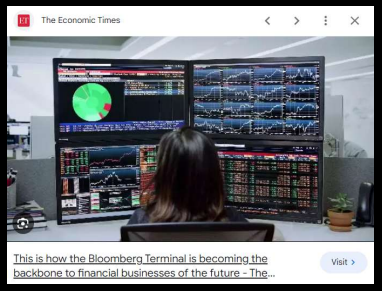
USA –P18+ 5 Different NFL TEAM DMA "WSALFs" (Watch/Stream/Attend/Listen/Follow)!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ PRO TEAM NFL "WSALFs" in the CHICAGO, CINCINNATI, MINNEAPOLIS-ST. PAUL, PHOENIX, and SEATTLE-TACOMA DMAs as of April 2024!



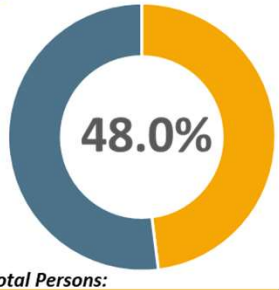
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

Pro teams (WSALF) - NFL: Chicago Bears Pro teams (WSALF) - NFL: Cincinnati Bengals Pro teams (WSALF) - NFL: Minnesota Vikings Pro teams (WSALF) - NFL: Arizona Cardinals Pro teams (WSALF) - NFL: Seattle Seahawks

CHICAGO BEARS

48.% or 3,628,809 of Chicago DMA Adults 18 or older are Watch/Stream/Attend/Listen/Follow the CHICAGO…
Typical Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CHICAGO BEARS are 50.4 years old (3.9% older than average) and have a $113,454 (10.7% higher than average) annual household income.

Percent of Market: Adults 18 or older

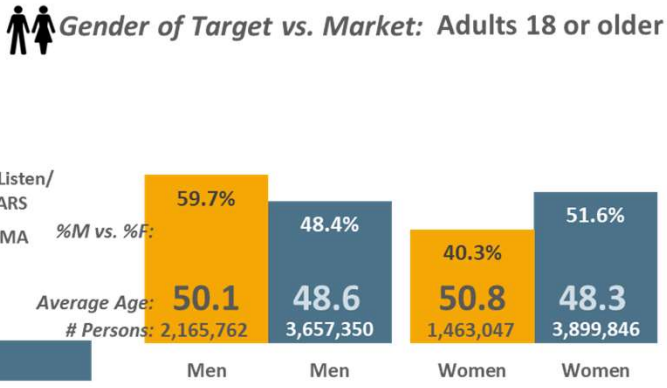


- who Watch/Stream/Attend/Listen/Follow the CHICAGO BEARS
- Remainder of Chicago DMA

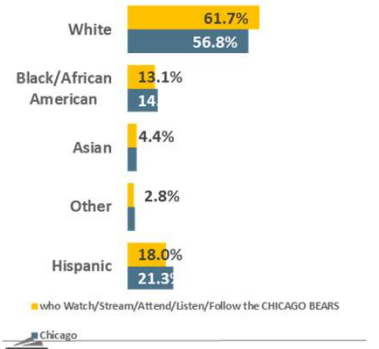
Total Persons:

3,628,809	3,928,387

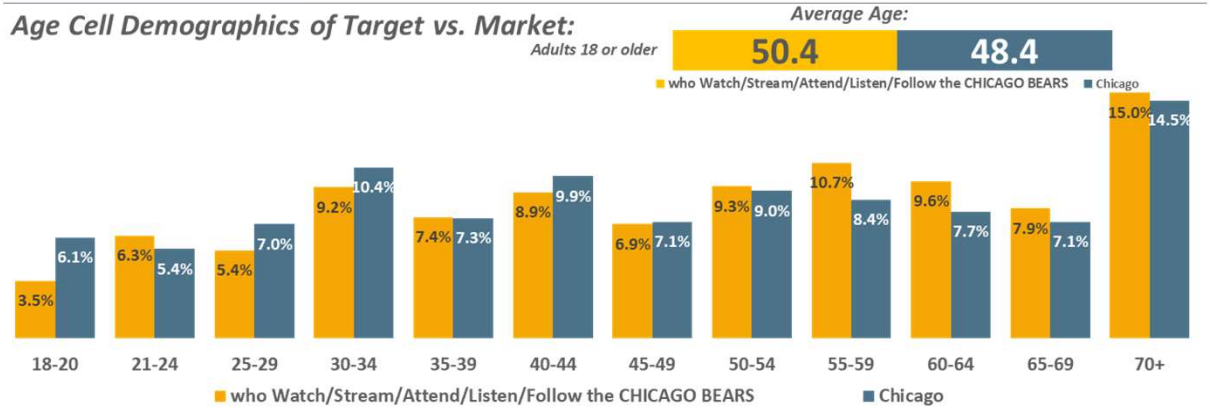
Gender of Target vs. Market: Adults 18 or older



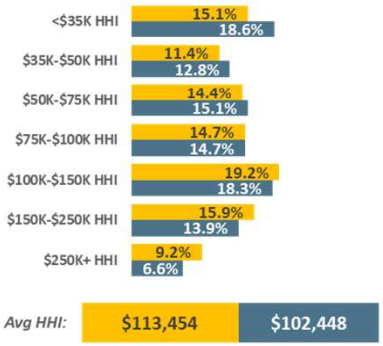
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Chicago DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,731

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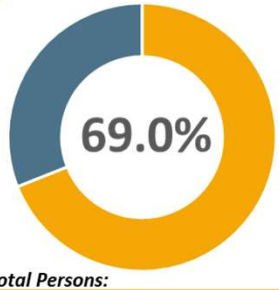
CINCINNATI BENGALS

69.% or 1,314,100 of Cincinnati DMA Adults 18 or older are Watch/Stream/Attend/Listen/Follow the CINCINNATI... Typical Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CINCINNATI BENGALS are 50.7 years old (3.8% older than average) and have a $101,711 (7.4% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who Watch/Stream/Attend/Listen/Follow the CINCINNATI BENGALS

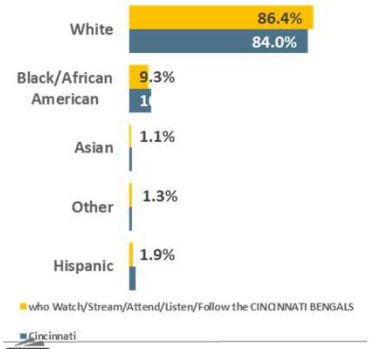
Total Persons:

1,314,100	590,870

Gender of Target vs. Market: Adults 18 or older

	Men	Men	Women	Women
%M vs. %F:	50.1%	48.5%	49.9%	51.5%
Average Age:	51.3	48.7	50.1	49.0
# Persons:	657,914	924,228	656,186	980,742

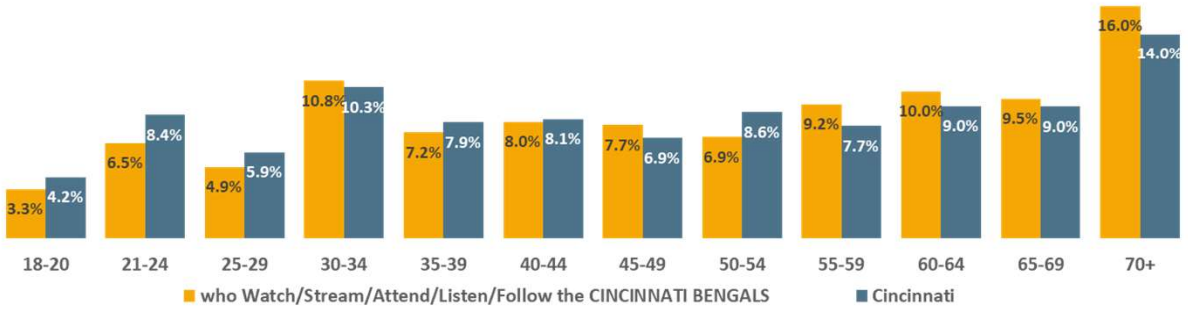
Ethnicity of Target vs. Market:



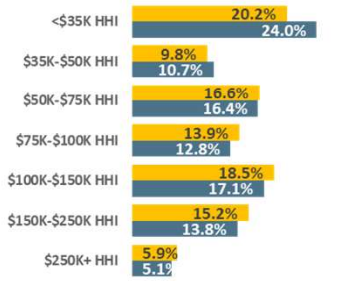
Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 18 or older	50.7	48.8

- who Watch/Stream/Attend/Listen/Follow the CINCINNATI BENGALS



HHI of Target vs. Market:



Avg HHI:	$101,711	$94,732

Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,443

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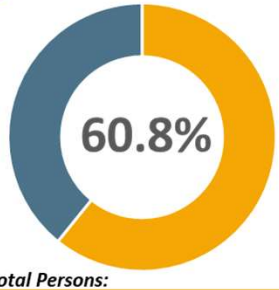
MINNESOTA VIKINGS

60.8% or 2,339,688 of Twin Cities DMA Adults 18 or older are Watch/Stream/Attend/Listen/Follow the…
Typical Adults 18 or older who Watch/Stream/Attend/Listen/Follow the MINNESOTA VIKINGS are 51.2 years old (4.9% older than average) and have a $114,750 (7.7% higher than average) annual household income.

Percent of Market: Adults 18 or older



who Watch/Stream/Attend/Listen/Follow the MINNESOTA VIKINGS

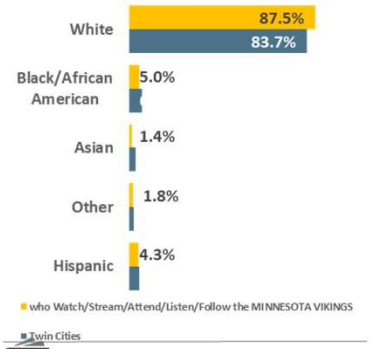
Total Persons:

2,339,688	1,507,535

Gender of Target vs. Market: Adults 18 or older

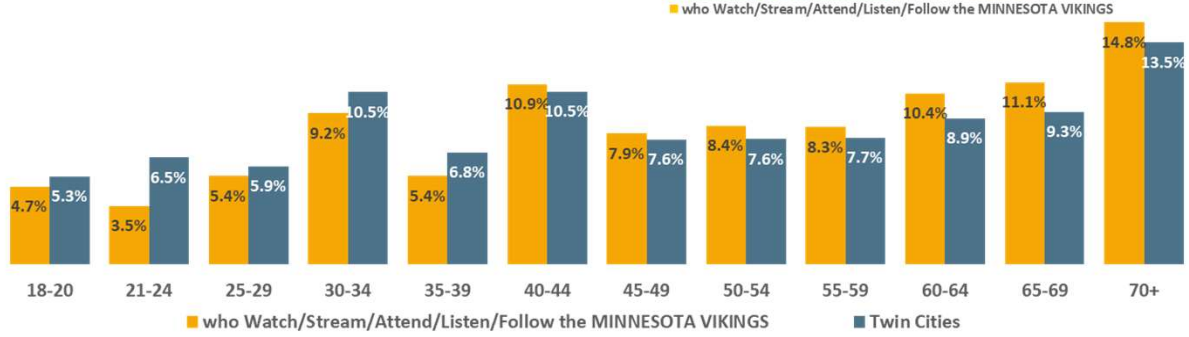
	Men	Men	Women	Women
%M vs. %F:	52.6%	49.3%	47.4%	50.7%
Average Age:	50.5	48.7	52.1	48.8
# Persons:	1,230,778	1,897,471	1,108,910	1,949,752

Ethnicity of Target vs. Market:

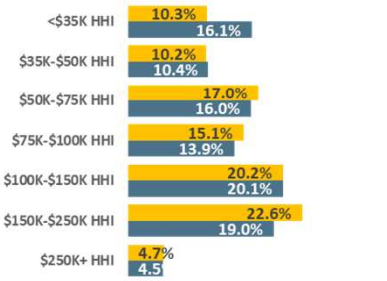


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 18 or older	who Watch/Stream/Attend/Listen/Follow the MINNESOTA VIKINGS
	51.2	48.8



HHI of Target vs. Market:



Avg HHI:	$114,750	$106,532

Twin Cities DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,183

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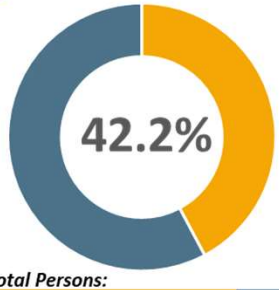
ARIZONA CARDINALS

42.2% or 1,947,879 of Phoenix DMA Adults 18 or older are Watch/Stream/Attend/Listen/Follow the ARIZONA.. Typical Adults 18 or older who Watch/Stream/Attend/Listen/Follow the ARIZONA CARDINALS are 52.9 years old (7.7% older than average) and have a $104,503 (12.4% higher than average) annual household income.

Percent of Market: Adults 18 or older

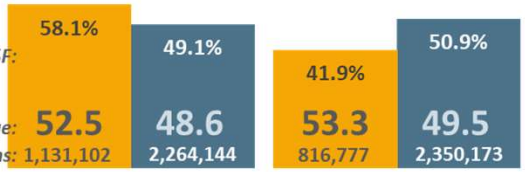


who Watch/Stream/Attend/Listen/Follow the ARIZONA CARDINALS

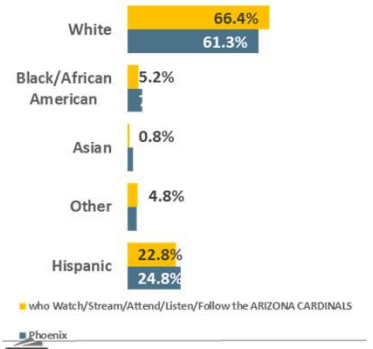
Total Persons:

1,947,879	2,666,438

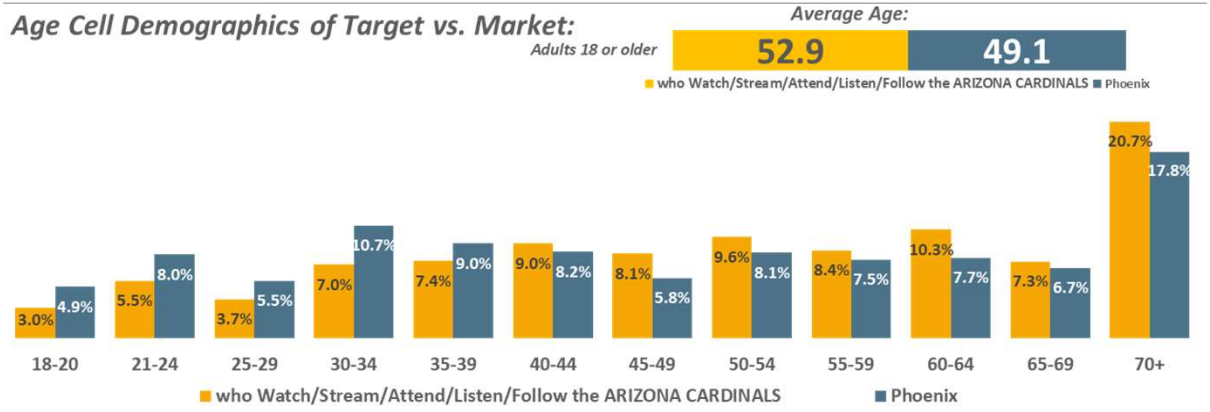
Gender of Target vs. Market: Adults 18 or older



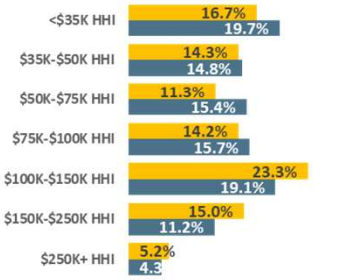
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$104,503	$92,998

Phoenix DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,022

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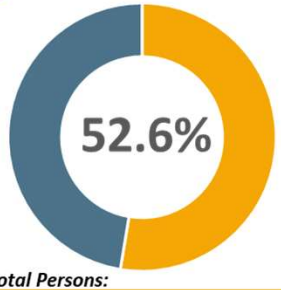
SEATTLE SEAHAWKS

52.6% or 2,360,757 of Seattle DMA Adults 18 or older are Watch/Stream/Attend/Listen/Follow the SEATTLE… Typical Adults 18 or older who Watch/Stream/Attend/Listen/Follow the SEATTLE SEAHAWKS are 51.9 years old (7.6% older than average) and have a $126,558 (6.8% higher than average) annual household income.

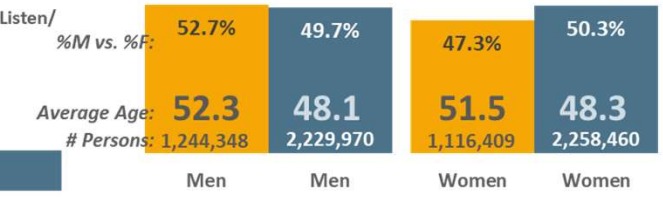
Percent of Market: Adults 18 or older



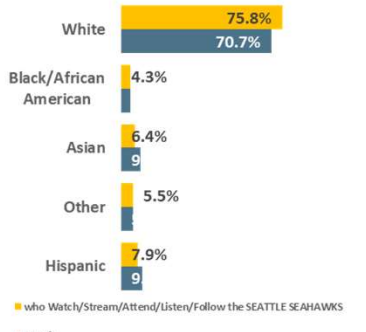
Total Persons:

2,360,757	2,127,673

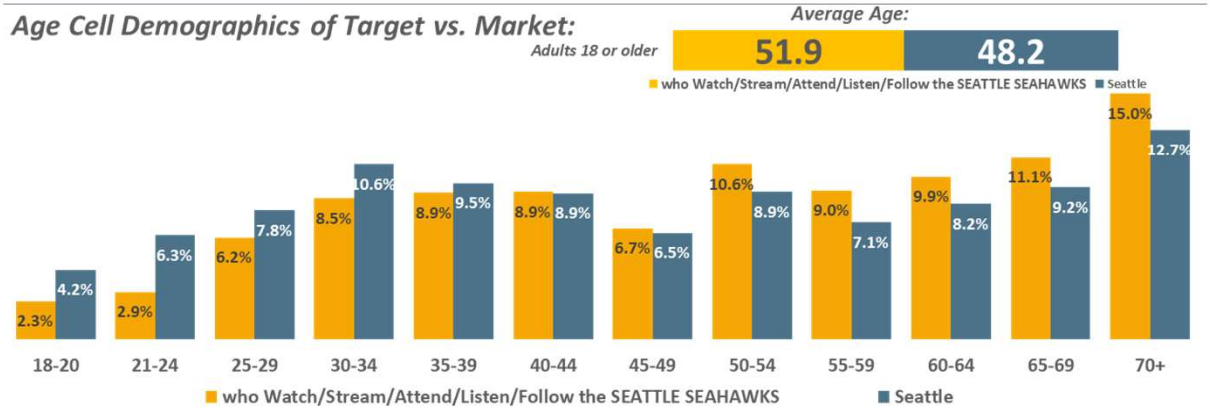
Gender of Target vs. Market: Adults 18 or older



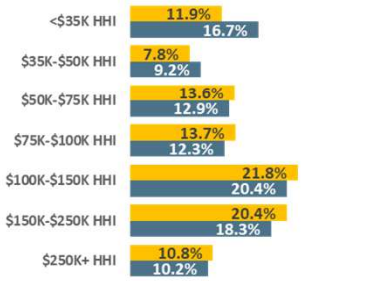
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:

$126,558	$118,542

Seattle DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 2,252

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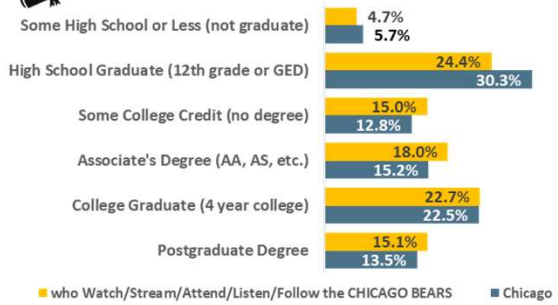
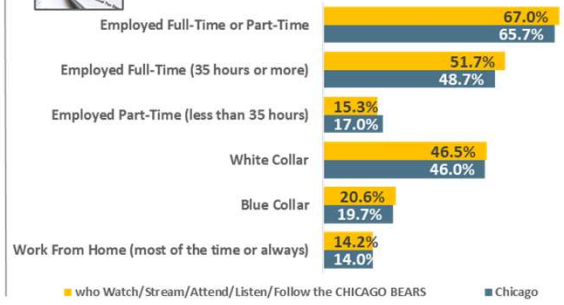
CHICAGO BEARS

48.% or 3,628,809 of Chicago DMA Adults 18 or older are Watch/Stream/Attend/Listen/Follow the CHICAGO… Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CHICAGO BEARS are 4.9% more likely to be a college graduate, 6.1% more likely to work full-time, 12.6% more likely to be married, 3.% more likely to be a parent of 1 or more children under 18.

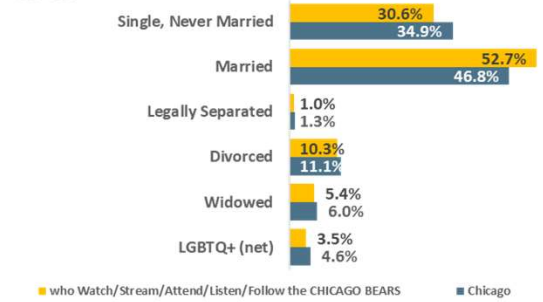
Education Levels: Adults 18 or older



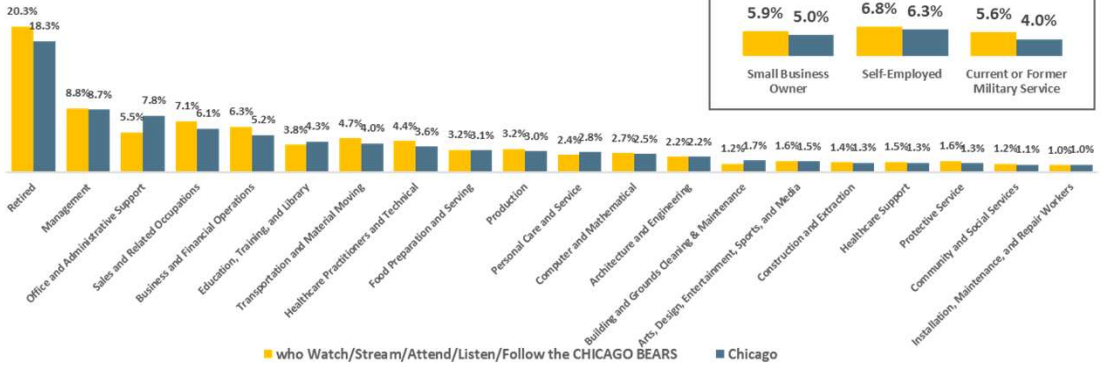
Employment: Adults 18 or older



Marital Status: Adults 18 or older

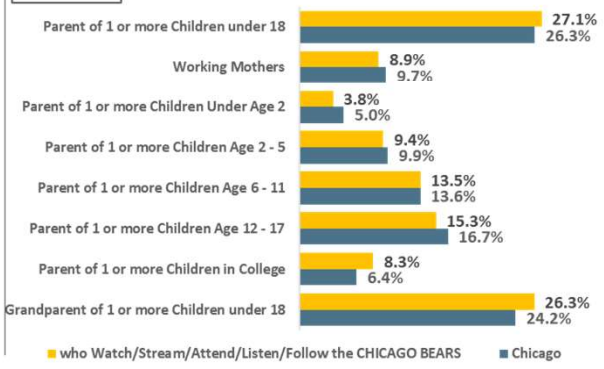


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



Chicago DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,731

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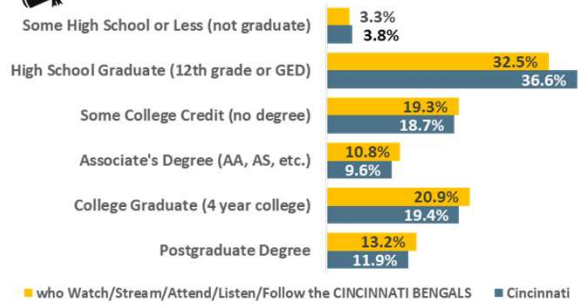
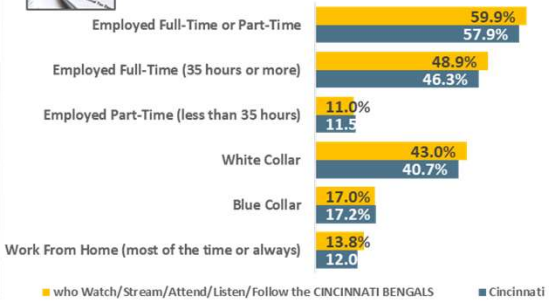
CINCINNATI BENGALS

69.% or 1,314,100 of Cincinnati DMA Adults 18 or older are Watch/Stream/Attend/Listen/Follow the... Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CINCINNATI BENGALS are 8.9% more likely to be a college graduate, 5.5% more likely to work full-time, 8.4% more likely to be married, 5.4% more likely to be a parent of 1 or more children under

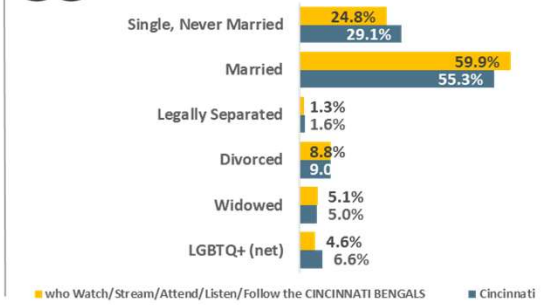
Education Levels: Adults 18 or older



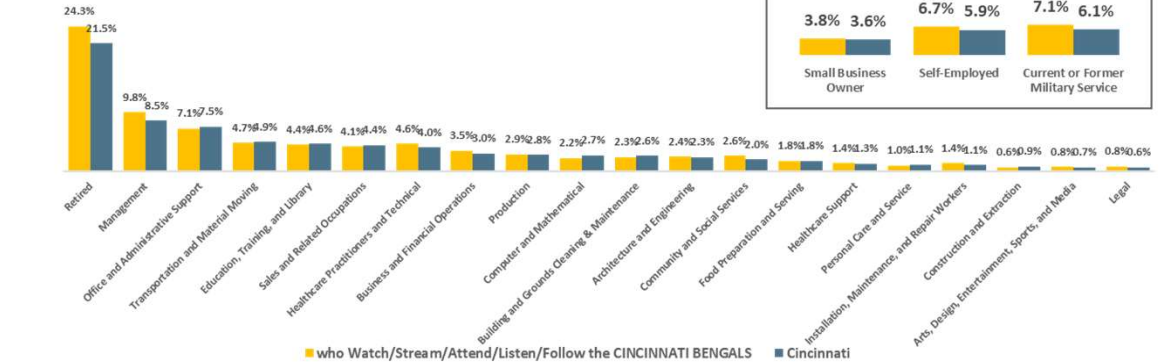
Employment: Adults 18 or older



Marital Status: Adults 18 or older

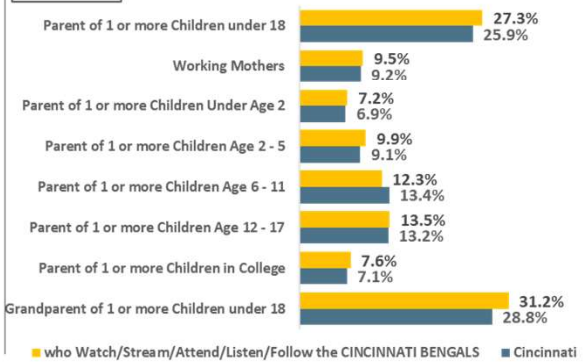


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,443

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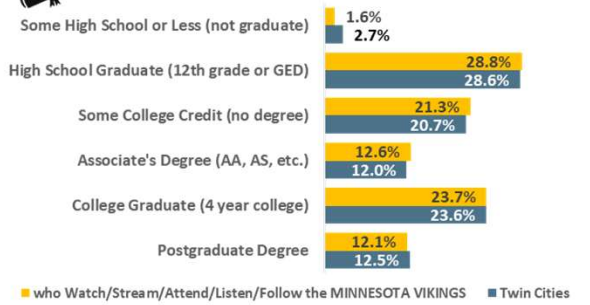
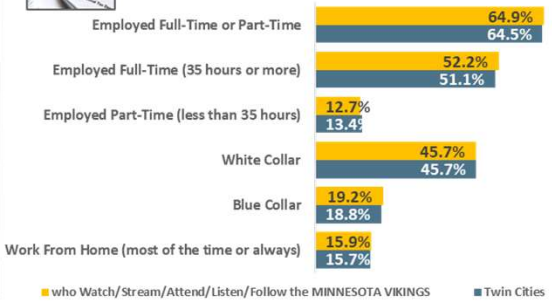
MINNESOTA VIKINGS

60.8% or 2,339,688 of Twin Cities DMA Adults 18 or older are Watch/Stream/Attend/Listen/Follow the… Adults 18 or older who Watch/Stream/Attend/Listen/Follow the MINNESOTA VIKINGS are .9% less likely to be a college graduate, 2.1% more likely to work full-time, 9.7% more likely to be married, 1.8% more likely to be a parent of 1 or more children under 18

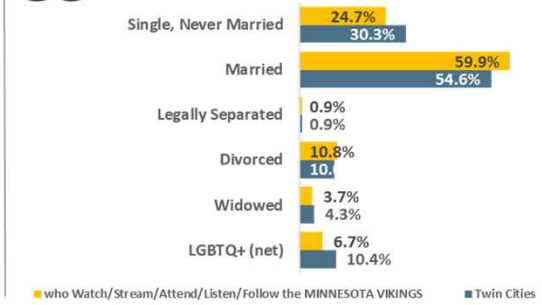
Education Levels: Adults 18 or older



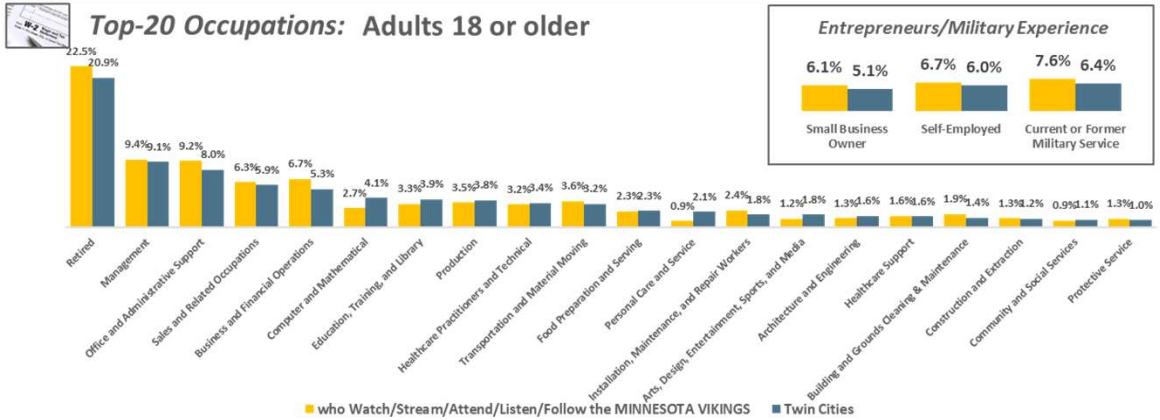
Employment: Adults 18 or older



Marital Status: Adults 18 or older

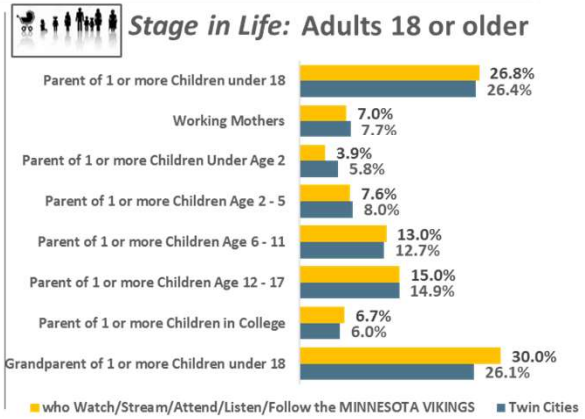


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



Twin Cities DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,183

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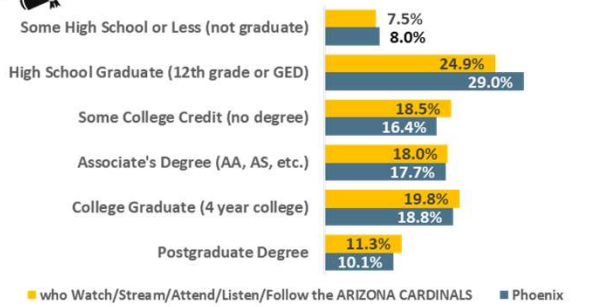
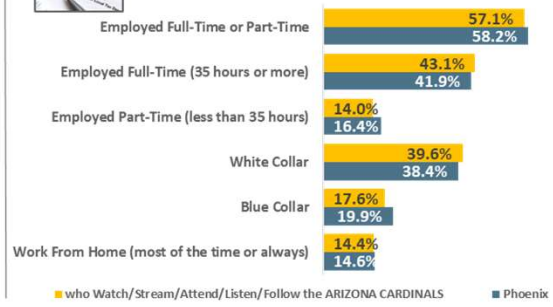
ARIZONA CARDINALS

42.2% or 1,947,879 of Phoenix DMA Adults 18 or older are Watch/Stream/Attend/Listen/Follow the ARIZONA... Adults 18 or older who Watch/Stream/Attend/Listen/Follow the ARIZONA CARDINALS are 7.6% more likely to be a college graduate, 3.% more likely to work full-time, 16.6% more likely to be married, 1.2% less likely to be a parent of 1 or more children under 1

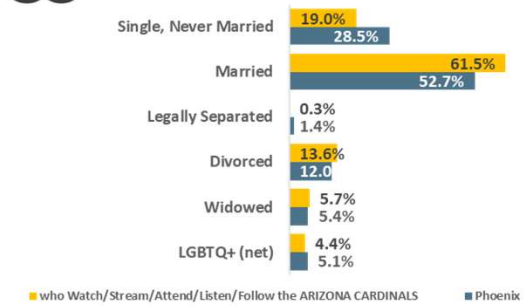
Education Levels: Adults 18 or older



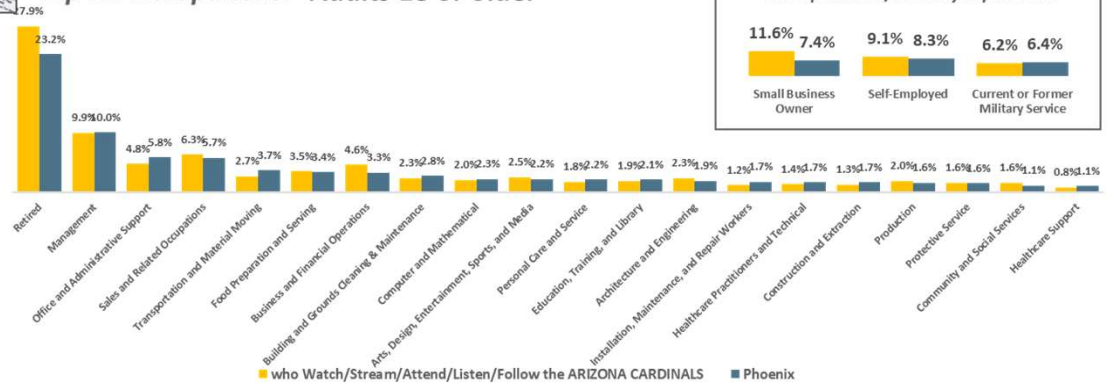
Employment: Adults 18 or older



Marital Status: Adults 18 or older

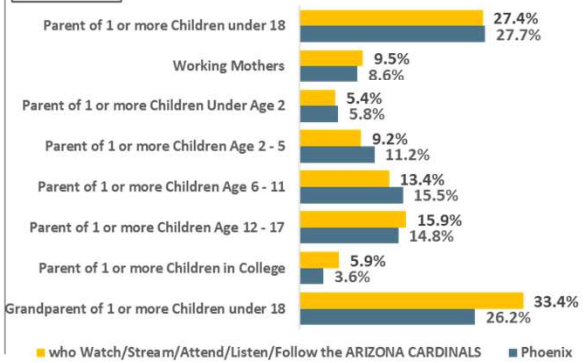


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



Phoenix DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,022

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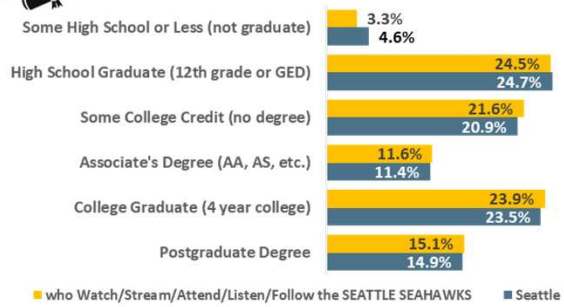
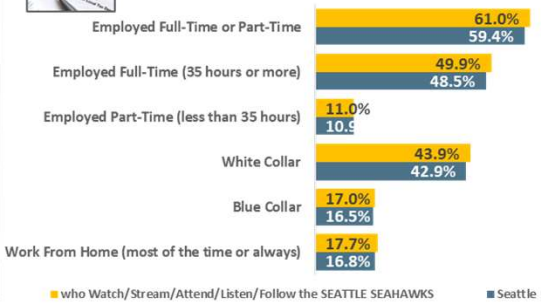
SEATTLE SEAHAWKS

52.6% or 2,360,757 of Seattle DMA Adults 18 or older are Watch/Stream/Attend/Listen/Follow the SEATTLE… Adults 18 or older who Watch/Stream/Attend/Listen/Follow the SEATTLE SEAHAWKS are 1.7% more likely to be a college graduate, 3.% more likely to work full-time, 11.% more likely to be married, 7.5% more likely to be a parent of 1 or more children under 18.

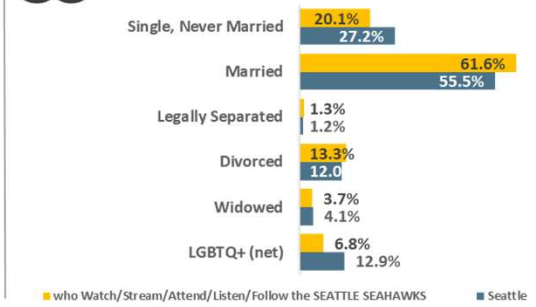
Education Levels: Adults 18 or older



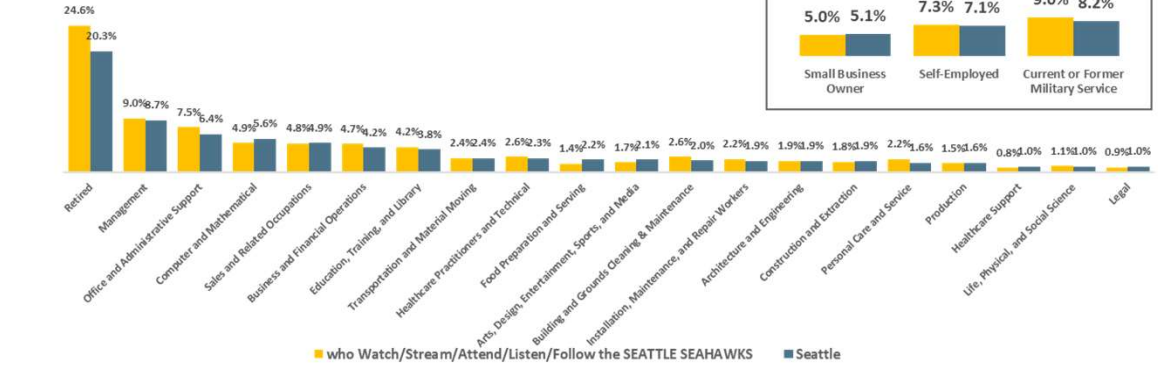
Employment: Adults 18 or older



Marital Status: Adults 18 or older

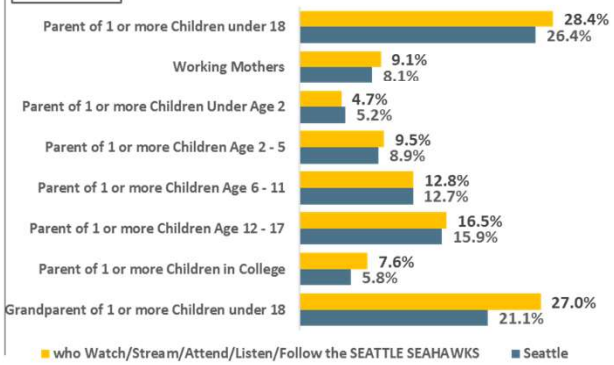


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



Seattle DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 2,252

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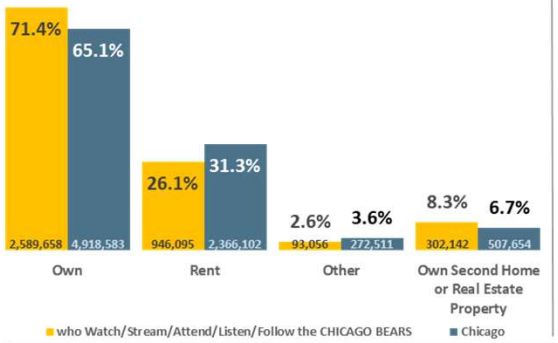
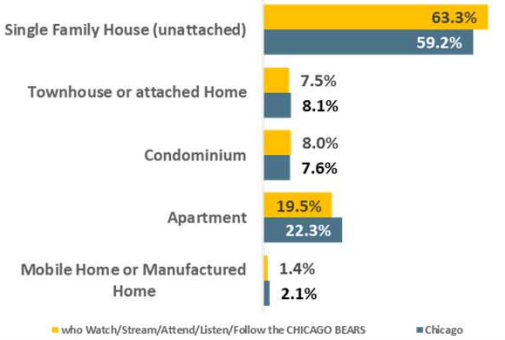
CHICAGO BEARS

48.% or 3,628,809 of Chicago DMA Adults 18 or older are Watch/Stream/Attend/Listen/Follow the CHICAGO BEARS. Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CHICAGO BEARS are 9.6% more likely to own their home, 6.7% more likely to own a higher valued home, 7.% more likely to have a single-family home, 3.8% more likely to have a dog.

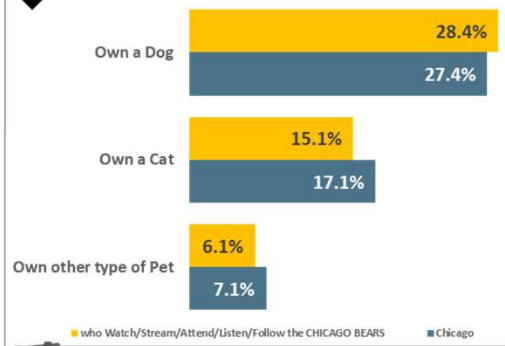
Own/Rent/Other: Adults 18 or older



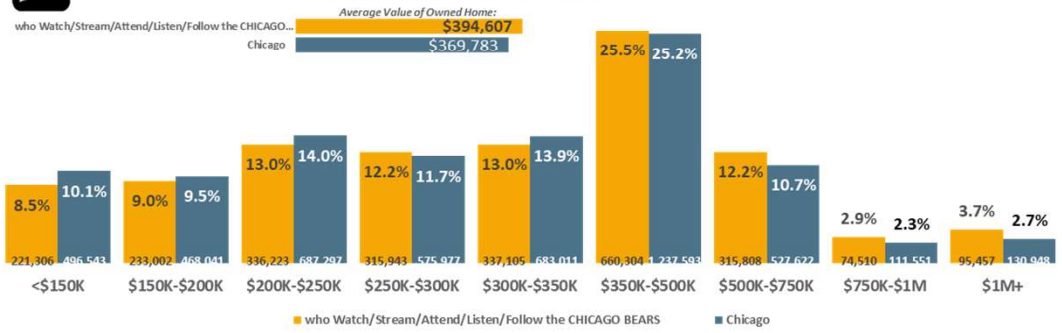
Type of Home: Adults 18 or older



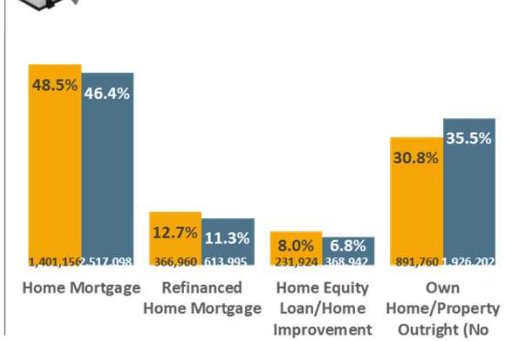
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



Chicago DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,731

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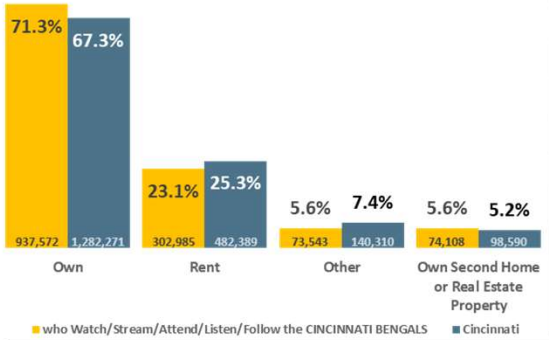
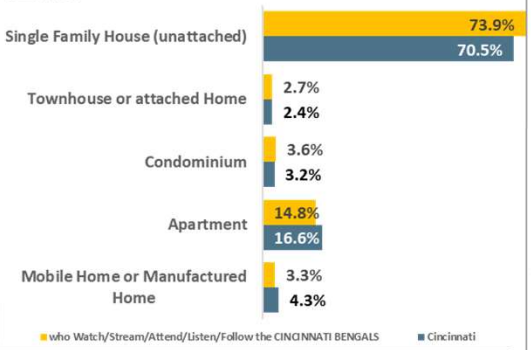
CINCINNATI BENGALS

69.% or 1,314,100 of Cincinnati DMA Adults 18 or older are Watch/Stream/Attend/Listen/Follow the CINCINNATI... Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CINCINNATI BENGALS are 6.% more likely to own their home, 1.8% more likely to own a higher valued home, 4.9% more likely to have a single-family home, 6.3% more likely to have a dog.

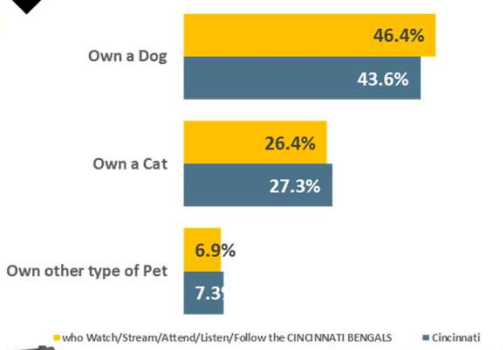
Own/Rent/Other: Adults 18 or older



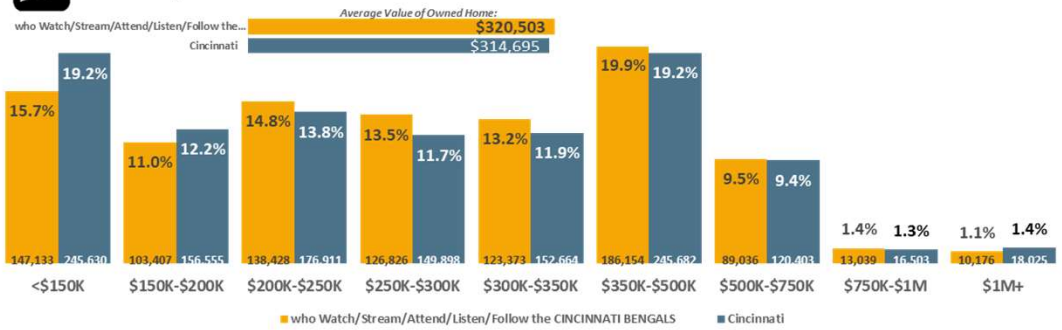
Type of Home: Adults 18 or older



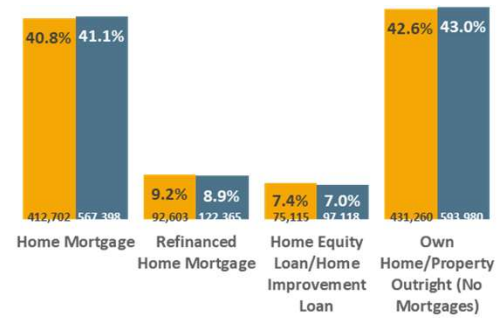
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,443

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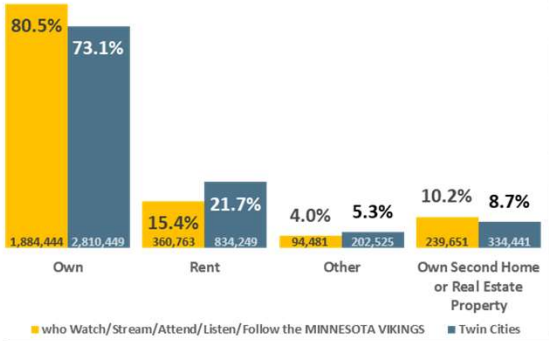
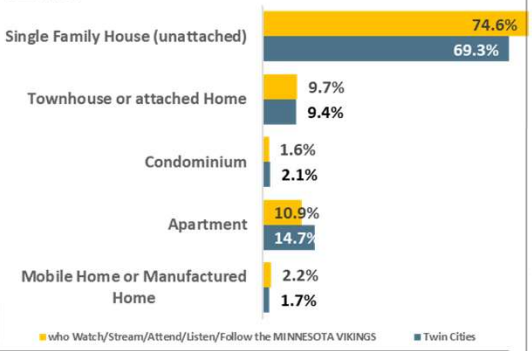
MINNESOTA VIKINGS

60.8% or 2,339,688 of Twin Cities DMA Adults 18 or older are Watch/Stream/Attend/Listen/Follow the...
Adults 18 or older who Watch/Stream/Attend/Listen/Follow the MINNESOTA VIKINGS are 10.3% more likely to own their home, 1.3% more likely to own a higher valued home, 7.7% more likely to have a single-family home, 5.7% more likely to have a dog.

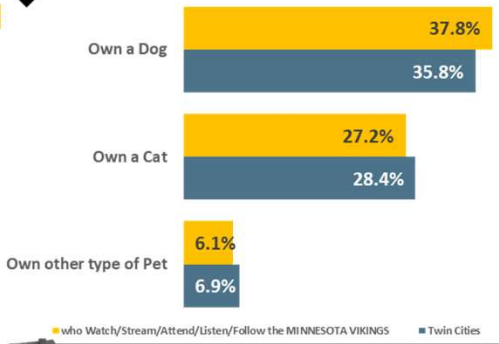
Own/Rent/Other: Adults 18 or older



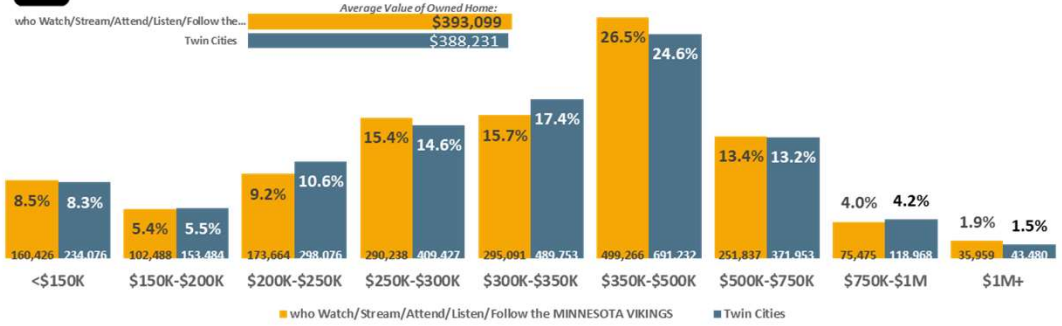
Type of Home: Adults 18 or older



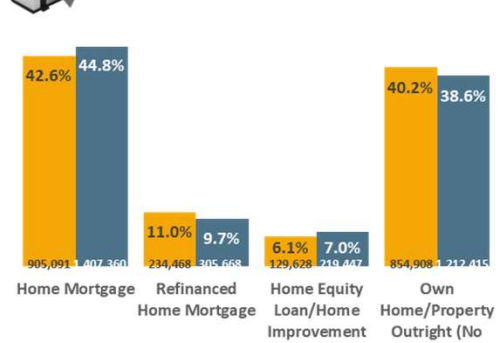
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



Twin Cities DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,183

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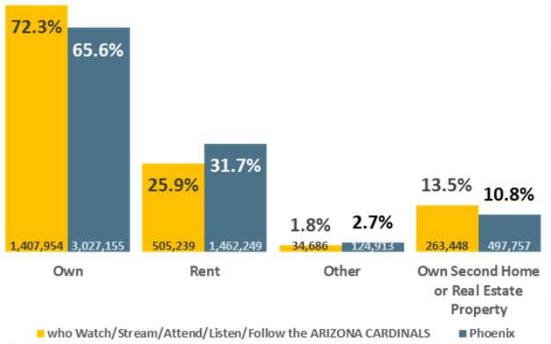
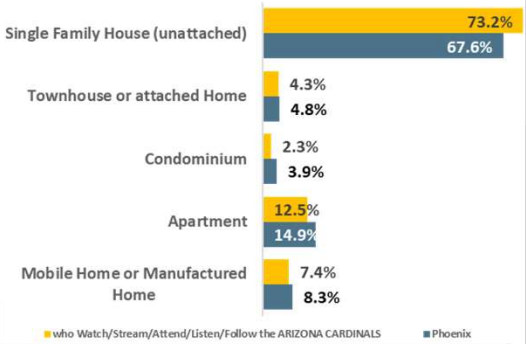
ARIZONA CARDINALS

42.2% or 1,947,879 of Phoenix DMA Adults 18 or older are Watch/Stream/Attend/Listen/Follow the ARIZONA... Adults 18 or older who Watch/Stream/Attend/Listen/Follow the ARIZONA CARDINALS are 10.2% more likely to own their home, 11.6% more likely to own a higher valued home, 8.2% more likely to have a single-family home, 10.8% more likely to have a dog.

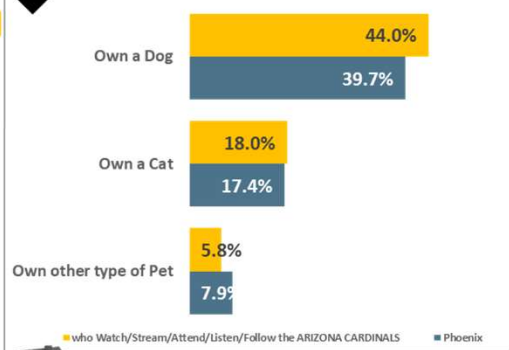
Own/Rent/Other: Adults 18 or older



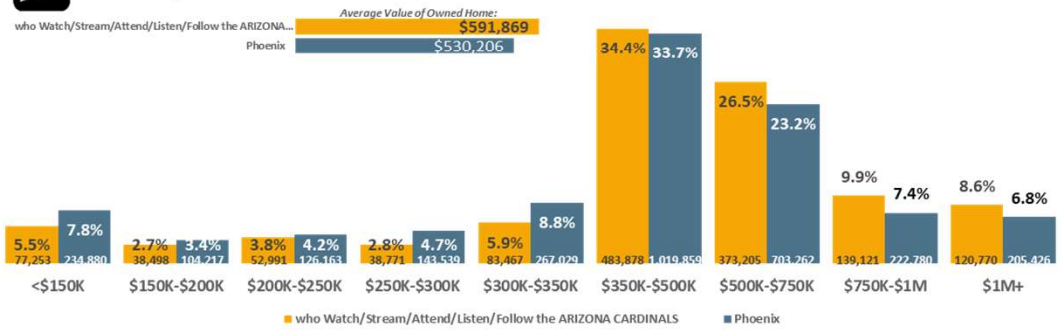
Type of Home: Adults 18 or older



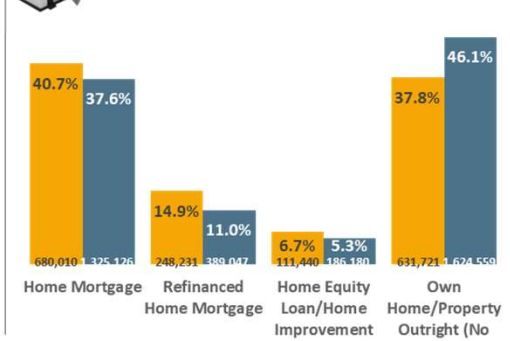
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



Phoenix DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,022

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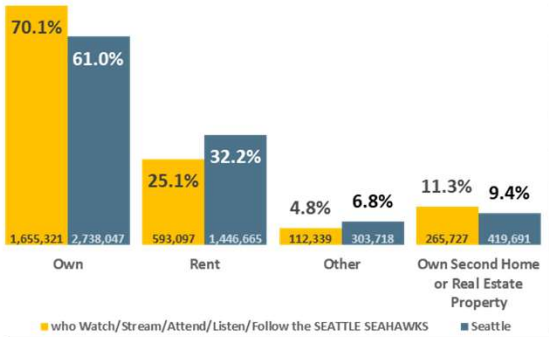
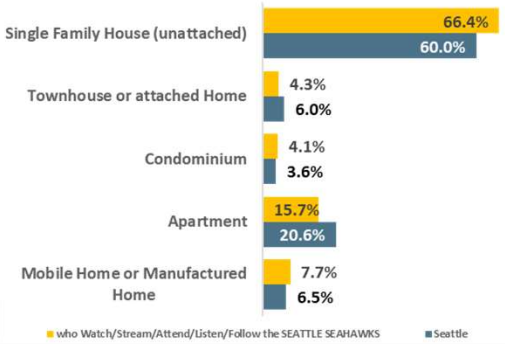
SEATTLE SEAHAWKS

52.6% or 2,360,757 of Seattle DMA Adults 18 or older are Watch/Stream/Attend/Listen/Follow the SEATTLE... Adults 18 or older who Watch/Stream/Attend/Listen/Follow the SEATTLE SEAHAWKS are 14.9% more likely to own their home, 2.4% more likely to own a higher valued home, 10.6% more likely to have a single-family home, 13.3% more likely to have a dog.

