USA – P18+ 5 Types of PARENTS of Children Age 17 or Younger!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ who are Planning the Birth of a Child, Parents of Children Under 2 Years Old, Parents of Children Age 2-5, Parents of Children Age 6-11, Parents of Children Age 12-17.



Expecting Parents

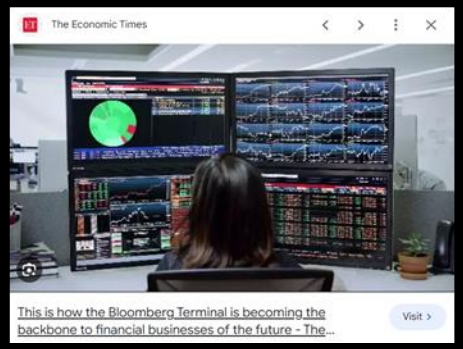


Parents of Children Under 2 Years Old



Parents of Children Age 2-5

(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND…
Lifestyle changes/events personally plan to do next 12 mths: Birth of a child
OR Presence of children by age (HHLD): Age under 2
OR Presence of children by age (HHLD): Age 2 - 5
OR Presence of children by age (HHLD): Age 6 - 11
OR Presence of children by age (HHLD): Age 12 - 17





Parents of Children Age 6-11



Parents of Children Age 12-17

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

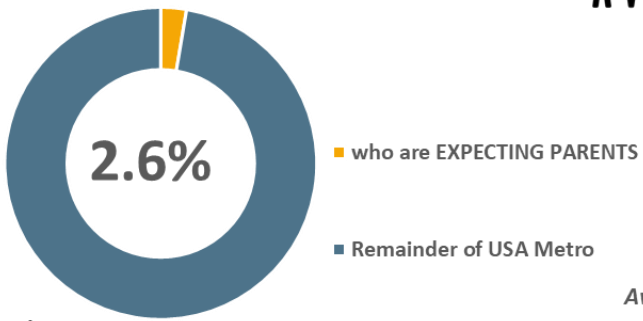
HUBBARD BROADCASTING INC. HB INC.



Expecting Parents

2.6% or 6,941,482 of USA Adults 18 or older are EXPECTING PARENTS.
Typical Adults 18 or older who are EXPECTING PARENTS are 33.7 years old (31.% younger than average) and have a $106,129 (18.4% higher than average) annual household income.

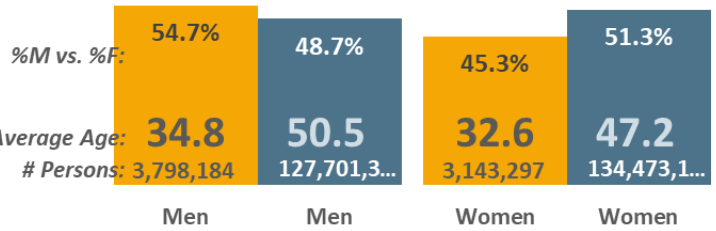
Percent of Market: Adults 18 or older



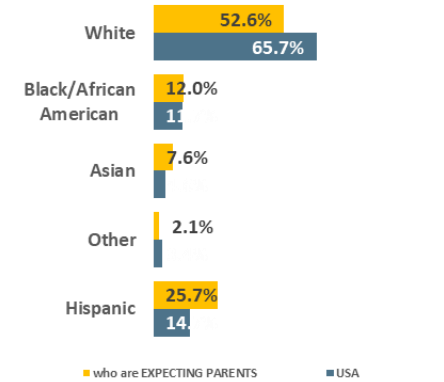
Total Persons:



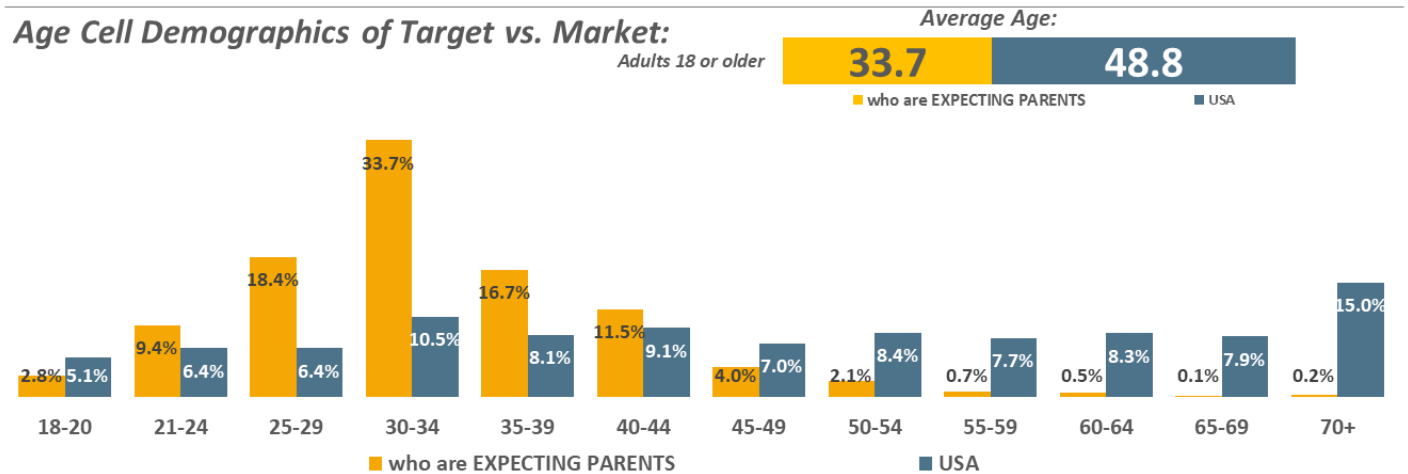
Gender of Target vs. Market: Adults 18 or older



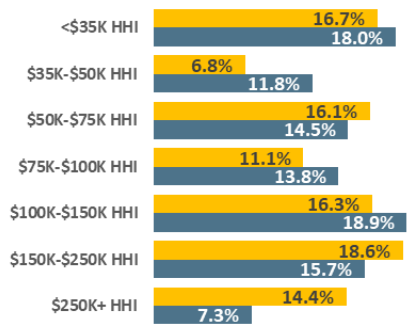
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $106,129 $89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,035

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

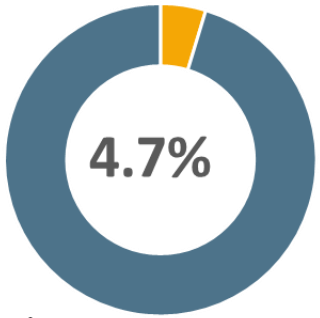
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Lifestyle changes/events personally plan to do next 12 mths: Birth of a child



Parents of Kids Under Age 2

4.7% or 12,308,258 of USA Adults 18 or older are PARENTS of CHILDREN Under 2 Years Old.
Typical Adults 18 or older who are PARENTS of CHILDREN Under 2 Years Old are 33.1 years old (32.3% younger than average) and have a $100,041 (11.6% higher than average) annual household income.

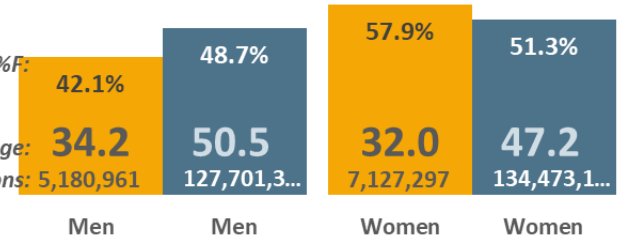
Percent of Market: Adults 18 or older



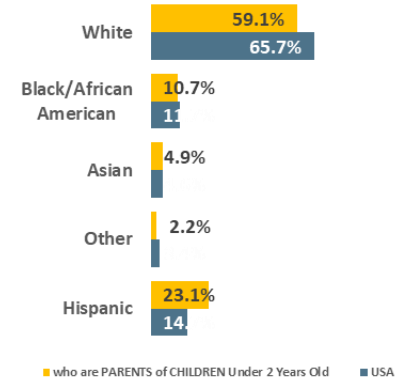
Total Persons:



Gender of Target vs. Market: Adults 18 or older



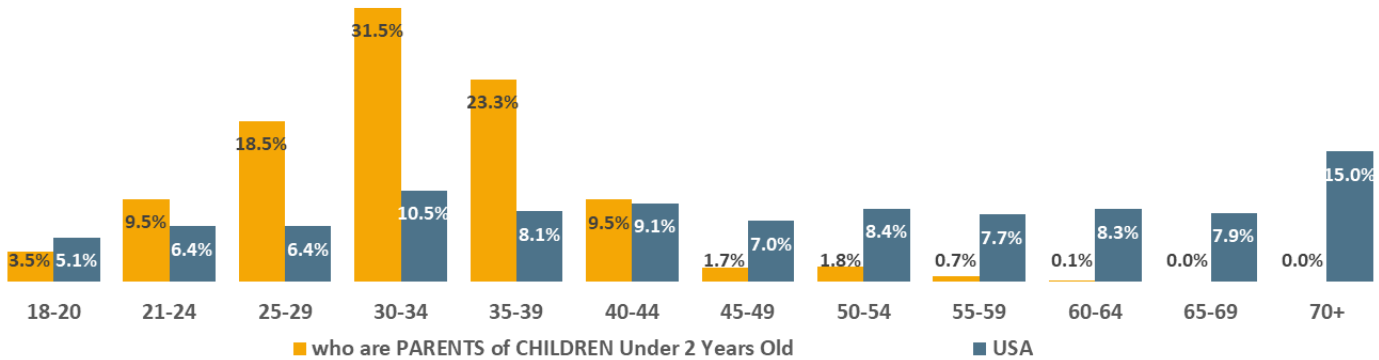
Ethnicity of Target vs. Market:



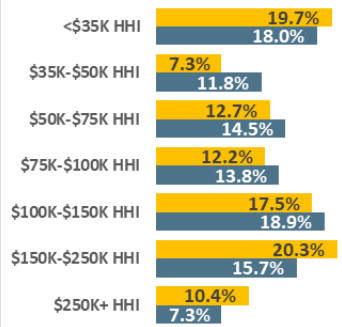
Age Cell Demographics of Target vs. Market:

Average Age:





HHI of Target vs. Market:



Avg HHI:



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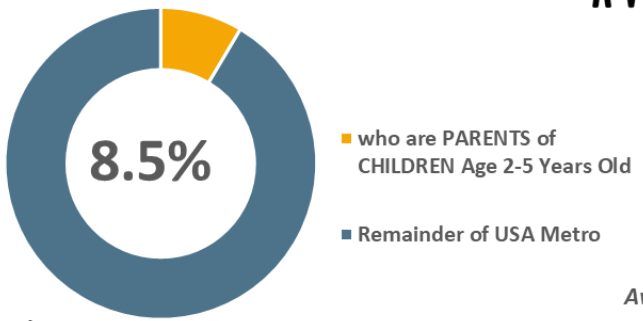
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age under 2



Parents of Kids Age 2-5

8.5% or 22,355,694 of USA Adults 18 or older are PARENTS of CHILDREN Age 2-5 Years Old.
Typical Adults 18 or older who are PARENTS of CHILDREN Age 2-5 Years Old are 35.6 years old (27.2% younger than average) and have a $95,323 (6.3% higher than average) annual household income.

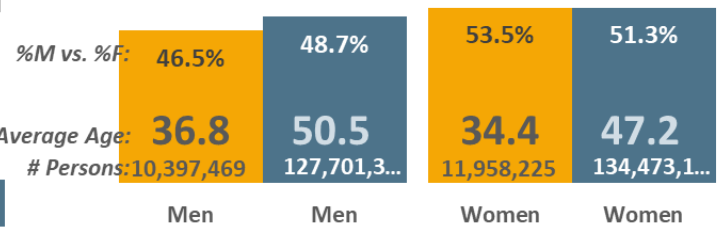
Percent of Market: Adults 18 or older



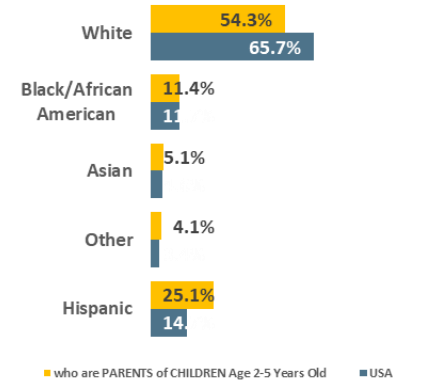
Total Persons:

22,355,694	239,818,806

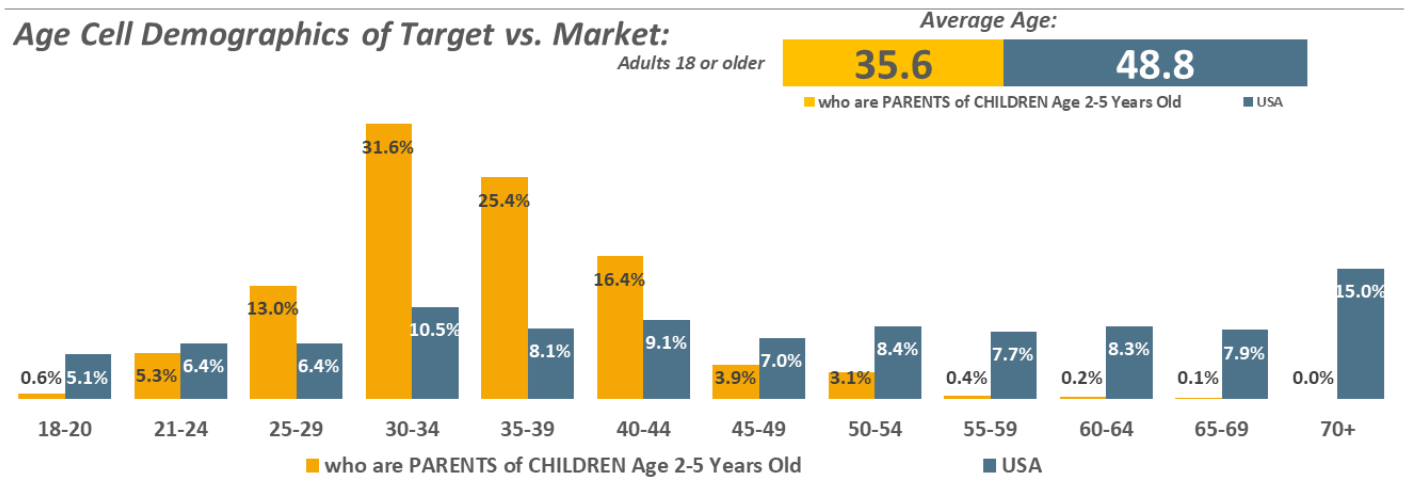
Gender of Target vs. Market: Adults 18 or older



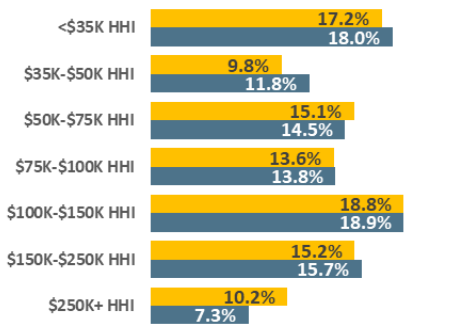
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$95,323	$89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,035

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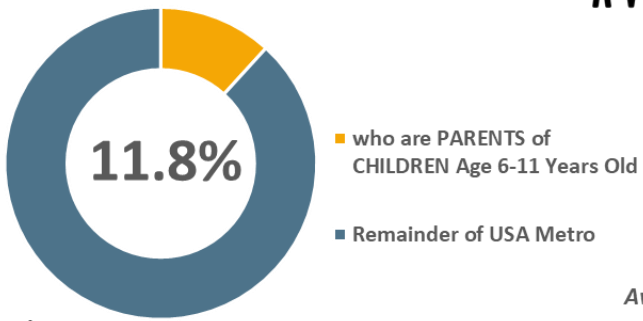
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 2 - 5



Parents of Kids Age 6-11

11.8% or 30,870,385 of USA Adults 18 or older are PARENTS of CHILDREN Age 6-11 Years Old.
Typical Adults 18 or older who are PARENTS of CHILDREN Age 6-11 Years Old are 40. years old (18.1% younger than average) and have a $101,377 (13.1% higher than average) annual household income.

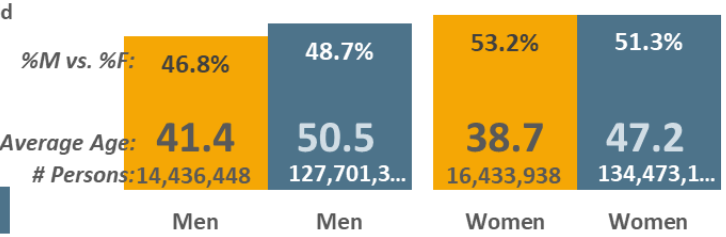
Percent of Market: Adults 18 or older



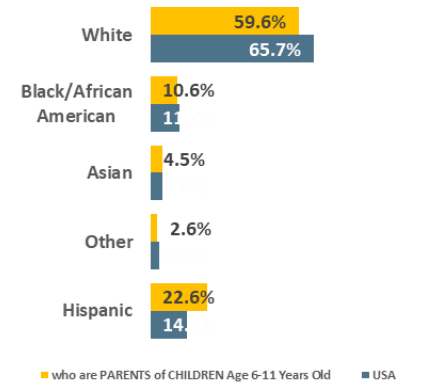
Total Persons:

30,870,385 | 231,304,115

Gender of Target vs. Market: Adults 18 or older



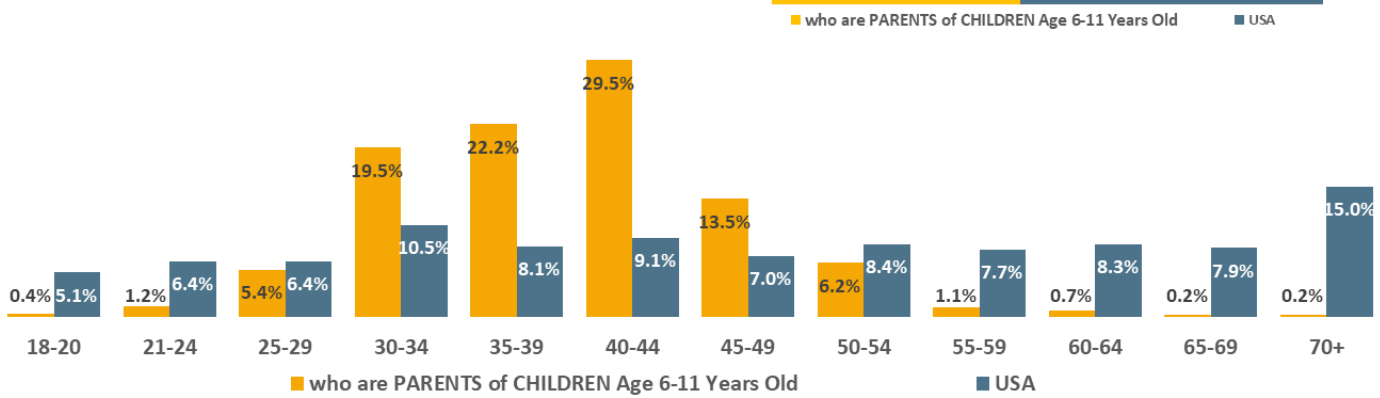
Ethnicity of Target vs. Market:



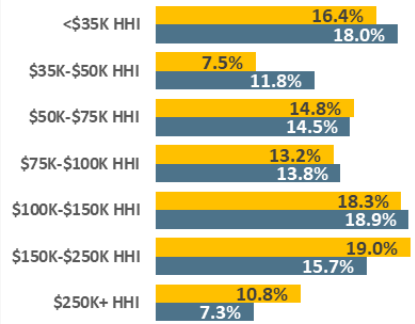
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older: 40.0 | 48.8



HHI of Target vs. Market:



Avg HHI: $101,377 | $89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,035

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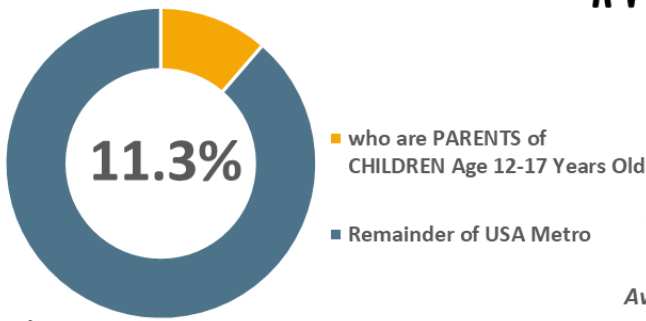
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 6 - 11



Parents of Kids Age 12-17

11.3% or 29,700,821 of USA Adults 18 or older are PARENTS of CHILDREN Age 12-17 Years Old.
Typical Adults 18 or older who are PARENTS of CHILDREN Age 12-17 Years Old are 44.7 years old (8.5% younger than average) and have a $104,202 (16.2% higher than average) annual household income.

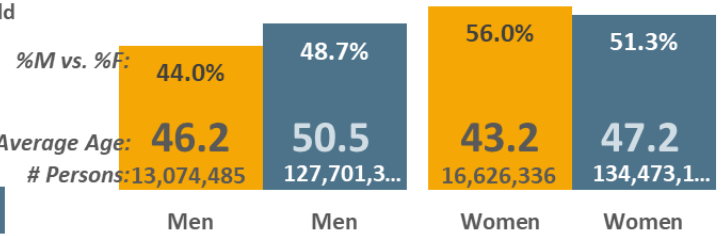
Percent of Market: Adults 18 or older



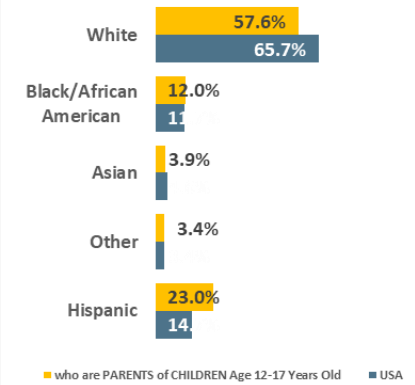
Total Persons:



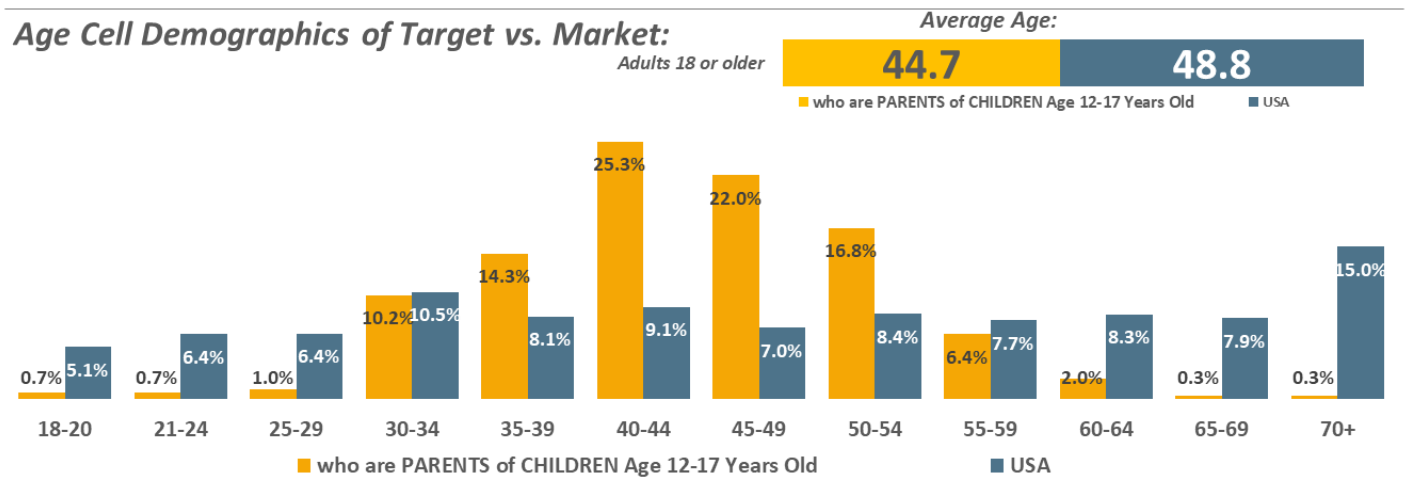
Gender of Target vs. Market: Adults 18 or older



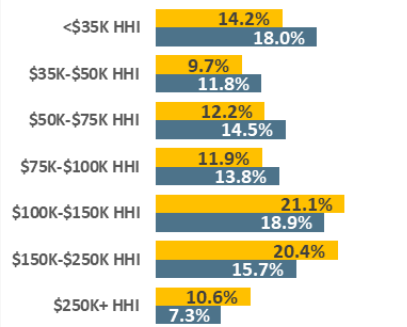
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $104,202 | $89,672

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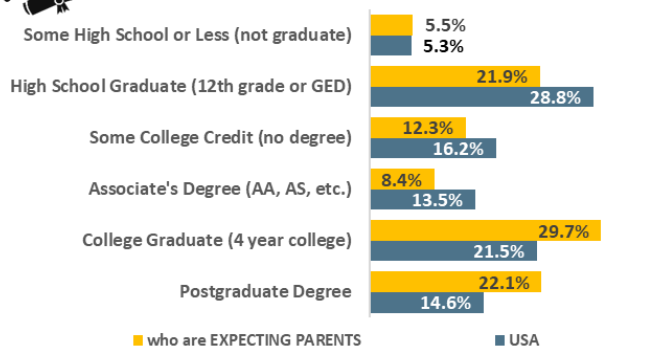
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 12 - 17



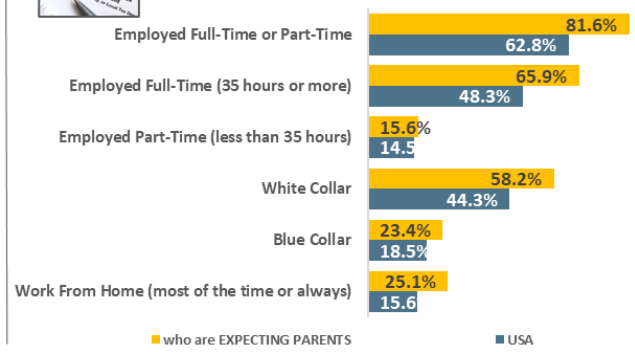
Expecting Parents

2.6% or 6,941,482 of USA Adults 18 or older are EXPECTING PARENTS.
Adults 18 or older who are EXPECTING PARENTS are 43.4% more likely to be a college graduate, 36.6% more likely to work full-time, 32.6% more likely to be married, 123.7% more likely to be a parent of 1 or more children under 18.

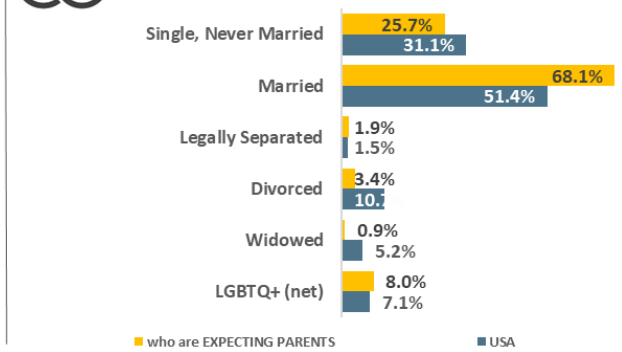
Education Levels: Adults 18 or older



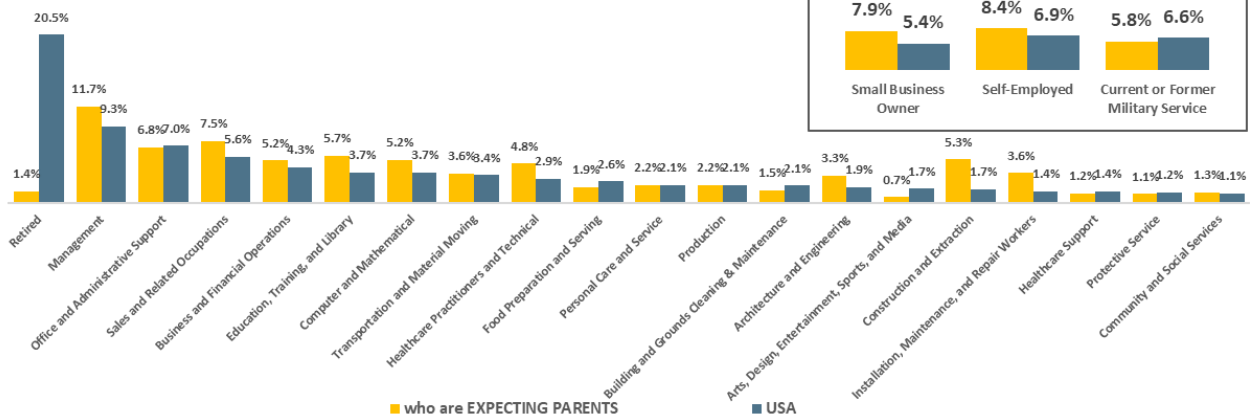
Employment: Adults 18 or older



Marital Status: Adults 18 or older

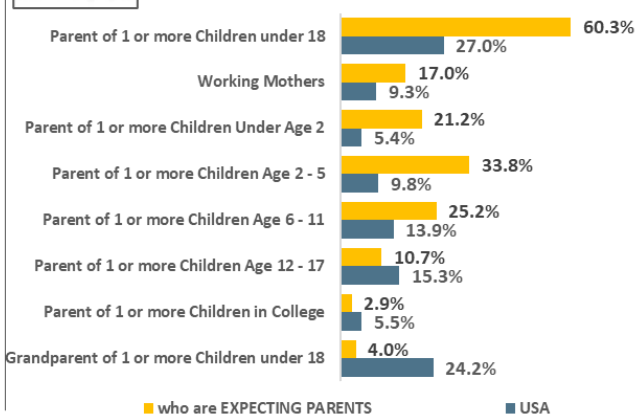


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



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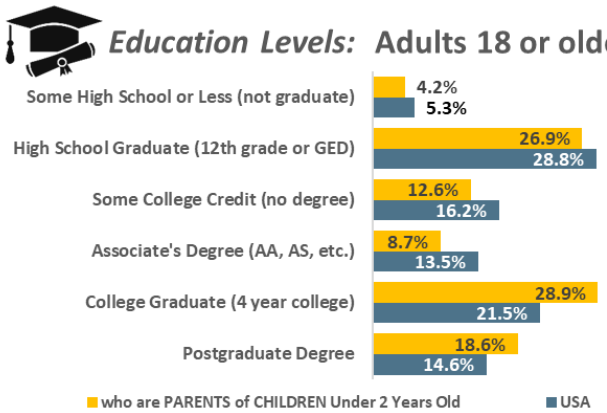
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Lifestyle changes/events personally plan to do next 12 mths: Birth of a child



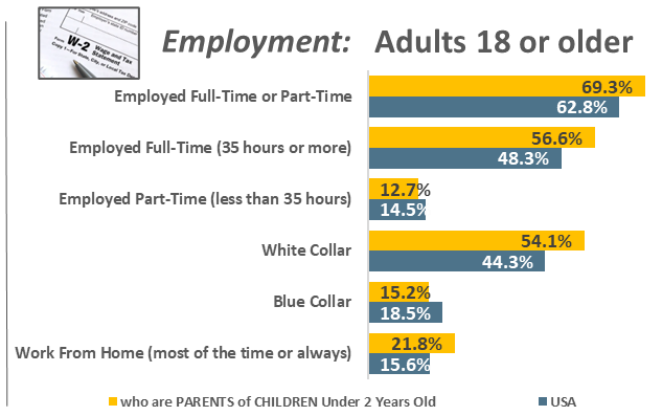
Parents of Kids Under Age 2

4.7% or 12,308,258 of USA Adults 18 or older are PARENTS of CHILDREN Under 2 Years Old.
Adults 18 or older who are PARENTS of CHILDREN Under 2 Years Old are 31.6% more likely to be a college graduate, 17.3% more likely to work full-time, 48.3% more likely to be married, 269.7% more likely to be a parent of 1 or more children under 18.

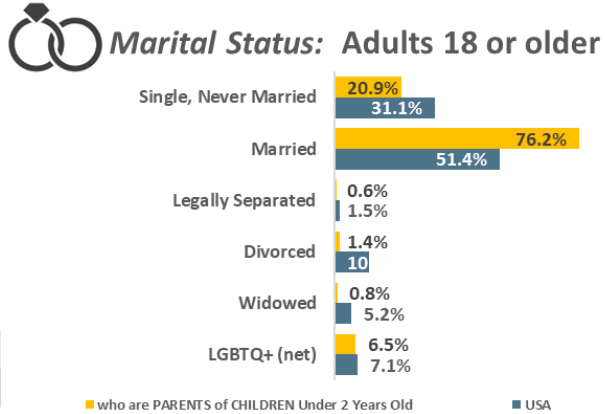
Education Levels: Adults 18 or older



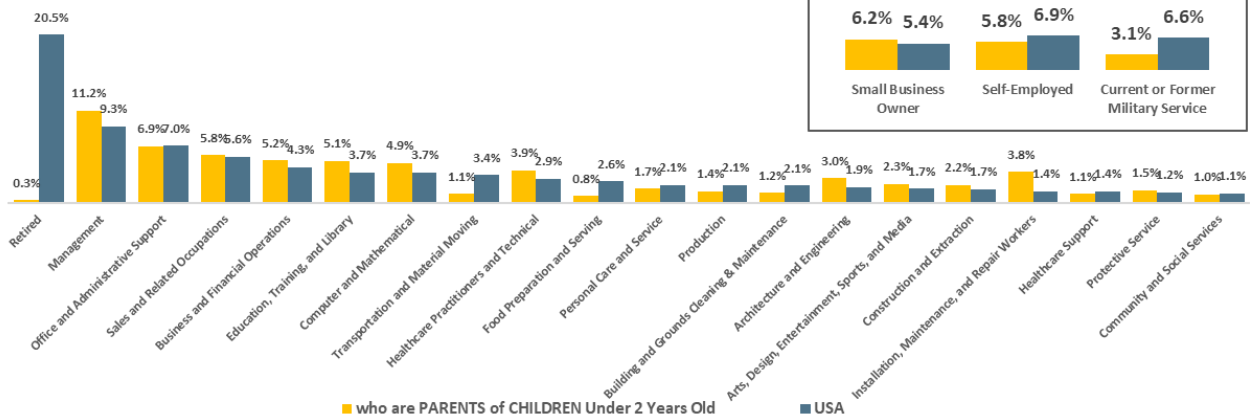
Employment: Adults 18 or older



Marital Status: Adults 18 or older

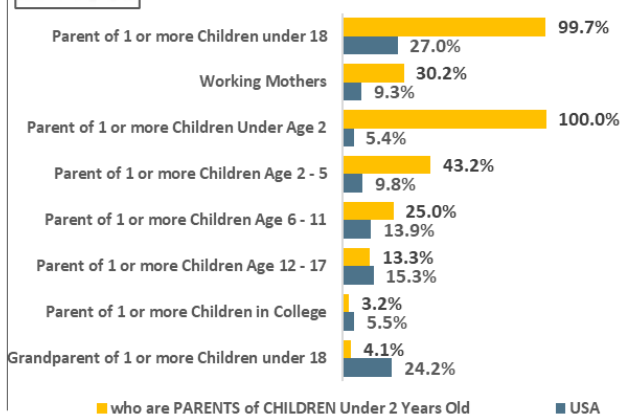


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



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(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age under 2

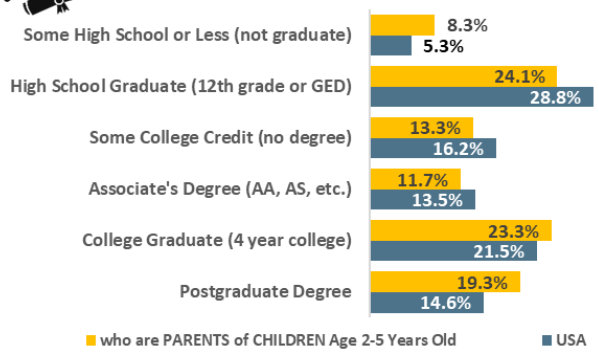


Parents of Kids Age 2-5

8.5% or 22,355,694 of USA Adults 18 or older are PARENTS of CHILDREN Age 2-5 Years Old.
Adults 18 or older who are PARENTS of CHILDREN Age 2-5 Years Old are 18.% more likely to be a college graduate, 24.1% more likely to work full-time, 42.2% more likely to be married, 270.2% more likely to be a parent of 1 or more children under 18.

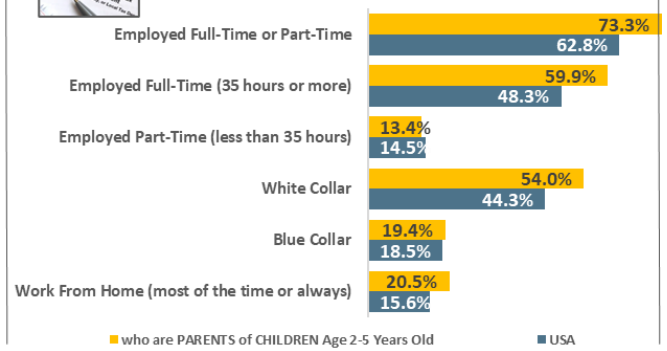
Education Levels: Adults 18 or older





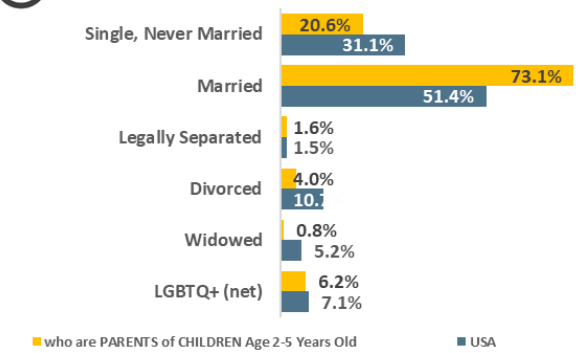
Employment: Adults 18 or older





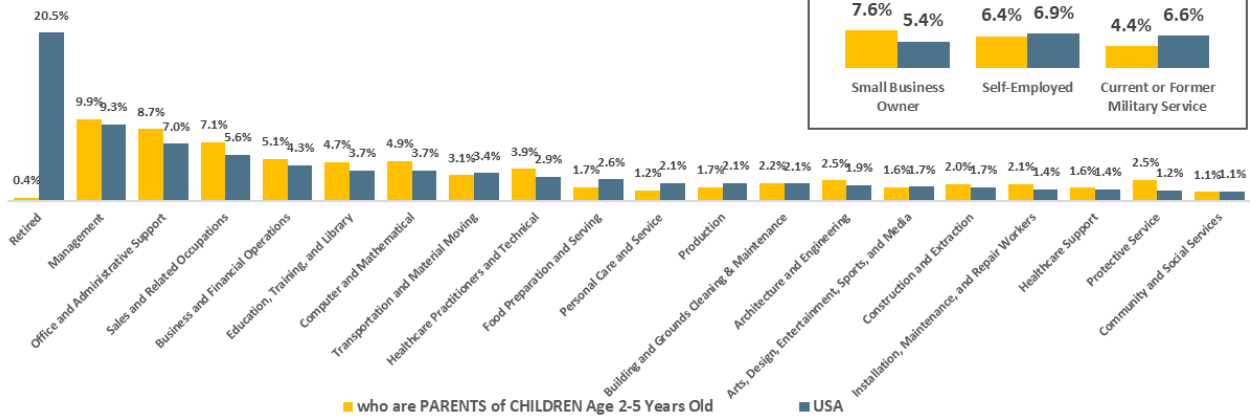
Marital Status: Adults 18 or older





Top-20 Occupations: Adults 18 or older

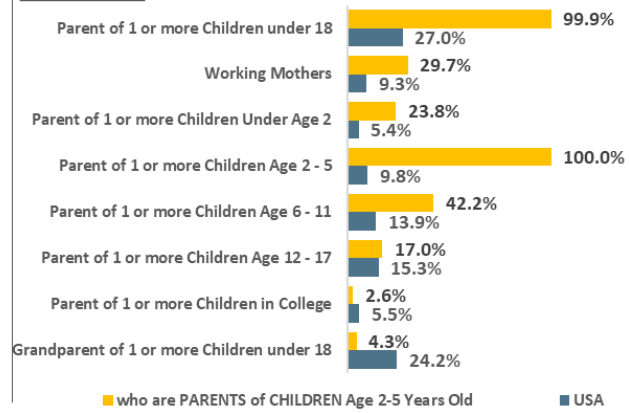




Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older





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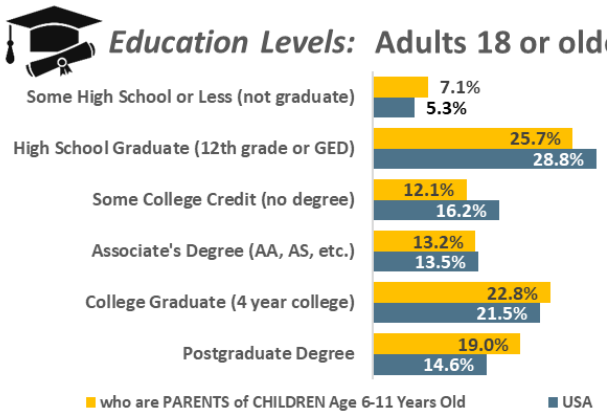
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 2 - 5



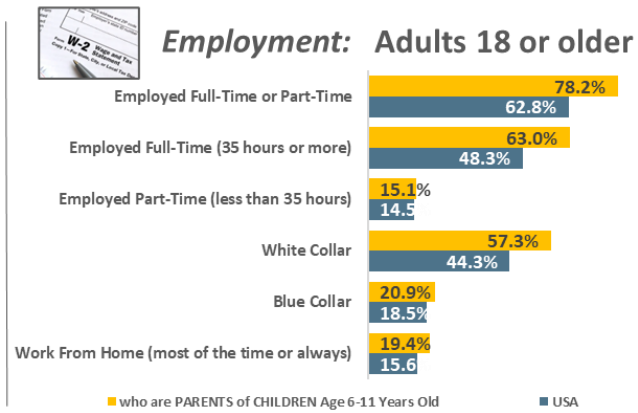
Parents of Kids Age 6-11

11.8% or 30,870,385 of USA Adults 18 or older are PARENTS of CHILDREN Age 6-11 Years Old.
Adults 18 or older who are PARENTS of CHILDREN Age 6-11 Years Old are 15.8% more likely to be a college graduate, 30.5% more likely to work full-time, 42.3% more likely to be married, 269.4% more likely to be a parent of 1 or more children under 18.

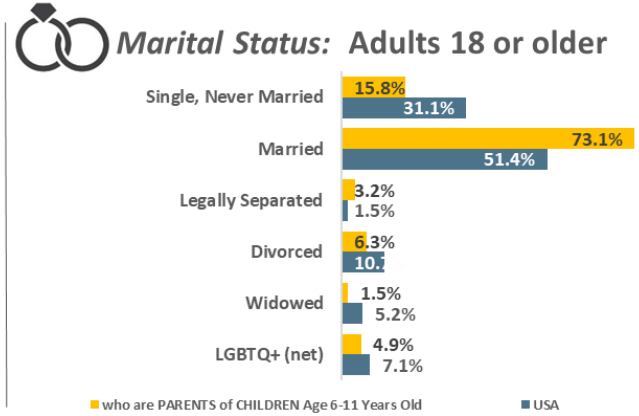
Education Levels: Adults 18 or older



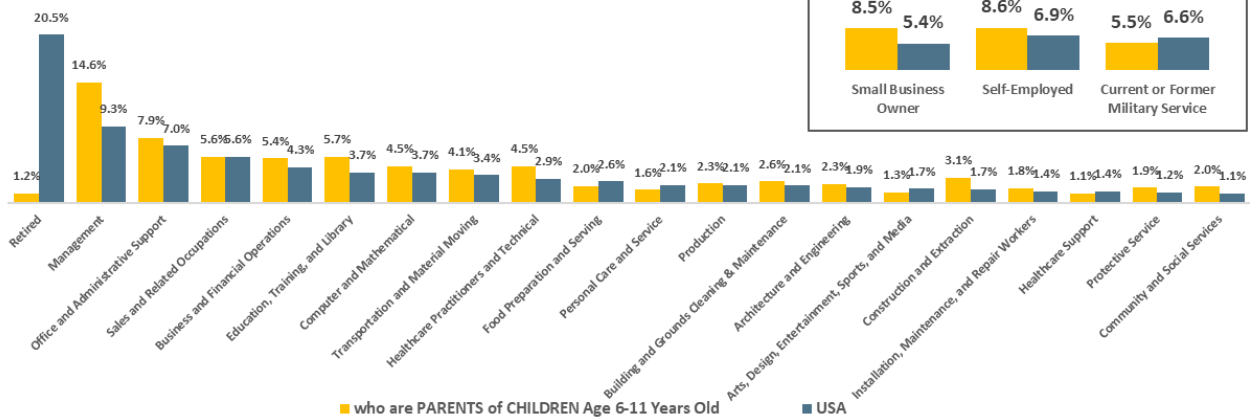
Employment: Adults 18 or older



Marital Status: Adults 18 or older

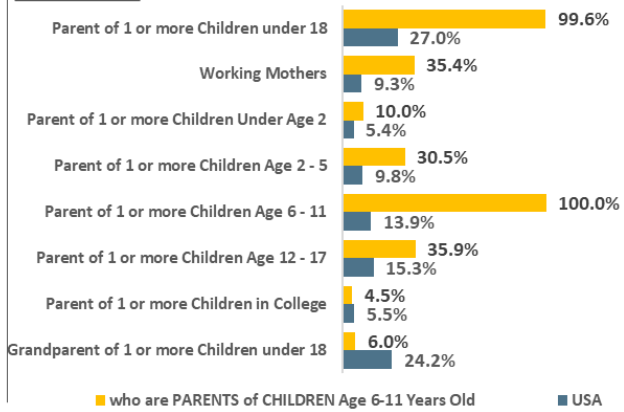


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,035

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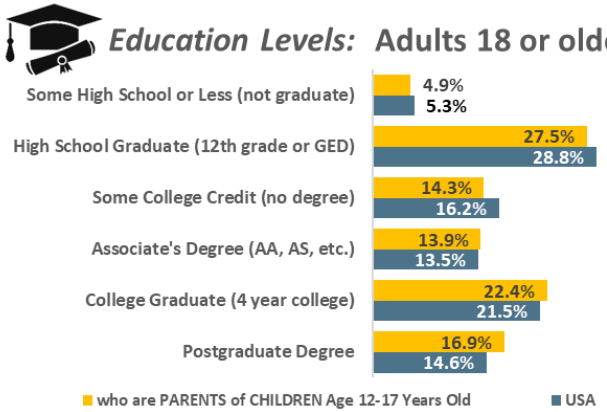
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 6 - 11



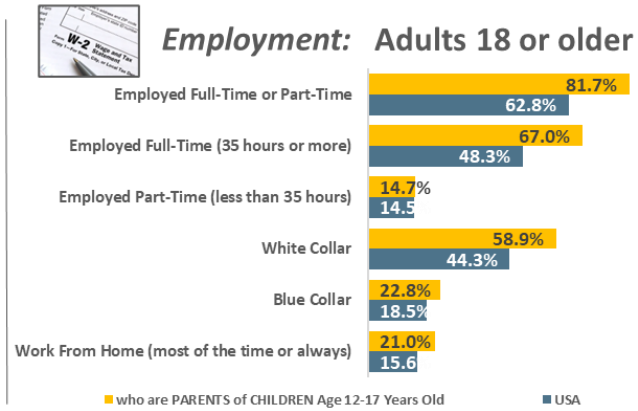
Parents of Kids Age 12-17

11.3% or 29,700,821 of USA Adults 18 or older are PARENTS of CHILDREN Age 12-17 Years Old.
Adults 18 or older who are PARENTS of CHILDREN Age 12-17 Years Old are 9.% more likely to be a college graduate, 38.7% more likely to work full-time, 41.7% more likely to be married, 269.8% more likely to be a parent of 1 or more children under 18.

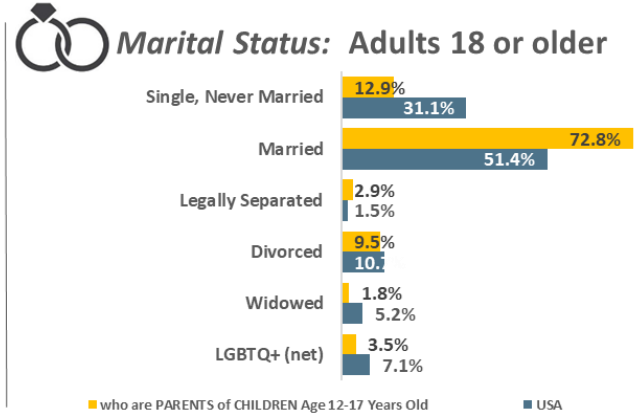
Education Levels: Adults 18 or older



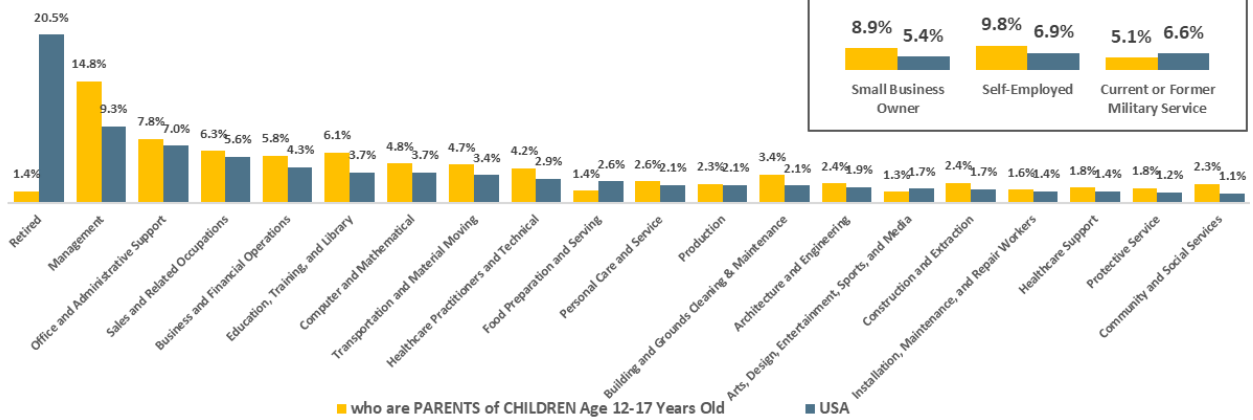
Employment: Adults 18 or older



Marital Status: Adults 18 or older

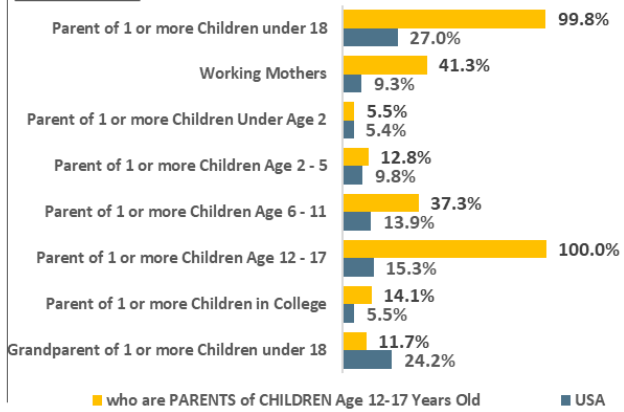


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,035

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

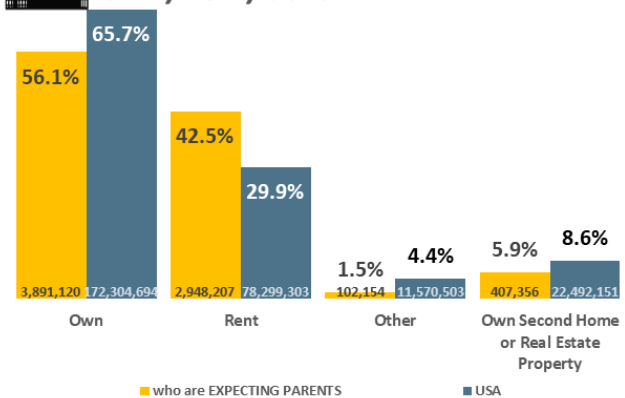
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 12 - 17



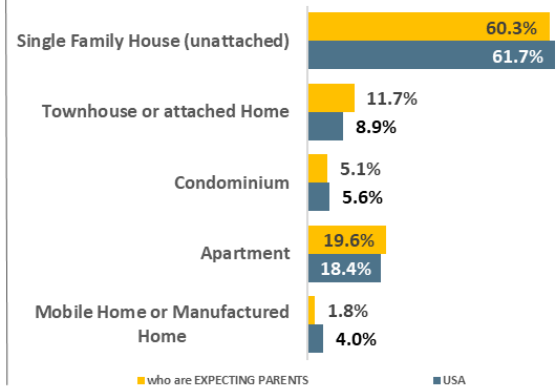
Expecting Parents

2.6% or 6,941,482 of USA Adults 18 or older are EXPECTING PARENTS.
Adults 18 or older who are EXPECTING PARENTS are 14.7% less likely to own their home, 11.7% more likely to own a higher valued home, 2.3% less likely to have a single-family home, 11.7% more likely to have a dog.

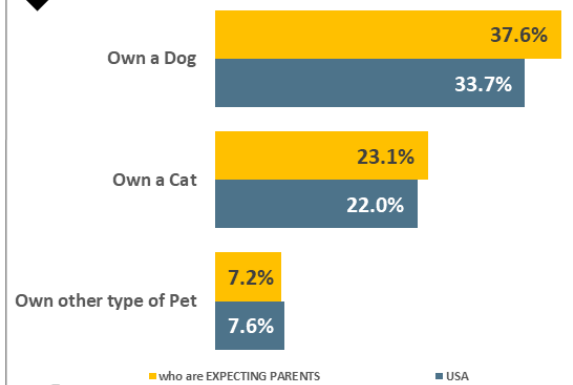
Own/Rent/Other: Adults 18 or older



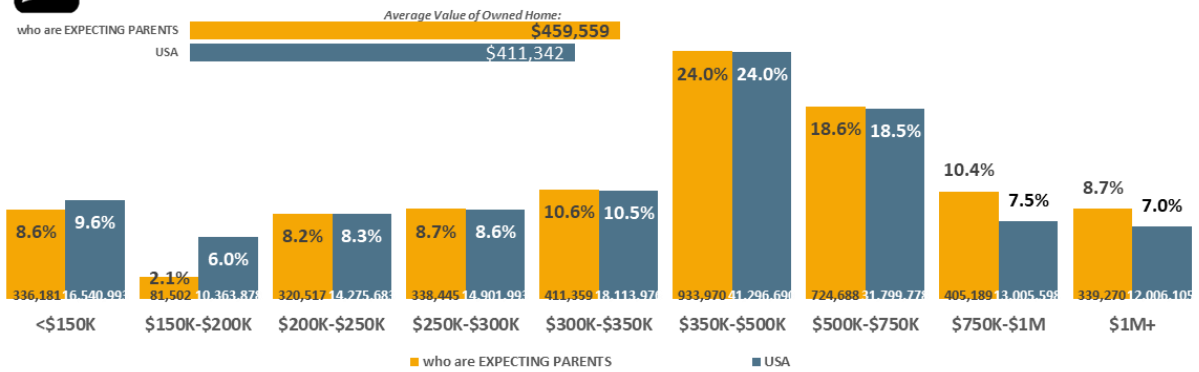
Type of Home: Adults 18 or older



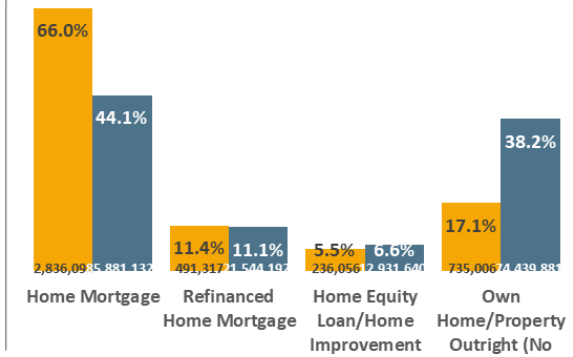
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



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

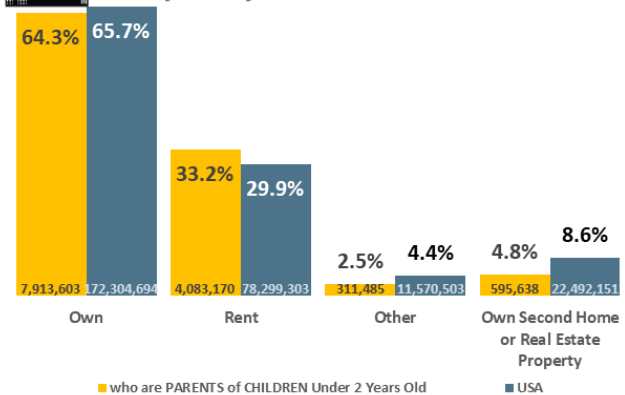
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Lifestyle changes/events personally plan to do next 12 mths: Birth of a child



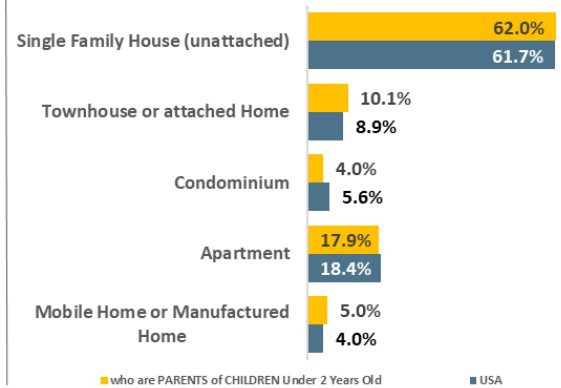
Parents of Kids Under Age 2

4.7% or 12,308,258 of USA Adults 18 or older are PARENTS of CHILDREN Under 2 Years Old.
Adults 18 or older who are PARENTS of CHILDREN Under 2 Years Old are 2.2% less likely to own their home, 10.9% more likely to own a higher valued home, .5% more likely to have a single-family home, 14.7% more likely to have a dog.

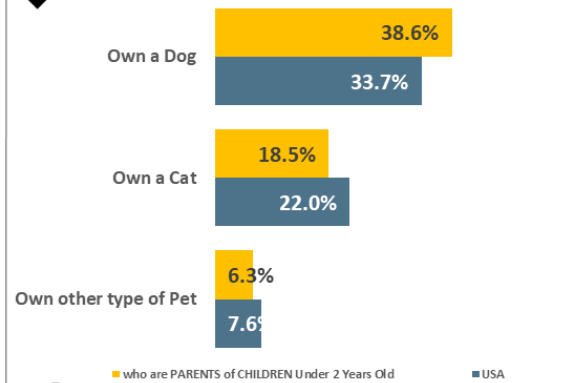
Own/Rent/Other: Adults 18 or older



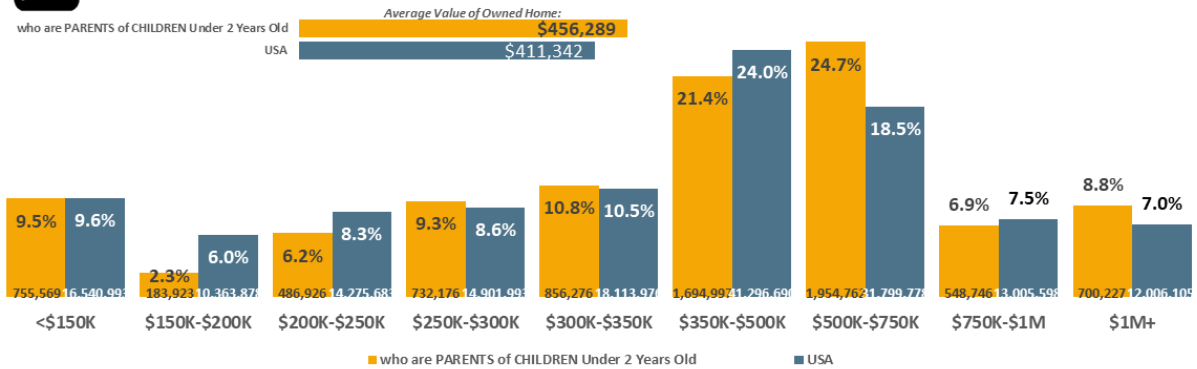
Type of Home: Adults 18 or older



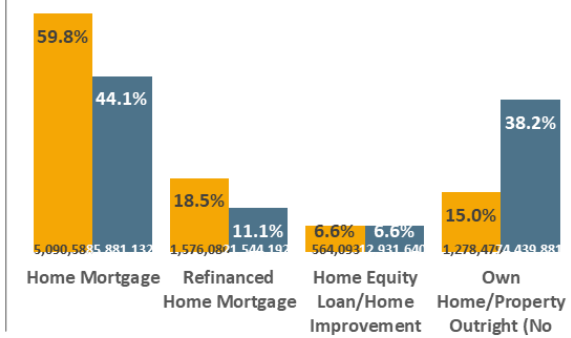
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,035*

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

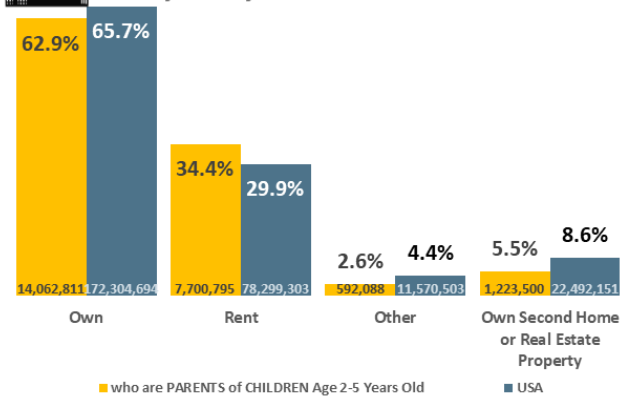
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age under 2



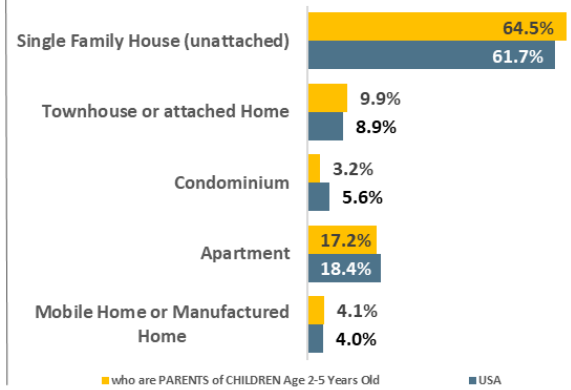
Parents of Kids Age 2-5

8.5% or 22,355,694 of USA Adults 18 or older are PARENTS of CHILDREN Age 2-5 Years Old.
Adults 18 or older who are PARENTS of CHILDREN Age 2-5 Years Old are 4.3% less likely to own their home, 15.8% more likely to own a higher valued home, 4.5% more likely to have a single-family home, 21.7% more likely to have a dog.

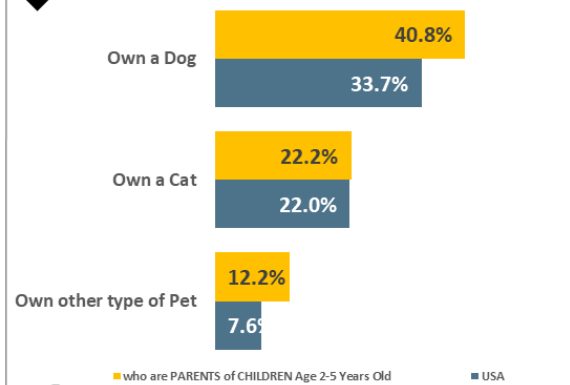
Own/Rent/Other: Adults 18 or older



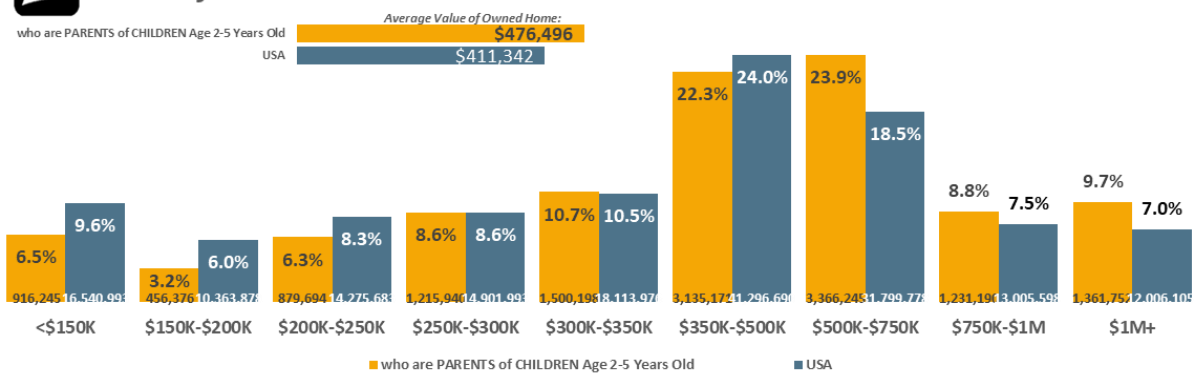
Type of Home: Adults 18 or older



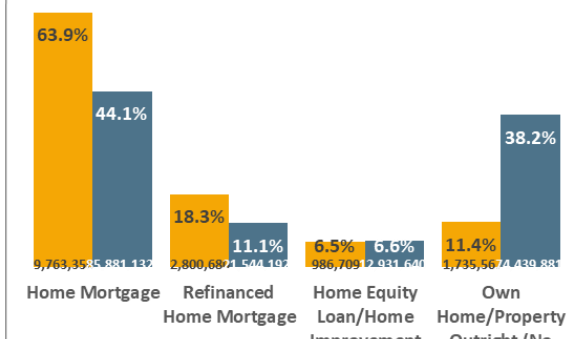
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



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

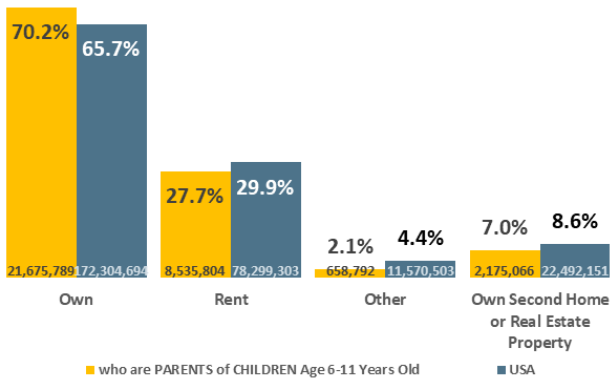
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND… Presence of children by age (HHLD): Age 2 - 5



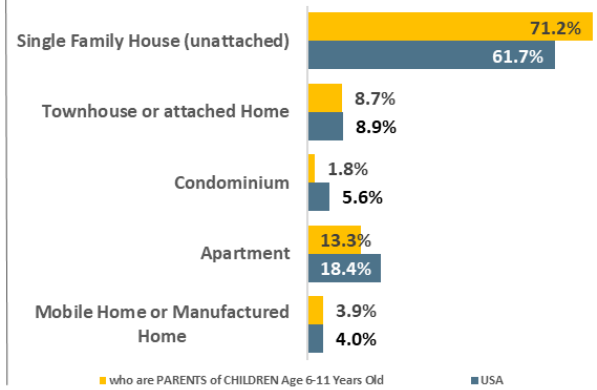
Parents of Kids Age 6-11

11.8% or 30,870,385 of USA Adults 18 or older are PARENTS of CHILDREN Age 6-11 Years Old.
Adults 18 or older who are PARENTS of CHILDREN Age 6-11 Years Old are 6.8% more likely to own their home, 11.5% more likely to own a higher valued home, 15.4% more likely to have a single-family home, 29.5% more likely to have a dog.

