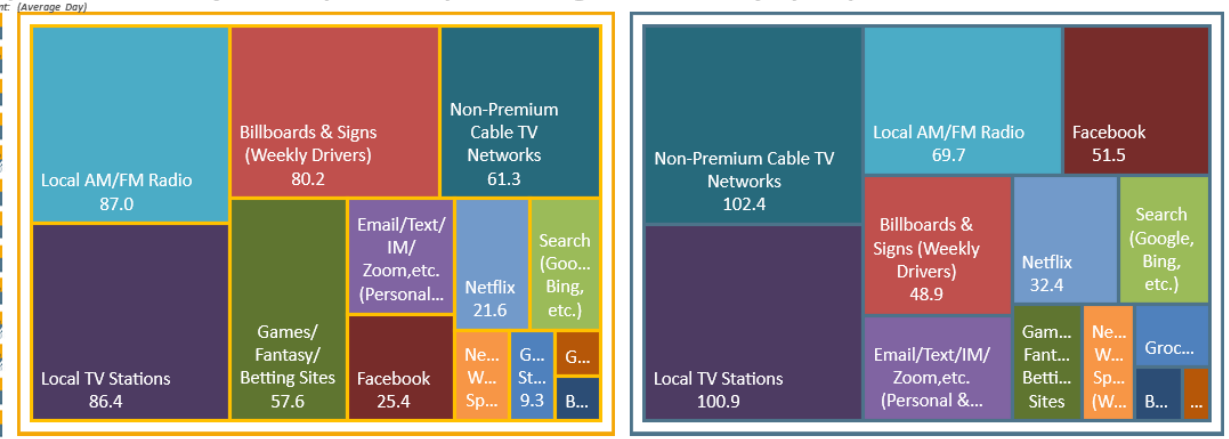
PROTECTIVE SERVICE

Adults 18 or older who Work FULL-TIME in PROTECTIVE SERVICE Jobs spend an average of 6 hours and 3 minutes each day with All Forms of Ad-Supported Media. 93.6% listen to Local AM/FM Radio for an avg. of 85.2 minutes/day. *(Local Radio delivers 22.% of Time with Ad-Supported Media.)*

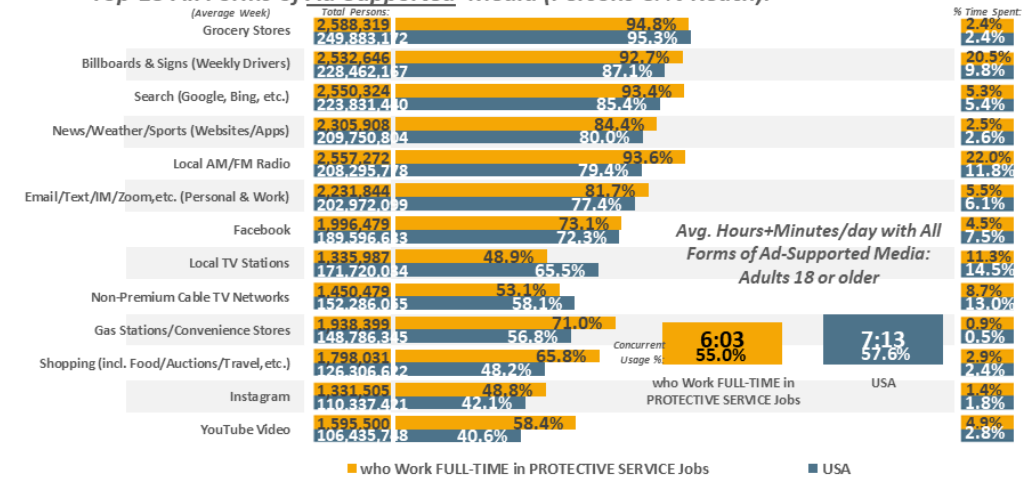
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



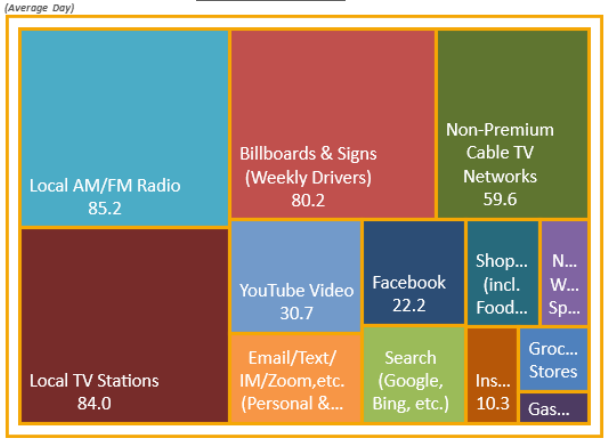
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 83

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

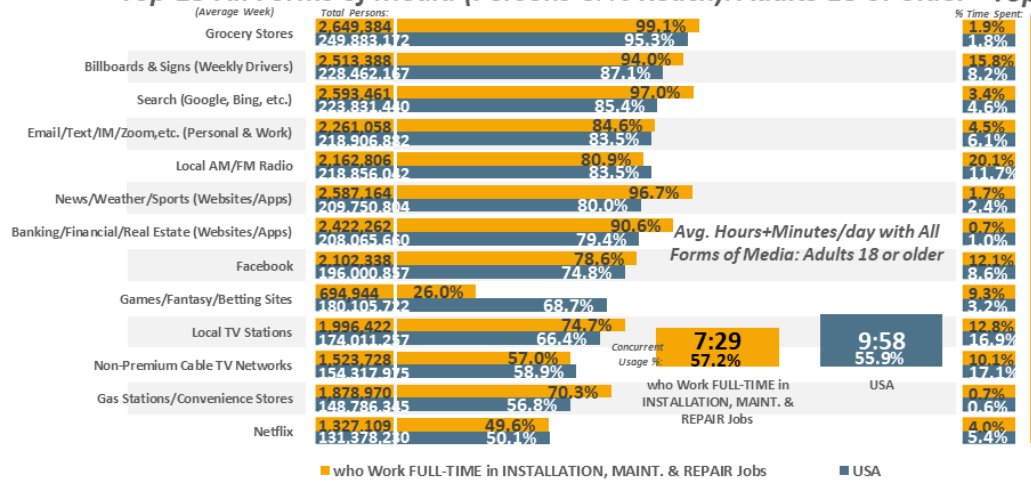
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[(Detailed occupation codes: Protective Service AND Employment status: Employed full-time (35 hours or more))]

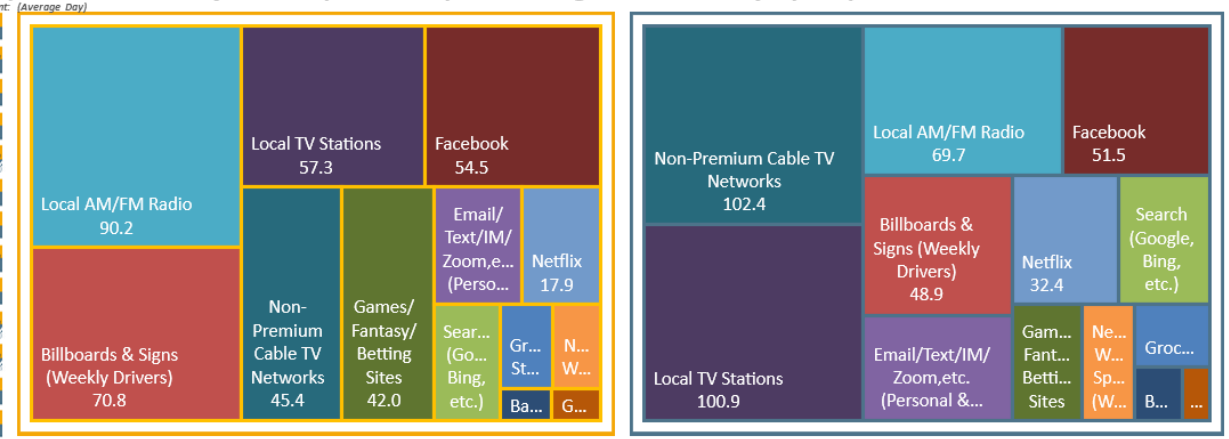
INSTALLATION, MAINT & REPAIR

Adults 18 or older who Work FULL-TIME in INSTALLATION, MAINT. & REPAIR Jobs spend an average of 5 hours and 13 minutes each day with All Forms of Ad-Supported Media. 80.% listen to Local AM/FM Radio for an avg. of 88.2 minutes/day. *(Local Radio delivers 22.5% of Time with Ad-Supported Media.)*

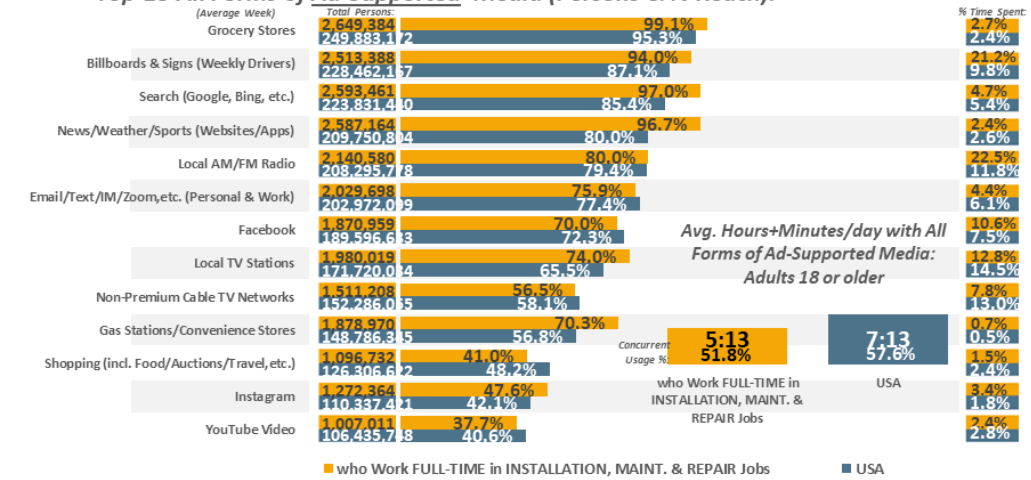
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



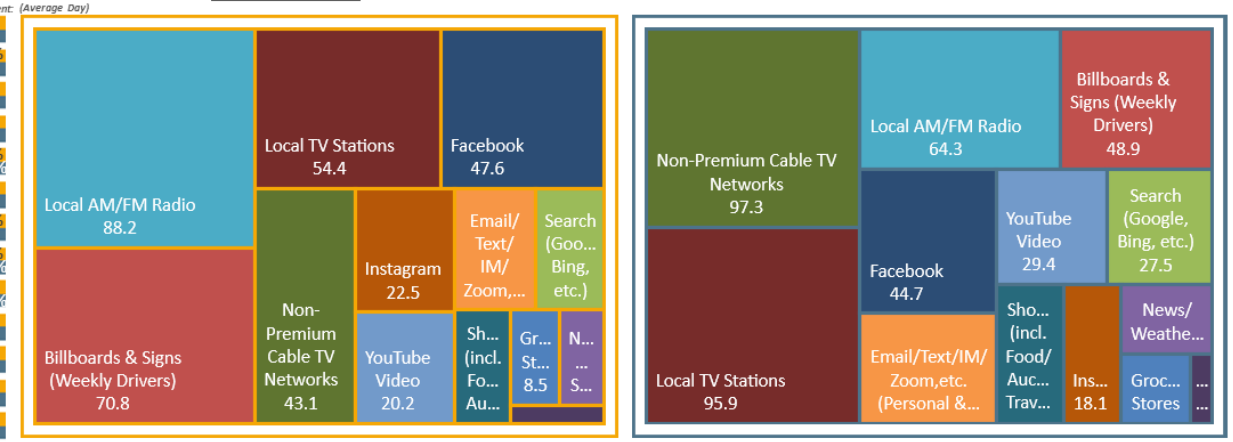
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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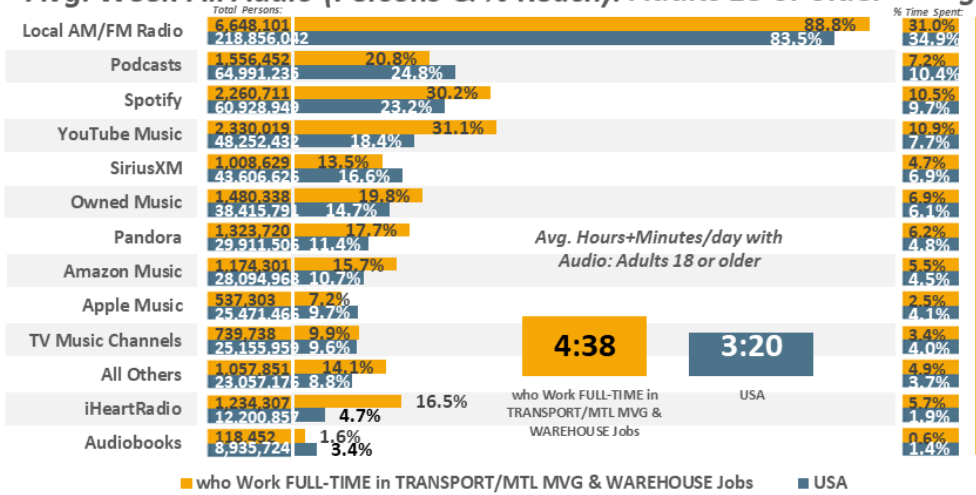
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[(Detailed occupation codes: Installation, Maintenance, and Repair Workers AND Employment status: Employed full-time (35 hours or more))]

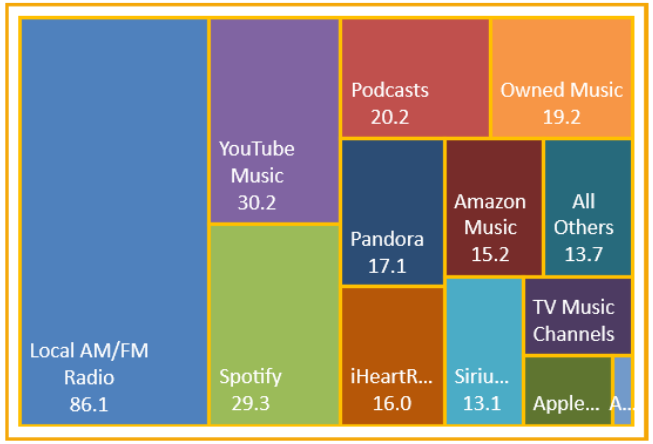
TRANSPORTATION, MATERIAL MOVING & WAREHOUSE

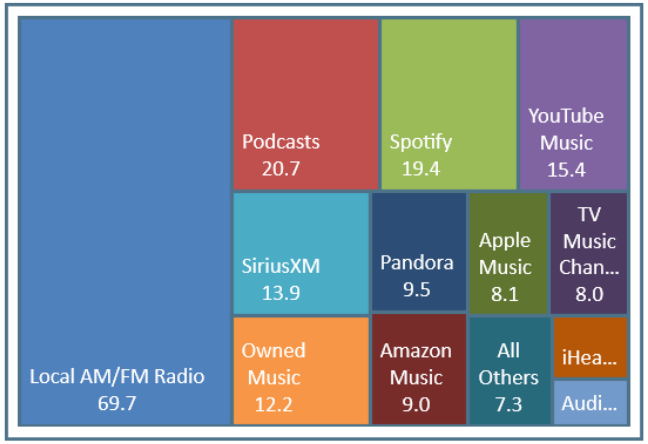
6,404,098 or 85.5% of Adults 18 or older who Work FULL-TIME in TRANSPORT/MTL MVG & WAREHOUSE Jobs listen to Ad-Supported Local AM/FM Radio for an average of 78.8 minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.

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

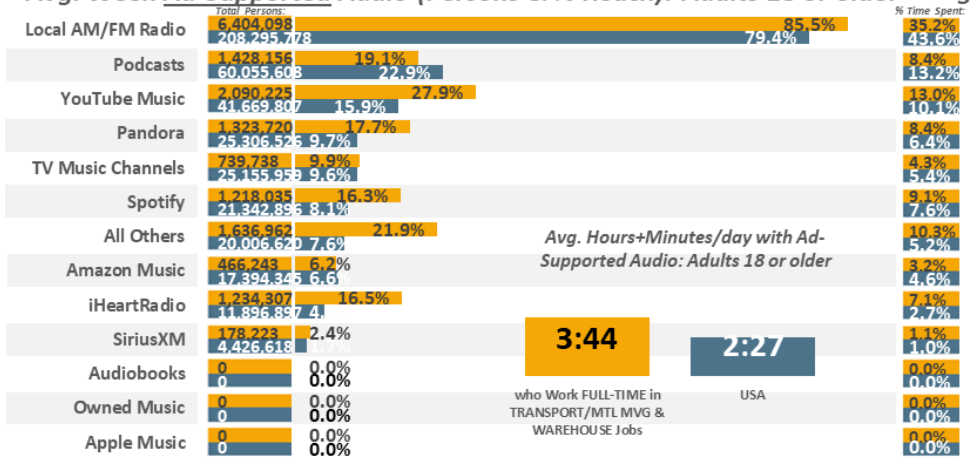


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

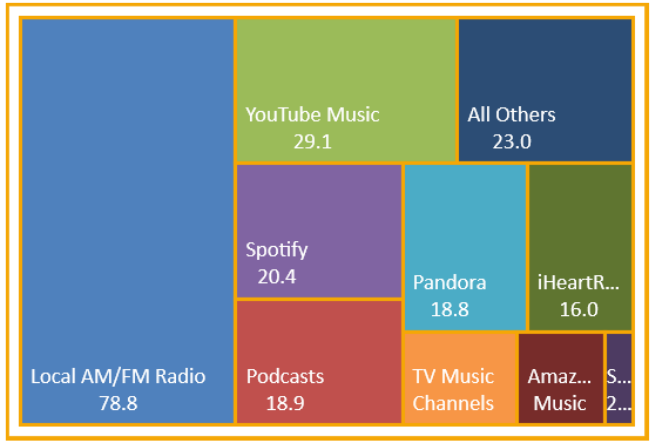


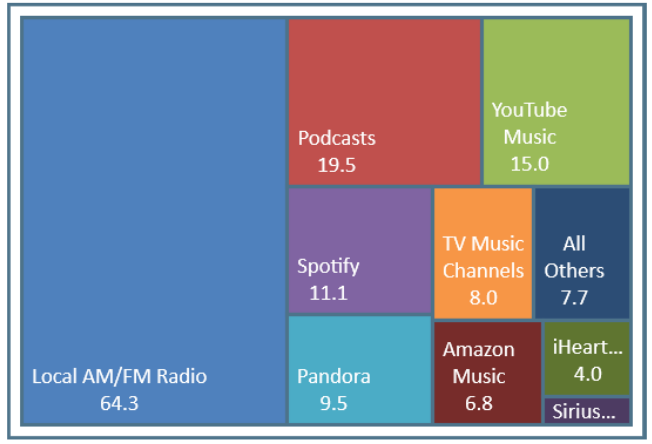


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 170

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

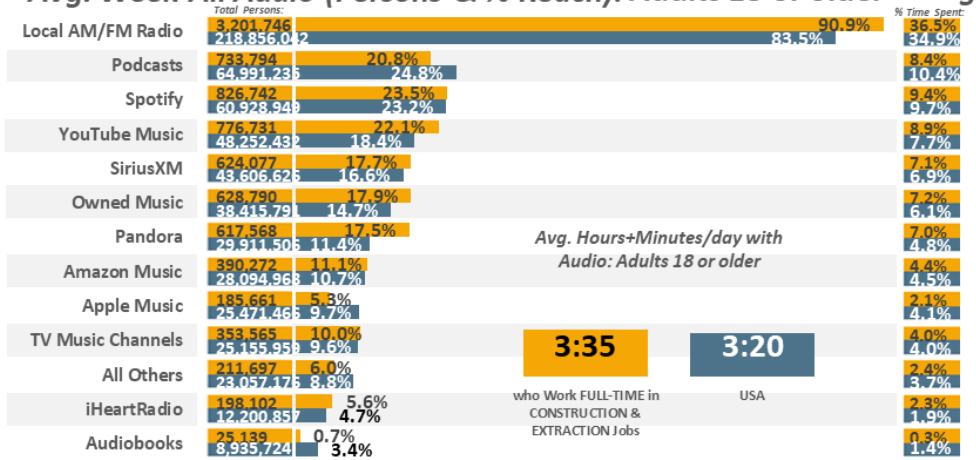
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[(Detailed occupation codes: Transportation and Material Moving AND Employment status: Employed full-time (35 hours or more))]

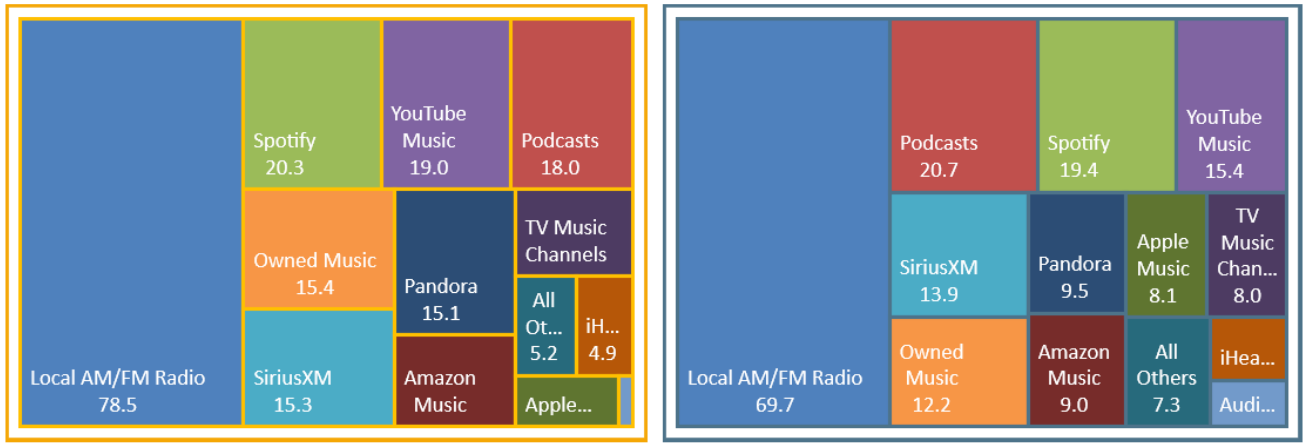
CONSTRUCTION WORKERS

3,096,886 or 87.9% of Adults 18 or older who Work FULL-TIME in CONSTRUCTION & EXTRACTION Jobs listen to Ad-Supported Local AM/FM Radio for an average of 75.3 minutes every day representing 44.9% of all time spent daily with Ad-Supported Audio.

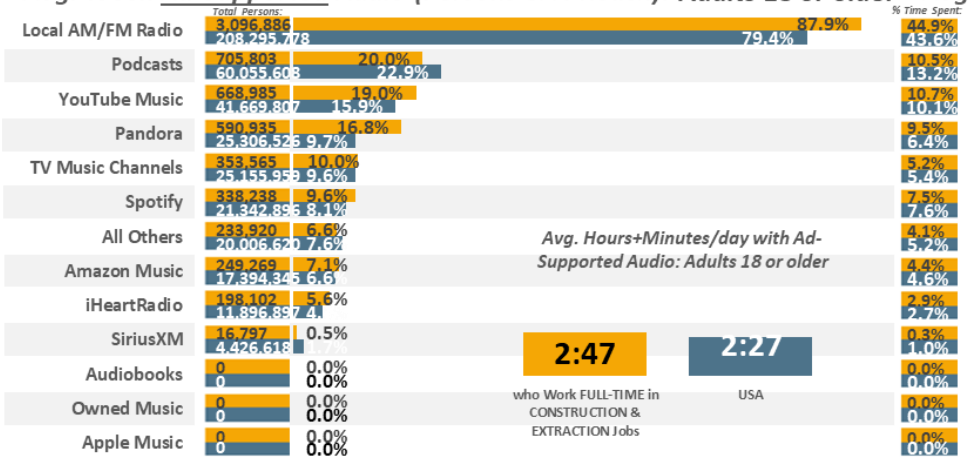
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



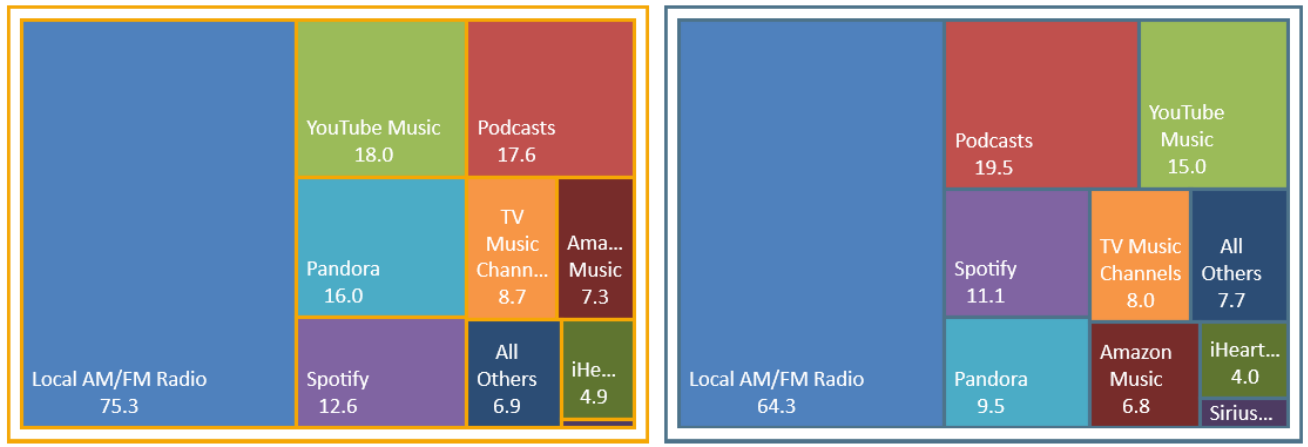
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 98

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

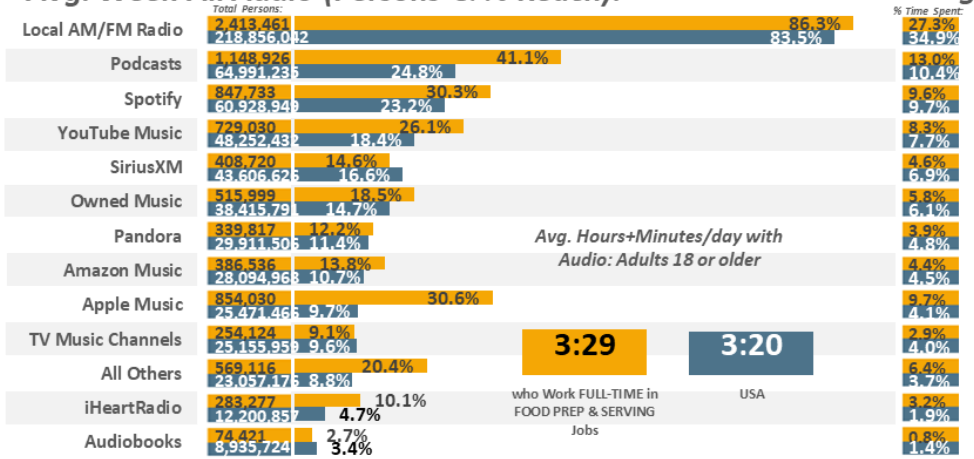
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[(Detailed occupation codes: Construction and Extraction AND Employment status: Employed full-time (35 hours or more))]

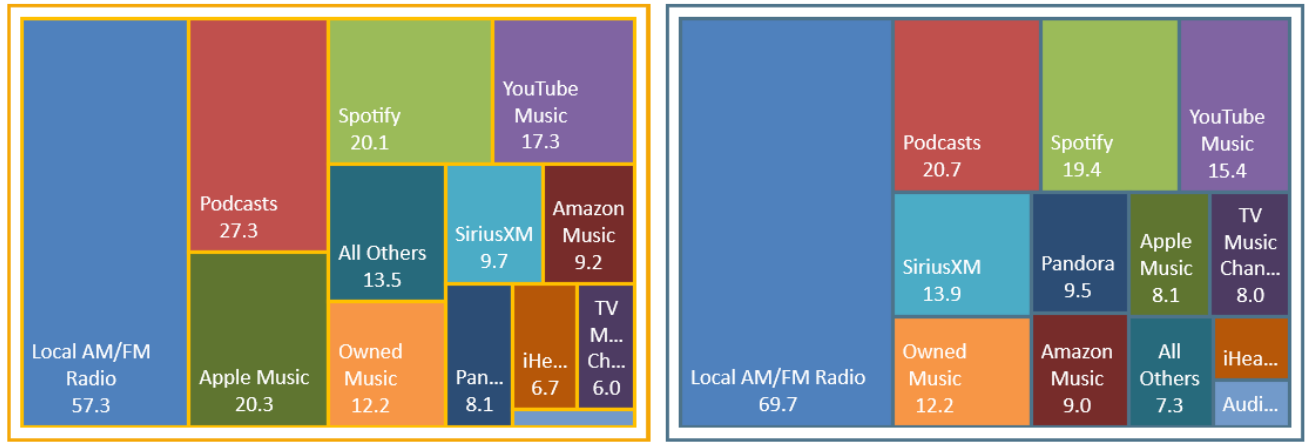
FOOD PREP & SERVING

2,334,135 or 83.5% of Adults 18 or older who Work FULL-TIME in FOOD PREP & SERVING Jobs listen to Ad-Supported Local AM/FM Radio for an average of 51.4 minutes every day representing 35.5% of all time spent daily with Ad-Supported Audio.

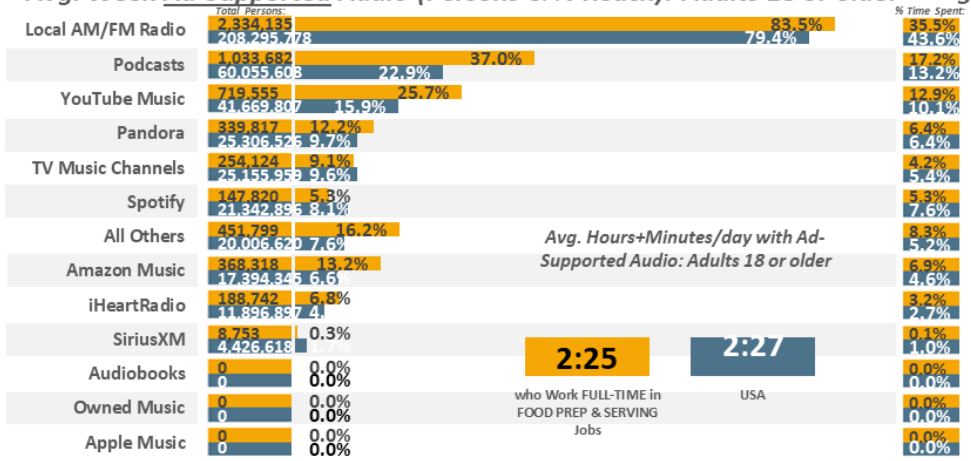
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



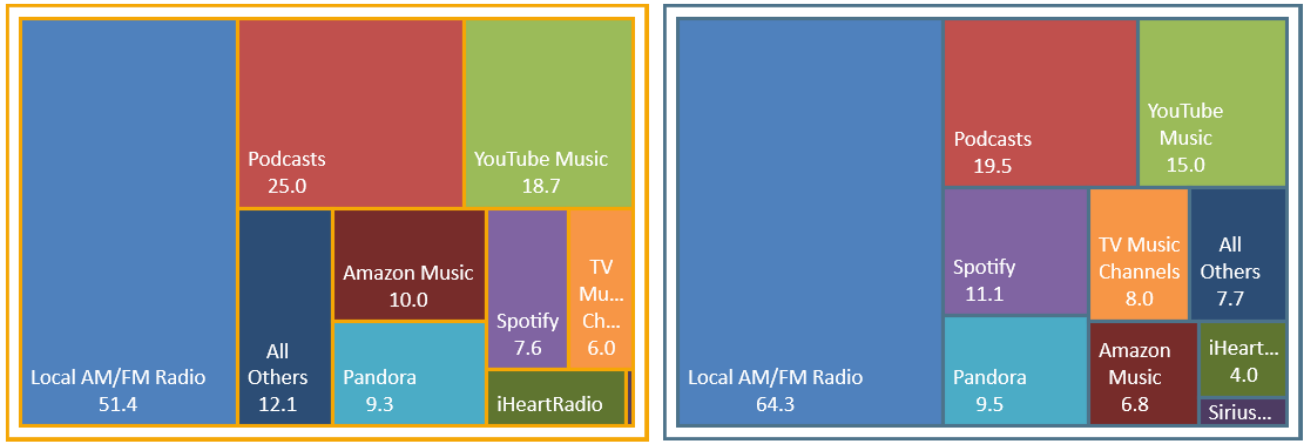
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 74

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

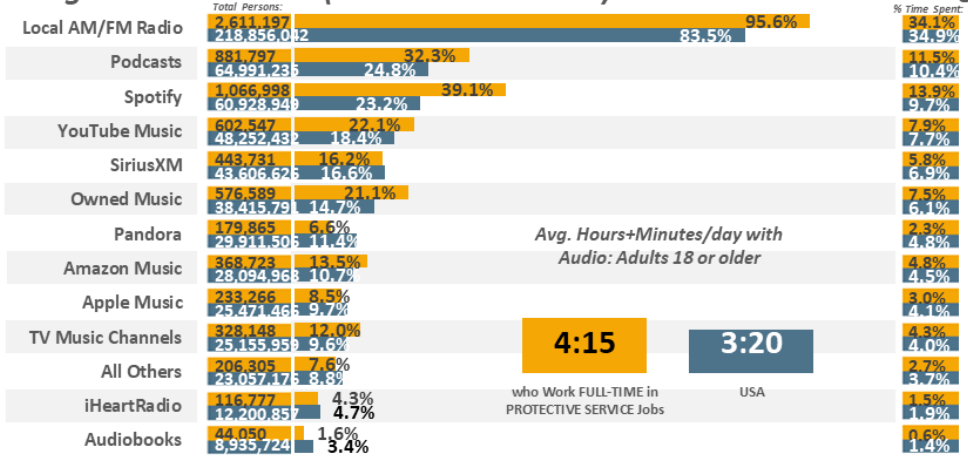
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[(Detailed occupation codes: Food Preparation and Serving AND Employment status: Employed full-time (35 hours or more))]

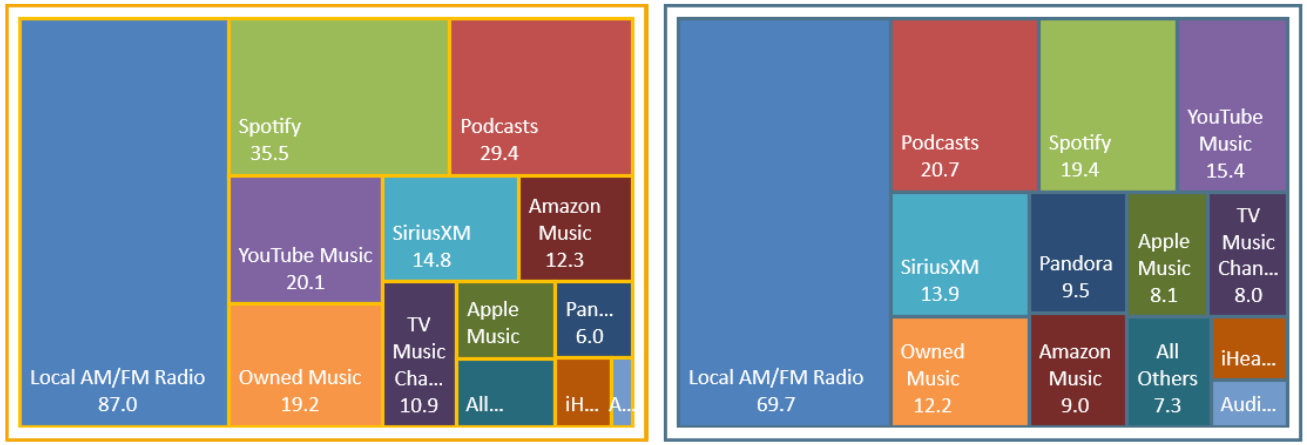
PROTECTIVE SERVICE

2,557,272 or 93.6% of Adults 18 or older who Work FULL-TIME in PROTECTIVE SERVICE Jobs listen to Ad-Supported Local AM/FM Radio for an average of 85.2 minutes every day representing 45.8% of all time spent daily with Ad-Supported Audio.

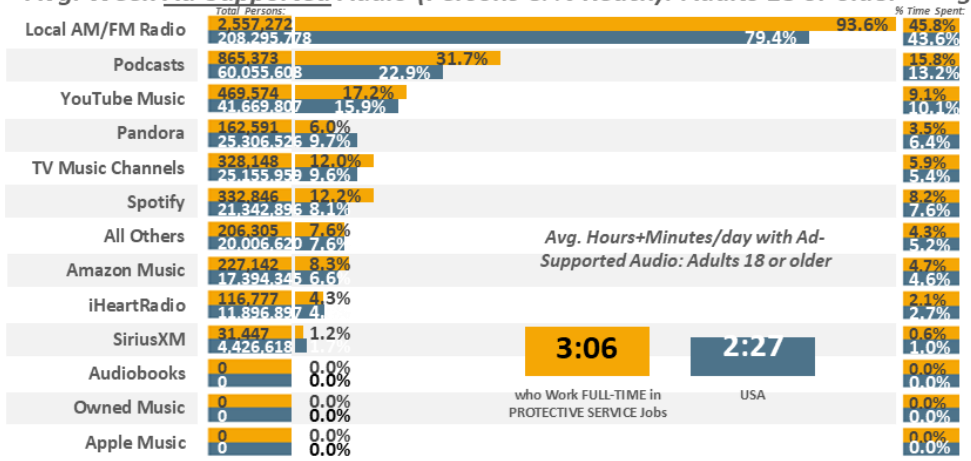
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



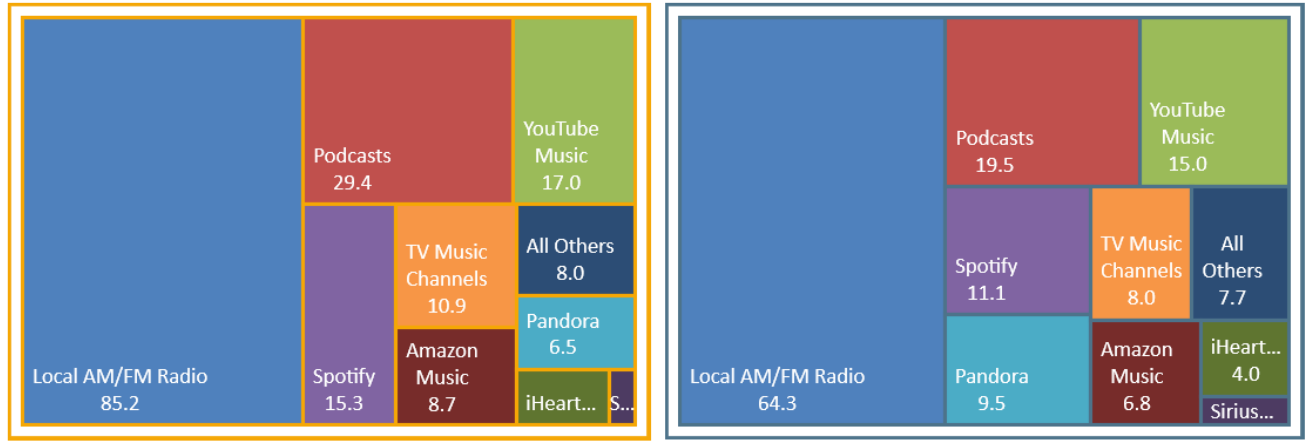
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 83

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

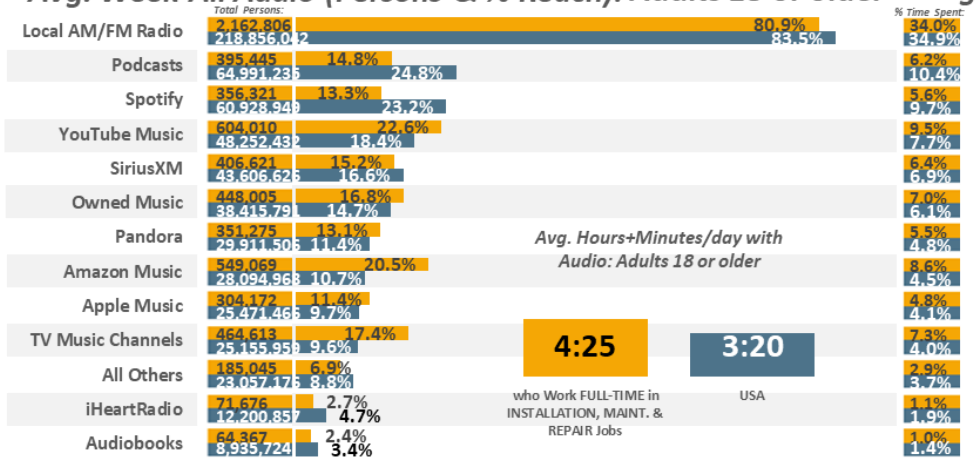
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[(Detailed occupation codes: Protective Service AND Employment status: Employed full-time (35 hours or more))]

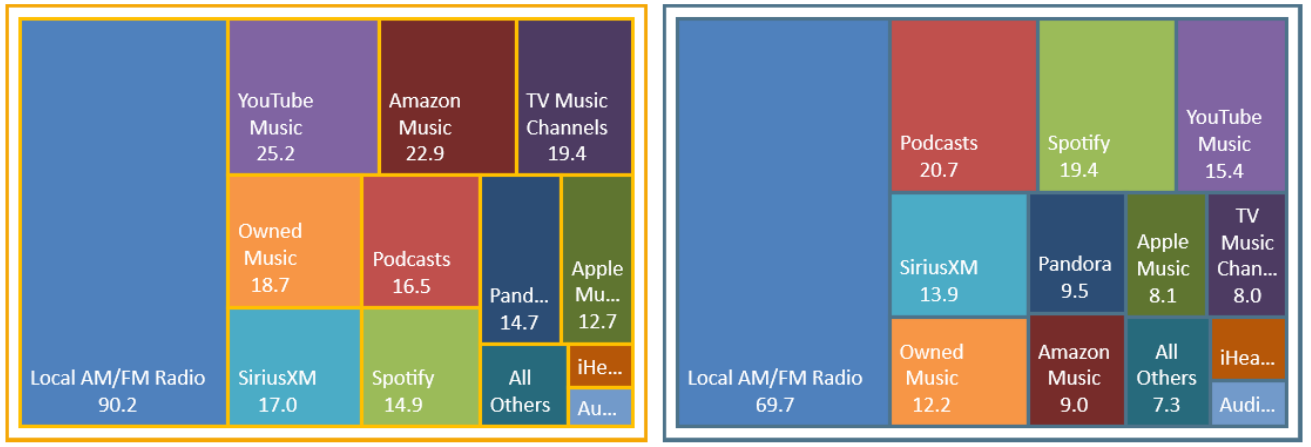
INSTALLATION, MAINT & REPAIR

2,140,580 or 80.% of Adults 18 or older who Work FULL-TIME in INSTALLATION, MAINT. & REPAIR Jobs listen to Ad-Supported Local AM/FM Radio for an average of 88.2 minutes every day representing 44.1% of all time spent daily with Ad-Supported Audio.

