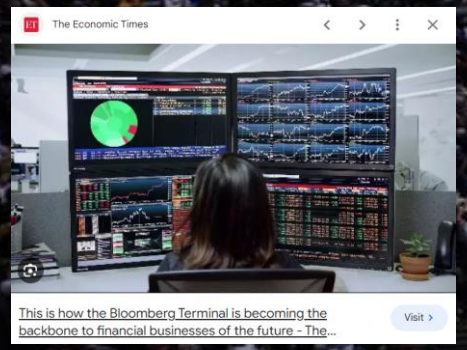
USA – 5 Types of WNBA Fans!

Complete Demographic & Media Use Profiles

WNBA

Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ Attending 1-2, 3-9, 10+ WNBA Games, Streamed Online or Watched on TV in the past 12 months as of April 2024!



No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 1 - 2 games
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 3 - 9 games
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 10+ games
Sports streamed online past 12 months: WNBA
Sports watched on TV (broadcast or cable) past 12 months: WNBA

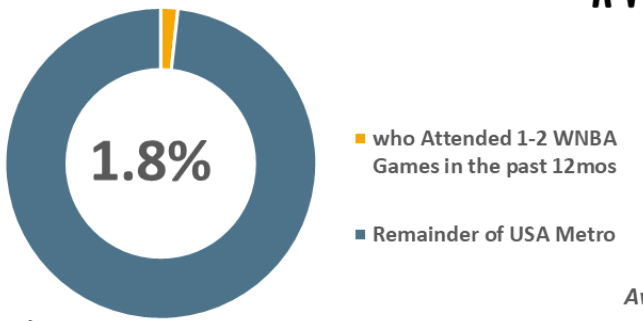
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB INC.

Attended 1-2 Games

1.8% or 4,637,091 of USA Adults 18 or older Attended 1-2 WNBA Games in the past 12mos.
Typical Adults 18 or older who Attended 1-2 WNBA Games in the past 12mos are 45.4 years old (7.1% younger than average) and have a $95,043 (6.% higher than average) annual household income.

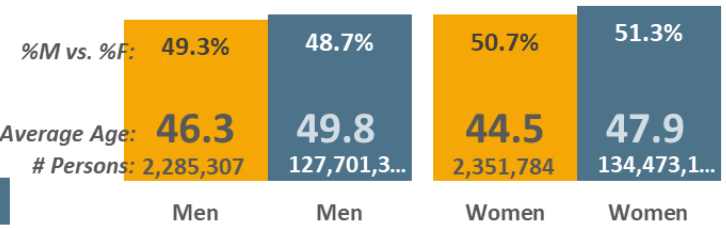
Percent of Market: Adults 18 or older



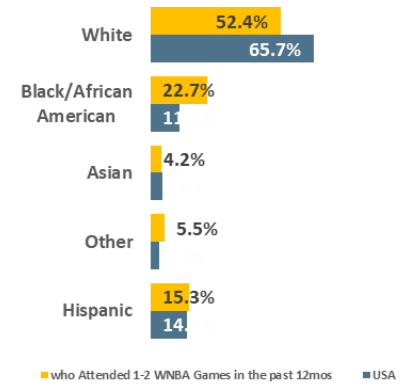
Total Persons:



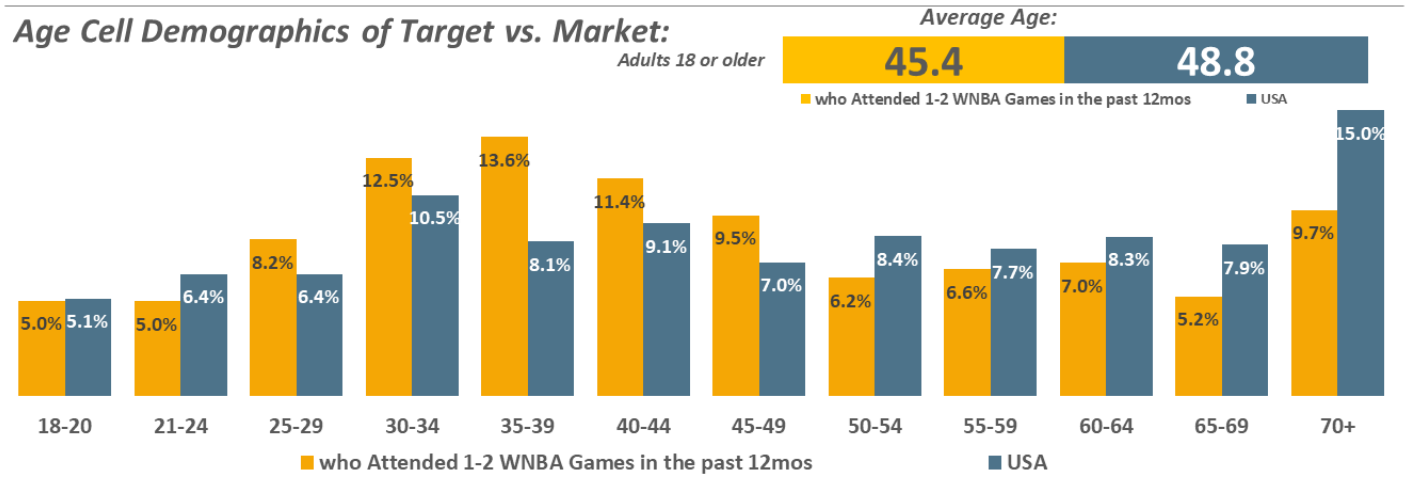
Gender of Target vs. Market: Adults 18 or older



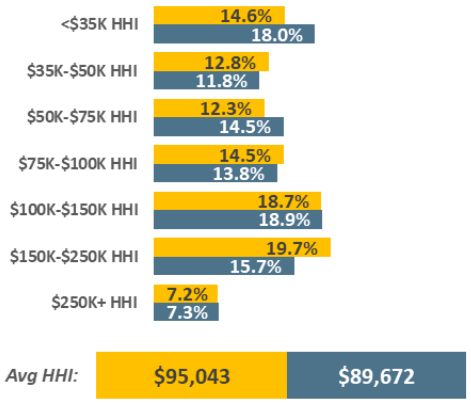
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $95,043 | $89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,852

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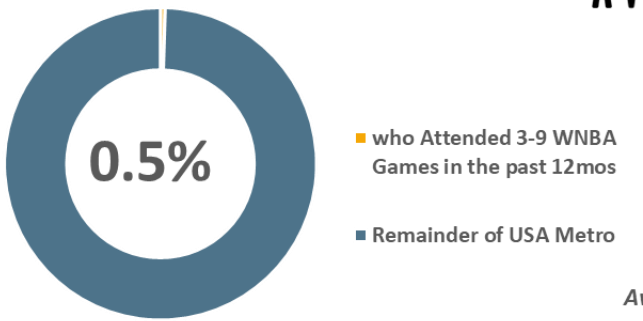
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 1 - 2 games

WNBA Attended 3-9 Games

.5% or 1,278,835 of USA Adults 18 or older Attended 3-9 WNBA Games in the past 12mos.
Typical Adults 18 or older who Attended 3-9 WNBA Games in the past 12mos are 43.6 years old (10.7% younger than average) and have a $79,056 (11.8% lower than average) annual household income.

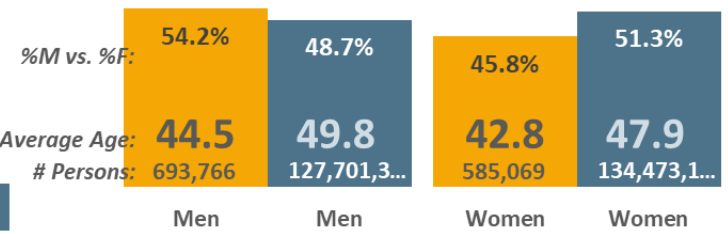
Percent of Market: Adults 18 or older



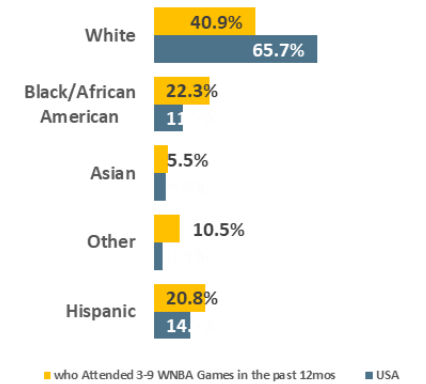
Total Persons:



Gender of Target vs. Market: Adults 18 or older



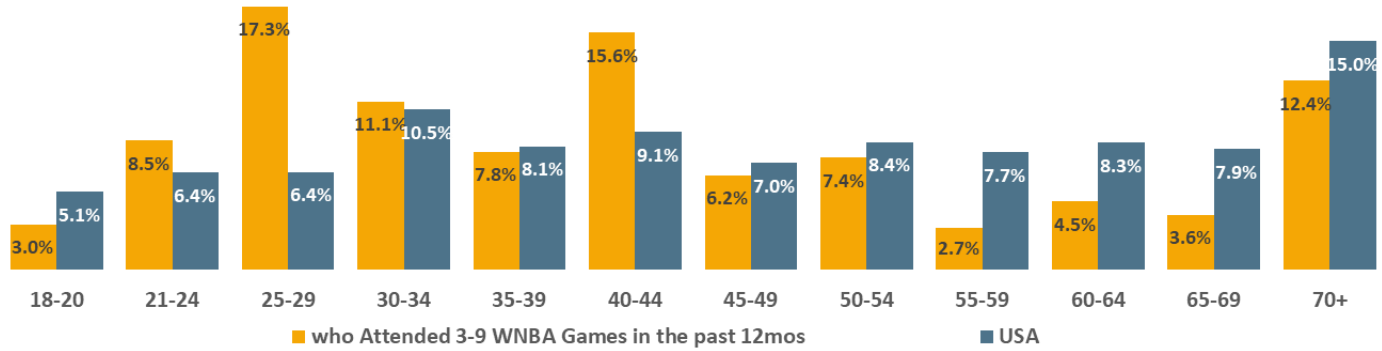
Ethnicity of Target vs. Market:



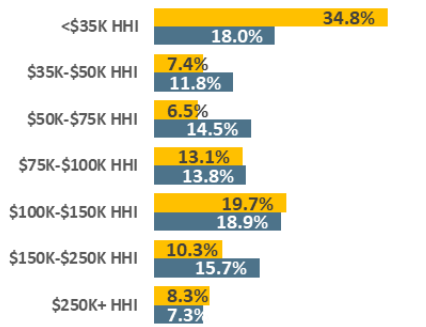
Age Cell Demographics of Target vs. Market:

Average Age:





HHI of Target vs. Market:



Avg HHI:



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,852

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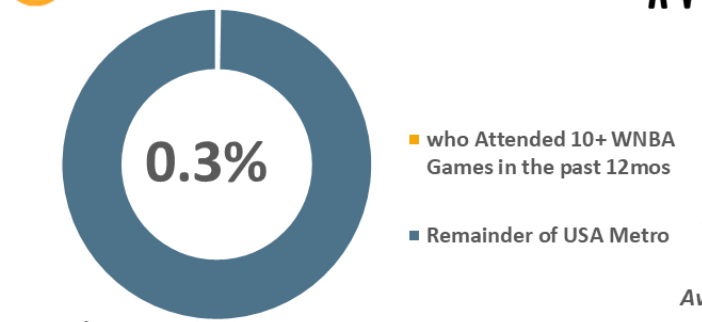
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 3 - 9 games

WNBA Attended 10+ Games

.3% or 700,922 of USA Adults 18 or older Attended 10+ WNBA Games in the past 12mos.
Typical Adults 18 or older who Attended 10+ WNBA Games in the past 12mos are 47.3 years old (3.2% younger than average) and have a $73,763 (17.7% lower than average) annual household income.

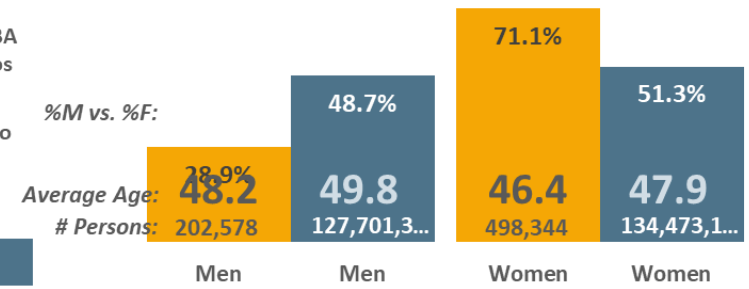
Percent of Market: Adults 18 or older



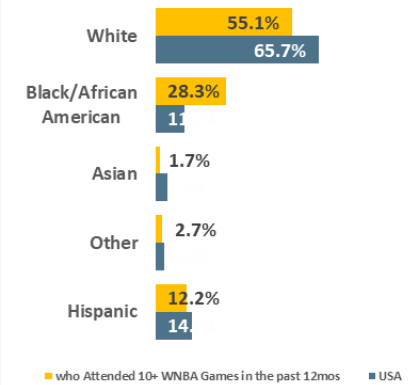
Total Persons:

700,922 | 261,473,578

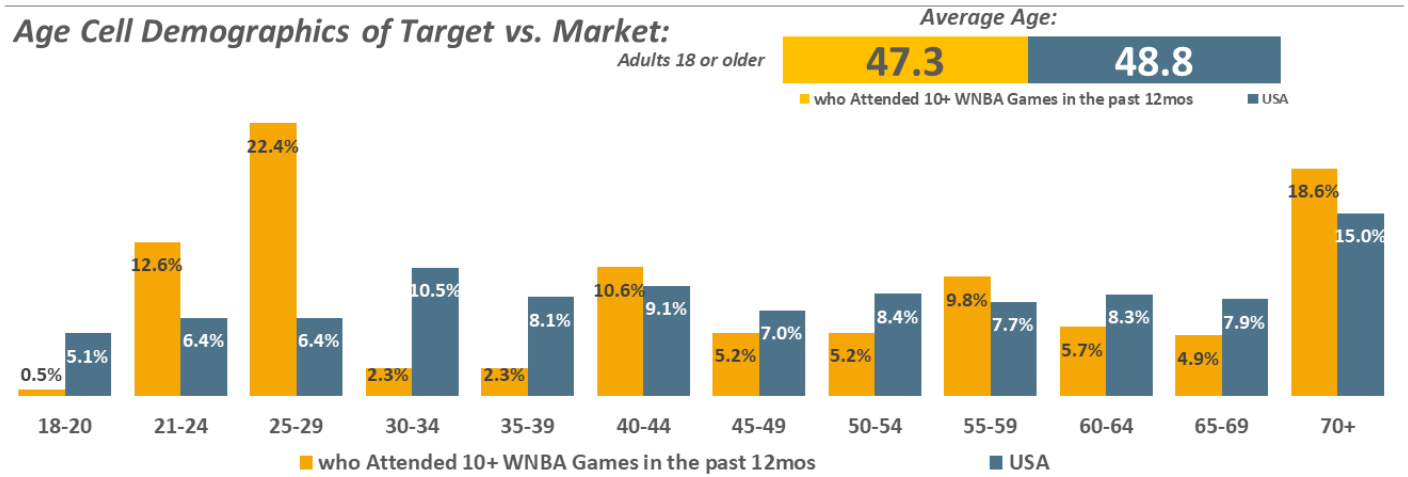
Gender of Target vs. Market: Adults 18 or older



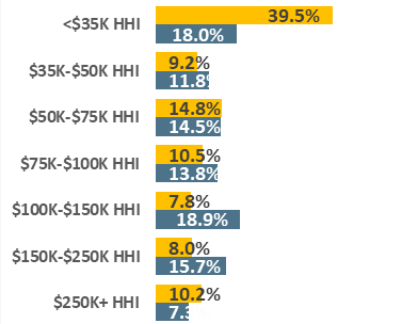
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $73,763 | $89,672

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,852*

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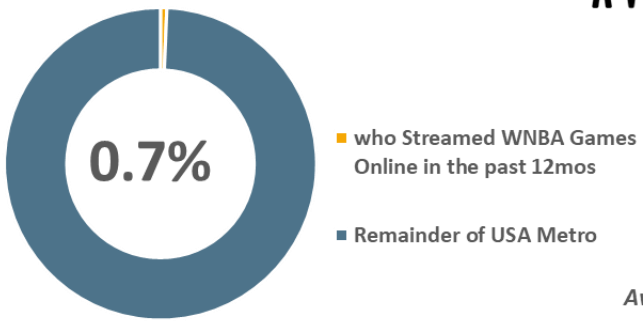
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 10+ games

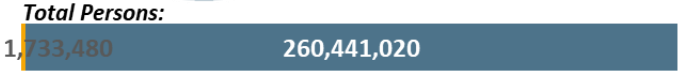
Streamed Online

.7% or 1,733,480 of USA Adults 18 or older Streamed WNBA Games Online in the past 12mos.
Typical Adults 18 or older who Streamed WNBA Games Online in the past 12mos are 44.6 years old (8.6% younger than average) and have a $99,684 (11.2% higher than average) annual household income.

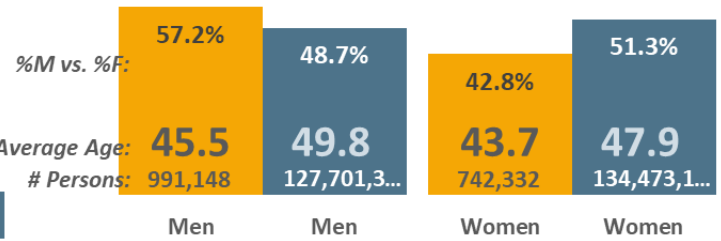
Percent of Market: Adults 18 or older



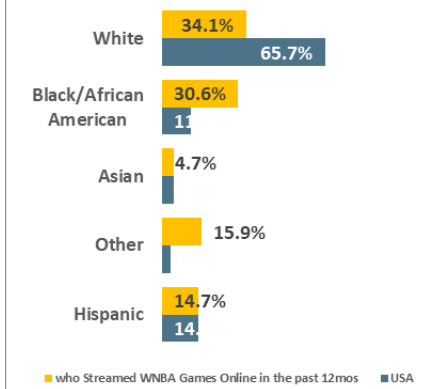
Total Persons:



Gender of Target vs. Market: Adults 18 or older

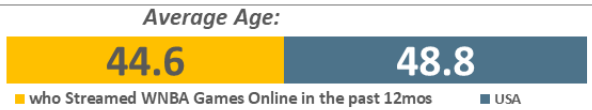


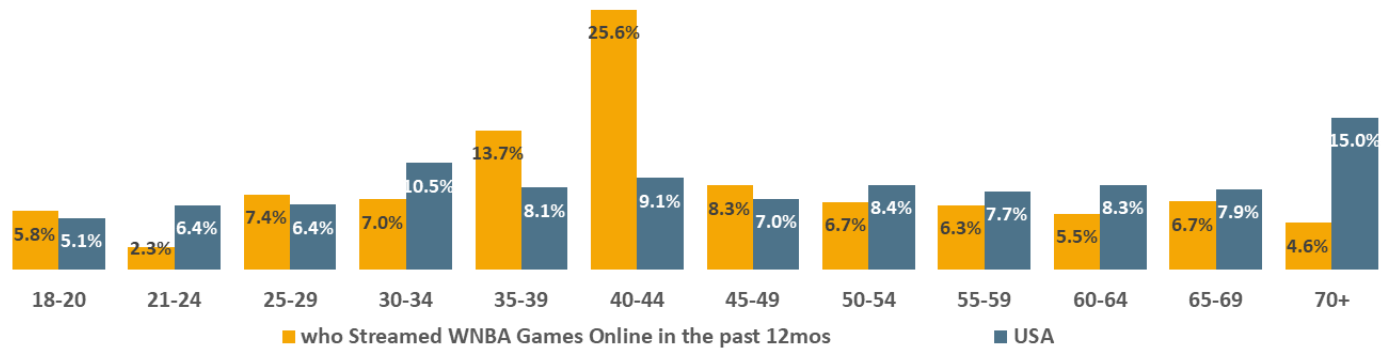
Ethnicity of Target vs. Market:



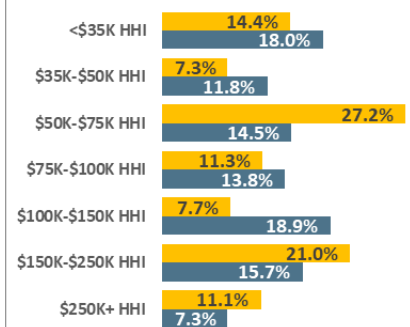
Age Cell Demographics of Target vs. Market:

Average Age:





HHI of Target vs. Market:



Avg HHI:



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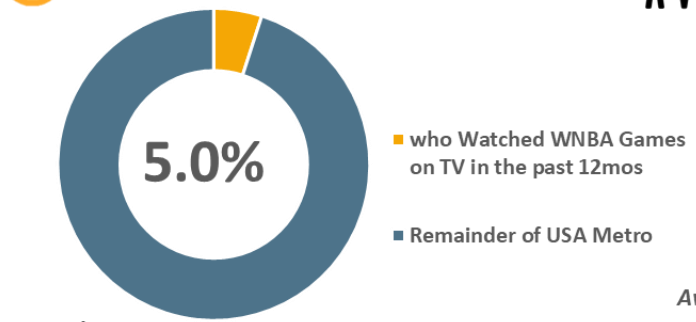
Watched on TV or Cable

5.% or 13,058,927 of USA Adults 18 or older Watched WNBA Games on TV in the past 12mos.
Typical Adults 18 or older who Watched WNBA Games on TV in the past 12mos are 56.4 years old (15.4% older than average) and have a $85,564 (4.6% lower than average) annual household income.

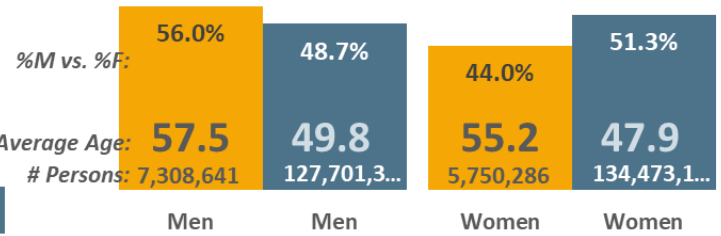
Percent of Market: Adults 18 or older



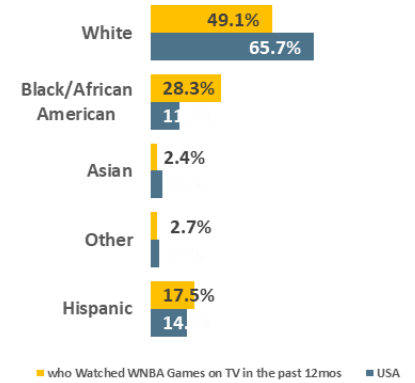
Total Persons:



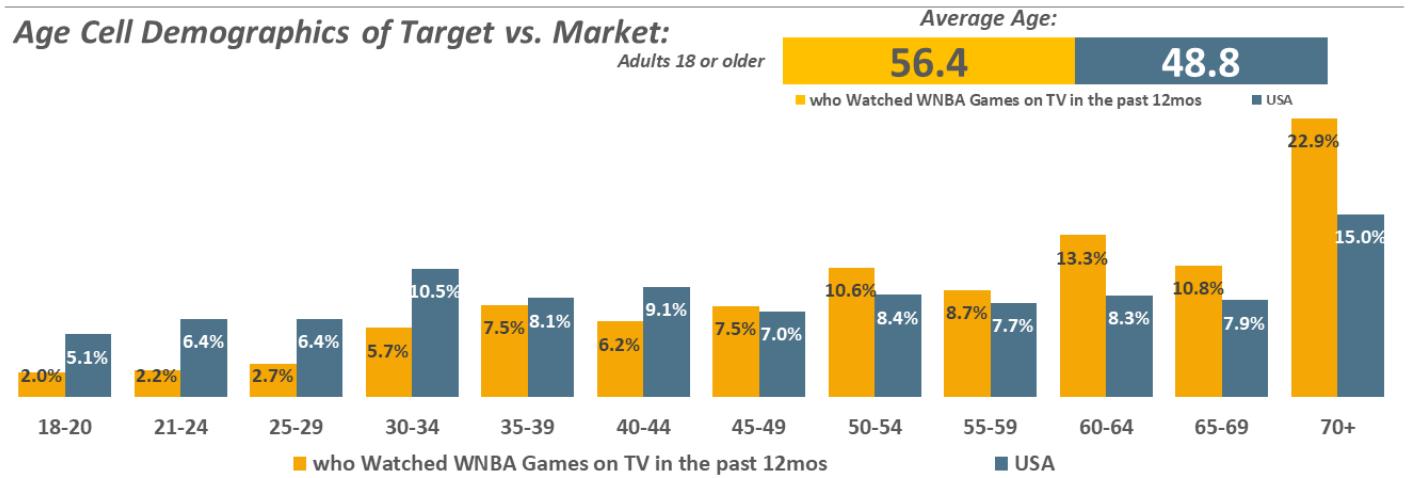
Gender of Target vs. Market: Adults 18 or older



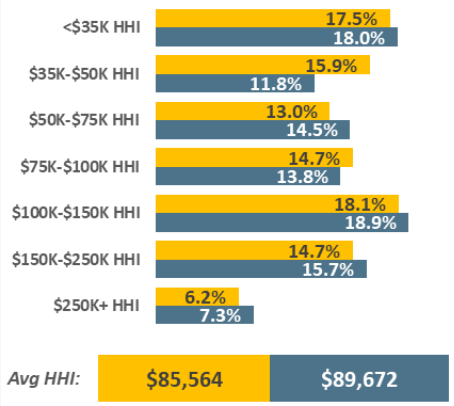
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $85,564 $89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,852

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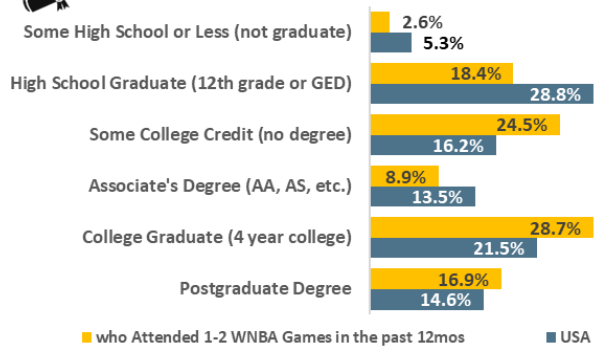
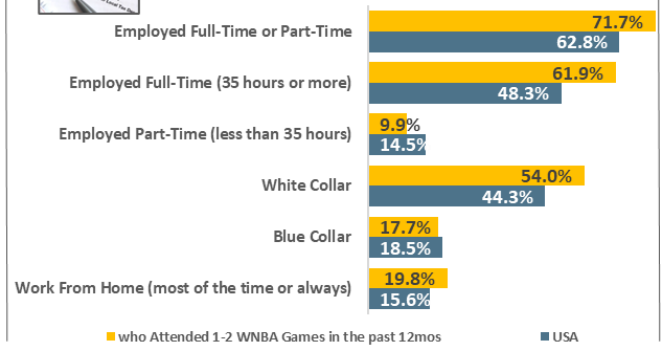
Attended 1-2 Games

1.8% or 4,637,091 of USA Adults 18 or older Attended 1-2 WNBA Games in the past 12mos.
Adults 18 or older who Attended 1-2 WNBA Games in the past 12mos are 26.3% more likely to be a college graduate, 28.2% more likely to work full-time, 2.8% more likely to be married, 17.2% more likely to be a parent of 1 or more children under 18.

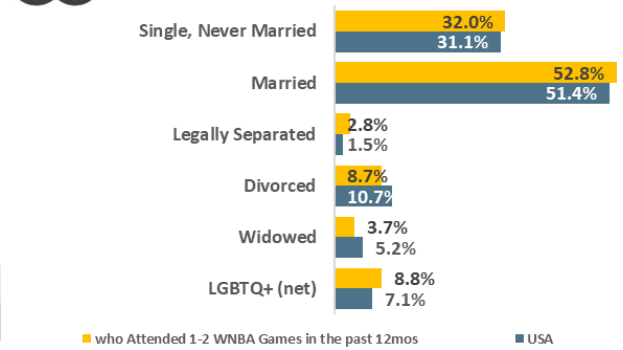
Education Levels: Adults 18 or older



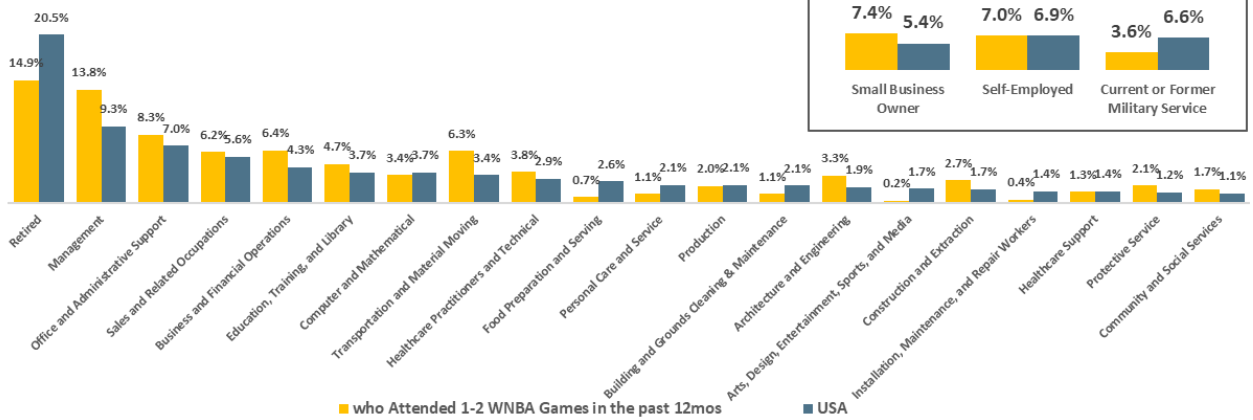
Employment: Adults 18 or older



Marital Status: Adults 18 or older

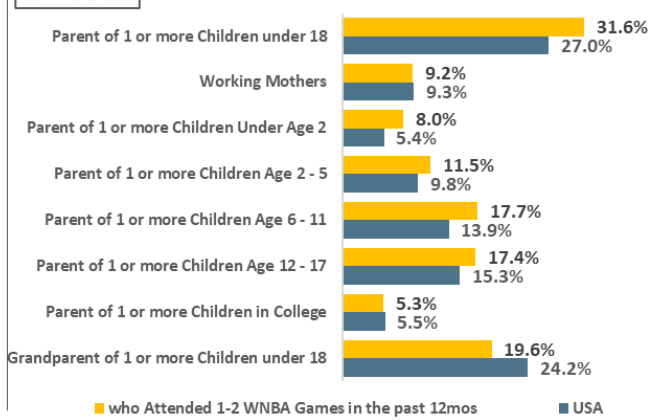


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



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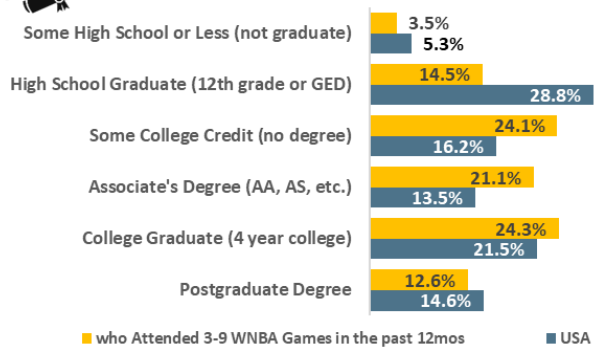
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 1 - 2 games

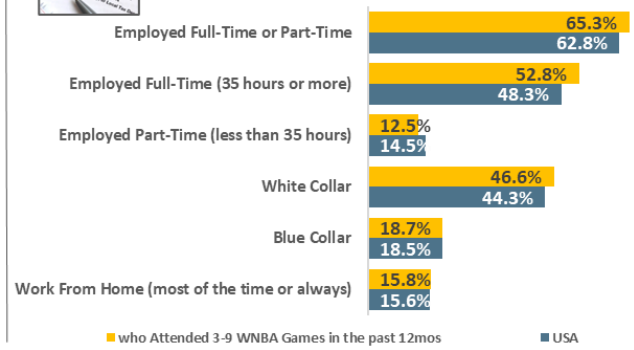
Attended 3-9 Games

.5% or 1,278,835 of USA Adults 18 or older Attended 3-9 WNBA Games in the past 12mos.
Adults 18 or older who Attended 3-9 WNBA Games in the past 12mos are 2.2% more likely to be a college graduate, 9.4% more likely to work full-time, 11.3% less likely to be married, 33.8% more likely to be a parent of 1 or more children under 18.

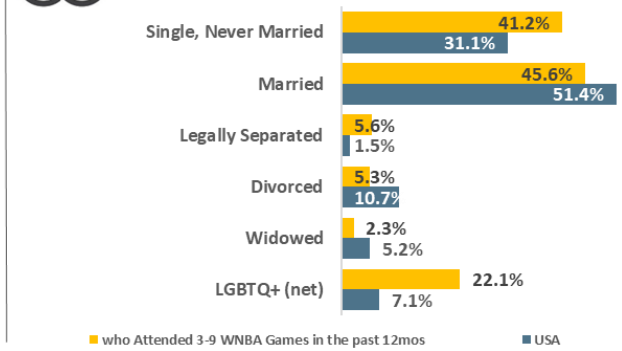
Education Levels: Adults 18 or older



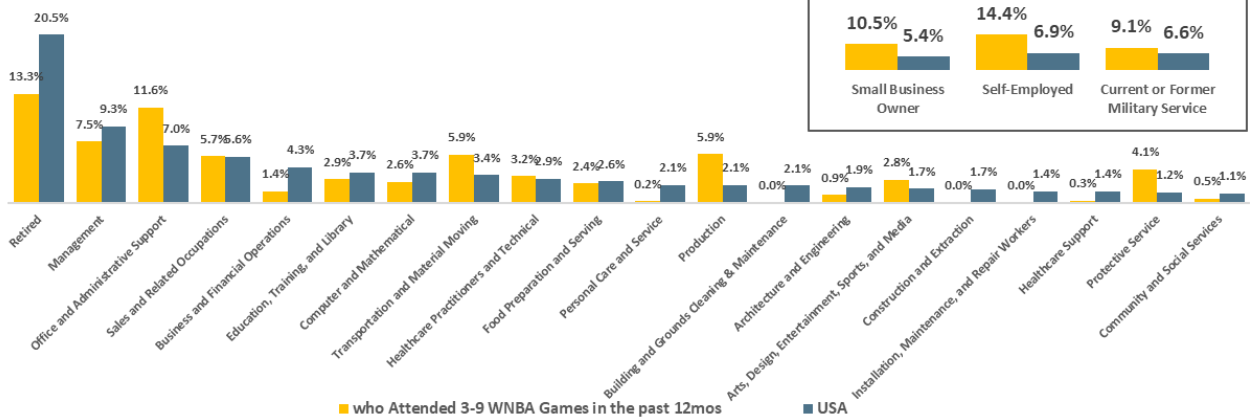
Employment: Adults 18 or older



Marital Status: Adults 18 or older

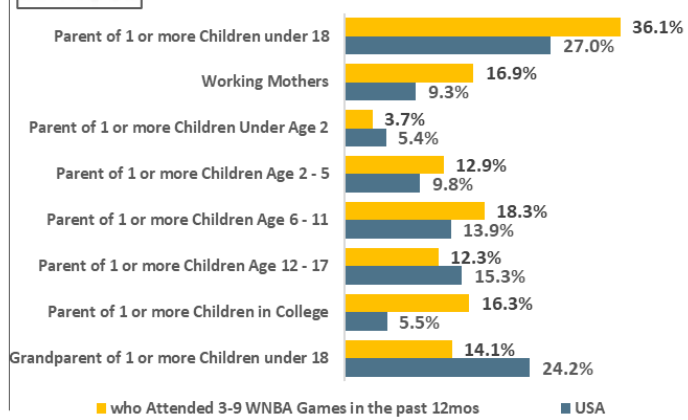


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,852

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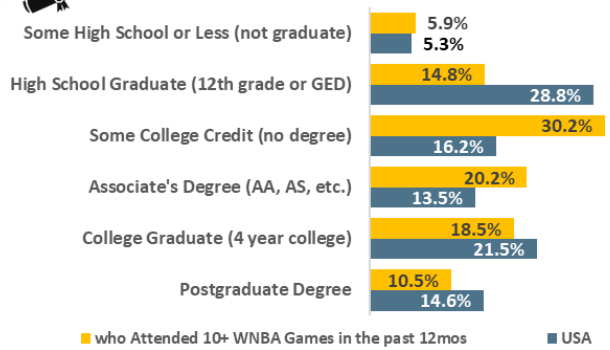
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 3 - 9 games

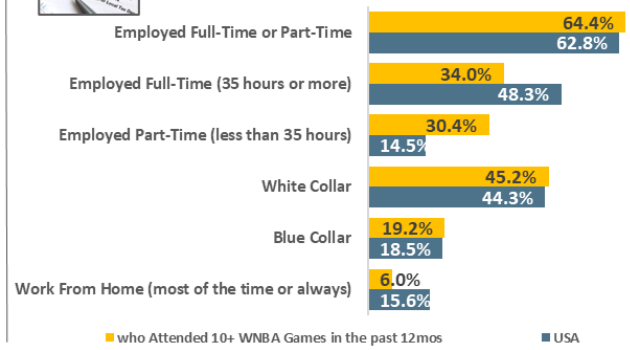
Attended 10+ Games

.3% or 700,922 of USA Adults 18 or older Attended 10+ WNBA Games in the past 12mos.
Adults 18 or older who Attended 10+ WNBA Games in the past 12mos are 19.9% less likely to be a college graduate, 29.5% less likely to work full-time, 17.1% less likely to be married, 22.7% more likely to be a parent of 1 or more children under 18.

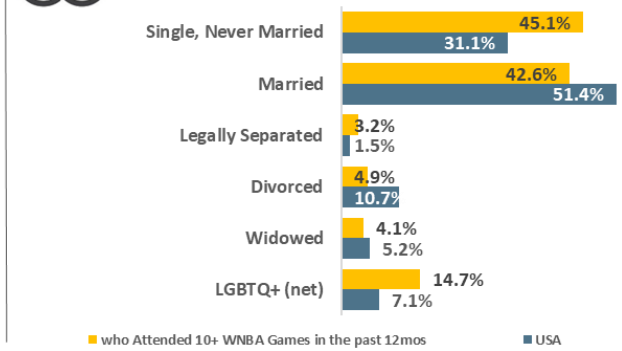
Education Levels: Adults 18 or older



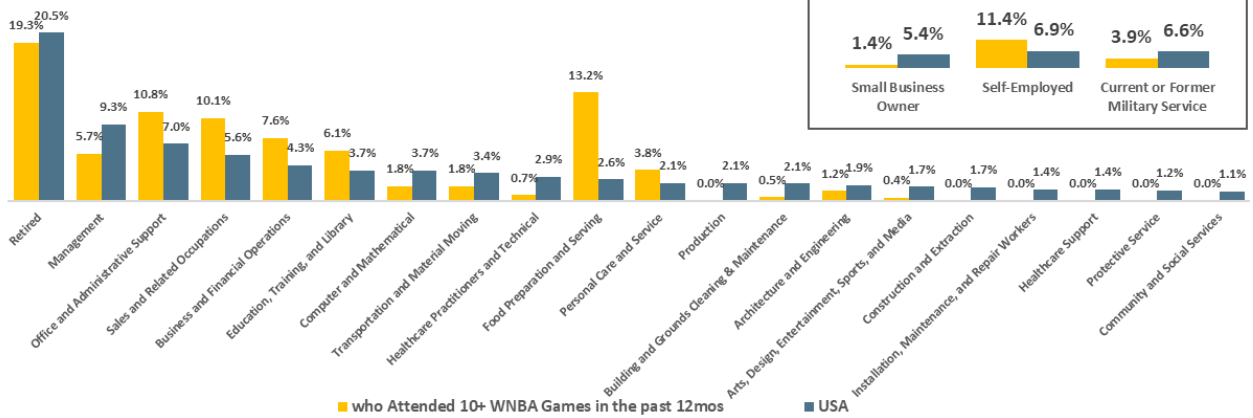
Employment: Adults 18 or older



Marital Status: Adults 18 or older

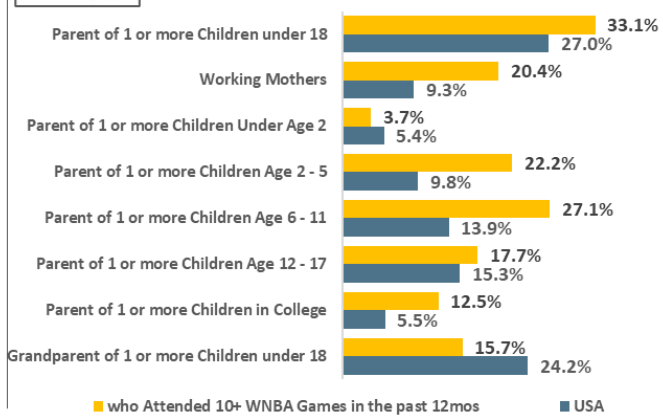


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,852

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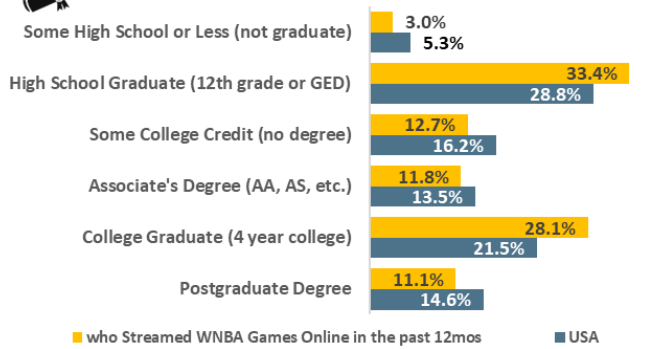
©

No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 10+ games

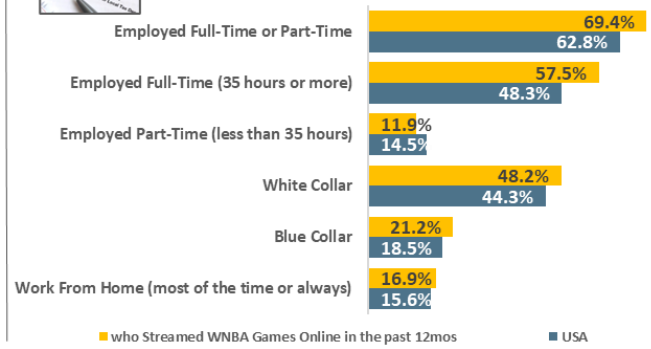
WNBA Streamed Online

.7% or 1,733,480 of USA Adults 18 or older Streamed WNBA Games Online in the past 12mos.
Adults 18 or older who Streamed WNBA Games Online in the past 12mos are 8.4% more likely to be a college graduate, 19.% more likely to work full-time, 18.9% less likely to be married, 32.3% more likely to be a parent of 1 or more children under 18.

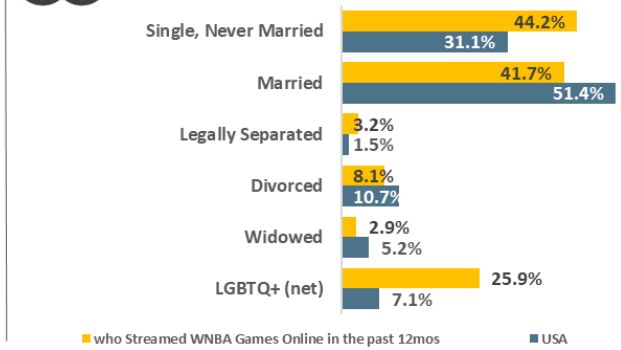
Education Levels: Adults 18 or older



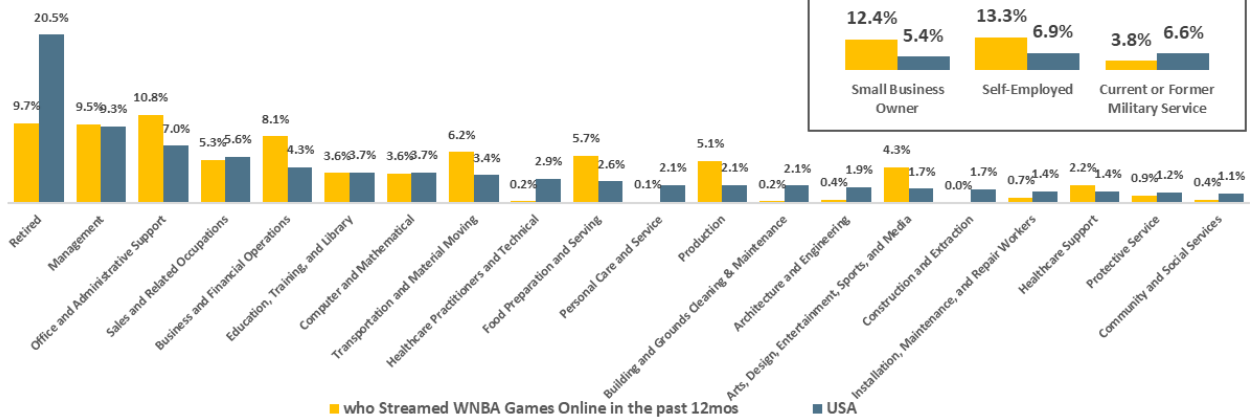
Employment: Adults 18 or older



Marital Status: Adults 18 or older

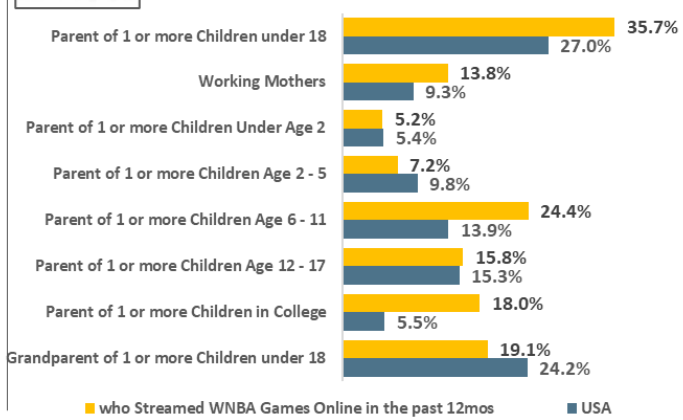


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,852

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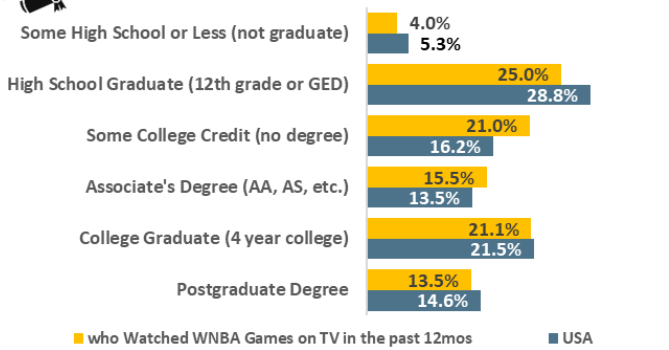
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

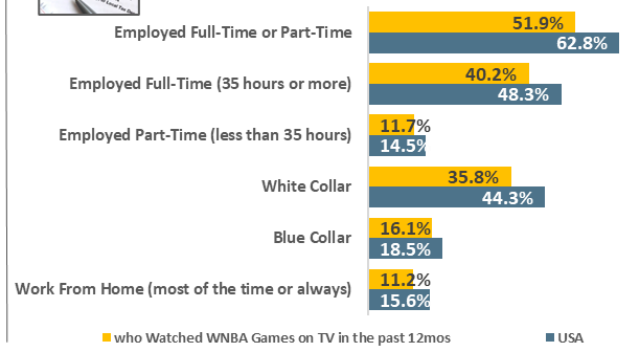
Watched on WNBA TV or Cable

5.% or 13,058,927 of USA Adults 18 or older Watched WNBA Games on TV in the past 12mos.
Adults 18 or older who Watched WNBA Games on TV in the past 12mos are 4.2% less likely to be a college graduate, 16.7% less likely to work full-time, .8% more likely to be married, 20.5% less likely to be a parent of 1 or more children under 18.

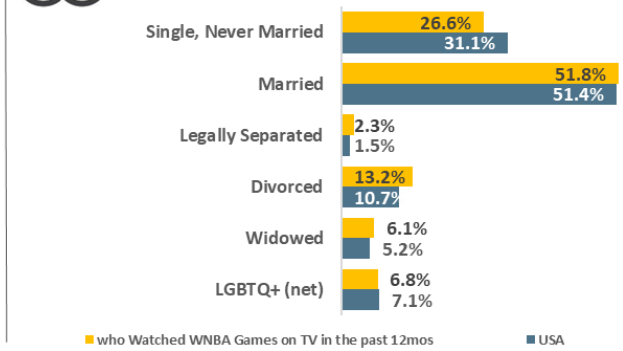
Education Levels: Adults 18 or older



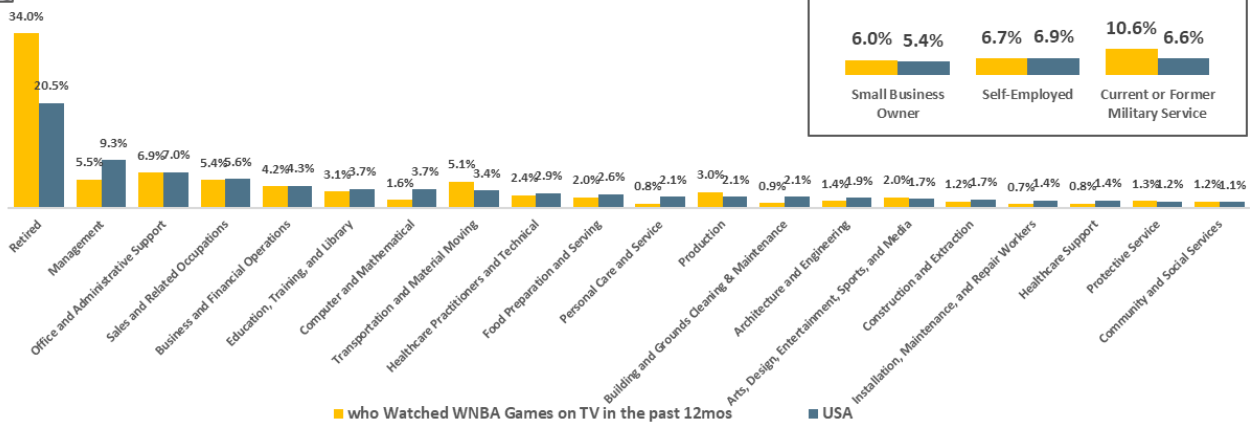
Employment: Adults 18 or older



Marital Status: Adults 18 or older

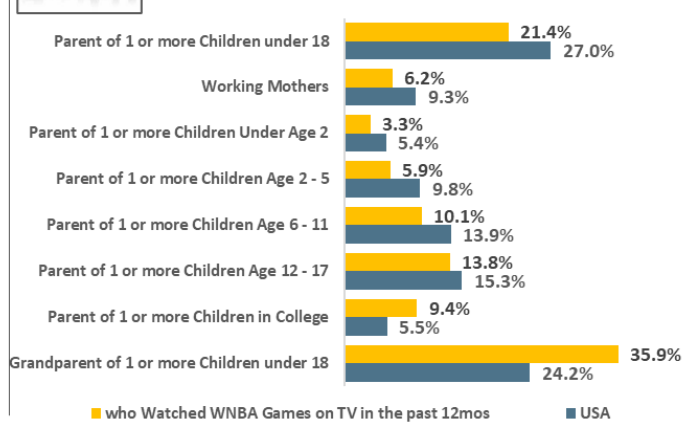


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,852*

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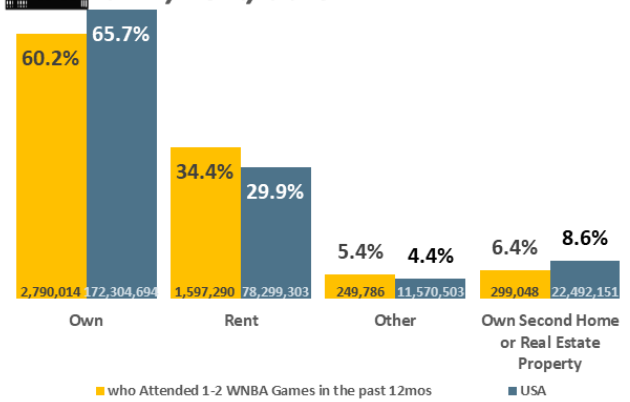
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

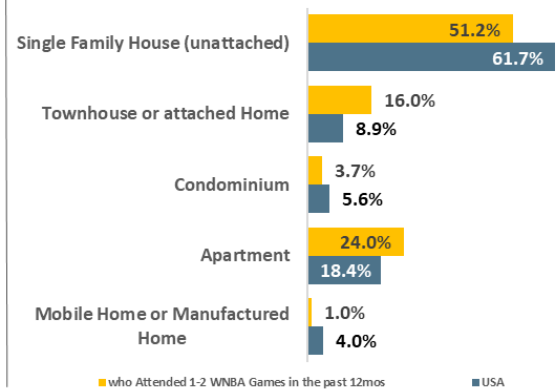
WNBA Attended 1-2 Games

1.8% or 4,637,091 of USA Adults 18 or older Attended 1-2 WNBA Games in the past 12mos.
Adults 18 or older who Attended 1-2 WNBA Games in the past 12mos are 8.5% less likely to own their home, 13.7% more likely to own a higher valued home, 16.9% less likely to have a single-family home, 11.9% more likely to have a dog.

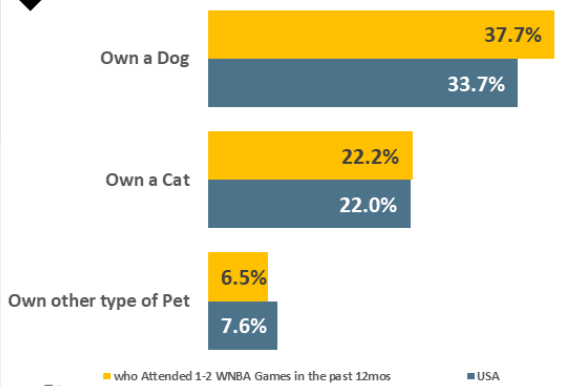
Own/Rent/Other: Adults 18 or older



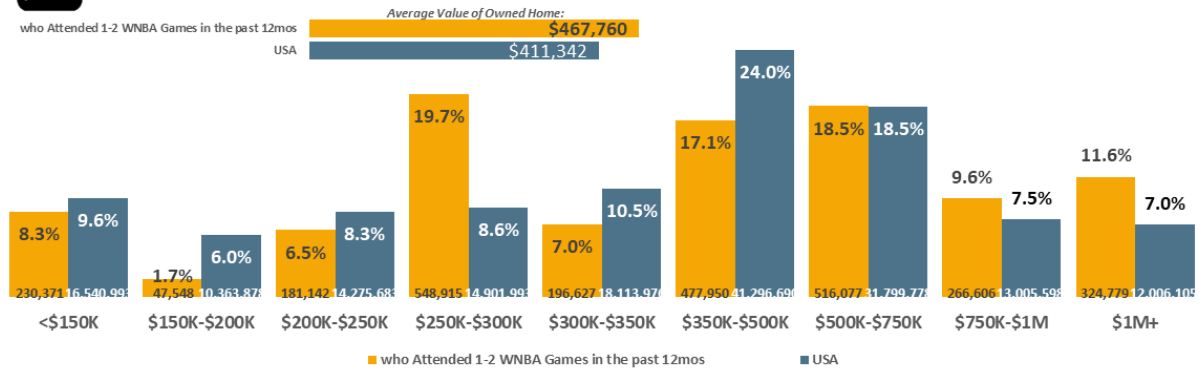
Type of Home: Adults 18 or older



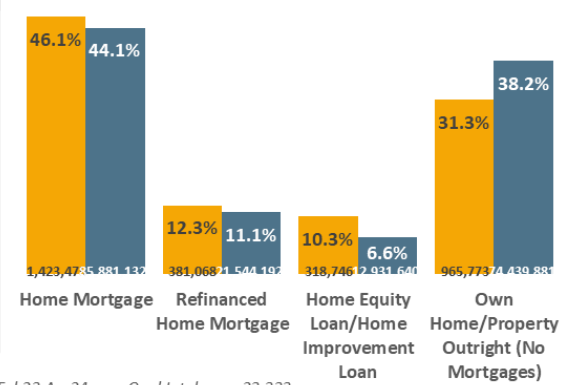
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,852*

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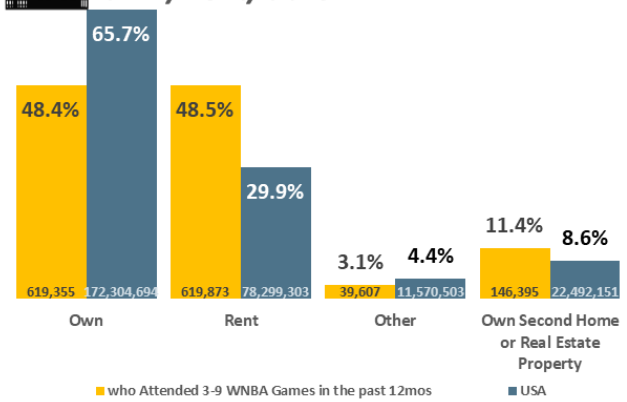
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 1 - 2 games

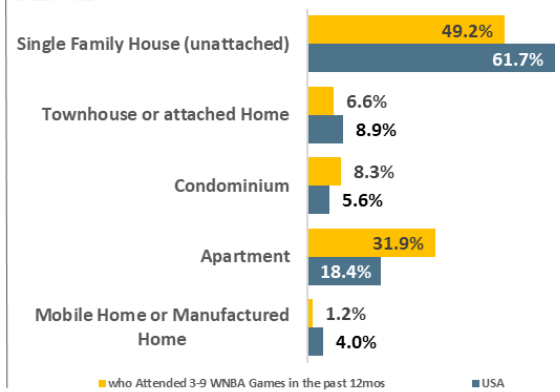
WNBA Attended 3-9 Games

.5% or 1,278,835 of USA Adults 18 or older Attended 3-9 WNBA Games in the past 12mos.
Adults 18 or older who Attended 3-9 WNBA Games in the past 12mos are 26.3% less likely to own their home, 18.6% more likely to own a higher valued home, 20.2% less likely to have a single-family home, 8.% less likely to have a dog.

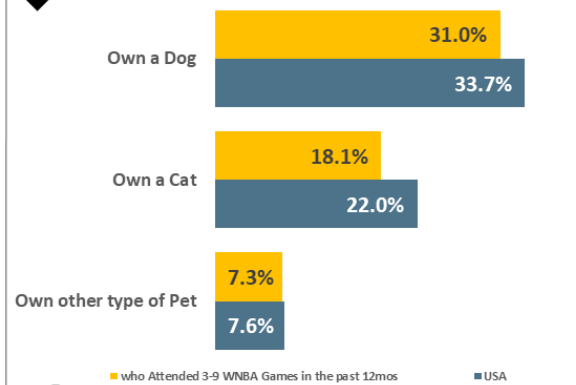
Own/Rent/Other: Adults 18 or older



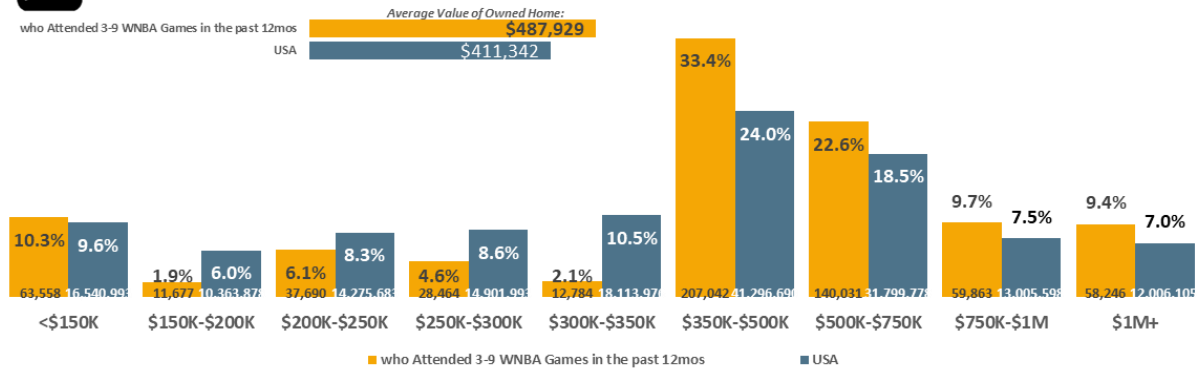
Type of Home: Adults 18 or older



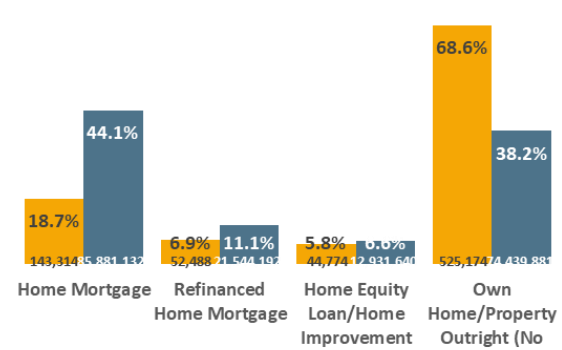
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,852*

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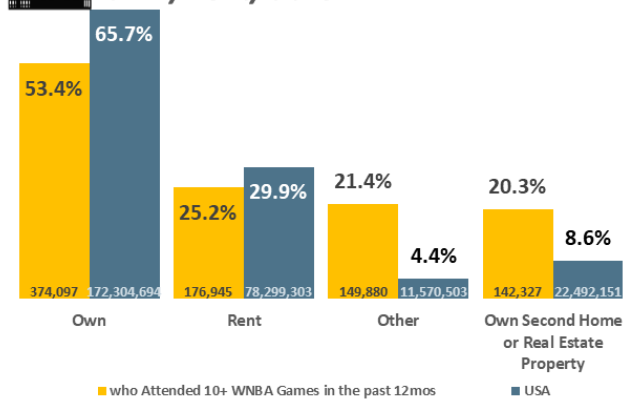
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 3 - 9 games

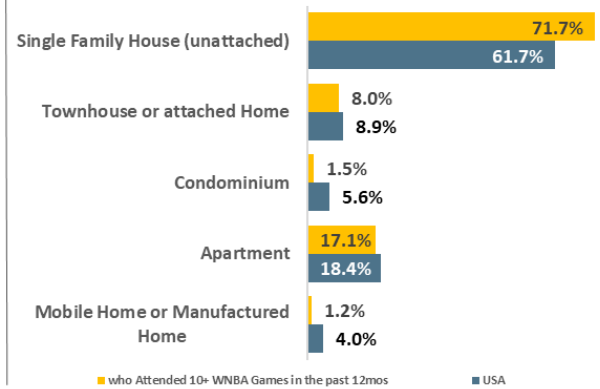
WNBA Attended 10+ Games

.3% or 700,922 of USA Adults 18 or older Attended 10+ WNBA Games in the past 12mos.
Adults 18 or older who Attended 10+ WNBA Games in the past 12mos are 18.8% less likely to own their home, 7.4% more likely to own a lower valued home, 16.2% more likely to have a single-family home, 39.3% more likely to have a dog.

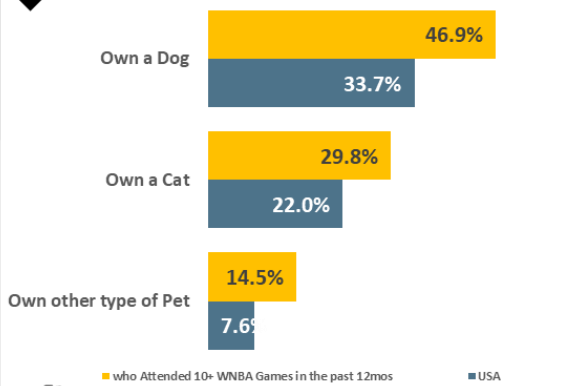
Own/Rent/Other: Adults 18 or older



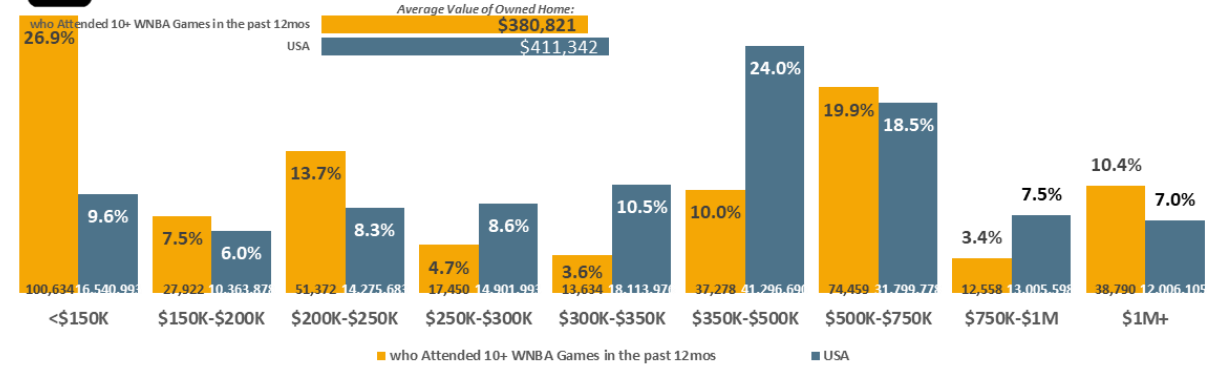
Type of Home: Adults 18 or older



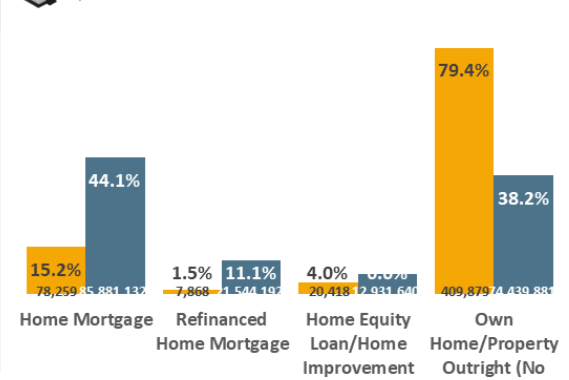
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,852*

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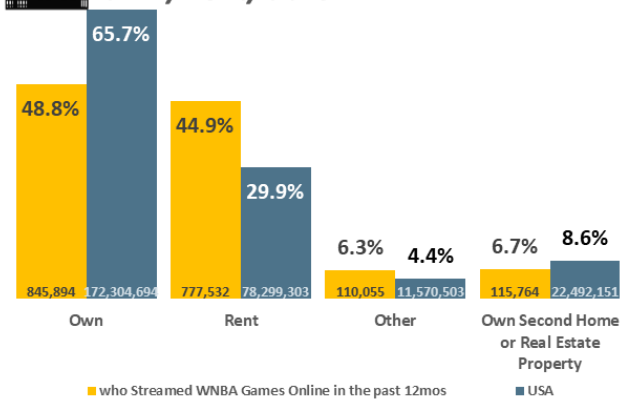
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 10+ games

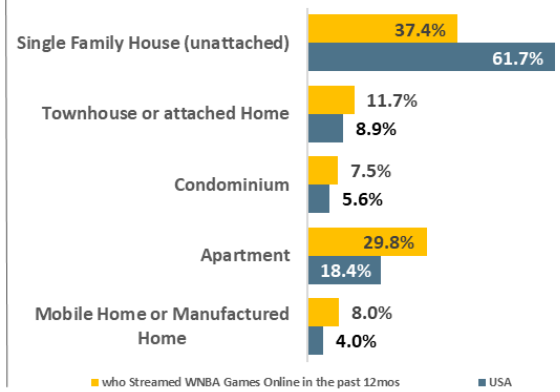
WNBA Streamed Online

.7% or 1,733,480 of USA Adults 18 or older Streamed WNBA Games Online in the past 12mos.
Adults 18 or older who Streamed WNBA Games Online in the past 12mos are 25.8% less likely to own their home, 11.8% more likely to own a lower valued home, 39.3% less likely to have a single-family home, 2.9% more likely to have a dog.

