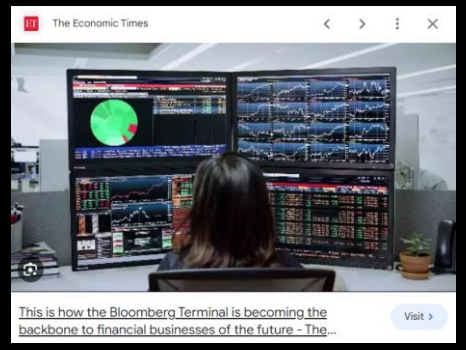
USA – 5 Top Ad-Supported AUDIO STREAMING SERVICES P18+ Listened to past 7 days!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ who listened to Free Ad-Supported AMAZON MUSIC, IHEARTRADIO, PANDORA, SPOTIFY, YOUTUBE MUSIC in the past 7 days as of April 2024!

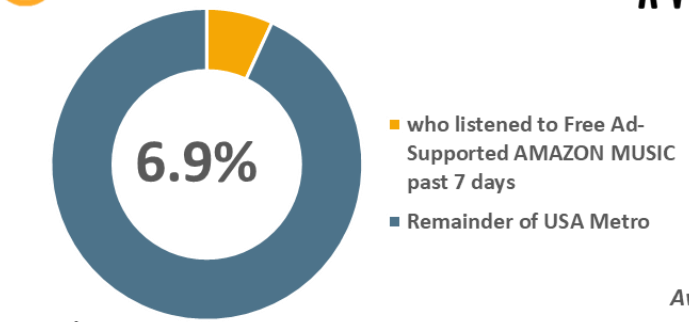


Audio streaming services used past 7 days: Amazon Music (free)
Audio streaming services used past 7 days: iHeartRadio (free)
Audio streaming services used past 7 days: Pandora (free)
Audio streaming services used past 7 days: Spotify (free)
Audio streaming services used past 7 days: TuneIn (free)

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

6.9% or 18,012,072 of USA Adults 18 or older listened to Free Ad-Supported AMAZON MUSIC past 7 days. Typical Adults 18 or older who listened to Free Ad-Supported AMAZON MUSIC past 7 days are 49.3 years old (.9% older than average) and have a $98,927 (10.3% higher than average) annual household income.

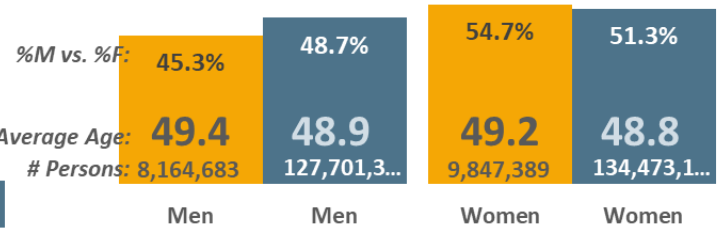
Percent of Market: Adults 18 or older



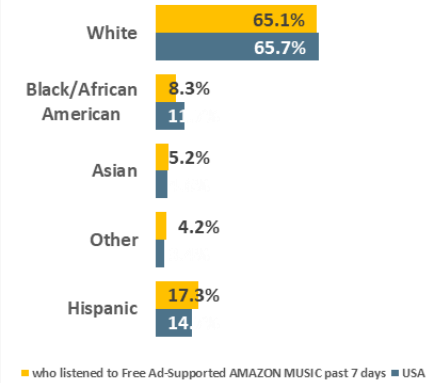
Total Persons:



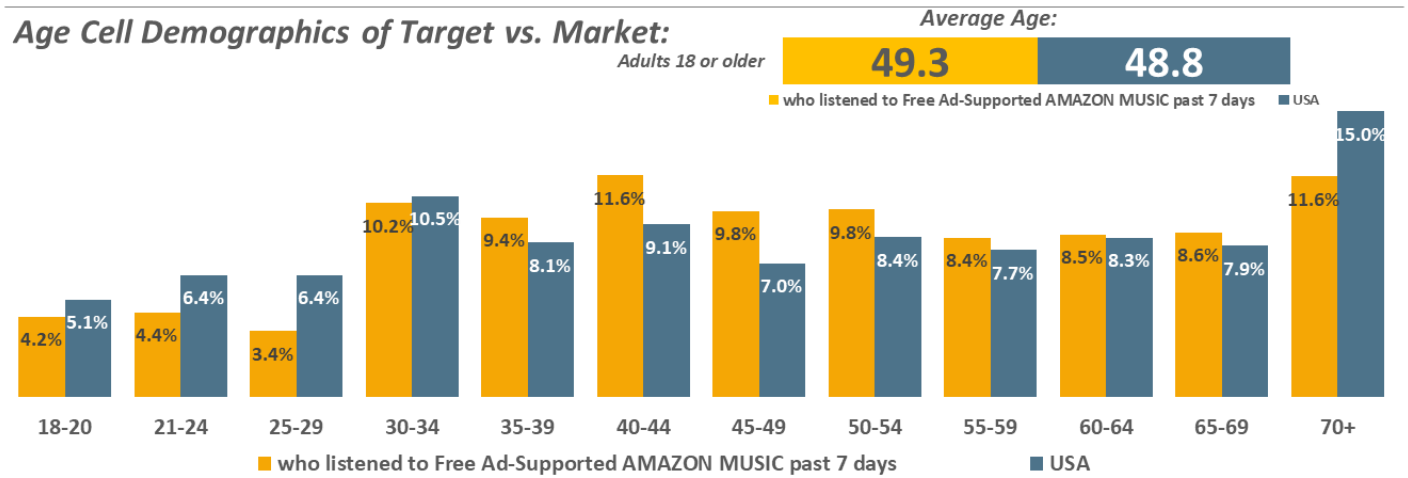
Gender of Target vs. Market: Adults 18 or older



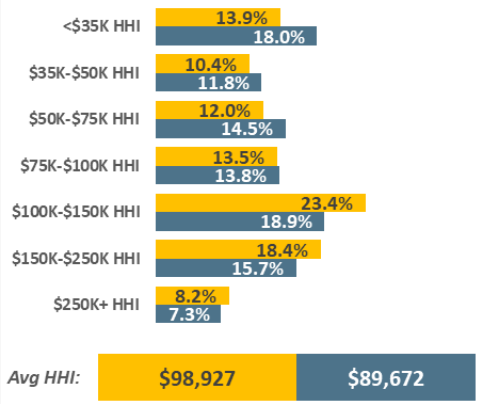
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $98,927 $89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 7,564

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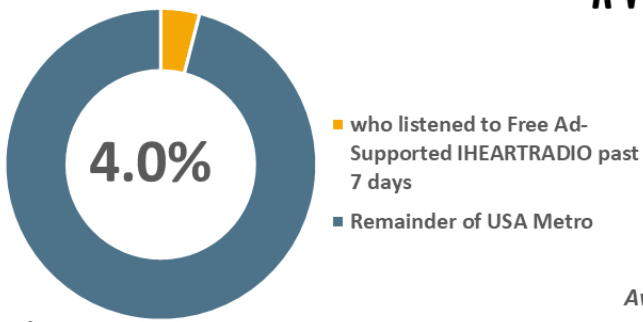
Audio streaming services used past 7 days: Amazon Music (free)

4.% or 10,562,042 of USA Adults 18 or older listened to Free Ad-Supported IHEARTRADIO past 7 days.
Typical Adults 18 or older who listened to Free Ad-Supported IHEARTRADIO past 7 days are 49.6 years old (1.4% older than average) and have a $95,042 (6.% higher than average) annual household income.

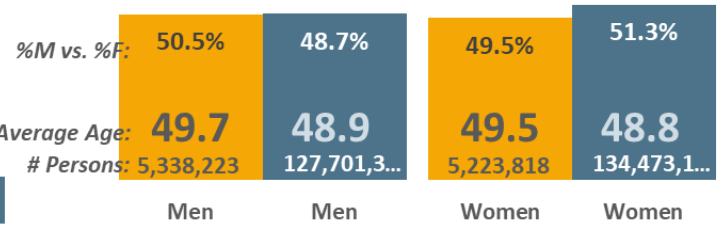
Percent of Market: Adults 18 or older



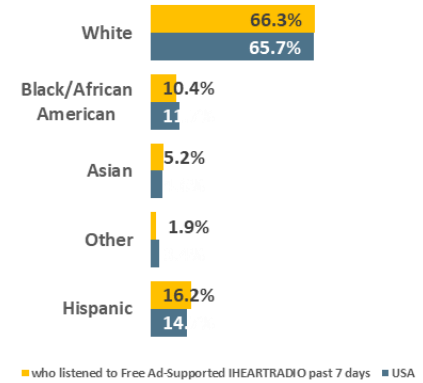
Total Persons:



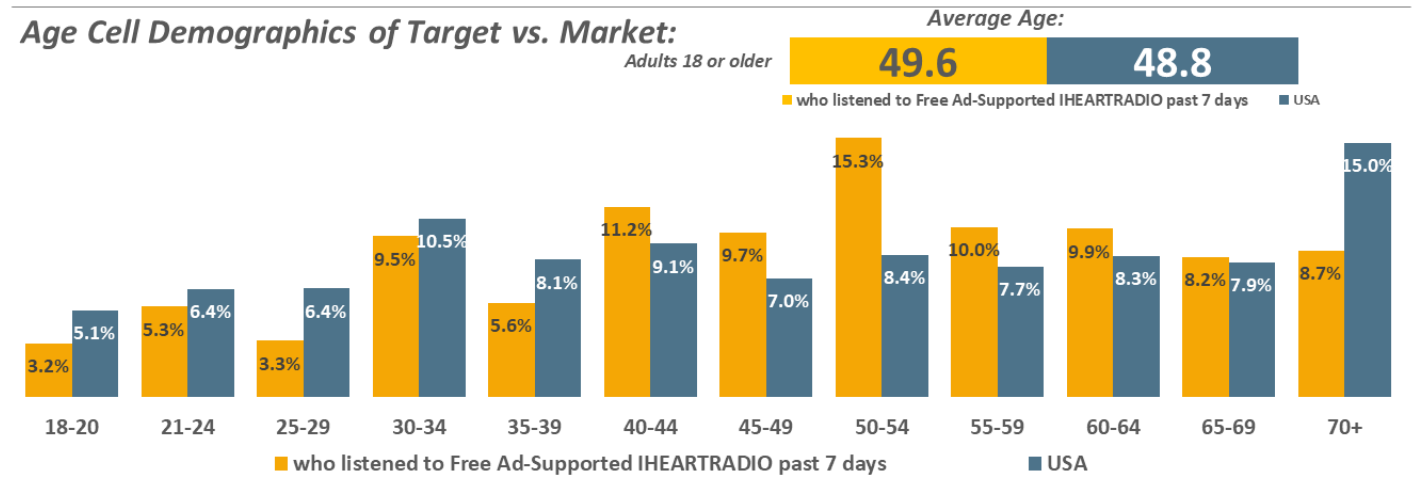
Gender of Target vs. Market: Adults 18 or older



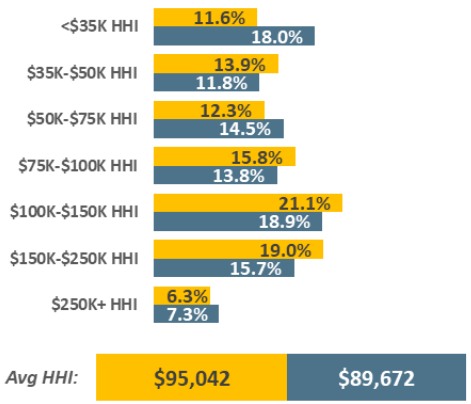
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $95,042 | $89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 7,564

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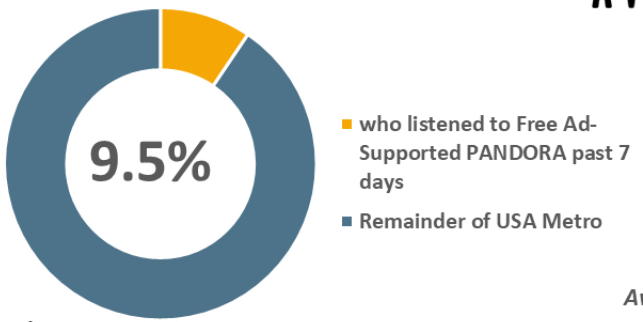
Audio streaming services used past 7 days: iHeartRadio (free)

9.5% or 24,835,065 of USA Adults 18 or older listened to Free Ad-Supported PANDORA past 7 days. Typical Adults 18 or older who listened to Free Ad-Supported PANDORA past 7 days are 47.2 years old (3.5% younger than average) and have a $88,739 (1.% lower than average) annual household income.

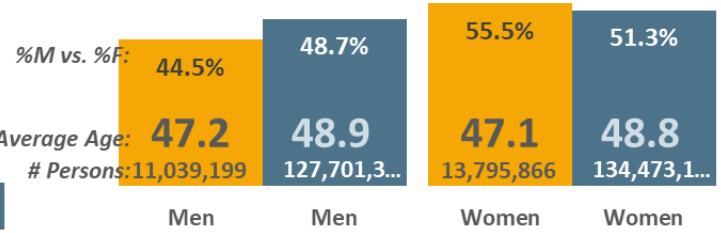
Percent of Market: Adults 18 or older



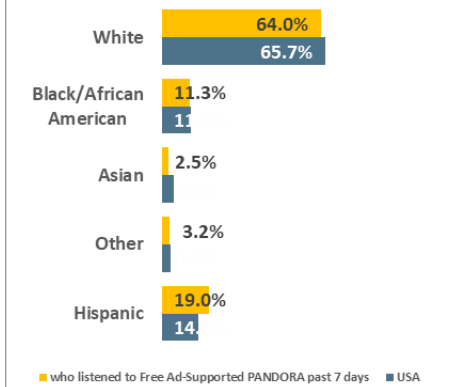
Total Persons:

24,835,065	237,339,435

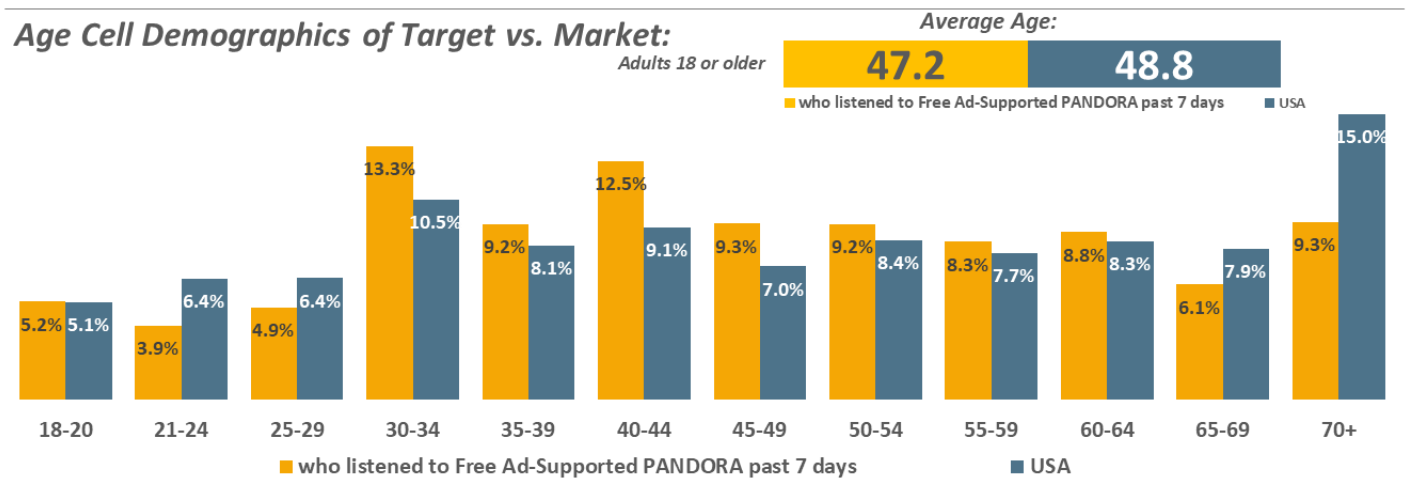
Gender of Target vs. Market: Adults 18 or older



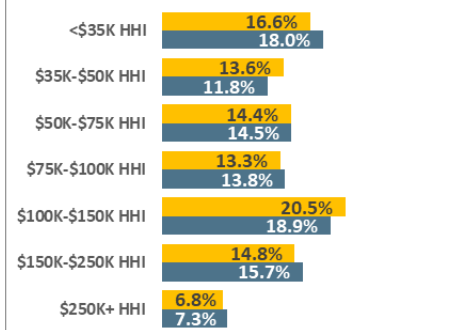
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$88,739	$89,672

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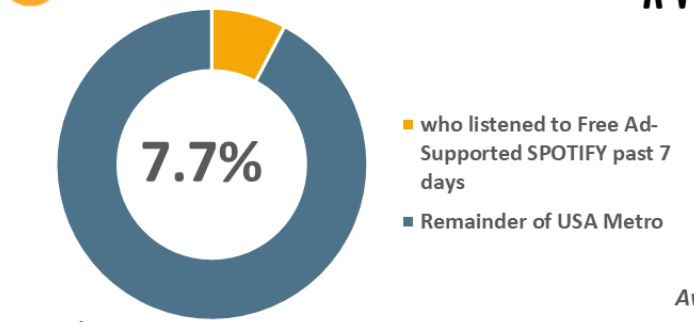
Audio streaming services used past 7 days: Pandora (free)

7.7% or 20,294,193 of USA Adults 18 or older listened to Free Ad-Supported SPOTIFY past 7 days.
Typical Adults 18 or older who listened to Free Ad-Supported SPOTIFY past 7 days are 41.2 years old (15.6% younger than average) and have a $88,298 (1.5% lower than average) annual household income.

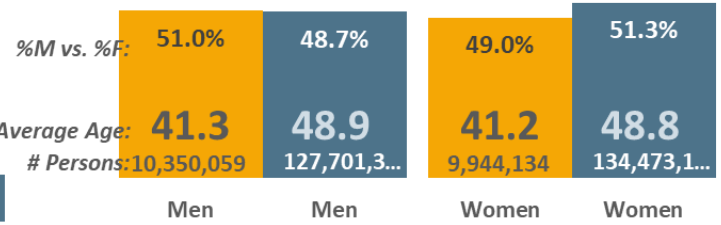
Percent of Market: Adults 18 or older



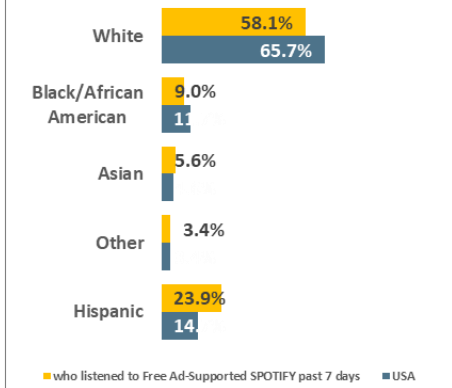
Total Persons:



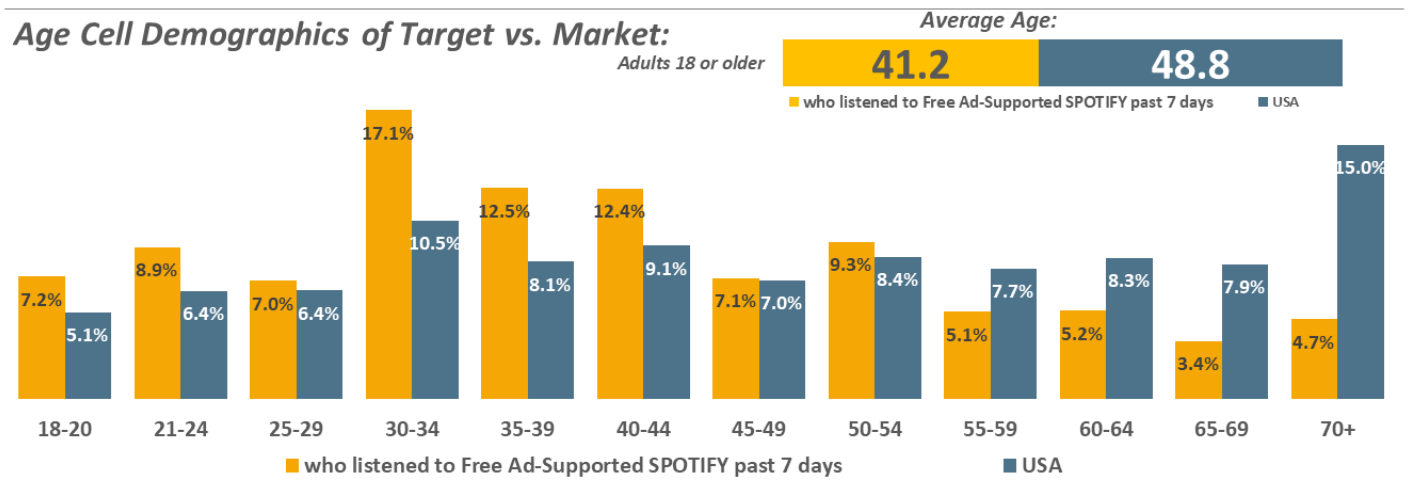
Gender of Target vs. Market: Adults 18 or older



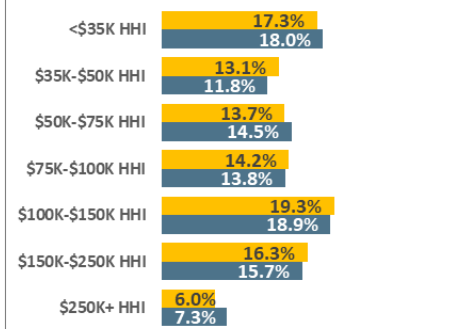
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $88,298 | $89,672

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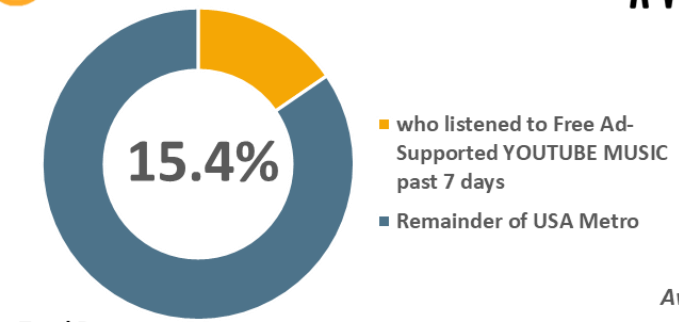
Audio streaming services used past 7 days: Spotify (free)

15.4% or 40,472,557 of USA Adults 18 or older listened to Free Ad-Supported YOUTUBE MUSIC past 7 days. Typical Adults 18 or older who listened to Free Ad-Supported YOUTUBE MUSIC past 7 days are 43.1 years old (11.8% younger than average) and have a $79,391 (11.5% lower than average) annual household…

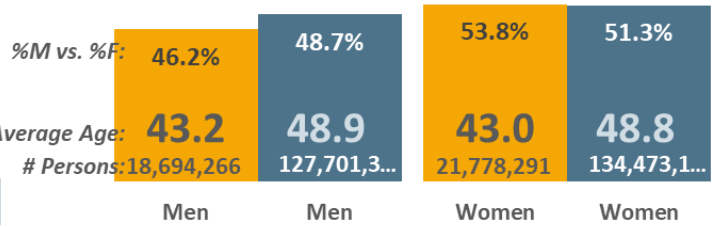
Percent of Market: Adults 18 or older



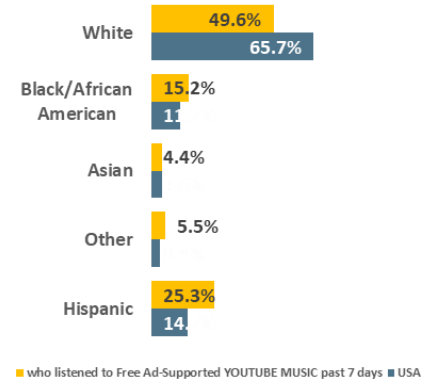
Total Persons:



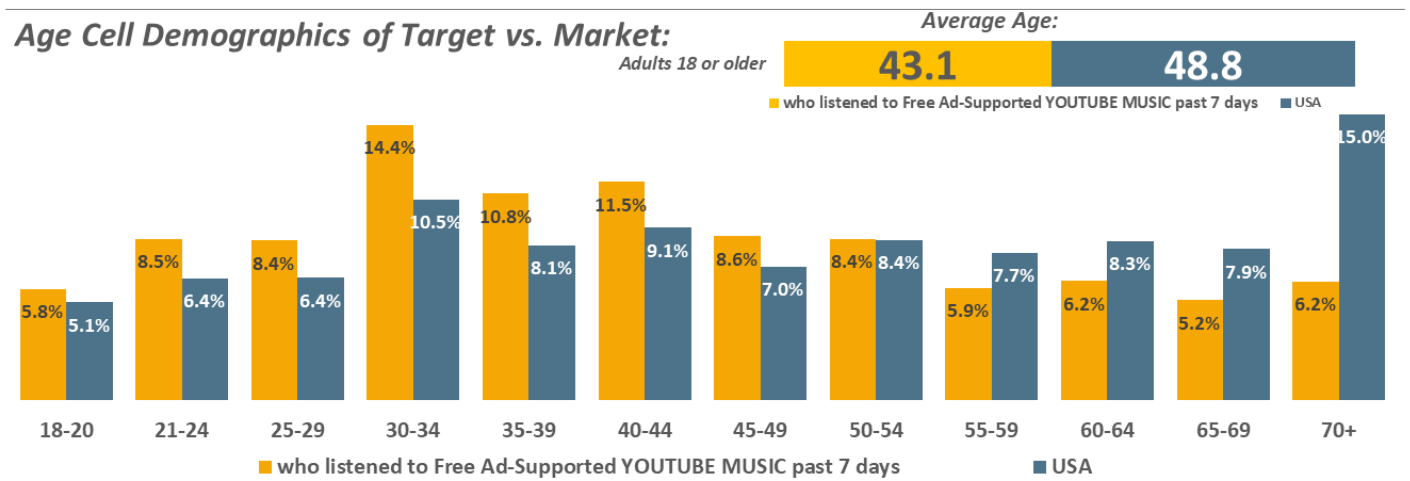
Gender of Target vs. Market: Adults 18 or older



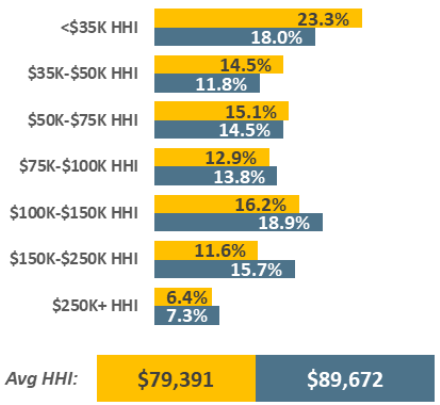
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $79,391 | $89,672

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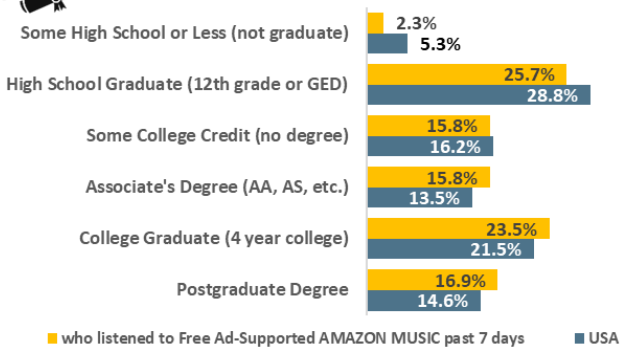
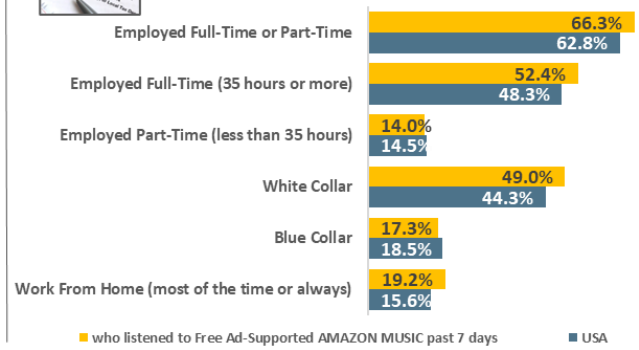
Audio streaming services used past 7 days: TuneIn (free)

6.9% or 18,012,072 of USA Adults 18 or older listened to Free Ad-Supported AMAZON MUSIC past 7 days. Adults 18 or older who listened to Free Ad-Supported AMAZON MUSIC past 7 days are 11.7% more likely to be a college graduate, 8.4% more likely to work full-time, 17.% more likely to be married, 37.7% more likely to be a parent of 1 or more children under

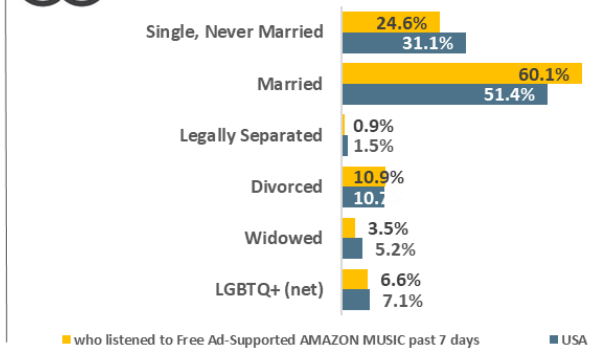
Education Levels: Adults 18 or older



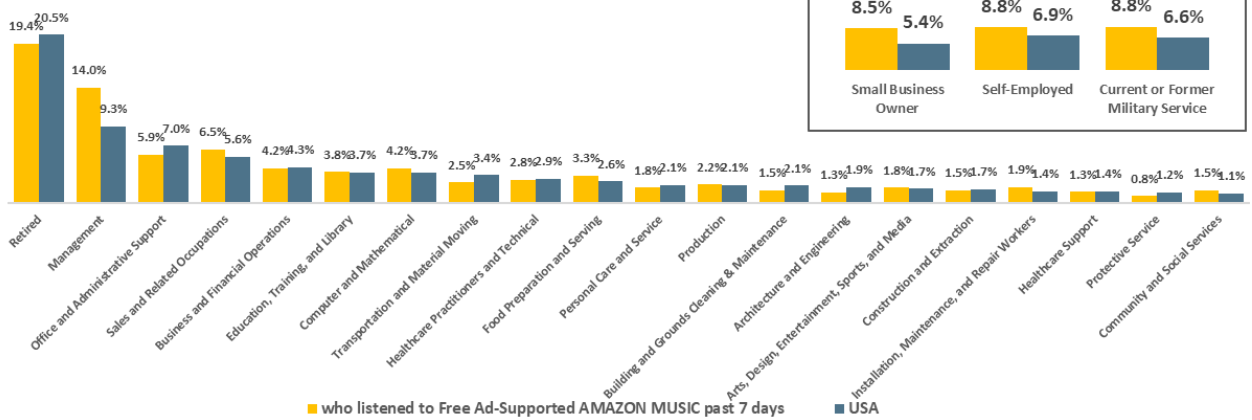
Employment: Adults 18 or older



Marital Status: Adults 18 or older

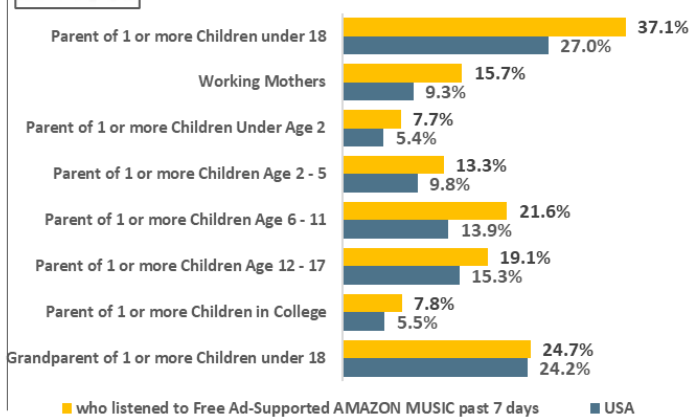


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *7,564*

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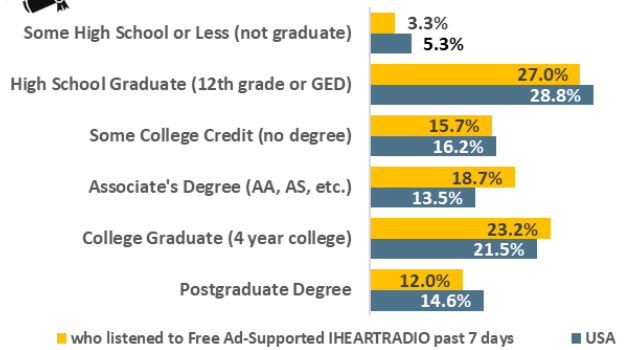
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

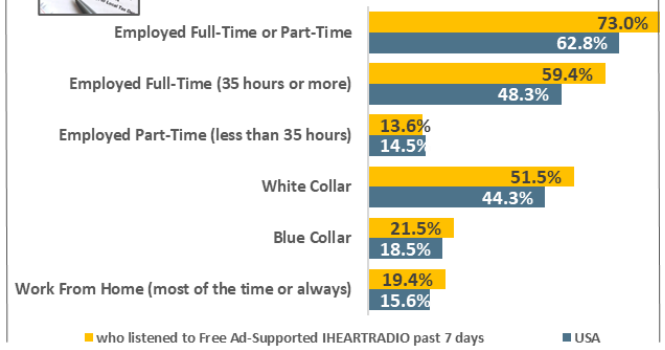
Audio streaming services used past 7 days: Amazon Music (free)

4.% or 10,562,042 of USA Adults 18 or older listened to Free Ad-Supported IHEARTRADIO past 7 days. Adults 18 or older who listened to Free Ad-Supported IHEARTRADIO past 7 days are 2.4% less likely to be a college graduate, 22.9% more likely to work full-time, 5.7% more likely to be married, 5.2% less likely to be a parent of 1 or more children under 18

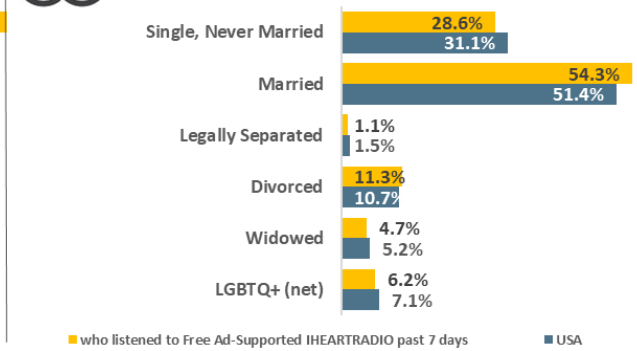
Education Levels: Adults 18 or older



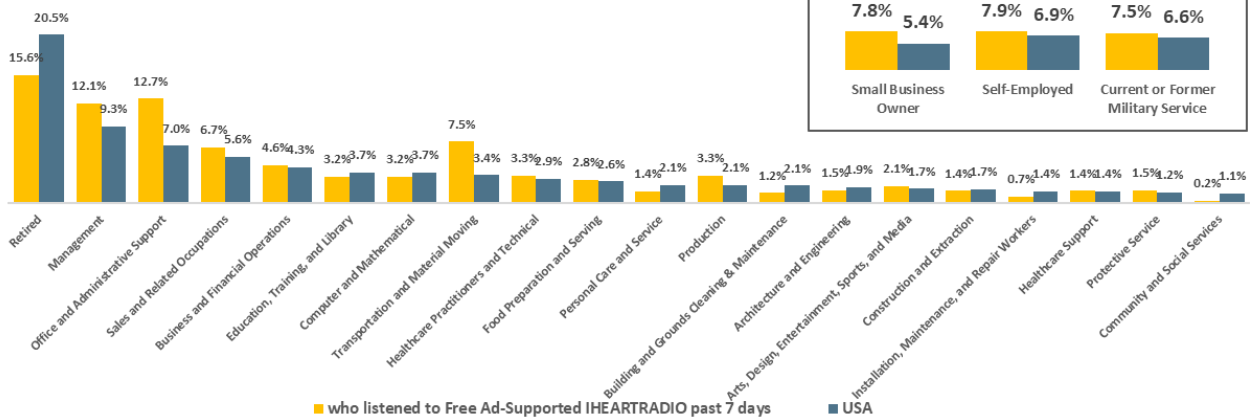
Employment: Adults 18 or older



Marital Status: Adults 18 or older

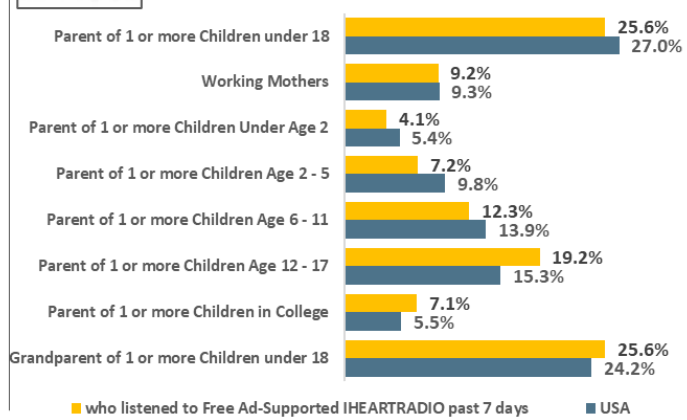


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *7,564*

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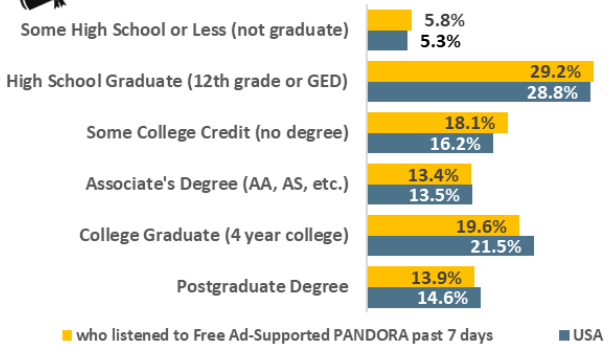
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

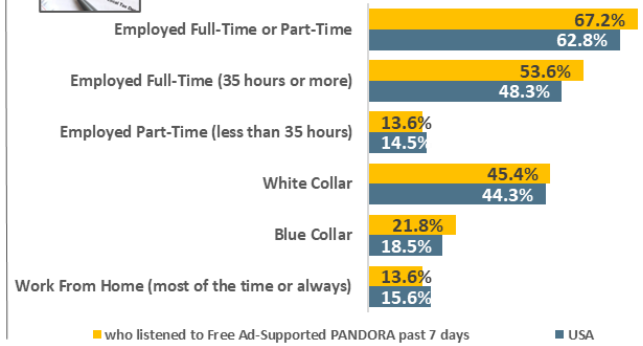
Audio streaming services used past 7 days: iHeartRadio (free)

9.5% or 24,835,065 of USA Adults 18 or older listened to Free Ad-Supported PANDORA past 7 days. Adults 18 or older who listened to Free Ad-Supported PANDORA past 7 days are 7.2% less likely to be a college graduate, 11.% more likely to work full-time, 11.8% more likely to be married, 34.2% more likely to be a parent of 1 or more children under 18.

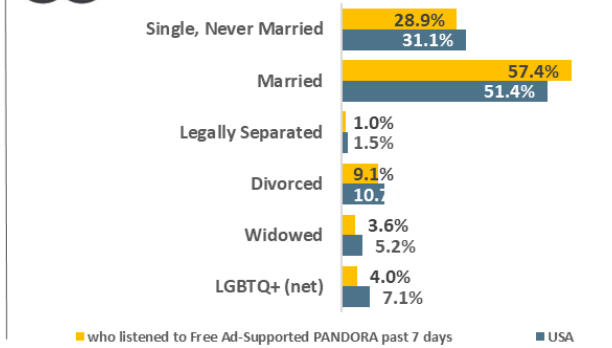
Education Levels: Adults 18 or older



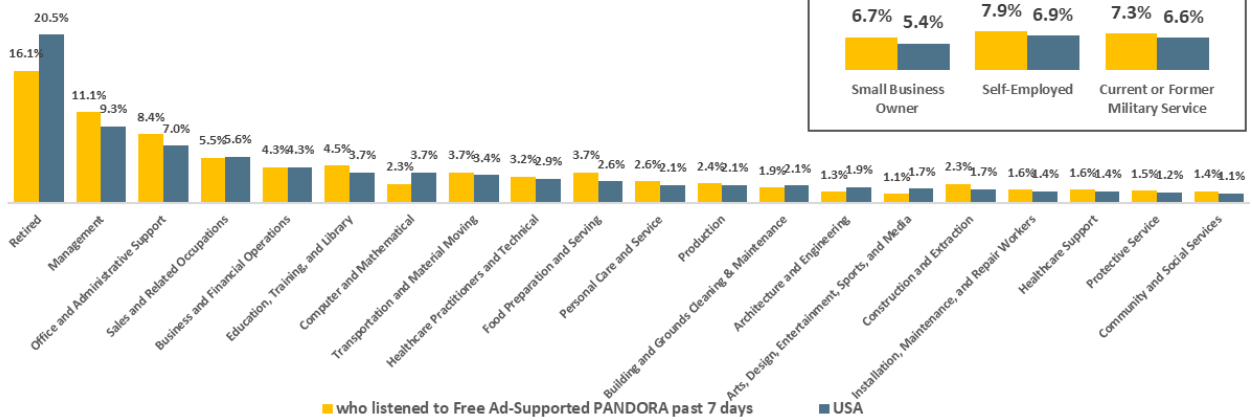
Employment: Adults 18 or older



Marital Status: Adults 18 or older

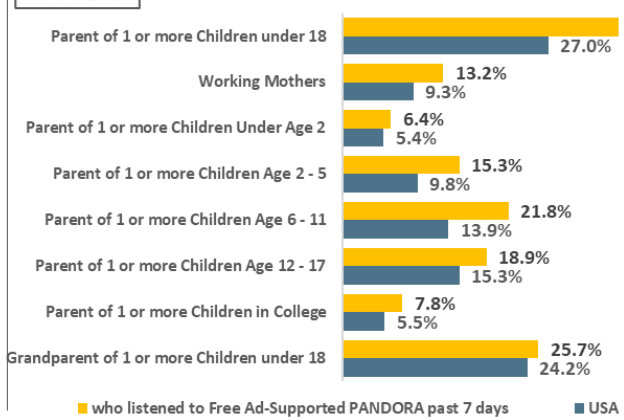


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 7,564

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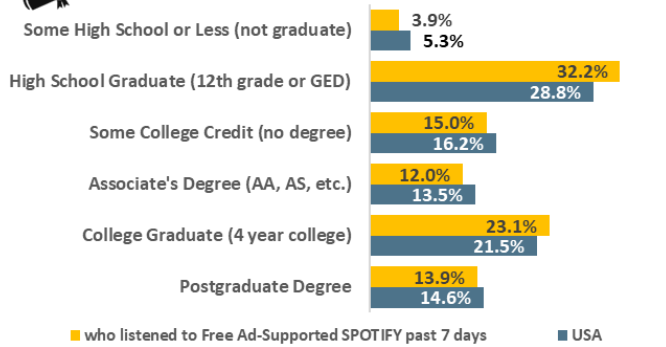
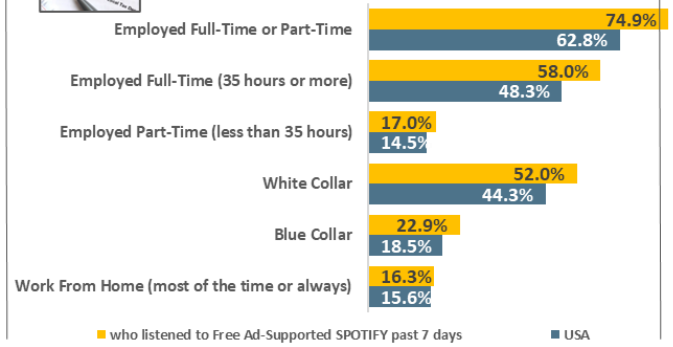
Audio streaming services used past 7 days: Pandora (free)

7.7% or 20,294,193 of USA Adults 18 or older listened to Free Ad-Supported SPOTIFY past 7 days.
Adults 18 or older who listened to Free Ad-Supported SPOTIFY past 7 days are 2.4% more likely to be a college graduate, 20.% more likely to work full-time, 3.9% less likely to be married, 27.2% more likely to be a parent of 1 or more children under 18.

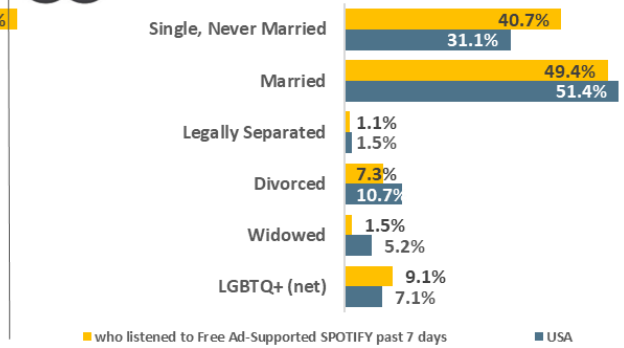
Education Levels: Adults 18 or older



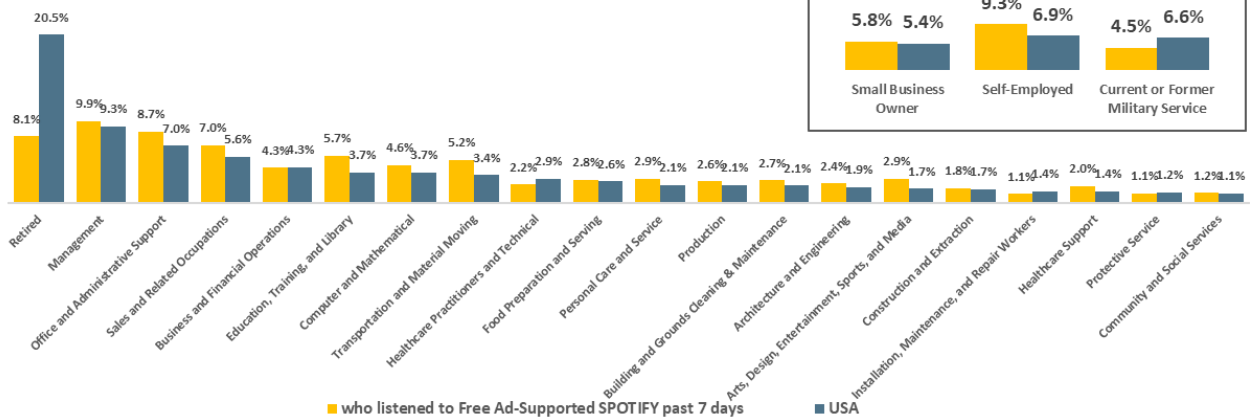
Employment: Adults 18 or older



Marital Status: Adults 18 or older

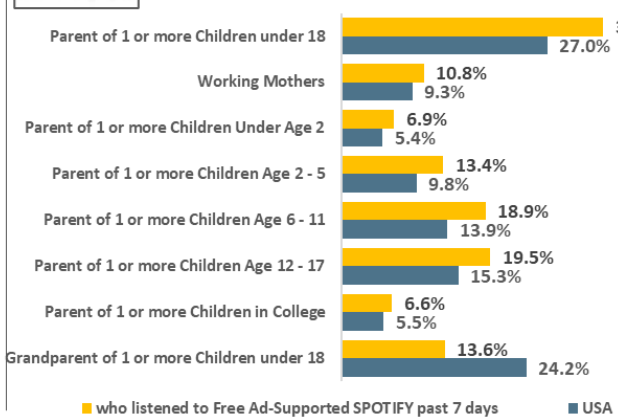


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *7,564*

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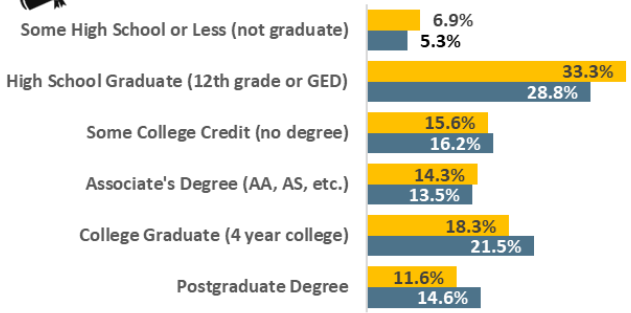
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

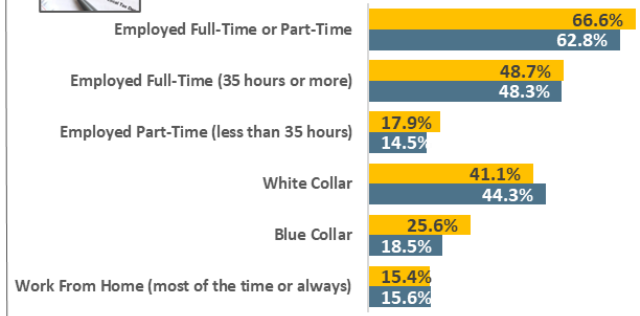
Audio streaming services used past 7 days: Spotify (free)

15.4% or 40,472,557 of USA Adults 18 or older listened to Free Ad-Supported YOUTUBE MUSIC past 7 days. Adults 18 or older who listened to Free Ad-Supported YOUTUBE MUSIC past 7 days are 17.3% less likely to be a college graduate, .8% more likely to work full-time, 13.7% less likely to be married, 31.5% more likely to be a parent of 1 or more children under

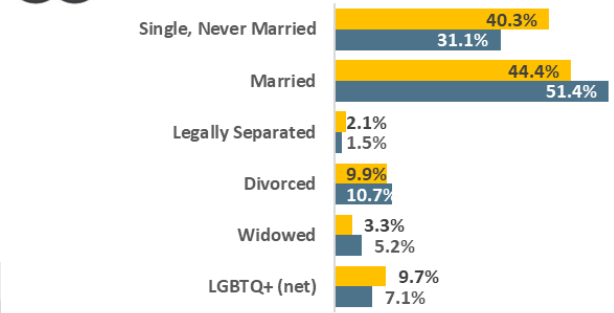
Education Levels: Adults 18 or older



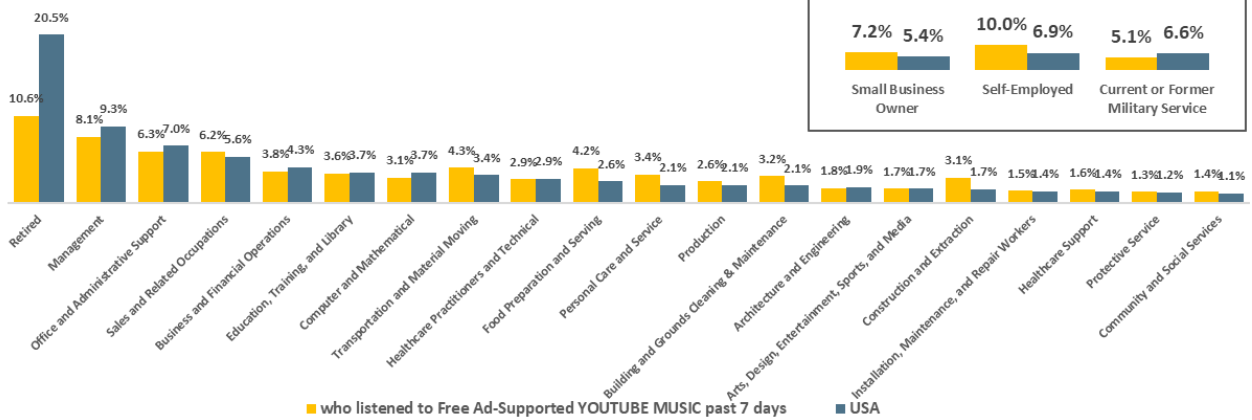
Employment: Adults 18 or older



Marital Status: Adults 18 or older

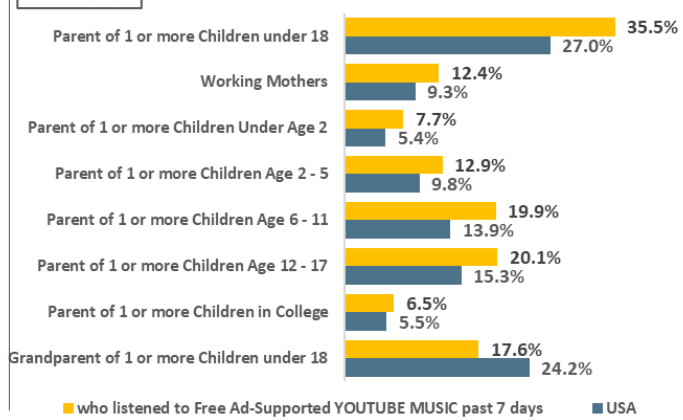


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *7,564*

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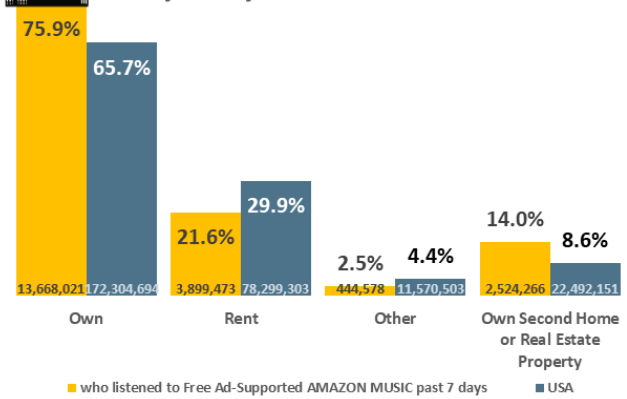
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

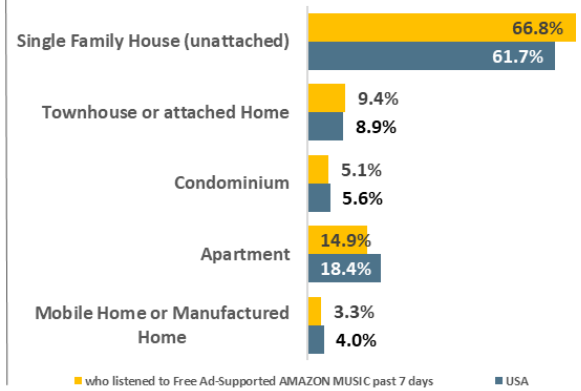
Audio streaming services used past 7 days: TuneIn (free)

6.9% or 18,012,072 of USA Adults 18 or older listened to Free Ad-Supported AMAZON MUSIC past 7 days. Adults 18 or older who listened to Free Ad-Supported AMAZON MUSIC past 7 days are 15.5% more likely to own their home, 7.% more likely to own a higher valued home, 8.3% more likely to have a single-family home, 19.3% more likely to have a dog.

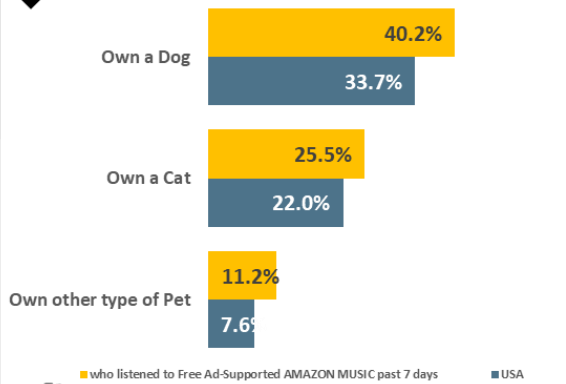
Own/Rent/Other: Adults 18 or older



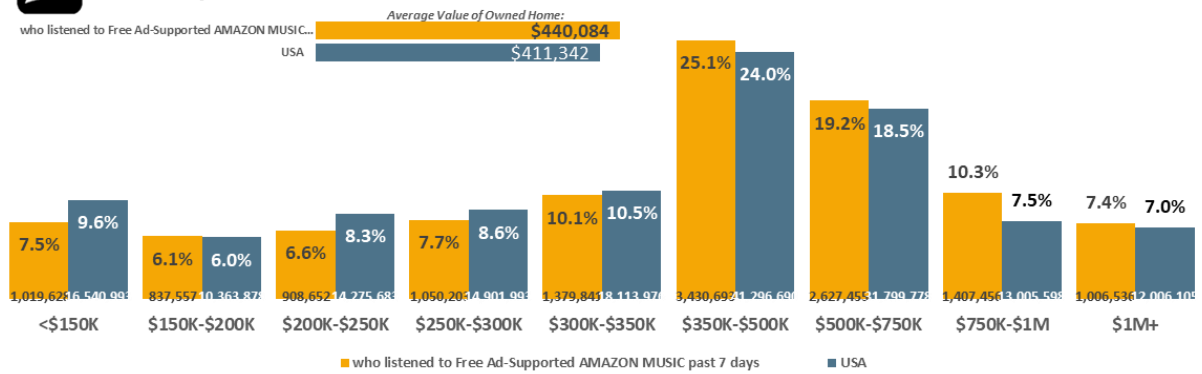
Type of Home: Adults 18 or older



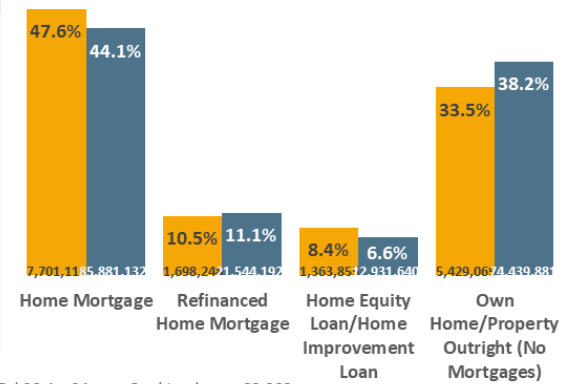
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *7,564*

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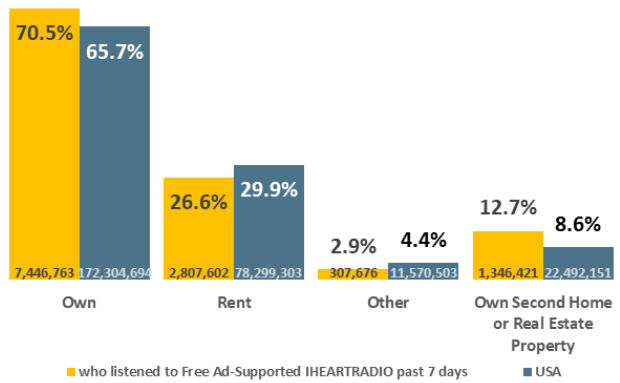
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

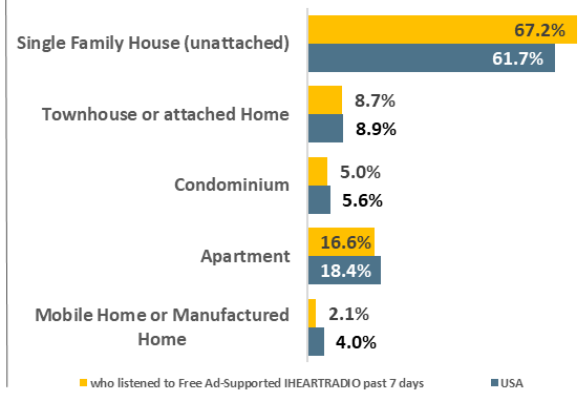
Audio streaming services used past 7 days: Amazon Music (free)

4.% or 10,562,042 of USA Adults 18 or older listened to Free Ad-Supported IHEARTRADIO past 7 days. Adults 18 or older who listened to Free Ad-Supported IHEARTRADIO past 7 days are 7.3% more likely to own their home, 1.4% more likely to own a lower valued home, 8.9% more likely to have a single-family home, 9.8% more likely to have a dog.

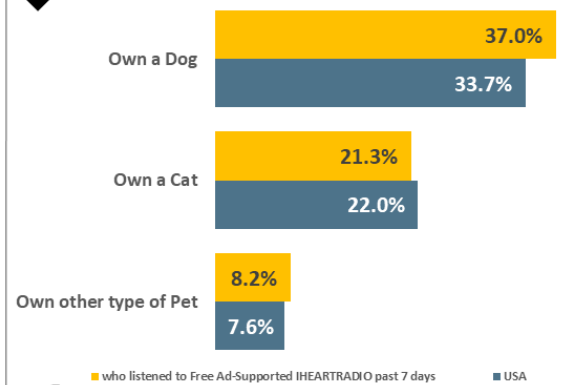
Own/Rent/Other: Adults 18 or older



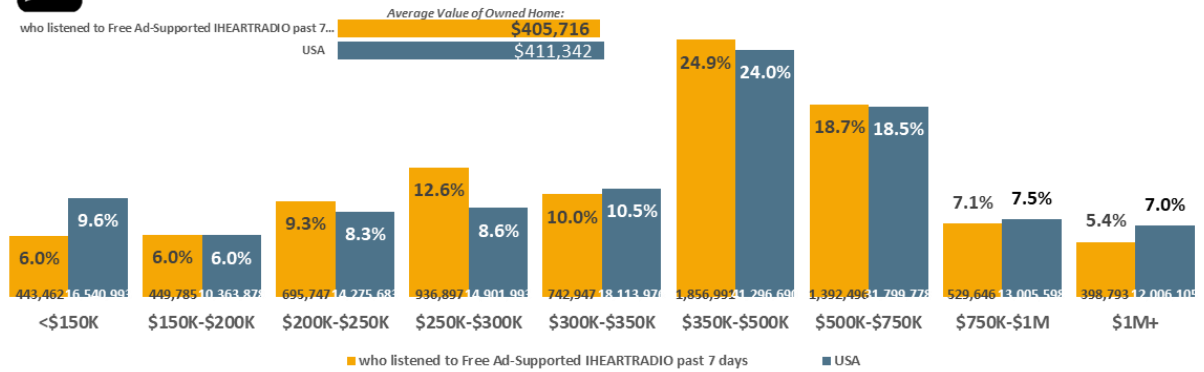
Type of Home: Adults 18 or older



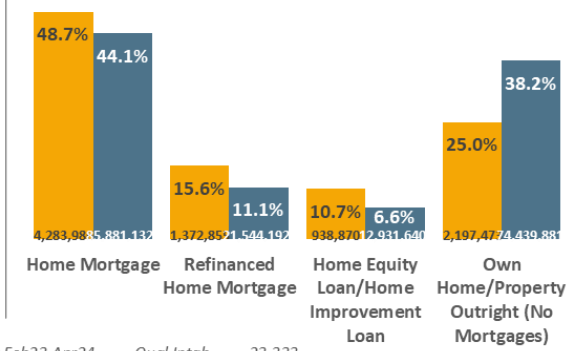
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *7,564*

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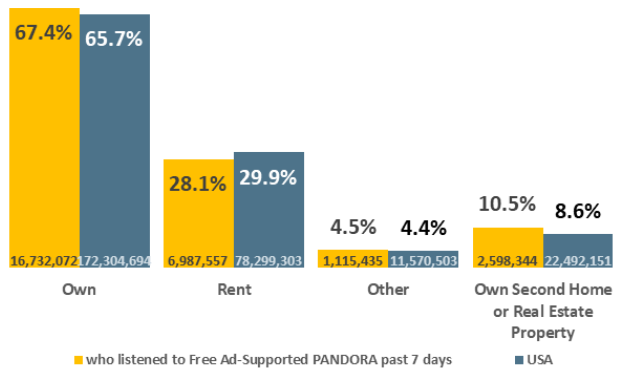
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

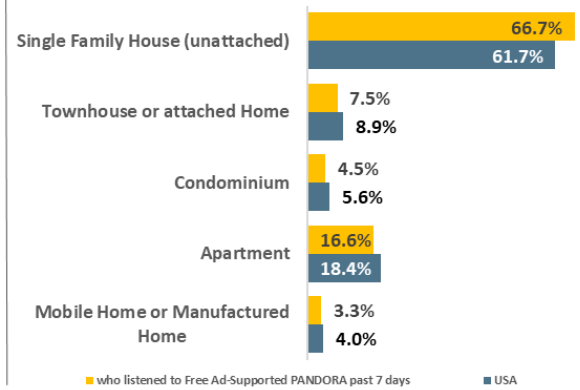
Audio streaming services used past 7 days: iHeartRadio (free)

9.5% or 24,835,065 of USA Adults 18 or older listened to Free Ad-Supported PANDORA past 7 days. Adults 18 or older who listened to Free Ad-Supported PANDORA past 7 days are 2.5% more likely to own their home, 2.% more likely to own a lower valued home, 8.% more likely to have a single-family home, 22.1% more likely to have a dog.

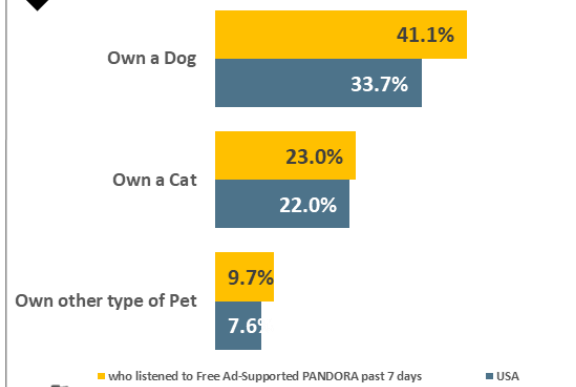
Own/Rent/Other: Adults 18 or older



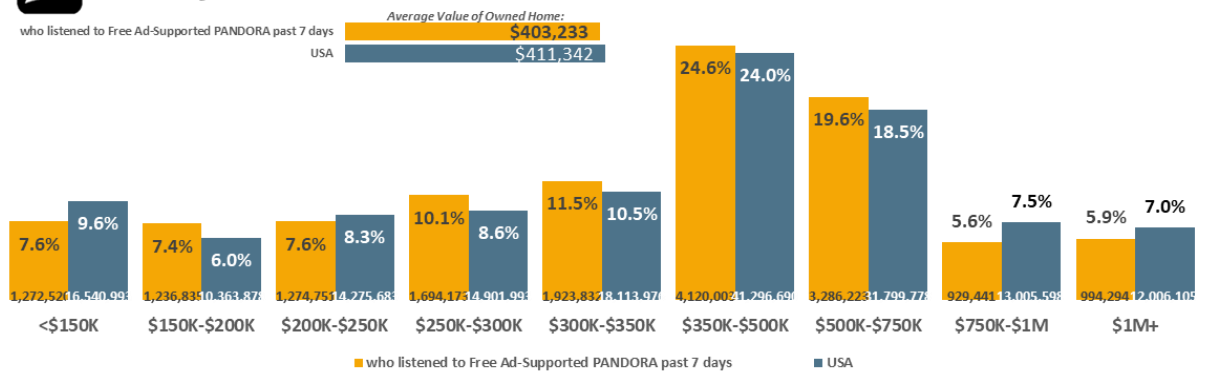
Type of Home: Adults 18 or older



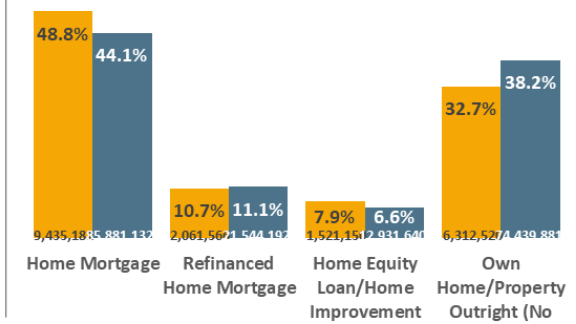
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 7,564

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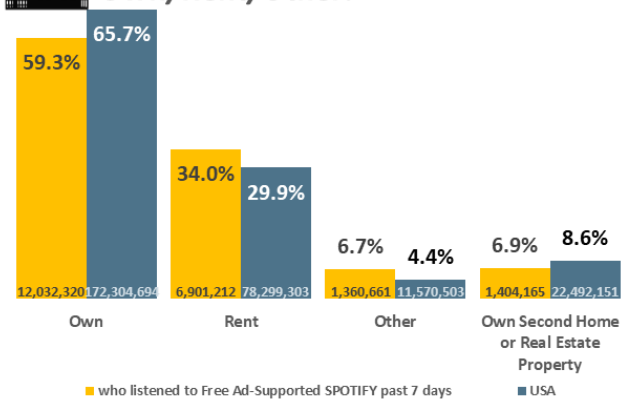
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

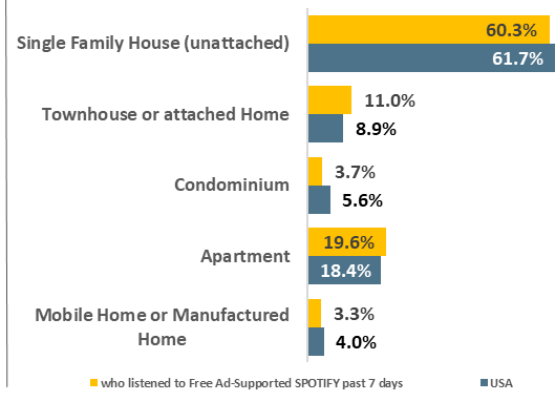
Audio streaming services used past 7 days: Pandora (free)

7.7% or 20,294,193 of USA Adults 18 or older listened to Free Ad-Supported SPOTIFY past 7 days.
Adults 18 or older who listened to Free Ad-Supported SPOTIFY past 7 days are 9.8% less likely to own their home, 9.1% more likely to own a lower valued home, 2.3% less likely to have a single-family home, 12.9% more likely to have a dog.