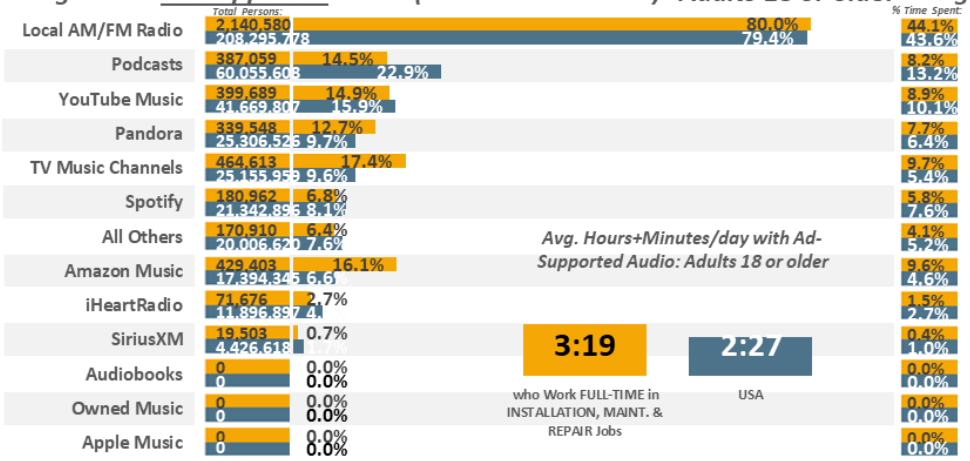
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



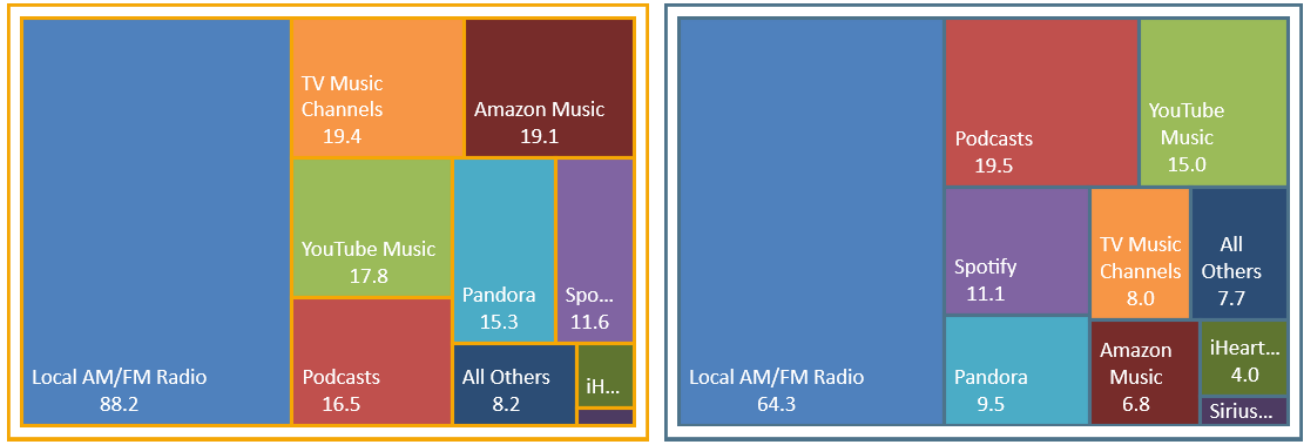
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 68

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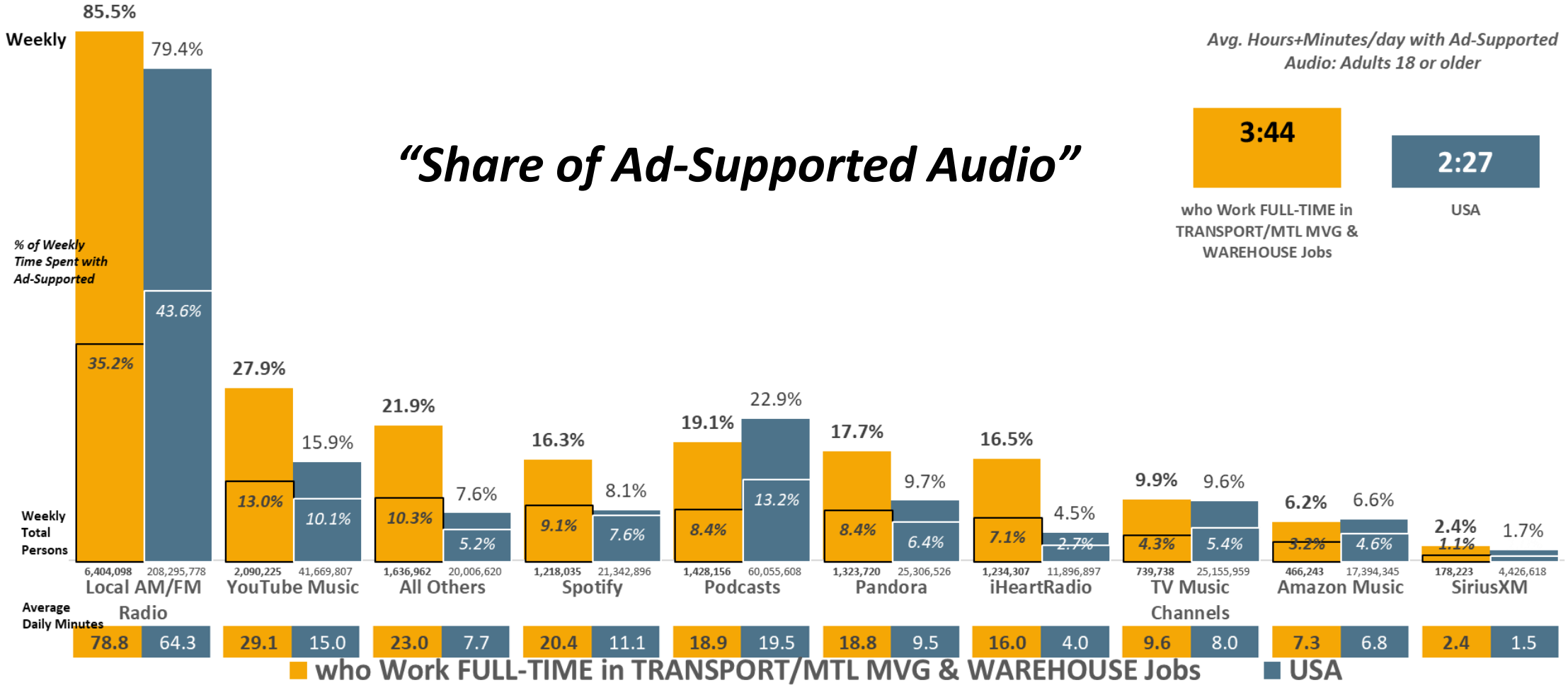
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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[(Detailed occupation codes: Installation, Maintenance, and Repair Workers AND Employment status: Employed full-time (35 hours or more))]

TRANSPORTATION, MATERIAL MOVING & WAREHOUSE

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USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 170

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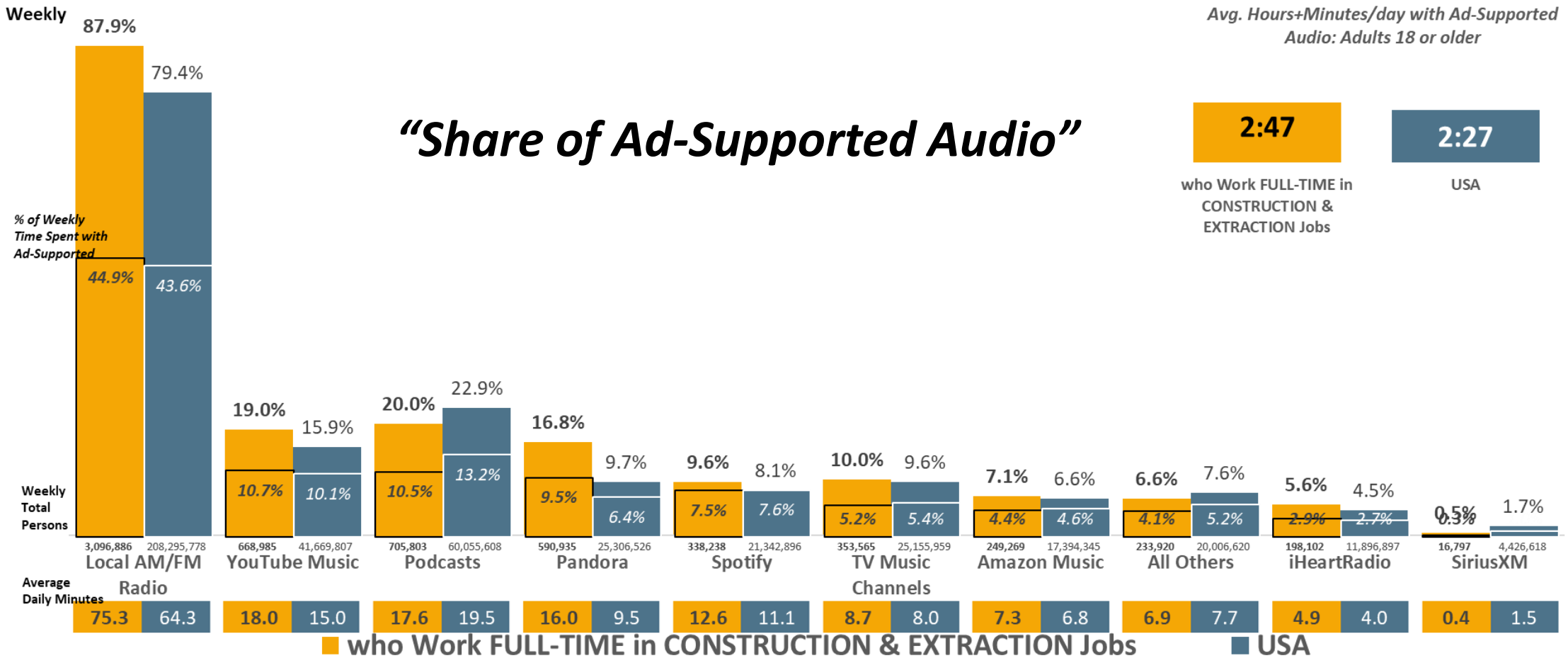
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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[(Detailed occupation codes: Transportation and Material Moving AND Employment status: Employed full-time (35 hours or more))]

CONSTRUCTION WORKERS

3,096,886 or 87.9% of Adults 18 or older who Work FULL-TIME in CONSTRUCTION & EXTRACTION Jobs listen to Ad-Supported Local AM/FM Radio for an average of 75.3 minutes every day representing 44.9% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 98

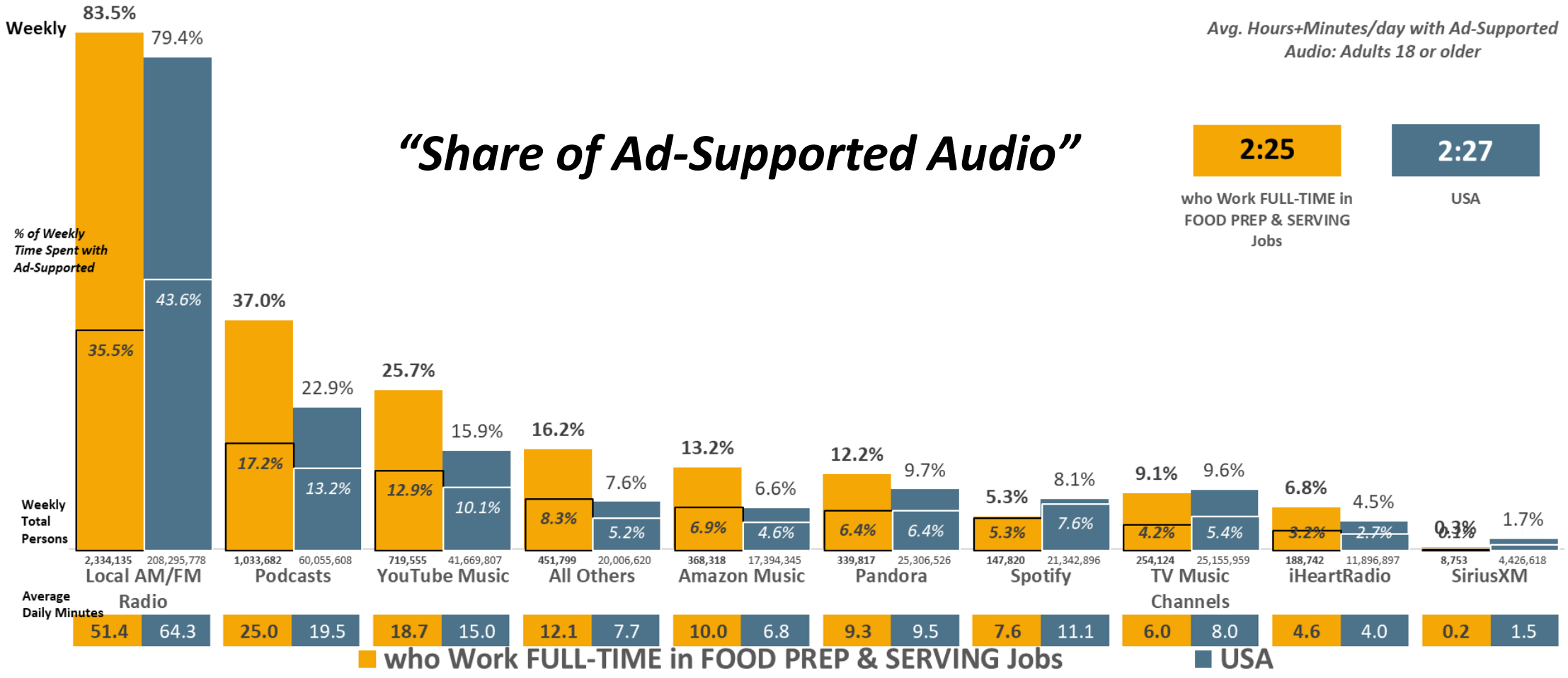
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[(Detailed occupation codes: Construction and Extraction AND Employment status: Employed full-time (35 hours or more))]

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2,334,135 or 83.5% of Adults 18 or older who Work FULL-TIME in FOOD PREP & SERVING Jobs listen to Ad-Supported Local AM/FM Radio for an average of 51.4 minutes every day representing 35.5% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 74
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[(Detailed occupation codes: Food Preparation and Serving AND Employment status: Employed full-time (35 hours or more))]

PROTECTIVE SERVICE

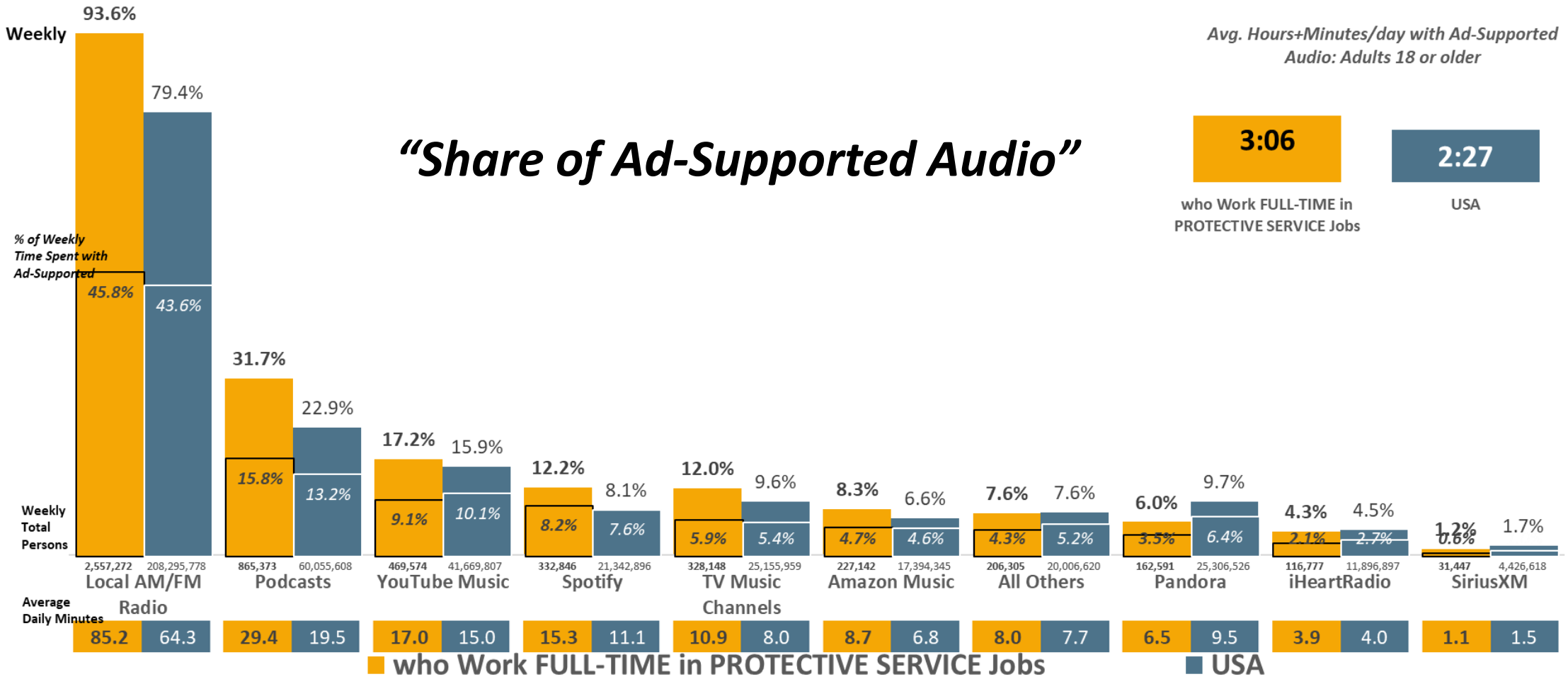
2,557,272 or 93.6% of Adults 18 or older who Work FULL-TIME in PROTECTIVE SERVICE Jobs listen to Ad-Supported Local AM/FM Radio for an average of 85.2 minutes every day representing 45.8% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"

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

3:06 who Work FULL-TIME in PROTECTIVE SERVICE Jobs

2:27 USA



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 83

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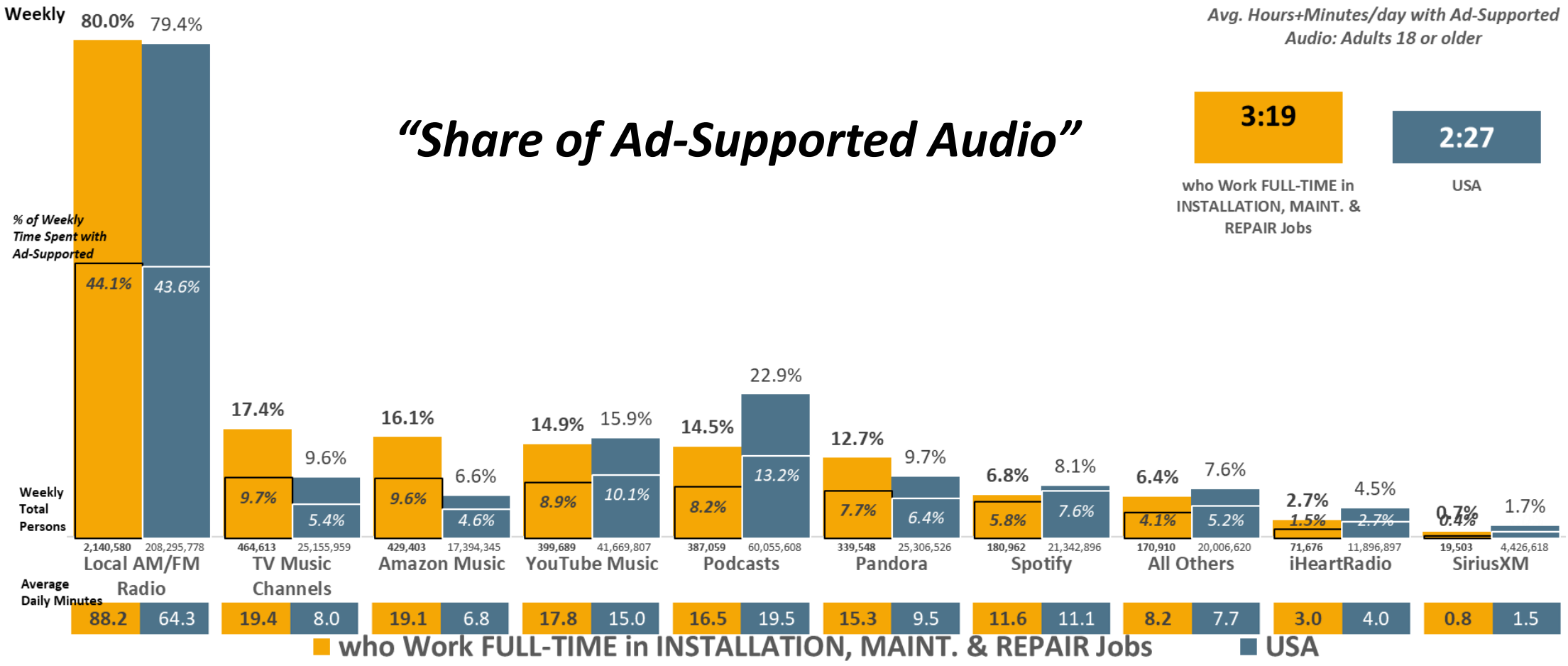
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2,140,580 or 80.% of Adults 18 or older who Work FULL-TIME in INSTALLATION, MAINT. & REPAIR Jobs listen to Ad-Supported Local AM/FM Radio for an average of 88.2 minutes every day representing 44.1% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"



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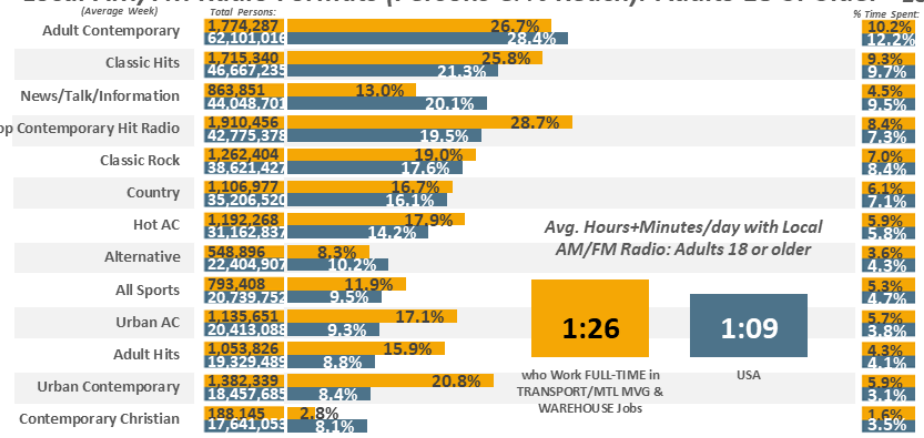
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[(Detailed occupation codes: Installation, Maintenance, and Repair Workers AND Employment status: Employed full-time (35 hours or more))]

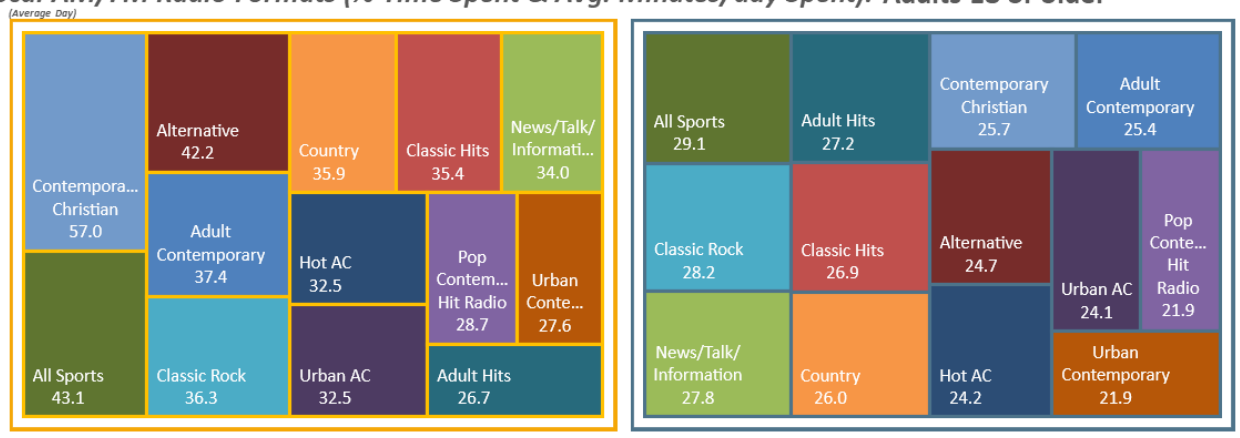
TRANSPORTATION, MATERIAL MOVING & WAREHOUSE

6,404,098 or 85.5% of Adults 18 or older who Work FULL-TIME in TRANSPORT/MTL MVG & WAREHOUSE Jobs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Mexican Regional, Pop Contemporary Hit Radio, Adult Contemporary, Classic Hits, and Urban Con

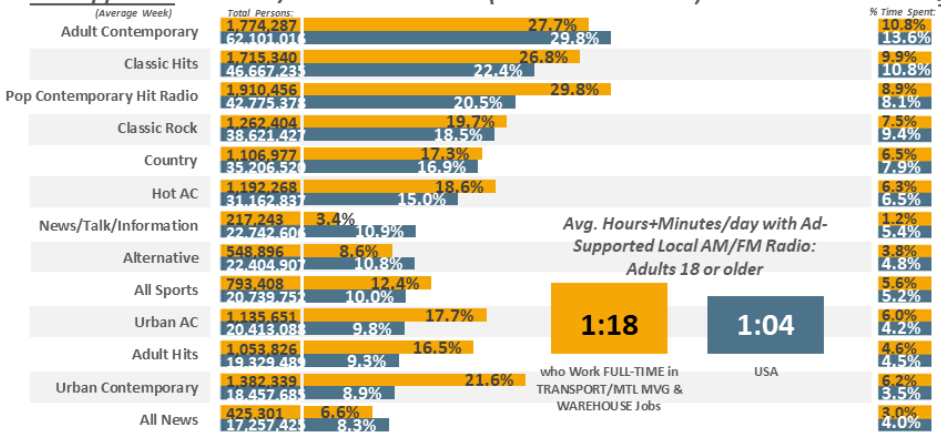
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



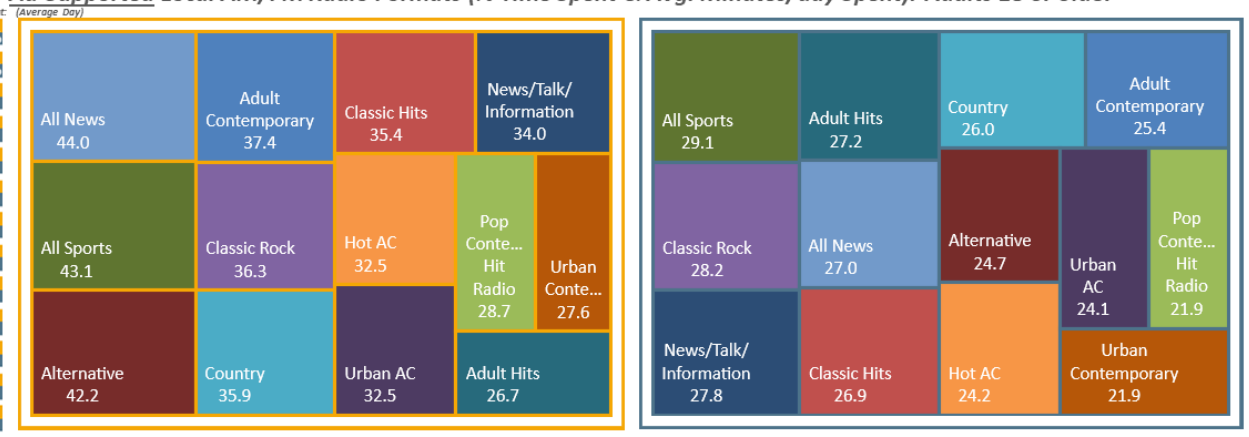
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 170

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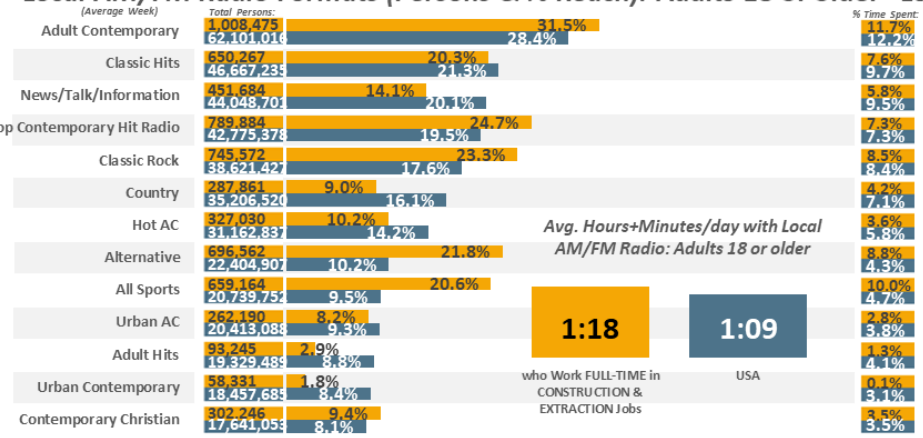
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[(Detailed occupation codes: Transportation and Material Moving AND Employment status: Employed full-time (35 hours or more))]

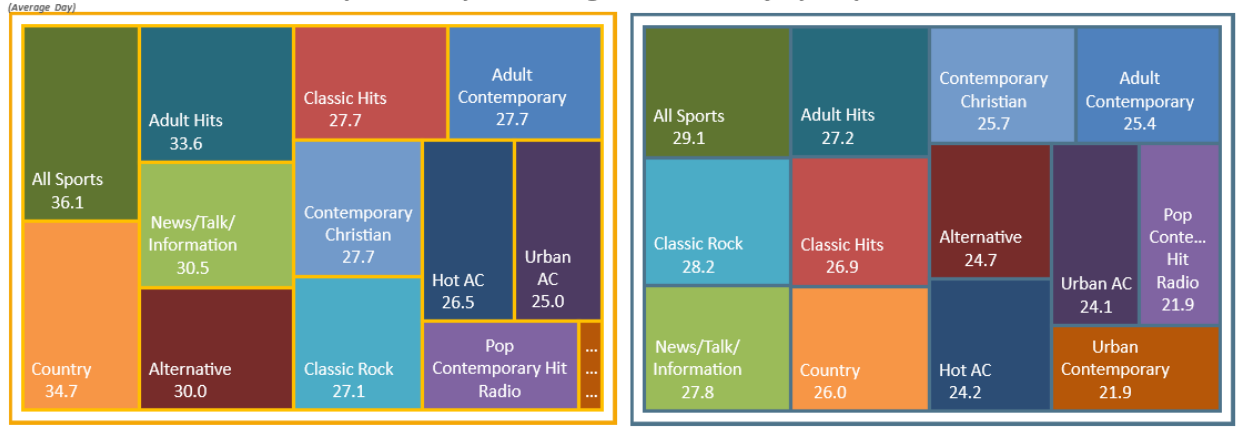
CONSTRUCTION WORKERS

3,096,886 or 87.9% of Adults 18 or older who Work FULL-TIME in CONSTRUCTION & EXTRACTION Jobs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Rock, Alternative, and All Sports.

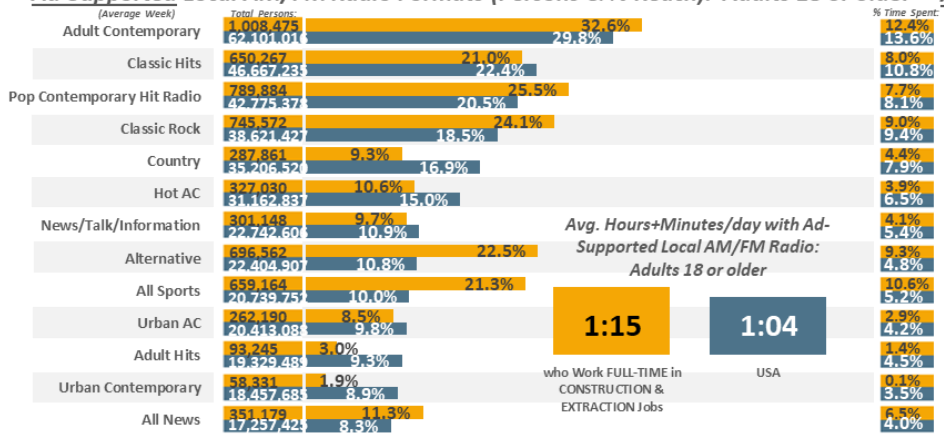
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



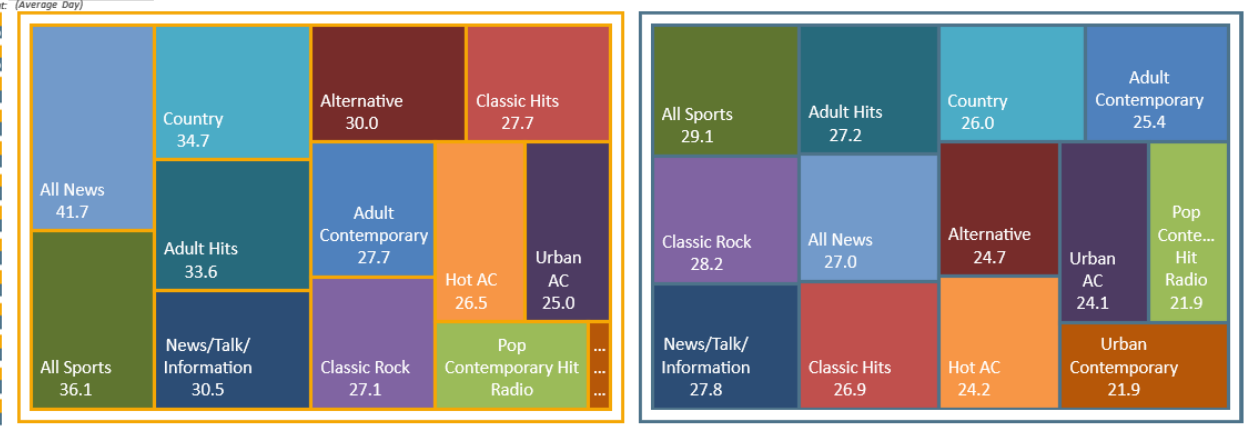
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 98

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

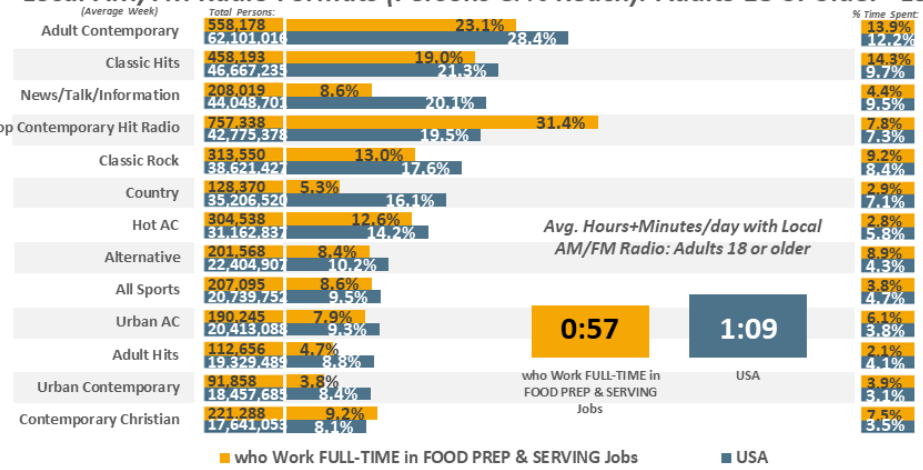
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[(Detailed occupation codes: Construction and Extraction AND Employment status: Employed full-time (35 hours or more))]

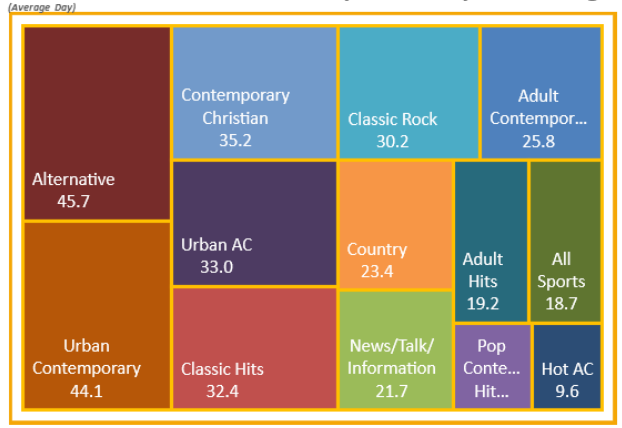
FOOD PREP & SERVING

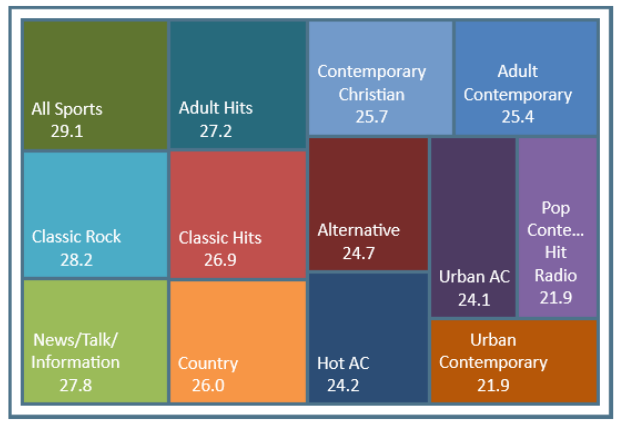
2,334,135 or 83.5% of Adults 18 or older who Work FULL-TIME in FOOD PREP & SERVING Jobs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Hits, Classic Rock, and Hot AC.

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

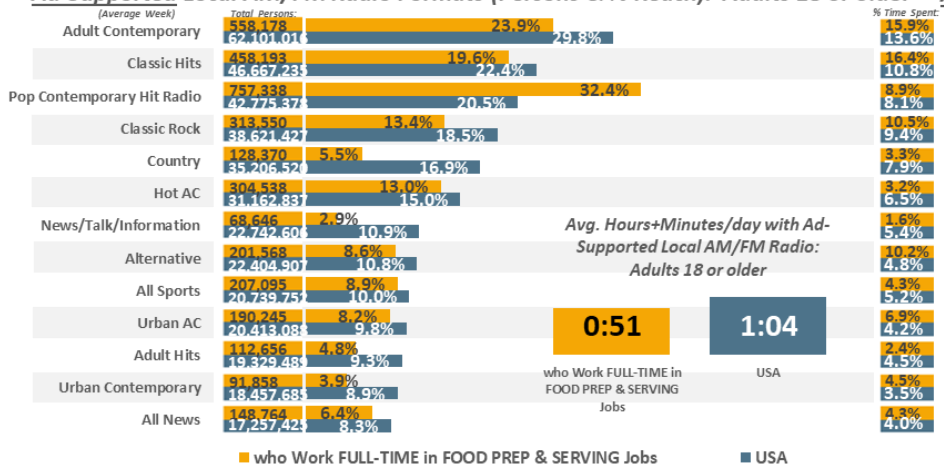


Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

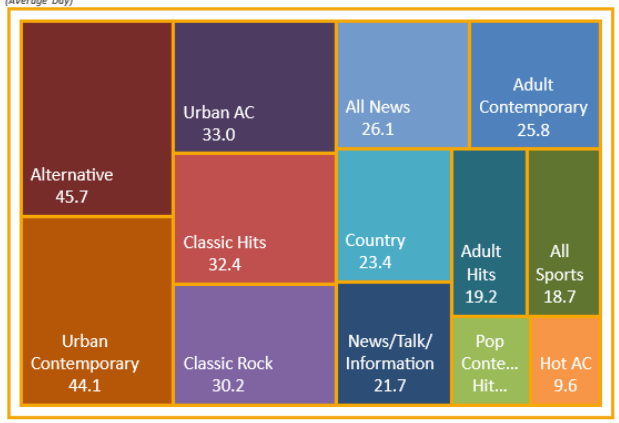


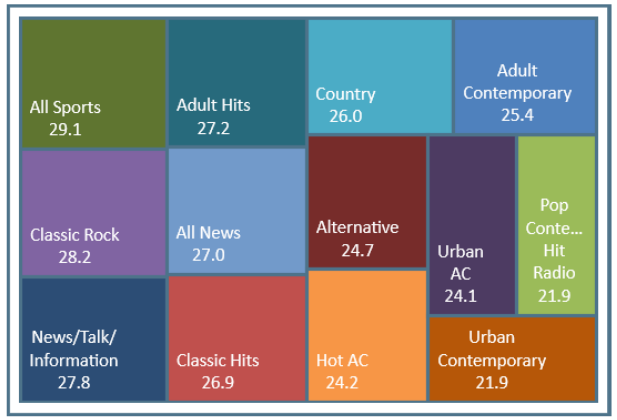


Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 74

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

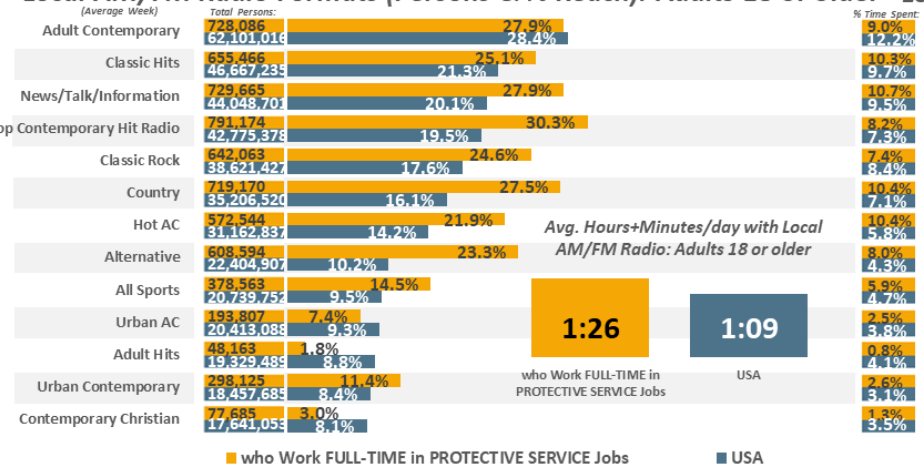
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[(Detailed occupation codes: Food Preparation and Serving AND Employment status: Employed full-time (35 hours or more))]

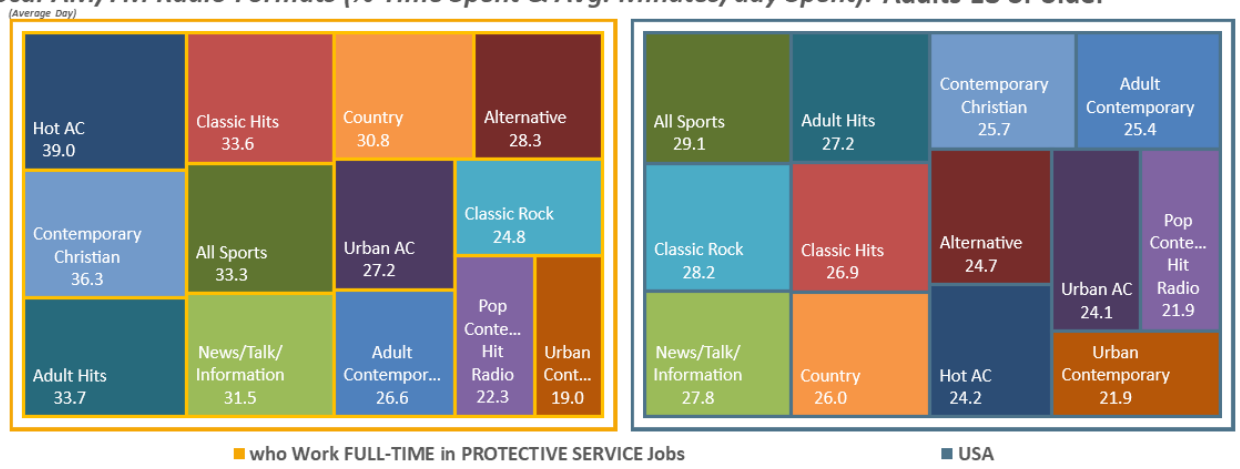
PROTECTIVE SERVICE

2,557,272 or 93.6% of Adults 18 or older who Work FULL-TIME in PROTECTIVE SERVICE Jobs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Country, News/Talk/Information, and Classic Hits.

