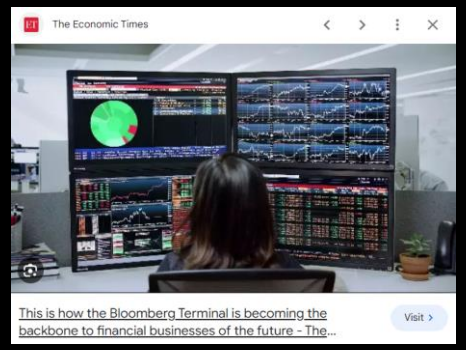
USA – CHICAGO, IL DMA as of March 2024!

Complete Demographic & Media Use Profiles

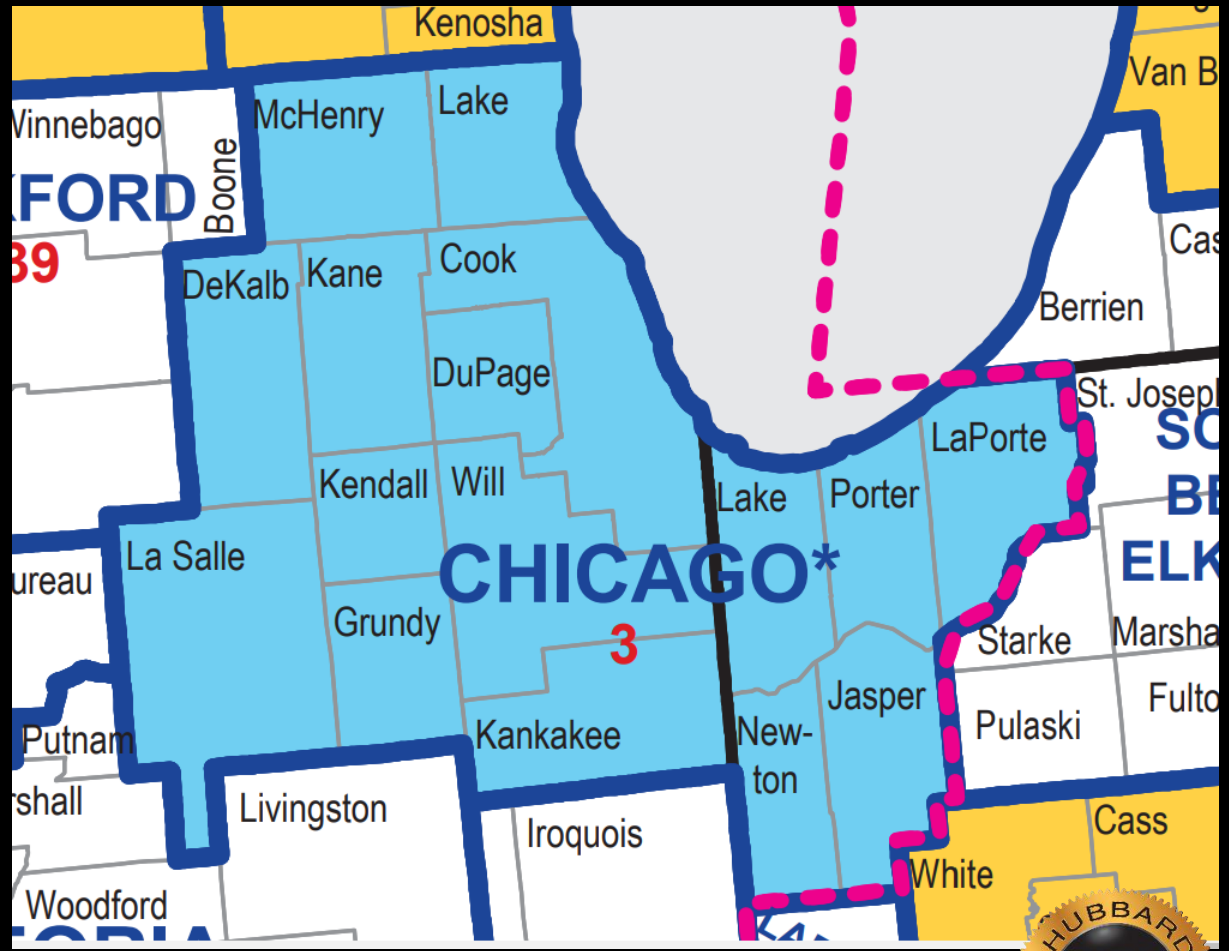


Complete Demographic, Psychographic, and Total Media Usage Profiles of the P18+, P25-64, W25-64, M25-64, P35+ Residents of the Chicago DMA (#3) vs. Same Demos of USA Avg.









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

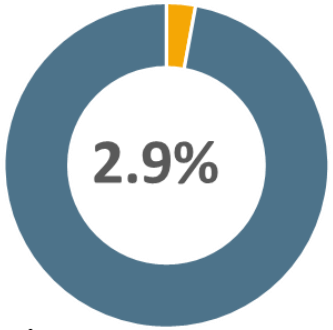
HUBBARD BROADCASTING INC. HB INC.



Chicago, IL, DMA
P18+

2.9% or 7,557,196 of USA Adults 18 or older Live in the CHICAGO, IL, DMA.
Typical Adults 18 or older who Live in the CHICAGO, IL, DMA are 48.4 years old (.9% younger than average) and have a $102,448 (15.3% higher than average) annual household income.

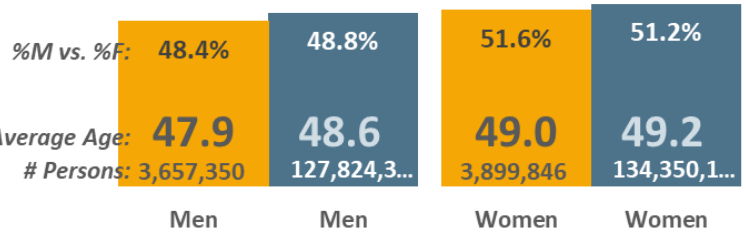
Percent of Market: Adults 18 or older



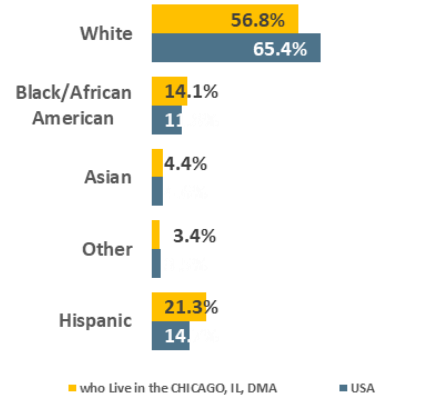
Total Persons:



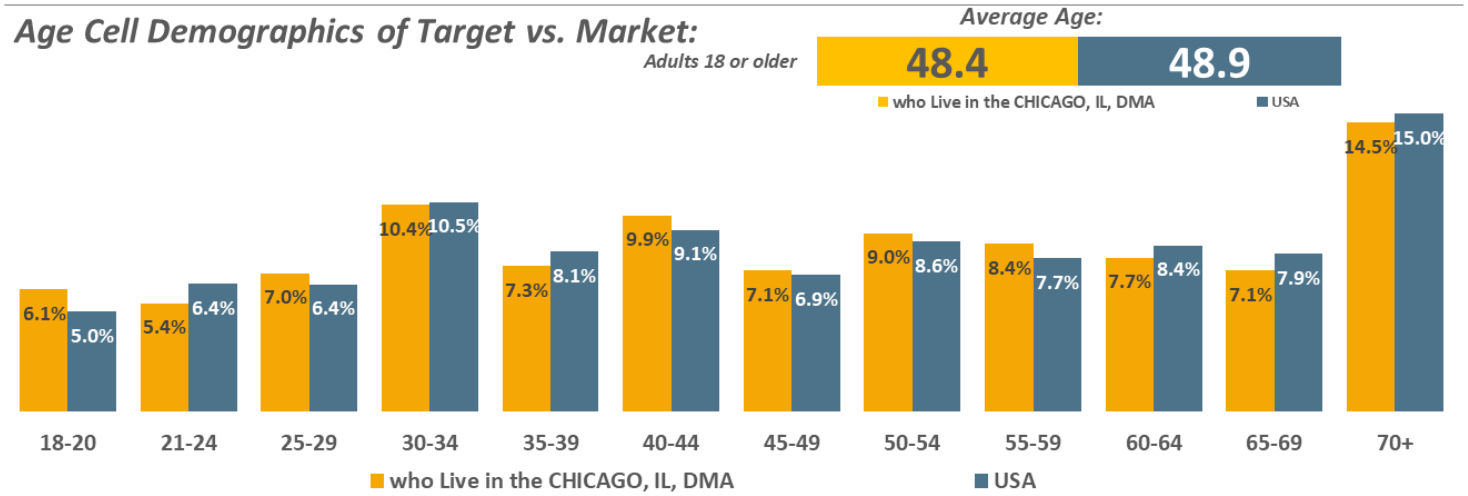
Gender of Target vs. Market: Adults 18 or older



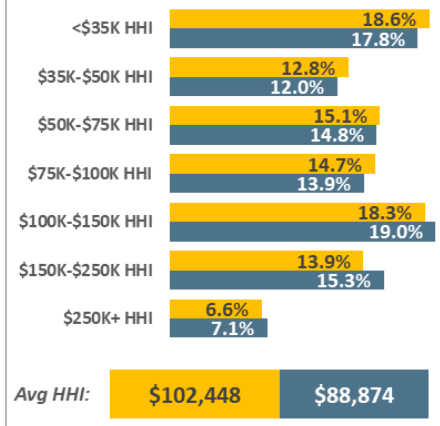
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $102,448 | $88,874

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,488

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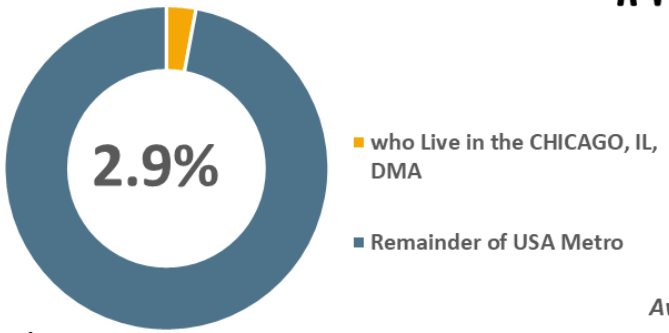
USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362



Chicago, IL, DMA
P25-64

2.9% or 5,046,032 of USA Adults 25 - 64 Live in the CHICAGO, IL, DMA.
Typical Adults 25 - 64 who Live in the CHICAGO, IL, DMA are 44.9 years old (.1% younger than average) and have a $110,296 (13.3% higher than average) annual household income.

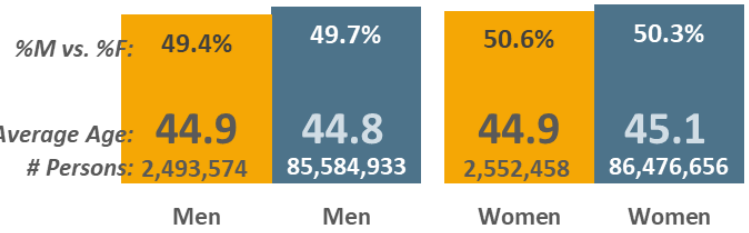
Percent of Market: Adults 25 - 64



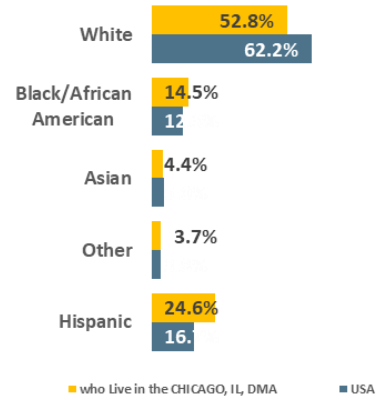
Total Persons:



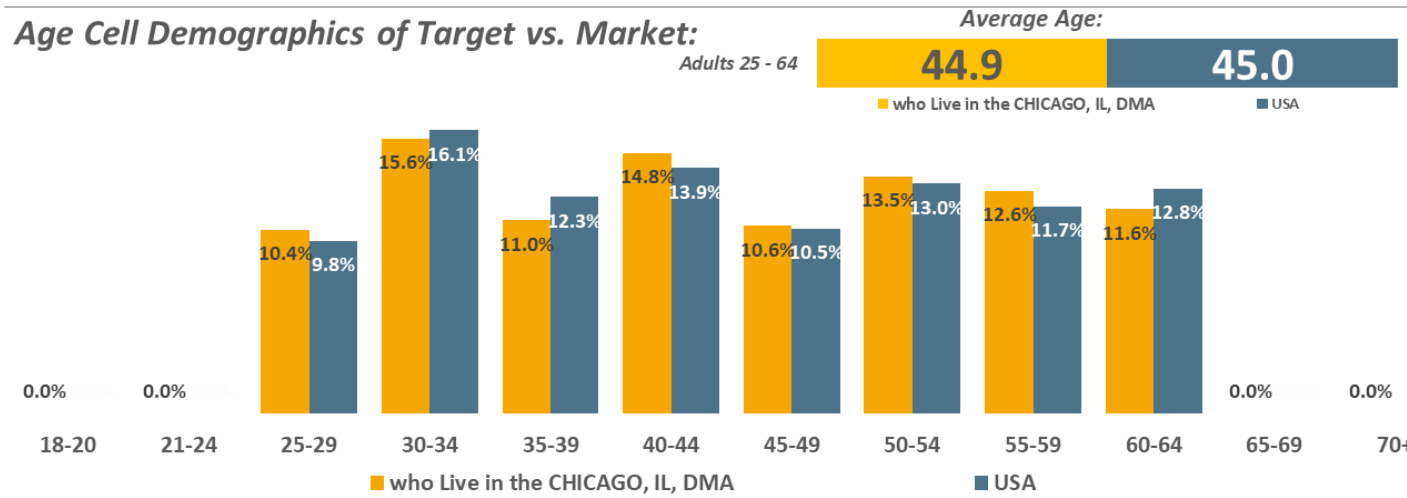
Gender of Target vs. Market: Adults 25 - 64



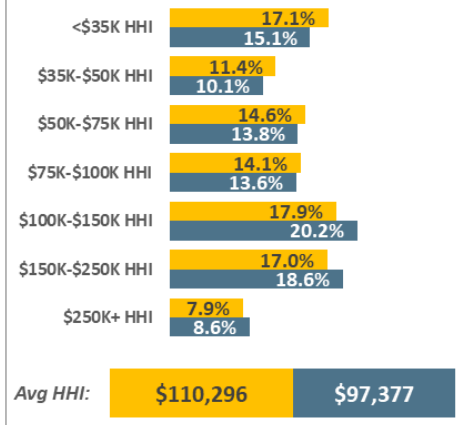
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,488

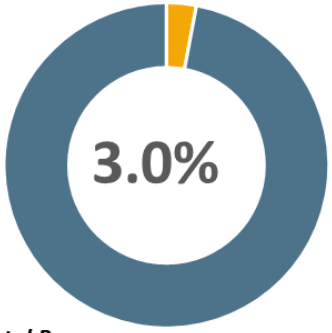
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Chicago, IL, DMA
W25-64

3.% or 2,552,458 of USA Women 25 - 64 Live in the CHICAGO, IL, DMA.
Typical Women 25 - 64 who Live in the CHICAGO, IL, DMA are 44.9 years old (.5% younger than average) and have a $99,042 (11.9% higher than average) annual household income.

Percent of Market: Women 25 - 64

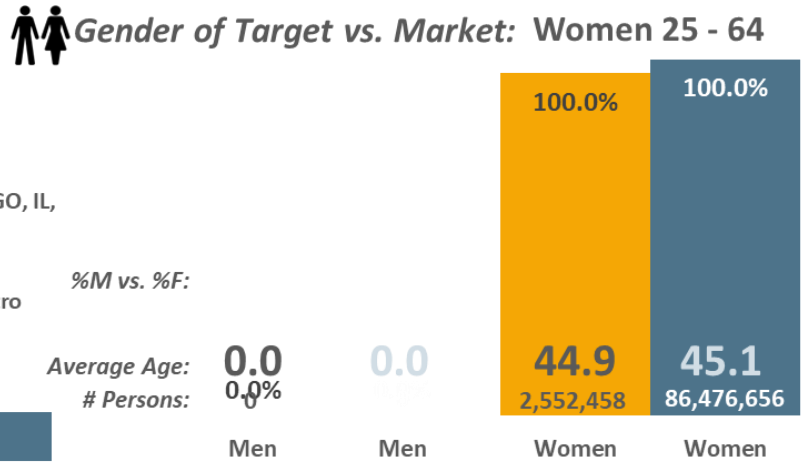


- who Live in the CHICAGO, IL, DMA
- Remainder of USA Metro

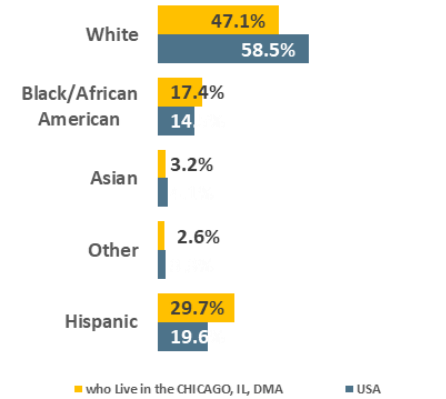
Total Persons:

2,552,458	83,924,198

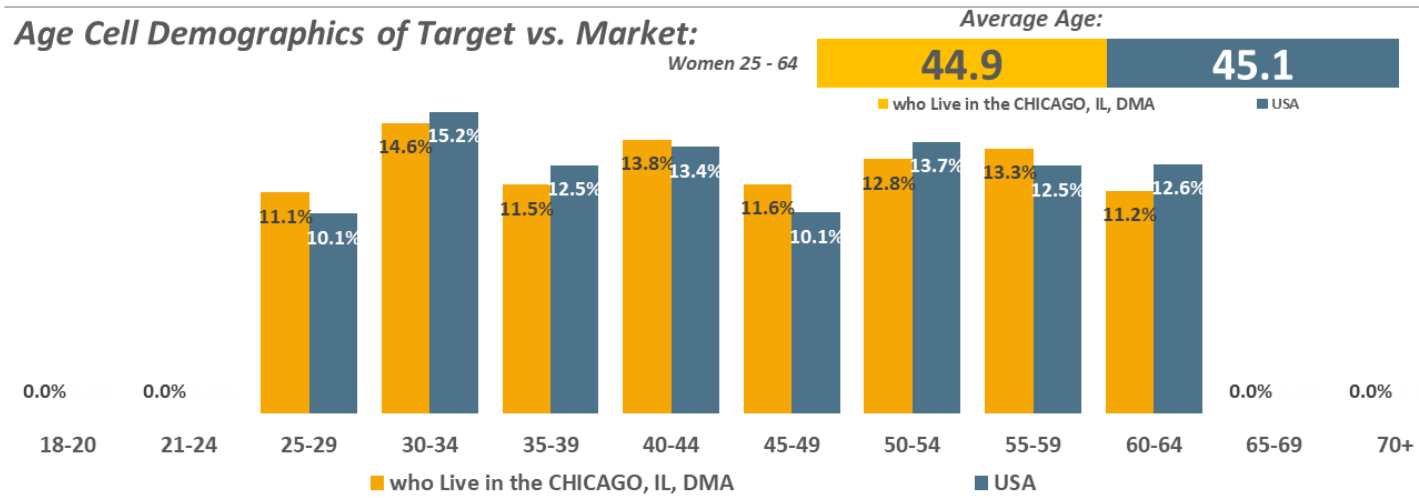
Gender of Target vs. Market: Women 25 - 64



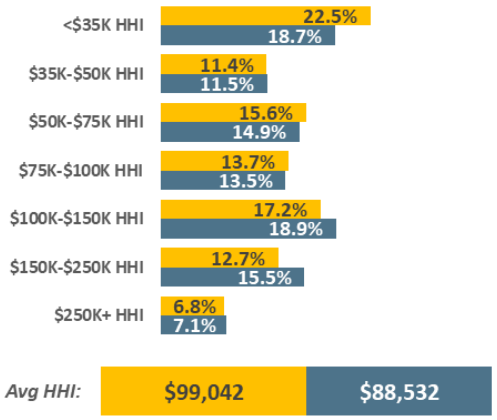
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$99,042	$88,532

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,488

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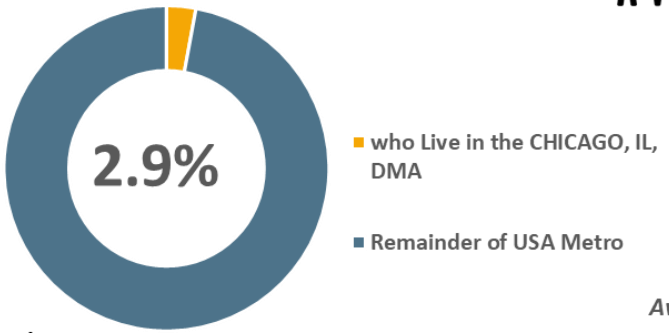
USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362



Chicago, IL, DMA
M25-64

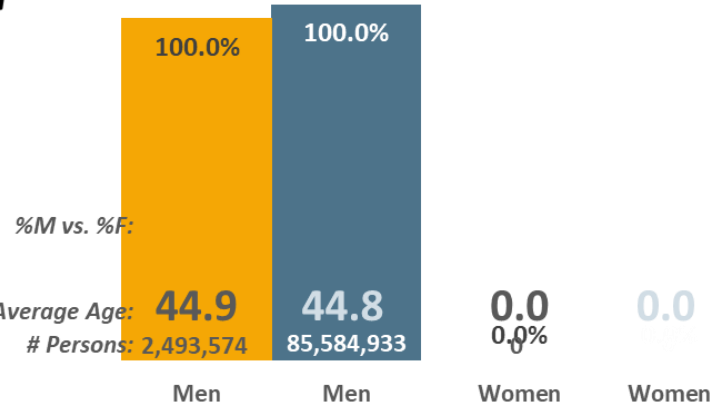
2.9% or 2,493,574 of USA Men 25 - 64 Live in the CHICAGO, IL, DMA.
Typical Men 25 - 64 who Live in the CHICAGO, IL, DMA are 44.9 years old (.3% older than average) and have a $121,815 (14.6% higher than average) annual household income.

Percent of Market: Men 25 - 64

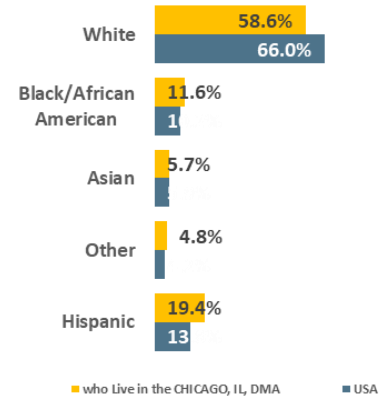




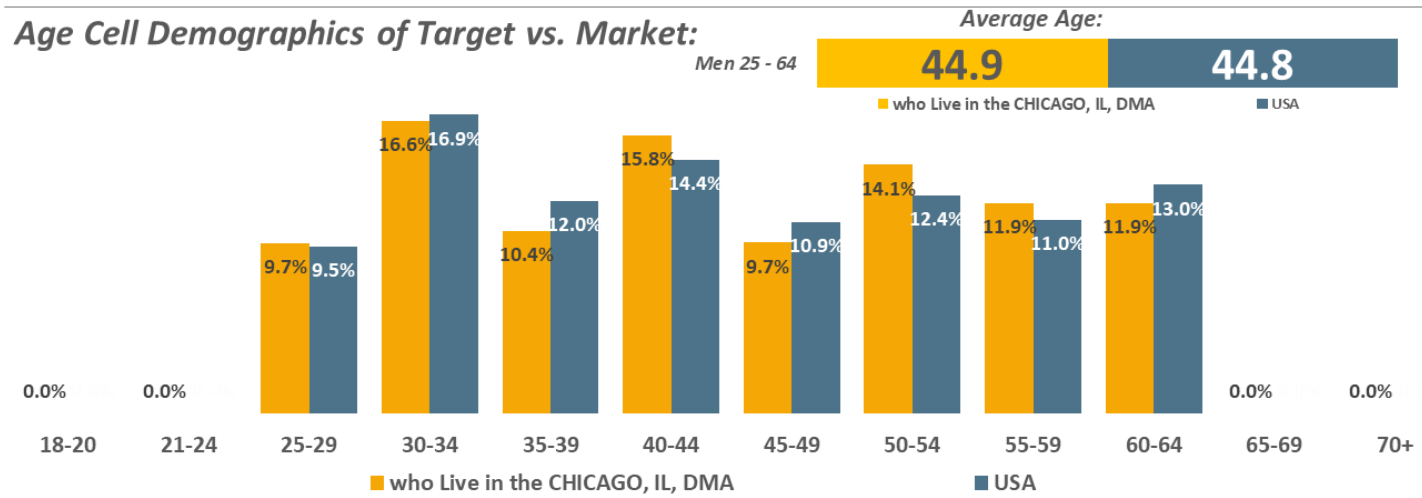
Gender of Target vs. Market: Men 25 - 64



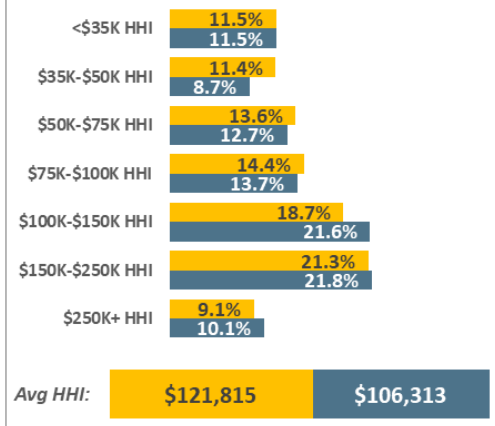
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,488

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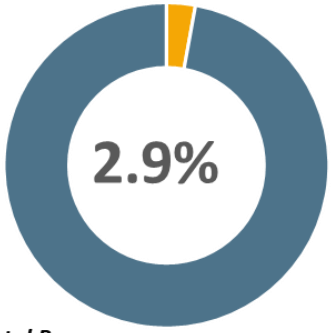
USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362



Chicago, IL, DMA
P35+

2.9% or 5,369,364 of USA Adults 35 or older Live in the CHICAGO, IL, DMA.
Typical Adults 35 or older who Live in the CHICAGO, IL, DMA are 57.4 years old (.5% younger than average) and have a $102,205 (12.2% higher than average) annual household income.

Percent of Market: Adults 35 or older

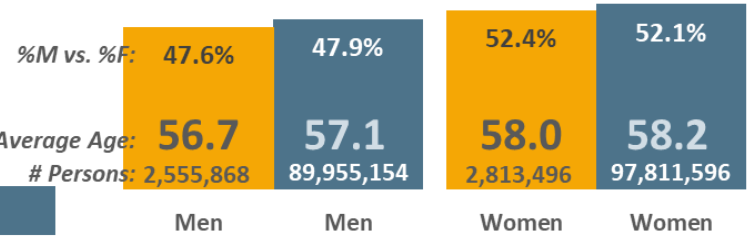


- who Live in the CHICAGO, IL, DMA
- Remainder of USA Metro

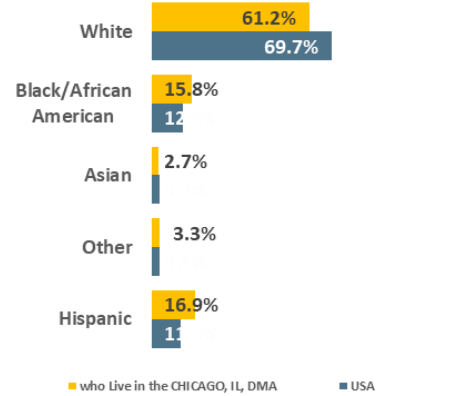
Total Persons:



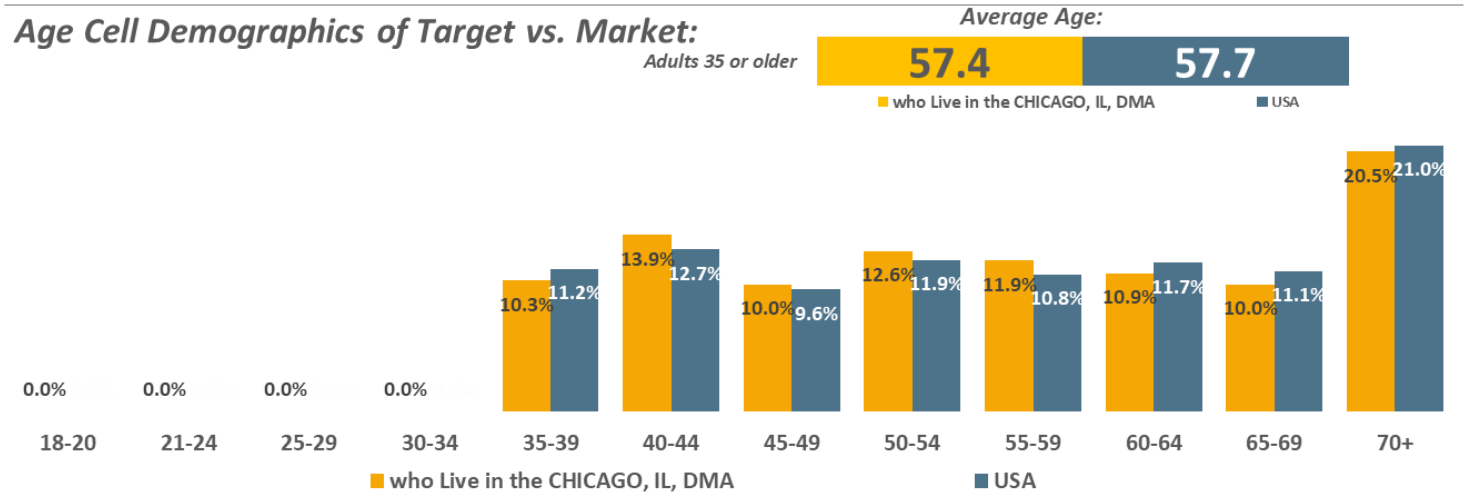
Gender of Target vs. Market: Adults 35 or older



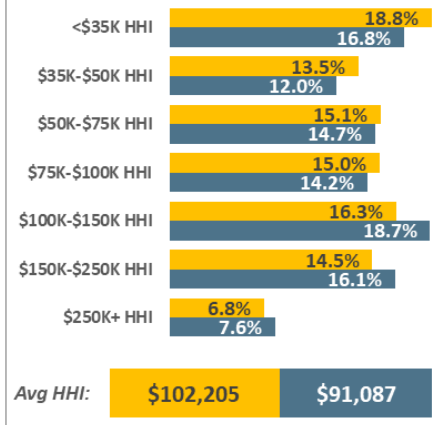
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,488

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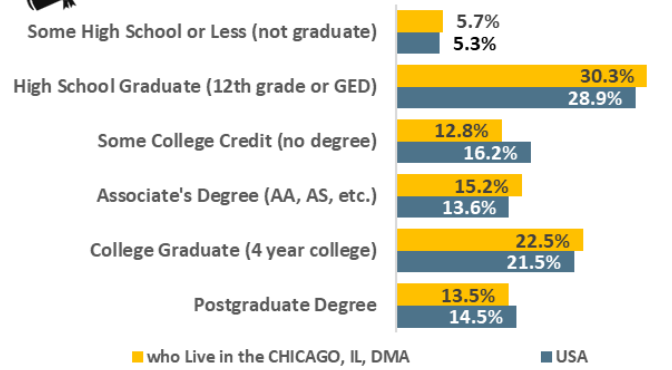
USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362



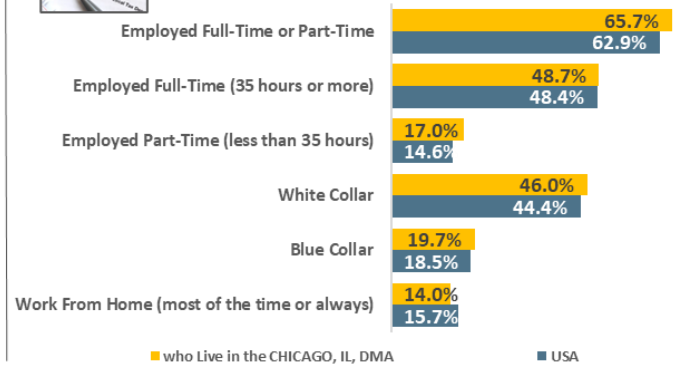
Chicago, IL, DMA
P18+

2.9% or 7,557,196 of USA Adults 18 or older Live in the CHICAGO, IL, DMA.
Adults 18 or older who Live in the CHICAGO, IL, DMA are .1% more likely to be a college graduate, .7% more likely to work full-time, 8.9% less likely to be married, 1.3% less likely to be a parent of 1 or more children under 18.

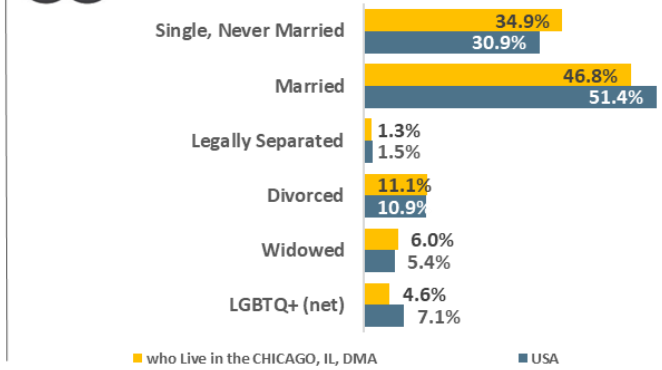
Education Levels: Adults 18 or older



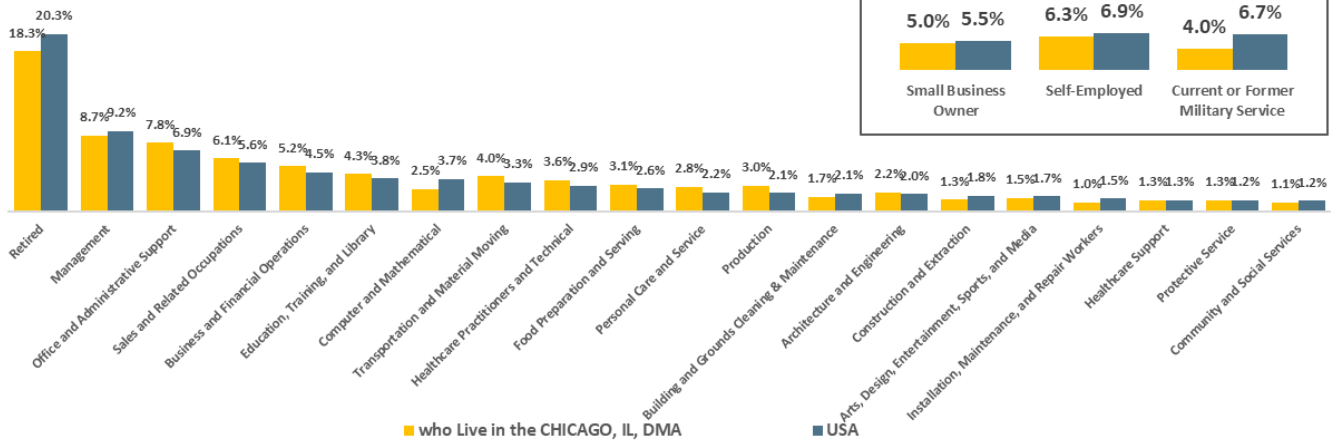
Employment: Adults 18 or older



Marital Status: Adults 18 or older

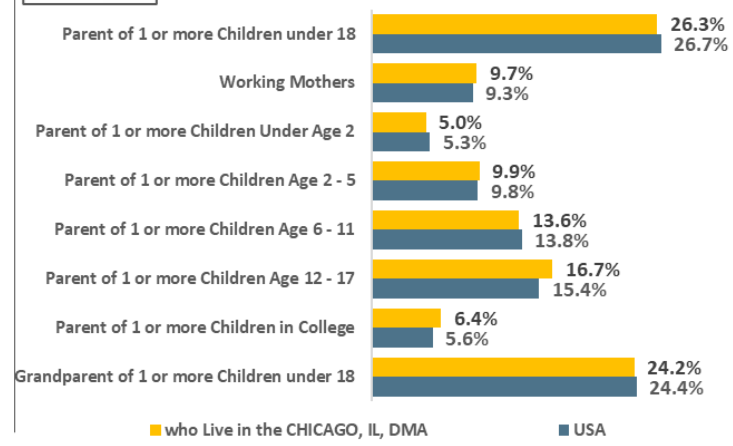


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *3,488*

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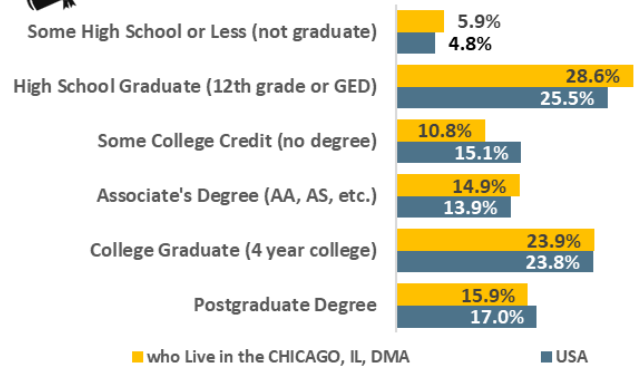
USA Jan23-Oct23 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,362*



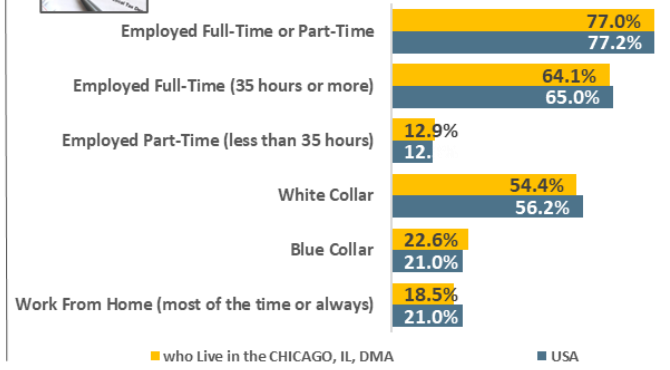
Chicago, IL, DMA
P25-64

2.9% or 5,046,032 of USA Adults 25 - 64 Live in the CHICAGO, IL, DMA.
Adults 25 - 64 who Live in the CHICAGO, IL, DMA are 2.2% less likely to be a college graduate, 1.3% less likely to work full-time, 6.3% less likely to be married, .6% more likely to be a parent of 1 or more children under 18.

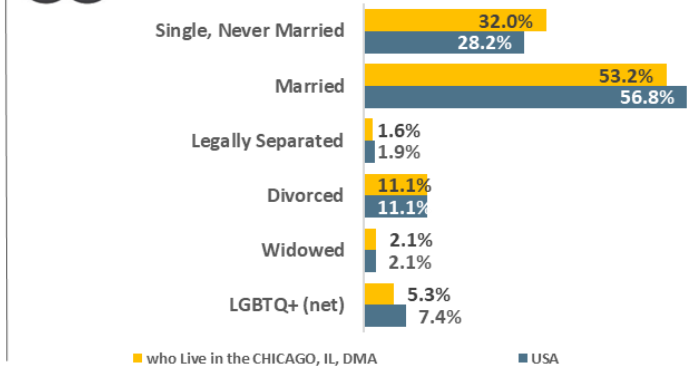
Education Levels: Adults 25 - 64



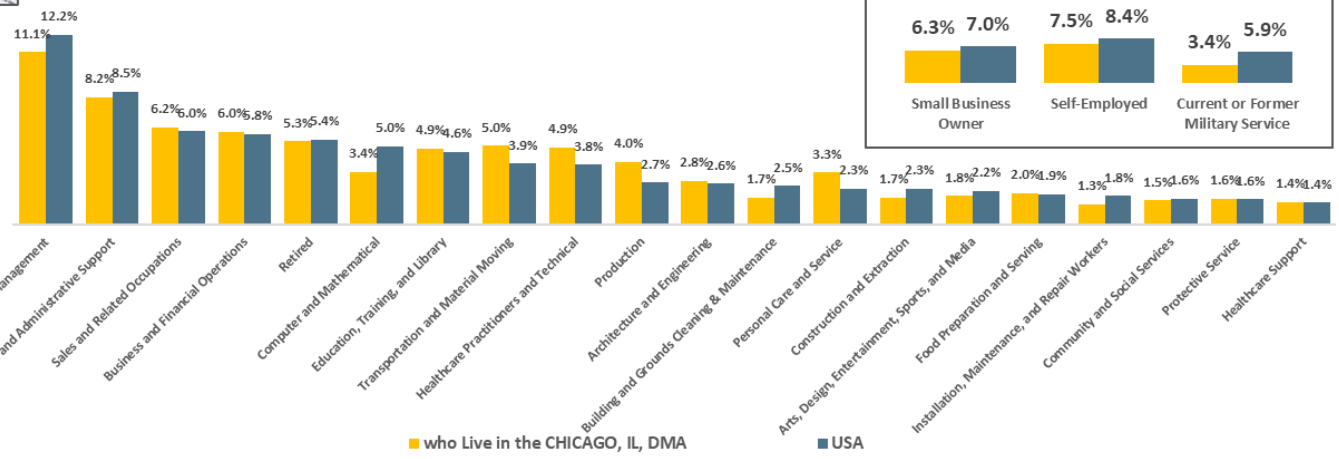
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

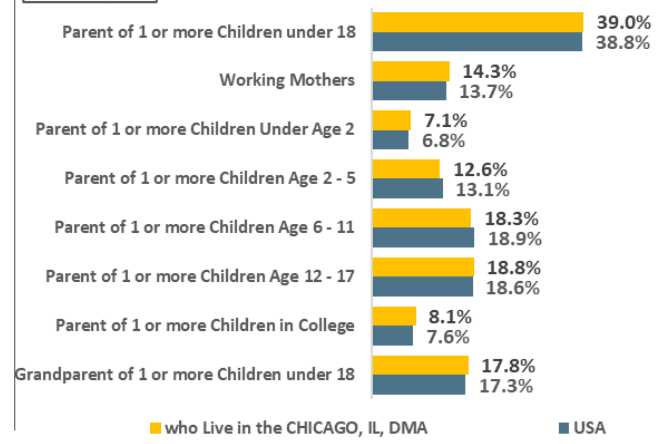


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *3,488*

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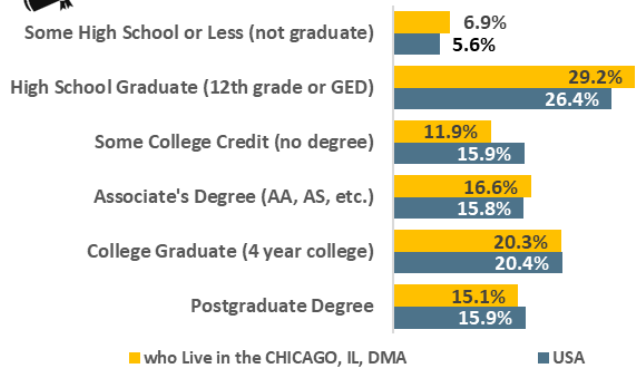
USA Jan23-Oct23 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,362*



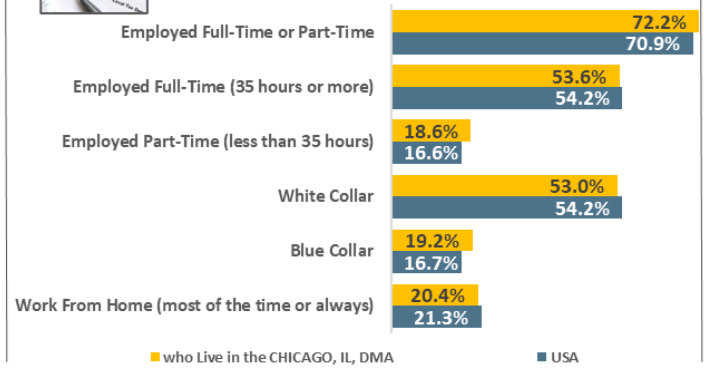
Chicago, IL, DMA
W25-64

3.% or 2,552,458 of USA Women 25 - 64 Live in the CHICAGO, IL, DMA.
Women 25 - 64 who Live in the CHICAGO, IL, DMA are 2.5% less likely to be a college graduate, 1.2% less likely to work full-time, .9% less likely to be married, 5.2% more likely to be a parent of 1 or more children under 18.

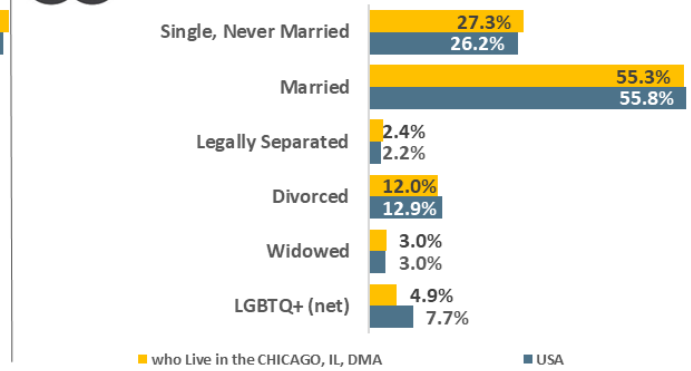
Education Levels: Women 25 - 64



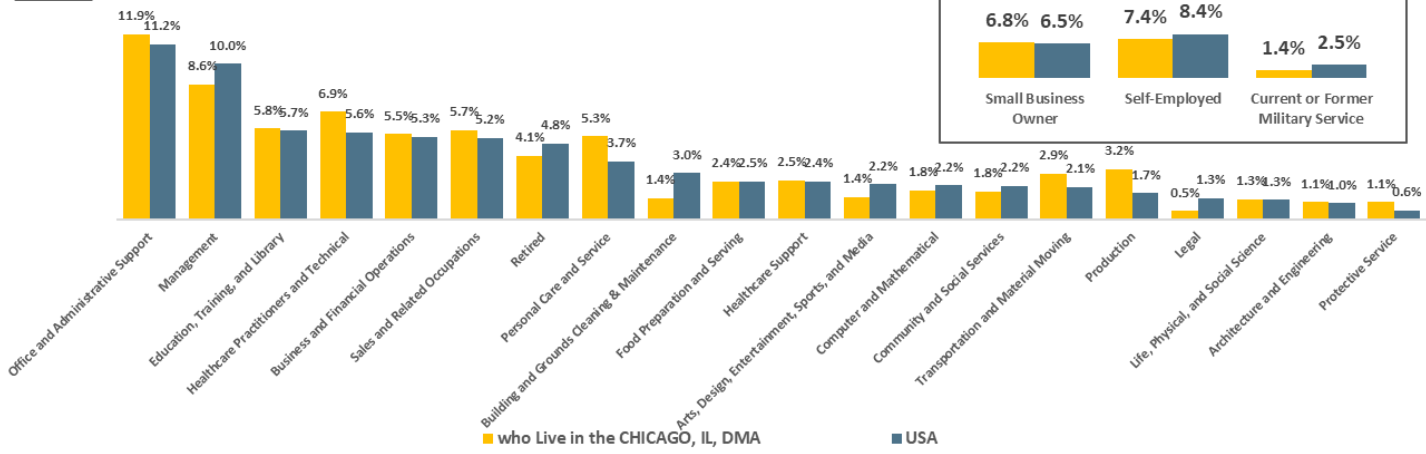
Employment: Women 25 - 64



Marital Status: Women 25 - 64

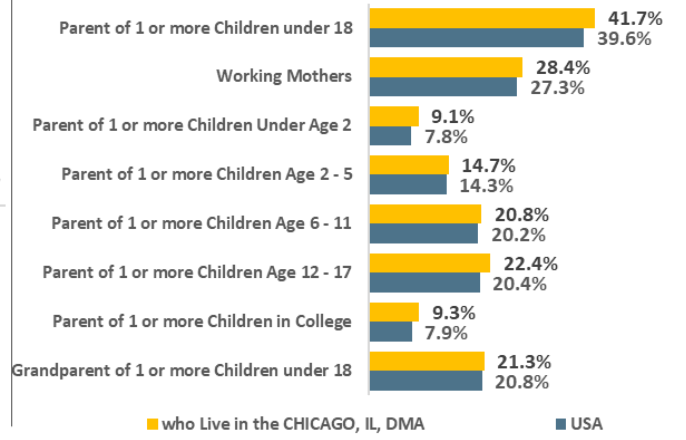


Top-20 Occupations: Women 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,488

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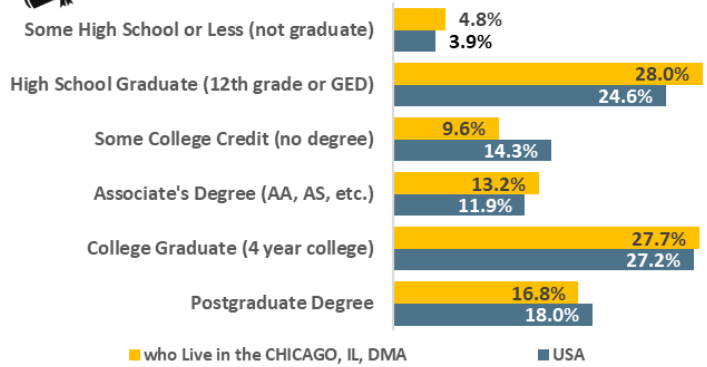
USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362



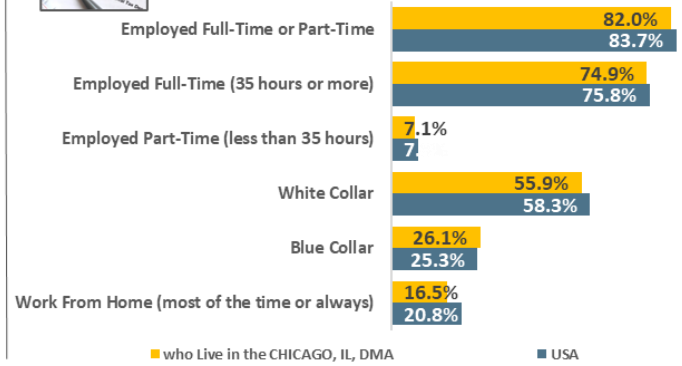
Chicago, IL, DMA
M25-64

2.9% or 2,493,574 of USA Men 25 - 64 Live in the CHICAGO, IL, DMA.
Men 25 - 64 who Live in the CHICAGO, IL, DMA are 1.7% less likely to be a college graduate, 1.2% less likely to work full-time, 11.5% less likely to be married, 4.4% less likely to be a parent of 1 or more children under 18.

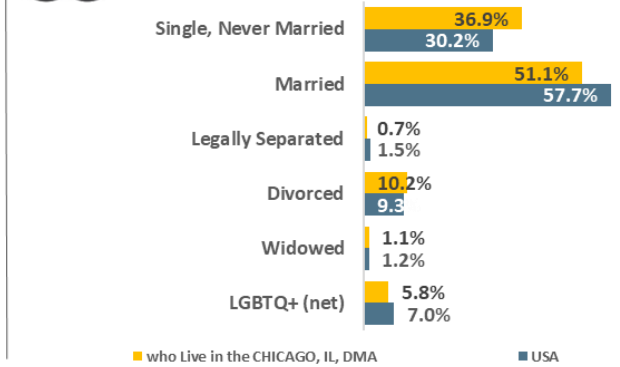
Education Levels: Men 25 - 64



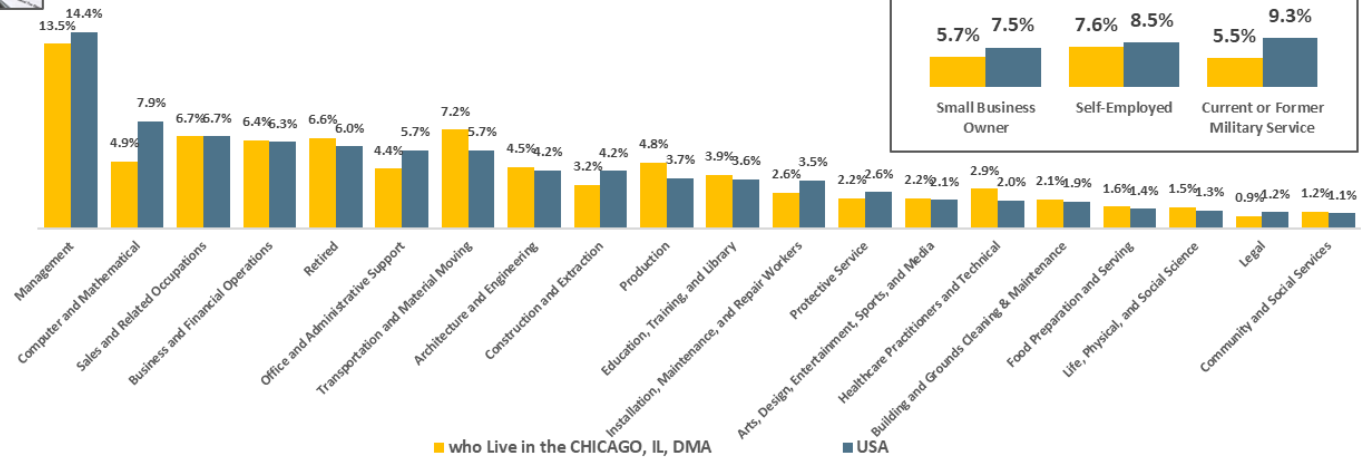
Employment: Men 25 - 64



Marital Status: Men 25 - 64

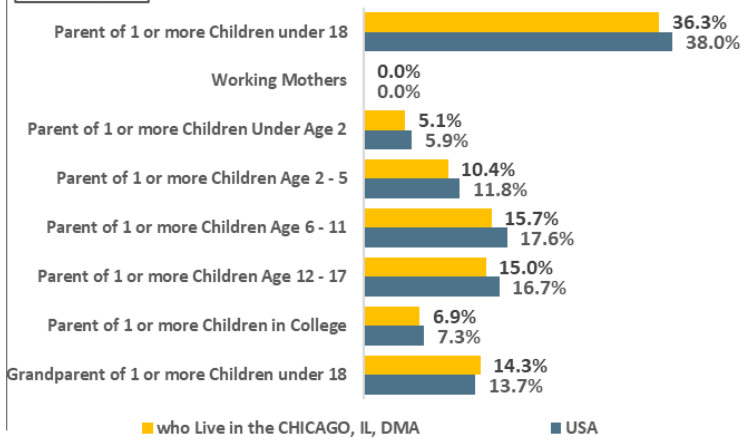


Top-20 Occupations: Men 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Men 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,488

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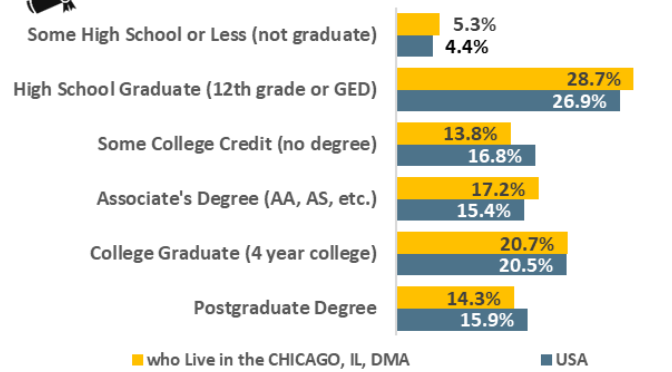
USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362



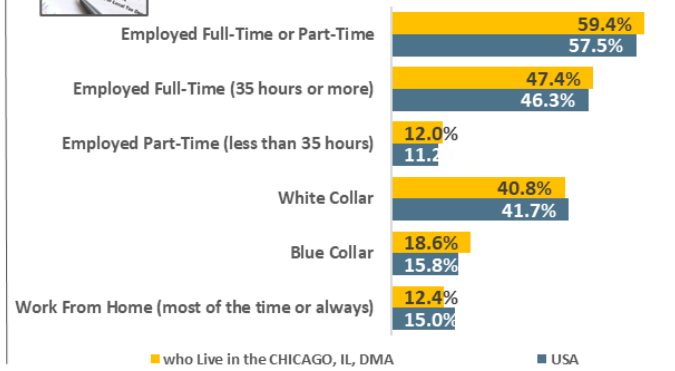
Chicago, IL, DMA
P35+

2.9% or 5,369,364 of USA Adults 35 or older Live in the CHICAGO, IL, DMA.
Adults 35 or older who Live in the CHICAGO, IL, DMA are 3.9% less likely to be a college graduate, 2.3% more likely to work full-time, 7.6% less likely to be married, .2% more likely to be a grandparent of 1 or more children under 18.

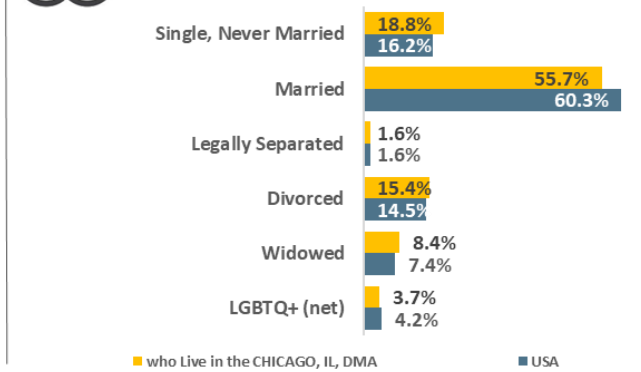
Education Levels: Adults 35 or older



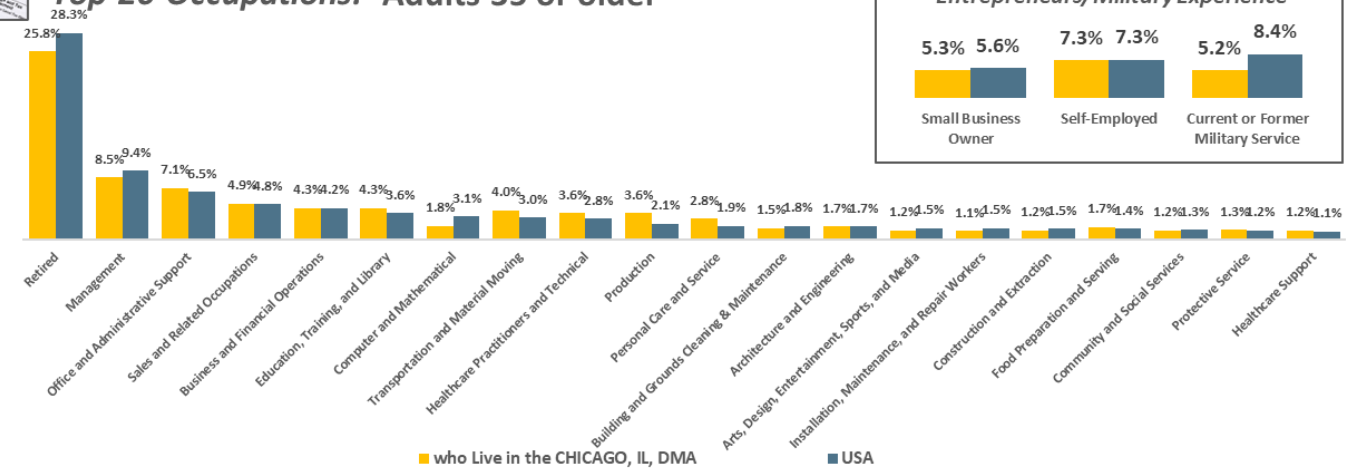
Employment: Adults 35 or older



Marital Status: Adults 35 or older

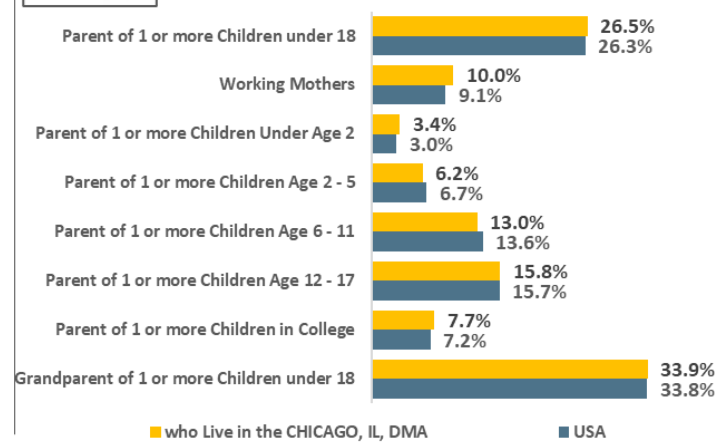


Top-20 Occupations: Adults 35 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 35 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *3,488*

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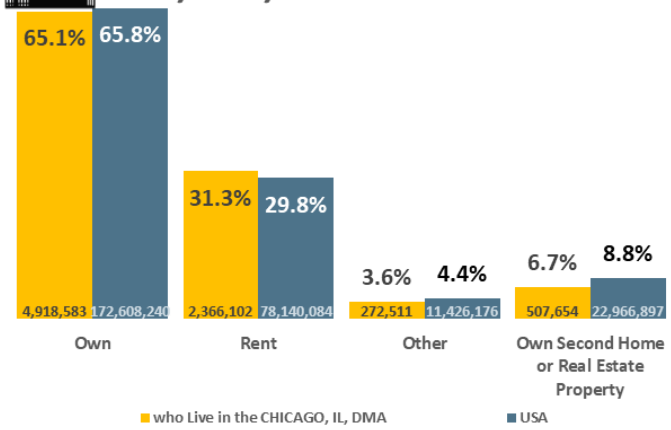
USA Jan23-Oct23 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,362*



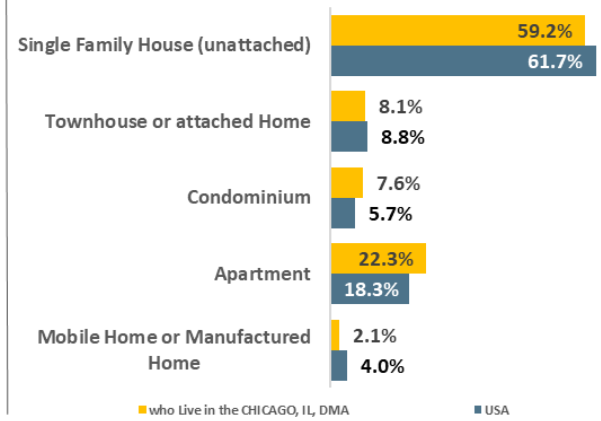
Chicago, IL, DMA
P18+

2.9% or 7,557,196 of USA Adults 18 or older Live in the CHICAGO, IL, DMA.
Adults 18 or older who Live in the CHICAGO, IL, DMA are 1.1% less likely to own their home, 9.5% more likely to own a lower valued home, 4.1% less likely to have a single-family home, 18.9% less likely to have a dog.

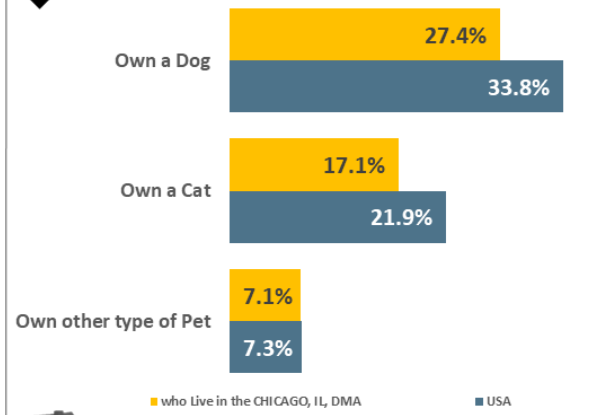
Own/Rent/Other: Adults 18 or older



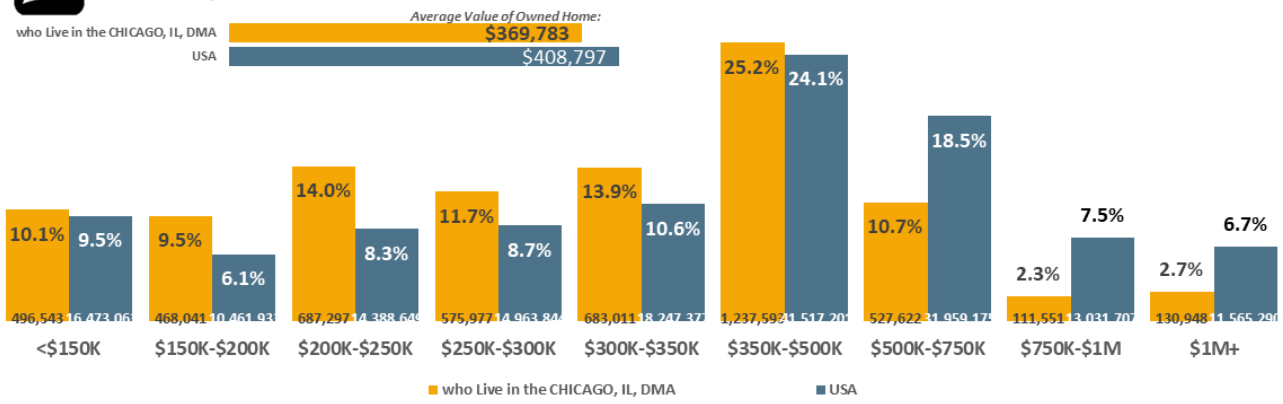
Type of Home: Adults 18 or older



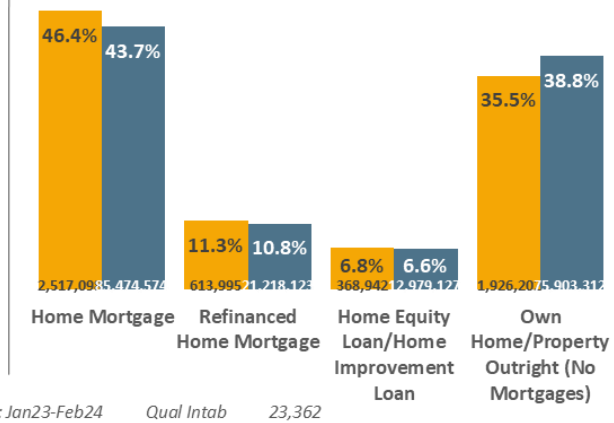
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,488

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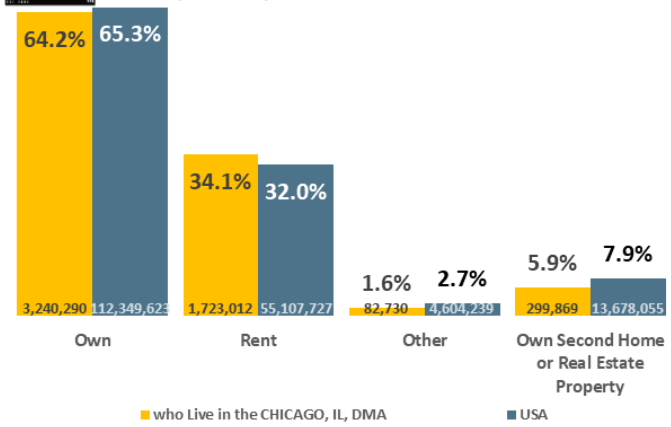
USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362



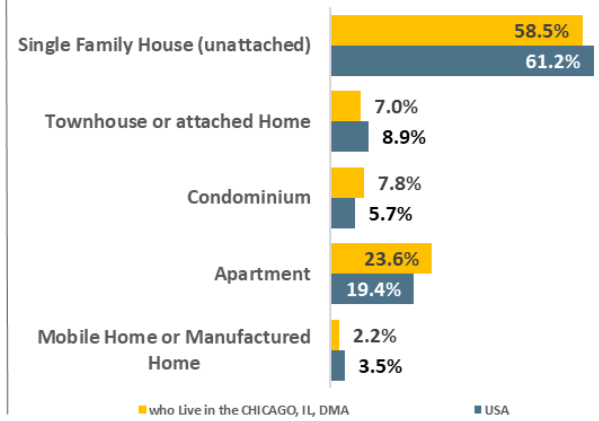
Chicago, IL, DMA
P25-64

2.9% or 5,046,032 of USA Adults 25 - 64 Live in the CHICAGO, IL, DMA.
Adults 25 - 64 who Live in the CHICAGO, IL, DMA are 1.7% less likely to own their home, 8.3% more likely to own a lower valued home, 4.4% less likely to have a single-family home, 16.6% less likely to have a dog.

