USA – 5 Types of MEDIA where P21+ Made a PURCHASE past 3mos as a RESULT of ADS!

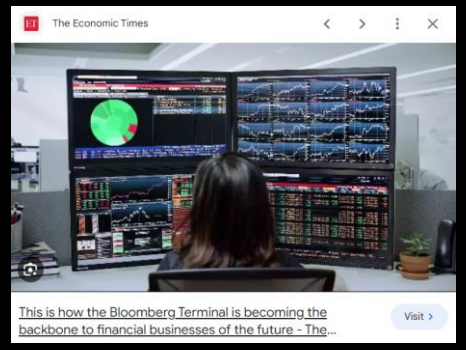
Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of P21+ Who Made a Purchase IN THE PAST 3 MONTHS as a Result of Ads on WEBSITES, SOCIAL MEDIA, AUDIO MEDIA, VIDEO MEDIA, OOH MEDIA as of April 2024!

Who RESPONDS and BUYS? as a RESULT of...

Ads on WEBSITES
Ads on SOCIAL MEDIA
Ads on AUDIO MEDIA
Ads on VIDEO MEDIA
Ads on OOH MEDIA



Ads on WEBSITES = Made a purchase as a result of ads past 3 months: Ads on websites
Ads on SOCIAL MEDIA = Made a purchase as a result of ads past 3 months: Ads on social media
Ads on AUDIO MEDIA = (Made a purchase as a result of ads past 3 months: Ads on the radio OR Made a purchase as a result of ads past 3 months: Ads in podcasts OR Made a purchase as a result of ads past 3 months: Ads on audio streaming services)
Ads on VIDEO MEDIA = (Made a purchase as a result of ads past 3 months: Ads on broadcast, cable or satellite TV OR Made a purchase as a result of ads past 3 months: Ads on video streaming services)
Ads on OOH MEDIA = (Made a purchase as a result of ads past 3 months: Ads on billboards OR Made a purchase as a result of ads past 3 months: Ads on digital video displays OR Made a purchase as a result of ads past 3 months: Ads at stadiums/arenas)

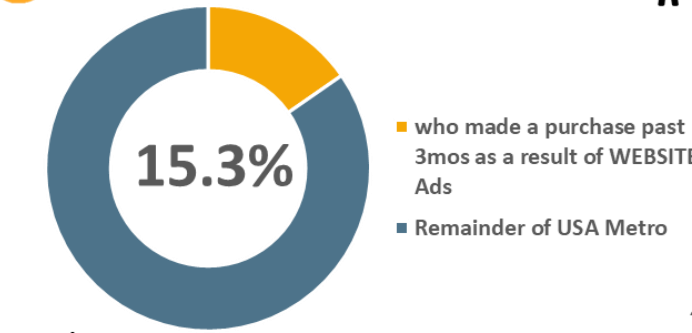
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB INC.

WEBSITES

15.3% or 38,315,758 of USA Adults 21 or older made a purchase past 3mos as a result of WEBSITE Ads. Typical Adults 21 or older who made a purchase past 3mos as a result of WEBSITE Ads are 50.2 years old (.5% younger than average) and have a $124,444 (34.% higher than average) annual household income.

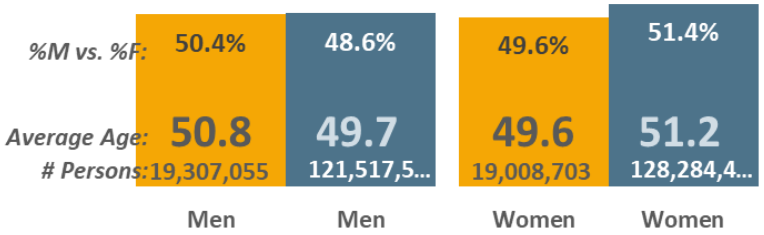
Percent of Market: Adults 21 or older



Total Persons:



Gender of Target vs. Market: Adults 21 or older



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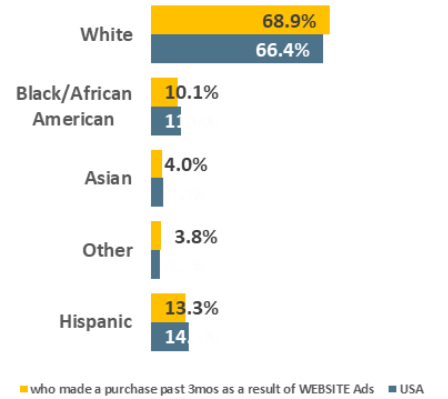
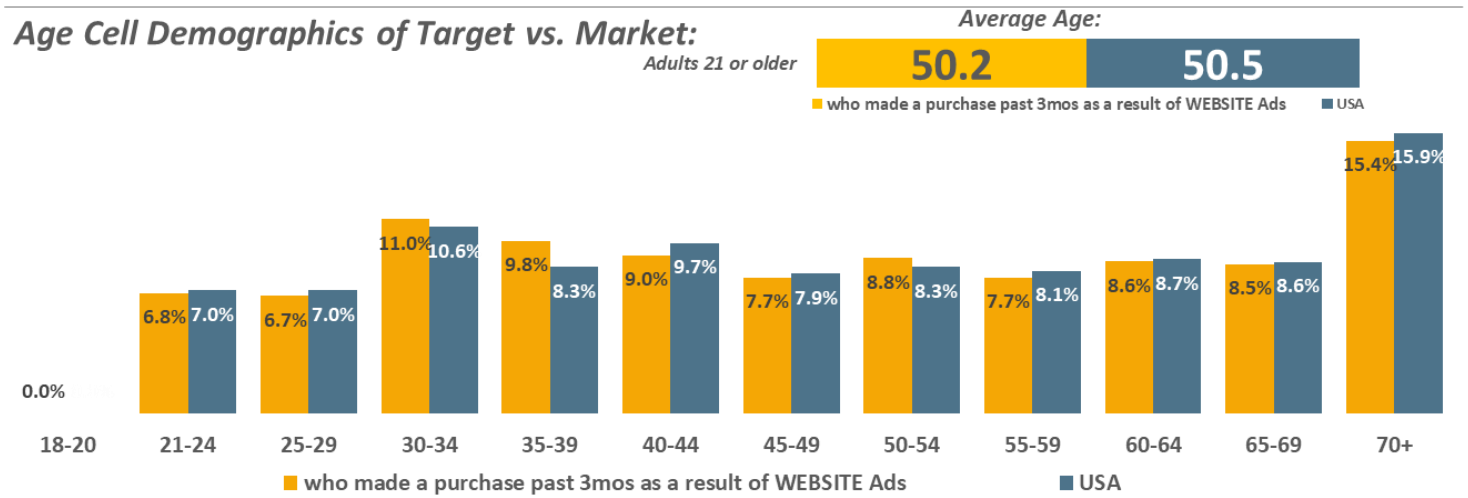
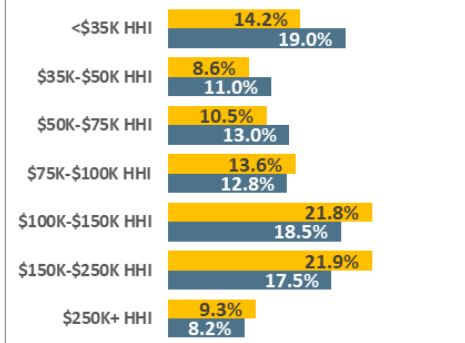


Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $124,444 | $92,882

USA USA Projection Scarborough R1 2024: Aug23-Apr24 Qual Intab 3,231

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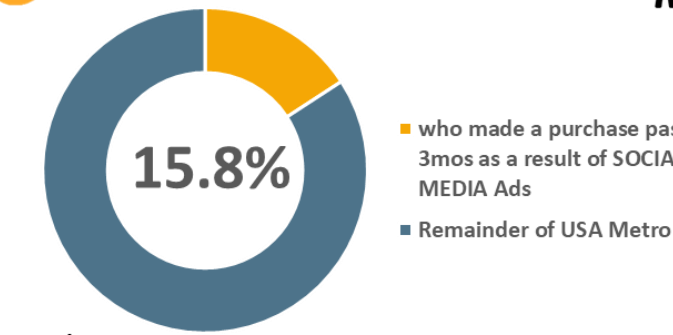
USAAug23-Apr24 USA Projection Qual Intab 11,354

Ads on WEBSITES = Made a purchase as a result of ads past 3 months: Ads on websites

SOCIAL MEDIA

15.8% or 39,501,584 of USA Adults 21 or older made a purchase past 3mos as a result of SOCIAL MEDIA Ads. Typical Adults 21 or older who made a purchase past 3mos as a result of SOCIAL MEDIA Ads are 44.3 years old (12.3% younger than average) and have a $127,934 (37.7% higher than average) annual household …

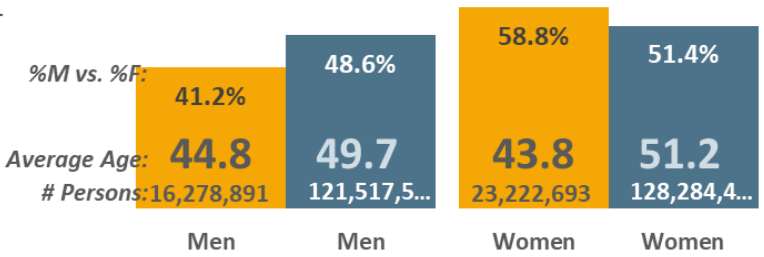
Percent of Market: Adults 21 or older



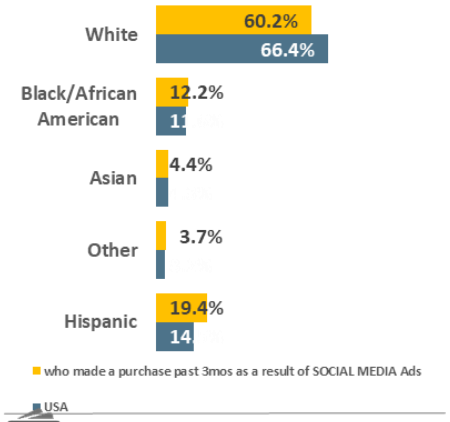
Total Persons:



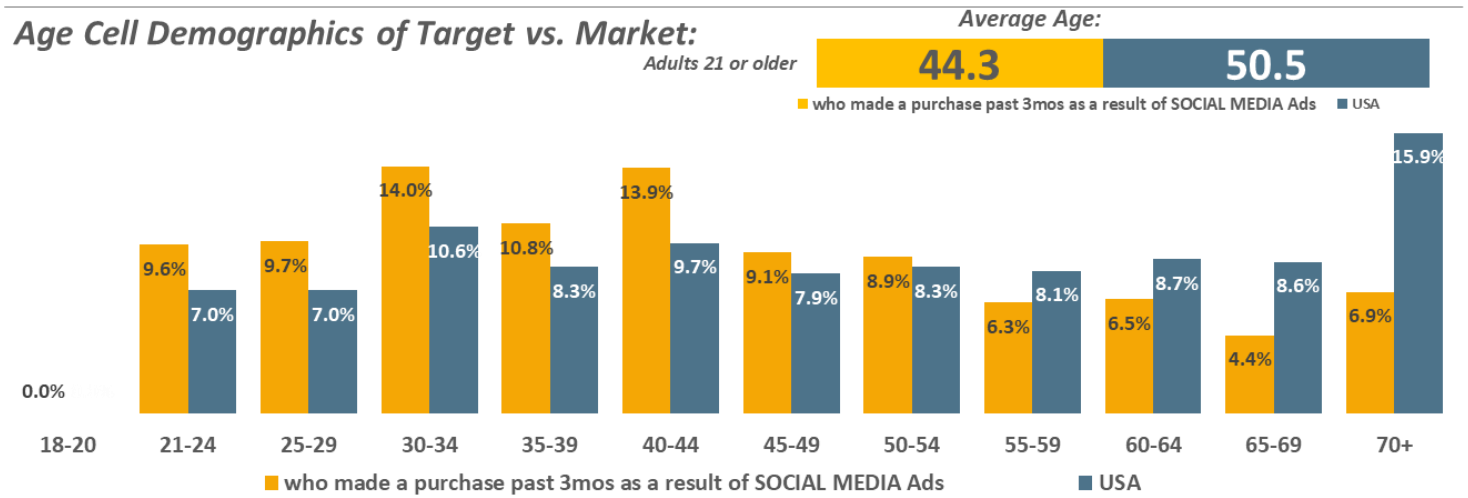
Gender of Target vs. Market: Adults 21 or older



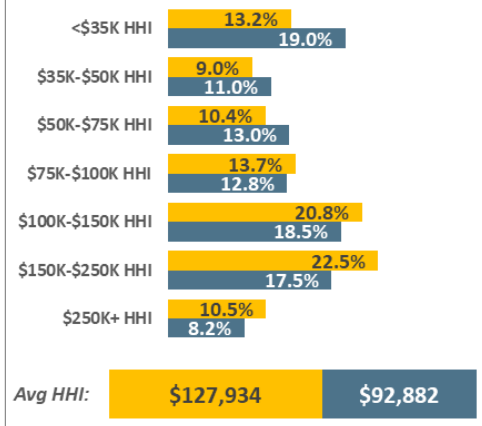
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $127,934 | $92,882

USA USA Projection Scarborough R1 2024: Aug23-Apr24 Qual Intab 3,231

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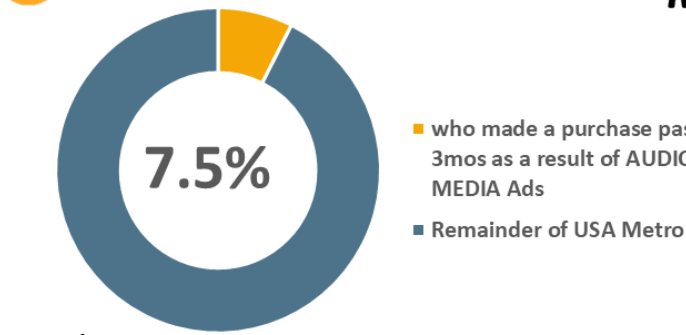
Ads on SOCIAL MEDIA = Made a purchase as a result of ads past 3 months: Ads on social media

AUDIO MEDIA

7.5% or 18,610,500 of USA Adults 21 or older made a purchase past 3mos as a result of AUDIO MEDIA Ads. Typical Adults 21 or older who made a purchase past 3mos as a result of AUDIO MEDIA Ads are 43.8 years old (13.3% younger than average) and have a $119,210 (28.3% higher than average) annual household …

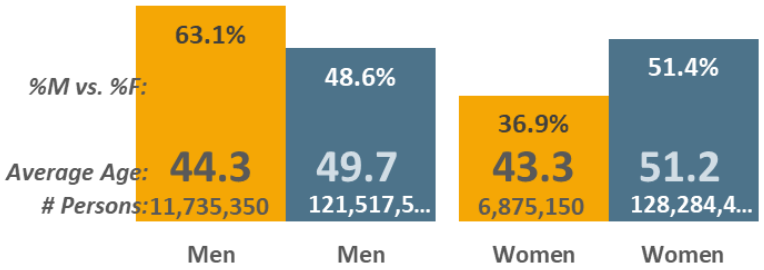
Percent of Market: Adults 21 or older



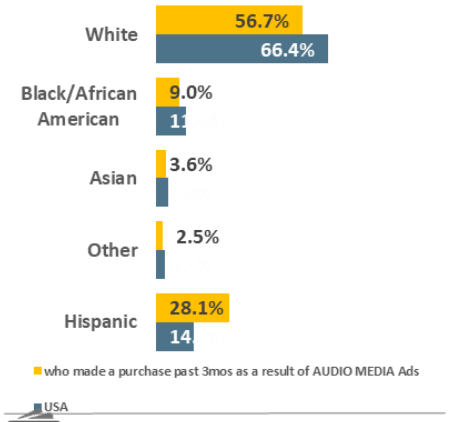
Total Persons:



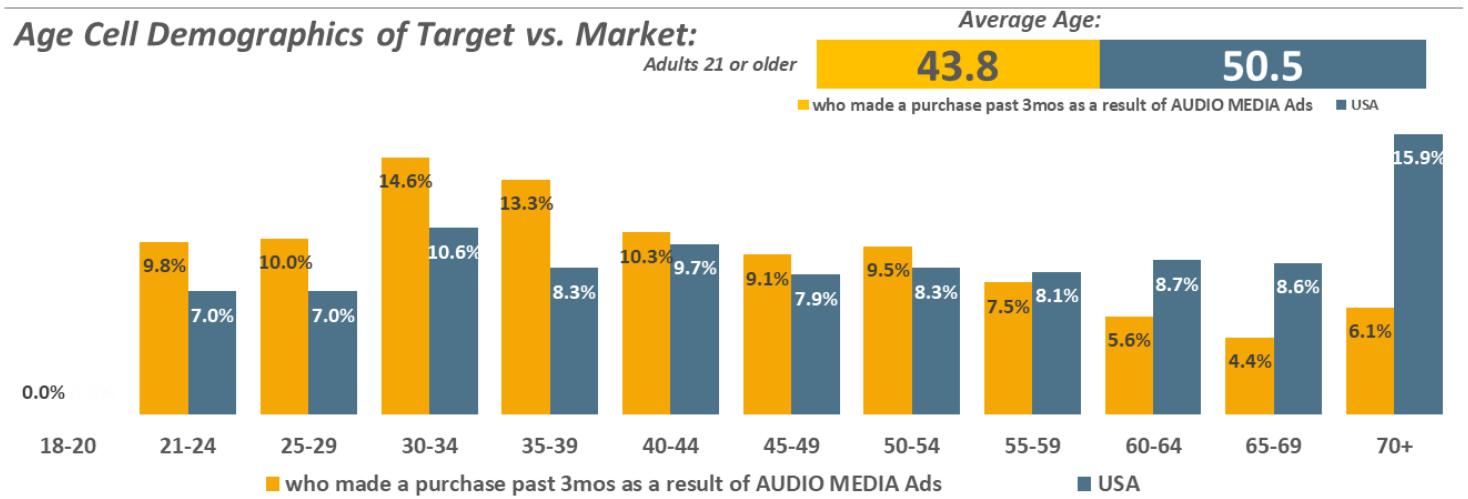
Gender of Target vs. Market: Adults 21 or older



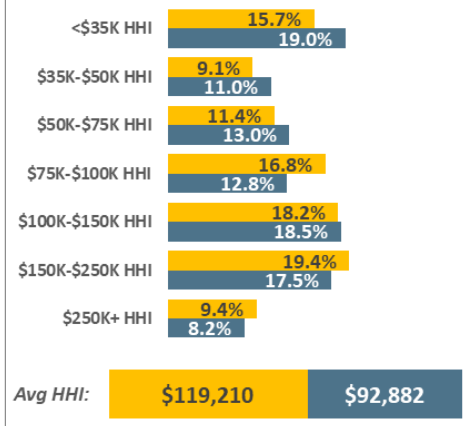
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $119,210 | $92,882

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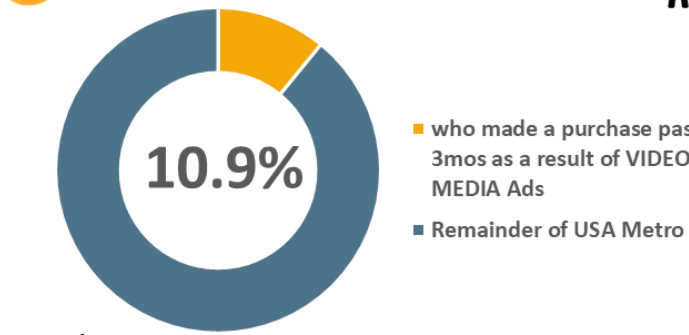
Ads on AUDIO MEDIA = (Made a purchase as a result of ads past 3 months: Ads on the radio OR Made a purchase as a result of ads past 3 months: Ads in podcasts OR Made a purchase as a result of ads past 3 months: Ads on audio streaming services)

VIDEO MEDIA

10.9% or 27,267,745 of USA Adults 21 or older made a purchase past 3mos as a result of VIDEO MEDIA Ads. Typical Adults 21 or older who made a purchase past 3mos as a result of VIDEO MEDIA Ads are 52.2 years old (3.4% older than average) and have a $114,540 (23.3% higher than average) annual household income.

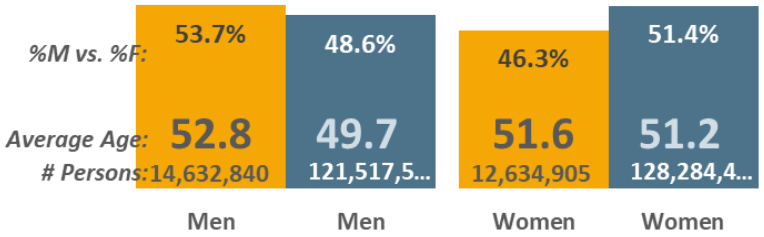
Percent of Market: Adults 21 or older



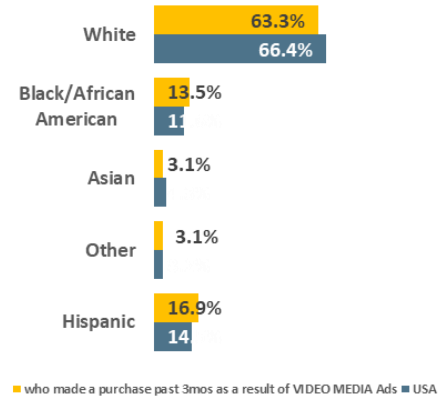
Total Persons:



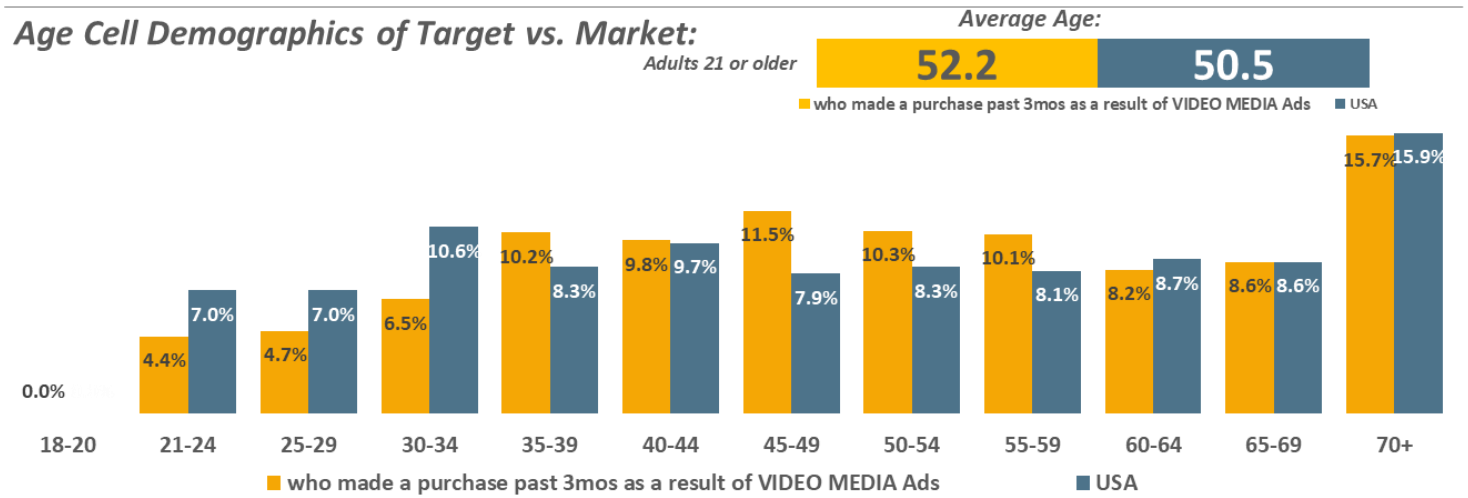
Gender of Target vs. Market: Adults 21 or older



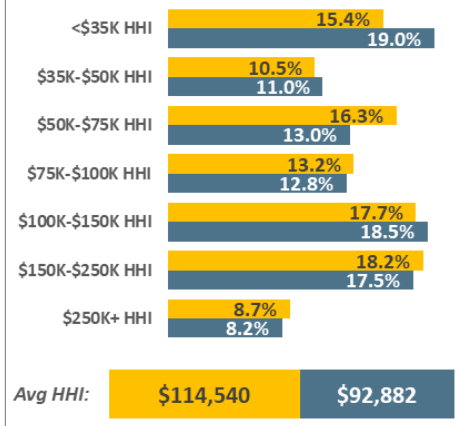
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $114,540 | $92,882

USA *USA Projection* *Scarborough R1 2024: Aug23-Apr24* *Qual Intab* *3,231*

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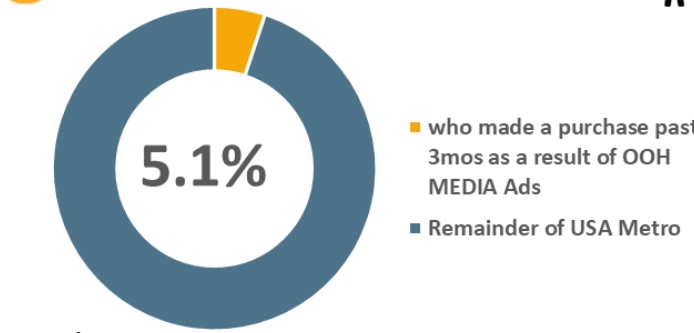
USAAug23-Apr24 *USA Projection* *Qual Intab* *11,354*

Ads on VIDEO MEDIA = (Made a purchase as a result of ads past 3 months: Ads on broadcast, cable or satellite TV OR Made a purchase as a result of ads past 3 months: Ads on video streaming services)

OOH MEDIA

5.1% or 12,631,088 of USA Adults 21 or older made a purchase past 3mos as a result of OOH MEDIA Ads. Typical Adults 21 or older who made a purchase past 3mos as a result of OOH MEDIA Ads are 42.7 years old (15.3% younger than average) and have a $99,703 (7.3% higher than average) annual household income.

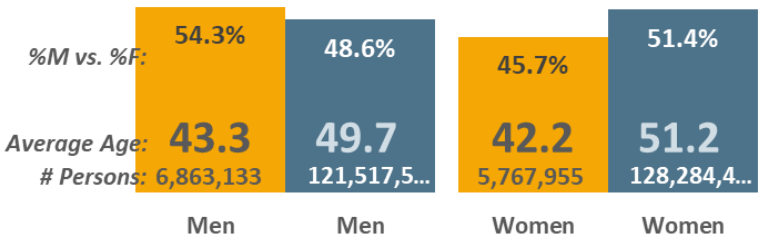
Percent of Market: Adults 21 or older



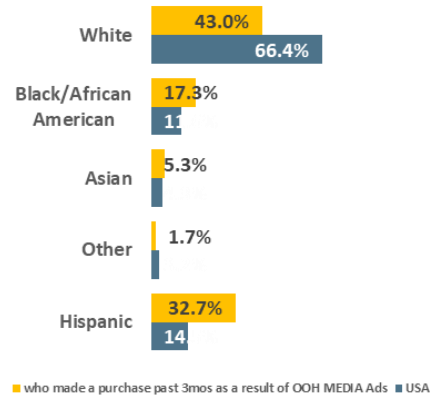
Total Persons:



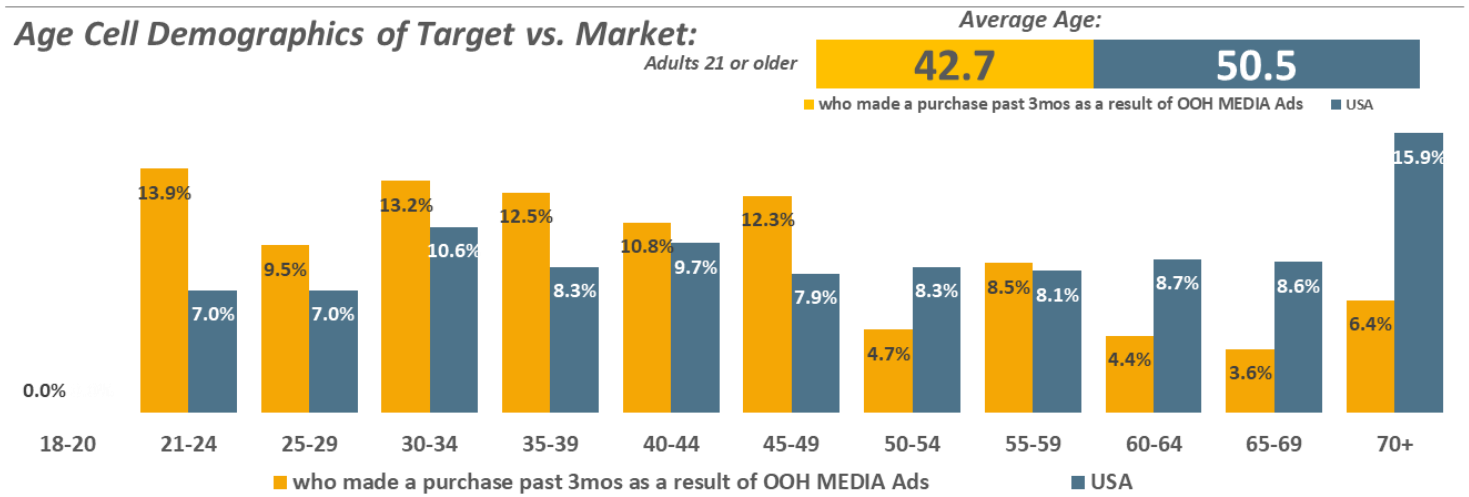
Gender of Target vs. Market: Adults 21 or older



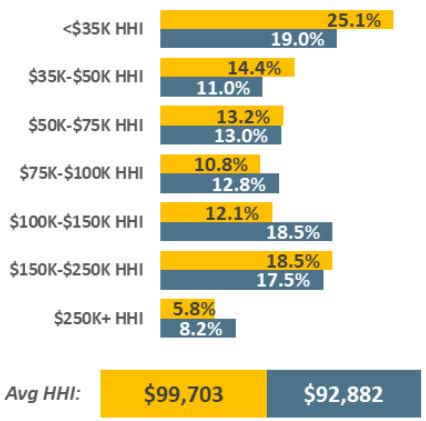
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $99,703 | $92,882

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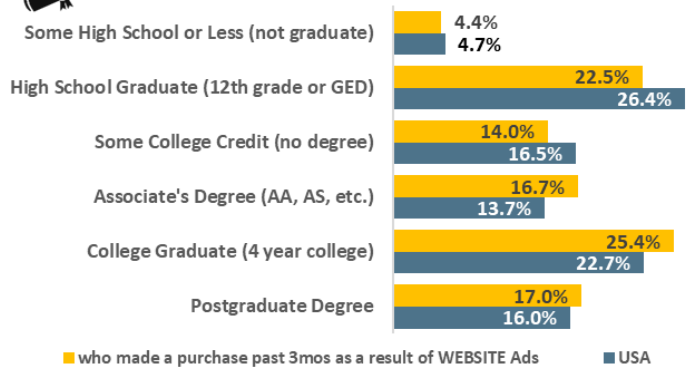
Ads on OUT-OF-HOME MEDIA = (Made a purchase as a result of ads past 3 months: Ads on billboards OR Made a purchase as a result of ads past 3 months: Ads on digital video displays OR Made a purchase as a result of ads past 3 months: Ads at stadiums/arenas)

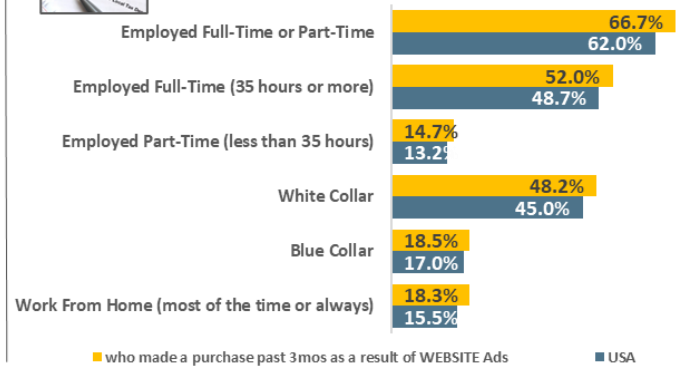
WEBSITES

15.3% or 38,315,758 of USA Adults 21 or older made a purchase past 3mos as a result of WEBSITE Ads. Adults 21 or older who made a purchase past 3mos as a result of WEBSITE Ads are 9.7% more likely to be a college graduate, 6.8% more likely to work full-time, 7.7% more likely to be married, 3.1% less likely to be a parent of 1 or more children under 18.

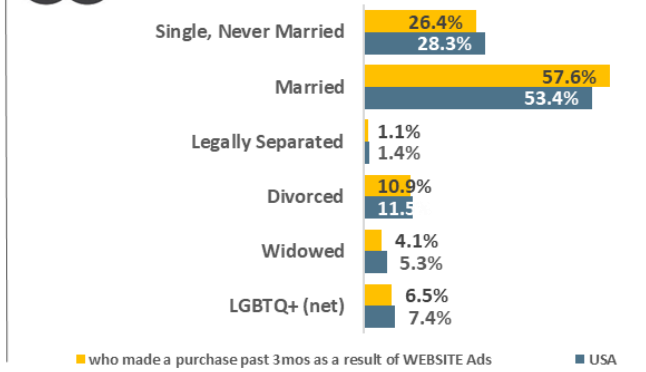
Education Levels: Adults 21 or older



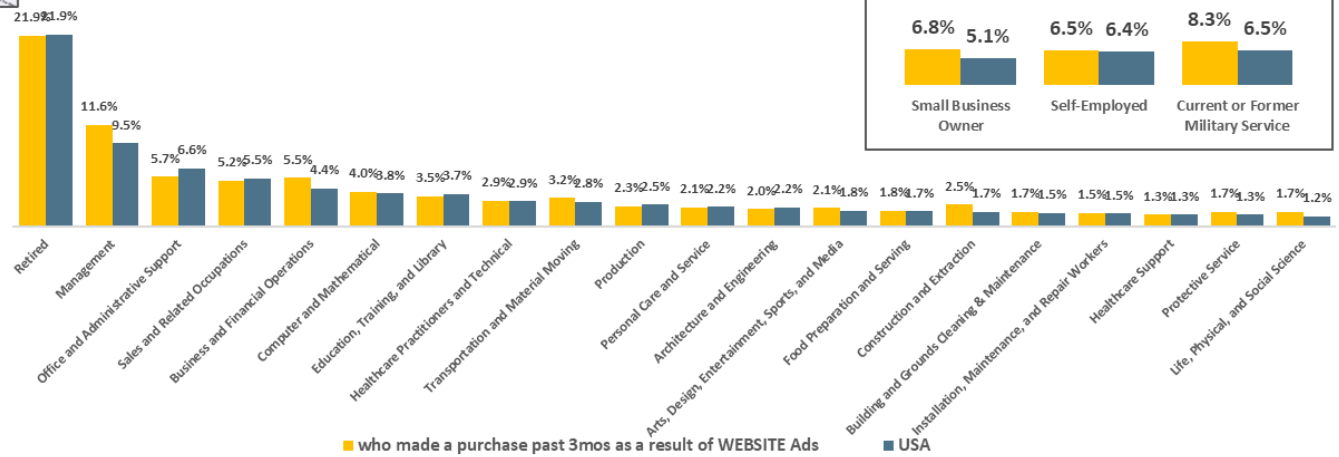
Employment: Adults 21 or older



Marital Status: Adults 21 or older

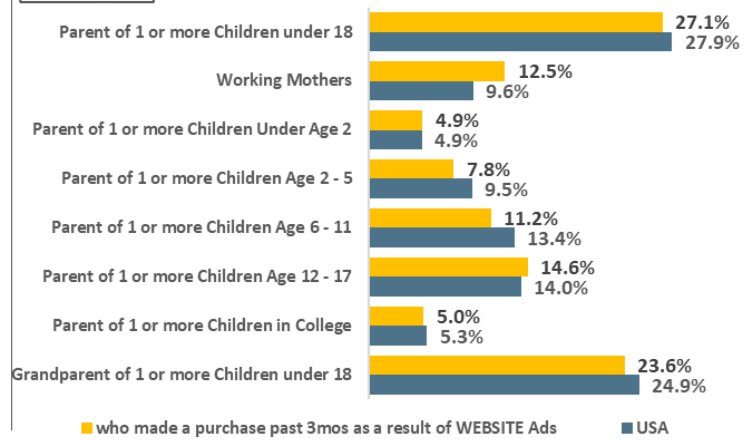


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



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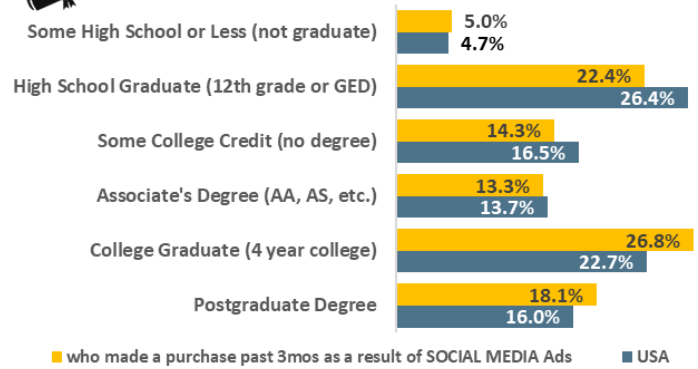
Ads on WEBSITES = Made a purchase as a result of ads past 3 months: Ads on websites

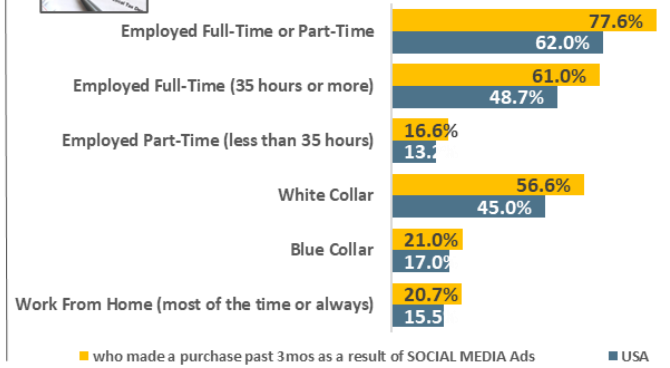
SOCIAL MEDIA

15.8% or 39,501,584 of USA Adults 21 or older made a purchase past 3mos as a result of SOCIAL MEDIA Ads. Adults 21 or older who made a purchase past 3mos as a result of SOCIAL MEDIA Ads are 16.2% more likely to be a college graduate, 25.2% more likely to work full-time, 3.2% more likely to be married, 30.3% more likely to be a parent of 1 or more children un

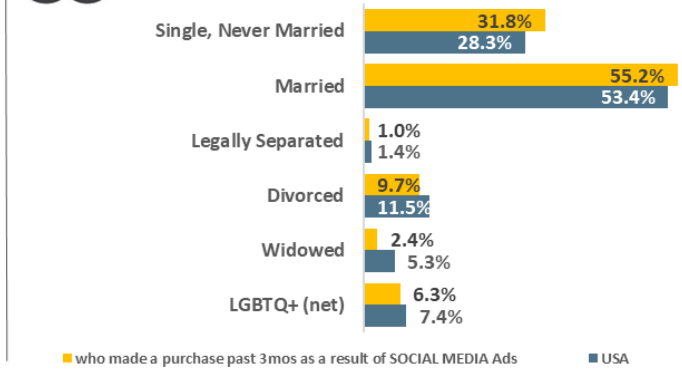
Education Levels: Adults 21 or older



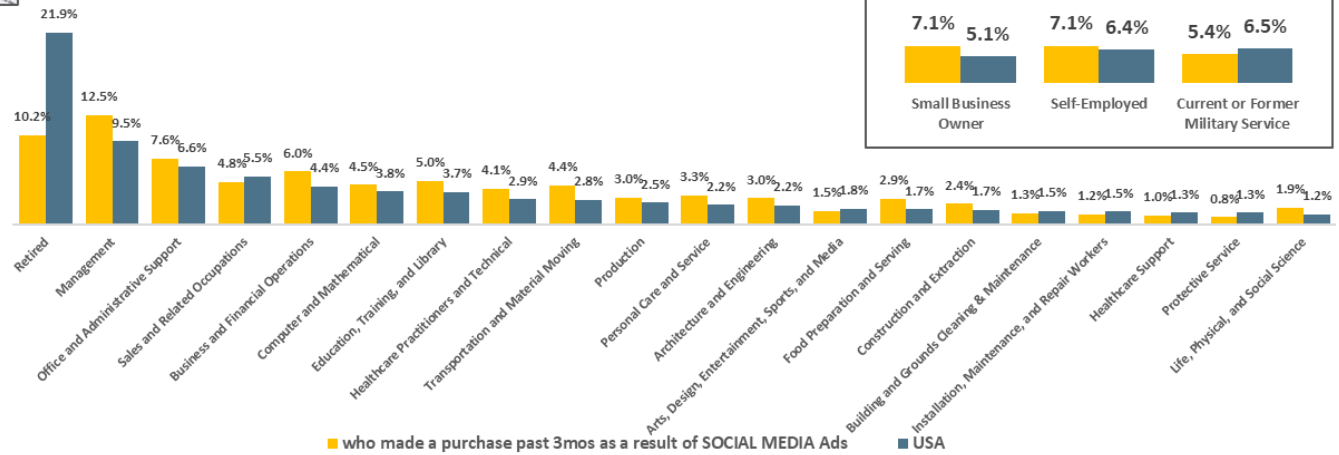
Employment: Adults 21 or older



Marital Status: Adults 21 or older

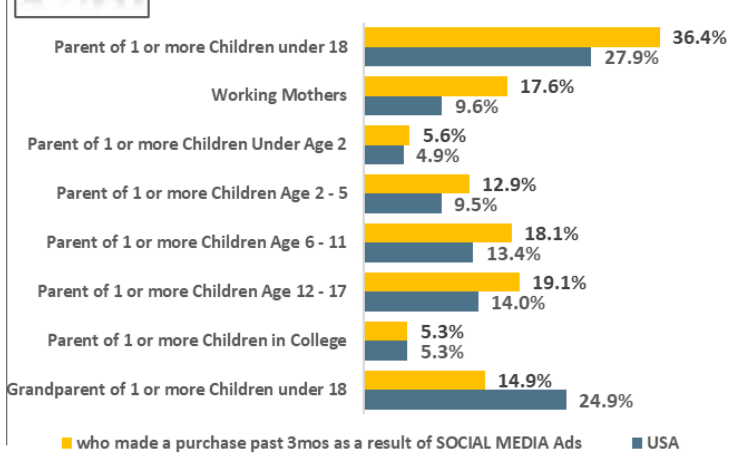


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



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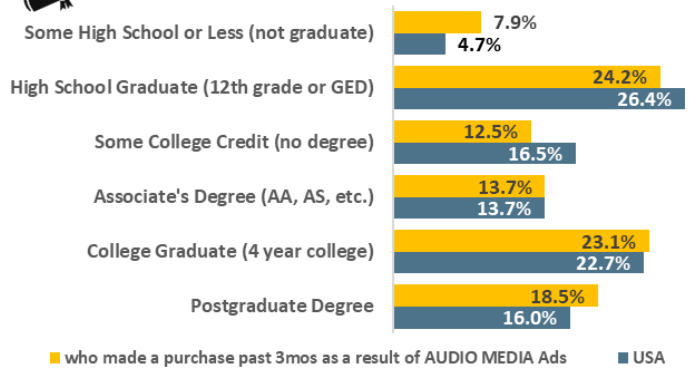
Ads on SOCIAL MEDIA = Made a purchase as a result of ads past 3 months: Ads on social media

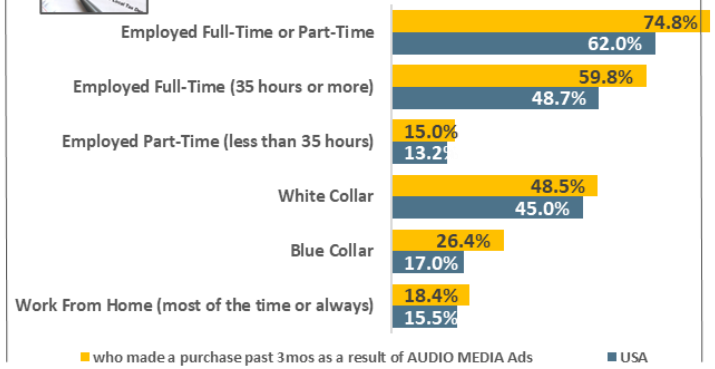
AUDIO MEDIA

7.5% or 18,610,500 of USA Adults 21 or older made a purchase past 3mos as a result of AUDIO MEDIA Ads. Adults 21 or older who made a purchase past 3mos as a result of AUDIO MEDIA Ads are 7.7% more likely to be a college graduate, 22.7% more likely to work full-time, 4.7% more likely to be married, 46.4% more likely to be a parent of 1 or more children unde

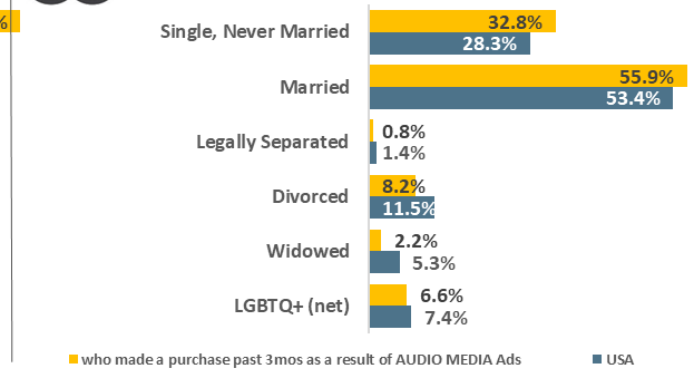
Education Levels: Adults 21 or older



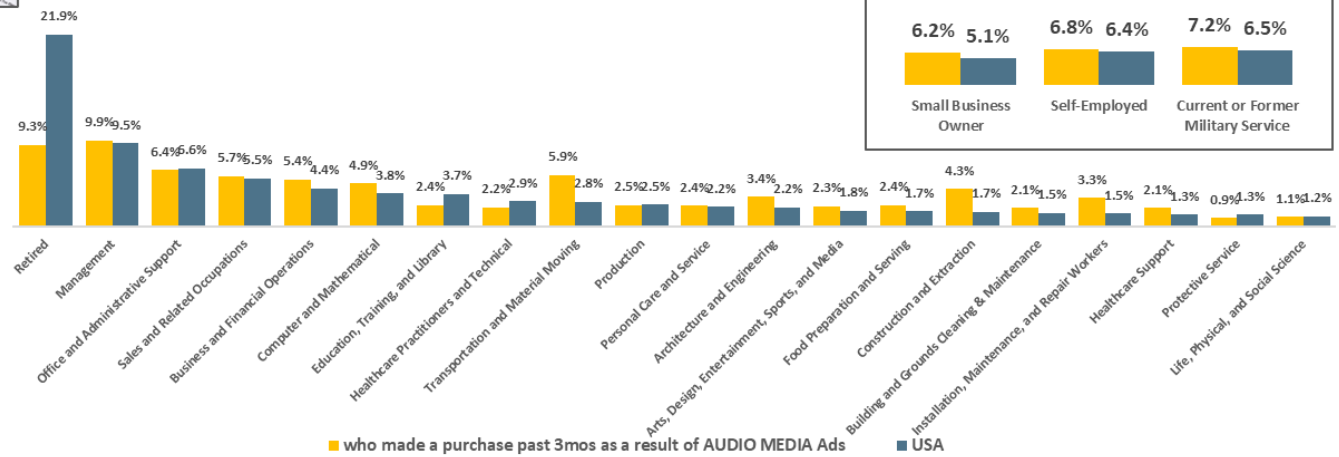
Employment: Adults 21 or older



Marital Status: Adults 21 or older

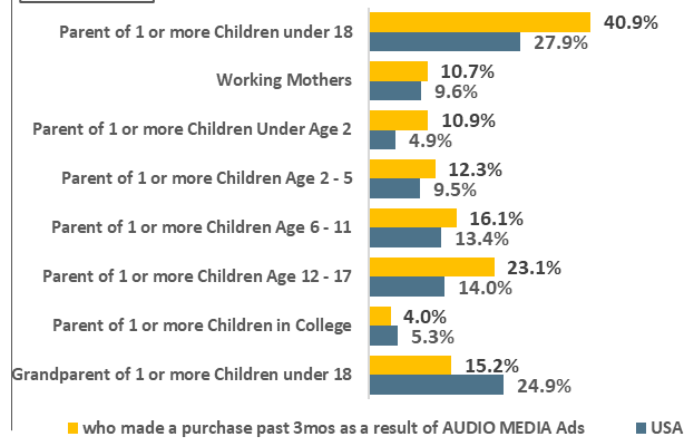


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



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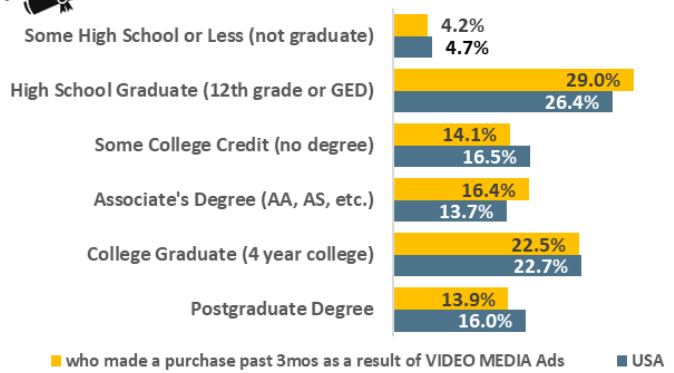
Ads on AUDIO MEDIA = (Made a purchase as a result of ads past 3 months: Ads on the radio OR Made a purchase as a result of ads past 3 months: Ads in podcasts OR Made a purchase as a result of ads past 3 months: Ads on audio streaming services)

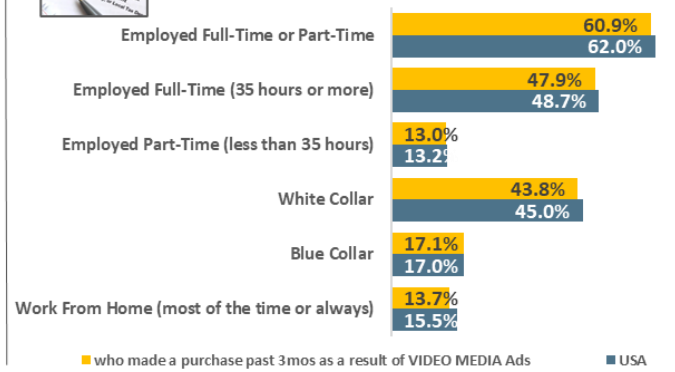
VIDEO MEDIA

10.9% or 27,267,745 of USA Adults 21 or older made a purchase past 3mos as a result of VIDEO MEDIA Ads. Adults 21 or older who made a purchase past 3mos as a result of VIDEO MEDIA Ads are 5.9% less likely to be a college graduate, 1.8% less likely to work full-time, 11.8% more likely to be married, 20.6% more likely to be a parent of 1 or more children unde

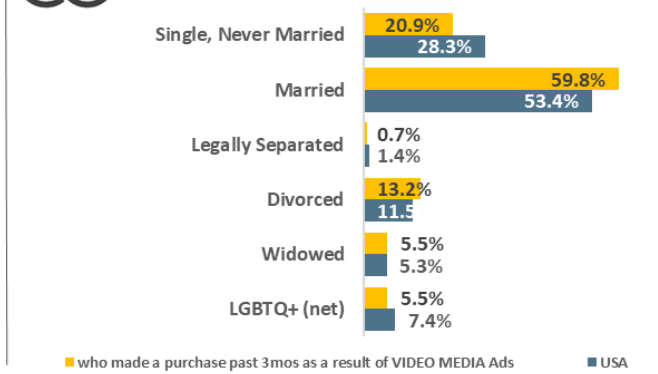
Education Levels: Adults 21 or older



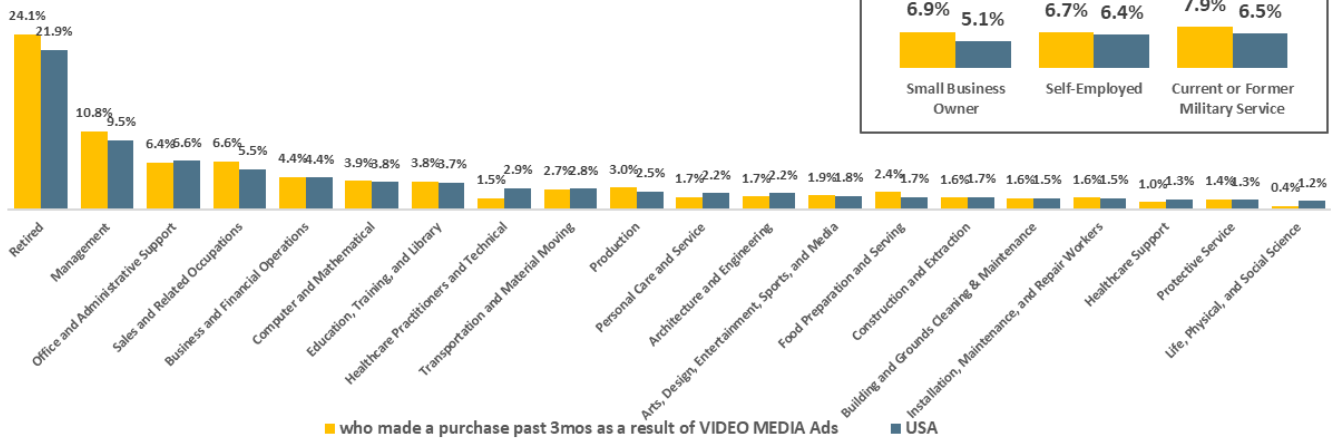
Employment: Adults 21 or older



Marital Status: Adults 21 or older

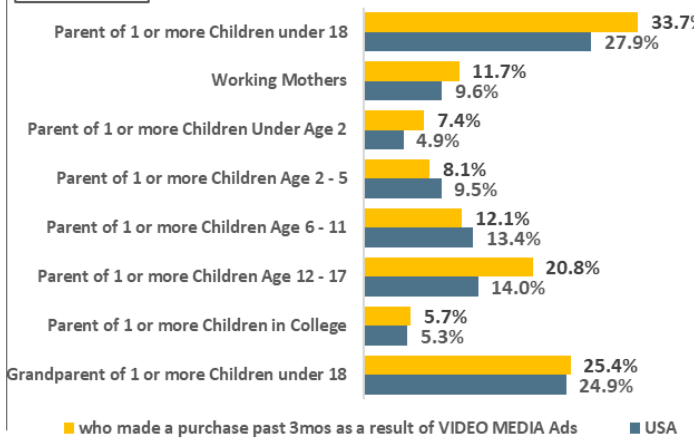


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



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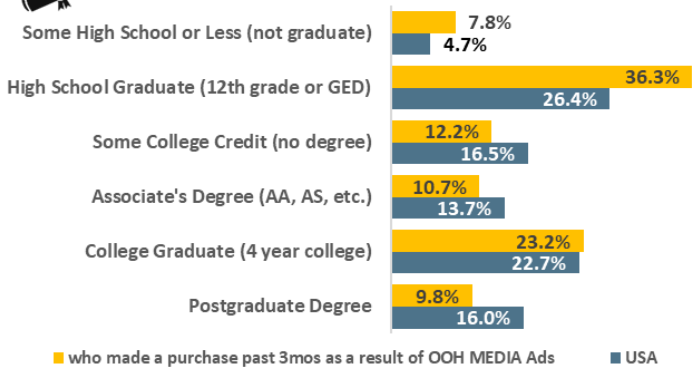
Ads on VIDEO MEDIA = (Made a purchase as a result of ads past 3 months: Ads on broadcast, cable or satellite TV OR Made a purchase as a result of ads past 3 months: Ads on video streaming services)

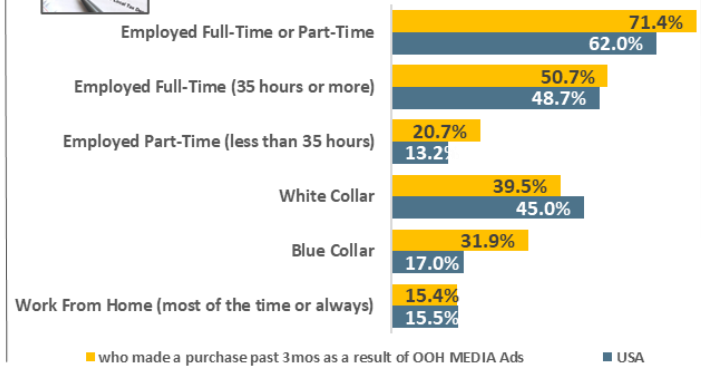
OOH MEDIA

5.1% or 12,631,088 of USA Adults 21 or older made a purchase past 3mos as a result of OOH MEDIA Ads. Adults 21 or older who made a purchase past 3mos as a result of OOH MEDIA Ads are 14.6% less likely to be a college graduate, 4.% more likely to work full-time, 4.8% less likely to be married, 35.% more likely to be a parent of 1 or more children under 18

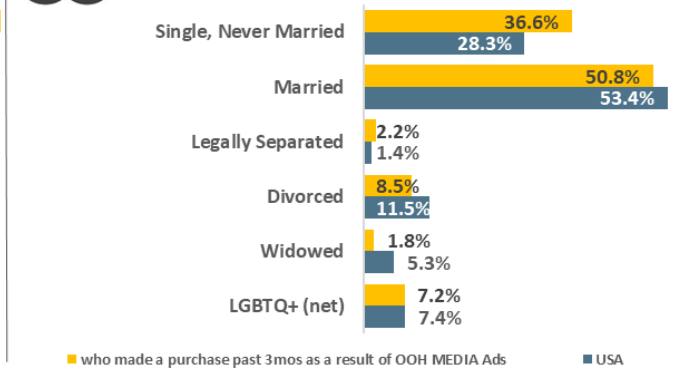
Education Levels: Adults 21 or older



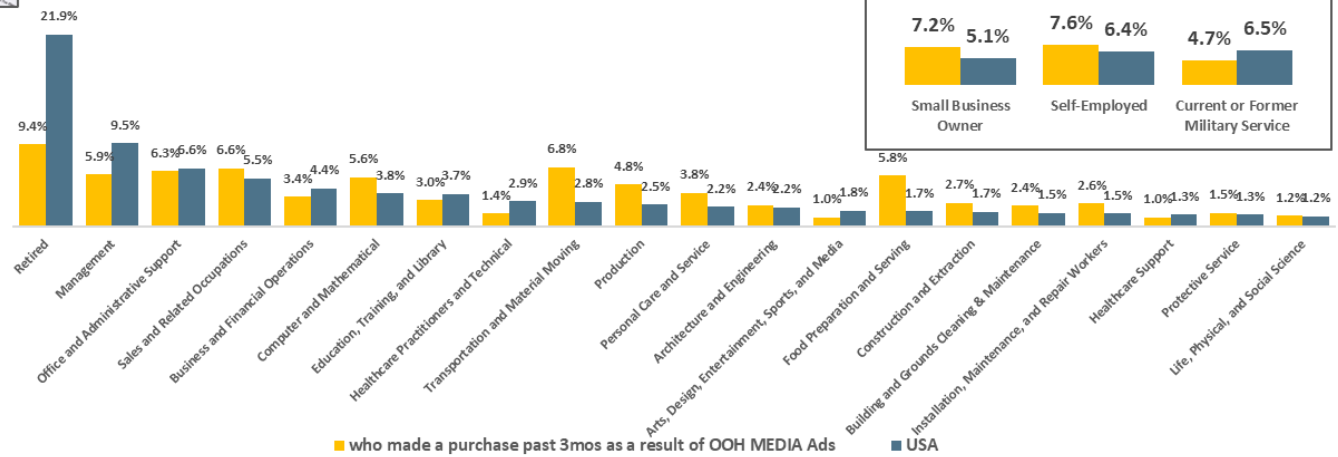
Employment: Adults 21 or older



Marital Status: Adults 21 or older

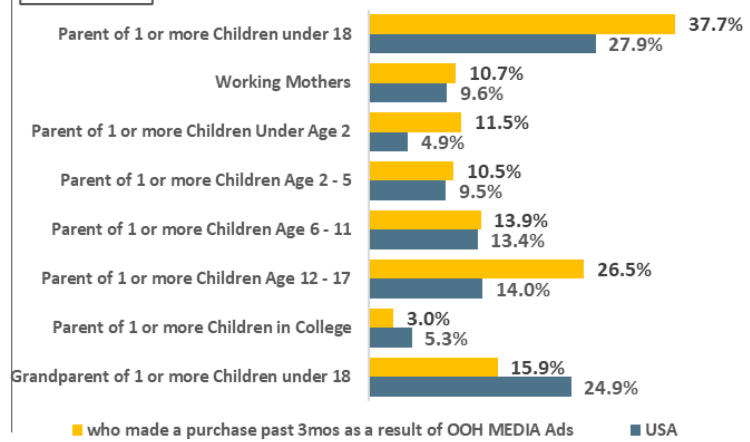


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



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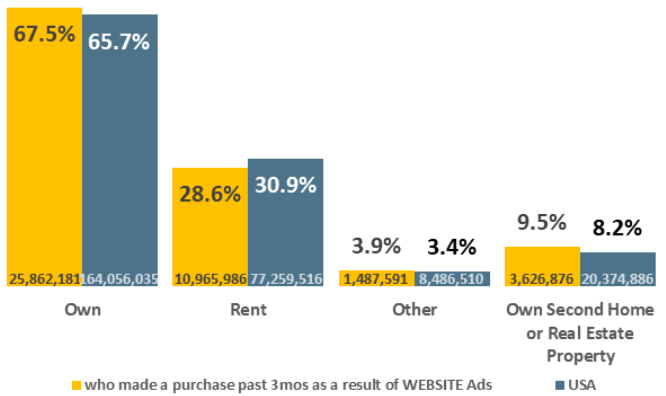
Ads on OUT-OF-HOME MEDIA = (Made a purchase as a result of ads past 3 months: Ads on billboards OR Made a purchase as a result of ads past 3 months: Ads on digital video displays OR Made a purchase as a result of ads past 3 months: Ads at stadiums/arenas)

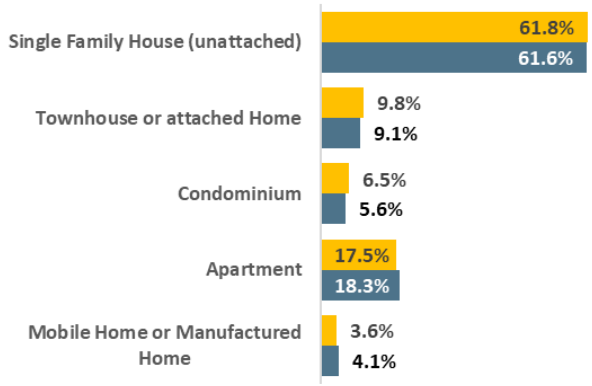
WEBSITES

15.3% or 38,315,758 of USA Adults 21 or older made a purchase past 3mos as a result of WEBSITE Ads. Adults 21 or older who made a purchase past 3mos as a result of WEBSITE Ads are 2.8% more likely to own their home, 28.4% more likely to own a higher valued home, .4% more likely to have a single-family home, 1.5% more likely to have a dog.

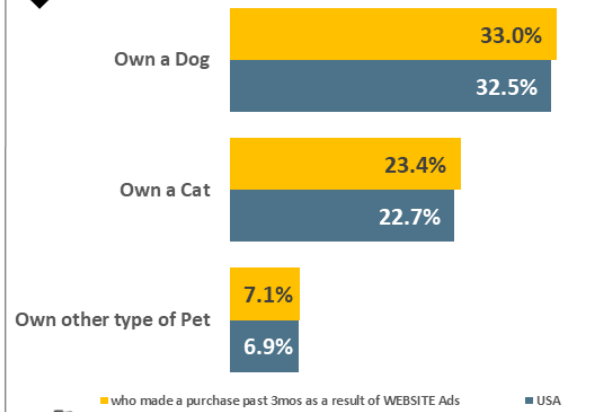
Own/Rent/Other: Adults 21 or older



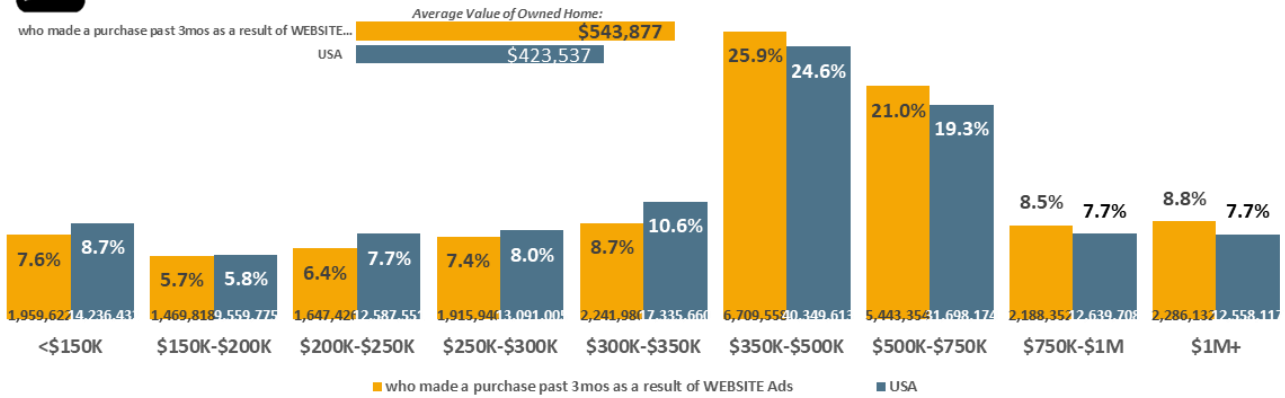
Type of Home: Adults 21 or older



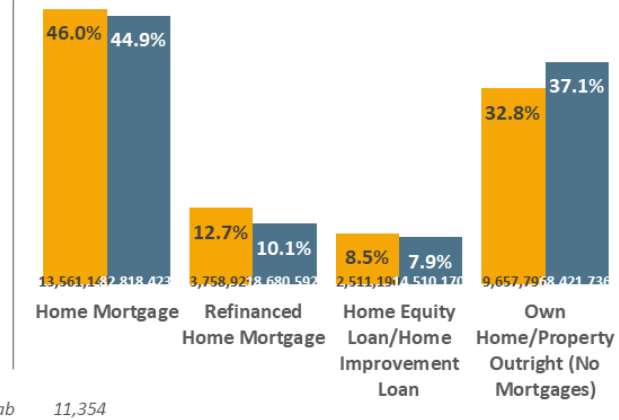
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



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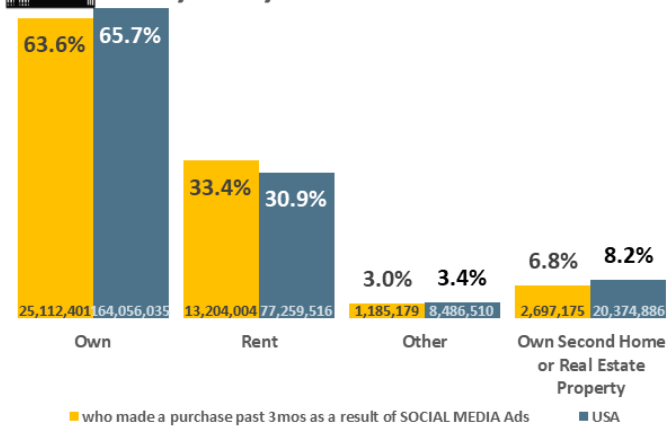
Ads on WEBSITES = Made a purchase as a result of ads past 3 months: Ads on websites

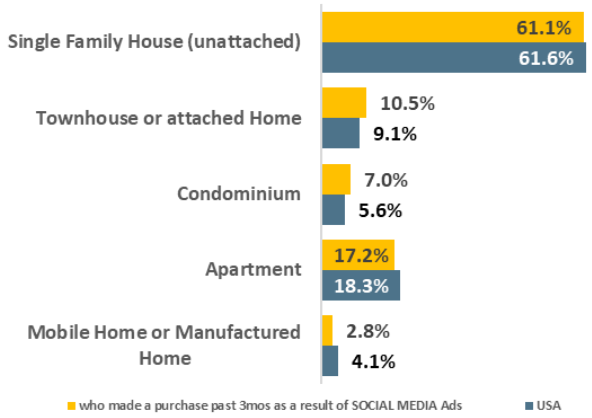
SOCIAL MEDIA

15.8% or 39,501,584 of USA Adults 21 or older made a purchase past 3mos as a result of SOCIAL MEDIA Ads. Adults 21 or older who made a purchase past 3mos as a result of SOCIAL MEDIA Ads are 3.2% less likely to own their home, 30.2% more likely to own a higher valued home, .8% less likely to have a single-family home, 5.6% more likely to have a dog.

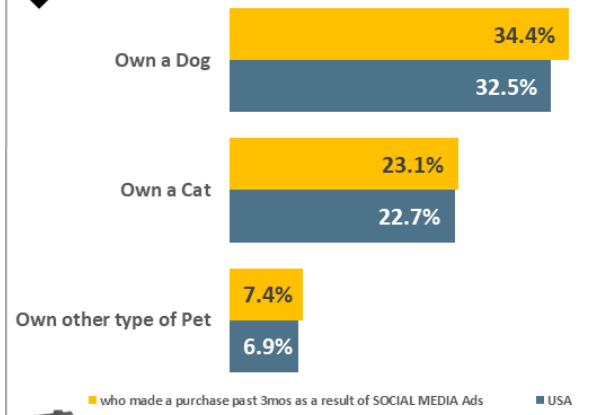
Own/Rent/Other: Adults 21 or older



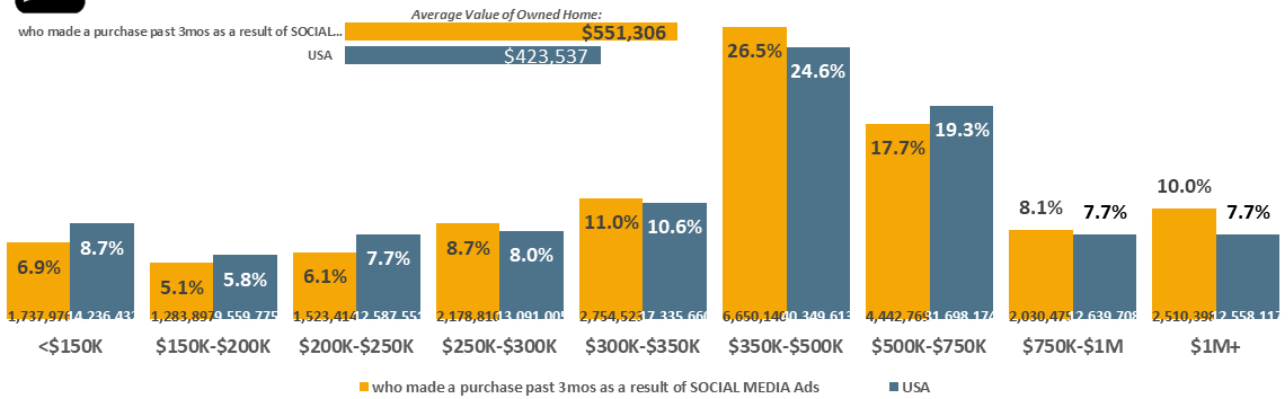
Type of Home: Adults 21 or older



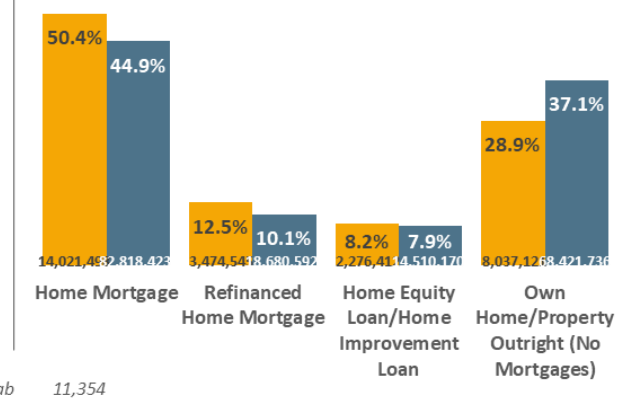
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



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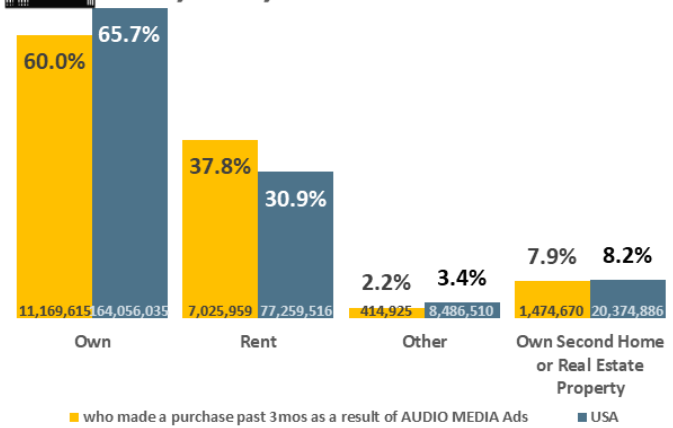
Ads on SOCIAL MEDIA = Made a purchase as a result of ads past 3 months: Ads on social media

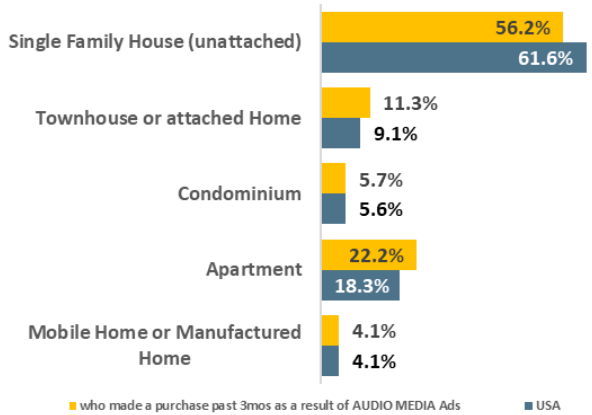
AUDIO MEDIA

7.5% or 18,610,500 of USA Adults 21 or older made a purchase past 3mos as a result of AUDIO MEDIA Ads. Adults 21 or older who made a purchase past 3mos as a result of AUDIO MEDIA Ads are 8.6% less likely to own their home, 36.5% more likely to own a higher valued home, 8.8% less likely to have a single-family home, 4.5% more likely to have a dog.