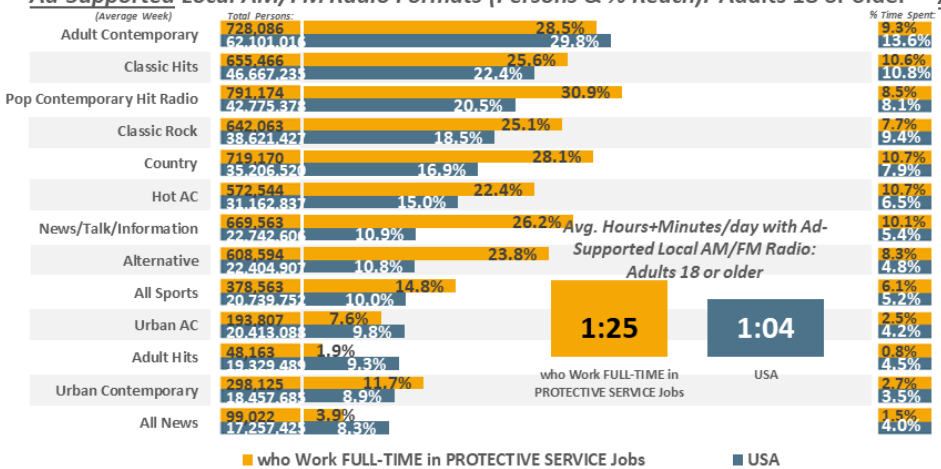
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



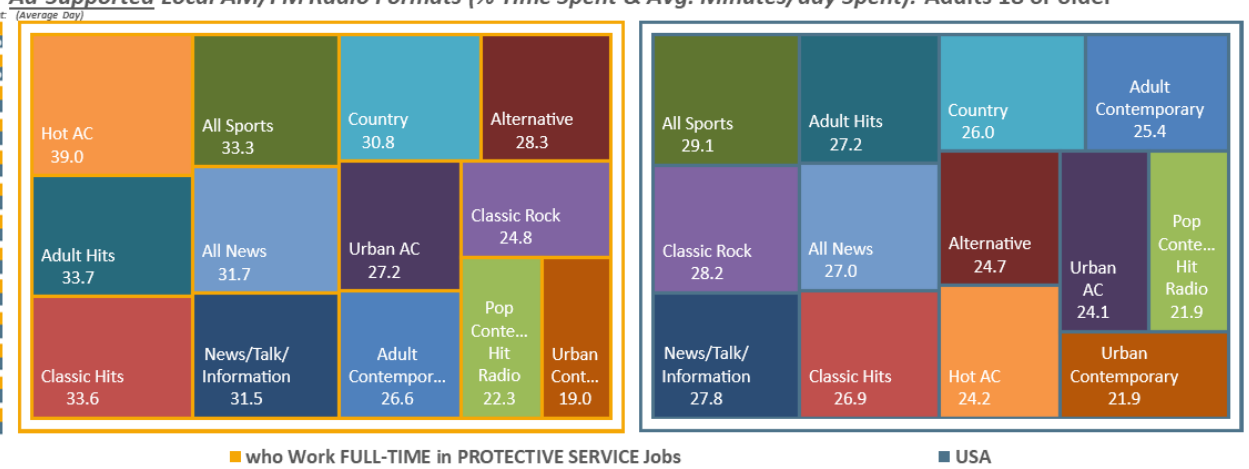
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 83

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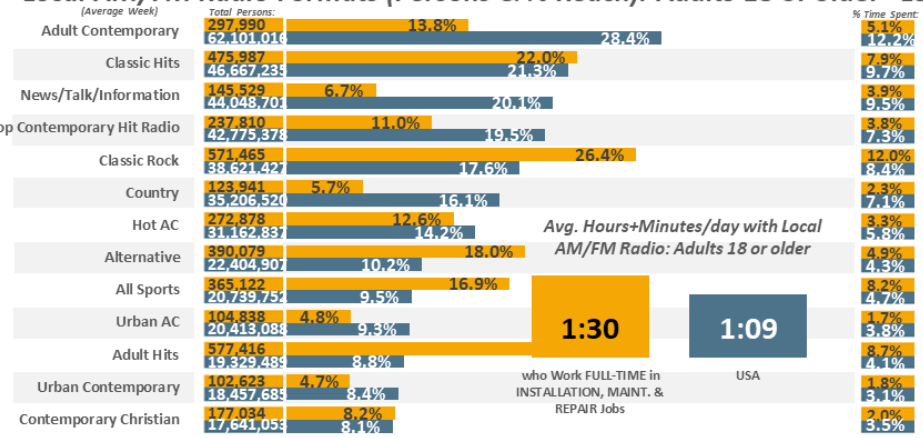
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[(Detailed occupation codes: Protective Service AND Employment status: Employed full-time (35 hours or more))]

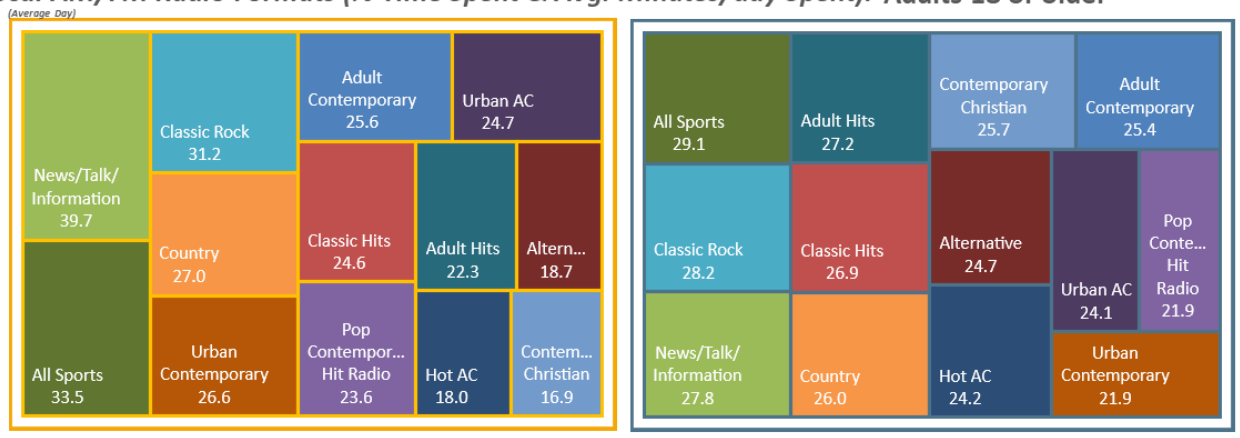
INSTALLATION, MAINT & REPAIR

2,140,580 or 80.% of Adults 18 or older who Work FULL-TIME in INSTALLATION, MAINT. & REPAIR Jobs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Classic Rock, Classic Hits, Active Rock, and Alternative.

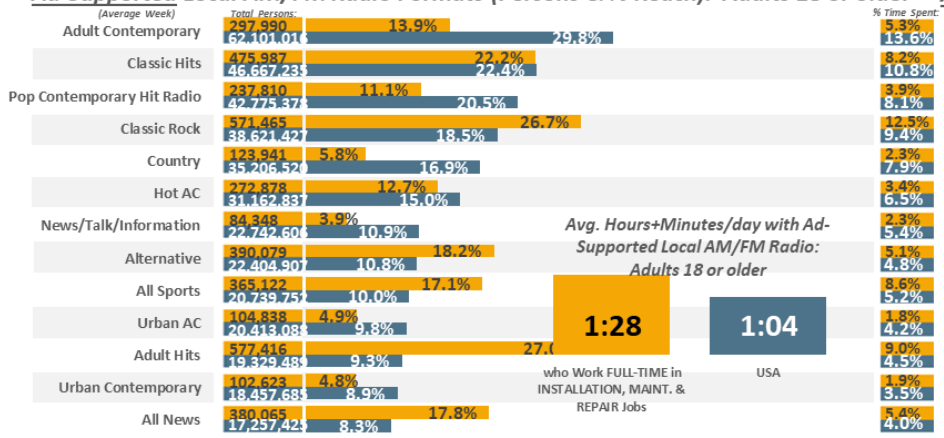
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



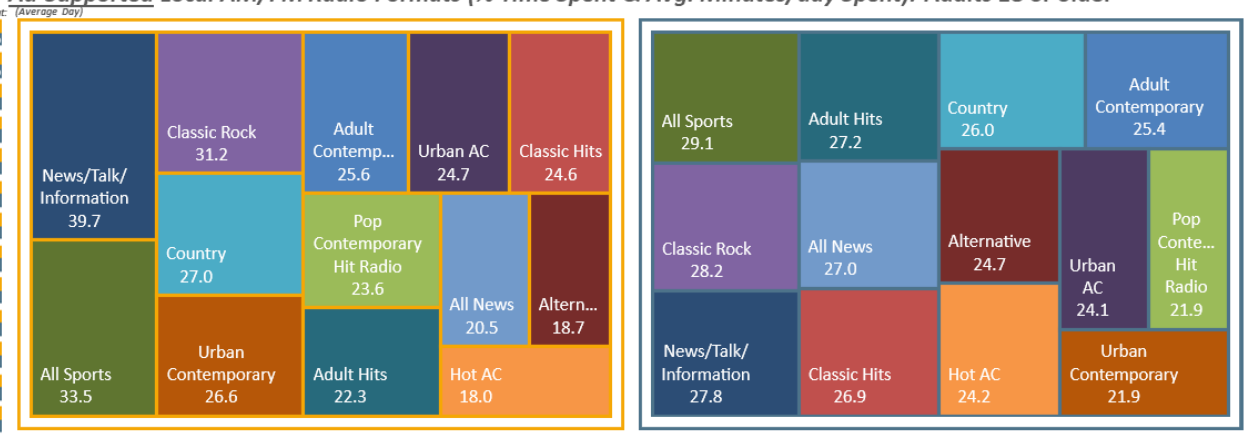
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 68

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

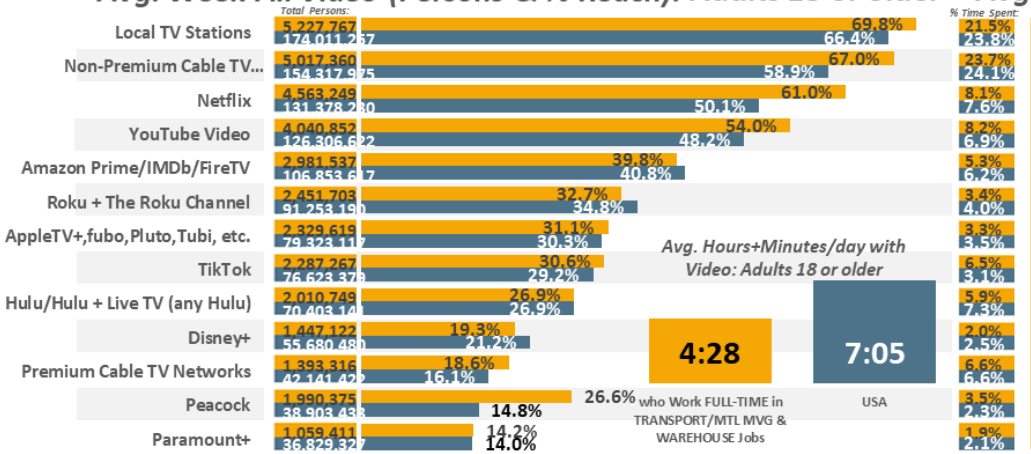
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[(Detailed occupation codes: Installation, Maintenance, and Repair Workers AND Employment status: Employed full-time (35 hours or more))]

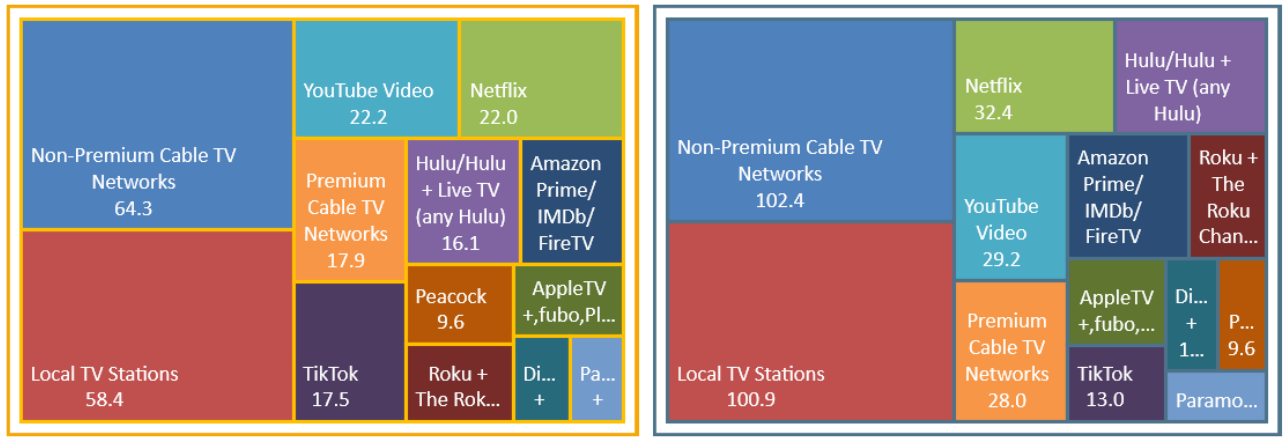
TRANSPORTATION, MATERIAL MOVING & WAREHOUSE

5,177,200 or 69.2% of Adults 18 or older who Work FULL-TIME in TRANSPORT/MTL MVG & WAREHOUSE Jobs watch Ad-Supported Local TV Stations for an average of 53.5 minutes every day representing 27.2% of all time spent daily with Ad-Supported Video.

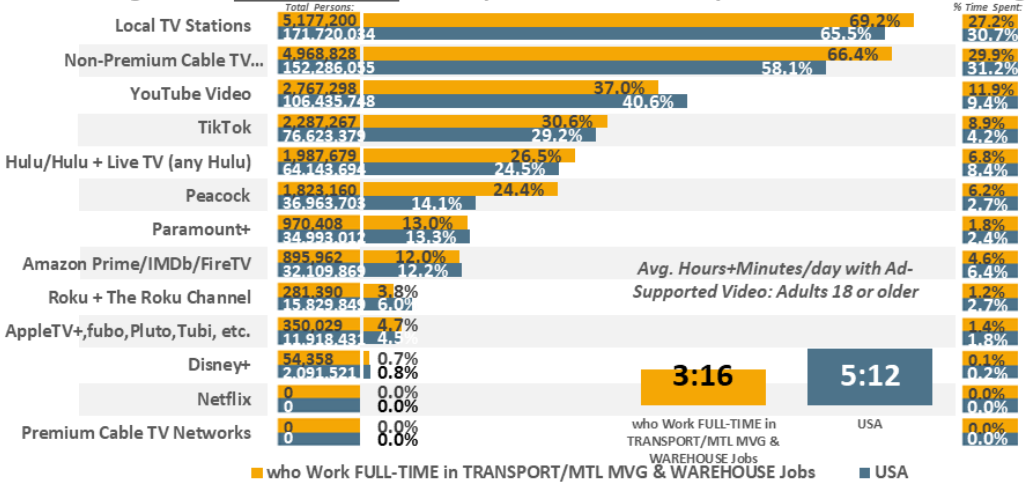
Avg. Week All Video (Persons & % Reach): Adults 18 or older



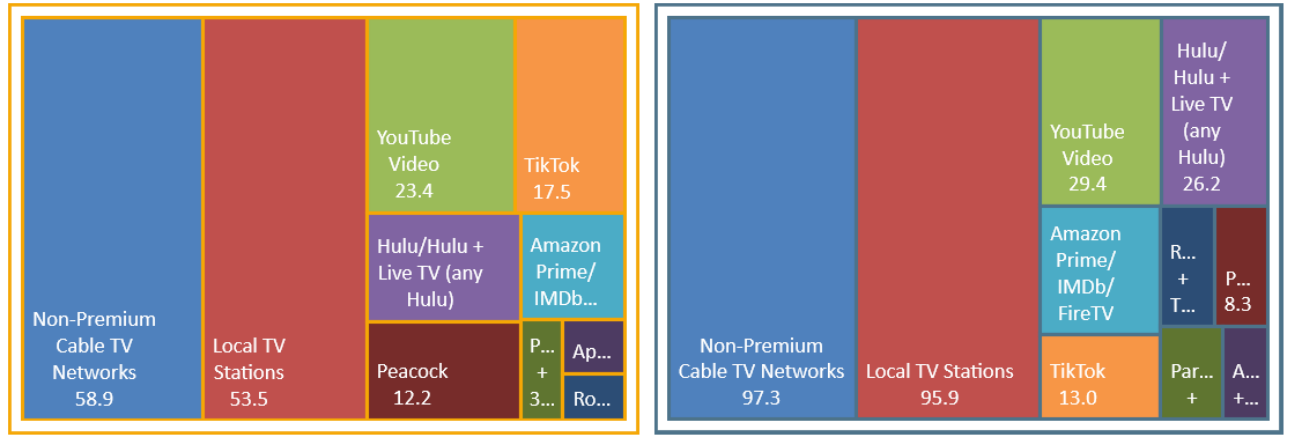
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 170

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

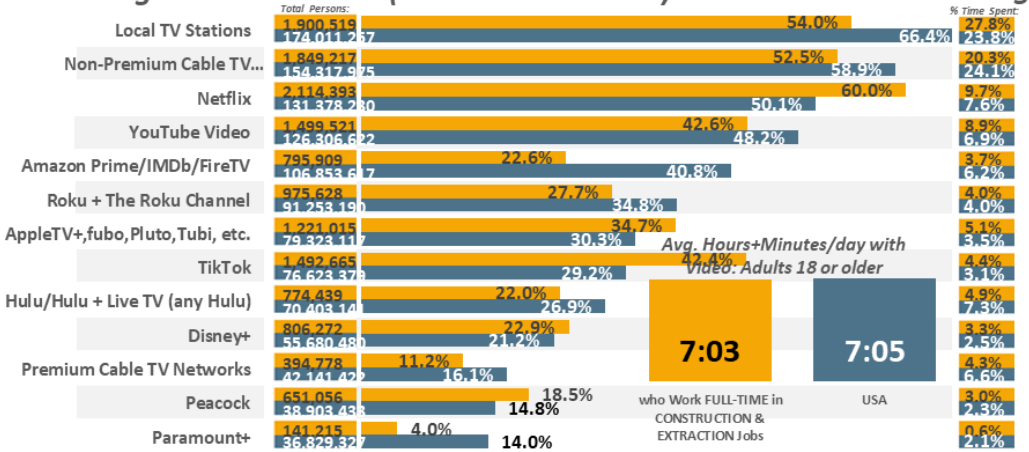
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[(Detailed occupation codes: Transportation and Material Moving AND Employment status: Employed full-time (35 hours or more))]

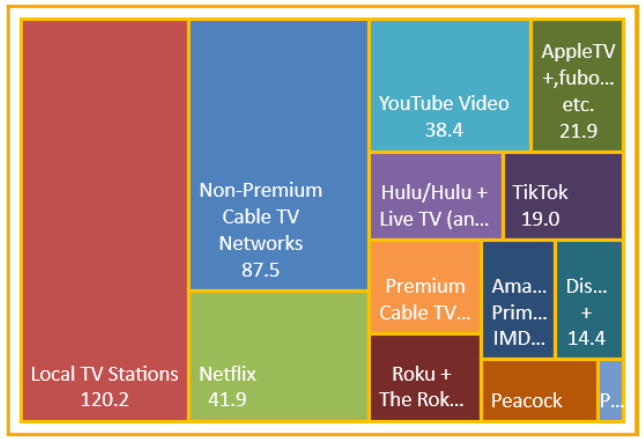
CONSTRUCTION WORKERS

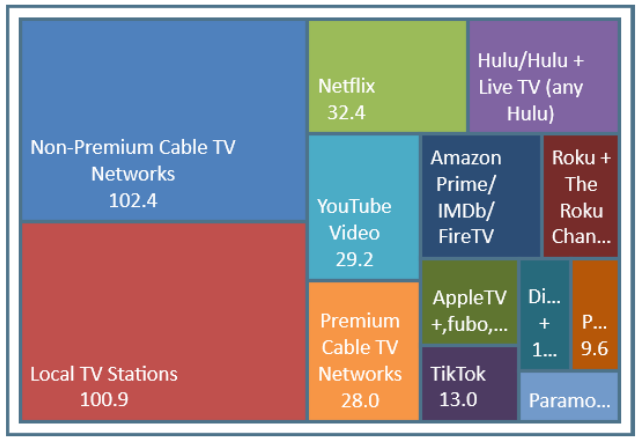
1,885,628 or 53.5% of Adults 18 or older who Work FULL-TIME in CONSTRUCTION & EXTRACTION Jobs watch Ad-Supported Local TV Stations for an average of 116.2 minutes every day representing 38.1% of all time spent daily with Ad-Supported Video.

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

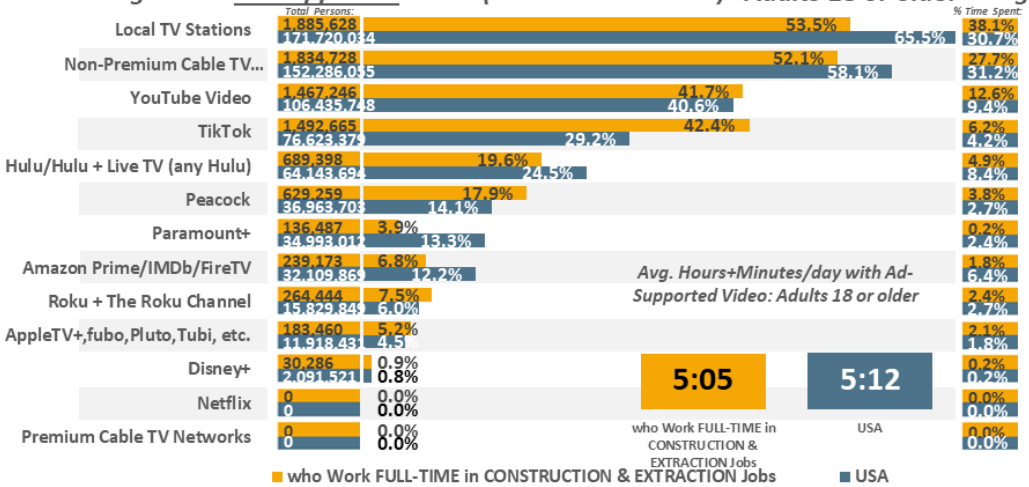


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

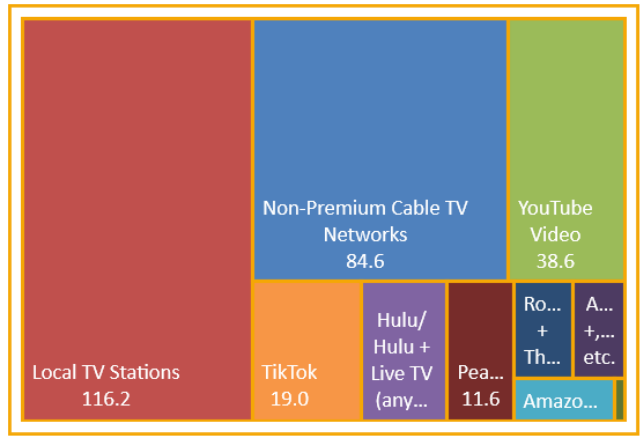


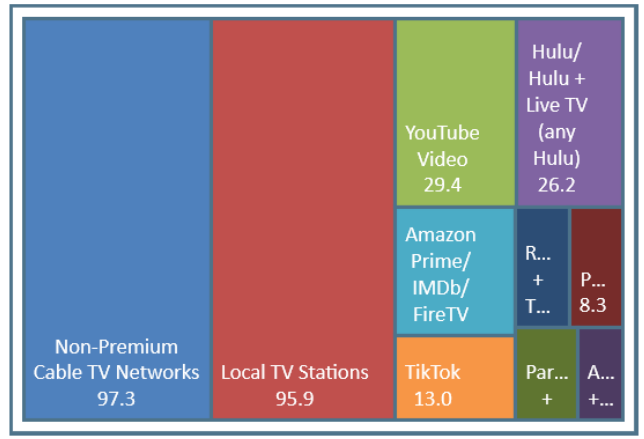


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 98

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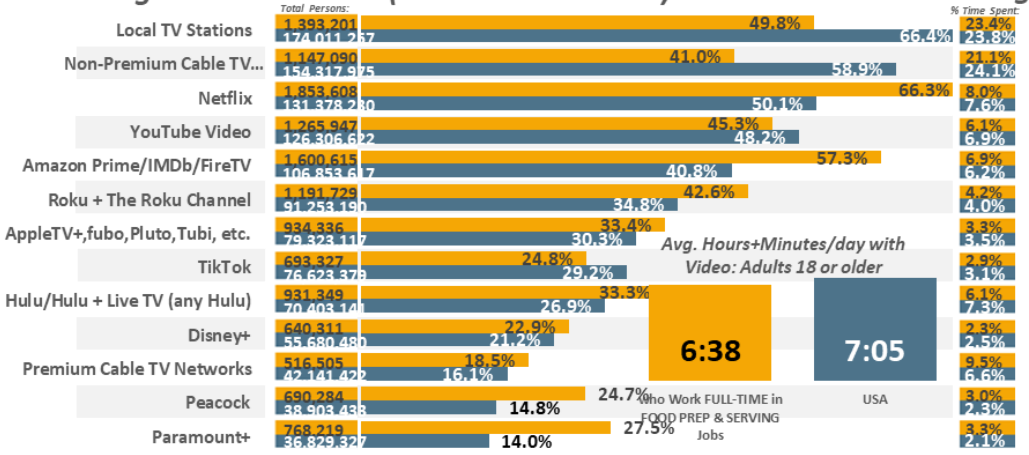
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[(Detailed occupation codes: Construction and Extraction AND Employment status: Employed full-time (35 hours or more))]

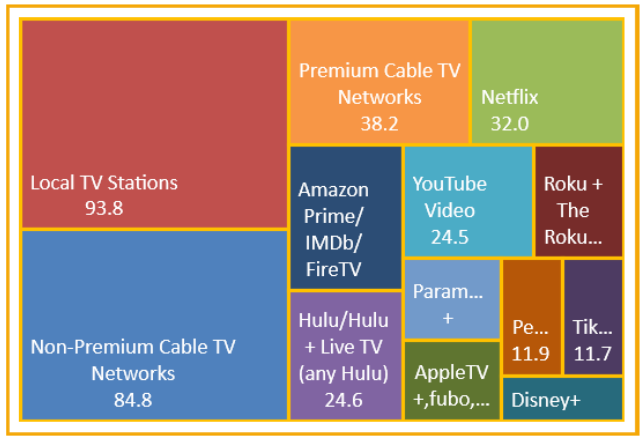
FOOD PREP & SERVING

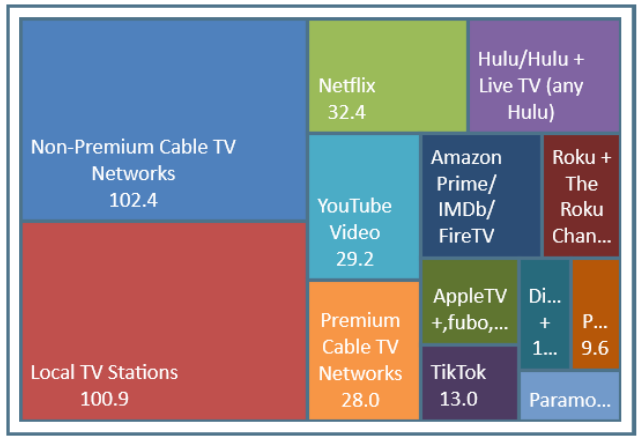
1,376,237 or 49.2% of Adults 18 or older who Work FULL-TIME in FOOD PREP & SERVING Jobs watch Ad-Supported Local TV Stations for an average of 93. minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.

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

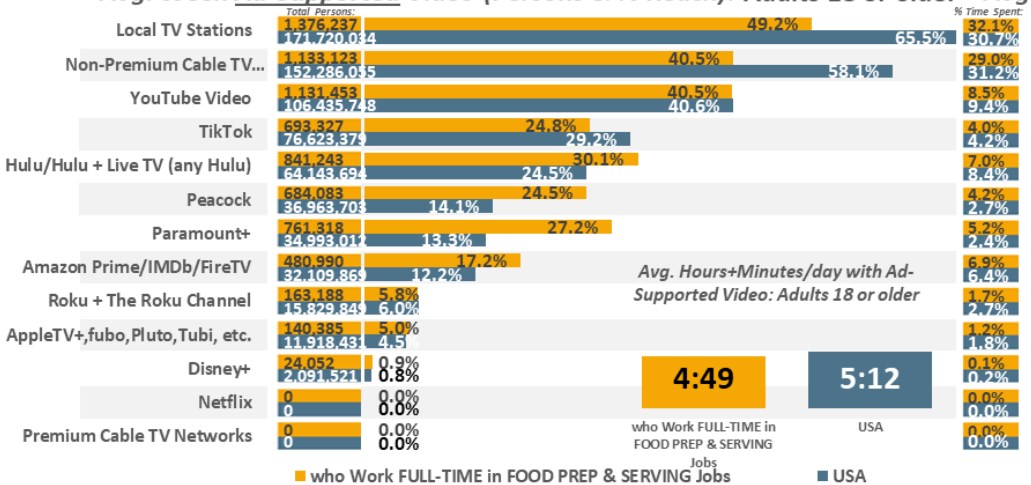


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

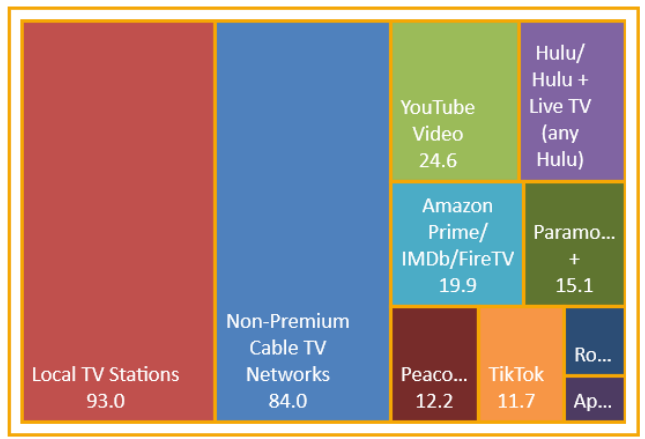


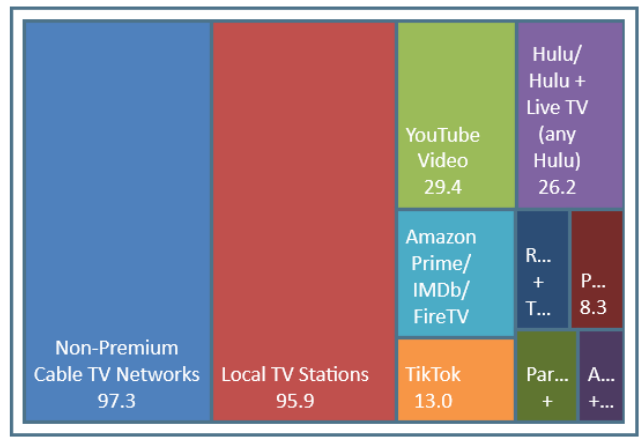


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 74

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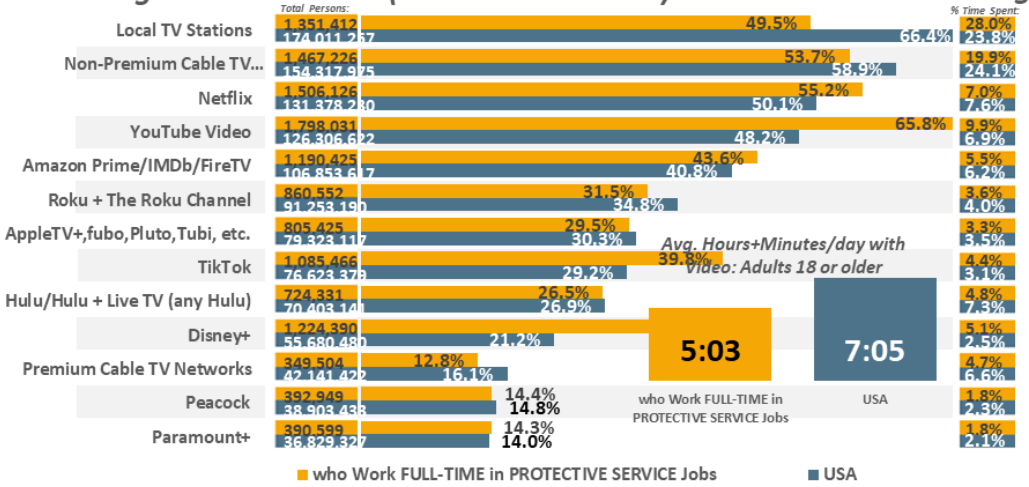
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[(Detailed occupation codes: Food Preparation and Serving AND Employment status: Employed full-time (35 hours or more))]

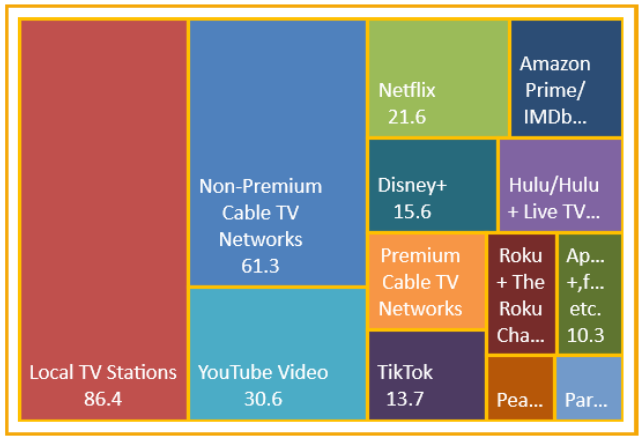
PROTECTIVE SERVICE

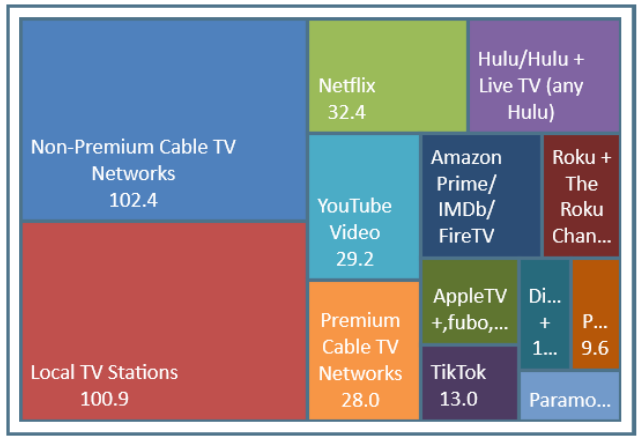
1,335,987 or 48.9% of Adults 18 or older who Work FULL-TIME in PROTECTIVE SERVICE Jobs watch Ad-Supported Local TV Stations for an average of 84. minutes every day representing 37.1% of all time spent daily with Ad-Supported Video.

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

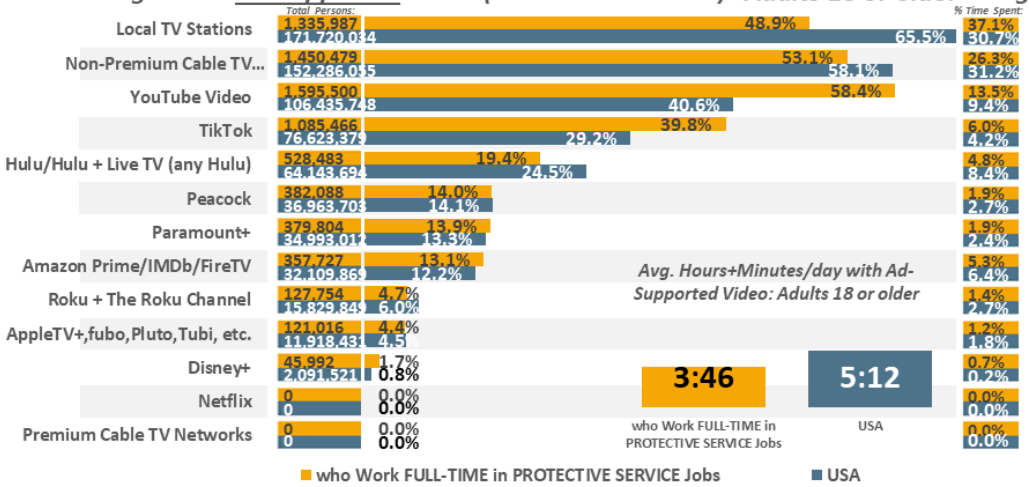


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

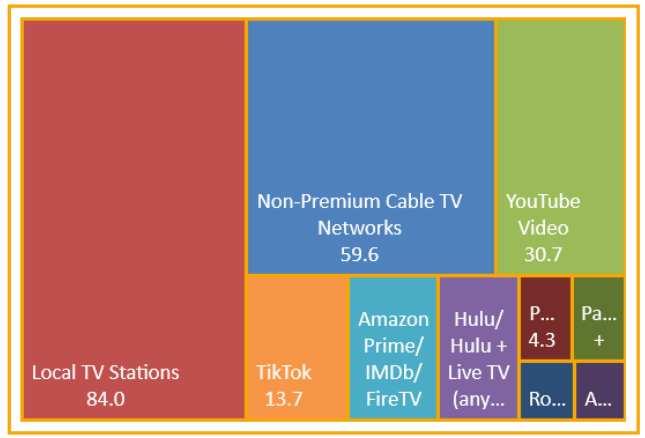


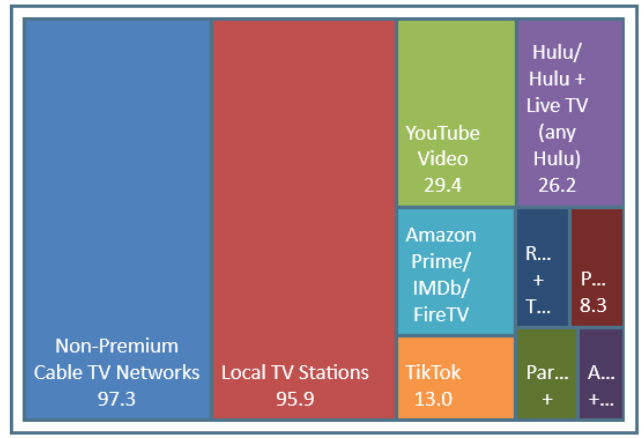


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 83

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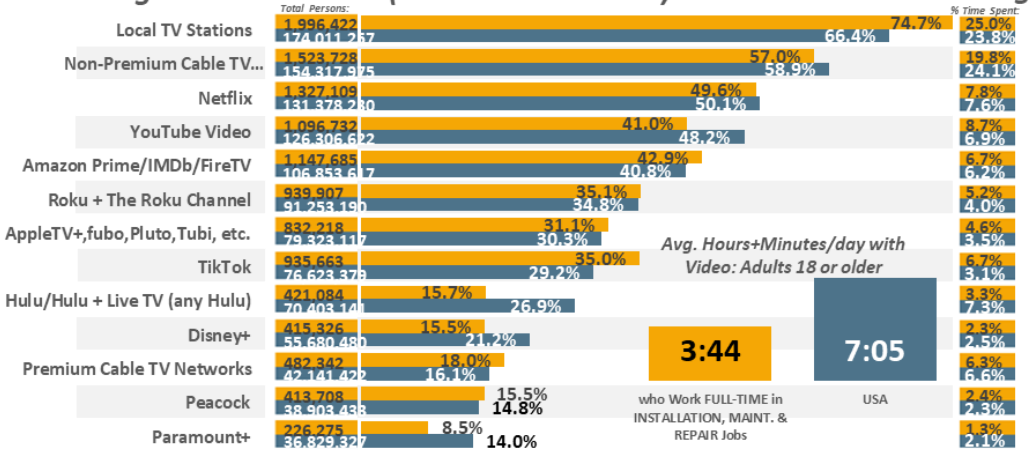
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[(Detailed occupation codes: Protective Service AND Employment status: Employed full-time (35 hours or more))]

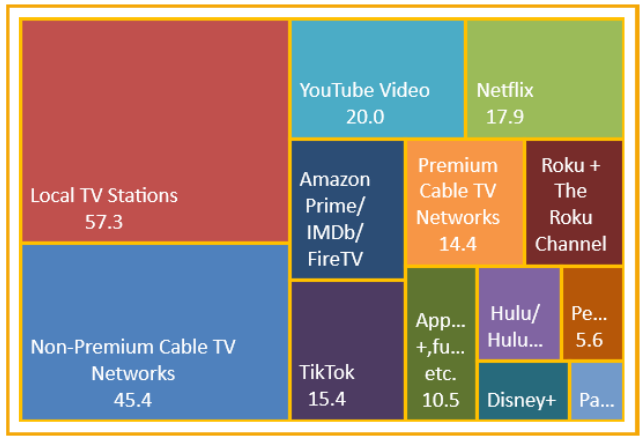
INSTALLATION, MAINT & REPAIR

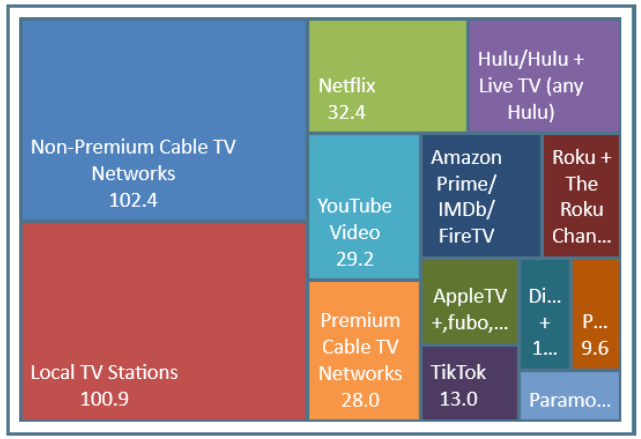
1,980,019 or 74.7% of Adults 18 or older who Work FULL-TIME in INSTALLATION, MAINT. & REPAIR Jobs watch Ad-Supported Local TV Stations for an average of 54.4 minutes every day representing 33.4% of all time spent daily with Ad-Supported Video.