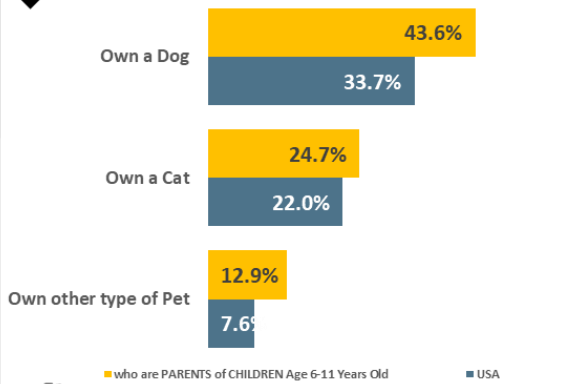
Own/Rent/Other: Adults 18 or older



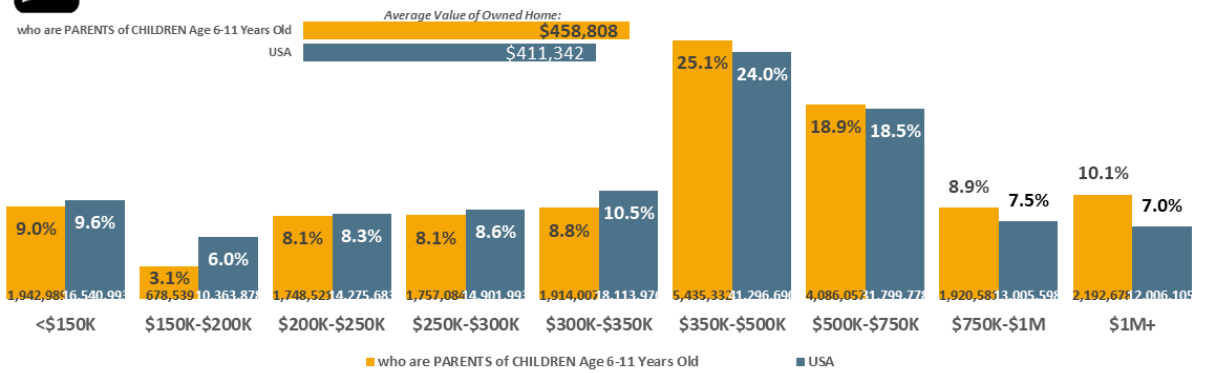
Type of Home: Adults 18 or older



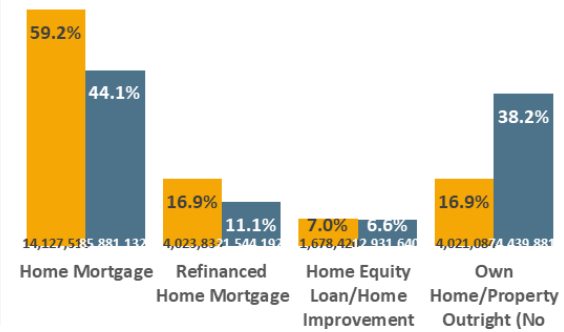
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



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

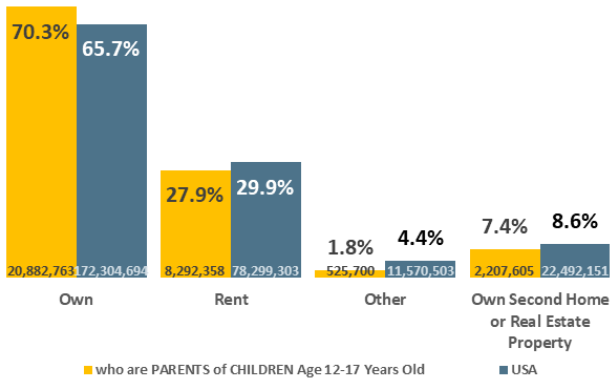
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 6 - 11



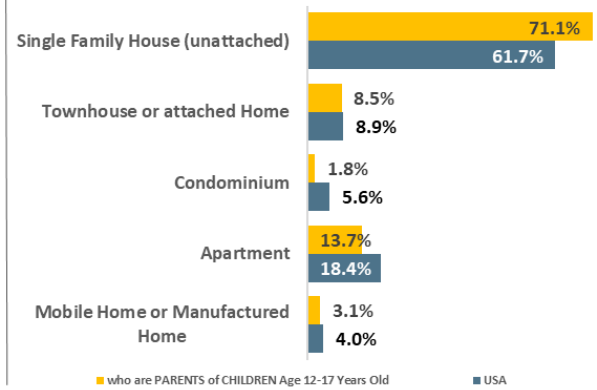
Parents of Kids Age 12-17

11.3% or 29,700,821 of USA Adults 18 or older are PARENTS of CHILDREN Age 12-17 Years Old.
Adults 18 or older who are PARENTS of CHILDREN Age 12-17 Years Old are 7.% more likely to own their home, 13.% more likely to own a higher valued home, 15.2% more likely to have a single-family home, 43.7% more likely to have a dog.

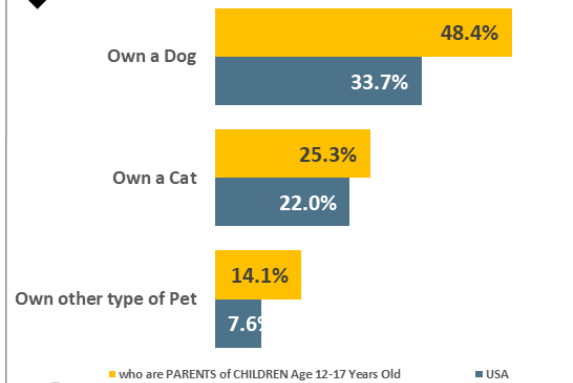
Own/Rent/Other: Adults 18 or older



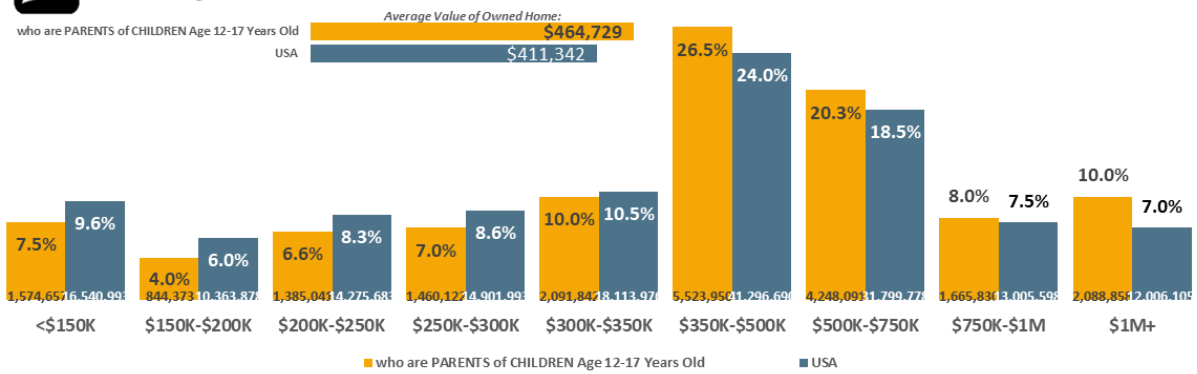
Type of Home: Adults 18 or older



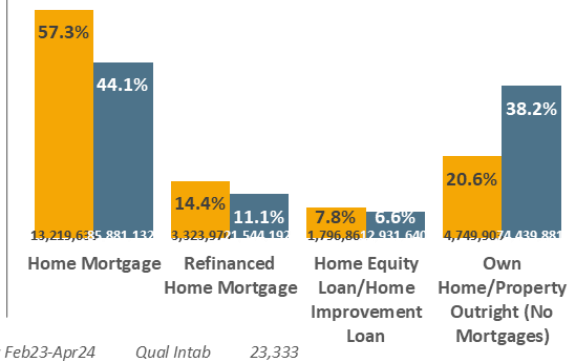
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,035*

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

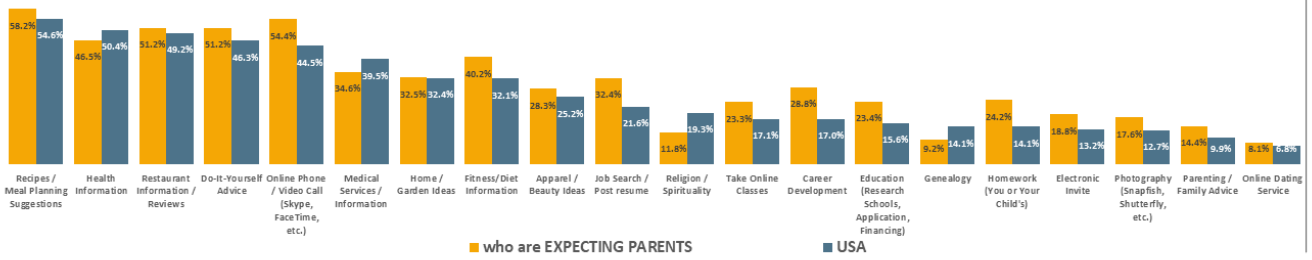
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 12 - 17



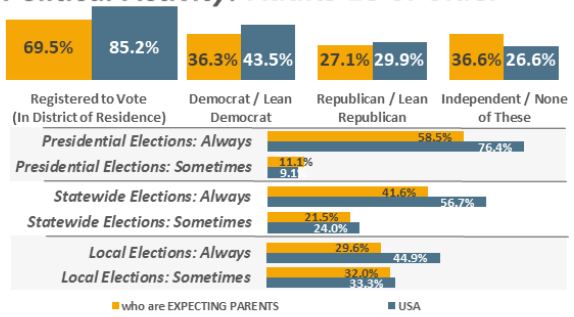
Expecting Parents

2.6% or 6,941,482 of USA Adults 18 or older are EXPECTING PARENTS.
Adults 18 or older who are EXPECTING PARENTS are 10.6% more likely to look up D-I-Y advice online, 33.9% less likely to always vote in local elections, 13.3% less likely to belong to a gym, 14.9% more likely to fly domestic past yr.

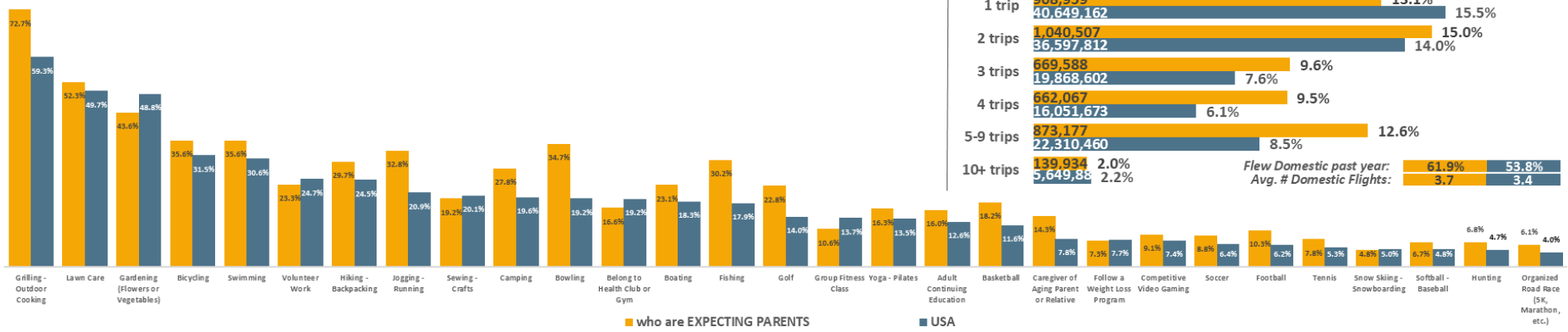
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,035

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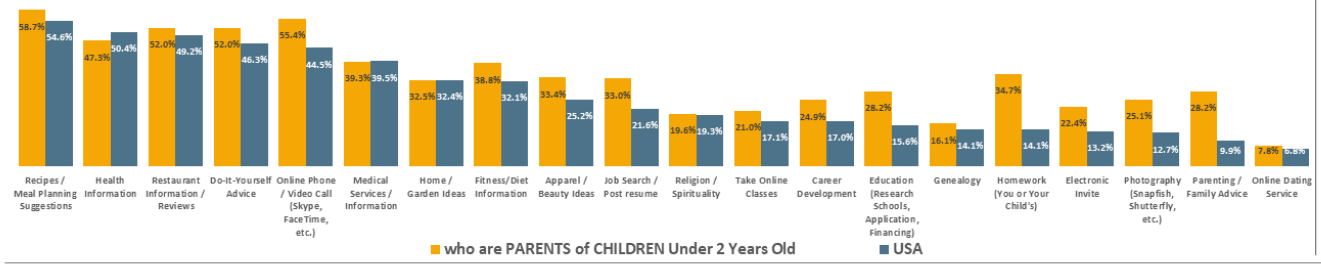
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND… Lifestyle changes/events personally plan to do next 12 mths: Birth of a child



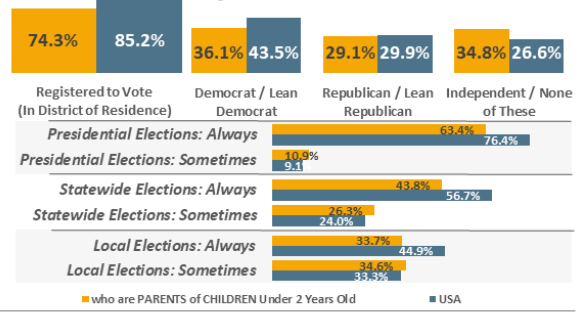
Parents of Kids Under Age 2

4.7% or 12,308,258 of USA Adults 18 or older are PARENTS of CHILDREN Under 2 Years Old.
Adults 18 or older who are PARENTS of CHILDREN Under 2 Years Old are 12.2% more likely to look up D-I-Y advice online, 24.8% less likely to always vote in local elections, 15.2% less likely to belong to a gym, 11.7% less likely to fly domestic past yr.

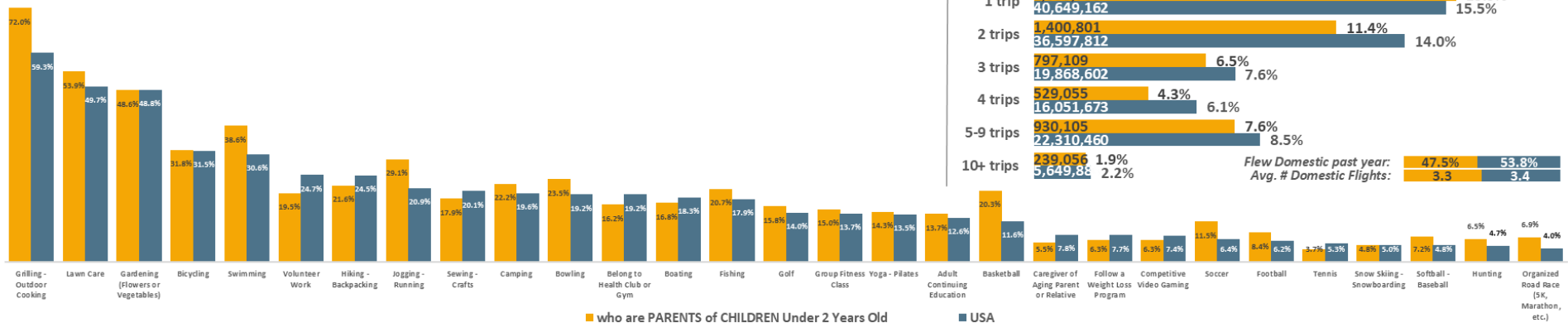
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,035

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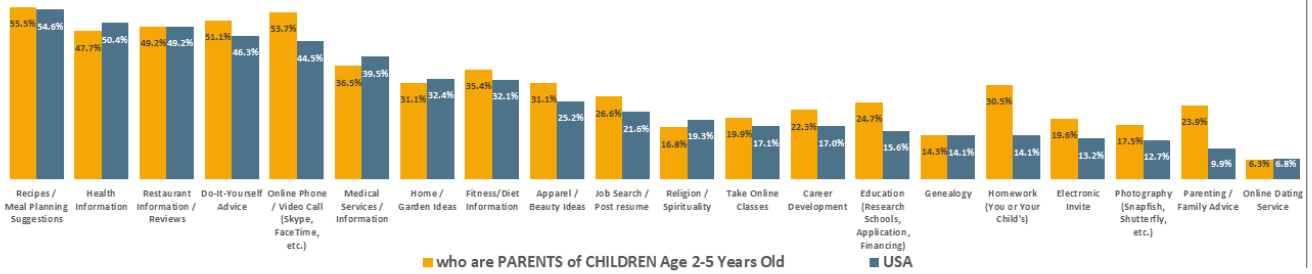
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age under 2



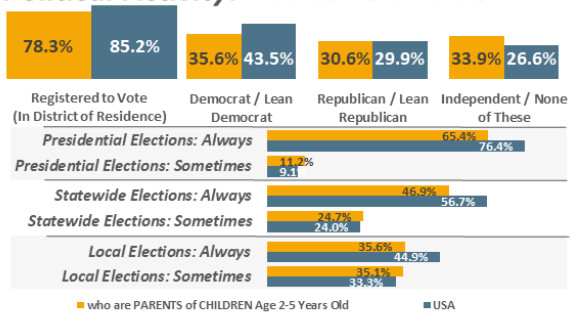
Parents of Kids Age 2-5

8.5% or 22,355,694 of USA Adults 18 or older are PARENTS of CHILDREN Age 2-5 Years Old.
Adults 18 or older who are PARENTS of CHILDREN Age 2-5 Years Old are 10.4% more likely to look up D-I-Y advice online, 20.5% less likely to always vote in local elections, 2.% more likely to belong to a gym, 7.1% less likely to fly domestic past yr.

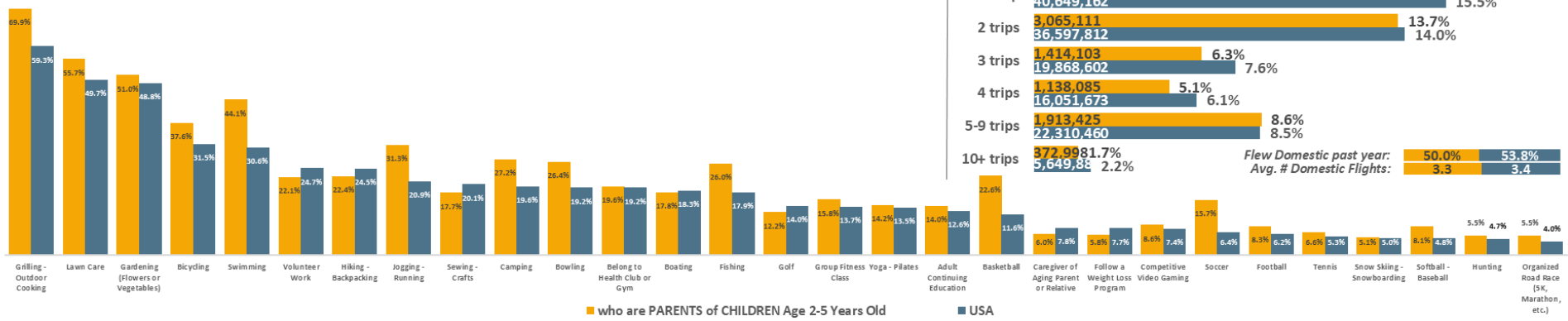
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,035

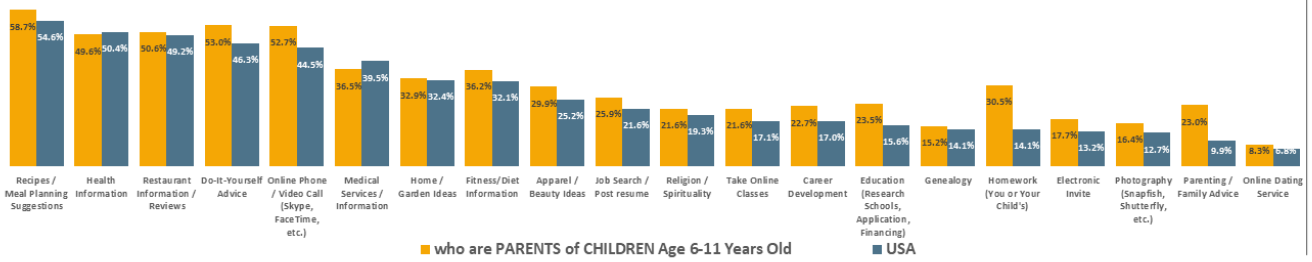
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(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND… Presence of children by age (HHLD): Age 2 - 5

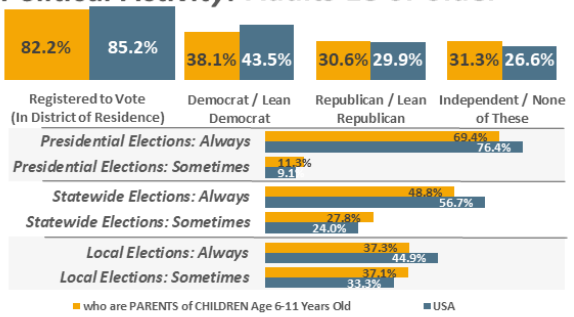


11.8% or 30,870,385 of USA Adults 18 or older are PARENTS of CHILDREN Age 6-11 Years Old.
Adults 18 or older who are PARENTS of CHILDREN Age 6-11 Years Old are 14.4% more likely to look up D-I-Y advice online, 16.8% less likely to always vote in local elections, 2.1% more likely to belong to a gym, 1.1% more likely to fly domestic past yr.

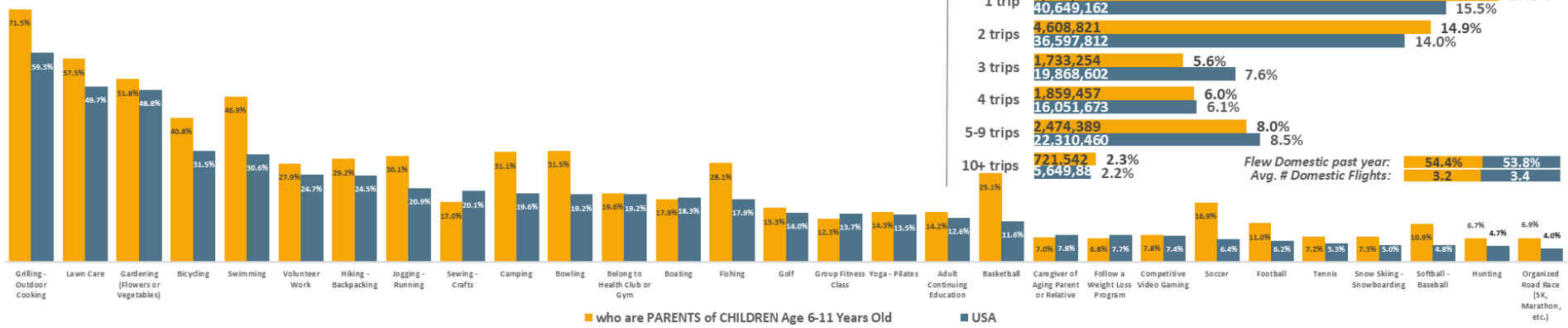
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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: Feb23-Apr24 Qual Intab 5,035

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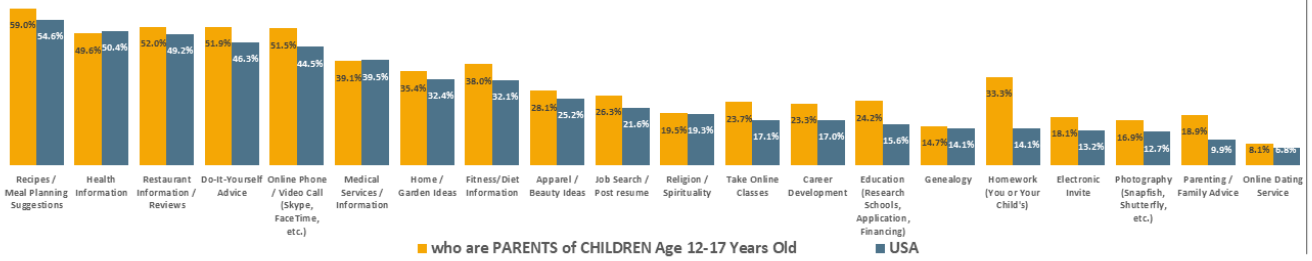
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 6 - 11



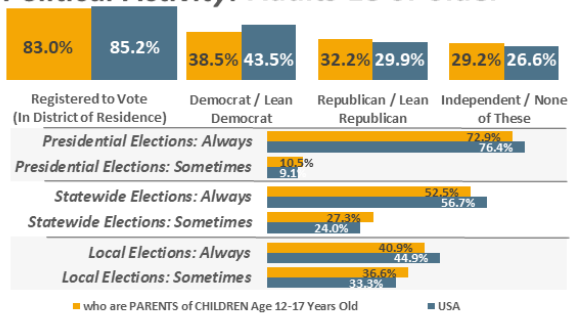
Parents of Kids Age 12-17

11.3% or 29,700,821 of USA Adults 18 or older are PARENTS of CHILDREN Age 12-17 Years Old.
Adults 18 or older who are PARENTS of CHILDREN Age 12-17 Years Old are 12.1% more likely to look up D-I-Y advice online, 8.9% less likely to always vote in local elections, 1.% less likely to belong to a gym, 6.7% more likely to fly domestic past yr.

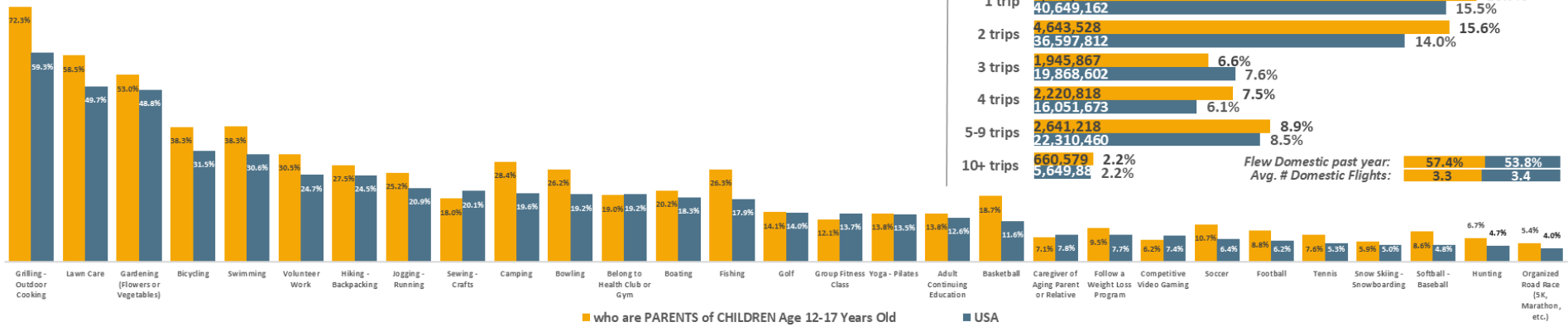
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,035

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(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND… Presence of children by age (HHLD): Age 12 - 17



Expecting Parents

2.6% or 6,941,482 of USA Adults 18 or older are EXPECTING PARENTS.
Adults 18 or older who are EXPECTING PARENTS are 7.7% more likely to use QSRs past mo., 10.3% more likely to use Sit-Down Restaurants past mo., 2.1% more likely to use Casinos past yr., 21.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older

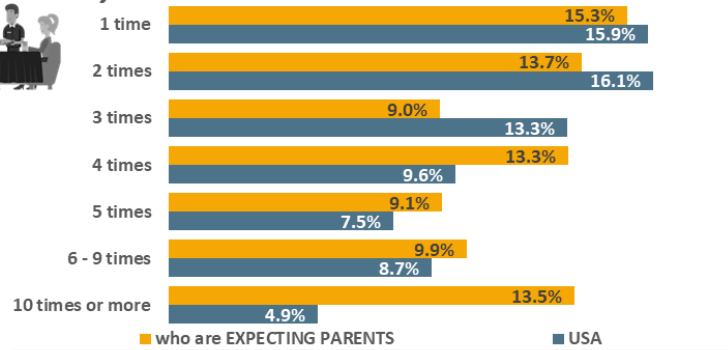


Total Monthly QSR Users:
95.5%
6,632,010
88.7%
36

Avg. Monthly QSR Meals:
7.7
6.4

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





Total Monthly Sit-Down Restaurant Users:
83.9%
5,820,500
76.1%
199,395,8
18

Avg. Monthly Sit-Down Restaurant Meals:
5.3
4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



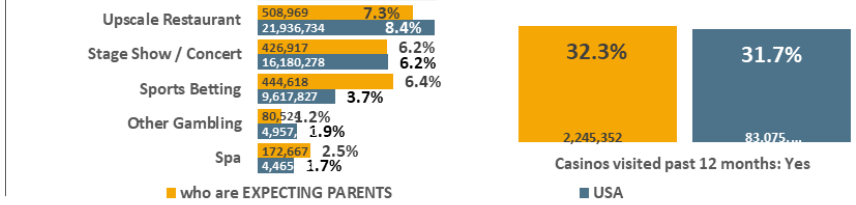
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who are EXPECTING PARENTS 1,660,453 23.9%
USA 17.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,035*

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(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Lifestyle changes/events personally plan to do next 12 mths: Birth of a child



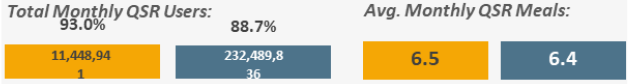
Parents of Kids Under Age 2

4.7% or 12,308,258 of USA Adults 18 or older are PARENTS of CHILDREN Under 2 Years Old.
Adults 18 or older who are PARENTS of CHILDREN Under 2 Years Old are 4.9% more likely to use QSRs past mo., 3.8% less likely to use Sit-Down Restaurants past mo., 27.1% less likely to use Casinos past yr., 6.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

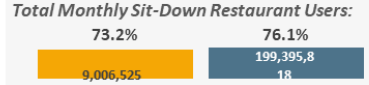


Avg. Monthly QSR Meals:

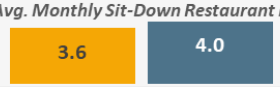
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

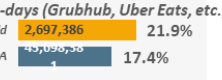


Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

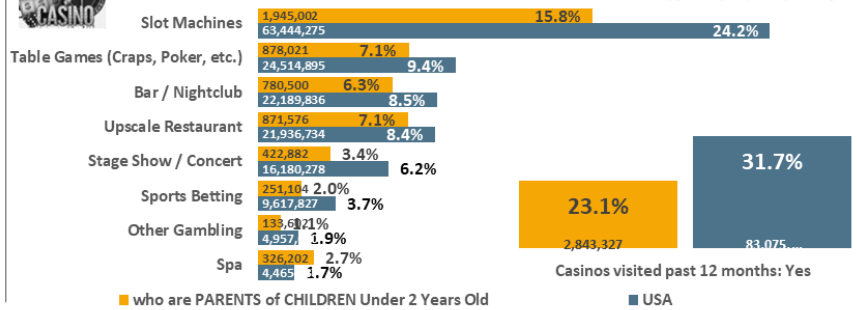


Drank Past 30-days: Adults 18 or older



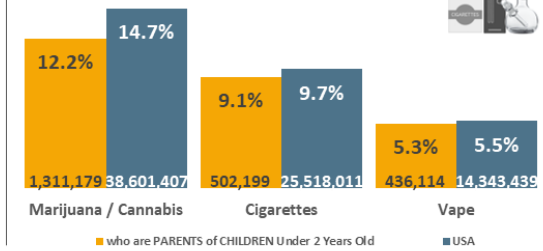
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,035

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(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age under 2



Parents of Kids Age 2-5

8.5% or 22,355,694 of USA Adults 18 or older are PARENTS of CHILDREN Age 2-5 Years Old.
Adults 18 or older who are PARENTS of CHILDREN Age 2-5 Years Old are 5.6% more likely to use QSRs past mo., .3% more likely to use Sit-Down Restaurants past mo., 11.6% less likely to use Casinos past yr., 14.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 93.6% 20,933,052 | 88.7% 232,489,836

Avg. Monthly QSR Meals: 7.0 | 6.4

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



Total Monthly Sit-Down Restaurant Users: 76.3% 17,046,404 | 76.1% 199,395,818

Avg. Monthly Sit-Down Restaurant Meals: 3.8 | 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who are PARENTS of CHILDREN Age 2-5 Years Old 4,531,629 20.3%

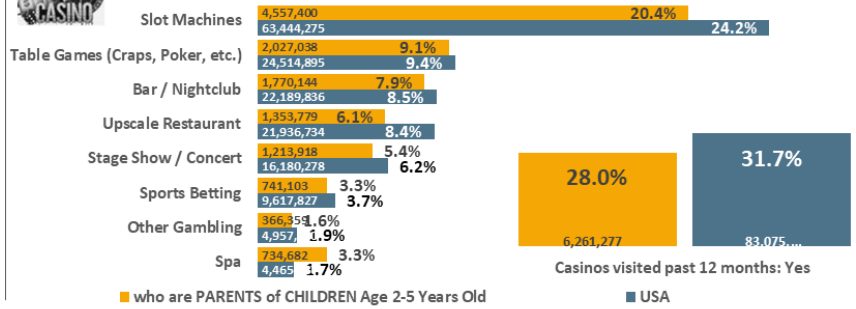
USA 17.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,035*

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(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 2 - 5



Parents of Kids Age 6-11

11.8% or 30,870,385 of USA Adults 18 or older are PARENTS of CHILDREN Age 6-11 Years Old.
Adults 18 or older who are PARENTS of CHILDREN Age 6-11 Years Old are 5.1% more likely to use QSRs past mo., 4.5% more likely to use Sit-Down Restaurants past mo., 7.3% less likely to use Casinos past yr., 1.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
93.2%
88.7%
28,784,875
232,489,836

Avg. Monthly QSR Meals:
6.9
6.4

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



Total Monthly Sit-Down Restaurant Users:
79.5%
76.1%
24,535,693
199,395,818

Avg. Monthly Sit-Down Restaurant Meals:
3.6
4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



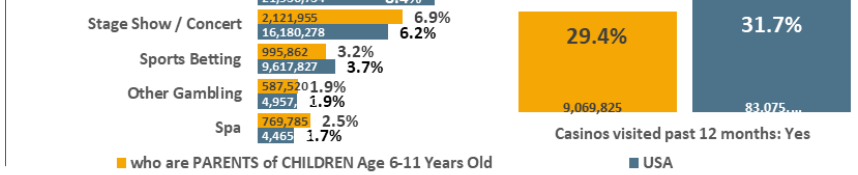
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who are PARENTS of CHILDREN Age 6-11 Years Old 5,966,854 19.3%
USA 17.4%

Drank Past 30-days: Adults 18 or older



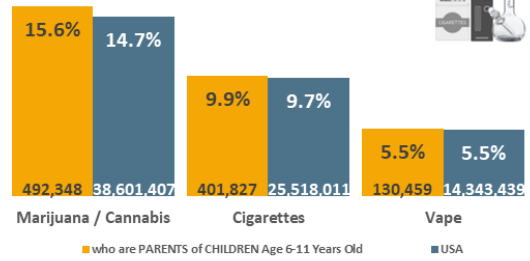
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





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(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 6 - 11



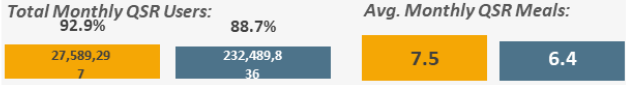
Parents of Kids Age 12-17

11.3% or 29,700,821 of USA Adults 18 or older are PARENTS of CHILDREN Age 12-17 Years Old.
Adults 18 or older who are PARENTS of CHILDREN Age 12-17 Years Old are 4.8% more likely to use QSRs past mo., 2.4% more likely to use Sit-Down Restaurants past mo., 2.1% less likely to use Casinos past yr., 11.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

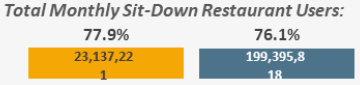


Avg. Monthly QSR Meals:

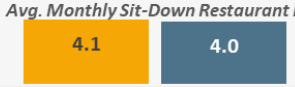
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

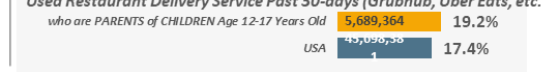


Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

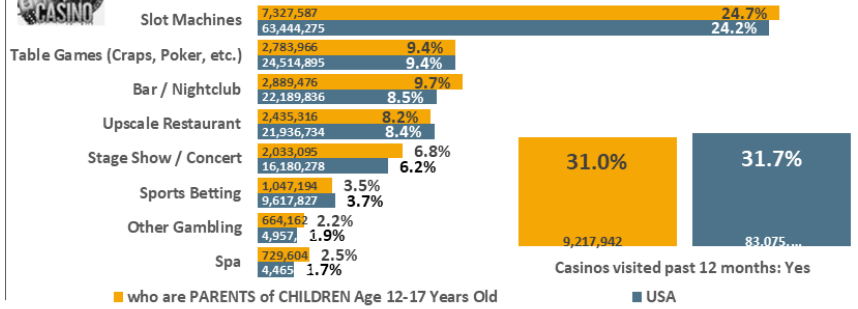


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 12 - 17

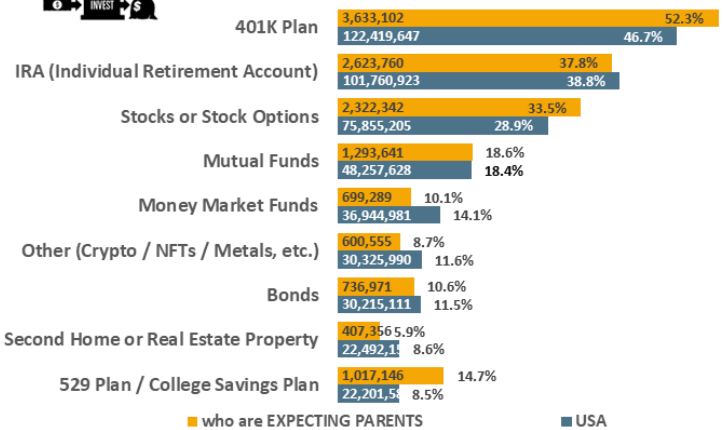


Expecting Parents

2.6% or 6,941,482 of USA Adults 18 or older are EXPECTING PARENTS.
Adults 18 or older who are EXPECTING PARENTS are 12.1% more likely to have a 401K, 13.1% more likely to have an Auto Loan, 21.7% more likely to Invest/Trade Stocks Online, 12.1% less likely to pay with their Debit Card.

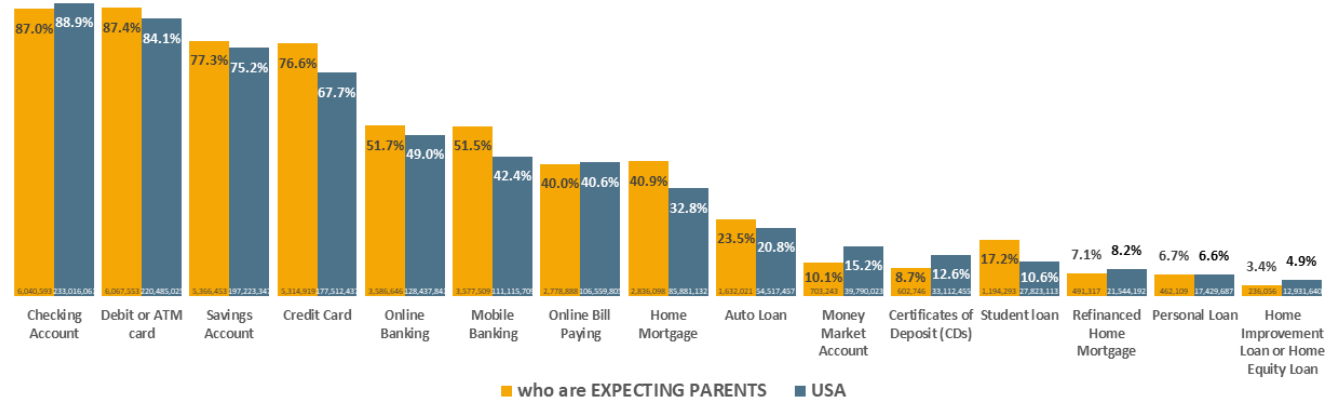
Investments Owned: Adults 18 or older



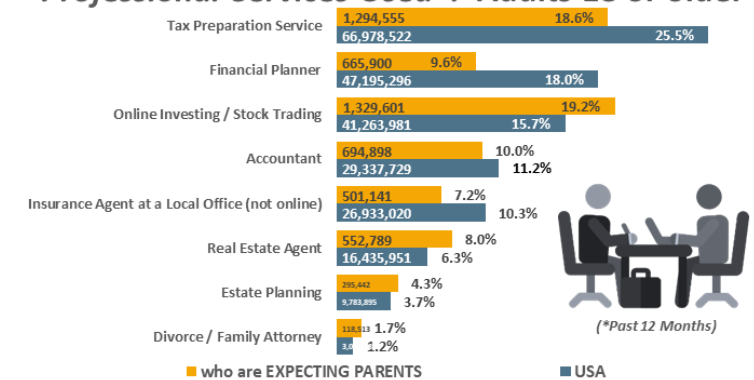


Financial Services Has and/or Uses: Adults 18 or older





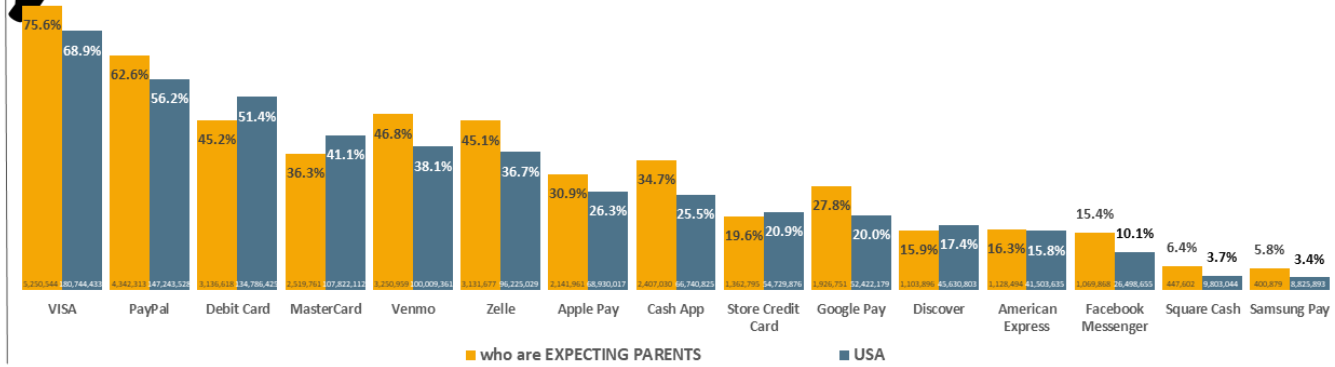
Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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





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(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND… Lifestyle changes/events personally plan to do next 12 mths: Birth of a child

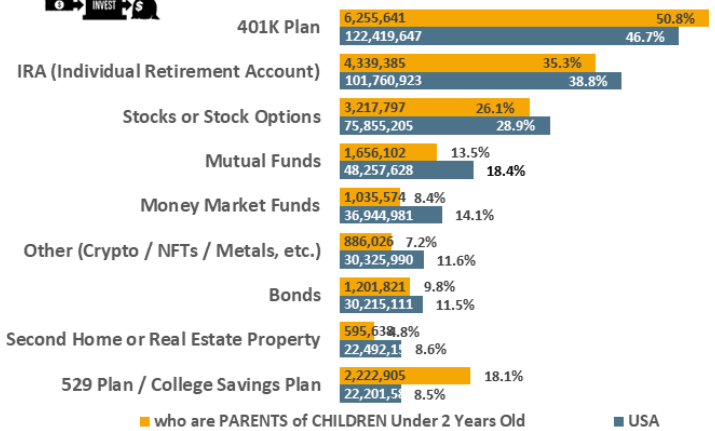


Parents of Kids Under Age 2

4.7% or 12,308,258 of USA Adults 18 or older are PARENTS of CHILDREN Under 2 Years Old.
Adults 18 or older who are PARENTS of CHILDREN Under 2 Years Old are 8.8% more likely to have a 401K, 33.2% more likely to have an Auto Loan, 6.1% less likely to Invest/Trade Stocks Online, 10.7% less likely to pay with their Debit Card.

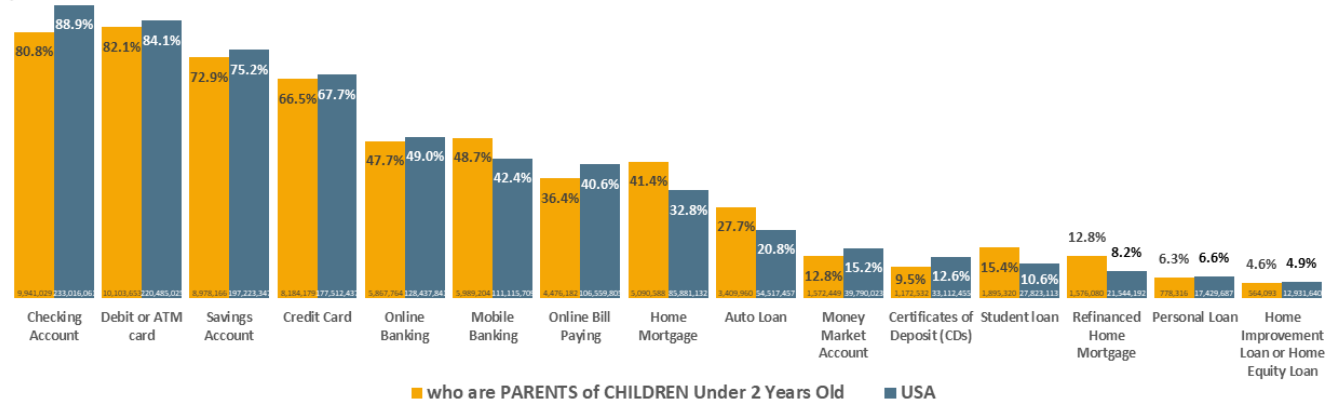
Investments Owned: Adults 18 or older



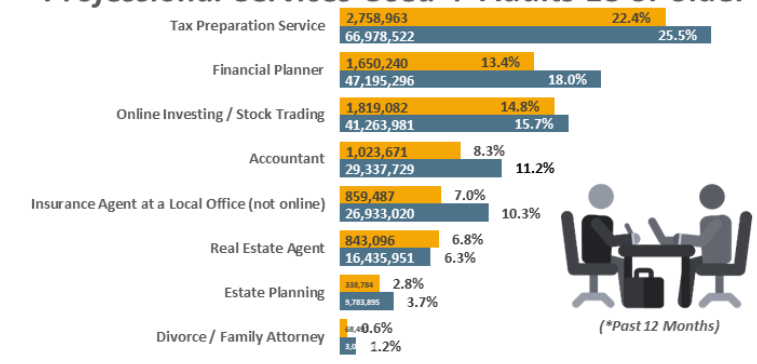


Financial Services Has and/or Uses: Adults 18 or older





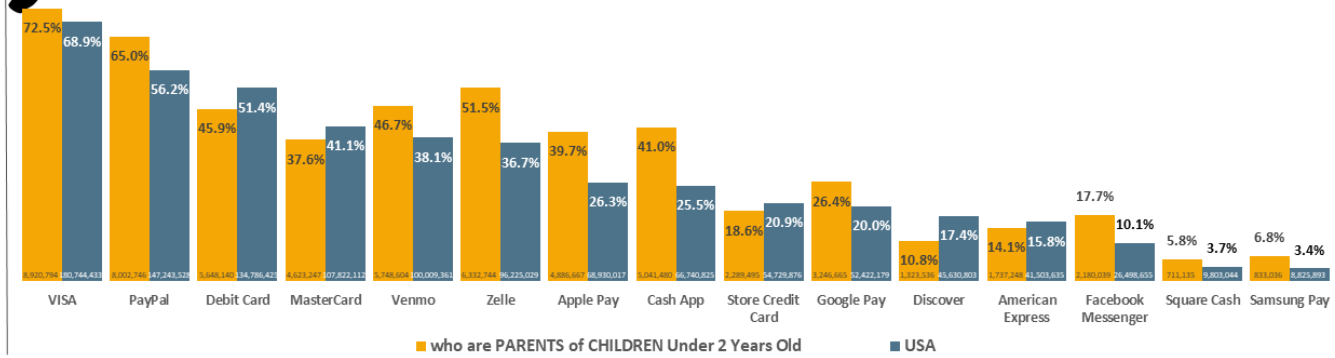
Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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





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(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age under 2

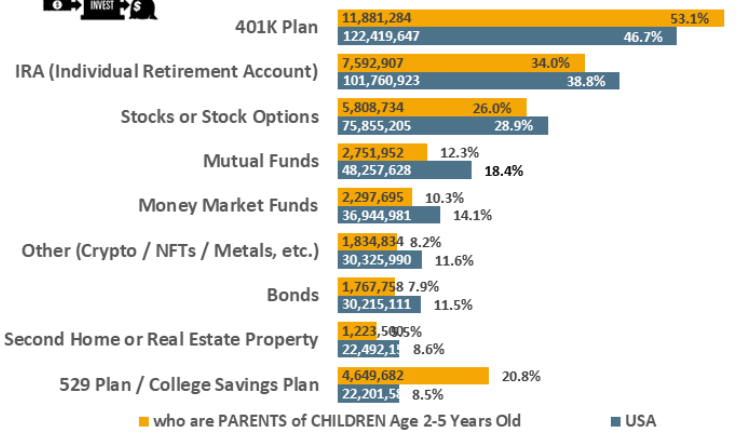


Parents of Kids Age 2-5

8.5% or 22,355,694 of USA Adults 18 or older are PARENTS of CHILDREN Age 2-5 Years Old.
Adults 18 or older who are PARENTS of CHILDREN Age 2-5 Years Old are 13.8% more likely to have a 401K, 51.3% more likely to have an Auto Loan, 7.3% more likely to Invest/Trade Stocks Online, 6.7% less likely to pay with their Debit Card.

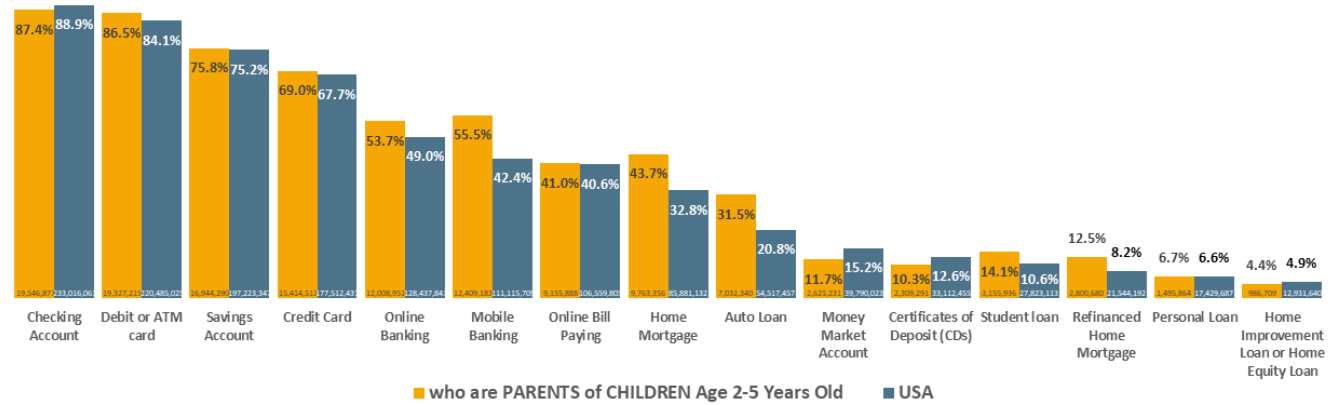
Investments Owned: Adults 18 or older





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



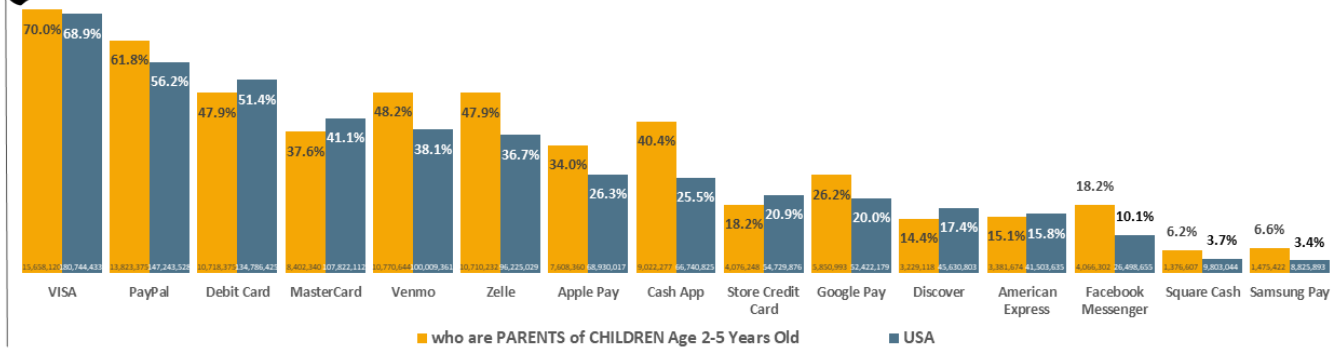


Professional Services Used:* Adults 18 or older



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





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(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND… Presence of children by age (HHLD): Age 2 - 5

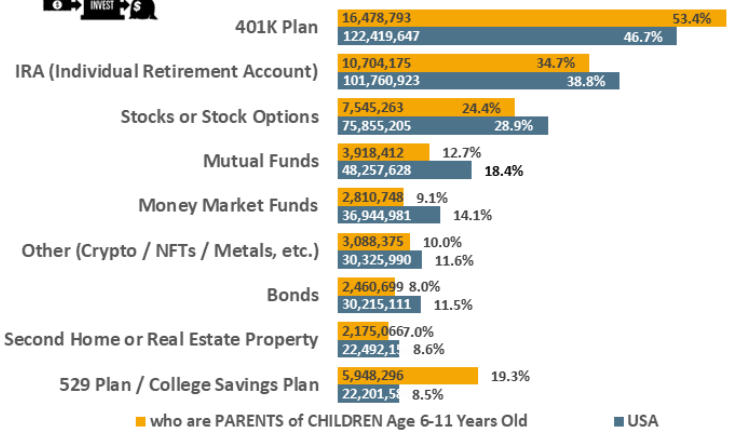


Parents of Kids Age 6-11

11.8% or 30,870,385 of USA Adults 18 or older are PARENTS of CHILDREN Age 6-11 Years Old.
Adults 18 or older who are PARENTS of CHILDREN Age 6-11 Years Old are 14.3% more likely to have a 401K, 37.% more likely to have an Auto Loan, .2% less likely to Invest/Trade Stocks Online, .6% more likely to pay with their Debit Card.

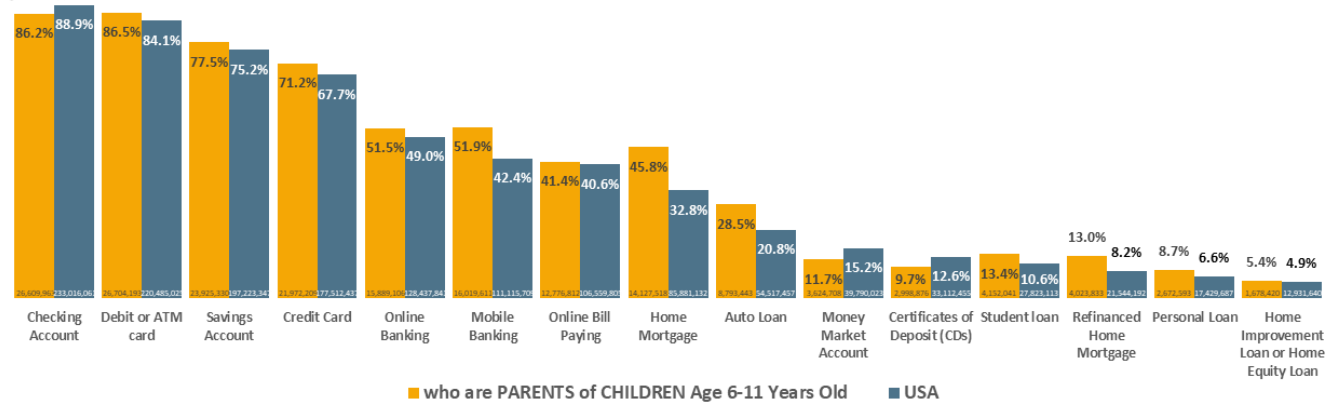
Investments Owned: Adults 18 or older



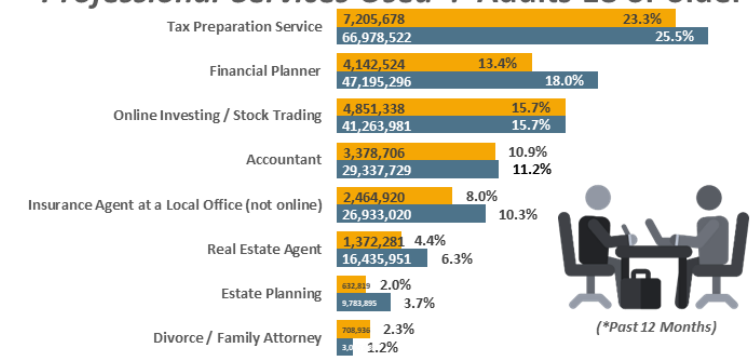


Financial Services Has and/or Uses: Adults 18 or older





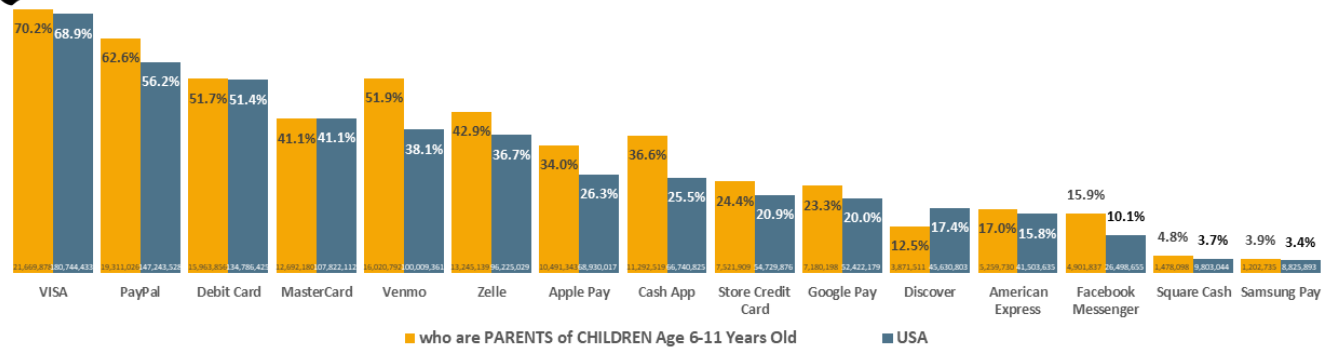
Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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





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(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 6 - 11



Parents of Kids Age 12-17

11.3% or 29,700,821 of USA Adults 18 or older are PARENTS of CHILDREN Age 12-17 Years Old.
Adults 18 or older who are PARENTS of CHILDREN Age 12-17 Years Old are 21.% more likely to have a 401K, 35.3% more likely to have an Auto Loan, 6.% more likely to Invest/Trade Stocks Online, 5.5% more likely to pay with their Debit Card.

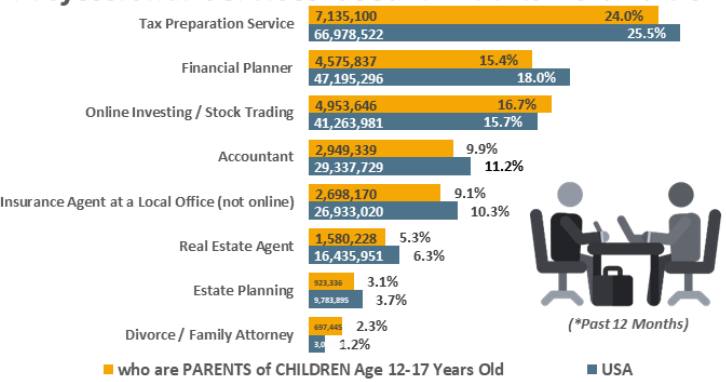
Investments Owned: Adults 18 or older



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



Professional Services Used:* Adults 18 or older



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



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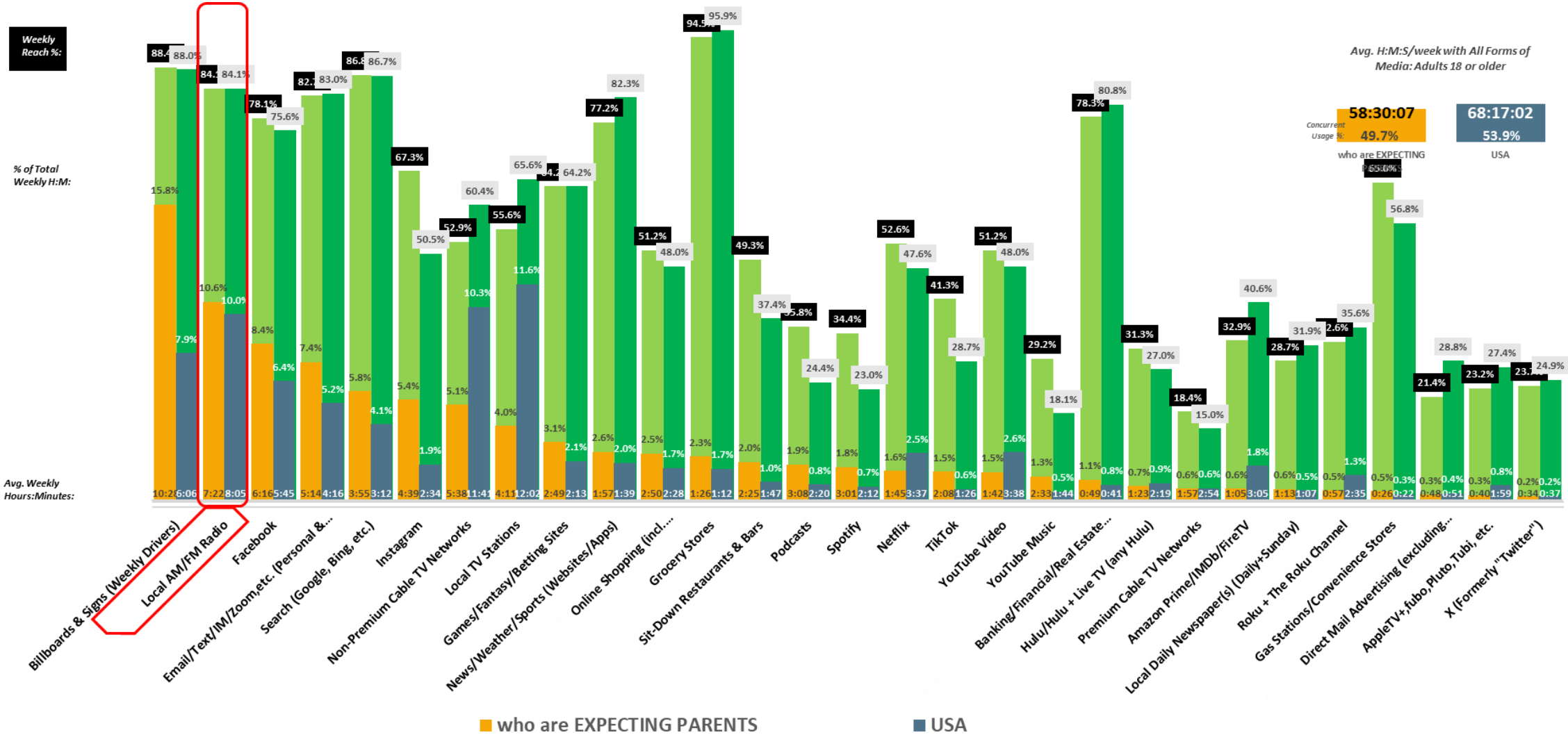
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 12 - 17



Expecting Parents

Adults 18 or older who are EXPECTING PARENTS spend an average of 2 days, 10 hours, 30 minutes and 7 seconds each week with All Forms of Media.