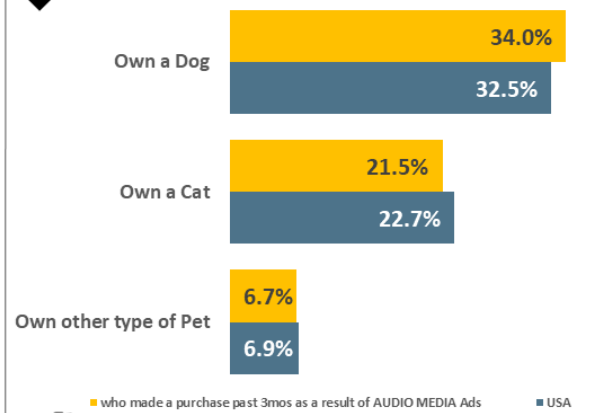
Own/Rent/Other: Adults 21 or older



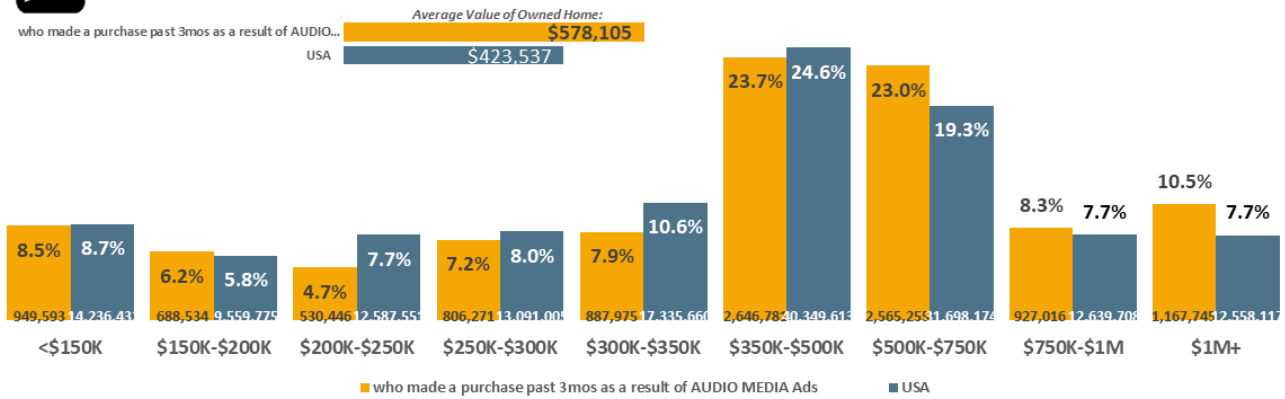
Type of Home: Adults 21 or older



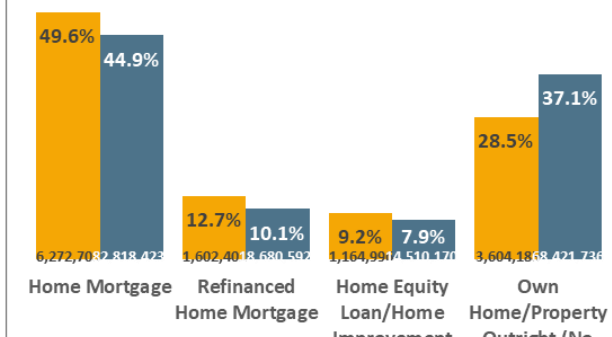
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



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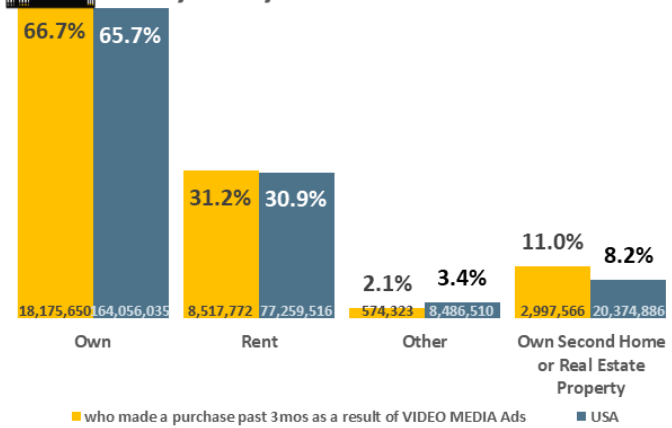
Ads on AUDIO MEDIA = (Made a purchase as a result of ads past 3 months: Ads on the radio OR Made a purchase as a result of ads past 3 months: Ads in podcasts OR Made a purchase as a result of ads past 3 months: Ads on audio streaming services)

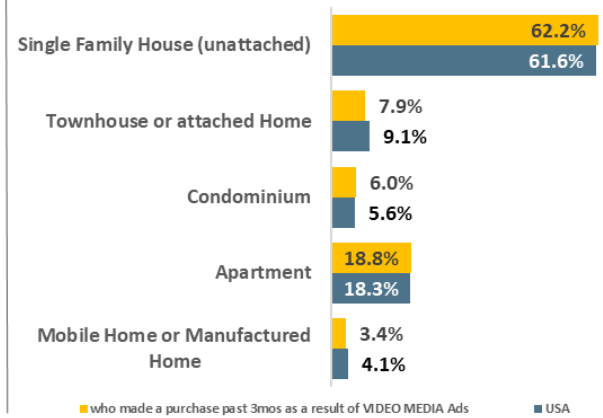
VIDEO MEDIA

10.9% or 27,267,745 of USA Adults 21 or older made a purchase past 3mos as a result of VIDEO MEDIA Ads. Adults 21 or older who made a purchase past 3mos as a result of VIDEO MEDIA Ads are 1.5% more likely to own their home, 21.8% more likely to own a higher valued home, 1.% more likely to have a single-family home, .2% more likely to have a dog.

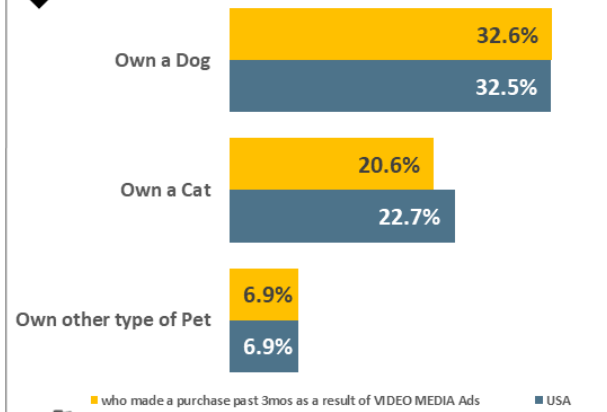
Own/Rent/Other: Adults 21 or older



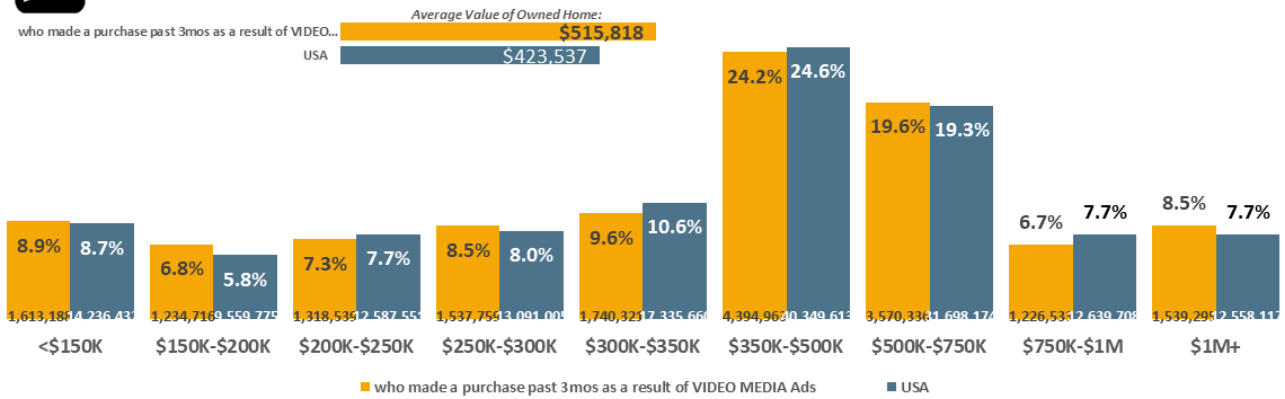
Type of Home: Adults 21 or older



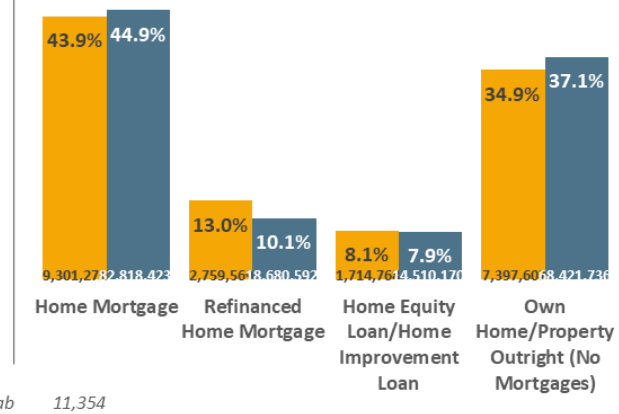
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



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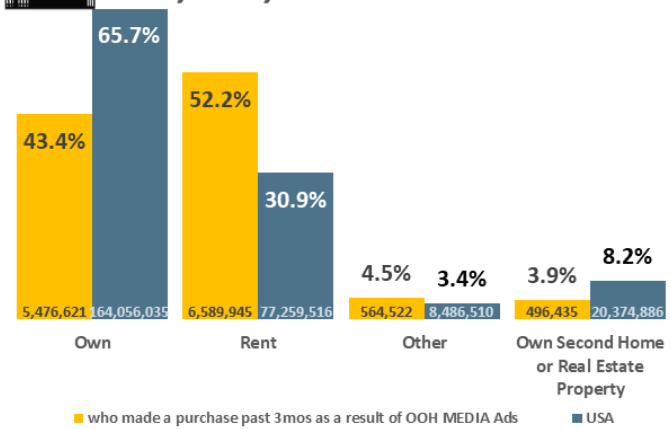
Ads on VIDEO MEDIA = (Made a purchase as a result of ads past 3 months: Ads on broadcast, cable or satellite TV OR Made a purchase as a result of ads past 3 months: Ads on video streaming services)

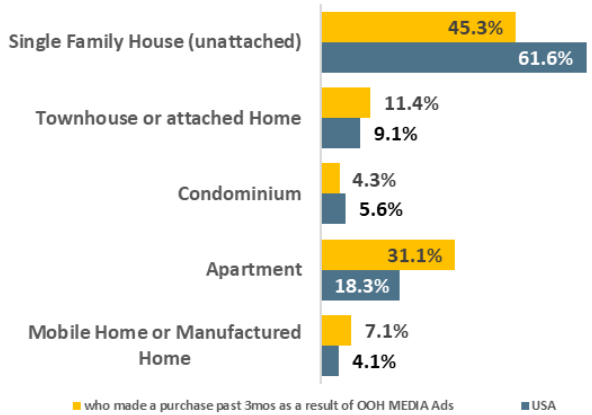
OOH MEDIA

5.1% or 12,631,088 of USA Adults 21 or older made a purchase past 3mos as a result of OOH MEDIA Ads. Adults 21 or older who made a purchase past 3mos as a result of OOH MEDIA Ads are 34.% less likely to own their home, 12.1% more likely to own a higher valued home, 26.5% less likely to have a single-family home, 4.1% less likely to have a dog.

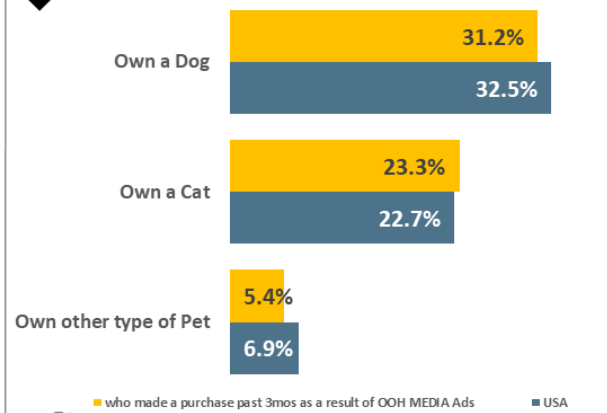
Own/Rent/Other: Adults 21 or older



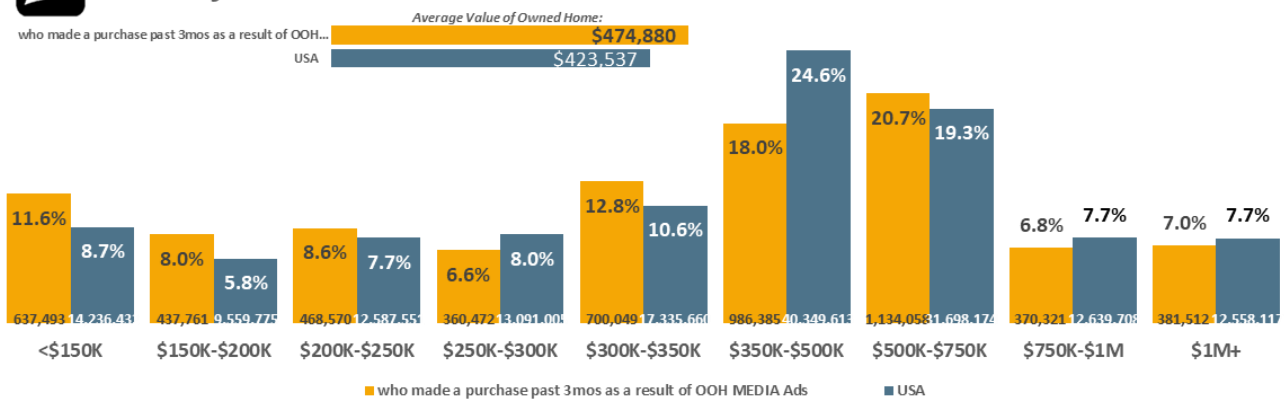
Type of Home: Adults 21 or older



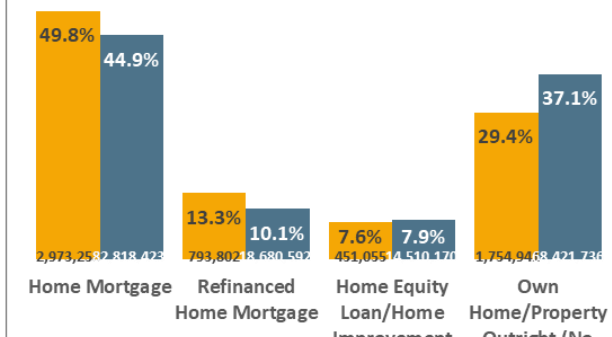
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



USA *USA Projection* *Scarborough R1 2024: Aug23-Apr24* *Qual Intab* *3,231*

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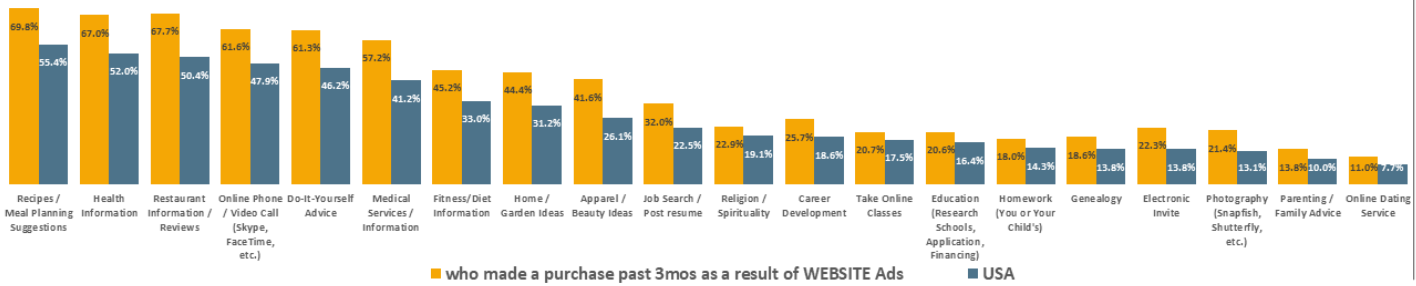
USAAug23-Apr24 *USA Projection* *Qual Intab* *11,354*

Ads on OUT-OF-HOME MEDIA = (Made a purchase as a result of ads past 3 months: Ads on billboards OR Made a purchase as a result of ads past 3 months: Ads on digital video displays OR Made a purchase as a result of ads past 3 months: Ads at stadiums/arenas)

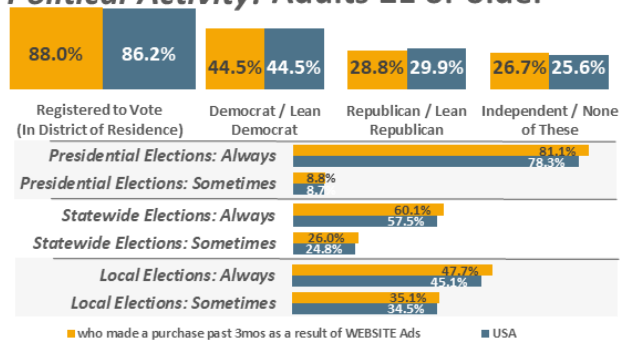
WEBSITES

15.3% or 38,315,758 of USA Adults 21 or older made a purchase past 3mos as a result of WEBSITE Ads. Adults 21 or older who made a purchase past 3mos as a result of WEBSITE Ads are 32.5% more likely to look up D-I-Y advice online, 5.8% more likely to always vote in local elections, 13.% more likely to belong to a gym, 8.1% more likely to fly domestic pas

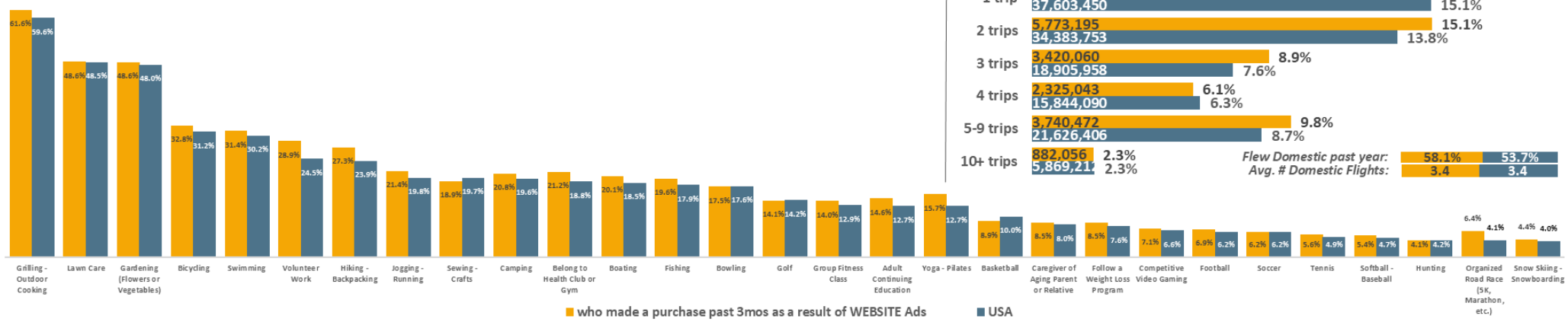
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older

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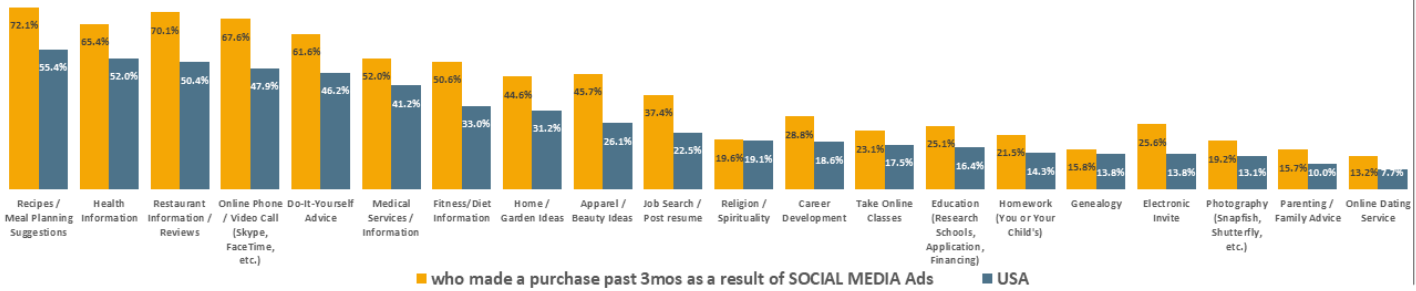
Ads on WEBSITES = Made a purchase as a result of ads past 3 months: Ads on websites

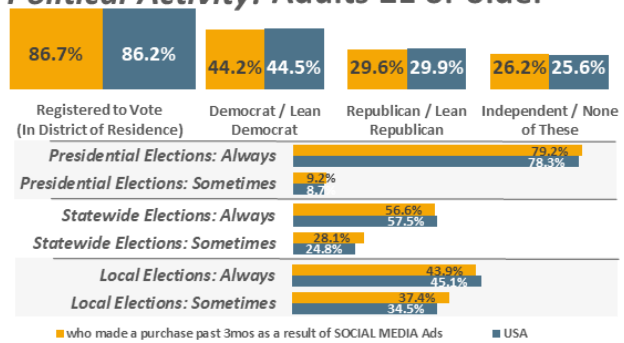
SOCIAL MEDIA

15.8% or 39,501,584 of USA Adults 21 or older made a purchase past 3mos as a result of SOCIAL MEDIA Ads. Adults 21 or older who made a purchase past 3mos as a result of SOCIAL MEDIA Ads are 33.1% more likely to look up D-I-Y advice online, 2.5% less likely to always vote in local elections, 8.5% more likely to belong to a gym, 8.% more likely to fly domestic

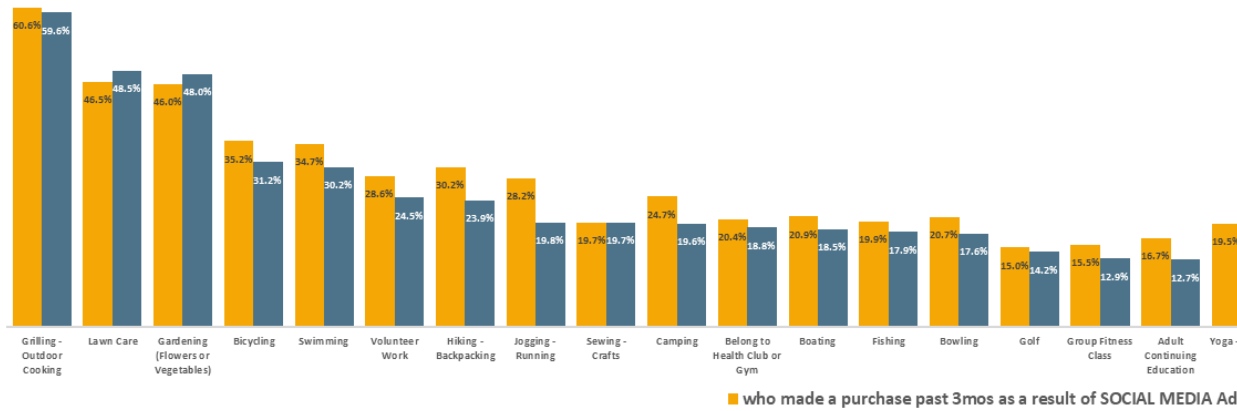
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



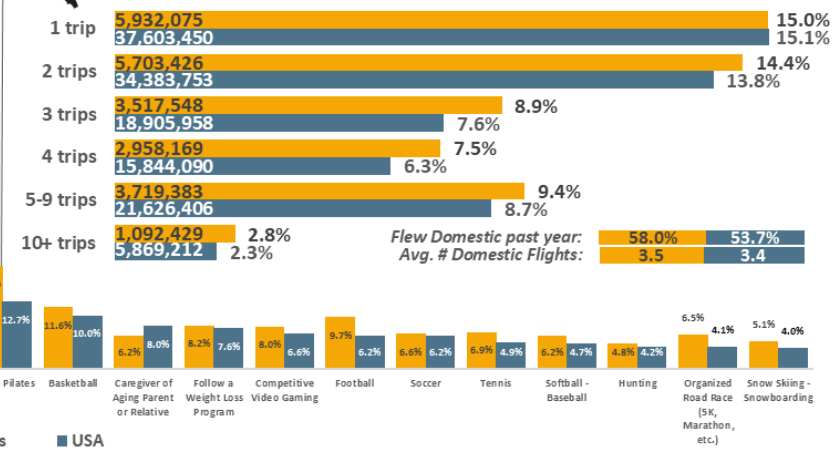
Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older



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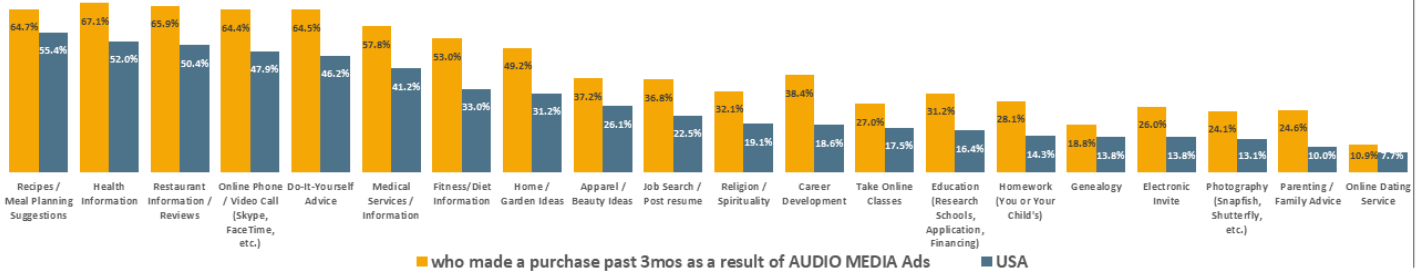
Ads on SOCIAL MEDIA = Made a purchase as a result of ads past 3 months: Ads on social media

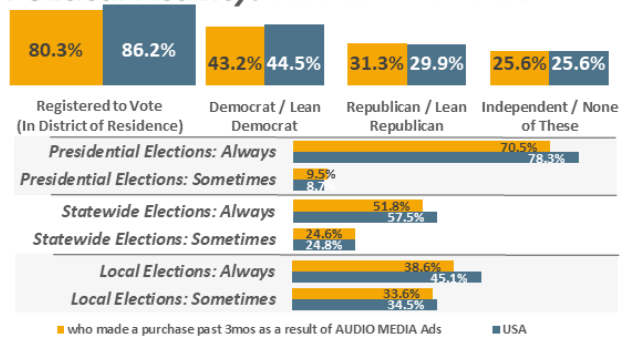
AUDIO MEDIA

7.5% or 18,610,500 of USA Adults 21 or older made a purchase past 3mos as a result of AUDIO MEDIA Ads. Adults 21 or older who made a purchase past 3mos as a result of AUDIO MEDIA Ads are 39.4% more likely to look up D-I-Y advice online, 14.3% less likely to always vote in local elections, 30.% more likely to belong to a gym, 7.% more likely to fly domestic

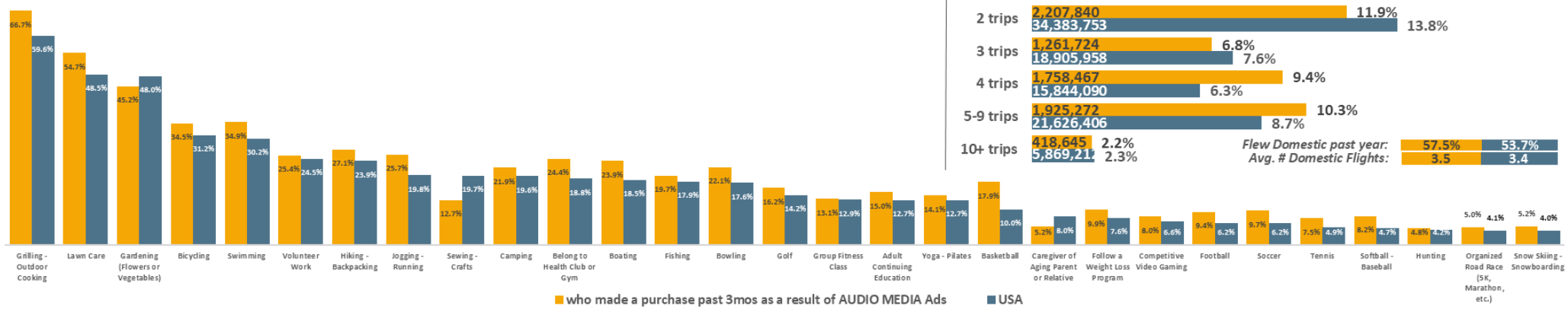
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older

USA USA Projection Scarborough R1 2024: Aug23-Apr24 Qual Intab 3,231

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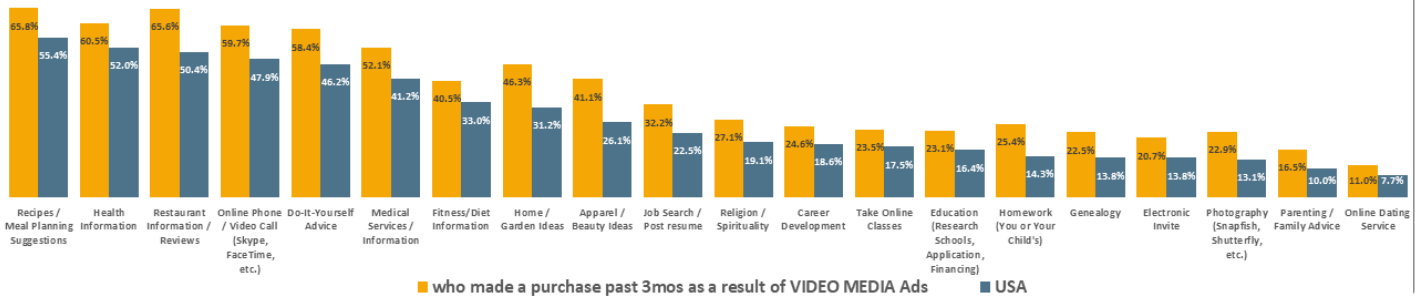
Ads on AUDIO MEDIA = (Made a purchase as a result of ads past 3 months: Ads on the radio OR Made a purchase as a result of ads past 3 months: Ads in podcasts OR Made a purchase as a result of ads past 3 months: Ads on audio streaming services)

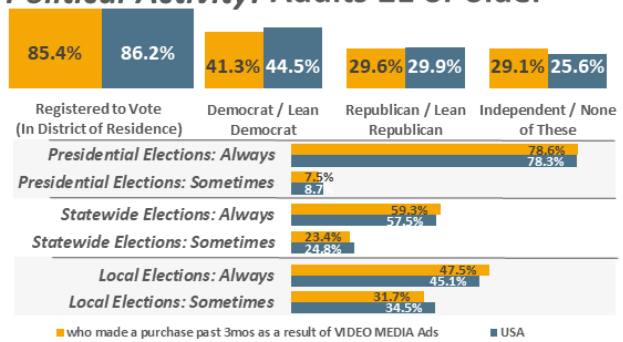
VIDEO MEDIA

10.9% or 27,267,745 of USA Adults 21 or older made a purchase past 3mos as a result of VIDEO MEDIA Ads. Adults 21 or older who made a purchase past 3mos as a result of VIDEO MEDIA Ads are 26.2% more likely to look up D-I-Y advice online, 5.4% more likely to always vote in local elections, 1.9% more likely to belong to a gym, 1.6% less likely to fly domestic

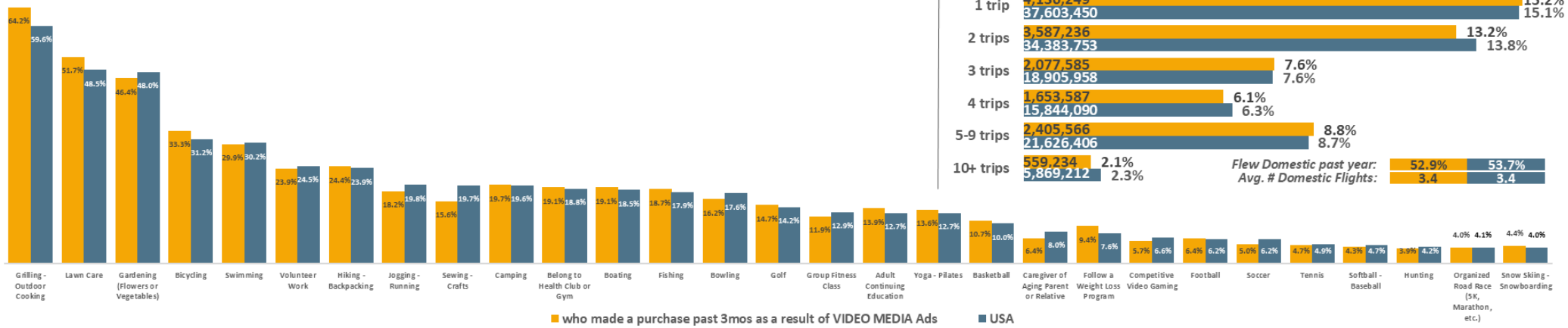
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older

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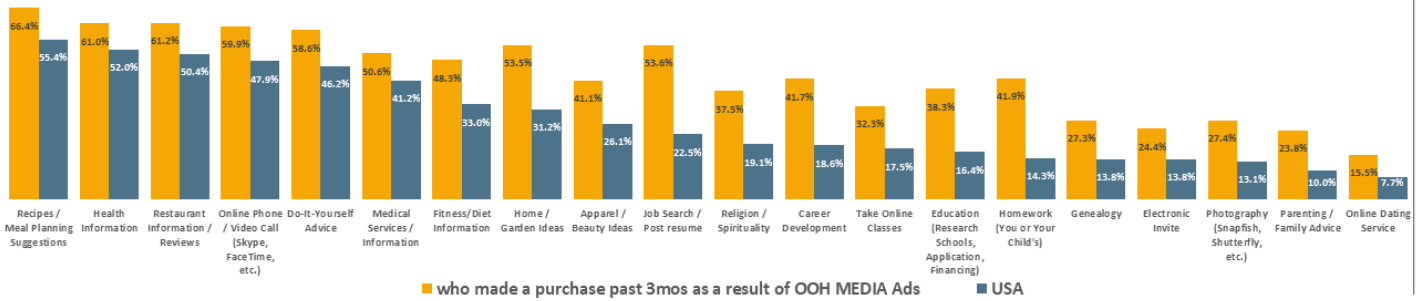
Ads on VIDEO MEDIA = (Made a purchase as a result of ads past 3 months: Ads on broadcast, cable or satellite TV OR Made a purchase as a result of ads past 3 months: Ads on video streaming services)

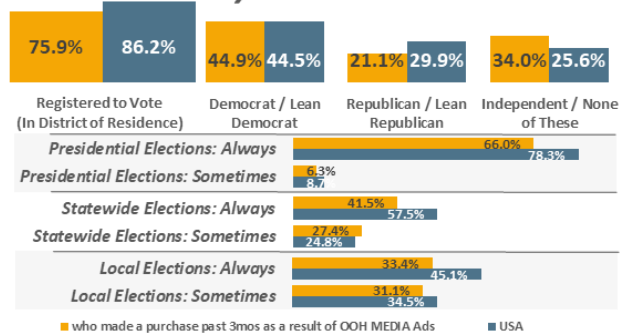
OOH MEDIA

5.1% or 12,631,088 of USA Adults 21 or older made a purchase past 3mos as a result of OOH MEDIA Ads. Adults 21 or older who made a purchase past 3mos as a result of OOH MEDIA Ads are 26.8% more likely to look up D-I-Y advice online, 25.8% less likely to always vote in local elections, 21.6% more likely to belong to a gym, 7.8% less likely to fly domestic

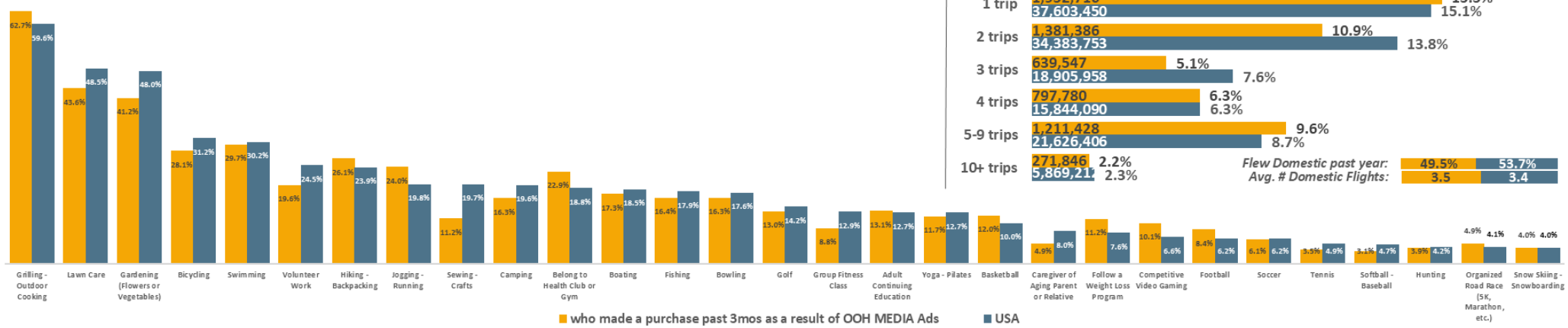
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older

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Ads on OUT-OF-HOME MEDIA = (Made a purchase as a result of ads past 3 months: Ads on billboards OR Made a purchase as a result of ads past 3 months: Ads on digital video displays OR Made a purchase as a result of ads past 3 months: Ads at stadiums/arenas)

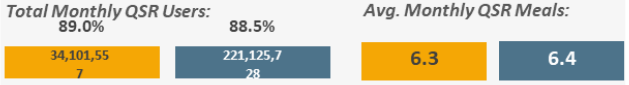
WEBSITES

15.3% or 38,315,758 of USA Adults 21 or older made a purchase past 3mos as a result of WEBSITE Ads. Adults 21 or older who made a purchase past 3mos as a result of WEBSITE Ads are .5% more likely to use QSRs past mo., 4.5% more likely to use Sit-Down Restaurants past mo., 2.9% less likely to use Casinos past yr., 2.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



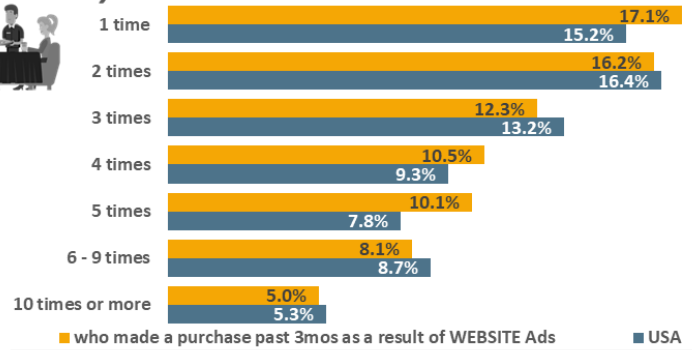
Total Monthly QSR Users:



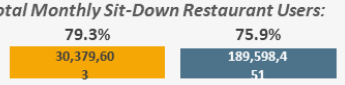
Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 21 or older





Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

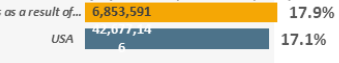


Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)



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

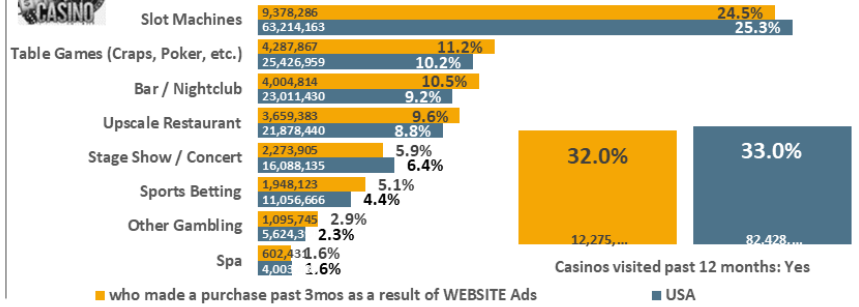


Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



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Ads on WEBSITES = Made a purchase as a result of ads past 3 months: Ads on websites

SOCIAL MEDIA

15.8% or 39,501,584 of USA Adults 21 or older made a purchase past 3mos as a result of SOCIAL MEDIA Ads. Adults 21 or older who made a purchase past 3mos as a result of SOCIAL MEDIA Ads are .3% less likely to use QSRs past mo., 4.7% more likely to use Sit-Down Restaurants past mo., .3% less likely to use Casinos past yr., .3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



	who made a purchase past 3mos as a result of SOCIAL MEDIA Ads	USA
1 time	7.3%	8.3%
2 times	11.0%	10.1%
3 times	12.8%	11.6%
4 times	9.3%	10.8%
5 times	11.1%	10.0%
6 - 9 times	20.9%	20.7%
10 times or more	15.9%	16.9%

Total Monthly QSR Users:		*Avg. Monthly QSR Meals:*	
88.2%	88.5%		
34,856,64 1	221,125,7 28	6.3	6.4

Past 30-days Sit-Down Restaurant Users: Adults 21 or older



	who made a purchase past 3mos as a result of SOCIAL MEDIA Ads	USA
1 time	19.3%	15.2%
2 times	17.8%	16.4%
3 times	13.8%	13.2%
4 times	10.1%	9.3%
5 times	7.3%	7.8%
6 - 9 times	7.9%	8.7%
10 times or more	3.2%	5.3%

Total Monthly Sit-Down Restaurant Users:		*Avg. Monthly Sit-Down Restaurant Meals:*	
79.4%	75.9%		
31,375,96 6	189,598,4 51	3.5	4.1

Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)



	who made a purchase past 3mos as a result of SOCIAL MEDIA Ads	USA
Mexican	33.2%	33.3%
Pizza	36.5%	32.6%
Chinese	32.8%	31.5%
Coffee House / Coffee Bar	27.1%	22.1%
Italian	19.7%	18.1%
Wings / Burgers / Sports Bar	15.4%	16.2%
Indian / Thai / Other Asian	17.9%	16.0%
Upscale	16.2%	13.7%
Bagel / Donut / Bakery	12.9%	13.2%
Steakhouse	11.9%	12.4%

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

who made a purchase past 3mos as a result of SOCIAL...	7,943,546	20.1%
USA	[illegible]	17.1%

Drank Past 30-days: Adults 21 or older



	who made a purchase past 3mos as a result of SOCIAL MEDIA Ads		USA	
Liquor	19,341,907	49.0%	117,610,988	47.1%
Any Type of Beer	17,352,964	43.9%	106,841,015	42.8%
Wine	14,963,926	37.9%	85,352,449	34.2%
Domestic Regular Beer	10,087,310	25.5%	60,912,748	24.4%
Domestic Light Beer	9,355,159	23.7%	57,135,111	22.9%
Imported Beer	8,834,982	22.4%	57,020,269	22.8%
Microbrew / Craft Beer	4,780,599	12.1%	27,833,933	11.1%

Past 12 months Casino Activities: Adults 21 or older

	who made a purchase past 3mos as a result of SOCIAL MEDIA Ads		USA	
Slot Machines	9,840,694	24.9%	63,214,163	25.3%
Table Games (Craps, Poker, etc.)	4,240,368	10.7%	25,426,959	10.2%
Bar / Nightclub	4,126,367	10.4%	23,011,430	9.2%
Upscale Restaurant	3,759,054	9.5%	21,878,440	8.8%
Stage Show / Concert	2,383,928	6.0%	16,088,135	6.4%
Sports Betting	1,870,818	4.7%	11,056,666	4.4%
Other Gambling	1,269,649	3.2%	5,624,3	2.3%
Spa	826,082	2.1%	4,003	1.6%

Casinos visited past 12 months: Yes			
32.9%	33.0%		
12,994,...	82,428,...		

Used Past 30-days: Adults 21 or older



	who made a purchase past 3mos as a result of SOCIAL MEDIA Ads		USA	
Marijuana / Cannabis	16.3%	6,422,979	15.3%	38,262,194
Cigarettes	10.4%	4,125,753	10.5%	26,174,960
Vape	5.5%	2,166,228	5.5%	13,760,617

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USAAug23-Apr24 USA Projection Qual Intab 11,354

Ads on SOCIAL MEDIA = Made a purchase as a result of ads past 3 months: Ads on social media

AUDIO MEDIA

7.5% or 18,610,500 of USA Adults 21 or older made a purchase past 3mos as a result of AUDIO MEDIA Ads. Adults 21 or older who made a purchase past 3mos as a result of AUDIO MEDIA Ads are 2.9% more likely to use QSRs past mo., 7.5% more likely to use Sit-Down Restaurants past mo., 1.1% less likely to use Casinos past yr., 9.6% less likely to smoke cigarette

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users: 91.1% 16,948,357 | 88.5% 221,125,728

Avg. Monthly QSR Meals: 6.7 | 6.4

Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users: 81.6% 15,189,551 | 75.9% 189,598,451

Avg. Monthly Sit-Down Restaurant Meals: 4.1 | 4.1

Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)



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

who made a purchase past 3mos as a result of AUDIO... 4,464,230 24.0%

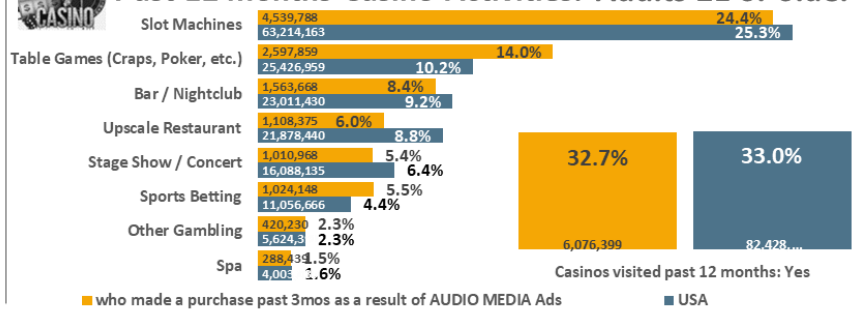
USA 17.1%

Drank Past 30-days: Adults 21 or older



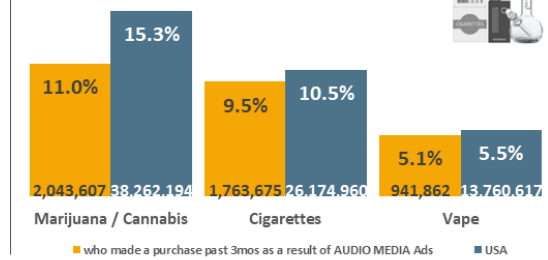
Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older





USA USA Projection Scarborough R1 2024: Aug23-Apr24 Qual Intab 3,231

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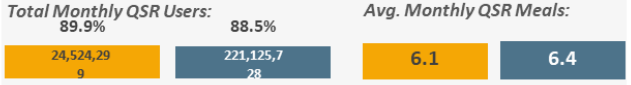
VIDEO MEDIA

10.9% or 27,267,745 of USA Adults 21 or older made a purchase past 3mos as a result of VIDEO MEDIA Ads. Adults 21 or older who made a purchase past 3mos as a result of VIDEO MEDIA Ads are 1.6% more likely to use QSRs past mo., 1.% less likely to use Sit-Down Restaurants past mo., 3.4% less likely to use Casinos past yr., 17.3% more likely to smoke cigarette

Past 30-days QSR Users: Adults 21 or older



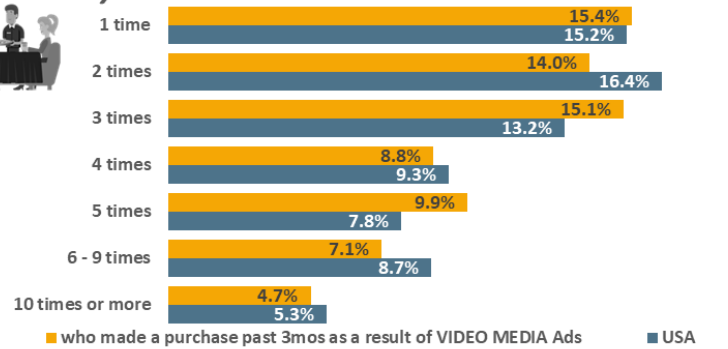
Total Monthly QSR Users:



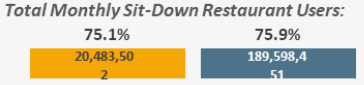
Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 21 or older





Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

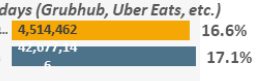


Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)



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

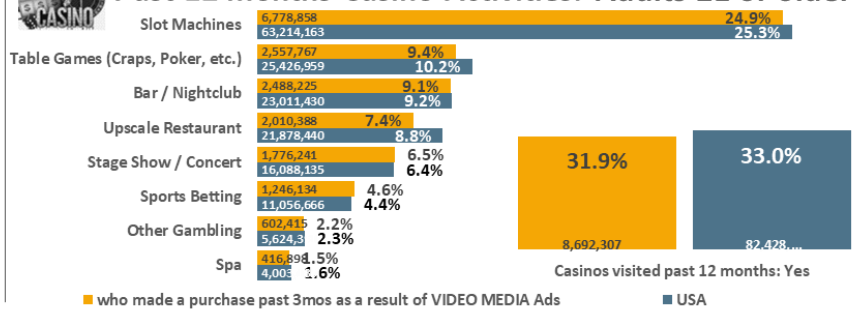


Drank Past 30-days: Adults 21 or older



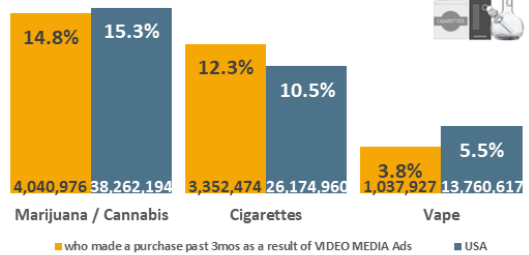
Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older





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OOH MEDIA

5.1% or 12,631,088 of USA Adults 21 or older made a purchase past 3mos as a result of OOH MEDIA Ads. Adults 21 or older who made a purchase past 3mos as a result of OOH MEDIA Ads are .7% less likely to use QSRs past mo., 6.3% less likely to use Sit-Down Restaurants past mo., .4% more likely to use Casinos past yr., 39.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:
87.9% 88.5%
11,100,105 221,125,728

Avg. Monthly QSR Meals:
6.7 6.4

Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users:
71.1% 75.9%
8,979,937 189,598,451

Avg. Monthly Sit-Down Restaurant Meals:
4.0 4.1

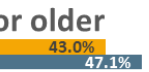
Top-10 Cuisines: Adults 21 or older

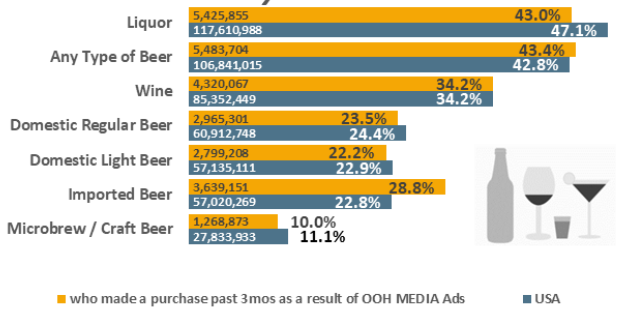
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who made a purchase past 3mos as a result of OOH... 2,785,397 22.1%
USA 17.1%

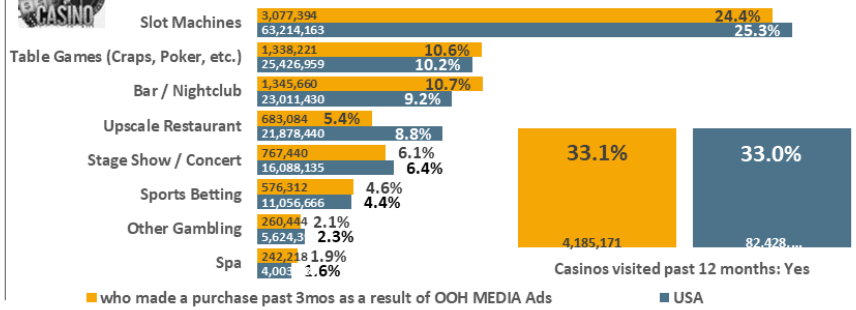
Drank Past 30-days: Adults 21 or older





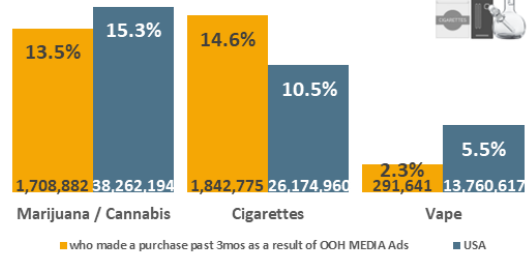
Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older





USA *USA Projection* *Scarborough R1 2024: Aug23-Apr24* *Qual Intab* *3,231*

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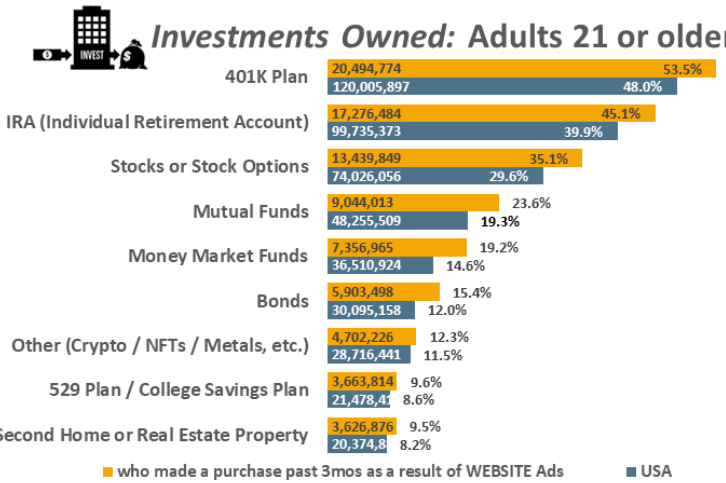
USAAug23-Apr24 *USA Projection* *Qual Intab* *11,354*

Ads on OUT-OF-HOME MEDIA = (Made a purchase as a result of ads past 3 months: Ads on billboards OR Made a purchase as a result of ads past 3 months: Ads on digital video displays OR Made a purchase as a result of ads past 3 months: Ads at stadiums/arenas)

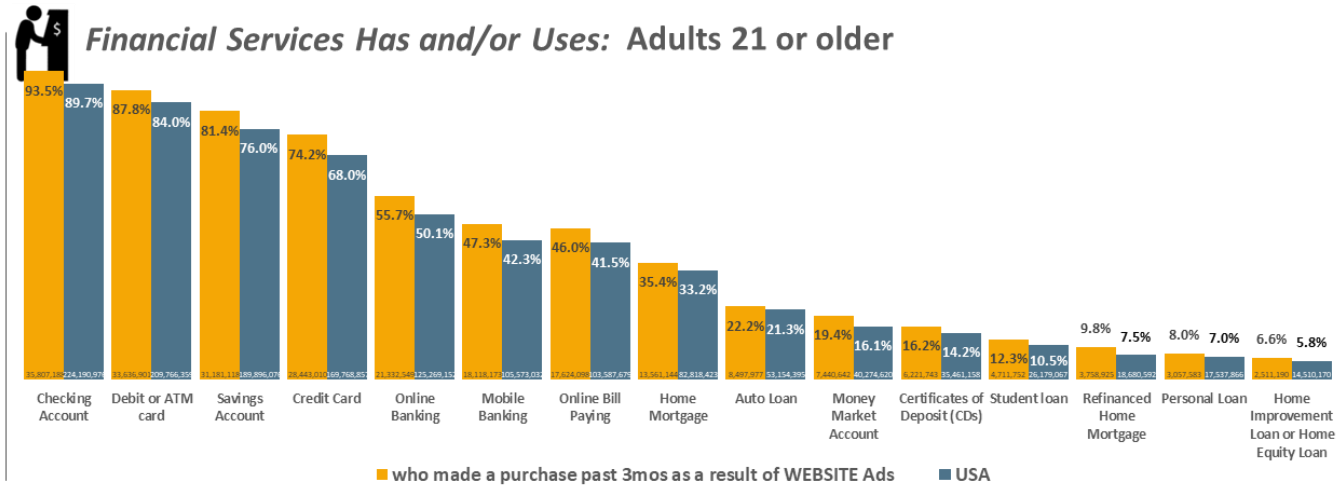
WEBSITES

15.3% or 38,315,758 of USA Adults 21 or older made a purchase past 3mos as a result of WEBSITE Ads. Adults 21 or older who made a purchase past 3mos as a result of WEBSITE Ads are 11.3% more likely to have a 401K, 4.2% more likely to have an Auto Loan, 35.7% more likely to Invest/Trade Stocks Online, .2% less likely to pay with their Debit Card.

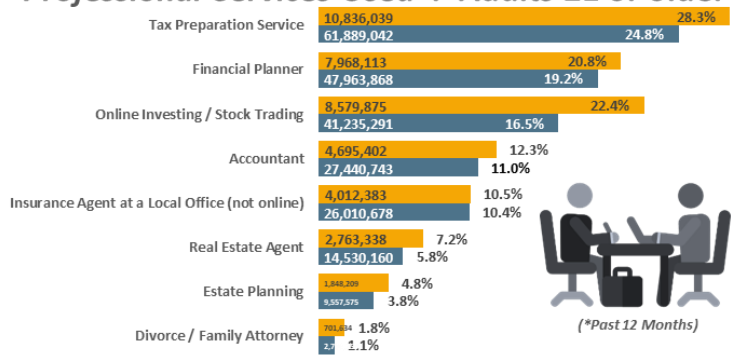
Investments Owned: Adults 21 or older



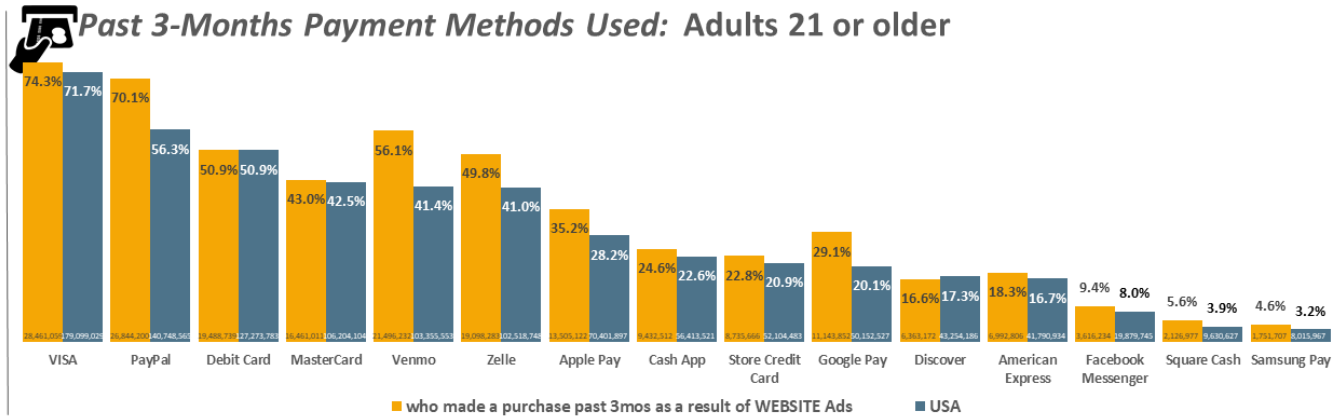
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



Past 3-Months Payment Methods Used: Adults 21 or older



USA USA Projection Scarborough R1 2024: Aug23-Apr24 Qual Intab 3,231

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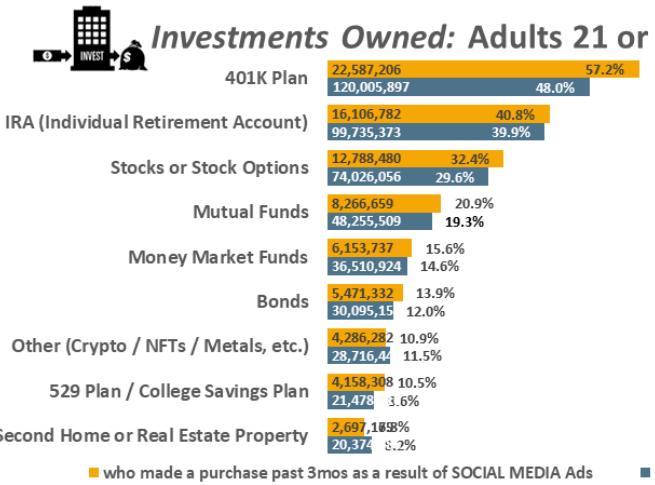
USAAug23-Apr24 USA Projection Qual Intab 11,354

Ads on WEBSITES = Made a purchase as a result of ads past 3 months: Ads on websites

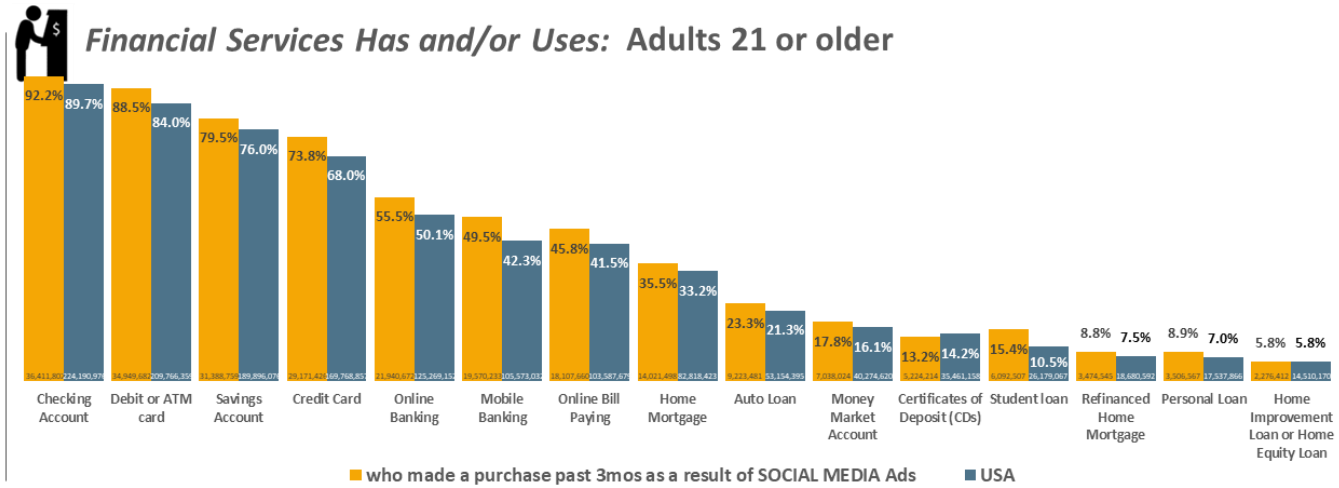
SOCIAL MEDIA

15.8% or 39,501,584 of USA Adults 21 or older made a purchase past 3mos as a result of SOCIAL MEDIA Ads. Adults 21 or older who made a purchase past 3mos as a result of SOCIAL MEDIA Ads are 19.% more likely to have a 401K, 9.7% more likely to have an Auto Loan, 18.8% more likely to Invest/Trade Stocks Online, .4% less likely to pay with their Debit Card.

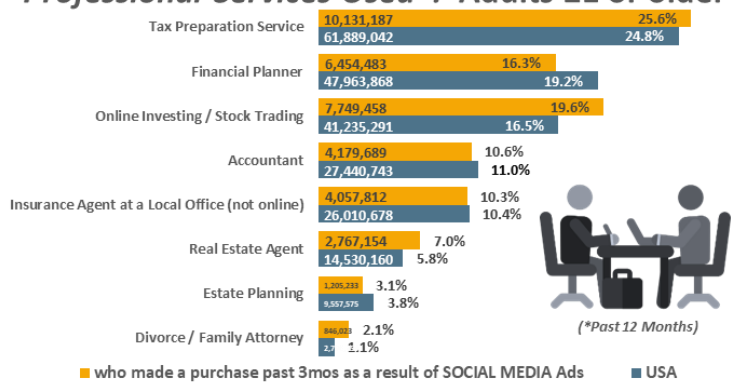
Investments Owned: Adults 21 or older



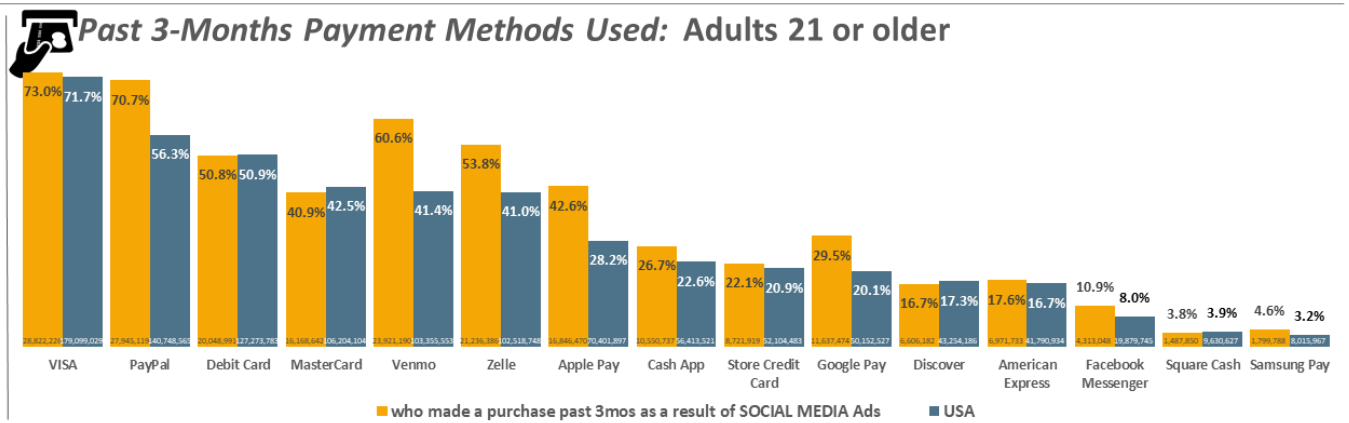
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



Past 3-Months Payment Methods Used: Adults 21 or older



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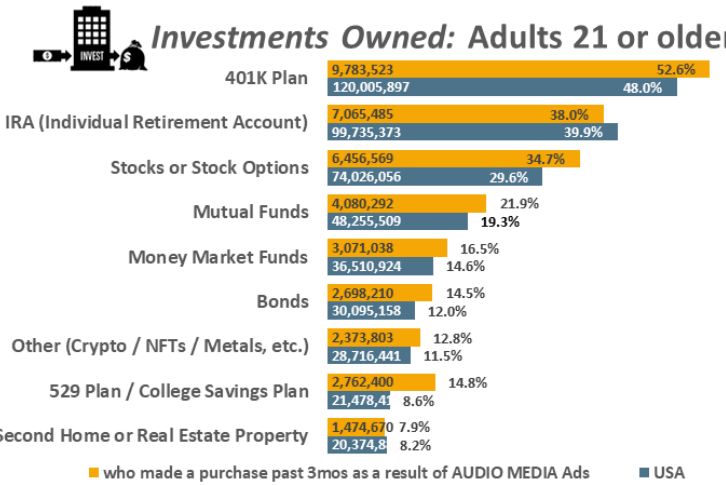
Ads on SOCIAL MEDIA = Made a purchase as a result of ads past 3 months: Ads on social media

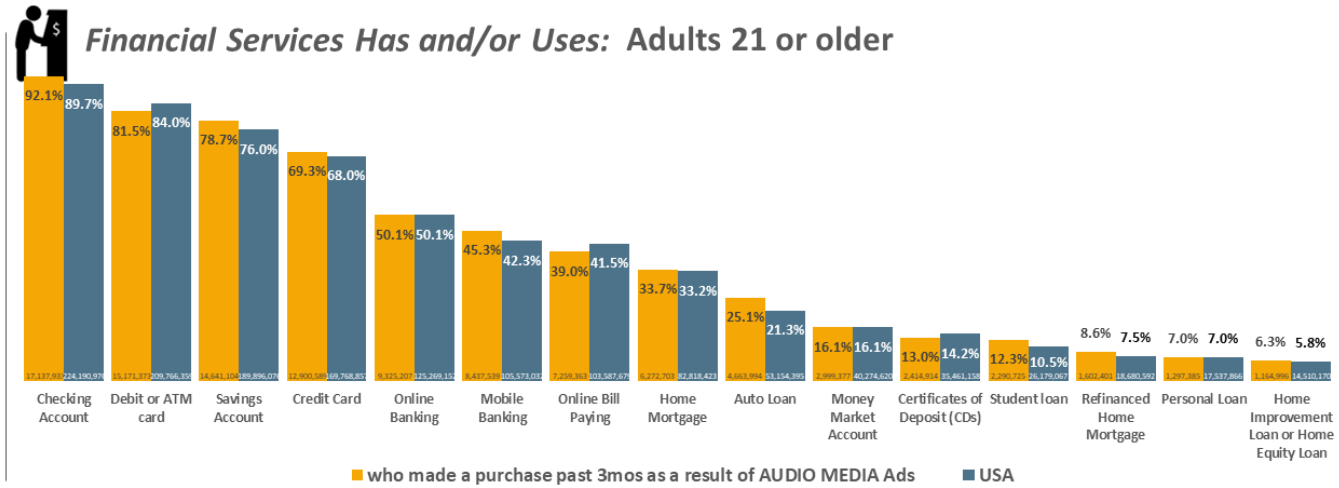
AUDIO MEDIA

7.5% or 18,610,500 of USA Adults 21 or older made a purchase past 3mos as a result of AUDIO MEDIA Ads. Adults 21 or older who made a purchase past 3mos as a result of AUDIO MEDIA Ads are 9.4% more likely to have a 401K, 17.8% more likely to have an Auto Loan, 16.8% more likely to Invest/Trade Stocks Online, 8.1% less likely to pay with their Debit Card.

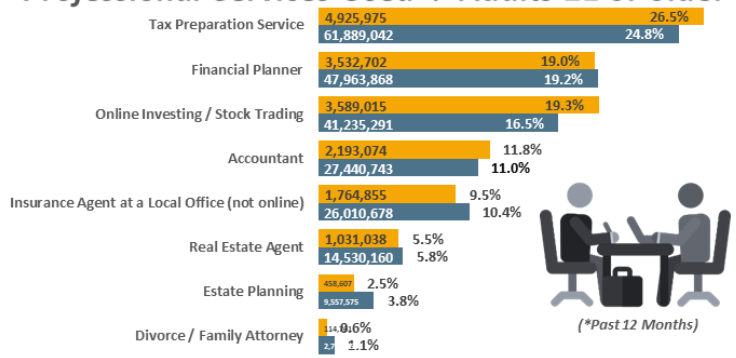
Investments Owned: Adults 21 or older



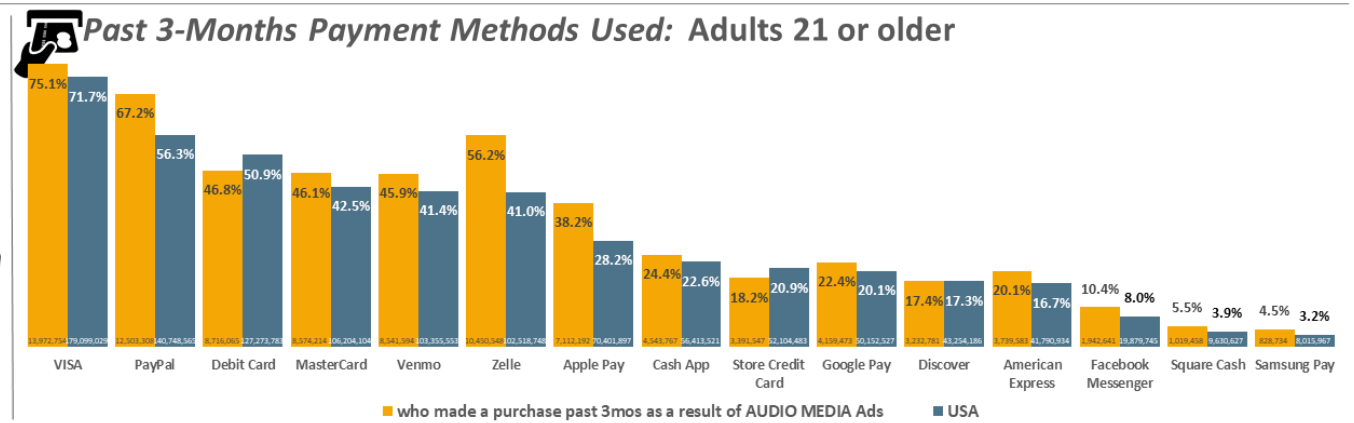
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



Past 3-Months Payment Methods Used: Adults 21 or older



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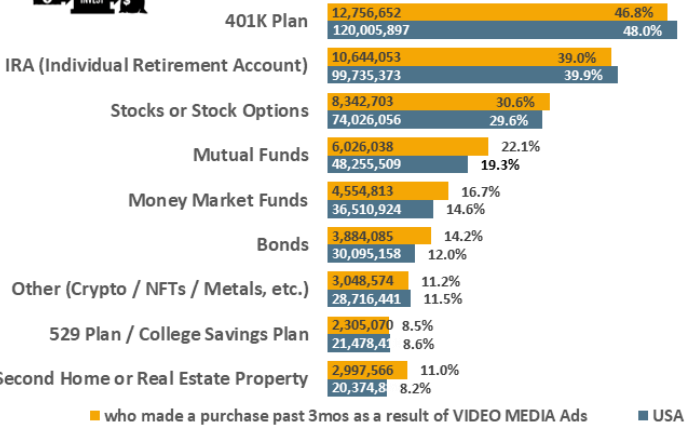
Ads on AUDIO MEDIA = (Made a purchase as a result of ads past 3 months: Ads on the radio OR Made a purchase as a result of ads past 3 months: Ads in podcasts OR Made a purchase as a result of ads past 3 months: Ads on audio streaming services)

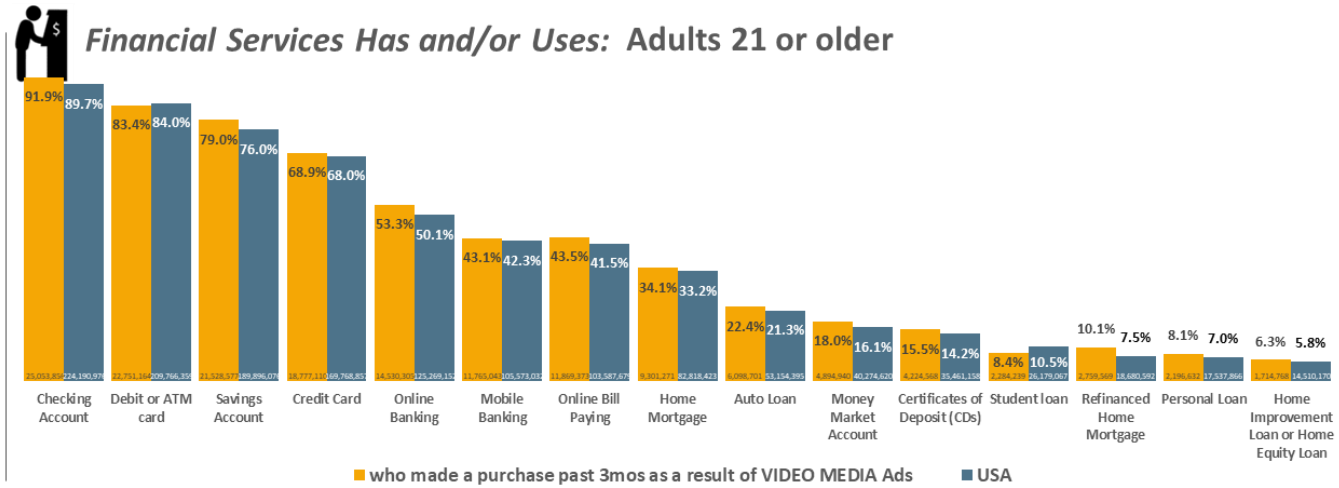
VIDEO MEDIA

10.9% or 27,267,745 of USA Adults 21 or older made a purchase past 3mos as a result of VIDEO MEDIA Ads. Adults 21 or older who made a purchase past 3mos as a result of VIDEO MEDIA Ads are 2.6% less likely to have a 401K, 5.1% more likely to have an Auto Loan, 1.9% less likely to Invest/Trade Stocks Online, 4.3% more likely to pay with their Debit Card.