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

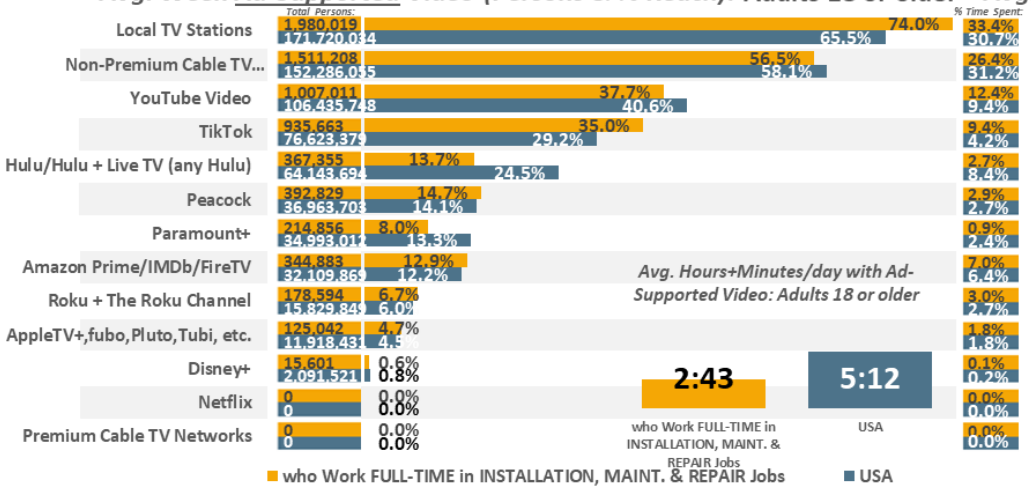


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

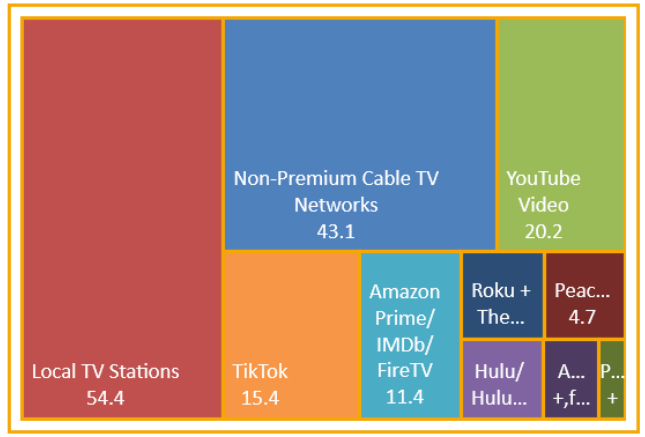


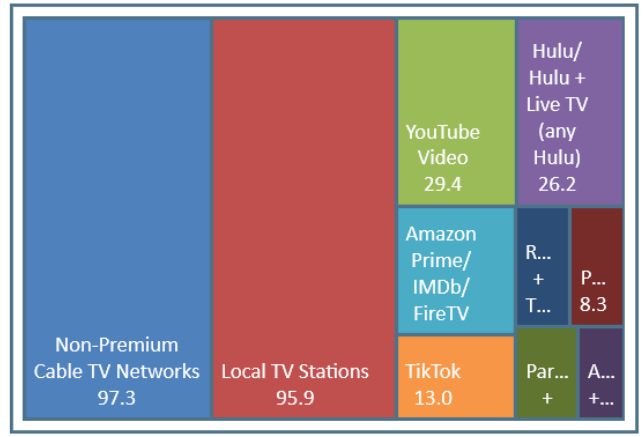


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 68

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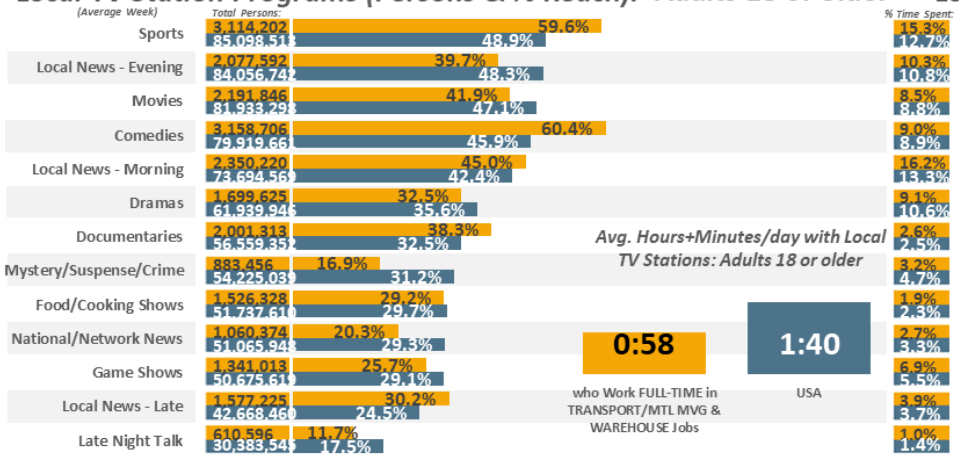
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[(Detailed occupation codes: Installation, Maintenance, and Repair Workers AND Employment status: Employed full-time (35 hours or more))]

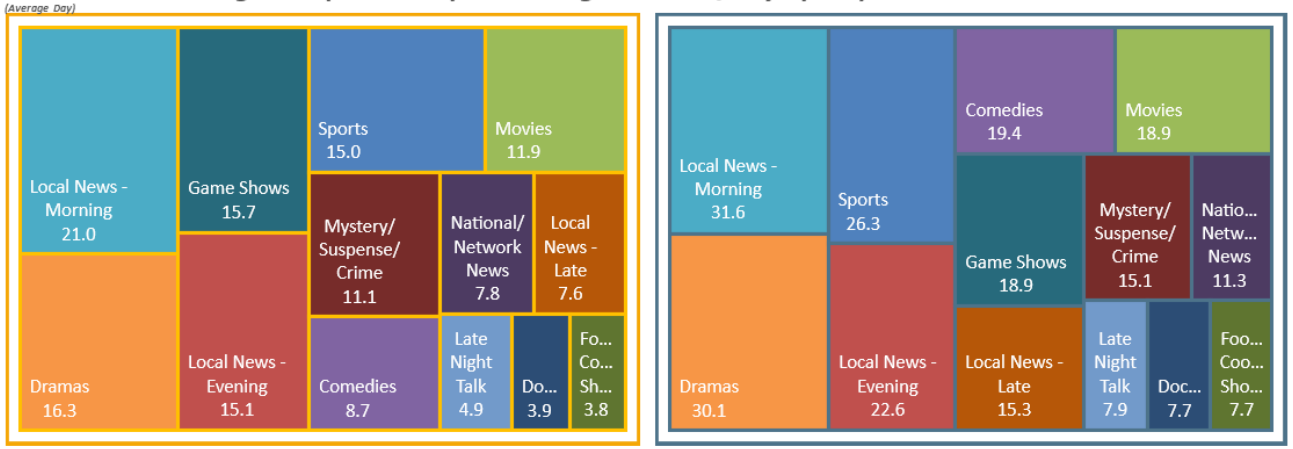
TRANSPORTATION, MATERIAL MOVING & WAREHOUSE

5,177,200 or 69.2% of Adults 18 or older who Work FULL-TIME in TRANSPORT/MTL MVG & WAREHOUSE Jobs watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Movies, Local News - Evening, and Dramas.

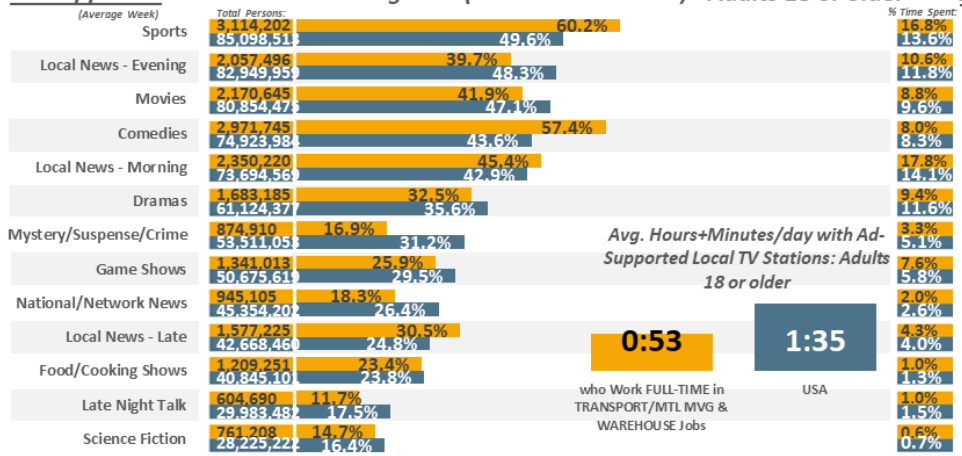
Local TV Station Programs (Persons & % Reach): Adults 18 or older



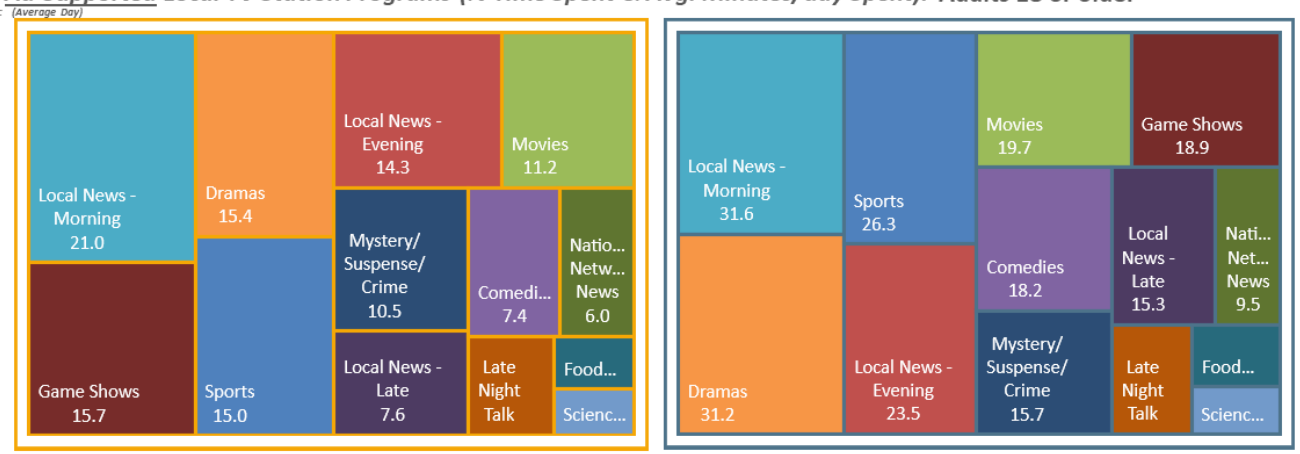
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 170

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

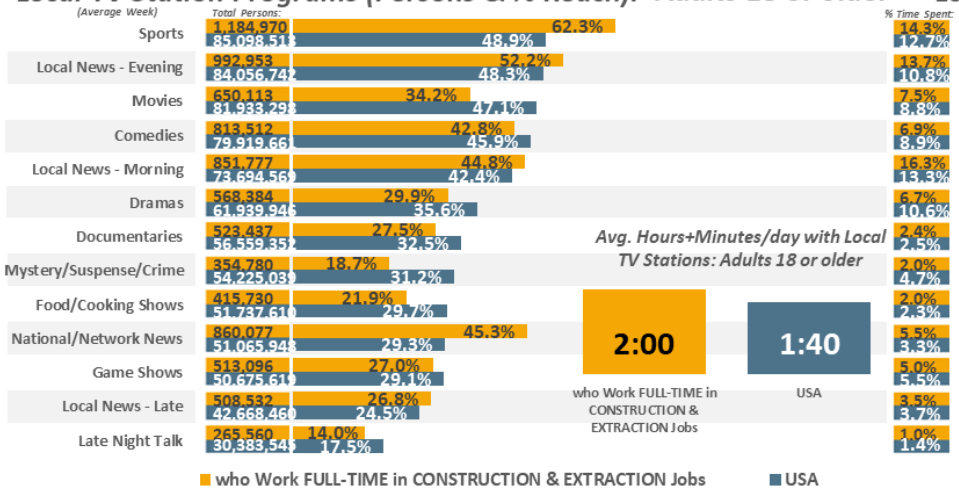
soefa.ai Share of Everything for Anything ©

[(Detailed occupation codes: Transportation and Material Moving AND Employment status: Employed full-time (35 hours or more))]

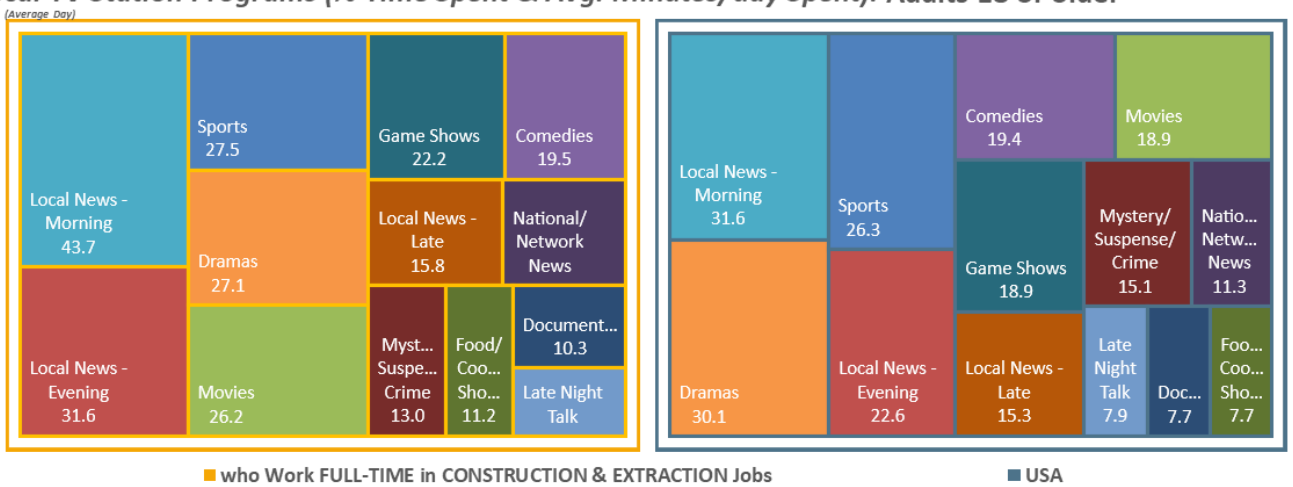
CONSTRUCTION WORKERS

1,885,628 or 53.5% of Adults 18 or older who Work FULL-TIME in CONSTRUCTION & EXTRACTION Jobs watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, National/Network News, Comedies, and Movies.

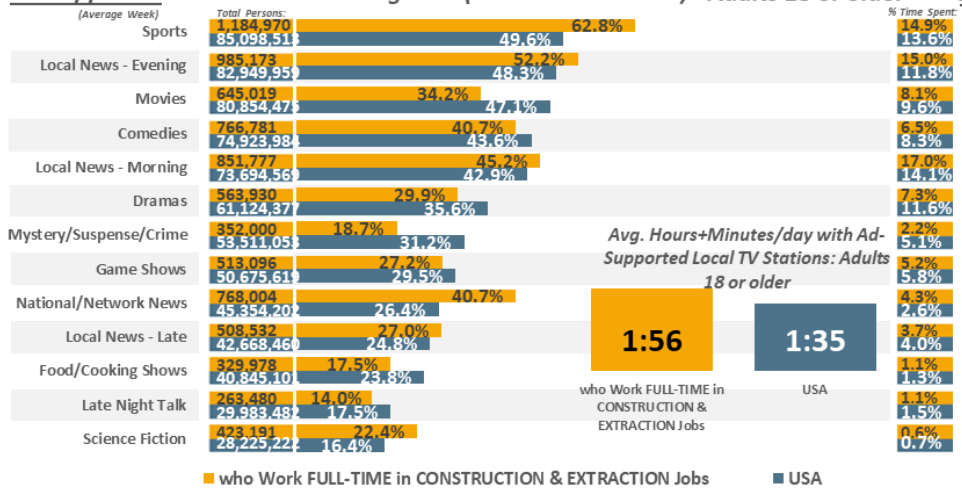
Local TV Station Programs (Persons & % Reach): Adults 18 or older



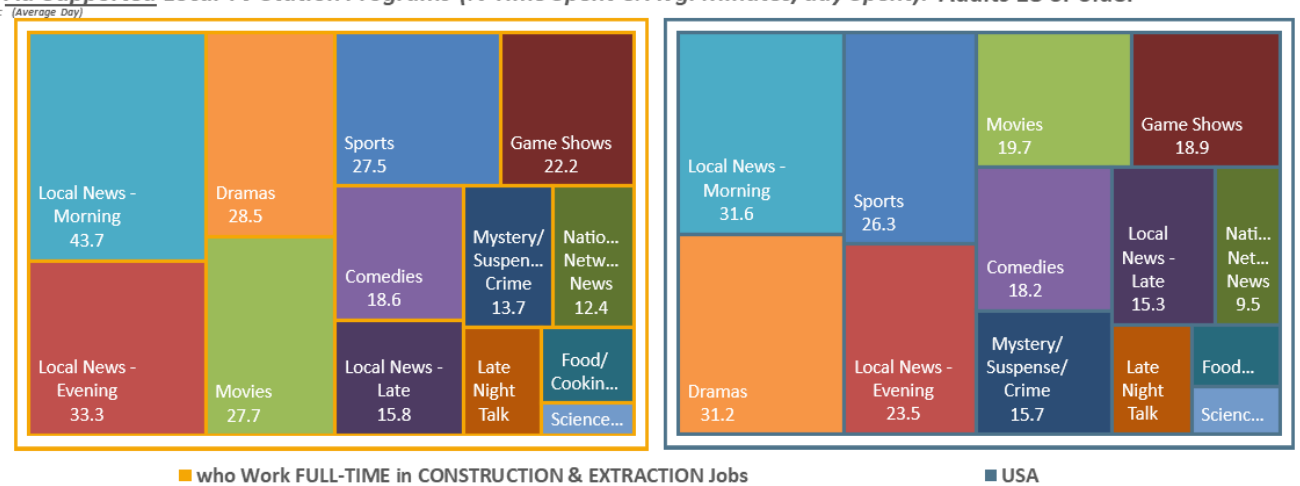
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 98

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

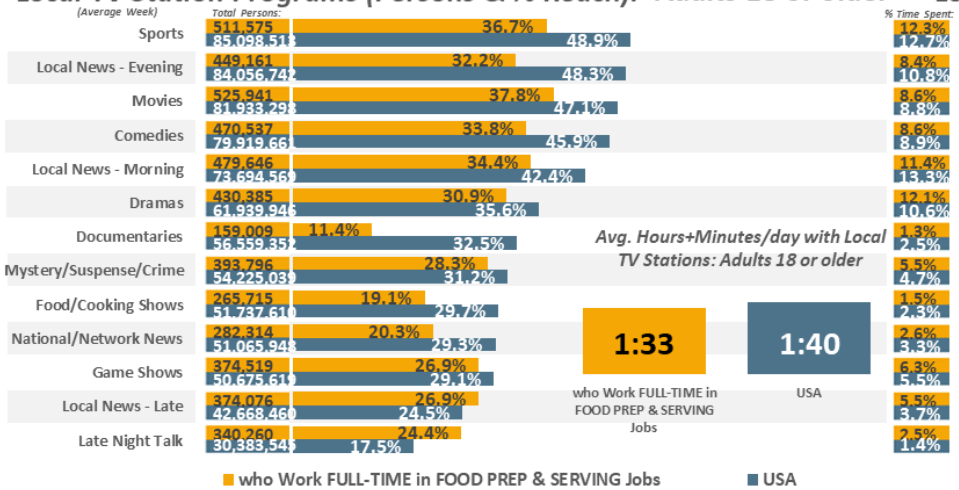
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[(Detailed occupation codes: Construction and Extraction AND Employment status: Employed full-time (35 hours or more))]

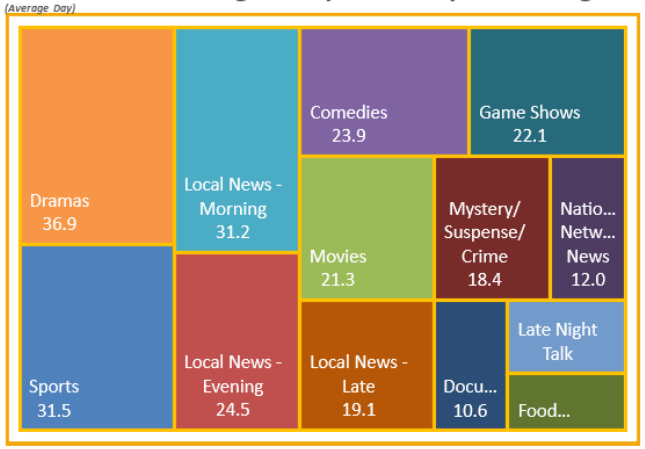
FOOD PREP & SERVING

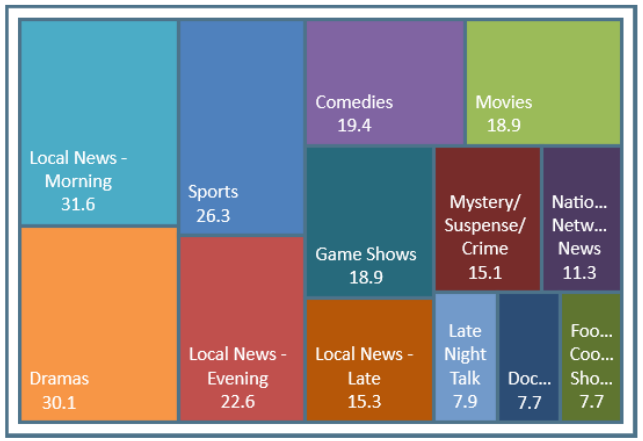
1,376,237 or 49.2% of Adults 18 or older who Work FULL-TIME in FOOD PREP & SERVING Jobs watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Local News - Morning, Local News - Evening, Comedies, and Dramas.

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

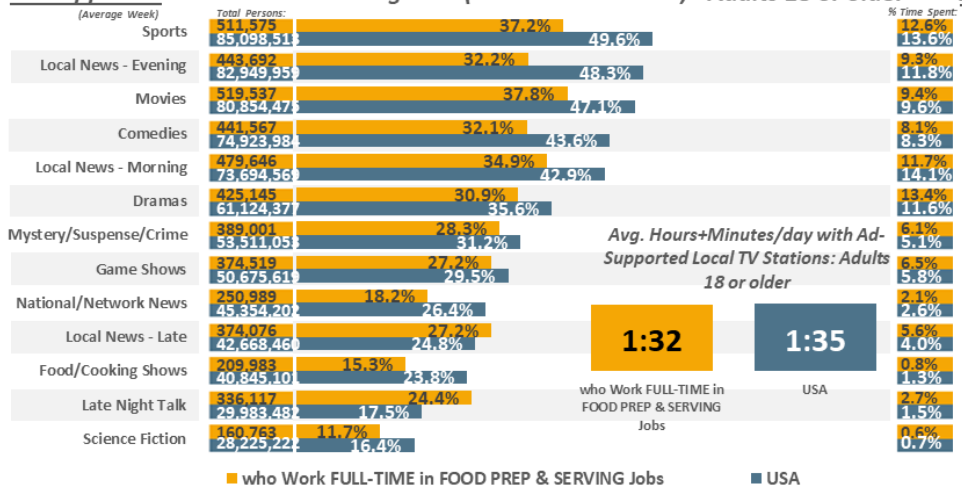


Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

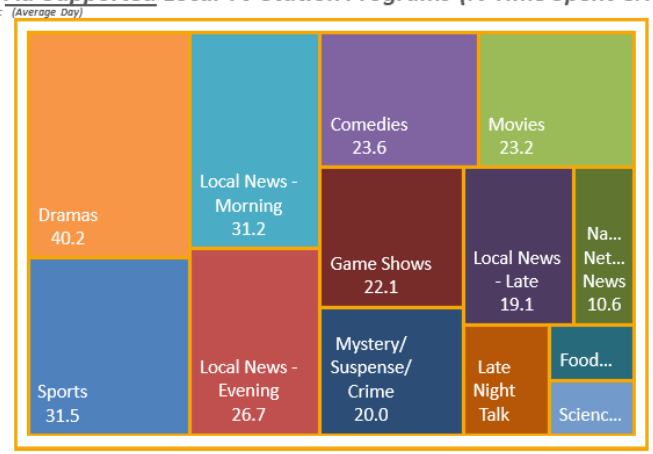


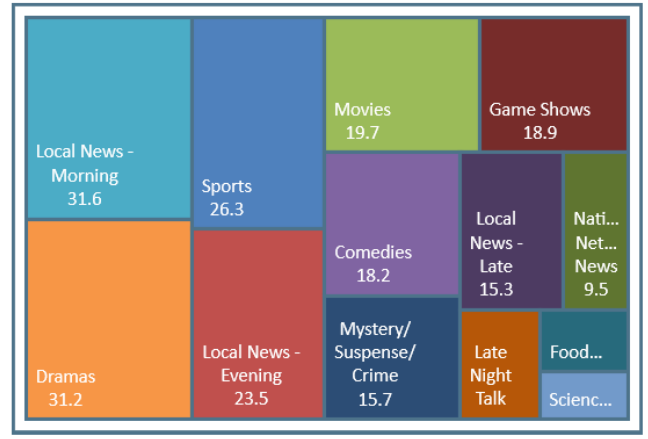


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 74

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

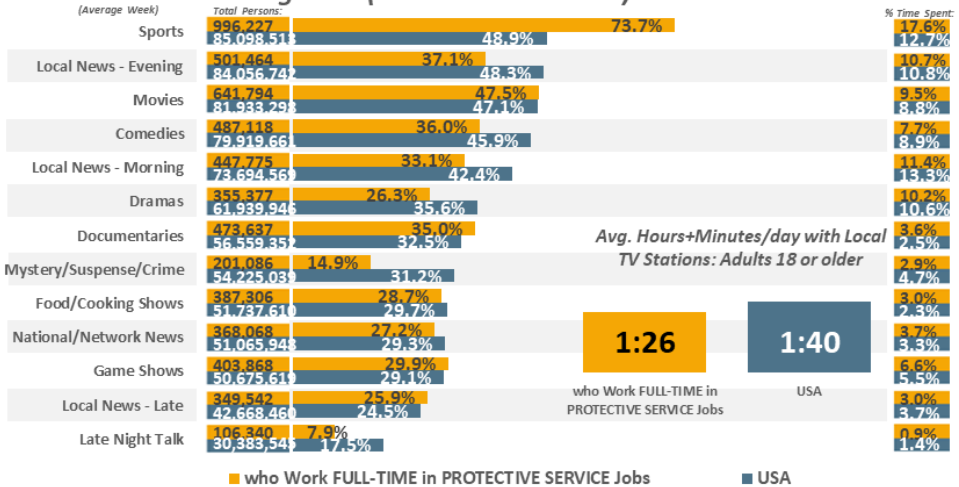
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[(Detailed occupation codes: Food Preparation and Serving AND Employment status: Employed full-time (35 hours or more))]

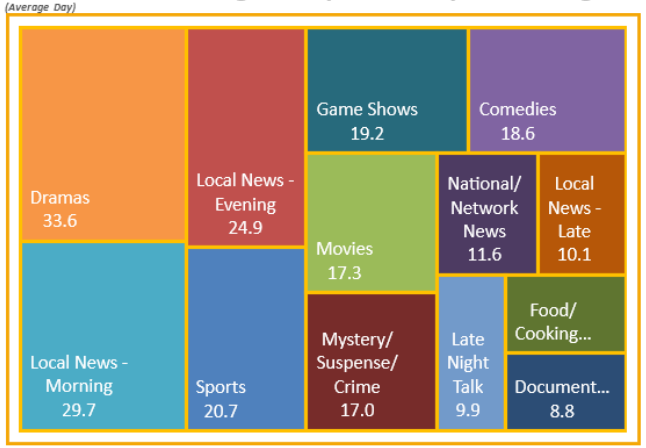
PROTECTIVE SERVICE

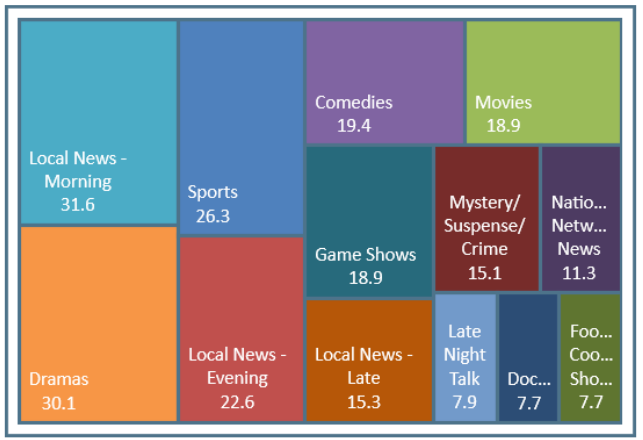
1,335,987 or 48.9% of Adults 18 or older who Work FULL-TIME in PROTECTIVE SERVICE Jobs watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Local News - Morning, and Game Shows.

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

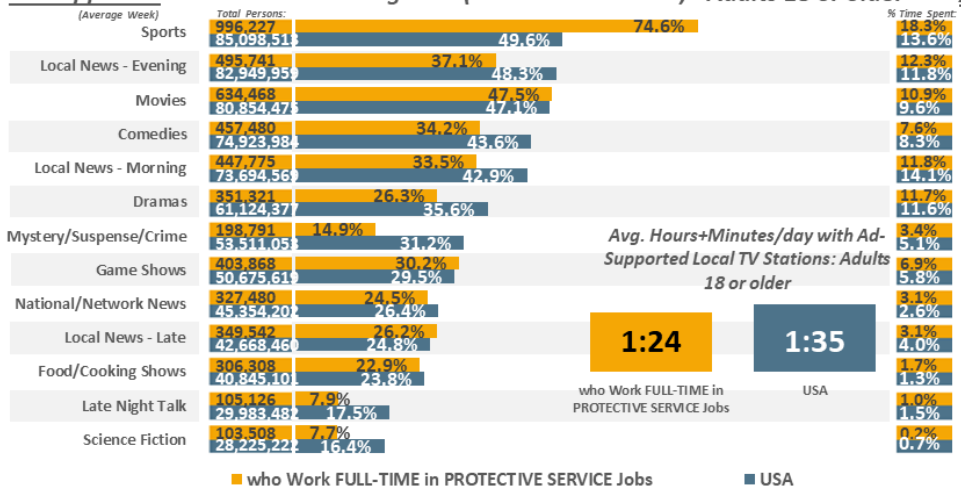


Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

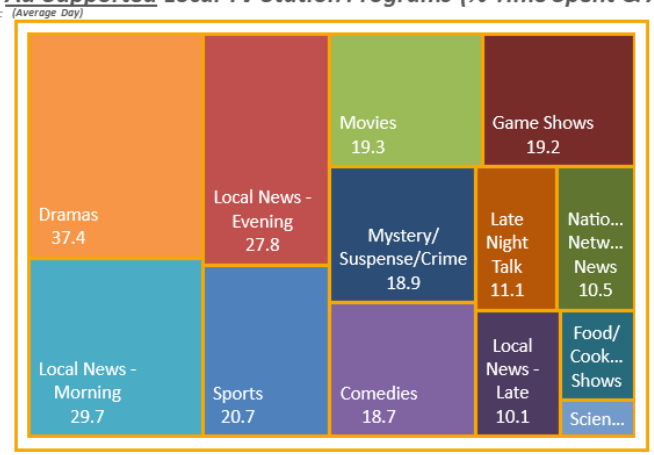


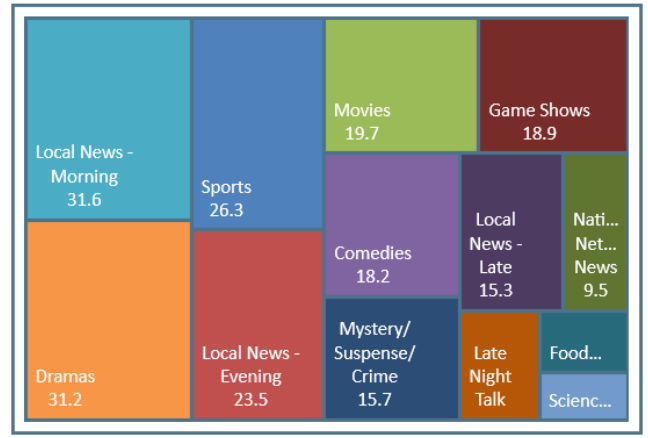


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 83

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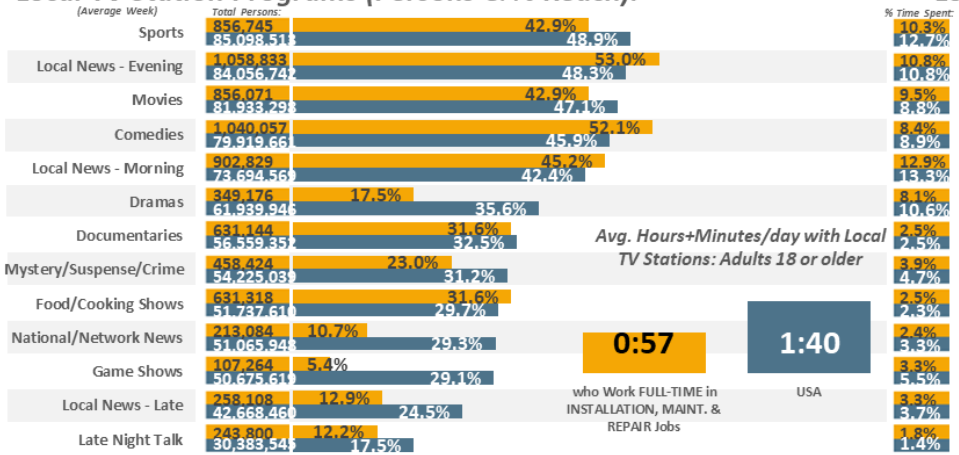
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[(Detailed occupation codes: Protective Service AND Employment status: Employed full-time (35 hours or more))]

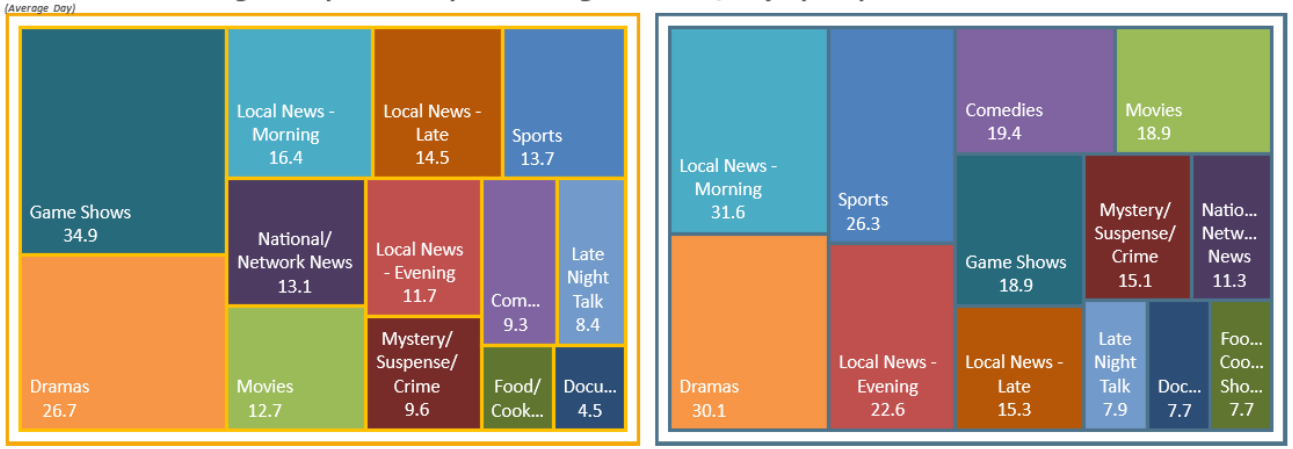
INSTALLATION, MAINT & REPAIR

1,980,019 or 74.% of Adults 18 or older who Work FULL-TIME in INSTALLATION, MAINT. & REPAIR Jobs watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Local News - Morning, Sports, Movies, and Science Fiction.

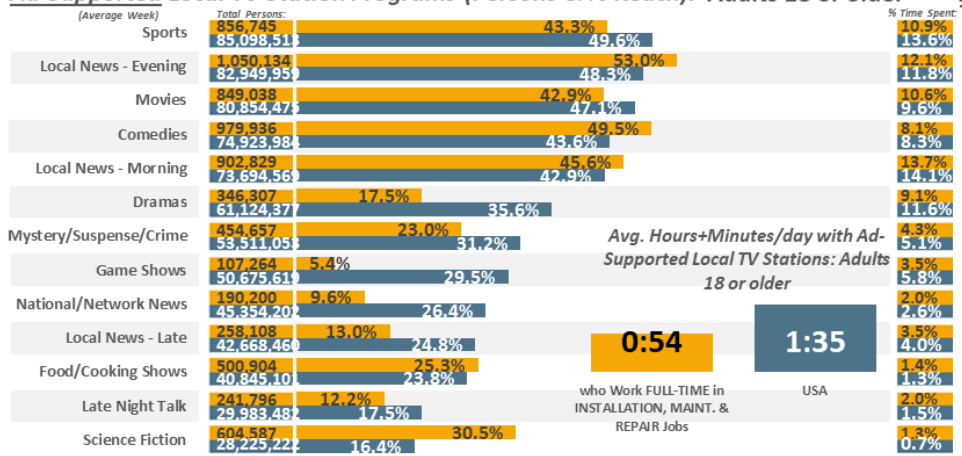
Local TV Station Programs (Persons & % Reach): Adults 18 or older



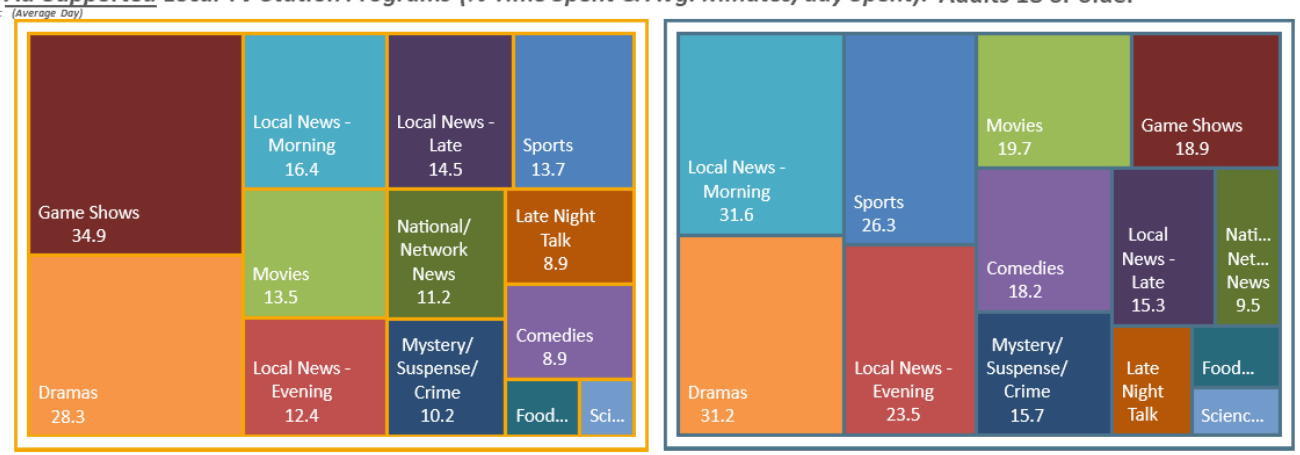
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 68

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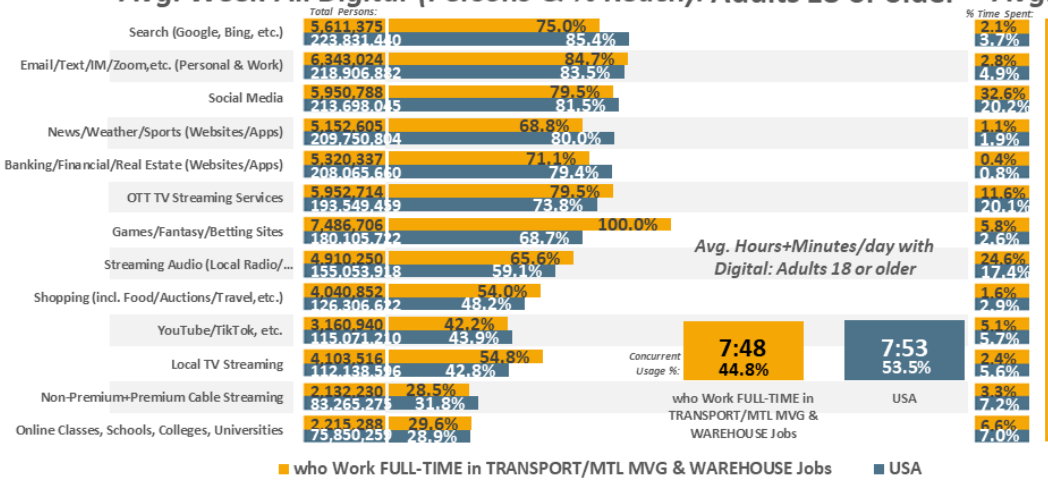
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[(Detailed occupation codes: Installation, Maintenance, and Repair Workers AND Employment status: Employed full-time (35 hours or more))]

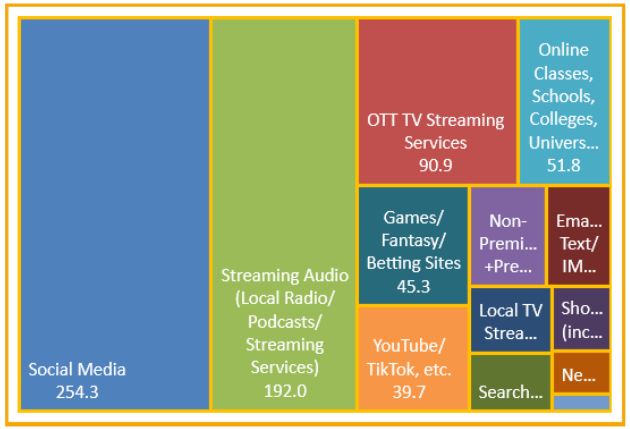
TRANSPORTATION, MATERIAL MOVING & WAREHOUSE

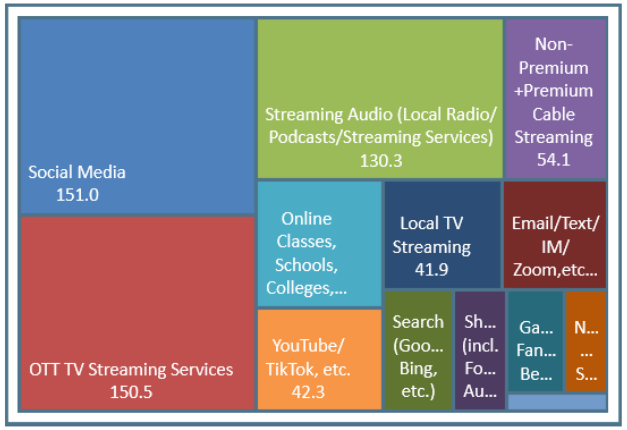
5,302,543 or 70.8% of Adults 18 or older who Work FULL-TIME in TRANSPORT/MTL MVG & WAREHOUSE Jobs use Ad-Supported Social Media for an average of 226.6 minutes every day representing 40.6% of all time spent daily with Ad-Supported Digital Media.