84.1% of Adults 18 or older who are EXPECTING PARENTS spend an avg. of 7 hours and 22 minutes each week listening to All Local AM/FM Radio, representing 10.6% of total time spent with all forms of Media.



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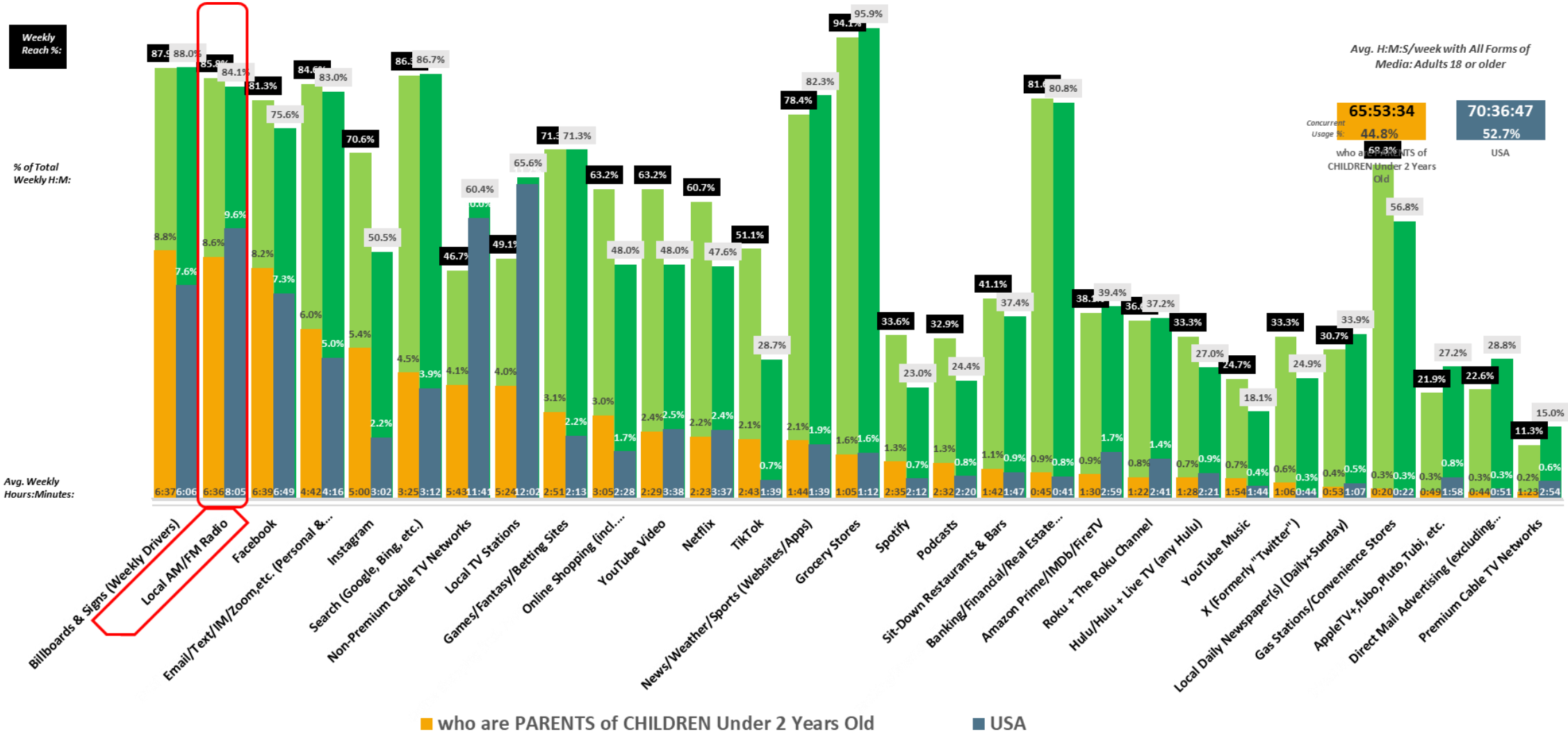
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Lifestyle changes/events personally plan to do next 12 mths: Birth of a child



Parents of Kids Under Age 2

Adults 18 or older who are PARENTS of CHILDREN Under 2 Years Old spend an average of 2 days, 17 hours, 53 minutes and 34 seconds each week with All Forms of Media.

85.8% of Adults 18 or older who are PARENTS of CHILDREN Under 2 Years Old spend an avg. of 6 hours and 36 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.



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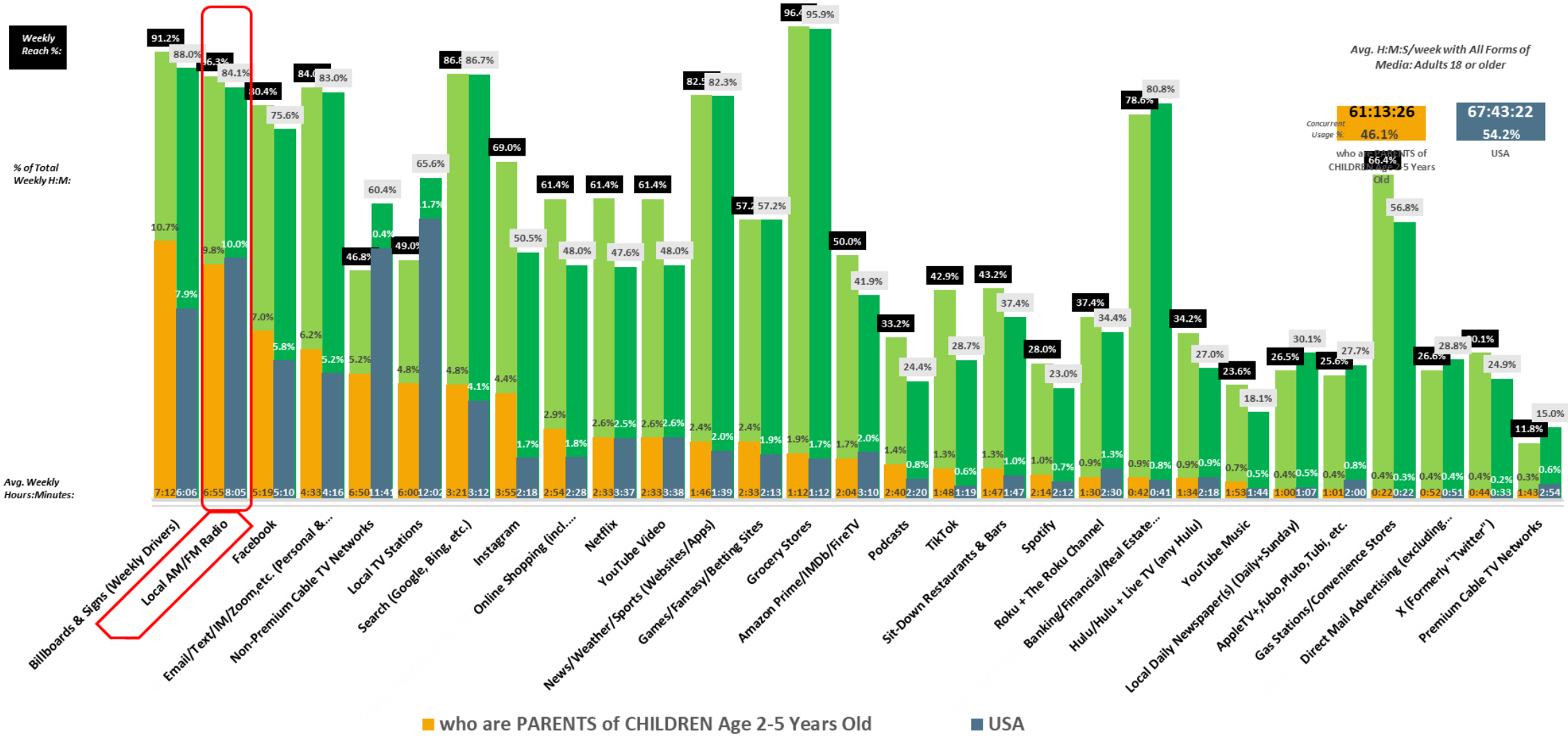
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age under 2



Parents of Kids Age 2-5

Adults 18 or older who are PARENTS of CHILDREN Age 2-5 Years Old spend an average of 2 days, 13 hours, 13 minutes and 26 seconds each week with All Forms of Media.

86.3% of Adults 18 or older who are PARENTS of CHILDREN Age 2-5 Years Old spend an avg. of 6 hours and 55 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.



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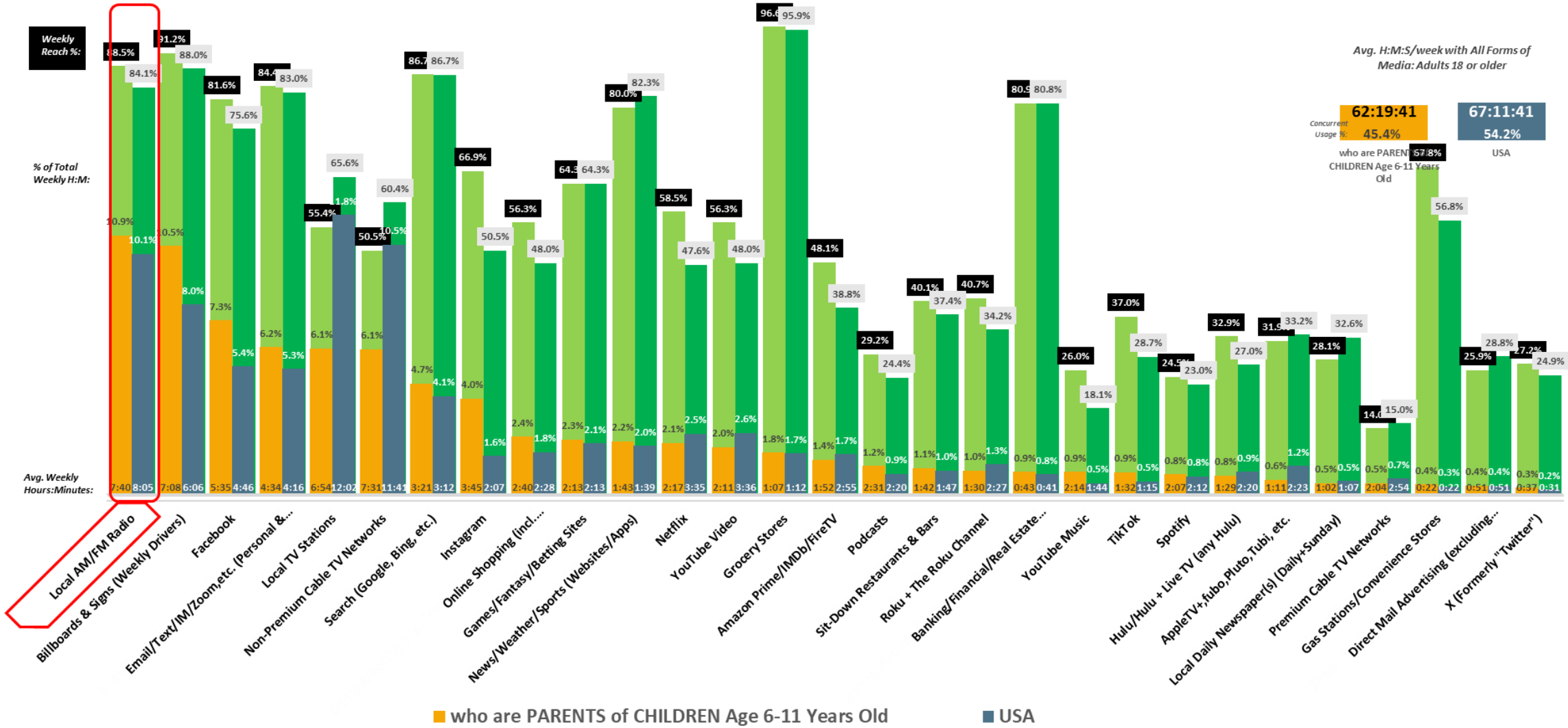
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 2 - 5



Parents of Kids Age 6-11

Adults 18 or older who are PARENTS of CHILDREN Age 6-11 Years Old spend an average of 2 days, 14 hours, 19 minutes and 41 seconds each week with All Forms of Media.

88.5% of Adults 18 or older who are PARENTS of CHILDREN Age 6-11 Years Old spend an avg. of 7 hours and 40 minutes each week listening to All Local AM/FM Radio, representing 10.9% of total time spent with all forms of Media.



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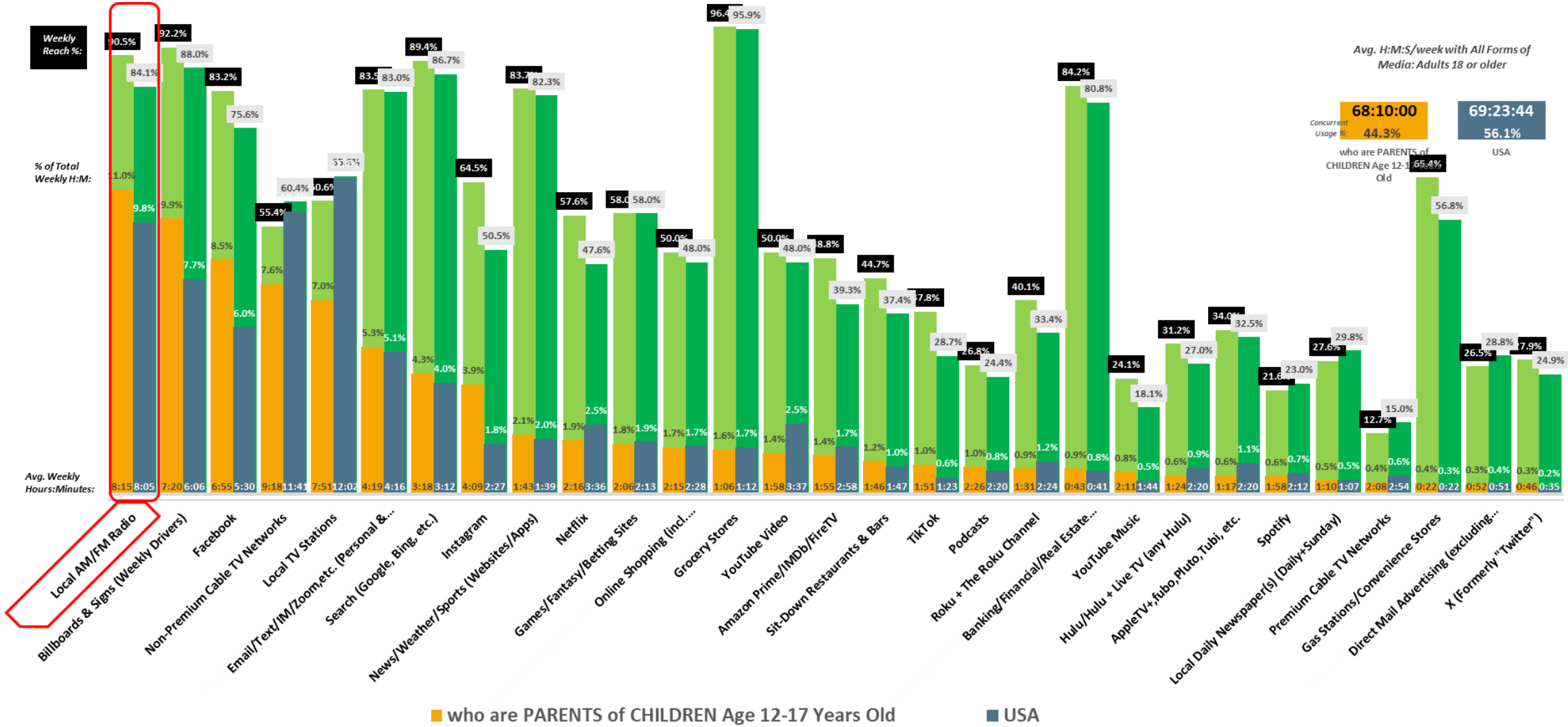
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 6 - 11



Parents of Kids Age 12-17

Adults 18 or older who are PARENTS of CHILDREN Age 12-17 Years Old spend an average of 2 days, 20 hours, 10 minutes and 0 seconds each week with All Forms of Media.

90.5% of Adults 18 or older who are PARENTS of CHILDREN Age 12-17 Years Old spend an avg. of 8 hours and 15 minutes each week listening to All Local AM/FM Radio, representing 11.% of total time spent with all forms of Media.



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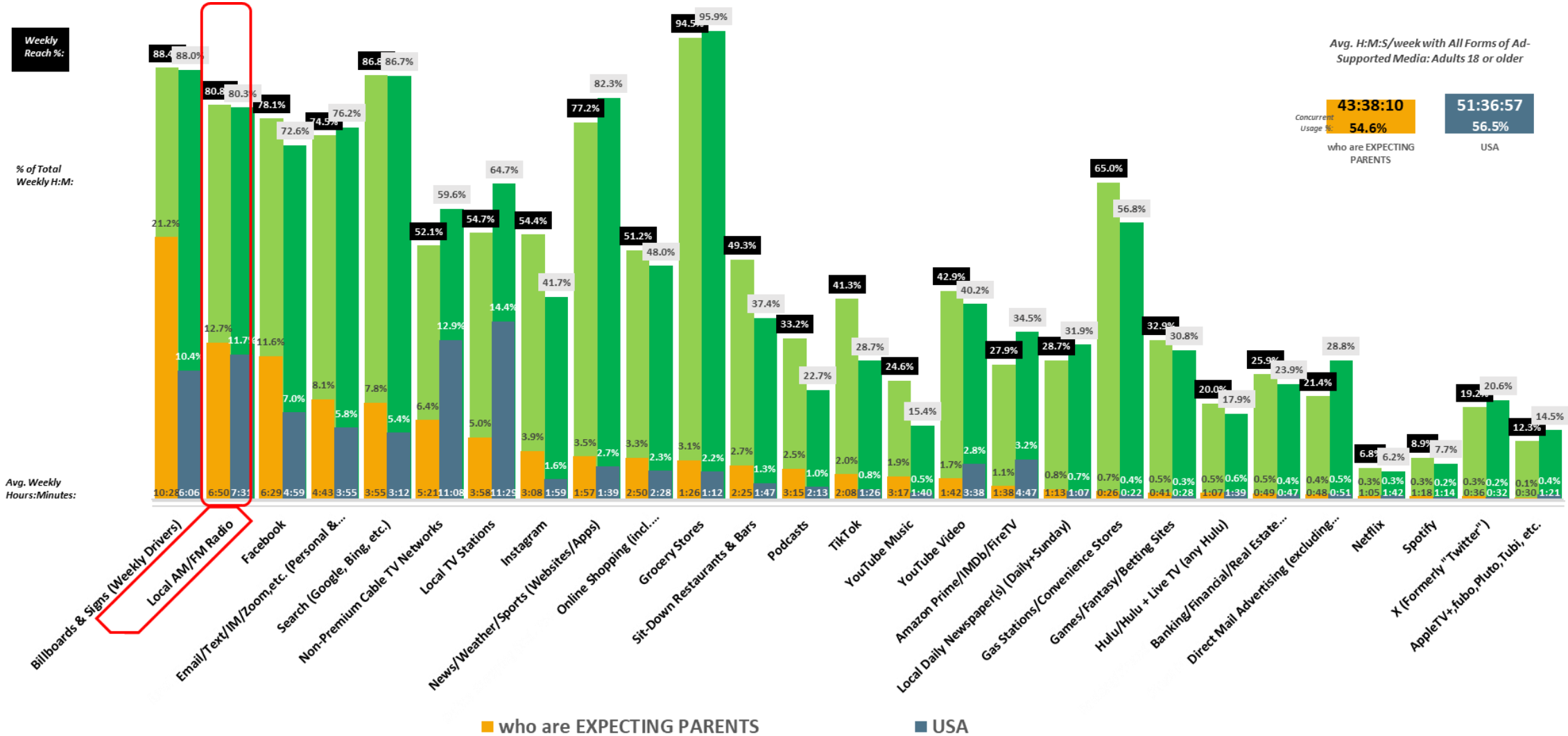
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 12 - 17



Expecting Parents

Adults 18 or older who are EXPECTING PARENTS spend an average of 1 days, 19 hours, 38 minutes and 10 seconds each week with All Forms of Ad-Supported Media.

80.8% of Adults 18 or older who are EXPECTING PARENTS spend an avg. of 6 hours and 50 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.7% of total time spent with all forms of Ad-Supported Media.



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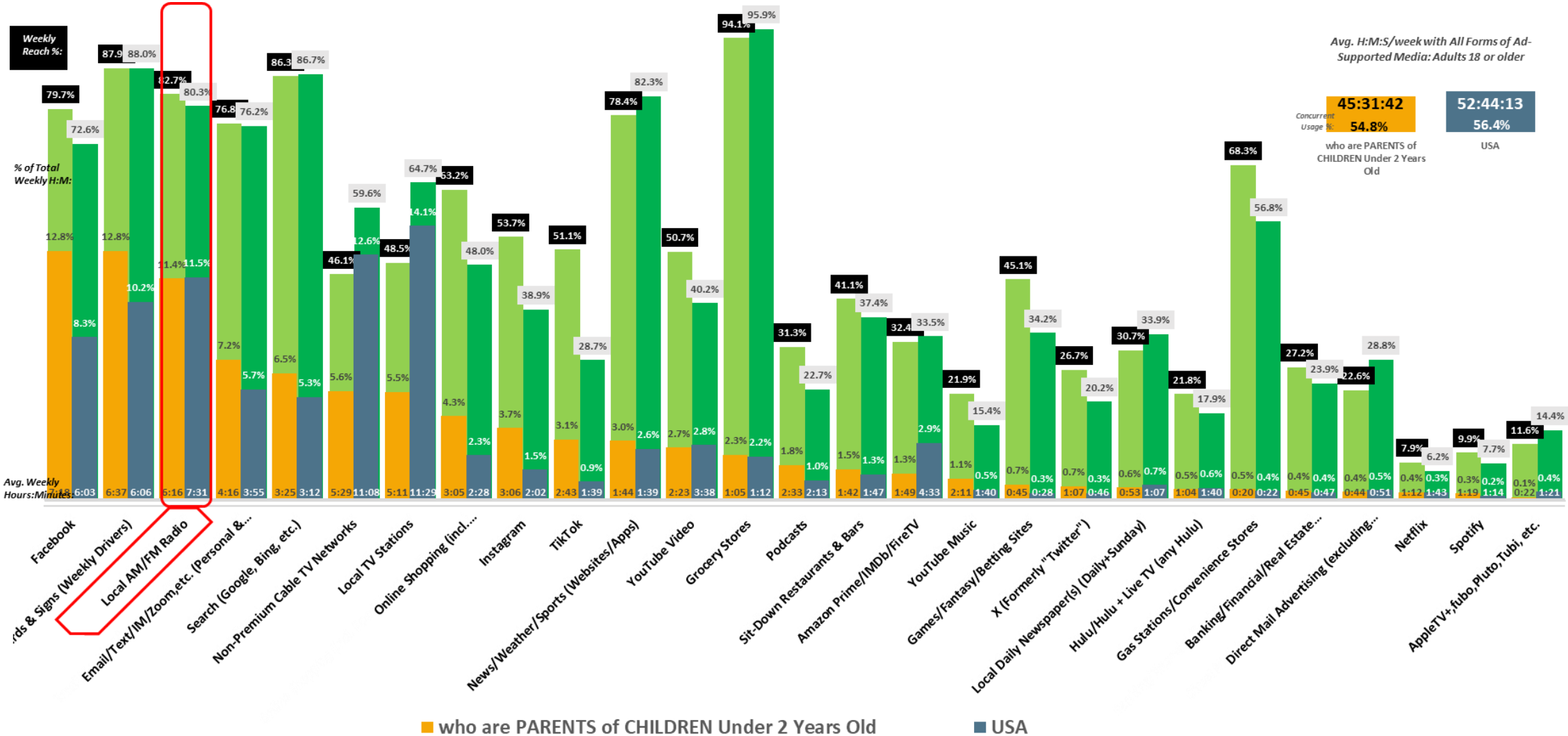
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Lifestyle changes/events personally plan to do next 12 mths: Birth of a child



Parents of Kids Under Age 2

Adults 18 or older who are PARENTS of CHILDREN Under 2 Years Old spend an average of 1 days, 21 hours, 31 minutes and 42 seconds each week with All Forms of Ad-Supported Media.

82.7% of Adults 18 or older who are PARENTS of CHILDREN Under 2 Years Old spend an avg. of 6 hours and 16 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.4% of total time spent with all forms of Ad-Supported Media.



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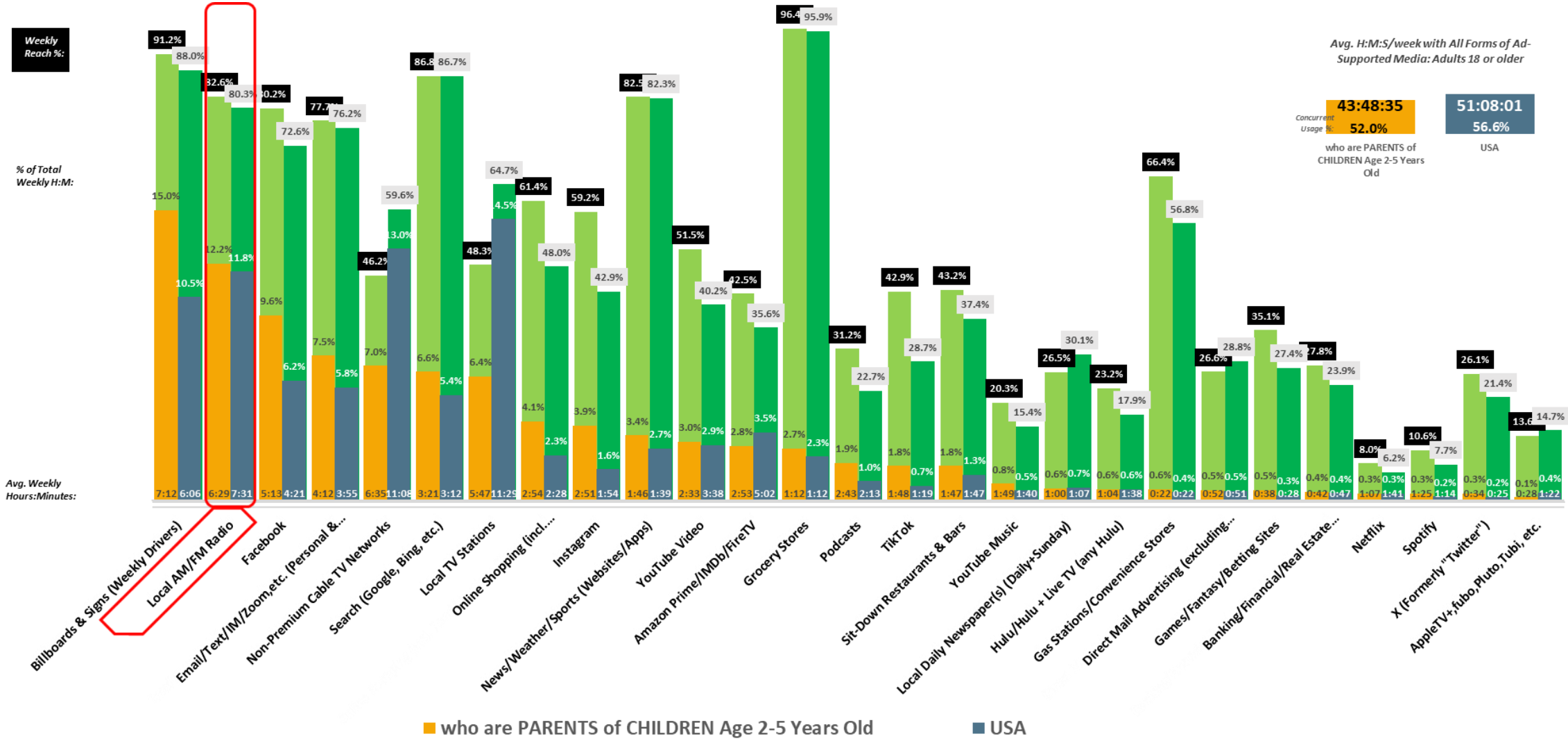
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age under 2



Parents of Kids Age 2-5

Adults 18 or older who are PARENTS of CHILDREN Age 2-5 Years Old spend an average of 1 days, 19 hours, 48 minutes and 35 seconds each week with All Forms of Ad-Supported Media.

82.6% of Adults 18 or older who are PARENTS of CHILDREN Age 2-5 Years Old spend an avg. of 6 hours and 29 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.2% of total time spent with all forms of Ad-Supported Media.



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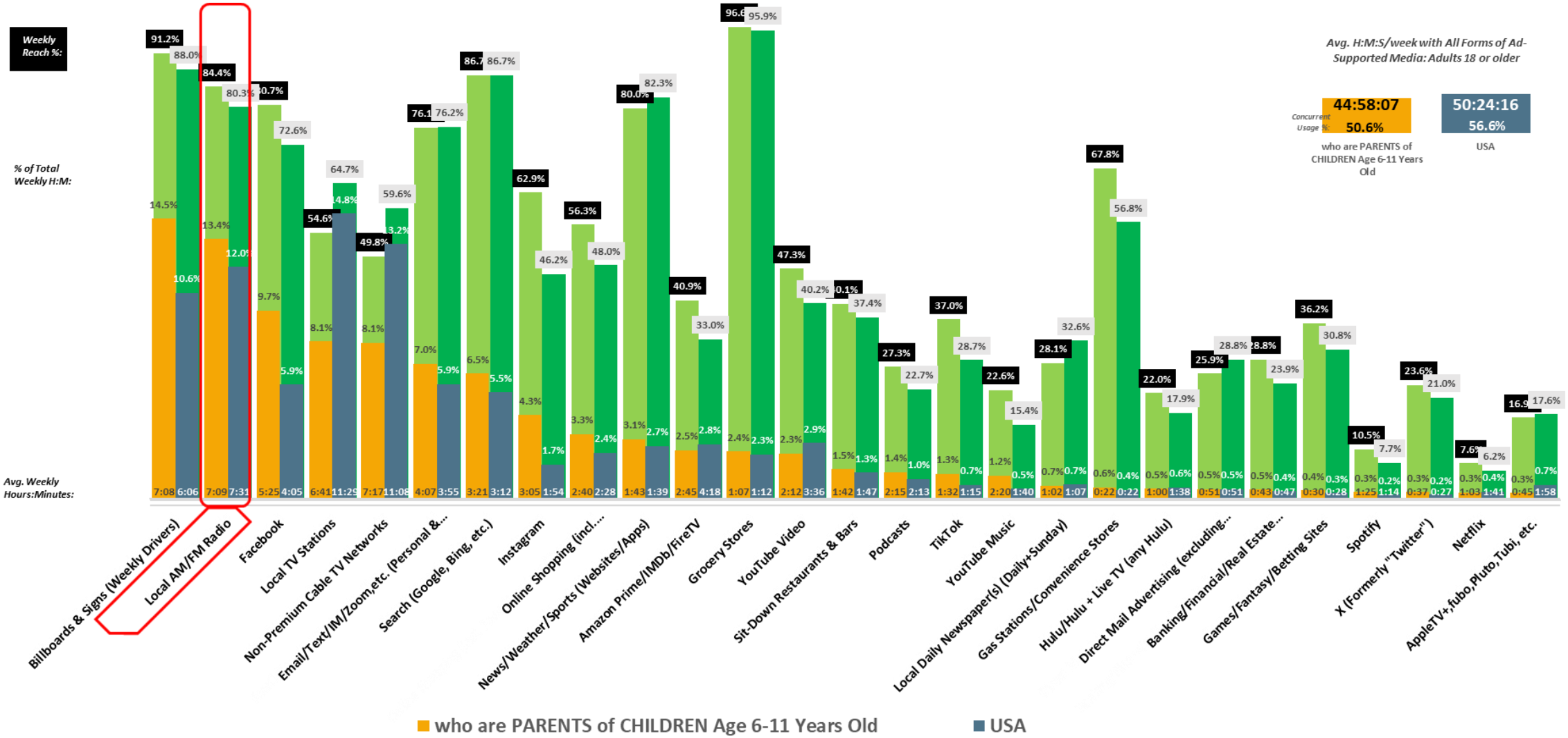
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 2 - 5



Parents of Kids Age 6-11

Adults 18 or older who are PARENTS of CHILDREN Age 6-11 Years Old spend an average of 1 days, 20 hours, 58 minutes and 7 seconds each week with All Forms of Ad-Supported Media.

84.4% of Adults 18 or older who are PARENTS of CHILDREN Age 6-11 Years Old spend an avg. of 7 hours and 9 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.4% of total time spent with all forms of Ad-Supported Media.



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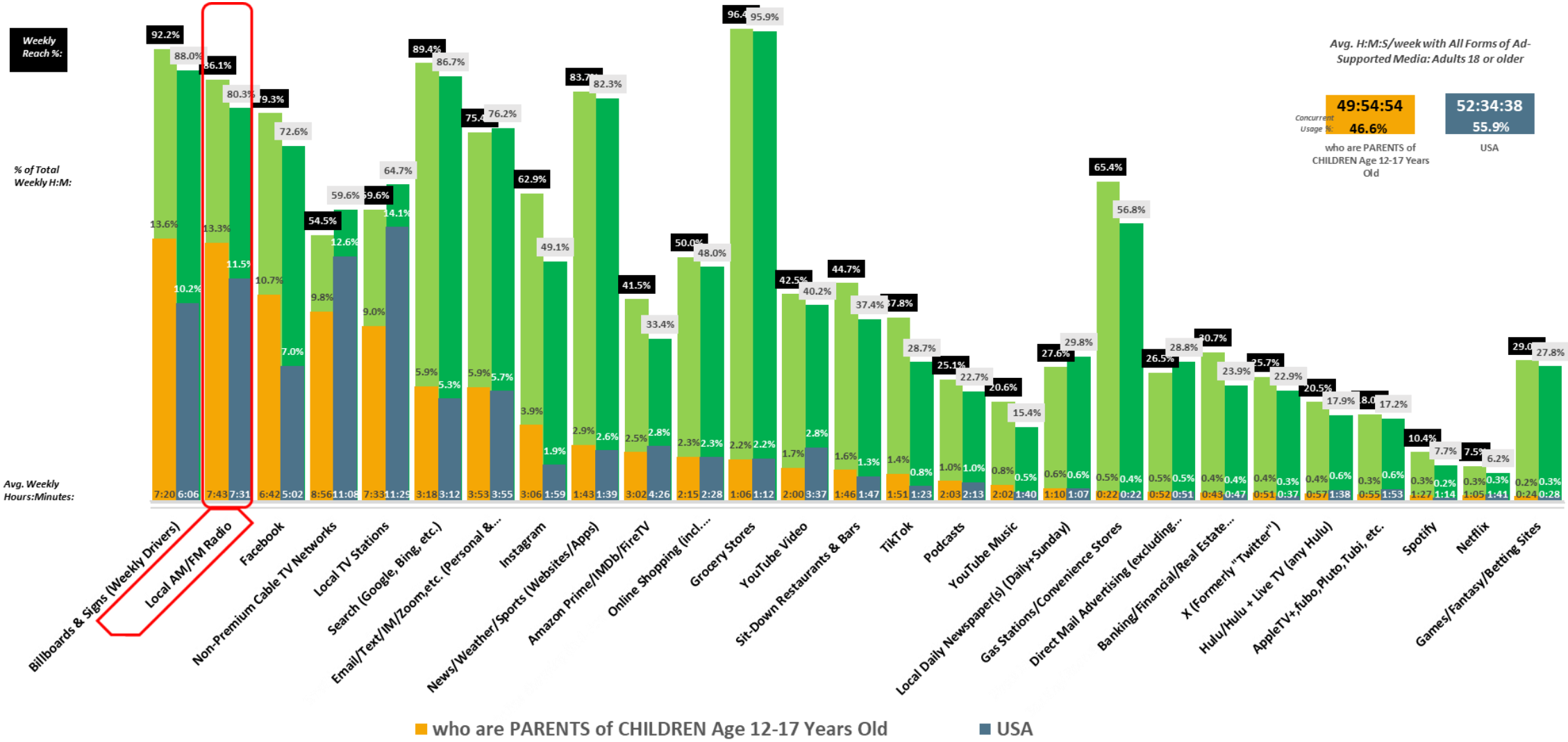
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 6 - 11



Parents of Kids Age 12-17

Adults 18 or older who are PARENTS of CHILDREN Age 12-17 Years Old spend an average of 2 days, 1 hours, 54 minutes and 54 seconds each week with All Forms of Ad-Supported Media.

86.1% of Adults 18 or older who are PARENTS of CHILDREN Age 12-17 Years Old spend an avg. of 7 hours and 43 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.3% of total time spent with all forms of Ad-Supported Media.

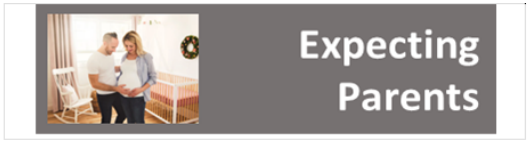


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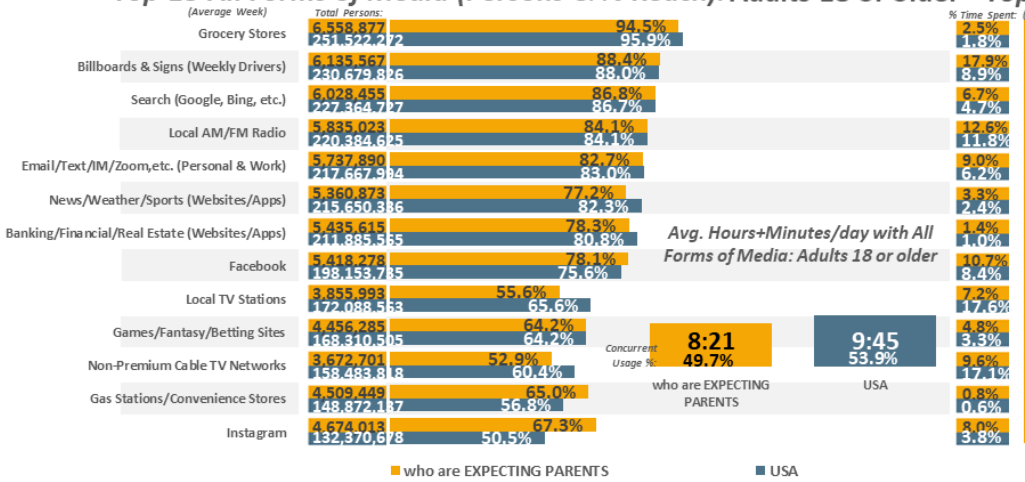
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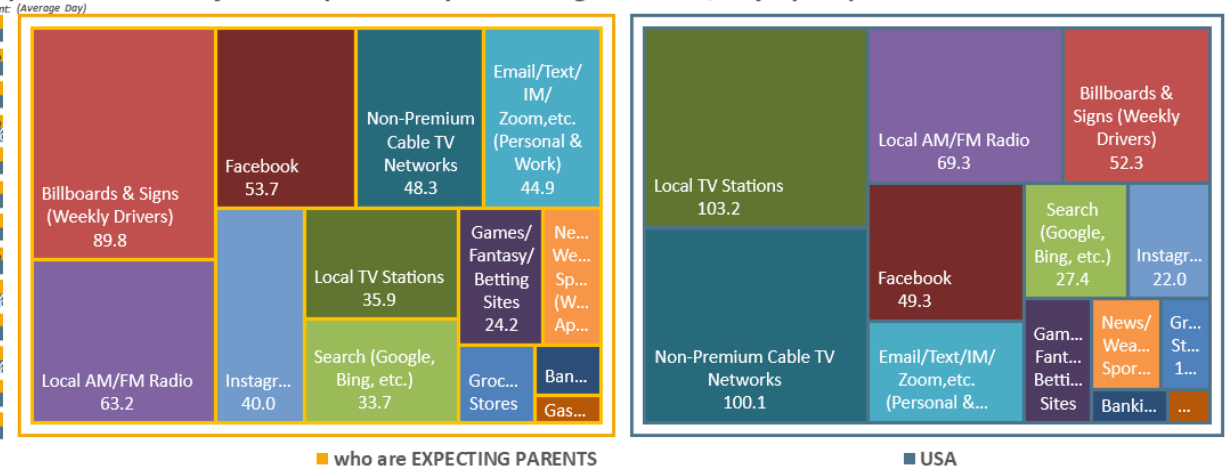


Adults 18 or older who are EXPECTING PARENTS spend an average of 6 hours and 14 minutes each day with All Forms of Ad-Supported Media. 80.8% listen to Local AM/FM Radio for an avg. of 58.6 minutes/day. *(Local Radio delivers 12.7% of Time with Ad-Supported Media.)*

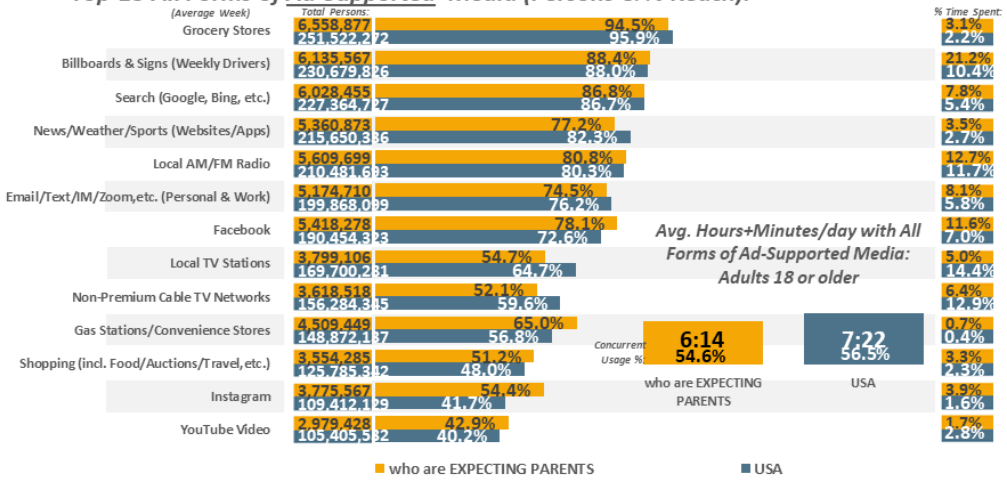
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



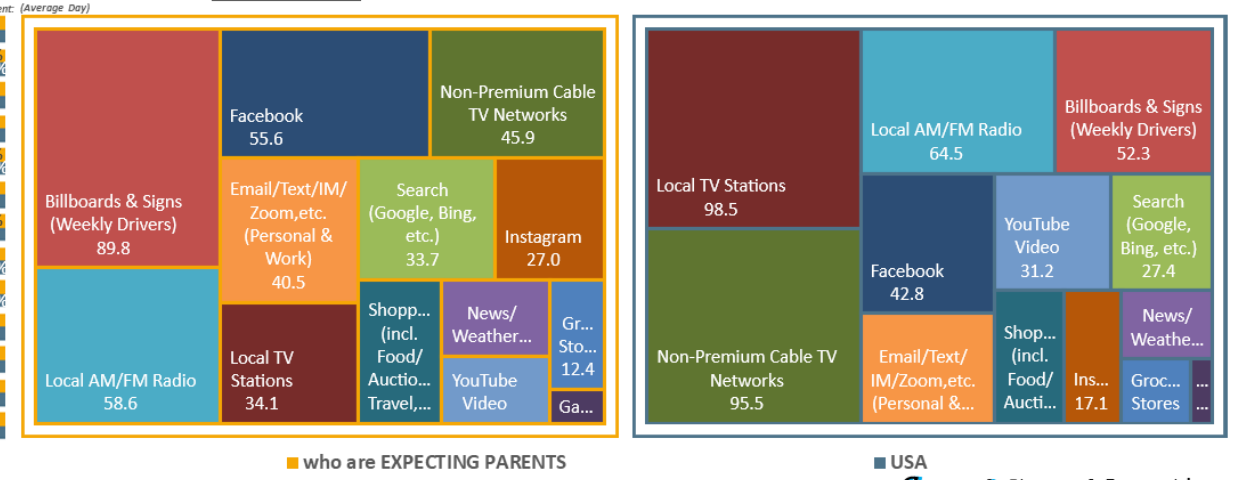
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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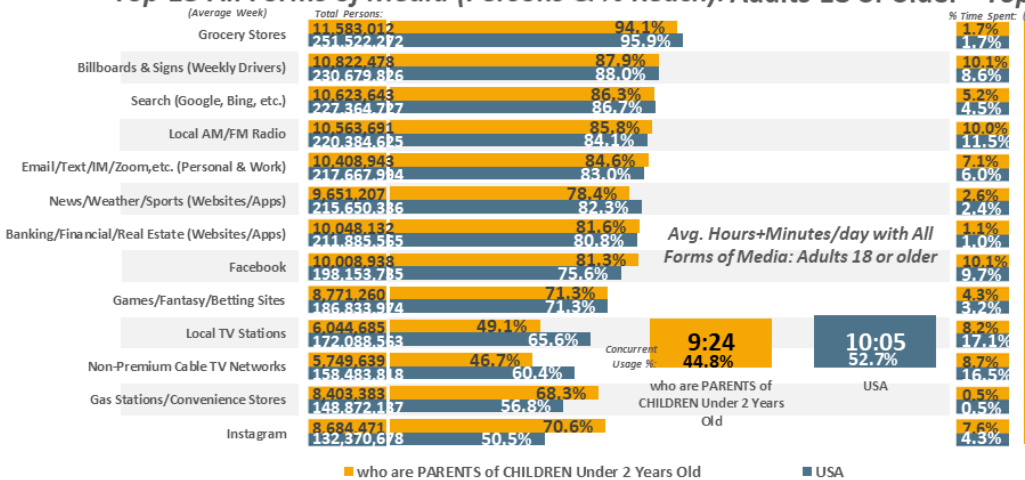
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(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Lifestyle changes/events personally plan to do next 12 mths: Birth of a child

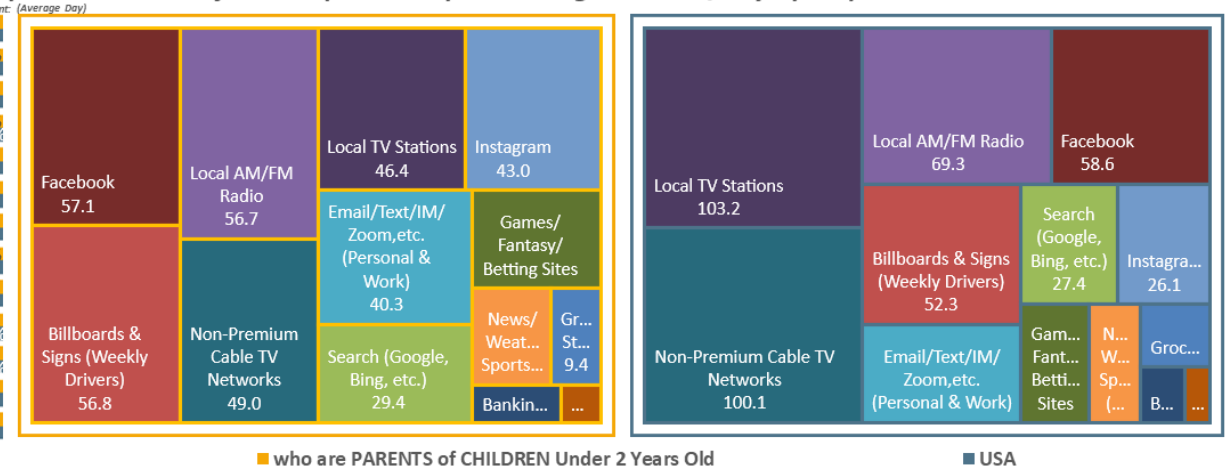


Adults 18 or older who are PARENTS of CHILDREN Under 2 Years Old spend an average of 6 hours and 30 minutes each day with All Forms of Ad-Supported Media. 82.7% listen to Local AM/FM Radio for an avg. of 53.7 minutes/day. *(Local Radio delivers 11.4% of Time with Ad-Supported Media.)*

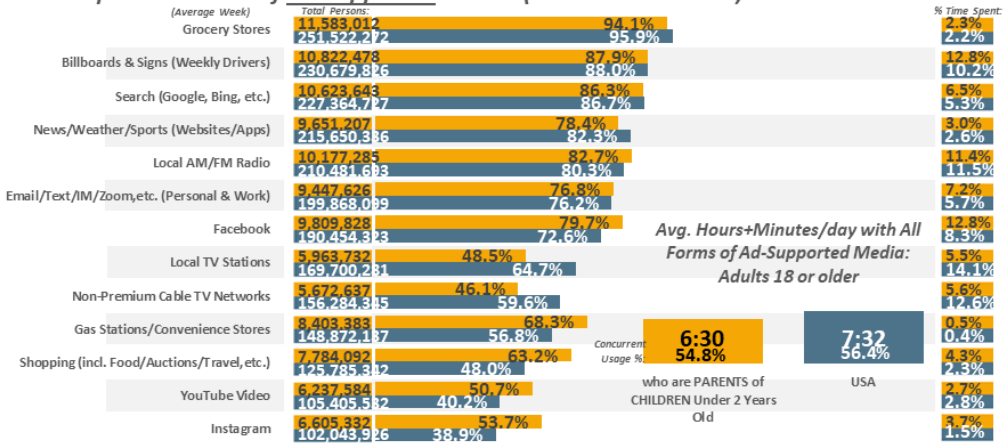
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



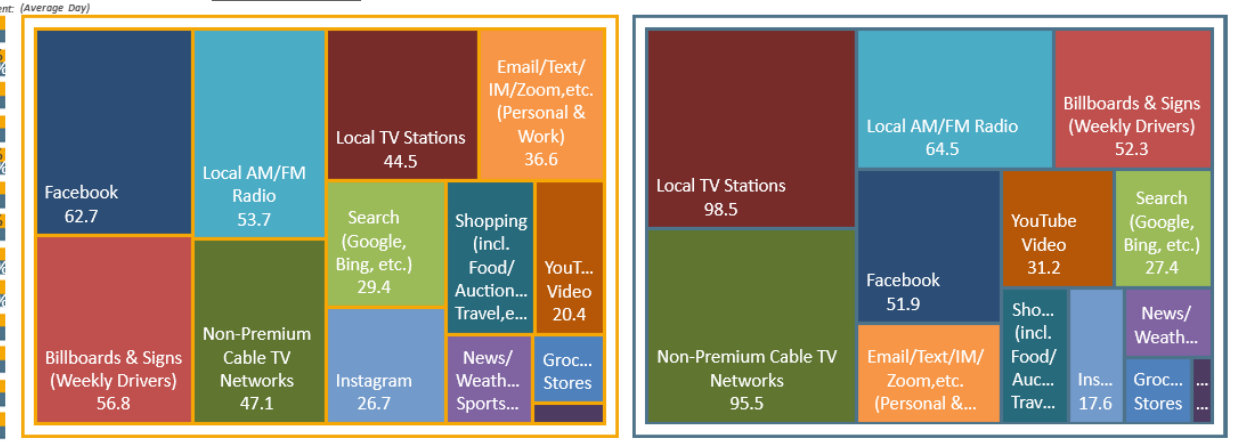
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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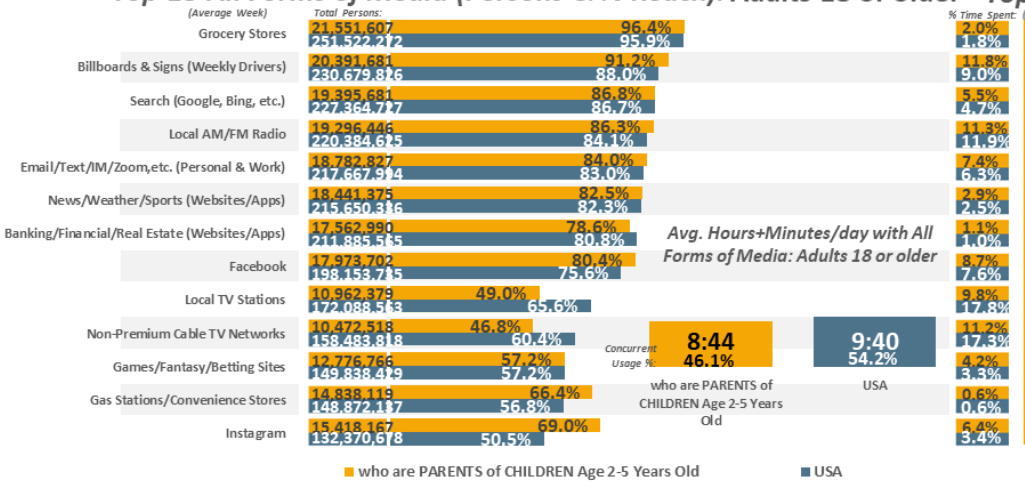
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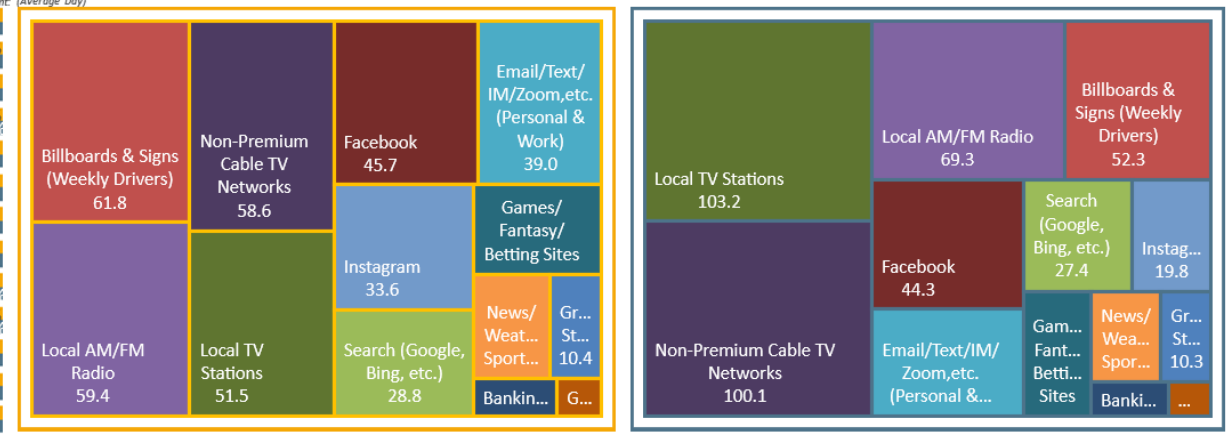
Parents of Kids Age 2-5

Adults 18 or older who are PARENTS of CHILDREN Age 2-5 Years Old spend an average of 6 hours and 15 minutes each day with All Forms of Ad-Supported Media. 82.6% listen to Local AM/FM Radio for an avg. of 55.6 minutes/day. *(Local Radio delivers 12.2% of Time with Ad-Supported Media.)*

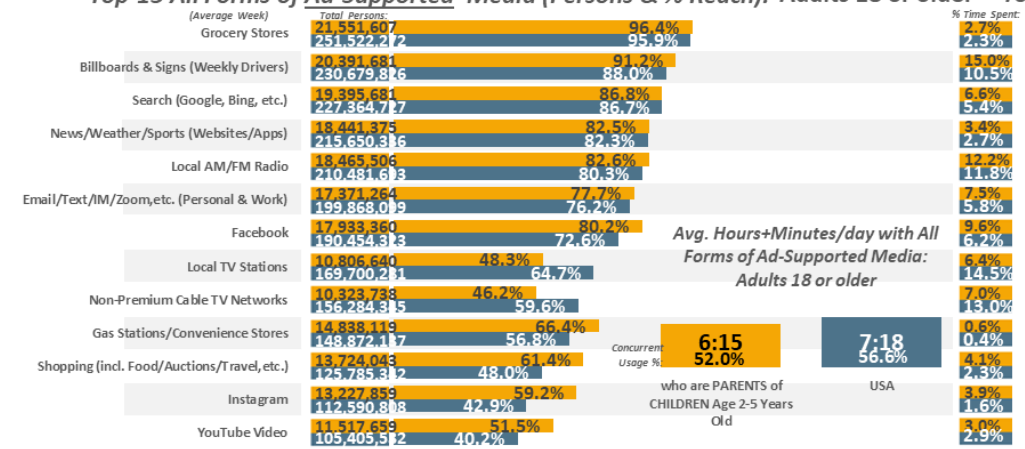
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



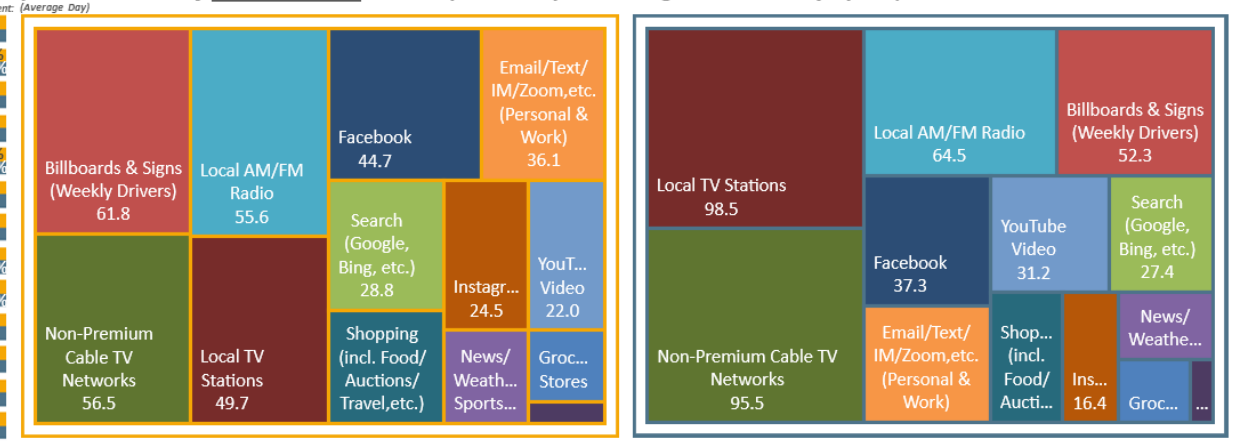
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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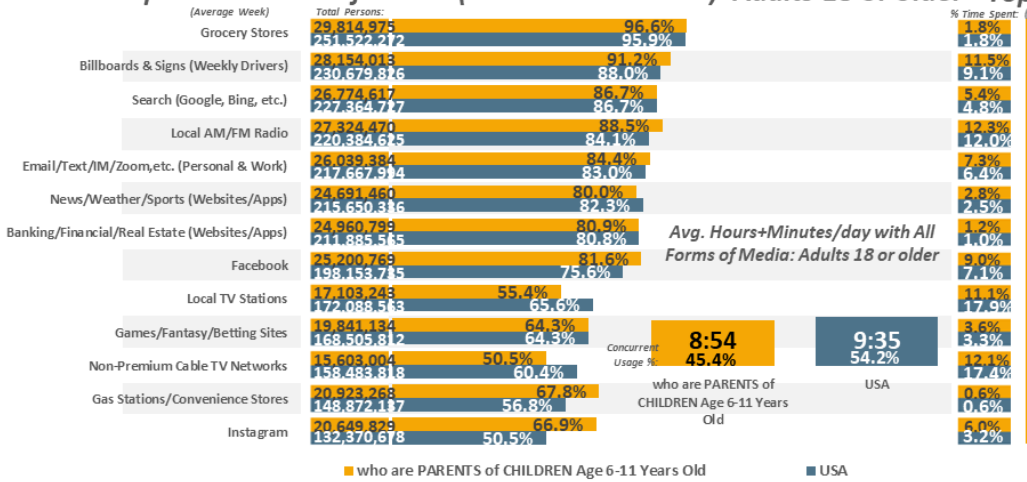
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 2 - 5



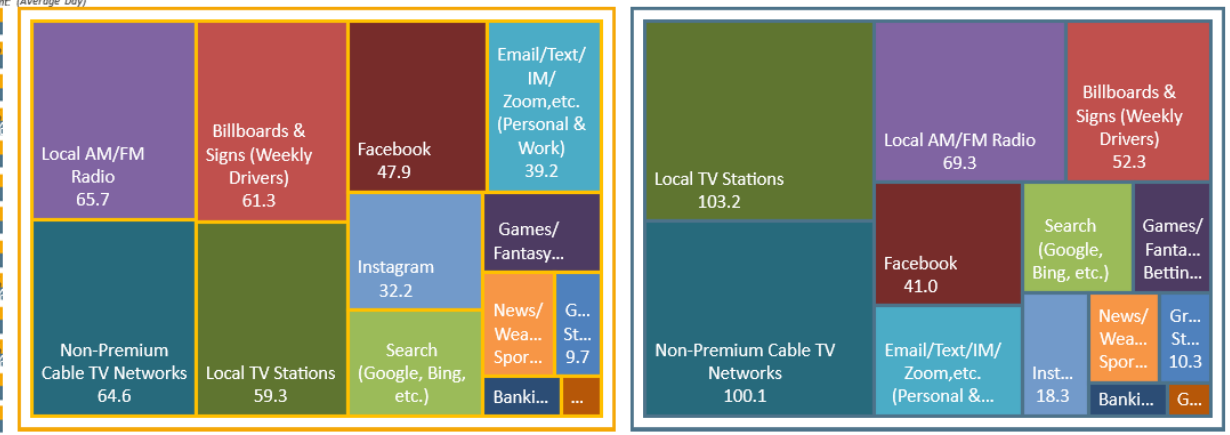
Parents of Kids Age 6-11

Adults 18 or older who are PARENTS of CHILDREN Age 6-11 Years Old spend an average of 6 hours and 25 minutes each day with All Forms of Ad-Supported Media. 84.4% listen to Local AM/FM Radio for an avg. of 61.4 minutes/day. *(Local Radio delivers 13.4% of Time with Ad-Supported Media.)*

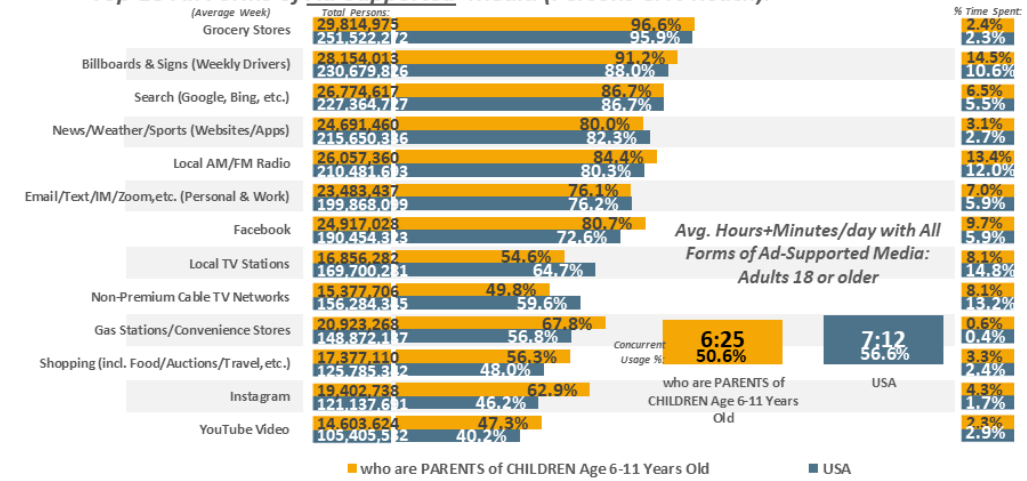
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