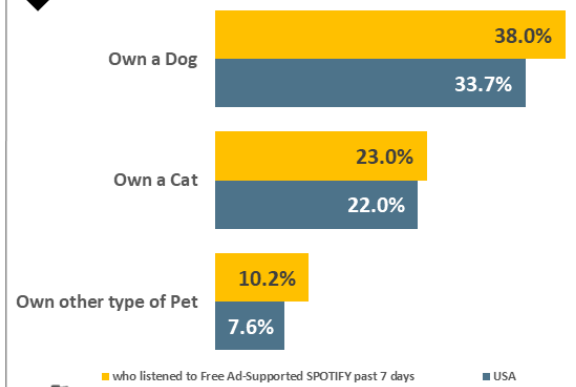
Own/Rent/Other: Adults 18 or older



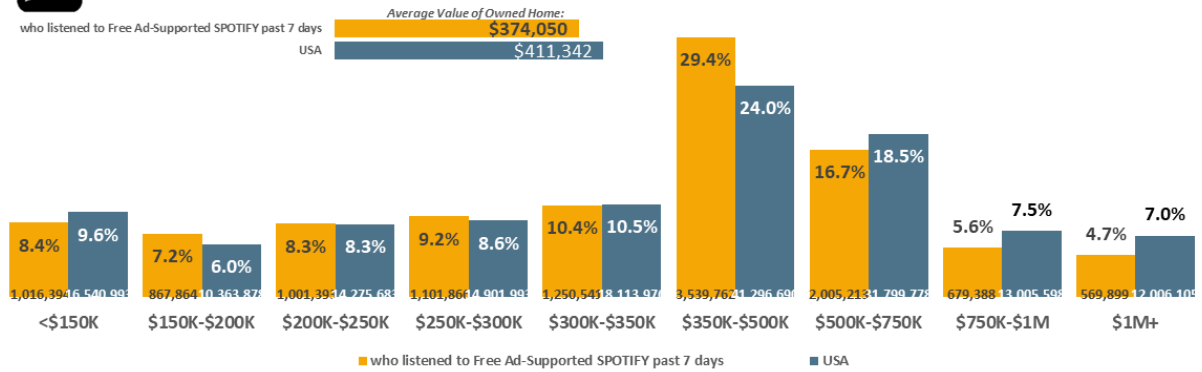
Type of Home: Adults 18 or older



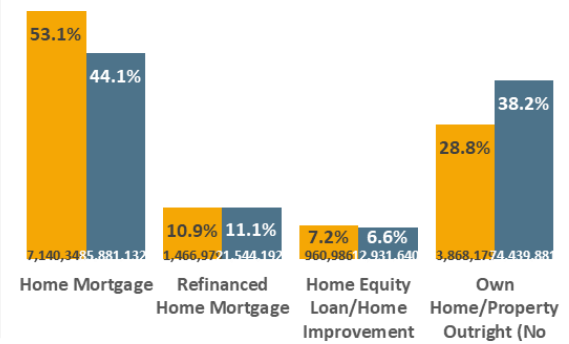
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *7,564*

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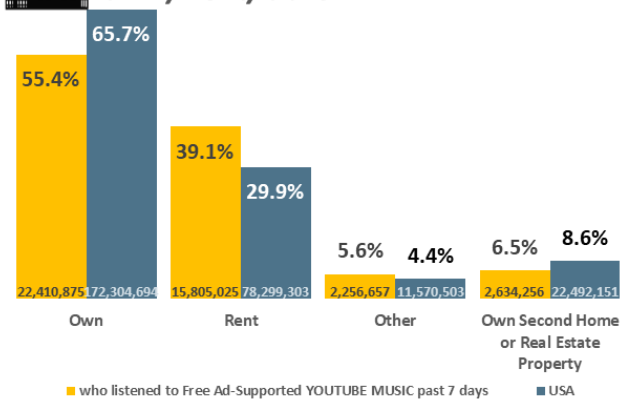
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

Audio streaming services used past 7 days: Spotify (free)

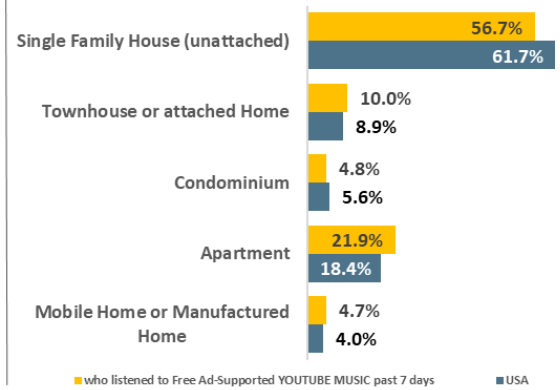
YouTube Music

15.4% or 40,472,557 of USA Adults 18 or older listened to Free Ad-Supported YOUTUBE MUSIC past 7 days. Adults 18 or older who listened to Free Ad-Supported YOUTUBE MUSIC past 7 days are 15.7% less likely to own their home, 3.1% more likely to own a lower valued home, 8.2% less likely to have a single-family home, 3.1% less likely to have a dog.

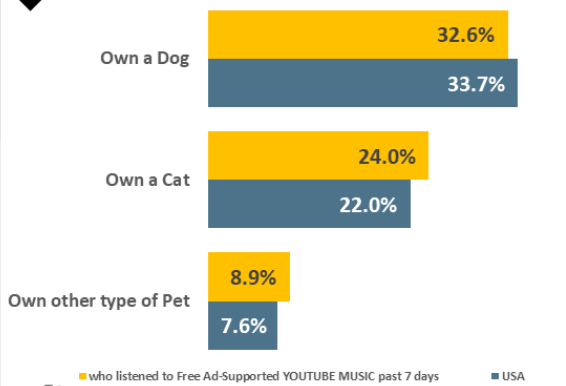
Own/Rent/Other: Adults 18 or older



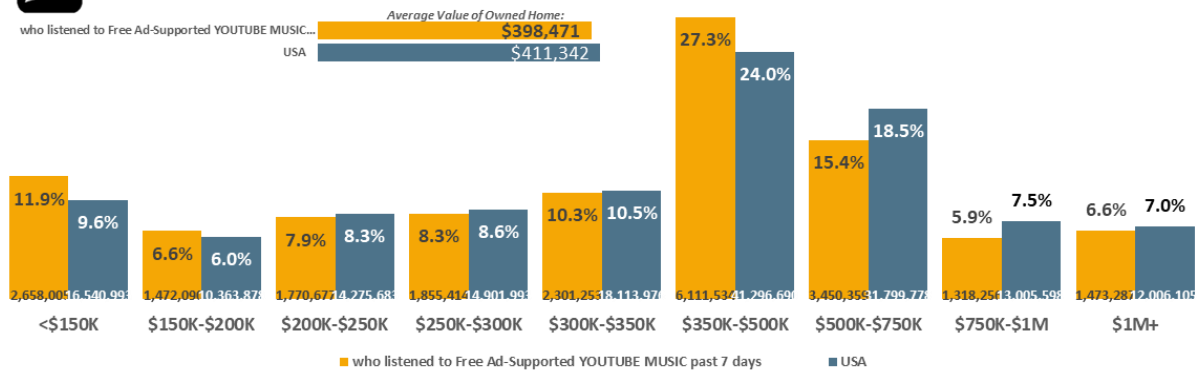
Type of Home: Adults 18 or older



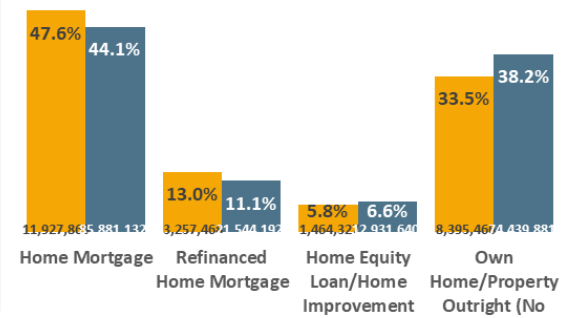
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



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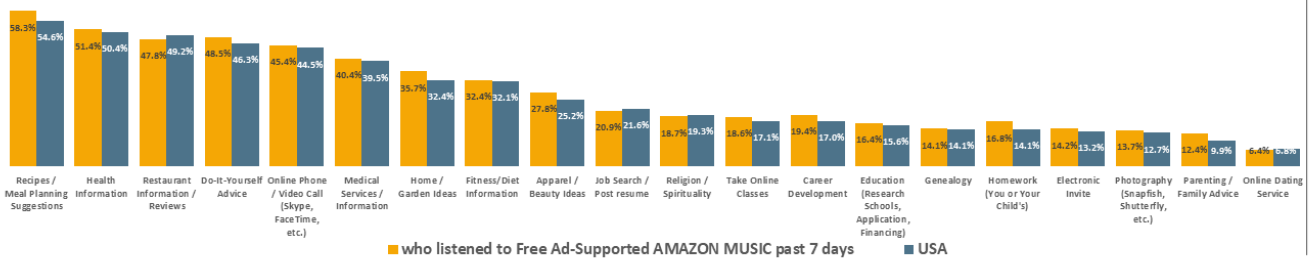
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

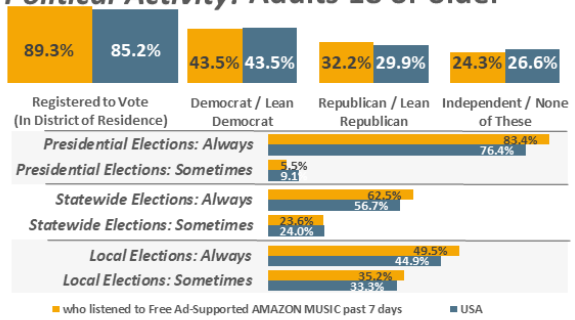
Audio streaming services used past 7 days: TuneIn (free)

6.9% or 18,012,072 of USA Adults 18 or older listened to Free Ad-Supported AMAZON MUSIC past 7 days. Adults 18 or older who listened to Free Ad-Supported AMAZON MUSIC past 7 days are 4.7% more likely to look up D-I-Y advice online, 10.4% more likely to always vote in local elections, 25.% more likely to belong to a gym, 10.9% more likely to fly domestic

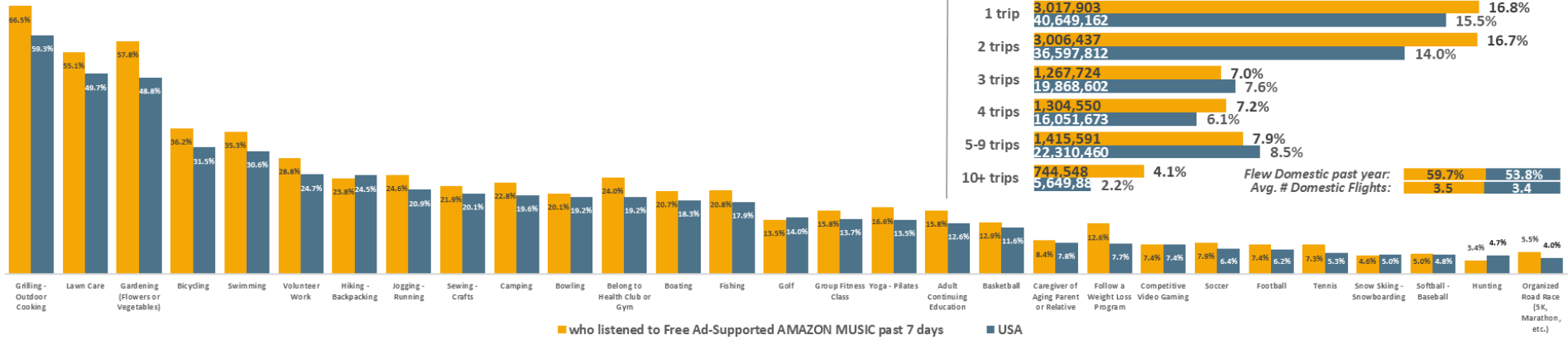
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

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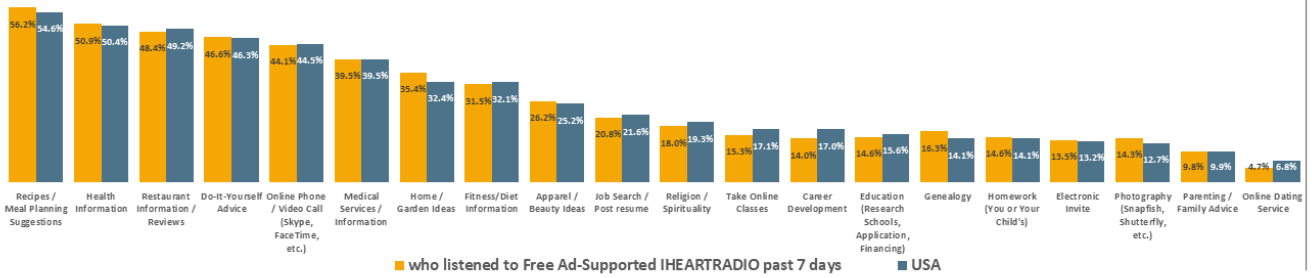
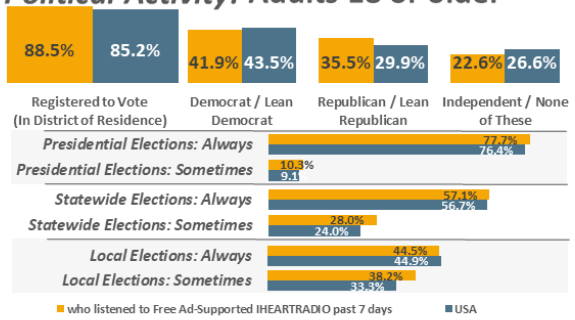
Audio streaming services used past 7 days: Amazon Music (free)

4.% or 10,562,042 of USA Adults 18 or older listened to Free Ad-Supported IHEARTRADIO past 7 days. Adults 18 or older who listened to Free Ad-Supported IHEARTRADIO past 7 days are .7% more likely to look up D-I-Y advice online, .8% less likely to always vote in local elections, 31.7% more likely to belong to a gym, 11.2% more likely to fly domestic pas

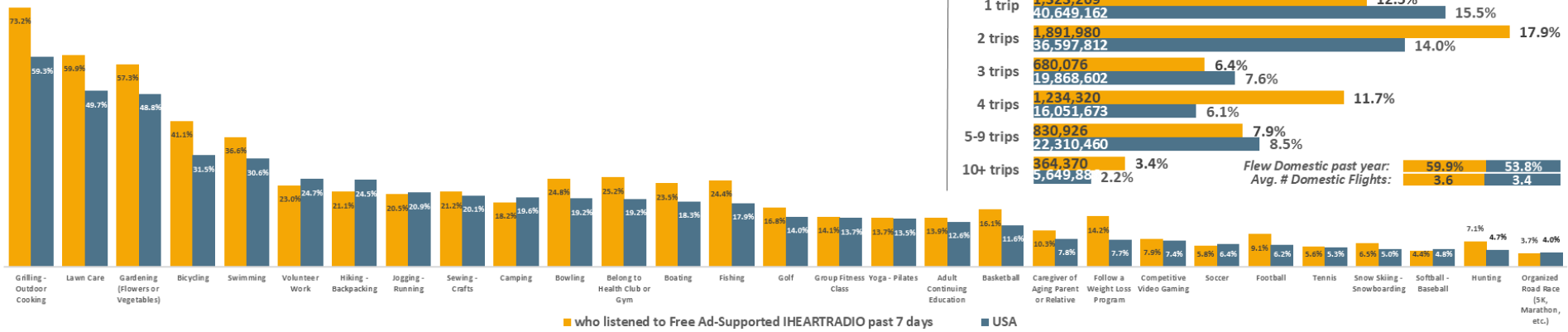
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

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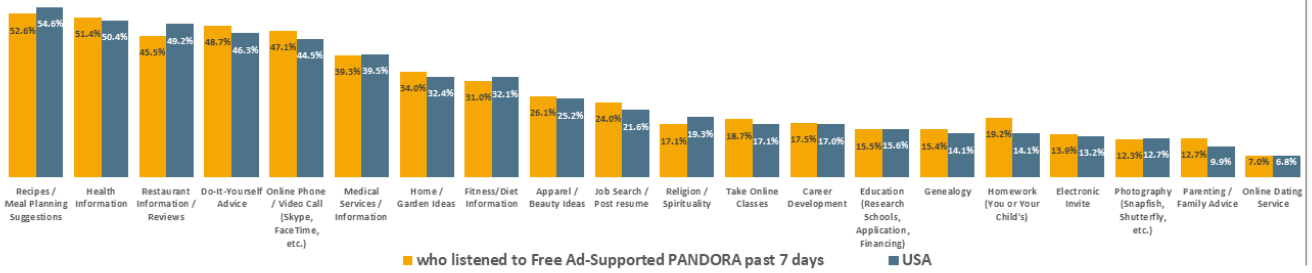
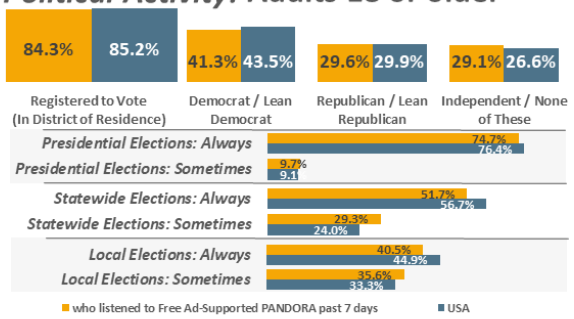
Audio streaming services used past 7 days: iHeartRadio (free)

9.5% or 24,835,065 of USA Adults 18 or older listened to Free Ad-Supported PANDORA past 7 days. Adults 18 or older who listened to Free Ad-Supported PANDORA past 7 days are 5.1% more likely to look up D-I-Y advice online, 9.7% less likely to always vote in local elections, 6.6% more likely to belong to a gym, 9.6% more likely to fly domestic past yr

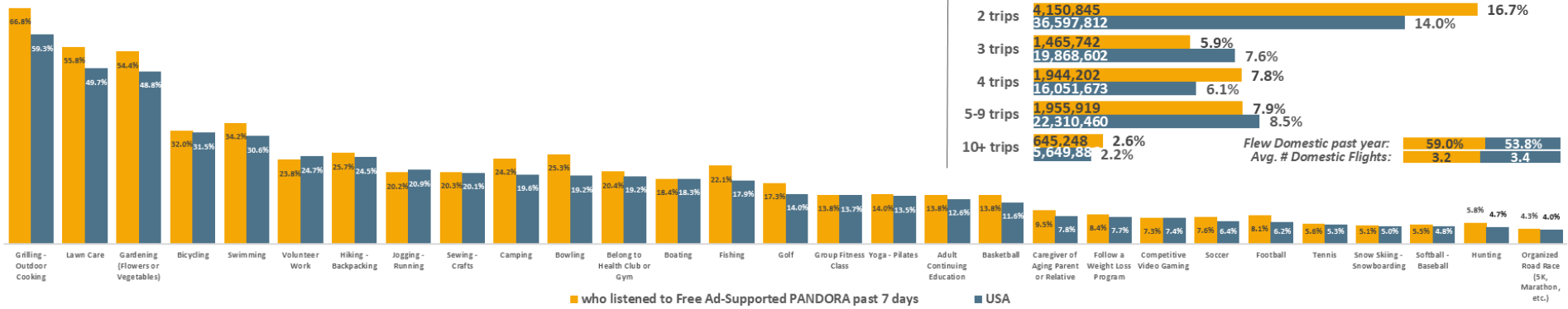
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

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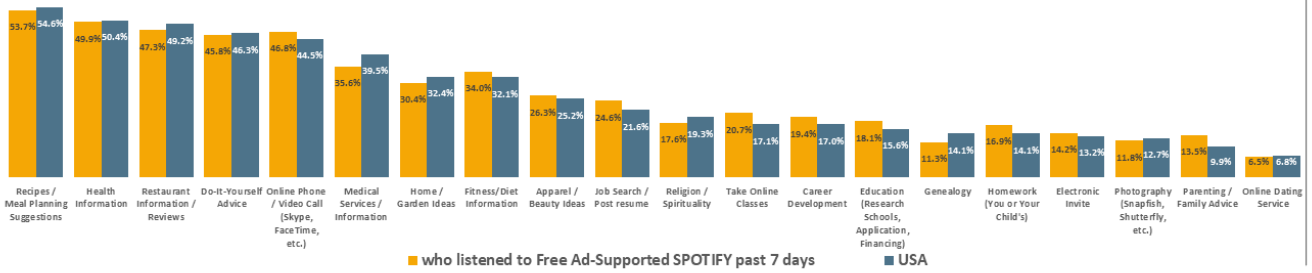
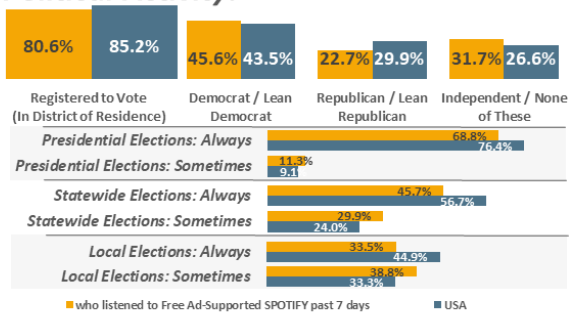
Audio streaming services used past 7 days: Pandora (free)

7.7% or 20,294,193 of USA Adults 18 or older listened to Free Ad-Supported SPOTIFY past 7 days.
Adults 18 or older who listened to Free Ad-Supported SPOTIFY past 7 days are 1.2% less likely to look up D-I-Y advice online, 25.4% less likely to always vote in local elections, 8.9% more likely to belong to a gym, 3.5% more likely to fly domestic past y

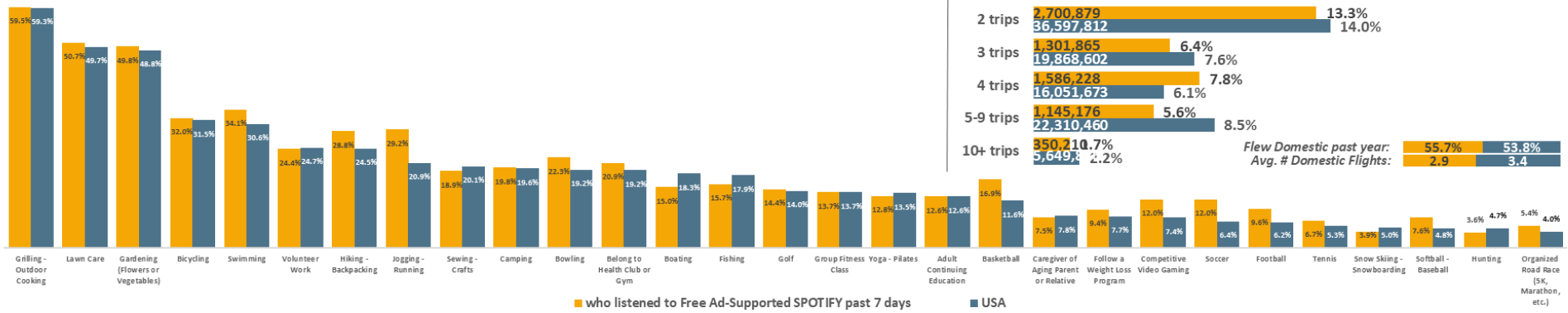
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 7,564

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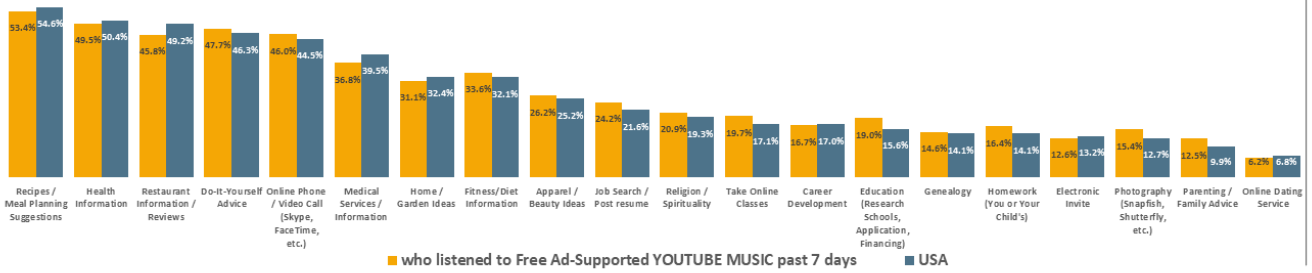
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

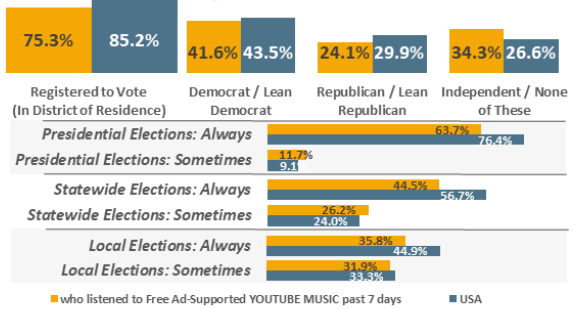
Audio streaming services used past 7 days: Spotify (free)

15.4% or 40,472,557 of USA Adults 18 or older listened to Free Ad-Supported YOUTUBE MUSIC past 7 days. Adults 18 or older who listened to Free Ad-Supported YOUTUBE MUSIC past 7 days are 3.1% more likely to look up D-I-Y advice online, 20.1% less likely to always vote in local elections, 9.% more likely to belong to a gym, 11.8% less likely to fly domestic

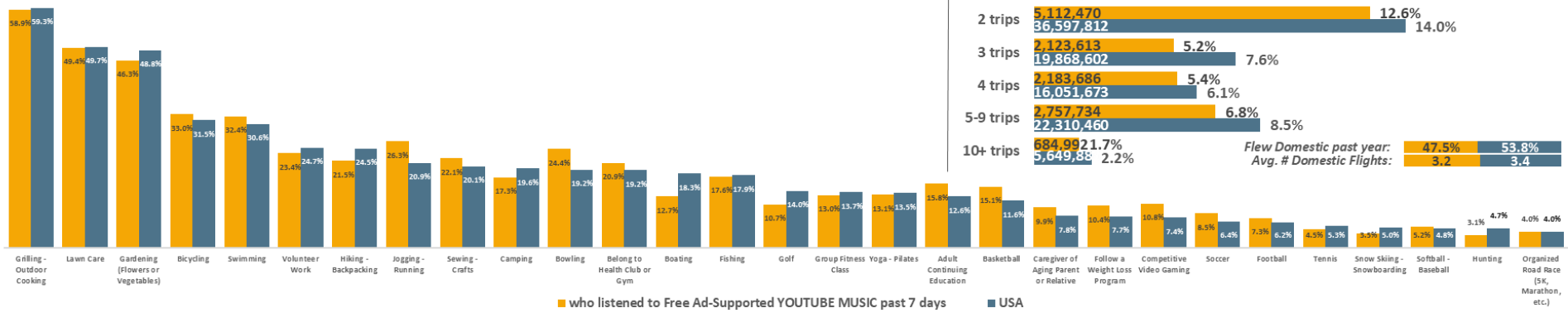
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 7,564

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Audio streaming services used past 7 days: TuneIn (free)

6.9% or 18,012,072 of USA Adults 18 or older listened to Free Ad-Supported AMAZON MUSIC past 7 days. Adults 18 or older who listened to Free Ad-Supported AMAZON MUSIC past 7 days are 4.% more likely to use QSRs past mo., 10.8% more likely to use Sit-Down Restaurants past mo., 5.7% more likely to use Casinos past yr., 10.8% less likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older

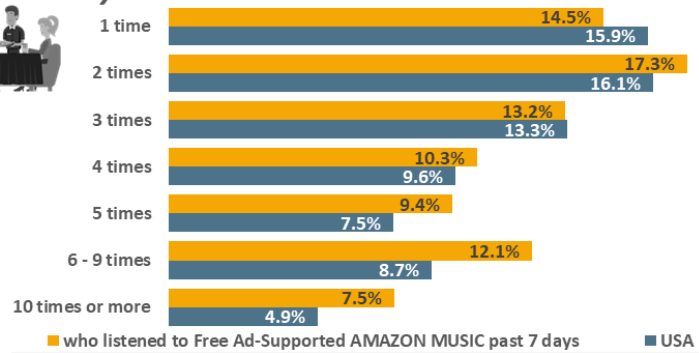


Total Monthly QSR Users: 92.2% 16,608,675 | 88.7% 232,489,836

Avg. Monthly QSR Meals: 6.7 | 6.4

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





Total Monthly Sit-Down Restaurant Users: 84.2% 15,173,879 | 76.1% 199,395,818

Avg. Monthly Sit-Down Restaurant Meals: 4.5 | 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

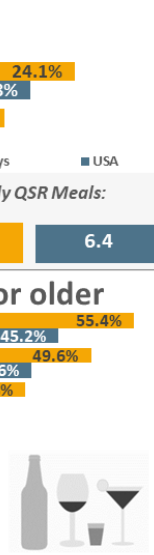


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who listened to Free Ad-Supported AMAZON MUSIC... 3,493,540 19.4%

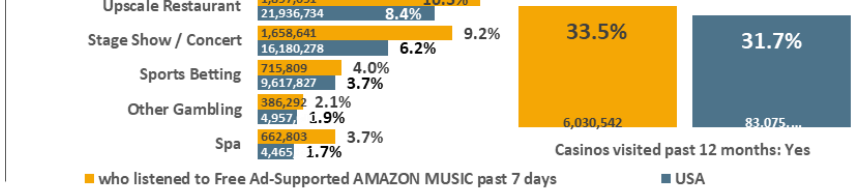
USA 17.4%

Drank Past 30-days: Adults 18 or older



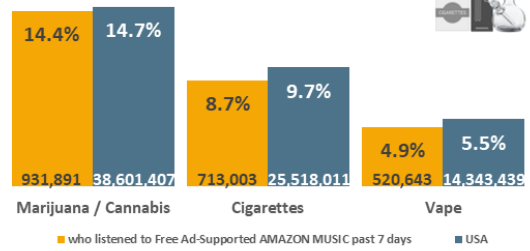
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *7,564*

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Audio streaming services used past 7 days: Amazon Music (free)

4.% or 10,562,042 of USA Adults 18 or older listened to Free Ad-Supported IHEARTRADIO past 7 days. Adults 18 or older who listened to Free Ad-Supported IHEARTRADIO past 7 days are 6.7% more likely to use QSRs past mo., 6.9% more likely to use Sit-Down Restaurants past mo., 26.5% more likely to use Casinos past yr., 12.2% less likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 94.7% 9,998,344 | 88.7% 232,489,836

Avg. Monthly QSR Meals: 7.5 | 6.4

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



Total Monthly Sit-Down Restaurant Users: 81.3% 8,589,530 | 76.1% 199,395,818

Avg. Monthly Sit-Down Restaurant Meals: 5.1 | 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who listened to Free Ad-Supported IHEARTRADIO past... 2,162,435 20.5%

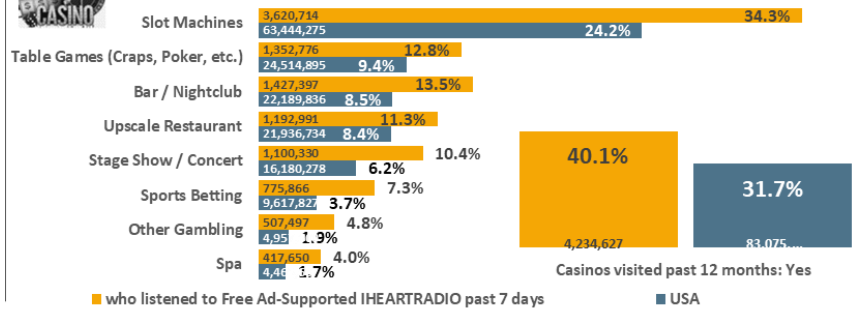
USA 17.4%

Drank Past 30-days: Adults 18 or older



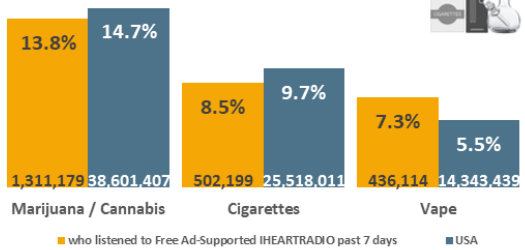
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *7,564*

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Audio streaming services used past 7 days: iHeartRadio (free)

9.5% or 24,835,065 of USA Adults 18 or older listened to Free Ad-Supported PANDORA past 7 days. Adults 18 or older who listened to Free Ad-Supported PANDORA past 7 days are 4.4% more likely to use QSRs past mo., 7.4% more likely to use Sit-Down Restaurants past mo., 15.4% more likely to use Casinos past yr., 13.5% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older

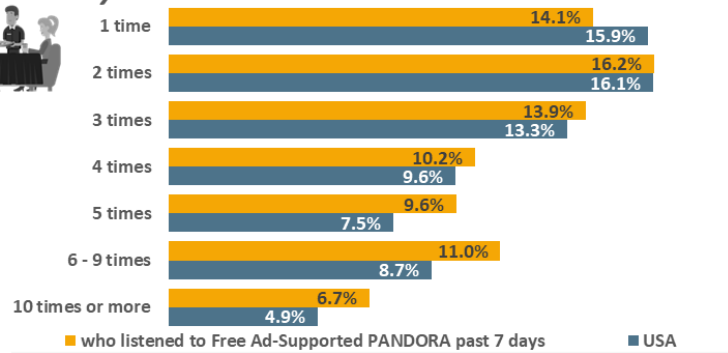


Total Monthly QSR Users: 92.6% 22,986,64 6 | 88.7% 232,489,8 36

Avg. Monthly QSR Meals: 7.0 | 6.4

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





Total Monthly Sit-Down Restaurant Users: 81.7% 20,279,33 0 | 76.1% 199,395,8 18

Avg. Monthly Sit-Down Restaurant Meals: 4.4 | 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

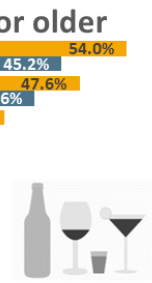


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who listened to Free Ad-Supported PANDORA past 7... 4,948,940 19.9%

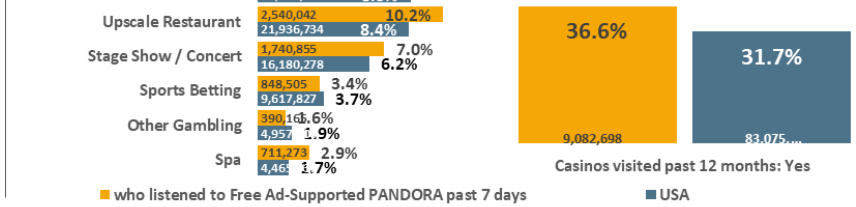
USA 17.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



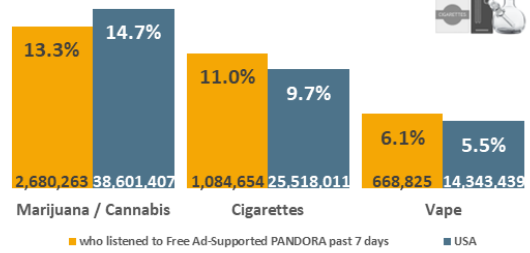


36.6% 9,082,698 | 31.7% 83,075,...

Casinos visited past 12 months: Yes

Used Past 30-days: Adults 18 or older





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 7,564

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Audio streaming services used past 7 days: Pandora (free)

7.7% or 20,294,193 of USA Adults 18 or older listened to Free Ad-Supported SPOTIFY past 7 days.
Adults 18 or older who listened to Free Ad-Supported SPOTIFY past 7 days are 4.7% more likely to use QSRs past mo., 7.8% more likely to use Sit-Down Restaurants past mo., 15.8% less likely to use Casinos past yr., 22.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 92.9% 18,843,742 | 88.7% 232,489,836

Avg. Monthly QSR Meals: 7.3 | 6.4

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



Total Monthly Sit-Down Restaurant Users: 82.0% 16,641,570 | 76.1% 199,395,818

Avg. Monthly Sit-Down Restaurant Meals: 3.7 | 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who listened to Free Ad-Supported SPOTIFY past 7 days 4,549,921 22.4%

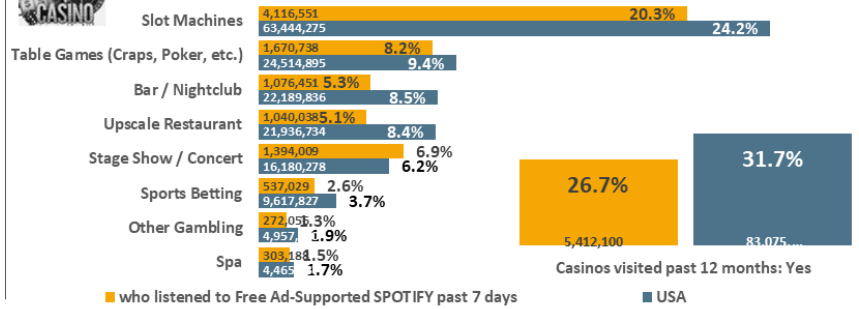
USA 17.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *7,564*

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Audio streaming services used past 7 days: Spotify (free)

15.4% or 40,472,557 of USA Adults 18 or older listened to Free Ad-Supported YOUTUBE MUSIC past 7 days. Adults 18 or older who listened to Free Ad-Supported YOUTUBE MUSIC past 7 days are 4.2% more likely to use QSRs past mo., 2.5% more likely to use Sit-Down Restaurants past mo., 2.1% more likely to use Casinos past yr., 59.2% more likely to smoke cigarette

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 92.4% 37,395,52 7 | 88.7% 232,489,8 36

Avg. Monthly QSR Meals: 7.4 | 6.4

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



Total Monthly Sit-Down Restaurant Users: 77.9% 31,539,80 3 | 76.1% 199,395,8 18

Avg. Monthly Sit-Down Restaurant Meals: 4.3 | 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who listened to Free Ad-Supported YOUTUBE MUSIC... 9,562,233 23.6%

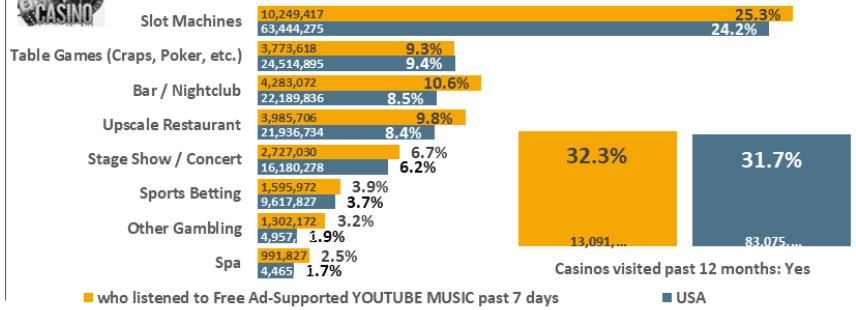
USA [illegible] 17.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *7,564*

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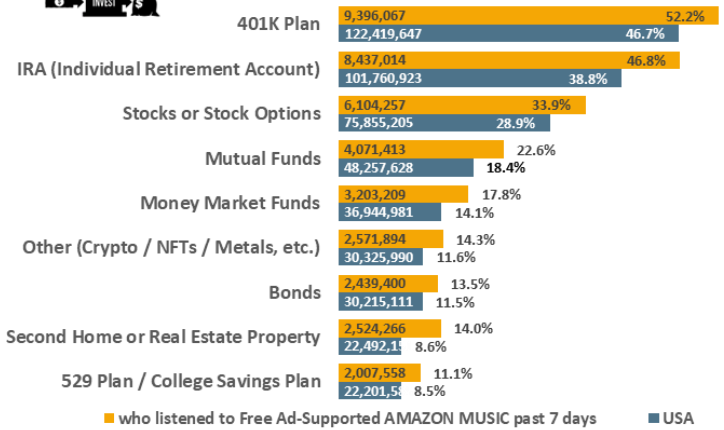
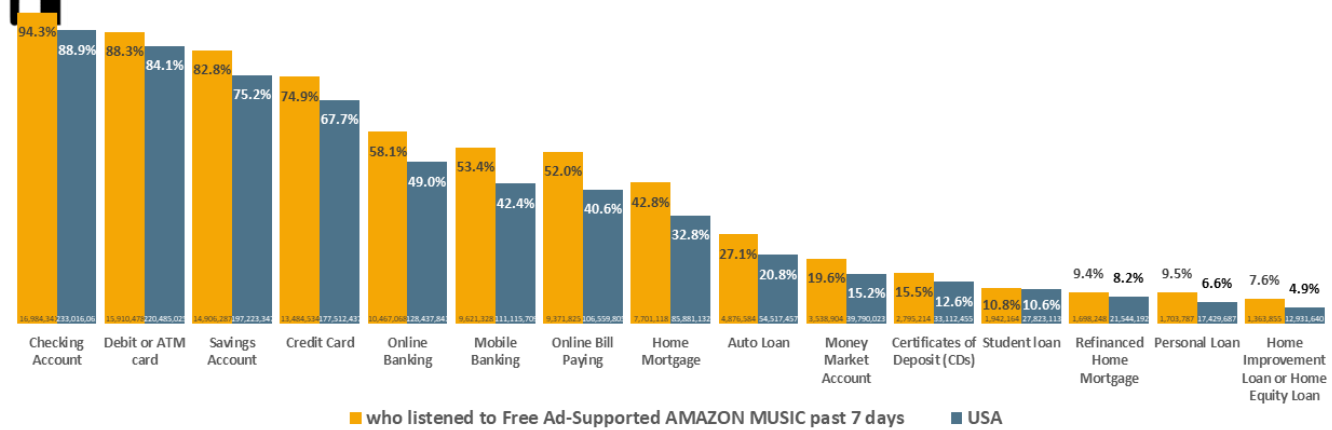
Audio streaming services used past 7 days: TuneIn (free)

6.9% or 18,012,072 of USA Adults 18 or older listened to Free Ad-Supported AMAZON MUSIC past 7 days. Adults 18 or older who listened to Free Ad-Supported AMAZON MUSIC past 7 days are 11.7% more likely to have a 401K, 30.2% more likely to have an Auto Loan, 19.8% more likely to Invest/Trade Stocks Online, 1.8% more likely to pay with their Debit Card.

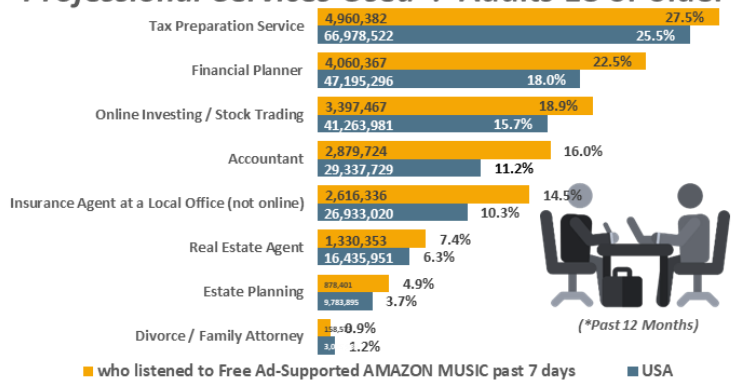
Investments Owned: Adults 18 or older



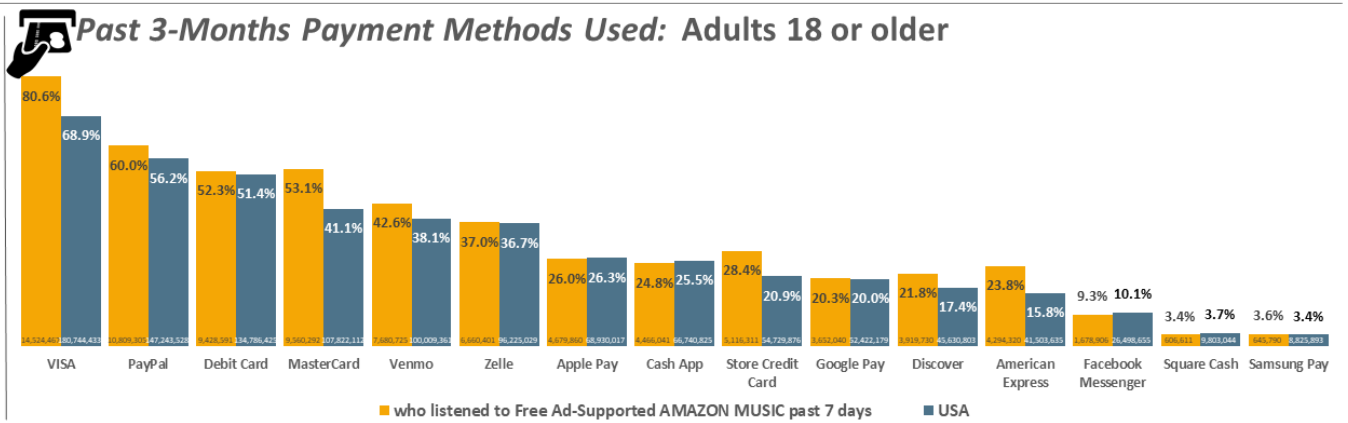
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 7,564

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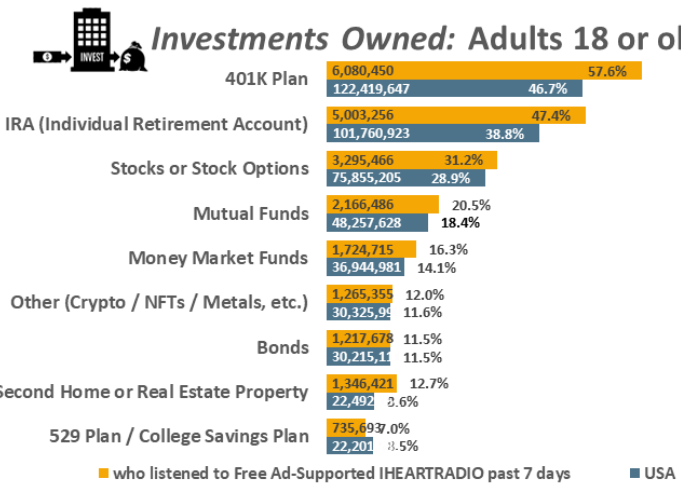
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

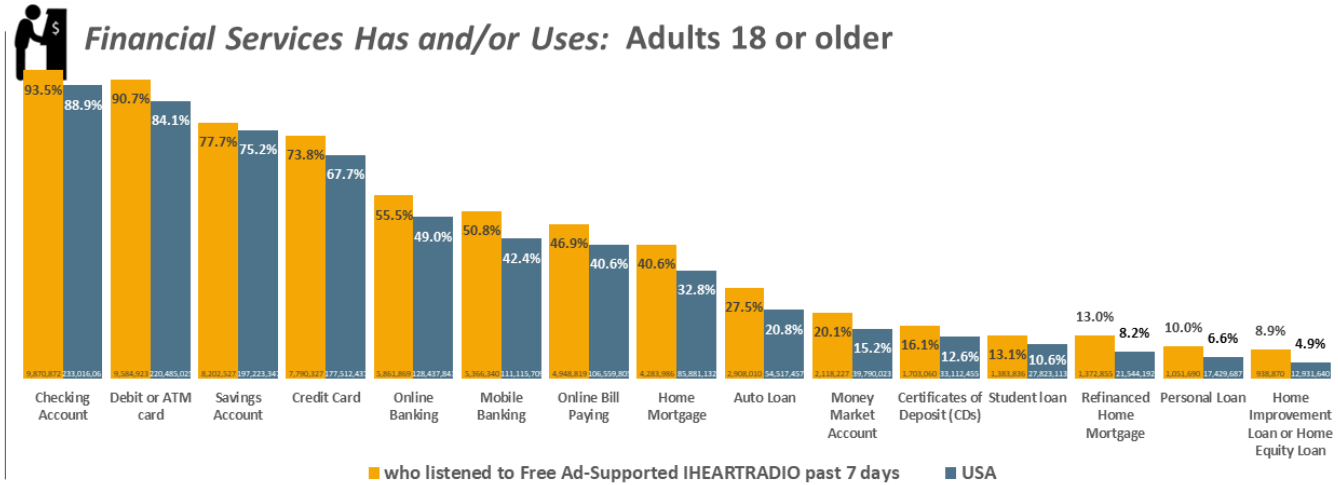
Audio streaming services used past 7 days: Amazon Music (free)

4.% or 10,562,042 of USA Adults 18 or older listened to Free Ad-Supported IHEARTRADIO past 7 days. Adults 18 or older who listened to Free Ad-Supported IHEARTRADIO past 7 days are 23.3% more likely to have a 401K, 32.4% more likely to have an Auto Loan, 15.% more likely to Invest/Trade Stocks Online, 10.4% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



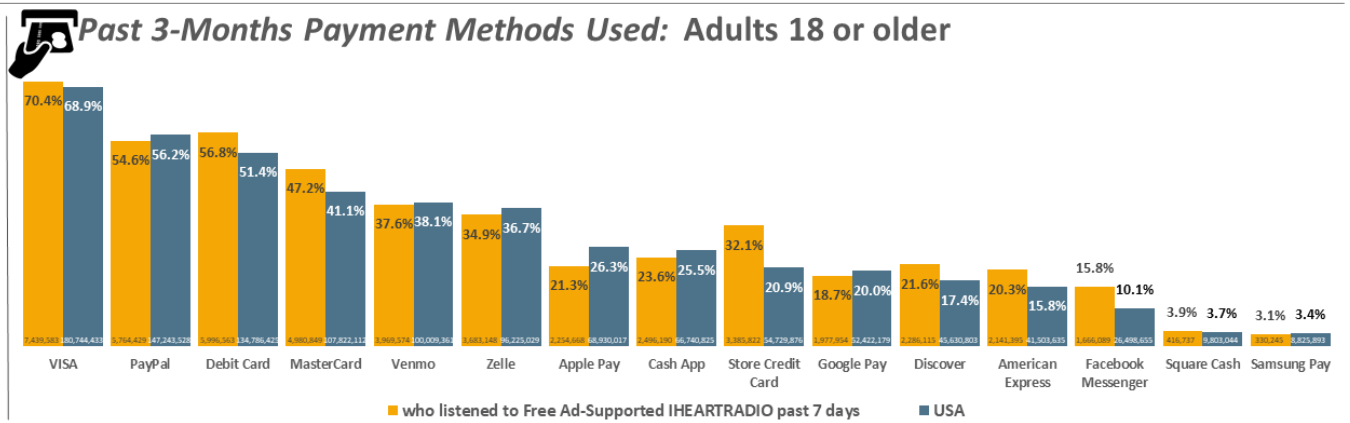
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 7,564

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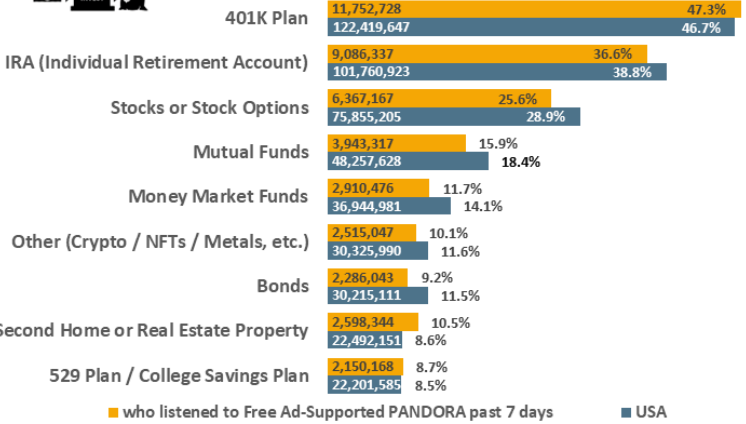
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

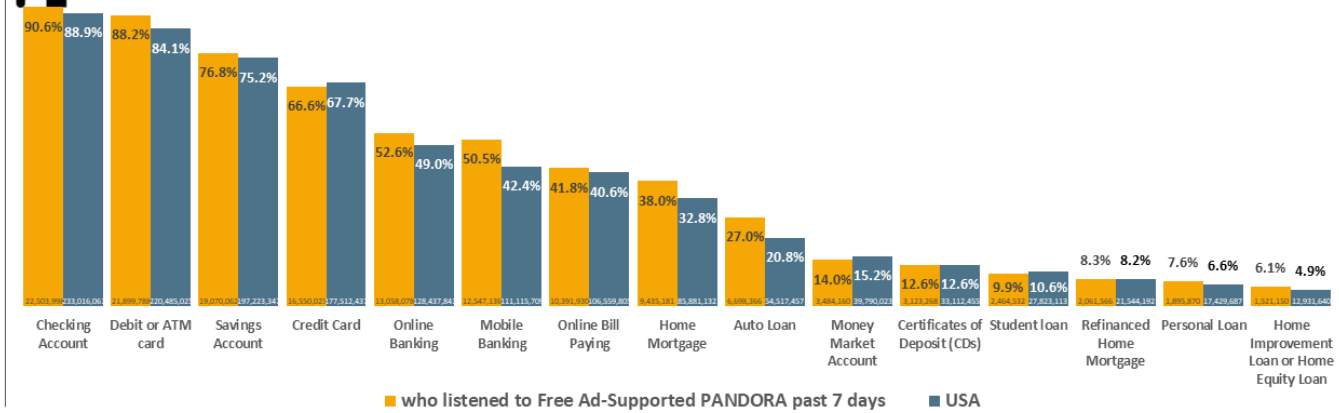
Audio streaming services used past 7 days: iHeartRadio (free)

9.5% or 24,835,065 of USA Adults 18 or older listened to Free Ad-Supported PANDORA past 7 days. Adults 18 or older who listened to Free Ad-Supported PANDORA past 7 days are 1.3% more likely to have a 401K, 29.7% more likely to have an Auto Loan, 14.3% less likely to Invest/Trade Stocks Online, 5.2% more likely to pay with their Debit Card.

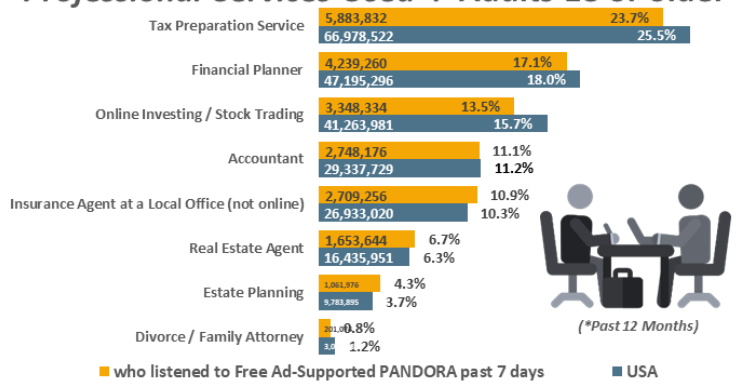
Investments Owned: Adults 18 or older



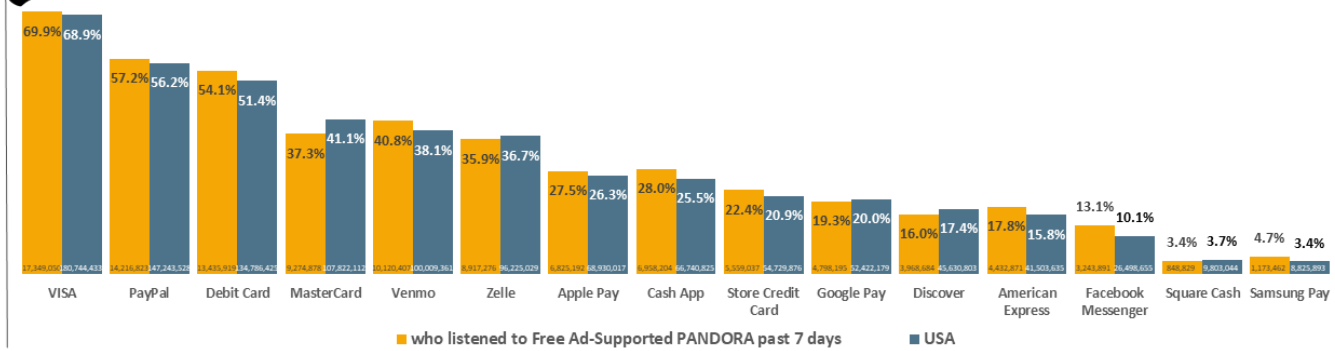
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 7,564

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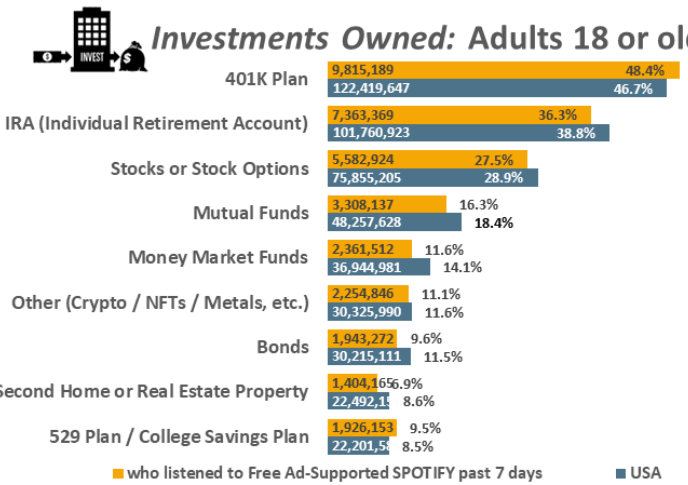
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

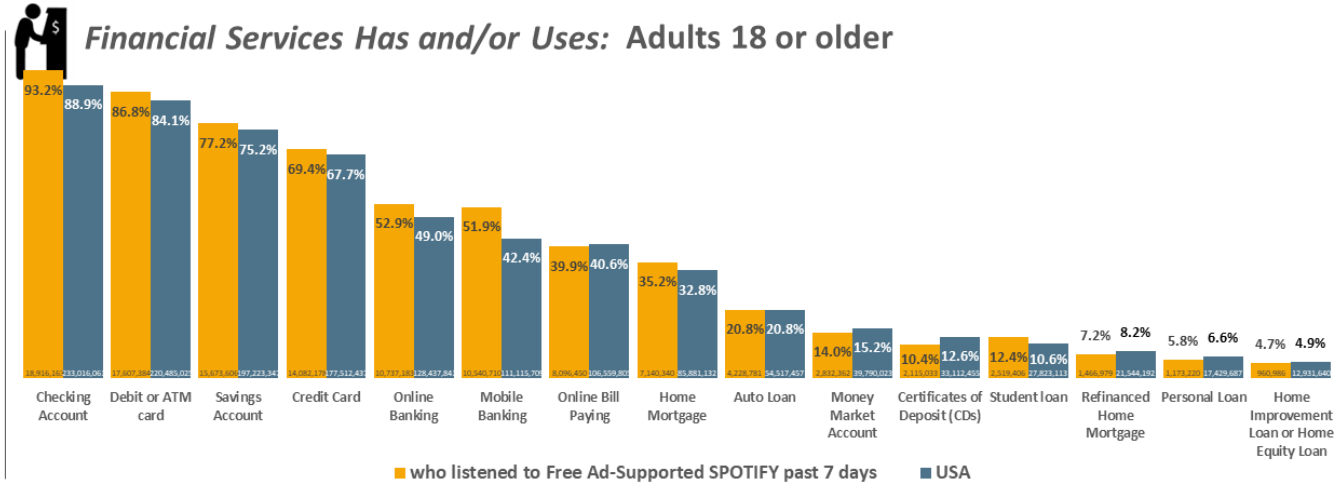
Audio streaming services used past 7 days: Pandora (free)

7.7% or 20,294,193 of USA Adults 18 or older listened to Free Ad-Supported SPOTIFY past 7 days.
Adults 18 or older who listened to Free Ad-Supported SPOTIFY past 7 days are 3.6% more likely to have a 401K, .2% more likely to have an Auto Loan, 5.9% more likely to Invest/Trade Stocks Online, 1.4% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



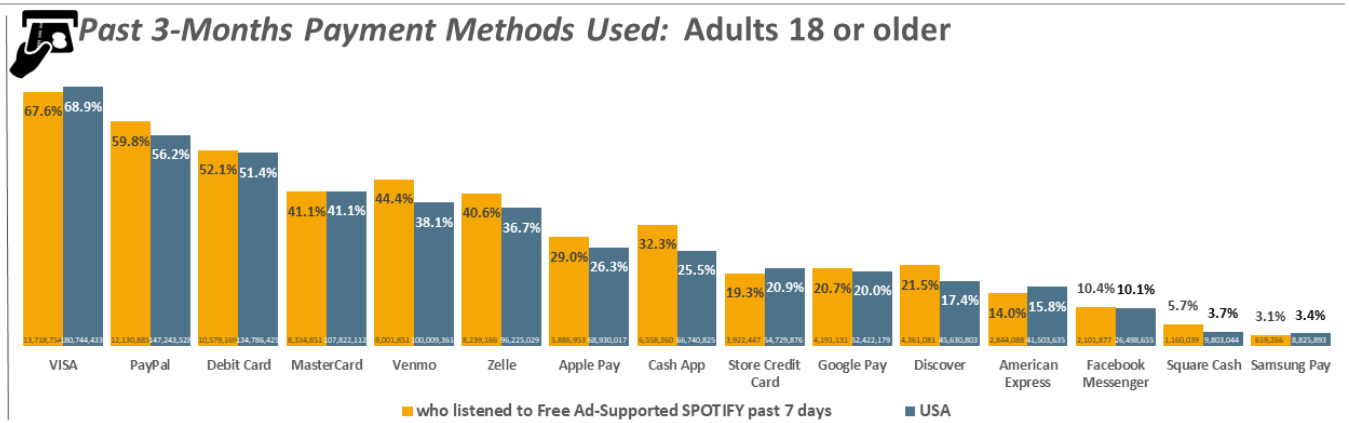
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 7,564

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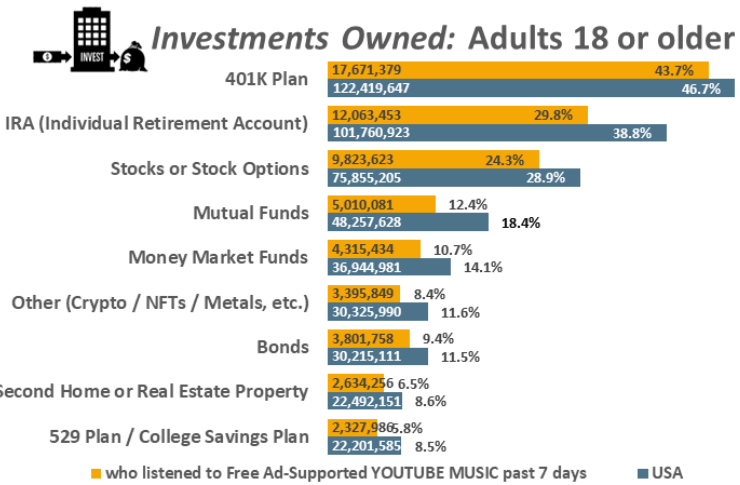
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Audio streaming services used past 7 days: Spotify (free)

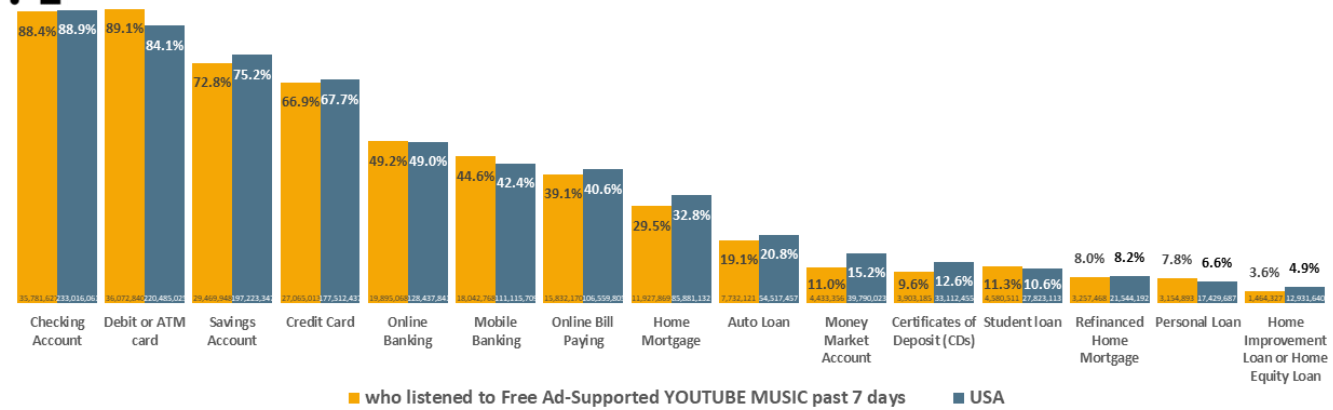
YouTube Music

15.4% or 40,472,557 of USA Adults 18 or older listened to Free Ad-Supported YOUTUBE MUSIC past 7 days. Adults 18 or older who listened to Free Ad-Supported YOUTUBE MUSIC past 7 days are 6.5% less likely to have a 401K, 8.1% less likely to have an Auto Loan, 3.4% less likely to Invest/Trade Stocks Online, 17.7% more likely to pay with their Debit Card.

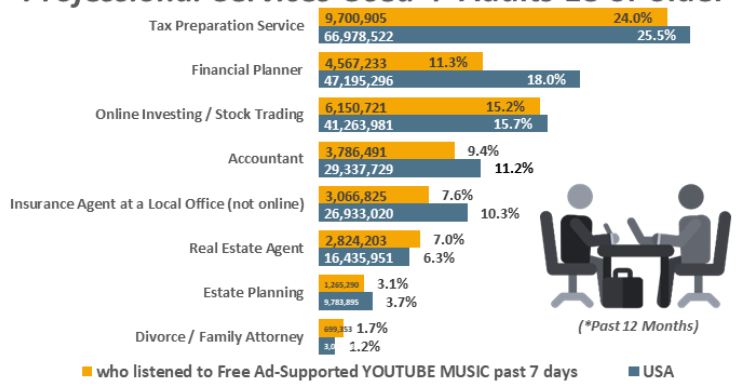
Investments Owned: Adults 18 or older



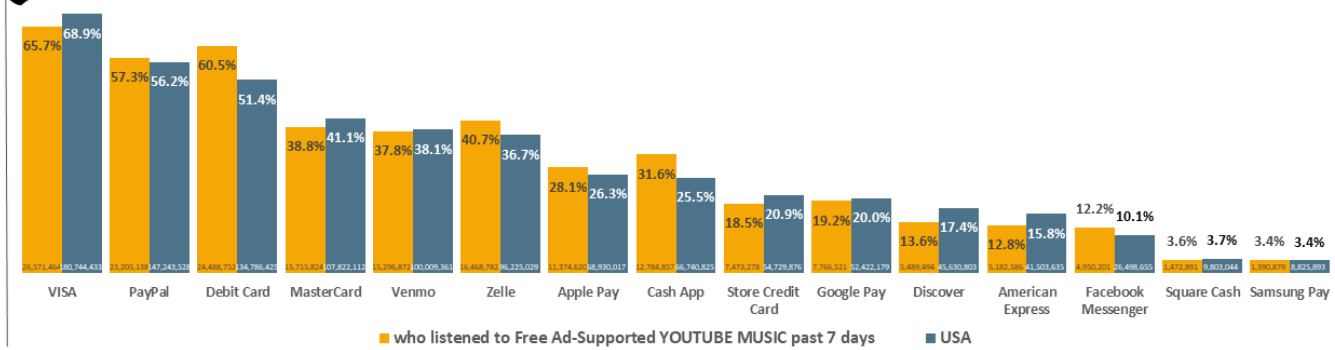
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 7,564

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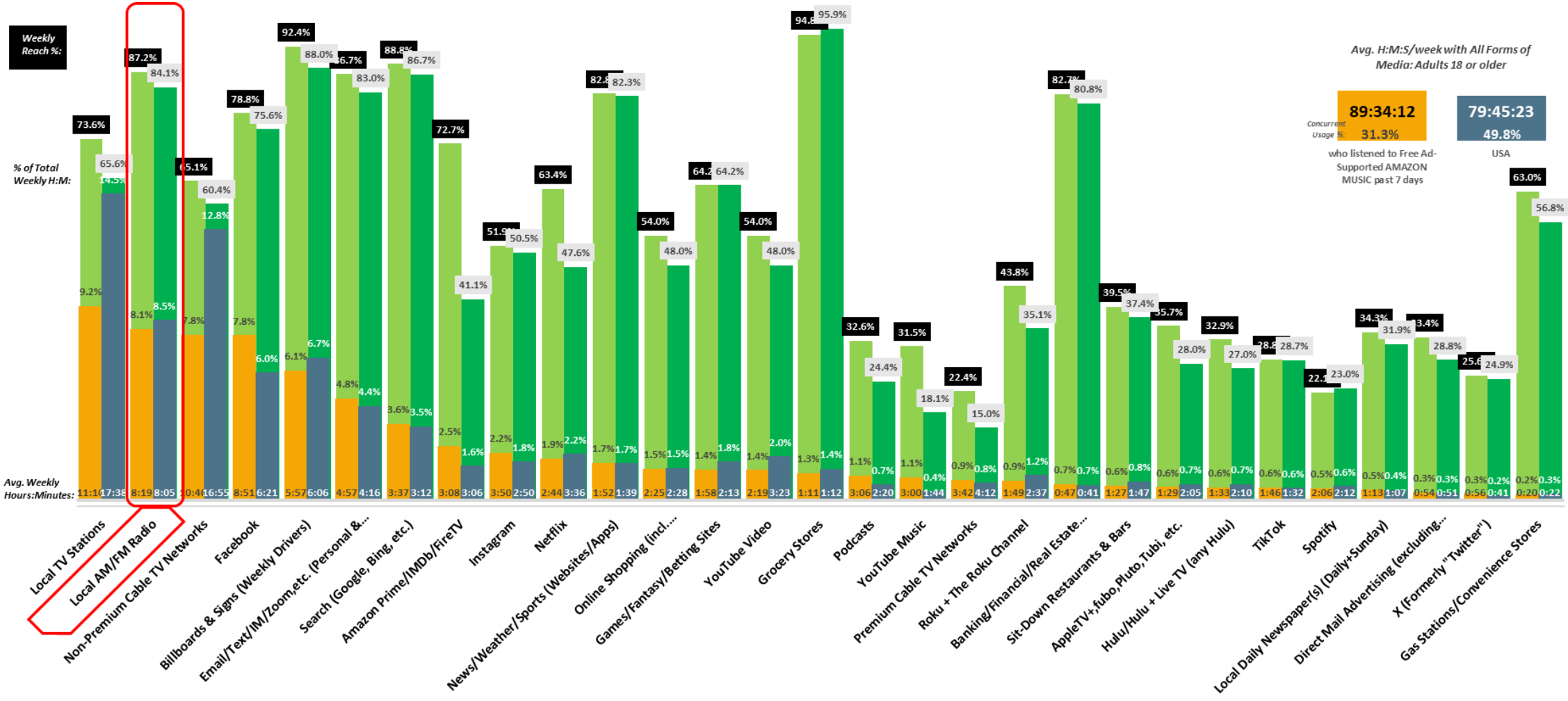
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Audio streaming services used past 7 days: TuneIn (free)

Adults 18 or older who listened to Free Ad-Supported AMAZON MUSIC past 7 days spend an average of 3 days, 17 hours, 34 minutes and 12 seconds each week with All Forms of Media.

87.2% of Adults 18 or older who listened to Free Ad-Supported AMAZON MUSIC past 7 days spend an avg. of 8 hours and 19 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.