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

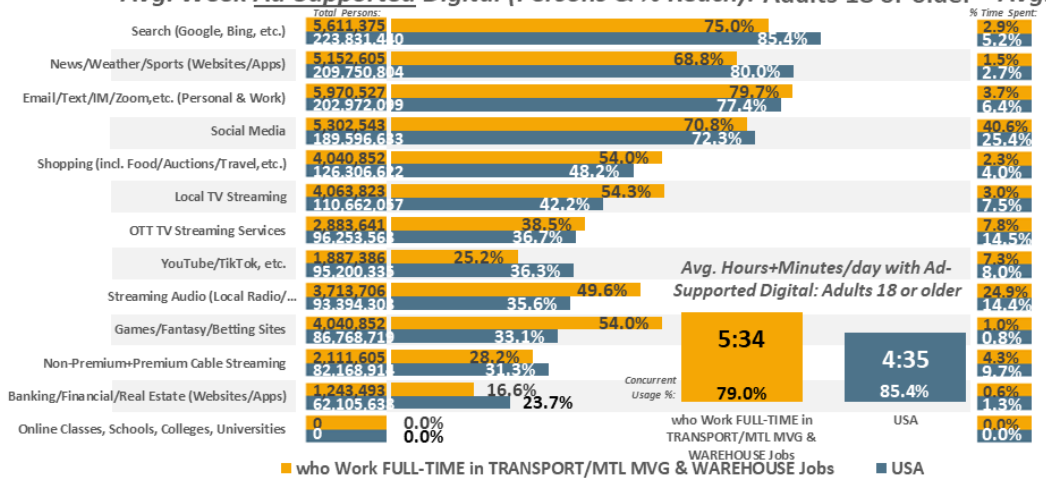


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

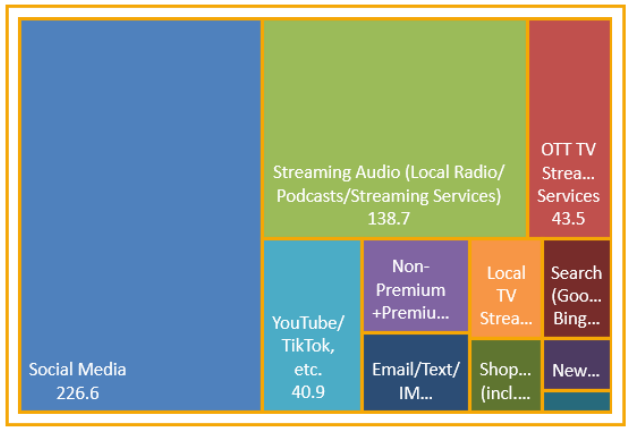


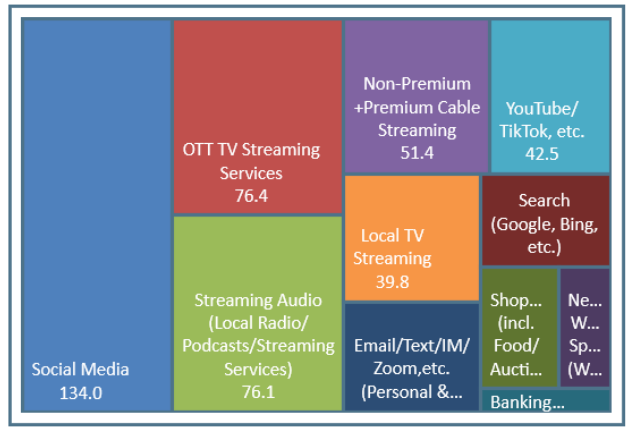


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 170

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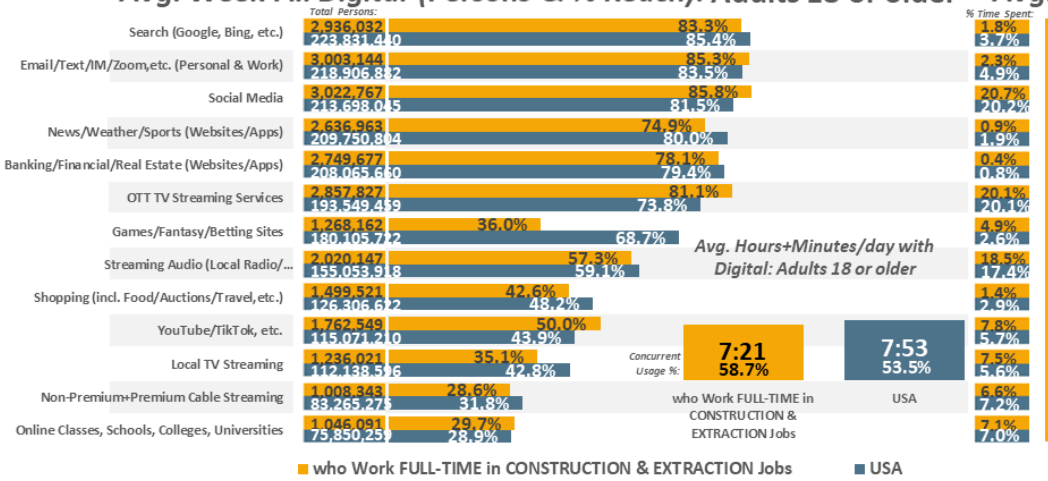
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[(Detailed occupation codes: Transportation and Material Moving AND Employment status: Employed full-time (35 hours or more))]

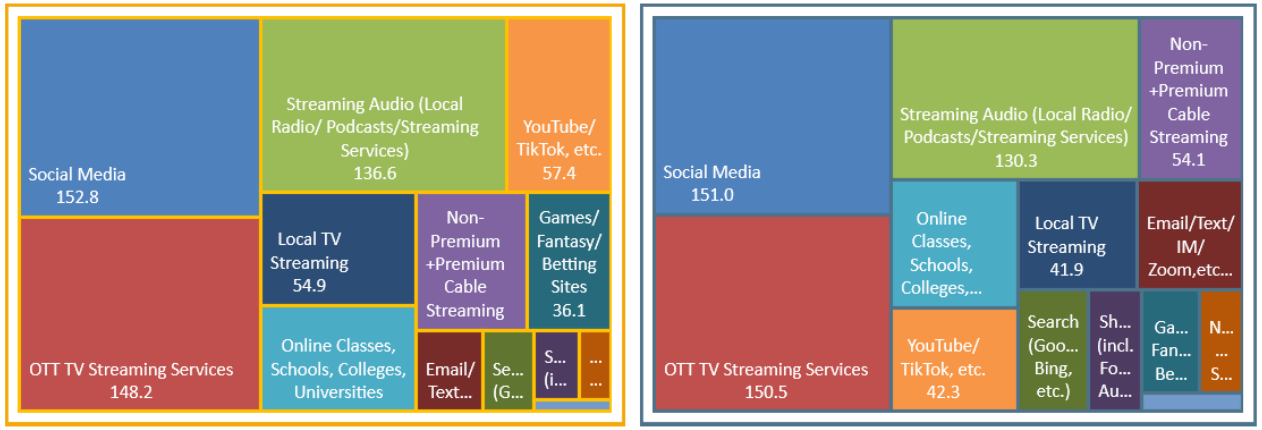
CONSTRUCTION WORKERS

2,582,272 or 73.3% of Adults 18 or older who Work FULL-TIME in CONSTRUCTION & EXTRACTION Jobs use Ad-Supported Social Media for an average of 130.5 minutes every day representing 27.6% of all time spent daily with Ad-Supported Digital Media.

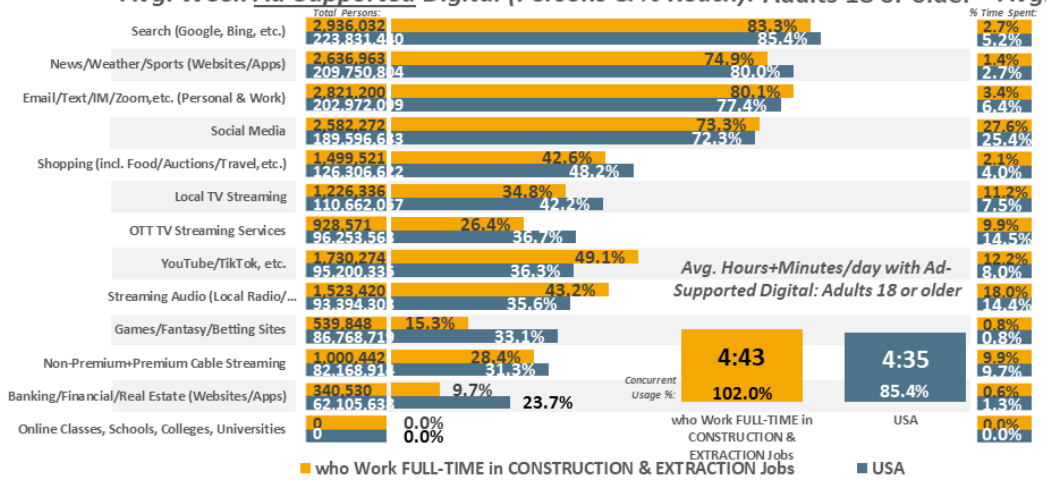
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



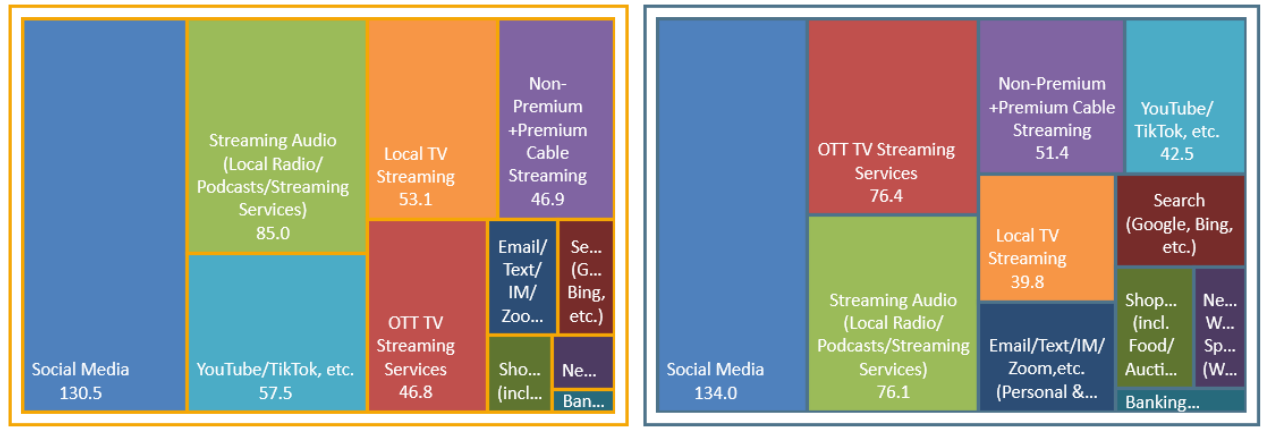
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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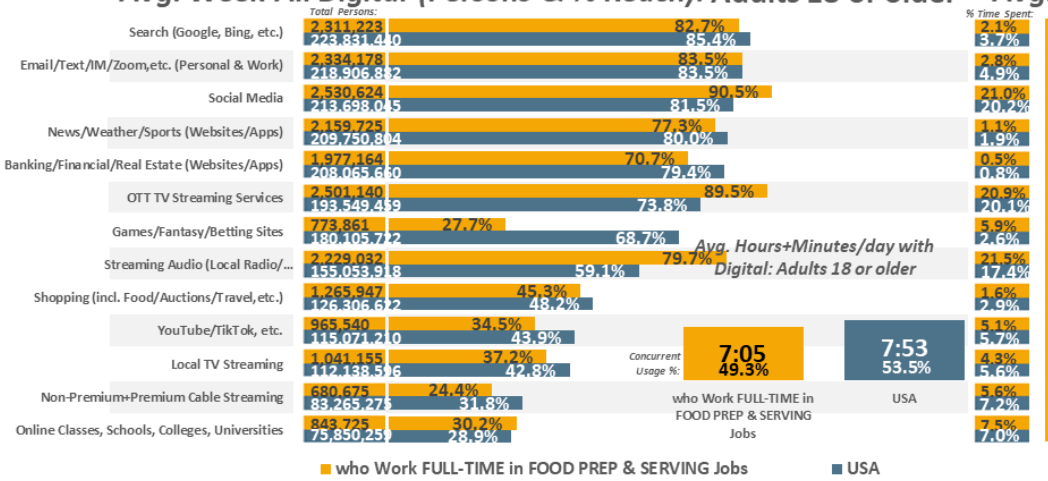
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[(Detailed occupation codes: Construction and Extraction AND Employment status: Employed full-time (35 hours or more))]

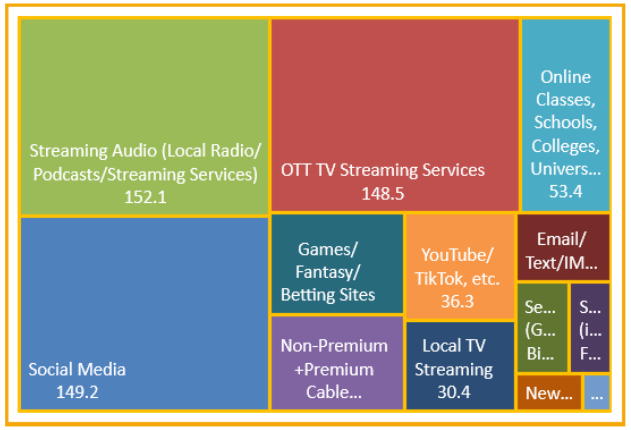
FOOD PREP & SERVING

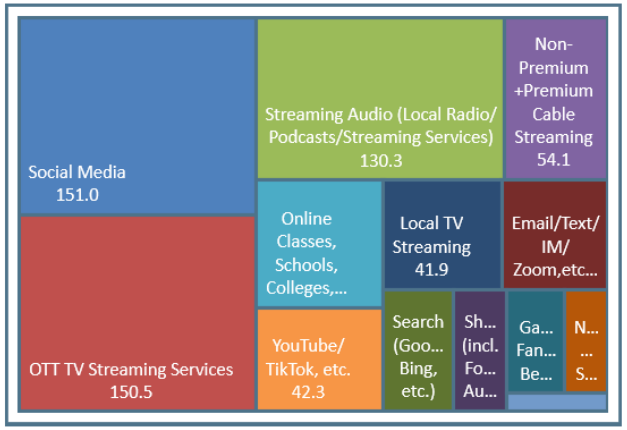
2,452,766 or 87.7% of Adults 18 or older who Work FULL-TIME in FOOD PREP & SERVING Jobs use Ad-Supported Social Media for an average of 144.6 minutes every day representing 30.5% of all time spent daily with Ad-Supported Digital Media.

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

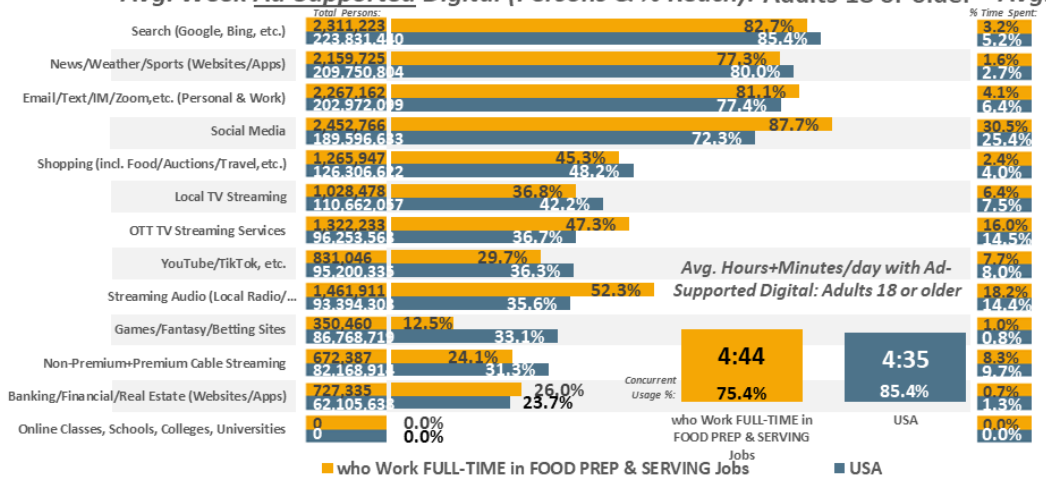


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

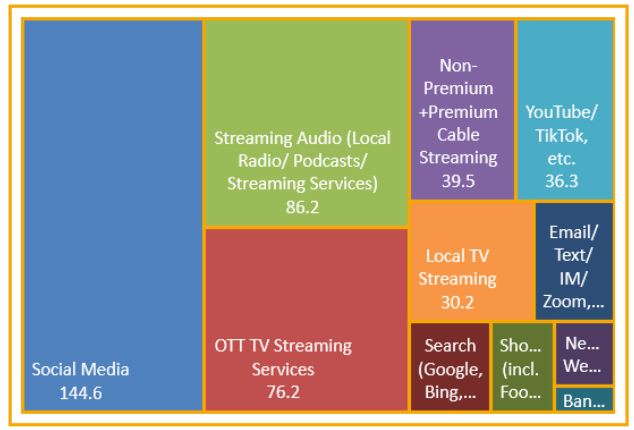


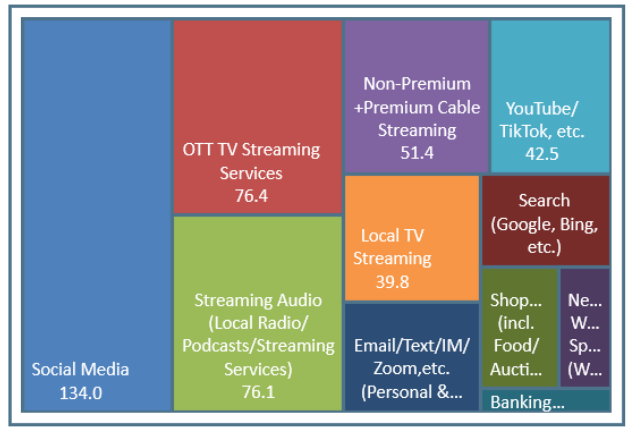


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 74

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

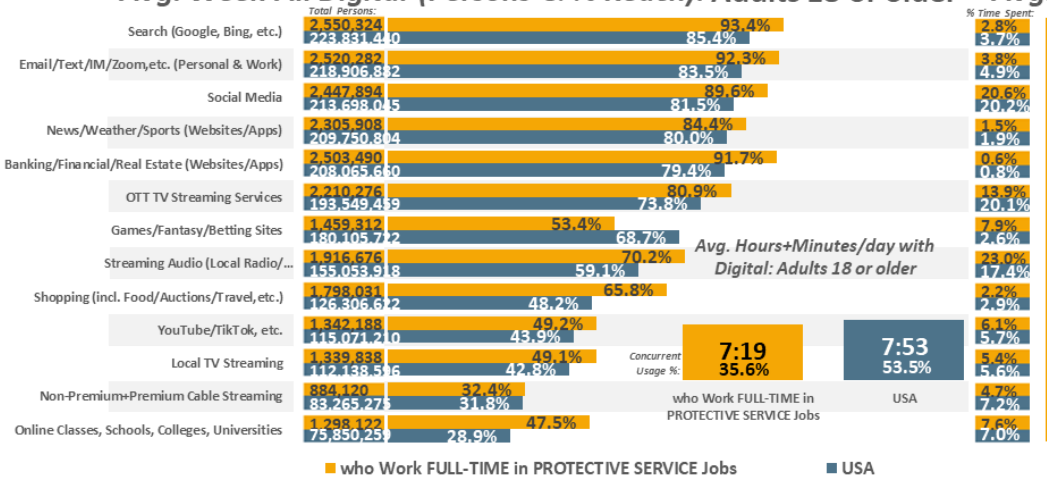
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[(Detailed occupation codes: Food Preparation and Serving AND Employment status: Employed full-time (35 hours or more))]

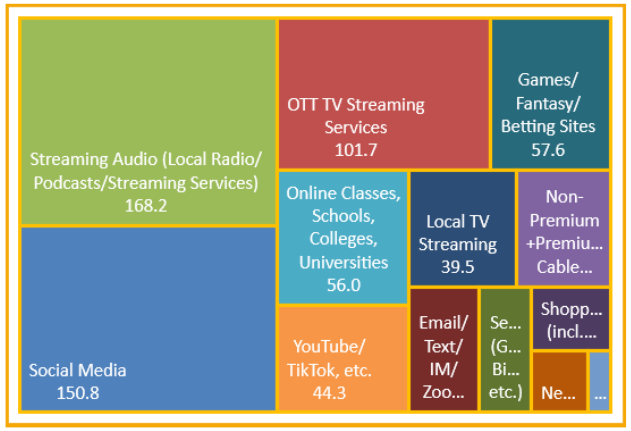
PROTECTIVE SERVICE

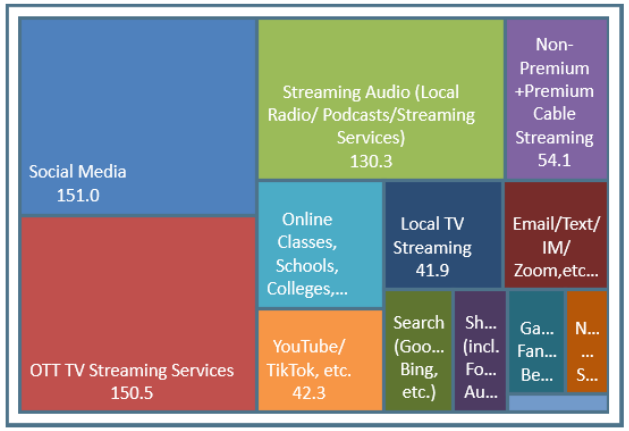
1,996,479 or 73.1% of Adults 18 or older who Work FULL-TIME in PROTECTIVE SERVICE Jobs use Ad-Supported Social Media for an average of 123. minutes every day representing 26.9% of all time spent daily with Ad-Supported Digital Media.

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

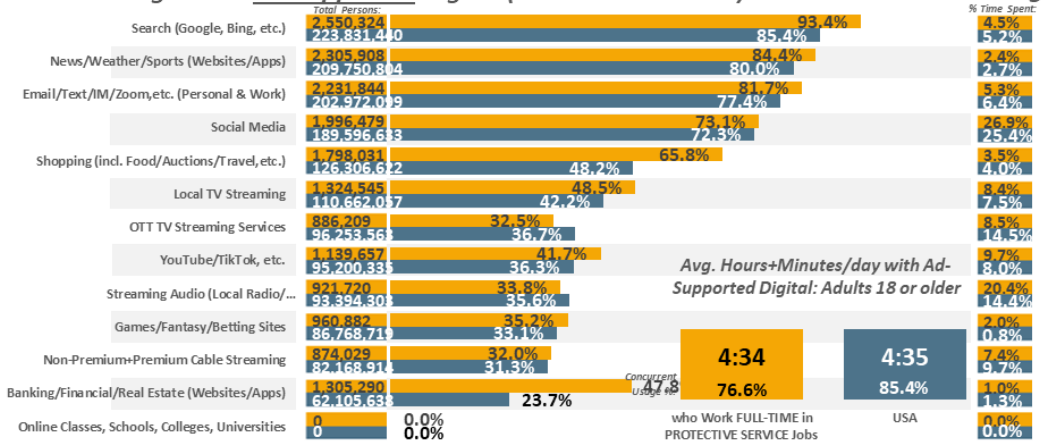


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

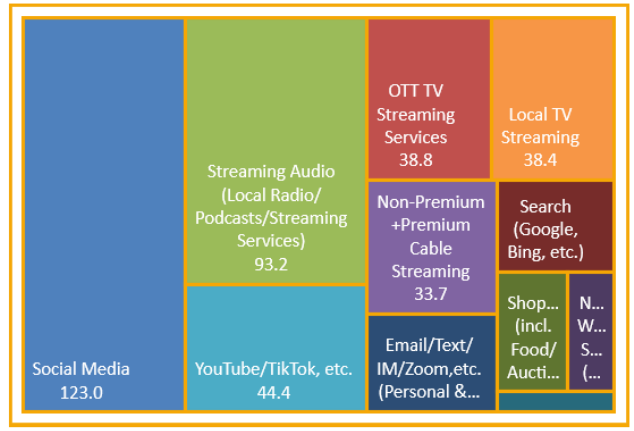


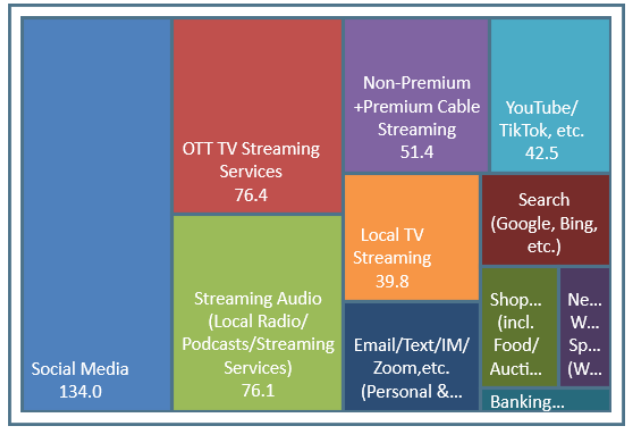


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 83

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

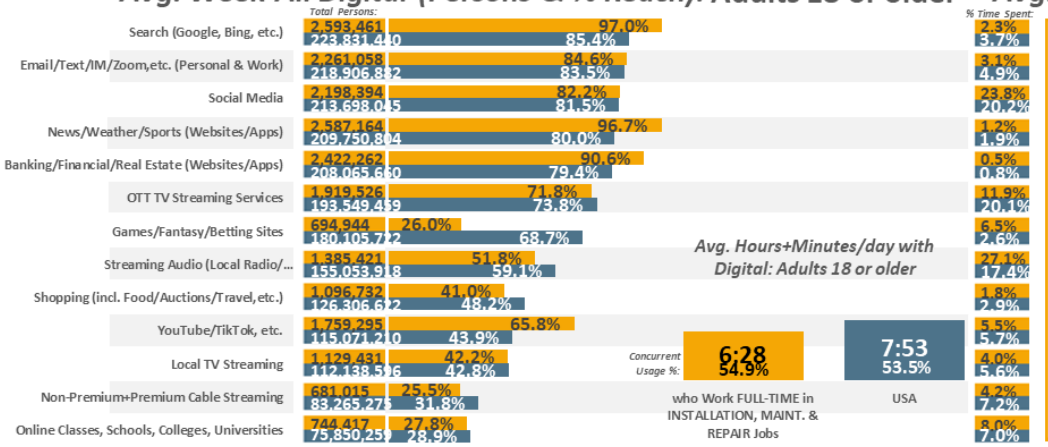
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[(Detailed occupation codes: Protective Service AND Employment status: Employed full-time (35 hours or more))]

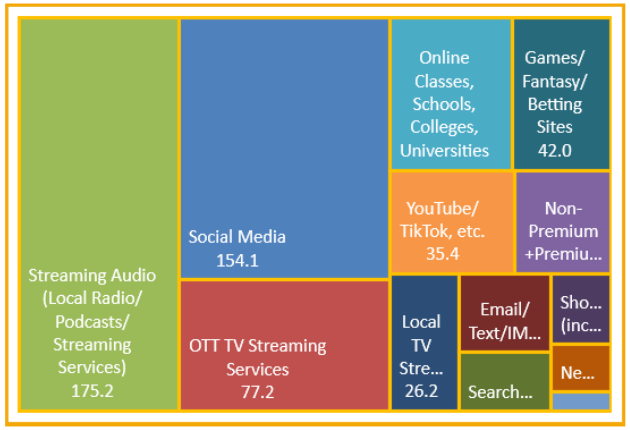
INSTALLATION, MAINT & REPAIR

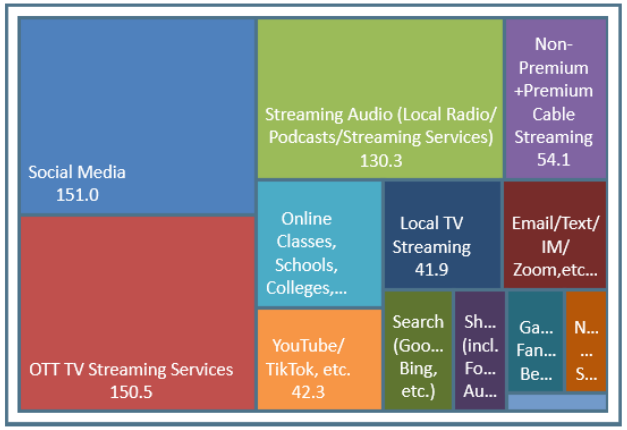
1,870,959 or 70.% of Adults 18 or older who Work FULL-TIME in INSTALLATION, MAINT. & REPAIR Jobs use Ad-Supported Social Media for an average of 131.2 minutes every day representing 31.8% of all time spent daily with Ad-Supported Digital Media.

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

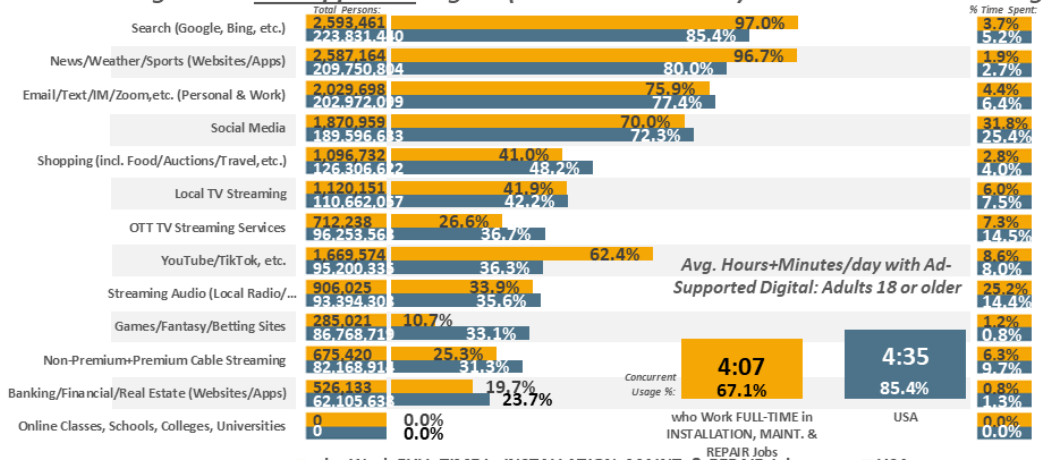


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

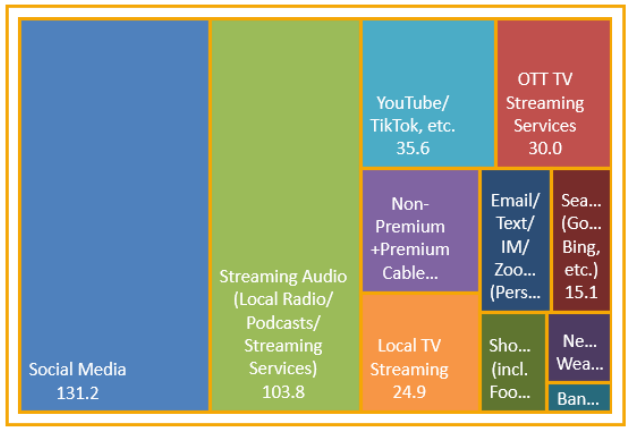


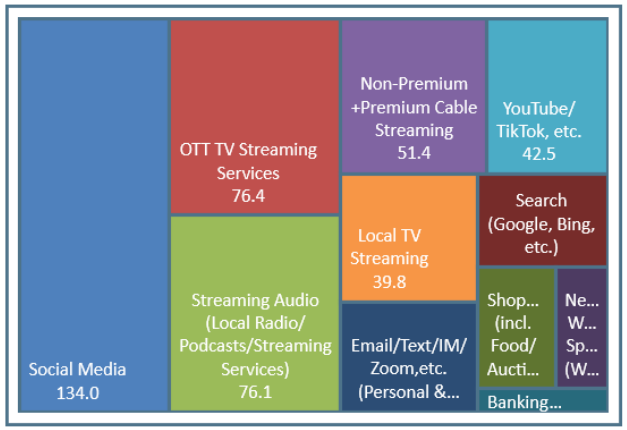


Avg. Week <u>Ad-Supported</u> Digital (Persons & % Reach): Adults 18 or older



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





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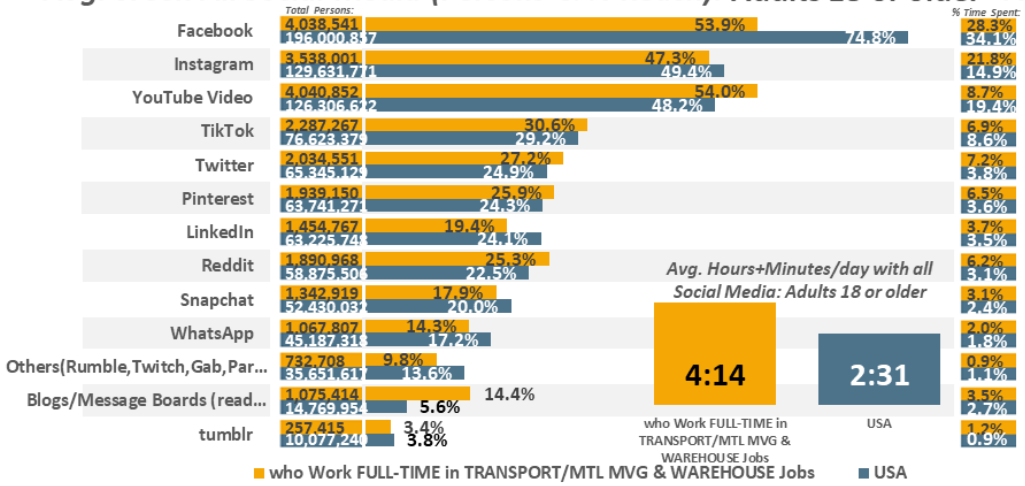
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[(Detailed occupation codes: Installation, Maintenance, and Repair Workers AND Employment status: Employed full-time (35 hours or more))]

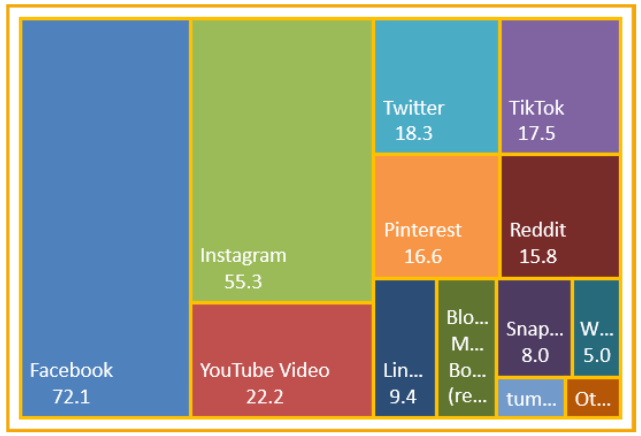
TRANSPORTATION, MATERIAL MOVING & WAREHOUSE

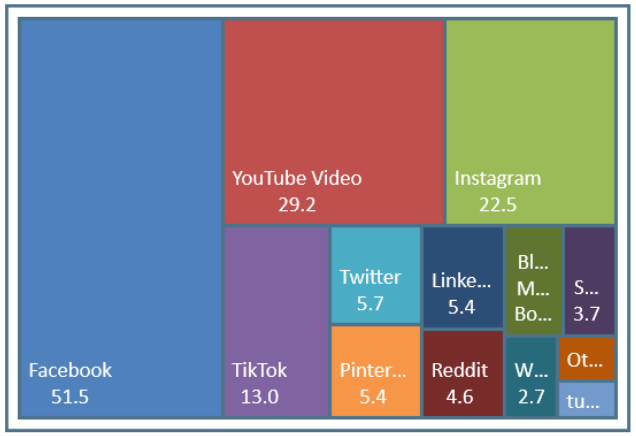
4,038,541 or 53.9% of Adults 18 or older who Work FULL-TIME in TRANSPORT/MTL MVG & WAREHOUSE Jobs use Ad-Supported Facebook for an average of 79. minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.

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

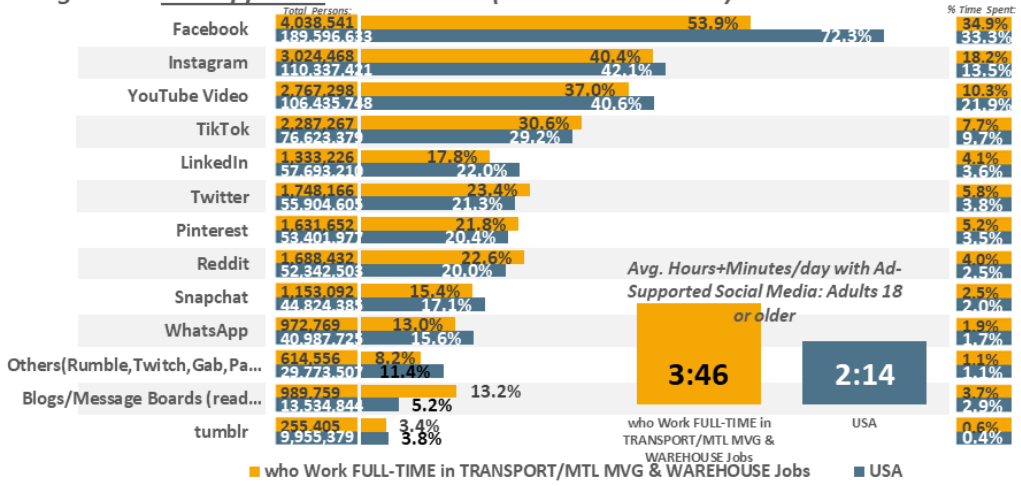


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

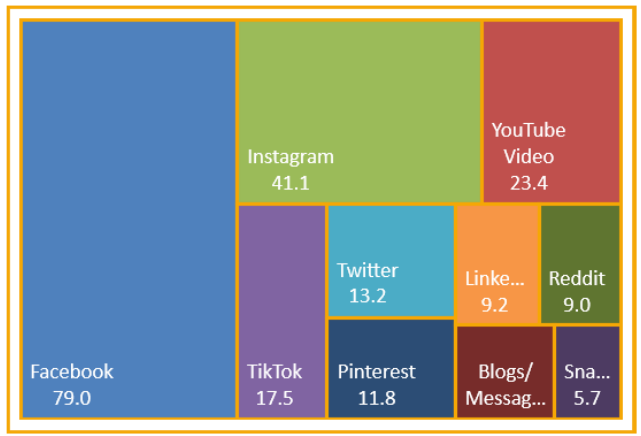


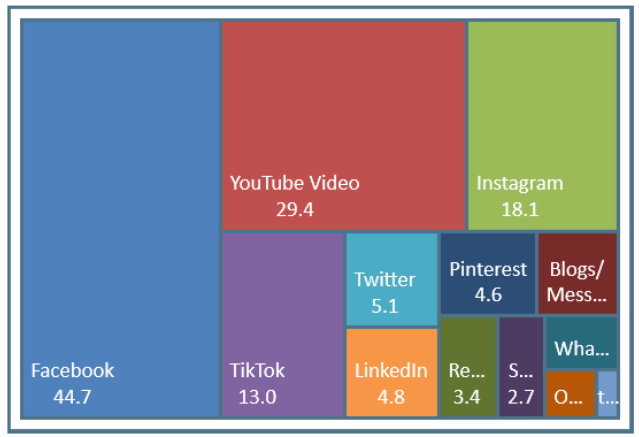


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 170

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

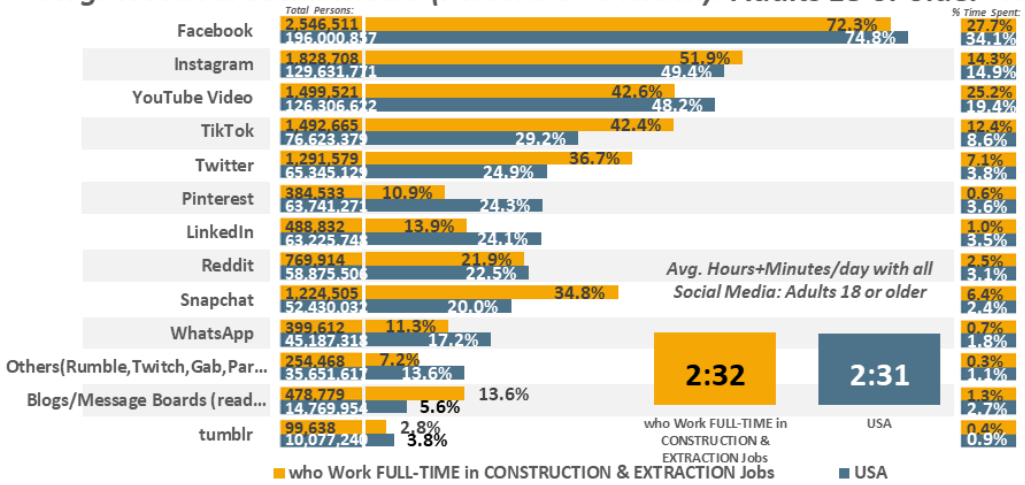
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[(Detailed occupation codes: Transportation and Material Moving AND Employment status: Employed full-time (35 hours or more))]

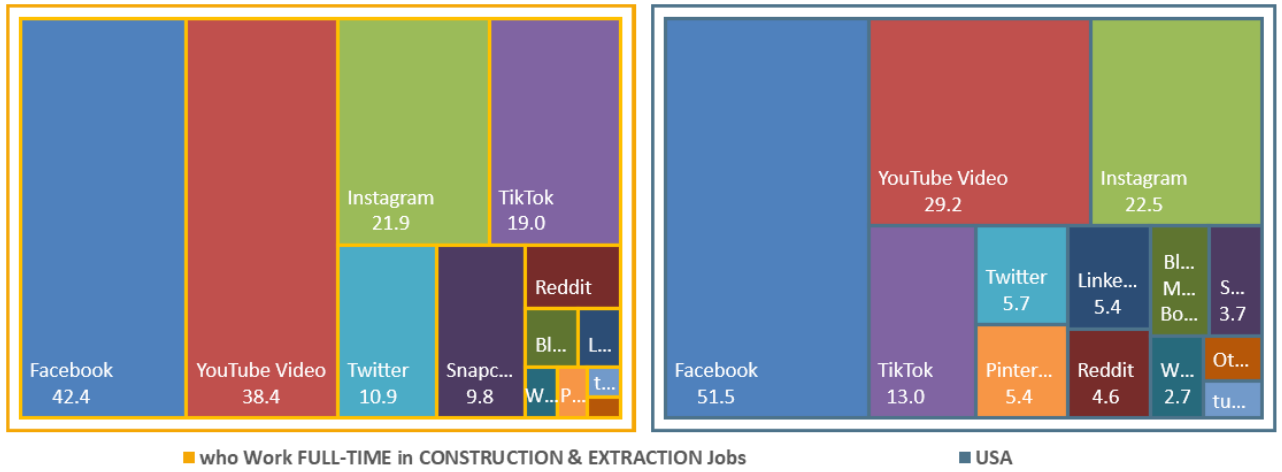
CONSTRUCTION WORKERS

1,467,246 or 41.7% of Adults 18 or older who Work FULL-TIME in CONSTRUCTION & EXTRACTION Jobs use Ad-Supported YouTube Video for an average of 38.6 minutes every day representing 29.5% of all time spent daily with Ad-Supported Social Media.