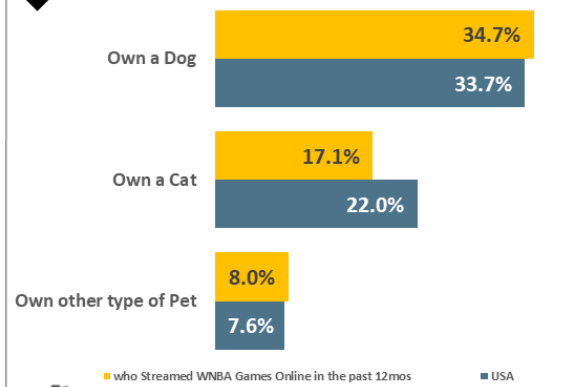
Own/Rent/Other: Adults 18 or older



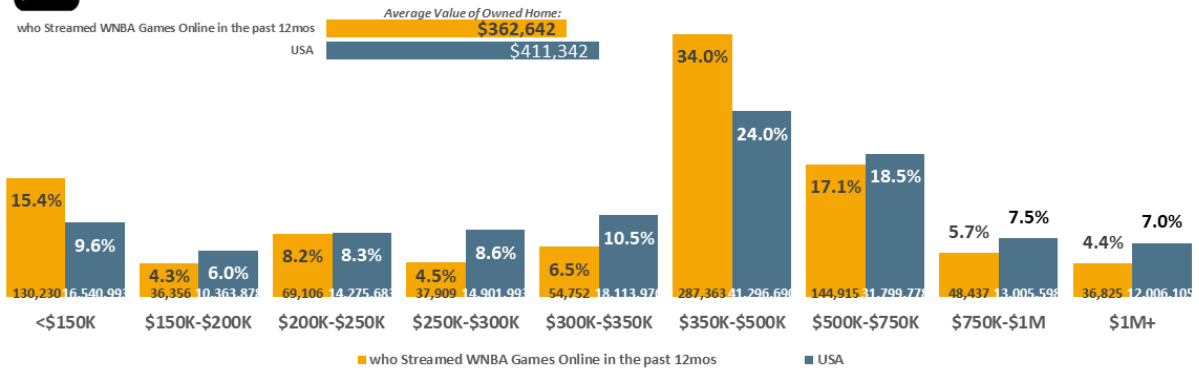
Type of Home: Adults 18 or older



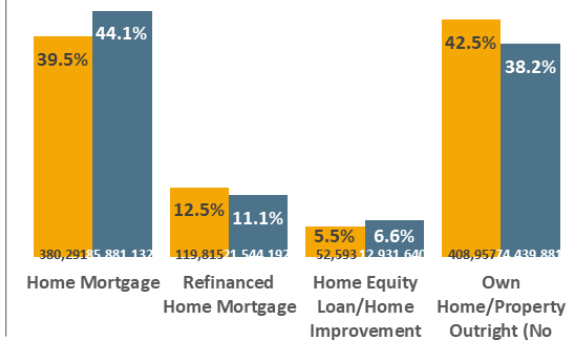
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,852*

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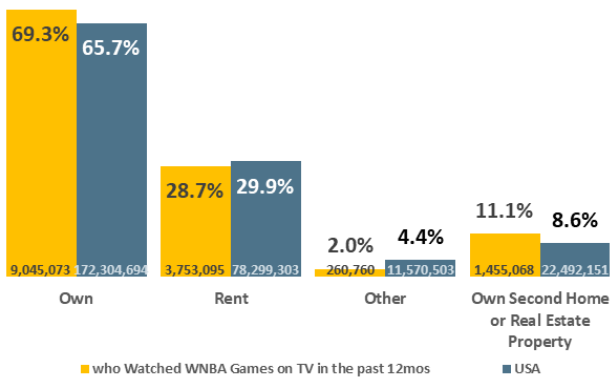
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

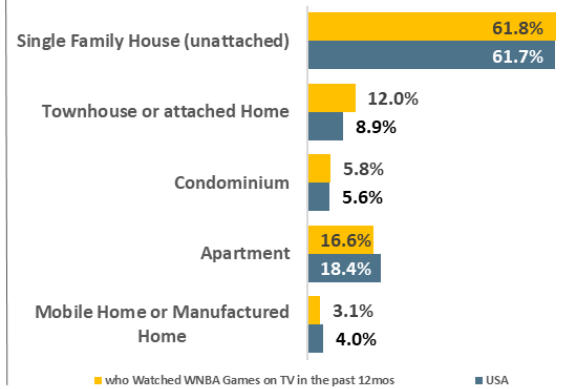
Watched on TV or Cable

5.% or 13,058,927 of USA Adults 18 or older Watched WNBA Games on TV in the past 12mos.
Adults 18 or older who Watched WNBA Games on TV in the past 12mos are 5.4% more likely to own their home, 1.7% more likely to own a higher valued home, .2% more likely to have a single-family home, .4% less likely to have a dog.

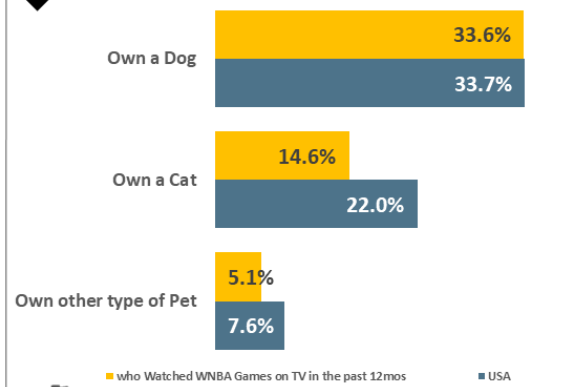
Own/Rent/Other: Adults 18 or older



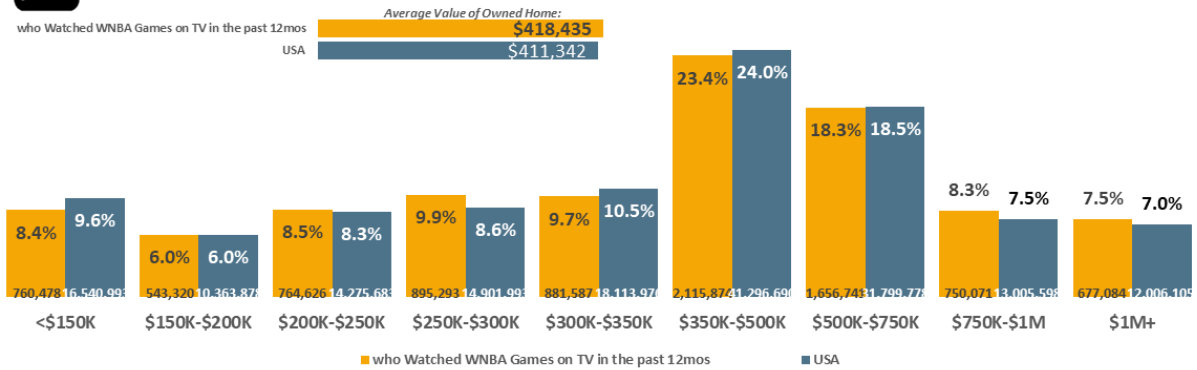
Type of Home: Adults 18 or older



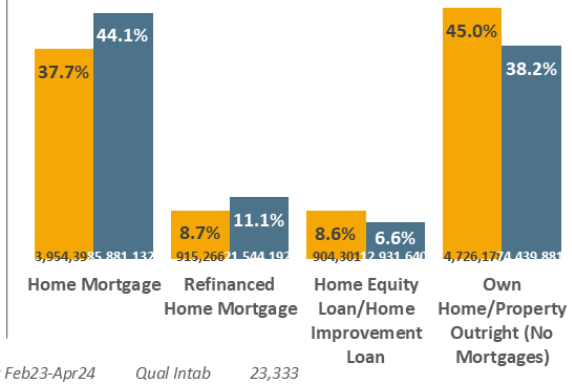
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,852*

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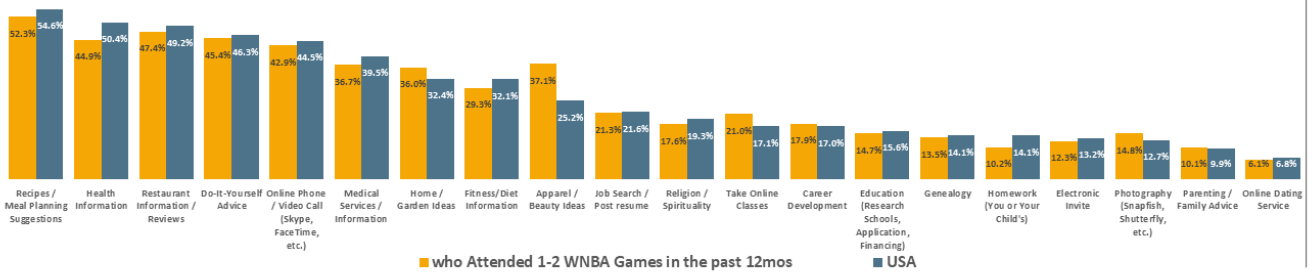
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

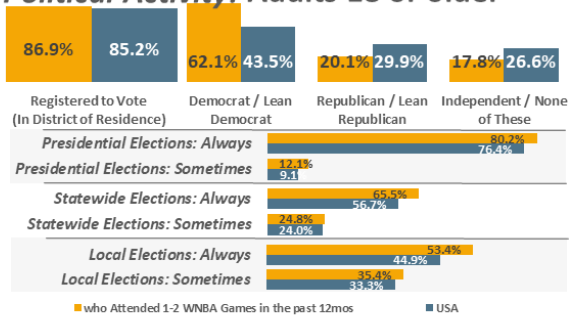
Attended 1-2 Games

1.8% or 4,637,091 of USA Adults 18 or older Attended 1-2 WNBA Games in the past 12mos.
Adults 18 or older who Attended 1-2 WNBA Games in the past 12mos are 2.1% less likely to look up D-I-Y advice online, 19.% more likely to always vote in local elections, 4.2% more likely to belong to a gym, 32.5% more likely to fly domestic past yr.

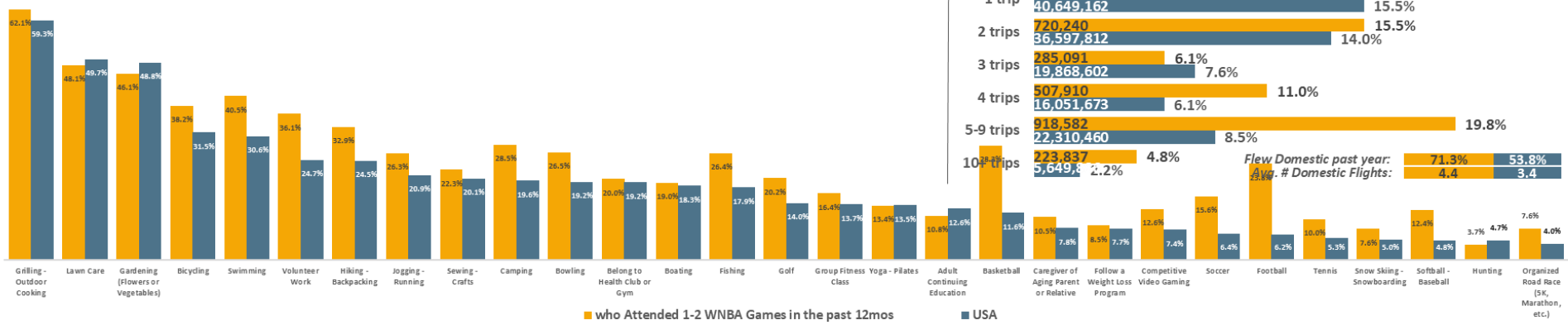
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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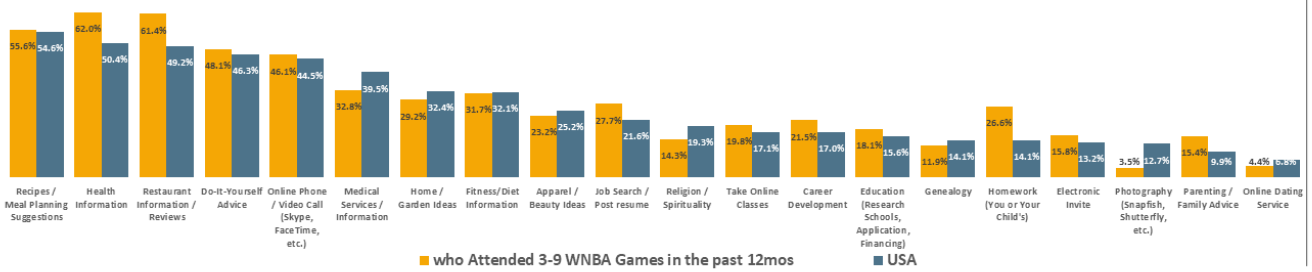
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 1 - 2 games

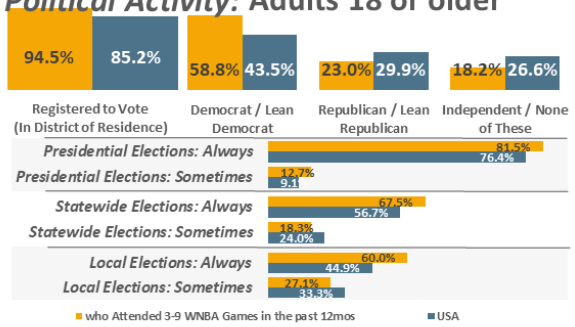
Attended 3-9 Games

.5% or 1,278,835 of USA Adults 18 or older Attended 3-9 WNBA Games in the past 12mos.
Adults 18 or older who Attended 3-9 WNBA Games in the past 12mos are 3.8% more likely to look up D-I-Y advice online, 33.7% more likely to always vote in local elections, 51.5% more likely to belong to a gym, 52.9% more likely to fly domestic past yr.

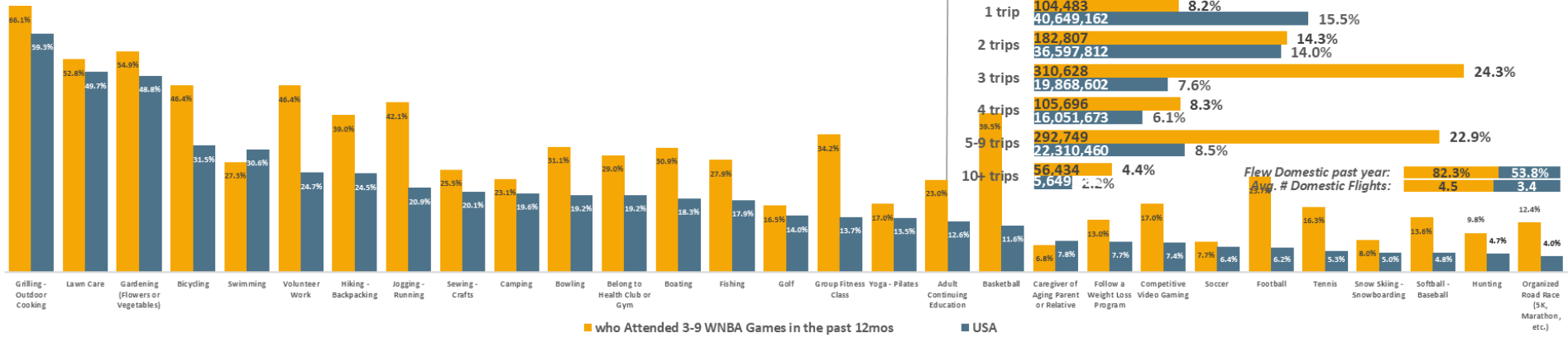
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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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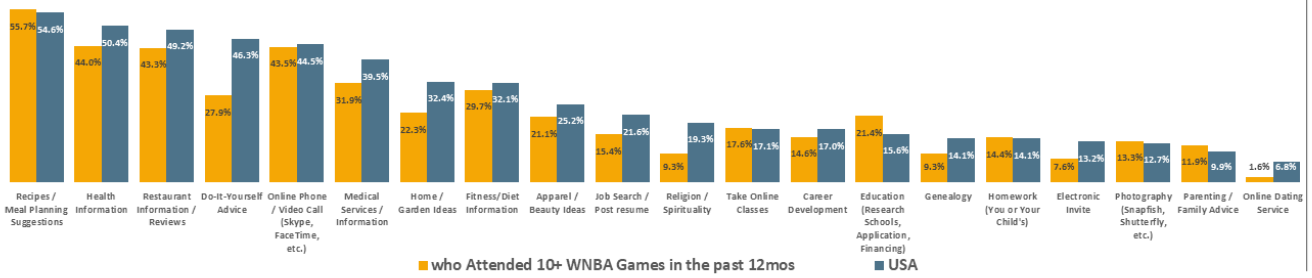
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 3 - 9 games

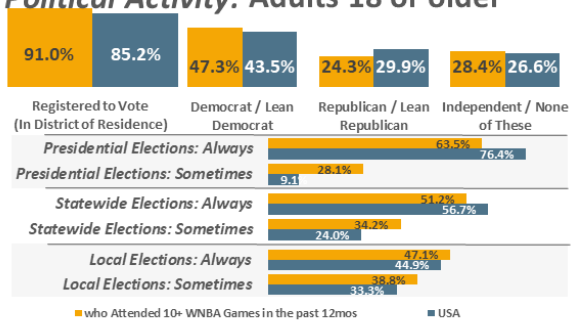
Attended 10+ Games

.3% or 700,922 of USA Adults 18 or older Attended 10+ WNBA Games in the past 12mos.
Adults 18 or older who Attended 10+ WNBA Games in the past 12mos are 39.7% less likely to look up D-I-Y advice online, 5.1% more likely to always vote in local elections, 23.6% more likely to belong to a gym, 15.5% more likely to fly domestic past yr.

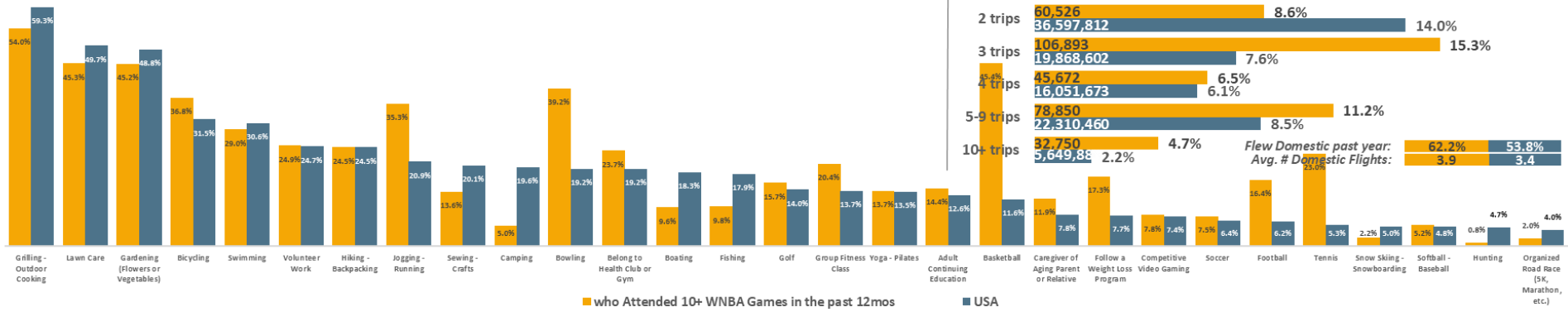
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,852

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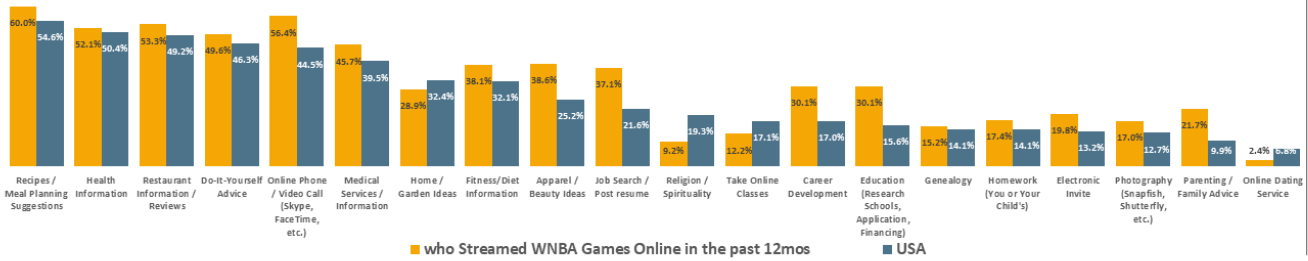
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 10+ games

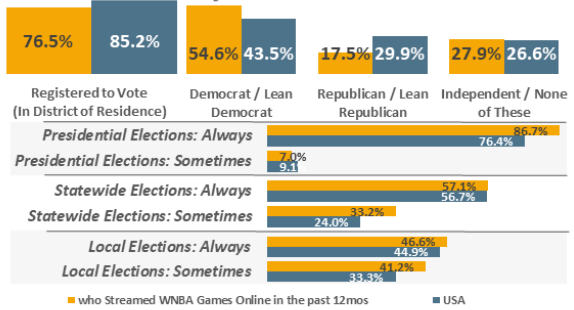
WNBA Streamed Online

.7% or 1,733,480 of USA Adults 18 or older Streamed WNBA Games Online in the past 12mos.
Adults 18 or older who Streamed WNBA Games Online in the past 12mos are 7.2% more likely to look up D-I-Y advice online, 4.% more likely to always vote in local elections, 65.8% more likely to belong to a gym, 12.3% more likely to fly domestic past yr.

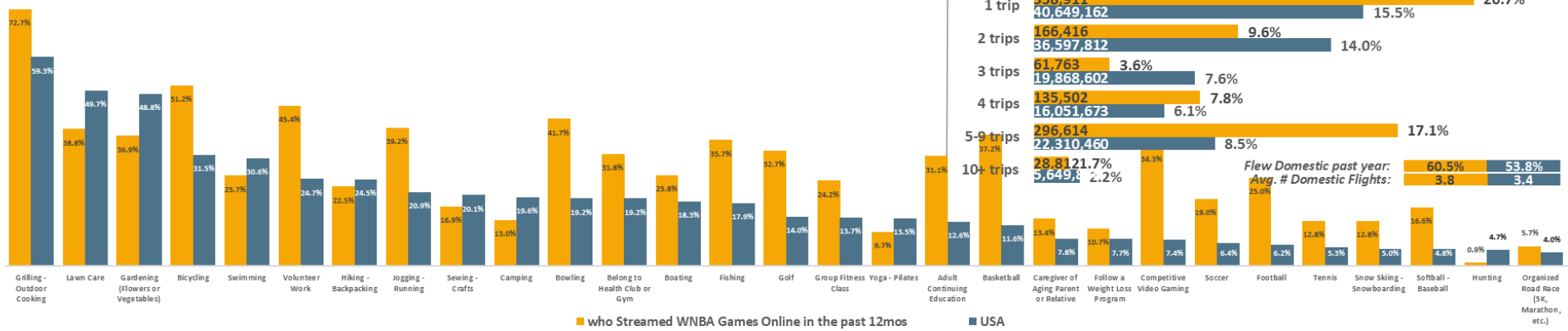
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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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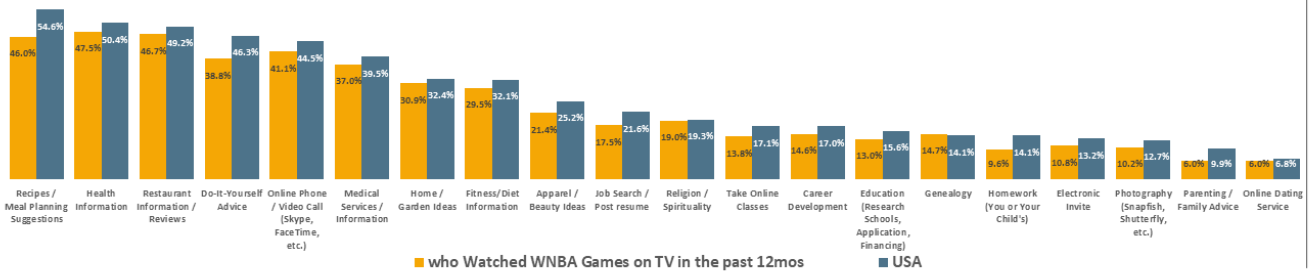
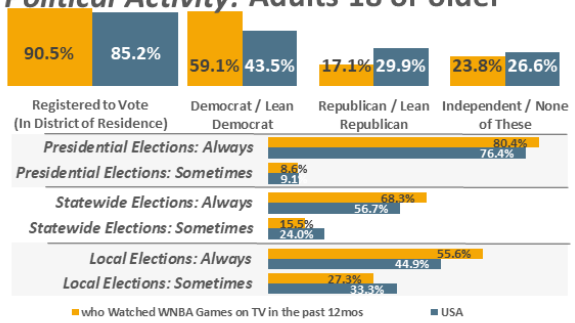
Watched on TV or Cable

5.% or 13,058,927 of USA Adults 18 or older Watched WNBA Games on TV in the past 12mos.
Adults 18 or older who Watched WNBA Games on TV in the past 12mos are 16.3% less likely to look up D-I-Y advice online, 24.% more likely to always vote in local elections, 8.8% more likely to belong to a gym, 4.5% more likely to fly domestic past yr.

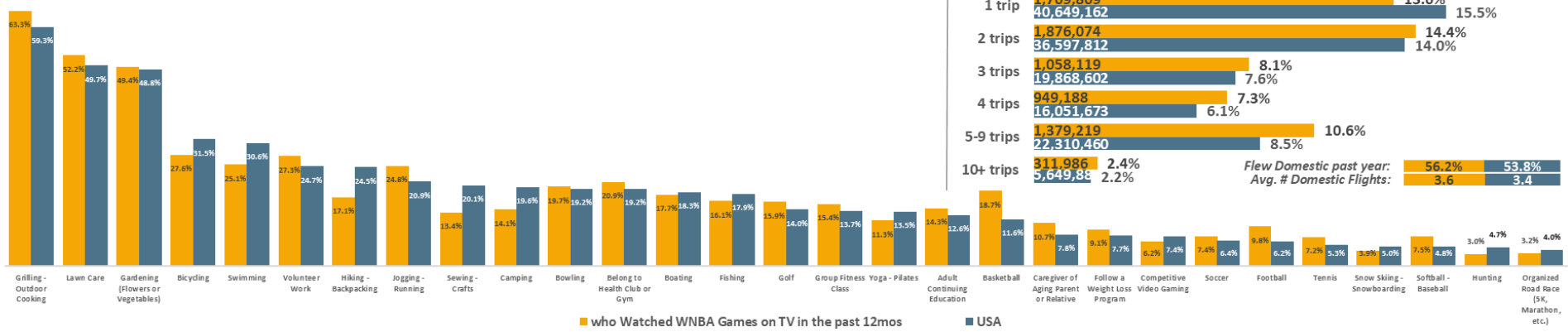
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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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WNBA Attended 1-2 Games

1.8% or 4,637,091 of USA Adults 18 or older Attended 1-2 WNBA Games in the past 12mos.
Adults 18 or older who Attended 1-2 WNBA Games in the past 12mos are 4.7% more likely to use QSRs past mo., 6.2% more likely to use Sit-Down Restaurants past mo., 54.3% more likely to use Casinos past yr., 53.6% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



	who Attended 1-2 WNBA Games in the past 12mos	USA
1 time	12.4%	8.4%
2 times	11.1%	10.4%
3 times	8.2%	11.0%
4 times	9.3%	10.6%
5 times	8.4%	10.4%
6 - 9 times	22.4%	20.8%
10 times or more	21.1%	17.2%

Total Monthly QSR Users:		*Avg. Monthly QSR Meals:*	
92.9%	88.7%		
4,305,803	232,489,8	6.7	6.4
	36		

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



	who Attended 1-2 WNBA Games in the past 12mos	USA
1 time	12.3%	15.9%
2 times	17.7%	16.1%
3 times	11.6%	13.3%
4 times	18.2%	9.6%
5 times	5.4%	7.5%
6 - 9 times	10.4%	8.7%
10 times or more	5.3%	4.9%

Total Monthly Sit-Down Restaurant Users:		*Avg. Monthly Sit-Down Restaurant Meals:*	
80.8%	76.1%		
3,746,917	199,395,8	4.2	4.0
	18		

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



	who Attended 1-2 WNBA Games in the past 12mos	USA
Mexican	37.5%	33.5%
Pizza	30.7%	32.7%
Chinese	35.8%	32.1%
Coffee House / Coffee Bar	24.8%	21.1%
Italian	19.4%	17.6%
Indian / Thai / Other Asian	20.1%	16.5%
Wings / Burgers / Sports Bar	14.3%	15.1%
Bagel / Donut / Bakery	17.8%	13.8%
Upscale	10.8%	13.4%
Steakhouse	12.9%	11.8%

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

who Attended 1-2 WNBA Games in the past 12mos	798,322	17.2%
USA	[illegible]	17.4%

Drank Past 30-days: Adults 18 or older



	who Attended 1-2 WNBA Games in the past 12mos		USA
Liquor	2,347,515	50.6%	118,471,405 45.2%
Any Type of Beer	2,404,265	51.8%	109,122,068 41.6%
Wine	2,093,701	45.2%	86,745,851 33.1%
Domestic Regular Beer	1,613,253	34.8%	61,439,313 23.4%
Domestic Light Beer	1,684,194	36.3%	59,731,345 22.8%
Imported Beer	1,626,134	35.1%	56,347,213 21.5%
Microbrew / Craft Beer	937,972	20.2%	28,044,613 10.7%

Past 12 months Casino Activities: Adults 18 or older



	who Attended 1-2 WNBA Games in the past 12mos		USA
Slot Machines	1,791,548	38.6%	63,444,275 24.2%
Table Games (Craps, Poker, etc.)	833,837	18.0%	24,514,895 9.4%
Bar / Nightclub	803,683	17.3%	22,189,83 8.5%
Upscale Restaurant	1,024,448	22.1%	21,936,73 8.4%
Stage Show / Concert	556,913	12.0%	16,180,278 6.2%
Sports Betting	406,232	8.8%	9,617,8 3.7%
Other Gambling	131,856	2.8%	4,9 1.3%
Spa	317,906	6.9%	4,4 1.7%

Casinos visited past 12 months:		
Yes	48.9%	31.7%
	2,267,776	83,075,...

Used Past 30-days: Adults 18 or older



	who Attended 1-2 WNBA Games in the past 12mos	USA
Marijuana / Cannabis	13.7%	14.7%
	931,891	38,601,407
Cigarettes	15.0%	9.7%
	713,003	25,518,011
Vape	7.5%	5.5%
	520,643	14,343,439

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No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 1 - 2 games

WNBA Attended 3-9 Games

.5% or 1,278,835 of USA Adults 18 or older Attended 3-9 WNBA Games in the past 12mos.
Adults 18 or older who Attended 3-9 WNBA Games in the past 12mos are 2.5% more likely to use QSRs past mo., 18.2% more likely to use Sit-Down Restaurants past mo., 62.% more likely to use Casinos past yr., 32.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 90.9% 1,162,764 | 88.7% 232,489,8 36

Avg. Monthly QSR Meals: 7.7 | 6.4

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



Total Monthly Sit-Down Restaurant Users: 89.9% 1,149,794 | 76.1% 199,395,8 18

Avg. Monthly Sit-Down Restaurant Meals: 5.7 | 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 Attended 3-9 WNBA Games in the past 12mos 414,149 32.4%

USA 17.4%

Drank Past 30-days: Adults 18 or older

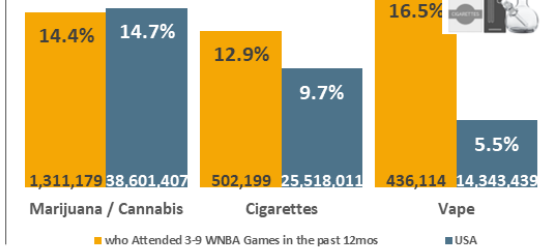


Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older





USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,852*

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No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 3 - 9 games

WNBA Attended 10+ Games

.3% or 700,922 of USA Adults 18 or older Attended 10+ WNBA Games in the past 12mos.
Adults 18 or older who Attended 10+ WNBA Games in the past 12mos are 3.8% more likely to use QSRs past mo., 28.6% more likely to use Sit-Down Restaurants past mo., 84.6% more likely to use Casinos past yr., 9.8% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
92.1%
645,296
88.7%
232,489,8
36

Avg. Monthly QSR Meals:
9.4
6.4

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



Total Monthly Sit-Down Restaurant Users:
97.8%
685,655
76.1%
18

Avg. Monthly Sit-Down Restaurant Meals:
6.4
4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



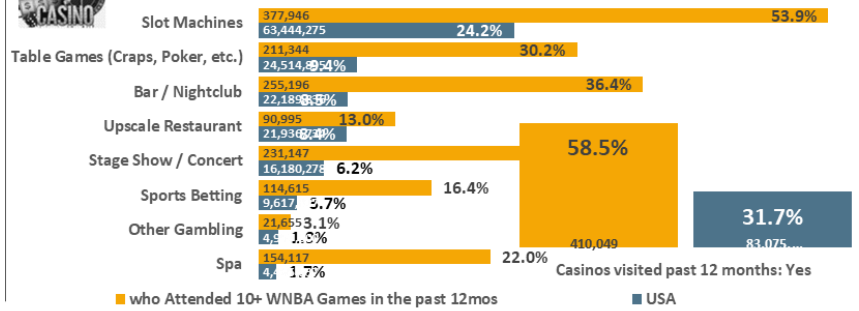
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Attended 10+ WNBA Games in the past 12mos 195,616 27.9%
USA 17.4%

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



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No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 10+ games

WNBA Streamed Online

.7% or 1,733,480 of USA Adults 18 or older Streamed WNBA Games Online in the past 12mos.
Adults 18 or older who Streamed WNBA Games Online in the past 12mos are 7.2% more likely to use QSRs past mo., 6.1% more likely to use Sit-Down Restaurants past mo., 57.9% more likely to use Casinos past yr., 140.5% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
95.0% 88.7%
1,647,135 232,489,8 36

Avg. Monthly QSR Meals:
7.8 6.4

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



Total Monthly Sit-Down Restaurant Users:
80.7% 76.1%
1,398,359 199,395,8 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)



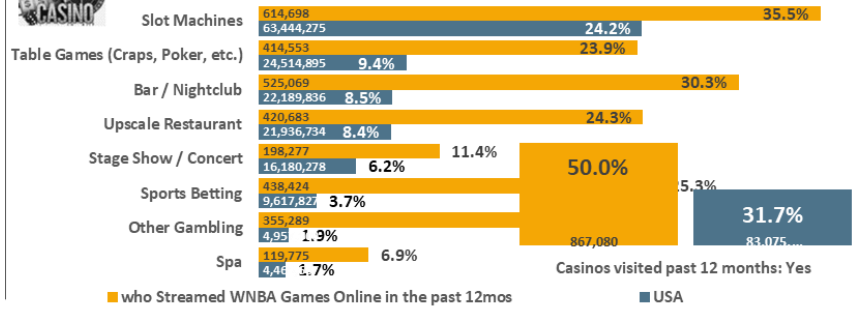
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Streamed WNBA Games Online in the past 12mos 516,675 29.8%
USA 17.4%

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



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Sports streamed online past 12 months: WNBA

Watched on WNBA TV or Cable

5.% or 13,058,927 of USA Adults 18 or older Watched WNBA Games on TV in the past 12mos.
Adults 18 or older who Watched WNBA Games on TV in the past 12mos are 2.6% more likely to use QSRs past mo., 4.2% more likely to use Sit-Down Restaurants past mo., 49.8% more likely to use Casinos past yr., 16.6% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older

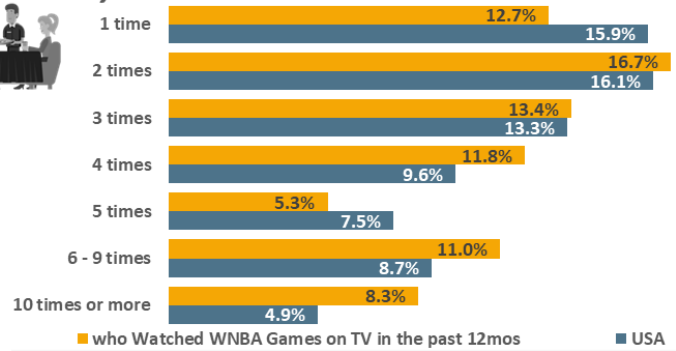


Total Monthly QSR Users: 90.9% 11,876,578 | 88.7% 232,489,836

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: 79.2% 10,347,180 | 76.1% 199,395,818

Avg. Monthly Sit-Down Restaurant Meals: 4.6 | 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 Watched WNBA Games on TV in the past 12mos 2,364,828 18.1%

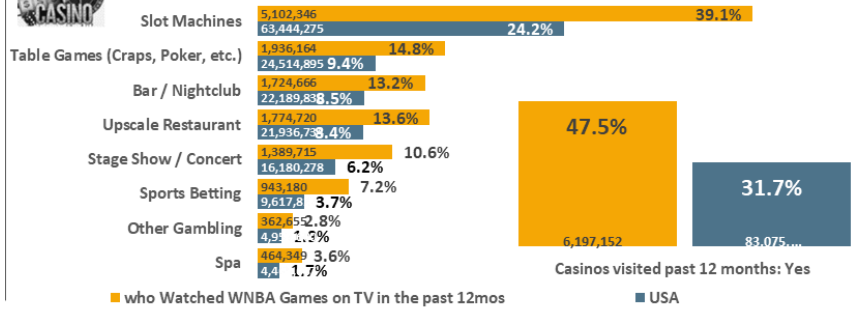
USA 17.4%

Drank Past 30-days: Adults 18 or older



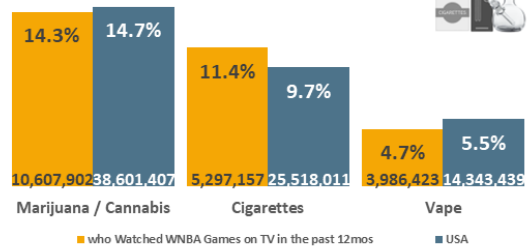
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





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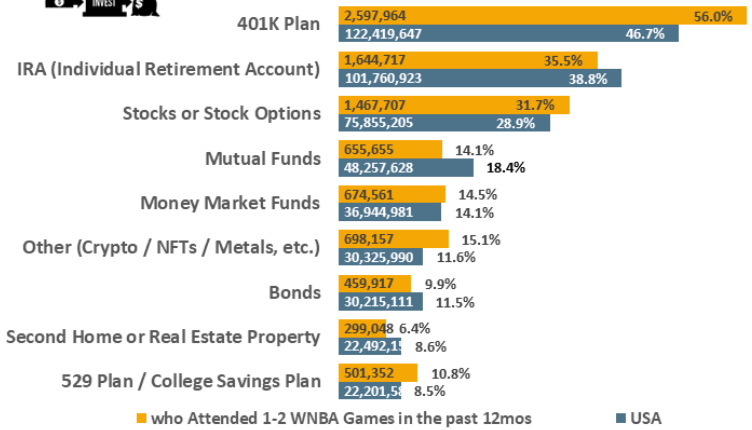
Sports watched on TV (broadcast or cable) past 12 months: WNBA

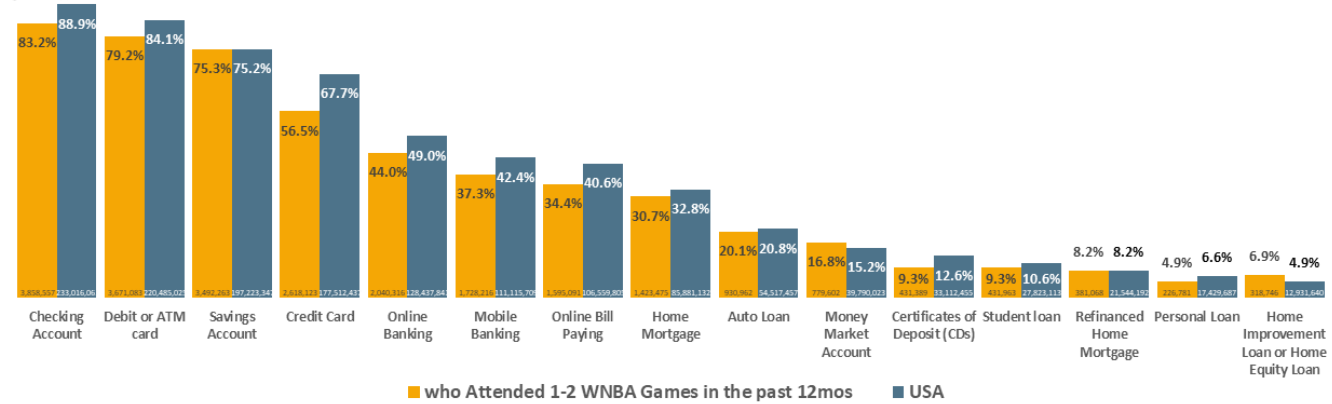
Attended 1-2 Games

1.8% or 4,637,091 of USA Adults 18 or older Attended 1-2 WNBA Games in the past 12mos.
Adults 18 or older who Attended 1-2 WNBA Games in the past 12mos are 20.% more likely to have a 401K, 3.5% less likely to have an Auto Loan, 51.6% more likely to Invest/Trade Stocks Online, 2.8% less likely to pay with their Debit Card.

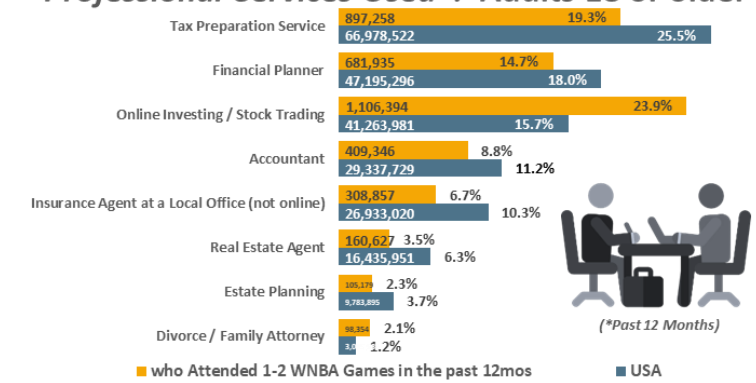
Investments Owned: Adults 18 or older



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

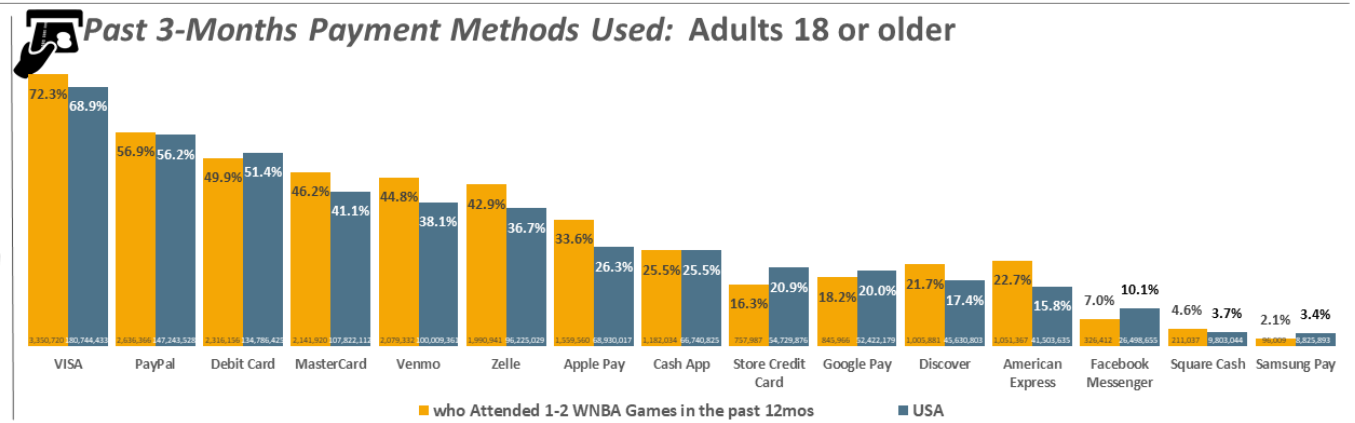


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



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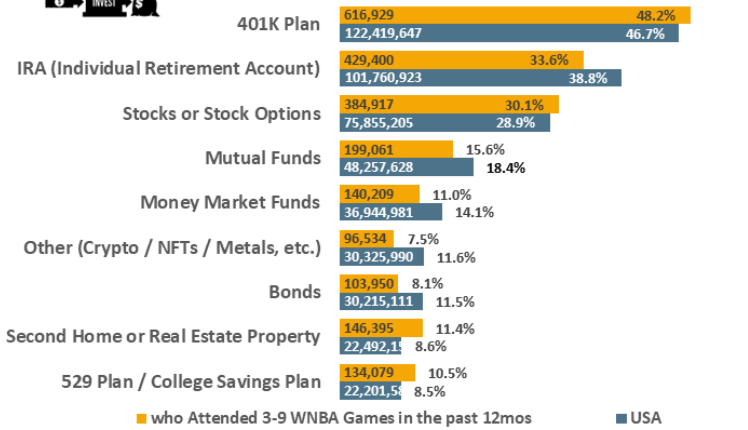
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 1 - 2 games

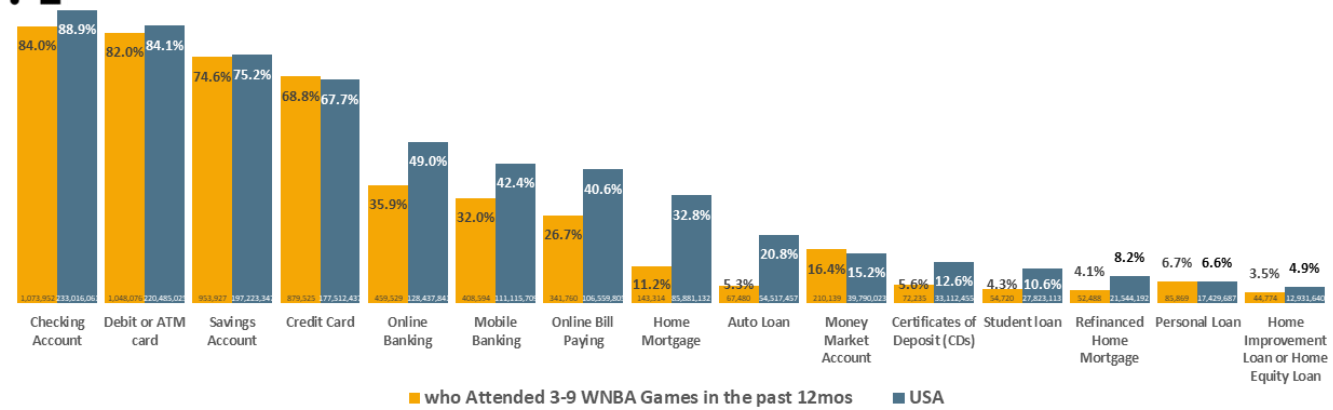
Attended 3-9 Games

.5% or 1,278,835 of USA Adults 18 or older Attended 3-9 WNBA Games in the past 12mos.
Adults 18 or older who Attended 3-9 WNBA Games in the past 12mos are 3.3% more likely to have a 401K, 74.6% less likely to have an Auto Loan, 5.5% less likely to Invest/Trade Stocks Online, 15.8% more likely to pay with their Debit Card.

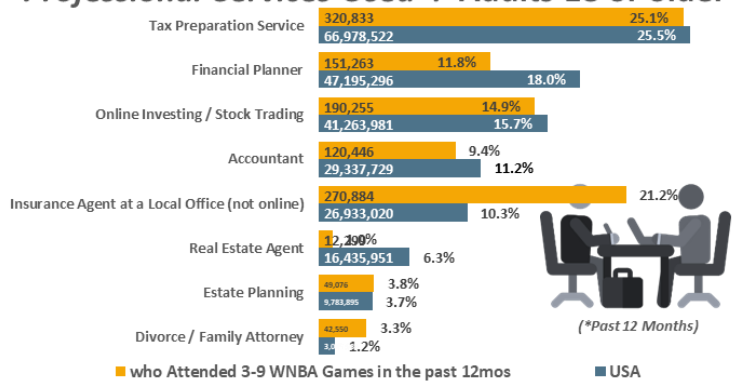
Investments Owned: Adults 18 or older



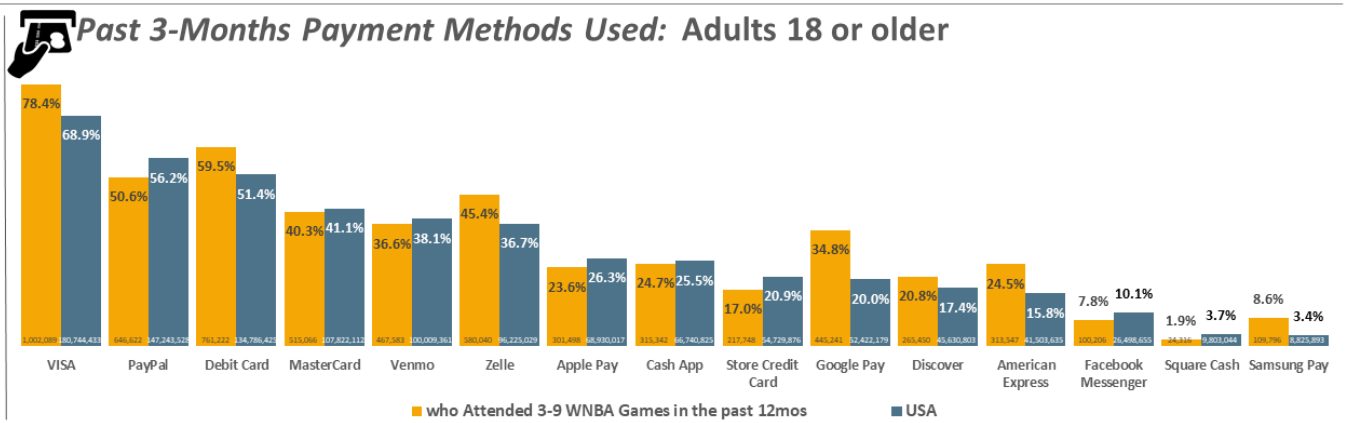
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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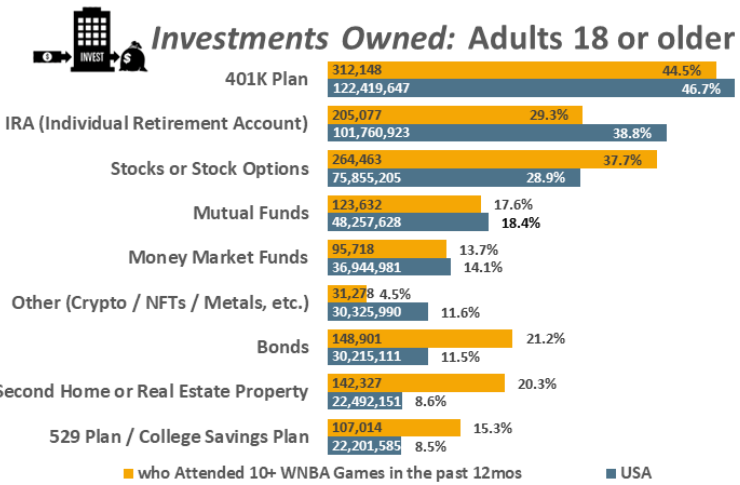
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 3 - 9 games

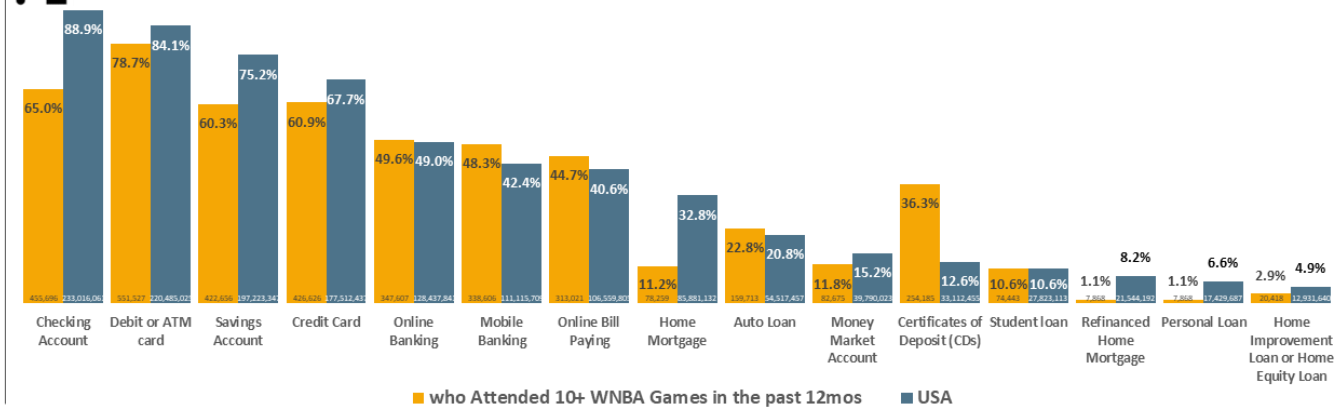
Attended 10+ Games

.3% or 700,922 of USA Adults 18 or older Attended 10+ WNBA Games in the past 12mos.
Adults 18 or older who Attended 10+ WNBA Games in the past 12mos are 4.6% less likely to have a 401K, 9.6% more likely to have an Auto Loan, 65.8% less likely to Invest/Trade Stocks Online, .7% more likely to pay with their Debit Card.

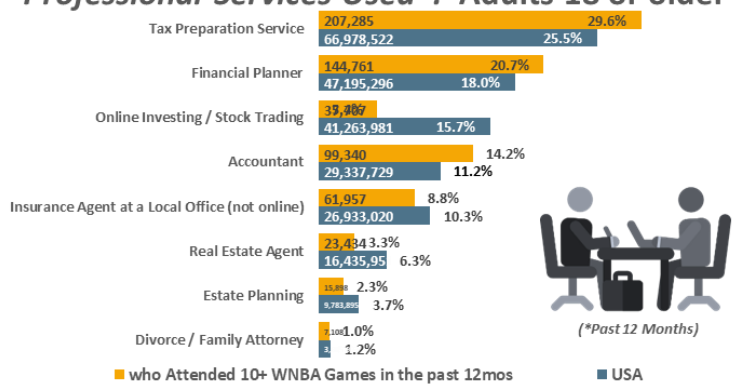
Investments Owned: Adults 18 or older



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

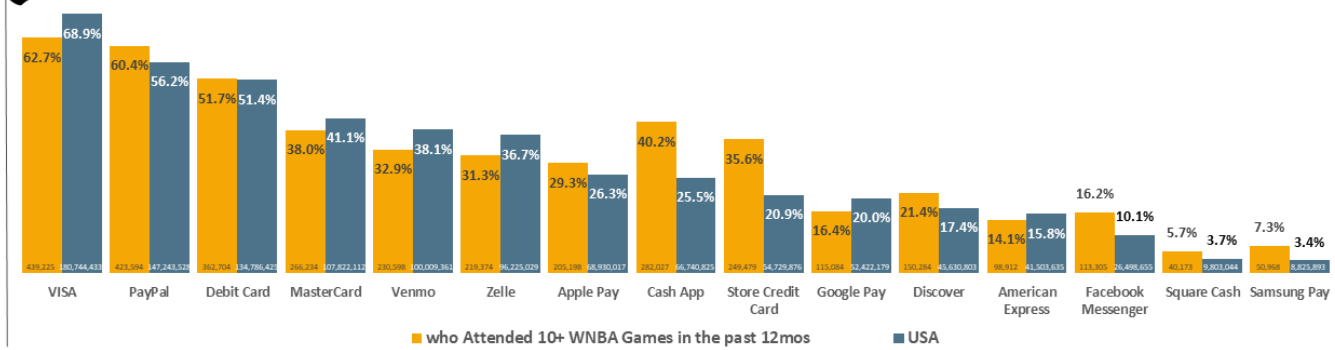


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,852

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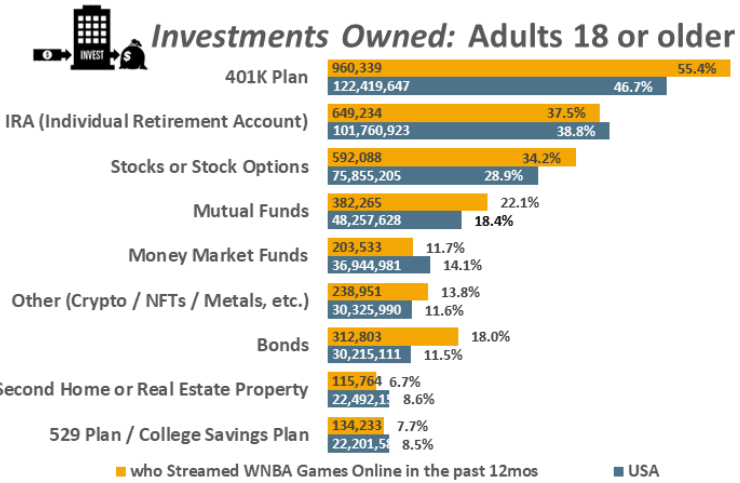
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 10+ games

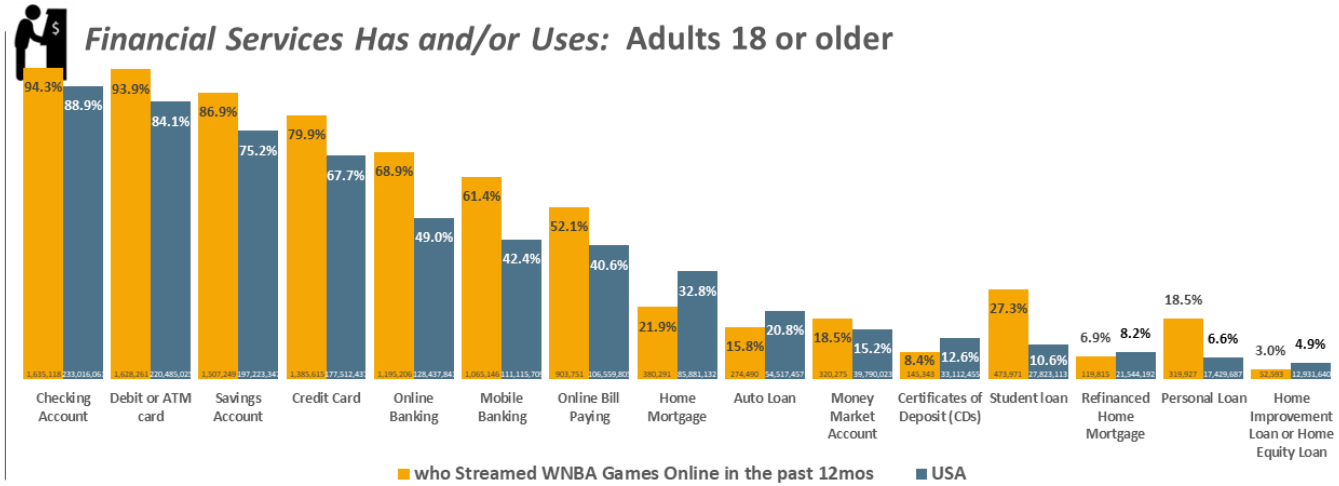
WNBA Streamed Online

.7% or 1,733,480 of USA Adults 18 or older Streamed WNBA Games Online in the past 12mos.
Adults 18 or older who Streamed WNBA Games Online in the past 12mos are 18.6% more likely to have a 401K, 23.9% less likely to have an Auto Loan, 95.5% more likely to Invest/Trade Stocks Online, 44.9% more likely to pay with their Debit Card.

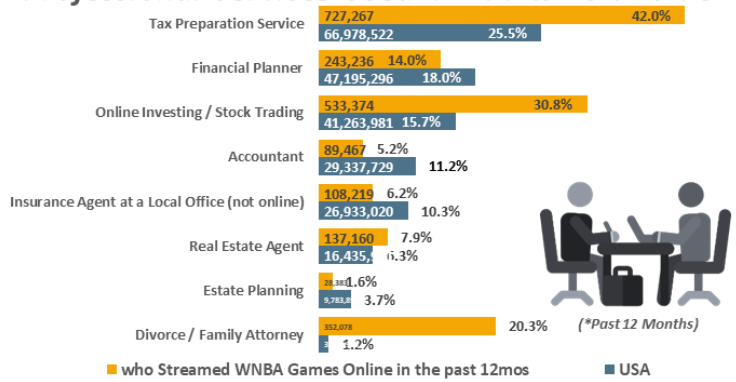
Investments Owned: Adults 18 or older



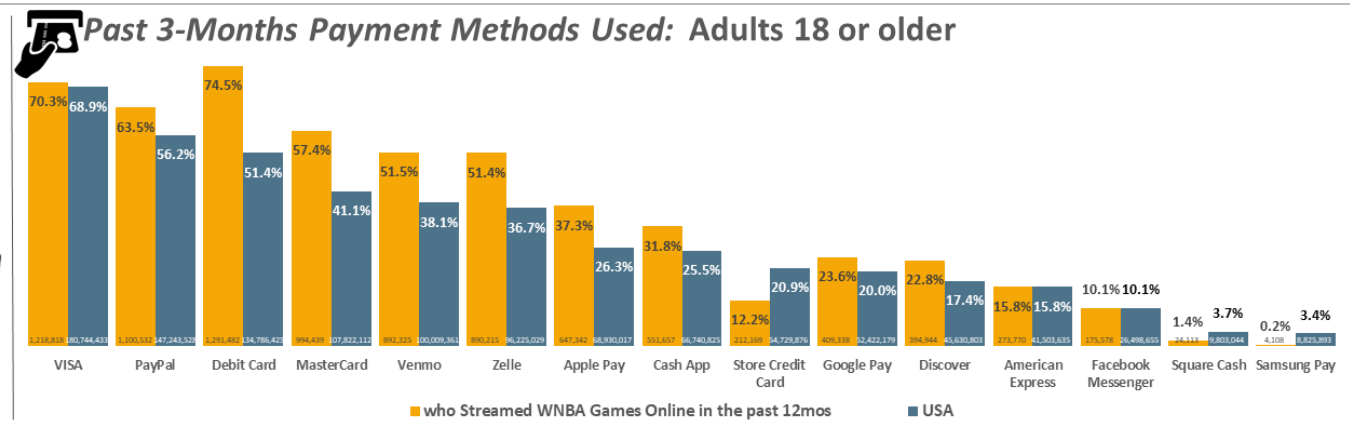
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,852

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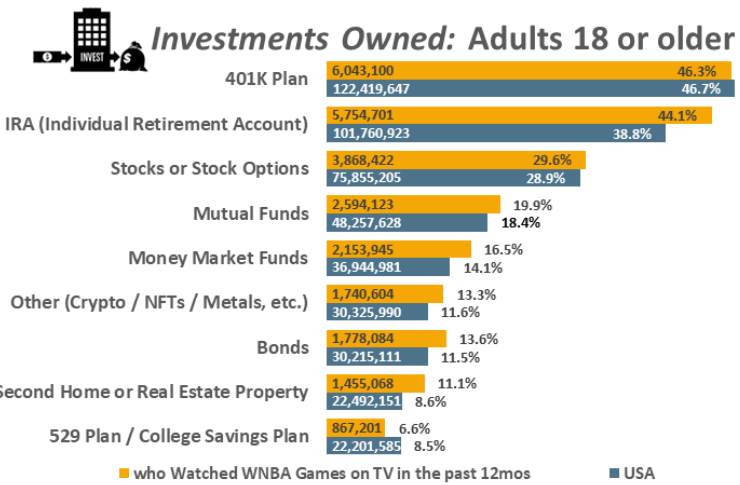
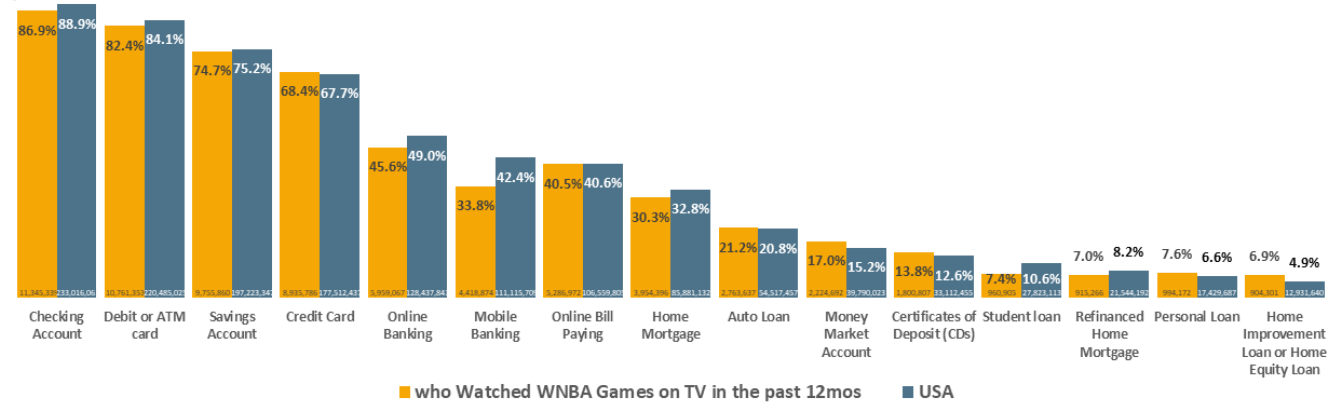
Watched on WNBA TV or Cable

5.% or 13,058,927 of USA Adults 18 or older Watched WNBA Games on TV in the past 12mos.
Adults 18 or older who Watched WNBA Games on TV in the past 12mos are .9% less likely to have a 401K, 1.8% more likely to have an Auto Loan, 12.6% less likely to Invest/Trade Stocks Online, 3.8% more likely to pay with their Debit Card.

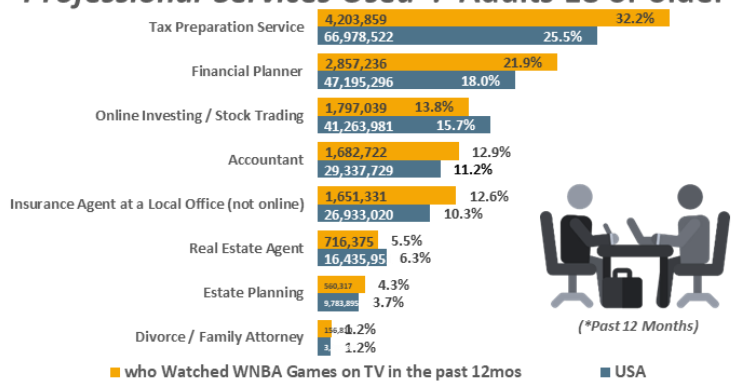
Investments Owned: Adults 18 or older



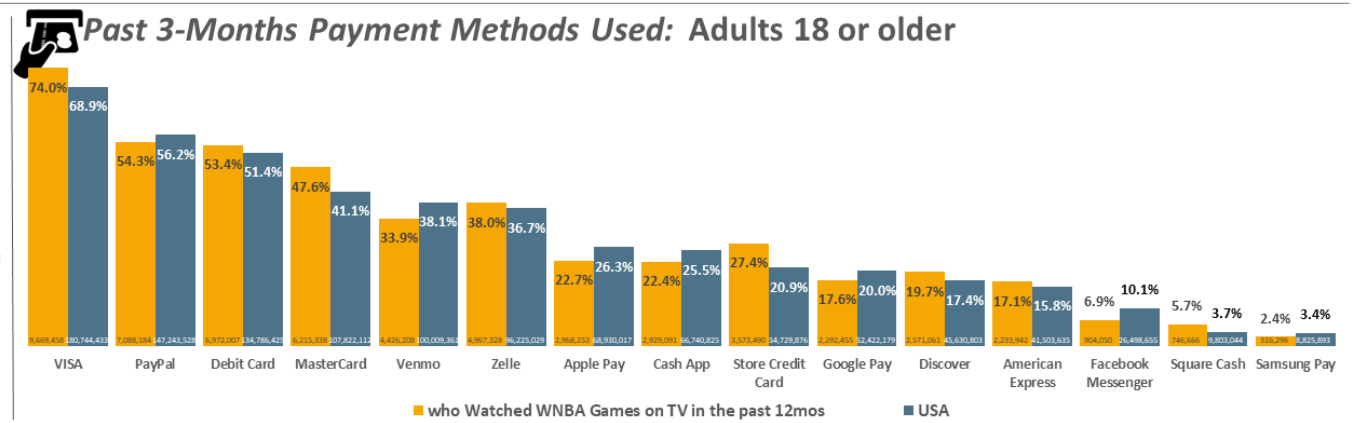
Financial Services Has and/or Uses: Adults 18 or older



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 1,852

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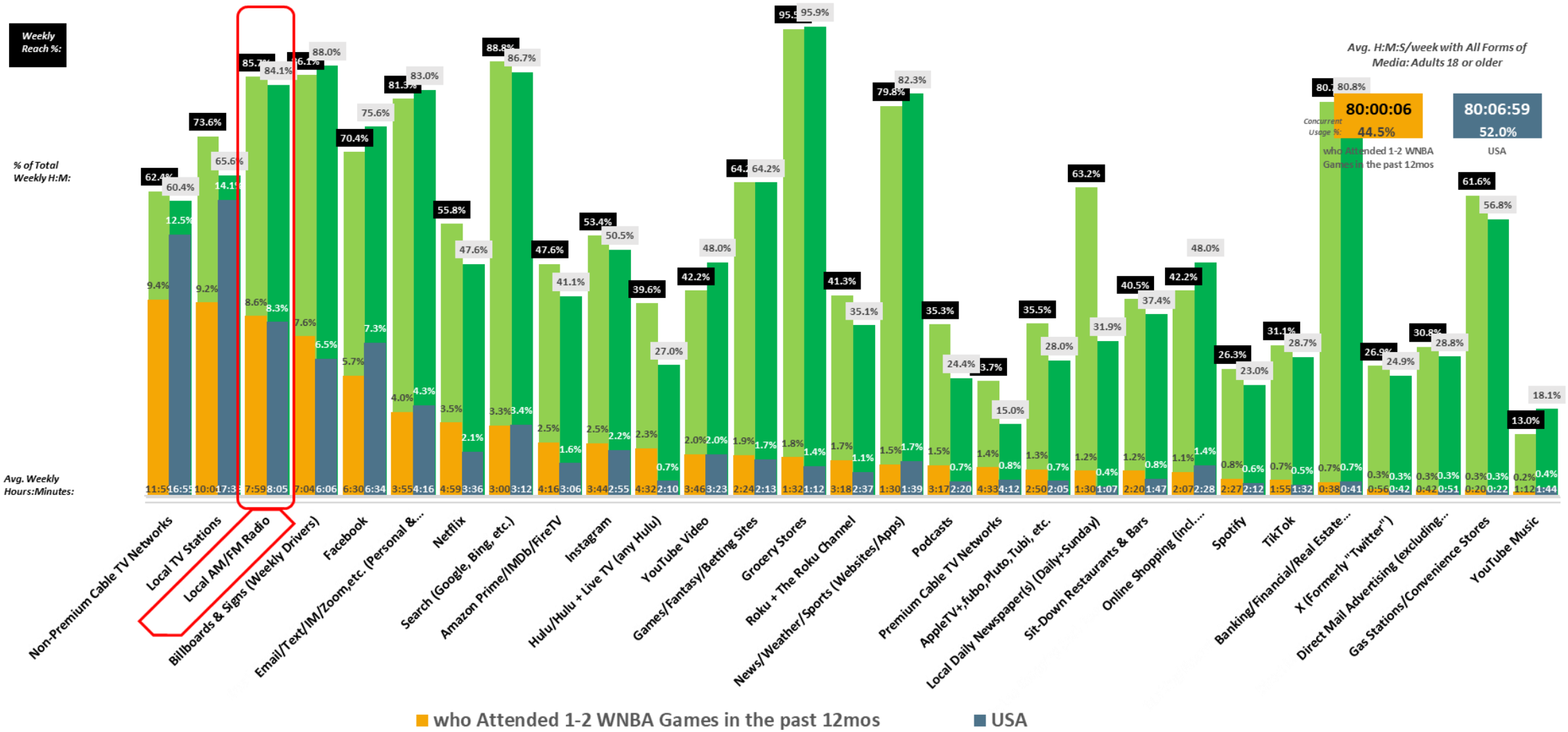
Attended 1-2 Games

Adults 18 or older who Attended 1-2 WNBA Games in the past 12mos spend an average of 3 days, 8 hours, 0 minutes and 6 seconds each week with All Forms of Media.