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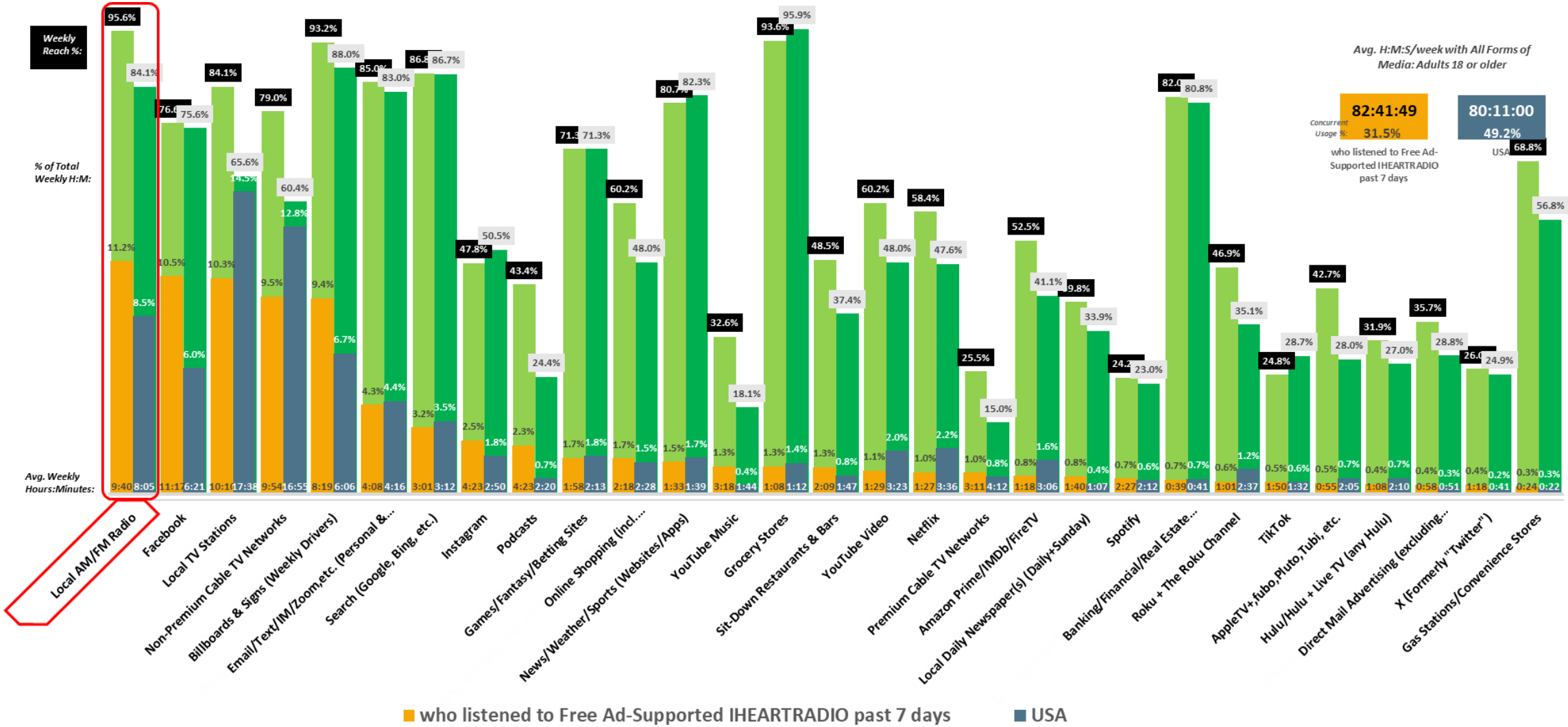
Audio streaming services used past 7 days: Amazon Music (free)

Adults 18 or older who listened to Free Ad-Supported IHEARTRADIO past 7 days spend an average of 3 days, 10 hours, 41 minutes and 49 seconds each week with All Forms of Media.

95.6% of Adults 18 or older who listened to Free Ad-Supported IHEARTRADIO past 7 days spend an avg. of 9 hours and 40 minutes each week listening to All Local AM/FM Radio, representing 11.2% of total time spent with all forms of Media.



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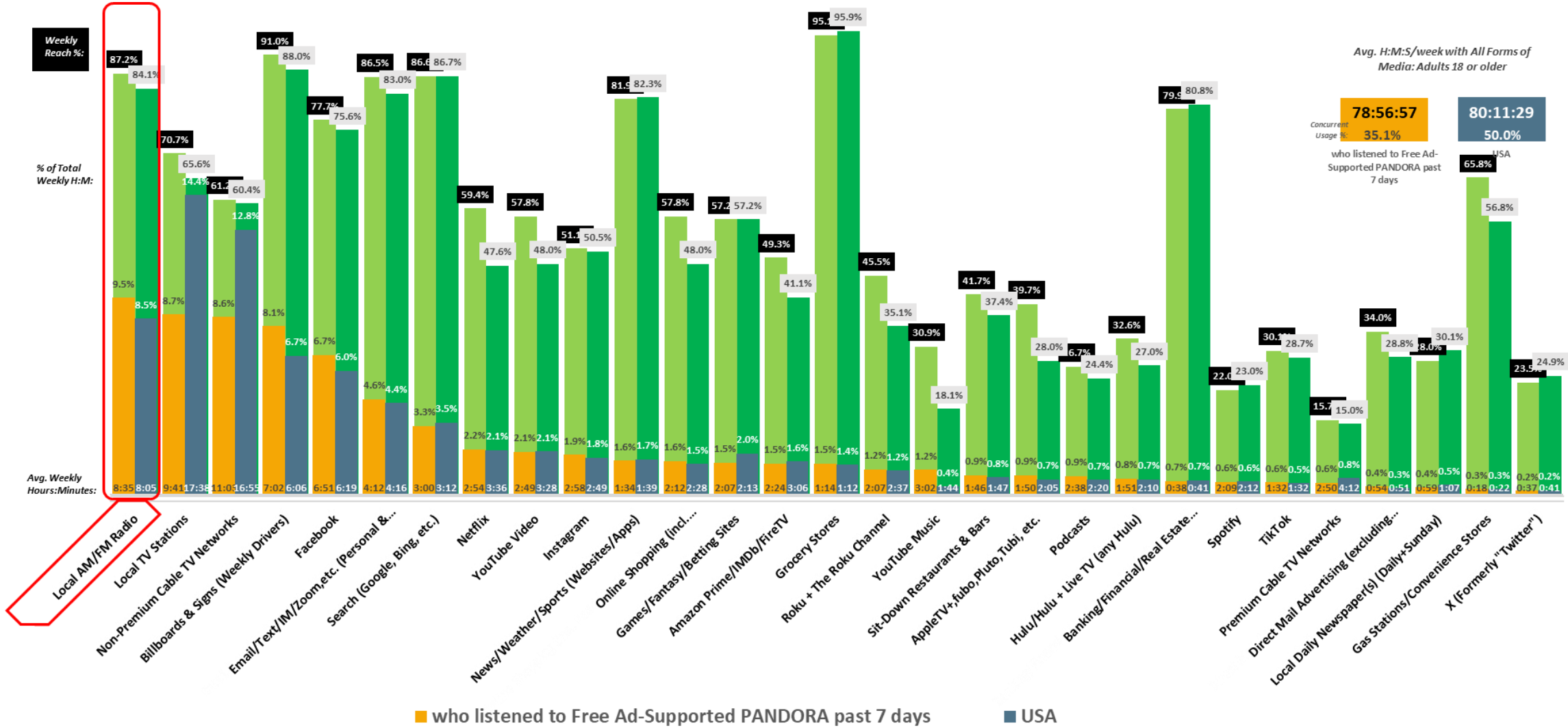
Audio streaming services used past 7 days: iHeartRadio (free)

Adults 18 or older who listened to Free Ad-Supported PANDORA past 7 days spend an average of 3 days, 6 hours, 56 minutes and 57 seconds each week with All Forms of Media.

87.2% of Adults 18 or older who listened to Free Ad-Supported PANDORA past 7 days spend an avg. of 8 hours and 35 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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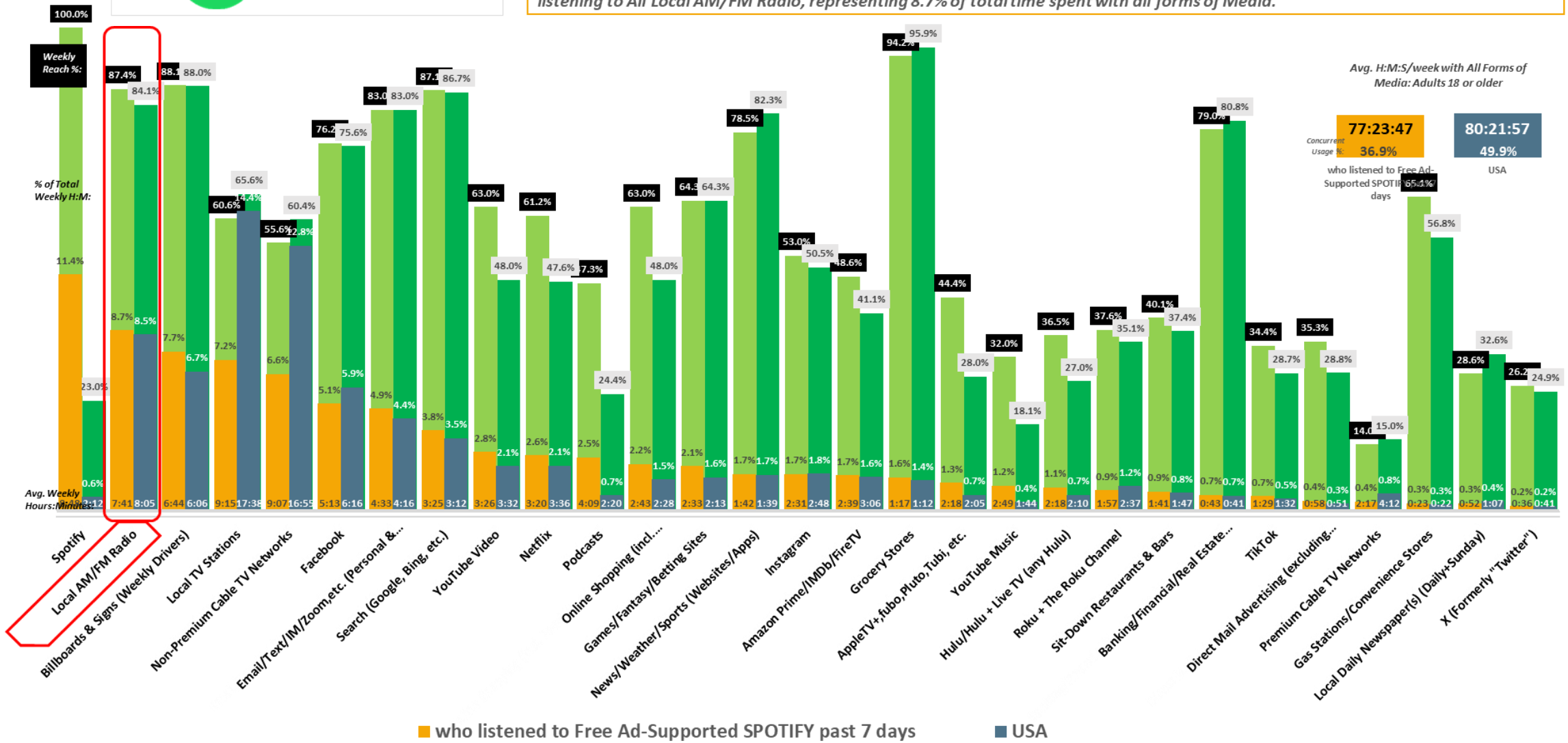
Audio streaming services used past 7 days: Pandora (free)

Adults 18 or older who listened to Free Ad-Supported SPOTIFY past 7 days spend an average of 3 days, 5 hours, 23 minutes and 47 seconds each week with All Forms of Media.

87.4% of Adults 18 or older who listened to Free Ad-Supported SPOTIFY past 7 days spend an avg. of 7 hours and 41 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.



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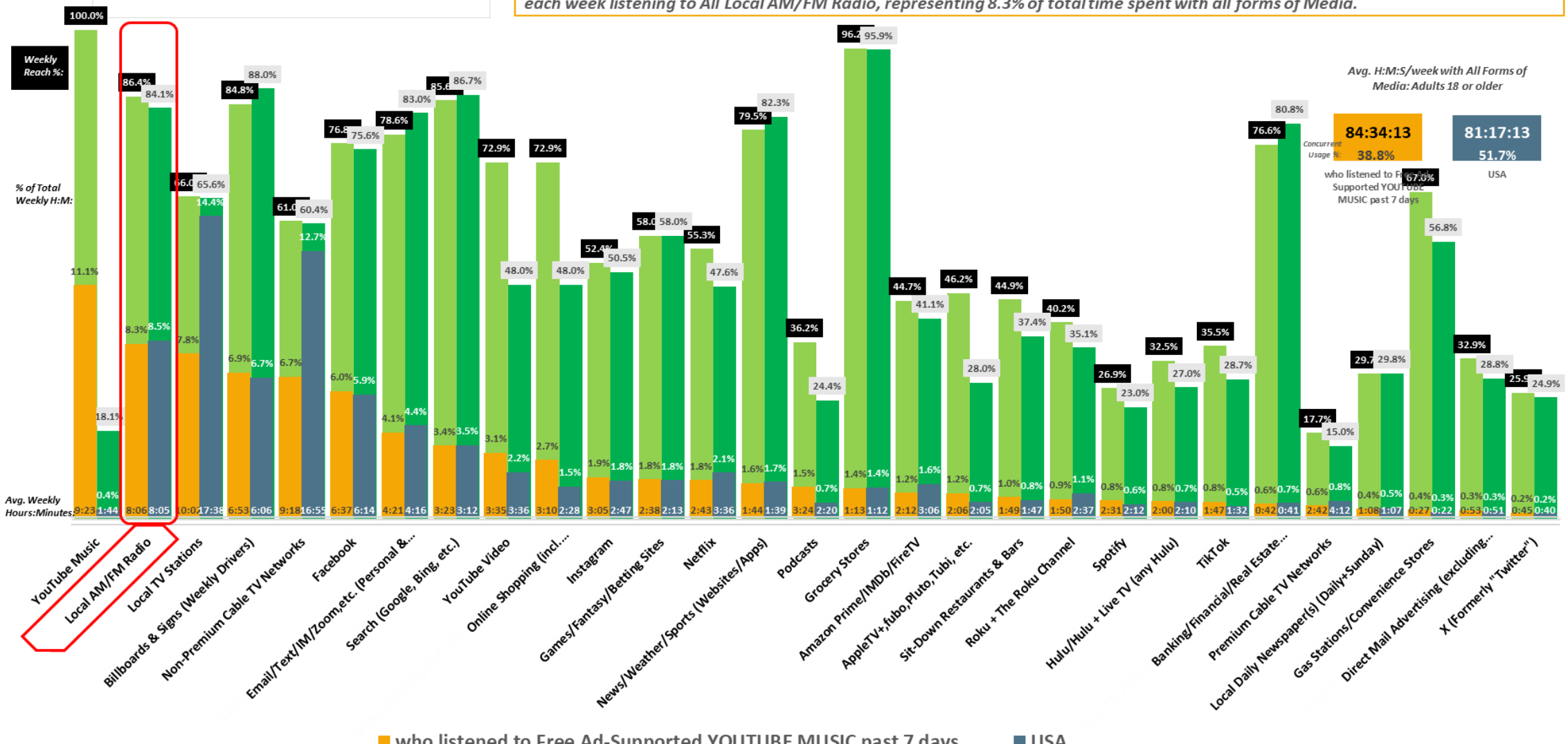
Audio streaming services used past 7 days: Spotify (free)

Adults 18 or older who listened to Free Ad-Supported YOUTUBE MUSIC past 7 days spend an average of 3 days, 12 hours, 34 minutes and 13 seconds each week with All Forms of Media.

86.4% of Adults 18 or older who listened to Free Ad-Supported YOUTUBE MUSIC past 7 days spend an avg. of 8 hours and 6 minutes each week listening to All Local AM/FM Radio, representing 8.3% of total time spent with all forms of Media.



who listened to Free Ad-Supported YOUTUBE MUSIC past 7 days ■ USA

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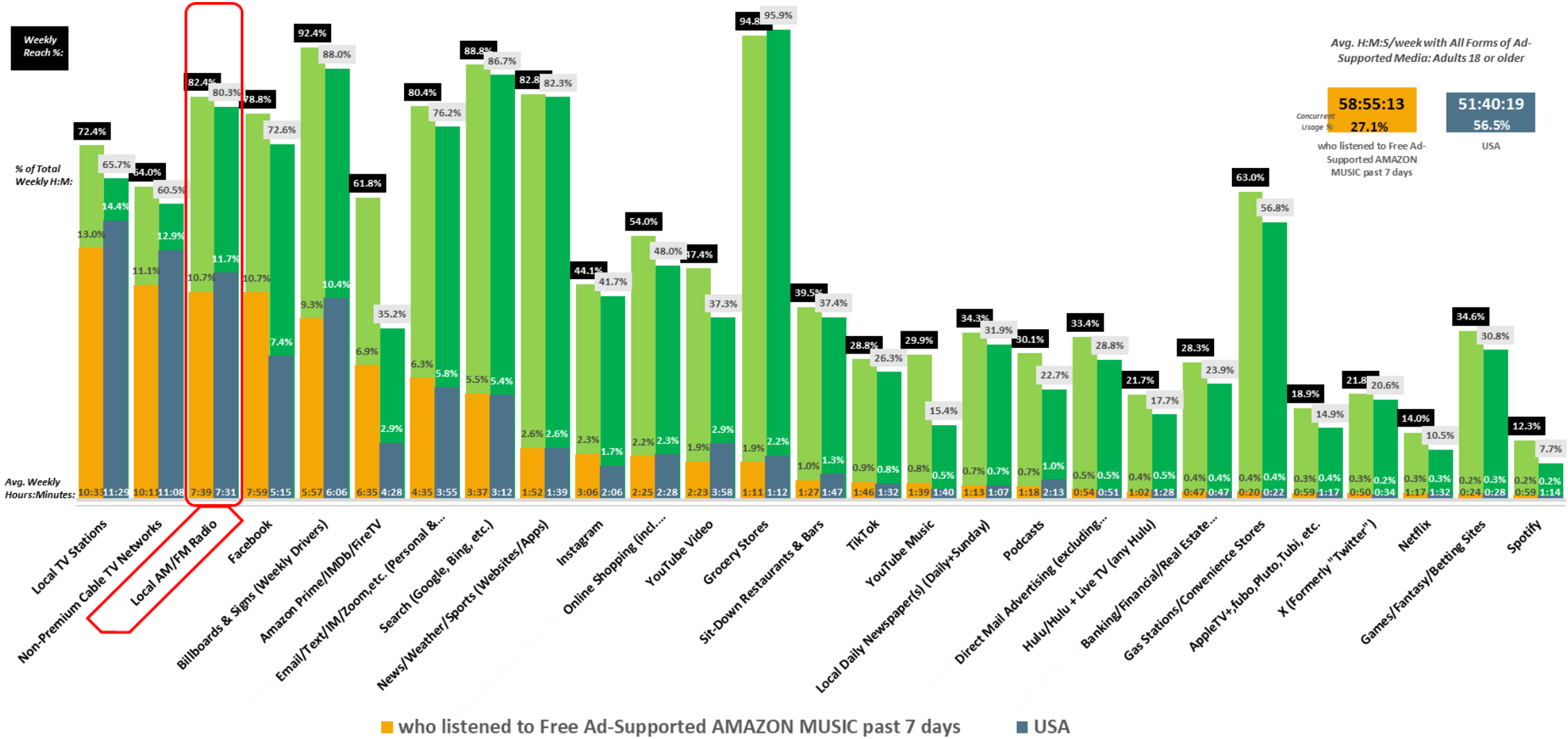
Audio streaming services used past 7 days: TuneIn (free)

Adults 18 or older who listened to Free Ad-Supported AMAZON MUSIC past 7 days spend an average of 2 days, 10 hours, 55 minutes and 13 seconds each week with All Forms of Ad-Supported Media.

82.4% of Adults 18 or older who listened to Free Ad-Supported AMAZON MUSIC past 7 days spend an avg. of 7 hours and 39 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported Med



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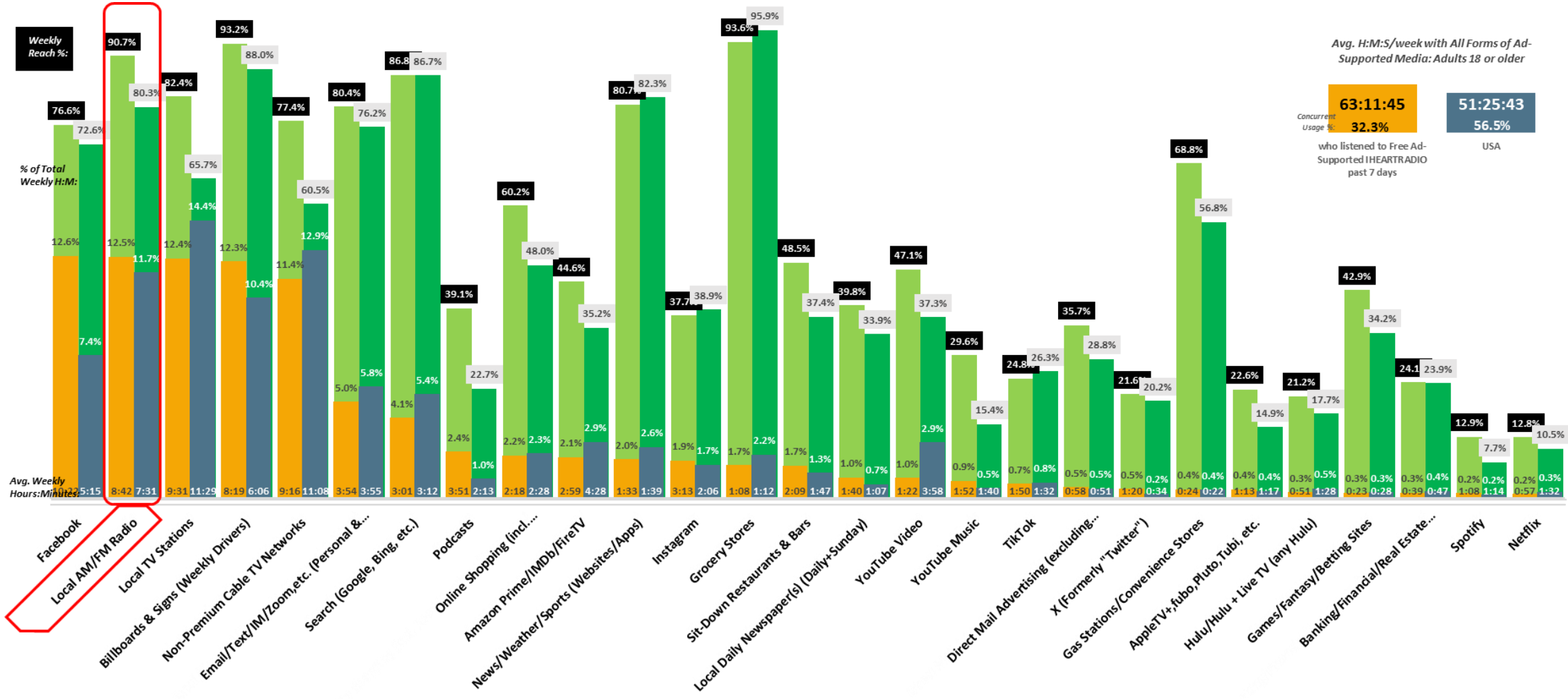
Audio streaming services used past 7 days: Amazon Music (free)

Adults 18 or older who listened to Free Ad-Supported IHEARTRADIO past 7 days spend an average of 2 days, 15 hours, 11 minutes and 45 seconds each week with All Forms of Ad-Supported Media.

90.7% of Adults 18 or older who listened to Free Ad-Supported IHEARTRADIO past 7 days spend an avg. of 8 hours and 42 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.5% of total time spent with all forms of Ad-Supported Medi



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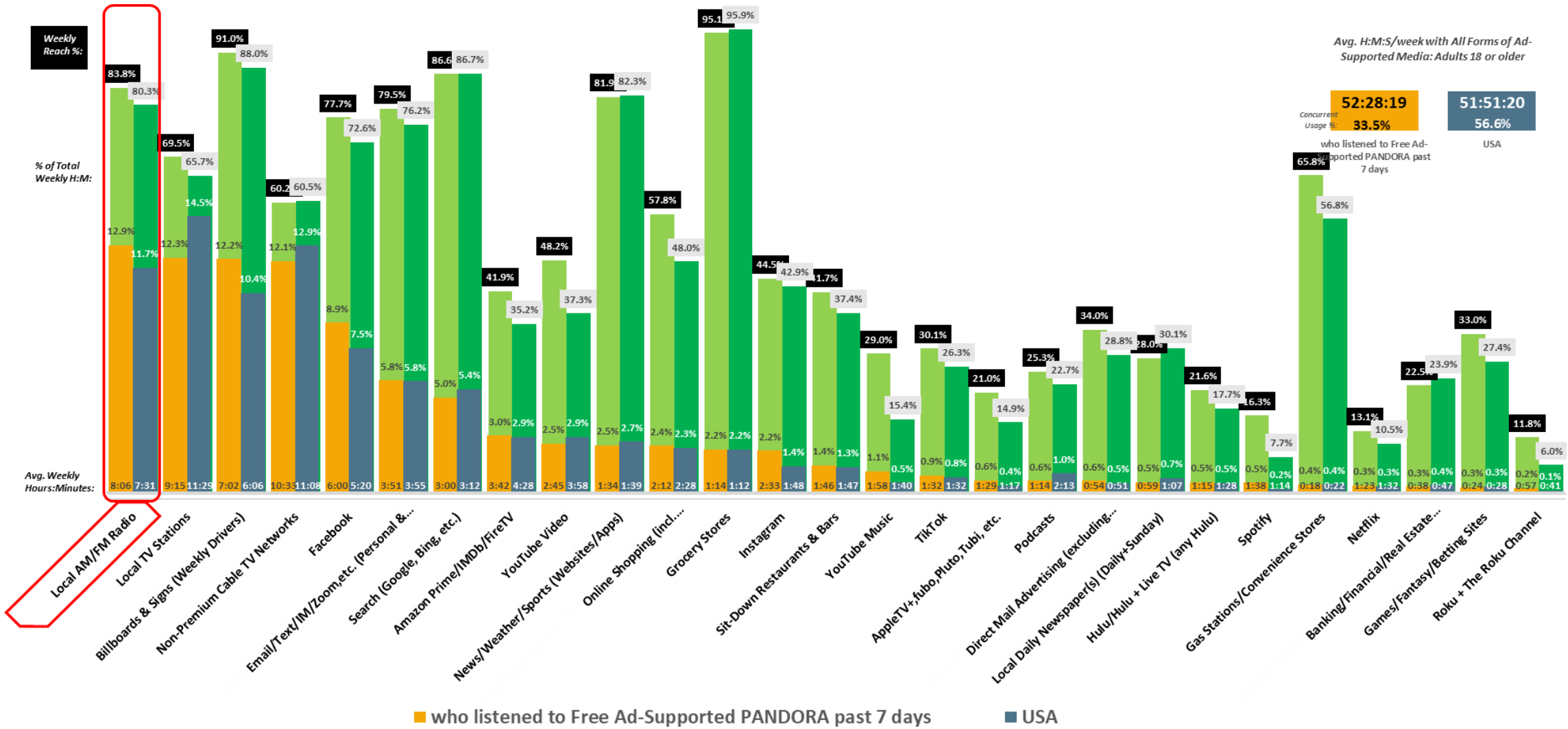
Audio streaming services used past 7 days: iHeartRadio (free)

Adults 18 or older who listened to Free Ad-Supported PANDORA past 7 days spend an average of 2 days, 4 hours, 28 minutes and 19 seconds each week with All Forms of Ad-Supported Media.

83.8% of Adults 18 or older who listened to Free Ad-Supported PANDORA past 7 days spend an avg. of 8 hours and 6 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.9% of total time spent with all forms of Ad-Supported Media.



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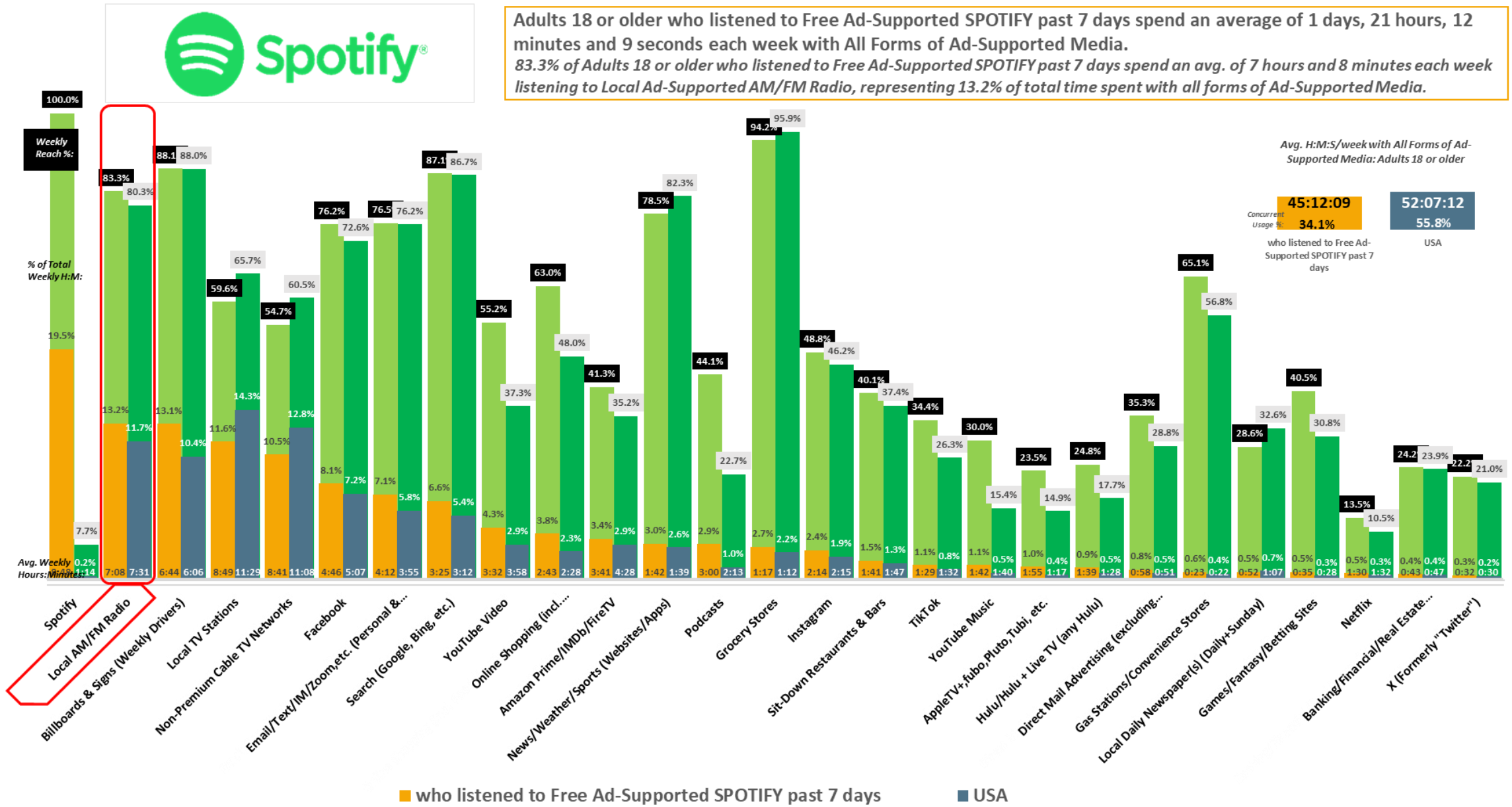
Audio streaming services used past 7 days: Pandora (free)



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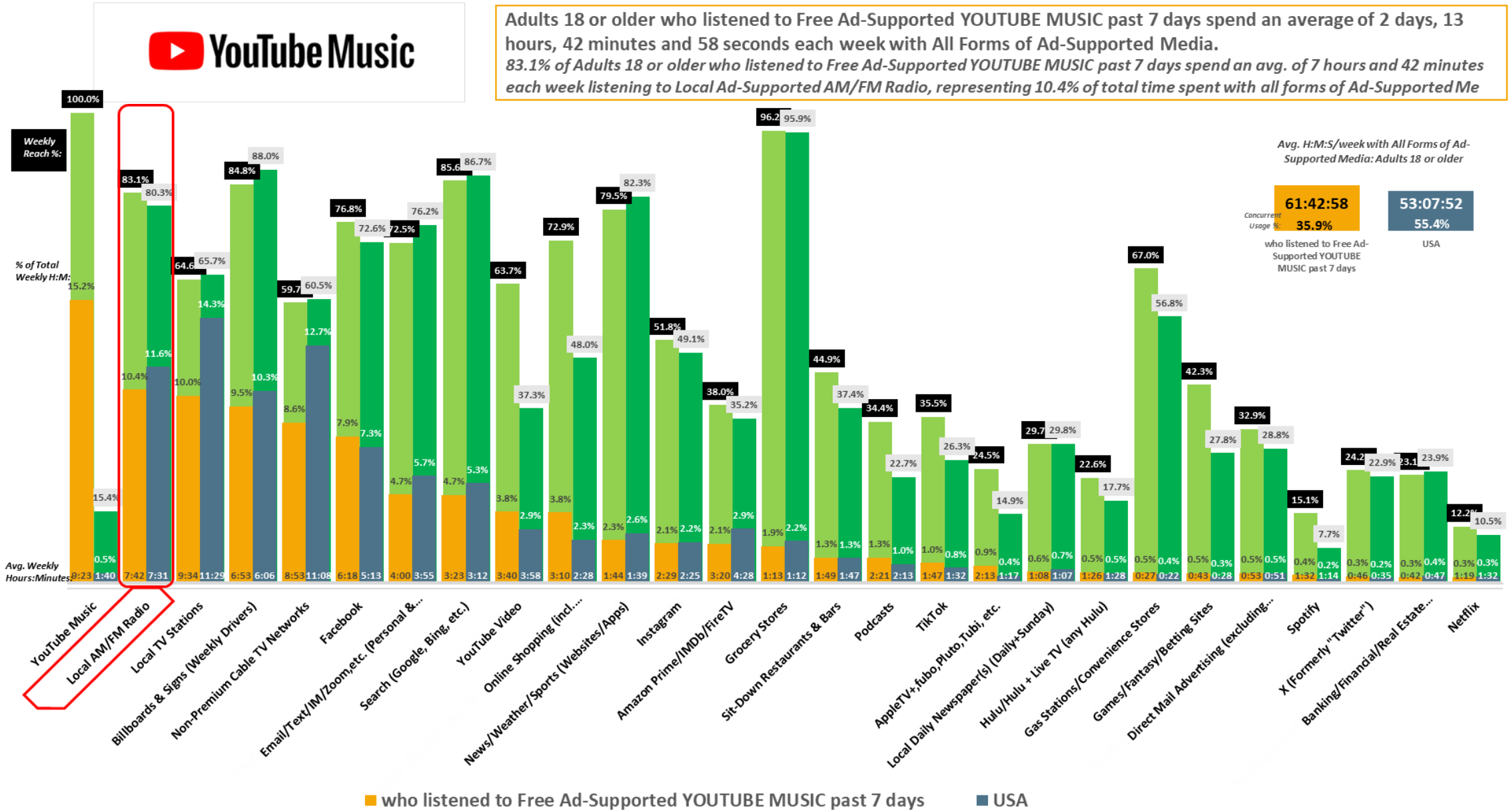
Audio streaming services used past 7 days: Spotify (free)



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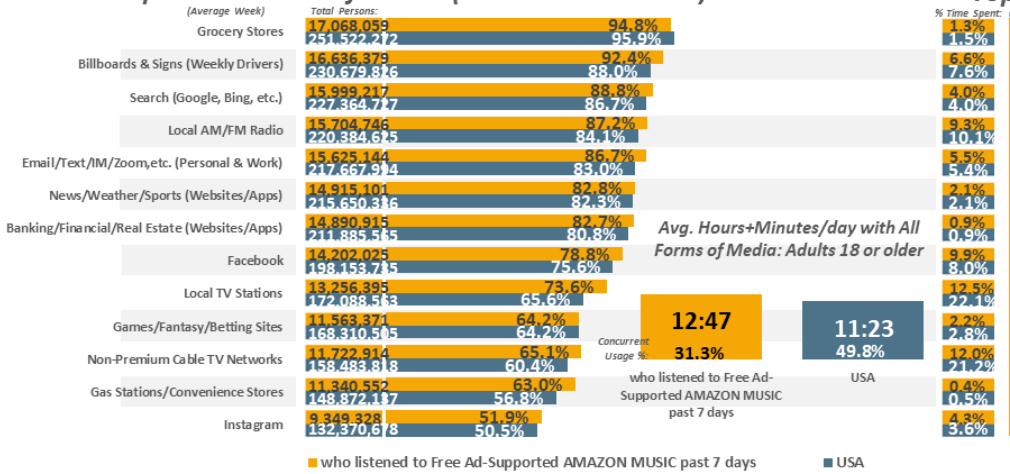
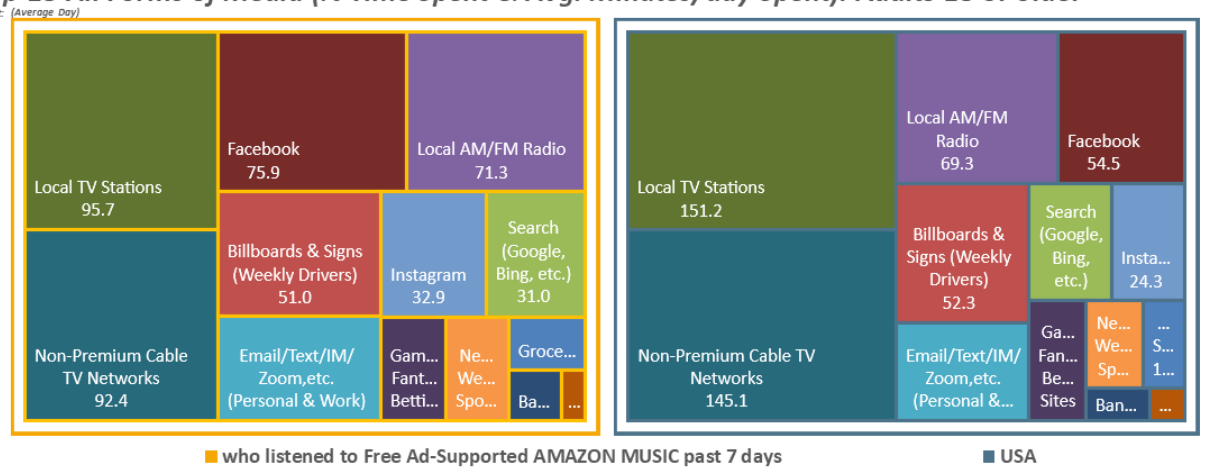
Audio streaming services used past 7 days: TuneIn (free)

Adults 18 or older who listened to Free Ad-Supported AMAZON MUSIC past 7 days spend an average of 8 hours and 25 minutes each day with All Forms of Ad-Supported Media. 82.4% listen to Local AM/FM Radio for an avg. of 65.7 minutes/day. *(Local Radio delivers 10.7% of Time with Ad-Supported Media.)*

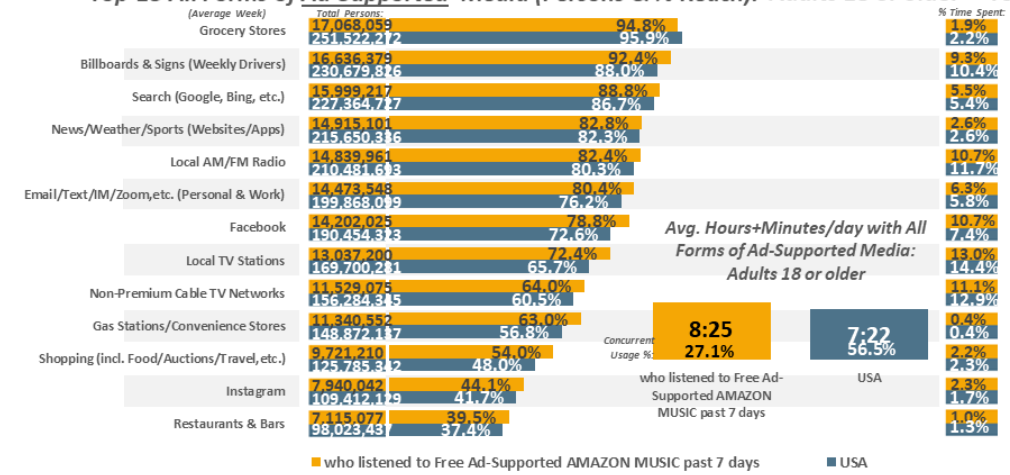
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



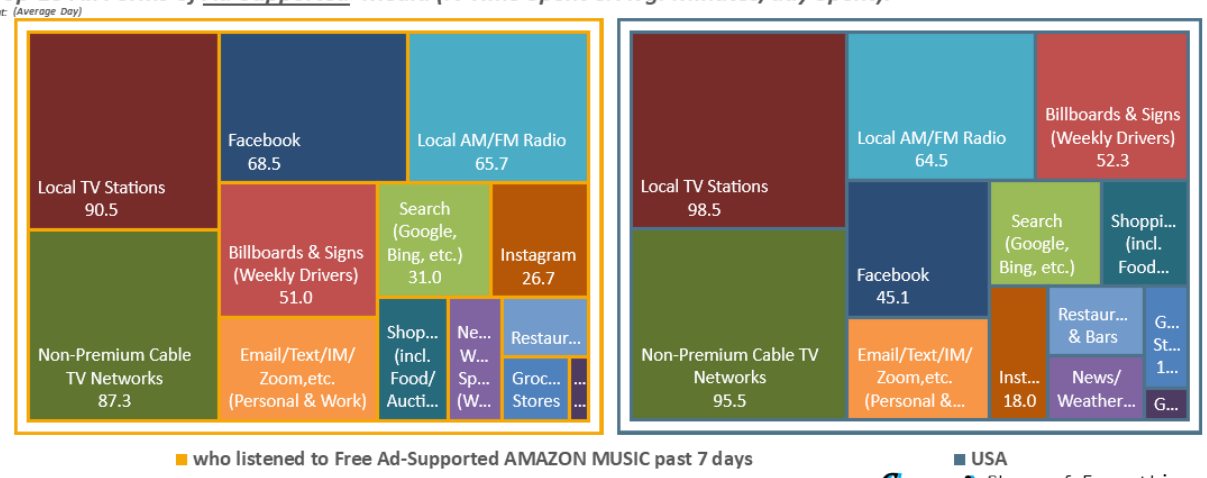
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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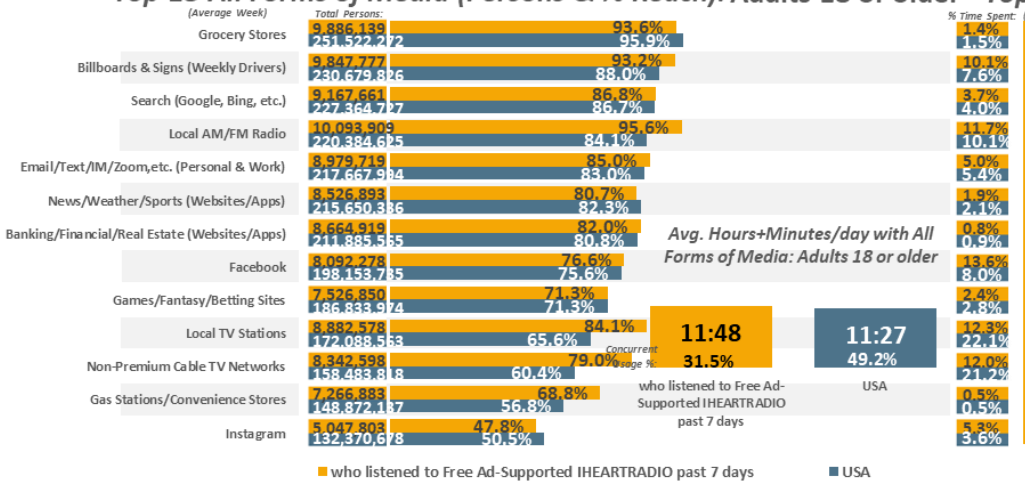
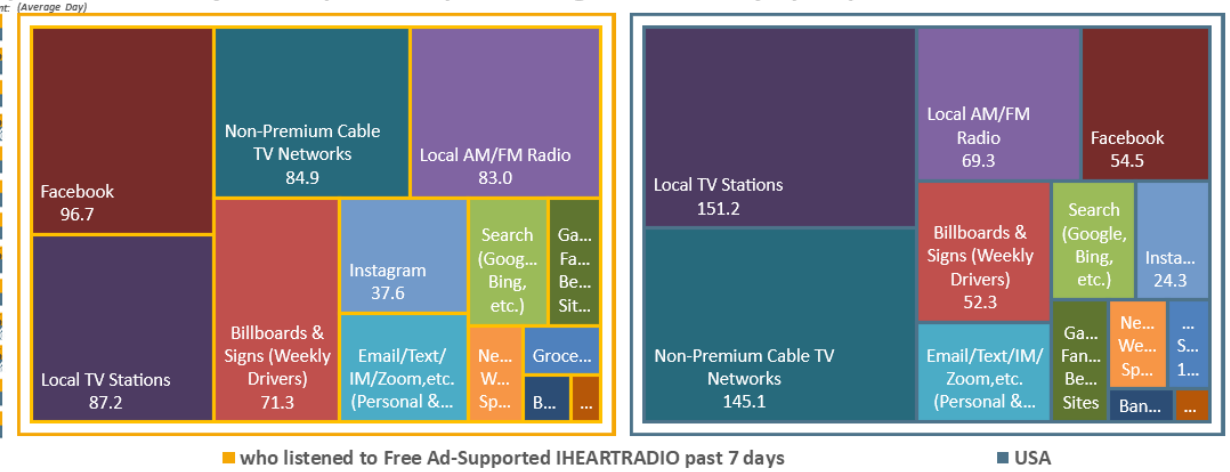
Audio streaming services used past 7 days: Amazon Music (free)

Adults 18 or older who listened to Free Ad-Supported IHEARTRADIO past 7 days spend an average of 9 hours and 1 minutes each day with All Forms of Ad-Supported Media. 90.7% listen to Local AM/FM Radio for an avg. of 74.7 minutes/day. *(Local Radio delivers 12.5% of Time with Ad-Supported Media.)*

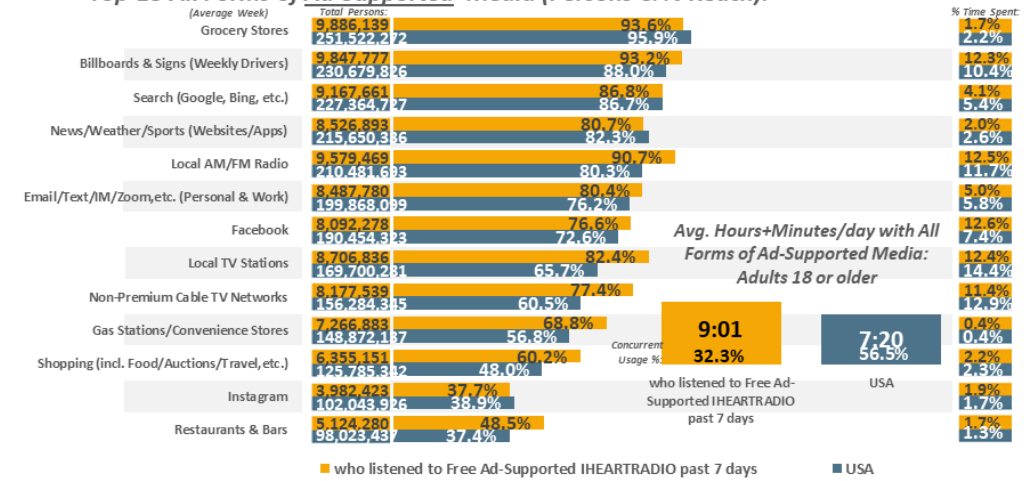
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



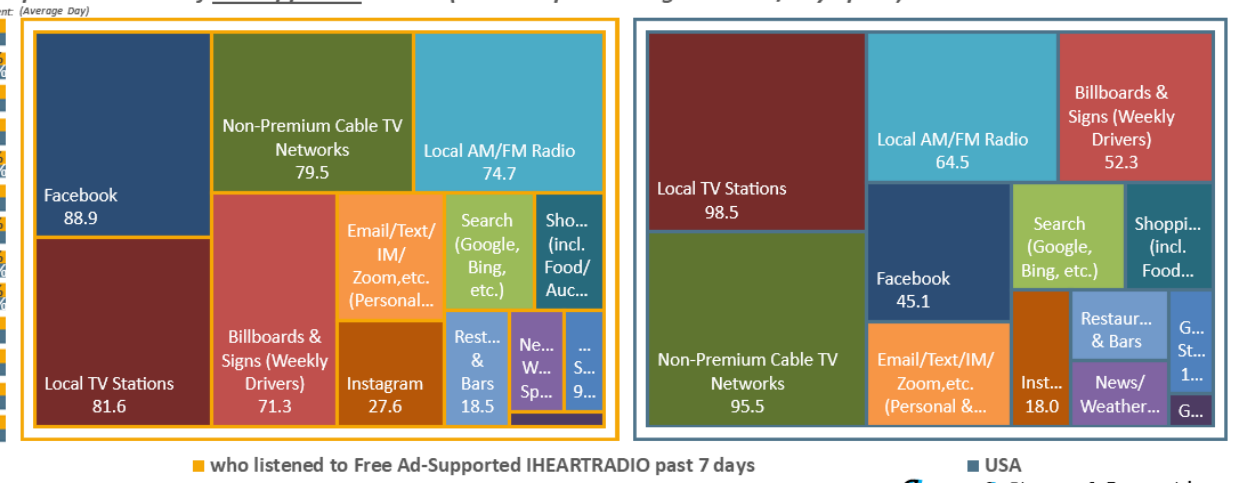
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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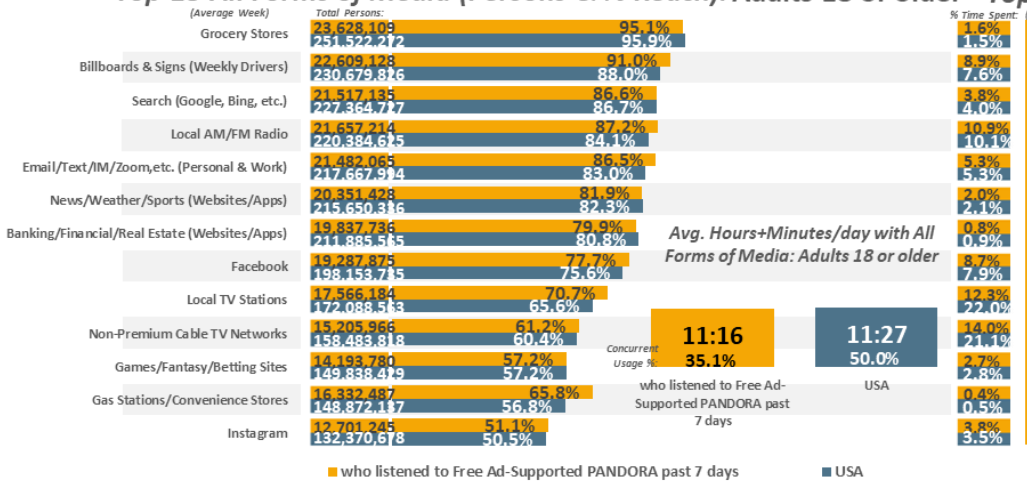
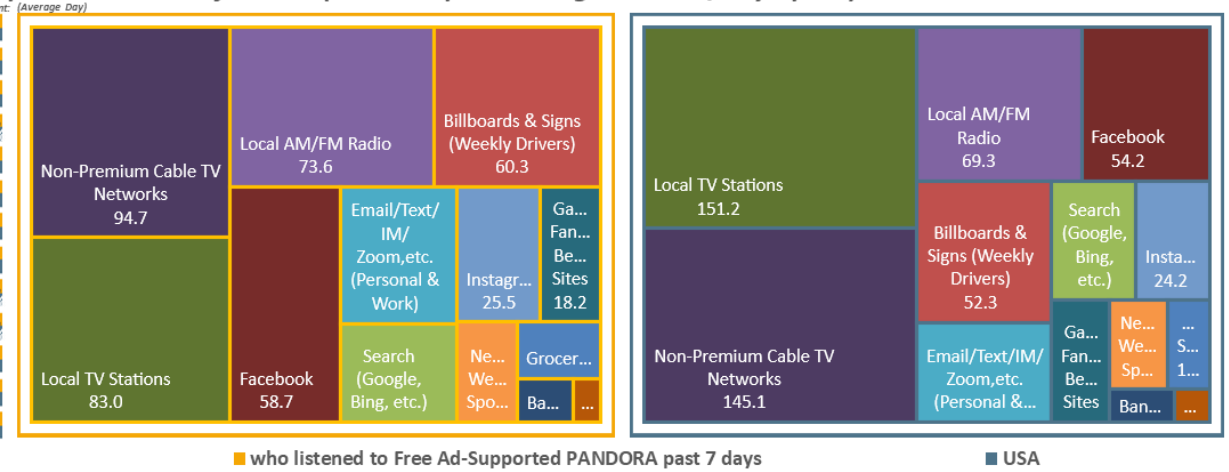
Audio streaming services used past 7 days: iHeartRadio (free)

Adults 18 or older who listened to Free Ad-Supported PANDORA past 7 days spend an average of 7 hours and 29 minutes each day with All Forms of Ad-Supported Media. 83.8% listen to Local AM/FM Radio for an avg. of 69.4 minutes/day. *(Local Radio delivers 12.9% of Time with Ad-Supported Media.)*

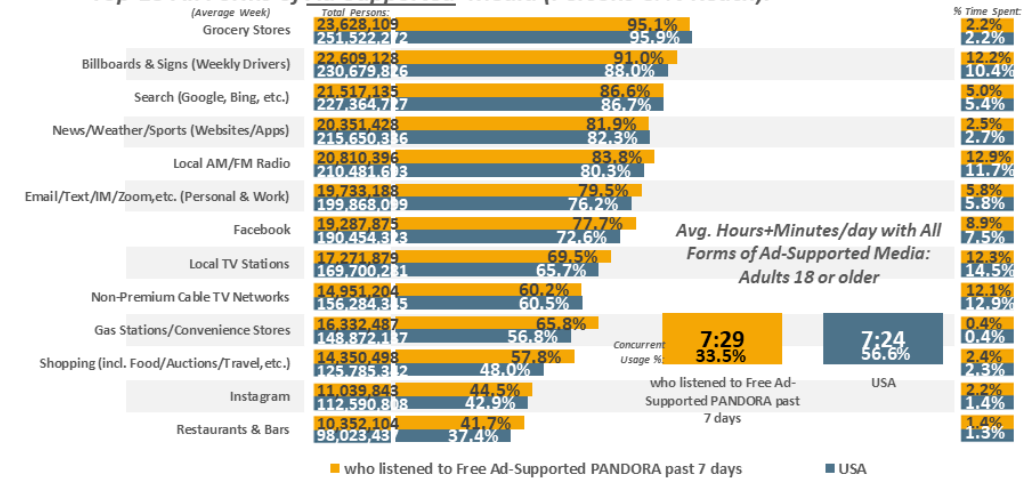
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



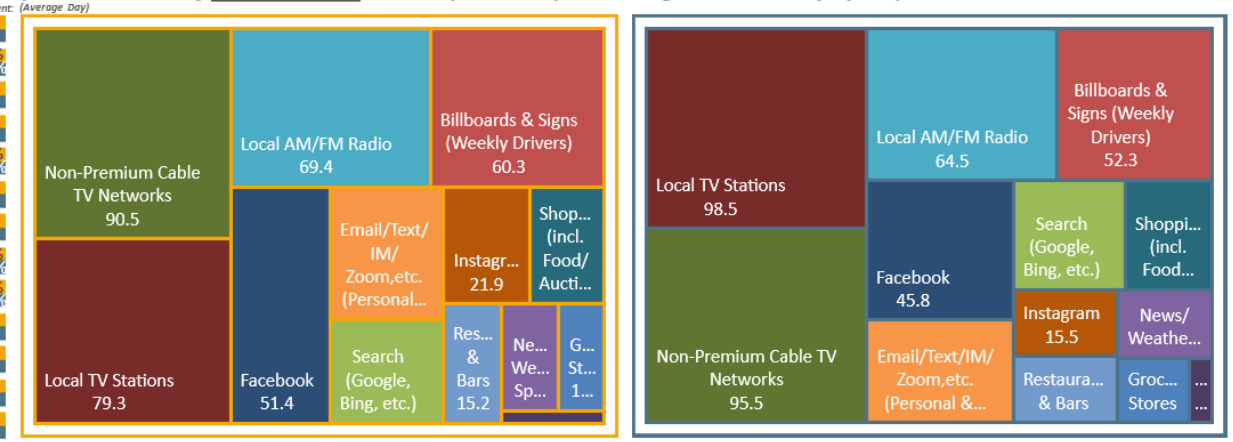
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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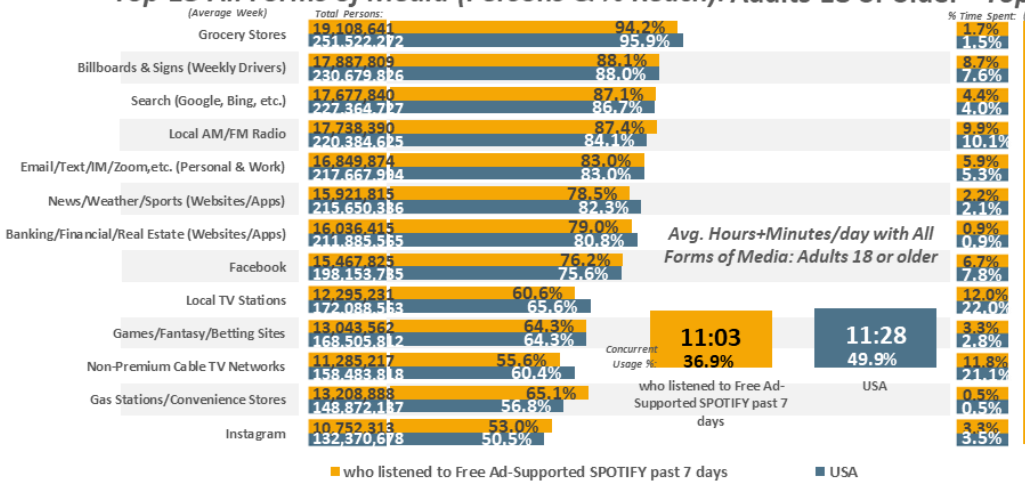
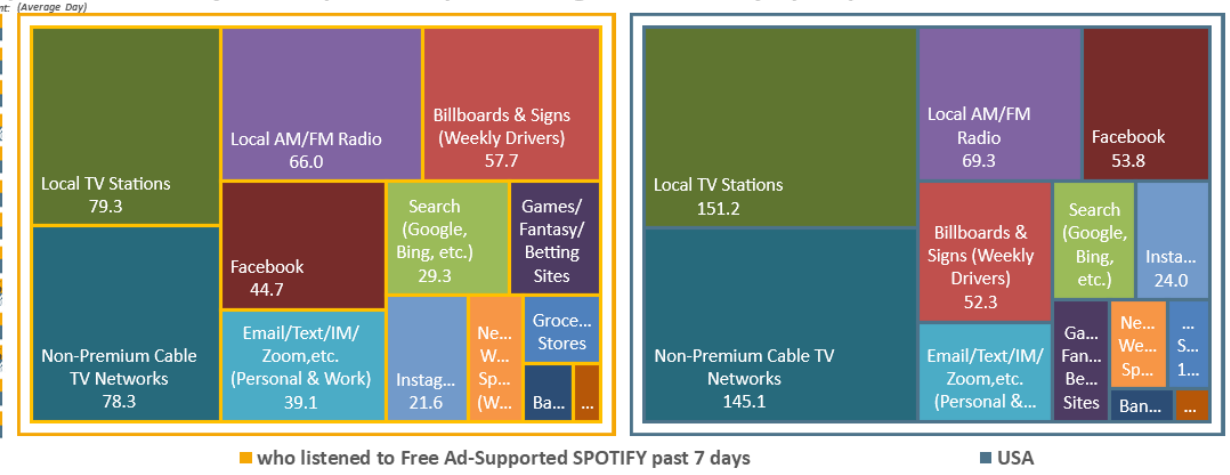
Audio streaming services used past 7 days: Pandora (free)

Adults 18 or older who listened to Free Ad-Supported SPOTIFY past 7 days spend an average of 6 hours and 27 minutes each day with All Forms of Ad-Supported Media. 83.3% listen to Local AM/FM Radio for an avg. of 61.2 minutes/day. *(Local Radio delivers 13.2% of Time with Ad-Supported Media.)*

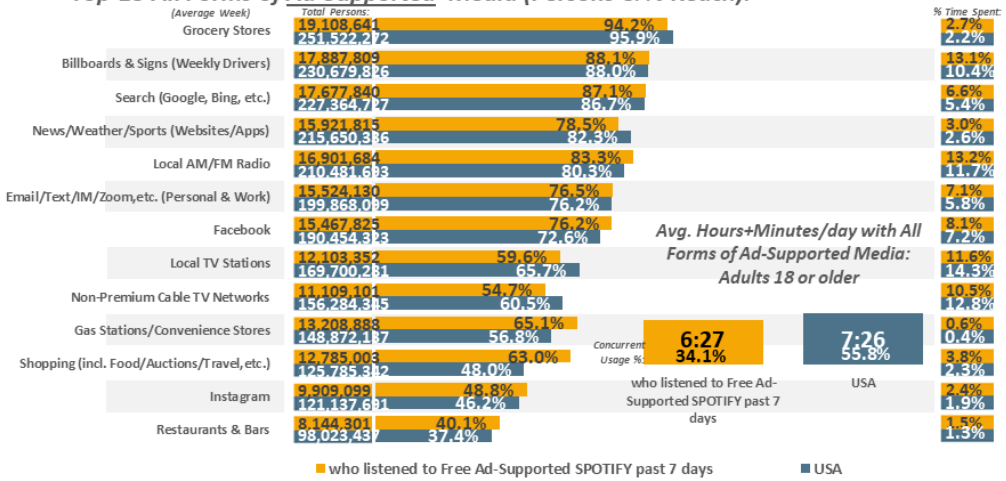
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



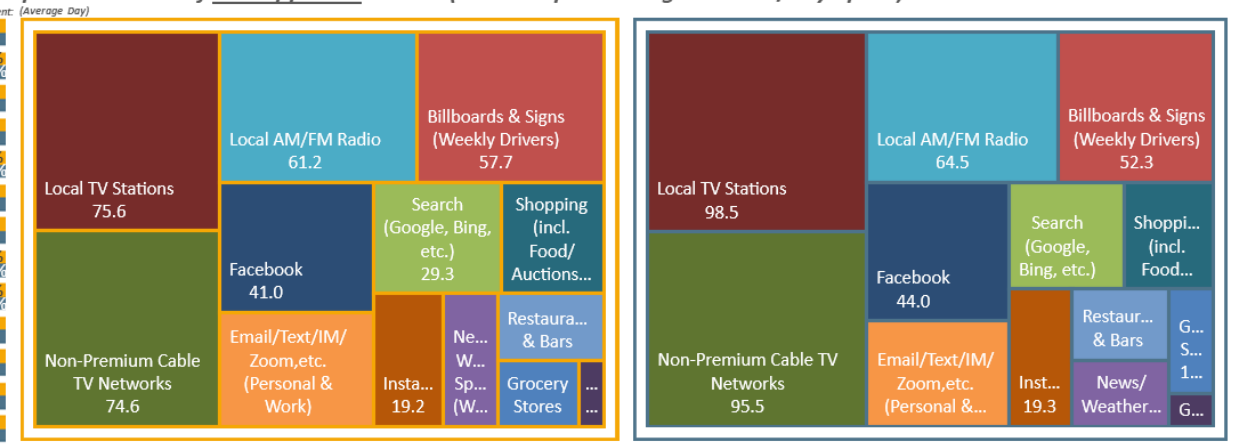
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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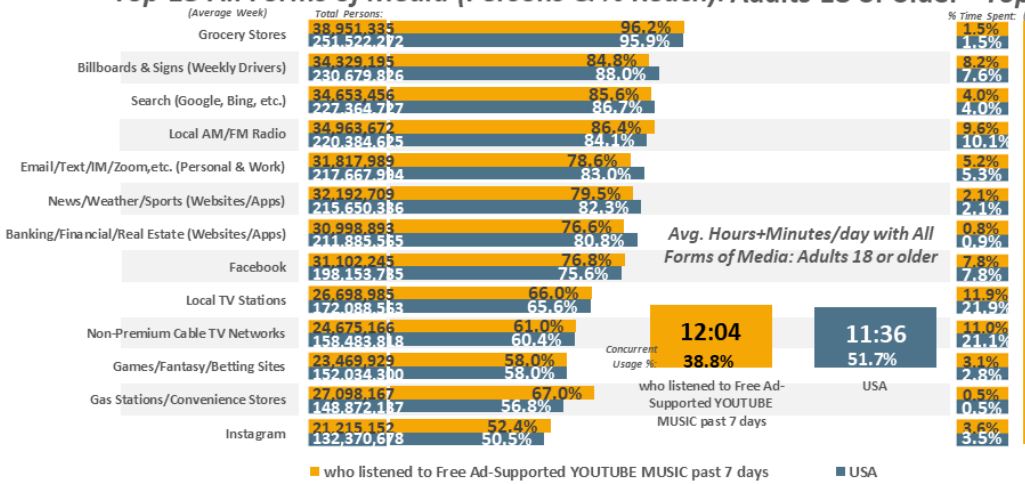
Audio streaming services used past 7 days: Spotify (free)

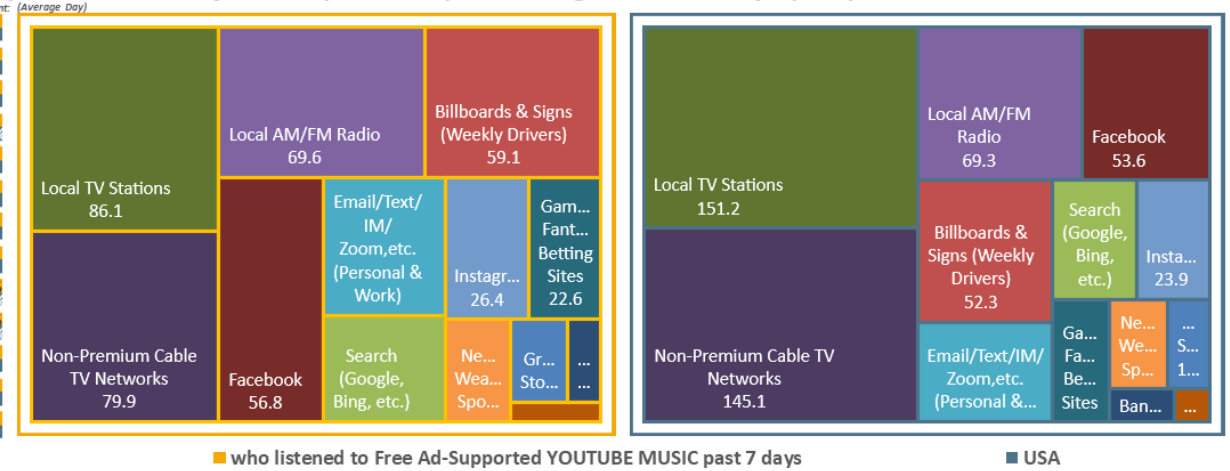
YouTube Music

Adults 18 or older who listened to Free Ad-Supported YOUTUBE MUSIC past 7 days spend an average of 8 hours and 49 minutes each day with All Forms of Ad-Supported Media. 83.1% listen to Local AM/FM Radio for an avg. of 66. minutes/day. *(Local Radio delivers 10.4% of Time with Ad-Supported Media.)*

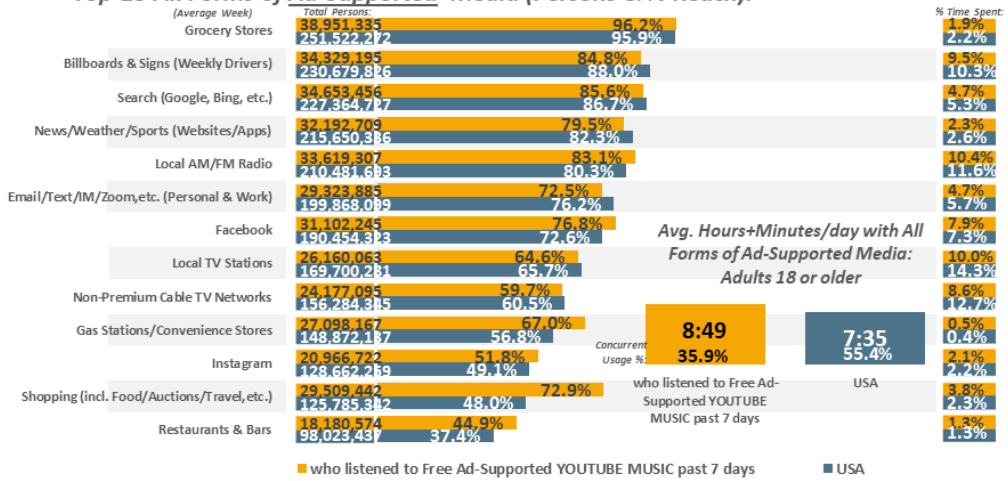
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



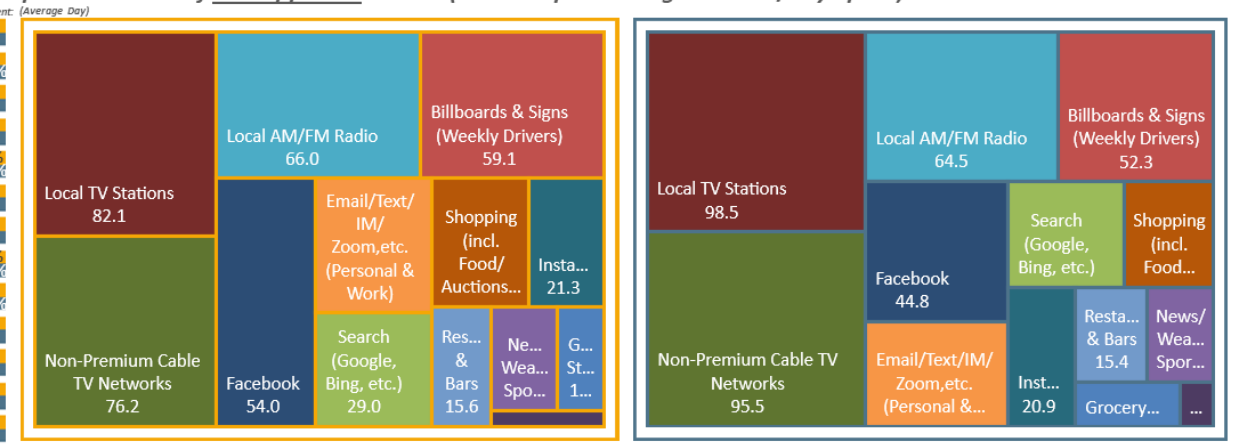
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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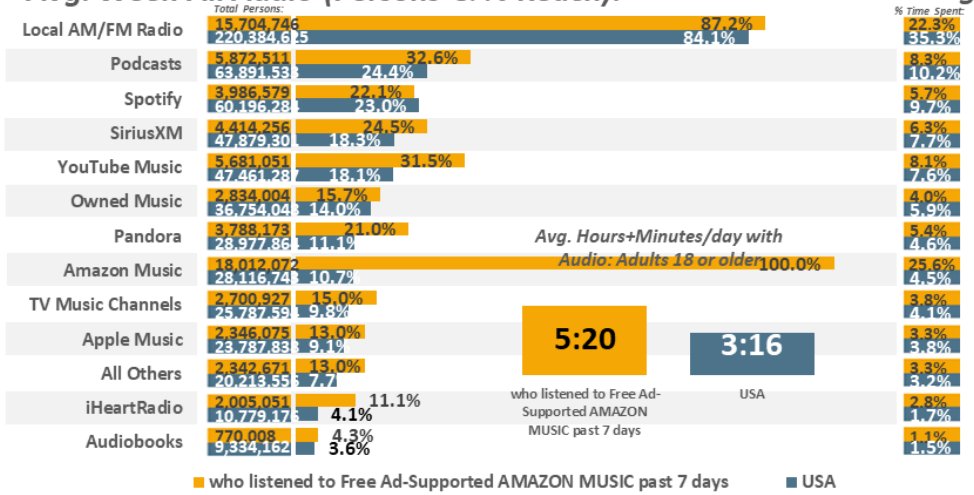
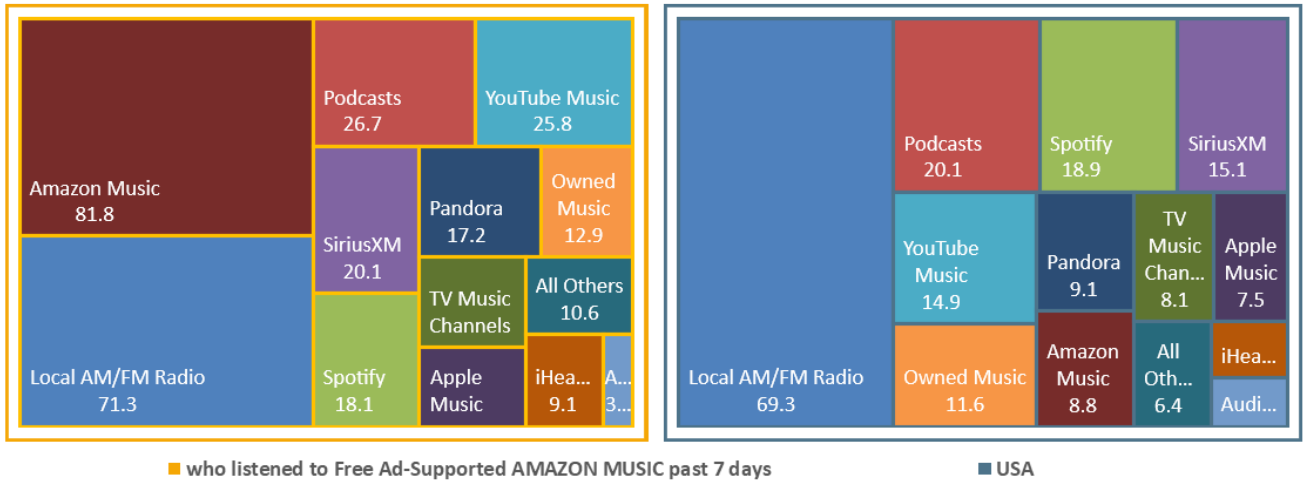
Audio streaming services used past 7 days: TuneIn (free)

14,839,961 or 82.4% of Adults 18 or older who listened to Free Ad-Supported AMAZON MUSIC past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 65.7 minutes every day representing 28.1% of all time spent daily with Ad-Supported Audio.