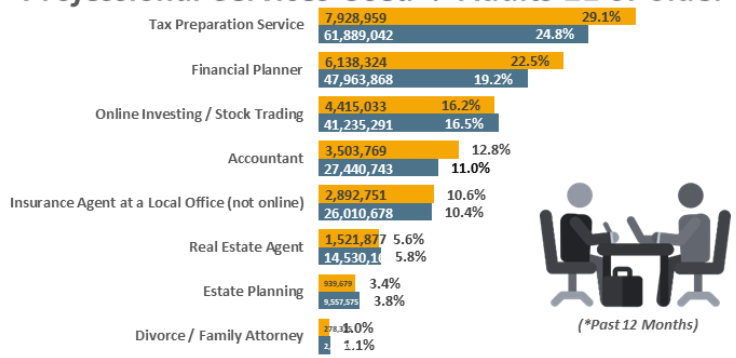
Investments Owned: Adults 21 or older



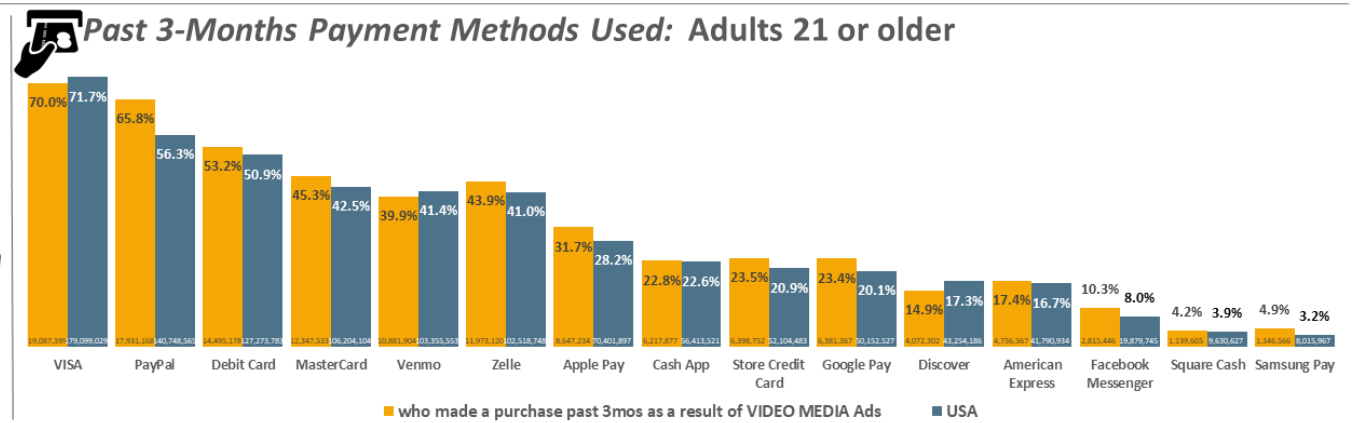
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



Past 3-Months Payment Methods Used: Adults 21 or older



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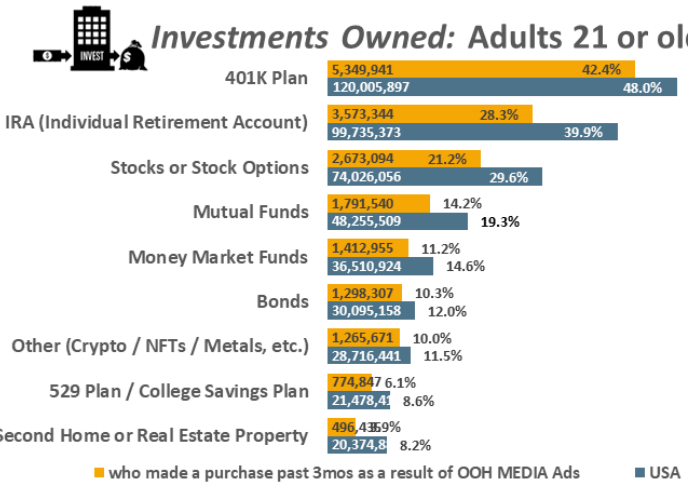
Ads on VIDEO MEDIA = (Made a purchase as a result of ads past 3 months: Ads on broadcast, cable or satellite TV OR Made a purchase as a result of ads past 3 months: Ads on video streaming services)

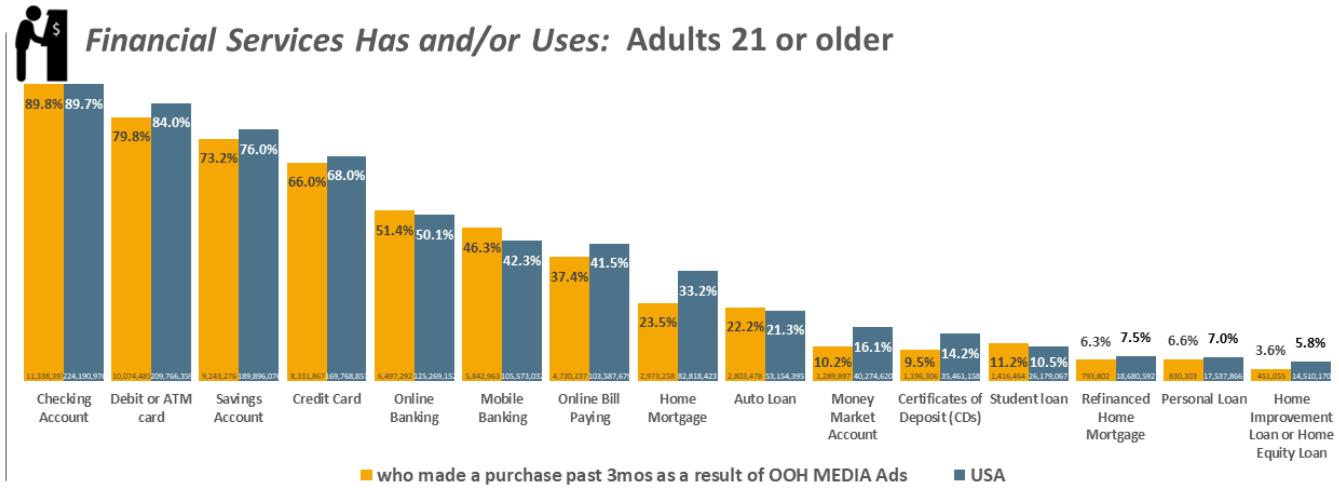
OOH MEDIA

5.1% or 12,631,088 of USA Adults 21 or older made a purchase past 3mos as a result of OOH MEDIA Ads. Adults 21 or older who made a purchase past 3mos as a result of OOH MEDIA Ads are 11.8% less likely to have a 401K, 4.3% more likely to have an Auto Loan, 1.8% less likely to Invest/Trade Stocks Online, 3.1% less likely to pay with their Debit Card.

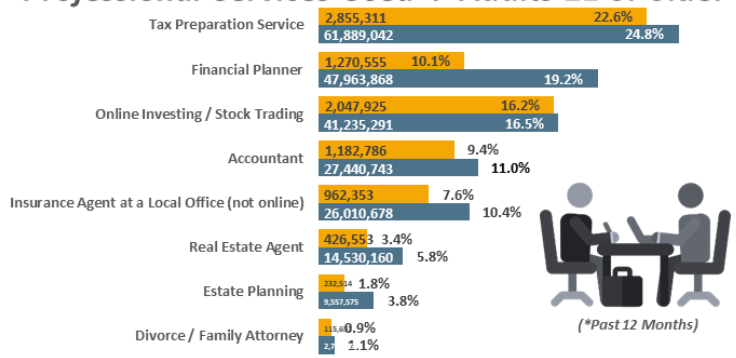
Investments Owned: Adults 21 or older



Financial Services Has and/or Uses: Adults 21 or older

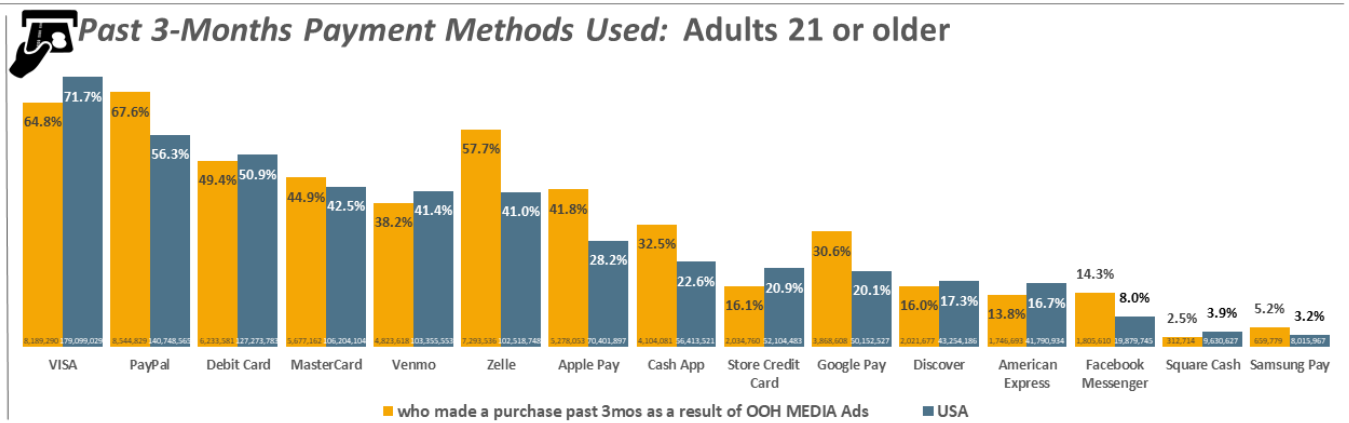


Professional Services Used:* Adults 21 or older



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 21 or older



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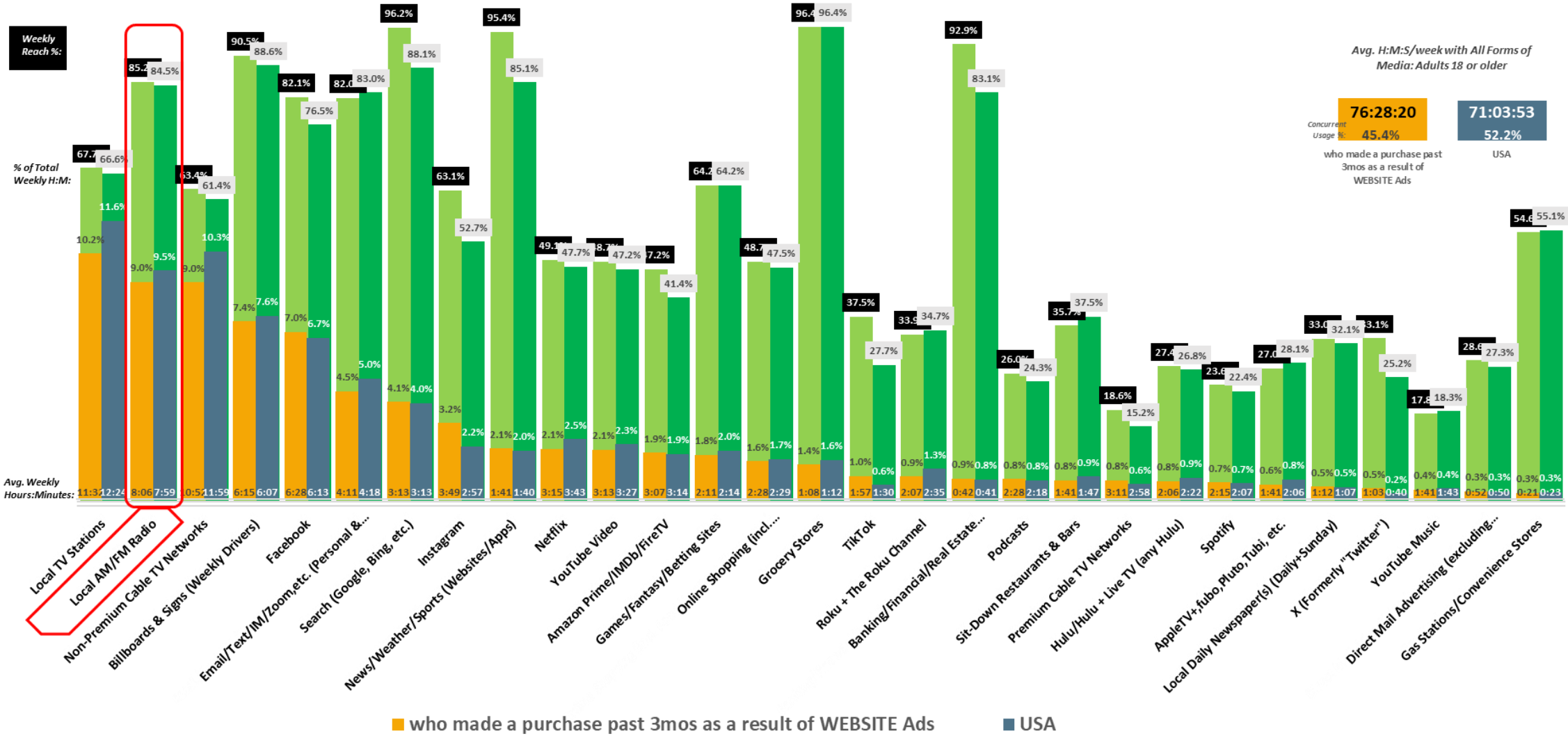
Ads on OUT-OF-HOME MEDIA = (Made a purchase as a result of ads past 3 months: Ads on billboards OR Made a purchase as a result of ads past 3 months: Ads on digital video displays OR Made a purchase as a result of ads past 3 months: Ads at stadiums/arenas)

WEBSITES

Adults 21 or older who made a purchase past 3mos as a result of WEBSITE Ads spend an average of 3 days, 4 hours, 28 minutes and 20 seconds each week with All Forms of Media.

85.2% of Adults 21 or older who made a purchase past 3mos as a result of WEBSITE Ads spend an avg. of 8 hours and 6 minutes each week listening to All Local AM/FM Radio, representing 9.% of total time spent with all forms of Media.



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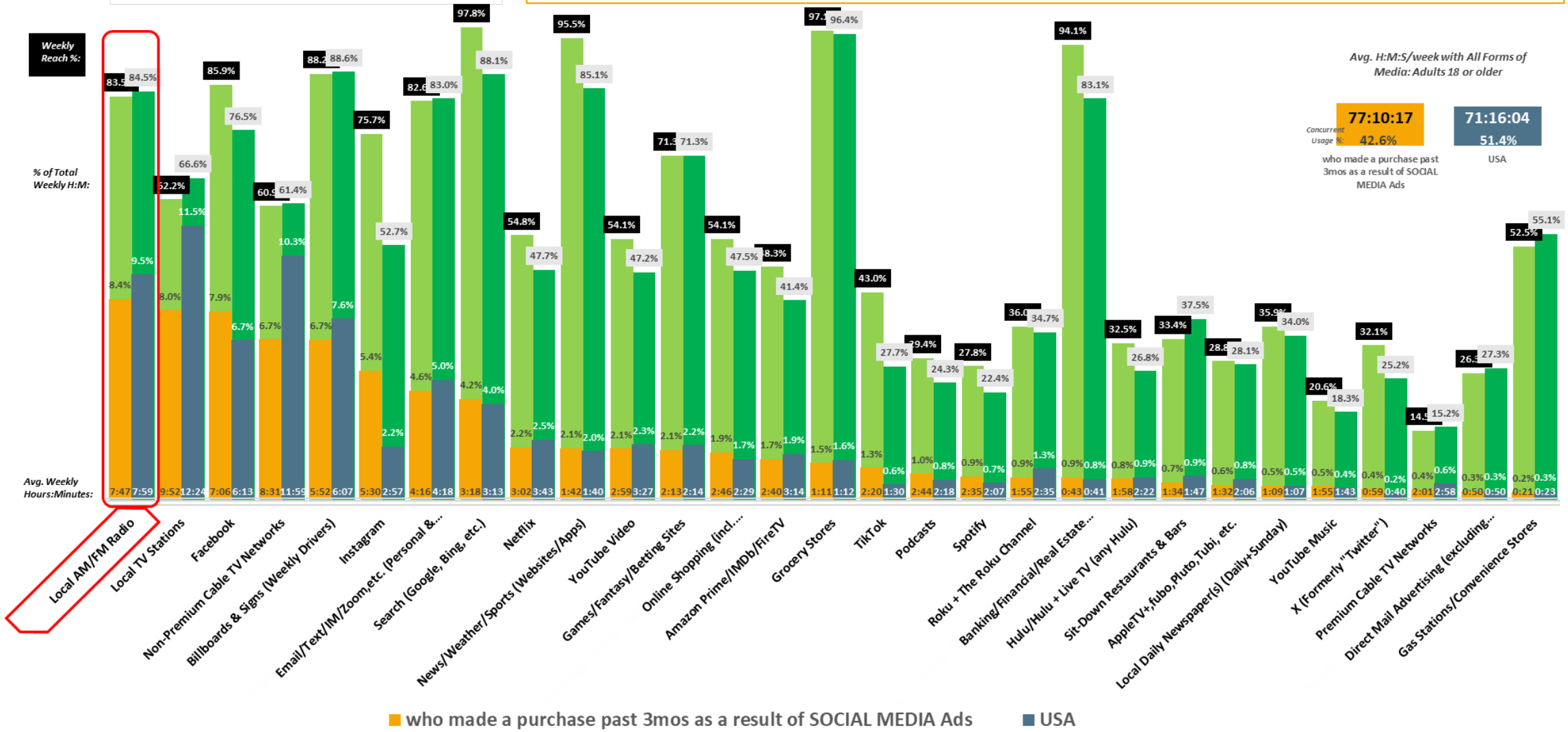
Ads on WEBSITES = Made a purchase as a result of ads past 3 months: Ads on websites

SOCIAL MEDIA

Adults 21 or older who made a purchase past 3mos as a result of SOCIAL MEDIA Ads spend an average of 3 days, 5 hours, 10 minutes and 17 seconds each week with All Forms of Media.

83.5% of Adults 21 or older who made a purchase past 3mos as a result of SOCIAL MEDIA Ads spend an avg. of 7 hours and 47 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.



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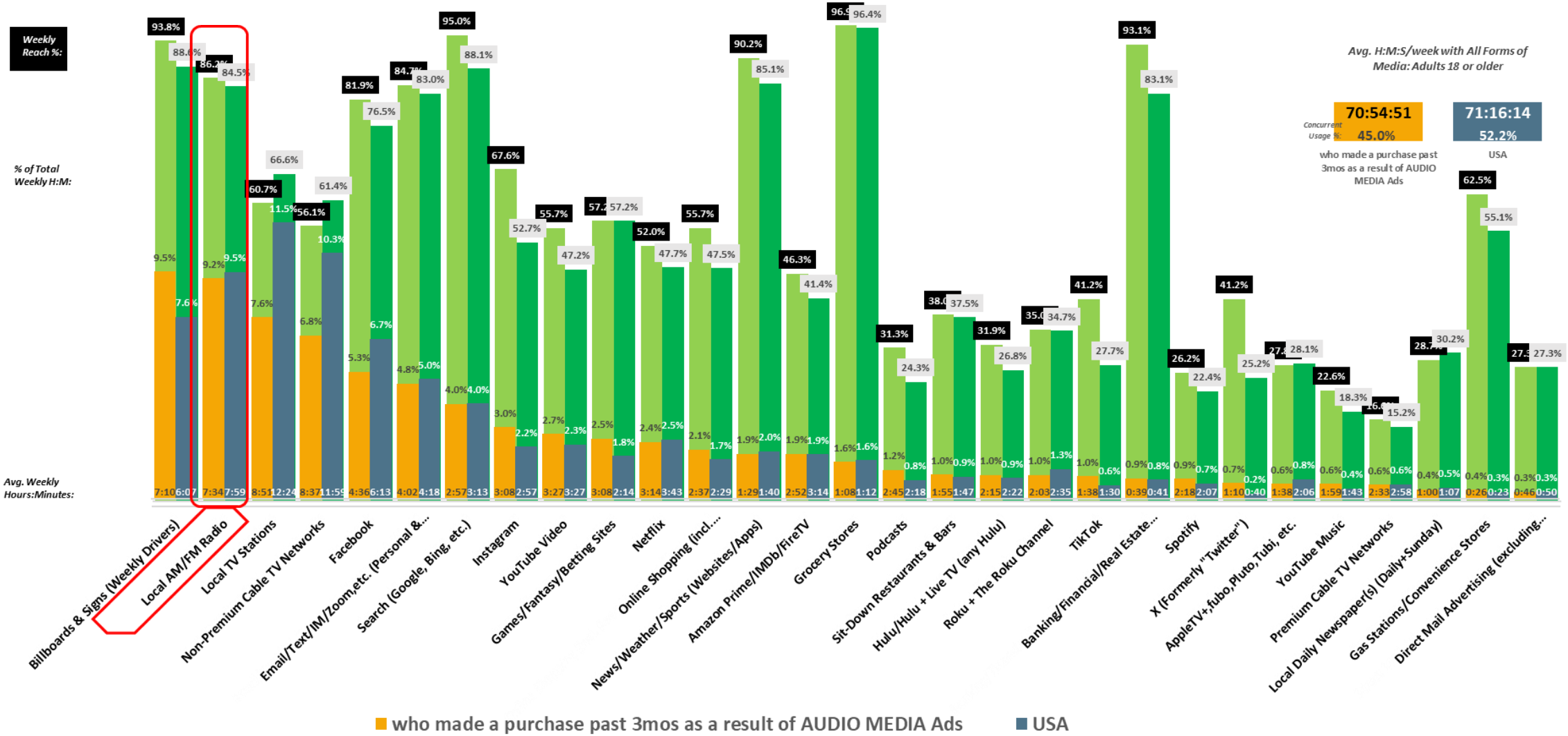
Ads on SOCIAL MEDIA = Made a purchase as a result of ads past 3 months: Ads on social media

AUDIO MEDIA

Adults 21 or older who made a purchase past 3mos as a result of AUDIO MEDIA Ads spend an average of 2 days, 22 hours, 54 minutes and 51 seconds each week with All Forms of Media.

86.2% of Adults 21 or older who made a purchase past 3mos as a result of AUDIO MEDIA Ads spend an avg. of 7 hours and 34 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



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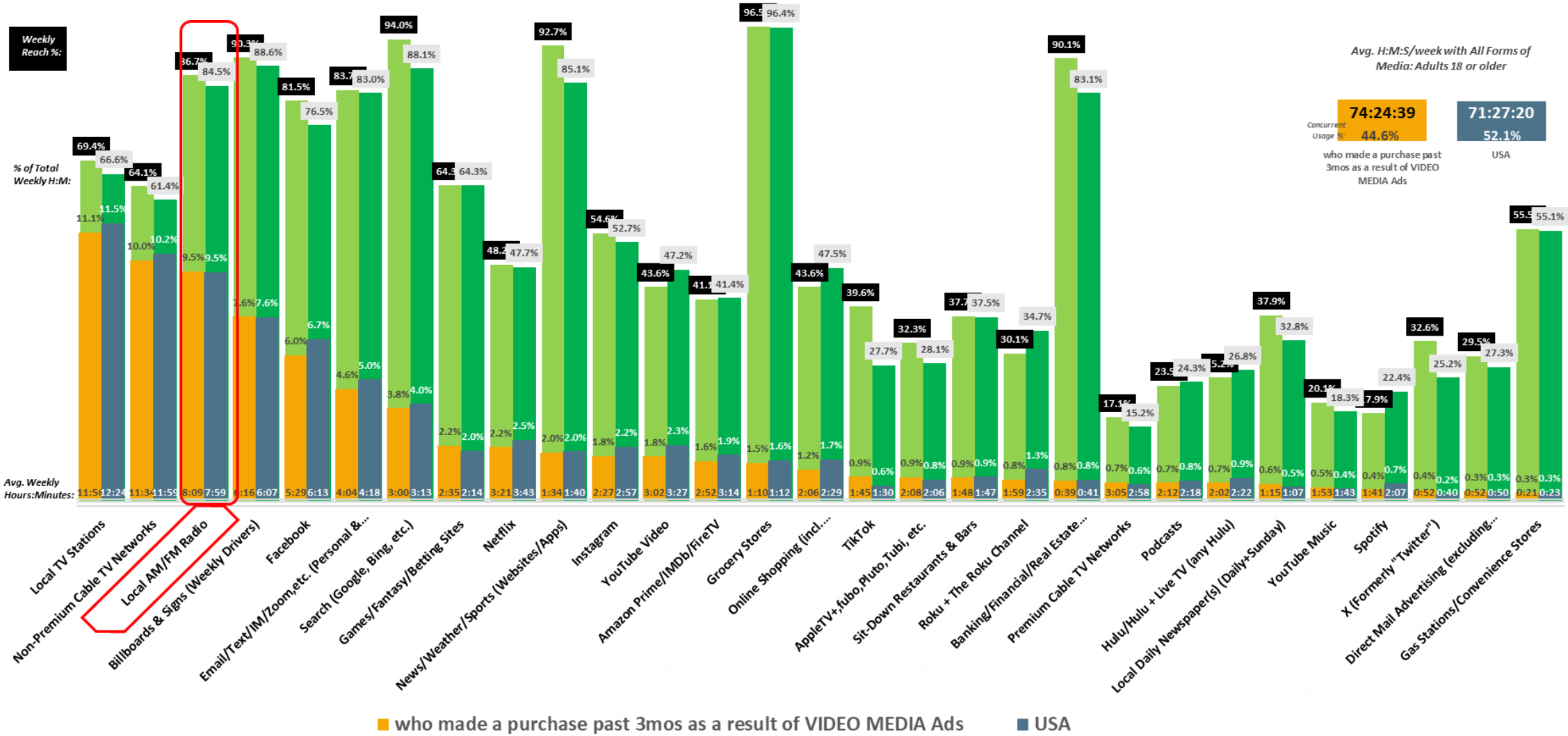
Ads on AUDIO MEDIA = (Made a purchase as a result of ads past 3 months: Ads on the radio OR Made a purchase as a result of ads past 3 months: Ads in podcasts OR Made a purchase as a result of ads past 3 months: Ads on audio streaming services)

VIDEO MEDIA

Adults 21 or older who made a purchase past 3mos as a result of VIDEO MEDIA Ads spend an average of 3 days, 2 hours, 24 minutes and 39 seconds each week with All Forms of Media.

86.7% of Adults 21 or older who made a purchase past 3mos as a result of VIDEO MEDIA Ads spend an avg. of 8 hours and 9 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.



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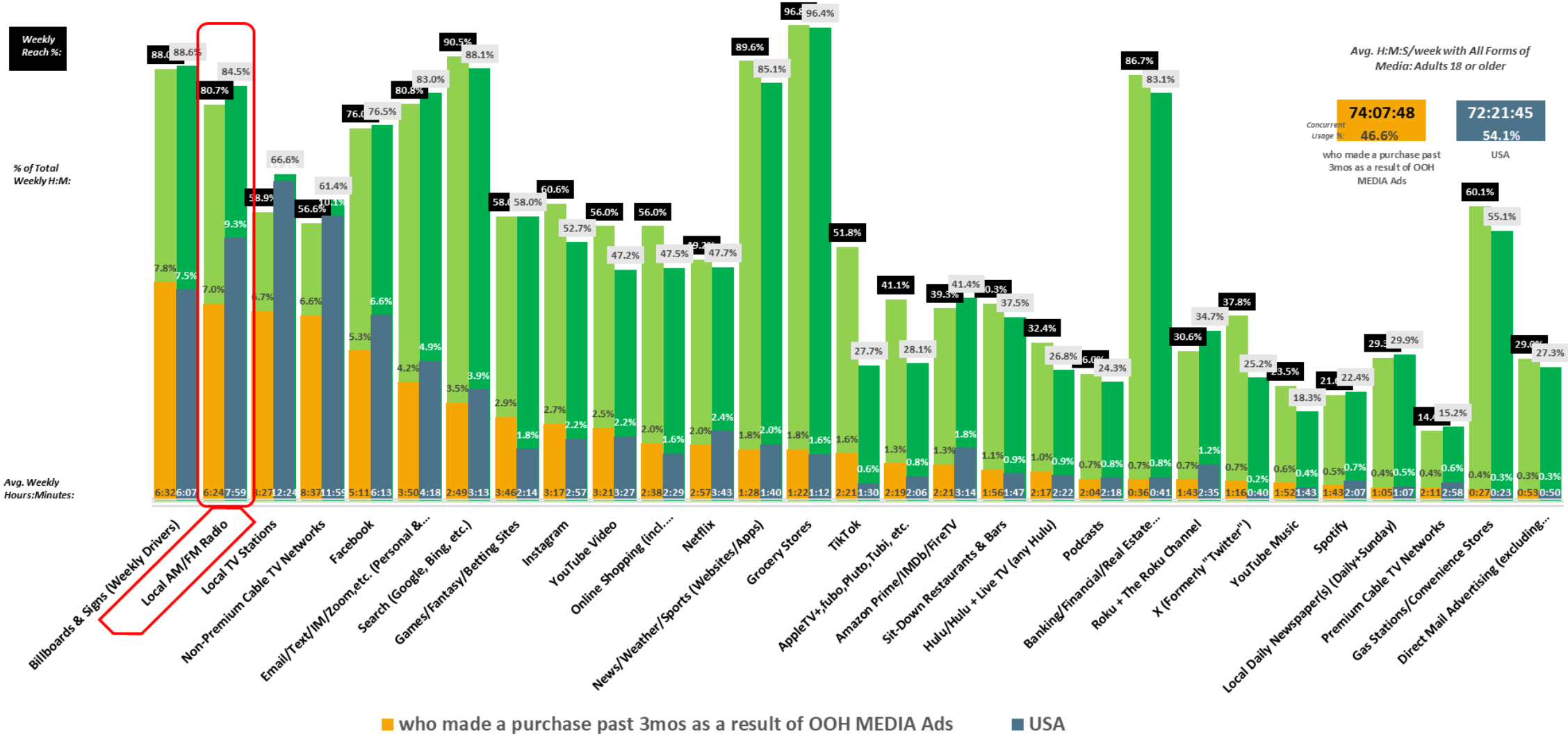
Ads on VIDEO MEDIA = (Made a purchase as a result of ads past 3 months: Ads on broadcast, cable or satellite TV OR Made a purchase as a result of ads past 3 months: Ads on video streaming services)

OOH MEDIA

Adults 21 or older who made a purchase past 3mos as a result of OOH MEDIA Ads spend an average of 3 days, 2 hours, 7 minutes and 48 seconds each week with All Forms of Media.

80.7% of Adults 21 or older who made a purchase past 3mos as a result of OOH MEDIA Ads spend an avg. of 6 hours and 24 minutes each week listening to All Local AM/FM Radio, representing 7.% of total time spent with all forms of Media.



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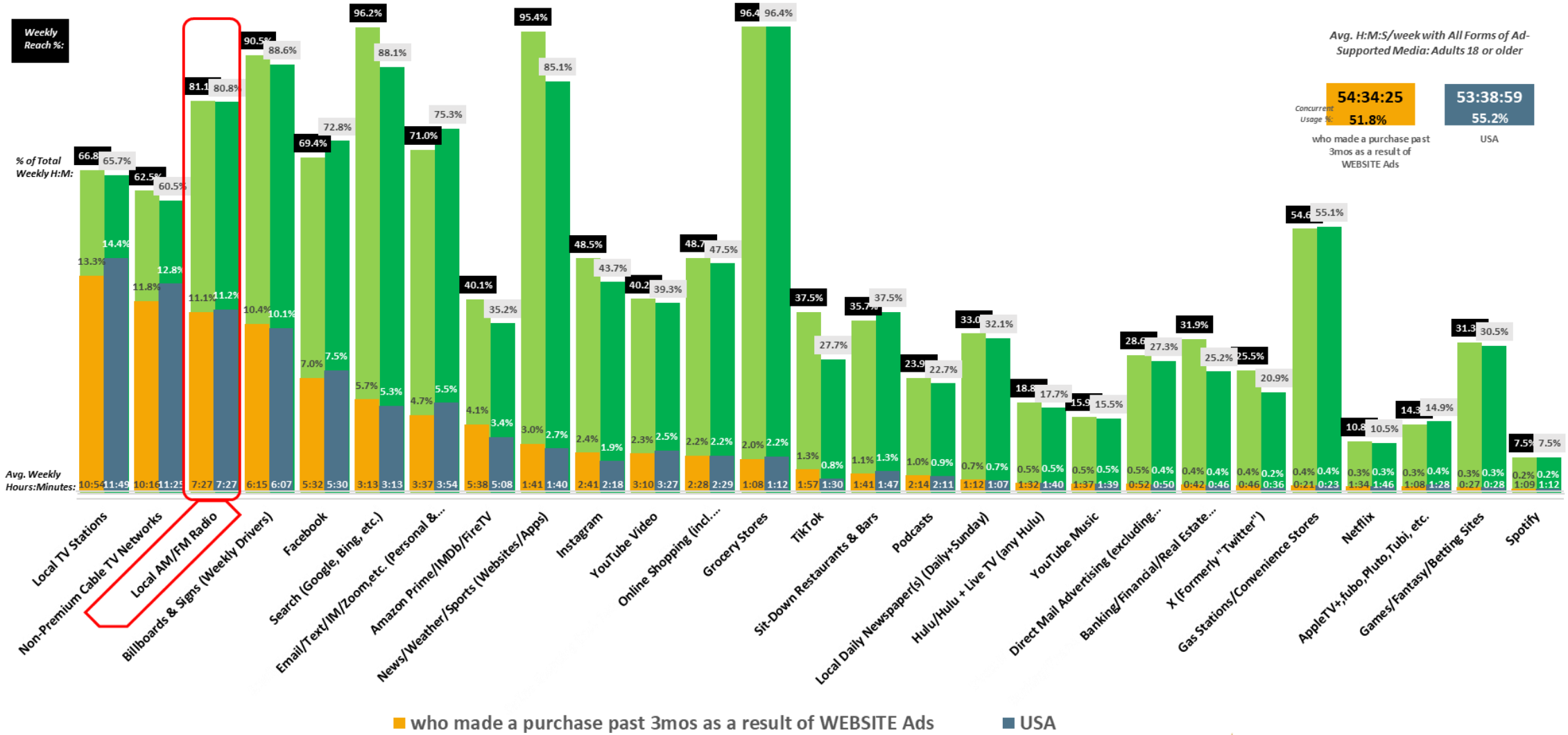
Ads on OUT-OF-HOME MEDIA = (Made a purchase as a result of ads past 3 months: Ads on billboards OR Made a purchase as a result of ads past 3 months: Ads on digital video displays OR Made a purchase as a result of ads past 3 months: Ads at stadiums/arenas)

WEBSITES

Adults 21 or older who made a purchase past 3mos as a result of WEBSITE Ads spend an average of 2 days, 6 hours, 34 minutes and 25 seconds each week with All Forms of Ad-Supported Media.

81.1% of Adults 21 or older who made a purchase past 3mos as a result of WEBSITE Ads spend an avg. of 7 hours and 27 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Supported Media



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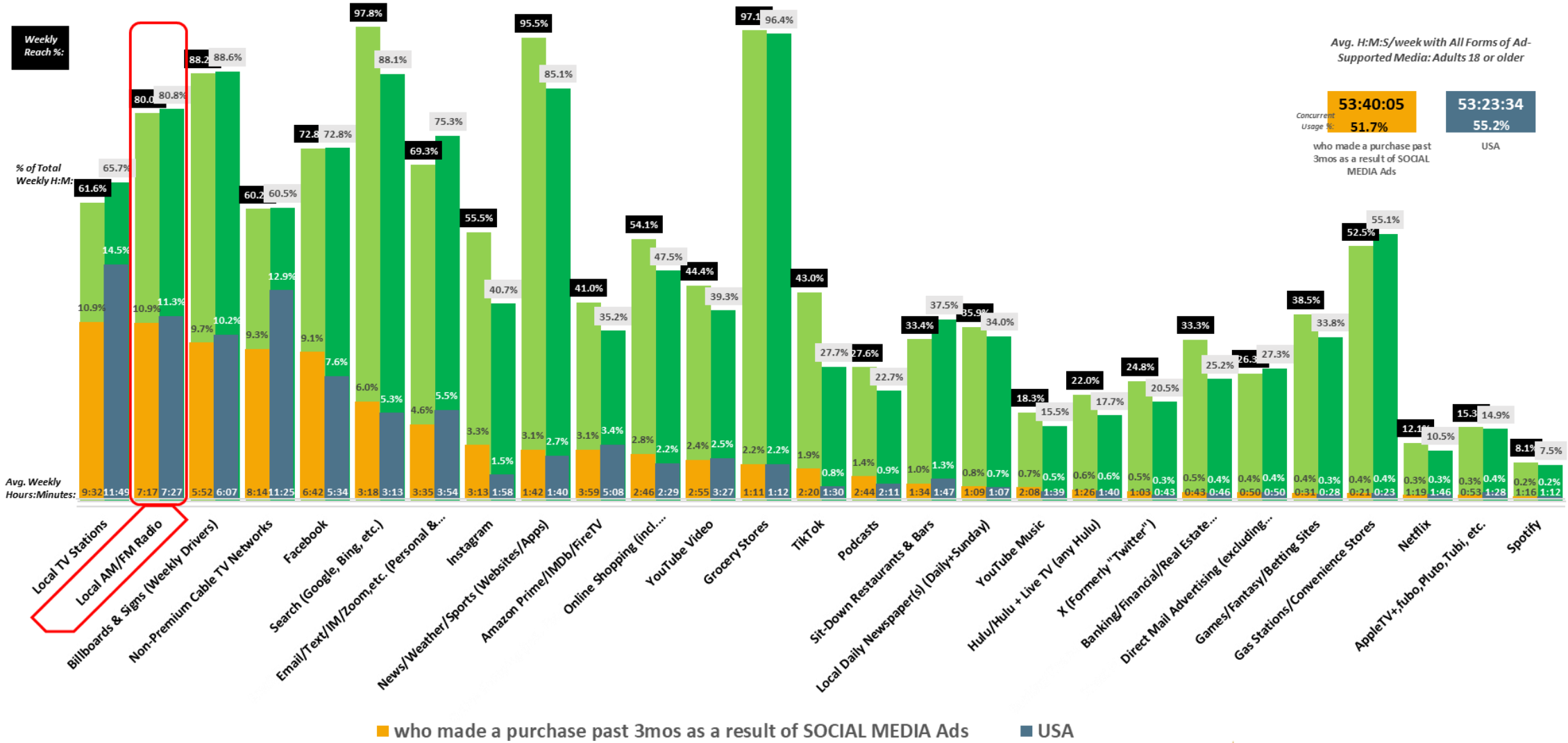
Ads on WEBSITES = Made a purchase as a result of ads past 3 months: Ads on websites

SOCIAL MEDIA

Adults 21 or older who made a purchase past 3mos as a result of SOCIAL MEDIA Ads spend an average of 2 days, 5 hours, 40 minutes and 5 seconds each week with All Forms of Ad-Supported Media.

80.% of Adults 21 or older who made a purchase past 3mos as a result of SOCIAL MEDIA Ads spend an avg. of 7 hours and 17 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.9% of total time spent with all forms of Ad-Supported M



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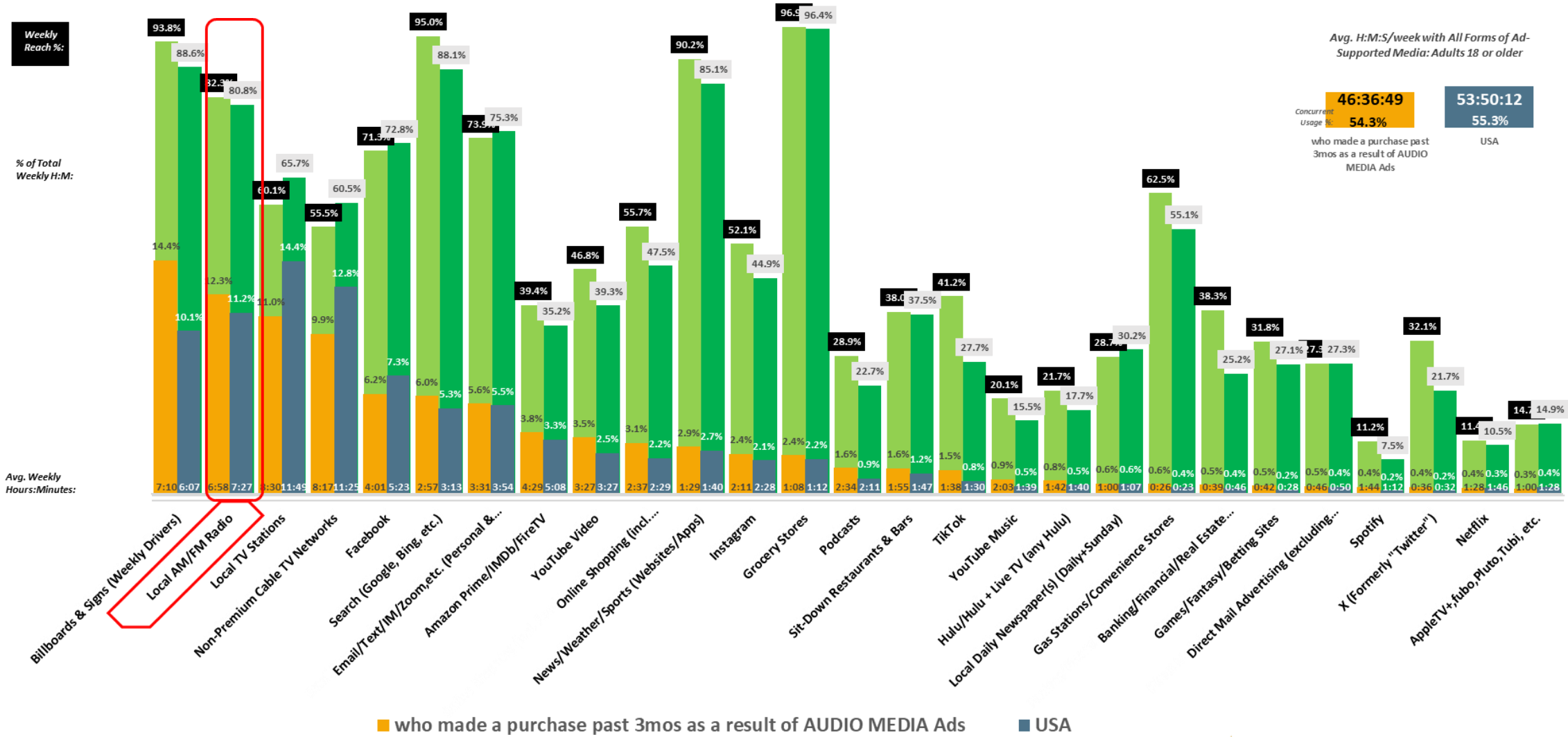
Ads on SOCIAL MEDIA = Made a purchase as a result of ads past 3 months: Ads on social media

AUDIO MEDIA

Adults 21 or older who made a purchase past 3mos as a result of AUDIO MEDIA Ads spend an average of 1 days, 22 hours, 36 minutes and 49 seconds each week with All Forms of Ad-Supported Media.

82.3% of Adults 21 or older who made a purchase past 3mos as a result of AUDIO MEDIA Ads spend an avg. of 6 hours and 58 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.3% of total time spent with all forms of Ad-Supported M



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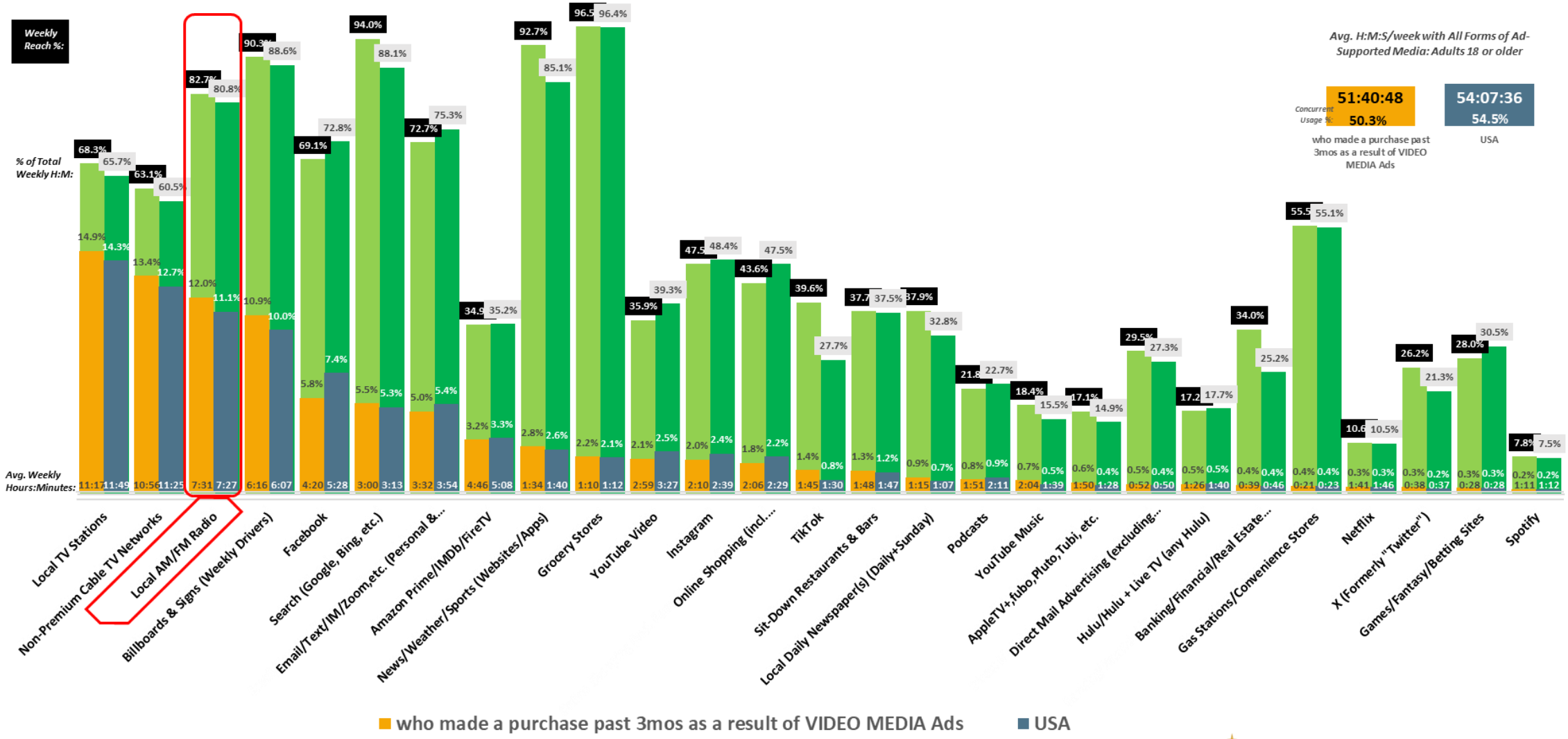
VIDEO MEDIA

Adults 21 or older who made a purchase past 3mos as a result of VIDEO MEDIA Ads spend an average of 2 days, 3 hours, 40 minutes and 48 seconds each week with All Forms of Ad-Supported Media.

82.7% of Adults 21 or older who made a purchase past 3mos as a result of VIDEO MEDIA Ads spend an avg. of 7 hours and 31 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.% of total time spent with all forms of Ad-Supported Me



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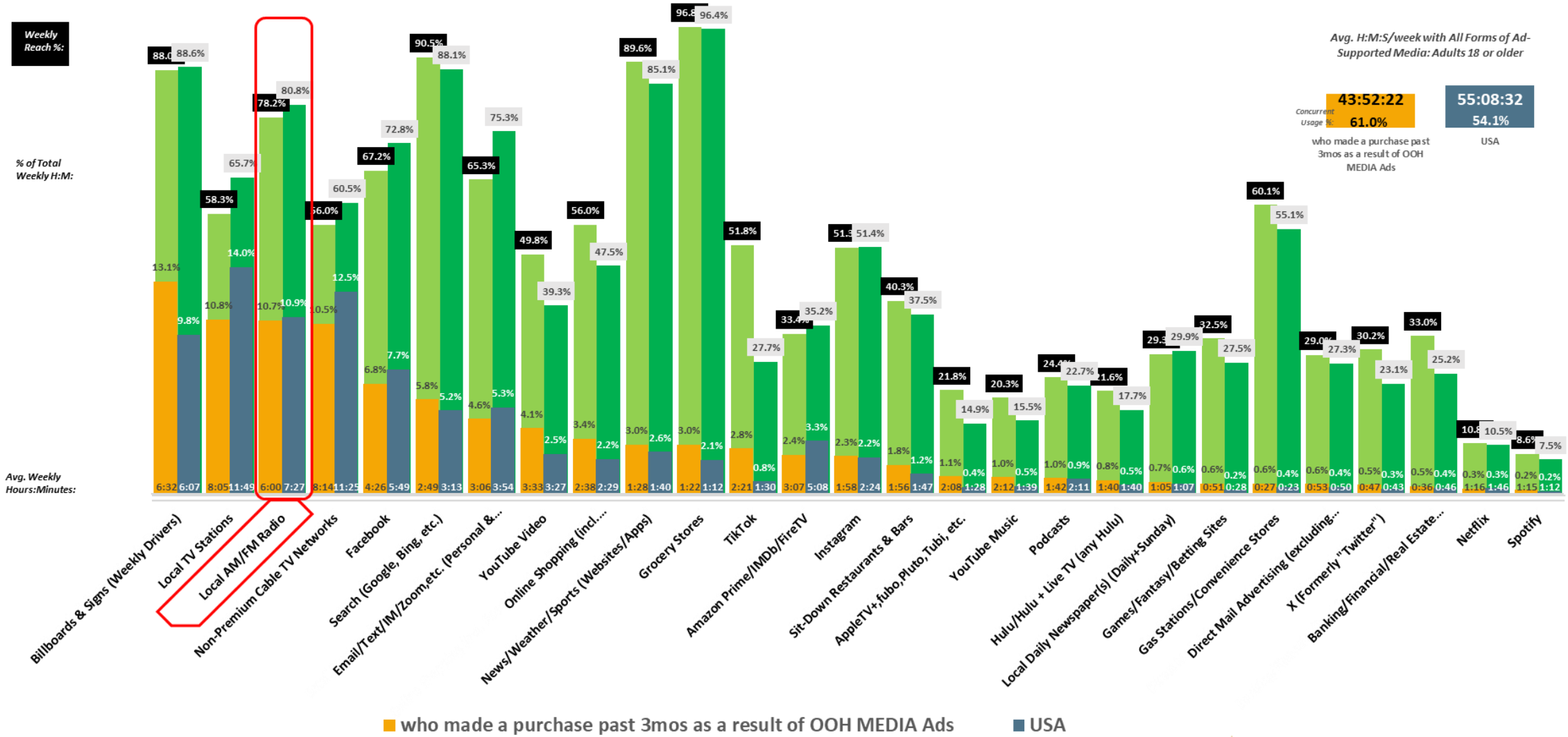
Ads on VIDEO MEDIA = (Made a purchase as a result of ads past 3 months: Ads on broadcast, cable or satellite TV OR Made a purchase as a result of ads past 3 months: Ads on video streaming services)

OOH MEDIA

Adults 21 or older who made a purchase past 3mos as a result of OOH MEDIA Ads spend an average of 1 days, 19 hours, 52 minutes and 22 seconds each week with All Forms of Ad-Supported Media.

78.2% of Adults 21 or older who made a purchase past 3mos as a result of OOH MEDIA Ads spend an avg. of 6 hours and 0 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported Medi



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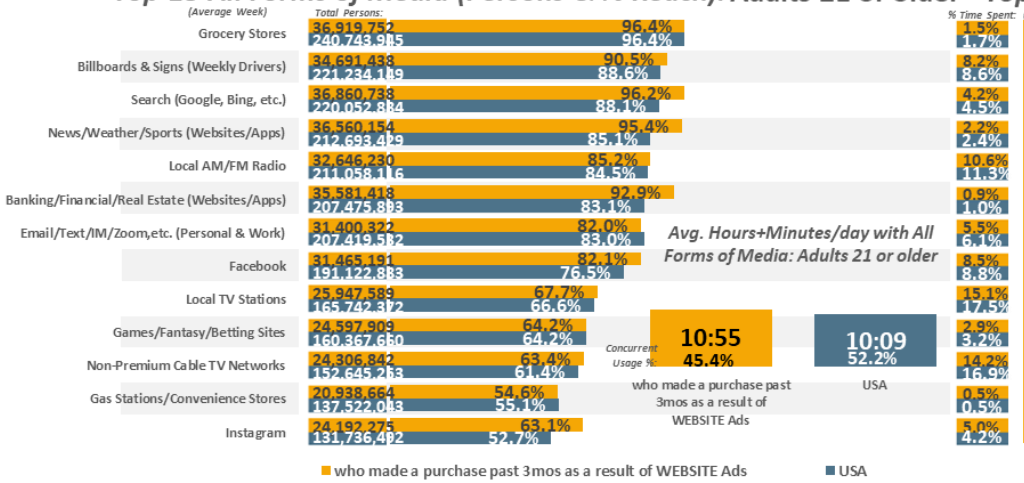
Ads on OUT-OF-HOME MEDIA = (Made a purchase as a result of ads past 3 months: Ads on billboards OR Made a purchase as a result of ads past 3 months: Ads on digital video displays OR Made a purchase as a result of ads past 3 months: Ads at stadiums/arenas)

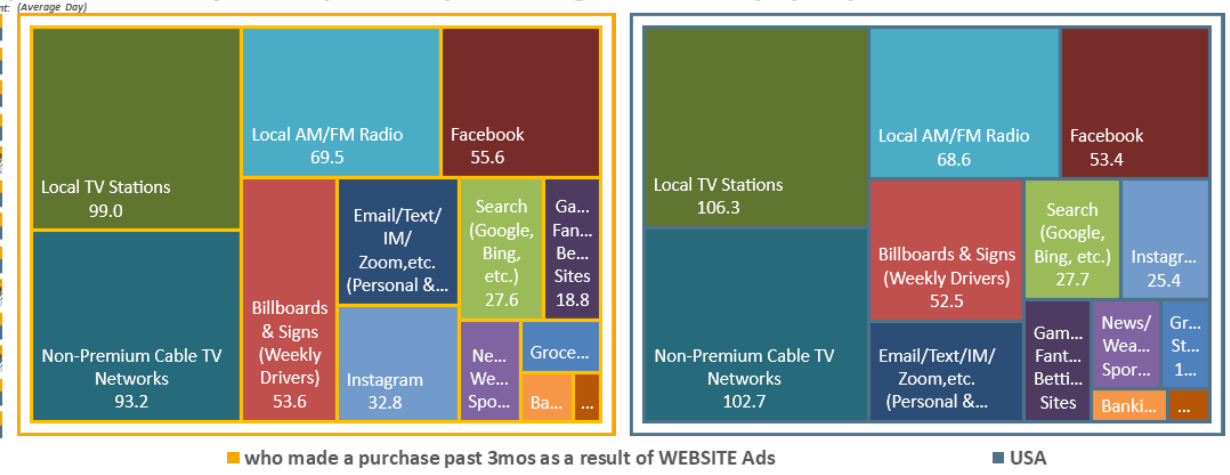
WEBSITES

Adults 21 or older who made a purchase past 3mos as a result of WEBSITE Ads spend an average of 7 hours and 47 minutes each day with All Forms of Ad-Supported Media. 81.1% listen to Local AM/FM Radio for an avg. of 63.9 minutes/day. *(Local Radio delivers 11.1% of Time with Ad-Supported Media.)*

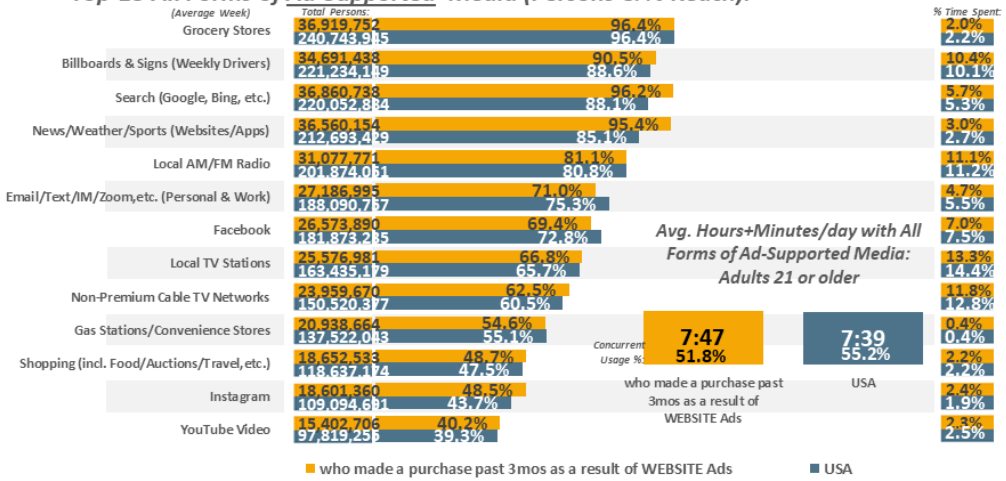
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



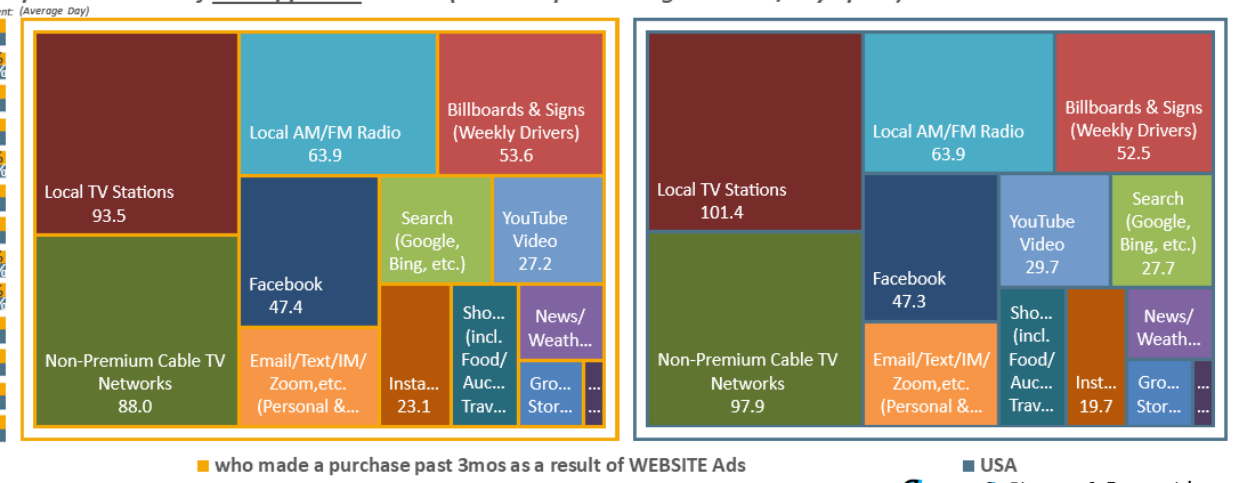
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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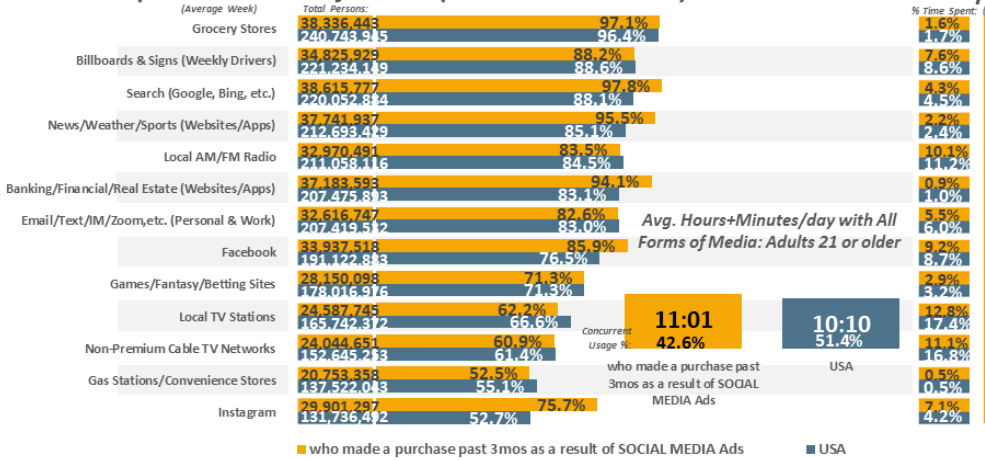
Ads on WEBSITES = Made a purchase as a result of ads past 3 months: Ads on websites

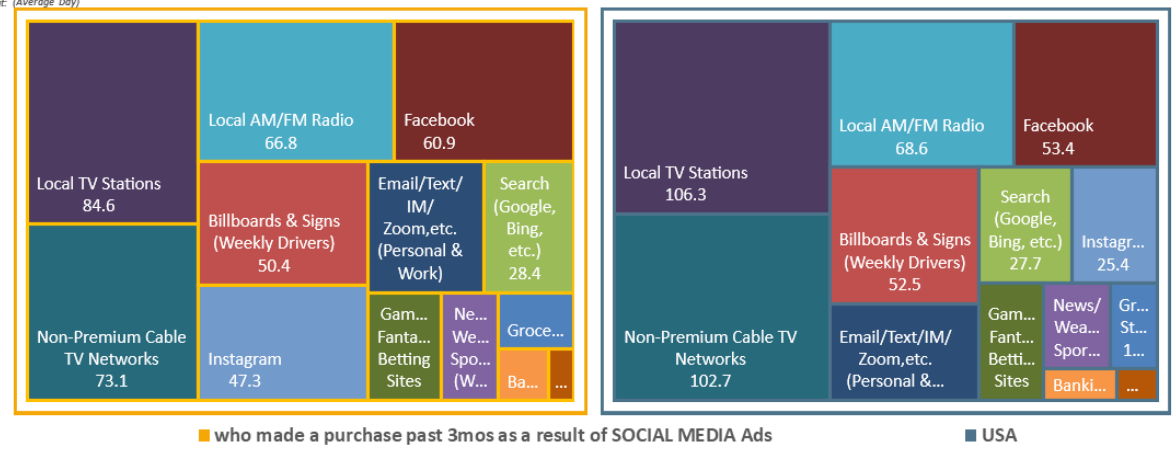
SOCIAL MEDIA

Adults 21 or older who made a purchase past 3mos as a result of SOCIAL MEDIA Ads spend an average of 7 hours and 40 minutes each day with All Forms of Ad-Supported Media. 80.% listen to Local AM/FM Radio for an avg. of 62.5 minutes/day. *(Local Radio delivers 10.9% of Time with Ad-Supported Media.)*

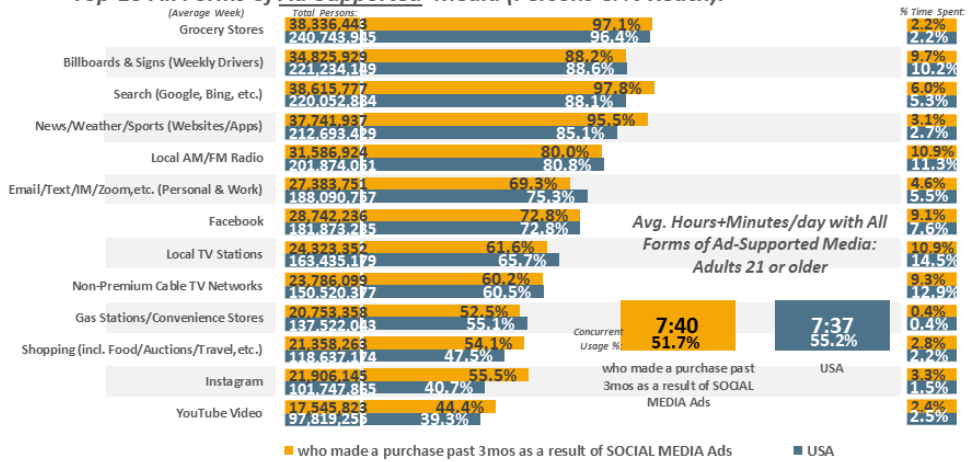
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



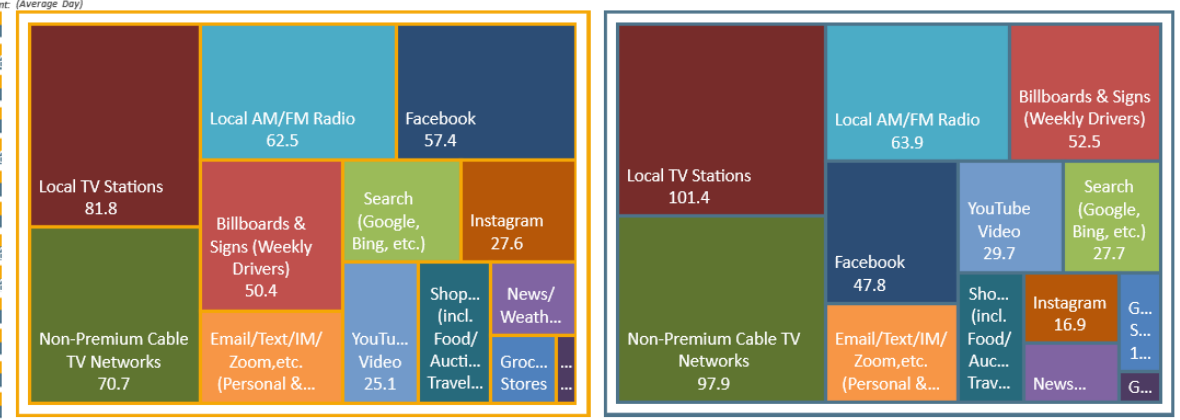
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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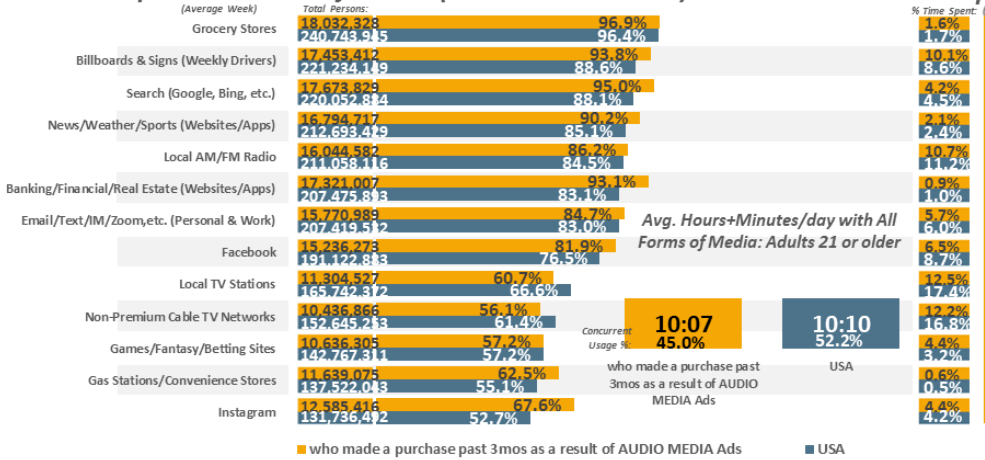
Ads on SOCIAL MEDIA = Made a purchase as a result of ads past 3 months: Ads on social media

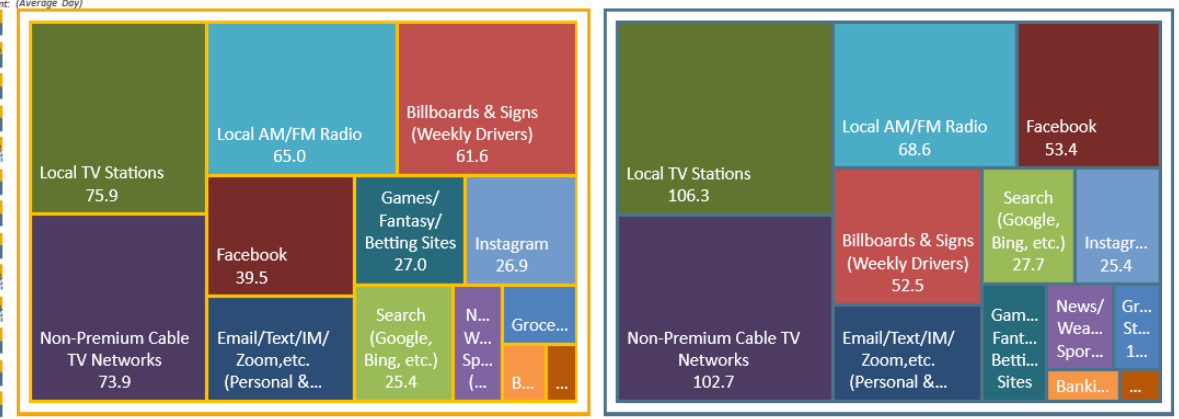
AUDIO MEDIA

Adults 21 or older who made a purchase past 3mos as a result of AUDIO MEDIA Ads spend an average of 6 hours and 39 minutes each day with All Forms of Ad-Supported Media. 82.3% listen to Local AM/FM Radio for an avg. of 59.8 minutes/day. *(Local Radio delivers 12.3% of Time with Ad-Supported Media.)*

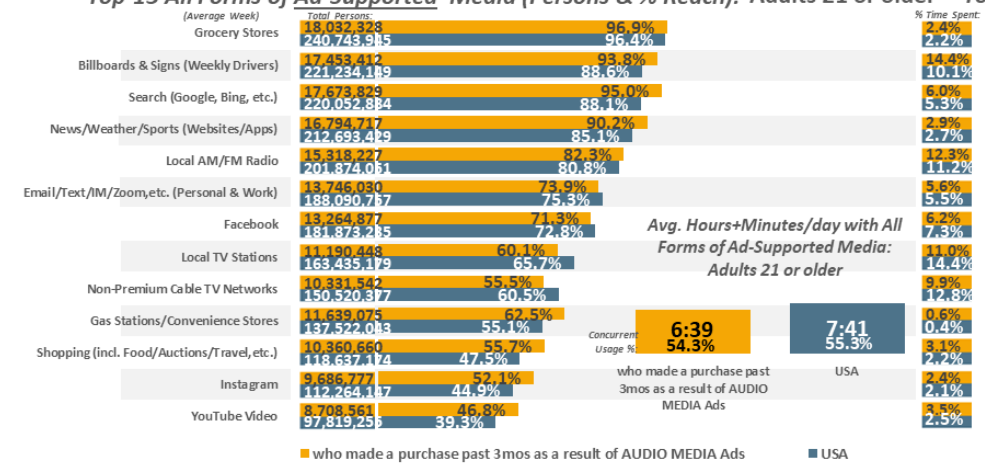
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