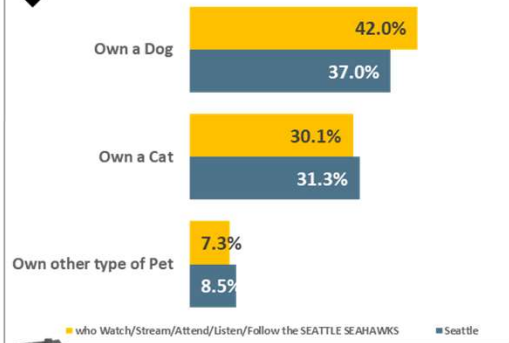
Own/Rent/Other: Adults 18 or older



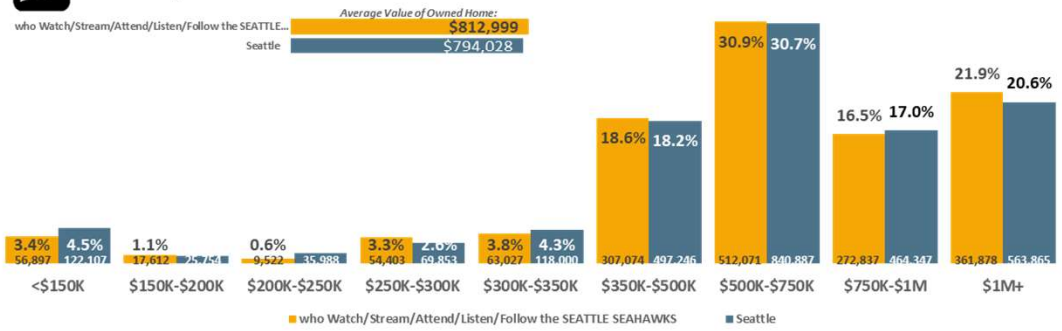
Type of Home: Adults 18 or older



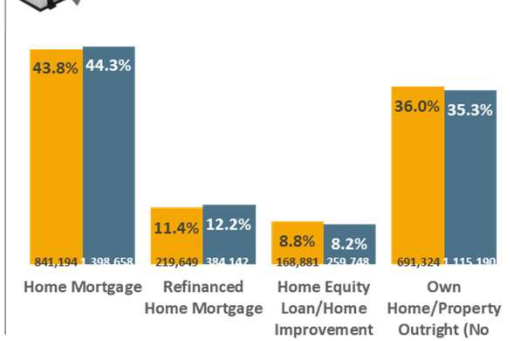
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



Seattle DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 2,252

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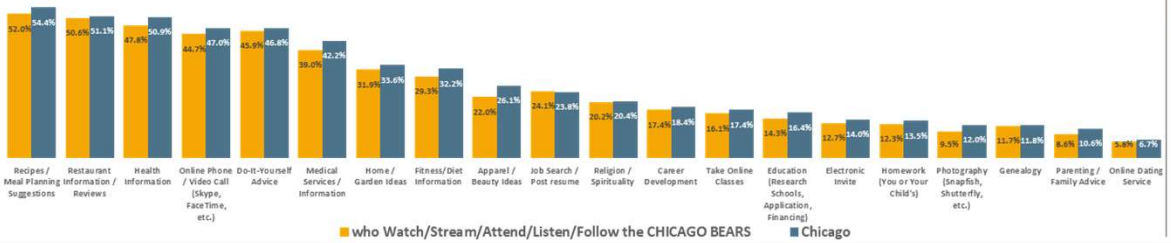
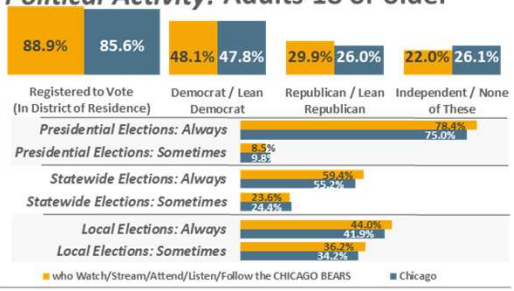
CHICAGO BEARS

48.% or 3,628,809 of Chicago DMA Adults 18 or older are Watch/Stream/Attend/Listen/Follow the CHICAGO… Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CHICAGO BEARS are 2.% less likely to look up D-I-Y advice online, 5.% more likely to always vote in local elections, 5.1% more likely to belong to a gym, 12.3% more likely to fly domestic past y

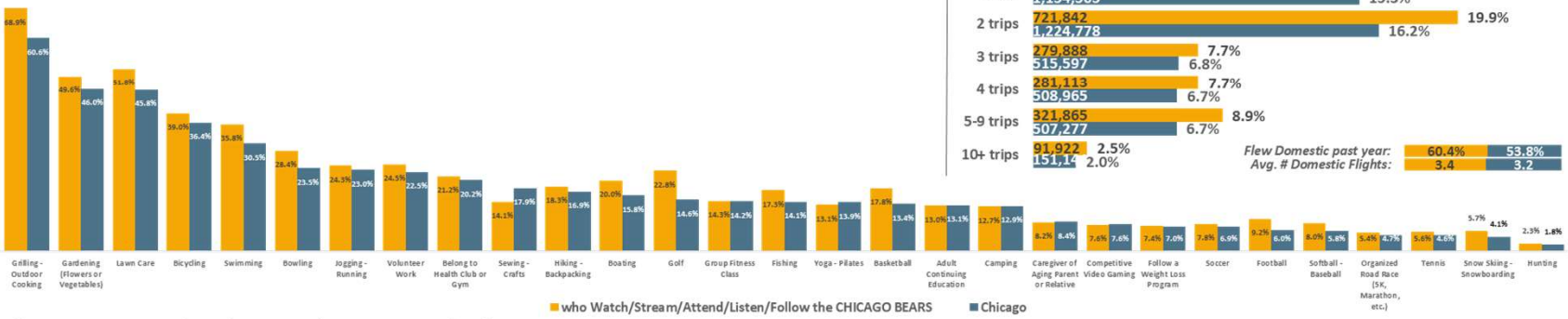
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

Chicago DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,731

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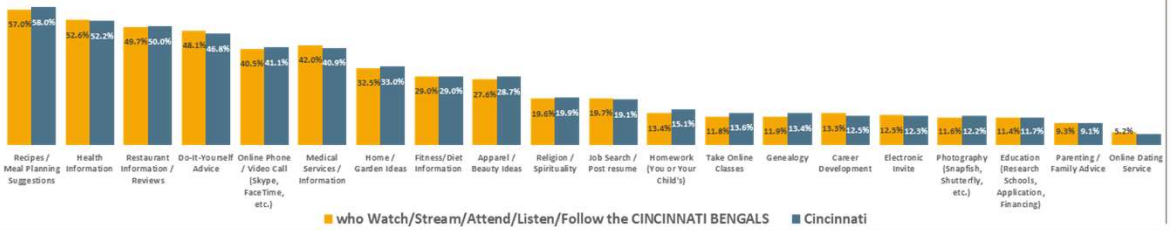
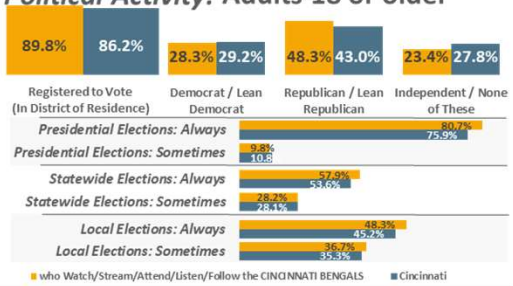
CINCINNATI BENGALS

69.% or 1,314,100 of Cincinnati DMA Adults 18 or older are Watch/Stream/Attend/Listen/Follow the...
Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CINCINNATI BENGALS are 2.8% more likely to look up D-I-Y advice online, 7.1% more likely to always vote in local elections, 23.6% more likely to belong to a gym, 13.2% more likely to fly domesti

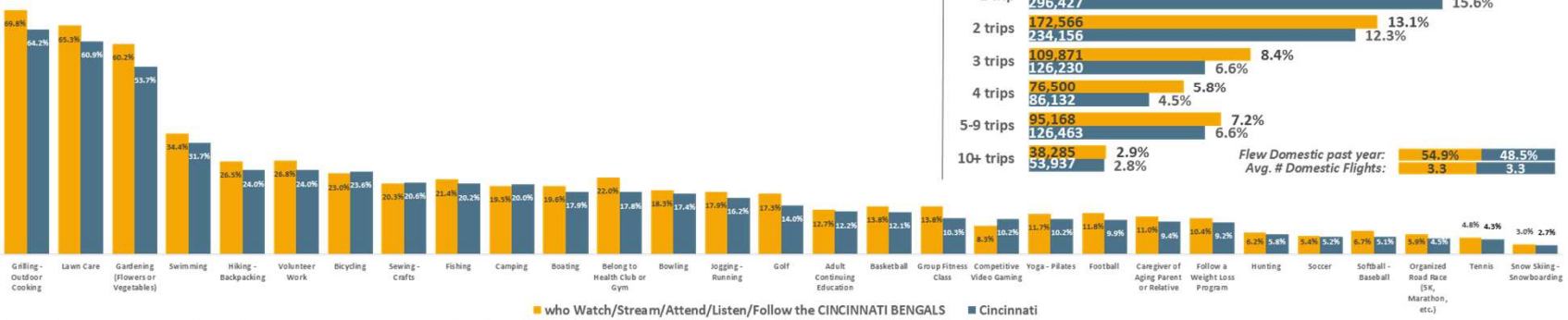
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,443

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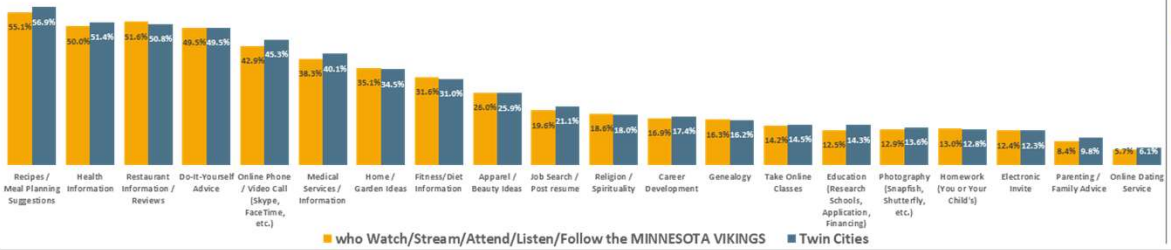
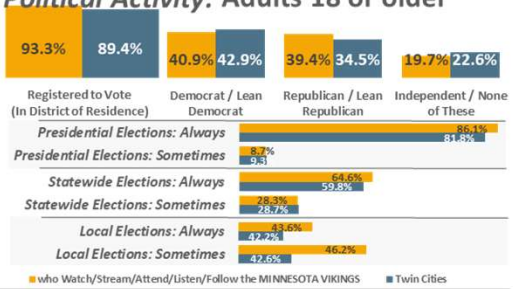
MINNESOTA VIKINGS

60.8% or 2,339,688 of Twin Cities DMA Adults 18 or older are Watch/Stream/Attend/Listen/Follow the…
Adults 18 or older who Watch/Stream/Attend/Listen/Follow the MINNESOTA VIKINGS are .% less likely to look up D-I-Y advice online, 3.3% more likely to always vote in local elections, 14.2% more likely to belong to a gym, 5.2% more likely to fly domestic pa

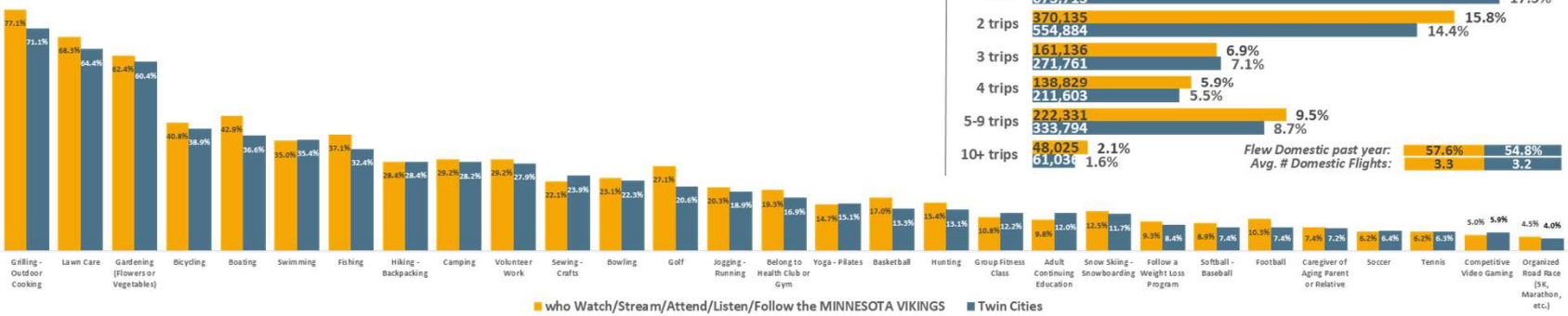
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

Twin Cities DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,183

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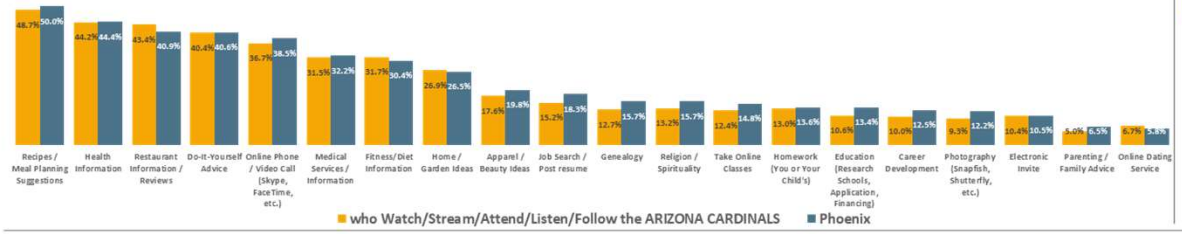
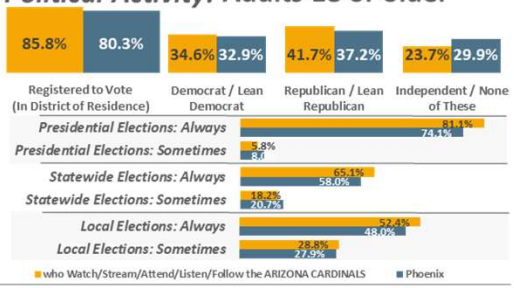
ARIZONA CARDINALS

42.2% or 1,947,879 of Phoenix DMA Adults 18 or older are Watch/Stream/Attend/Listen/Follow the ARIZONA... Adults 18 or older who Watch/Stream/Attend/Listen/Follow the ARIZONA CARDINALS are .4% less likely to look up D-I-Y advice online, 9.1% more likely to always vote in local elections, 26.9% more likely to belong to a gym, 6.9% more likely to fly domestic p

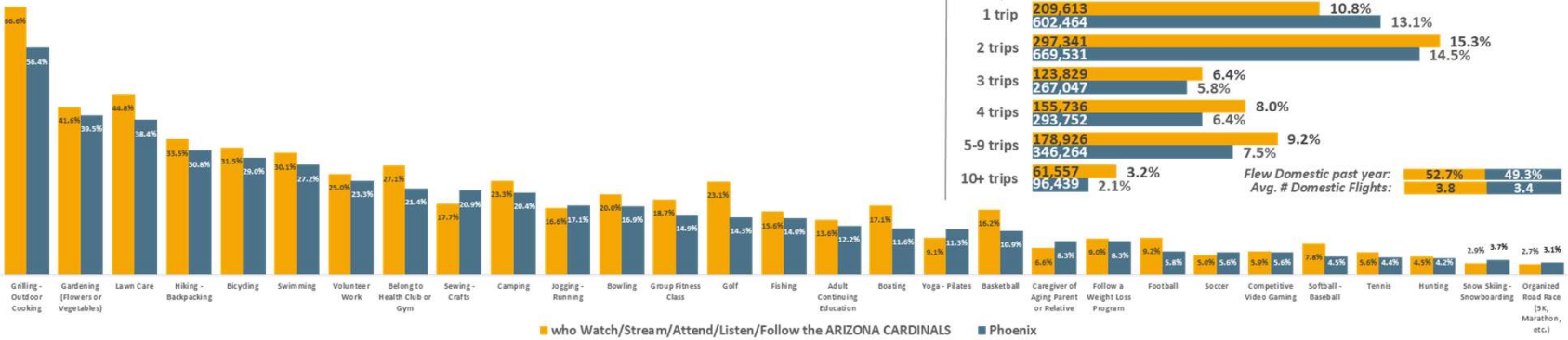
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

Phoenix DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,022

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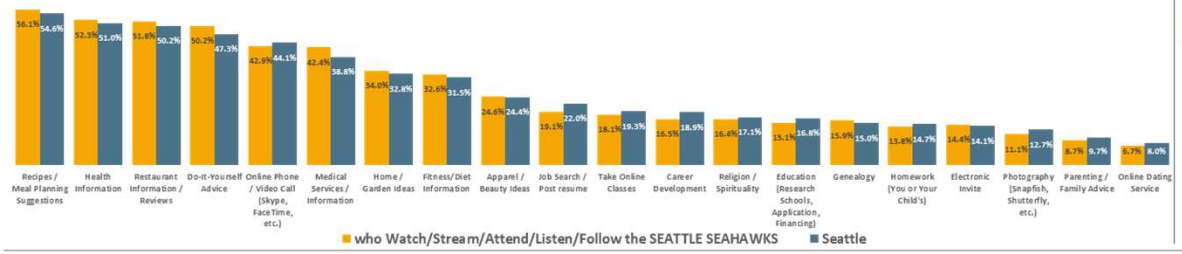
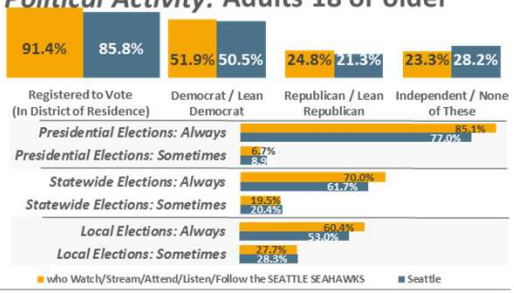
SEATTLE SEAHAWKS

52.6% or 2,360,757 of Seattle DMA Adults 18 or older are Watch/Stream/Attend/Listen/Follow the SEATTLE… Adults 18 or older who Watch/Stream/Attend/Listen/Follow the SEATTLE SEAHAWKS are 6.2% more likely to look up D-I-Y advice online, 14.1% more likely to always vote in local elections, 4.% more likely to belong to a gym, 6.6% more likely to fly domestic pa

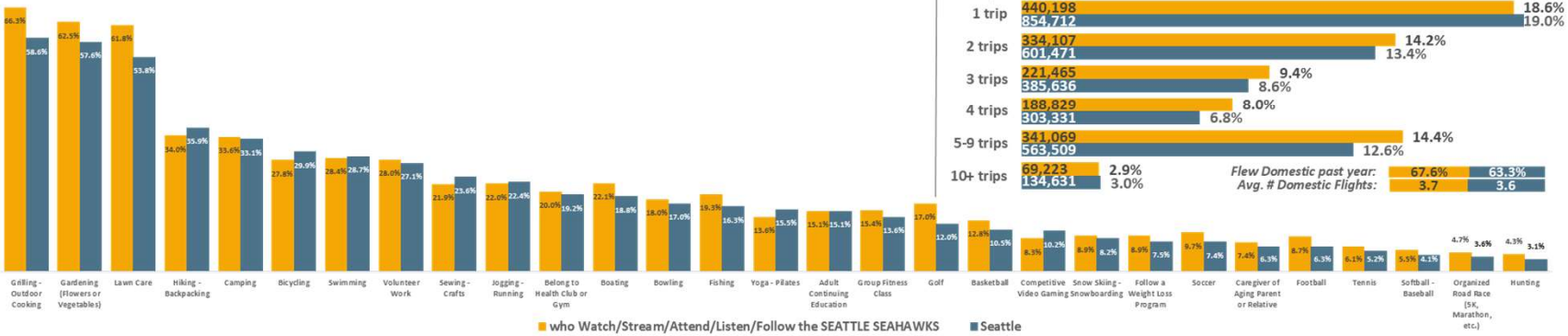
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

Seattle DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 2,252

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CHICAGO BEARS

48.% or 3,628,809 of Chicago DMA Adults 18 or older are Watch/Stream/Attend/Listen/Follow the CHICAGO BEARS. Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CHICAGO BEARS are 3.3% more likely to use QSRs past mo., 4.1% more likely to use Sit-Down Restaurants past mo., 26.2% more likely to use Casinos past yr., 13.7% 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.)

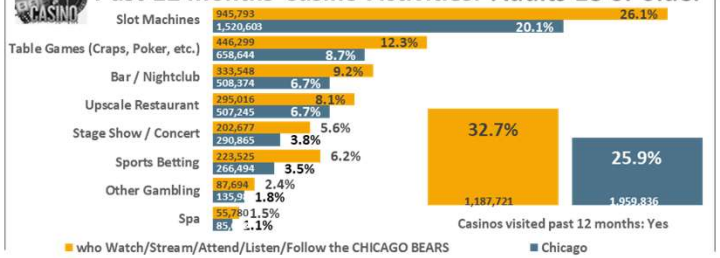


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



Chicago DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,731

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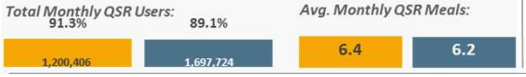
CINCINNATI BENGALS

69.% or 1,314,100 of Cincinnati DMA Adults 18 or older are Watch/Stream/Attend/Listen/Follow the CINCINNATI... Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CINCINNATI BENGALS are 2.5% more likely to use QSRs past mo., 5.2% more likely to use Sit-Down Restaurants past mo., 14.6% more likely to use Casinos past yr., 7.8% less likely to smoke cigarett

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

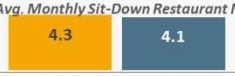
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

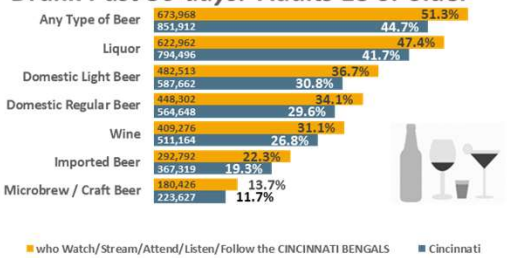
(Sit-Down Restaurants Used Past 30-days)



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

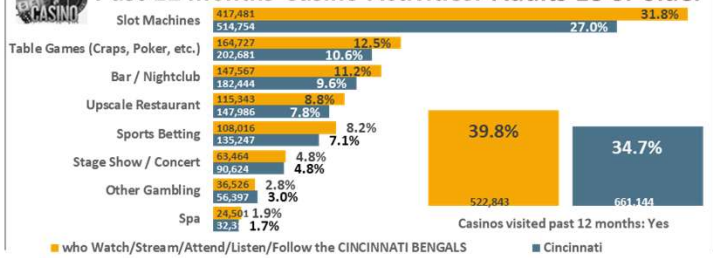


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,443

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MINNESOTA VIKINGS

60.8% or 2,339,688 of Twin Cities DMA Adults 18 or older are Watch/Stream/Attend/Listen/Follow the MINNESOTA… Adults 18 or older who Watch/Stream/Attend/Listen/Follow the MINNESOTA VIKINGS are 3.8% more likely to use QSRs past mo., 6.7% more likely to use Sit-Down Restaurants past mo., 10.% more likely to use Casinos past yr., 7.3% less likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 91.0% 87.6% 2,127,971 3,371,117

Avg. Monthly QSR Meals: 5.4 5.3

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



Total Monthly Sit-Down Restaurant Users: 80.2% 75.2% 1,876,926 2,892,950

Avg. Monthly Sit-Down Restaurant Meals: 3.3 3.3

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.)

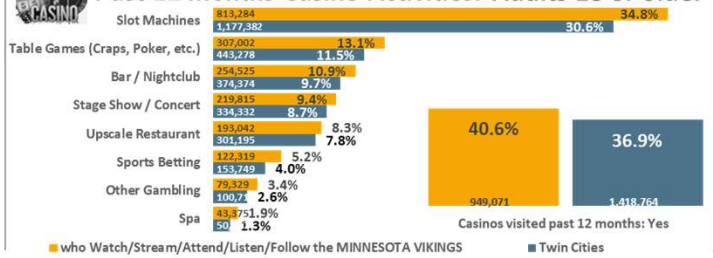
who Watch/Stream/Attend/Listen/Follow the…	220,867	9.4%
Twin Cities	410,572	10.7%

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



Twin Cities DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,183

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ARIZONA CARDINALS

42.2% or 1,947,879 of Phoenix DMA Adults 18 or older are Watch/Stream/Attend/Listen/Follow the ARIZONA... Adults 18 or older who Watch/Stream/Attend/Listen/Follow the ARIZONA CARDINALS are 2.2% more likely to use QSRs past mo., 10.7% more likely to use Sit-Down Restaurants past mo., 28.8% more likely to use Casinos past yr., 7.% less likely to smoke cigarette

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



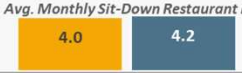
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



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.)

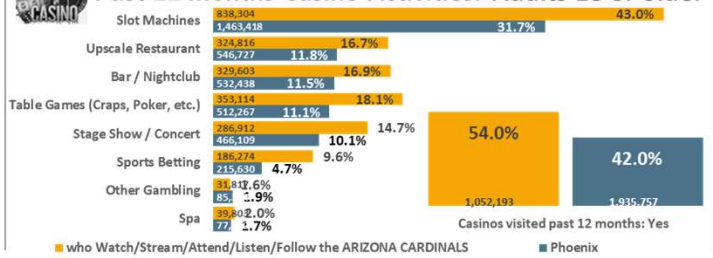


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



Phoenix DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,022

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SEATTLE SEAHAWKS

52.6% or 2,360,757 of Seattle DMA Adults 18 or older are Watch/Stream/Attend/Listen/Follow the SEATTLE… Adults 18 or older who Watch/Stream/Attend/Listen/Follow the SEATTLE SEAHAWKS are 4.3% more likely to use QSRs past mo., 5.8% more likely to use Sit-Down Restaurants past mo., 16.6% more likely to use Casinos past yr., 1.7% less likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

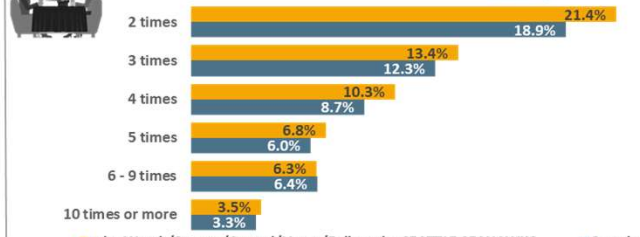


Avg. Monthly QSR Meals:



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

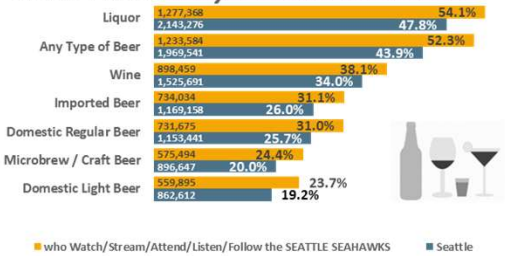
(Sit-Down Restaurants Used Past 30-days)



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

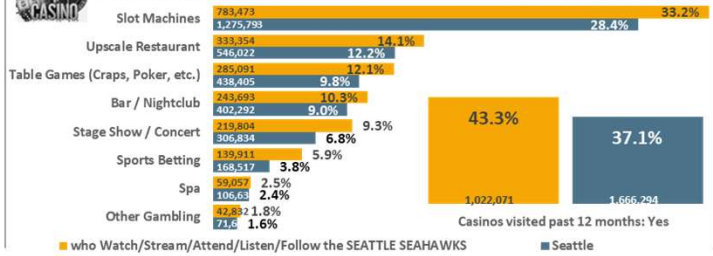


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



Seattle DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 2,252

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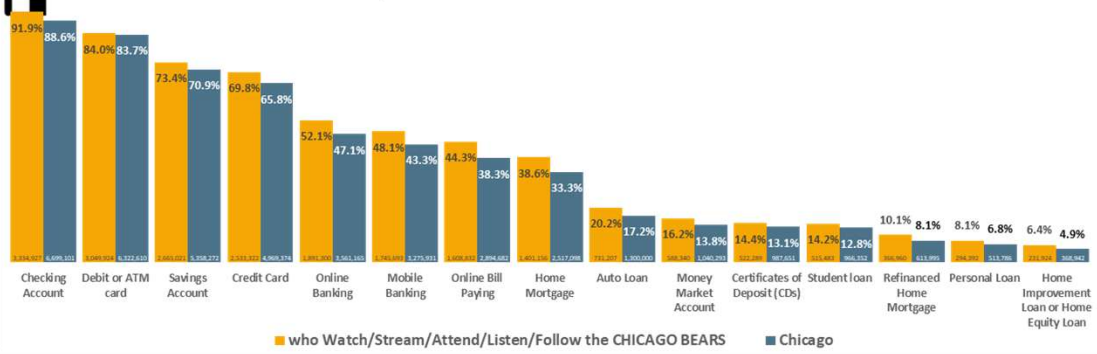
CHICAGO BEARS

48.% or 3,628,809 of Chicago DMA Adults 18 or older are Watch/Stream/Attend/Listen/Follow the CHICAGO… Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CHICAGO BEARS are 13.2% more likely to have a 401K, 17.1% more likely to have an Auto Loan, 23.6% more likely to Invest/Trade Stocks Online, .3% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



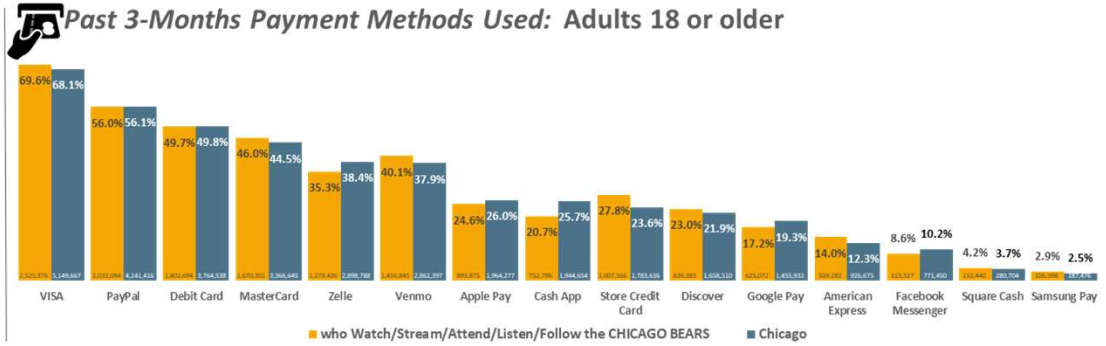
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



Chicago DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,731

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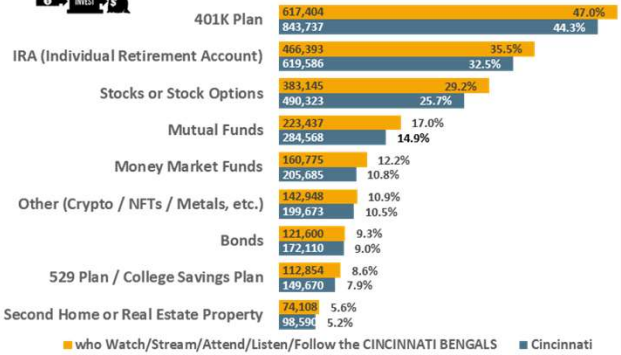
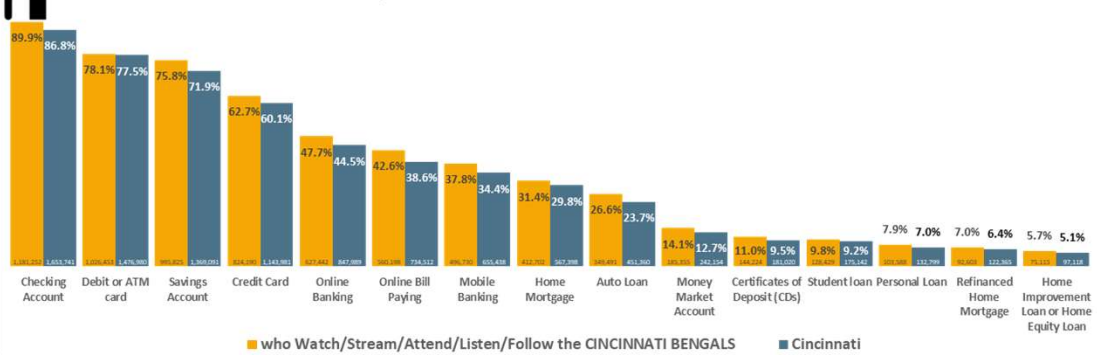
CINCINNATI BENGALS

69.% or 1,314,100 of Cincinnati DMA Adults 18 or older are Watch/Stream/Attend/Listen/Follow the… Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CINCINNATI BENGALS are 6.1% more likely to have a 401K, 12.2% more likely to have an Auto Loan, 6.8% more likely to Invest/Trade Stocks Online, .1% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



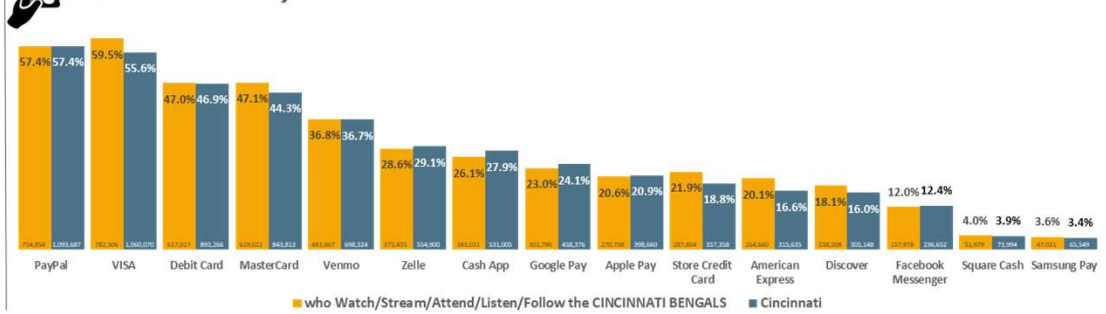
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,443

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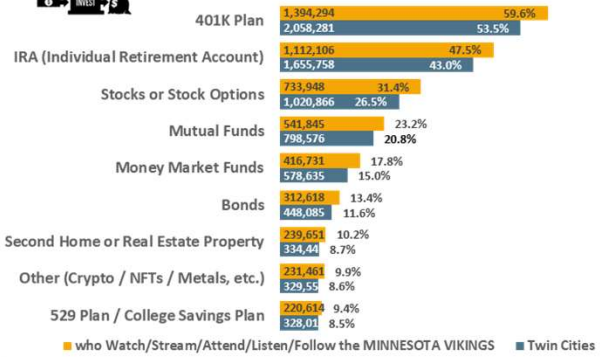
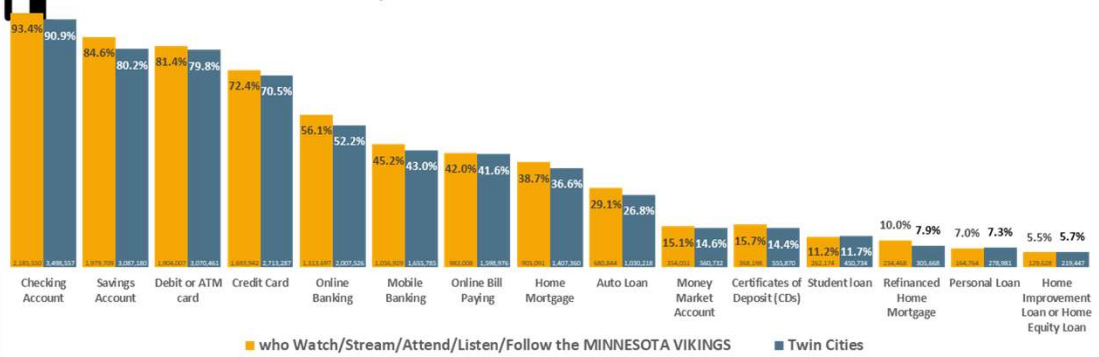
MINNESOTA VIKINGS

60.8% or 2,339,688 of Twin Cities DMA Adults 18 or older are Watch/Stream/Attend/Listen/Follow the… Adults 18 or older who Watch/Stream/Attend/Listen/Follow the MINNESOTA VIKINGS are 11.4% more likely to have a 401K, 8.7% more likely to have an Auto Loan, 14.1% more likely to Invest/Trade Stocks Online, 2.9% more likely to pay with their Debit Card.

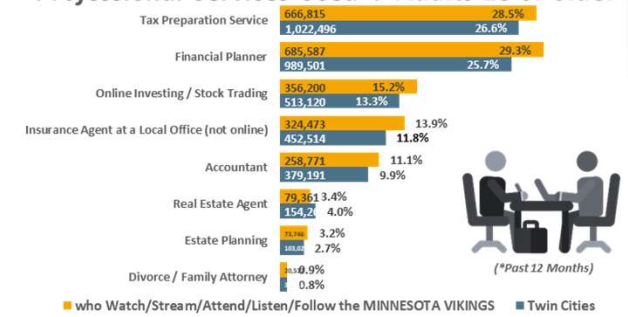
Investments Owned: Adults 18 or older



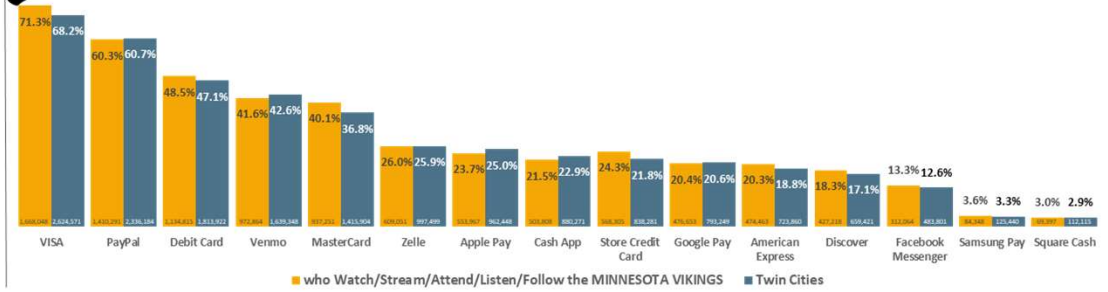
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



Twin Cities DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,183

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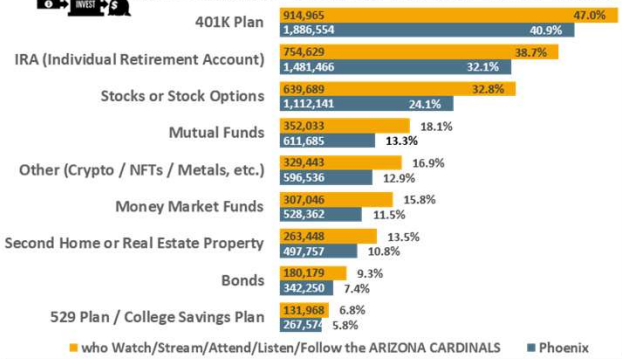
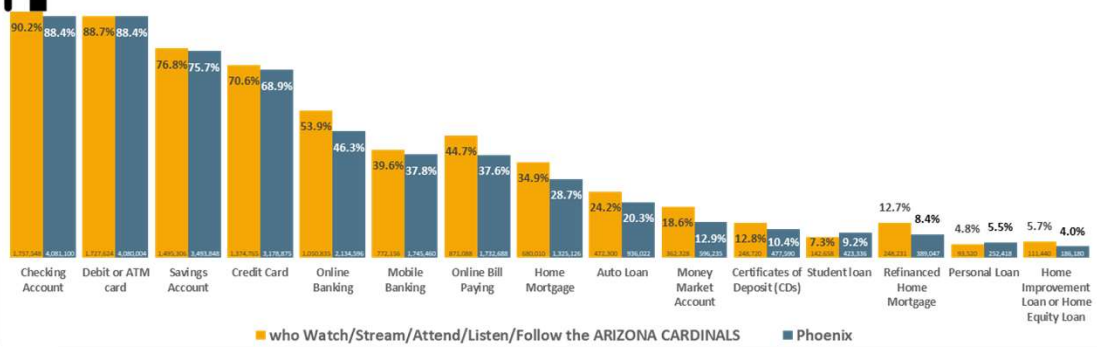
ARIZONA CARDINALS

42.2% or 1,947,879 of Phoenix DMA Adults 18 or older are Watch/Stream/Attend/Listen/Follow the ARIZONA... Adults 18 or older who Watch/Stream/Attend/Listen/Follow the ARIZONA CARDINALS are 14.9% more likely to have a 401K, 19.5% more likely to have an Auto Loan, 17.6% more likely to Invest/Trade Stocks Online, 3.5% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



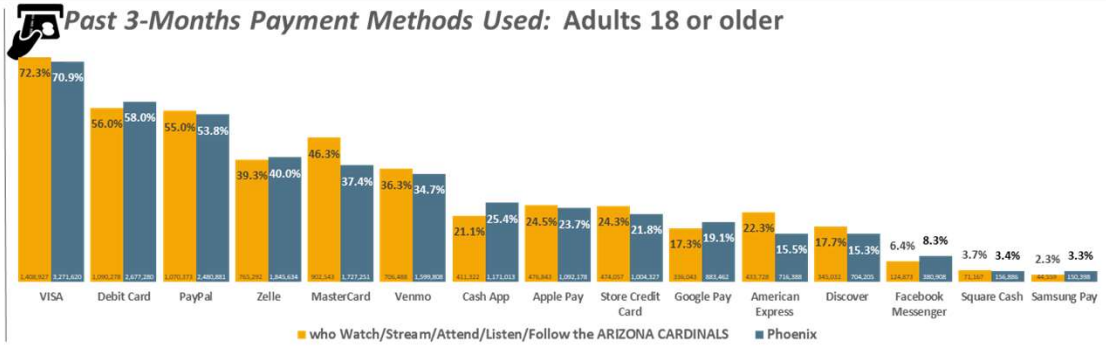
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



Phoenix DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,022

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SEATTLE SEAHAWKS

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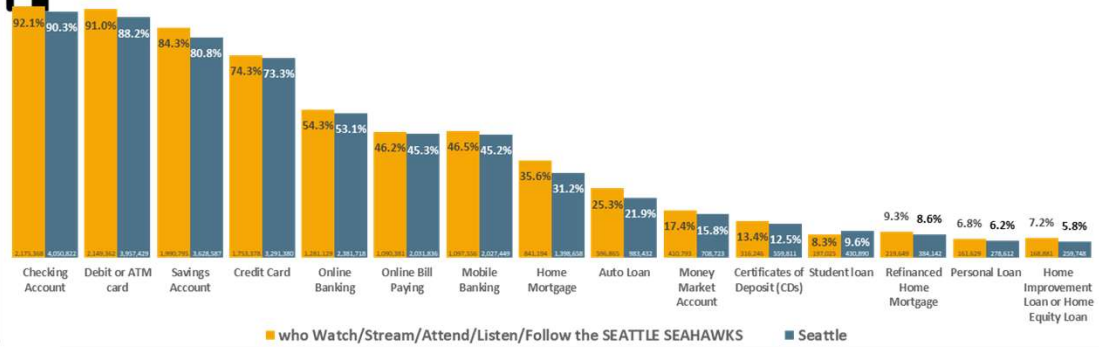
Investments Owned: Adults 18 or older



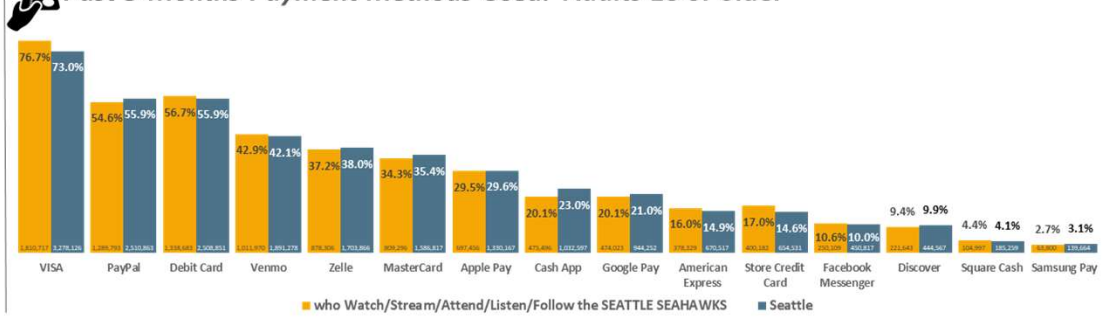
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



Seattle DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 2,252

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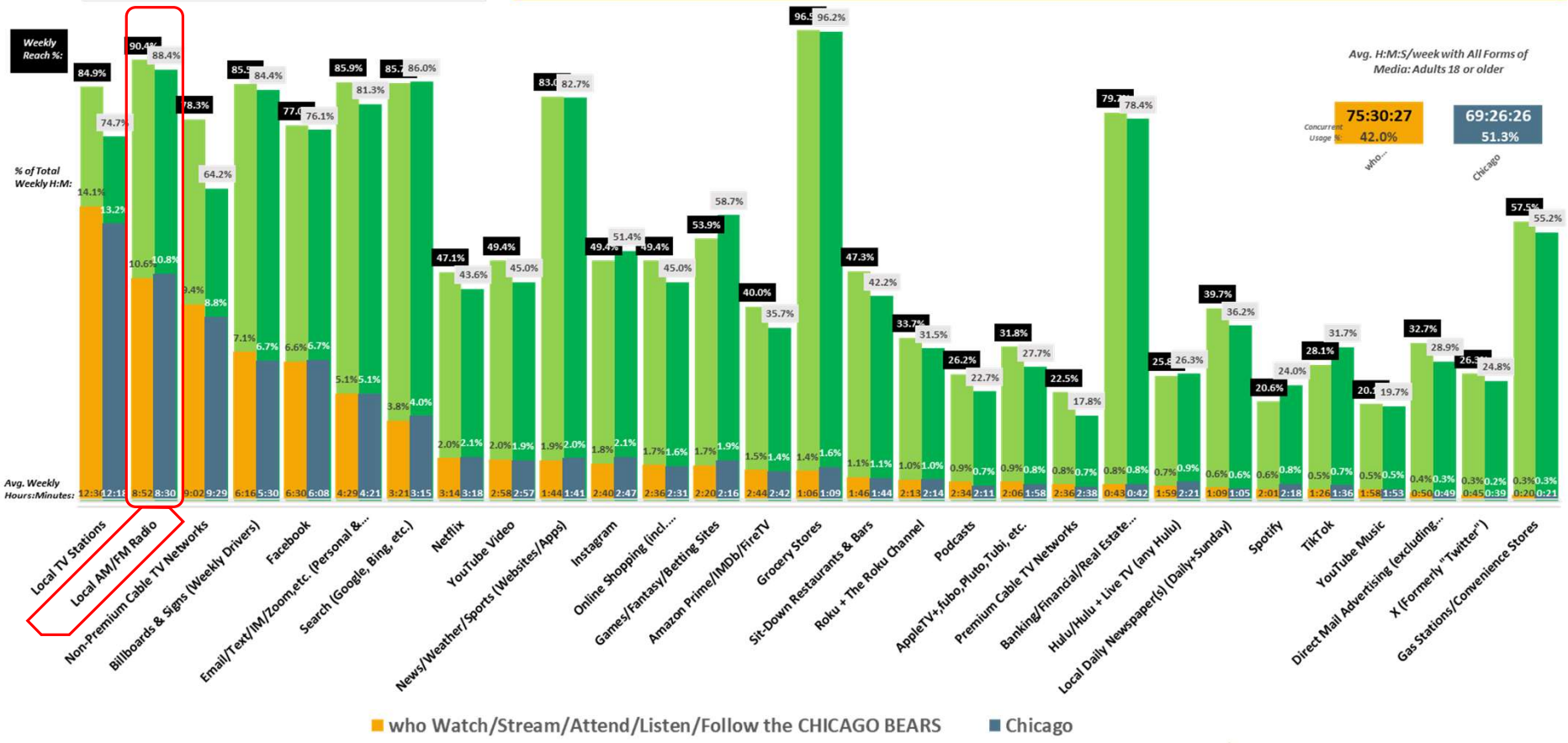
CHICAGO BEARS

Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CHICAGO BEARS spend an average of 3 days, 3 hours, 30 minutes and 27 seconds each week with All Forms of Media.

90.4% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CHICAGO BEARS spend an avg. of 8 hours and 52 minutes each week listening to All Local AM/FM Radio, representing 10.6% of total time spent with all forms of Media.



Chicago DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,731 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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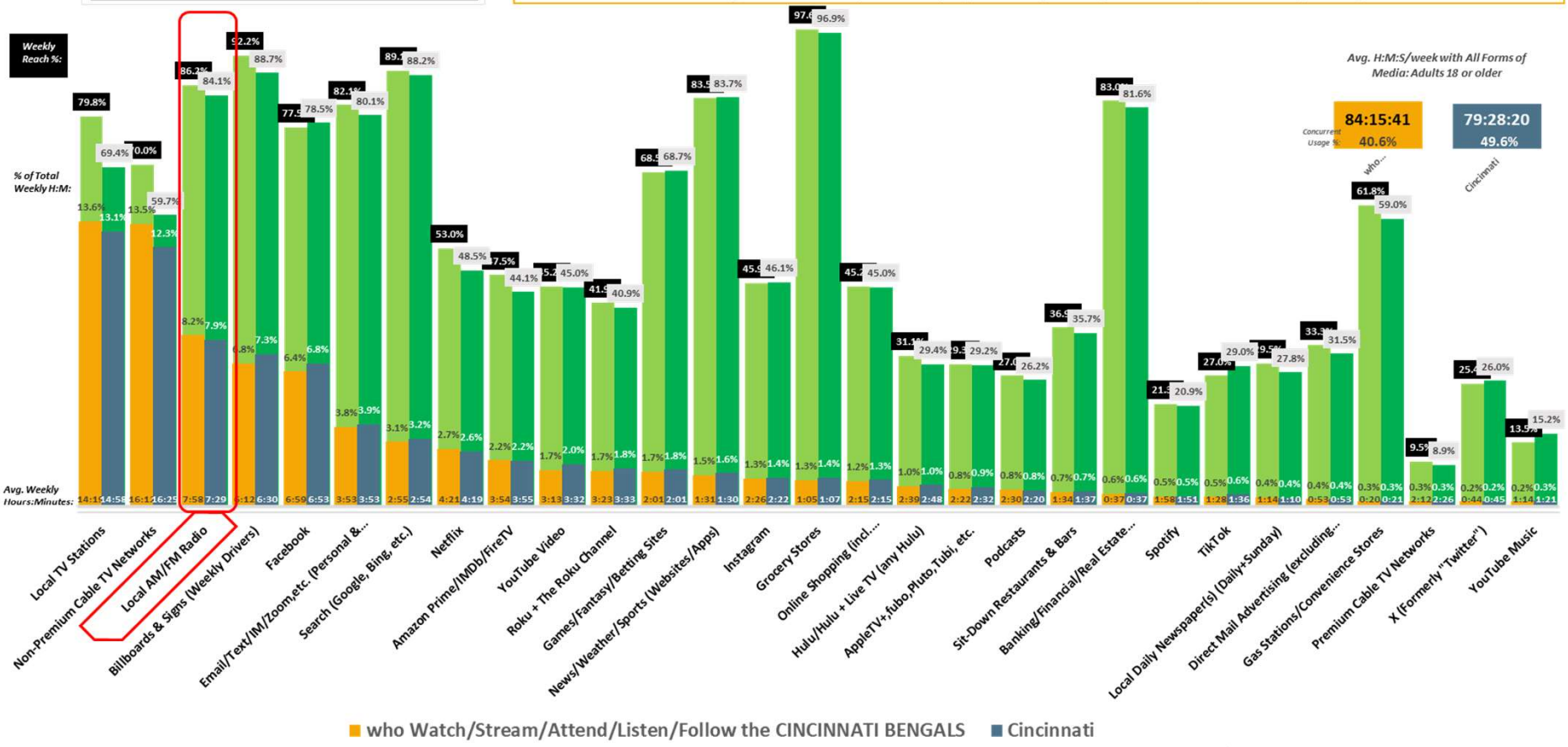
CINCINNATI BENGALS

Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CINCINNATI BENGALS spend an average of 3 days, 12 hours, 15 minutes and 41 seconds each week with All Forms of Media.

86.2% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CINCINNATI BENGALS spend an avg. of 7 hours and 58 minutes each week listening to All Local AM/FM Radio, representing 8.2% of total time spent with all forms of Media.



Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,443 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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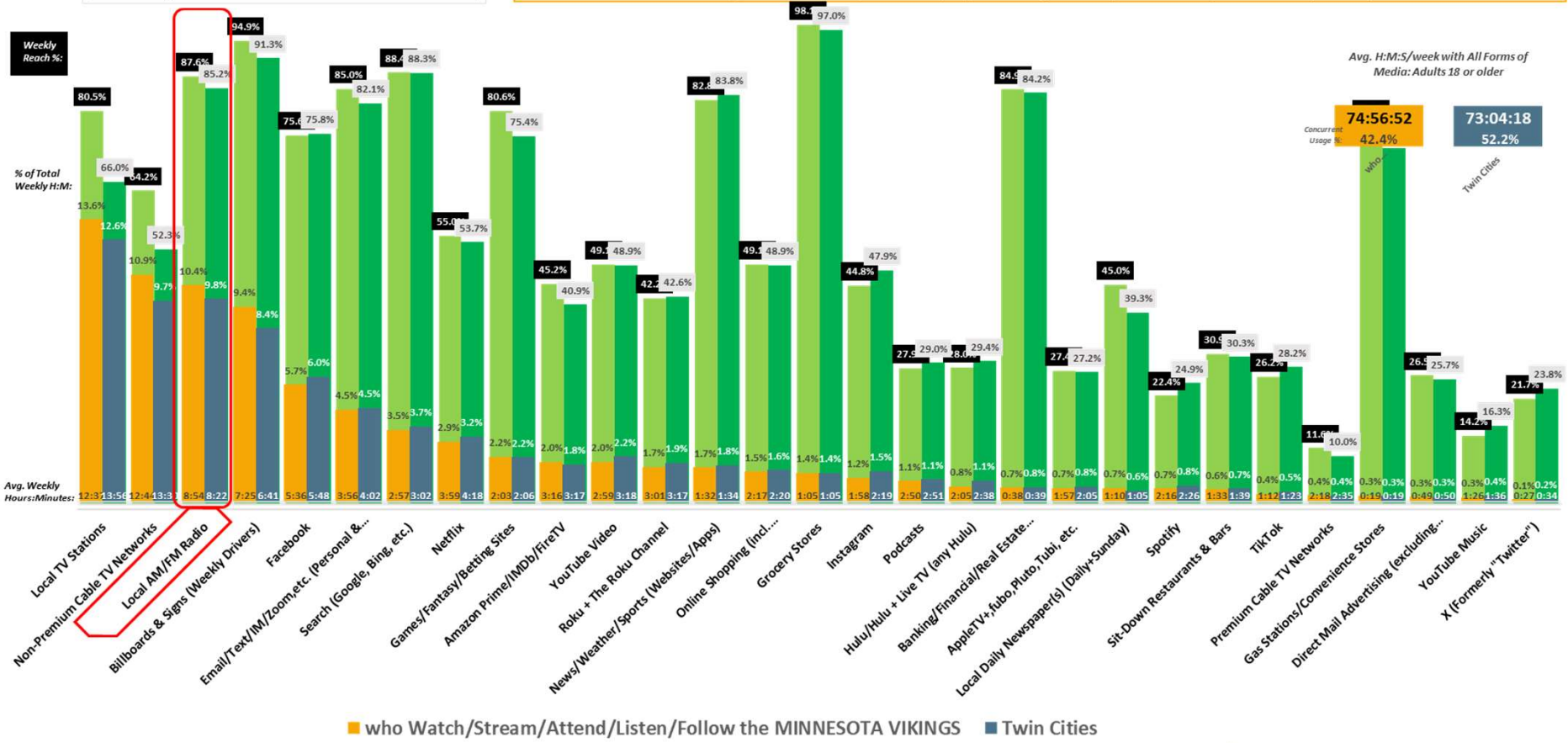
MINNESOTA VIKINGS

Adults 18 or older who Watch/Stream/Attend/Listen/Follow the MINNESOTA VIKINGS spend an average of 3 days, 2 hours, 56 minutes and 52 seconds each week with All Forms of Media.