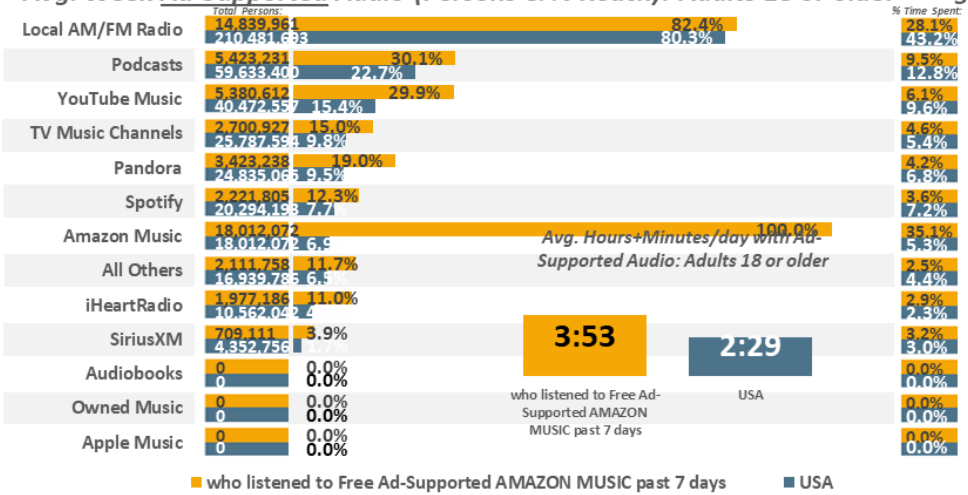
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



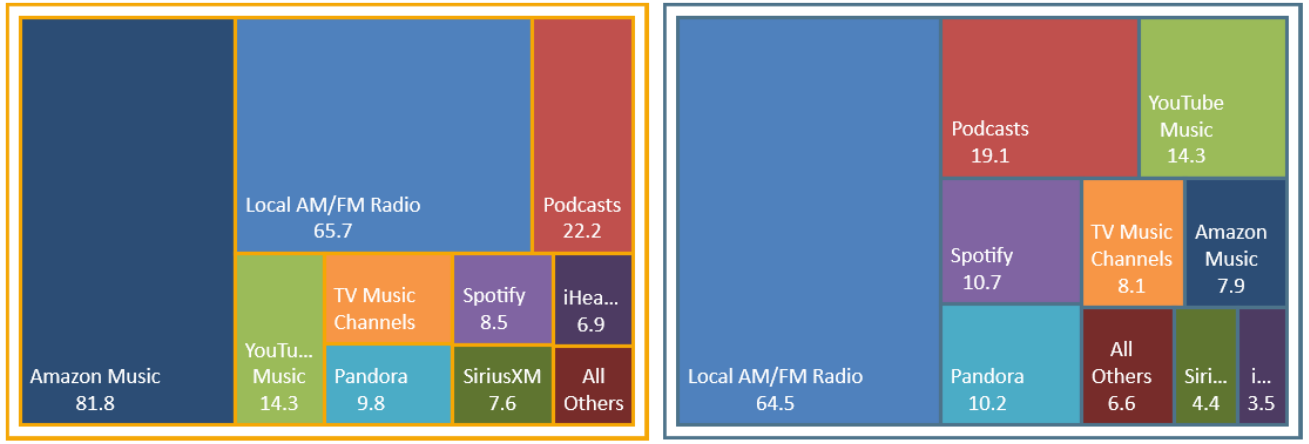
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 7,564

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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Audio streaming services used past 7 days: Amazon Music (free)

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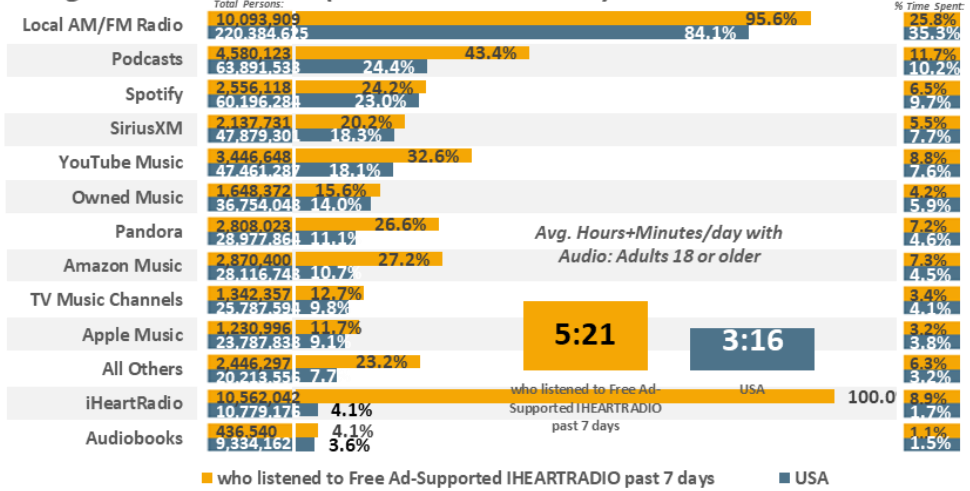
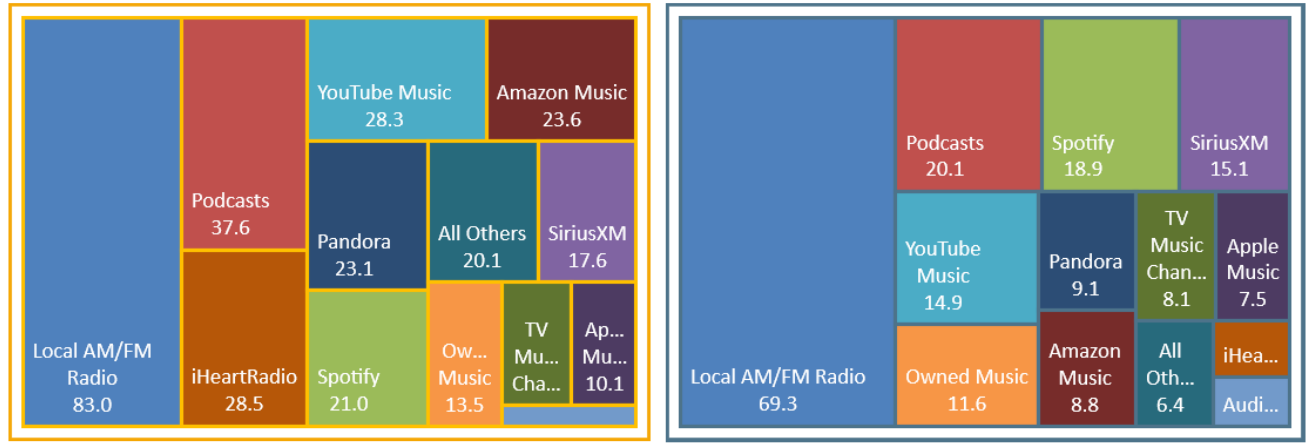
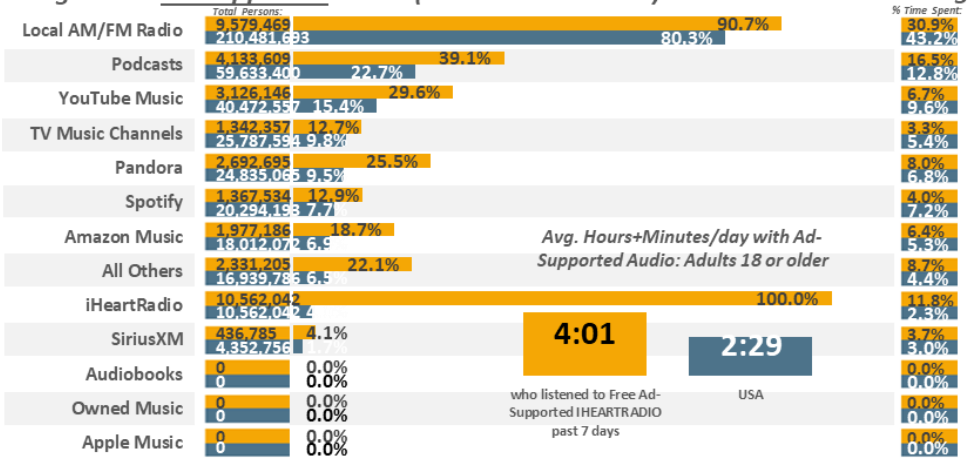


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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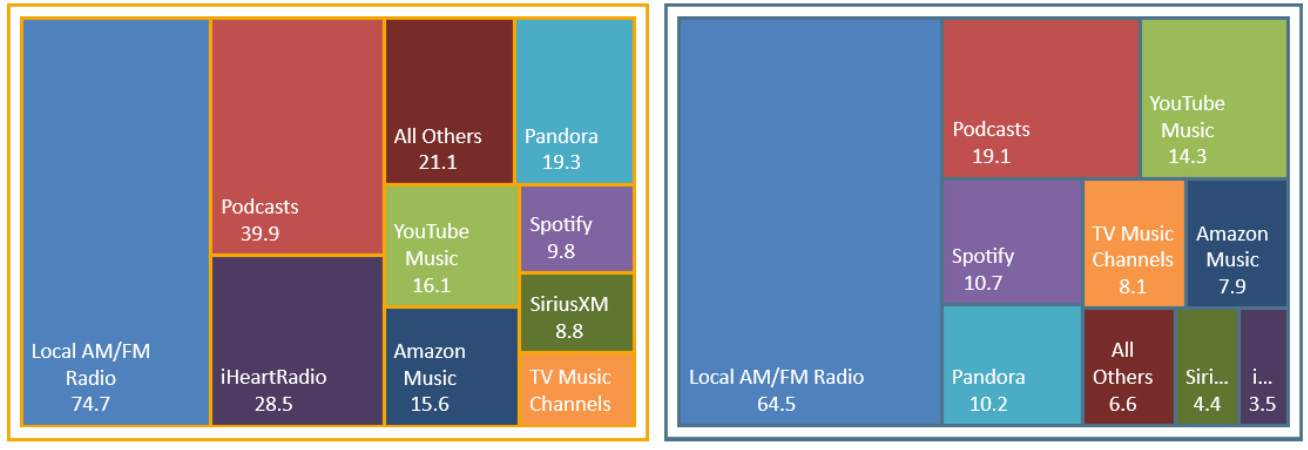

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Audio streaming services used past 7 days: iHeartRadio (free)

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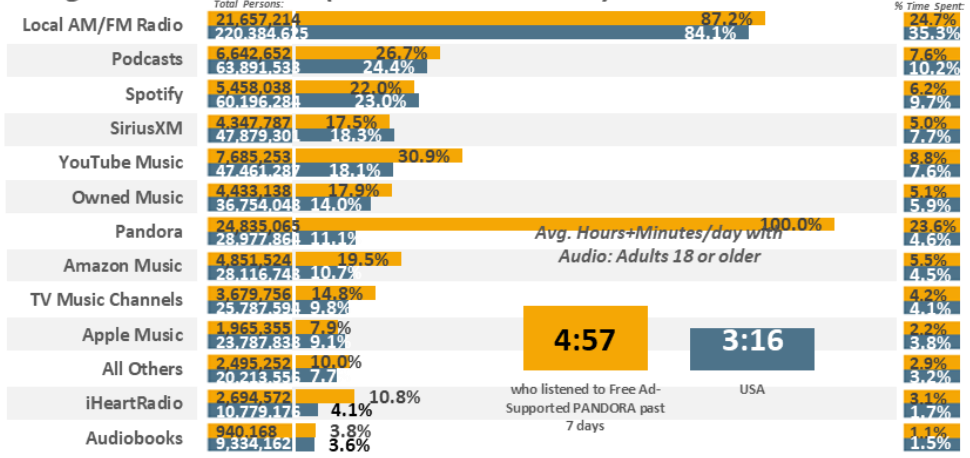
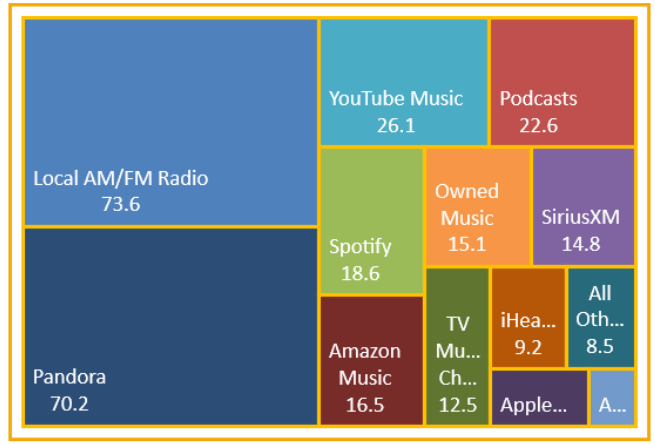
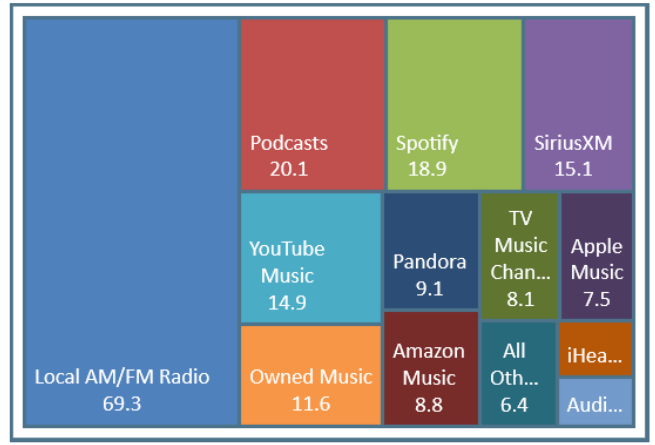


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





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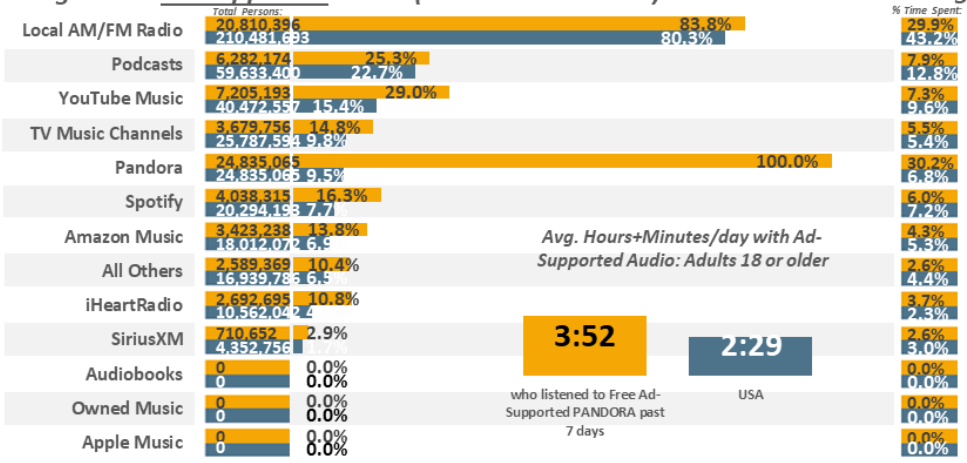
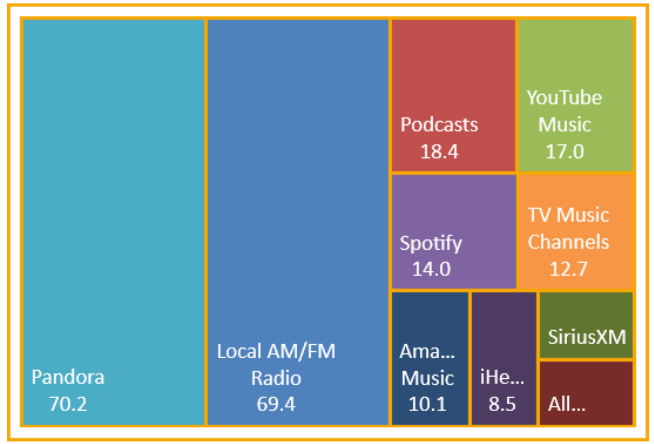
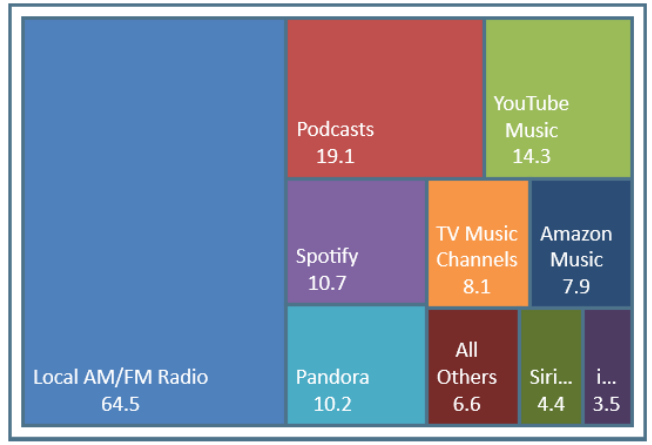


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





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Audio streaming services used past 7 days: Pandora (free)

16,901,684 or 83.3% of Adults 18 or older who listened to Free Ad-Supported SPOTIFY past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 61.2 minutes every day representing 25.5% of all time spent daily with Ad-Supported Audio.

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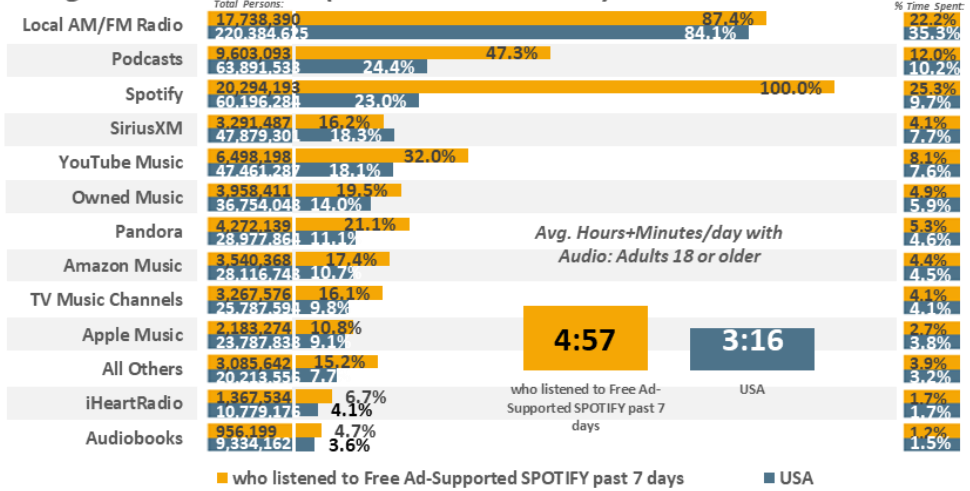
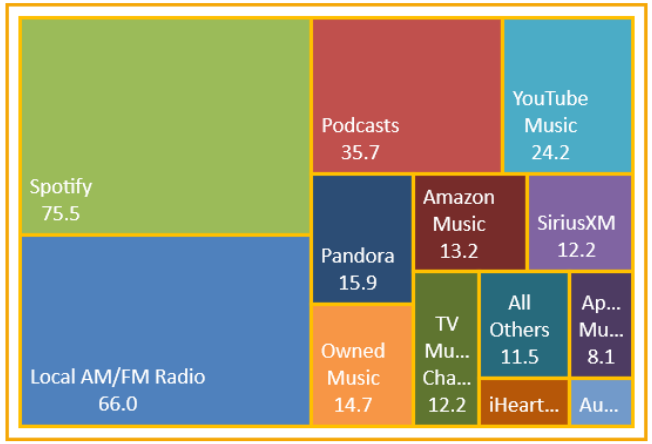
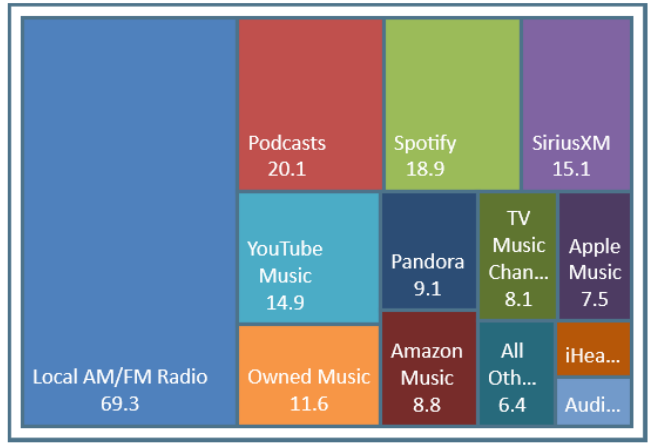


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





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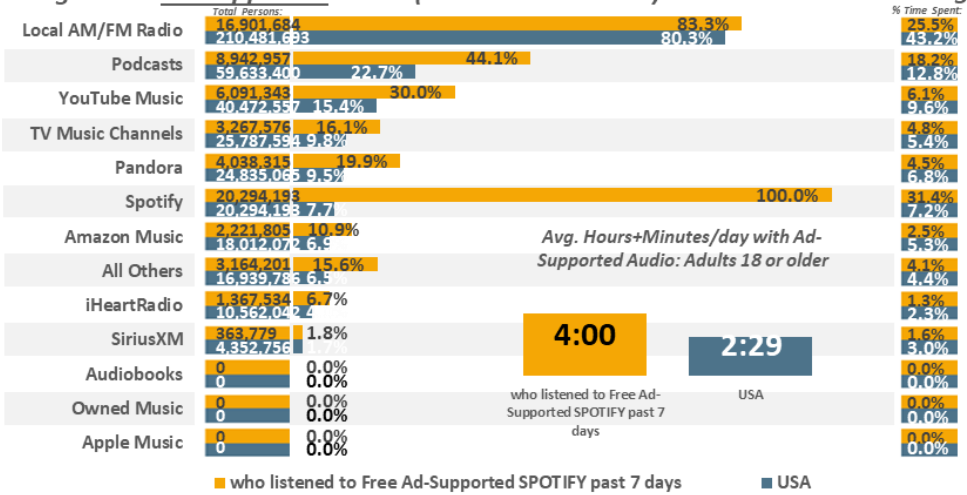

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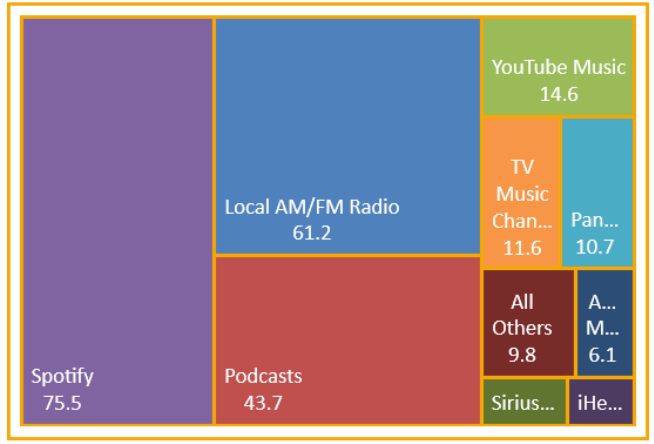

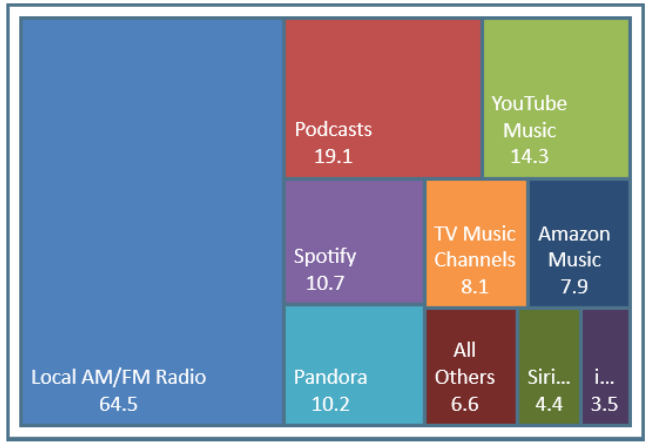

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 7,564

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Audio streaming services used past 7 days: Spotify (free)

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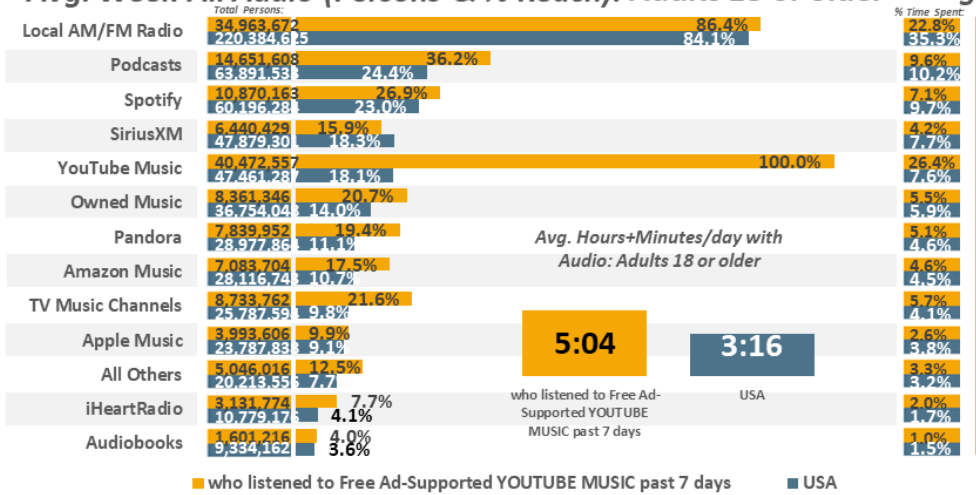

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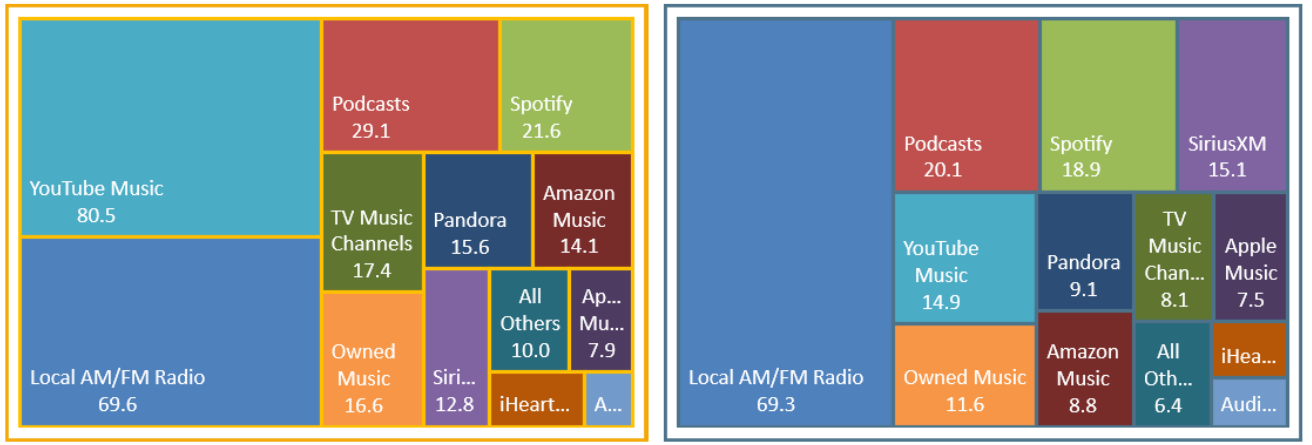

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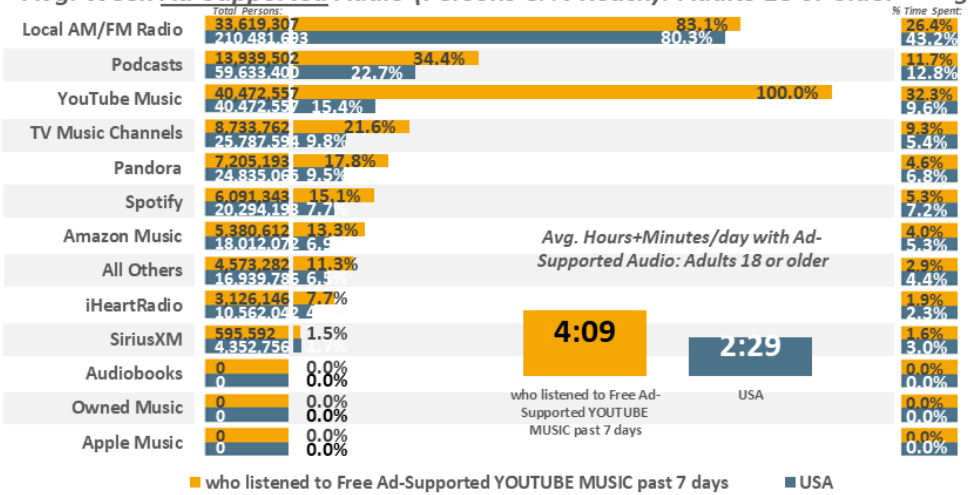

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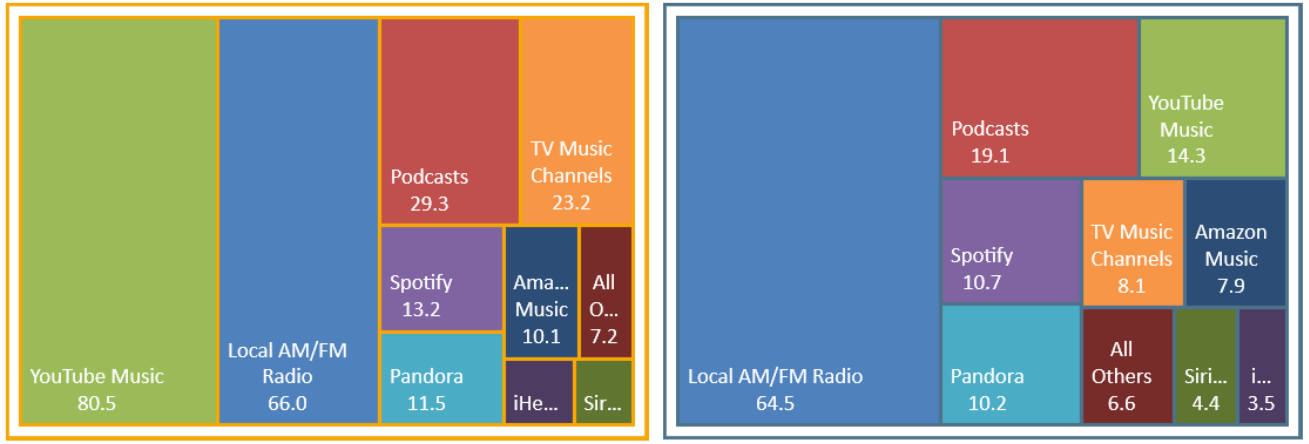

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *7,564*

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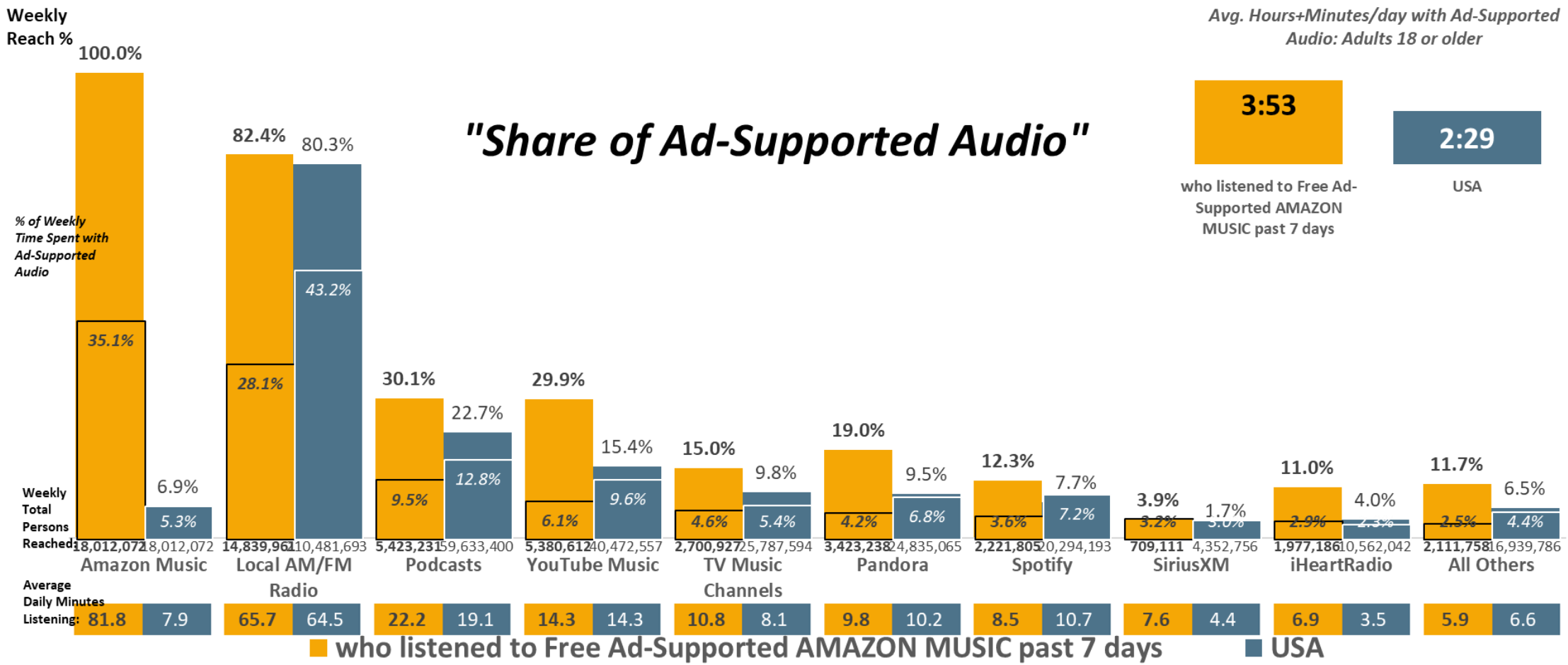

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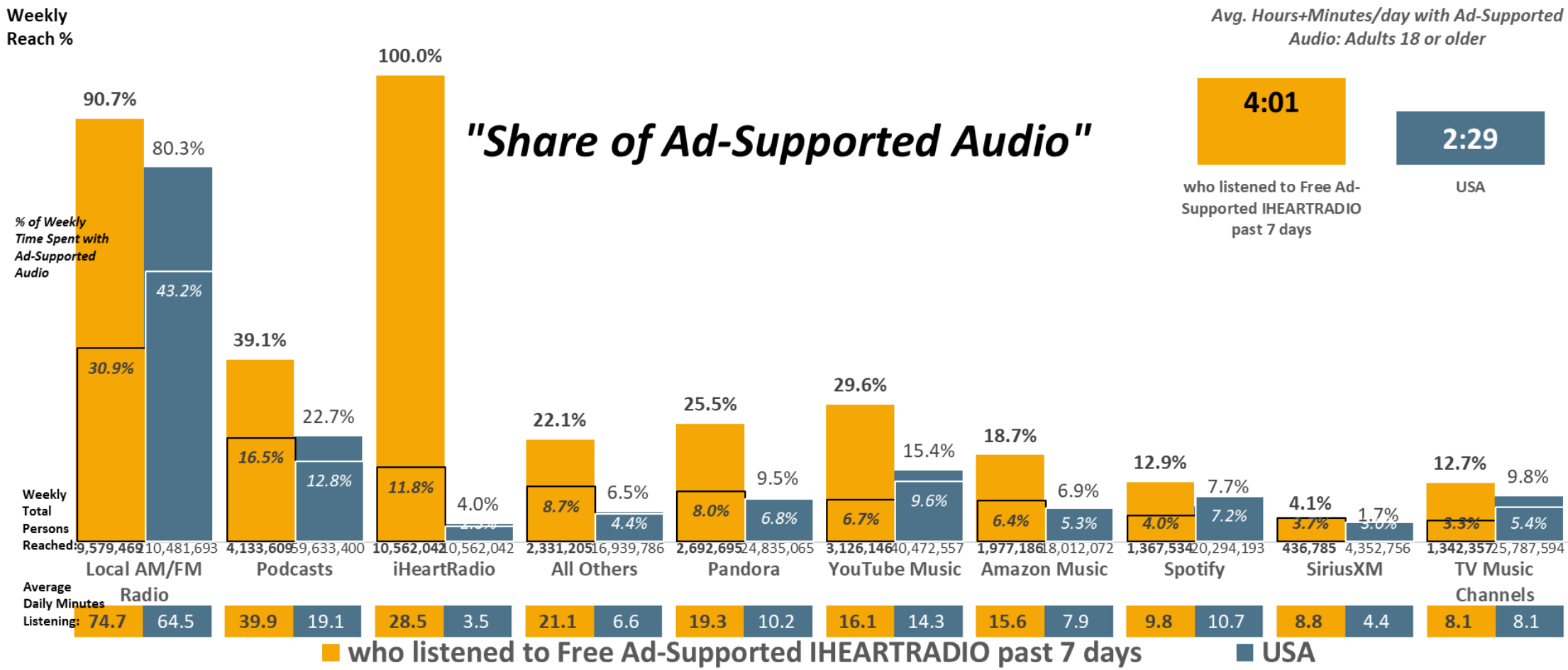

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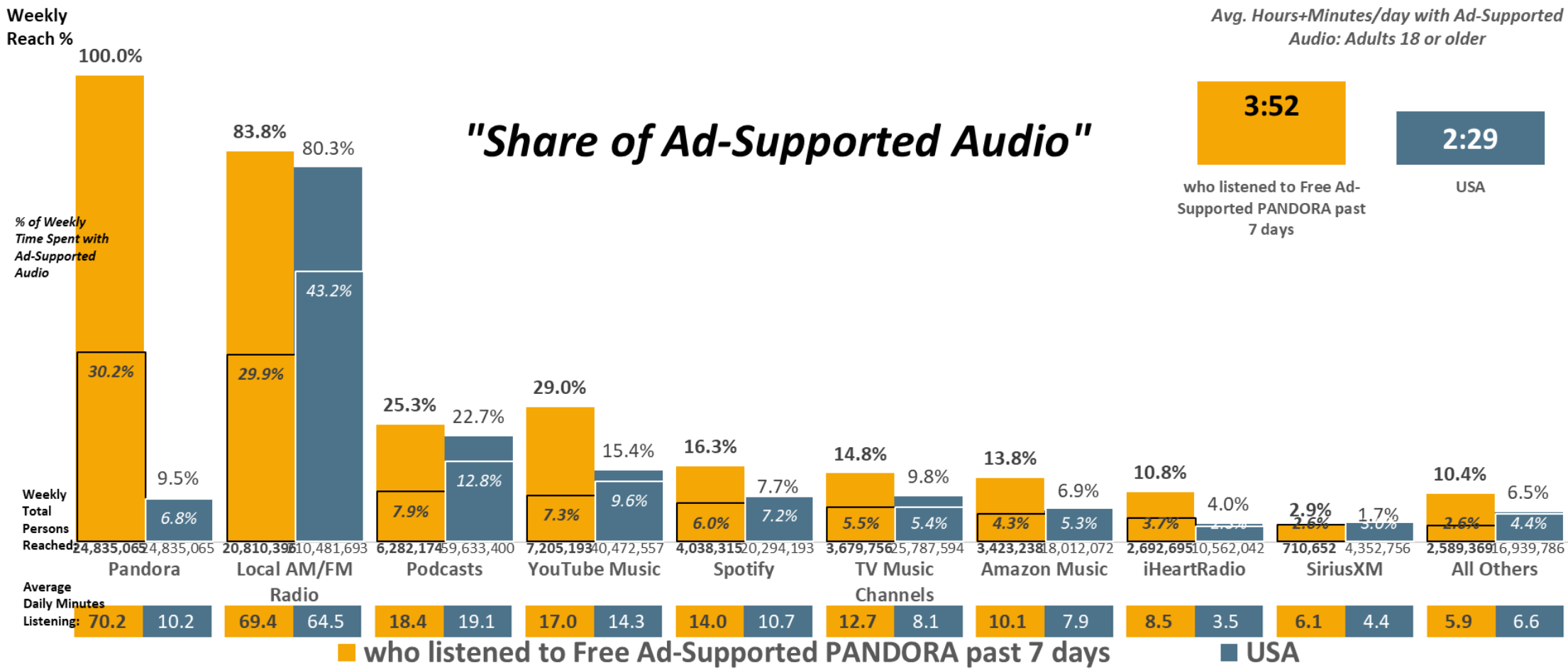

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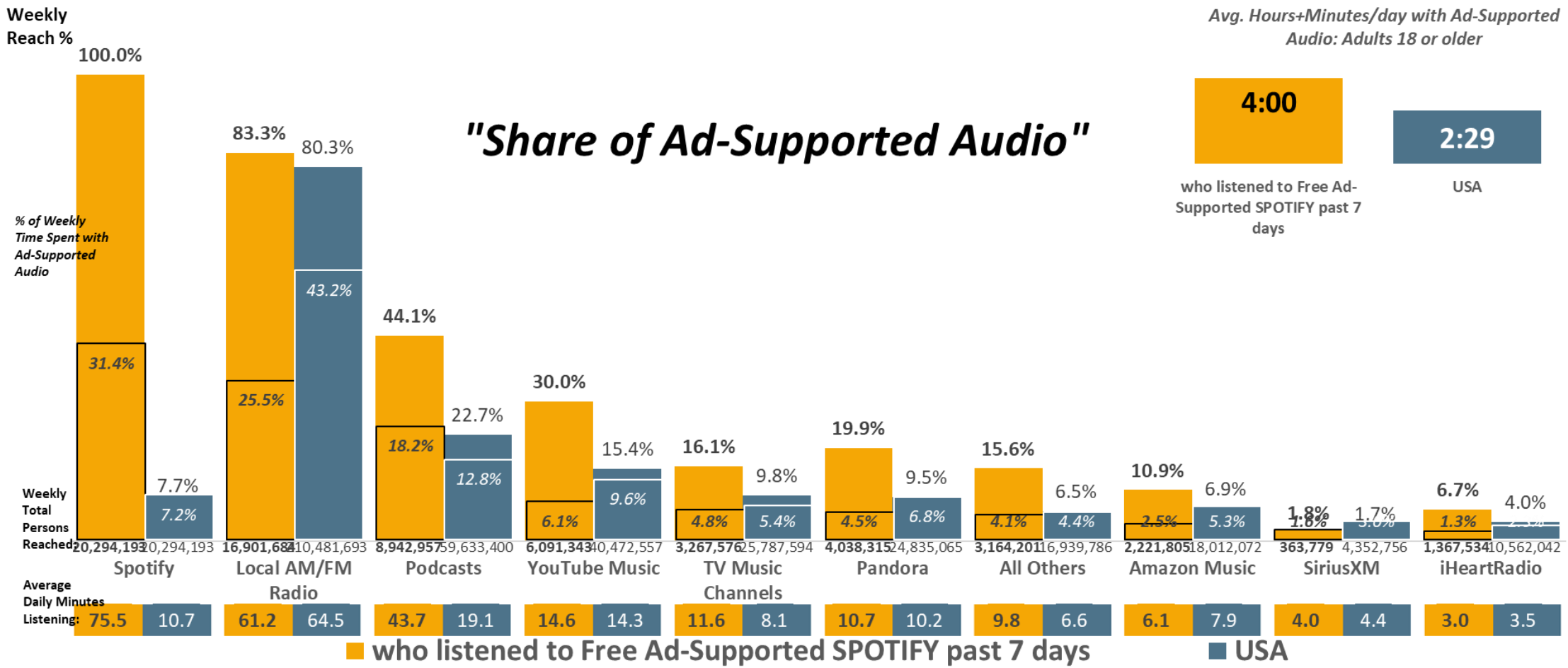

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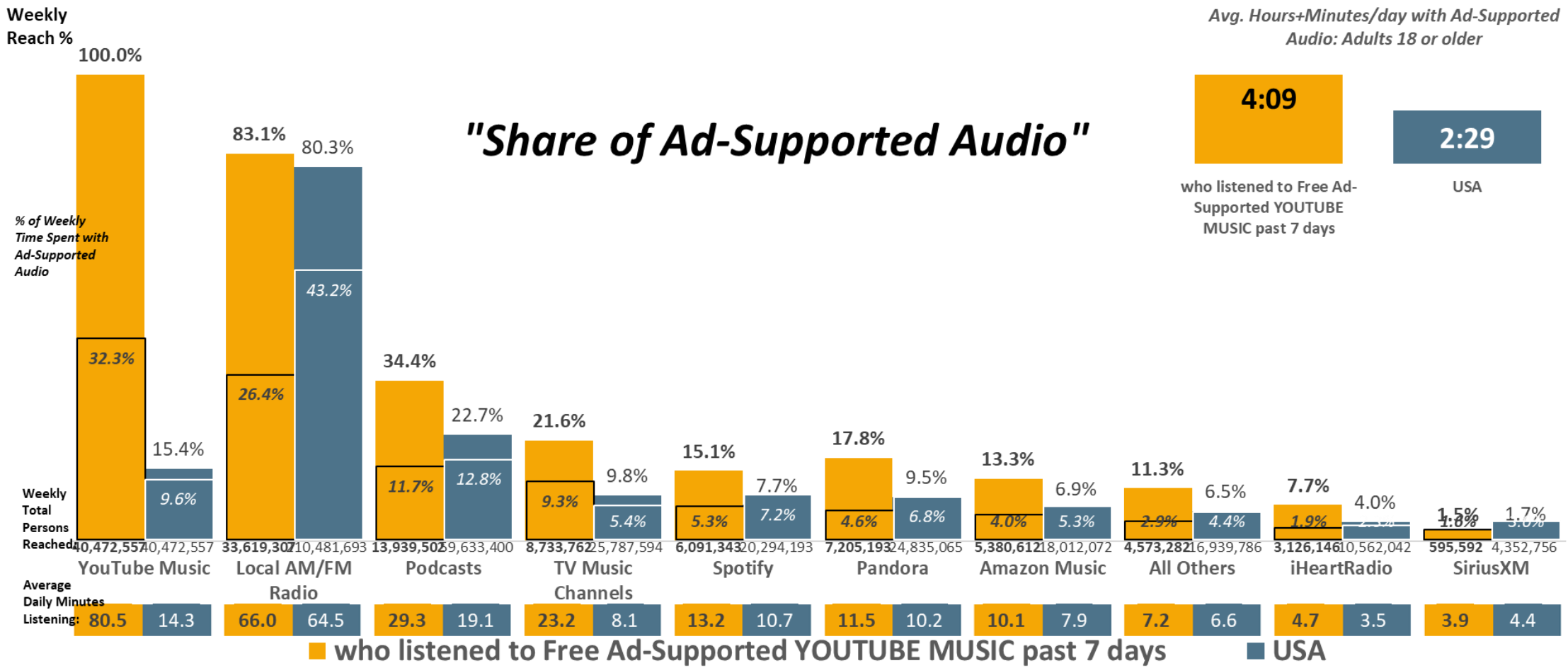

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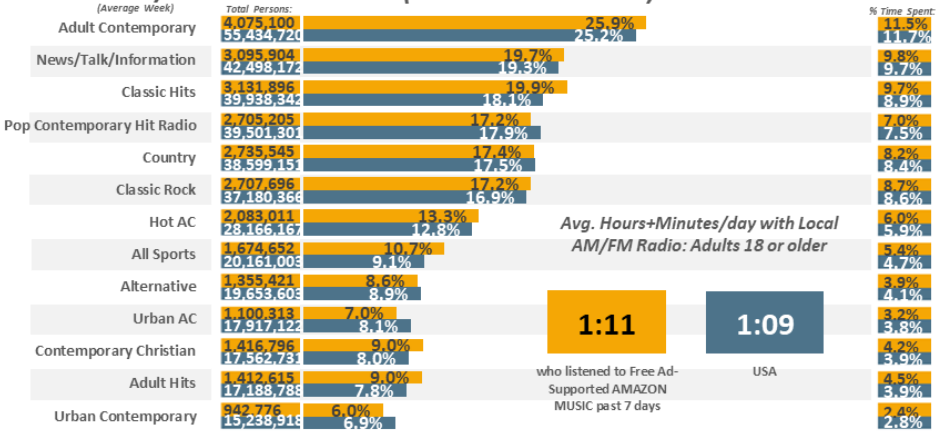
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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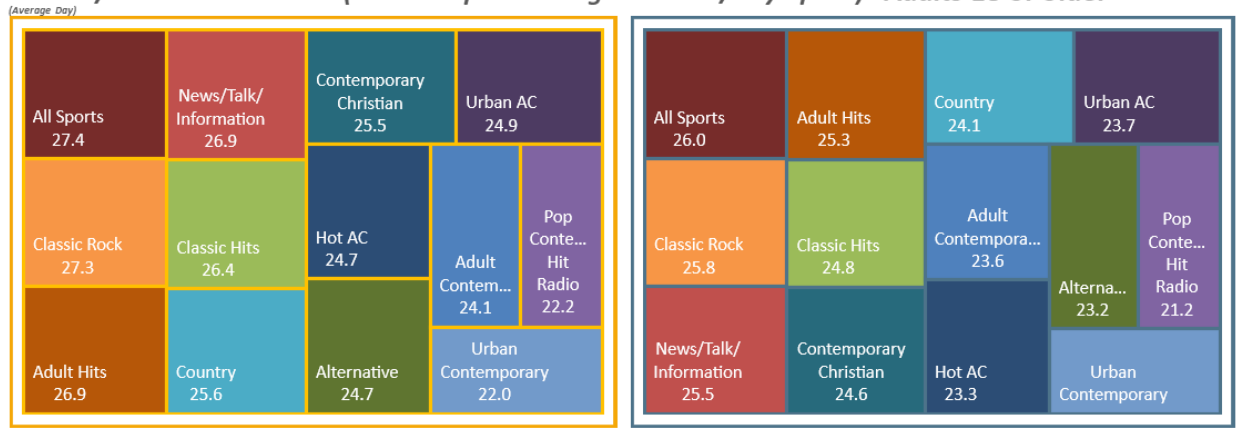
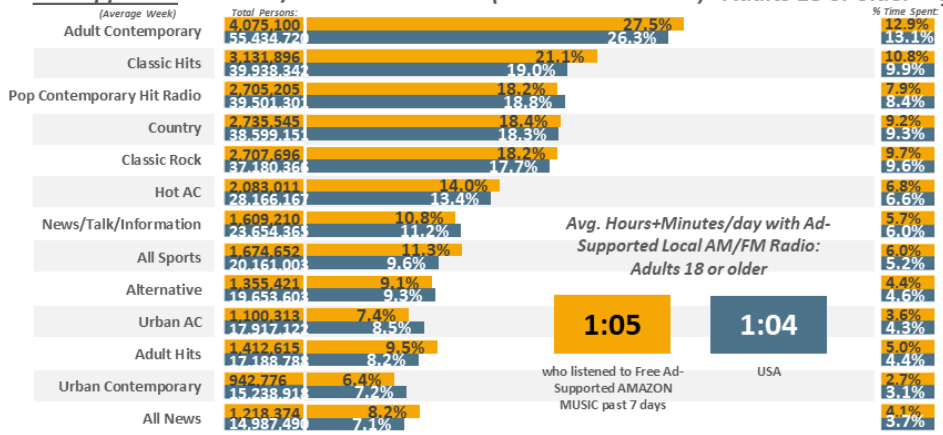


Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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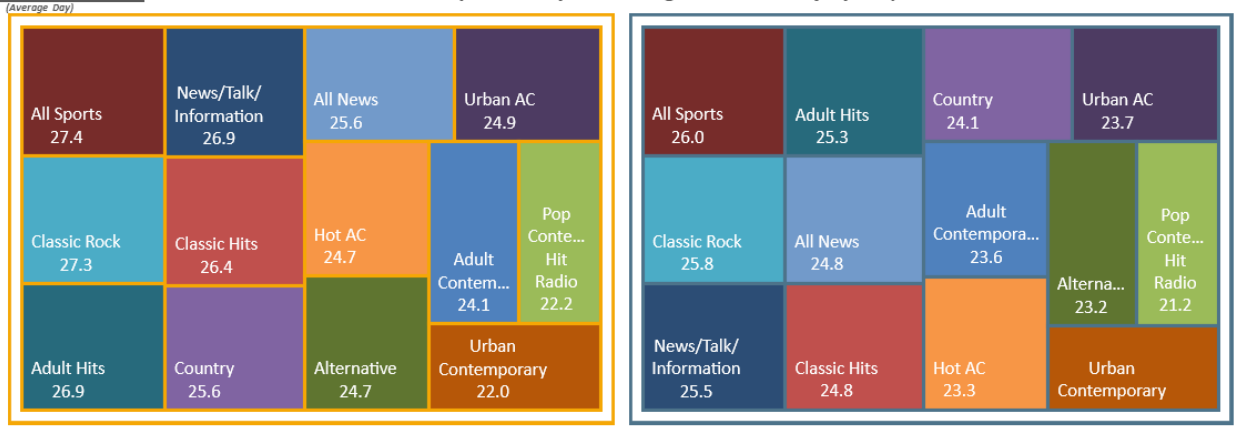

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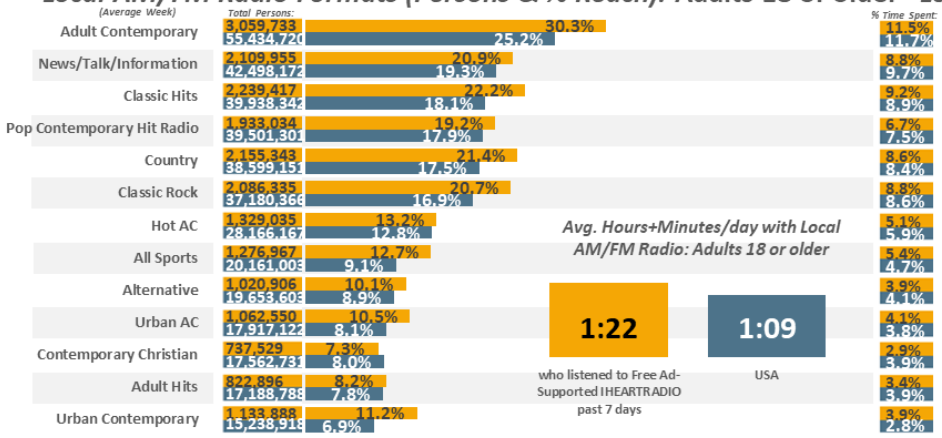

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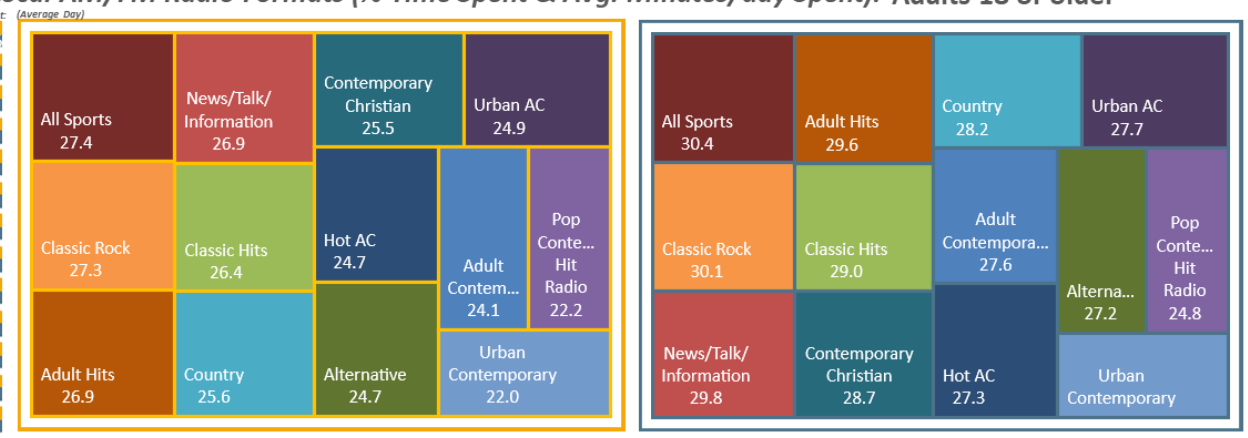

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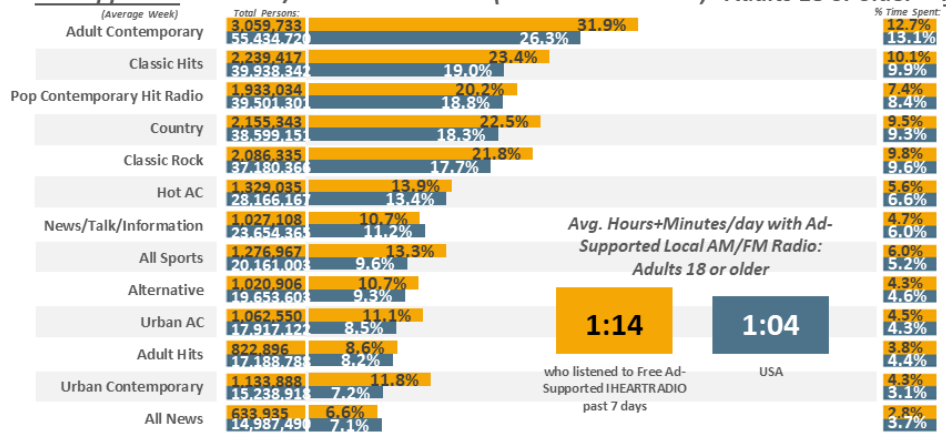

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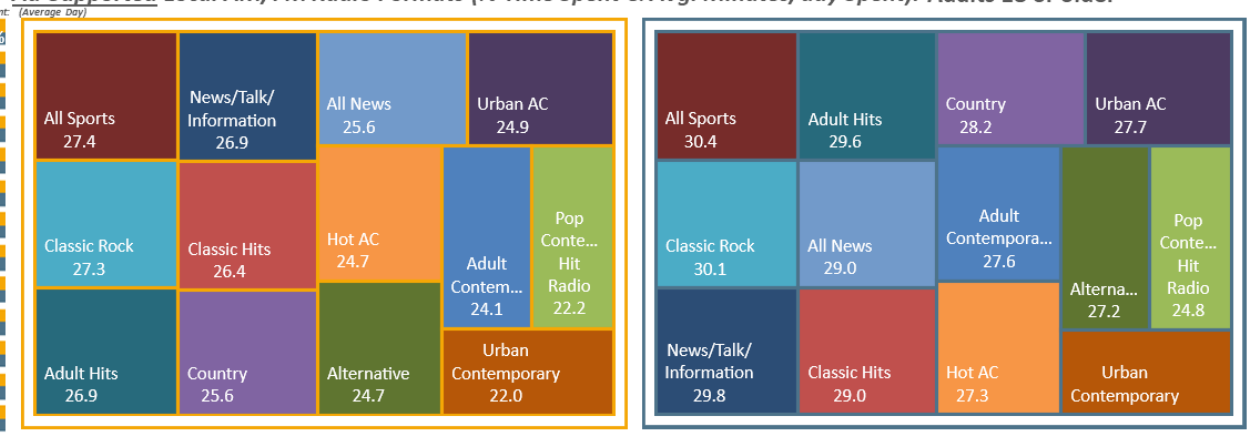

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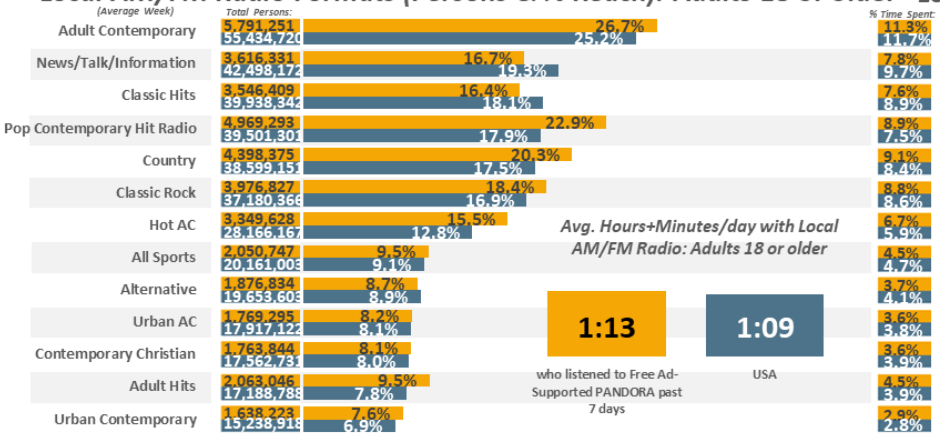

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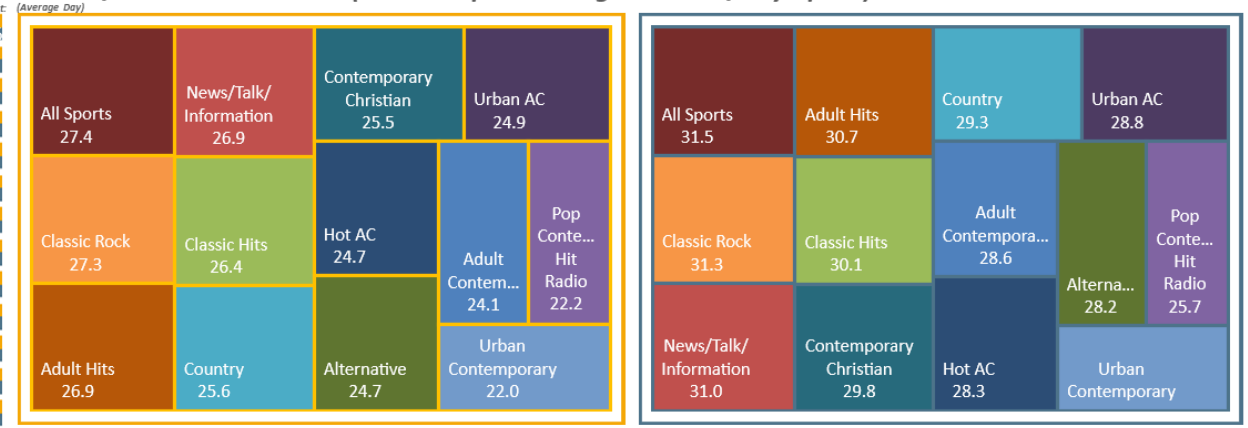
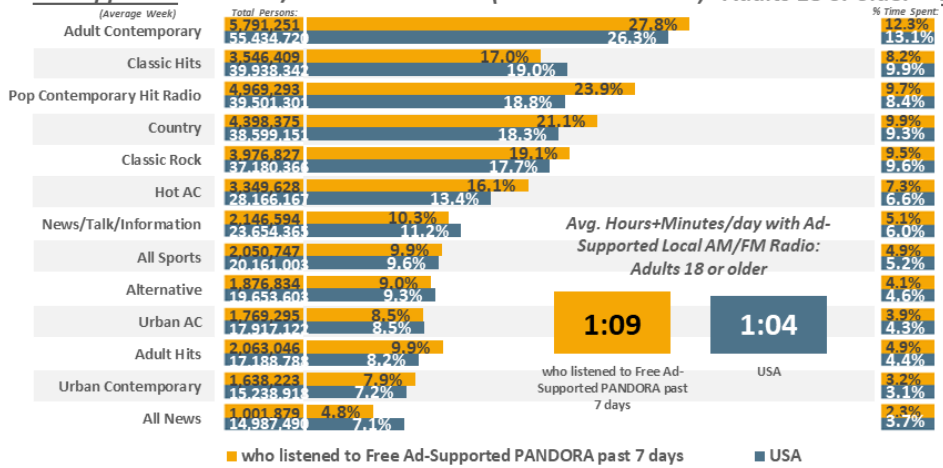
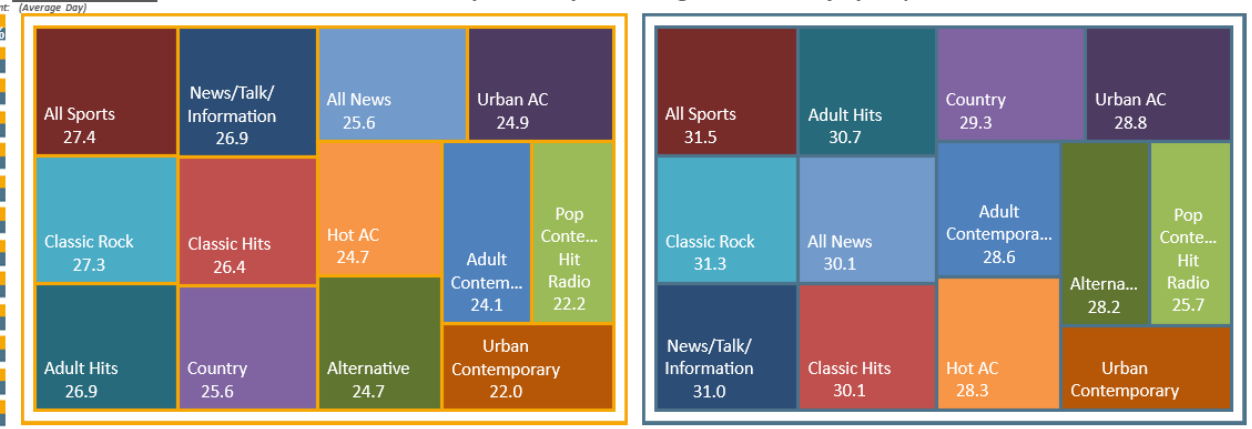


Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 7,564

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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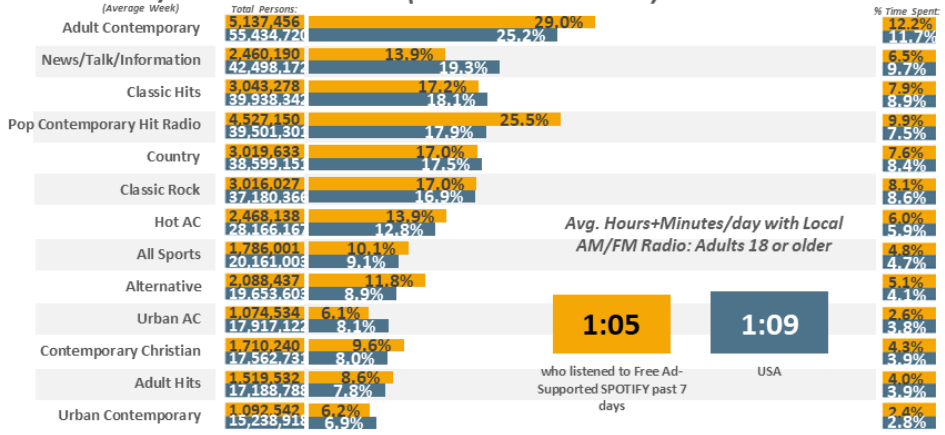
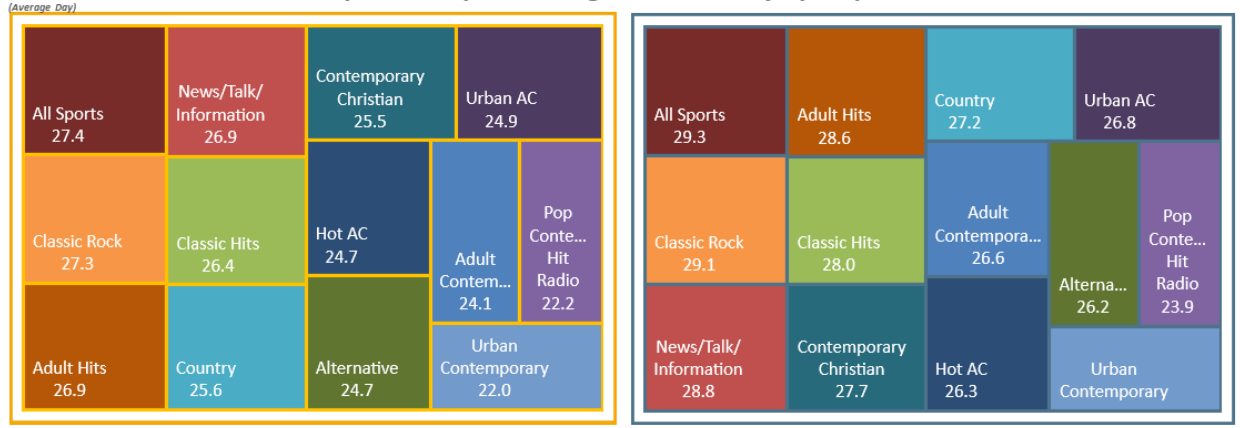
Audio streaming services used past 7 days: Pandora (free)

16,901,684 or 83.3% of Adults 18 or older who listened to Free Ad-Supported SPOTIFY past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Classic Rock.