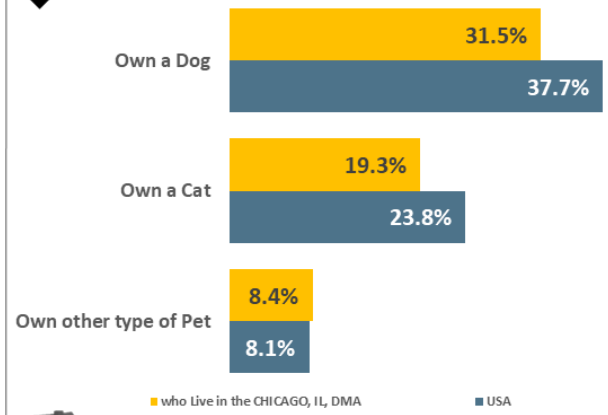
Own/Rent/Other: Adults 25 - 64



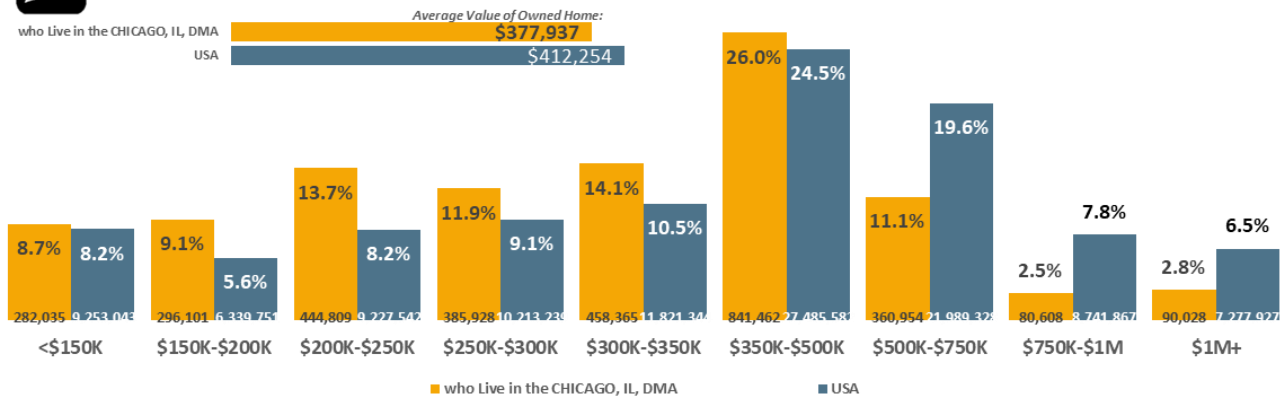
Type of Home: Adults 25 - 64



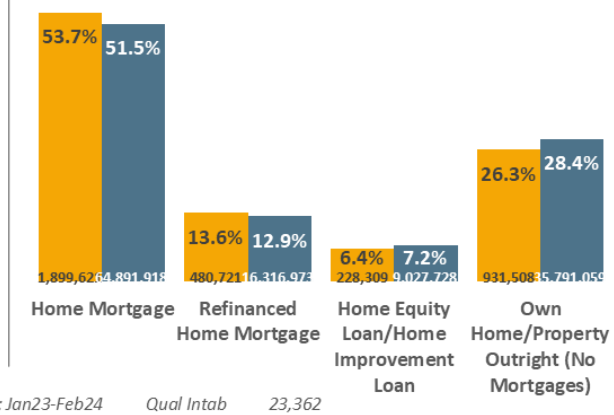
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *3,488*

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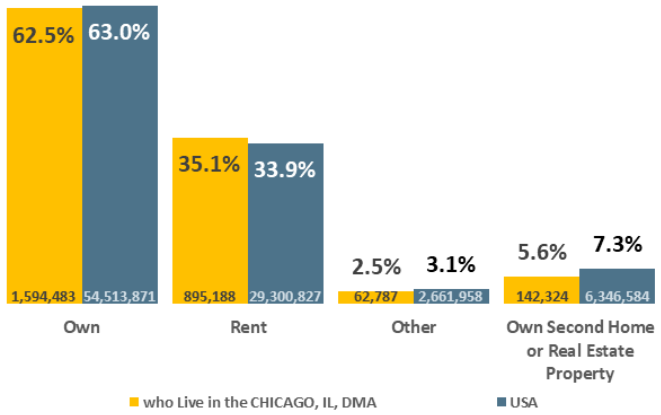
USA Jan23-Oct23 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,362*



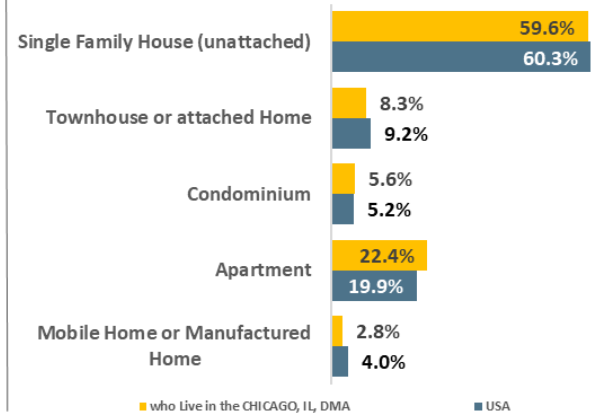
Chicago, IL, DMA
W25-64

3.% or 2,552,458 of USA Women 25 - 64 Live in the CHICAGO, IL, DMA.
Women 25 - 64 who Live in the CHICAGO, IL, DMA are .9% less likely to own their home, 6.1% more likely to own a lower valued home, 1.1% less likely to have a single-family home, 17.6% less likely to have a dog.

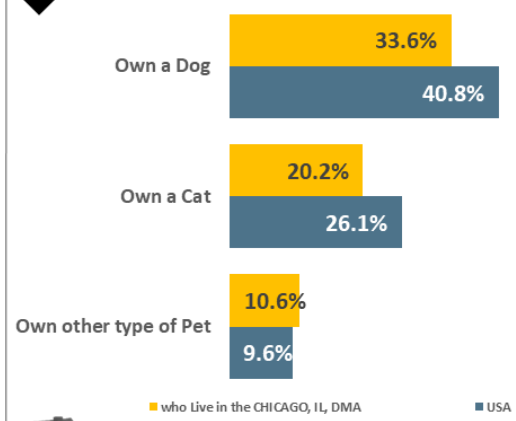
Own/Rent/Other: Women 25 - 64



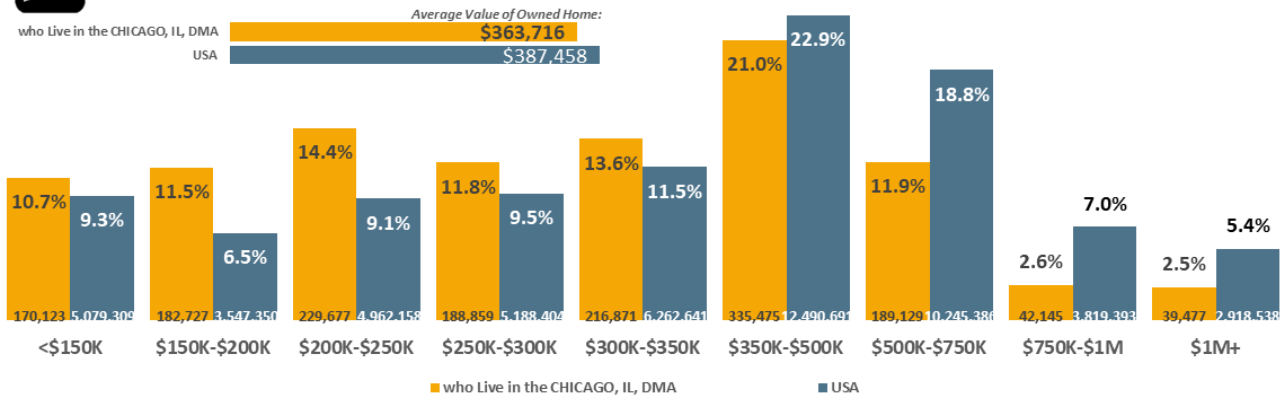
Type of Home: Women 25 - 64



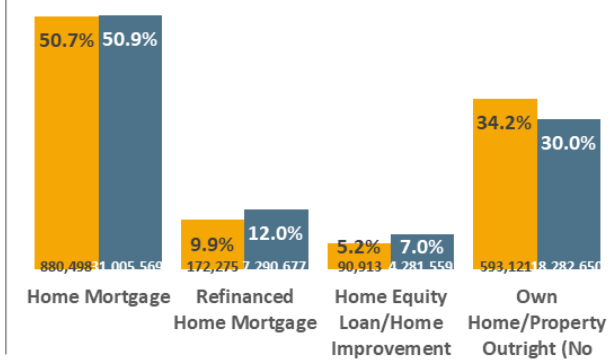
Pets in Home: Women 25 - 64



Value of Owned Home: Women 25 - 64



Home Loans: Women 25 - 64



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *3,488*

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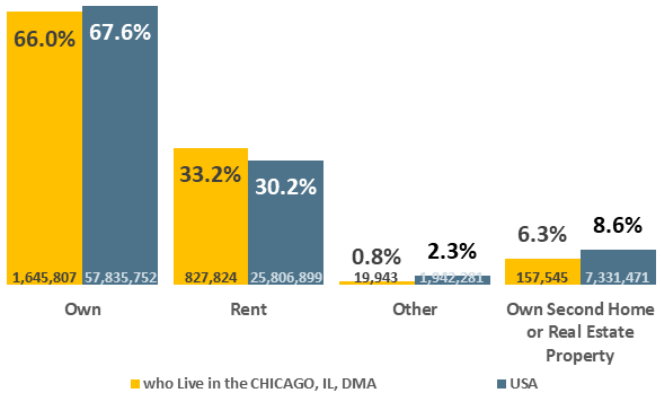
USA Jan23-Oct23 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,362*



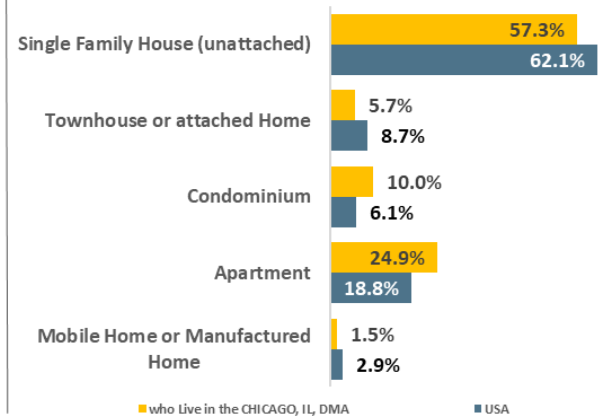
Chicago, IL, DMA
M25-64

2.9% or 2,493,574 of USA Men 25 - 64 Live in the CHICAGO, IL, DMA.
Men 25 - 64 who Live in the CHICAGO, IL, DMA are 2.3% less likely to own their home, 10.1% more likely to own a lower valued home, 7.7% less likely to have a single-family home, 15.4% less likely to have a dog.

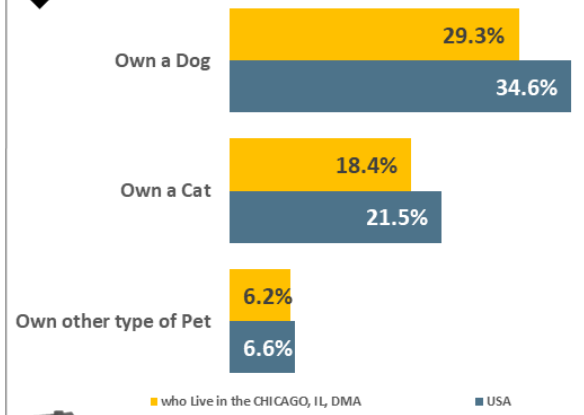
Own/Rent/Other: Men 25 - 64



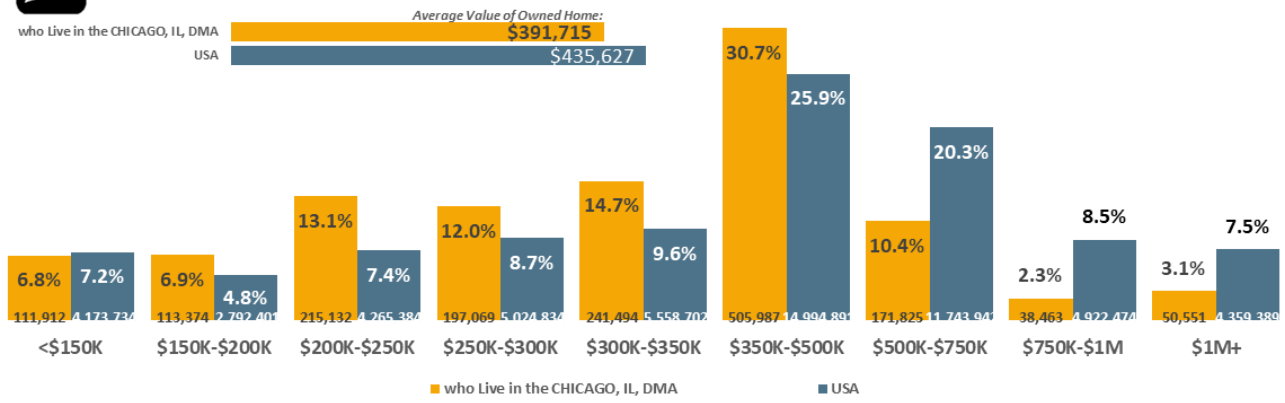
Type of Home: Men 25 - 64



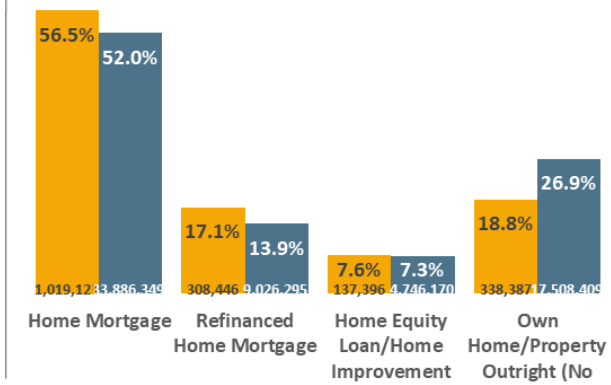
Pets in Home: Men 25 - 64



Value of Owned Home: Men 25 - 64



Home Loans: Men 25 - 64



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,488

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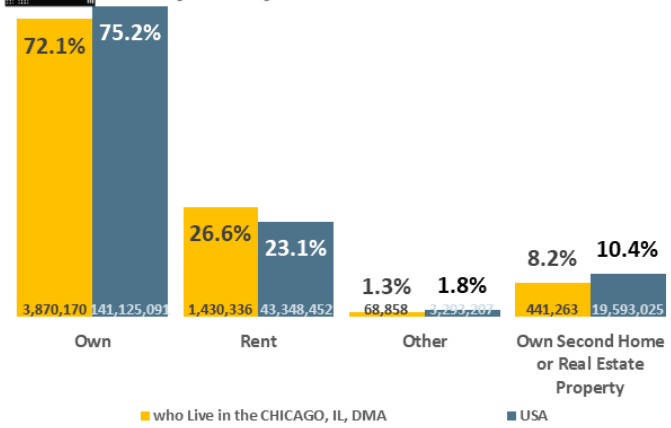
USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362



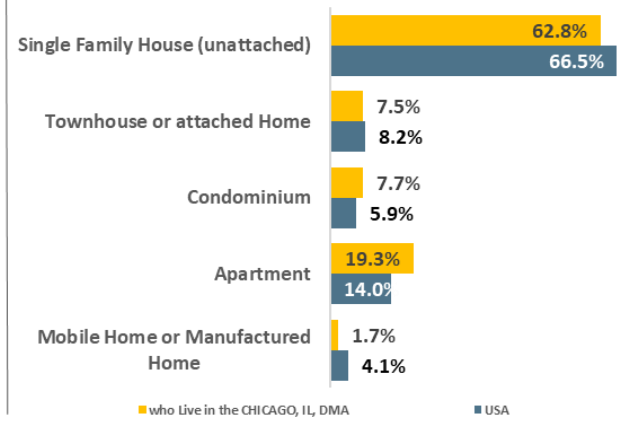
Chicago, IL, DMA
P35+

2.9% or 5,369,364 of USA Adults 35 or older Live in the CHICAGO, IL, DMA.
Adults 35 or older who Live in the CHICAGO, IL, DMA are 4.1% less likely to own their home, 10.8% more likely to own a lower valued home, 5.7% less likely to have a single-family home, 14.9% less likely to have a dog.

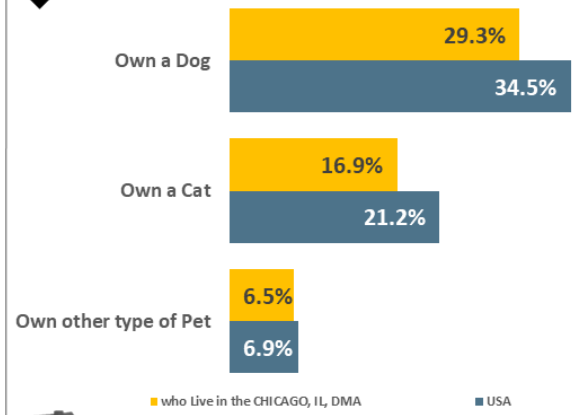
Own/Rent/Other: Adults 35 or older



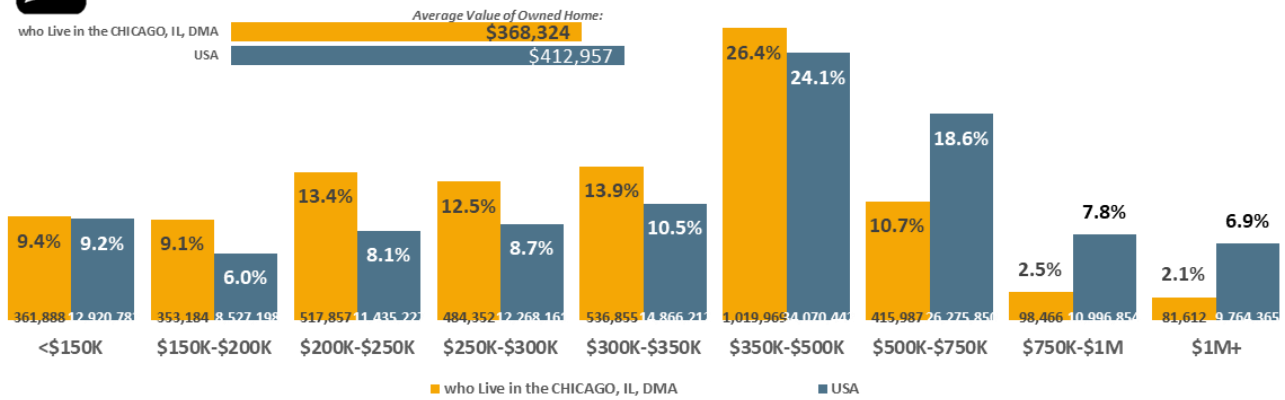
Type of Home: Adults 35 or older



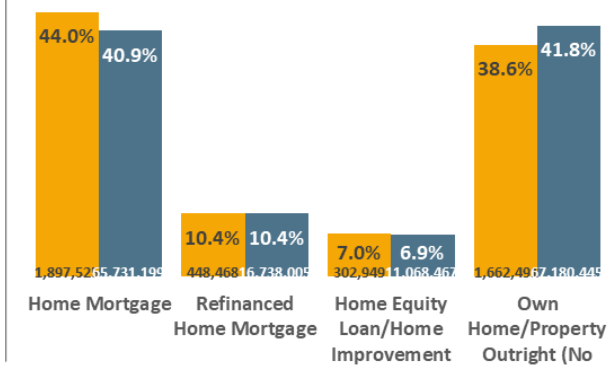
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *3,488*

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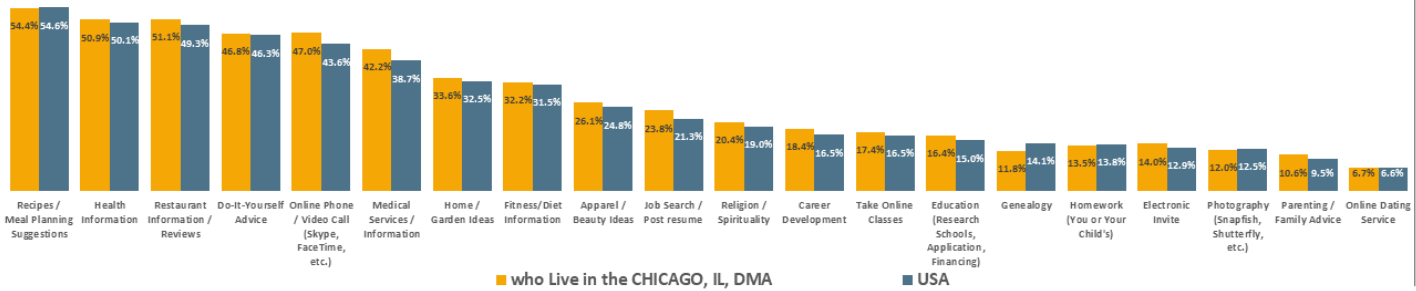
USA Jan23-Oct23 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,362*



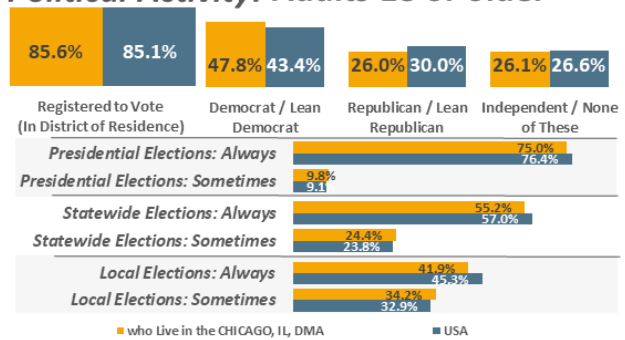
Chicago, IL, DMA
P18+

2.9% or 7,557,196 of USA Adults 18 or older Live in the CHICAGO, IL, DMA.
Adults 18 or older who Live in the CHICAGO, IL, DMA are 1.% more likely to look up D-I-Y advice online, 7.3% less likely to always vote in local elections, 5.6% more likely to belong to a gym, .1% more likely to fly domestic past yr.

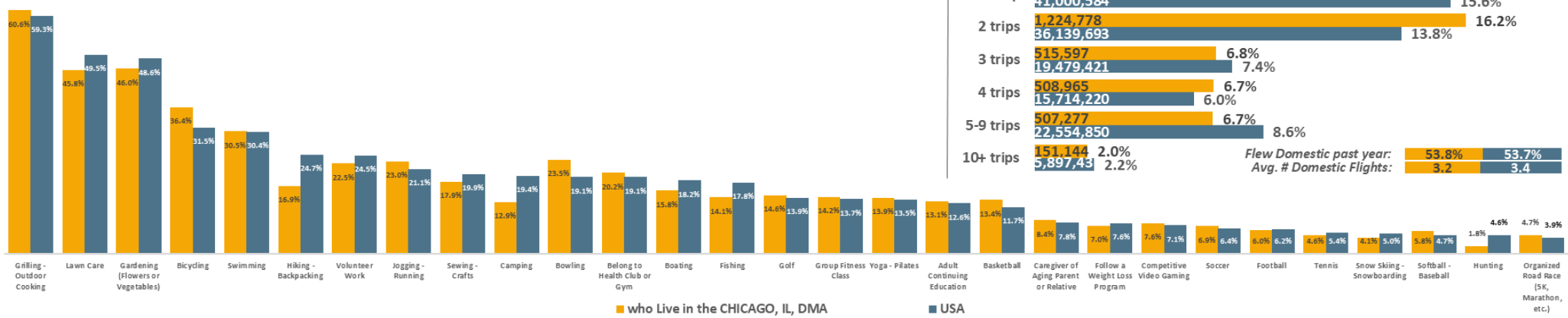
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,488

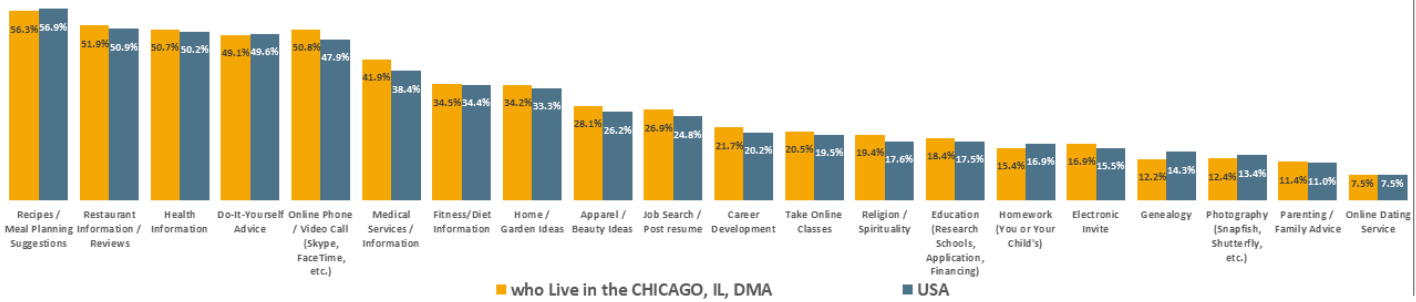
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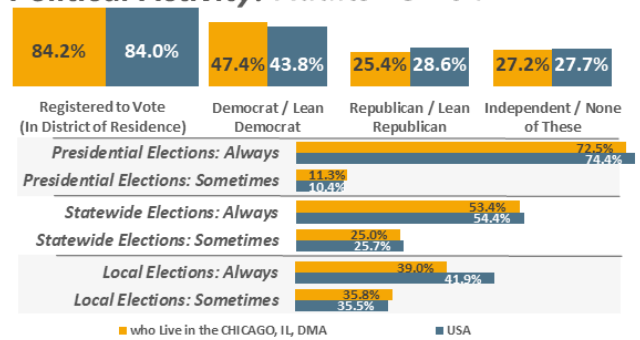
Chicago, IL, DMA
P25-64

2.9% or 5,046,032 of USA Adults 25 - 64 Live in the CHICAGO, IL, DMA.
Adults 25 - 64 who Live in the CHICAGO, IL, DMA are 1.% less likely to look up D-I-Y advice online, 6.8% less likely to always vote in local elections, 6.7% more likely to belong to a gym, 1.8% less likely to fly domestic past yr.

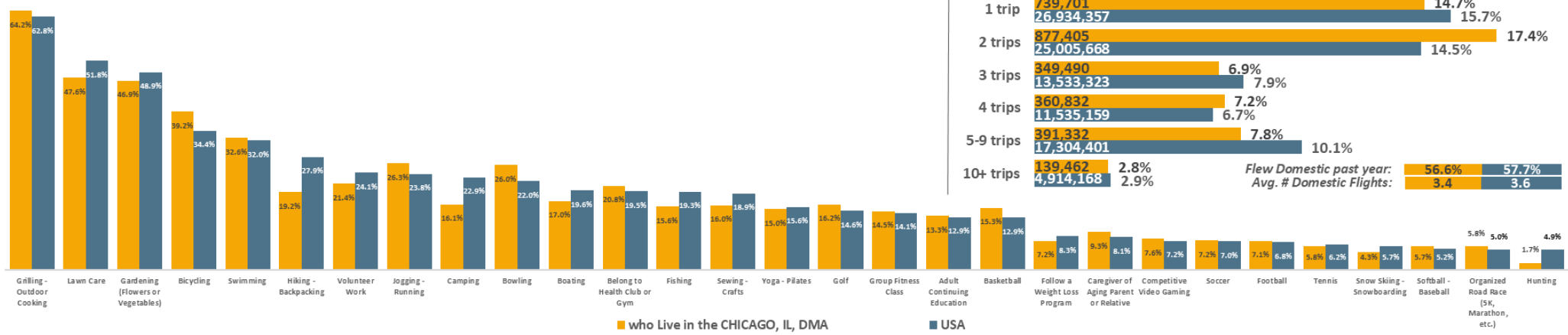
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



Political Activity: Adults 25 - 64



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



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

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,488

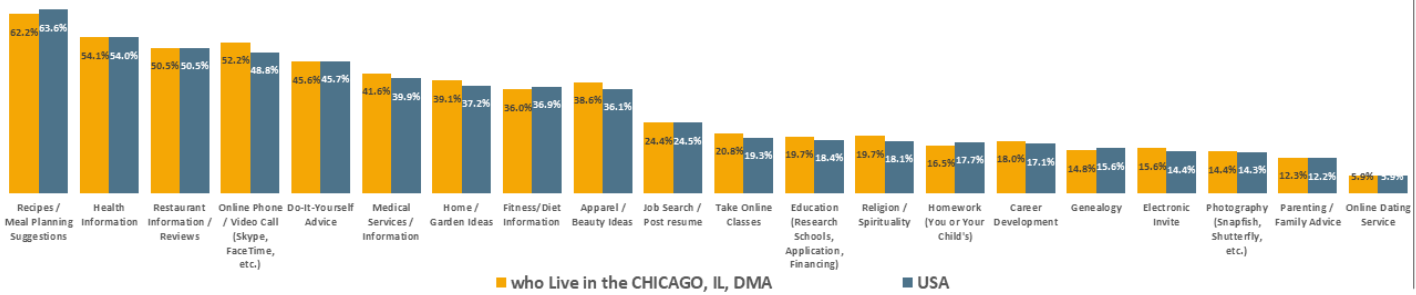
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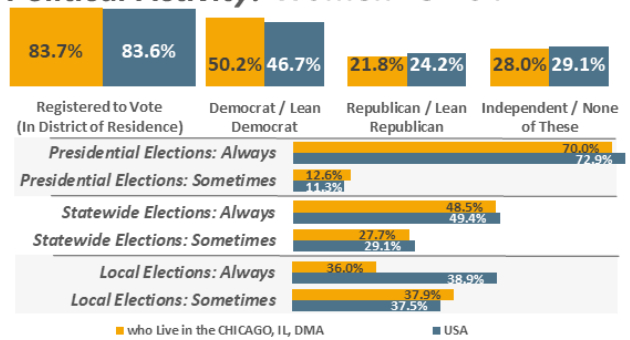
Chicago, IL, DMA
W25-64

3.% or 2,552,458 of USA Women 25 - 64 Live in the CHICAGO, IL, DMA.
Women 25 - 64 who Live in the CHICAGO, IL, DMA are .3% less likely to look up D-I-Y advice online, 7.4% less likely to always vote in local elections, 13.2% more likely to belong to a gym, 3.5% less likely to fly domestic past yr.

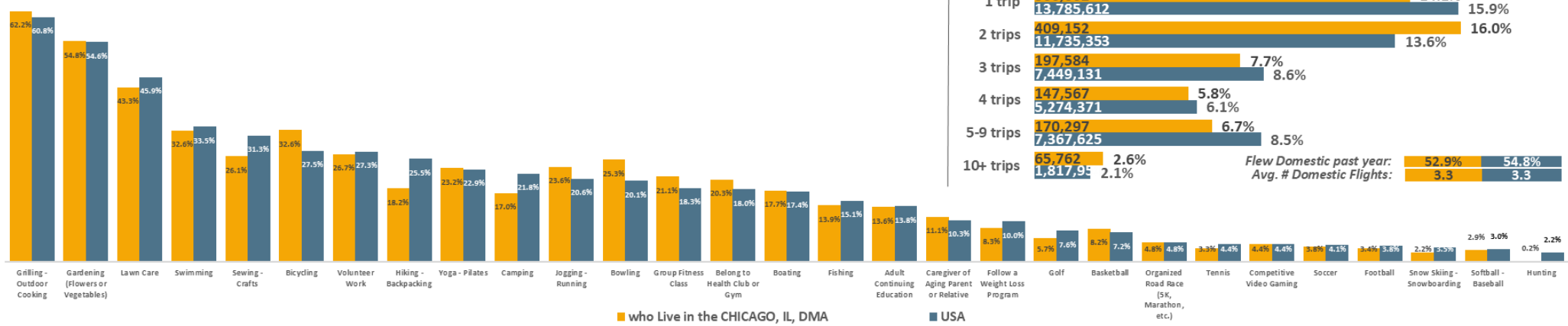
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 64



Political Activity: Women 25 - 64



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



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

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,488

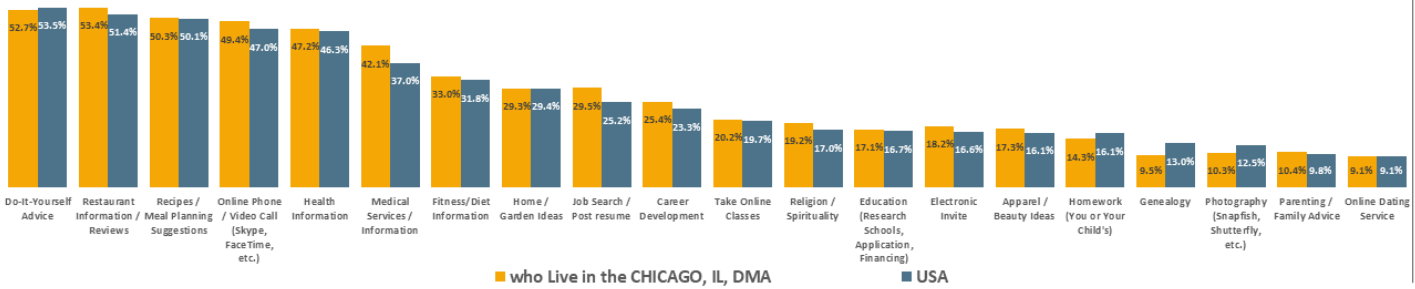
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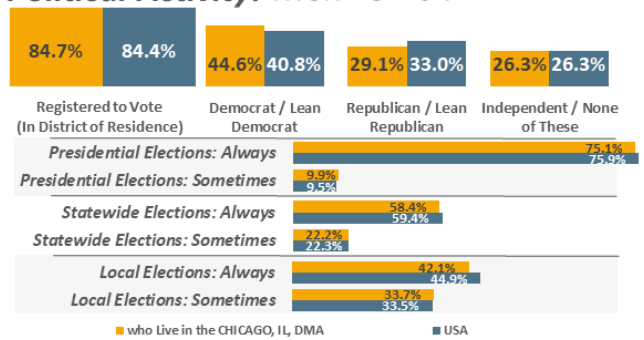
Chicago, IL, DMA
M25-64

2.9% or 2,493,574 of USA Men 25 - 64 Live in the CHICAGO, IL, DMA.
Men 25 - 64 who Live in the CHICAGO, IL, DMA are 1.4% less likely to look up D-I-Y advice online, 6.2% less likely to always vote in local elections, 1.% more likely to belong to a gym, .1% less likely to fly domestic past yr.

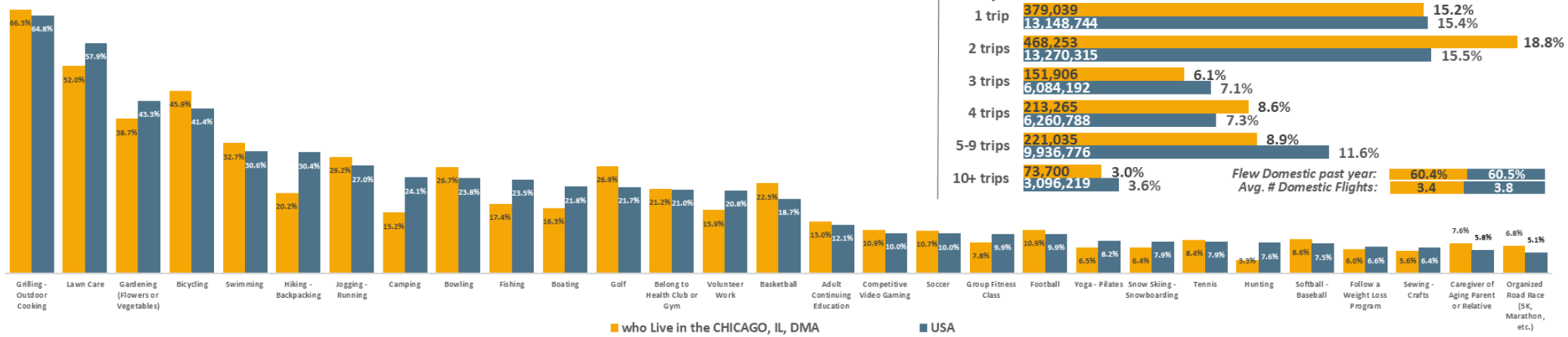
Top-20 past 30-days Online Lifestyle Activites: Men 25 - 64



Political Activity: Men 25 - 64



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



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

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,488

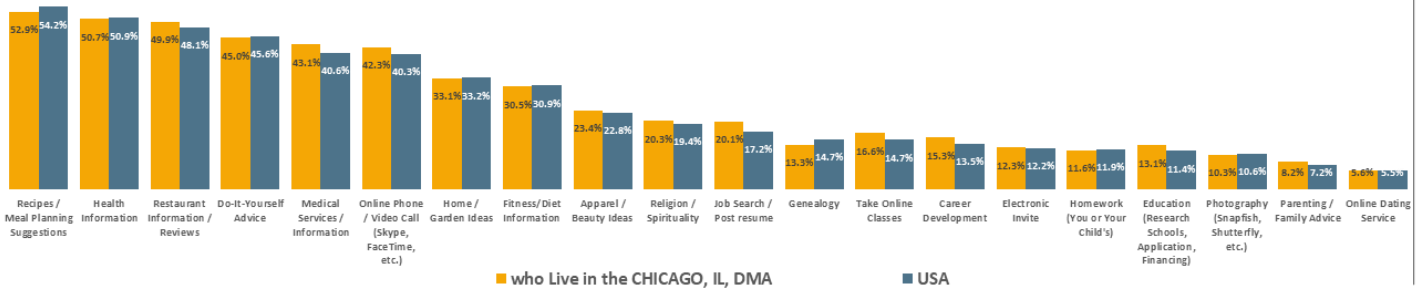
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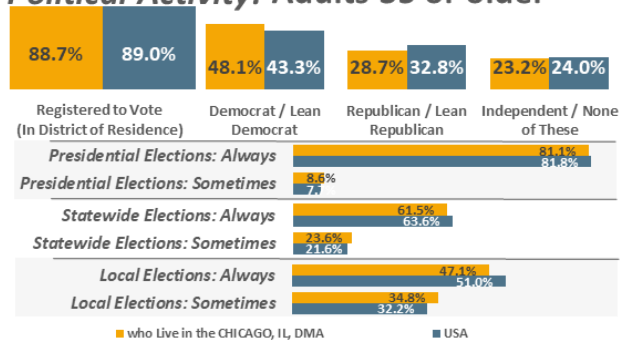
Chicago, IL, DMA
P35+

2.9% or 5,369,364 of USA Adults 35 or older Live in the CHICAGO, IL, DMA.
Adults 35 or older who Live in the CHICAGO, IL, DMA are 1.2% less likely to look up D-I-Y advice online, 7.7% less likely to always vote in local elections, 1.2% more likely to belong to a gym, 1.% less likely to fly domestic past yr.

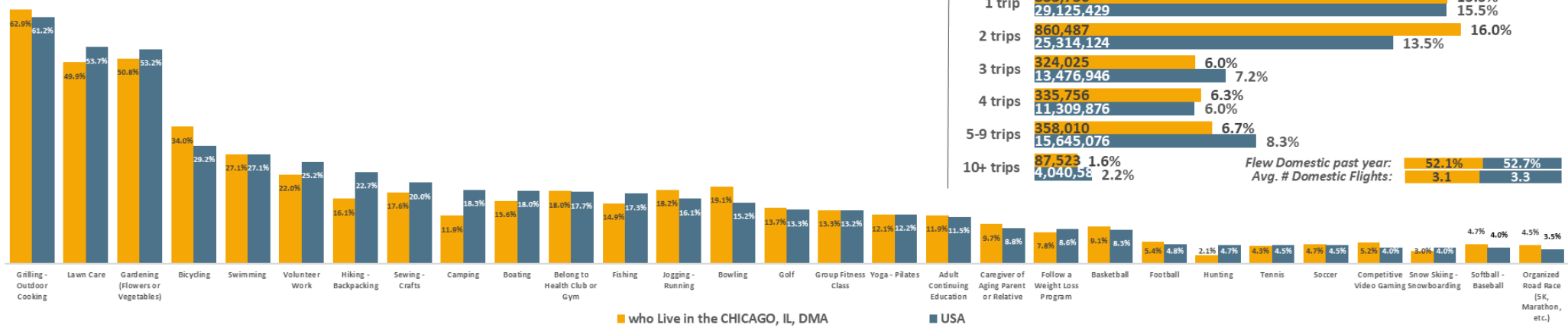
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



Political Activity: Adults 35 or older



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



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

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,488

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Chicago, IL, DMA
P18+

2.9% or 7,557,196 of USA Adults 18 or older Live in the CHICAGO, IL, DMA.
Adults 18 or older who Live in the CHICAGO, IL, DMA are 2.6% more likely to use QSRs past mo., .8% less likely to use Sit-Down Restaurants past mo., 18.5% less likely to use Casinos past yr., 10.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
90.9% 6,865,933
88.6% 232,243,670

Avg. Monthly QSR Meals:
7.0
6.5

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



Total Monthly Sit-Down Restaurant Users:
75.7% 5,724,044
76.3% 200,103,900

Avg. Monthly Sit-Down Restaurant Meals:
4.1
4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



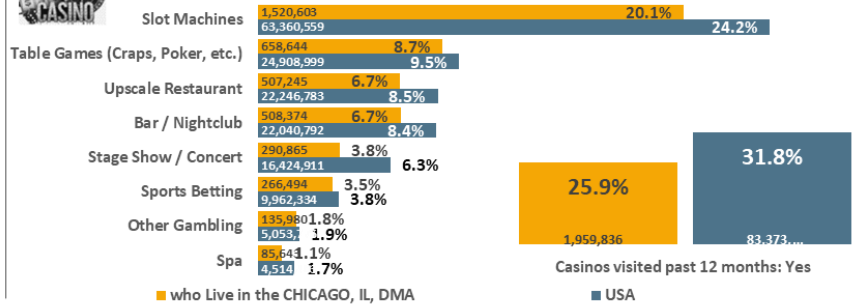
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the CHICAGO, IL, DMA 1,511,418 20.0%
USA 17.4%

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: Jan23-Feb24* *Qual Intab* *3,488*

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Chicago, IL, DMA
P25-64

2.9% or 5,046,032 of USA Adults 25 - 64 Live in the CHICAGO, IL, DMA.
Adults 25 - 64 who Live in the CHICAGO, IL, DMA are 3.2% more likely to use QSRs past mo., .1% more likely to use Sit-Down Restaurants past mo., 20.6% less likely to use Casinos past yr., 9.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users:
92.8%
4,682,875
89.9%
154,742,9
96

Avg. Monthly QSR Meals:
7.0
6.6

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



Total Monthly Sit-Down Restaurant Users:
76.9%
3,882,576
76.9%
132,243,8
51

Avg. Monthly Sit-Down Restaurant Meals:
4.2
4.0

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



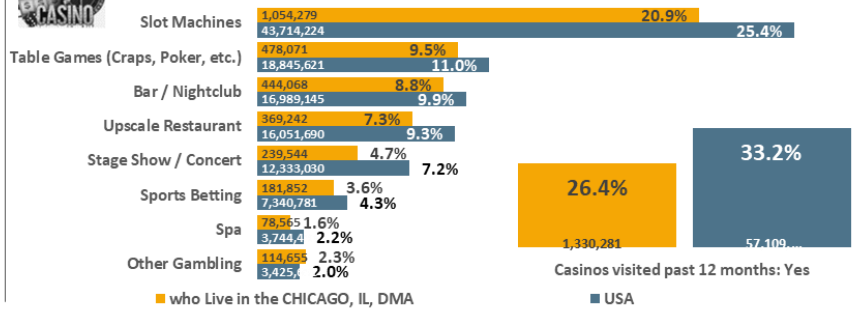
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the CHICAGO, IL, DMA 1,153,374 22.9%
USA 20.0%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *3,488*

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Chicago, IL, DMA
W25-64

3.% or 2,552,458 of USA Women 25 - 64 Live in the CHICAGO, IL, DMA.
Women 25 - 64 who Live in the CHICAGO, IL, DMA are 2.2% more likely to use QSRs past mo., 1.8% less likely to use Sit-Down Restaurants past mo., 23.% less likely to use Casinos past yr., 10.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 64

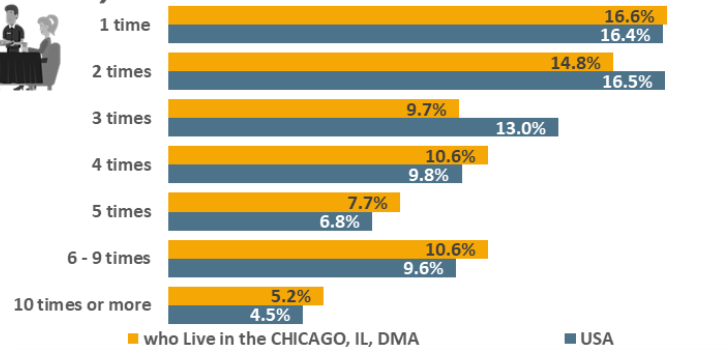


Total Monthly QSR Users:
92.8%
2,368,204
90.8%
78,529,51
2

Avg. Monthly QSR Meals:
7.0
6.5

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





Total Monthly Sit-Down Restaurant Users:
75.2%
1,918,310
76.5%
66,174,11
3

Avg. Monthly Sit-Down Restaurant Meals:
4.2
3.9

Top-10 Cuisines: Women 25 - 64

(Sit-Down Restaurants Used Past 30-days)



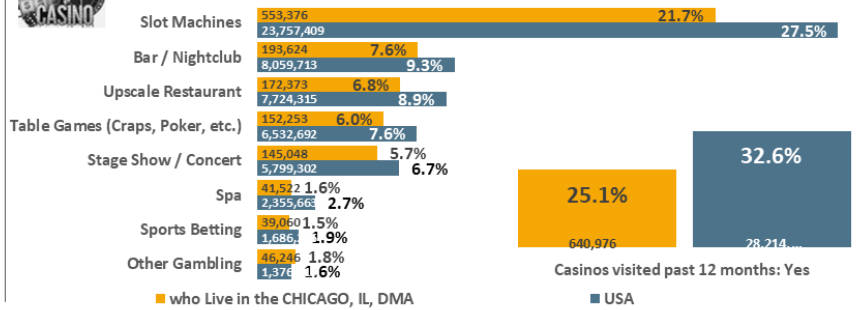
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the CHICAGO, IL, DMA 583,226 22.8%
USA 16,025,784 20.8%

Drank Past 30-days: Women 25 - 64



Past 12 months Casino Activities: Women 25 - 64





Used Past 30-days: Women 25 - 64



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Chicago, IL, DMA
M25-64

2.9% or 2,493,574 of USA Men 25 - 64 Live in the CHICAGO, IL, DMA.
Men 25 - 64 who Live in the CHICAGO, IL, DMA are 4.2% more likely to use QSRs past mo., 2.% more likely to use Sit-Down Restaurants past mo., 18.1% less likely to use Casinos past yr., 7.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Men 25 - 64



Total Monthly QSR Users:
92.8%
2,314,671
89.1%
76,213,484

Avg. Monthly QSR Meals:
7.0
6.7

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



Total Monthly Sit-Down Restaurant Users:
78.8%
1,964,266
77.2%
66,069,738

Avg. Monthly Sit-Down Restaurant Meals:
4.2
4.1

Top-10 Cuisines: Men 25 - 64

(Sit-Down Restaurants Used Past 30-days)



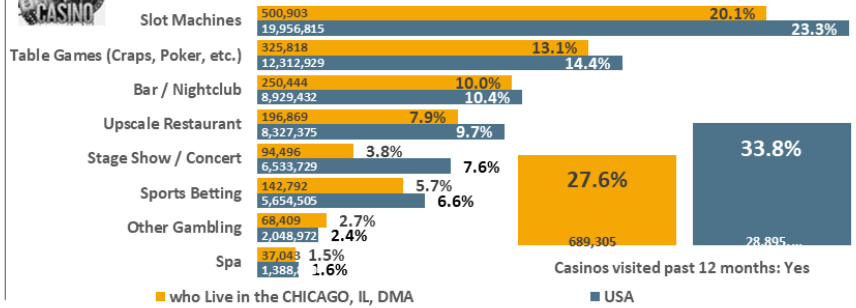
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the CHICAGO, IL, DMA 570,148 22.9%
USA 19.1%

Drank Past 30-days: Men 25 - 64



Past 12 months Casino Activities: Men 25 - 64





Used Past 30-days: Men 25 - 64



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Chicago, IL, DMA
P35+

2.9% or 5,369,364 of USA Adults 35 or older Live in the CHICAGO, IL, DMA.
Adults 35 or older who Live in the CHICAGO, IL, DMA are 2.9% more likely to use QSRs past mo., 3.7% less likely to use Sit-Down Restaurants past mo., 17.5% less likely to use Casinos past yr., 23.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 or older



Total Monthly QSR Users: 89.6% 4,812,169 | 87.1% 163,468,728

Avg. Monthly QSR Meals: 6.7 | 6.1

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



Total Monthly Sit-Down Restaurant Users: 73.3% 3,934,739 | 76.1% 142,830,278

Avg. Monthly Sit-Down Restaurant Meals: 4.1 | 4.0

Top-10 Cuisines: Adults 35 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Live in the CHICAGO, IL, DMA 828,183 15.4%

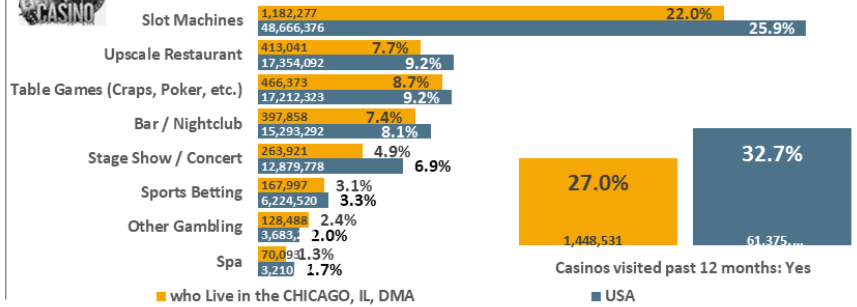
USA 13.2%

Drank Past 30-days: Adults 35 or older



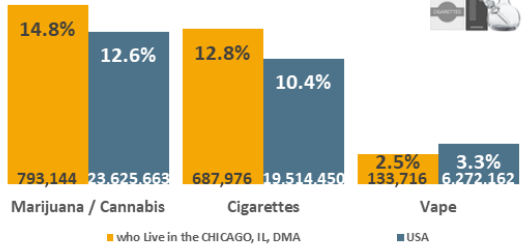
Past 12 months Casino Activities: Adults 35 or older





Used Past 30-days: Adults 35 or older





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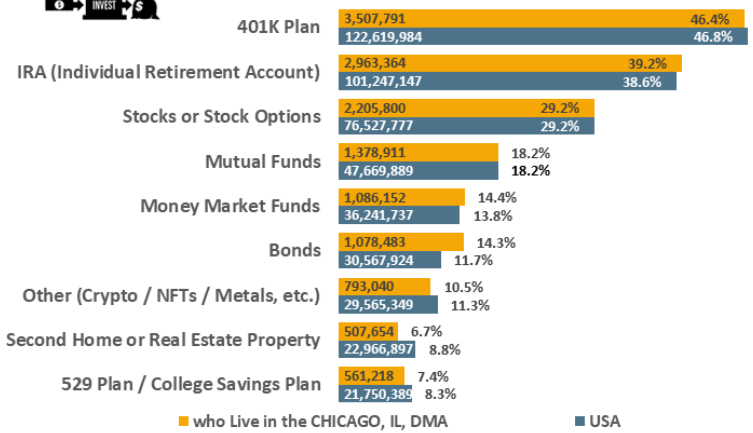


Chicago, IL, DMA
P18+

2.9% or 7,557,196 of USA Adults 18 or older Live in the CHICAGO, IL, DMA.
Adults 18 or older who Live in the CHICAGO, IL, DMA are .8% less likely to have a 401K, 17.7% less likely to have an Auto Loan, 4.9% more likely to Invest/Trade Stocks Online, 3.8% less likely to pay with their Debit Card.

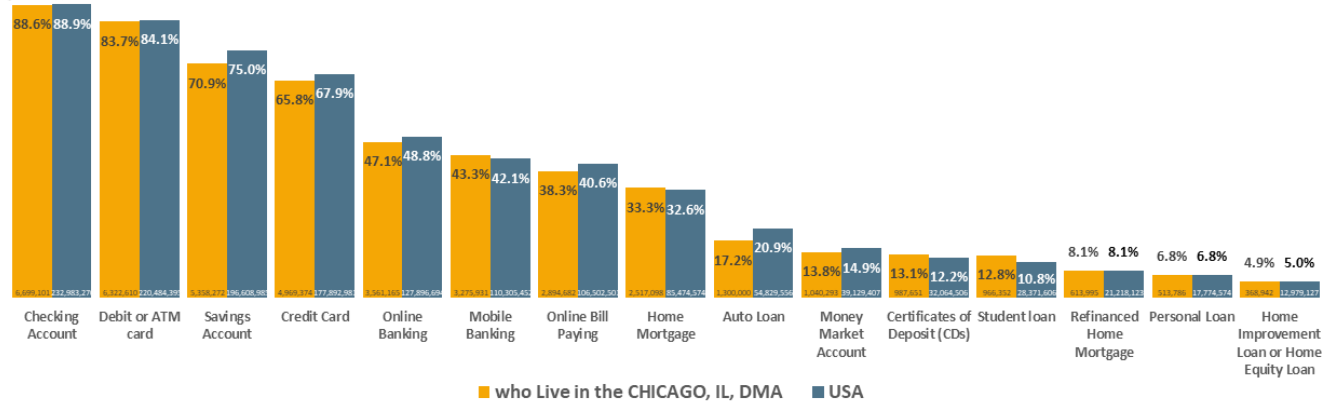
Investments Owned: Adults 18 or older



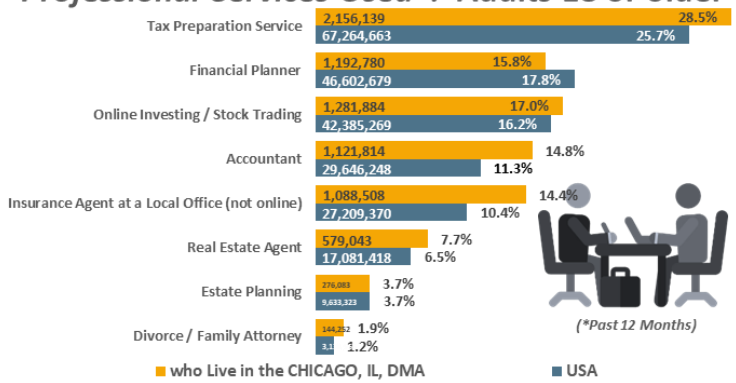


Financial Services Has and/or Uses: Adults 18 or older



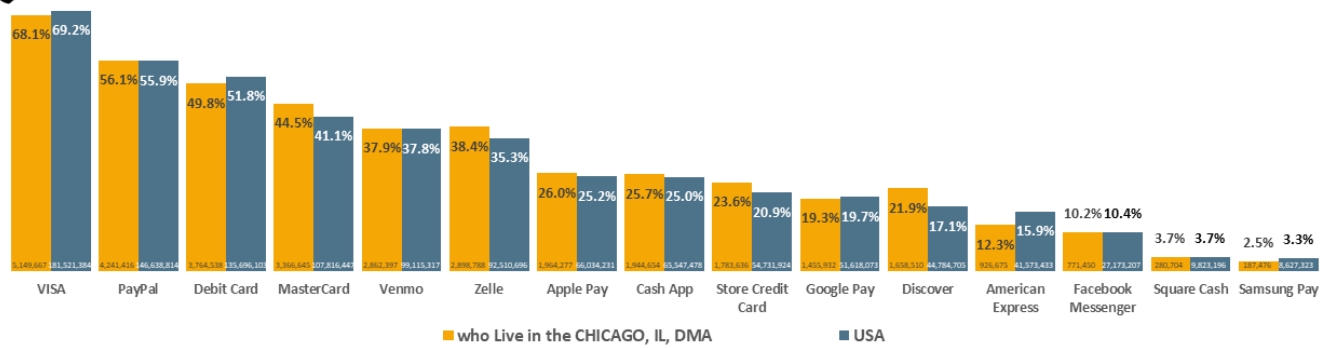


Professional Services Used:* Adults 18 or older



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





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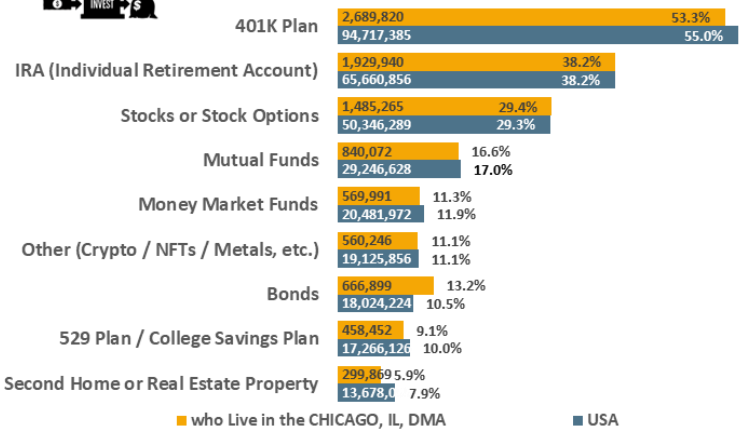


Chicago, IL, DMA
P25-64

2.9% or 5,046,032 of USA Adults 25 - 64 Live in the CHICAGO, IL, DMA.
Adults 25 - 64 who Live in the CHICAGO, IL, DMA are 3.2% less likely to have a 401K, 19.5% less likely to have an Auto Loan, 1.7% more likely to Invest/Trade Stocks Online, 2.5% less likely to pay with their Debit Card.

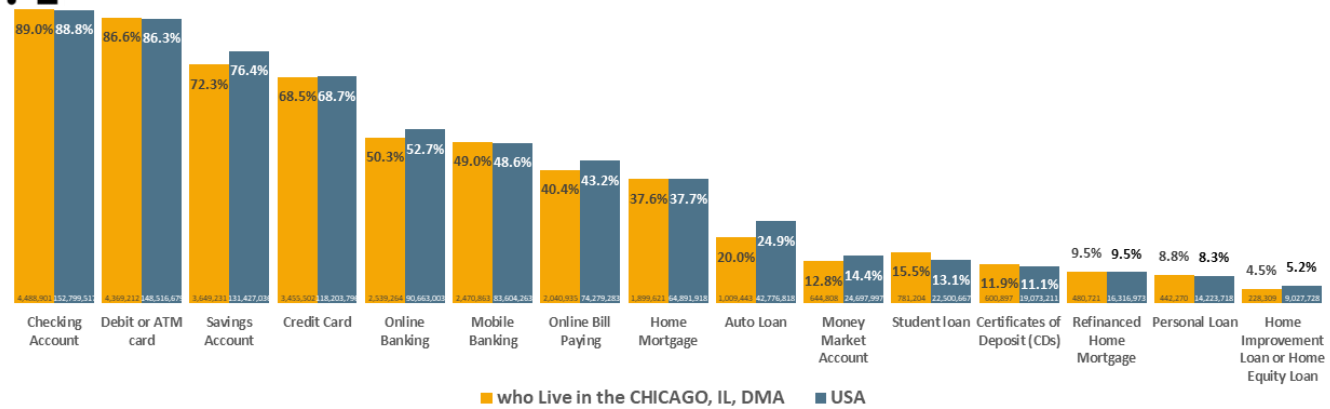
Investments Owned: Adults 25 - 64





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





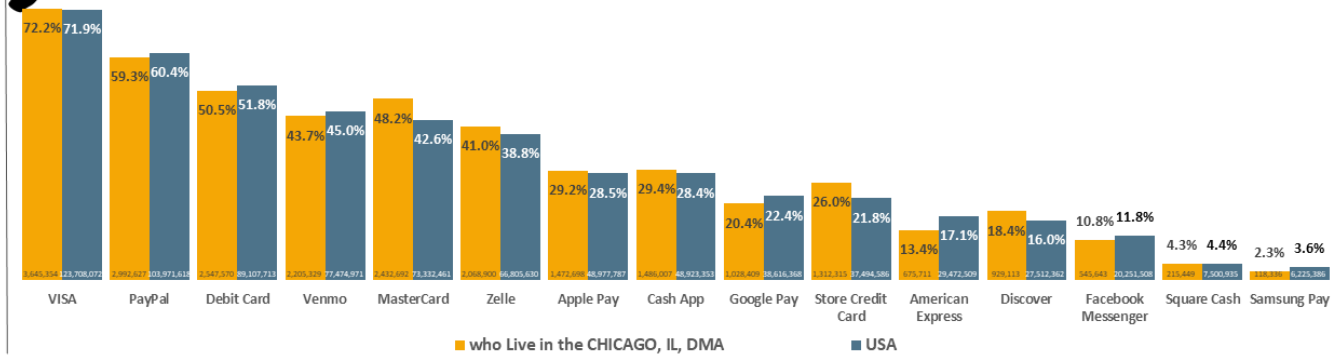
Professional Services Used:* Adults 25 - 64



*(*Past 12 Months)*

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





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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362

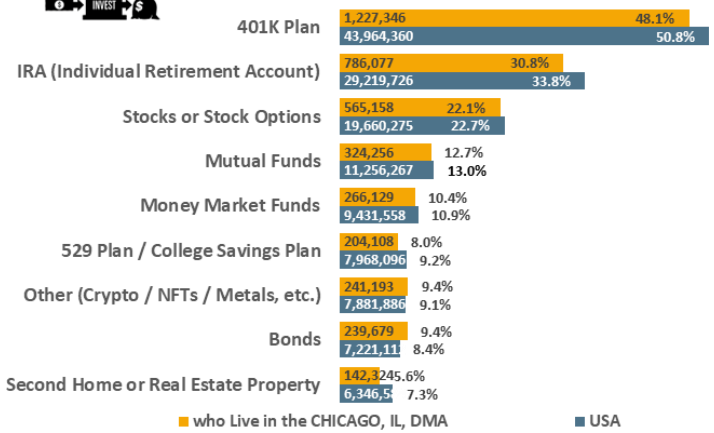


Chicago, IL, DMA
W25-64

3.% or 2,552,458 of USA Women 25 - 64 Live in the CHICAGO, IL, DMA.
Women 25 - 64 who Live in the CHICAGO, IL, DMA are 5.4% less likely to have a 401K, 21.8% less likely to have an Auto Loan, 6.4% more likely to Invest/Trade Stocks Online, 1.8% less likely to pay with their Debit Card.

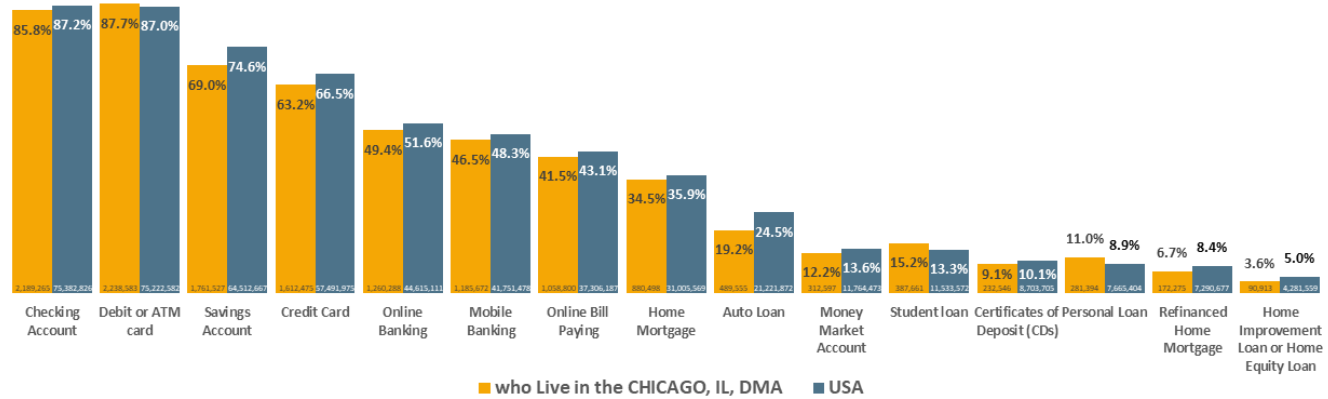
Investments Owned: Women 25 - 64





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





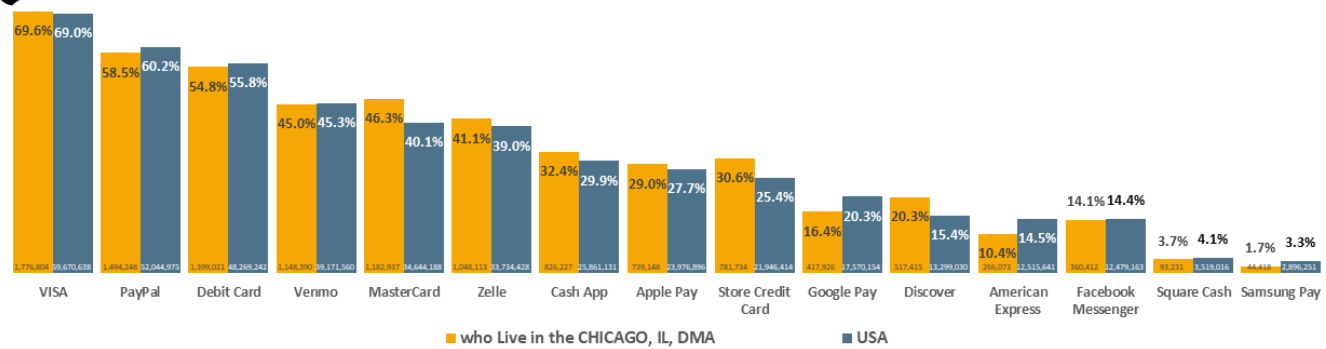
Professional Services Used:* Women 25 - 64



*(*Past 12 Months)*

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





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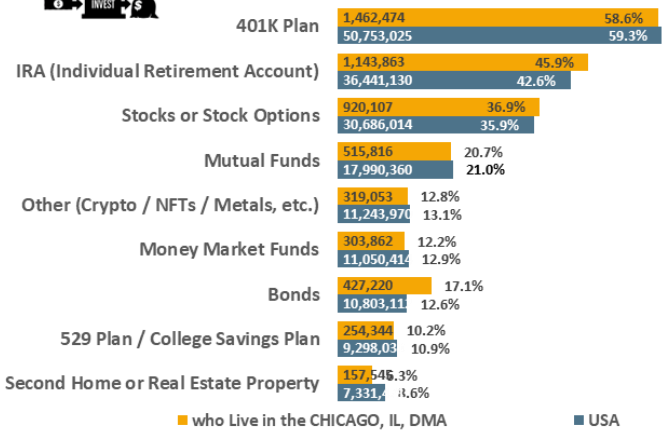


Chicago, IL, DMA
M25-64

2.9% or 2,493,574 of USA Men 25 - 64 Live in the CHICAGO, IL, DMA.
Men 25 - 64 who Live in the CHICAGO, IL, DMA are 1.1% less likely to have a 401K, 17.2% less likely to have an Auto Loan, .5% less likely to Invest/Trade Stocks Online, 3.5% less likely to pay with their Debit Card.