87.6% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the MINNESOTA VIKINGS spend an avg. of 8 hours and 54 minutes each week listening to All Local AM/FM Radio, representing 10.4% of total time spent with all forms of Media.



Twin Cities DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,183 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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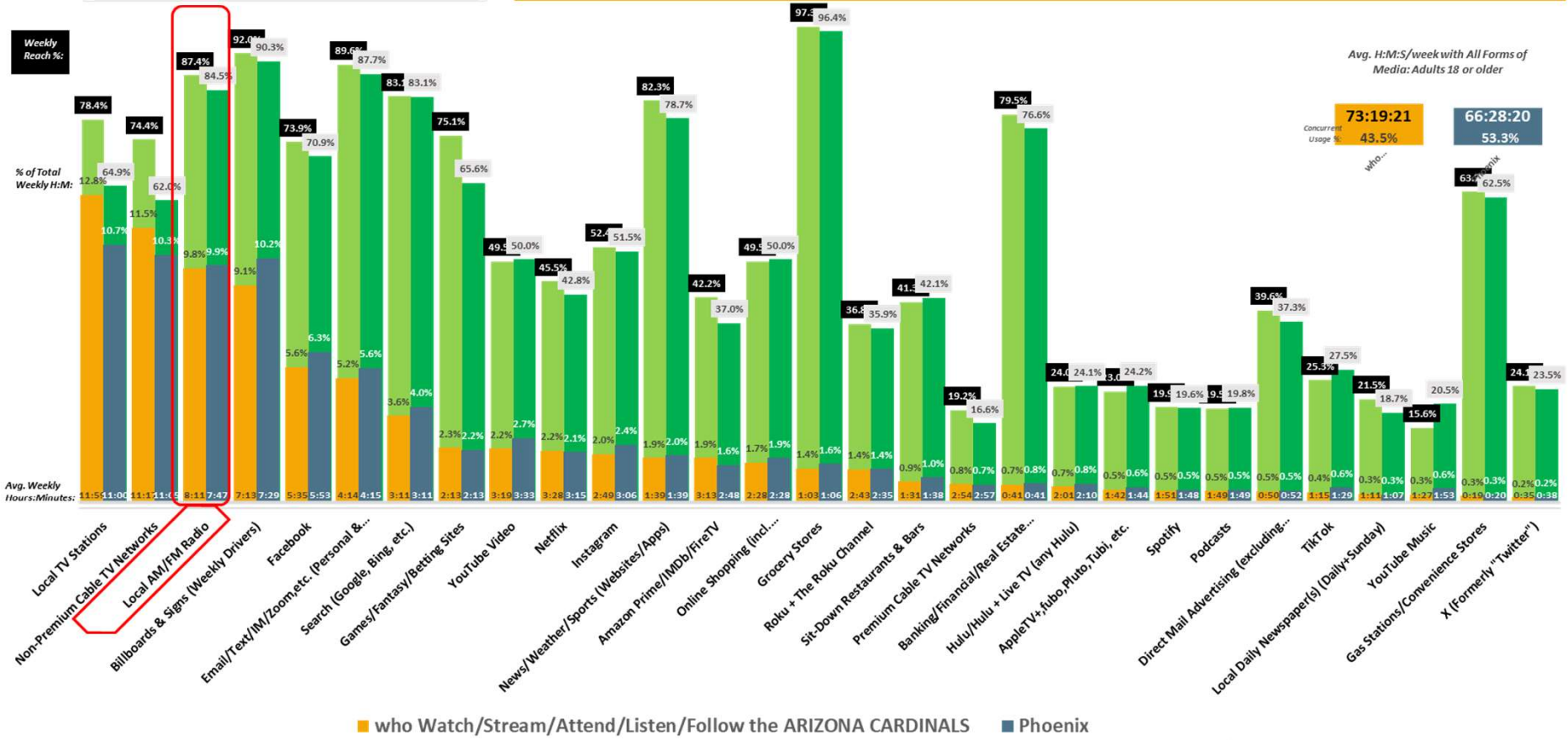
ARIZONA CARDINALS

Adults 18 or older who Watch/Stream/Attend/Listen/Follow the ARIZONA CARDINALS spend an average of 3 days, 1 hours, 19 minutes and 21 seconds each week with All Forms of Media.

87.4% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the ARIZONA CARDINALS spend an avg. of 8 hours and 11 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.



Phoenix DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,022 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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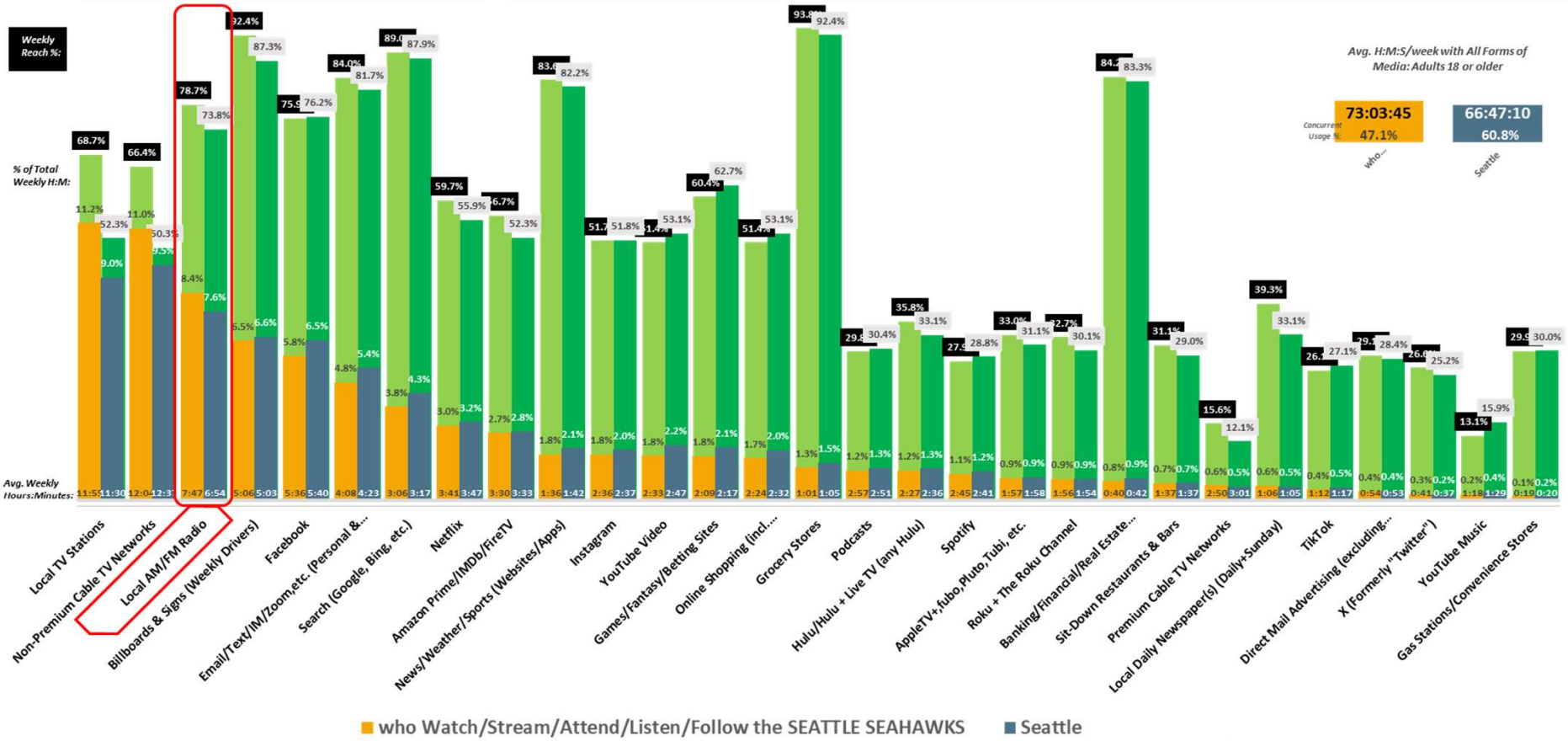
SEATTLE SEAHAWKS

Adults 18 or older who Watch/Stream/Attend/Listen/Follow the SEATTLE SEAHAWKS spend an average of 3 days, 1 hours, 3 minutes and 45 seconds each week with All Forms of Media.

78.7% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the SEATTLE SEAHAWKS spend an avg. of 7 hours and 47 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.



Seattle DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 2,252 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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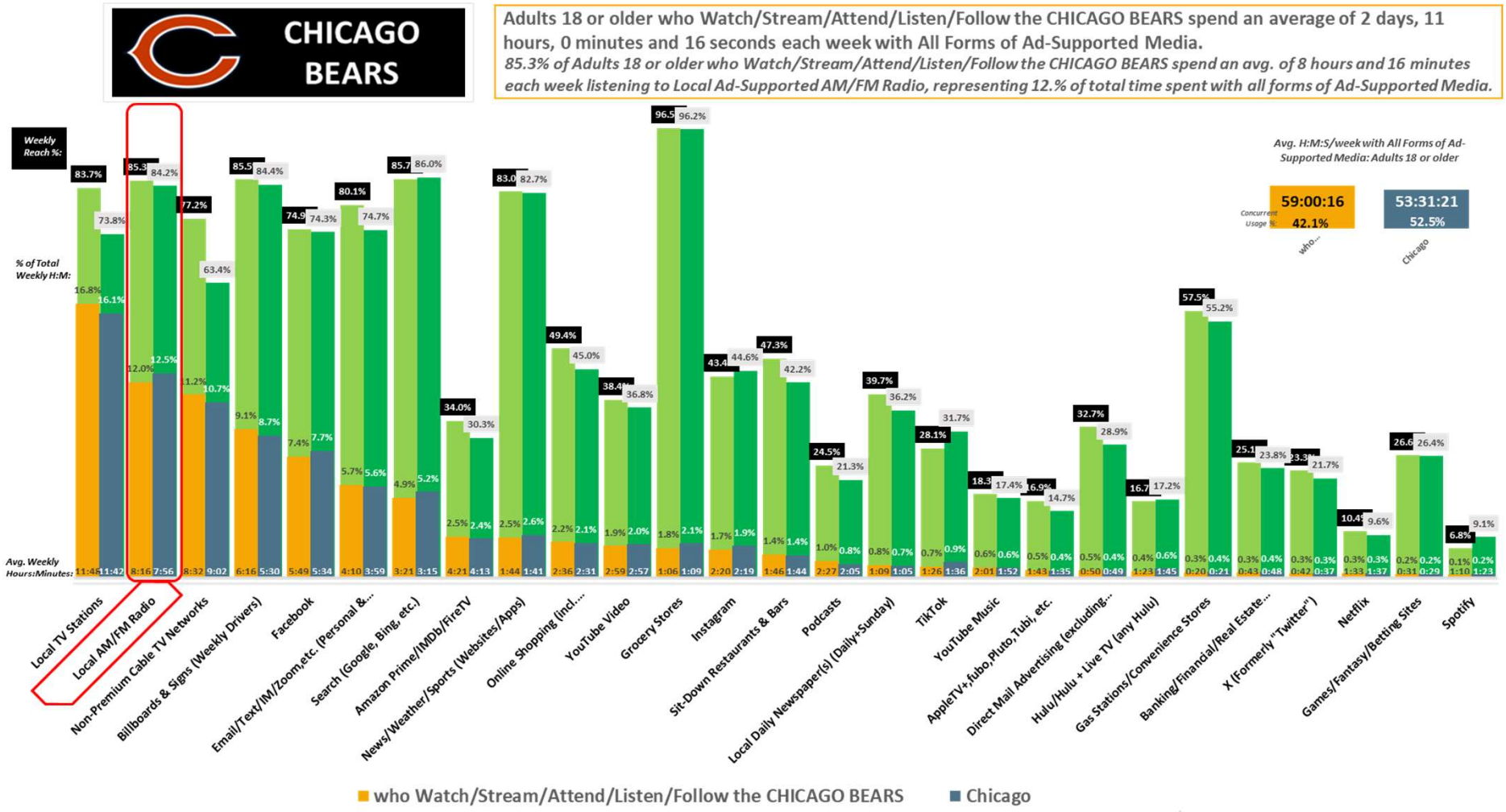
CHICAGO BEARS
Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CHICAGO BEARS spend an average of 2 days, 11 hours, 0 minutes and 16 seconds each week with All Forms of Ad-Supported Media.
85.3% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CHICAGO BEARS spend an avg. of 8 hours and 16 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.% of total time spent with all forms of Ad-Supported Media.
Weekly Reach %:
% of Total Weekly H:M:
Avg. Weekly Hours:Minutes:
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older
Concurrent Usage %:
59:00:16
42.1%
who...
53:31:21
52.5%
Chicago
Local TV Stations
Local AM/FM Radio
Non-Premium Cable TV Networks
Billboards & Signs (Weekly Drivers)
Facebook
Email/Text/IM/Zoom,etc. (Personal &...
Search (Google, Bing, etc.)
Amazon Prime/IMDb/FireTV
News/Weather/Sports (Websites/Apps)
Online Shopping (incl....
YouTube Video
Grocery Stores
Instagram
Sit-Down Restaurants & Bars
Podcasts
Local Daily Newspaper(s) (Daily+Sunday)
TikTok
YouTube Music
AppleTV+,fubo,Pluto,Tubi, etc.
Direct Mail Advertising (excluding...
Hulu/Hulu + Live TV (any Hulu)
Gas Stations/Convenience Stores
Banking/Financial/Real Estate...
X (Formerly "Twitter")
Netflix
Games/Fantasy/Betting Sites
Spotify
who Watch/Stream/Attend/Listen/Follow the CHICAGO BEARS
Chicago
Chicago DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,731
CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488
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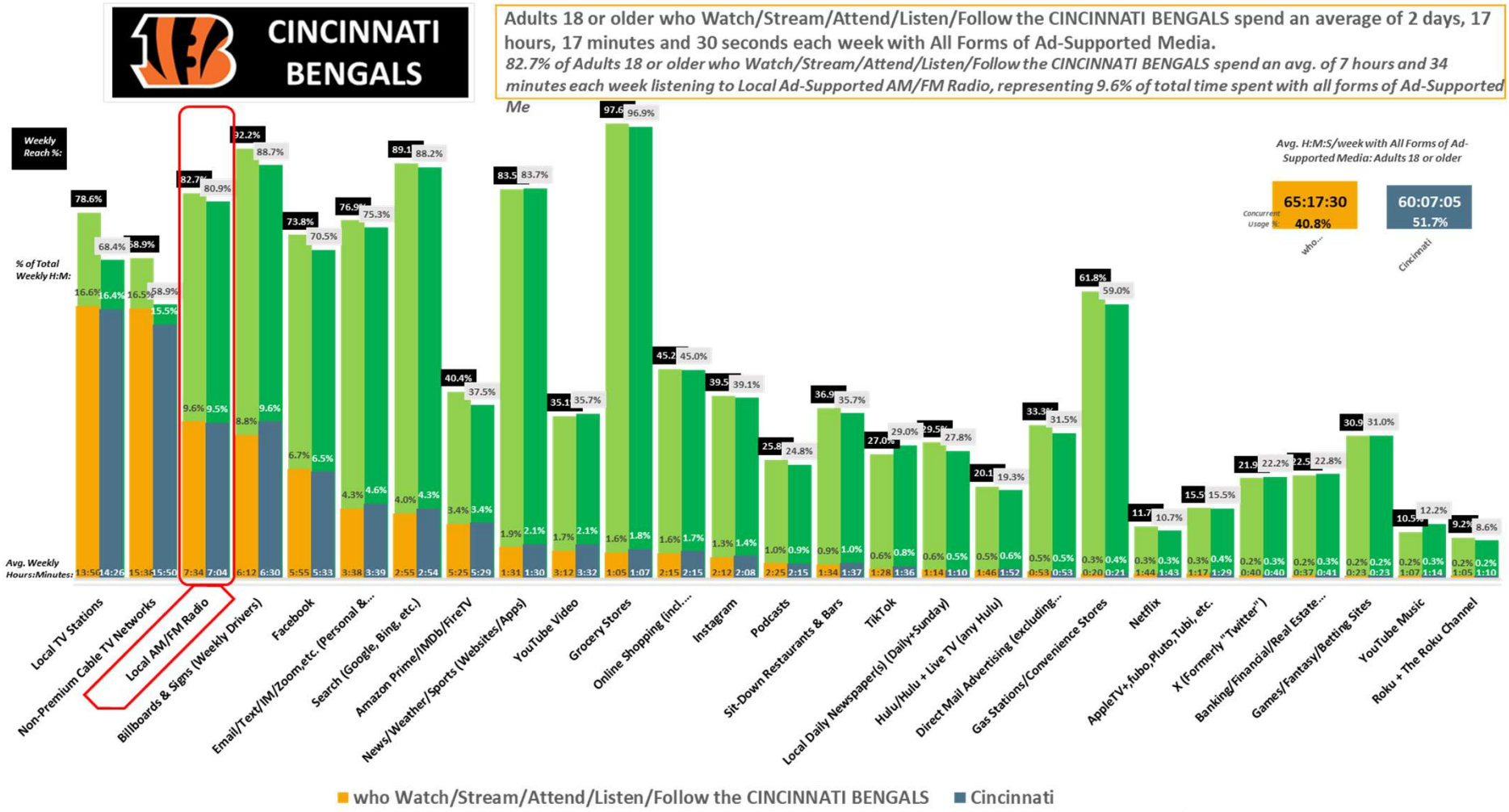

Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,443 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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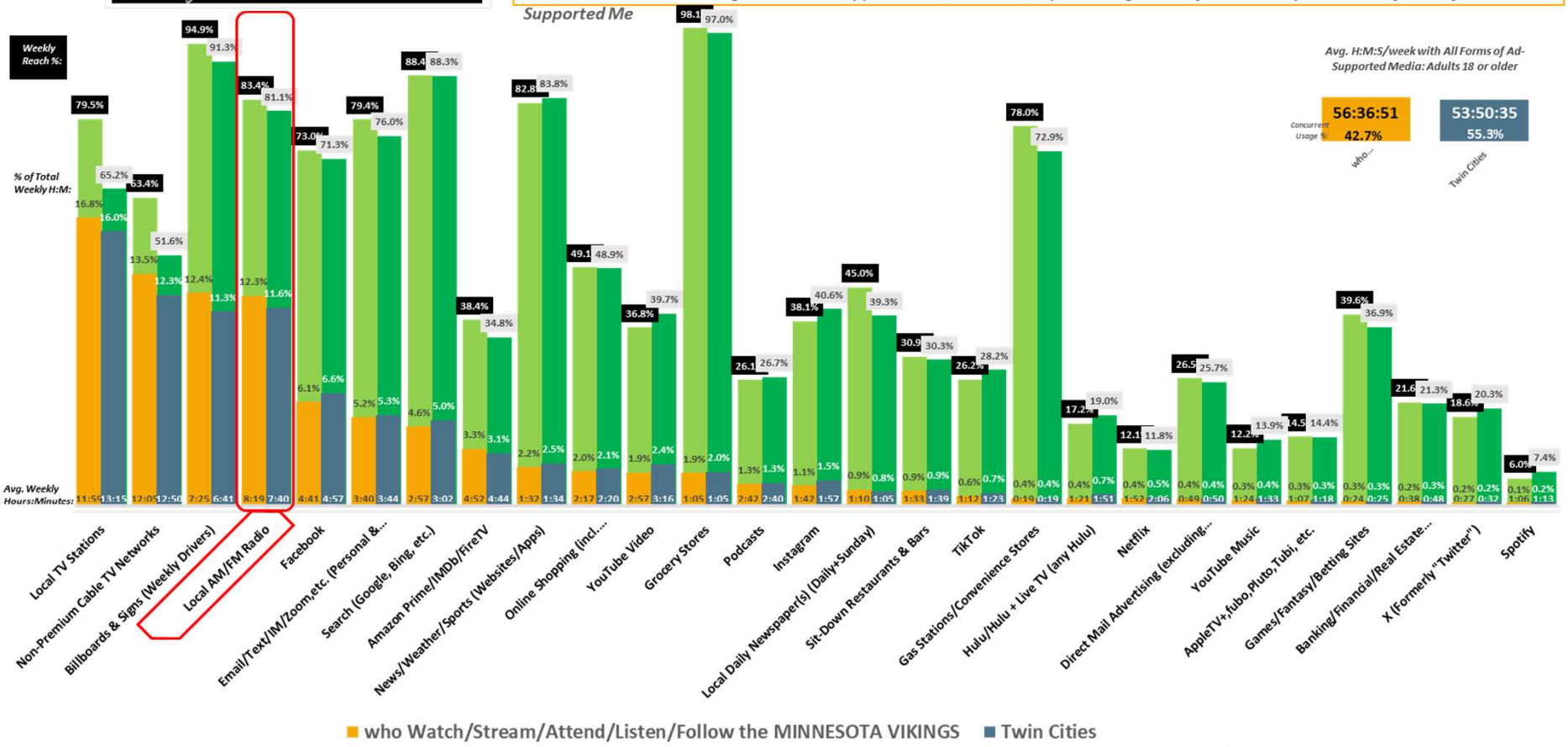
MINNESOTA VIKINGS

Adults 18 or older who Watch/Stream/Attend/Listen/Follow the MINNESOTA VIKINGS spend an average of 2 days, 8 hours, 36 minutes and 51 seconds each week with All Forms of Ad-Supported Media.

83.4% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the MINNESOTA VIKINGS spend an avg. of 8 hours and 19 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.3% of total time spent with all forms of Ad-Supported Me



Twin Cities DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,183 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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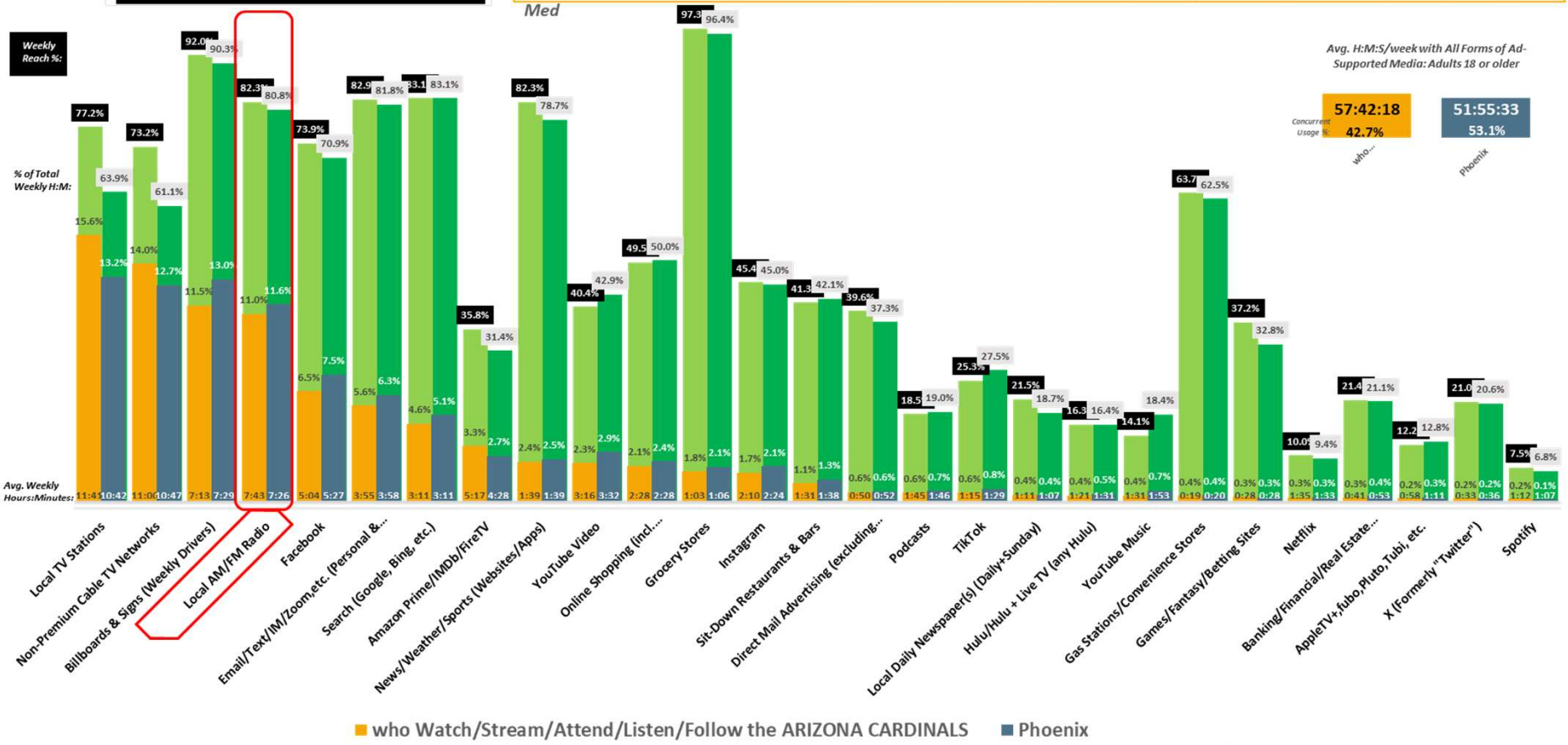
ARIZONA CARDINALS

Adults 18 or older who Watch/Stream/Attend/Listen/Follow the ARIZONA CARDINALS spend an average of 2 days, 9 hours, 42 minutes and 18 seconds each week with All Forms of Ad-Supported Media.

82.3% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the ARIZONA CARDINALS spend an avg. of 7 hours and 43 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.% of total time spent with all forms of Ad-Supported Med



Phoenix DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,022 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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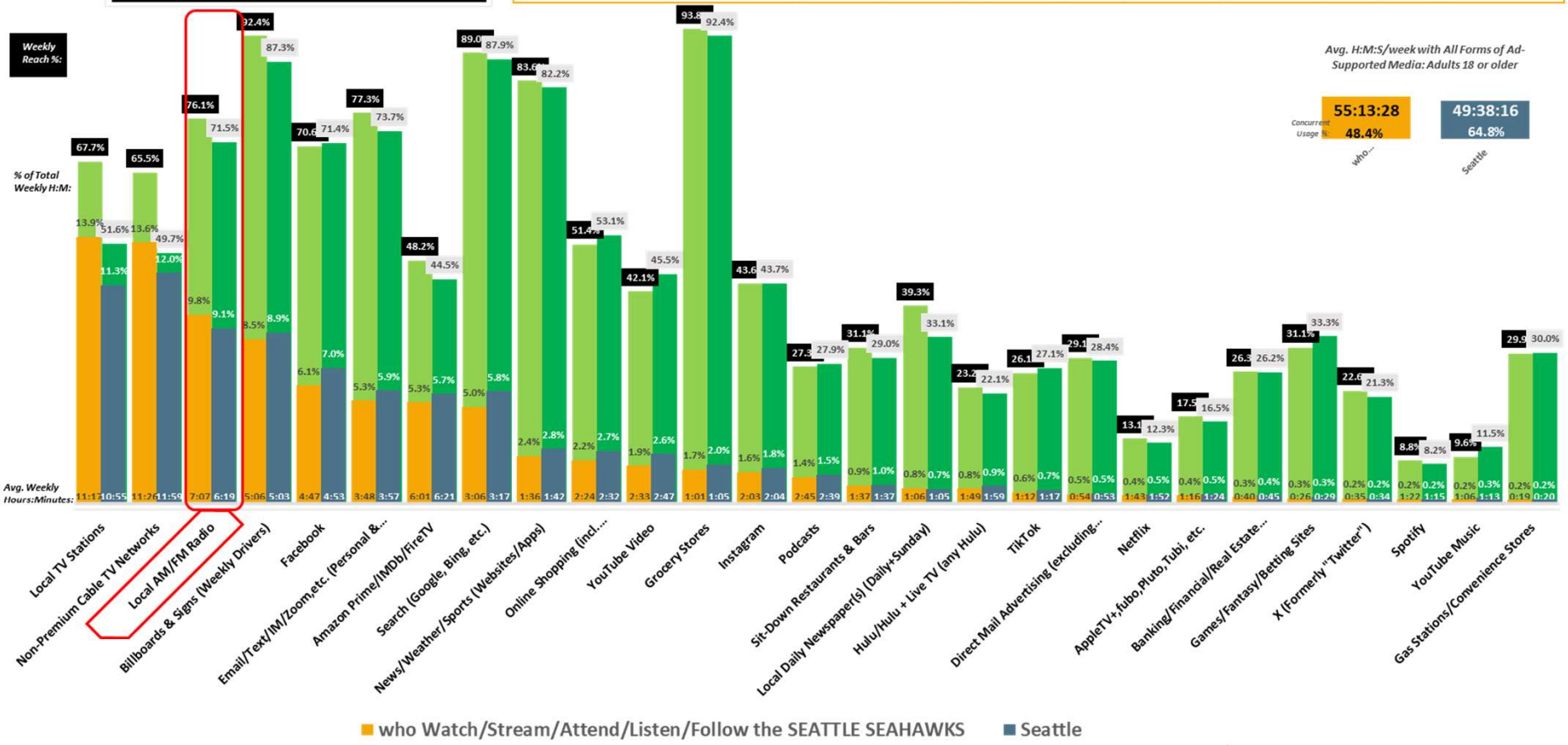
SEATTLE SEAHAWKS

Adults 18 or older who Watch/Stream/Attend/Listen/Follow the SEATTLE SEAHAWKS spend an average of 2 days, 7 hours, 13 minutes and 28 seconds each week with All Forms of Ad-Supported Media.

76.1% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the SEATTLE SEAHAWKS spend an avg. of 7 hours and 7 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.8% of total time spent with all forms of Ad-Supported Media



Seattle DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 2,252 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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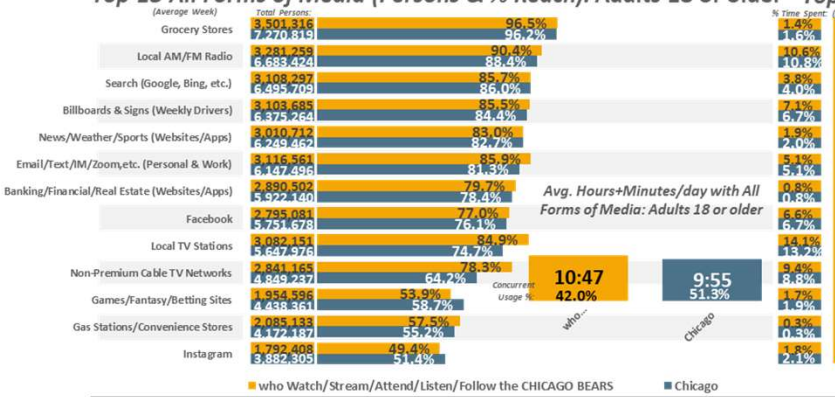
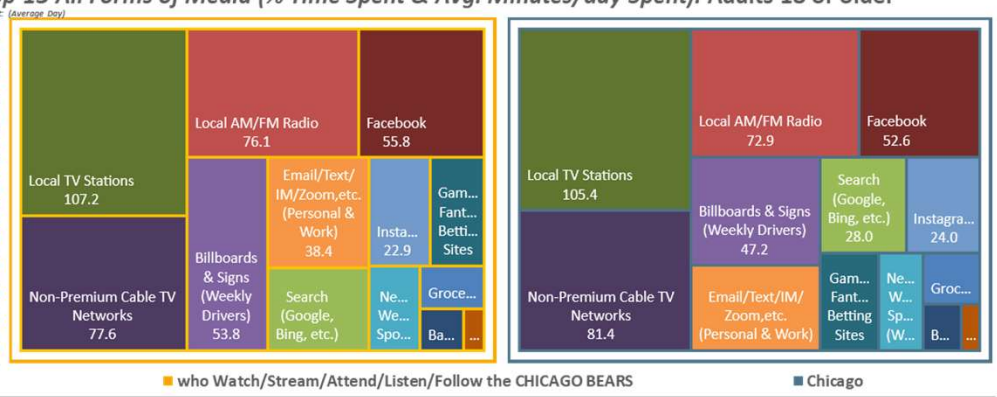
CHICAGO BEARS

Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CHICAGO BEARS spend an average of 8 hours and 25 minutes each day with All Forms of Ad-Supported Media. 85.3% listen to Local AM/FM Radio for an avg. of 70.9 minutes/day. *(Local Radio delivers 12.% of Time with Ad-Supported Media.)*

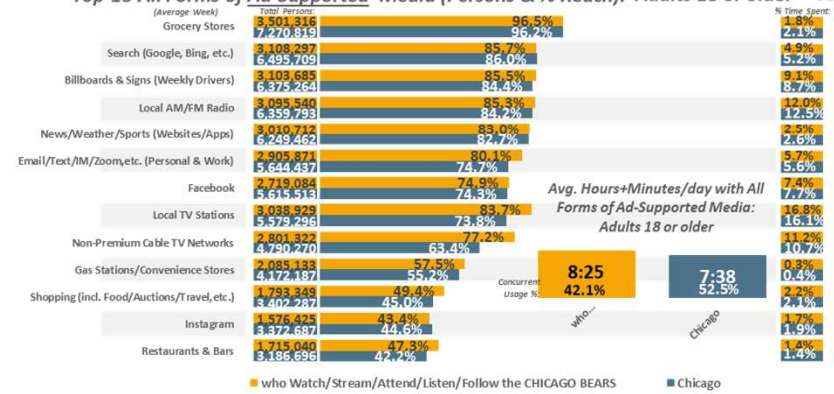
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



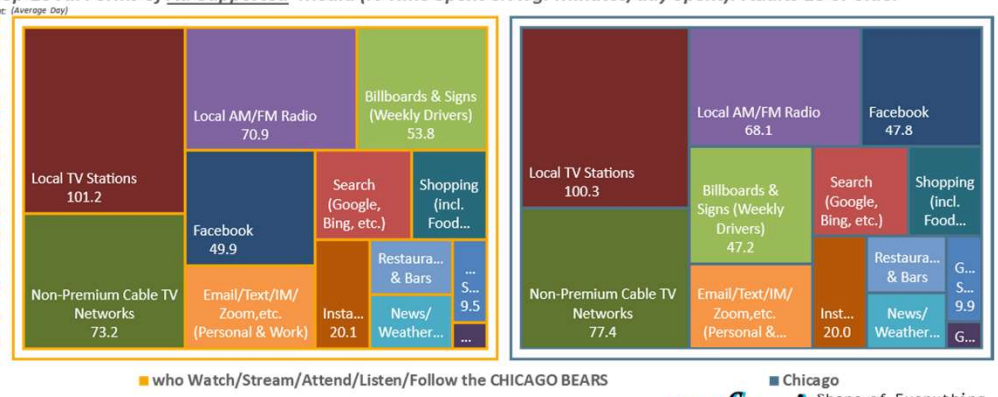
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



Chicago DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,731

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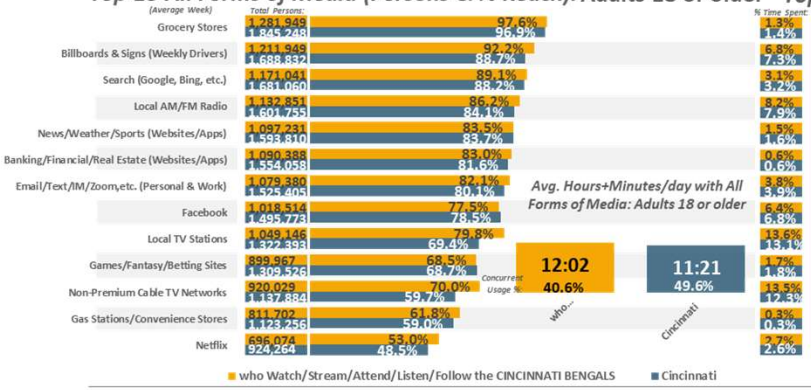
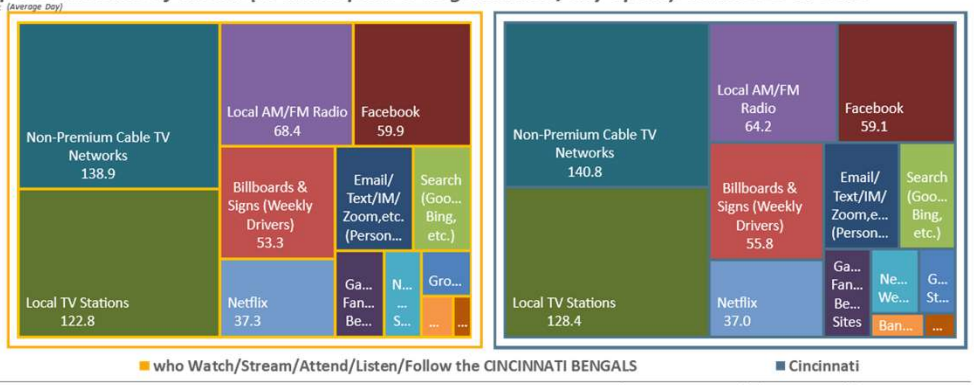
CINCINNATI BENGALS

Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CINCINNATI BENGALS spend an average of 9 hours and 19 minutes each day with All Forms of Ad-Supported Media. 82.7% listen to Local AM/FM Radio for an avg. of 65. minutes/day. *(Local Radio delivers 9.6% of Time with Ad-Supported Media.)*

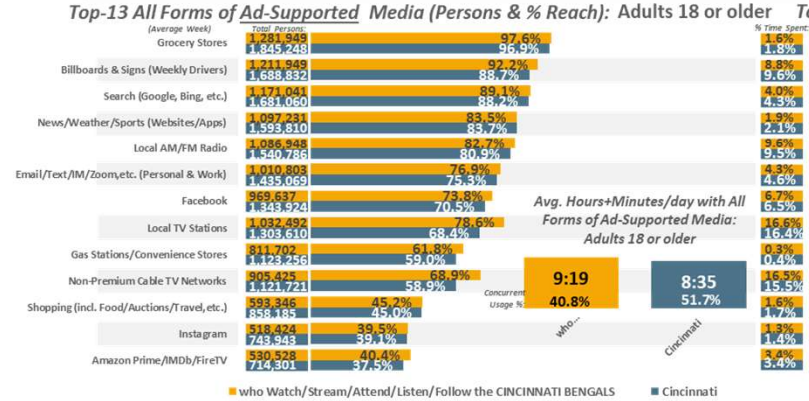
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



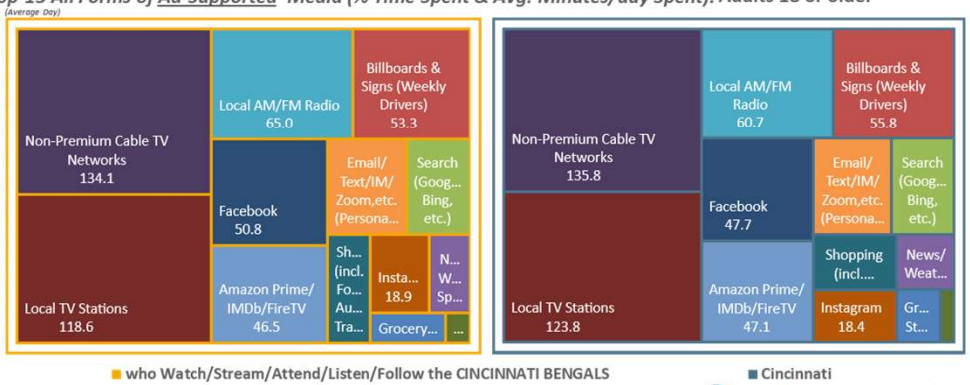
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,443

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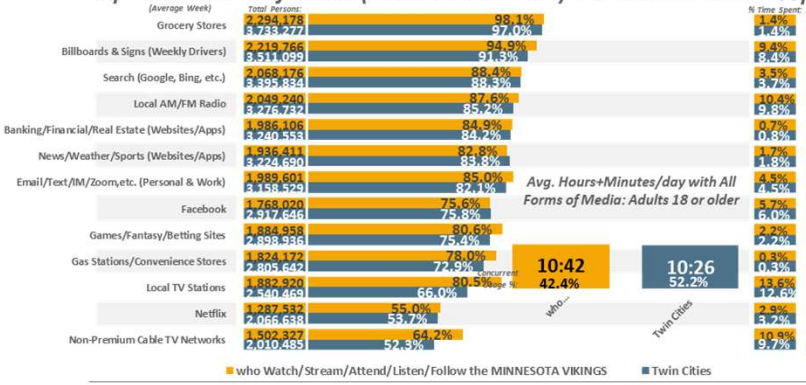
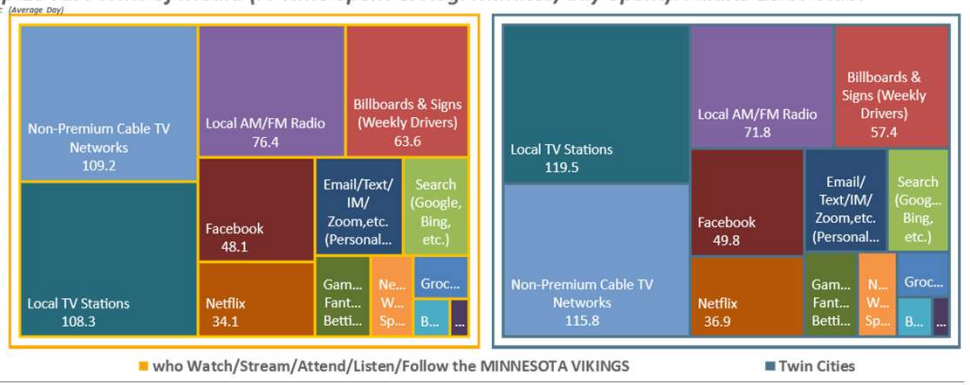
MINNESOTA VIKINGS

Adults 18 or older who Watch/Stream/Attend/Listen/Follow the MINNESOTA VIKINGS spend an average of 8 hours and 5 minutes each day with All Forms of Ad-Supported Media. 83.4% listen to Local AM/FM Radio for an avg. of 71.3 minutes/day. *(Local Radio delivers 12.3% of Time with Ad-Supported Media.)*

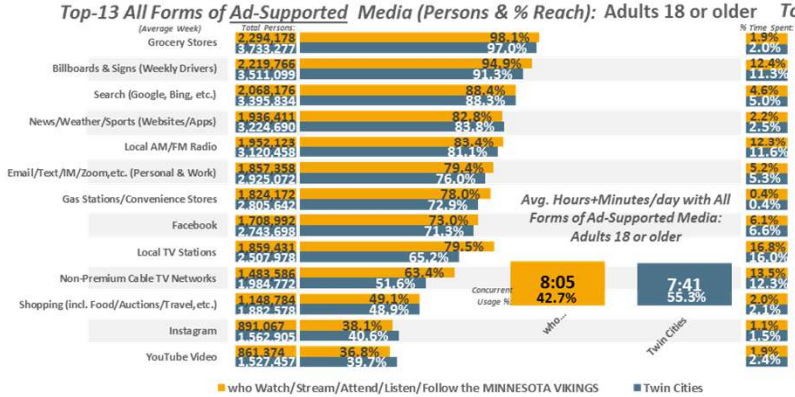
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



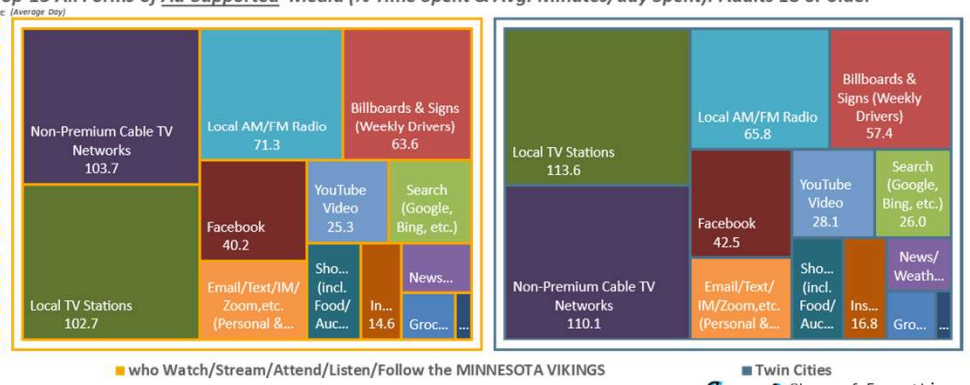
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



Twin Cities DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,183

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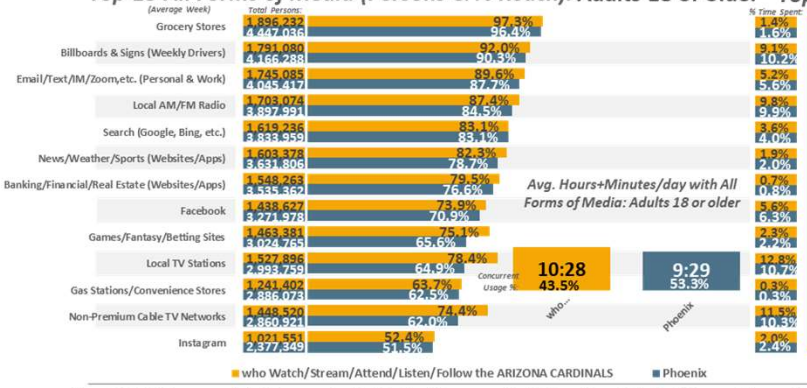
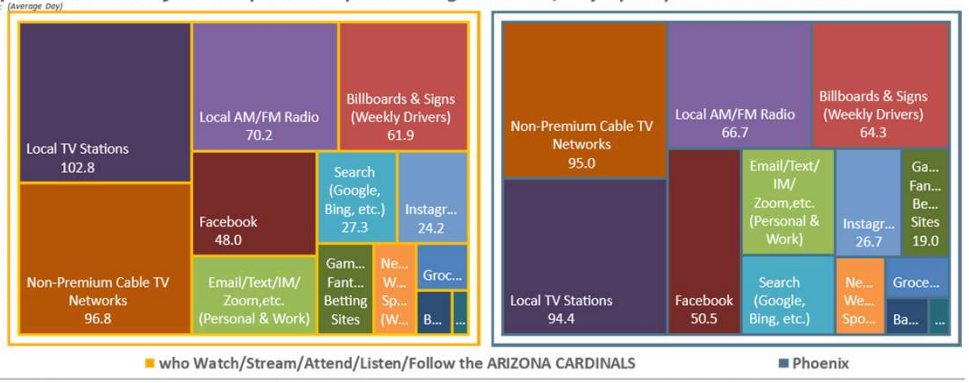
ARIZONA CARDINALS

Adults 18 or older who Watch/Stream/Attend/Listen/Follow the ARIZONA CARDINALS spend an average of 8 hours and 14 minutes each day with All Forms of Ad-Supported Media. 82.3% listen to Local AM/FM Radio for an avg. of 66.2 minutes/day. *(Local Radio delivers 11.% of Time with Ad-Supported Media.)*

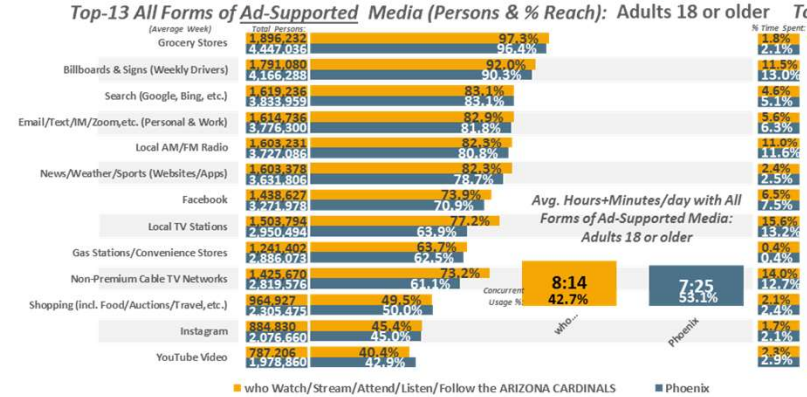
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



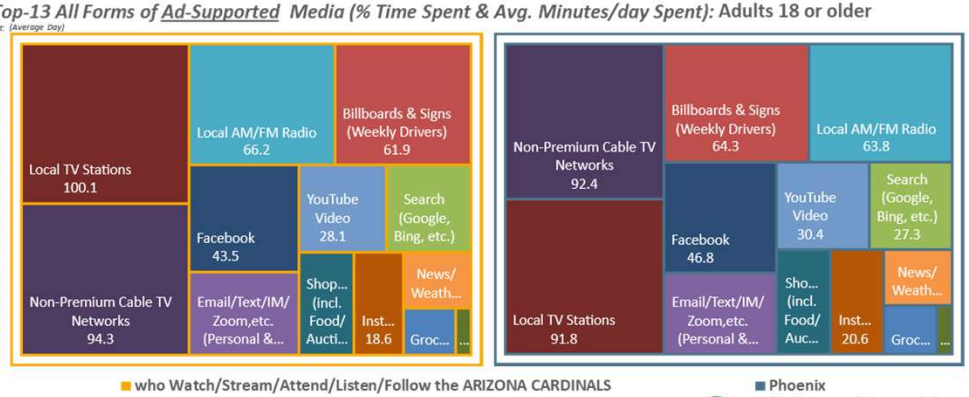
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



Phoenix DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,022

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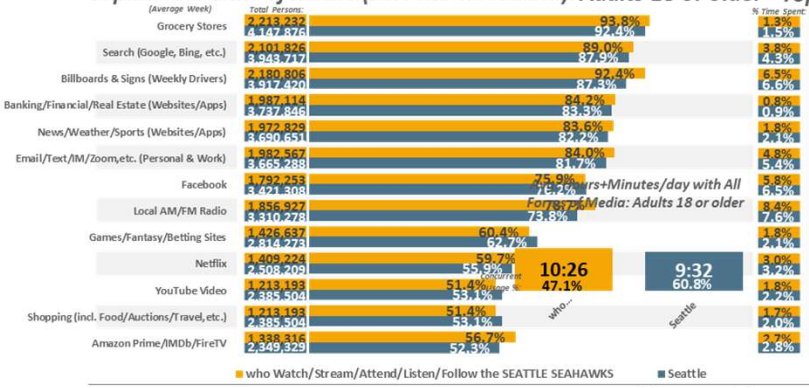
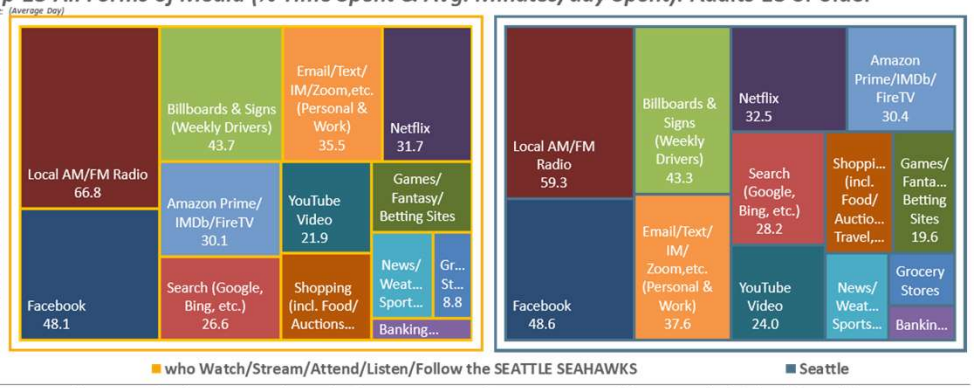
SEATTLE SEAHAWKS

Adults 18 or older who Watch/Stream/Attend/Listen/Follow the SEATTLE SEAHAWKS spend an average of 7 hours and 53 minutes each day with All Forms of Ad-Supported Media. 76.1% listen to Local AM/FM Radio for an avg. of 61. minutes/day. *(Local Radio delivers 9.8% of Time with Ad-Supported Media.)*

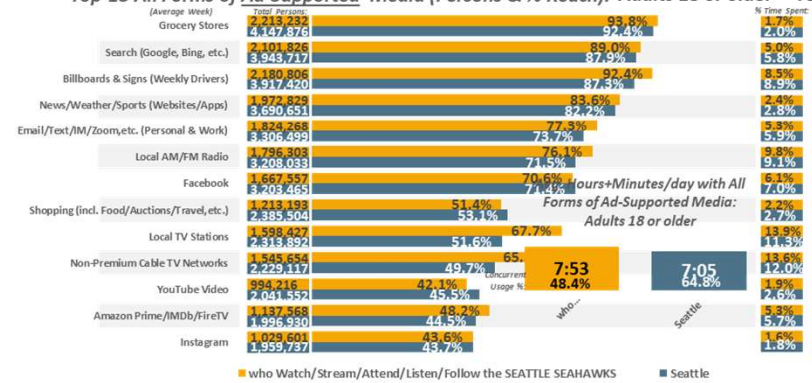
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



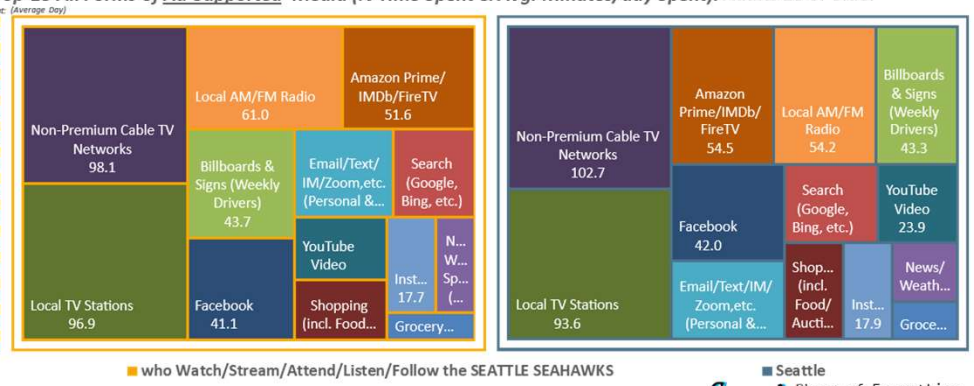
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



Seattle DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 2,252

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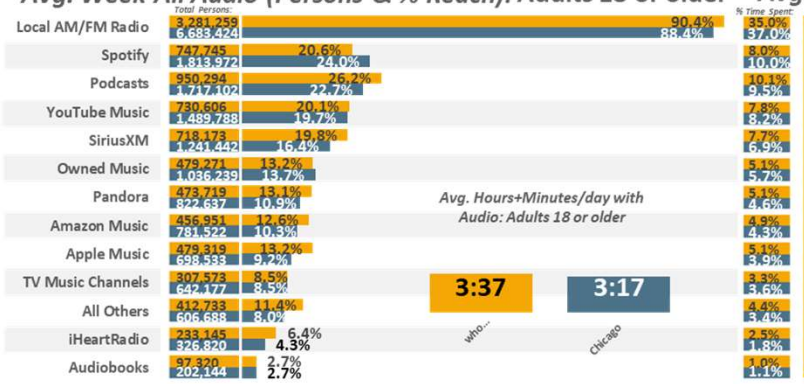
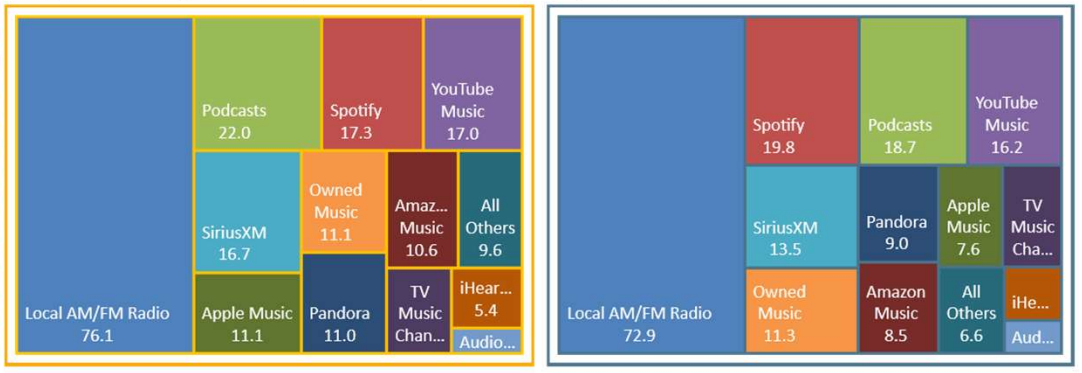
CHICAGO BEARS

3,095,540 or 85.3% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CHICAGO BEARS listen to Ad-Supported Local AM/FM Radio for an average of 70.9 minutes every day representing 43.4% of all time spent daily with Ad-Supported Audio.