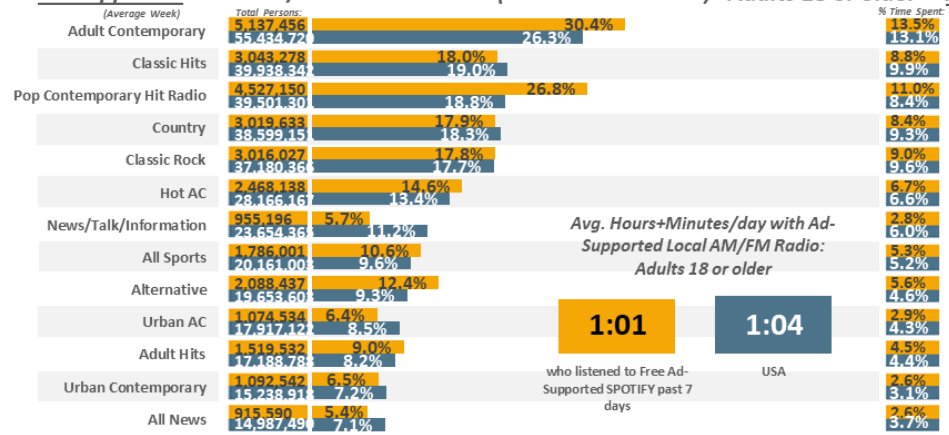
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



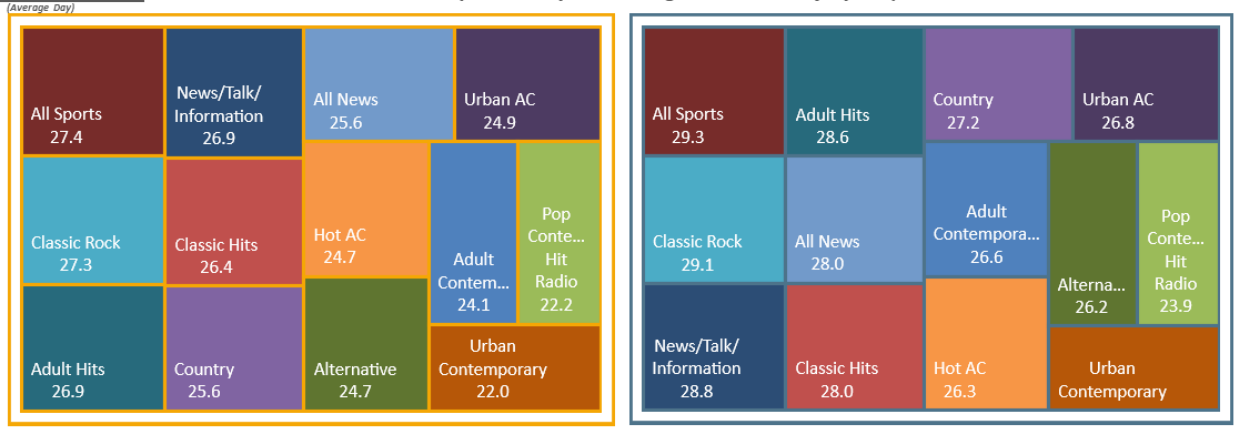
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 7,564

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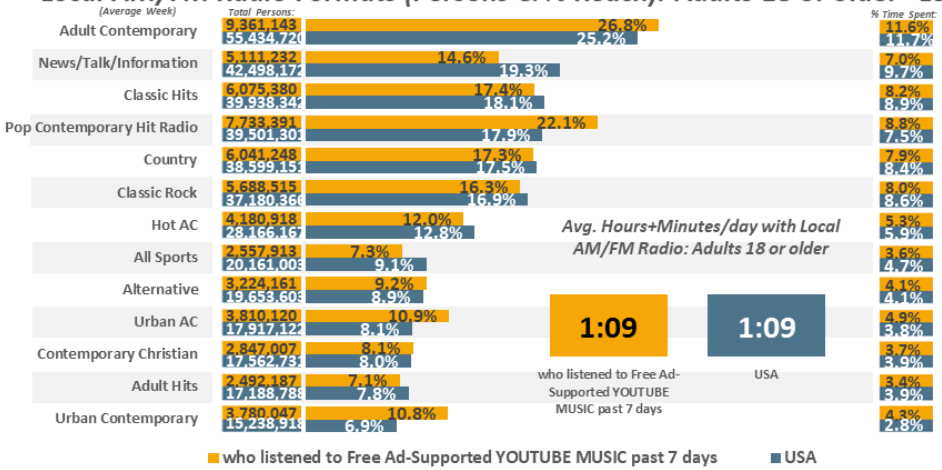
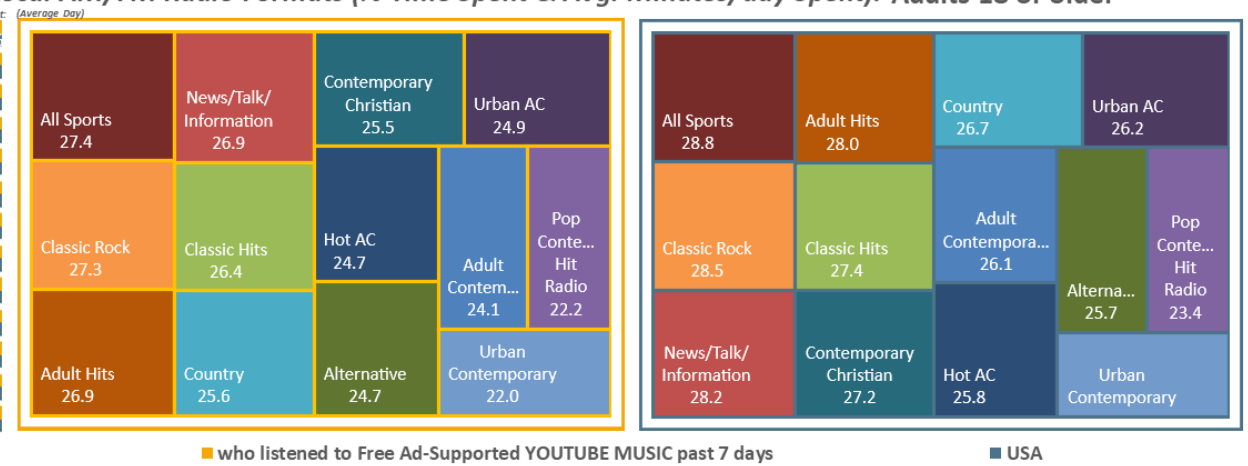
Audio streaming services used past 7 days: Spotify (free)

33,619,307 or 83.1% of Adults 18 or older who listened to Free Ad-Supported YOUTUBE MUSIC past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Classic Rock.

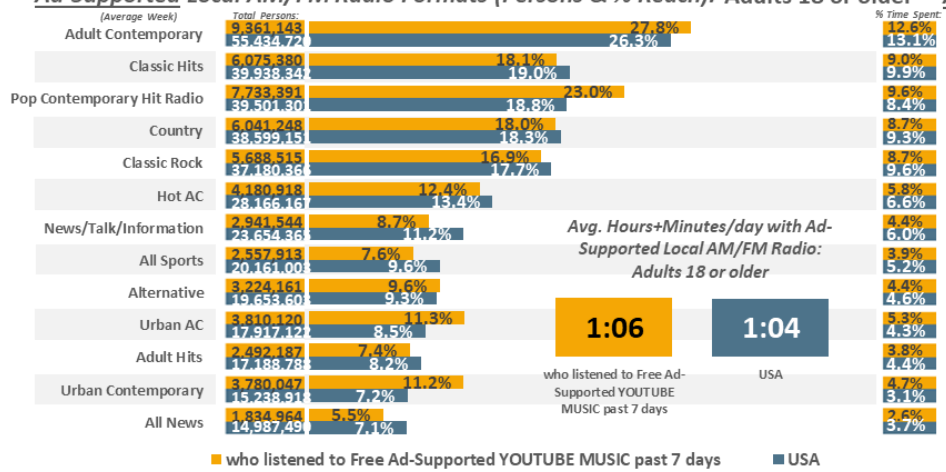
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



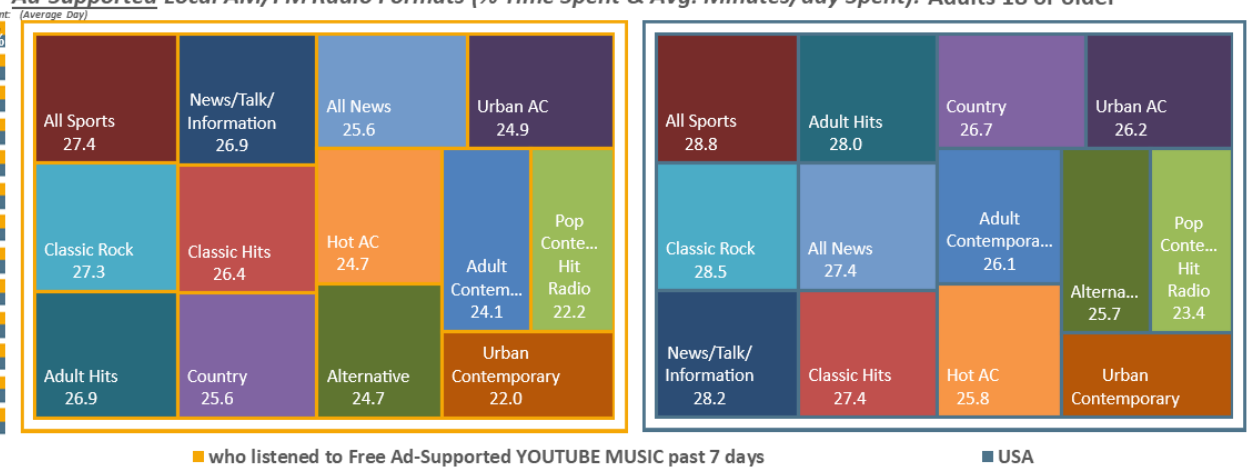
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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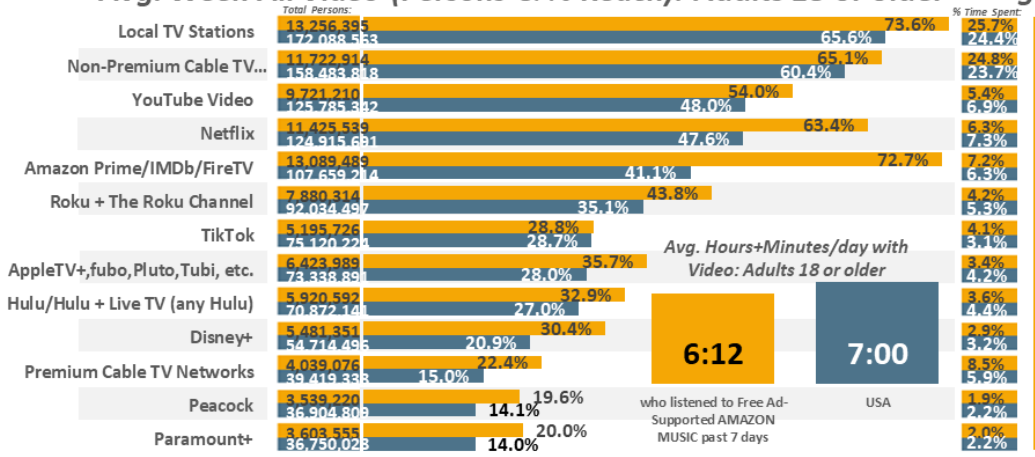
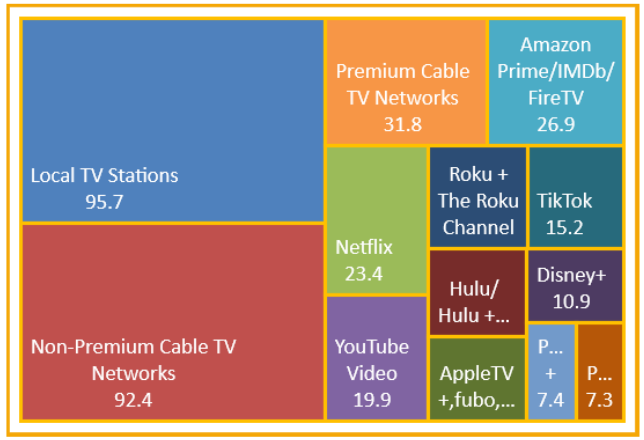
Audio streaming services used past 7 days: TuneIn (free)

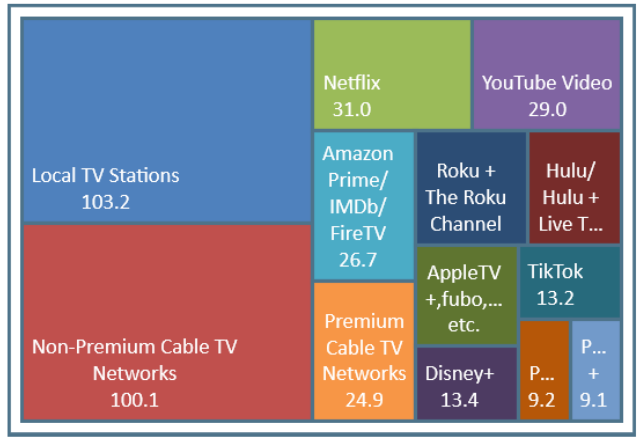
13,037,200 or 72.4% of Adults 18 or older who listened to Free Ad-Supported AMAZON MUSIC past 7 days watch Ad-Supported Local TV Stations for an average of 90.5 minutes every day representing 28.6% of all time spent daily with Ad-Supported Video.

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

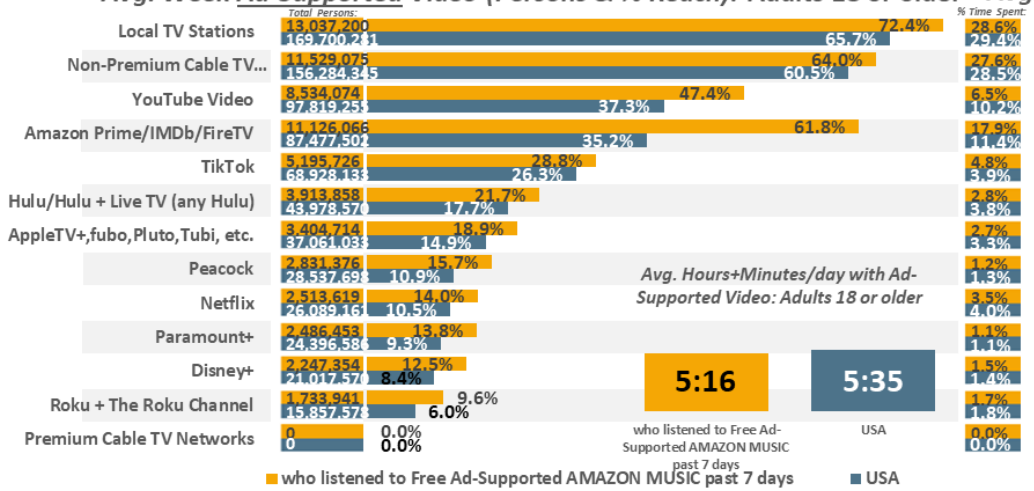


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

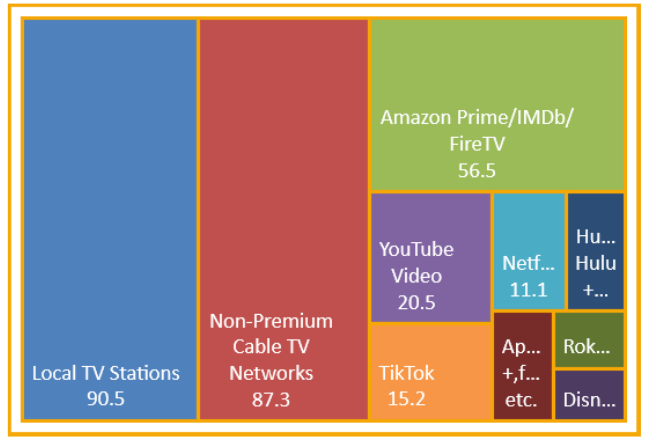


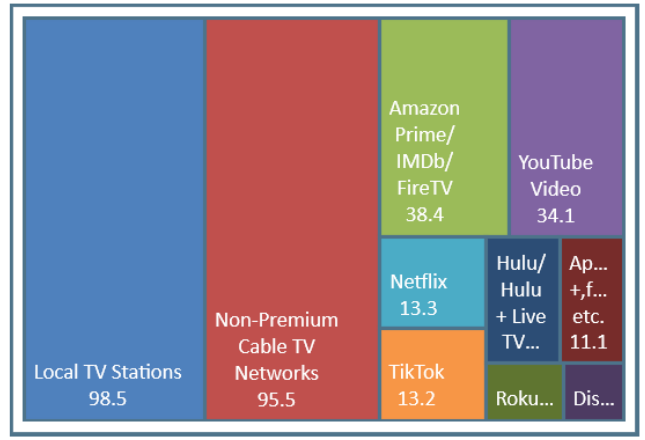


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 7,564

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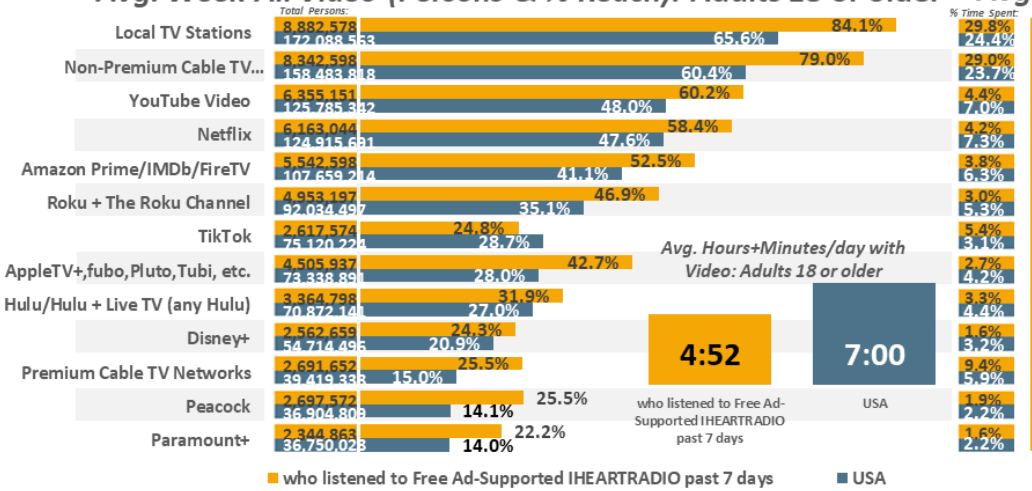
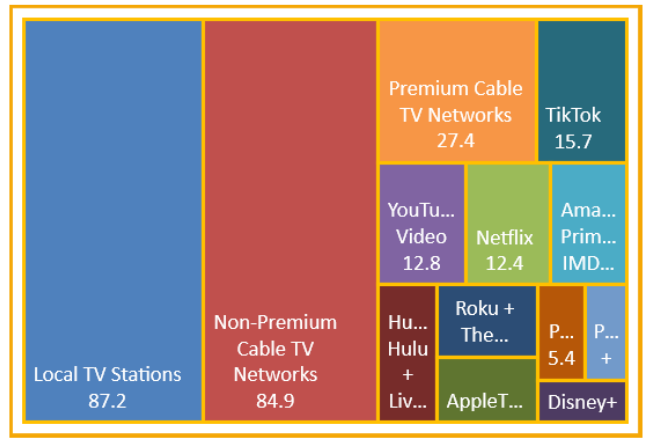
Audio streaming services used past 7 days: Amazon Music (free)

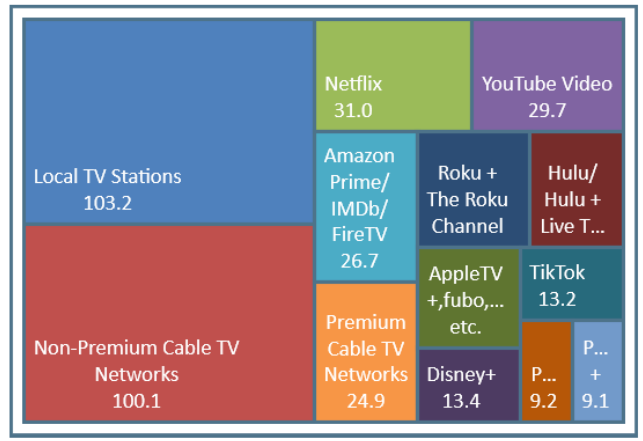
8,706,836 or 82.4% of Adults 18 or older who listened to Free Ad-Supported IHEARTRADIO past 7 days watch Ad-Supported Local TV Stations for an average of 81.6 minutes every day representing 31.6% of all time spent daily with Ad-Supported Video.

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

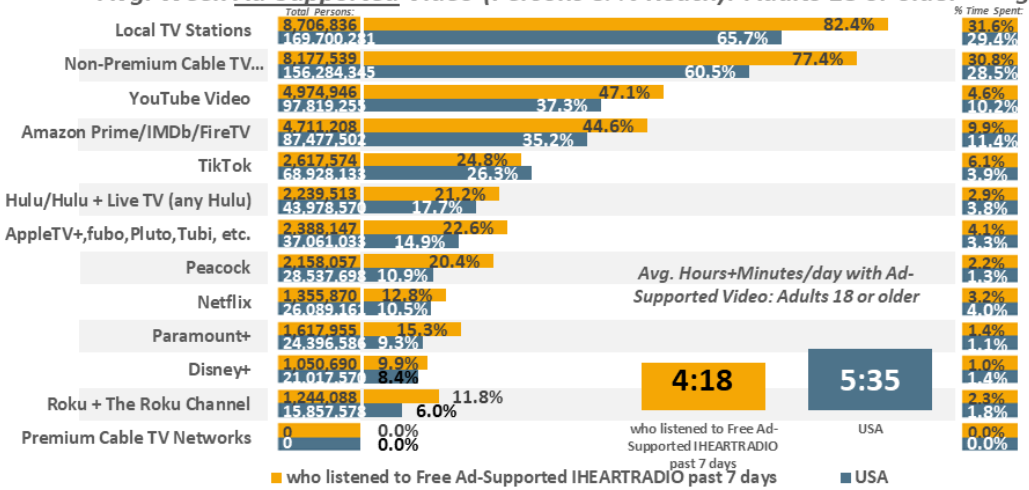


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

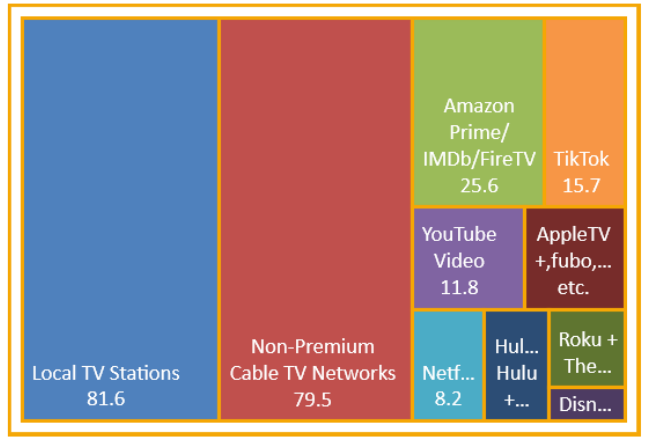


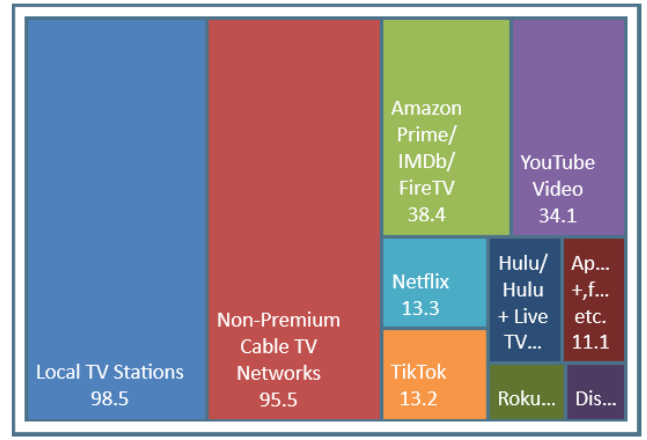


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 7,564

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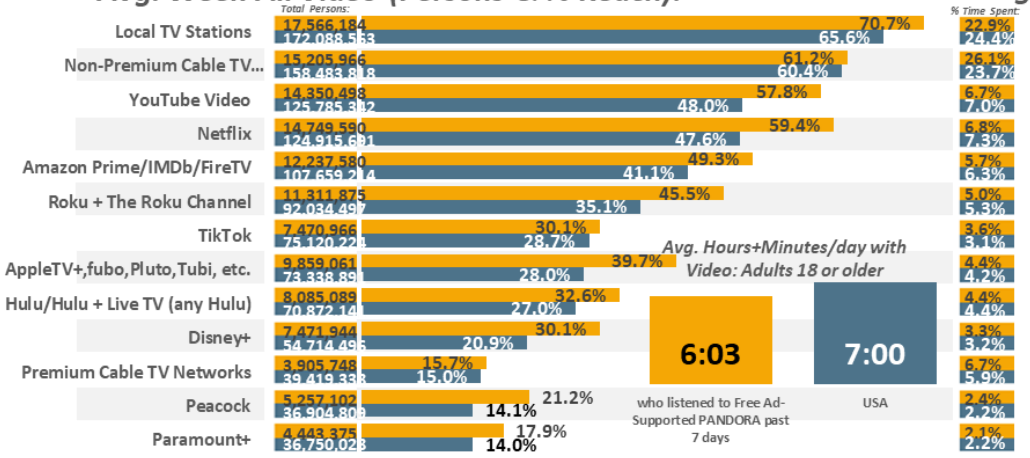
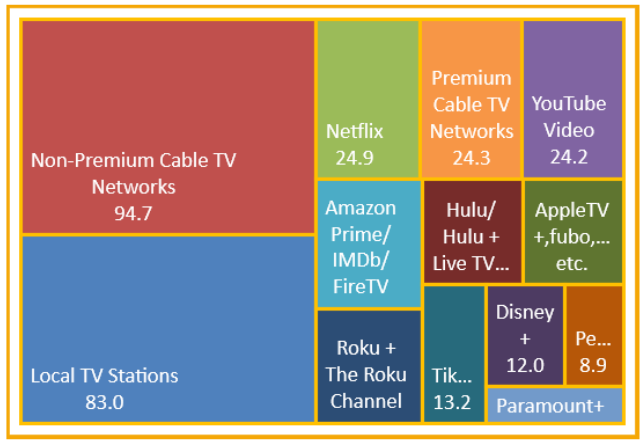
Audio streaming services used past 7 days: iHeartRadio (free)

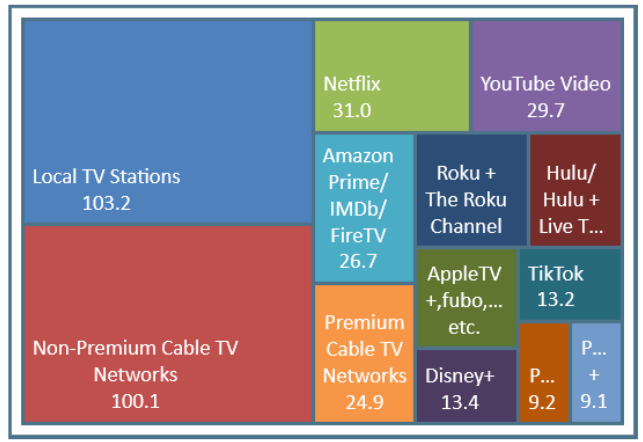
17,271,879 or 69.5% of Adults 18 or older who listened to Free Ad-Supported PANDORA past 7 days watch Ad-Supported Local TV Stations for an average of 79.3 minutes every day representing 26.7% of all time spent daily with Ad-Supported Video.

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

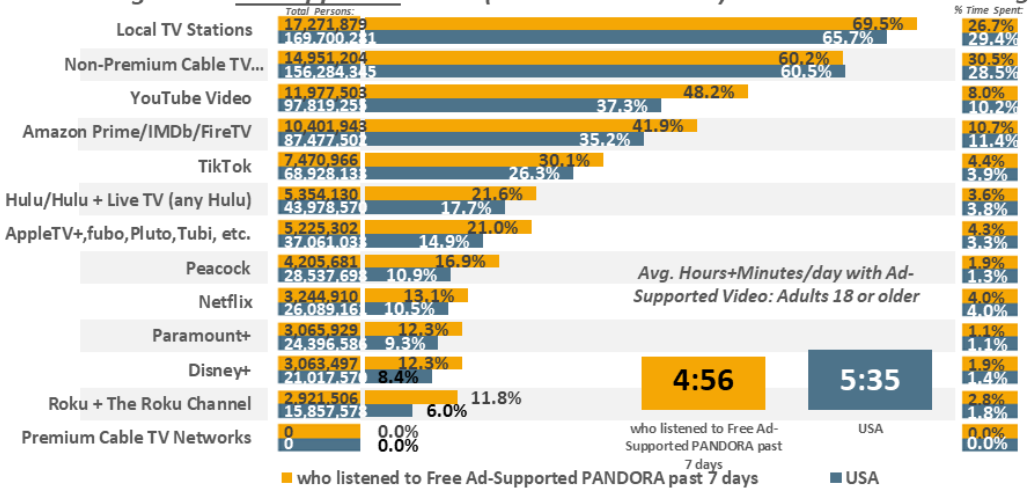


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

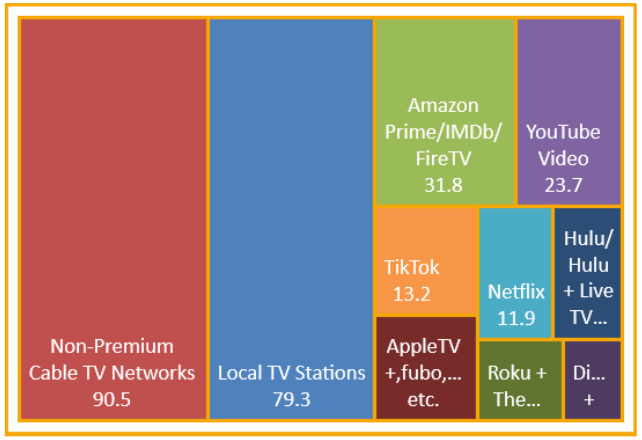


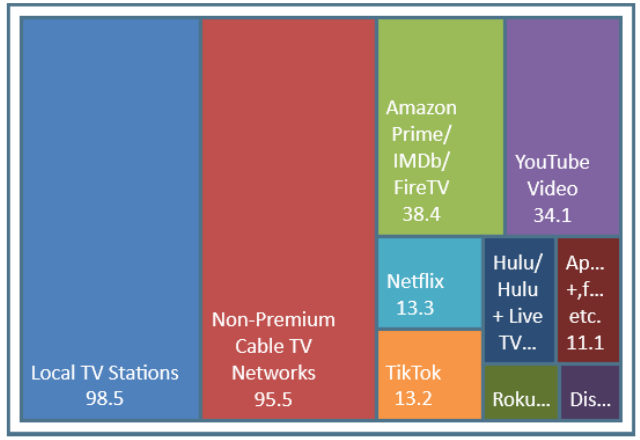


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 7,564

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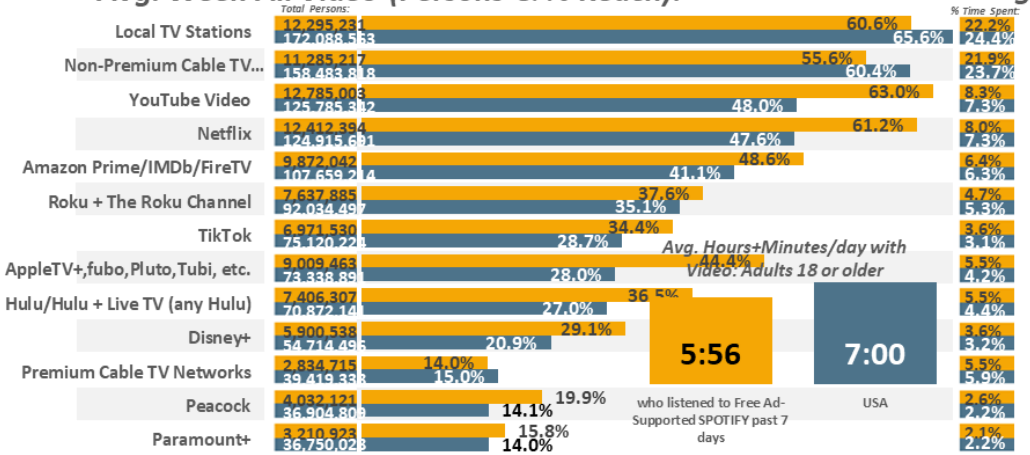
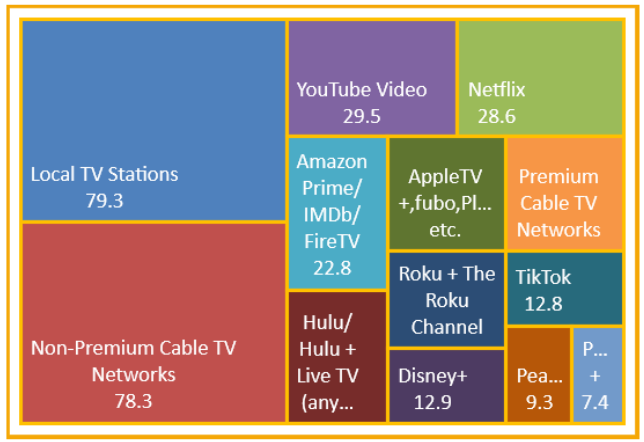
Audio streaming services used past 7 days: Pandora (free)

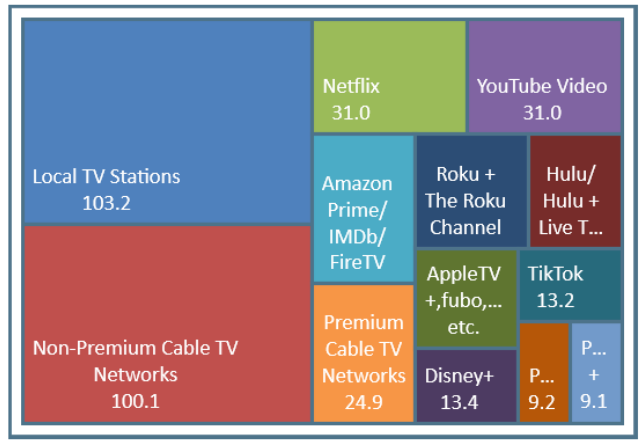
12,103,352 or 59.6% of Adults 18 or older who listened to Free Ad-Supported SPOTIFY past 7 days watch Ad-Supported Local TV Stations for an average of 75.6 minutes every day representing 26.4% of all time spent daily with Ad-Supported Video.

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

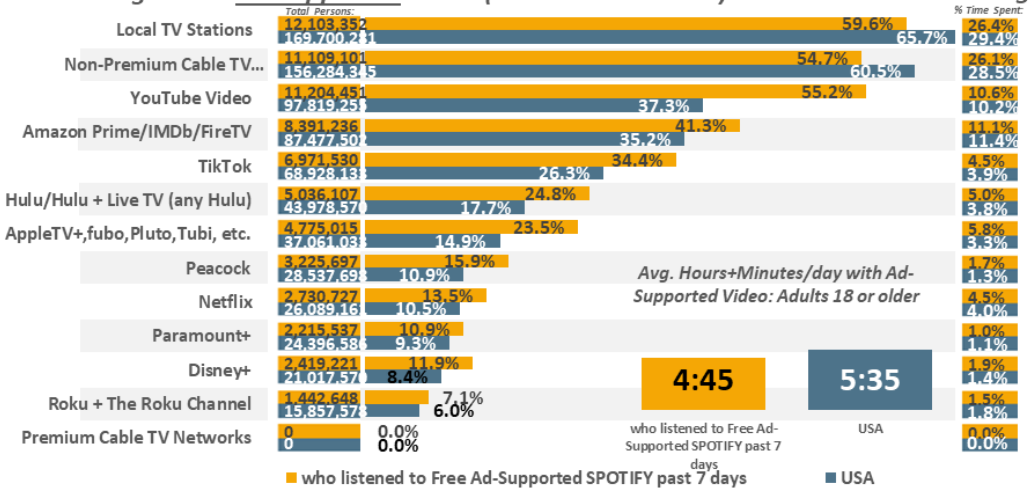


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

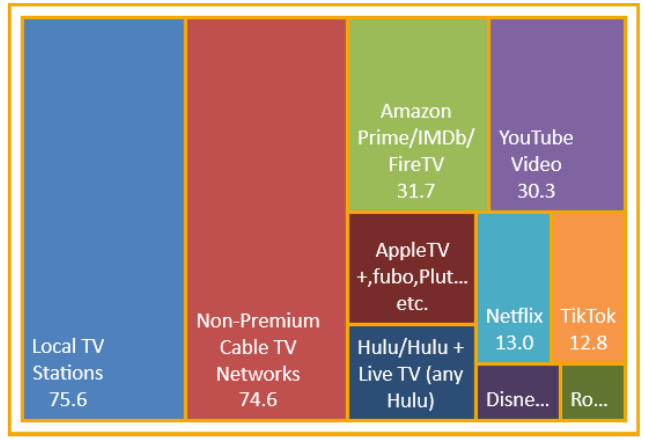


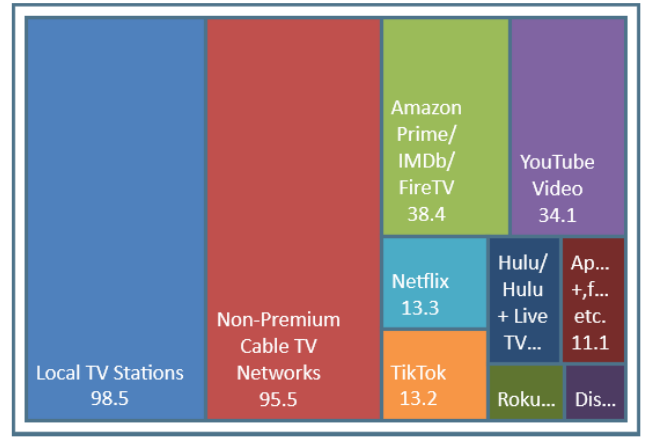


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





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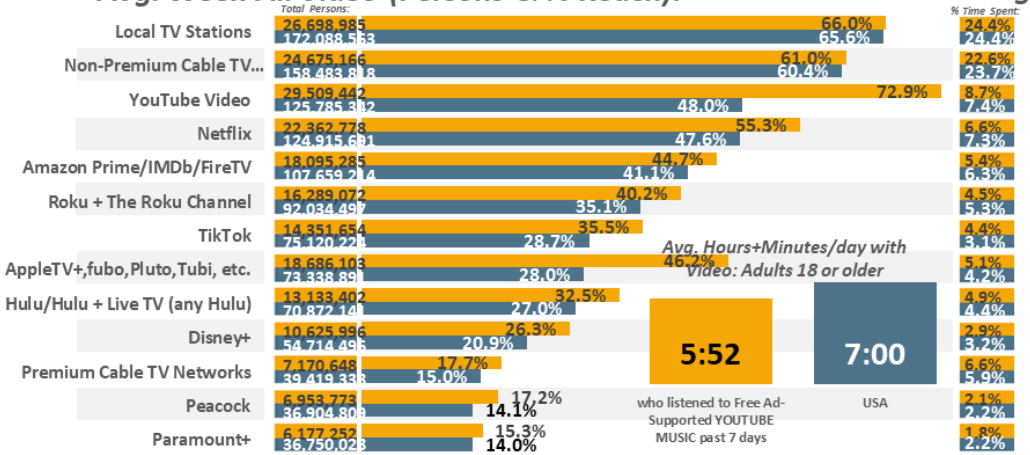
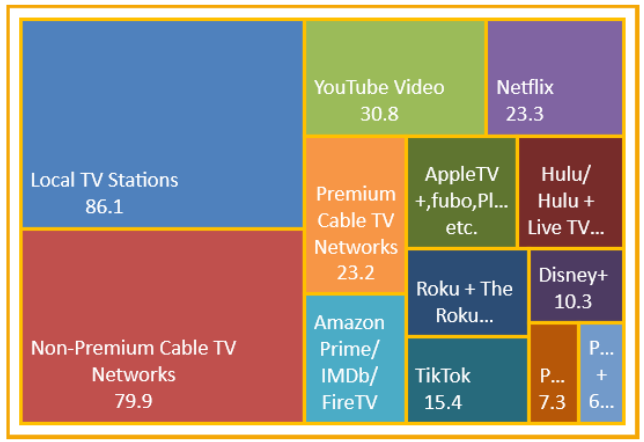
Audio streaming services used past 7 days: Spotify (free)

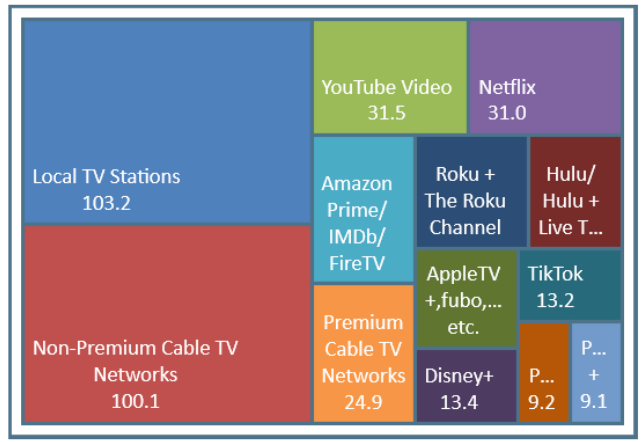
26,160,063 or 64.6% of Adults 18 or older who listened to Free Ad-Supported YOUTUBE MUSIC past 7 days watch Ad-Supported Local TV Stations for an average of 82.1 minutes every day representing 27.9% of all time spent daily with Ad-Supported Video.

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

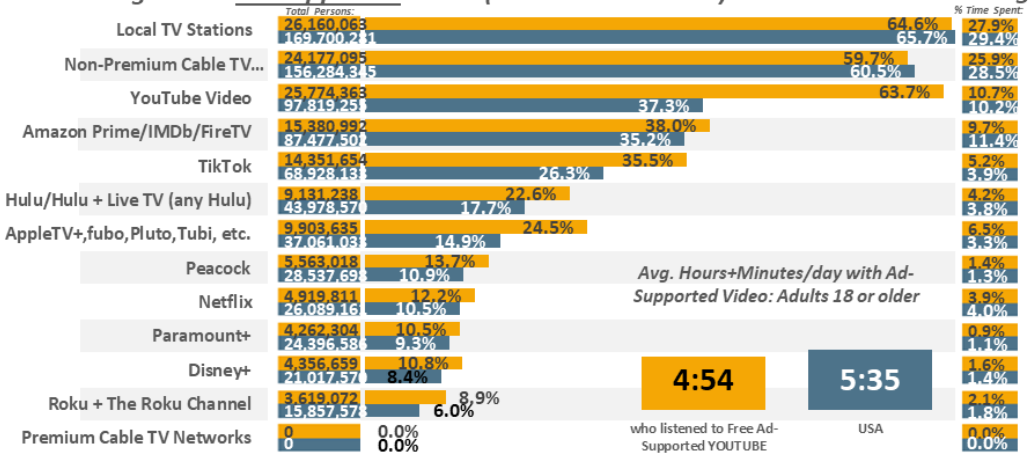


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

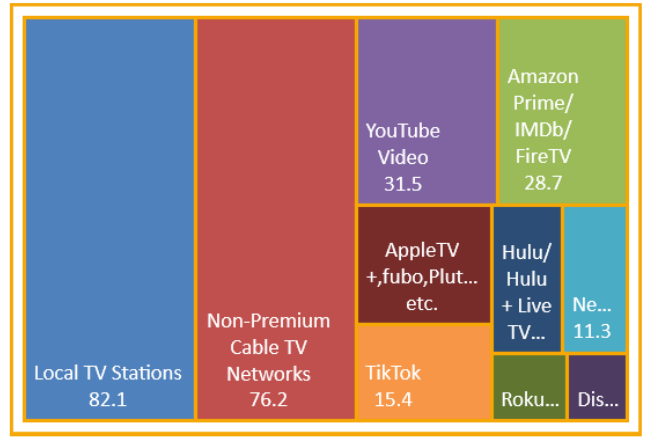


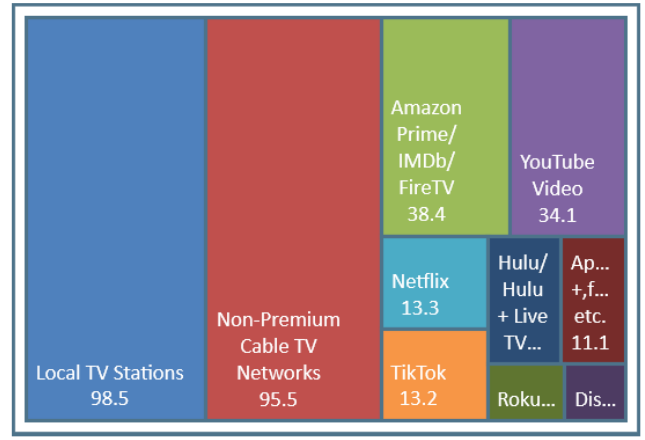


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





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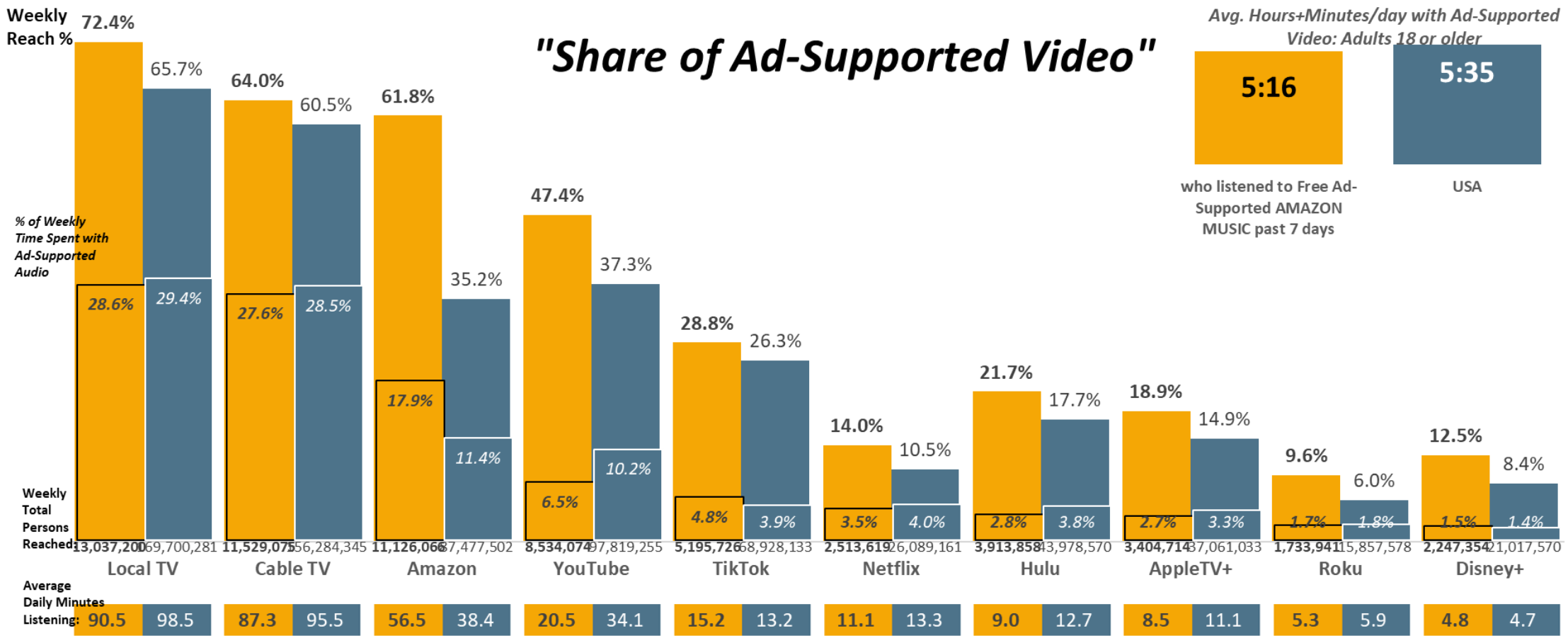
Audio streaming services used past 7 days: TuneIn (free)

13,037,200 or 72.4% of Adults 18 or older who listened to Free Ad-Supported AMAZON MUSIC past 7 days watch Ad-Supported Local TV Stations for an average of 90.5 minutes every day representing 28.6% of all time spent daily with Ad-Supported Video.



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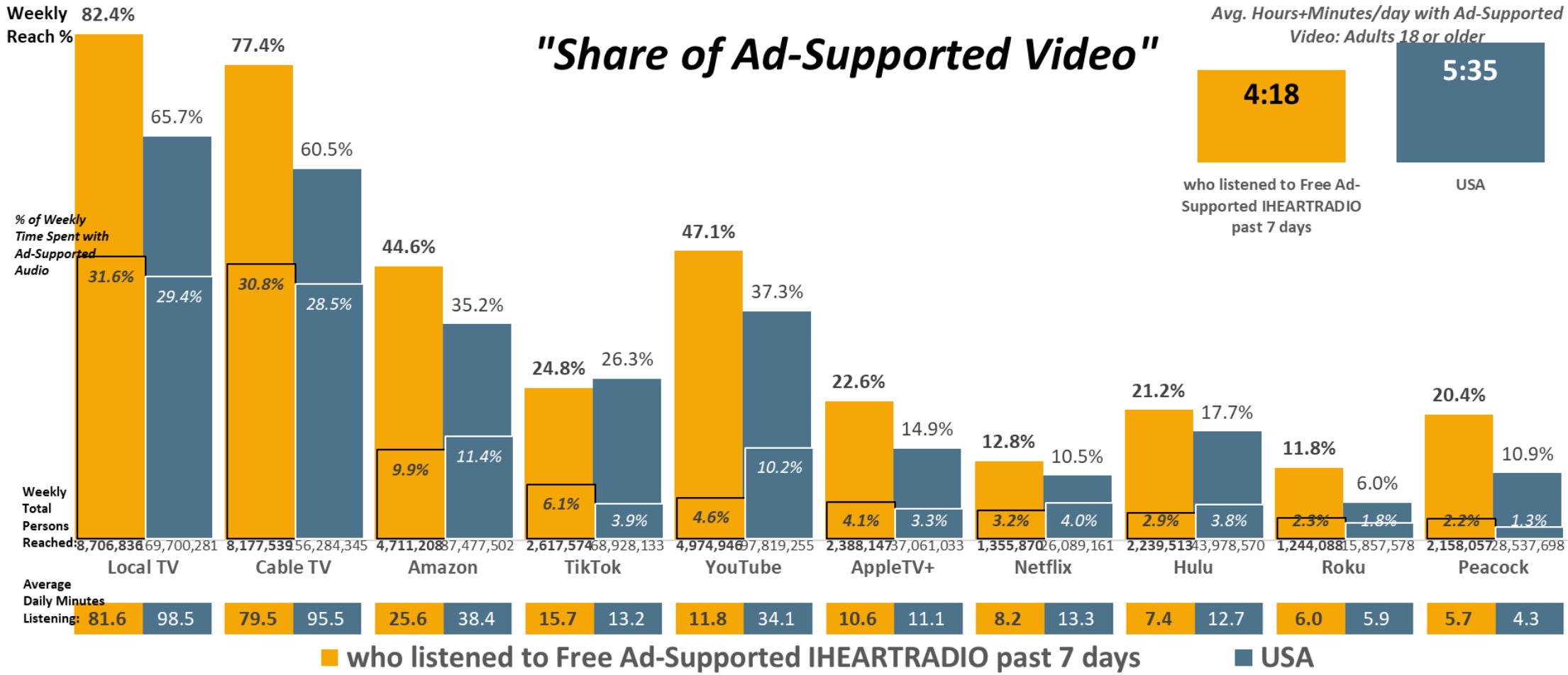
8,706,836 or 82.4% of Adults 18 or older who listened to Free Ad-Supported IHEARTRADIO past 7 days watch Ad-Supported Local TV Stations for an average of 81.6 minutes every day representing 31.6% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 7,564

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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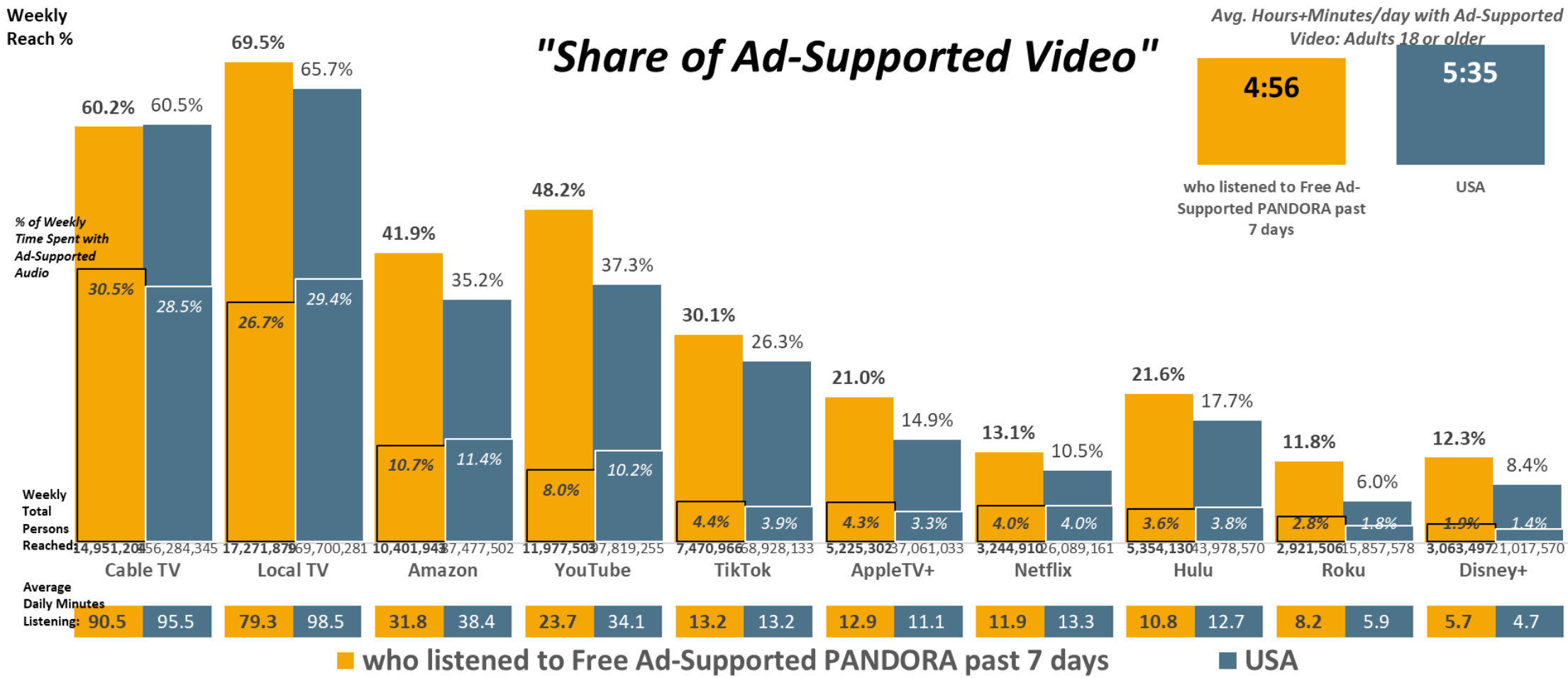
Audio streaming services used past 7 days: iHeartRadio (free)

17,271,879 or 69.5% of Adults 18 or older who listened to Free Ad-Supported PANDORA past 7 days watch Ad-Supported Local TV Stations for an average of 79.3 minutes every day representing 26.7% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 7,564

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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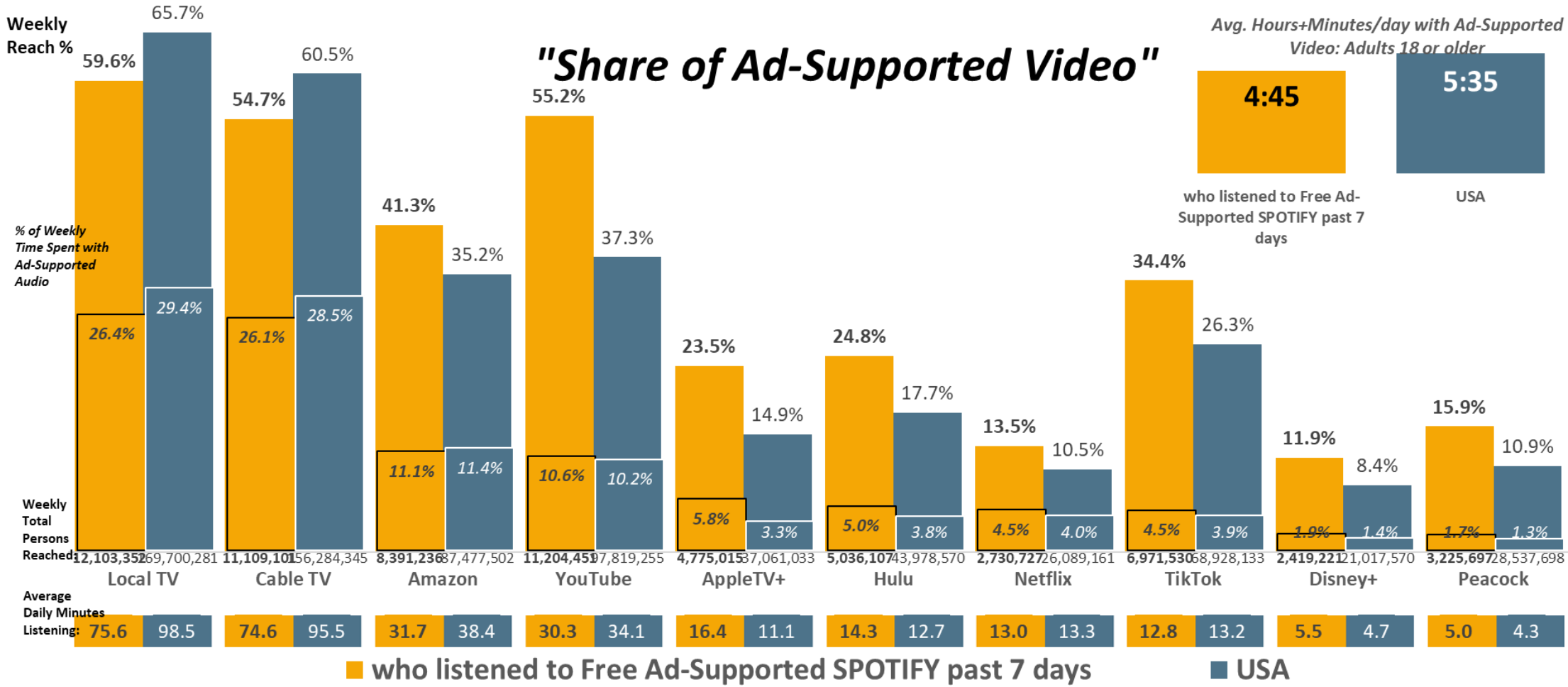
Audio streaming services used past 7 days: Pandora (free)

12,103,352 or 59.6% of Adults 18 or older who listened to Free Ad-Supported SPOTIFY past 7 days watch Ad-Supported Local TV Stations for an average of 75.6 minutes every day representing 26.4% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 7,564

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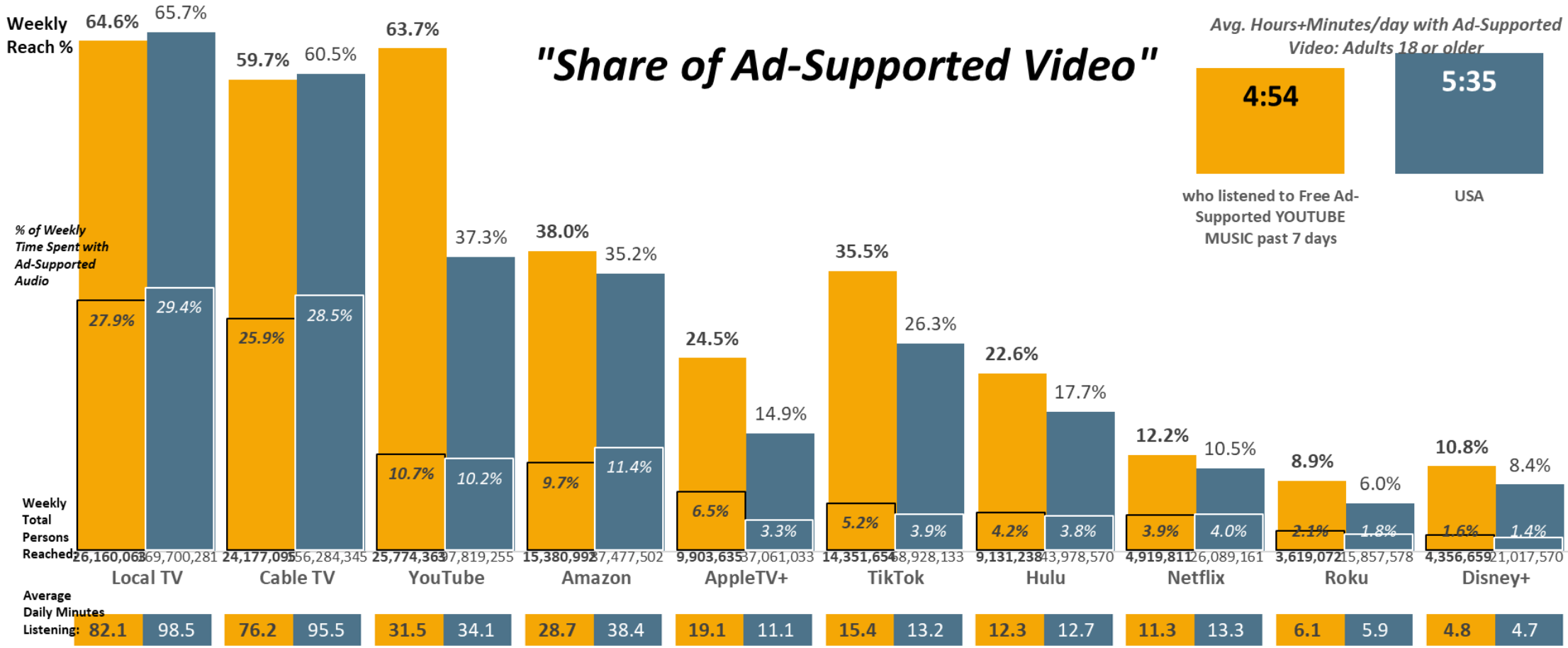
Audio streaming services used past 7 days: Spotify (free)

YouTube Music

26,160,063 or 64.6% of Adults 18 or older who listened to Free Ad-Supported YOUTUBE MUSIC past 7 days watch Ad-Supported Local TV Stations for an average of 82.1 minutes every day representing 27.9% of all time spent daily with Ad-Supported Video.



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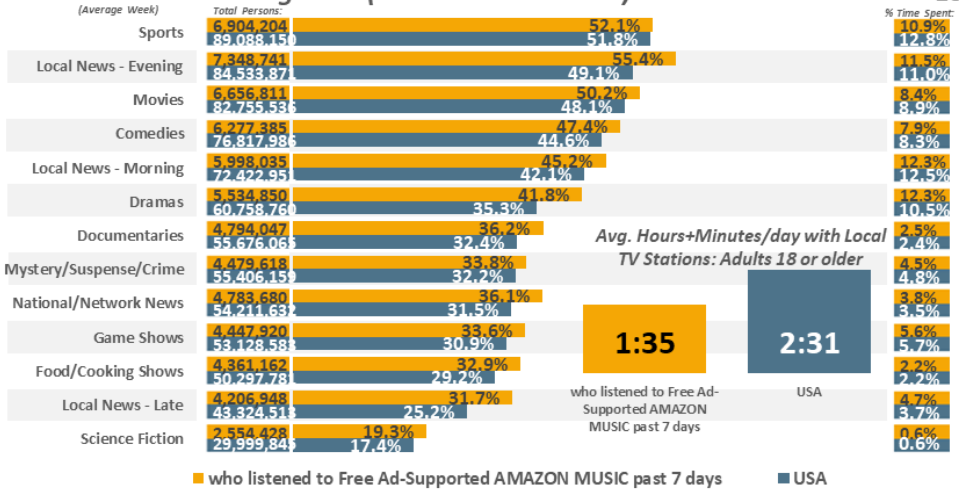
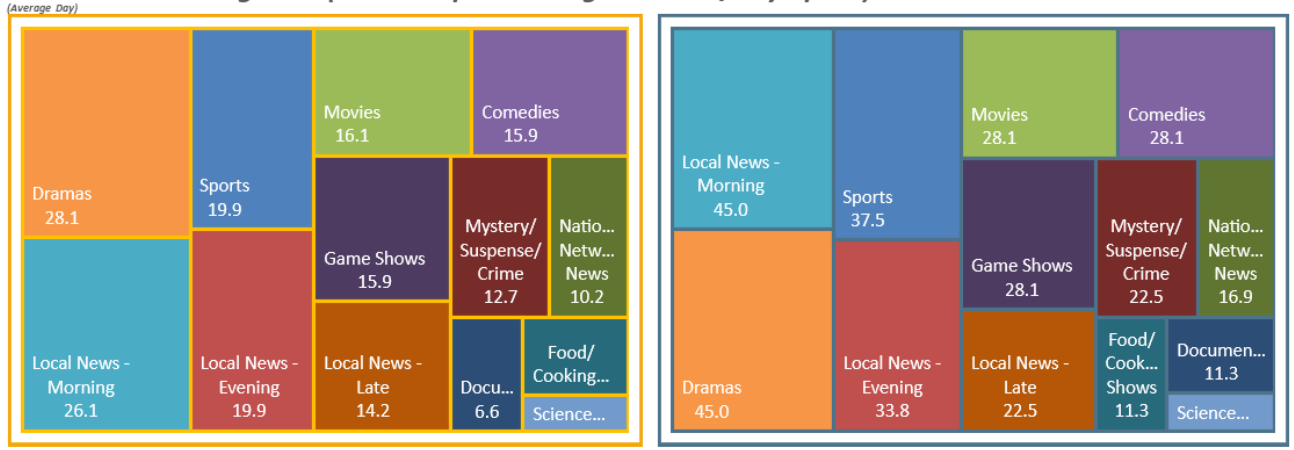
Audio streaming services used past 7 days: TuneIn (free)

13,037,200 or 72.4% of Adults 18 or older who listened to Free Ad-Supported AMAZON MUSIC past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Local News - Morning, Comedies, and Dramas.