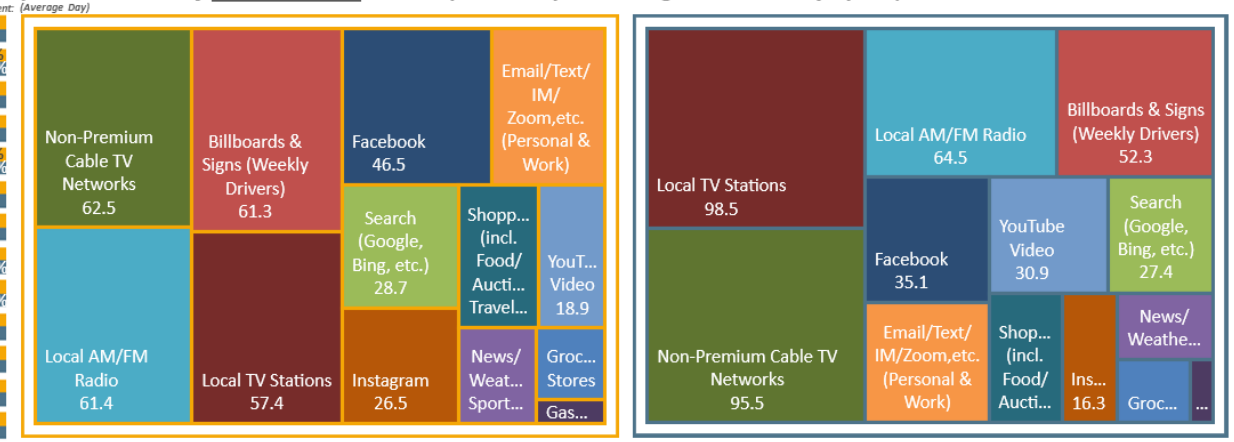
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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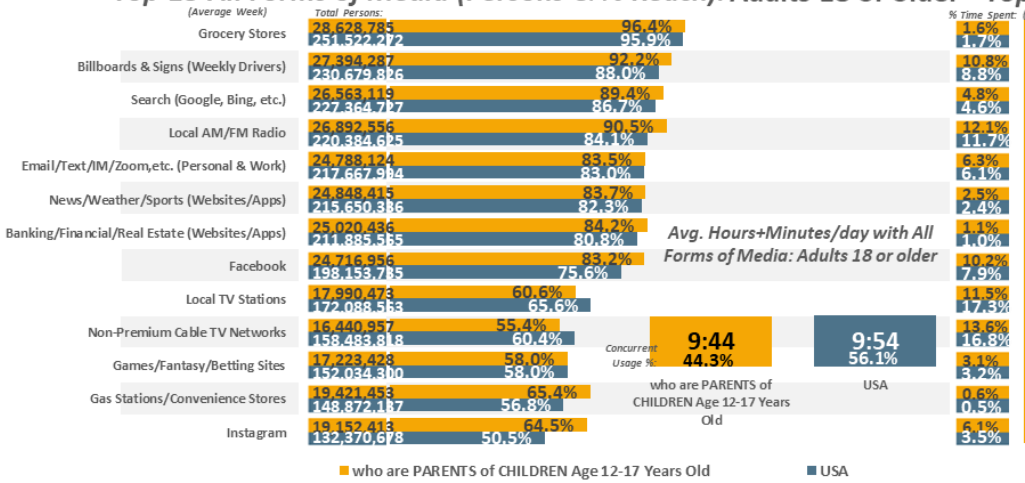
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(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 6 - 11

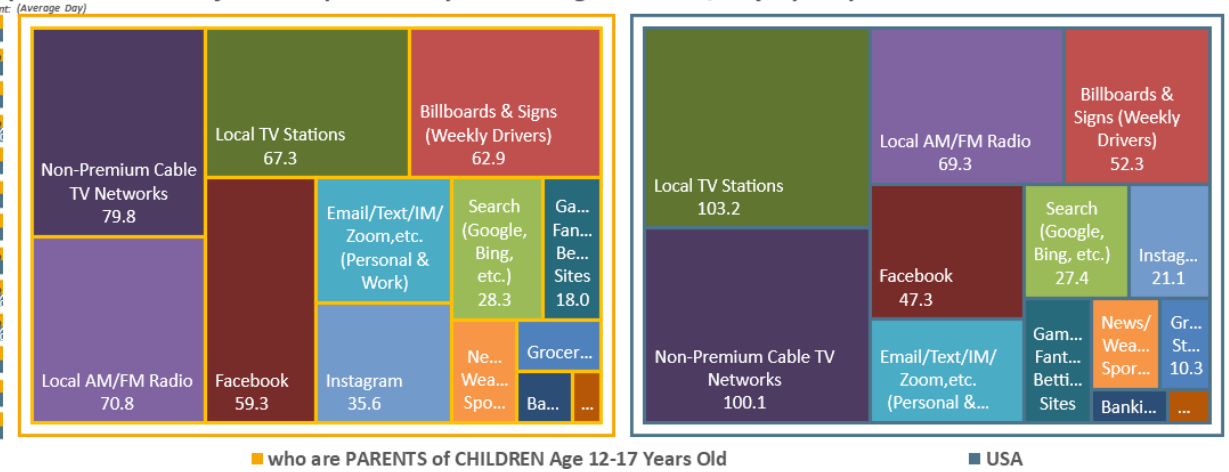


Adults 18 or older who are PARENTS of CHILDREN Age 12-17 Years Old spend an average of 7 hours and 7 minutes each day with All Forms of Ad-Supported Media. 86.1% listen to Local AM/FM Radio for an avg. of 66.2 minutes/day. *(Local Radio delivers 13.3% of Time with Ad-Supported Media.)*

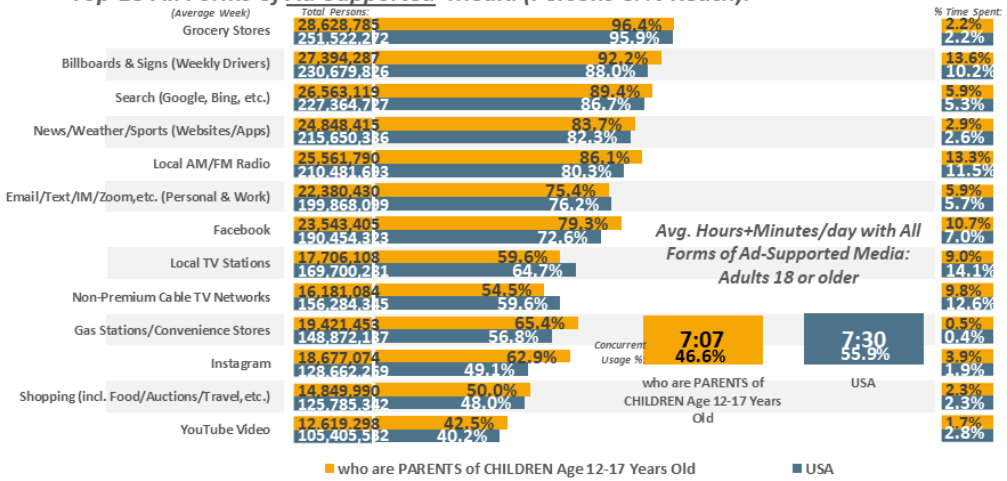
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



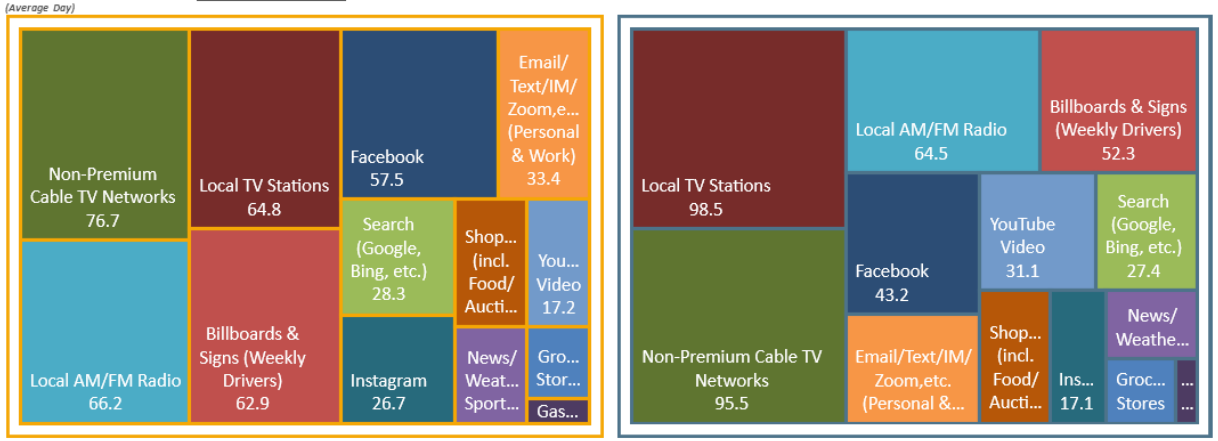
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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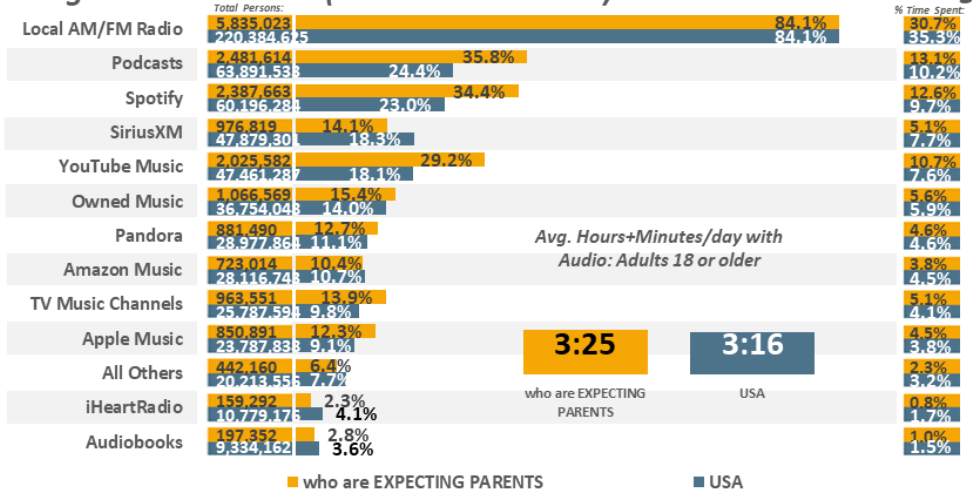
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 12 - 17



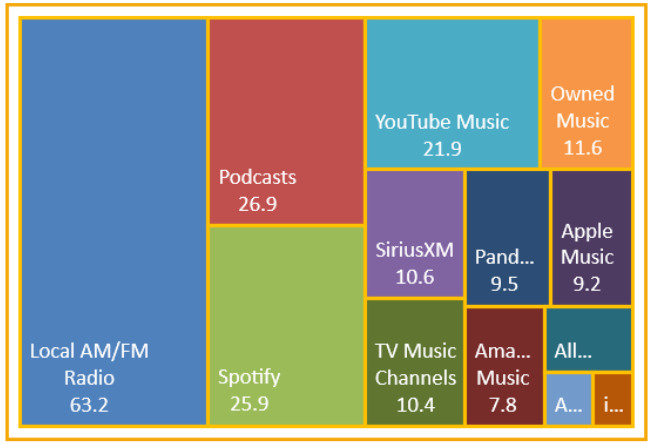
Expecting Parents

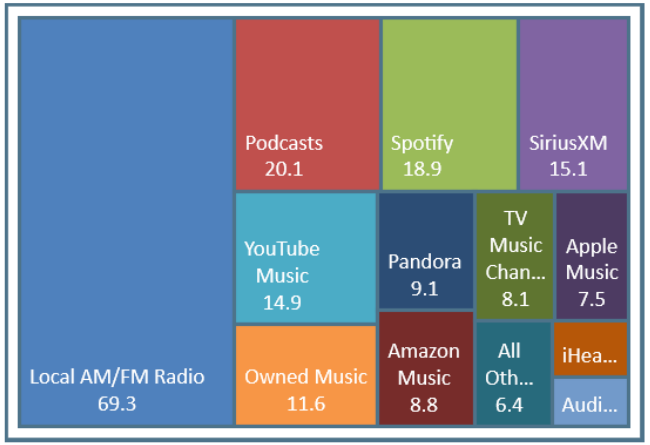
5,609,699 or 80.8% of Adults 18 or older who are EXPECTING PARENTS listen to Ad-Supported Local AM/FM Radio for an average of 58.6 minutes every day representing 36.% of all time spent daily with Ad-Supported Audio.

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

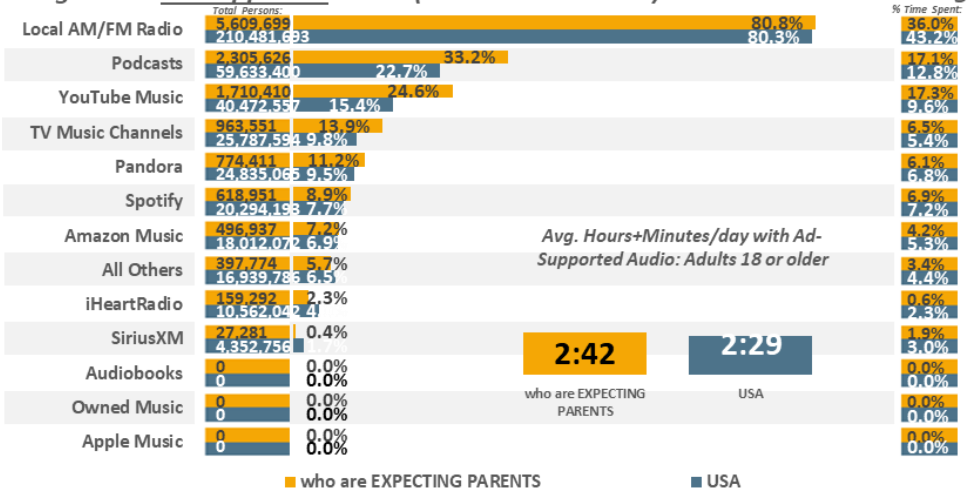


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

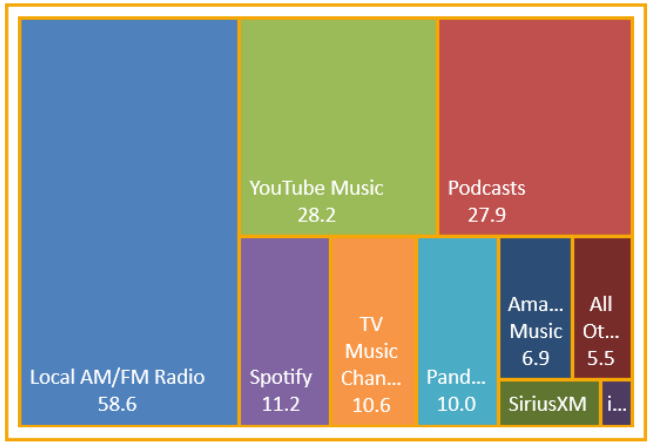


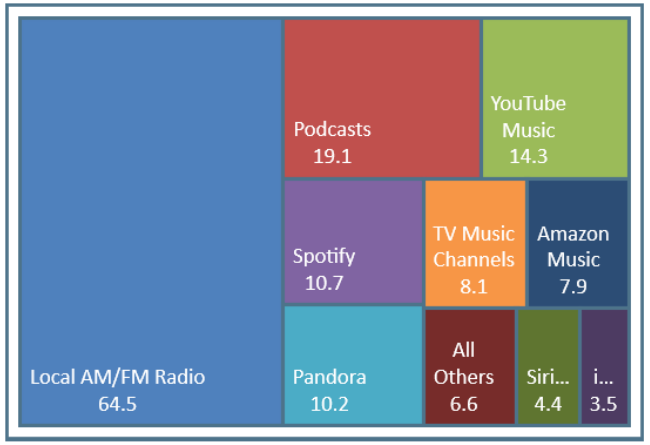


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





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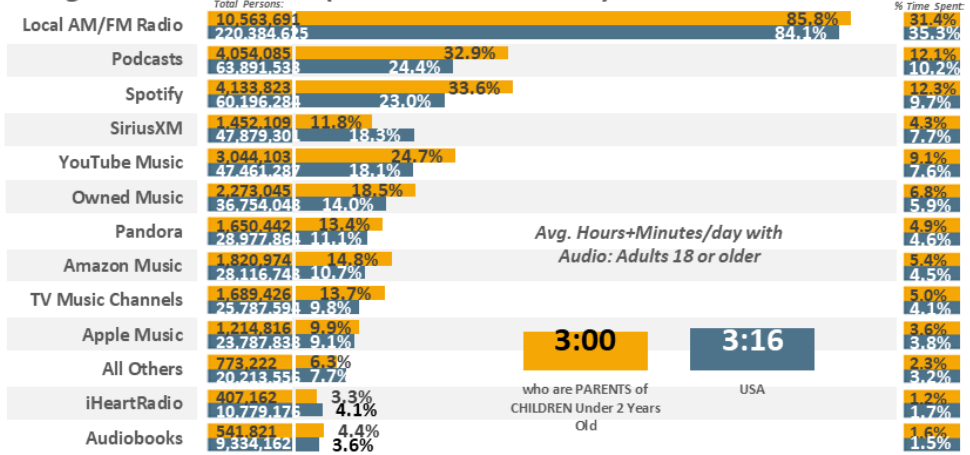
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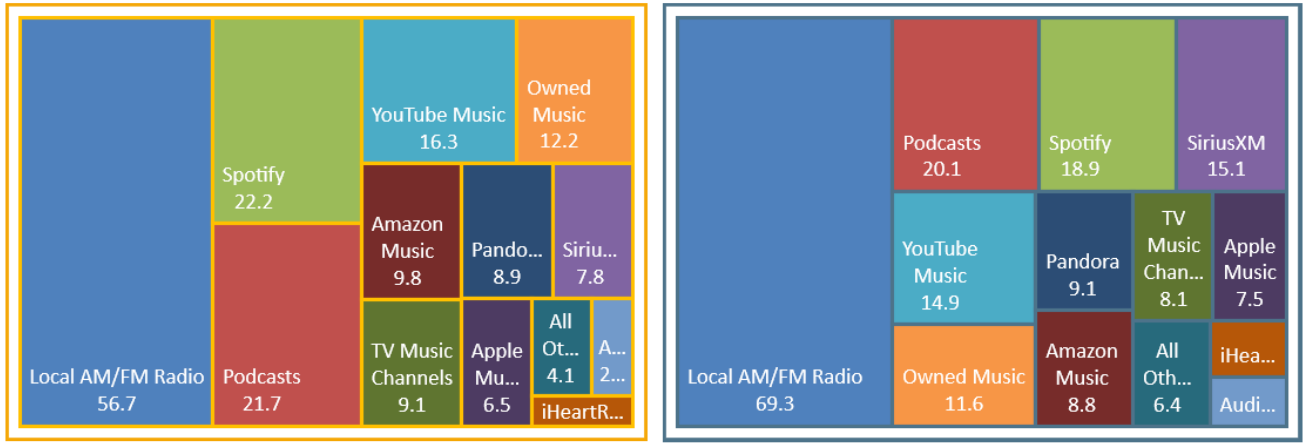
Parents of Kids Under Age 2

10,177,285 or 82.7% of Adults 18 or older who are PARENTS of CHILDREN Under 2 Years Old listen to Ad-Supported Local AM/FM Radio for an average of 53.7 minutes every day representing 37.3% of all time spent daily with Ad-Supported Audio.

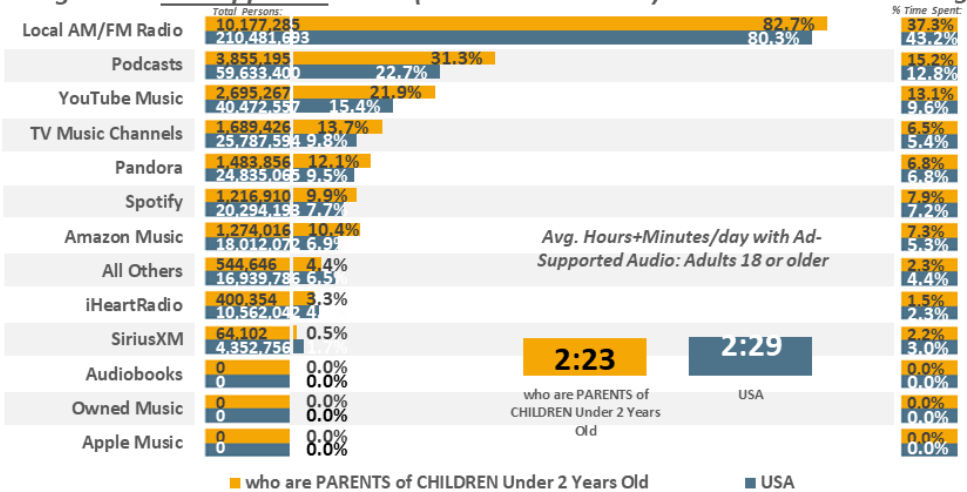
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



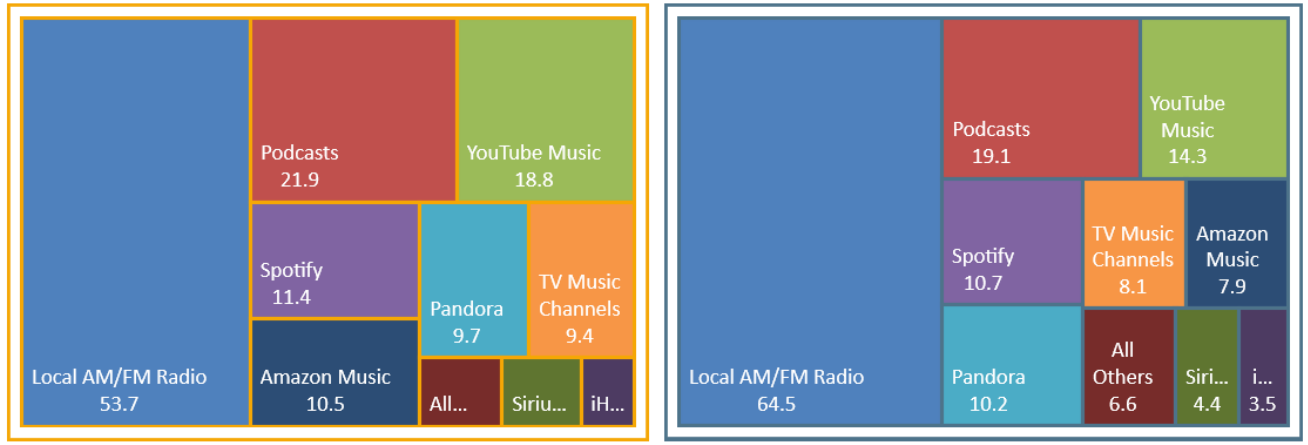
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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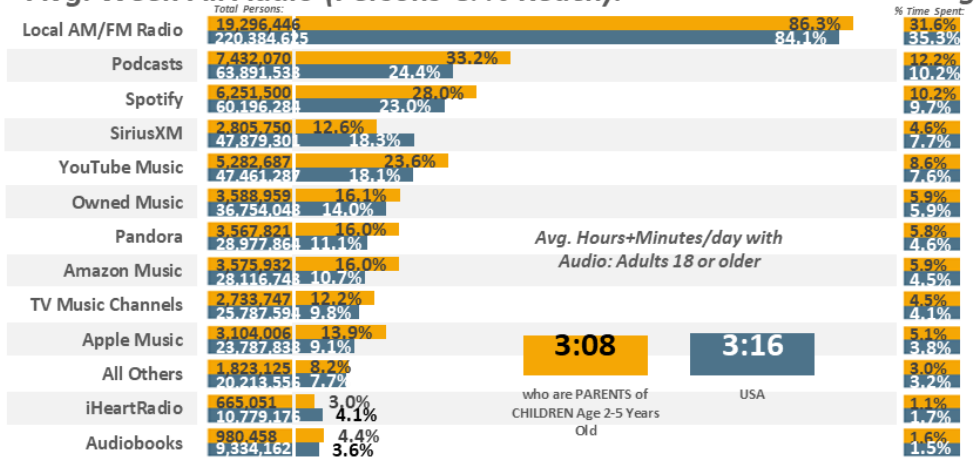
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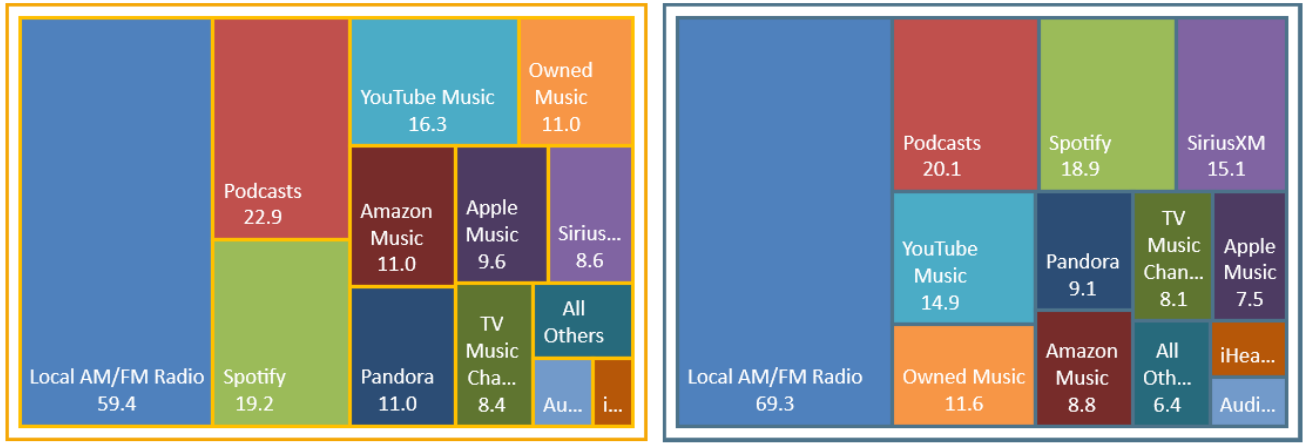
Parents of Kids Age 2-5

18,465,506 or 82.6% of Adults 18 or older who are PARENTS of CHILDREN Age 2-5 Years Old listen to Ad-Supported Local AM/FM Radio for an average of 55.6 minutes every day representing 37.7% of all time spent daily with Ad-Supported Audio.

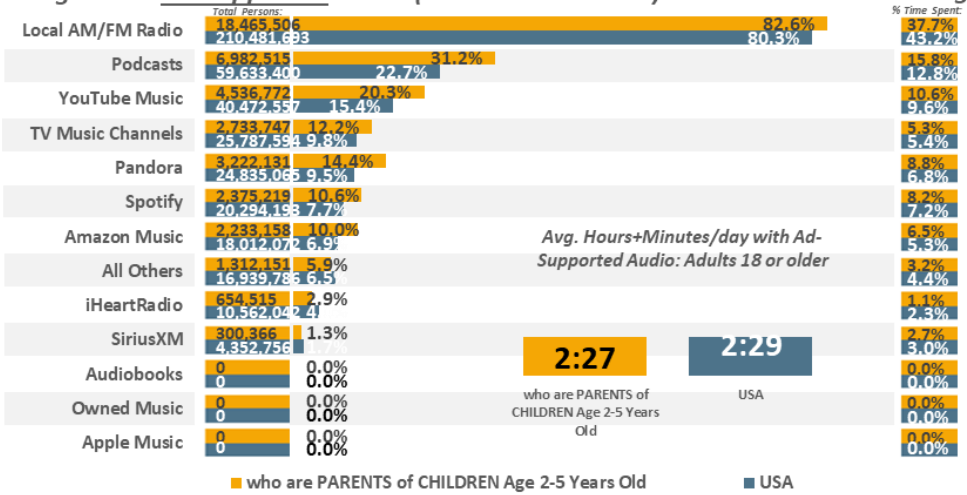
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



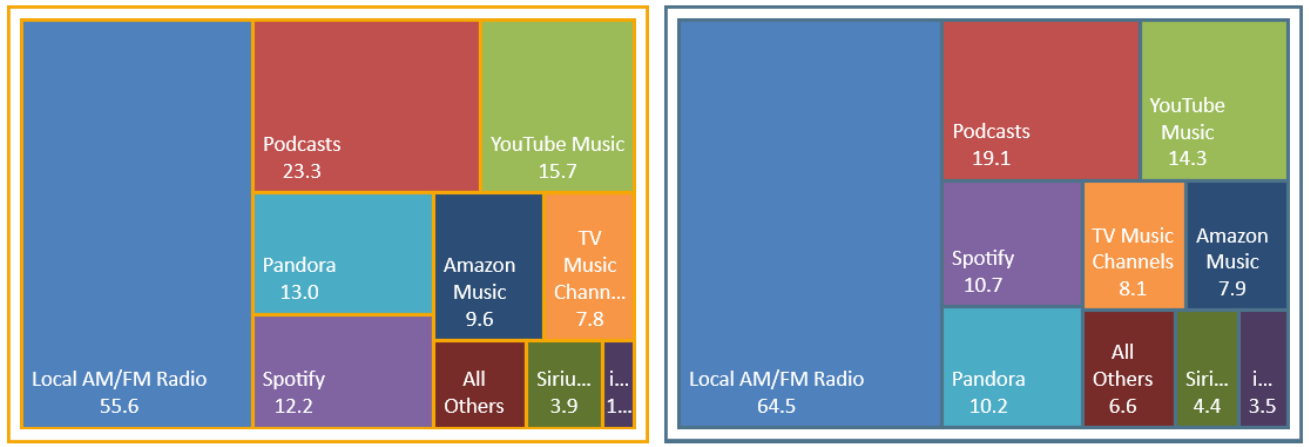
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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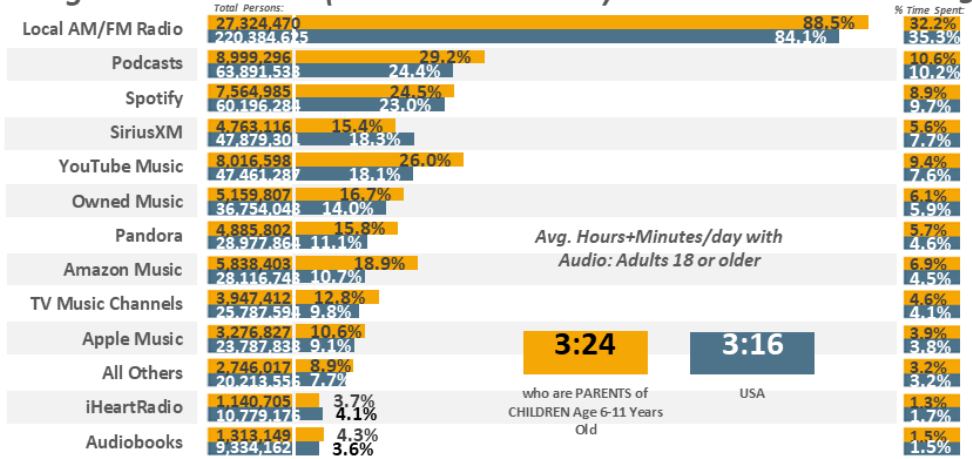
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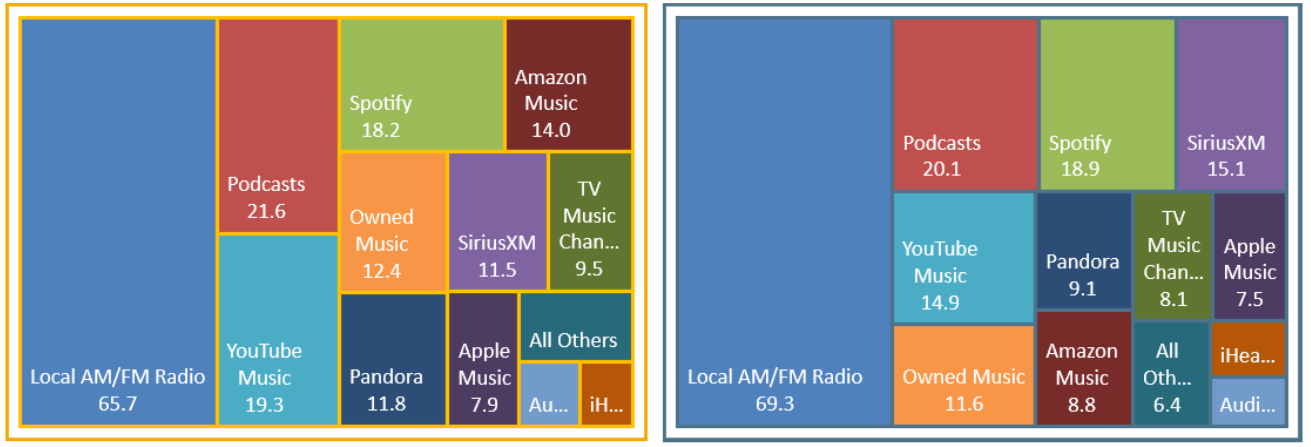
Parents of Kids Age 6-11

26,057,360 or 84.4% of Adults 18 or older who are PARENTS of CHILDREN Age 6-11 Years Old listen to Ad-Supported Local AM/FM Radio for an average of 61.4 minutes every day representing 38.5% of all time spent daily with Ad-Supported Audio.

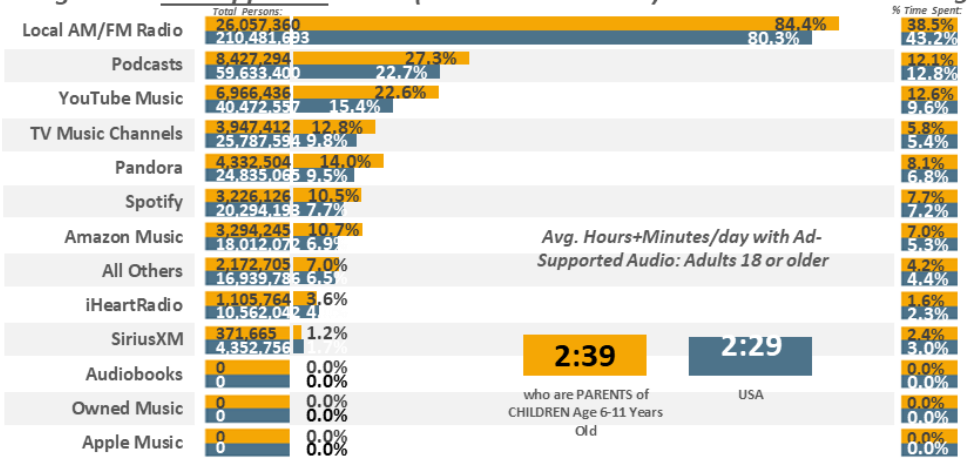
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



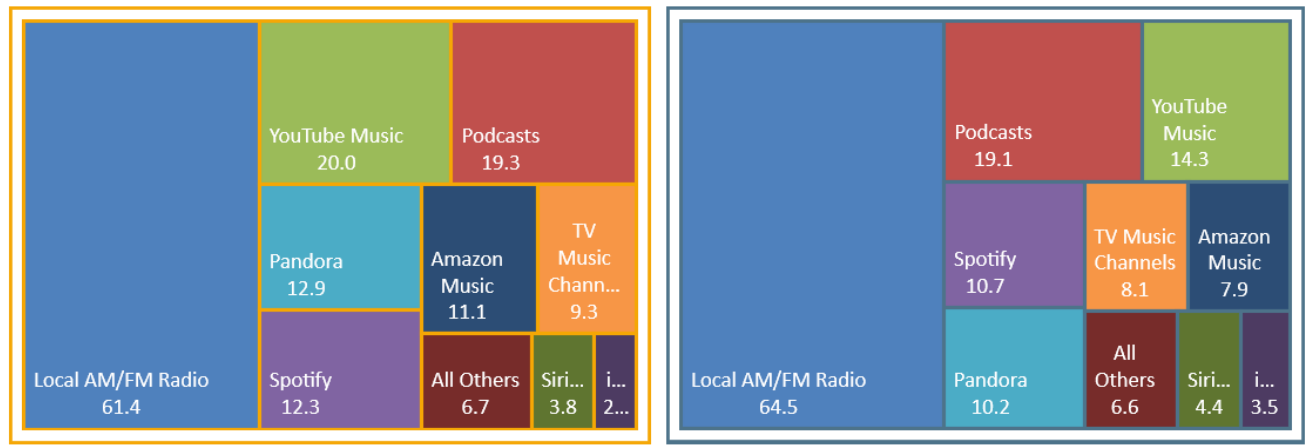
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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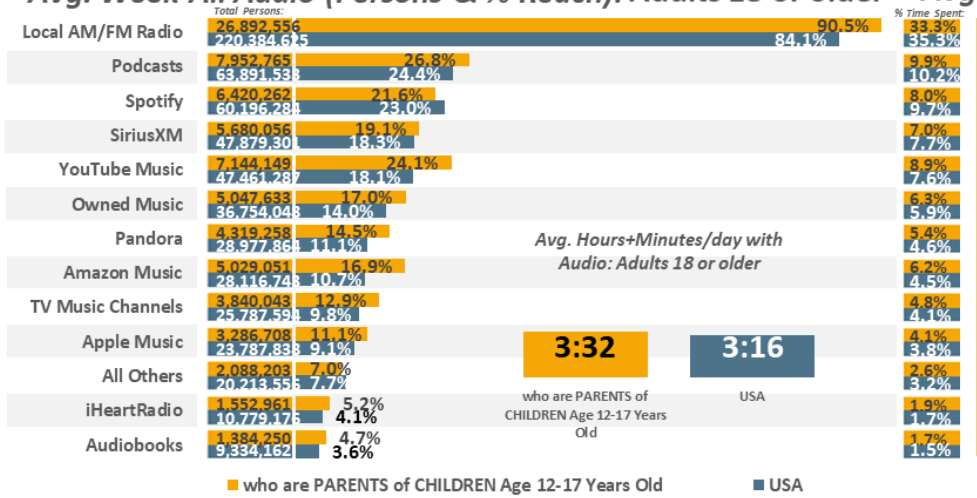
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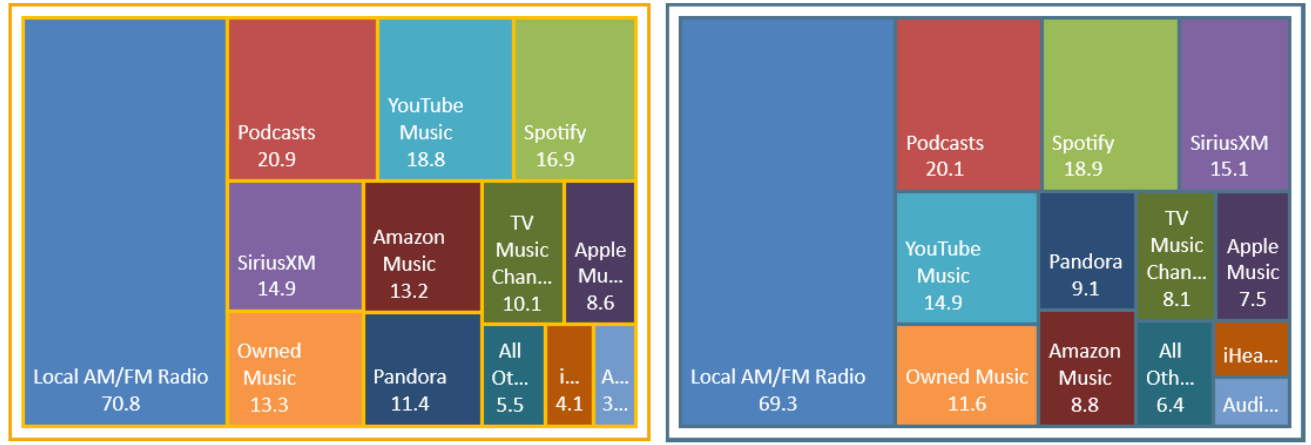
Parents of Kids Age 12-17

25,561,790 or 86.1% of Adults 18 or older who are PARENTS of CHILDREN Age 12-17 Years Old listen to Ad-Supported Local AM/FM Radio for an average of 66.2 minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.

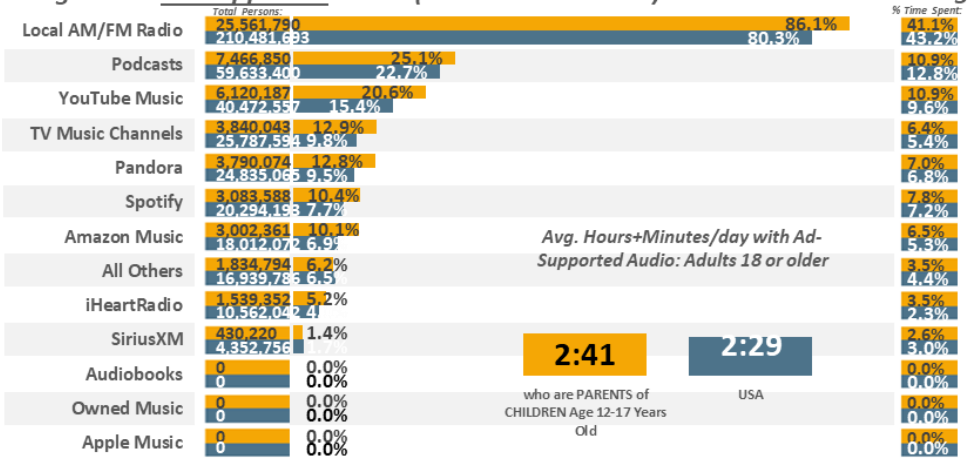
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



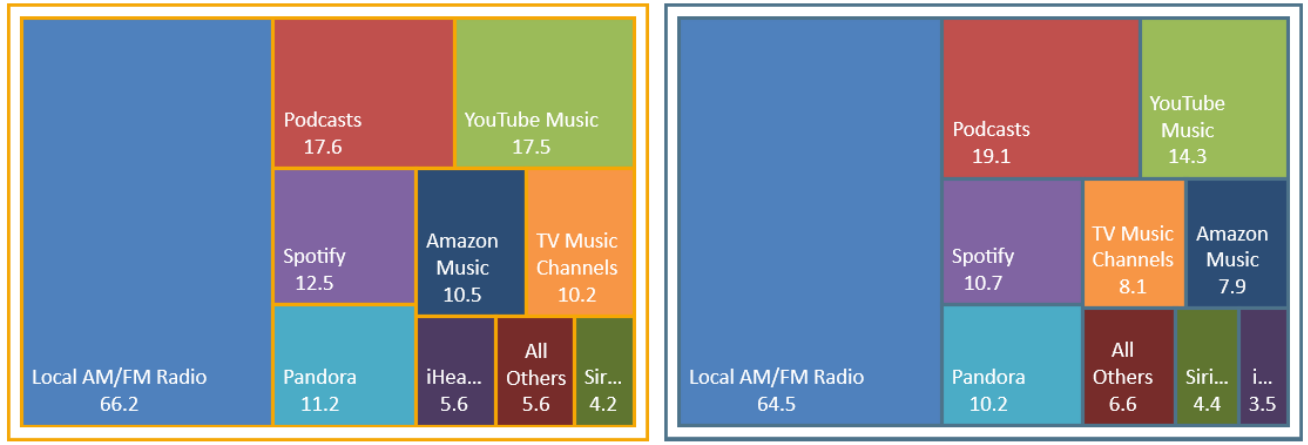
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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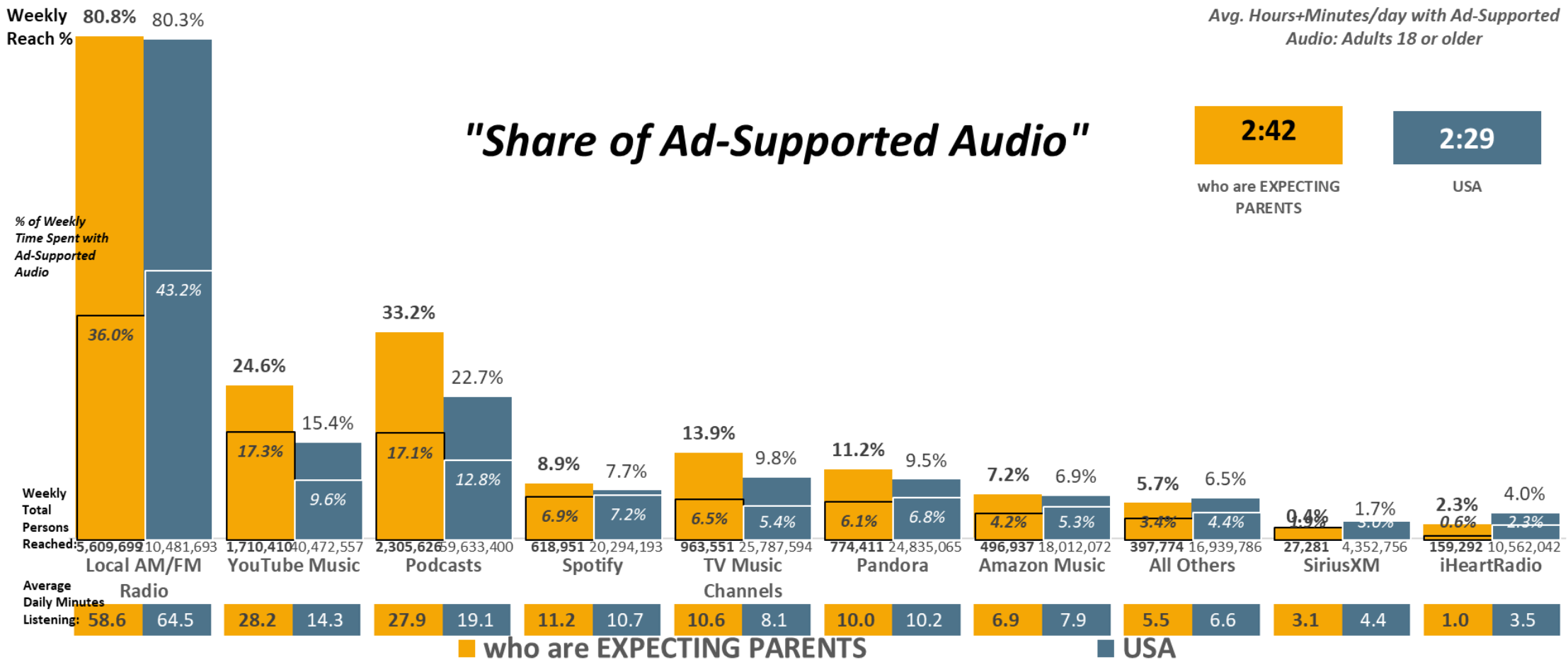
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(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 12 - 17



Expecting Parents

5,609,699 or 80.8% of Adults 18 or older who are EXPECTING PARENTS listen to Ad-Supported Local AM/FM Radio for an average of 58.6 minutes every day representing 36.% of all time spent daily with Ad-Supported Audio.



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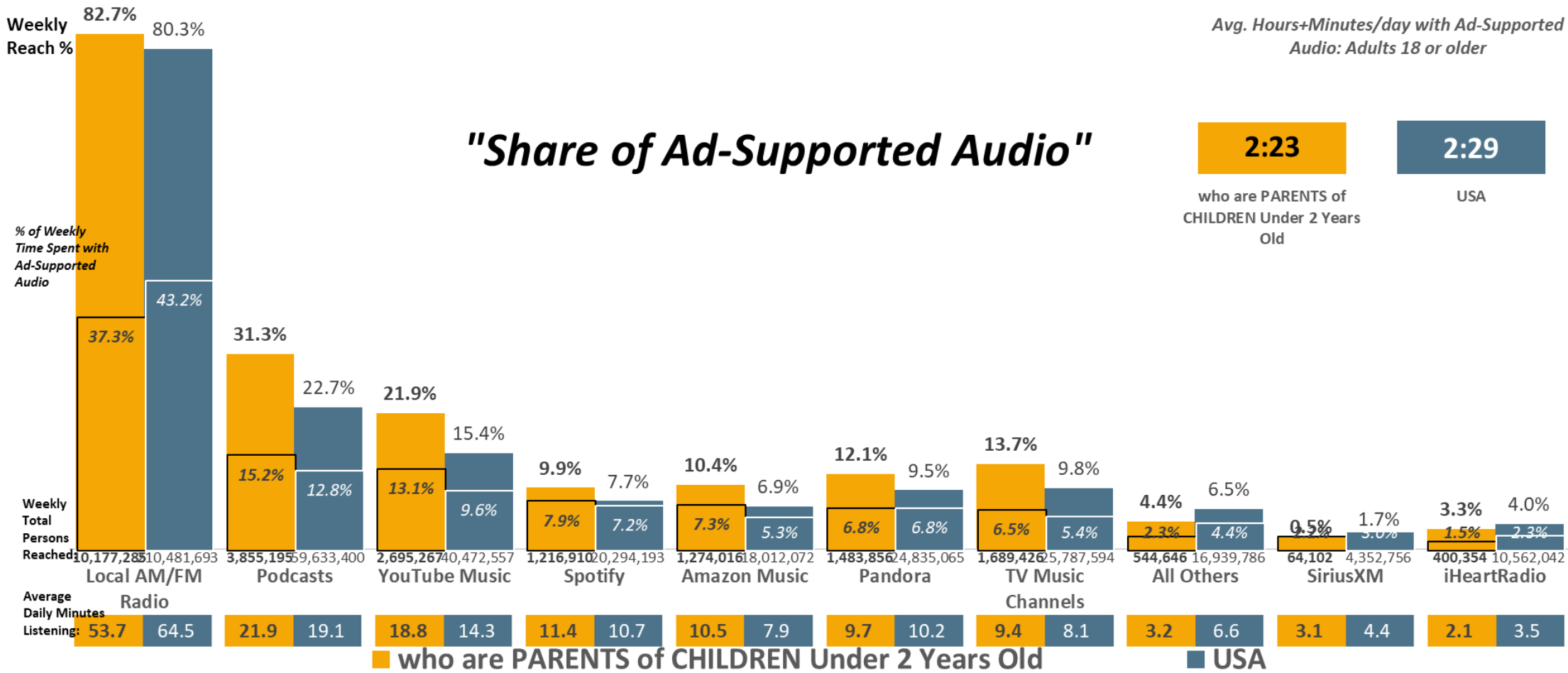
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(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Lifestyle changes/events personally plan to do next 12 mths: Birth of a child



Parents of Kids Under Age 2

10,177,285 or 82.7% of Adults 18 or older who are PARENTS of CHILDREN Under 2 Years Old listen to Ad-Supported Local AM/FM Radio for an average of 53.7 minutes every day representing 37.3% of all time spent daily with Ad-Supported Audio.



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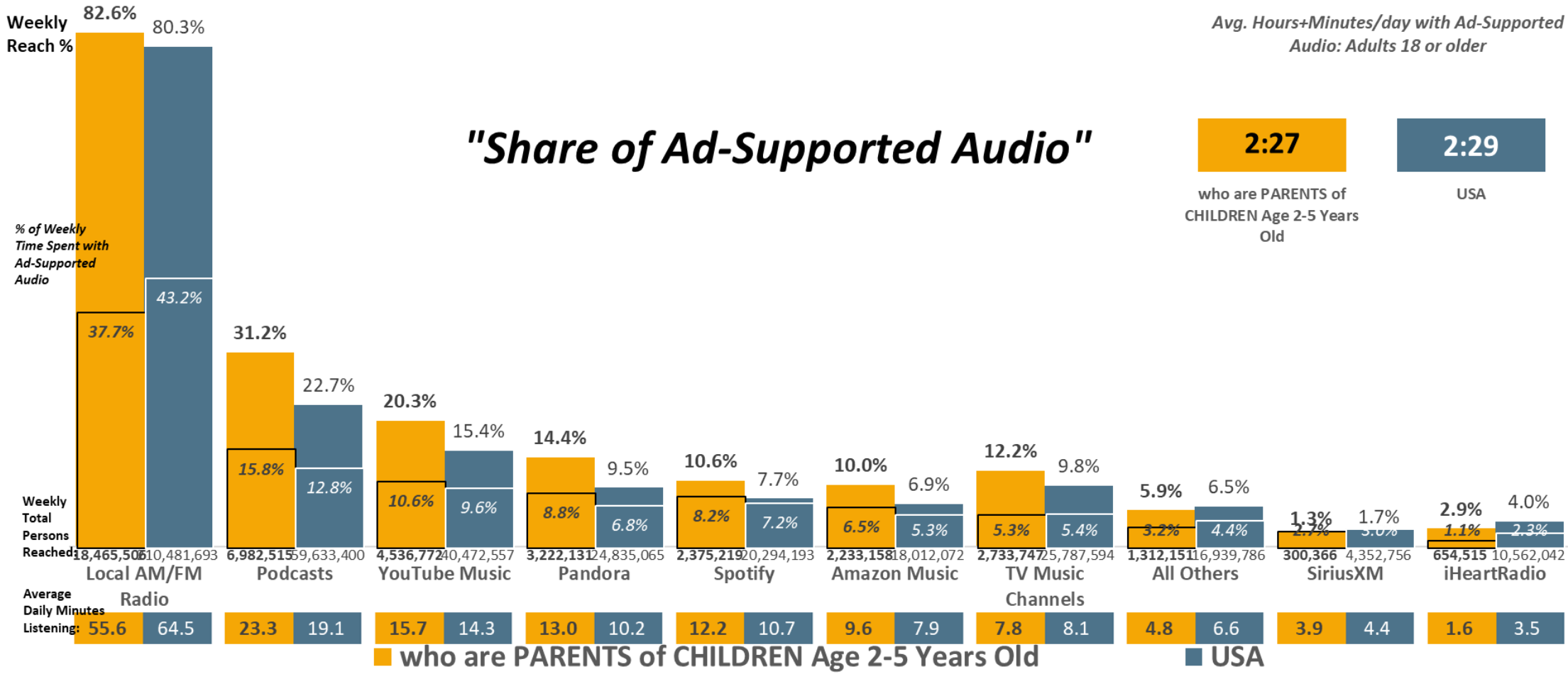
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(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age under 2



Parents of Kids Age 2-5

18,465,506 or 82.6% of Adults 18 or older who are PARENTS of CHILDREN Age 2-5 Years Old listen to Ad-Supported Local AM/FM Radio for an average of 55.6 minutes every day representing 37.7% of all time spent daily with Ad-Supported Audio.



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(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 2 - 5



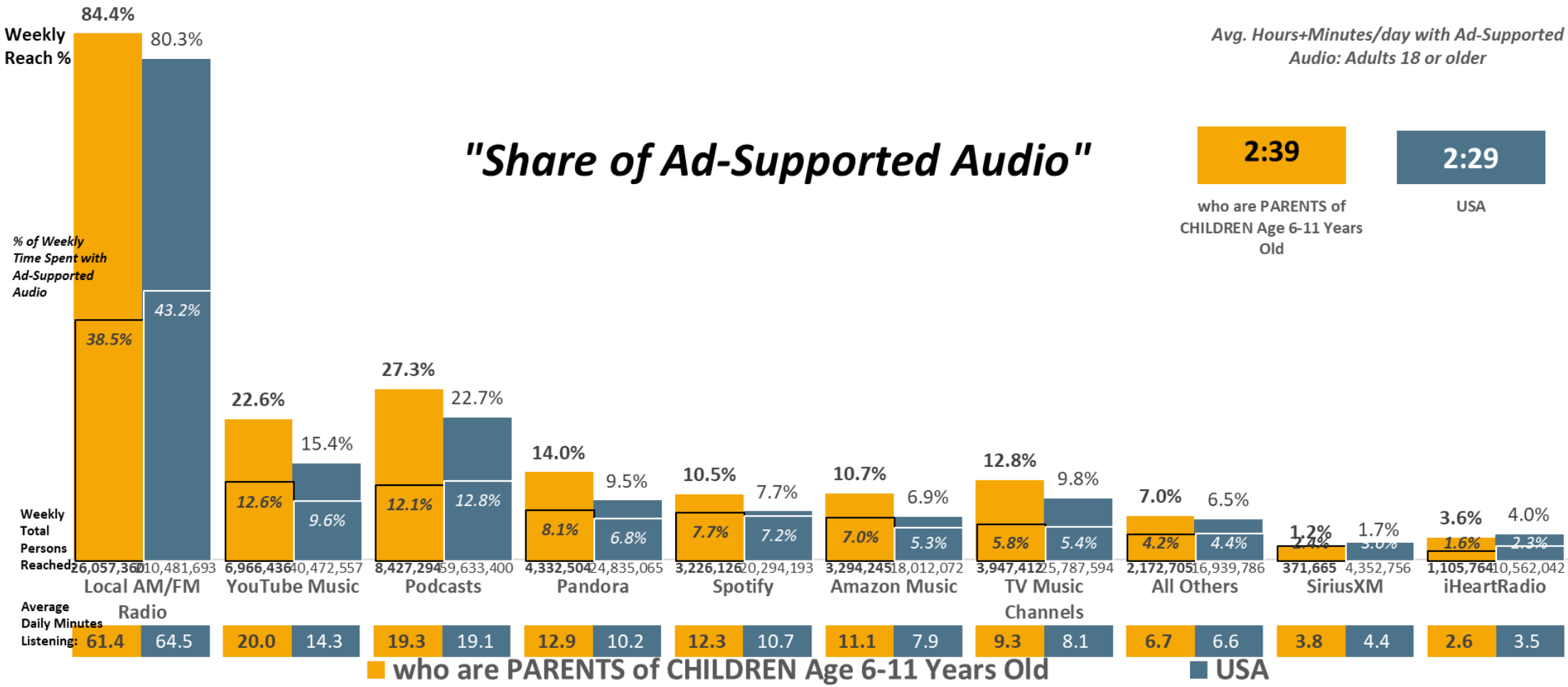
Parents of Kids Age 6-11

26,057,360 or 84.4% of Adults 18 or older who are PARENTS of CHILDREN Age 6-11 Years Old listen to Ad-Supported Local AM/FM Radio for an average of 61.4 minutes every day representing 38.5% 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

who are PARENTS of CHILDREN Age 6-11 Years Old	USA
2:39	2:29



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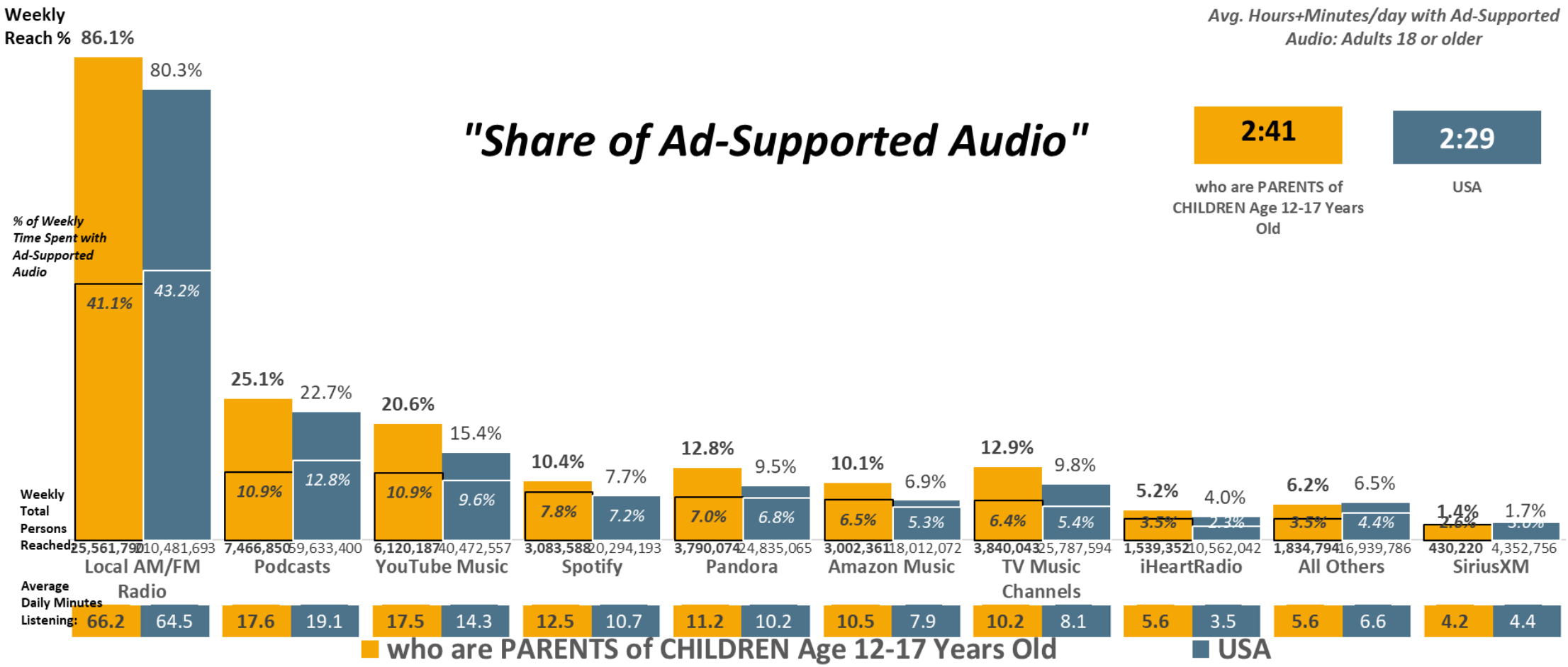
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(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 6 - 11



Parents of Kids Age 12-17

25,561,790 or 86.1% of Adults 18 or older who are PARENTS of CHILDREN Age 12-17 Years Old listen to Ad-Supported Local AM/FM Radio for an average of 66.2 minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.



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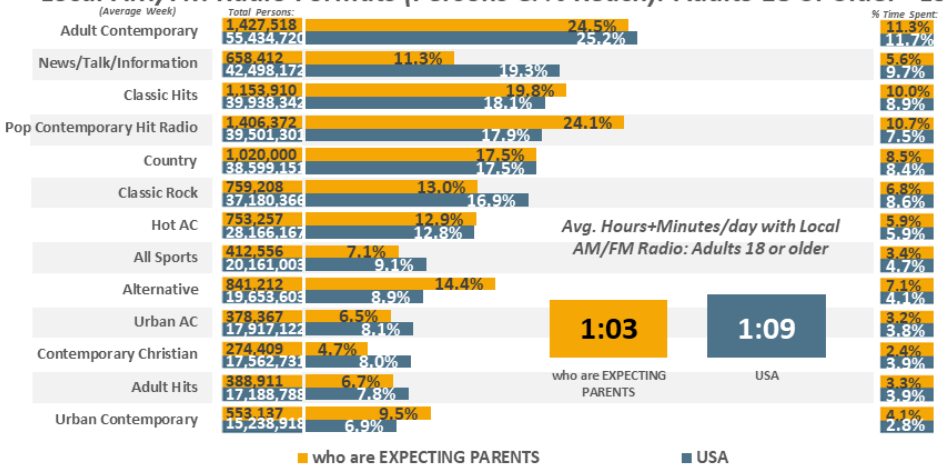
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 12 - 17



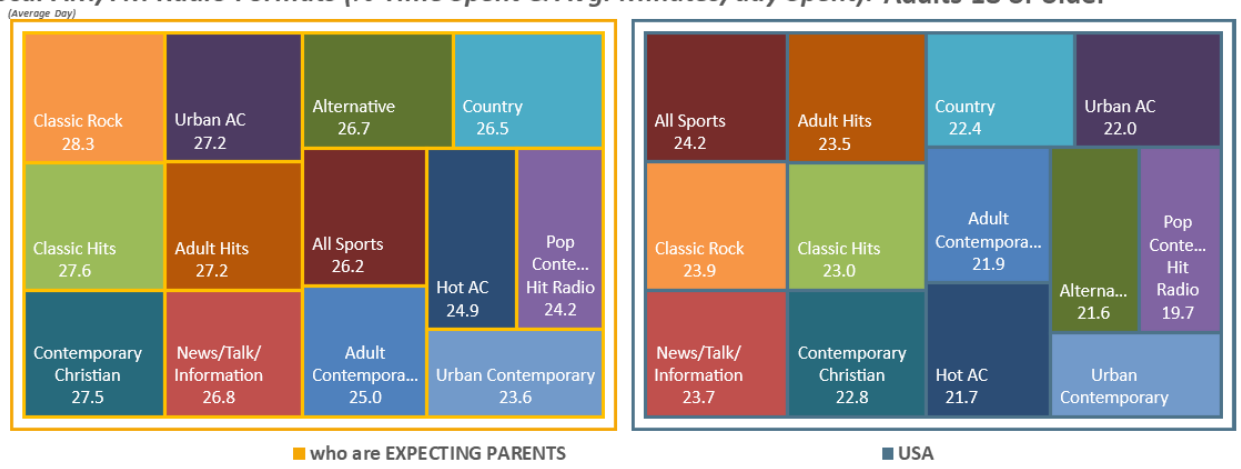
Expecting Parents

5,609,699 or 80.8% of Adults 18 or older who are EXPECTING PARENTS listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Alternative.