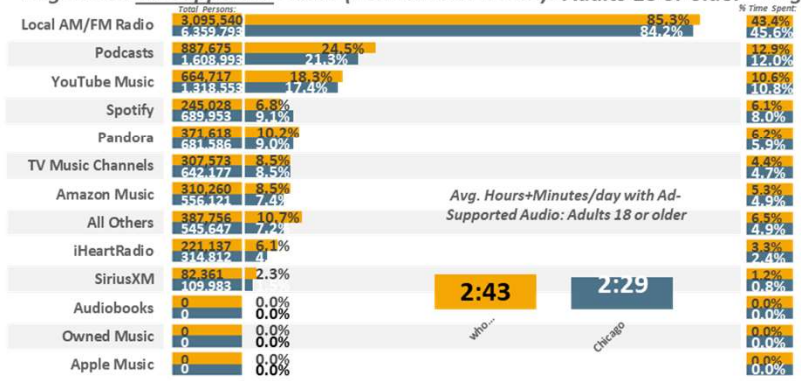
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



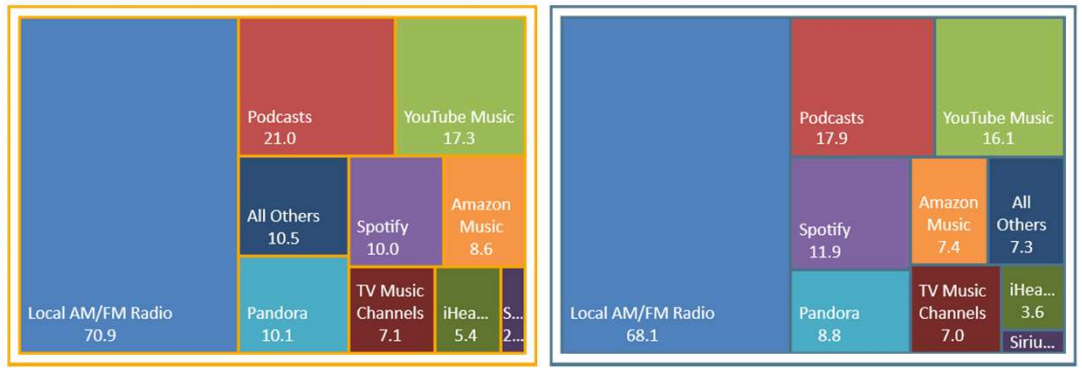
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



Chicago DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,731

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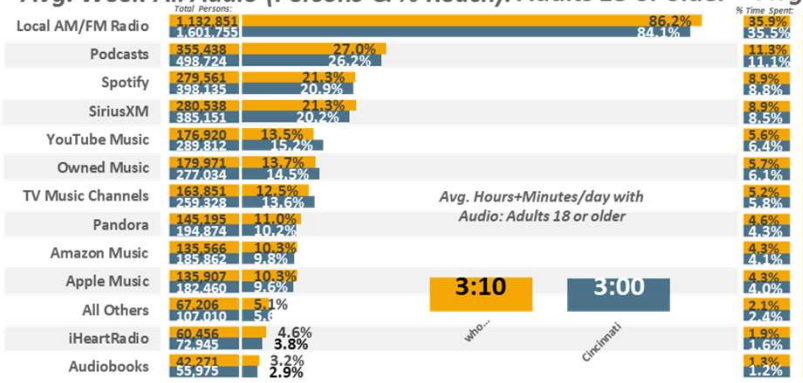
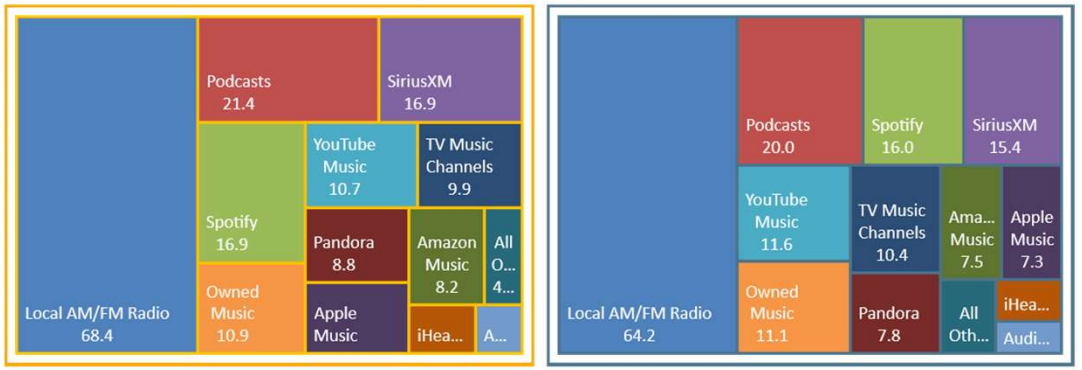
CINCINNATI BENGALS

1,086,948 or 82.7% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CINCINNATI BENGALS listen to Ad-Supported Local AM/FM Radio for an average of 65. minutes every day representing 45.8% of all time spent daily with Ad-Supported Audio.

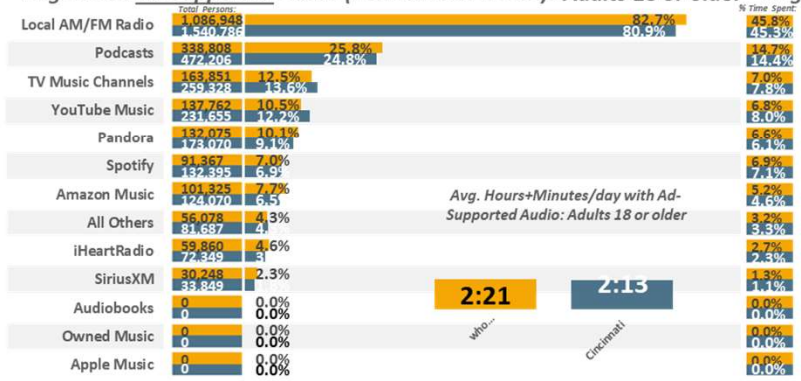
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



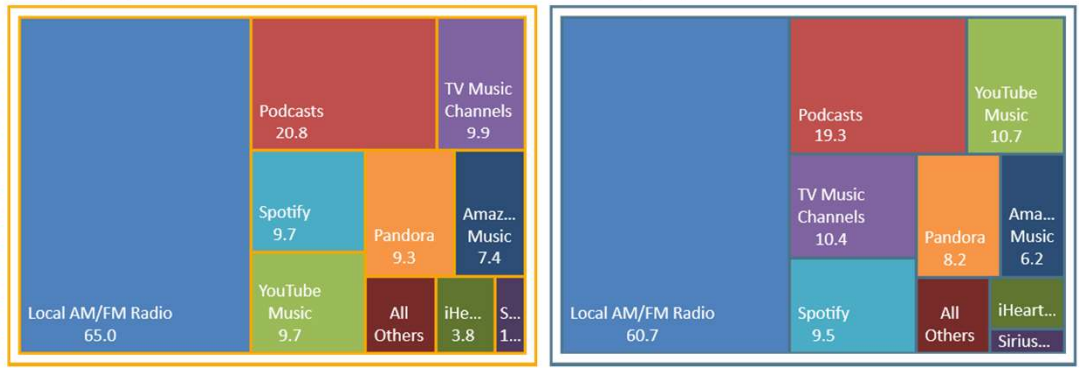
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,443

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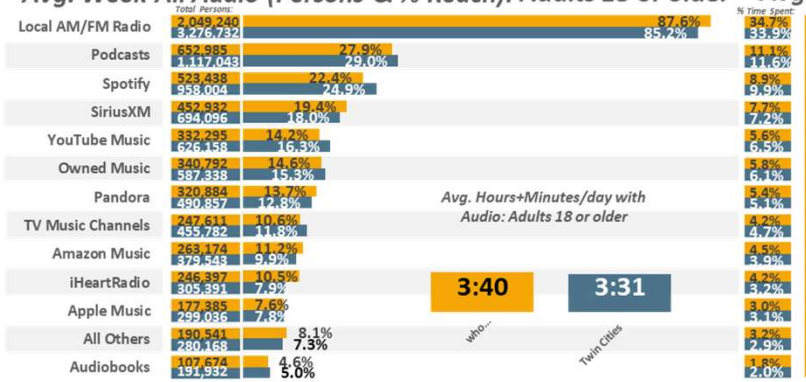
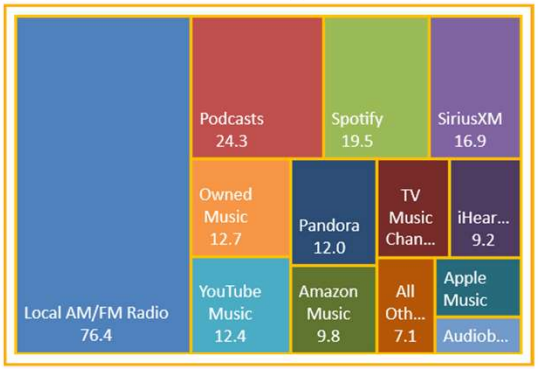
MINNESOTA VIKINGS

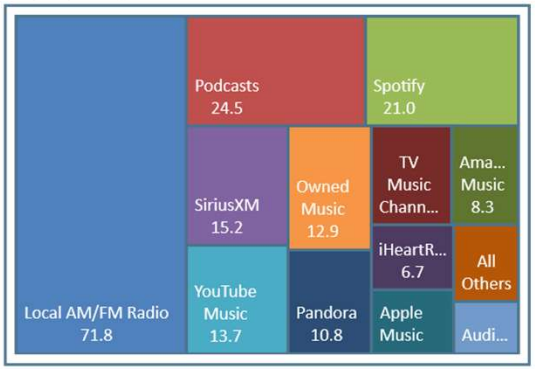
1,952,123 or 83.4% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the MINNESOTA VIKINGS listen to Ad-Supported Local AM/FM Radio for an average of 71.3 minutes every day representing 44.% of all time spent daily with Ad-Supported Audio.

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



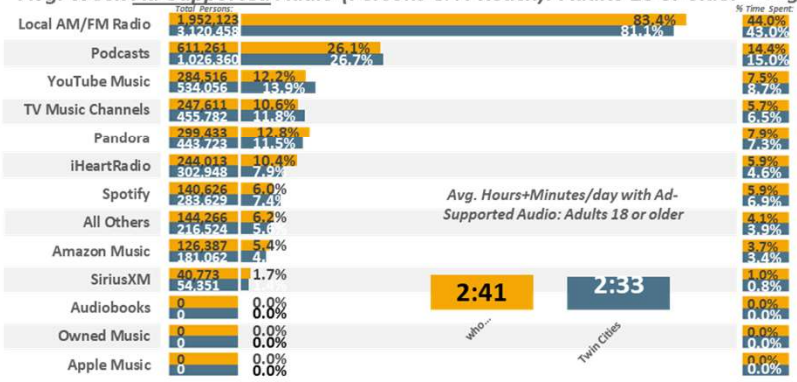
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



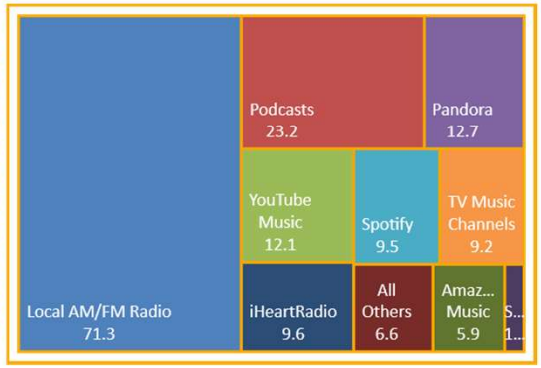


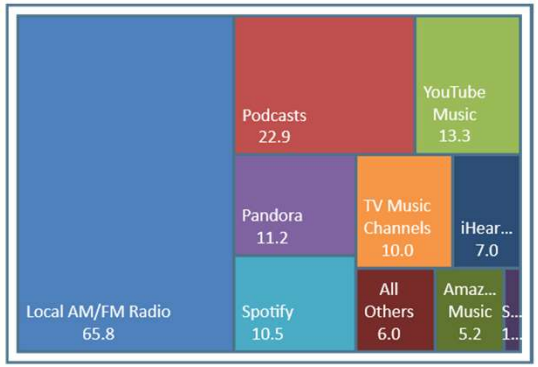
who Watch/Stream/Attend/Listen/Follow the MINNESOTA VIKINGS Twin Cities

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





who Watch/Stream/Attend/Listen/Follow the MINNESOTA VIKINGS Twin Cities

Twin Cities DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,183

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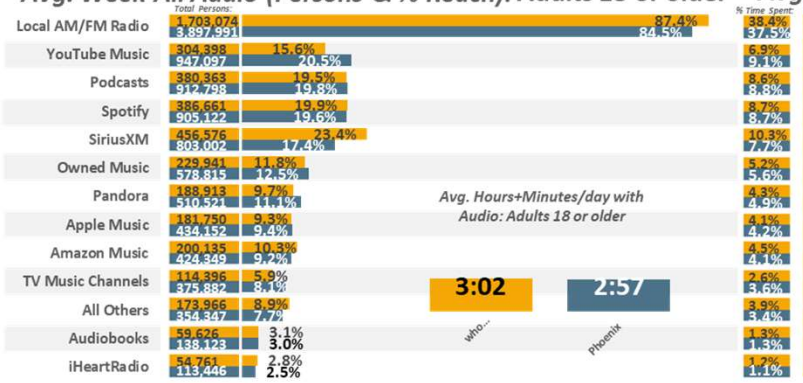
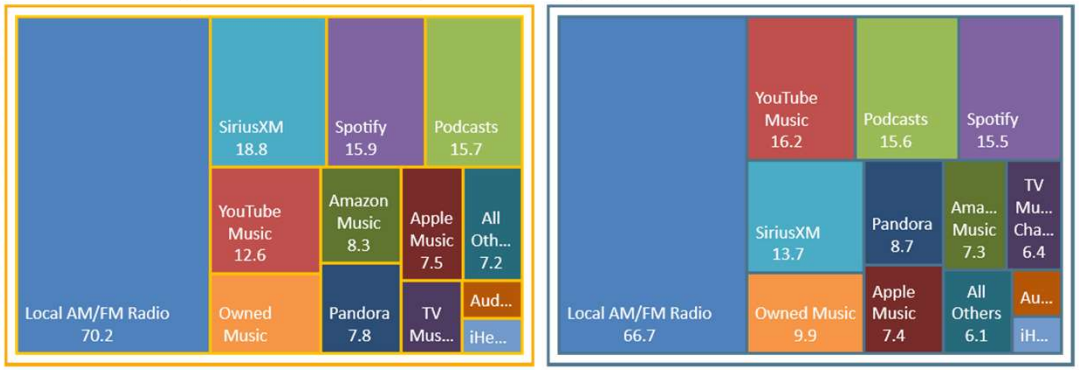
ARIZONA CARDINALS

1,603,231 or 82.3% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the ARIZONA CARDINALS listen to Ad-Supported Local AM/FM Radio for an average of 66.2 minutes every day representing 48.3% of all time spent daily with Ad-Supported Audio.

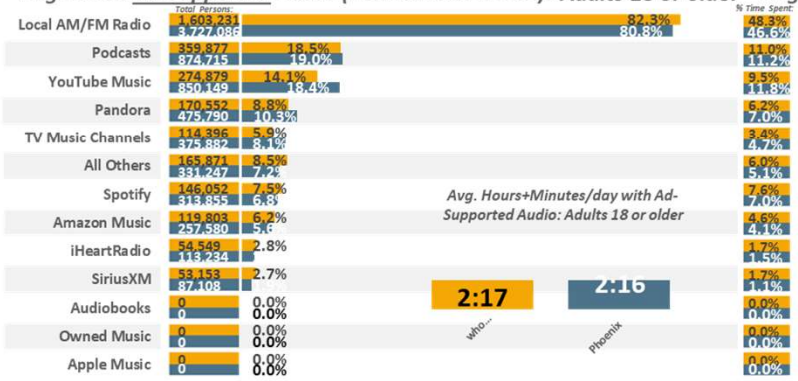
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



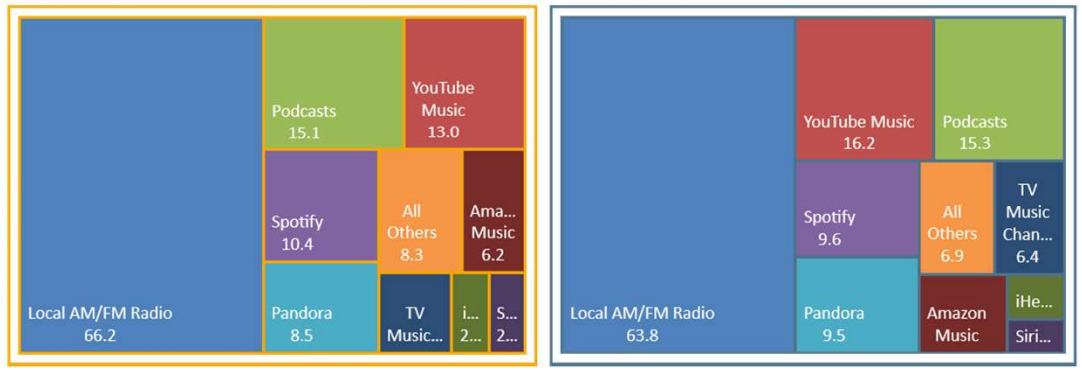
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



Phoenix DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,022

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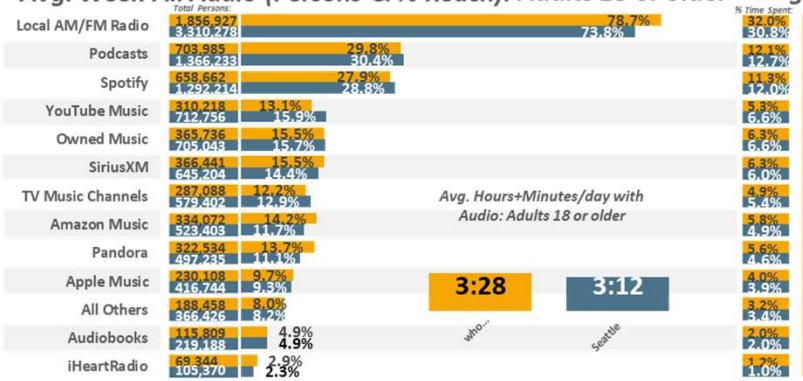
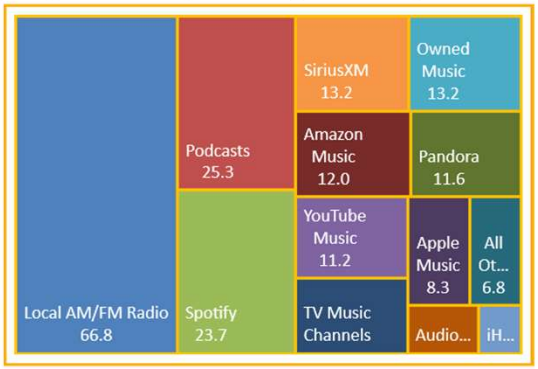
SEATTLE SEAHAWKS

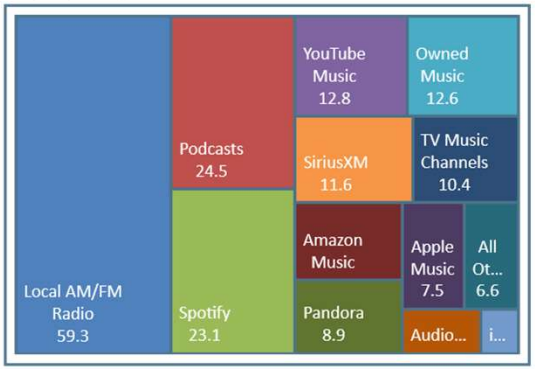
1,796,303 or 76.1% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the SEATTLE SEAHAWKS listen to Ad-Supported Local AM/FM Radio for an average of 61. minutes every day representing 42.5% of all time spent daily with Ad-Supported Audio.

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

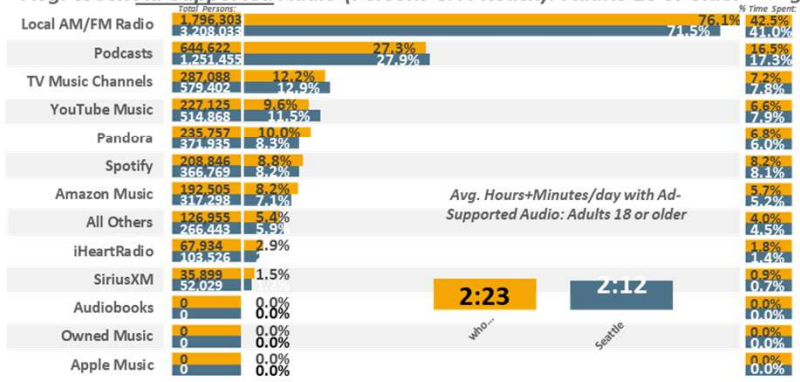


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

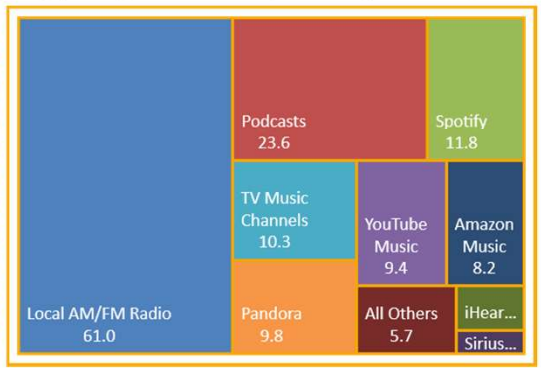


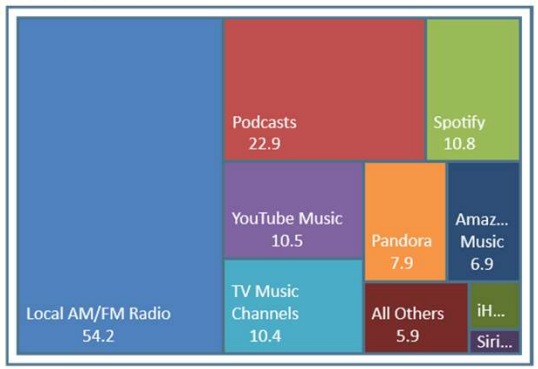


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





Seattle DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 2,252

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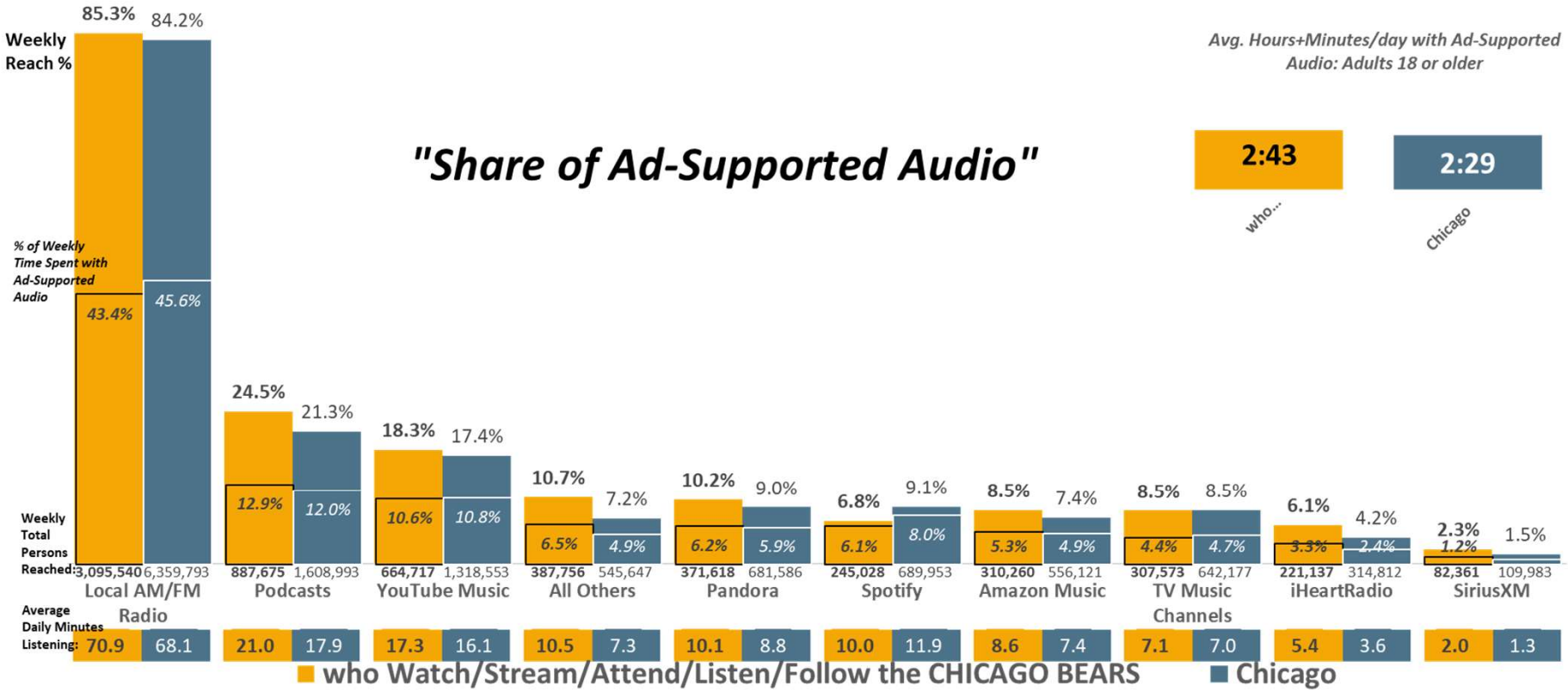
CHICAGO BEARS

3,095,540 or 85.3% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CHICAGO BEARS listen to Ad-Supported Local AM/FM Radio for an average of 70.9 minutes every day representing 43.4% of all time spent daily with Ad-Supported Audio.



Chicago DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,731 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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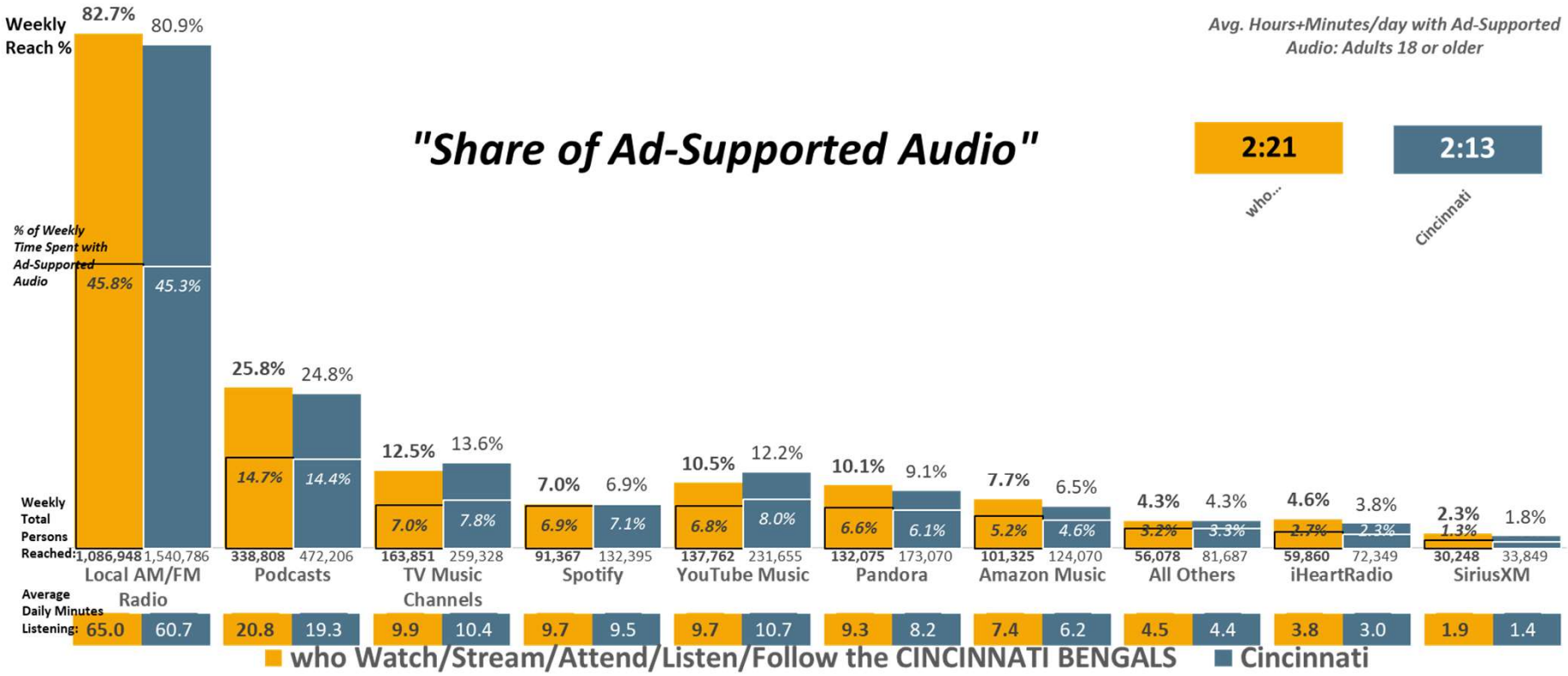
CINCINNATI BENGALS

1,086,948 or 82.7% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CINCINNATI BENGALS listen to Ad-Supported Local AM/FM Radio for an average of 65. minutes every day representing 45.8% of all time spent daily with Ad-Supported Audio.



Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,443 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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MINNESOTA VIKINGS

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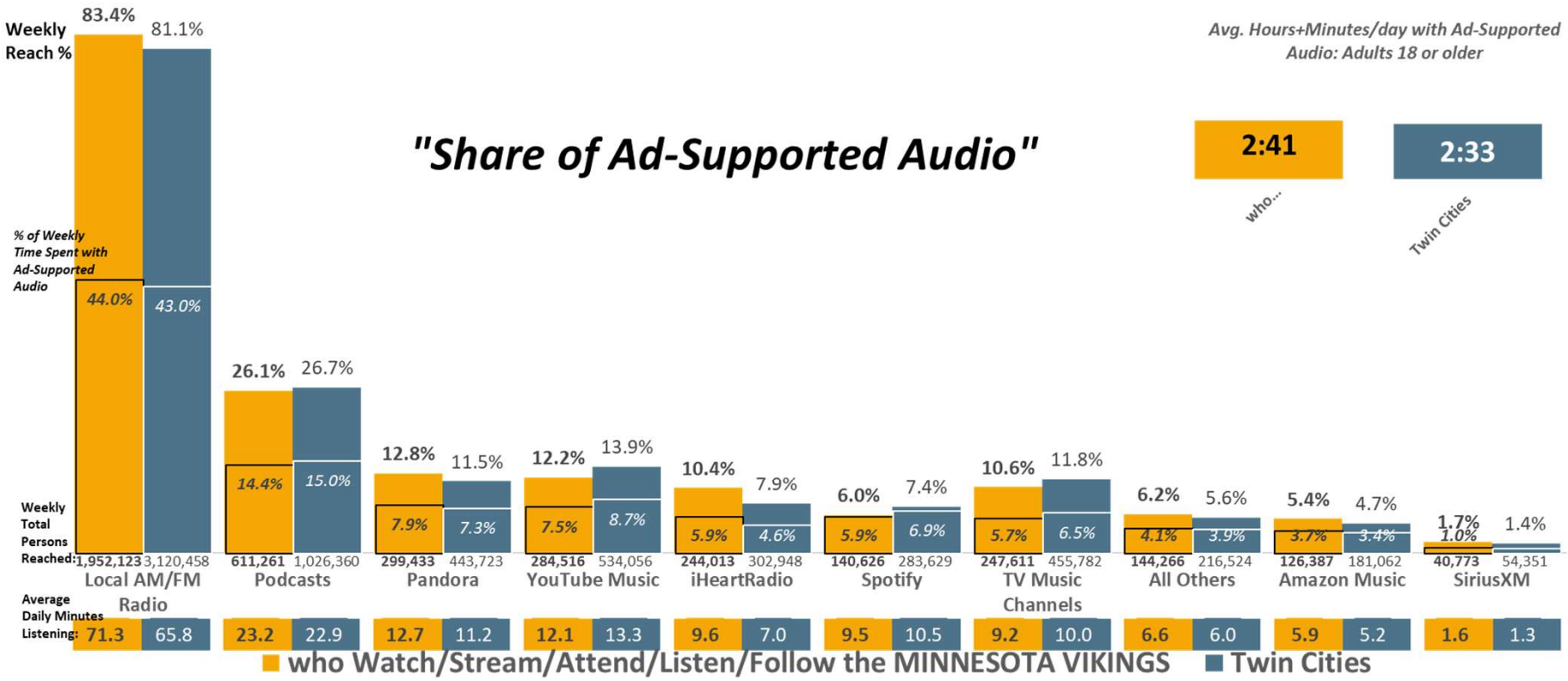

	Local AM/FM Radio	Podcasts	Pandora	YouTube Music	iHeartRadio	Spotify	TV Music Channels	All Others	Amazon Music	SiriusXM
Weekly Reach %	83.4%	26.1%	12.8%	12.2%	10.4%	6.0%	10.6%	6.2%	5.4%	1.7%
Twin Cities Weekly Reach %	81.1%	26.7%	11.5%	13.9%	7.9%	7.4%	11.8%	5.6%	4.7%	1.4%
% of Weekly Time Spent with Ad-Supported Audio	44.0%	14.4%	7.9%	7.5%	5.9%	5.9%	5.7%	4.1%	3.7%	1.0%
Twin Cities % of Weekly Time Spent with Ad-Supported Audio	43.0%	15.0%	7.3%	8.7%	4.6%	6.9%	6.5%	3.9%	3.4%	
Weekly Total Persons Reached:	1,952,123	611,261	299,433	284,516	244,013	140,626	247,611	144,266	126,387	40,773
Twin Cities Weekly Total Persons Reached:	3,120,458	1,026,360	443,723	534,056	302,948	283,629	455,782	216,524	181,062	54,351
Average Daily Minutes Listening:	71.3	23.2	12.7	12.1	9.6	9.5	9.2	6.6	5.9	1.6
Twin Cities Average Daily Minutes Listening:	65.8	22.9	11.2	13.3	7.0	10.5	10.0	6.0	5.2	1.3

Twin Cities DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,183 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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ARIZONA CARDINALS

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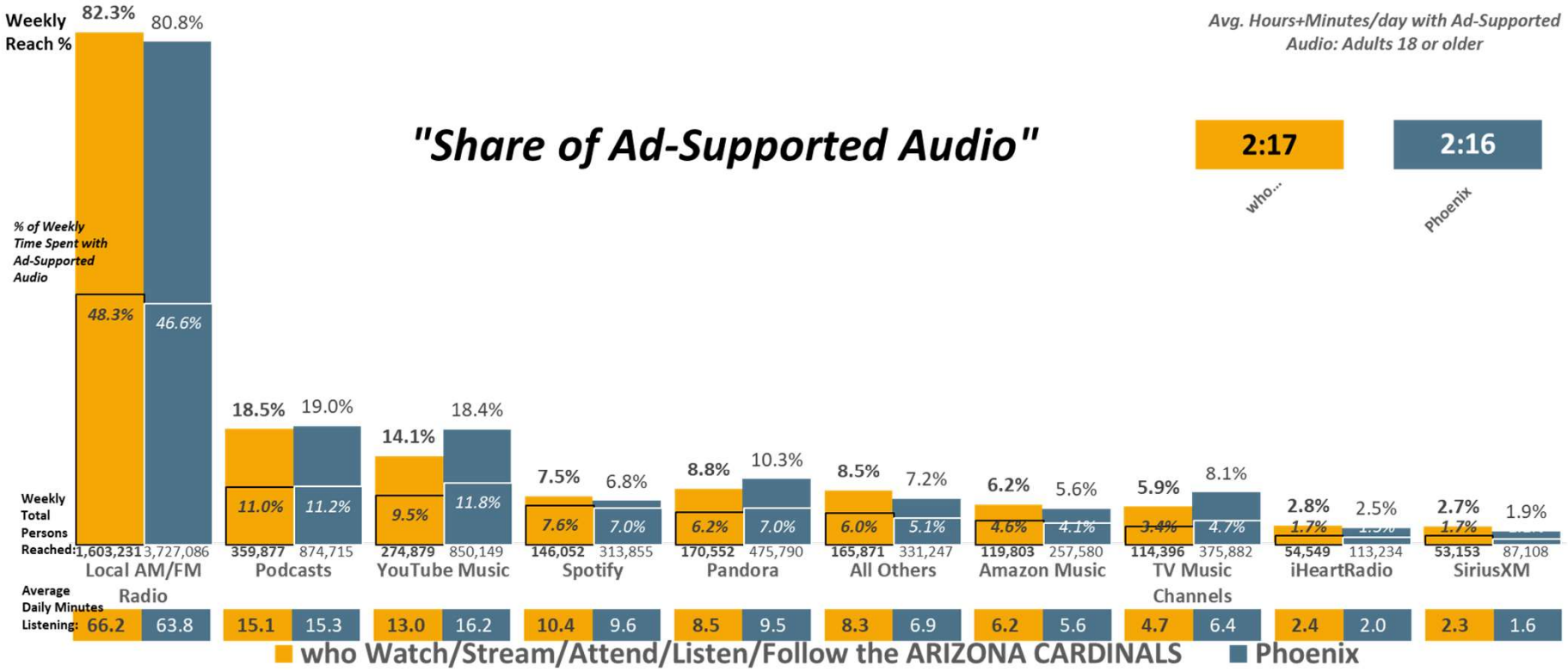

	Local AM/FM Radio	Podcasts	YouTube Music	Spotify	Pandora	All Others	Amazon Music	TV Music Channels	iHeartRadio	SiriusXM
Weekly Reach %	82.3% / 80.8%	18.5% / 19.0%	14.1% / 18.4%	7.5% / 6.8%	8.8% / 10.3%	8.5% / 7.2%	6.2% / 5.6%	5.9% / 8.1%	2.8% / 2.5%	2.7% / 1.9%
% of Weekly Time Spent with Ad-Supported Audio	48.3% / 46.6%	11.0% / 11.2%	9.5% / 11.8%	7.6% / 7.0%	6.2% / 7.0%	6.0% / 5.1%	4.6% / 4.1%	3.4% / 4.7%	1.7% / [illegible]	1.7% / [illegible]
Weekly Total Persons Reached:	1,603,231 / 3,727,086	359,877 / 874,715	274,879 / 850,149	146,052 / 313,855	170,552 / 475,790	165,871 / 331,247	119,803 / 257,580	114,396 / 375,882	54,549 / 113,234	53,153 / 87,108
Average Daily Minutes Listening:	66.2 / 63.8	15.1 / 15.3	13.0 / 16.2	10.4 / 9.6	8.5 / 9.5	8.3 / 6.9	6.2 / 5.6	4.7 / 6.4	2.4 / 2.0	2.3 / 1.6

Phoenix DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,022 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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SEATTLE SEAHAWKS

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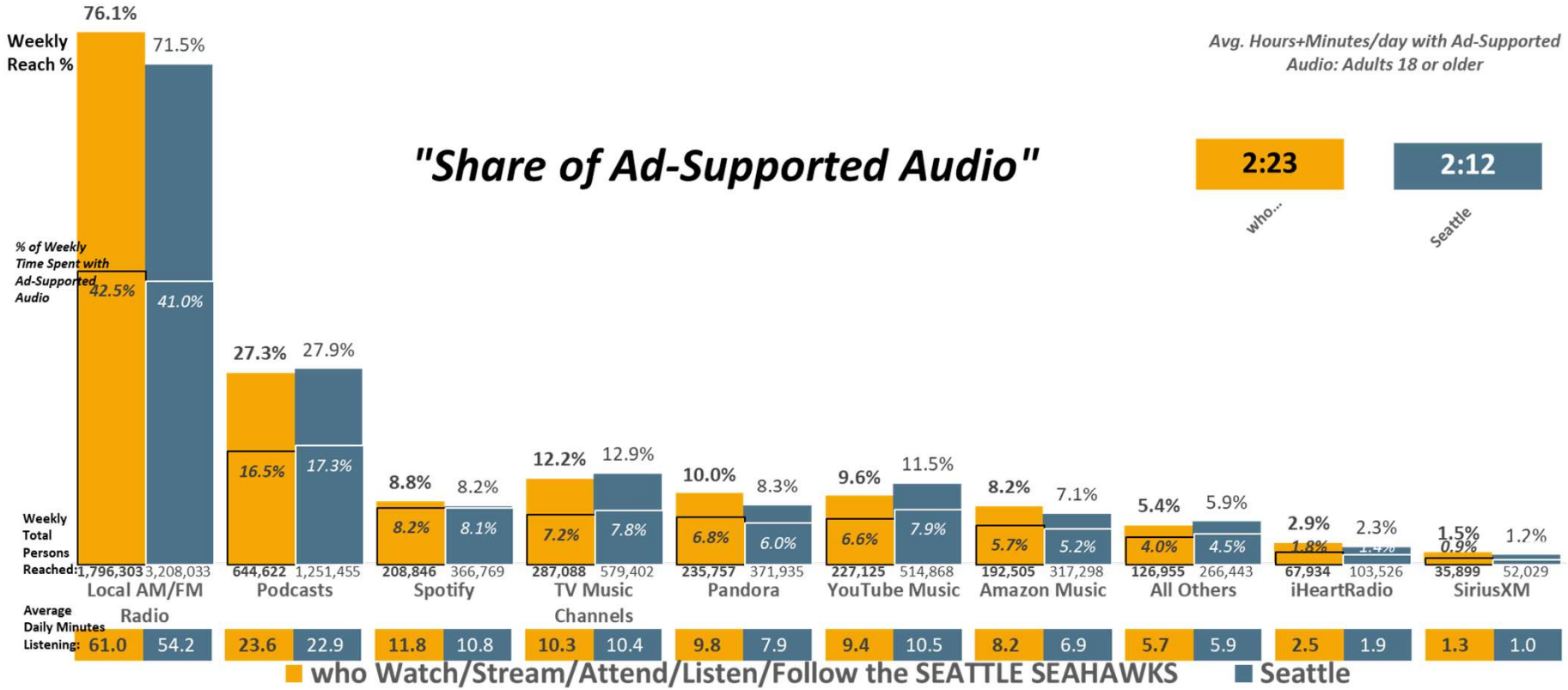

Seattle DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 2,252 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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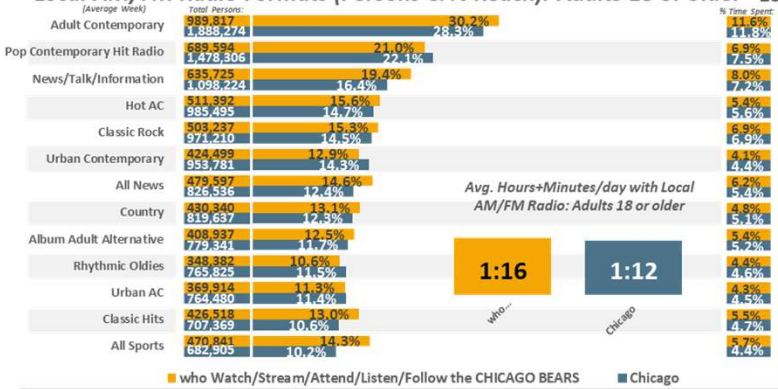
CHICAGO BEARS

3,095,540 or 85.3% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CHICAGO BEARS listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Hot AC, Classic Rock, and All News.

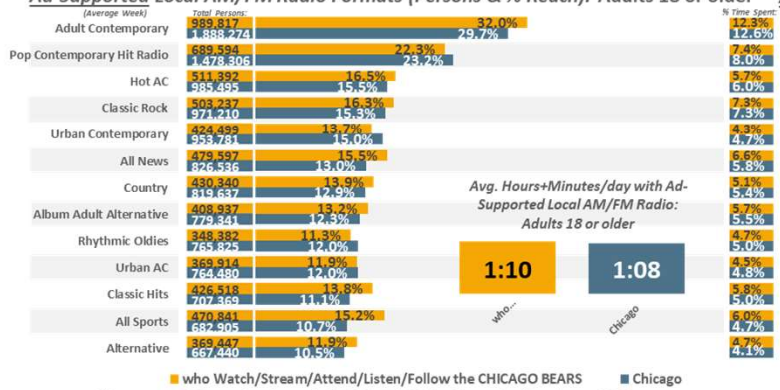
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



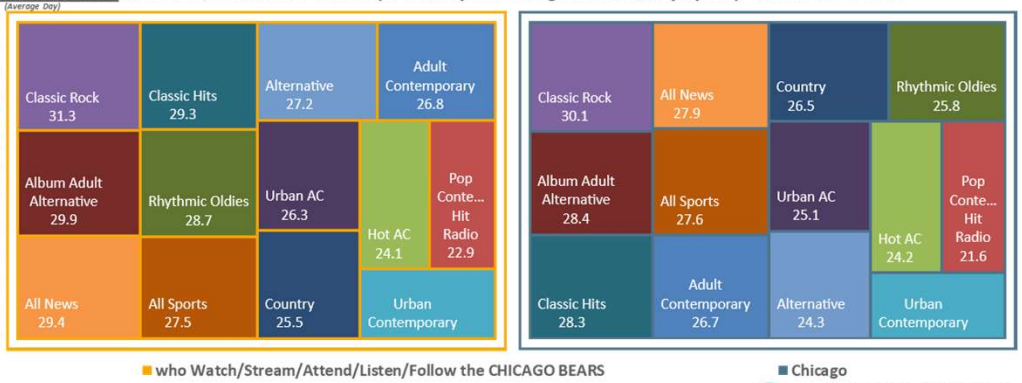
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



Chicago DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,731

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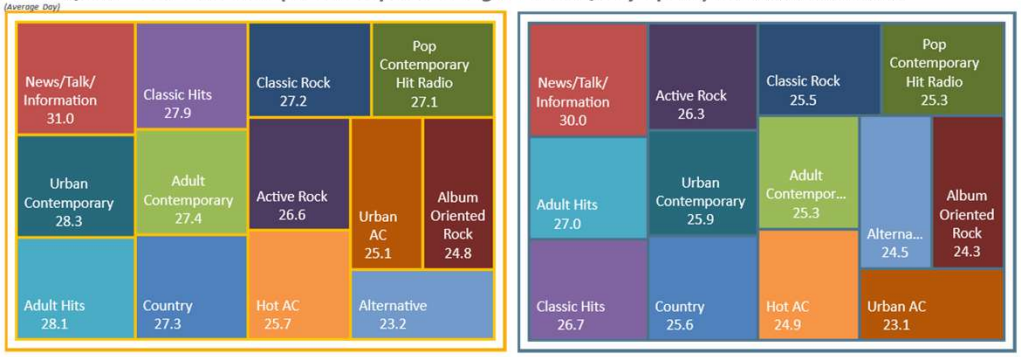
CINCINNATI BENGALS

1,086,948 or 82.7% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CINCINNATI BENGALS listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Hits, News/Talk/Information, and Adult Hits.

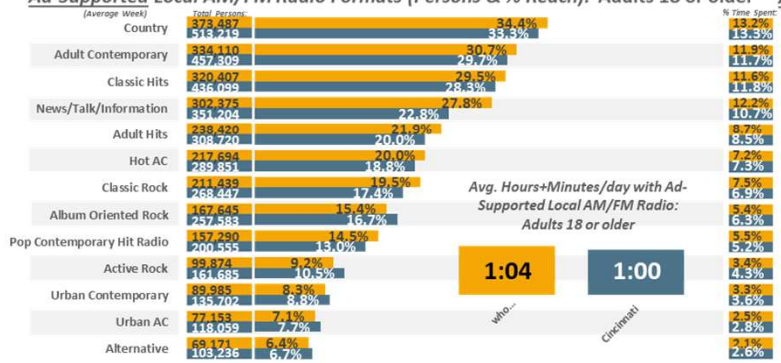
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



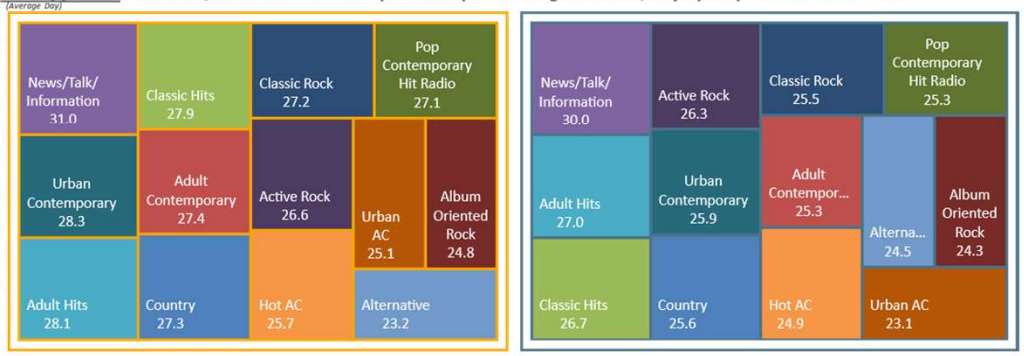
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,443

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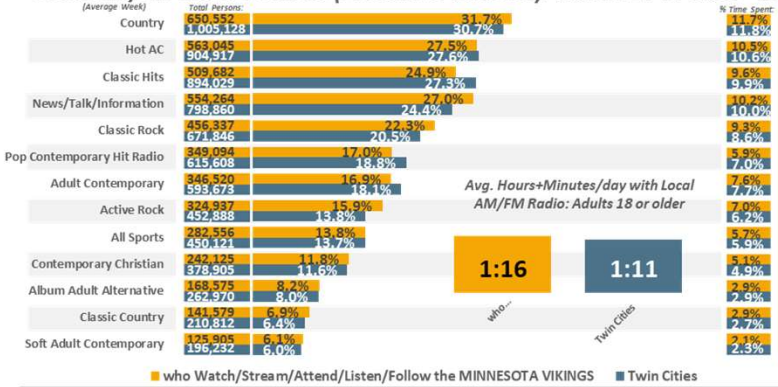
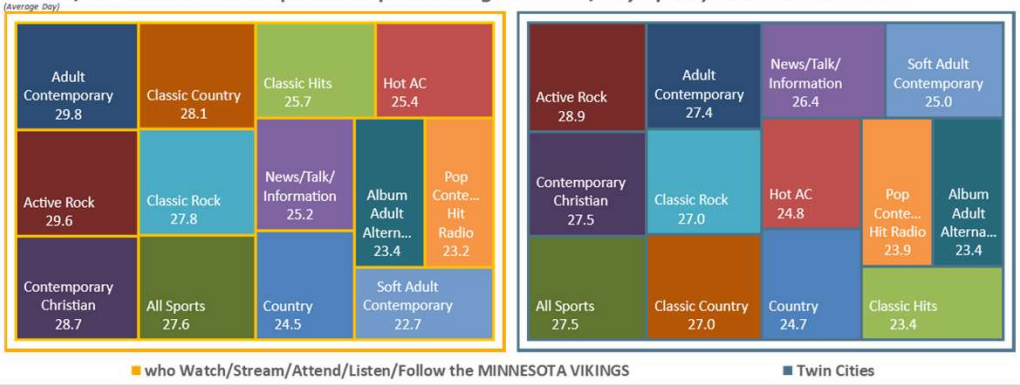
MINNESOTA VIKINGS

1,952,123 or 83.4% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the MINNESOTA VIKINGS listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Classic Hits, Classic Rock, and News/Talk/Information.