85.7% of Adults 18 or older who Attended 1-2 WNBA Games in the past 12mos spend an avg. of 7 hours and 59 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,852USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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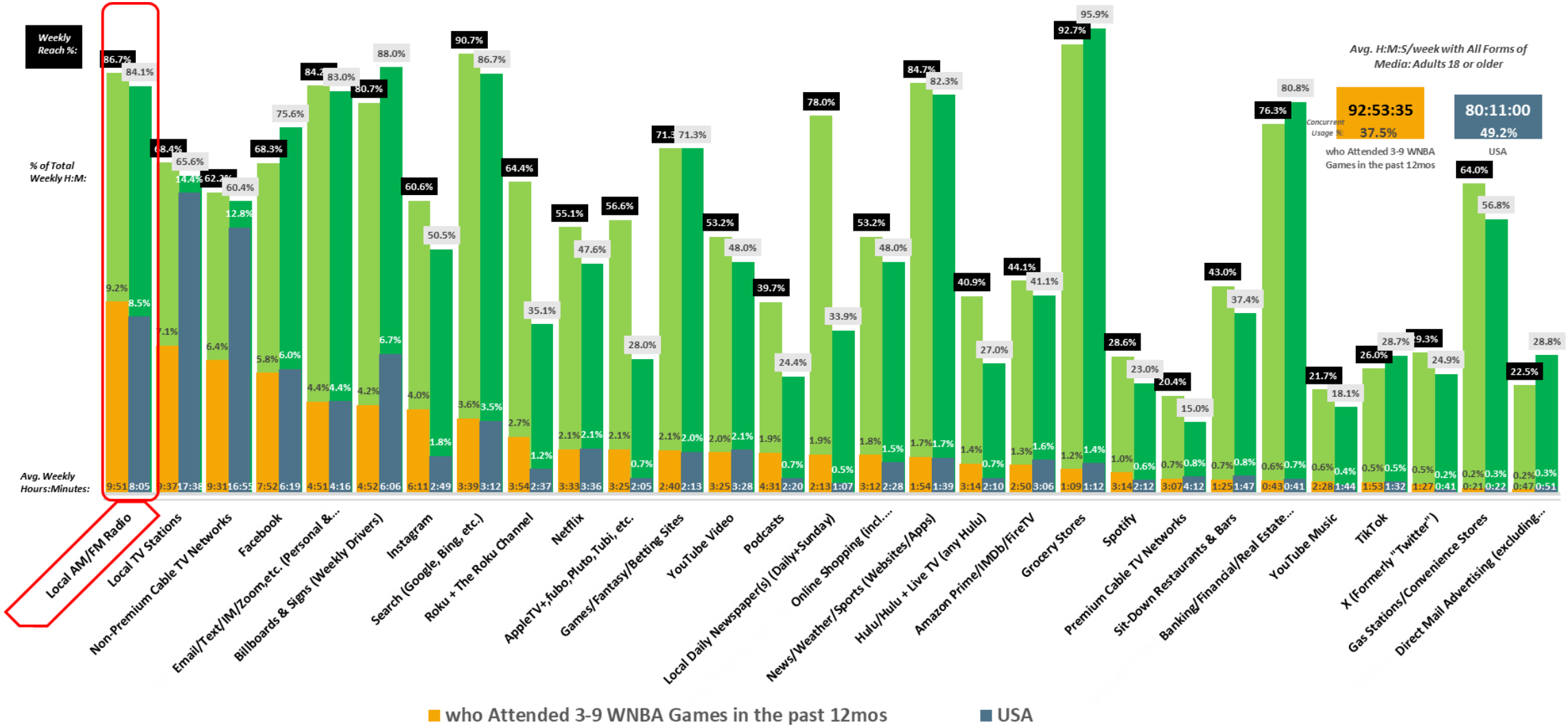
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 1 - 2 games

Attended 3-9 Games

Adults 18 or older who Attended 3-9 WNBA Games in the past 12mos spend an average of 3 days, 20 hours, 53 minutes and 35 seconds each week with All Forms of Media.

86.7% of Adults 18 or older who Attended 3-9 WNBA Games in the past 12mos spend an avg. of 9 hours and 51 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



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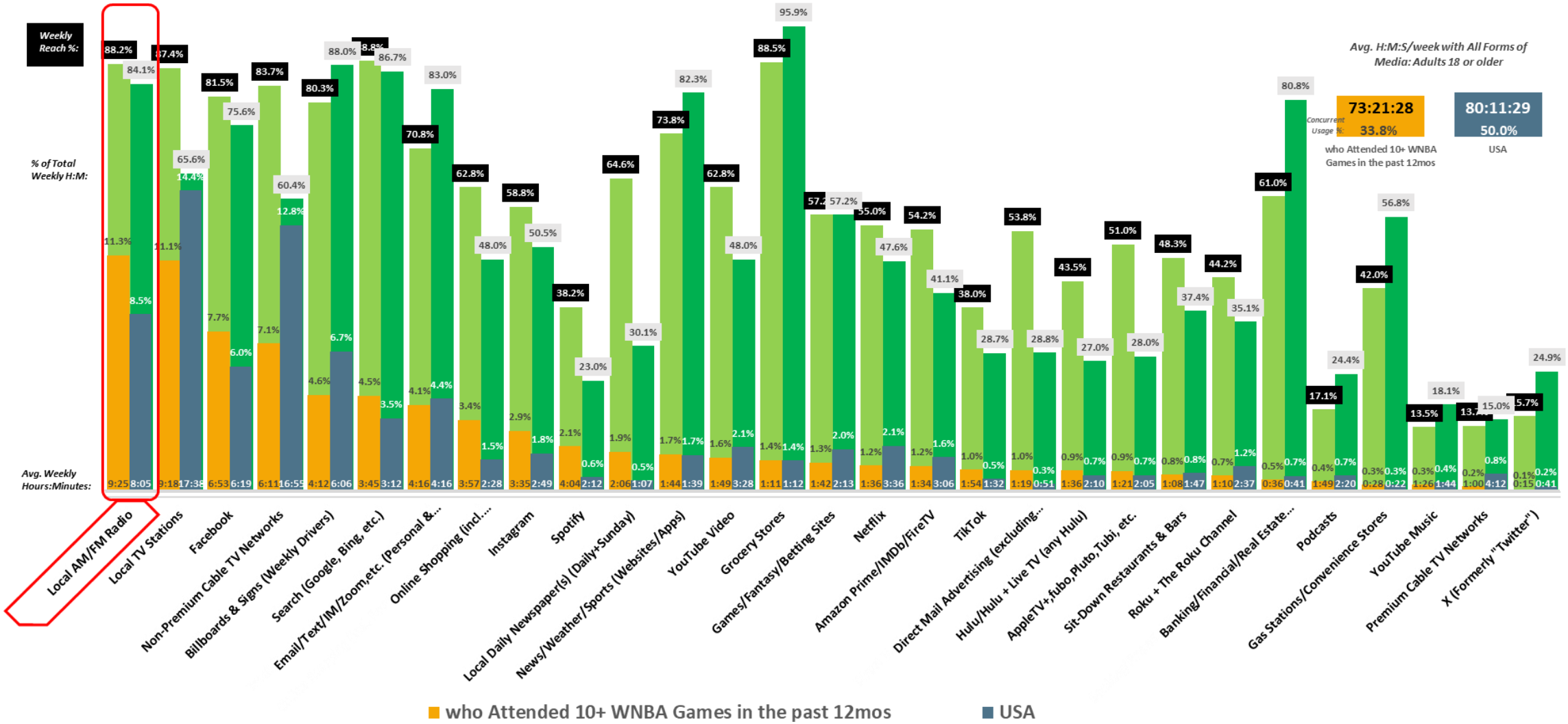
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 3 - 9 games

Attended 10+ Games

Adults 18 or older who Attended 10+ WNBA Games in the past 12mos spend an average of 3 days, 1 hours, 21 minutes and 28 seconds each week with All Forms of Media.

88.2% of Adults 18 or older who Attended 10+ WNBA Games in the past 12mos spend an avg. of 9 hours and 25 minutes each week listening to All Local AM/FM Radio, representing 11.3% of total time spent with all forms of Media.



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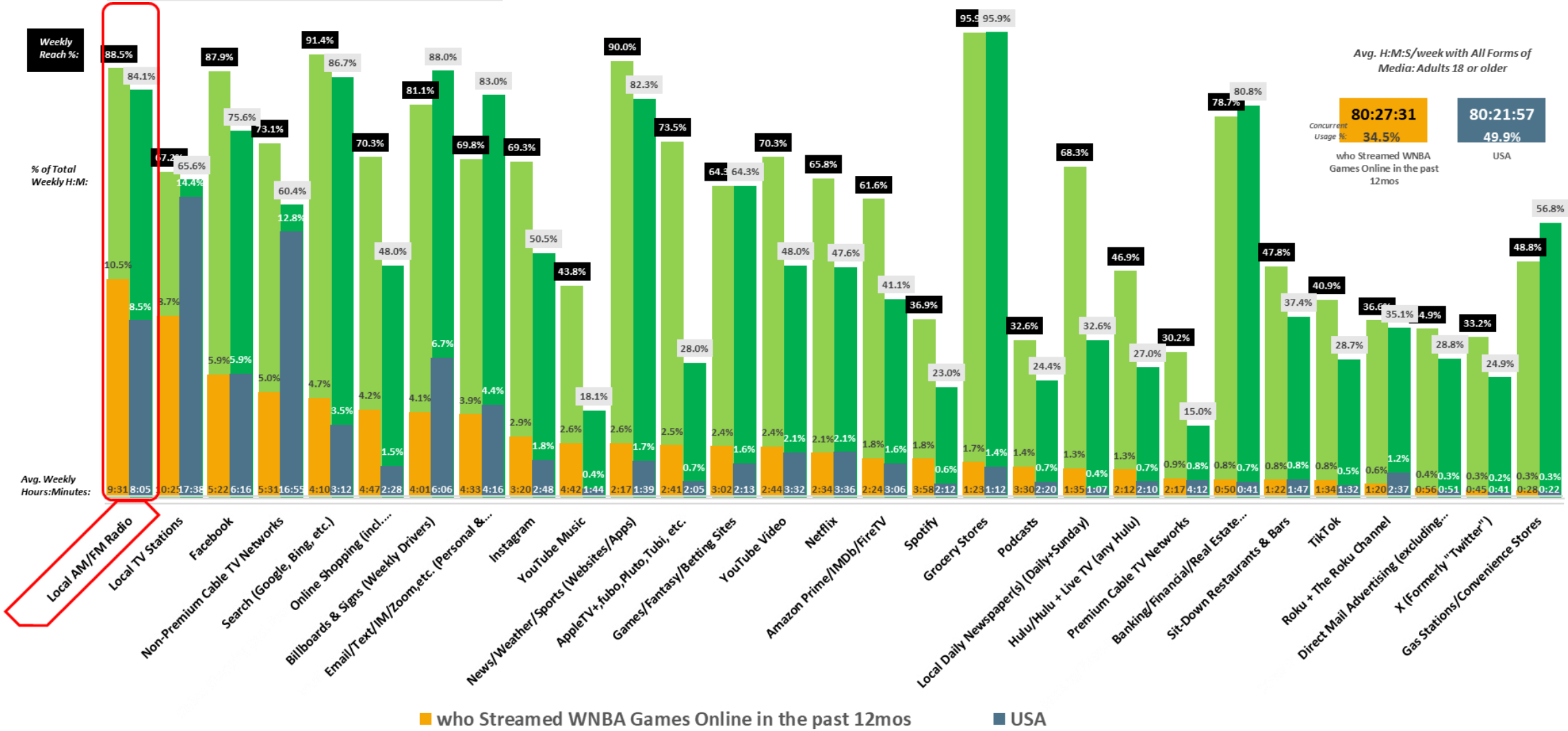
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 10+ games

WNBA Streamed Online

Adults 18 or older who Streamed WNBA Games Online in the past 12mos spend an average of 3 days, 8 hours, 27 minutes and 31 seconds each week with All Forms of Media.

88.5% of Adults 18 or older who Streamed WNBA Games Online in the past 12mos spend an avg. of 9 hours and 31 minutes each week listening to All Local AM/FM Radio, representing 10.5% of total time spent with all forms of Media.



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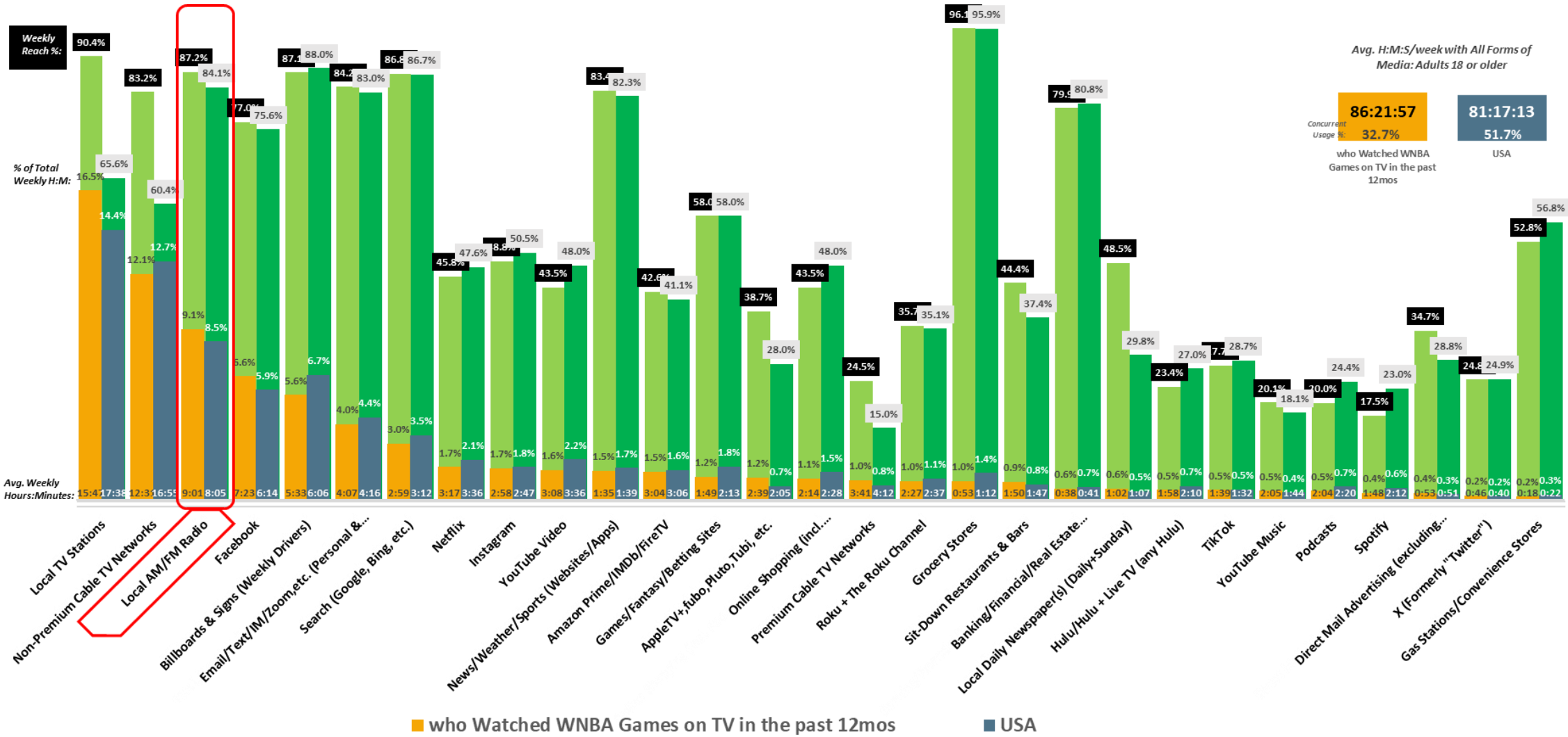
Sports streamed online past 12 months: WNBA

Watched on WNBA TV or Cable

Adults 18 or older who Watched WNBA Games on TV in the past 12mos spend an average of 3 days, 14 hours, 21 minutes and 57 seconds each week with All Forms of Media.

87.2% of Adults 18 or older who Watched WNBA Games on TV in the past 12mos spend an avg. of 9 hours and 1 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.



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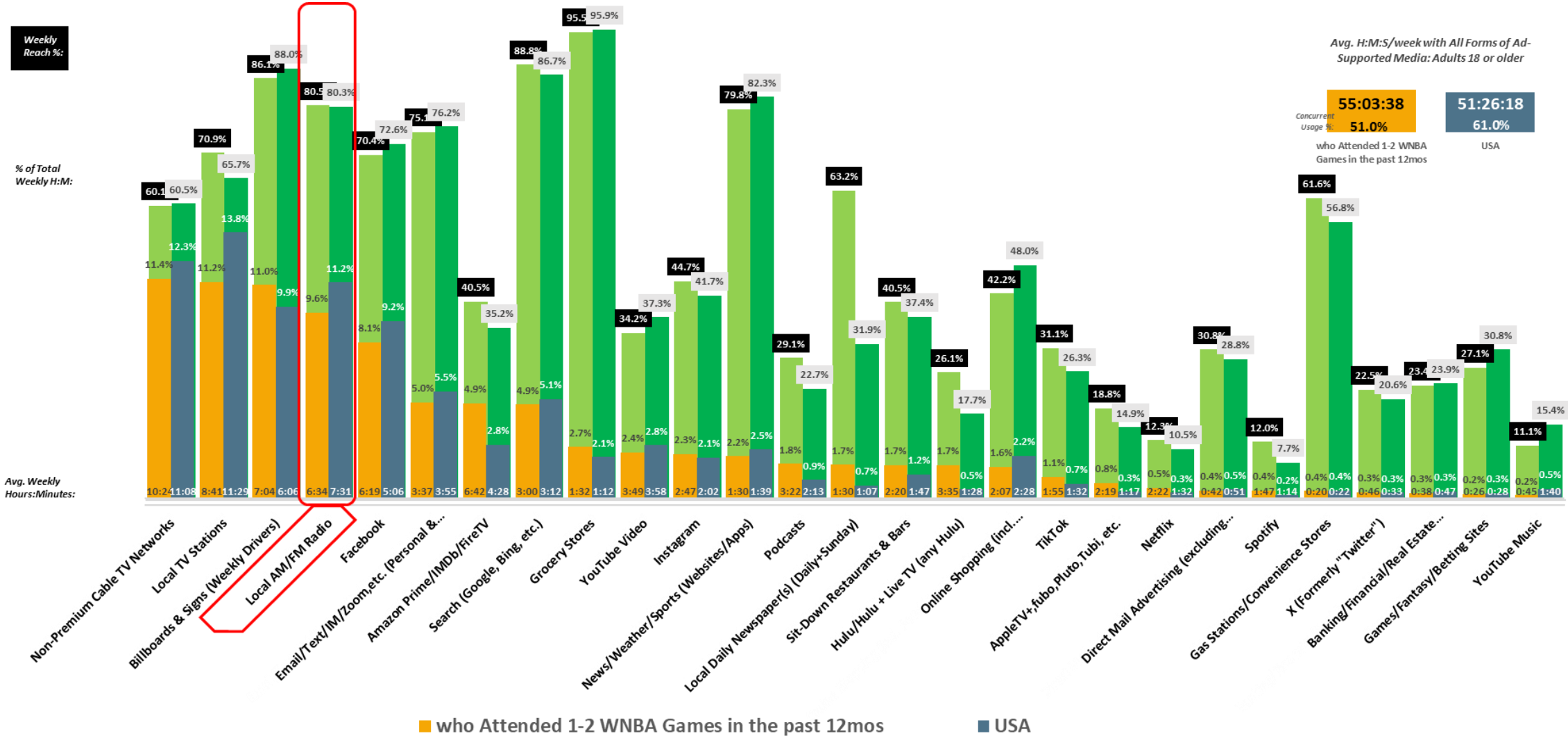
Sports watched on TV (broadcast or cable) past 12 months: WNBA

Attended 1-2 Games

Adults 18 or older who Attended 1-2 WNBA Games in the past 12mos spend an average of 2 days, 7 hours, 3 minutes and 38 seconds each week with All Forms of Ad-Supported Media.

80.5% of Adults 18 or older who Attended 1-2 WNBA Games in the past 12mos spend an avg. of 6 hours and 34 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.6% of total time spent with all forms of Ad-Supported Media.



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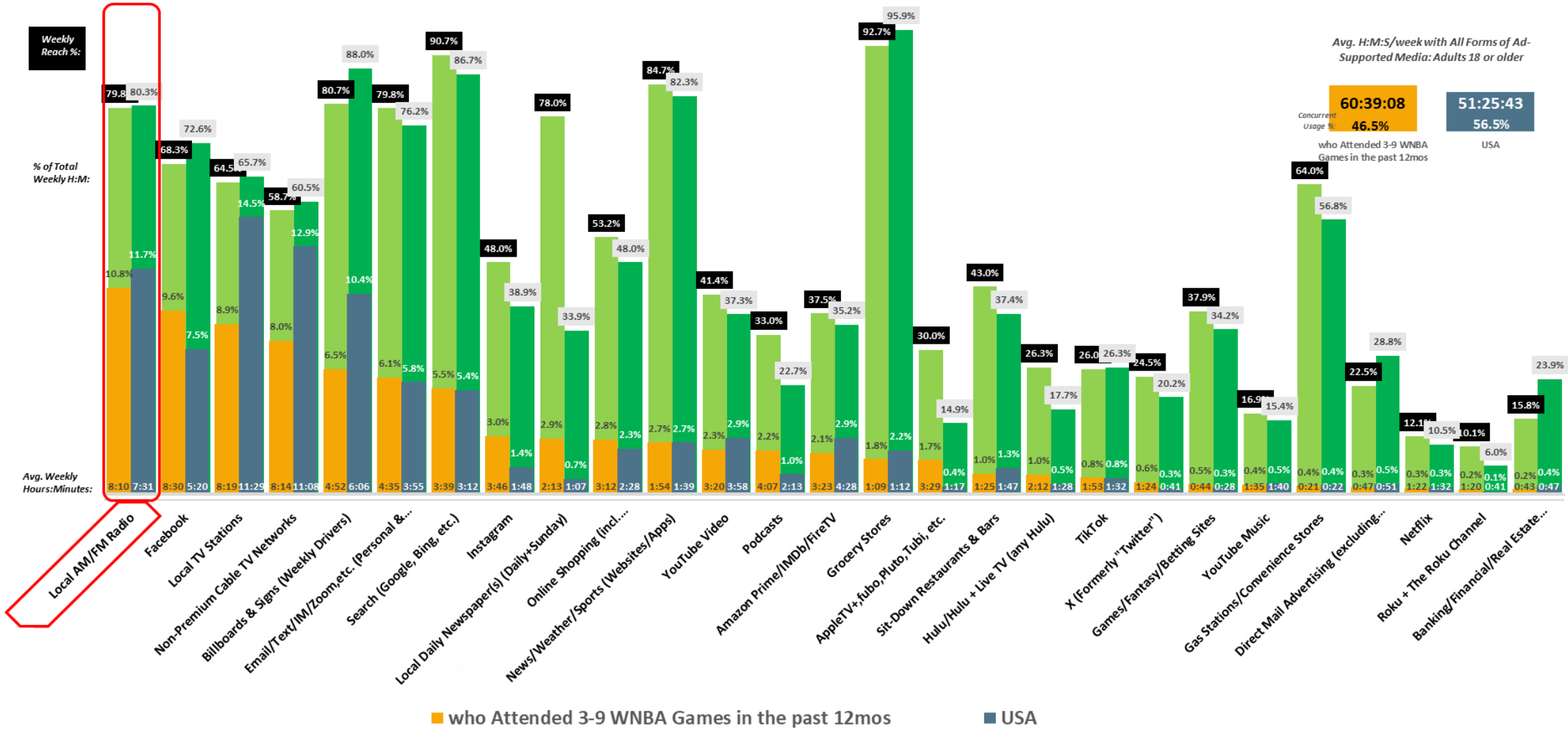
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 1 - 2 games

Attended 3-9 Games

Adults 18 or older who Attended 3-9 WNBA Games in the past 12mos spend an average of 2 days, 12 hours, 39 minutes and 8 seconds each week with All Forms of Ad-Supported Media.

79.8% of Adults 18 or older who Attended 3-9 WNBA Games in the past 12mos spend an avg. of 8 hours and 10 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supported Media.



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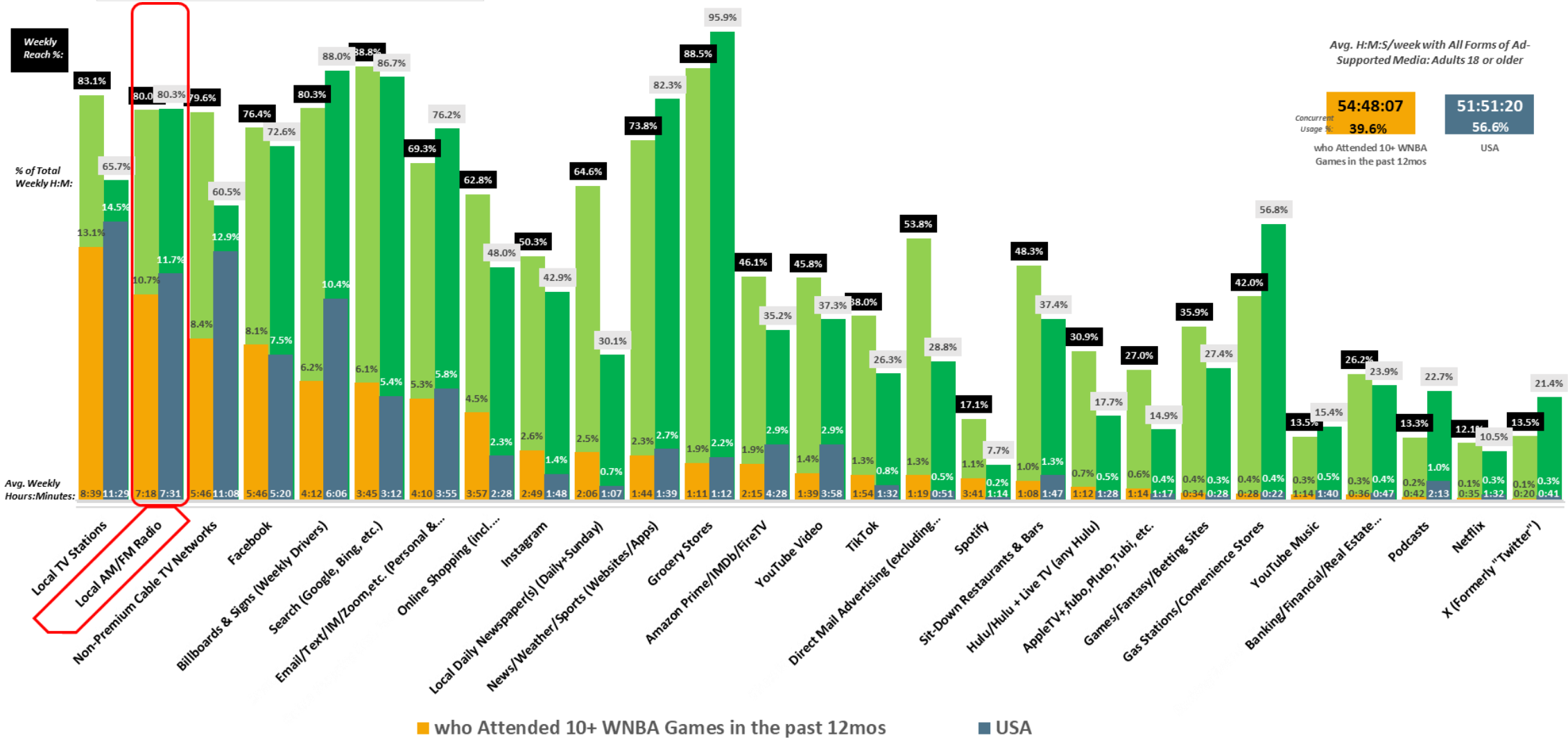
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 3 - 9 games

WNBA Attended 10+ Games

Adults 18 or older who Attended 10+ WNBA Games in the past 12mos spend an average of 2 days, 6 hours, 48 minutes and 7 seconds each week with All Forms of Ad-Supported Media.

80.% of Adults 18 or older who Attended 10+ WNBA Games in the past 12mos spend an avg. of 7 hours and 18 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported Media.



■ who Attended 10+ WNBA Games in the past 12mos ■ USA

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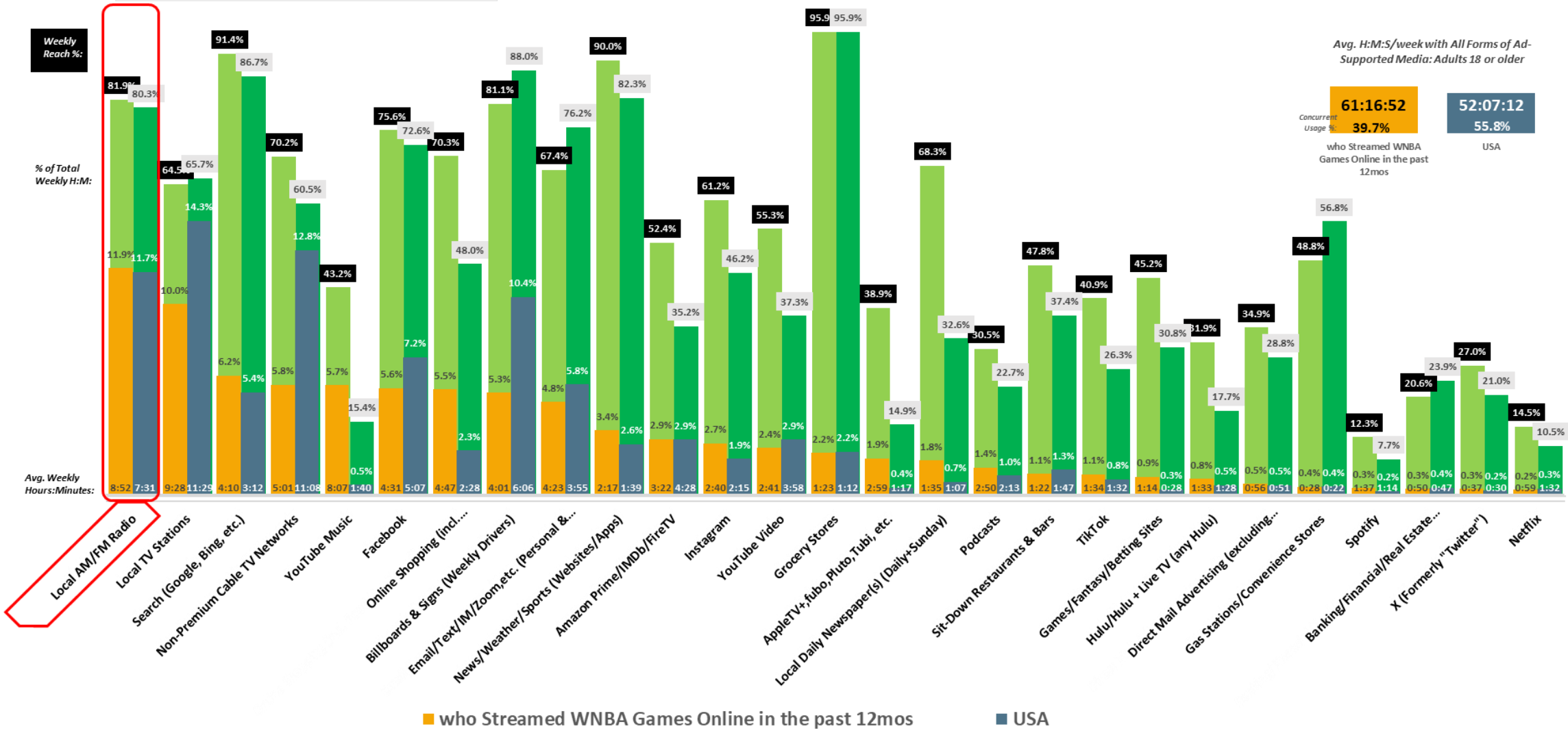
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 10+ games

WNBA Streamed Online

Adults 18 or older who Streamed WNBA Games Online in the past 12mos spend an average of 2 days, 13 hours, 16 minutes and 52 seconds each week with All Forms of Ad-Supported Media.

81.9% of Adults 18 or older who Streamed WNBA Games Online in the past 12mos spend an avg. of 8 hours and 52 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.9% of total time spent with all forms of Ad-Supported Media.



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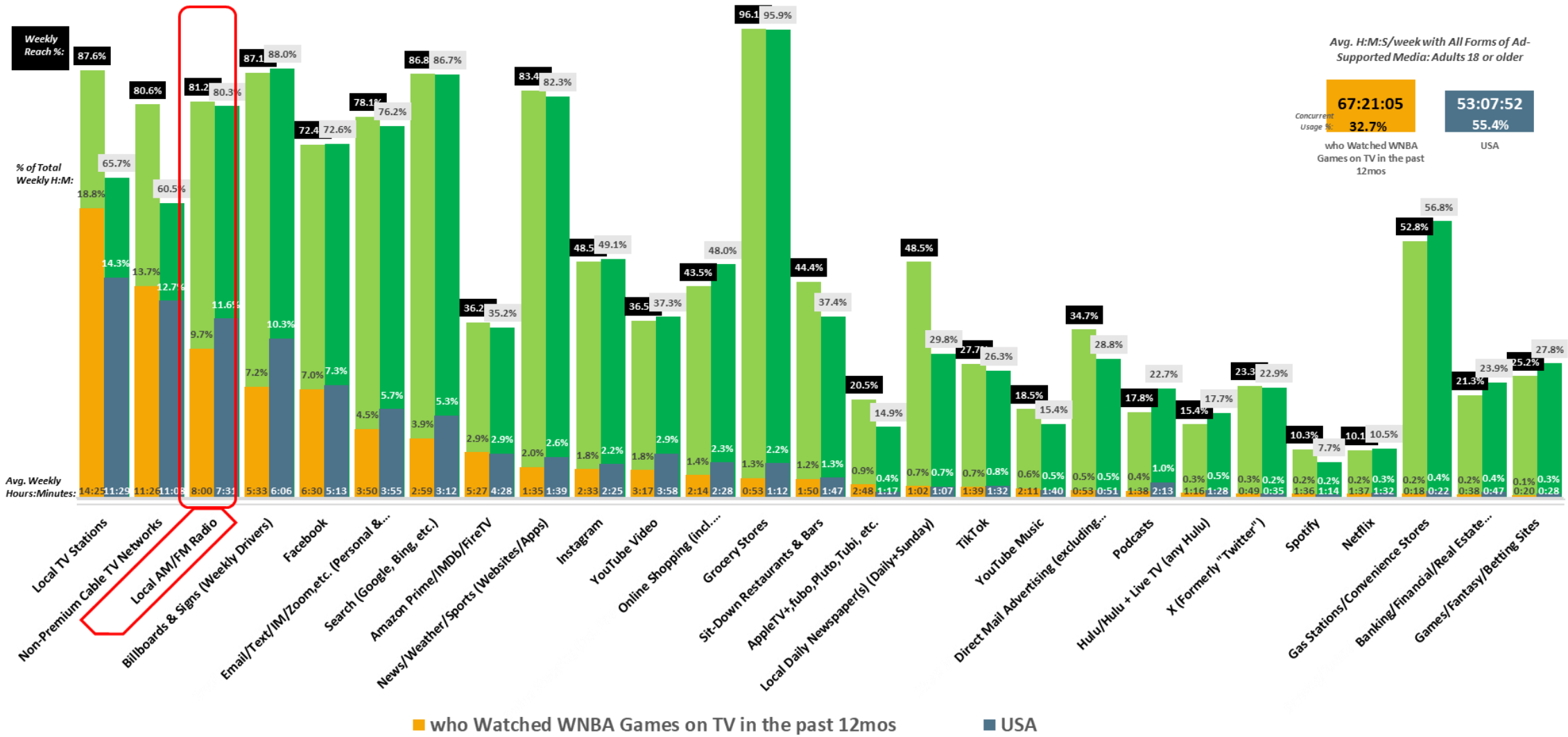
Sports streamed online past 12 months: WNBA

Watched on TV or Cable

Adults 18 or older who Watched WNBA Games on TV in the past 12mos spend an average of 2 days, 19 hours, 21 minutes and 5 seconds each week with All Forms of Ad-Supported Media.

81.2% of Adults 18 or older who Watched WNBA Games on TV in the past 12mos spend an avg. of 8 hours and 0 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.7% of total time spent with all forms of Ad-Supported Media.



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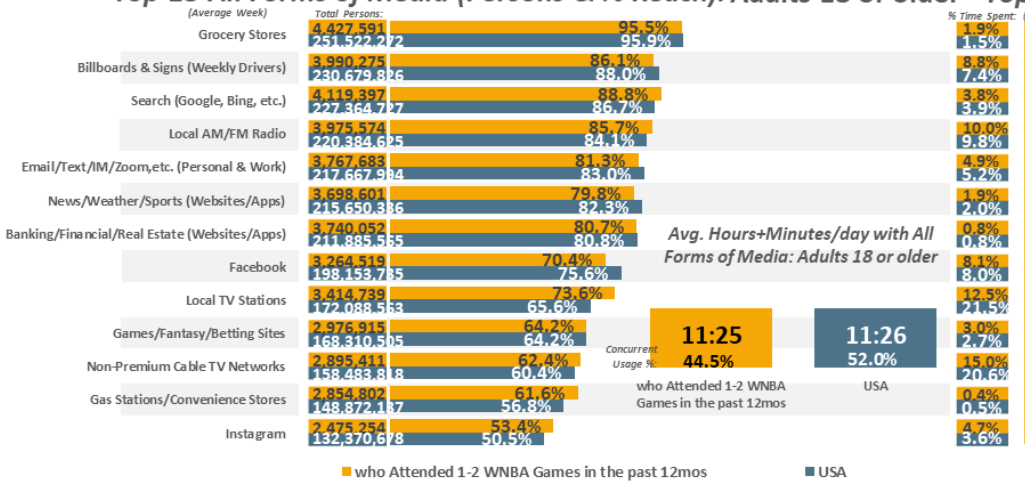
Sports watched on TV (broadcast or cable) past 12 months: WNBA

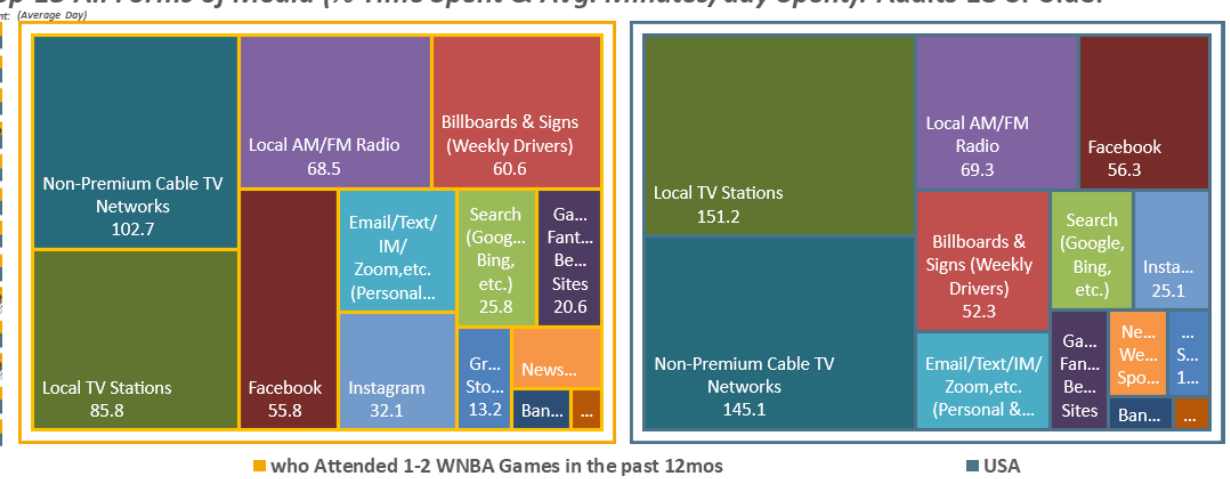
Attended 1-2 Games

Adults 18 or older who Attended 1-2 WNBA Games in the past 12mos spend an average of 7 hours and 51 minutes each day with All Forms of Ad-Supported Media. 80.5% listen to Local AM/FM Radio for an avg. of 56.3 minutes/day. *(Local Radio delivers 9.6% of Time with Ad-Supported Media.)*

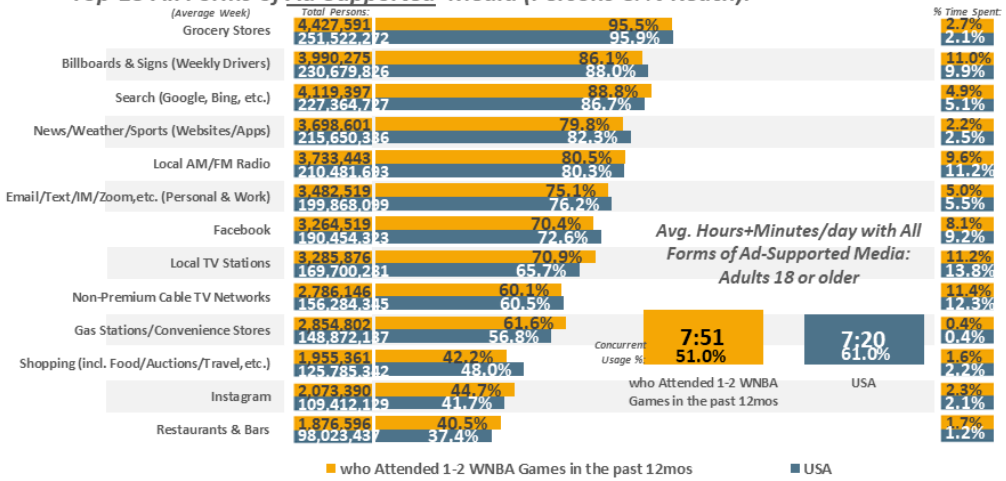
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



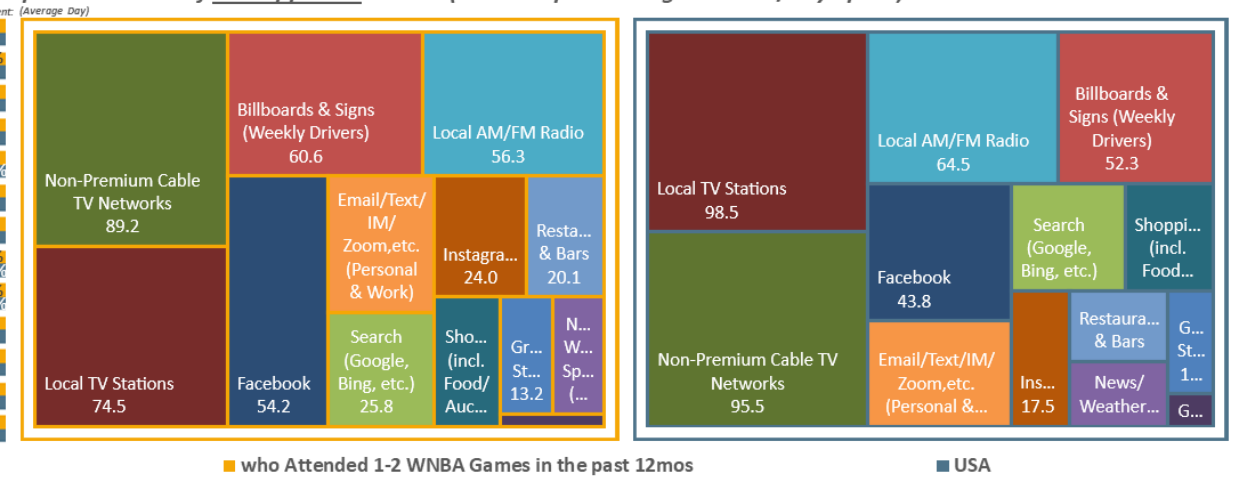
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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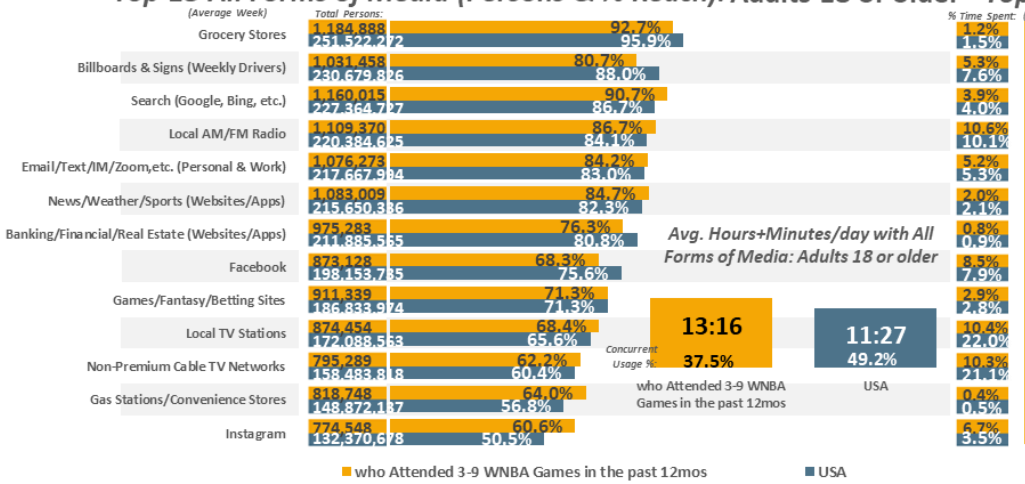
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 1 - 2 games

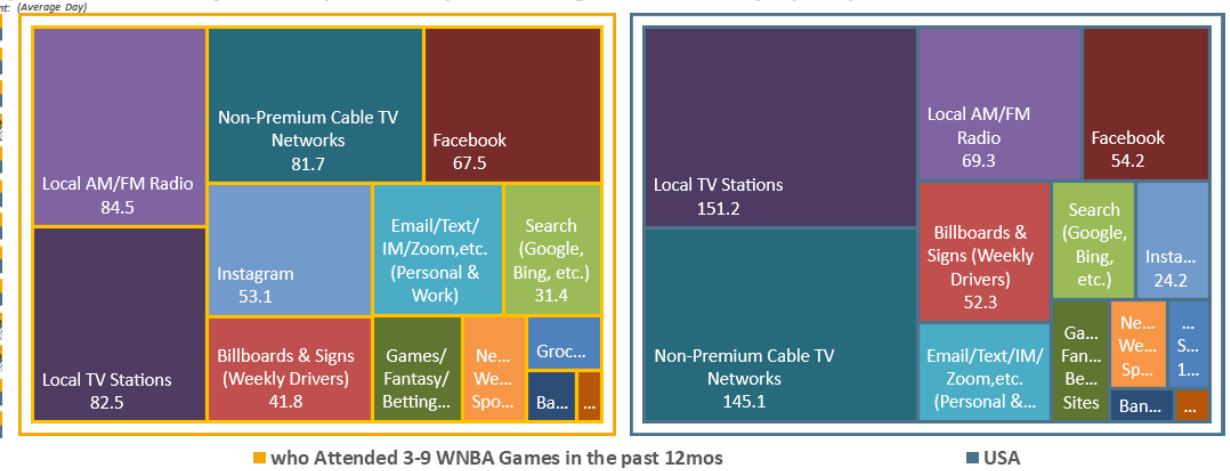
Attended 3-9 Games

Adults 18 or older who Attended 3-9 WNBA Games in the past 12mos spend an average of 8 hours and 39 minutes each day with All Forms of Ad-Supported Media. 79.8% listen to Local AM/FM Radio for an avg. of 70. minutes/day. *(Local Radio delivers 10.8% of Time with Ad-Supported Media.)*

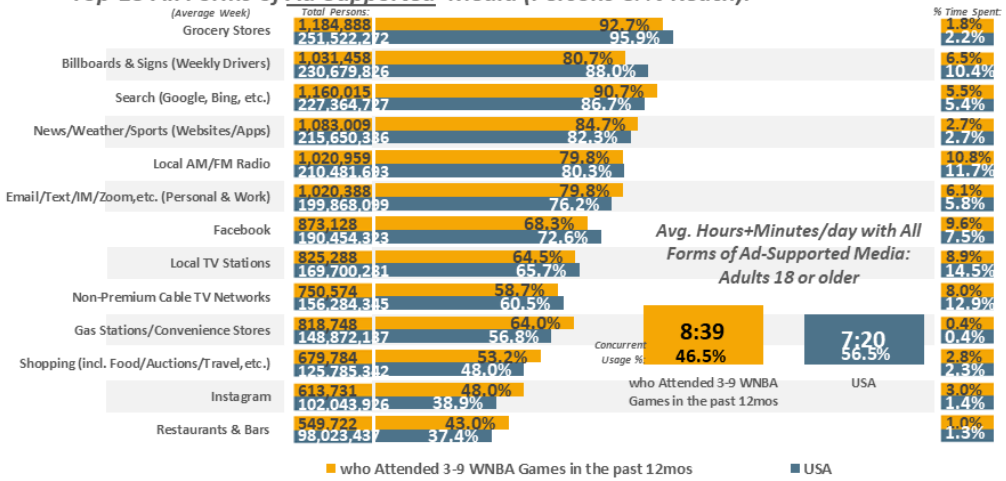
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



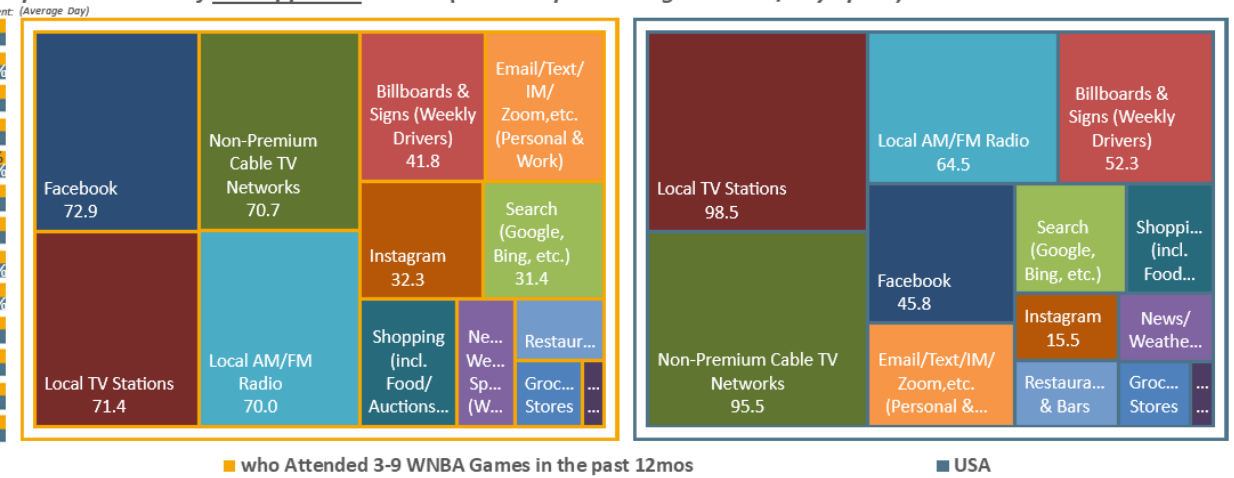
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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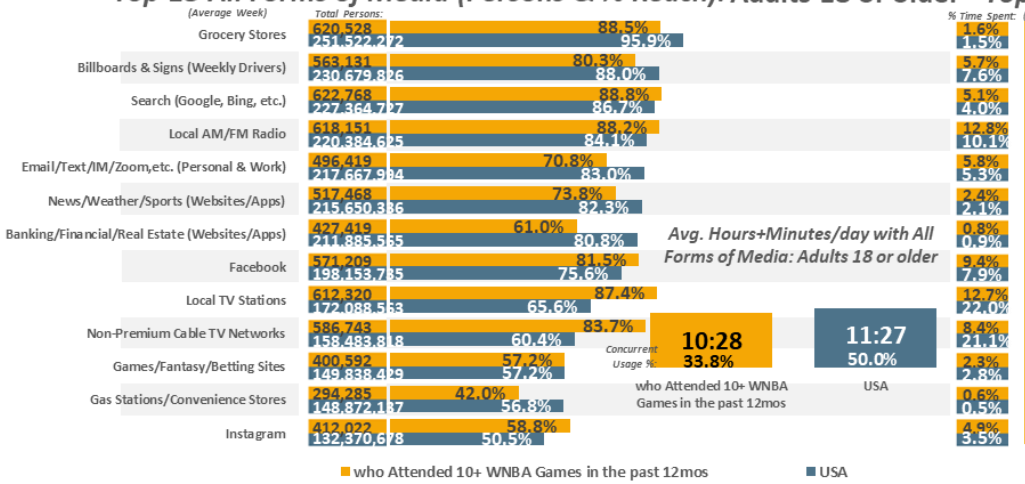
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 3 - 9 games

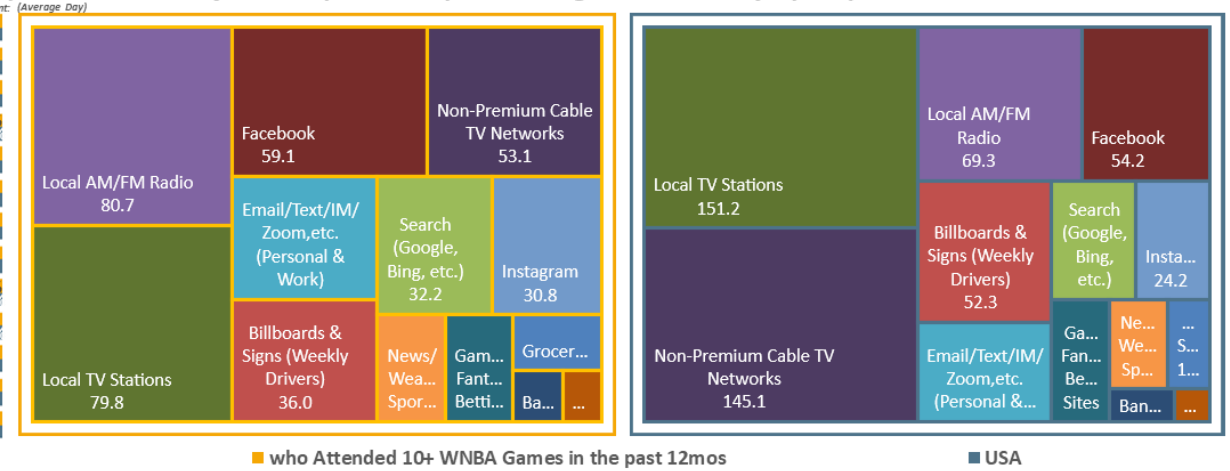
Attended 10+ Games

Adults 18 or older who Attended 10+ WNBA Games in the past 12mos spend an average of 7 hours and 49 minutes each day with All Forms of Ad-Supported Media. 80.% listen to Local AM/FM Radio for an avg. of 62.6 minutes/day. *(Local Radio delivers 10.7% of Time with Ad-Supported Media.)*

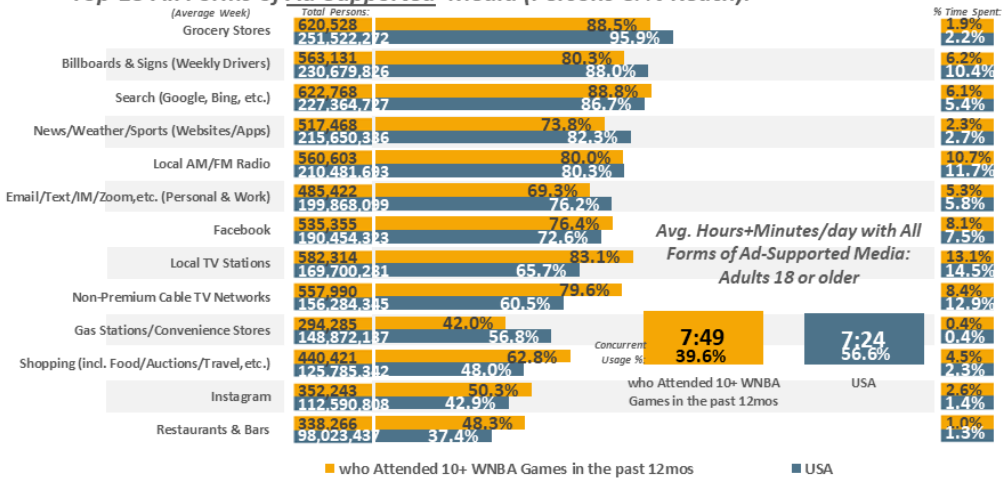
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



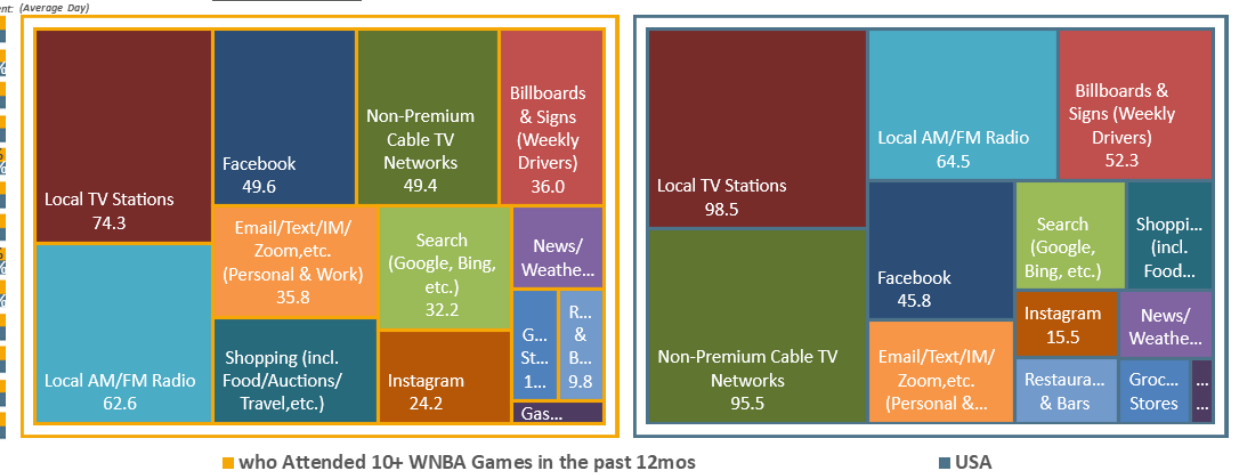
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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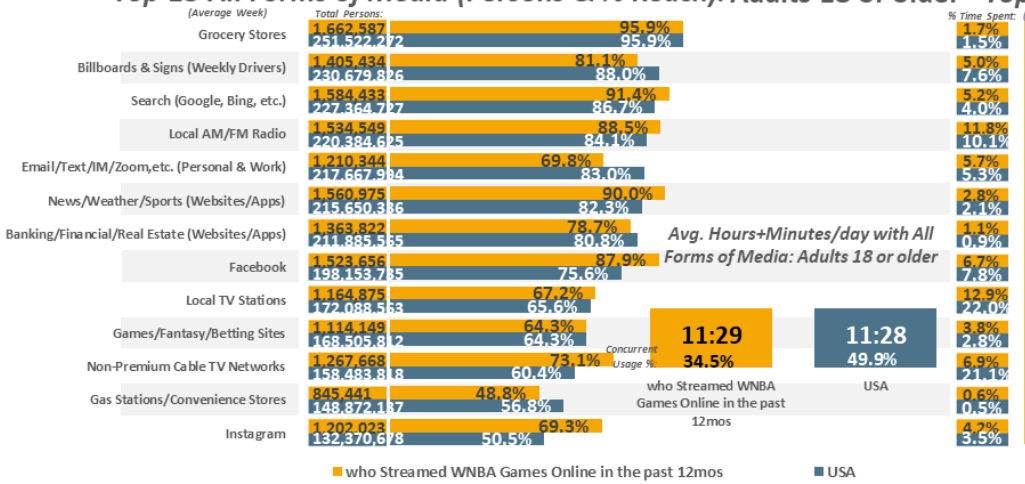
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 10+ games

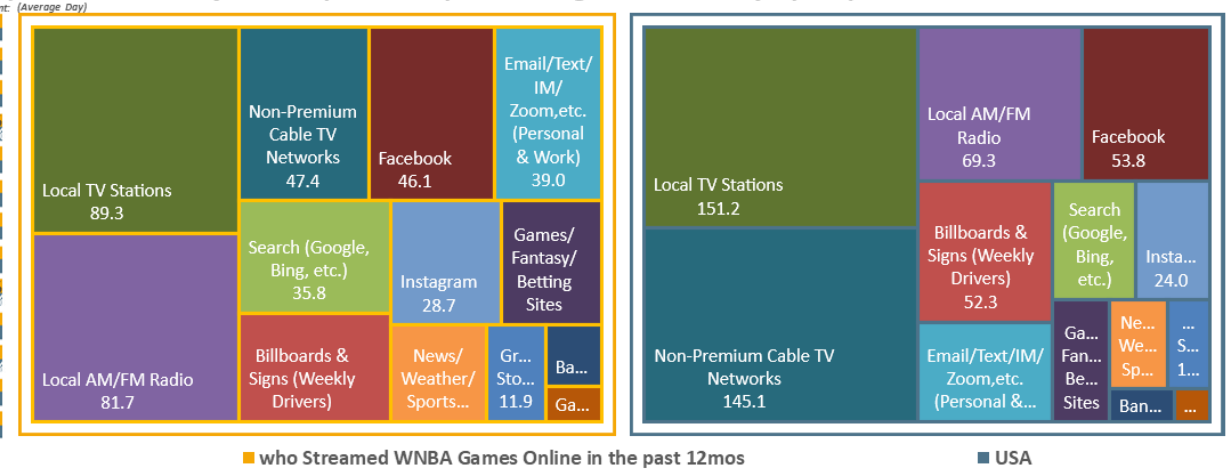
WNBA Streamed Online

Adults 18 or older who Streamed WNBA Games Online in the past 12mos spend an average of 8 hours and 45 minutes each day with All Forms of Ad-Supported Media. 81.9% listen to Local AM/FM Radio for an avg. of 76. minutes/day. *(Local Radio delivers 11.9% of Time with Ad-Supported Media.)*

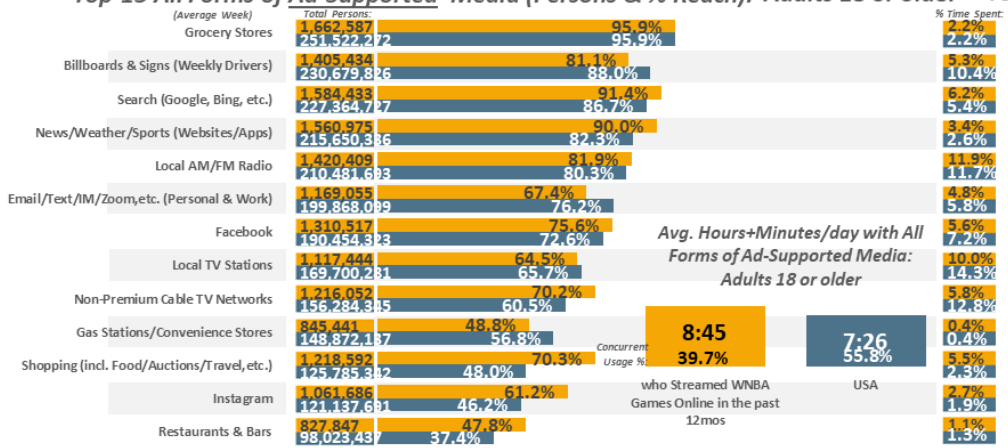
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



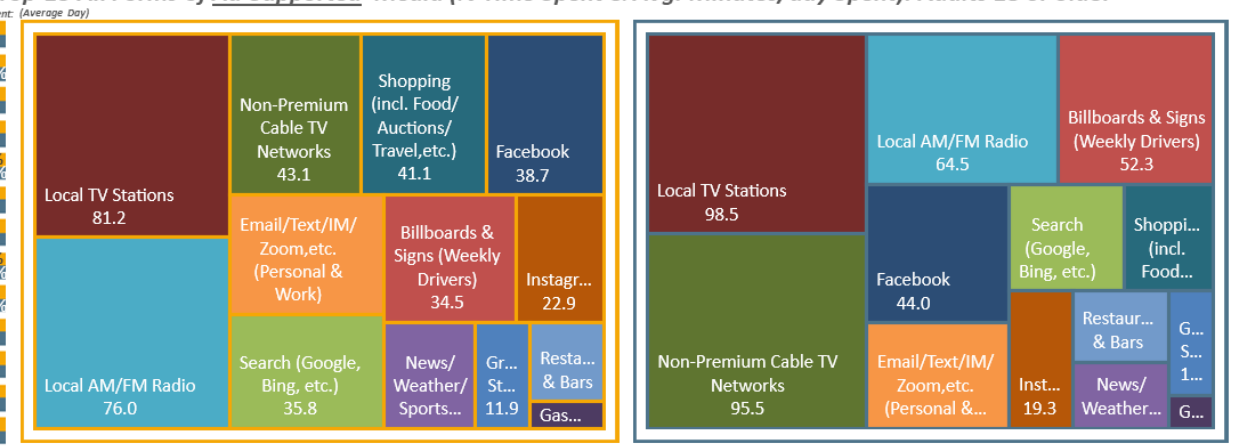
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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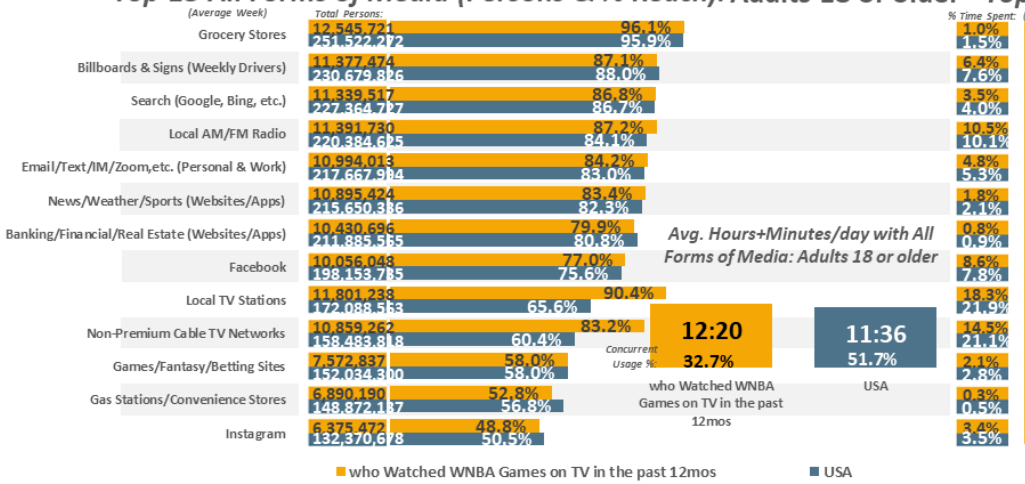
Sports streamed online past 12 months: WNBA

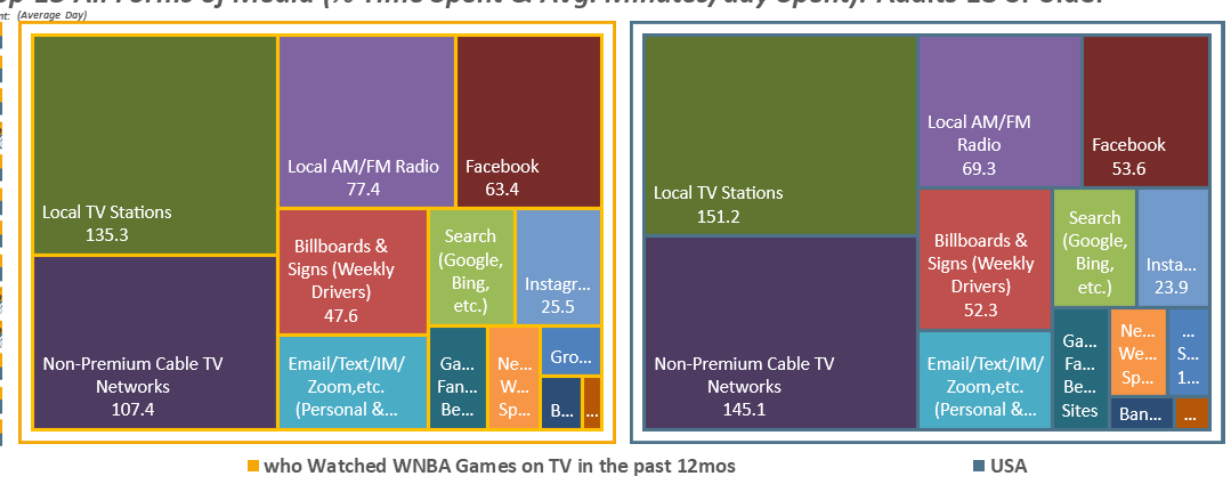
Watched on TV or Cable

Adults 18 or older who Watched WNBA Games on TV in the past 12mos spend an average of 9 hours and 37 minutes each day with All Forms of Ad-Supported Media. 81.2% listen to Local AM/FM Radio for an avg. of 68.6 minutes/day. *(Local Radio delivers 9.7% 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



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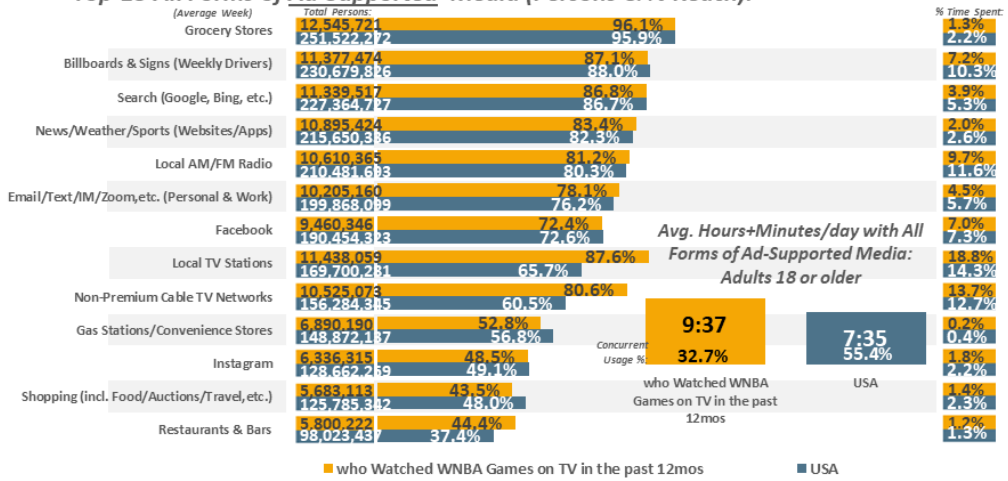

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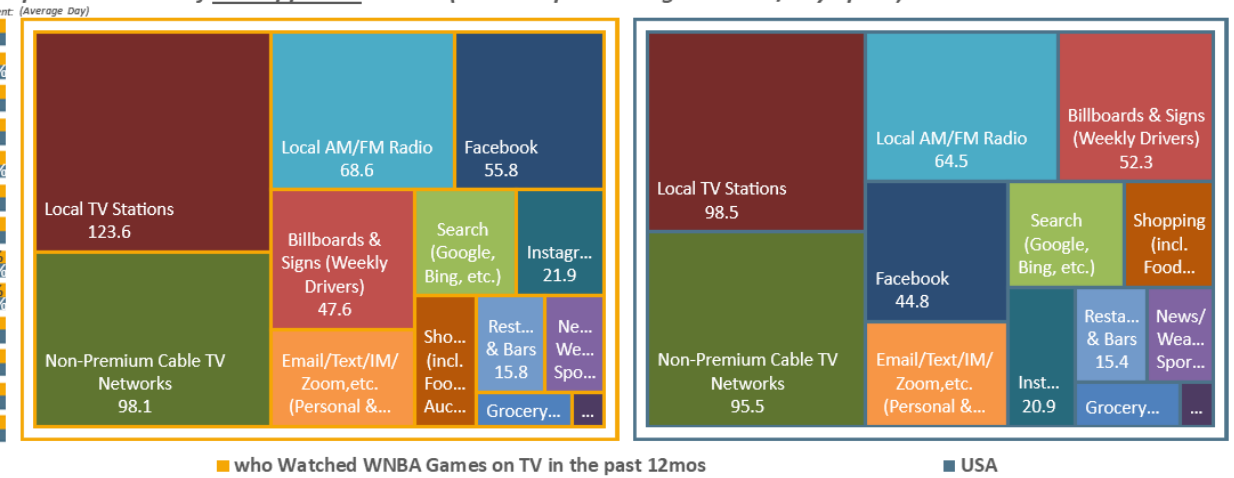

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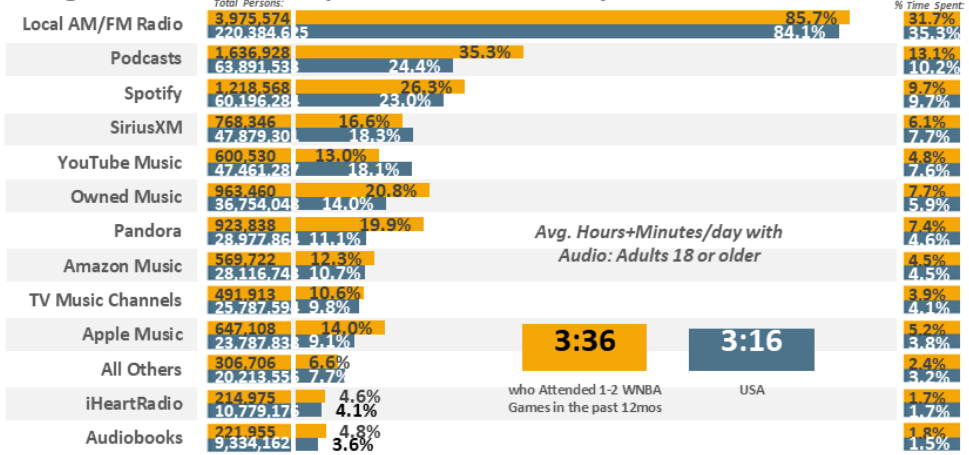
Sports watched on TV (broadcast or cable) past 12 months: WNBA

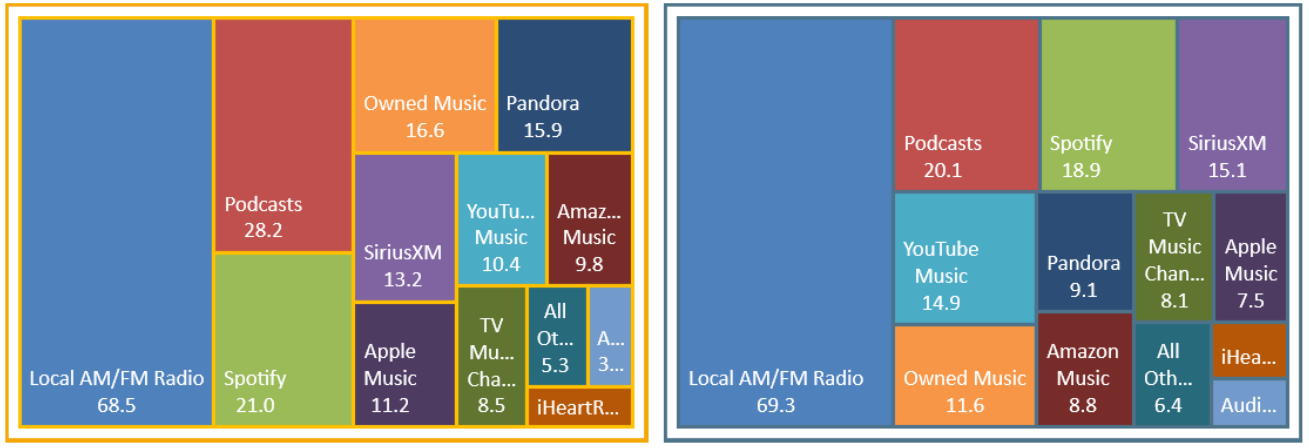
WNBA Attended 1-2 Games

3,733,443 or 80.5% of Adults 18 or older who Attended 1-2 WNBA Games in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 56.3 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.