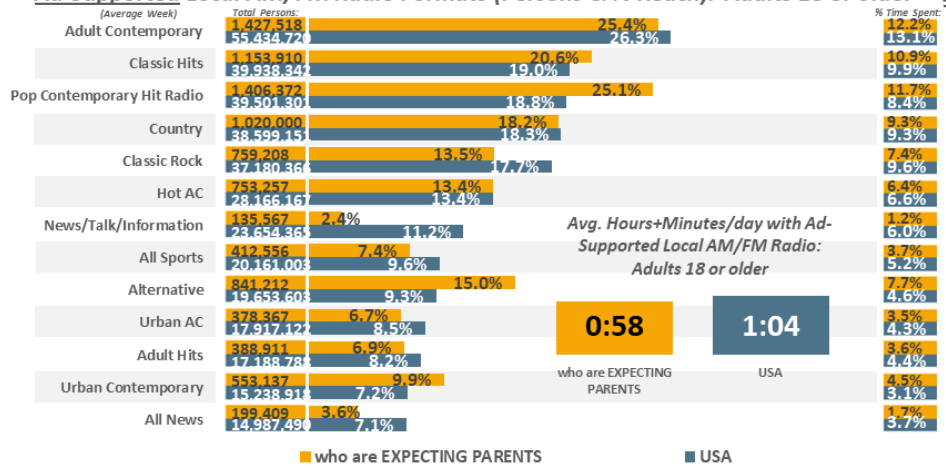
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



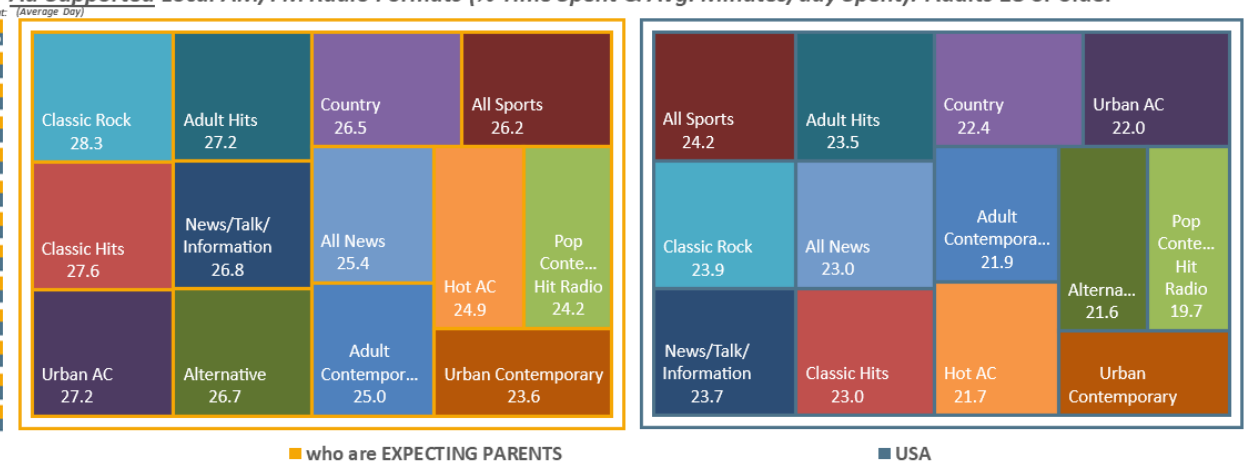
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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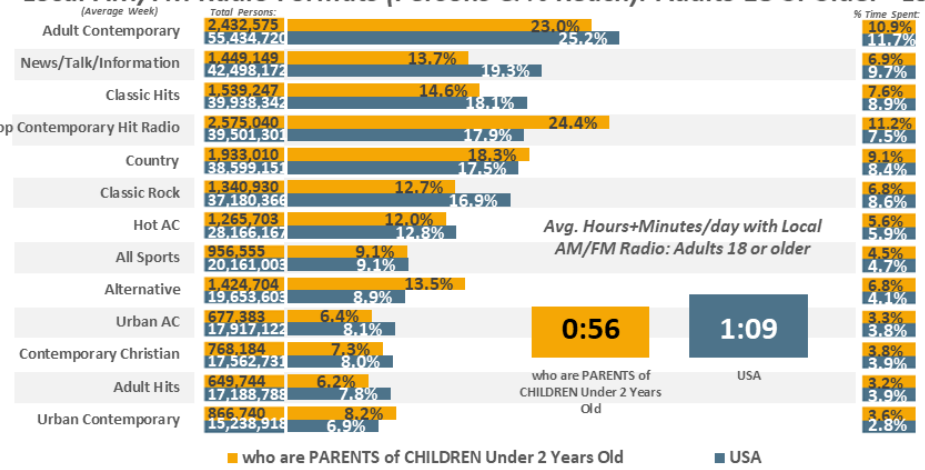
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Lifestyle changes/events personally plan to do next 12 mths: Birth of a child



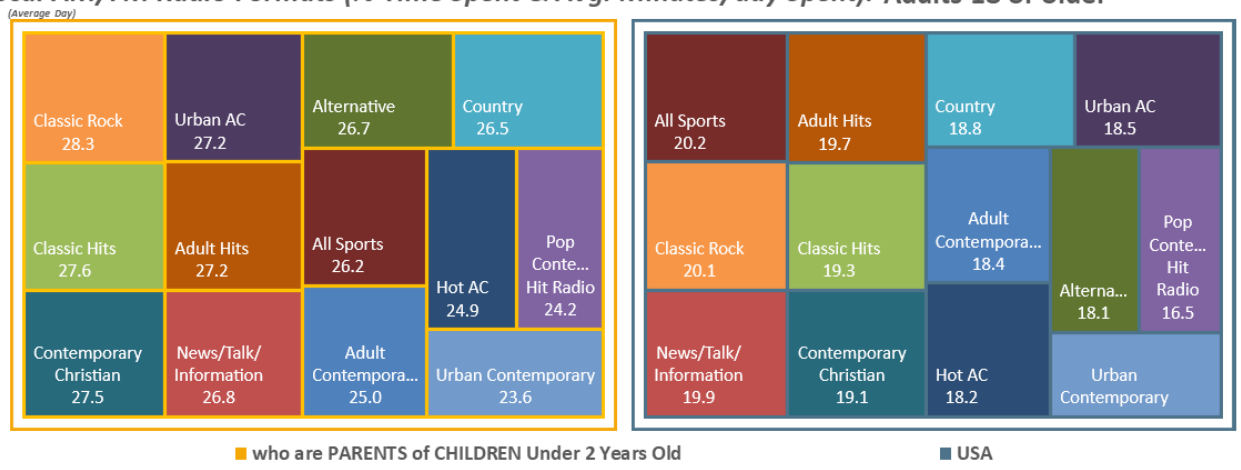
Parents of Kids Under Age 2

10,177,285 or 82.7% of Adults 18 or older who are PARENTS of CHILDREN Under 2 Years Old listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Country, Classic Hits, and Alternative.

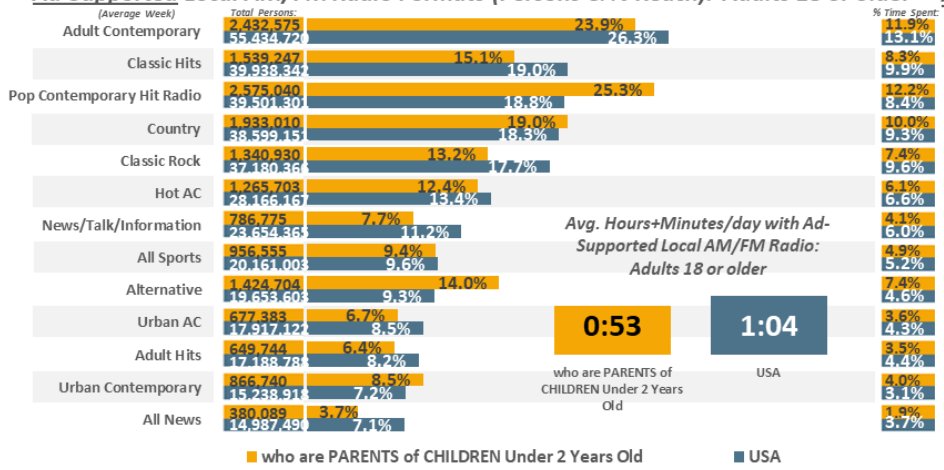
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



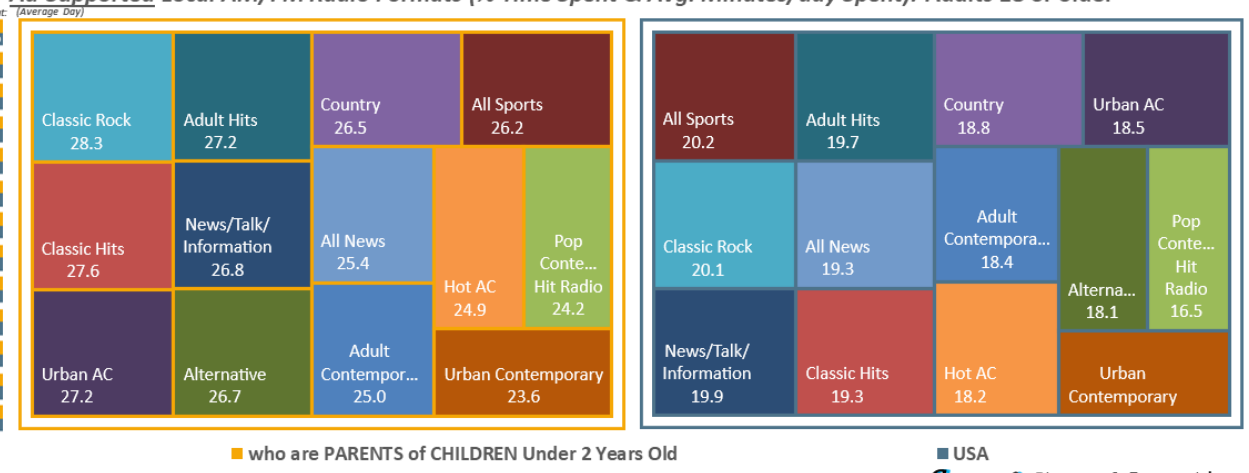
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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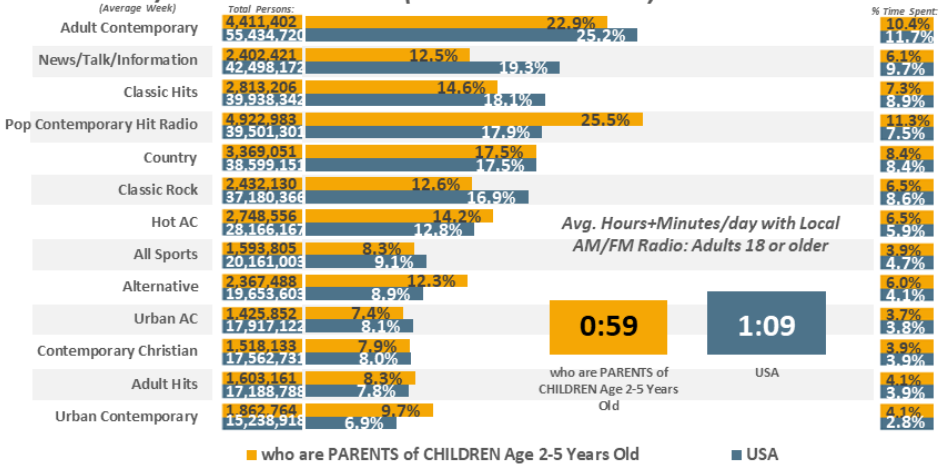
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(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age under 2

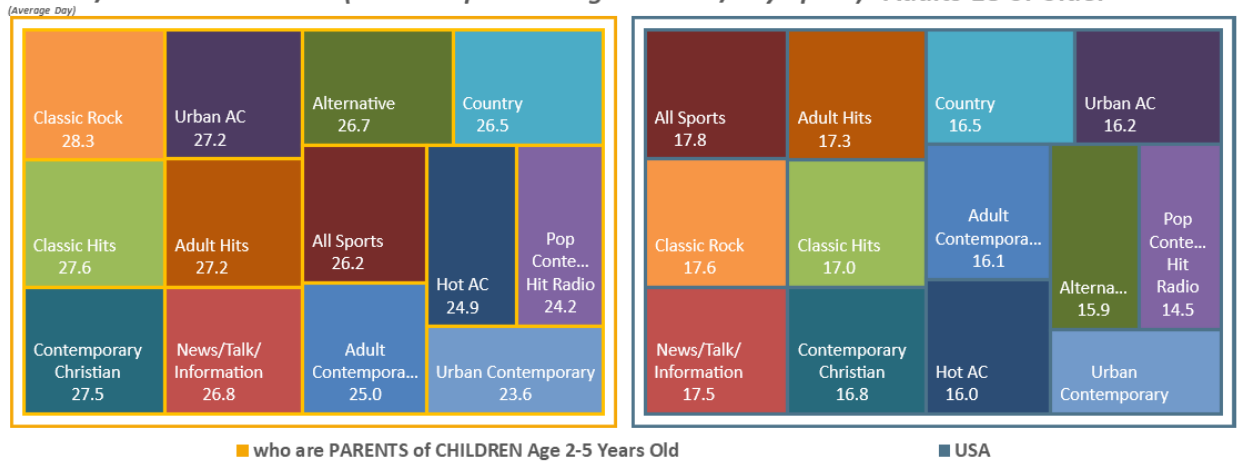


18,465,506 or 82.6% of Adults 18 or older who are PARENTS of CHILDREN Age 2-5 Years Old listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Country, Classic Hits, and Hot AC.

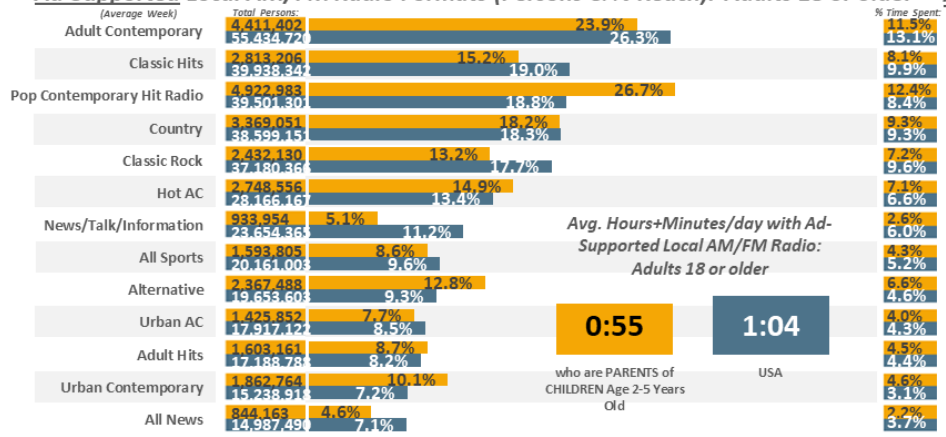
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



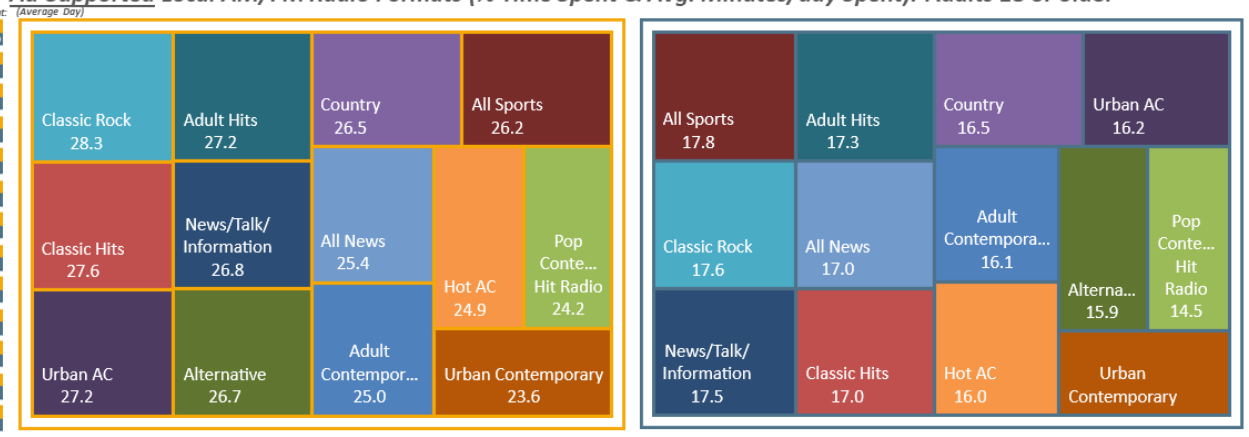
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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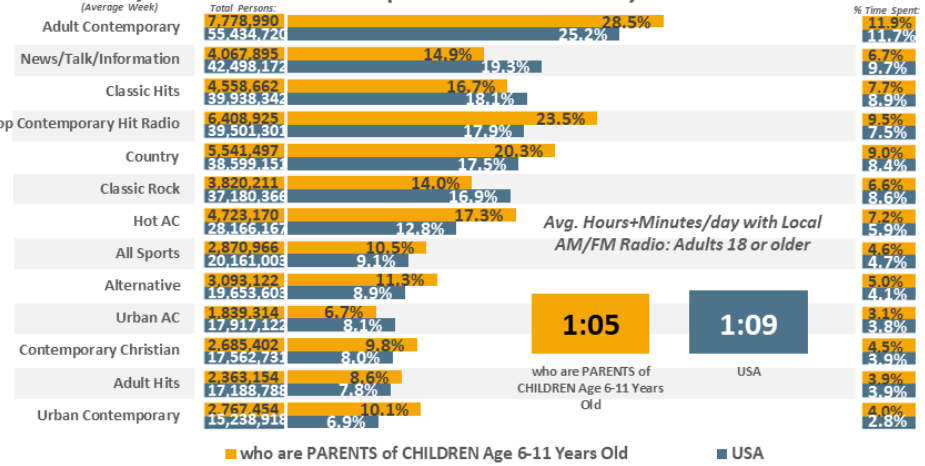
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(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 2 - 5

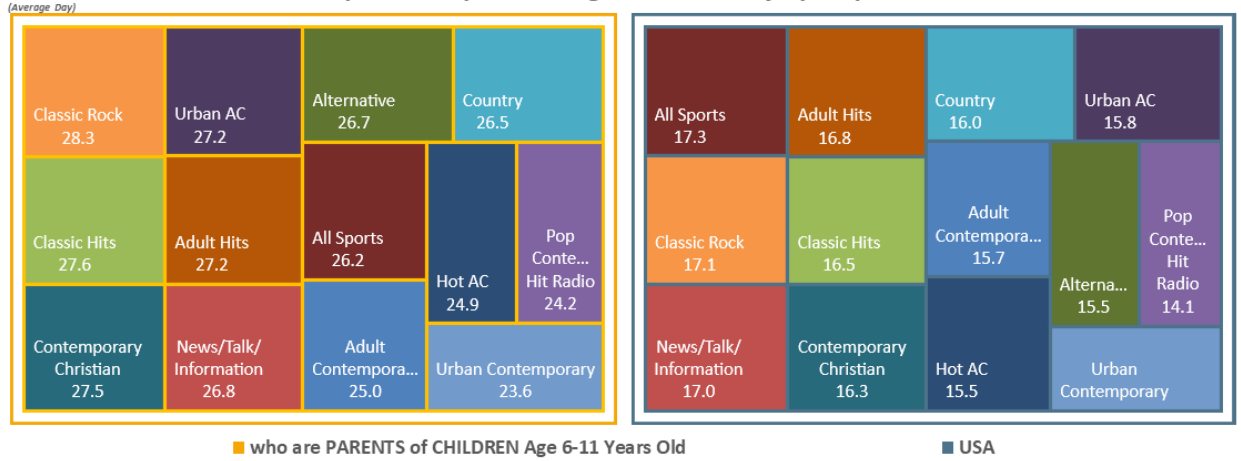


26,057,360 or 84.4% of Adults 18 or older who are PARENTS of CHILDREN Age 6-11 Years Old listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Hot AC, and Classic Hits.

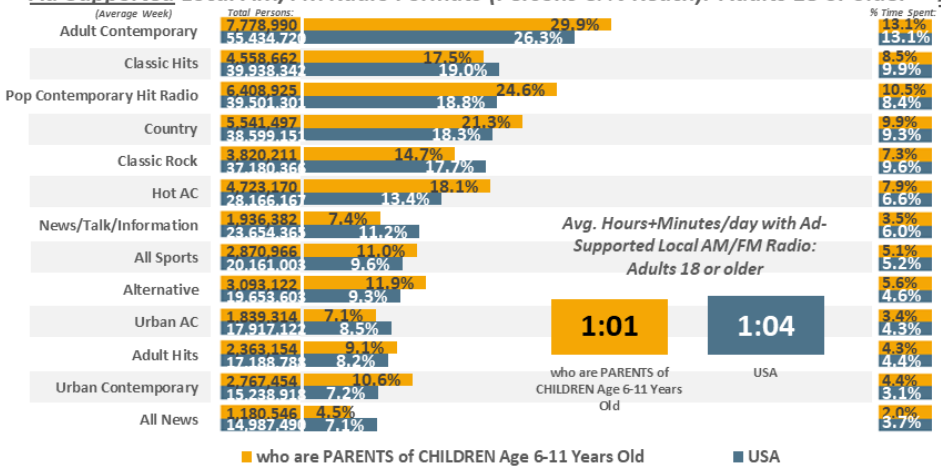
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



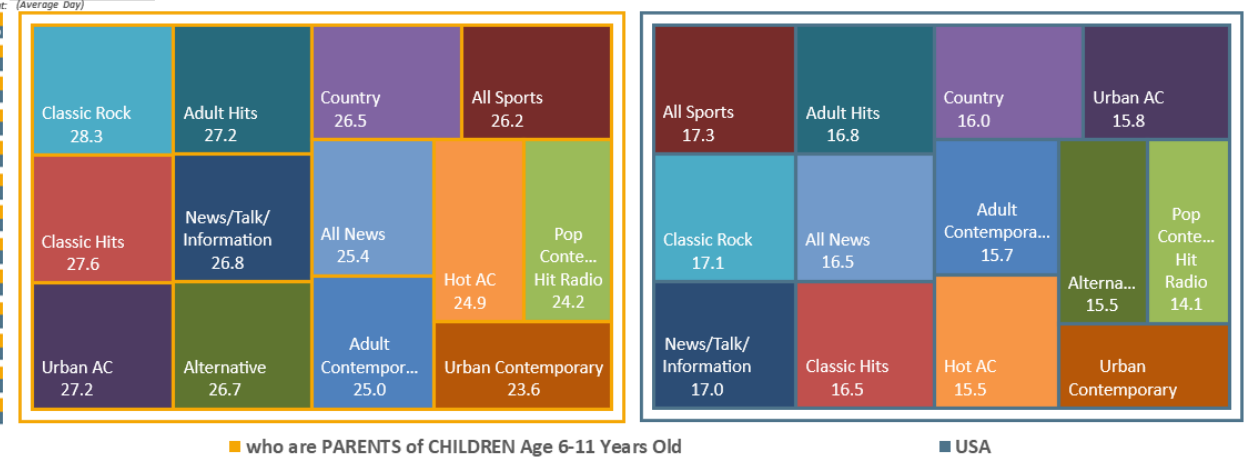
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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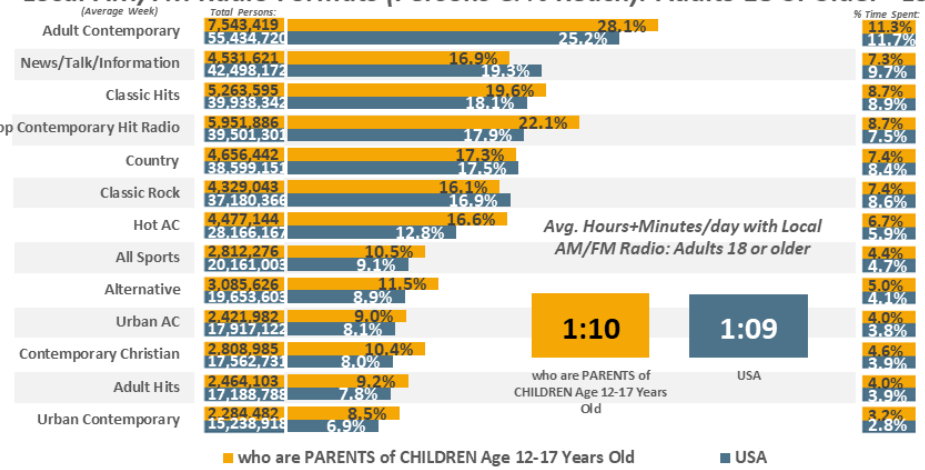
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(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 6 - 11

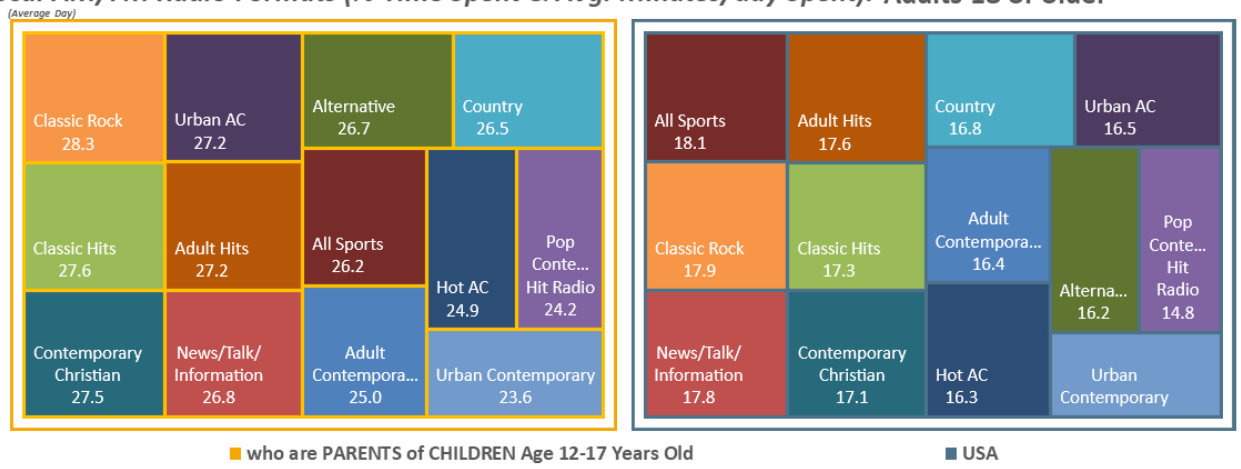


25,561,790 or 86.1% of Adults 18 or older who are PARENTS of CHILDREN Age 12-17 Years Old listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Hot AC.

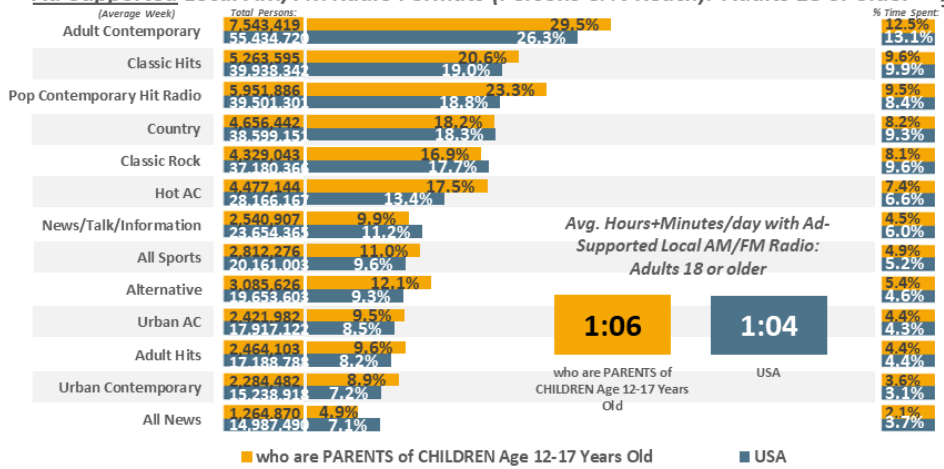
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



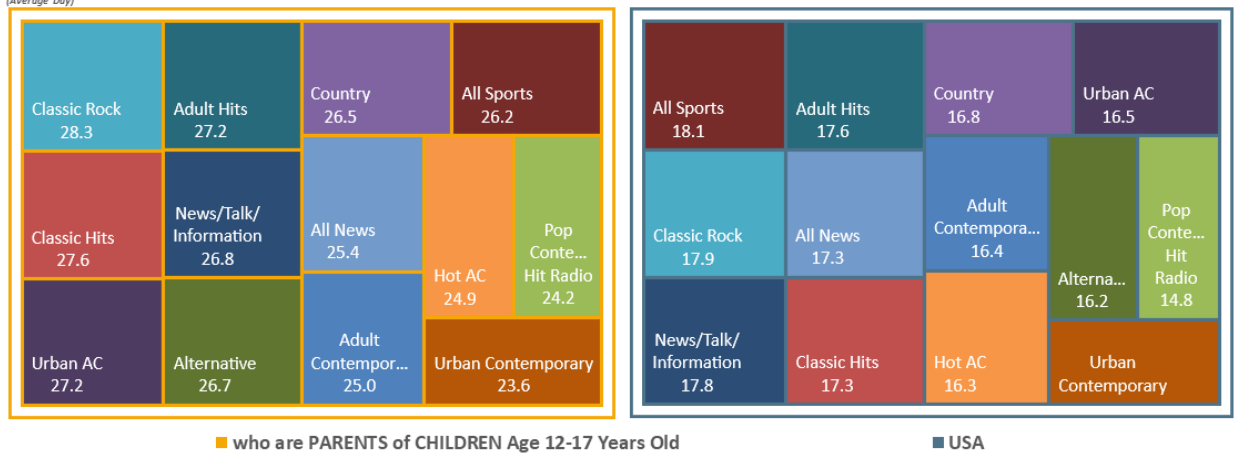
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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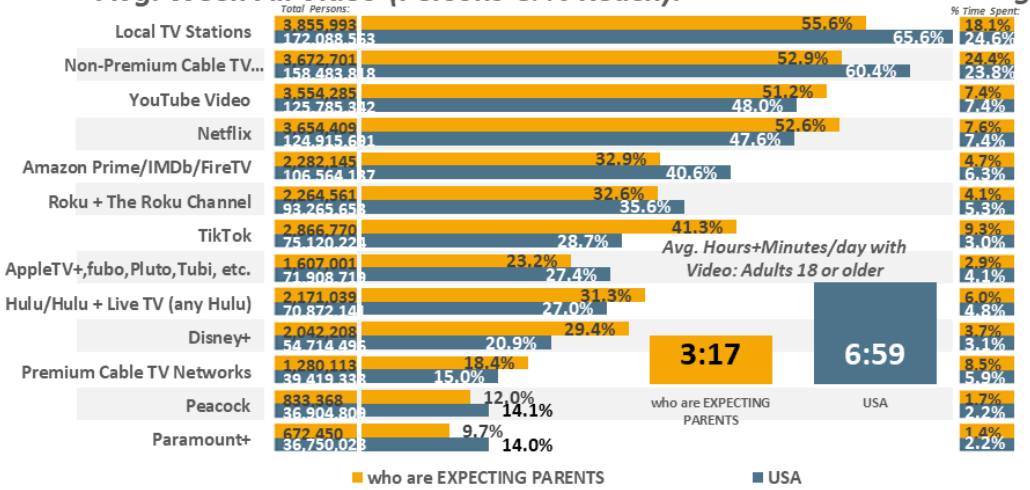
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 12 - 17



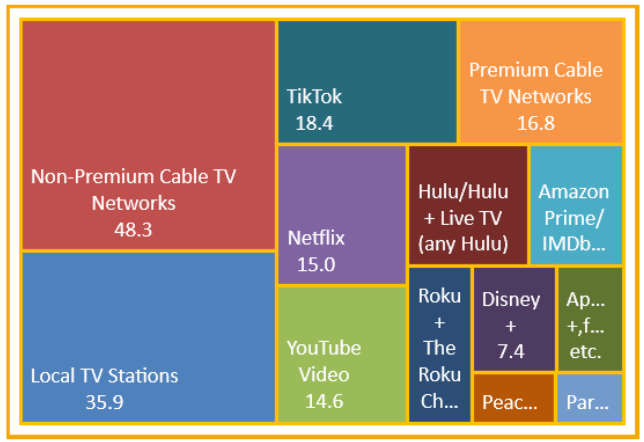
Expecting Parents

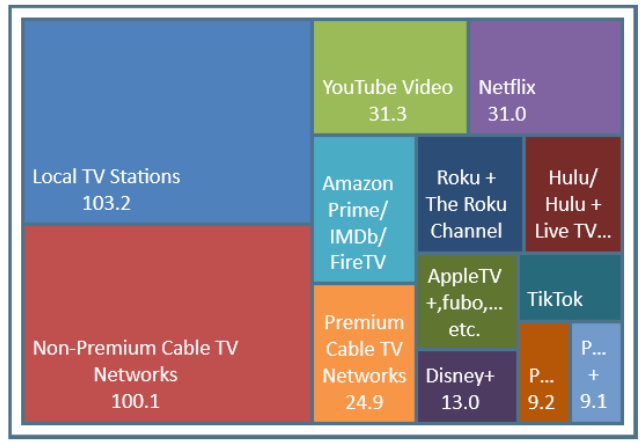
3,799,106 or 54.7% of Adults 18 or older who are EXPECTING PARENTS watch Ad-Supported Local TV Stations for an average of 34.1 minutes every day representing 21.3% of all time spent daily with Ad-Supported Video.

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

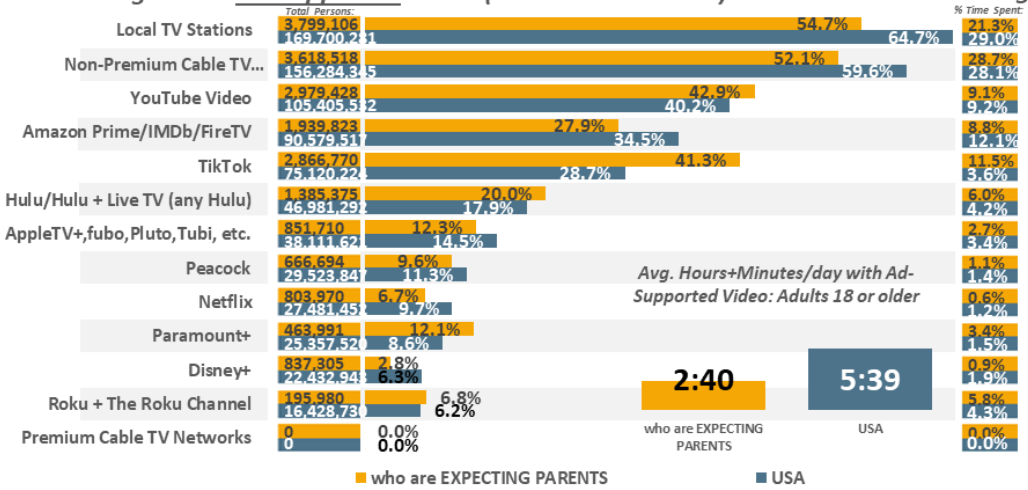


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

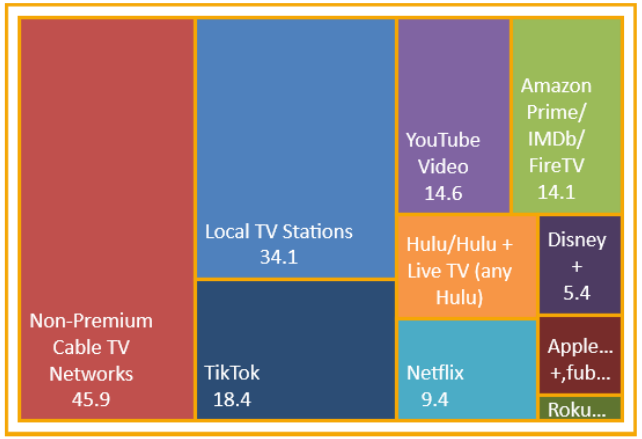


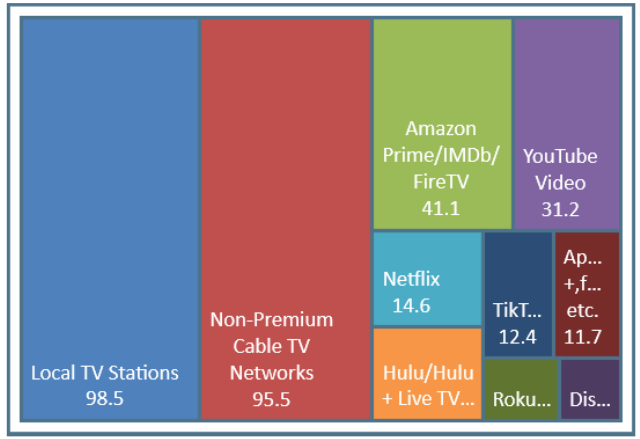


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





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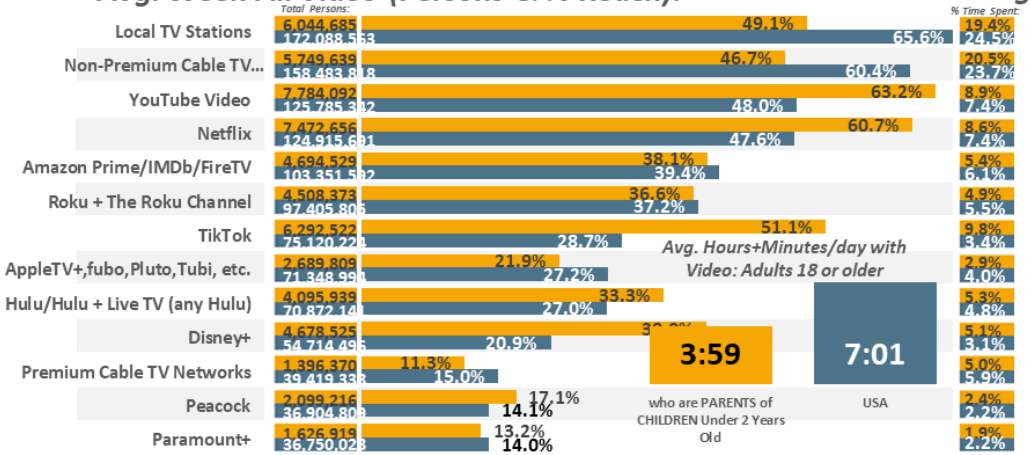
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Lifestyle changes/events personally plan to do next 12 mths: Birth of a child



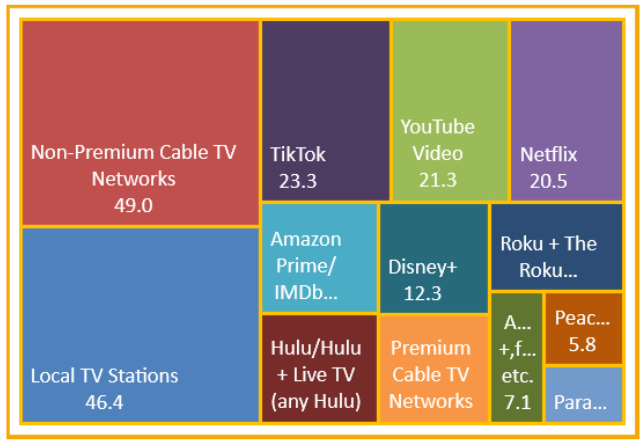
Parents of Kids Under Age 2

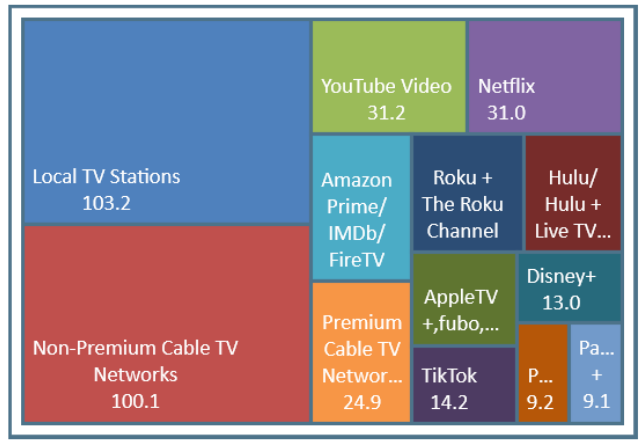
5,963,732 or 48.5% of Adults 18 or older who are PARENTS of CHILDREN Under 2 Years Old watch Ad-Supported Local TV Stations for an average of 44.5 minutes every day representing 23.7% of all time spent daily with Ad-Supported Video.

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

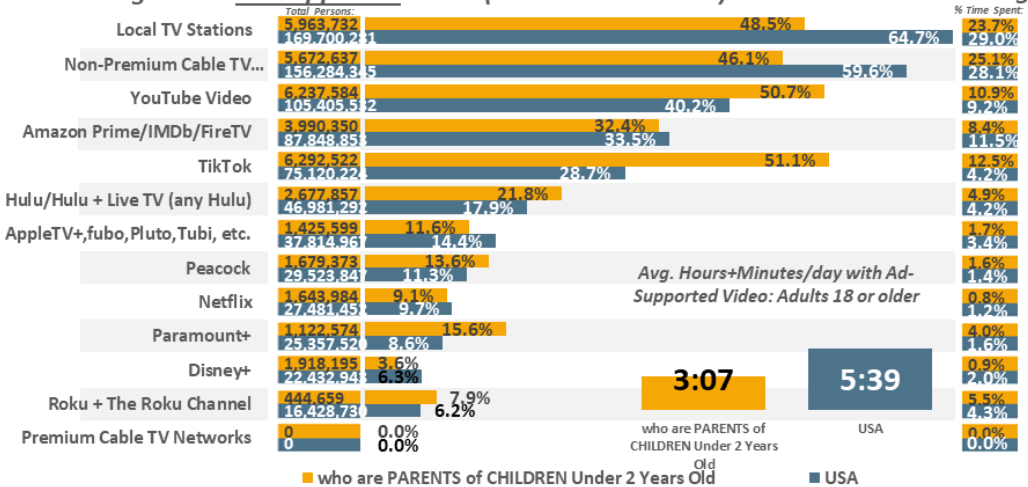


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

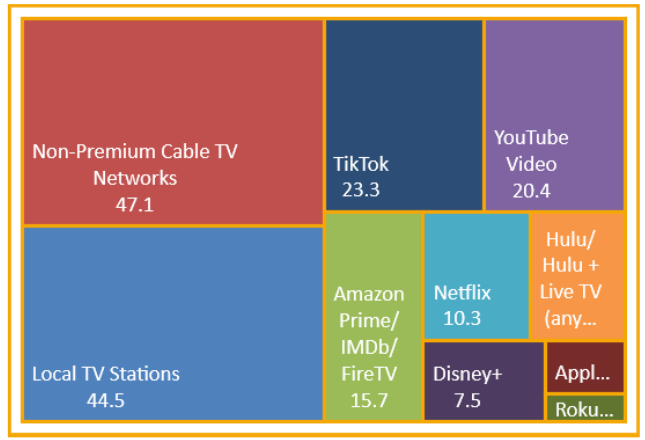


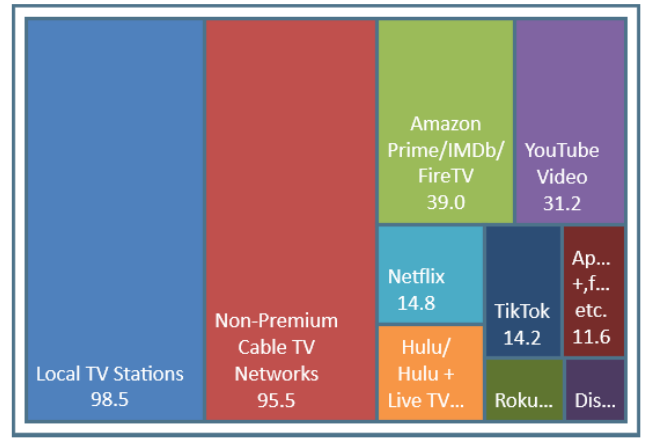


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





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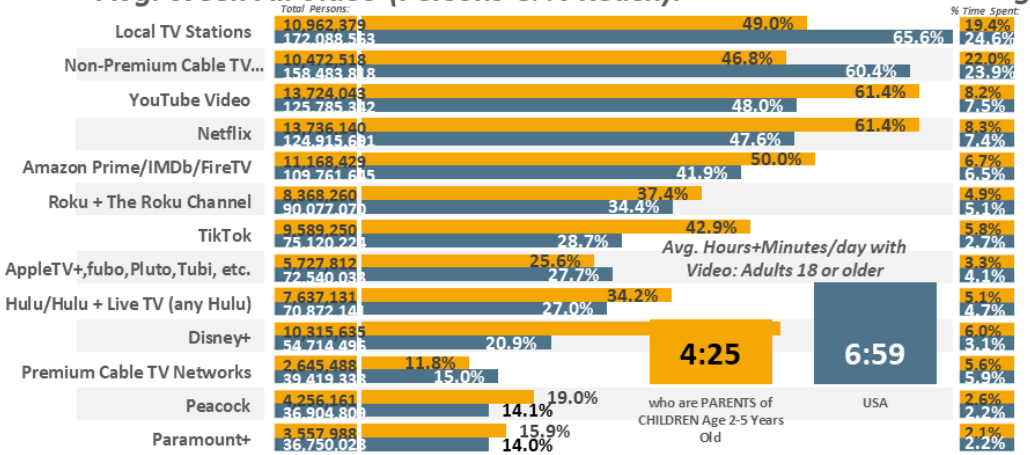
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(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age under 2

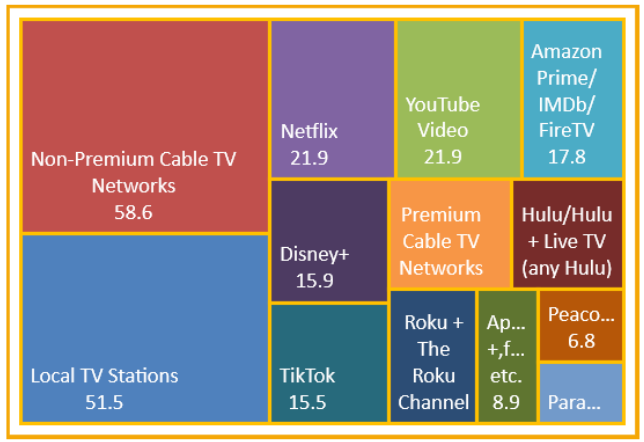


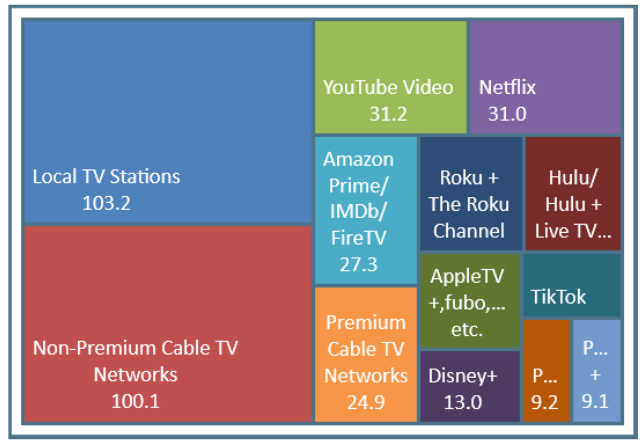
10,806,640 or 48.3% of Adults 18 or older who are PARENTS of CHILDREN Age 2-5 Years Old watch Ad-Supported Local TV Stations for an average of 49.7 minutes every day representing 23.8% of all time spent daily with Ad-Supported Video.

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

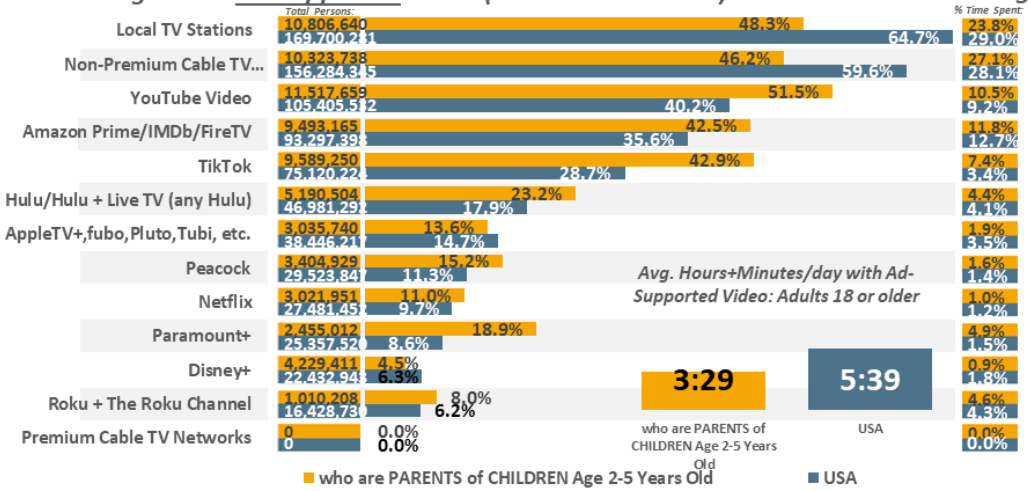


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

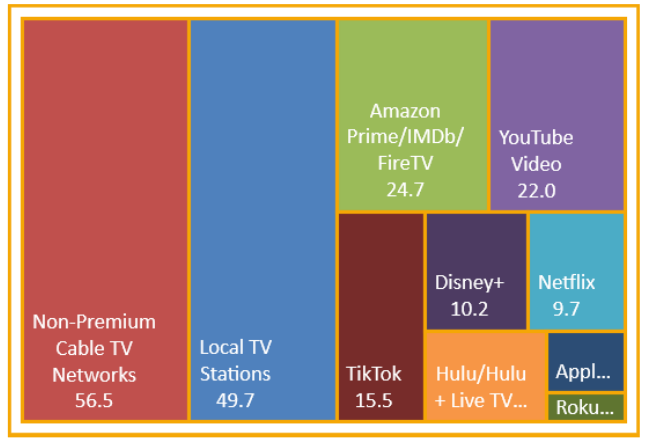


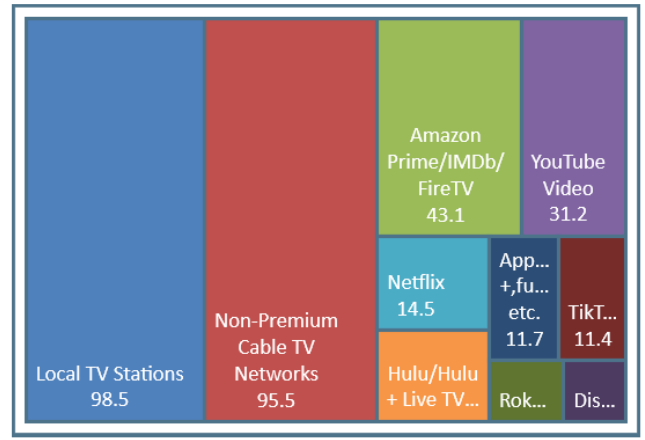


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





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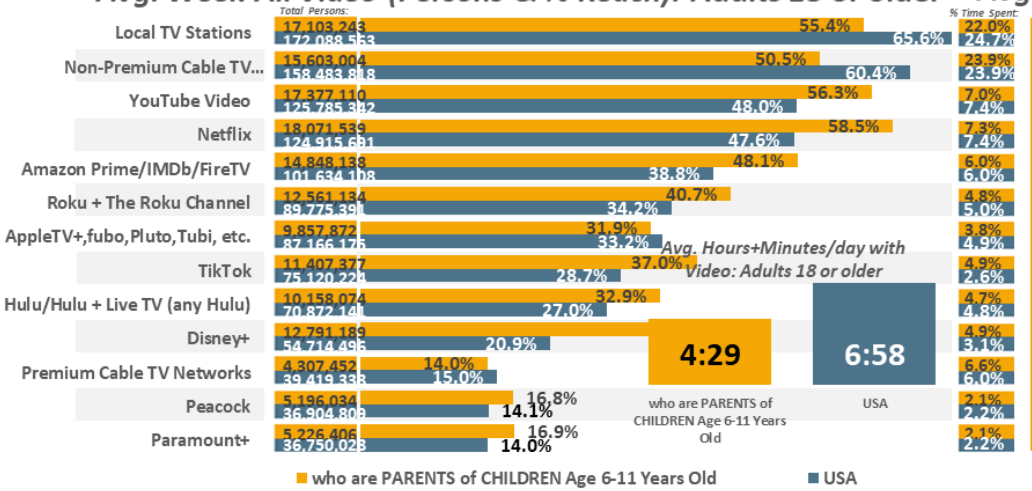
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(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 2 - 5

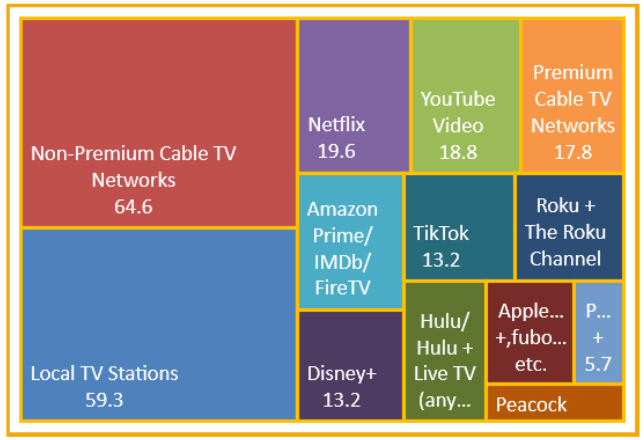


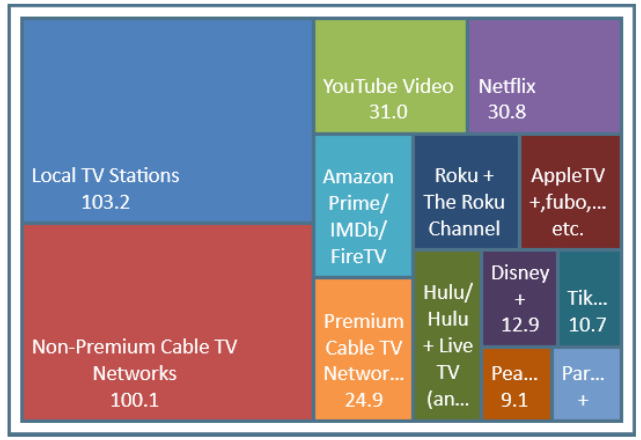
16,856,282 or 54.6% of Adults 18 or older who are PARENTS of CHILDREN Age 6-11 Years Old watch Ad-Supported Local TV Stations for an average of 57.4 minutes every day representing 26.5% of all time spent daily with Ad-Supported Video.

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

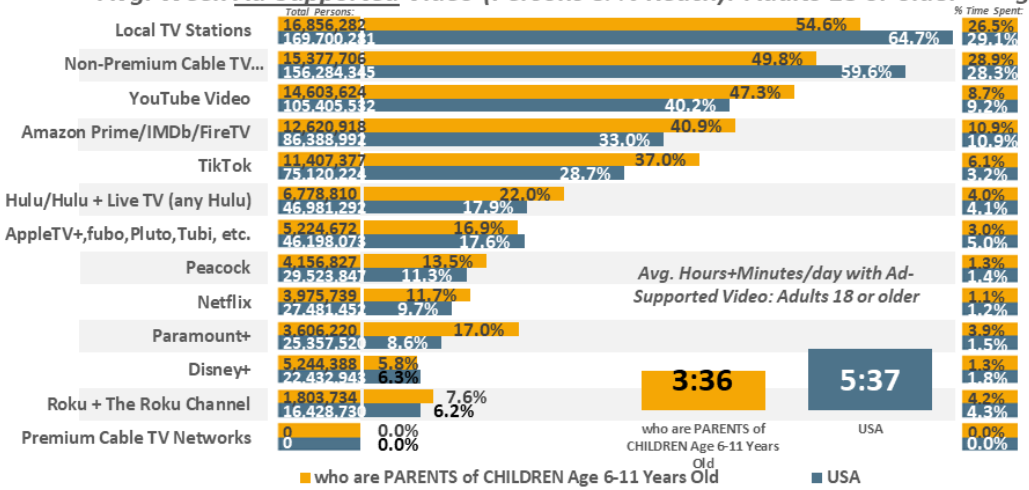


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

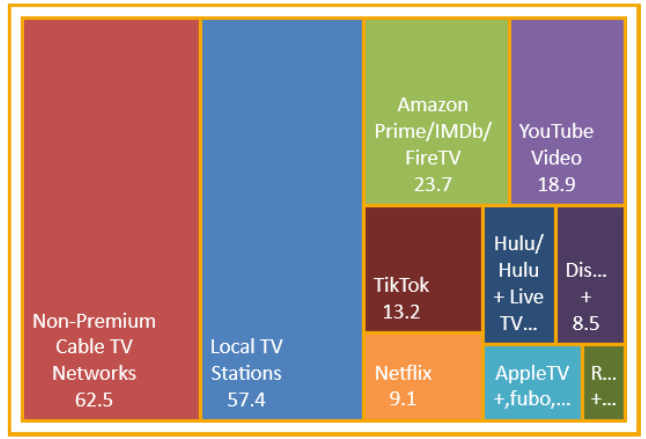


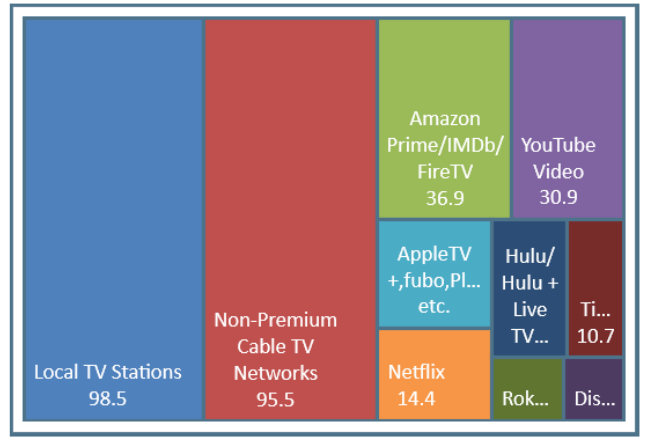


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,035

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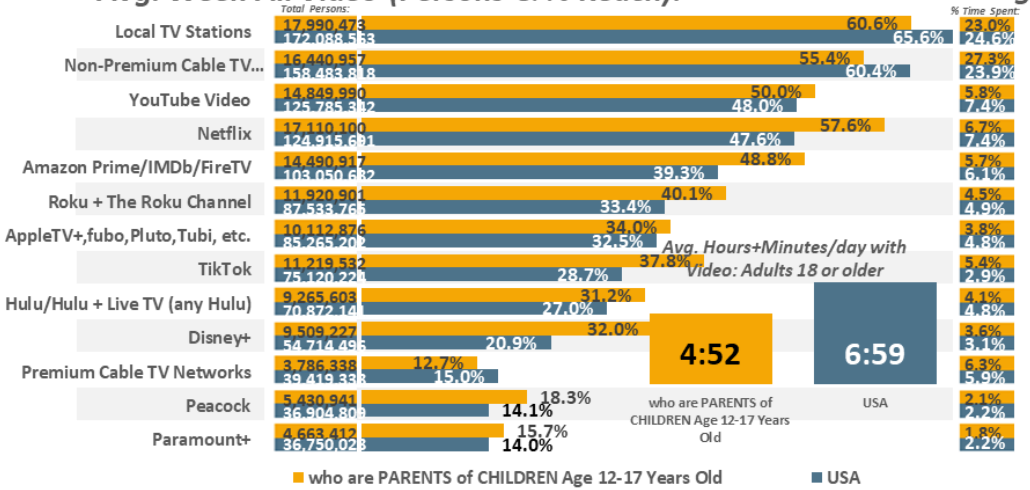
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(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 6 - 11

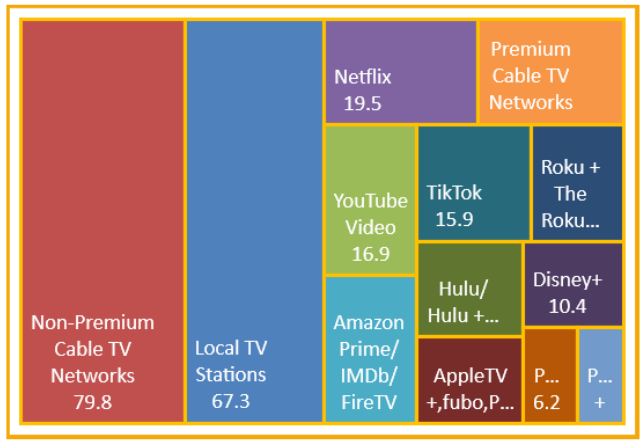


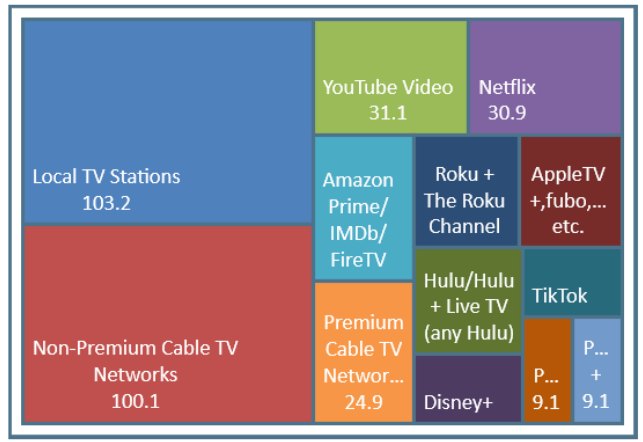
17,706,108 or 59.6% of Adults 18 or older who are PARENTS of CHILDREN Age 12-17 Years Old watch Ad-Supported Local TV Stations for an average of 64.8 minutes every day representing 26.9% of all time spent daily with Ad-Supported Video.

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

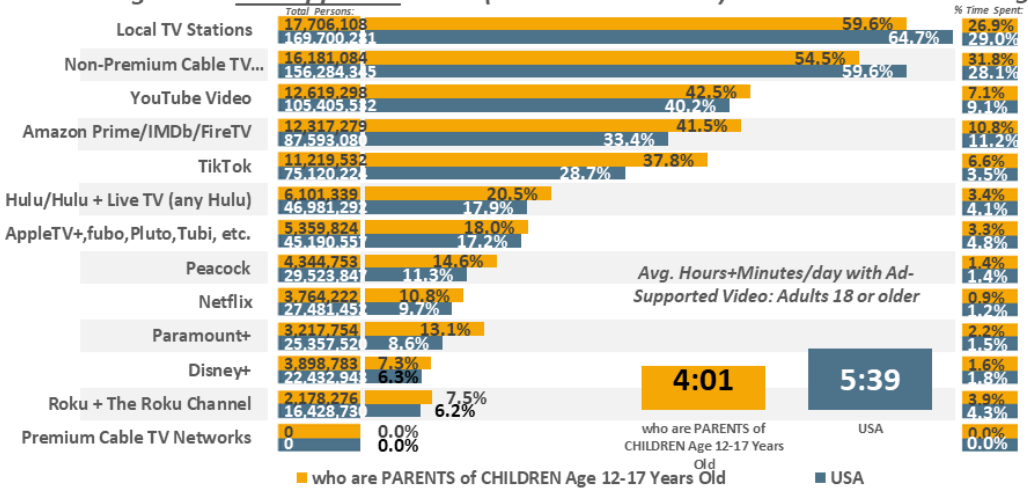


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

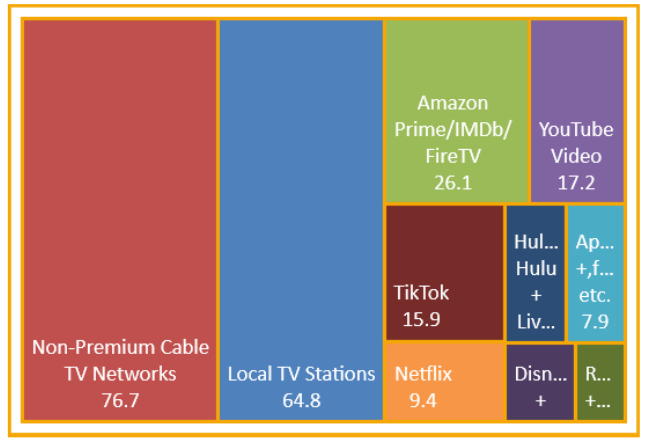


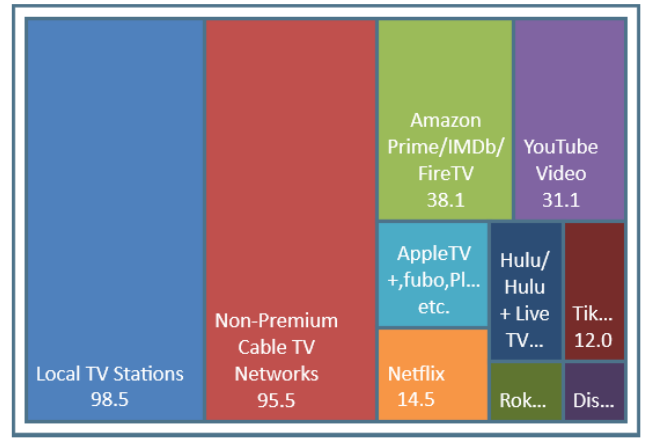


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





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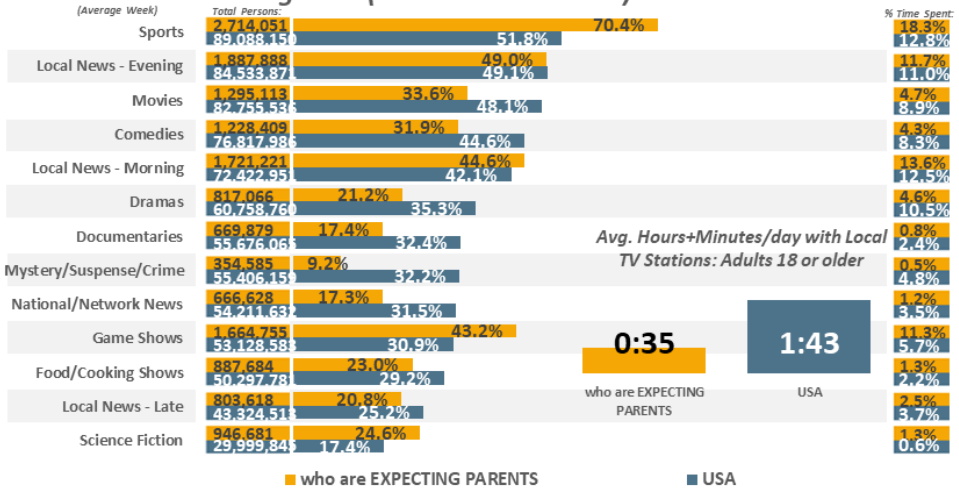
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 12 - 17



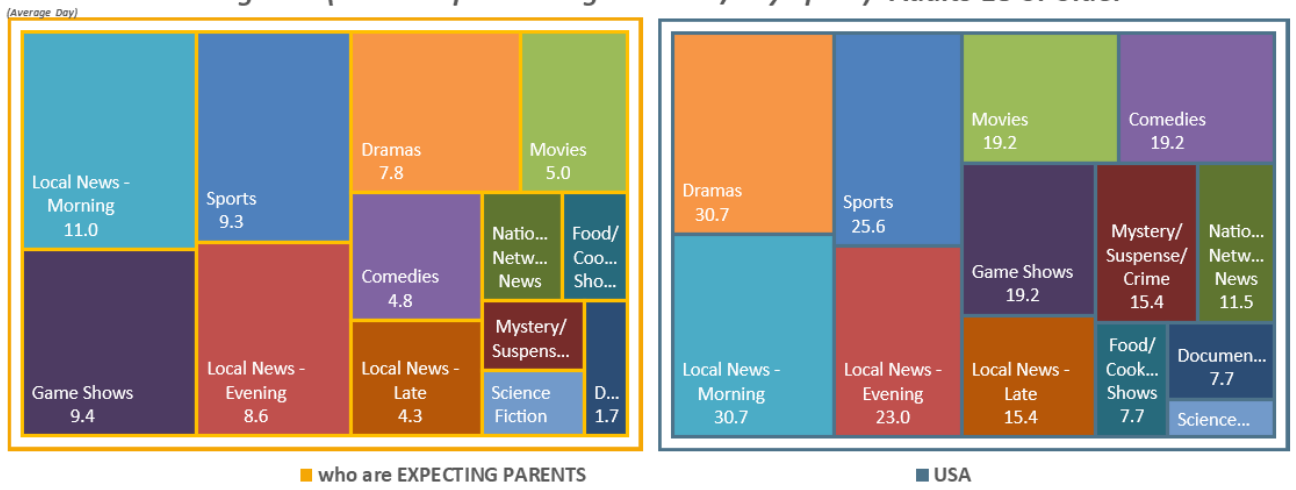
Expecting Parents

3,799,106 or 54.7% of Adults 18 or older who are EXPECTING PARENTS watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Game Shows, Movies, and Comedies.