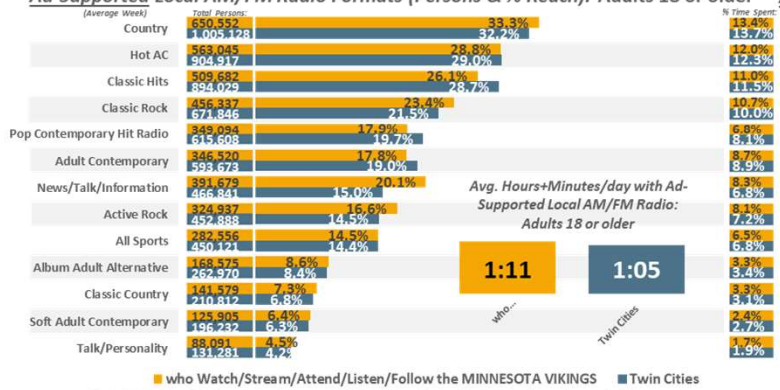
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



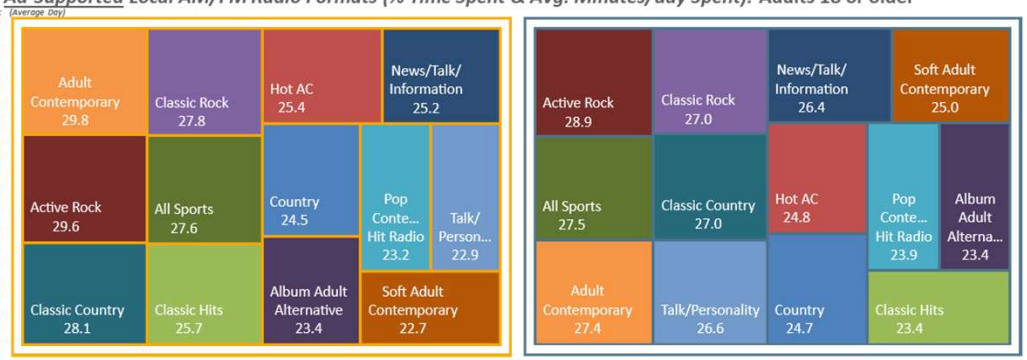
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



Twin Cities DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,183

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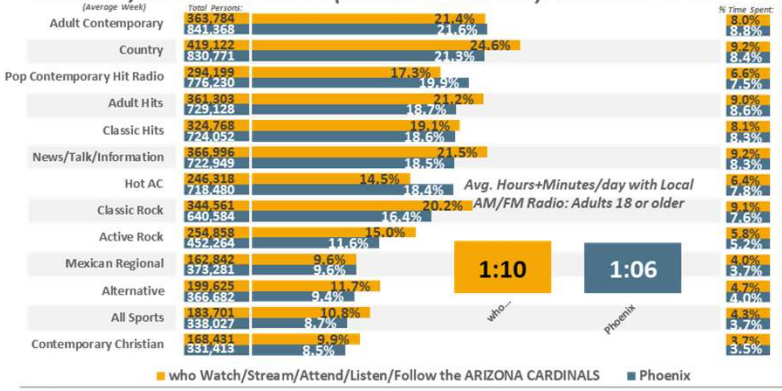
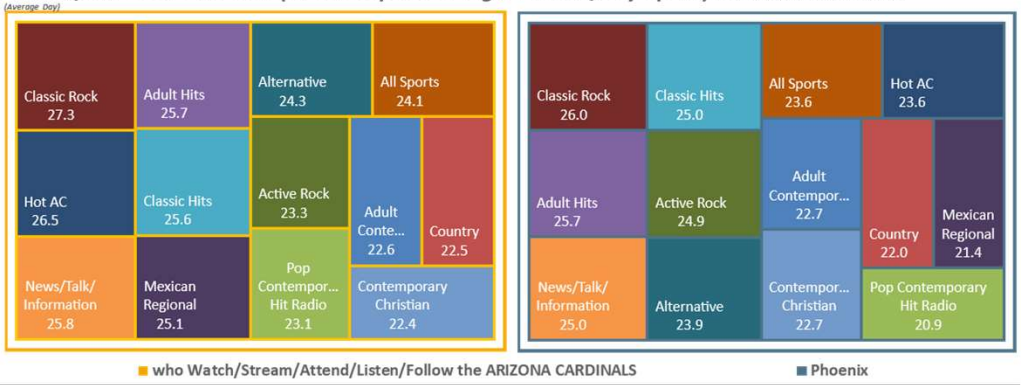
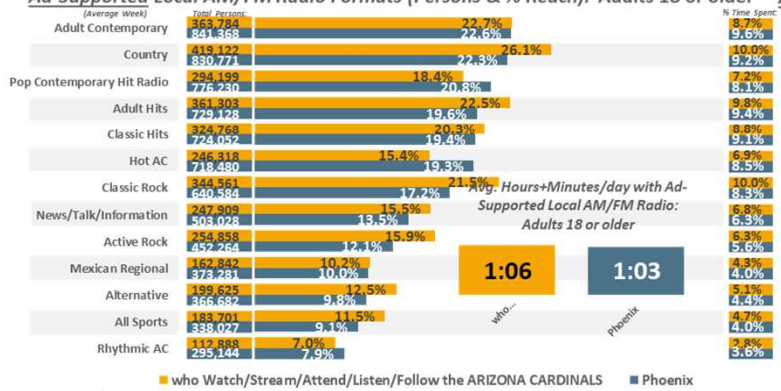
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



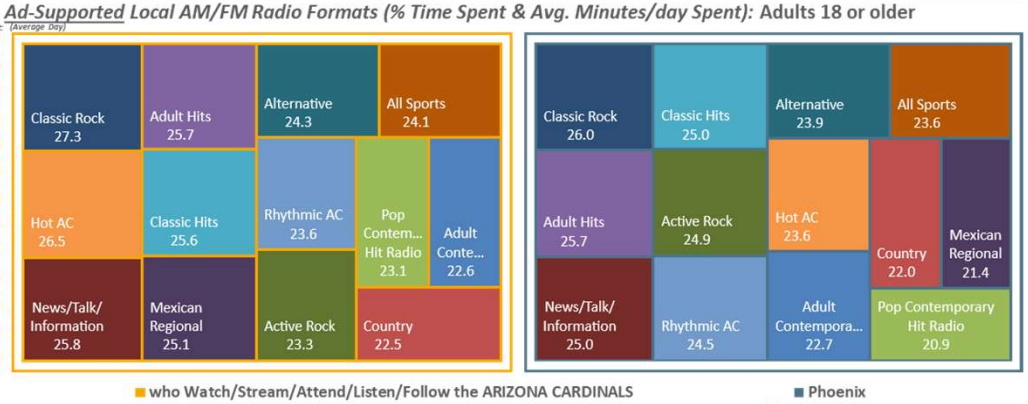
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



Phoenix DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,022

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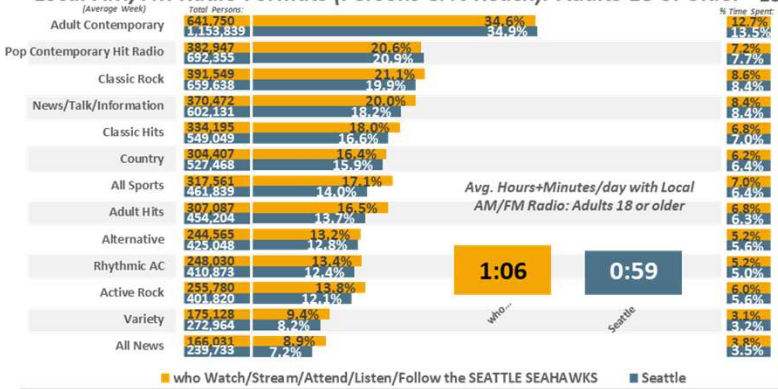
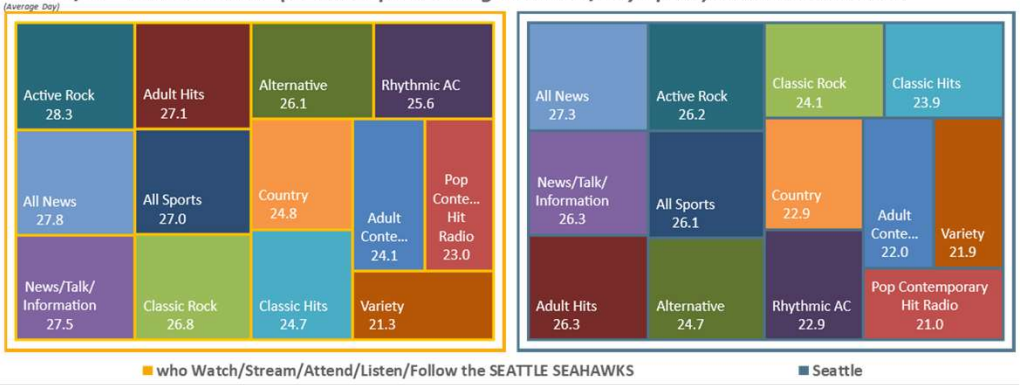
SEATTLE SEAHAWKS

1,796,303 or 76.1% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the SEATTLE SEAHAWKS listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Pop Contemporary Hit Radio, Classic Hits, and All Sports.

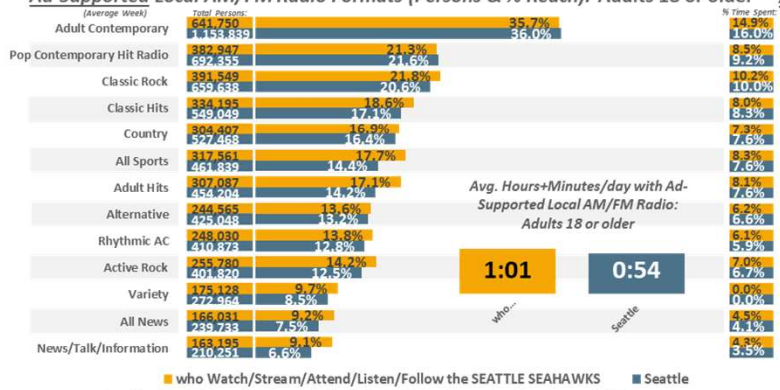
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



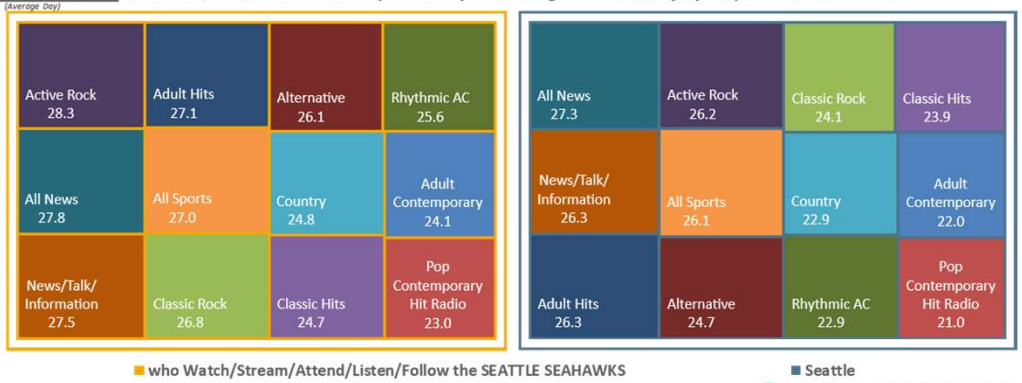
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



Seattle DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 2,252

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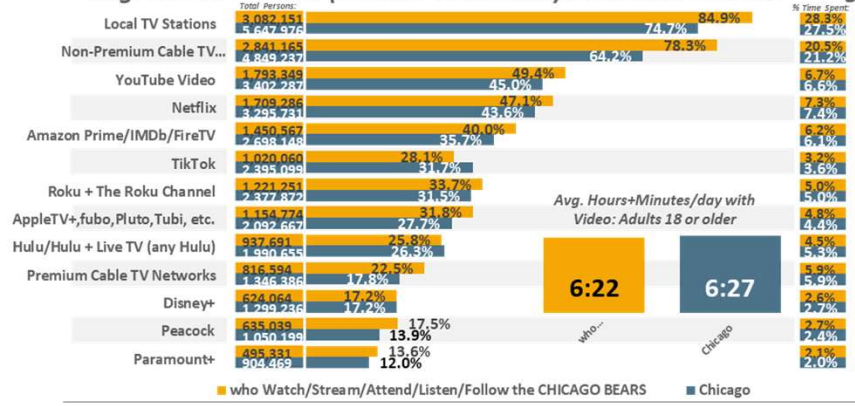
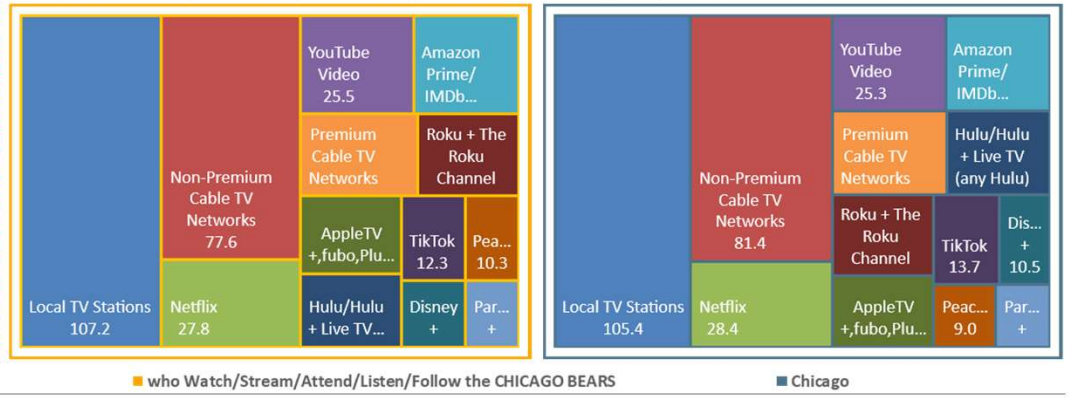
CHICAGO BEARS

3,038,929 or 83.7% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CHICAGO BEARS watch Ad-Supported Local TV Stations for an average of 101.2 minutes every day representing 32.8% of all time spent daily with Ad-Supported Video.

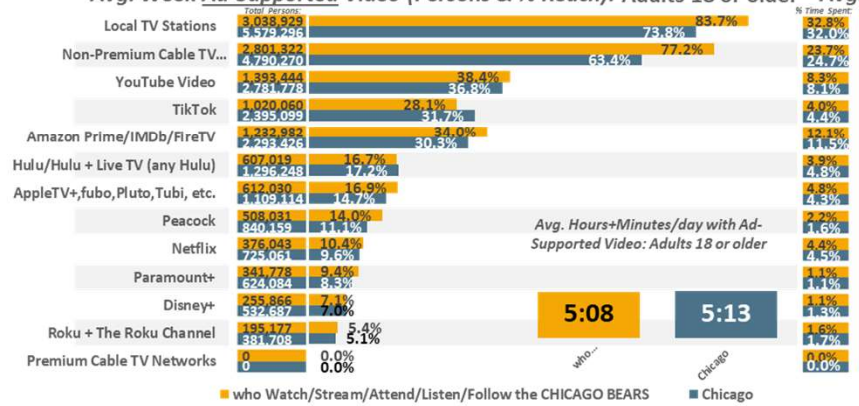
Avg. Week All Video (Persons & % Reach): Adults 18 or older



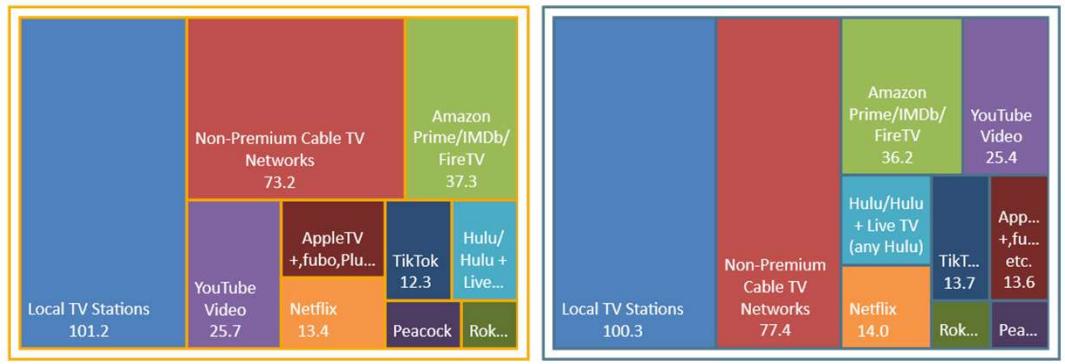
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



Chicago DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,731

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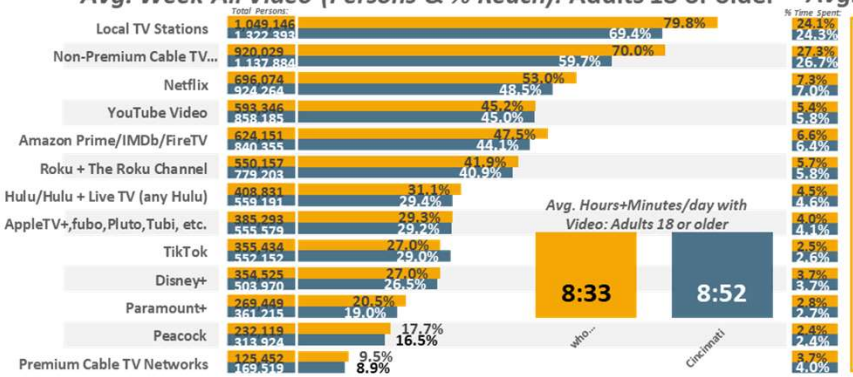
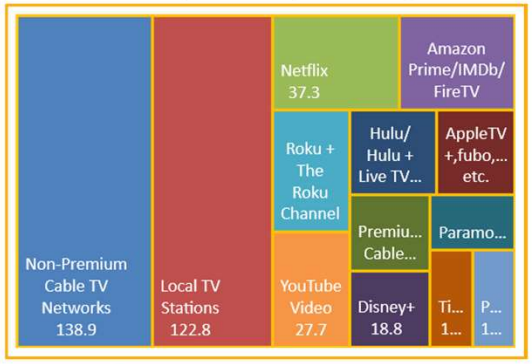
CINCINNATI BENGALS

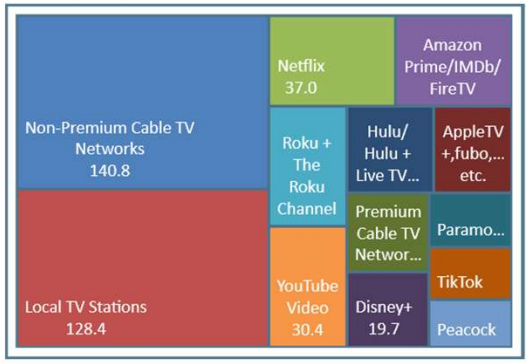
1,032,492 or 78.6% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CINCINNATI BENGALS watch Ad-Supported Local TV Stations for an average of 118.6 minutes every day representing 28.9% of all time spent daily with Ad-Supported Video.

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



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

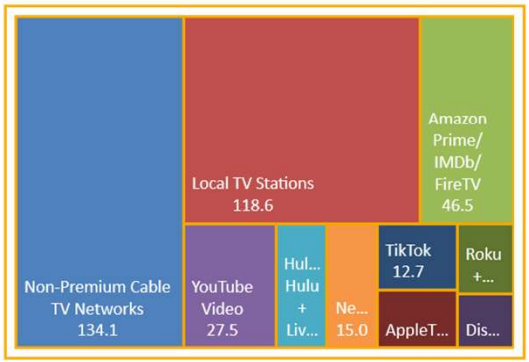


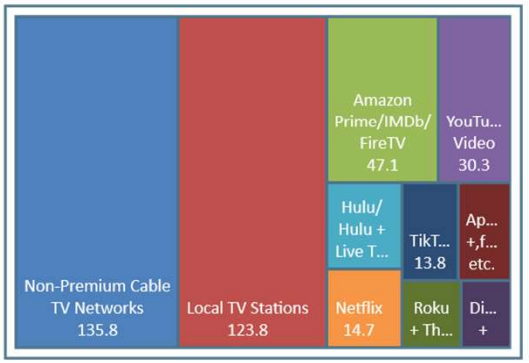


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,443

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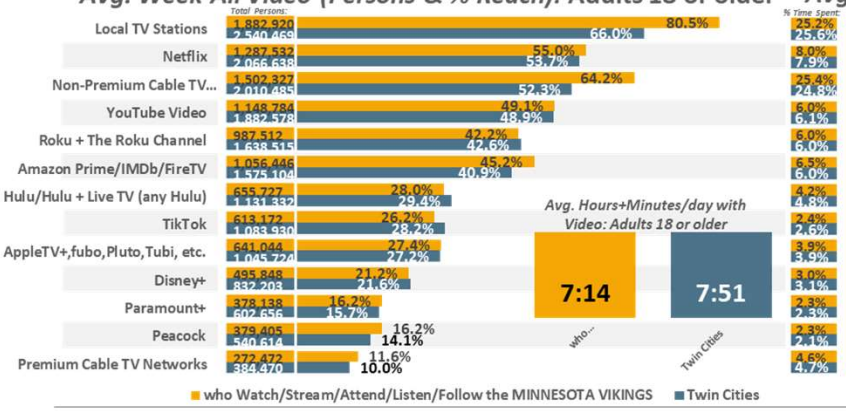
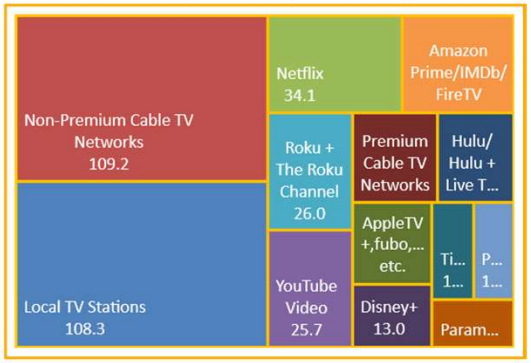
MINNESOTA VIKINGS

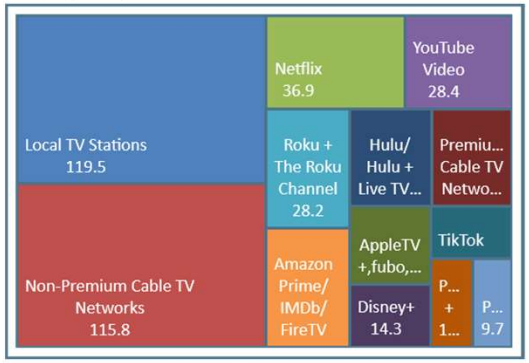
1,859,431 or 79.5% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the MINNESOTA VIKINGS watch Ad-Supported Local TV Stations for an average of 102.7 minutes every day representing 30.1% of all time spent daily with Ad-Supported Video.

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

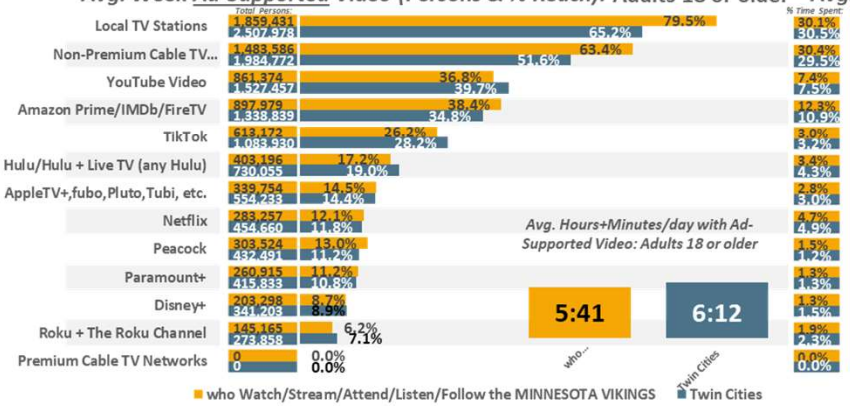


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

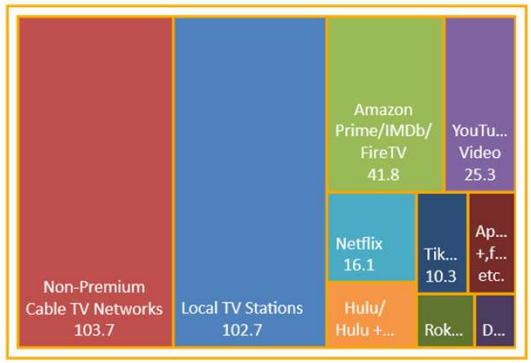


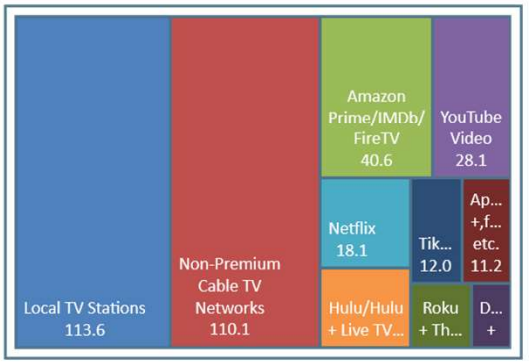


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





Twin Cities DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,183

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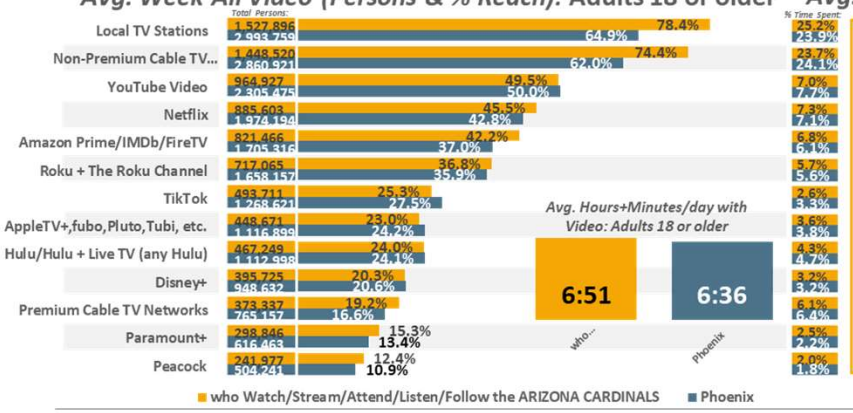
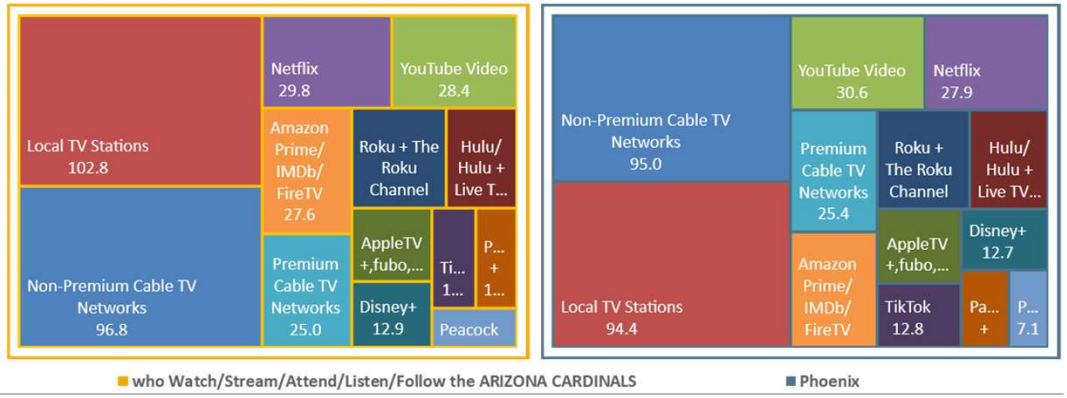
ARIZONA CARDINALS

1,503,794 or 77.2% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the ARIZONA CARDINALS watch Ad-Supported Local TV Stations for an average of 100.1 minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.

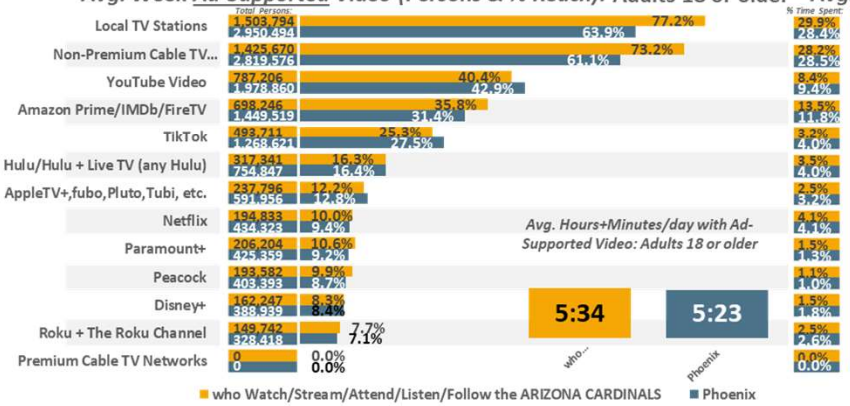
Avg. Week All Video (Persons & % Reach): Adults 18 or older



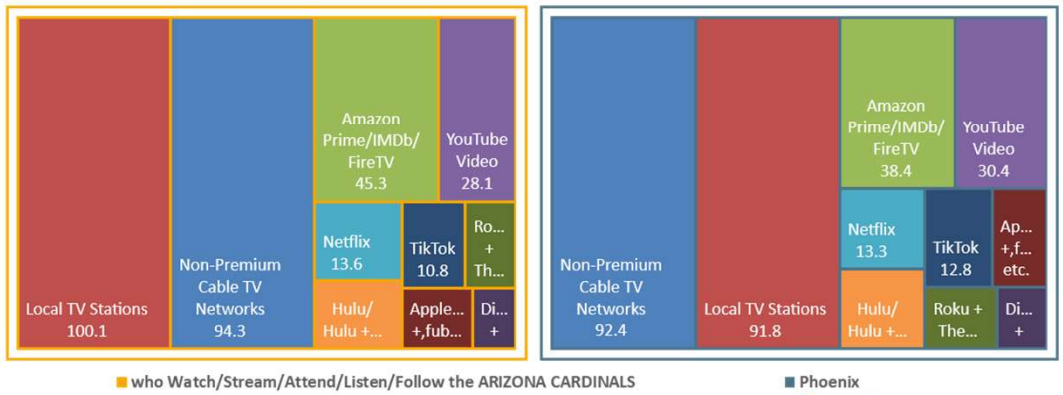
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



Phoenix DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,022

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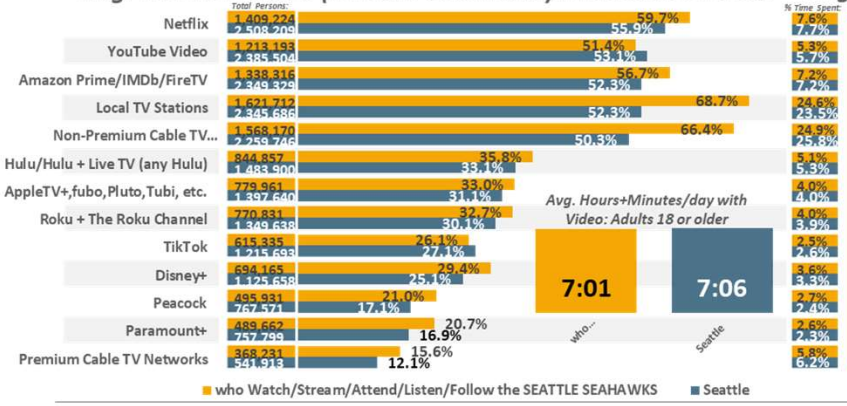
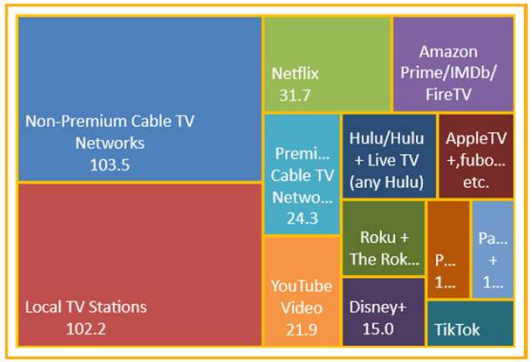
SEATTLE SEAHAWKS

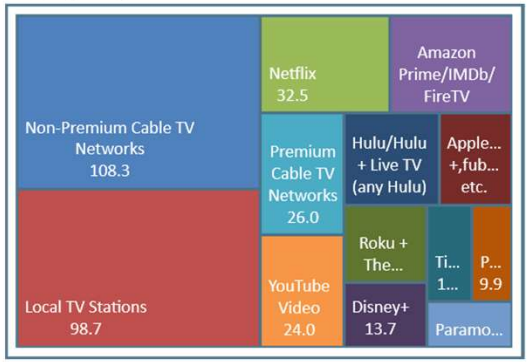
1,598,427 or 67.7% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the SEATTLE SEAHAWKS watch Ad-Supported Local TV Stations for an average of 96.9 minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.

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

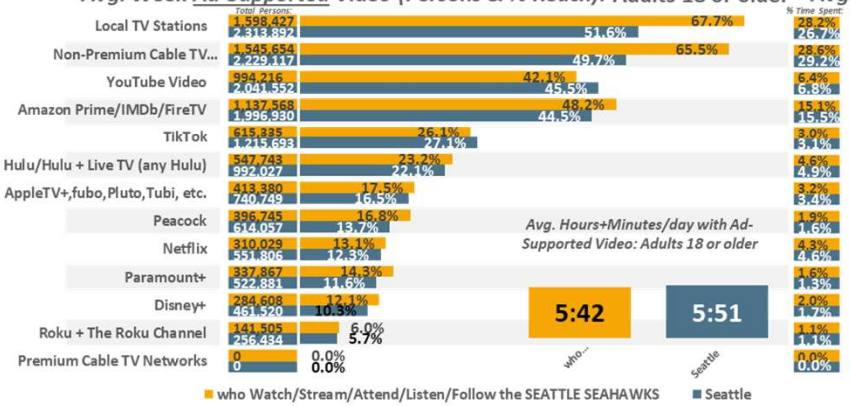


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

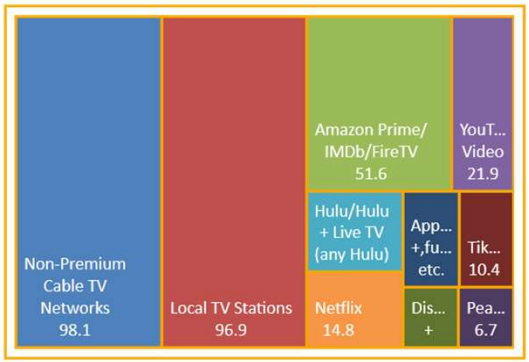


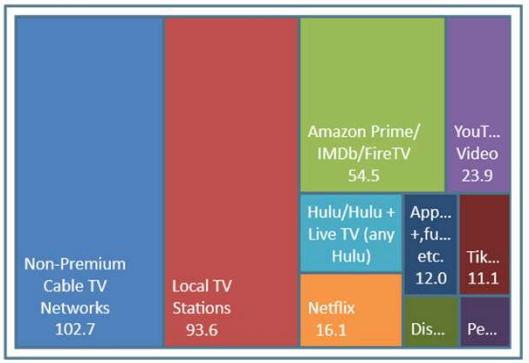


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





Seattle DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 2,252

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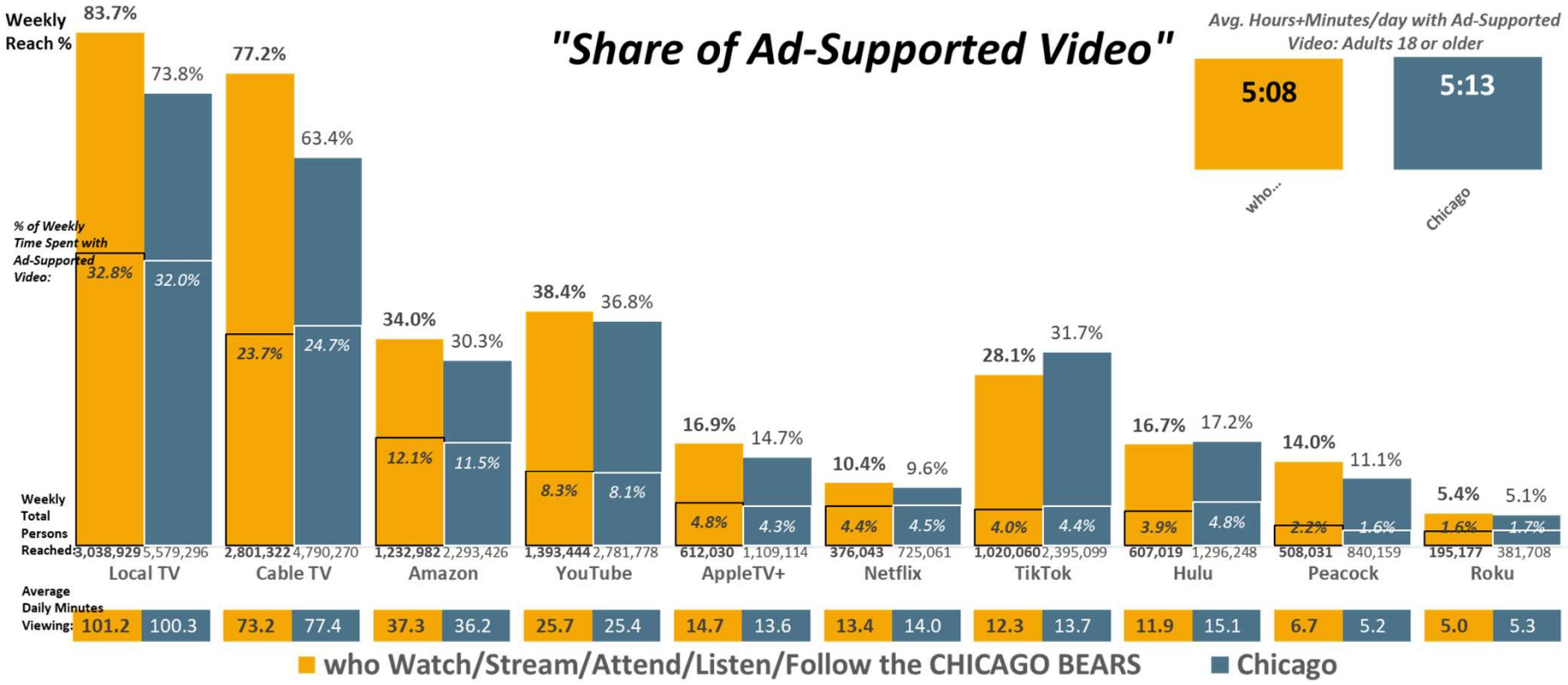
CHICAGO BEARS

3,038,929 or 83.7% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CHICAGO BEARS watch Ad-Supported Local TV Stations for an average of 101.2 minutes every day representing 32.8% of all time spent daily with Ad-Supported Video.



Chicago DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,731 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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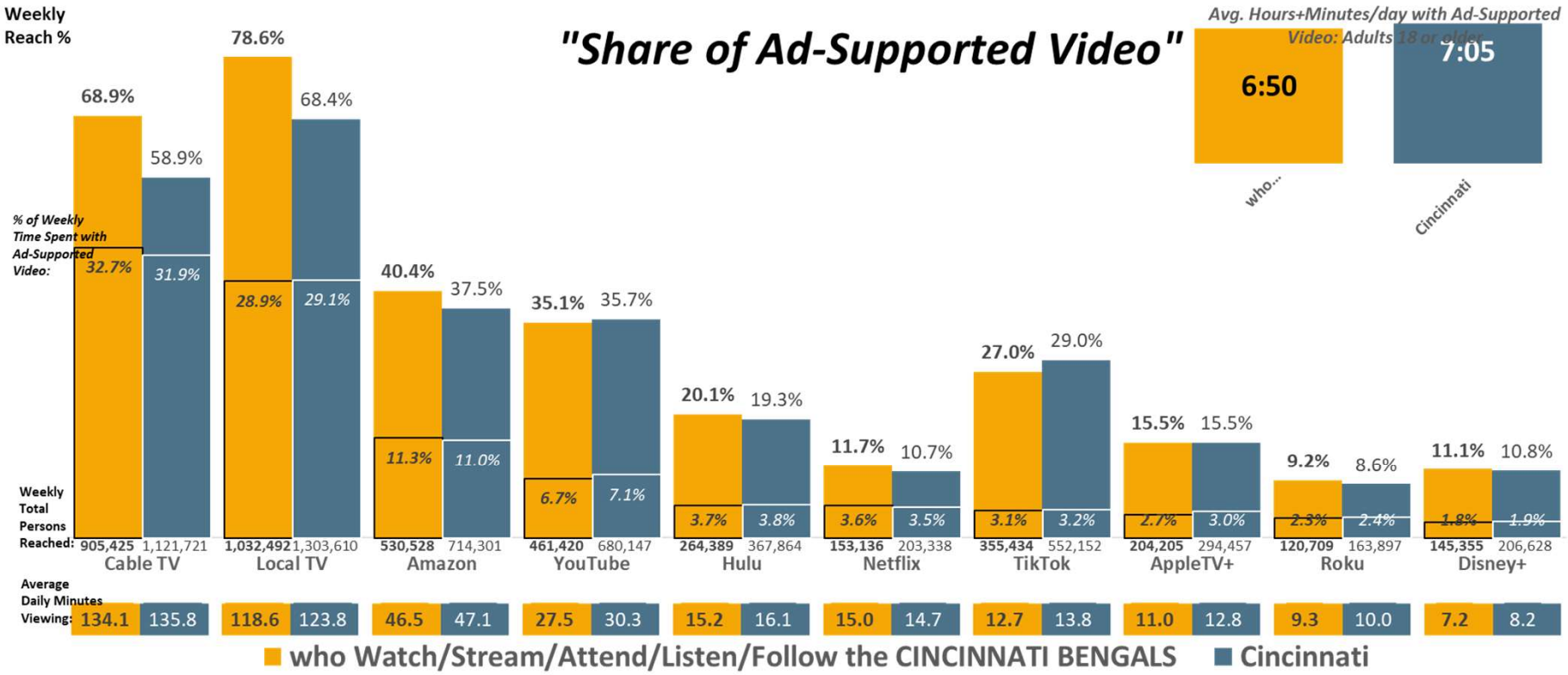
CINCINNATI BENGALS

1,032,492 or 78.6% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CINCINNATI BENGALS watch Ad-Supported Local TV Stations for an average of 118.6 minutes every day representing 28.9% of all time spent daily with Ad-Supported Video.



Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,443 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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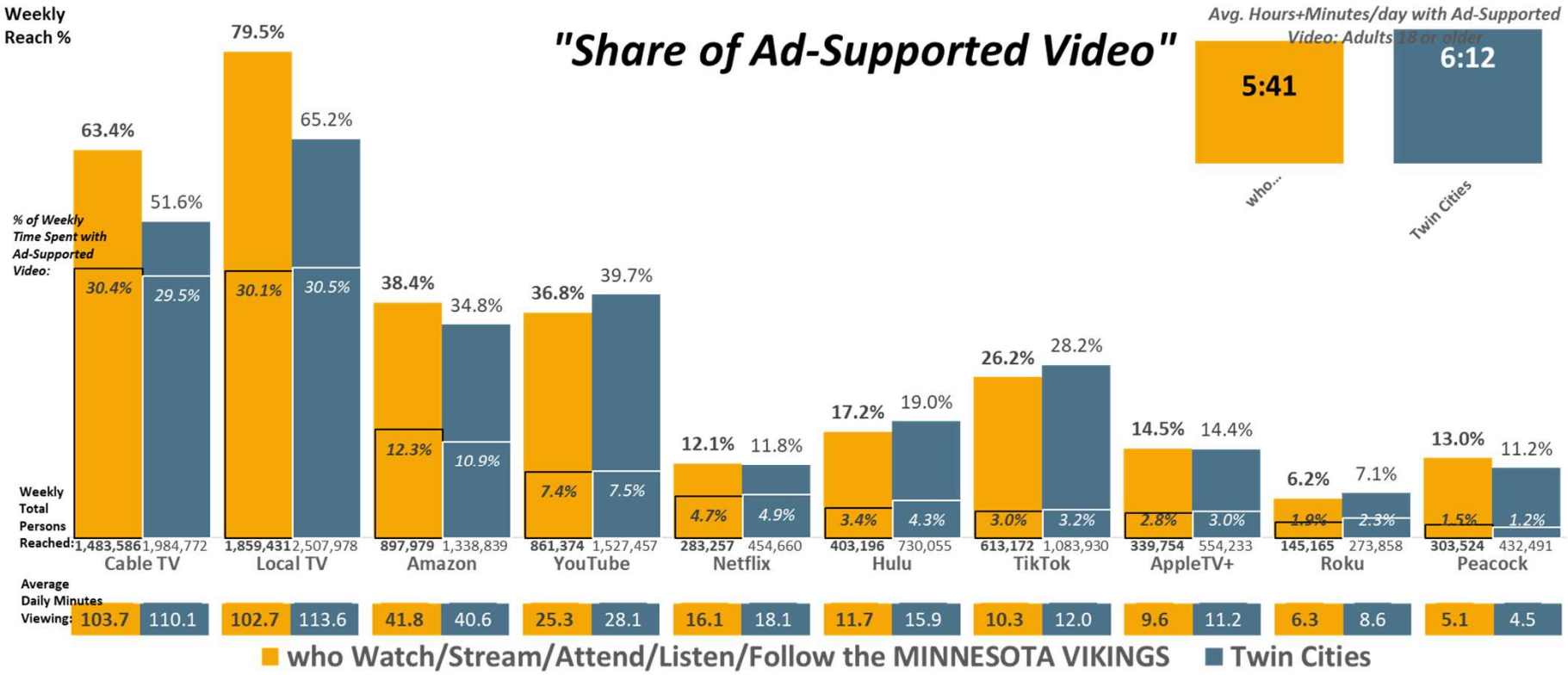
MINNESOTA VIKINGS

1,859,431 or 79.5% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the MINNESOTA VIKINGS watch Ad-Supported Local TV Stations for an average of 102.7 minutes every day representing 30.1% of all time spent daily with Ad-Supported Video.



Twin Cities DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,183 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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ARIZONA CARDINALS

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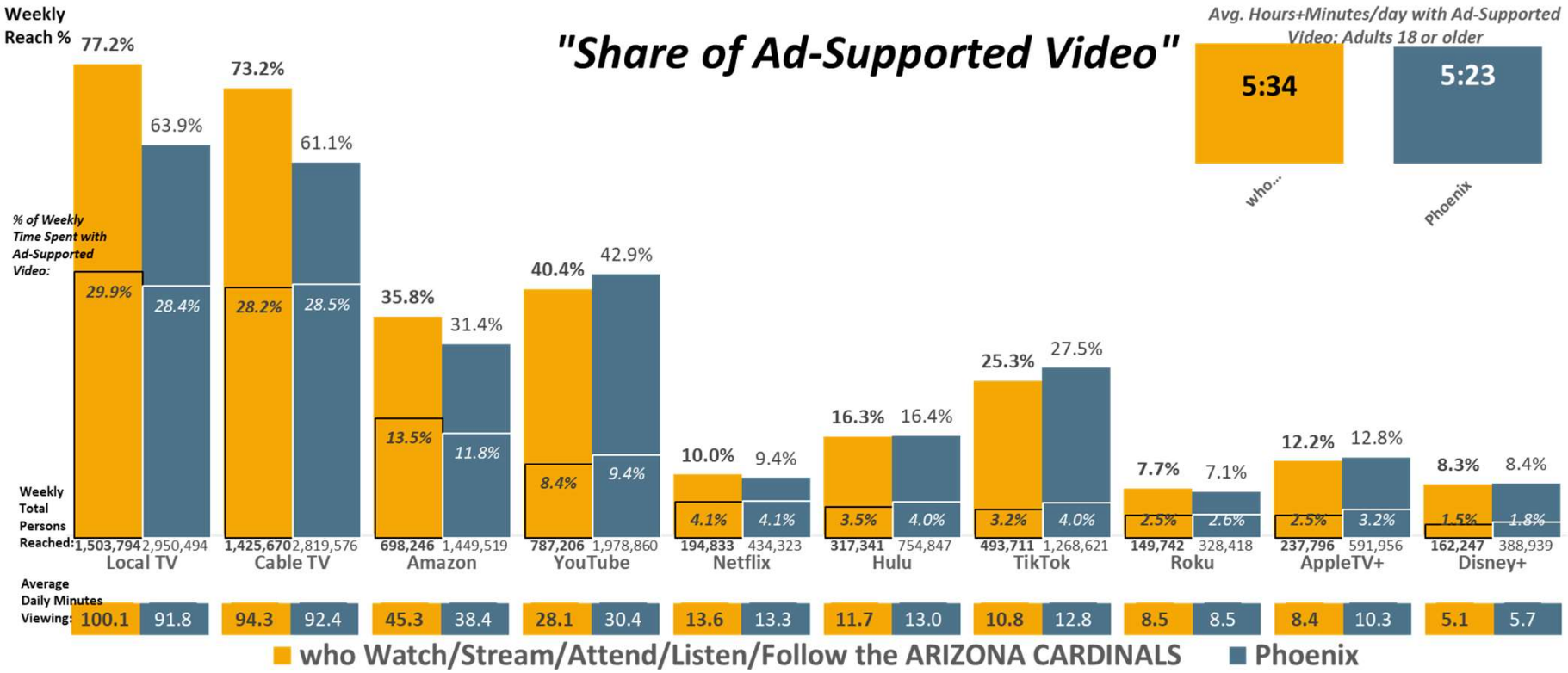

Phoenix DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,022 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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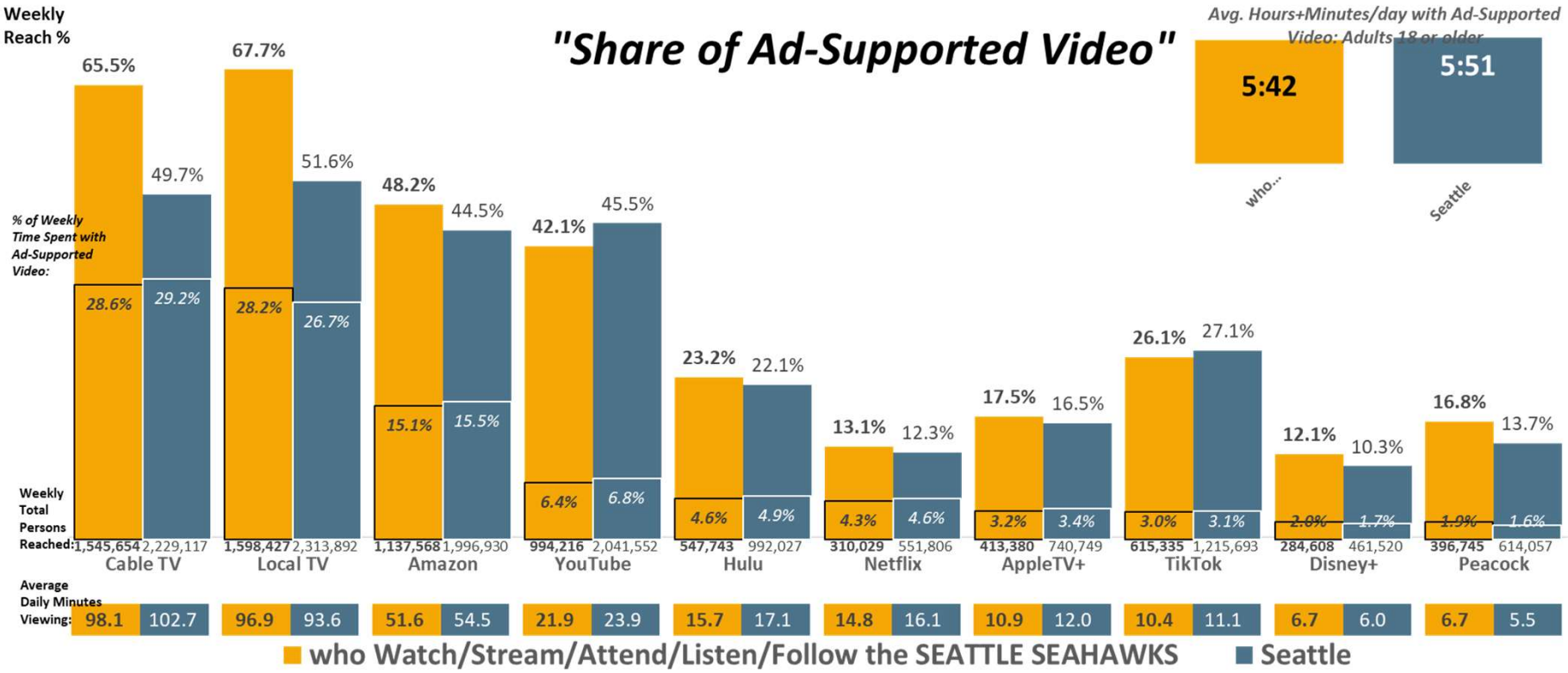
SEATTLE SEAHAWKS

1,598,427 or 67.7% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the SEATTLE SEAHAWKS watch Ad-Supported Local TV Stations for an average of 96.9 minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.



Seattle DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 2,252 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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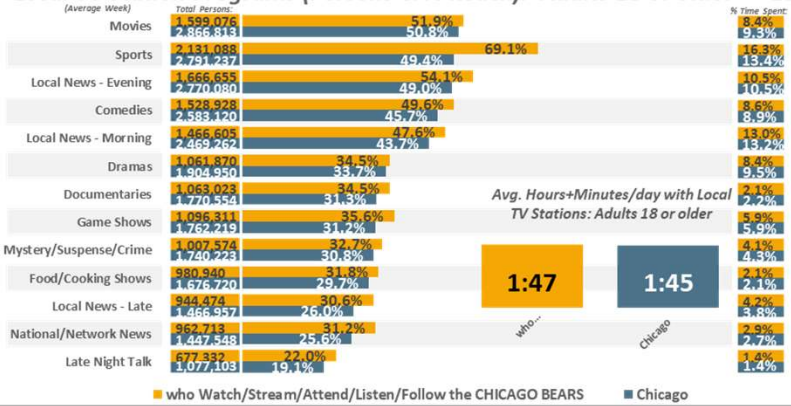
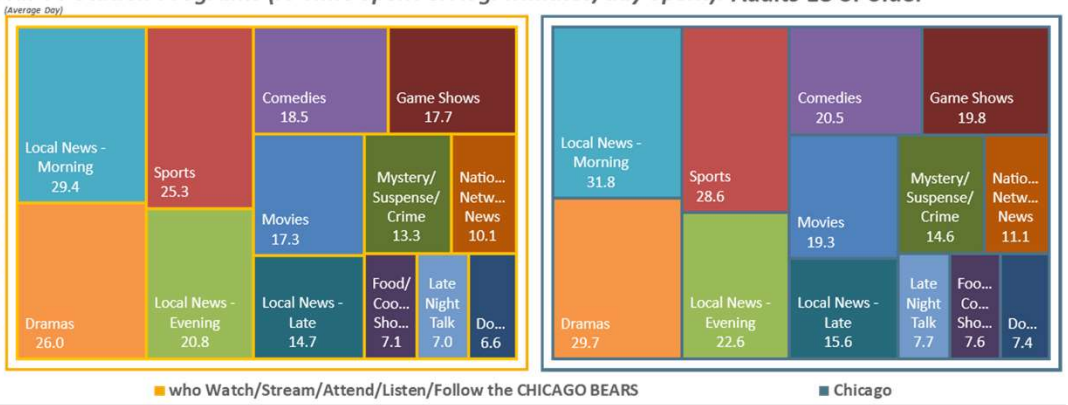
CHICAGO BEARS

3,038,929 or 83.7% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CHICAGO BEARS watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Game Shows.

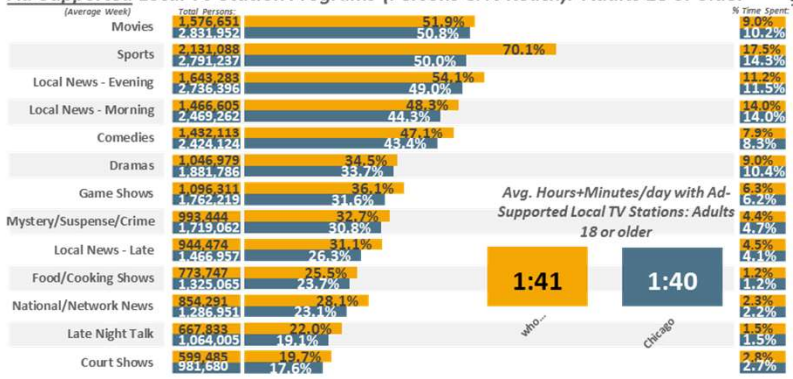
Local TV Station Programs (Persons & % Reach): Adults 18 or older



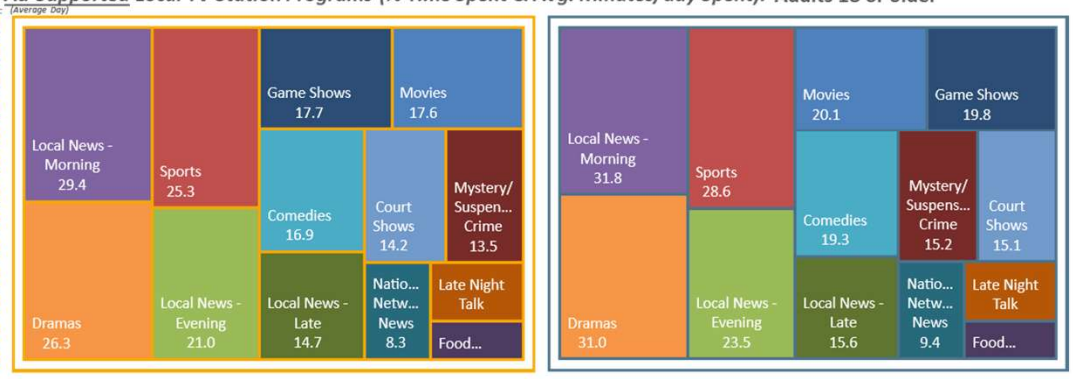
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



Chicago DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,731

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CINCINNATI BENGALS

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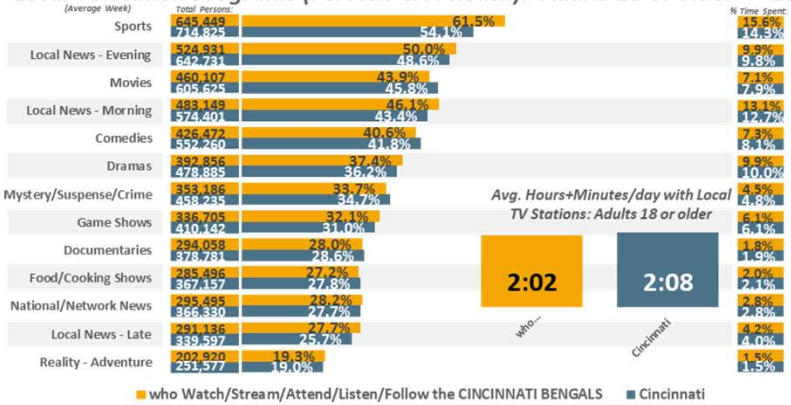
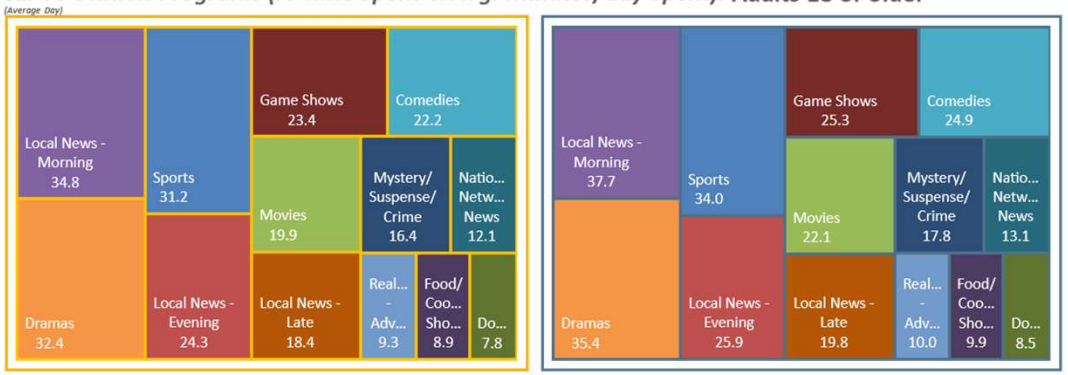
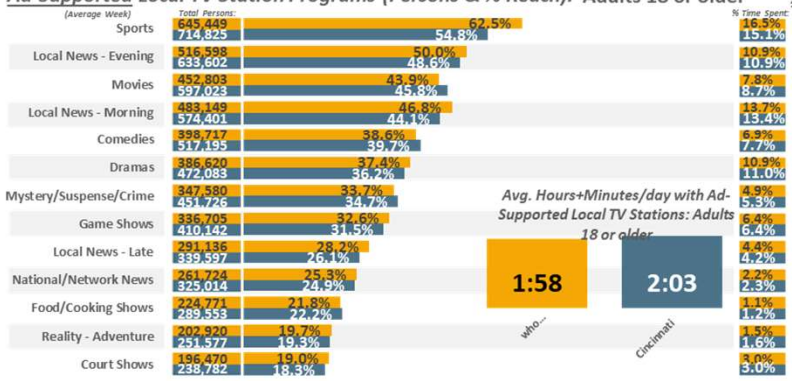
Local TV Station Programs (Persons & % Reach): Adults 18 or older



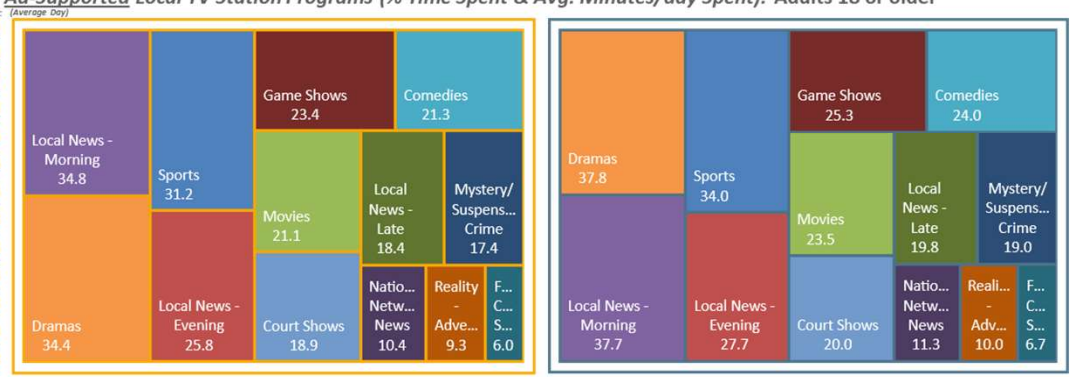
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,443

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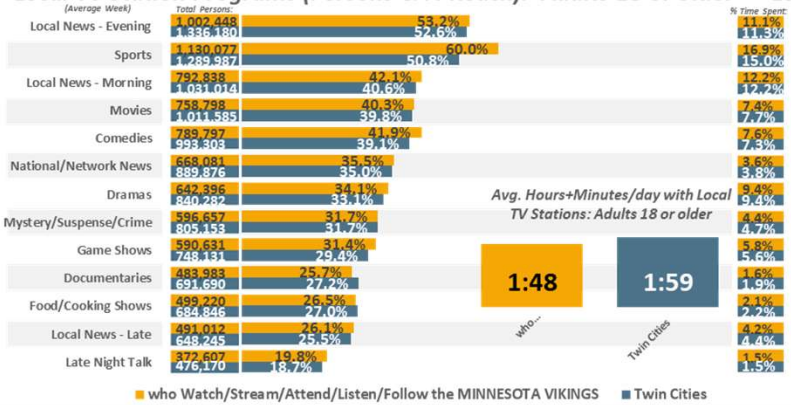
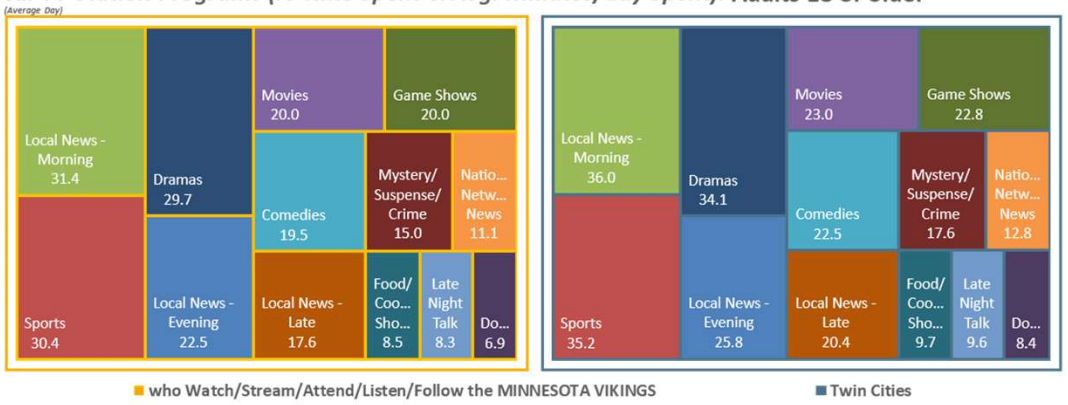
MINNESOTA VIKINGS

1,859,431 or 79.5% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the MINNESOTA VIKINGS watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and Dramas.