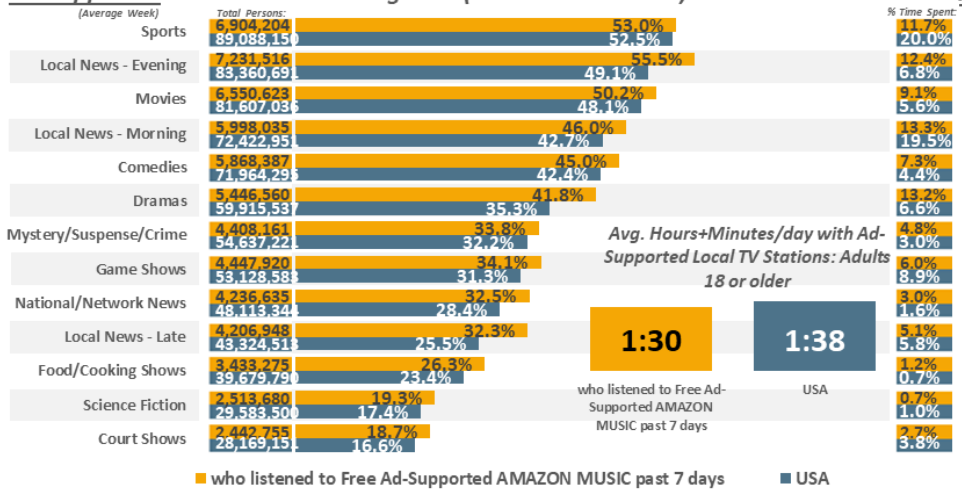
Local TV Station Programs (Persons & % Reach): Adults 18 or older



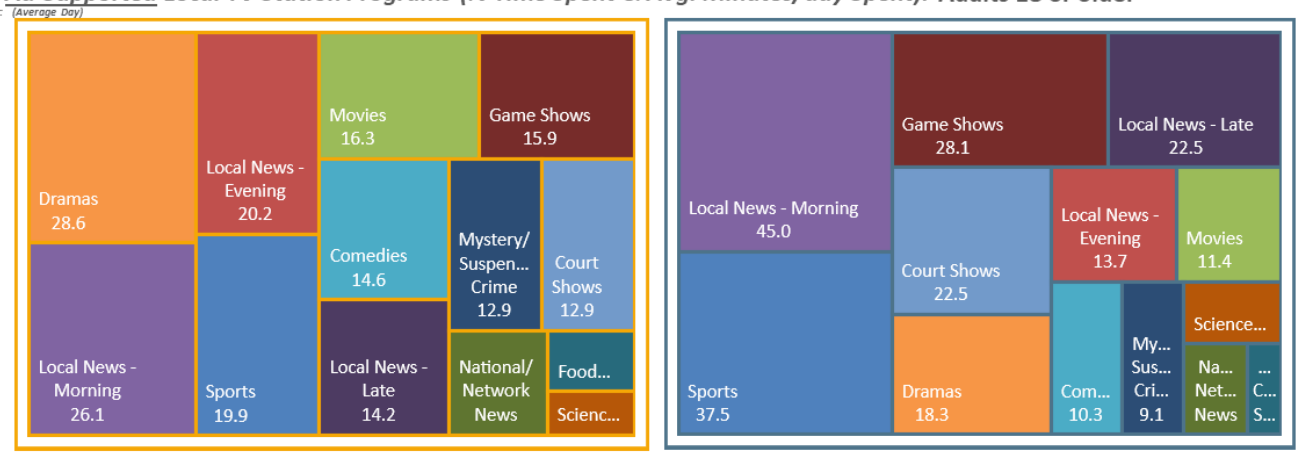
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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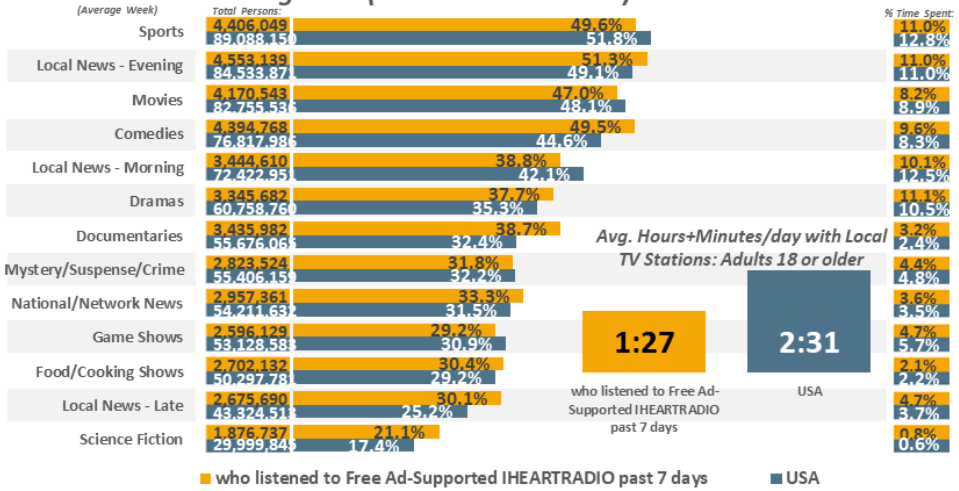
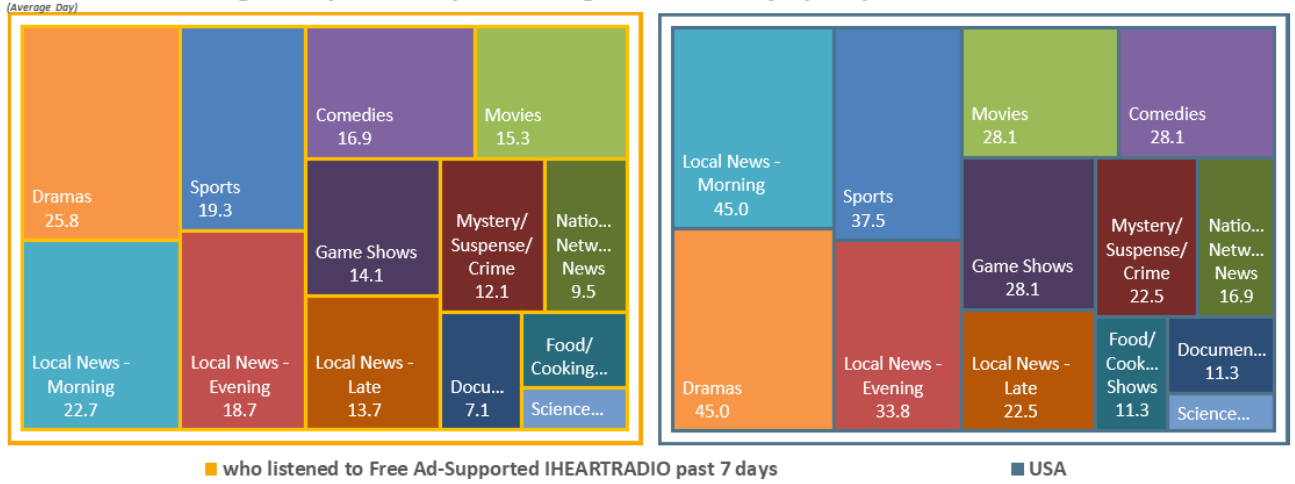
Audio streaming services used past 7 days: Amazon Music (free)

8,706,836 or 82.4% of Adults 18 or older who listened to Free Ad-Supported IHEARTRADIO past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Movies, Local News - Morning, and Dramas.

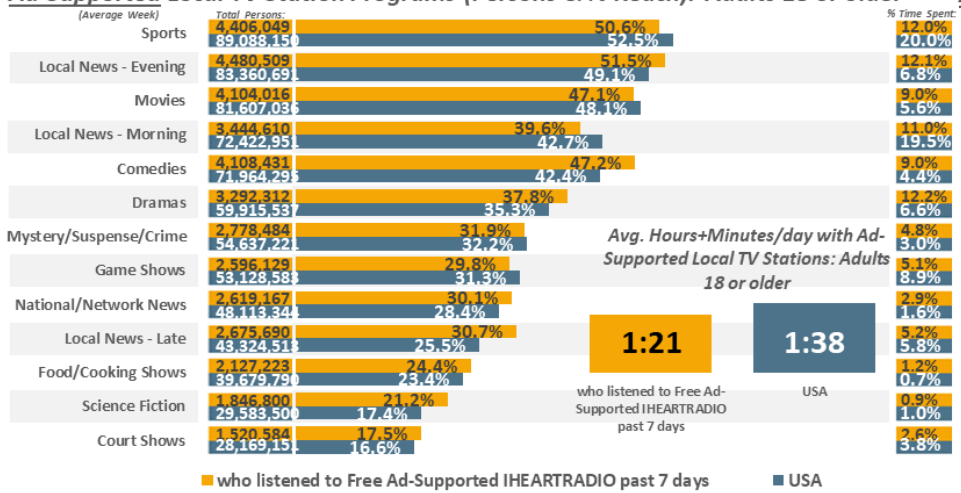
Local TV Station Programs (Persons & % Reach): Adults 18 or older



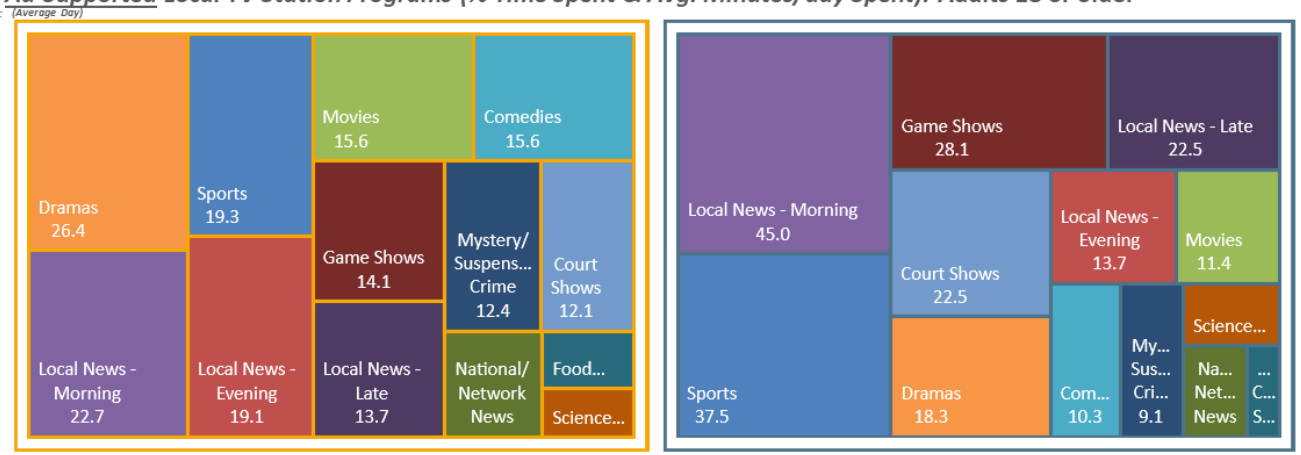
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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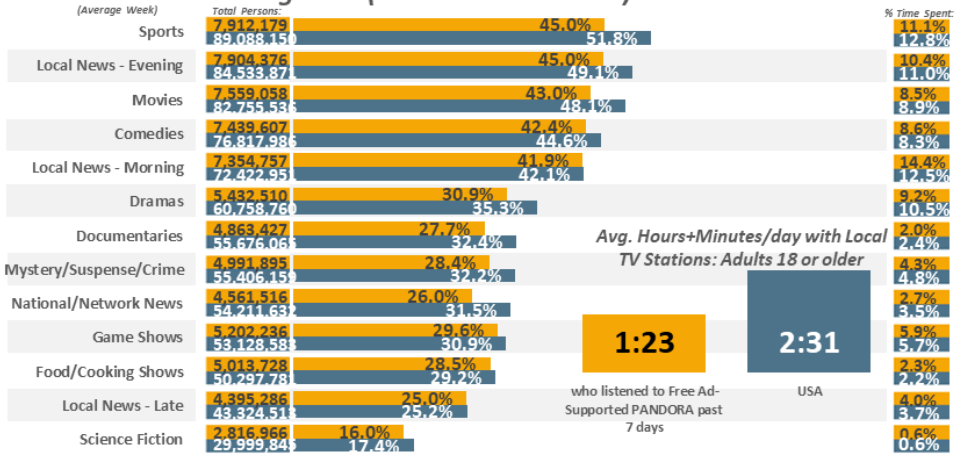
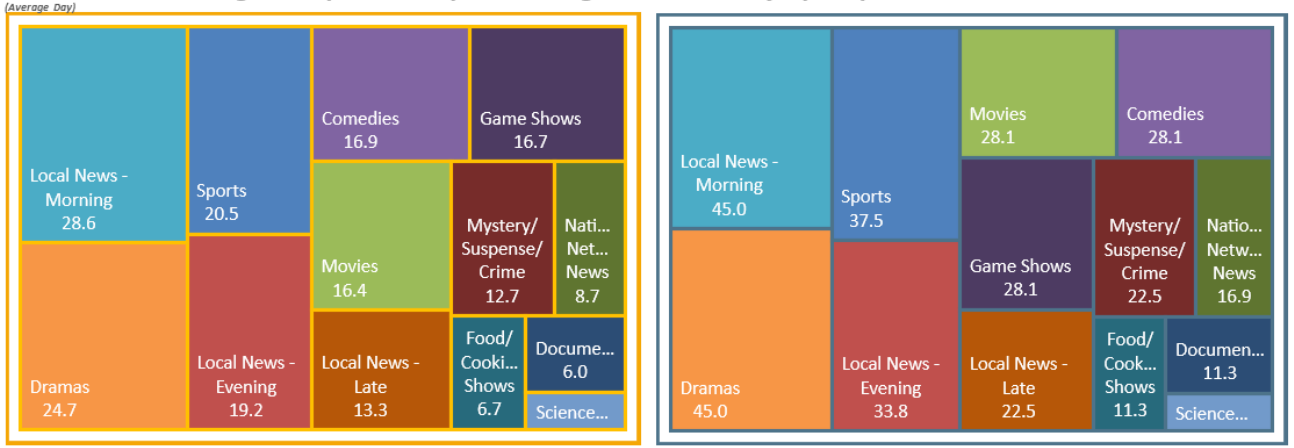
Audio streaming services used past 7 days: iHeartRadio (free)

17,271,879 or 69.5% of Adults 18 or older who listened to Free Ad-Supported PANDORA past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Dramas.

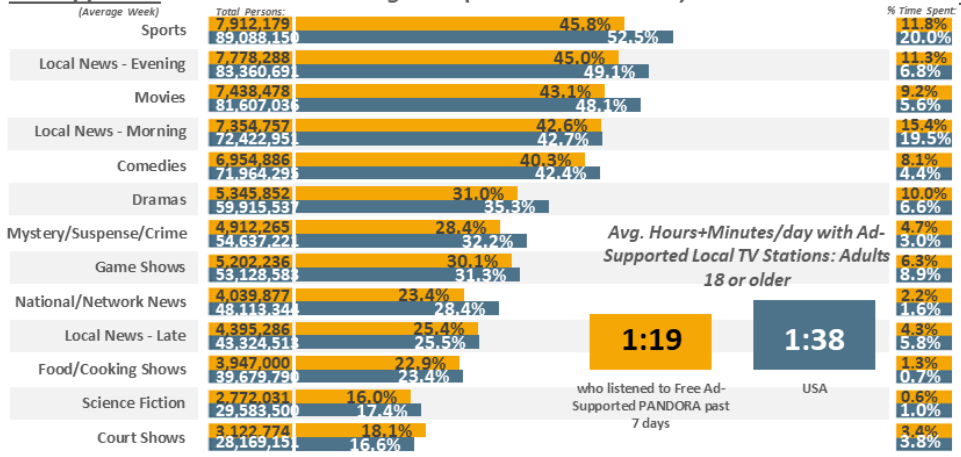
Local TV Station Programs (Persons & % Reach): Adults 18 or older



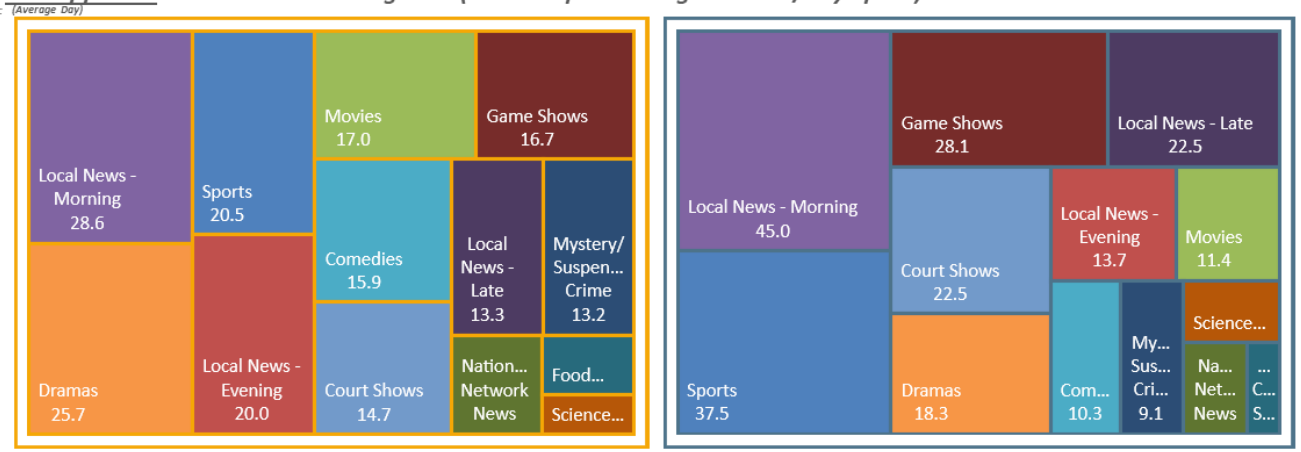
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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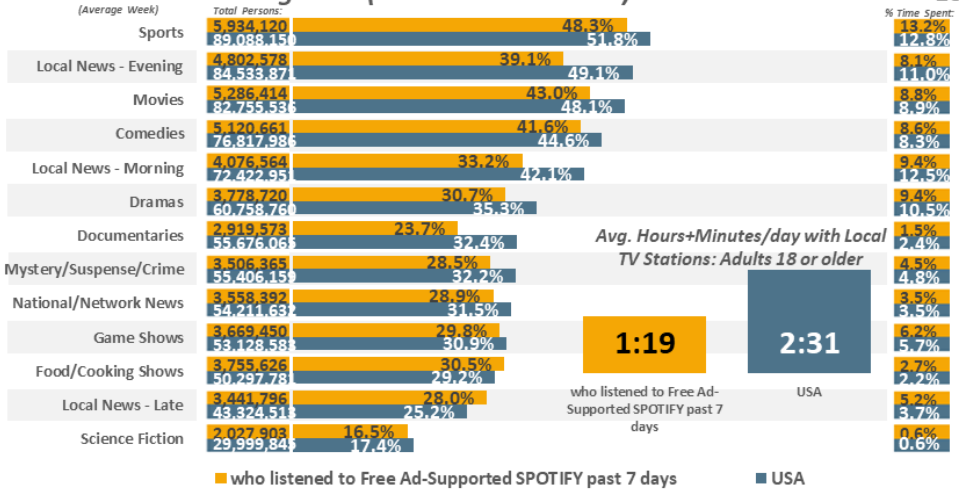
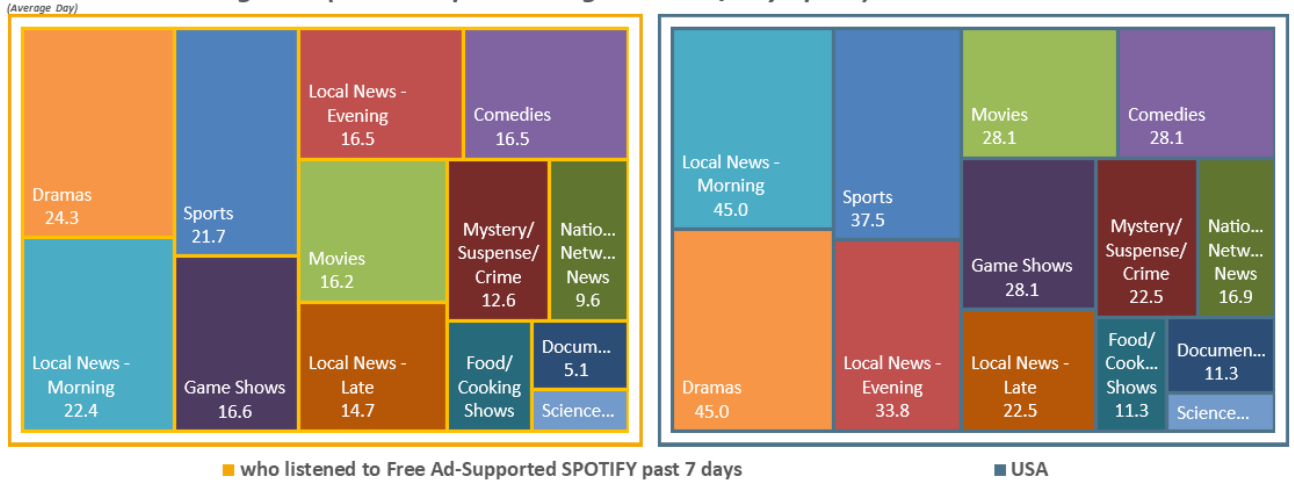
Audio streaming services used past 7 days: Pandora (free)

12,103,352 or 59.6% of Adults 18 or older who listened to Free Ad-Supported SPOTIFY past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Evening, Local News - Morning, and Dramas.

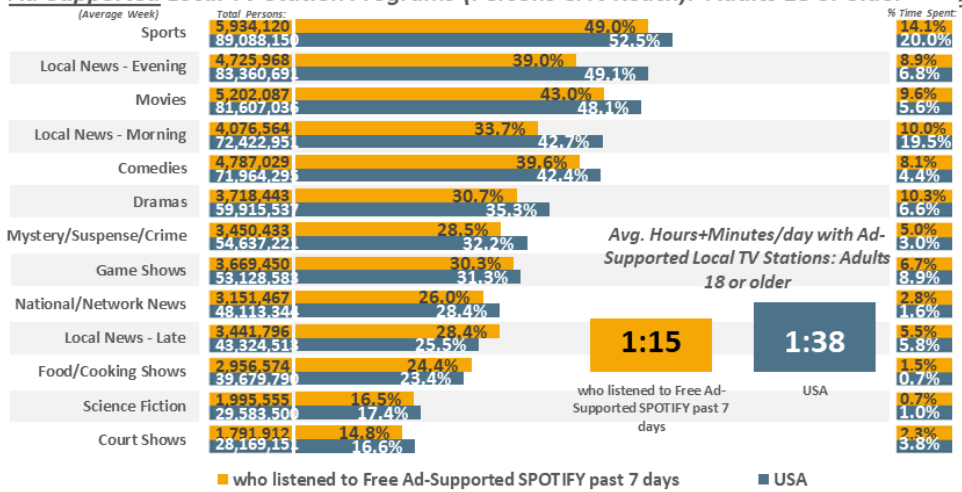
Local TV Station Programs (Persons & % Reach): Adults 18 or older



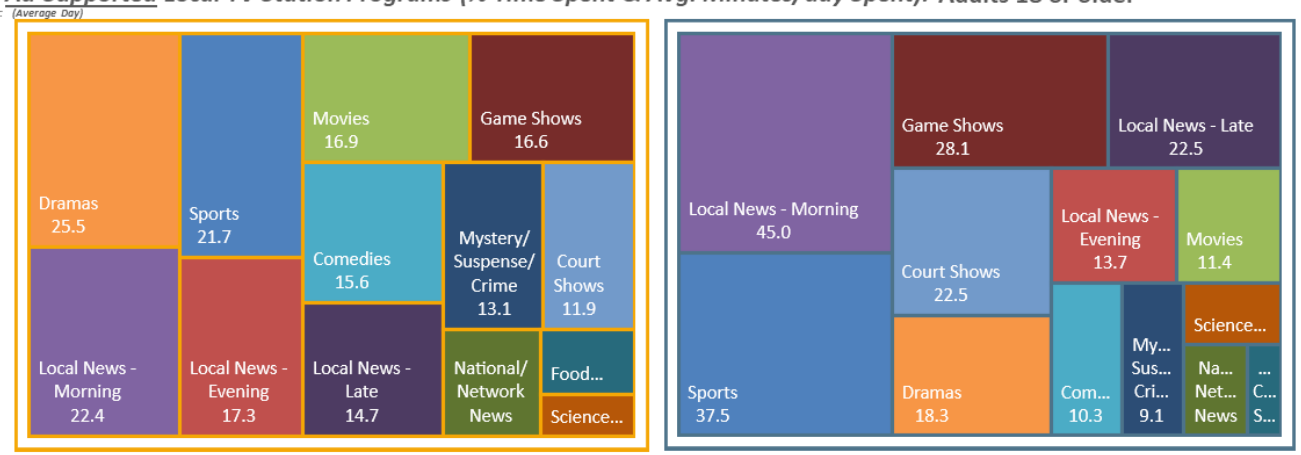
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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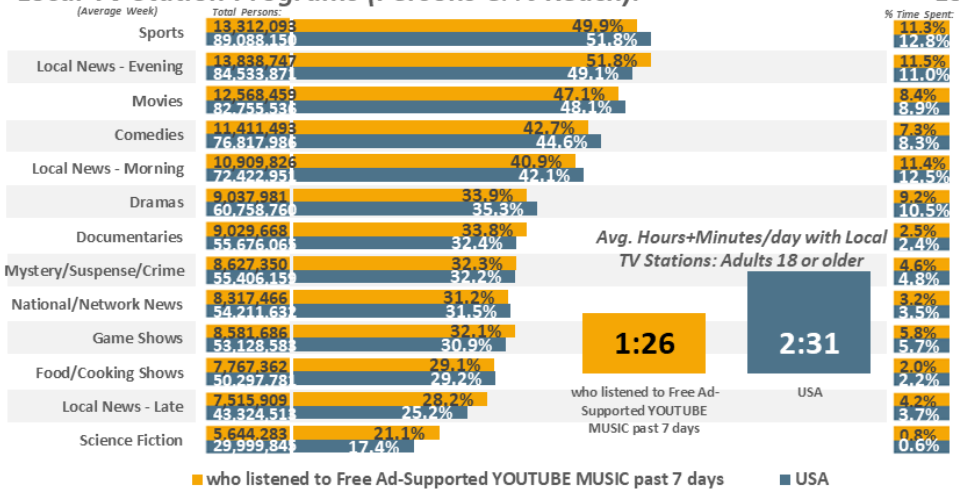
Audio streaming services used past 7 days: Spotify (free)

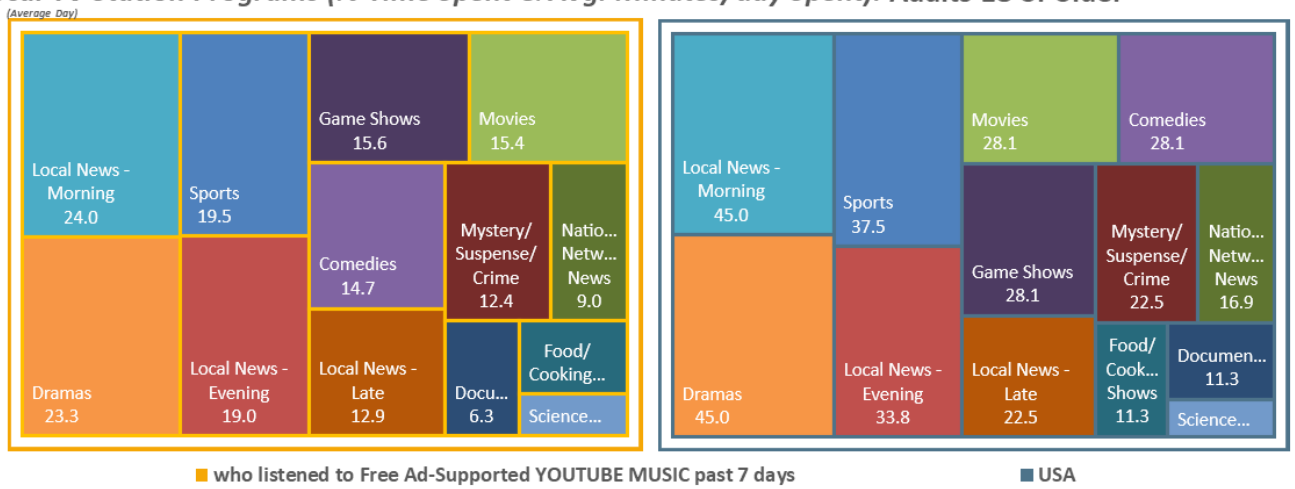
YouTube Music

26,160,063 or 64.6% of Adults 18 or older who listened to Free Ad-Supported YOUTUBE MUSIC past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Local News - Morning, Comedies, and Dramas.

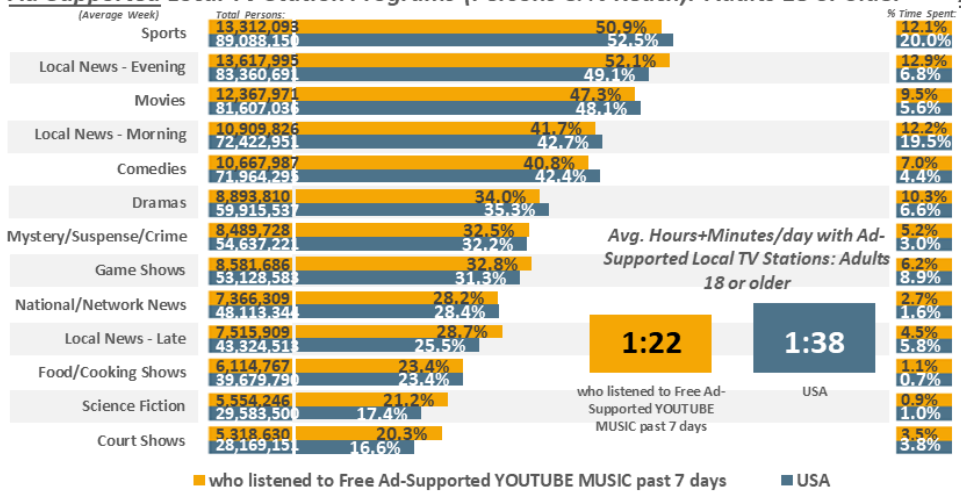
Local TV Station Programs (Persons & % Reach): Adults 18 or older



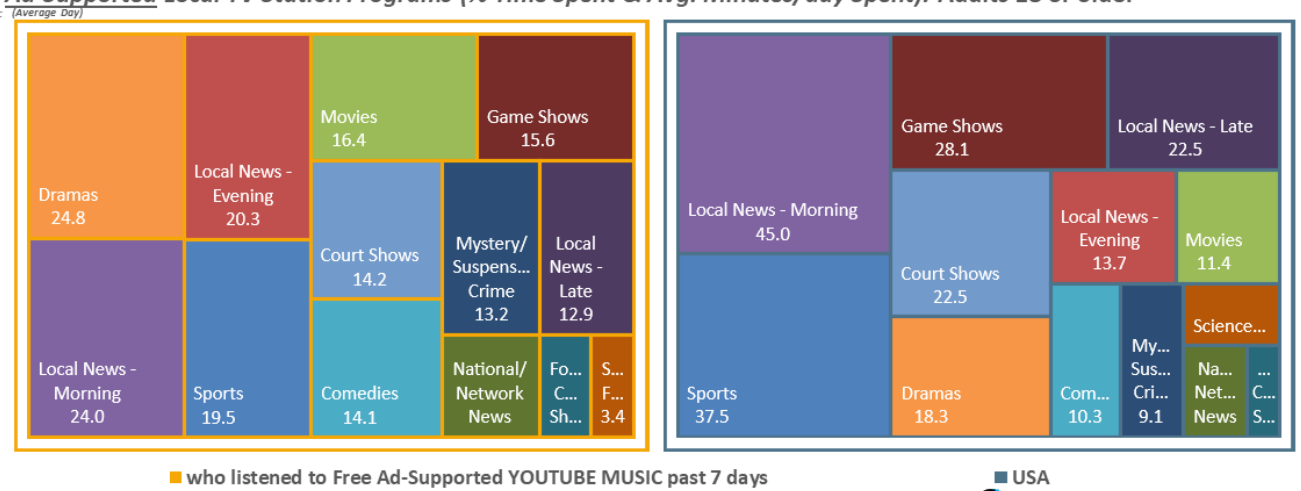
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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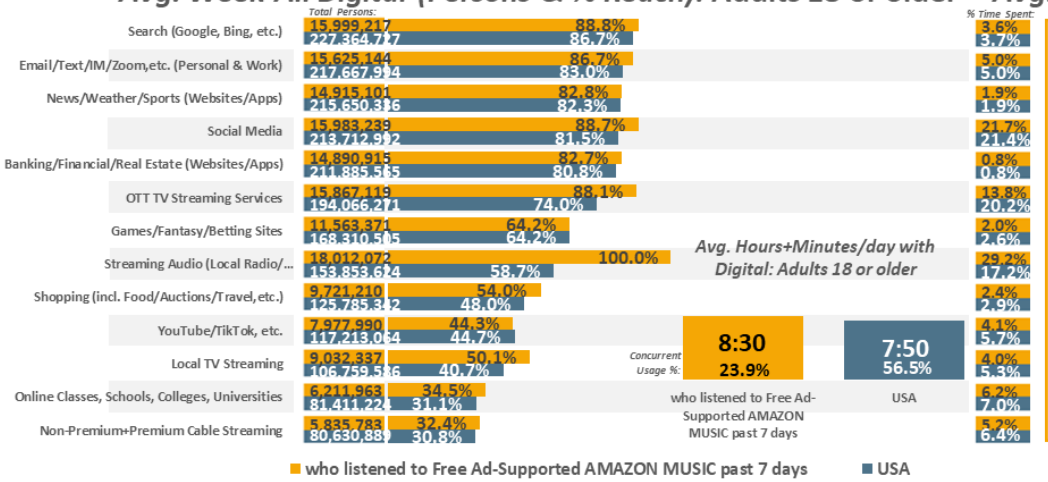
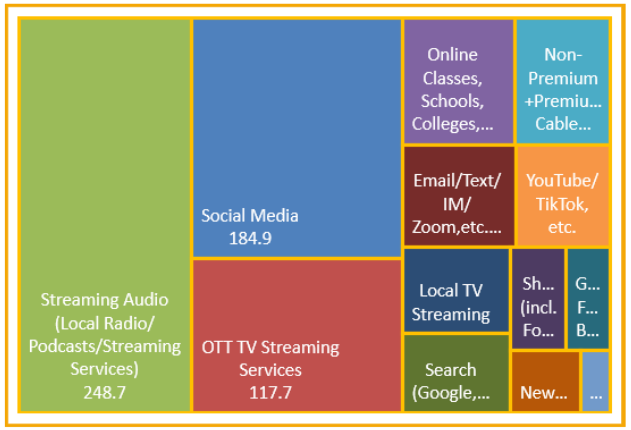
Audio streaming services used past 7 days: TuneIn (free)

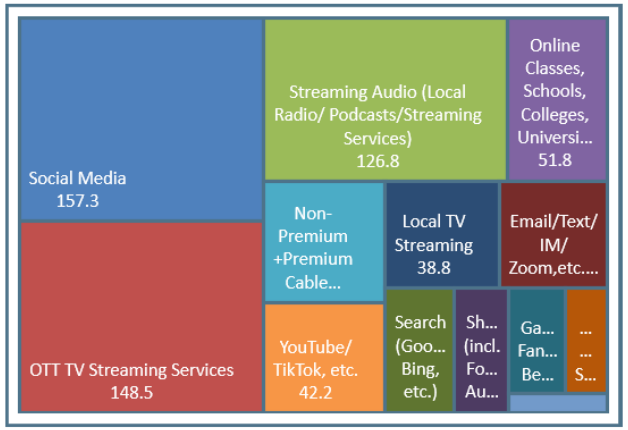
14,635,023 or 81.3% of Adults 18 or older who listened to Free Ad-Supported AMAZON MUSIC past 7 days use Ad-Supported Social Media for an average of 170.1 minutes every day representing 24.4% of all time spent daily with Ad-Supported Digital Media.

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

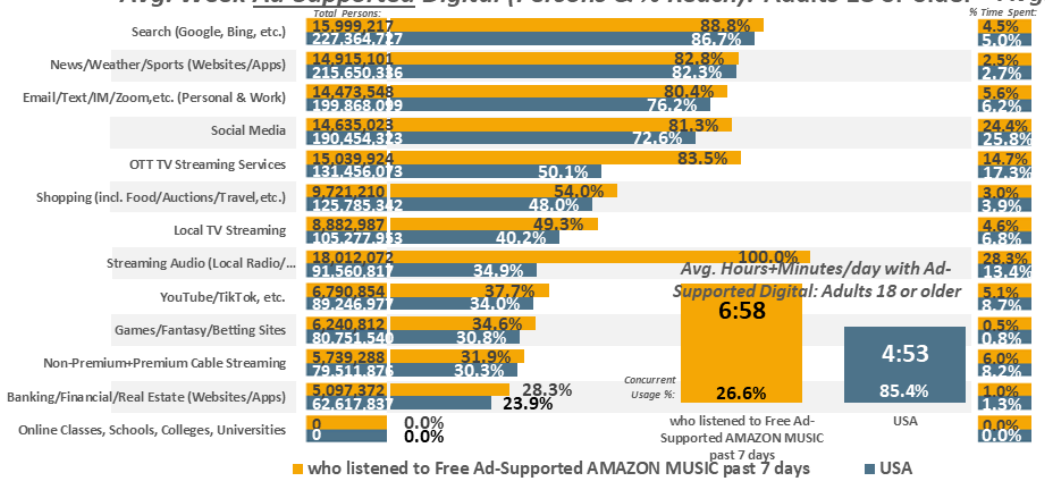


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

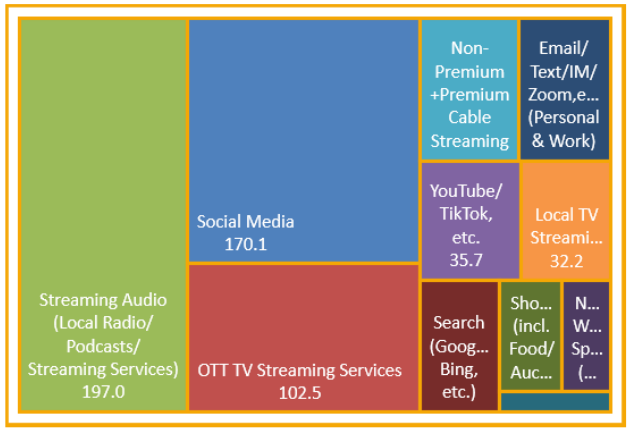


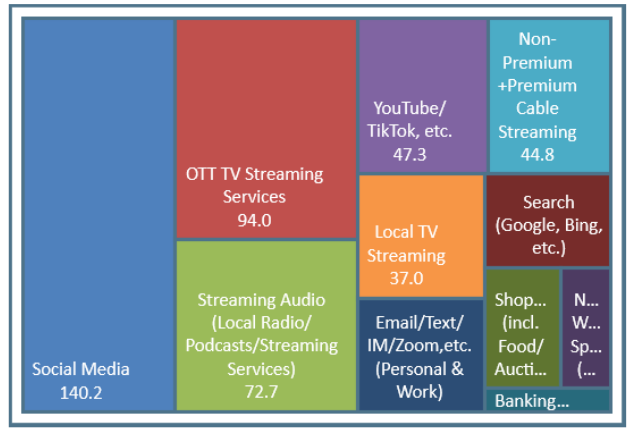


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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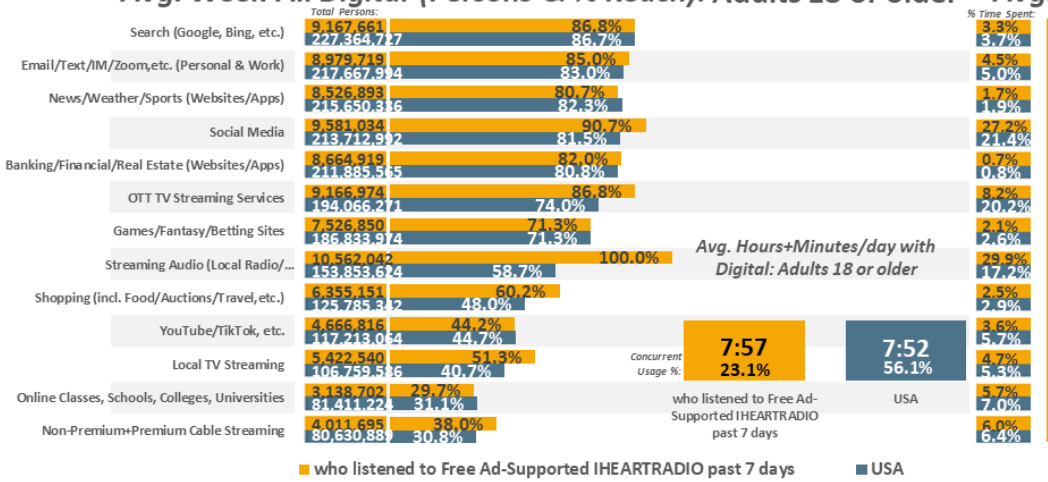
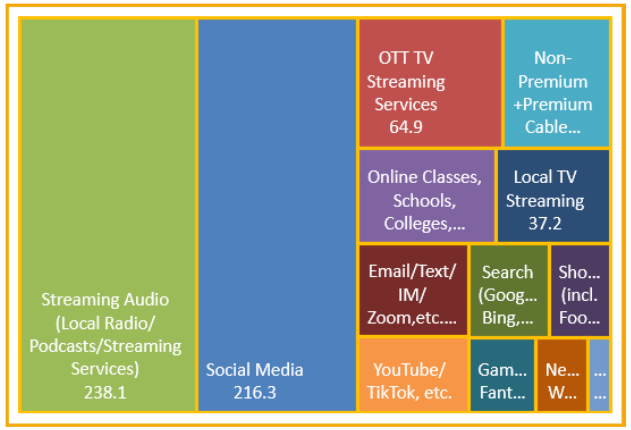
Audio streaming services used past 7 days: Amazon Music (free)

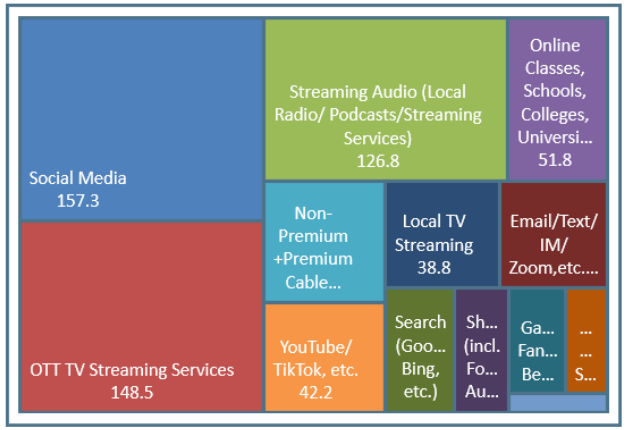
8,738,197 or 82.7% of Adults 18 or older who listened to Free Ad-Supported IHEARTRADIO past 7 days use Ad-Supported Social Media for an average of 199. minutes every day representing 30.3% of all time spent daily with Ad-Supported Digital Media.

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

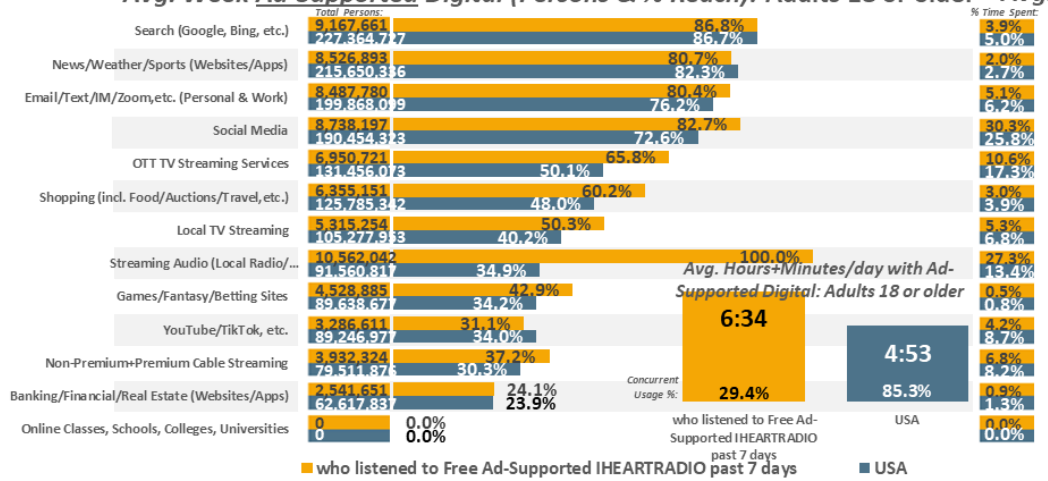


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

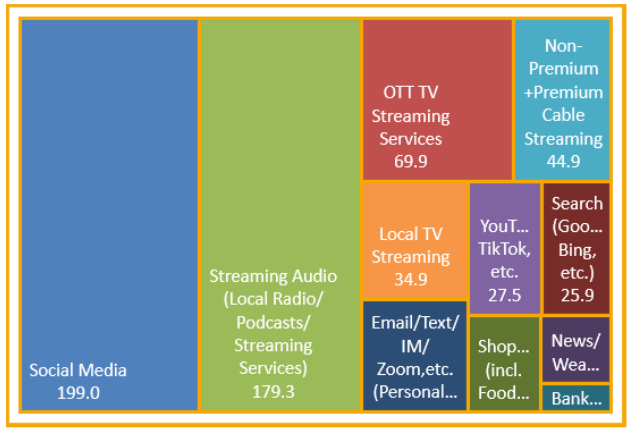


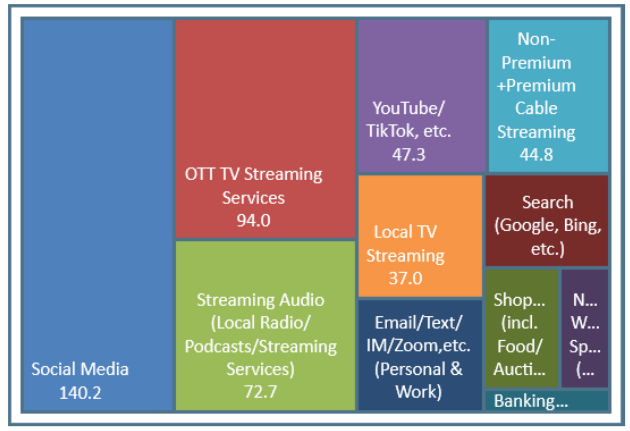


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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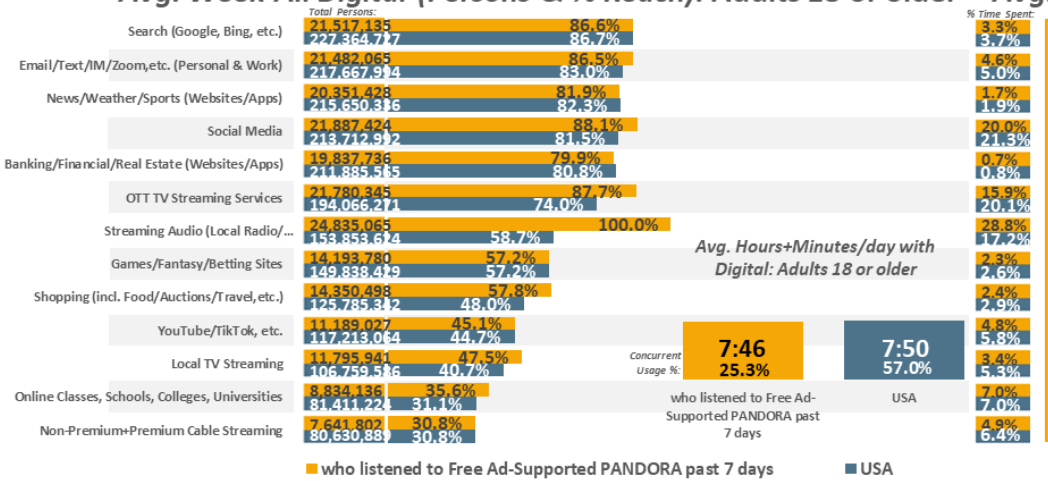
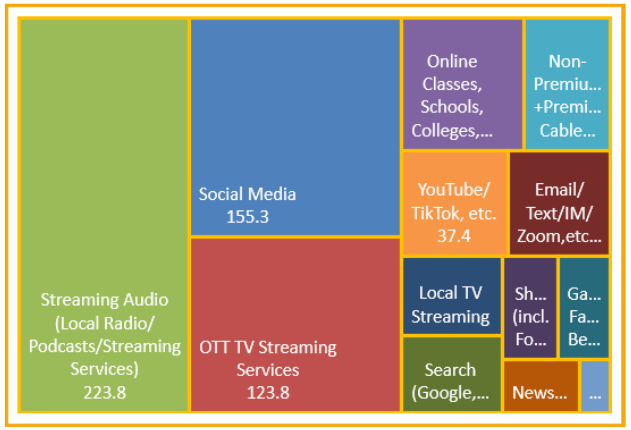
Audio streaming services used past 7 days: iHeartRadio (free)

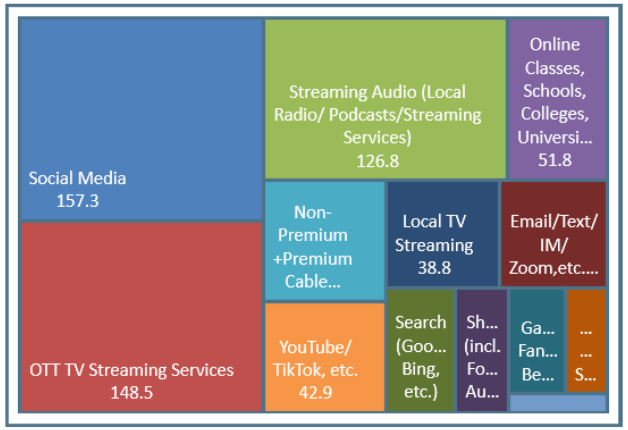
19,932,419 or 80.3% of Adults 18 or older who listened to Free Ad-Supported PANDORA past 7 days use Ad-Supported Social Media for an average of 142.9 minutes every day representing 23.4% of all time spent daily with Ad-Supported Digital Media.

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

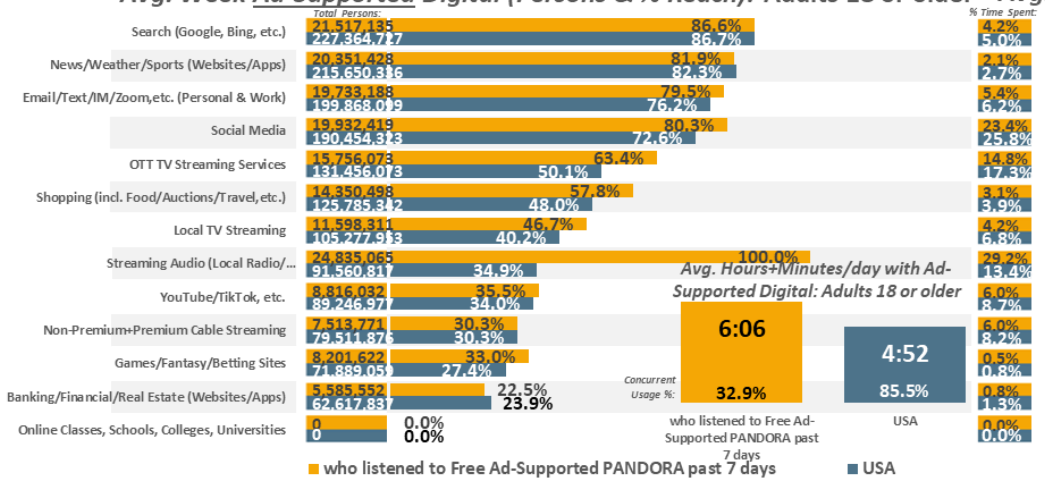


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

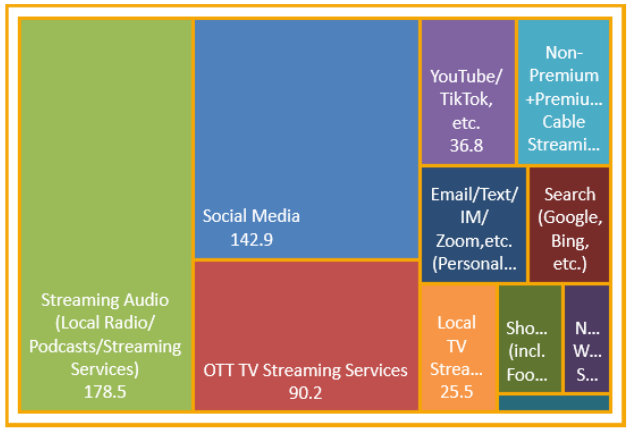


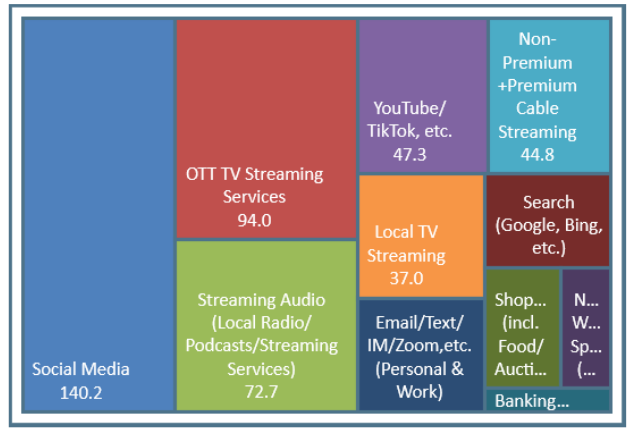


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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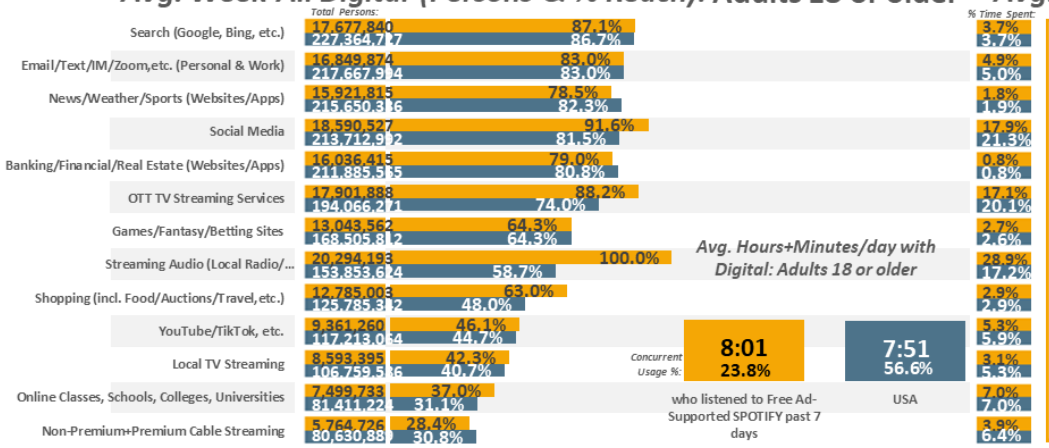
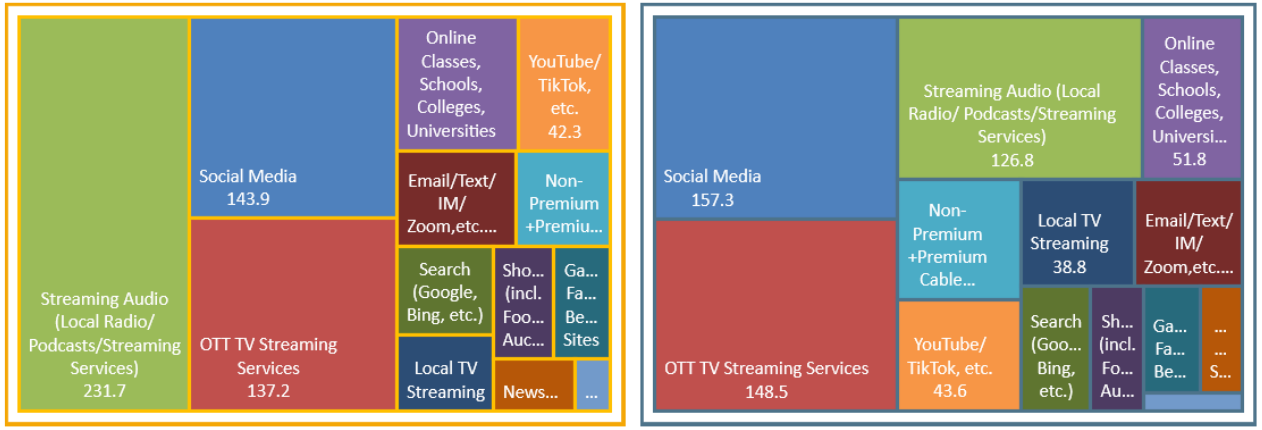
Audio streaming services used past 7 days: Pandora (free)

16,683,854 or 82.2% of Adults 18 or older who listened to Free Ad-Supported SPOTIFY past 7 days use Ad-Supported Social Media for an average of 132.4 minutes every day representing 21.1% of all time spent daily with Ad-Supported Digital Media.

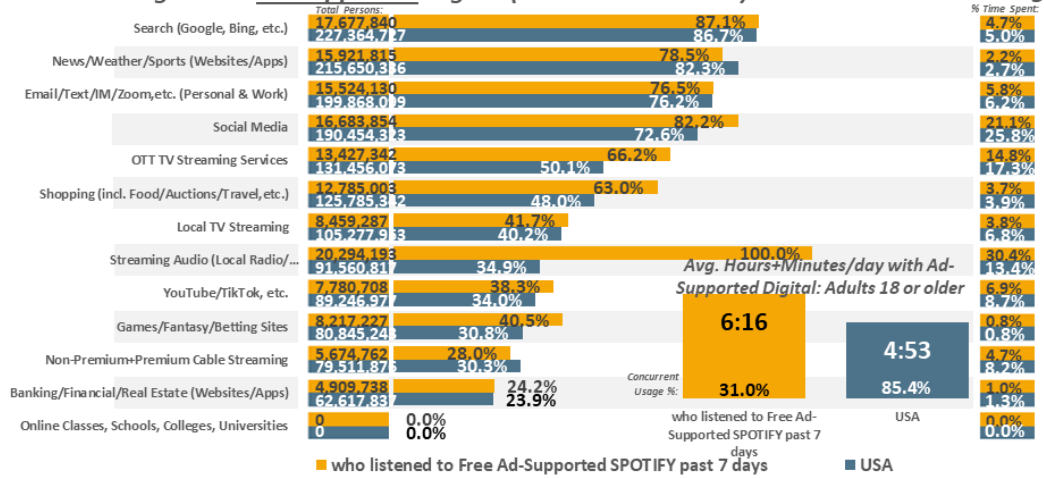
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



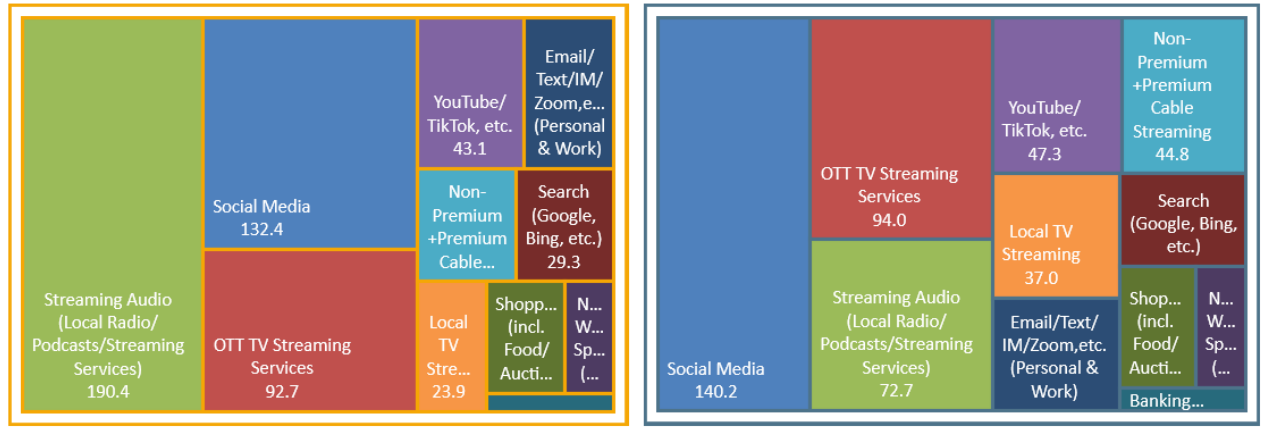
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 7,564

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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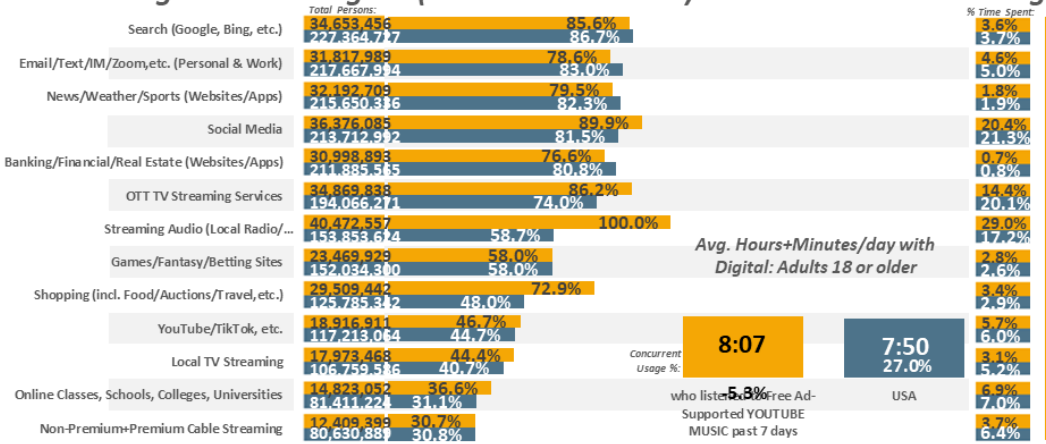
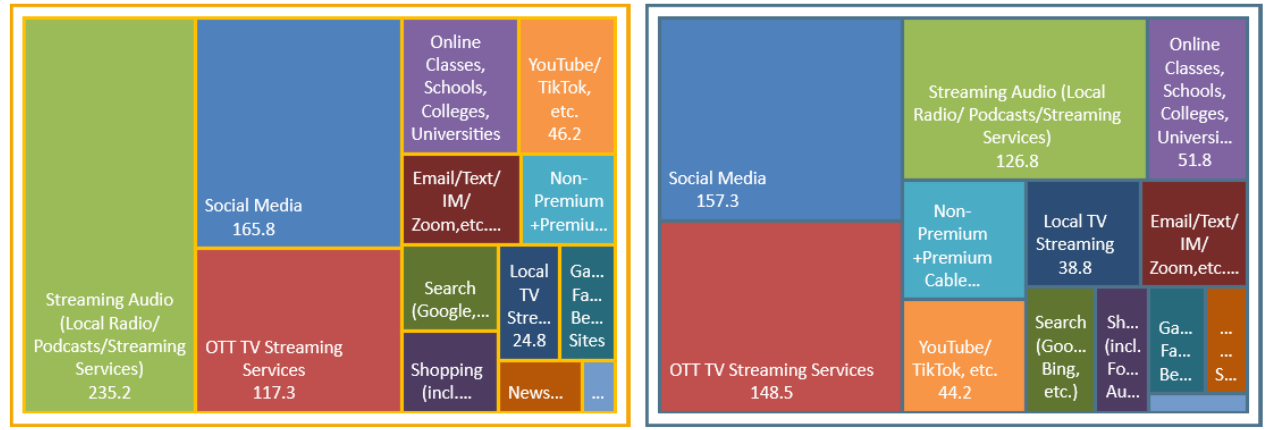
Audio streaming services used past 7 days: Spotify (free)

32,961,038 or 81.4% of Adults 18 or older who listened to Free Ad-Supported YOUTUBE MUSIC past 7 days use Ad-Supported Social Media for an average of 150.2 minutes every day representing 23.5% of all time spent daily with Ad-Supported Digital Media.

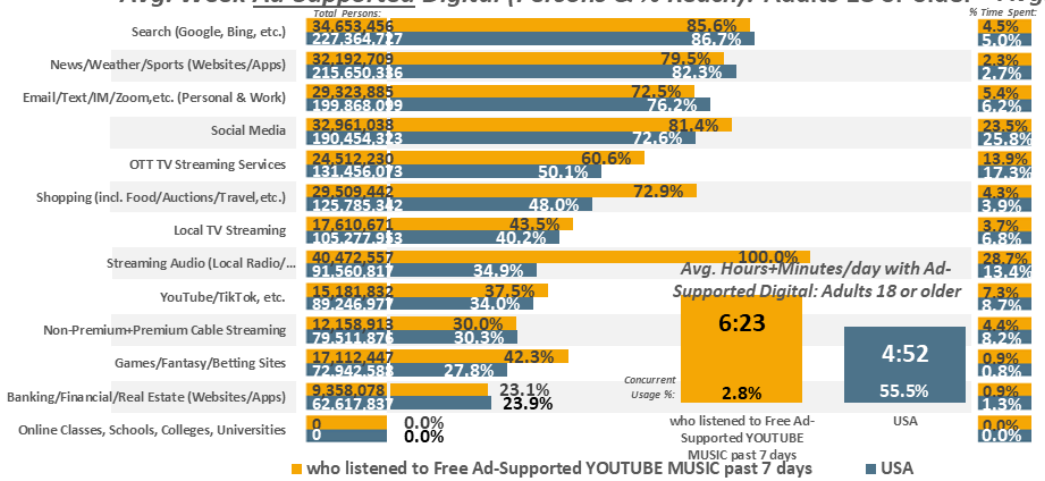
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



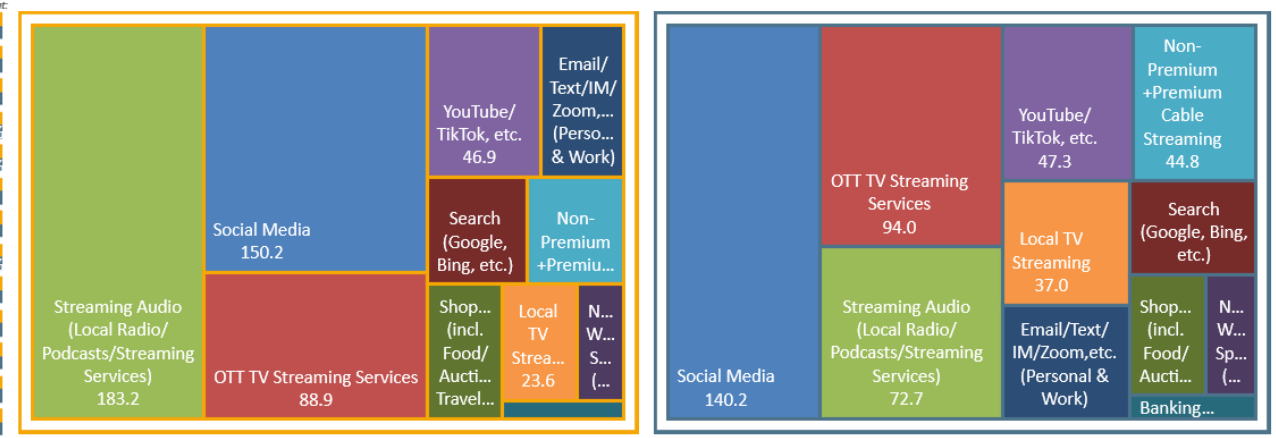
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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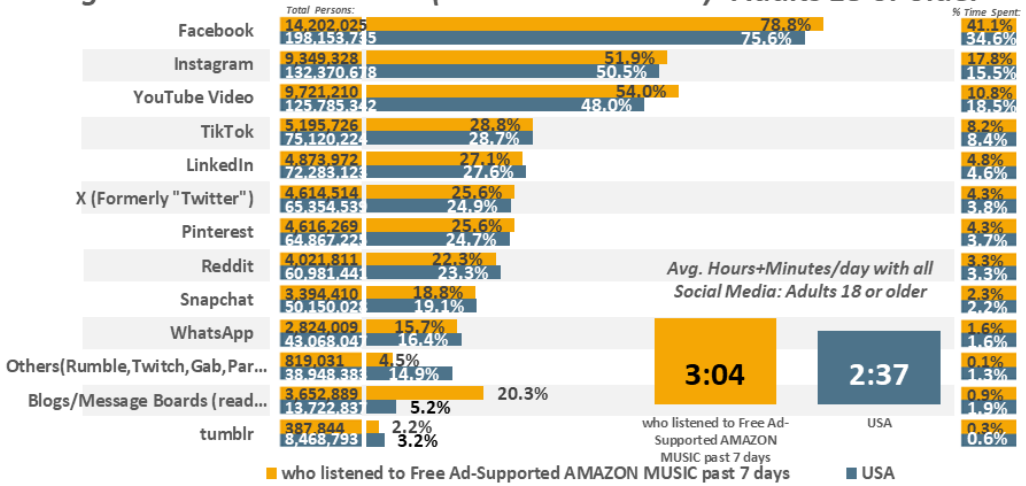
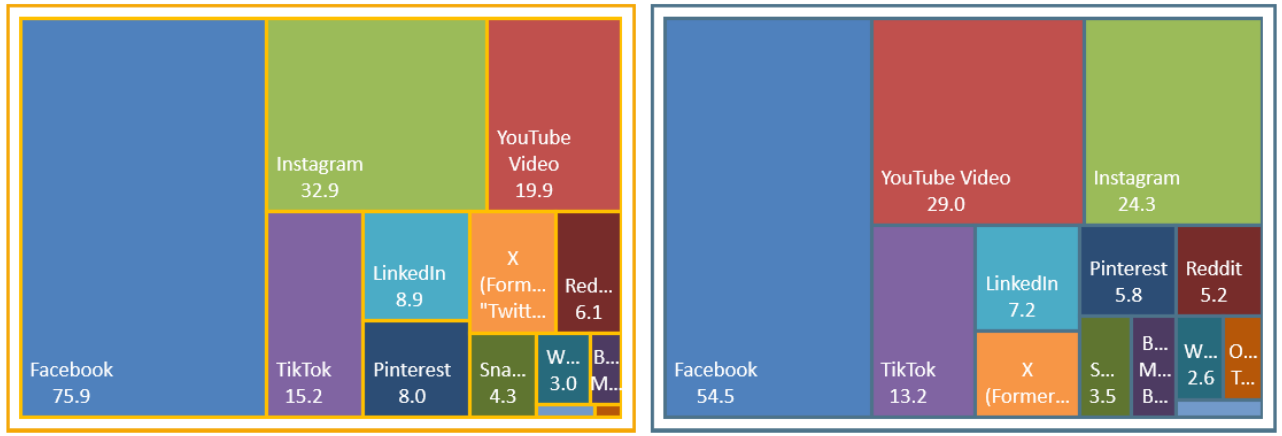
Audio streaming services used past 7 days: TuneIn (free)

14,202,025 or 78.8% of Adults 18 or older who listened to Free Ad-Supported AMAZON MUSIC past 7 days use Ad-Supported Facebook for an average of 68.5 minutes every day representing 40.5% of all time spent daily with Ad-Supported Social Media.