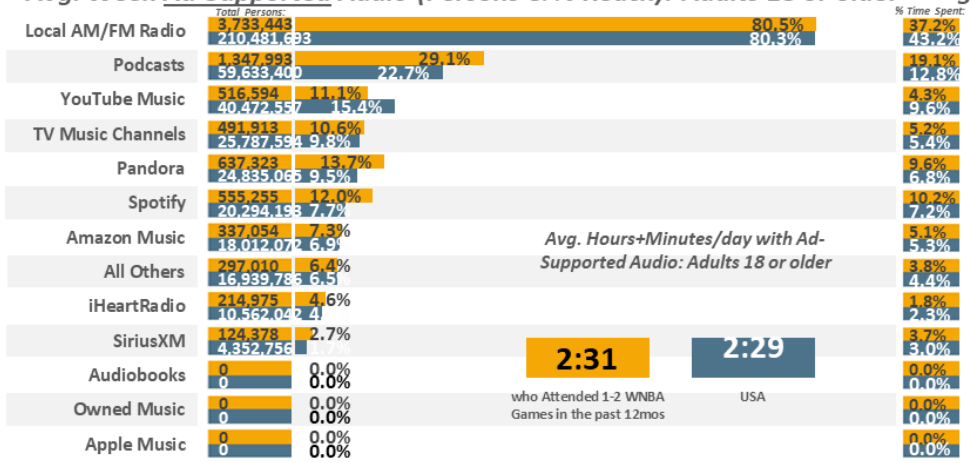
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



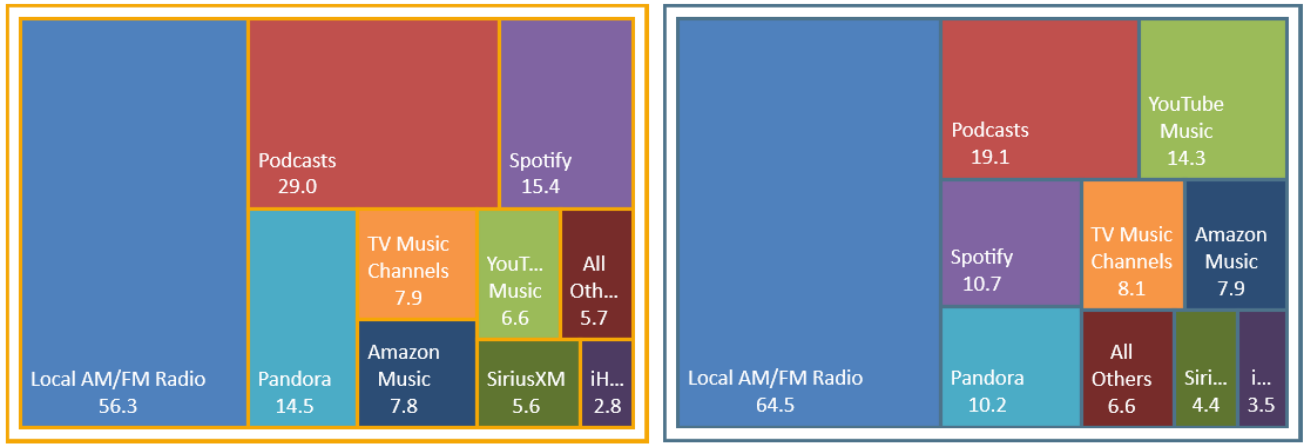
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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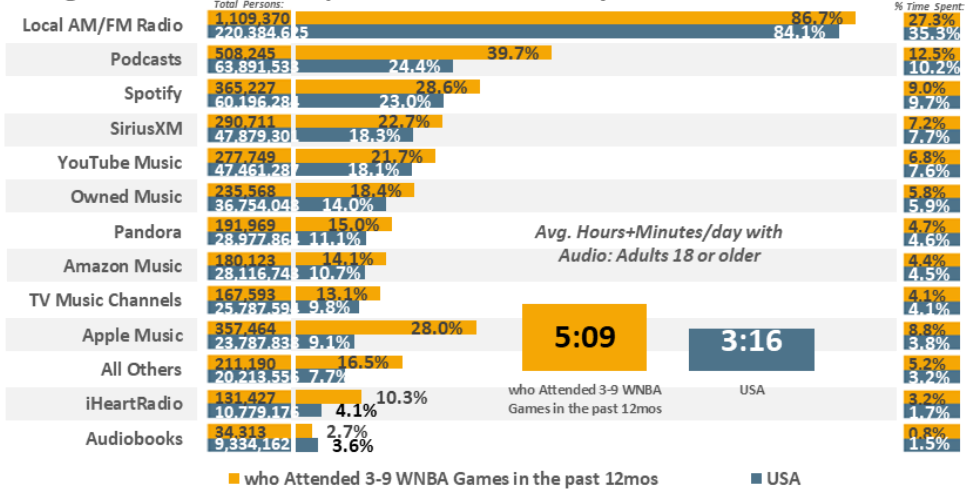
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 1 - 2 games

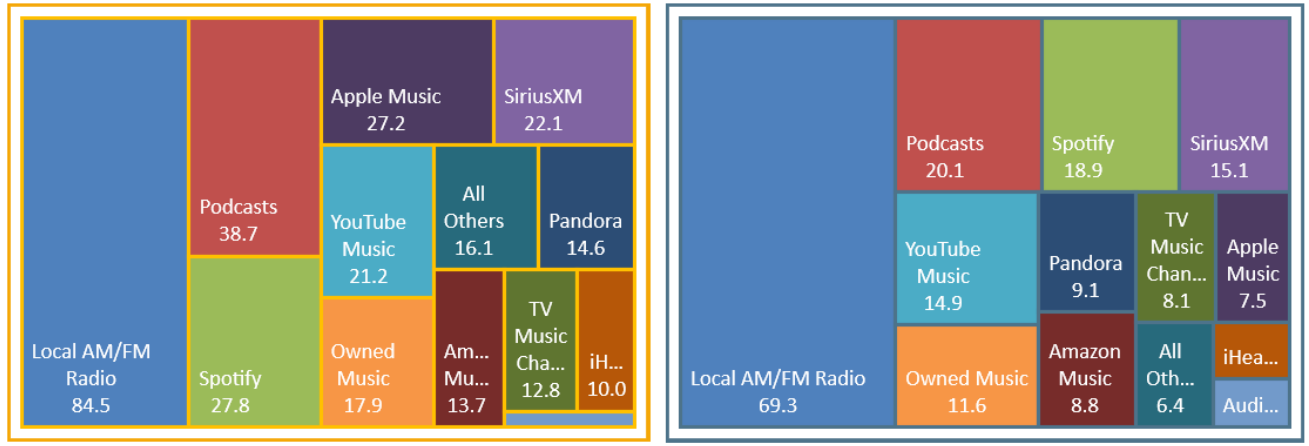
Attended 3-9 Games

1,020,959 or 79.8% of Adults 18 or older who Attended 3-9 WNBA Games in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 70. minutes every day representing 33.1% of all time spent daily with Ad-Supported Audio.

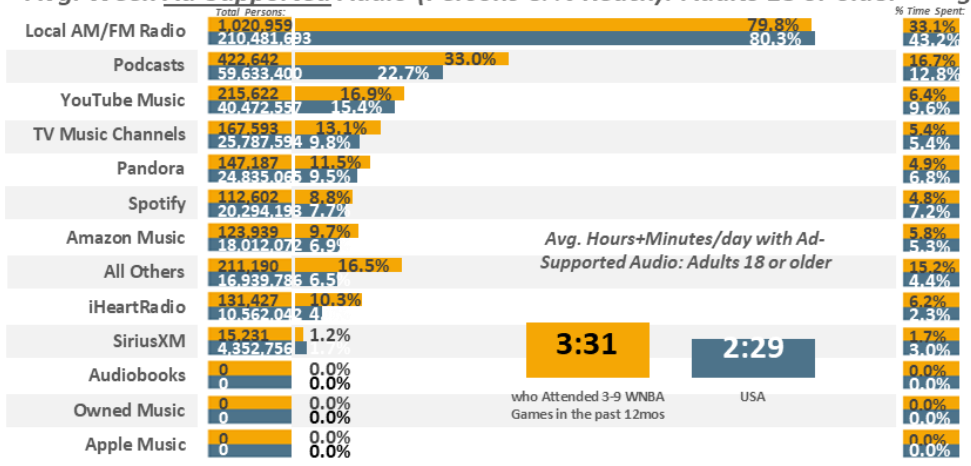
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



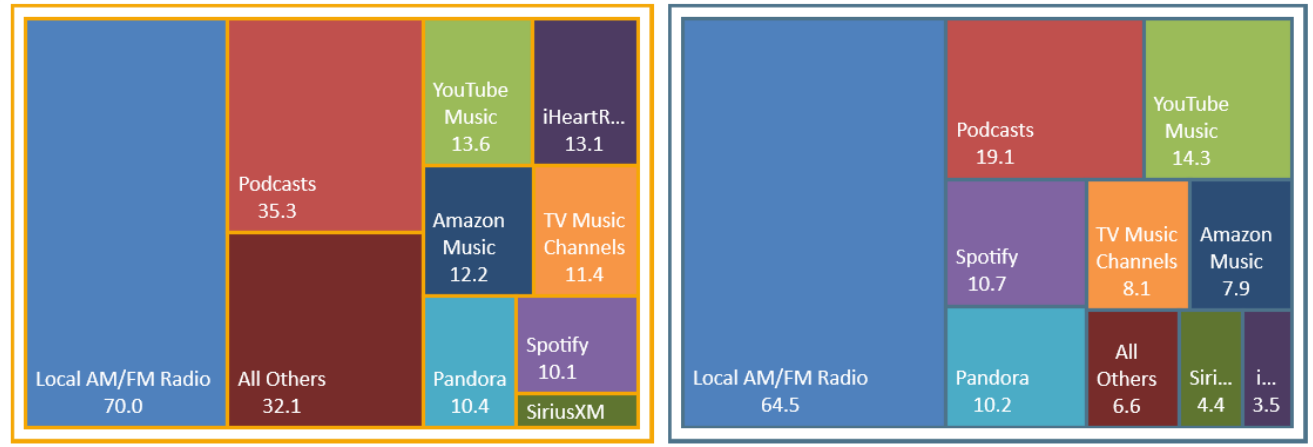
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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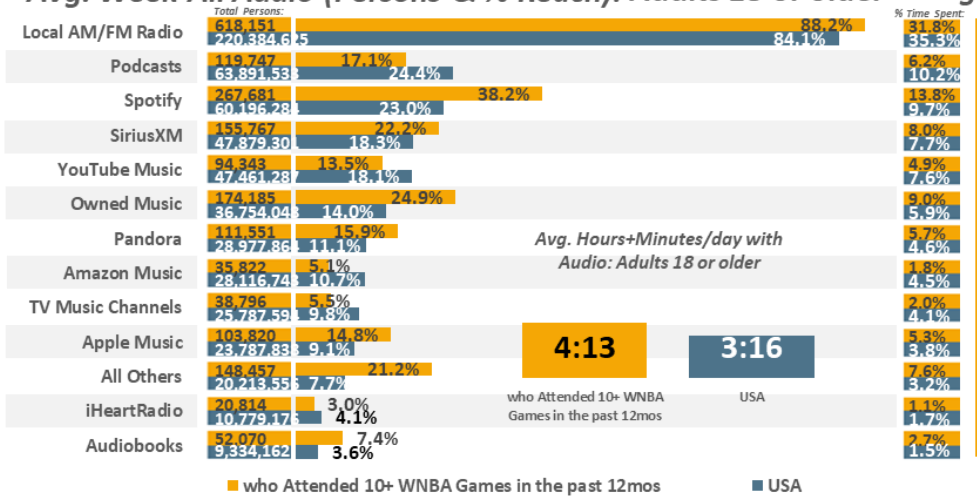
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 3 - 9 games

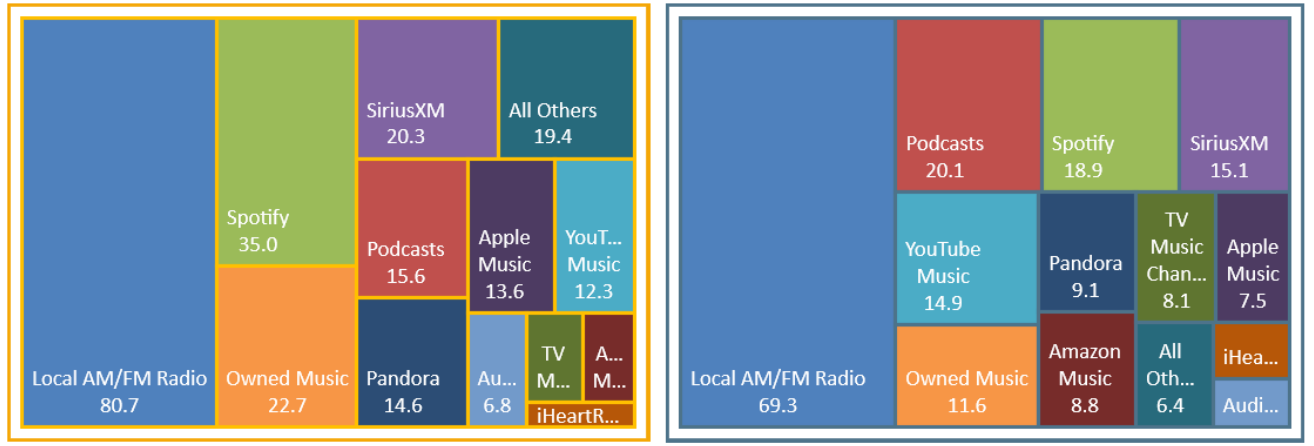
WNBA Attended 10+ Games

560,603 or 80.% of Adults 18 or older who Attended 10+ WNBA Games in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 62.6 minutes every day representing 31.6% of all time spent daily with Ad-Supported Audio.

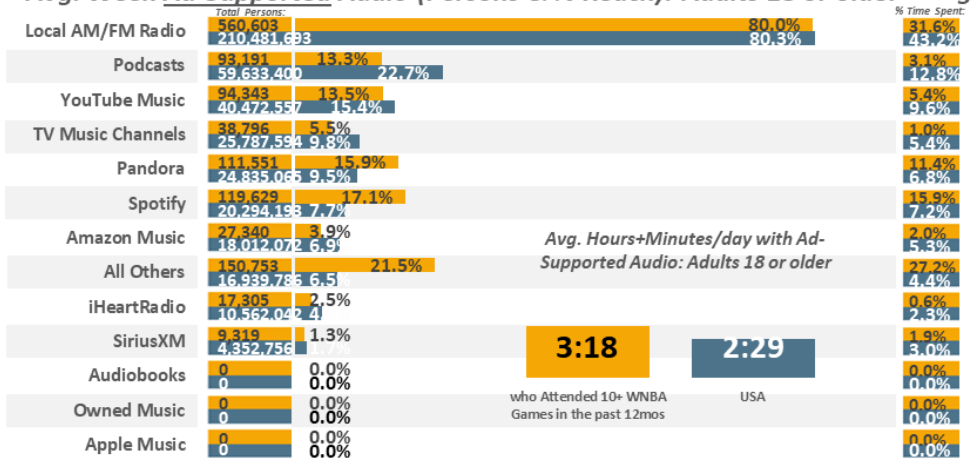
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



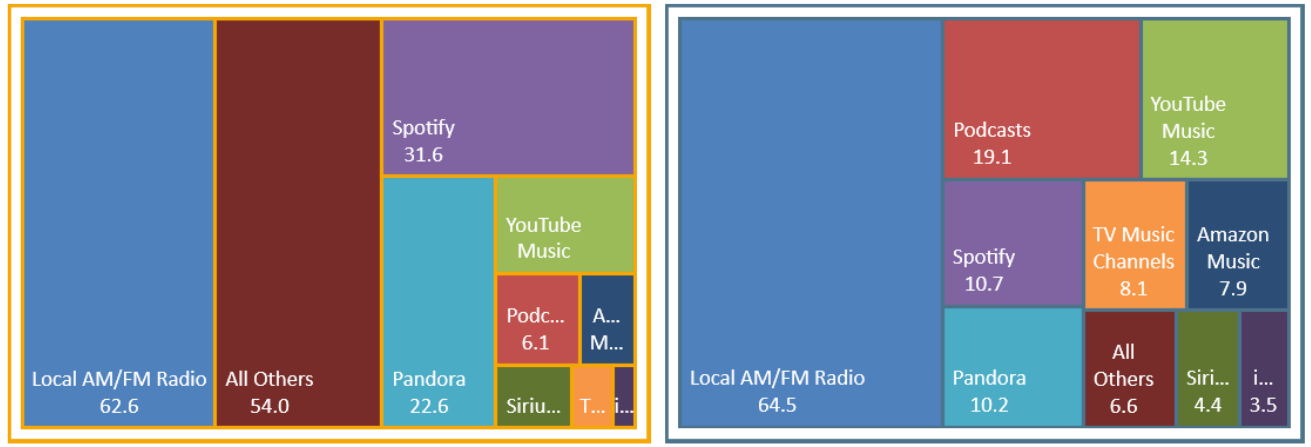
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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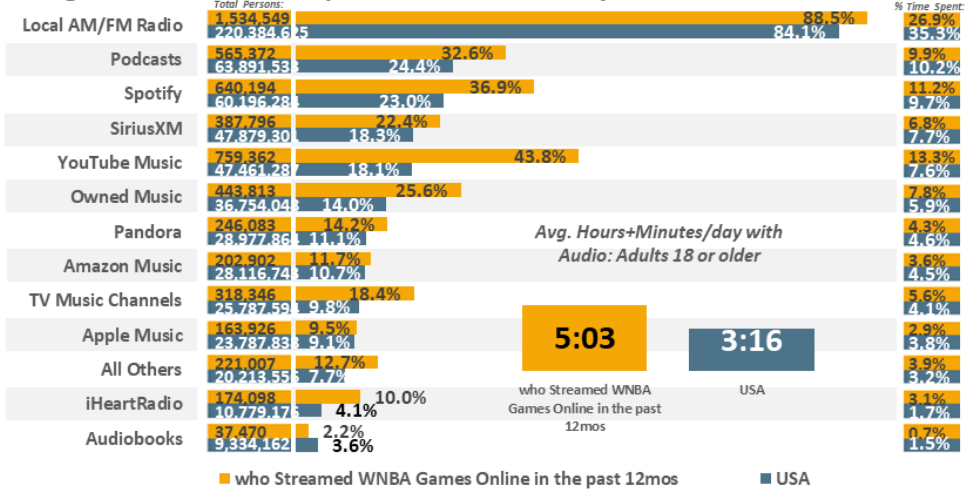
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 10+ games

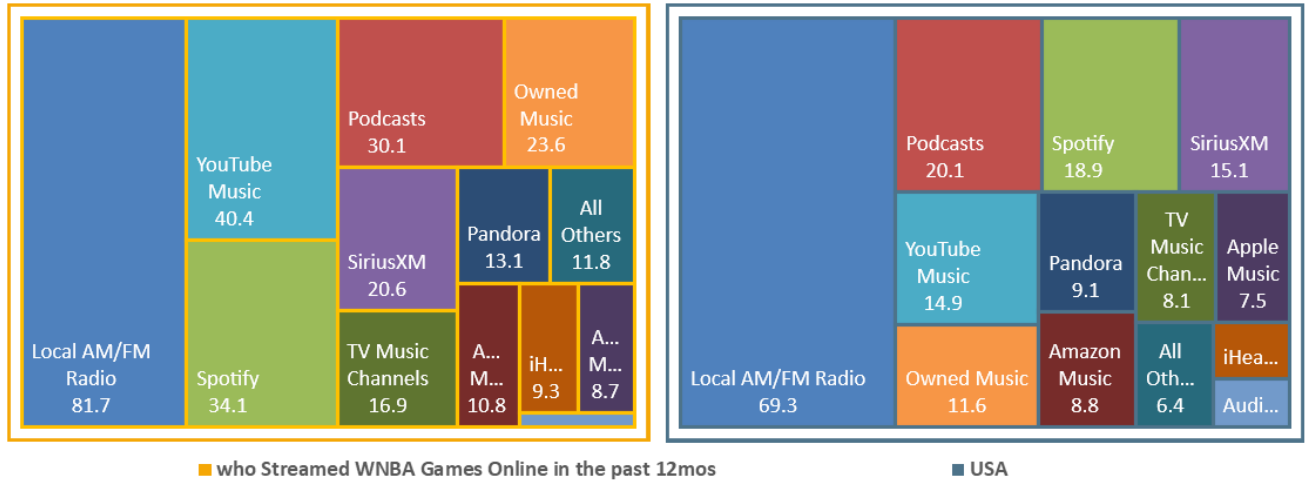
WNBA Streamed Online

1,420,409 or 81.9% of Adults 18 or older who Streamed WNBA Games Online in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 76. minutes every day representing 30.% of all time spent daily with Ad-Supported Audio.

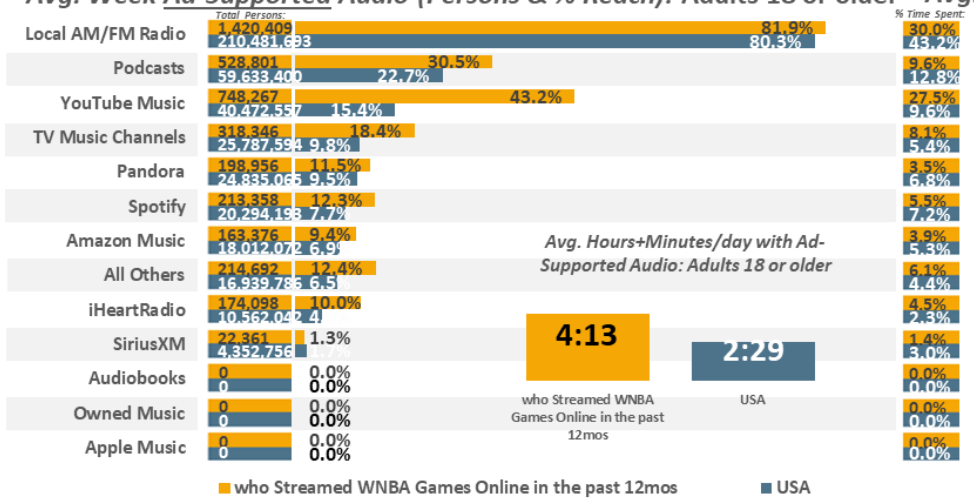
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



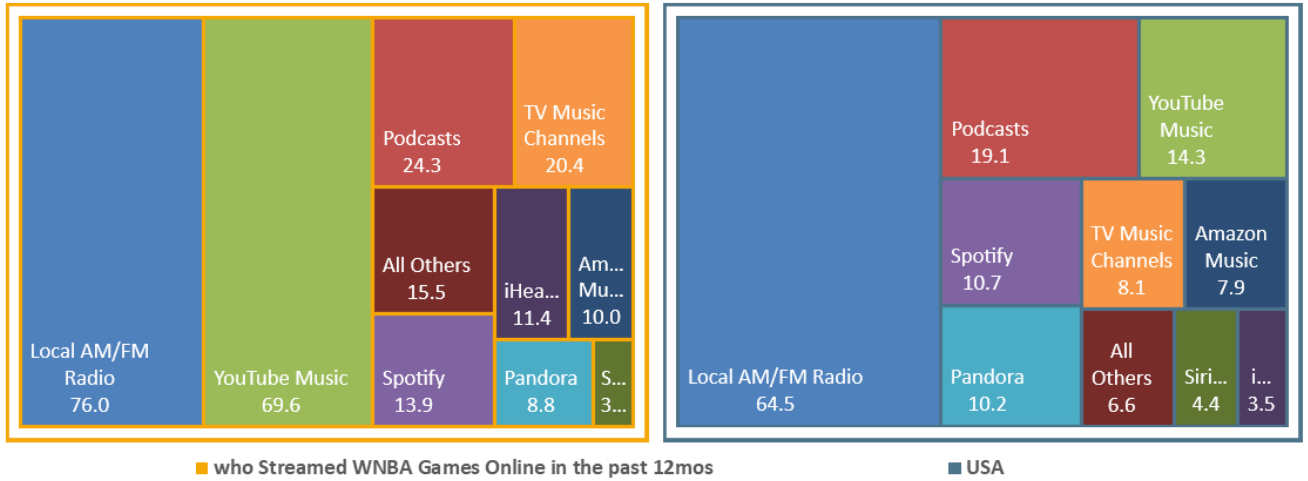
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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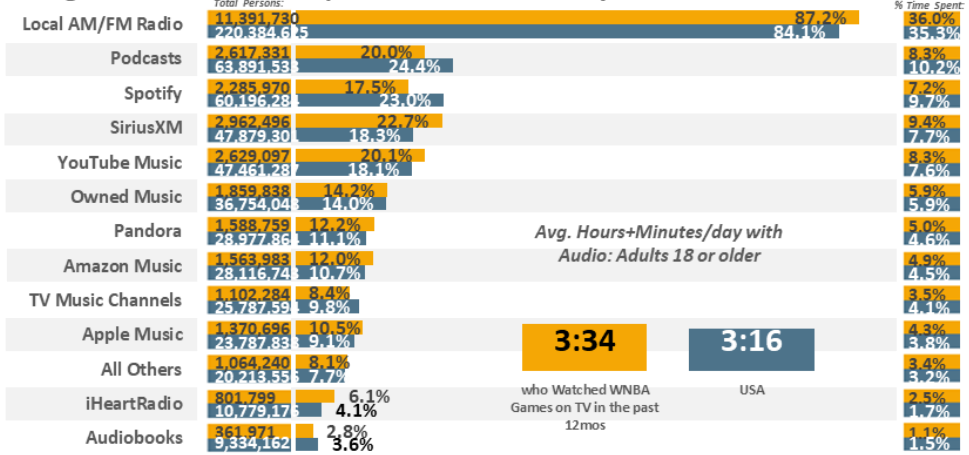
Sports streamed online past 12 months: WNBA

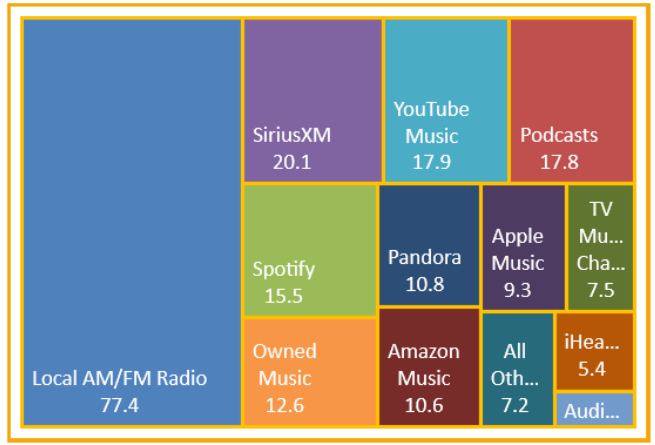
Watched on TV or Cable

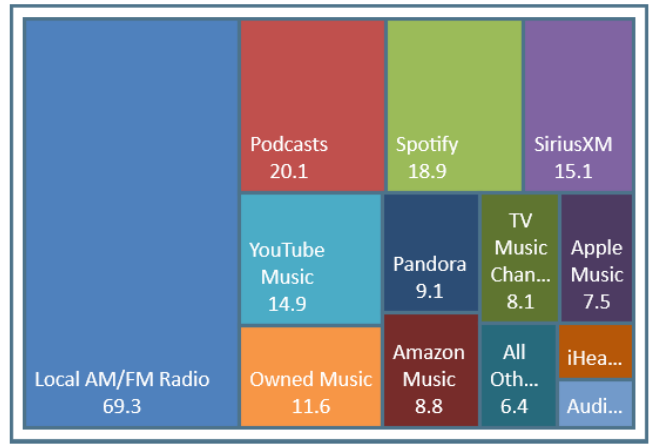
10,610,365 or 81.2% of Adults 18 or older who Watched WNBA Games on TV in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 68.6 minutes every day representing 42.2% of all time spent daily with Ad-Supported Audio.

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

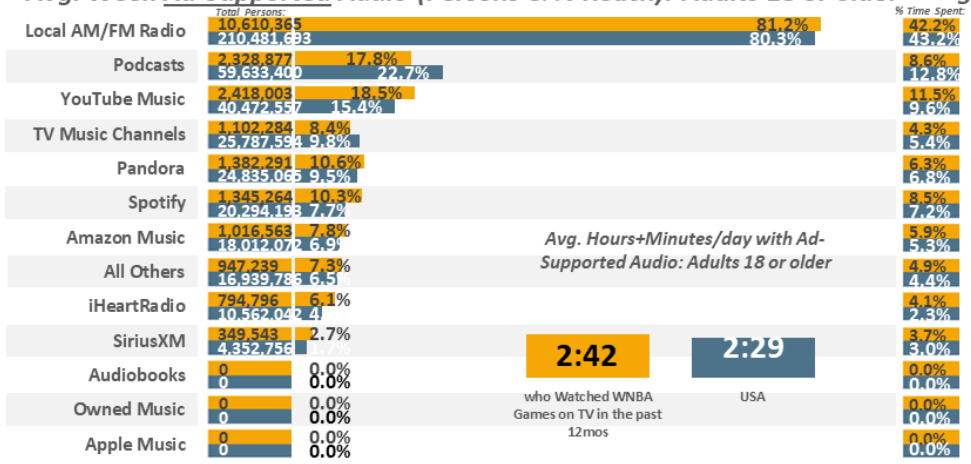


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

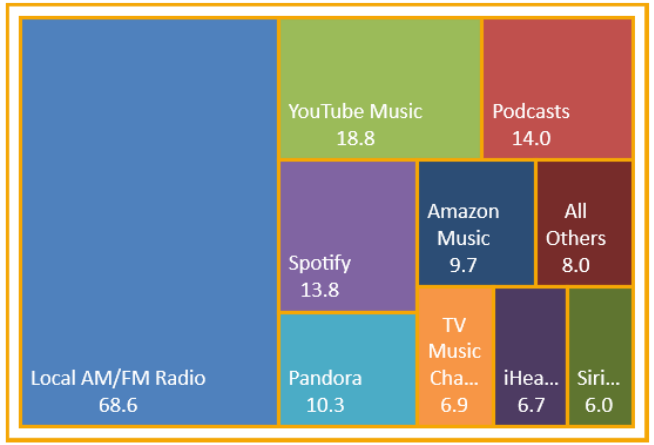


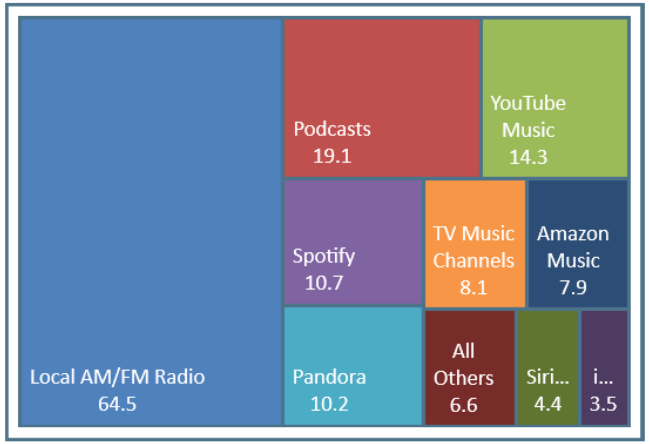


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





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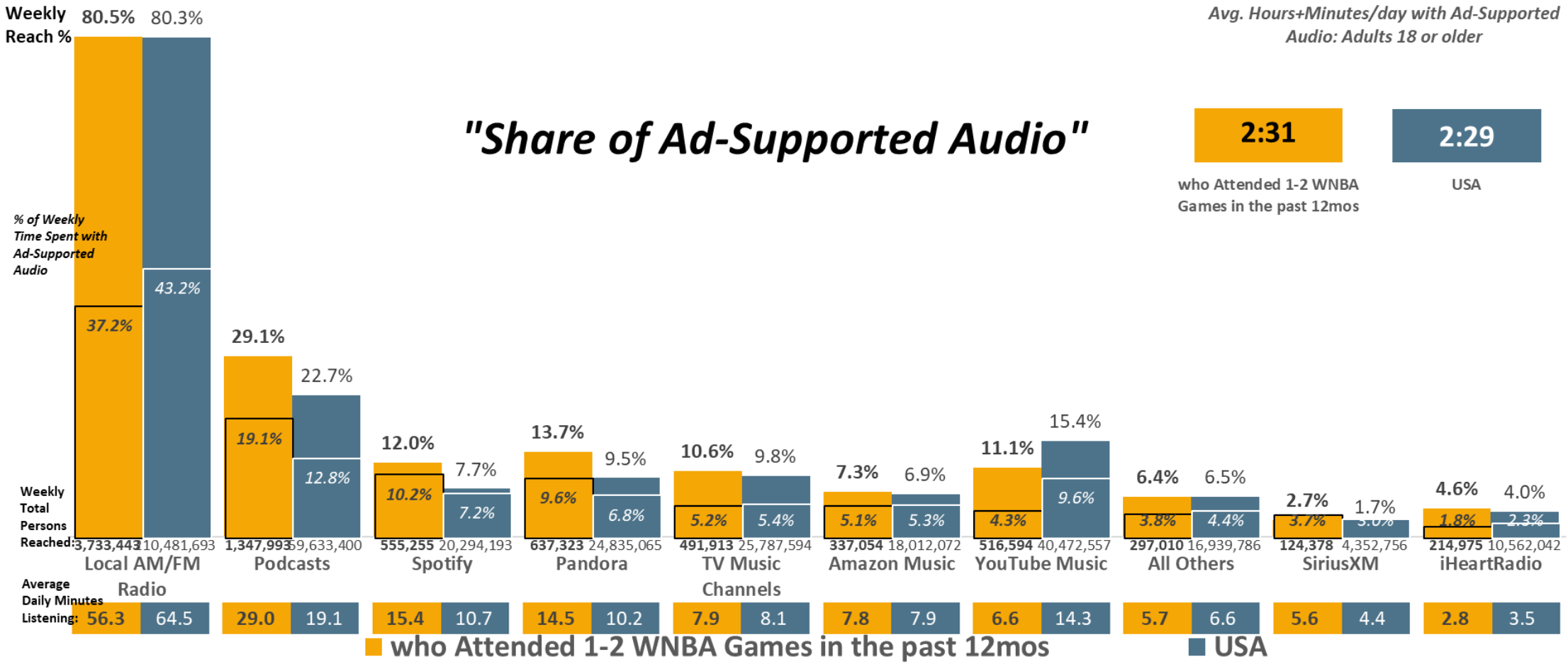
Attended 1-2 Games

3,733,443 or 80.5% of Adults 18 or older who Attended 1-2 WNBA Games in the past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 56.3 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.



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No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 1 - 2 games

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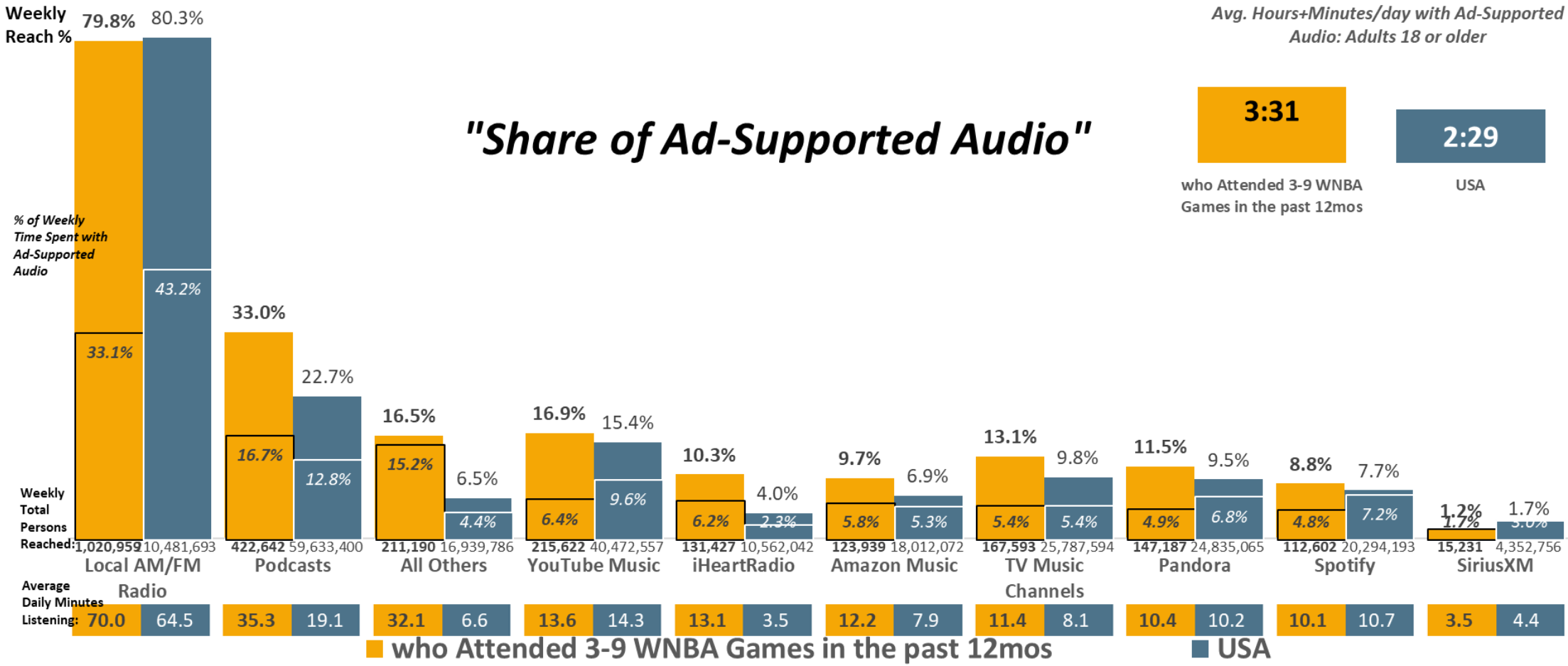

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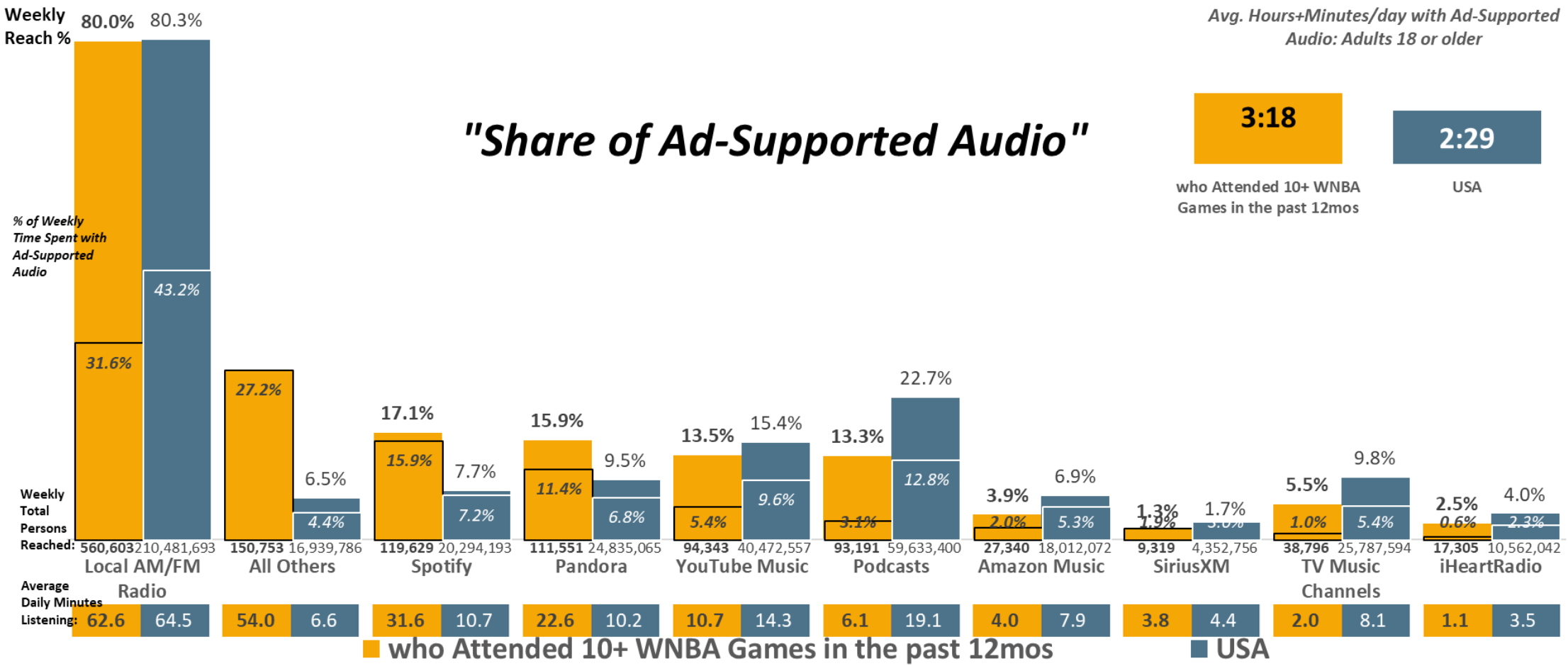

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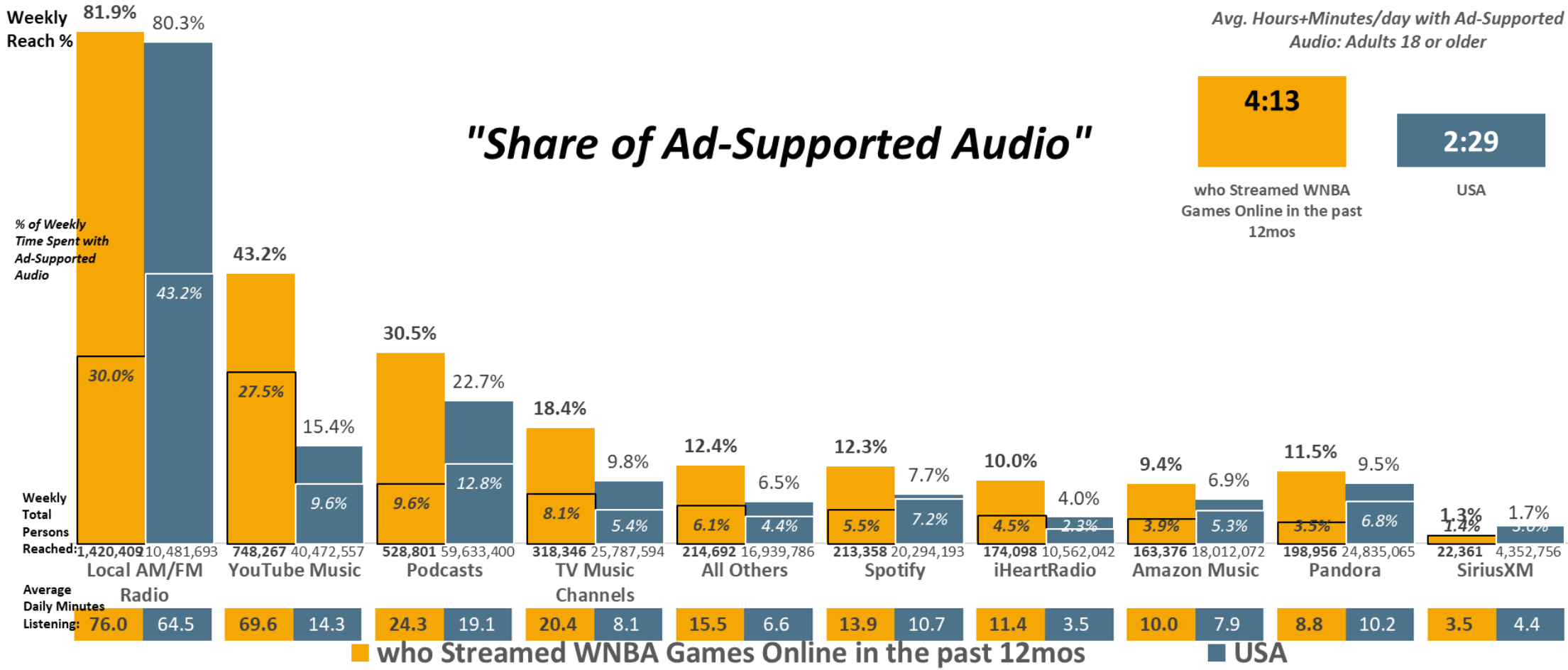

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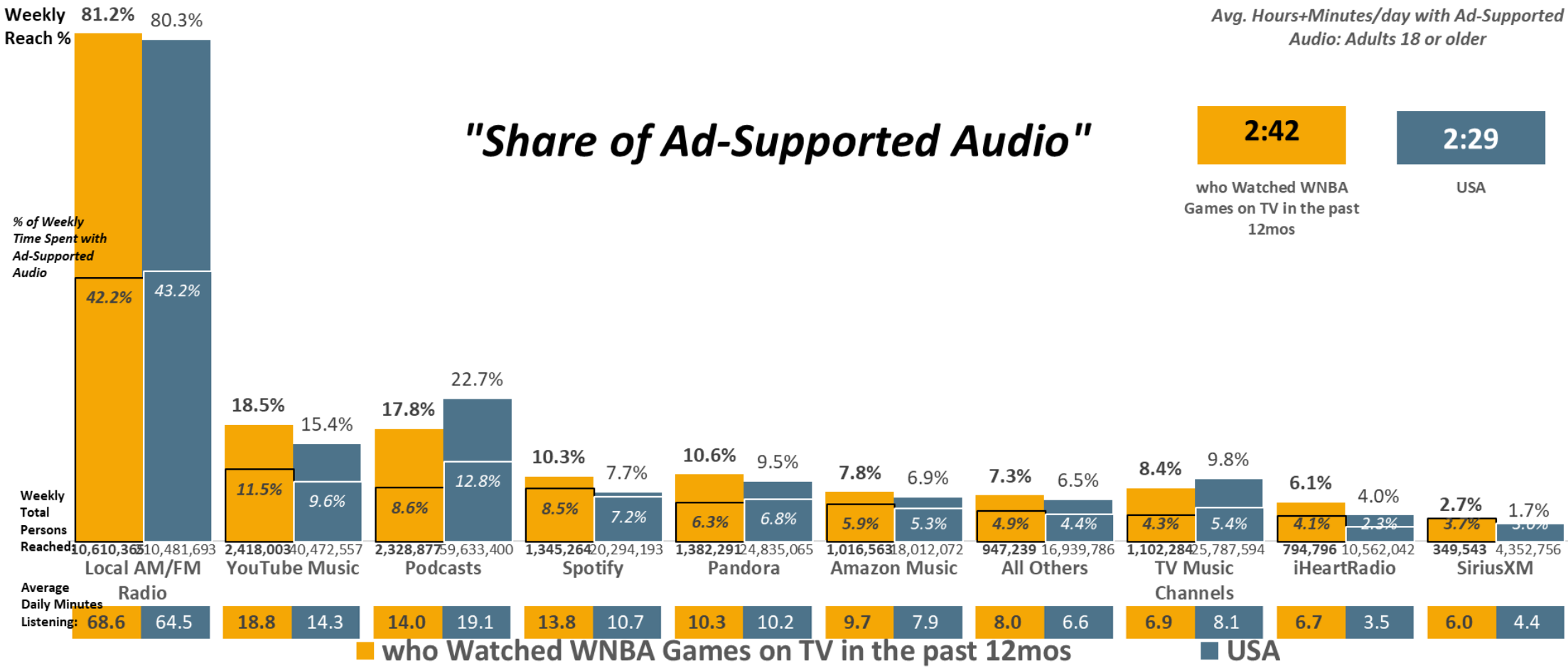

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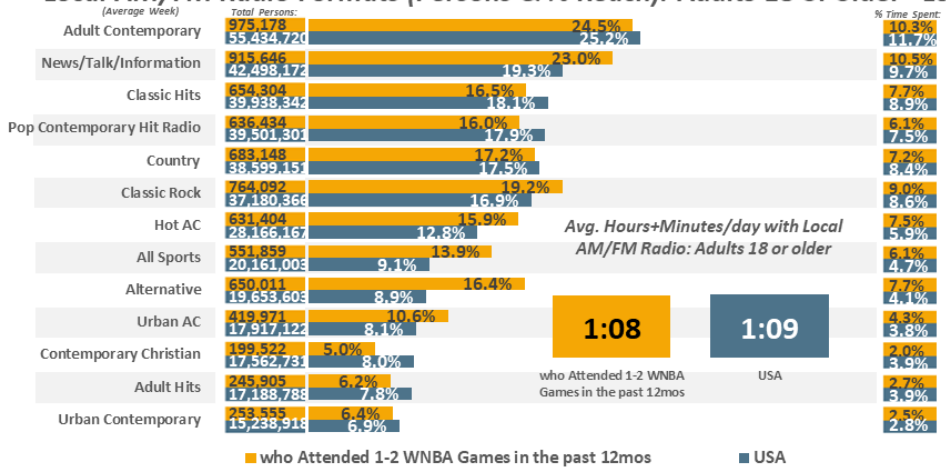
Sports watched on TV (broadcast or cable) past 12 months: WNBA

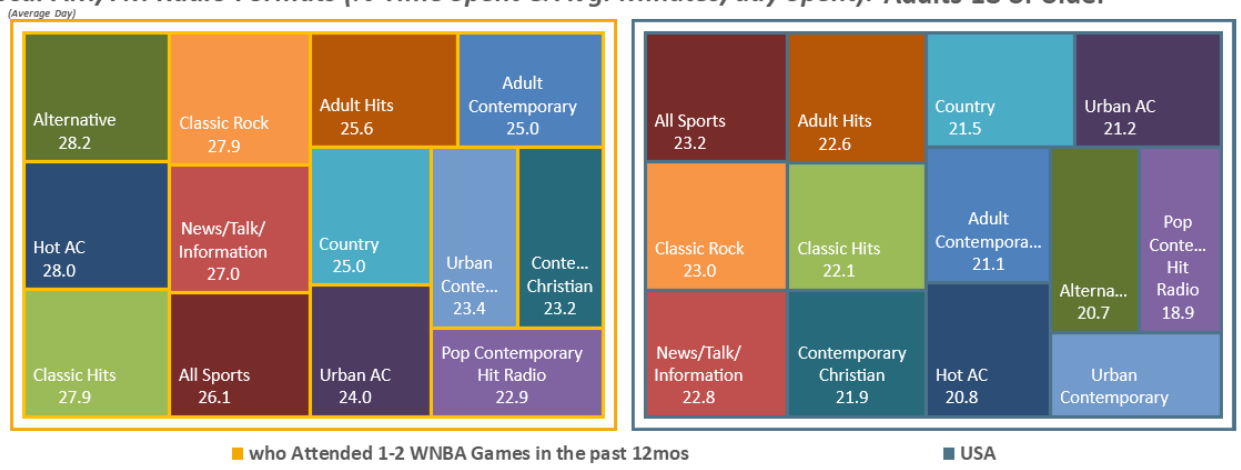
Attended 1-2 Games

3,733,443 or 80.5% of Adults 18 or older who Attended 1-2 WNBA Games in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Country, Classic Hits, and Alternative.

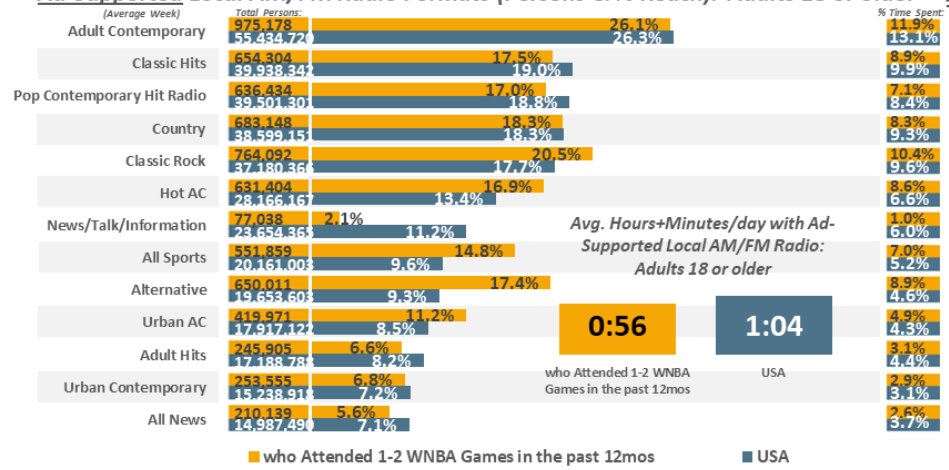
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



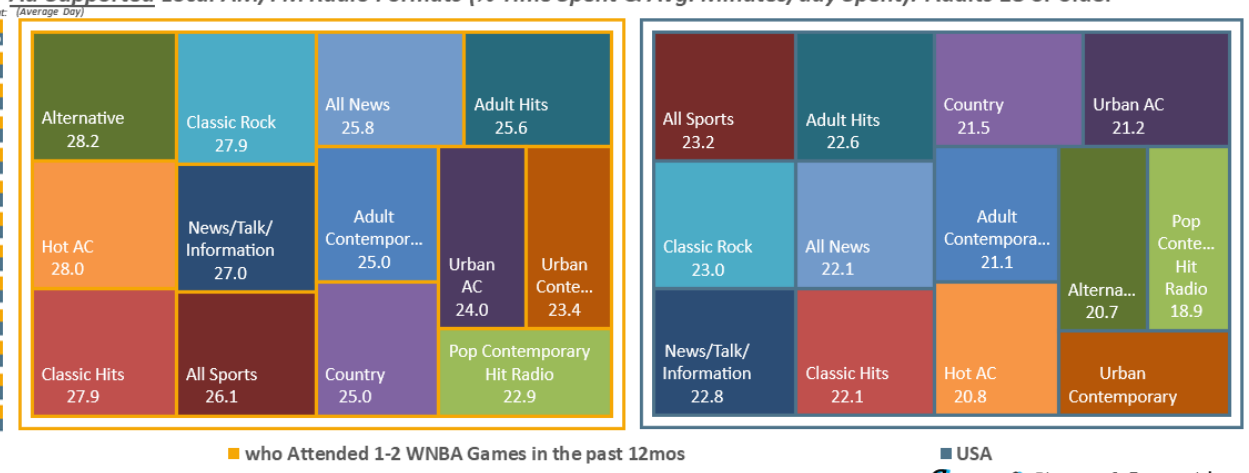
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,852

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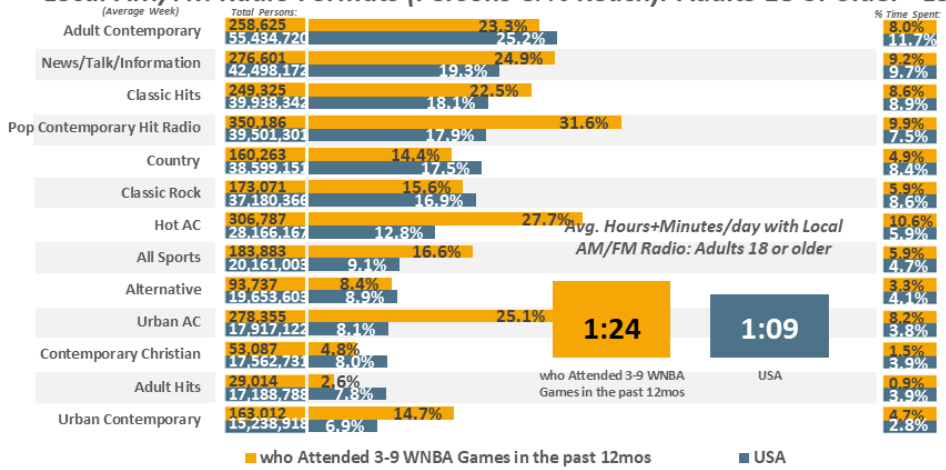
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 1 - 2 games

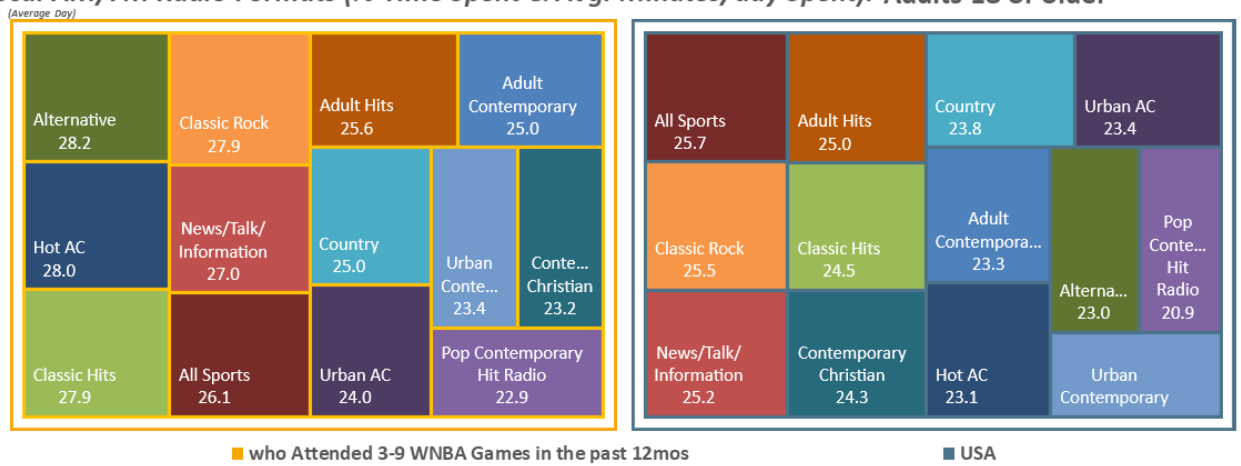
Attended 3-9 Games

1,020,959 or 79.8% of Adults 18 or older who Attended 3-9 WNBA Games in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Hot AC, Urban AC, Adult Contemporary, and Classic Hits.

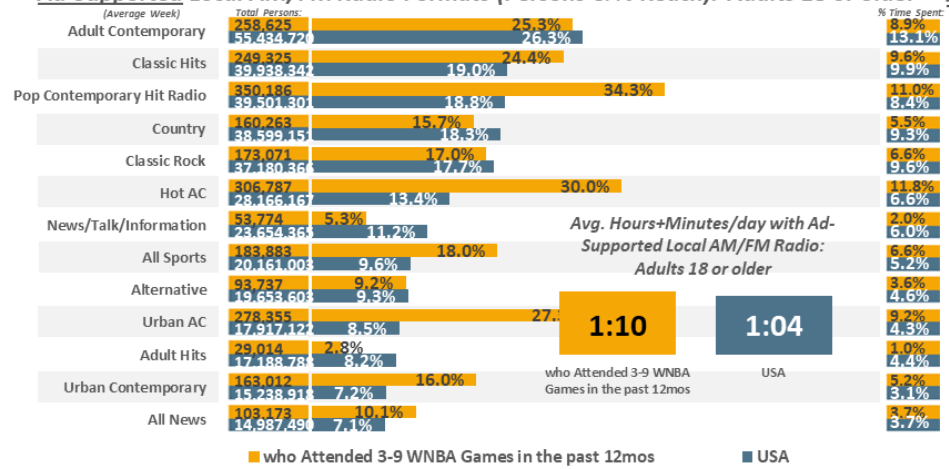
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



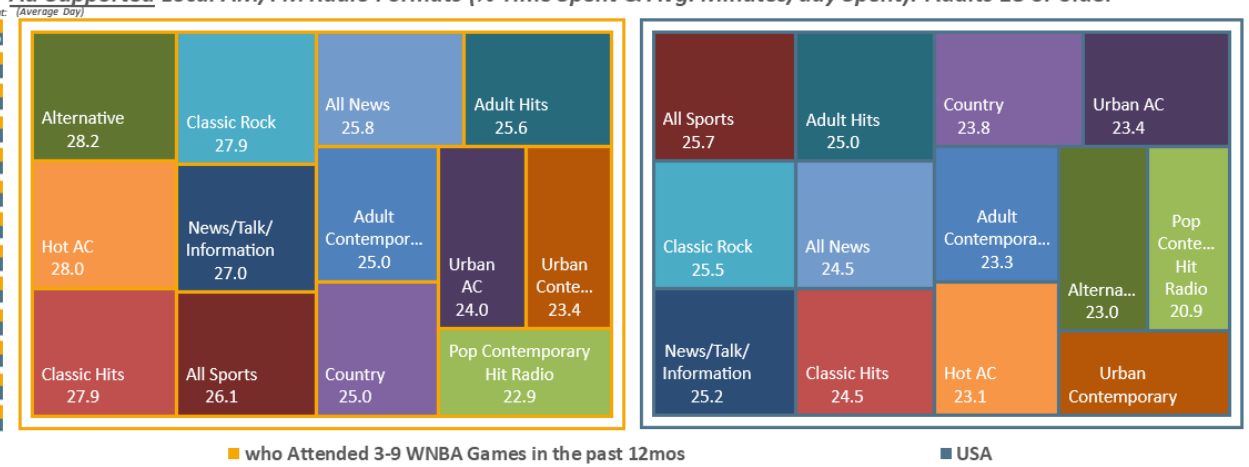
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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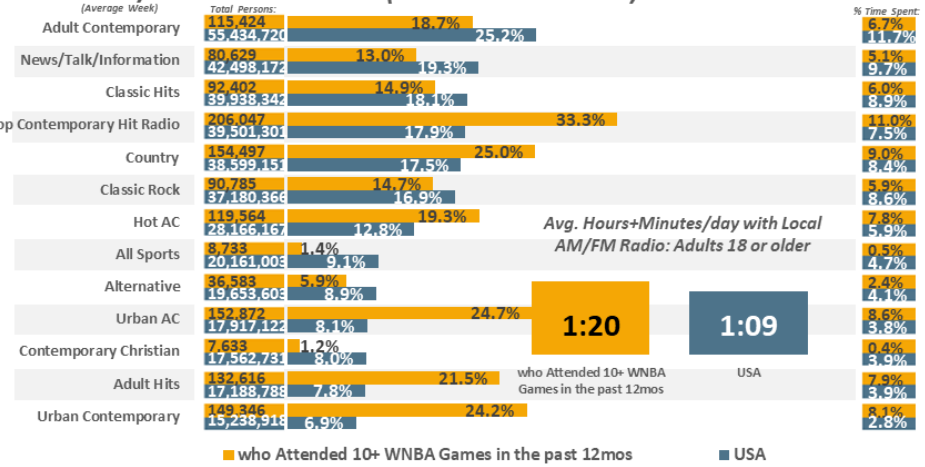
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 3 - 9 games

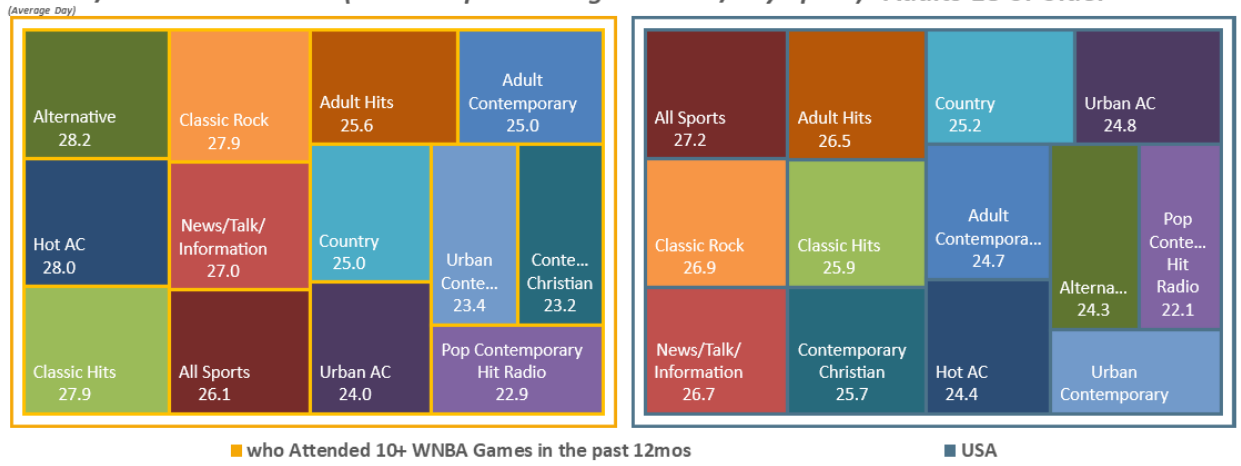
Attended 10+ Games

560,603 or 80.% of Adults 18 or older who Attended 10+ WNBA Games in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Country, Urban AC, Urban Contemporary, and Adult Hits.