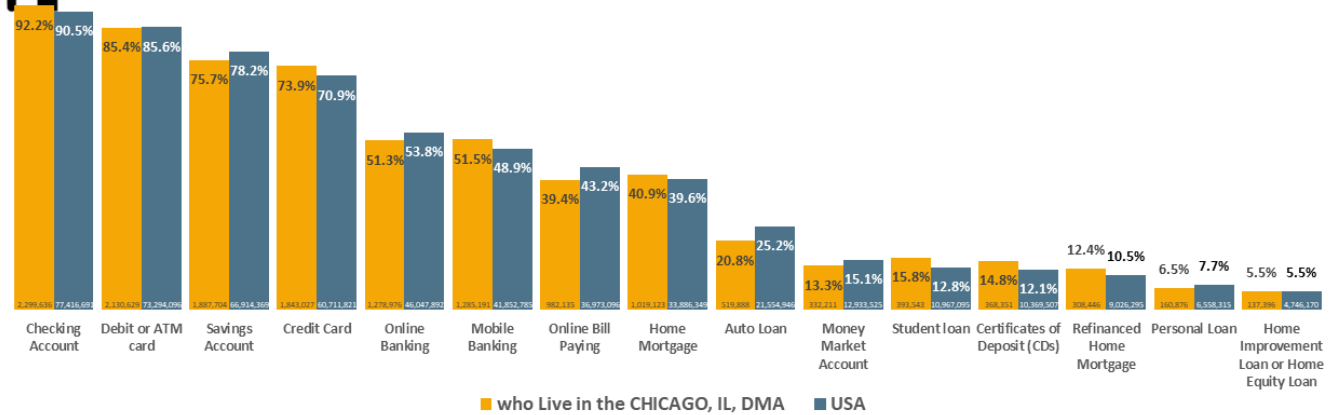
Investments Owned: Men 25 - 64





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





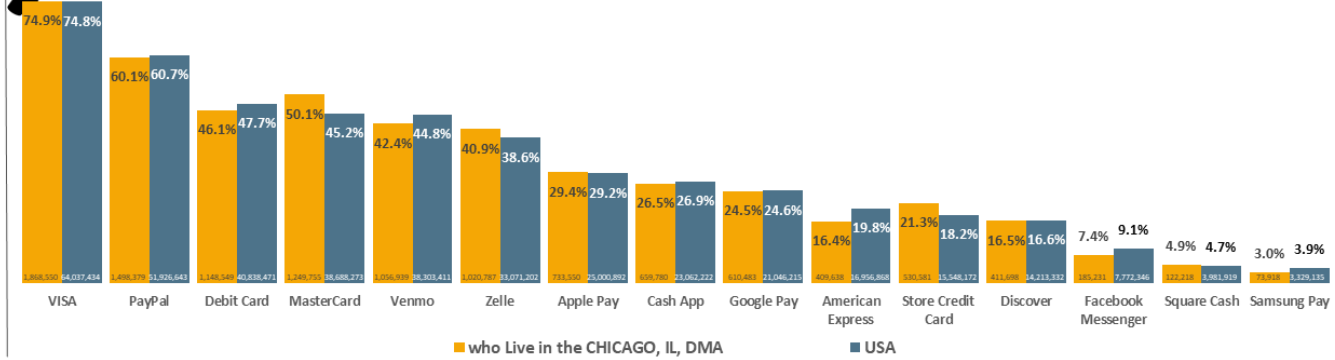
Professional Services Used:* Men 25 - 64



*(*Past 12 Months)*

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





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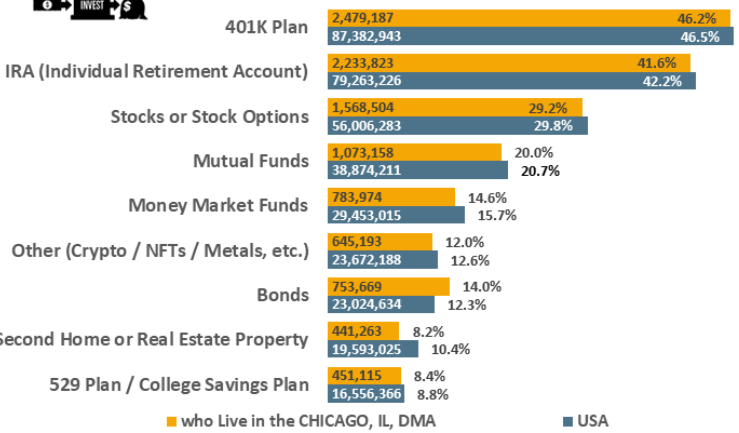


Chicago, IL, DMA
P35+

2.9% or 5,369,364 of USA Adults 35 or older Live in the CHICAGO, IL, DMA.
Adults 35 or older who Live in the CHICAGO, IL, DMA are .8% less likely to have a 401K, 20.7% less likely to have an Auto Loan, .7% less likely to Invest/Trade Stocks Online, 3.3% less likely to pay with their Debit Card.

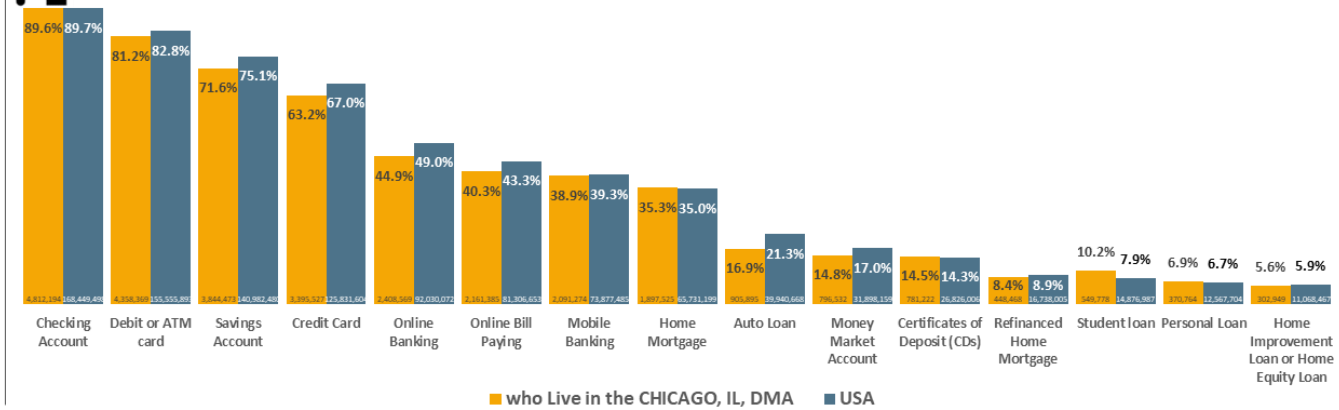
Investments Owned: Adults 35 or older



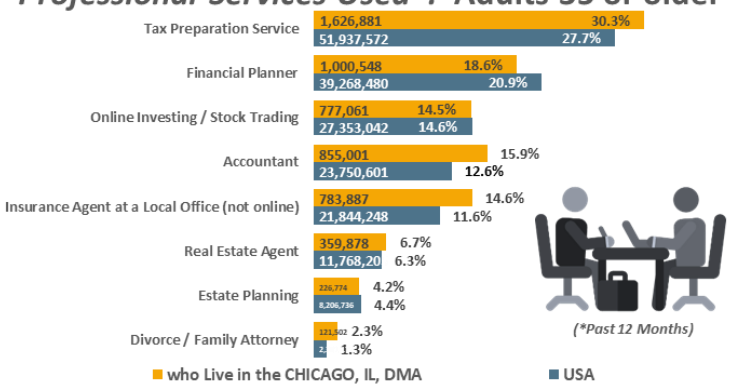


Financial Services Has and/or Uses: Adults 35 or older





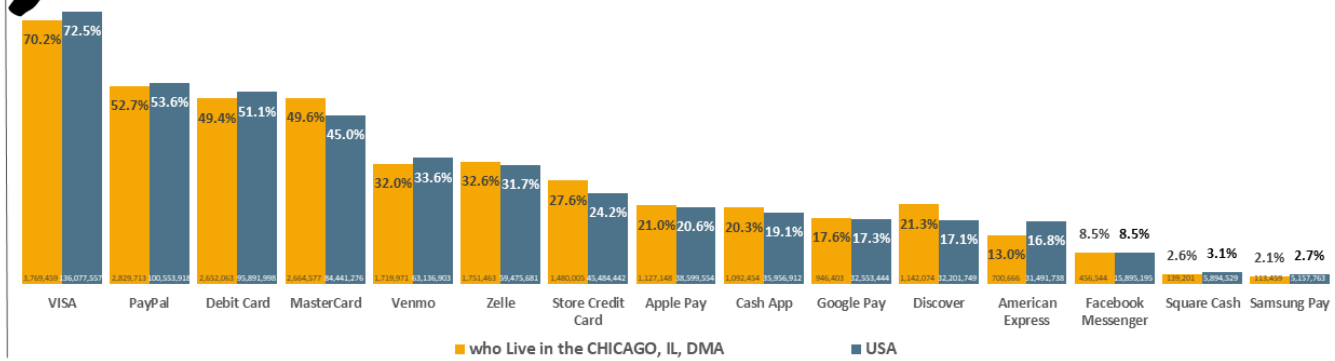
Professional Services Used:* Adults 35 or older



*(*Past 12 Months)*

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





USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,488

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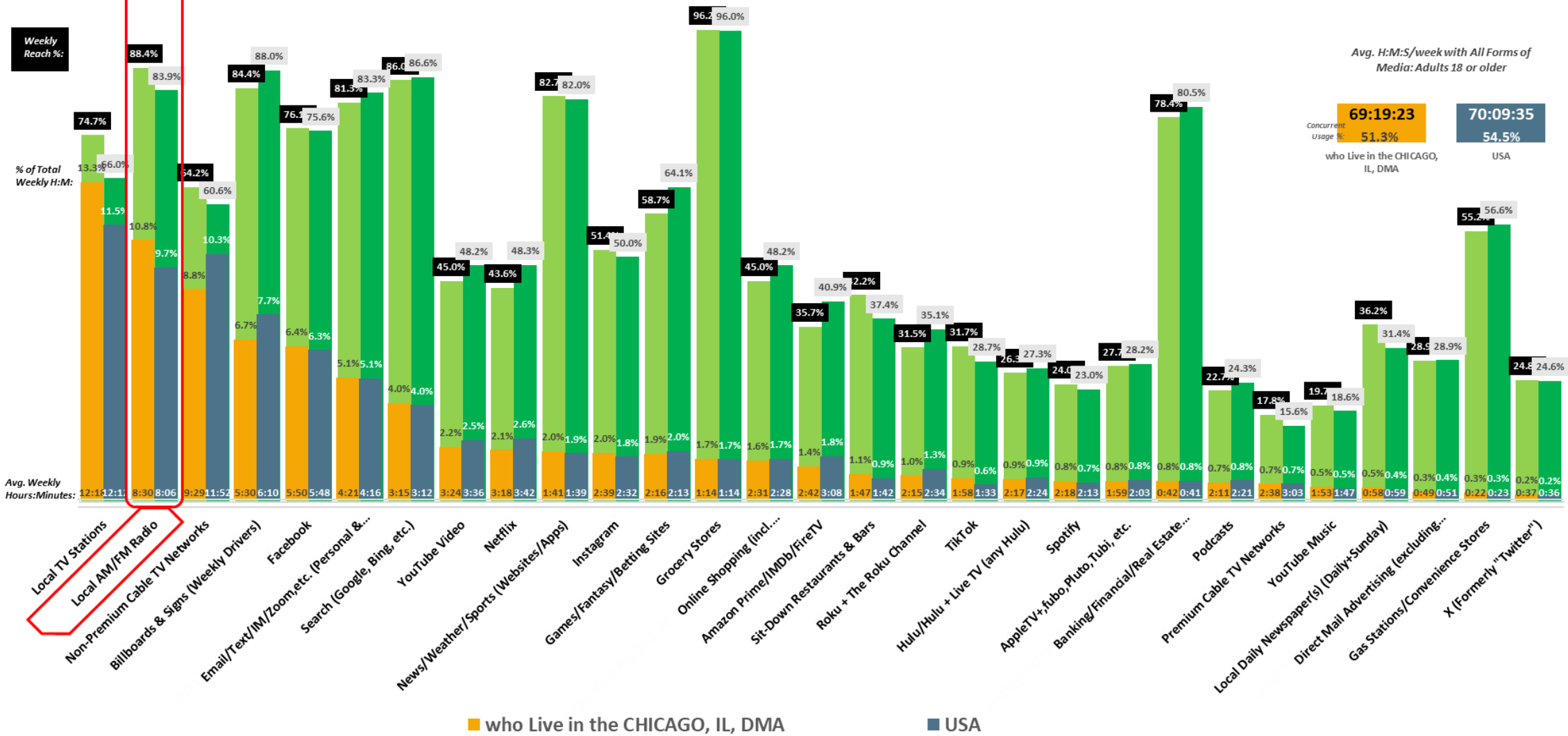
USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362



Chicago, IL, DMA
P18+

Adults 18 or older who Live in the CHICAGO, IL, DMA spend an average of 2 days, 21 hours, 19 minutes and 23 seconds each week with All Forms of Media.

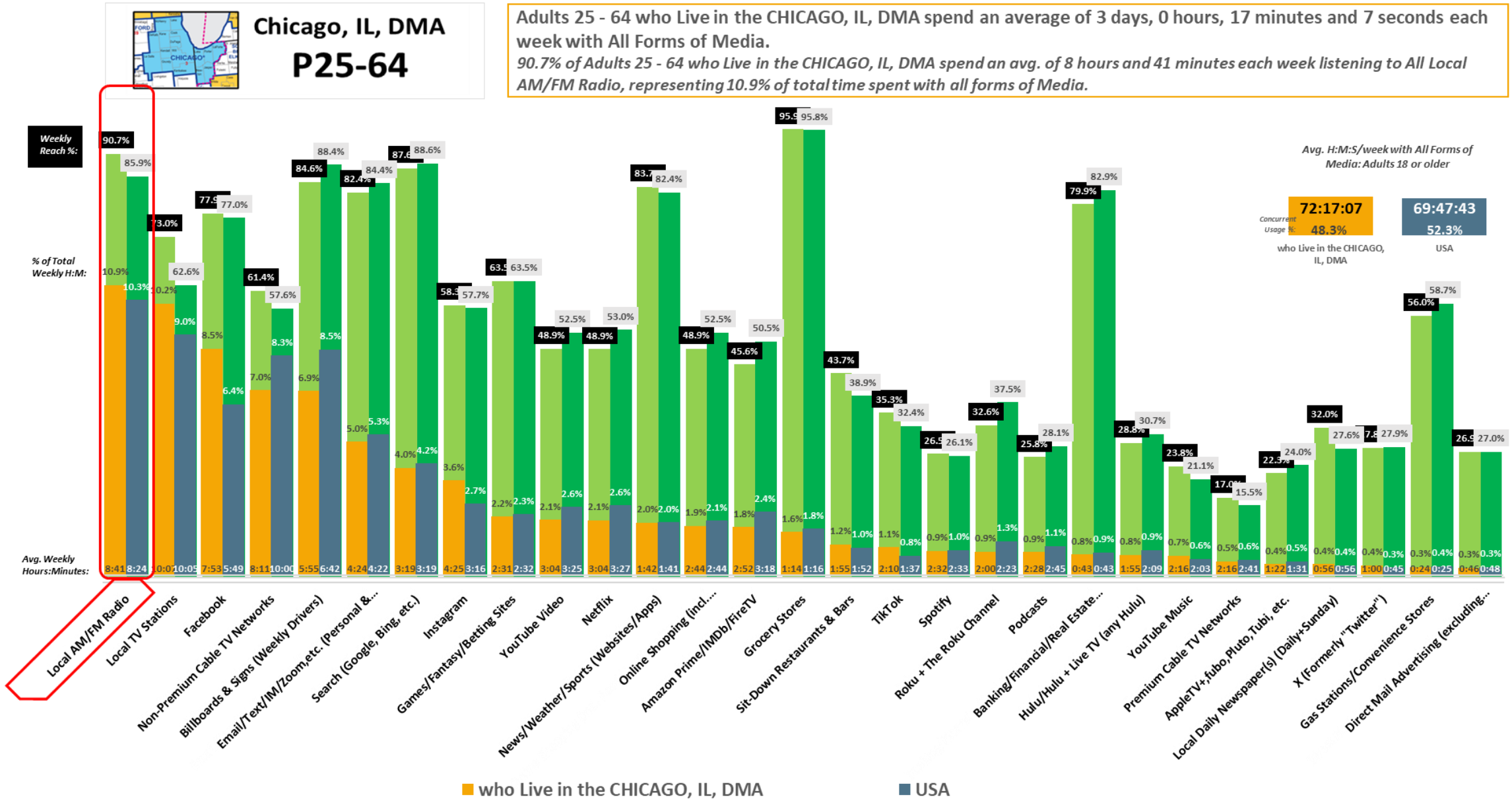
88.4% of Adults 18 or older who Live in the CHICAGO, IL, DMA spend an avg. of 8 hours and 30 minutes each week listening to All Local AM/FM Radio, representing 10.8% of total time spent with all forms of Media.



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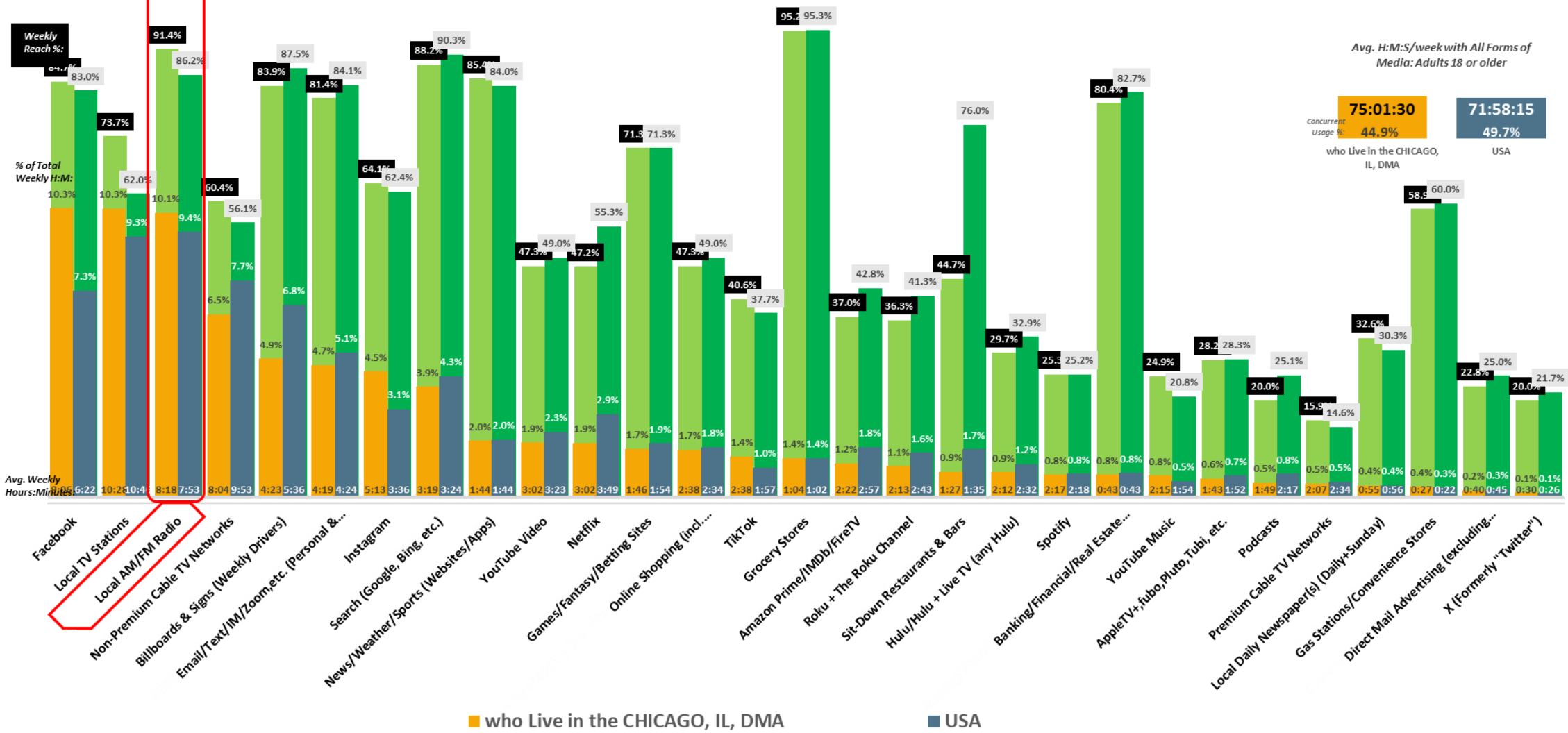
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Chicago, IL, DMA
W25-64

Women 25 - 64 who Live in the CHICAGO, IL, DMA spend an average of 3 days, 3 hours, 1 minutes and 30 seconds each week with All Forms of Media.

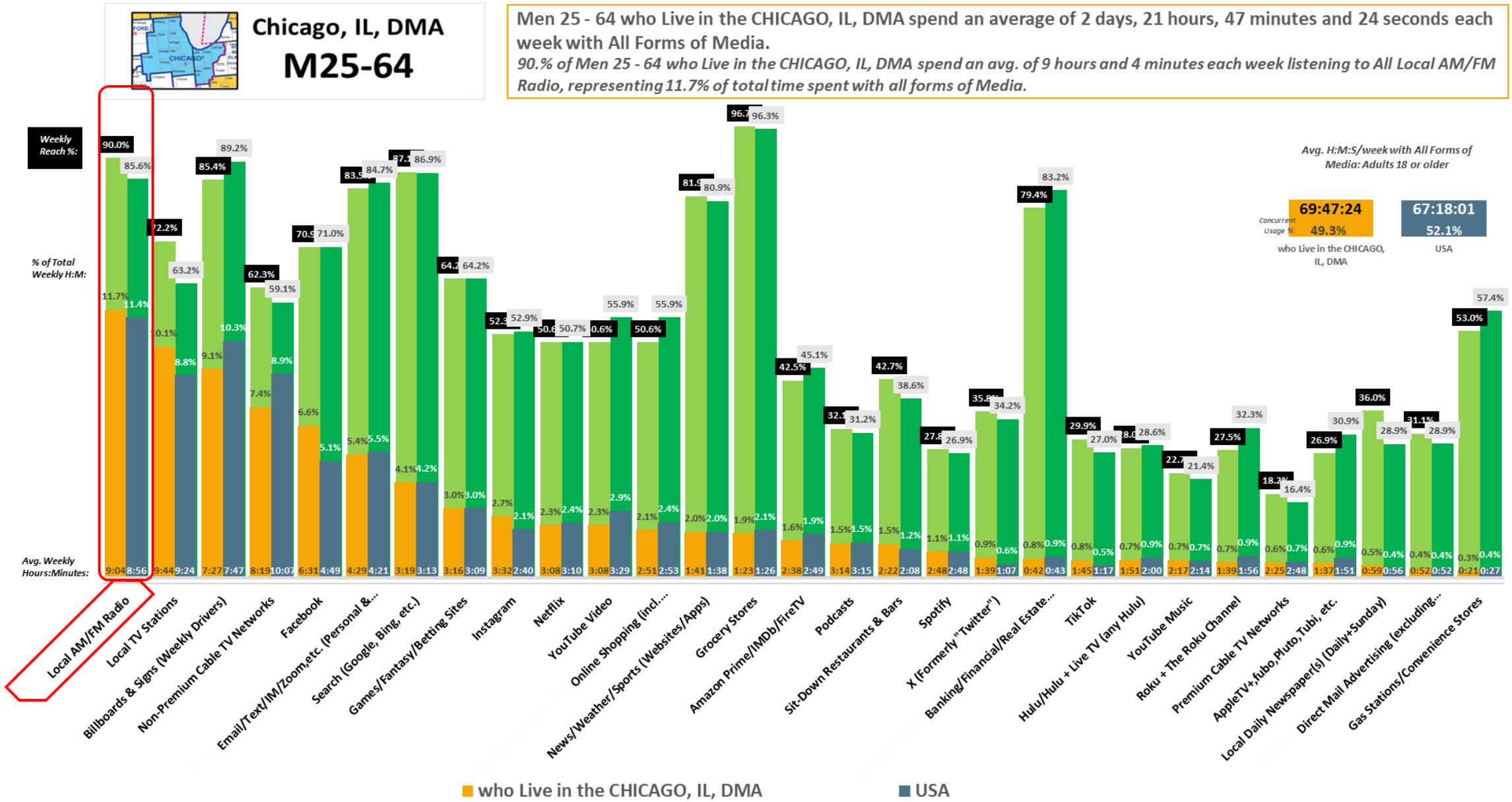
91.4% of Women 25 - 64 who Live in the CHICAGO, IL, DMA spend an avg. of 8 hours and 18 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.



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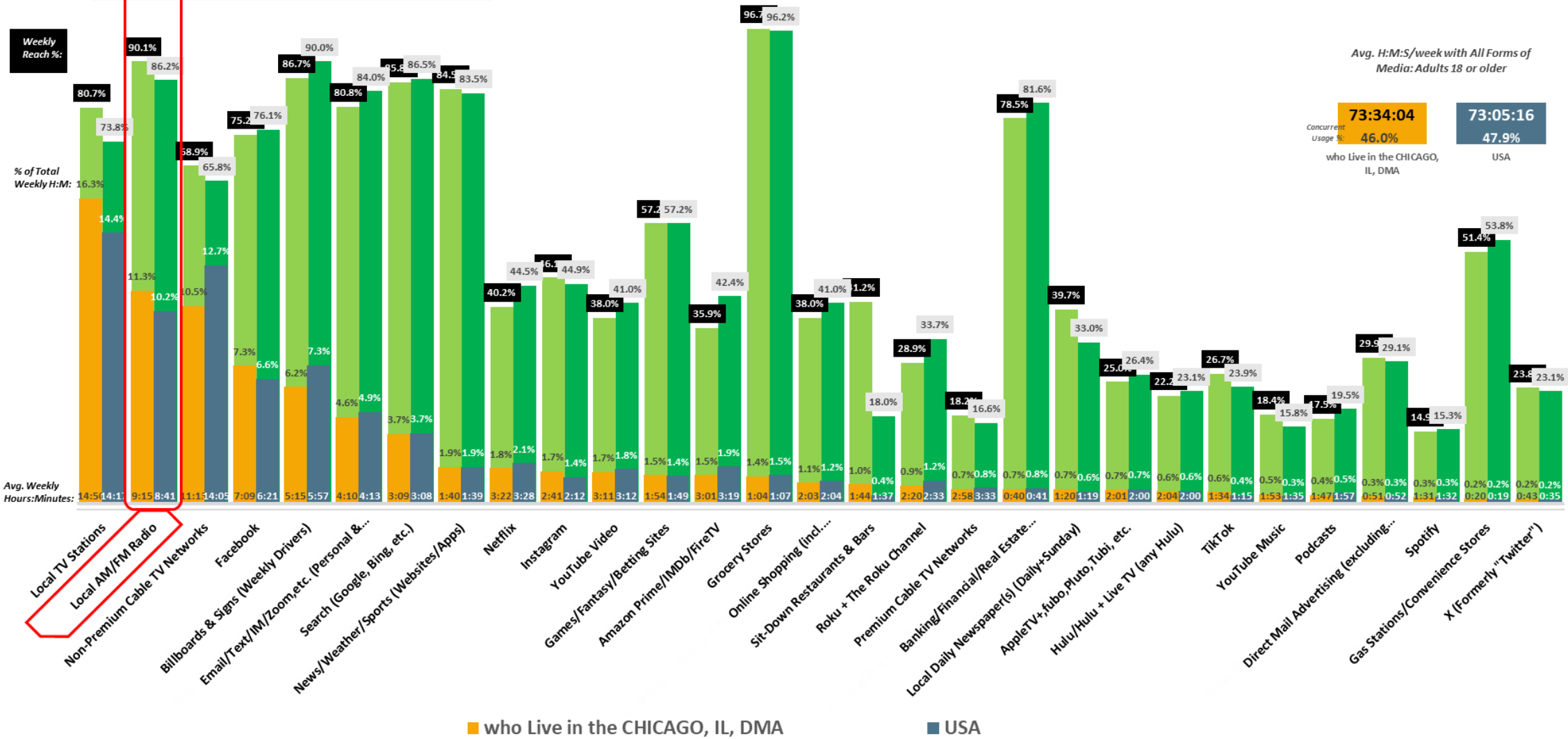
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Chicago, IL, DMA
P35+

Adults 35 or older who Live in the CHICAGO, IL, DMA spend an average of 3 days, 1 hours, 34 minutes and 4 seconds each week with All Forms of Media.

90.1% of Adults 35 or older who Live in the CHICAGO, IL, DMA spend an avg. of 9 hours and 15 minutes each week listening to All Local AM/FM Radio, representing 11.3% of total time spent with all forms of Media.

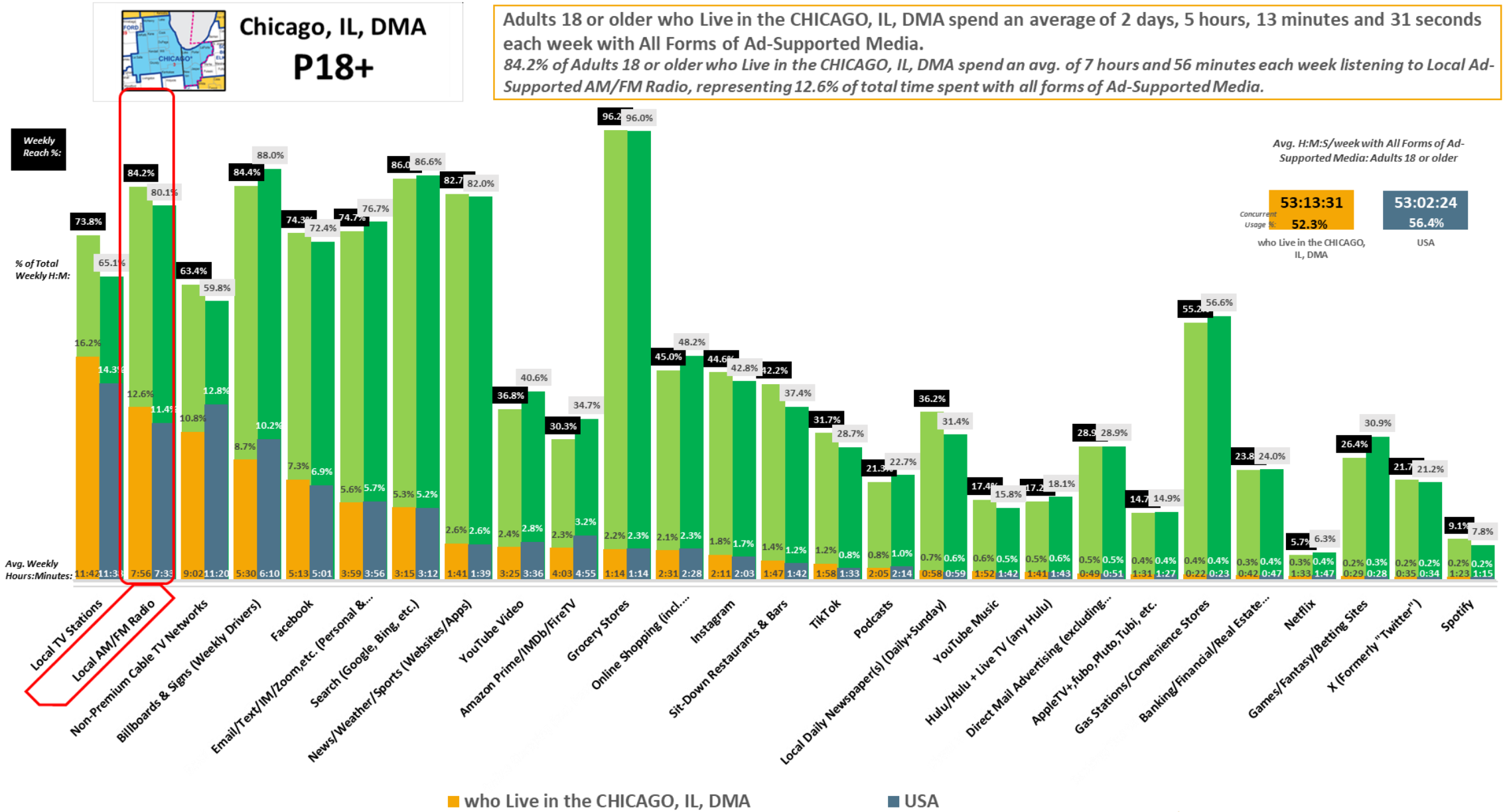


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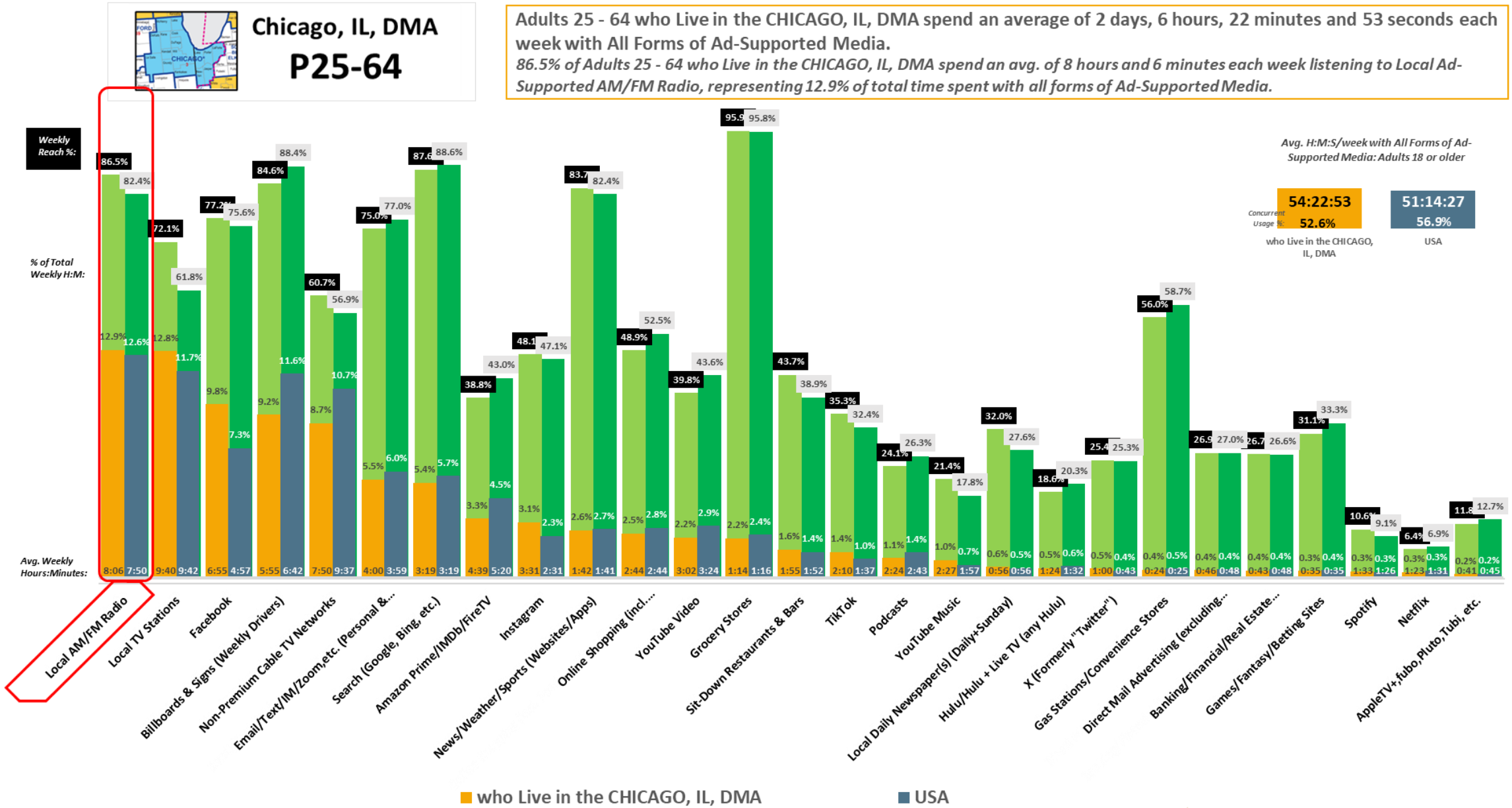
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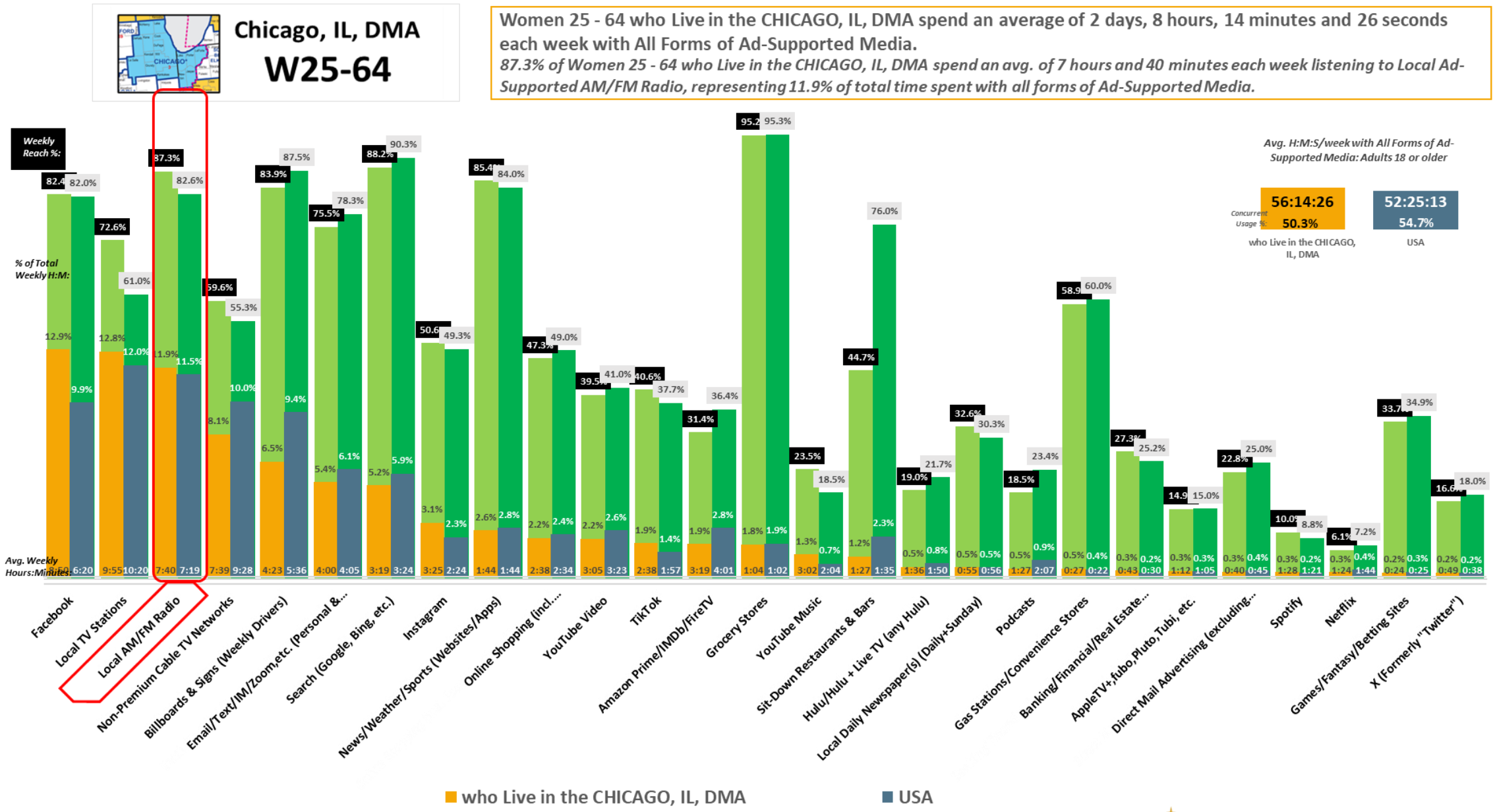
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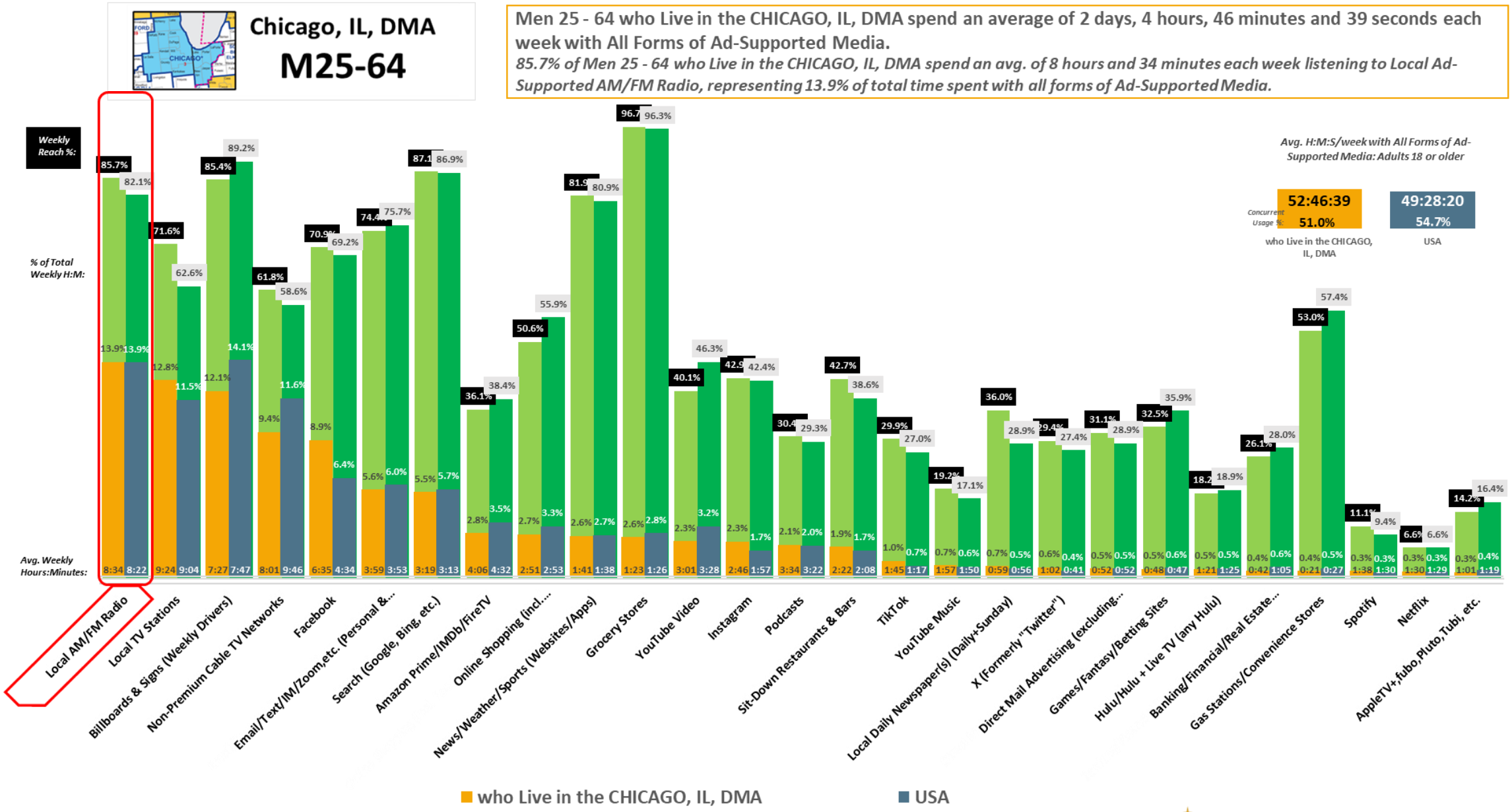
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Chicago, IL, DMA

P35+

Adults 35 or older who Live in the CHICAGO, IL, DMA spend an average of 2 days, 10 hours, 5 minutes and 38 seconds each week with All Forms of Ad-Supported Media.

85.% of Adults 35 or older who Live in the CHICAGO, IL, DMA spend an avg. of 8 hours and 37 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.6% of total time spent with all forms of Ad-Supported Media.

Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

	who Live in the CHICAGO, IL, DMA	USA
Concurrent Usage %:	47.5%	49.7%
	58:05:38	57:21:41

	Weekly Reach %:	% of Total Weekly H:M:	Avg. Weekly Hours:Minutes:
Local TV Stations	79.5% / 72.7%	19.3% / 17.2%	14:05 / 13:34
Local AM/FM Radio	85.0% / 81.7%	12.6% / 11.4%	8:37 / 8:01
Non-Premium Cable TV Networks	67.8% / 64.8%	12.4% / 15.1%	10:39 / 13:23
Billboards & Signs (Weekly Drivers)	86.7% / 90.0%	7.8% / 9.4%	5:15 / 5:57
Facebook	69.4% / 69.1%	6.9% / 5.9%	5:46 / 4:55
Email/Text/IM/Zoom,etc. (Personal &...	75.2% / 78.5%	5.0% / 5.4%	3:53 / 3:56
Search (Google, Bing, etc.)	85.8% / 86.5%	4.7% / 4.7%	3:09 / 3:08
Amazon Prime/IMDb/FireTV	30.5% / 36.0%	2.6% / 3.7%	5:00 / 5:55
News/Weather/Sports (Websites/Apps)	84.5% / 83.5%	2.4% / 2.4%	1:40 / 1:39
Grocery Stores	96.7% / 96.2%	1.8% / 1.9%	1:04 / 1:07
YouTube Video	31.8% / 34.3%	1.8% / 1.9%	3:15 / 3:12
Instagram	39.9% / 38.3%	1.7% / 1.4%	2:27 / 2:01
Online Shopping (incl....	38.0% / 41.0%	1.4% / 1.5%	2:03 / 2:04
Sit-Down Restaurants & Bars	41.2% / 18.0%	1.2% / 0.5%	1:44 / 1:37
Local Daily Newspaper(s) (Daily+Sunday)	39.7% / 33.0%	0.9% / 0.8%	1:20 / 1:19
TikTok	26.7% / 23.9%	0.7% / 0.5%	1:34 / 1:15
YouTube Music	17.1% / 13.8%	0.6% / 0.3%	2:07 / 1:26
Direct Mail Advertising (excluding...	29.9 / 29.1%	0.4% / 0.4%	0:51 / 0:52
Podcasts	16.4% / 18.1%	0.4% / 0.5%	1:29 / 1:37
Hulu/Hulu + Live TV (any Hulu)	14.4% / 15.1%	0.4% / 0.4%	1:27 / 1:21
AppleTV+,fubo,Pluto,Tubi, etc.	13.2 / 14.0%	0.3% / 0.4%	1:30 / 1:26
Gas Stations/Convenience Stores	51.4% / 53.8%	0.3% / 0.3%	0:20 / 0:19
Banking/Financial/Real Estate...	24.3 / 23.7%	0.3% / 0.3%	0:40 / 0:46
Netflix	5.2% / 5.8%	0.2% / 0.3%	1:37 / 1:41
X (Formerly "Twitter")	20.8 / 19.9%	0.2% / 0.2%	0:34 / 0:28
Games/Fantasy/Betting Sites	21.7% / 23.4%	0.1% / 0.1%	0:20 / 0:19
Spotify	6.7% / 6.6%	0.1% / 0.1%	1:03 / 1:04

■ who Live in the CHICAGO, IL, DMA ■ USA

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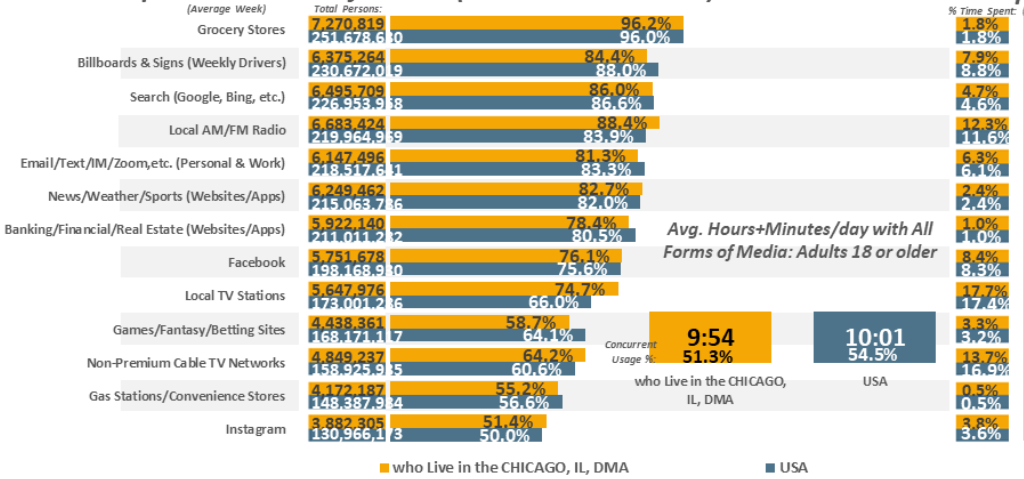
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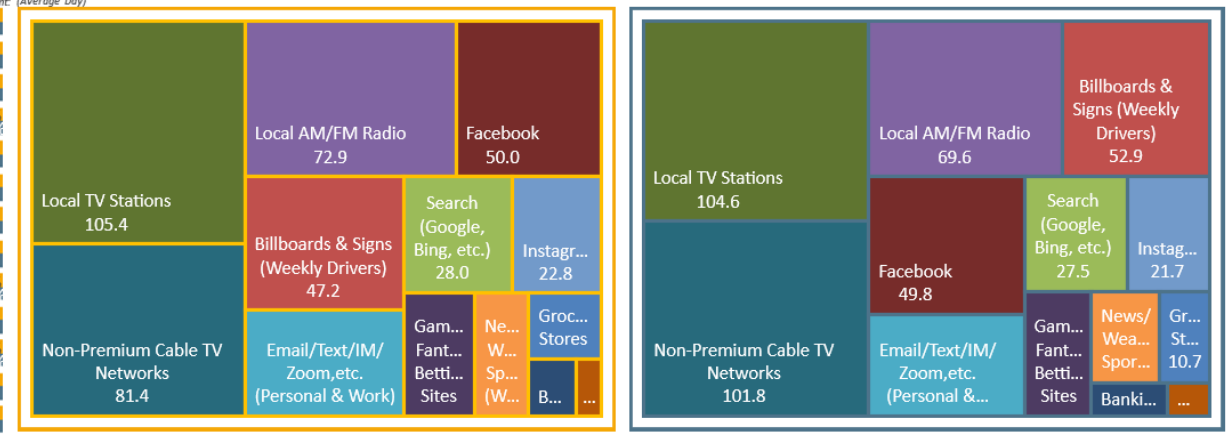
Chicago, IL, DMA
P18+

Adults 18 or older who Live in the CHICAGO, IL, DMA spend an average of 7 hours and 36 minutes each day with All Forms of Ad-Supported Media. 84.2% listen to Local AM/FM Radio for an avg. of 68.1 minutes/day. *(Local Radio delivers 12.6% of Time with Ad-Supported Media.)*

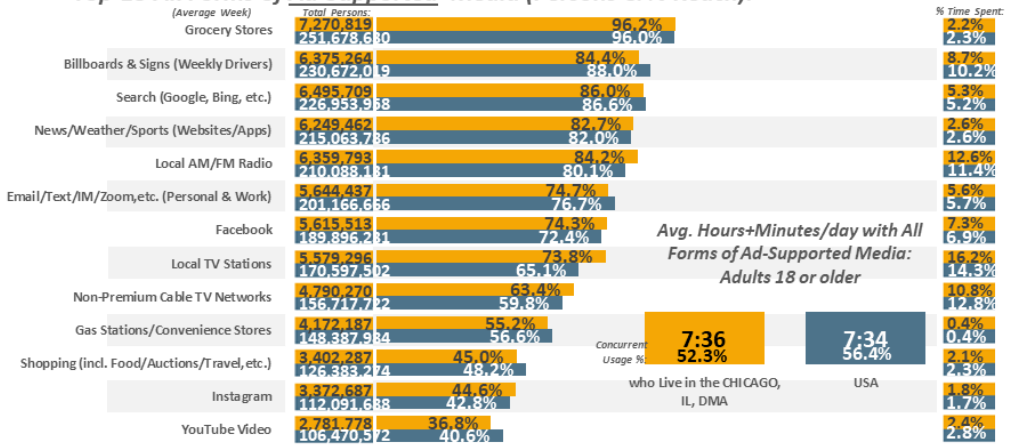
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



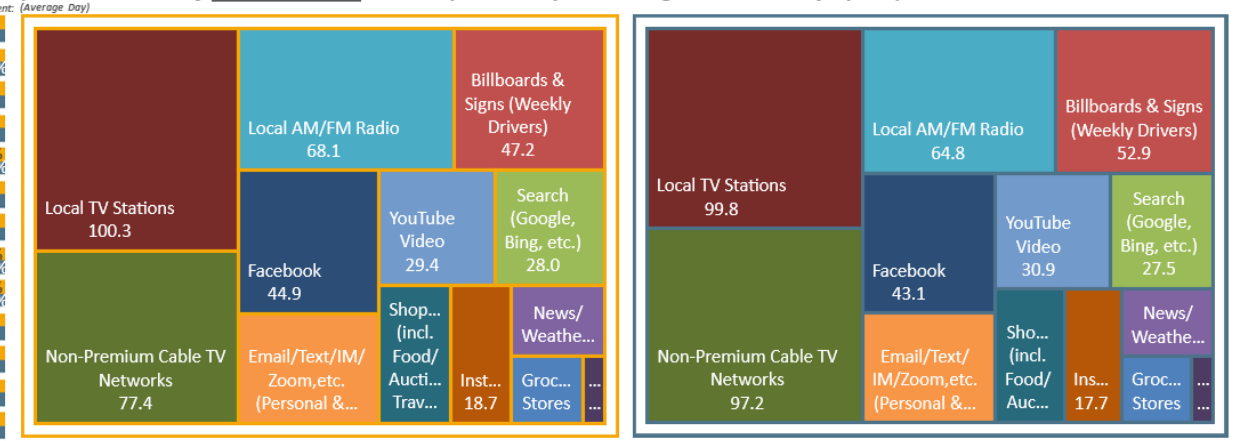
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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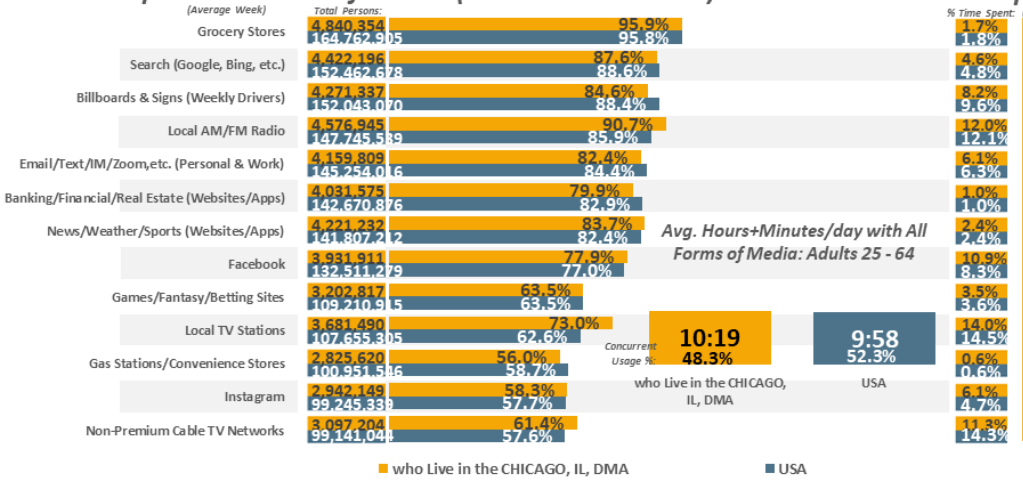
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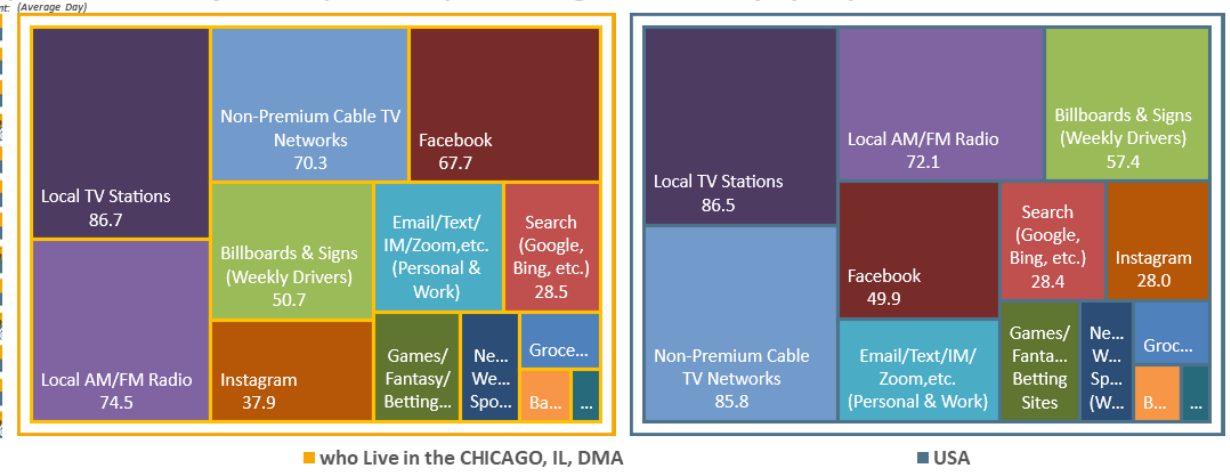
Chicago, IL, DMA
P25-64

Adults 25 - 64 who Live in the CHICAGO, IL, DMA spend an average of 7 hours and 46 minutes each day with All Forms of Ad-Supported Media. 86.5% listen to Local AM/FM Radio for an avg. of 69.5 minutes/day. *(Local Radio delivers 12.9% of Time with Ad-Supported Media.)*

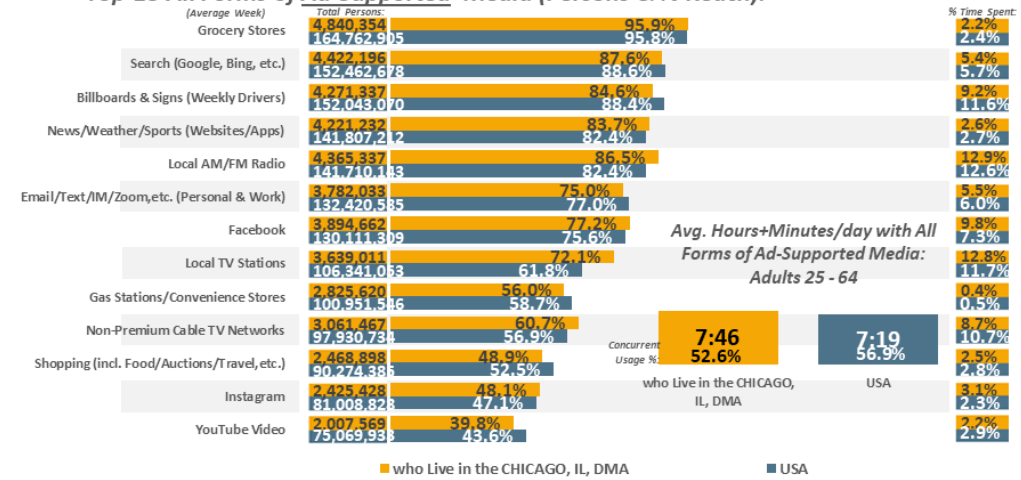
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



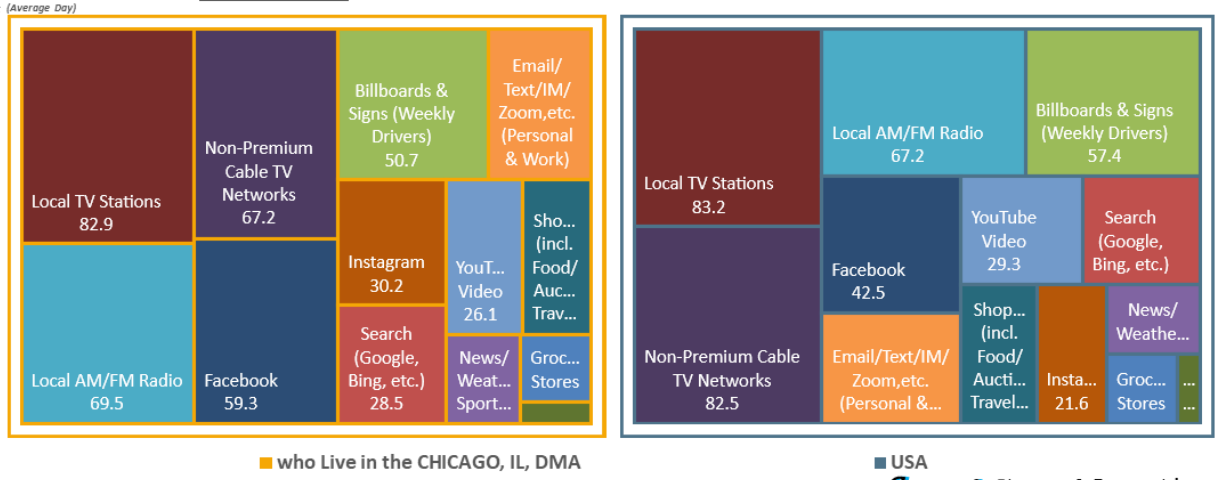
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



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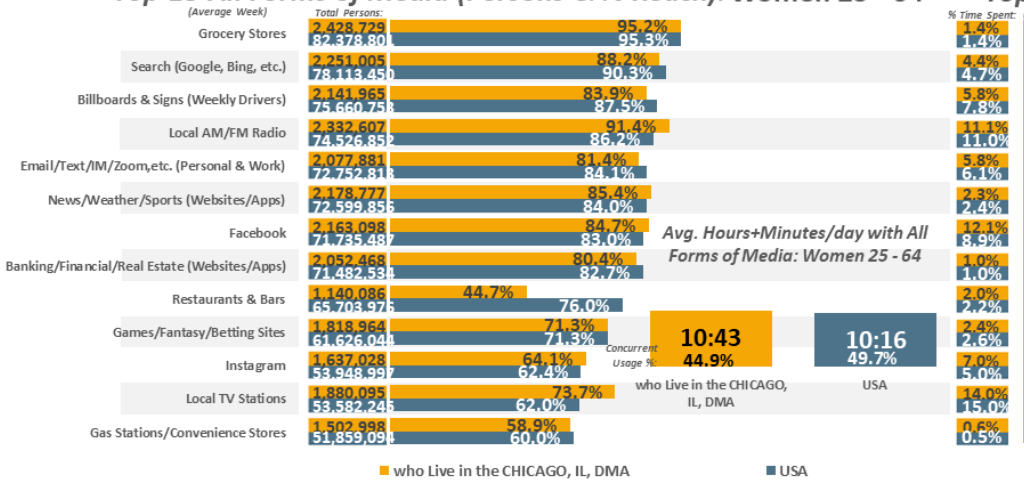
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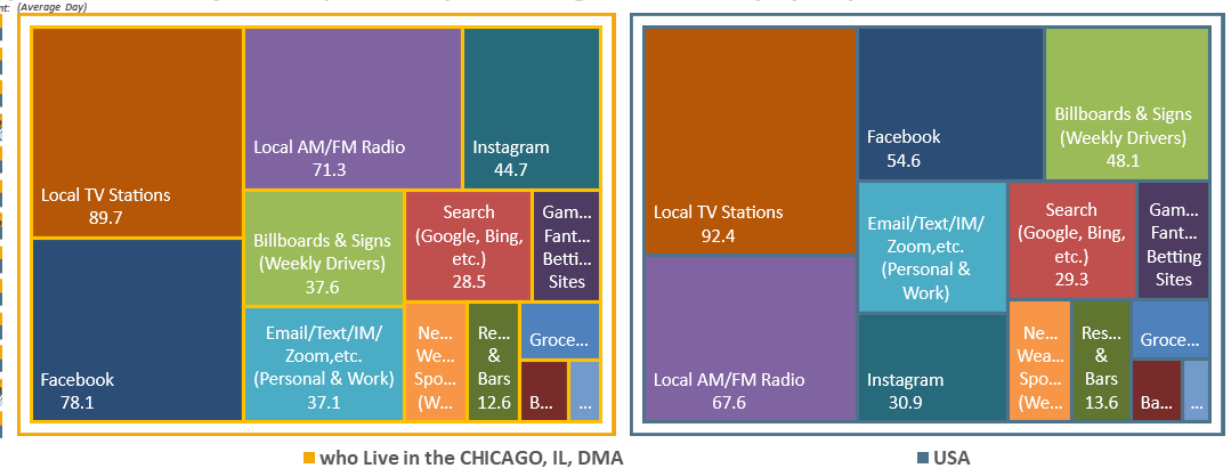
Chicago, IL, DMA
W25-64

Women 25 - 64 who Live in the CHICAGO, IL, DMA spend an average of 8 hours and 2 minutes each day with All Forms of Ad-Supported Media. 87.3% listen to Local AM/FM Radio for an avg. of 65.8 minutes/day. *(Local Radio delivers 11.9% of Time with Ad-Supported Media.)*

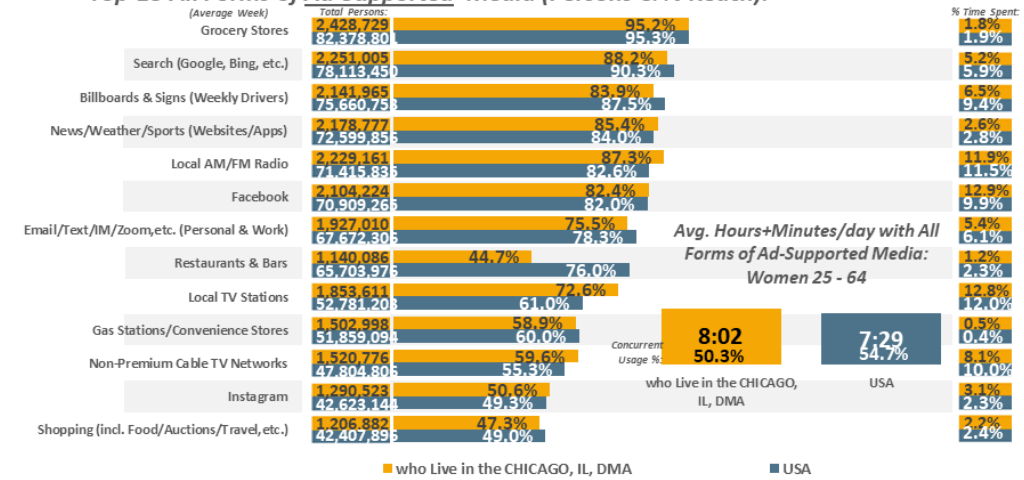
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 64



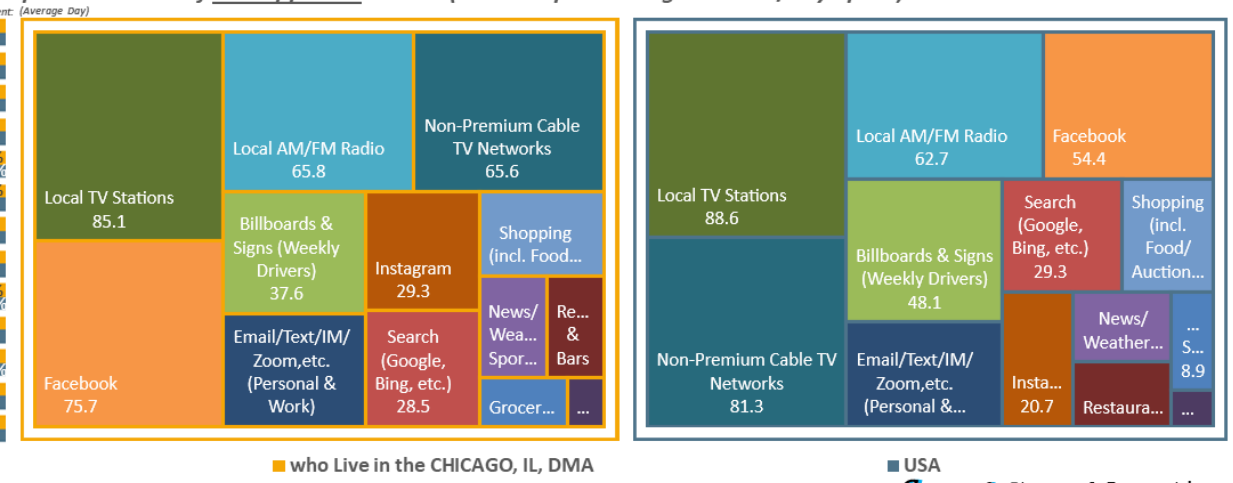
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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