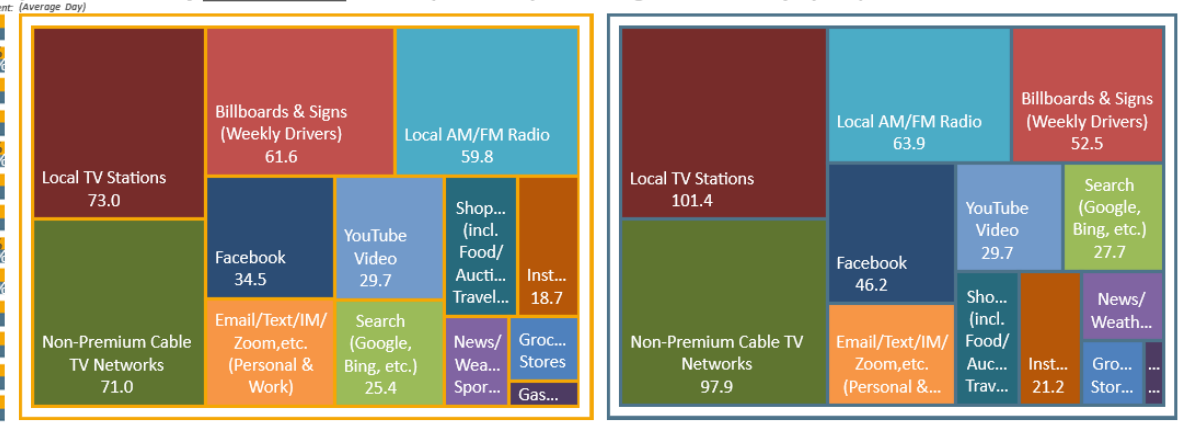
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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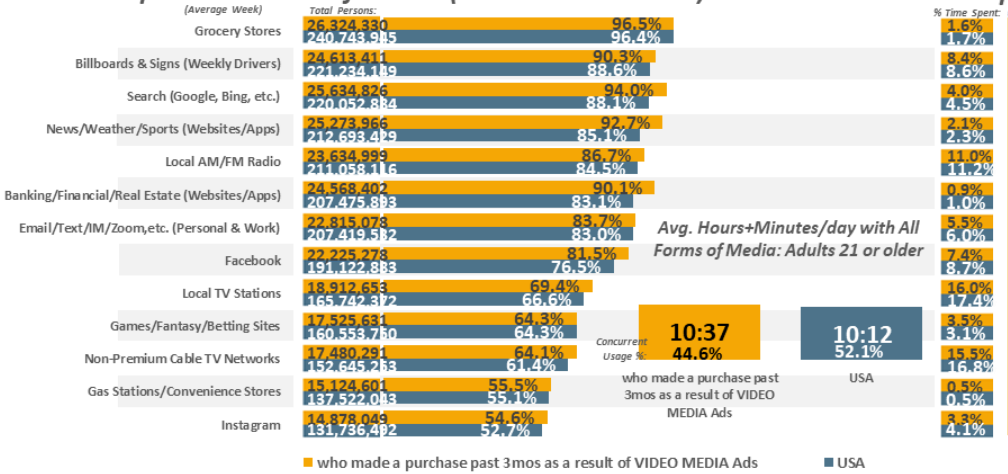
Ads on AUDIO MEDIA = (Made a purchase as a result of ads past 3 months: Ads on the radio OR Made a purchase as a result of ads past 3 months: Ads in podcasts OR Made a purchase as a result of ads past 3 months: Ads on audio streaming services)

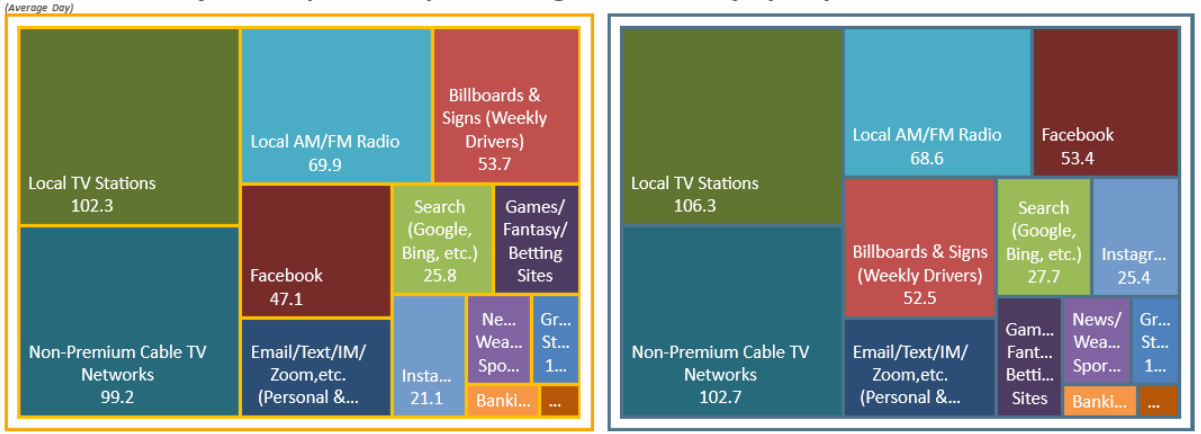
VIDEO MEDIA

Adults 21 or older who made a purchase past 3mos as a result of VIDEO MEDIA Ads spend an average of 7 hours and 22 minutes each day with All Forms of Ad-Supported Media. 82.7% listen to Local AM/FM Radio for an avg. of 64.5 minutes/day. *(Local Radio delivers 12.% of Time with Ad-Supported Media.)*

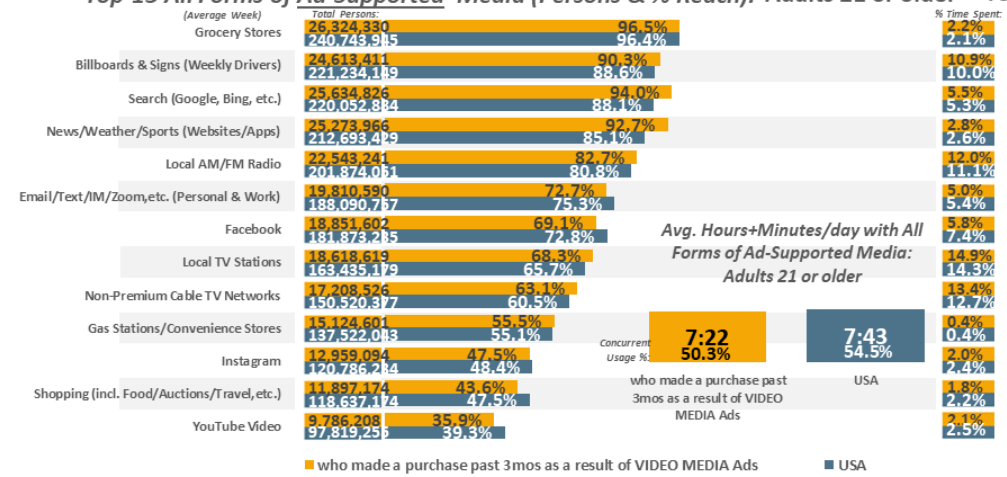
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



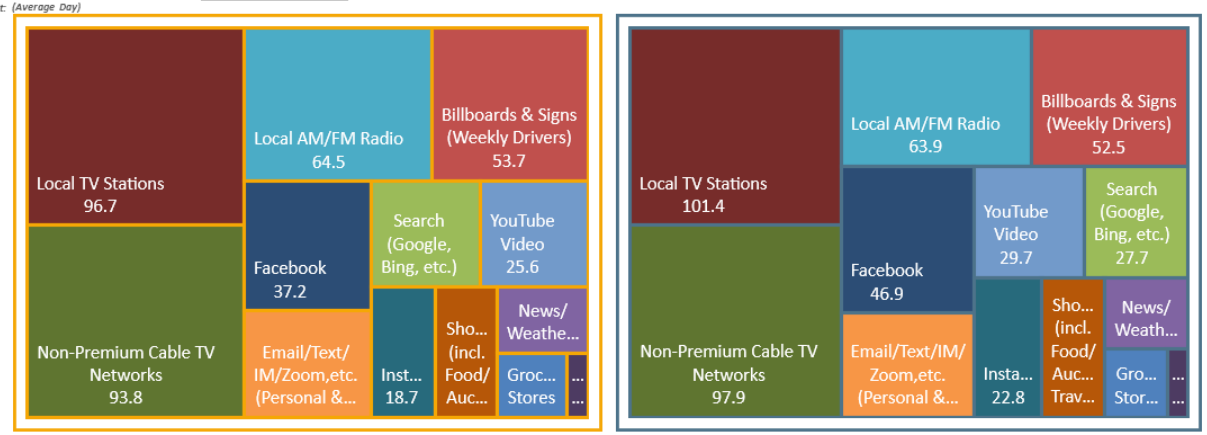
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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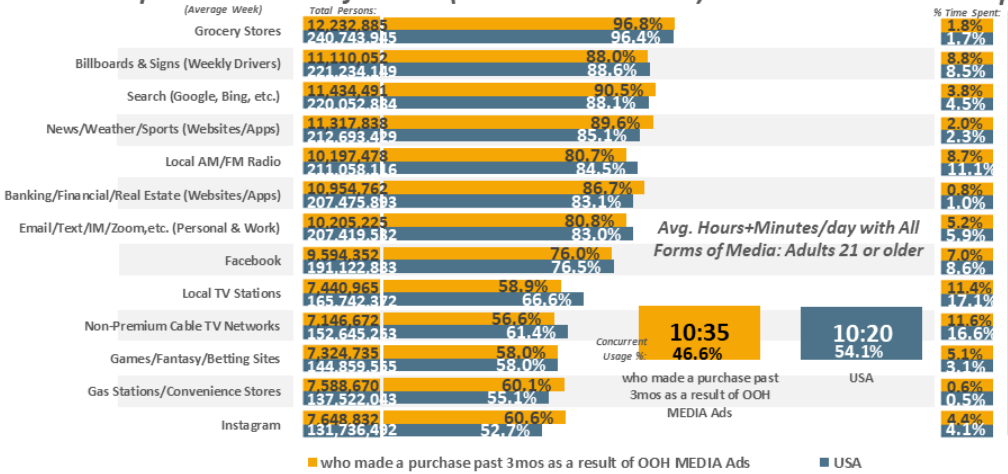
Ads on VIDEO MEDIA = (Made a purchase as a result of ads past 3 months: Ads on broadcast, cable or satellite TV OR Made a purchase as a result of ads past 3 months: Ads on video streaming services)

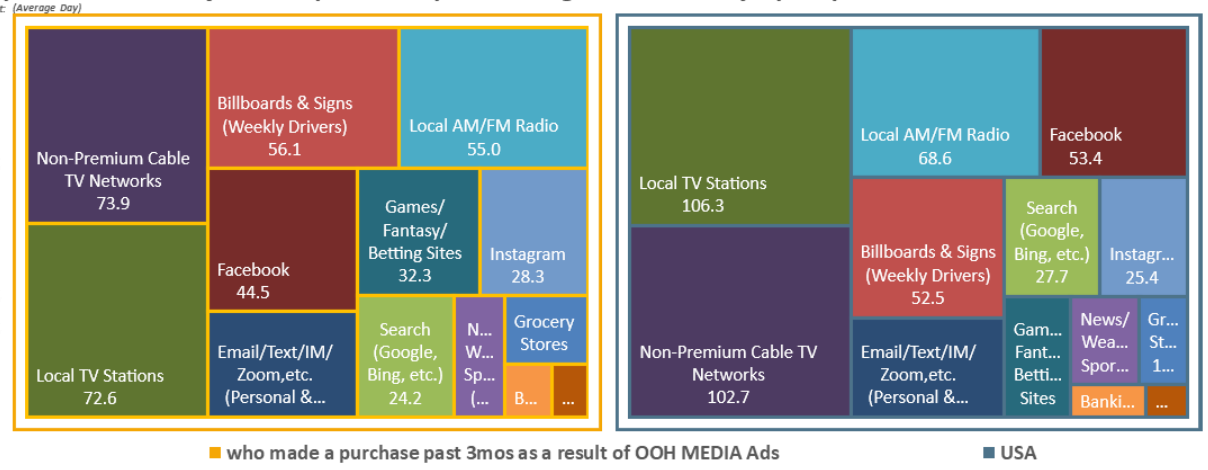
OOH MEDIA

Adults 21 or older who made a purchase past 3mos as a result of OOH MEDIA Ads spend an average of 6 hours and 16 minutes each day with All Forms of Ad-Supported Media. 78.2% listen to Local AM/FM Radio for an avg. of 51.5 minutes/day. *(Local Radio delivers 10.7% of Time with Ad-Supported Media.)*

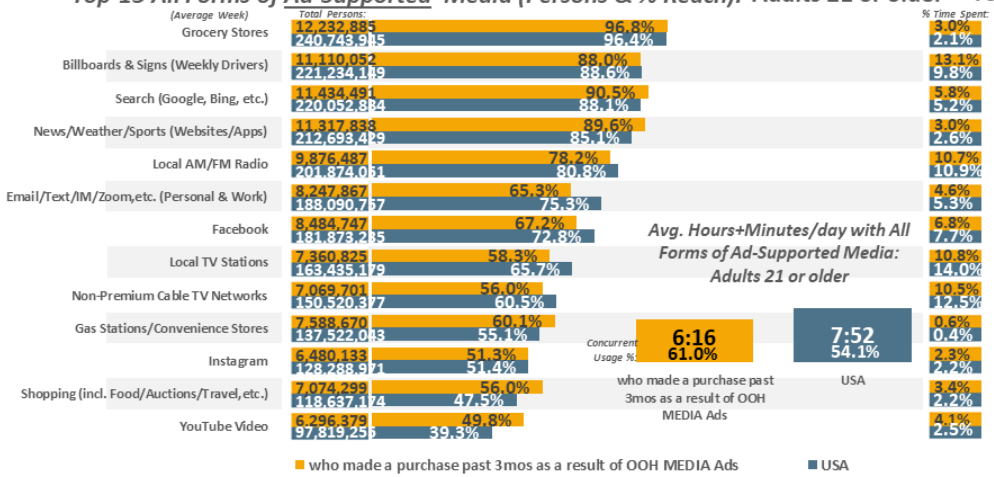
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



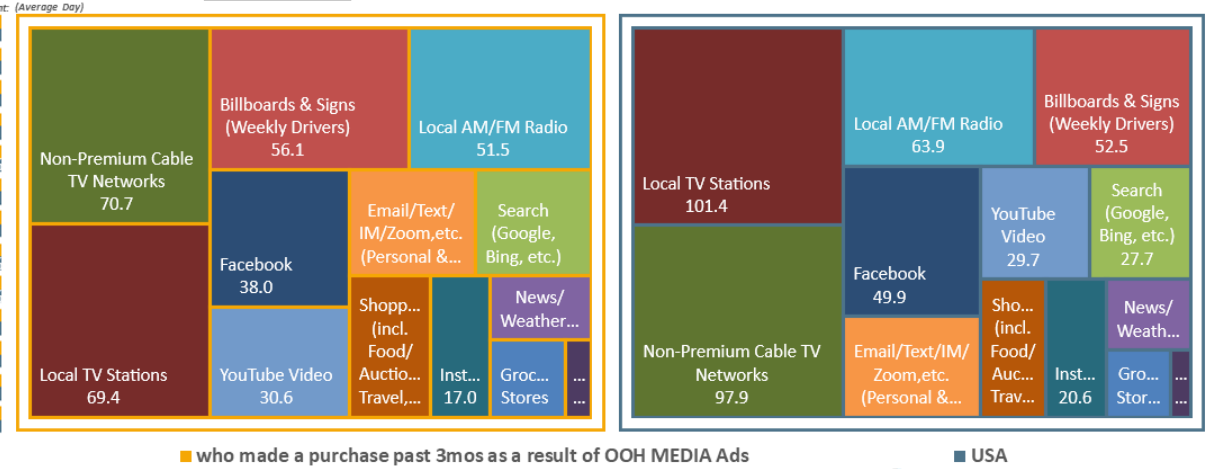
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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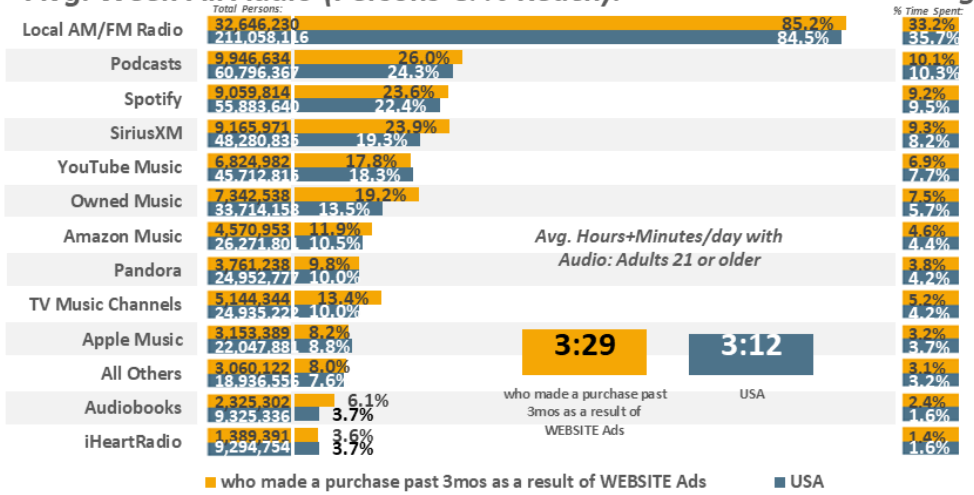
Ads on OUT-OF-HOME MEDIA = (Made a purchase as a result of ads past 3 months: Ads on billboards OR Made a purchase as a result of ads past 3 months: Ads on digital video displays OR Made a purchase as a result of ads past 3 months: Ads at stadiums/arenas)

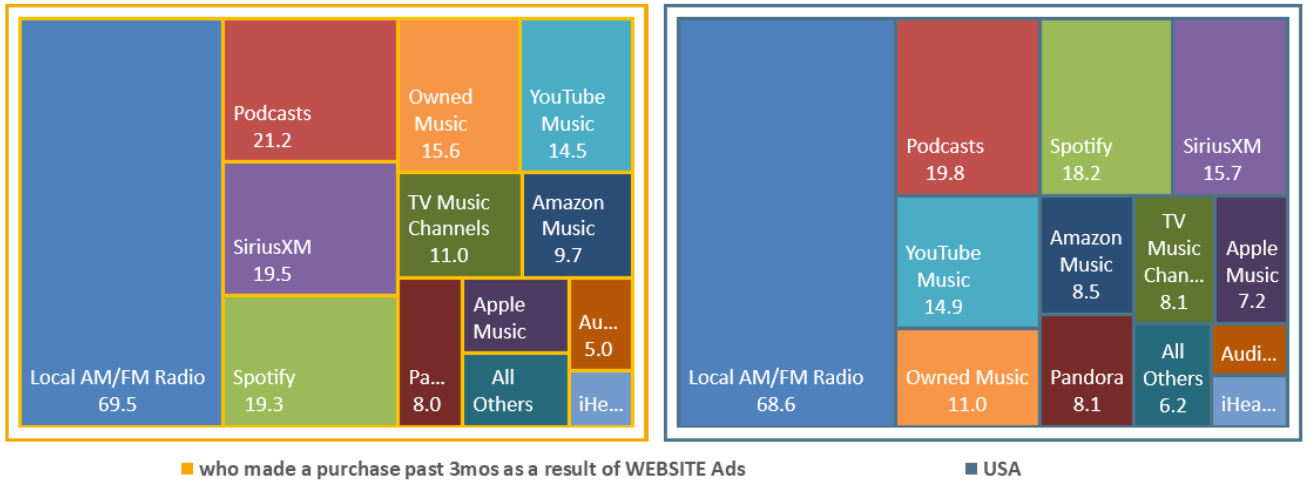
WEBSITES

31,077,771 or 81.1% of Adults 21 or older who made a purchase past 3mos as a result of WEBSITE Ads listen to Ad-Supported Local AM/FM Radio for an average of 63.9 minutes every day representing 42.6% of all time spent daily with Ad-Supported Audio.

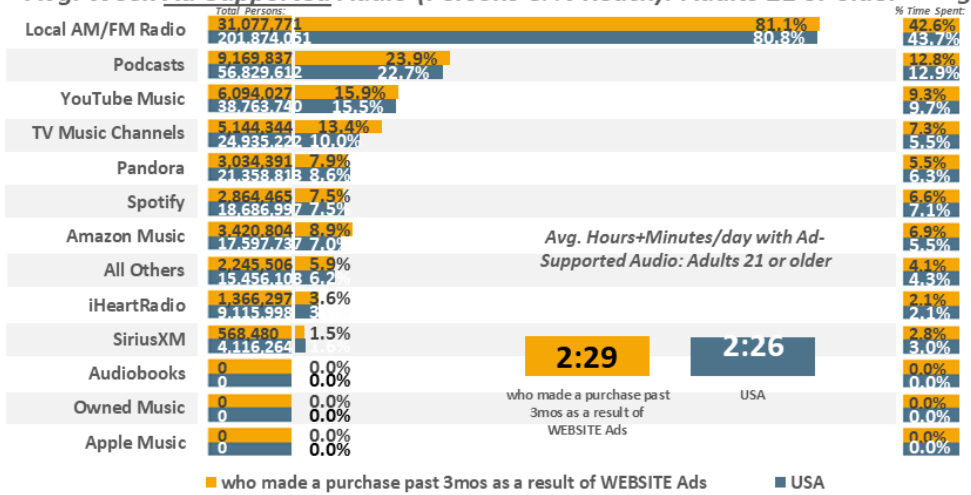
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



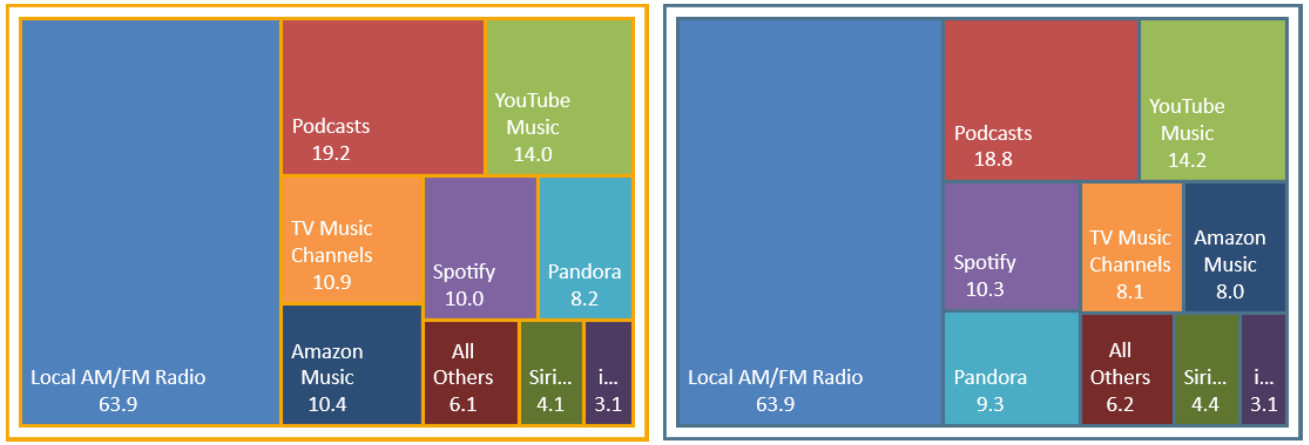
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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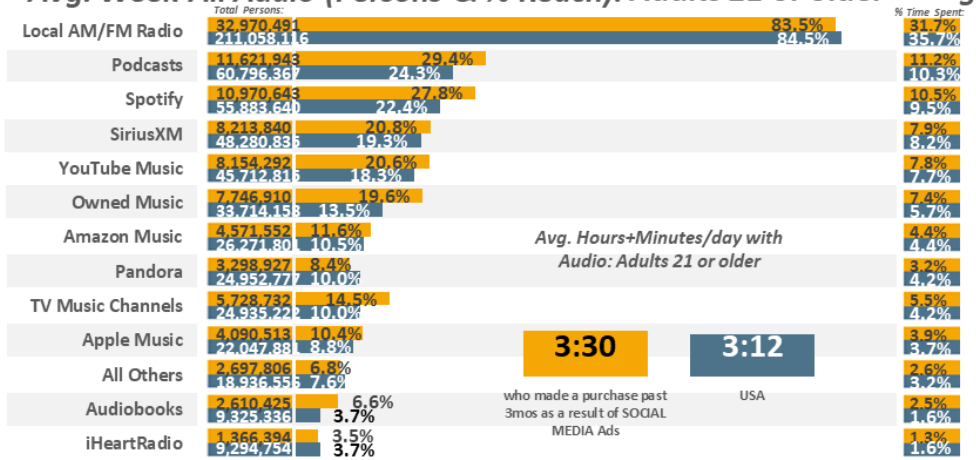
Ads on WEBSITES = Made a purchase as a result of ads past 3 months: Ads on websites

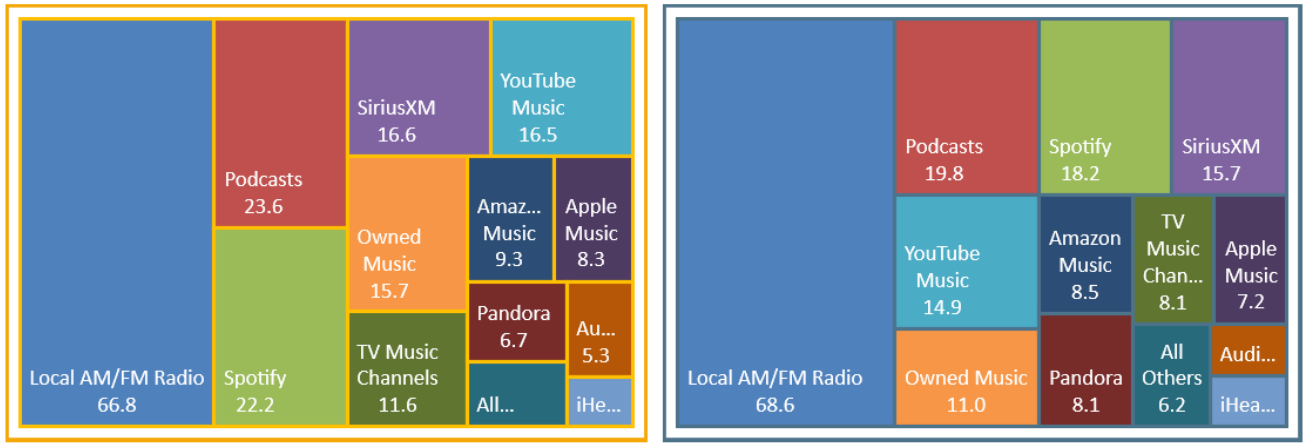
SOCIAL MEDIA

31,586,924 or 80.% of Adults 21 or older who made a purchase past 3mos as a result of SOCIAL MEDIA Ads listen to Ad-Supported Local AM/FM Radio for an average of 62.5 minutes every day representing 41.% of all time spent daily with Ad-Supported Audio.

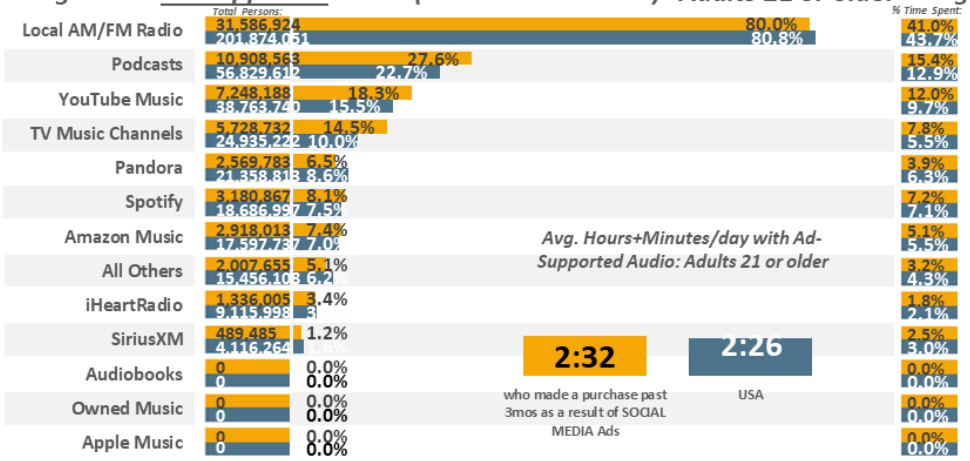
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



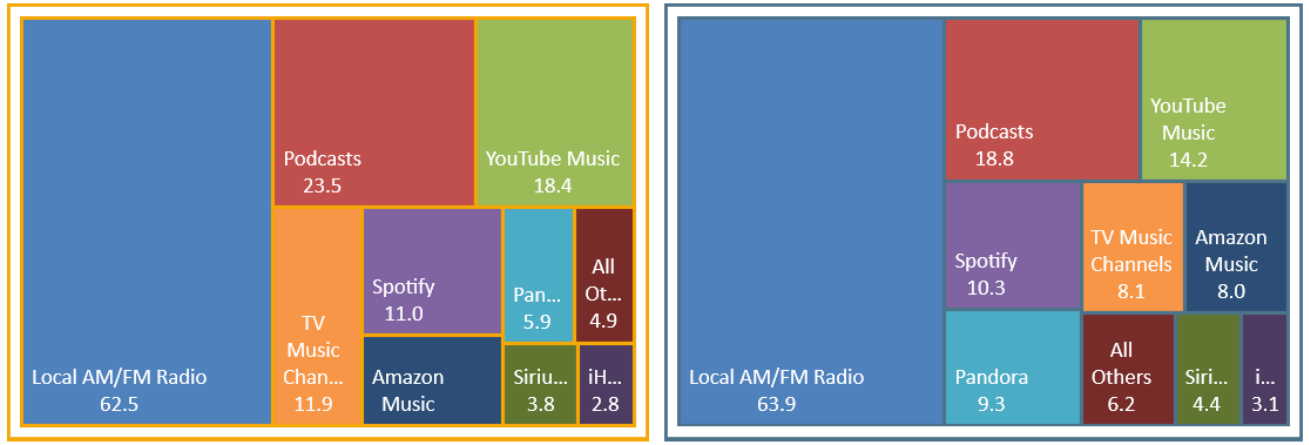
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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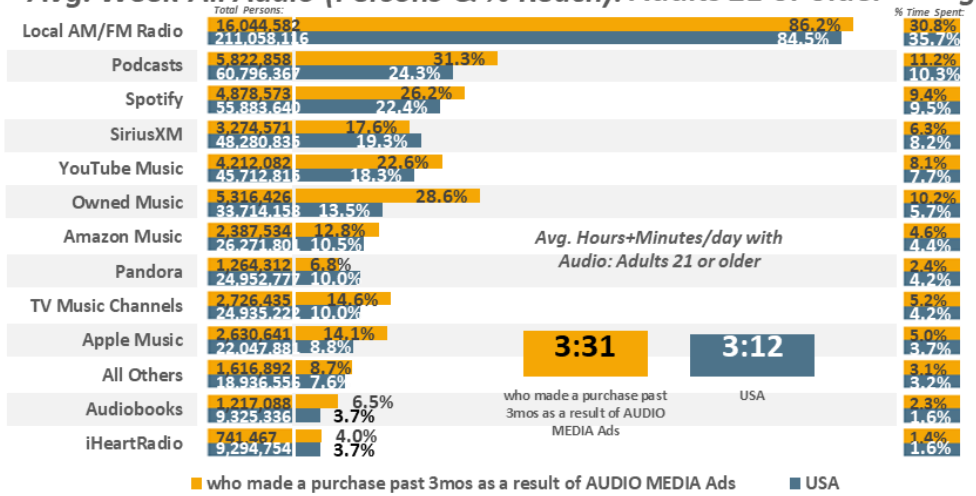
Ads on SOCIAL MEDIA = Made a purchase as a result of ads past 3 months: Ads on social media

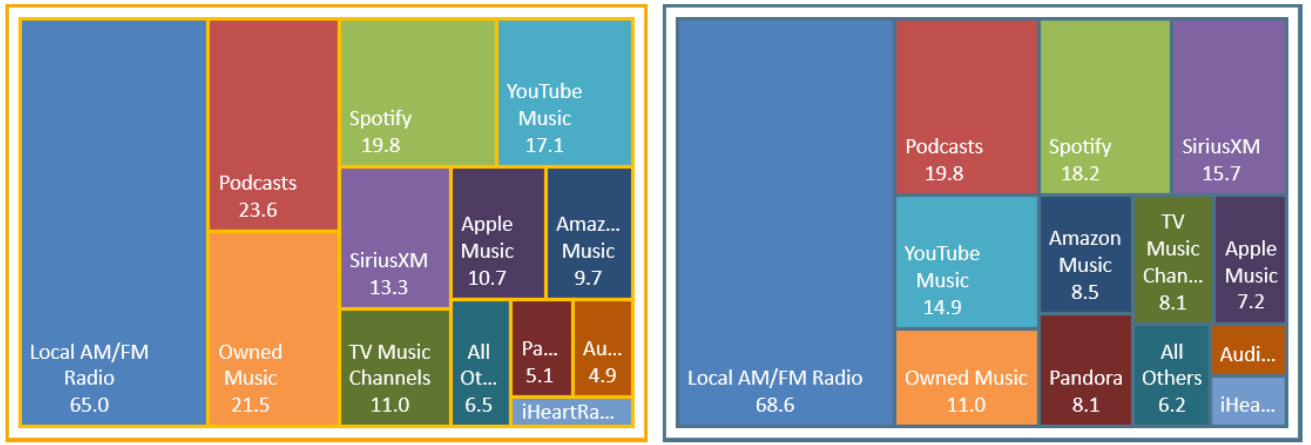
AUDIO MEDIA

15,318,227 or 82.3% of Adults 21 or older who made a purchase past 3mos as a result of AUDIO MEDIA Ads listen to Ad-Supported Local AM/FM Radio for an average of 59.8 minutes every day representing 39.% of all time spent daily with Ad-Supported Audio.

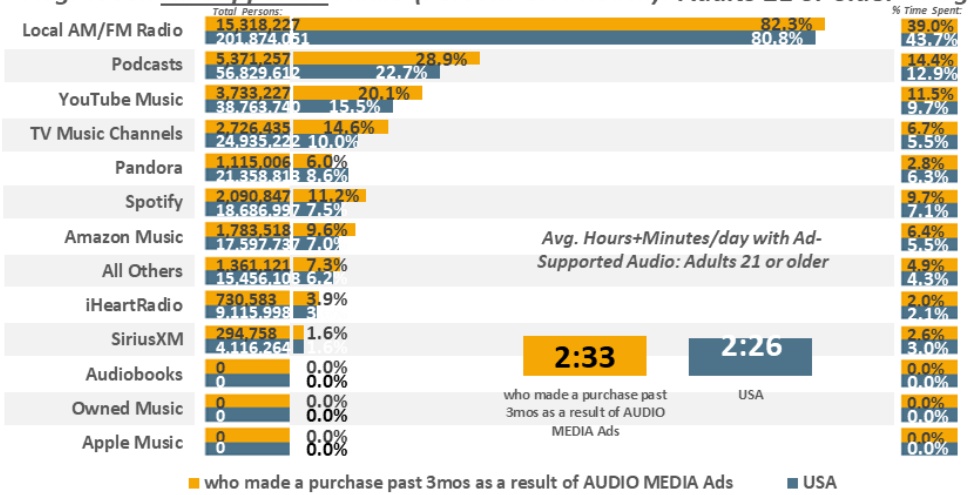
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



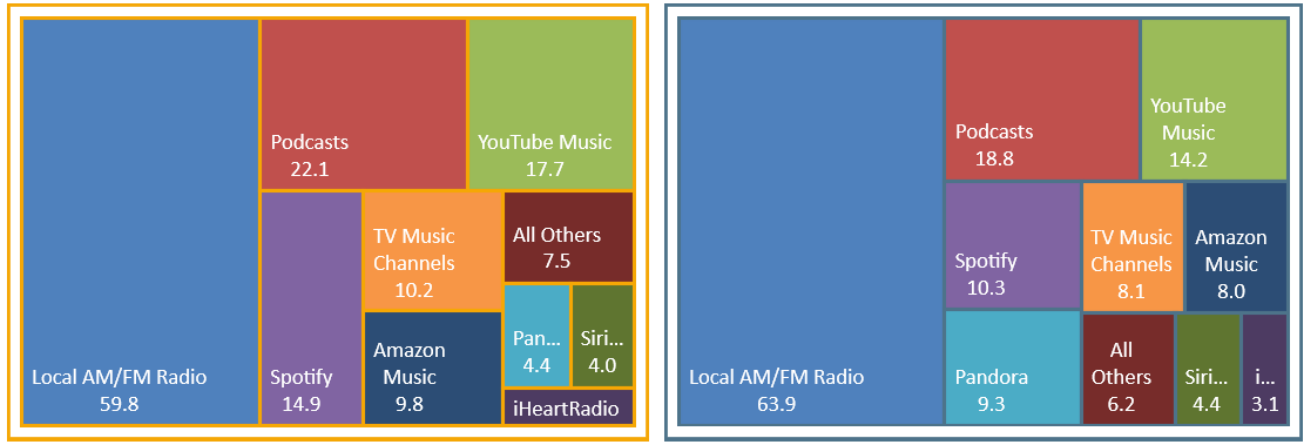
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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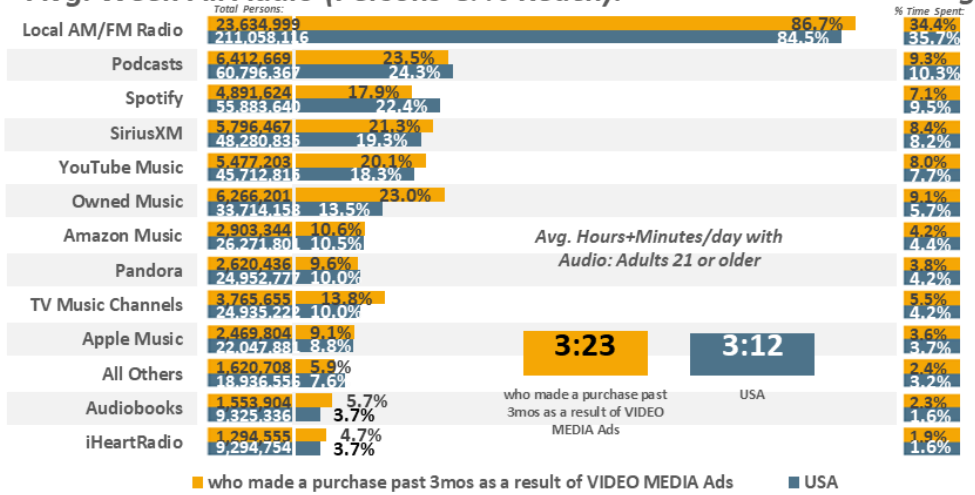
Ads on AUDIO MEDIA = (Made a purchase as a result of ads past 3 months: Ads on the radio OR Made a purchase as a result of ads past 3 months: Ads in podcasts OR Made a purchase as a result of ads past 3 months: Ads on audio streaming services)

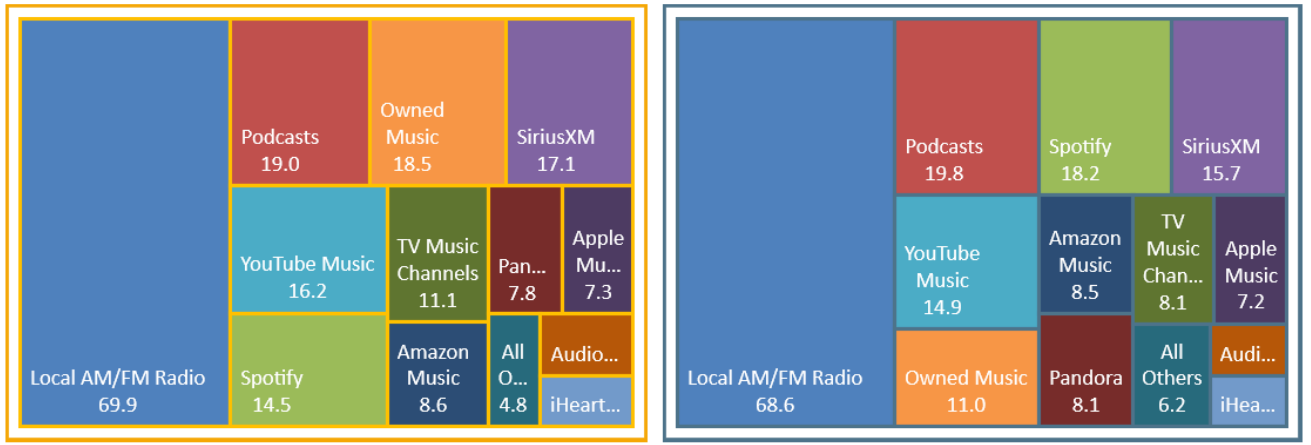
VIDEO MEDIA

22,543,241 or 82.7% of Adults 21 or older who made a purchase past 3mos as a result of VIDEO MEDIA Ads listen to Ad-Supported Local AM/FM Radio for an average of 64.5 minutes every day representing 43.1% of all time spent daily with Ad-Supported Audio.

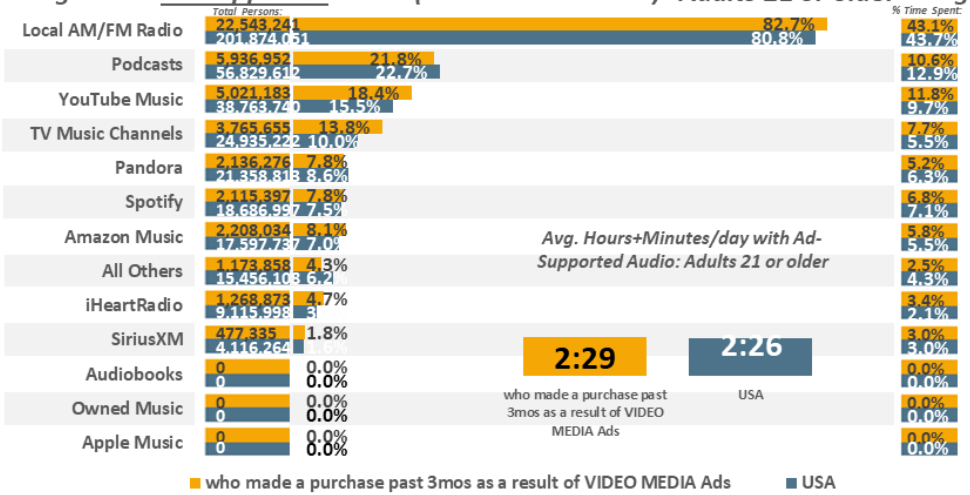
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



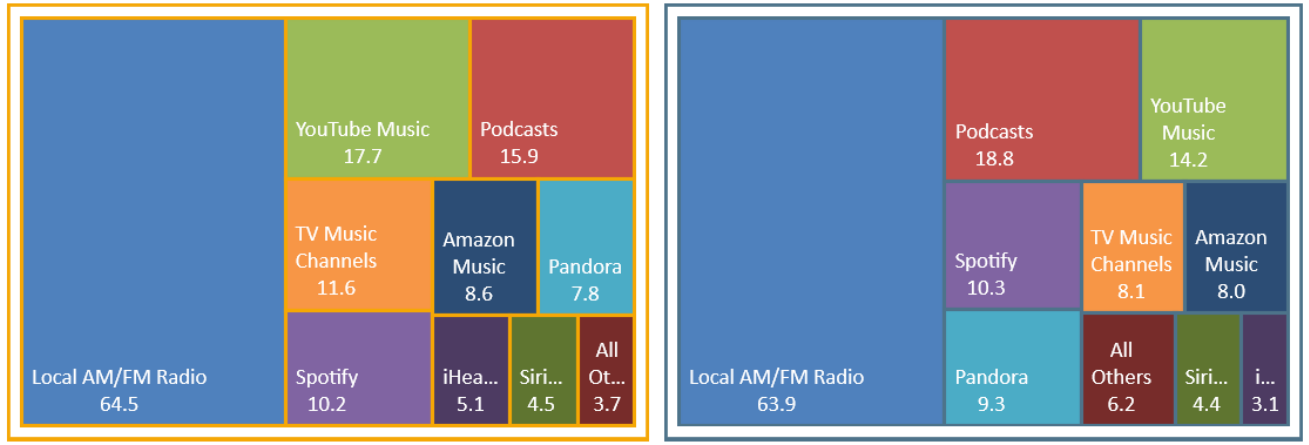
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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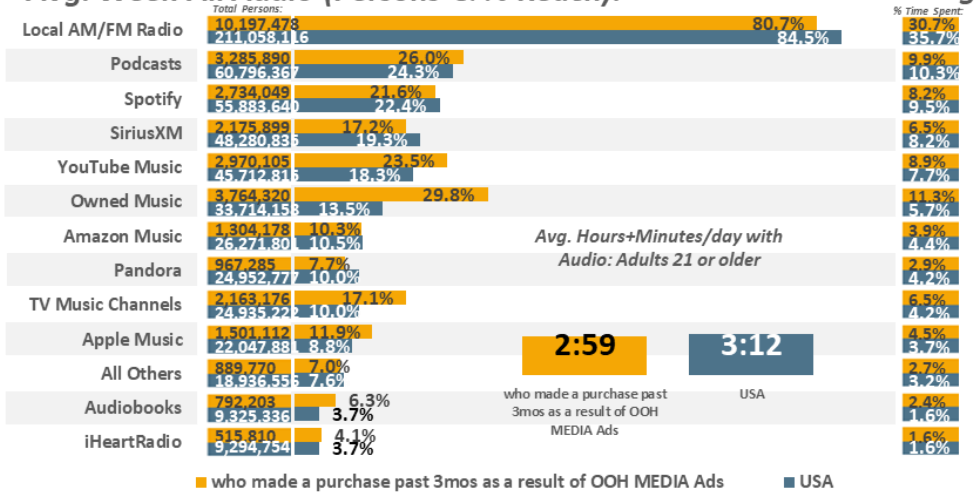
Ads on VIDEO MEDIA = (Made a purchase as a result of ads past 3 months: Ads on broadcast, cable or satellite TV OR Made a purchase as a result of ads past 3 months: Ads on video streaming services)

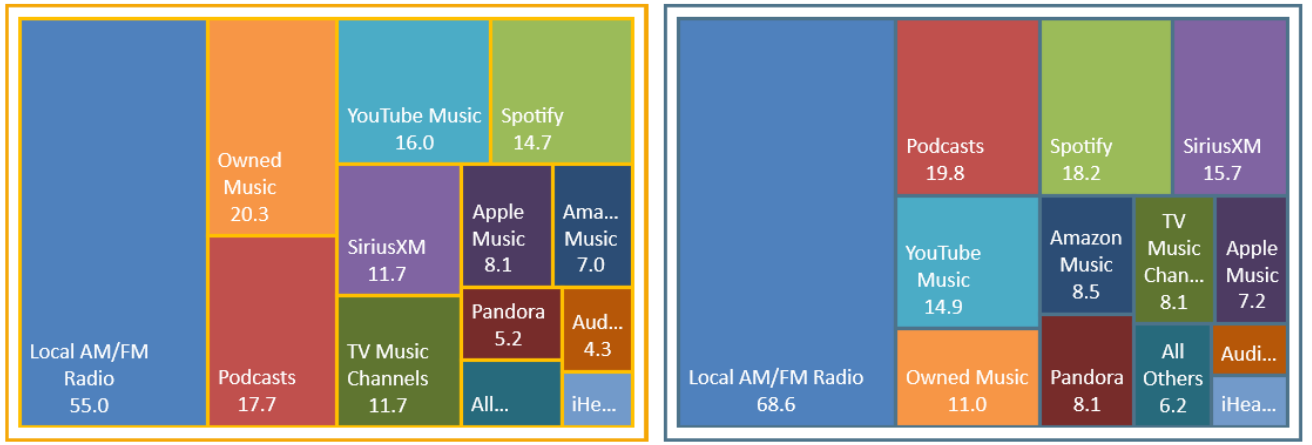
OOH MEDIA

9,876,487 or 78.2% of Adults 21 or older who made a purchase past 3mos as a result of OOH MEDIA Ads listen to Ad-Supported Local AM/FM Radio for an average of 51.5 minutes every day representing 39.5% of all time spent daily with Ad-Supported Audio.

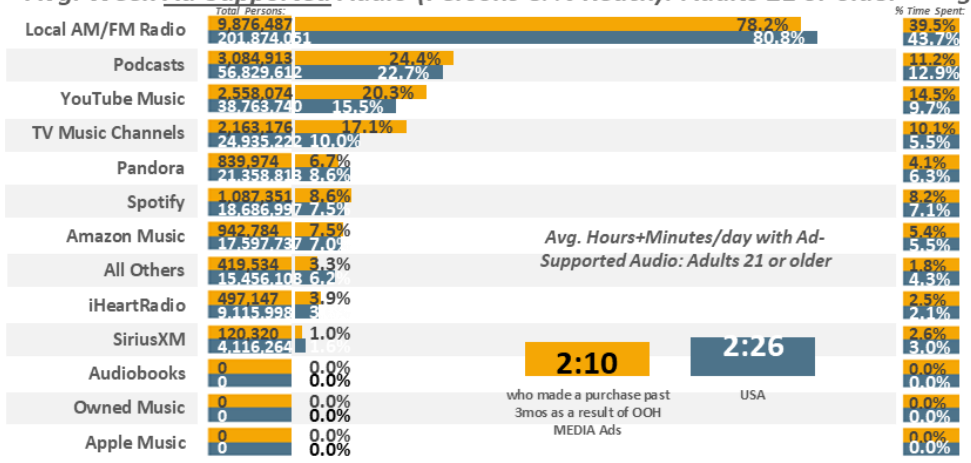
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



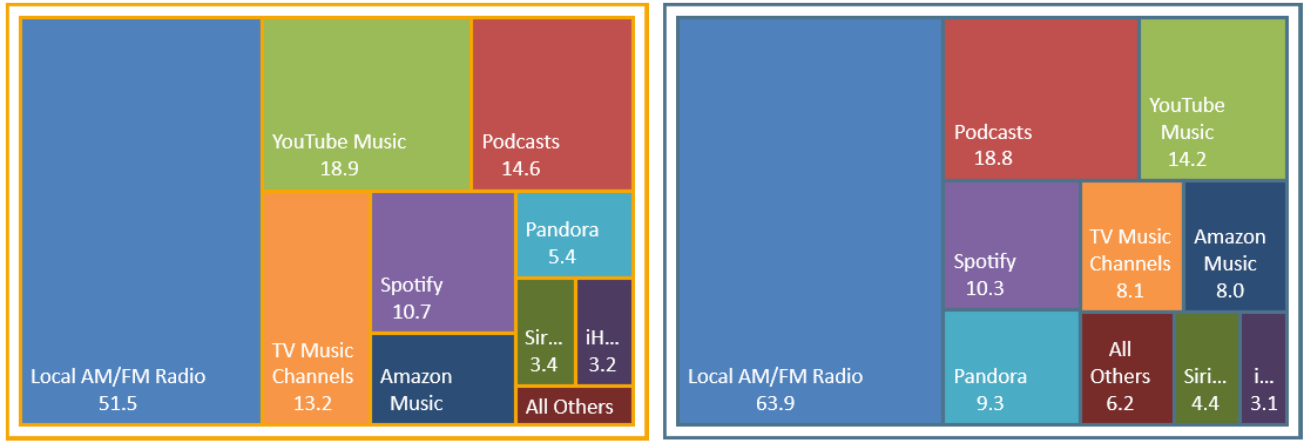
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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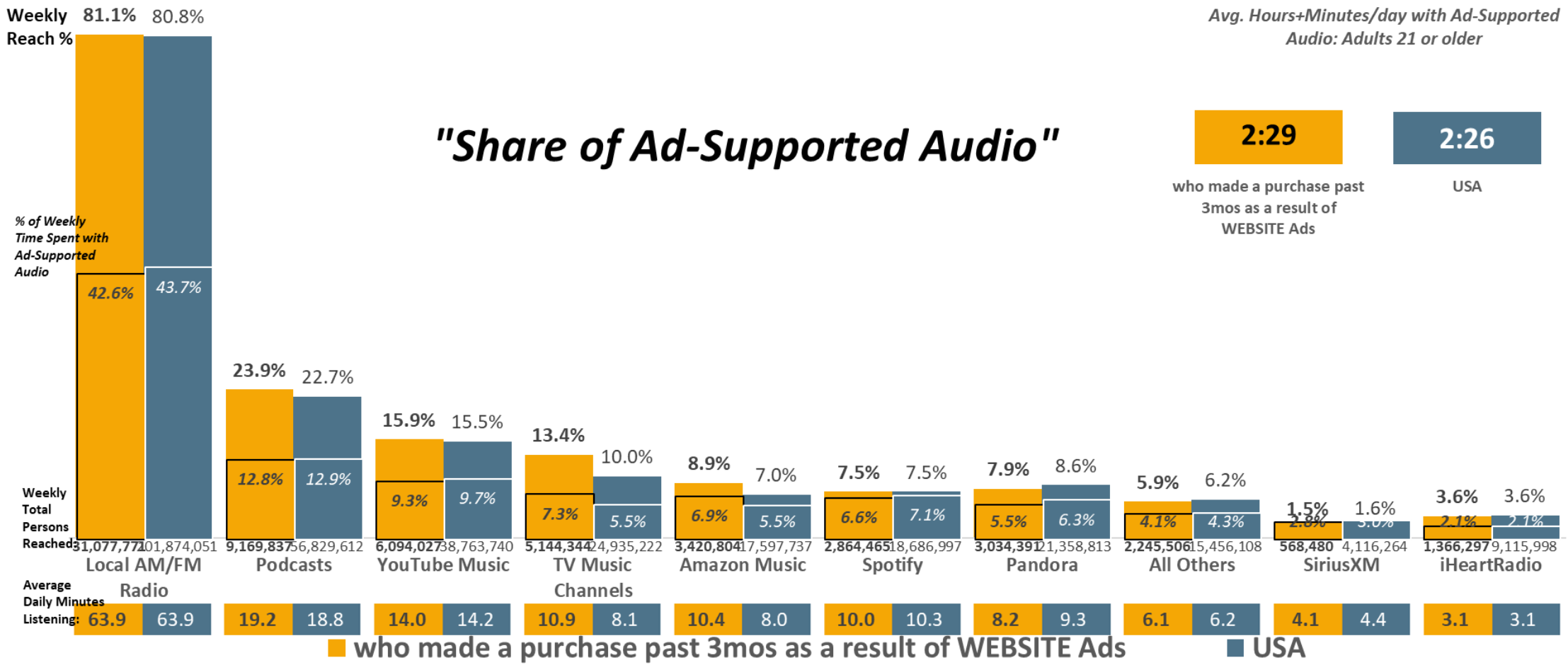
Ads on OUT-OF-HOME MEDIA = (Made a purchase as a result of ads past 3 months: Ads on billboards OR Made a purchase as a result of ads past 3 months: Ads on digital video displays OR Made a purchase as a result of ads past 3 months: Ads at stadiums/arenas)

WEBSITES

31,077,771 or 81.1% of Adults 21 or older who made a purchase past 3mos as a result of WEBSITE Ads listen to Ad-Supported Local AM/FM Radio for an average of 63.9 minutes every day representing 42.6% of all time spent daily with Ad-Supported Audio.



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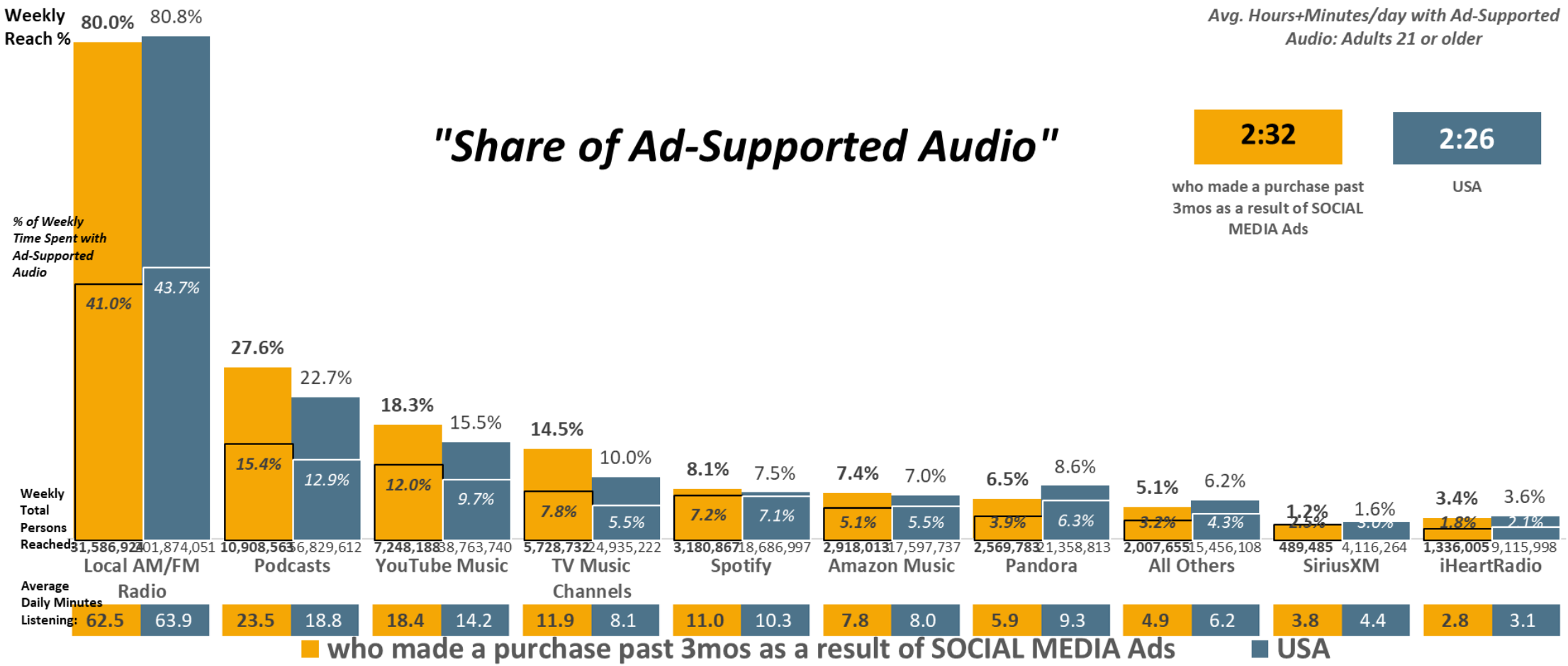
Ads on WEBSITES = Made a purchase as a result of ads past 3 months: Ads on websites

SOCIAL MEDIA

31,586,924 or 80.% of Adults 21 or older who made a purchase past 3mos as a result of SOCIAL MEDIA Ads listen to Ad-Supported Local AM/FM Radio for an average of 62.5 minutes every day representing 41.% of all time spent daily with Ad-Supported Audio.



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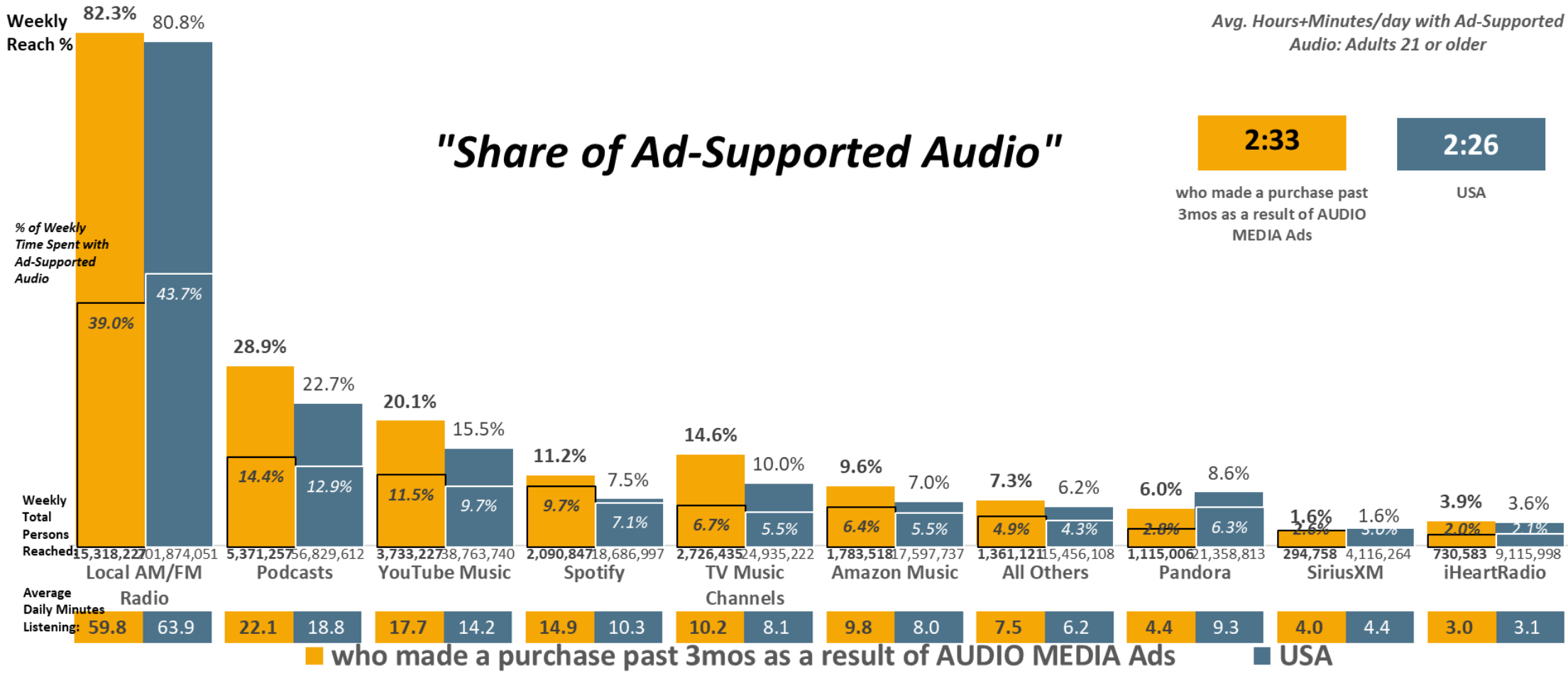
Ads on SOCIAL MEDIA = Made a purchase as a result of ads past 3 months: Ads on social media

AUDIO MEDIA

15,318,227 or 82.3% of Adults 21 or older who made a purchase past 3mos as a result of AUDIO MEDIA Ads listen to Ad-Supported Local AM/FM Radio for an average of 59.8 minutes every day representing 39.% of all time spent daily with Ad-Supported Audio.



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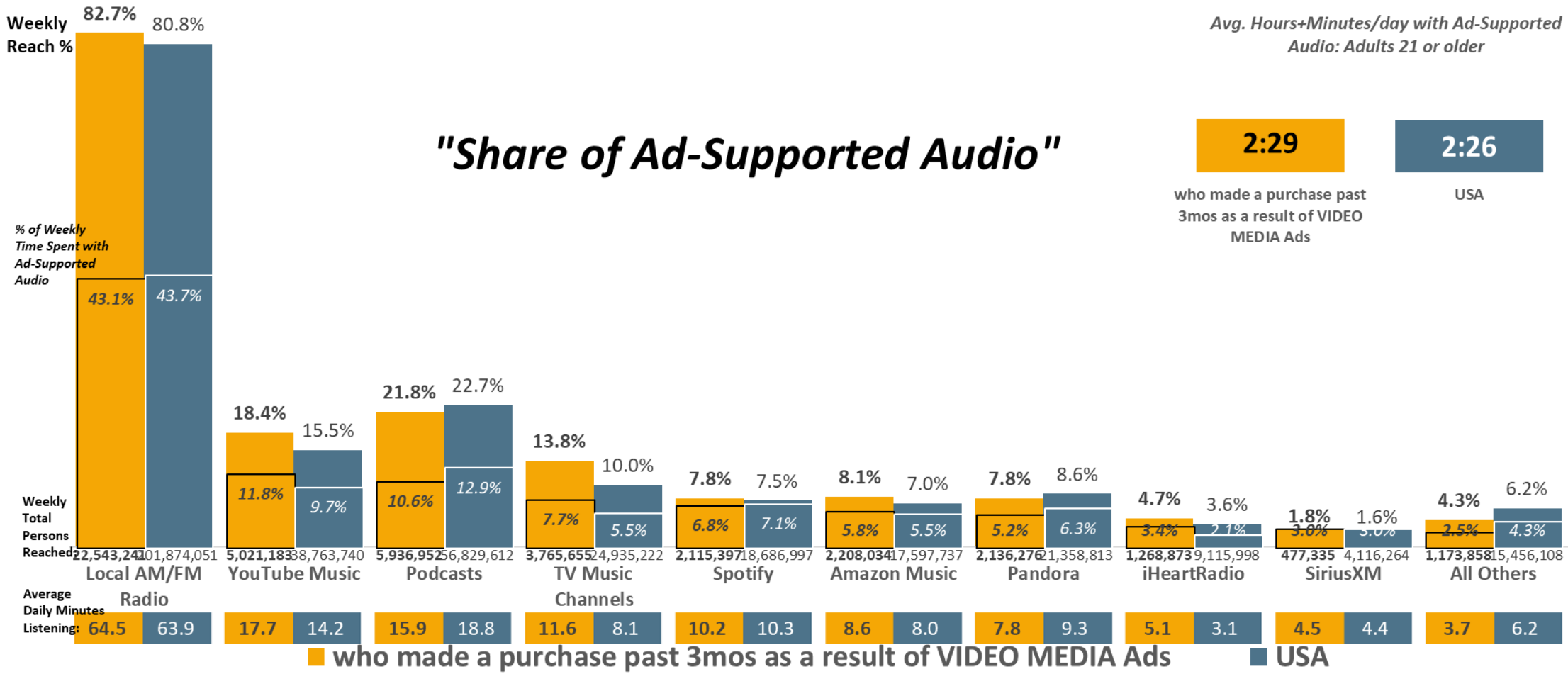
Ads on AUDIO MEDIA = (Made a purchase as a result of ads past 3 months: Ads on the radio OR Made a purchase as a result of ads past 3 months: Ads in podcasts OR Made a purchase as a result of ads past 3 months: Ads on audio streaming services)

VIDEO MEDIA

22,543,241 or 82.7% of Adults 21 or older who made a purchase past 3mos as a result of VIDEO MEDIA Ads listen to Ad-Supported Local AM/FM Radio for an average of 64.5 minutes every day representing 43.1% of all time spent daily with Ad-Supported Audio.



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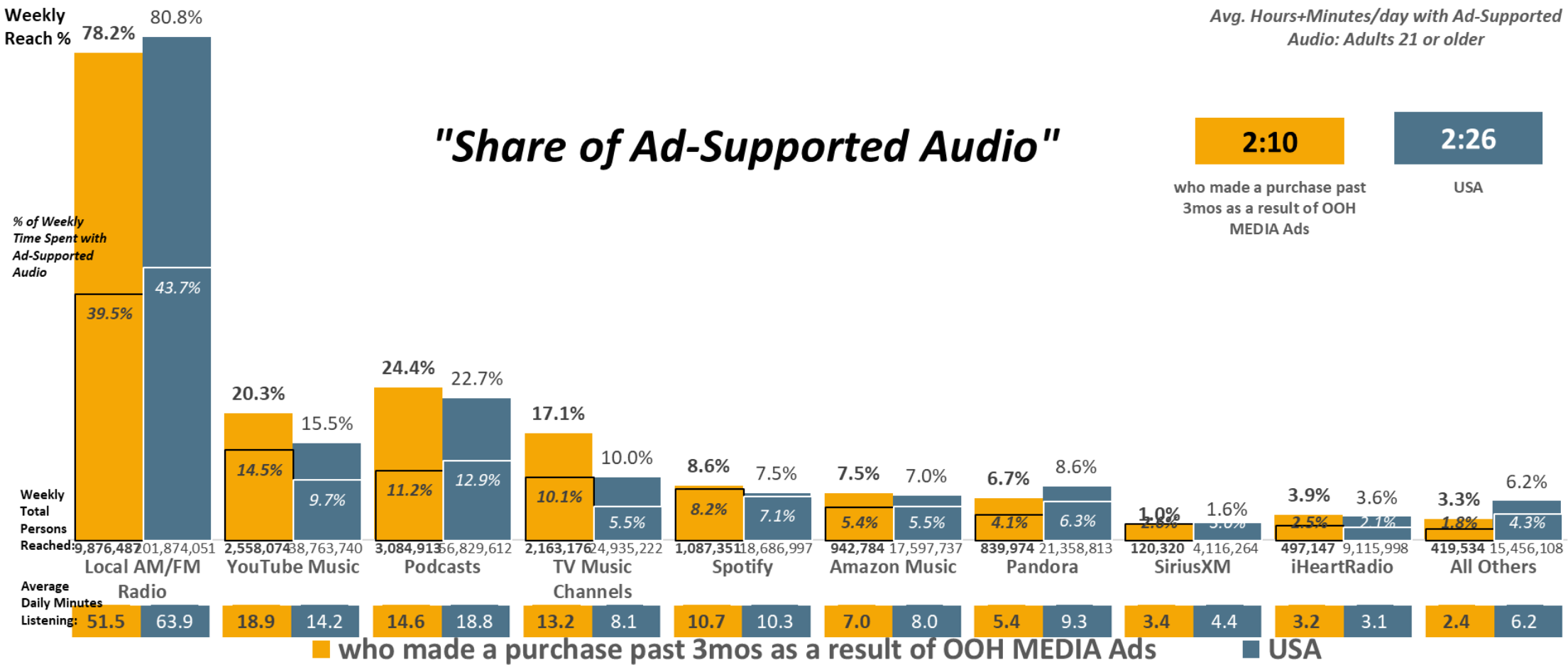
Ads on VIDEO MEDIA = (Made a purchase as a result of ads past 3 months: Ads on broadcast, cable or satellite TV OR Made a purchase as a result of ads past 3 months: Ads on video streaming services)

OOH MEDIA

9,876,487 or 78.2% of Adults 21 or older who made a purchase past 3mos as a result of OOH MEDIA Ads listen to Ad-Supported Local AM/FM Radio for an average of 51.5 minutes every day representing 39.5% of all time spent daily with Ad-Supported Audio.



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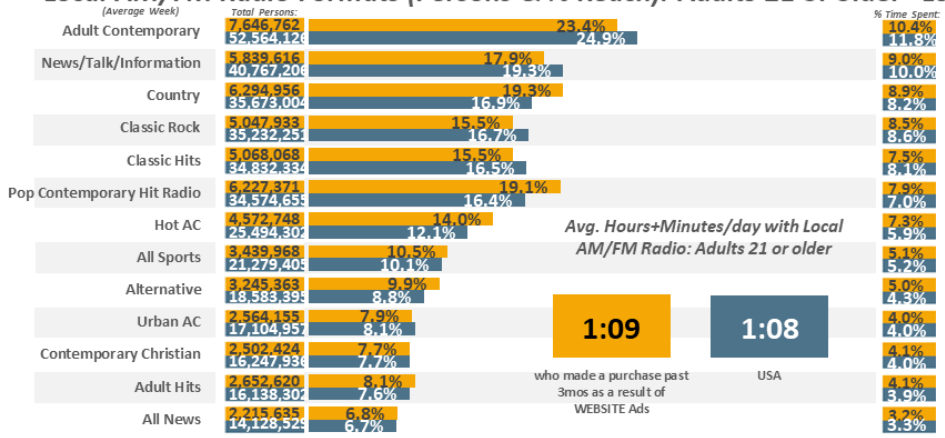
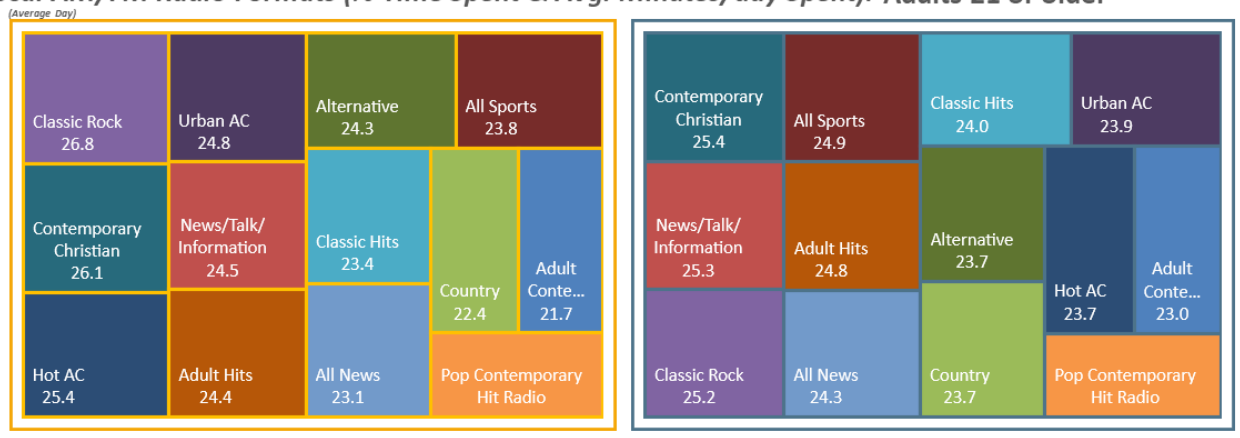
WEBSITES

31,077,771 or 81.1% of Adults 21 or older who made a purchase past 3mos as a result of WEBSITE Ads listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Pop Contemporary Hit Radio, Classic Hits, and Classic Rock.