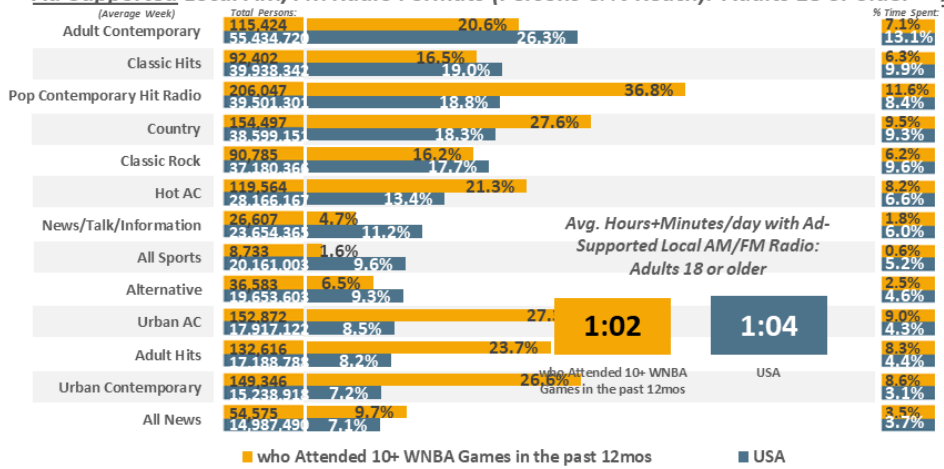
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



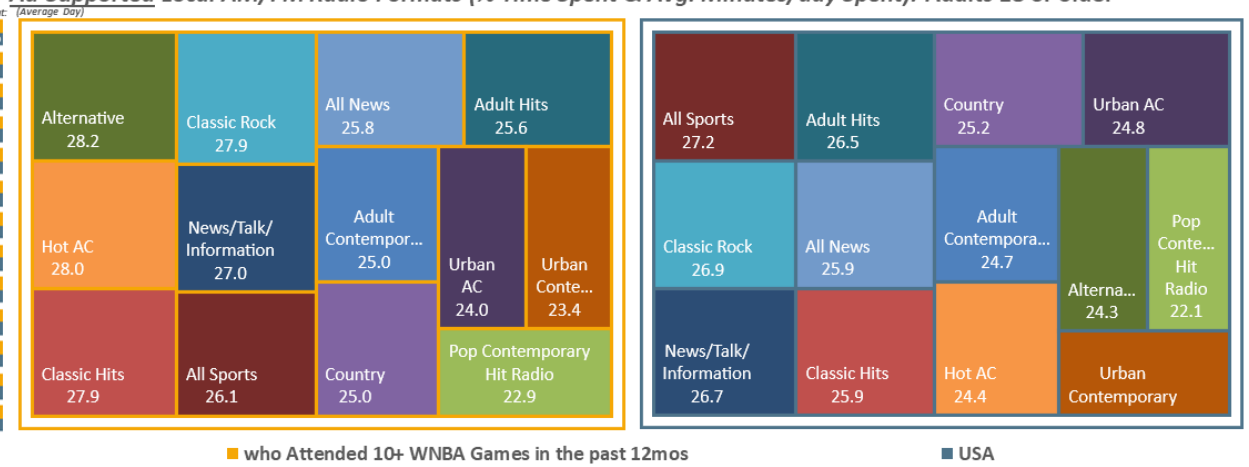
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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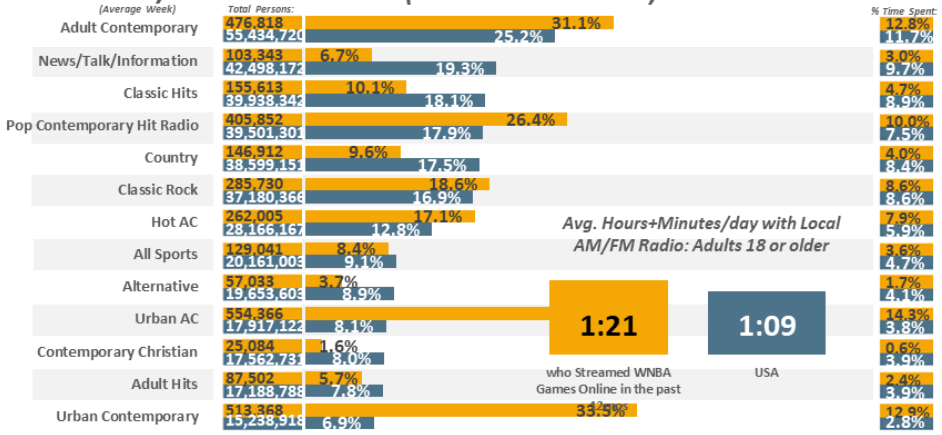
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 10+ games

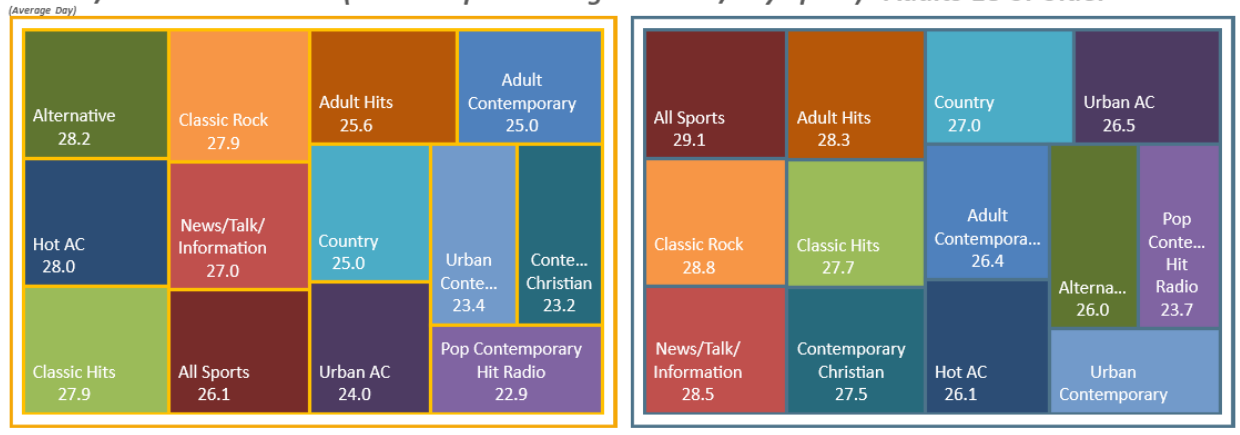
WNBA Streamed Online

1,420,409 or 81.9% of Adults 18 or older who Streamed WNBA Games Online in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, Urban Contemporary, Adult Contemporary, Pop Contemporary Hit Radio, and Classic Rock.

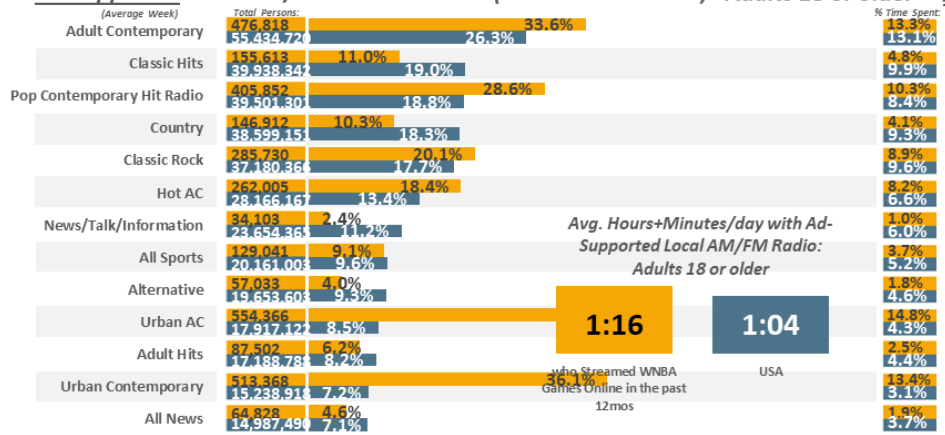
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



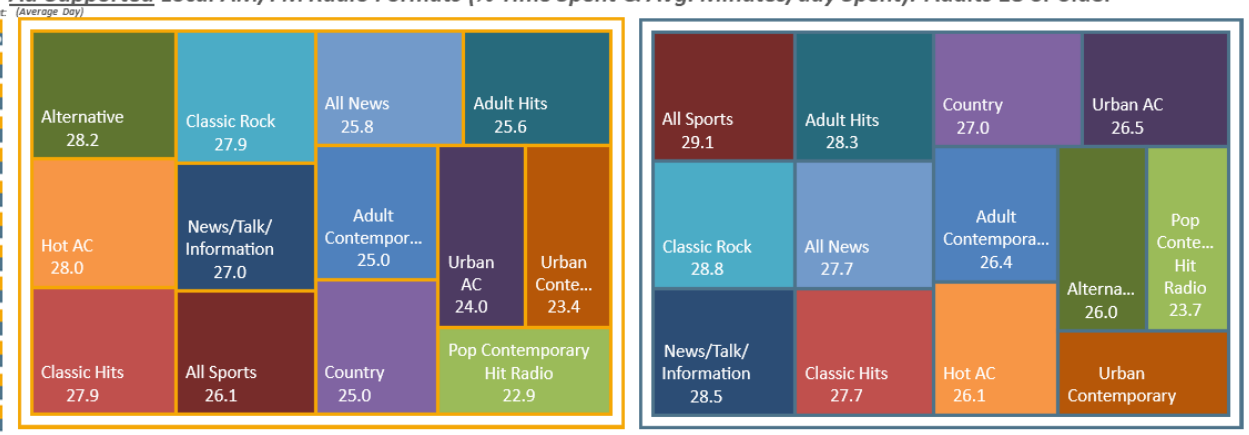
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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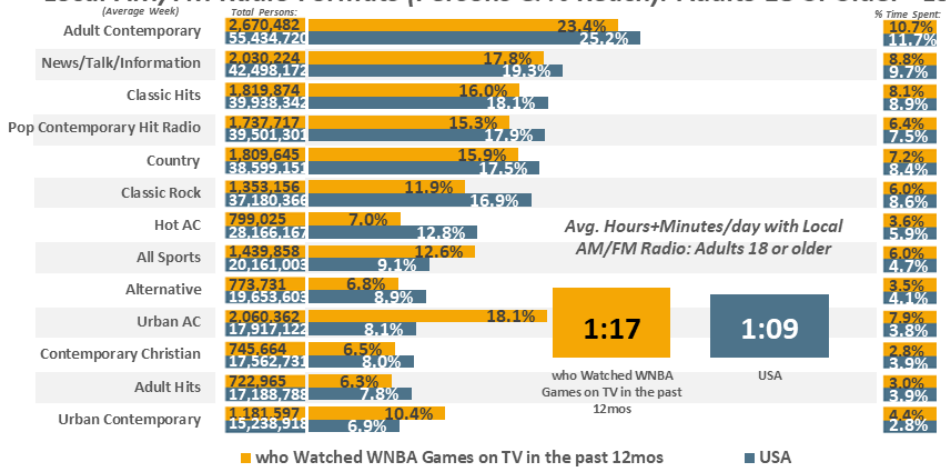
Sports streamed online past 12 months: WNBA

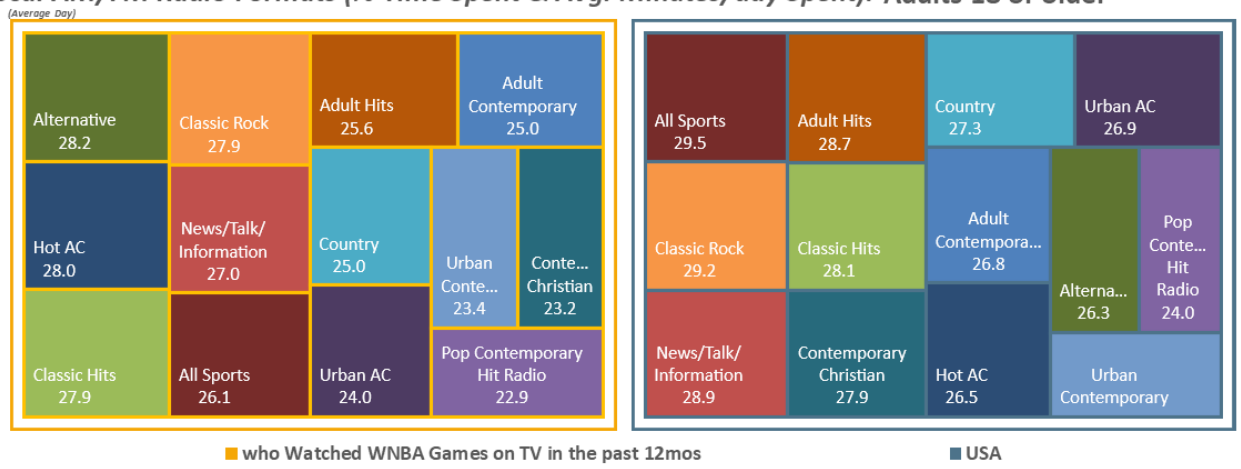
Watched on TV or Cable

10,610,365 or 81.2% of Adults 18 or older who Watched WNBA Games on TV in the past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Urban AC, Classic Hits, Country, and Pop Contemporary Hit Radio.

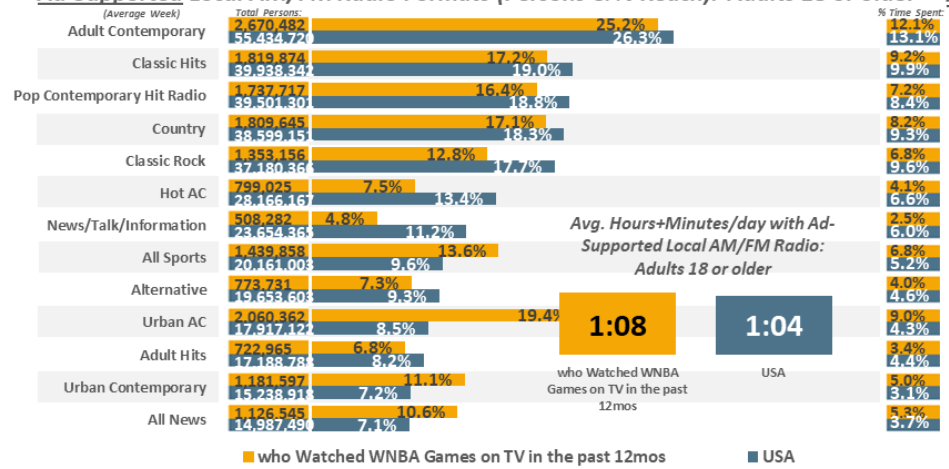
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



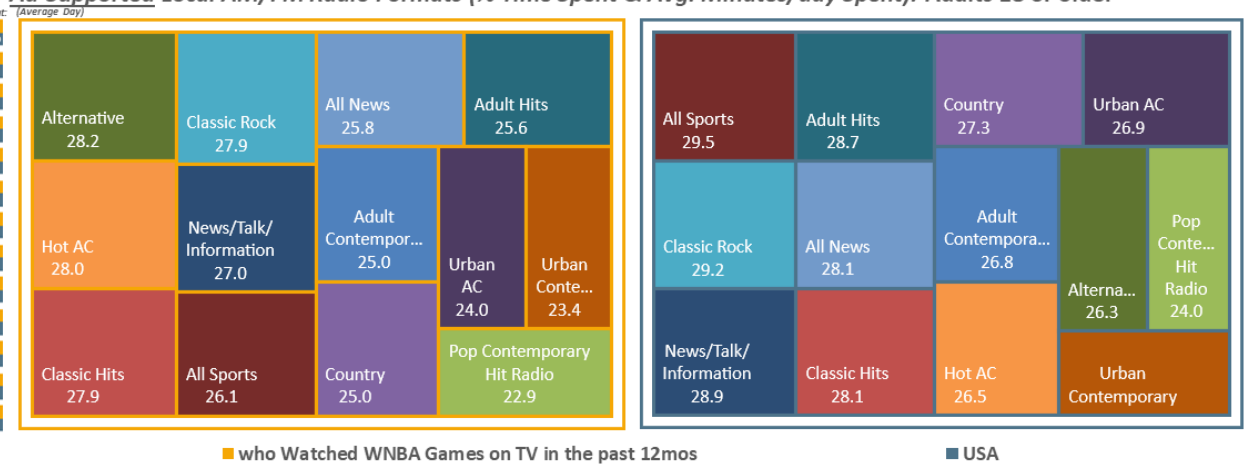
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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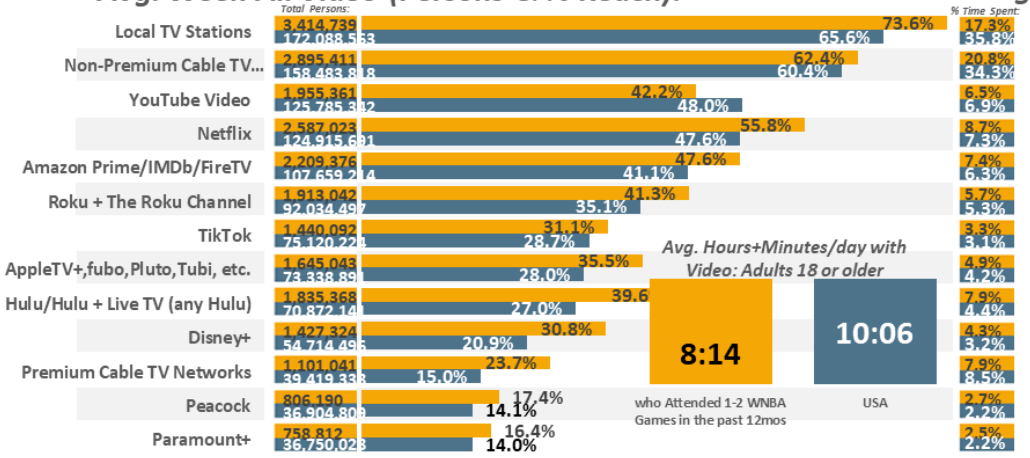
Sports watched on TV (broadcast or cable) past 12 months: WNBA

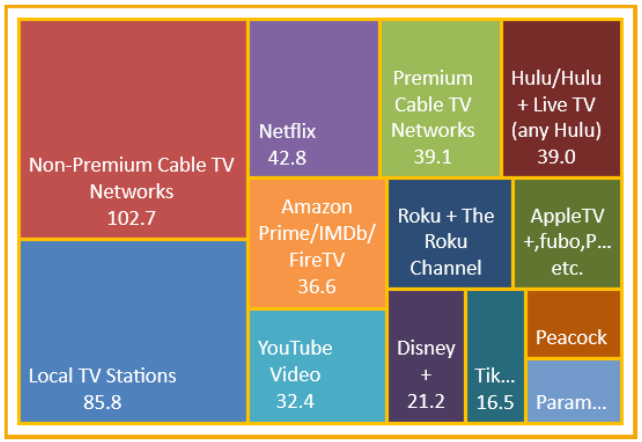
Attended 1-2 Games

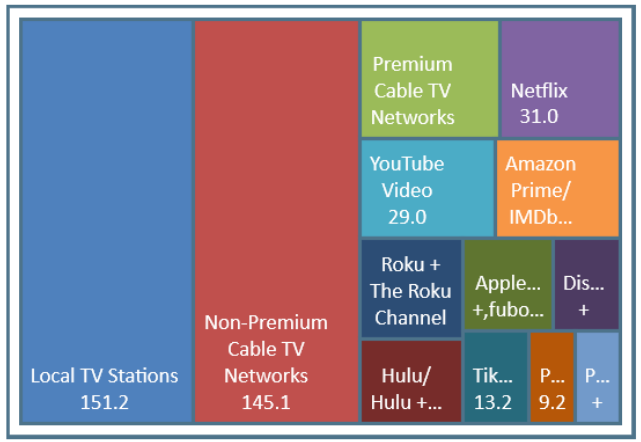
3,285,876 or 70.9% of Adults 18 or older who Attended 1-2 WNBA Games in the past 12mos watch Ad-Supported Local TV Stations for an average of 74.5 minutes every day representing 19.9% of all time spent daily with Ad-Supported Video.

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

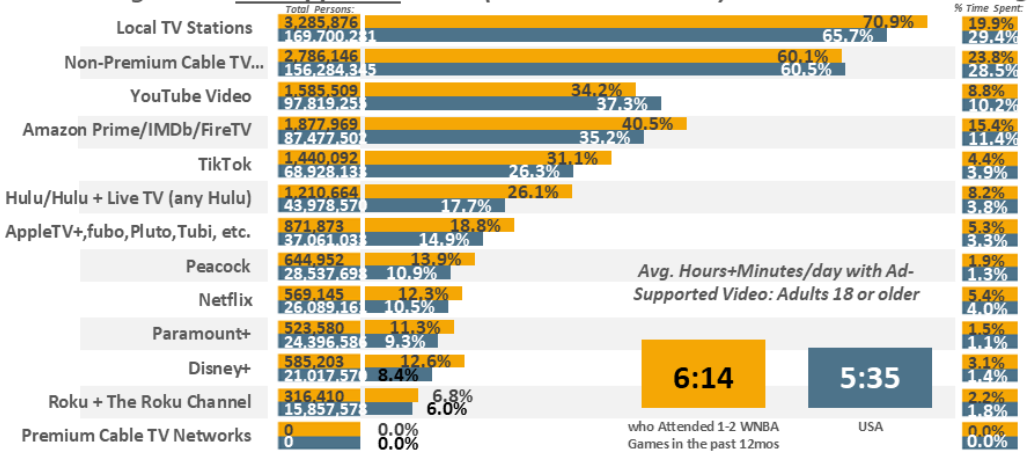


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

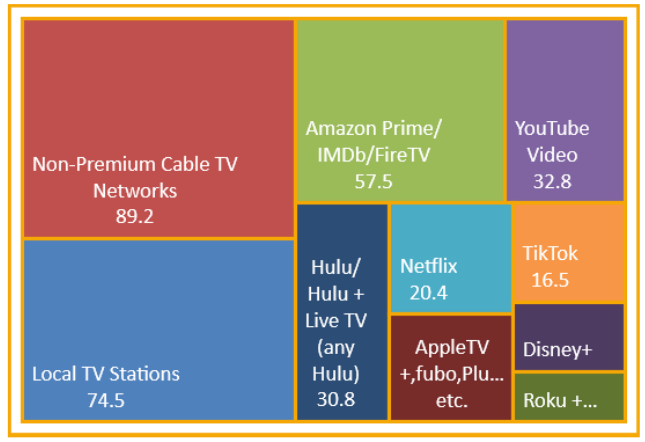


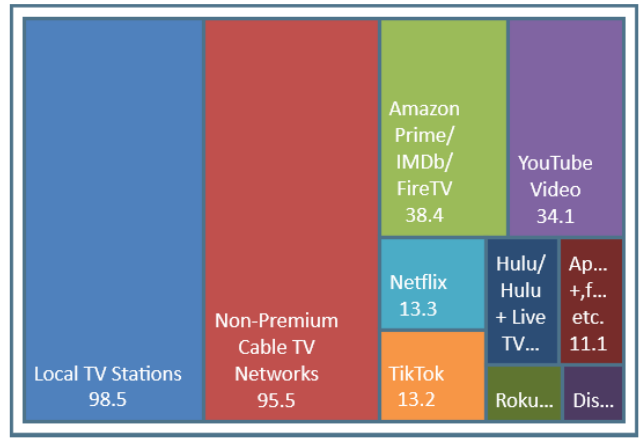


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





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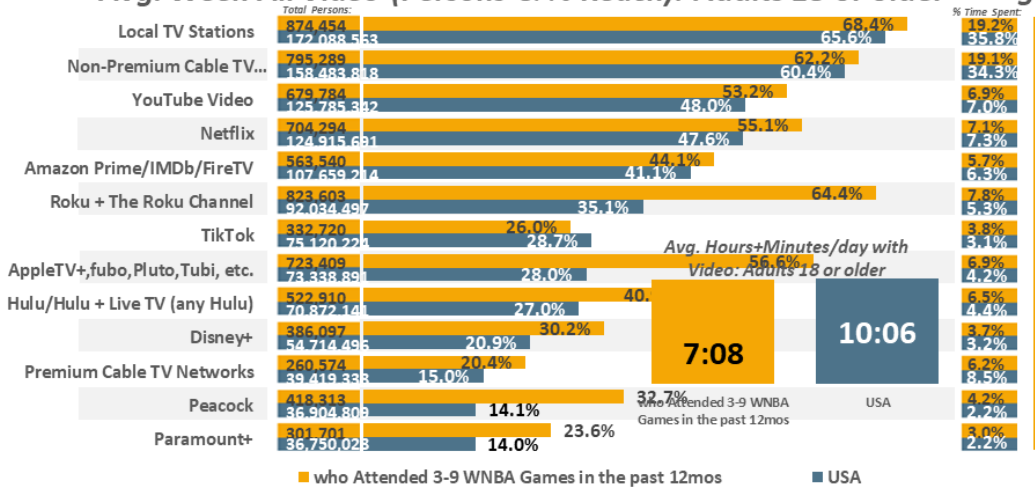
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 1 - 2 games

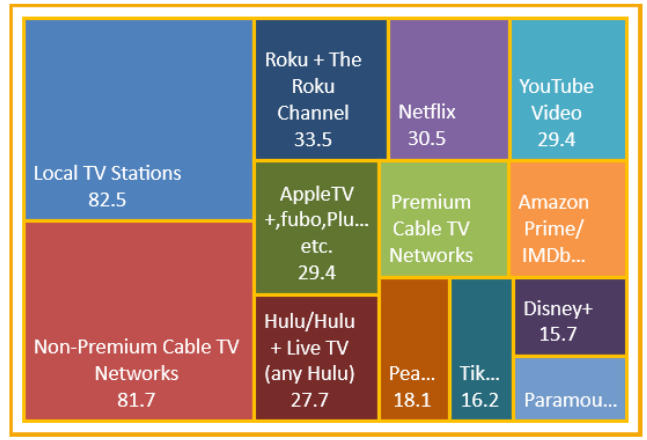
Attended 3-9 Games

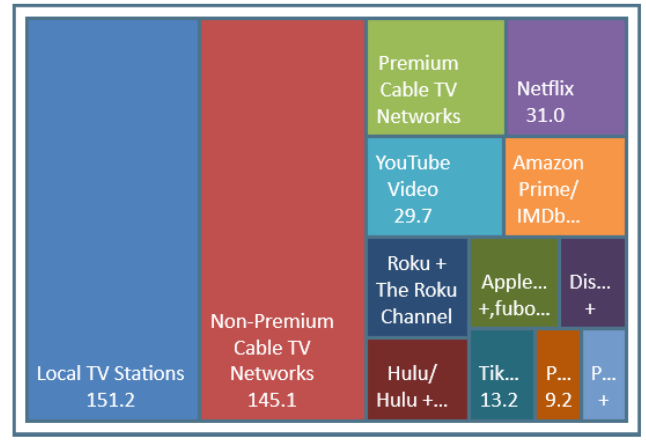
825,288 or 64.5% of Adults 18 or older who Attended 3-9 WNBA Games in the past 12mos watch Ad-Supported Local TV Stations for an average of 71.4 minutes every day representing 22.5% of all time spent daily with Ad-Supported Video.

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



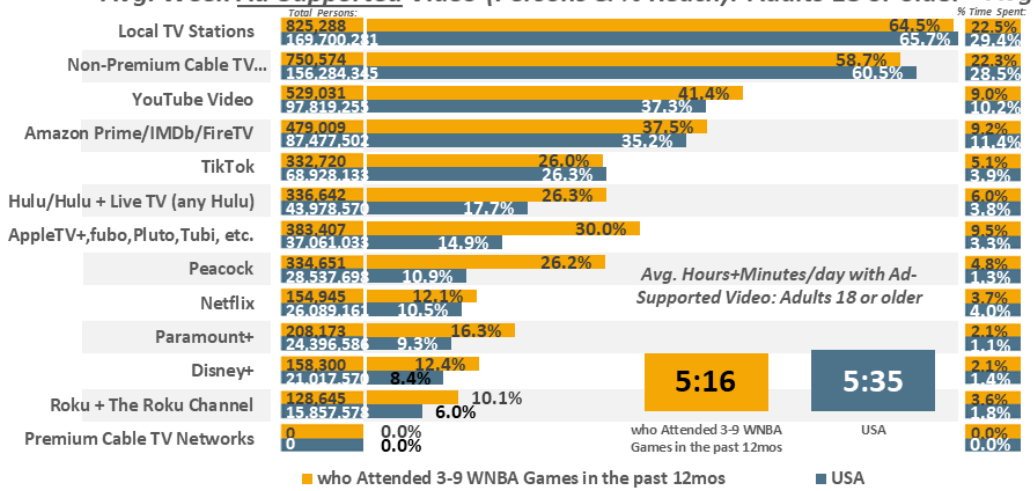
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



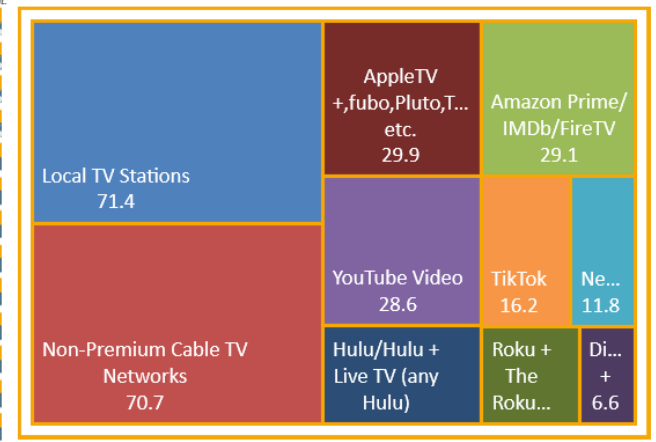


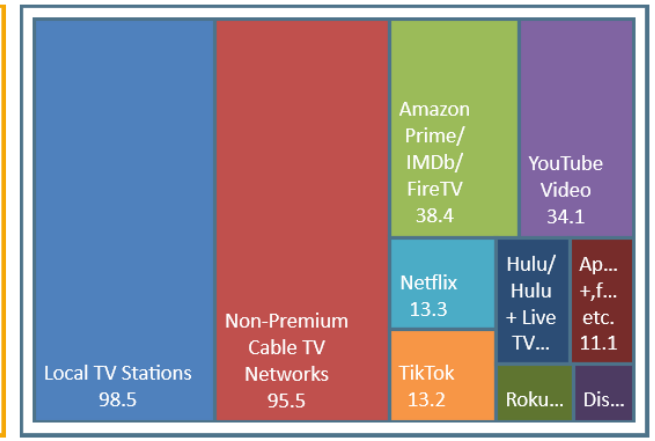
who Attended 3-9 WNBA Games in the past 12mos ■ USA

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





who Attended 3-9 WNBA Games in the past 12mos ■ USA

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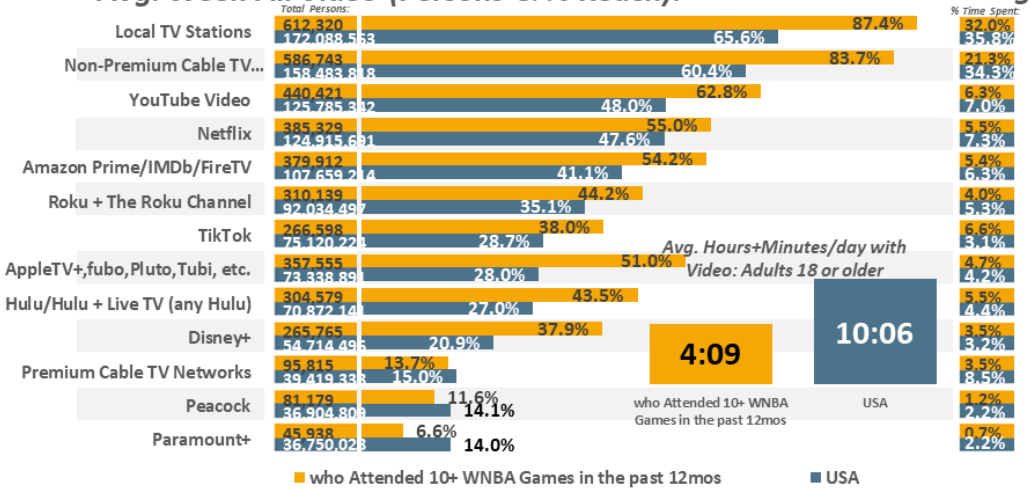
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 3 - 9 games

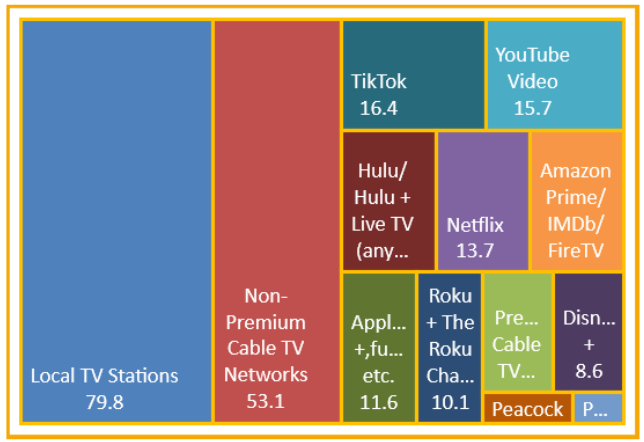
Attended 10+ Games

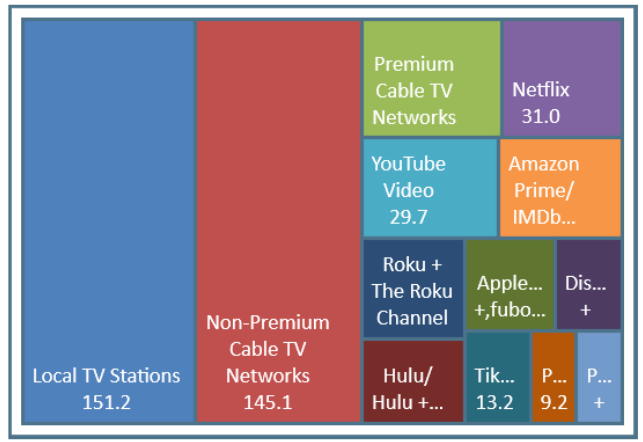
582,314 or 83.1% of Adults 18 or older who Attended 10+ WNBA Games in the past 12mos watch Ad-Supported Local TV Stations for an average of 74.3 minutes every day representing 35.7% of all time spent daily with Ad-Supported Video.

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

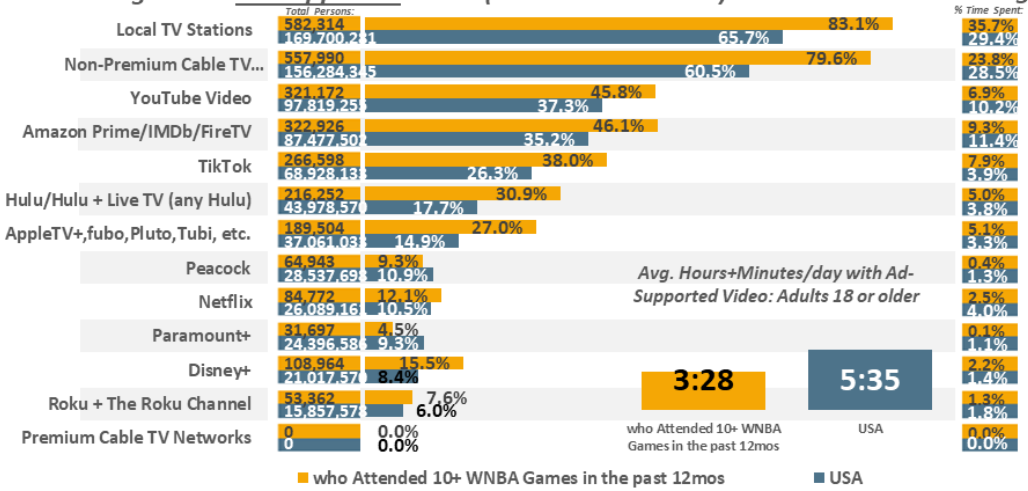


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

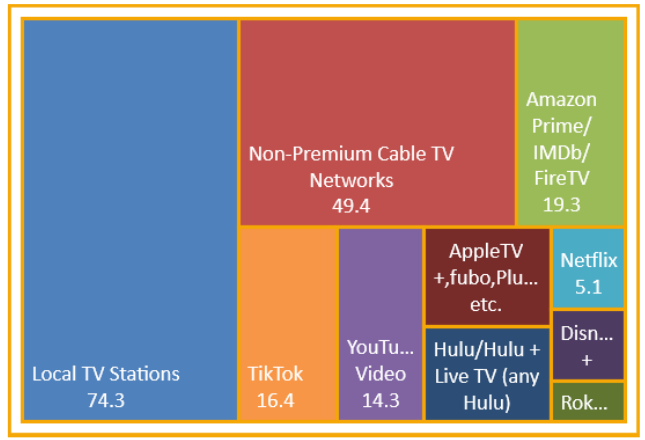


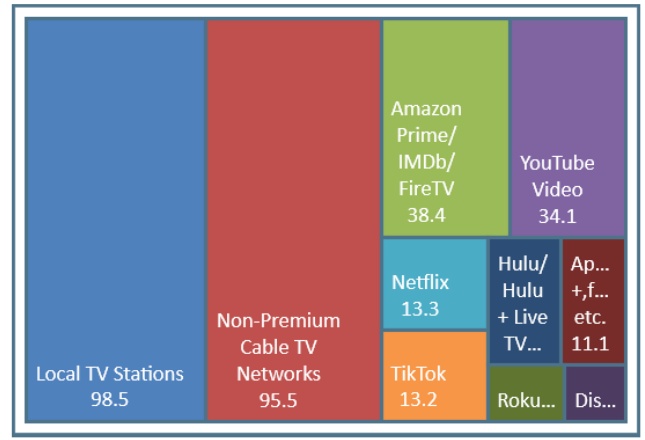


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





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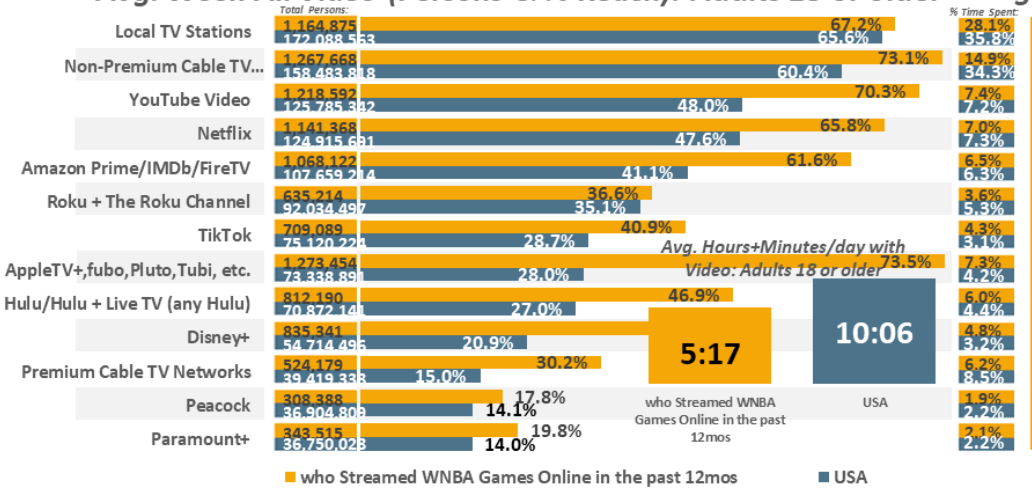
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 10+ games

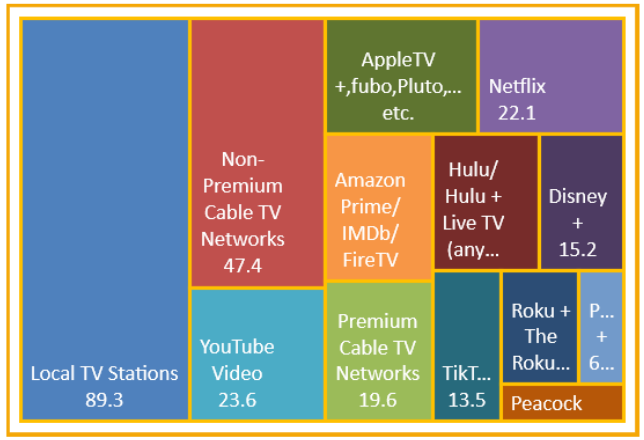
Streamed Online

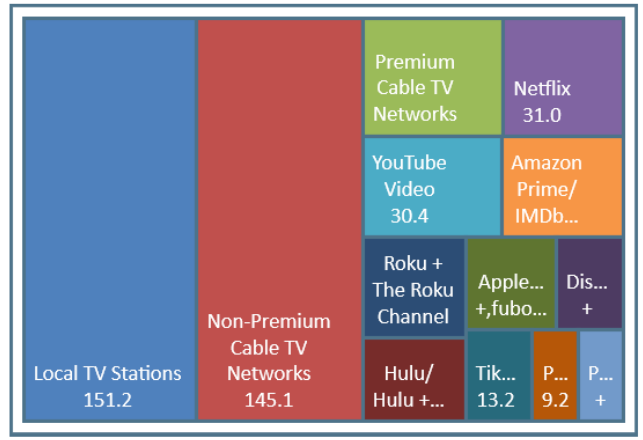
1,117,444 or 64.5% of Adults 18 or older who Streamed WNBA Games Online in the past 12mos watch Ad-Supported Local TV Stations for an average of 81.2 minutes every day representing 32.% of all time spent daily with Ad-Supported Video.

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

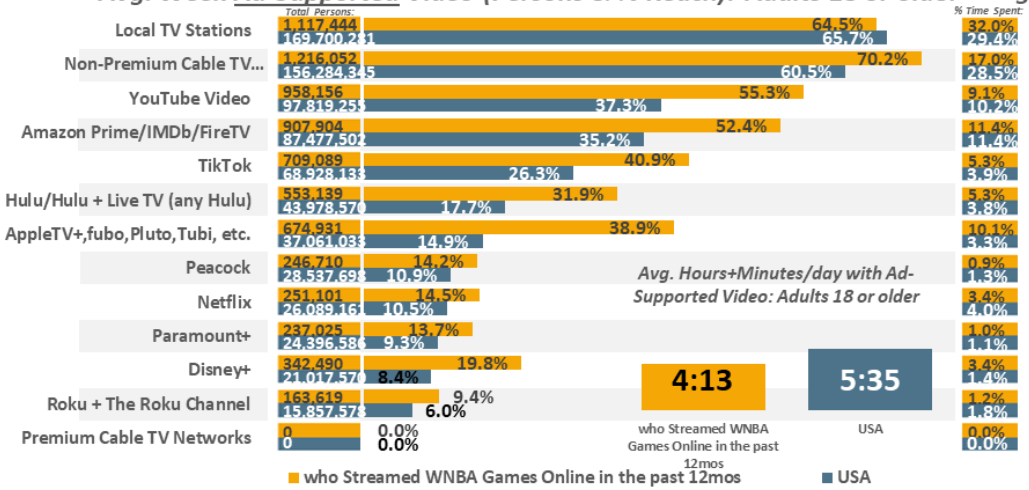


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

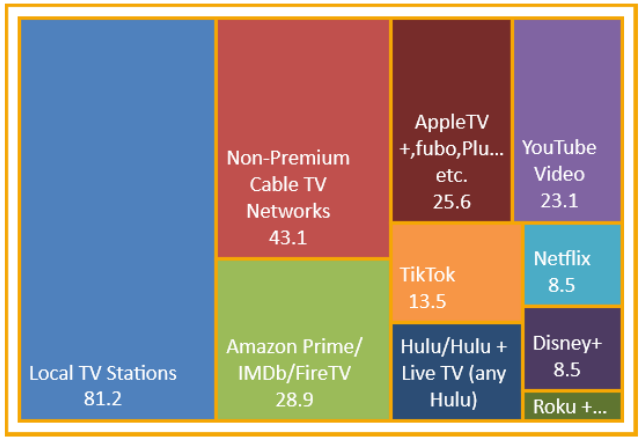


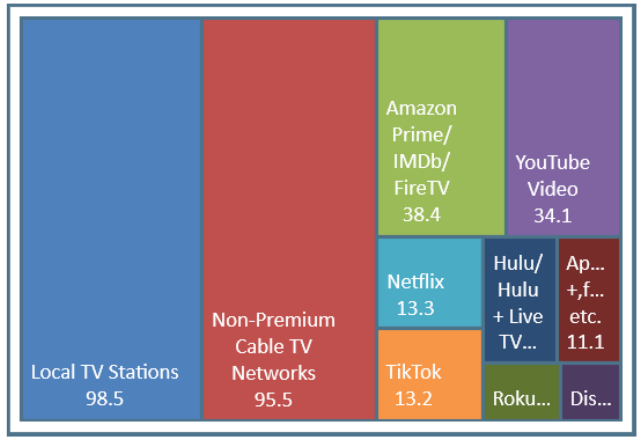


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





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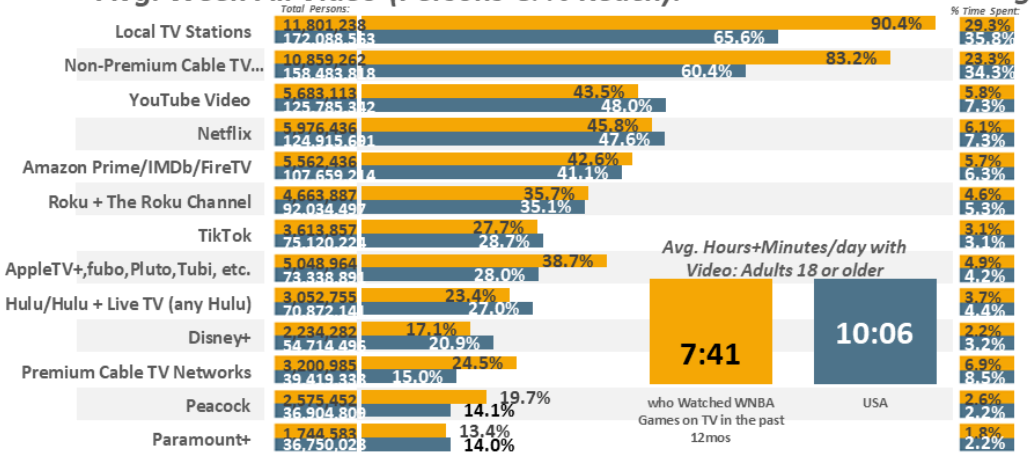
Sports streamed online past 12 months: WNBA

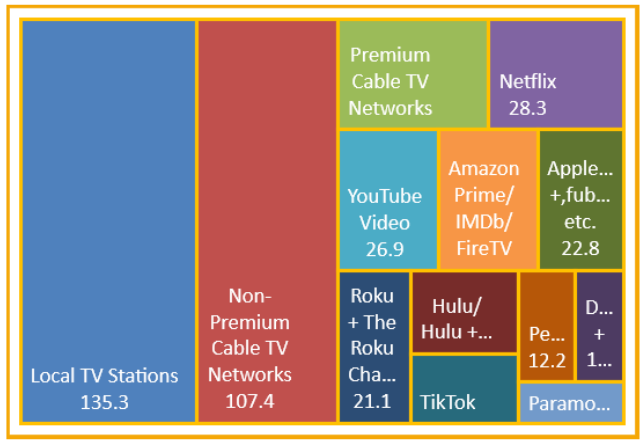
Watched on TV or Cable

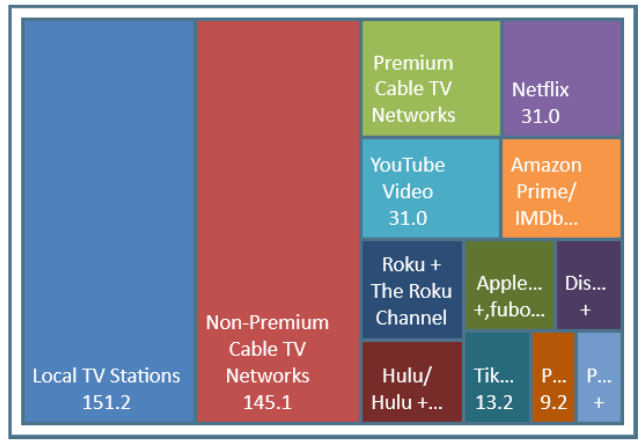
11,438,059 or 87.6% of Adults 18 or older who Watched WNBA Games on TV in the past 12mos watch Ad-Supported Local TV Stations for an average of 123.6 minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.

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

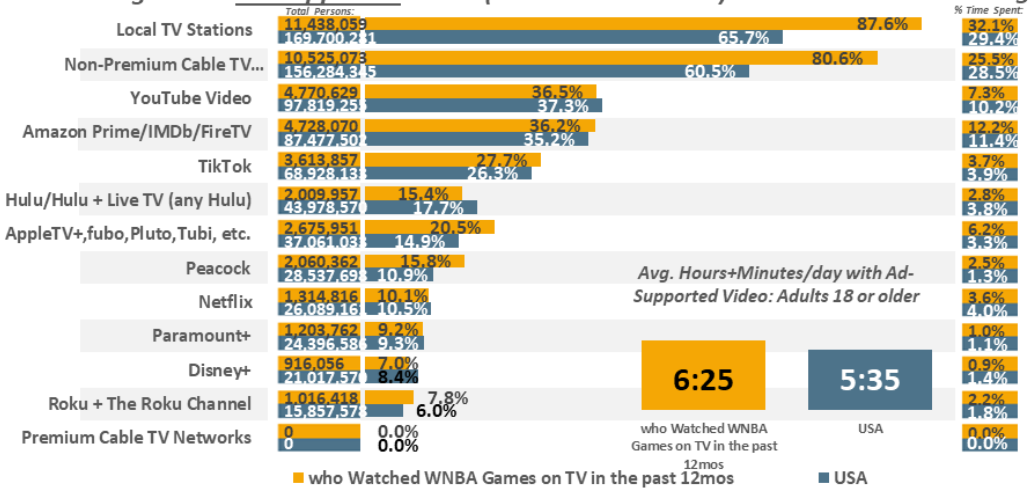


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

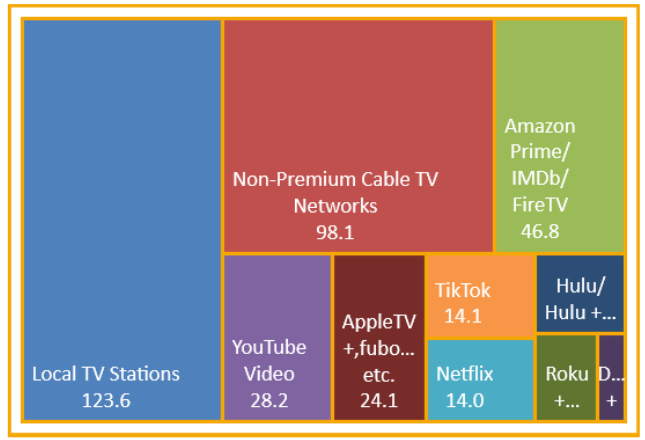


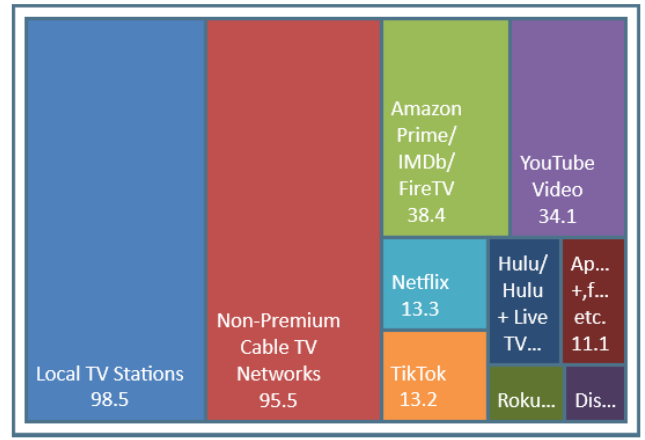


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,852

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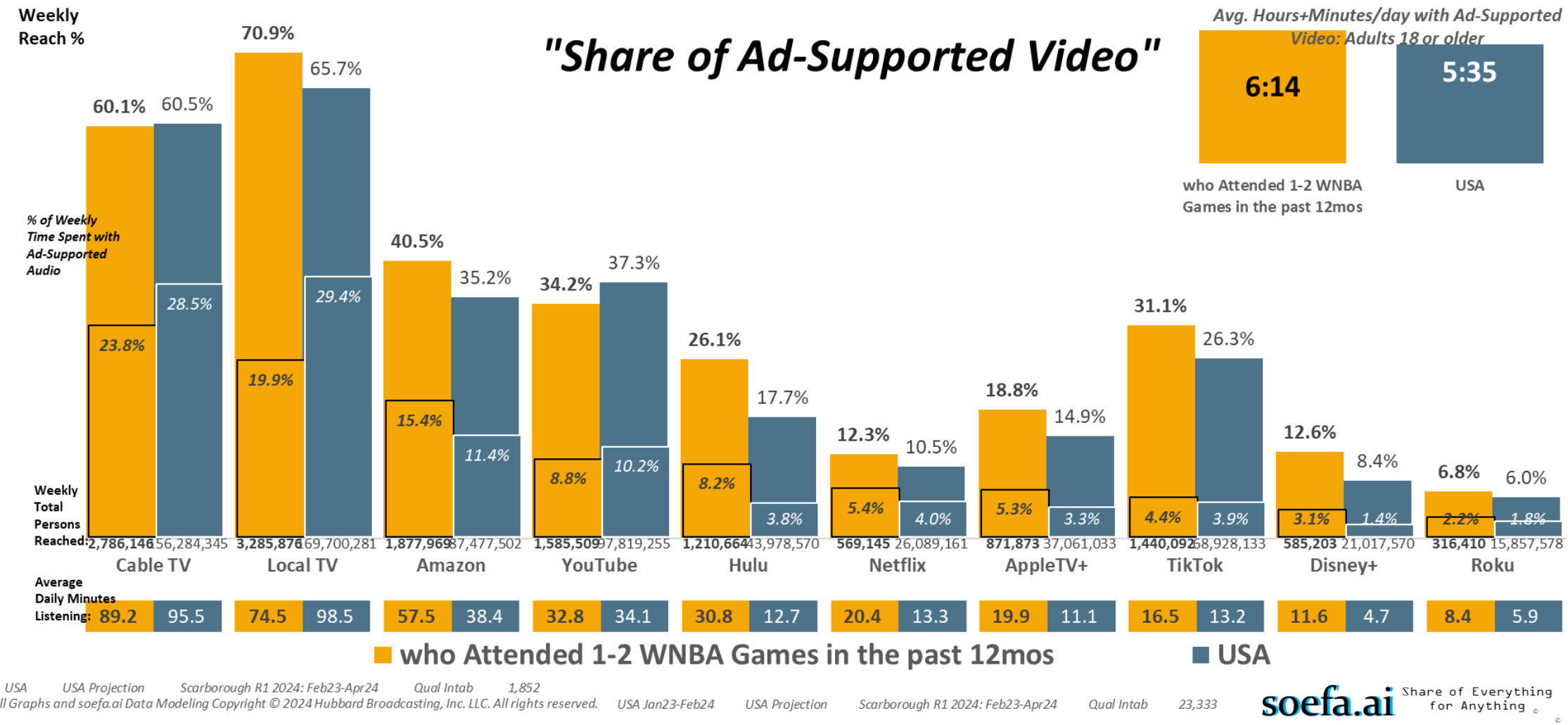
Attended 1-2 Games

3,285,876 or 70.9% of Adults 18 or older who Attended 1-2 WNBA Games in the past 12mos watch Ad-Supported Local TV Stations for an average of 74.5 minutes every day representing 19.9% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,852

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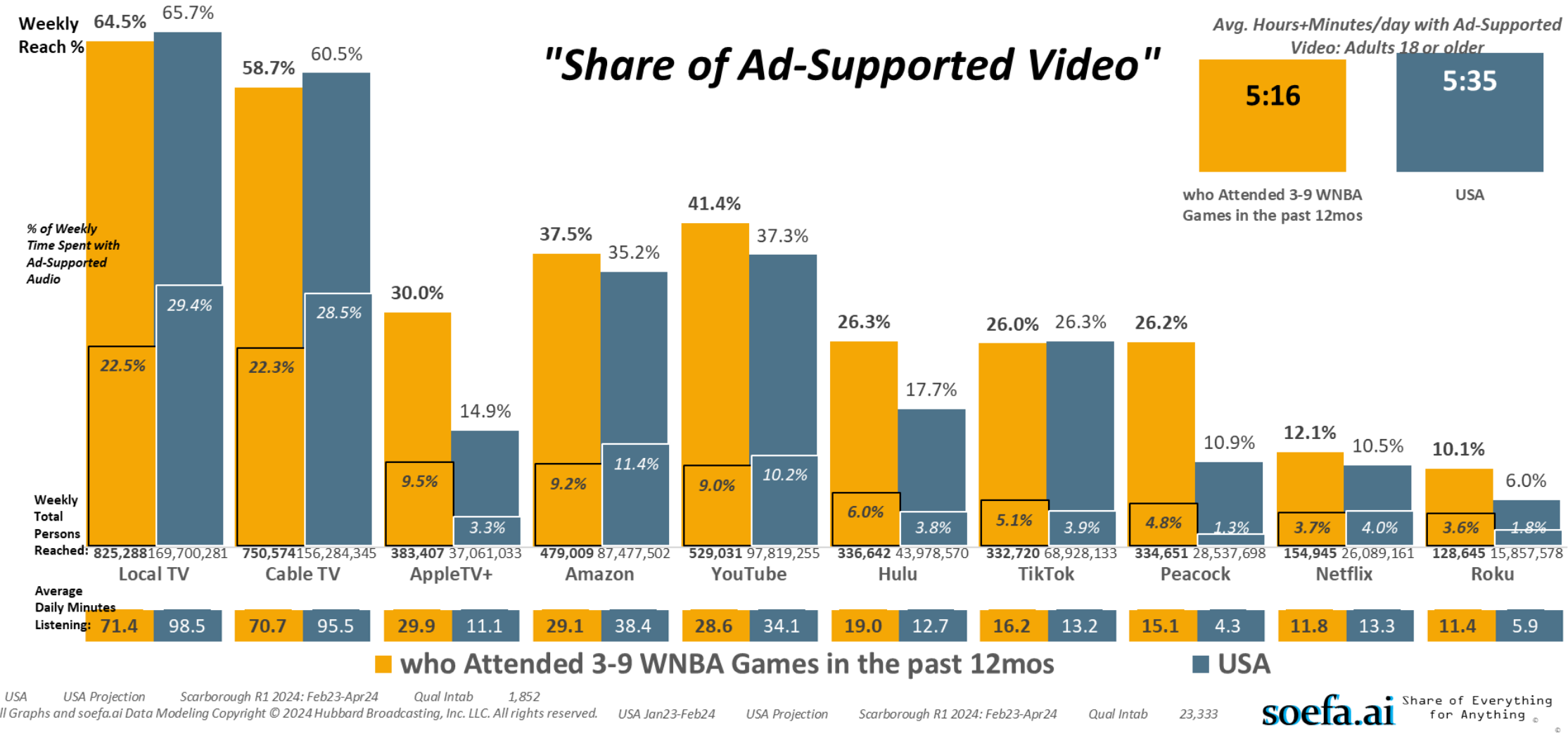
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 1 - 2 games

Attended 3-9 Games

825,288 or 64.5% of Adults 18 or older who Attended 3-9 WNBA Games in the past 12mos watch Ad-Supported Local TV Stations for an average of 71.4 minutes every day representing 22.5% of all time spent daily with Ad-Supported Video.



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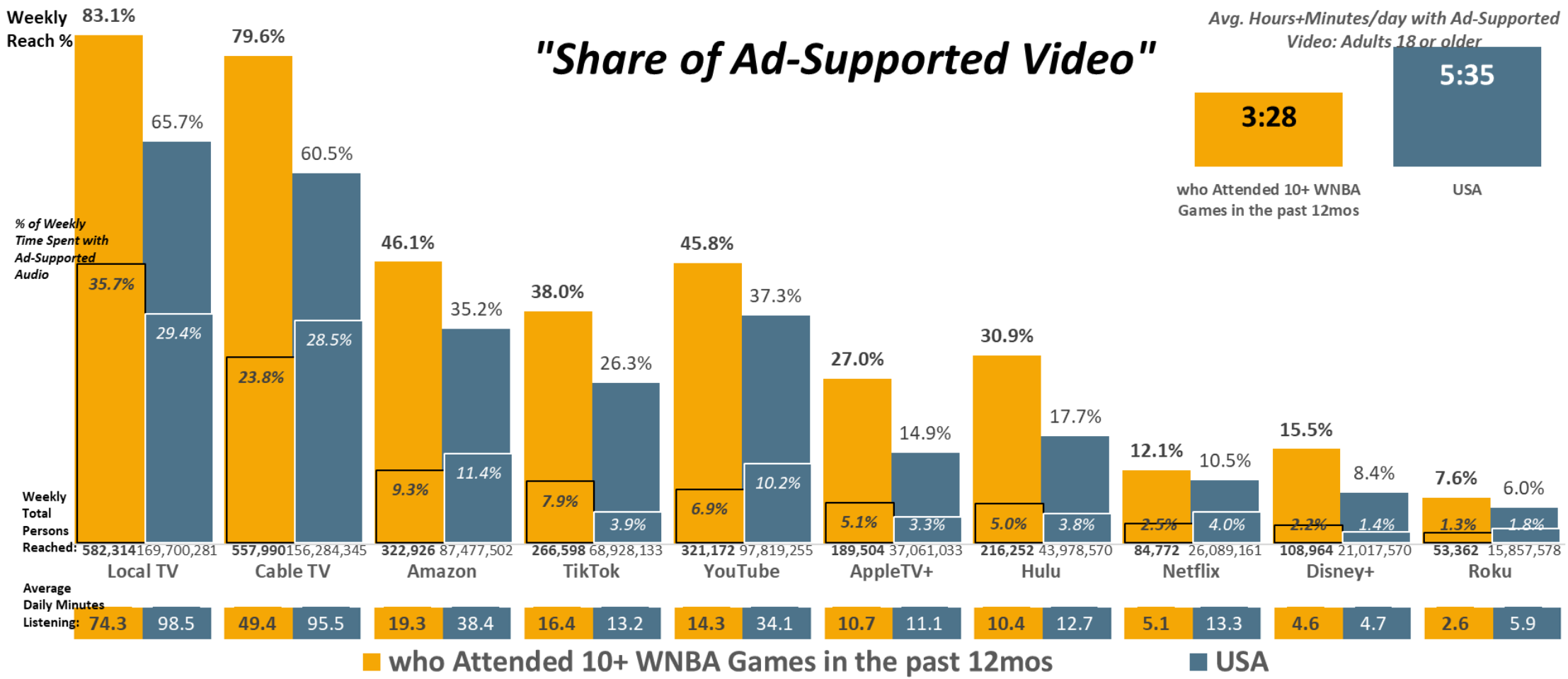
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 3 - 9 games

Attended 10+ Games

582,314 or 83.1% of Adults 18 or older who Attended 10+ WNBA Games in the past 12mos watch Ad-Supported Local TV Stations for an average of 74.3 minutes every day representing 35.7% of all time spent daily with Ad-Supported Video.



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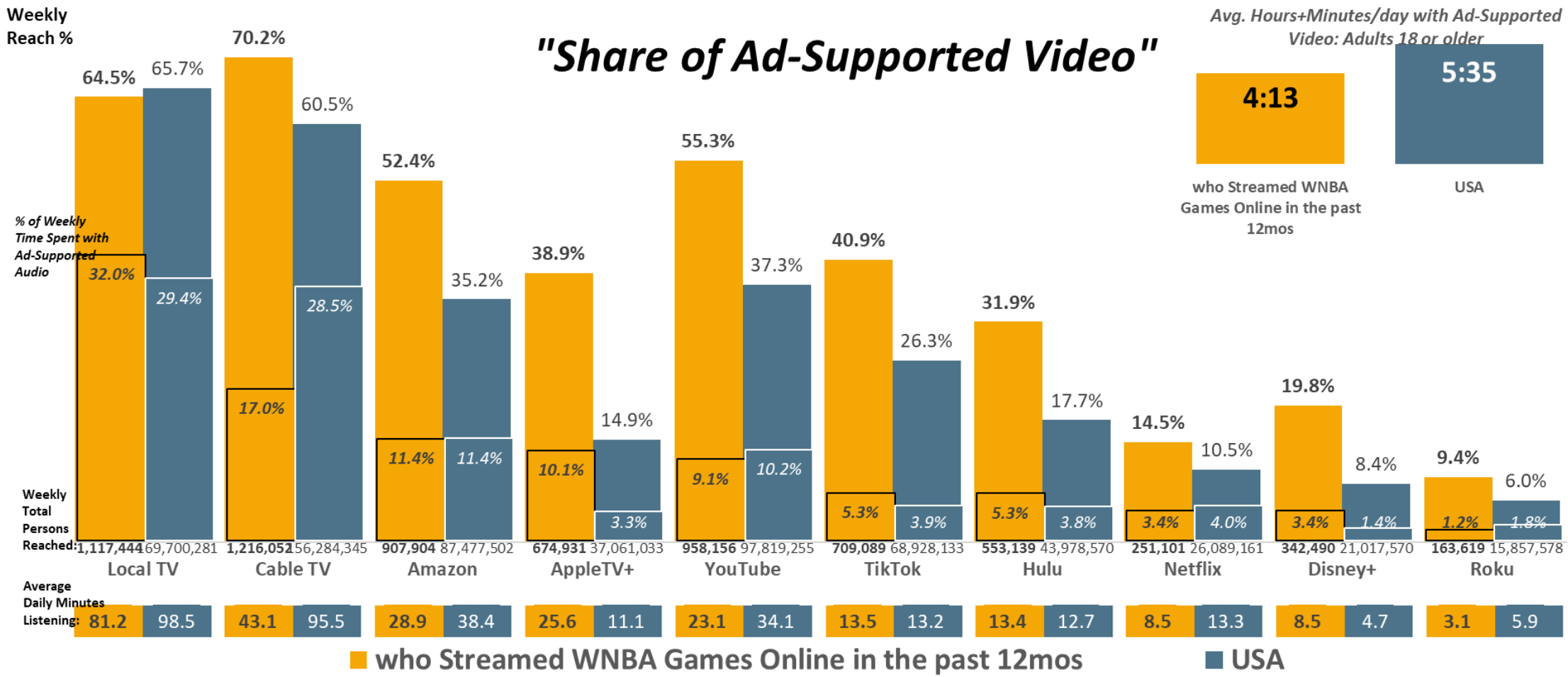
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 10+ games

WNBA Streamed Online

1,117,444 or 64.5% of Adults 18 or older who Streamed WNBA Games Online in the past 12mos watch Ad-Supported Local TV Stations for an average of 81.2 minutes every day representing 32.% of all time spent daily with Ad-Supported Video.



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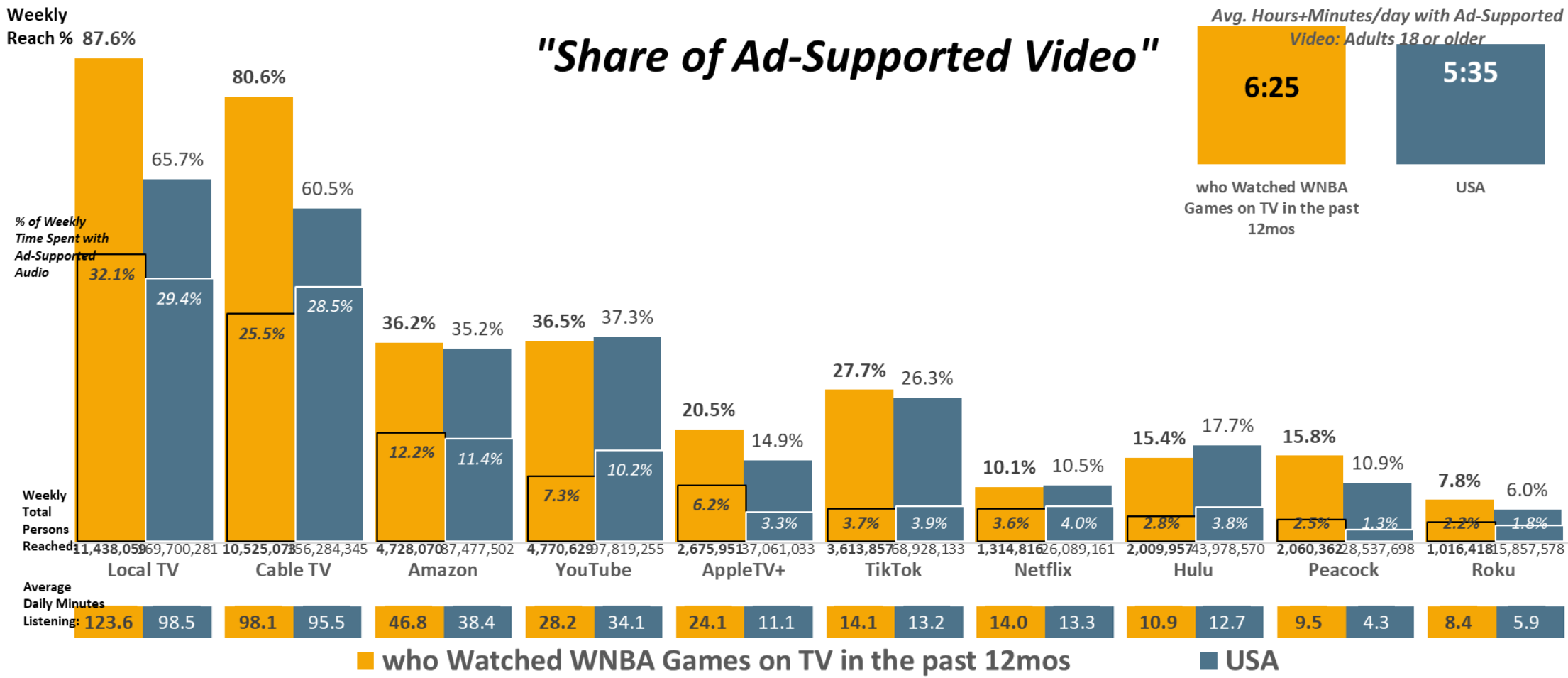
Sports streamed online past 12 months: WNBA

Watched on TV or Cable

11,438,059 or 87.6% of Adults 18 or older who Watched WNBA Games on TV in the past 12mos watch Ad-Supported Local TV Stations for an average of 123.6 minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.