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



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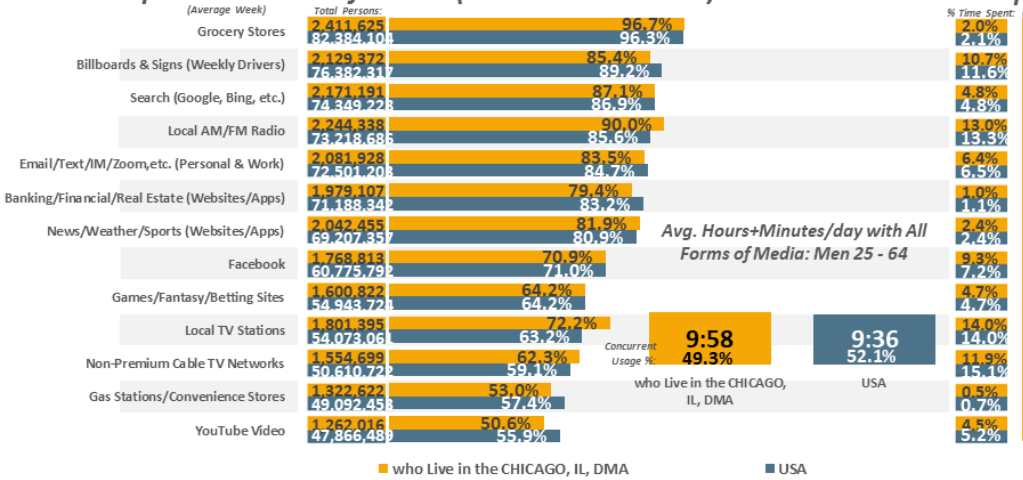
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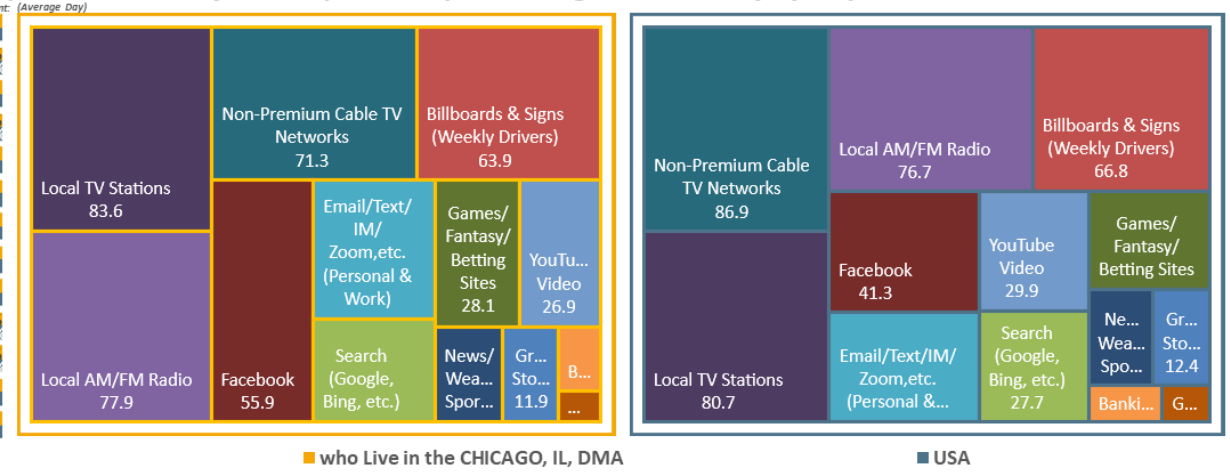
Chicago, IL, DMA
M25-64

Men 25 - 64 who Live in the CHICAGO, IL, DMA spend an average of 7 hours and 32 minutes each day with All Forms of Ad-Supported Media. 85.7% listen to Local AM/FM Radio for an avg. of 73.5 minutes/day. *(Local Radio delivers 13.9% of Time with Ad-Supported Media.)*

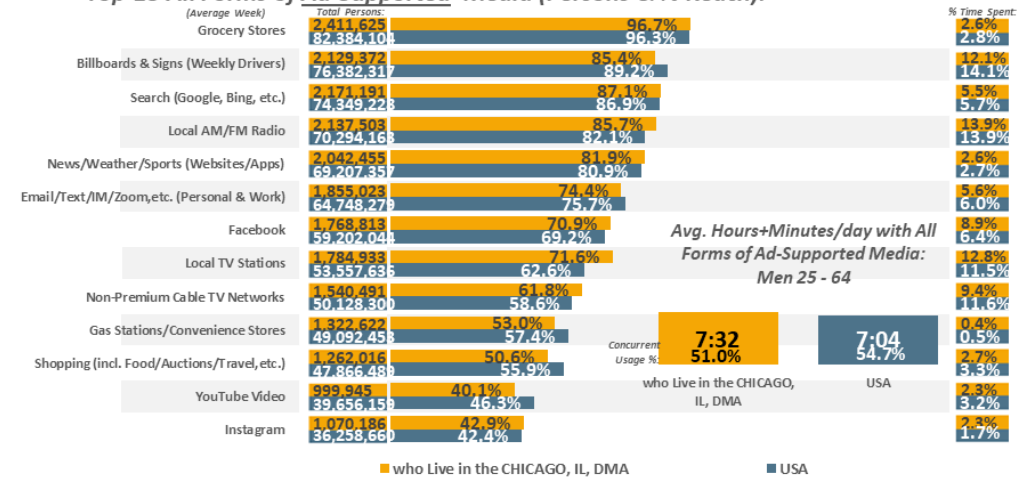
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 64



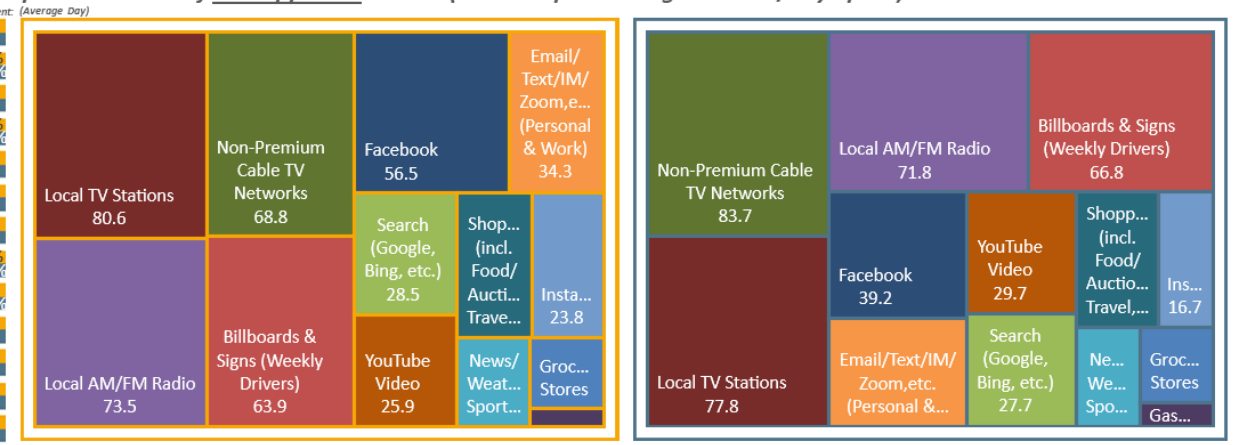
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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



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



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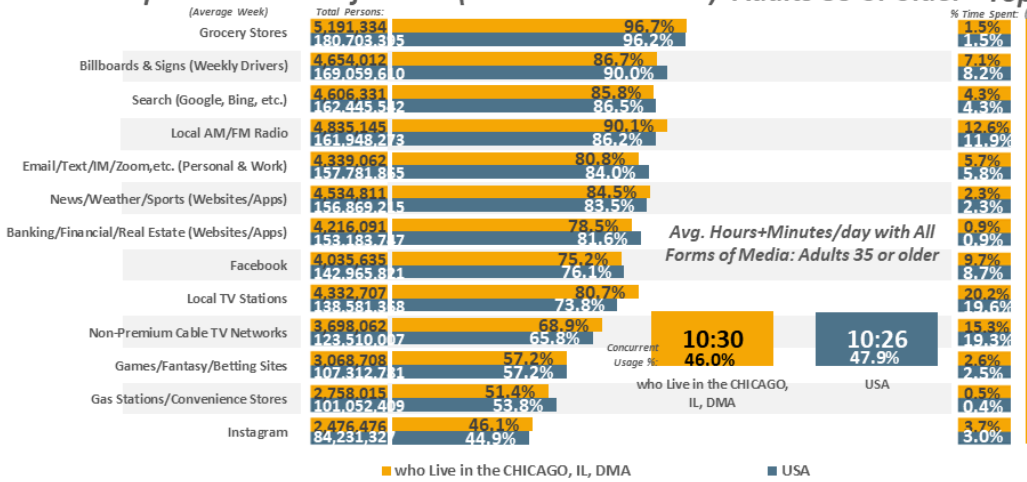
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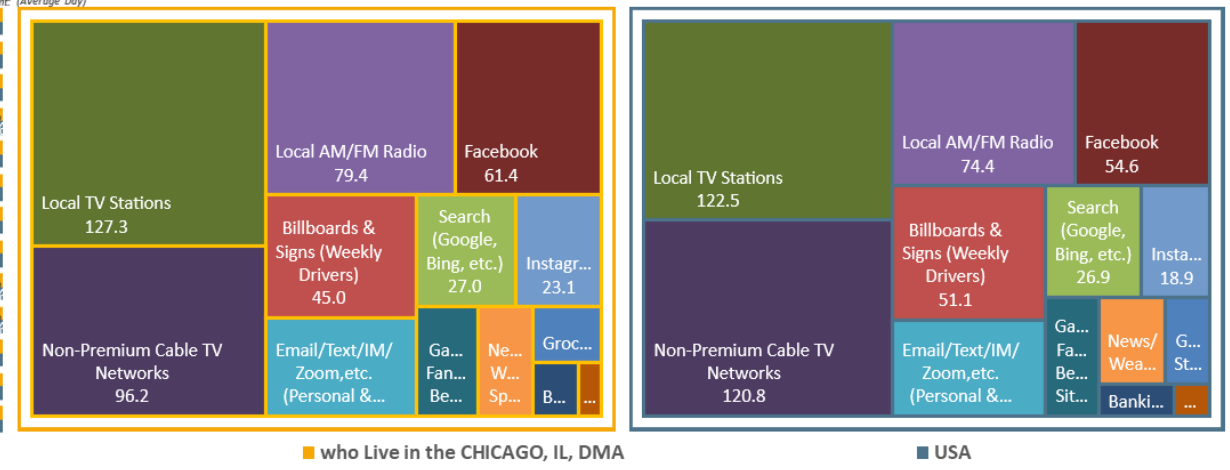
Chicago, IL, DMA
P35+

Adults 35 or older who Live in the CHICAGO, IL, DMA spend an average of 8 hours and 17 minutes each day with All Forms of Ad-Supported Media. 85.5% listen to Local AM/FM Radio for an avg. of 74. minutes/day. *(Local Radio delivers 12.6% of Time with Ad-Supported Media.)*

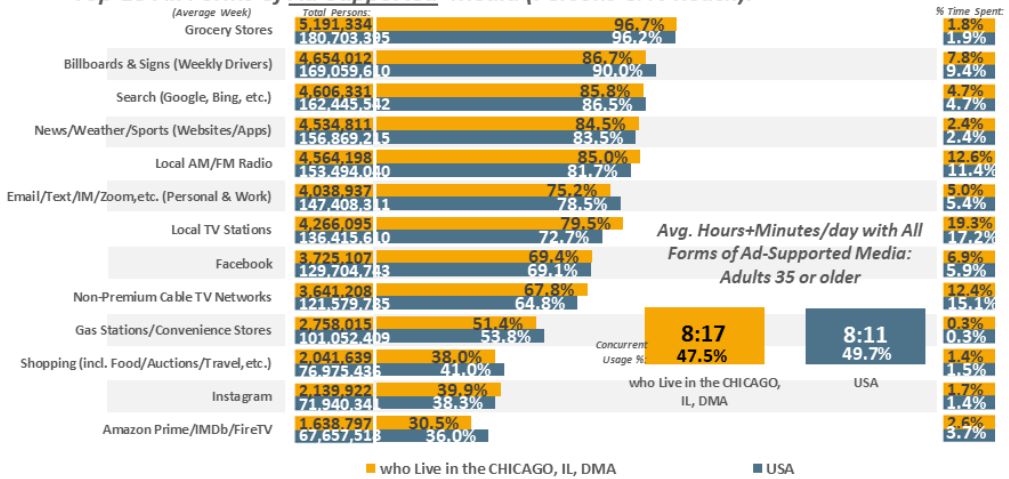
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older



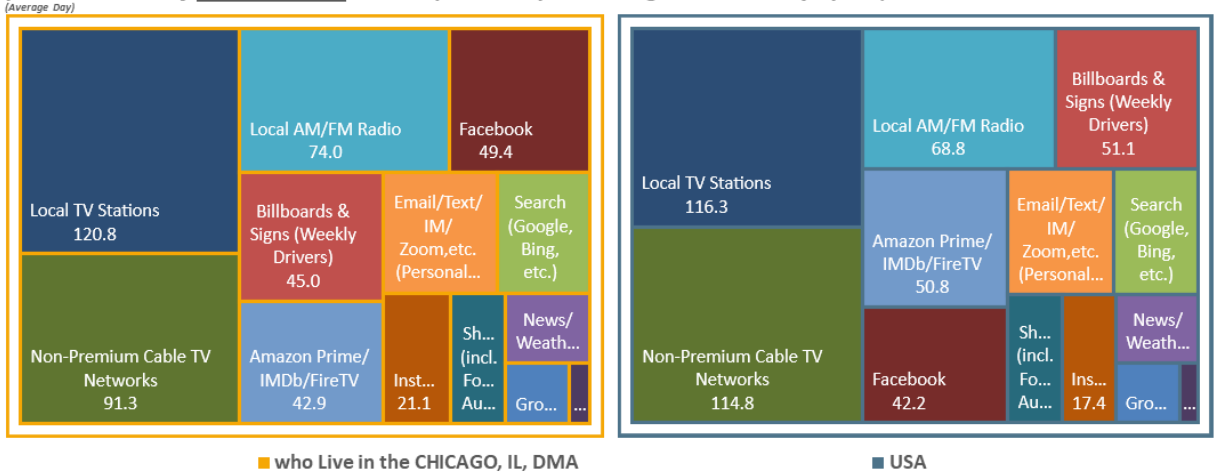
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,488

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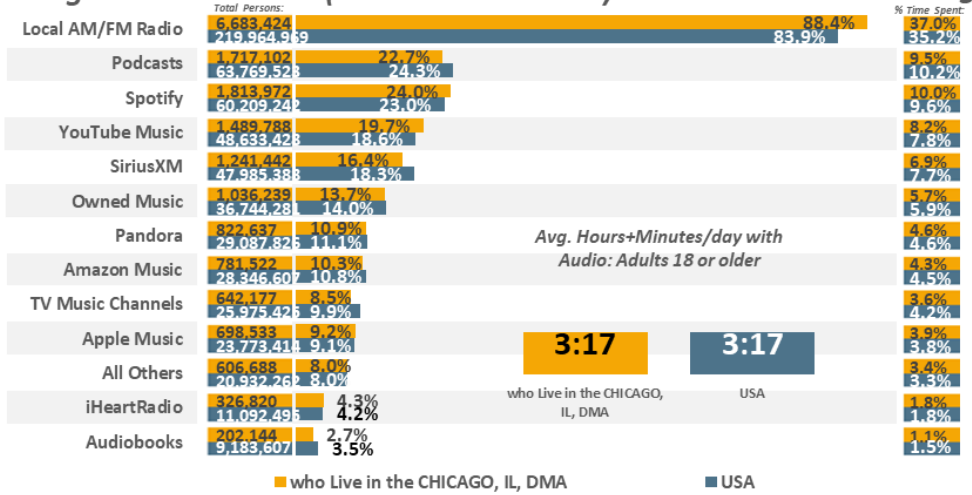
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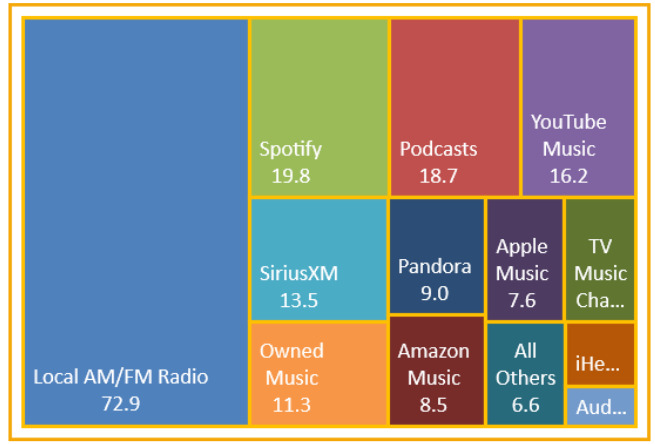
Chicago, IL, DMA
P18+

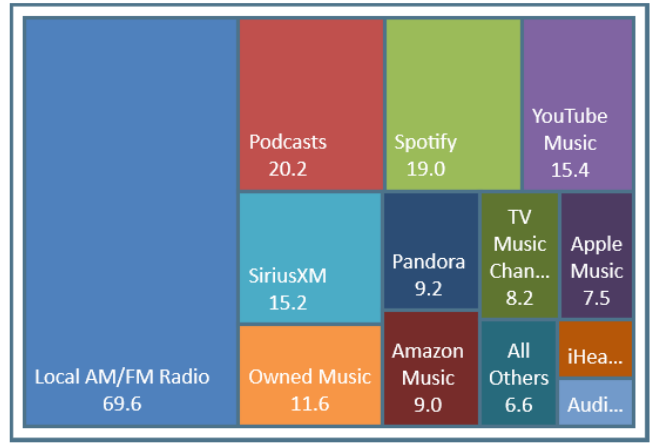
6,359,793 or 84.2% of Adults 18 or older who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 68.1 minutes every day representing 45.6% of all time spent daily with Ad-Supported Audio.

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

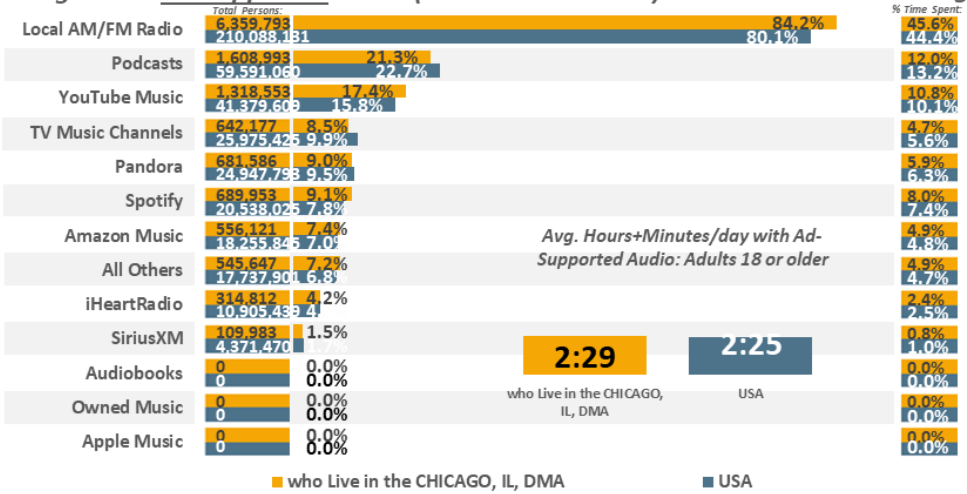


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

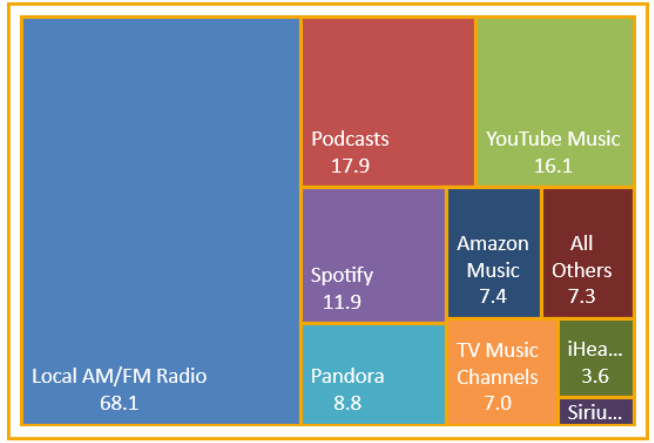


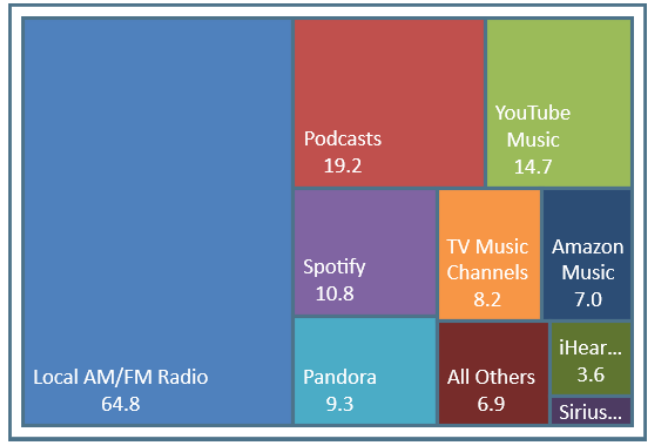


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





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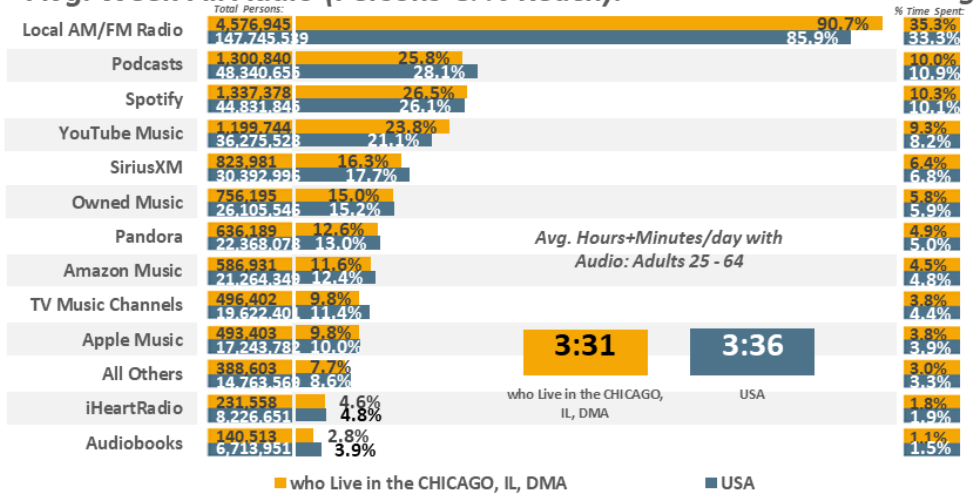
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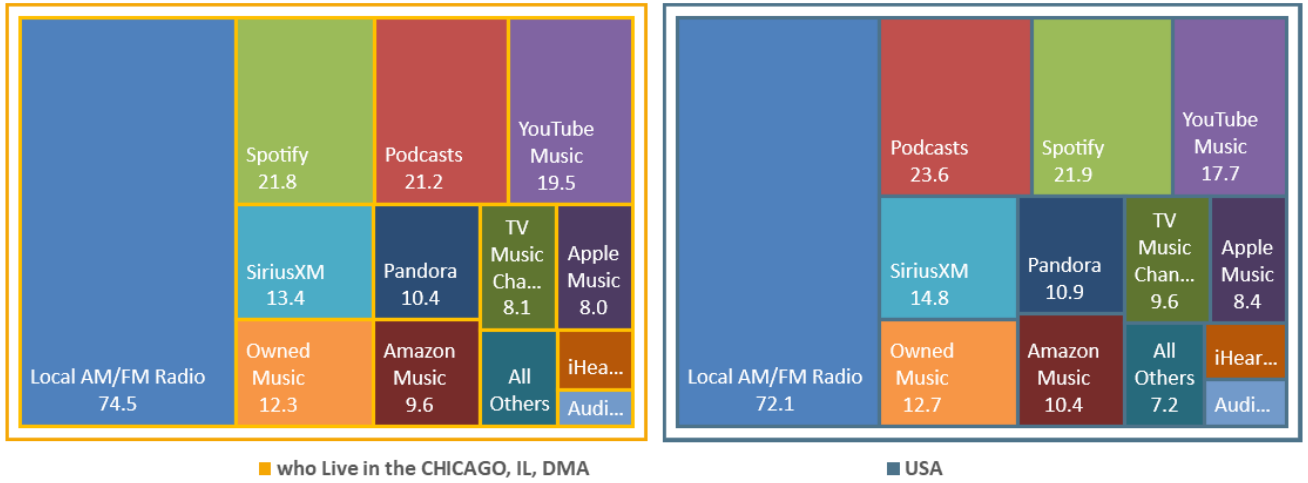
Chicago, IL, DMA
P25-64

4,365,337 or 86.5% of Adults 25 - 64 who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 69.5 minutes every day representing 41.% of all time spent daily with Ad-Supported Audio.

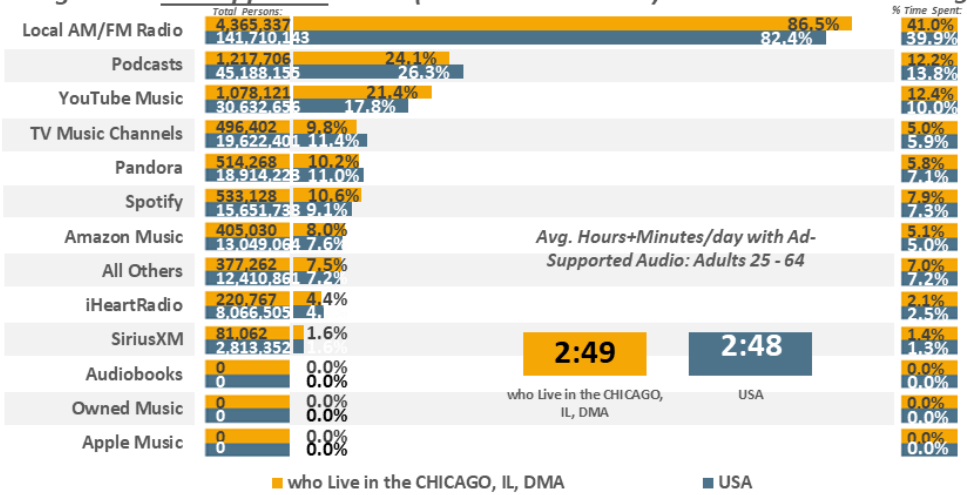
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



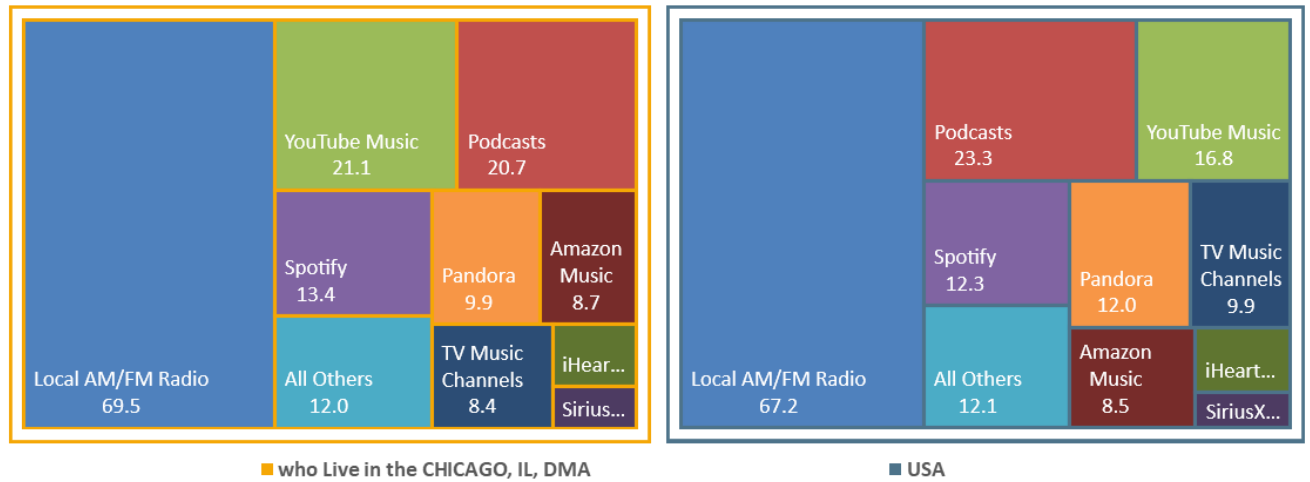
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,488

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362

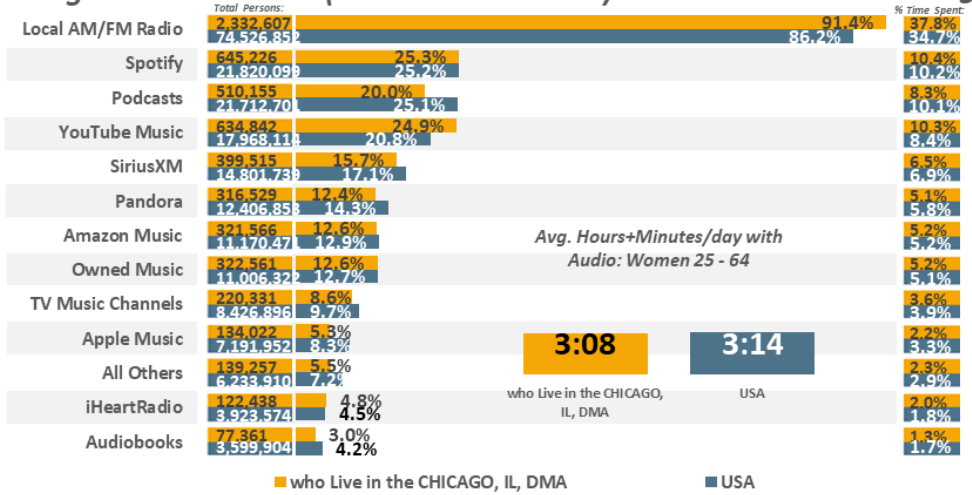
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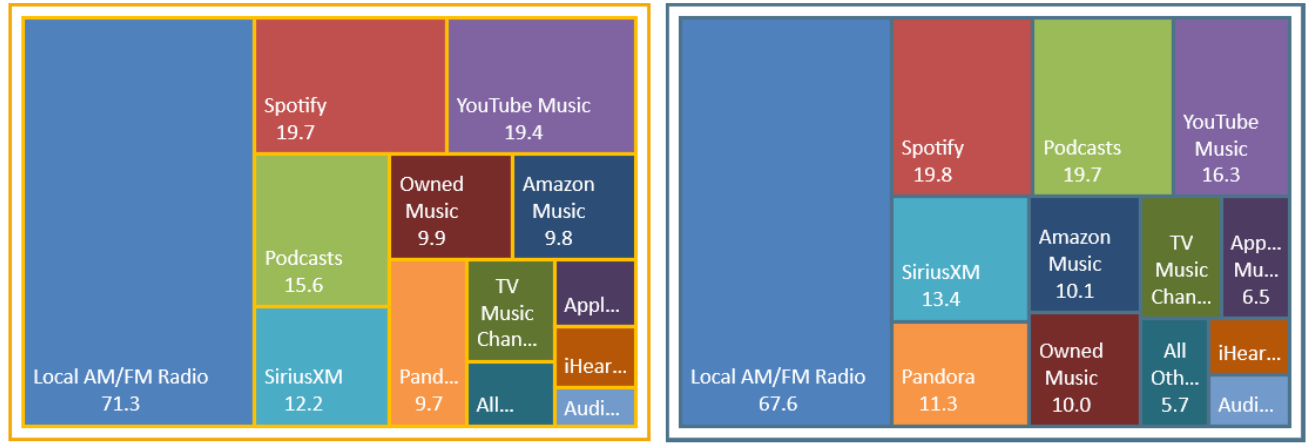
Chicago, IL, DMA
W25-64

2,229,161 or 87.3% of Women 25 - 64 who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 65.8 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.

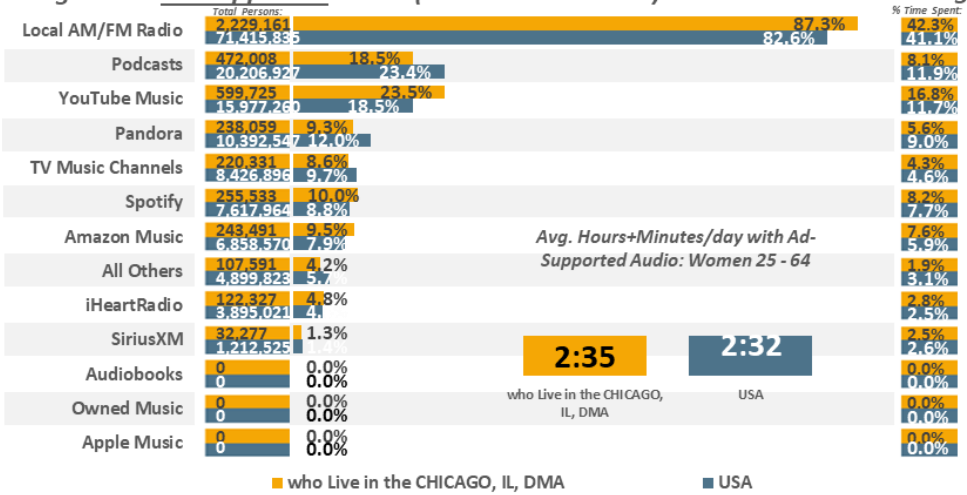
Avg. Week All Audio (Persons & % Reach): Women 25 - 64



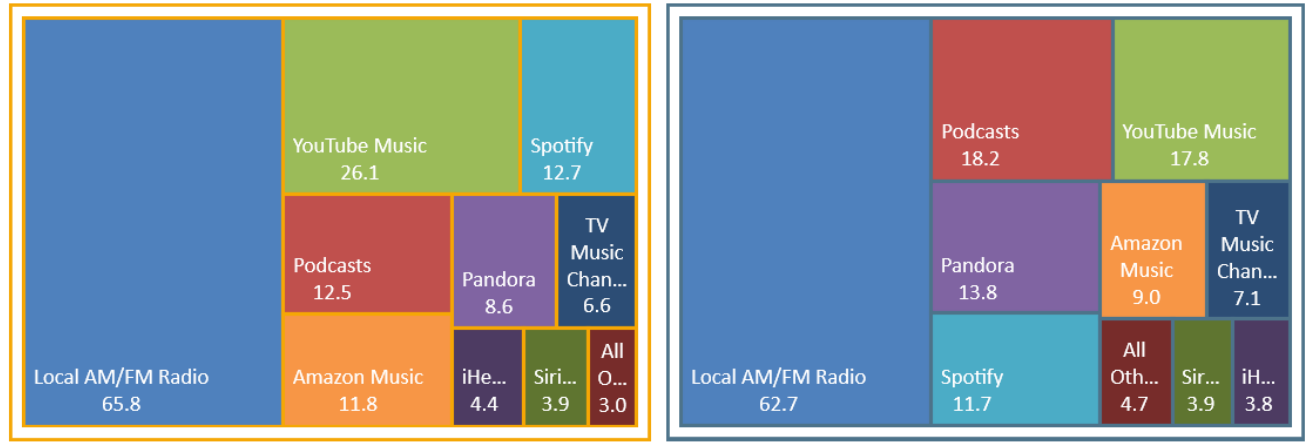
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,488

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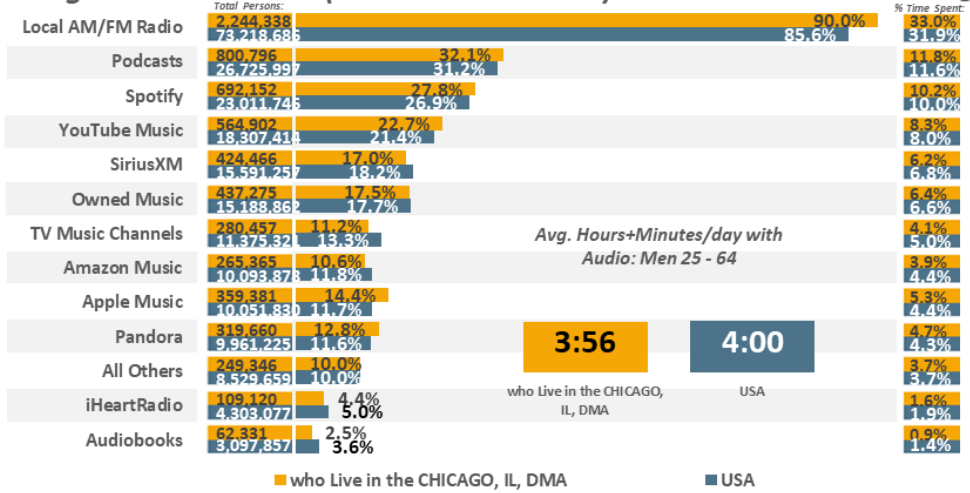
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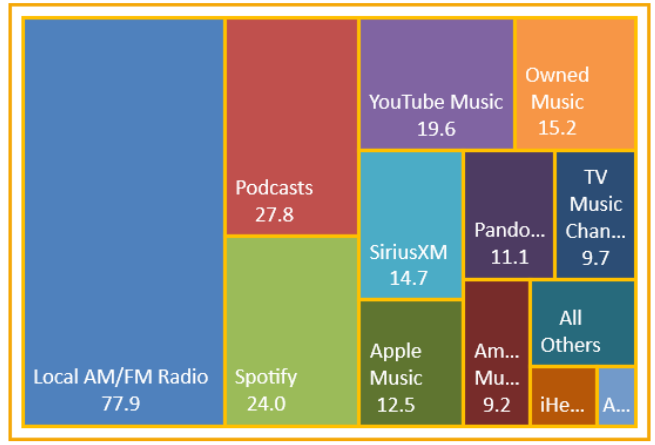
Chicago, IL, DMA
M25-64

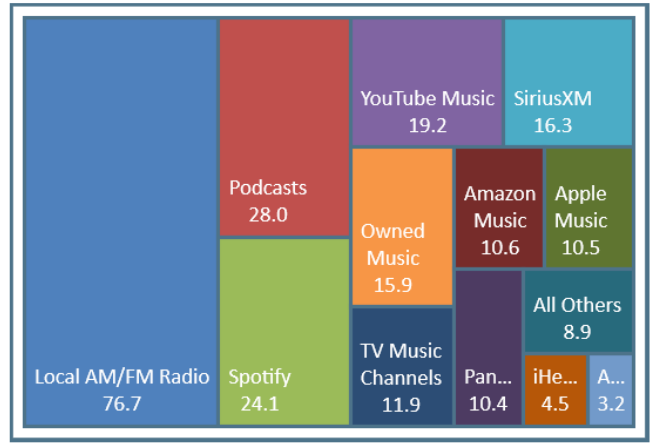
2,137,503 or 85.7% of Men 25 - 64 who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 73.5 minutes every day representing 40.% of all time spent daily with Ad-Supported Audio.

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

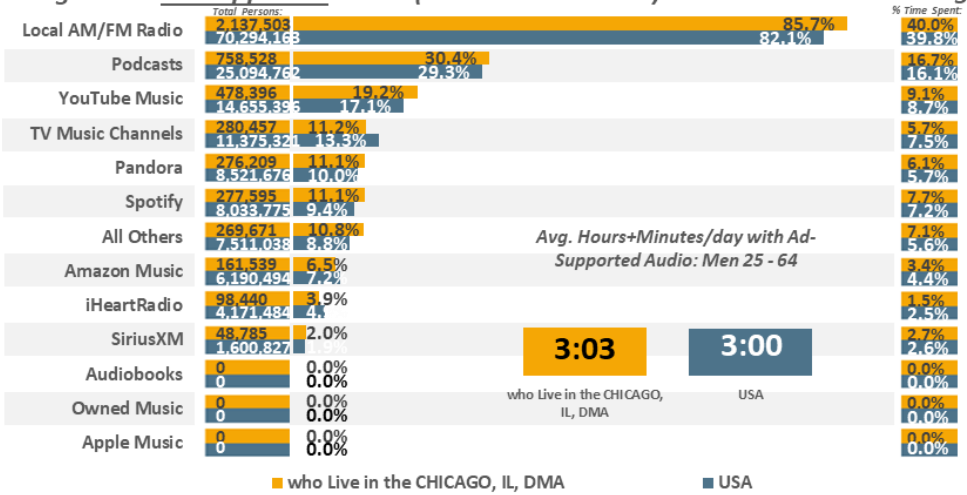


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64

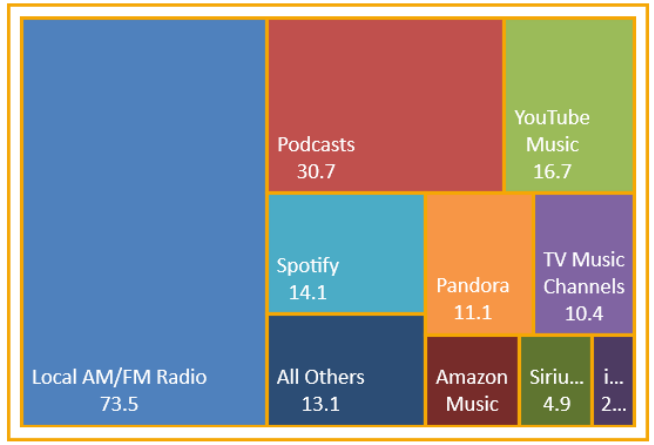


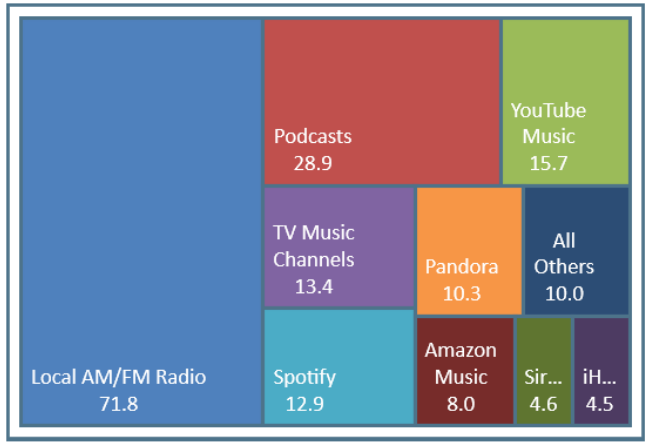


Avg. Week Ad-Supported Audio (Persons & % Reach): Men 25 - 64



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





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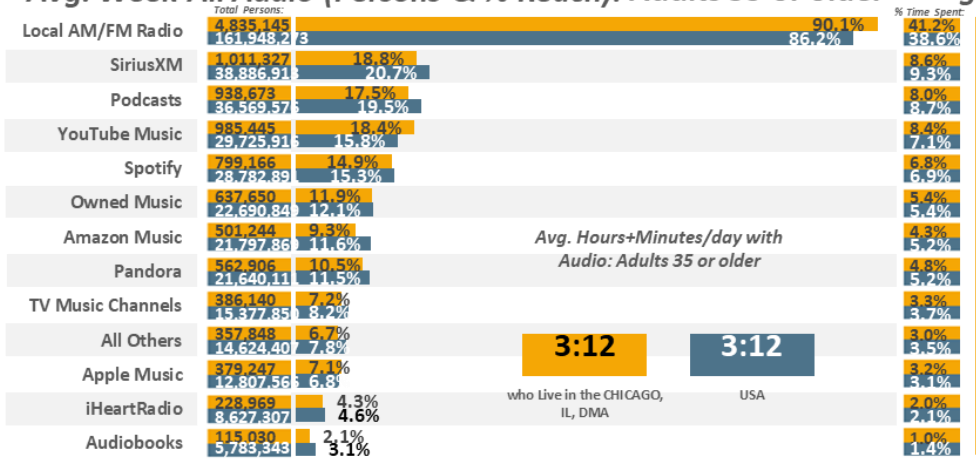
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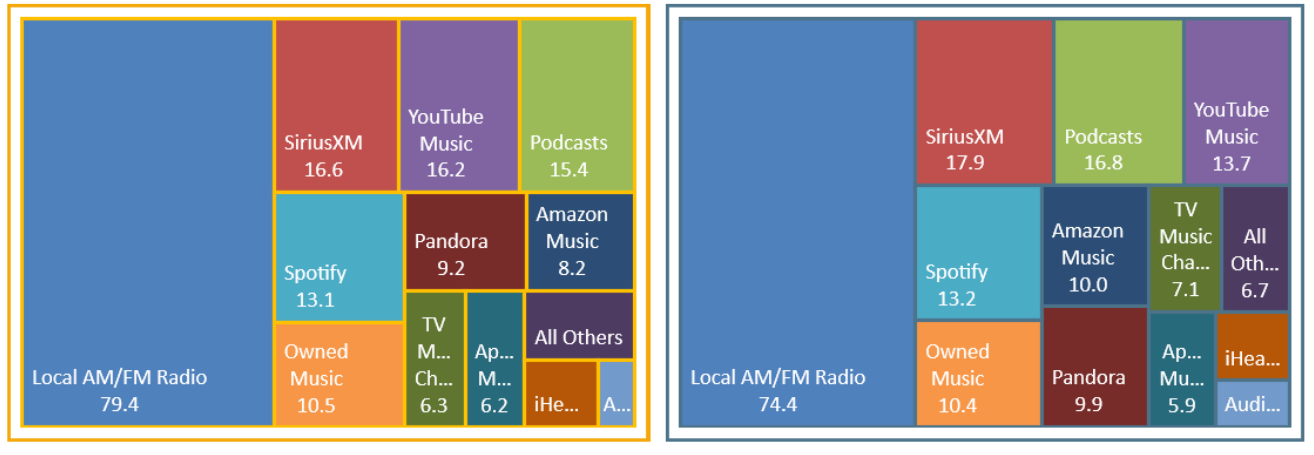
Chicago, IL, DMA
P35+

4,564,198 or 85.% of Adults 35 or older who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 74. minutes every day representing 48.3% of all time spent daily with Ad-Supported Audio.

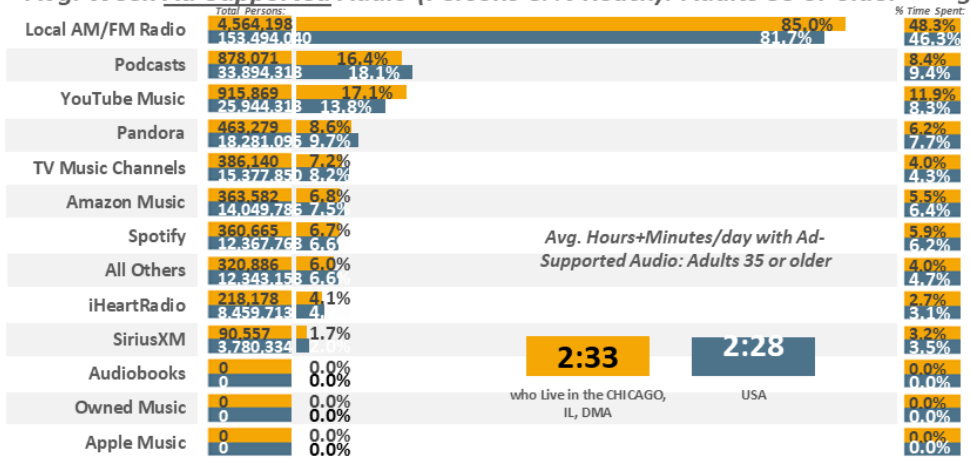
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



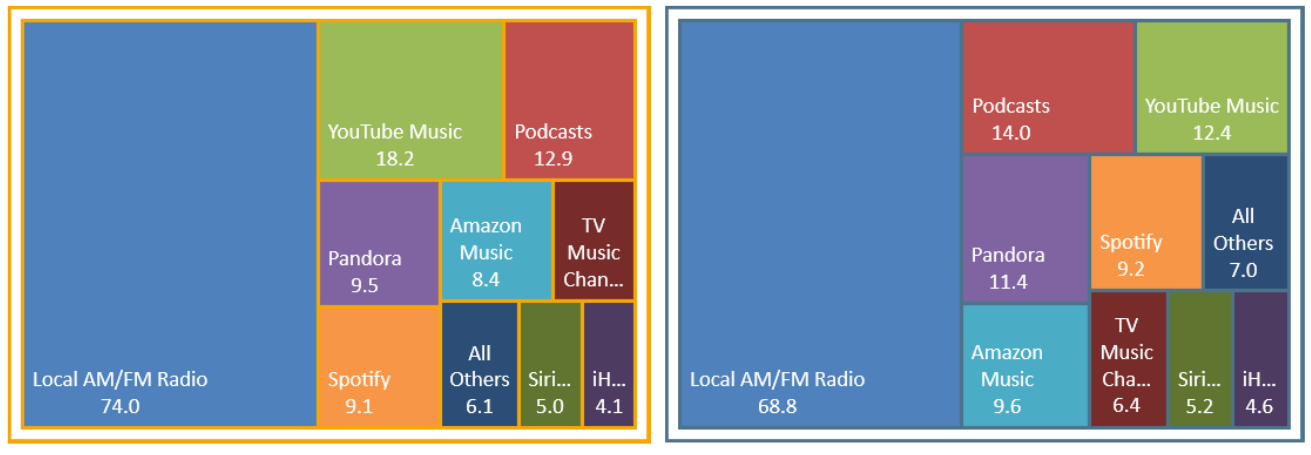
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,488

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362

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Chicago, IL, DMA
P18+

6,359,793 or 84.2% of Adults 18 or older who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 68.1 minutes every day representing 45.6% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"

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

2:29	2:25
who Live in the CHICAGO, IL, DMA	USA

	Local AM/FM Radio	Podcasts	YouTube Music	Spotify	Pandora	Amazon Music	All Others	TV Music Channels	iHeartRadio	SiriusXM
Weekly Reach %	84.2% / 80.1%	21.3% / 22.7%	17.4% / 15.8%	9.1% / 7.8%	9.0% / 9.5%	7.4% / 7.0%	7.2% / 6.8%	8.5% / 9.9%	4.2% / 4.2%	1.5% / 1.7%
% of Weekly Time Spent with Ad-Supported Audio	45.6% / 44.4%	12.0% / 13.2%	10.8% / 10.1%	8.0% / 7.4%	5.9% / 6.3%	4.9% / 4.8%	4.9% / 4.7%	4.7% / 5.6%	2.4% / 2.5%	0.8% / 1.4%
Weekly Total Persons Reached:	6,359,793 / 10,088,131	1,608,993 / 9,591,060	1,318,553 / 11,379,609	689,953 / 20,538,025	681,586 / 24,947,793	556,121 / 18,255,845	545,647 / 17,737,901	642,177 / 25,975,425	314,812 / 10,905,439	109,983 / 4,371,470
Average Daily Minutes Listening:	68.1 / 64.8	17.9 / 19.2	16.1 / 14.7	11.9 / 10.8	8.8 / 9.3	7.4 / 7.0	7.3 / 6.9	7.0 / 8.2	3.6 / 3.6	1.3 / 1.4

■ who Live in the CHICAGO, IL, DMA ■ USA

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,488

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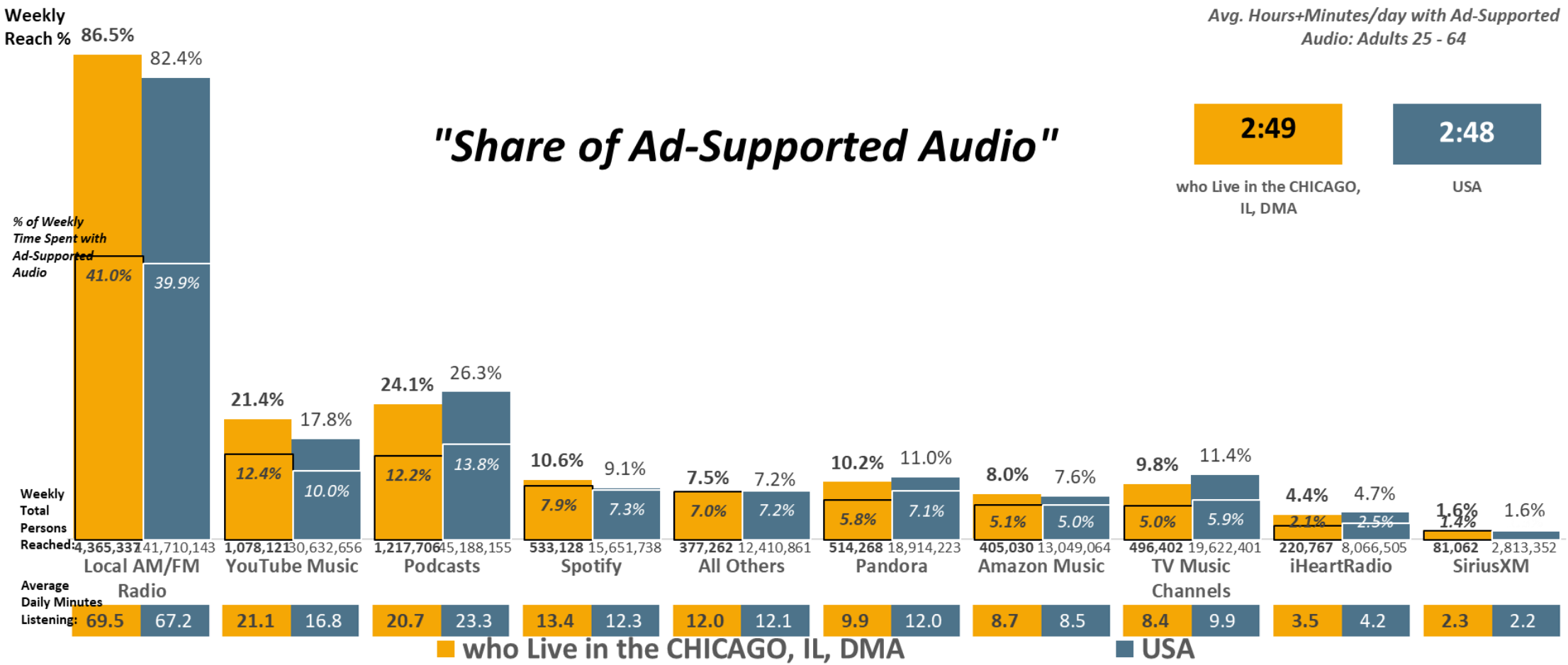
USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362

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Chicago, IL, DMA
P25-64

4,365,337 or 86.5% of Adults 25 - 64 who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 69.5 minutes every day representing 41.% of all time spent daily with Ad-Supported Audio.



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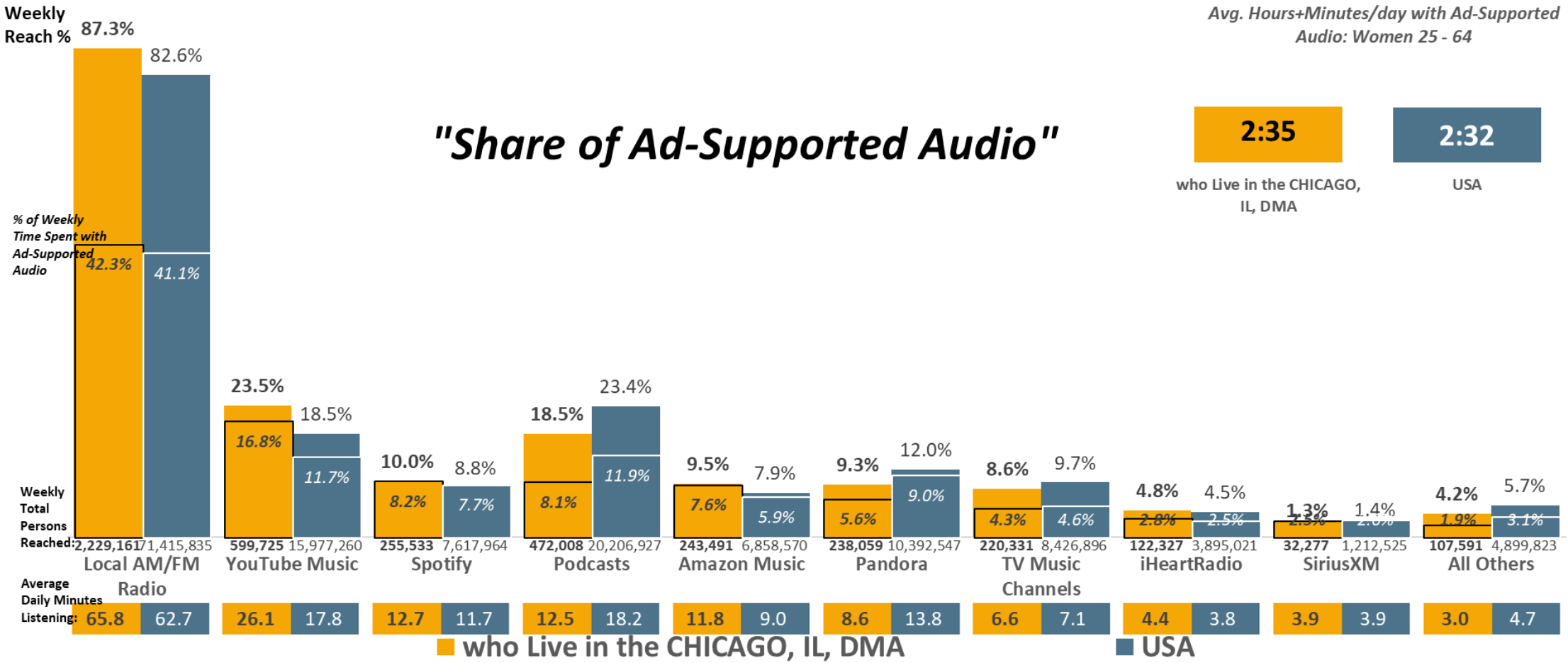
Chicago, IL, DMA
W25-64

2,229,161 or 87.3% of Women 25 - 64 who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 65.8 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"

Avg. Hours+Minutes/day with Ad-Supported Audio: Women 25 - 64

who Live in the CHICAGO, IL, DMA	USA
2:35	2:32



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Chicago, IL, DMA
M25-64

2,137,503 or 85.7% of Men 25 - 64 who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 73.5 minutes every day representing 40.% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"

Avg. Hours+Minutes/day with Ad-Supported Audio: Men 25 - 64

3:03	3:00
who Live in the CHICAGO, IL, DMA	USA

	Local AM/FM Radio	Podcasts	YouTube Music	Spotify	All Others	Pandora	TV Music Channels	Amazon Music	SiriusXM	iHeartRadio
Weekly Reach %	85.7% / 82.1%	30.4% / 29.3%	19.2% / 17.1%	11.1% / 9.4%	10.8% / 8.8%	11.1% / 10.0%	11.2% / 13.3%	6.5% / 7.2%	2.0% / 1.9%	3.9% / 4.9%
% of Weekly Time Spent with Ad-Supported Audio	40.0% / 39.8%	16.7% / 16.1%	9.1% / 8.7%	7.7% / 7.2%	7.1% / 5.6%	6.1% / 5.7%	5.7% / 7.5%	3.4% / 4.4%	2.7% / 2.6%	1.5% / 2.5%
Weekly Total Persons Reached:	2,137,503 / 70,294,163	758,528 / 25,094,762	478,396 / 14,655,396	277,595 / 8,033,775	269,671 / 7,511,038	276,209 / 8,521,676	280,457 / 11,375,321	161,539 / 6,190,494	48,785 / 1,600,827	98,440 / 4,171,484
Average Daily Minutes Listening:	73.5 / 71.8	30.7 / 28.9	16.7 / 15.7	14.1 / 12.9	13.1 / 10.0	11.1 / 10.3	10.4 / 13.4	6.2 / 8.0	4.9 / 4.6	2.8 / 4.5

■ who Live in the CHICAGO, IL, DMA ■ USA

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Chicago, IL, DMA

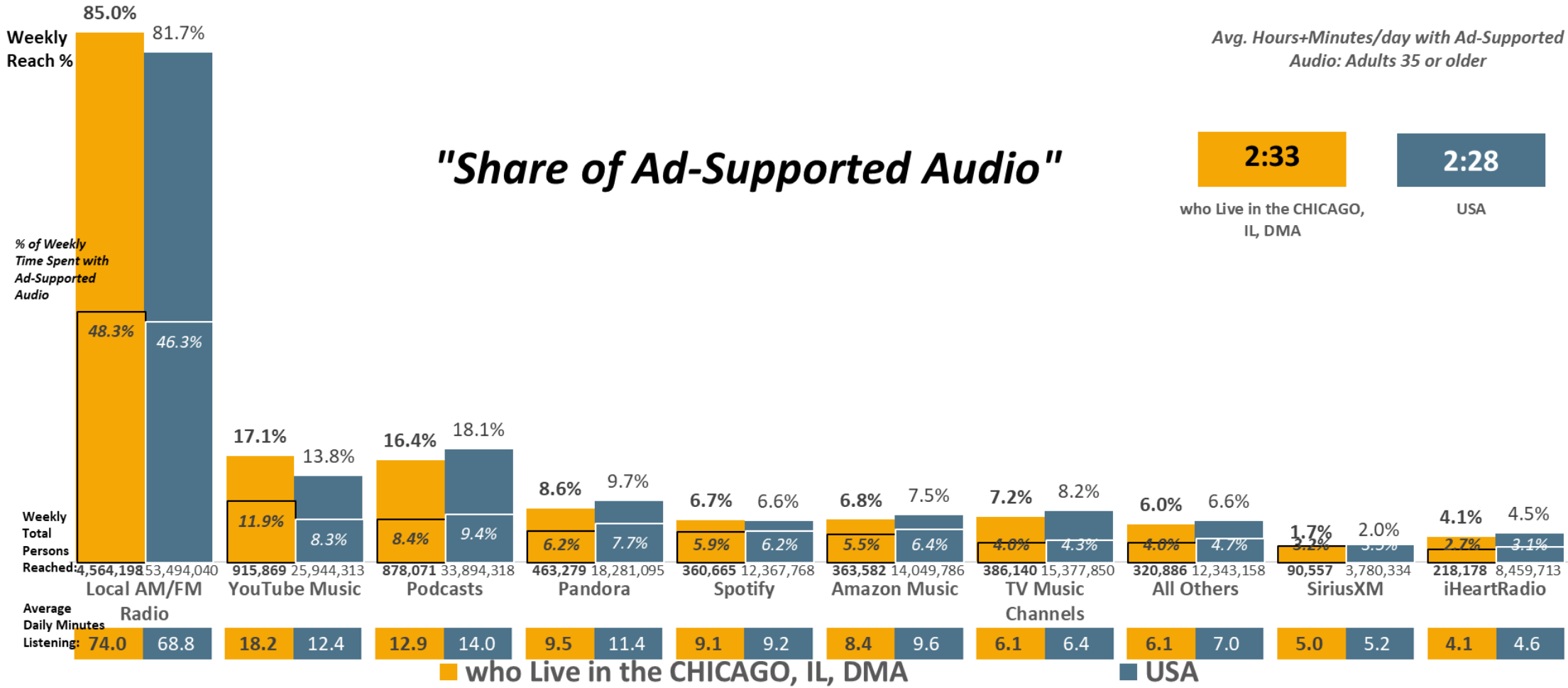
P35+

4,564,198 or 85.% of Adults 35 or older who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 74. minutes every day representing 48.3% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 35 or older

who Live in the CHICAGO, IL, DMA	USA
2:33	2:28



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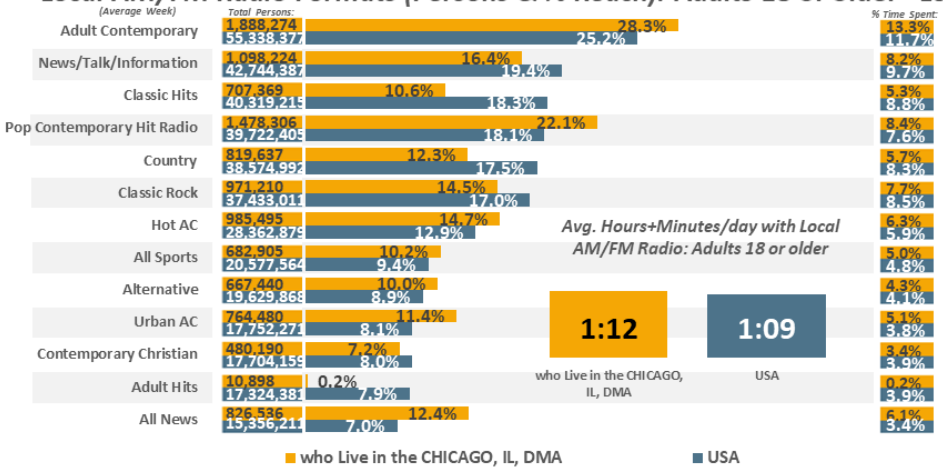
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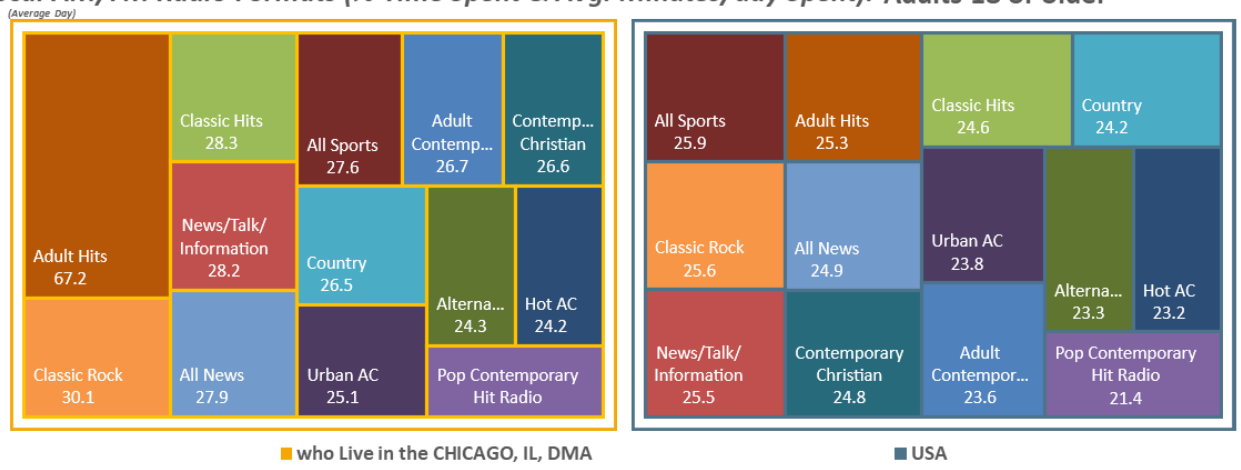
Chicago, IL, DMA
P18+

6,359,793 or 84.2% of Adults 18 or older who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Hot AC, Classic Rock, and Urban Contemporary.