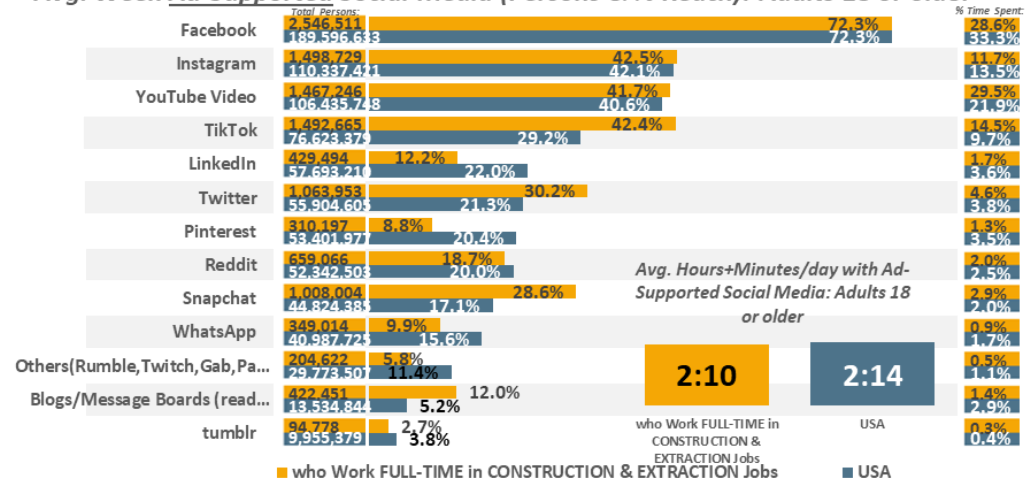
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



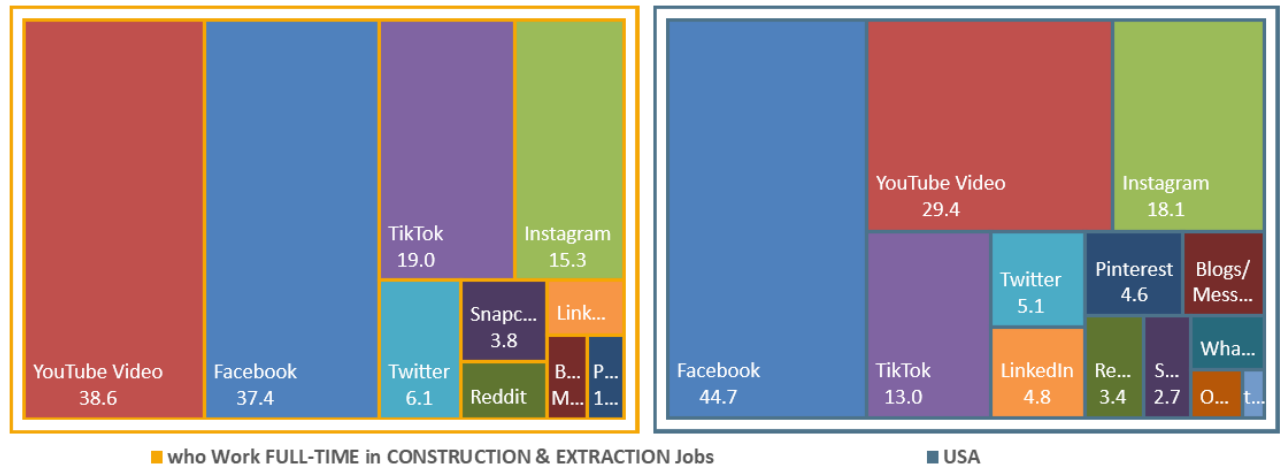
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 98

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

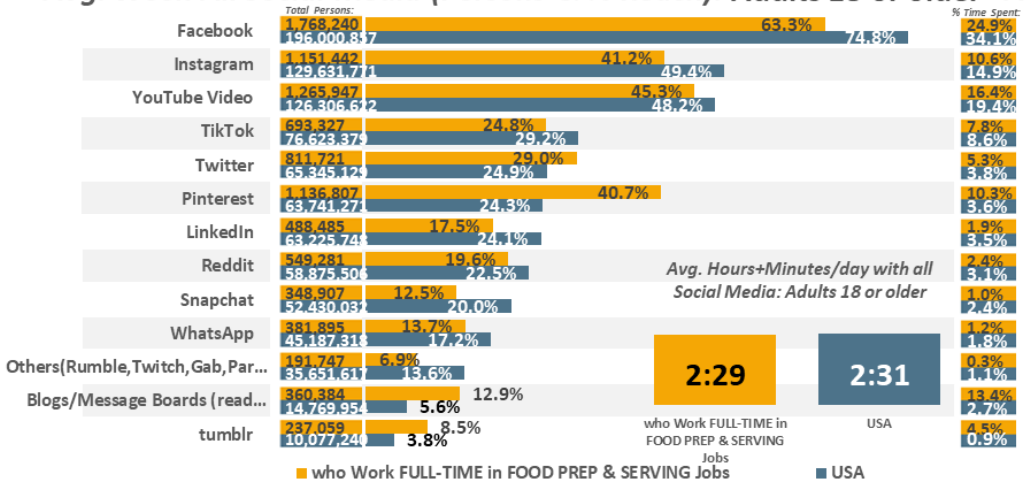
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[(Detailed occupation codes: Construction and Extraction AND Employment status: Employed full-time (35 hours or more))]

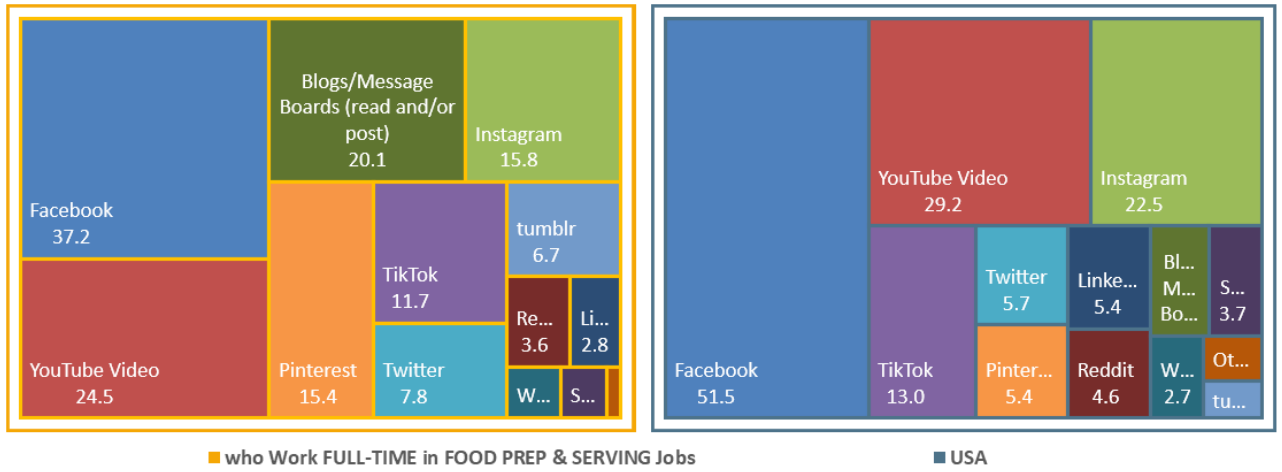
FOOD PREP & SERVING

1,768,240 or 63.3% of Adults 18 or older who Work FULL-TIME in FOOD PREP & SERVING Jobs use Ad-Supported Facebook for an average of 41.1 minutes every day representing 28.4% of all time spent daily with Ad-Supported Social Media.

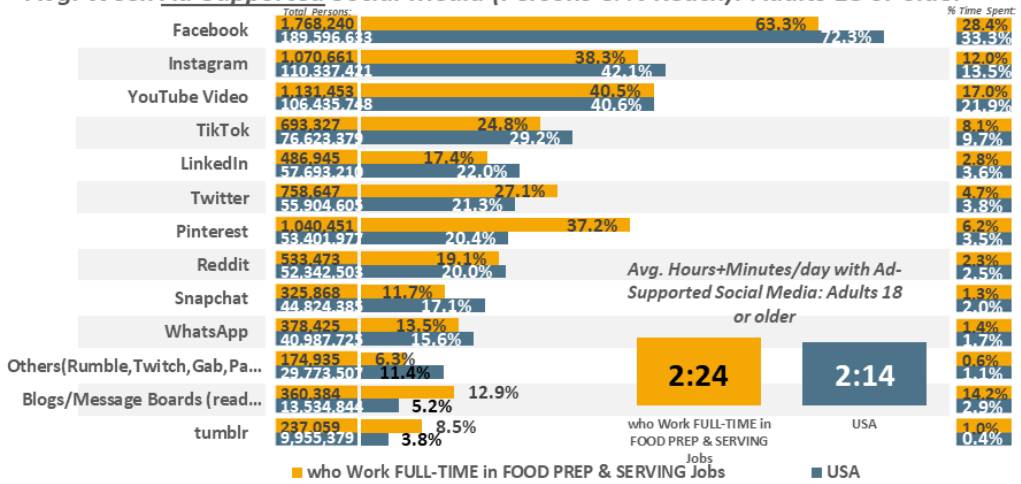
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



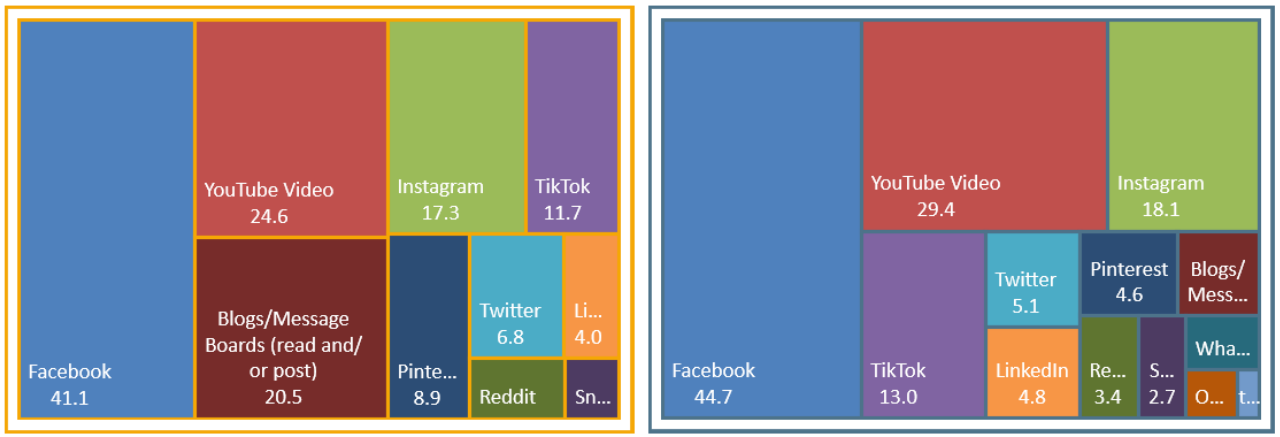
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 74

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

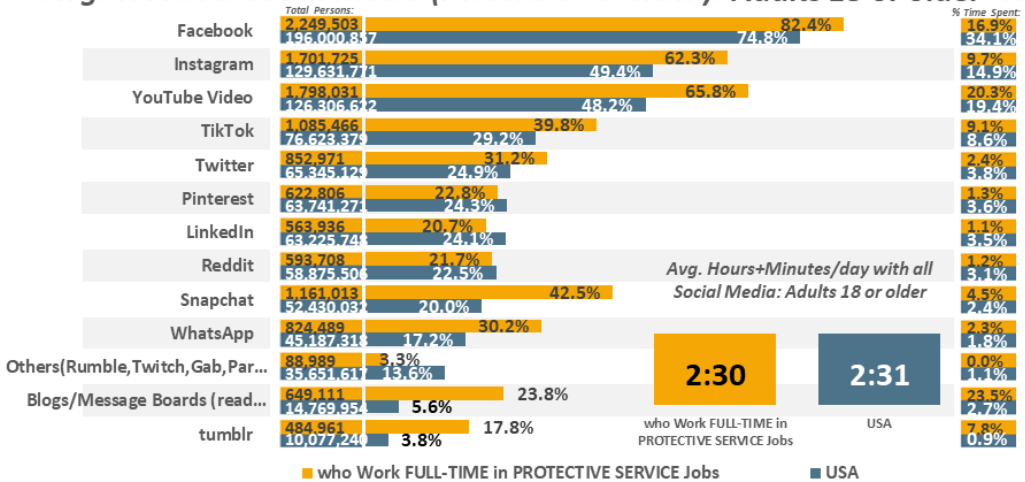
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[(Detailed occupation codes: Food Preparation and Serving AND Employment status: Employed full-time (35 hours or more))]

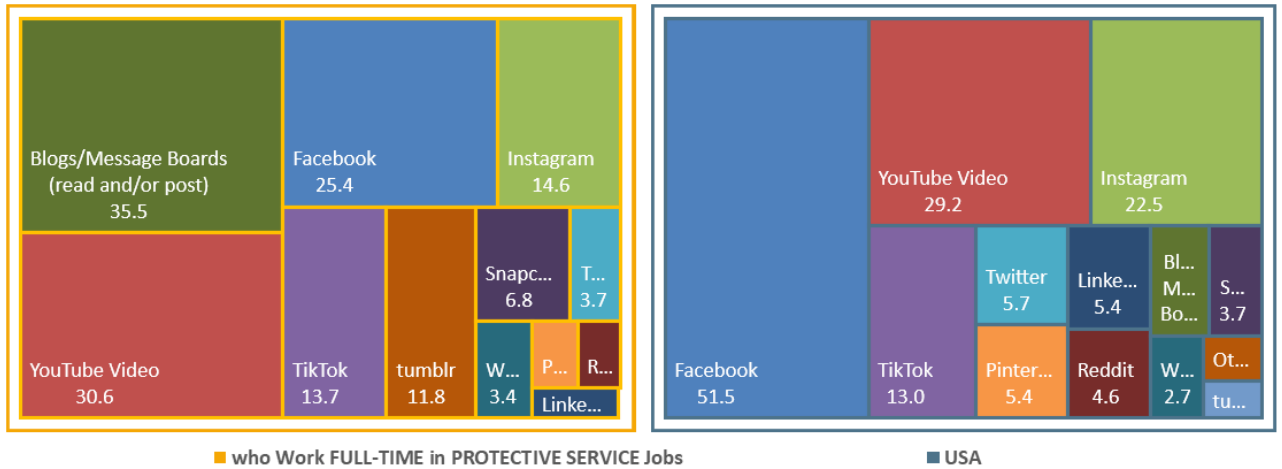
PROTECTIVE SERVICE

546,809 or 20.% of Adults 18 or older who Work FULL-TIME in PROTECTIVE SERVICE Jobs use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 32.1 minutes every day representing 26.1% of all time spent daily with Ad-Supported Social Media

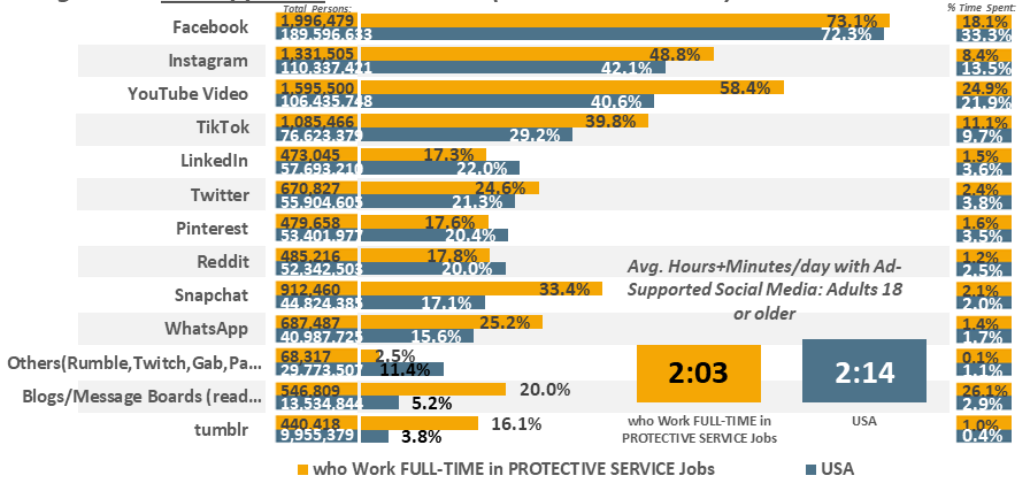
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



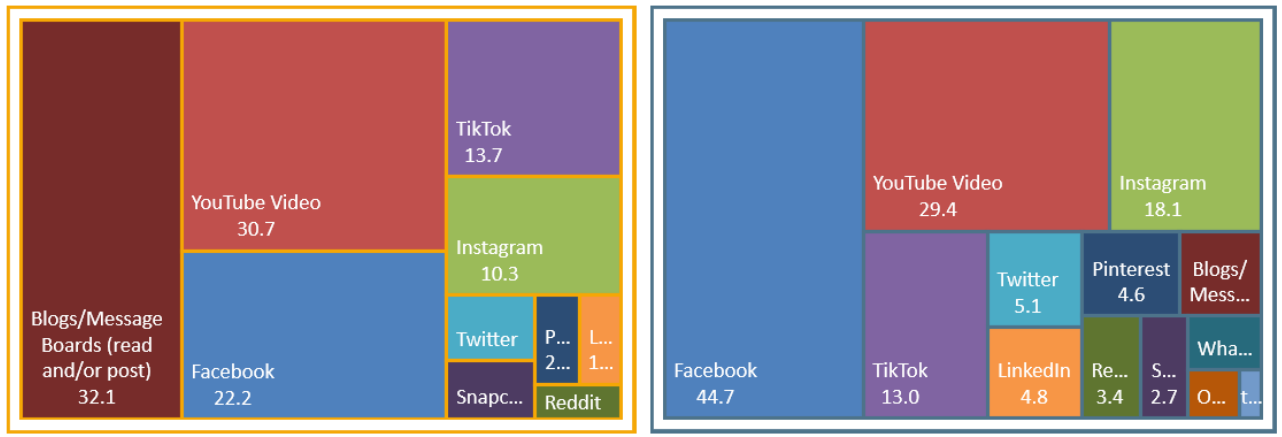
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 83

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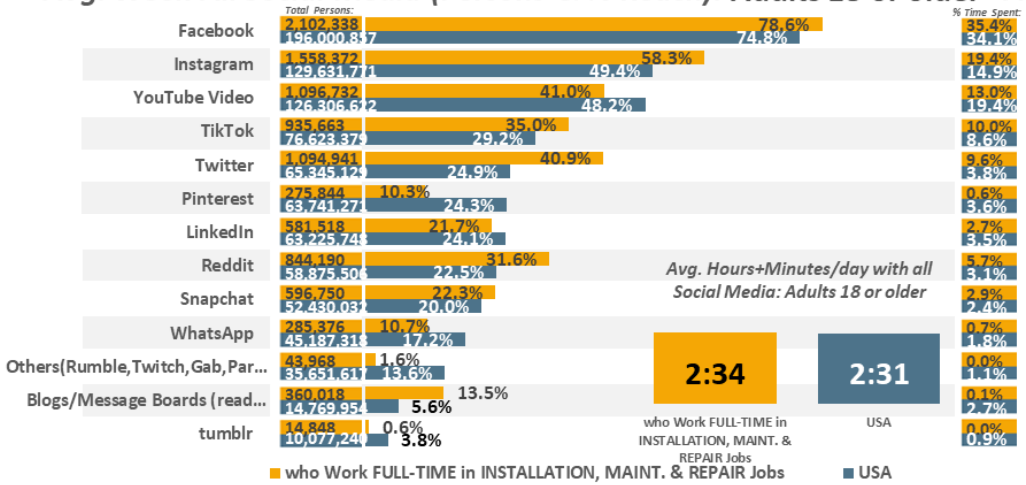
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[(Detailed occupation codes: Protective Service AND Employment status: Employed full-time (35 hours or more))]

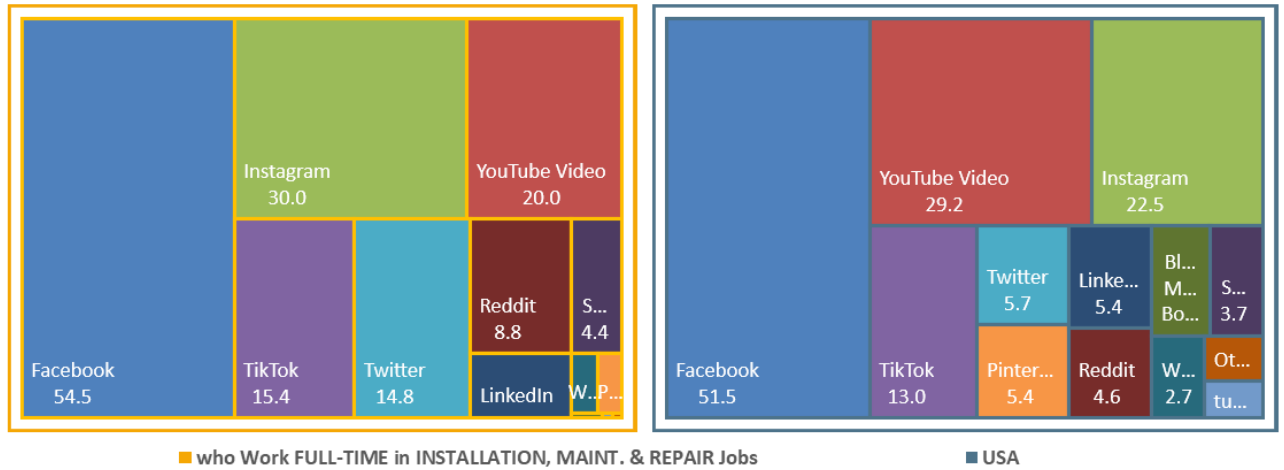
INSTALLATION, MAINT & REPAIR

1,870,959 or 70.% of Adults 18 or older who Work FULL-TIME in INSTALLATION, MAINT. & REPAIR Jobs use Ad-Supported Facebook for an average of 47.6 minutes every day representing 36.3% of all time spent daily with Ad-Supported Social Media.

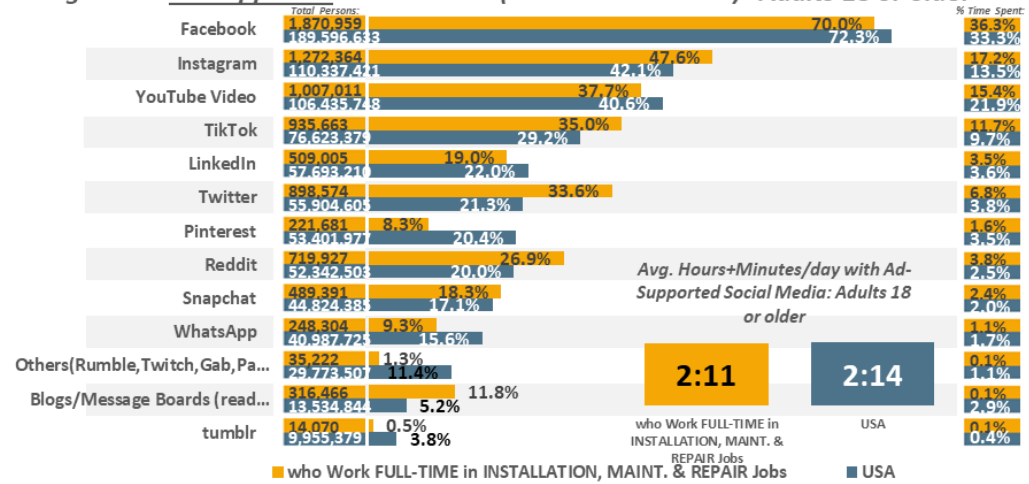
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



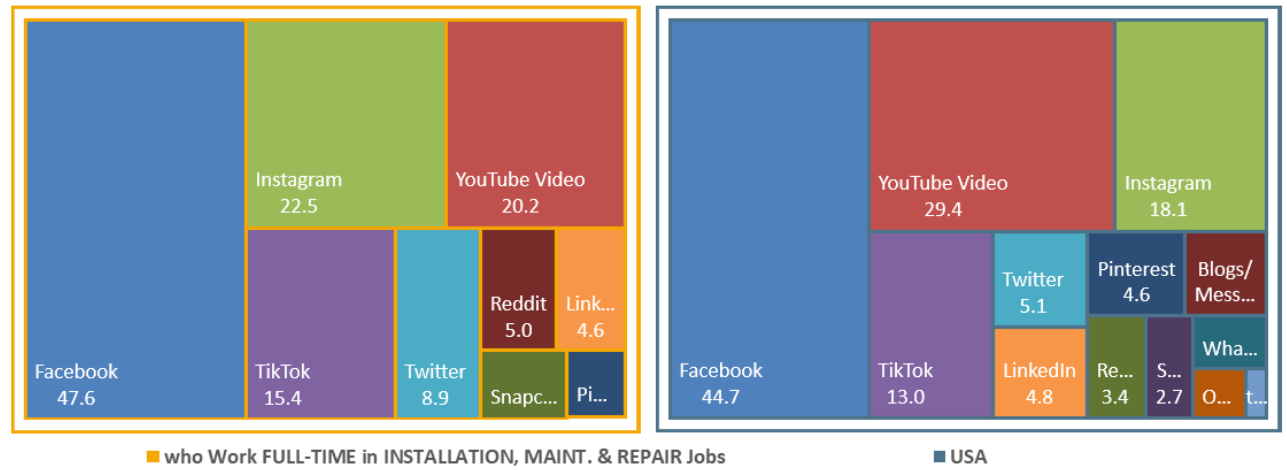
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 68

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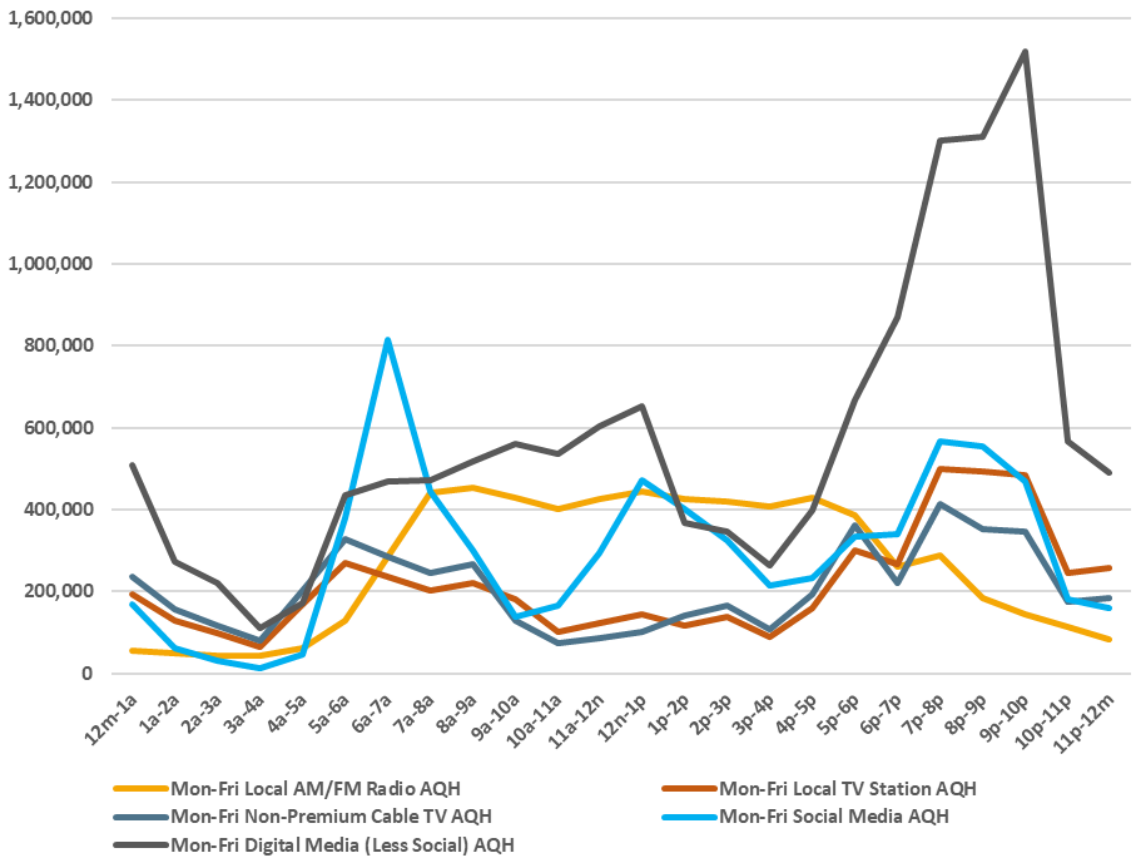
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[(Detailed occupation codes: Installation, Maintenance, and Repair Workers AND Employment status: Employed full-time (35 hours or more))]

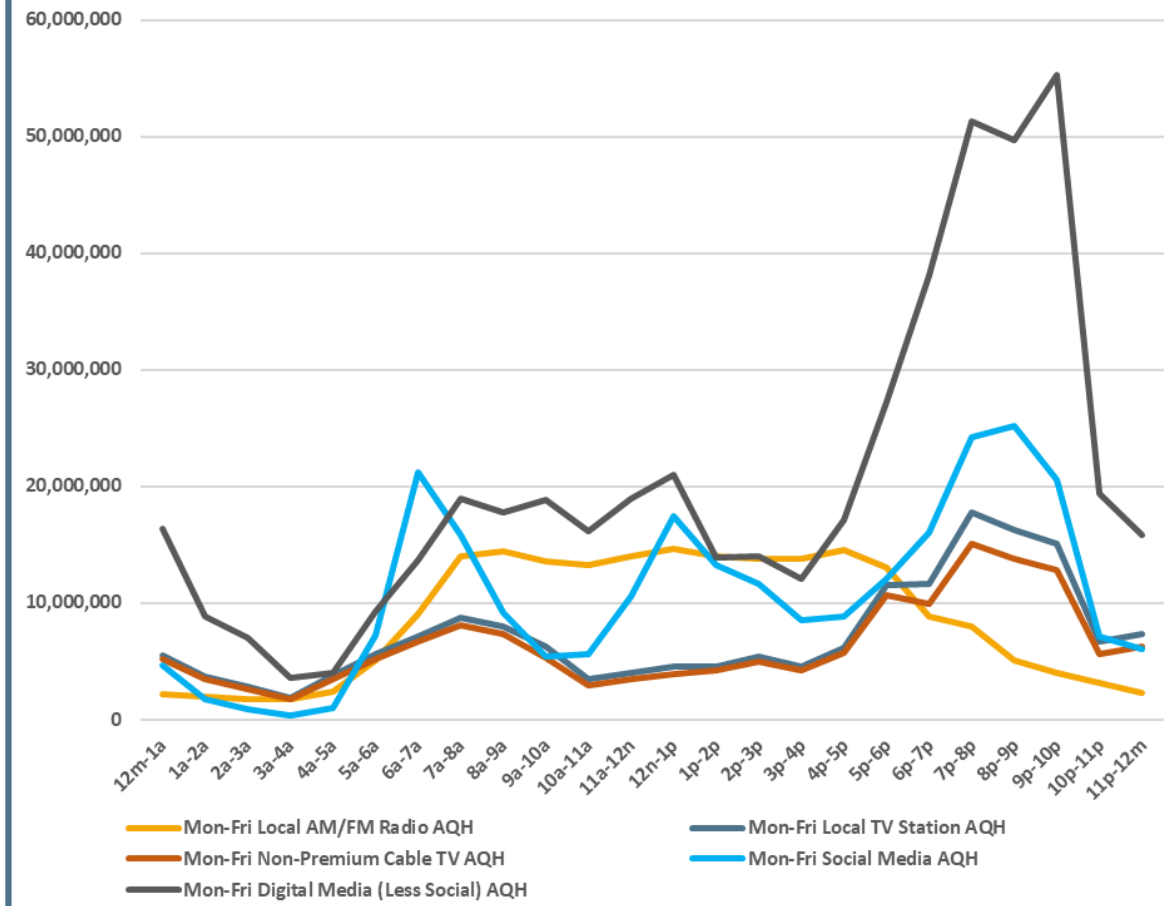
TRANSPORTATION, MATERIAL MOVING & WAREHOUSE

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 517,216; Local Radio: 400,519; Social Media: 344,495; Non-Prem. Cable: 183,113; Local TV: 174,987 reaching Adults 18 or older who Work FULL-TIME in TRANSPORT/MTL MVG & WA

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who Work FULL-TIME in TRANSPORT/MTL MVG & WAREHOUSE Jobs



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 170

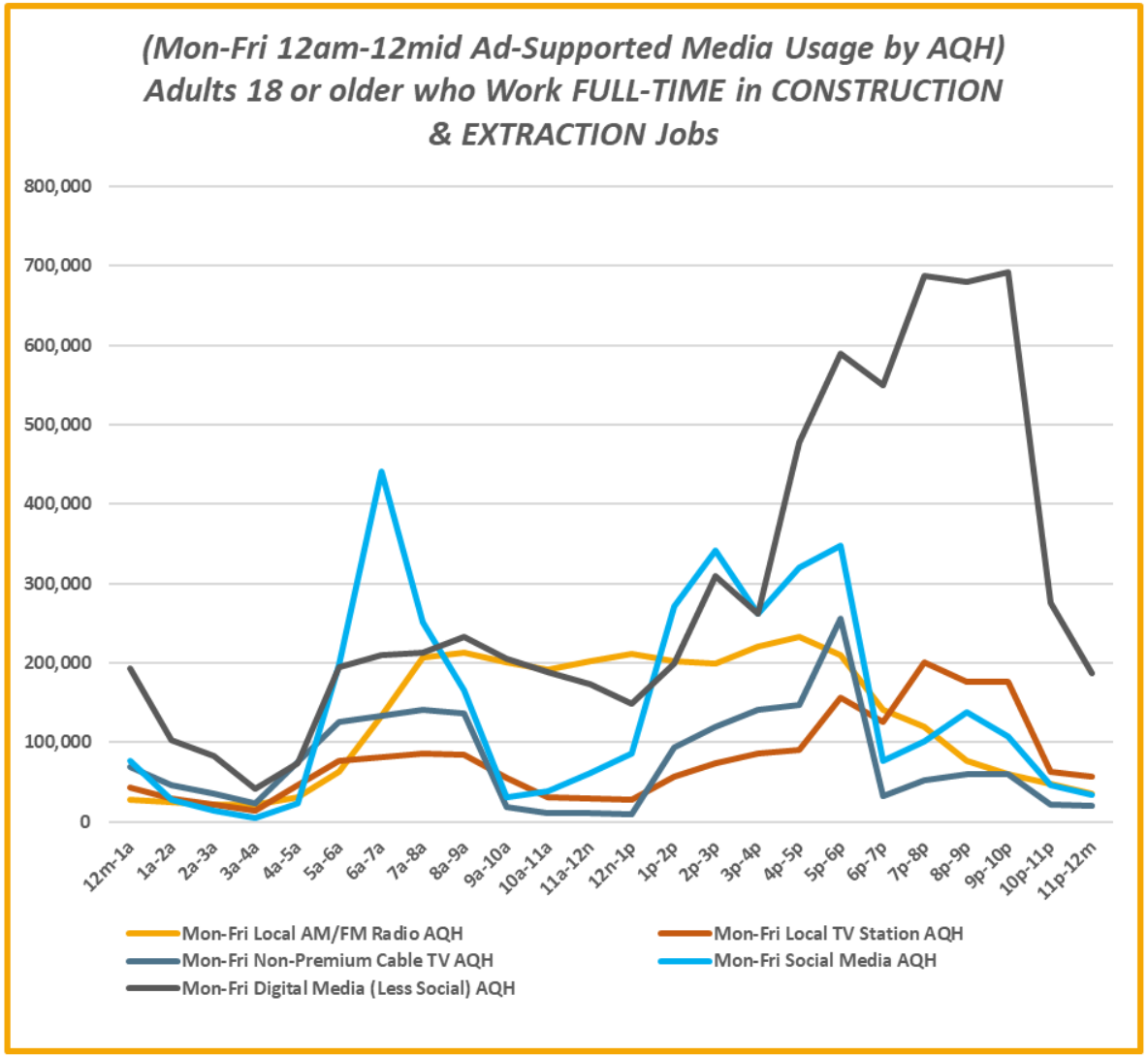
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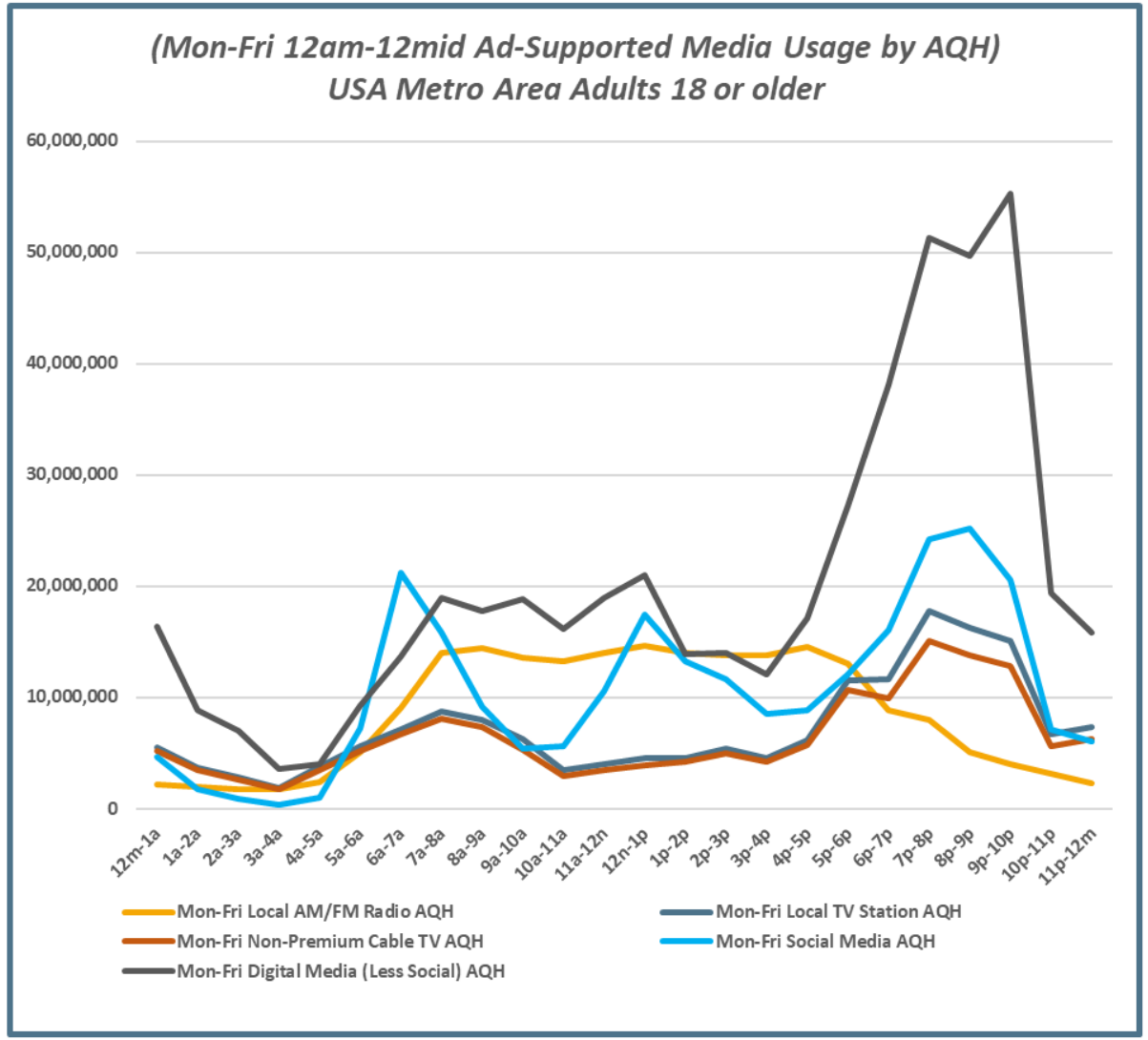
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[(Detailed occupation codes: Transportation and Material Moving AND Employment status: Employed full-time (35 hours or more))]

CONSTRUCTION WORKERS

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 289,194; Social Media: 206,962; Local Radio: 197,415; Non-Prem. Cable: 95,924; Local TV: 75,659 reaching Adults 18 or older who Work FULL-TIME in CONSTRUCTION & EXTRACTIO





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 98

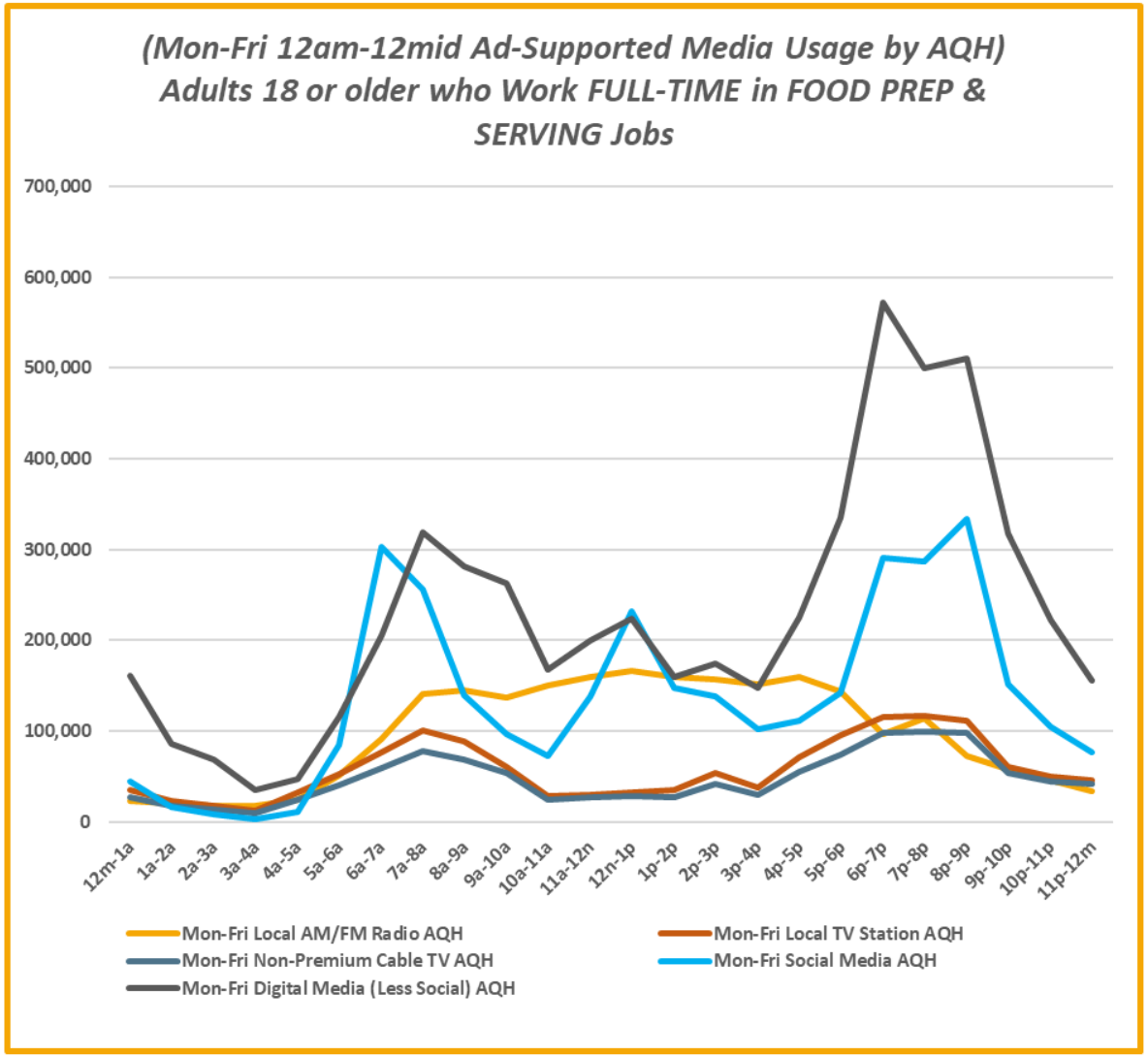
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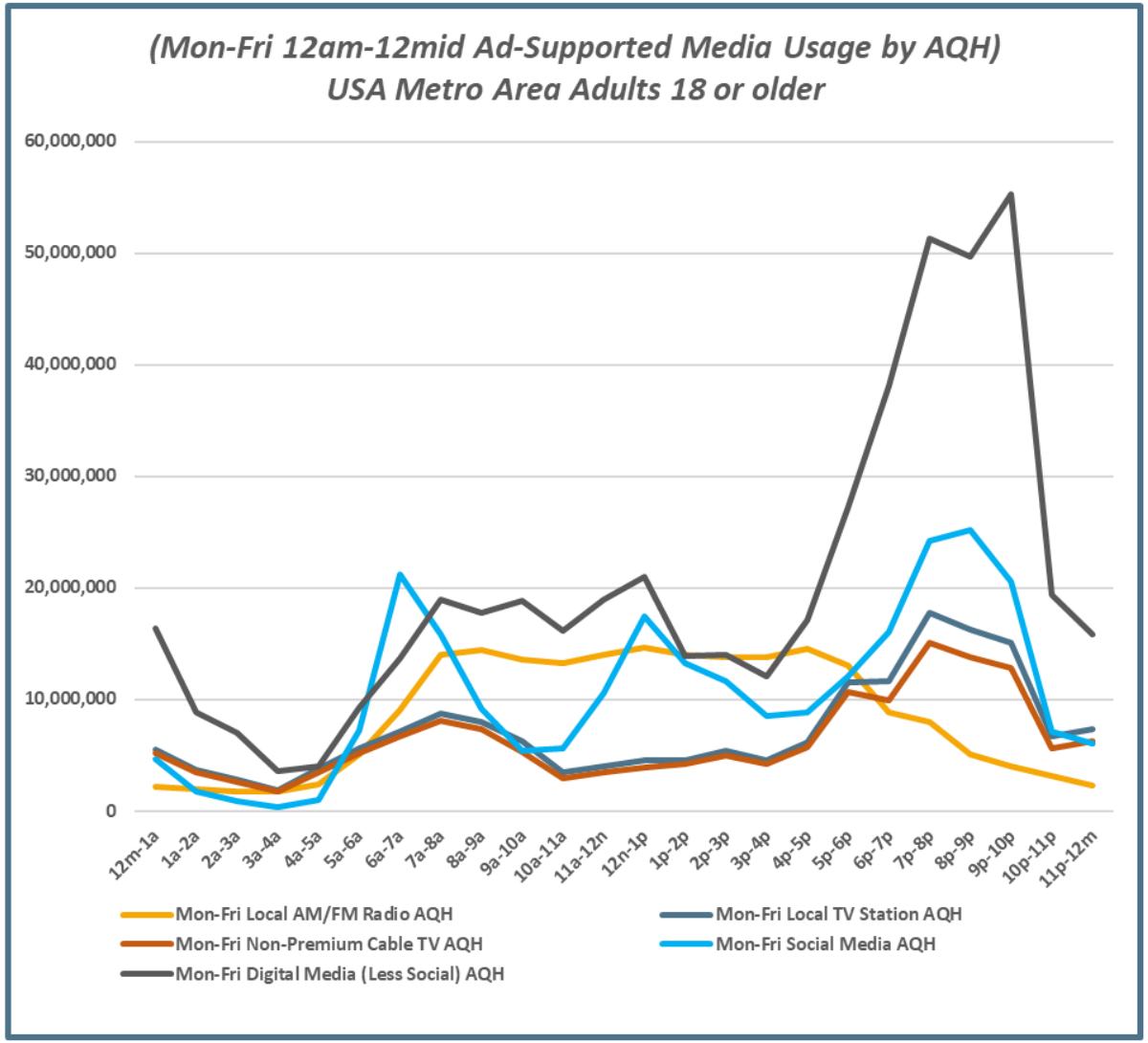
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[(Detailed occupation codes: Construction and Extraction AND Employment status: Employed full-time (35 hours or more))]