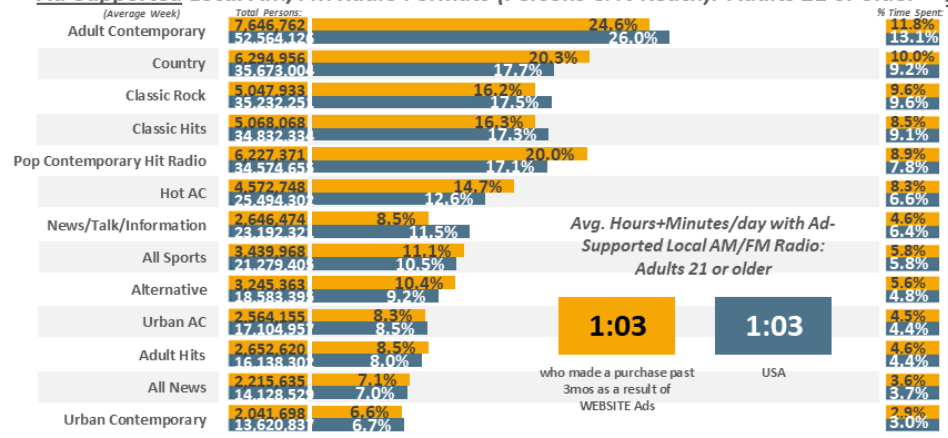
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



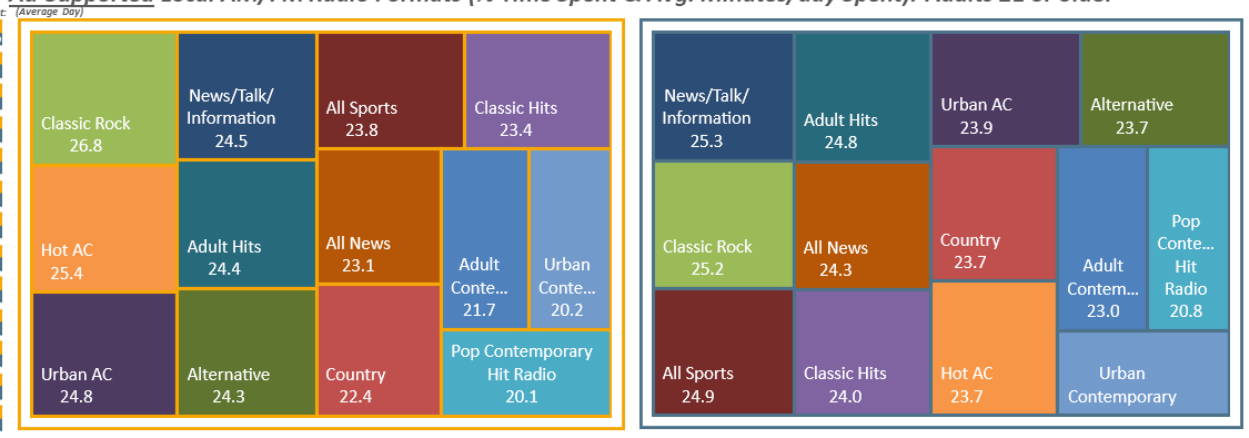
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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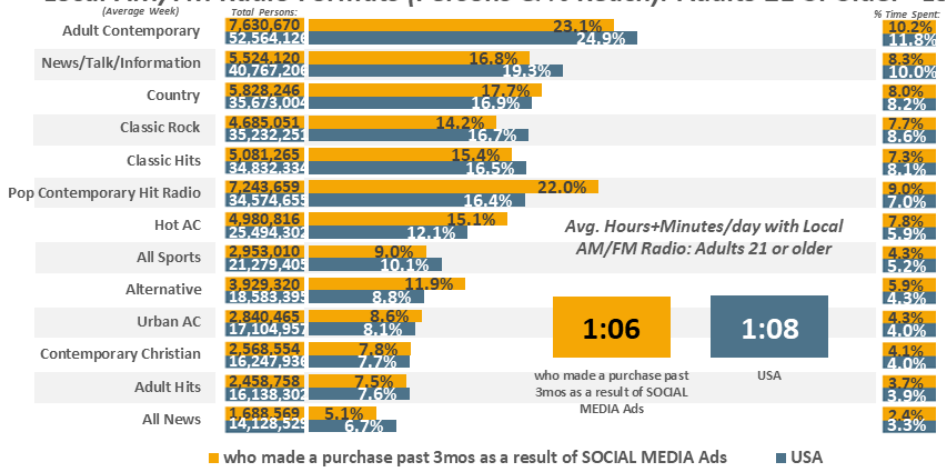
Ads on WEBSITES = Made a purchase as a result of ads past 3 months: Ads on websites

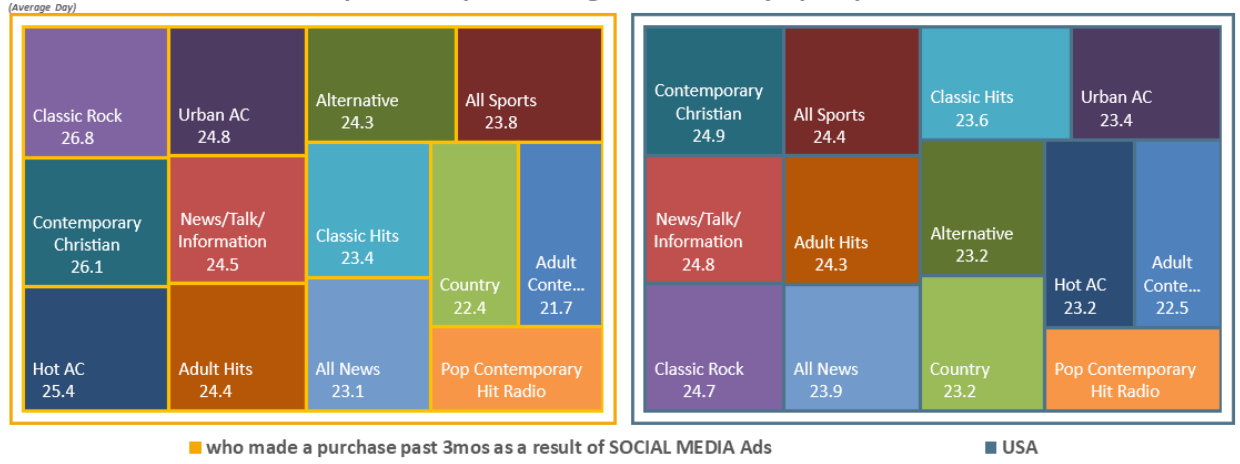
SOCIAL MEDIA

31,586,924 or 80.% of Adults 21 or older who made a purchase past 3mos as a result of SOCIAL MEDIA Ads listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Hits, and Hot AC.

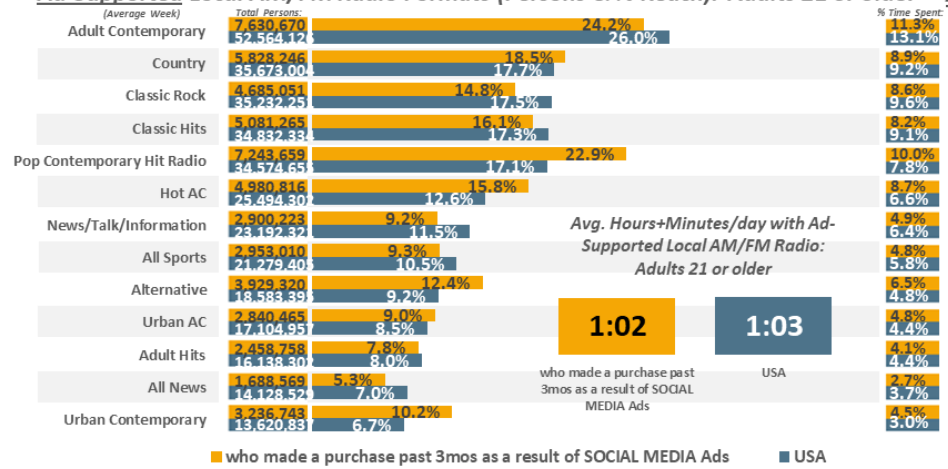
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



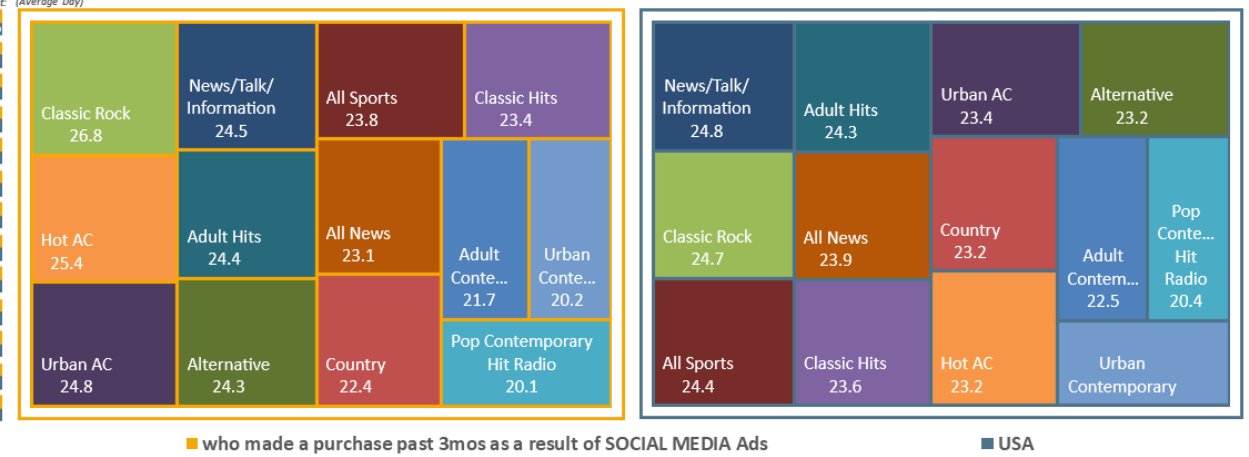
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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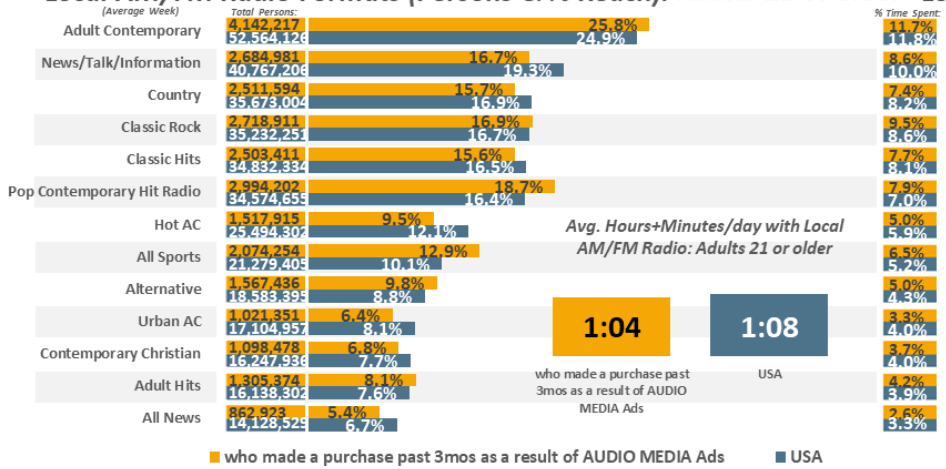
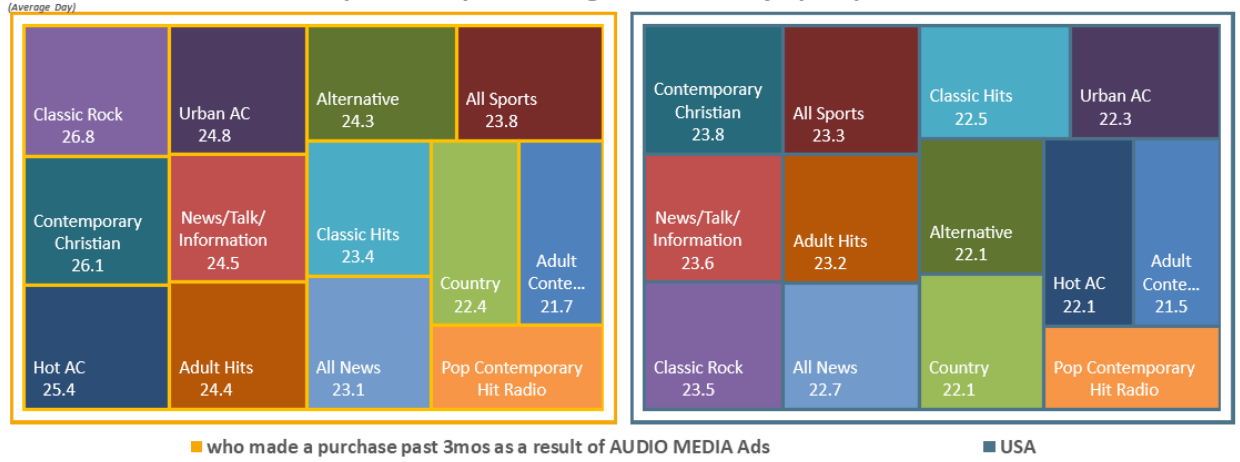
AUDIO MEDIA

15,318,227 or 82.3% of Adults 21 or older who made a purchase past 3mos as a result of AUDIO MEDIA Ads listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Rock, Country, and Classic Hits.

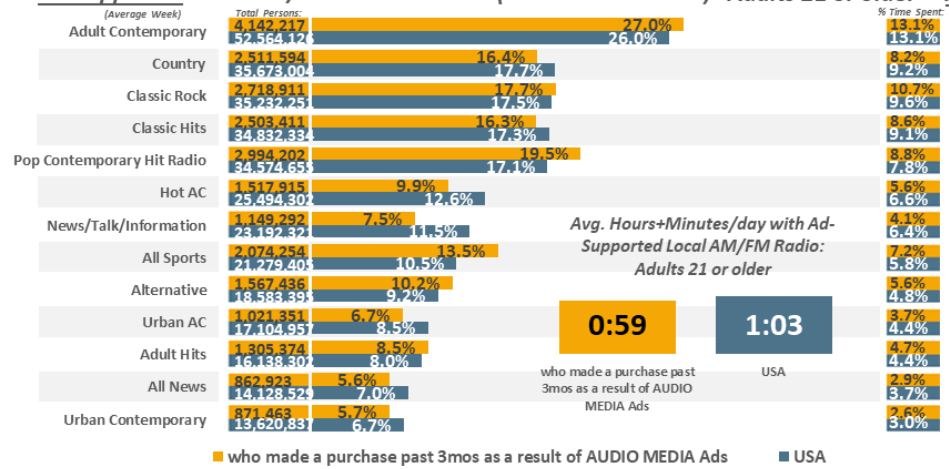
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



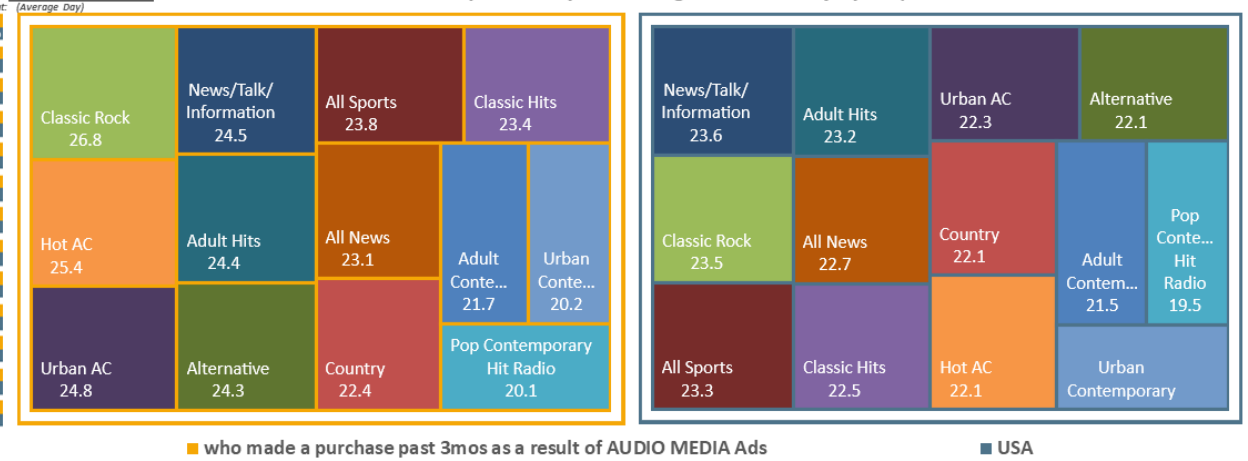
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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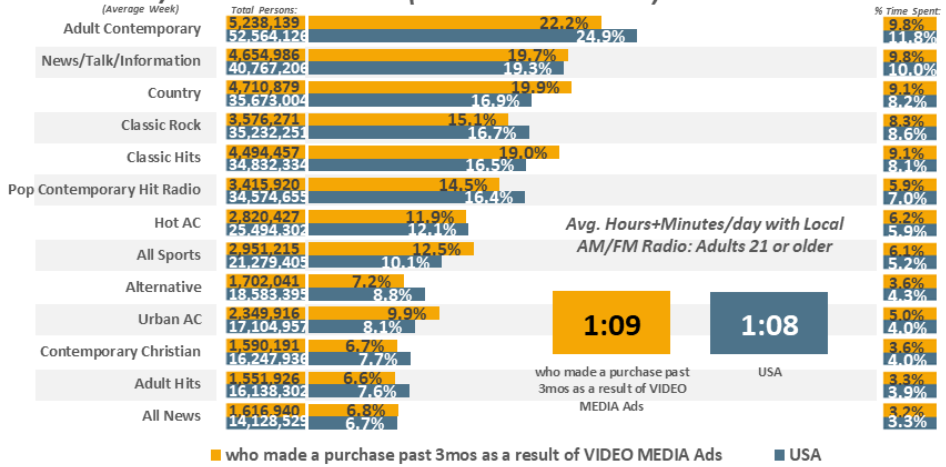
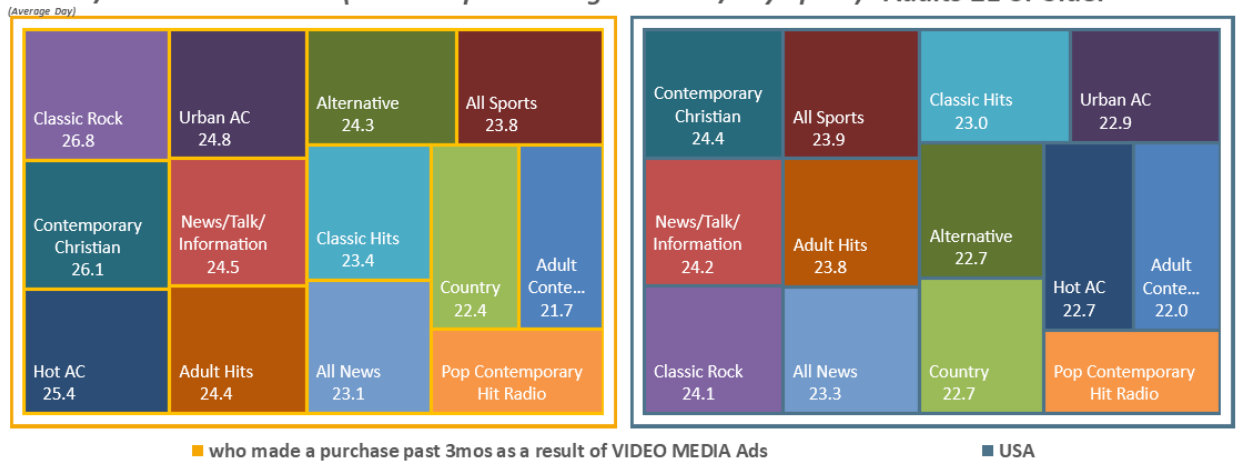
VIDEO MEDIA

22,543,241 or 82.7% of Adults 21 or older who made a purchase past 3mos as a result of VIDEO MEDIA Ads listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Classic Rock, and Pop Contemporary Hit Radio.

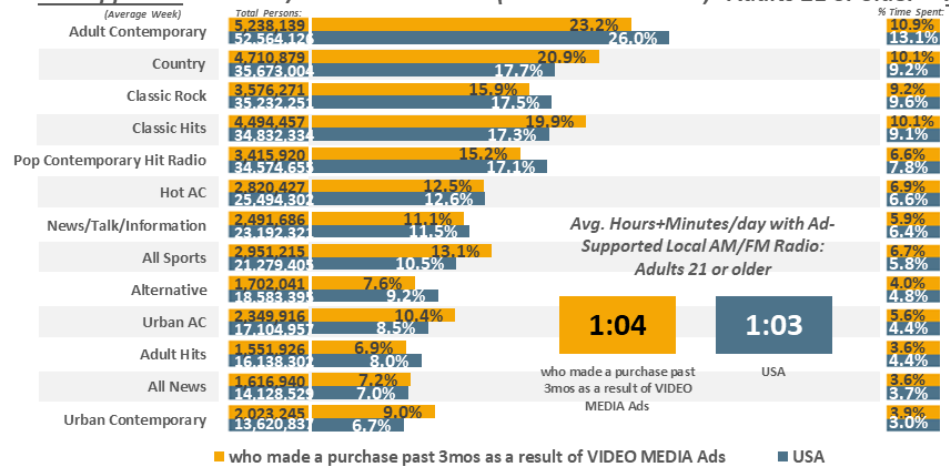
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



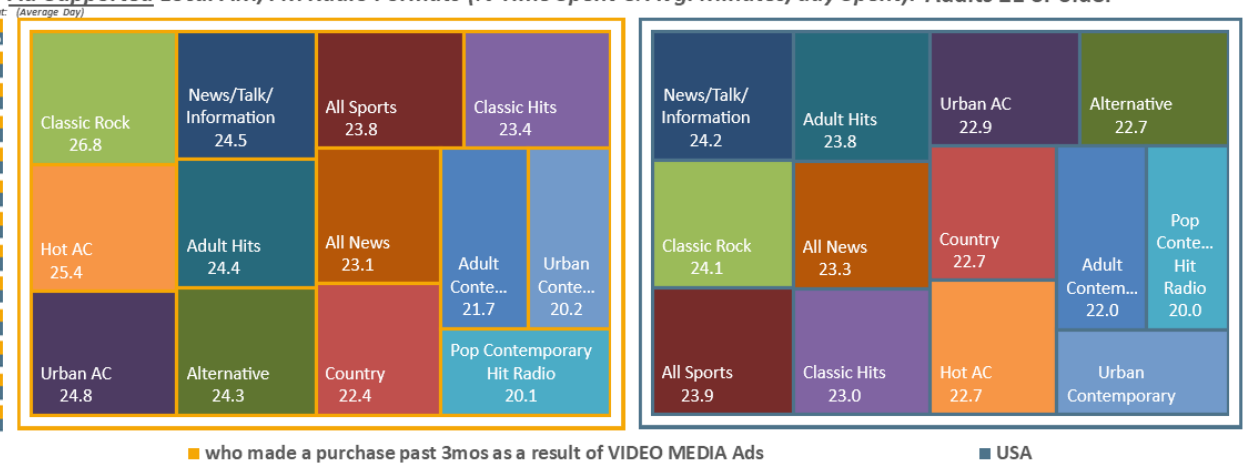
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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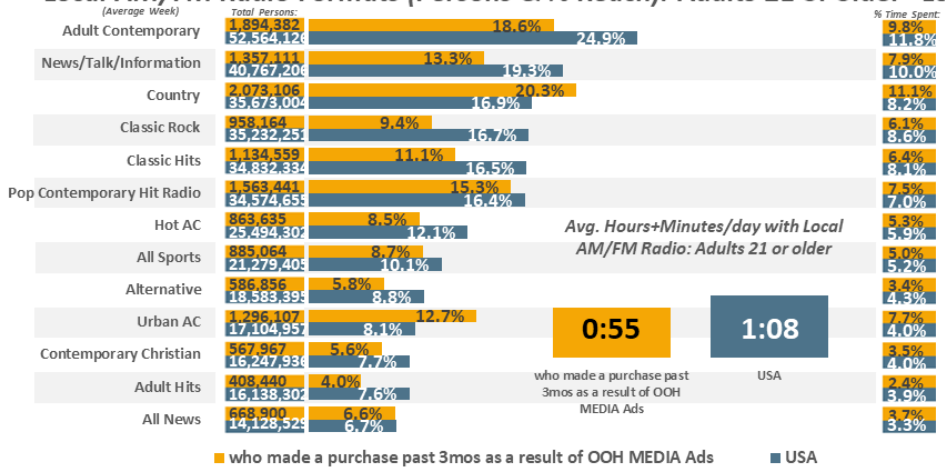
Ads on VIDEO MEDIA = (Made a purchase as a result of ads past 3 months: Ads on broadcast, cable or satellite TV OR Made a purchase as a result of ads past 3 months: Ads on video streaming services)

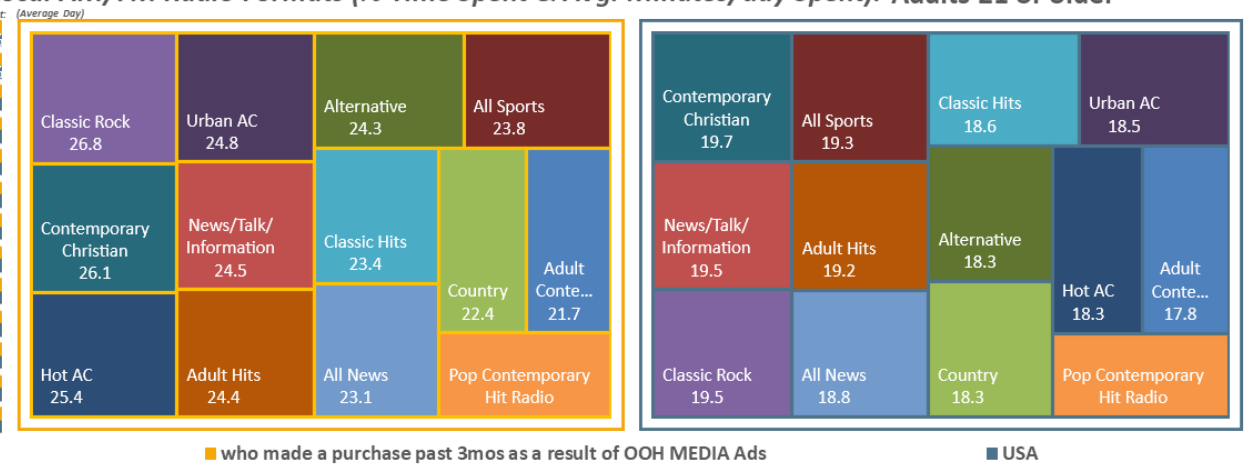
OOH MEDIA

9,876,487 or 78.2% of Adults 21 or older who made a purchase past 3mos as a result of OOH MEDIA Ads listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Pop Contemporary Hit Radio, Urban AC, and Mexican Regional.

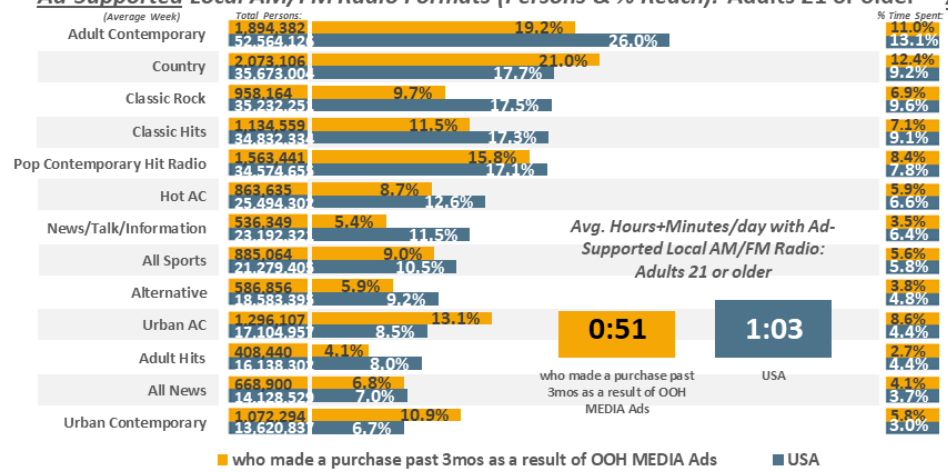
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



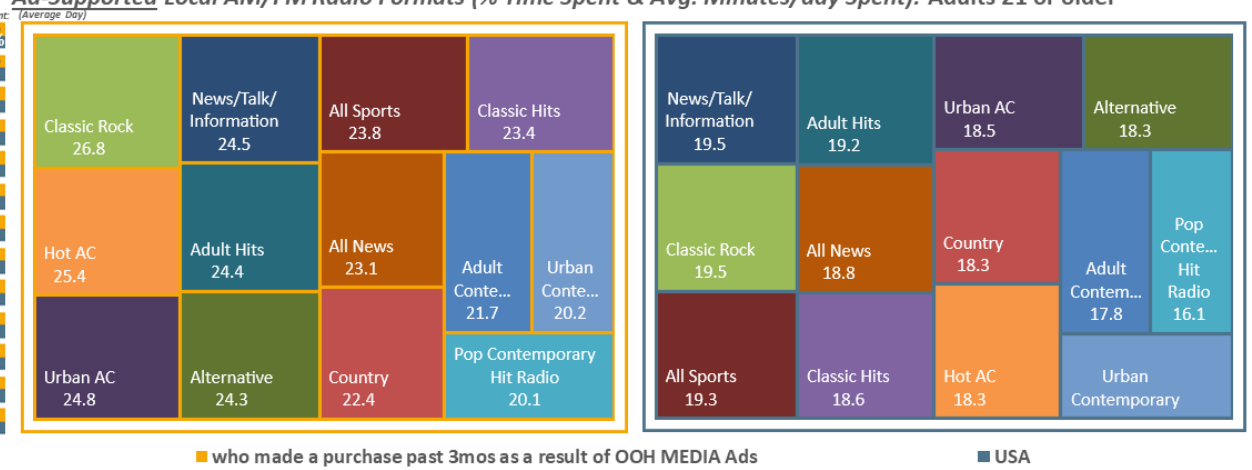
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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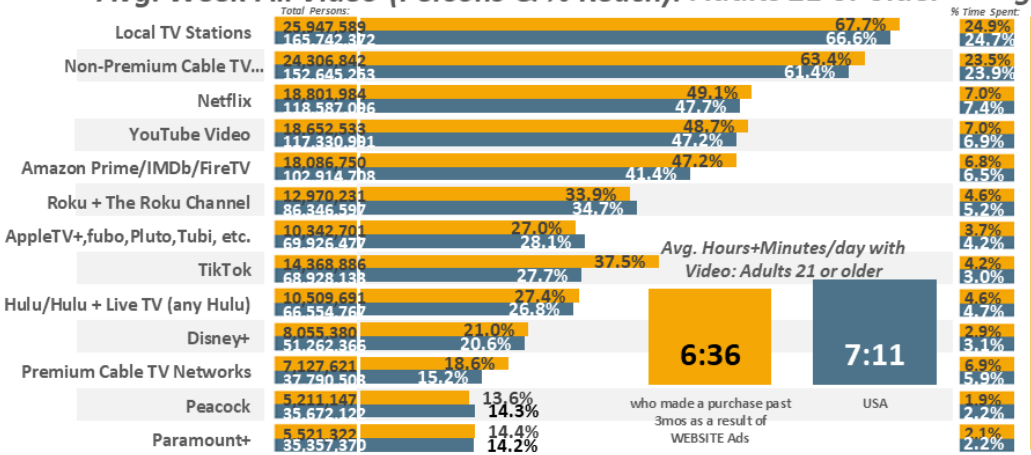
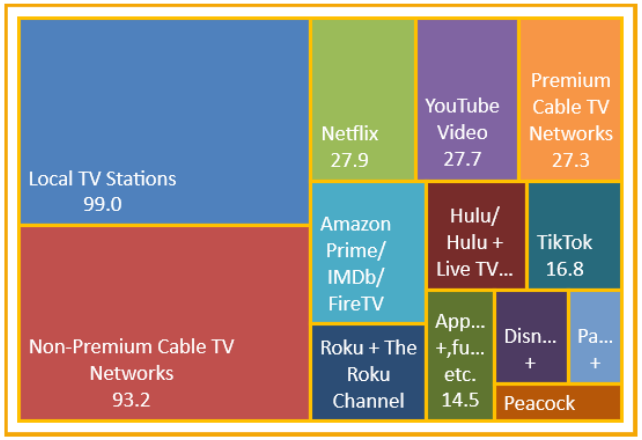
WEBSITES

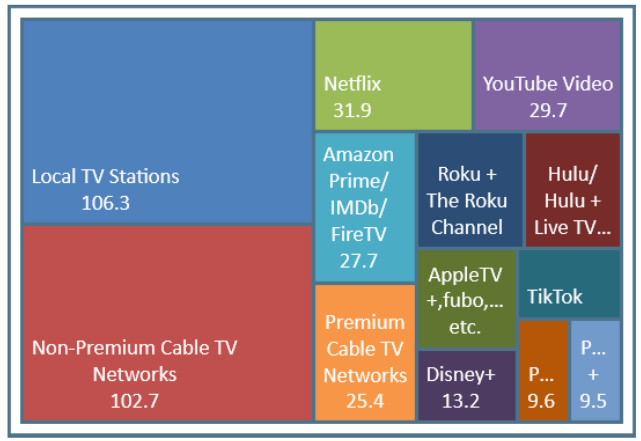
25,576,981 or 66.8% of Adults 21 or older who made a purchase past 3mos as a result of WEBSITE Ads watch Ad-Supported Local TV Stations for an average of 93.5 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 21 or older

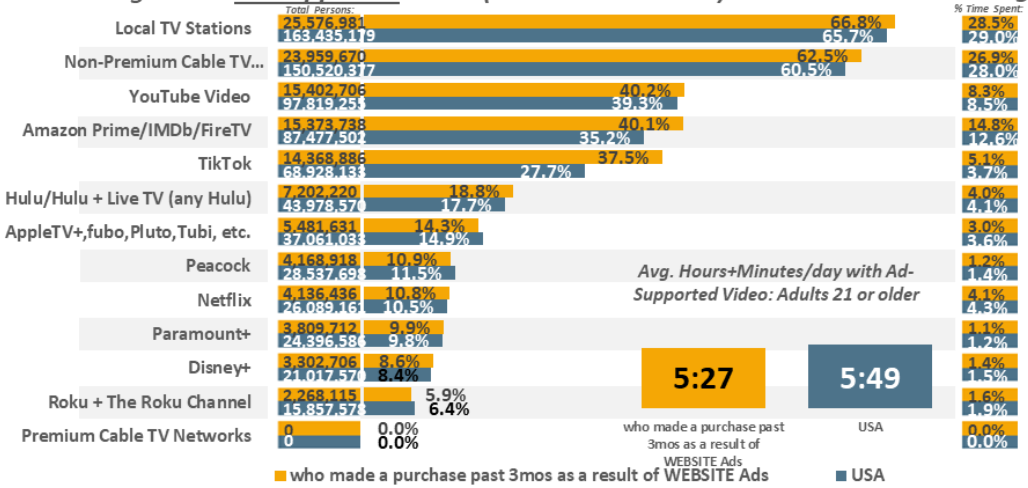


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

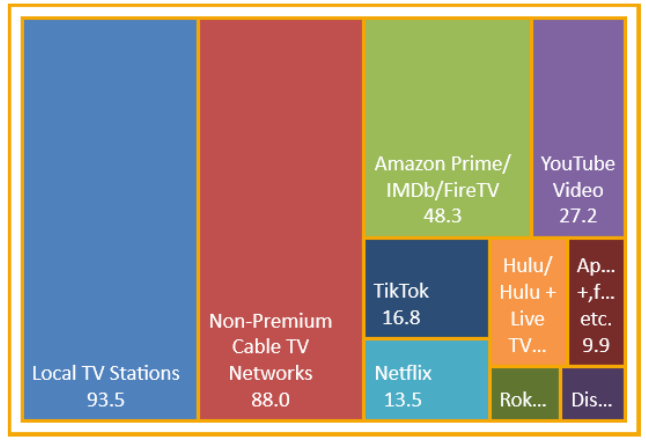


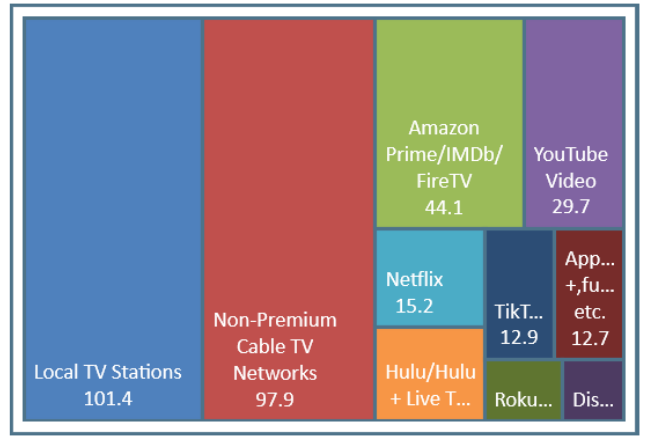


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





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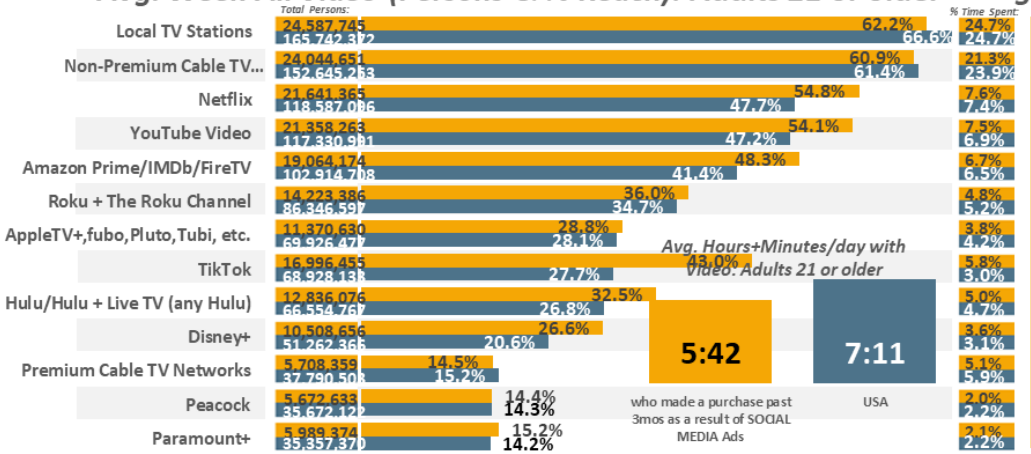
Ads on WEBSITES = Made a purchase as a result of ads past 3 months: Ads on websites

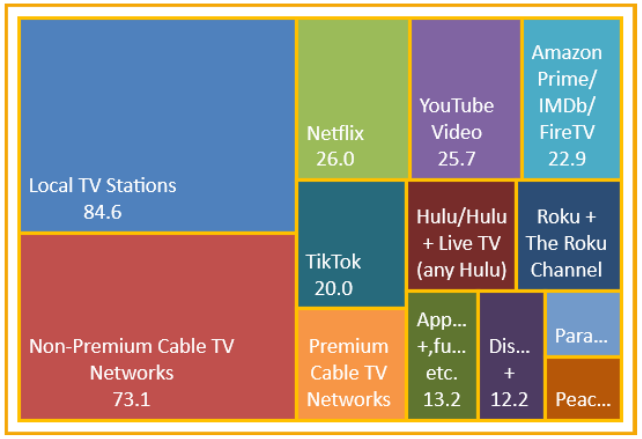
SOCIAL MEDIA

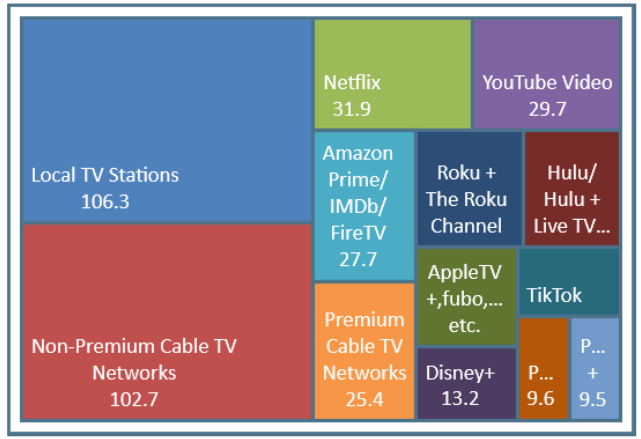
24,323,352 or 61.6% of Adults 21 or older who made a purchase past 3mos as a result of SOCIAL MEDIA Ads watch Ad-Supported Local TV Stations for an average of 81.8 minutes every day representing 29.5% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 21 or older

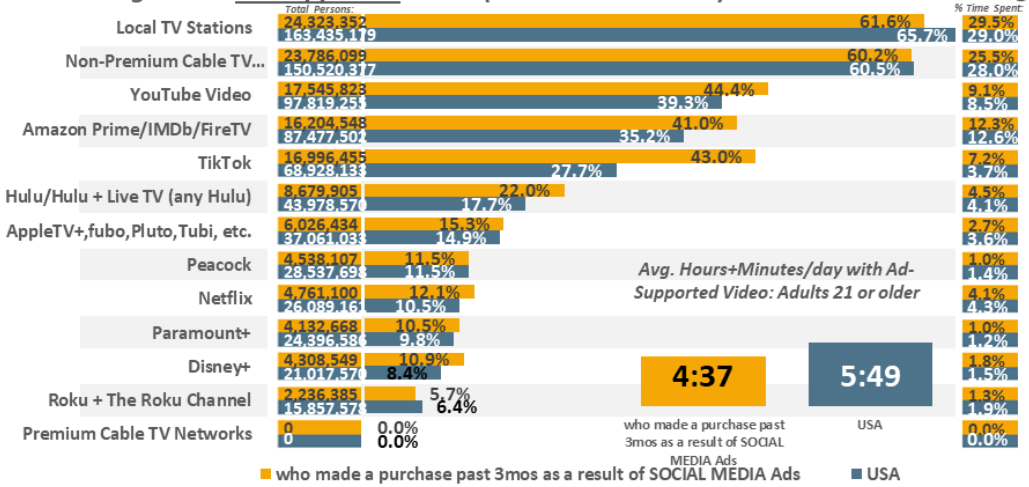


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

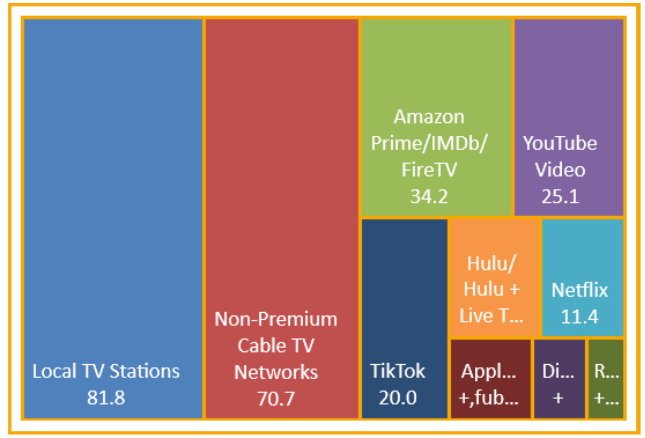


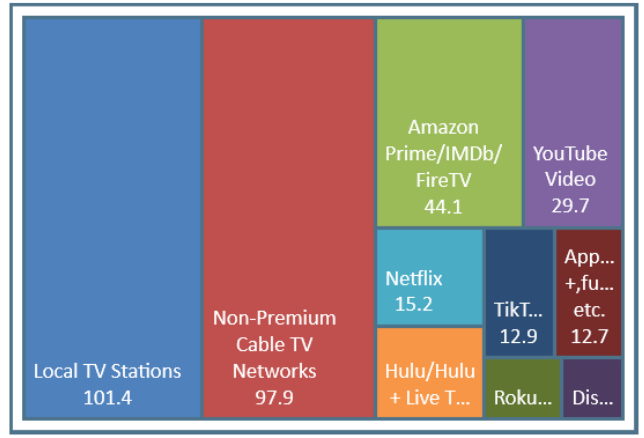


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





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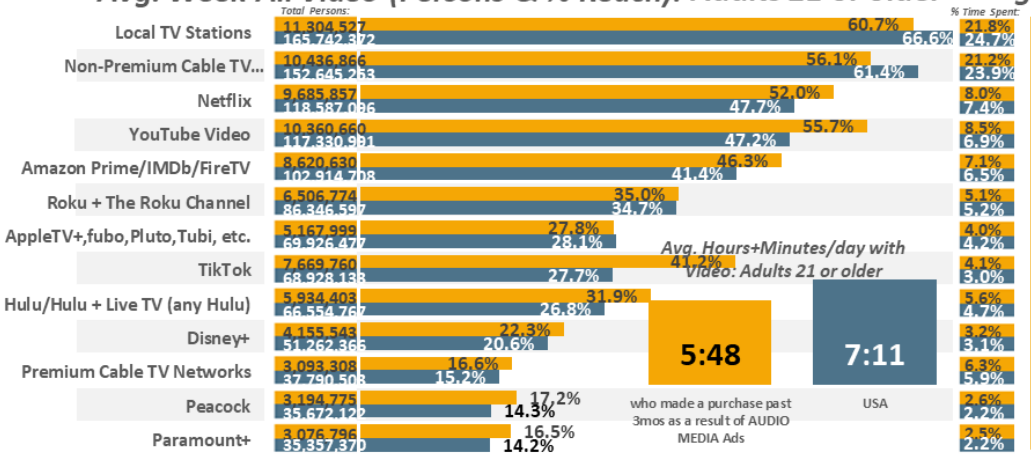
Ads on SOCIAL MEDIA = Made a purchase as a result of ads past 3 months: Ads on social media

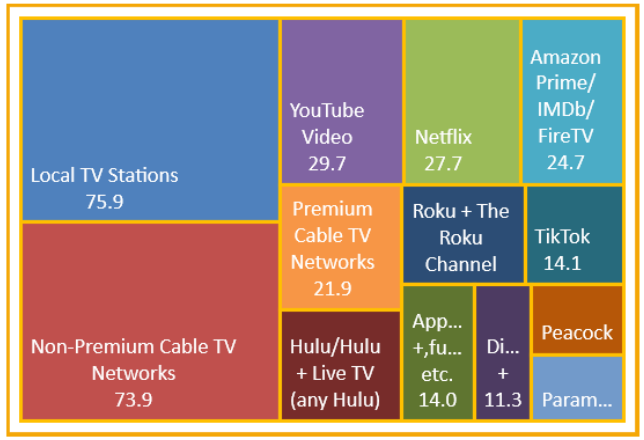
AUDIO MEDIA

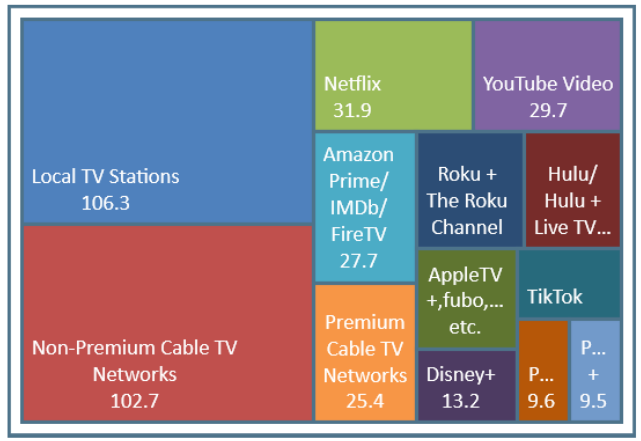
11,190,448 or 60.1% of Adults 21 or older who made a purchase past 3mos as a result of AUDIO MEDIA Ads watch Ad-Supported Local TV Stations for an average of 73. minutes every day representing 26.1% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 21 or older

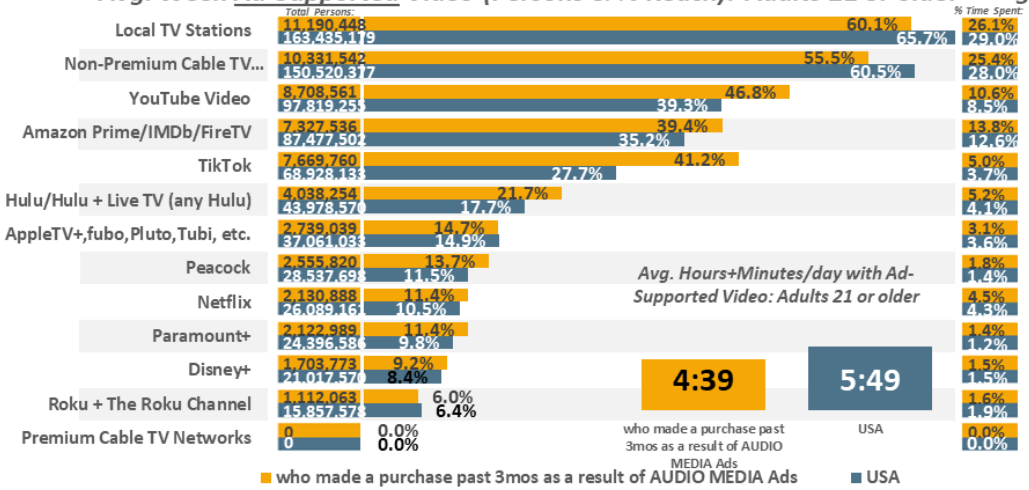


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

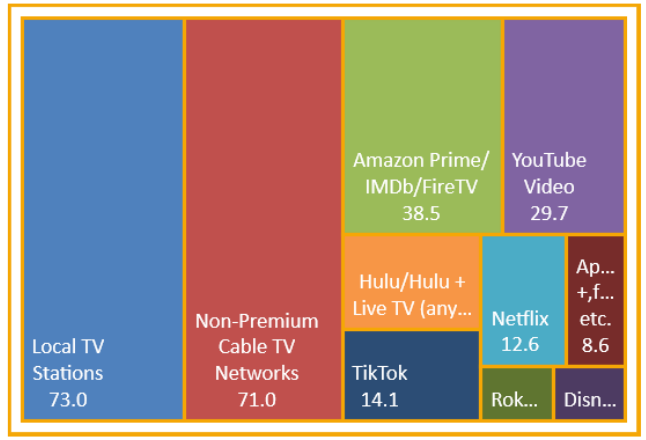


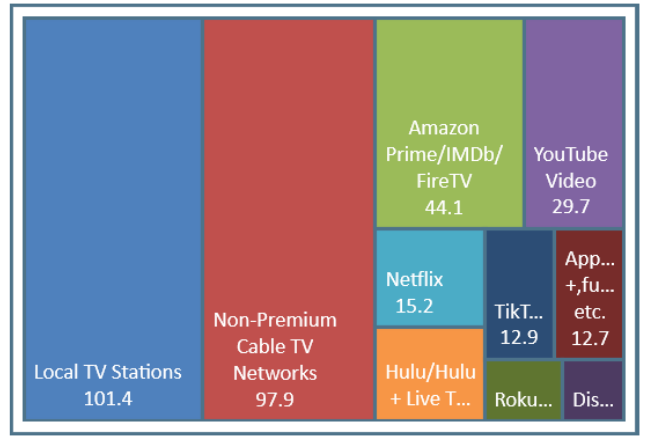


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





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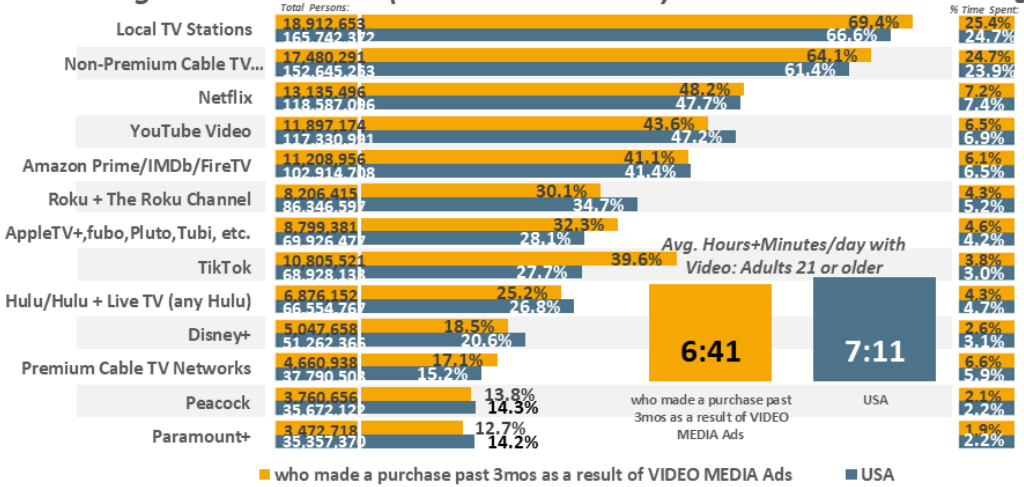
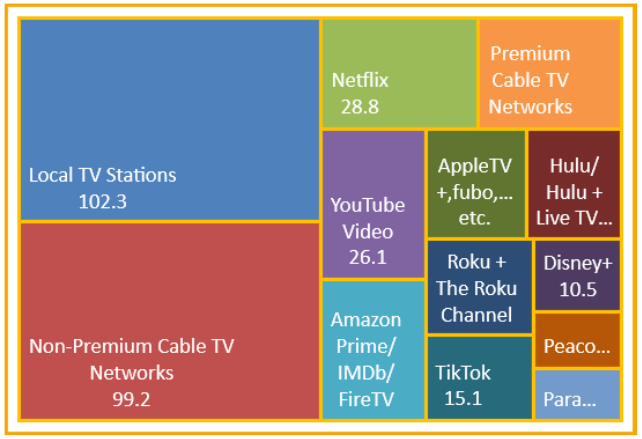
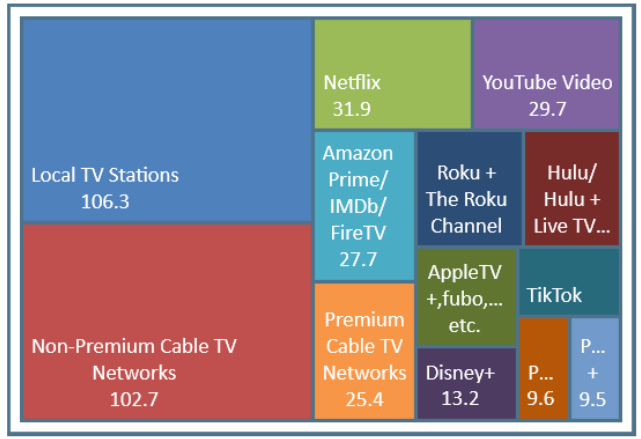
Avg. Week All Video (Persons & % Reach): Adults 21 or older

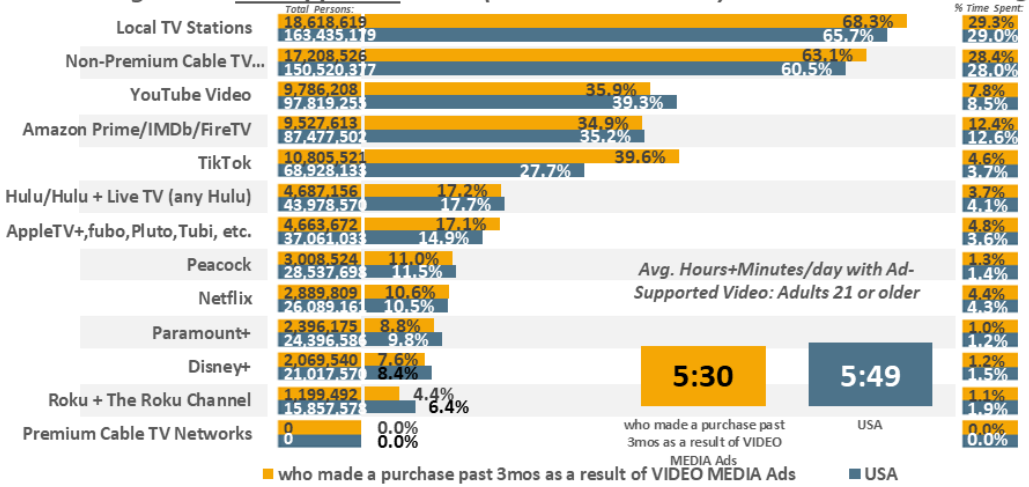


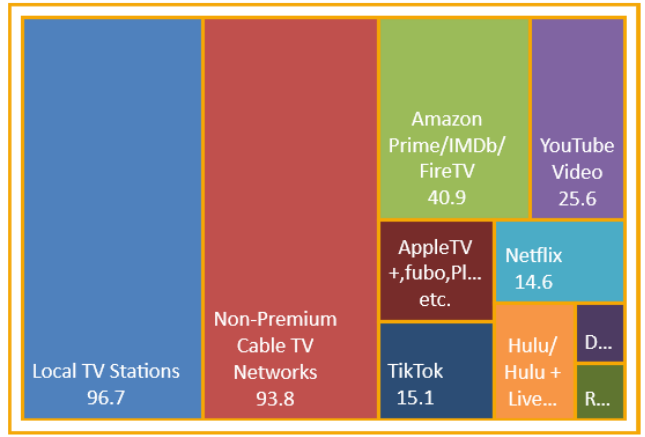


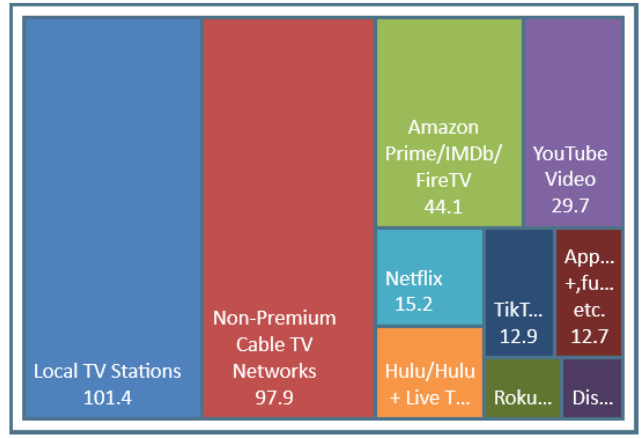


■ who made a purchase past 3mos as a result of VIDEO MEDIA Ads ■ USA

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older







■ who made a purchase past 3mos as a result of VIDEO MEDIA Ads ■ USA

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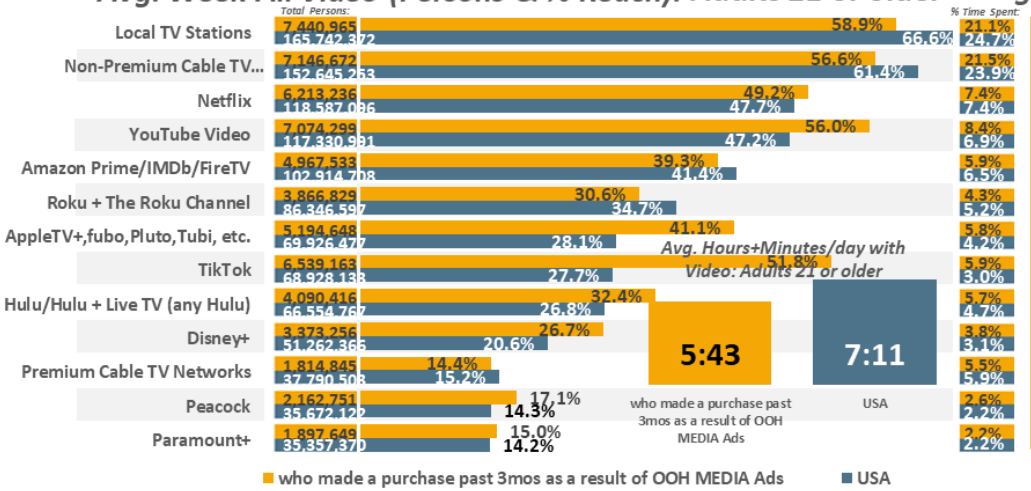
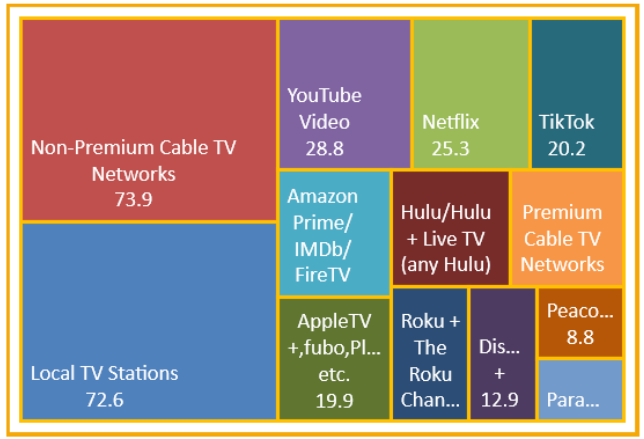
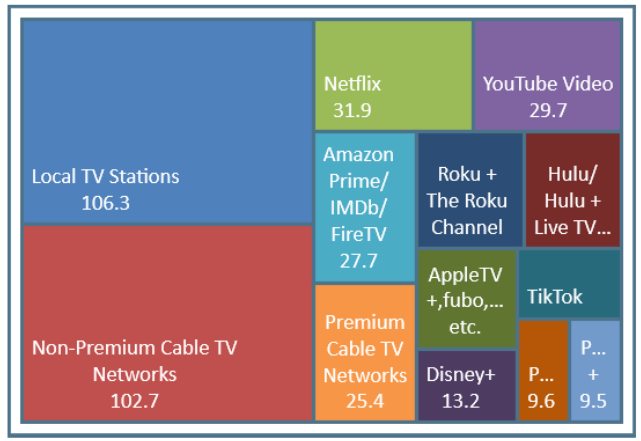


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





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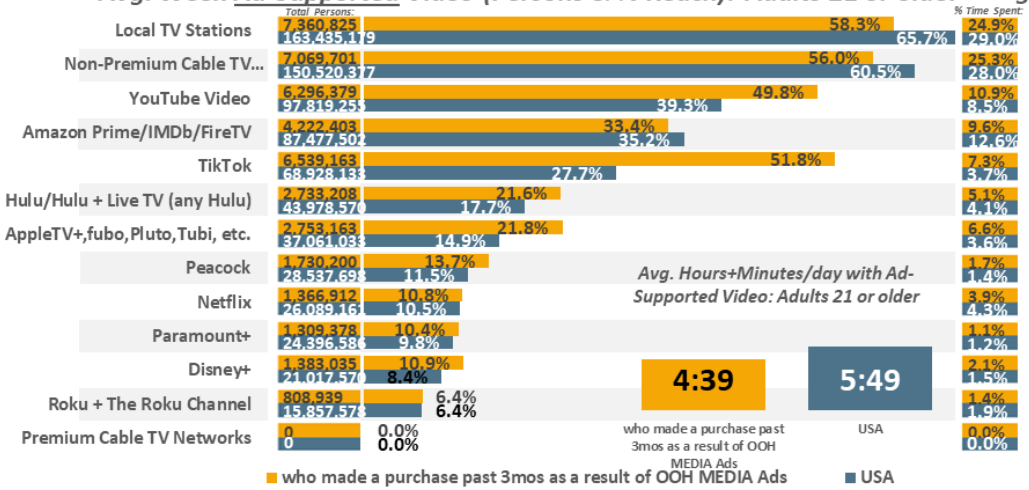
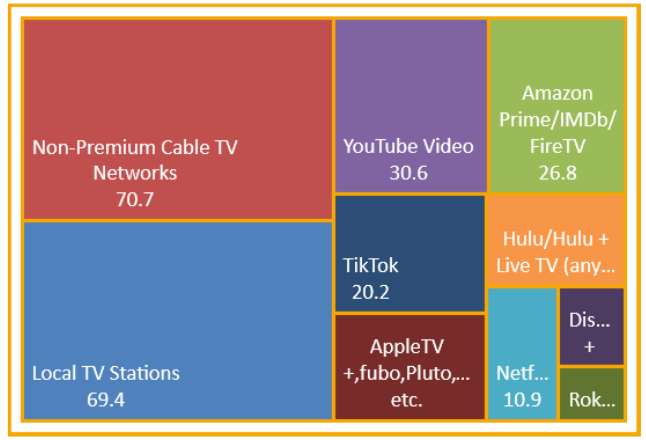
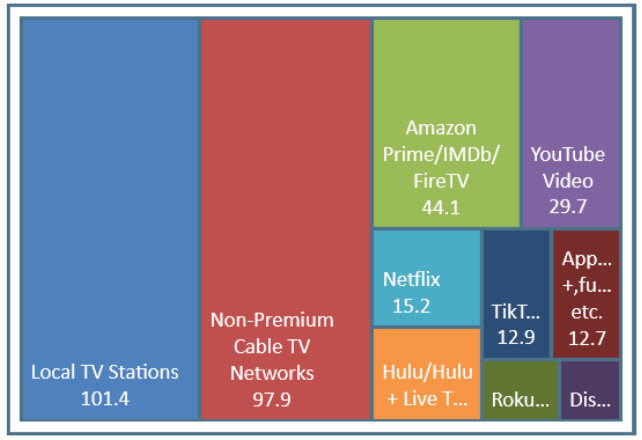


Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





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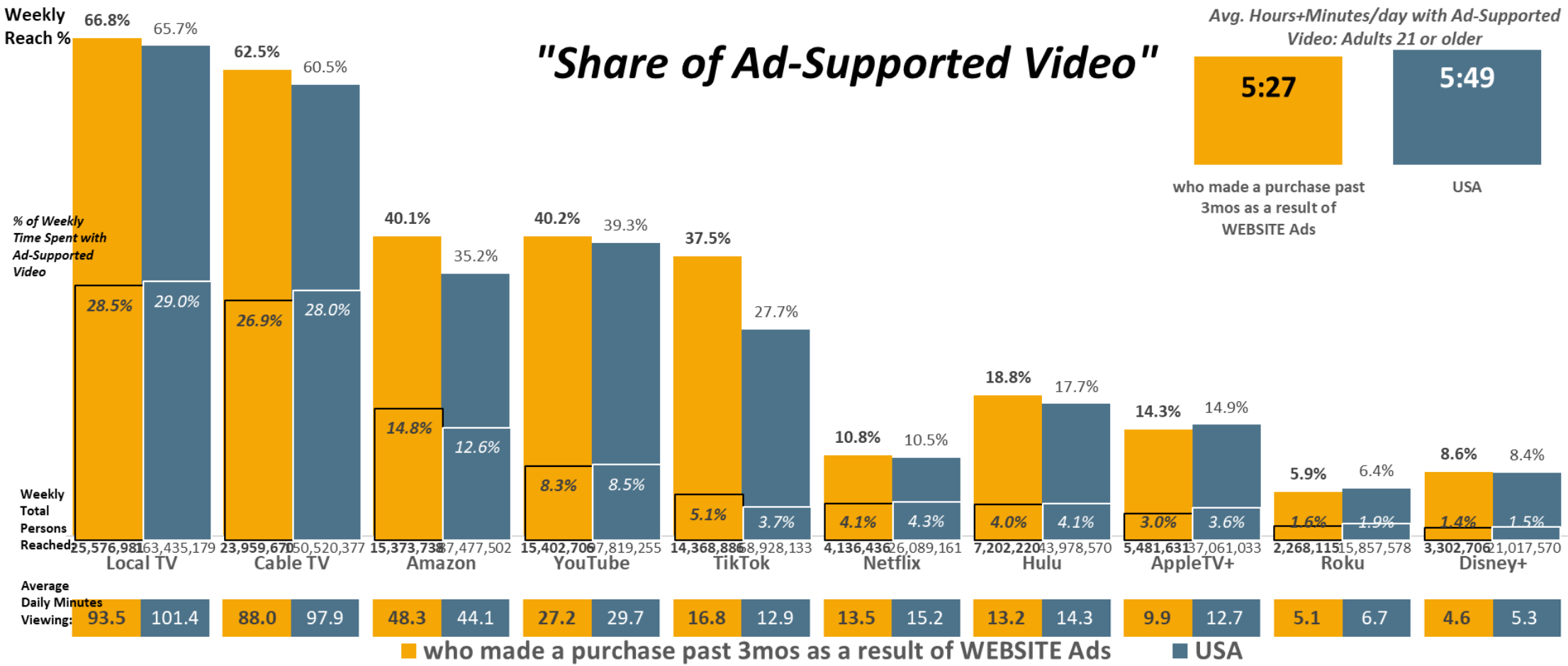
WEBSITES

25,576,981 or 66.8% of Adults 21 or older who made a purchase past 3mos as a result of WEBSITE Ads watch Ad-Supported Local TV Stations for an average of 93.5 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.



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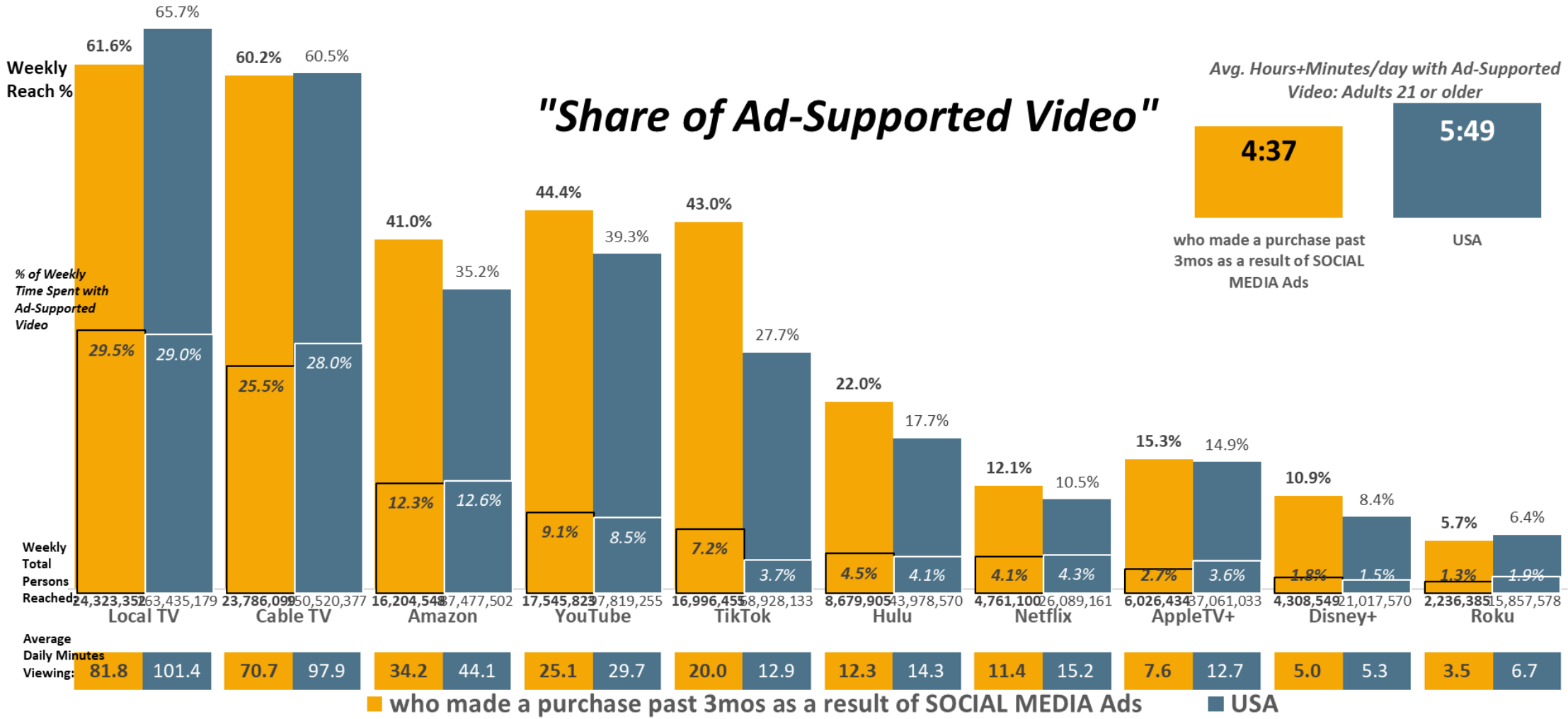
Ads on WEBSITES = Made a purchase as a result of ads past 3 months: Ads on websites

SOCIAL MEDIA

24,323,352 or 61.6% of Adults 21 or older who made a purchase past 3mos as a result of SOCIAL MEDIA Ads watch Ad-Supported Local TV Stations for an average of 81.8 minutes every day representing 29.5% of all time spent daily with Ad-Supported Video.