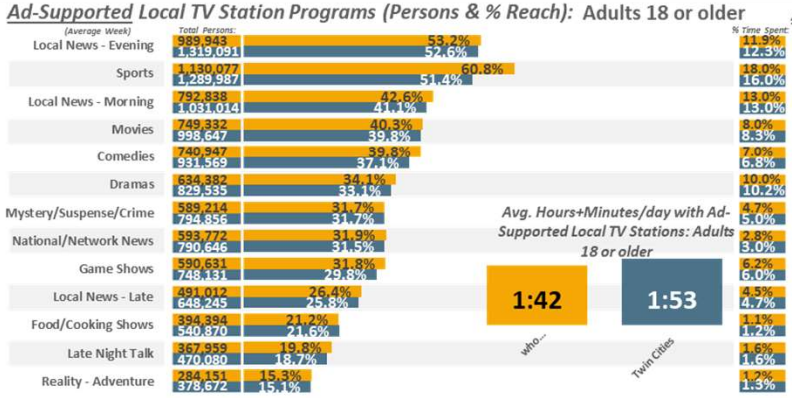
Local TV Station Programs (Persons & % Reach): Adults 18 or older



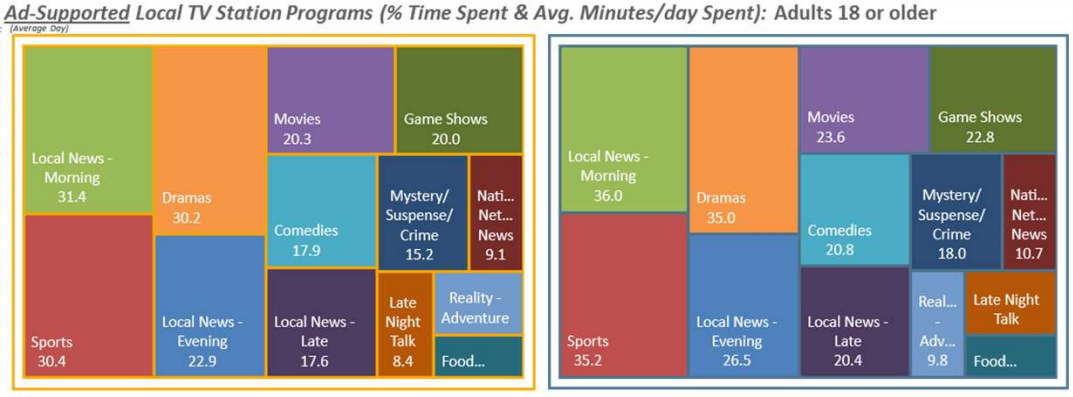
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



Twin Cities DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,183

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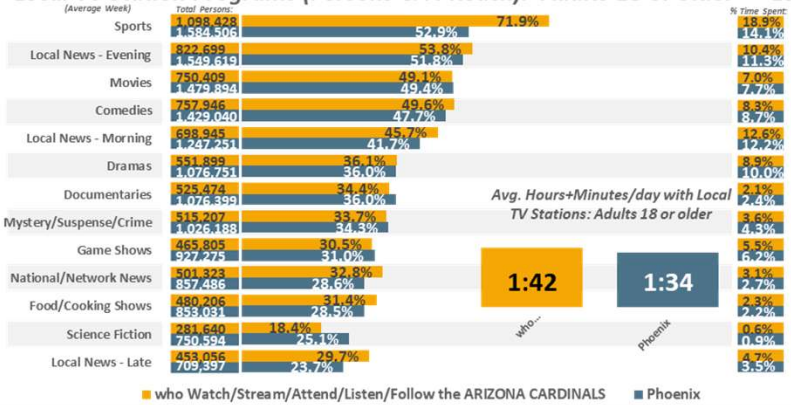
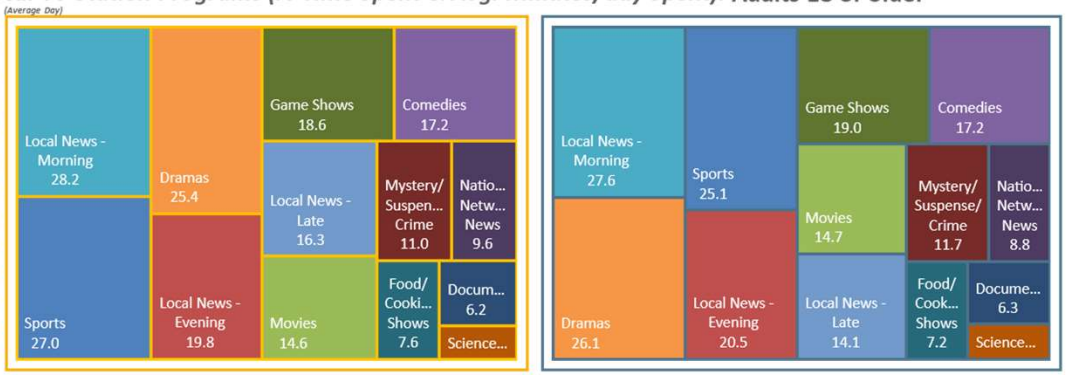
ARIZONA CARDINALS

1,503,794 or 77.2% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the ARIZONA CARDINALS watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, Local News - Morning, and Dramas.

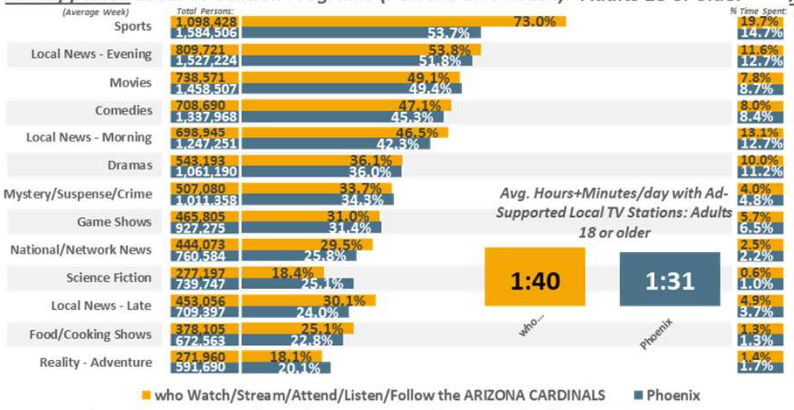
Local TV Station Programs (Persons & % Reach): Adults 18 or older



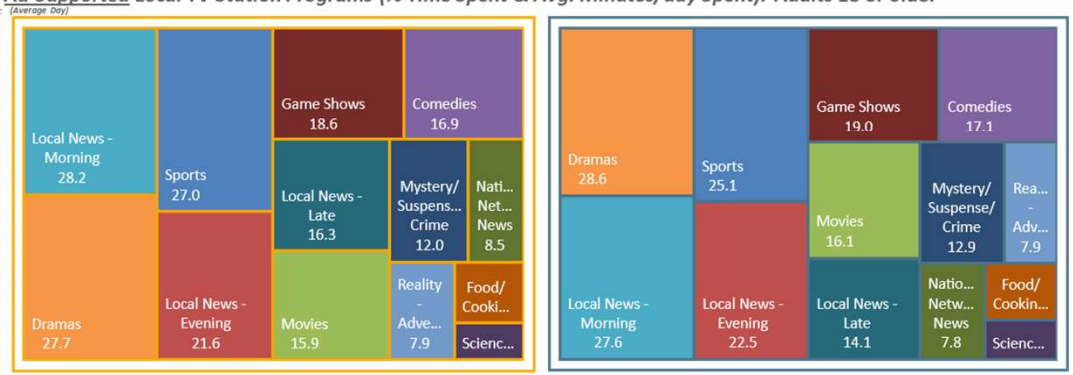
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



Phoenix DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,022

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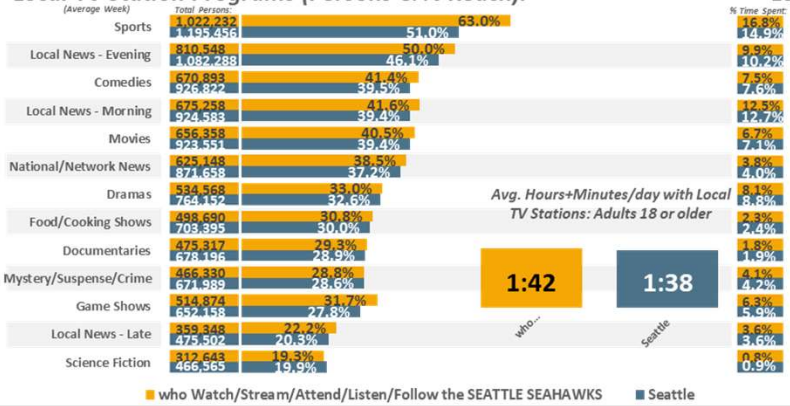
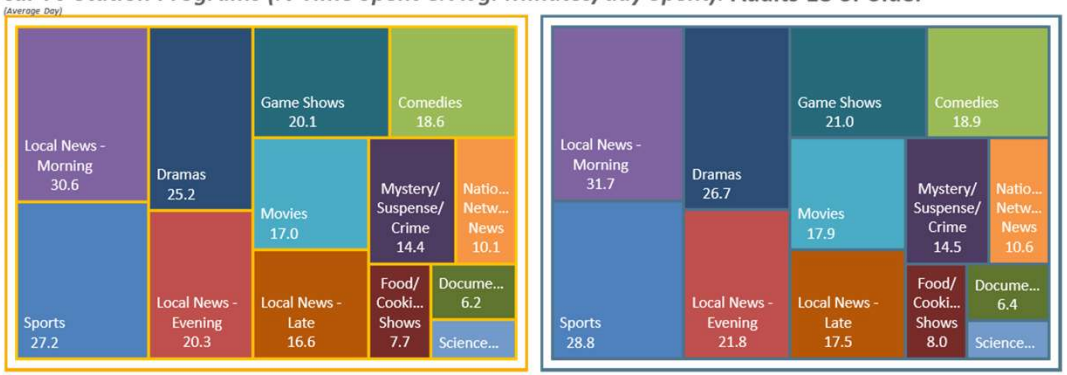
SEATTLE SEAHAWKS

1,598,427 or 67.7% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the SEATTLE SEAHAWKS watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and National/Network New

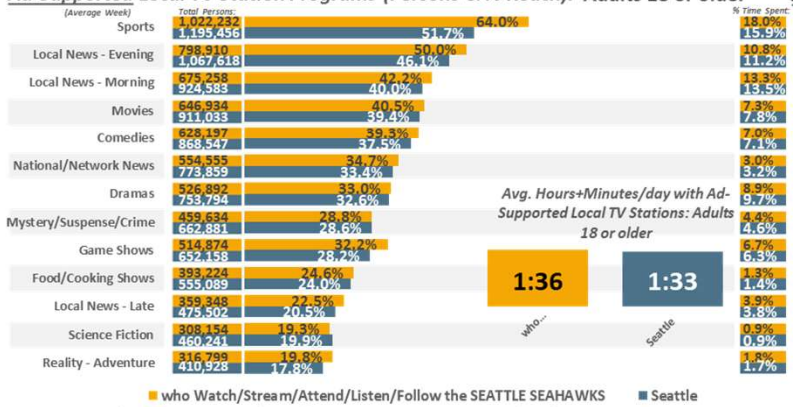
Local TV Station Programs (Persons & % Reach): Adults 18 or older



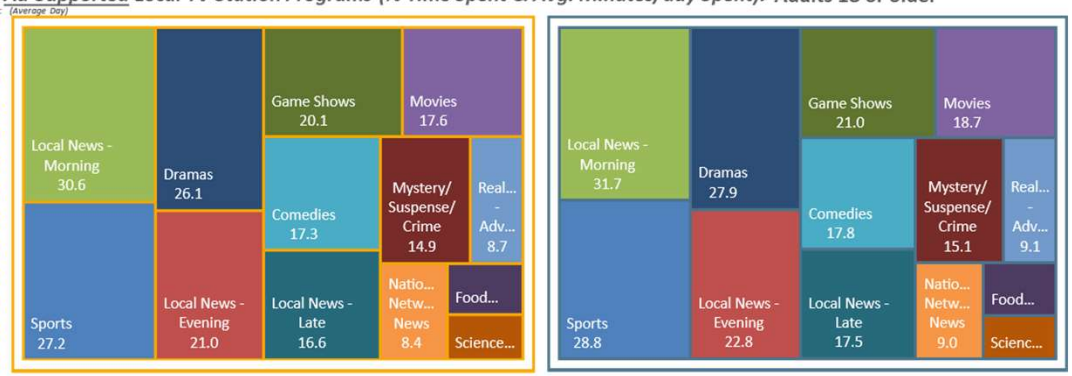
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



Seattle DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 2,252

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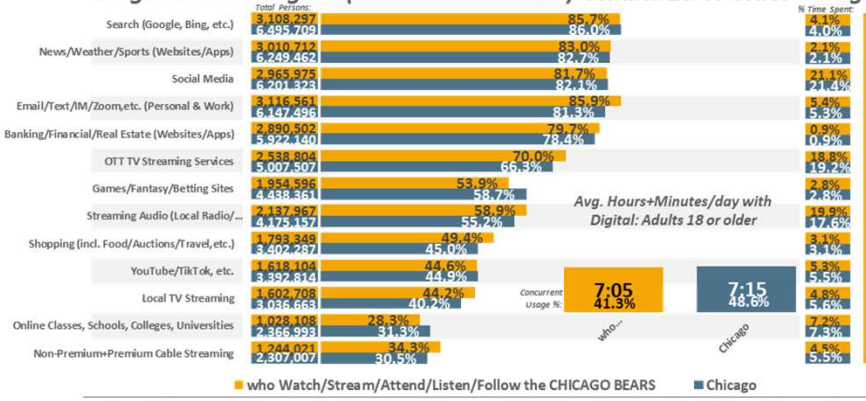
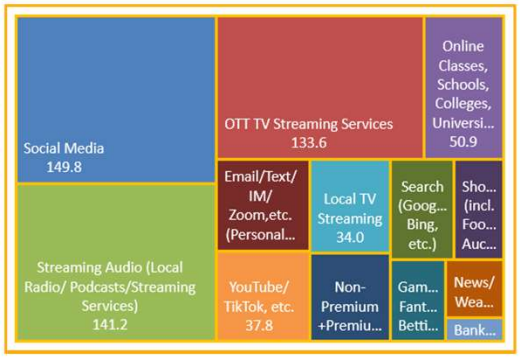
CHICAGO BEARS

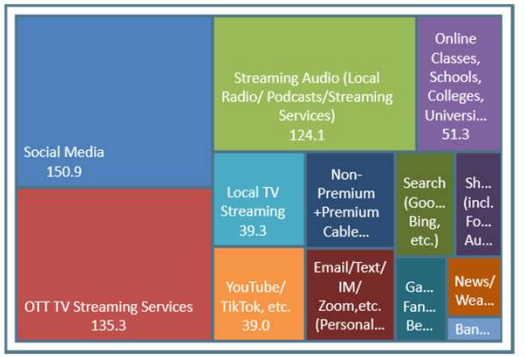
2,719,084 or 74.9% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CHICAGO BEARS use Ad-Supported Social Media for an average of 137.3 minutes every day representing 25.8% of all time spent daily with Ad-Supported Digital Media.

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

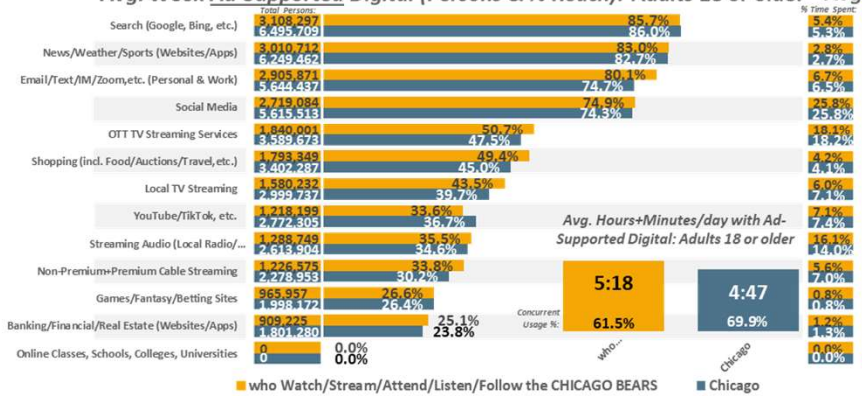


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

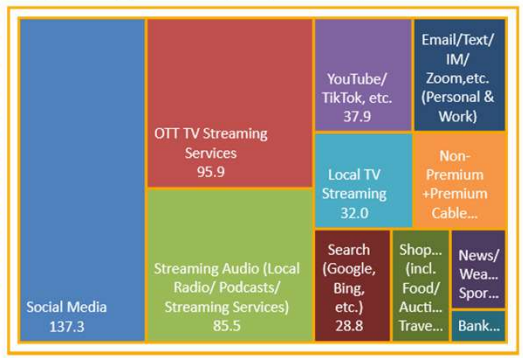


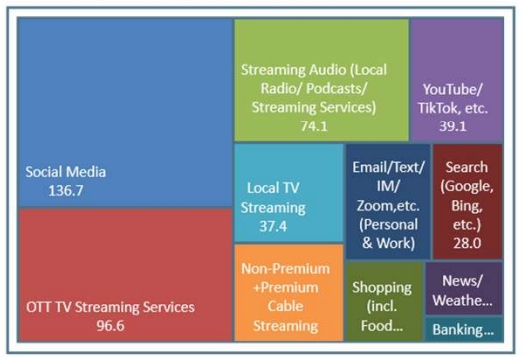


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





Chicago DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,731

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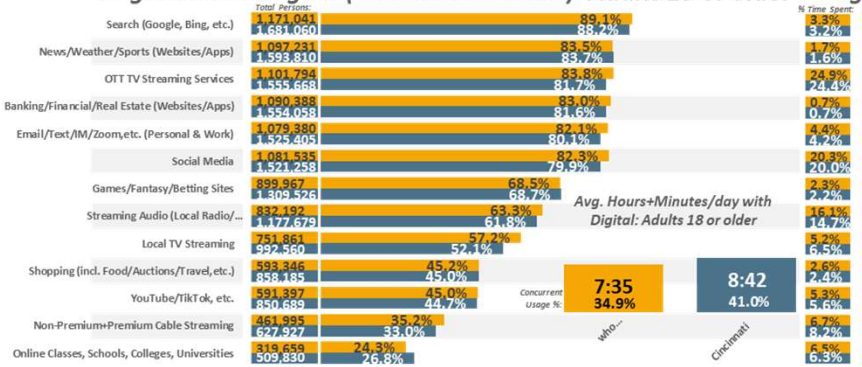
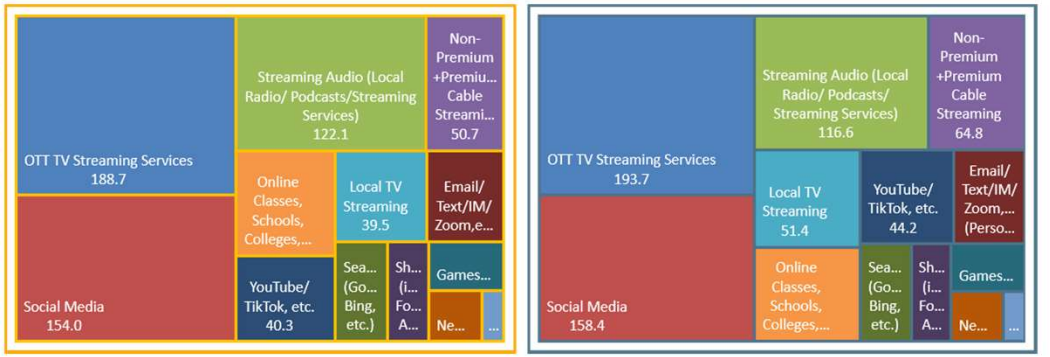
CINCINNATI BENGALS

969,637 or 73.8% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CINCINNATI BENGALS use Ad-Supported Social Media for an average of 138. minutes every day representing 25.1% of all time spent daily with Ad-Supported Digital Media.

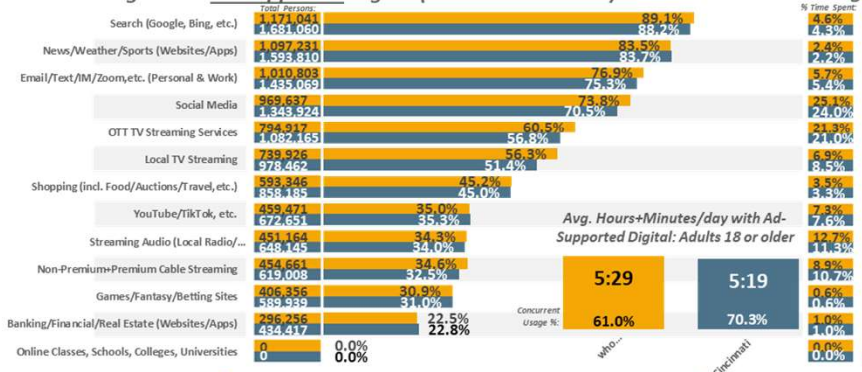
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



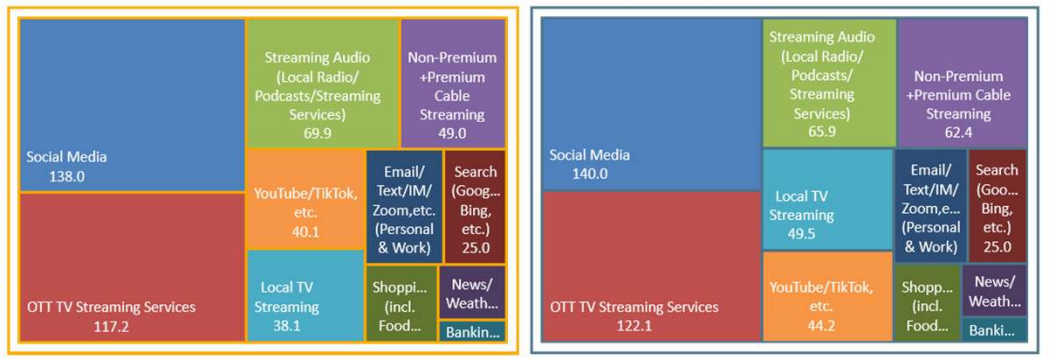
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,443

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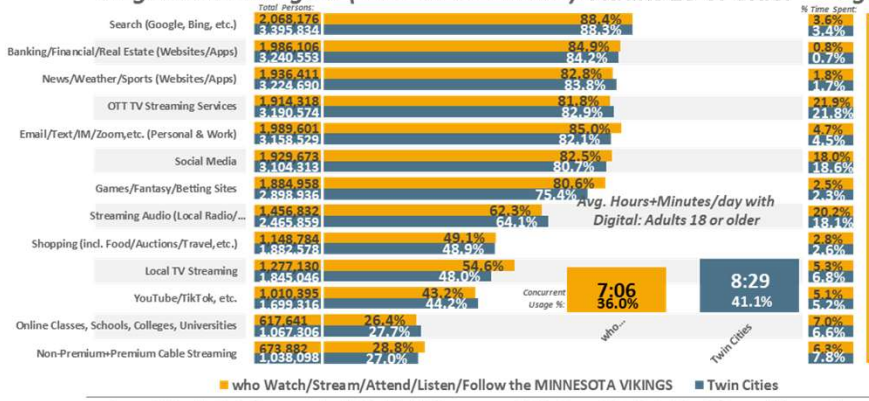
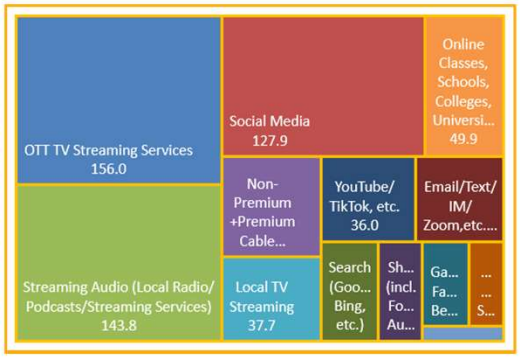
MINNESOTA VIKINGS

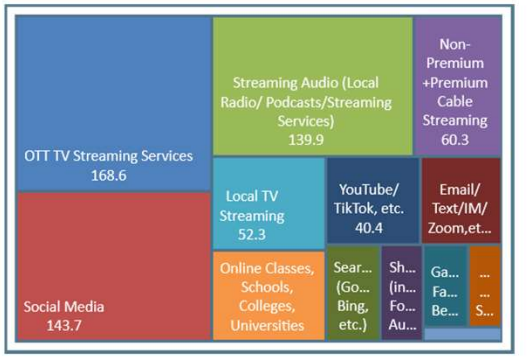
1,708,992 or 73.% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the MINNESOTA VIKINGS use Ad-Supported Social Media for an average of 113.2 minutes every day representing 22.3% of all time spent daily with Ad-Supported Digital Media.

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

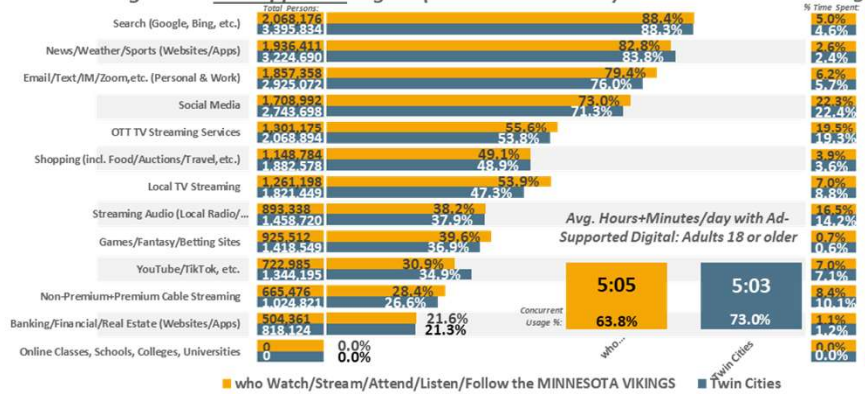


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

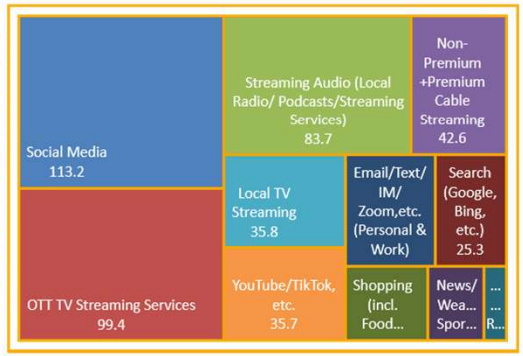


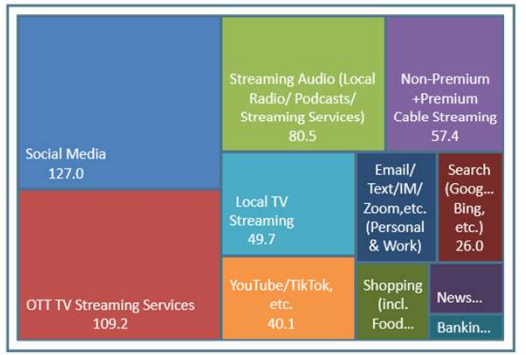


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





Twin Cities DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,183

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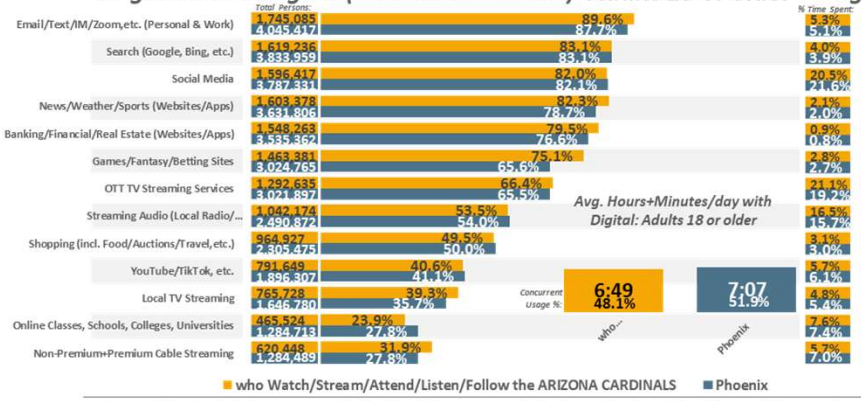
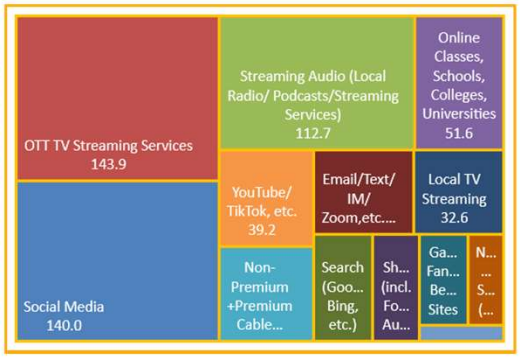
ARIZONA CARDINALS

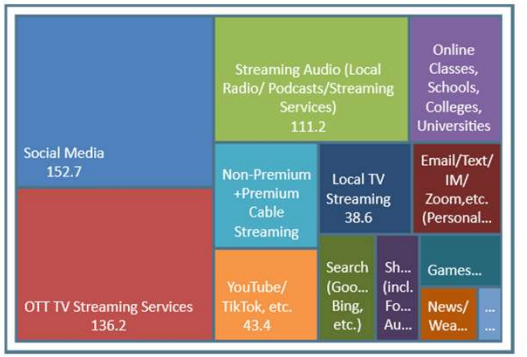
1,441,334 or 74.% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the ARIZONA CARDINALS use Ad-Supported Social Media for an average of 126.4 minutes every day representing 25.% of all time spent daily with Ad-Supported Digital Media.

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

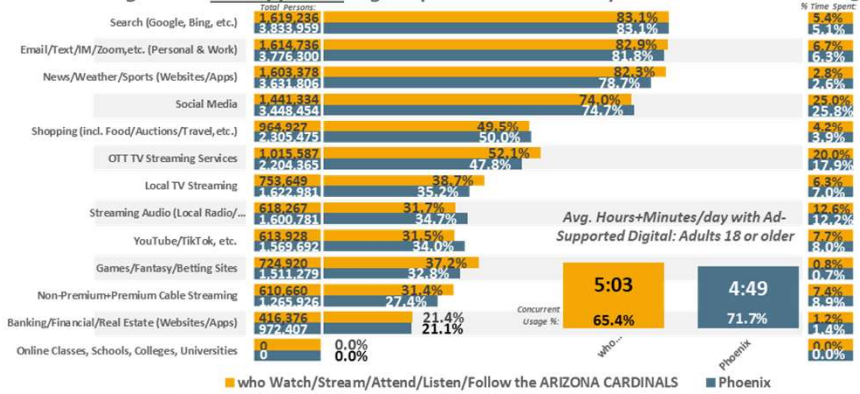


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



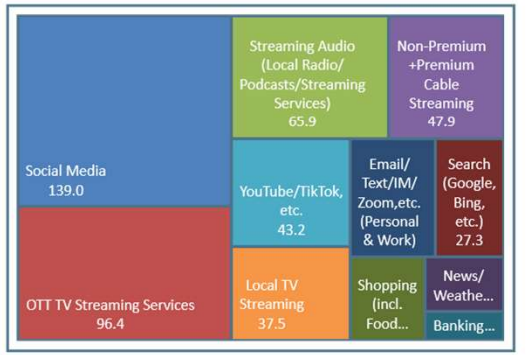


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





Phoenix DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,022

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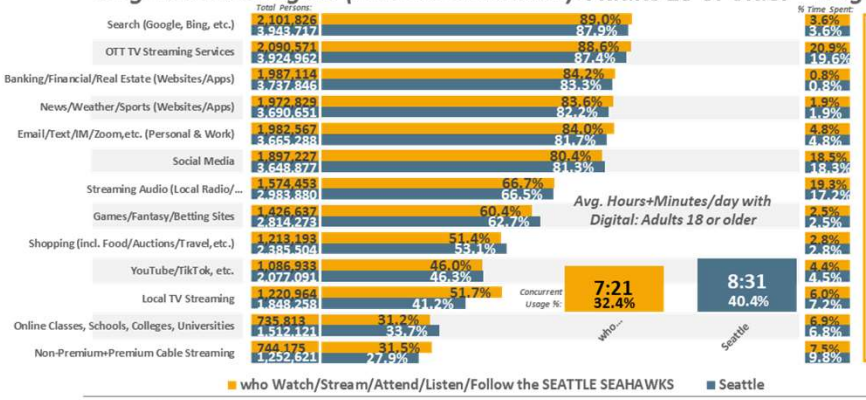
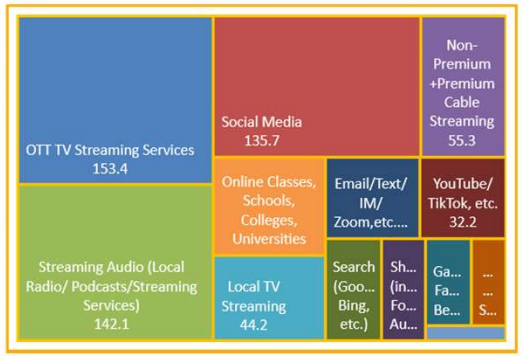
SEATTLE SEAHAWKS

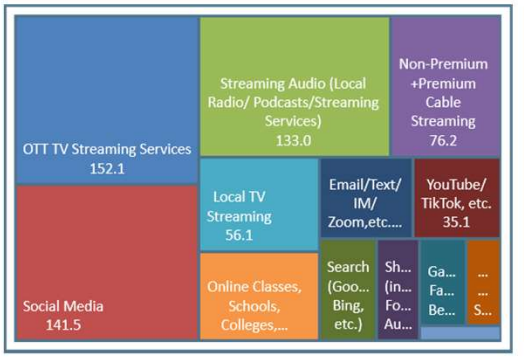
1,667,557 or 70.6% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the SEATTLE SEAHAWKS use Ad-Supported Social Media for an average of 119.3 minutes every day representing 22.1% of all time spent daily with Ad-Supported Digital Media.

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

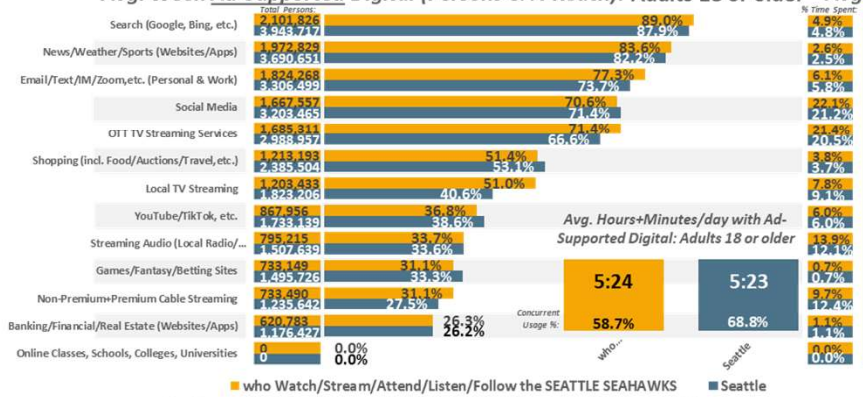


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

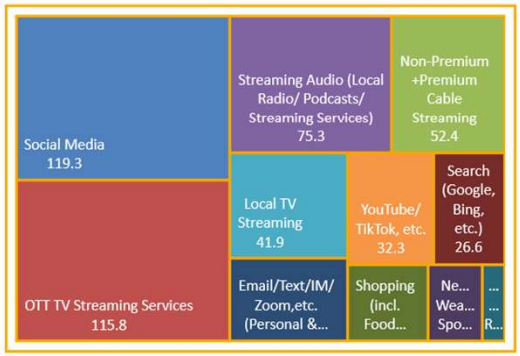


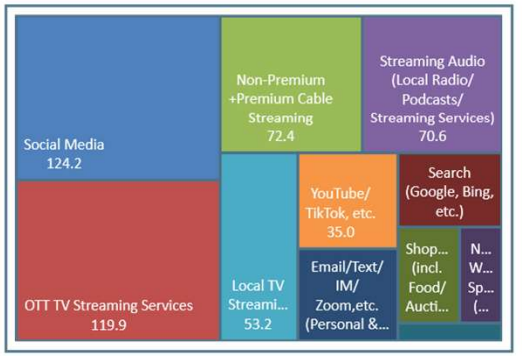


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





Seattle DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 2,252

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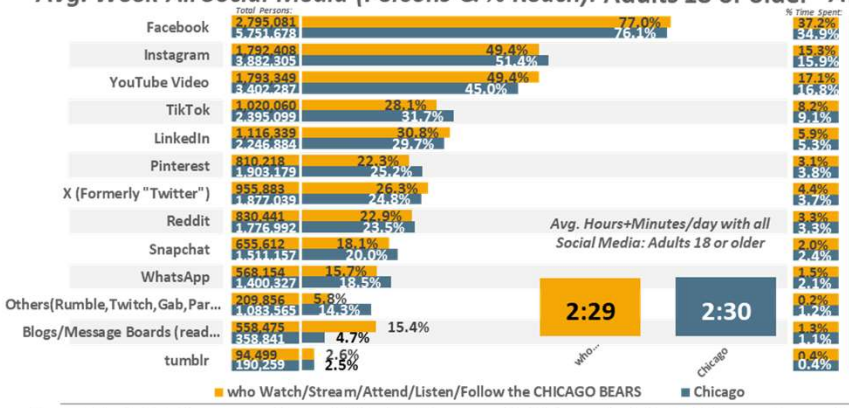
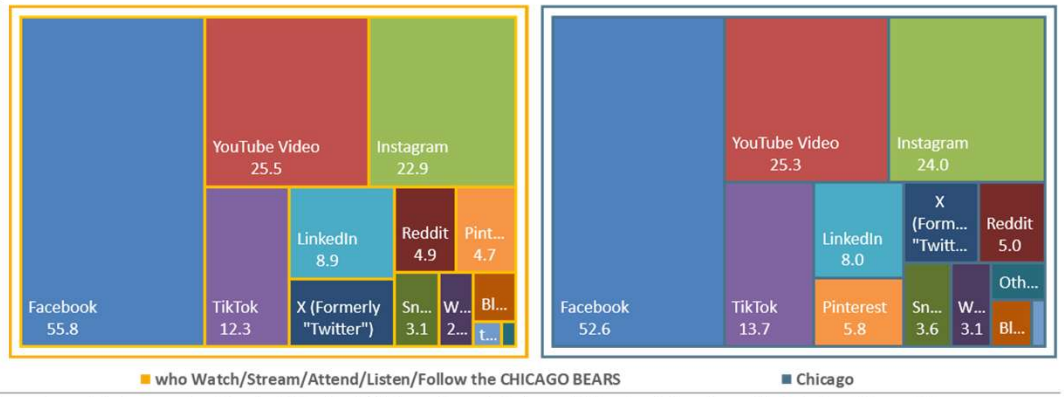
CHICAGO BEARS

2,719,084 or 74.9% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CHICAGO BEARS use Ad-Supported Facebook for an average of 49.9 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

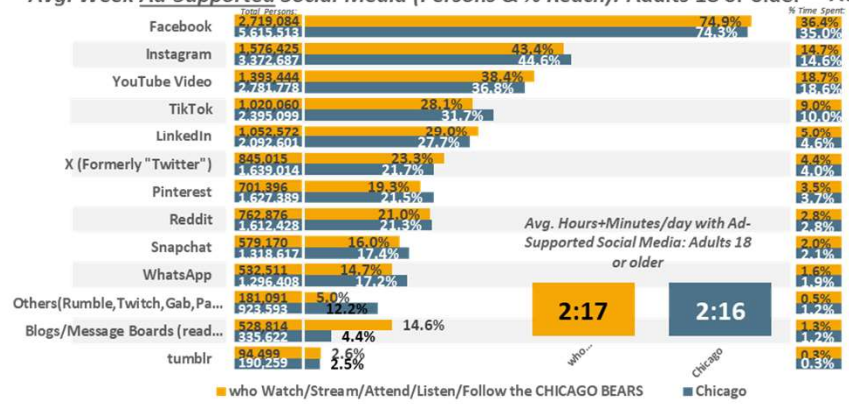
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



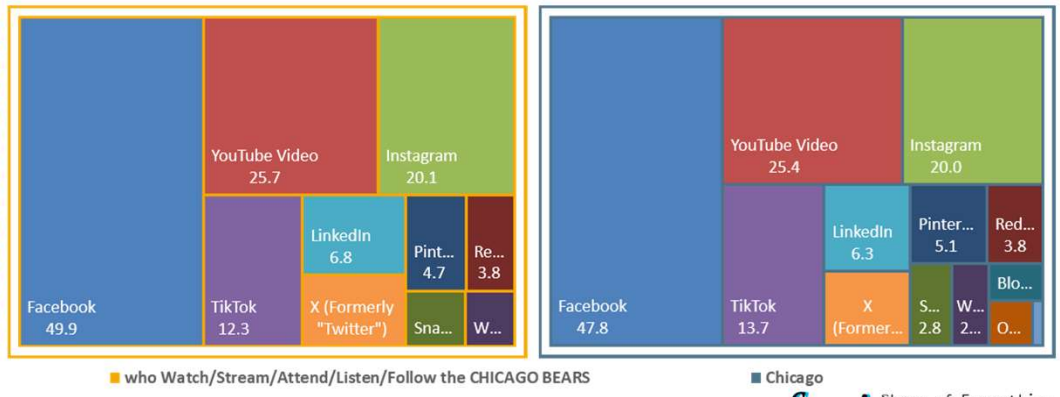
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



Chicago DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,731

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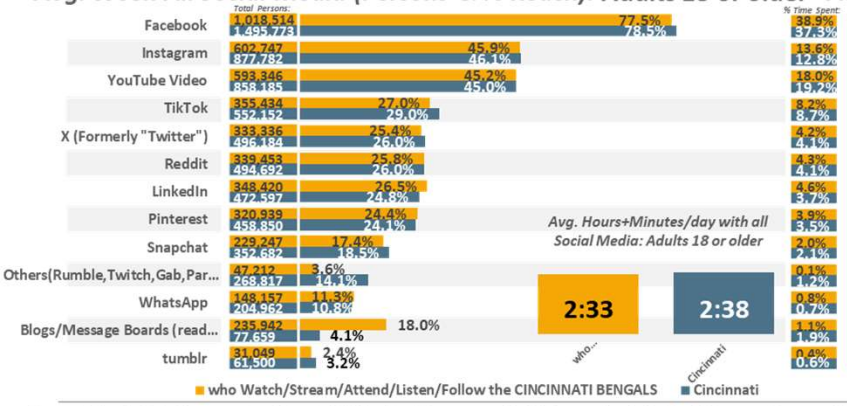
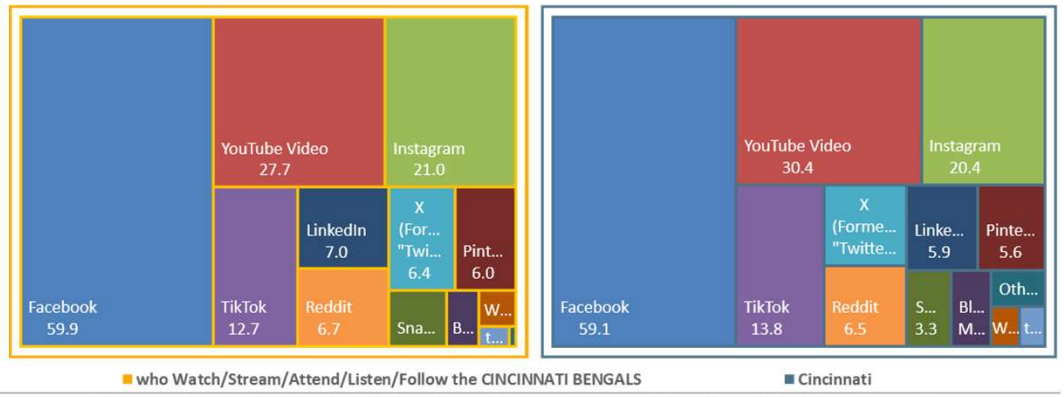
CINCINNATI BENGALS

969,637 or 73.8% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CINCINNATI BENGALS use Ad-Supported Facebook for an average of 50.8 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.

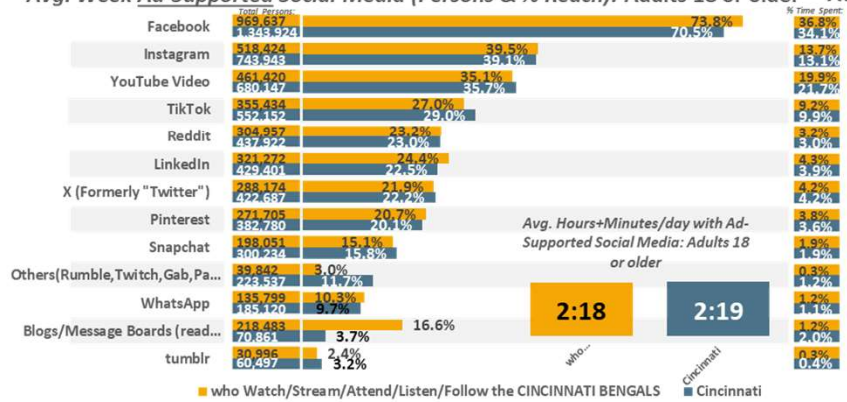
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



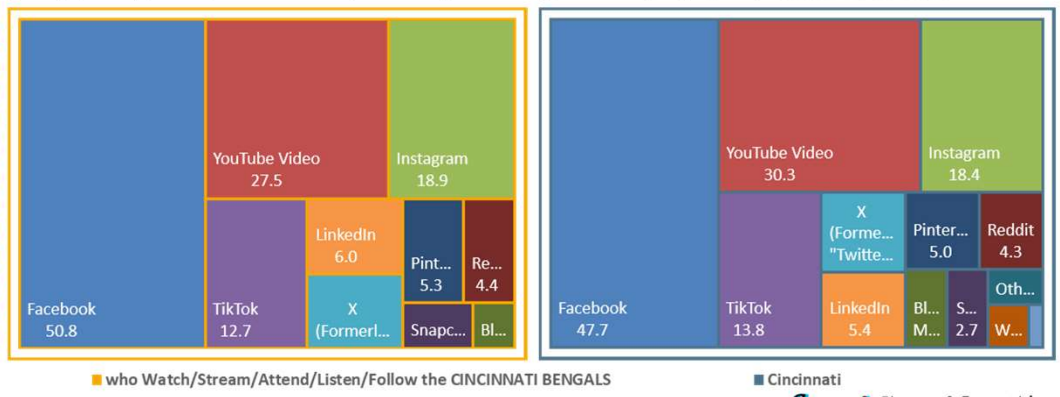
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,443

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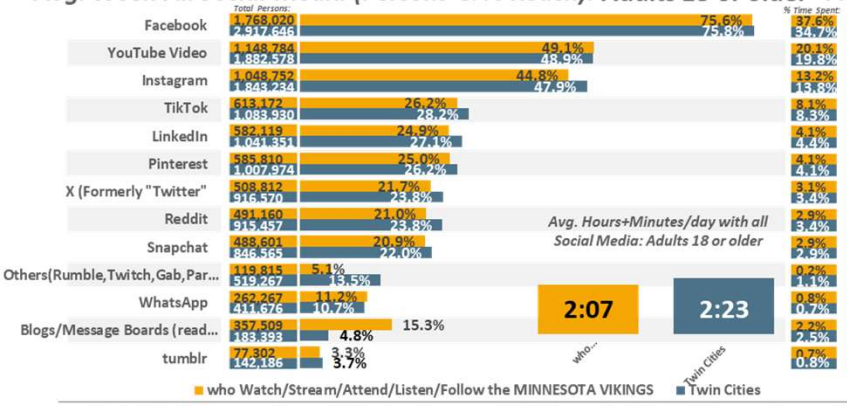
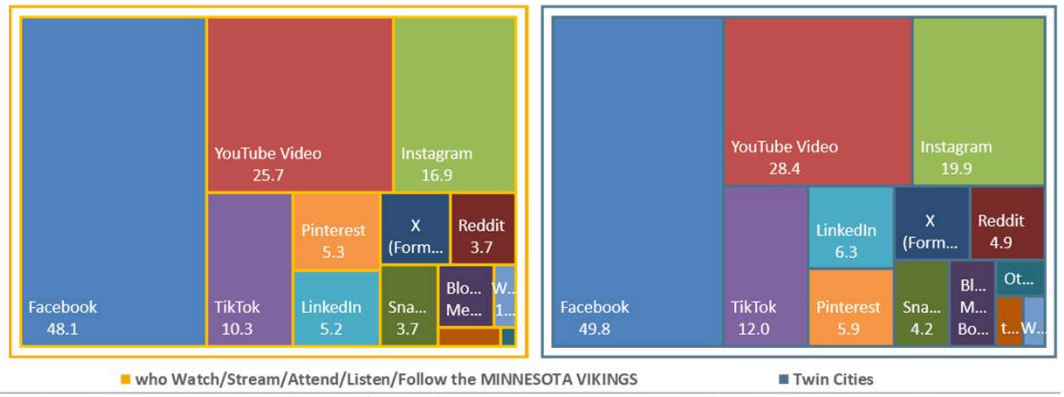
MINNESOTA VIKINGS

1,708,992 or 73.% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the MINNESOTA VIKINGS use Ad-Supported Facebook for an average of 40.2 minutes every day representing 35.5% of all time spent daily with Ad-Supported Social Media.