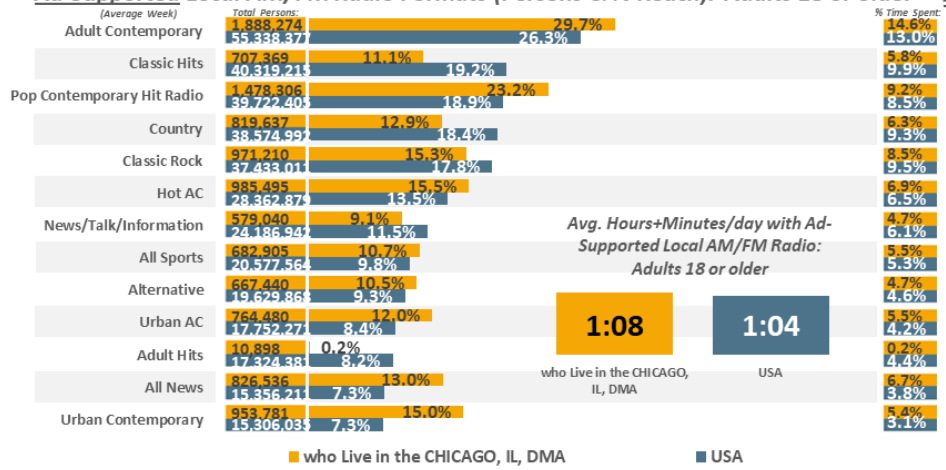
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



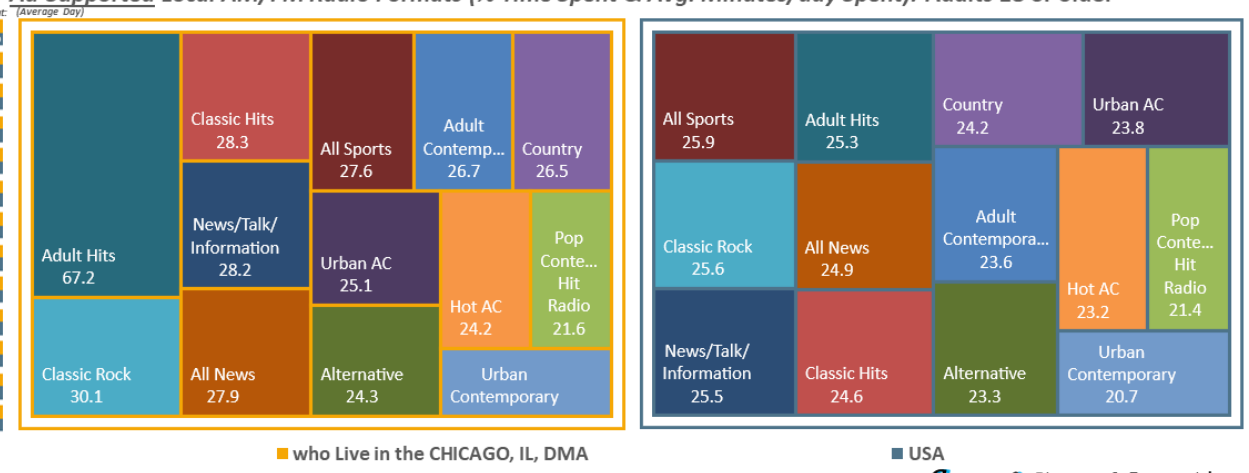
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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: Jan23-Feb24 Qual Intab 3,488

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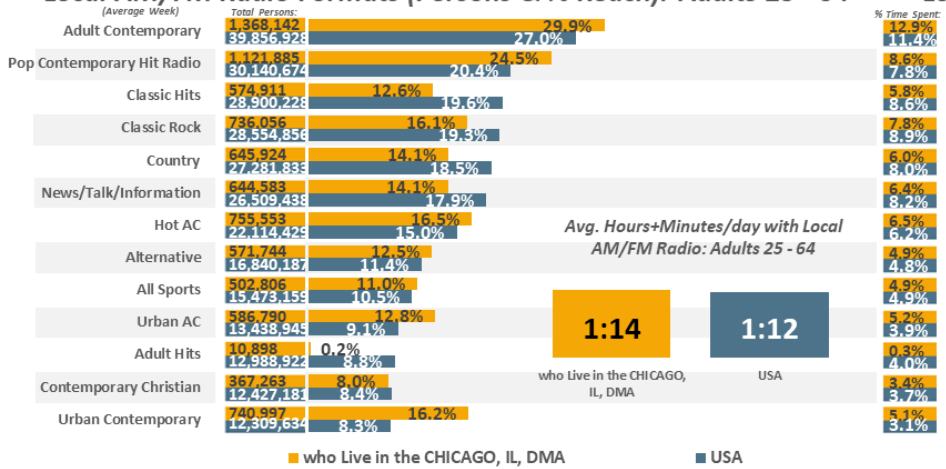
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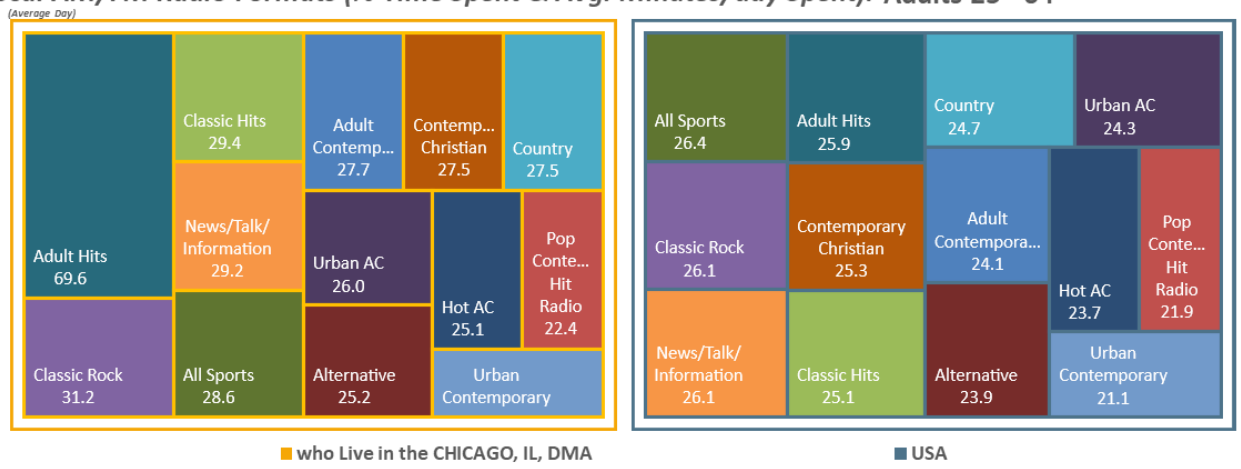
Chicago, IL, DMA
P25-64

4,365,337 or 86.5% of Adults 25 - 64 who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Hot AC, Urban Contemporary, and Classic Rock.

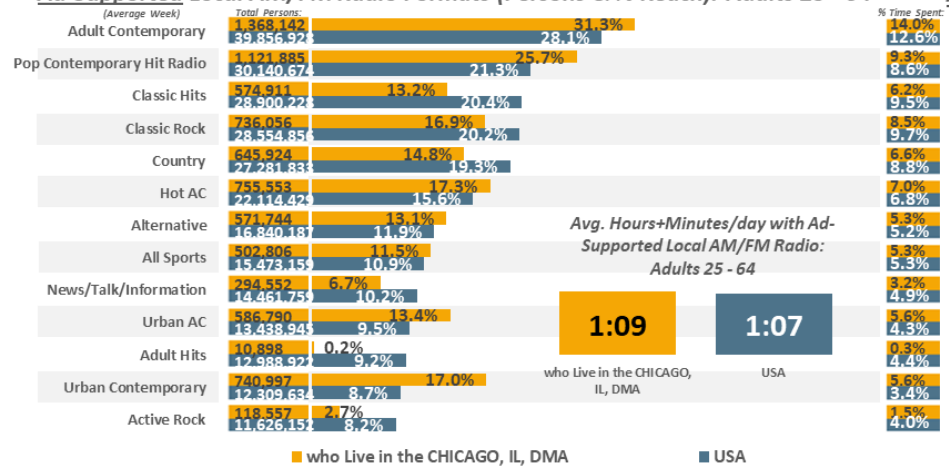
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



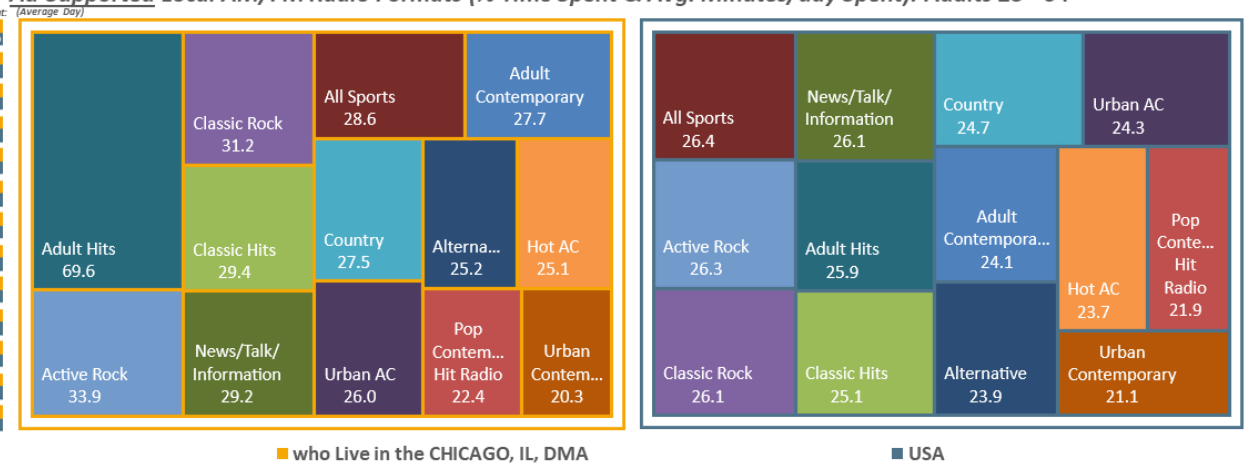
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362

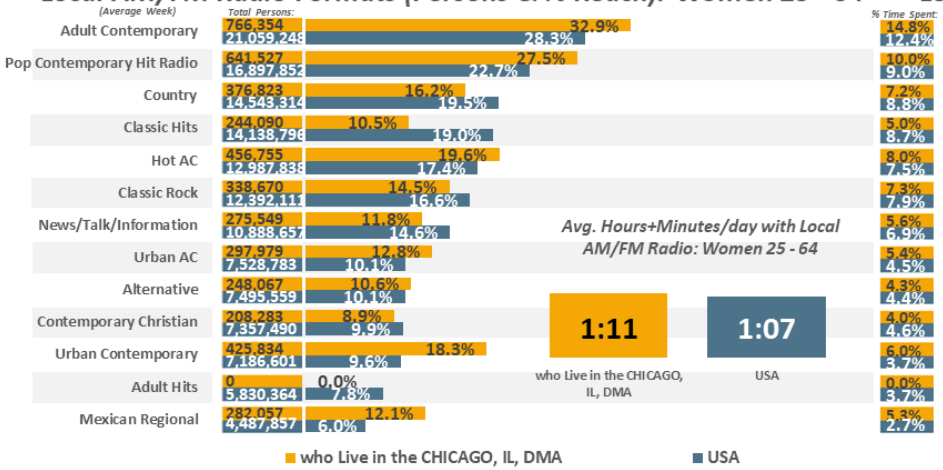
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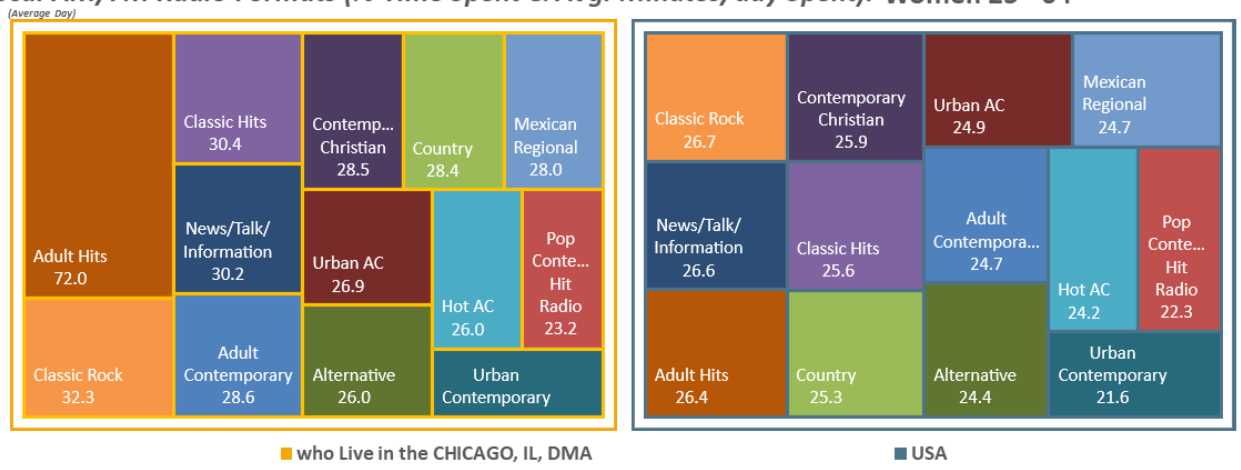
Chicago, IL, DMA
W25-64

2,229,161 or 87.3% of Women 25 - 64 who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Hot AC, Urban Contemporary, and Country.

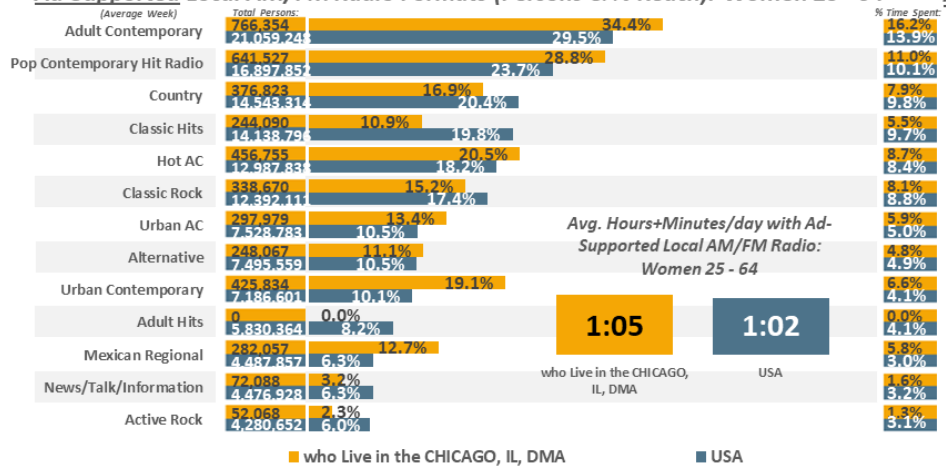
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 64



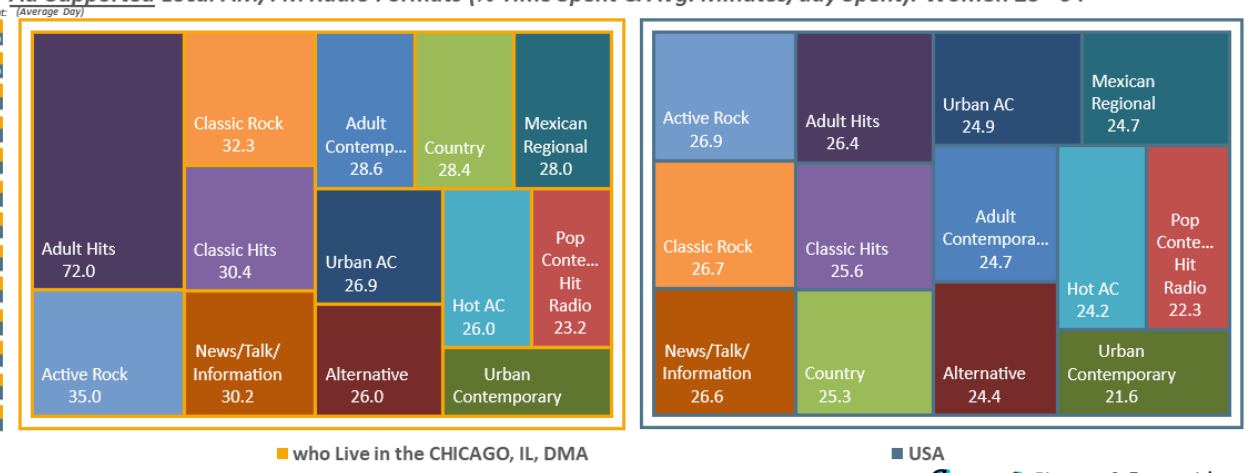
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,488

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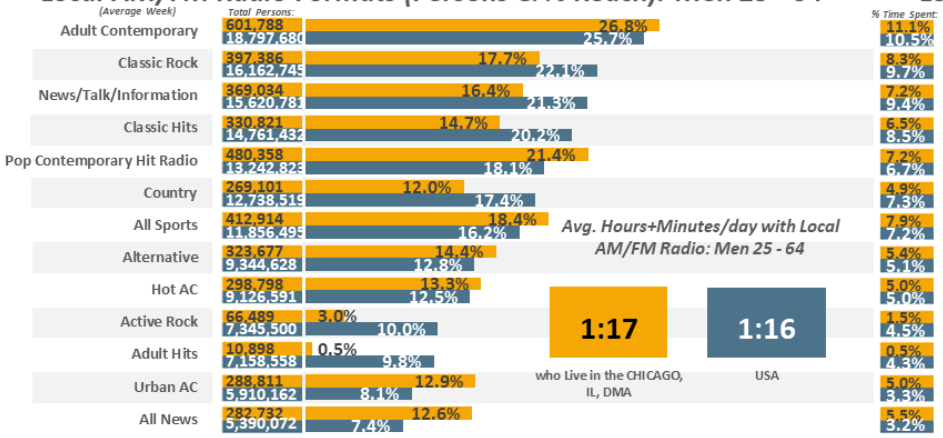
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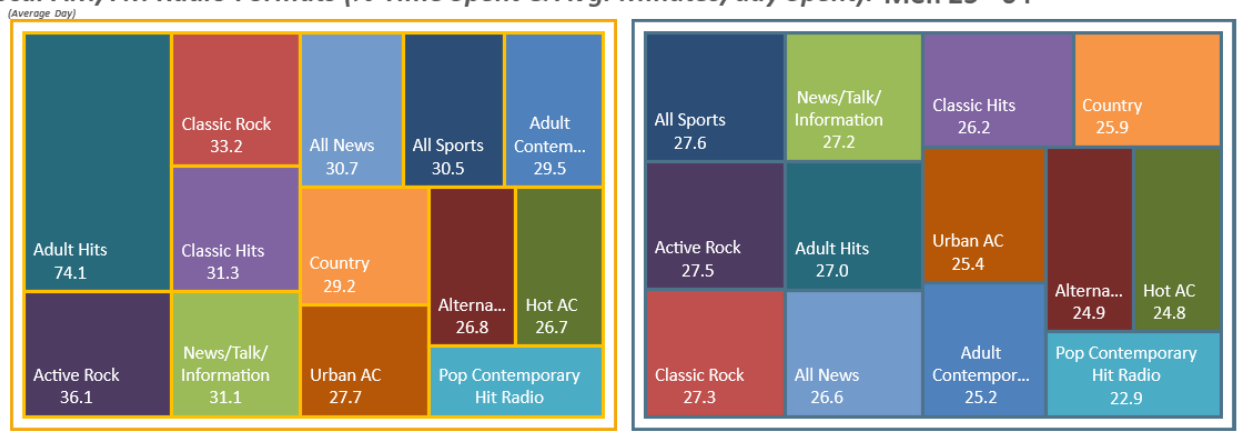
Chicago, IL, DMA
M25-64

2,137,503 or 85.7% of Men 25 - 64 who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, All Sports, Classic Rock, and Album Adult Alternative.

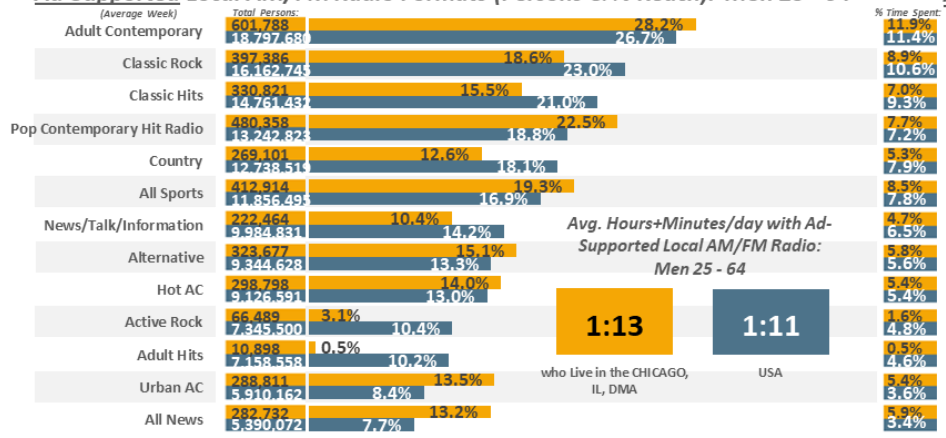
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 64



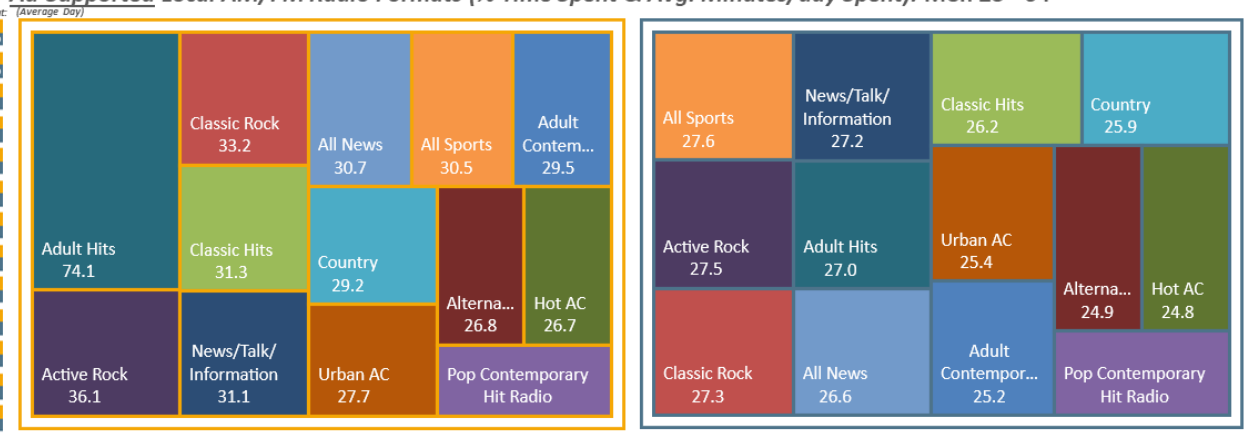
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,488

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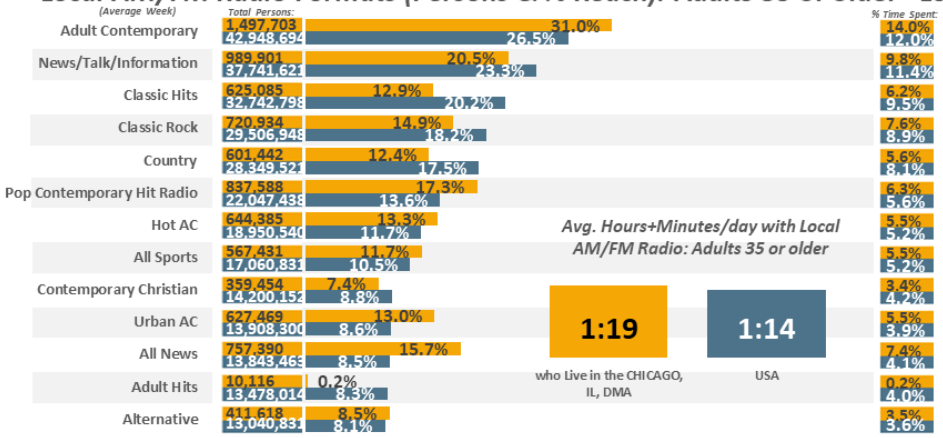
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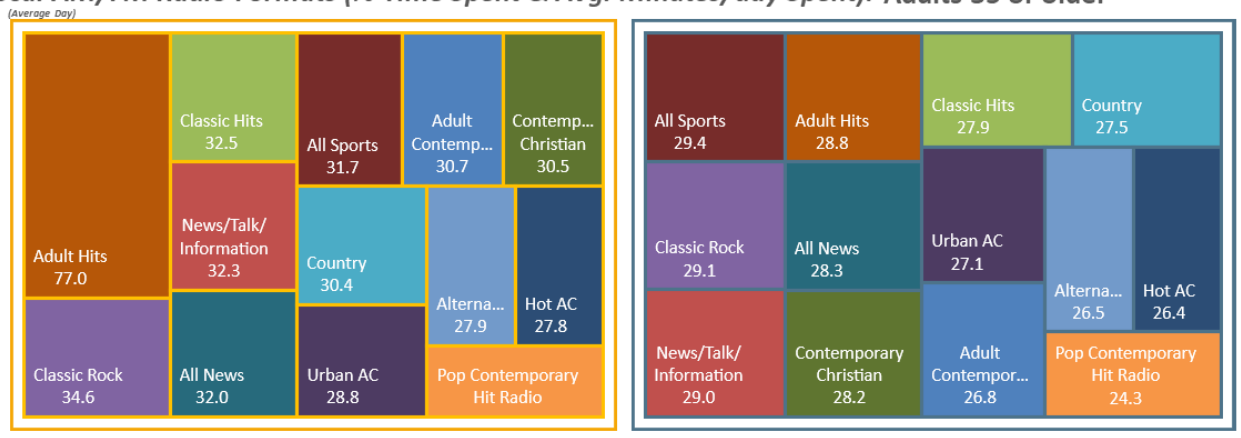
Chicago, IL, DMA
P35+

4,564,198 or 85.% of Adults 35 or older who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, All News, Classic Rock, and Album Adult Alternative.

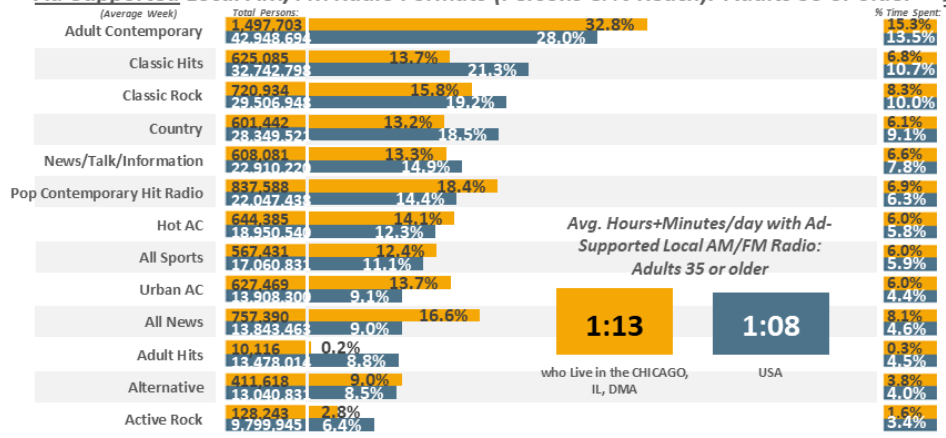
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



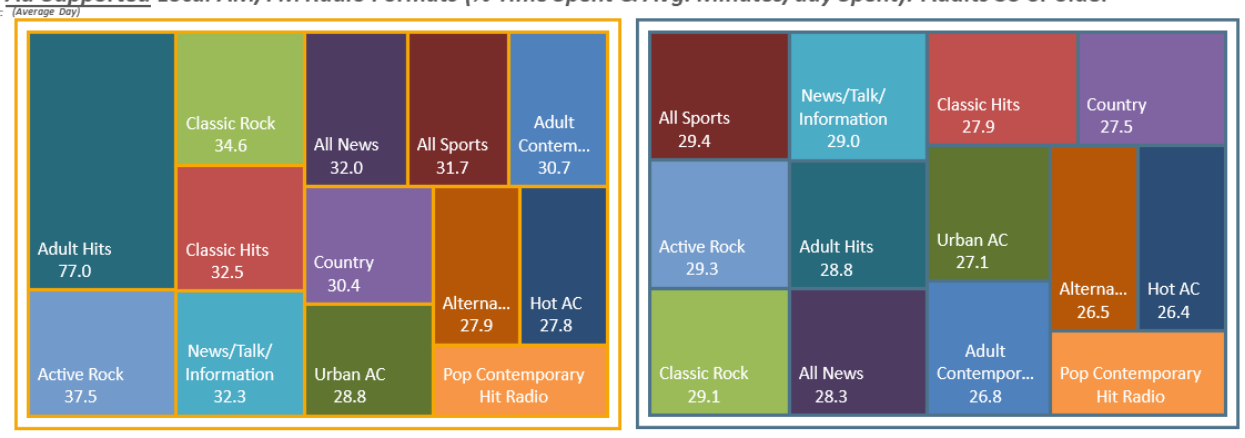
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



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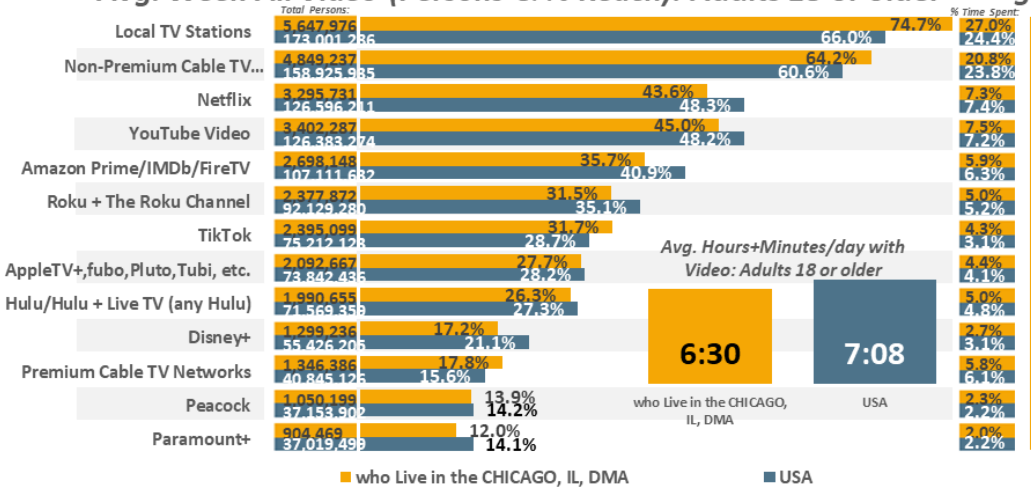
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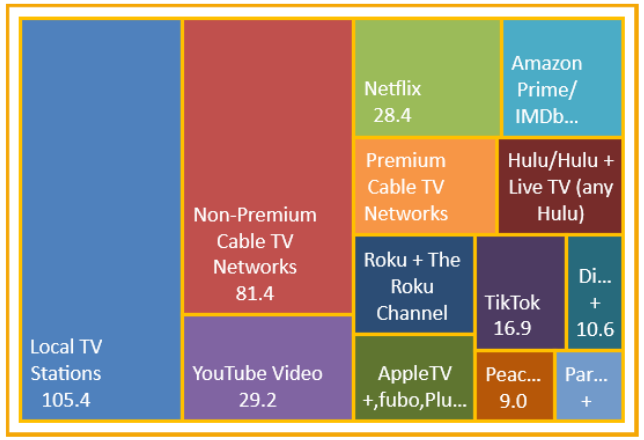
Chicago, IL, DMA
P18+

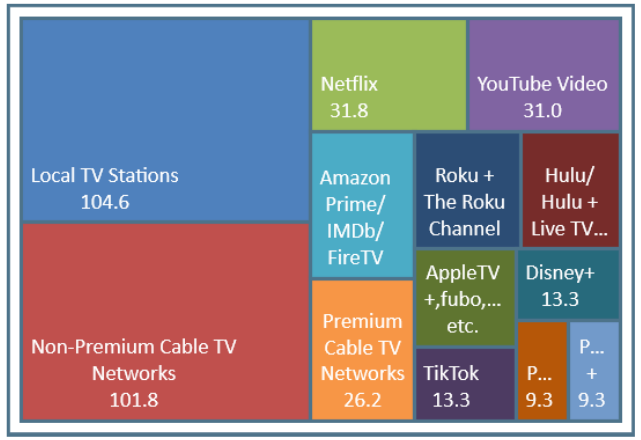
5,579,296 or 73.8% of Adults 18 or older who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations for an average of 100.3 minutes every day representing 31.7% of all time spent daily with Ad-Supported Video.

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

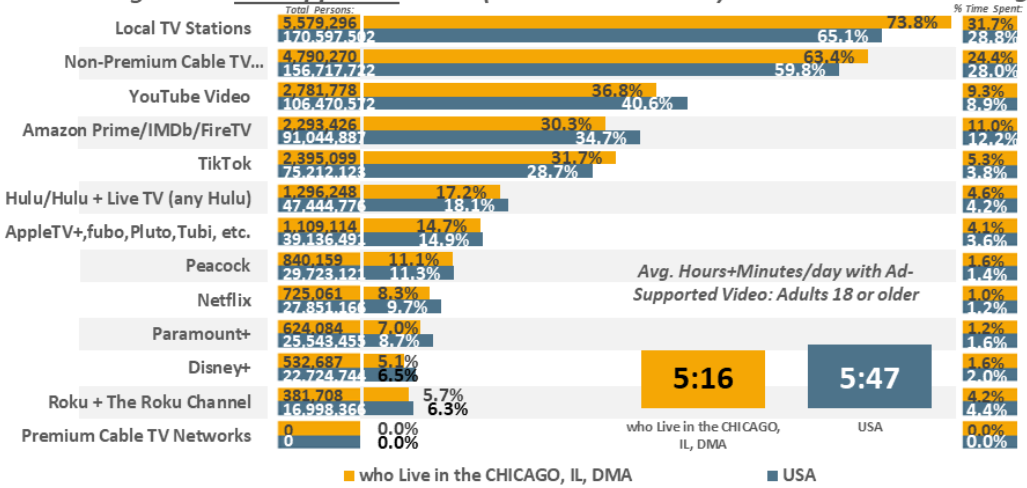


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

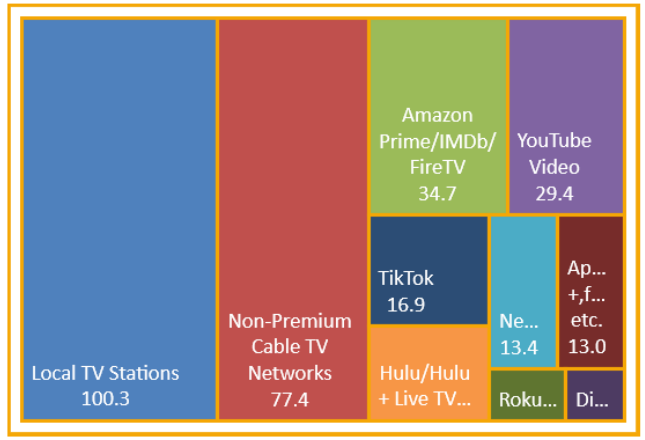


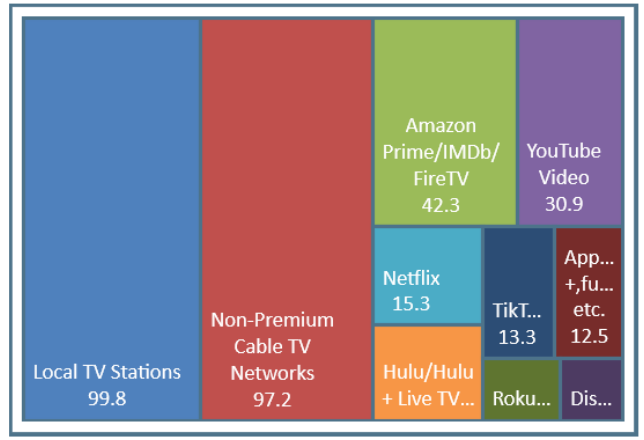


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,488

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362

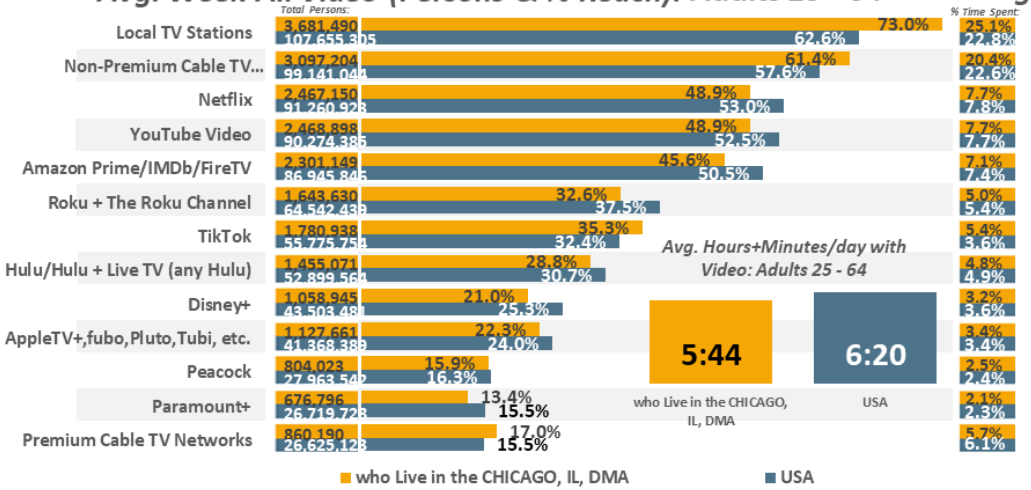
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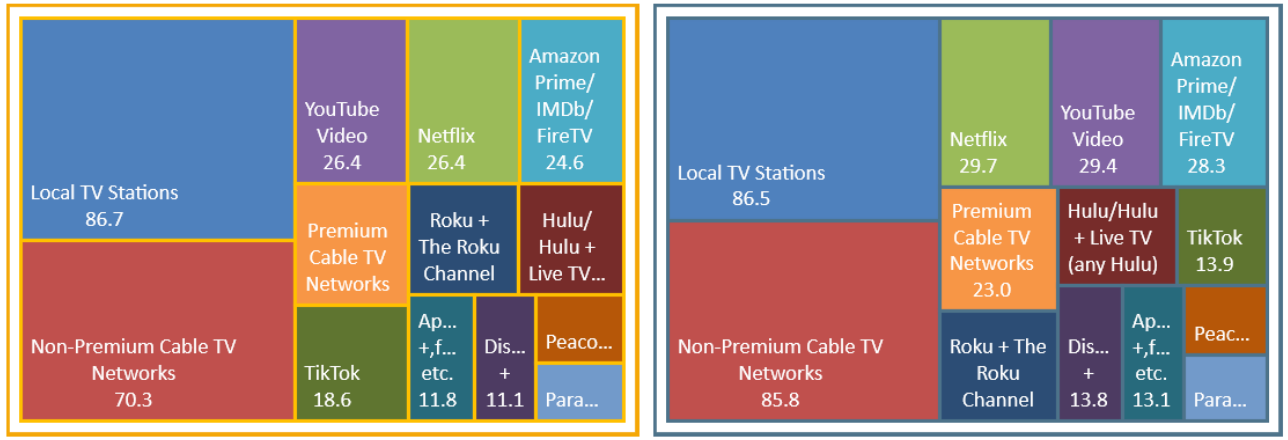
Chicago, IL, DMA
P25-64

3,639,011 or 72.1% of Adults 25 - 64 who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations for an average of 82.9 minutes every day representing 29.7% of all time spent daily with Ad-Supported Video.

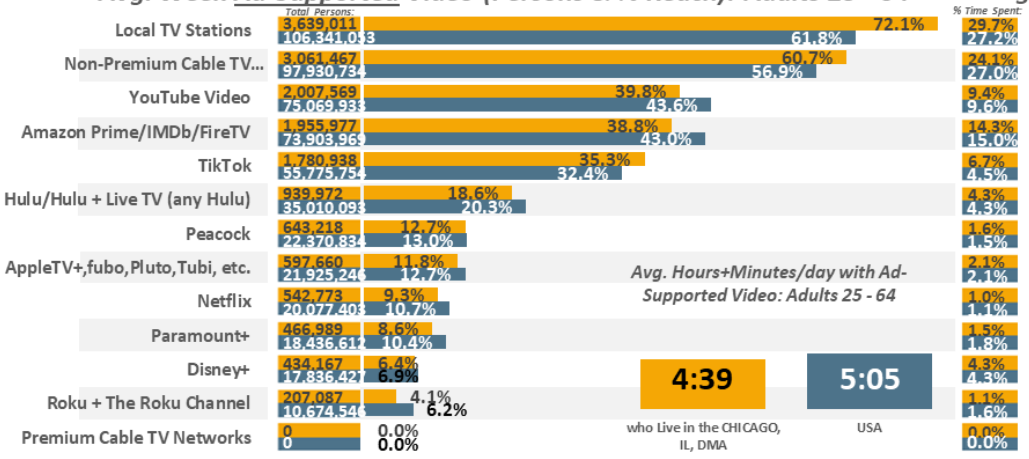
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



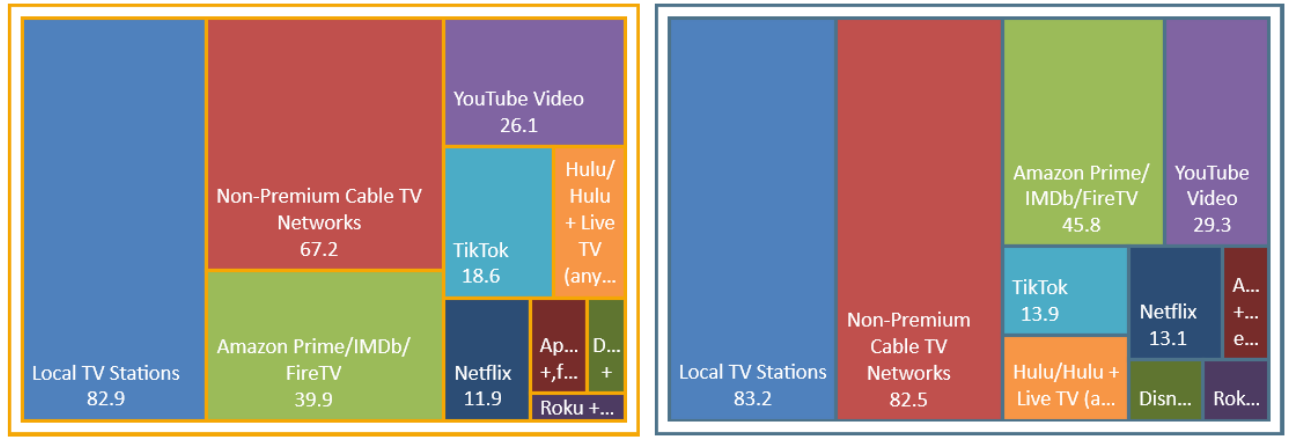
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,488

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362

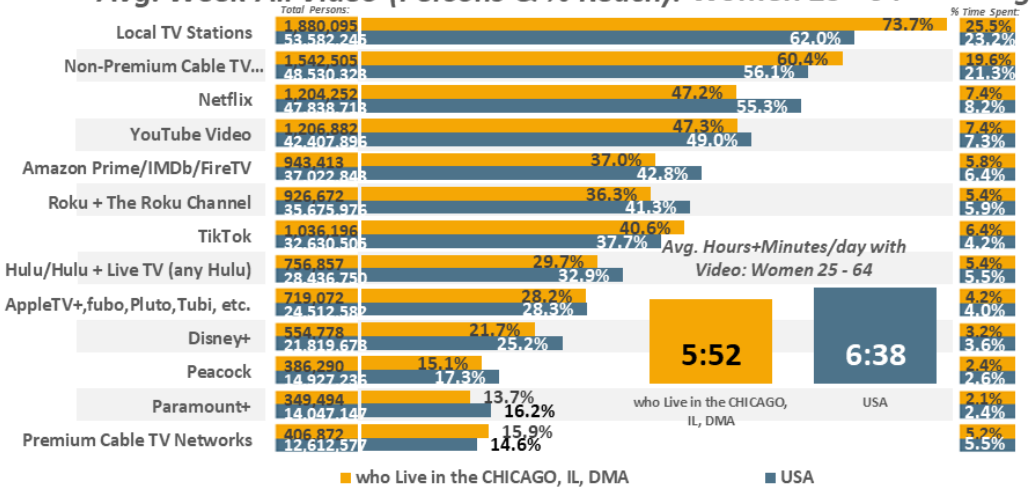
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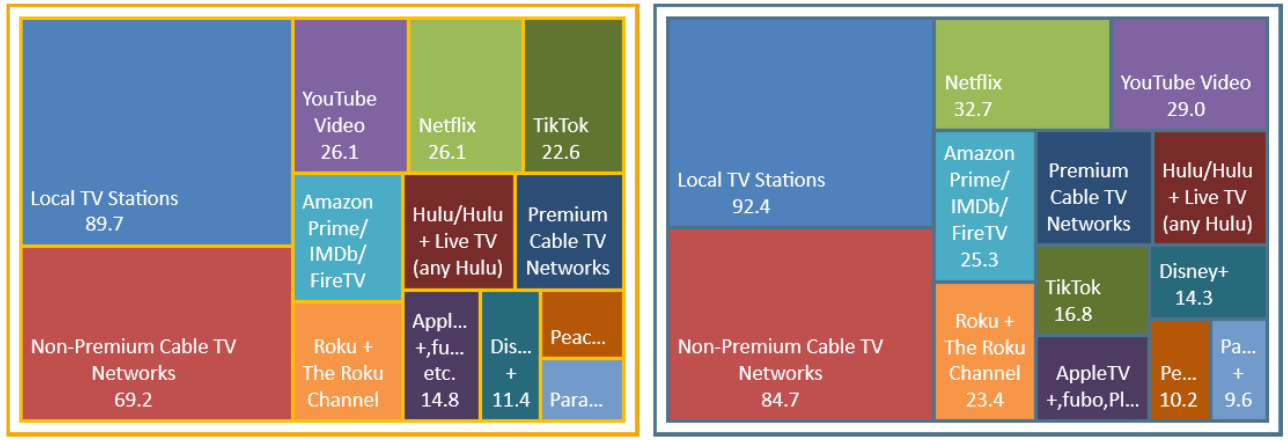
Chicago, IL, DMA
W25-64

1,853,611 or 72.6% of Women 25 - 64 who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations for an average of 85.1 minutes every day representing 30.3% of all time spent daily with Ad-Supported Video.

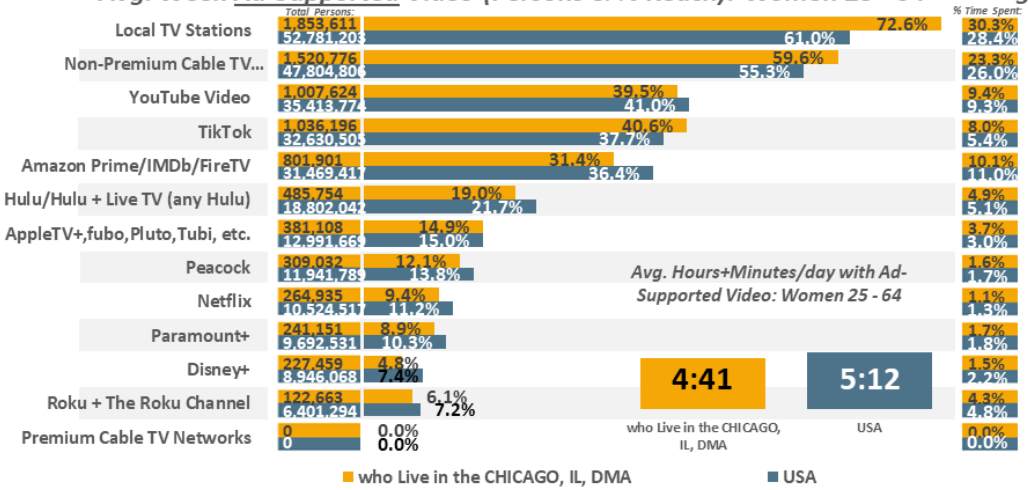
Avg. Week All Video (Persons & % Reach): Women 25 - 64



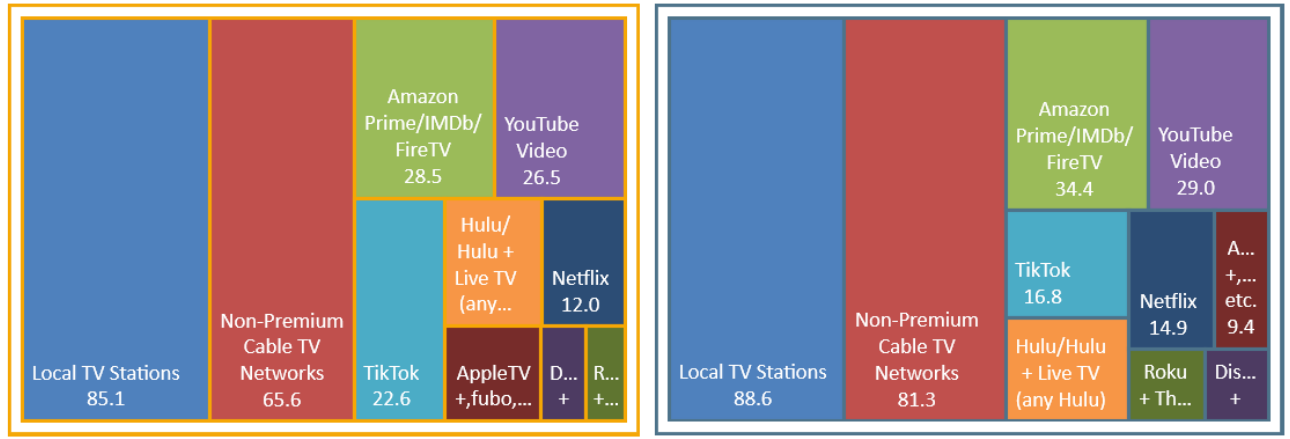
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,488

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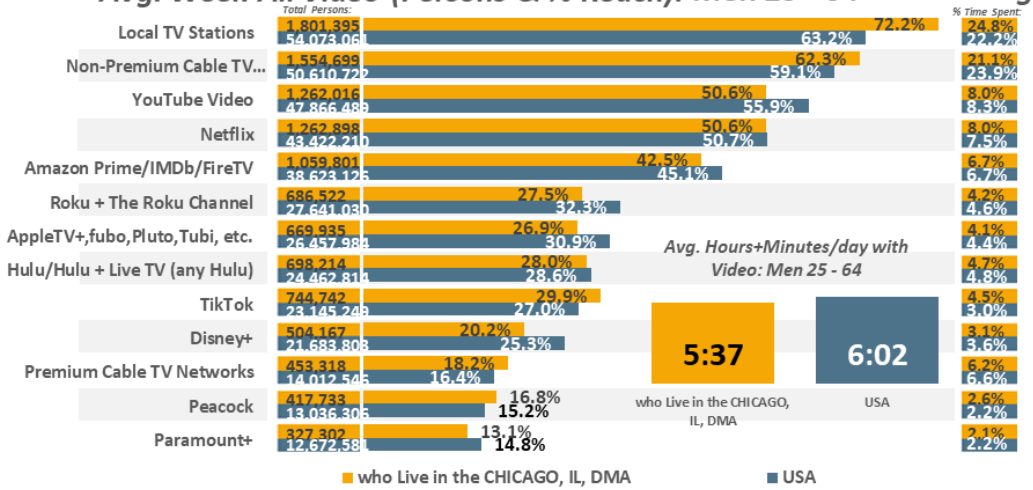
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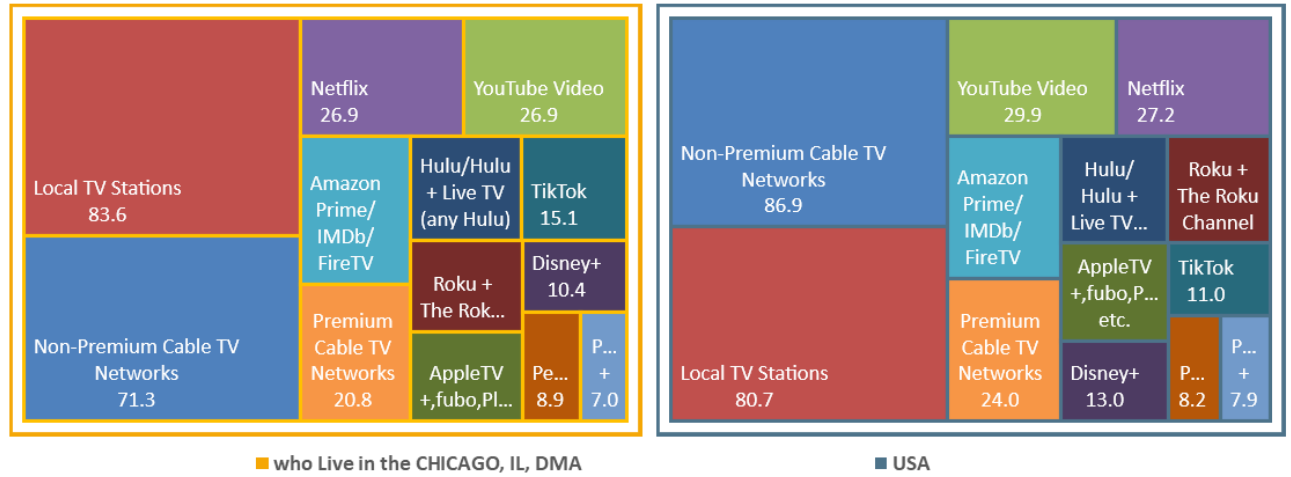
Chicago, IL, DMA
M25-64

1,784,933 or 71.6% of Men 25 - 64 who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations for an average of 80.6 minutes every day representing 29.5% of all time spent daily with Ad-Supported Video.

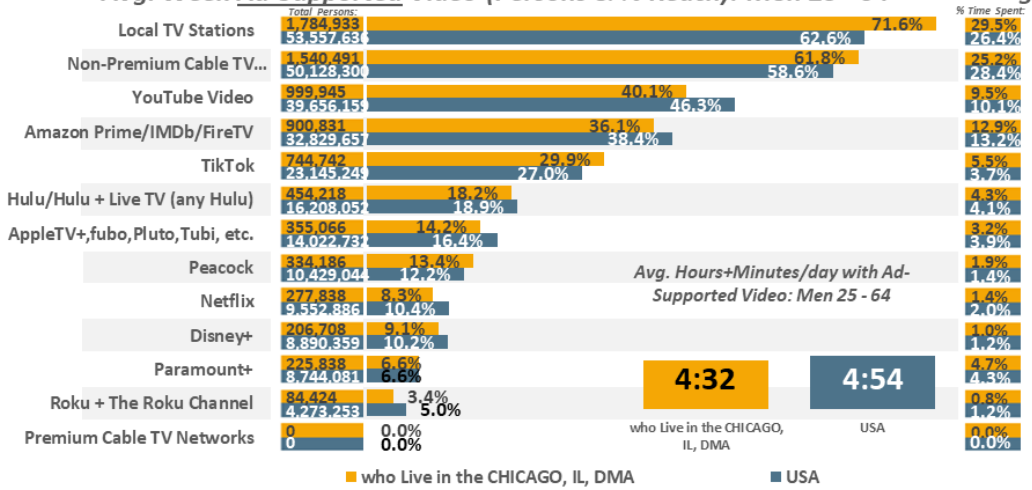
Avg. Week All Video (Persons & % Reach): Men 25 - 64



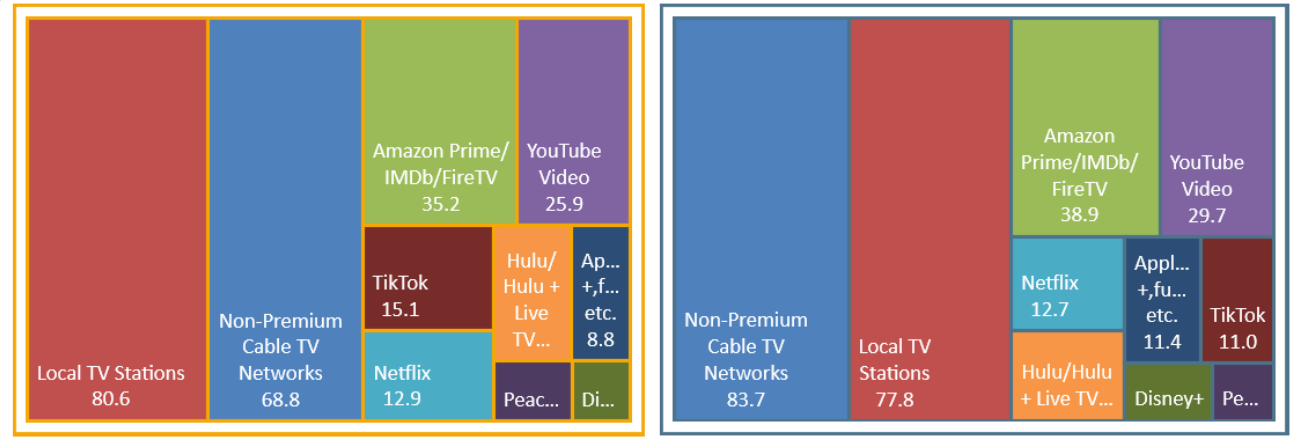
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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



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



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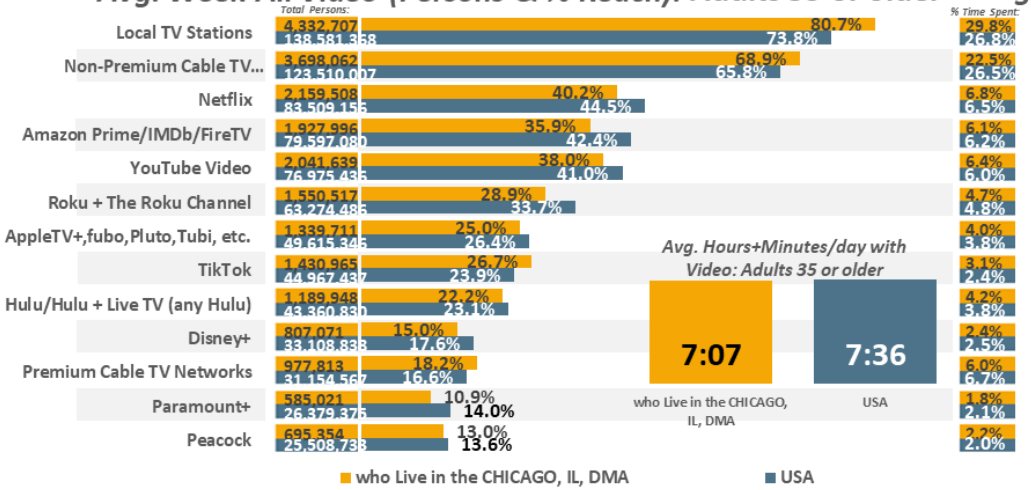
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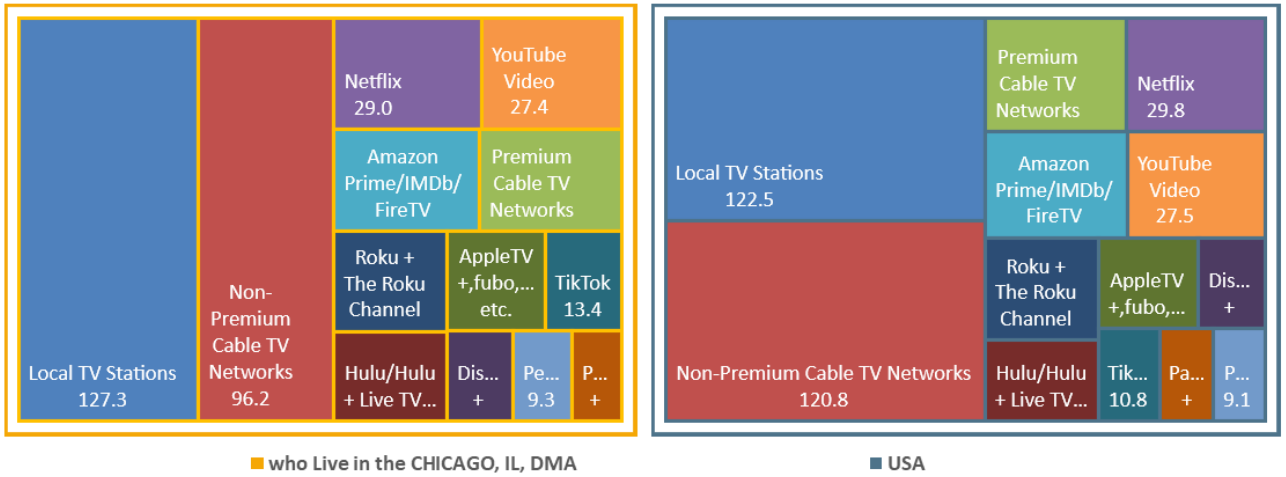
Chicago, IL, DMA
P35+

4,266,095 or 79.5% of Adults 35 or older who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations for an average of 120.8 minutes every day representing 34.2% of all time spent daily with Ad-Supported Video.

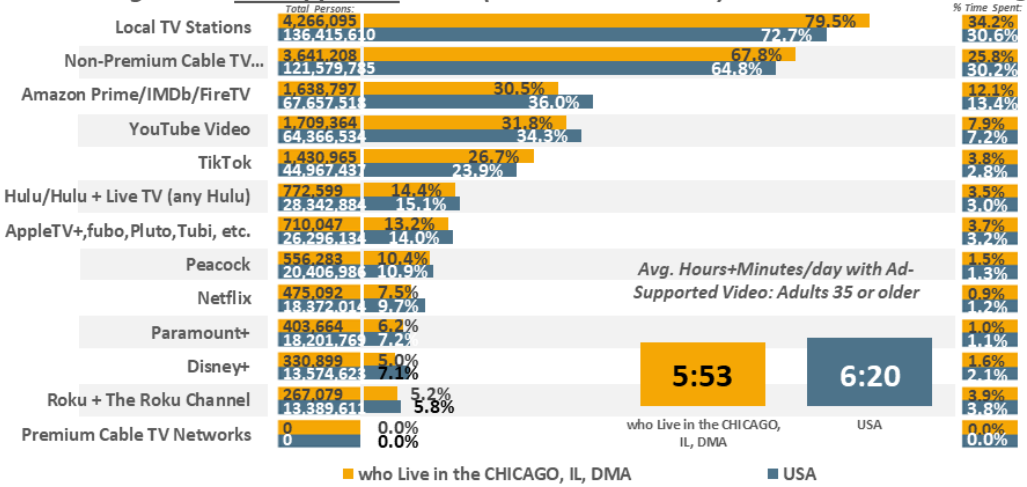
Avg. Week All Video (Persons & % Reach): Adults 35 or older



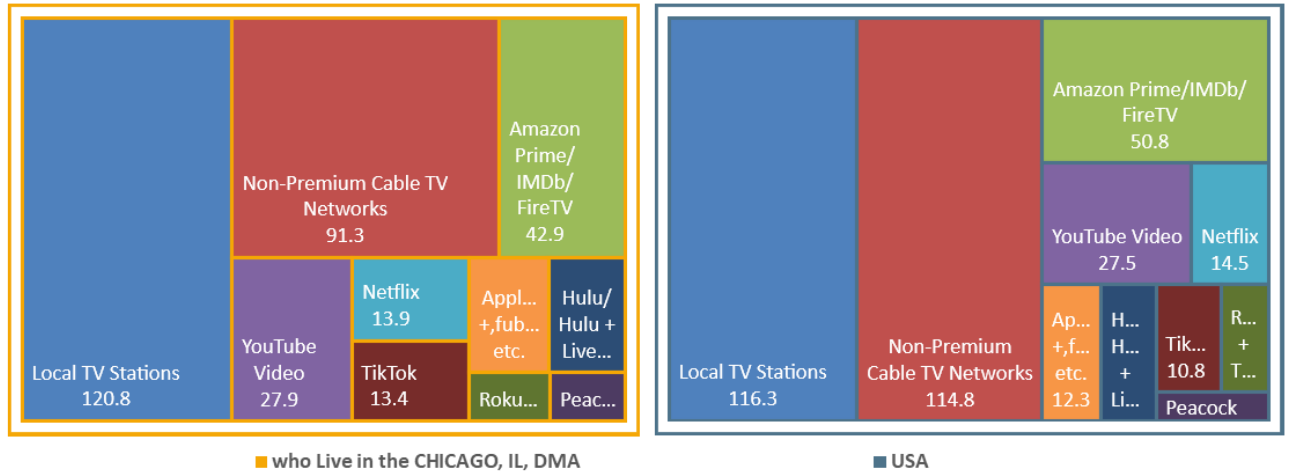
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,488

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362

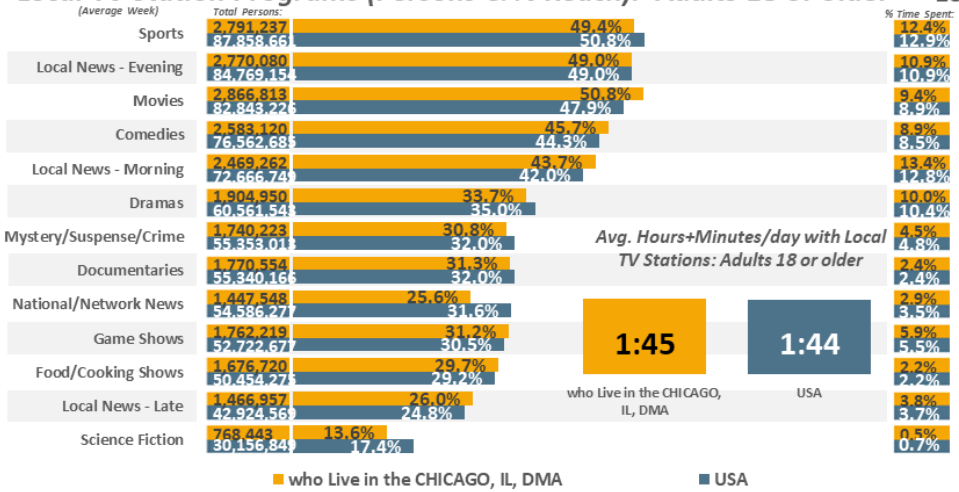
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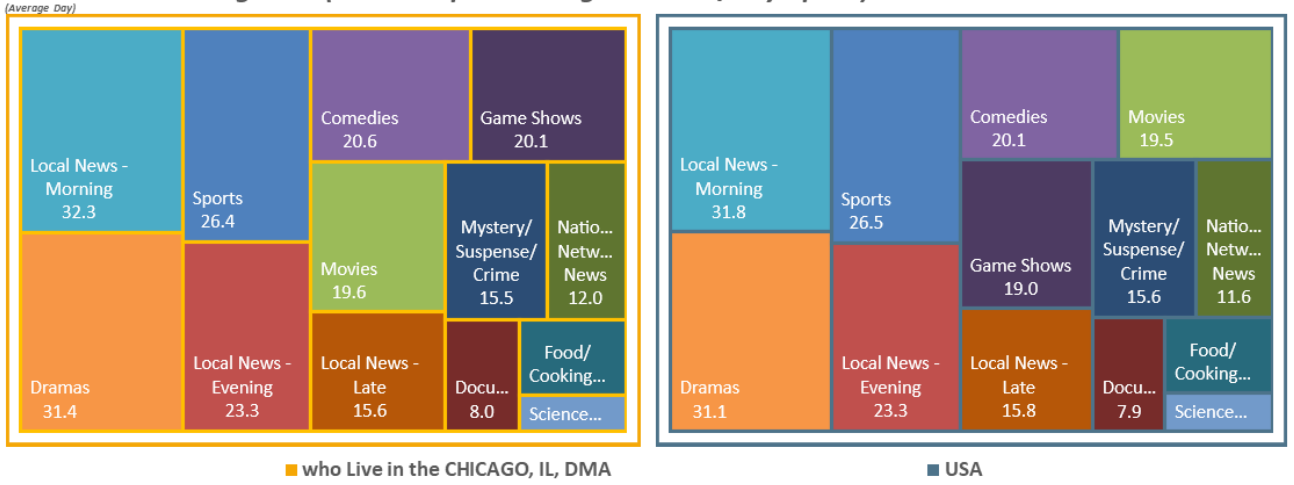
Chicago, IL, DMA
P18+

5,579,296 or 73.8% of Adults 18 or older who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Local News - Evening, Local News - Morning, Comedies, and Dramas.