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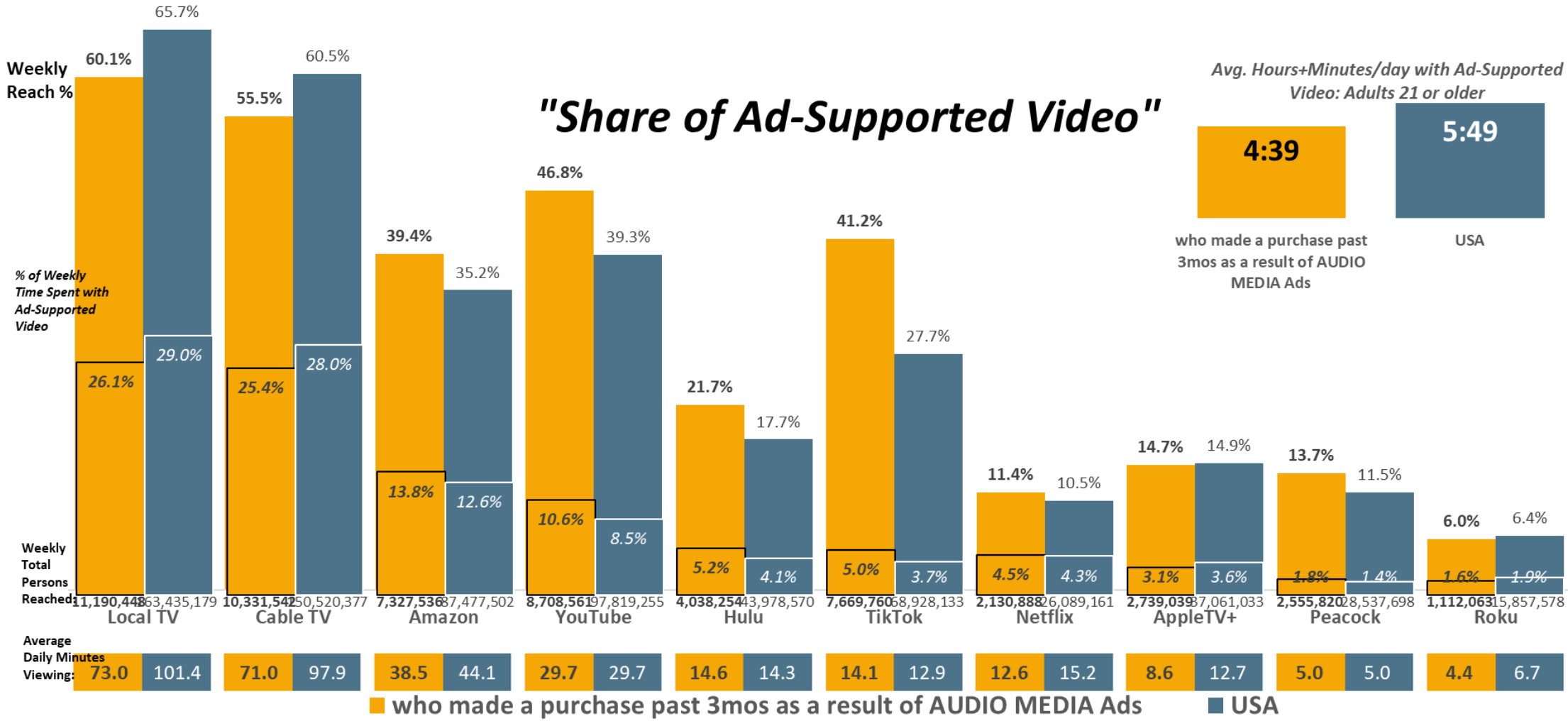

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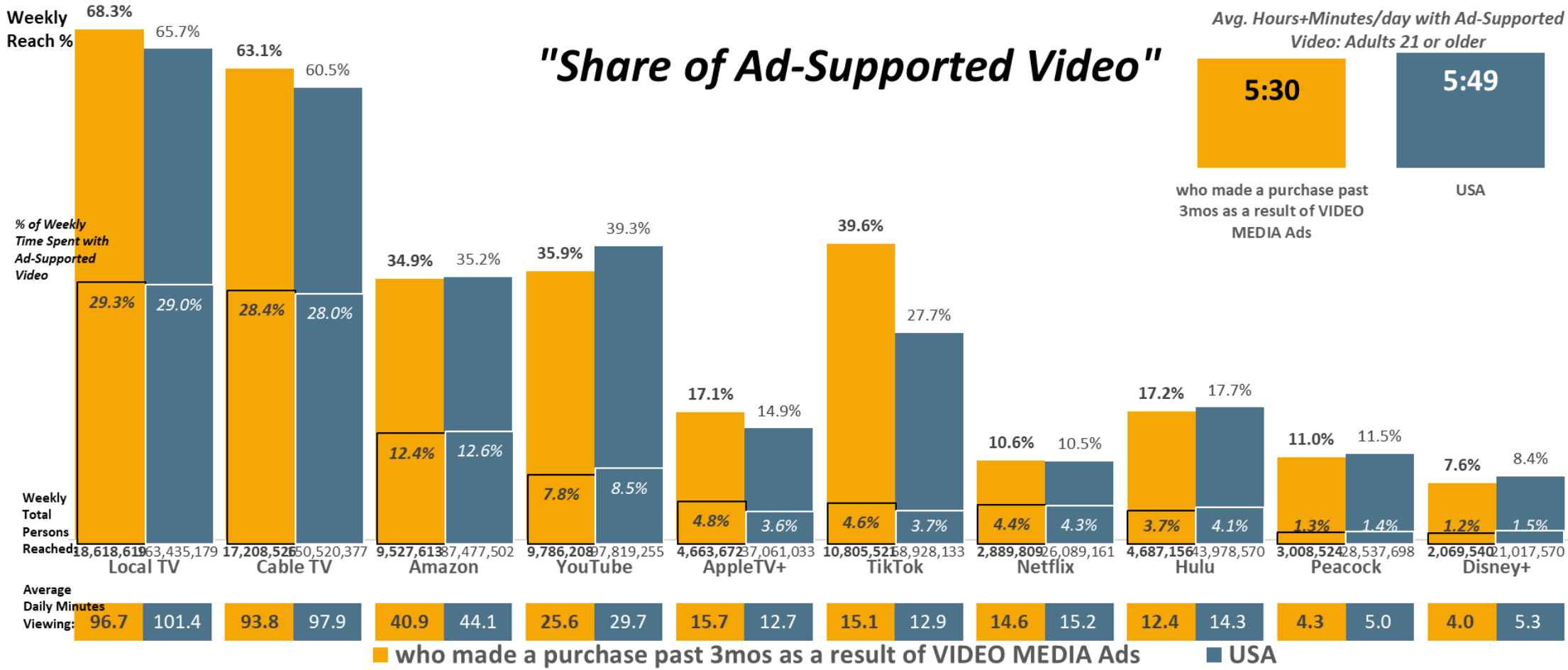

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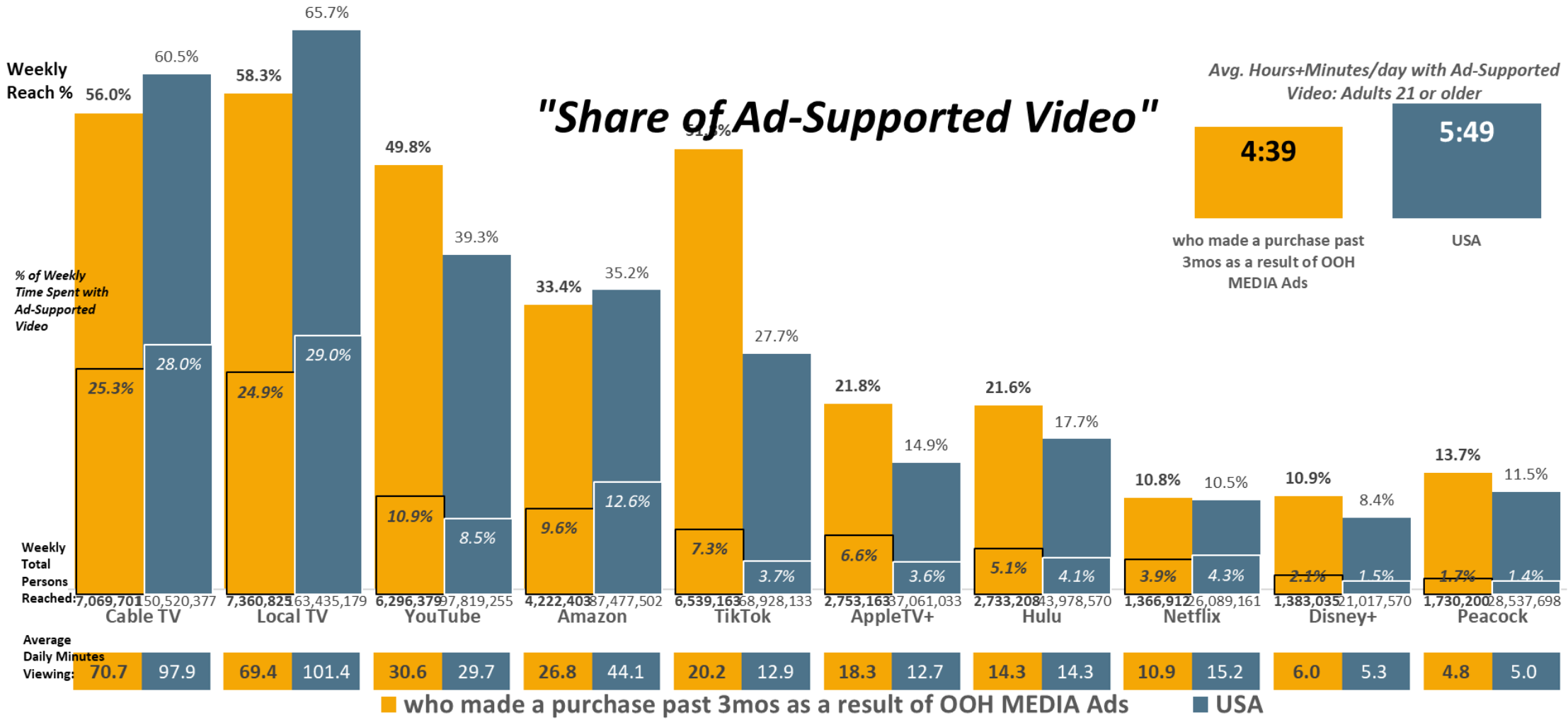

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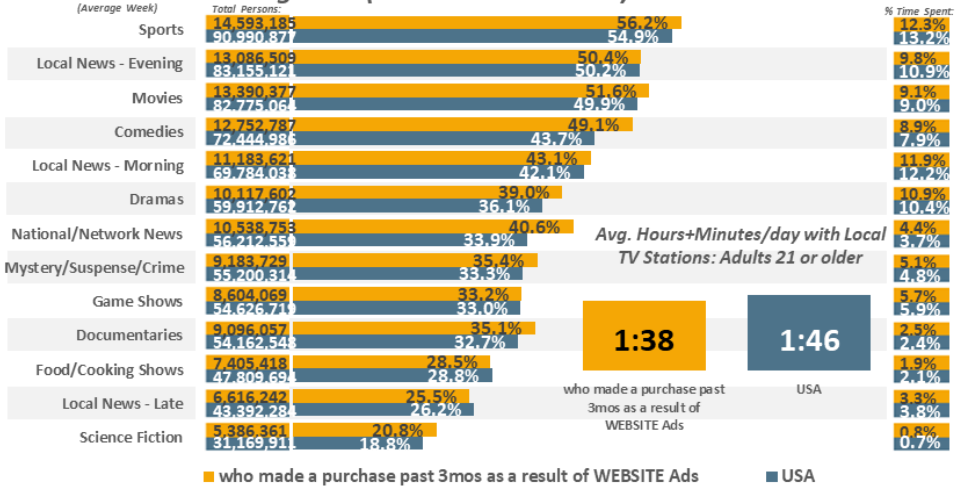
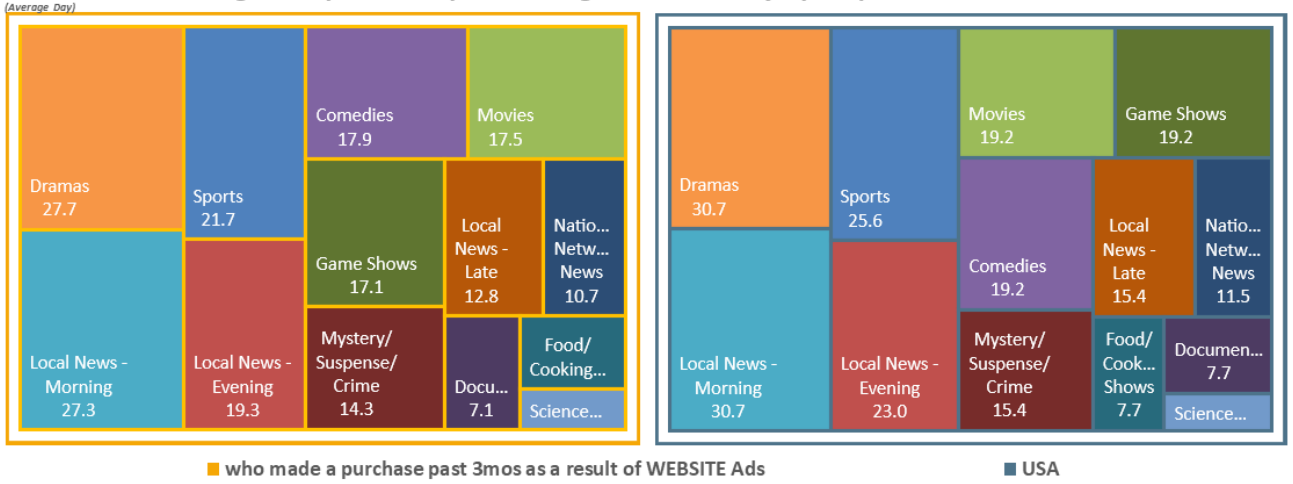
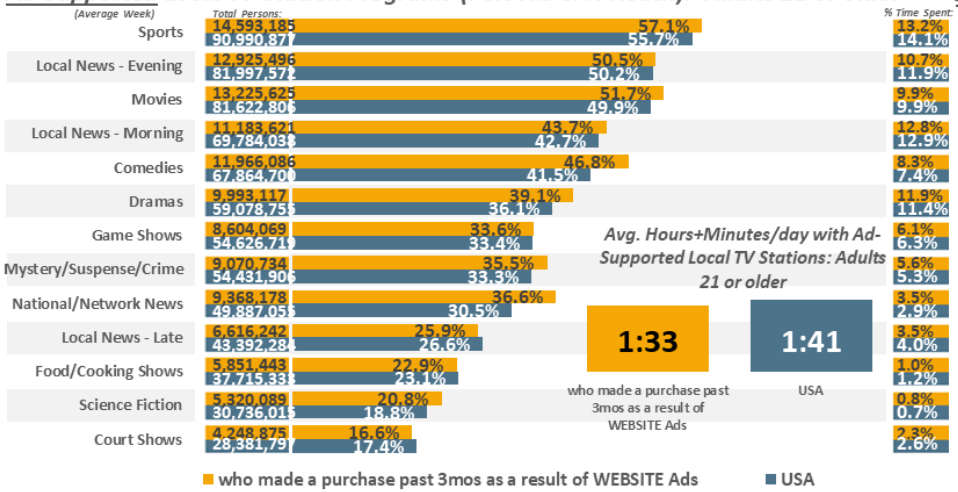
Local TV Station Programs (Persons & % Reach): Adults 21 or older



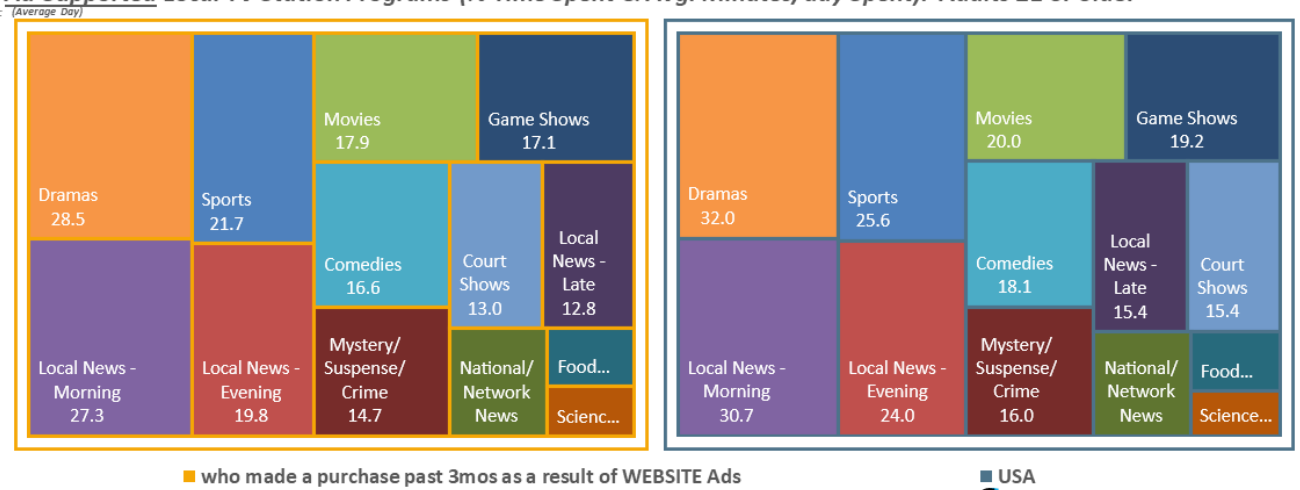
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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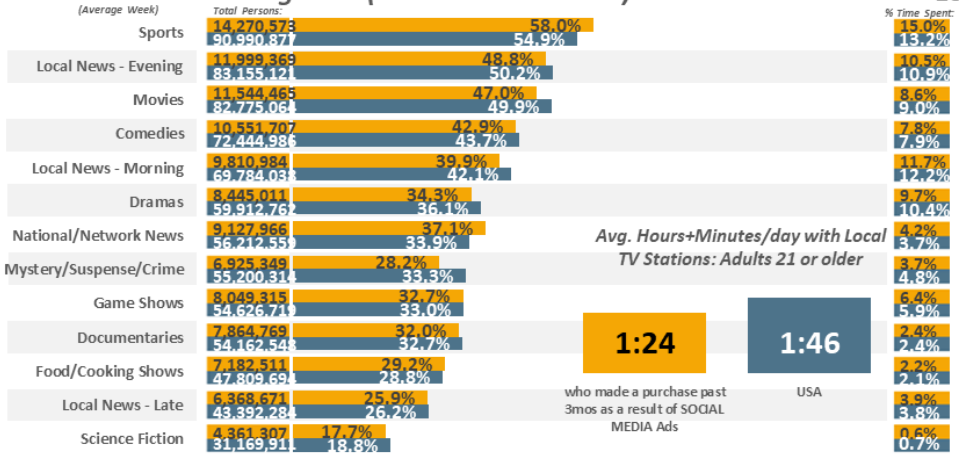

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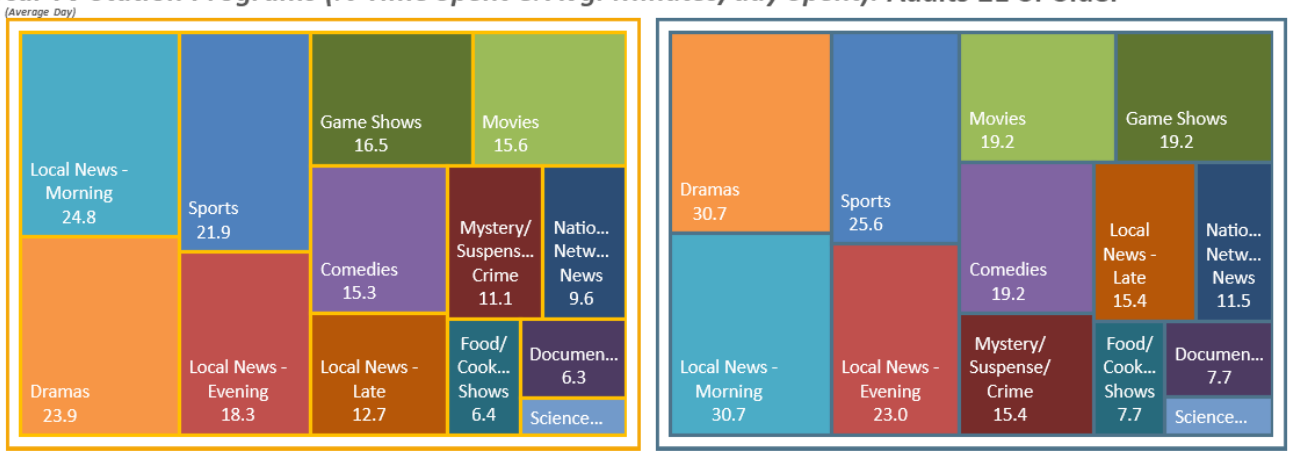
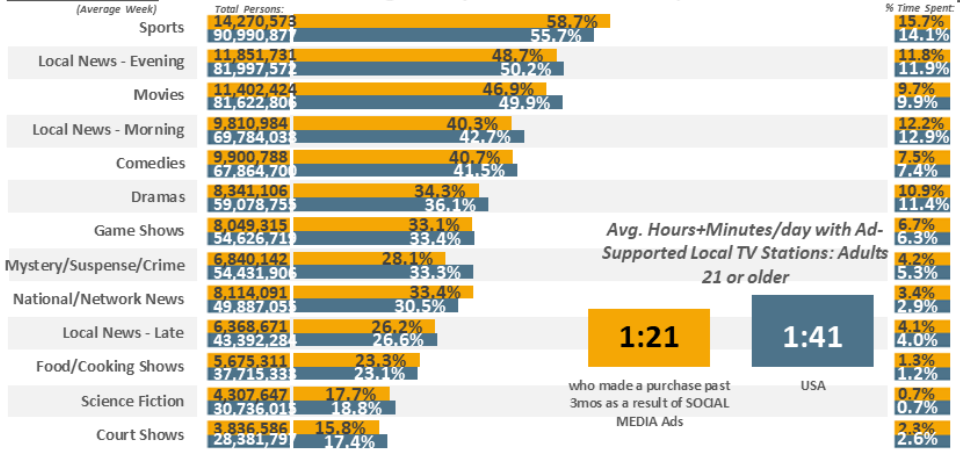


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



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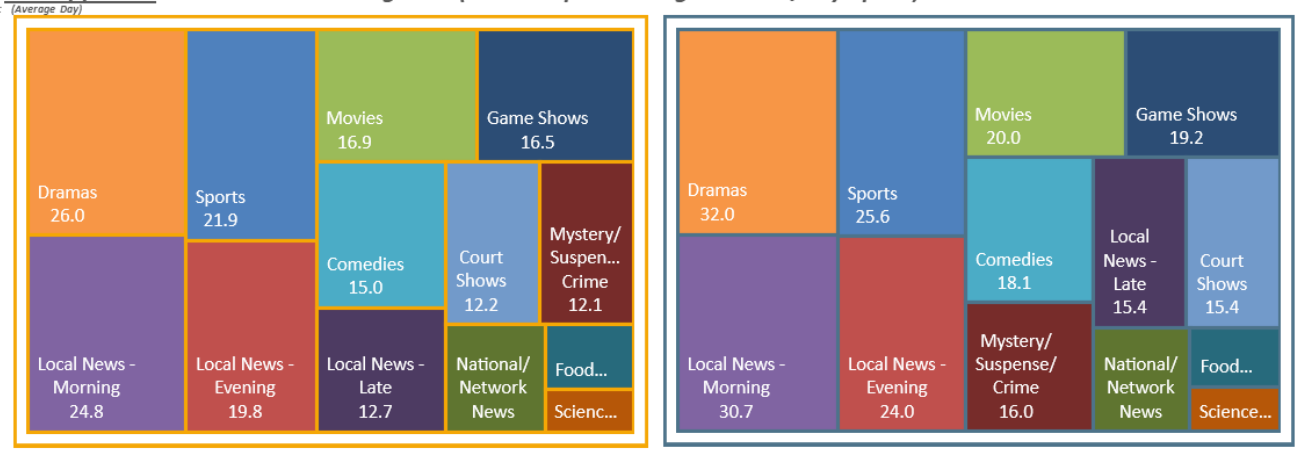

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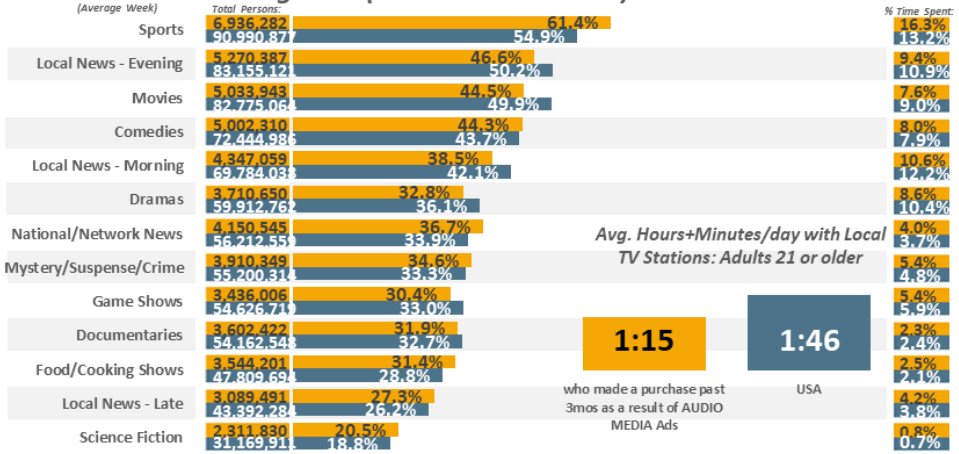

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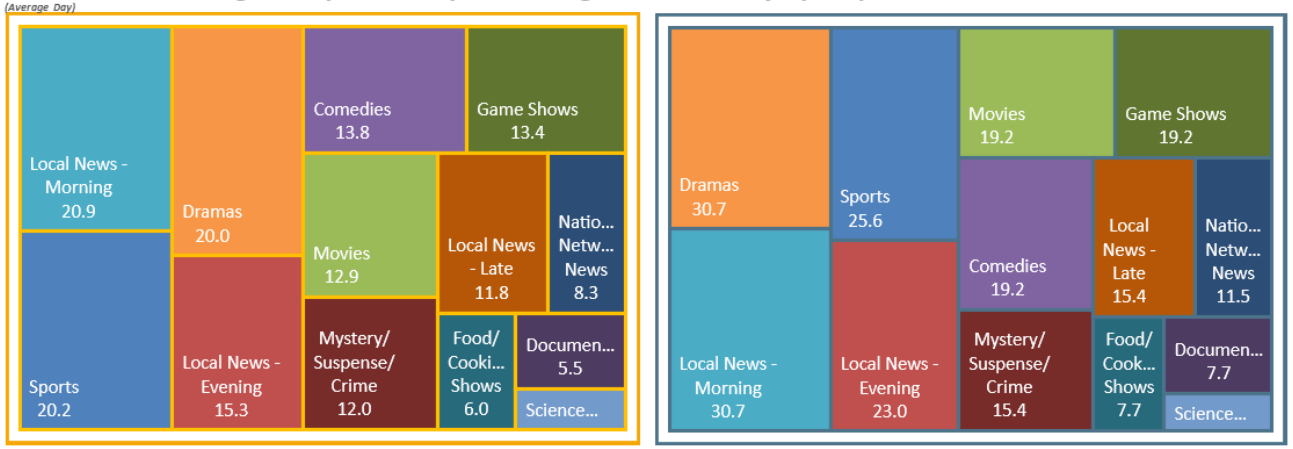

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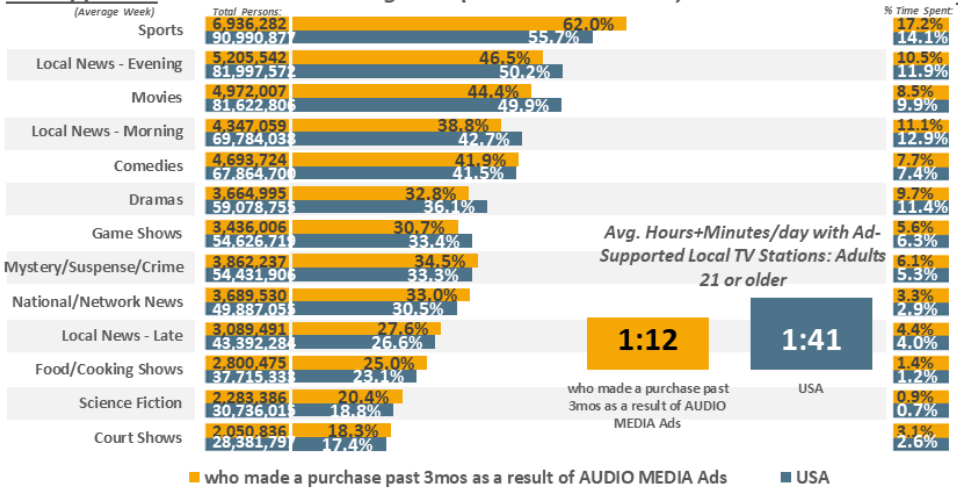

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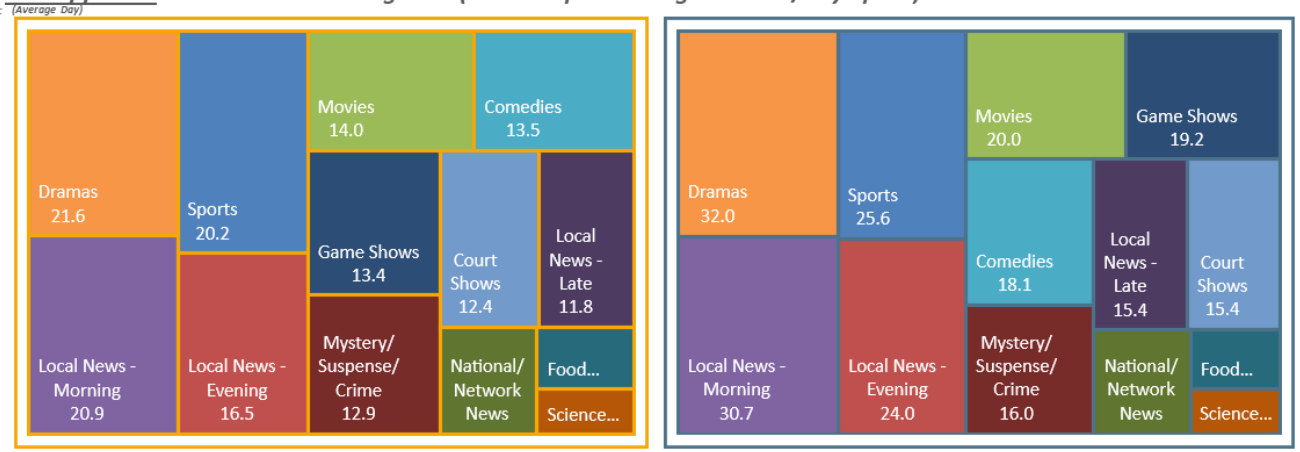

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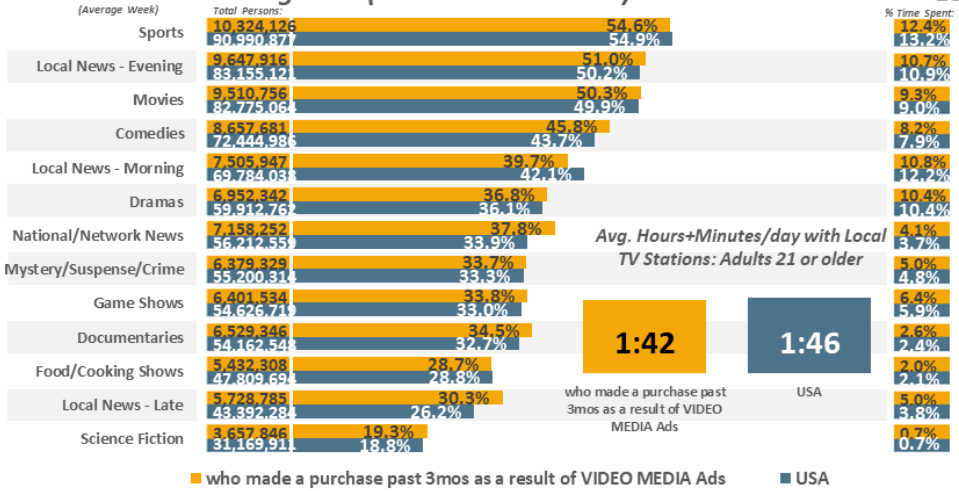

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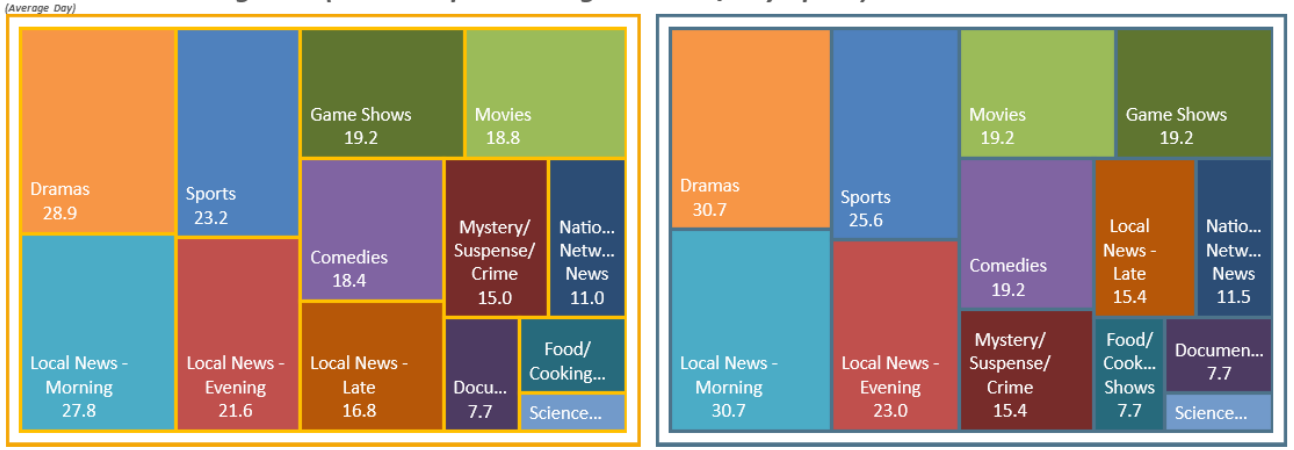
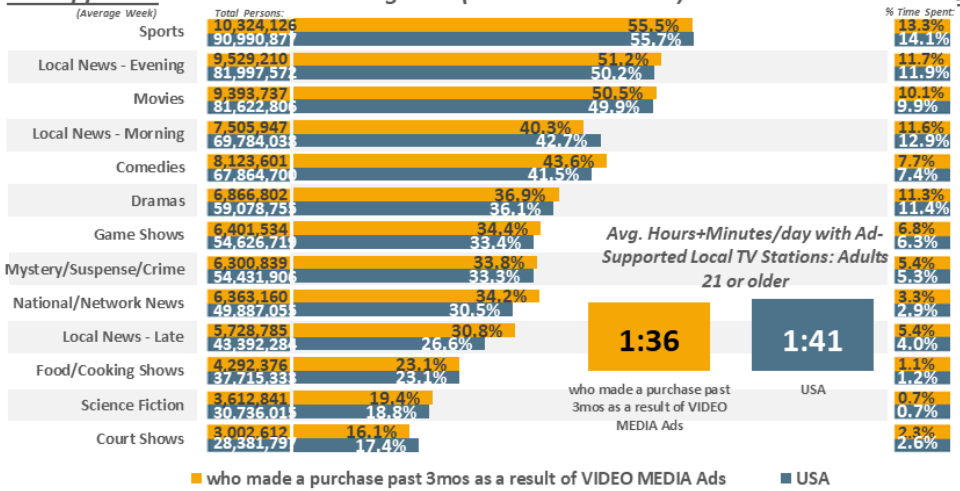


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



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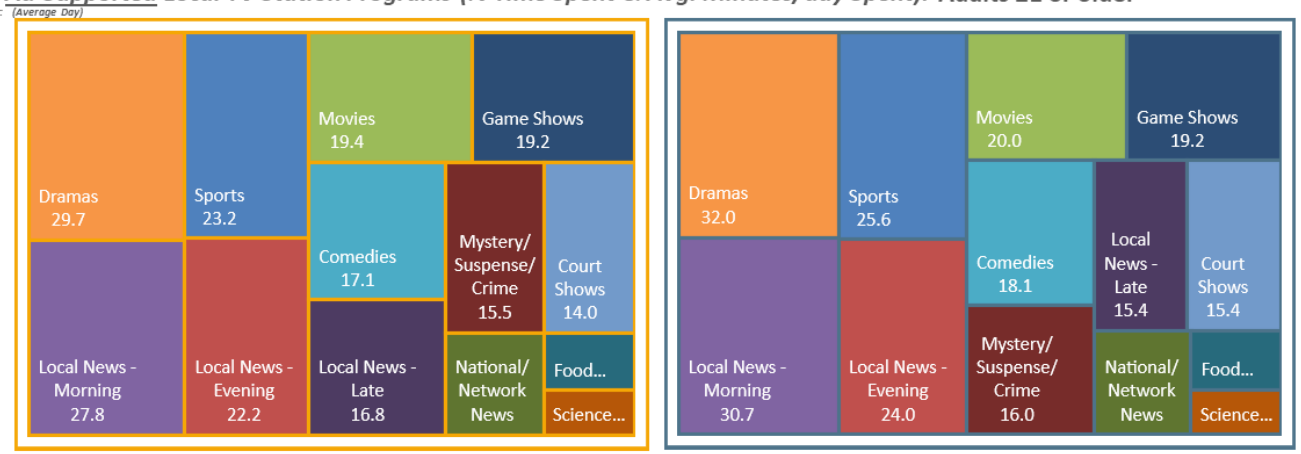

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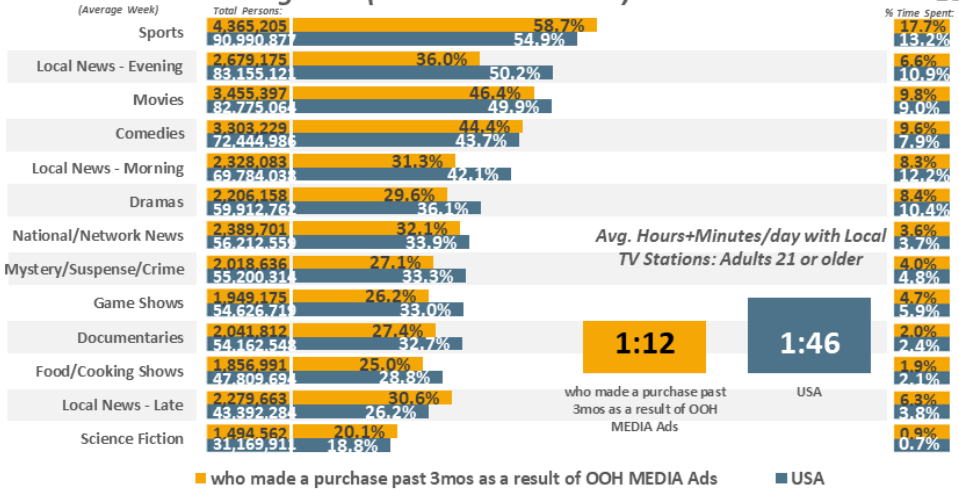
Ads on VIDEO MEDIA = (Made a purchase as a result of ads past 3 months: Ads on broadcast, cable or satellite TV OR Made a purchase as a result of ads past 3 months: Ads on video streaming services)

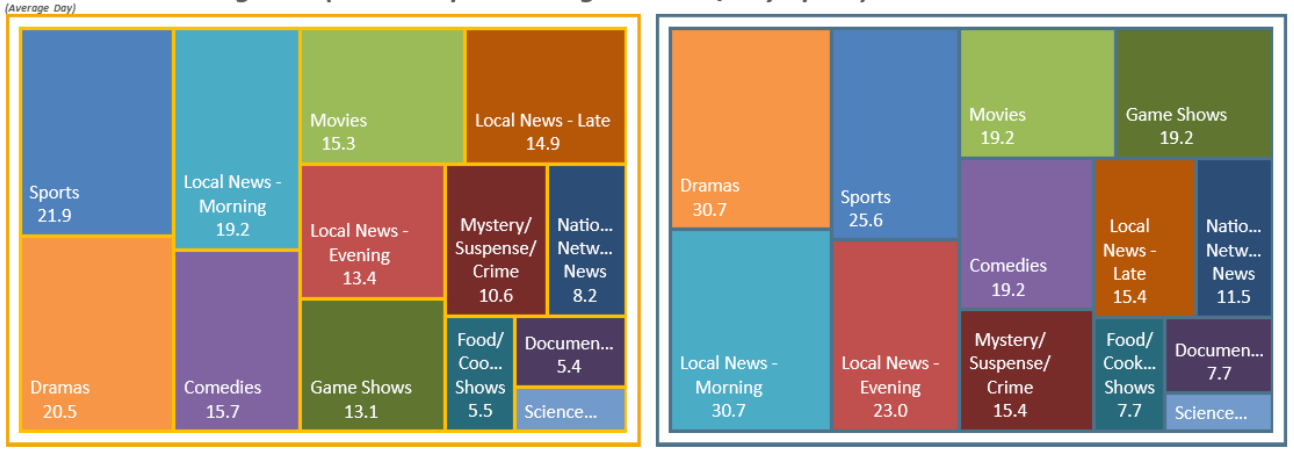
OOH MEDIA

7,360,825 or 58.3% of Adults 21 or older who made a purchase past 3mos as a result of OOH MEDIA Ads watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Evening, Local News - Morning, and Local News - Late.

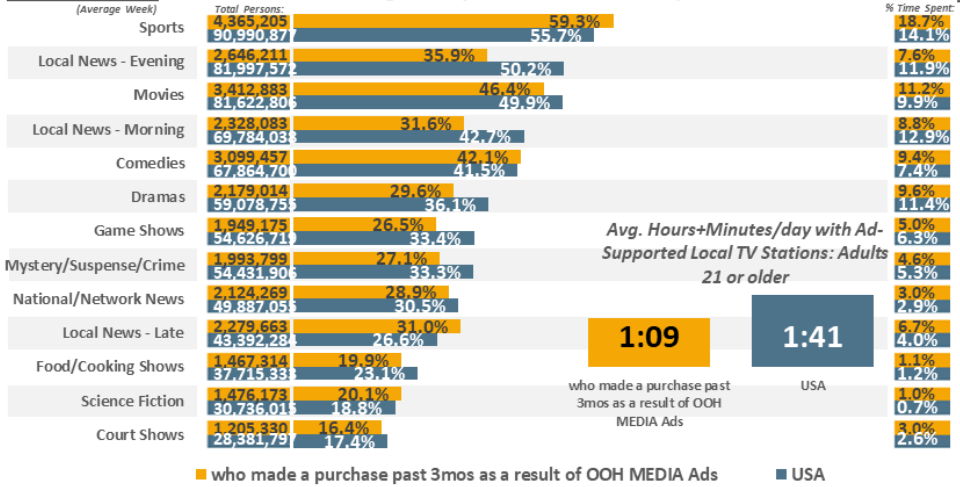
Local TV Station Programs (Persons & % Reach): Adults 21 or older



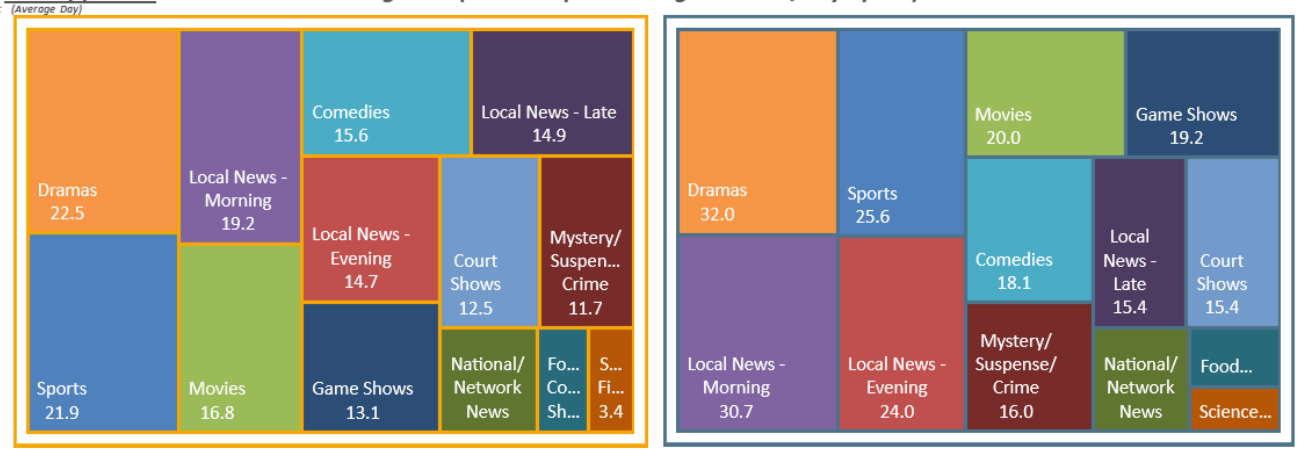
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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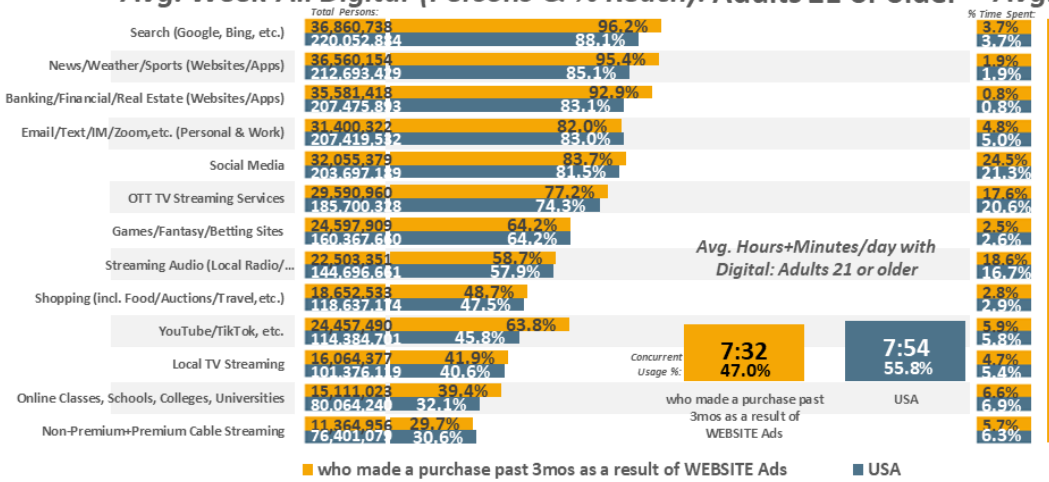
Ads on OUT-OF-HOME MEDIA = (Made a purchase as a result of ads past 3 months: Ads on billboards OR Made a purchase as a result of ads past 3 months: Ads on digital video displays OR Made a purchase as a result of ads past 3 months: Ads at stadiums/arenas)

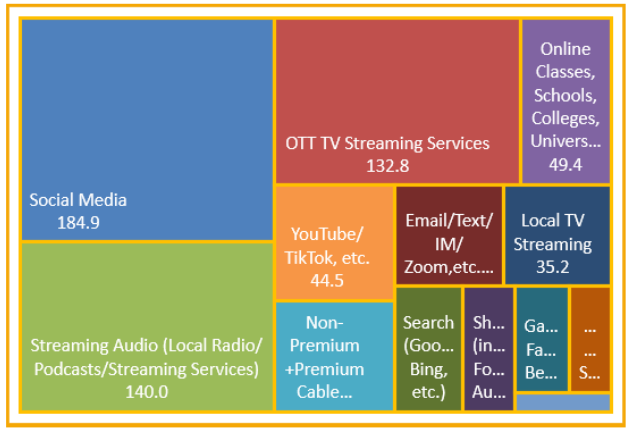
WEBSITES

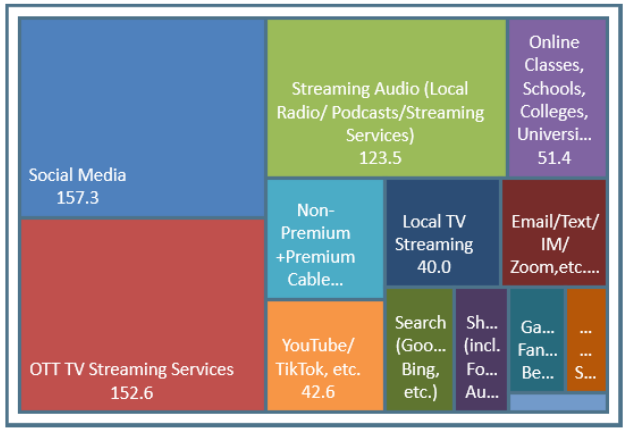
26,573,890 or 69.4% of Adults 21 or older who made a purchase past 3mos as a result of WEBSITE Ads use Ad-Supported Social Media for an average of 170.1 minutes every day representing 29.8% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 21 or older

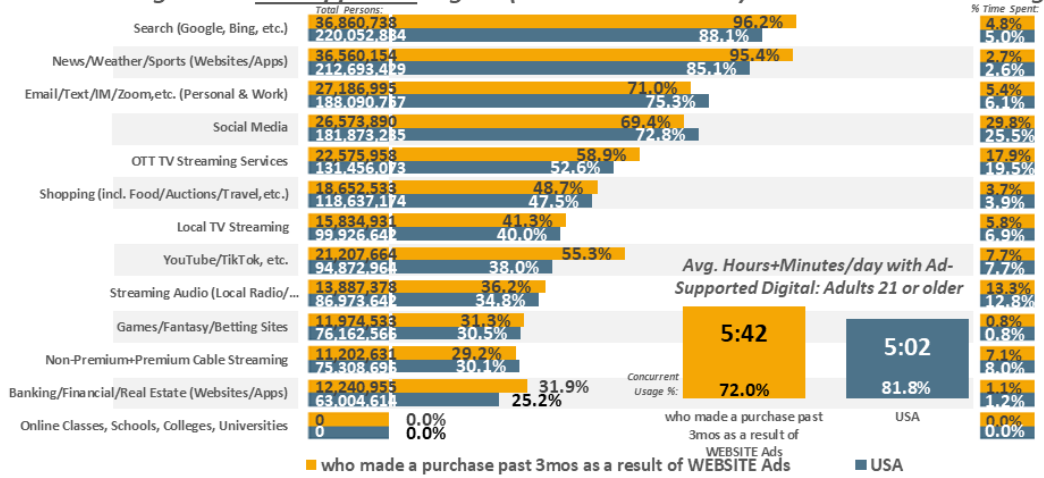


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

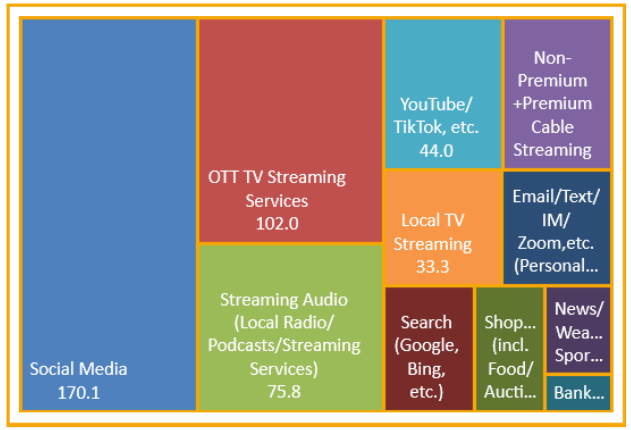


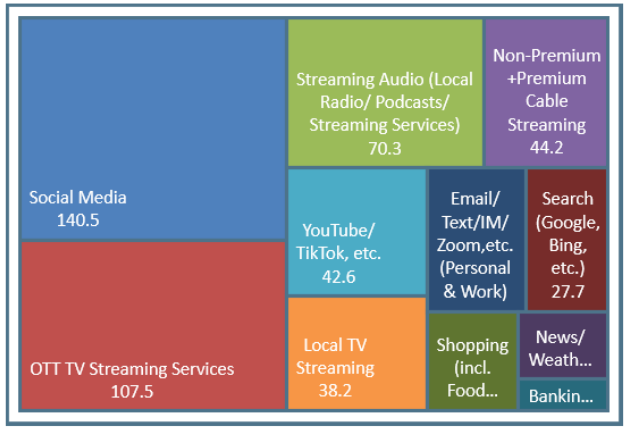


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





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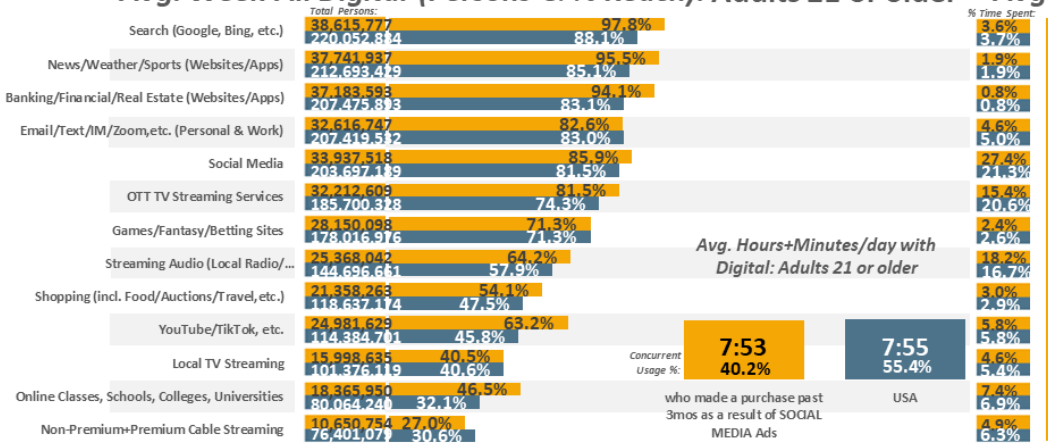
Ads on WEBSITES = Made a purchase as a result of ads past 3 months: Ads on websites

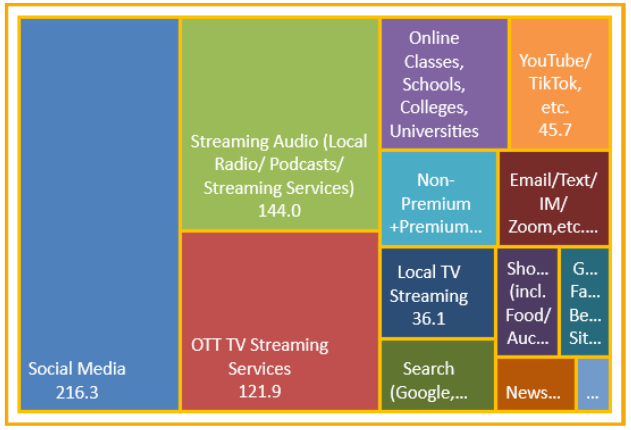
SOCIAL MEDIA

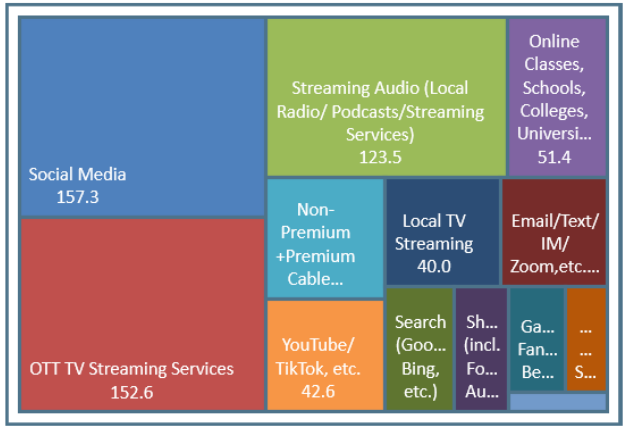
28,742,236 or 72.8% of Adults 21 or older who made a purchase past 3mos as a result of SOCIAL MEDIA Ads use Ad-Supported Social Media for an average of 199. minutes every day representing 34.2% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 21 or older



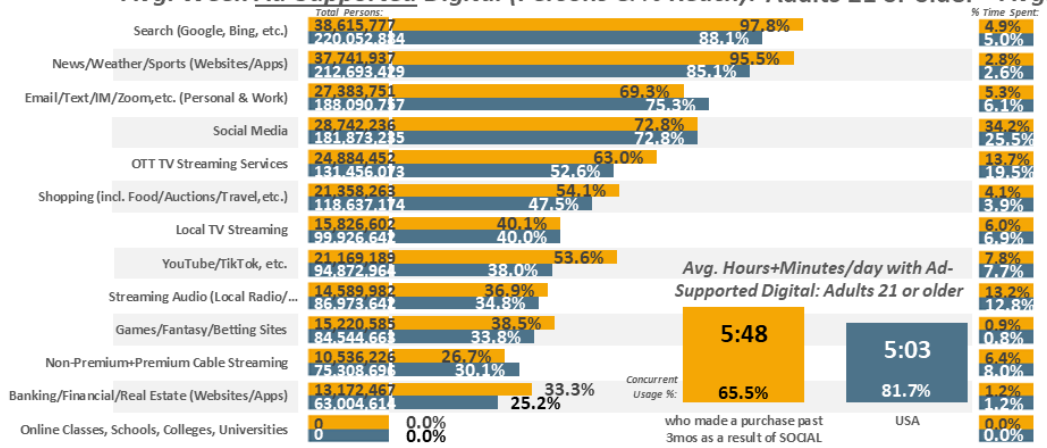
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



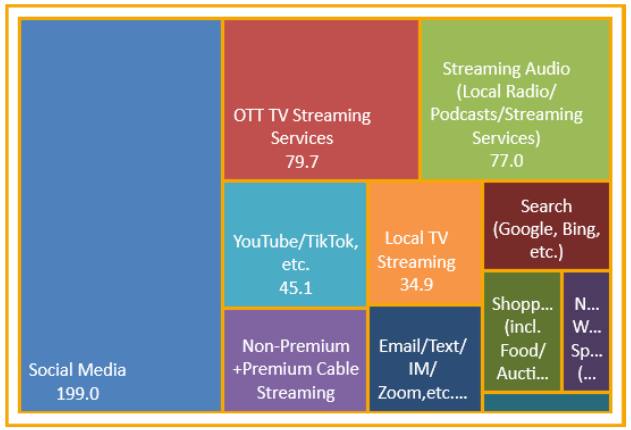


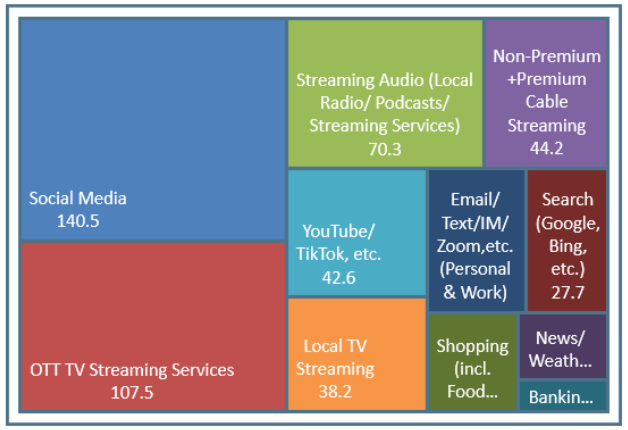
who made a purchase past 3mos as a result of SOCIAL MEDIA Ads ■ USA

Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





who made a purchase past 3mos as a result of SOCIAL MEDIA Ads ■ USA

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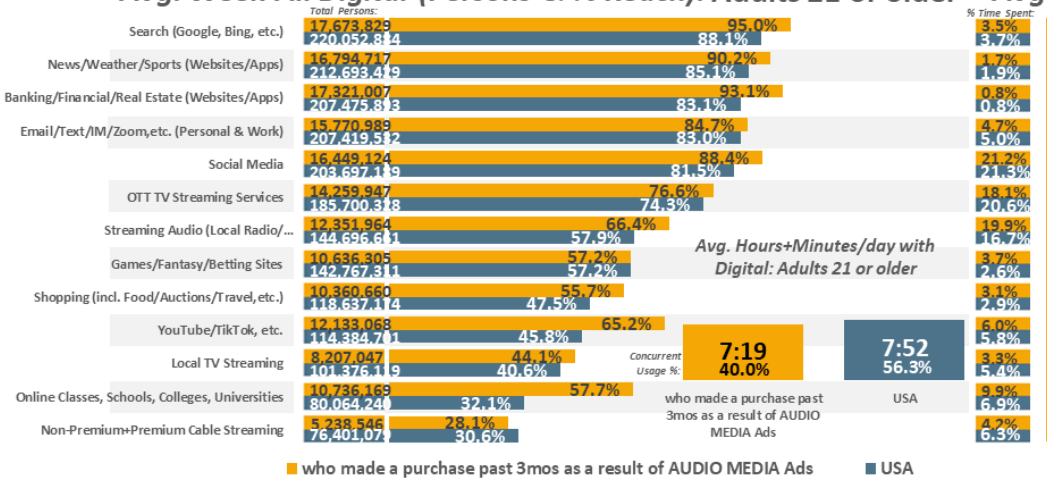
Ads on SOCIAL MEDIA = Made a purchase as a result of ads past 3 months: Ads on social media

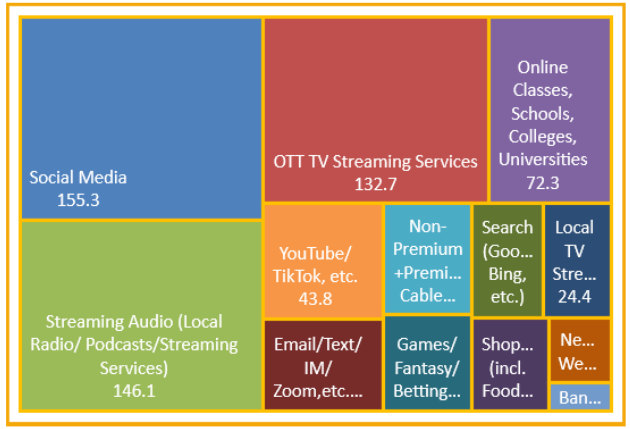
AUDIO MEDIA

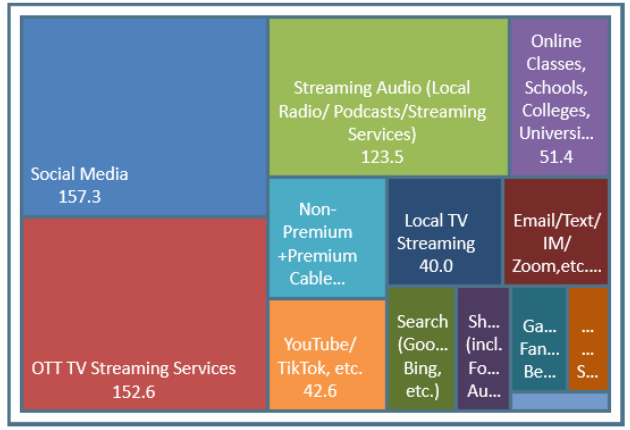
13,264,877 or 71.3% of Adults 21 or older who made a purchase past 3mos as a result of AUDIO MEDIA Ads use Ad-Supported Social Media for an average of 142.9 minutes every day representing 27.7% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 21 or older

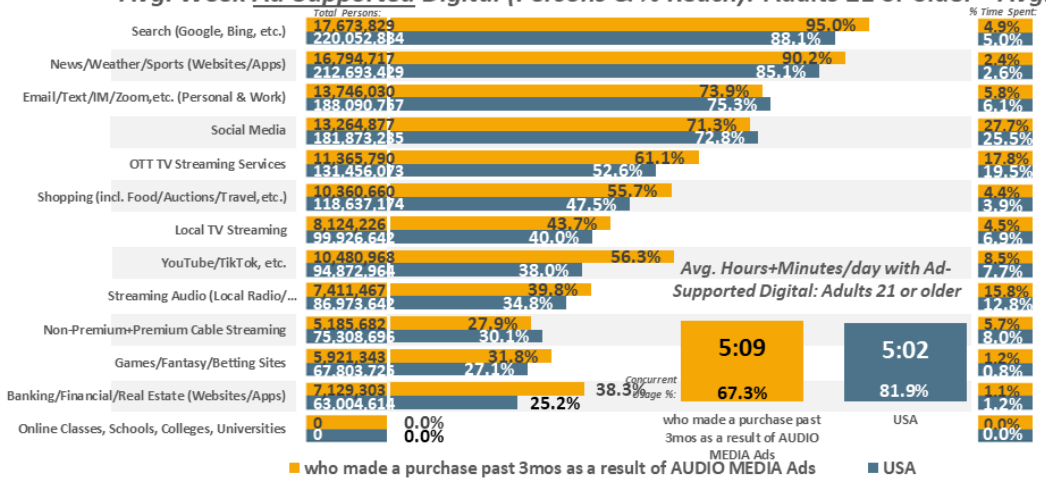


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

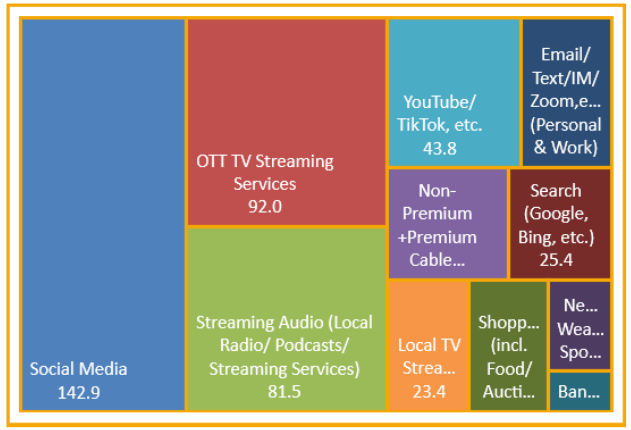


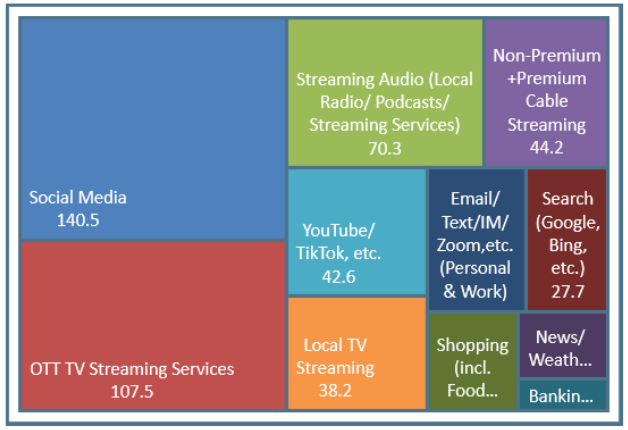


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





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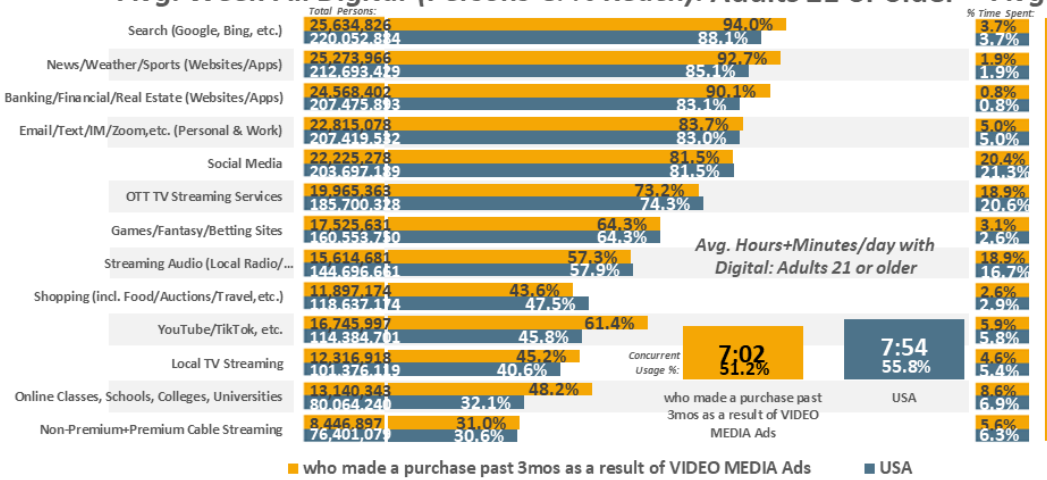
Ads on AUDIO MEDIA = (Made a purchase as a result of ads past 3 months: Ads on the radio OR Made a purchase as a result of ads past 3 months: Ads in podcasts OR Made a purchase as a result of ads past 3 months: Ads on audio streaming services)

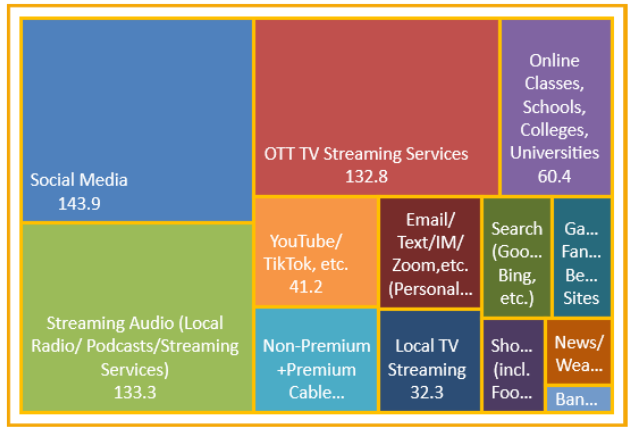
VIDEO MEDIA

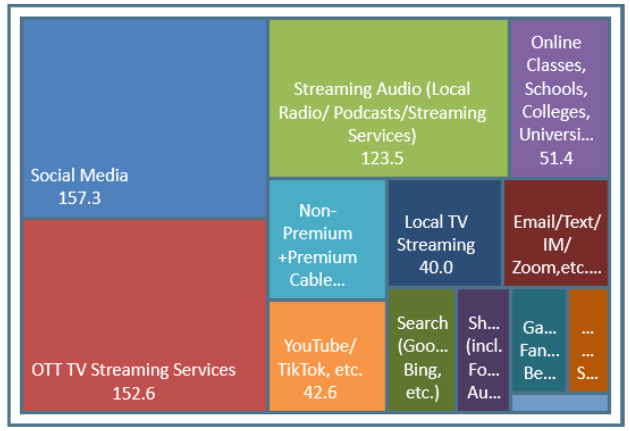
18,851,602 or 69.1% of Adults 21 or older who made a purchase past 3mos as a result of VIDEO MEDIA Ads use Ad-Supported Social Media for an average of 132.4 minutes every day representing 25.8% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 21 or older

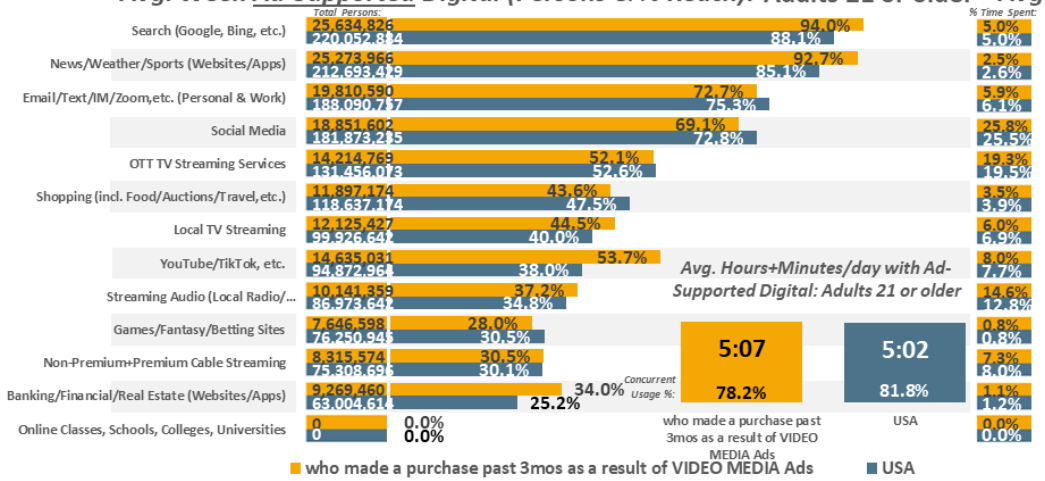


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

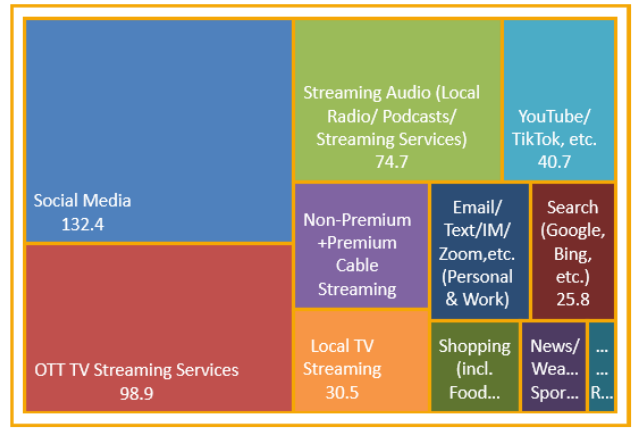


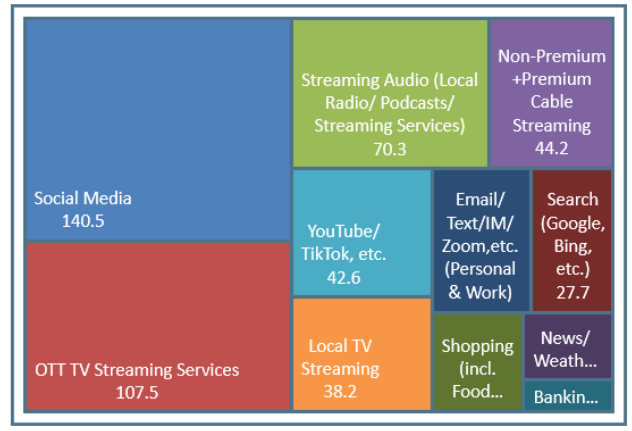


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





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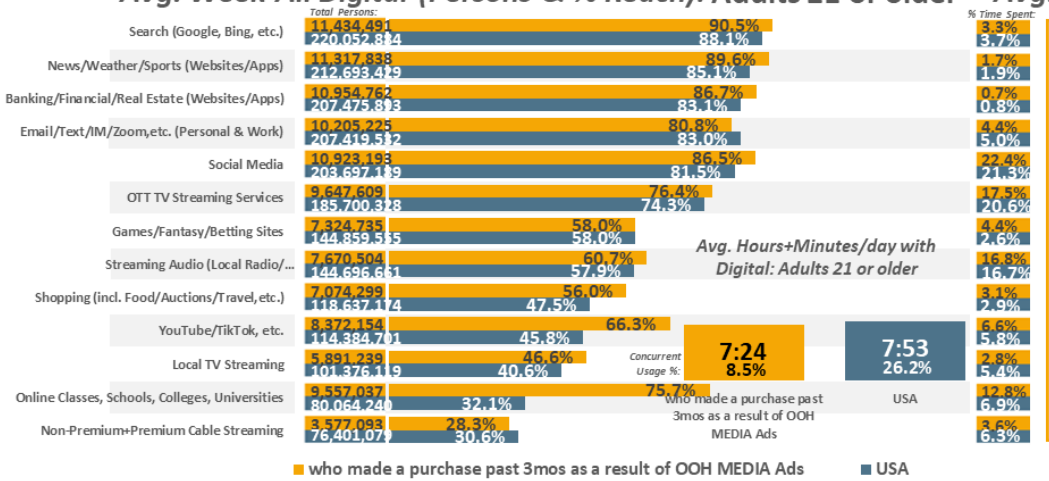
Ads on VIDEO MEDIA = (Made a purchase as a result of ads past 3 months: Ads on broadcast, cable or satellite TV OR Made a purchase as a result of ads past 3 months: Ads on video streaming services)