FOOD PREP & SERVING

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 251,788; Social Media: 166,646; Local Radio: 142,968; Local TV: 63,182; Non-Prem. Cable: 51,048 reaching Adults 18 or older who Work FULL-TIME in FOOD PREP & SERVING Jobs





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 74

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

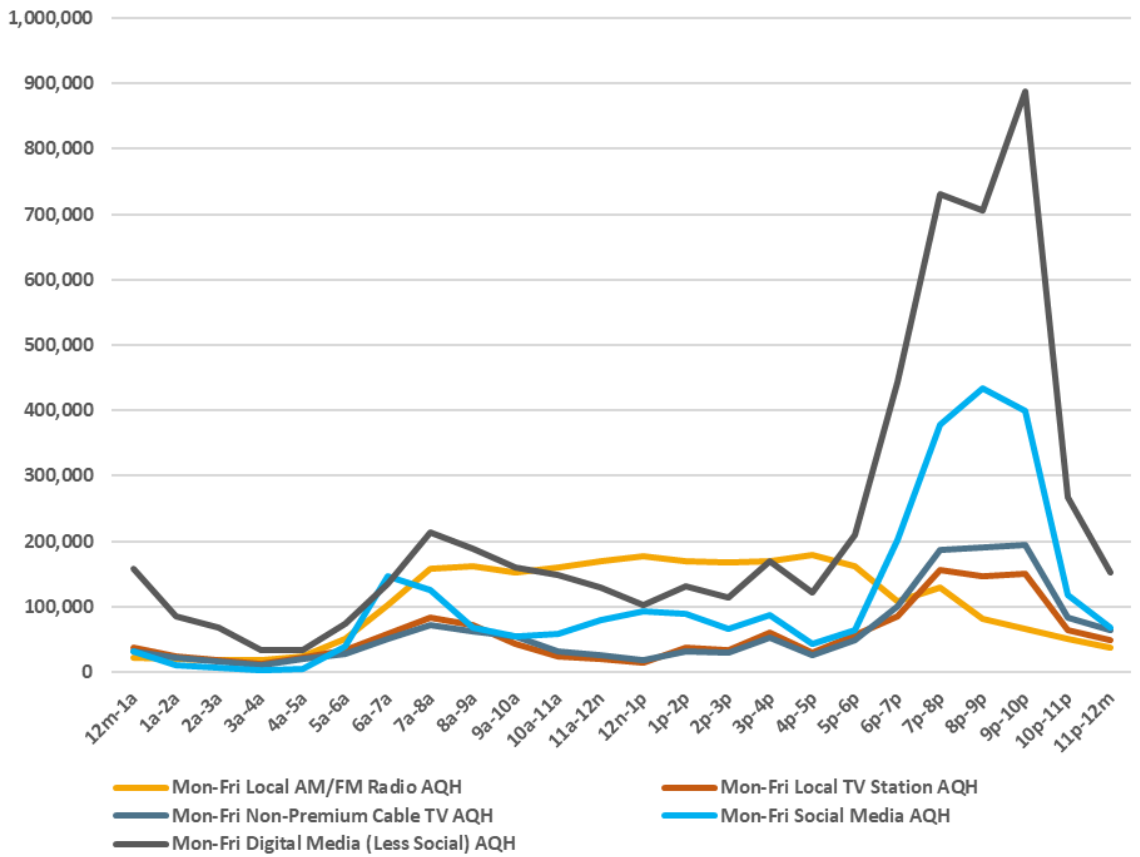
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[(Detailed occupation codes: Food Preparation and Serving AND Employment status: Employed full-time (35 hours or more))]

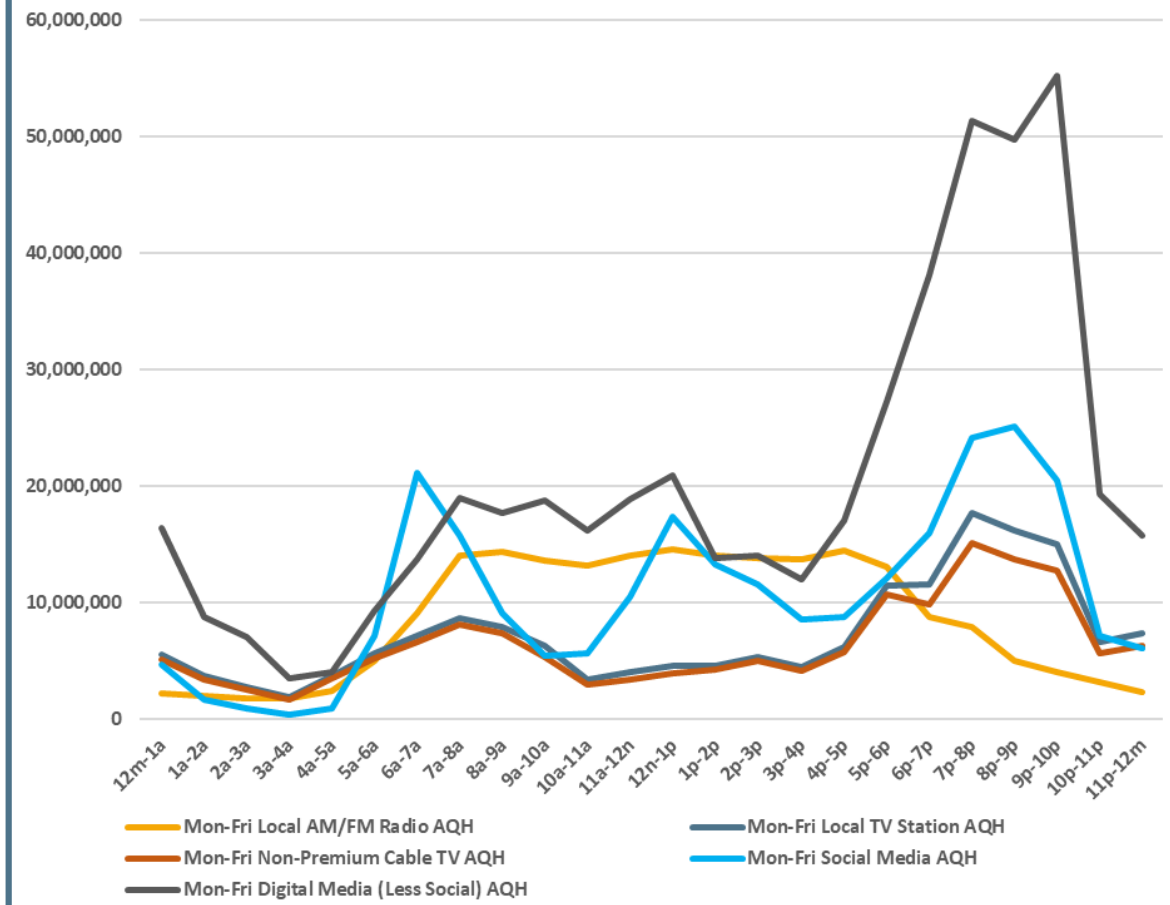
PROTECTIVE SERVICE

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 174,388; Local Radio: 156,849; Social Media: 90,676; Local TV: 47,555; Non-Prem. Cable: 46,487 reaching Adults 18 or older who Work FULL-TIME in PROTECTIVE SERVICE Jobs.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who Work FULL-TIME in PROTECTIVE SERVICE Jobs



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 83

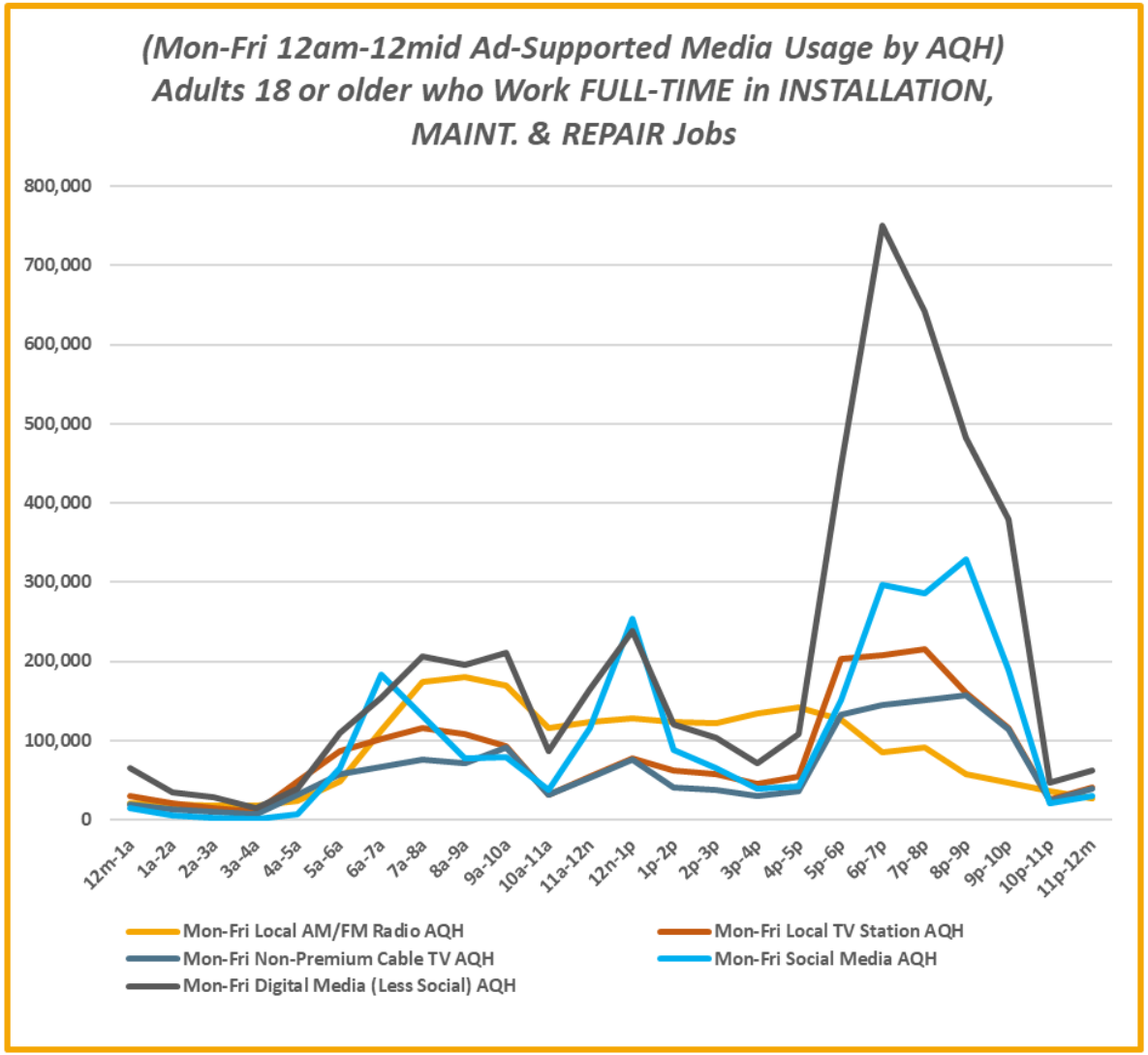
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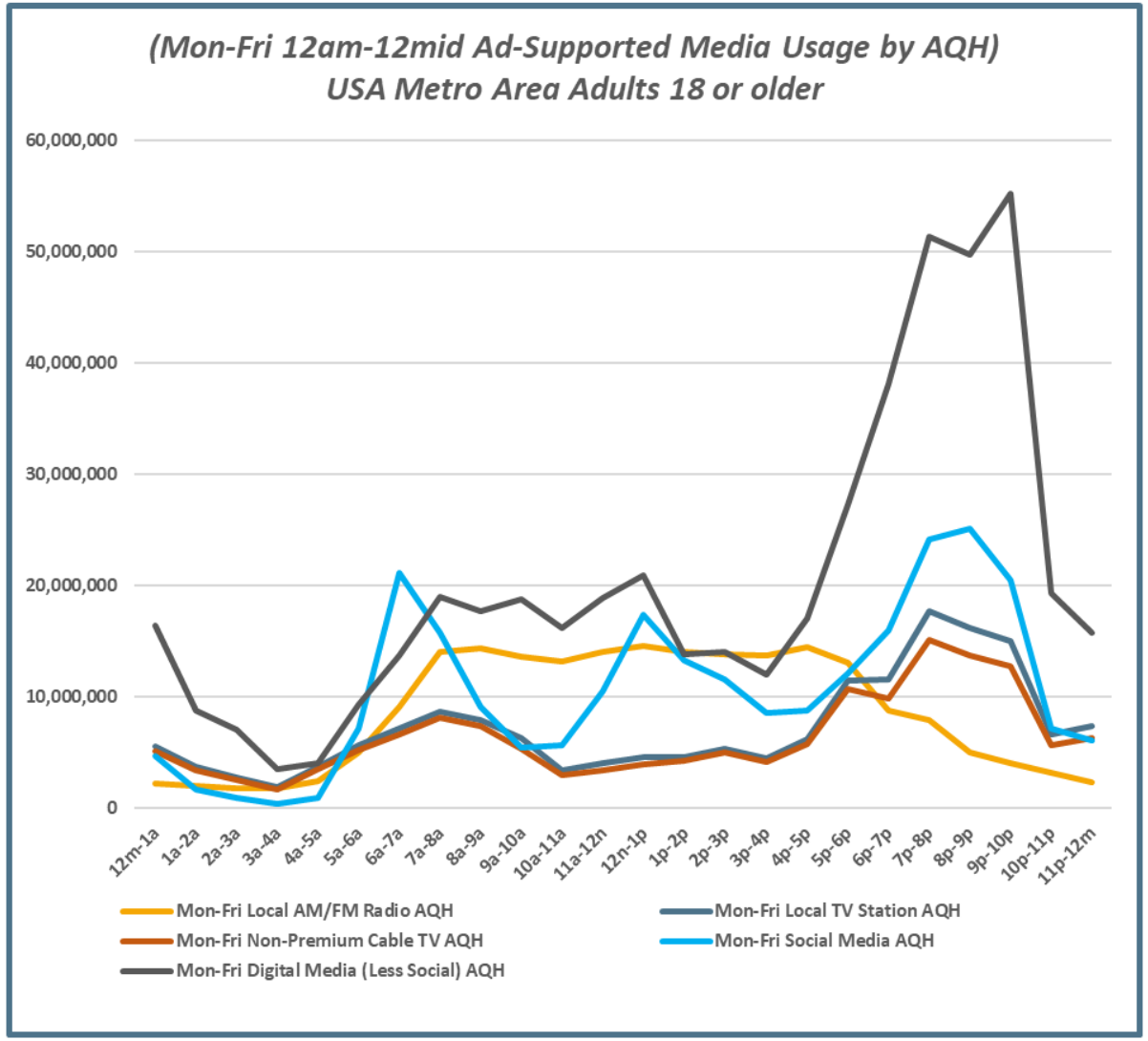
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[(Detailed occupation codes: Protective Service AND Employment status: Employed full-time (35 hours or more))]

INSTALLATION, MAINT & REPAIR

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 219,611; Local Radio: 133,533; Social Media: 119,782; Local TV: 93,220; Non-Prem. Cable: 68,236 reaching Adults 18 or older who Work FULL-TIME in INSTALLATION, MAINT. & R





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 68

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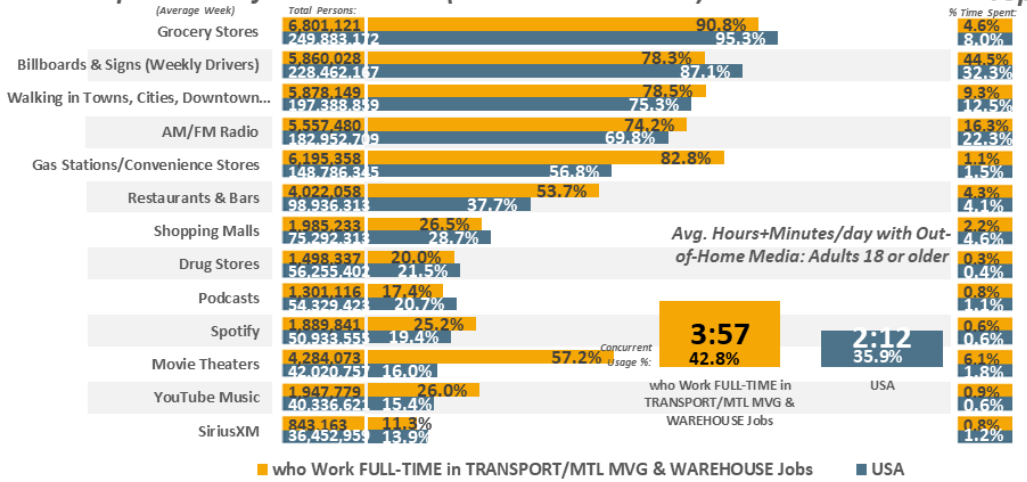
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[(Detailed occupation codes: Installation, Maintenance, and Repair Workers AND Employment status: Employed full-time (35 hours or more))]

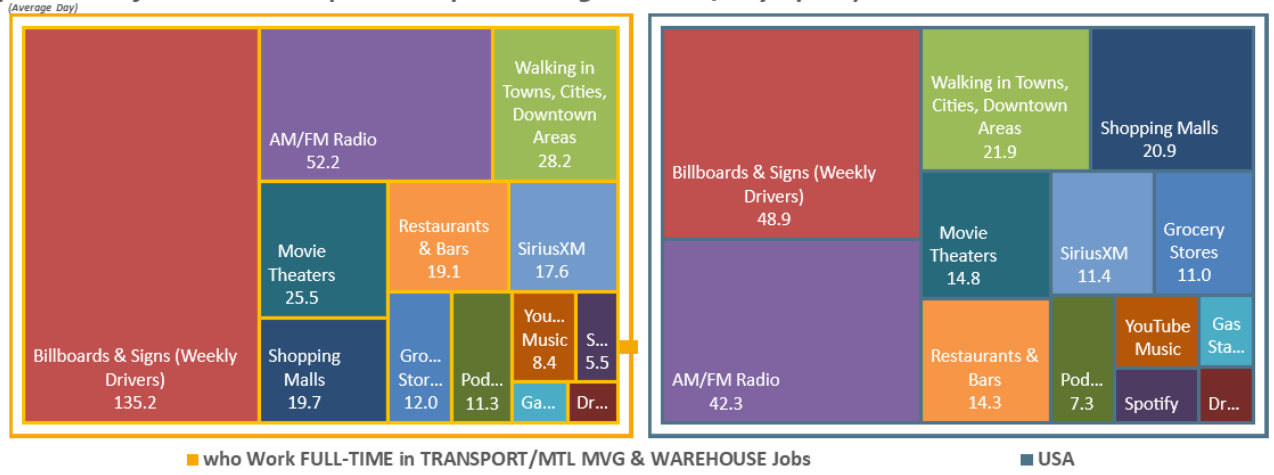
TRANSPORTATION, MATERIAL MOVING & WAREHOUSE

5,860,028 or 78.3% of Adults 18 or older who Work FULL-TIME in TRANSPORT/MTL MVG & WAREHOUSE Jobs spend an average of 135.2 minutes per day driving, seeing Billboards and Signs.
71.5% Listen to Local Radio Stations Out-of-Home for an average of 47.8 minut

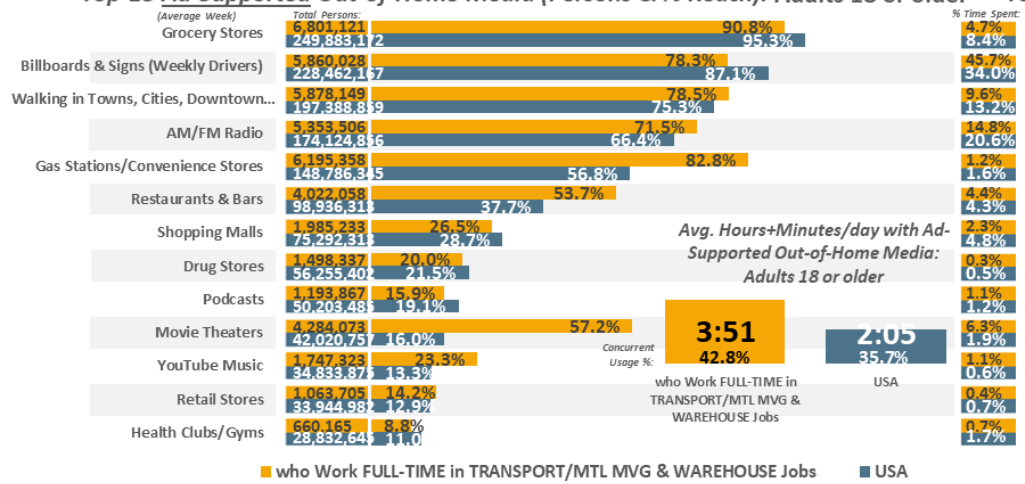
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



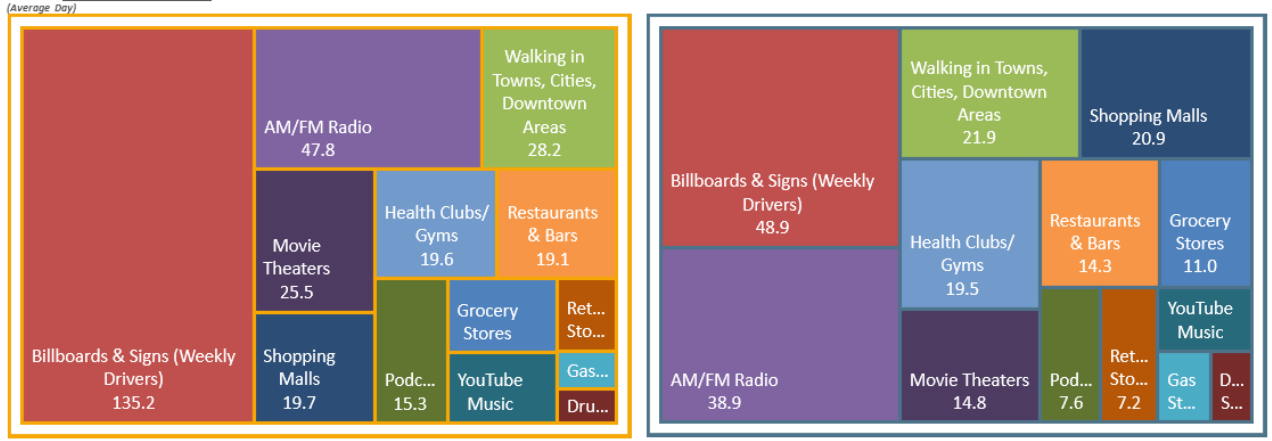
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 170

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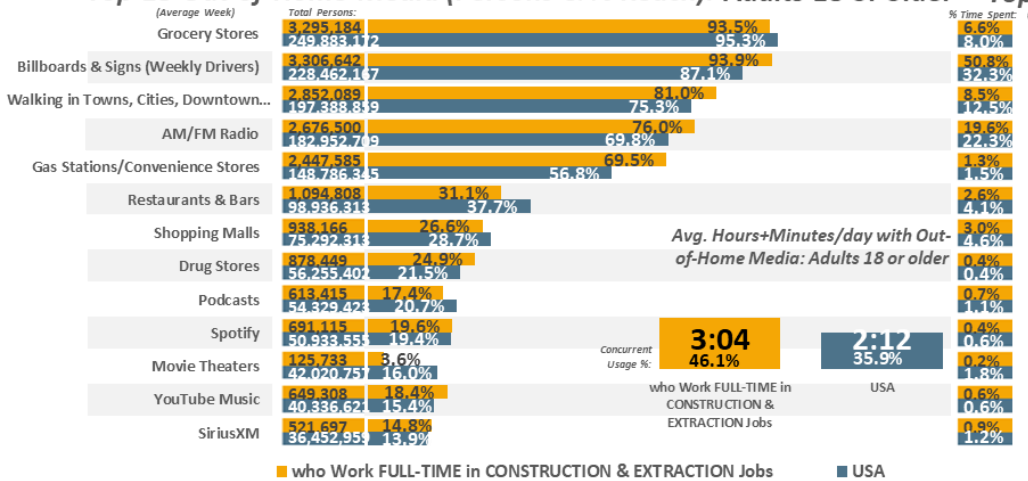
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[(Detailed occupation codes: Transportation and Material Moving AND Employment status: Employed full-time (35 hours or more))]

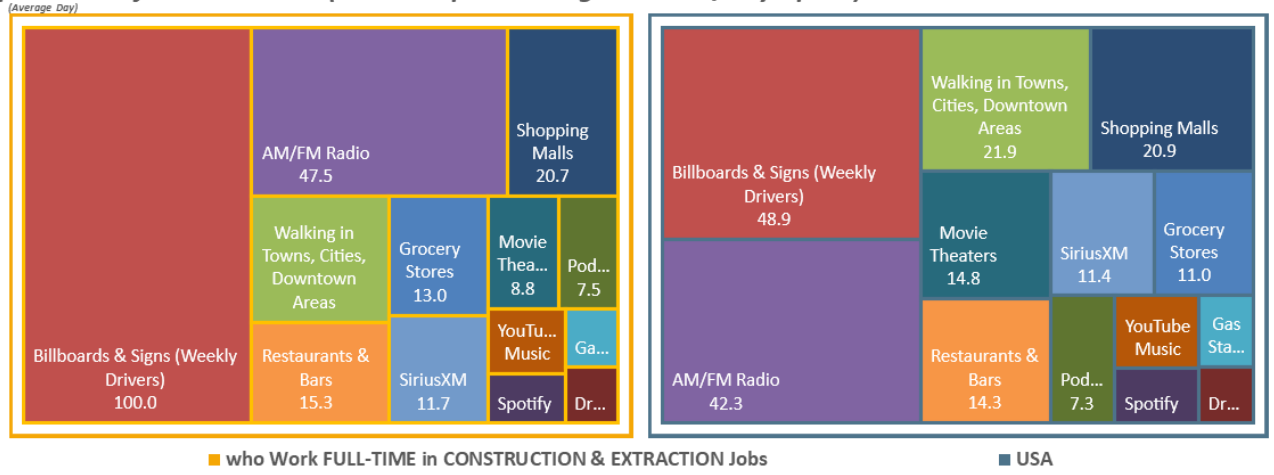
CONSTRUCTION WORKERS

3,306,642 or 93.9% of Adults 18 or older who Work FULL-TIME in CONSTRUCTION & EXTRACTION Jobs spend an average of 100. minutes per day driving, seeing Billboards and Signs. 73.5% Listen to Local Radio Stations Out-of-Home for an average of 45.6 minutes/da

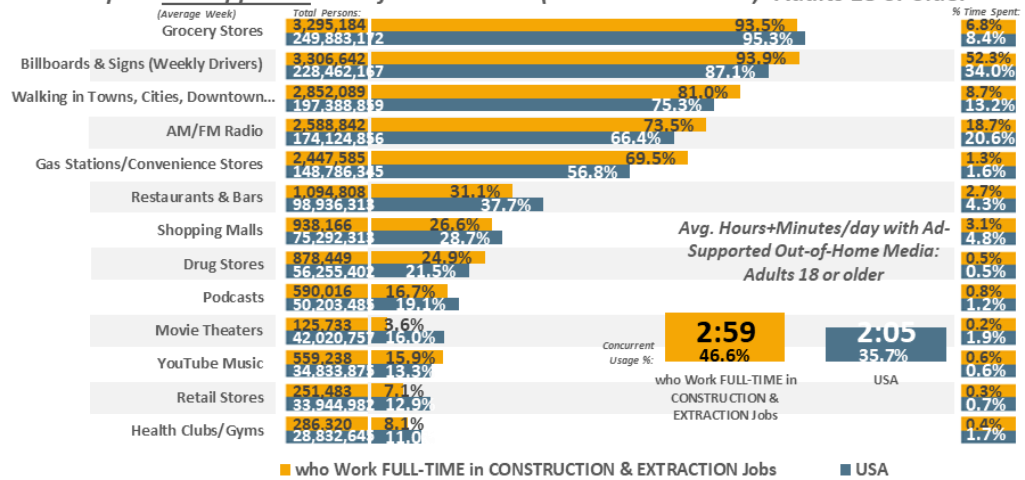
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



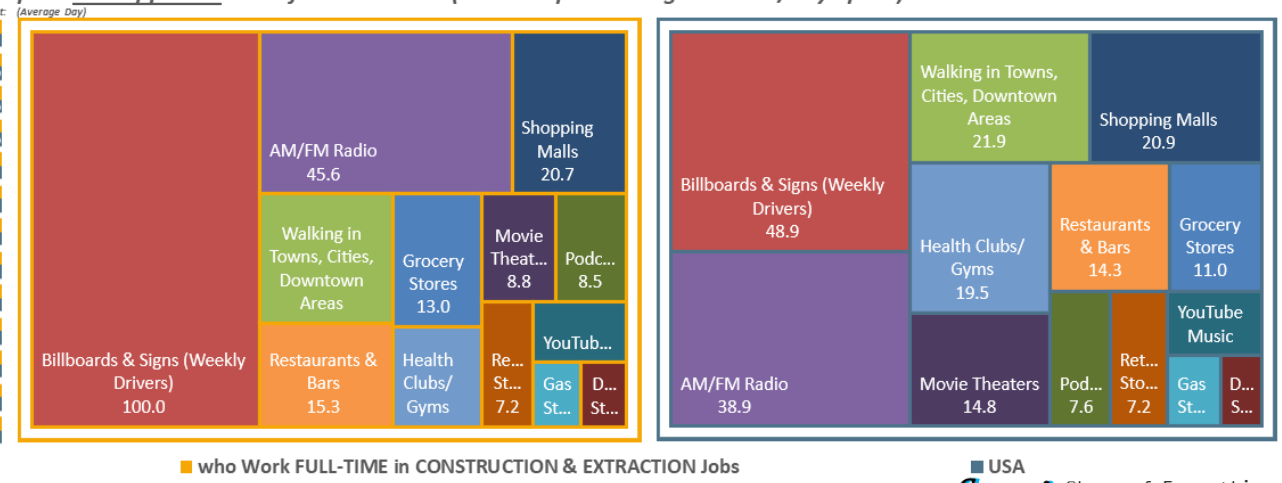
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 98

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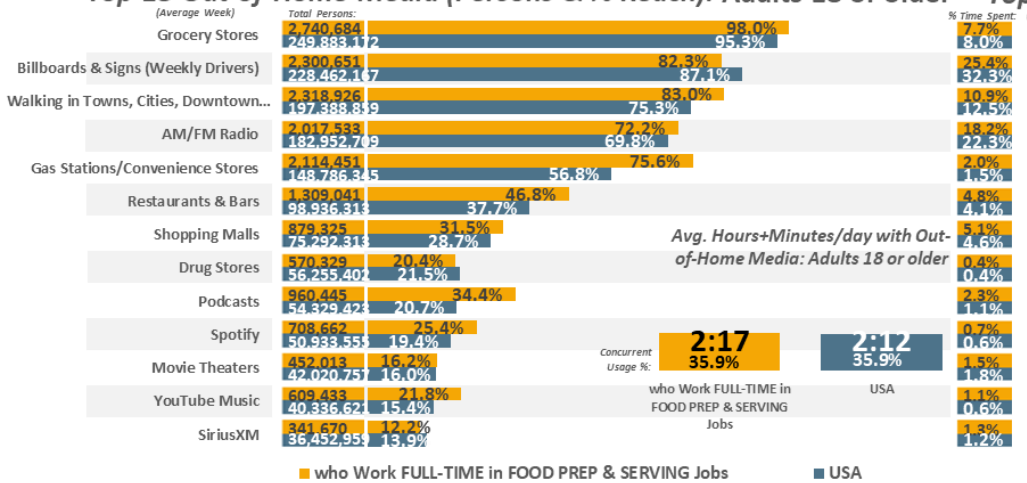
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[(Detailed occupation codes: Construction and Extraction AND Employment status: Employed full-time (35 hours or more))]

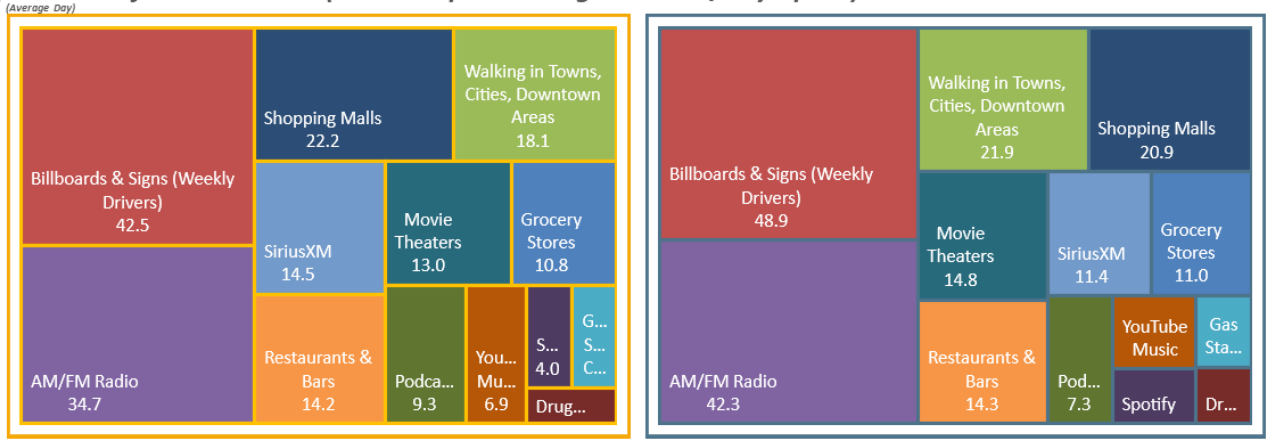
FOOD PREP & SERVING

2,300,651 or 82.3% of Adults 18 or older who Work FULL-TIME in FOOD PREP & SERVING Jobs spend an average of 42.5 minutes per day driving, seeing Billboards and Signs. 69.8% Listen to Local Radio Stations Out-of-Home for an average of 31.2 minutes/day.

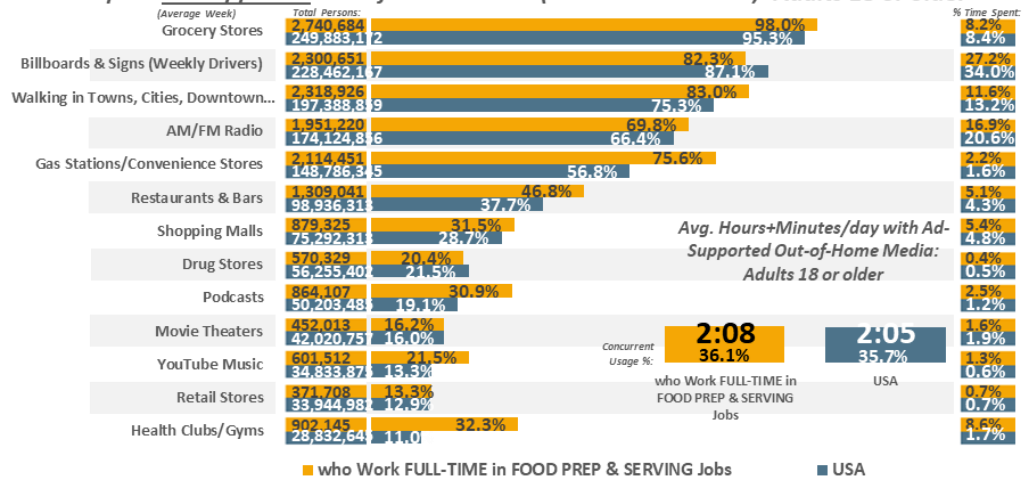
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



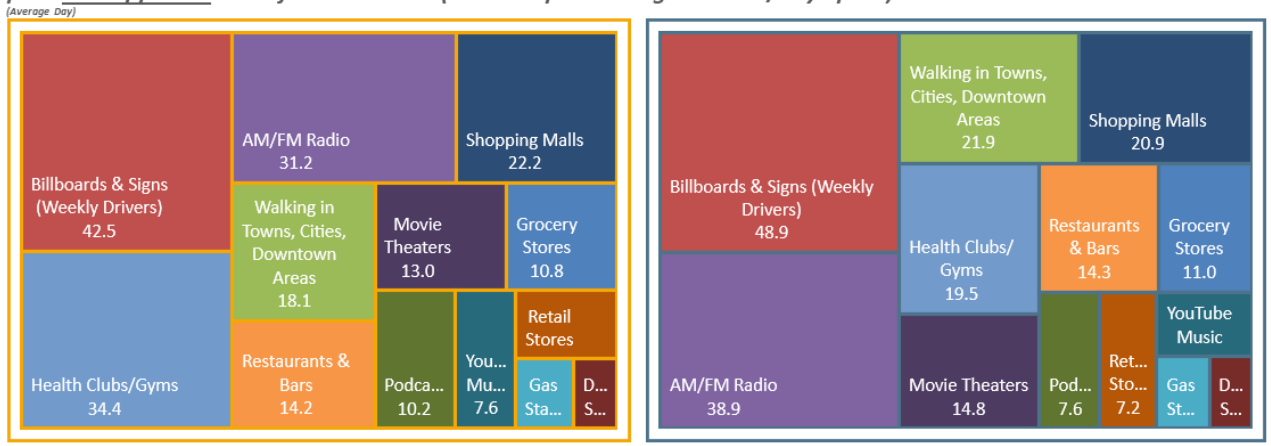
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 74

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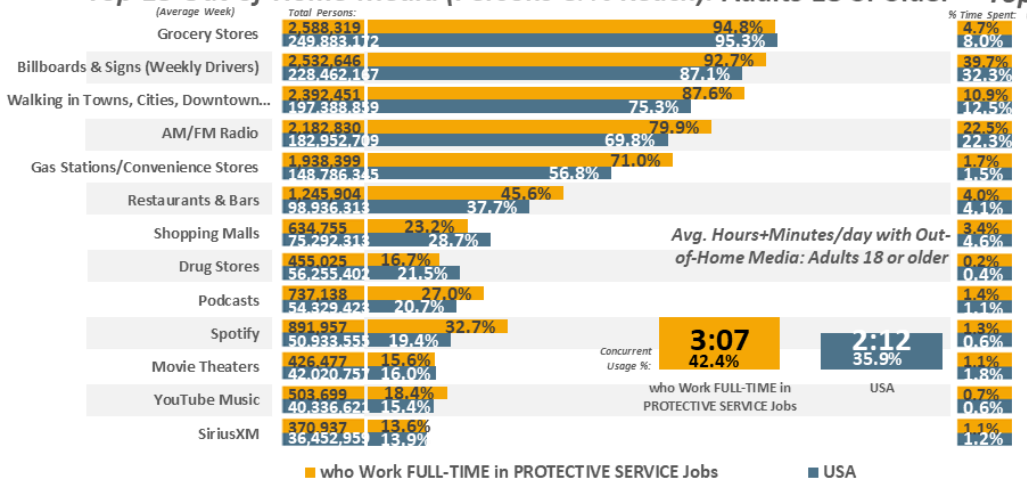
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[(Detailed occupation codes: Food Preparation and Serving AND Employment status: Employed full-time (35 hours or more))]

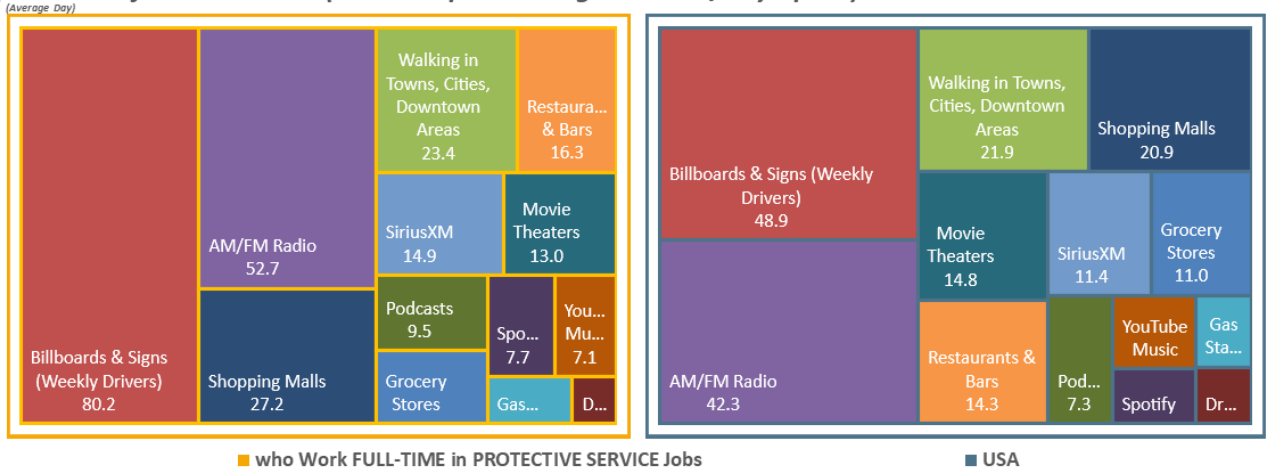
PROTECTIVE SERVICE

2,532,646 or 92.7% of Adults 18 or older who Work FULL-TIME in PROTECTIVE SERVICE Jobs spend an average of 80.2 minutes per day driving, seeing Billboards and Signs. 78.3% Listen to Local Radio Stations Out-of-Home for an average of 51.6 minutes/day.