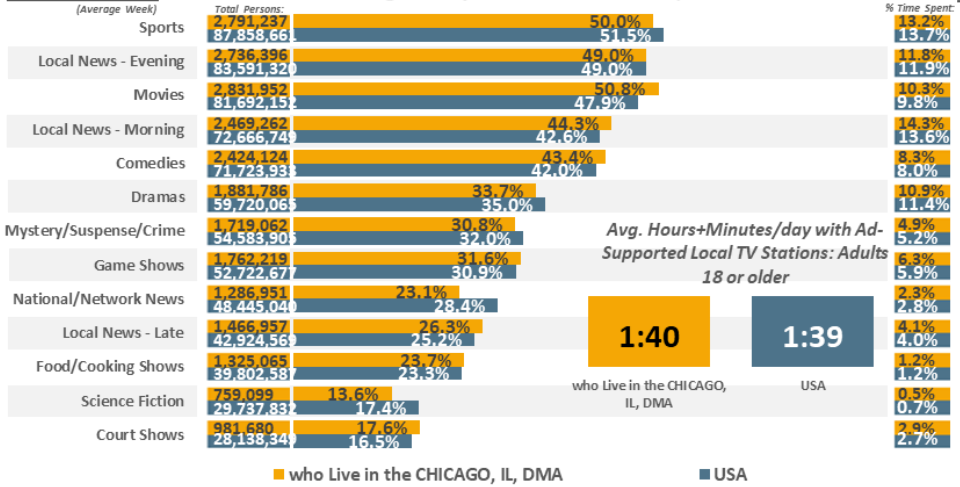
Local TV Station Programs (Persons & % Reach): Adults 18 or older



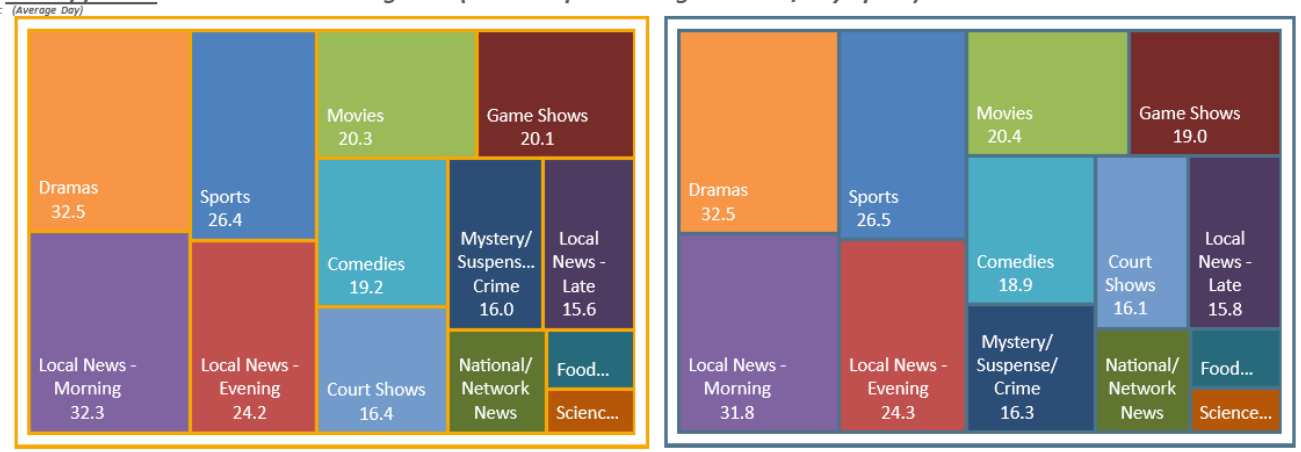
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,488

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362

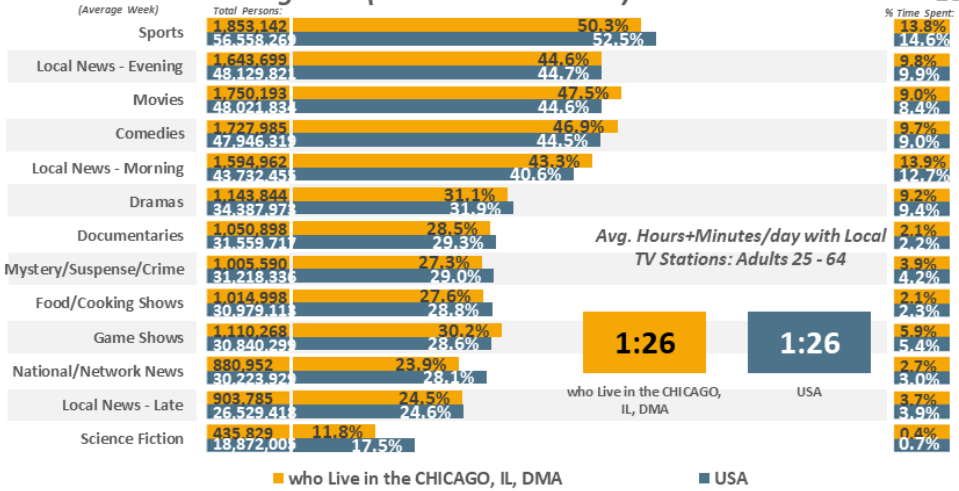
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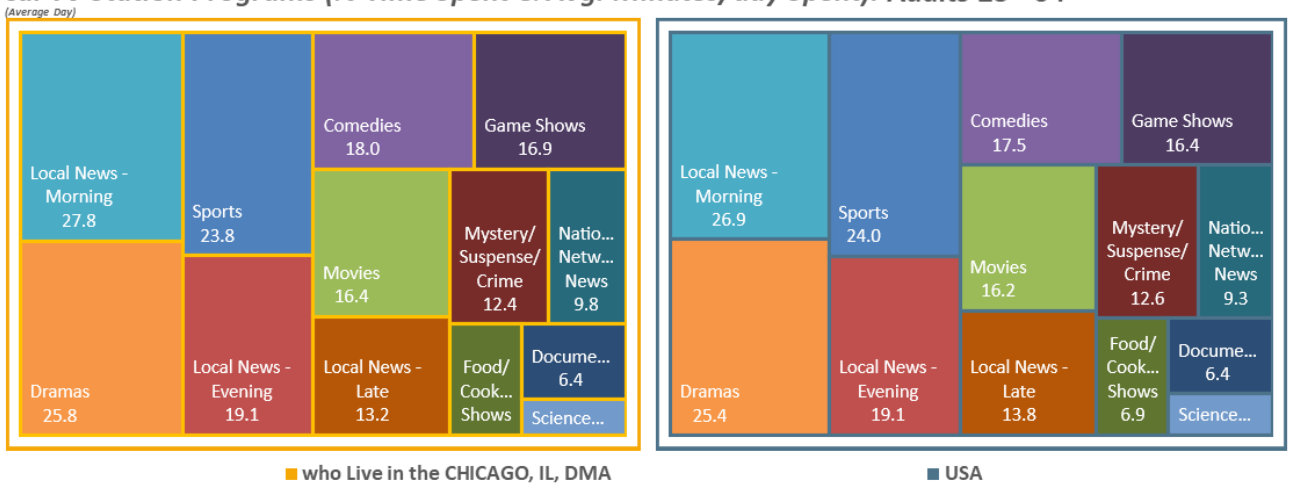
Chicago, IL, DMA
P25-64

3,639,011 or 72.1% of Adults 25 - 64 who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Local News - Morning, and Dramas.

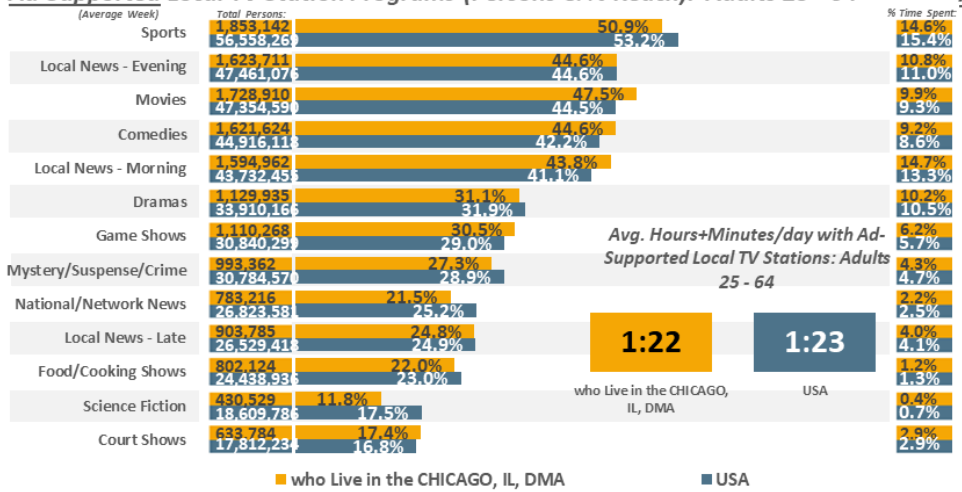
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



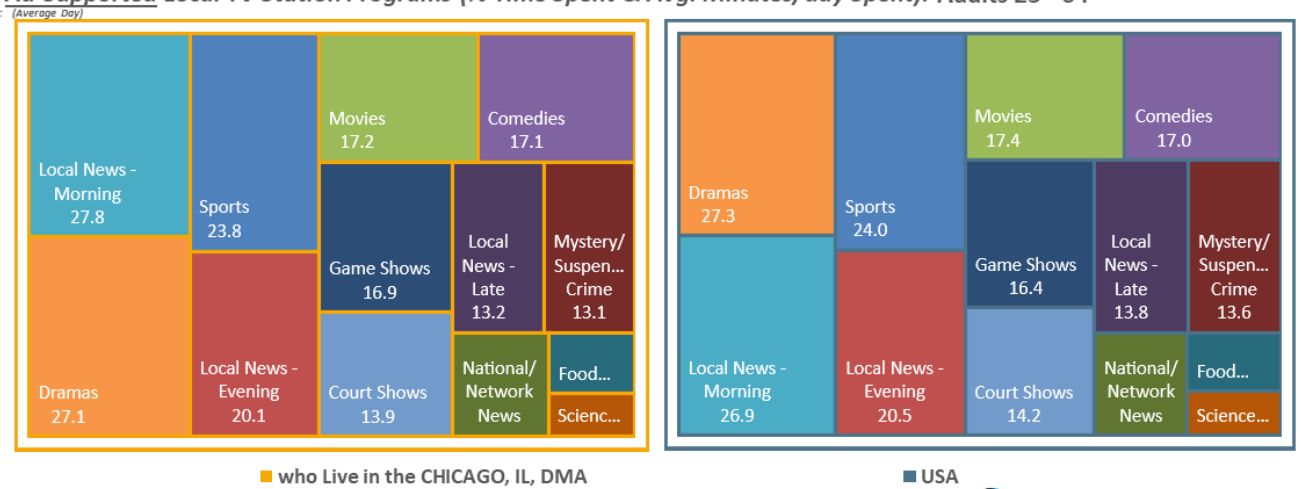
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,488

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362

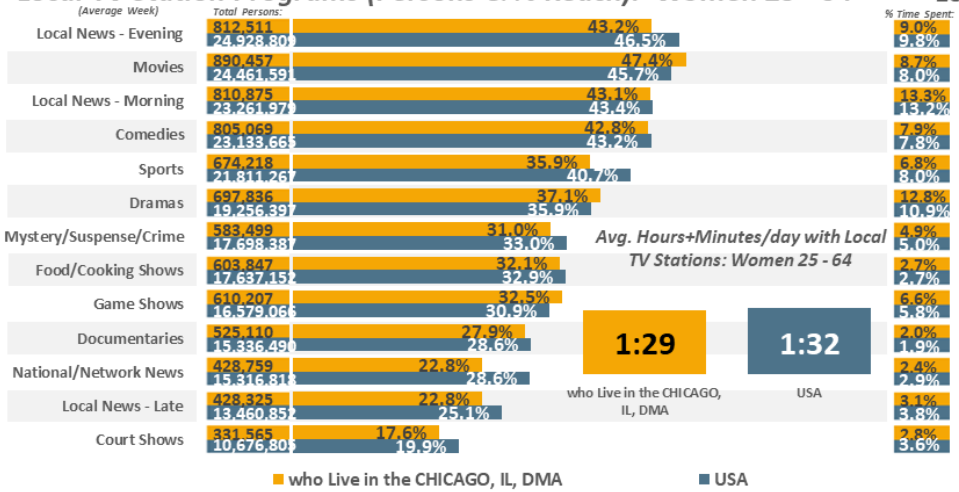
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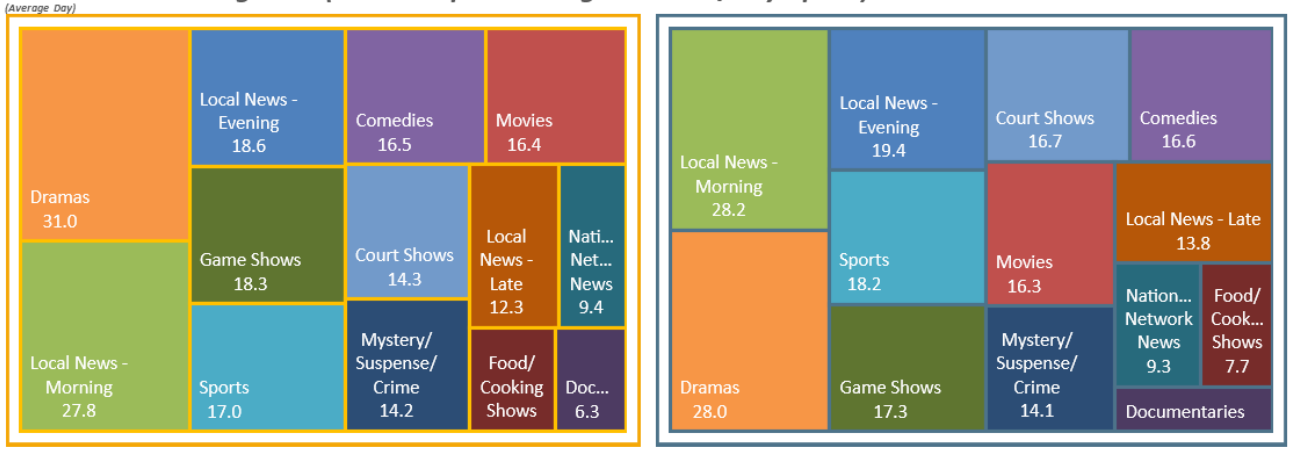
Chicago, IL, DMA
W25-64

1,853,611 or 72.6% of Women 25 - 64 who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Local News - Morning, Local News - Evening, Comedies, Dramas, and Sports.

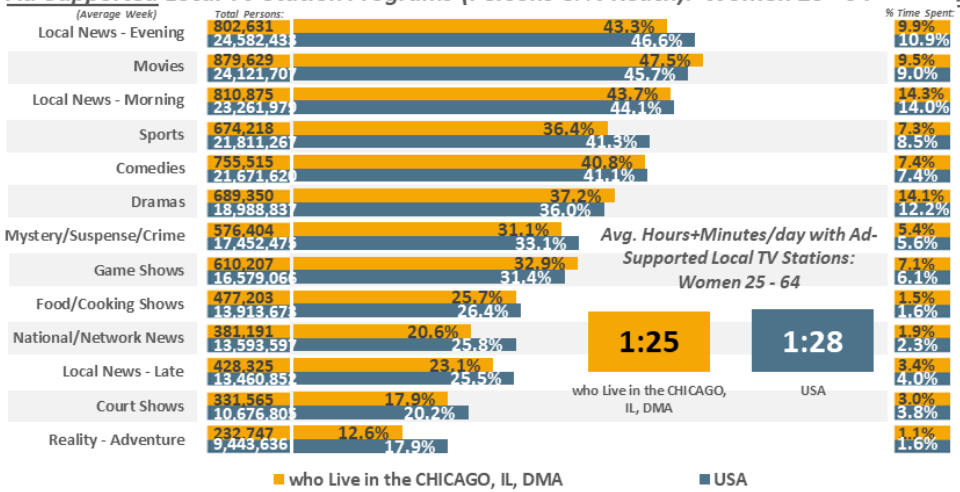
Local TV Station Programs (Persons & % Reach): Women 25 - 64



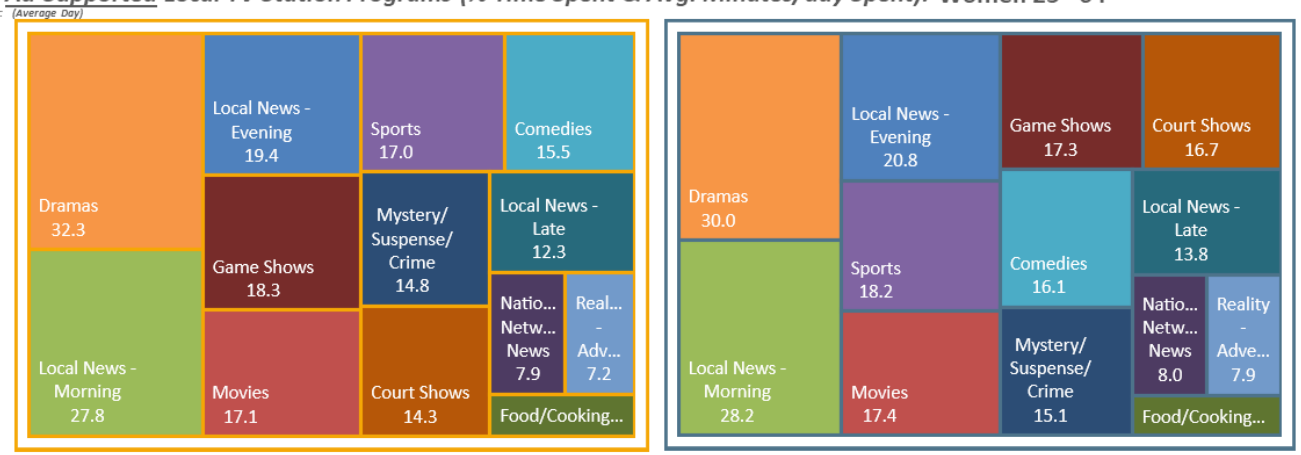
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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



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



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *3,488*

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USA Jan23-Oct23 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,362*

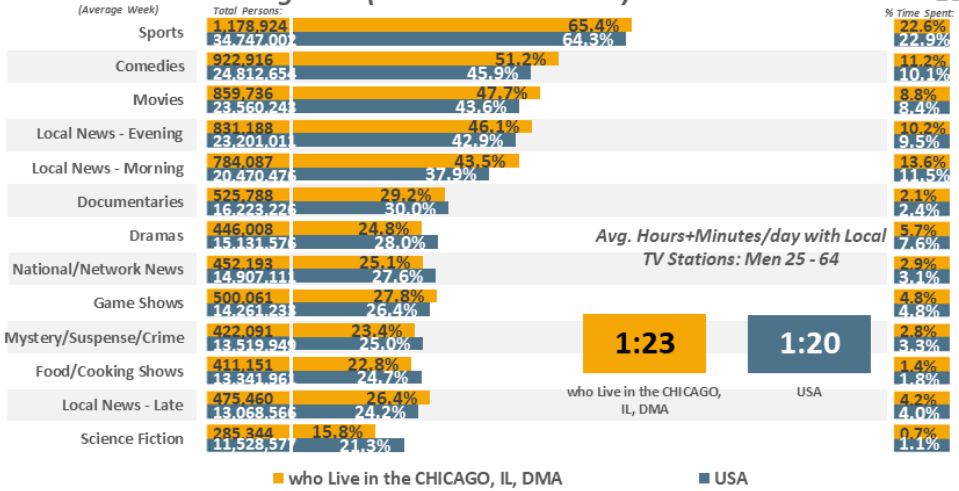
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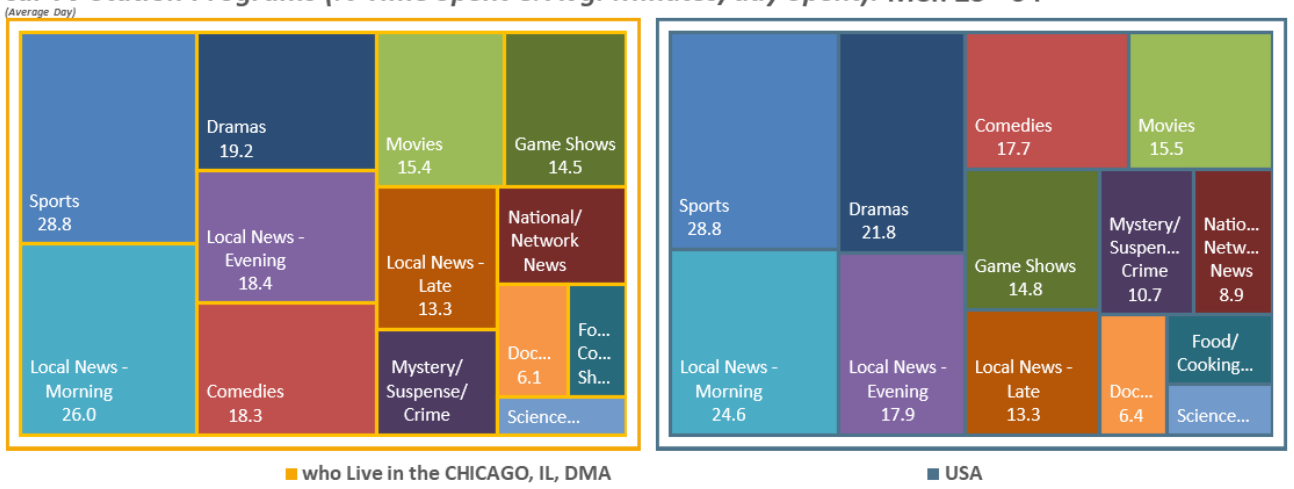
Chicago, IL, DMA
M25-64

1,784,933 or 71.6% of Men 25 - 64 who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Local News - Evening, Local News - Morning, and Game Shows.

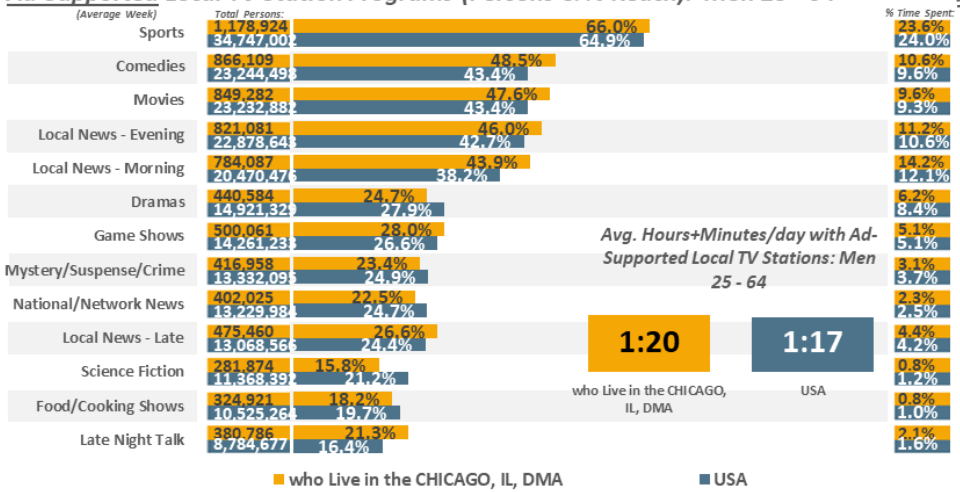
Local TV Station Programs (Persons & % Reach): Men 25 - 64



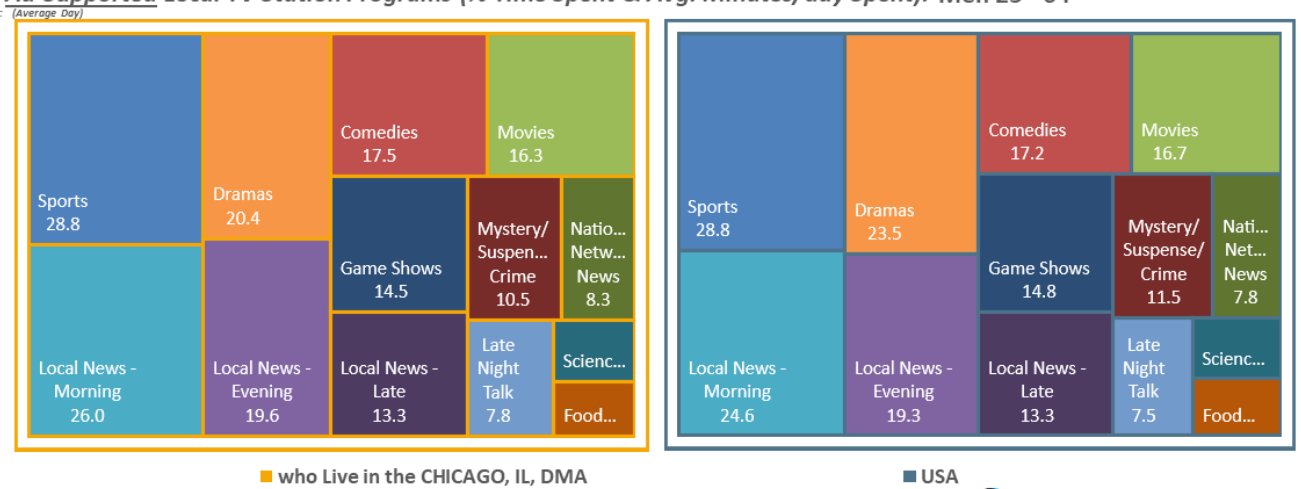
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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



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



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *3,488*

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USA Jan23-Oct23 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,362*

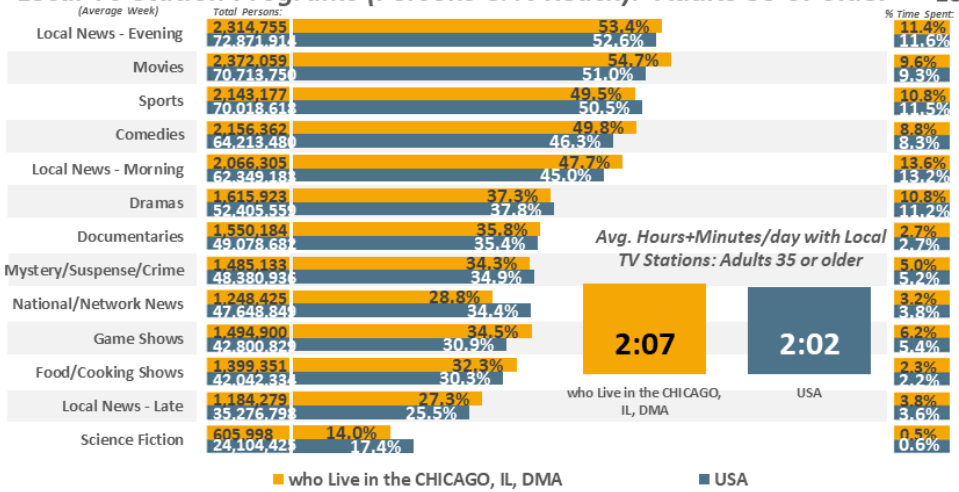
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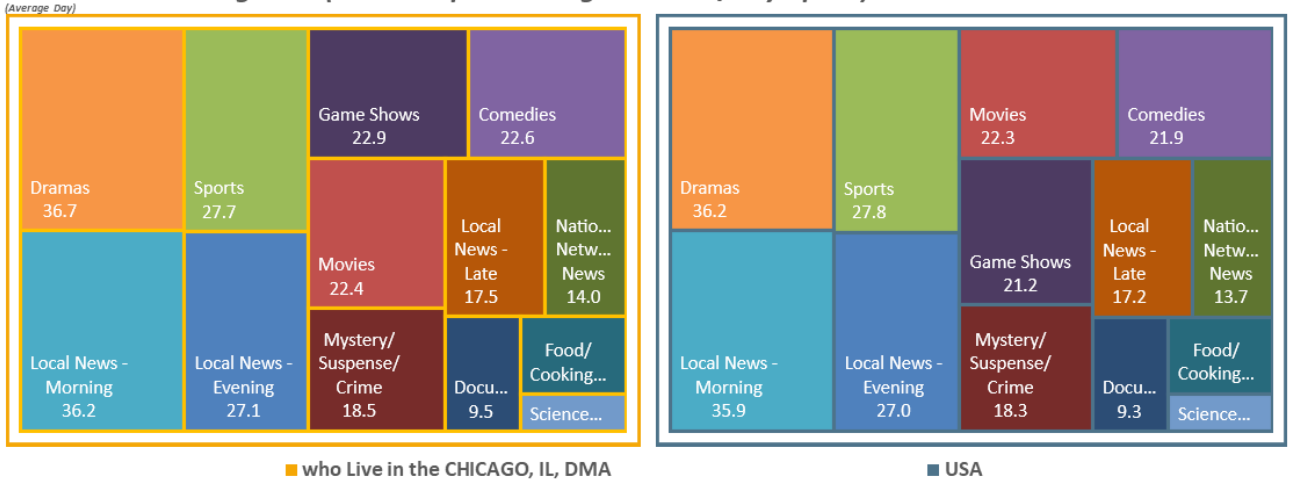
Chicago, IL, DMA
P35+

4,266,095 or 79.5% of Adults 35 or older who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Local News - Evening, Sports, Local News - Morning, Comedies, and Dramas.

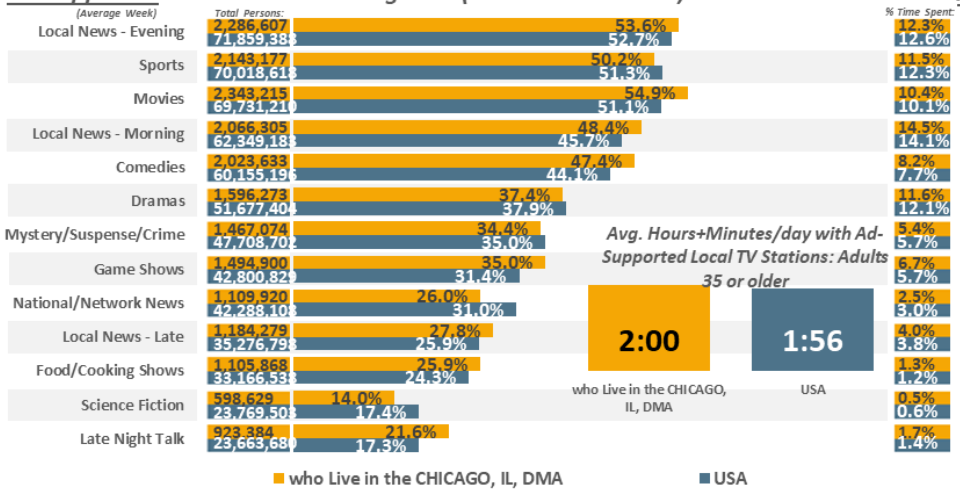
Local TV Station Programs (Persons & % Reach): Adults 35 or older



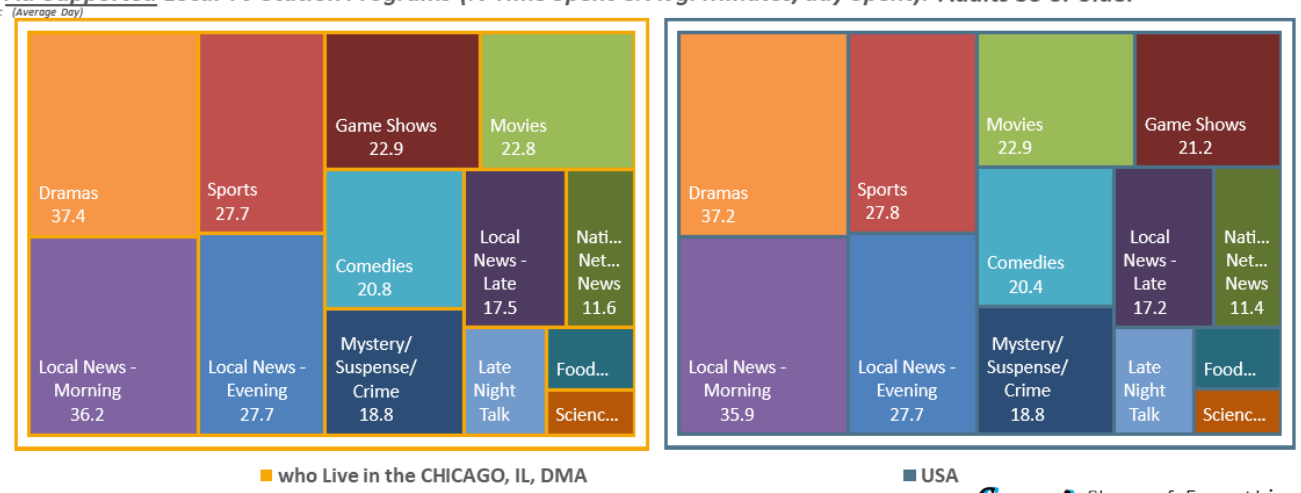
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *3,488*

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USA Jan23-Oct23 *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,362*

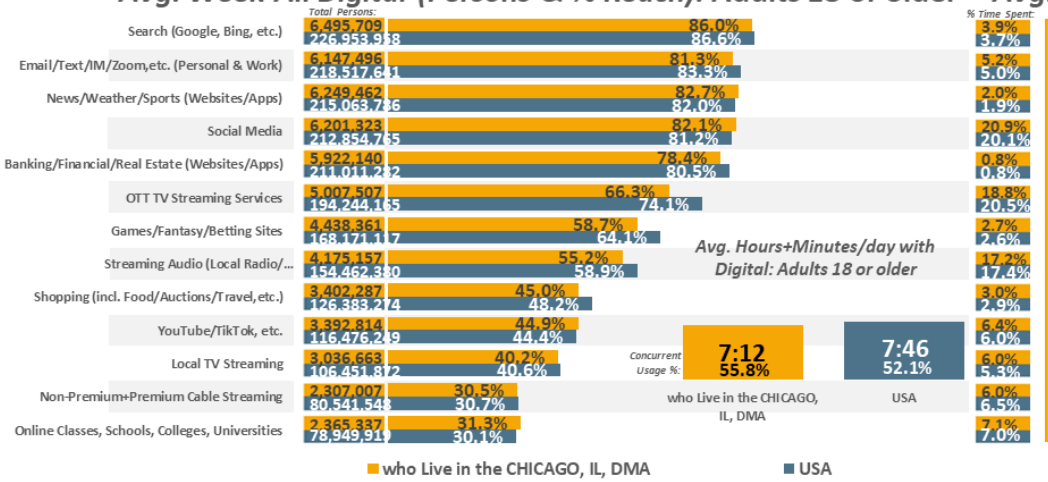
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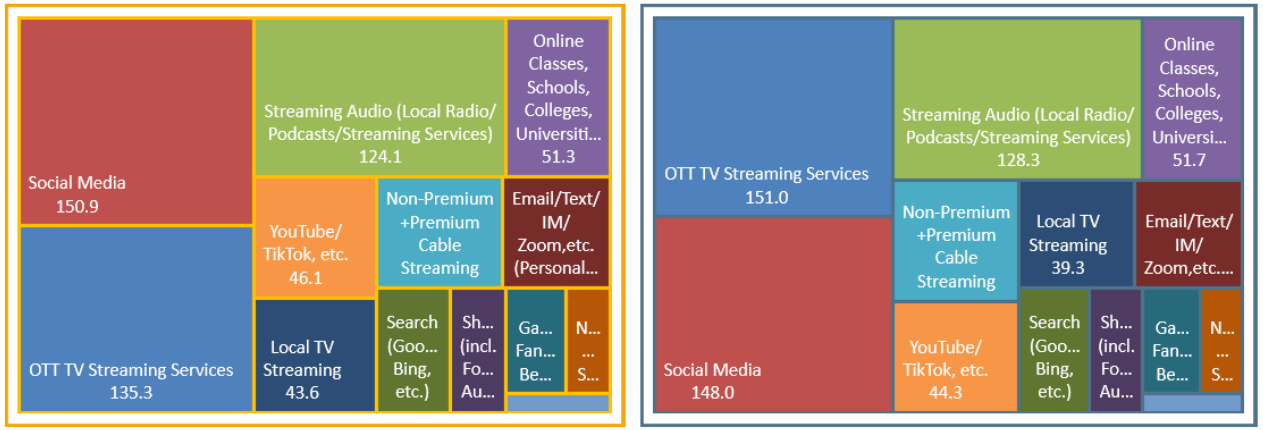
Chicago, IL, DMA
P18+

5,615,513 or 74.3% of Adults 18 or older who Live in the CHICAGO, IL, DMA use Ad-Supported Social Media for an average of 136.7 minutes every day representing 25.3% of all time spent daily with Ad-Supported Digital Media.

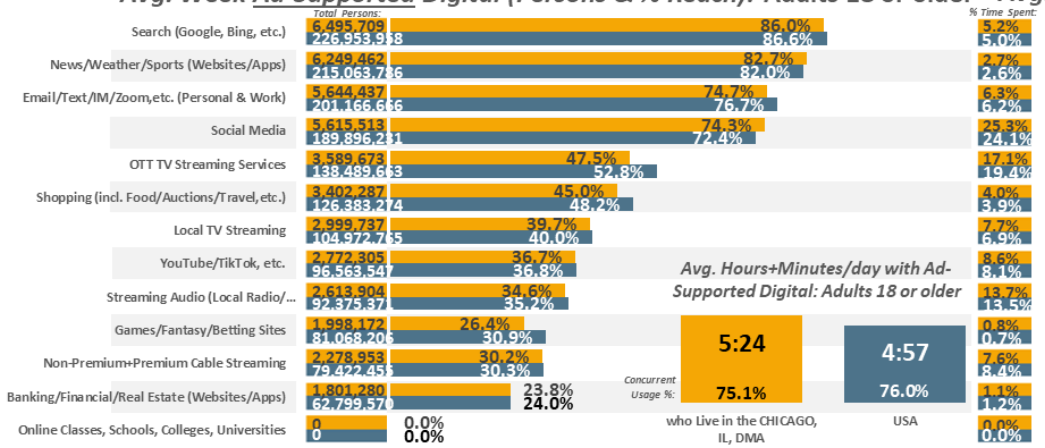
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



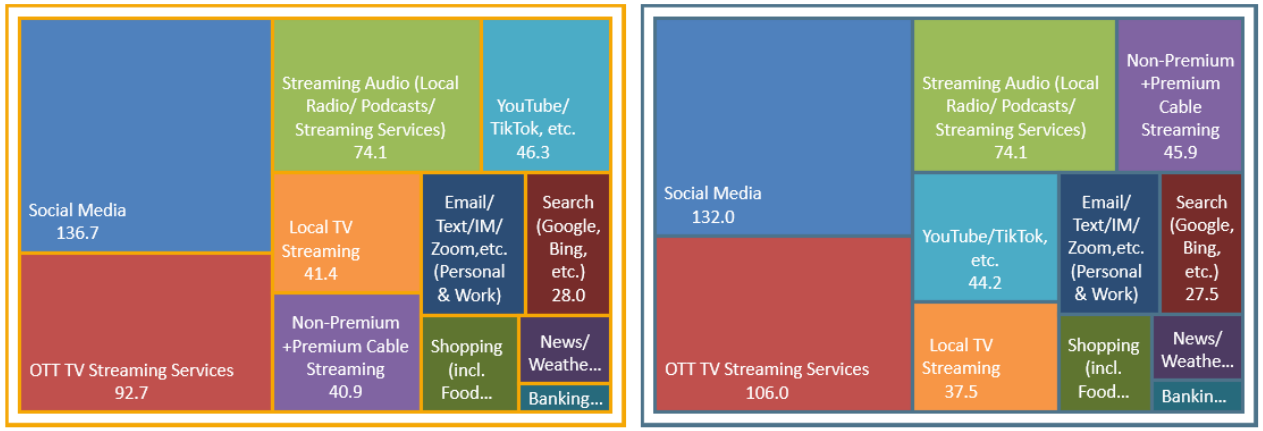
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,488

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362

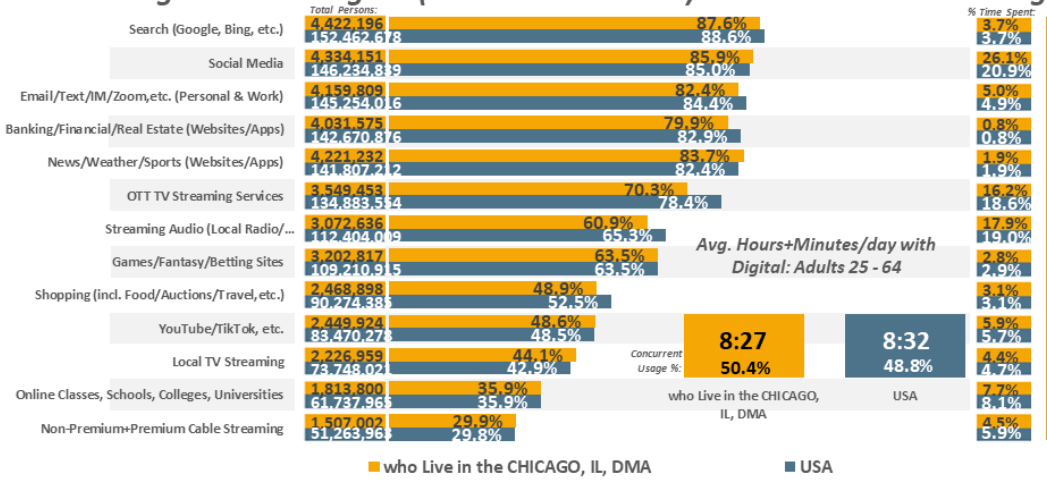
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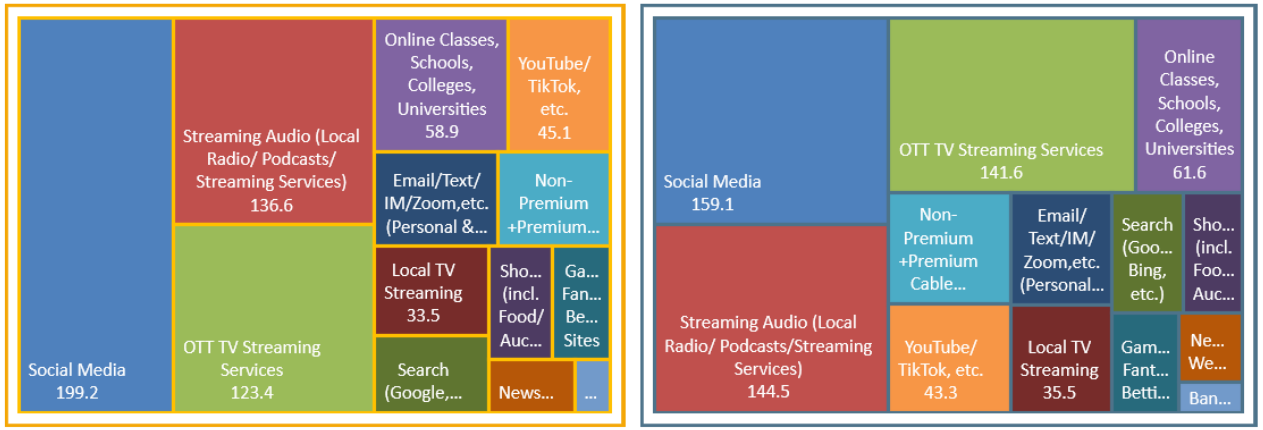
Chicago, IL, DMA
P25-64

3,894,662 or 77.2% of Adults 25 - 64 who Live in the CHICAGO, IL, DMA use Ad-Supported Social Media for an average of 183.3 minutes every day representing 31.9% of all time spent daily with Ad-Supported Digital Media.

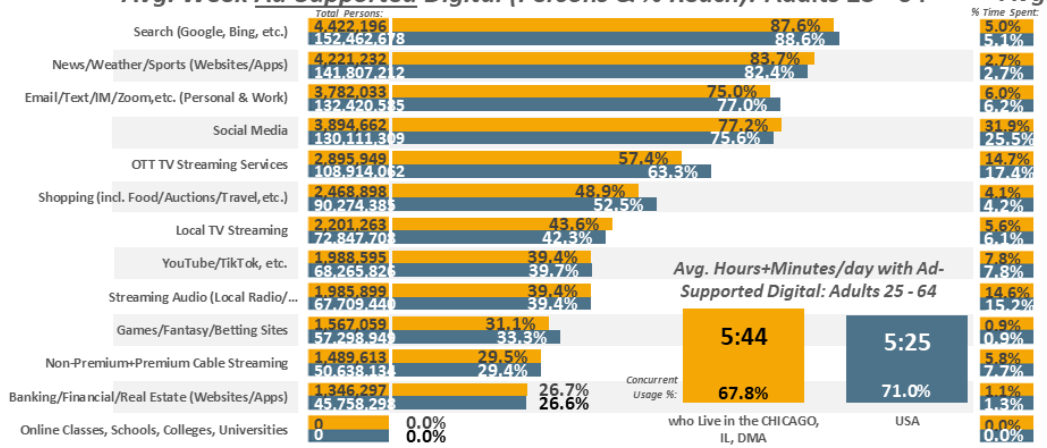
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



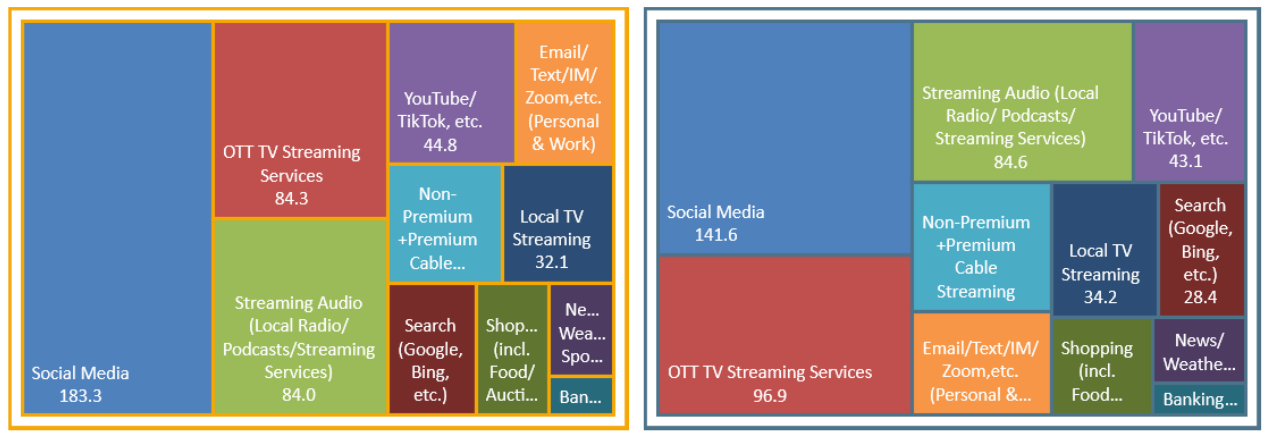
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



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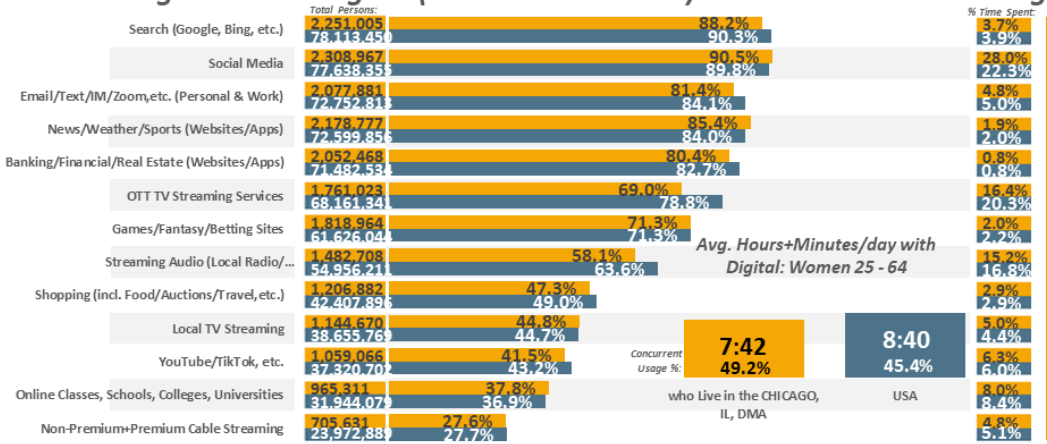
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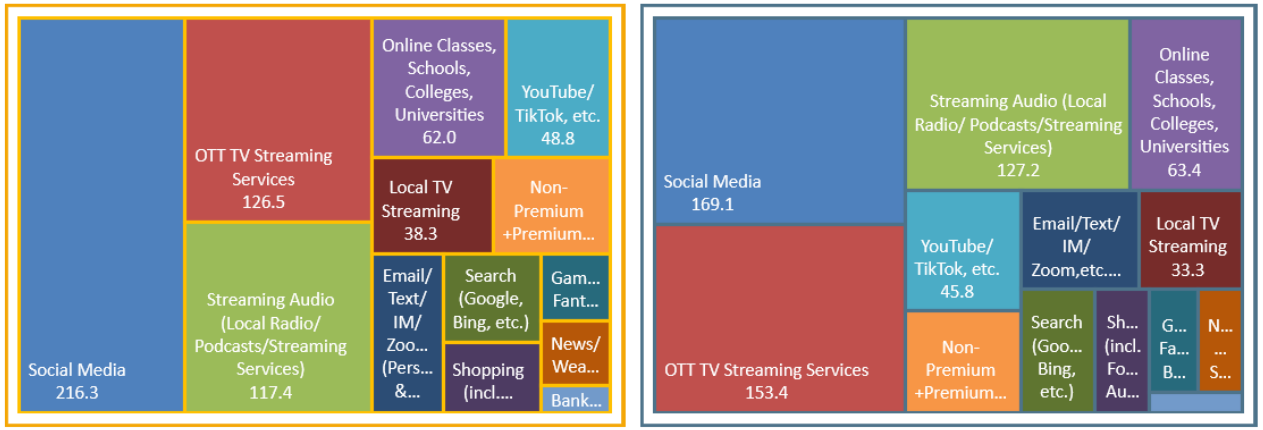
Chicago, IL, DMA
W25-64

2,104,224 or 82.4% of Women 25 - 64 who Live in the CHICAGO, IL, DMA use Ad-Supported Social Media for an average of 199. minutes every day representing 34.% of all time spent daily with Ad-Supported Digital Media.

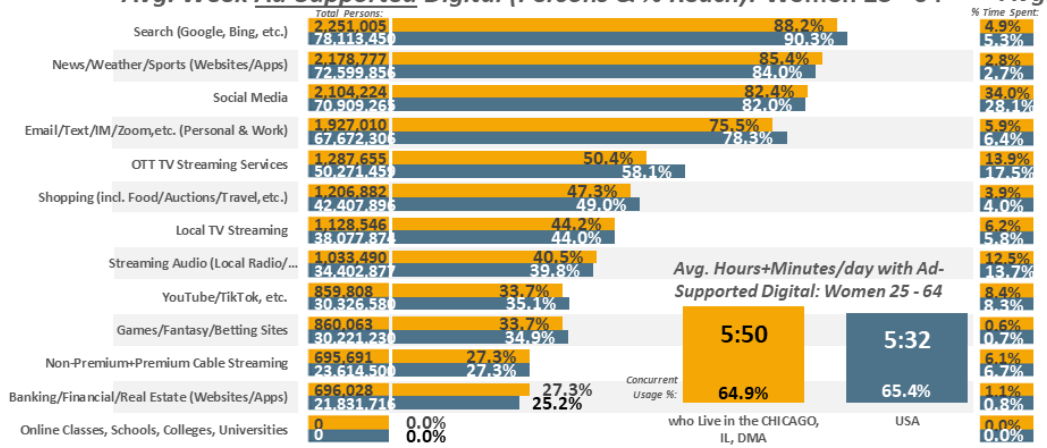
Avg. Week All Digital (Persons & % Reach): Women 25 - 64



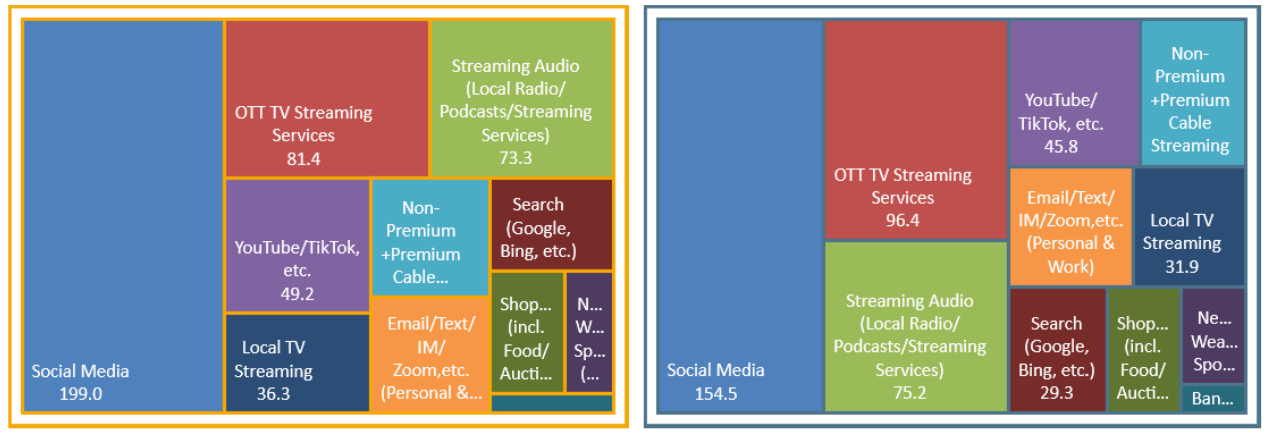
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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



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



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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362

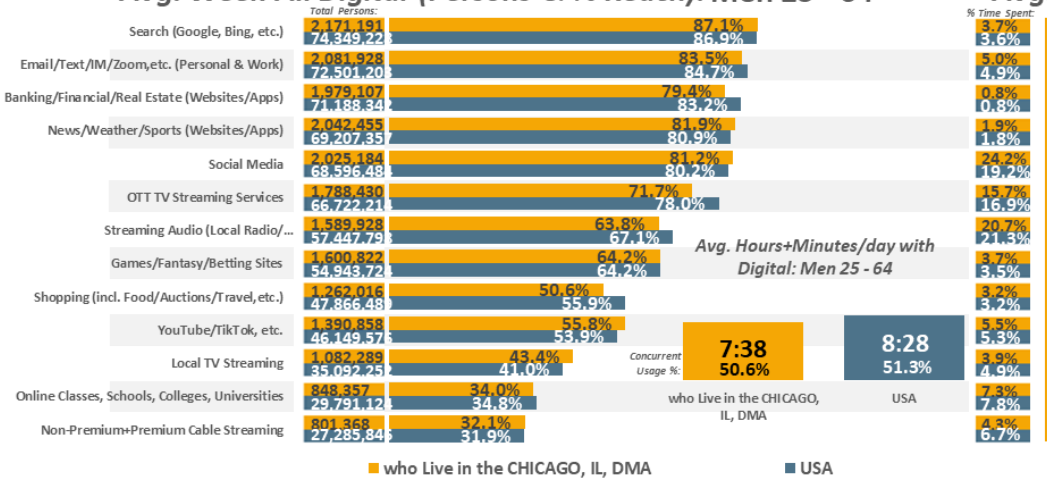
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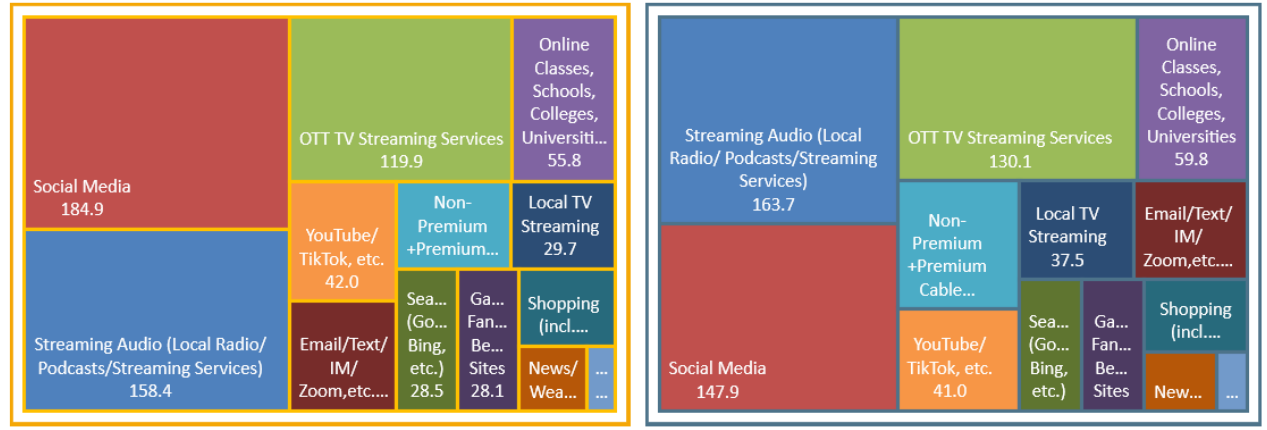
Chicago, IL, DMA
M25-64

1,790,438 or 71.8% of Men 25 - 64 who Live in the CHICAGO, IL, DMA use Ad-Supported Social Media for an average of 170.1 minutes every day representing 30.1% of all time spent daily with Ad-Supported Digital Media.

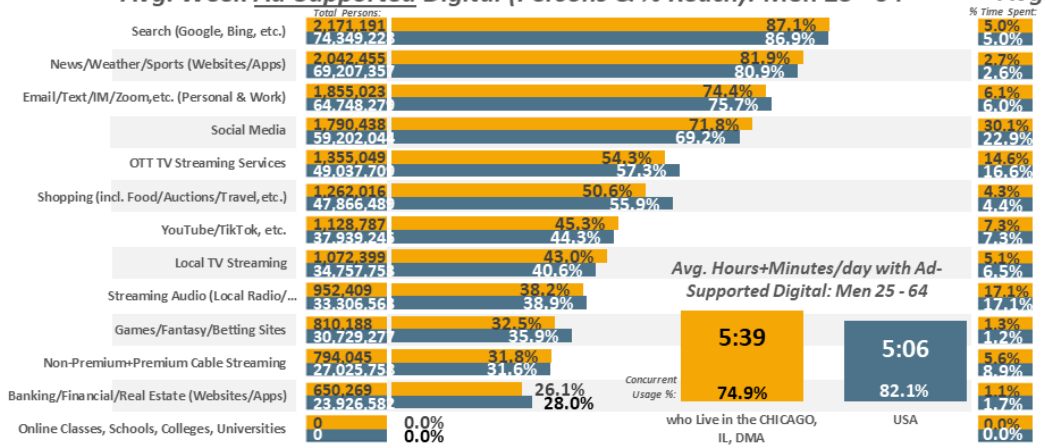
Avg. Week All Digital (Persons & % Reach): Men 25 - 64



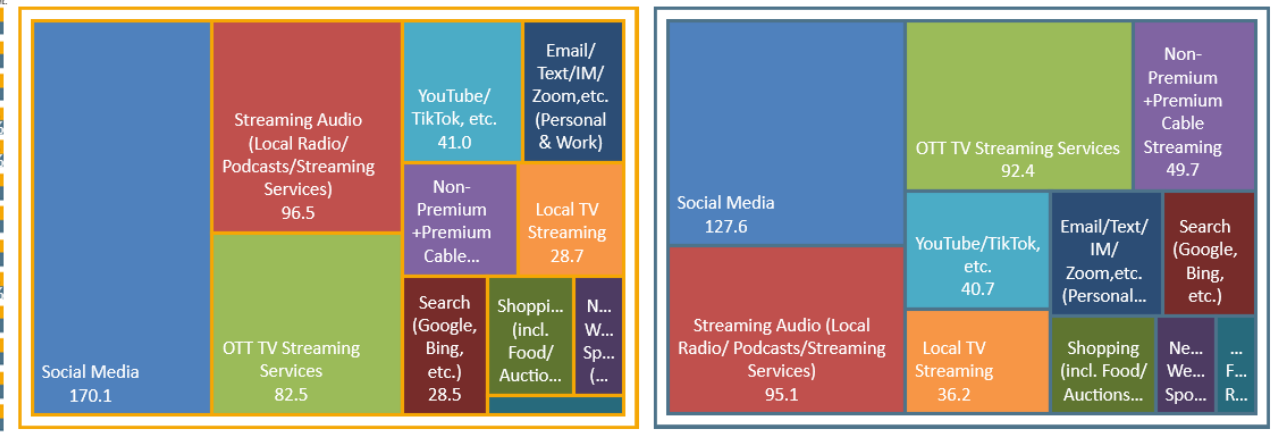
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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



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



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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362

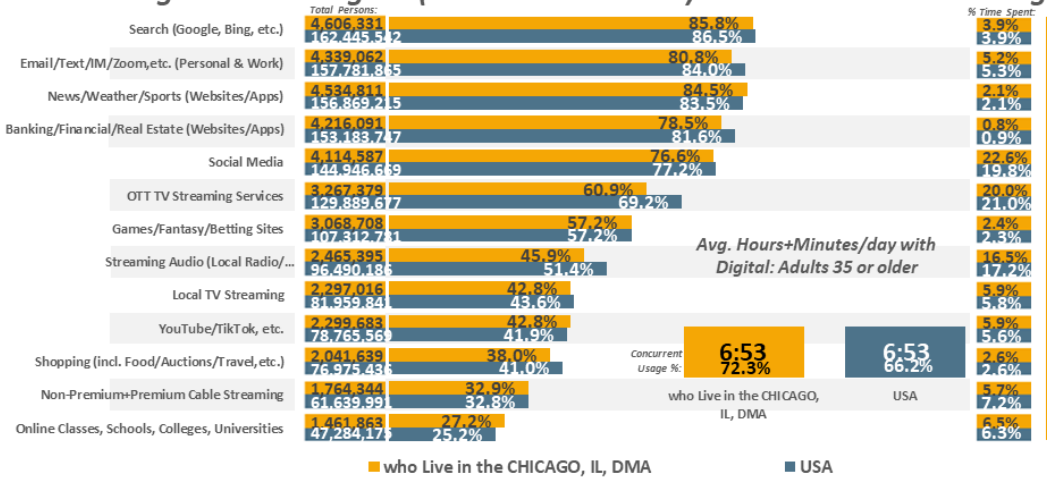
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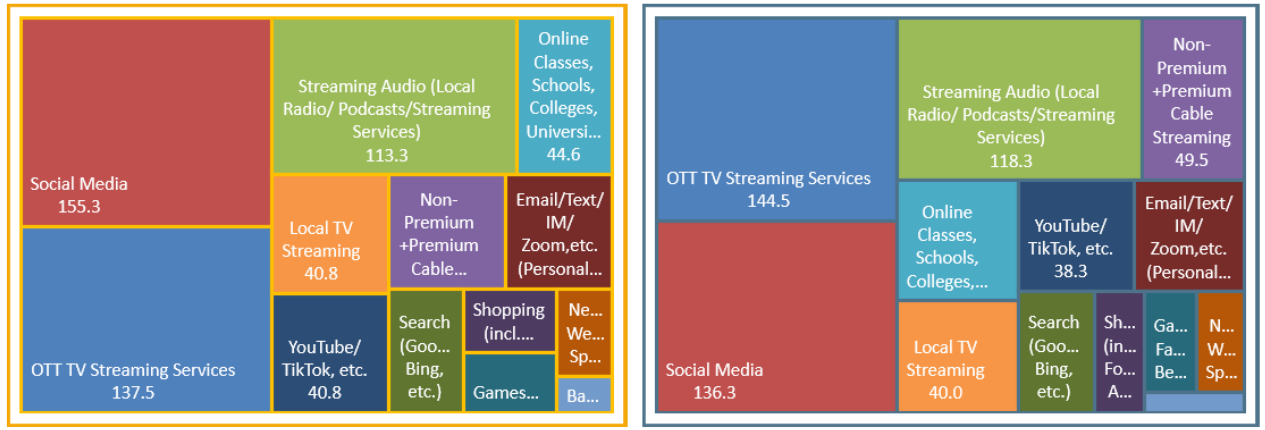
Chicago, IL, DMA
P35+

3,725,107 or 69.4% of Adults 35 or older who Live in the CHICAGO, IL, DMA use Ad-Supported Social Media for an average of 142.9 minutes every day representing 26.9% of all time spent daily with Ad-Supported Digital Media.

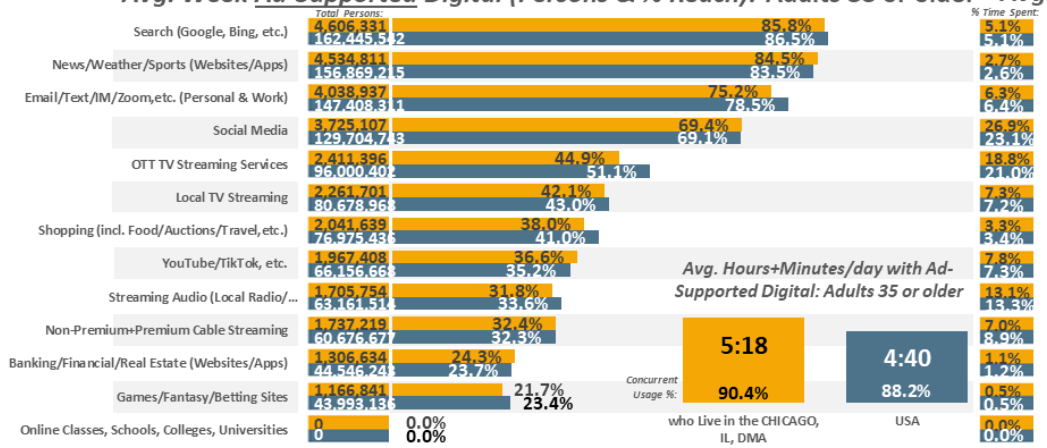
Avg. Week All Digital (Persons & % Reach): Adults 35 or older



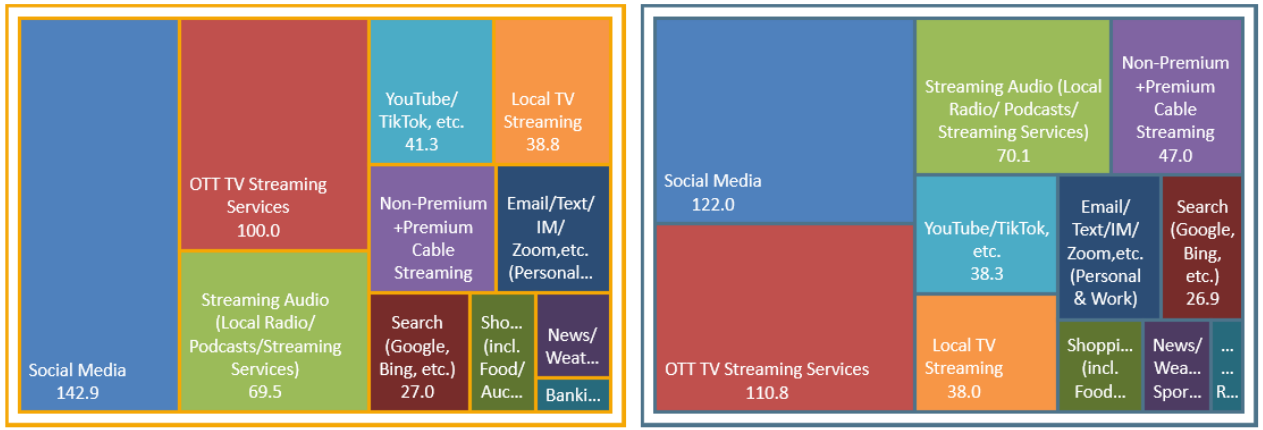
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



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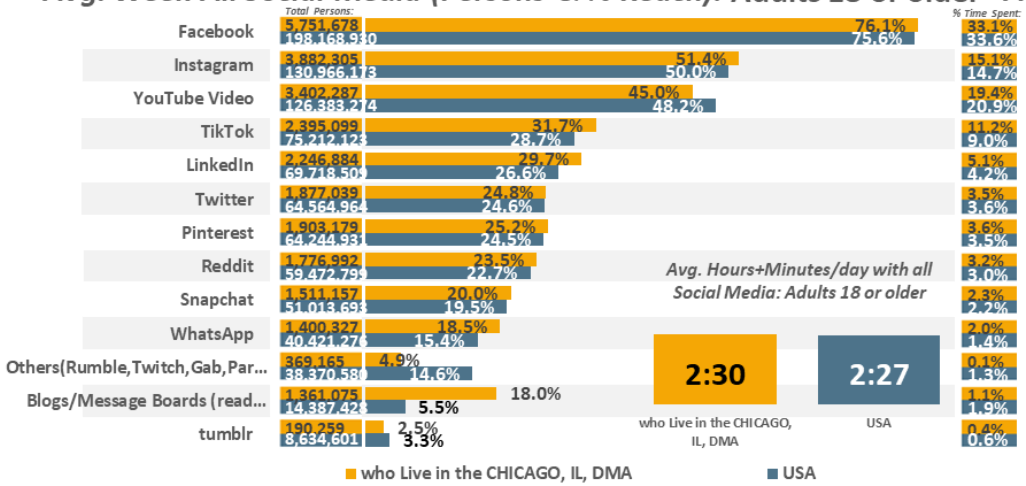
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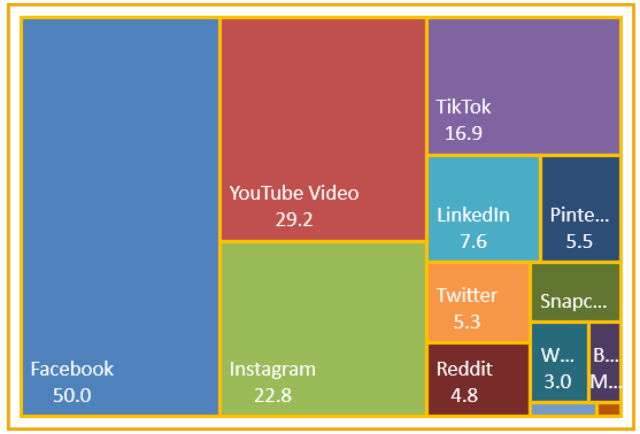
Chicago, IL, DMA
P18+

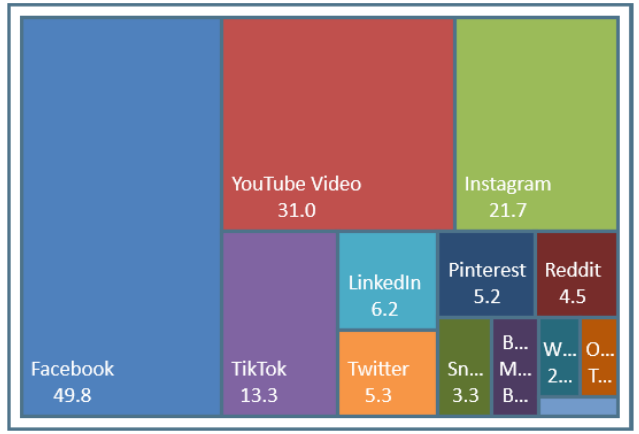
5,615,513 or 74.3% of Adults 18 or older who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 44.9 minutes every day representing 32.8% of all time spent daily with Ad-Supported Social Media.