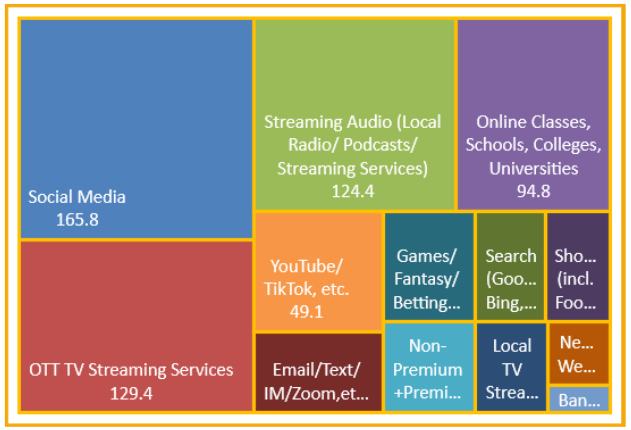
OOH MEDIA

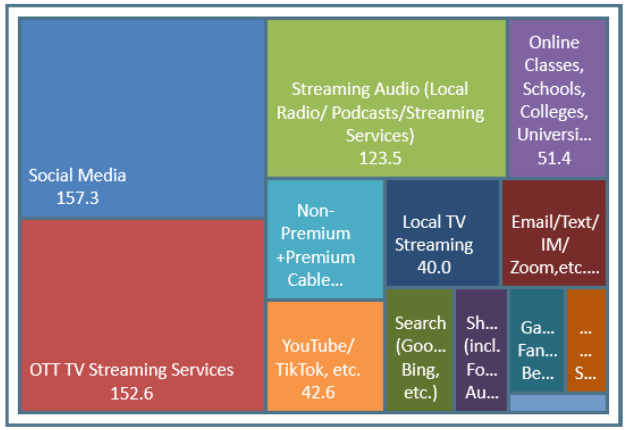
8,484,747 or 67.2% of Adults 21 or older who made a purchase past 3mos as a result of OOH MEDIA Ads use Ad-Supported Social Media for an average of 128.8 minutes every day representing 27.% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 21 or older

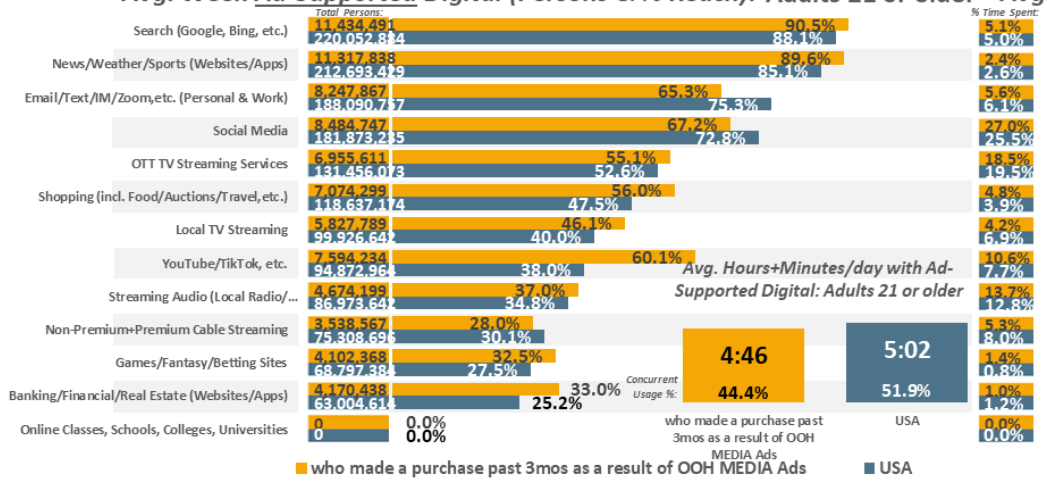


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

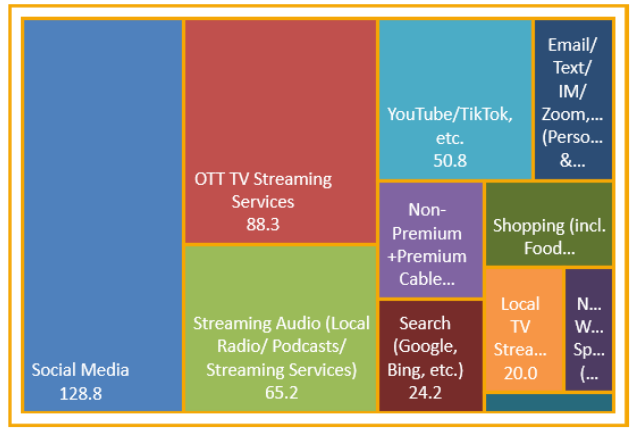


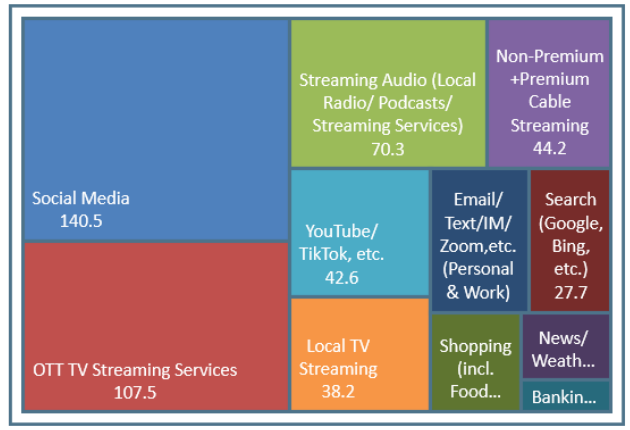


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





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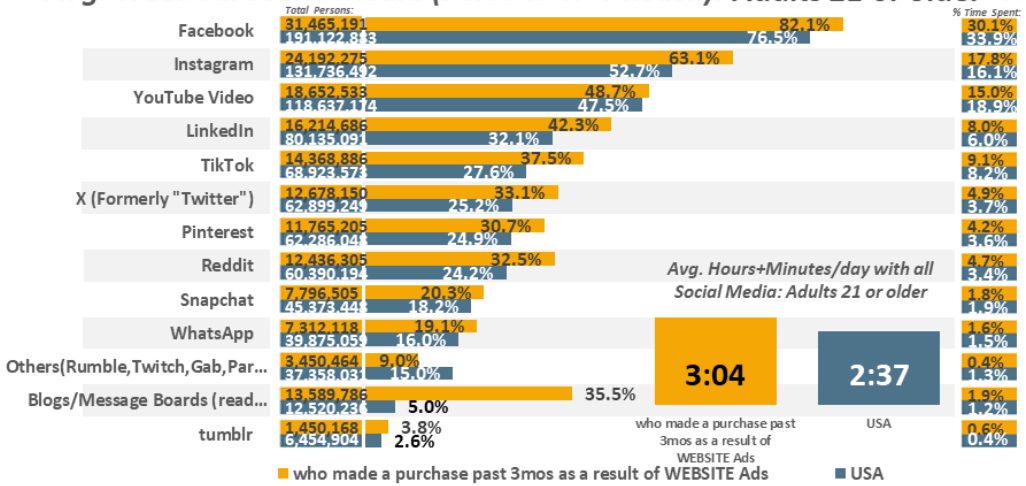
Ads on OUT-OF-HOME MEDIA = (Made a purchase as a result of ads past 3 months: Ads on billboards OR Made a purchase as a result of ads past 3 months: Ads on digital video displays OR Made a purchase as a result of ads past 3 months: Ads at stadiums/arenas)

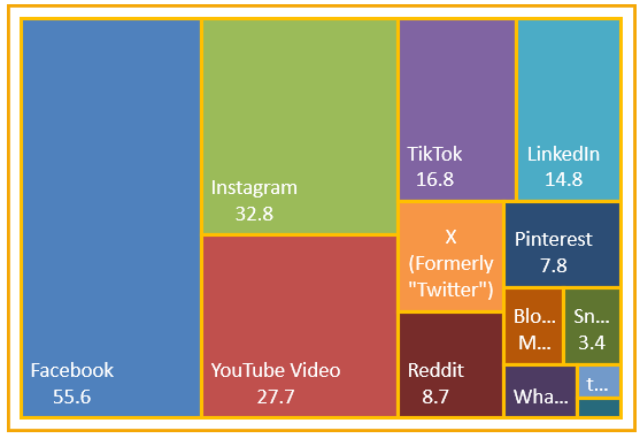
WEBSITES

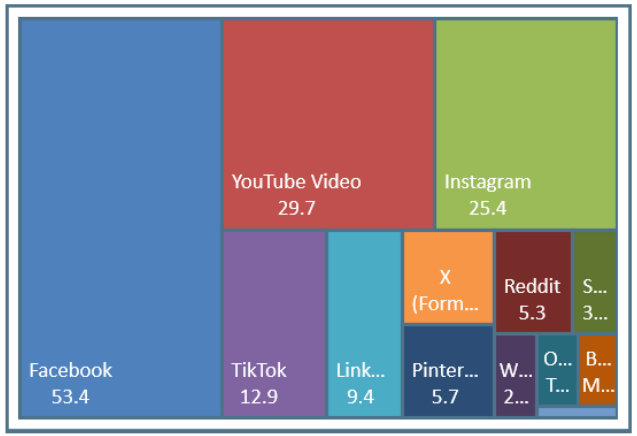
26,573,890 or 69.4% of Adults 21 or older who made a purchase past 3mos as a result of WEBSITE Ads use Ad-Supported Facebook for an average of 47.4 minutes every day representing 31.5% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 21 or older

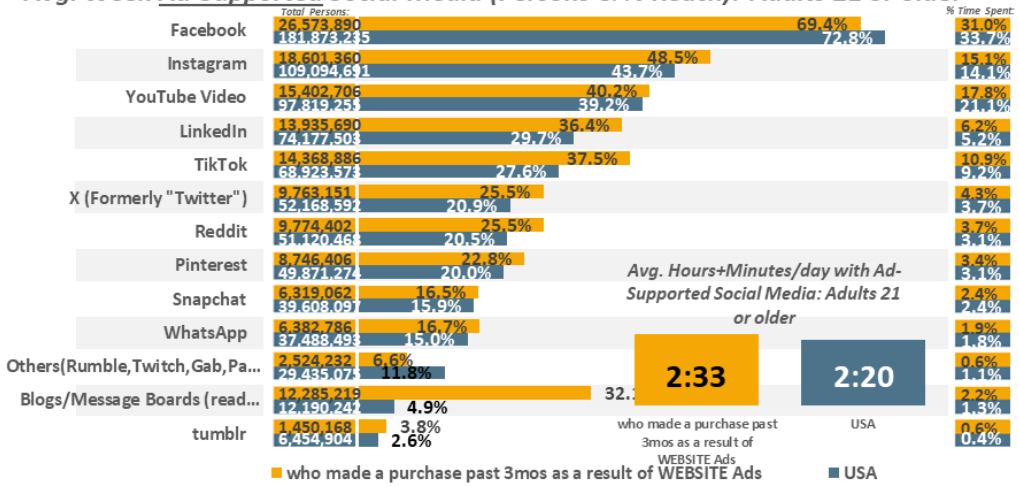


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

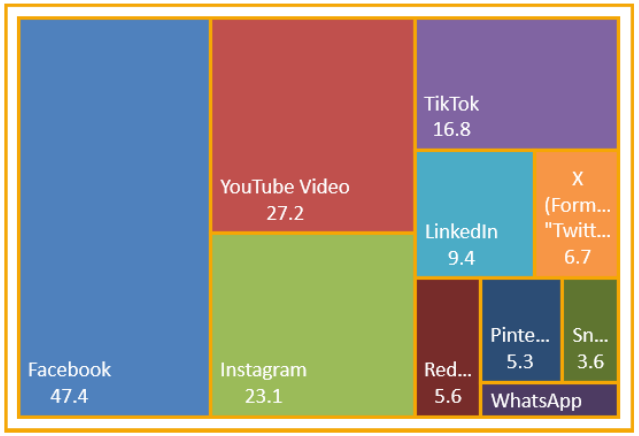


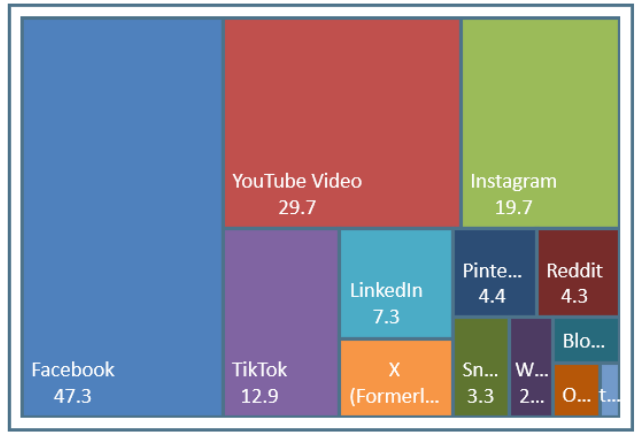


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





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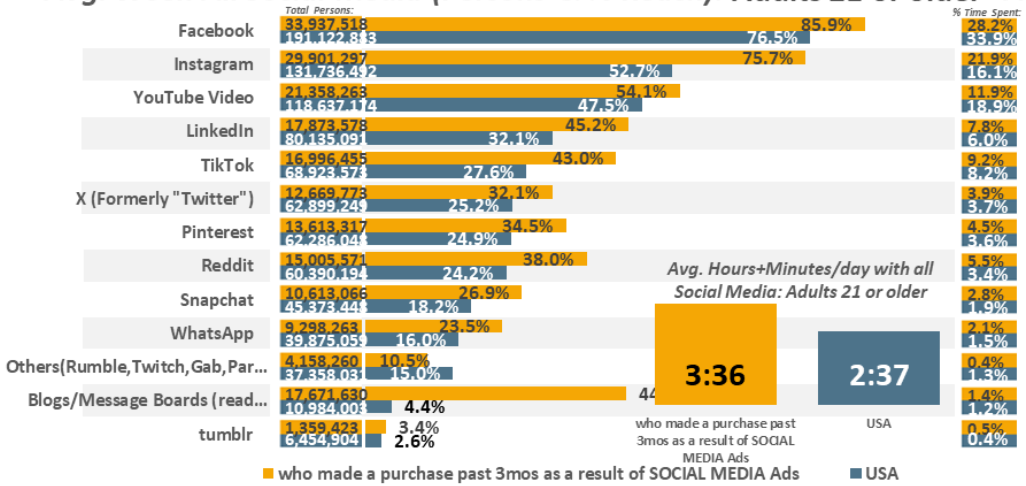
Ads on WEBSITES = Made a purchase as a result of ads past 3 months: Ads on websites

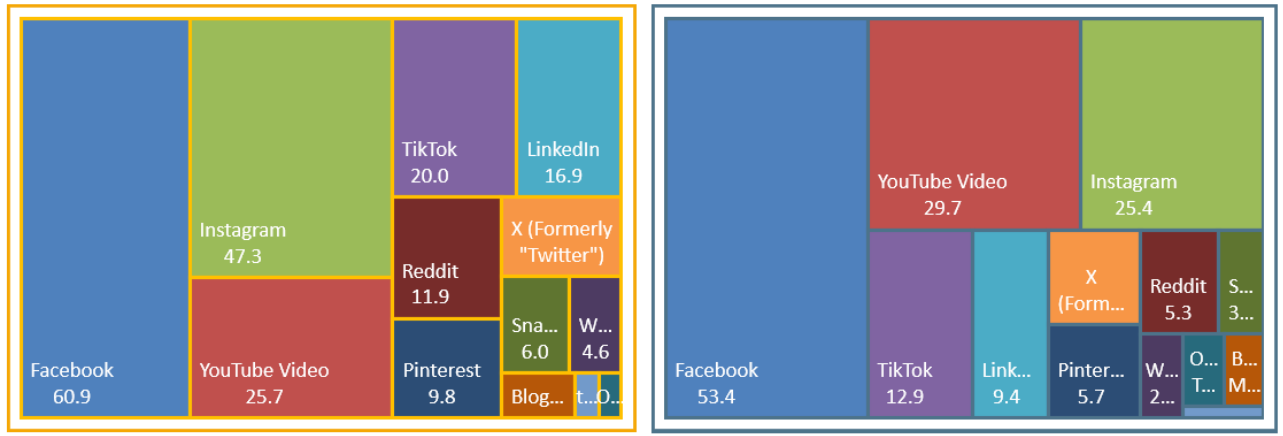
SOCIAL MEDIA

28,742,236 or 72.8% of Adults 21 or older who made a purchase past 3mos as a result of SOCIAL MEDIA Ads use Ad-Supported Facebook for an average of 57.4 minutes every day representing 31.4% of all time spent daily with Ad-Supported Social Media.

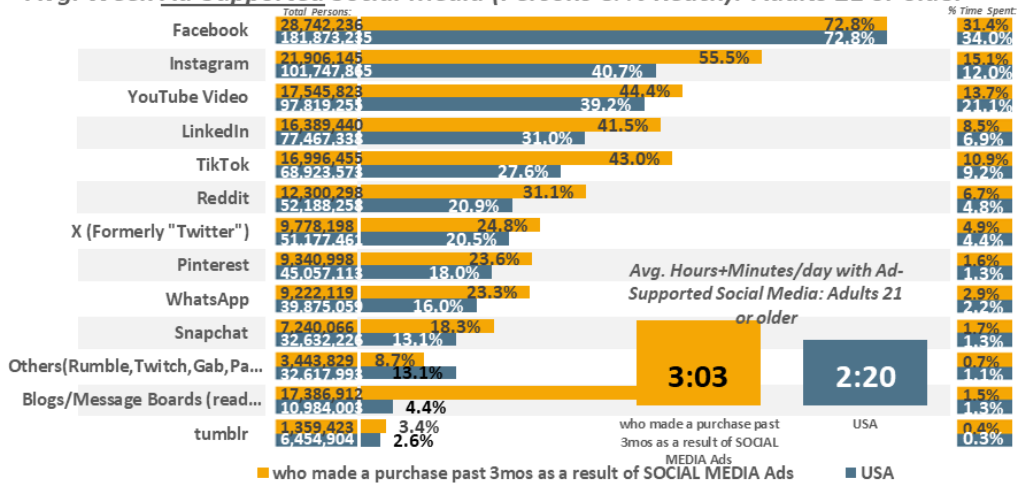
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



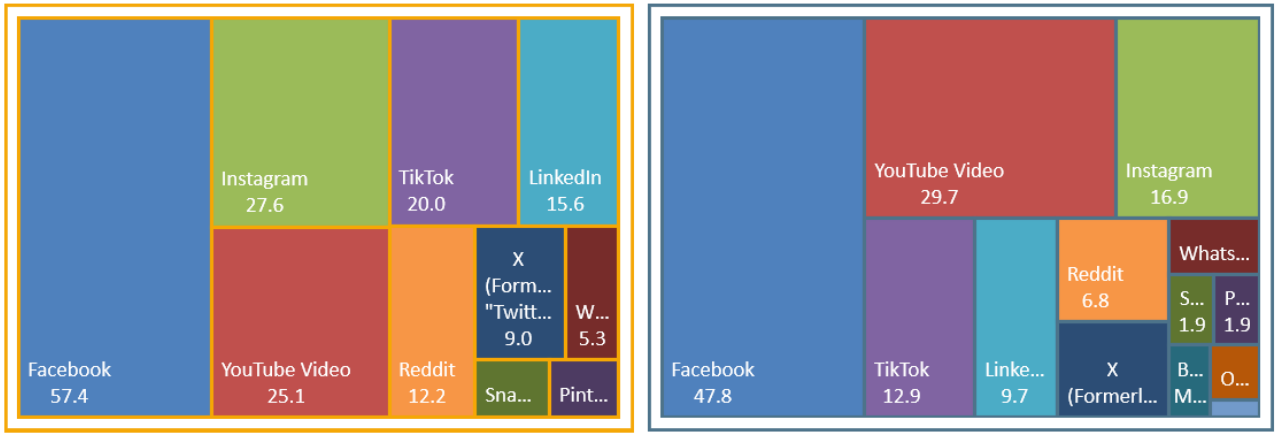
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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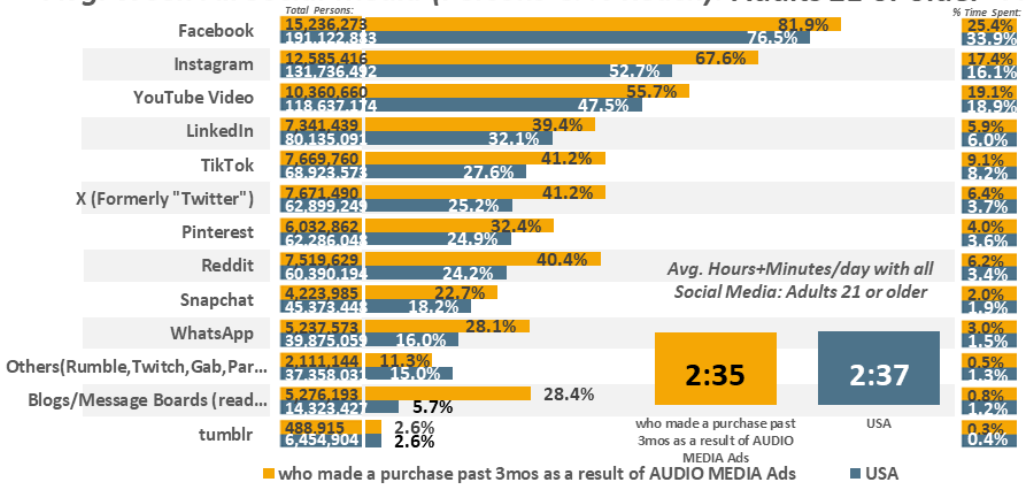
Ads on SOCIAL MEDIA = Made a purchase as a result of ads past 3 months: Ads on social media

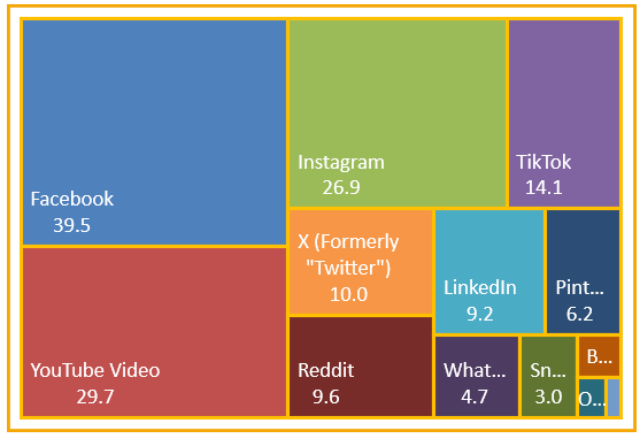
AUDIO MEDIA

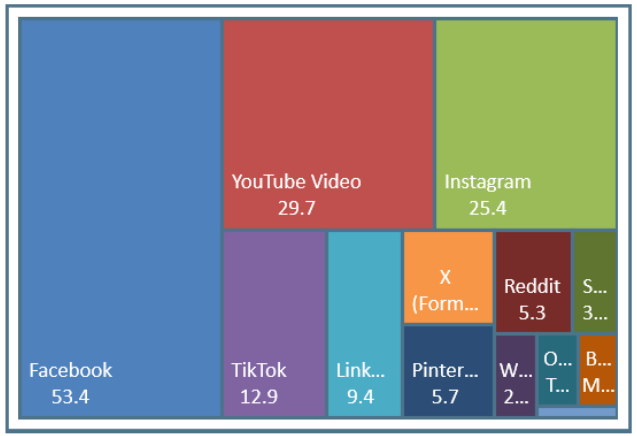
13,264,877 or 71.3% of Adults 21 or older who made a purchase past 3mos as a result of AUDIO MEDIA Ads use Ad-Supported Facebook for an average of 34.5 minutes every day representing 27.5% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 21 or older

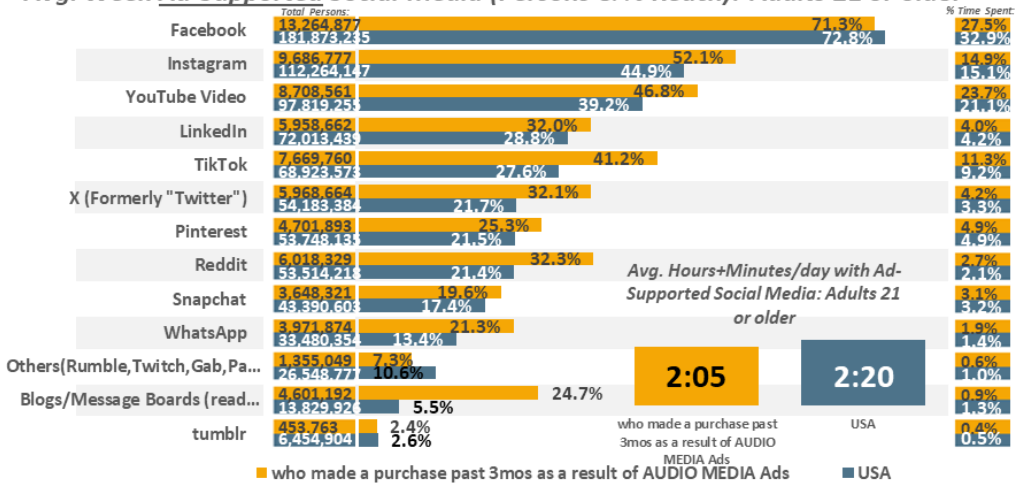


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

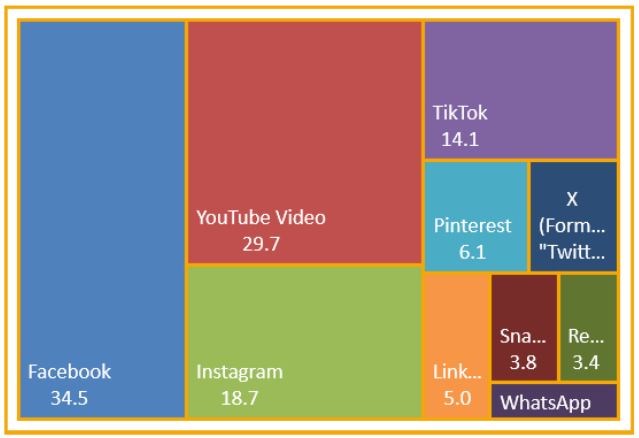


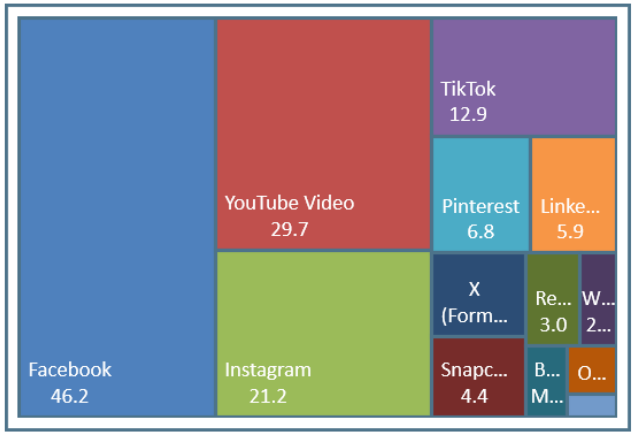


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





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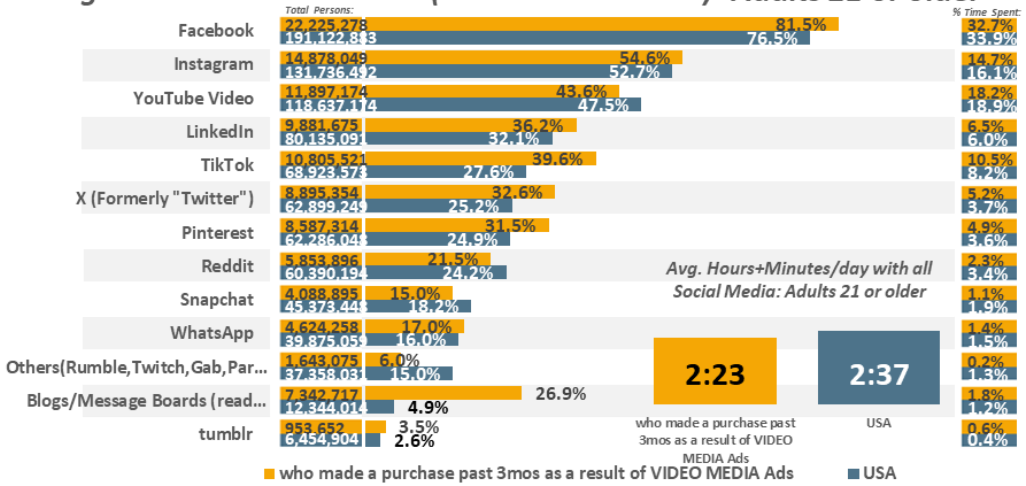
Ads on AUDIO MEDIA = (Made a purchase as a result of ads past 3 months: Ads on the radio OR Made a purchase as a result of ads past 3 months: Ads in podcasts OR Made a purchase as a result of ads past 3 months: Ads on audio streaming services)

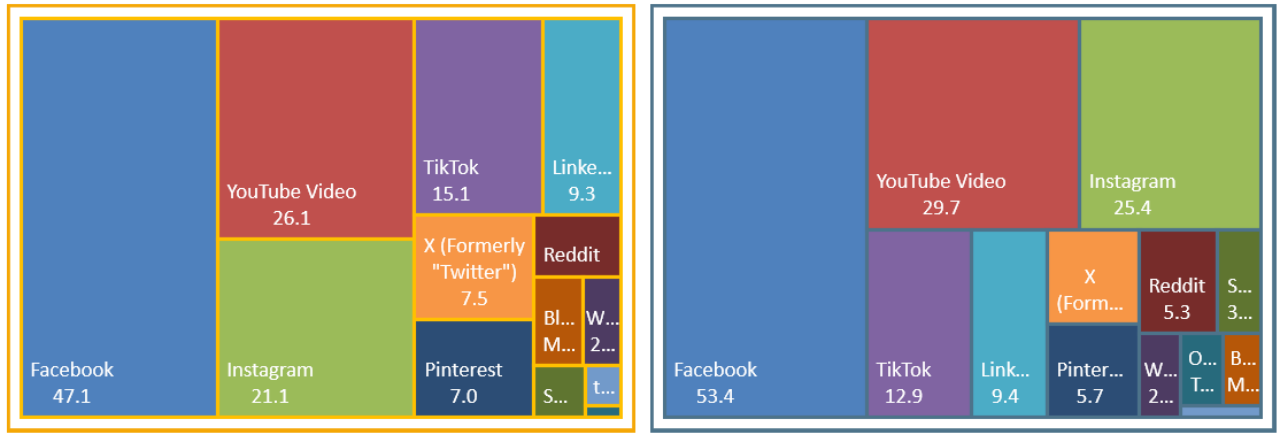
VIDEO MEDIA

18,851,602 or 69.1% of Adults 21 or older who made a purchase past 3mos as a result of VIDEO MEDIA Ads use Ad-Supported Facebook for an average of 37.2 minutes every day representing 30.8% of all time spent daily with Ad-Supported Social Media.

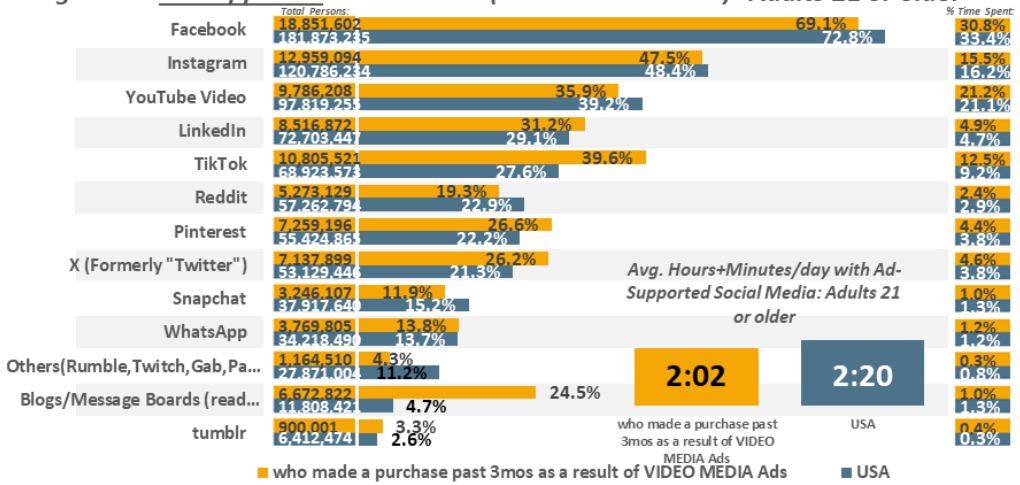
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



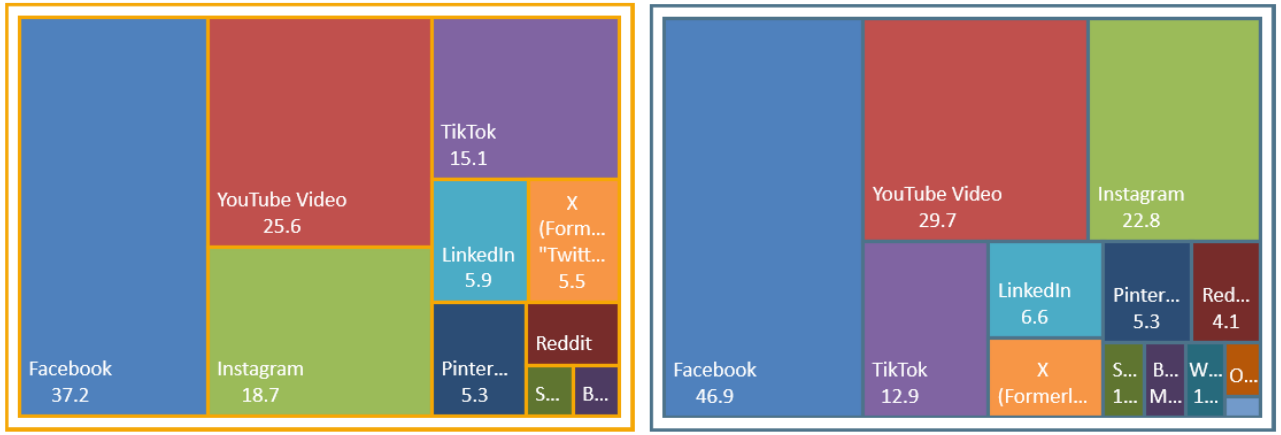
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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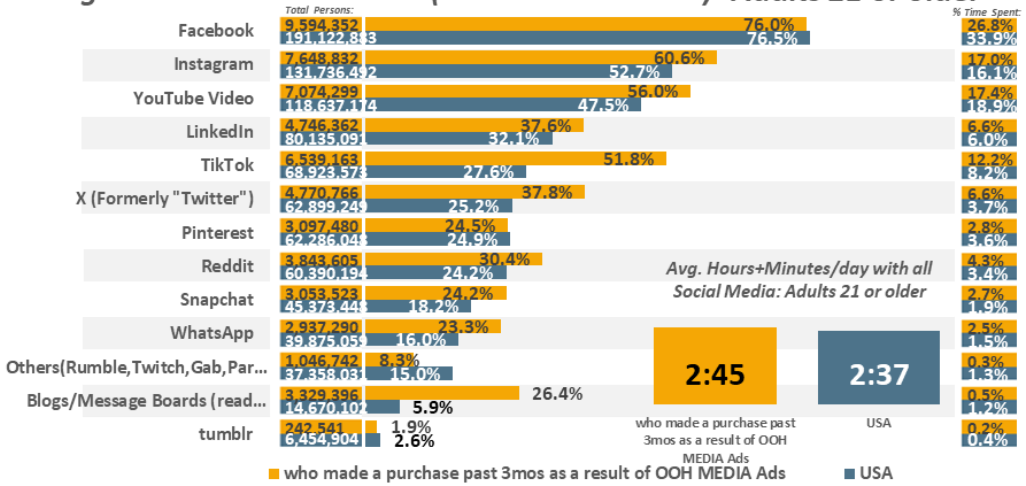
Ads on VIDEO MEDIA = (Made a purchase as a result of ads past 3 months: Ads on broadcast, cable or satellite TV OR Made a purchase as a result of ads past 3 months: Ads on video streaming services)

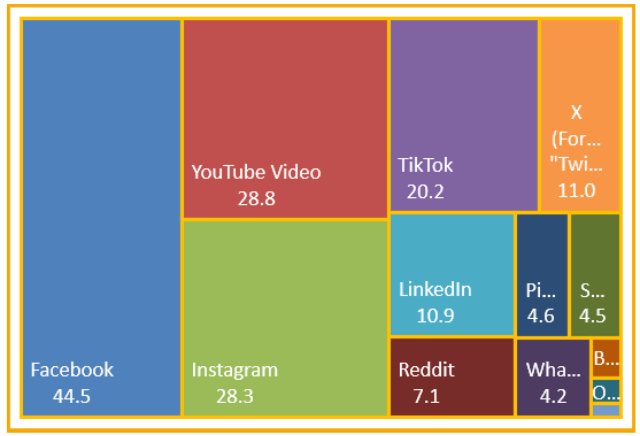
OOH MEDIA

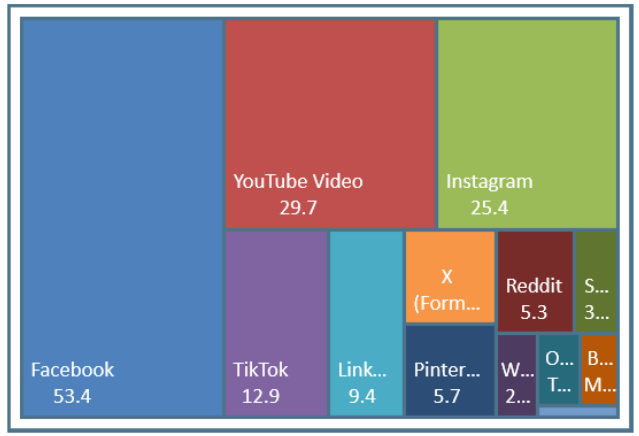
8,484,747 or 67.2% of Adults 21 or older who made a purchase past 3mos as a result of OOH MEDIA Ads use Ad-Supported Facebook for an average of 38. minutes every day representing 29.5% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



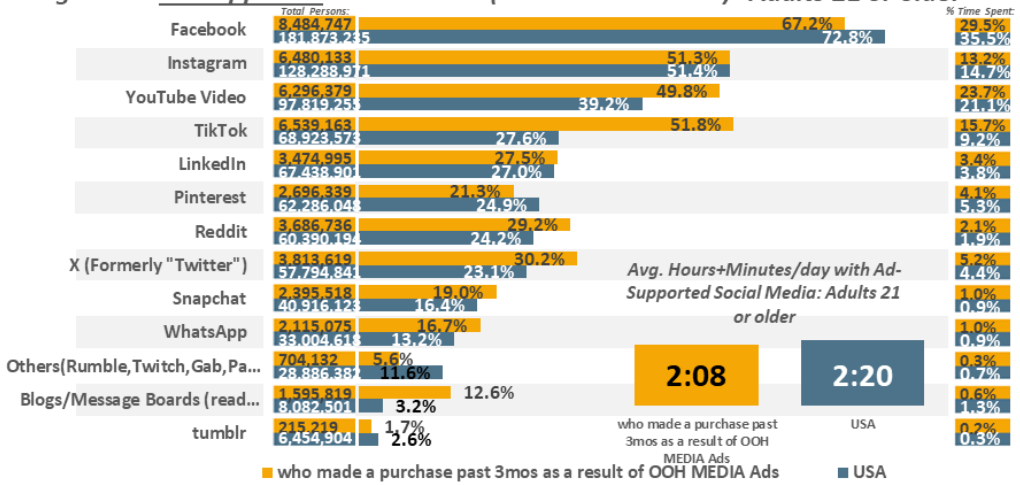
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



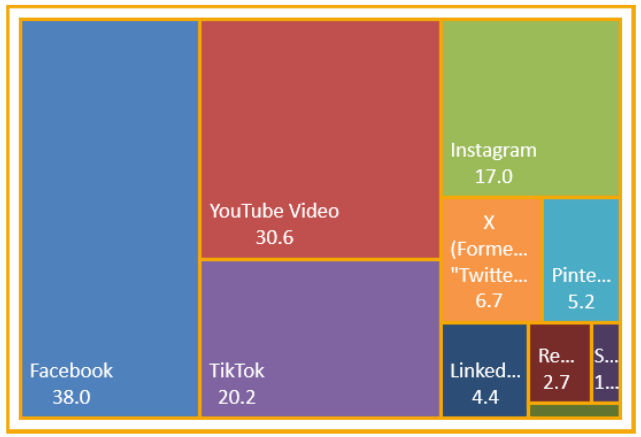


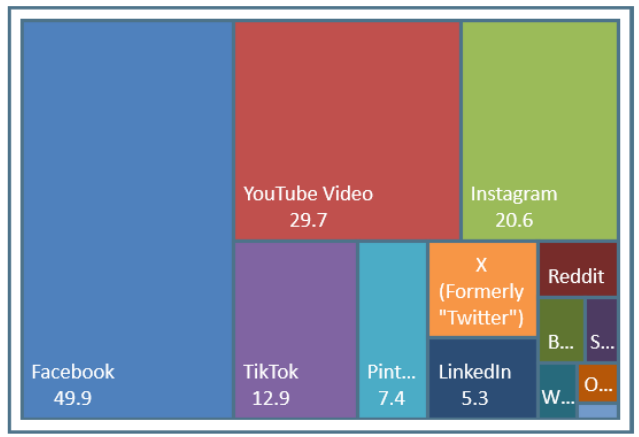
who made a purchase past 3mos as a result of OOH MEDIA Ads USA

Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





who made a purchase past 3mos as a result of OOH MEDIA Ads USA

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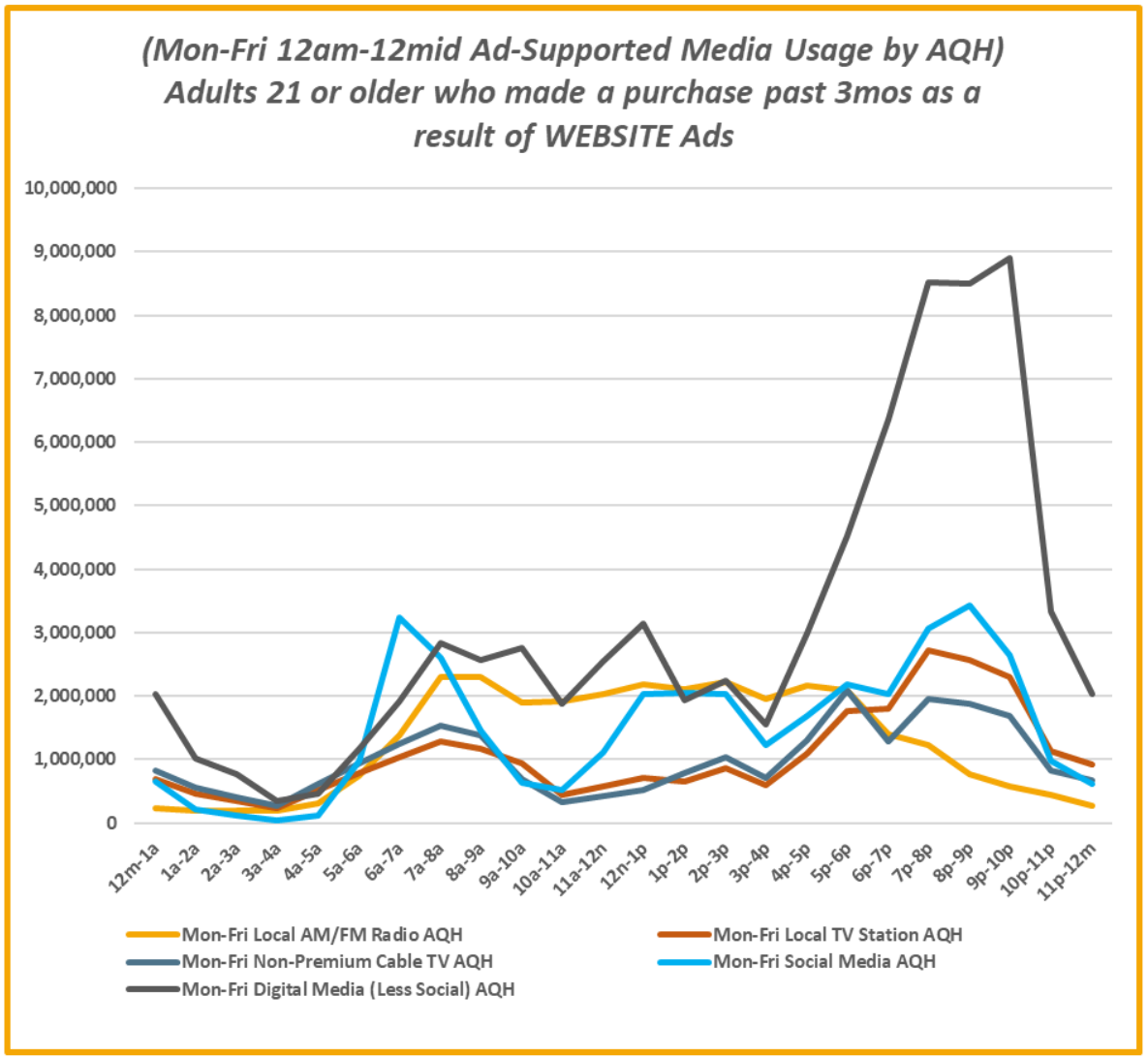
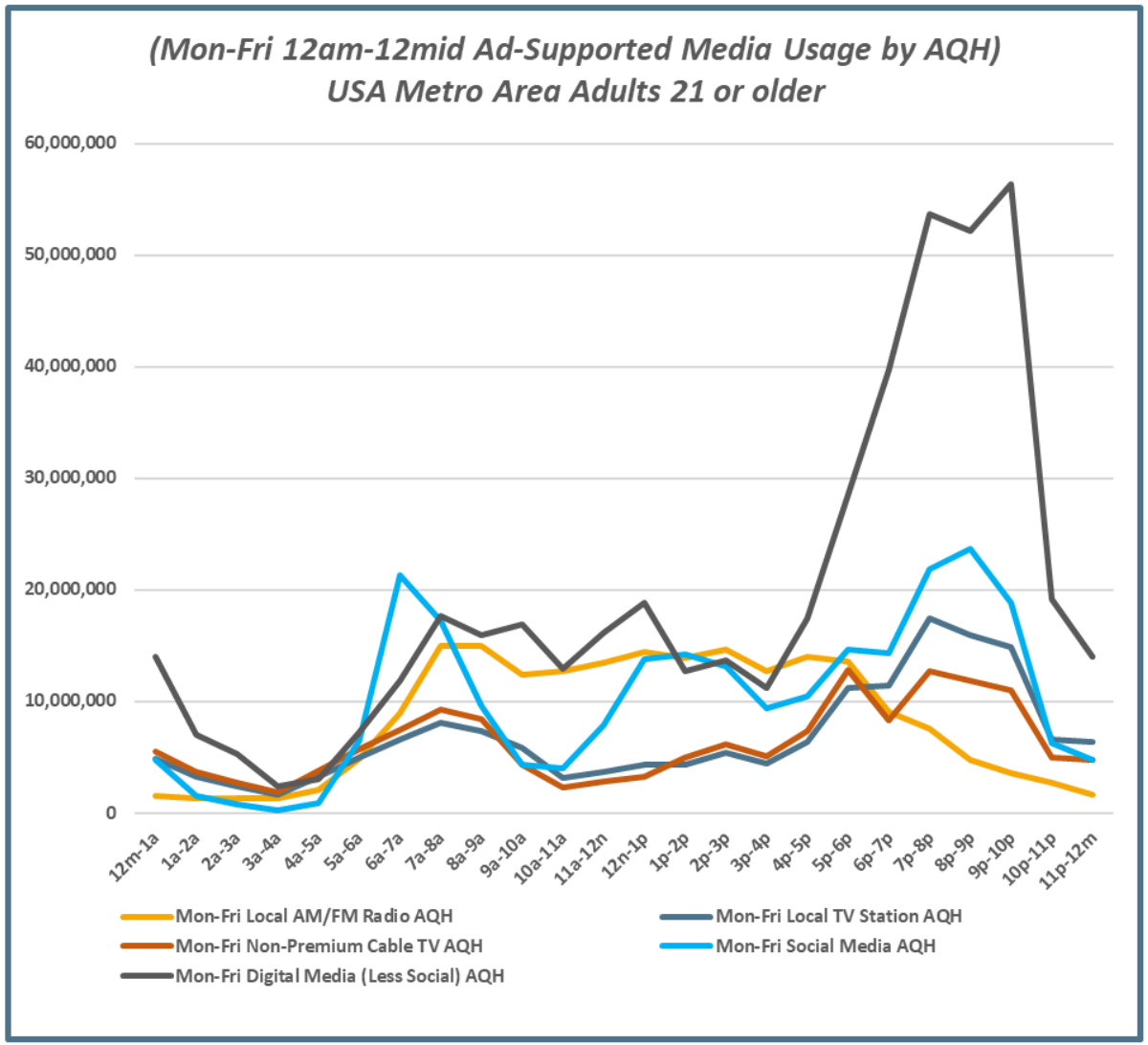
Ads on OUT-OF-HOME MEDIA = (Made a purchase as a result of ads past 3 months: Ads on billboards OR Made a purchase as a result of ads past 3 months: Ads on digital video displays OR Made a purchase as a result of ads past 3 months: Ads at stadiums/arenas)

WEBSITES

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,862,041; Local Radio: 1,996,516; Social Media: 1,751,759; Non-Prem. Cable: 1,025,651; Local TV: 993,003 reaching Adults 21 or older who made a purchase past 3mos as a r





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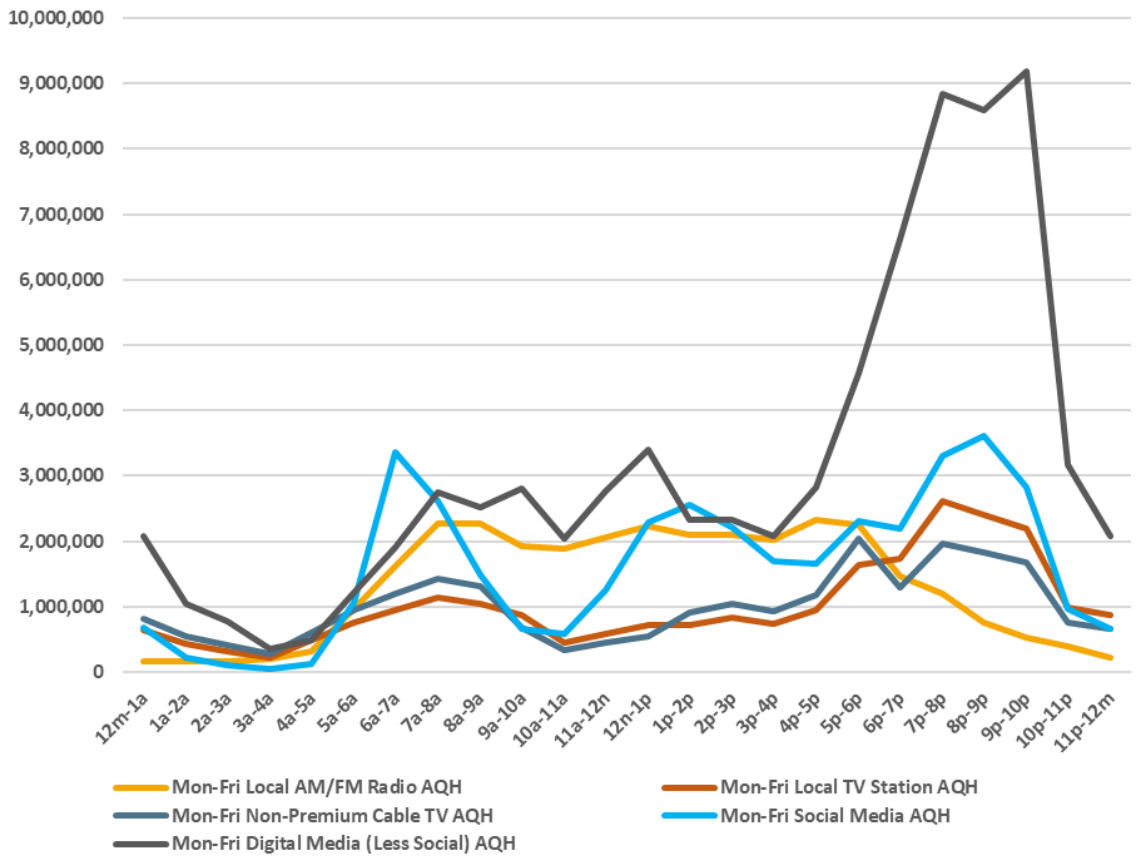
Ads on WEBSITES = Made a purchase as a result of ads past 3 months: Ads on websites

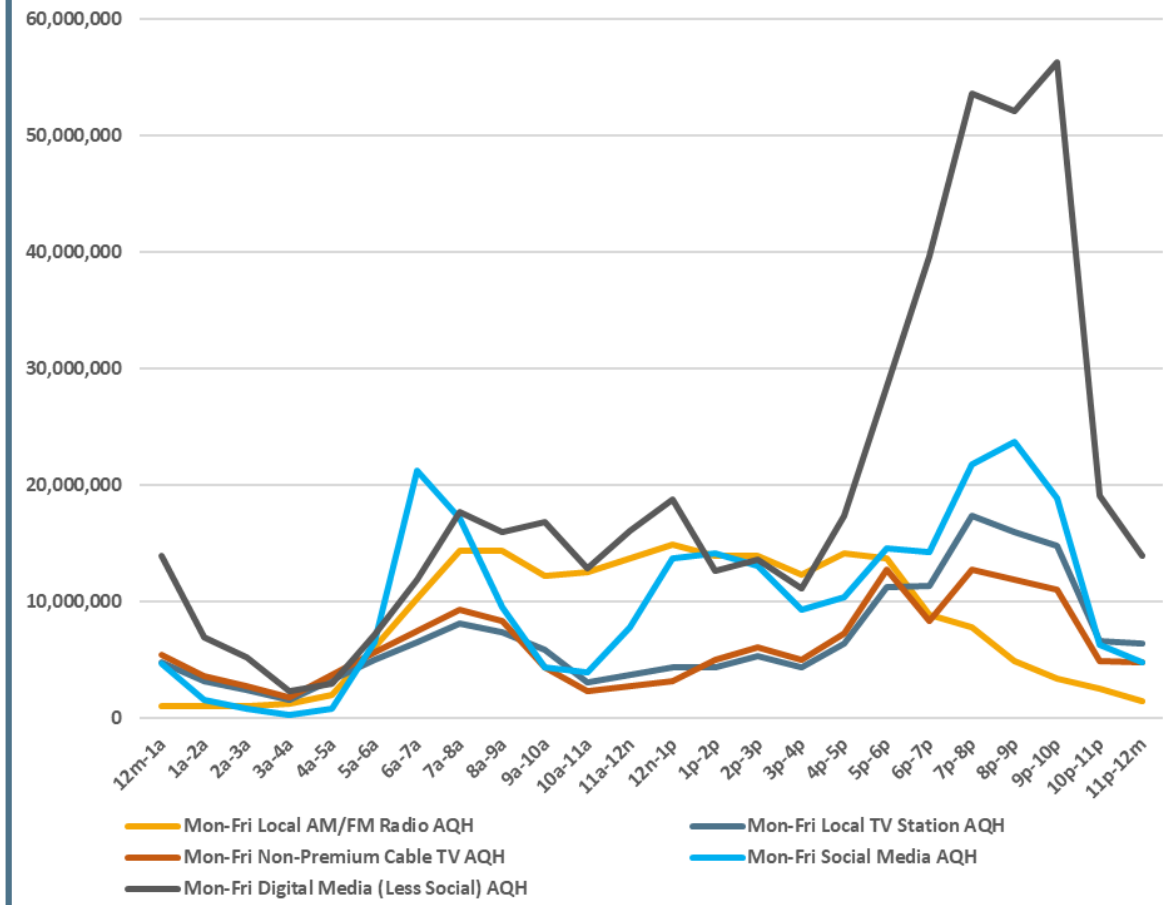
SOCIAL MEDIA

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,993,486; Local Radio: 2,038,839; Social Media: 1,913,497; Non-Prem. Cable: 1,025,077; Local TV: 953,024 reaching Adults 21 or older who made a purchase past 3mos as a r

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 21 or older who made a purchase past 3mos as a result of SOCIAL MEDIA Ads



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 21 or older



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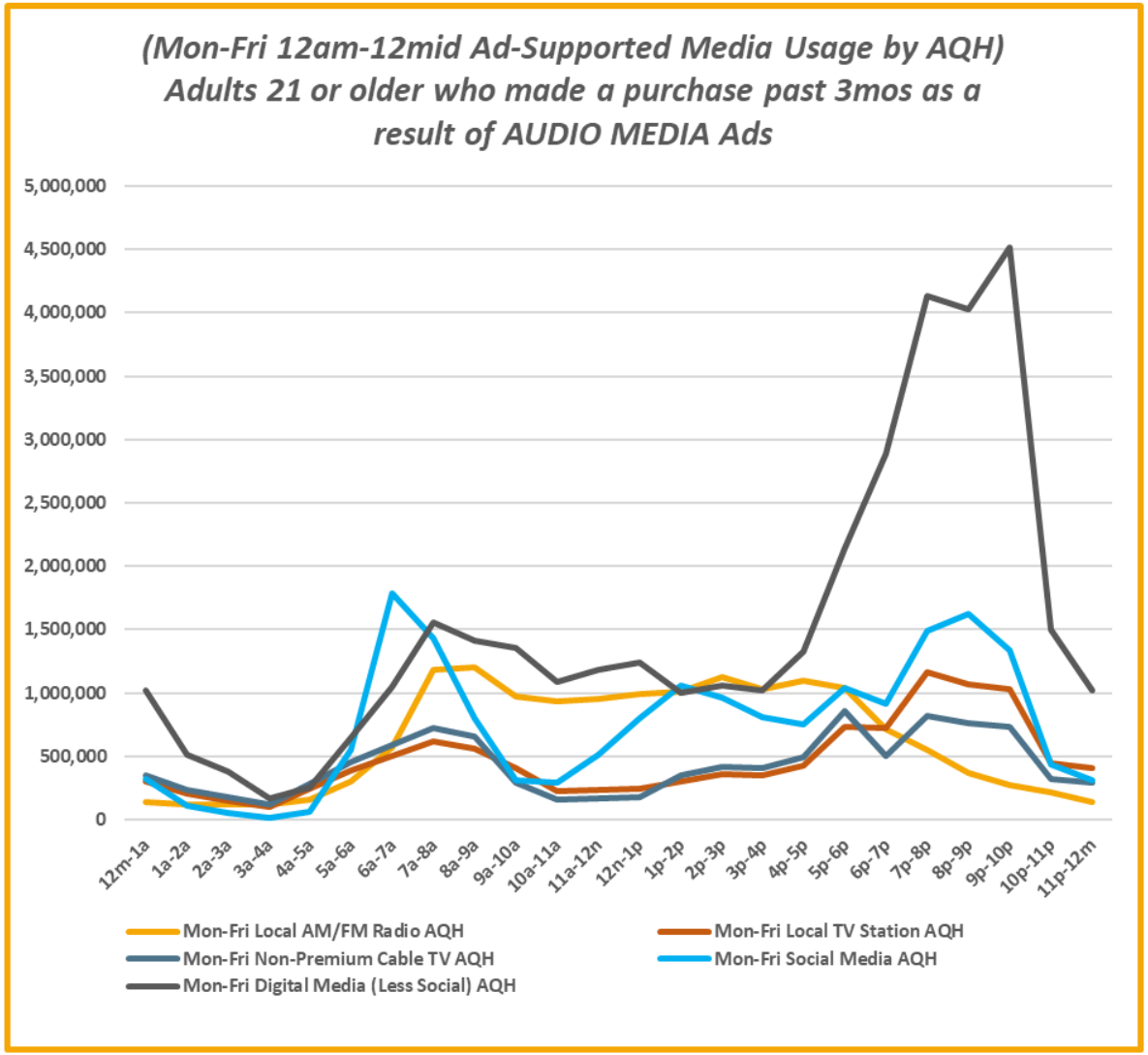
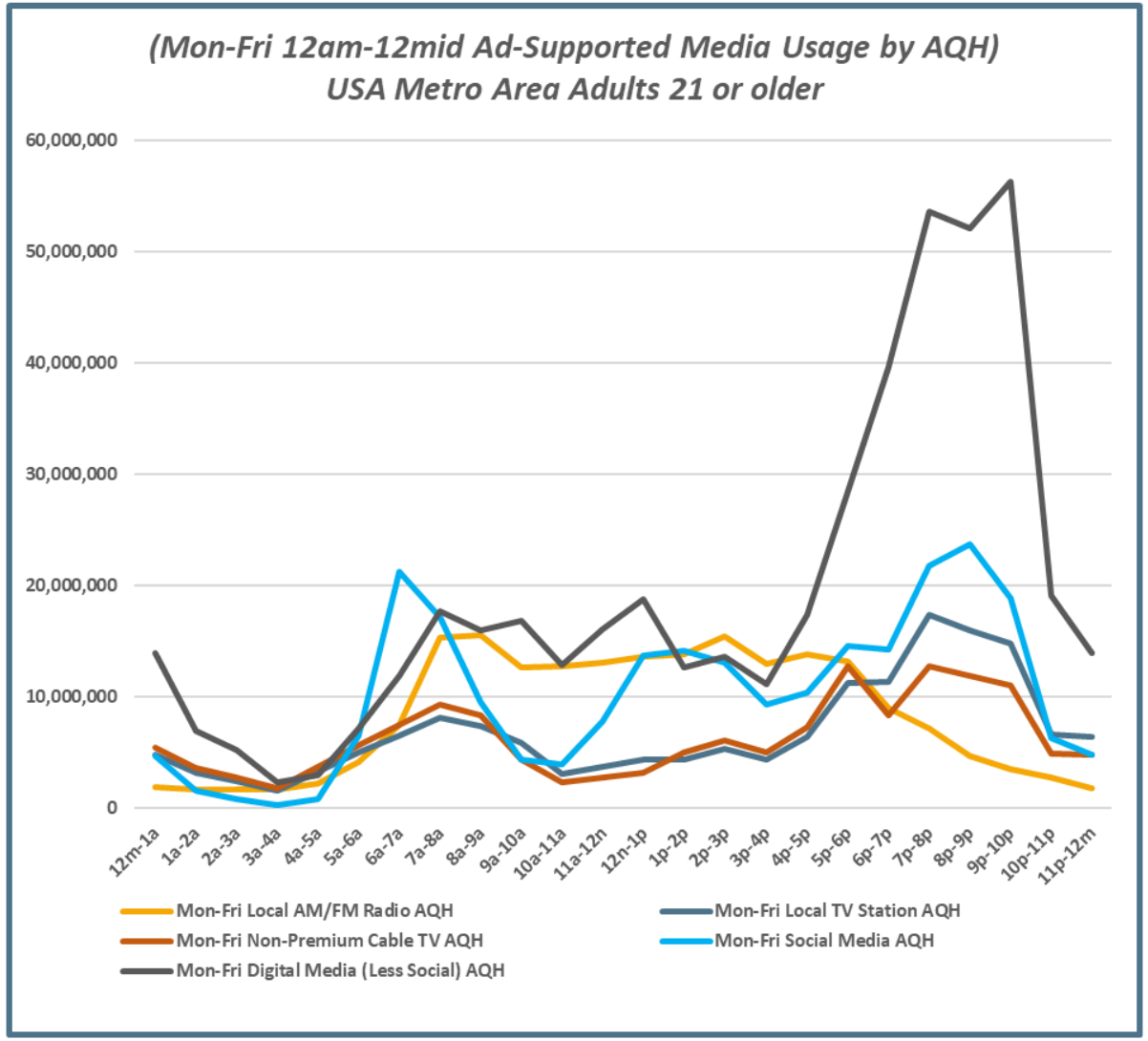
Ads on SOCIAL MEDIA = Made a purchase as a result of ads past 3 months: Ads on social media

AUDIO MEDIA

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,409,122; Local Radio: 986,144; Social Media: 881,804; Non-Prem. Cable: 445,397; Local TV: 437,279 reaching Adults 21 or older who made a purchase past 3mos as a result





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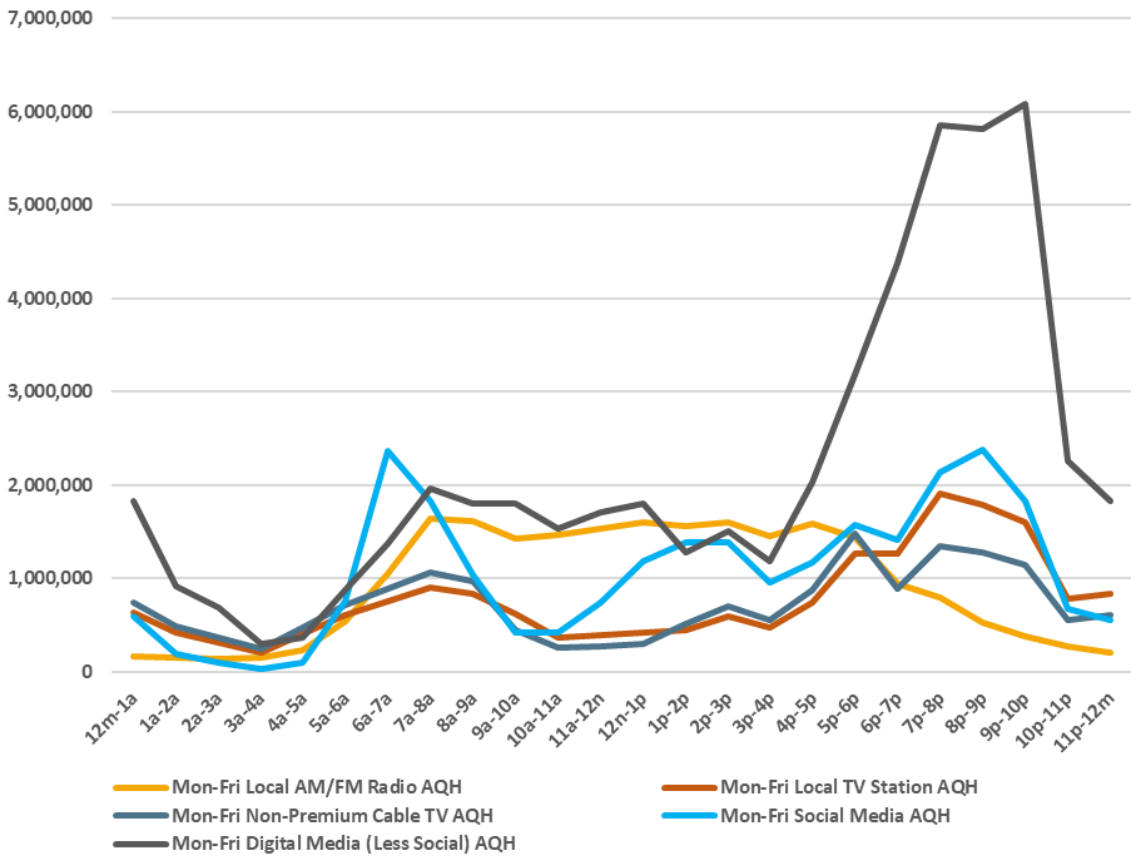
Ads on AUDIO MEDIA = (Made a purchase as a result of ads past 3 months: Ads on the radio OR Made a purchase as a result of ads past 3 months: Ads in podcasts OR Made a purchase as a result of ads past 3 months: Ads on audio streaming services)

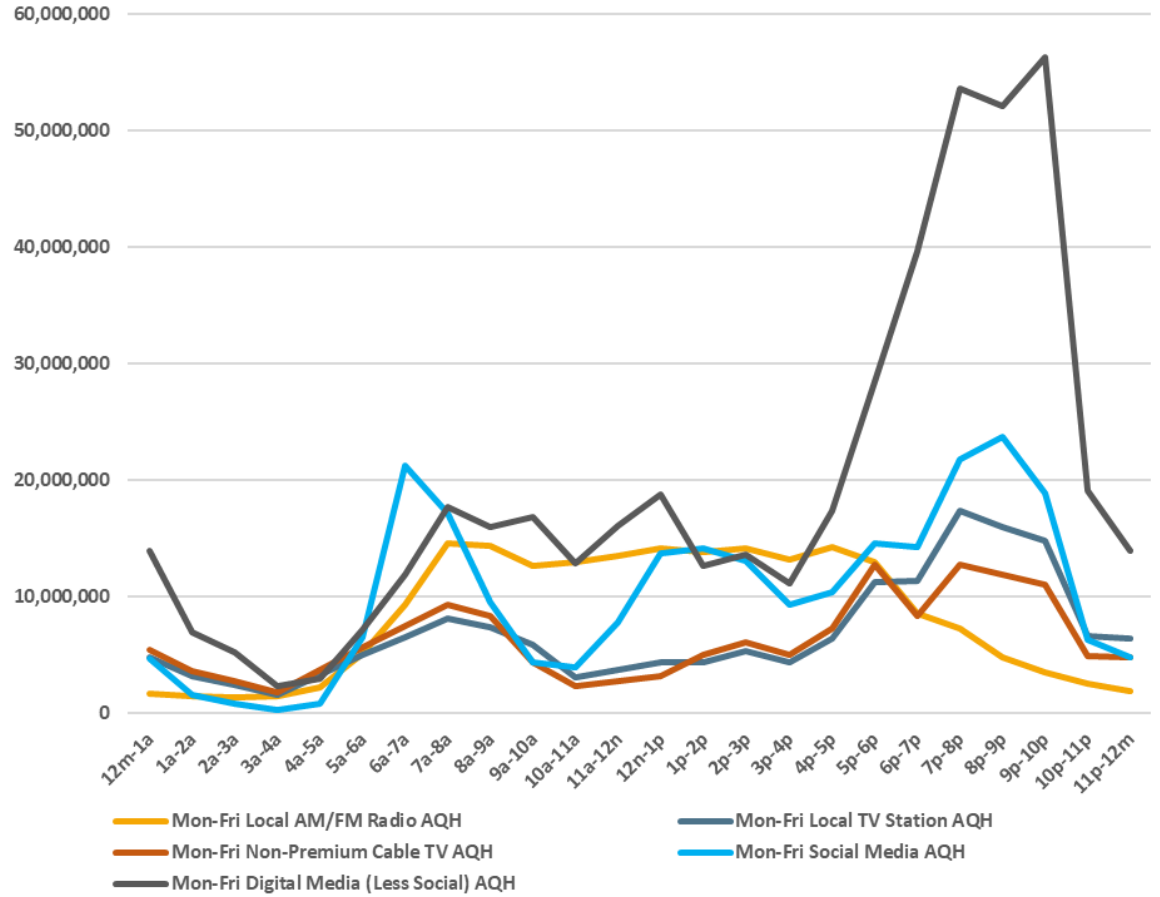
VIDEO MEDIA

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,966,830; Local Radio: 1,457,721; Social Media: 1,222,867; Non-Prem. Cable: 709,990; Local TV: 699,275 reaching Adults 21 or older who made a purchase past 3mos as a res

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 21 or older who made a purchase past 3mos as a result of VIDEO MEDIA Ads