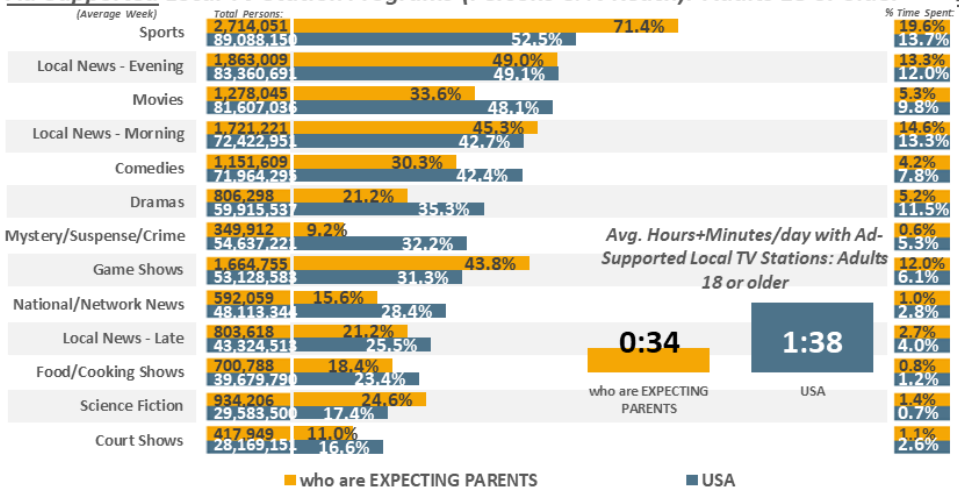
Local TV Station Programs (Persons & % Reach): Adults 18 or older



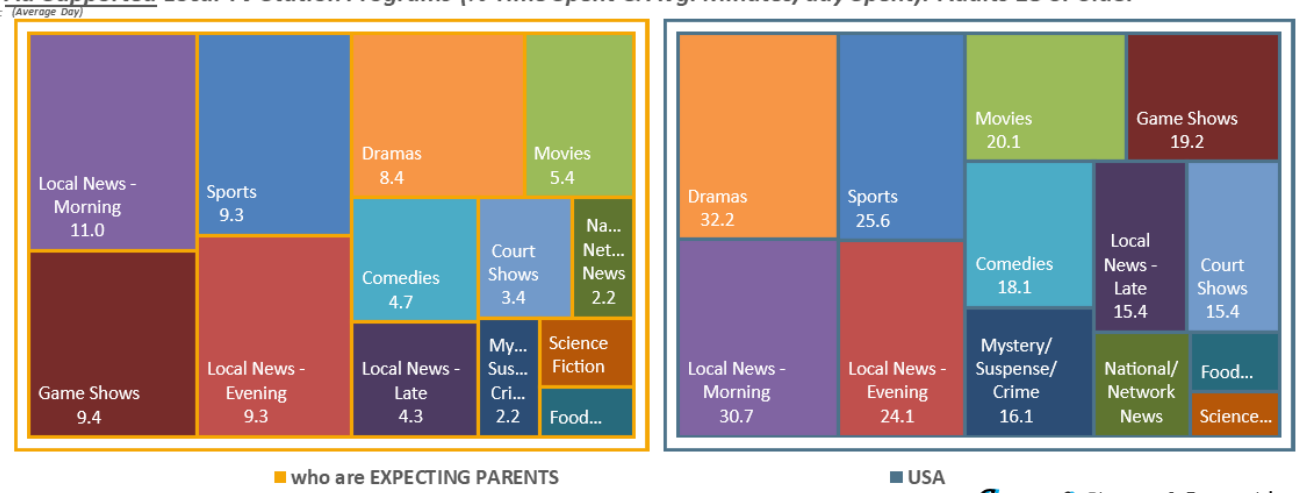
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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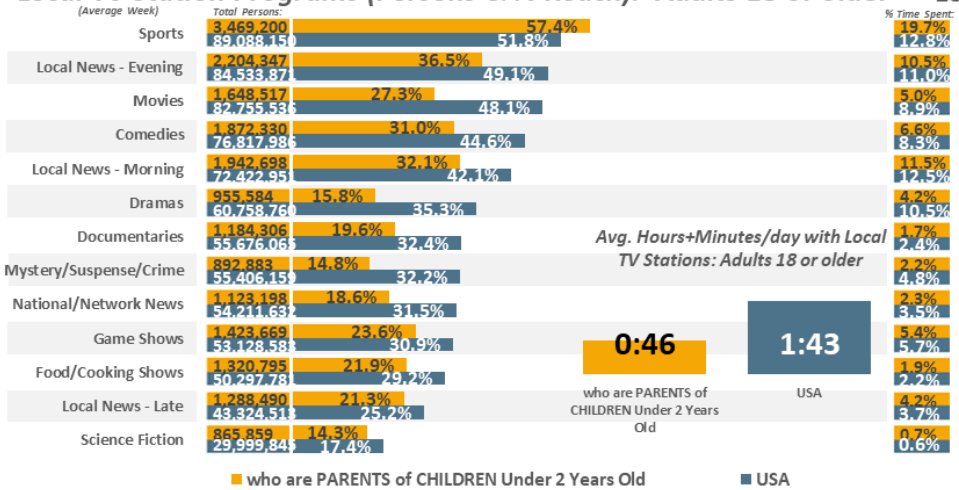
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Lifestyle changes/events personally plan to do next 12 mths: Birth of a child



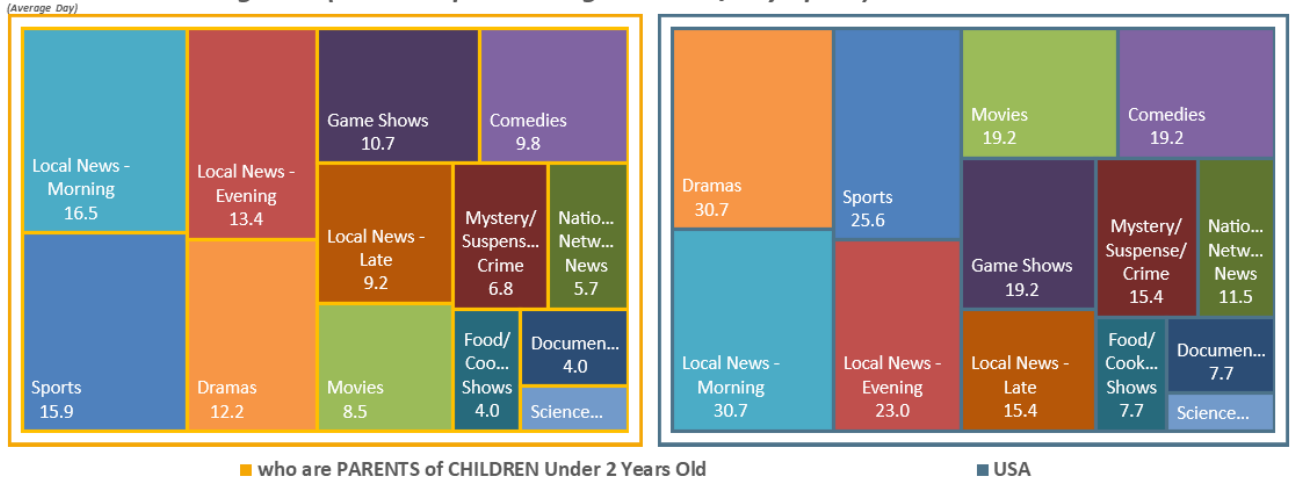
Parents of Kids Under Age 2

5,963,732 or 48.5% of Adults 18 or older who are PARENTS of CHILDREN Under 2 Years Old watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Game Shows.

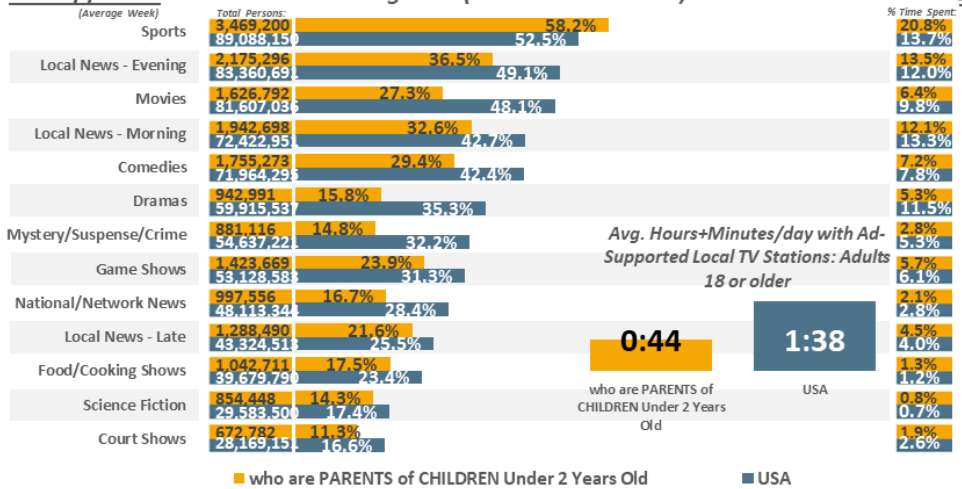
Local TV Station Programs (Persons & % Reach): Adults 18 or older



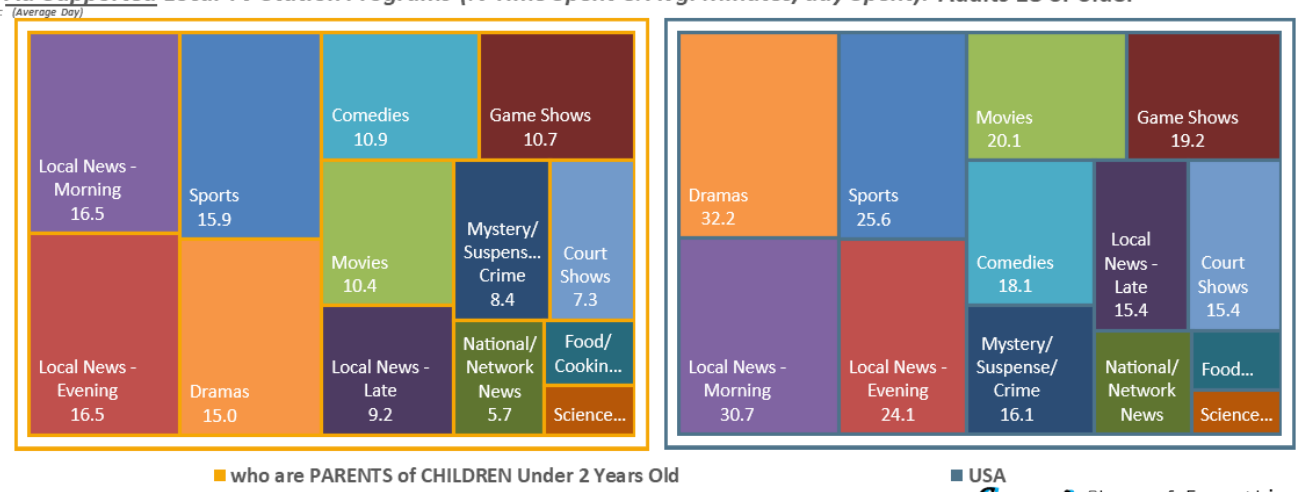
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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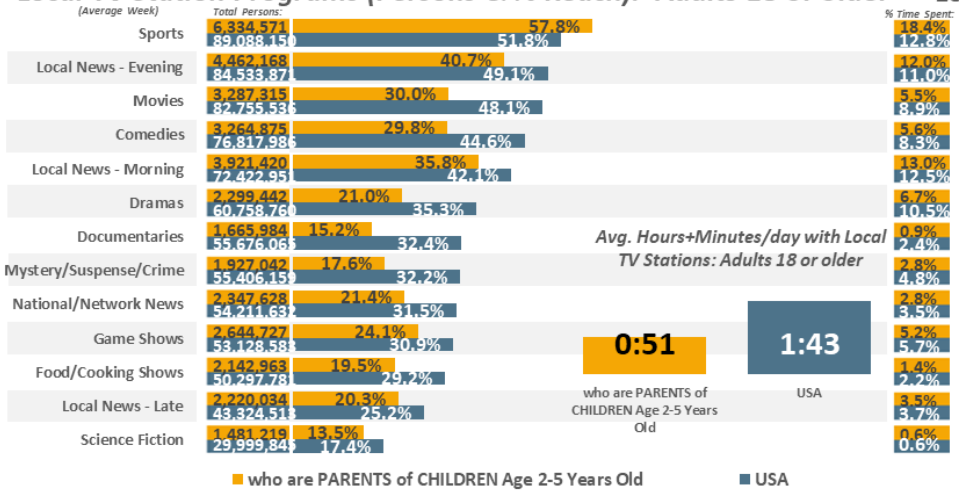
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age under 2



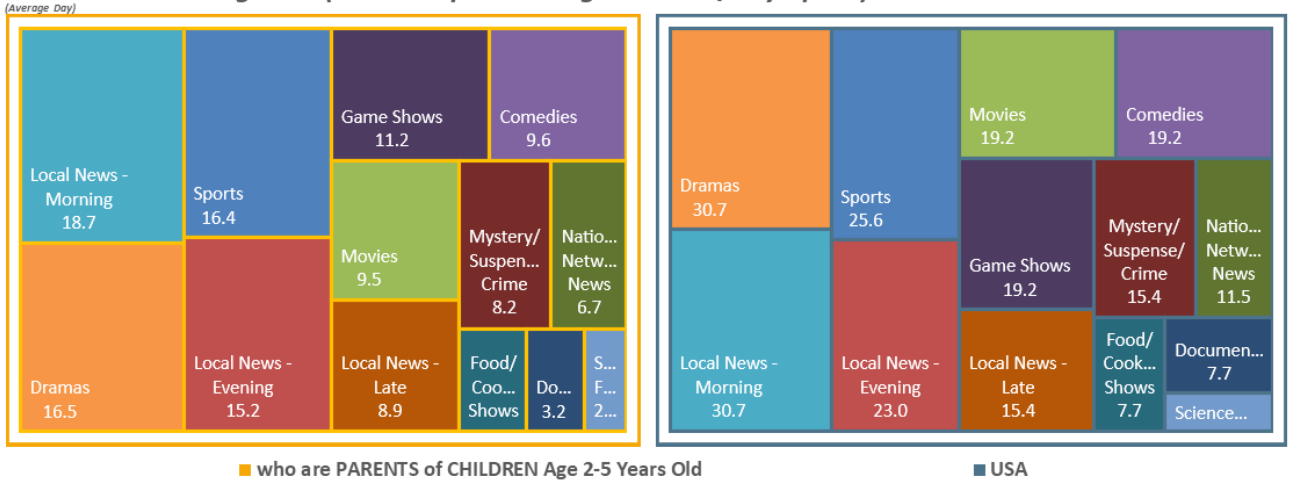
Parents of Kids Age 2-5

10,806,640 or 48.3% of Adults 18 or older who are PARENTS of CHILDREN Age 2-5 Years Old watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and Game Shows.

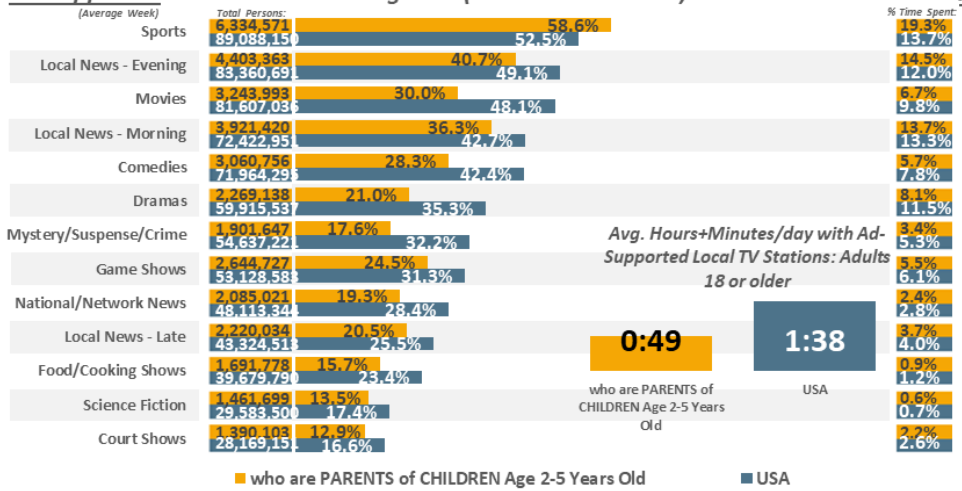
Local TV Station Programs (Persons & % Reach): Adults 18 or older



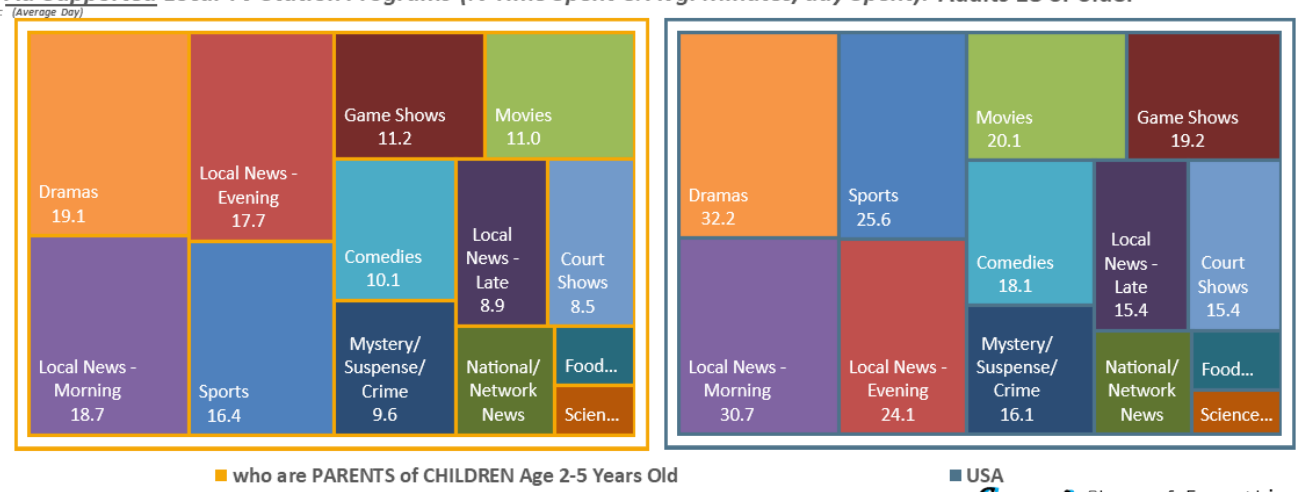
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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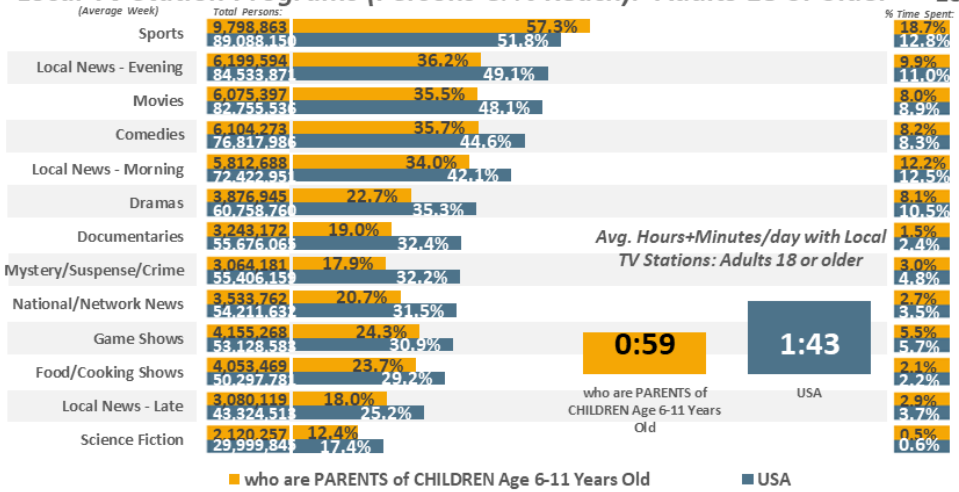
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 2 - 5



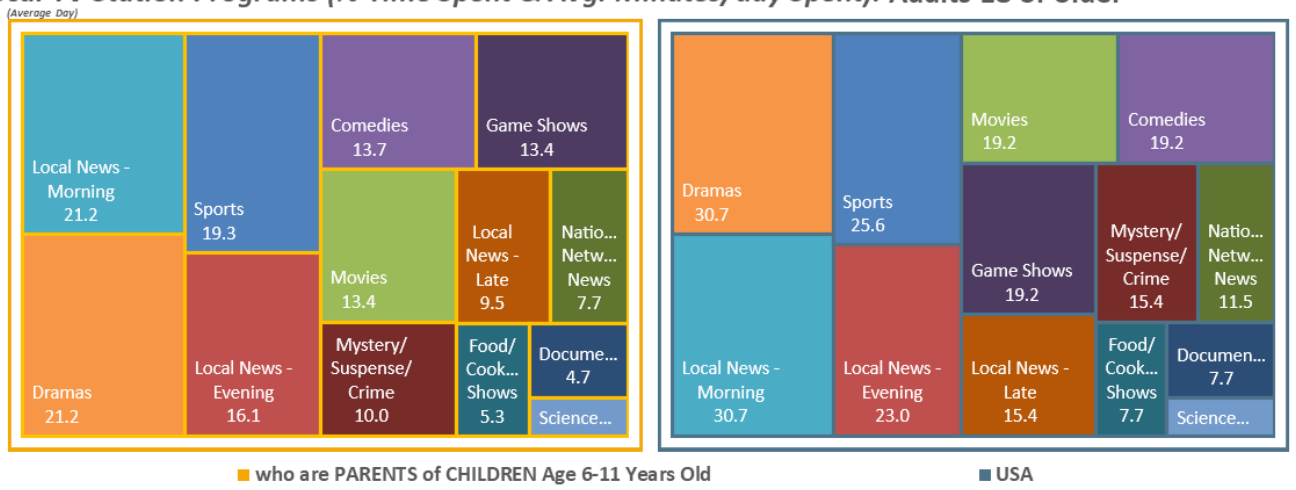
Parents of Kids Age 6-11

16,856,282 or 54.6% of Adults 18 or older who are PARENTS of CHILDREN Age 6-11 Years Old watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Game Shows.

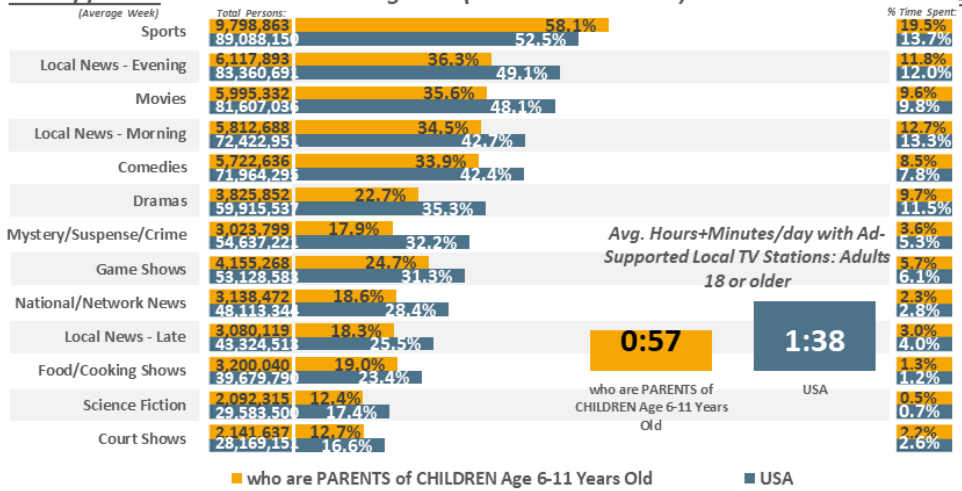
Local TV Station Programs (Persons & % Reach): Adults 18 or older



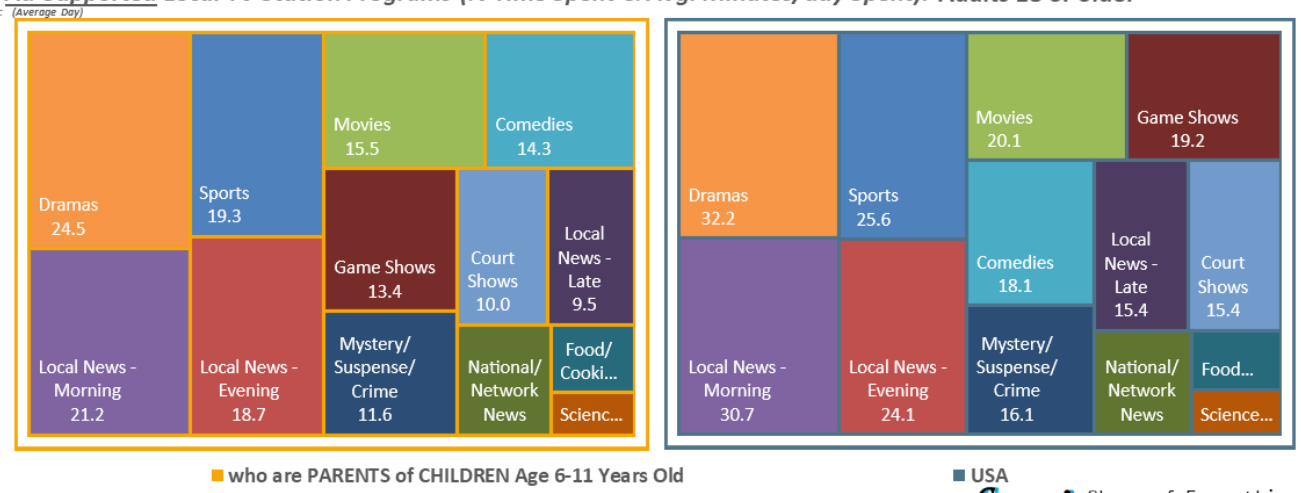
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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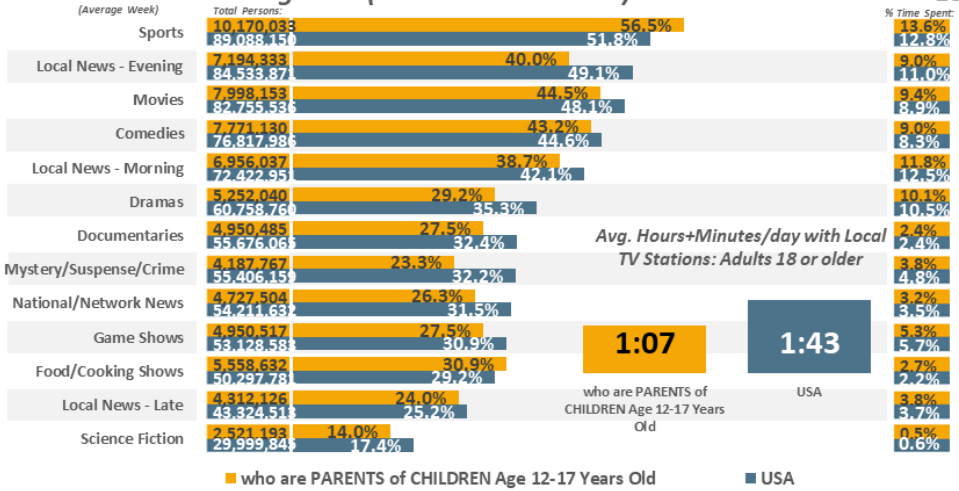
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(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 6 - 11

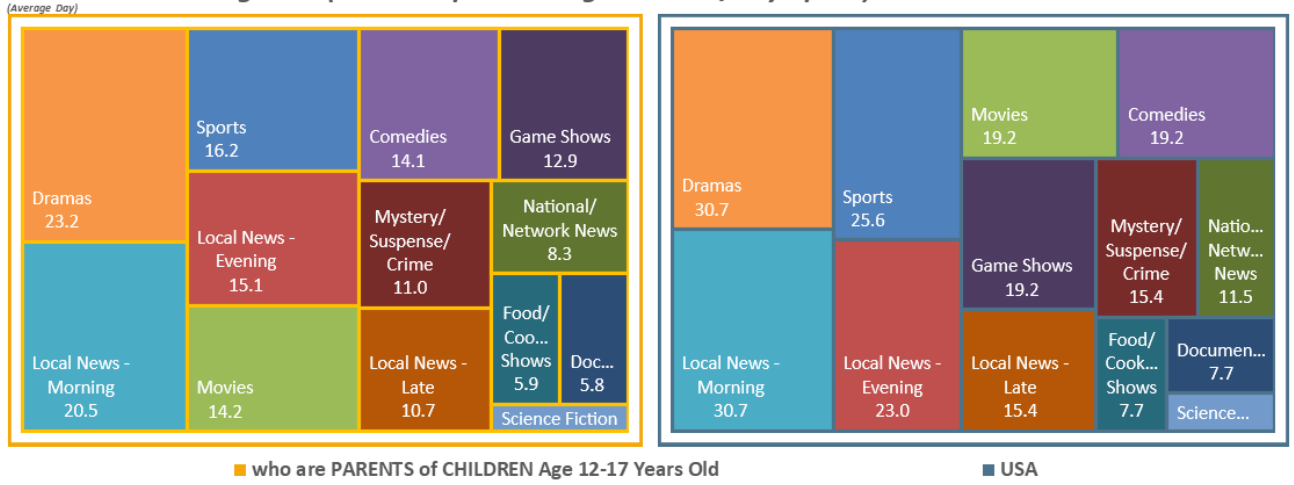


17,706,108 or 59.6% of Adults 18 or older who are PARENTS of CHILDREN Age 12-17 Years Old watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Evening, Local News - Morning, and Dramas.

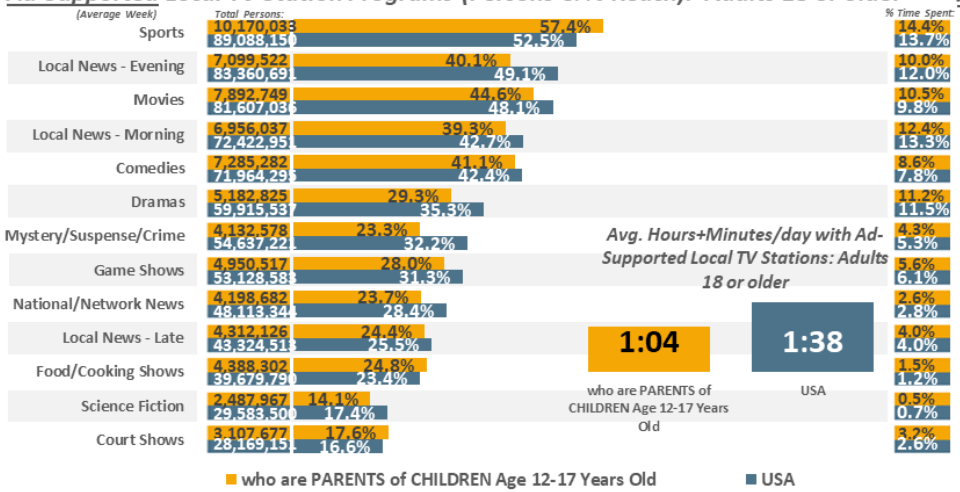
Local TV Station Programs (Persons & % Reach): Adults 18 or older



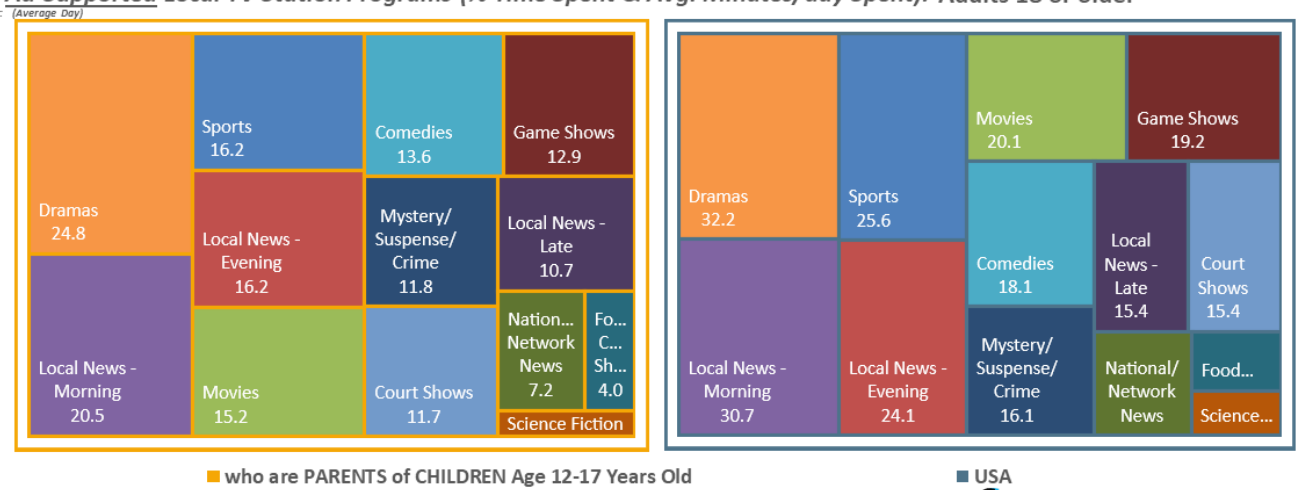
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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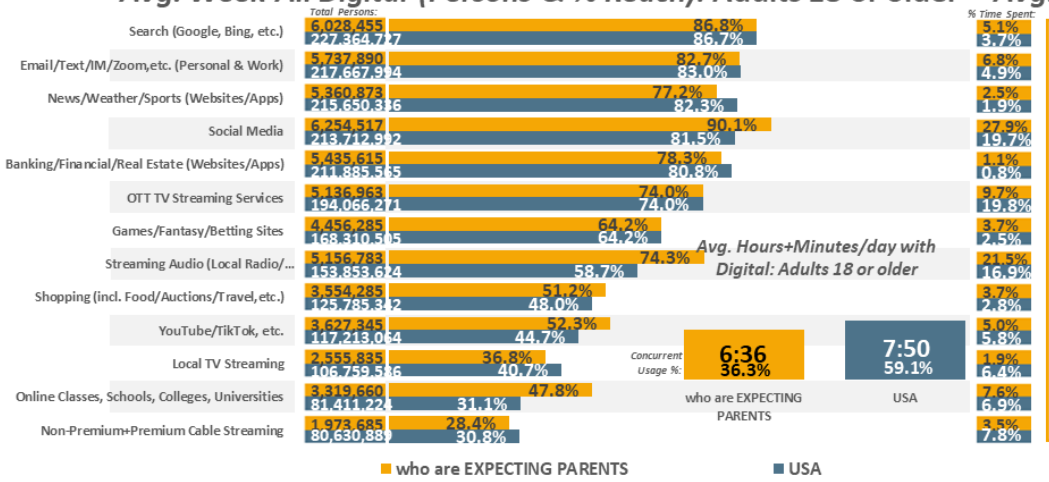
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 12 - 17



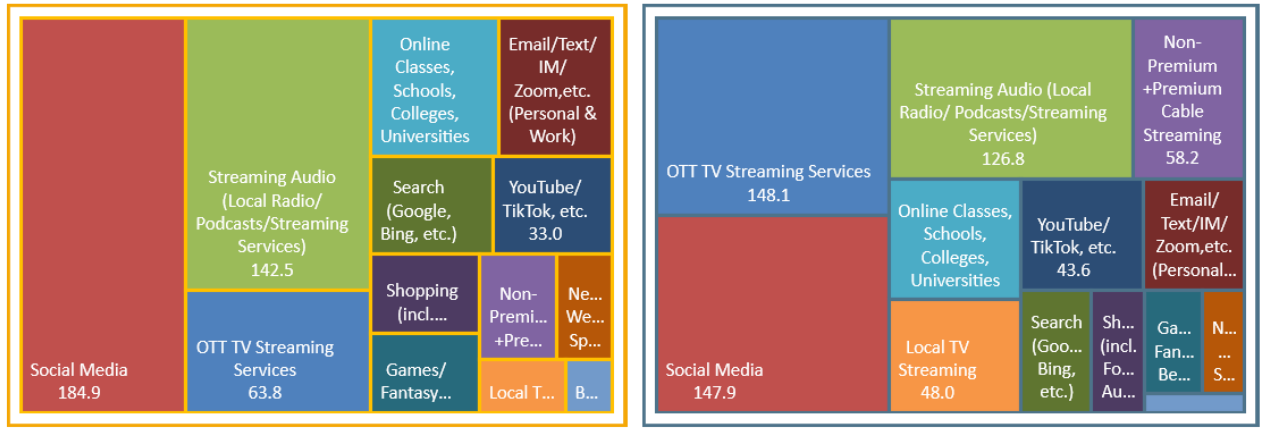
Expecting Parents

5,447,187 or 78.5% of Adults 18 or older who are EXPECTING PARENTS use Ad-Supported Social Media for an average of 170.1 minutes every day representing 34.2% of all time spent daily with Ad-Supported Digital Media.

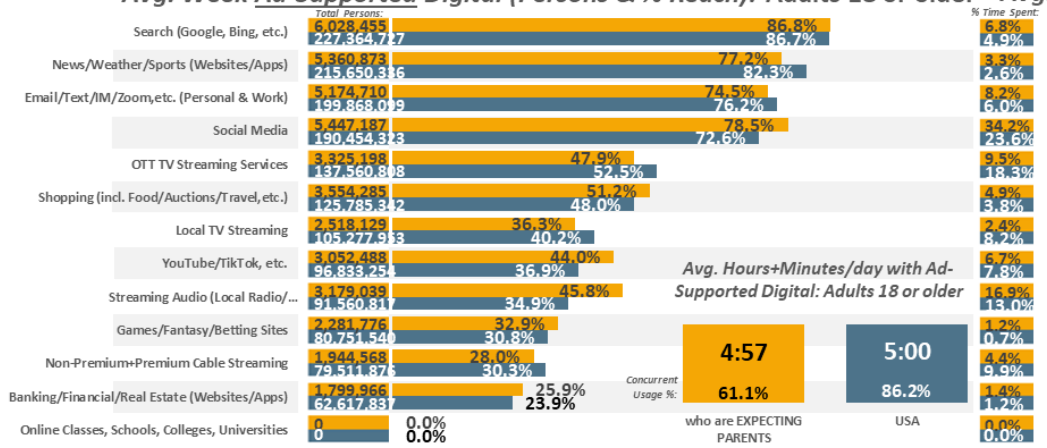
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



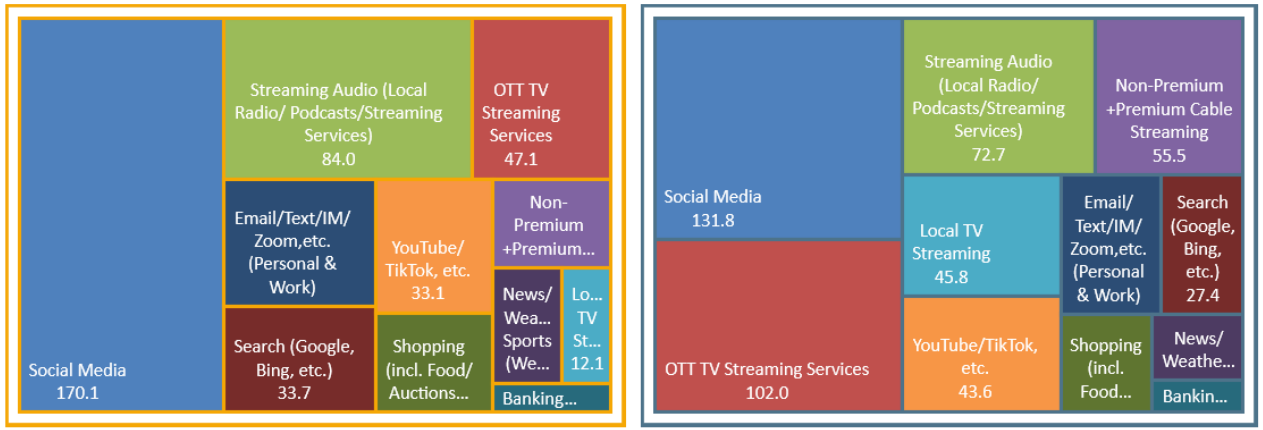
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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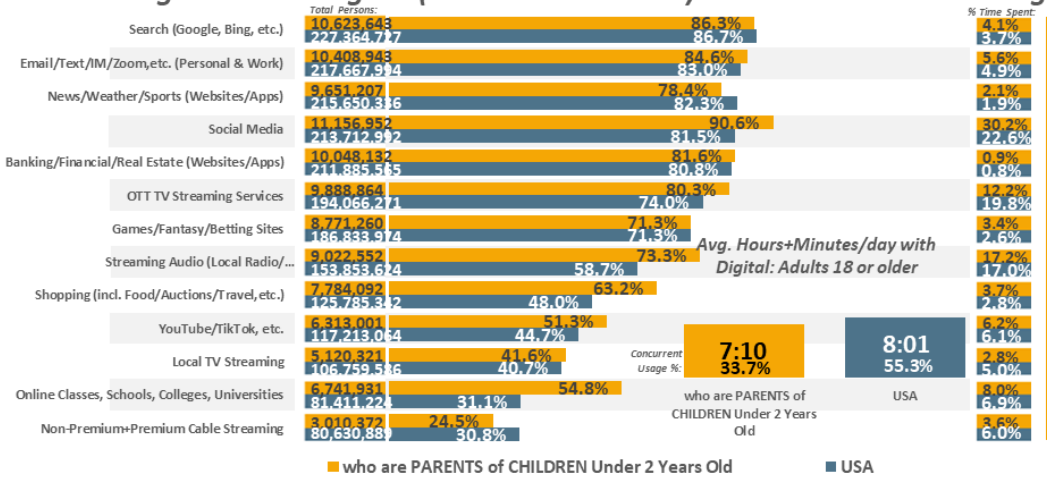
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(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Lifestyle changes/events personally plan to do next 12 mths: Birth of a child

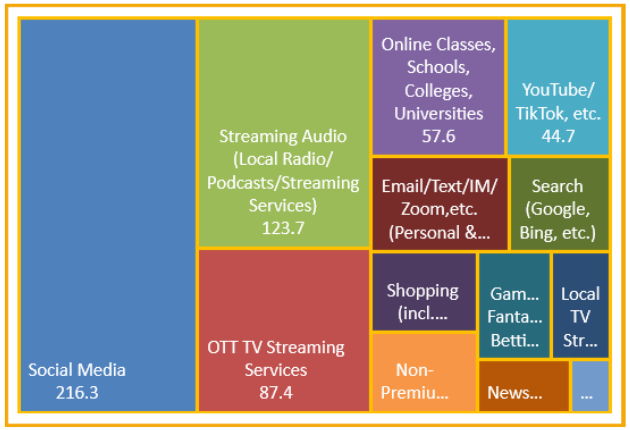


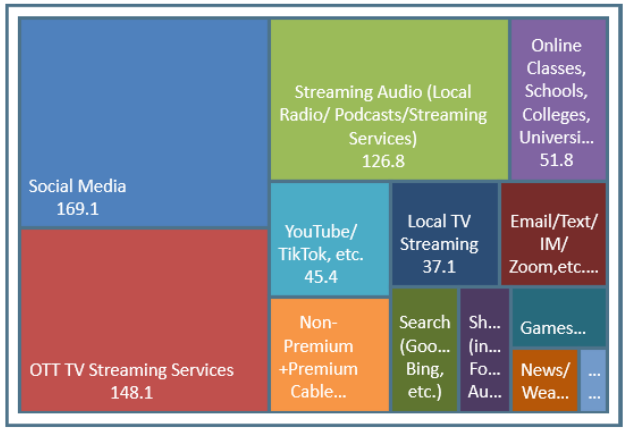
9,809,828 or 79.7% of Adults 18 or older who are PARENTS of CHILDREN Under 2 Years Old use Ad-Supported Social Media for an average of 199. minutes every day representing 37.4% of all time spent daily with Ad-Supported Digital Media.

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

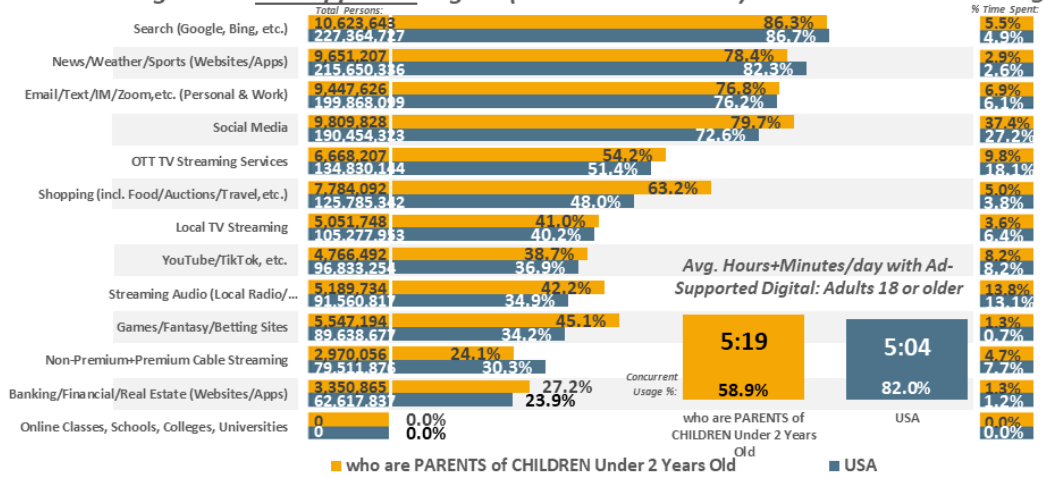


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

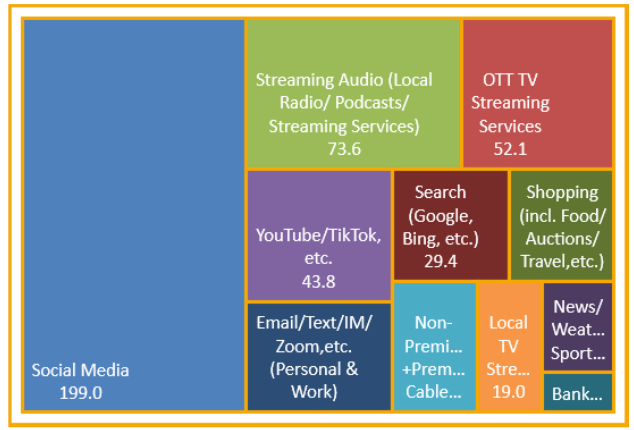


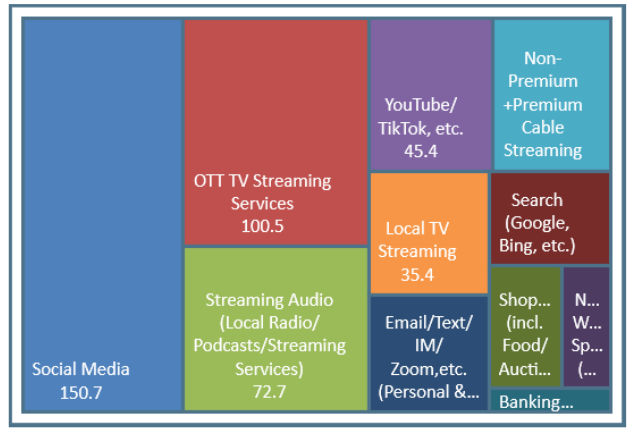


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,035

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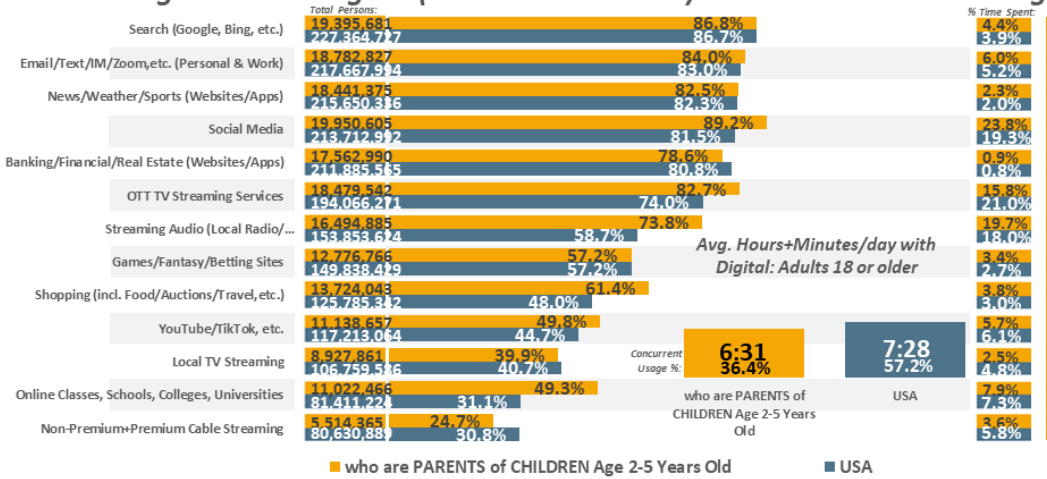
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(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age under 2

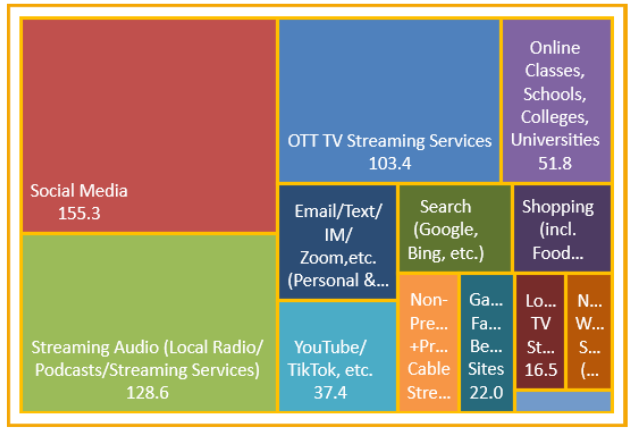


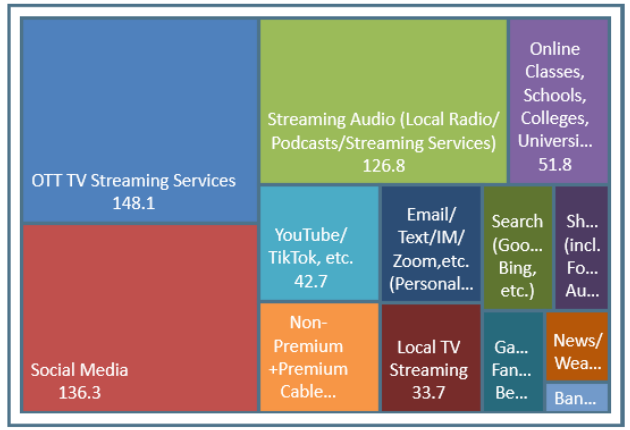
17,933,360 or 80.2% of Adults 18 or older who are PARENTS of CHILDREN Age 2-5 Years Old use Ad-Supported Social Media for an average of 142.9 minutes every day representing 29.8% of all time spent daily with Ad-Supported Digital Media.

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

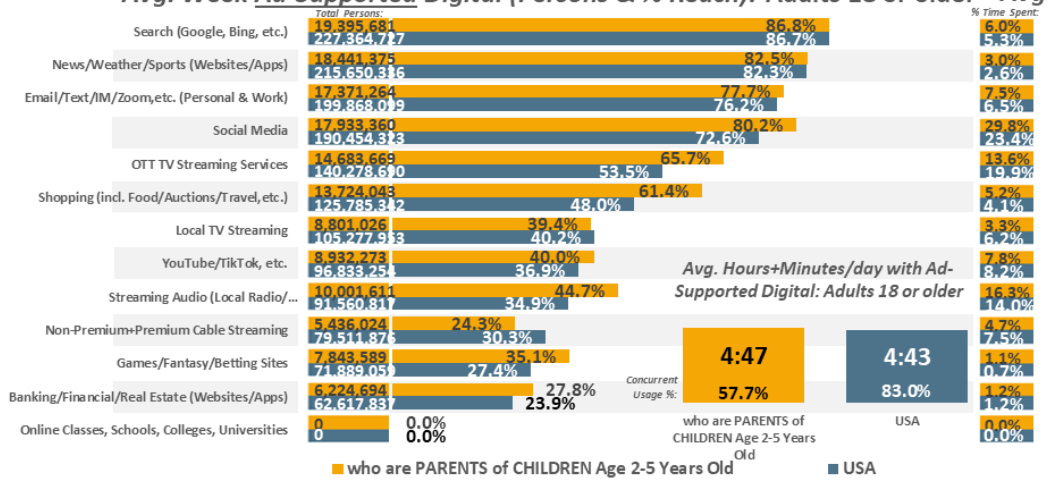


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

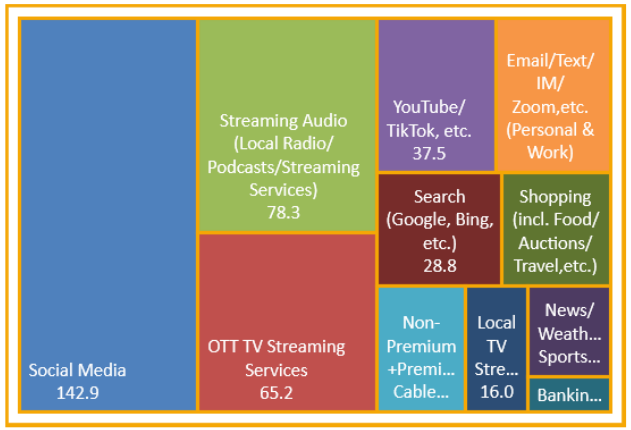


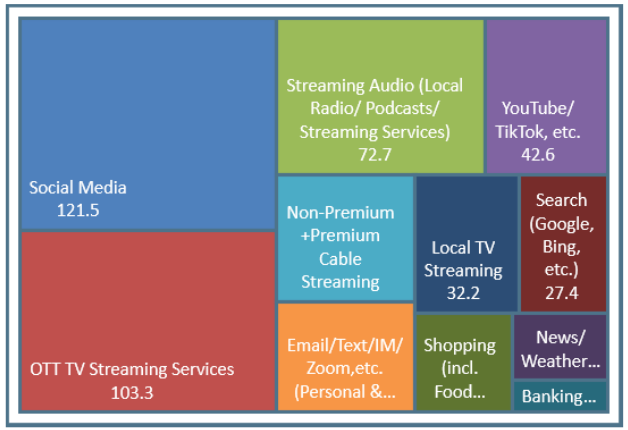


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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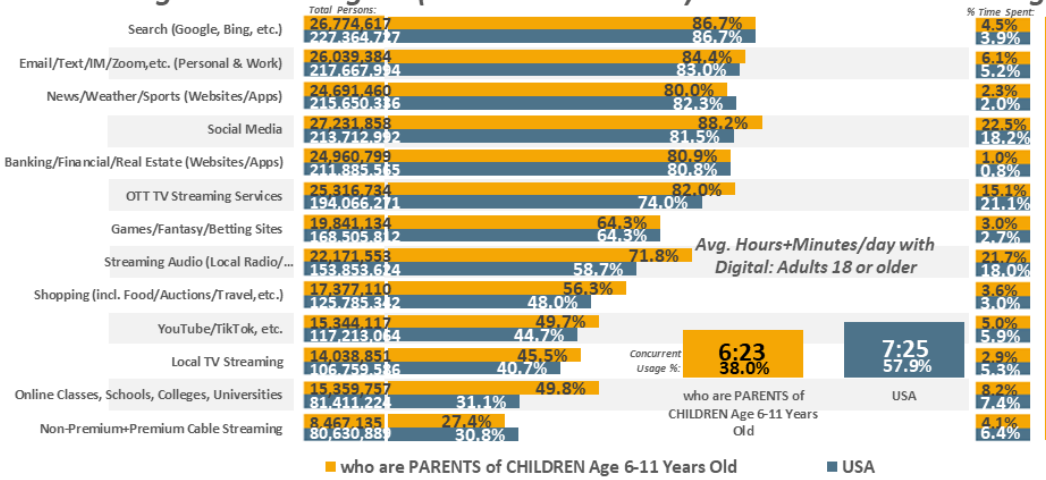
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 2 - 5



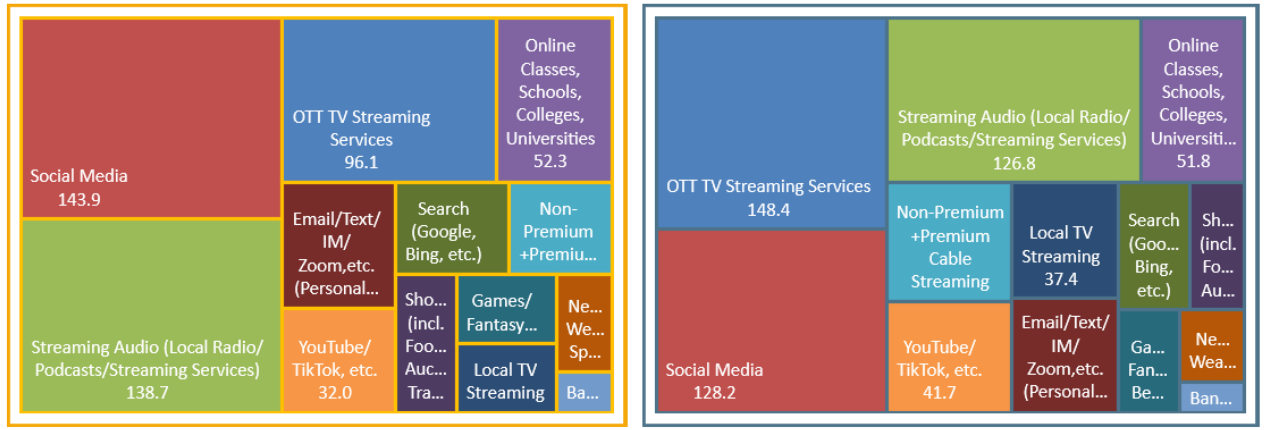
Parents of Kids Age 6-11

24,917,028 or 80.7% of Adults 18 or older who are PARENTS of CHILDREN Age 6-11 Years Old use Ad-Supported Social Media for an average of 132.4 minutes every day representing 28.2% of all time spent daily with Ad-Supported Digital Media.

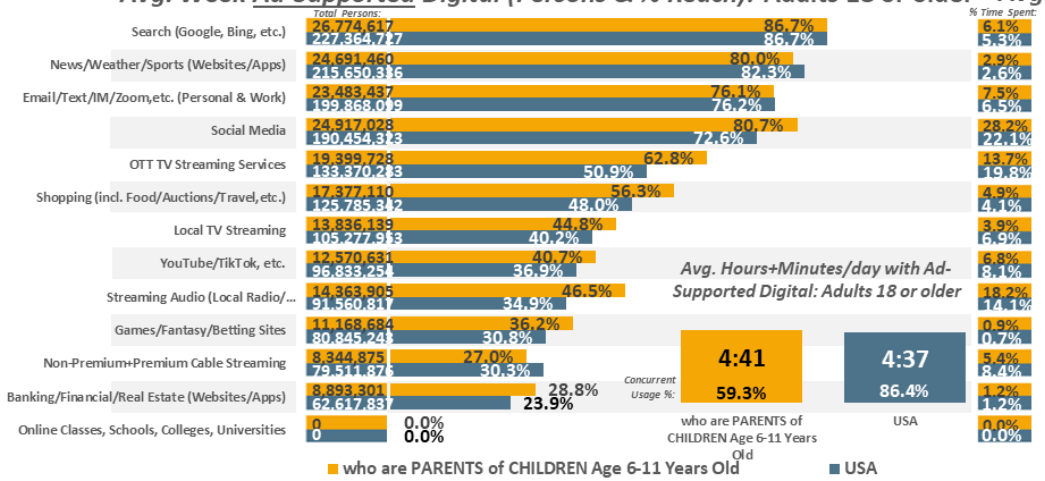
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



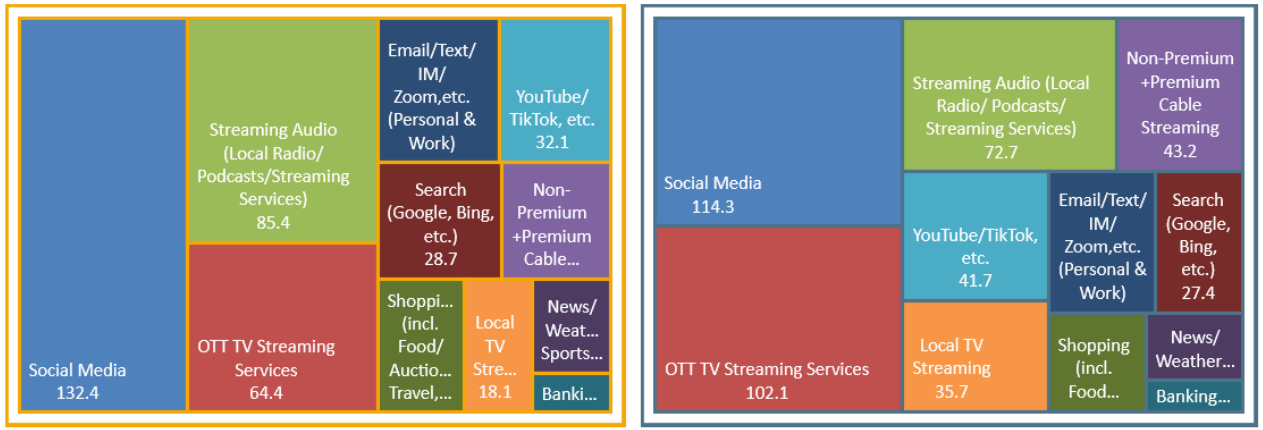
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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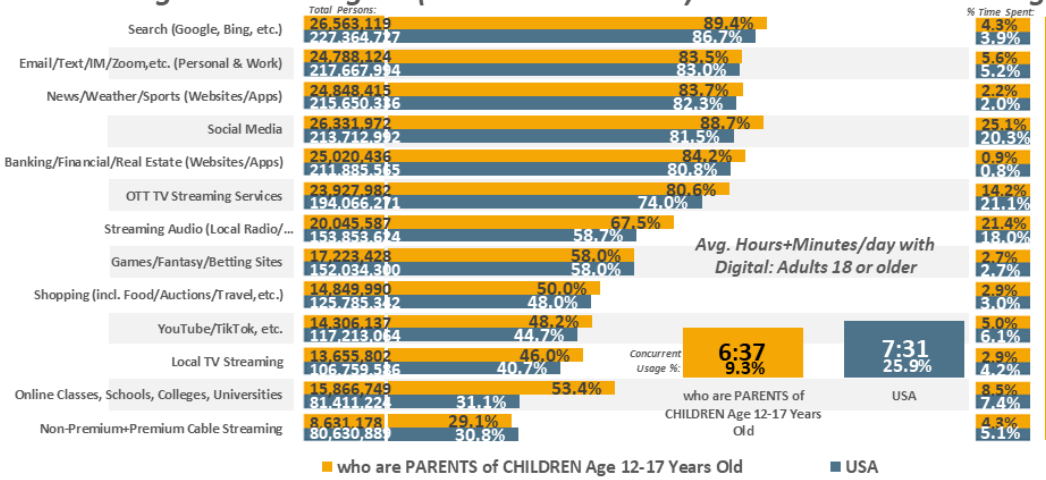
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 6 - 11



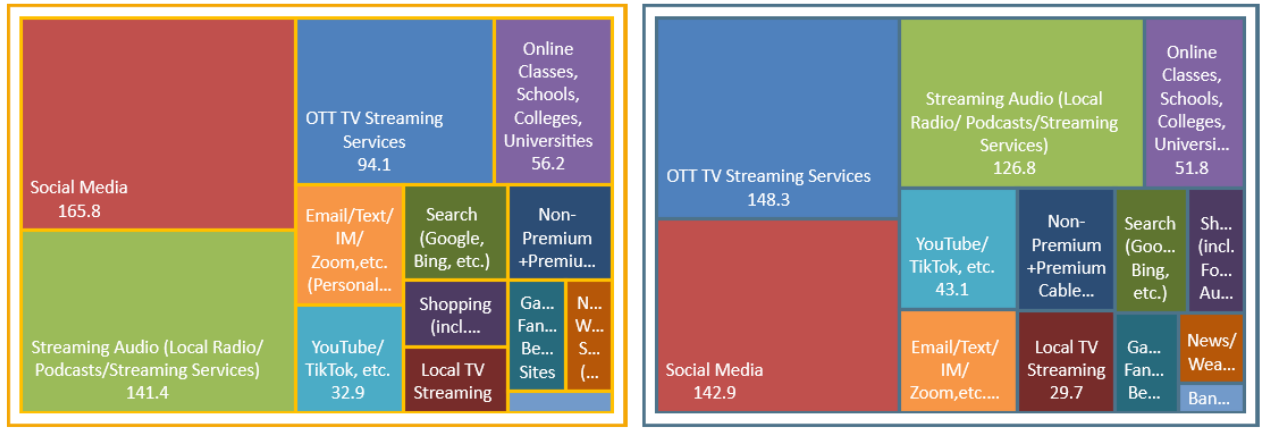
Parents of Kids Age 12-17

23,543,405 or 79.3% of Adults 18 or older who are PARENTS of CHILDREN Age 12-17 Years Old use Ad-Supported Social Media for an average of 148.2 minutes every day representing 30.5% of all time spent daily with Ad-Supported Digital Media.