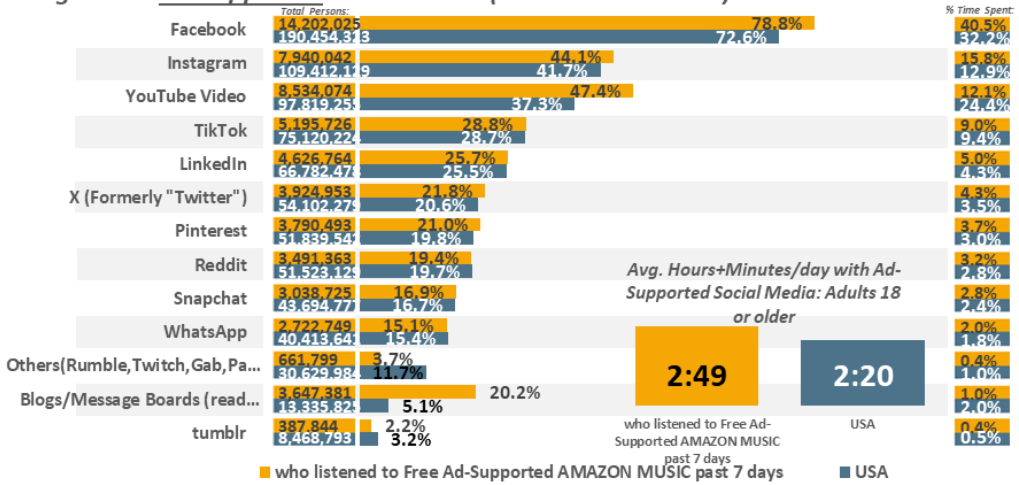
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



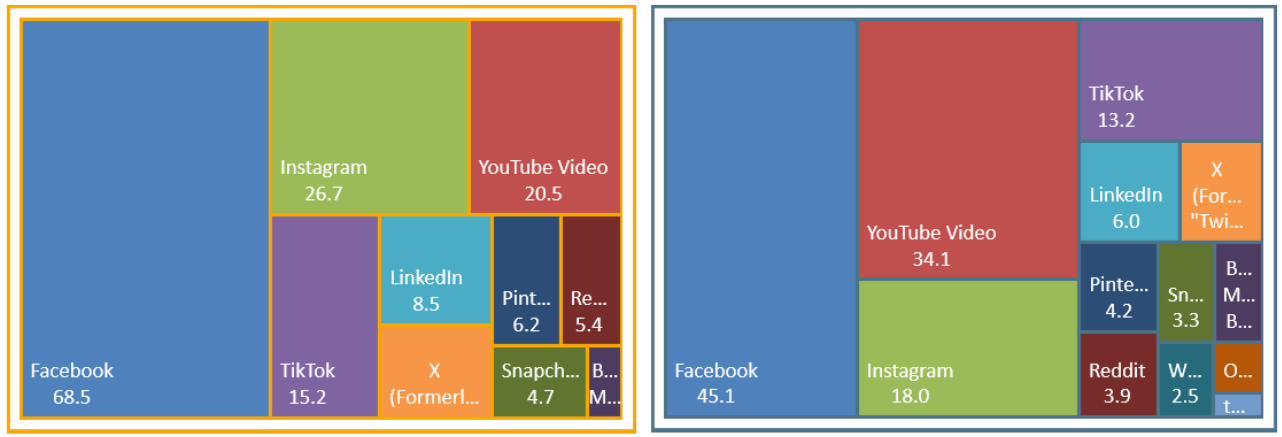
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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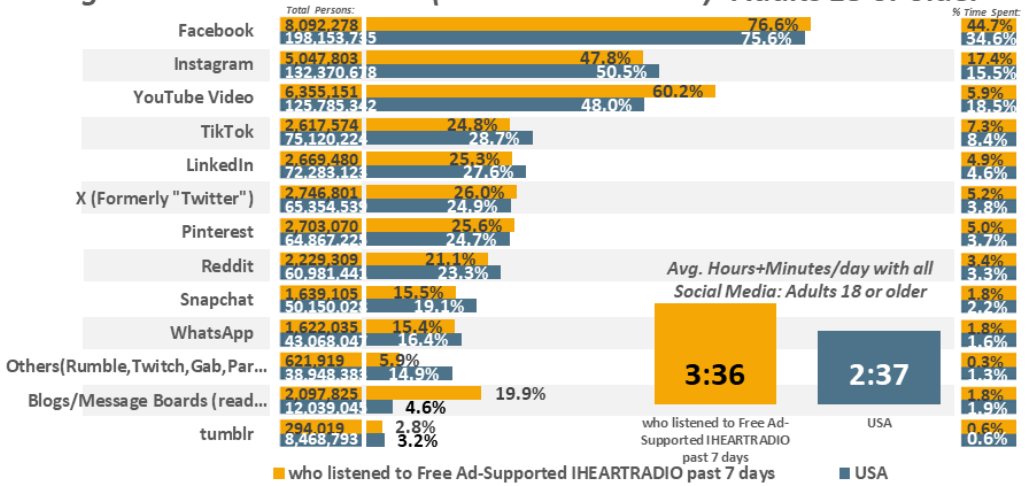
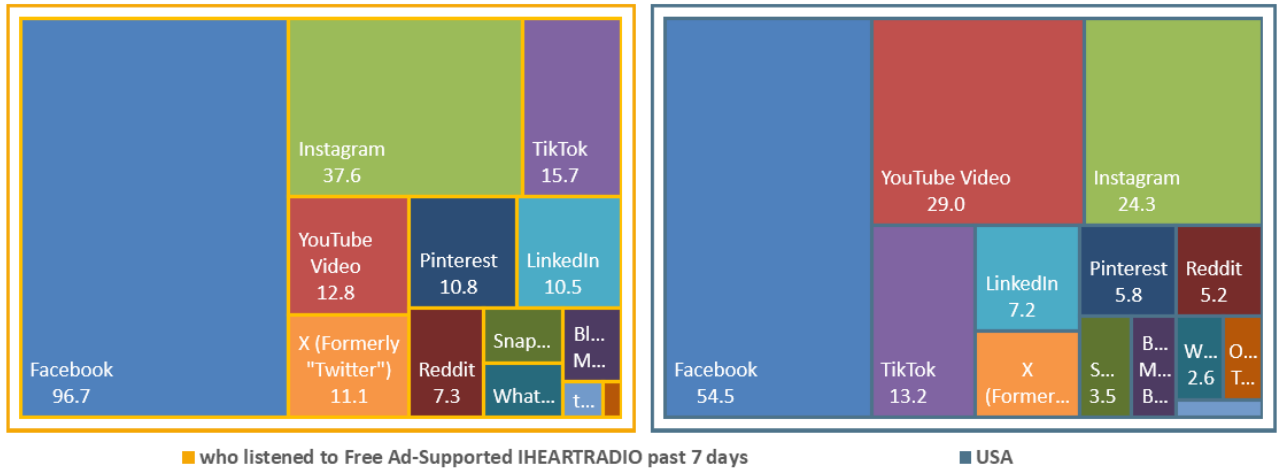
Audio streaming services used past 7 days: Amazon Music (free)

8,092,278 or 76.6% of Adults 18 or older who listened to Free Ad-Supported IHEARTRADIO past 7 days use Ad-Supported Facebook for an average of 88.9 minutes every day representing 45.5% of all time spent daily with Ad-Supported Social Media.

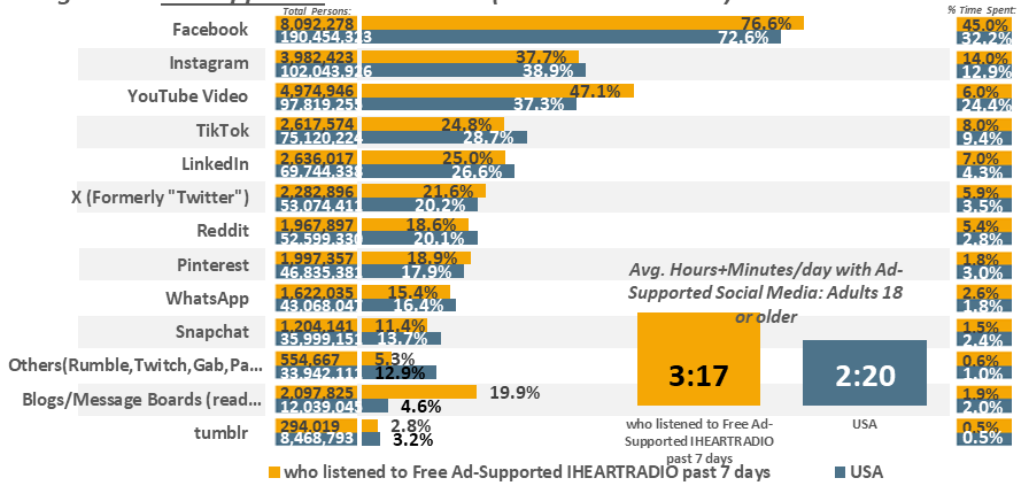
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



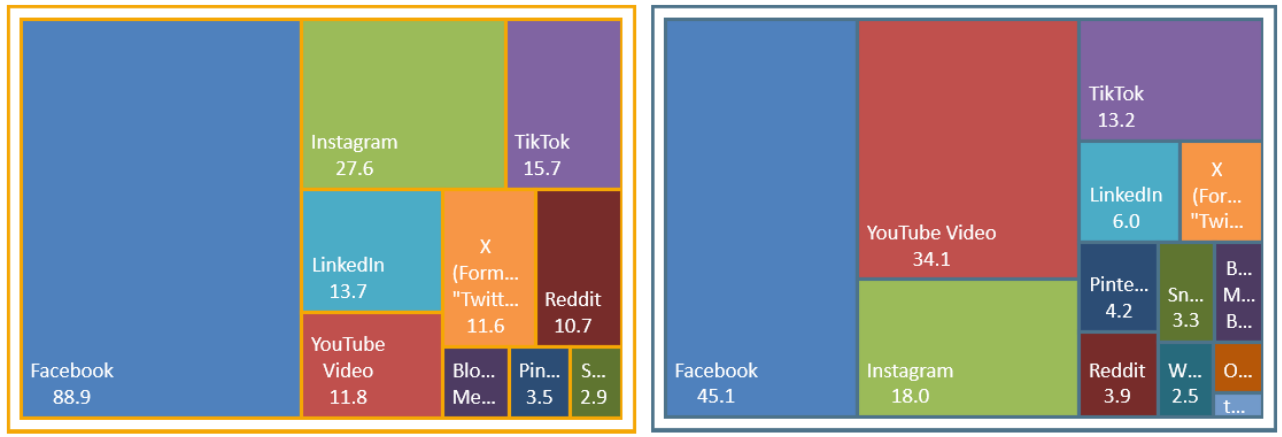
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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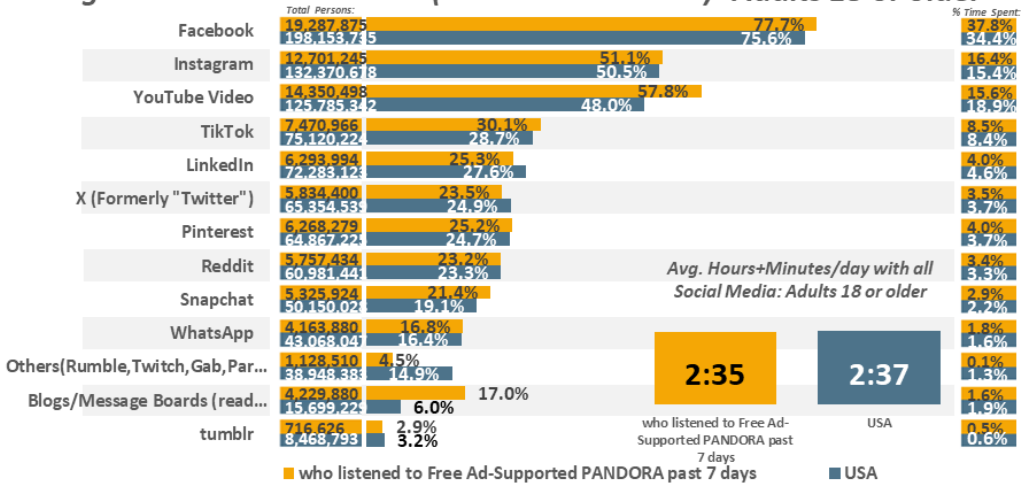
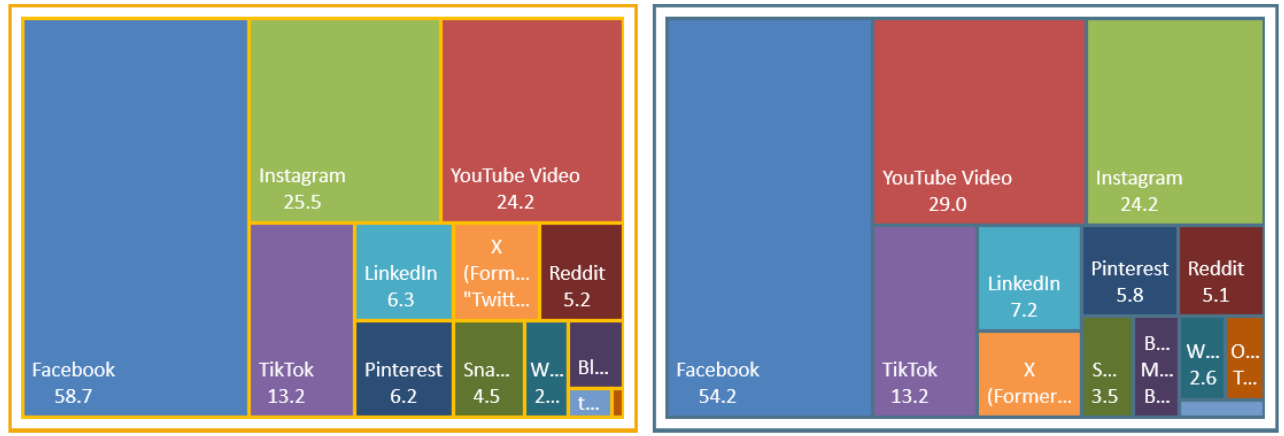
Audio streaming services used past 7 days: iHeartRadio (free)

19,287,875 or 77.7% of Adults 18 or older who listened to Free Ad-Supported PANDORA past 7 days use Ad-Supported Facebook for an average of 51.4 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

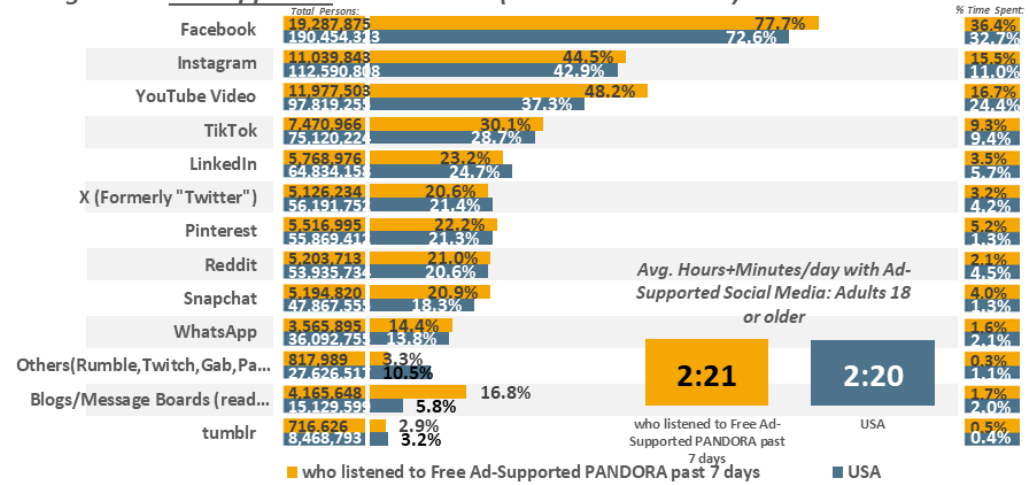
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



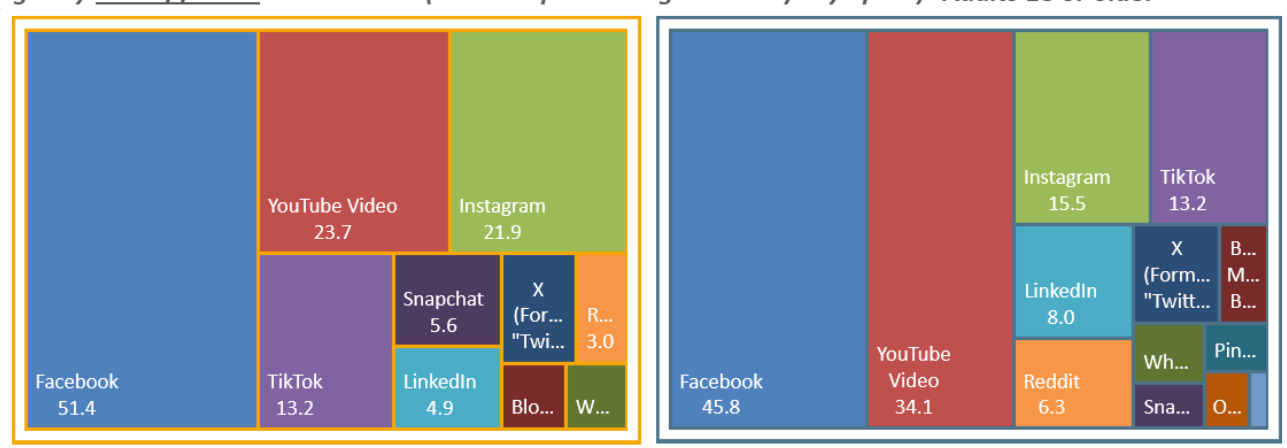
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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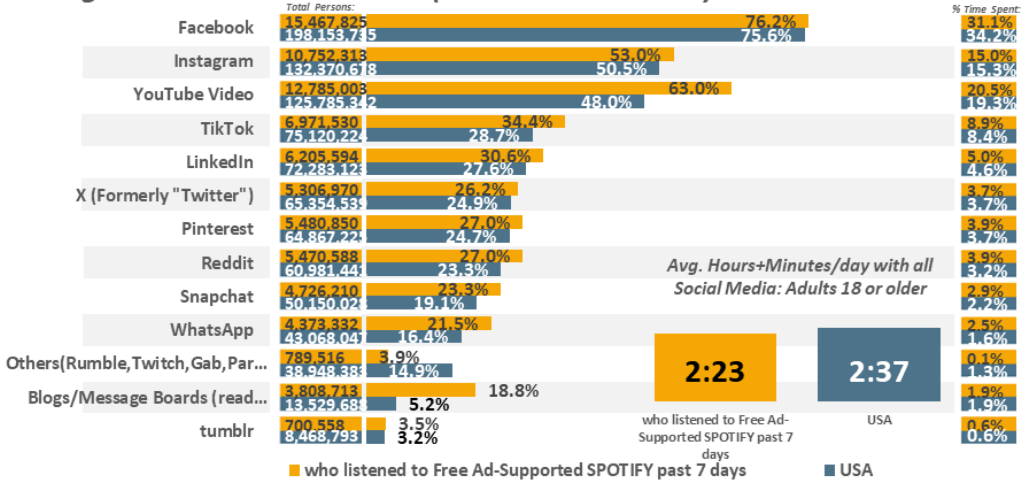
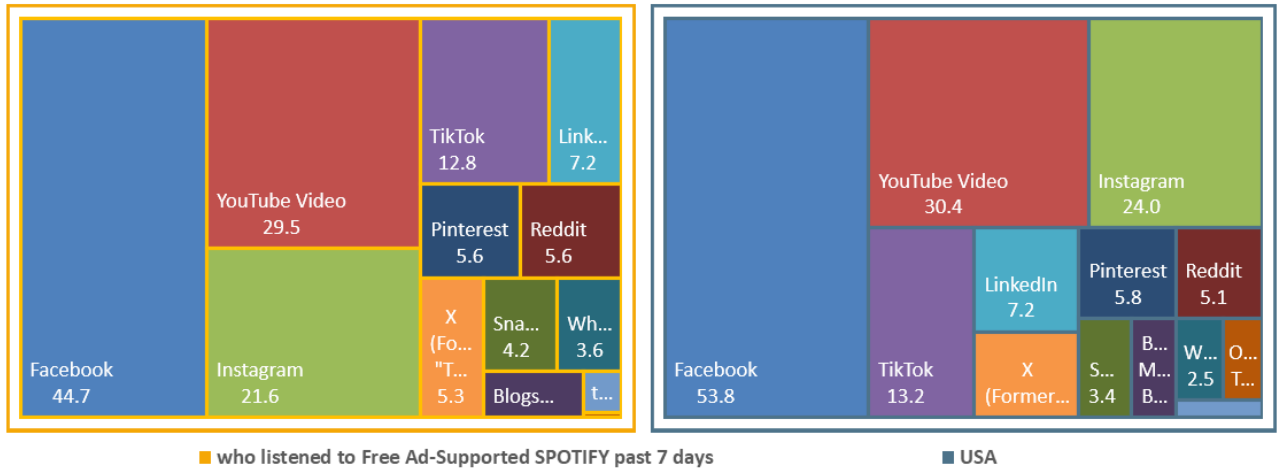
Audio streaming services used past 7 days: Pandora (free)

15,467,825 or 76.2% of Adults 18 or older who listened to Free Ad-Supported SPOTIFY past 7 days use Ad-Supported Facebook for an average of 41. minutes every day representing 32.% of all time spent daily with Ad-Supported Social Media.

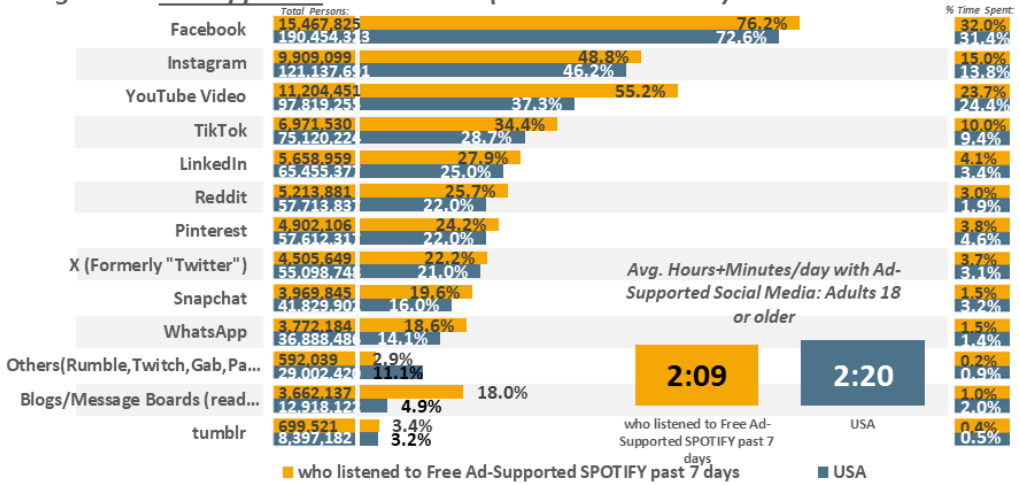
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



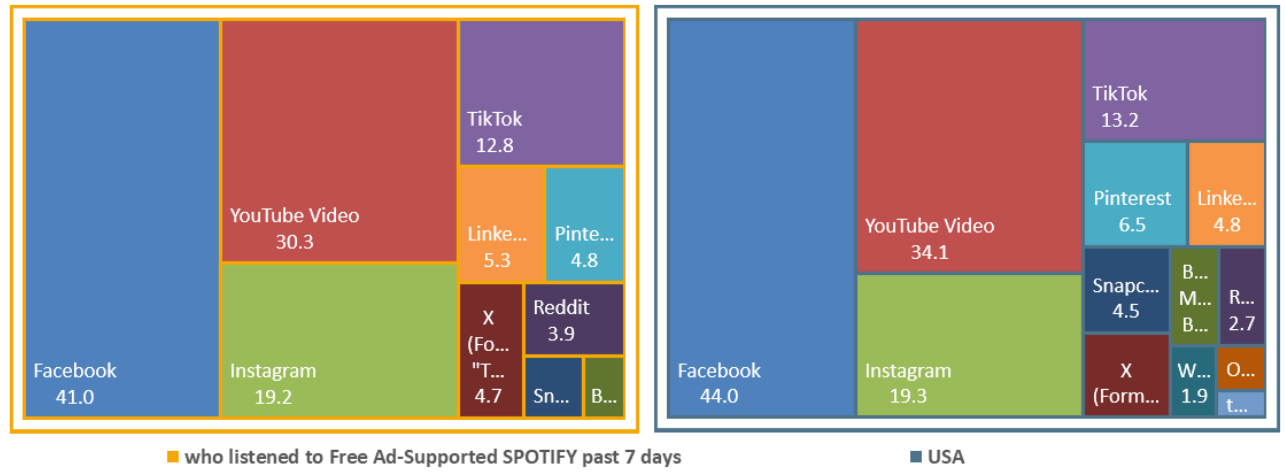
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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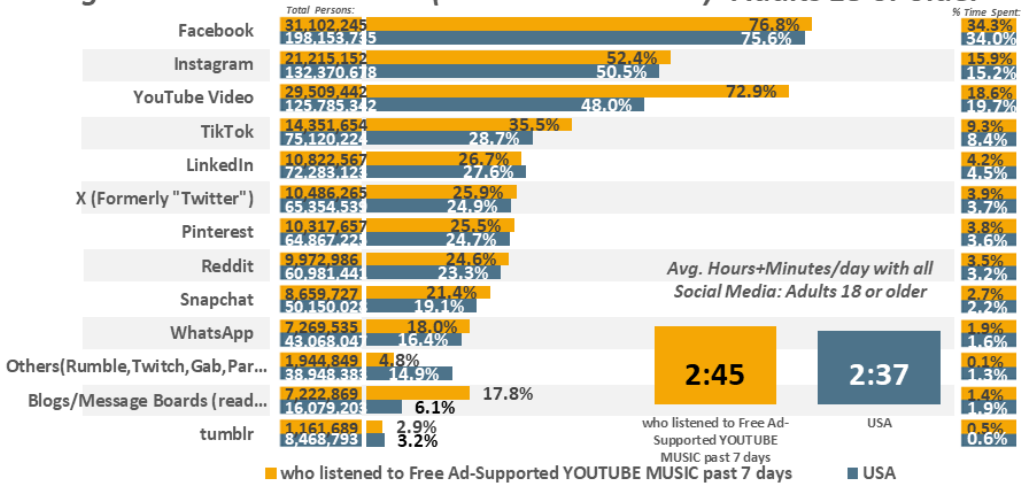
Audio streaming services used past 7 days: Spotify (free)

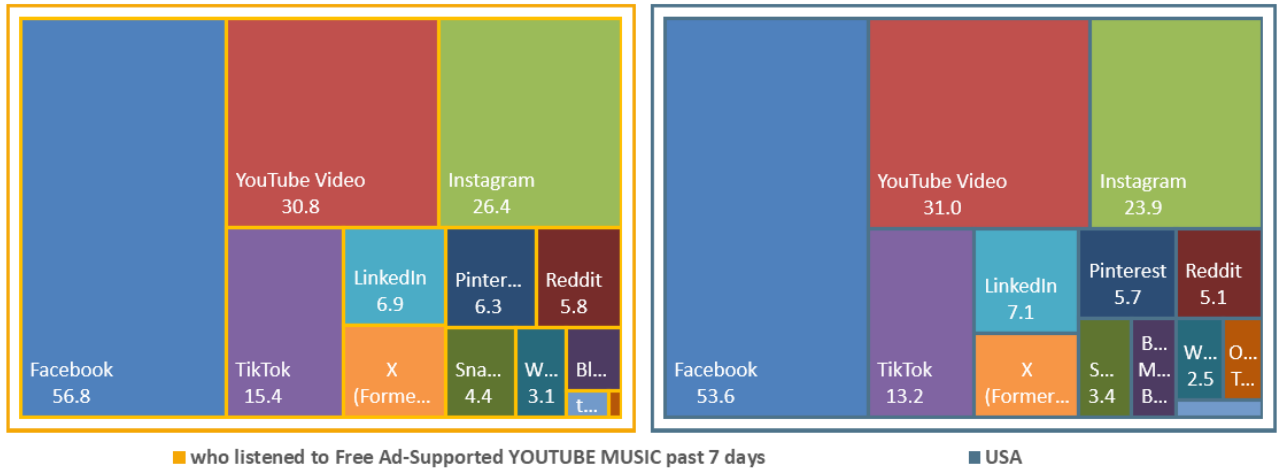
YouTube Music

31,102,245 or 76.8% of Adults 18 or older who listened to Free Ad-Supported YOUTUBE MUSIC past 7 days use Ad-Supported Facebook for an average of 54. minutes every day representing 36.% of all time spent daily with Ad-Supported Social Media.

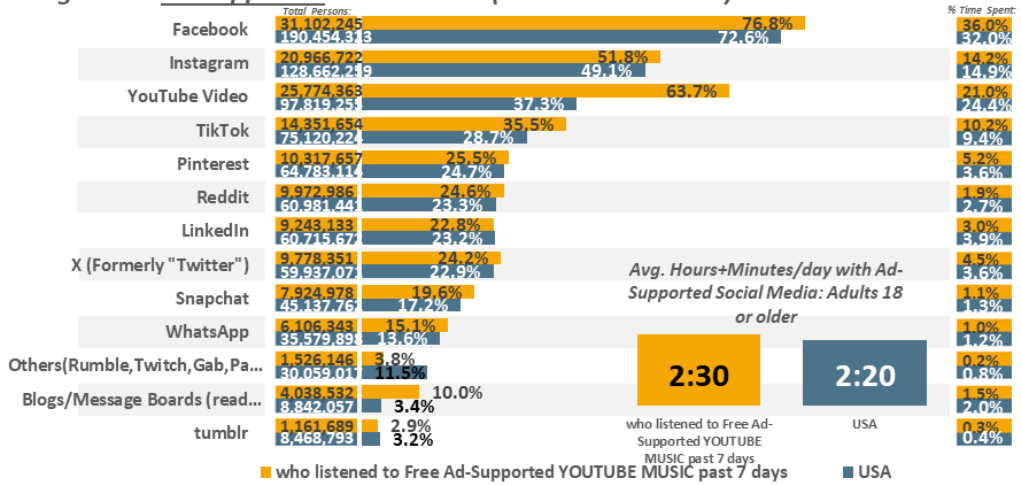
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



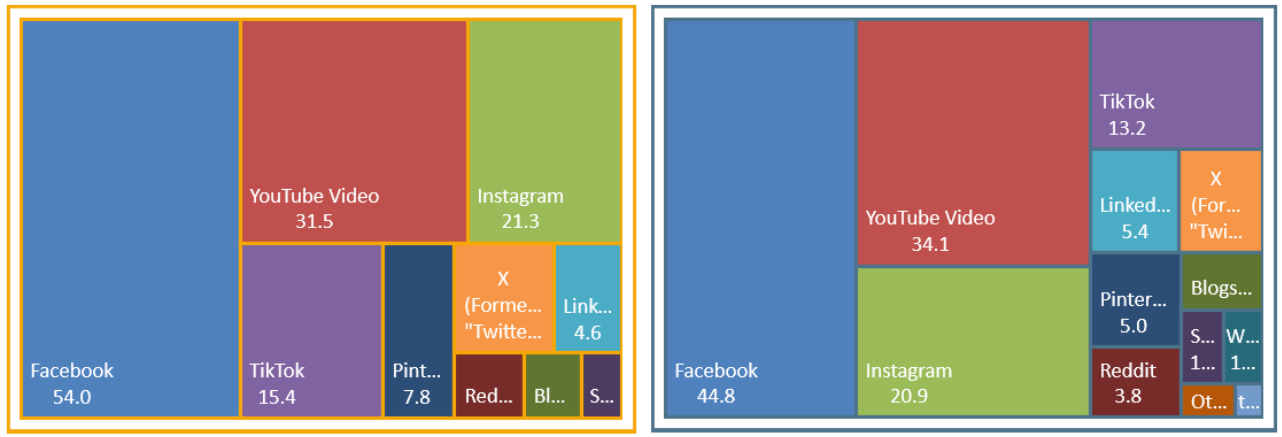
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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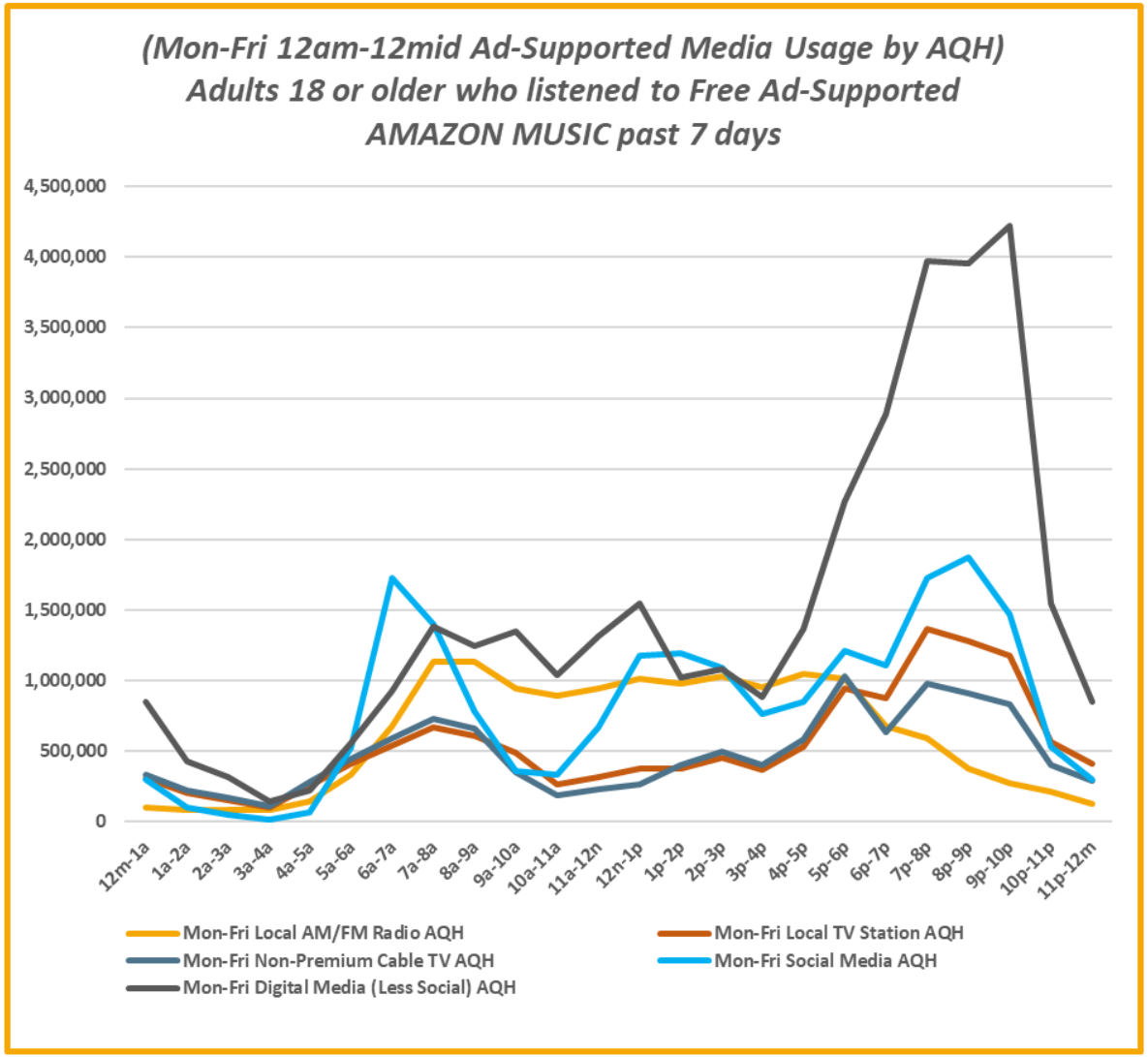
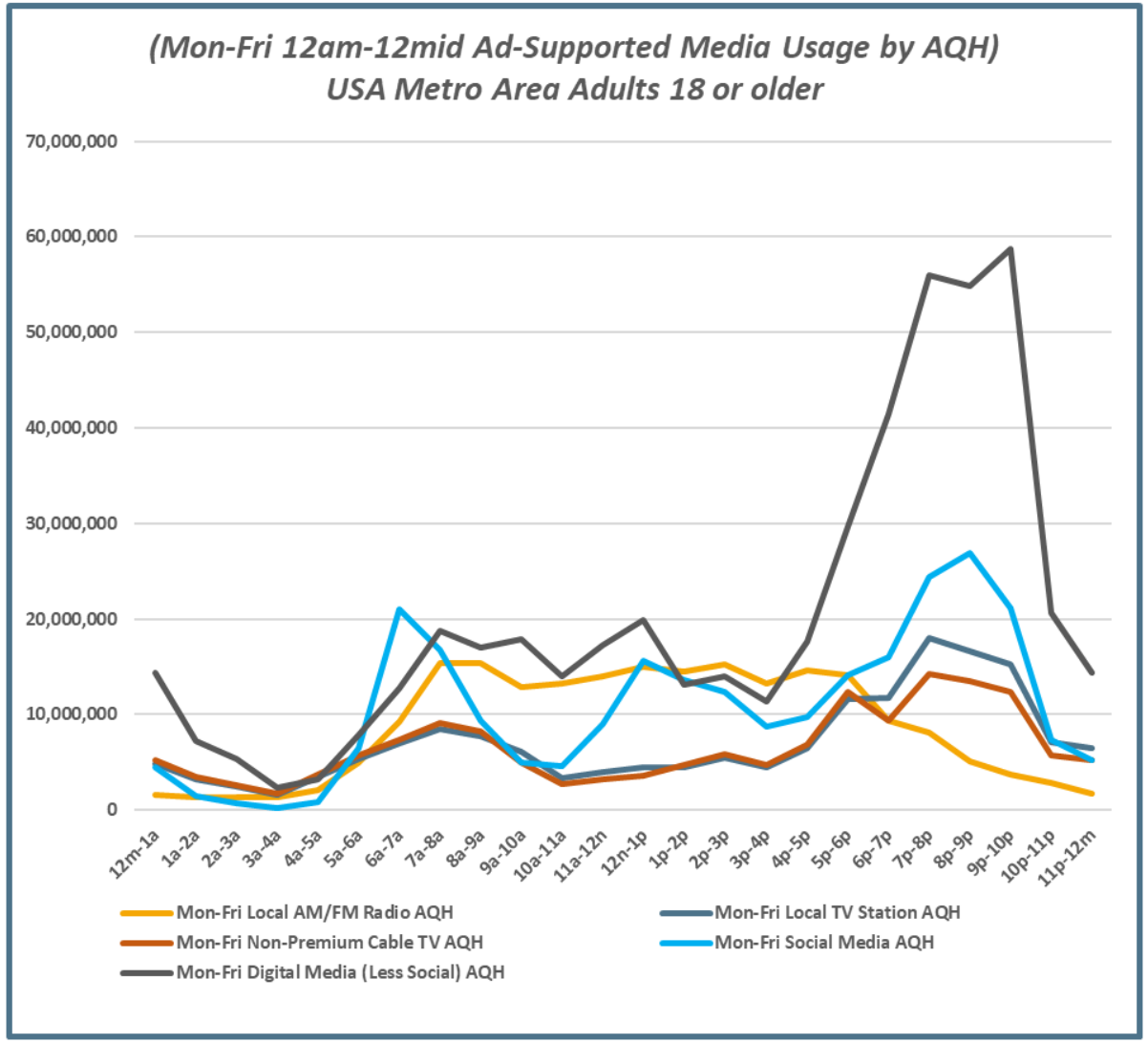
Audio streaming services used past 7 days: TuneIn (free)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,408,289; Social Media: 973,925; Local Radio: 955,634; Local TV: 524,002; Non-Prem. Cable: 503,835 reaching Adults 18 or older who listened to Free Ad-Supported AMAZON M





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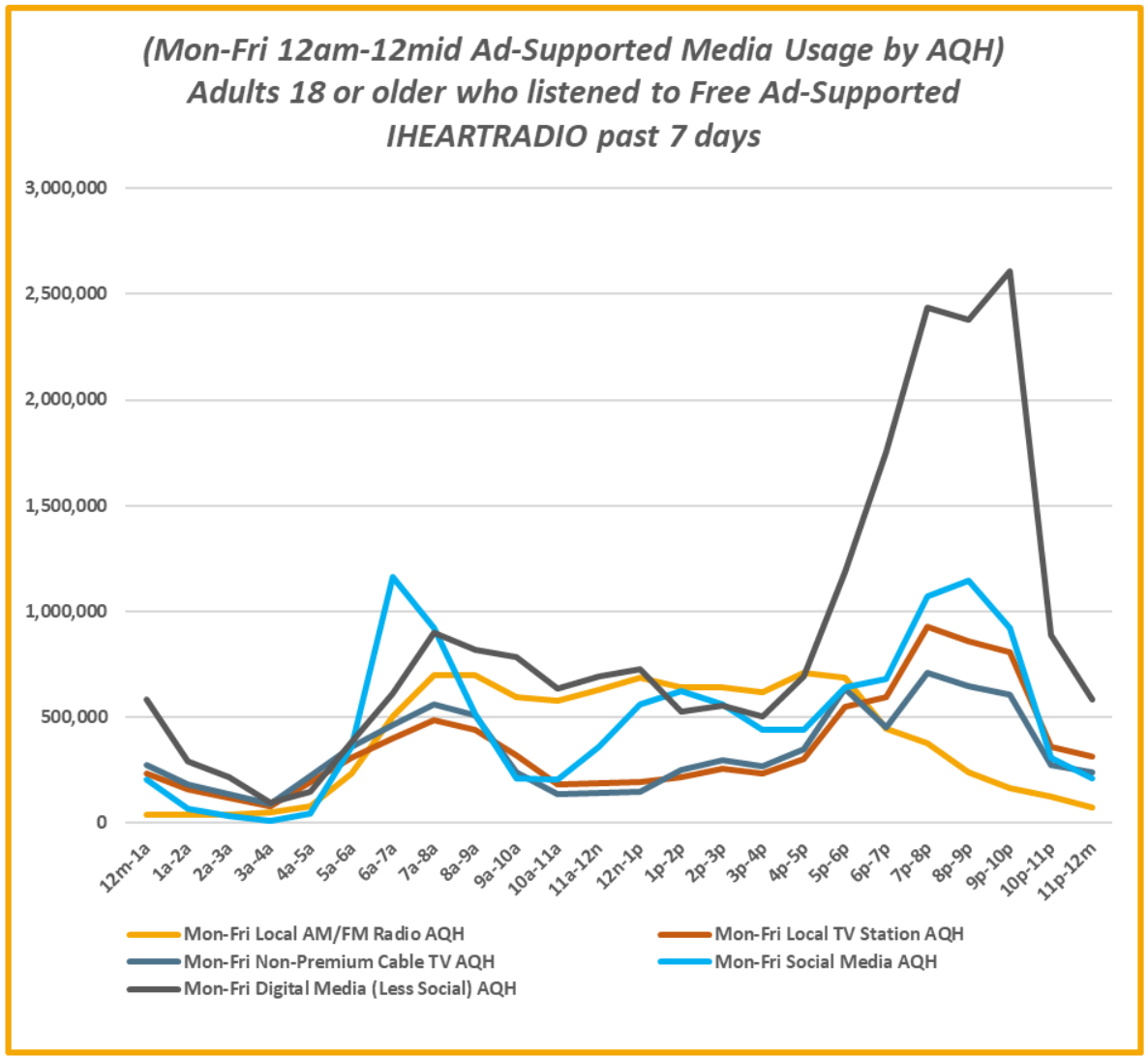
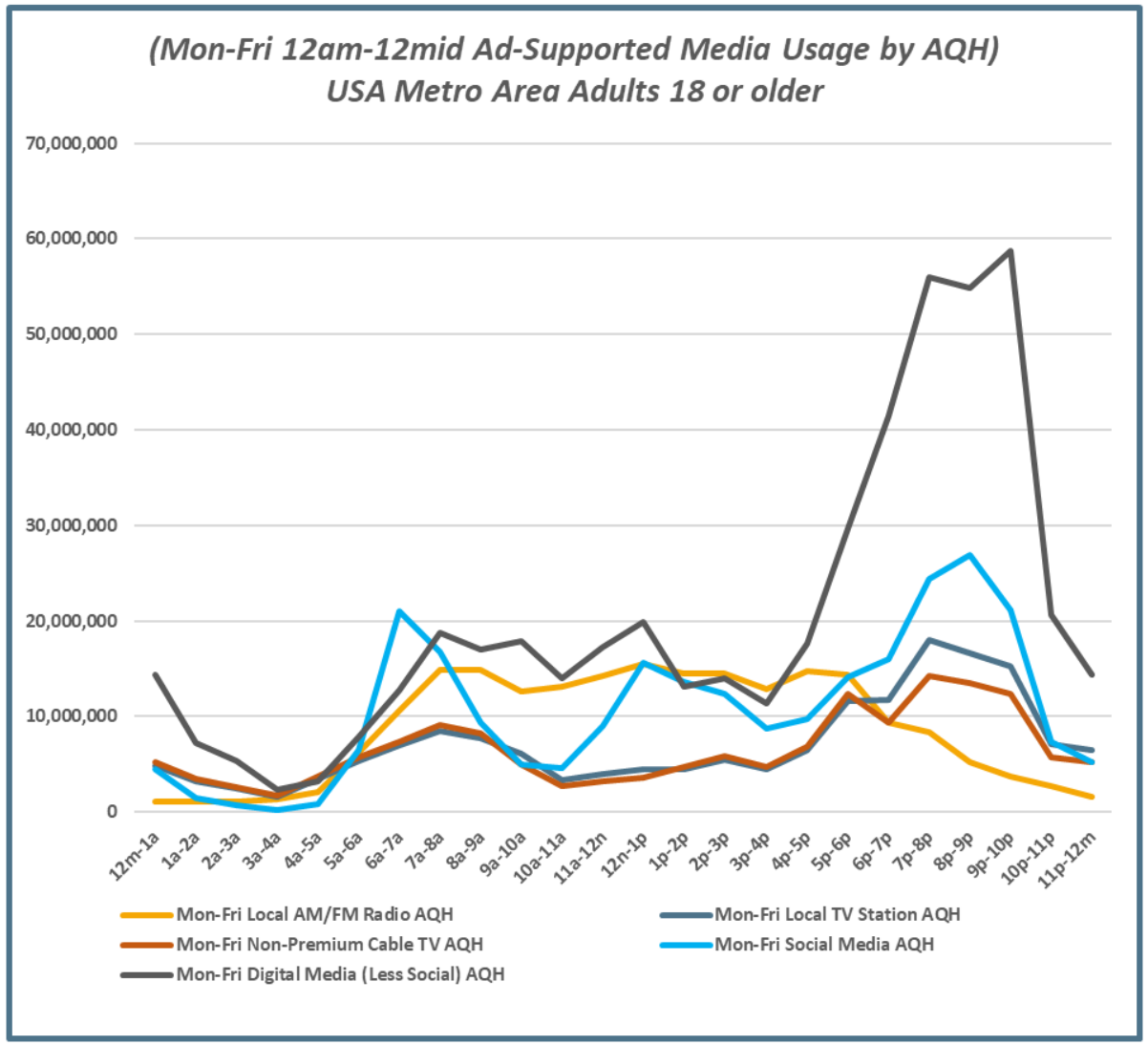
Audio streaming services used past 7 days: Amazon Music (free)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 798,981; Local Radio: 625,666; Social Media: 563,793; Non-Prem. Cable: 341,966; Local TV: 334,723 reaching Adults 18 or older who listened to Free Ad-Supported IHEARTRADI





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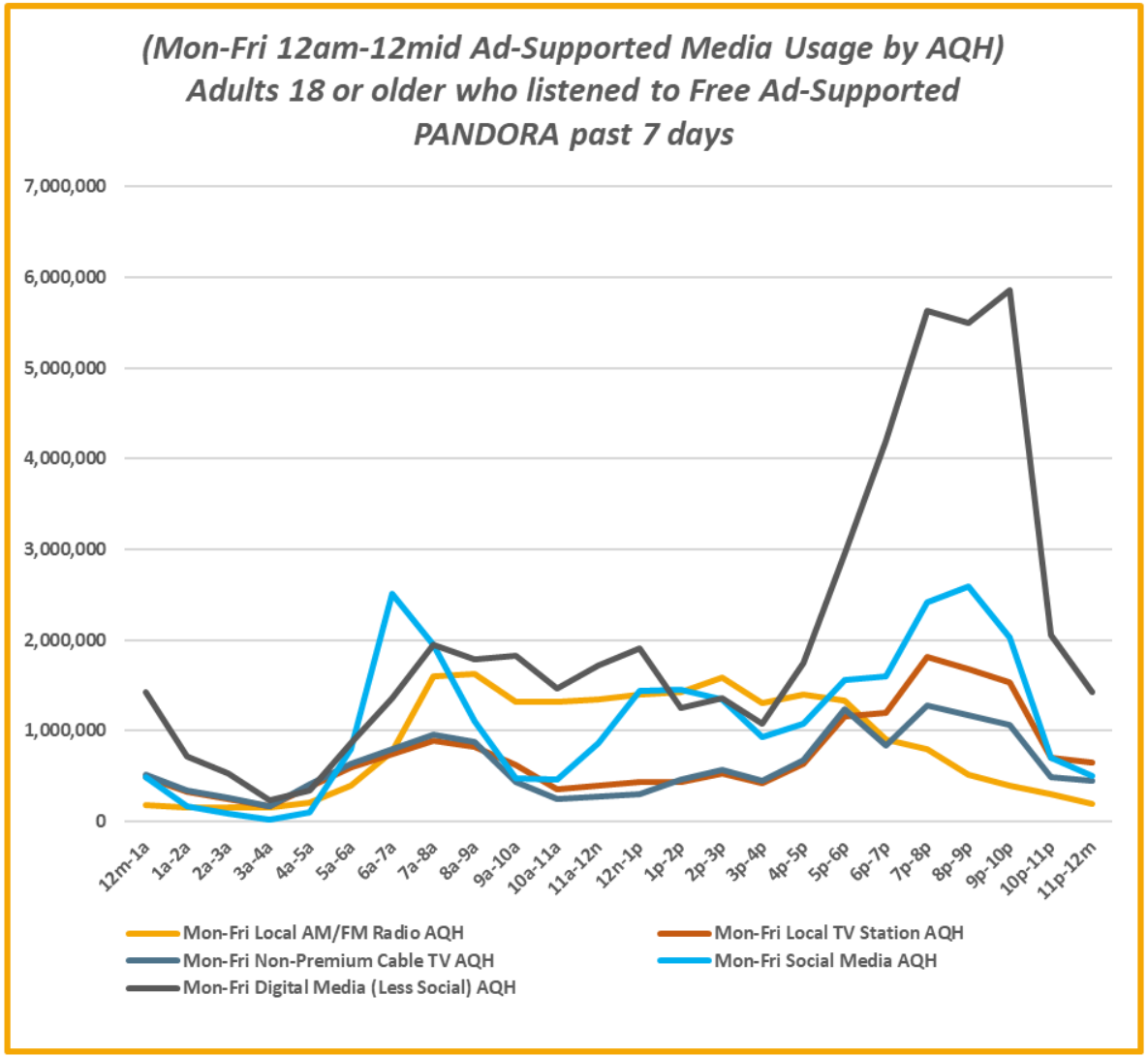
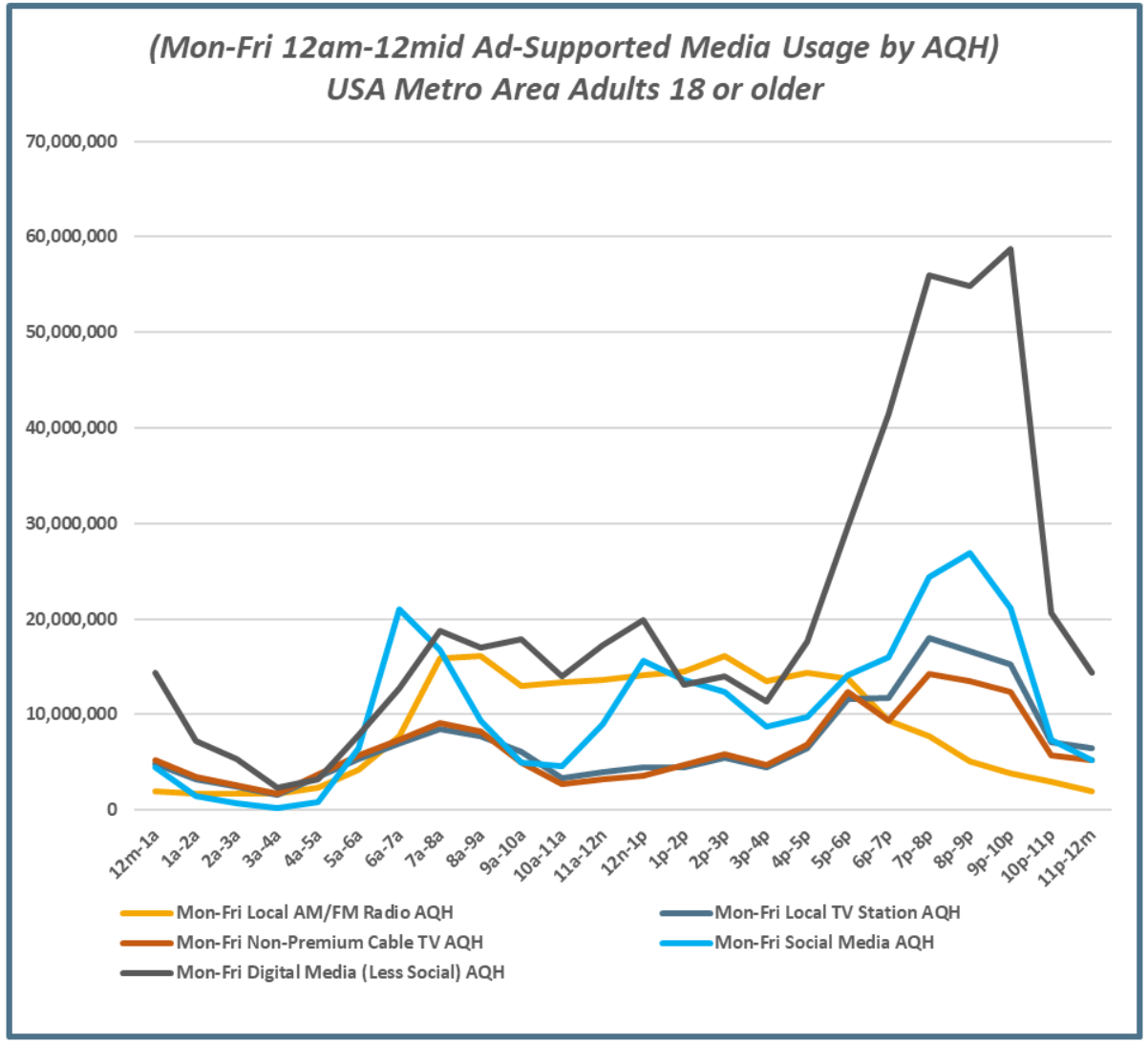
Audio streaming services used past 7 days: iHeartRadio (free)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,893,863; Local Radio: 1,335,002; Social Media: 1,292,739; Local TV: 666,986; Non-Prem. Cable: 626,014 reaching Adults 18 or older who listened to Free Ad-Supported PAND





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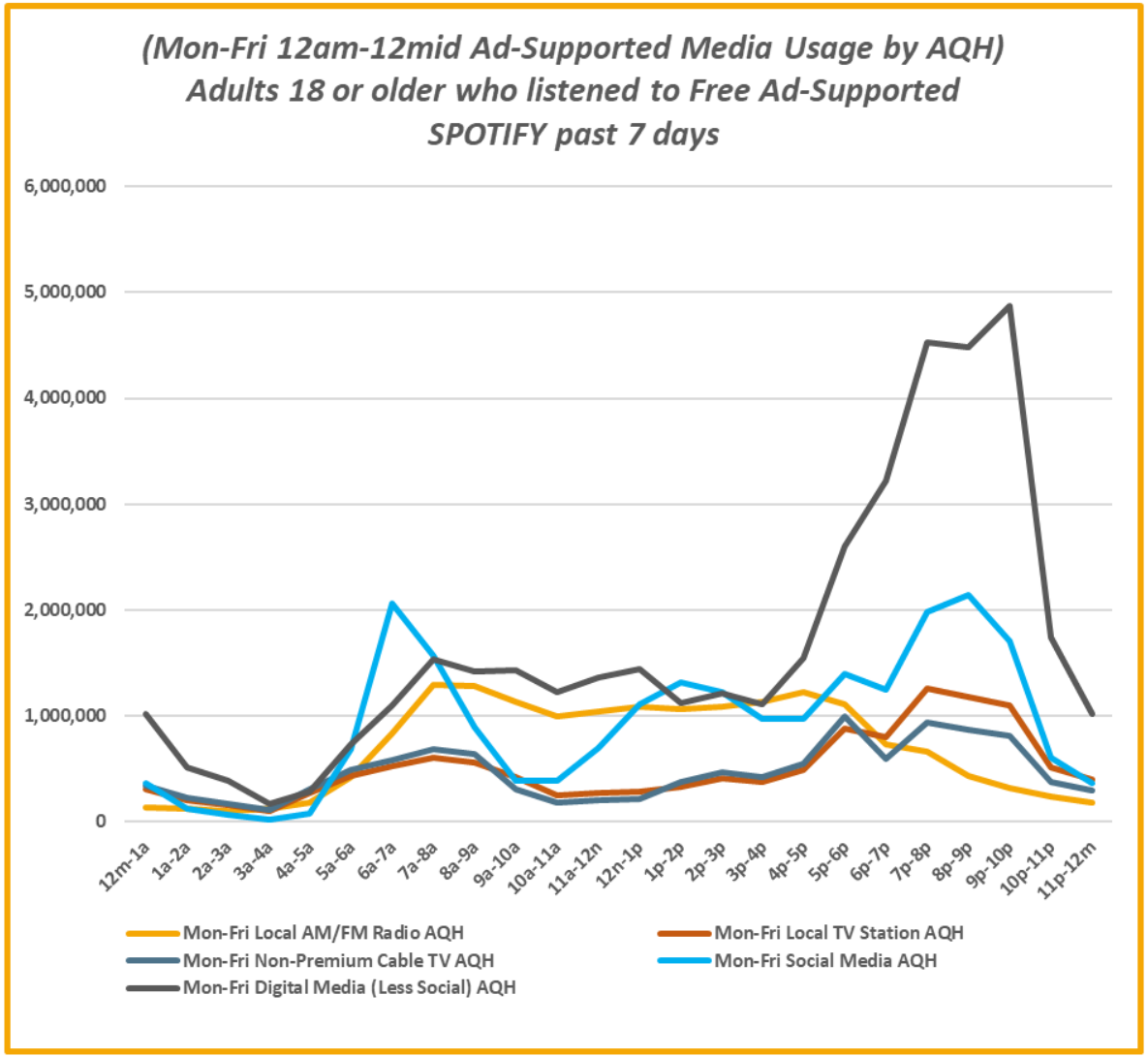
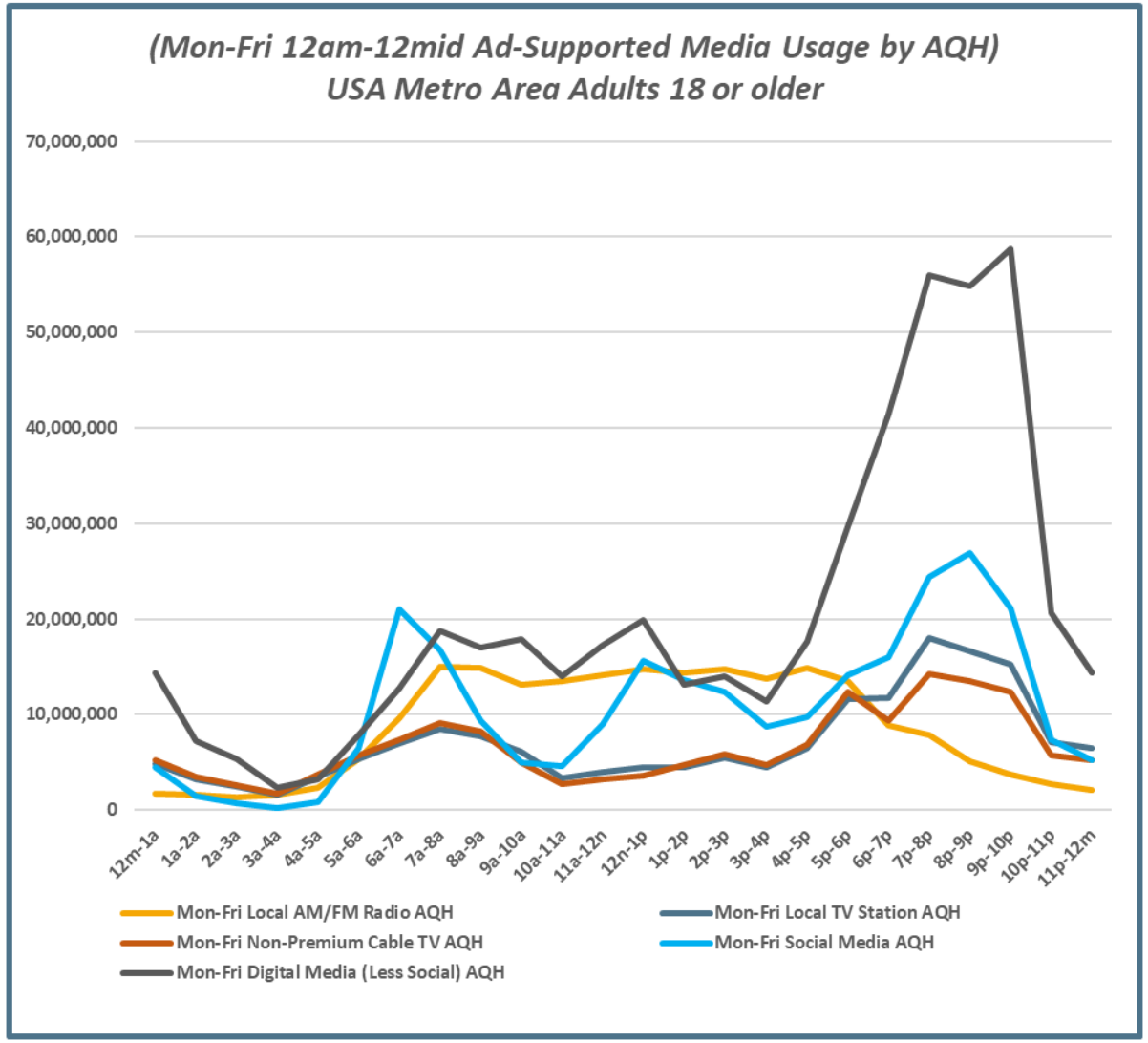
Audio streaming services used past 7 days: Pandora (free)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,563,464; Social Media: 1,094,658; Local Radio: 1,077,258; Local TV: 476,468; Non-Prem. Cable: 476,123 reaching Adults 18 or older who listened to Free Ad-Supported SPOT





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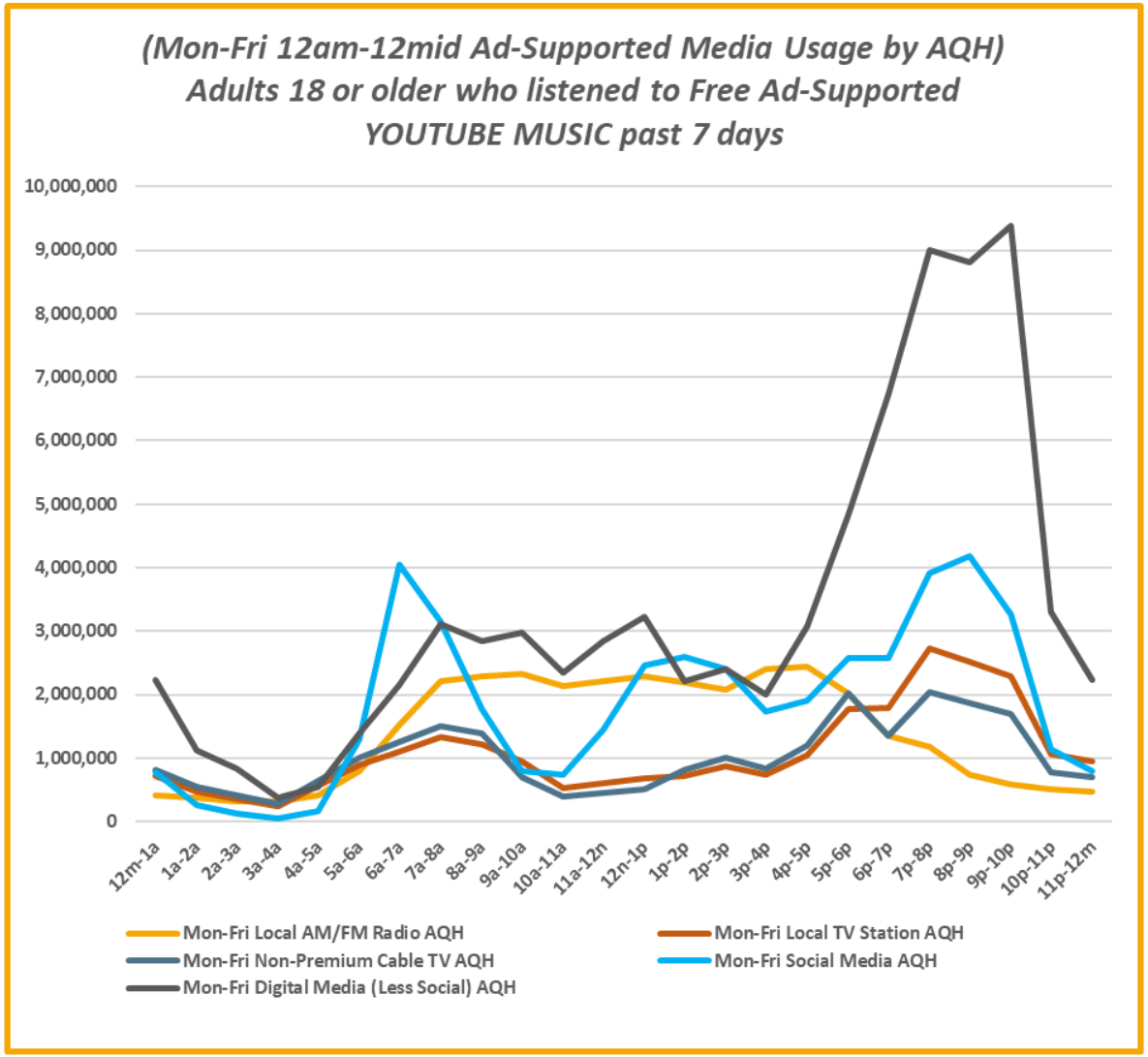
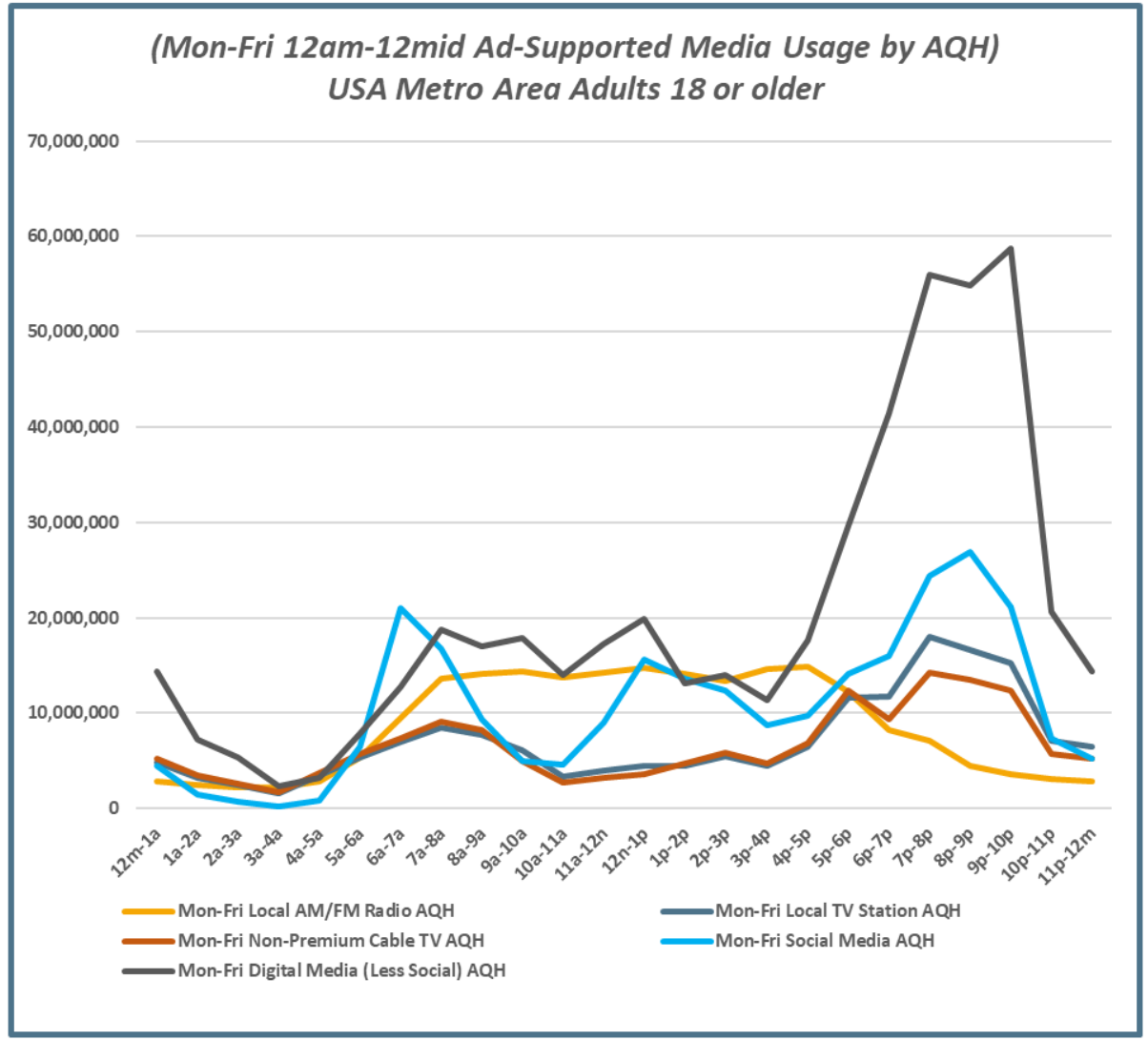
Audio streaming services used past 7 days: Spotify (free)