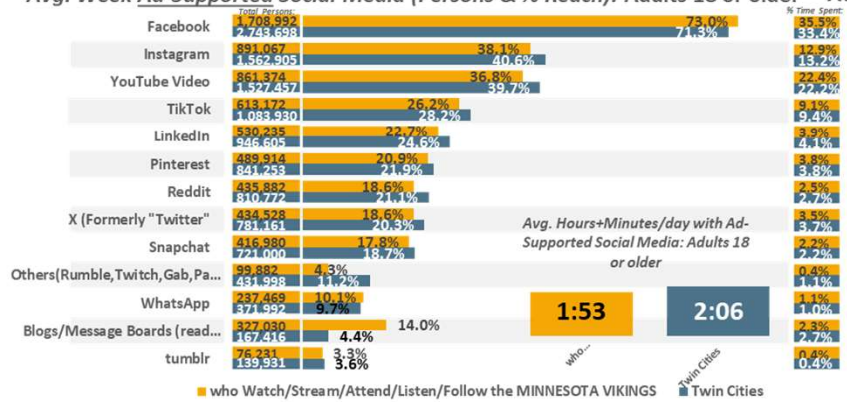
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



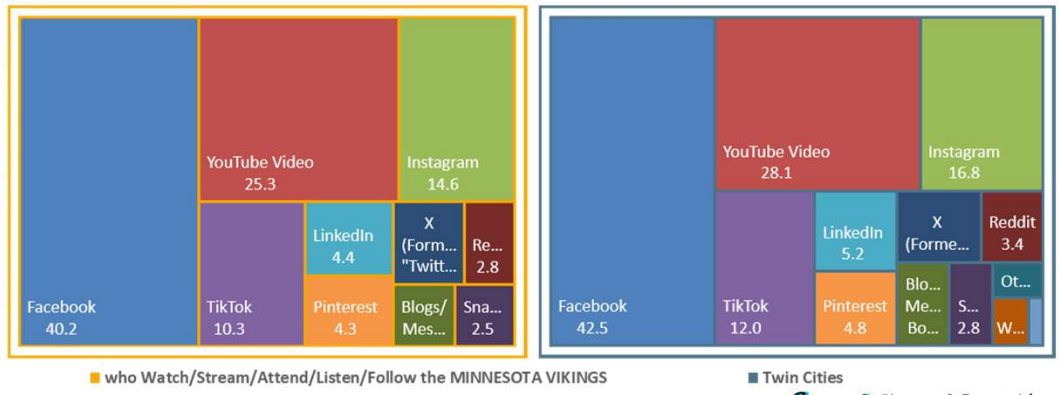
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



Twin Cities DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,183

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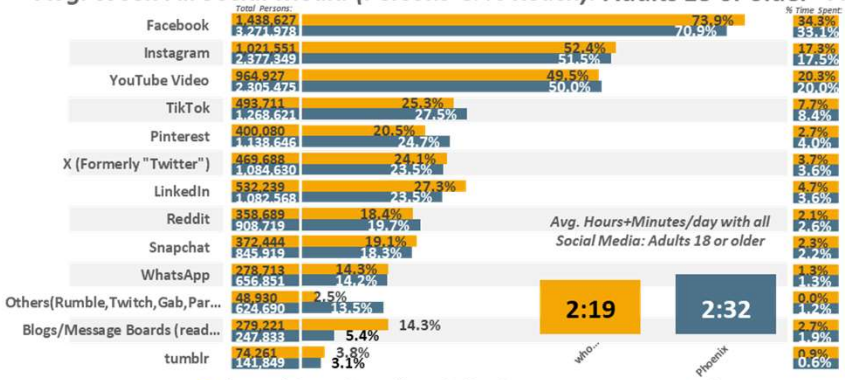
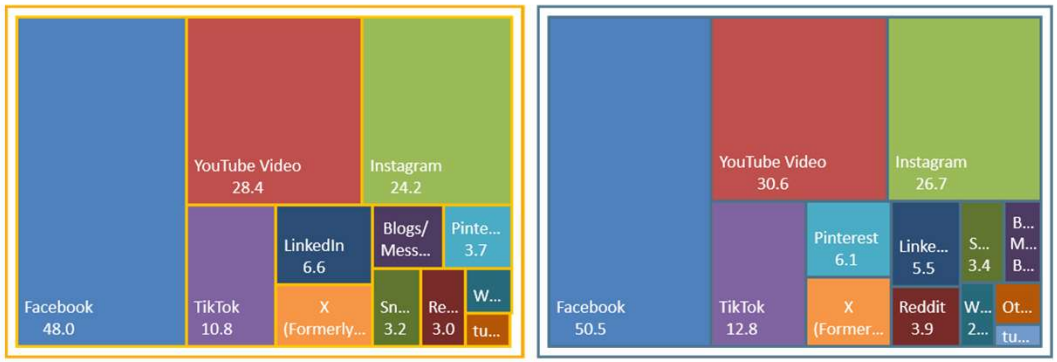
ARIZONA CARDINALS

1,438,627 or 73.9% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the ARIZONA CARDINALS use Ad-Supported Facebook for an average of 43.5 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

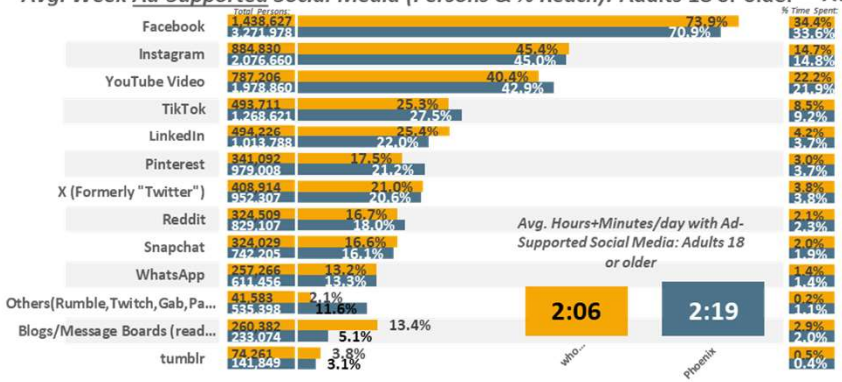
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



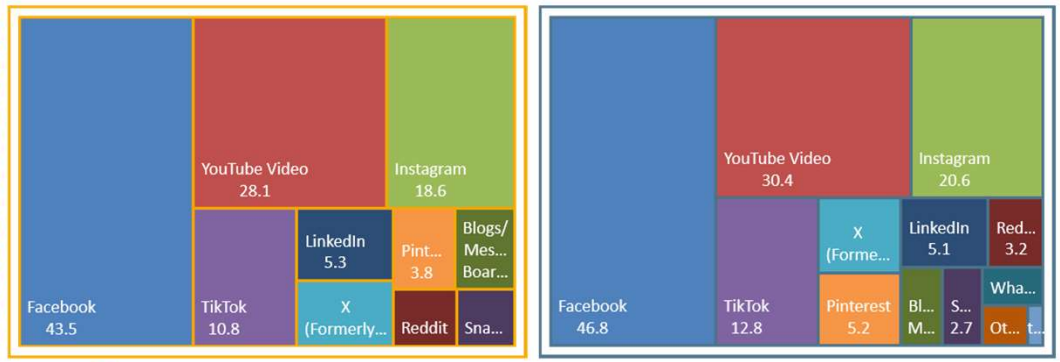
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



Phoenix DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,022

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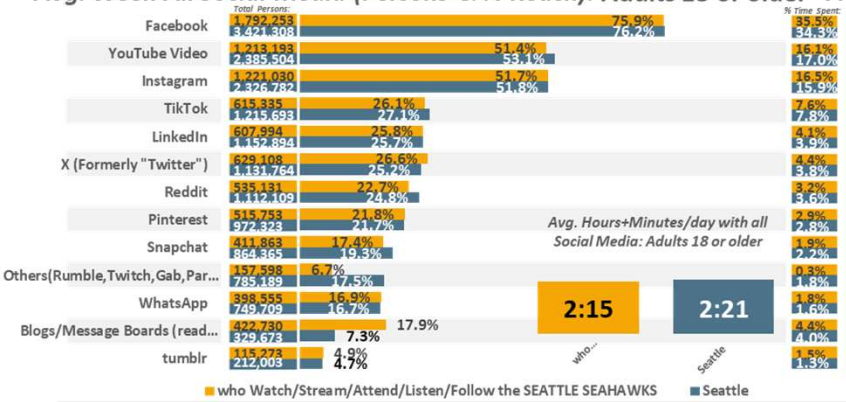
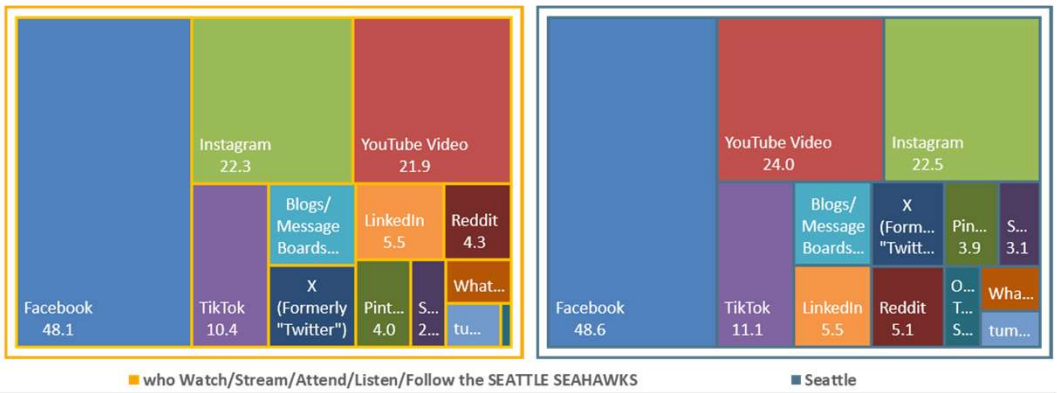
SEATTLE SEAHAWKS

1,667,557 or 70.6% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the SEATTLE SEAHAWKS use Ad-Supported Facebook for an average of 41.1 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.

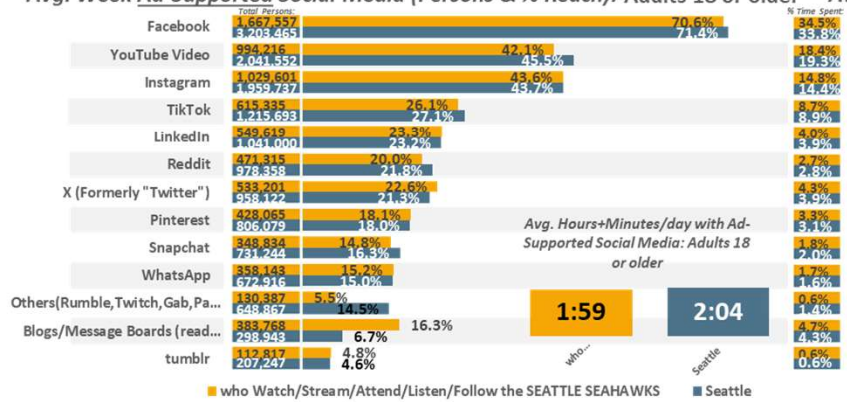
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



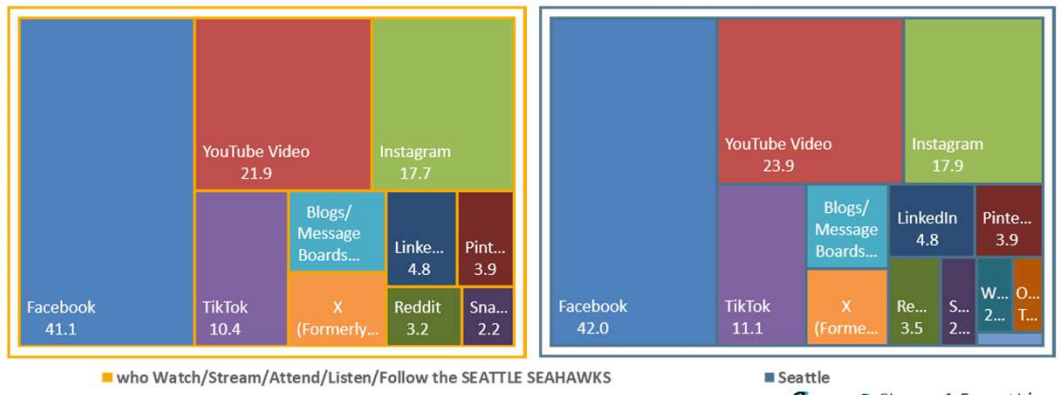
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



Seattle DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 2,252

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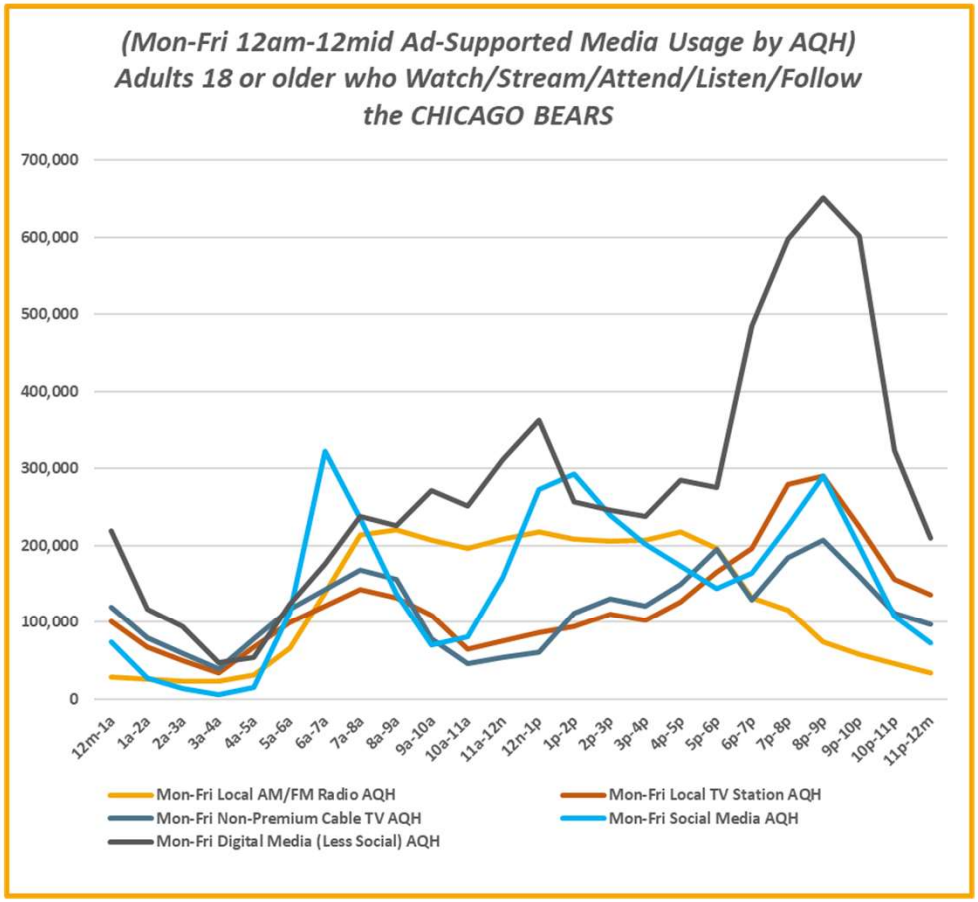
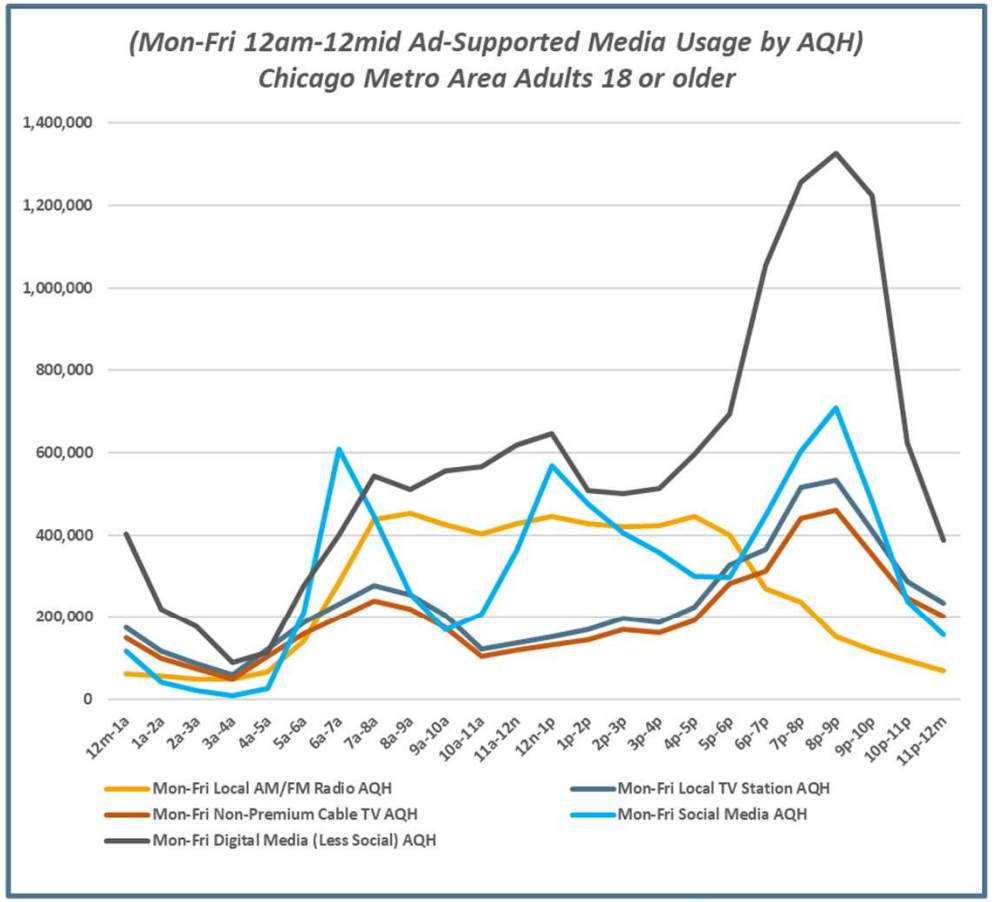
CHICAGO BEARS

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 278,713; Local Radio: 197,625; Social Media: 192,071; Non-Prem. Cable: 118,802; Local TV: 117,729 reaching Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CH





Chicago DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,731

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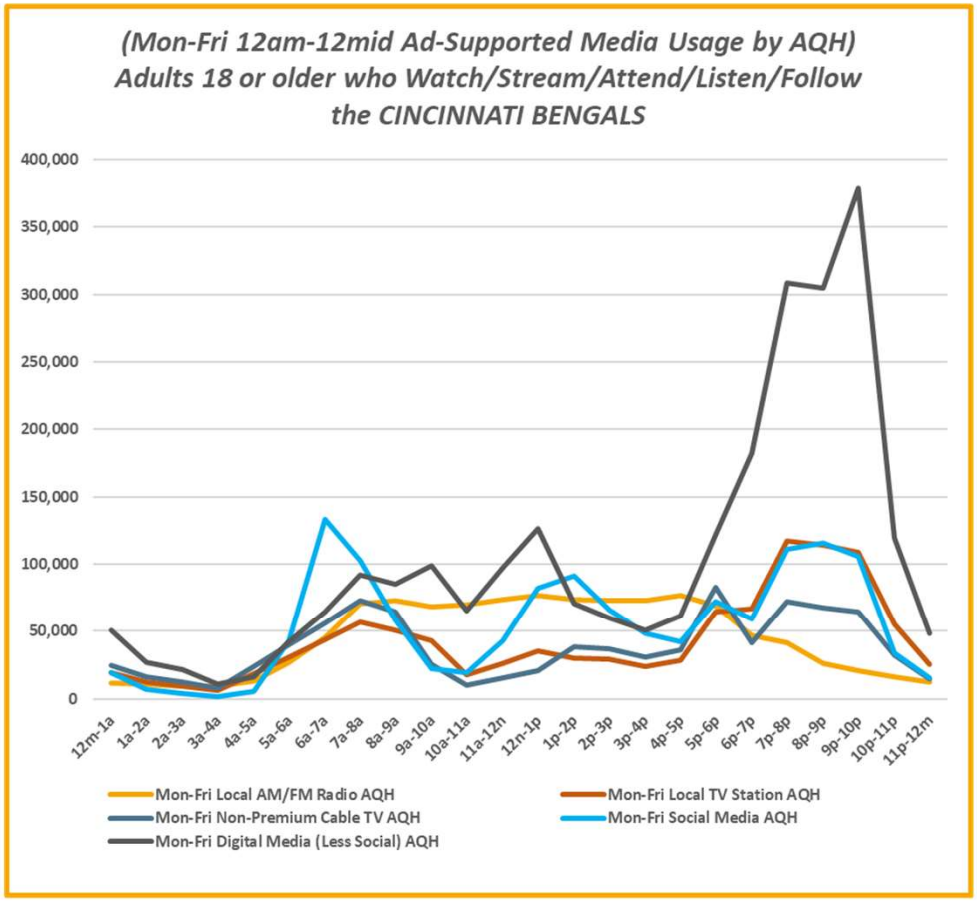
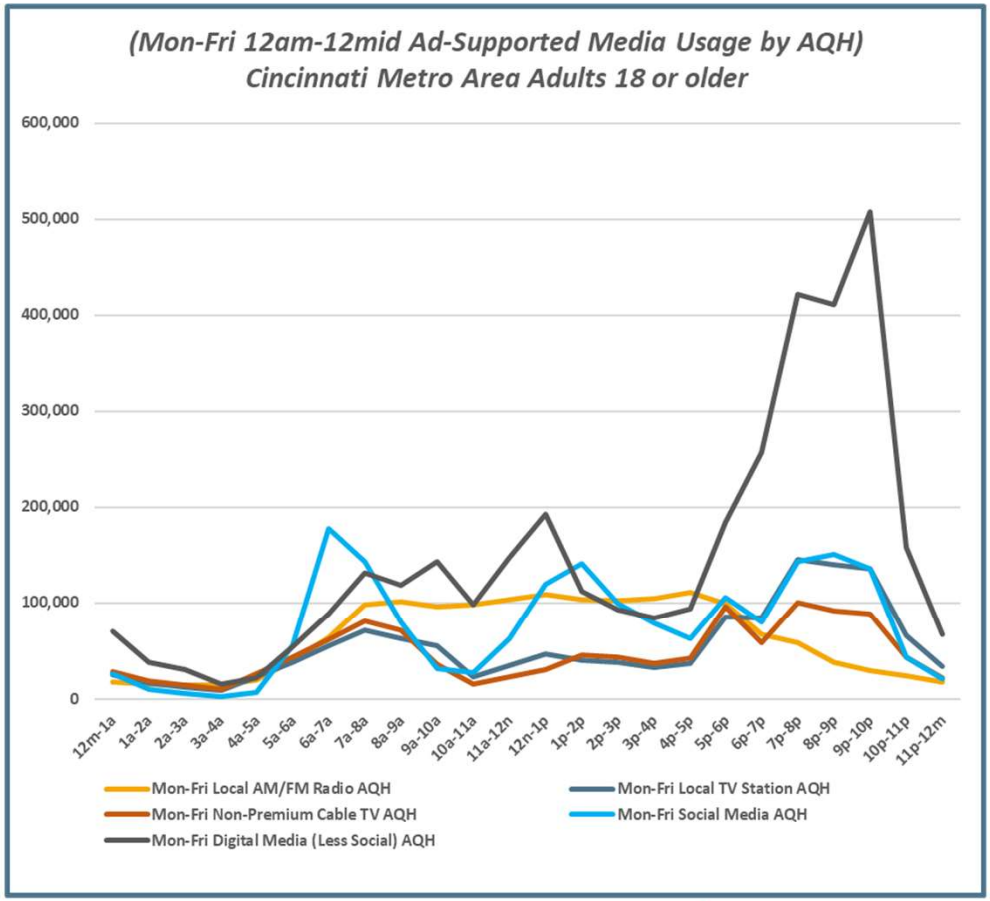
CINCINNATI BENGALS

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 90,365; Local Radio: 68,427; Social Media: 64,470; Non-Prem. Cable: 40,824; Local TV: 39,613 reaching Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CINCINN





Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,443

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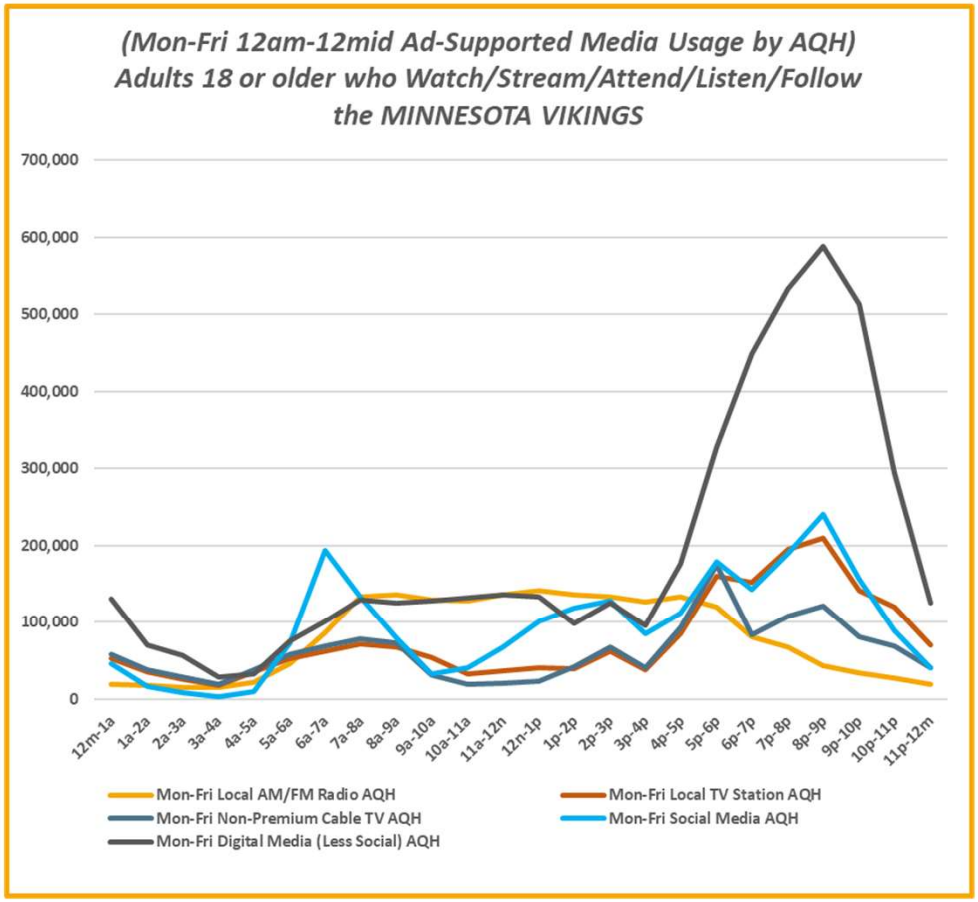
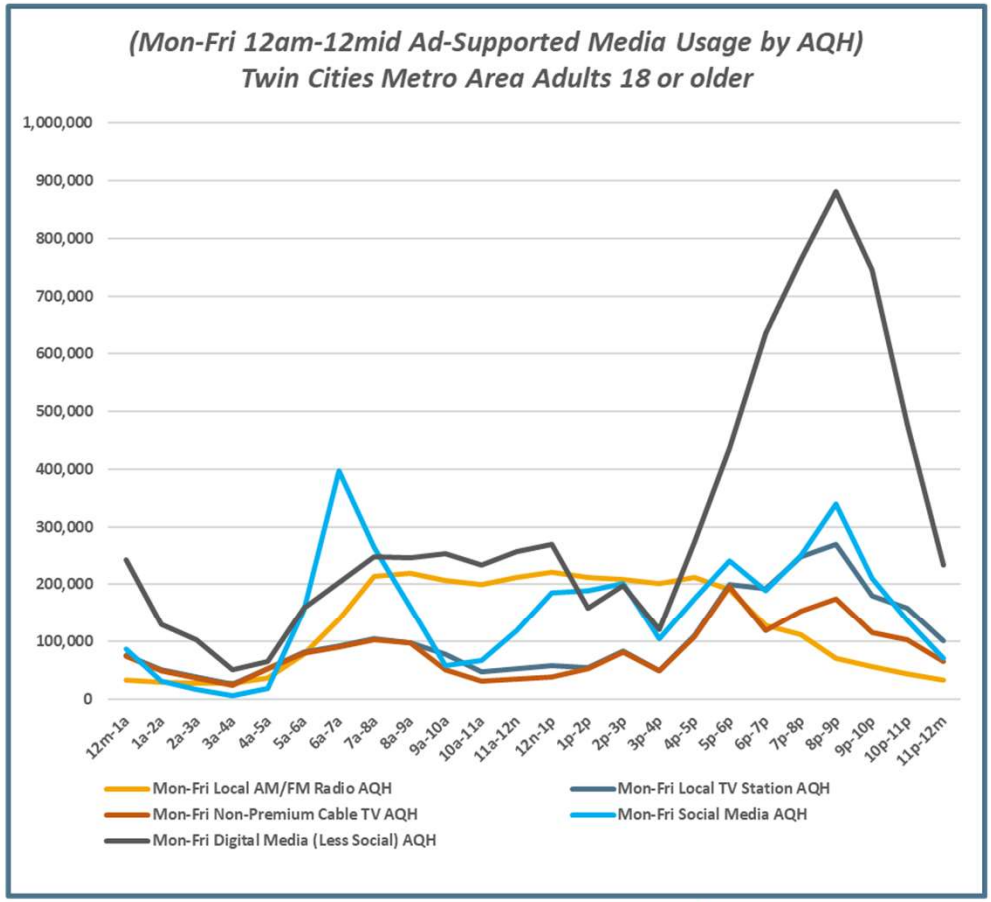
MINNESOTA VIKINGS

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 166,089; Local Radio: 124,707; Social Media: 108,946; Local TV: 69,492; Non-Prem. Cable: 63,187 reaching Adults 18 or older who Watch/Stream/Attend/Listen/Follow the MINN





Twin Cities DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,183

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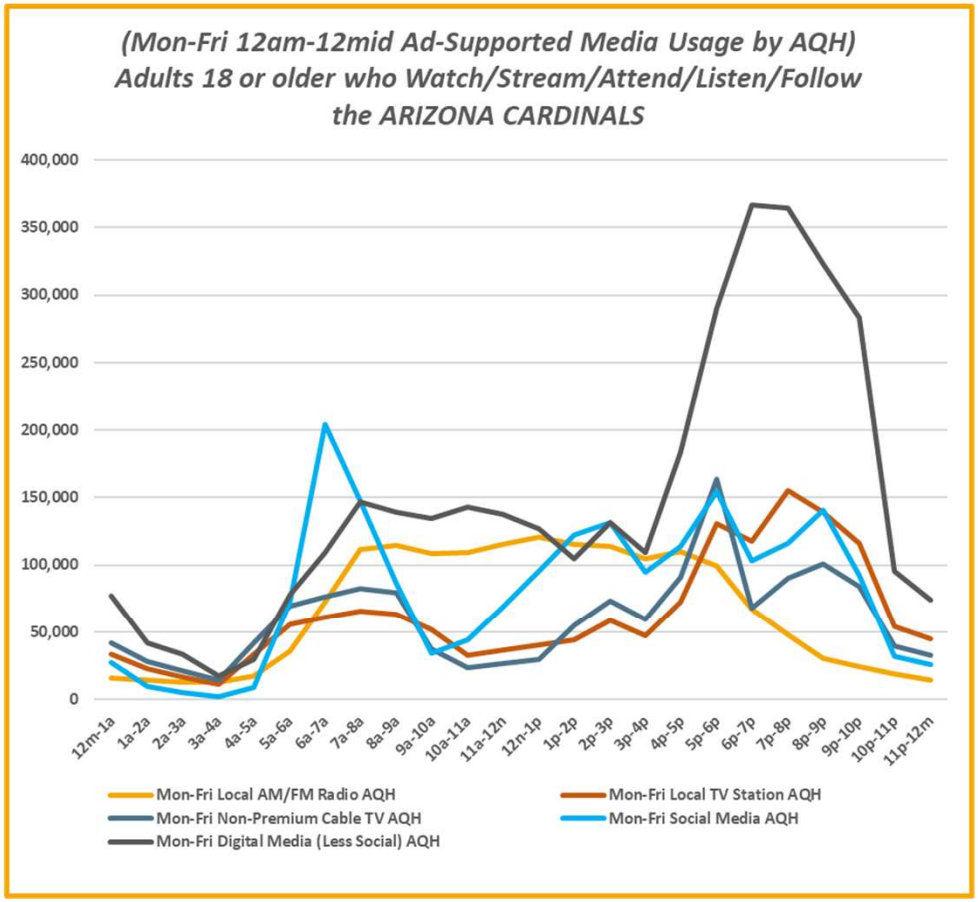
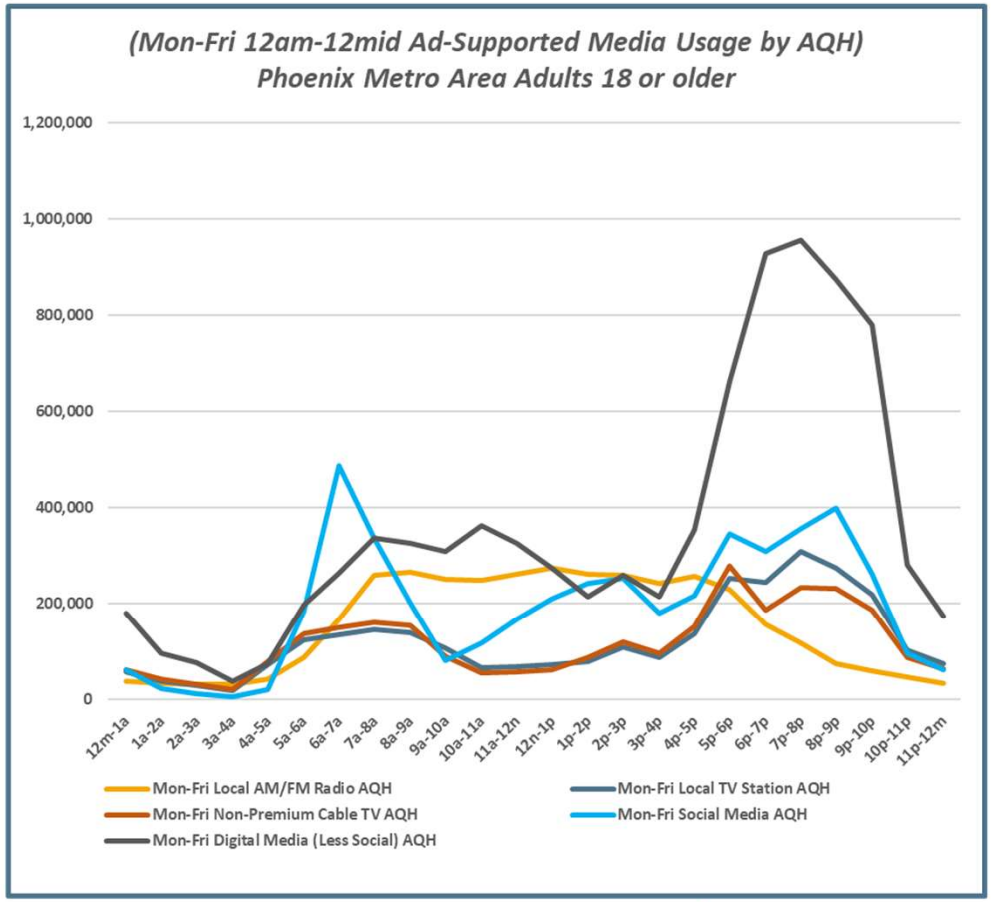
ARIZONA CARDINALS

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 163,269; Social Media: 107,669; Local Radio: 104,713; Non-Prem. Cable: 66,487; Local TV: 63,235 reaching Adults 18 or older who Watch/Stream/Attend/Listen/Follow the ARIZ





Phoenix DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,022

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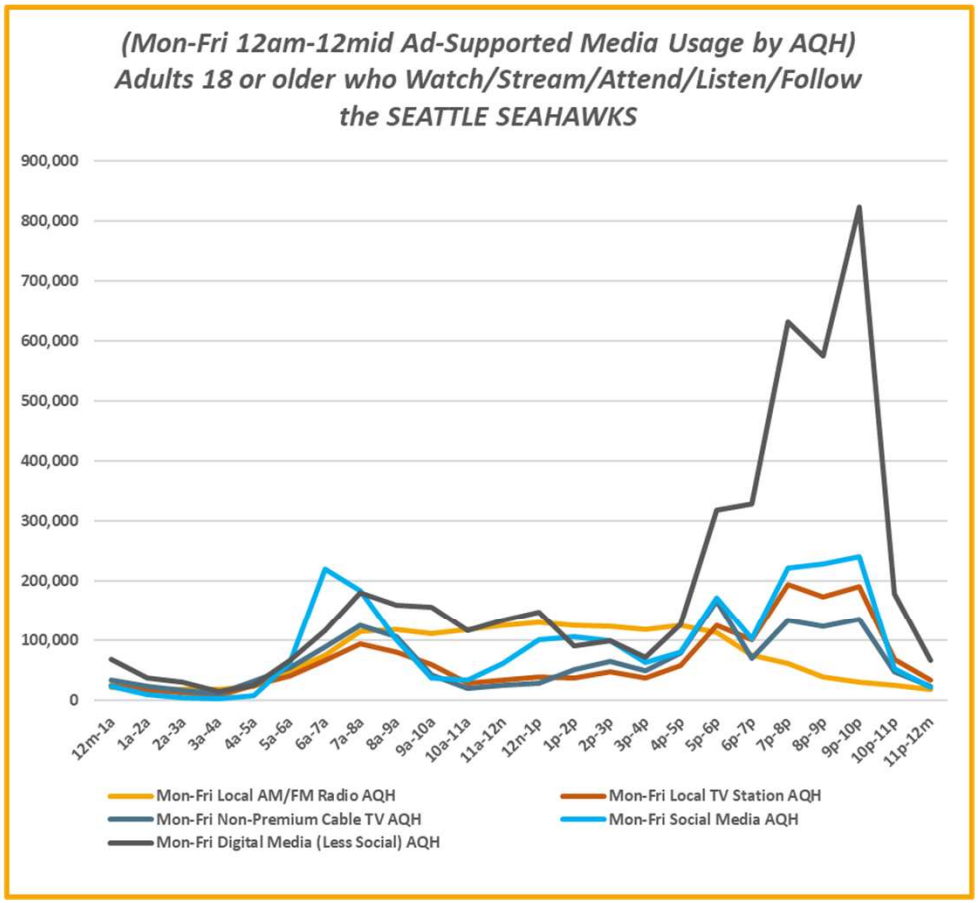
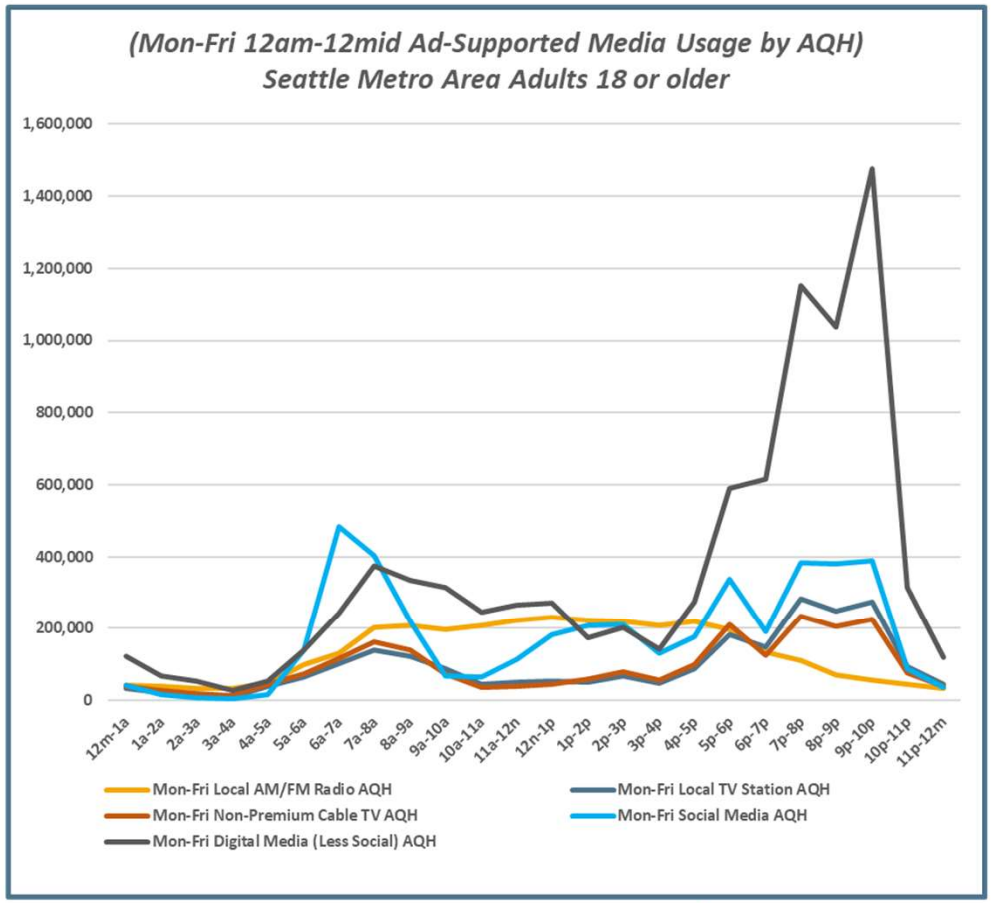
SEATTLE SEAHAWKS

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 157,136; Local Radio: 113,296; Social Media: 104,534; Non-Prem. Cable: 70,166; Local TV: 62,333 reaching Adults 18 or older who Watch/Stream/Attend/Listen/Follow the SEAT





Seattle DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 2,252

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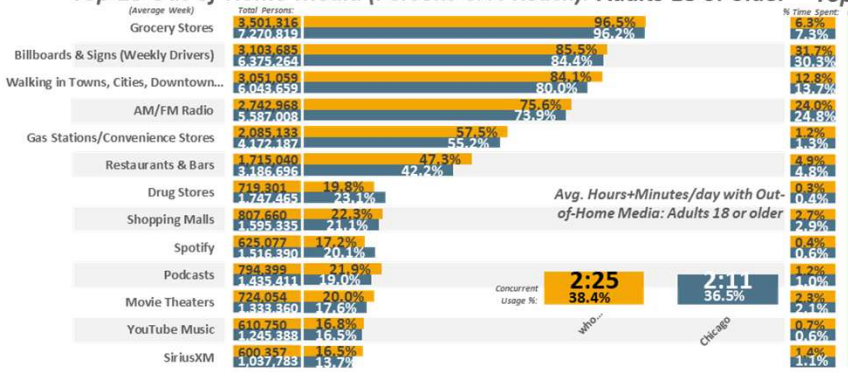
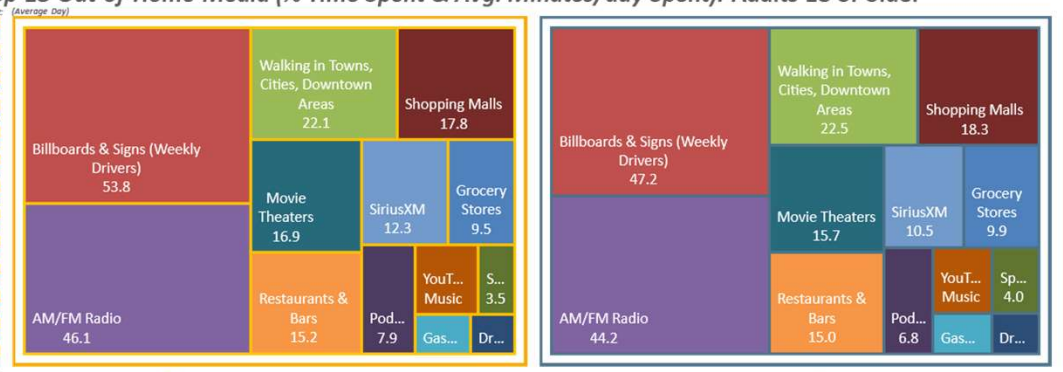
CHICAGO BEARS

3,103,685 or 85.5% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CHICAGO BEARS spend an average of 53.8 minutes per day driving, seeing Billboards and Signs. 71.3% Listen to Local Radio Stations Out-of-Home for an average of 42.9 minutes

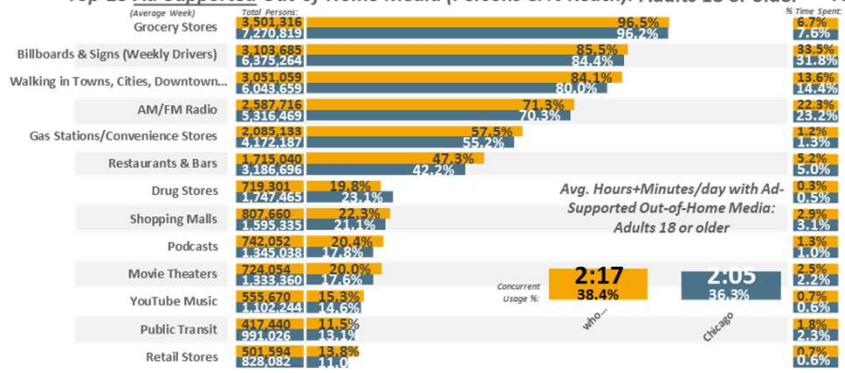
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



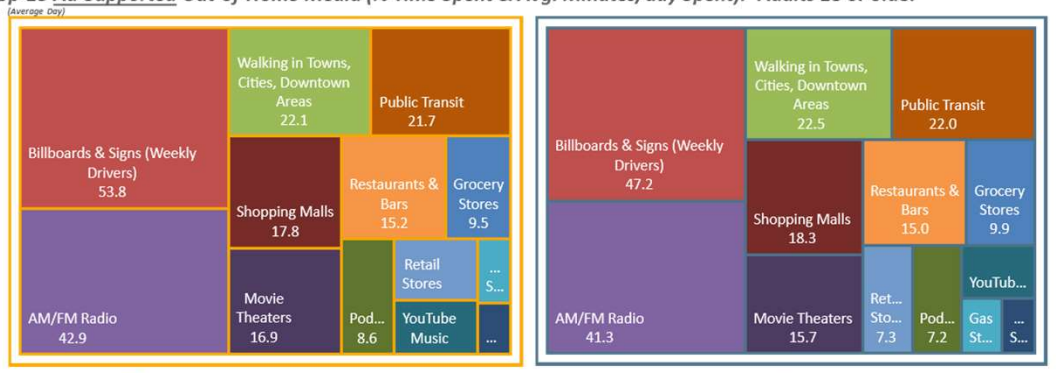
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



Chicago DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,731

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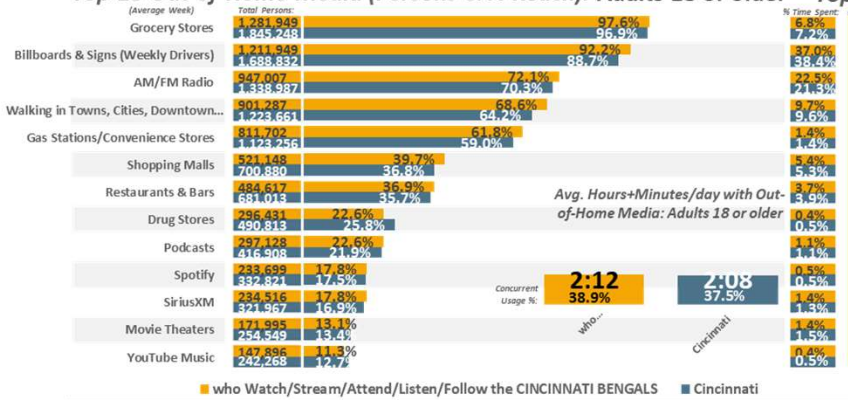
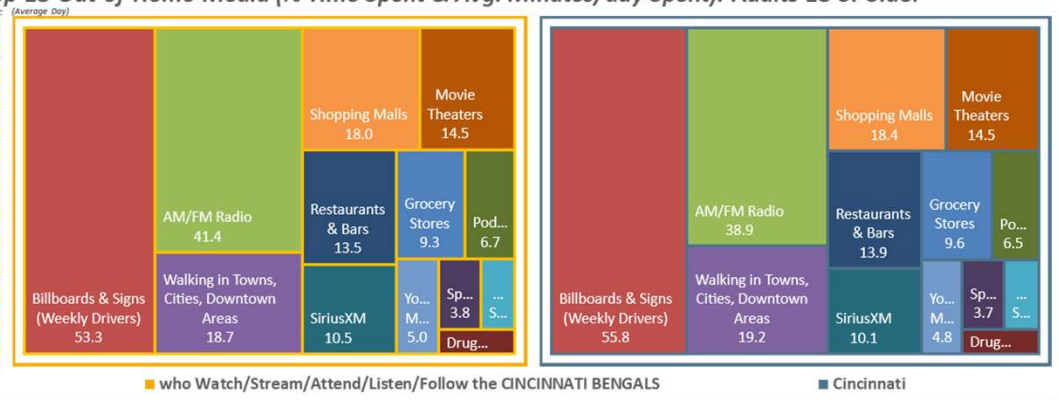
CINCINNATI BENGALS

1,211,949 or 92.2% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CINCINNATI BENGALS spend an average of 53.3 minutes per day driving, seeing Billboards and Signs. 69.1% Listen to Local Radio Stations Out-of-Home for an average of 39.4 mi

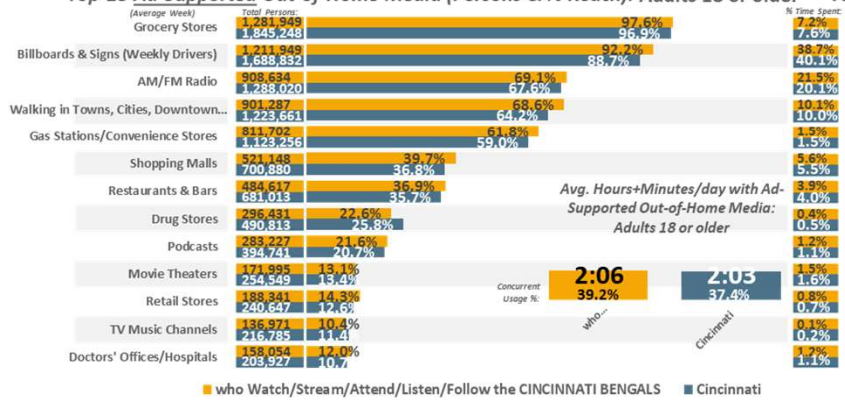
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



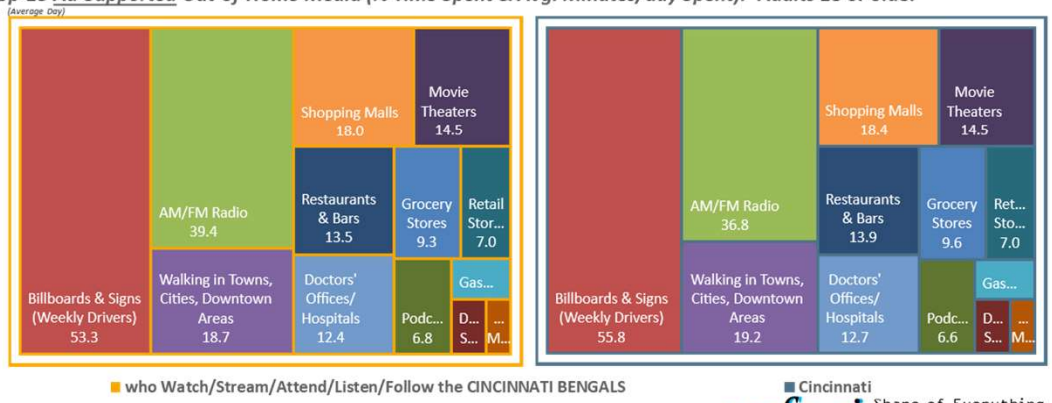
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,443

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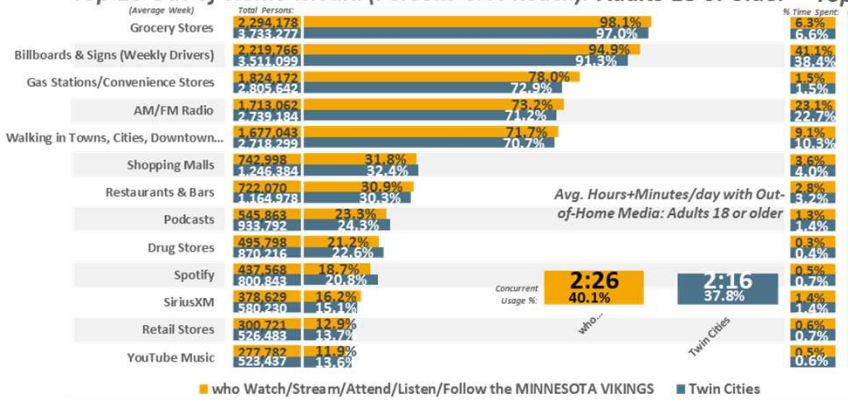
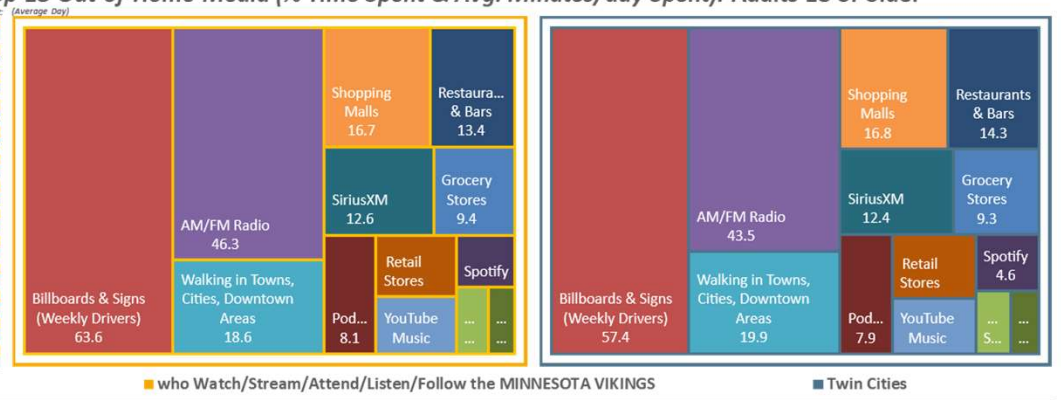
MINNESOTA VIKINGS

2,219,766 or 94.9% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the MINNESOTA VIKINGS spend an average of 63.6 minutes per day driving, seeing Billboards and Signs. 69.7% Listen to Local Radio Stations Out-of-Home for an average of 43.2 min

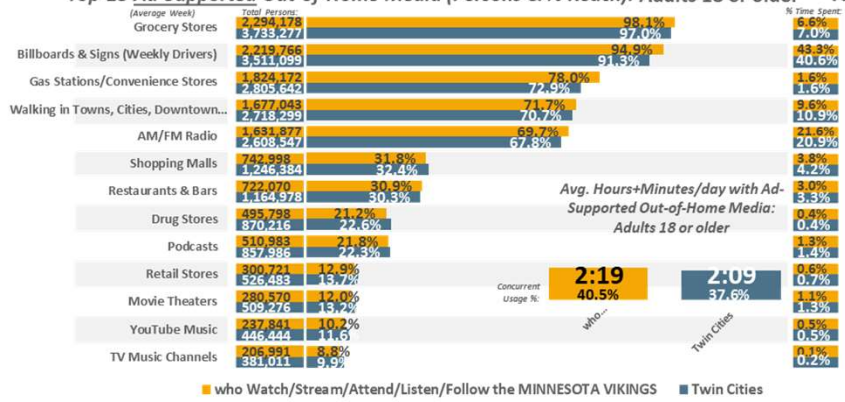
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



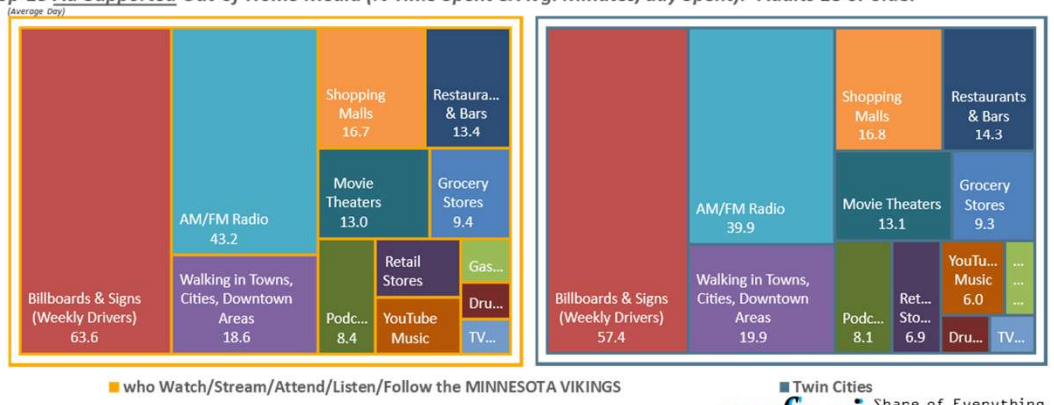
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



Twin Cities DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,183

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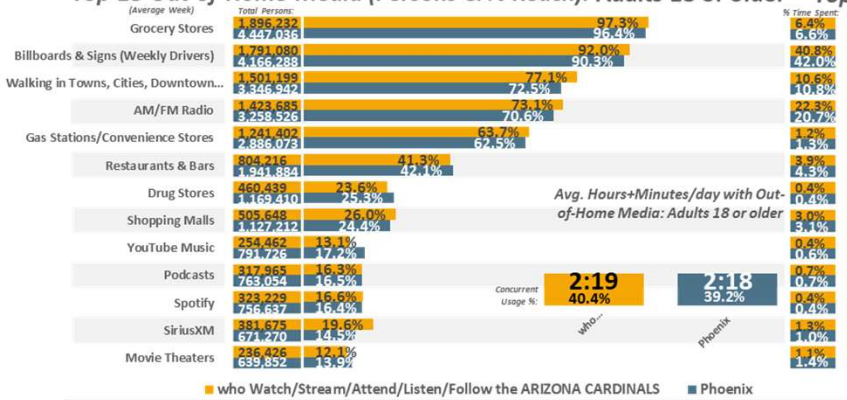
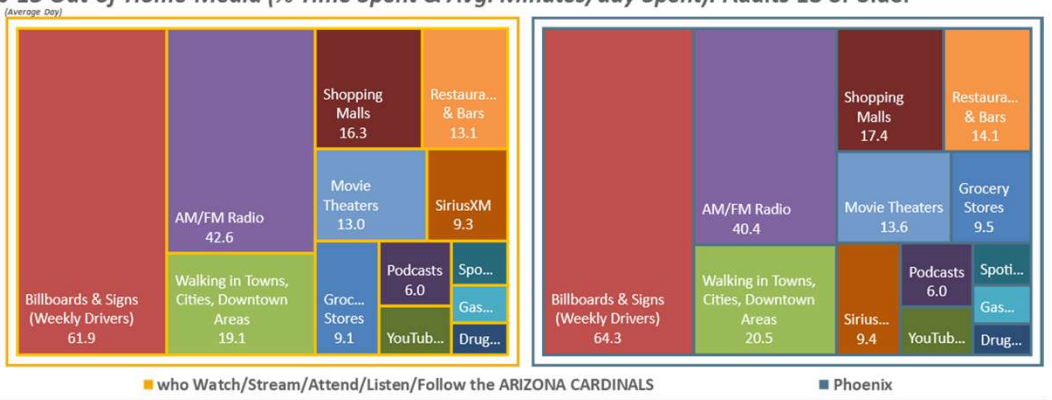
ARIZONA CARDINALS