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

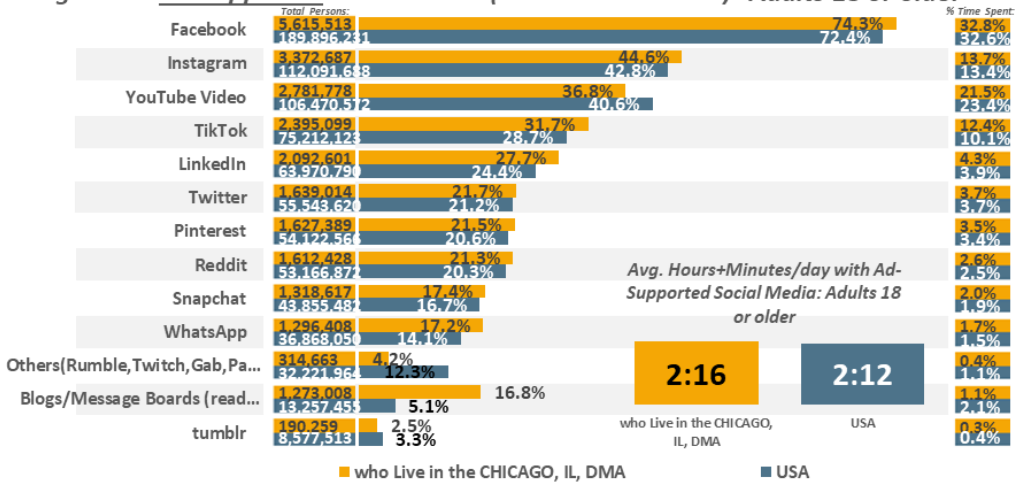


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

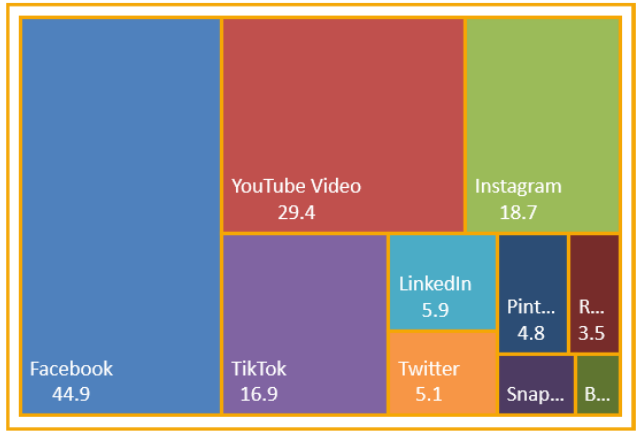


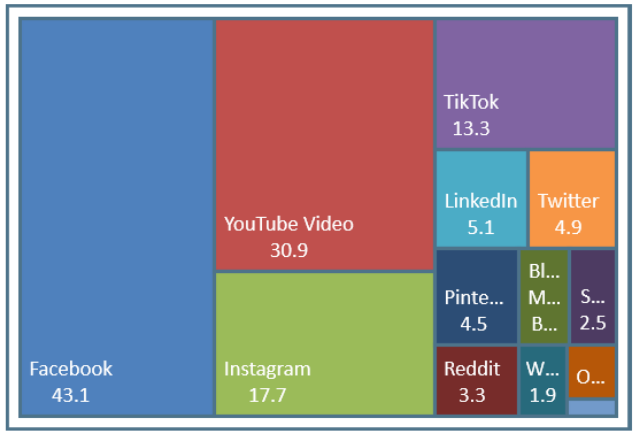


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,488

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362

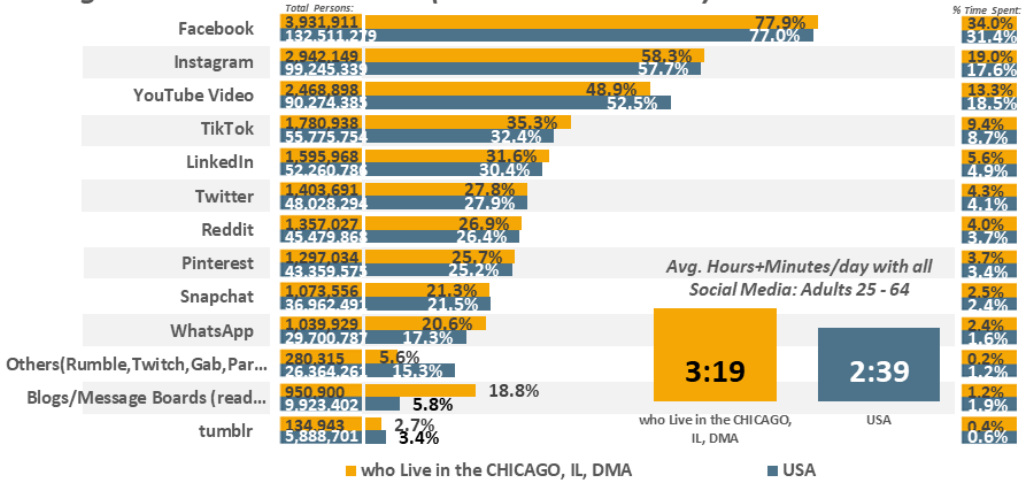
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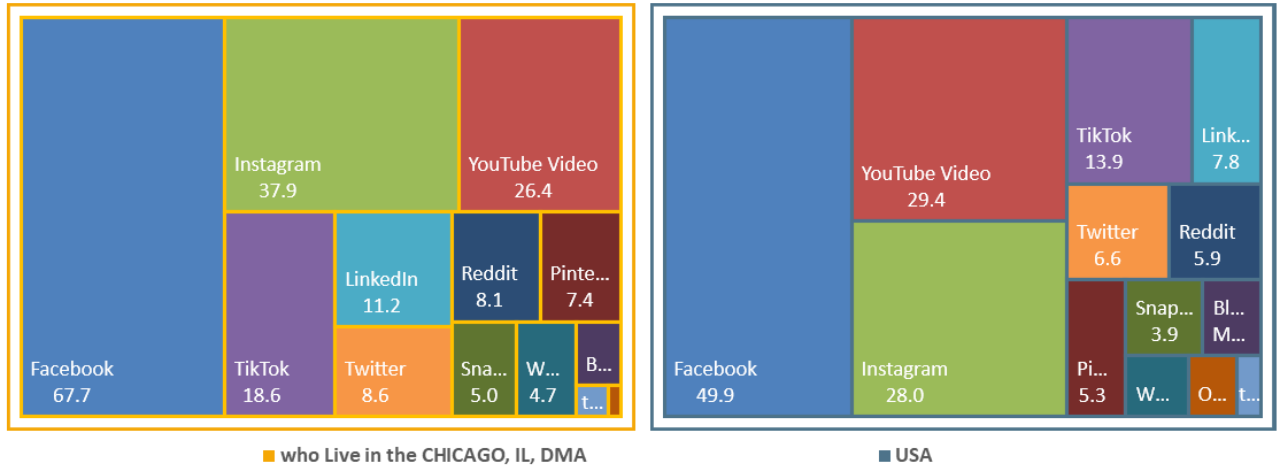
Chicago, IL, DMA
P25-64

3,894,662 or 77.2% of Adults 25 - 64 who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 59.3 minutes every day representing 33.1% of all time spent daily with Ad-Supported Social Media.

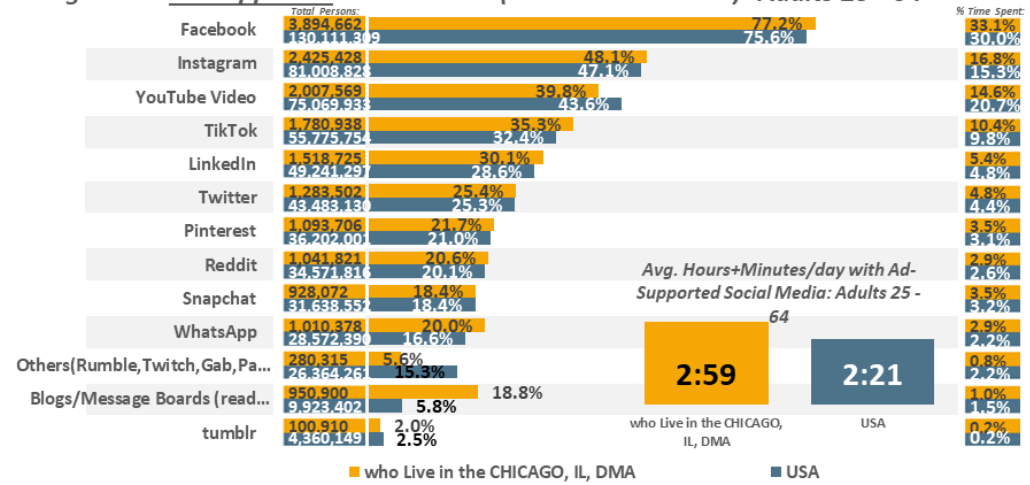
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



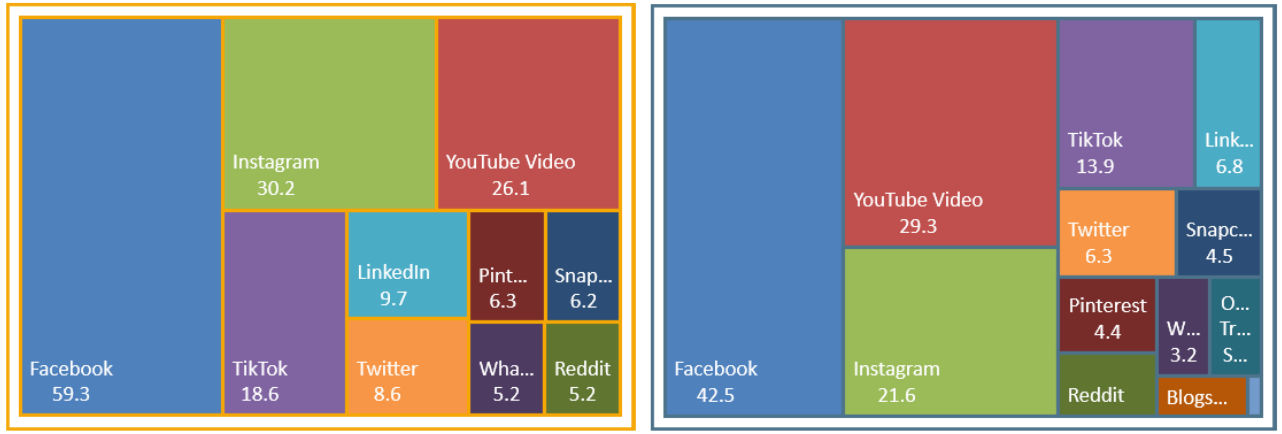
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,488

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362

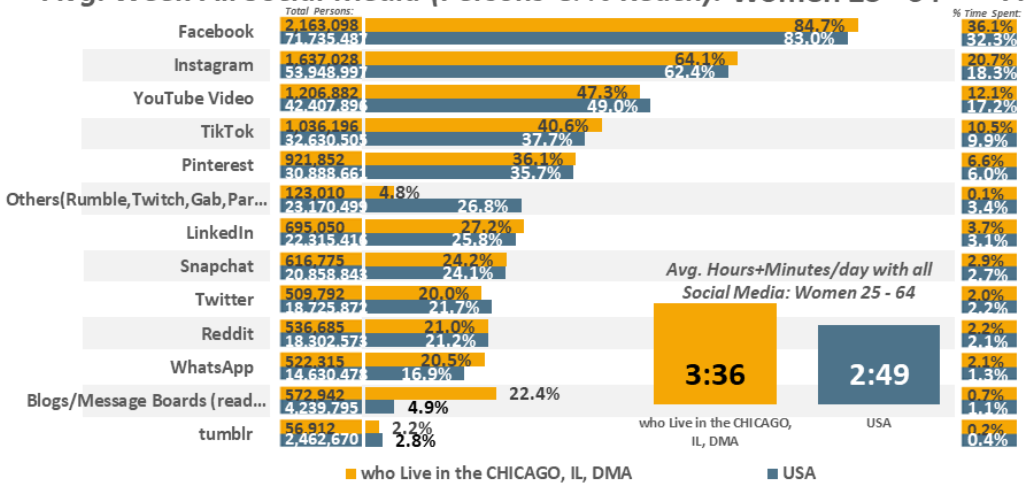
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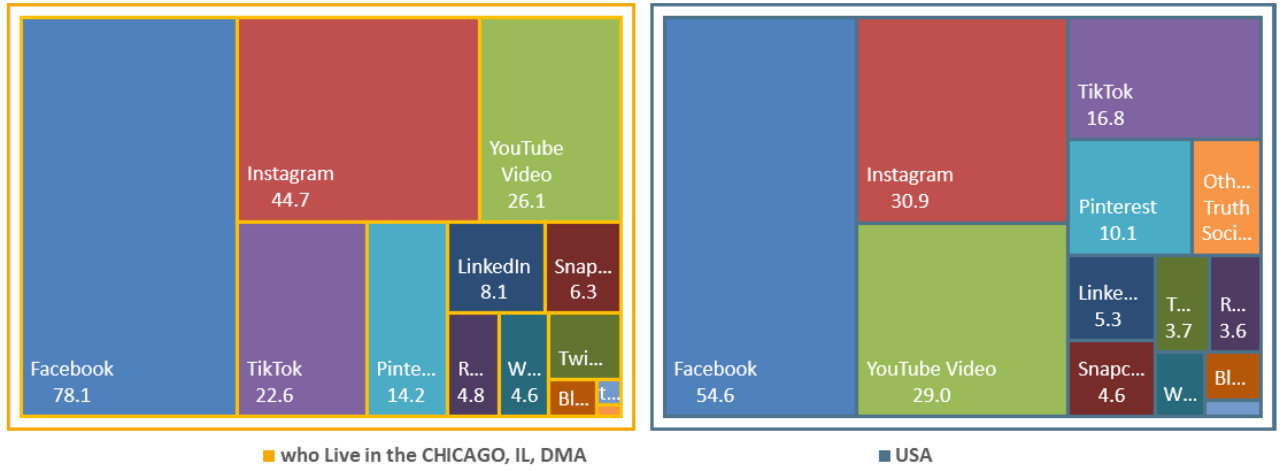
Chicago, IL, DMA
W25-64

2,104,224 or 82.4% of Women 25 - 64 who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 75.7 minutes every day representing 38.4% of all time spent daily with Ad-Supported Social Media.

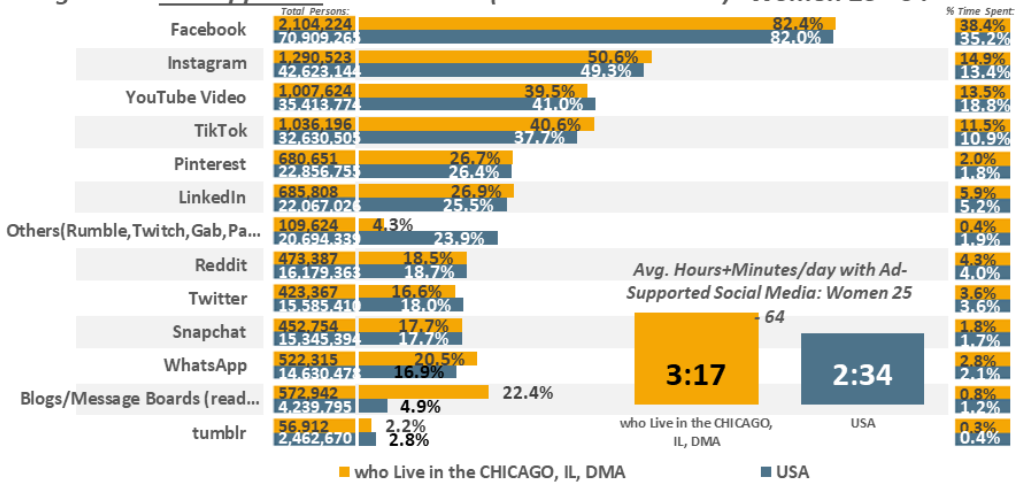
Avg. Week All Social Media (Persons & % Reach): Women 25 - 64



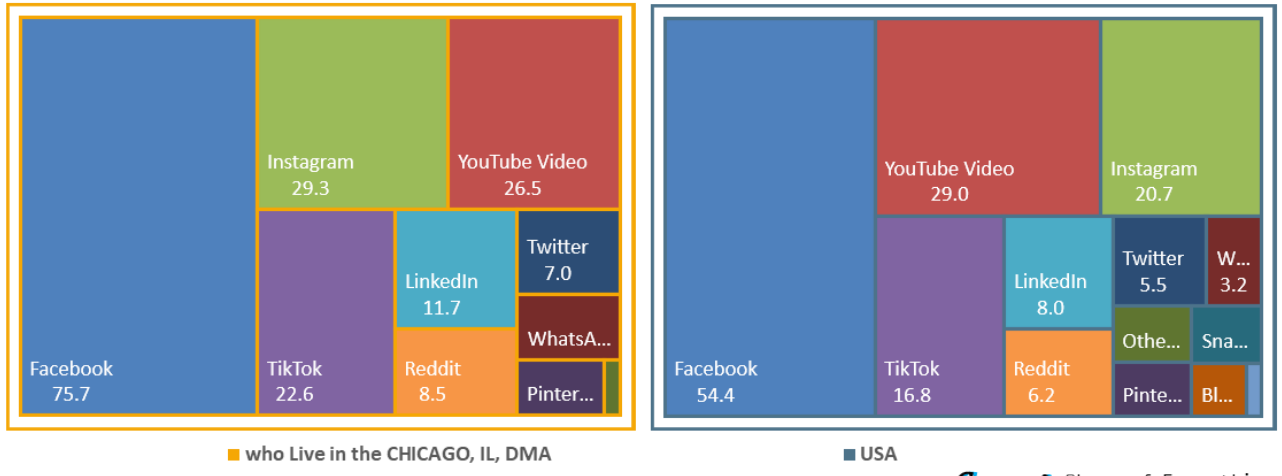
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,488

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362

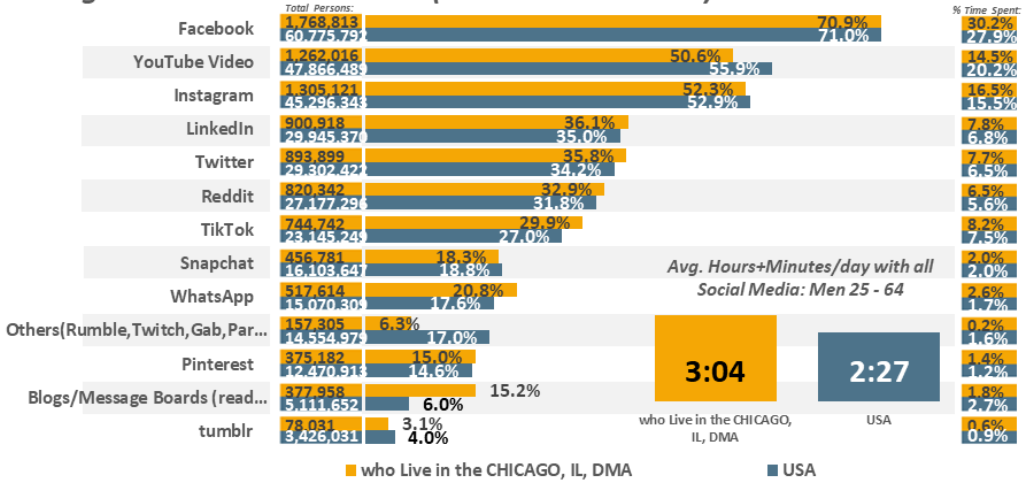
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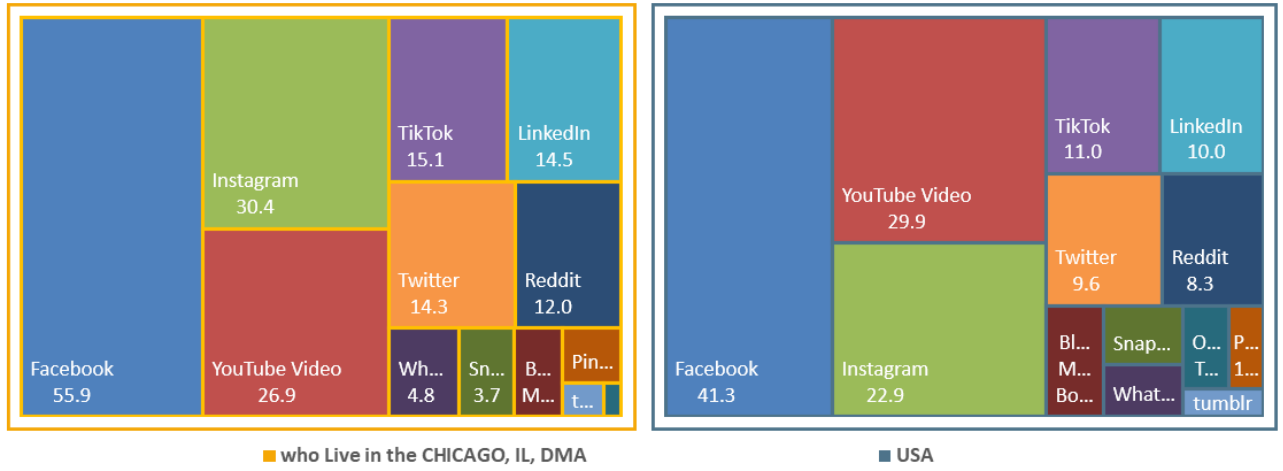
Chicago, IL, DMA
M25-64

1,768,813 or 70.9% of Men 25 - 64 who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 56.5 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.

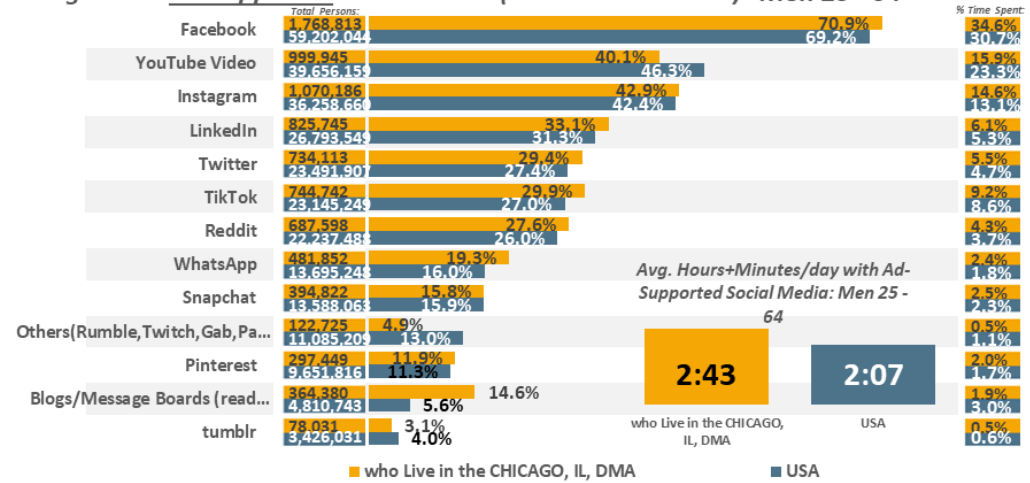
Avg. Week All Social Media (Persons & % Reach): Men 25 - 64



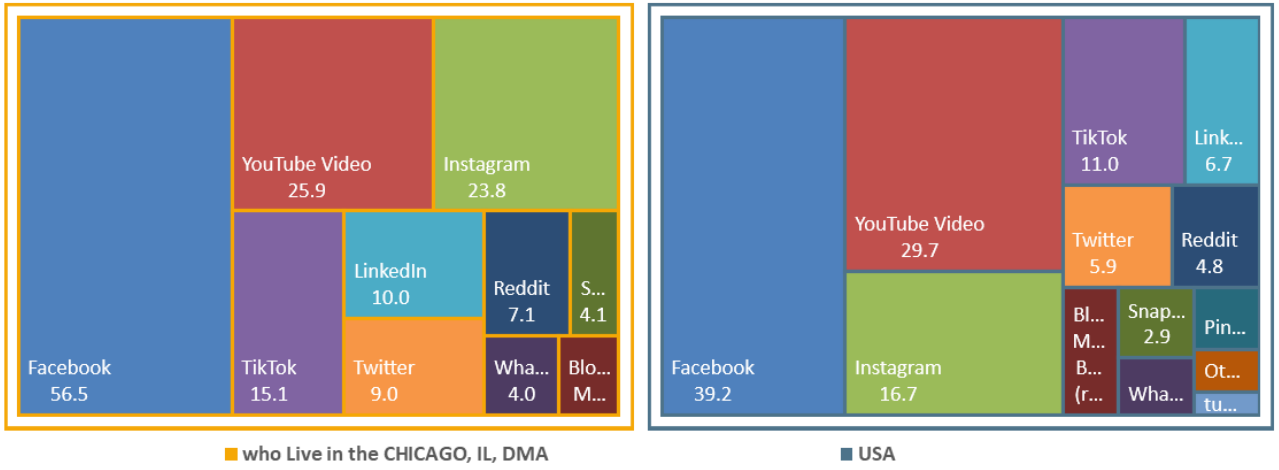
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,488

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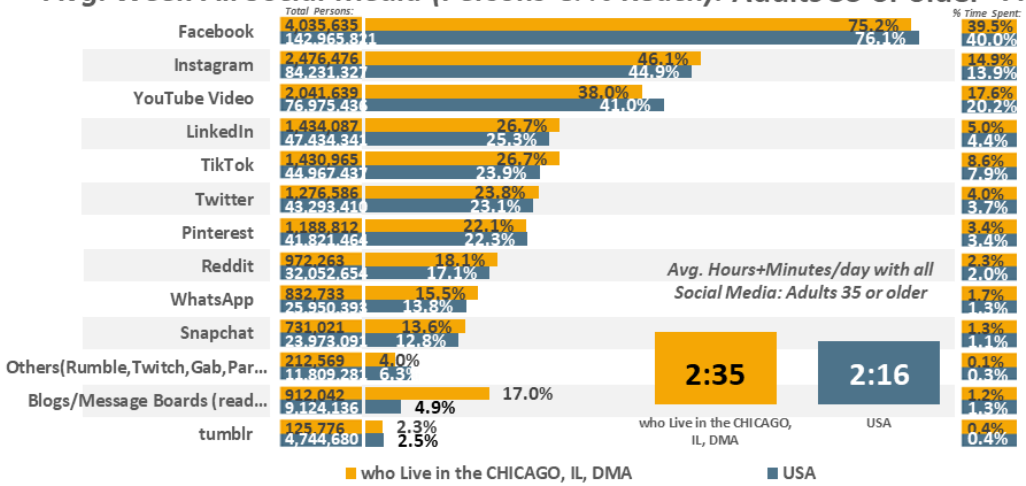
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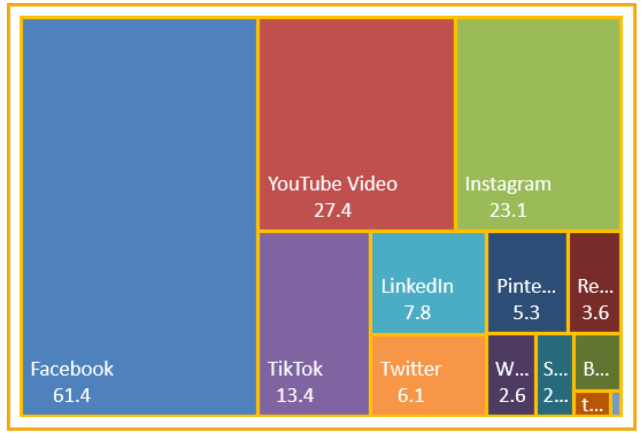
Chicago, IL, DMA
P35+

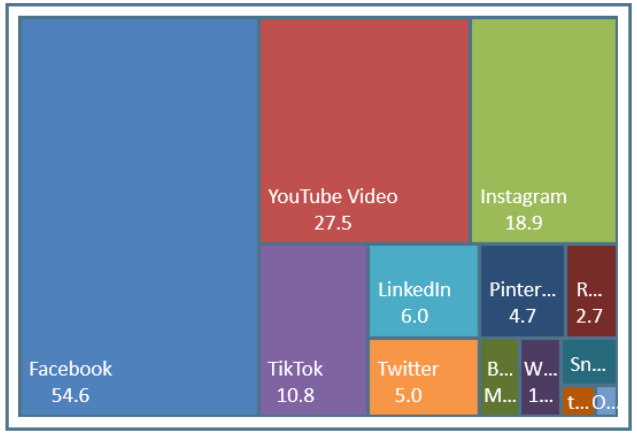
3,725,107 or 69.4% of Adults 35 or older who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 49.4 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.

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

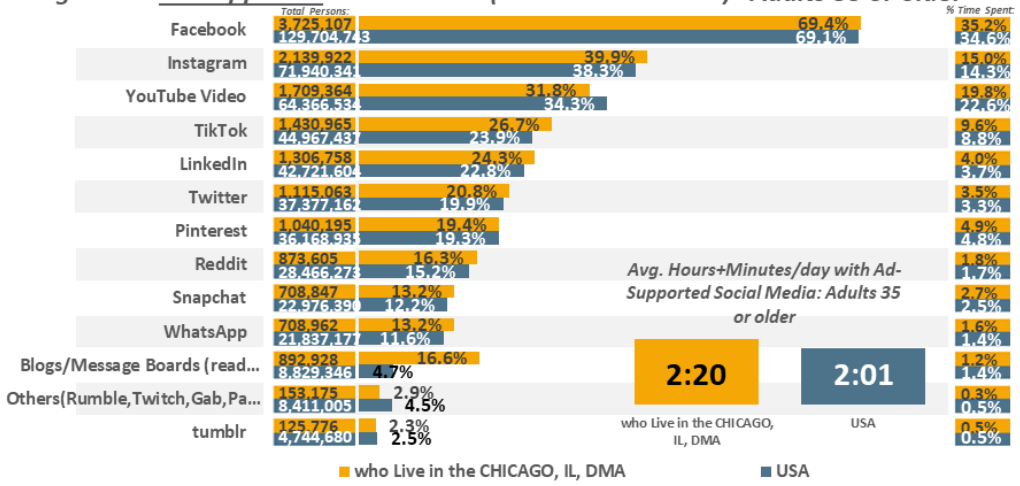


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

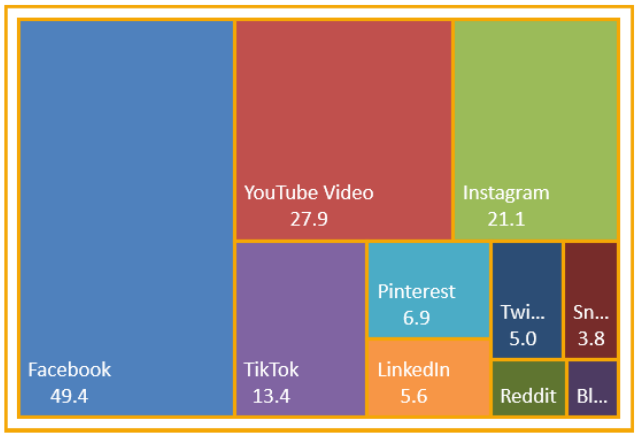


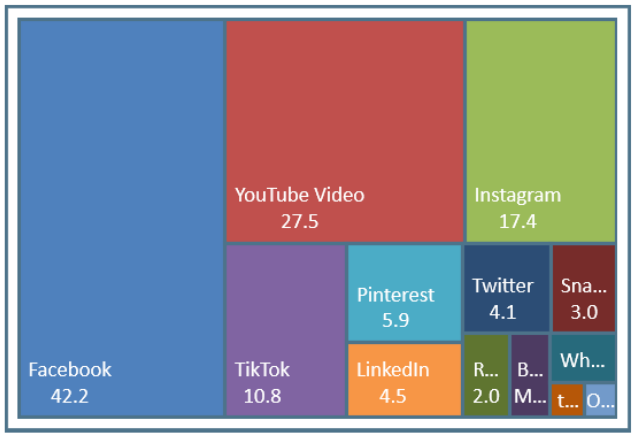


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,488

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362

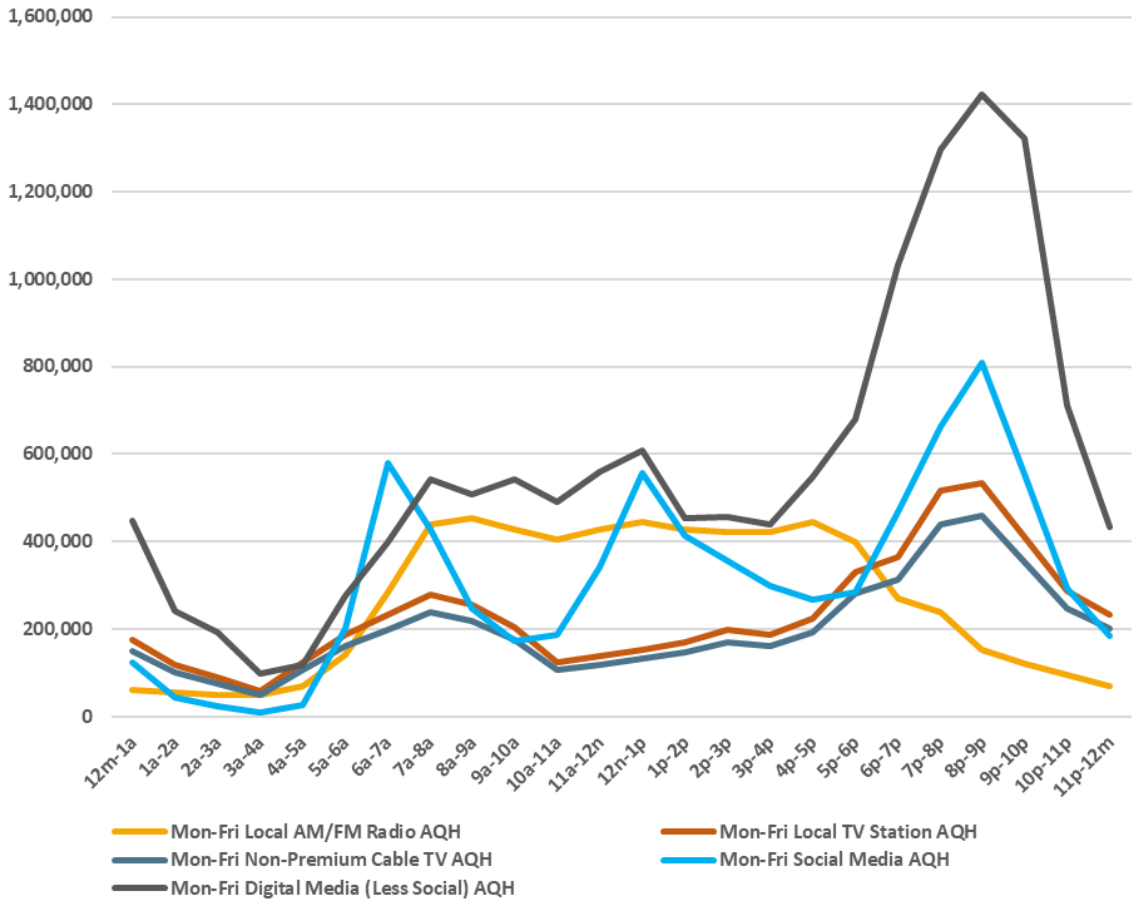
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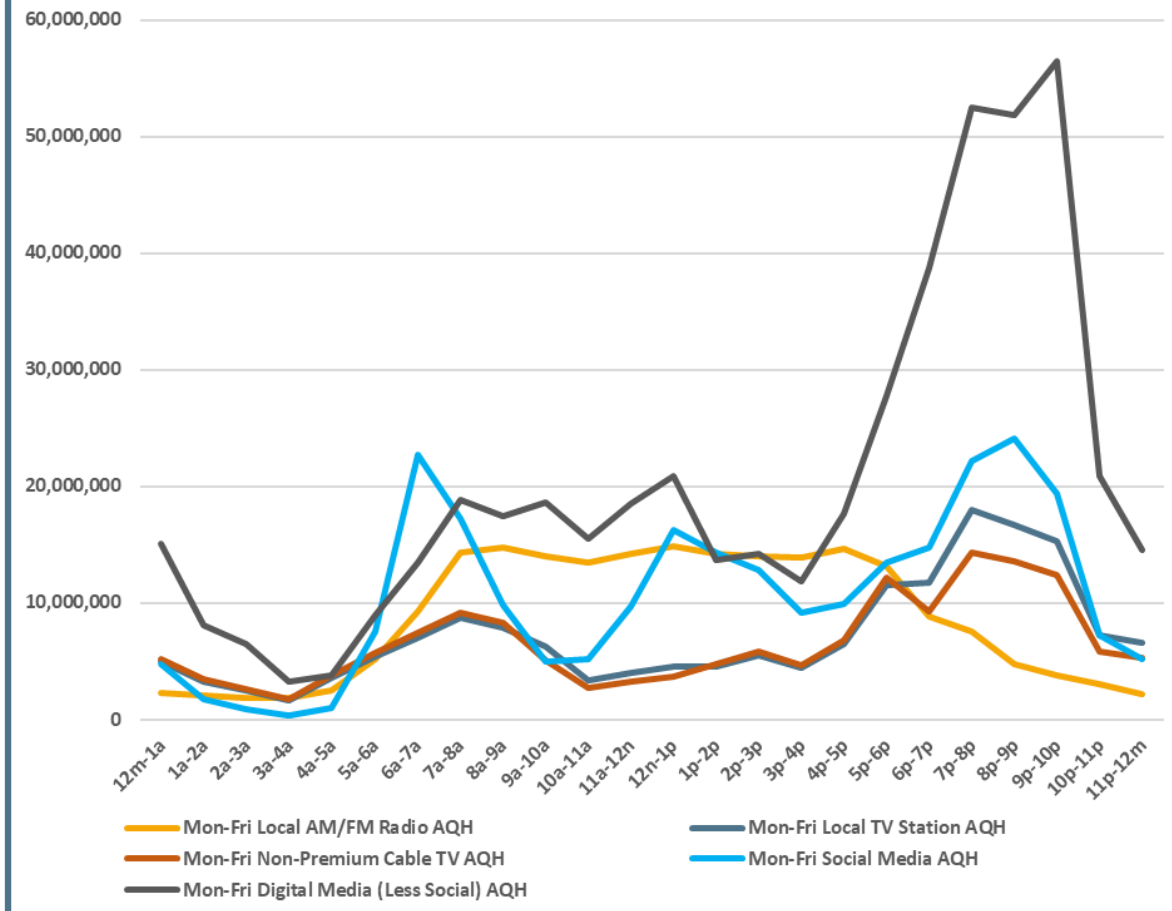
Chicago, IL, DMA
P18+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 558,394; Local Radio: 404,867; Social Media: 353,575; Local TV: 219,457; Non-Prem. Cable: 188,335 reaching Adults 18 or older who Live in the CHICAGO, IL, DMA.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who Live in the CHICAGO, IL, DMA



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,488

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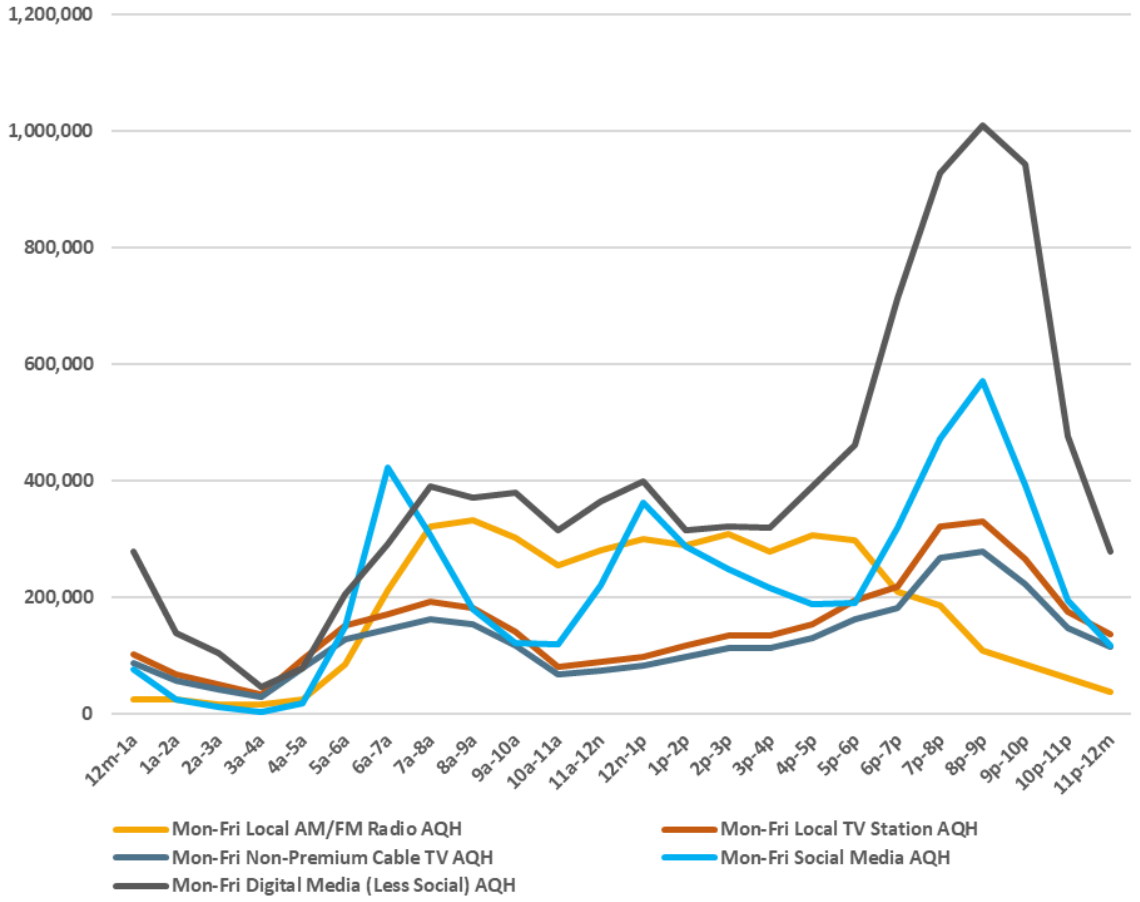
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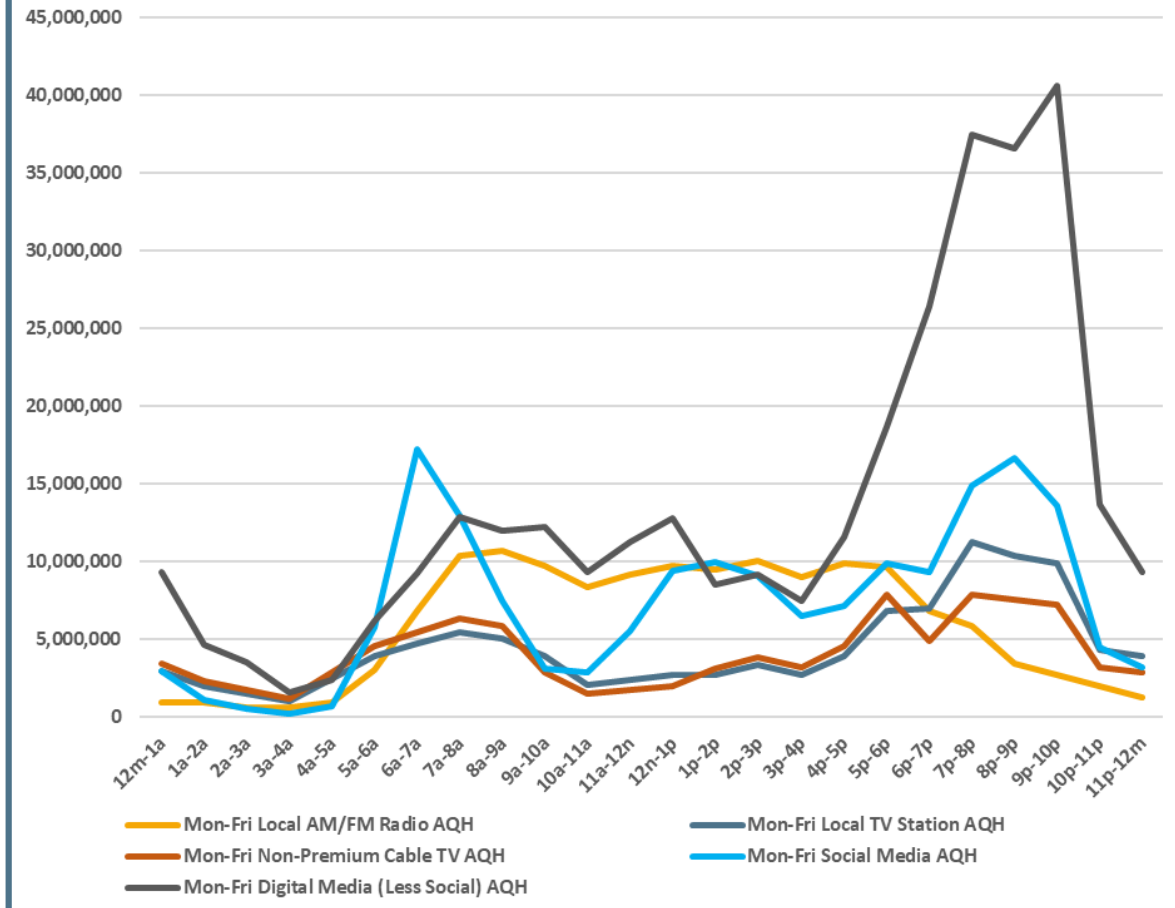
Chicago, IL, DMA
P25-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 387,260; Local Radio: 283,947; Social Media: 245,054; Local TV: 146,771; Non-Prem. Cable: 123,429 reaching Adults 25 - 64 who Live in the CHICAGO, IL, DMA.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 25 - 64 who Live in the CHICAGO, IL, DMA



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



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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362

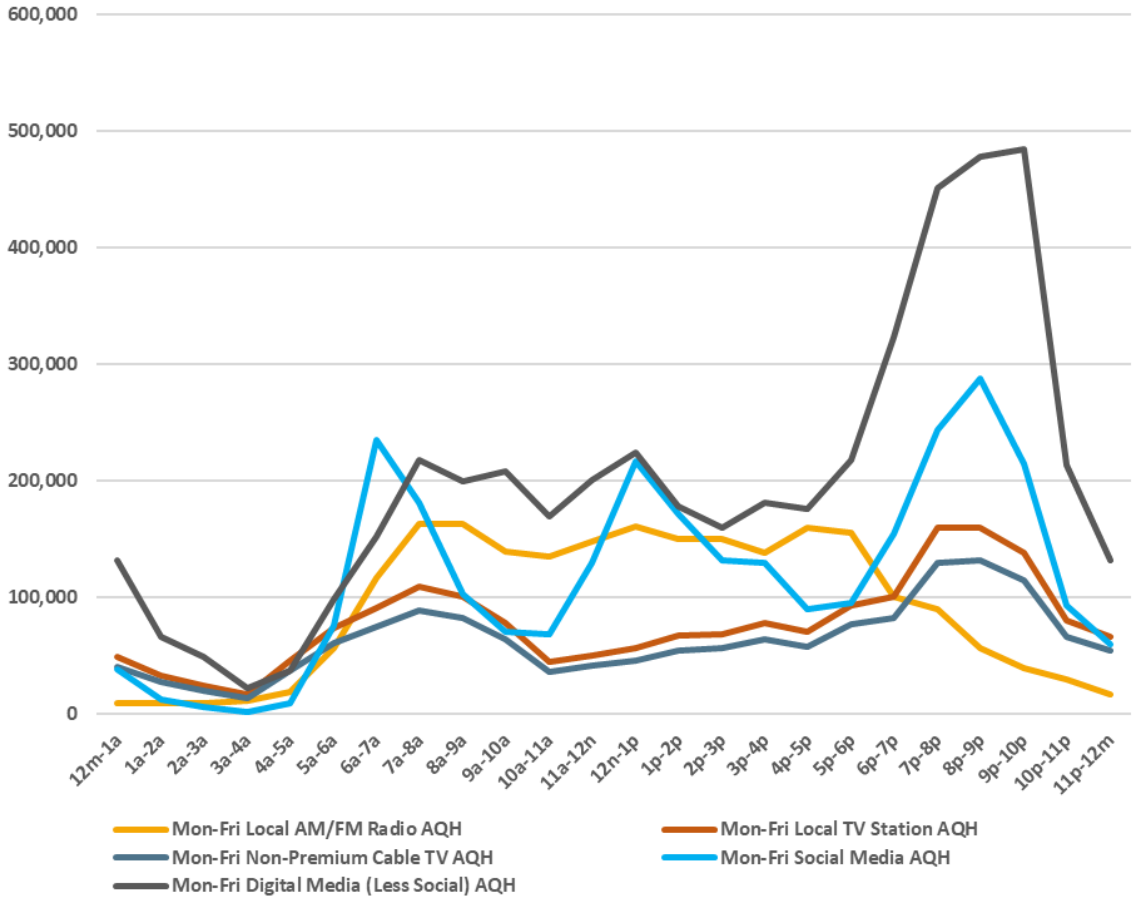
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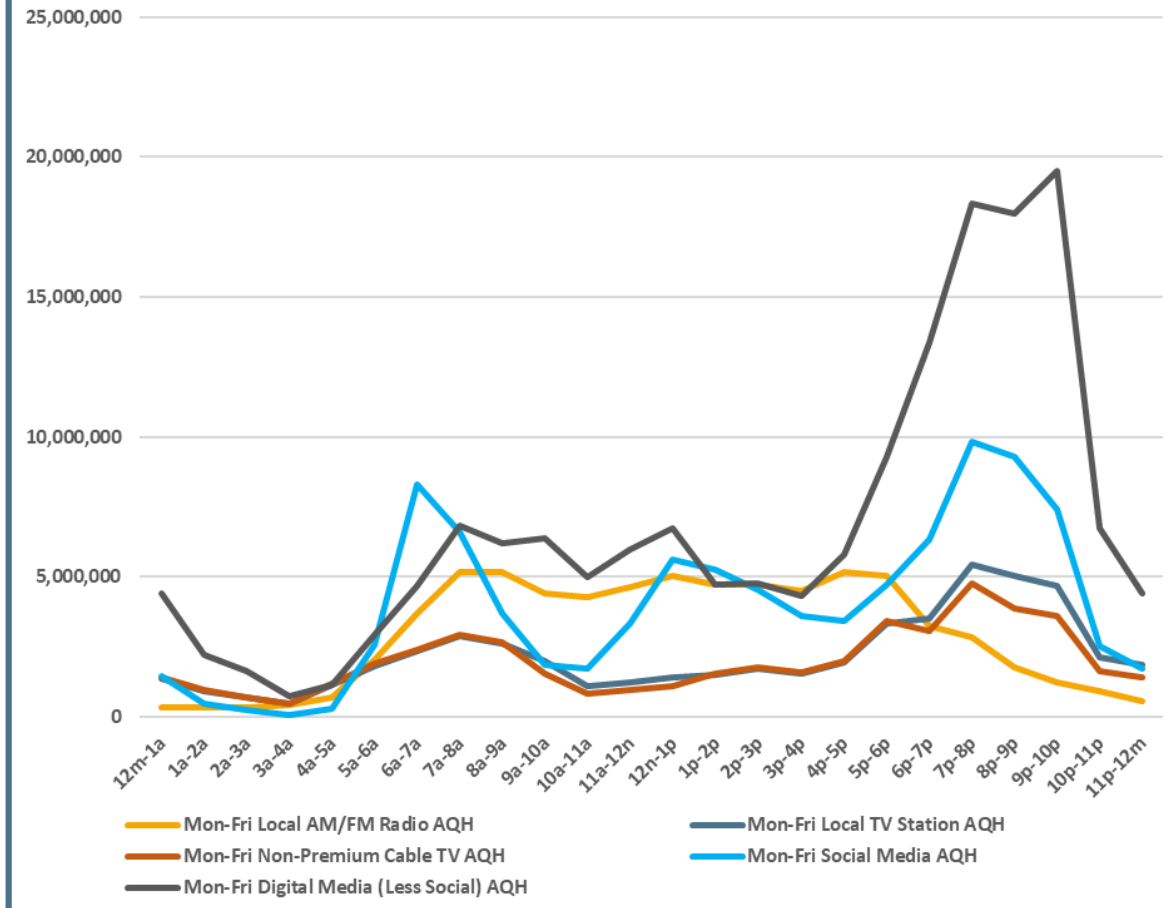
Chicago, IL, DMA
W25-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 200,416; Local Radio: 144,595; Social Media: 136,712; Local TV: 77,433; Non-Prem. Cable: 63,510 reaching Women 25 - 64 who Live in the CHICAGO, IL, DMA.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Women 25 - 64 who Live in the CHICAGO, IL, DMA



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



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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362

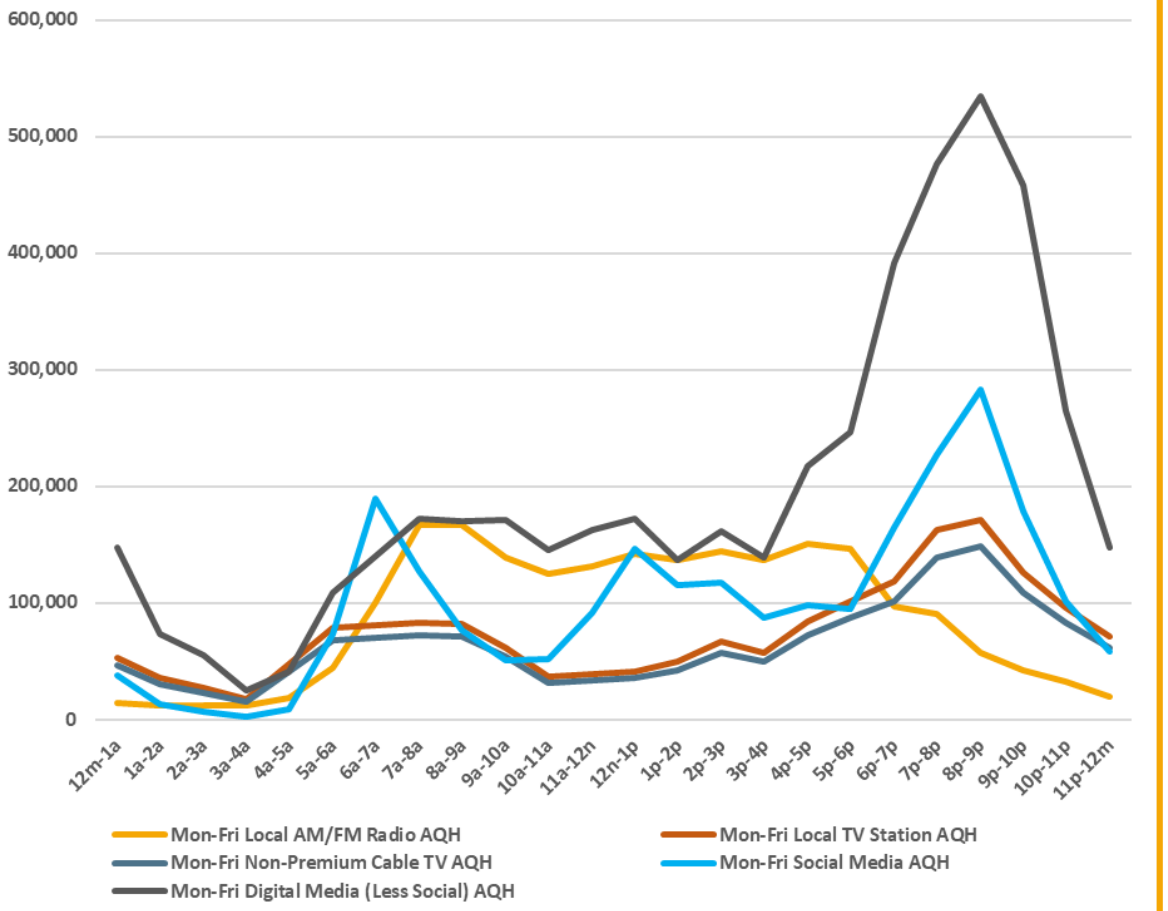
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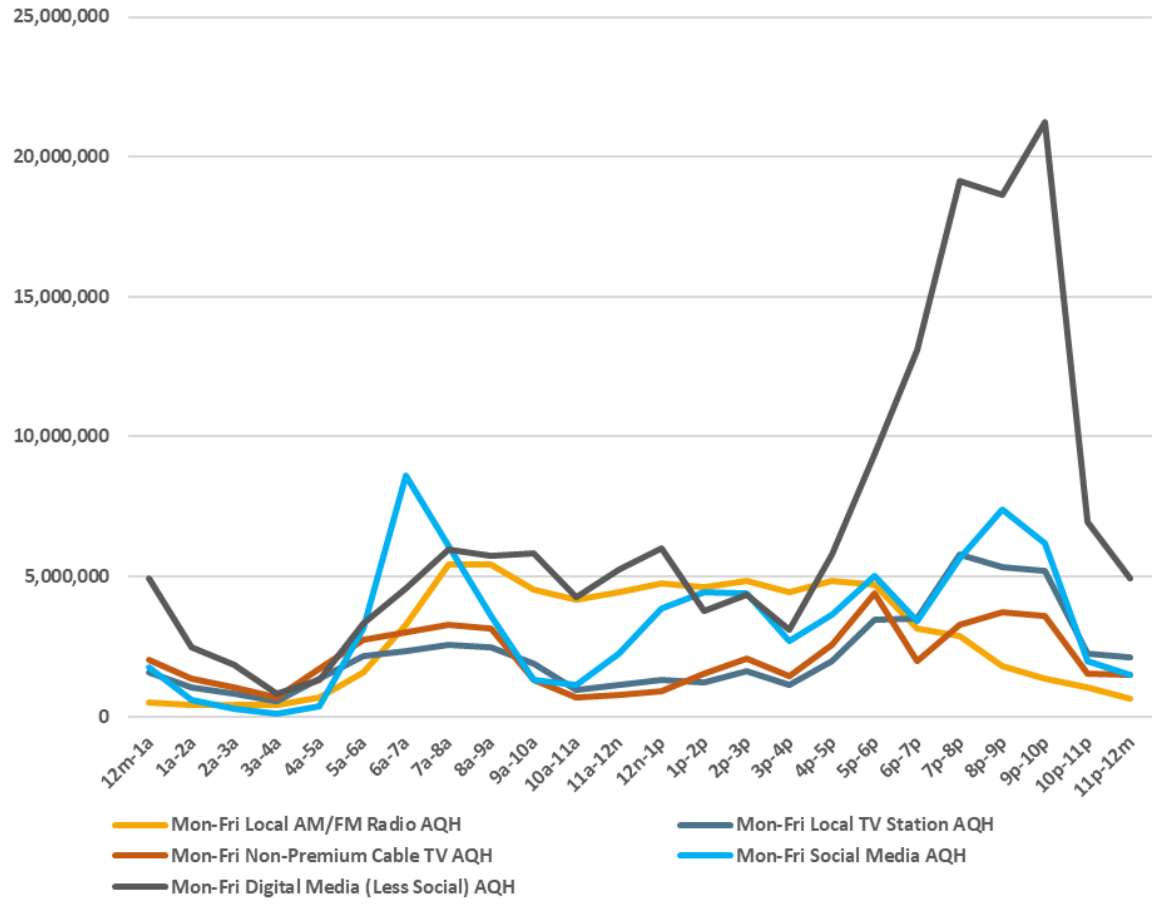
Chicago, IL, DMA
M25-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 186,365; Local Radio: 137,134; Social Media: 108,581; Local TV: 69,232; Non-Prem. Cable: 59,720 reaching Men 25 - 64 who Live in the CHICAGO, IL, DMA.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Men 25 - 64 who Live in the CHICAGO, IL, DMA



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,488

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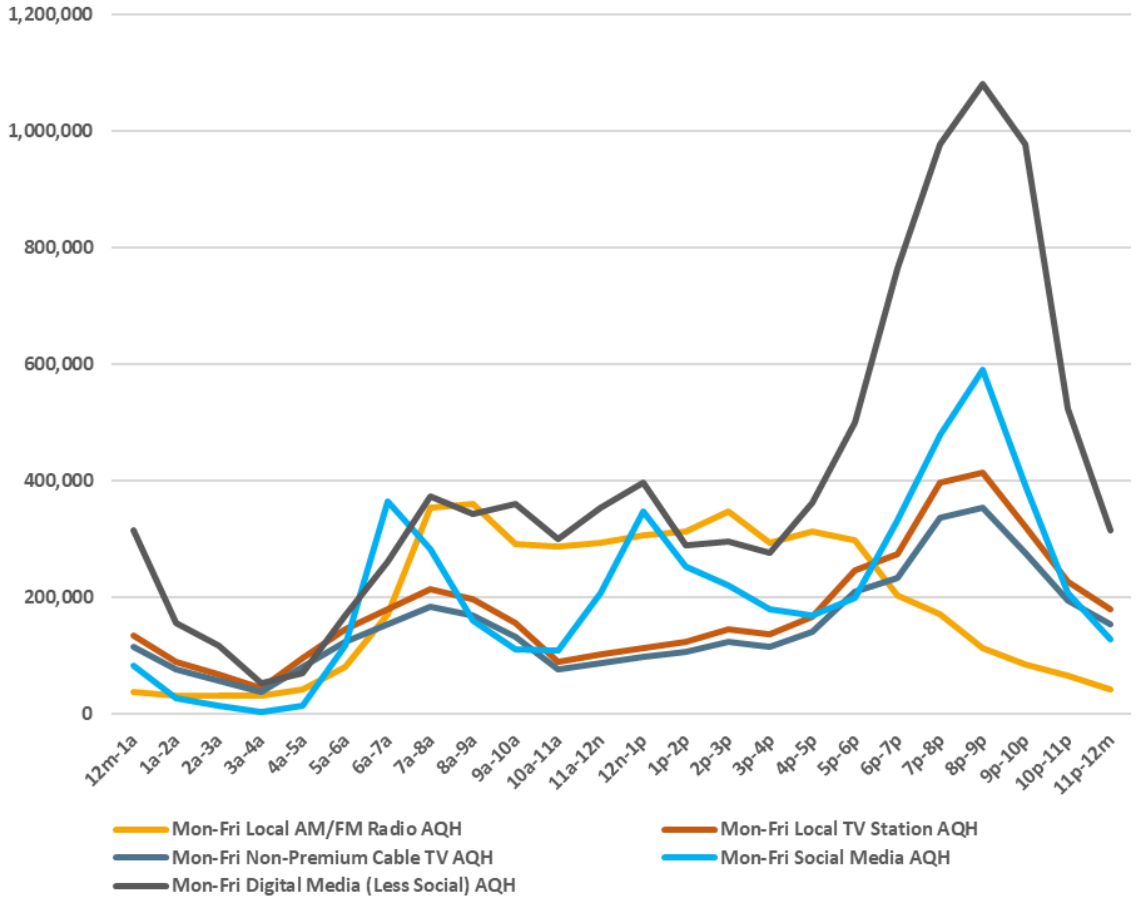
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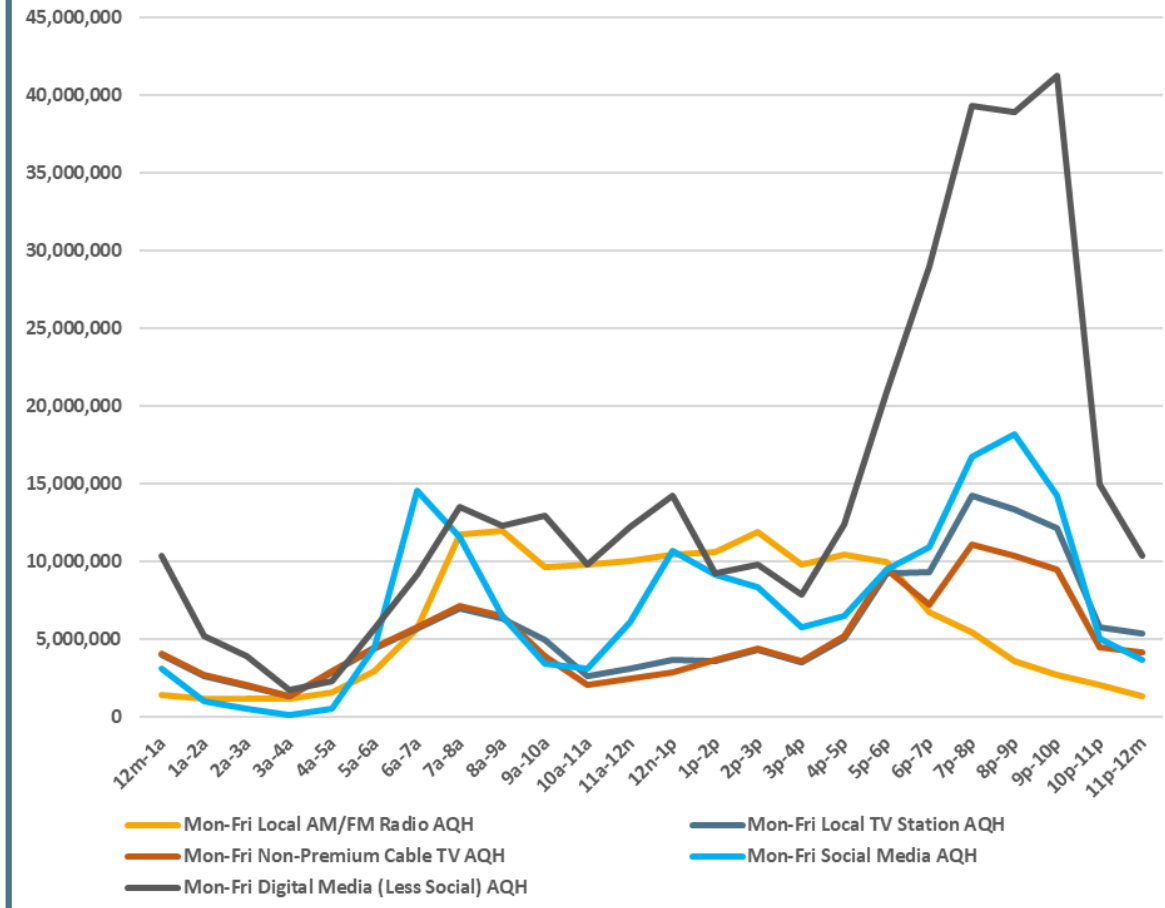
Chicago, IL, DMA
P35+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 374,741; Local Radio: 294,698; Social Media: 225,745; Local TV: 165,164; Non-Prem. Cable: 140,903 reaching Adults 35 or older who Live in the CHICAGO, IL, DMA.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older who Live in the CHICAGO, IL, DMA



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 35 or older



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,488

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362

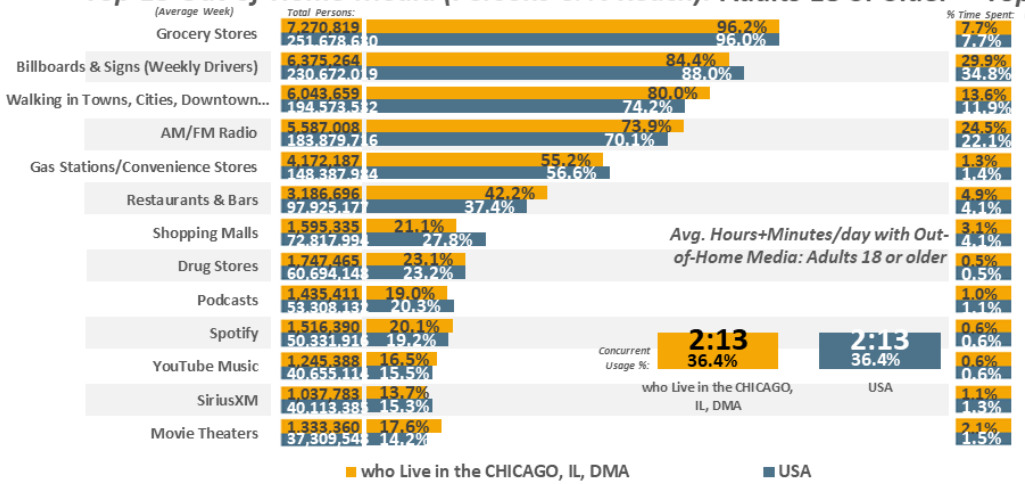
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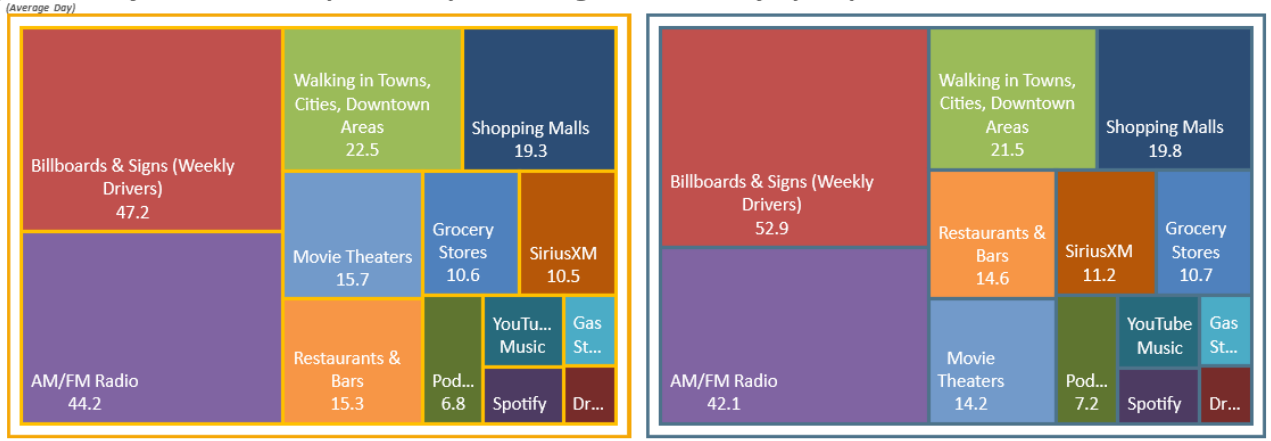
Chicago, IL, DMA
P18+

6,375,264 or 84.4% of Adults 18 or older who Live in the CHICAGO, IL, DMA spend an average of 47.2 minutes per day driving, seeing Billboards and Signs. 70.3% Listen to Local Radio Stations Out-of-Home for an average of 41.3 minutes/day.