YouTube Music

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,133,136; Social Media: 2,170,187; Local Radio: 2,113,870; Non-Prem. Cable: 1,031,091; Local TV: 1,029,083 reaching Adults 18 or older who listened to Free Ad-Supported





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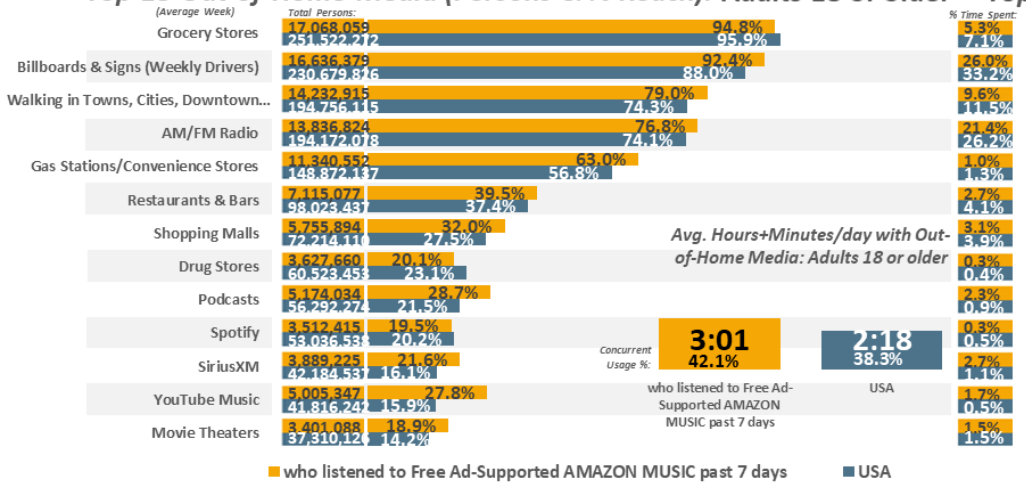
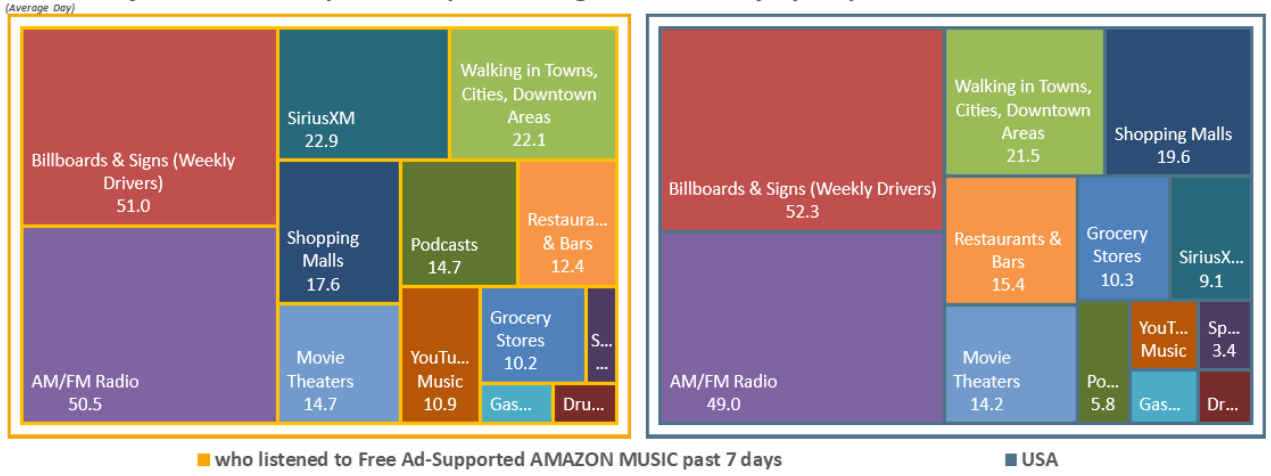
Audio streaming services used past 7 days: TuneIn (free)

16,636,379 or 92.4% of Adults 18 or older who listened to Free Ad-Supported AMAZON MUSIC past 7 days spend an average of 51. minutes per day driving, seeing Billboards and Signs. 72.6% Listen to Local Radio Stations Out-of-Home for an average of 46.4 minu

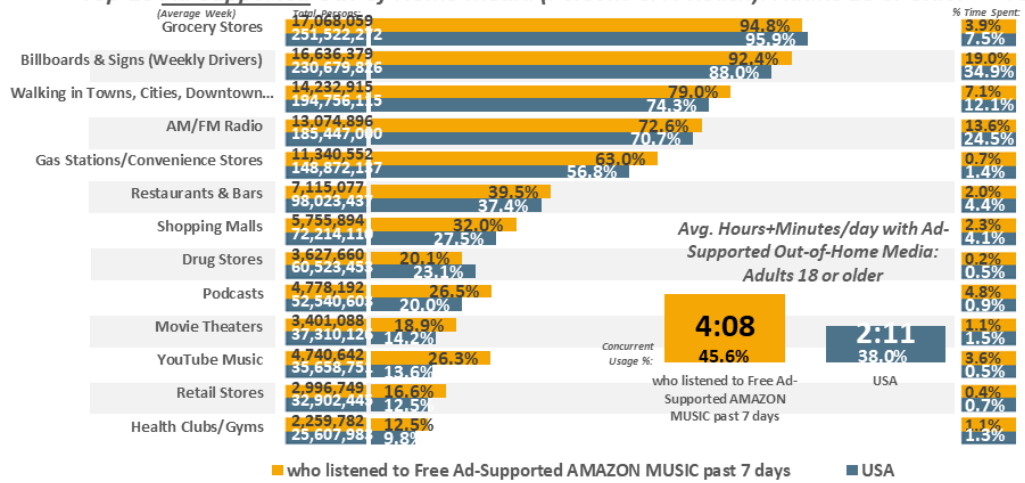
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



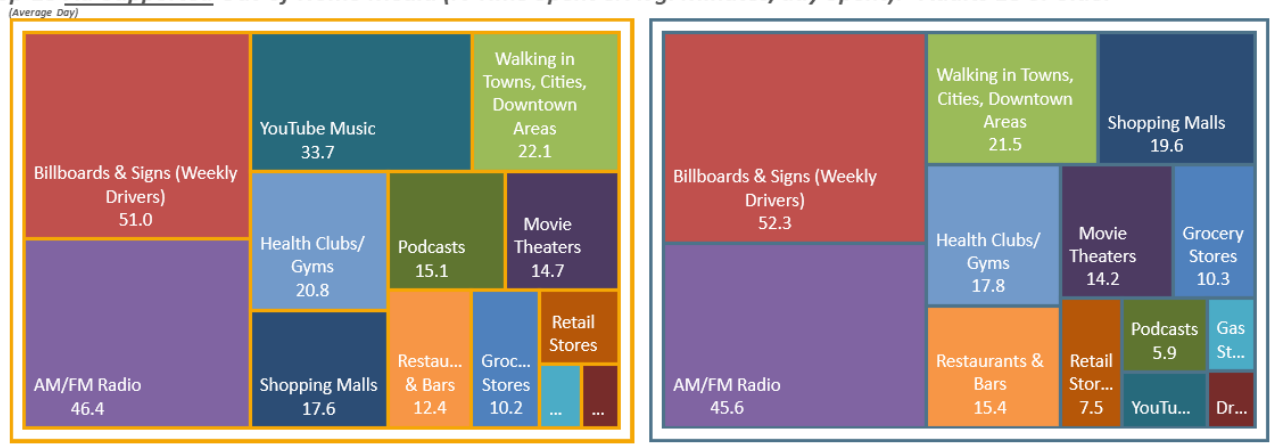
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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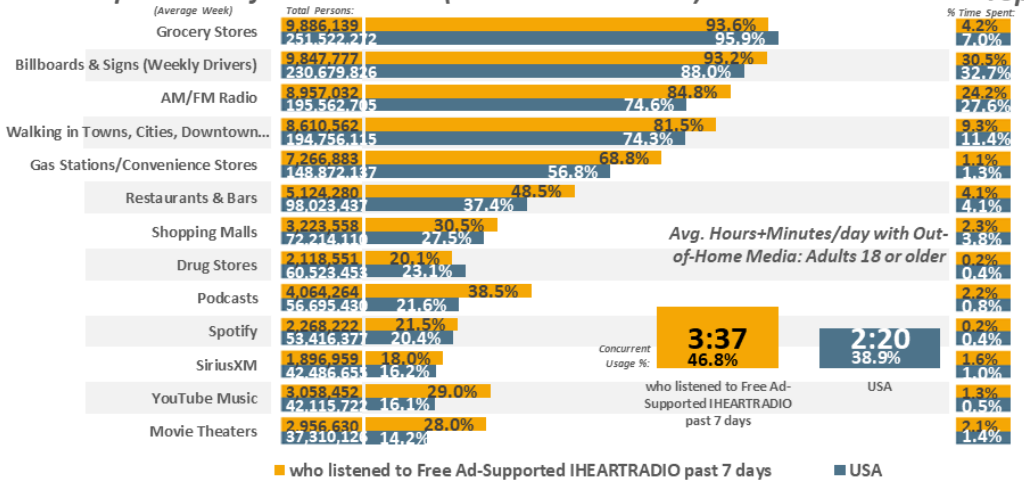
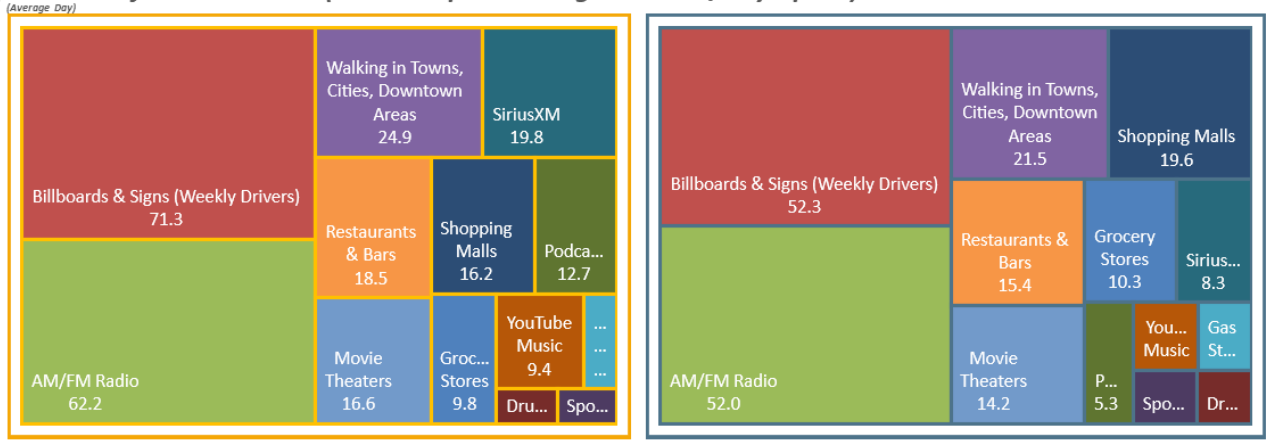
Audio streaming services used past 7 days: Amazon Music (free)

9,847,777 or 93.2% of Adults 18 or older who listened to Free Ad-Supported IHEARTRADIO past 7 days spend an average of 71.3 minutes per day driving, seeing Billboards and Signs. 80.5% Listen to Local Radio Stations Out-of-Home for an average of 56. minute

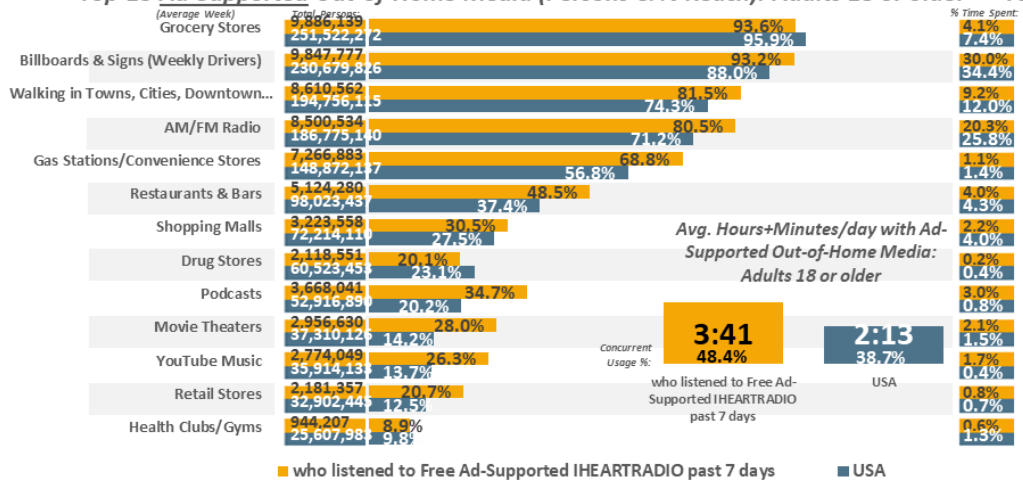
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



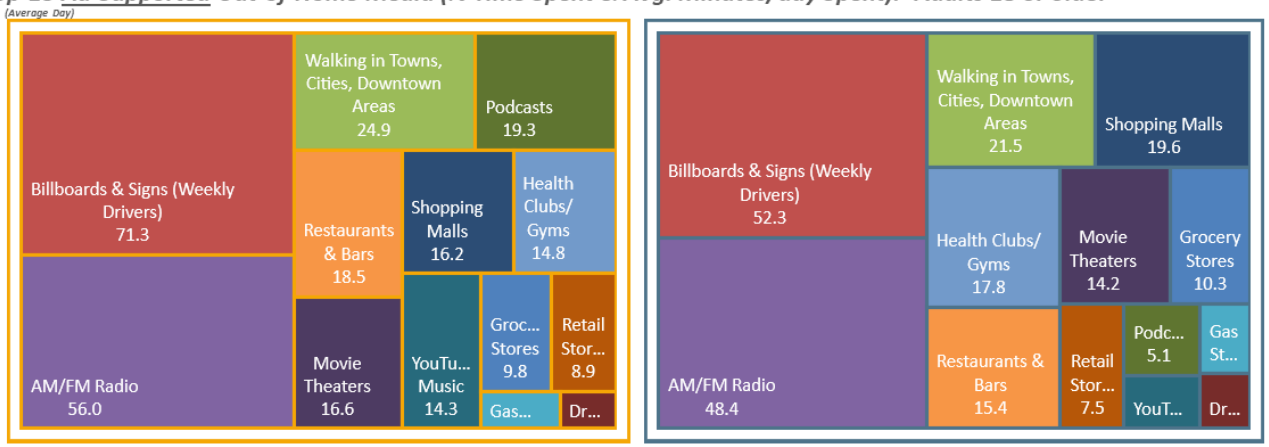
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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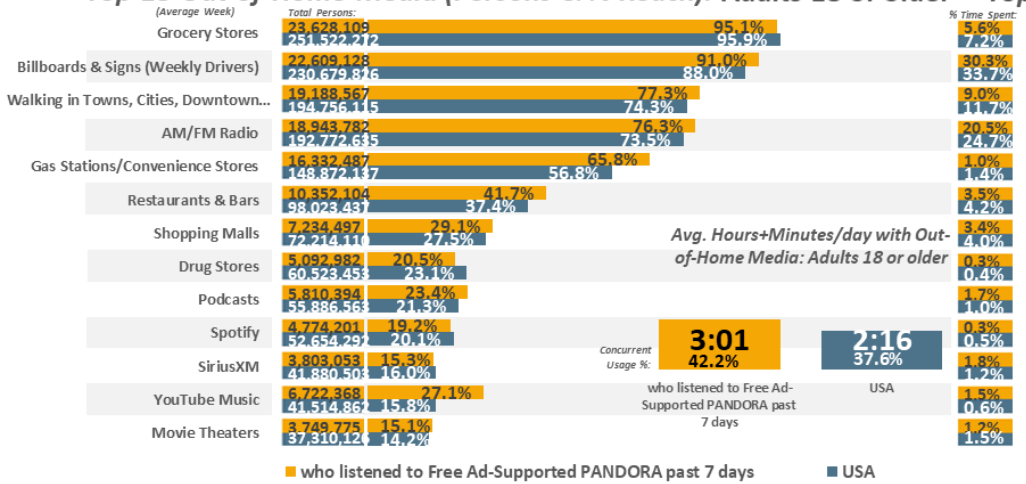
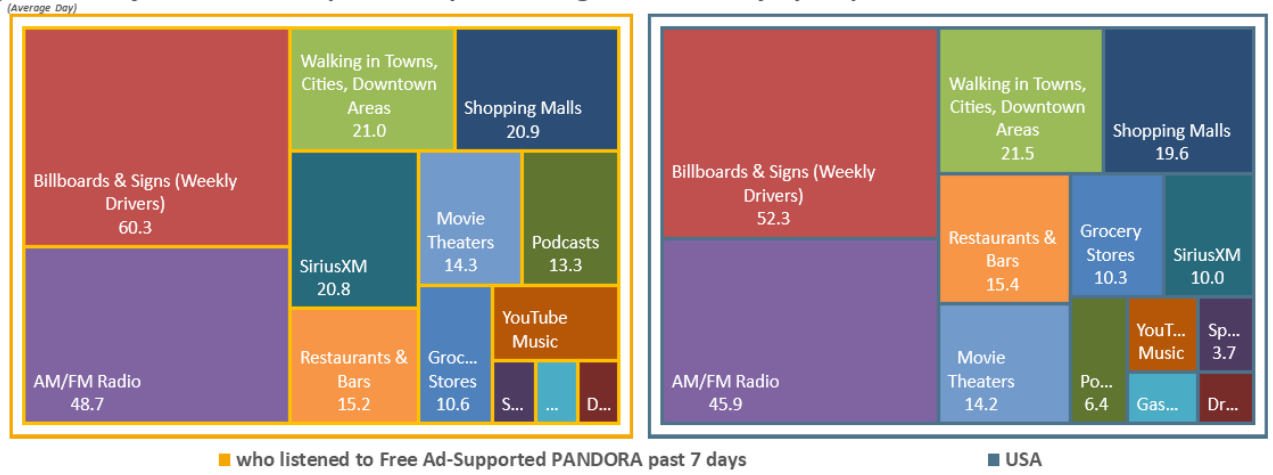
Audio streaming services used past 7 days: iHeartRadio (free)

22,609,128 or 91.% of Adults 18 or older who listened to Free Ad-Supported PANDORA past 7 days spend an average of 60.3 minutes per day driving, seeing Billboards and Signs. 73.3% Listen to Local Radio Stations Out-of-Home for an average of 45.9 minutes/d

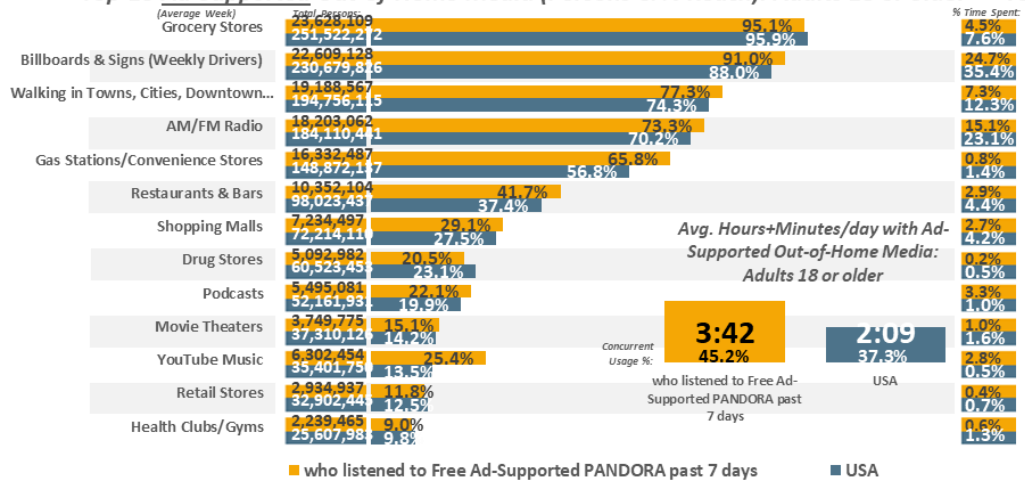
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



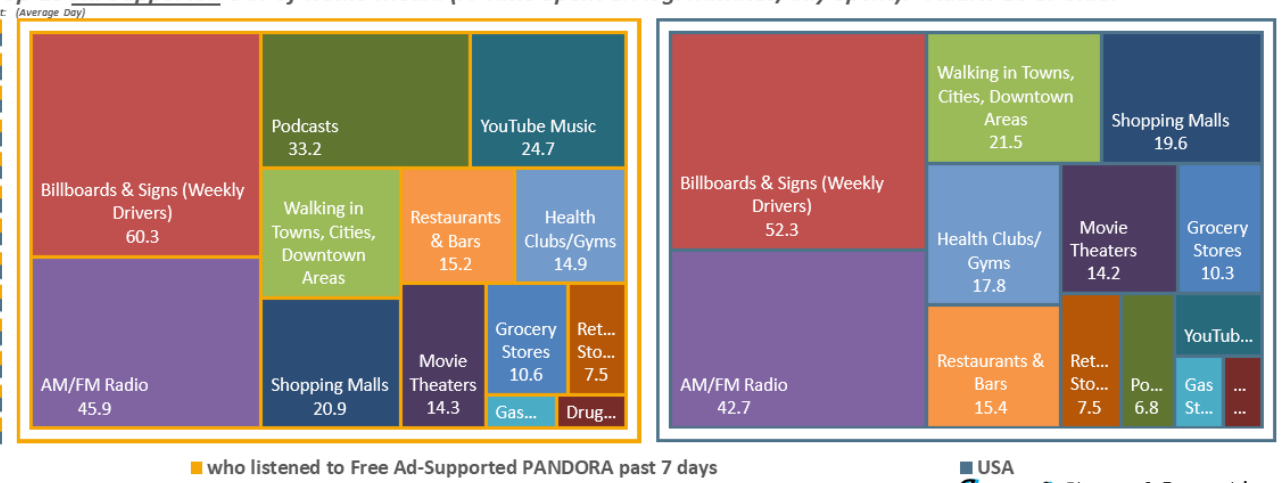
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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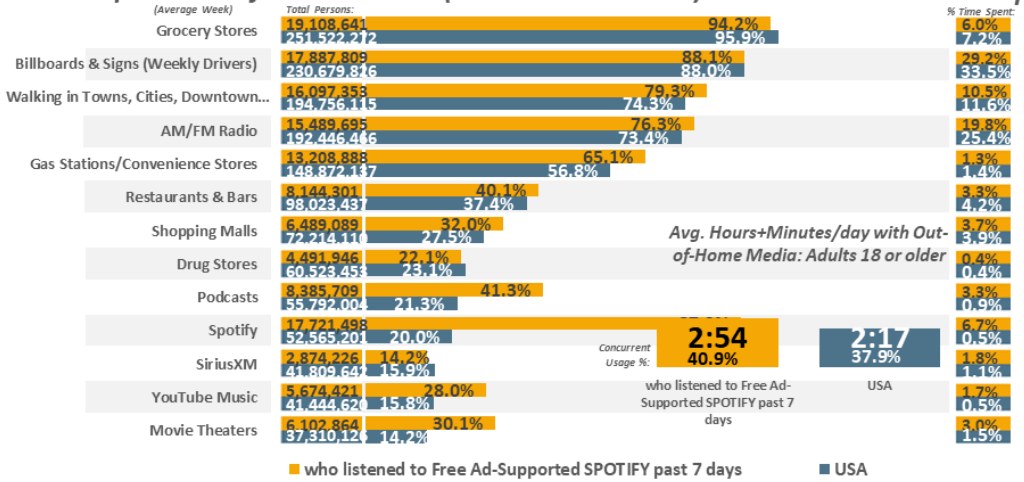
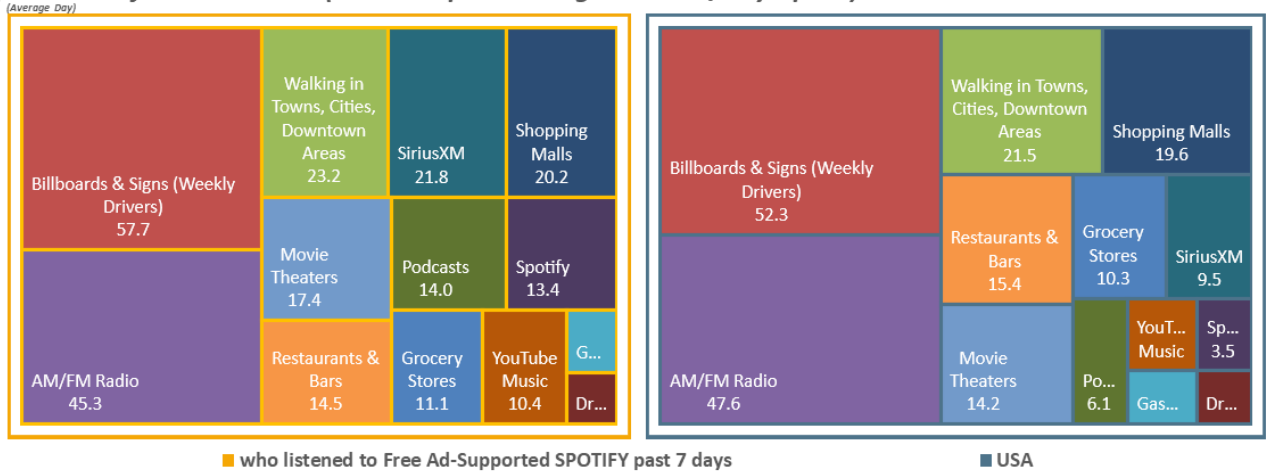
Audio streaming services used past 7 days: Pandora (free)

17,887,809 or 88.1% of Adults 18 or older who listened to Free Ad-Supported SPOTIFY past 7 days spend an average of 57.7 minutes per day driving, seeing Billboards and Signs. 72.7% Listen to Local Radio Stations Out-of-Home for an average of 42.1 minutes/

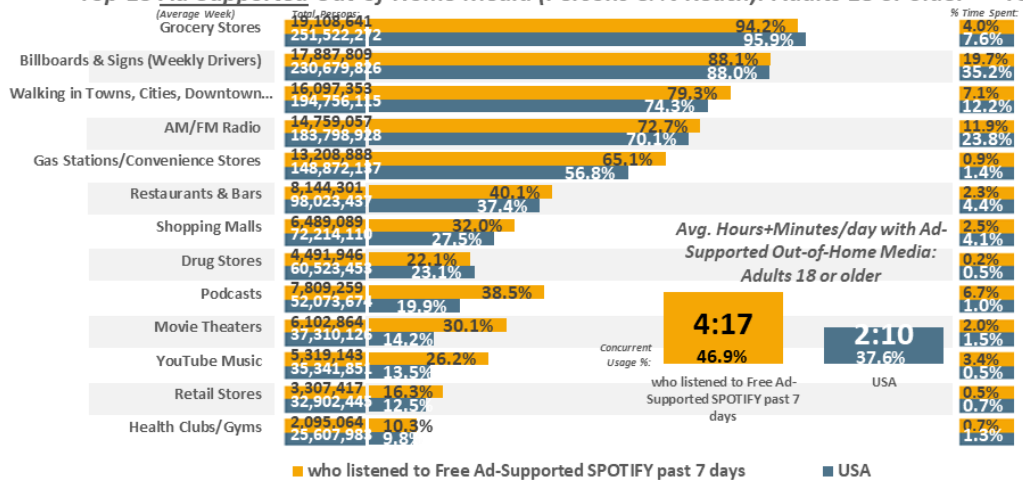
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



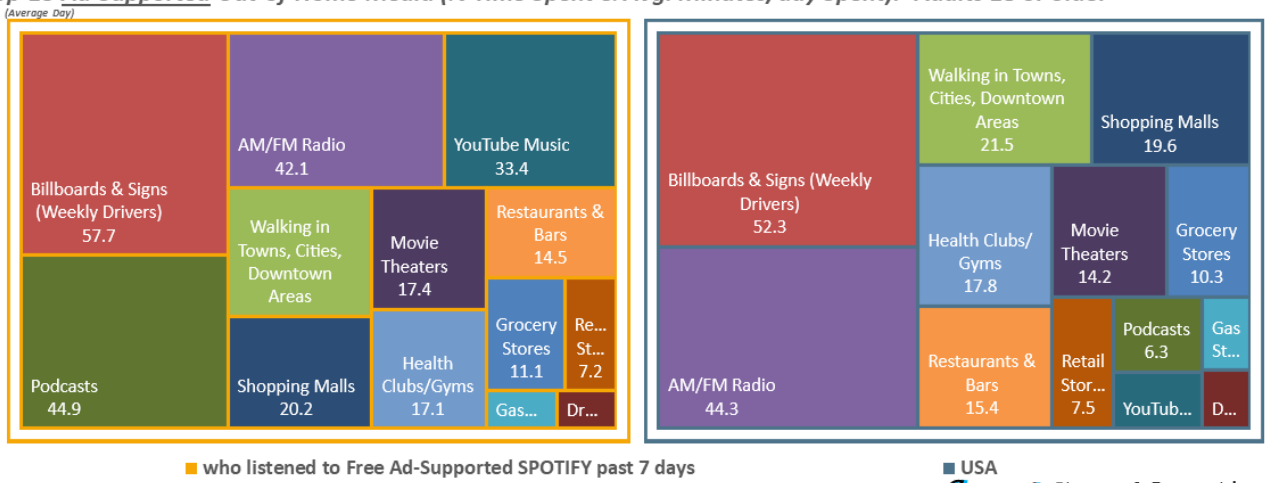
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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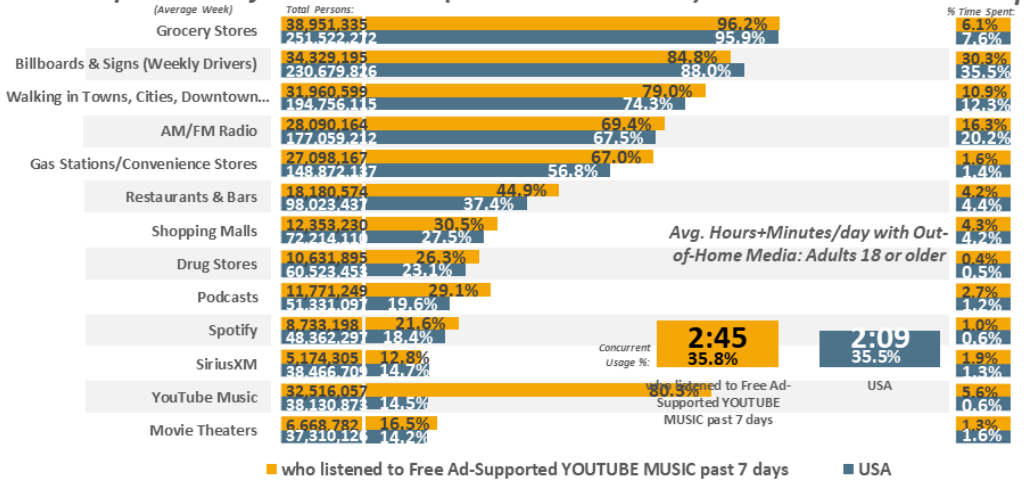
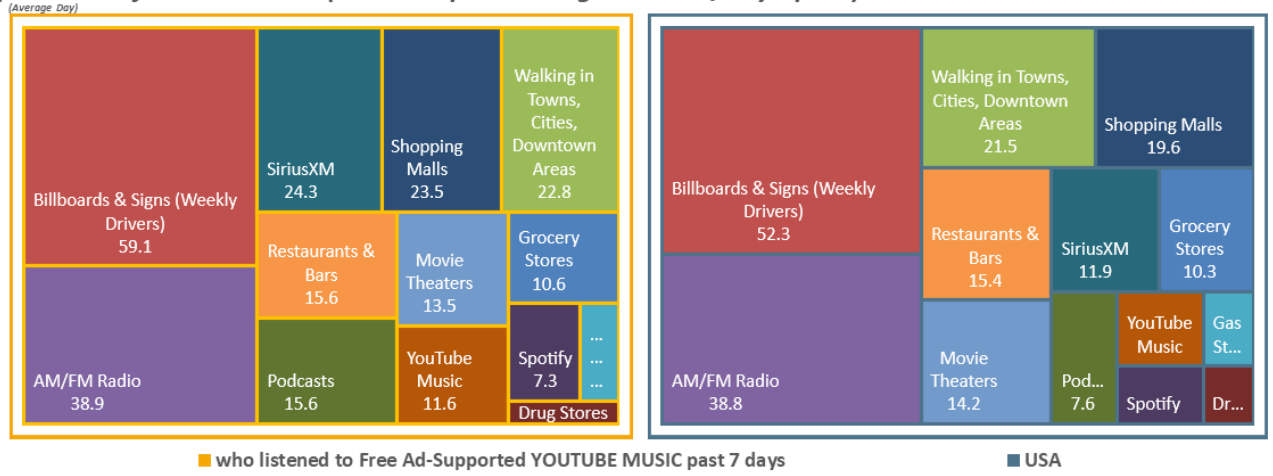
Audio streaming services used past 7 days: Spotify (free)

34,329,195 or 84.8% of Adults 18 or older who listened to Free Ad-Supported YOUTUBE MUSIC past 7 days spend an average of 59.1 minutes per day driving, seeing Billboards and Signs. 66.7% Listen to Local Radio Stations Out-of-Home for an average of 36.9 mi

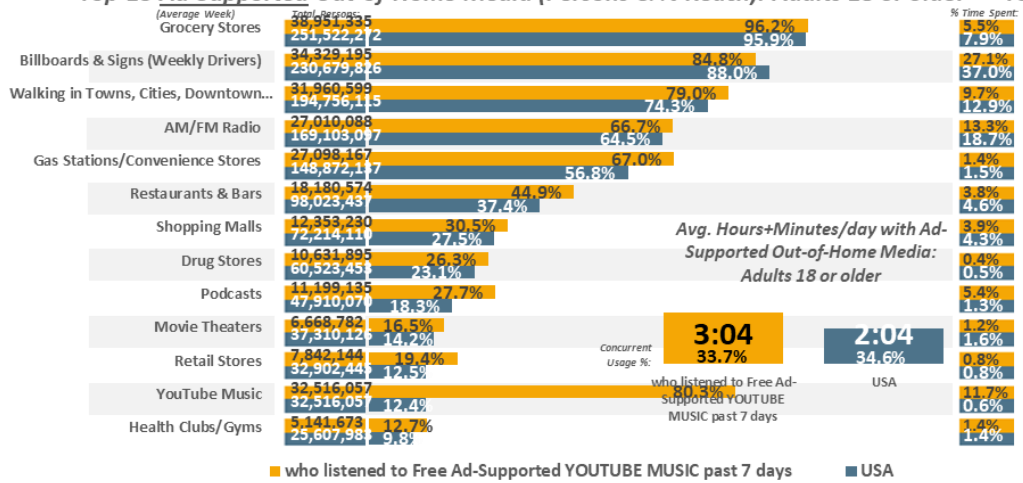
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



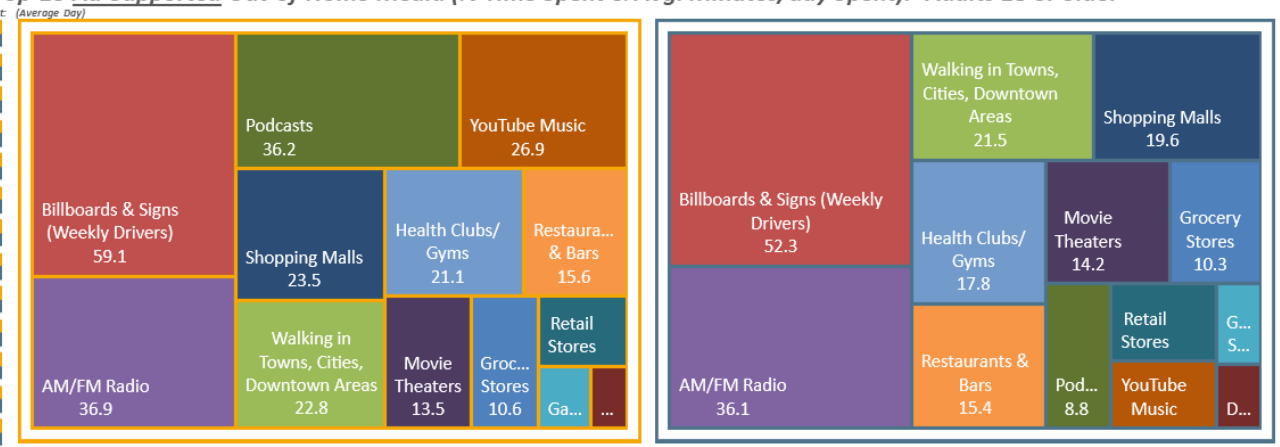
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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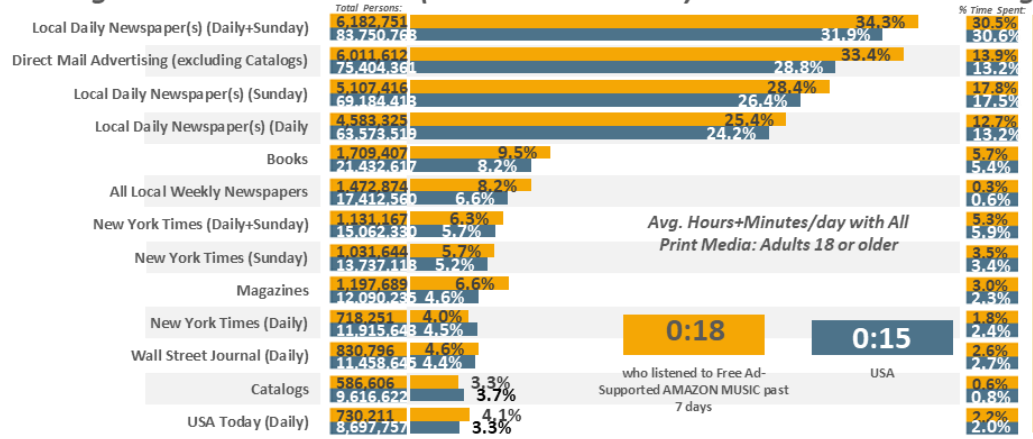
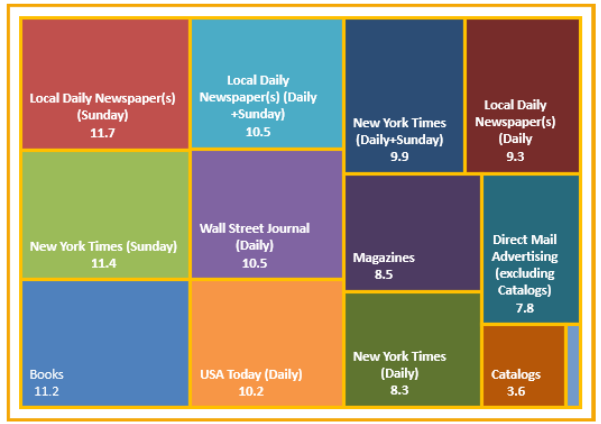
Audio streaming services used past 7 days: TuneIn (free)

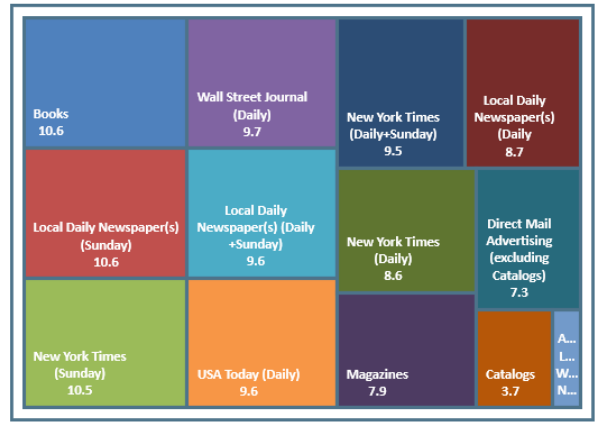
6,182,751 or 34.3% of Adults 18 or older who listened to Free Ad-Supported AMAZON MUSIC past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.5 minutes every day representing 32.4% of all time spent daily with All forms of Print M

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



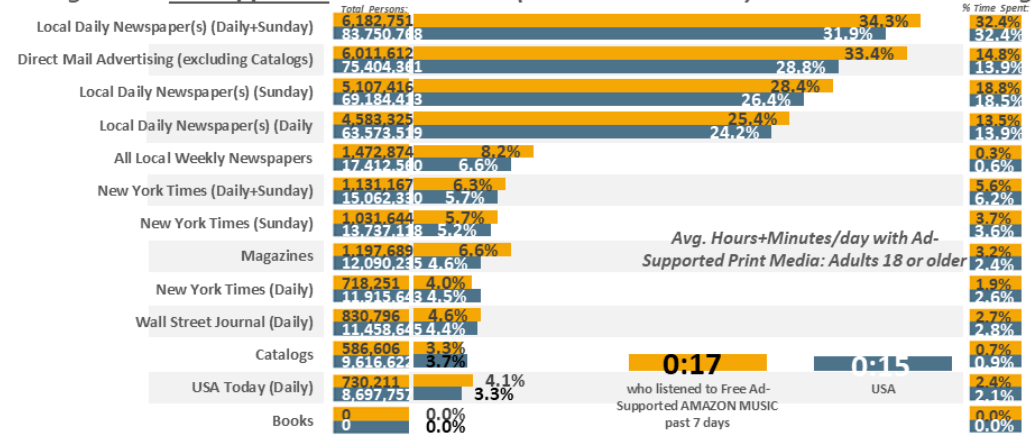
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



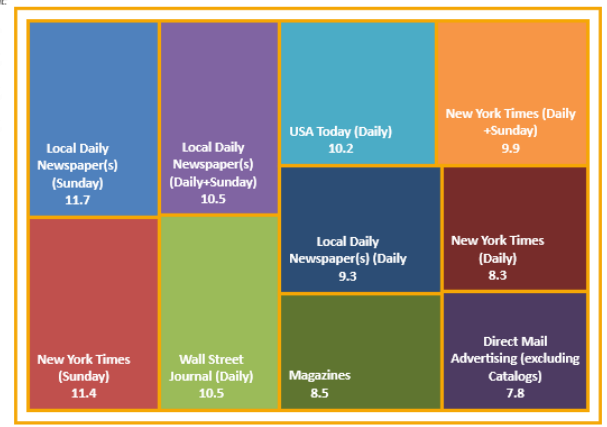


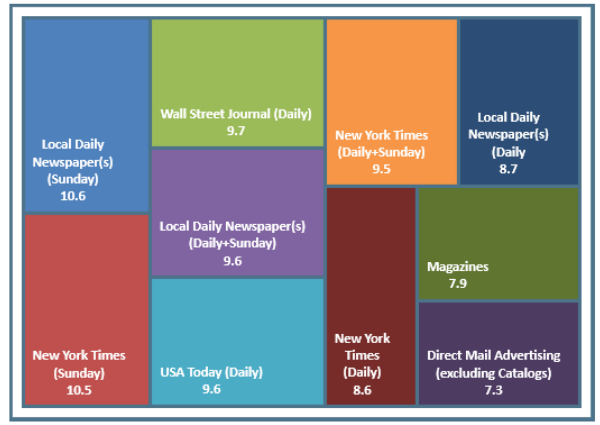
who listened to Free Ad-Supported AMAZON MUSIC past 7 days USA

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



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





who listened to Free Ad-Supported AMAZON MUSIC past 7 days USA

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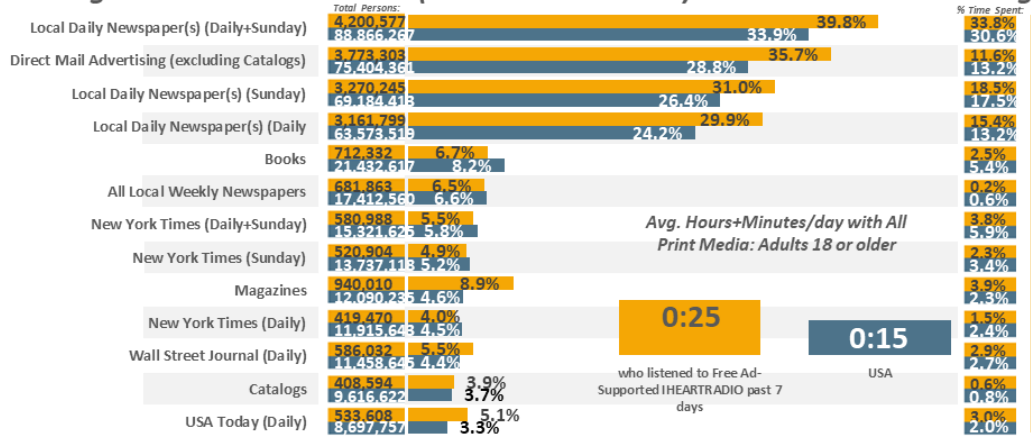
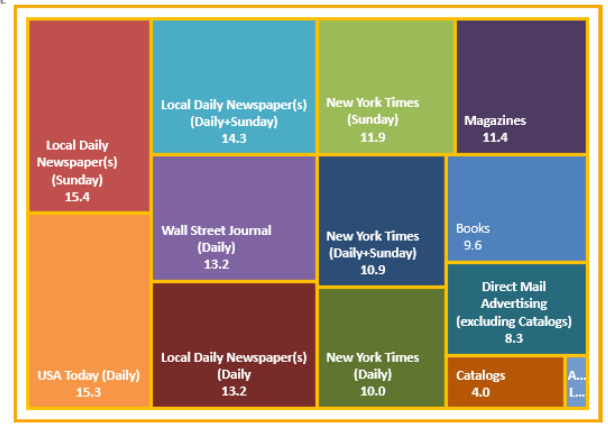
Audio streaming services used past 7 days: Amazon Music (free)

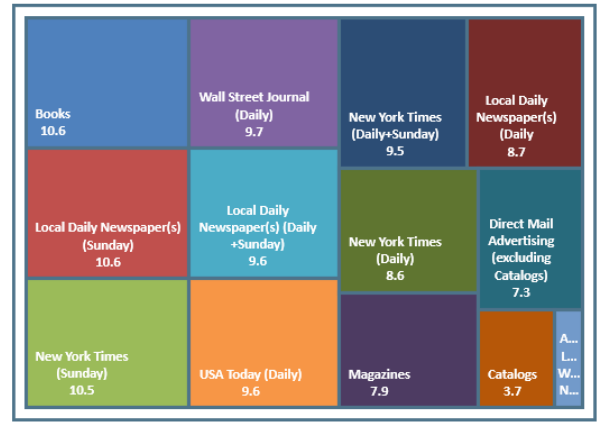
4,200,577 or 39.8% of Adults 18 or older who listened to Free Ad-Supported IHEARTRADIO past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 14.3 minutes every day representing 34.7% of all time spent daily with All forms of Print Me

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

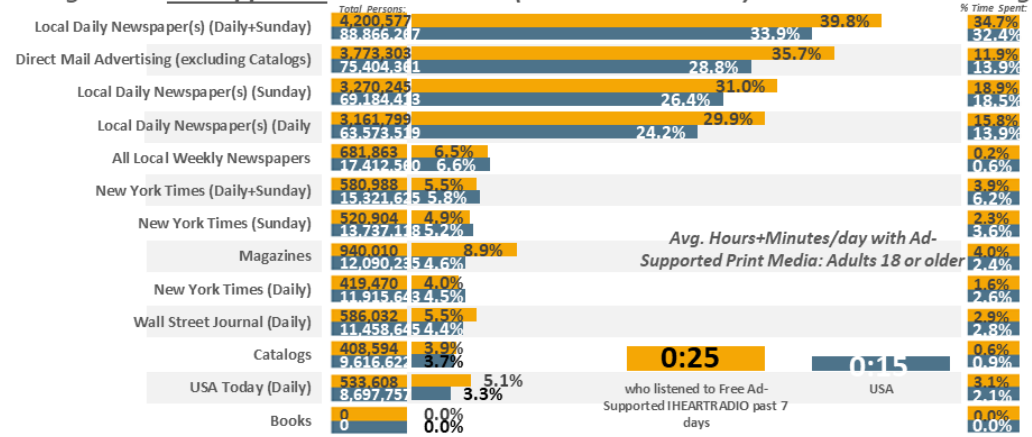


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

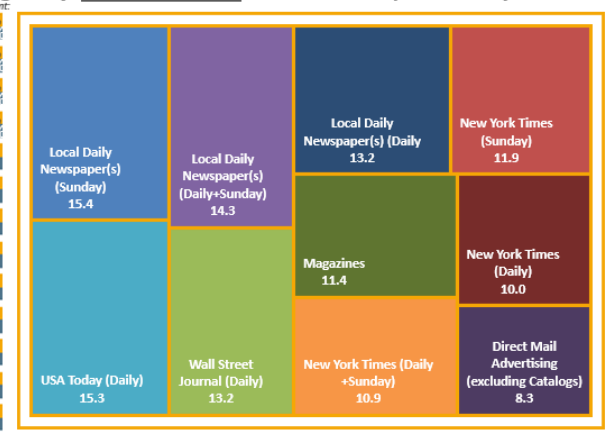


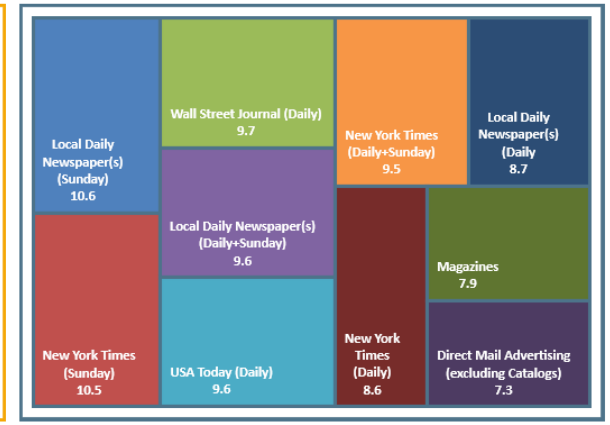


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





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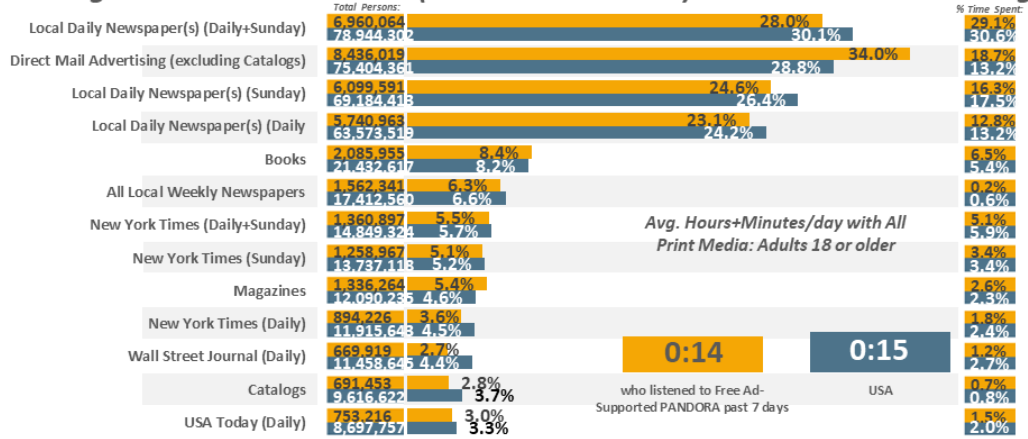
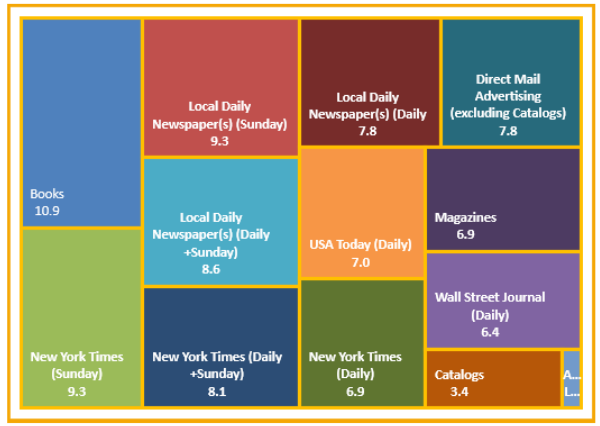
Audio streaming services used past 7 days: iHeartRadio (free)

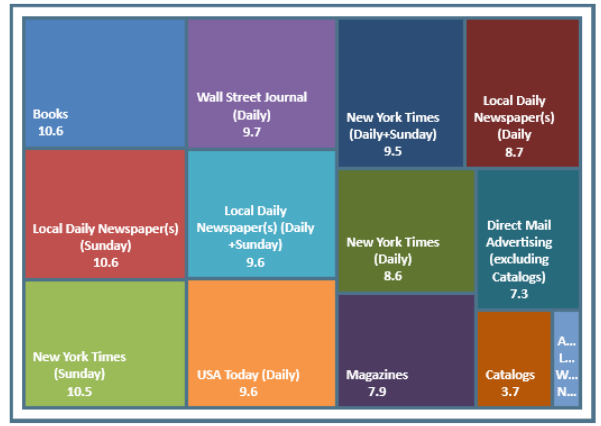
6,960,064 or 28.% of Adults 18 or older who listened to Free Ad-Supported PANDORA past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 31.1% of all time spent daily with All forms of Print Media.

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

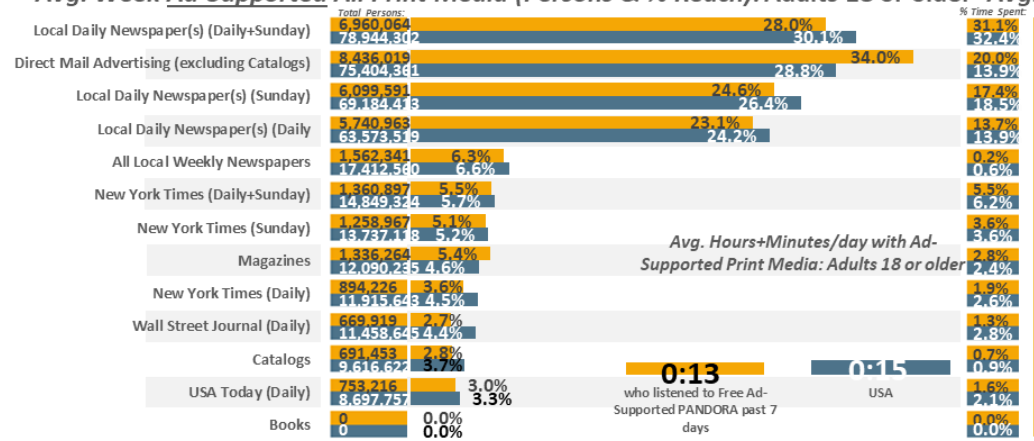


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

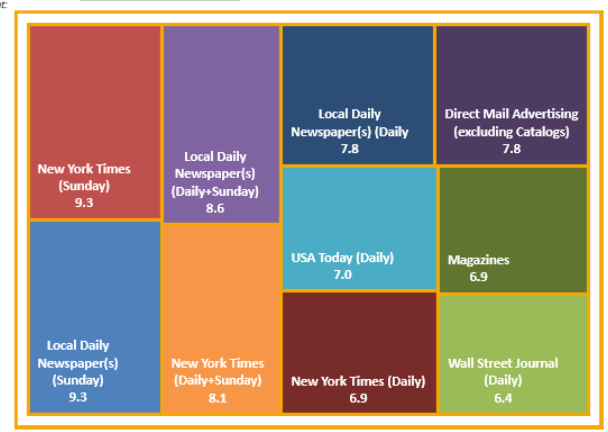


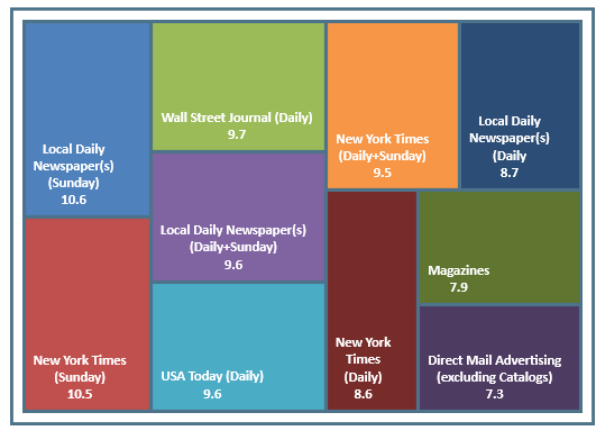


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





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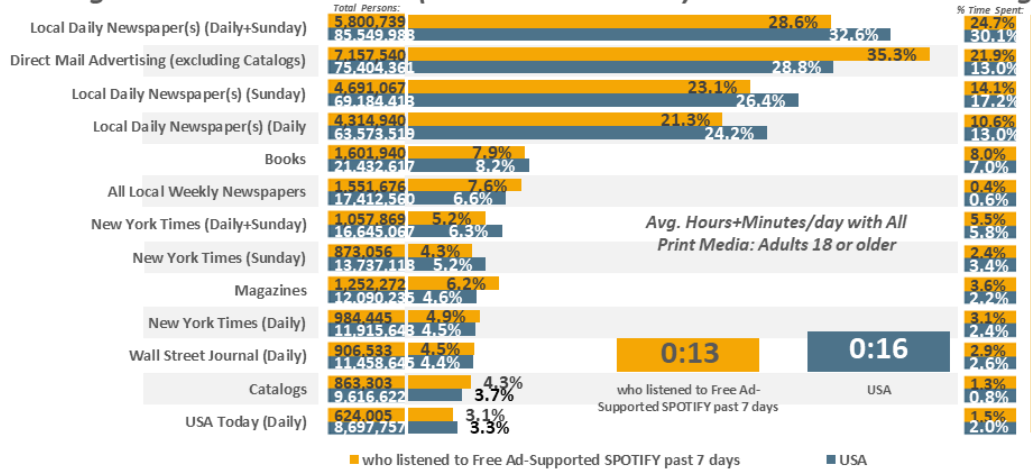
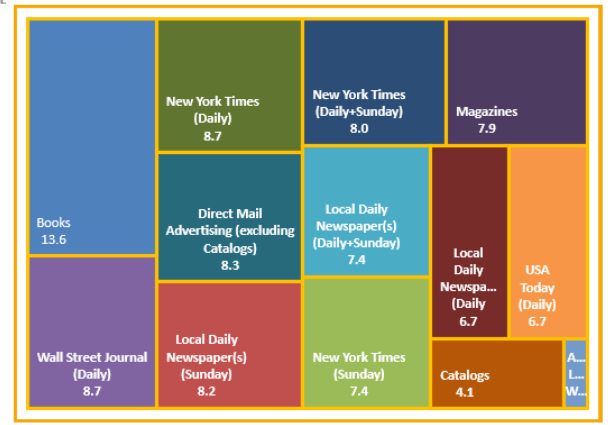
Audio streaming services used past 7 days: Pandora (free)

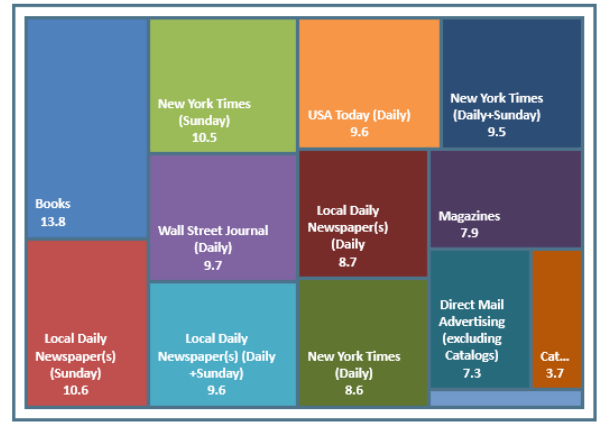
5,800,739 or 28.6% of Adults 18 or older who listened to Free Ad-Supported SPOTIFY past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.4 minutes every day representing 26.8% of all time spent daily with All forms of Print Media.

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

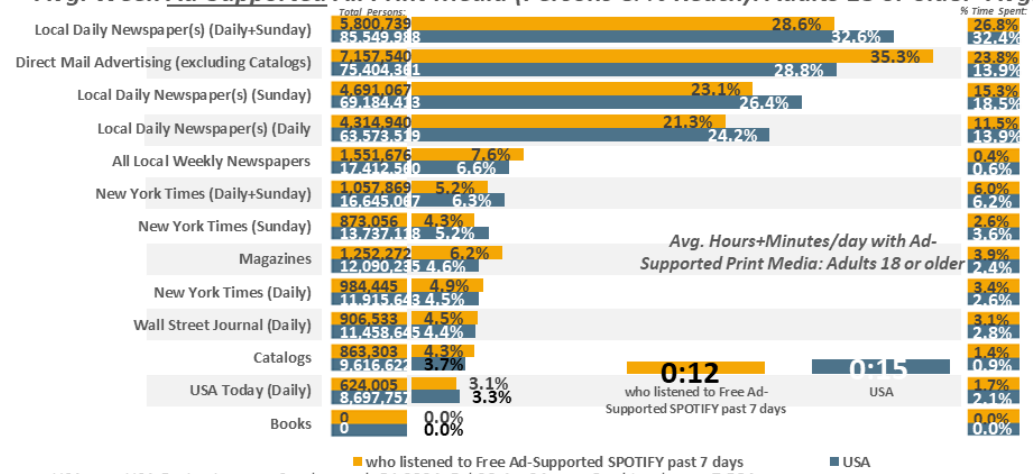


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

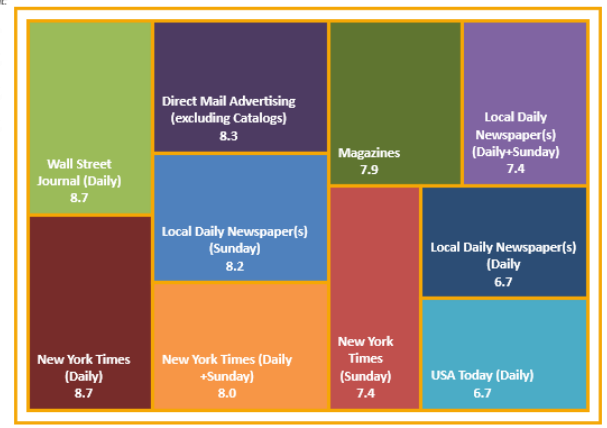


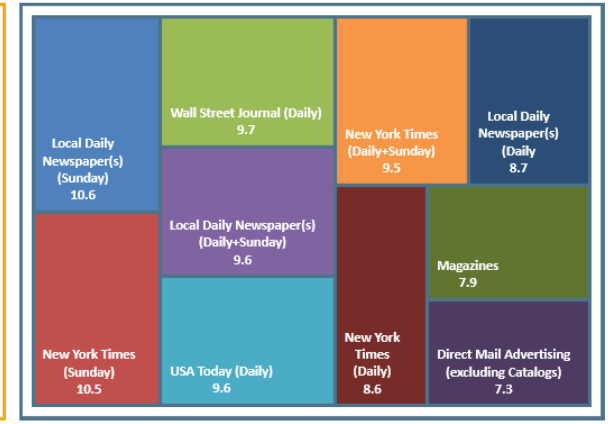


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 7,564

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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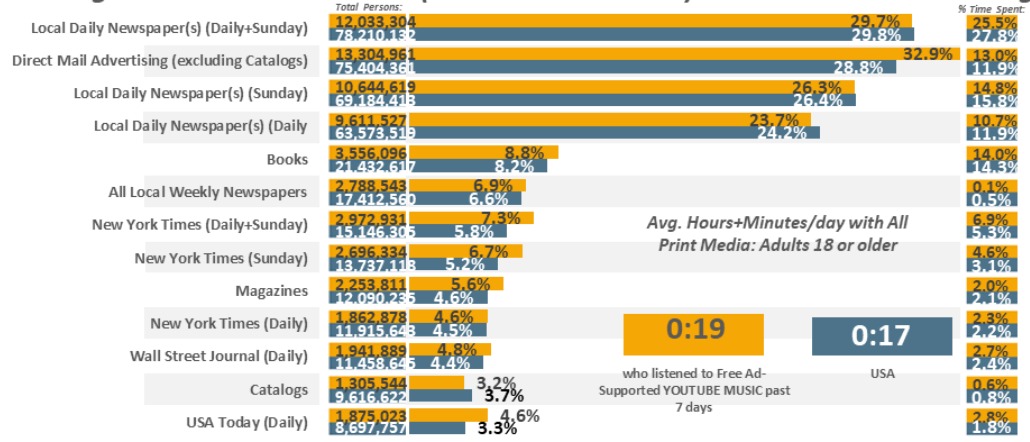
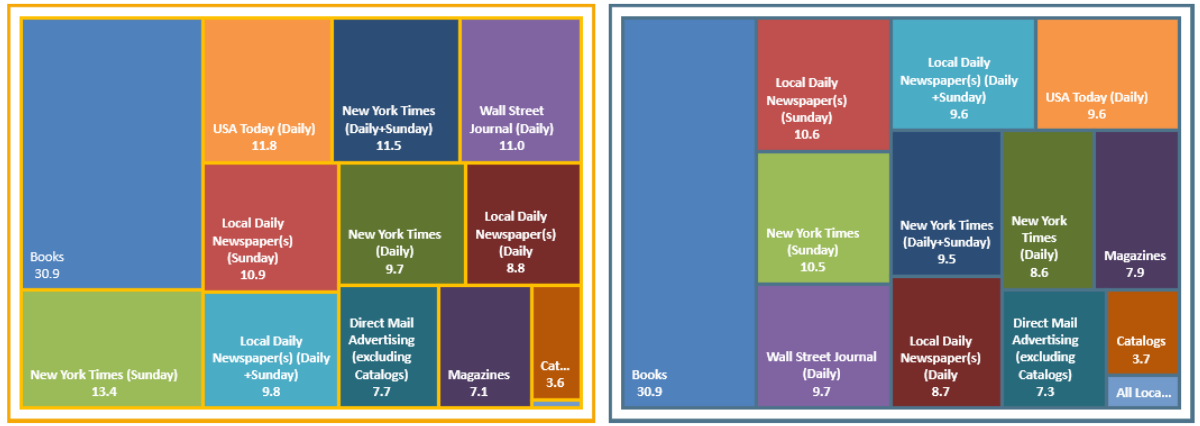
Audio streaming services used past 7 days: Spotify (free)

12,033,304 or 29.7% of Adults 18 or older who listened to Free Ad-Supported YOUTUBE MUSIC past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 29.6% of all time spent daily with All forms of Print

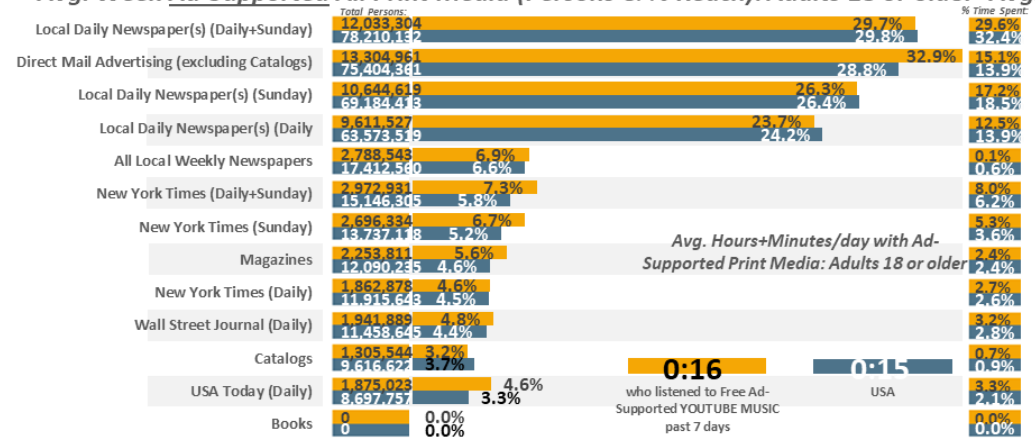
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



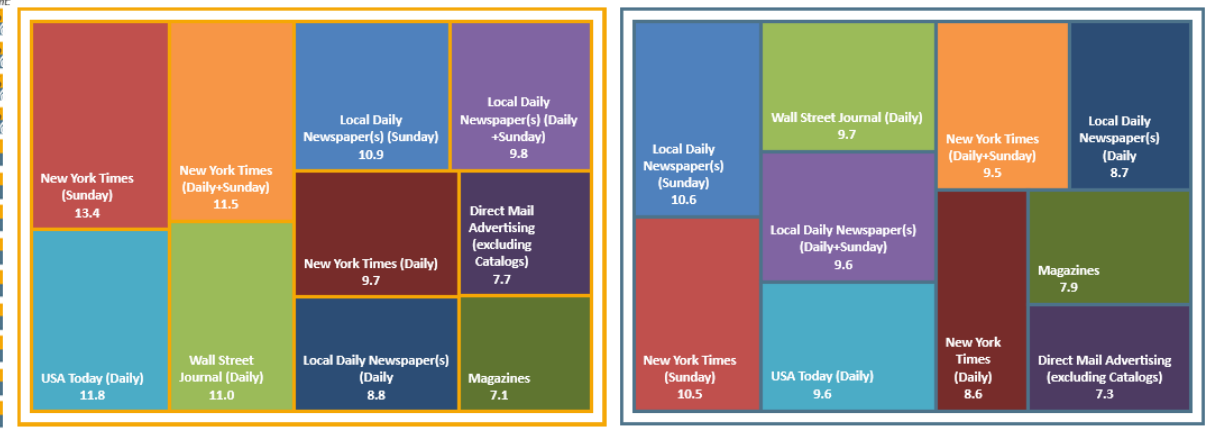
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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Audio streaming services used past 7 days: TuneIn (free)