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 21 or older



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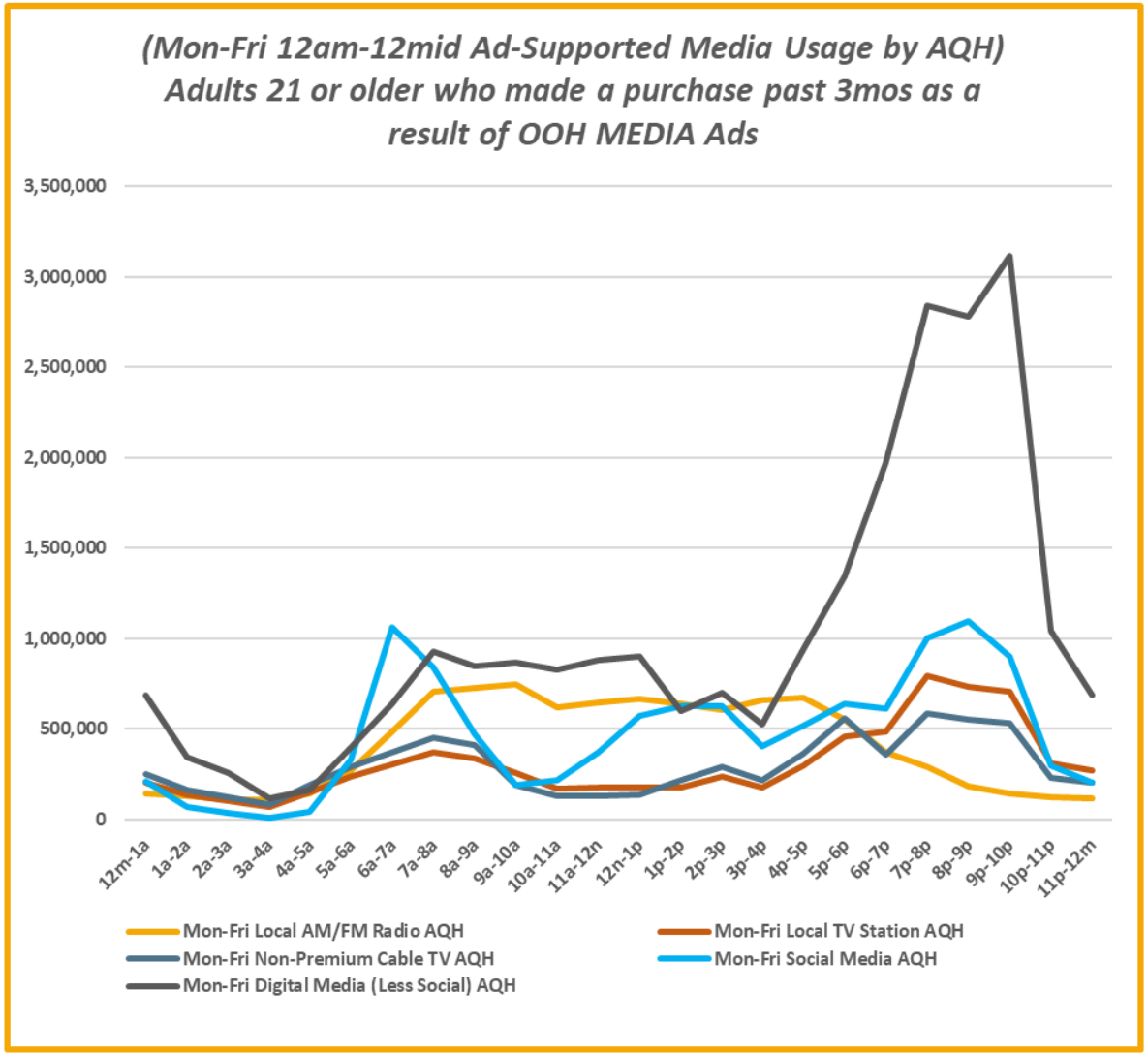
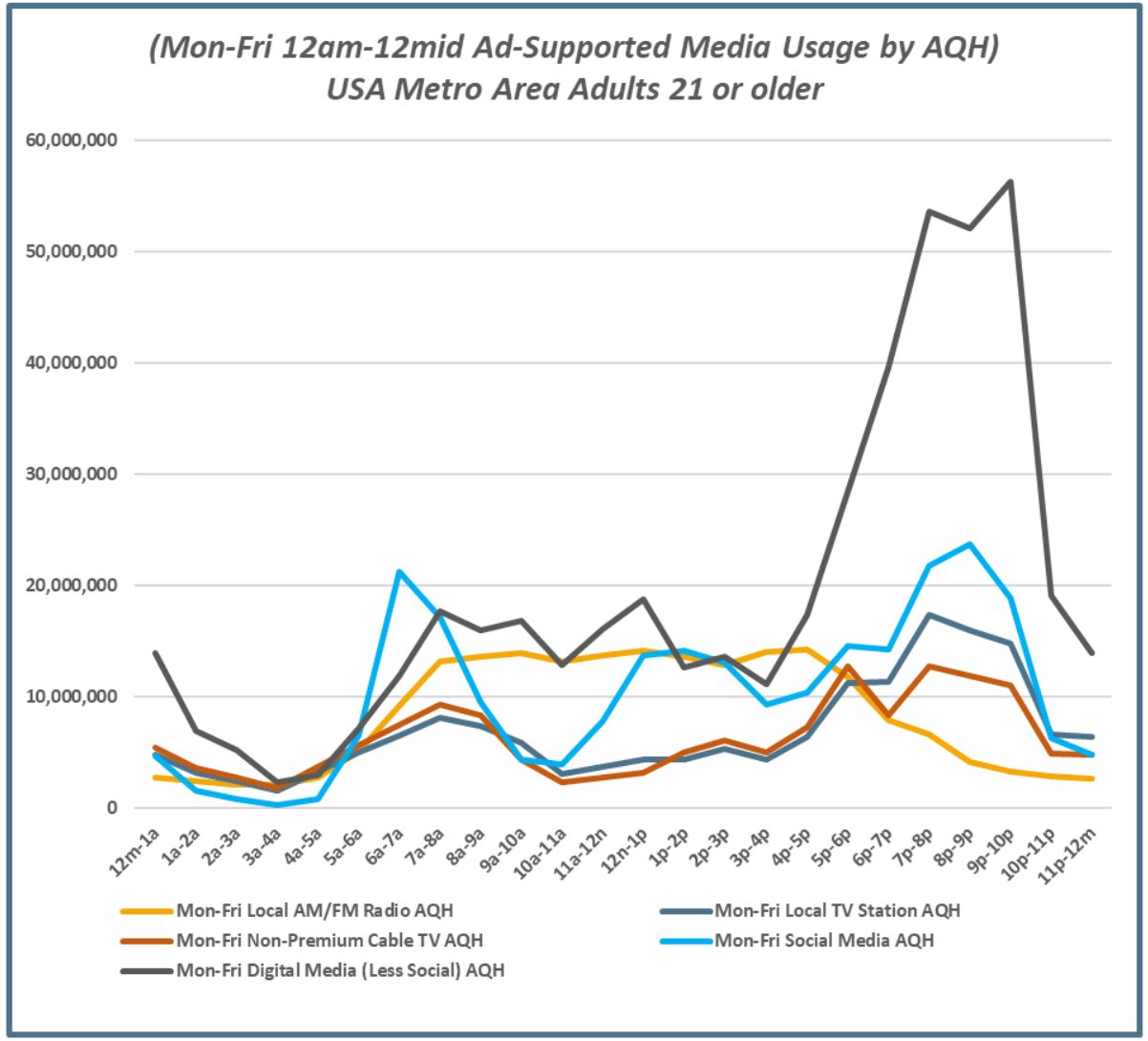
Ads on VIDEO MEDIA = (Made a purchase as a result of ads past 3 months: Ads on broadcast, cable or satellite TV OR Made a purchase as a result of ads past 3 months: Ads on video streaming services)

OOH MEDIA

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 922,015; Local Radio: 623,271; Social Media: 550,544; Non-Prem. Cable: 296,275; Local TV: 279,687 reaching Adults 21 or older who made a purchase past 3mos as a result of





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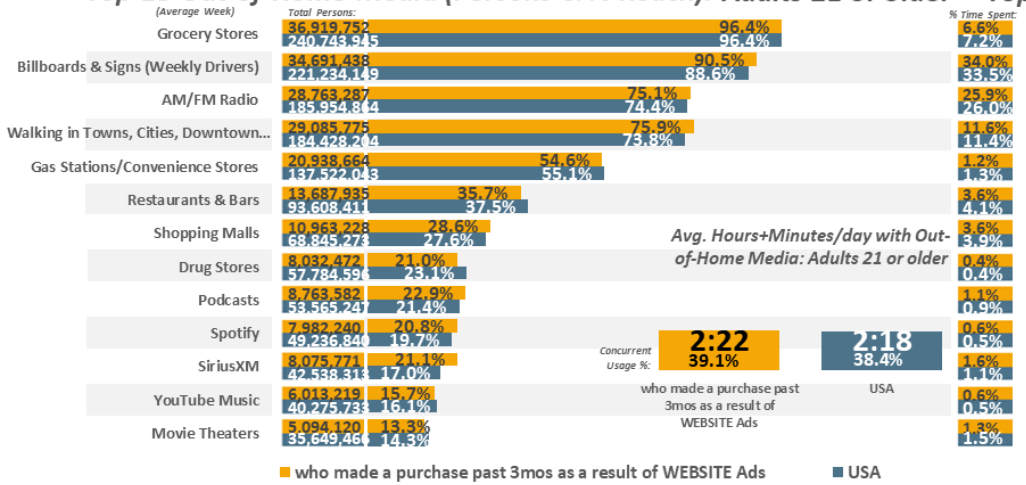
Ads on OUT-OF-HOME MEDIA = (Made a purchase as a result of ads past 3 months: Ads on billboards OR Made a purchase as a result of ads past 3 months: Ads on digital video displays OR Made a purchase as a result of ads past 3 months: Ads at stadiums/arenas)

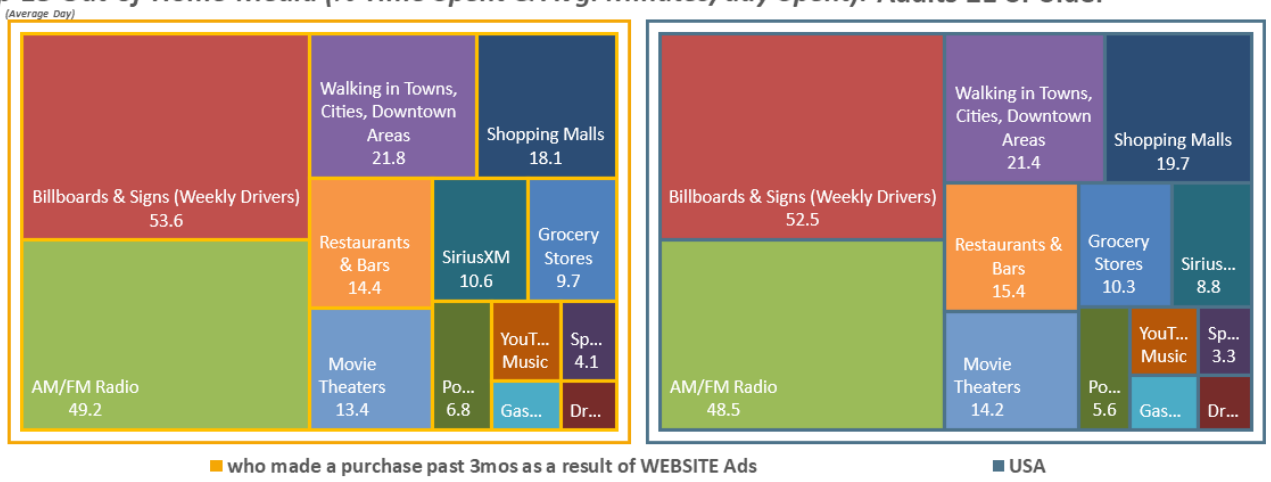
WEBSITES

34,691,438 or 90.5% of Adults 21 or older who made a purchase past 3mos as a result of WEBSITE Ads spend an average of 53.6 minutes per day driving, seeing Billboards and Signs. 71.5% Listen to Local Radio Stations Out-of-Home for an average of 45.2 minut

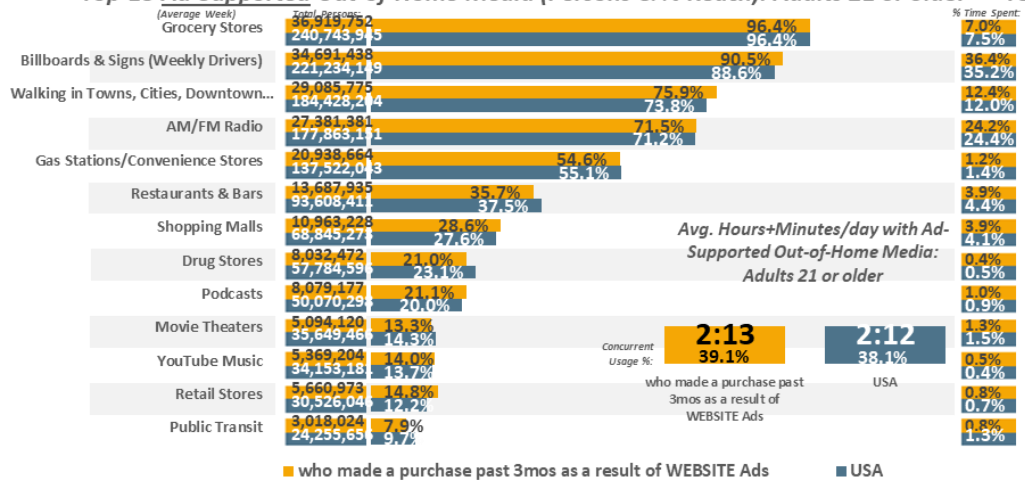
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



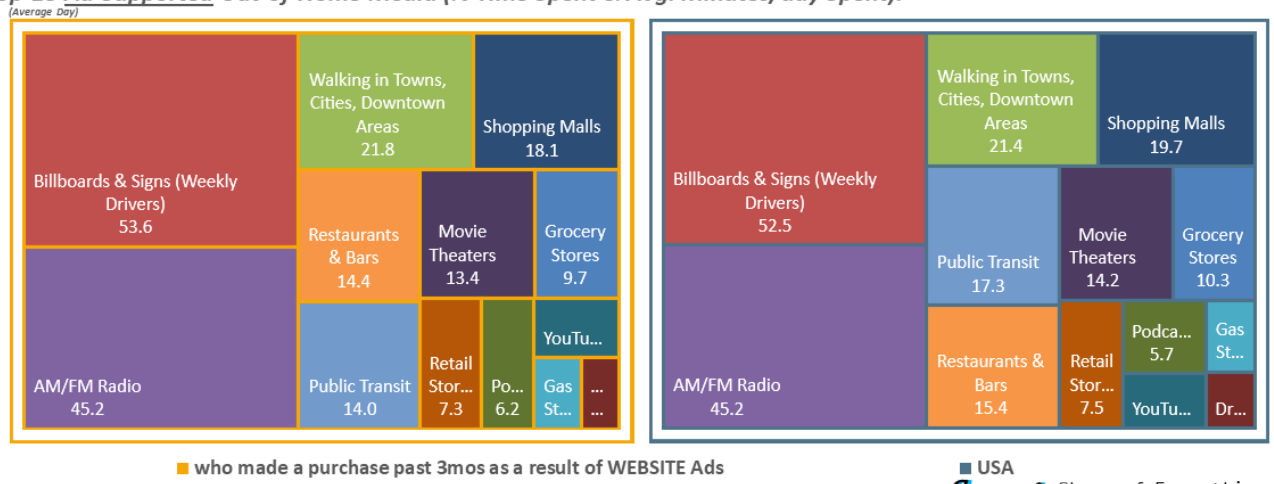
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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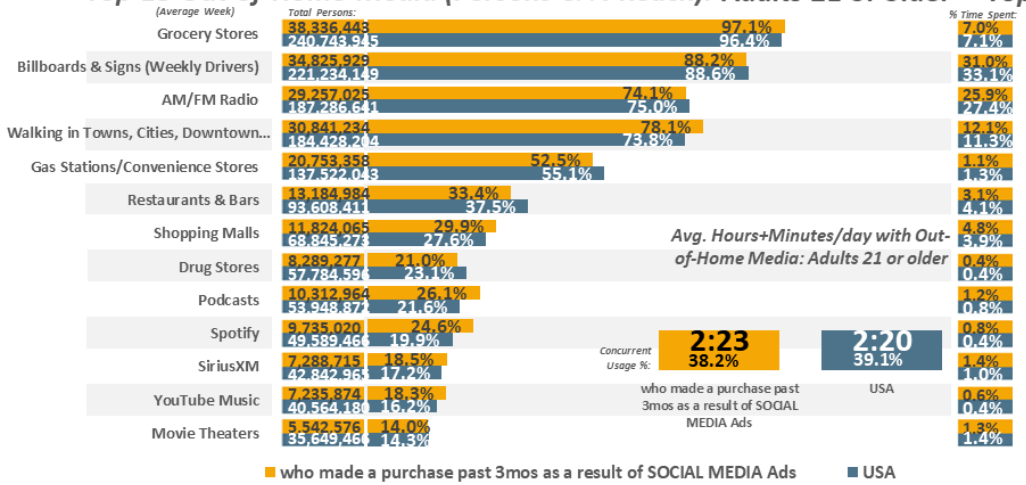
Ads on WEBSITES = Made a purchase as a result of ads past 3 months: Ads on websites

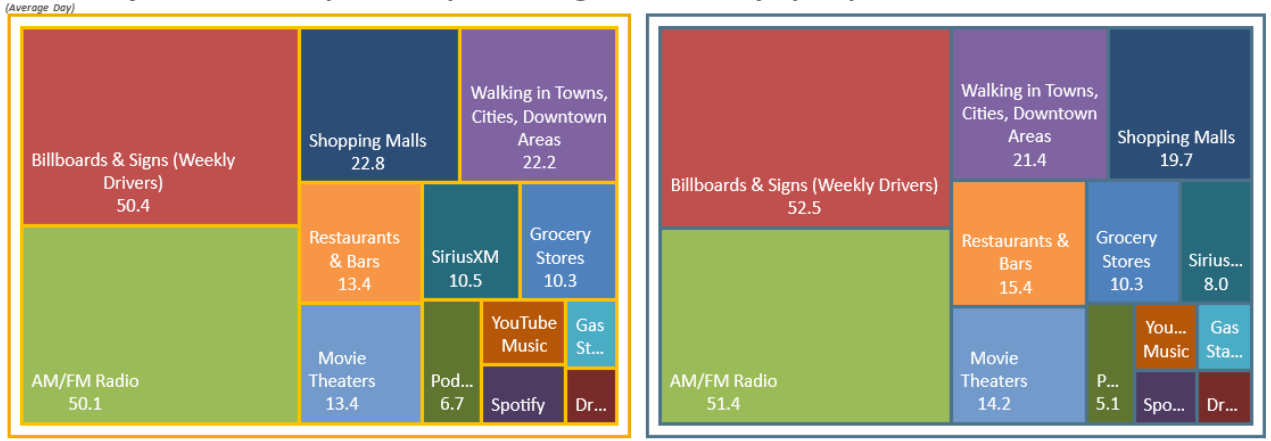
SOCIAL MEDIA

34,825,929 or 88.2% of Adults 21 or older who made a purchase past 3mos as a result of SOCIAL MEDIA Ads spend an average of 50.4 minutes per day driving, seeing Billboards and Signs. 71.% Listen to Local Radio Stations Out-of-Home for an average of 46.9 m

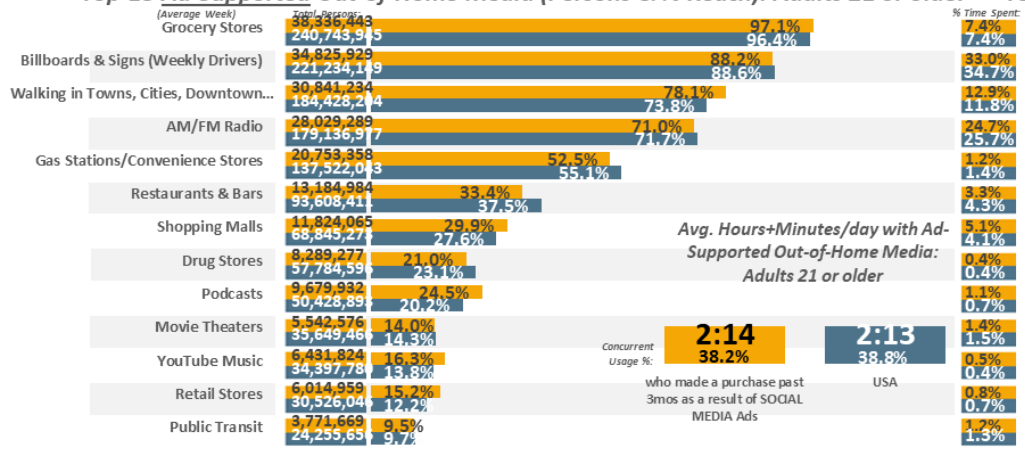
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



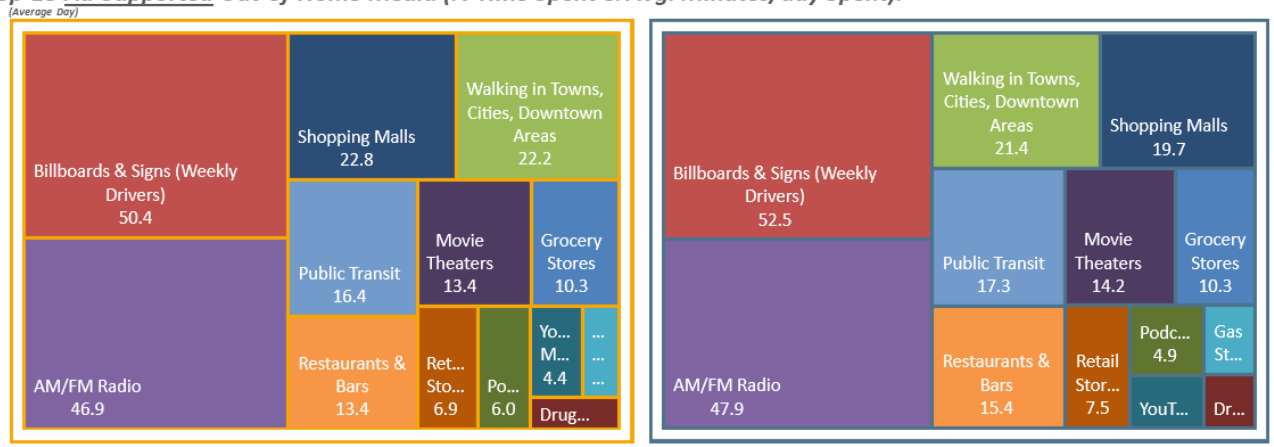
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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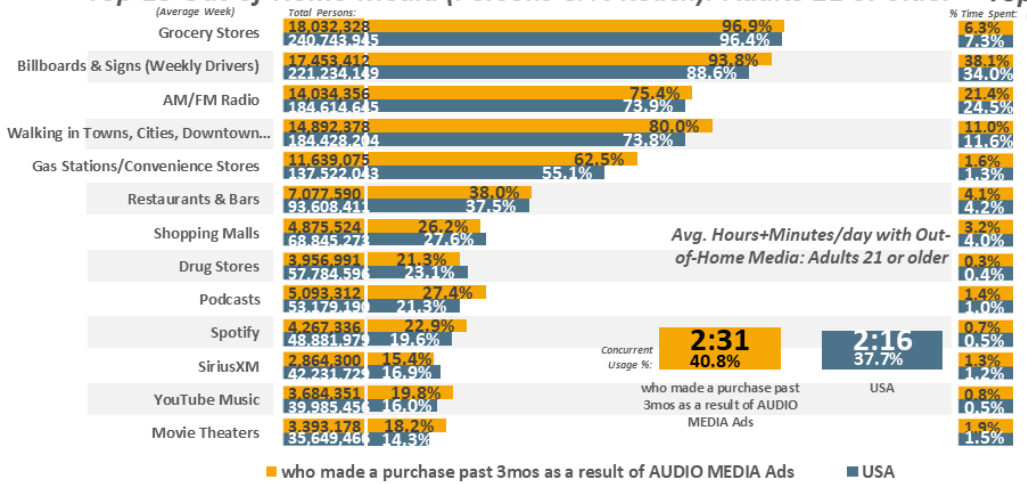
Ads on SOCIAL MEDIA = Made a purchase as a result of ads past 3 months: Ads on social media

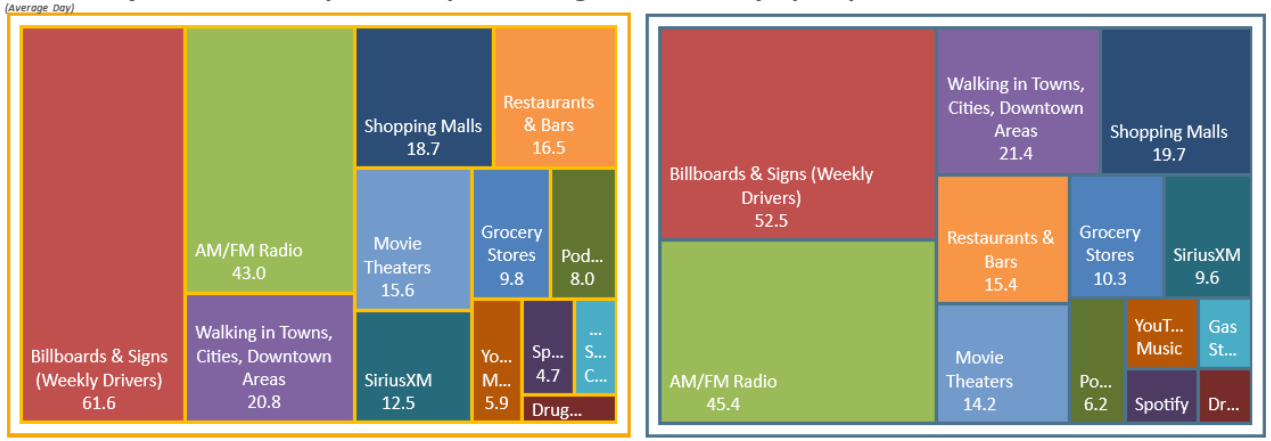
AUDIO MEDIA

17,453,412 or 93.8% of Adults 21 or older who made a purchase past 3mos as a result of AUDIO MEDIA Ads spend an average of 61.6 minutes per day driving, seeing Billboards and Signs. 72.% Listen to Local Radio Stations Out-of-Home for an average of 39.5 mi

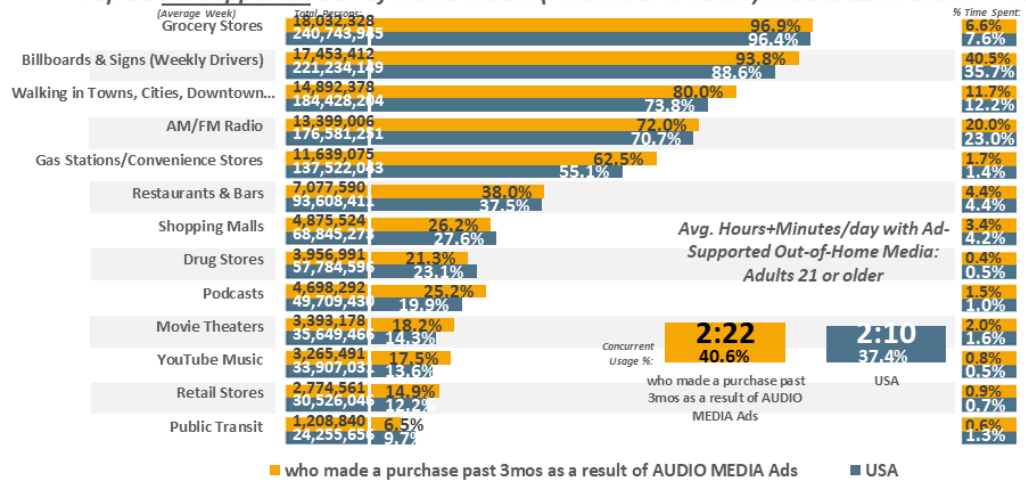
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



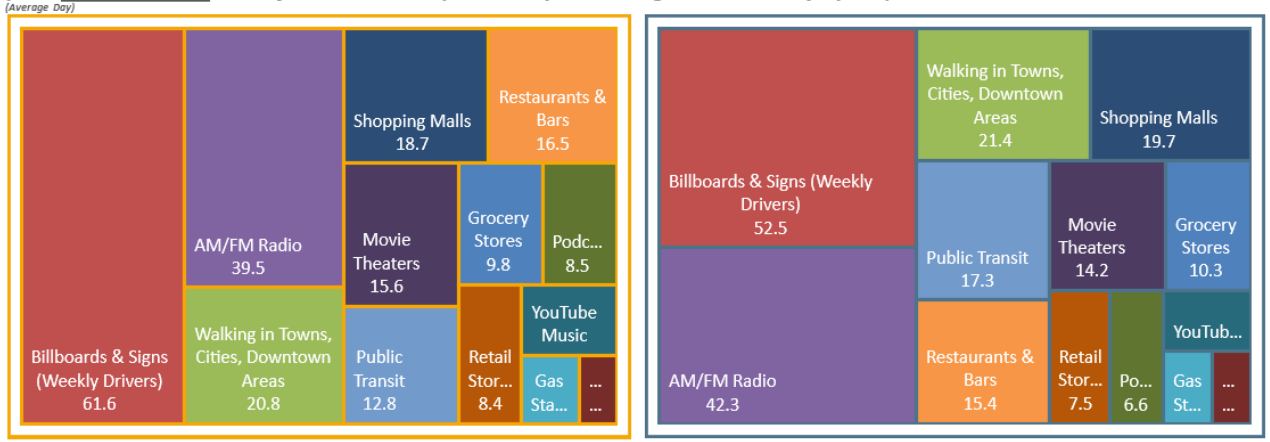
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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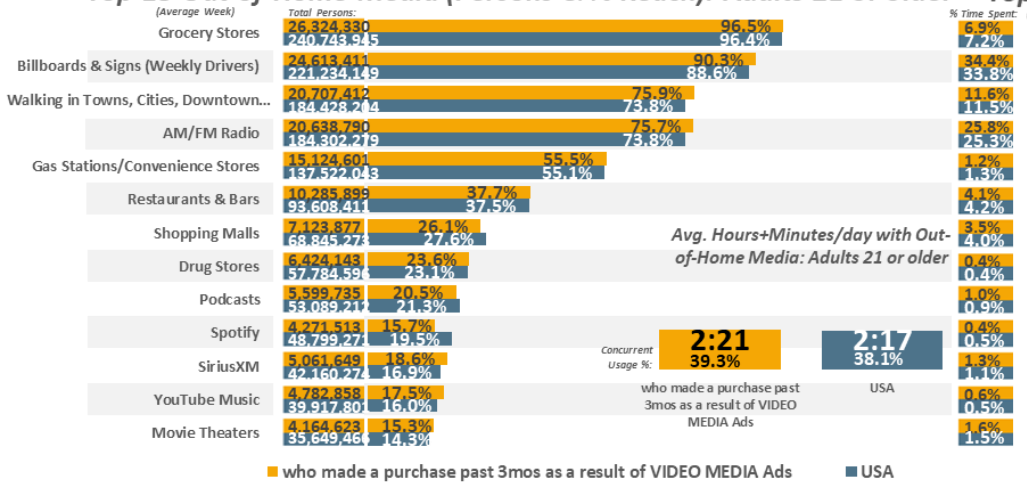
Ads on AUDIO MEDIA = (Made a purchase as a result of ads past 3 months: Ads on the radio OR Made a purchase as a result of ads past 3 months: Ads in podcasts OR Made a purchase as a result of ads past 3 months: Ads on audio streaming services)

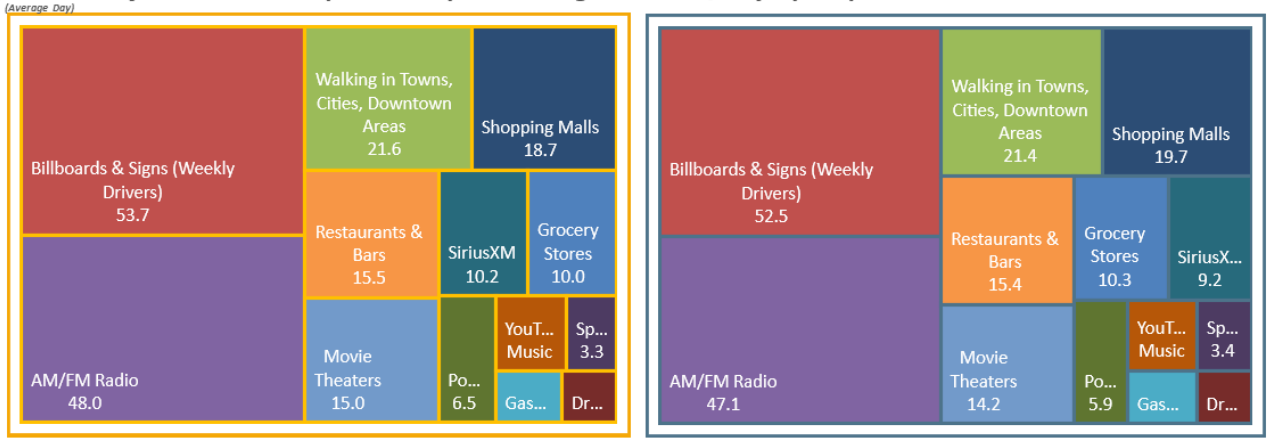
VIDEO MEDIA

24,613,411 or 90.3% of Adults 21 or older who made a purchase past 3mos as a result of VIDEO MEDIA Ads spend an average of 53.7 minutes per day driving, seeing Billboards and Signs. 72.2% Listen to Local Radio Stations Out-of-Home for an average of 44.3 m

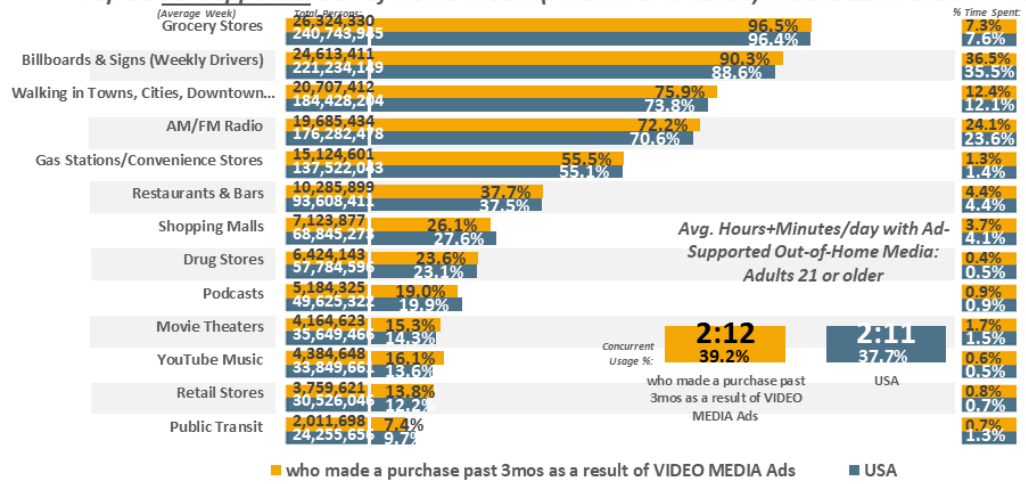
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



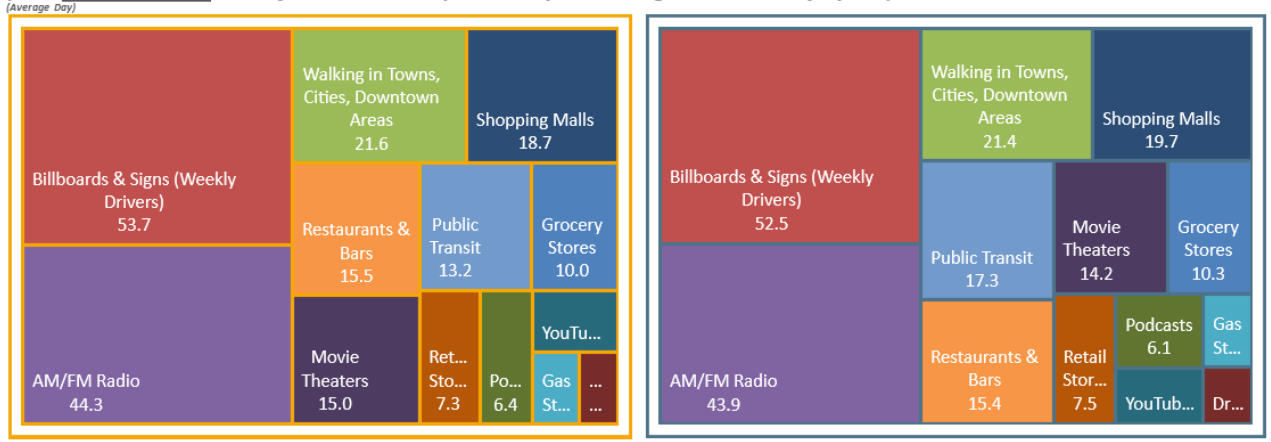
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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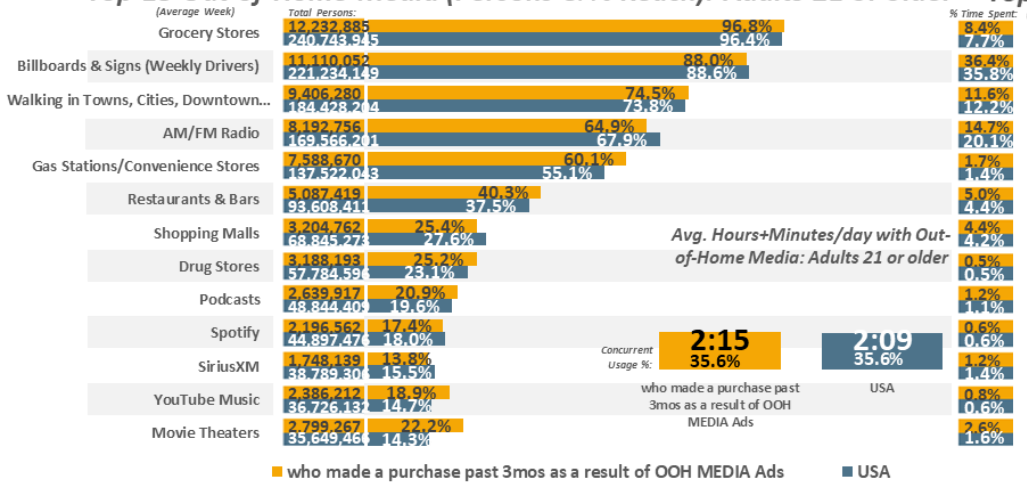
Ads on VIDEO MEDIA = (Made a purchase as a result of ads past 3 months: Ads on broadcast, cable or satellite TV OR Made a purchase as a result of ads past 3 months: Ads on video streaming services)

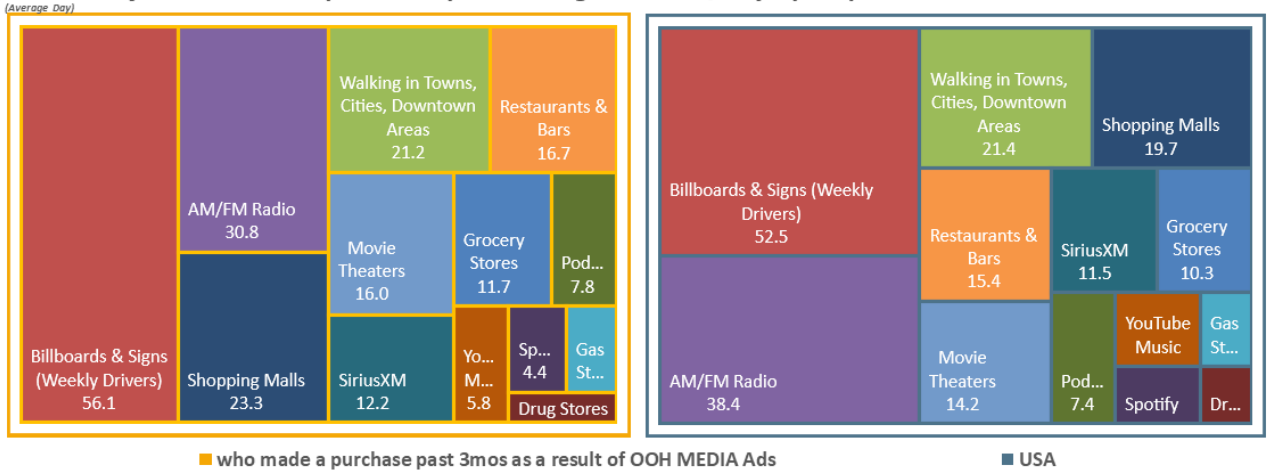
OOH MEDIA

11,110,052 or 88.% of Adults 21 or older who made a purchase past 3mos as a result of OOH MEDIA Ads spend an average of 56.1 minutes per day driving, seeing Billboards and Signs. 62.8% Listen to Local Radio Stations Out-of-Home for an average of 28.8 minu

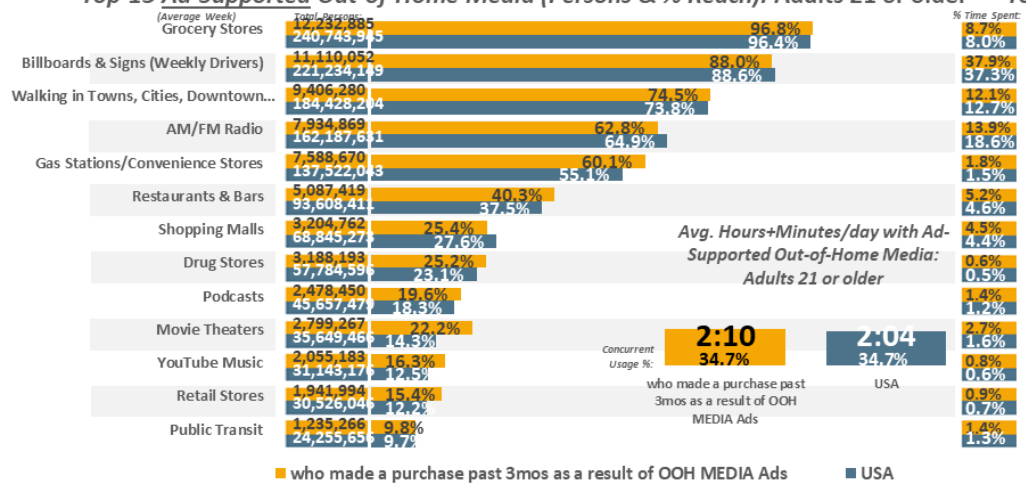
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



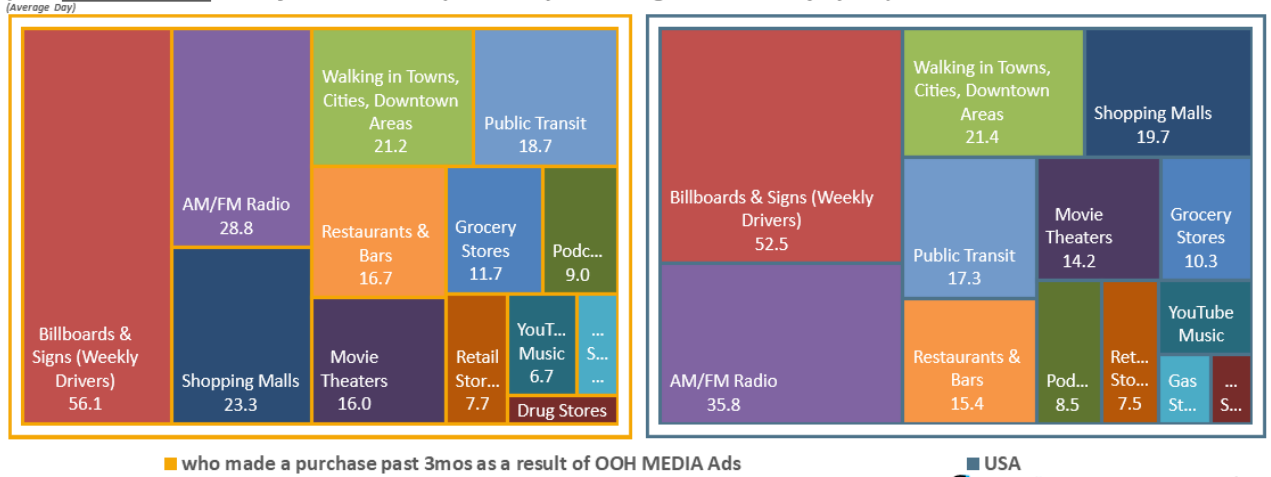
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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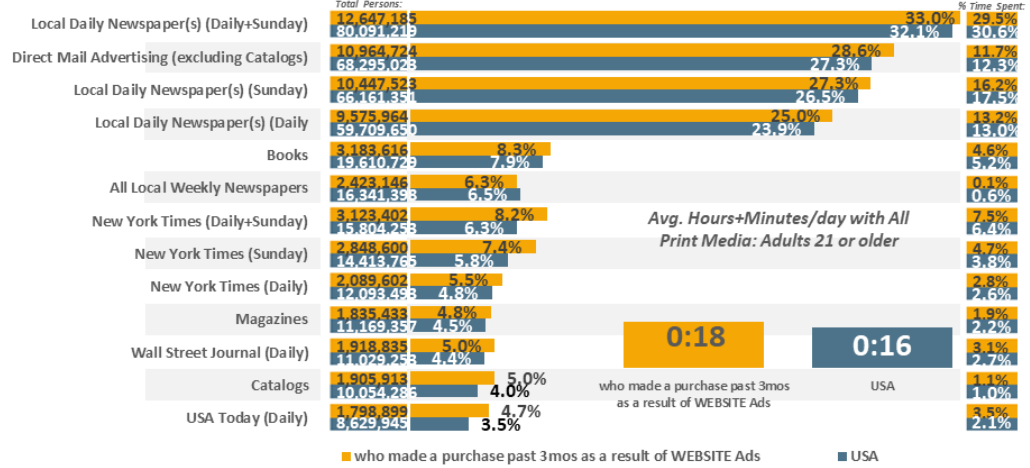
Ads on OUT-OF-HOME MEDIA = (Made a purchase as a result of ads past 3 months: Ads on billboards OR Made a purchase as a result of ads past 3 months: Ads on digital video displays OR Made a purchase as a result of ads past 3 months: Ads at stadiums/arenas)

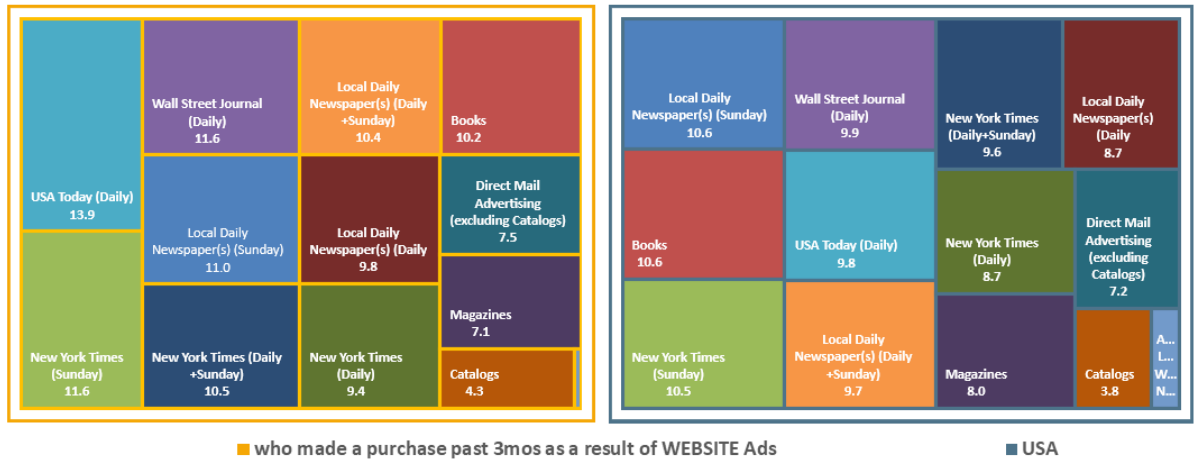
WEBSITES

12,647,185 or 33.% of Adults 21 or older who made a purchase past 3mos as a result of WEBSITE Ads read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.4 minutes every day representing 30.9% of all time spent daily with All forms of Print Med

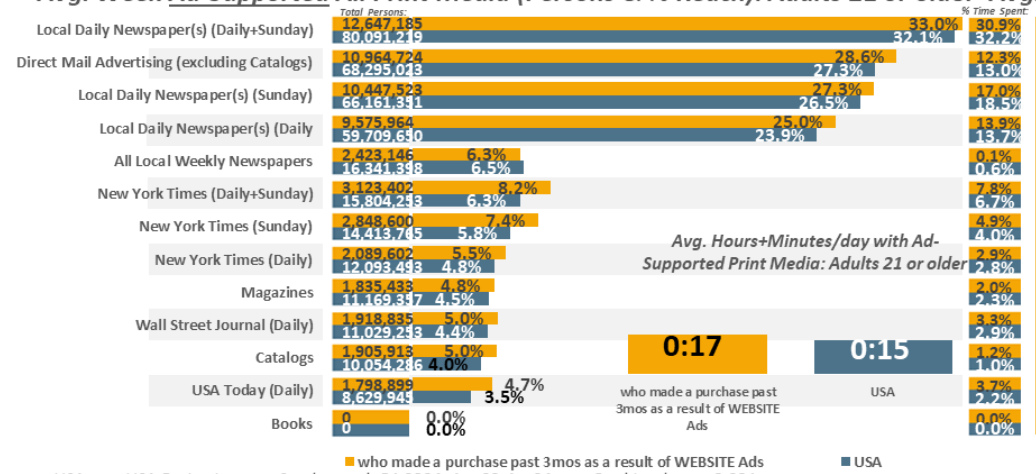
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



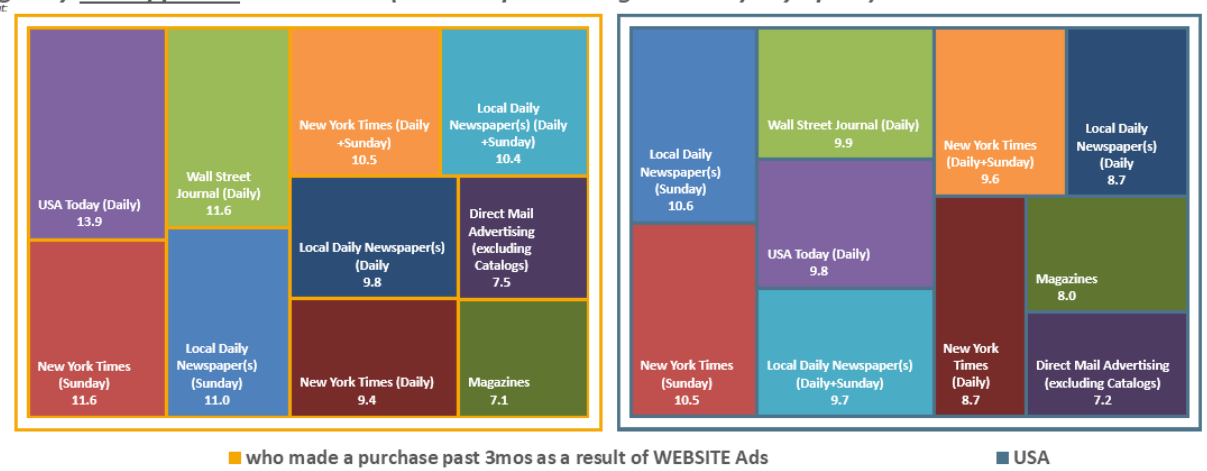
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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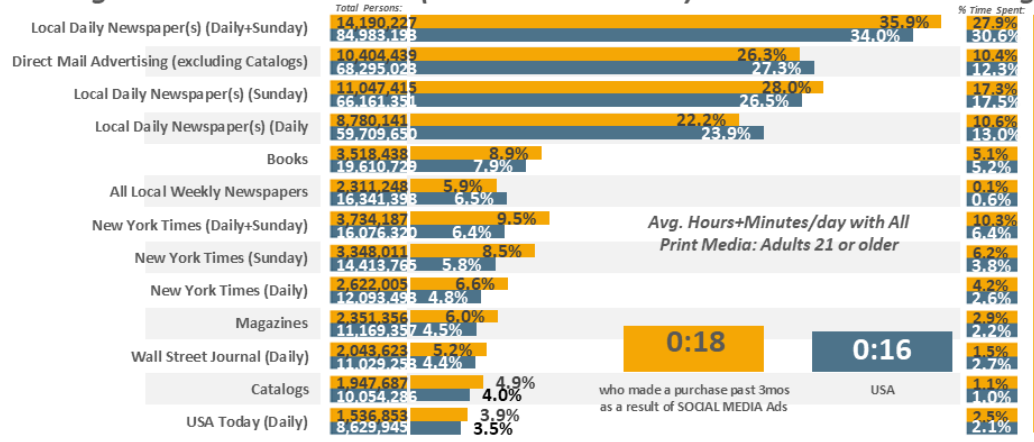
Ads on WEBSITES = Made a purchase as a result of ads past 3 months: Ads on websites

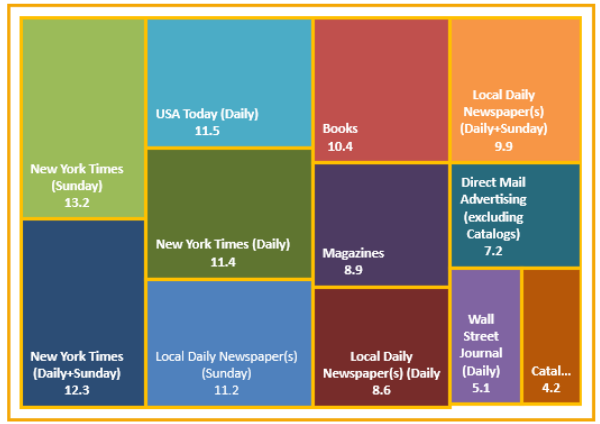
SOCIAL MEDIA

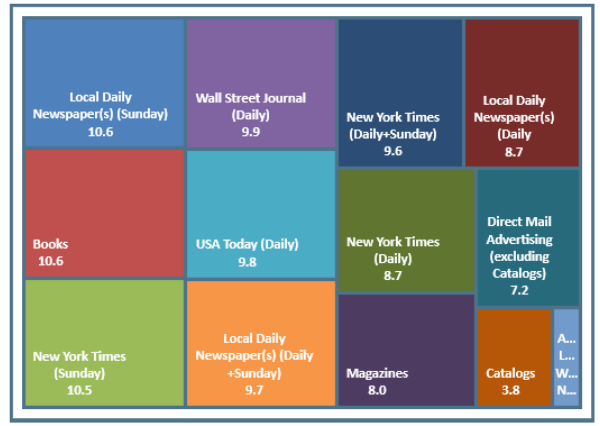
14,190,227 or 35.9% of Adults 21 or older who made a purchase past 3mos as a result of SOCIAL MEDIA Ads read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 29.4% of all time spent daily with All forms of Prin

Avg. Week All Print Media (Persons & % Reach): Adults 21 or older

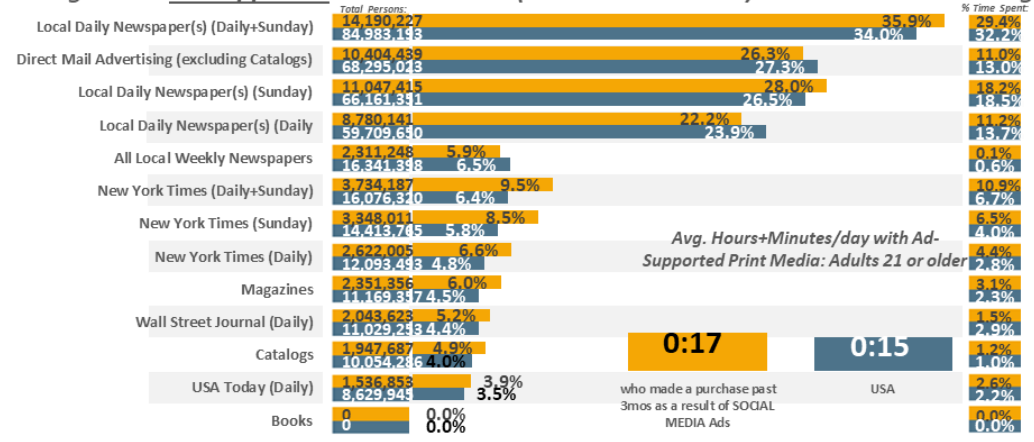


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

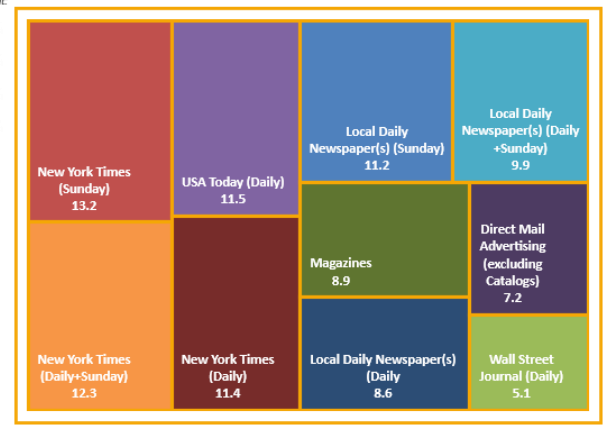


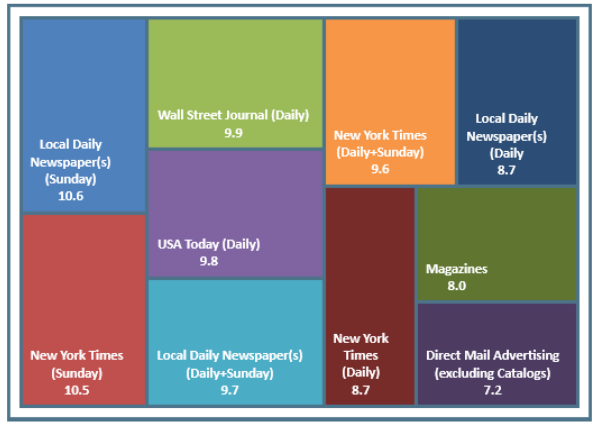


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





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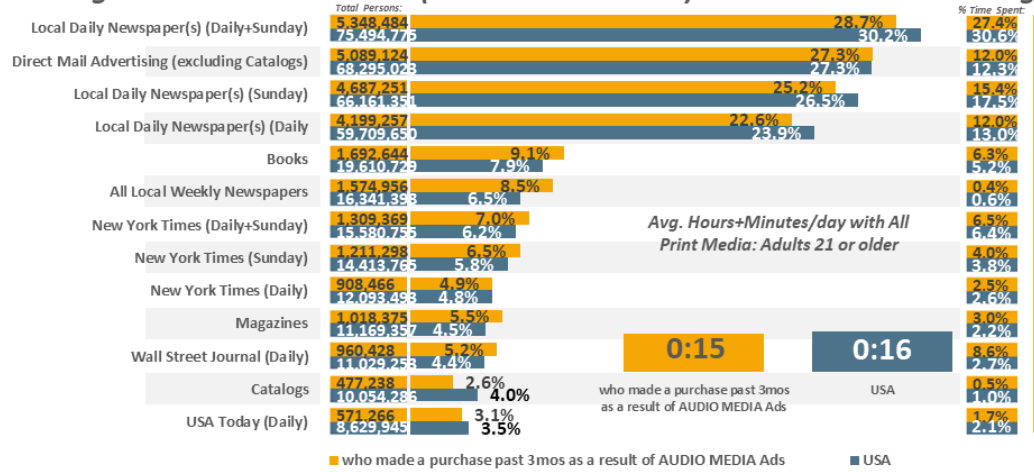
Ads on SOCIAL MEDIA = Made a purchase as a result of ads past 3 months: Ads on social media

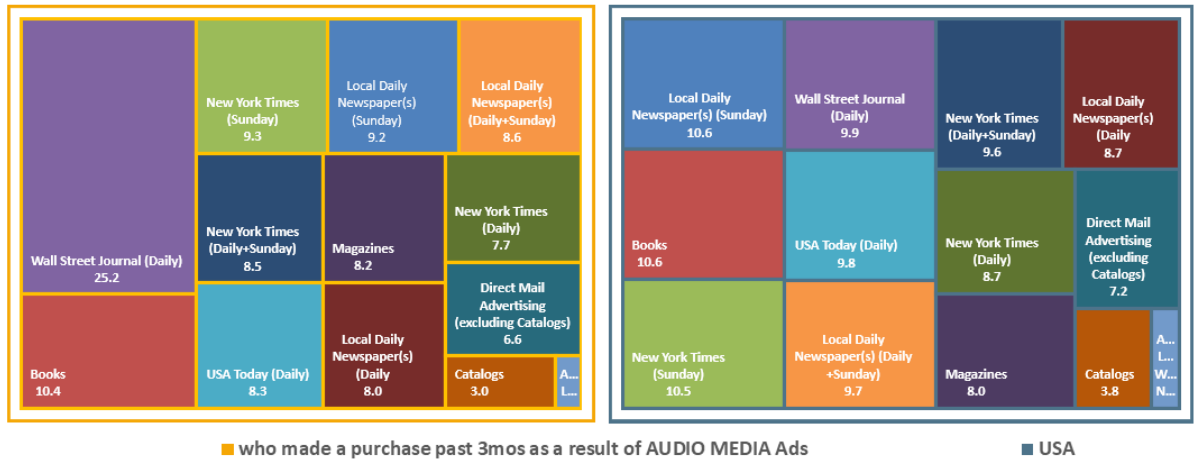
AUDIO MEDIA

5,348,484 or 28.7% of Adults 21 or older who made a purchase past 3mos as a result of AUDIO MEDIA Ads read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 29.2% of all time spent daily with All forms of Print

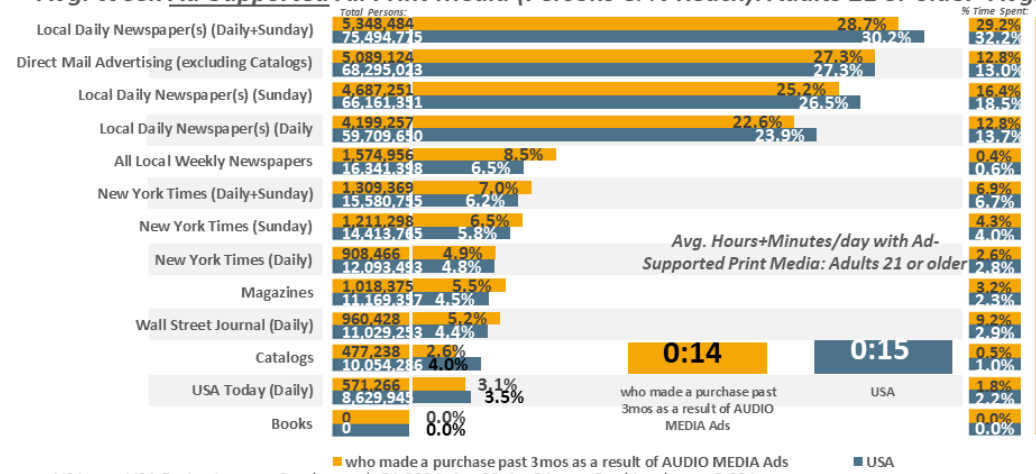
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



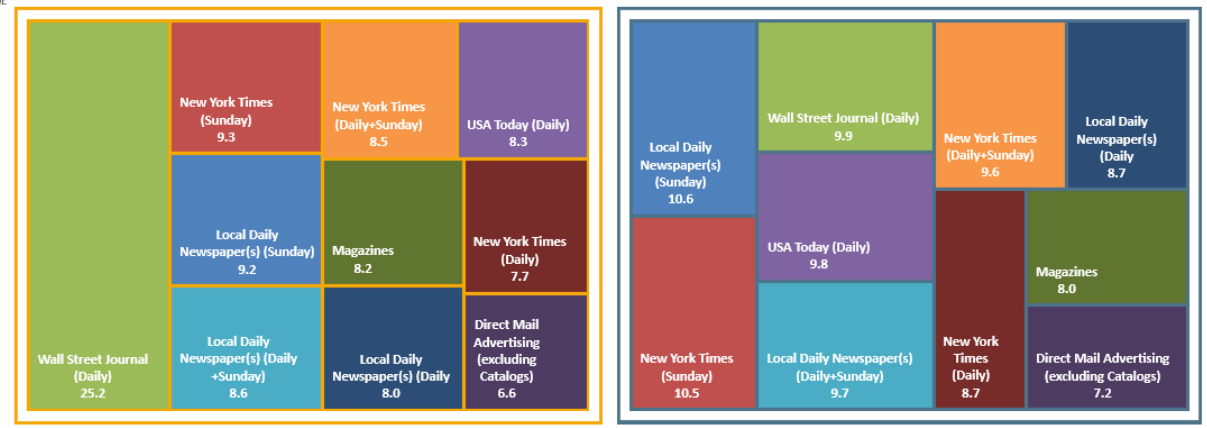
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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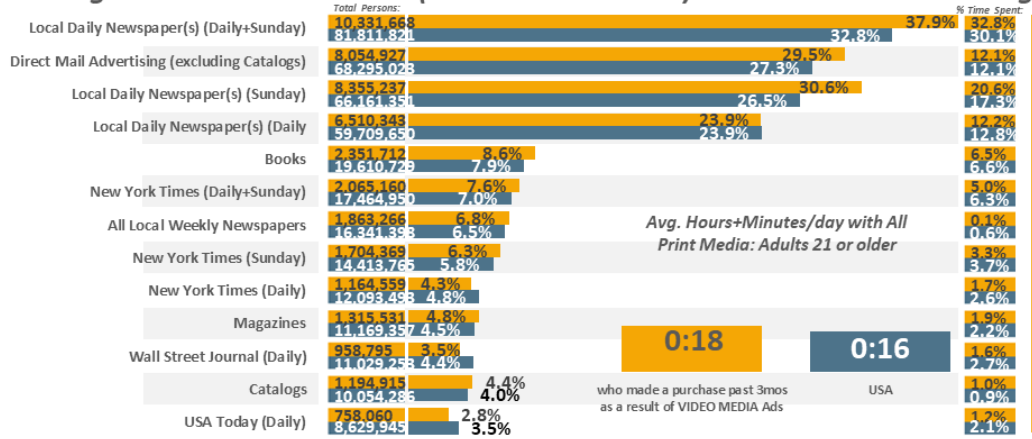
Ads on AUDIO MEDIA = (Made a purchase as a result of ads past 3 months: Ads on the radio OR Made a purchase as a result of ads past 3 months: Ads in podcasts OR Made a purchase as a result of ads past 3 months: Ads on audio streaming services)

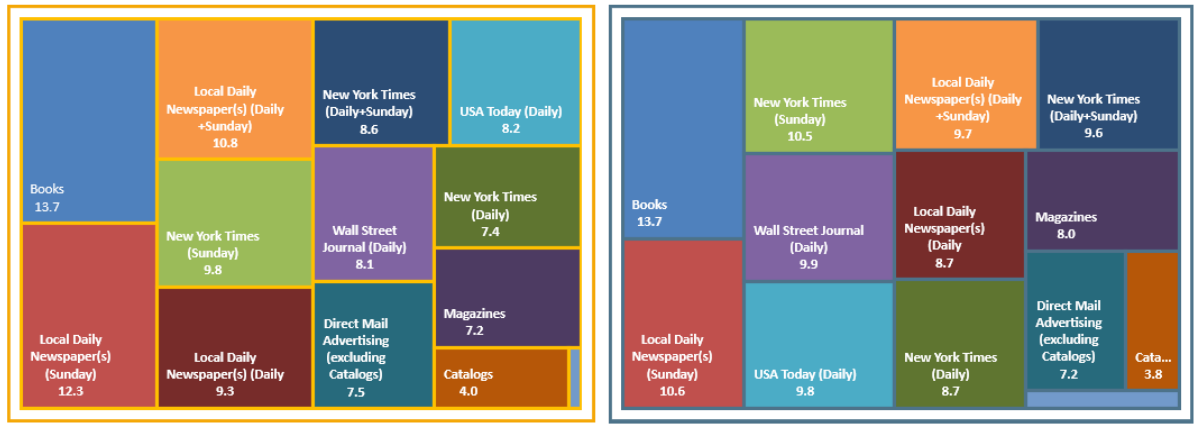
VIDEO MEDIA

10,331,668 or 37.9% of Adults 21 or older who made a purchase past 3mos as a result of VIDEO MEDIA Ads read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.8 minutes every day representing 35.% of all time spent daily with All forms of Print

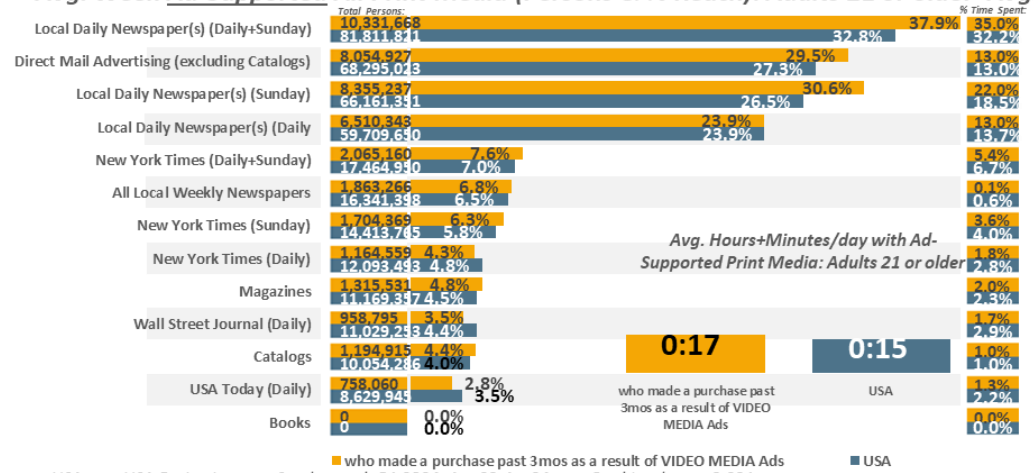
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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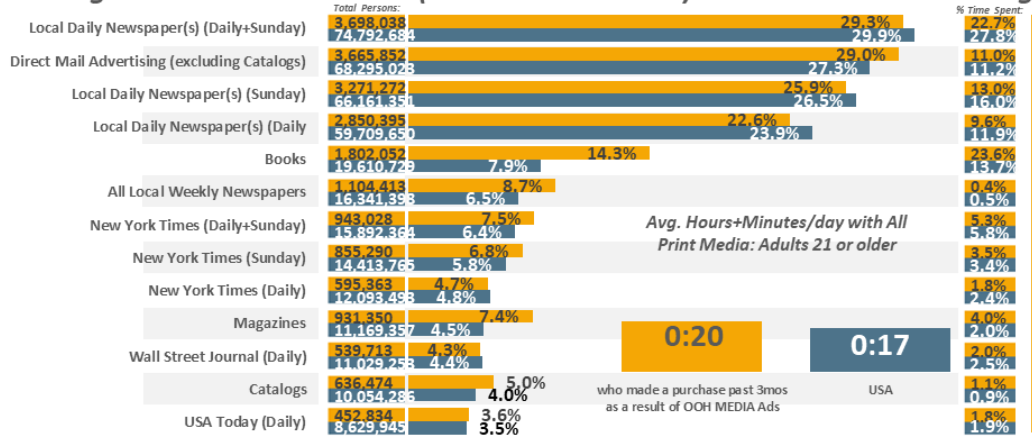
Ads on VIDEO MEDIA = (Made a purchase as a result of ads past 3 months: Ads on broadcast, cable or satellite TV OR Made a purchase as a result of ads past 3 months: Ads on video streaming services)

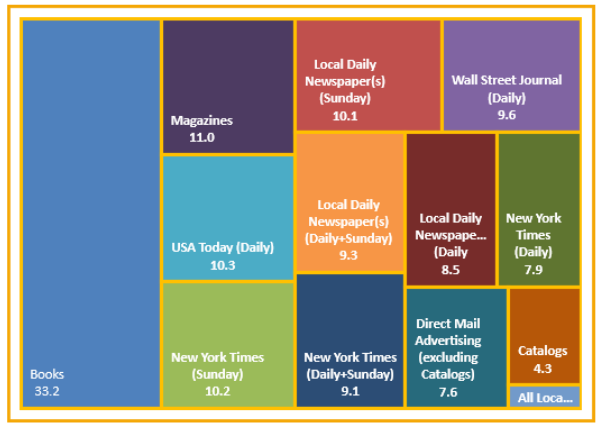
OOH MEDIA

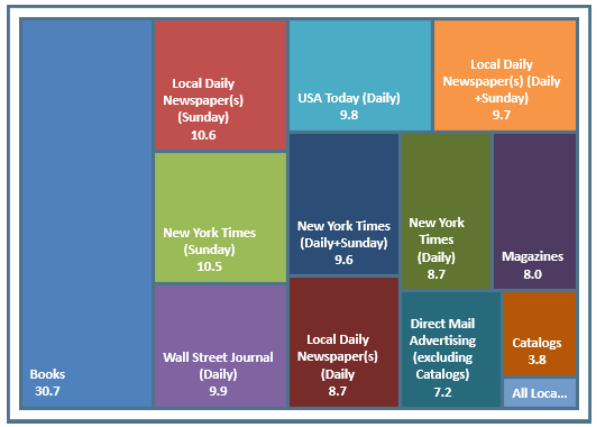
3,698,038 or 29.3% of Adults 21 or older who made a purchase past 3mos as a result of OOH MEDIA Ads read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 29.7% of all time spent daily with All forms of Print Me

Avg. Week All Print Media (Persons & % Reach): Adults 21 or older

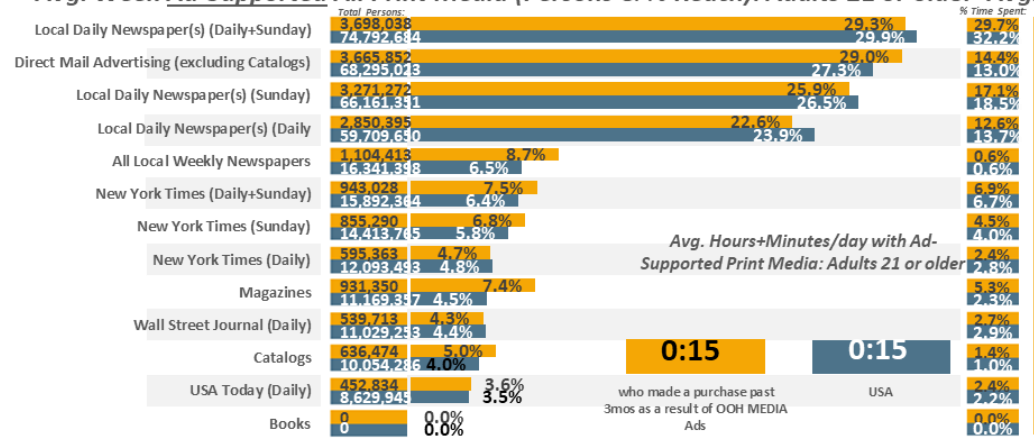


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

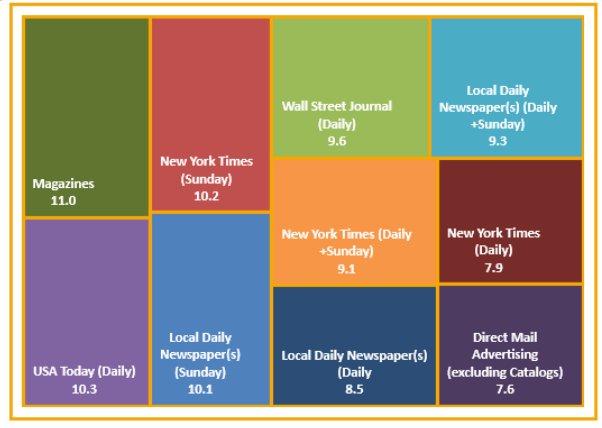


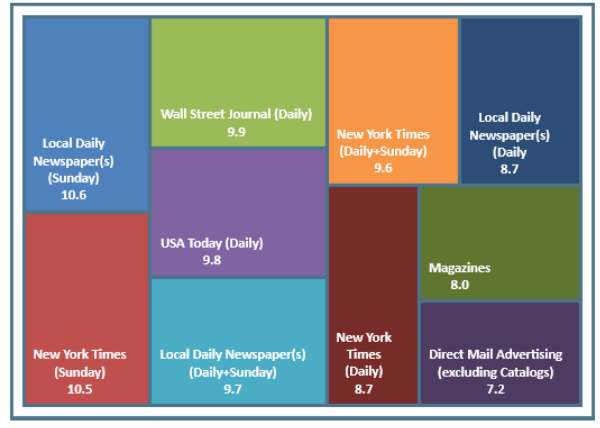


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





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