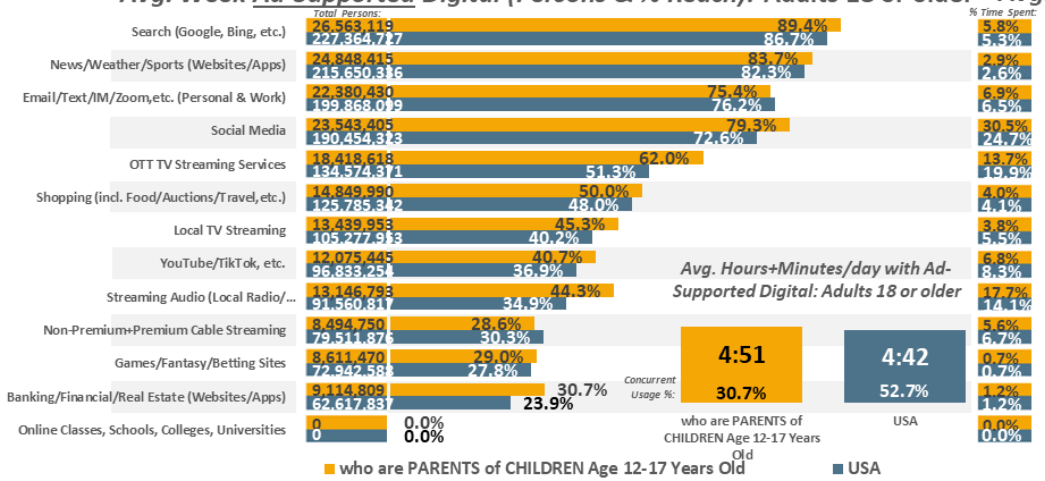
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



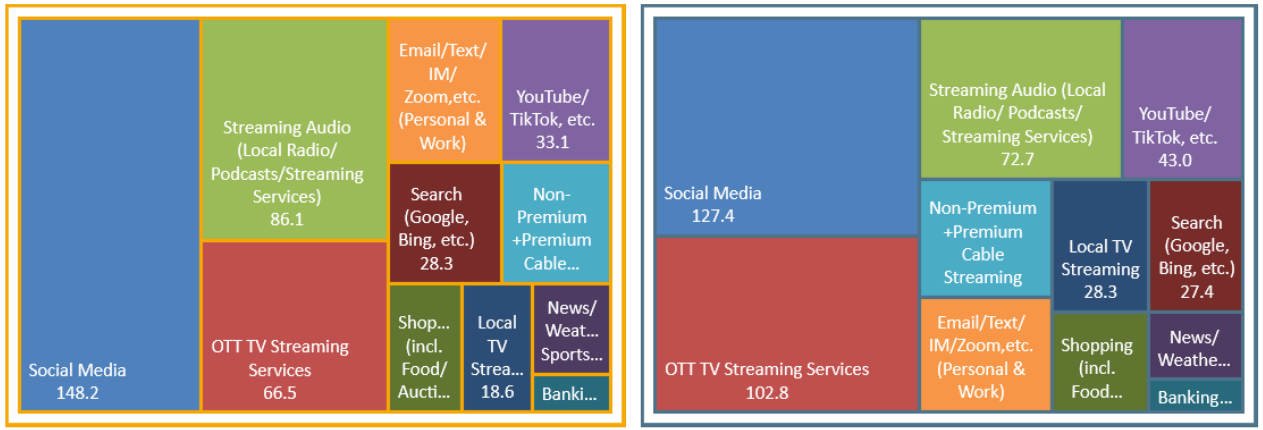
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

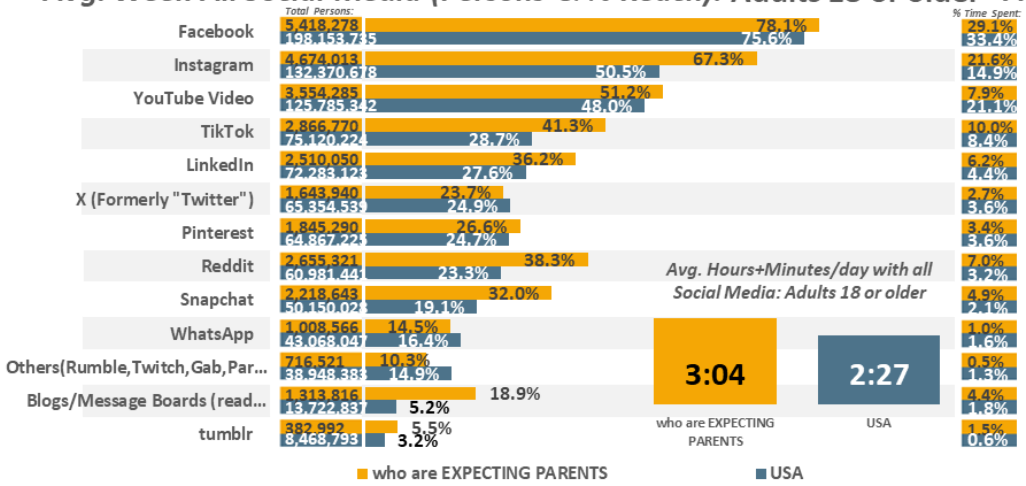
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(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 12 - 17

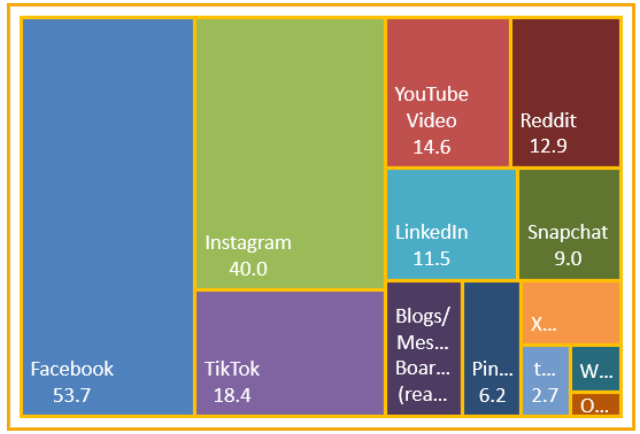


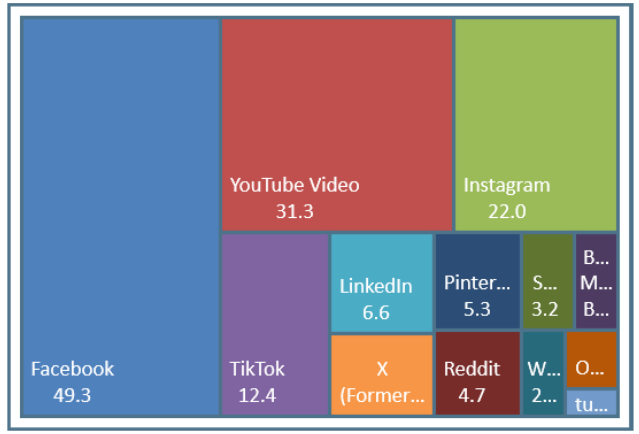
5,418,278 or 78.1% of Adults 18 or older who are EXPECTING PARENTS use Ad-Supported Facebook for an average of 55.6 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.

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

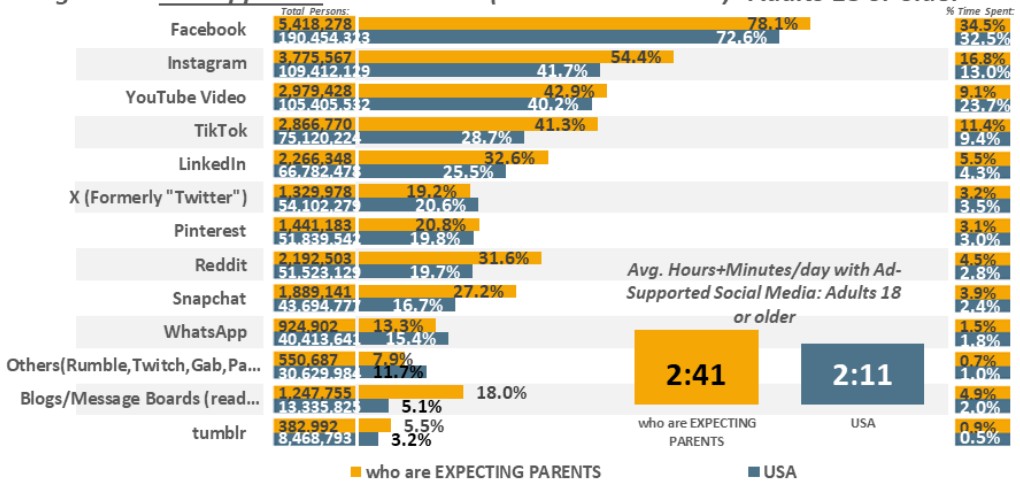


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

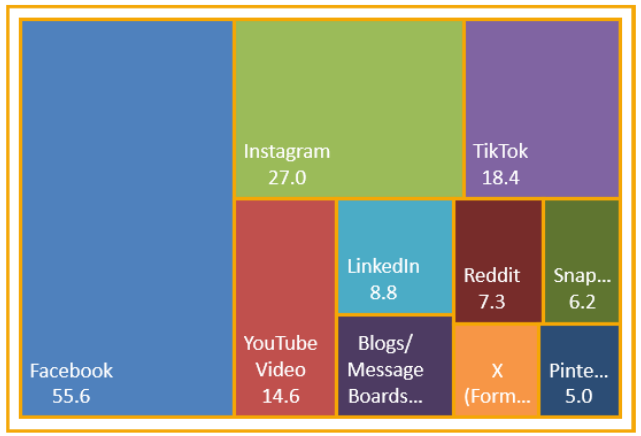


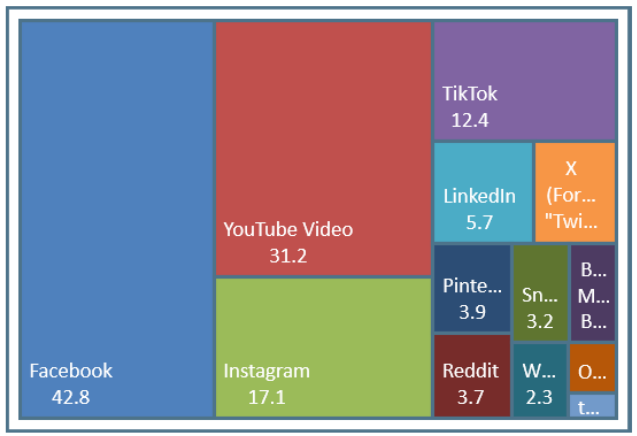


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



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





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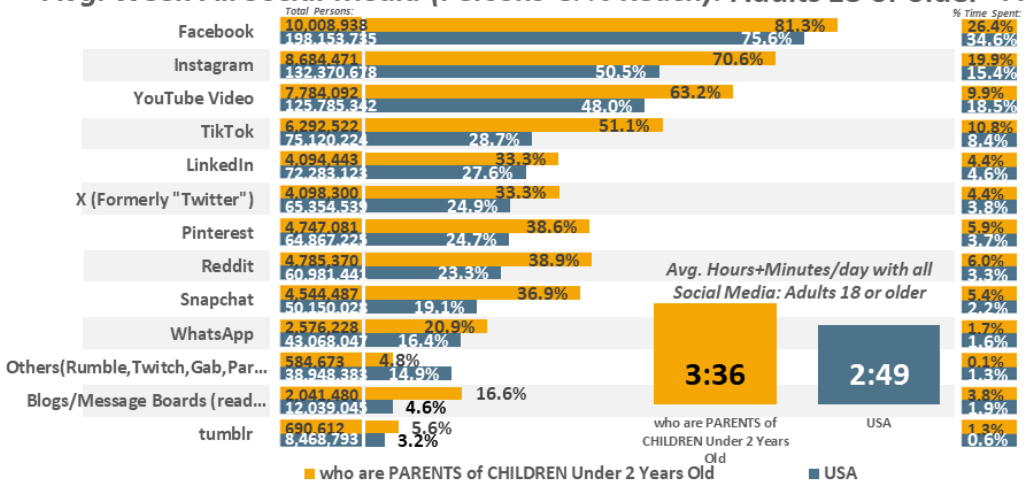
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Lifestyle changes/events personally plan to do next 12 mths: Birth of a child



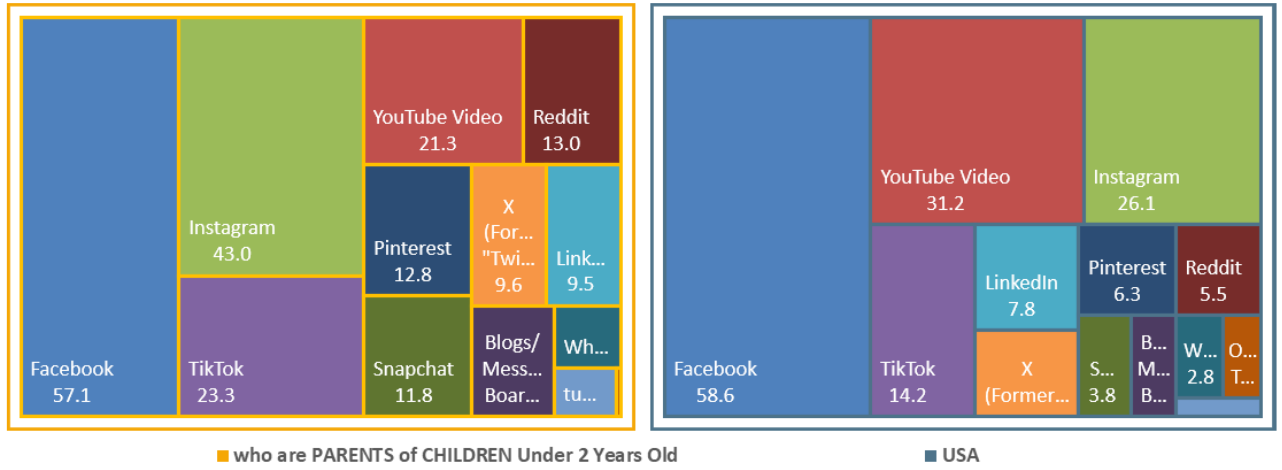
Parents of Kids Under Age 2

9,809,828 or 79.7% of Adults 18 or older who are PARENTS of CHILDREN Under 2 Years Old use Ad-Supported Facebook for an average of 62.7 minutes every day representing 33.% of all time spent daily with Ad-Supported Social Media.

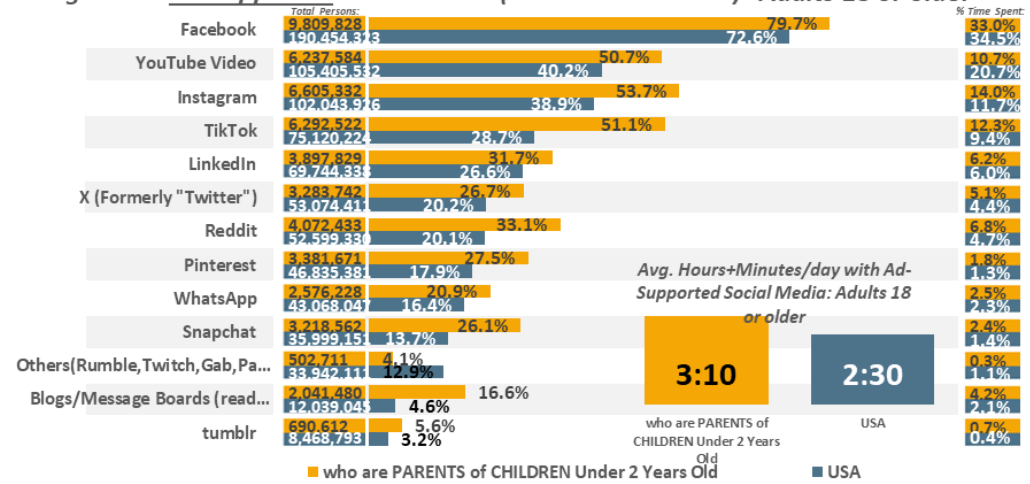
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



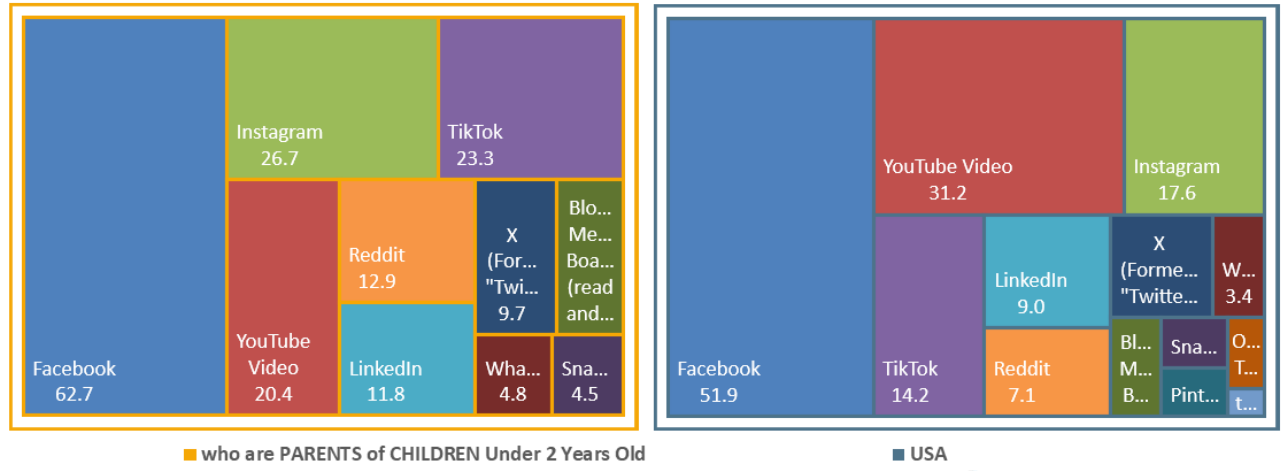
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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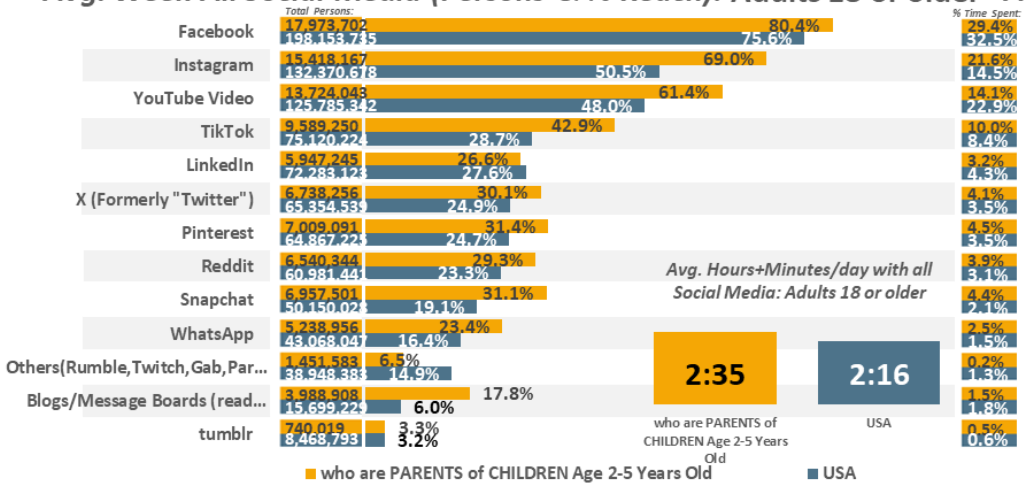
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age under 2



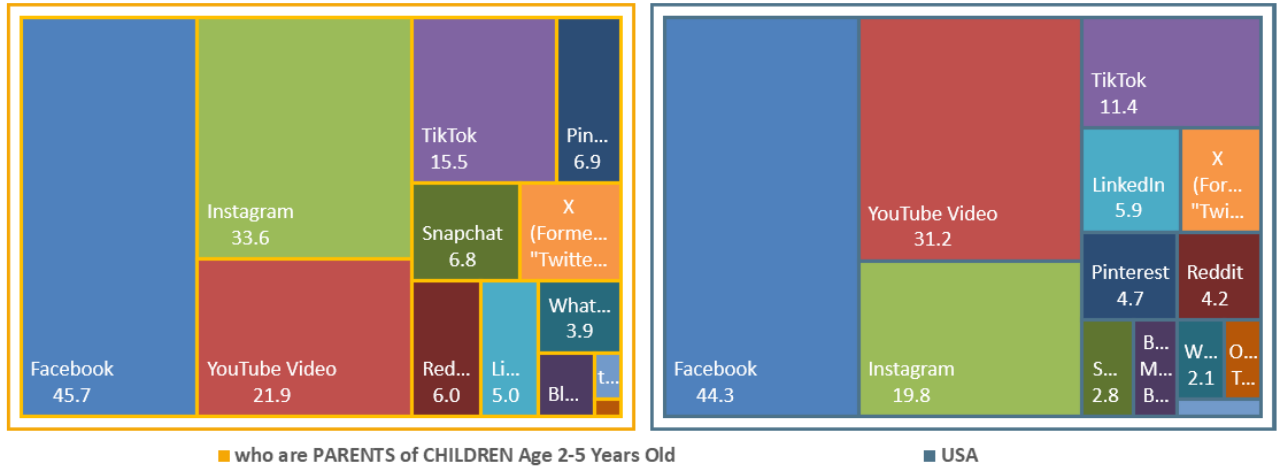
Parents of Kids Age 2-5

17,933,360 or 80.2% of Adults 18 or older who are PARENTS of CHILDREN Age 2-5 Years Old use Ad-Supported Facebook for an average of 44.7 minutes every day representing 32.% of all time spent daily with Ad-Supported Social Media.

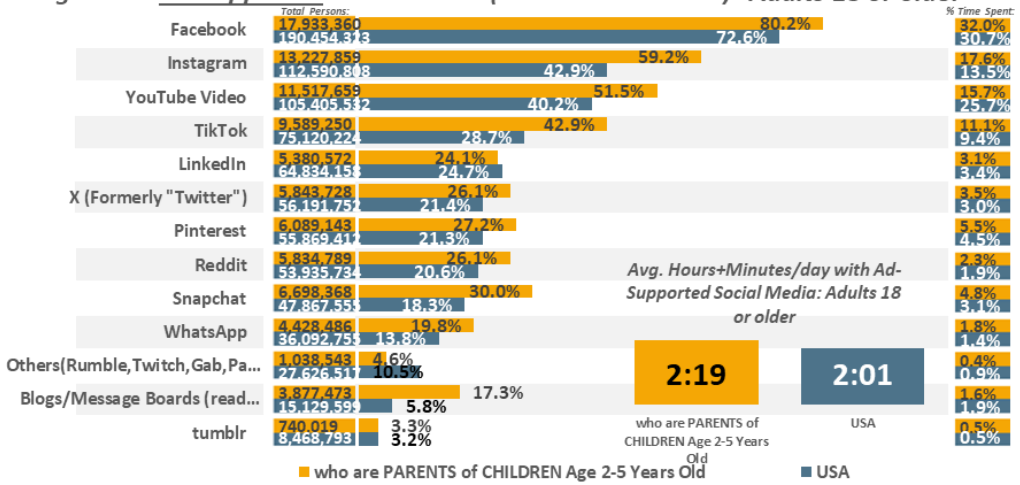
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



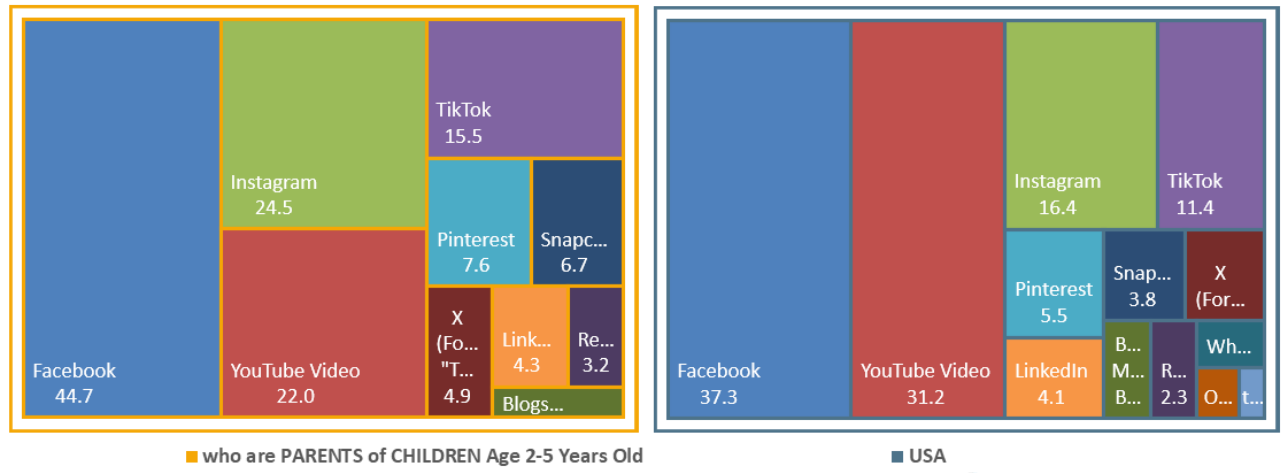
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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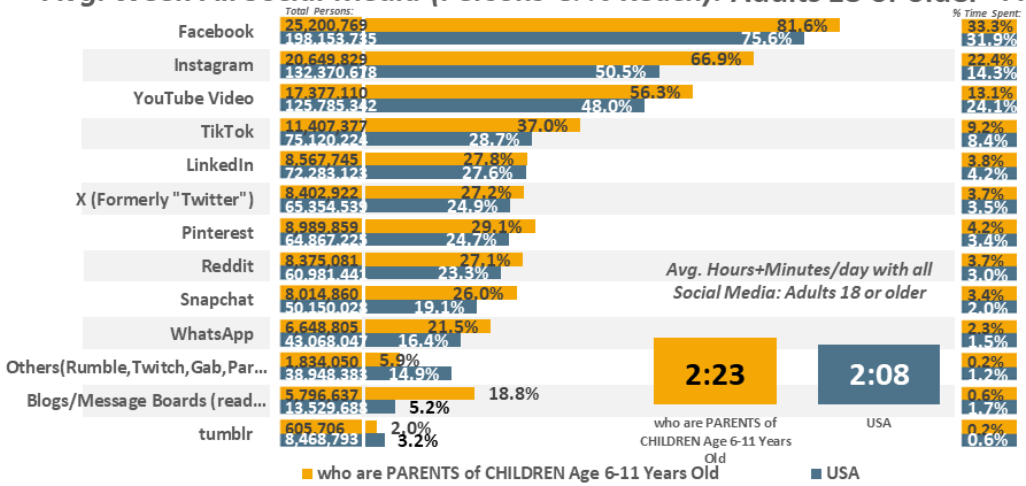
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(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 2 - 5

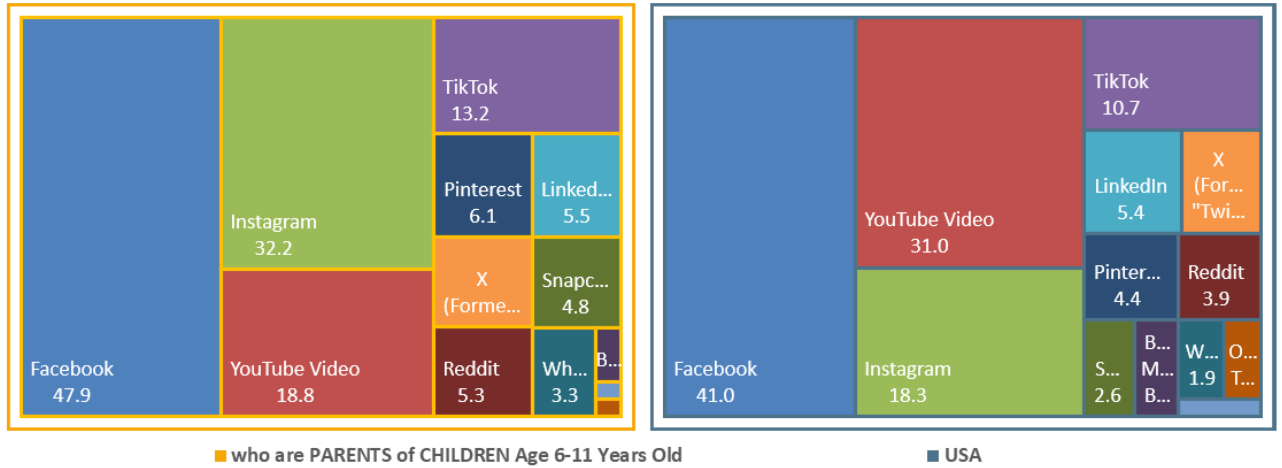


24,917,028 or 80.7% of Adults 18 or older who are PARENTS of CHILDREN Age 6-11 Years Old use Ad-Supported Facebook for an average of 46.5 minutes every day representing 35.4% of all time spent daily with Ad-Supported Social Media.

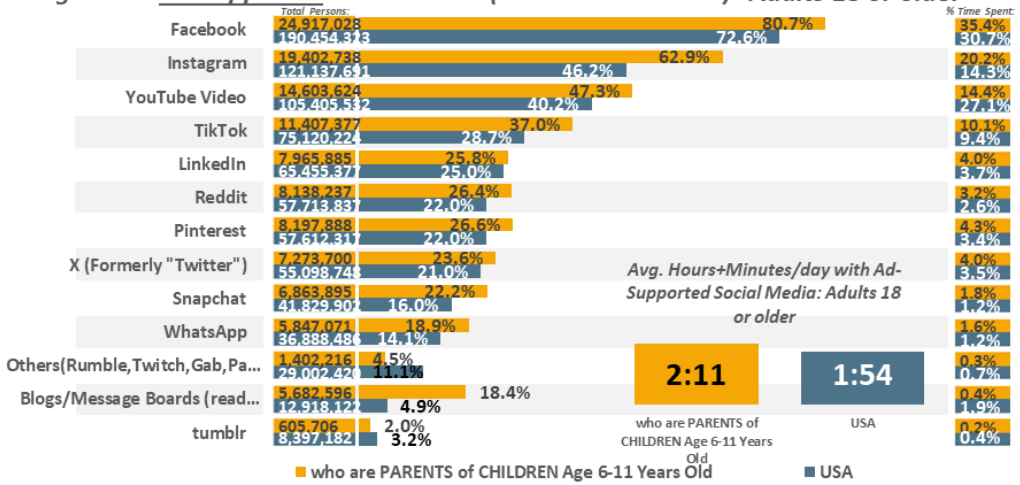
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



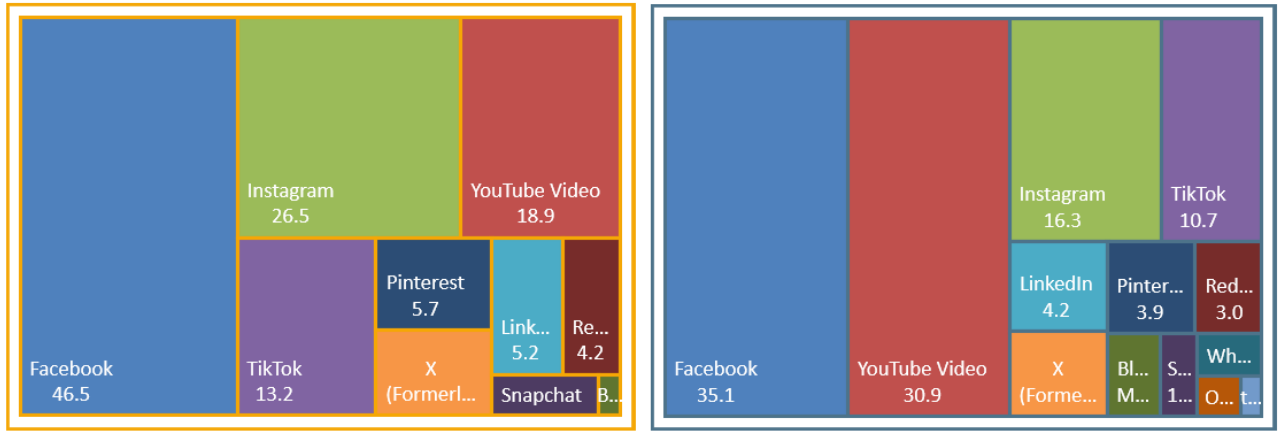
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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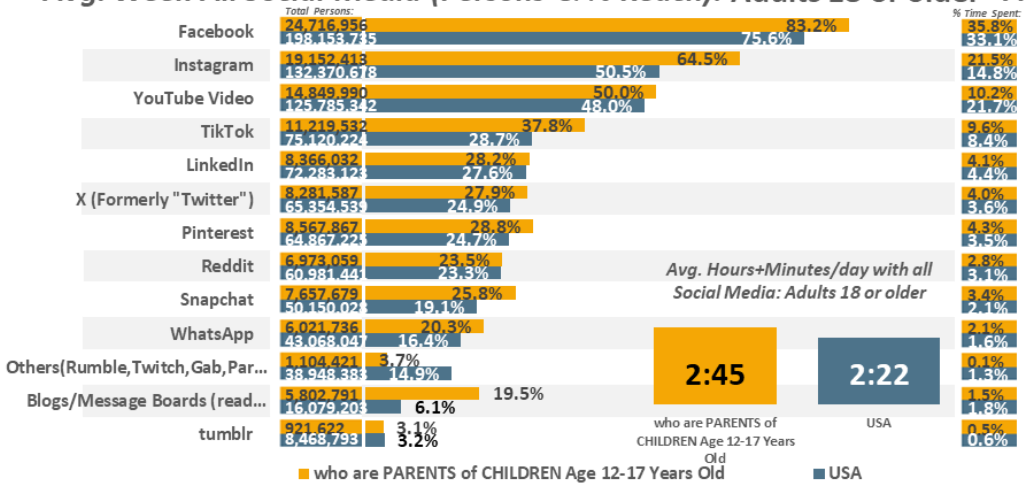
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(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 6 - 11

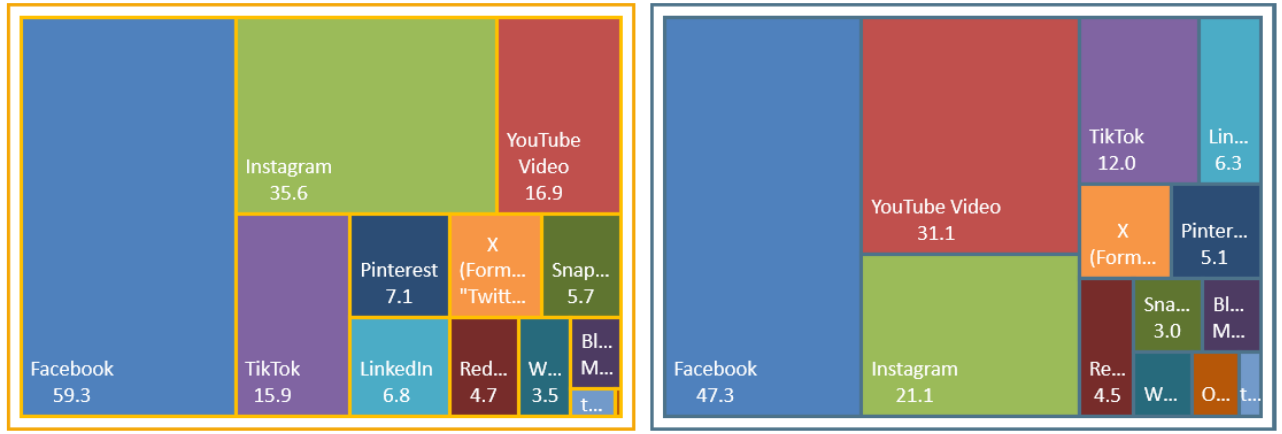


23,543,405 or 79.3% of Adults 18 or older who are PARENTS of CHILDREN Age 12-17 Years Old use Ad-Supported Facebook for an average of 57.5 minutes every day representing 38.8% of all time spent daily with Ad-Supported Social Media.

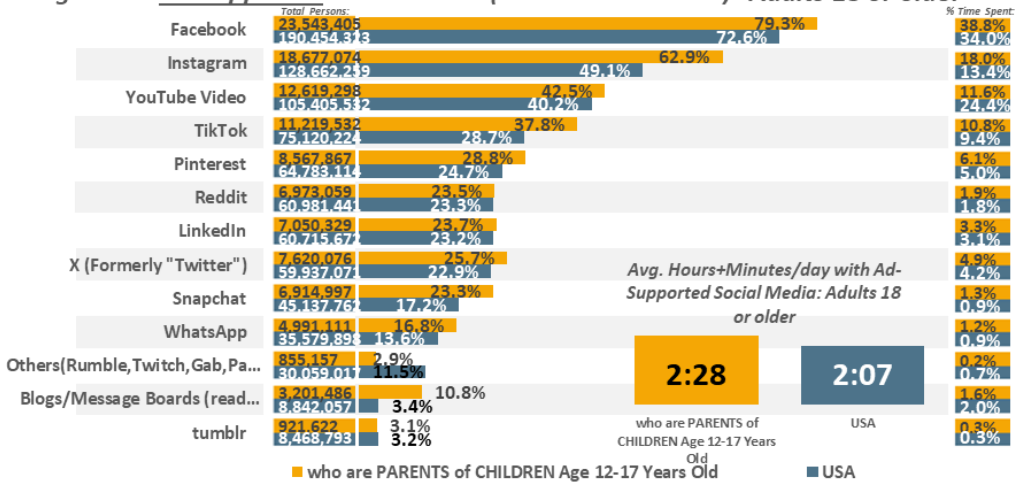
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



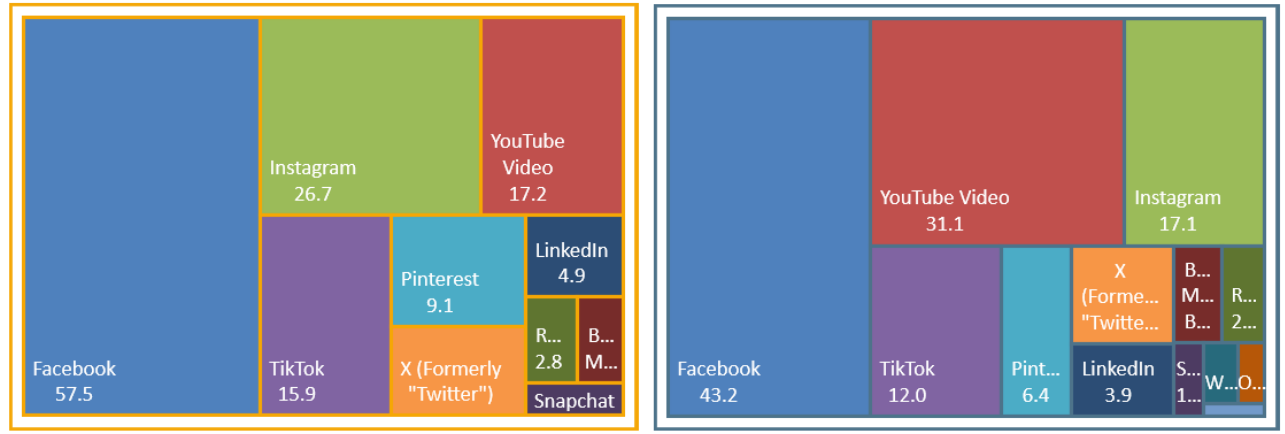
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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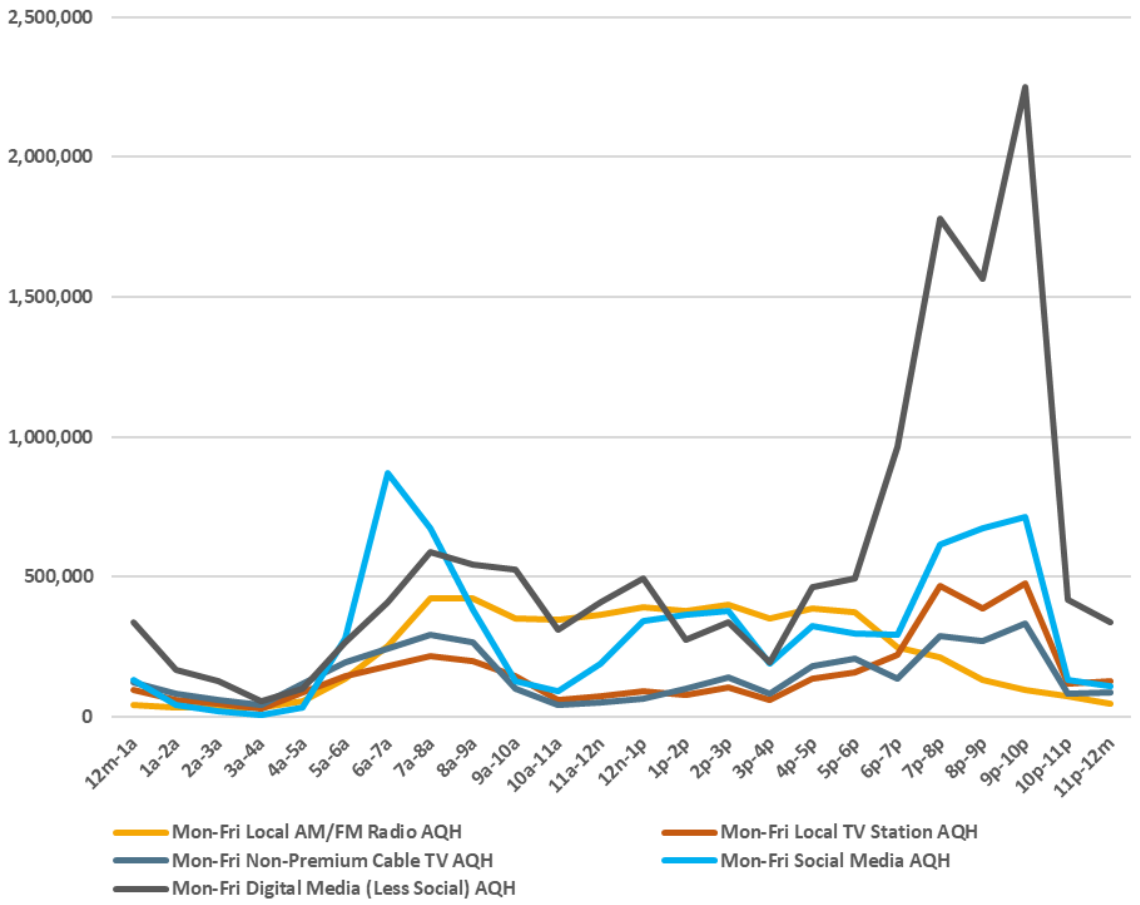
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 12 - 17



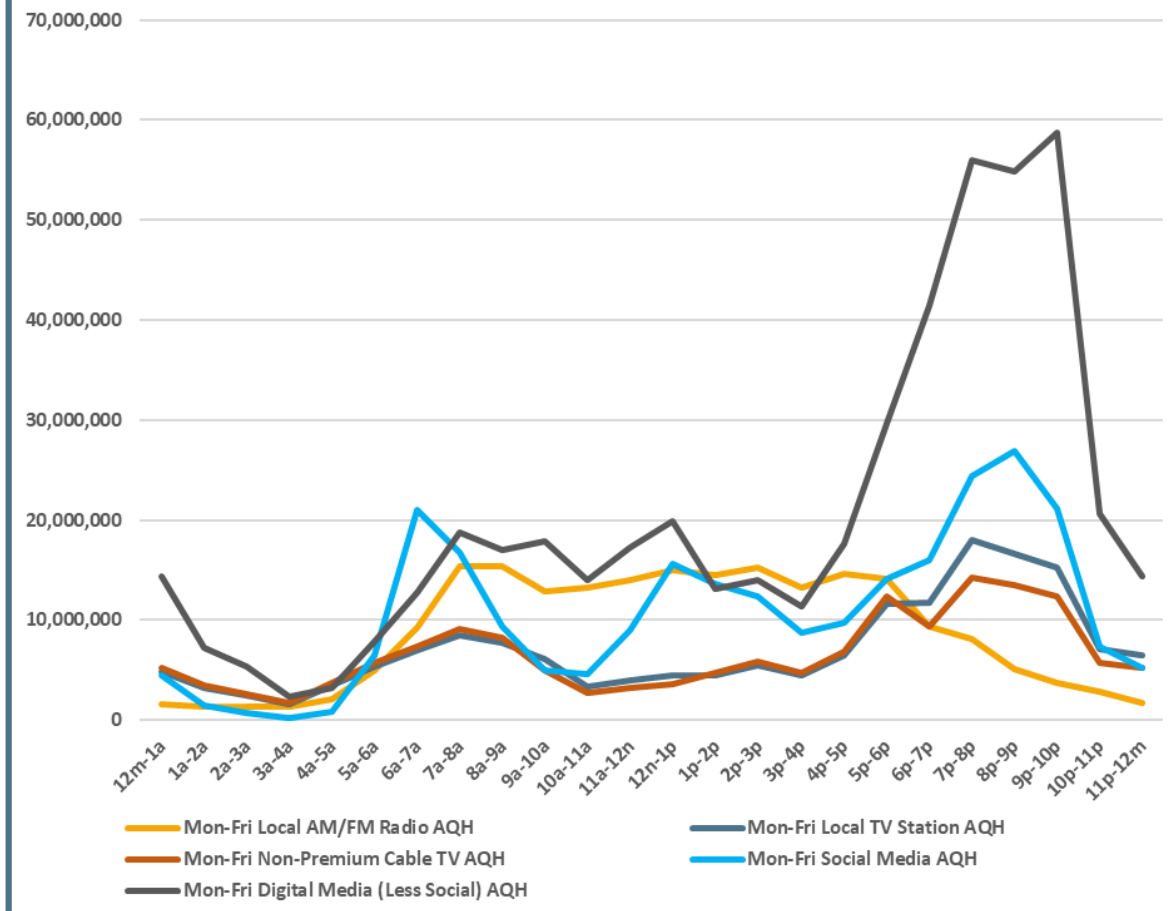
Expecting Parents

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 462,715; Local Radio: 361,426; Social Media: 348,661; Non-Prem. Cable: 148,058; Local TV: 134,380 reaching Adults 18 or older who are EXPECTING PARENTS.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who are EXPECTING PARENTS



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



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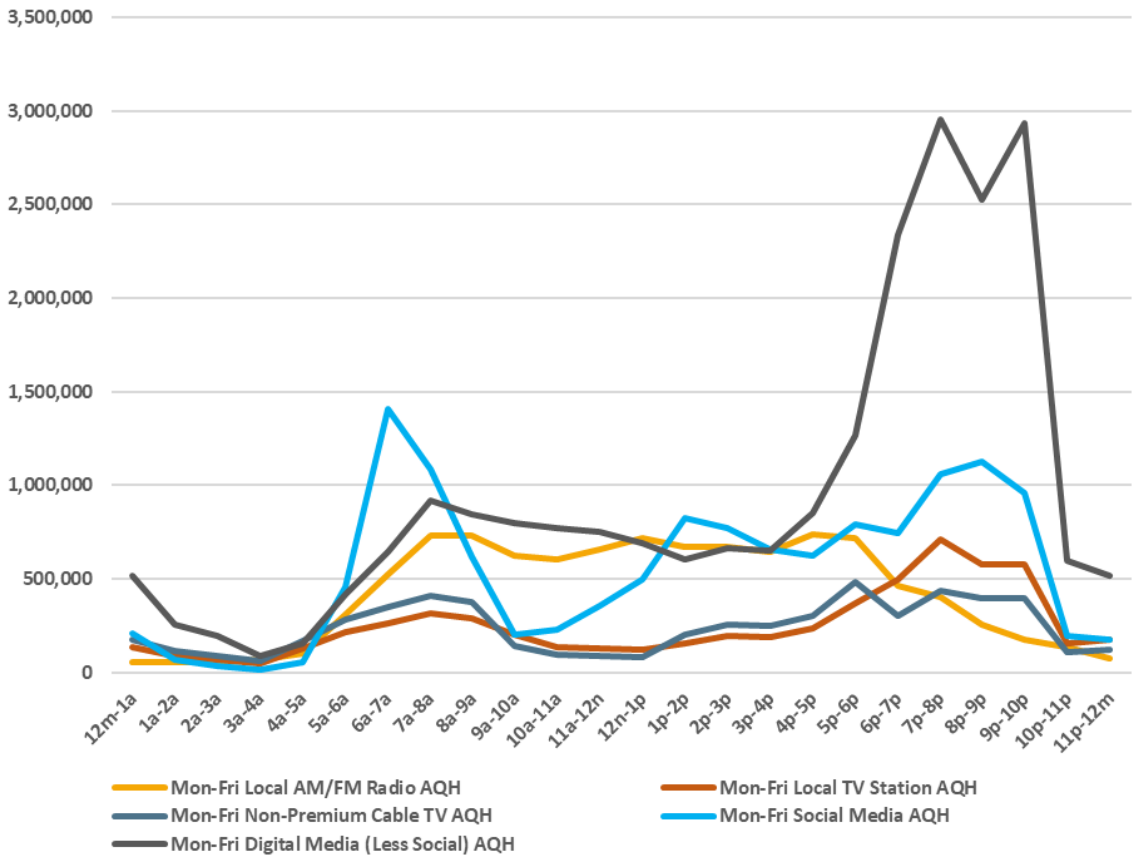
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Lifestyle changes/events personally plan to do next 12 mths: Birth of a child



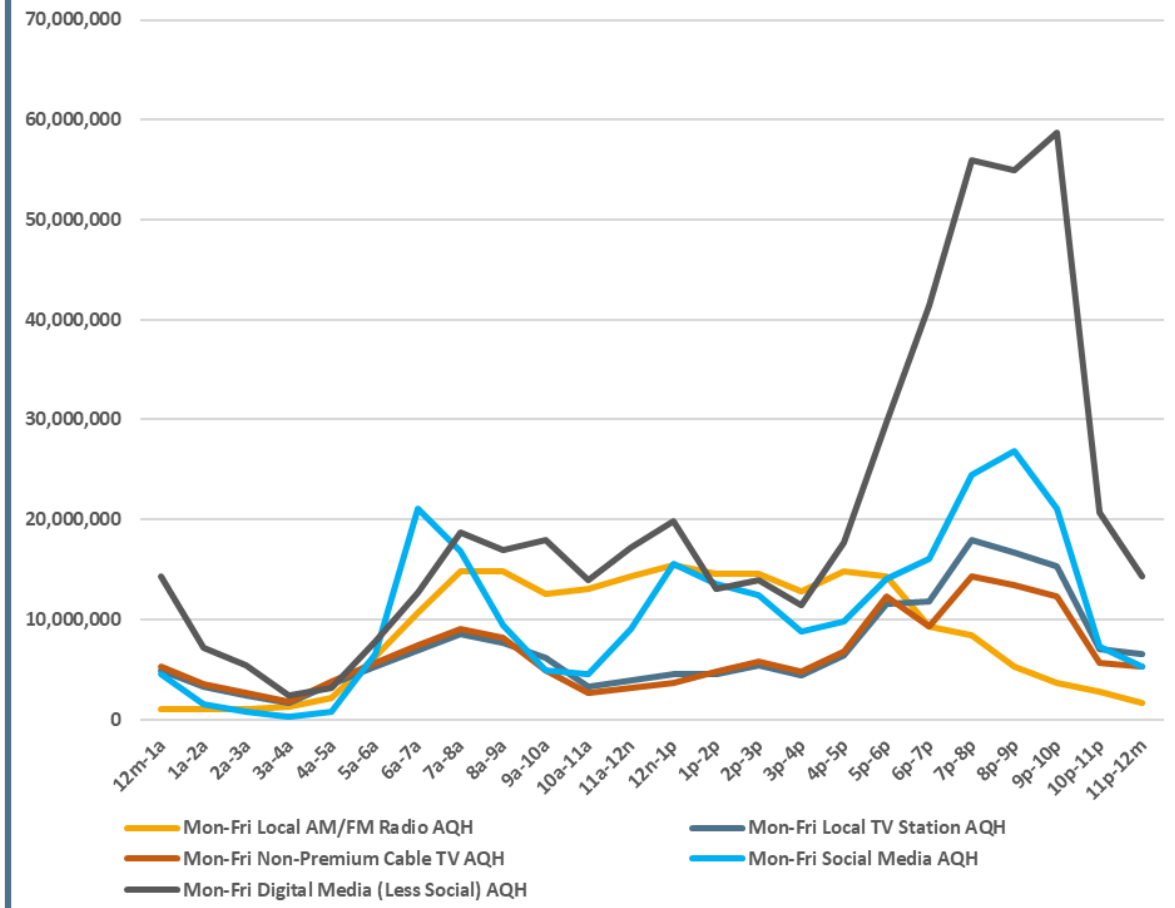
Parents of Kids Under Age 2

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 906,240; Social Media: 676,700; Local Radio: 654,175; Non-Prem. Cable: 256,909; Local TV: 238,259 reaching Adults 18 or older who are PARENTS of CHILDREN Under 2 Years Ol

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who are PARENTS of CHILDREN Under 2 Years Old



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



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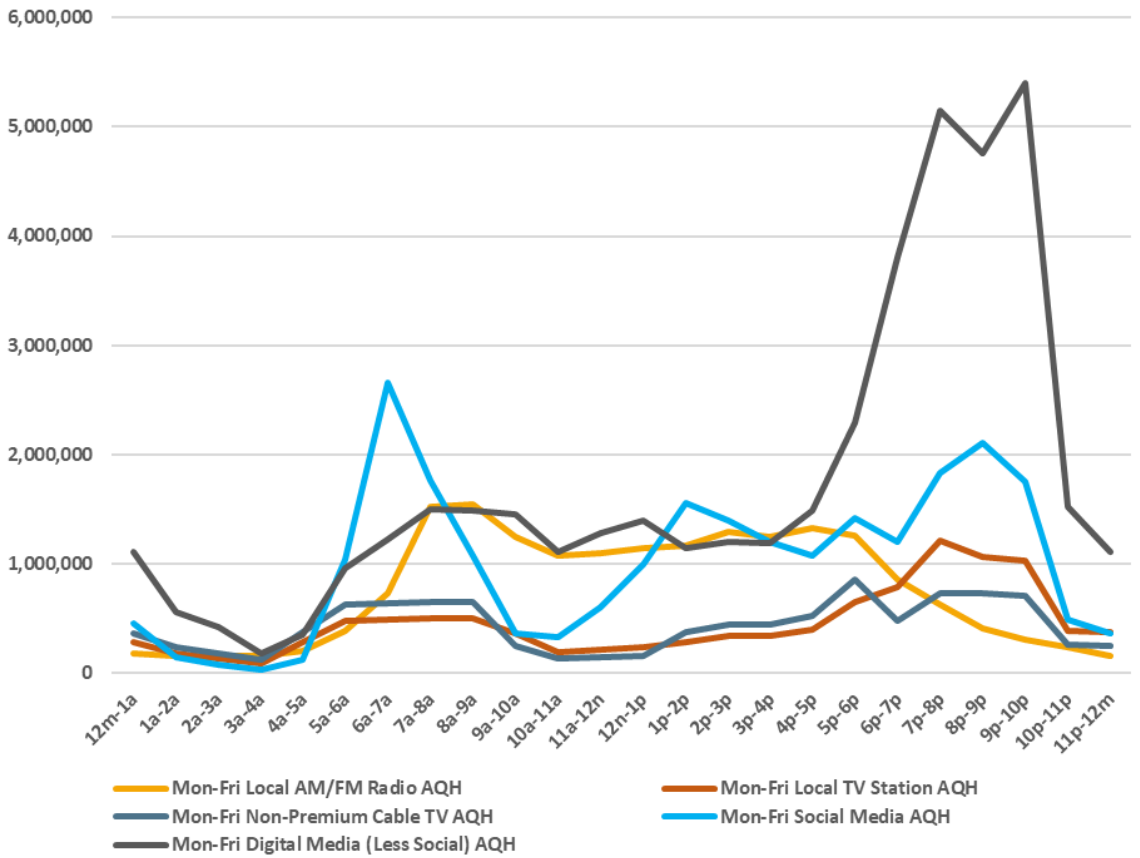
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age under 2



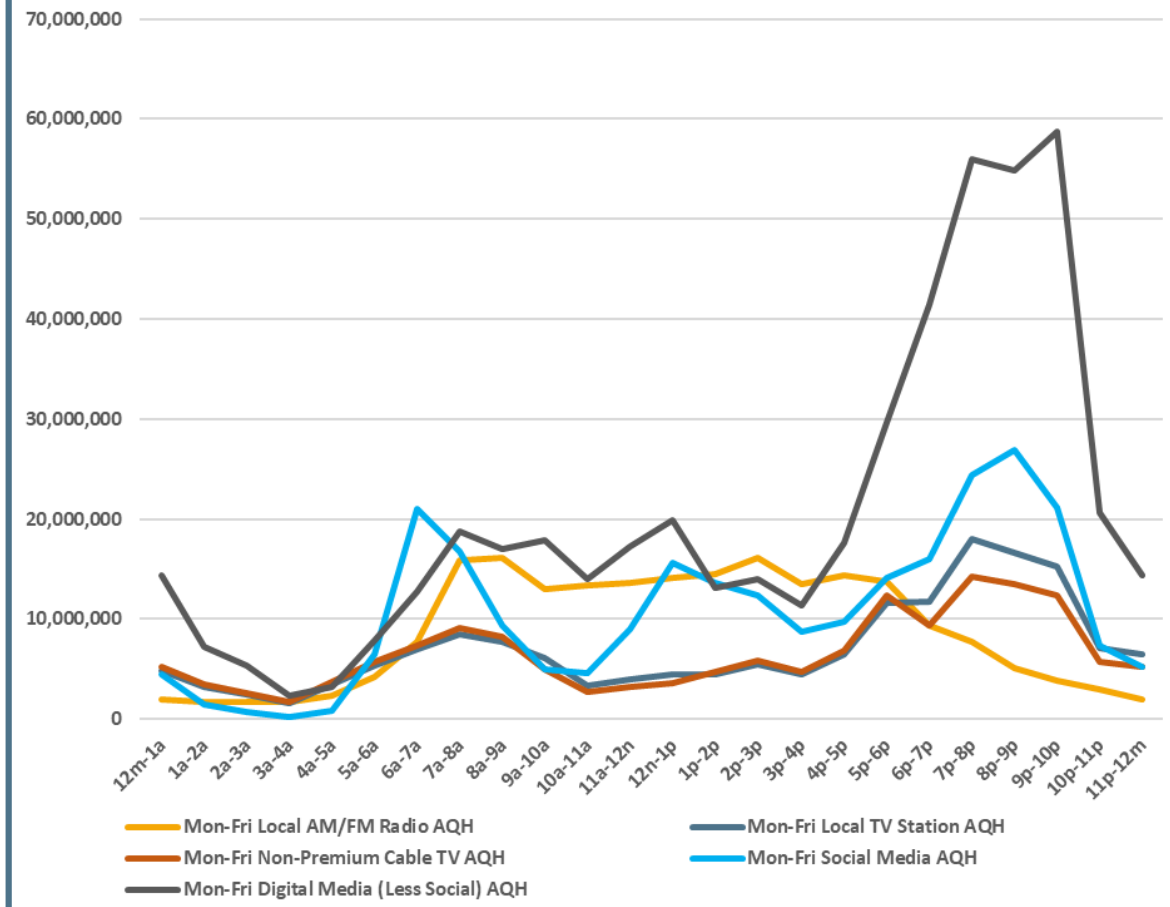
Parents of Kids Age 2-5

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,582,480; Social Media: 1,201,758; Local Radio: 1,192,412; Non-Prem. Cable: 441,853; Local TV: 407,811 reaching Adults 18 or older who are PARENTS of CHILDREN Age 2-5 Ye

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who are PARENTS of CHILDREN Age 2-5 Years Old



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



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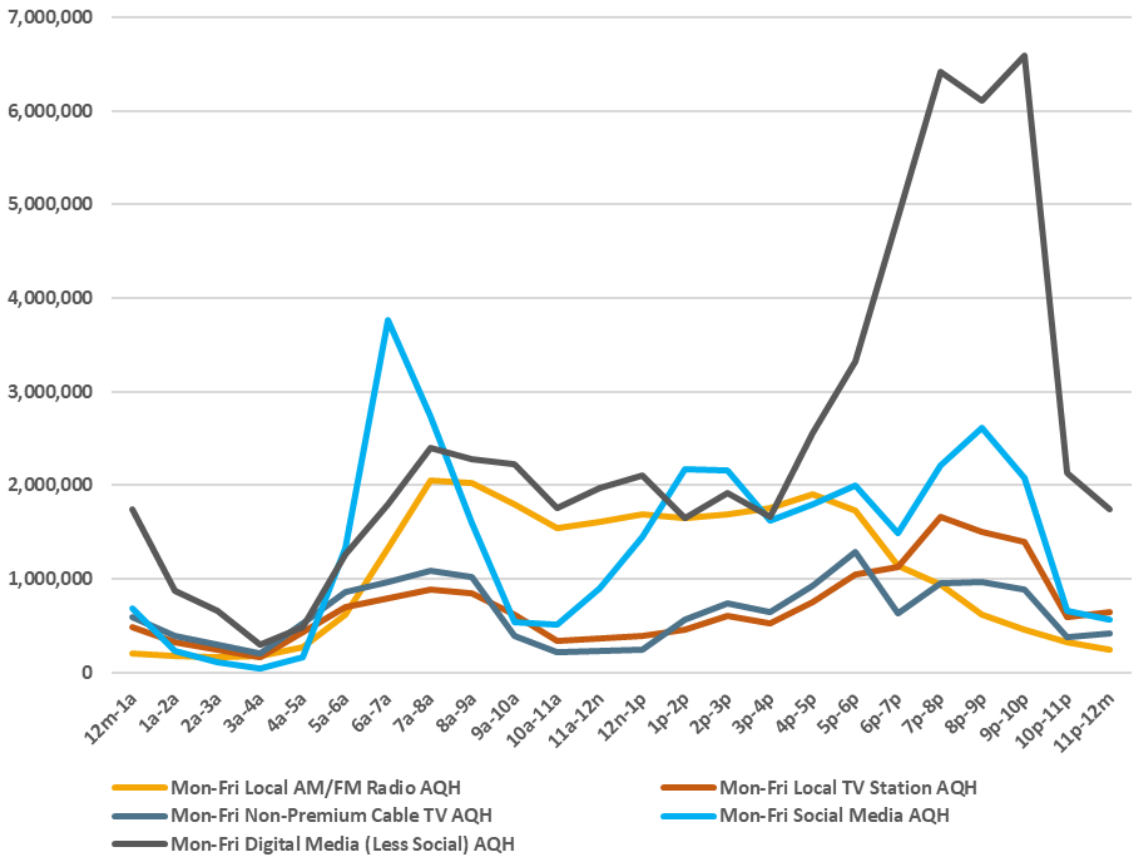
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 2 - 5