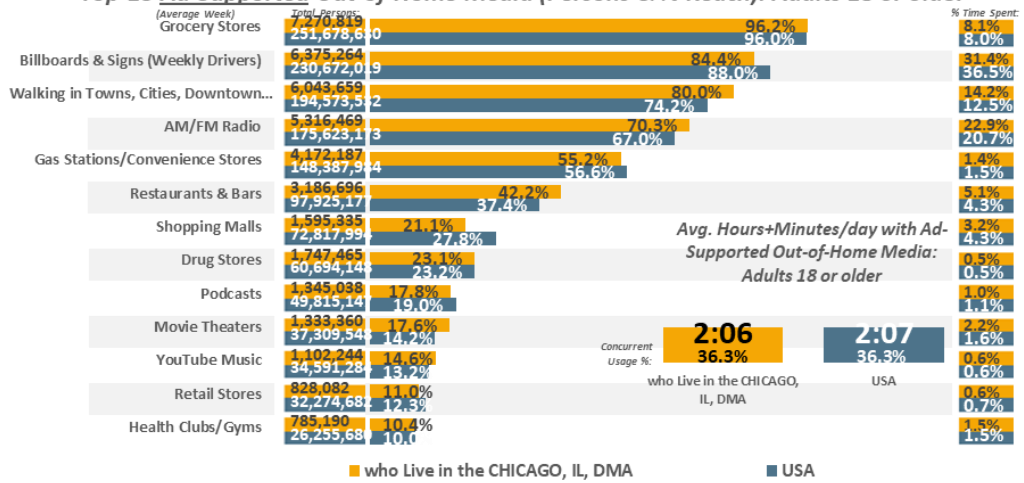
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



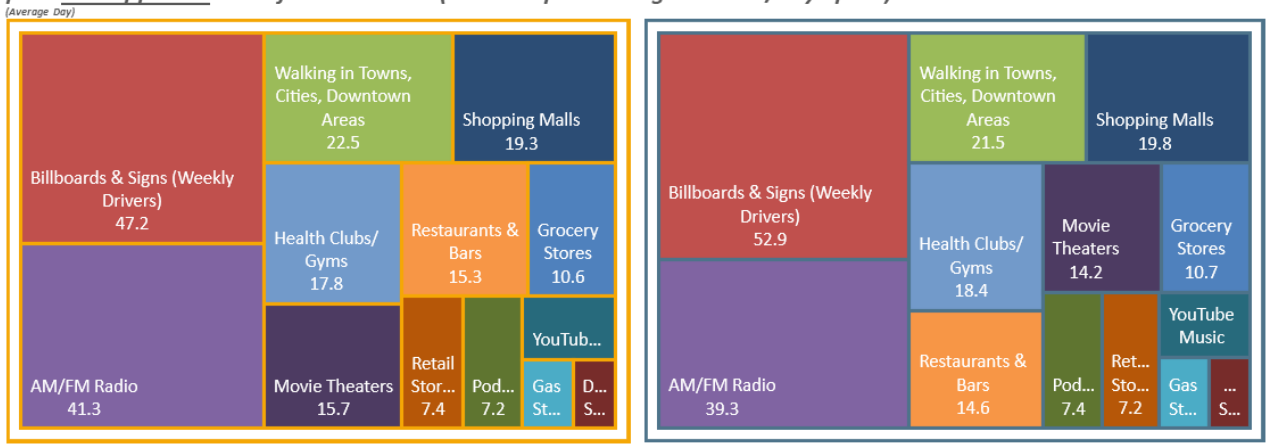
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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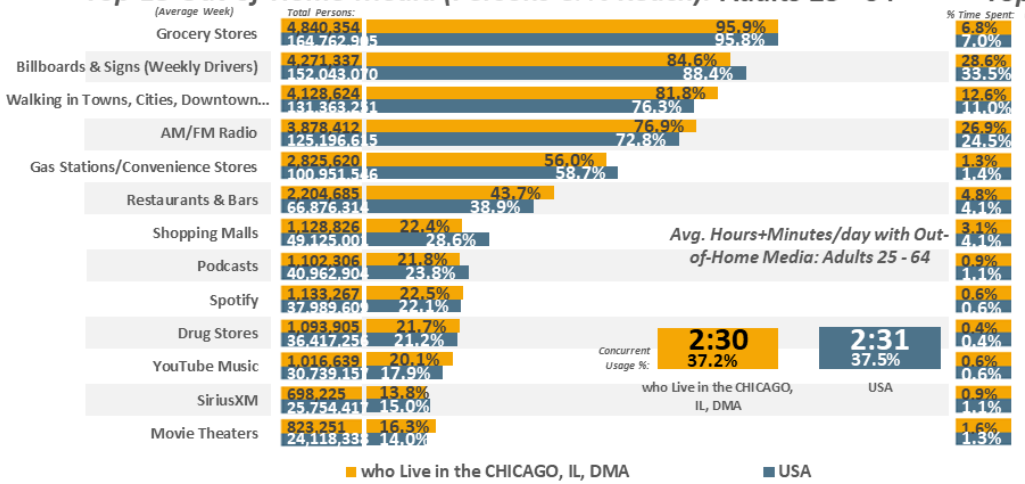
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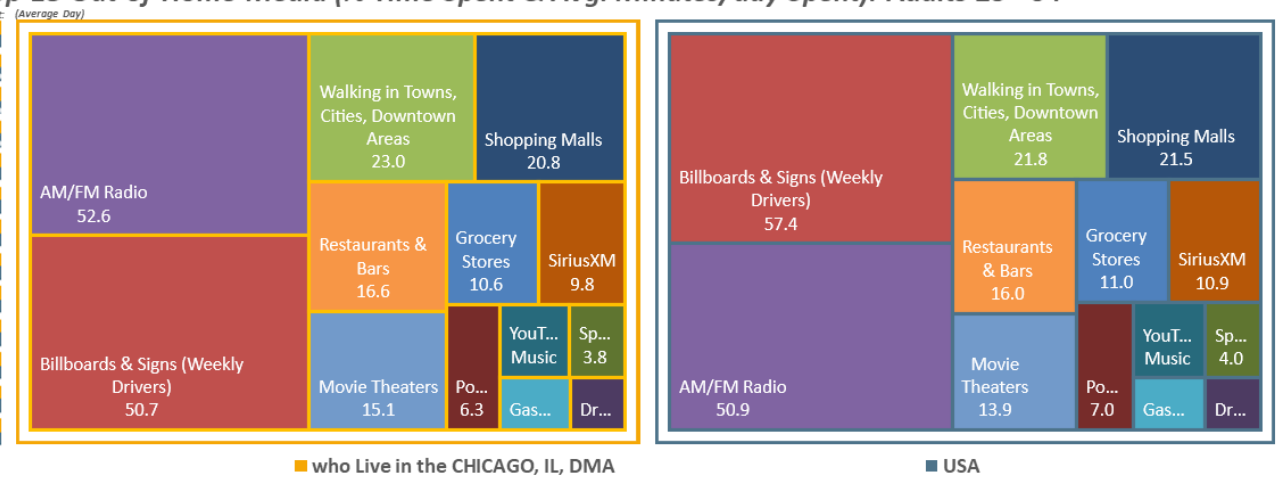
Chicago, IL, DMA
P25-64

4,271,337 or 84.6% of Adults 25 - 64 who Live in the CHICAGO, IL, DMA spend an average of 50.7 minutes per day driving, seeing Billboards and Signs. 73.3% Listen to Local Radio Stations Out-of-Home for an average of 49.1 minutes/day.

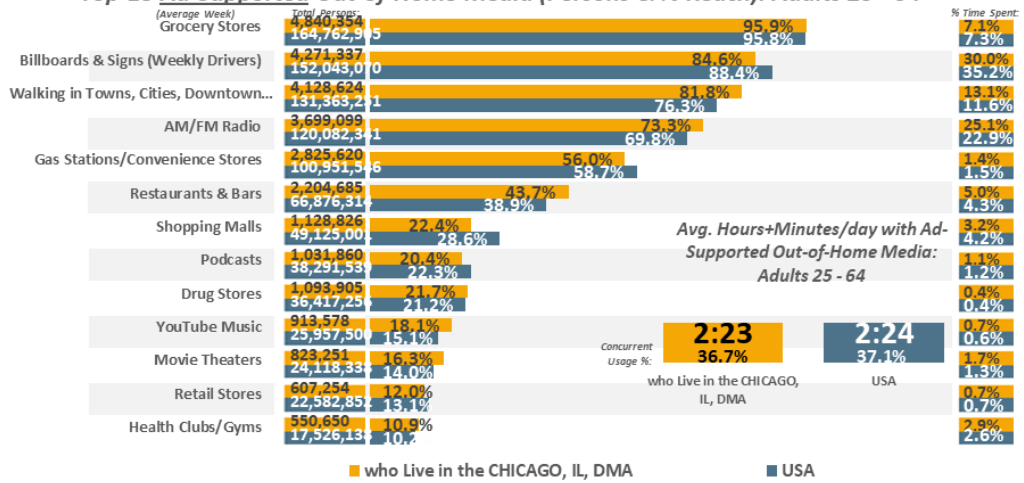
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



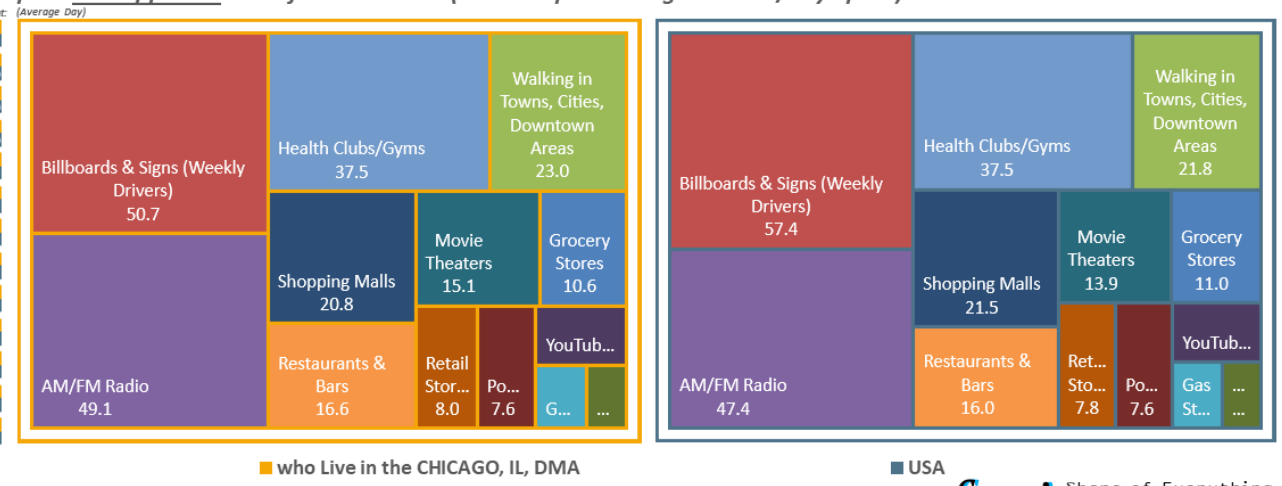
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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



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



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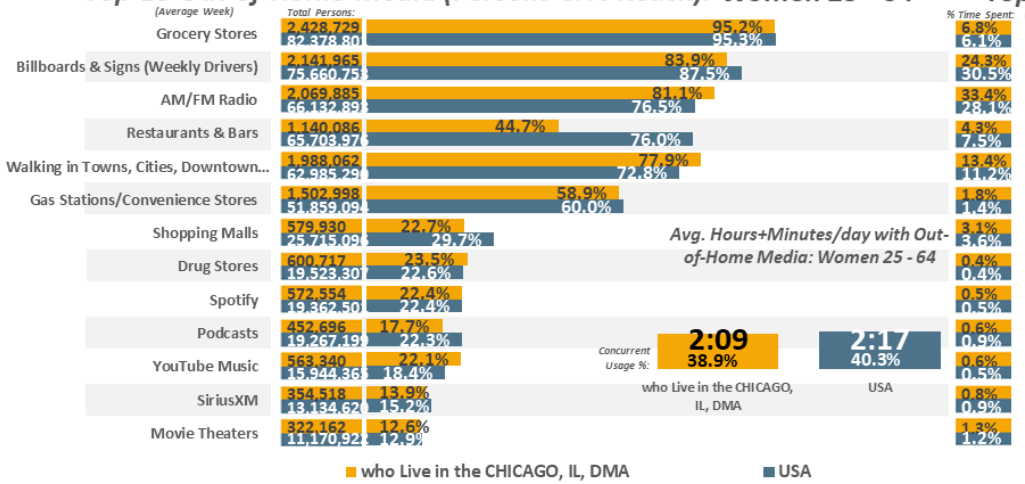
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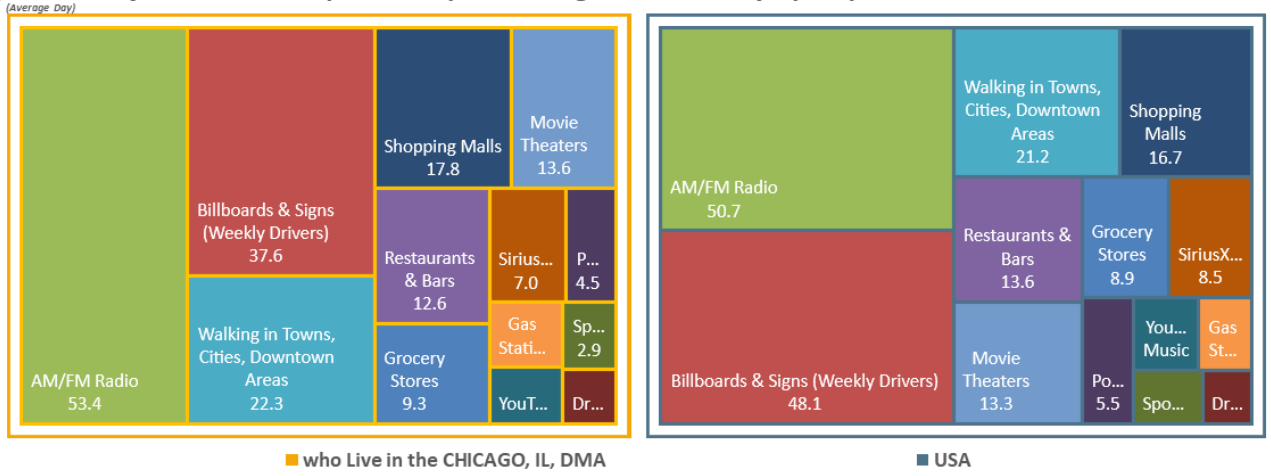
Chicago, IL, DMA
W25-64

2,141,965 or 83.9% of Women 25 - 64 who Live in the CHICAGO, IL, DMA spend an average of 37.6 minutes per day driving, seeing Billboards and Signs. 77.5% Listen to Local Radio Stations Out-of-Home for an average of 49.3 minutes/day.

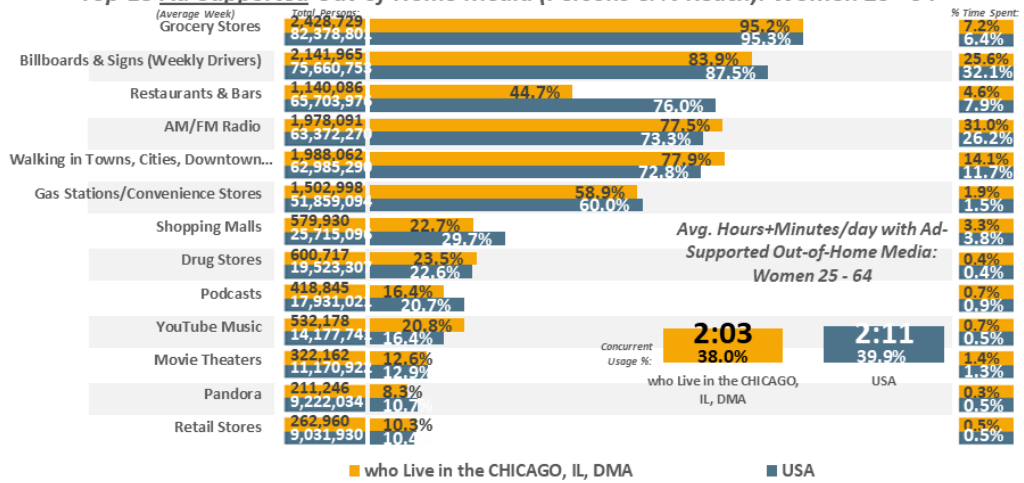
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 64



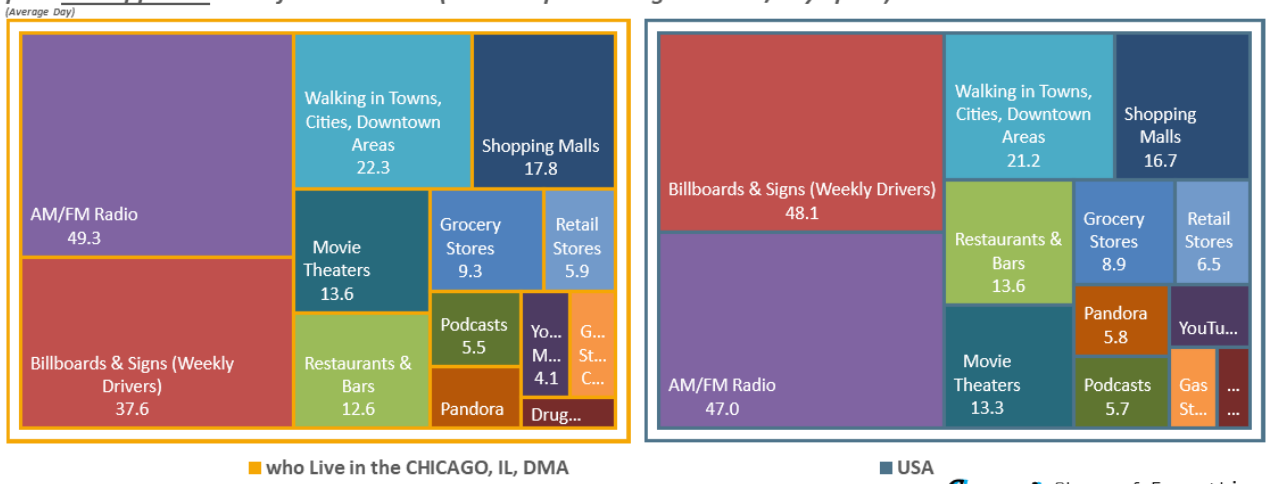
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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



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



USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,488

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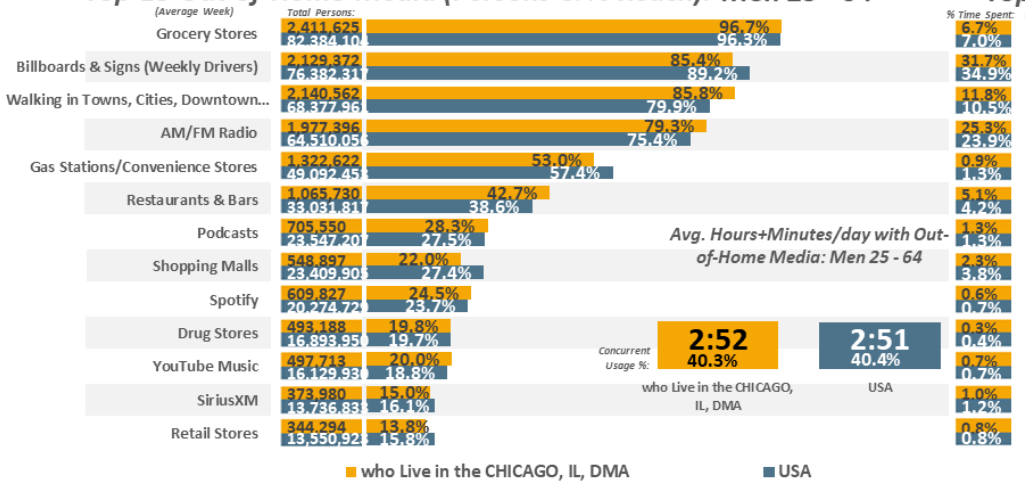
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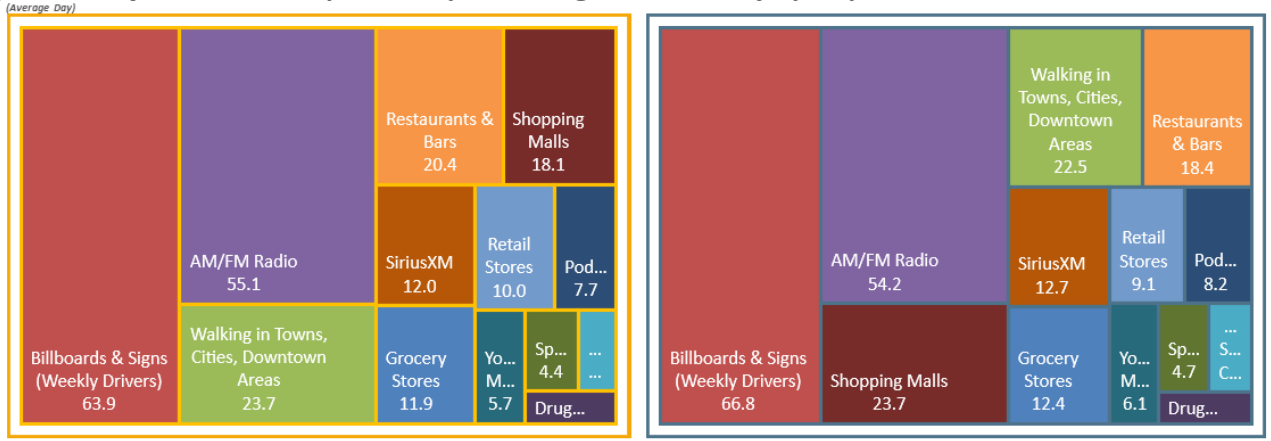
Chicago, IL, DMA
M25-64

2,129,372 or 85.4% of Men 25 - 64 who Live in the CHICAGO, IL, DMA spend an average of 63.9 minutes per day driving, seeing Billboards and Signs. 75.5% Listen to Local Radio Stations Out-of-Home for an average of 52. minutes/day.

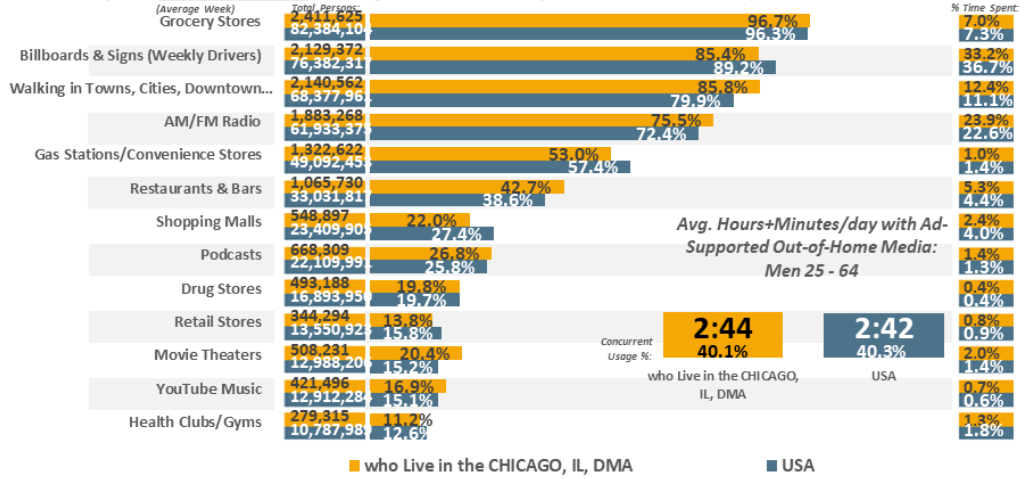
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 64



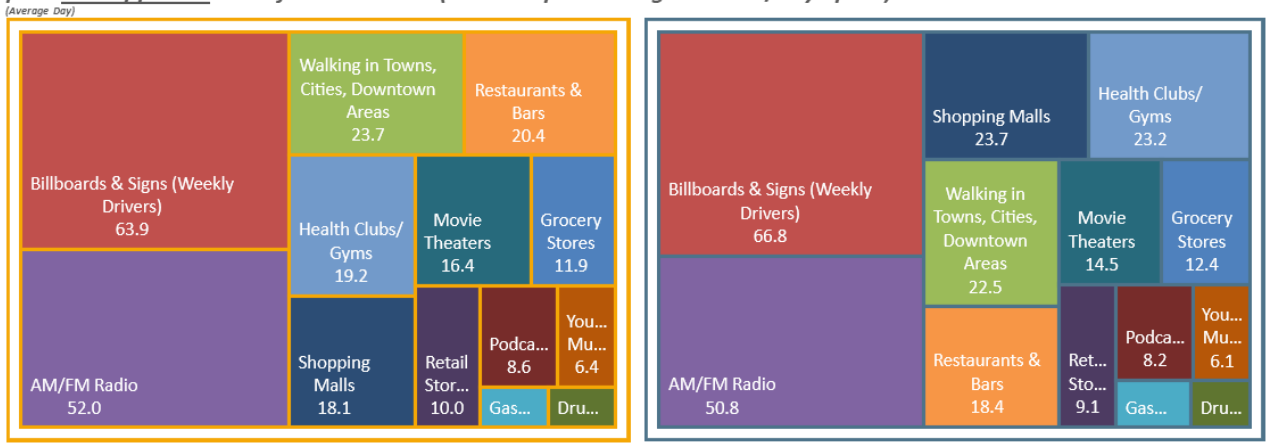
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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



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



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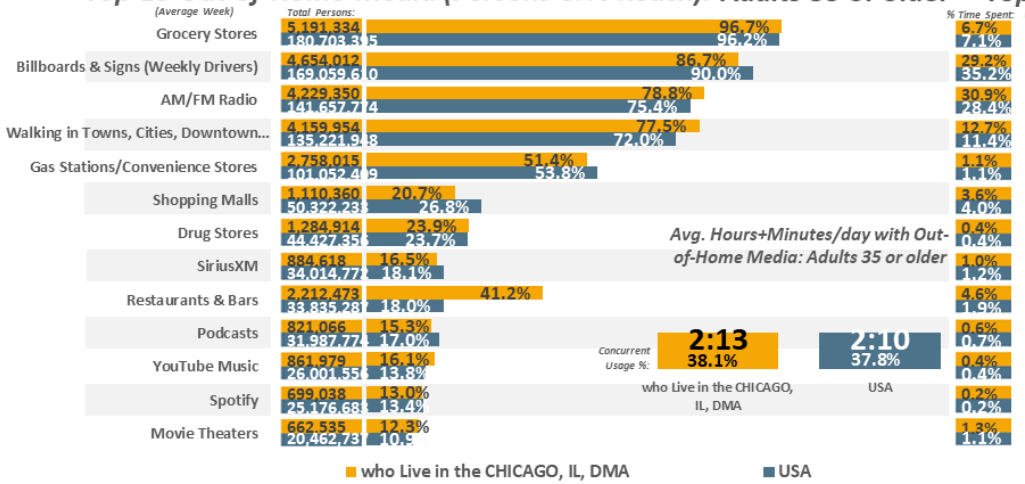
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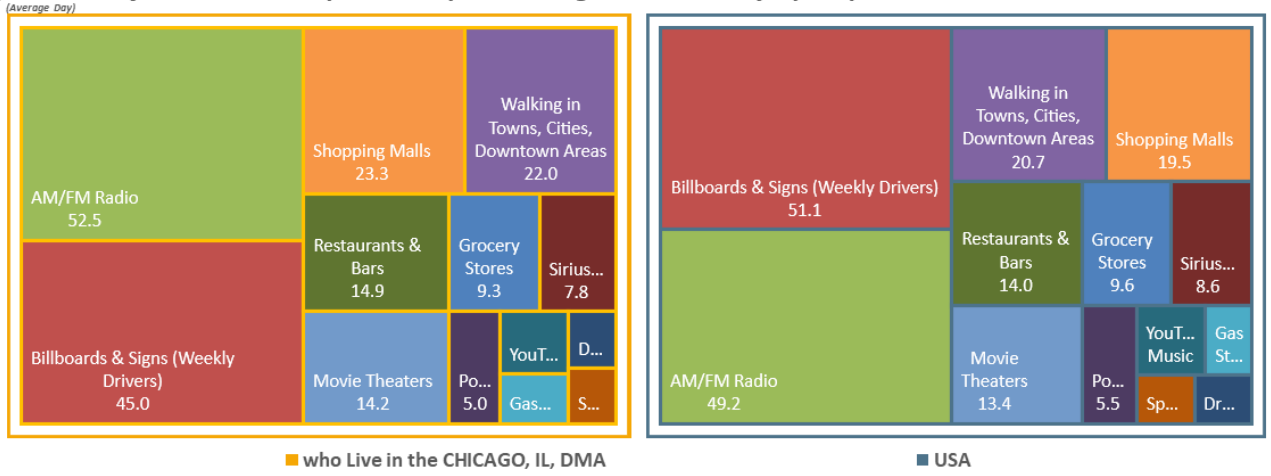
Chicago, IL, DMA
P35+

4,654,012 or 86.7% of Adults 35 or older who Live in the CHICAGO, IL, DMA spend an average of 45. minutes per day driving, seeing Billboards and Signs. 74.4% Listen to Local Radio Stations Out-of-Home for an average of 48.9 minutes/day.

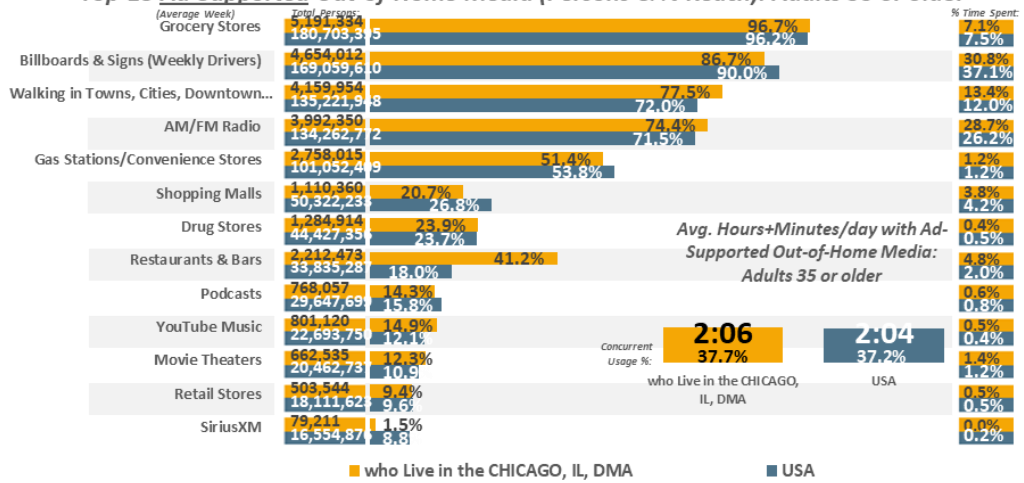
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



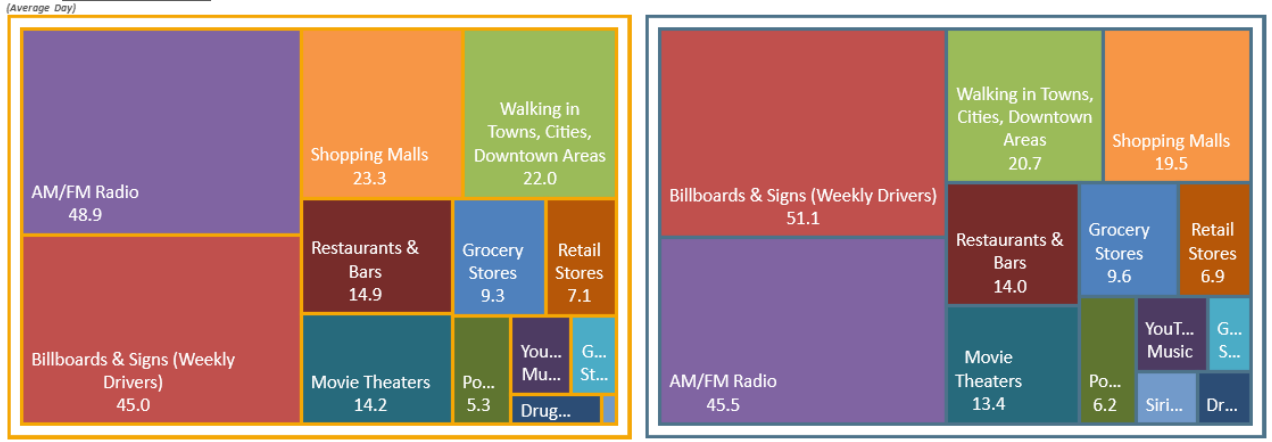
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



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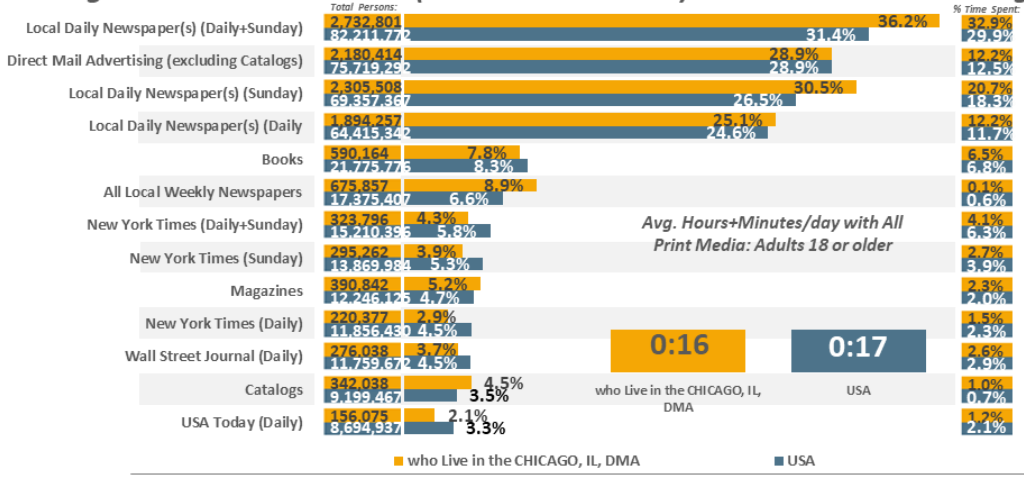
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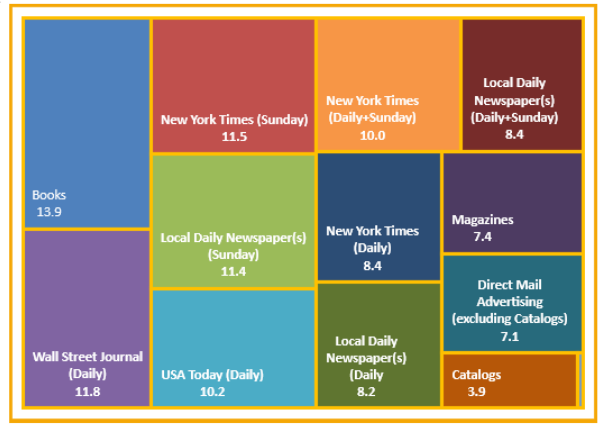


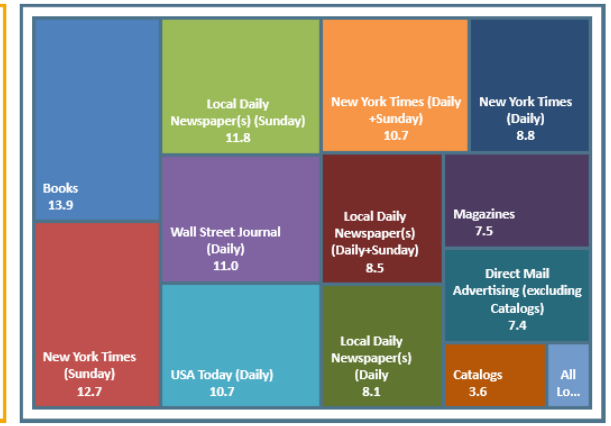
Chicago, IL, DMA
P18+

2,732,801 or 36.2% of Adults 18 or older who Live in the CHICAGO, IL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 35.2% of all time spent daily with All forms of Print Media.

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

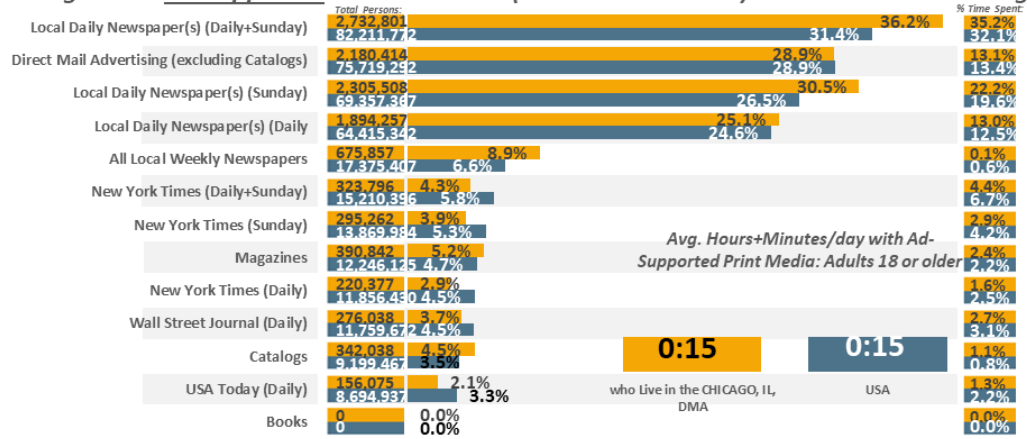


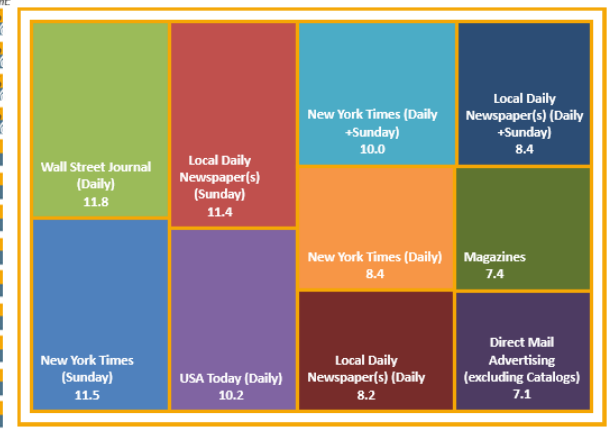


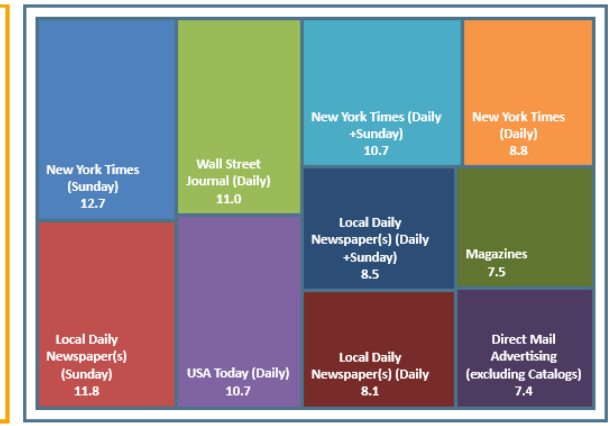


who Live in the CHICAGO, IL, DMA ■ USA

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







who Live in the CHICAGO, IL, DMA ■ USA

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 3,488

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USA Jan23-Oct23 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362

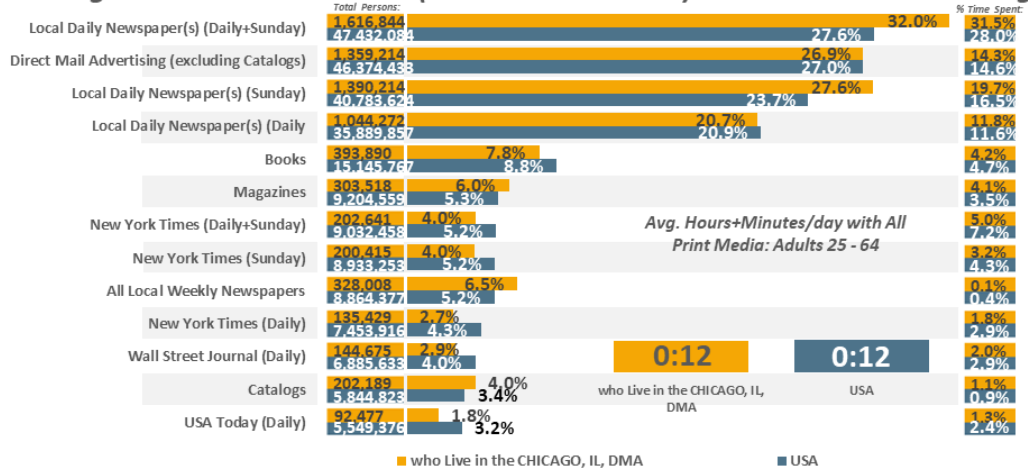
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Chicago, IL, DMA
P25-64

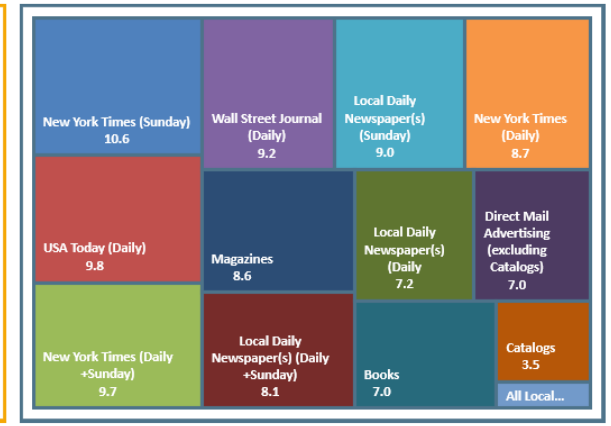
1,616,844 or 32.% of Adults 25 - 64 who Live in the CHICAGO, IL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 32.9% of all time spent daily with All forms of Print Media.

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

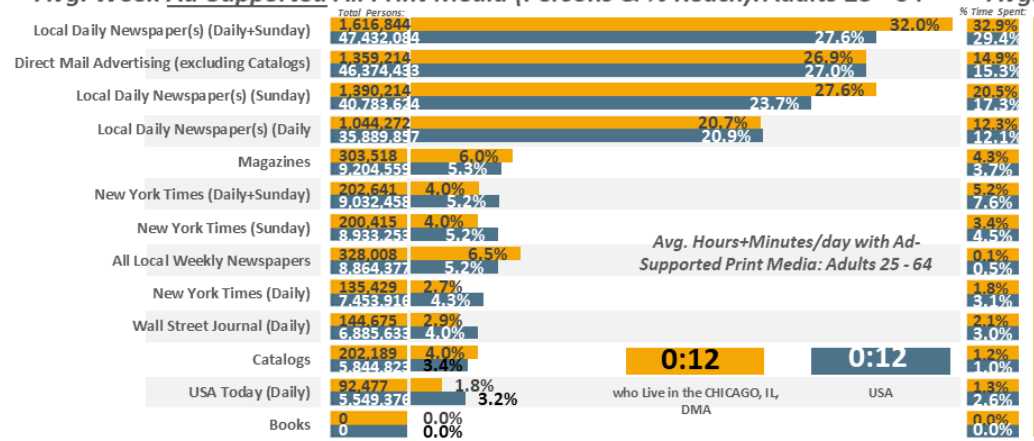


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

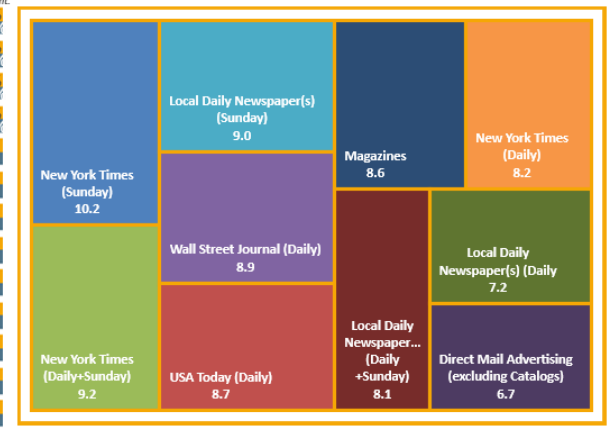


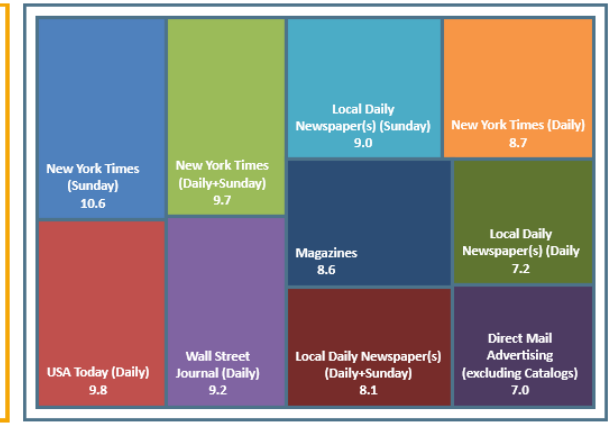


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



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





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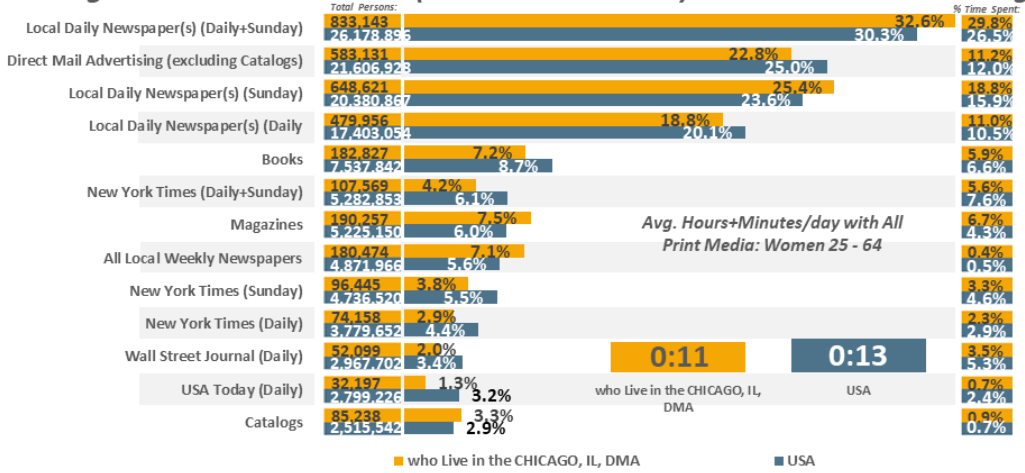
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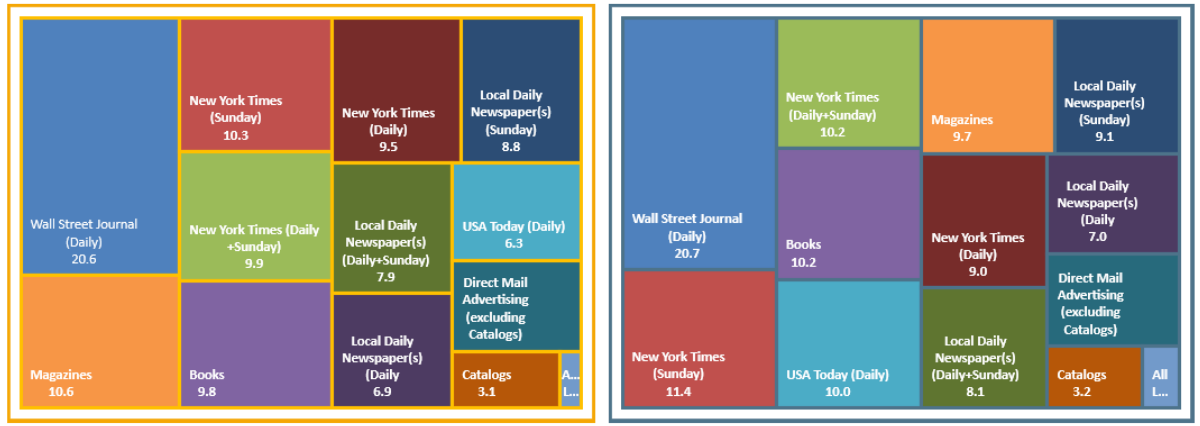
Chicago, IL, DMA
W25-64

833,143 or 32.6% of Women 25 - 64 who Live in the CHICAGO, IL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.9 minutes every day representing 31.7% of all time spent daily with All forms of Print Media.

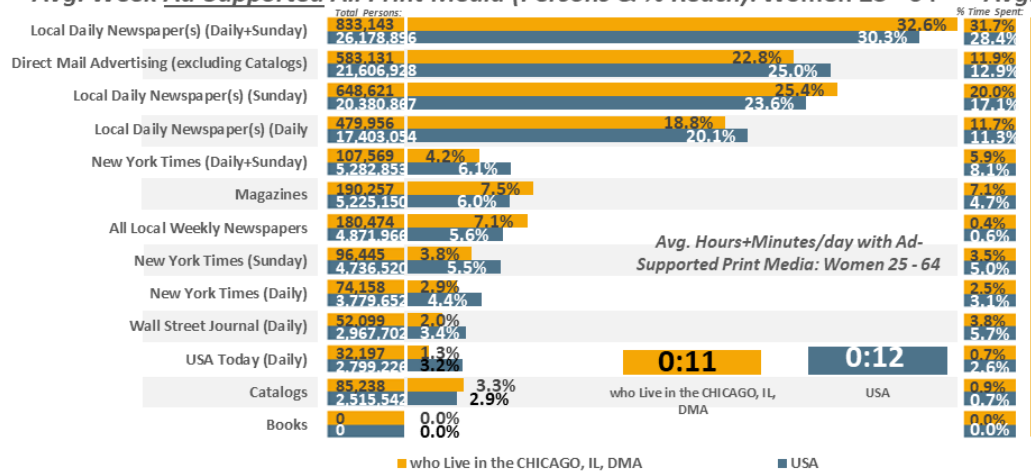
Avg. Week All Print Media (Persons & % Reach): Women 25 - 64



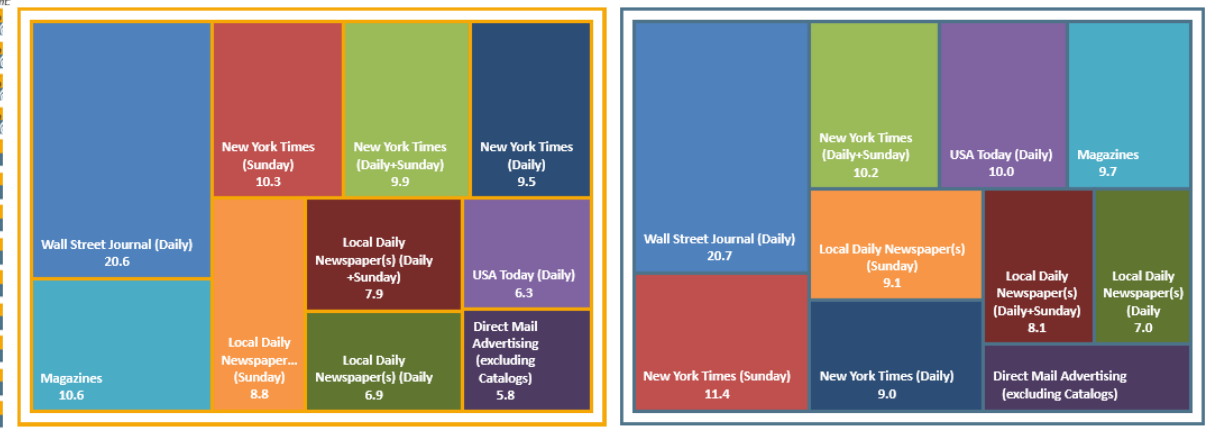
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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



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



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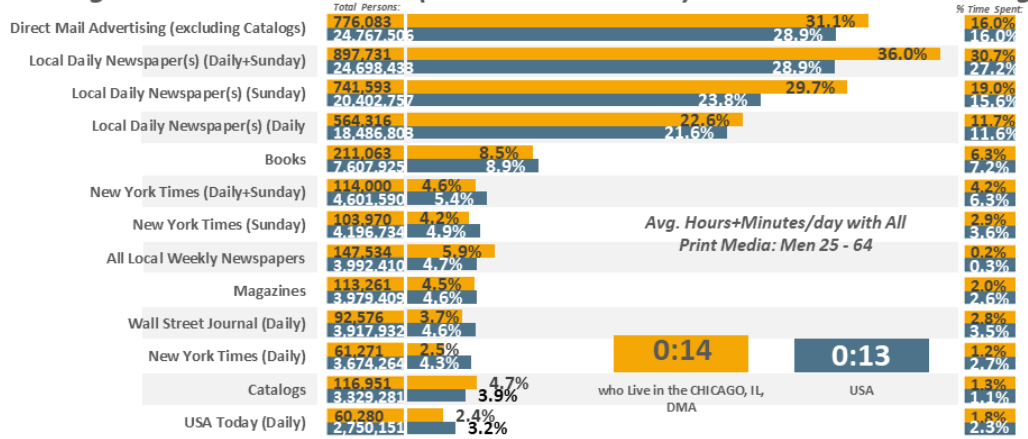
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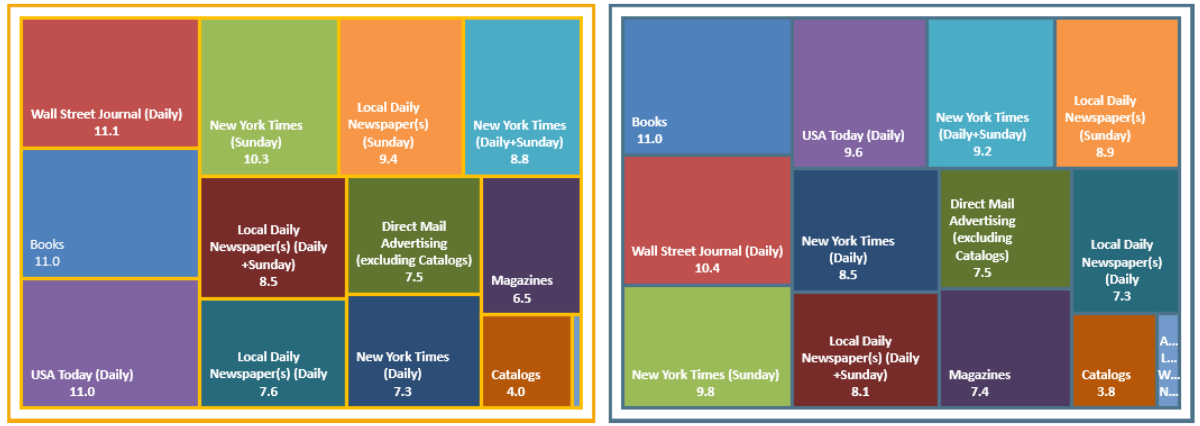
Chicago, IL, DMA
M25-64

897,731 or 36.% of Men 25 - 64 who Live in the CHICAGO, IL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 32.7% of all time spent daily with All forms of Print Media.

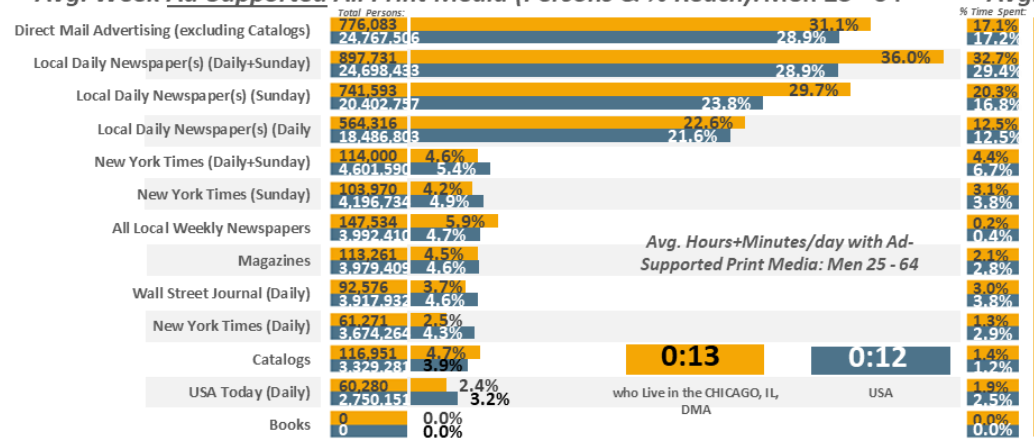
Avg. Week All Print Media (Persons & % Reach): Men 25 - 64



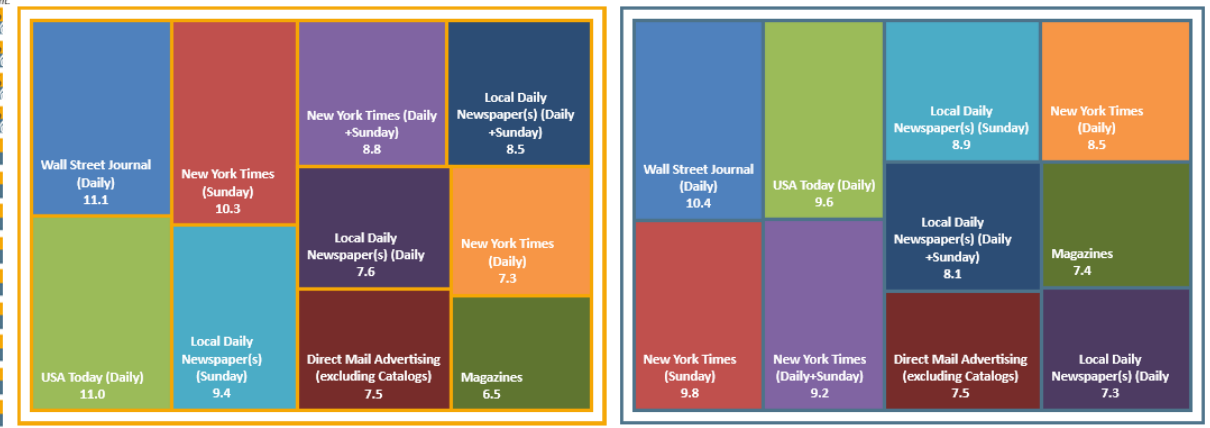
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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



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



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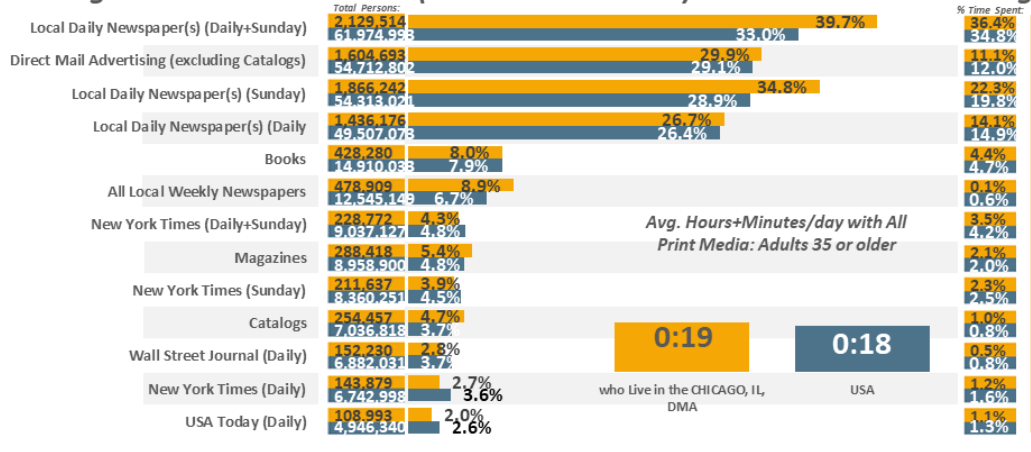
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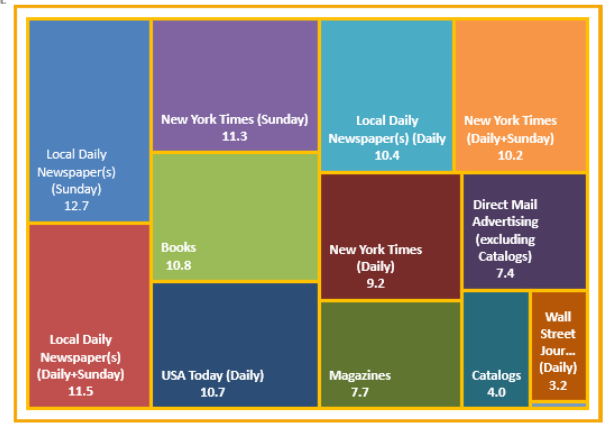


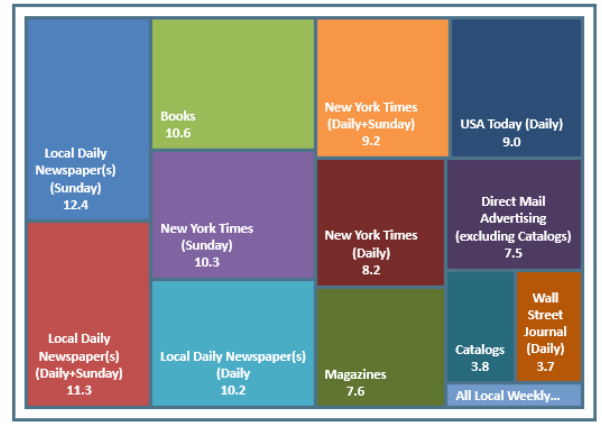
Chicago, IL, DMA
P35+

2,129,514 or 39.7% of Adults 35 or older who Live in the CHICAGO, IL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.5 minutes every day representing 38.% of all time spent daily with All forms of Print Media.

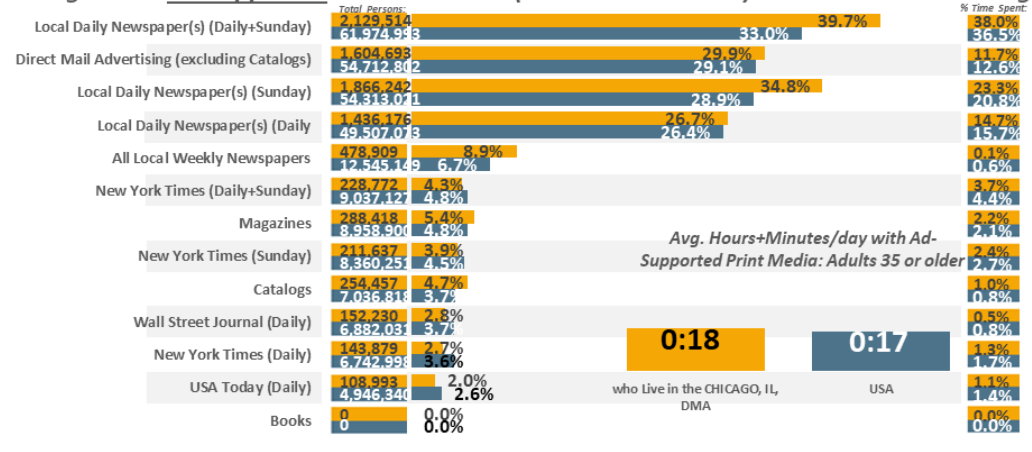
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



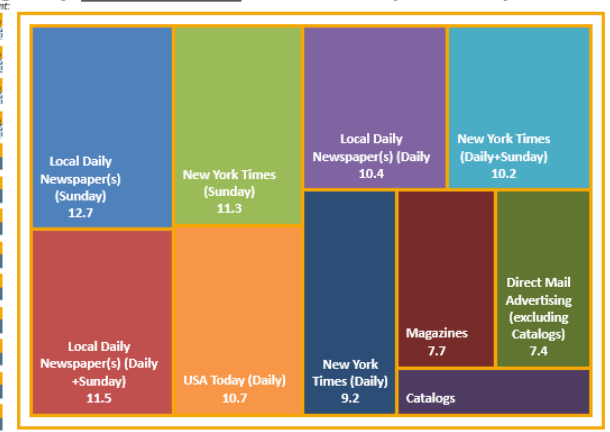


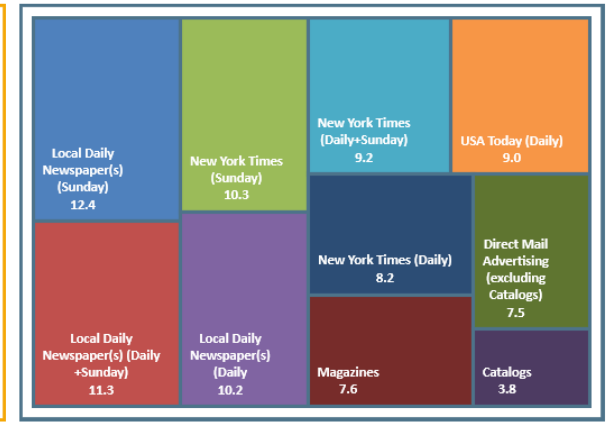


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older



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





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