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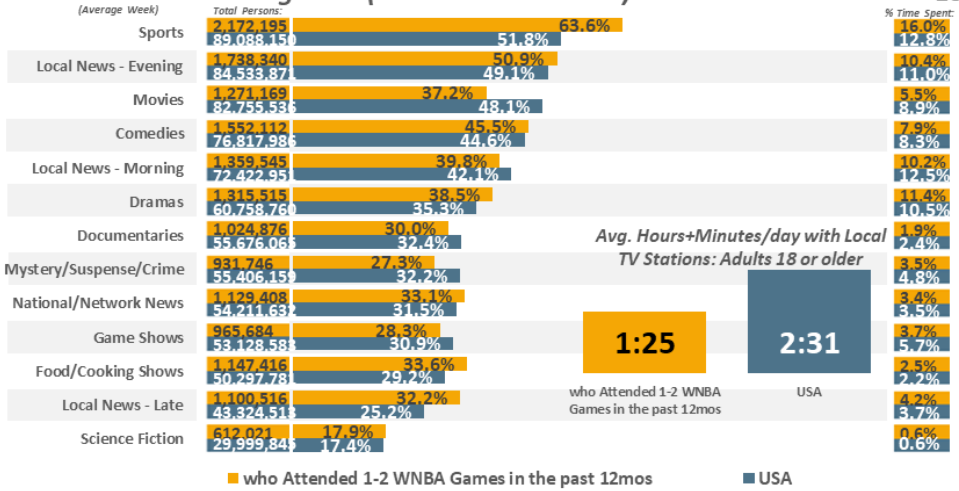
Sports watched on TV (broadcast or cable) past 12 months: WNBA

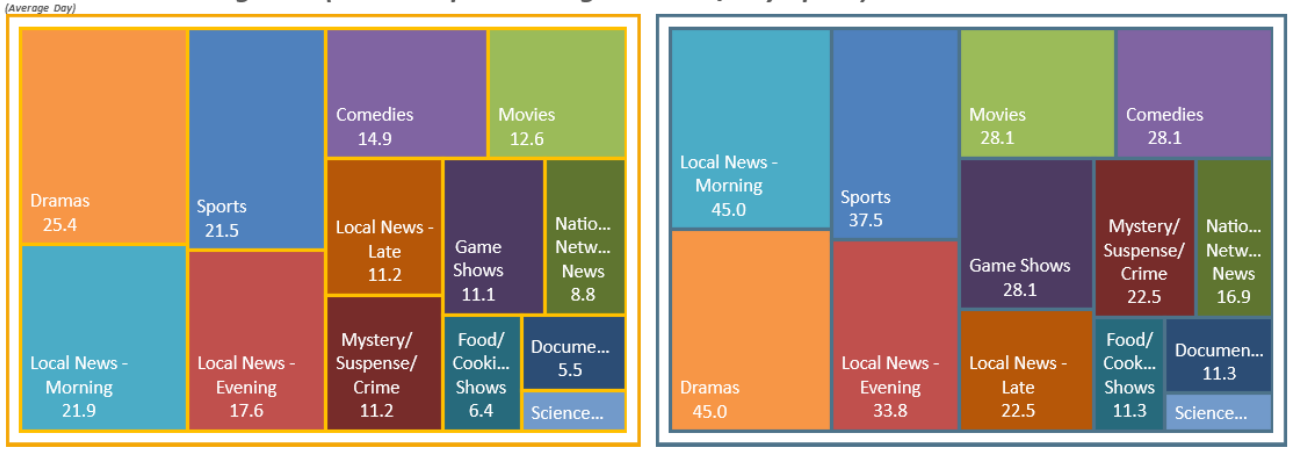
Attended 1-2 Games

3,285,876 or 70.9% of Adults 18 or older who Attended 1-2 WNBA Games in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Dramas, and Movies.

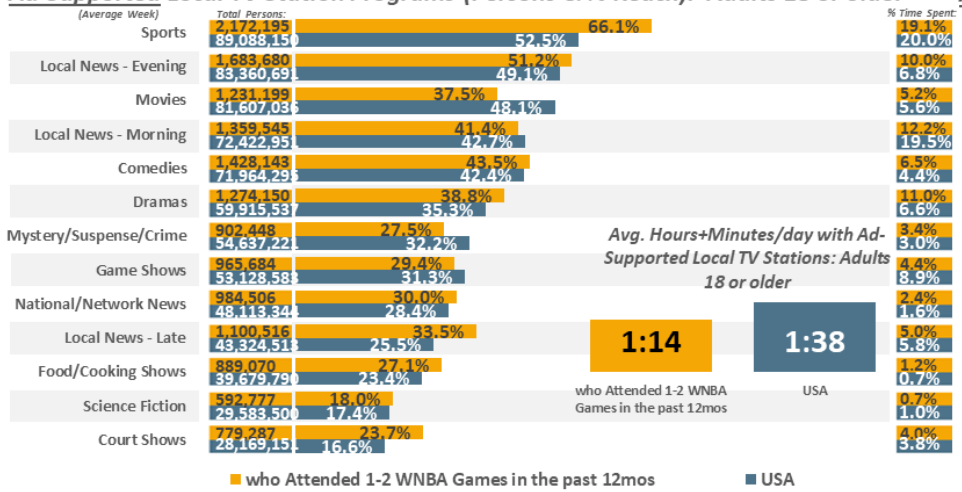
Local TV Station Programs (Persons & % Reach): Adults 18 or older



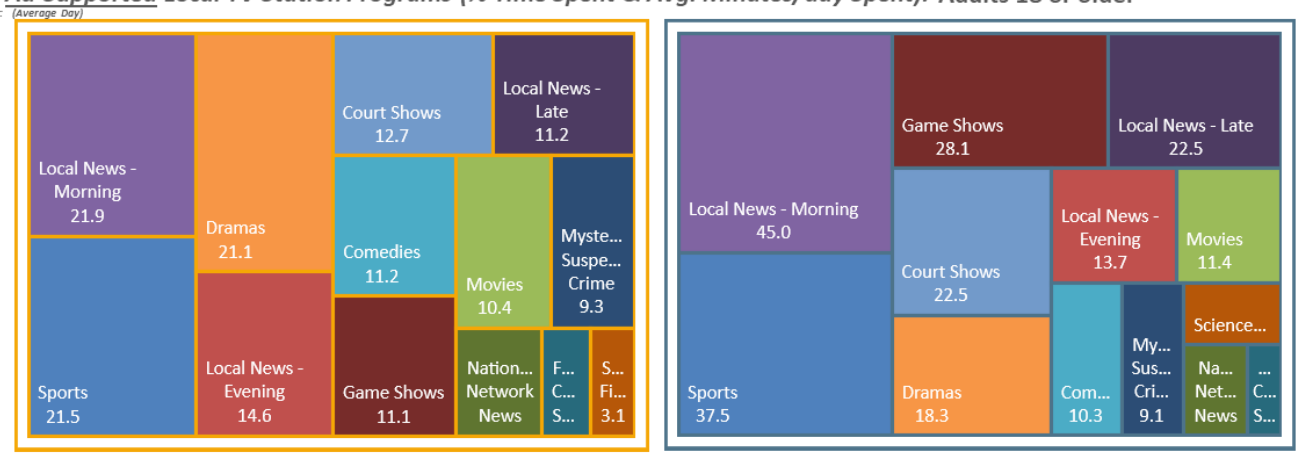
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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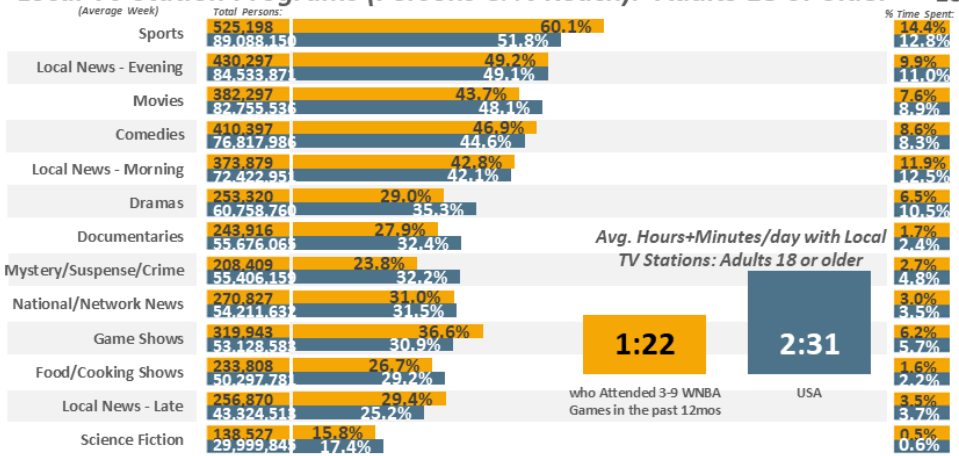
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 1 - 2 games

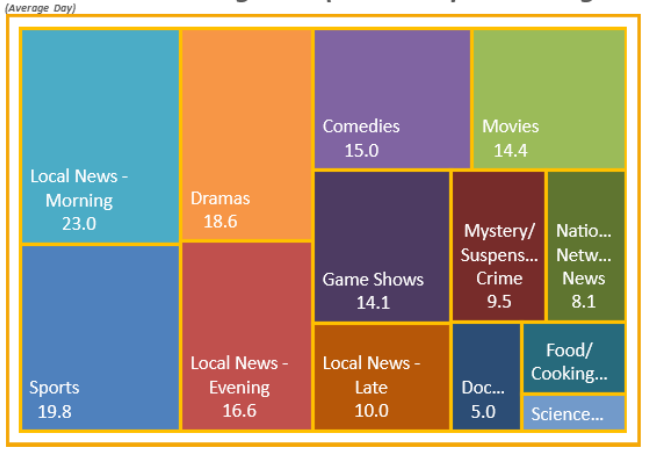
Attended 3-9 Games

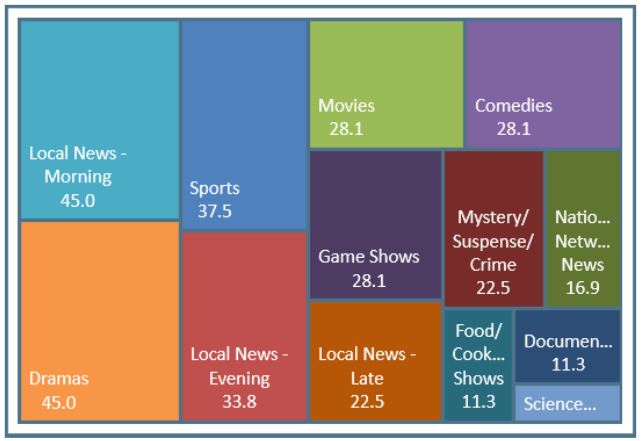
825,288 or 64.5% of Adults 18 or older who Attended 3-9 WNBA Games in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Game Shows.

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

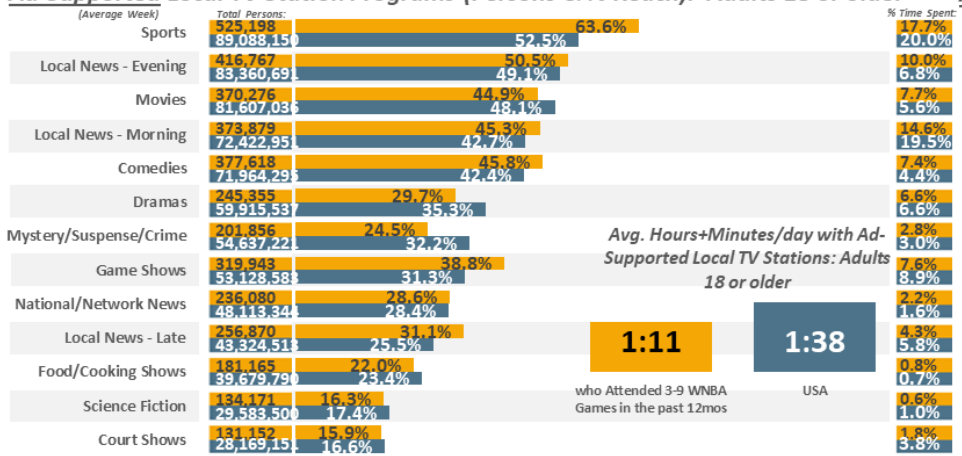


Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

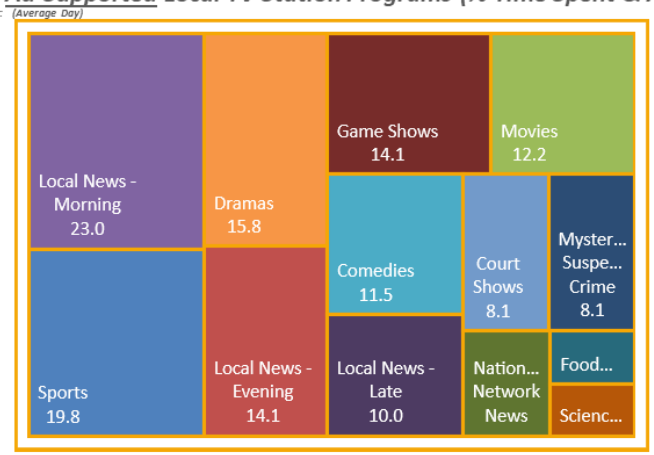


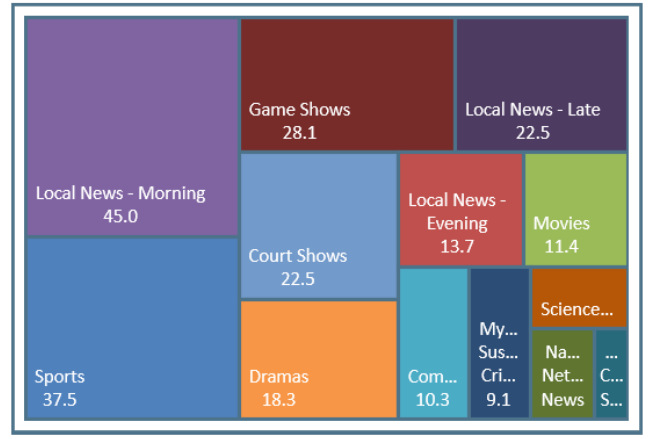


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



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





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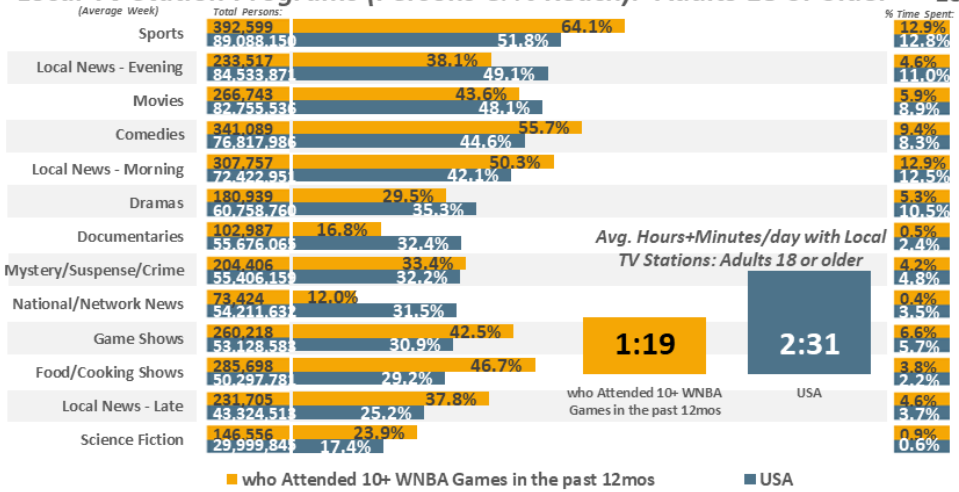
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 3 - 9 games

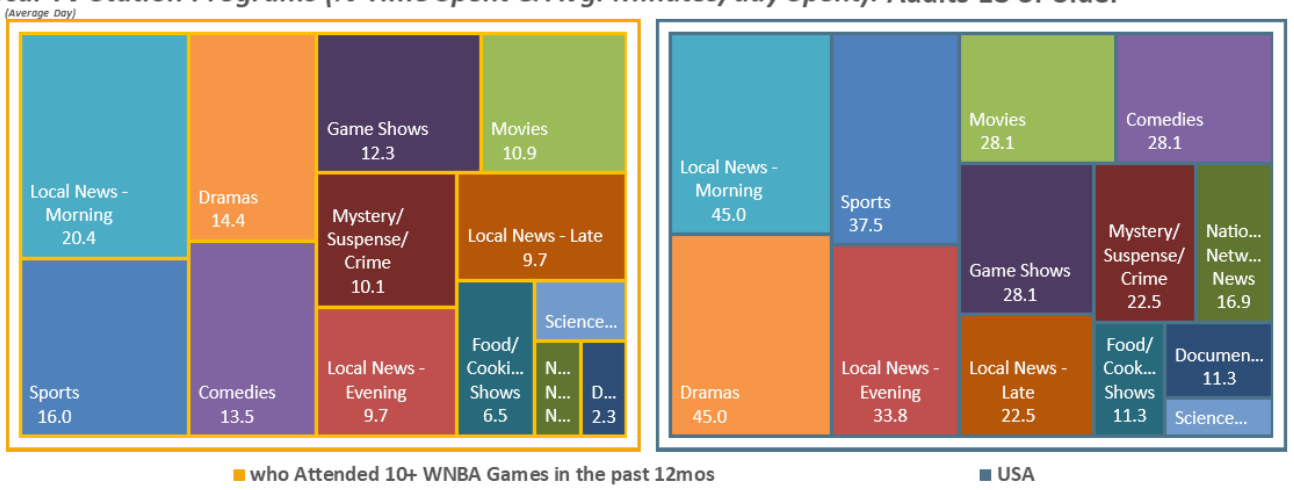
Attended 10+ Games

582,314 or 83.1% of Adults 18 or older who Attended 10+ WNBA Games in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Game Shows, Movies, and Local News - Late.

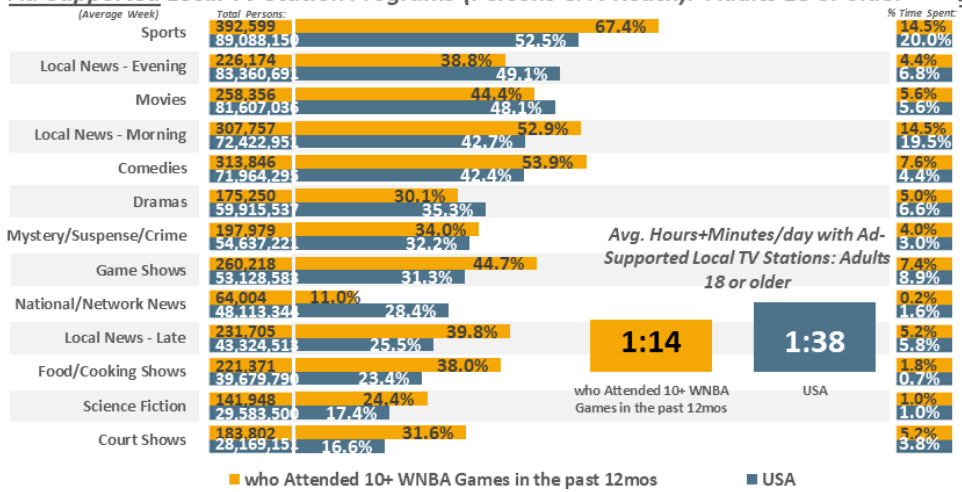
Local TV Station Programs (Persons & % Reach): Adults 18 or older



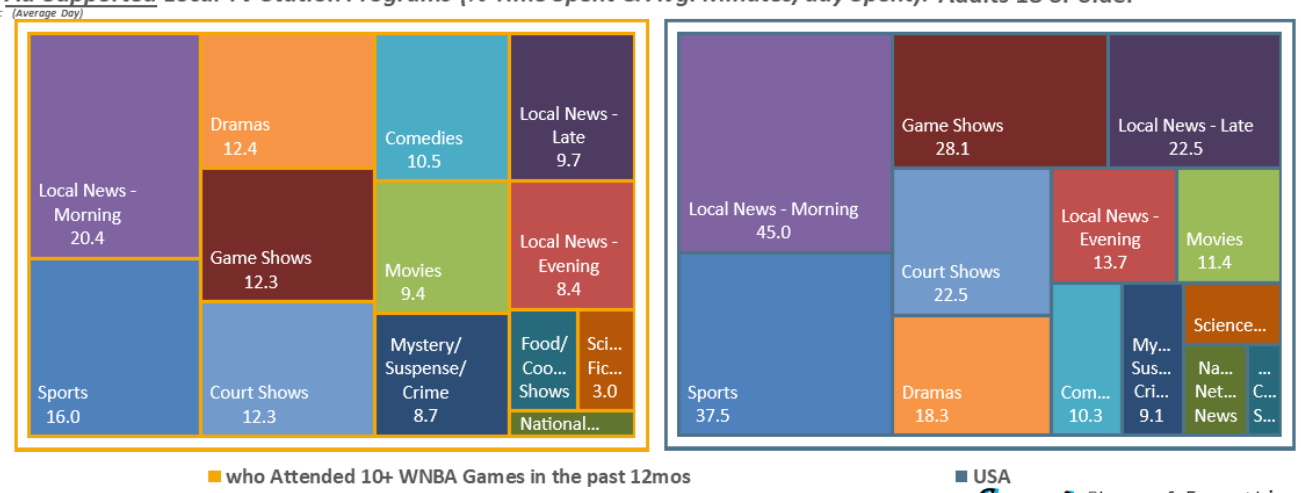
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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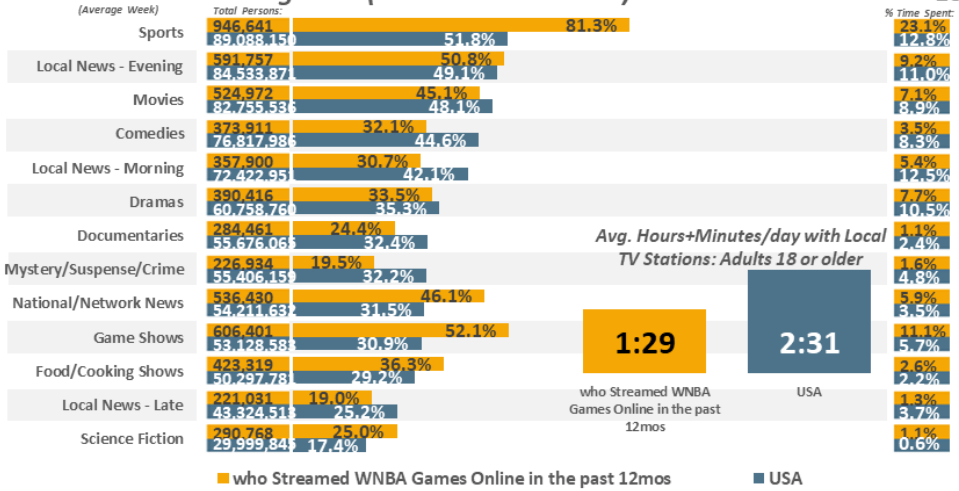
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 10+ games

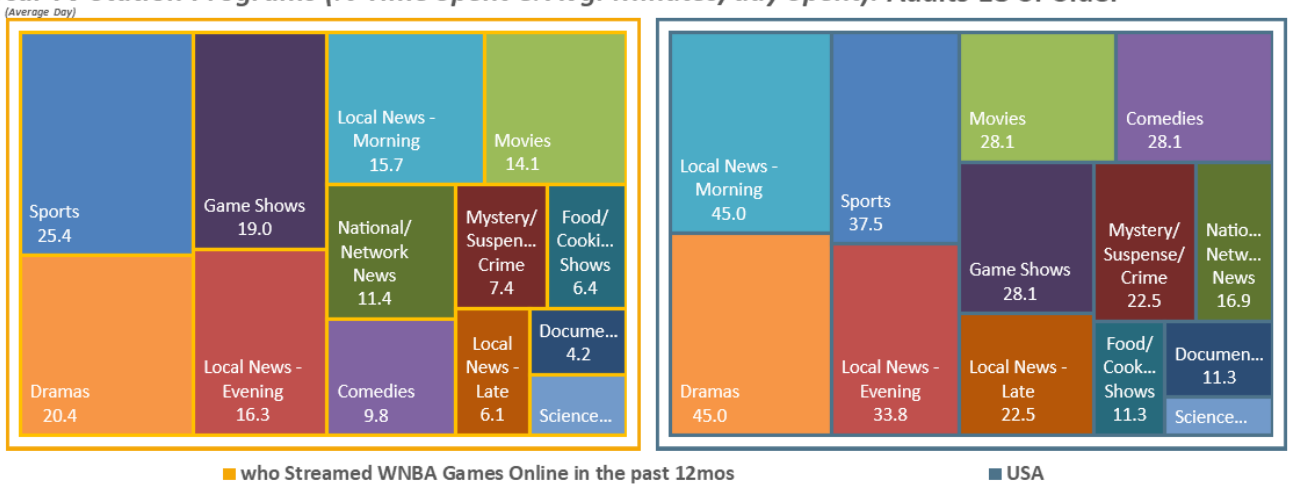
WNBA Streamed Online

1,117,444 or 64.5% of Adults 18 or older who Streamed WNBA Games Online in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Game Shows, Local News - Evening, Movies, National/Network News, and Late Night Talk.

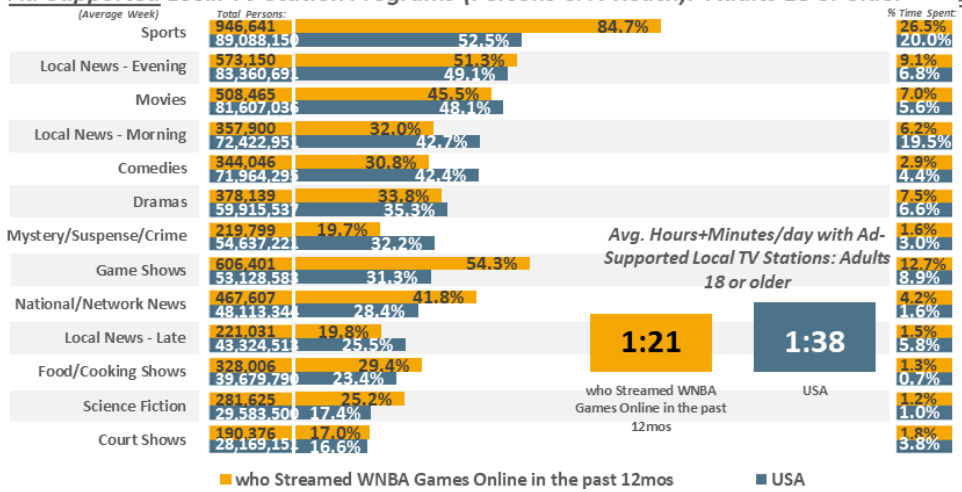
Local TV Station Programs (Persons & % Reach): Adults 18 or older



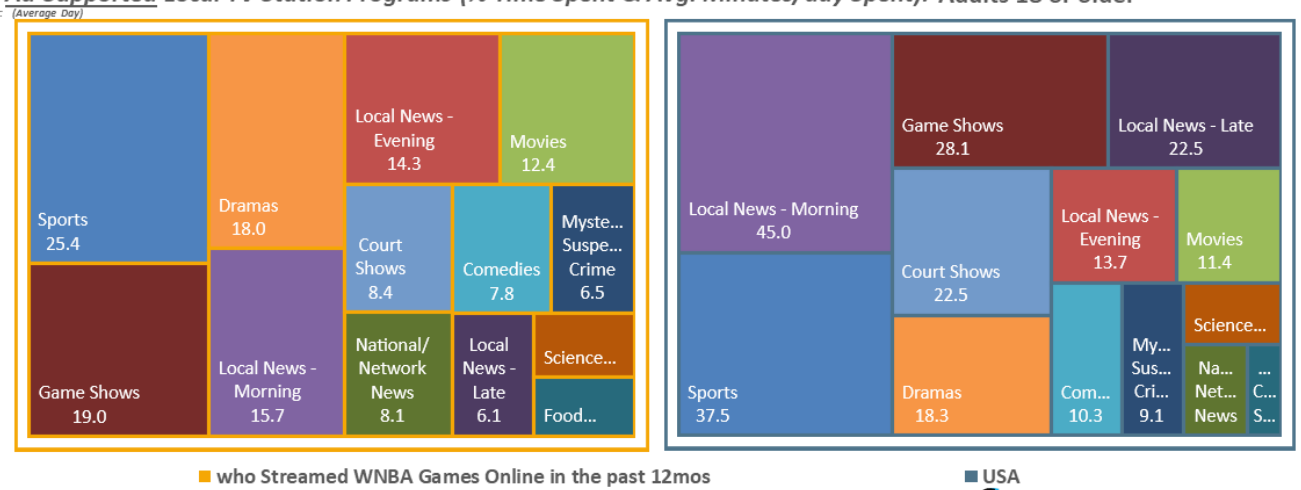
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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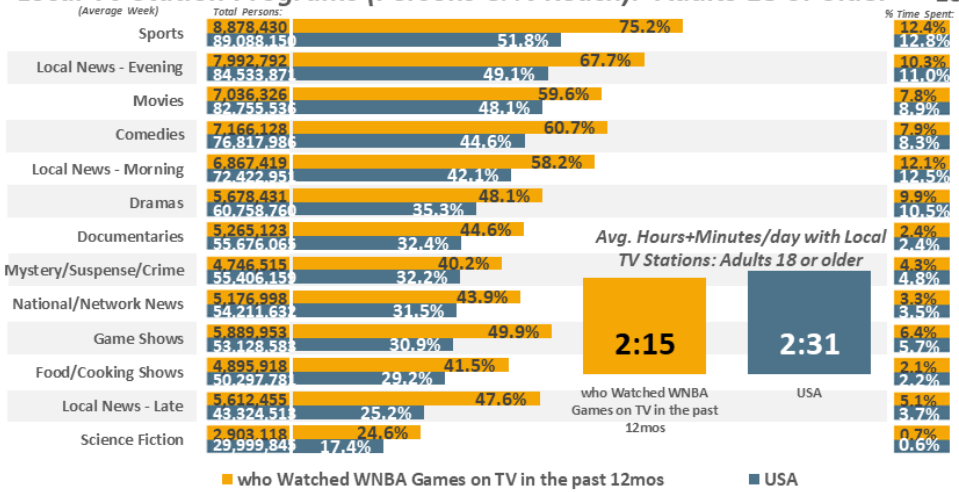
Sports streamed online past 12 months: WNBA

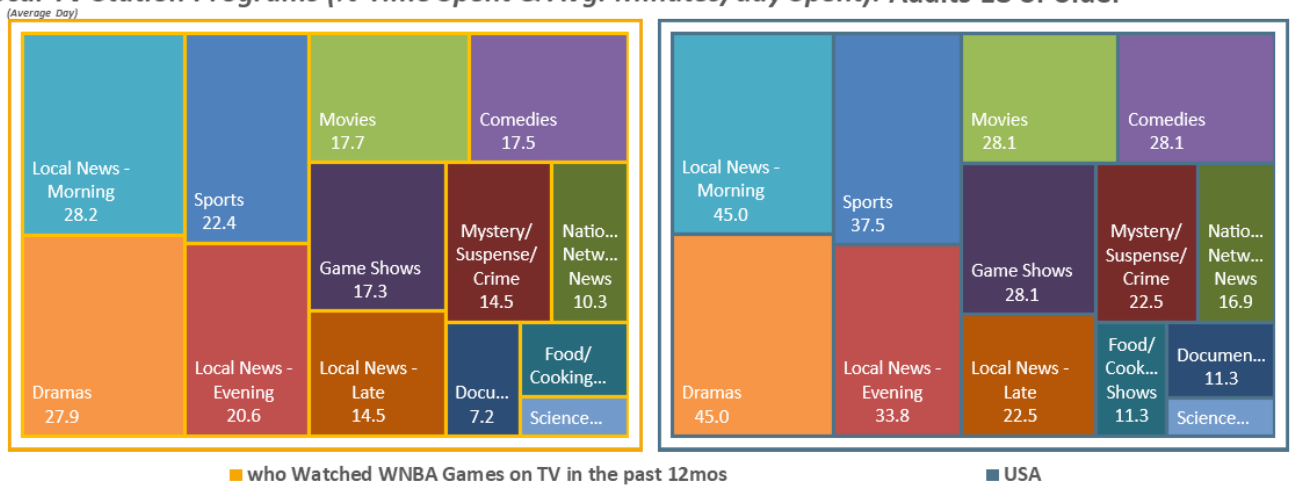
Watched on TV or Cable

11,438,059 or 87.6% of Adults 18 or older who Watched WNBA Games on TV in the past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and Game Shows.

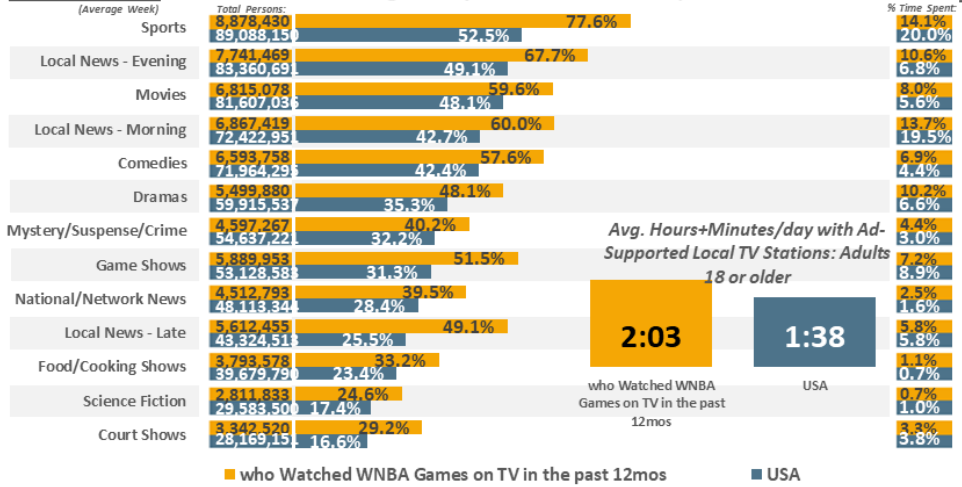
Local TV Station Programs (Persons & % Reach): Adults 18 or older



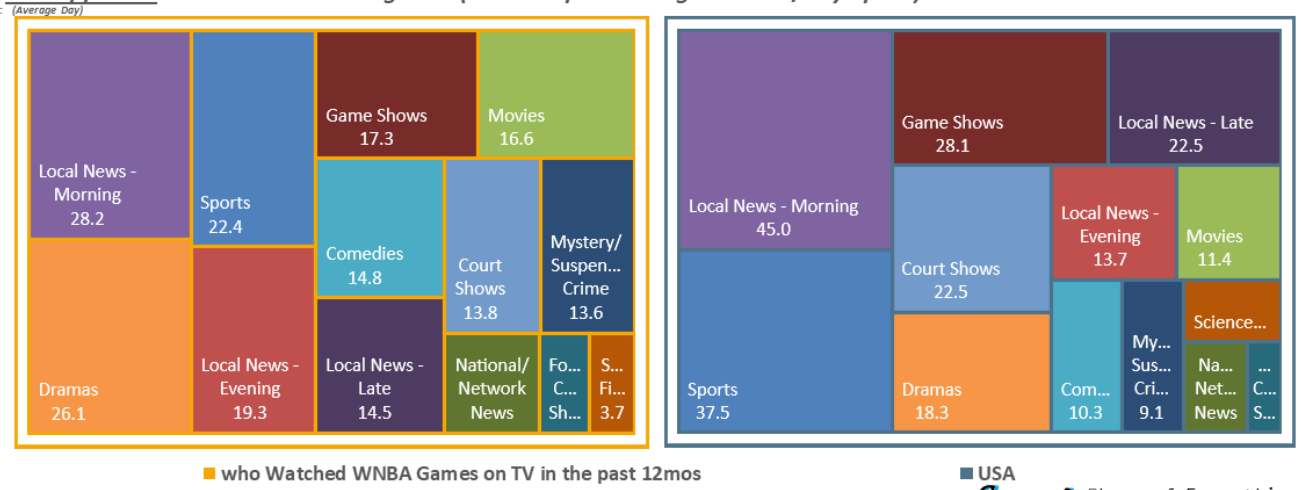
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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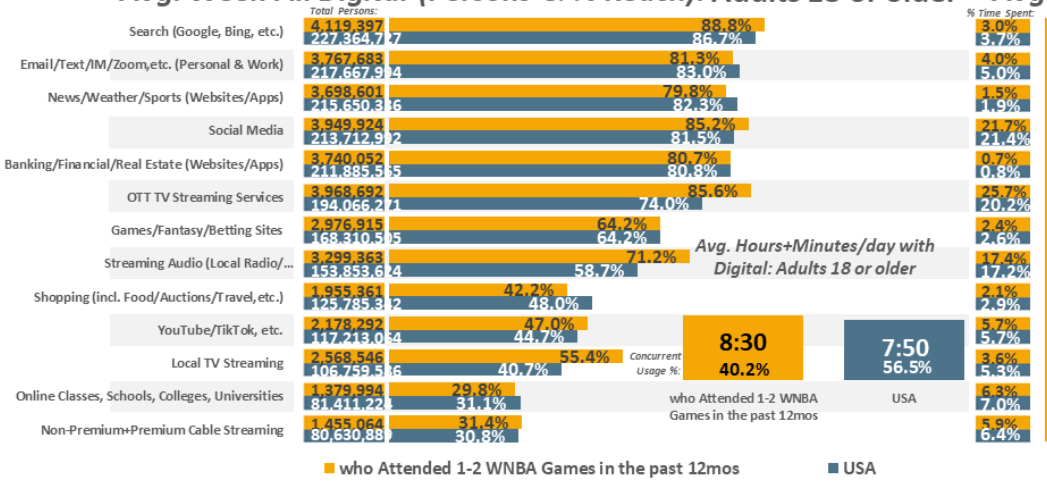
Sports watched on TV (broadcast or cable) past 12 months: WNBA

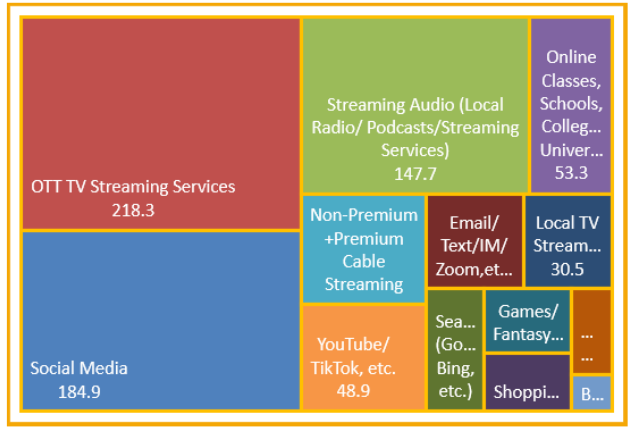
WNBA Attended 1-2 Games

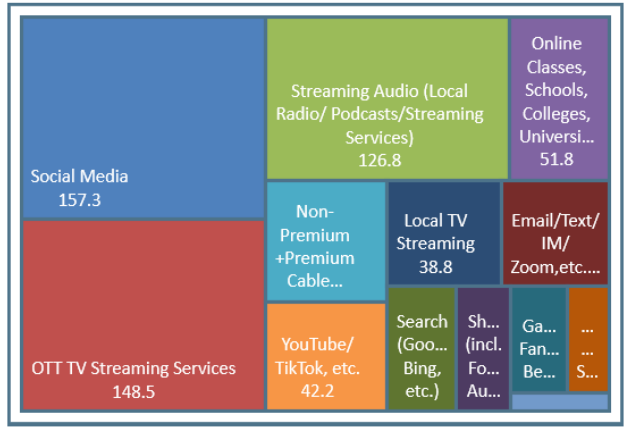
3,567,271 or 76.9% of Adults 18 or older who Attended 1-2 WNBA Games in the past 12mos use Ad-Supported Social Media for an average of 170.1 minutes every day representing 26.9% of all time spent daily with Ad-Supported Digital Media.

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

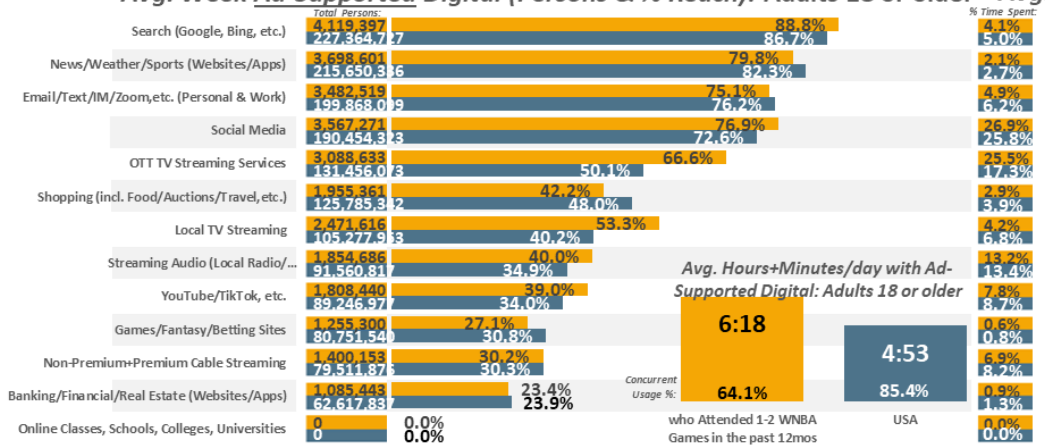


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

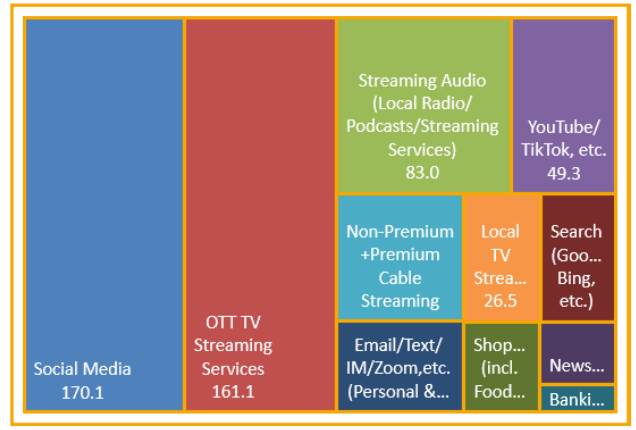


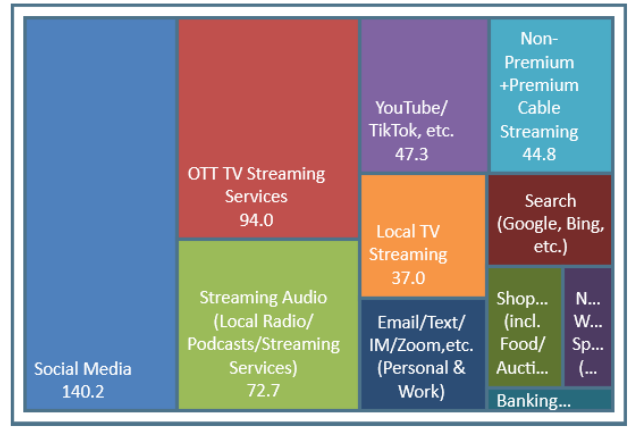


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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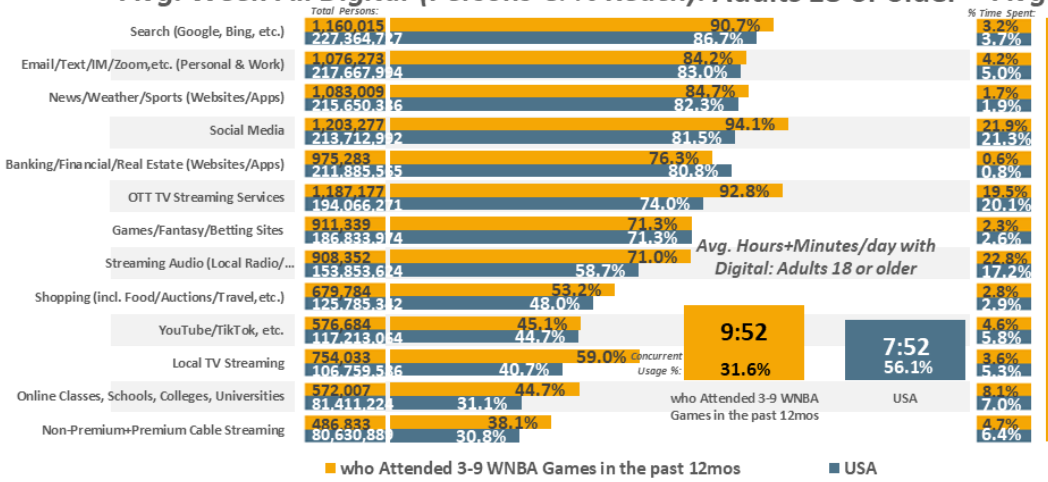
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 1 - 2 games

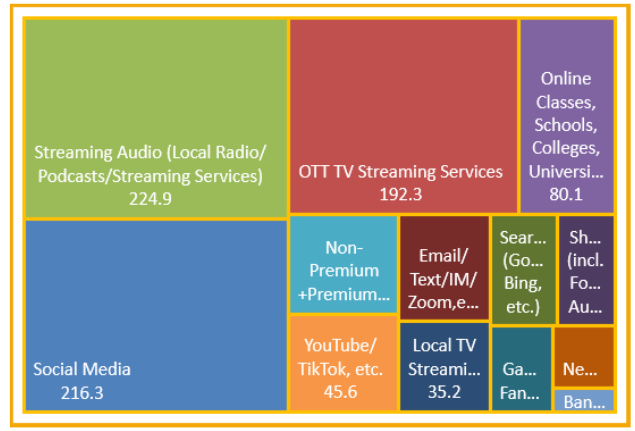
Attended 3-9 Games

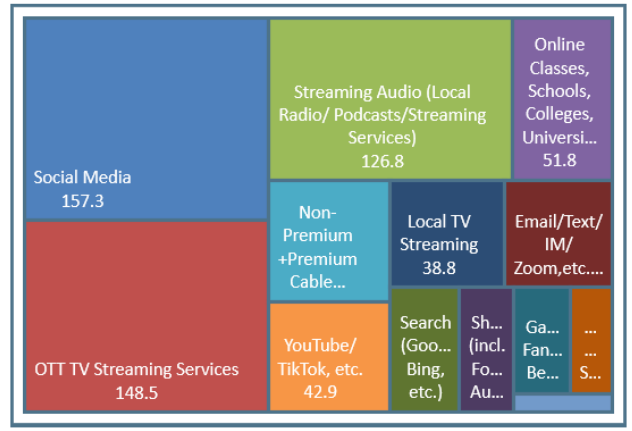
1,102,198 or 86.2% of Adults 18 or older who Attended 3-9 WNBA Games in the past 12mos use Ad-Supported Social Media for an average of 199. minutes every day representing 28.5% of all time spent daily with Ad-Supported Digital Media.

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



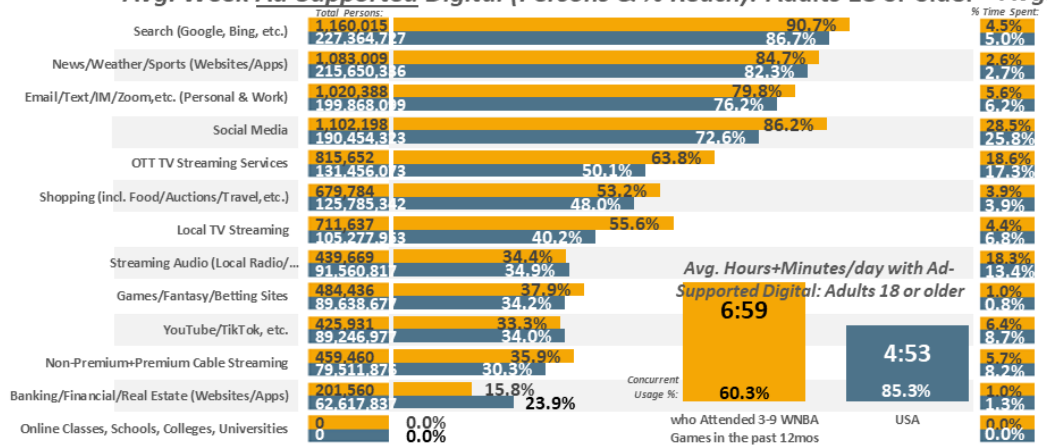
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



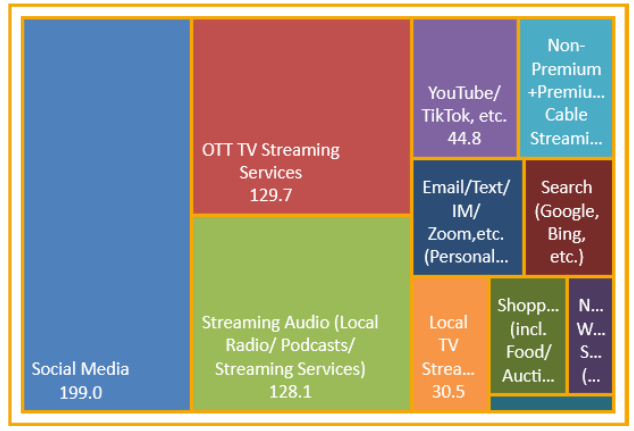


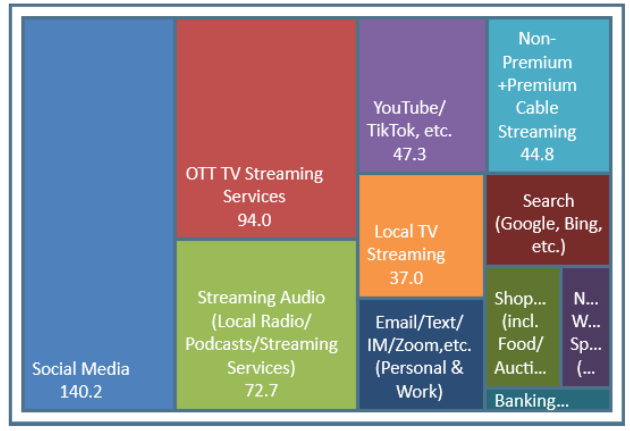
who Attended 3-9 WNBA Games in the past 12mos ■ USA

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





who Attended 3-9 WNBA Games in the past 12mos ■ USA

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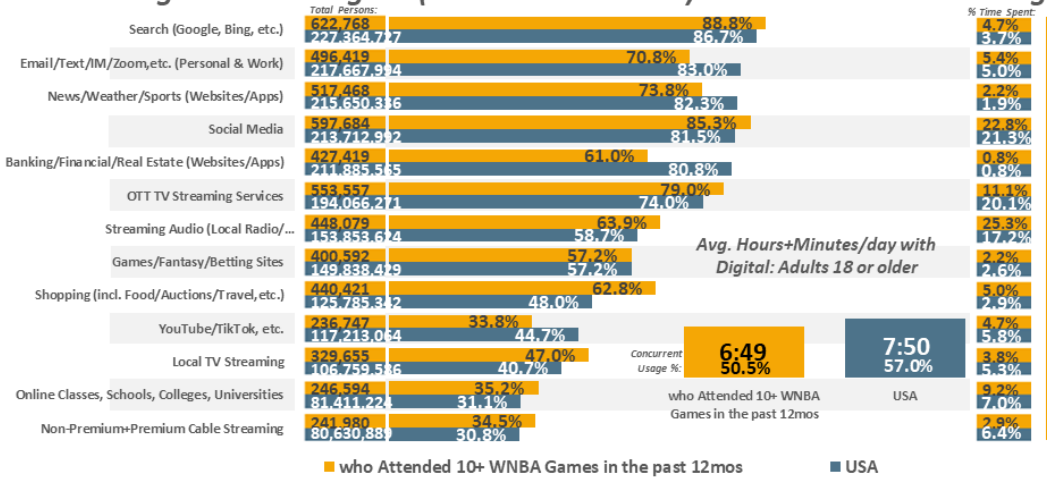
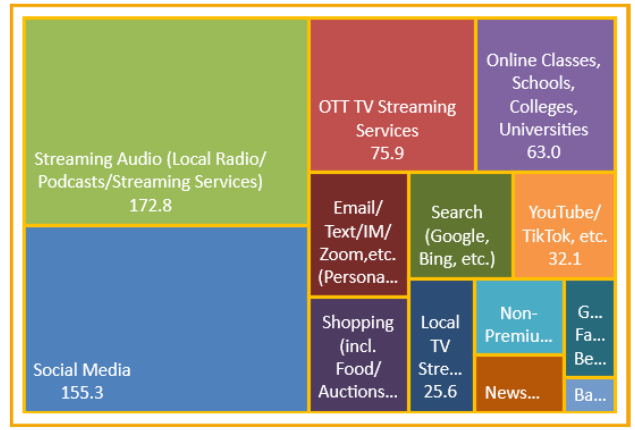
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 3 - 9 games

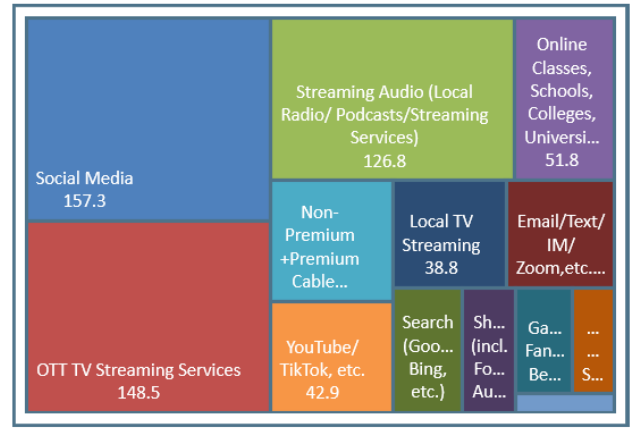
WNBA Attended 10+ Games

535,355 or 76.4% of Adults 18 or older who Attended 10+ WNBA Games in the past 12mos use Ad-Supported Social Media for an average of 142.9 minutes every day representing 29.2% of all time spent daily with Ad-Supported Digital Media.

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



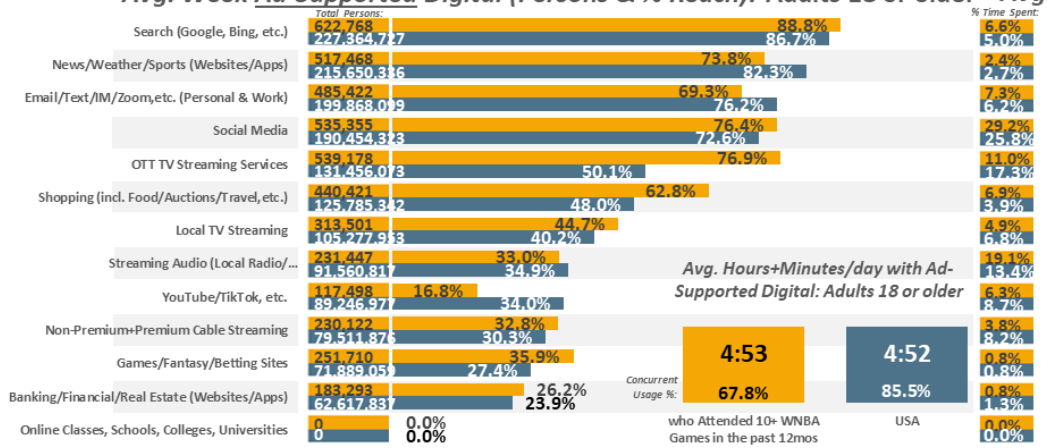


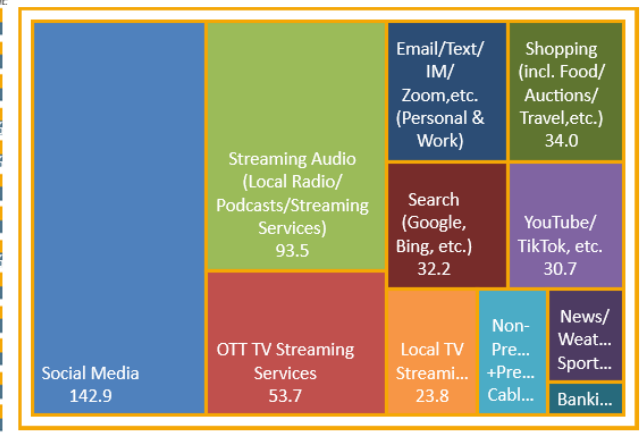


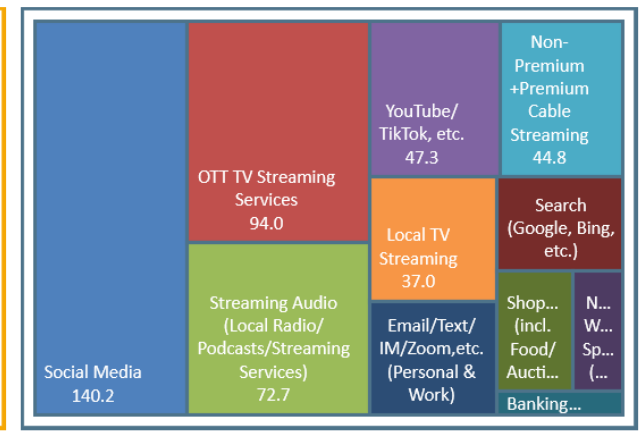
who Attended 10+ WNBA Games in the past 12mos ■ USA

who Attended 10+ WNBA Games in the past 12mos ■ USA

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







who Attended 10+ WNBA Games in the past 12mos ■ USA

USA ■ who Attended 10+ WNBA Games in the past 12mos

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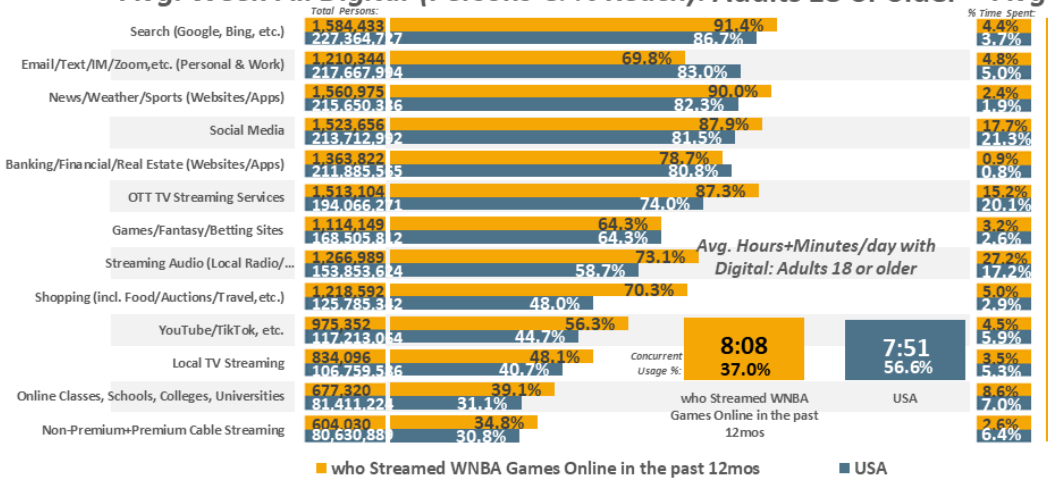
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 10+ games

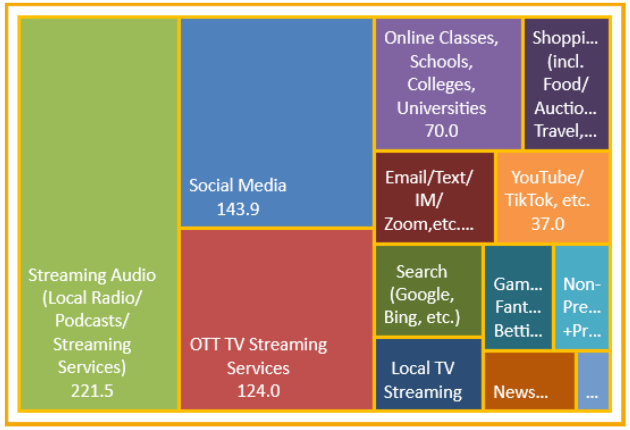
Streamed Online

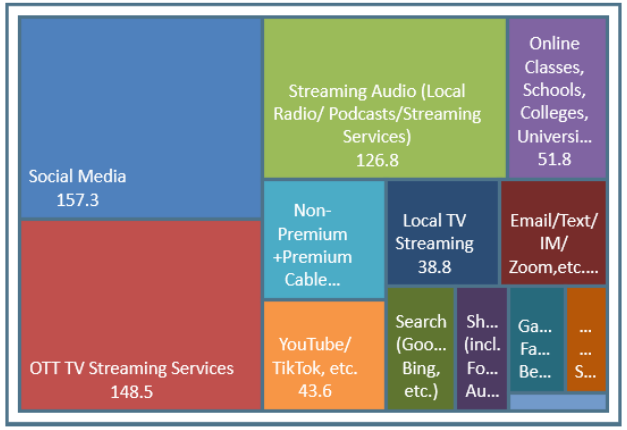
1,310,517 or 75.6% of Adults 18 or older who Streamed WNBA Games Online in the past 12mos use Ad-Supported Social Media for an average of 132.4 minutes every day representing 21.8% of all time spent daily with Ad-Supported Digital Media.

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

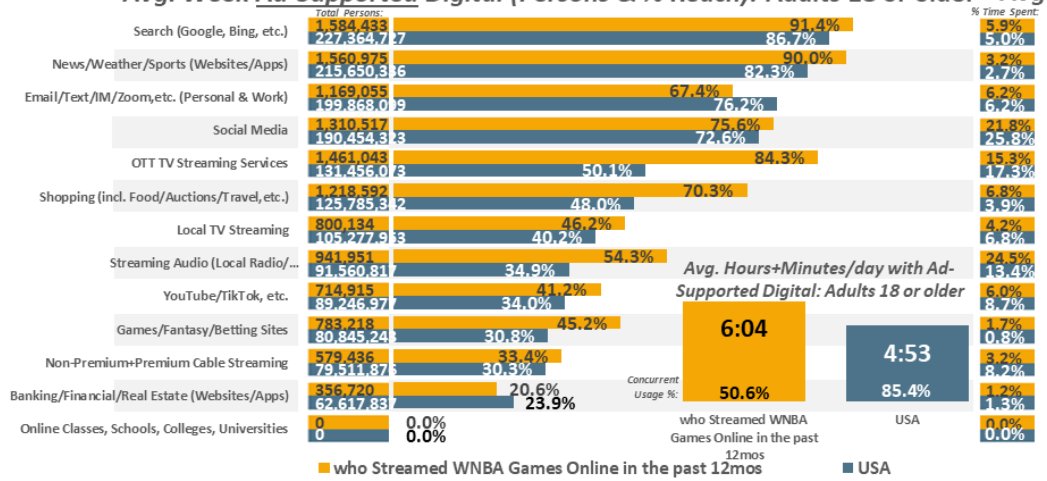


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

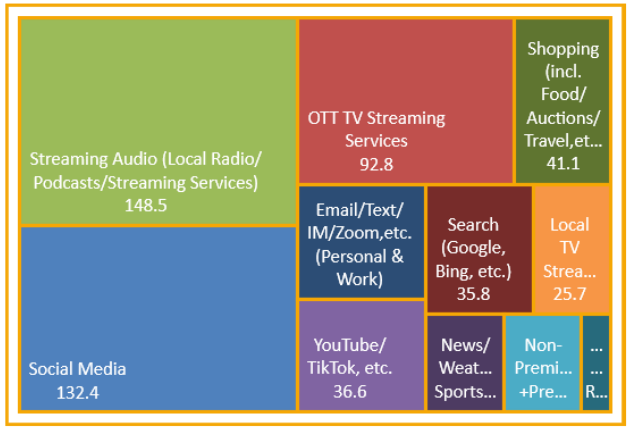


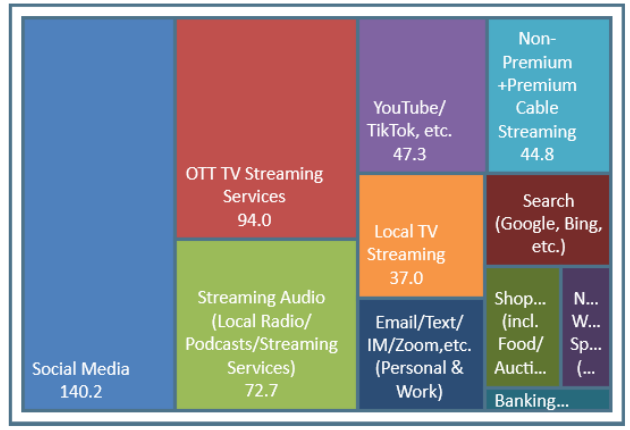


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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 1,852

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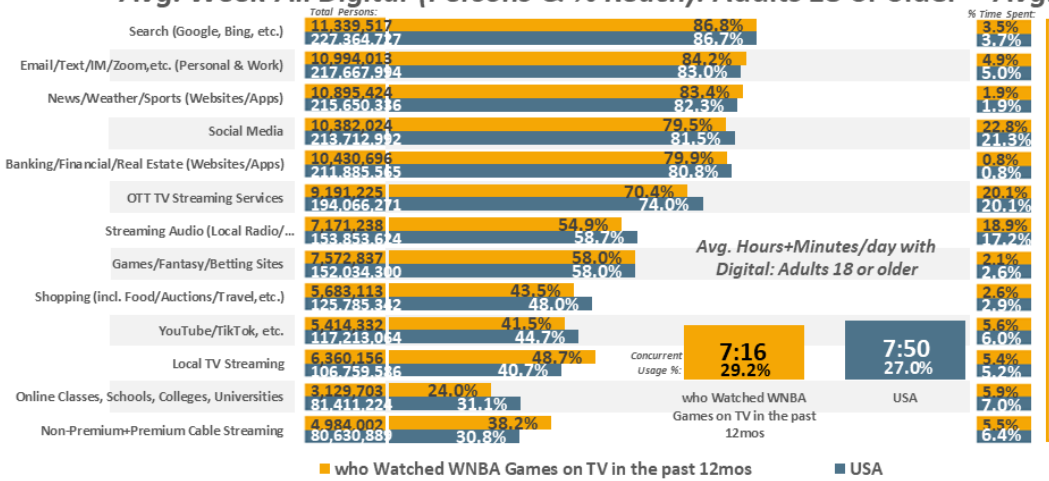
Sports streamed online past 12 months: WNBA

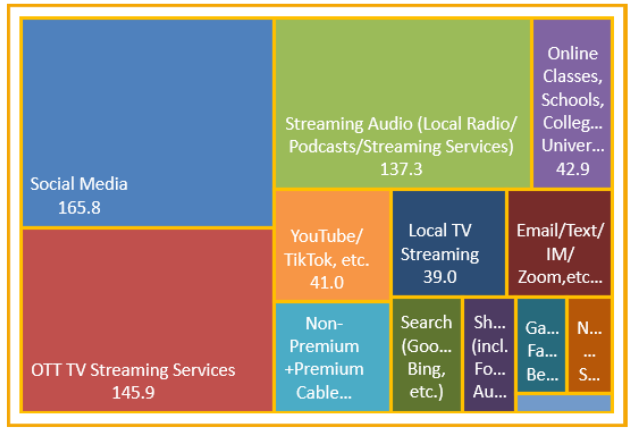
Watched on TV or Cable

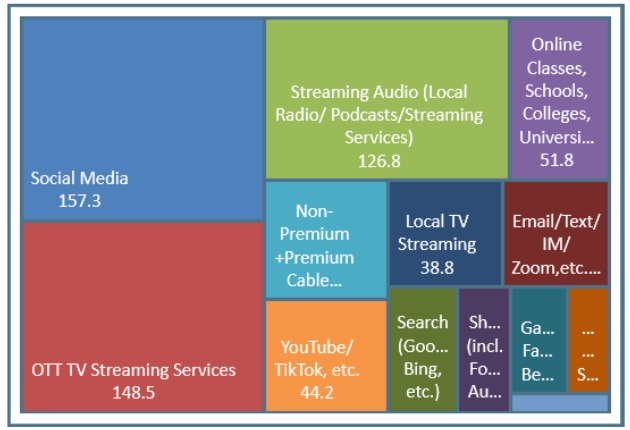
9,460,346 or 72.4% of Adults 18 or older who Watched WNBA Games on TV in the past 12mos use Ad-Supported Social Media for an average of 151.1 minutes every day representing 26.4% of all time spent daily with Ad-Supported Digital Media.