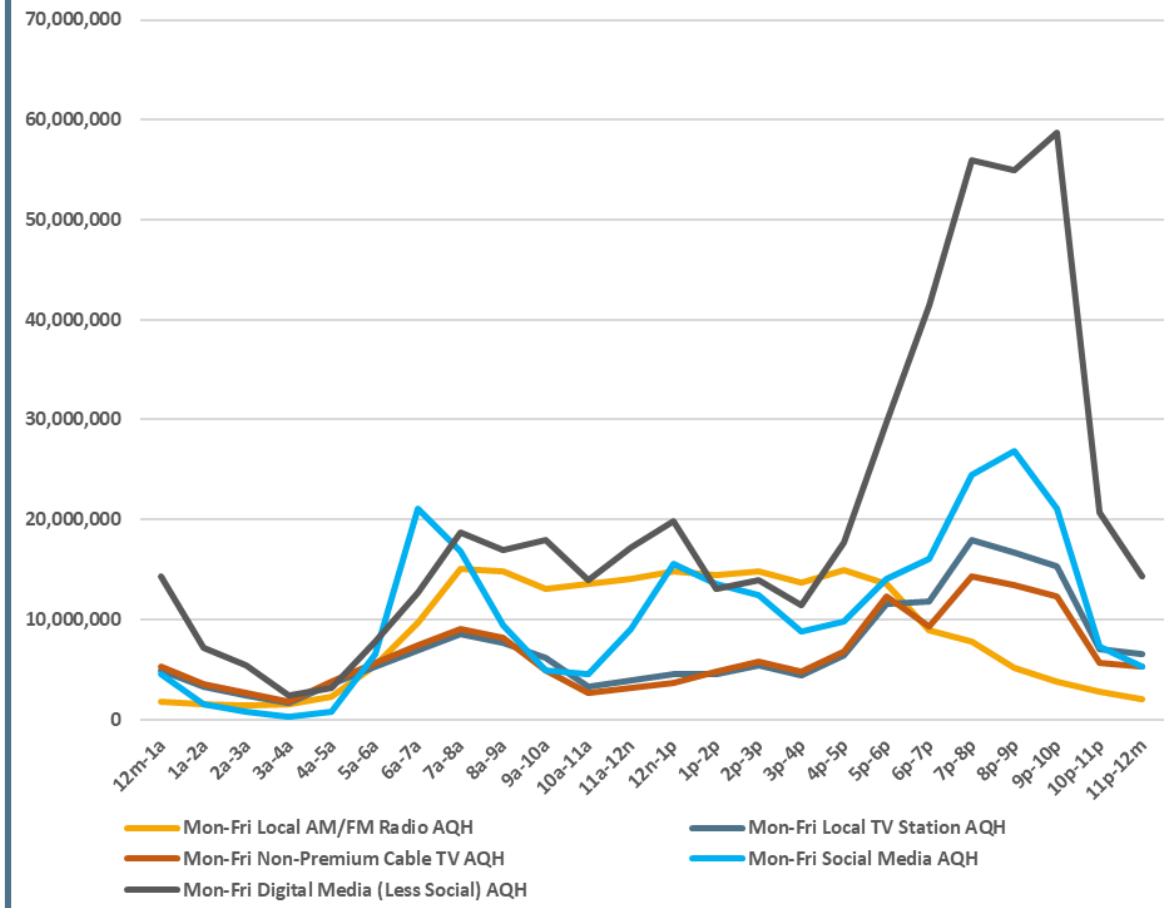
Parents of Kids Age 6-11

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,347,142; Social Media: 1,746,947; Local Radio: 1,683,318; Non-Prem. Cable: 687,970; Local TV: 671,823 reaching Adults 18 or older who are PARENTS of CHILDREN Age 6-11 Y

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who are PARENTS of CHILDREN Age 6-11 Years Old



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



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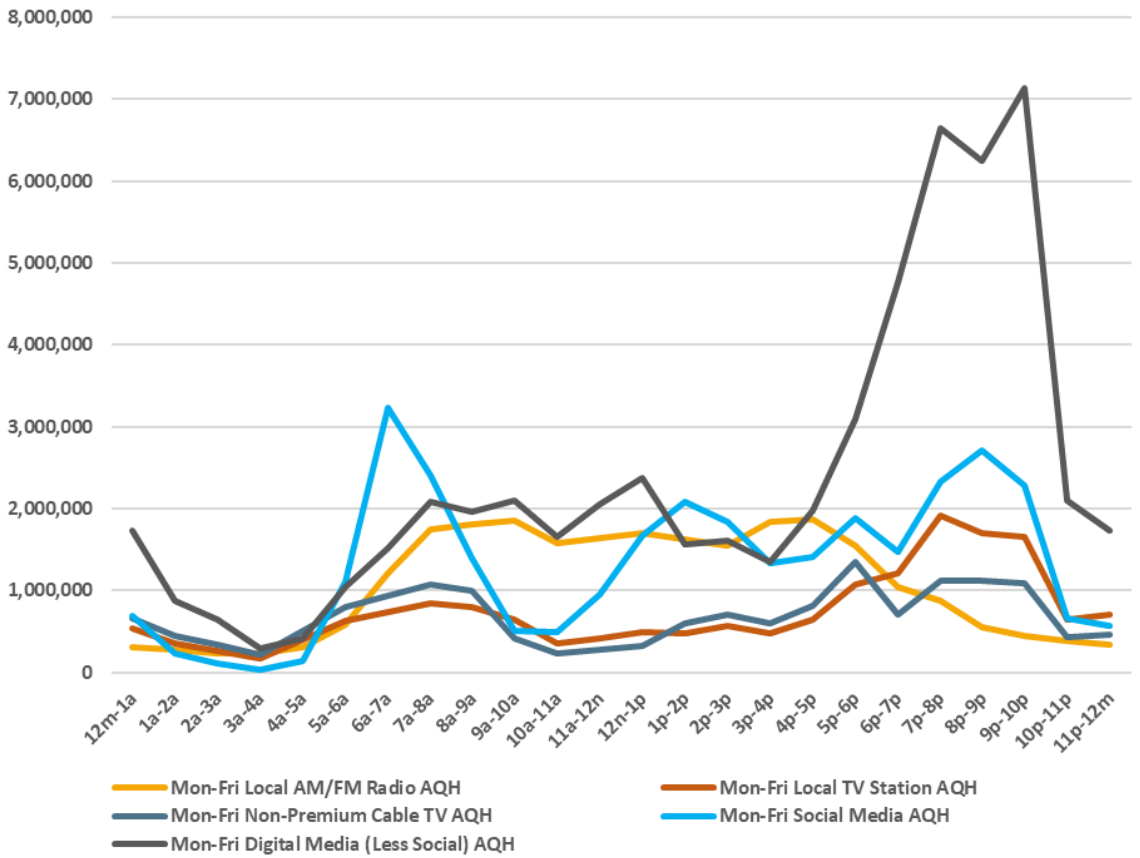
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 6 - 11



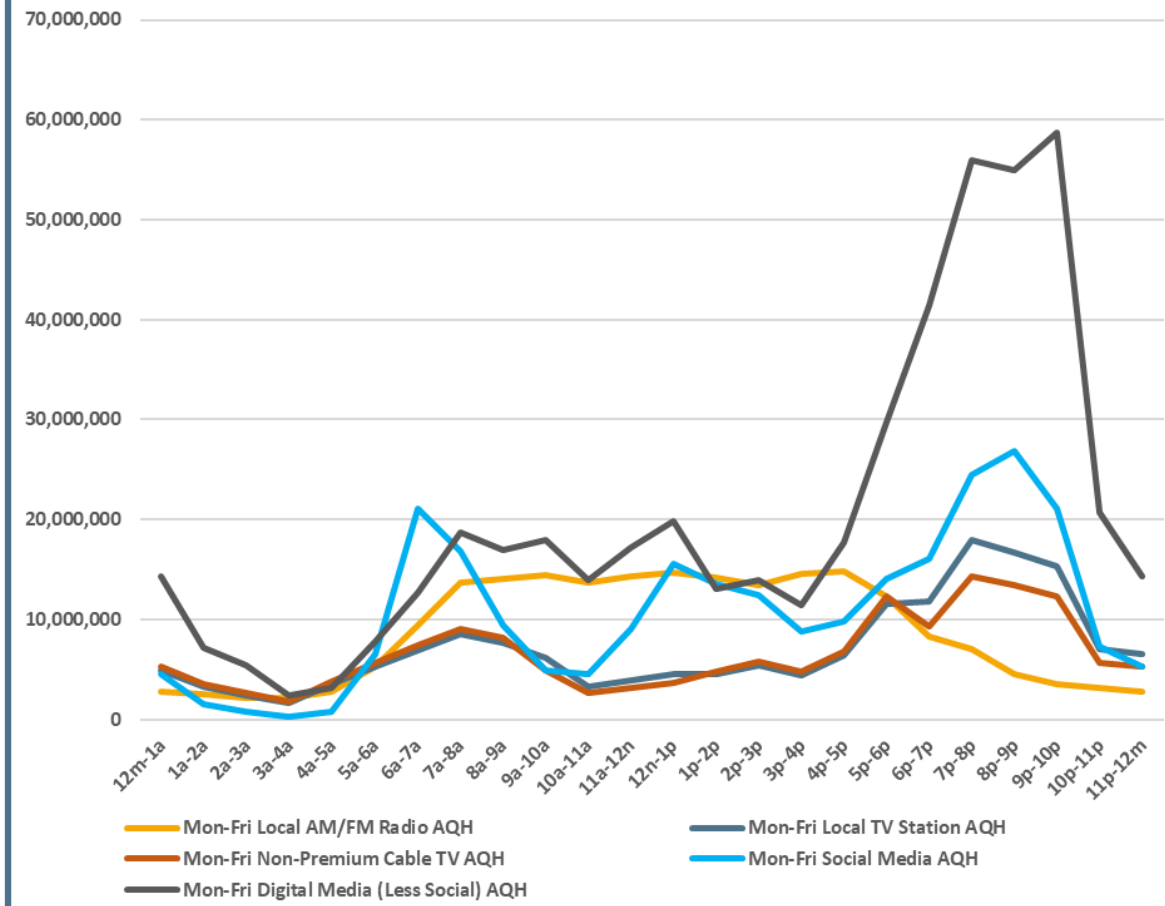
Parents of Kids Age 12-17

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,162,726; Local Radio: 1,618,087; Social Media: 1,590,218; Non-Prem. Cable: 692,543; Local TV: 671,179 reaching Adults 18 or older who are PARENTS of CHILDREN Age 12-17

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who are PARENTS of CHILDREN Age 12-17 Years Old



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



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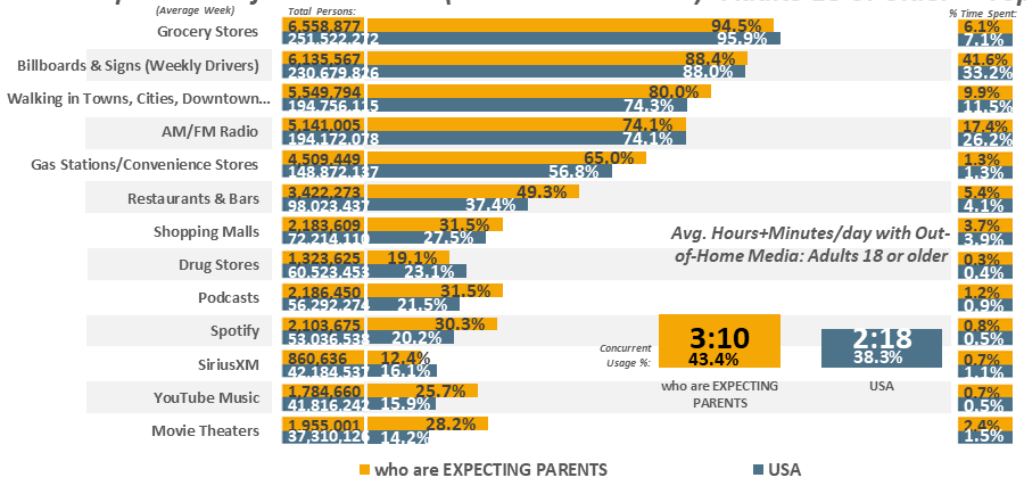
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 12 - 17



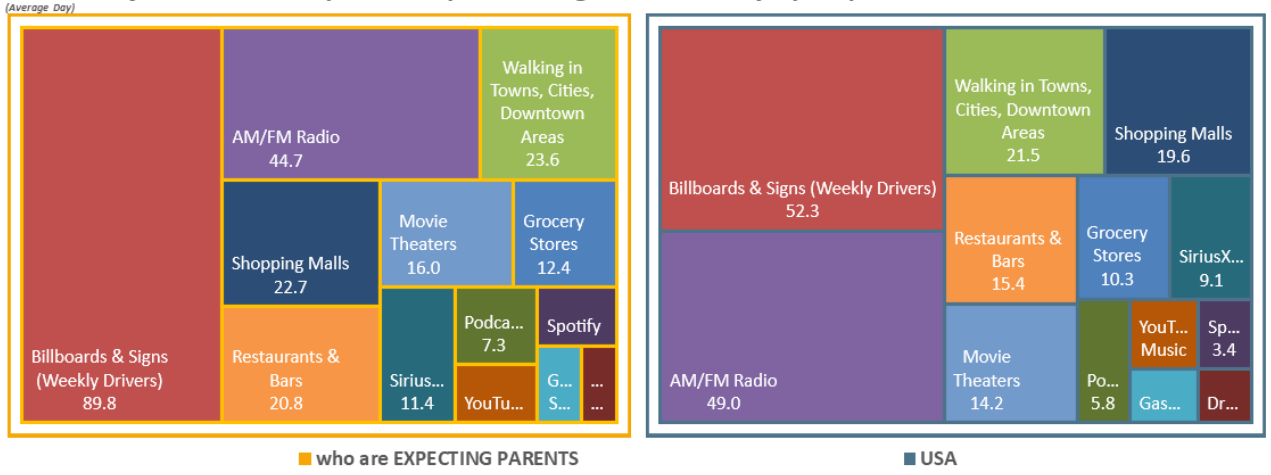
Expecting Parents

6,135,567 or 88.4% of Adults 18 or older who are EXPECTING PARENTS spend an average of 89.8 minutes per day driving, seeing Billboards and Signs. 71.2% Listen to Local Radio Stations Out-of-Home for an average of 41.4 minutes/day.

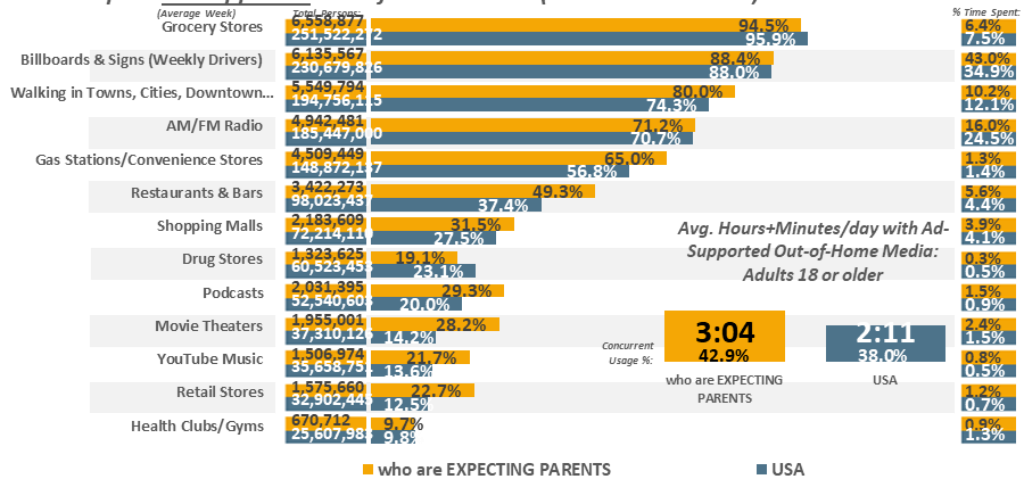
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



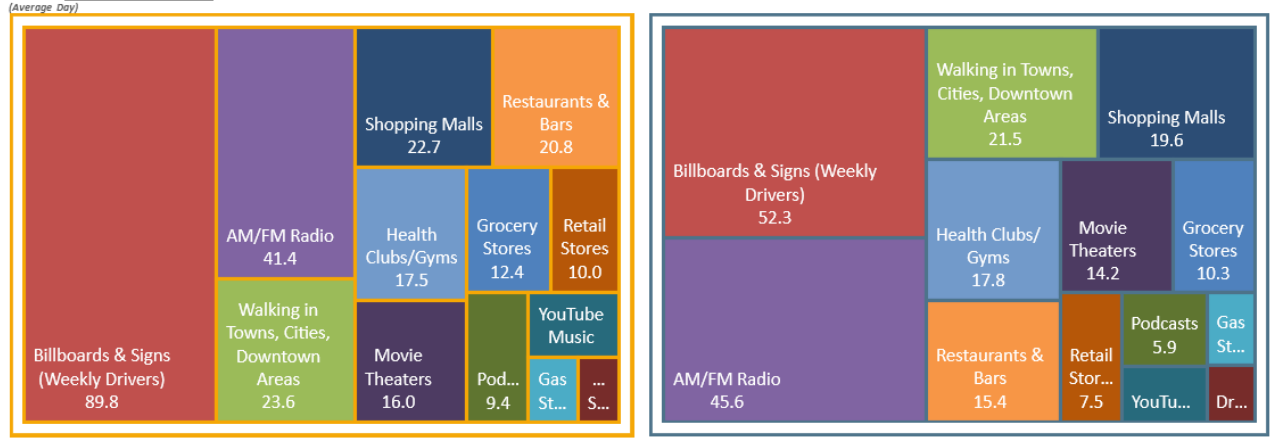
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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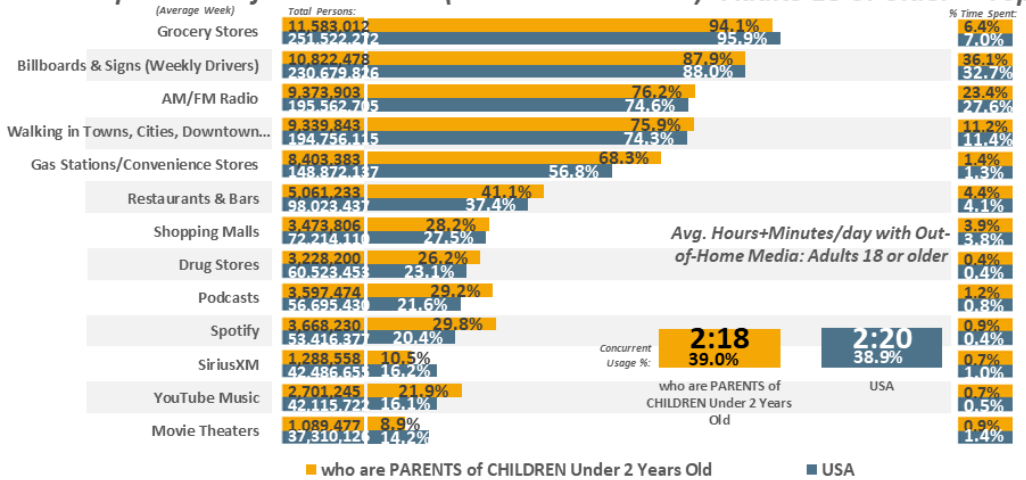
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(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Lifestyle changes/events personally plan to do next 12 mths: Birth of a child

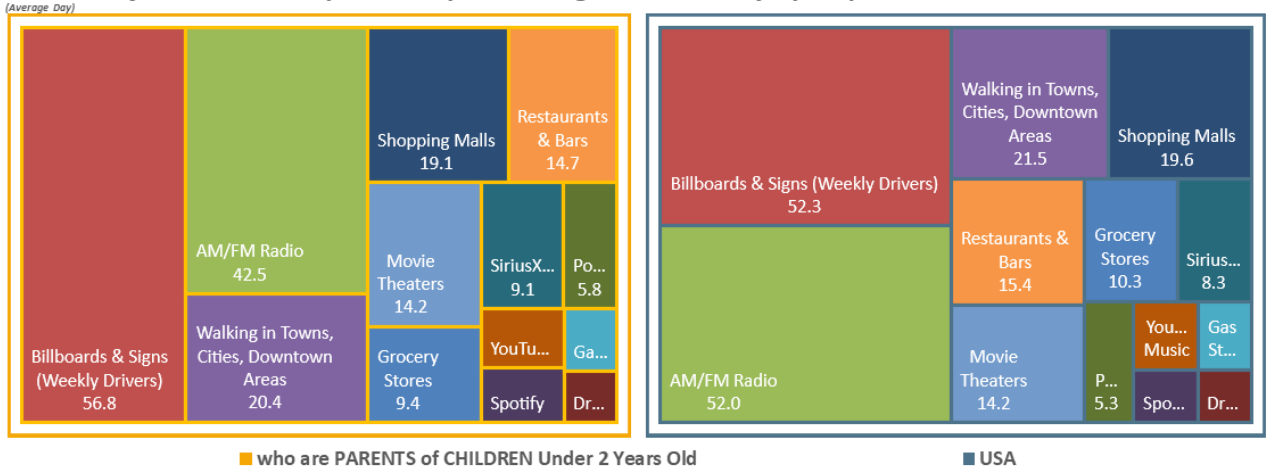


10,822,478 or 87.9% of Adults 18 or older who are PARENTS of CHILDREN Under 2 Years Old spend an average of 56.8 minutes per day driving, seeing Billboards and Signs. 73.4% Listen to Local Radio Stations Out-of-Home for an average of 40.3 minutes/day.

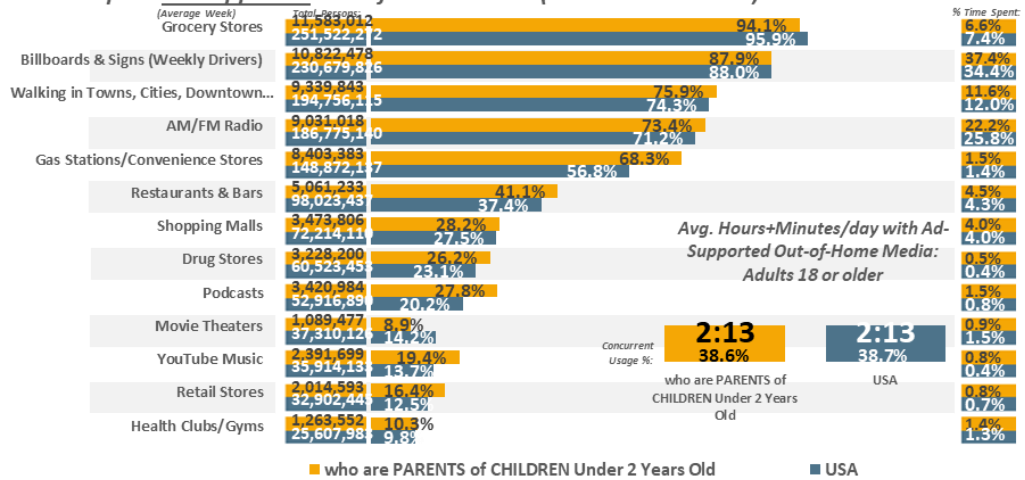
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



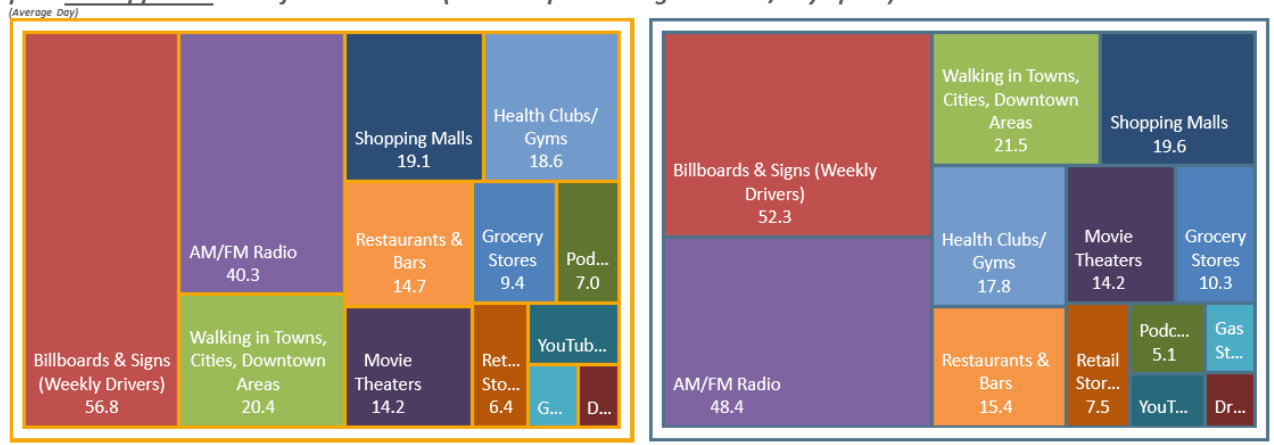
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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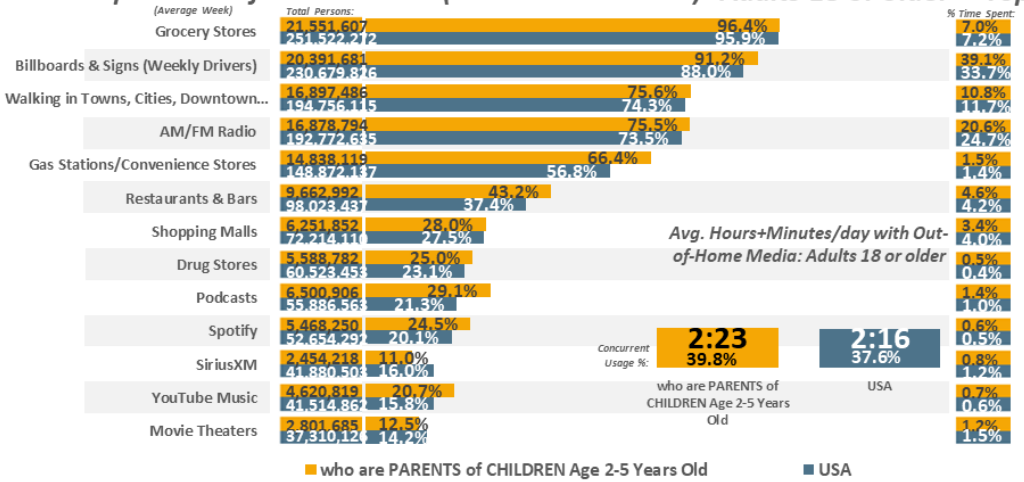
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(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age under 2

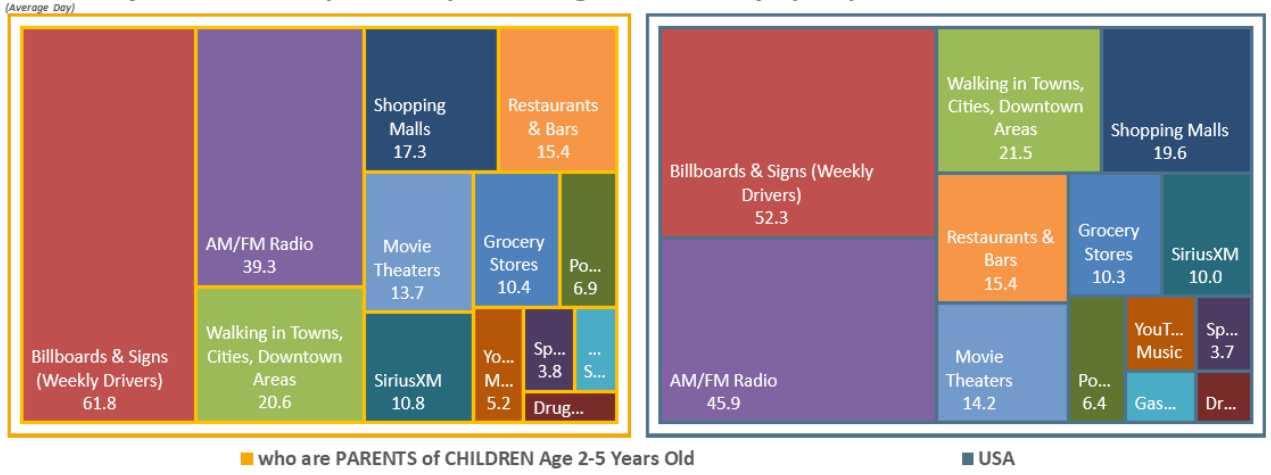


20,391,681 or 91.2% of Adults 18 or older who are PARENTS of CHILDREN Age 2-5 Years Old spend an average of 61.8 minutes per day driving, seeing Billboards and Signs. 72.2% Listen to Local Radio Stations Out-of-Home for an average of 36.8 minutes/day.

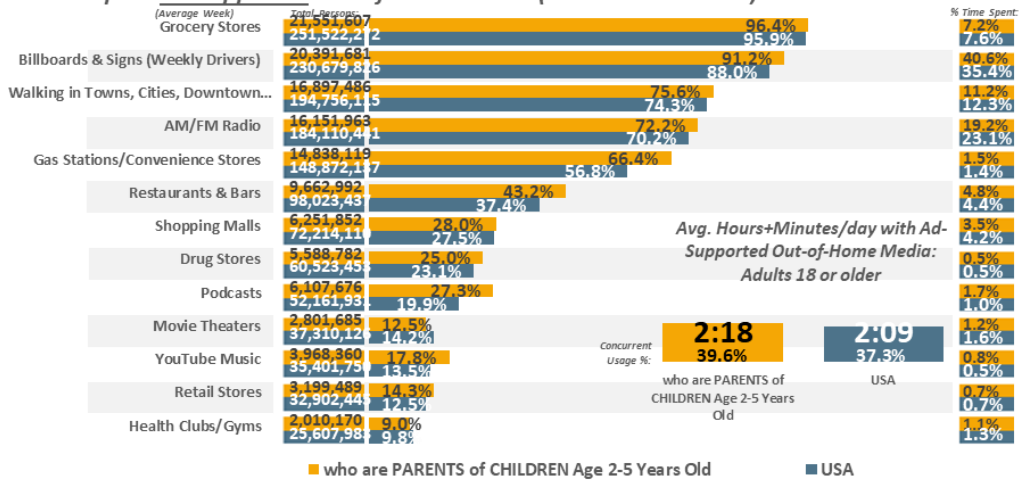
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



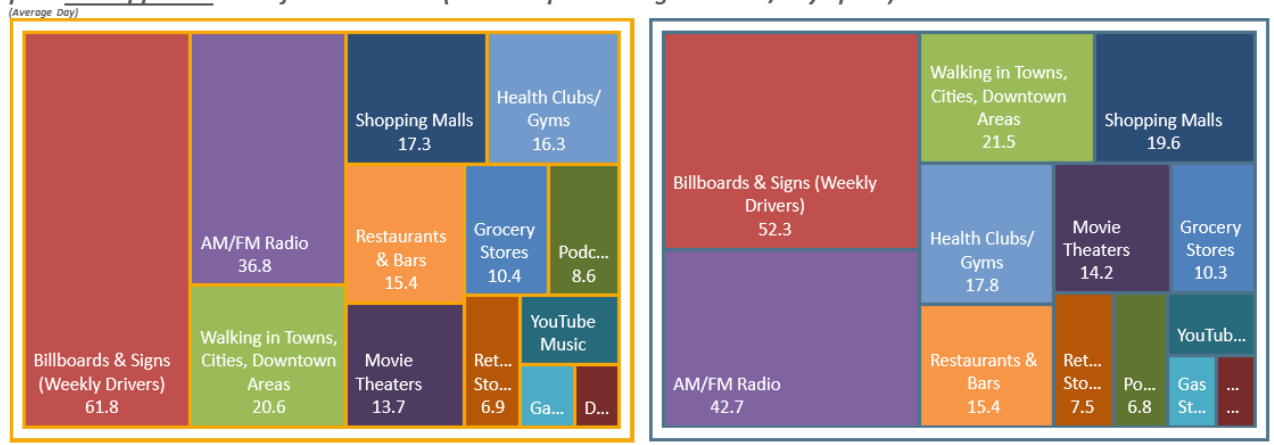
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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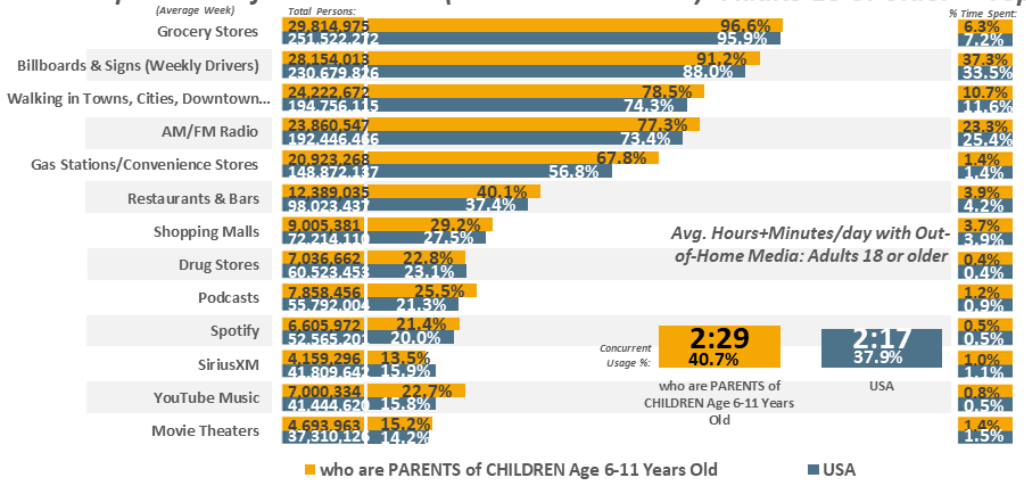
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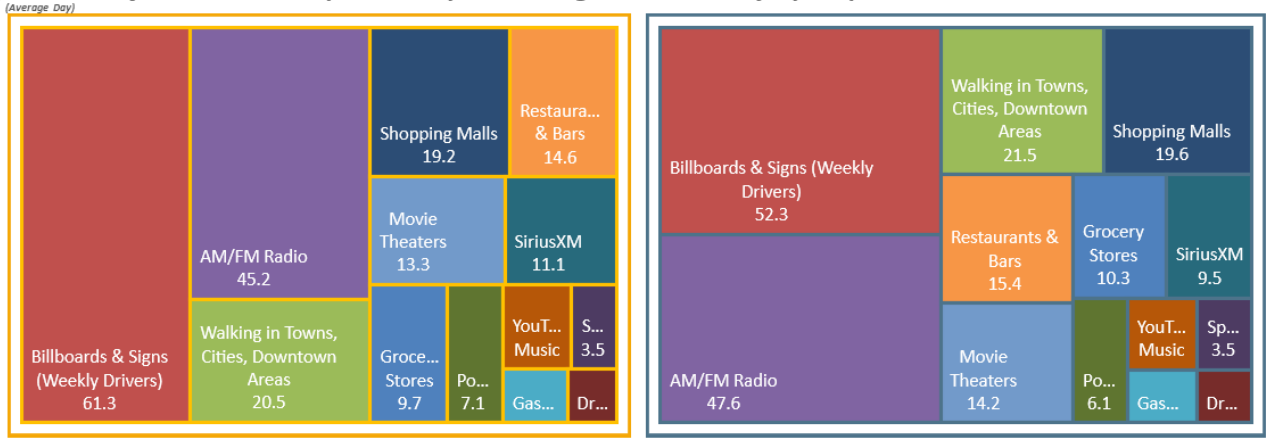
Parents of Kids Age 6-11

28,154,013 or 91.2% of Adults 18 or older who are PARENTS of CHILDREN Age 6-11 Years Old spend an average of 61.3 minutes per day driving, seeing Billboards and Signs. 73.7% Listen to Local Radio Stations Out-of-Home for an average of 42.2 minutes/day.

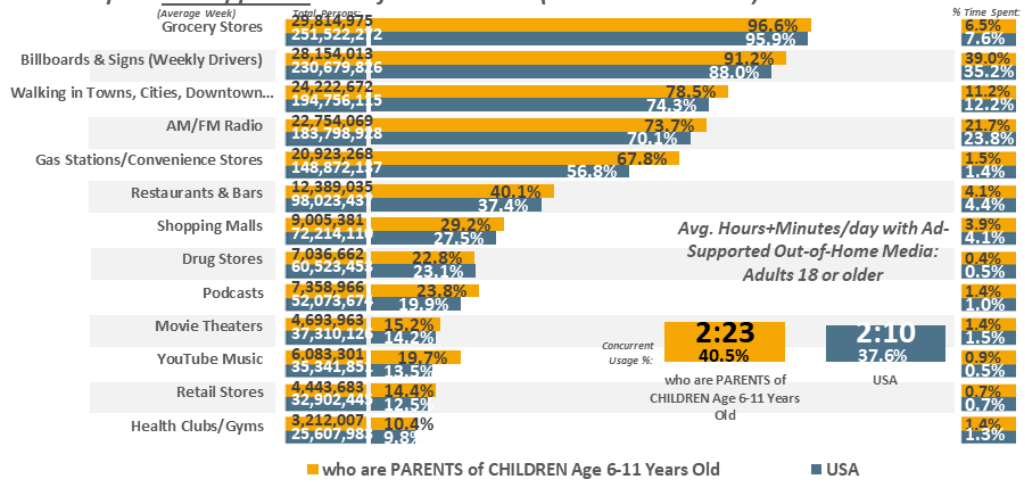
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



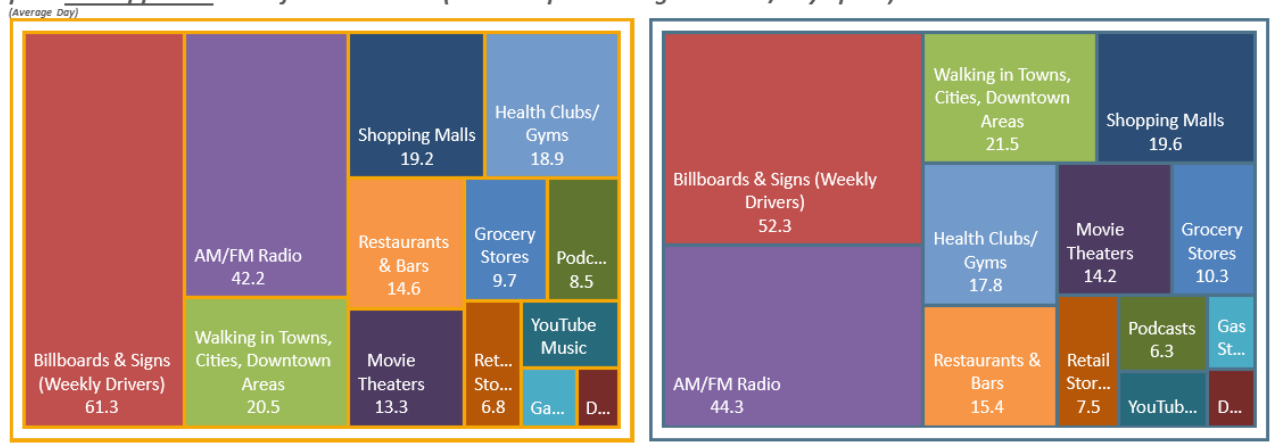
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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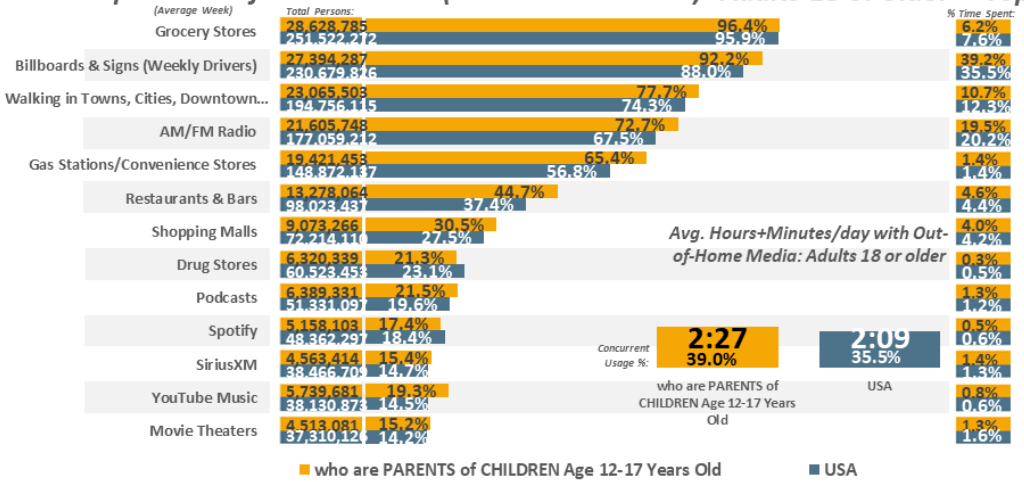
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(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 6 - 11

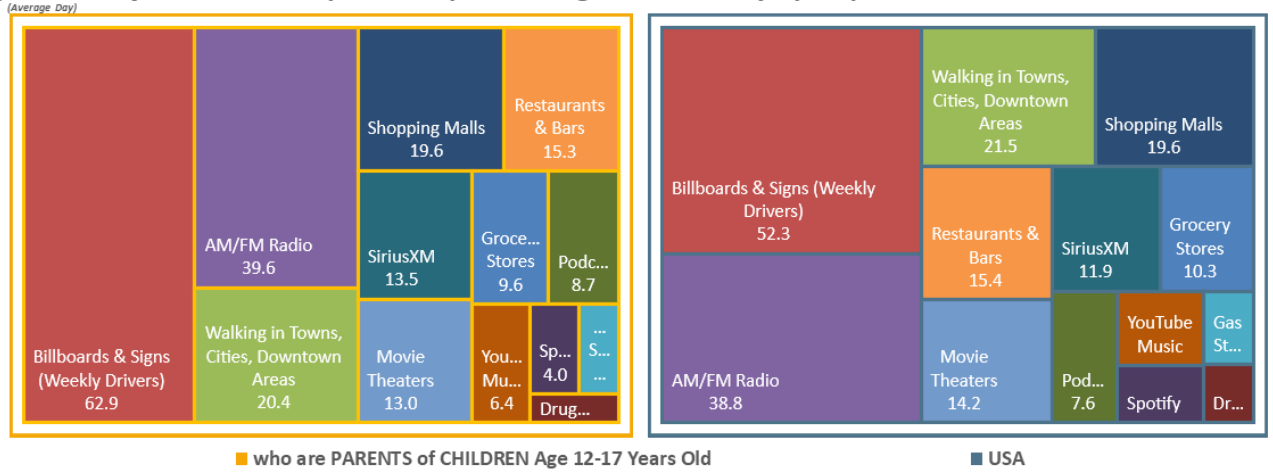


27,394,287 or 92.2% of Adults 18 or older who are PARENTS of CHILDREN Age 12-17 Years Old spend an average of 62.9 minutes per day driving, seeing Billboards and Signs. 69.1% Listen to Local Radio Stations Out-of-Home for an average of 37.1 minutes/day.

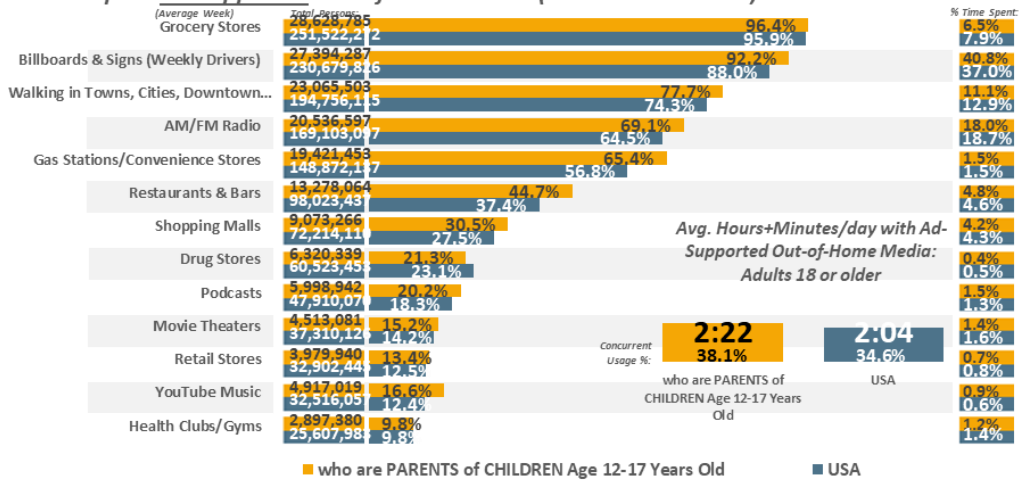
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



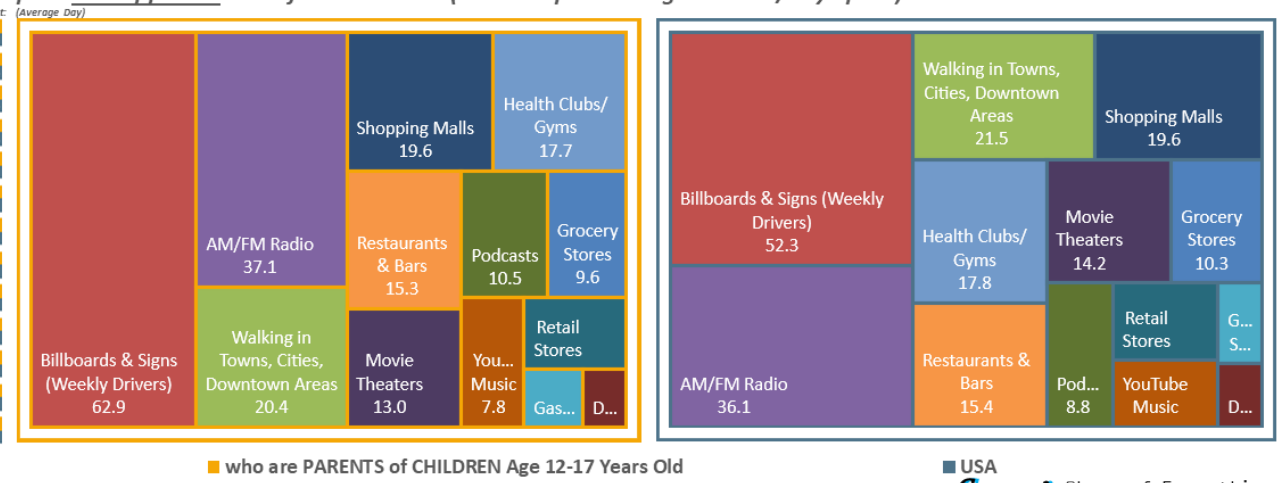
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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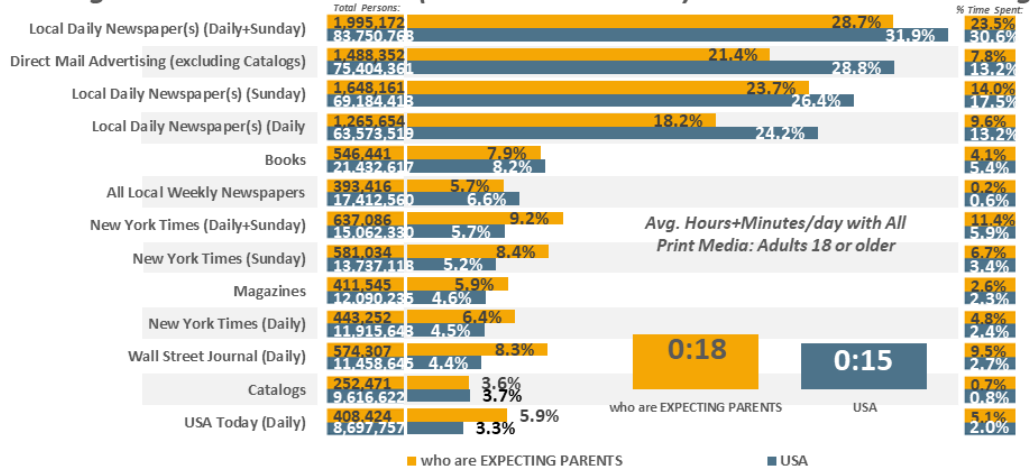
(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 12 - 17



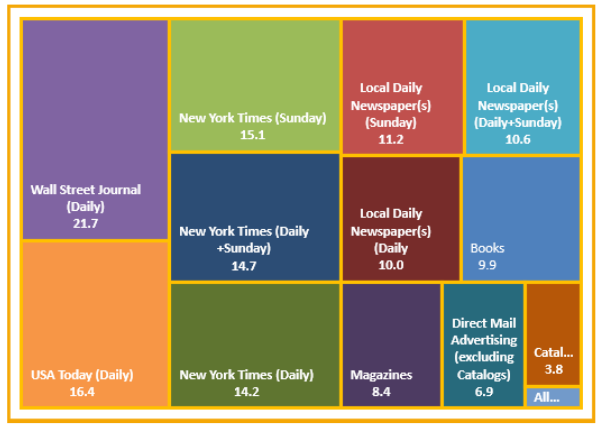
Expecting Parents

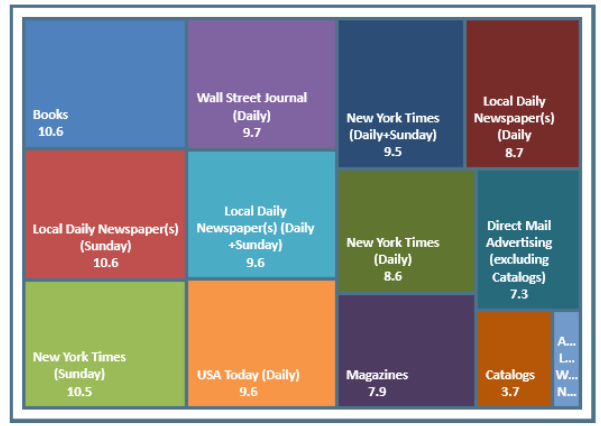
1,995,172 or 28.7% of Adults 18 or older who are EXPECTING PARENTS read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.6 minutes every day representing 24.5% of all time spent daily with All forms of Print Media.

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

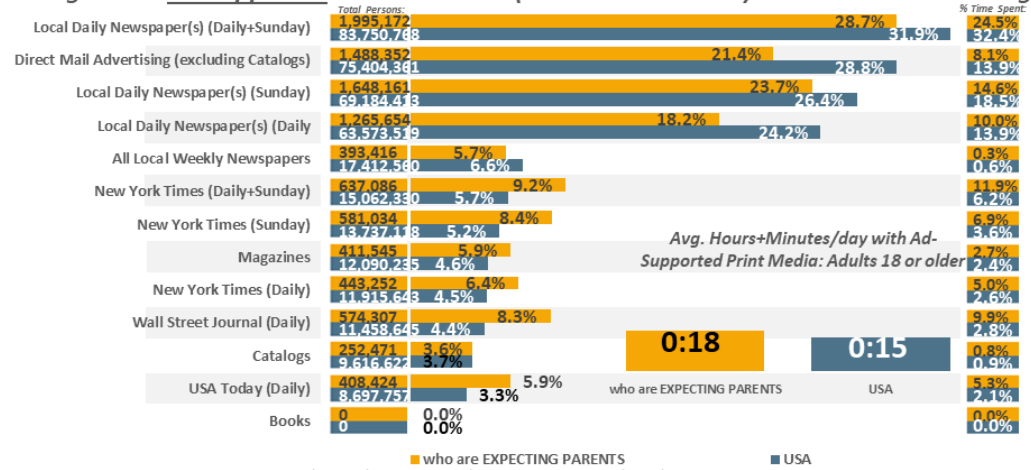


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

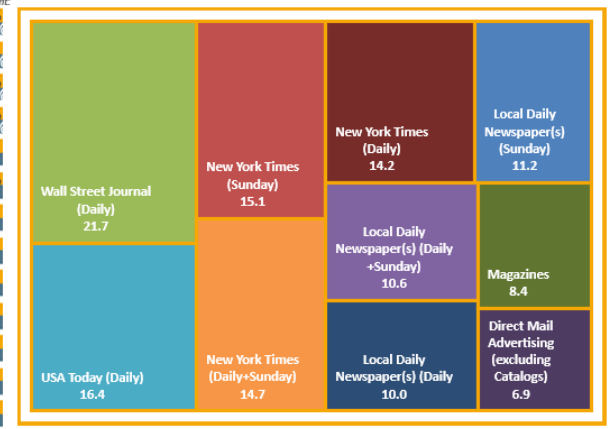


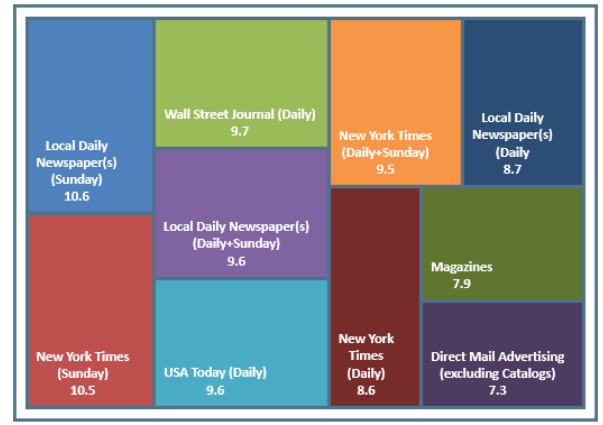


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





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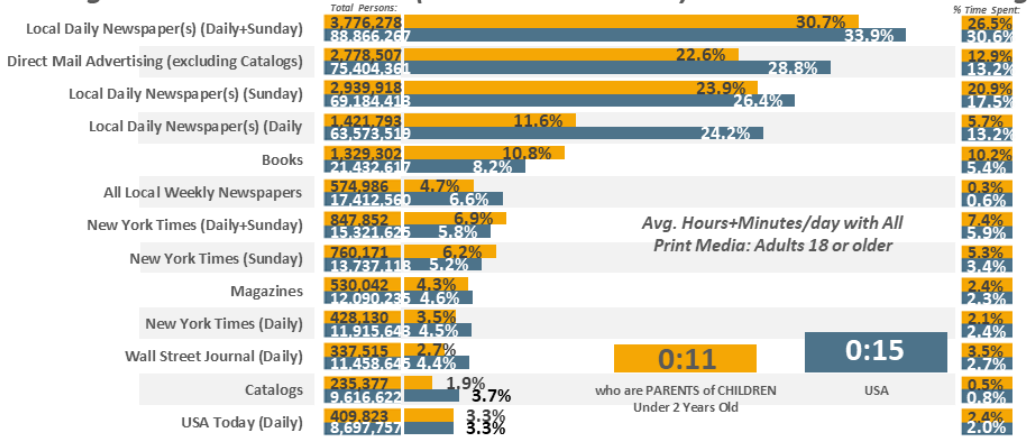
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(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Lifestyle changes/events personally plan to do next 12 mths: Birth of a child

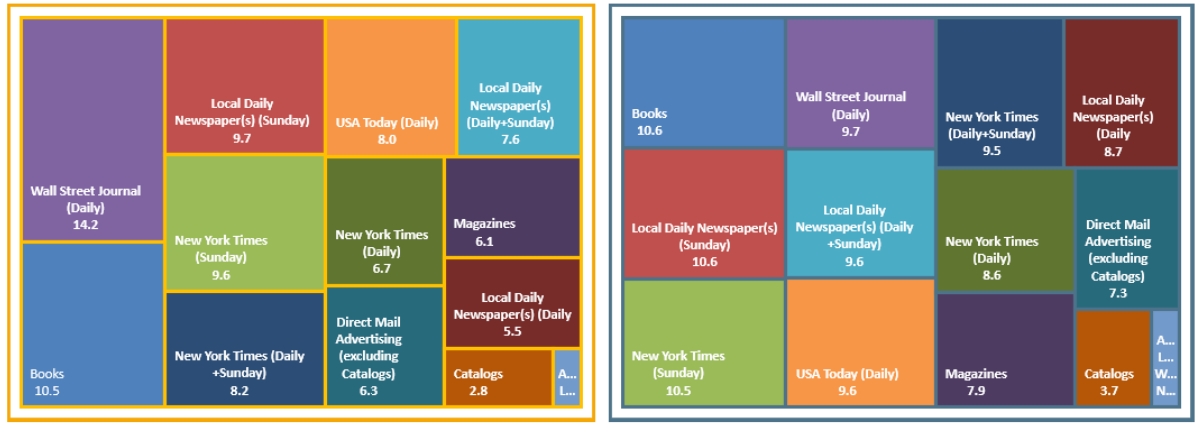


3,776,278 or 30.7% of Adults 18 or older who are PARENTS of CHILDREN Under 2 Years Old read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.6 minutes every day representing 29.5% of all time spent daily with All forms of Print Media.

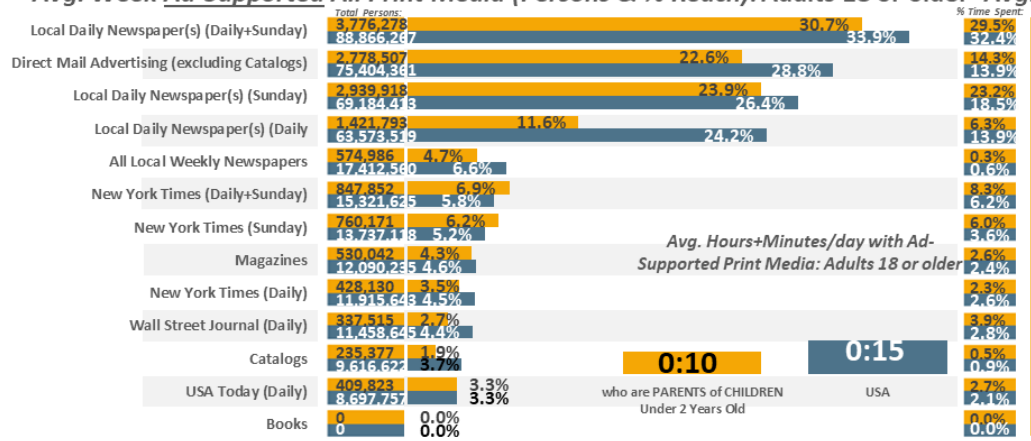
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



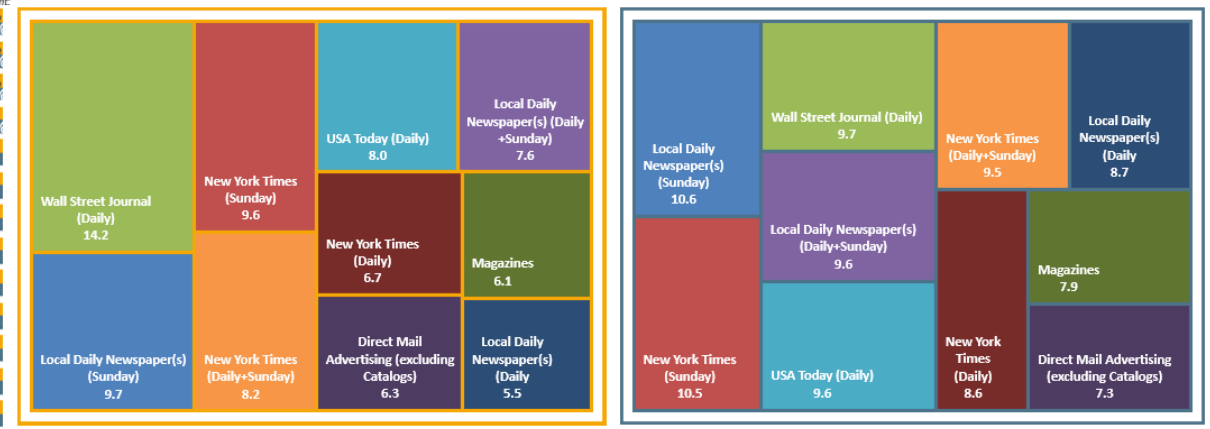
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,035

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

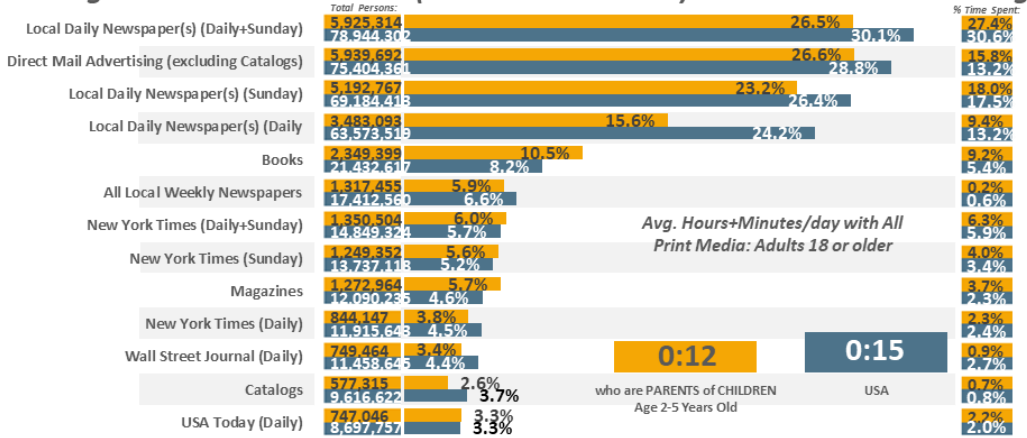
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(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age under 2

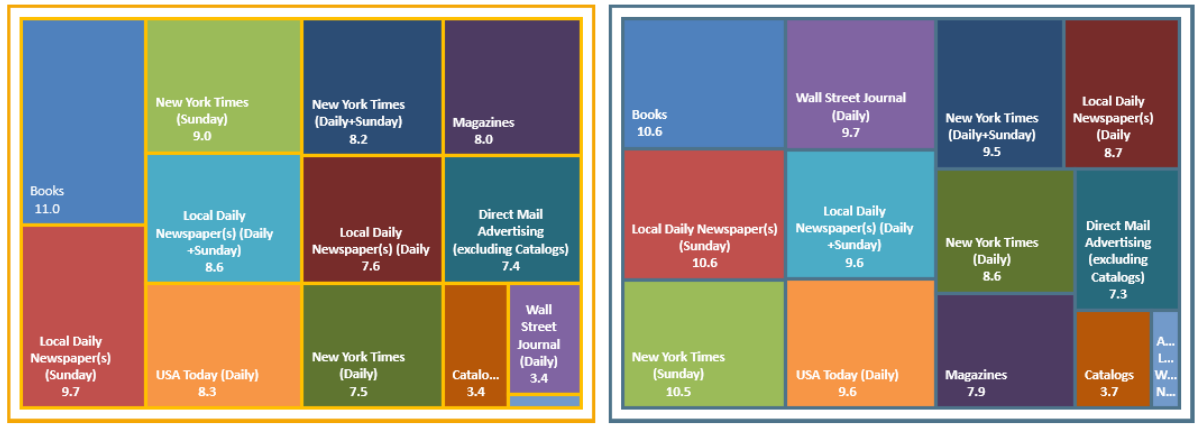


5,925,314 or 26.5% of Adults 18 or older who are PARENTS of CHILDREN Age 2-5 Years Old read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 30.2% of all time spent daily with All forms of Print Media.

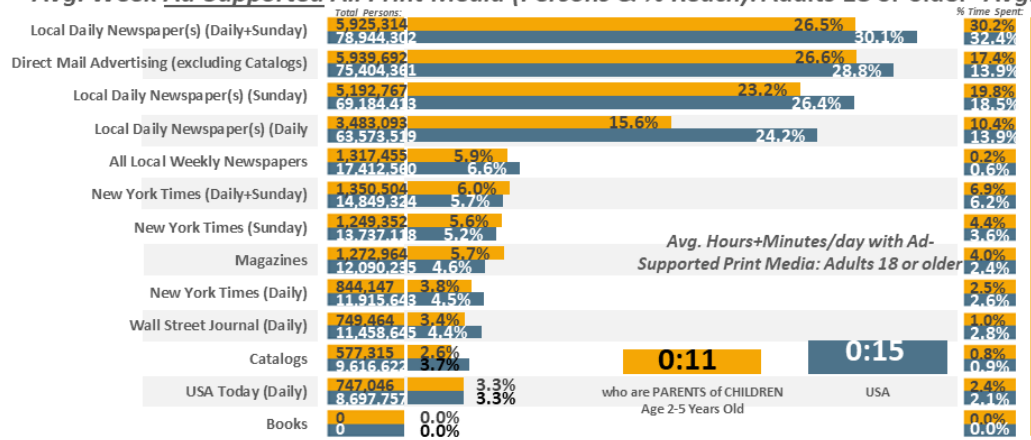
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



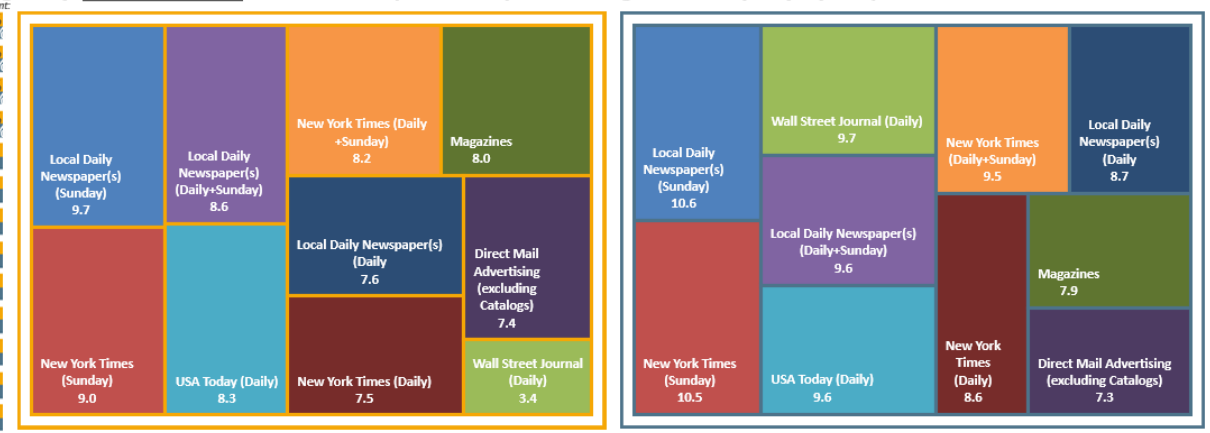
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,035

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(Parent of child under 18: Yes OR Lifestyle changes/events personally plan to do next 12 mths: Birth of a child) AND... Presence of children by age (HHLD): Age 6 - 11