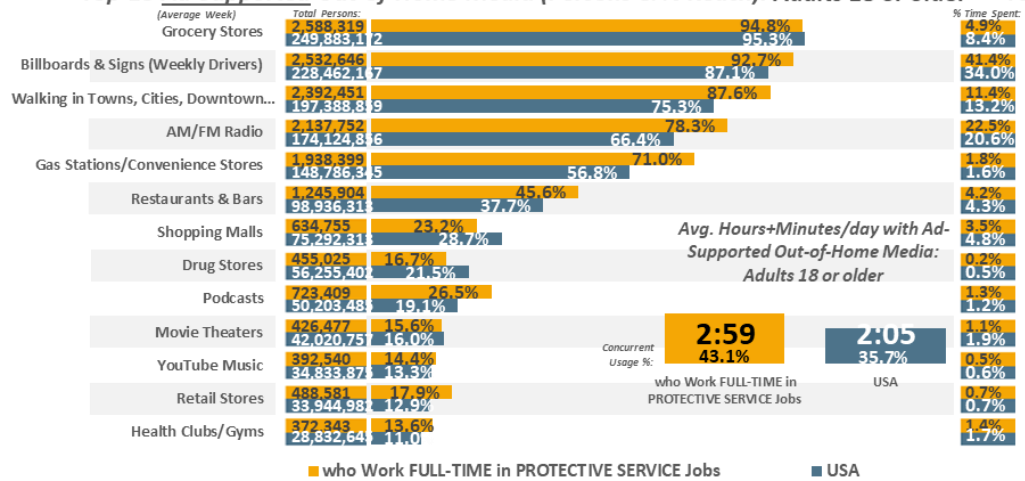
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



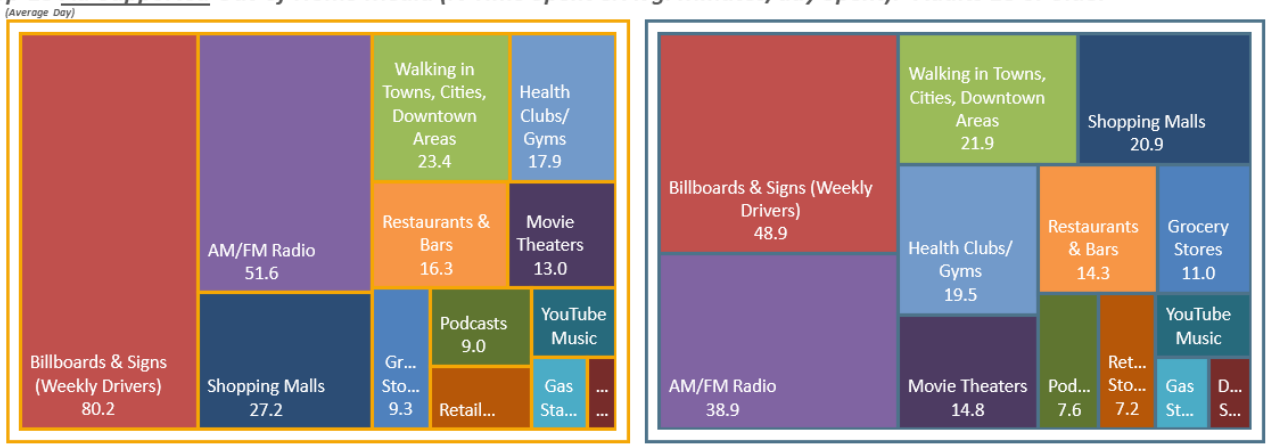
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 83

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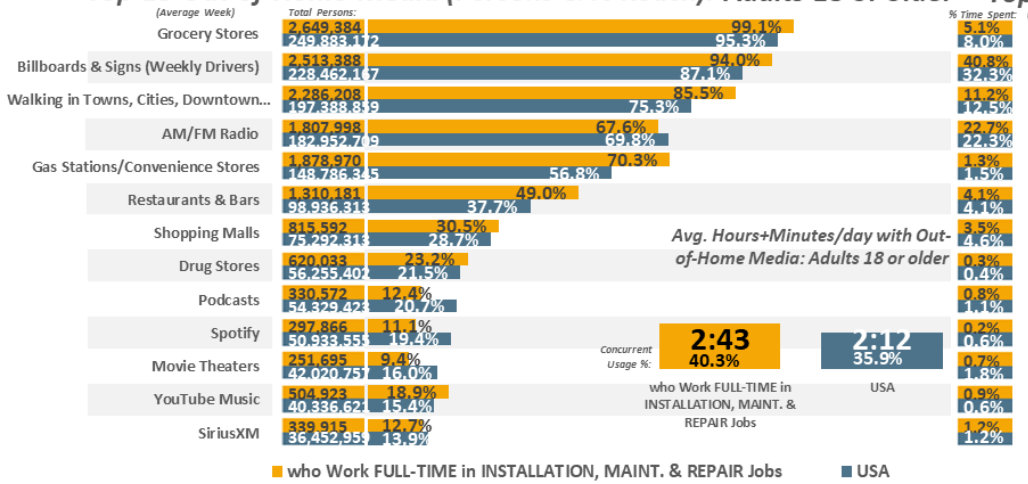
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[(Detailed occupation codes: Protective Service AND Employment status: Employed full-time (35 hours or more))]

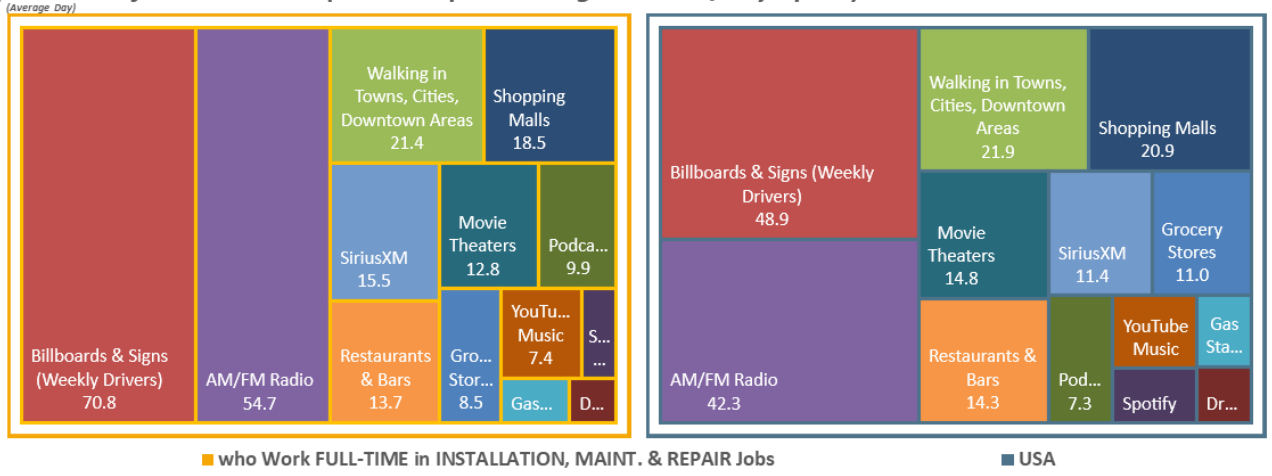
INSTALLATION, MAINT & REPAIR

2,513,388 or 94.% of Adults 18 or older who Work FULL-TIME in INSTALLATION, MAINT. & REPAIR Jobs spend an average of 70.8 minutes per day driving, seeing Billboards and Signs. 66.9% Listen to Local Radio Stations Out-of-Home for an average of 53.5 minutes

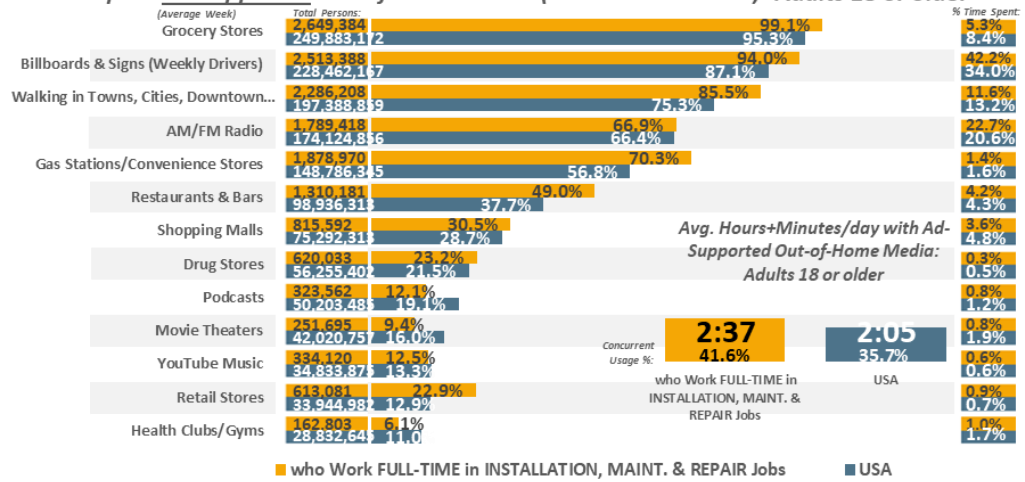
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



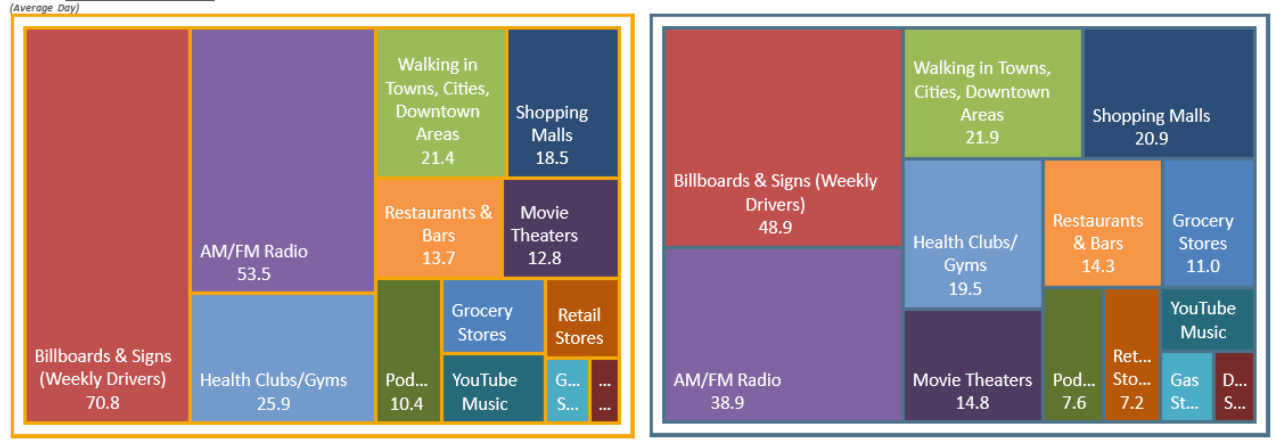
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 68

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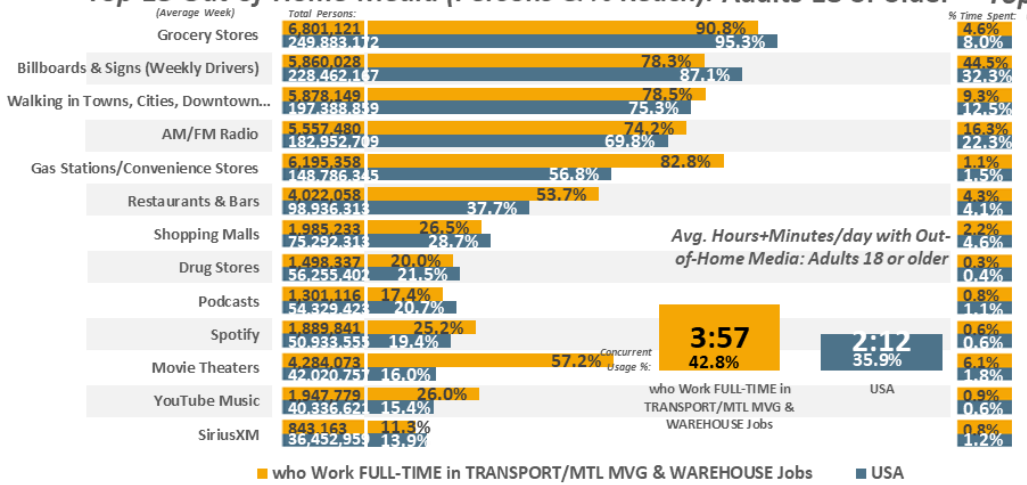
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[(Detailed occupation codes: Installation, Maintenance, and Repair Workers AND Employment status: Employed full-time (35 hours or more))]

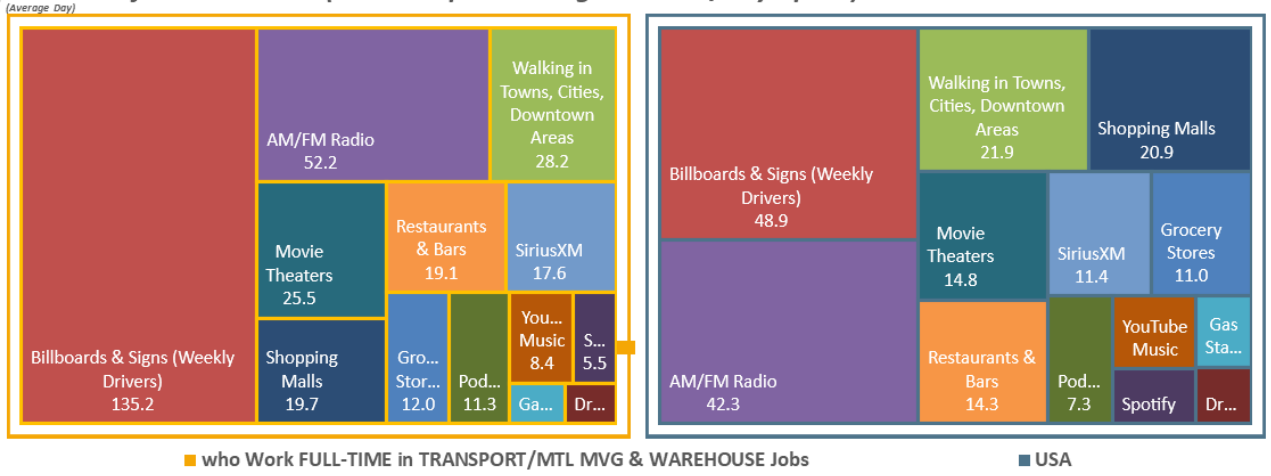
TRANSPORTATION, MATERIAL MOVING & WAREHOUSE

5,860,028 or 78.3% of Adults 18 or older who Work FULL-TIME in TRANSPORT/MTL MVG & WAREHOUSE Jobs spend an average of 135.2 minutes per day driving, seeing Billboards and Signs. 71.5% Listen to Local Radio Stations Out-of-Home for an average of 47.8 minut

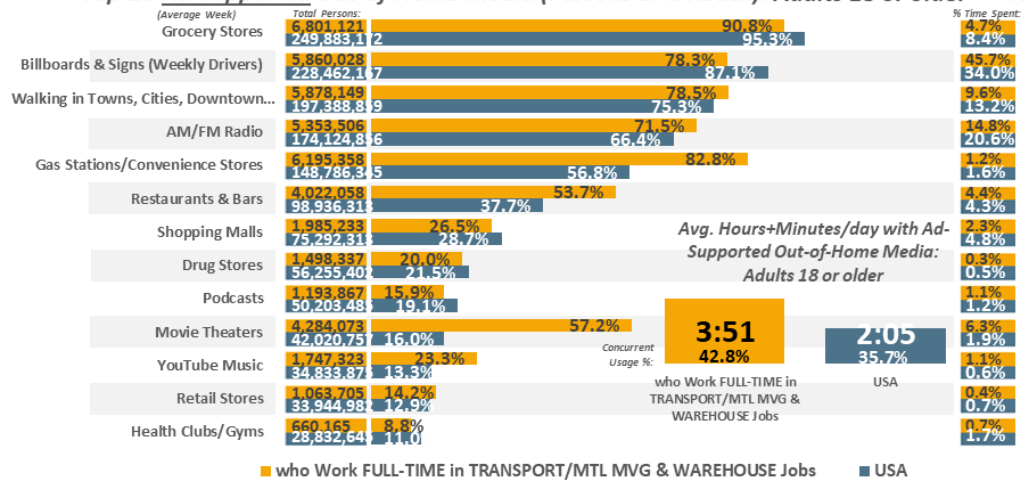
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



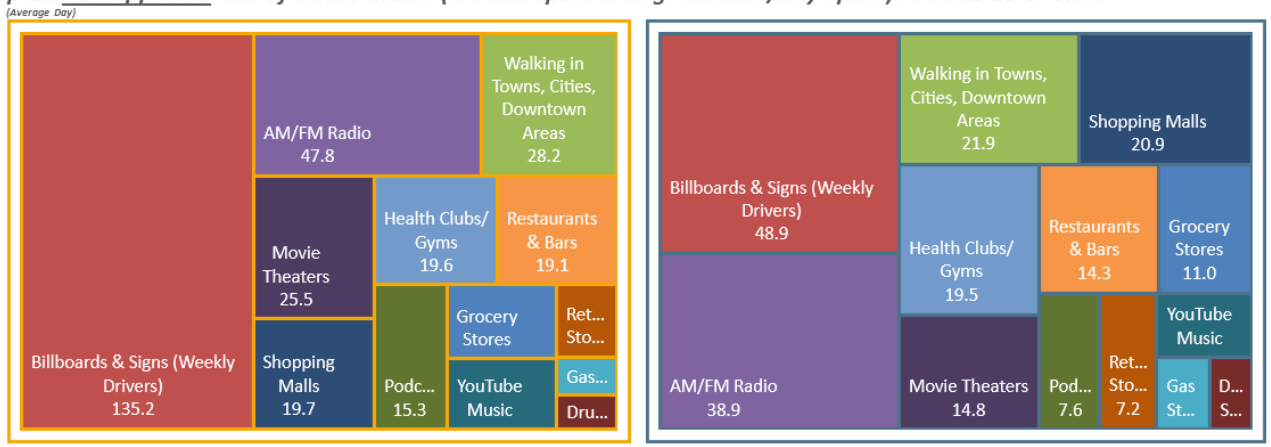
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 170

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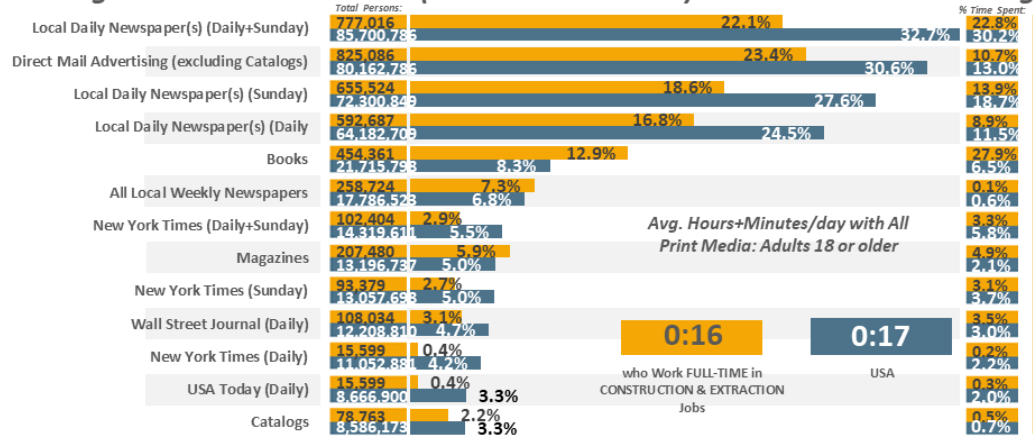
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[(Detailed occupation codes: Transportation and Material Moving AND Employment status: Employed full-time (35 hours or more))]

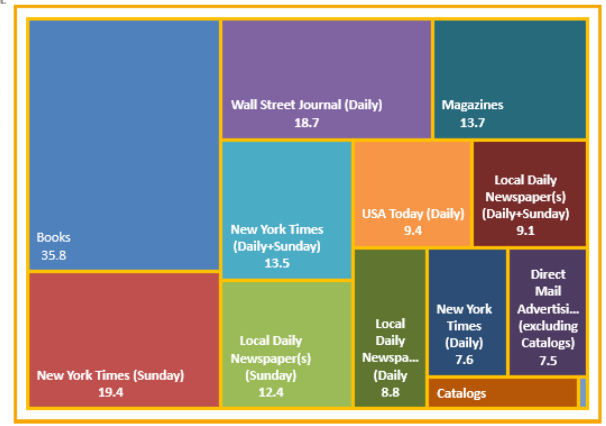
CONSTRUCTION WORKERS

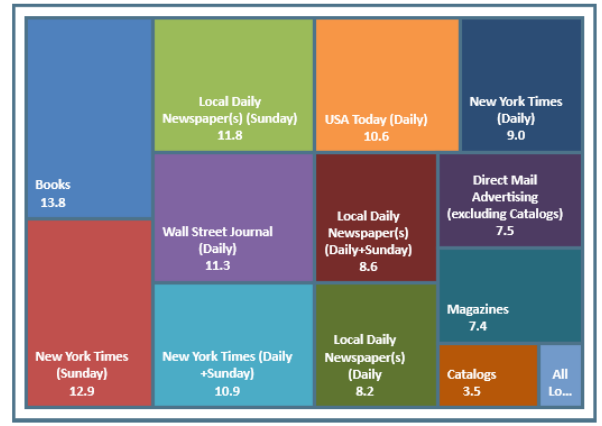
777,016 or 22.1% of Adults 18 or older who Work FULL-TIME in CONSTRUCTION & EXTRACTION Jobs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 31.7% of all time spent daily with All forms of Print Media.

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

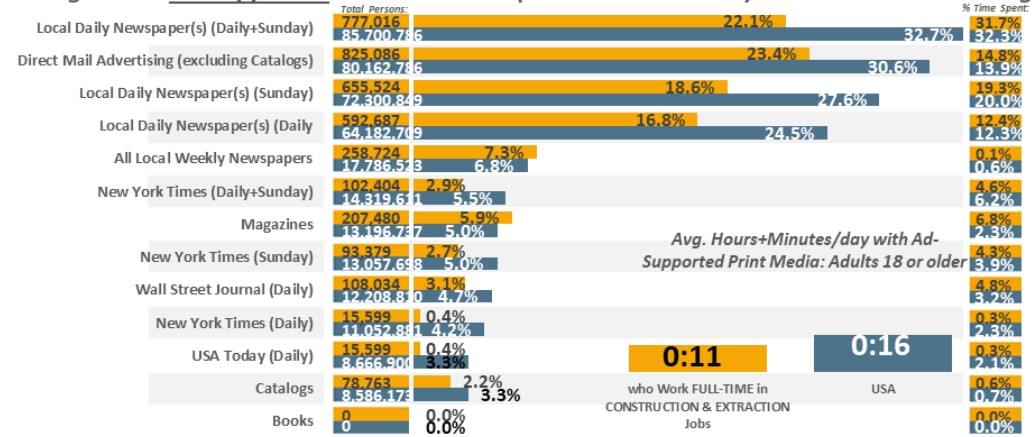


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

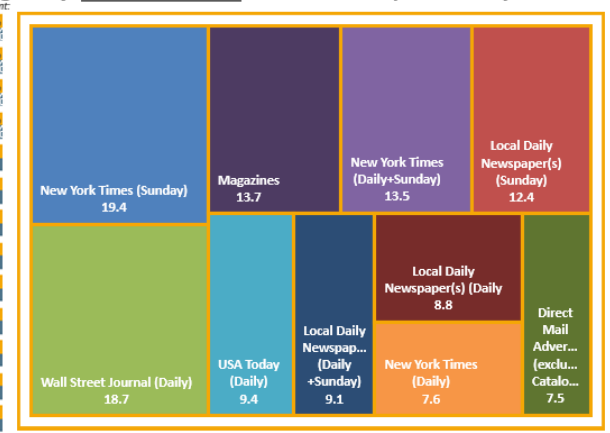




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 98

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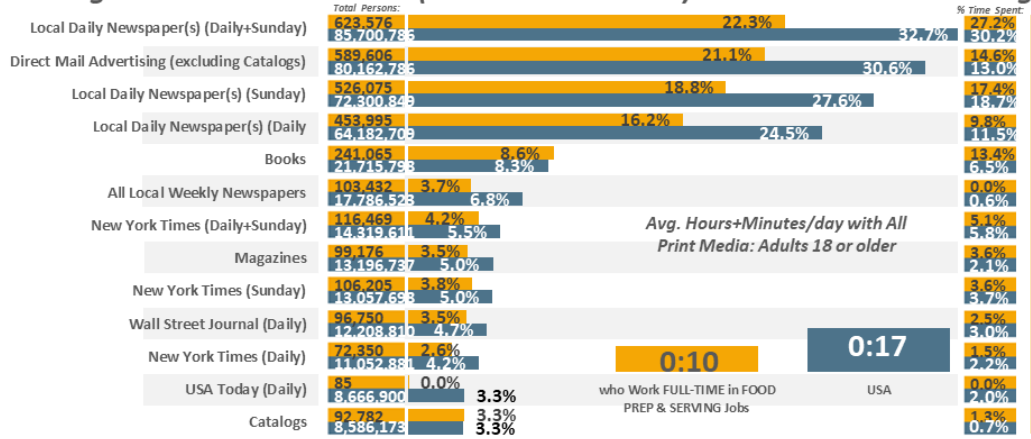
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[(Detailed occupation codes: Construction and Extraction AND Employment status: Employed full-time (35 hours or more))]

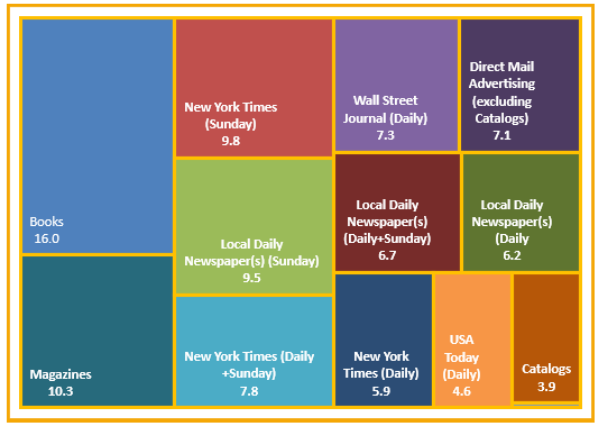
FOOD PREP & SERVING

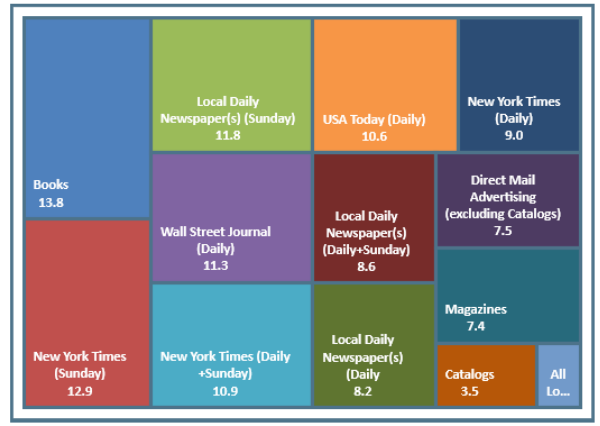
623,576 or 22.3% of Adults 18 or older who Work FULL-TIME in FOOD PREP & SERVING Jobs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.7 minutes every day representing 31.4% of all time spent daily with All forms of Print Media.

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

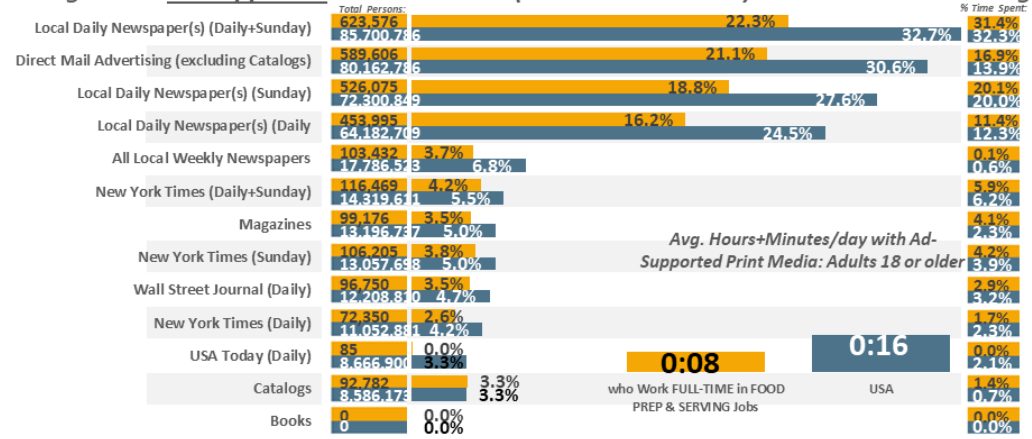


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

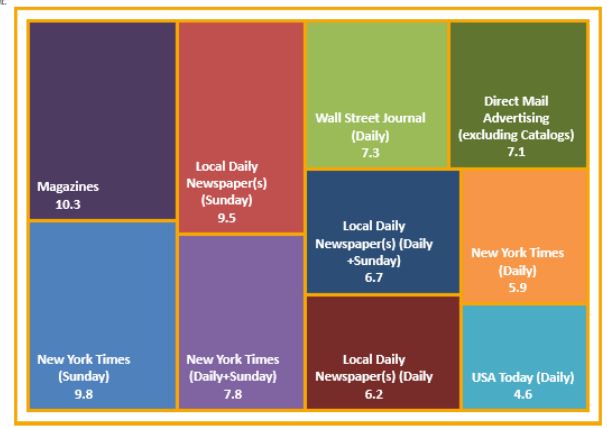


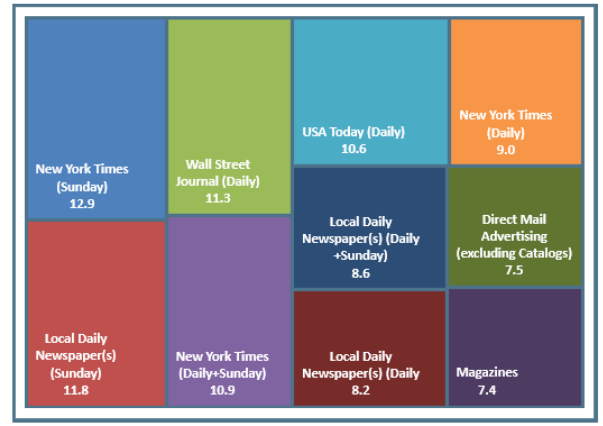


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





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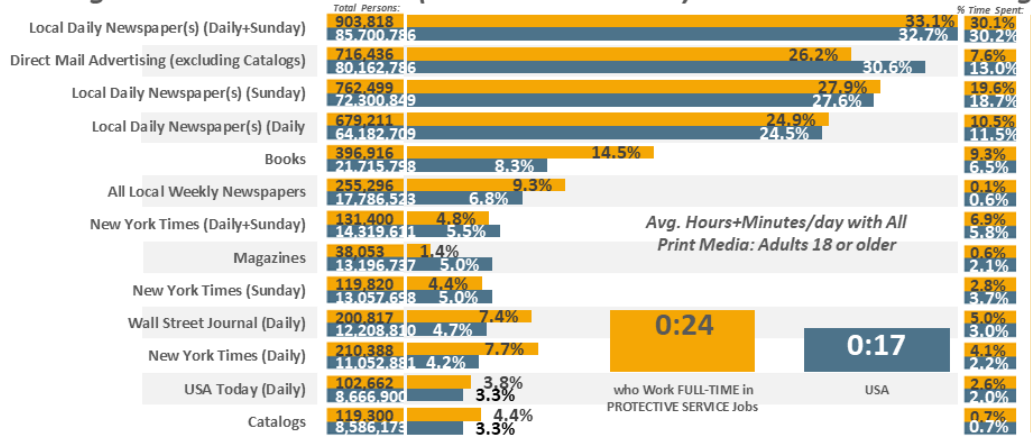
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[(Detailed occupation codes: Food Preparation and Serving AND Employment status: Employed full-time (35 hours or more))]

PROTECTIVE SERVICE

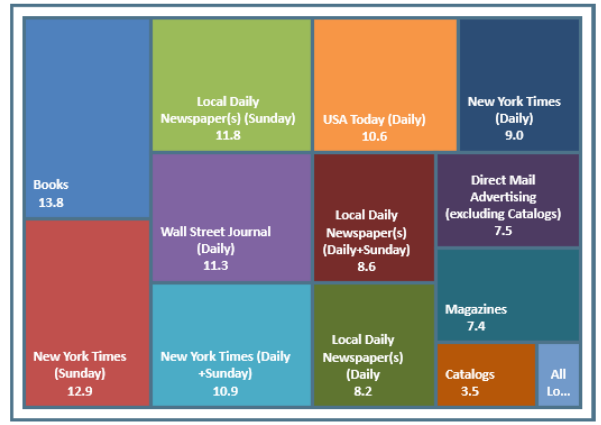
903,818 or 33.1% of Adults 18 or older who Work FULL-TIME in PROTECTIVE SERVICE Jobs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.8 minutes every day representing 33.2% of all time spent daily with All forms of Print Media.

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

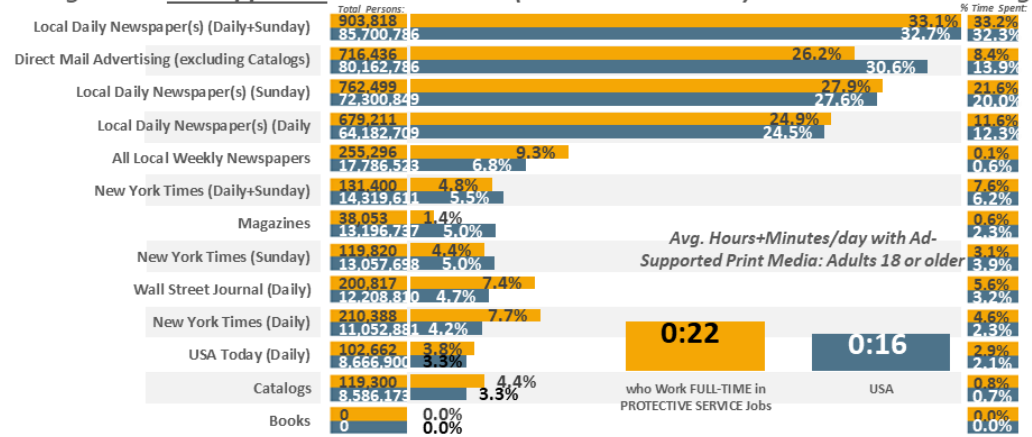


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

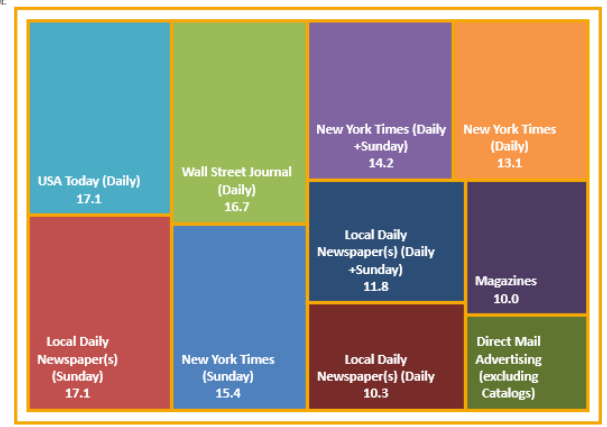


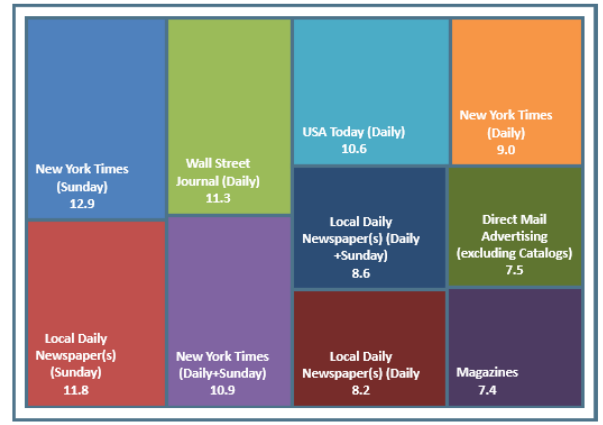


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





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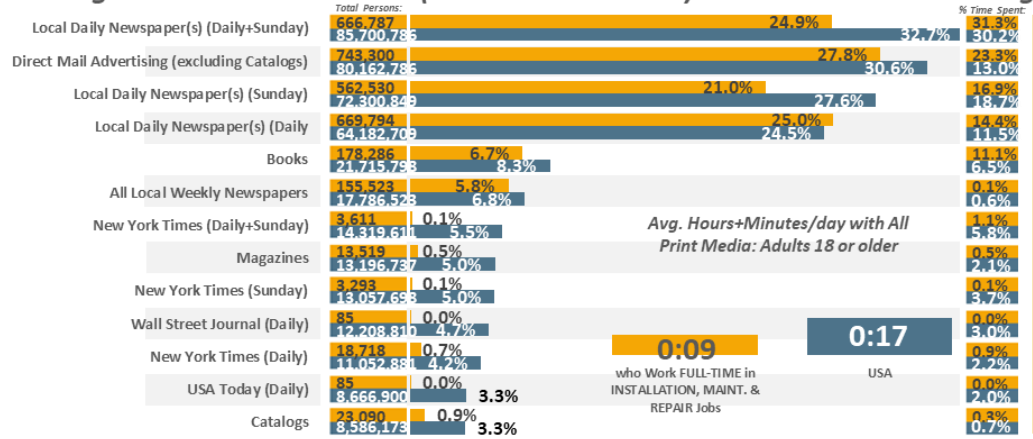
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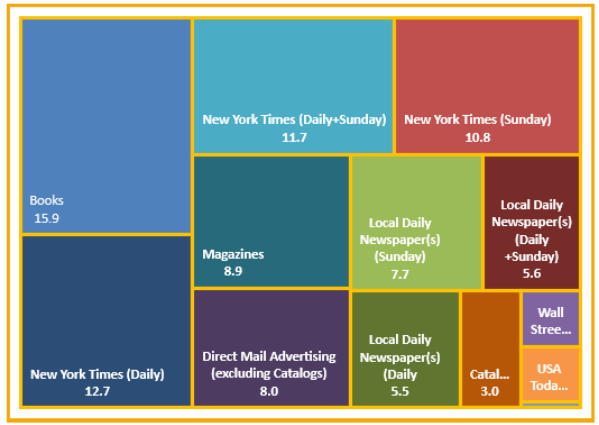
[(Detailed occupation codes: Protective Service AND Employment status: Employed full-time (35 hours or more))]

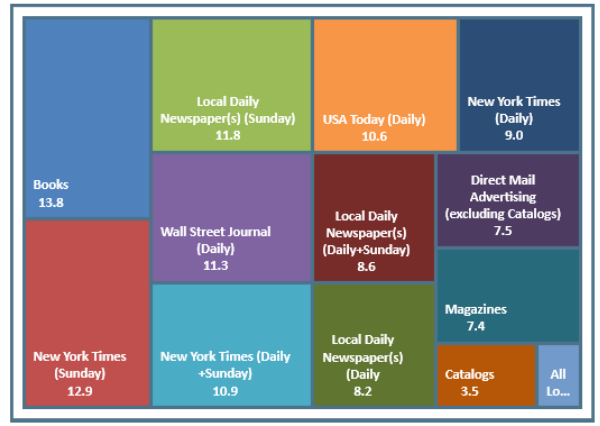
INSTALLATION, MAINT & REPAIR

666,787 or 24.9% of Adults 18 or older who Work FULL-TIME in INSTALLATION, MAINT. & REPAIR Jobs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 5.6 minutes every day representing 35.2% of all time spent daily with All forms of Print Media.

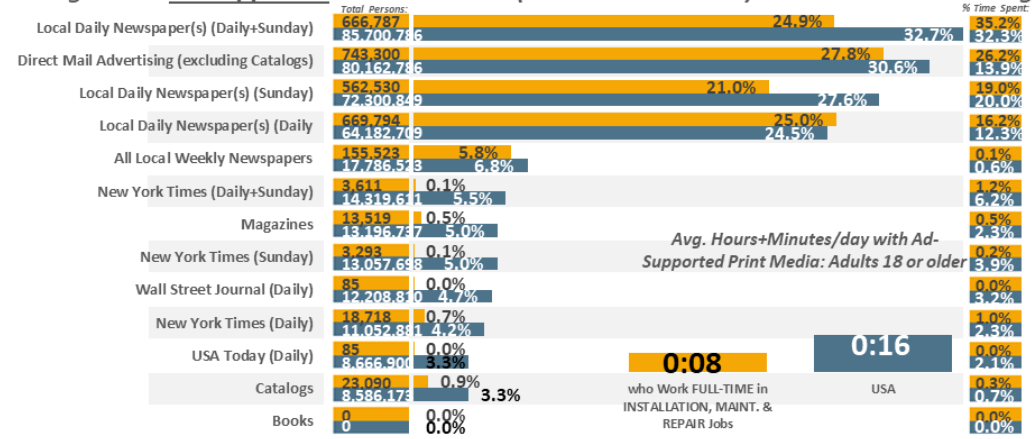
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

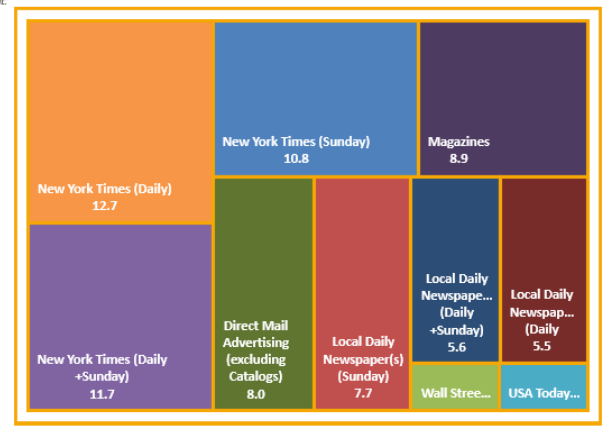


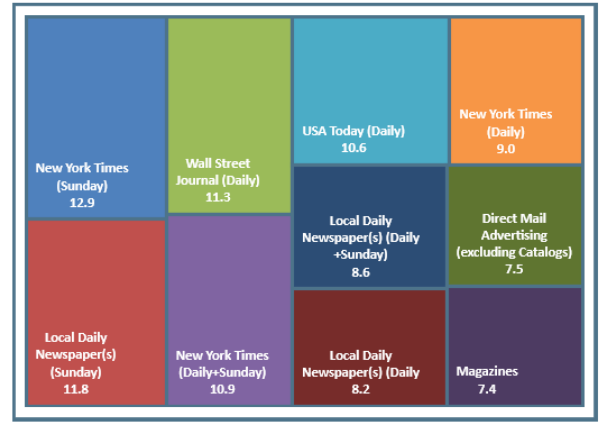




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







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[(Detailed occupation codes: Installation, Maintenance, and Repair Workers AND Employment status: Employed full-time (35 hours or more))]