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

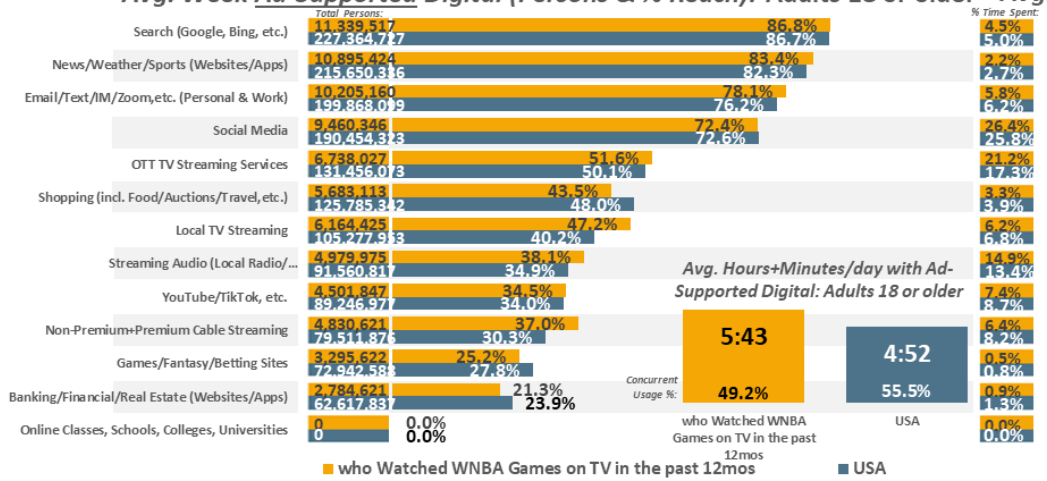


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

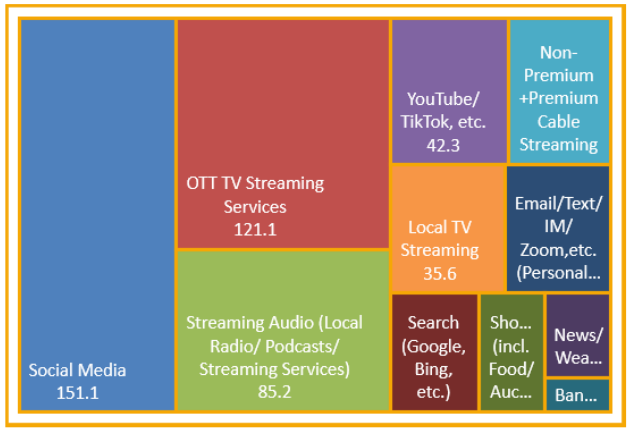


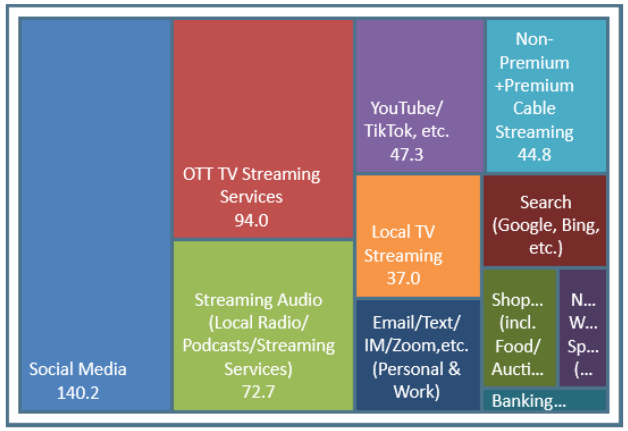


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,852

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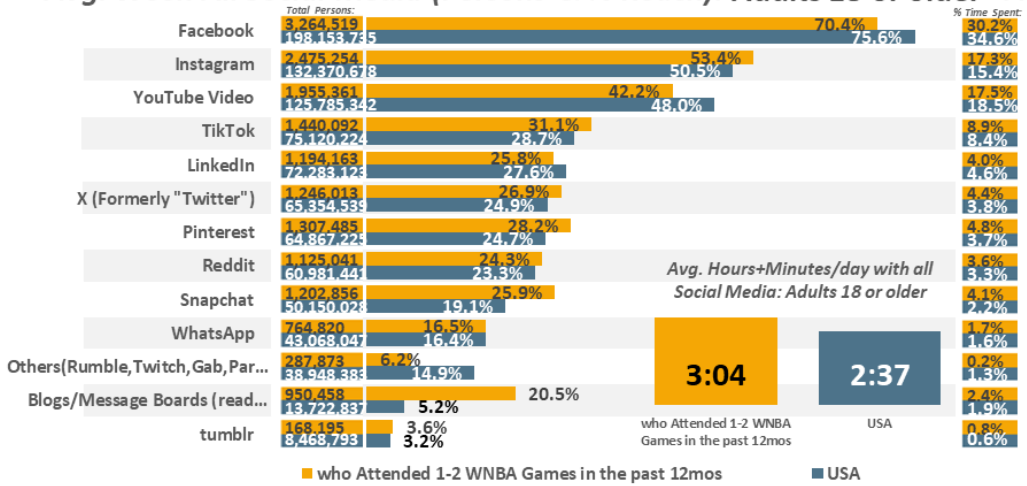
Sports watched on TV (broadcast or cable) past 12 months: WNBA

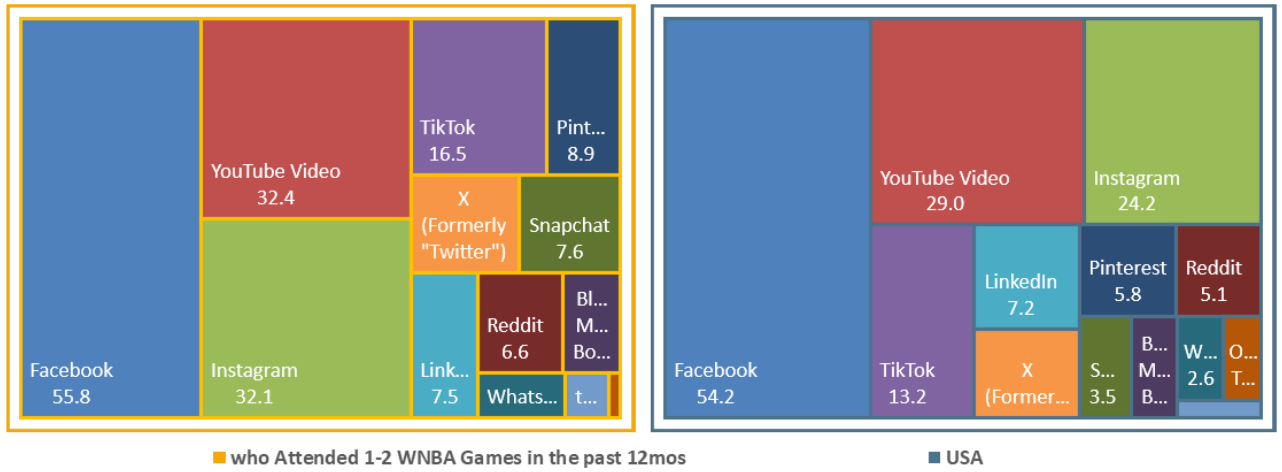
Attended 1-2 Games

3,264,519 or 70.4% of Adults 18 or older who Attended 1-2 WNBA Games in the past 12mos use Ad-Supported Facebook for an average of 54.2 minutes every day representing 32.5% of all time spent daily with Ad-Supported Social Media.

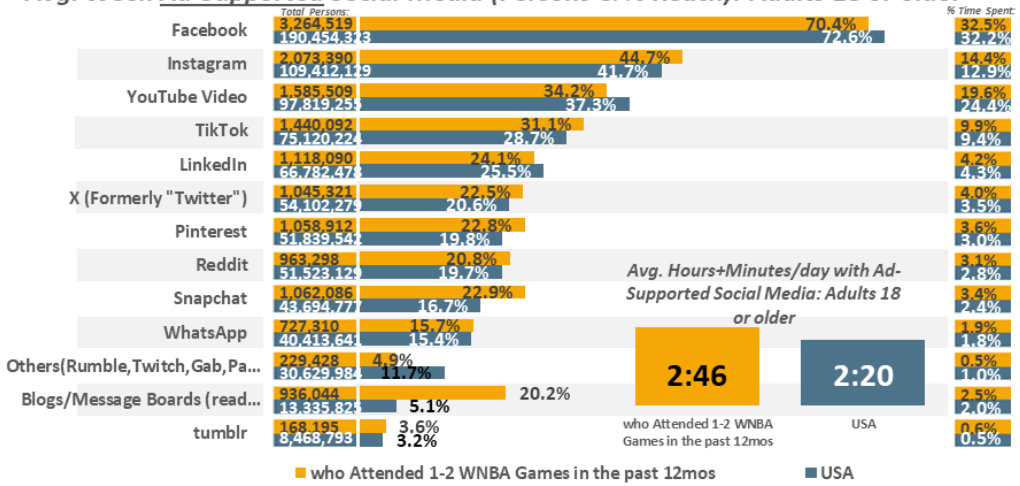
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



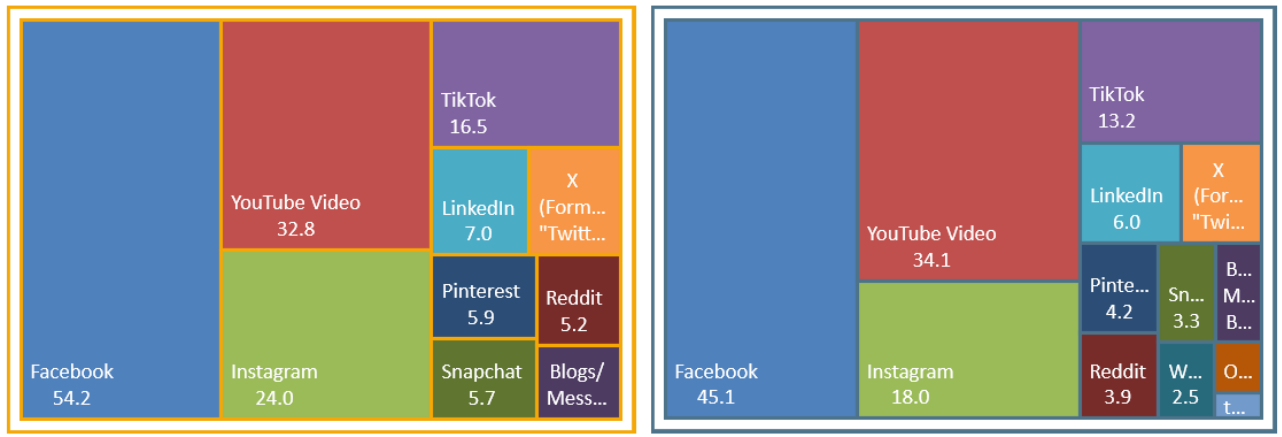
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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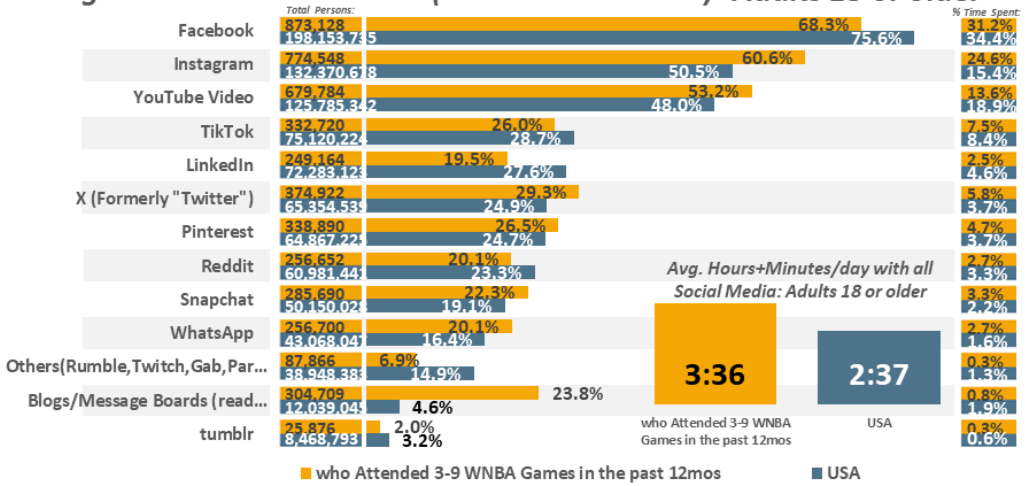
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 1 - 2 games

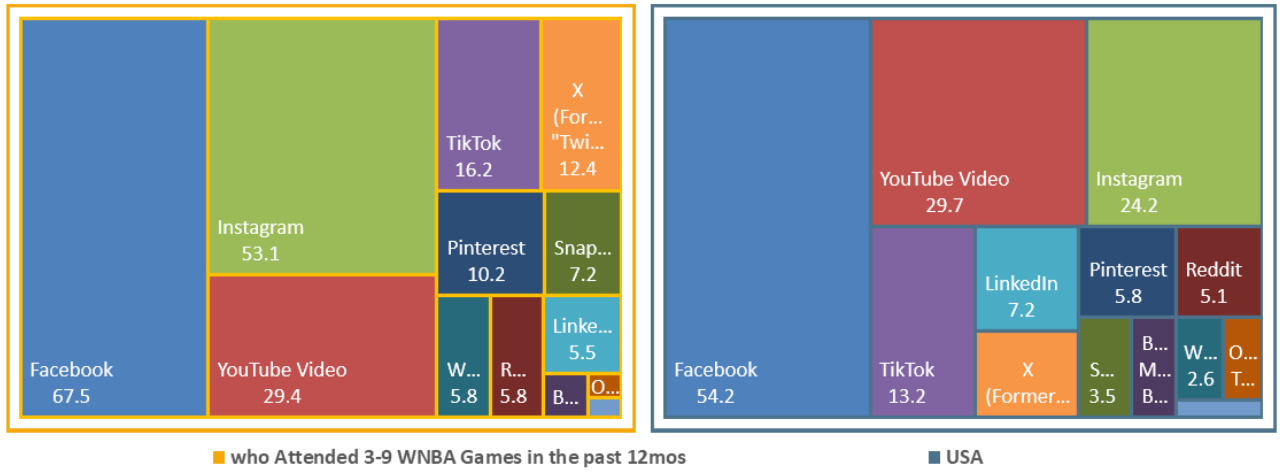
Attended 3-9 Games

873,128 or 68.3% of Adults 18 or older who Attended 3-9 WNBA Games in the past 12mos use Ad-Supported Facebook for an average of 72.9 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.

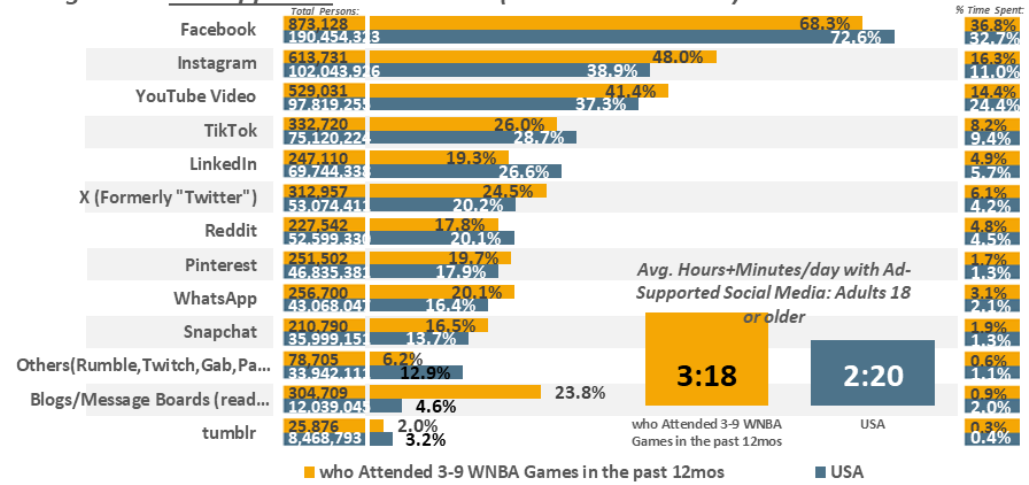
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



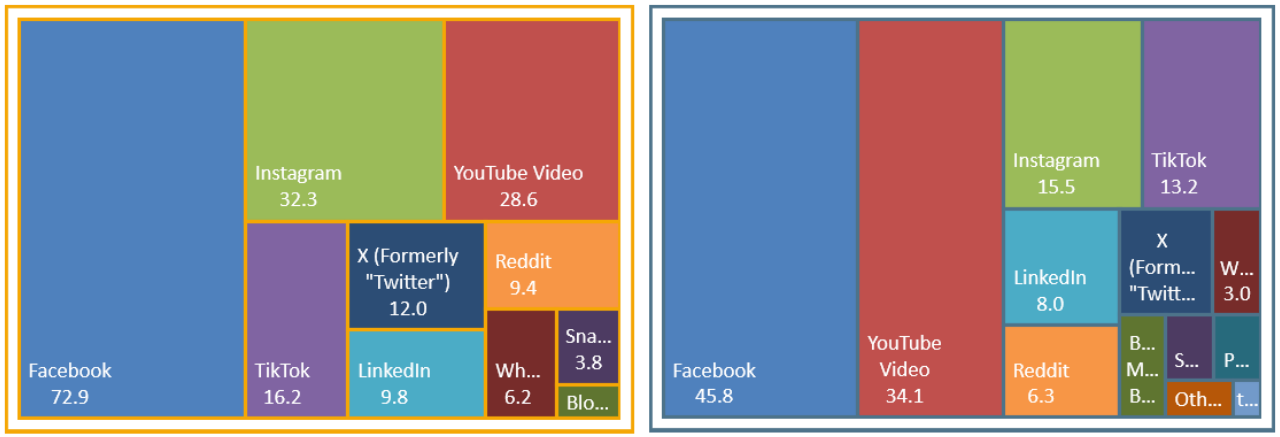
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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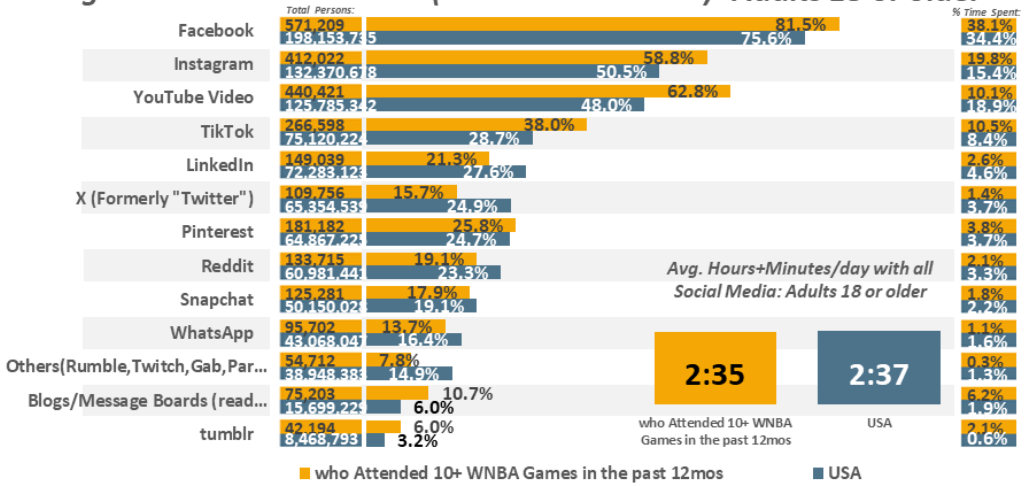
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 3 - 9 games

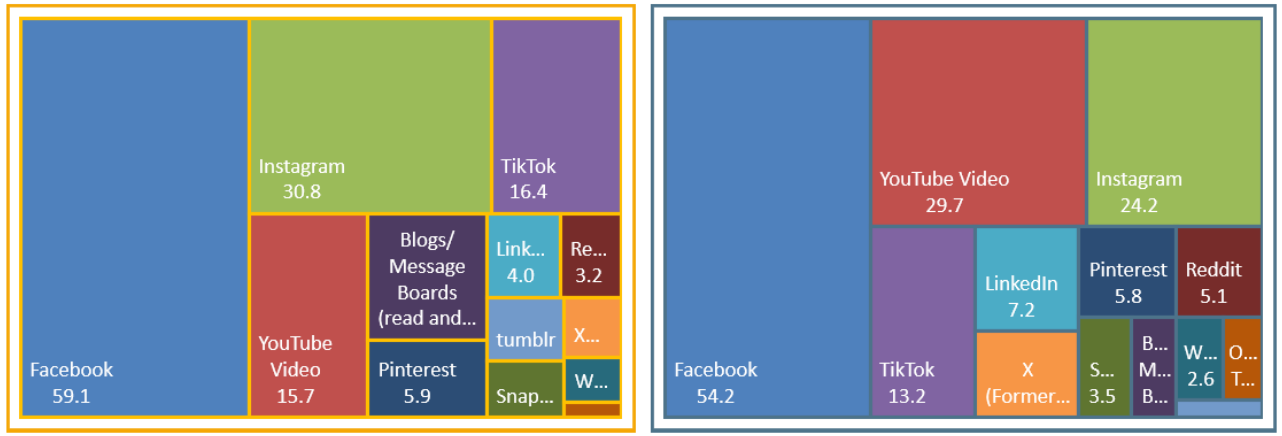
WNBA Attended 10+ Games

535,355 or 76.4% of Adults 18 or older who Attended 10+ WNBA Games in the past 12mos use Ad-Supported Facebook for an average of 49.6 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

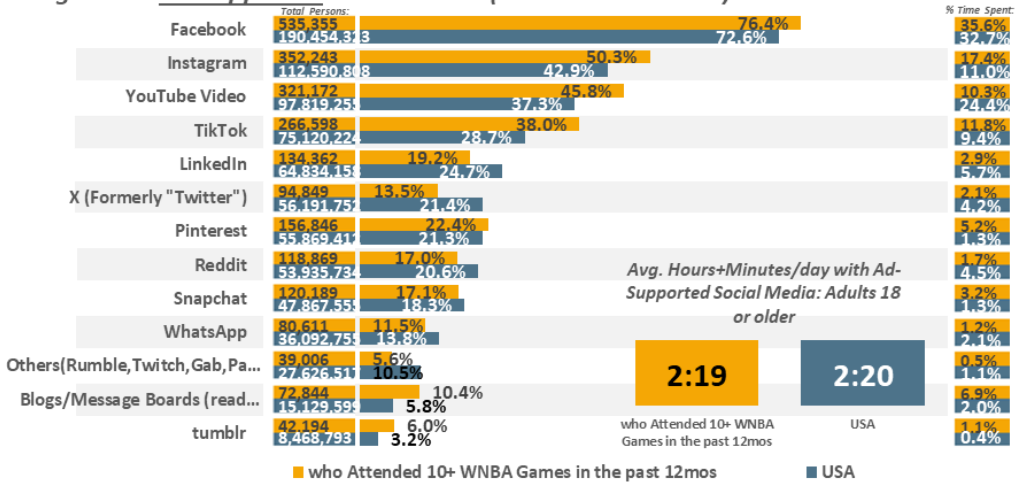
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



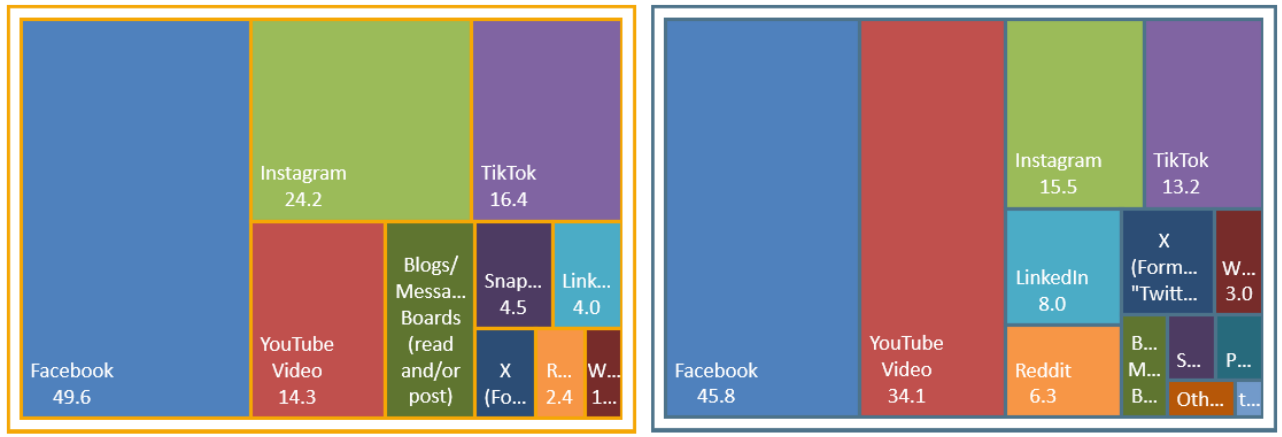
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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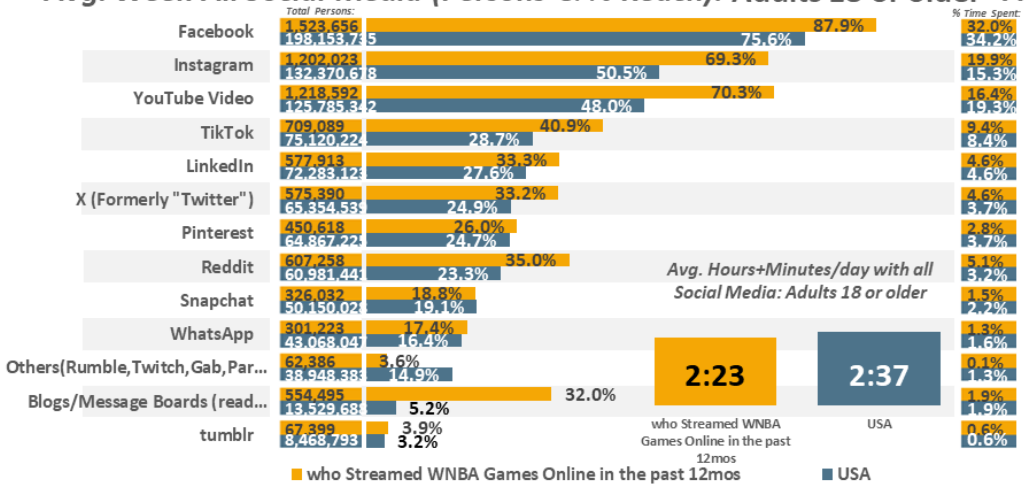
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 10+ games

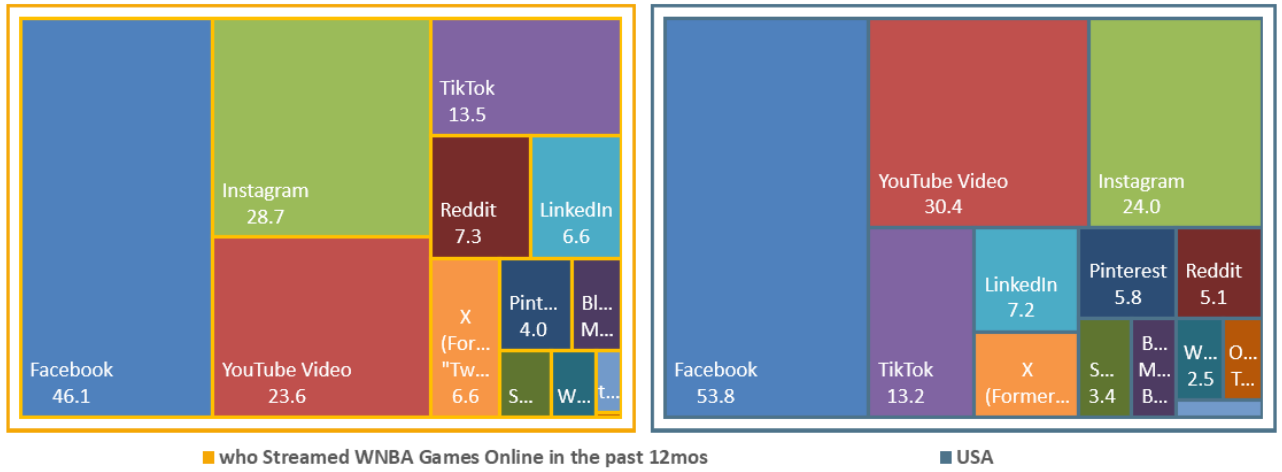
WNBA Streamed Online

1,310,517 or 75.6% of Adults 18 or older who Streamed WNBA Games Online in the past 12mos use Ad-Supported Facebook for an average of 38.7 minutes every day representing 31.6% of all time spent daily with Ad-Supported Social Media.

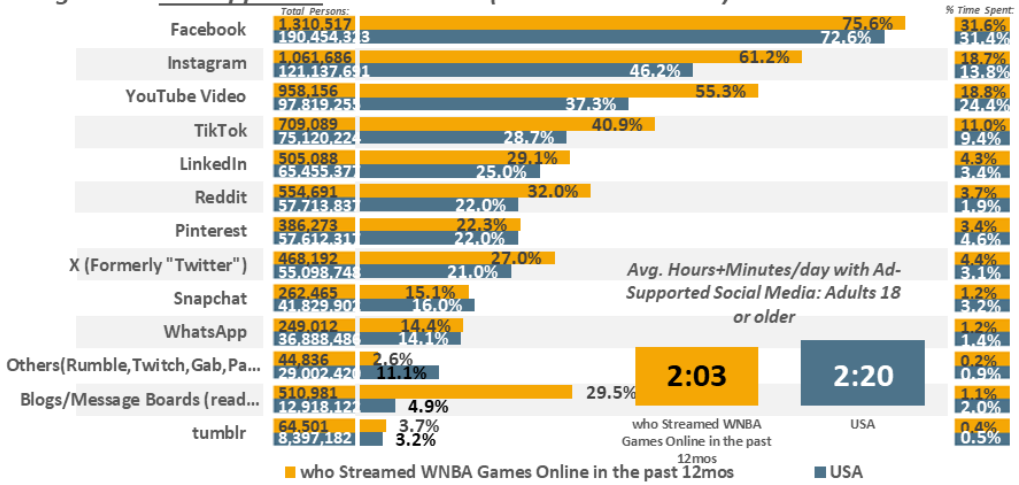
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



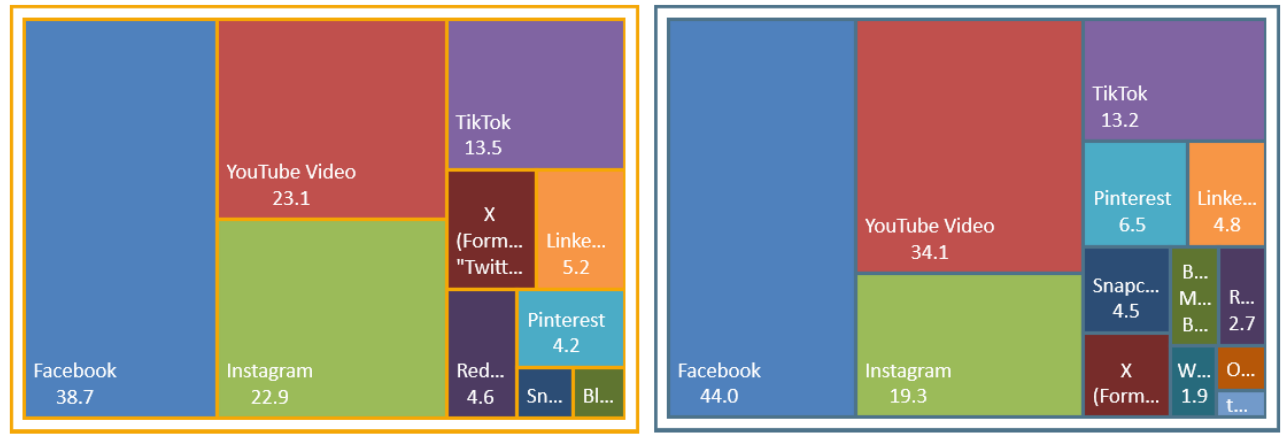
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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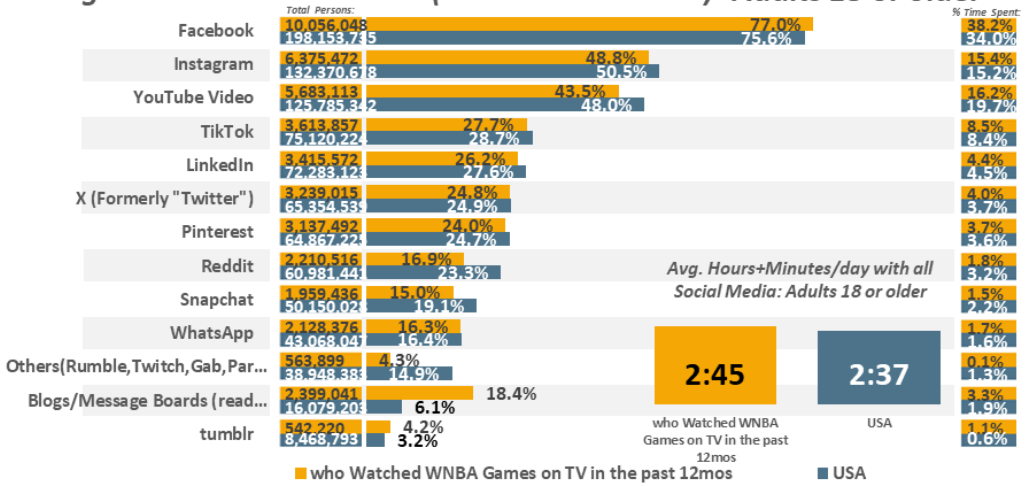
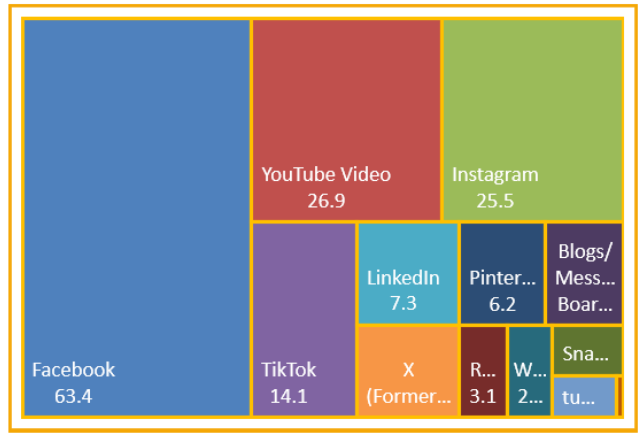
Sports streamed online past 12 months: WNBA

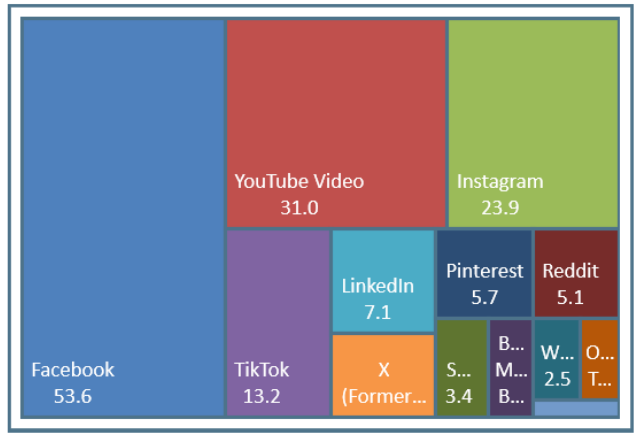
Watched on TV or Cable

9,460,346 or 72.4% of Adults 18 or older who Watched WNBA Games on TV in the past 12mos use Ad-Supported Facebook for an average of 55.8 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.

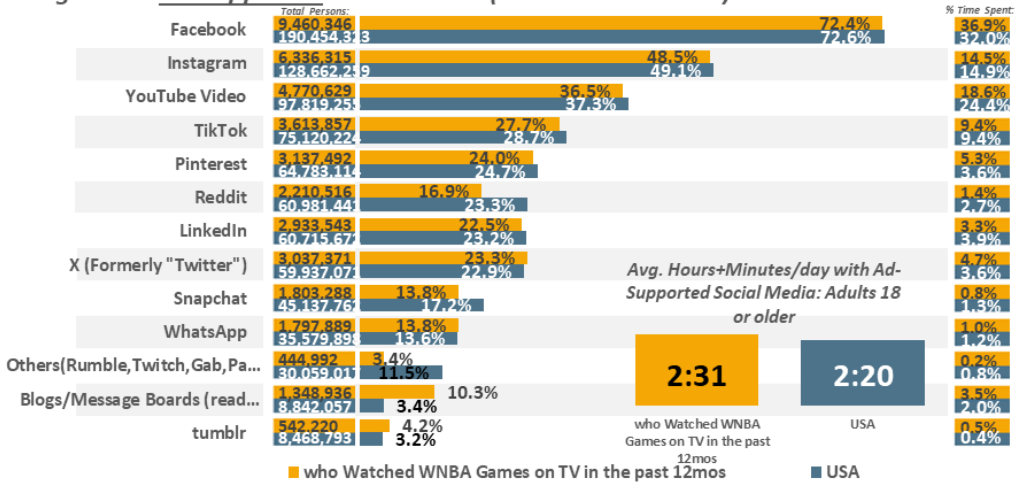
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older

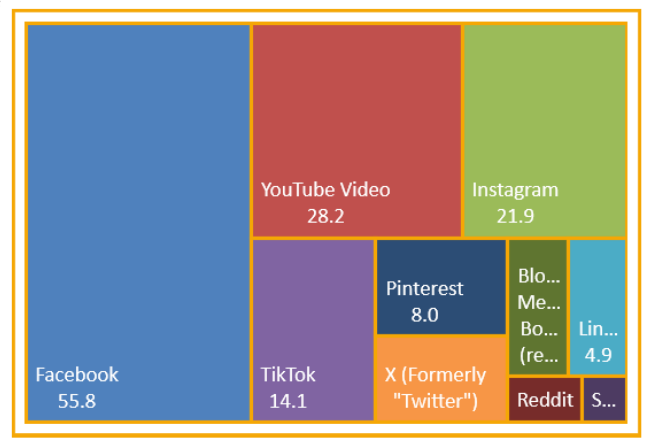


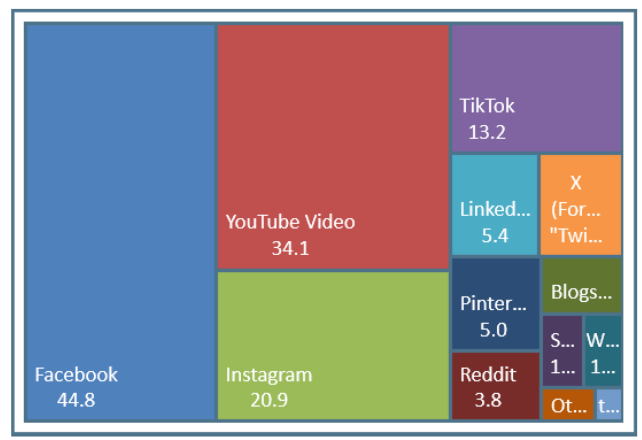




Avg. Week <u>Ad-Supported</u> Social Media (Persons & % Reach): Adults 18 or older







USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,852

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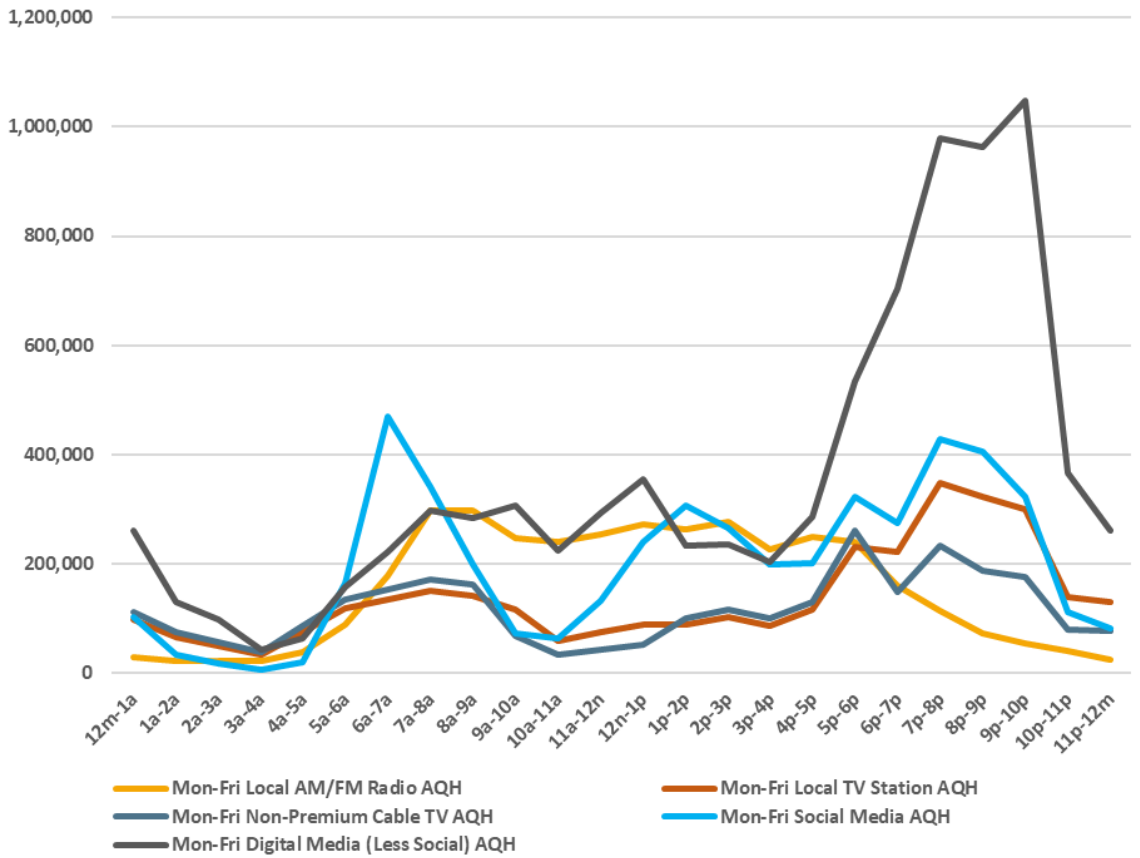
Sports watched on TV (broadcast or cable) past 12 months: WNBA

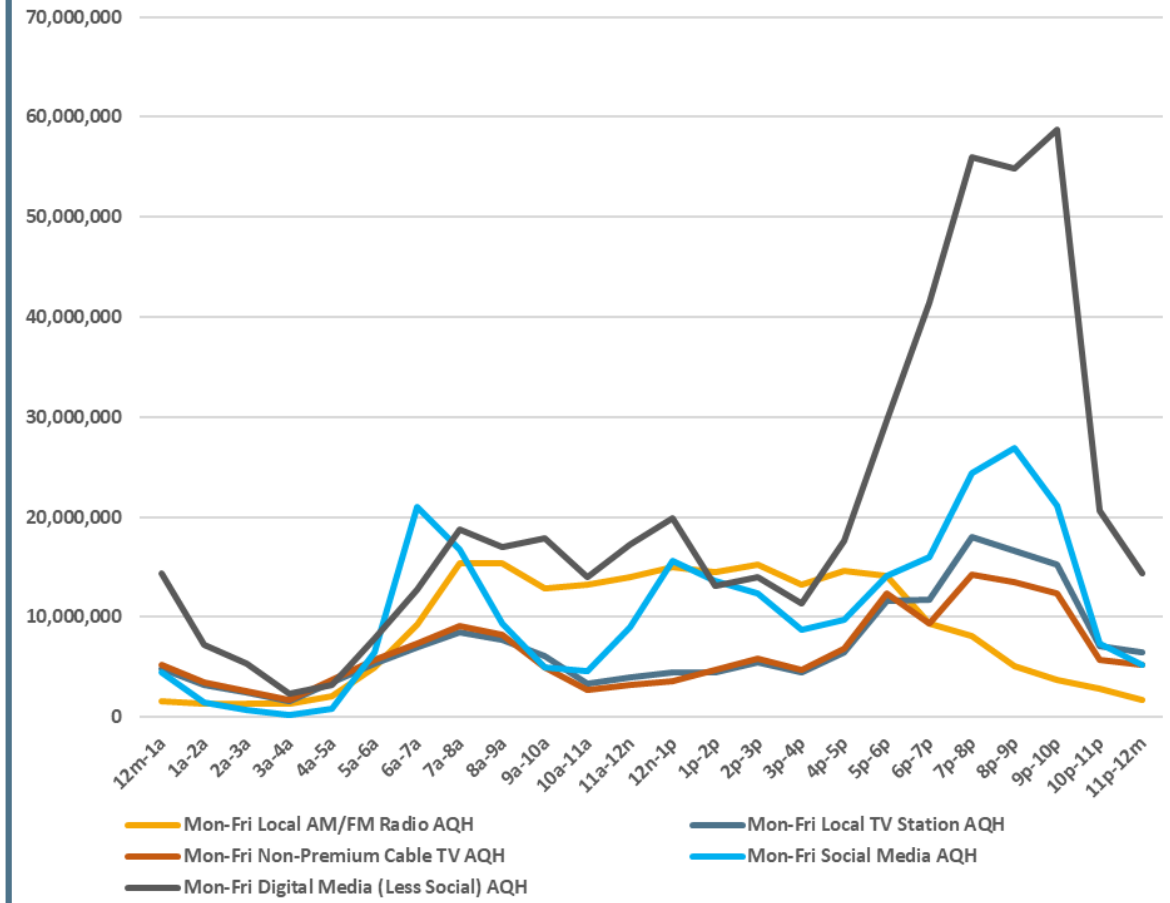
Attended 1-2 Games

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 321,514; Local Radio: 246,439; Social Media: 237,187; Local TV: 123,623; Non-Prem. Cable: 118,083 reaching Adults 18 or older who Attended 1-2 WNBA Games in the past 12mo

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who Attended 1-2 WNBA Games in the past 12mos



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



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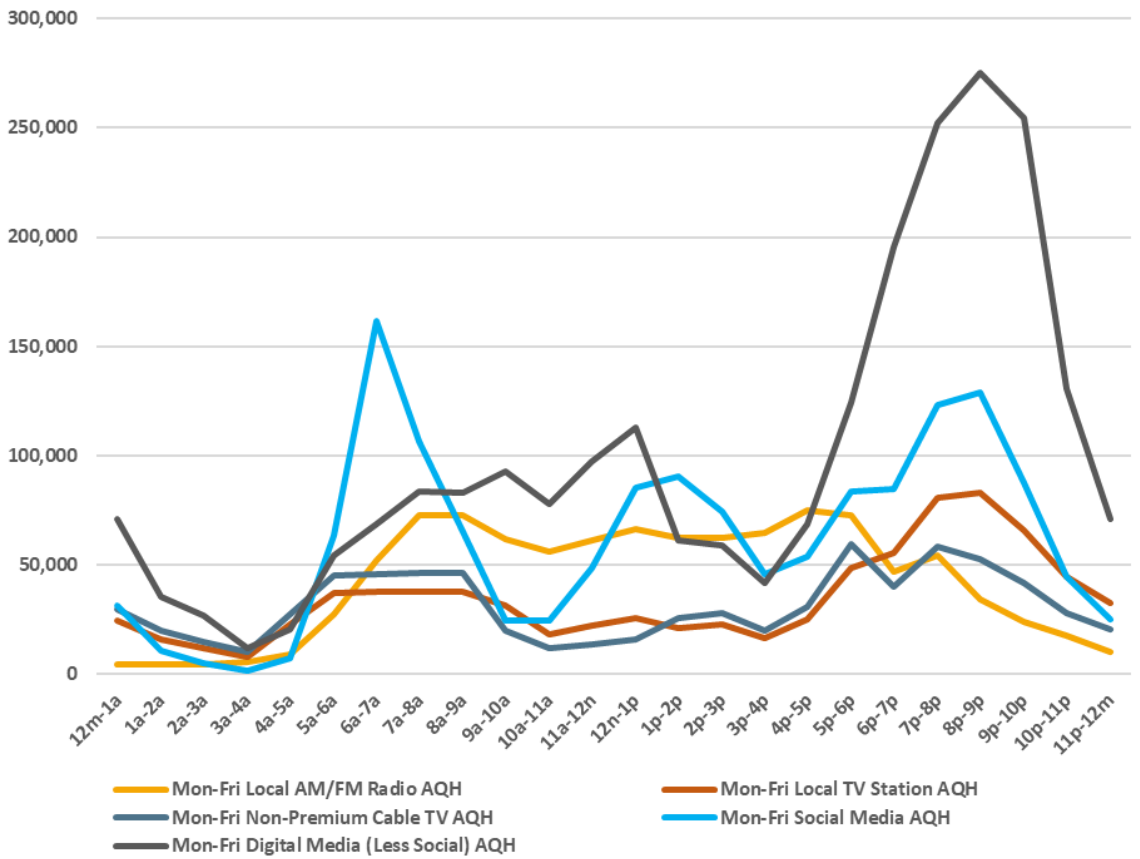
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 1 - 2 games

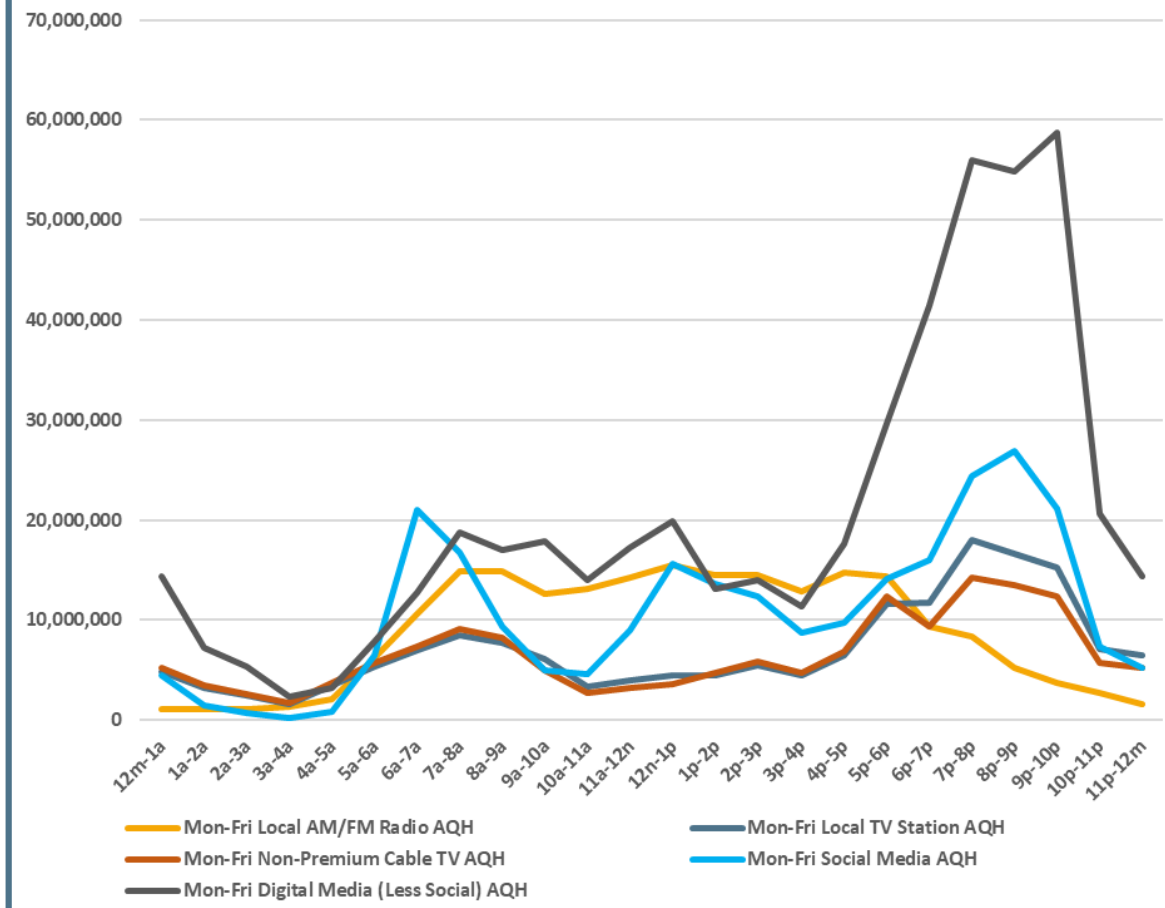
Attended 3-9 Games

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 89,717; Social Media: 72,888; Local Radio: 63,460; Non-Prem. Cable: 31,018; Local TV: 30,700 reaching Adults 18 or older who Attended 3-9 WNBA Games in the past 12mos.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who Attended 3-9 WNBA Games in the past 12mos



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



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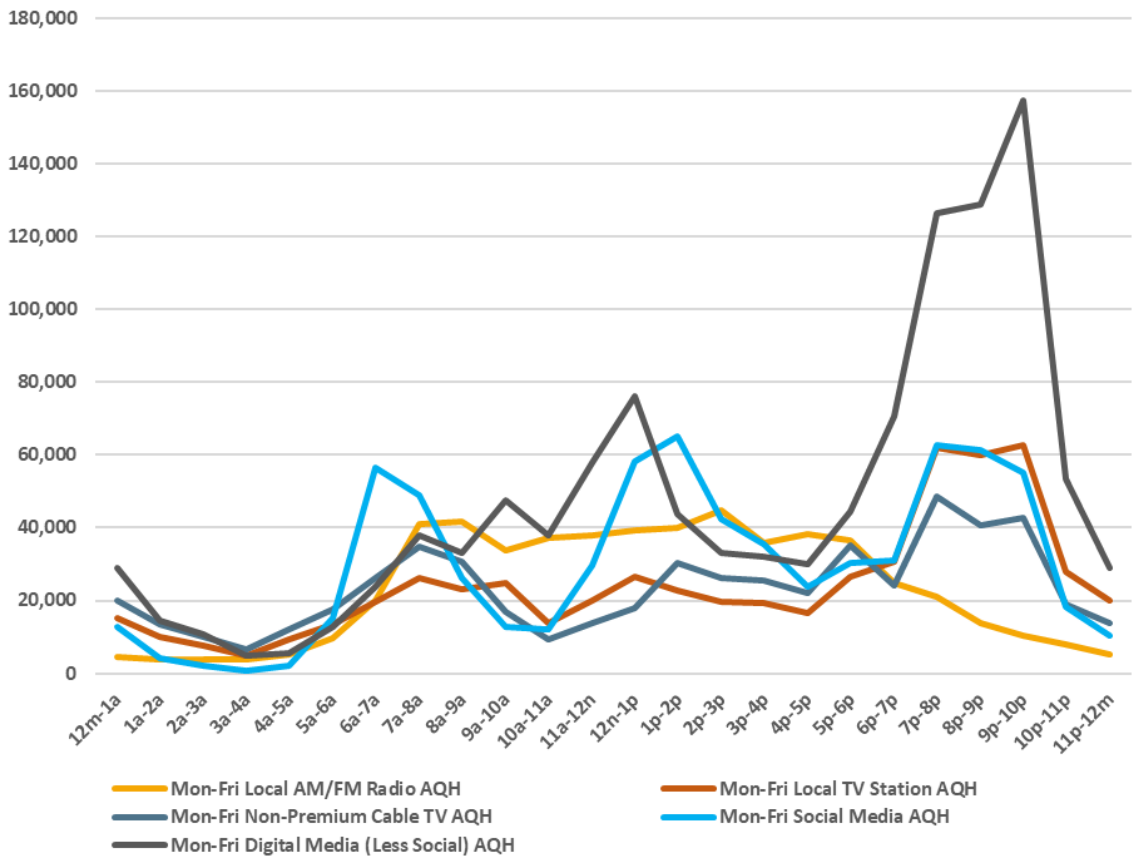
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 3 - 9 games

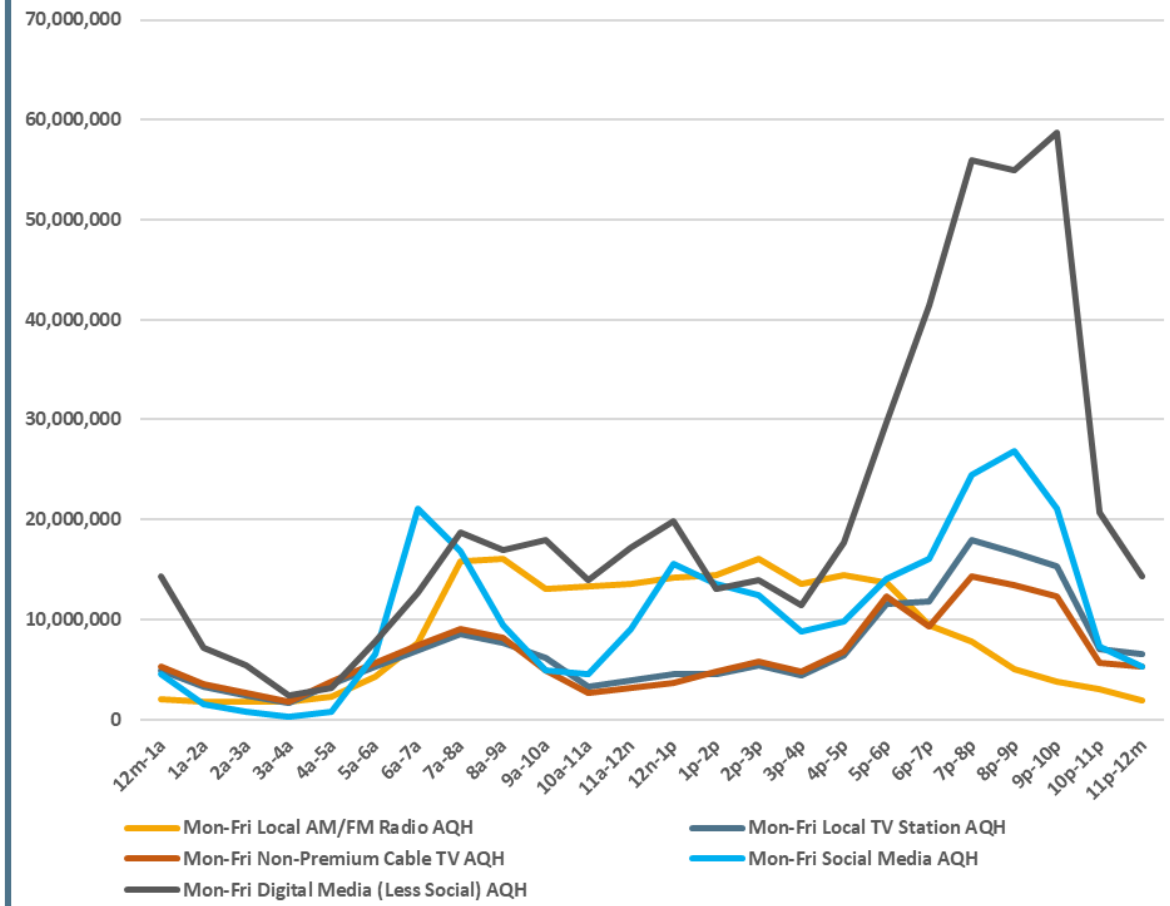
Attended 10+ Games

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 43,706; Social Media: 36,332; Local Radio: 36,259; Non-Prem. Cable: 24,107; Local TV: 22,300 reaching Adults 18 or older who Attended 10+ WNBA Games in the past 12mos.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who Attended 10+ WNBA Games in the past 12mos



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



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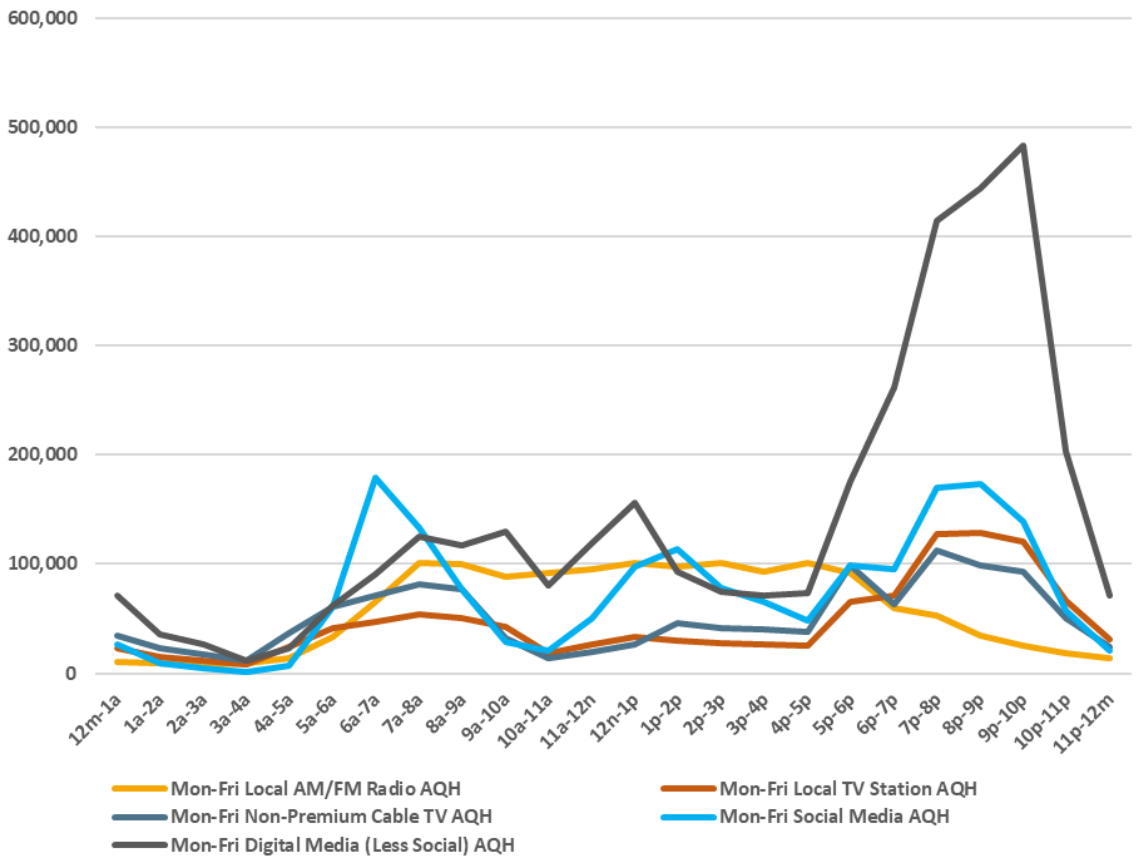
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 10+ games

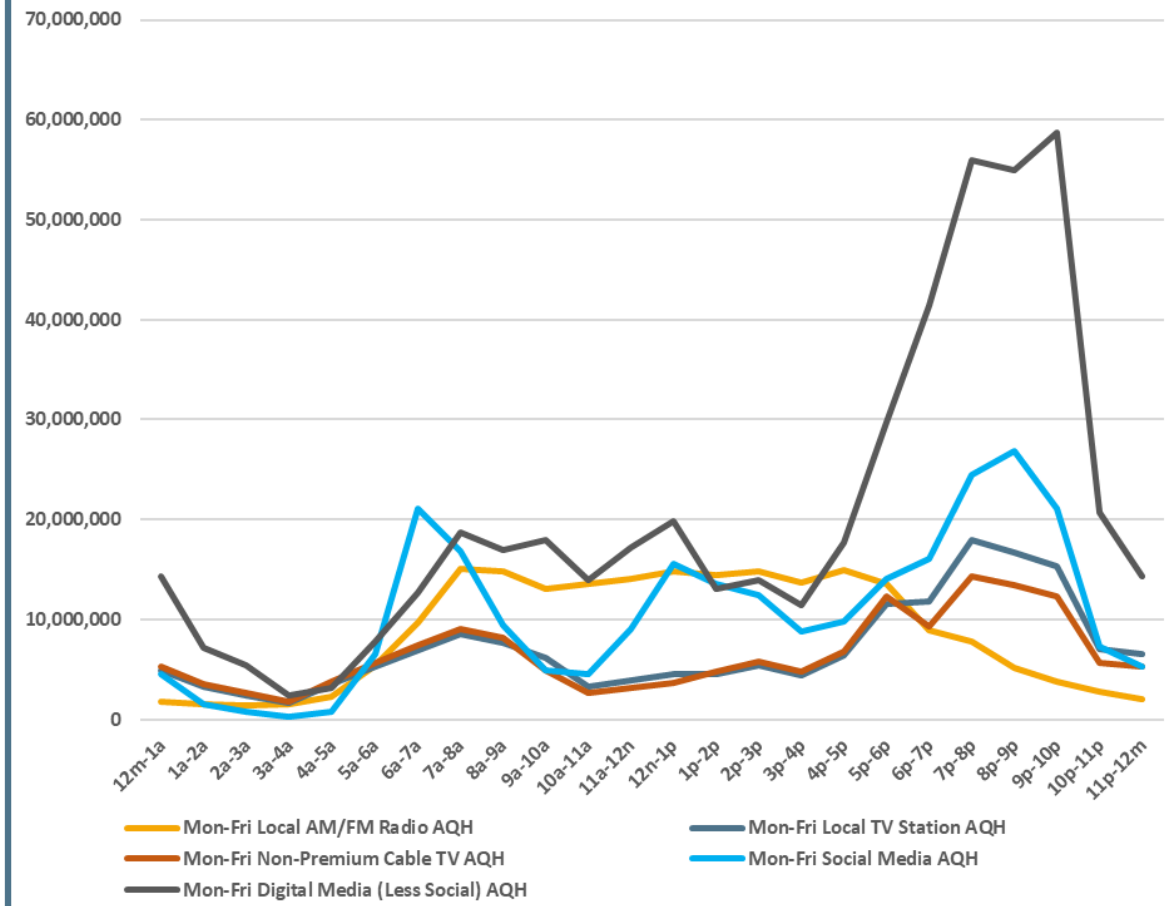
WNBA Streamed Online

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 120,819; Local Radio: 91,400; Social Media: 83,534; Non-Prem. Cable: 50,071; Local TV: 40,070 reaching Adults 18 or older who Streamed WNBA Games Online in the past 12mos

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who Streamed WNBA Games Online in the past 12mos



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



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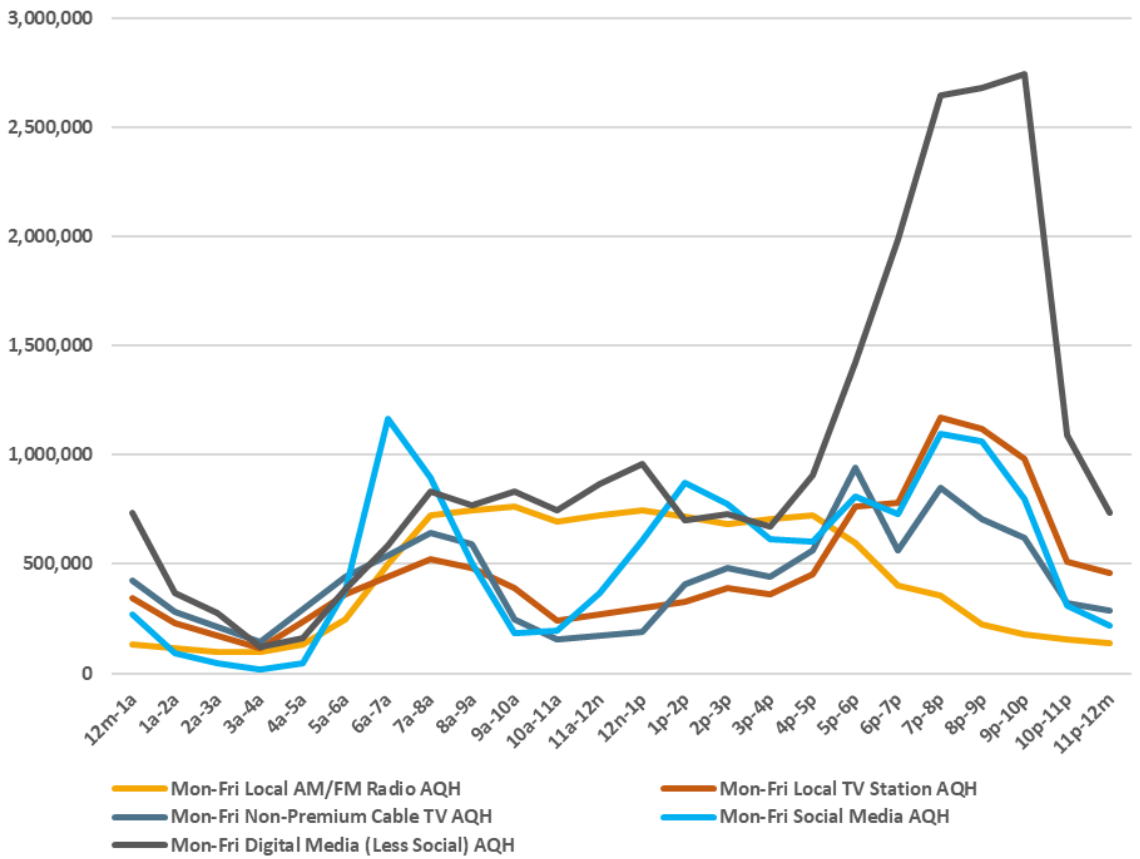
Sports streamed online past 12 months: WNBA

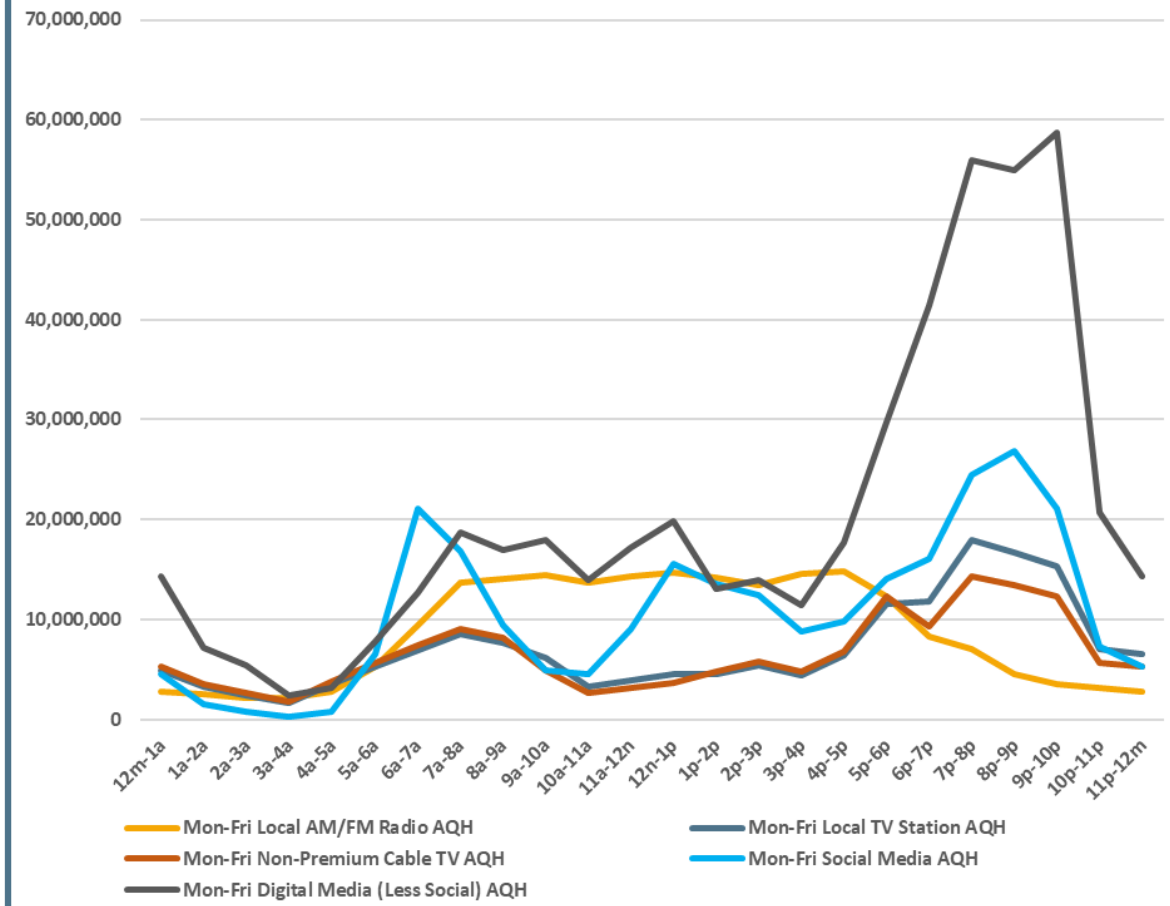
Watched on TV or Cable

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 924,732; Local Radio: 671,584; Social Media: 641,241; Non-Prem. Cable: 456,744; Local TV: 441,040 reaching Adults 18 or older who Watched WNBA Games on TV in the past 12m

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who Watched WNBA Games on TV in the past 12mos



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



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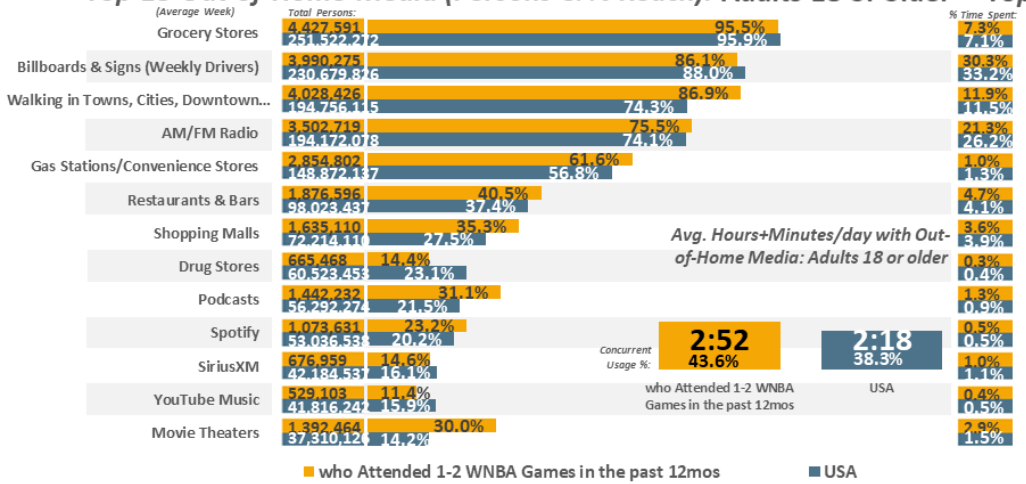
Sports watched on TV (broadcast or cable) past 12 months: WNBA

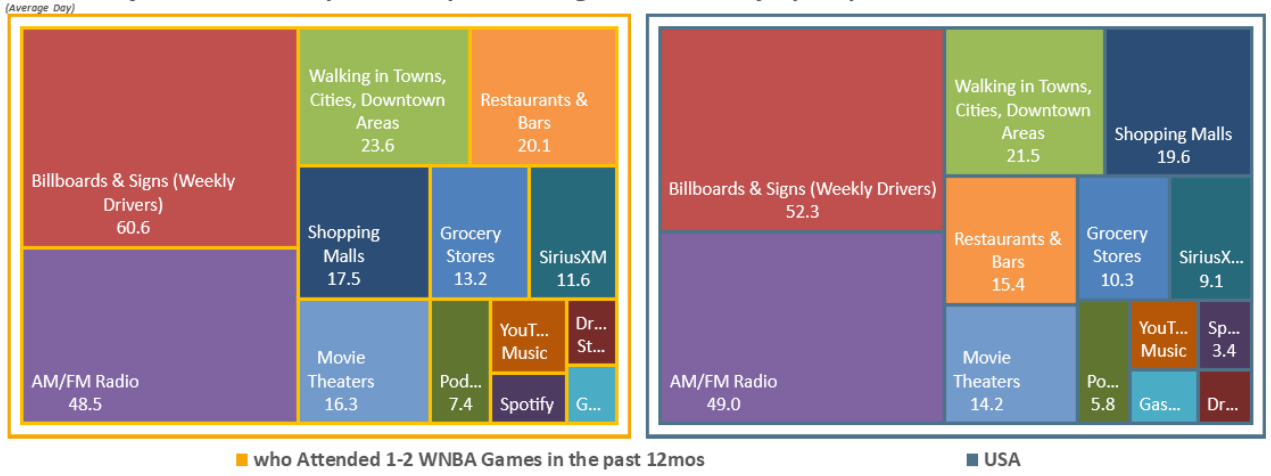
Attended 1-2 Games

3,990,275 or 86.1% of Adults 18 or older who Attended 1-2 WNBA Games in the past 12mos spend an average of 60.6 minutes per day driving, seeing Billboards and Signs. 70.9% Listen to Local Radio Stations Out-of-Home for an average of 39.8 minutes/day.

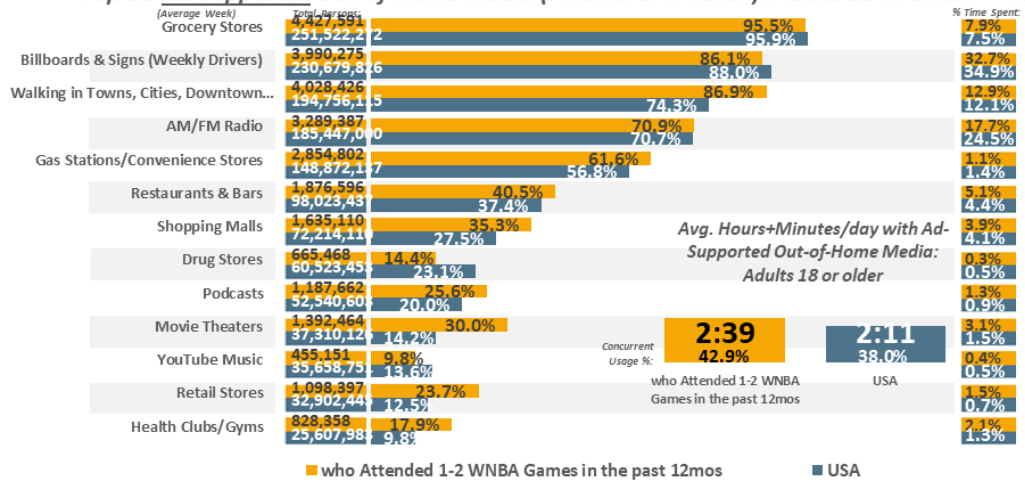
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



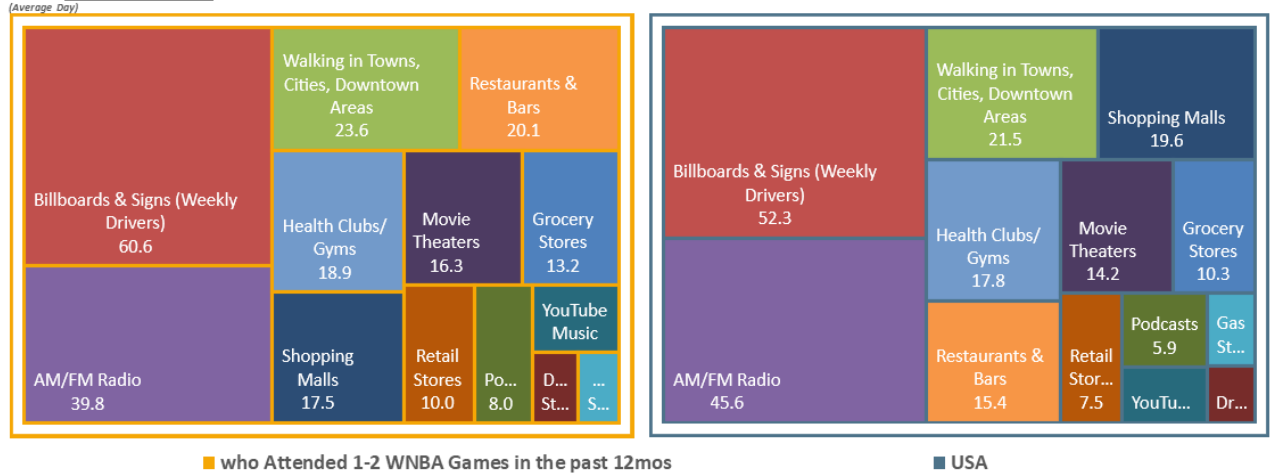
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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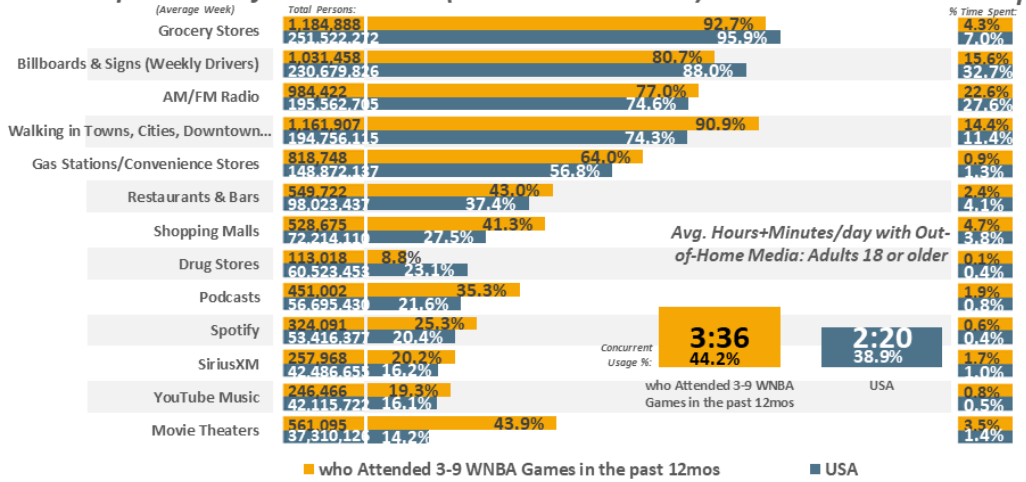
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 1 - 2 games

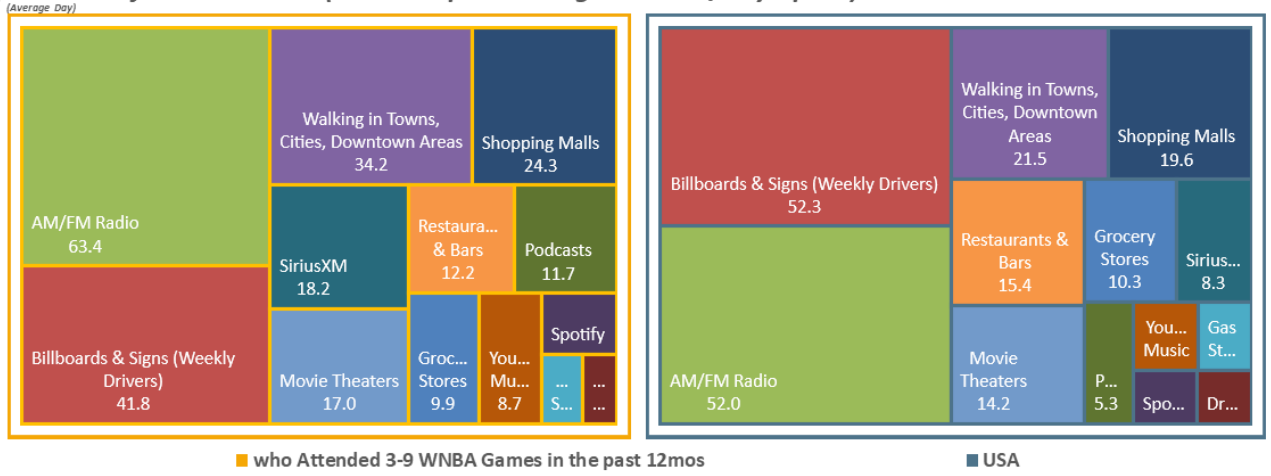
Attended 3-9 Games

1,031,458 or 80.7% of Adults 18 or older who Attended 3-9 WNBA Games in the past 12mos spend an average of 41.8 minutes per day driving, seeing Billboards and Signs. 70.8% Listen to Local Radio Stations Out-of-Home for an average of 52.5 minutes/day.

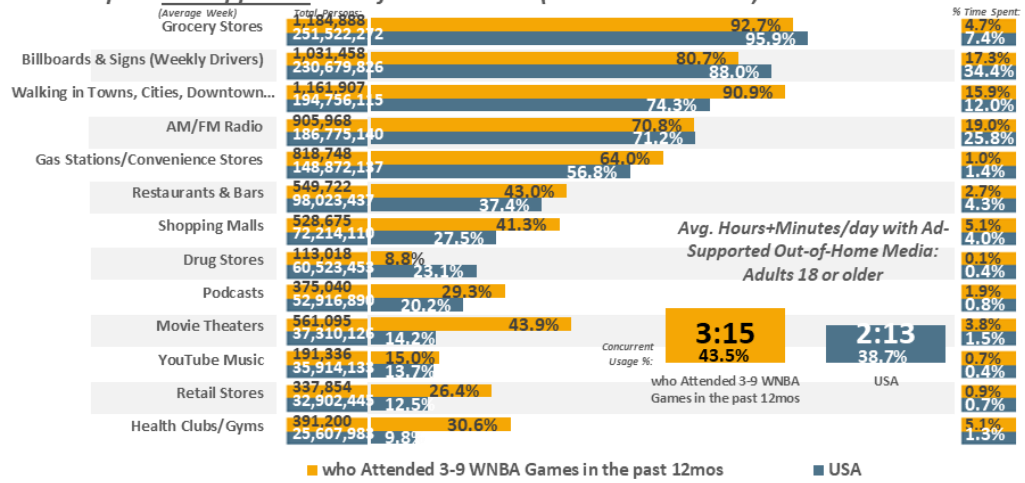
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



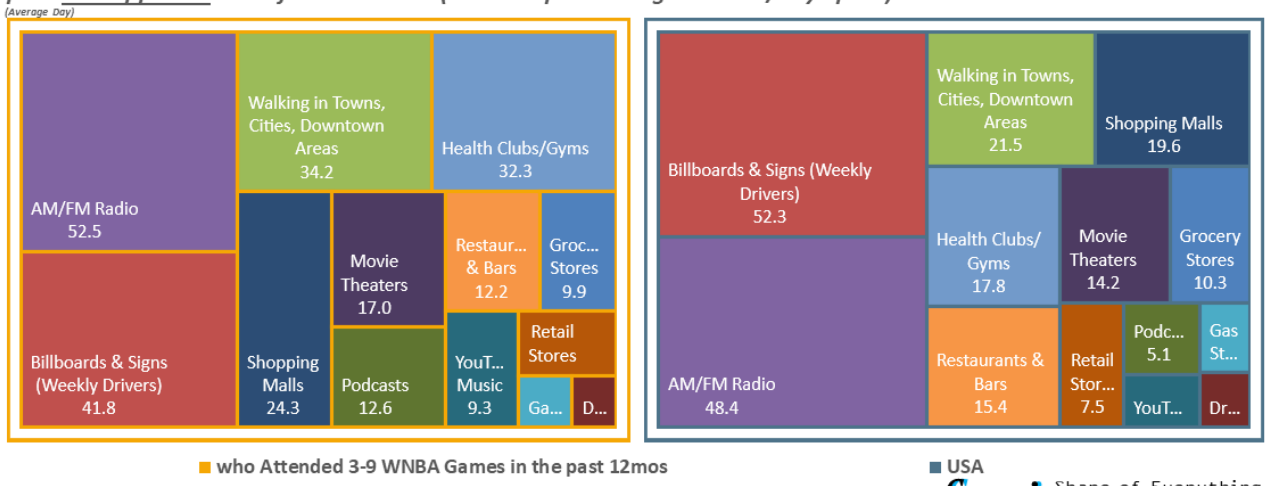
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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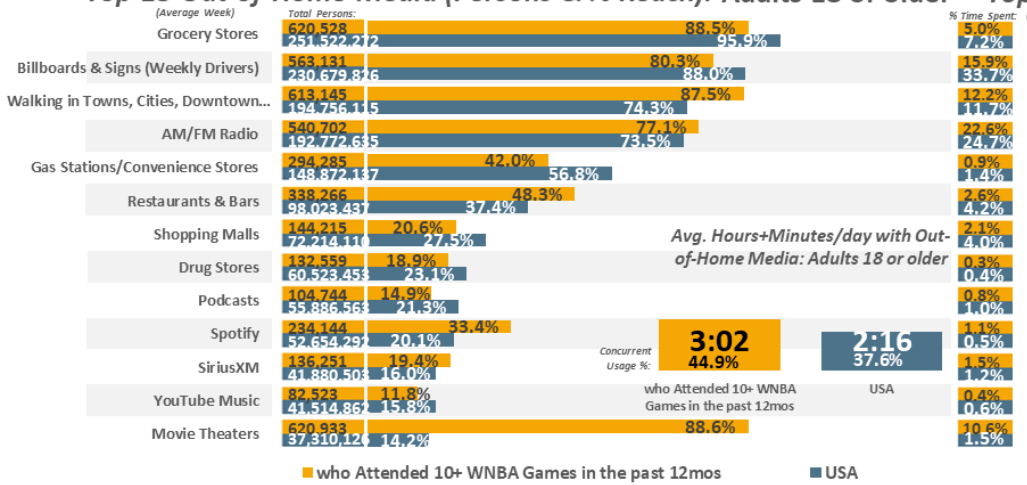
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 3 - 9 games

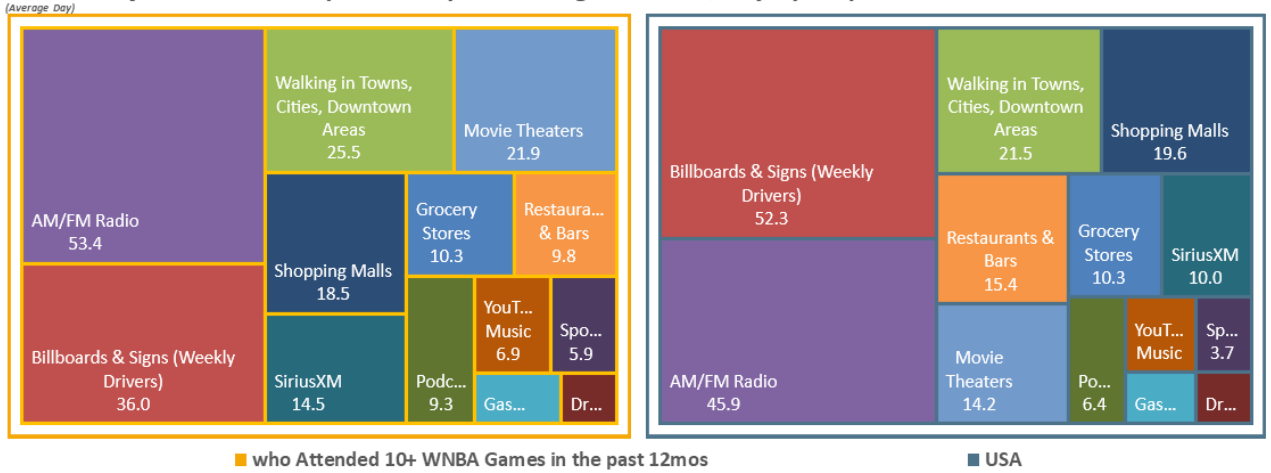
WNBA Attended 10+ Games

563,131 or 80.3% of Adults 18 or older who Attended 10+ WNBA Games in the past 12mos spend an average of 36. minutes per day driving, seeing Billboards and Signs. 70.% Listen to Local Radio Stations Out-of-Home for an average of 41.4 minutes/day.

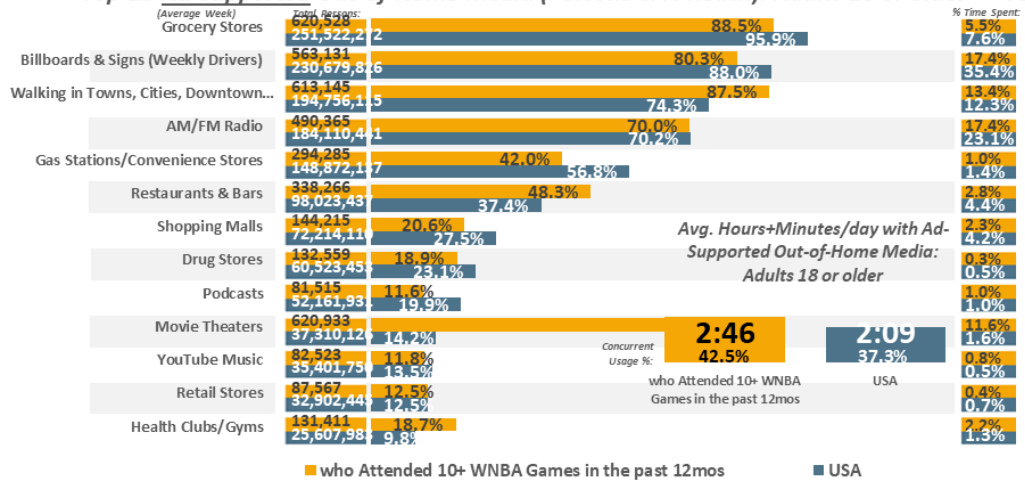
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



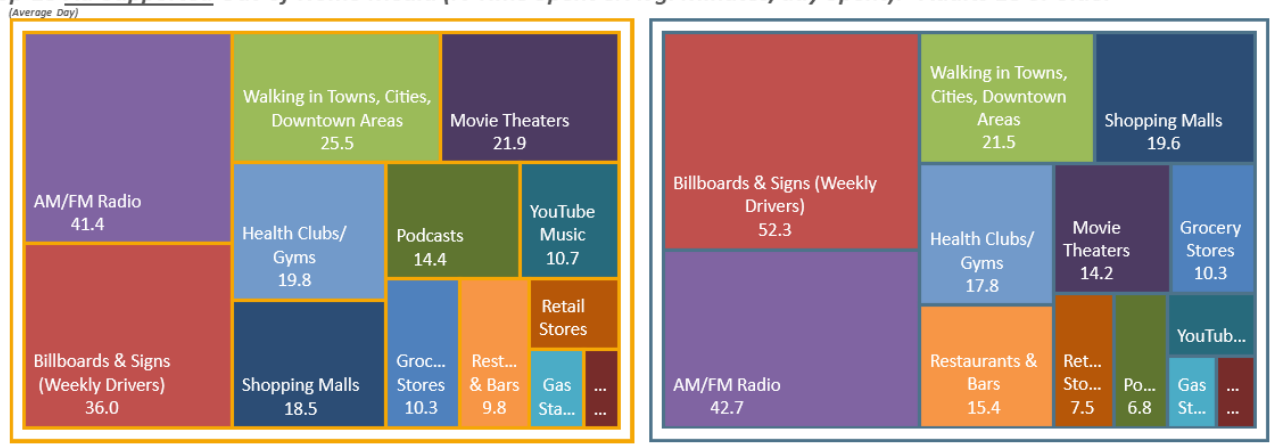
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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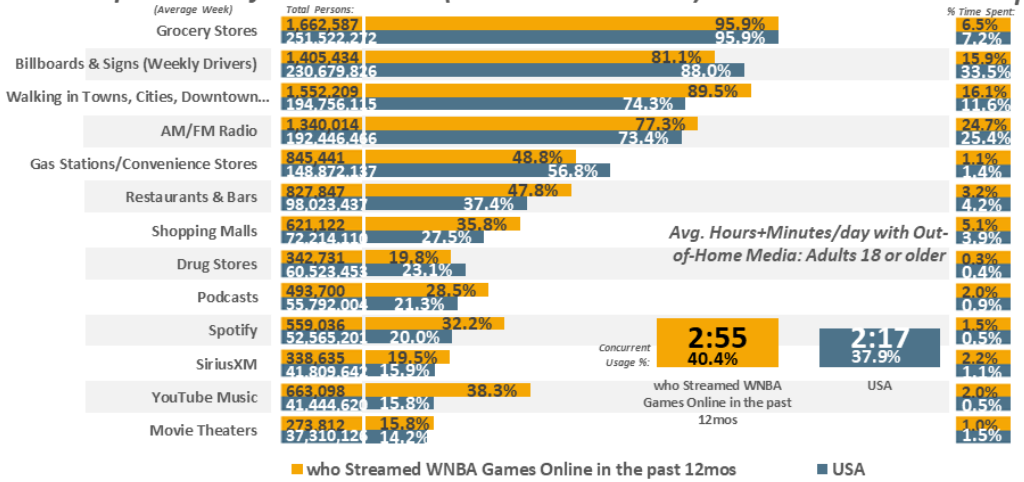
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 10+ games

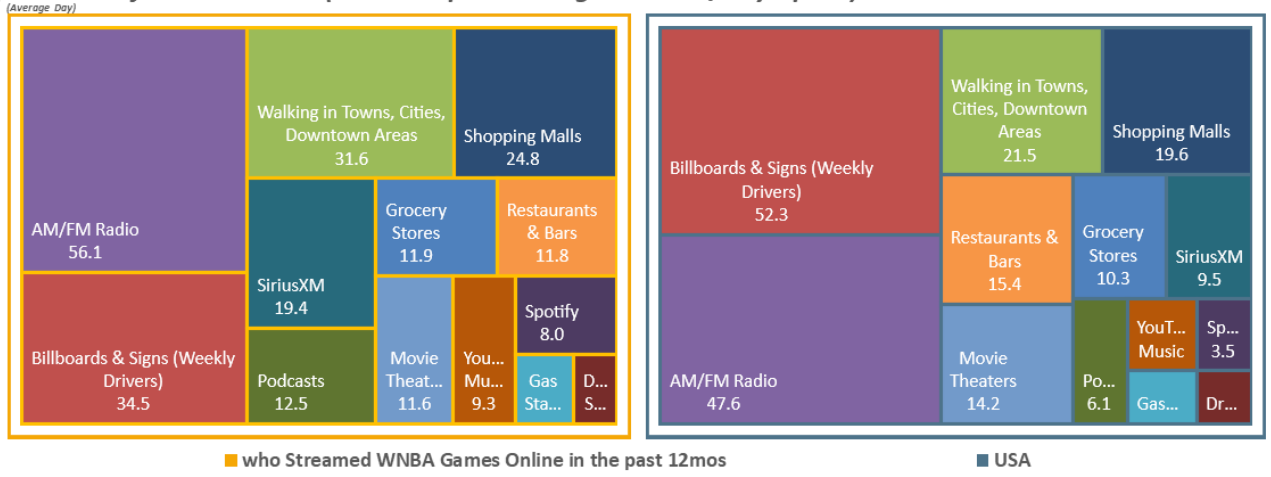
WNBA Streamed Online

1,405,434 or 81.1% of Adults 18 or older who Streamed WNBA Games Online in the past 12mos spend an average of 34.5 minutes per day driving, seeing Billboards and Signs. 71.6% Listen to Local Radio Stations Out-of-Home for an average of 52.3 minutes/day.

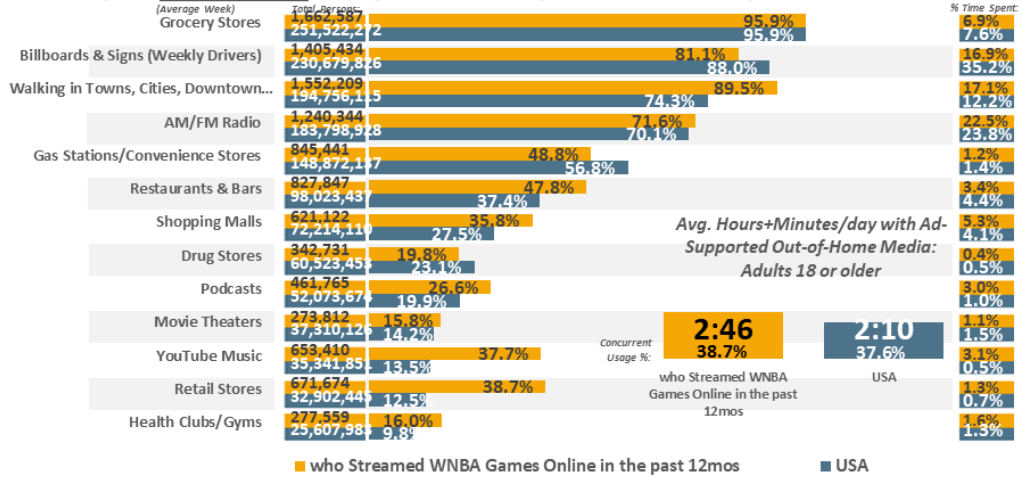
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



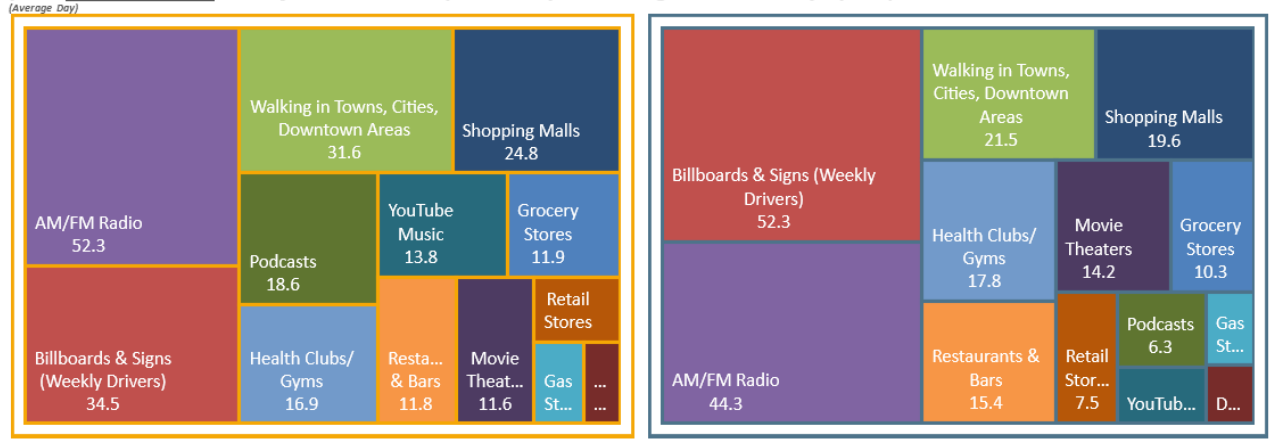
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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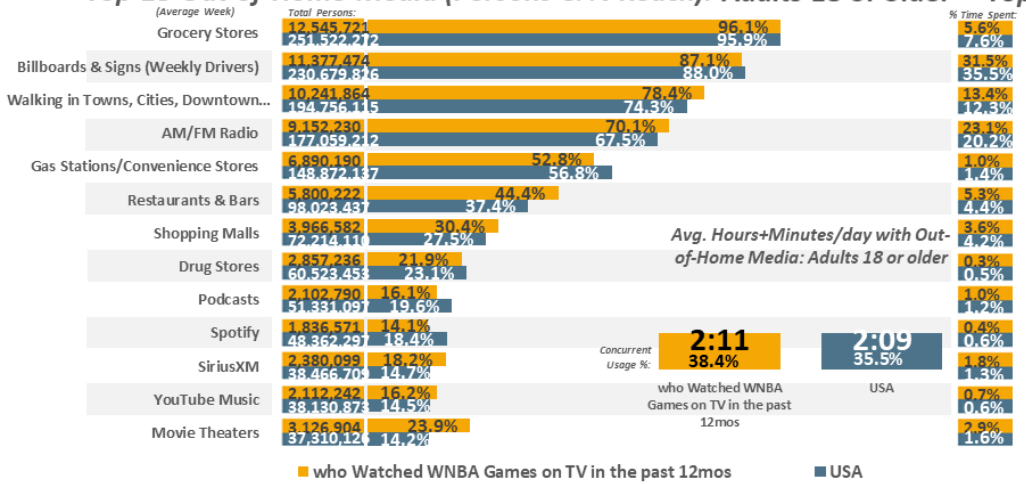
Sports streamed online past 12 months: WNBA

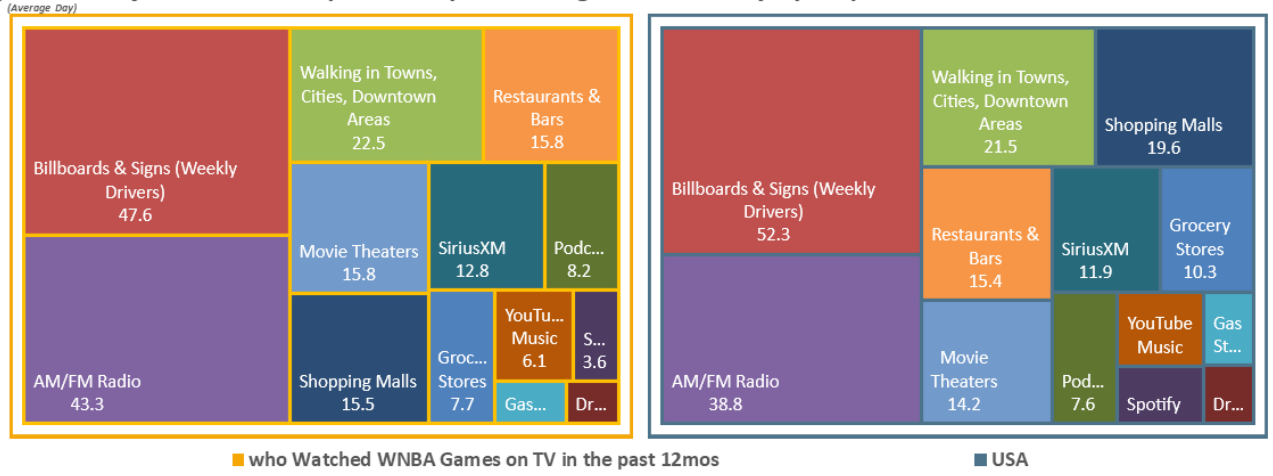
Watched on TV or Cable

11,377,474 or 87.1% of Adults 18 or older who Watched WNBA Games on TV in the past 12mos spend an average of 47.6 minutes per day driving, seeing Billboards and Signs. 65.3% Listen to Local Radio Stations Out-of-Home for an average of 38.4 minutes/day.

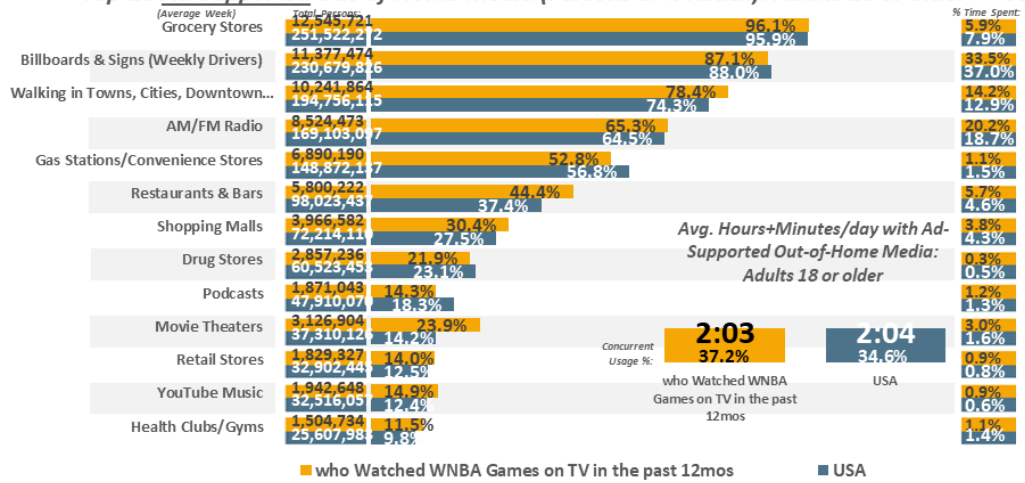
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



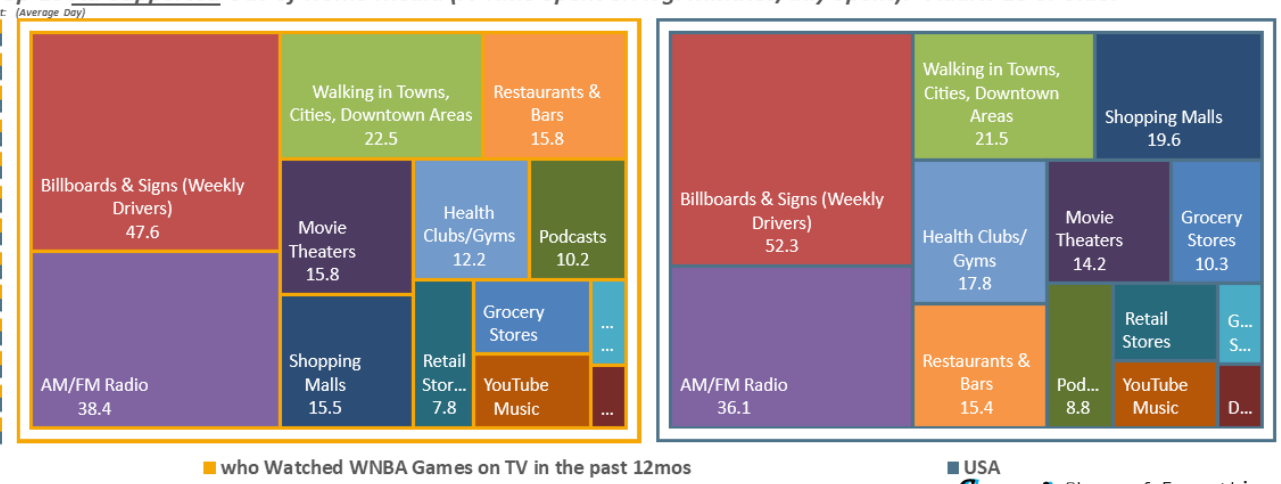
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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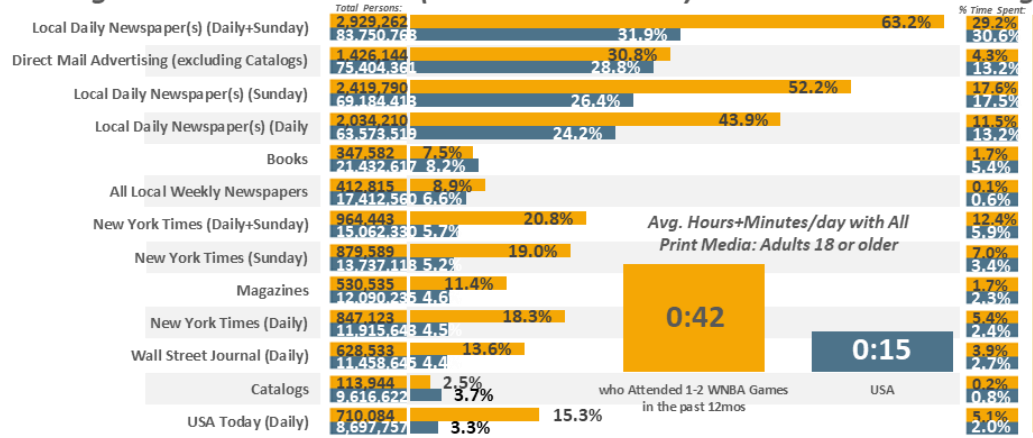
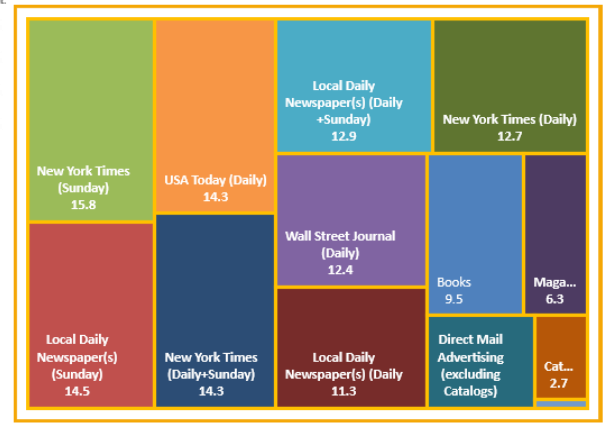
Sports watched on TV (broadcast or cable) past 12 months: WNBA

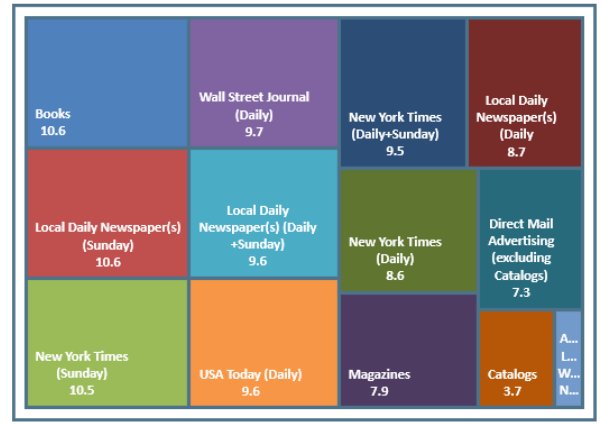
Attended 1-2 Games

2,929,262 or 63.2% of Adults 18 or older who Attended 1-2 WNBA Games in the past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.9 minutes every day representing 29.6% of all time spent daily with All forms of Print Media.

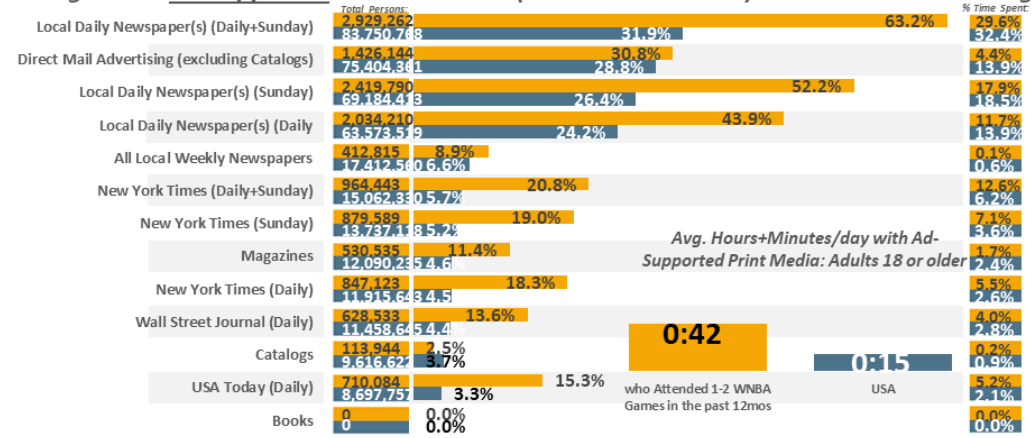
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



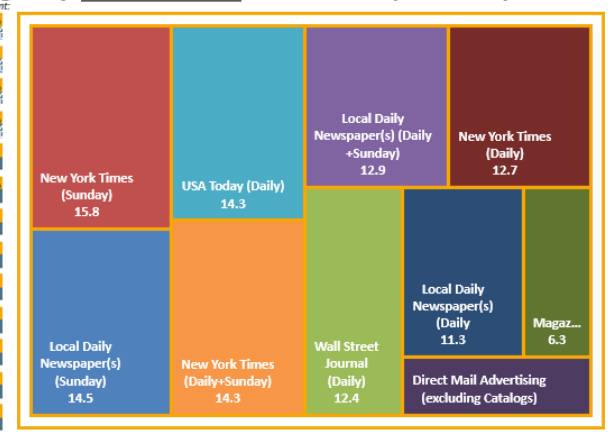


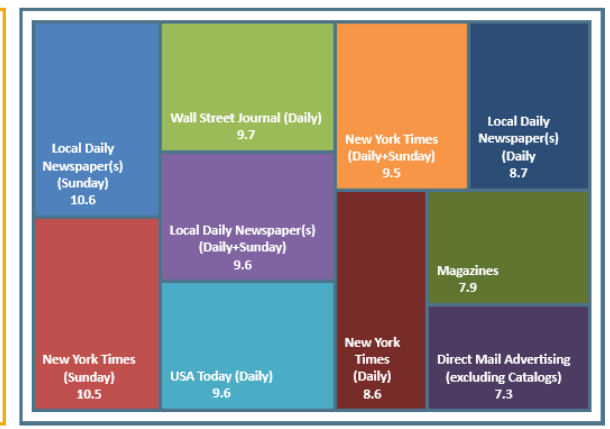


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





who Attended 1-2 WNBA Games in the past 12mos | USA

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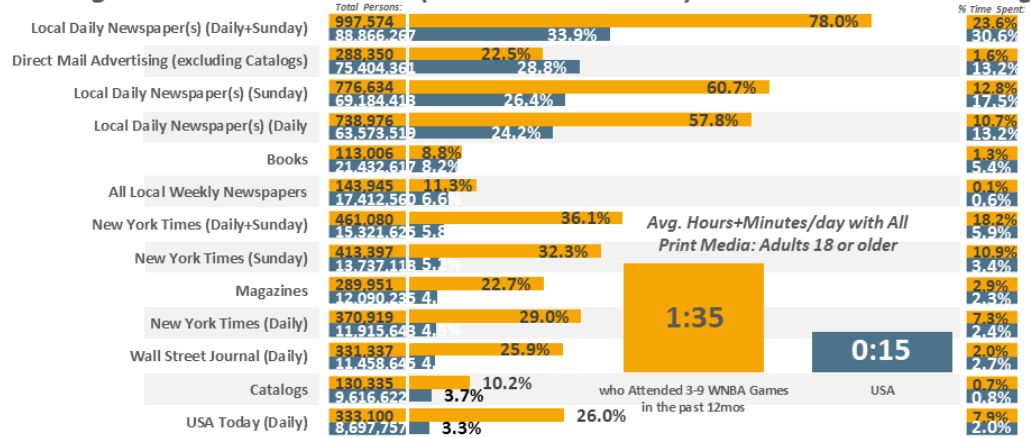
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 1 - 2 games

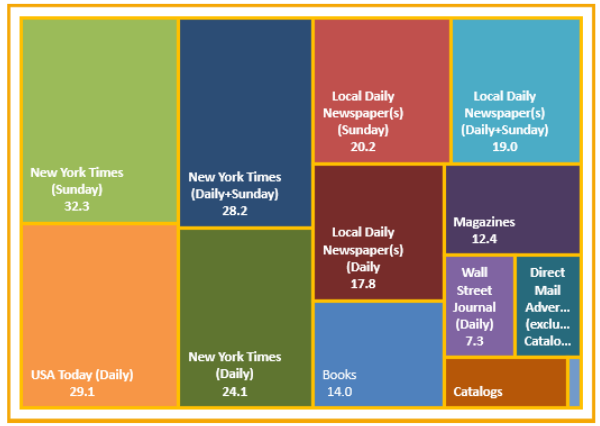
Attended 3-9 Games

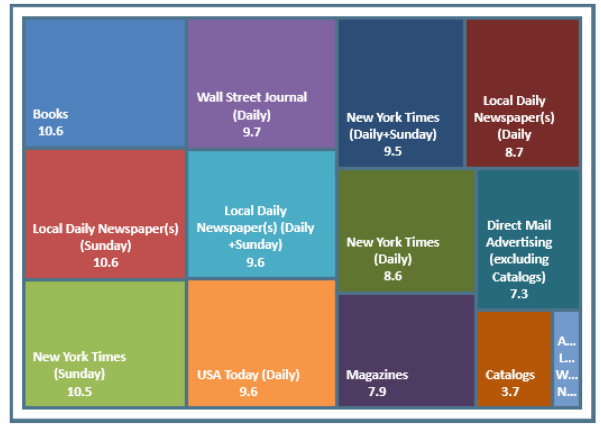
997,574 or 78.% of Adults 18 or older who Attended 3-9 WNBA Games in the past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 19. minutes every day representing 23.9% of all time spent daily with All forms of Print Media.

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

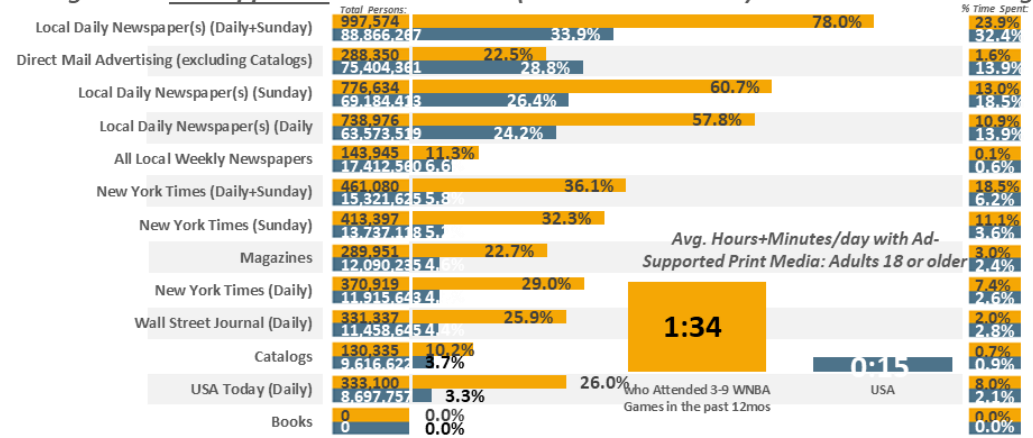


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

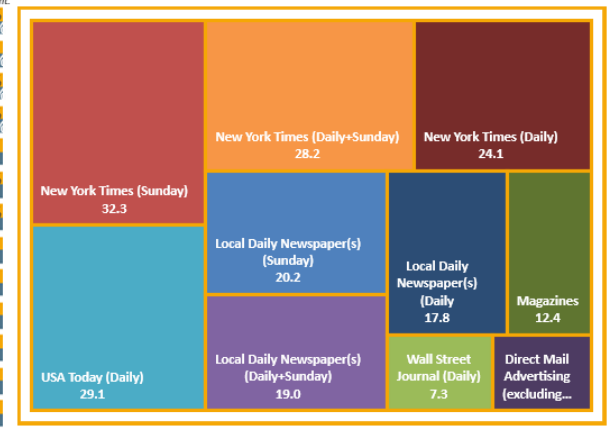


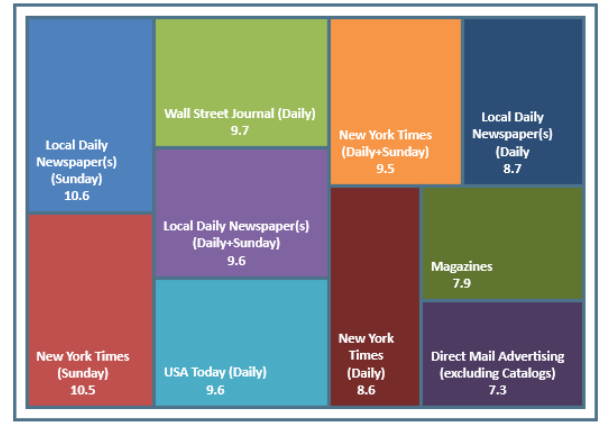


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





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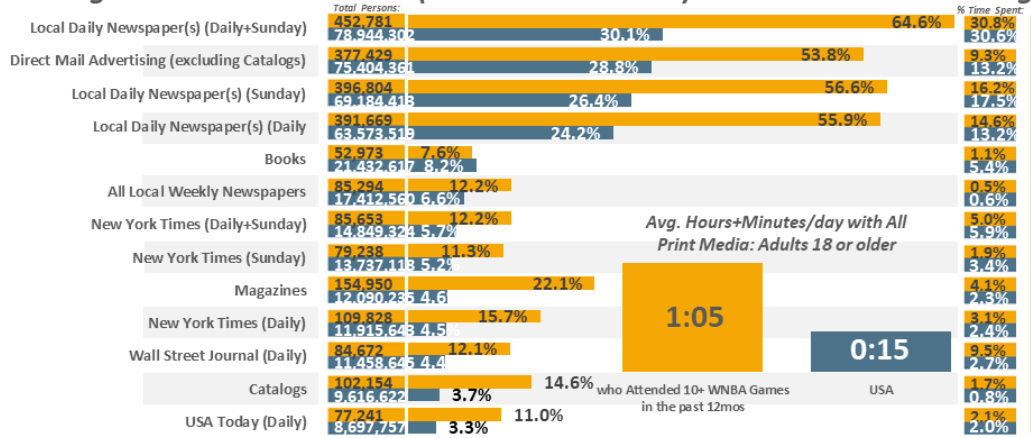
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 3 - 9 games

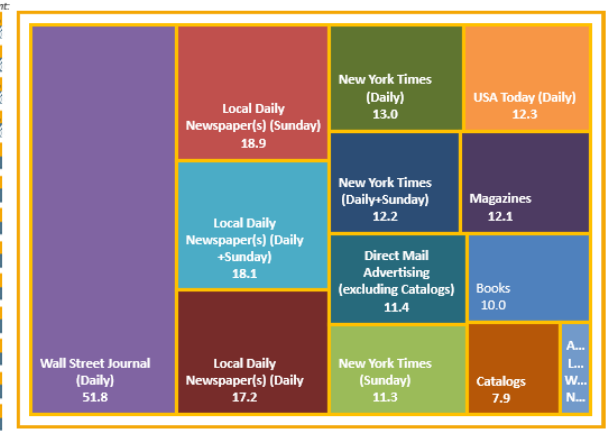
Attended 10+ Games

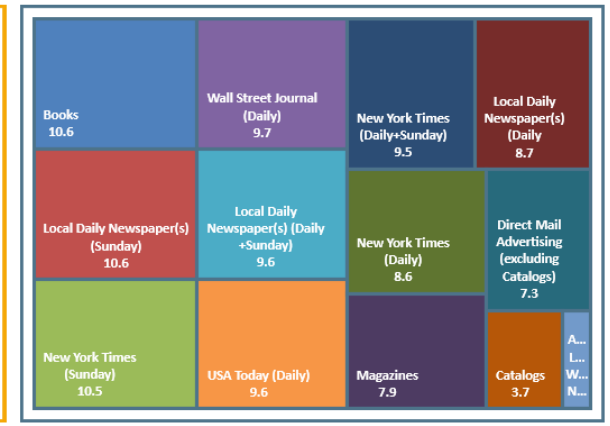
452,781 or 64.6% of Adults 18 or older who Attended 10+ WNBA Games in the past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 18.1 minutes every day representing 31.2% of all time spent daily with All forms of Print Media.

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

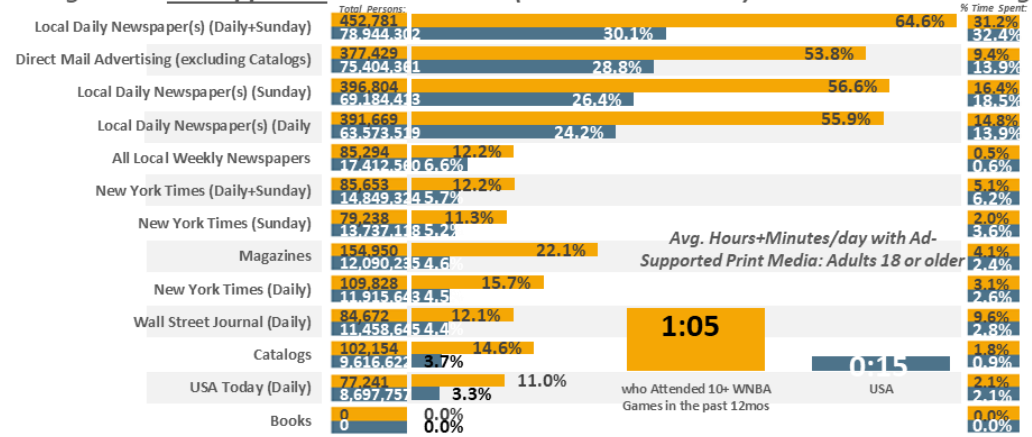


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

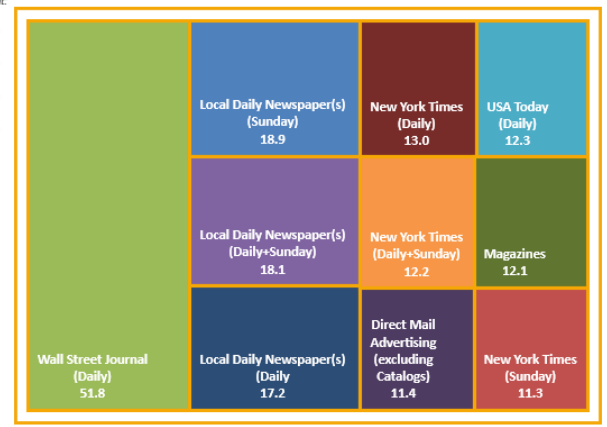


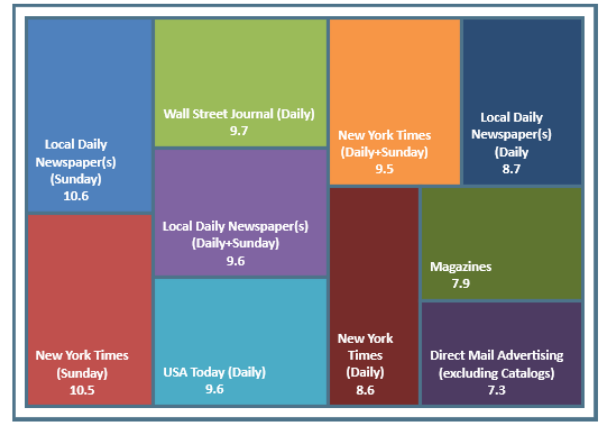


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





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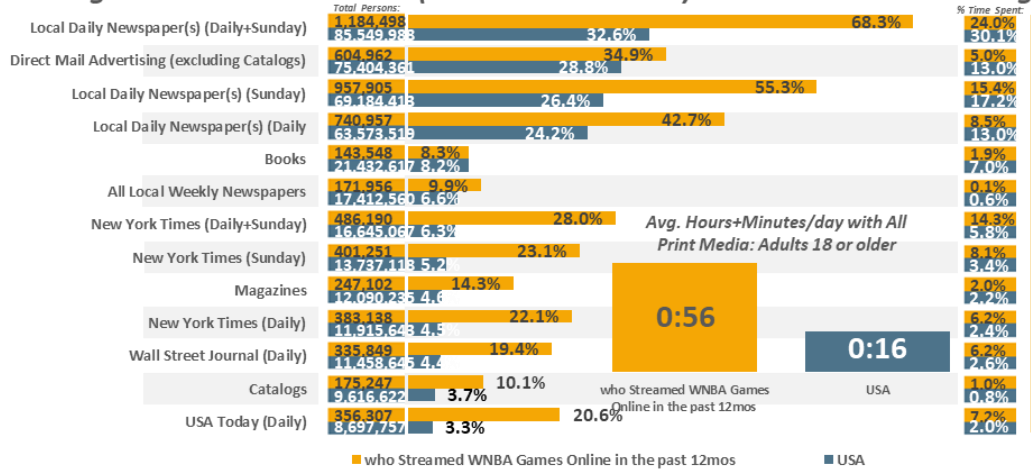
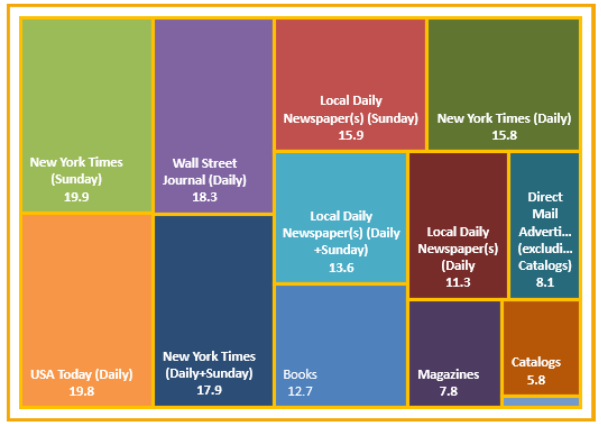
No. of WNBA (Women's Nat'l Basketball) games attd pst 12 mos: 10+ games

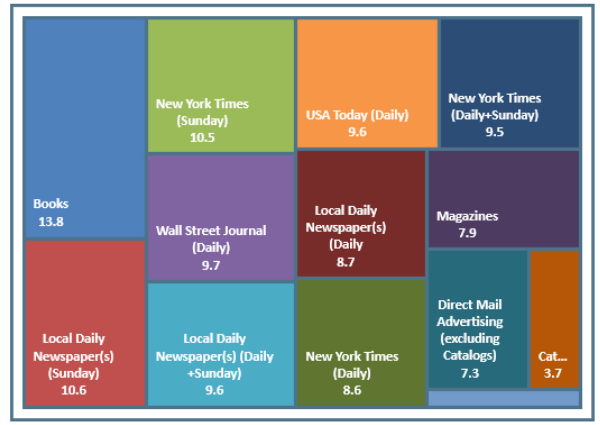
WNBA Streamed Online

1,184,498 or 68.3% of Adults 18 or older who Streamed WNBA Games Online in the past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.6 minutes every day representing 24.4% of all time spent daily with All forms of Print Media.

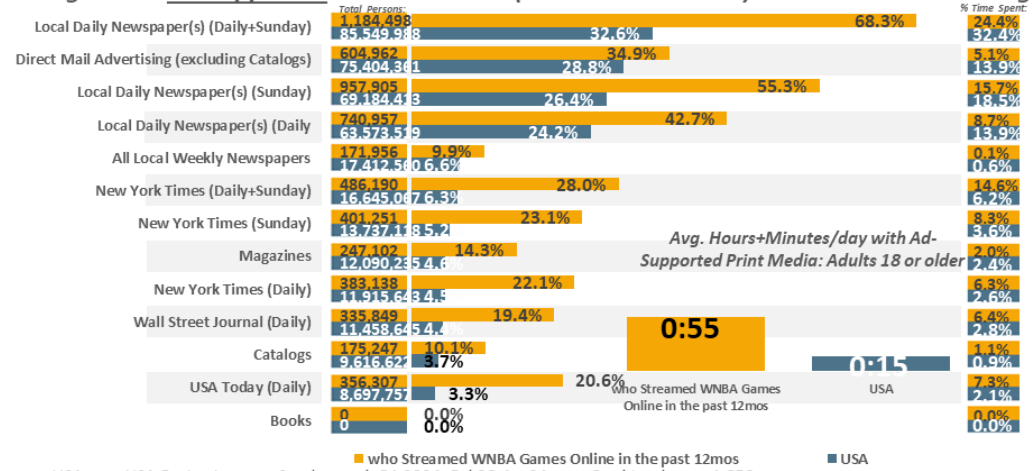
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

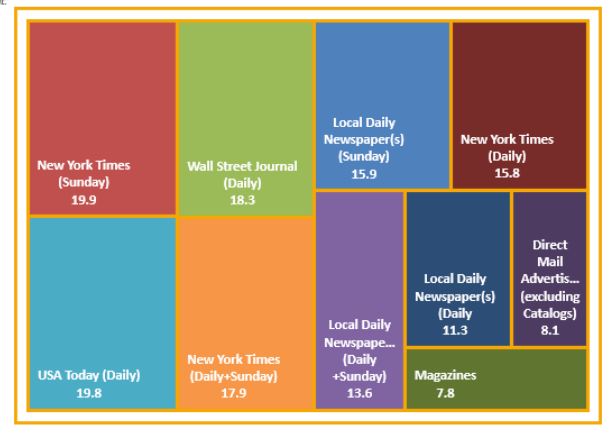


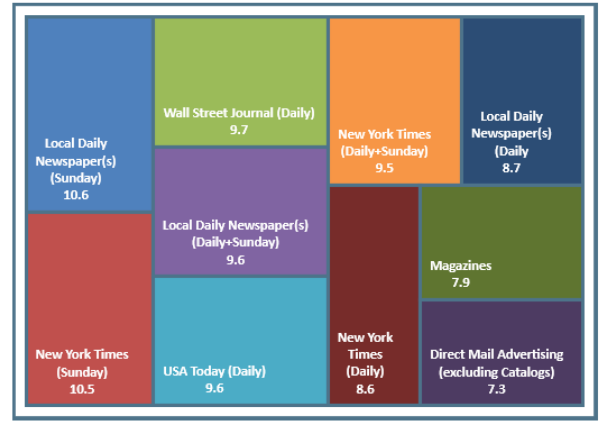




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







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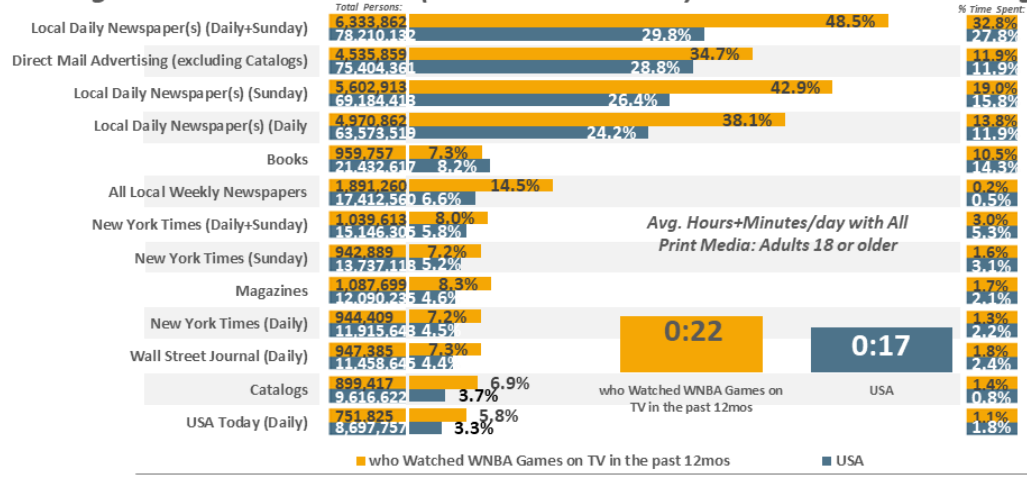
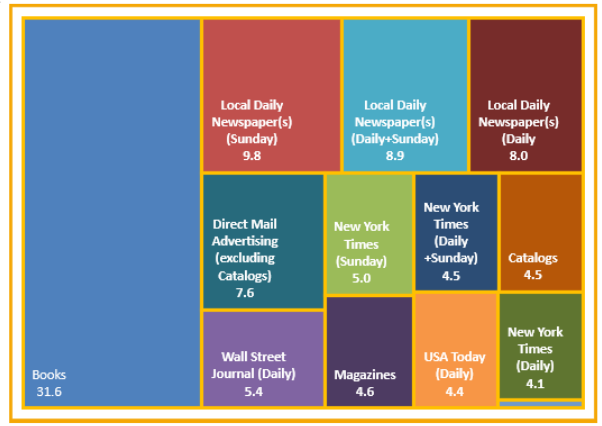
Sports streamed online past 12 months: WNBA

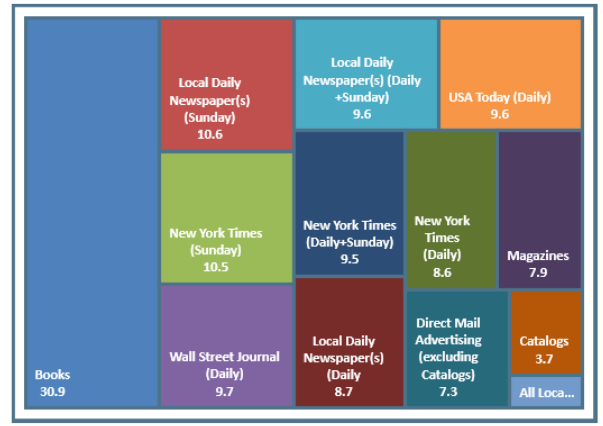
Watched on TV or Cable

6,333,862 or 48.5% of Adults 18 or older who Watched WNBA Games on TV in the past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 36.6% of all time spent daily with All forms of Print Media.

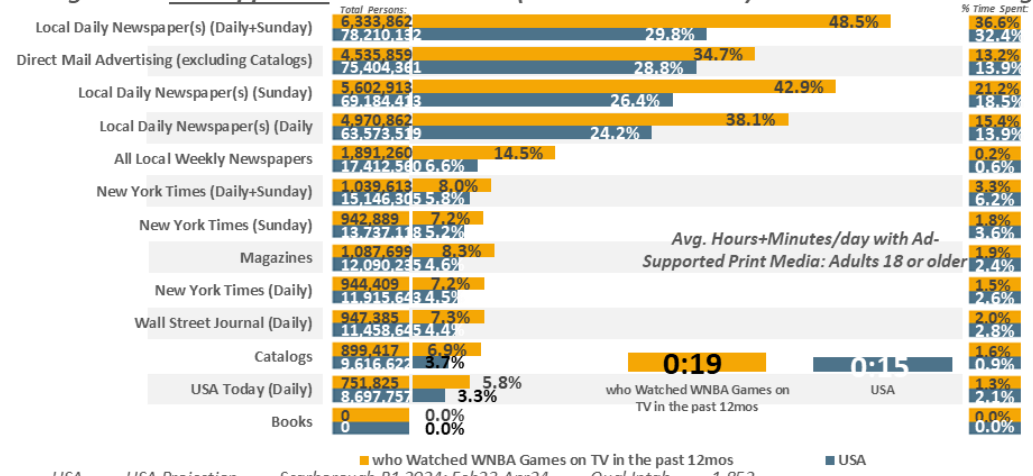
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

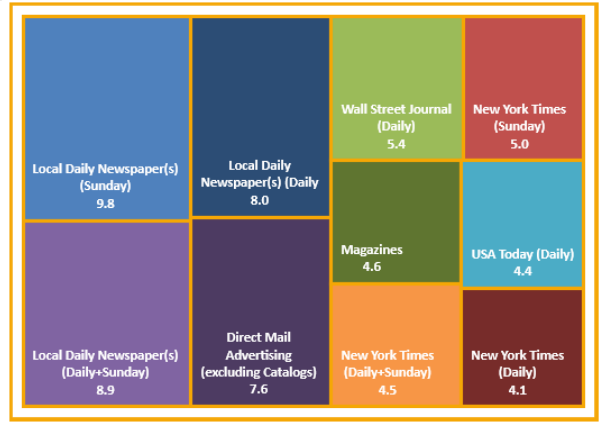


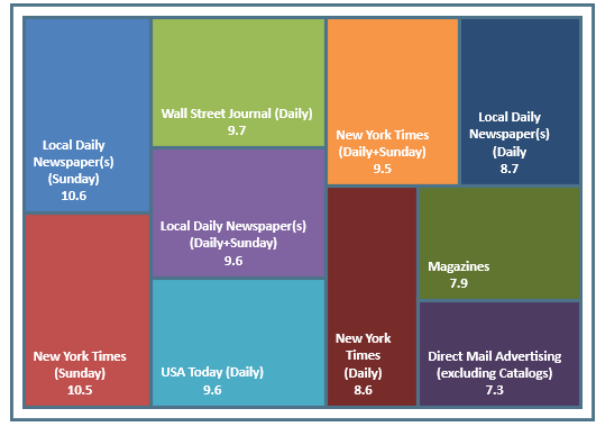




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







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