1,791,080 or 92.% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the ARIZONA CARDINALS spend an average of 61.9 minutes per day driving, seeing Billboards and Signs. 68.8% Listen to Local Radio Stations Out-of-Home for an average of 40.1 minu

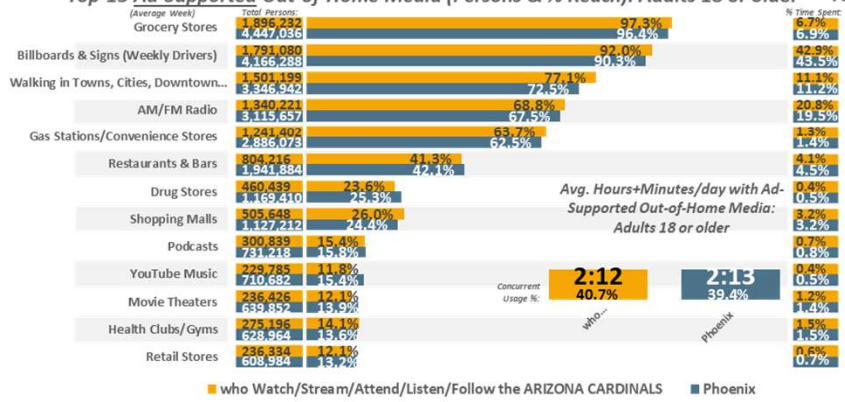
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



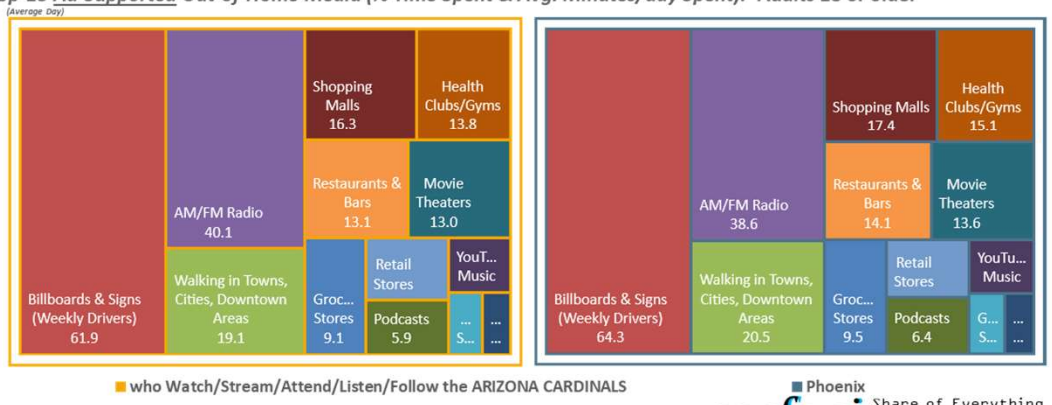
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



Phoenix DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,022

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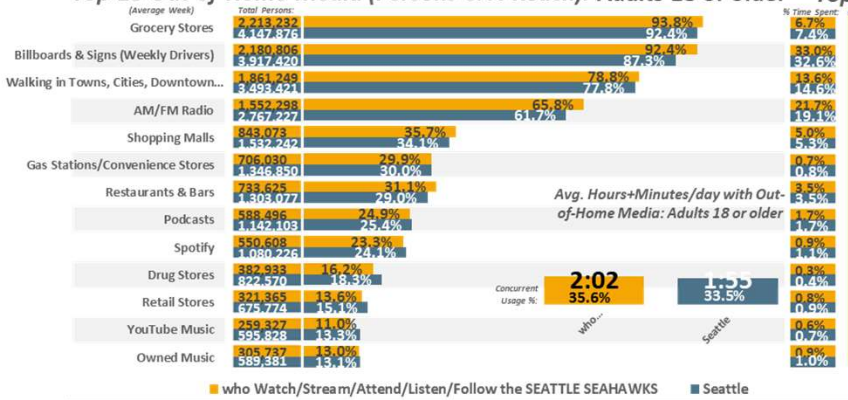
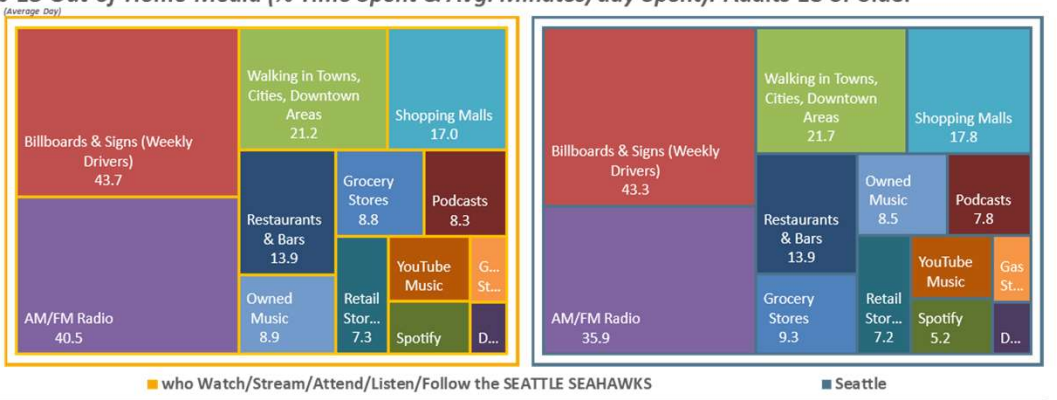
SEATTLE SEAHAWKS

2,180,806 or 92.4% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the SEATTLE SEAHAWKS spend an average of 43.7 minutes per day driving, seeing Billboards and Signs. 63.6% Listen to Local Radio Stations Out-of-Home for an average of 37. minut

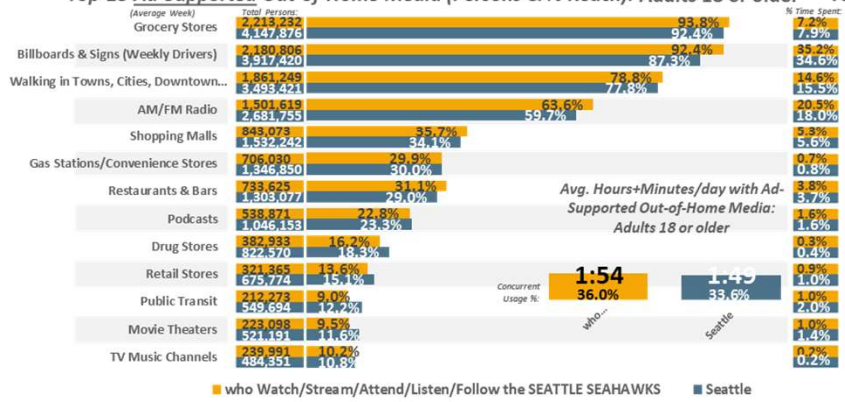
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



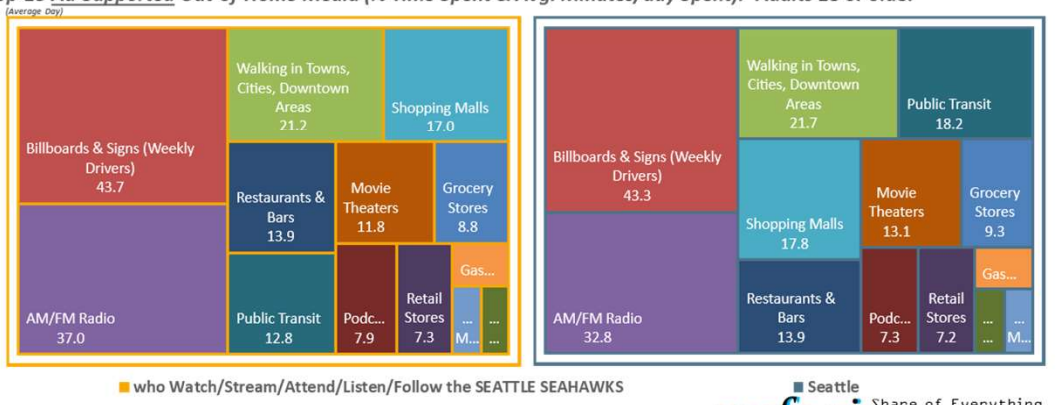
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



Seattle DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 2,252

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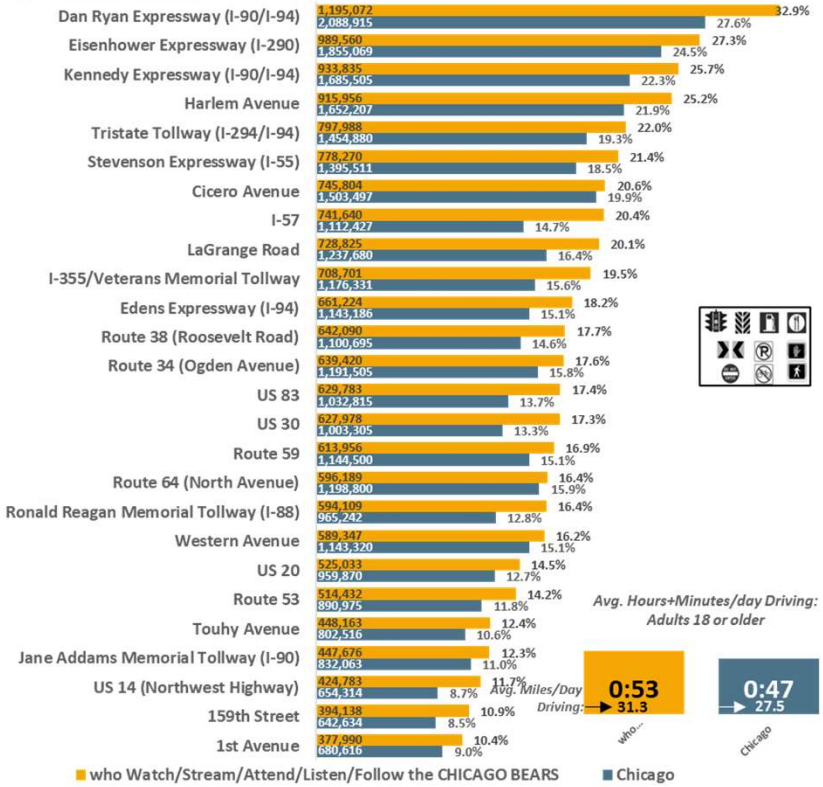
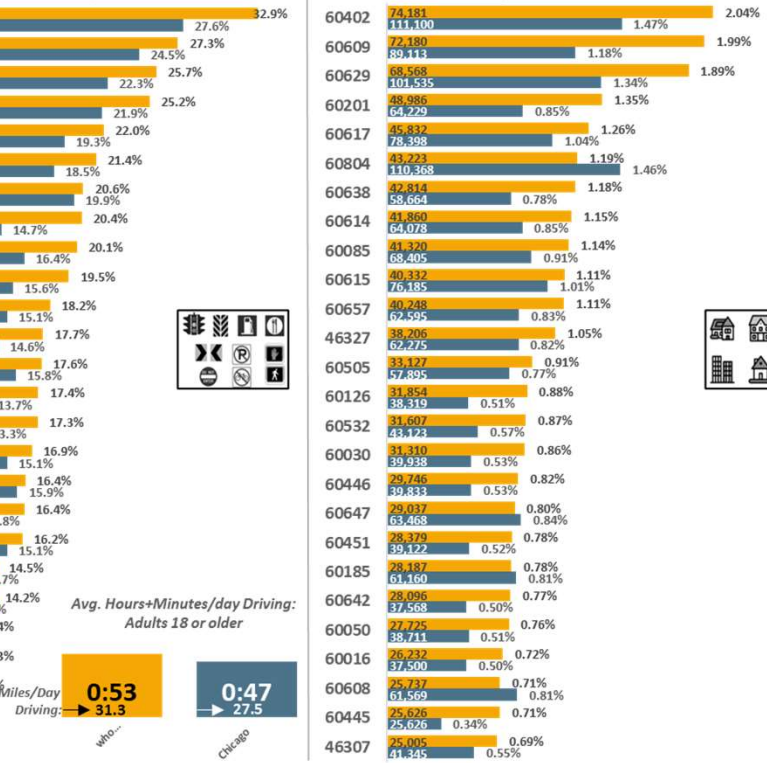
CHICAGO BEARS

3,103,685 or 85.5% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CHICAGO BEARS spend an average of 53.8 minutes per day driving an average of 31.3 miles each day and are 38.8% more likely to use I-57 than the Metro average.

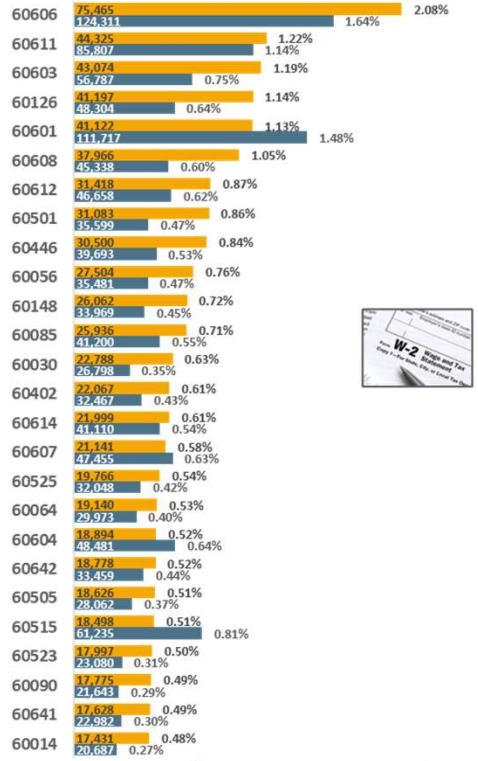
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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Chicago DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,731

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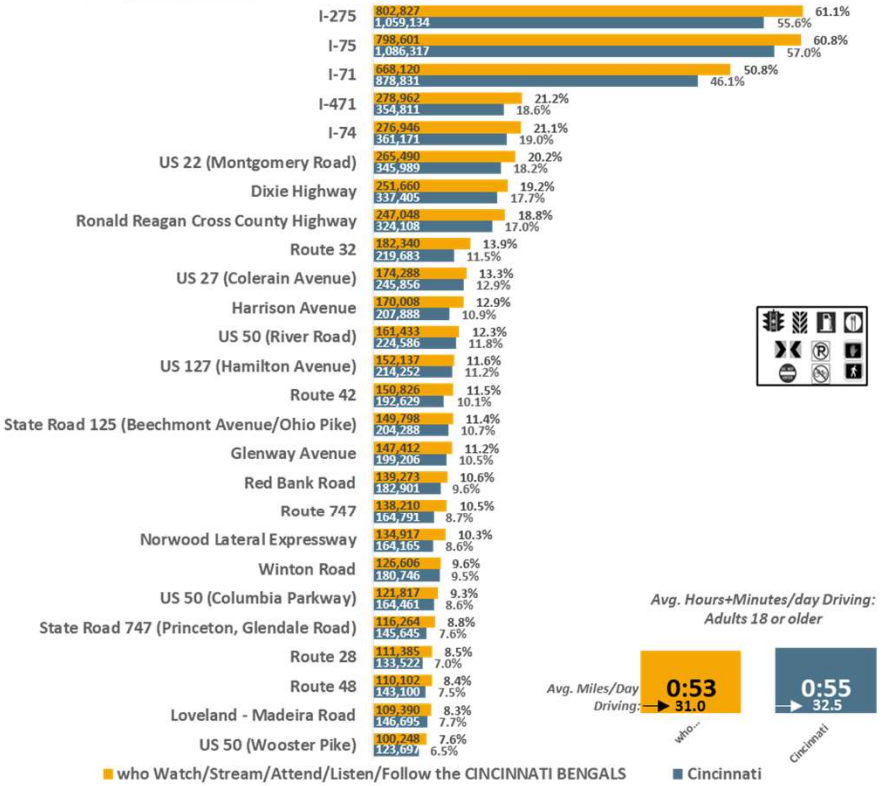
CINCINNATI BENGALS

1,211,949 or 92.2% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CINCINNATI BENGALS spend an average of 53.3 minutes per day driving an average of 31. miles each day and are 21.6% more likely to use Route 747 than the Metro average.

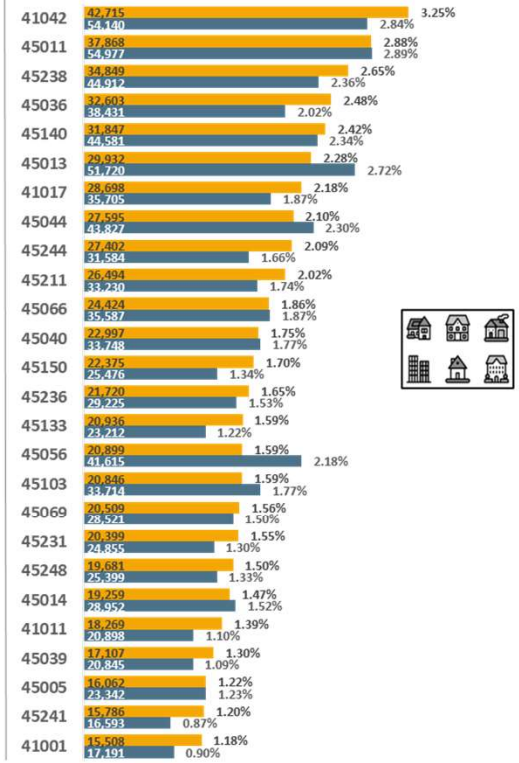
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



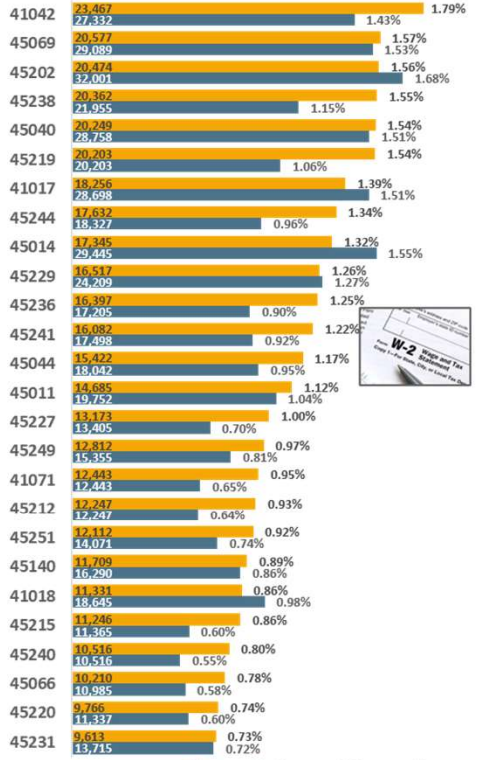
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 0:53 → 31.0 (who...) | 0:55 → 32.5 (Cincinnati)

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,443

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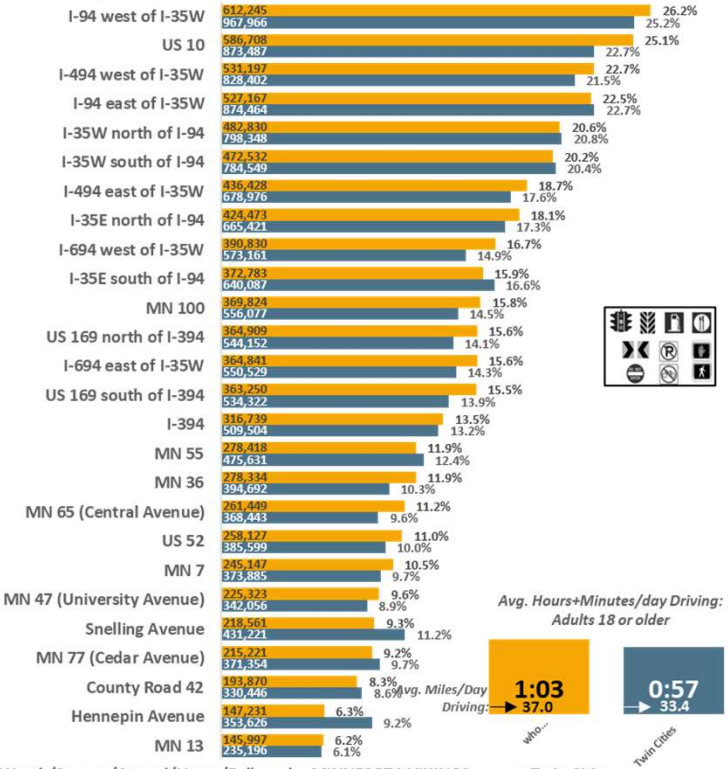
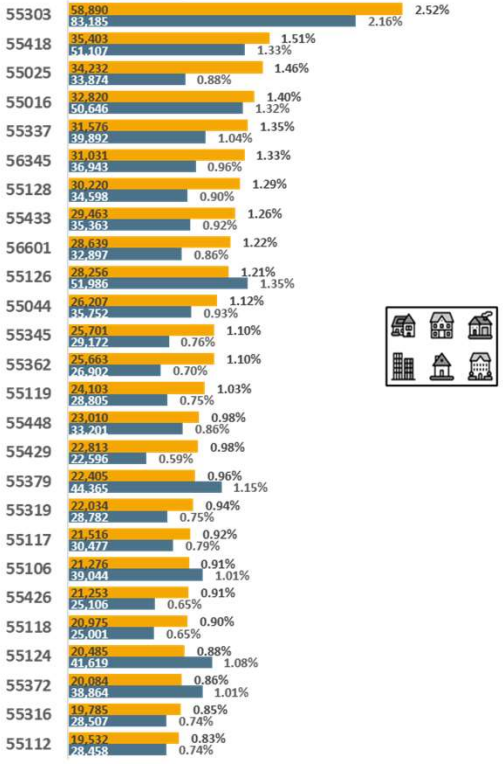
MINNESOTA VIKINGS

2,219,766 or 94.9% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the MINNESOTA VIKINGS spend an average of 63.6 minutes per day driving an average of 37. miles each day and are 16.7% more likely to use MN 65 (Central Avenue) than the Metro a

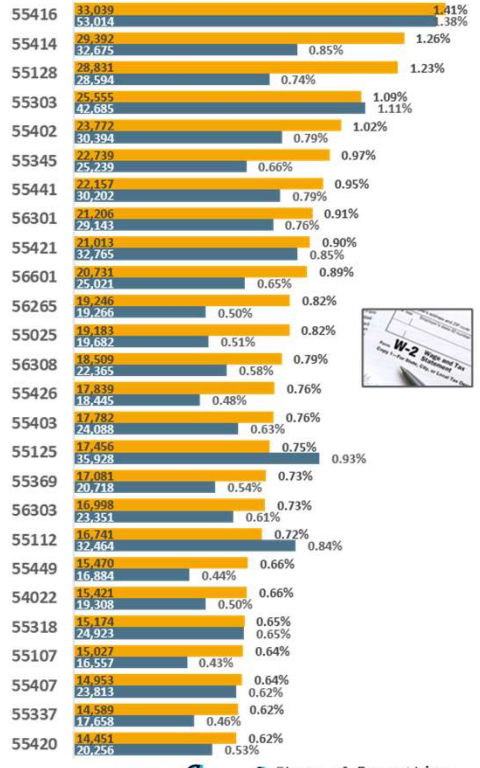
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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Twin Cities DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,183

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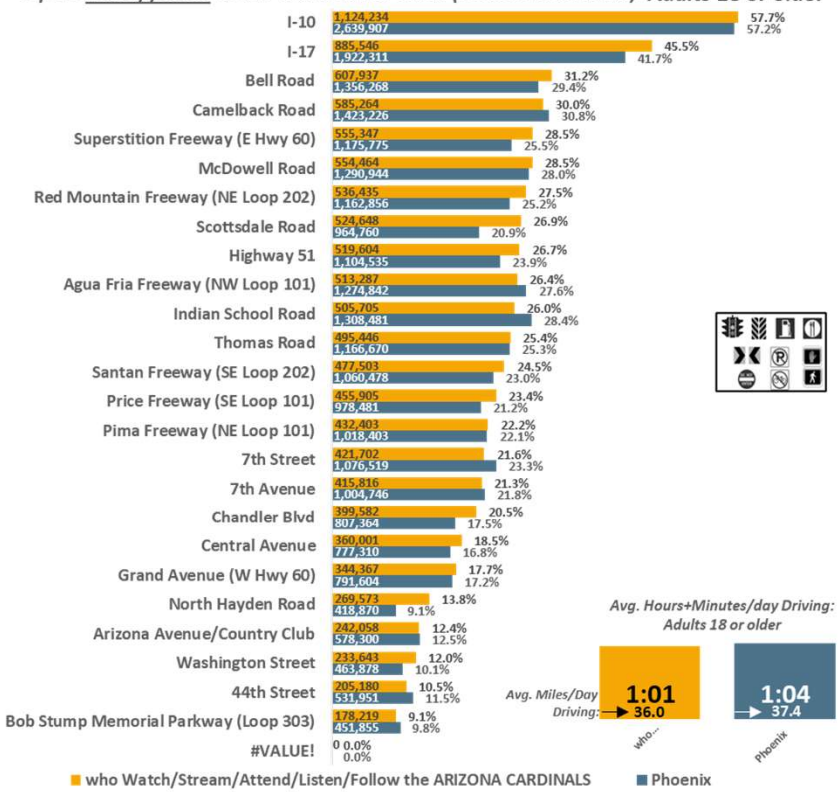
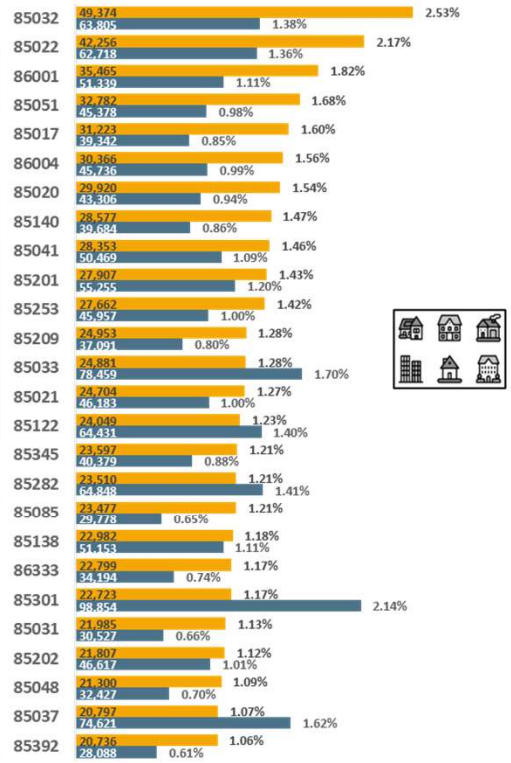
ARIZONA CARDINALS

1,791,080 or 92.% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the ARIZONA CARDINALS spend an average of 61.9 minutes per day driving an average of 36. miles each day and are 28.8% more likely to use Scottsdale Road than the Metro average.

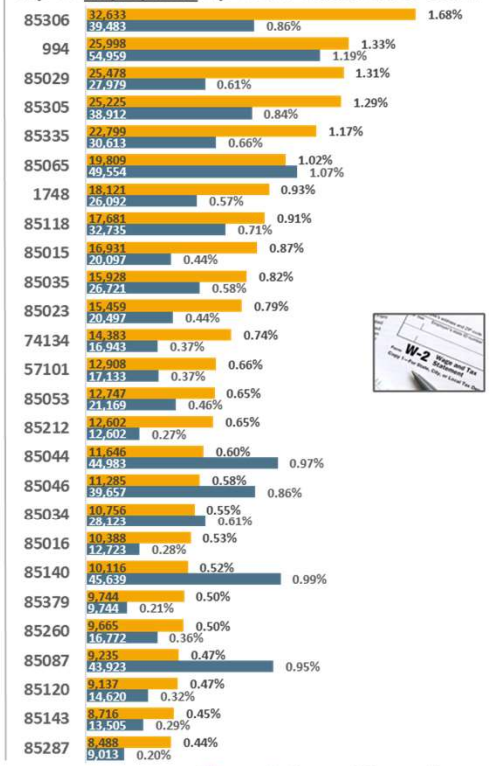
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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Phoenix DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,022

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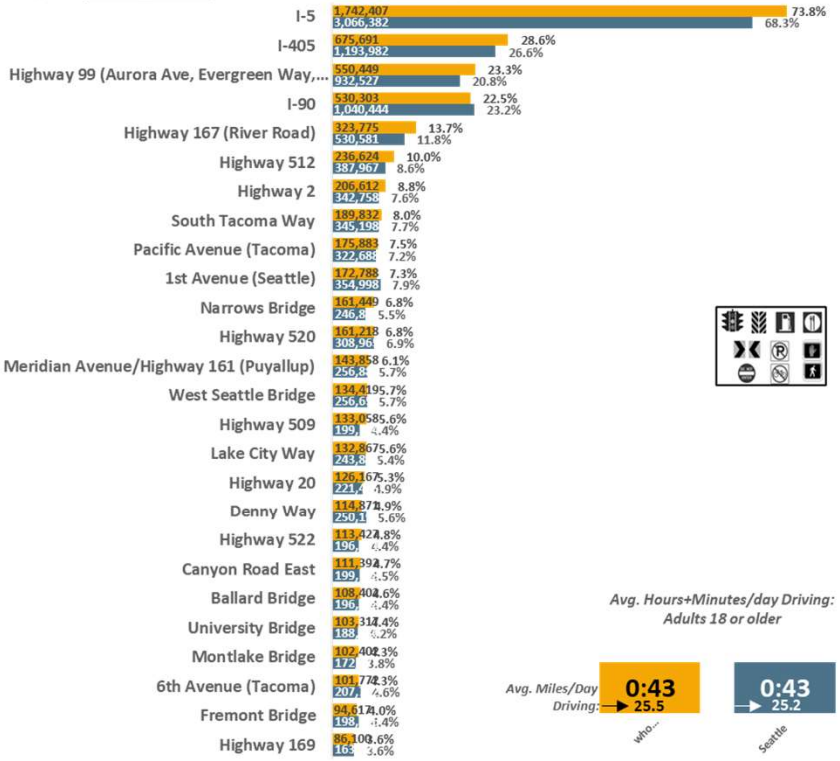
SEATTLE SEAHAWKS

2,180,806 or 92.4% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the SEATTLE SEAHAWKS spend an average of 43.7 minutes per day driving an average of 25.5 miles each day and are 27.% more likely to use Highway 509 than the Metro average.

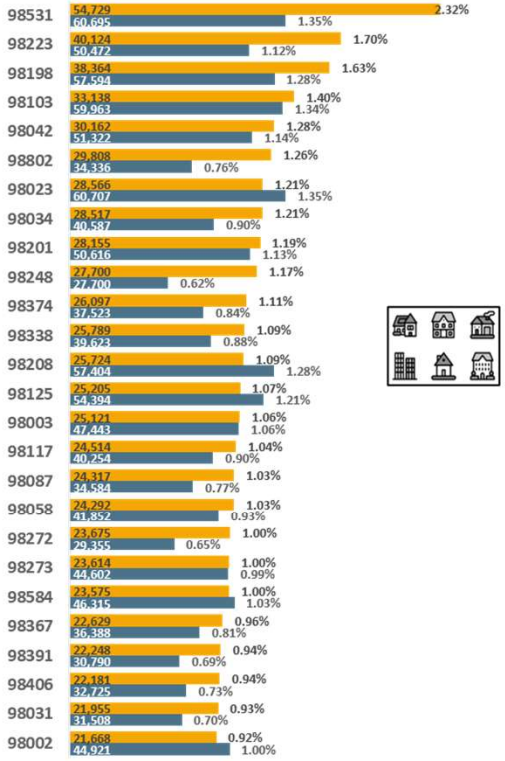
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



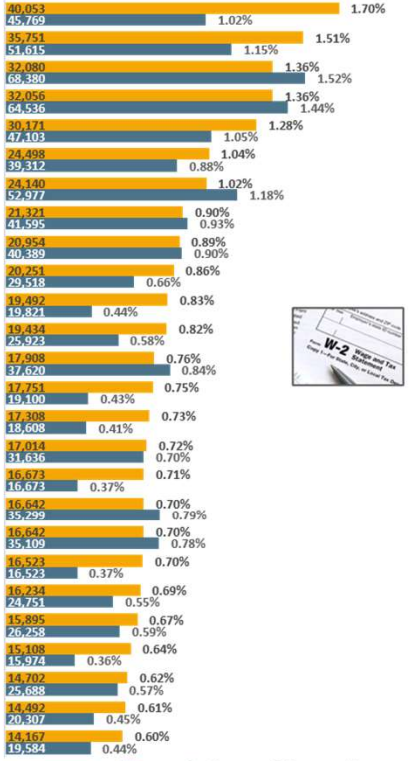
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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Seattle DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 2,252

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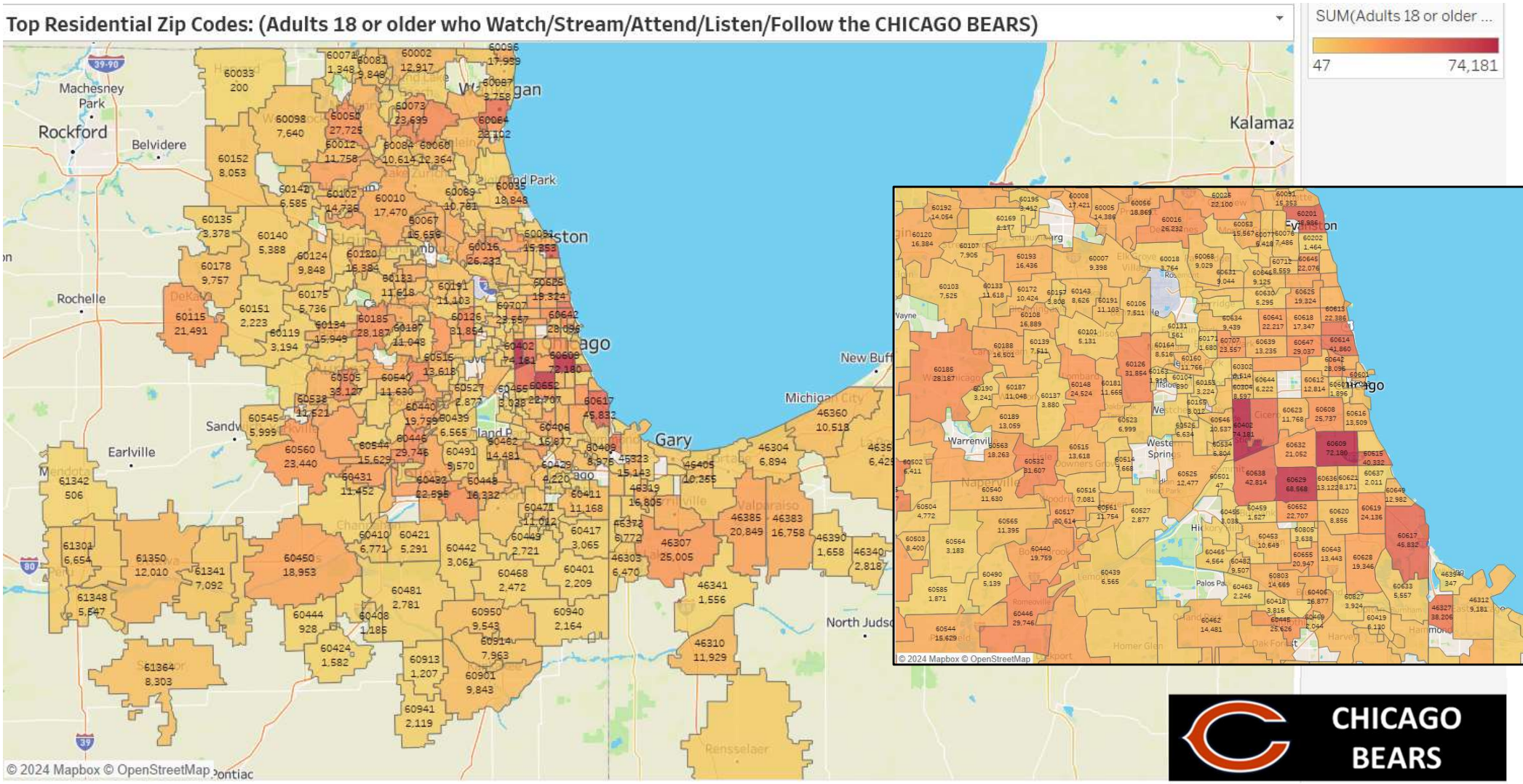
Top Residential Zip Codes: (Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CHICAGO BEARS)



Chicago DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,731

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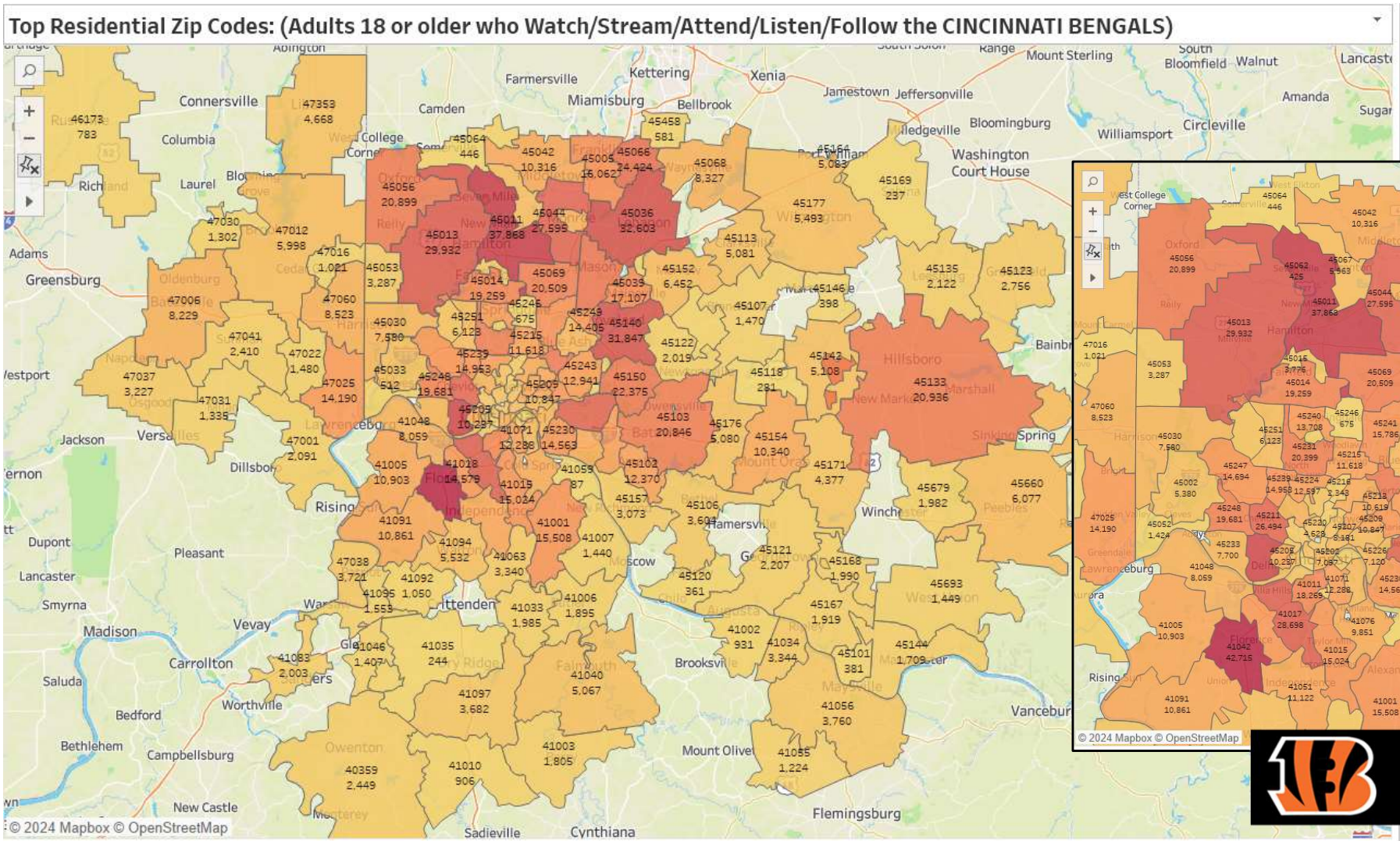
Pro teams (WSALF) - NFL: Chicago Bears

Top Residential Zip Codes: (Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CINCINNATI BENGALS)



Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,443

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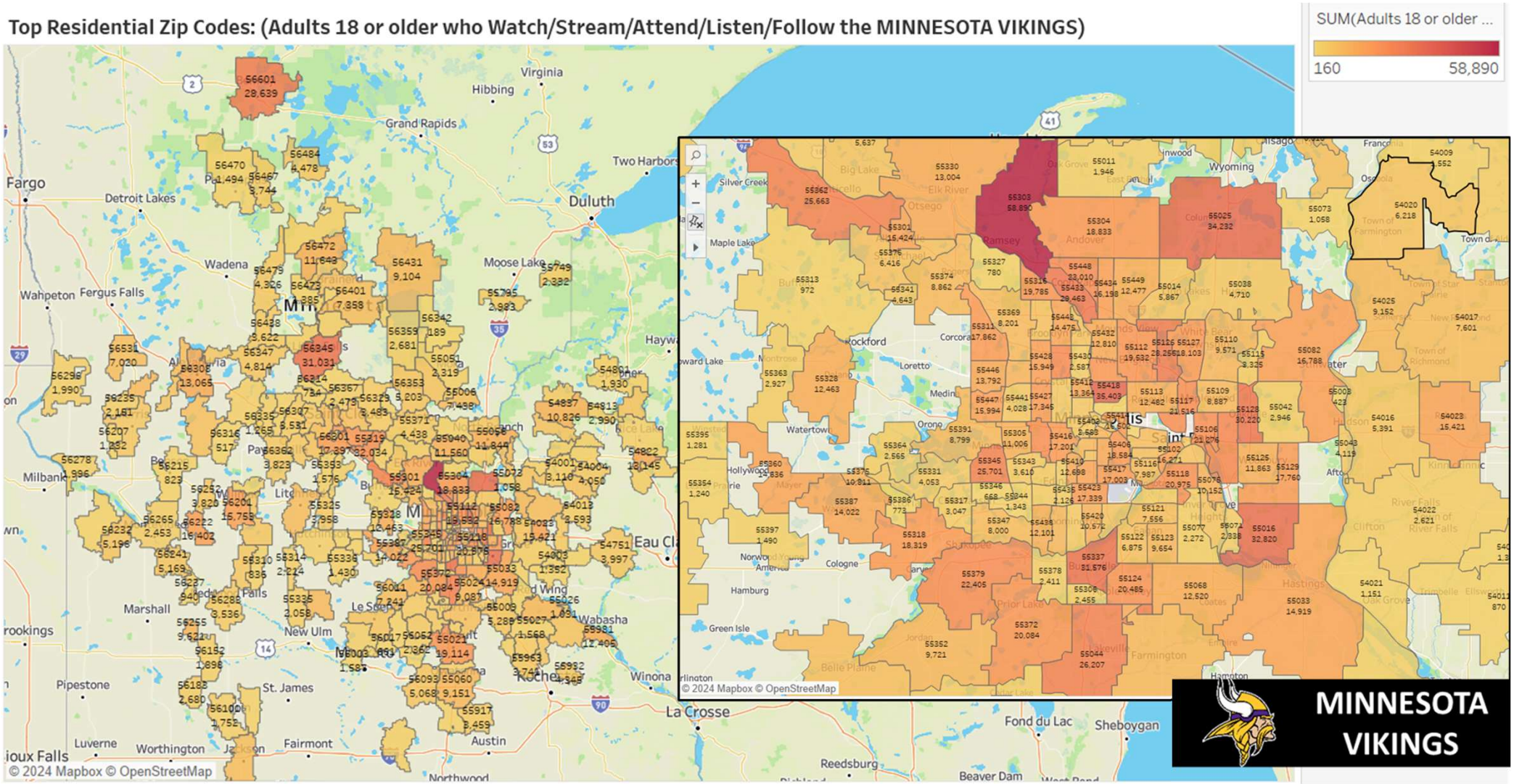
Pro teams (WSALF) - NFL: Cincinnati Bengals

Top Residential Zip Codes: (Adults 18 or older who Watch/Stream/Attend/Listen/Follow the MINNESOTA VIKINGS)



Twin Cities DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,183

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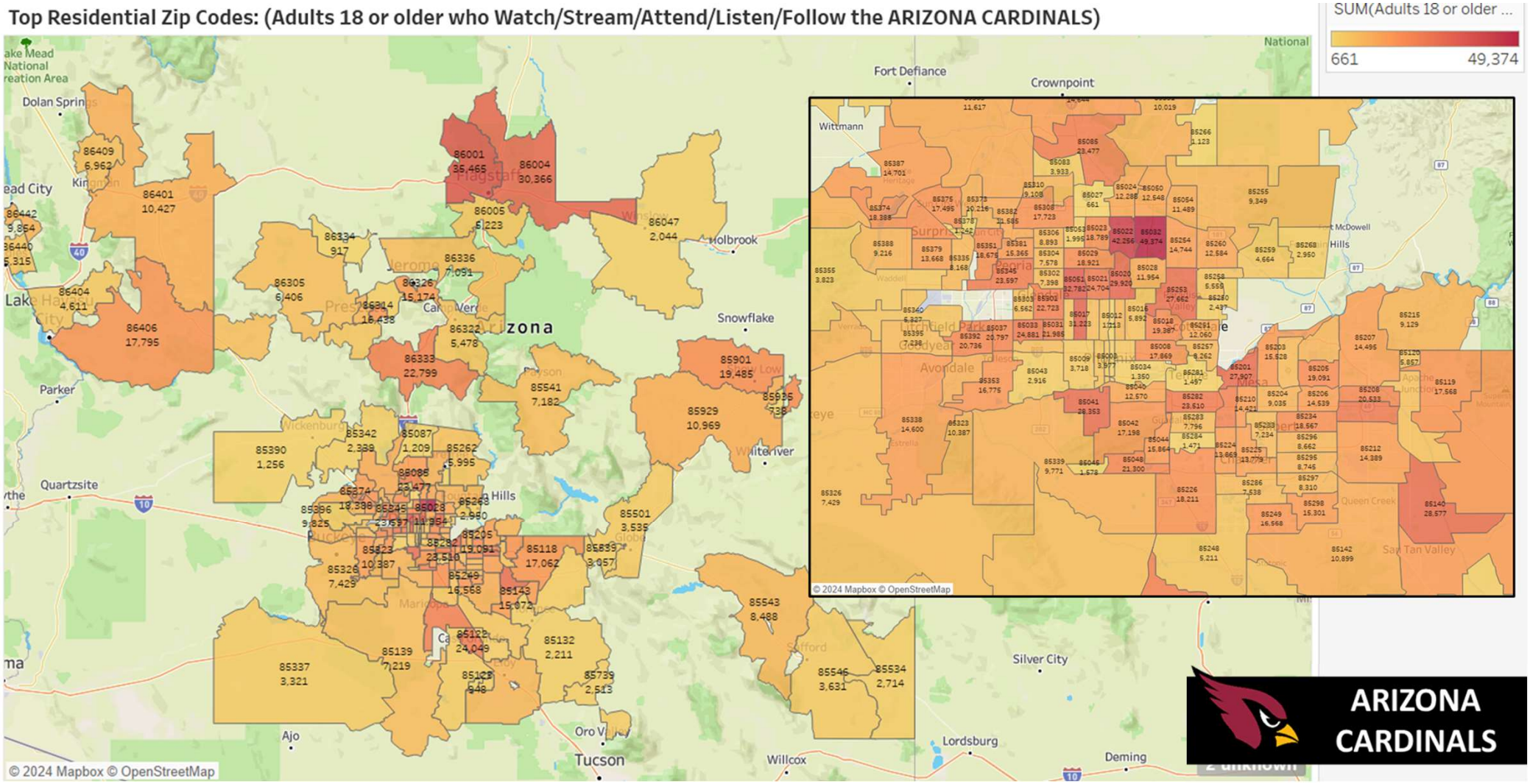
Pro teams (WSALF) - NFL: Minnesota Vikings

Top Residential Zip Codes: (Adults 18 or older who Watch/Stream/Attend/Listen/Follow the ARIZONA CARDINALS)



Phoenix DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,022

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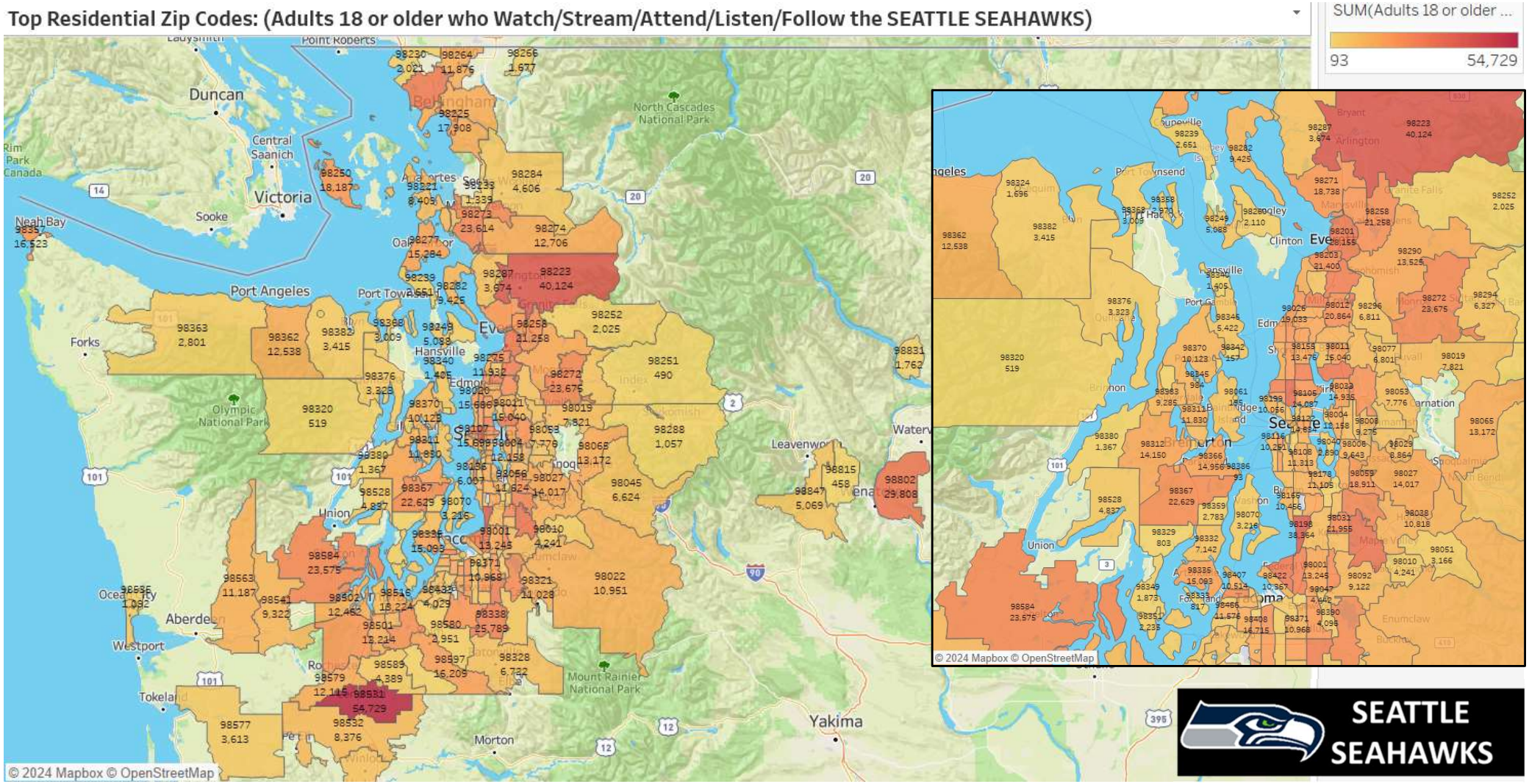
Pro teams (WSALF) - NFL: Arizona Cardinals

Top Residential Zip Codes: (Adults 18 or older who Watch/Stream/Attend/Listen/Follow the SEATTLE SEAHAWKS)



Seattle DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 2,252

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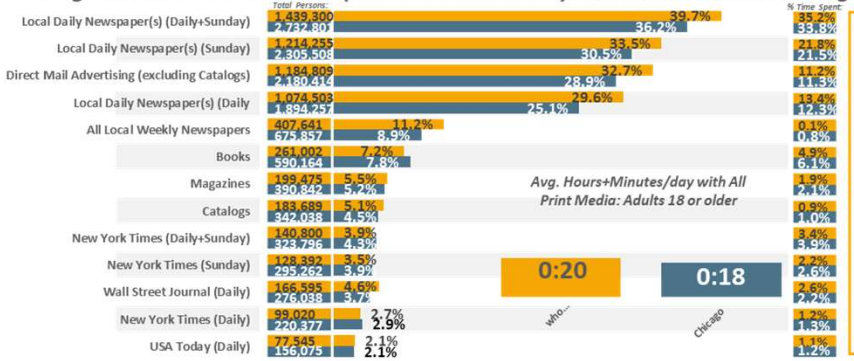
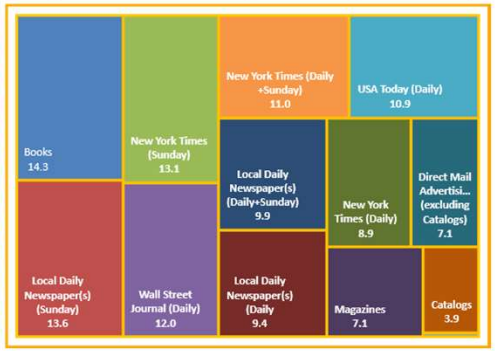
Pro teams (WSALF) - NFL: Seattle Seahawks

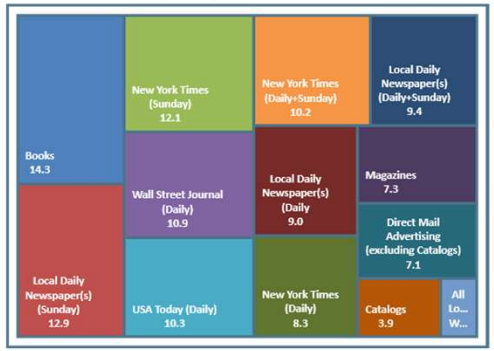
CHICAGO BEARS

1,439,300 or 39.7% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CHICAGO BEARS read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 37.1% of all time spent daily with All forms of Print Media

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

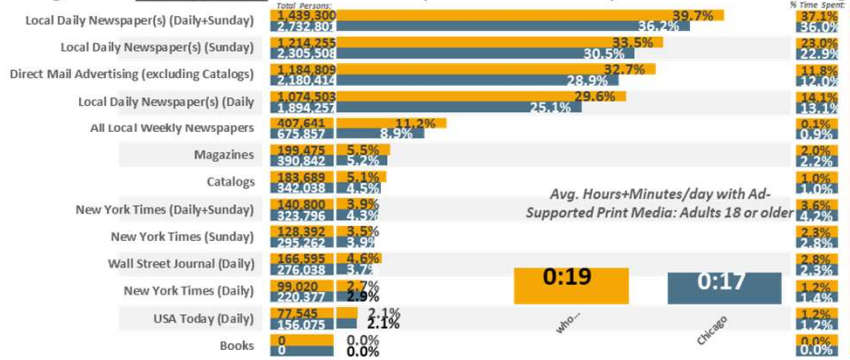


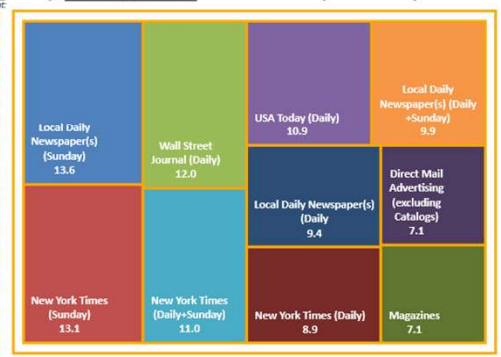


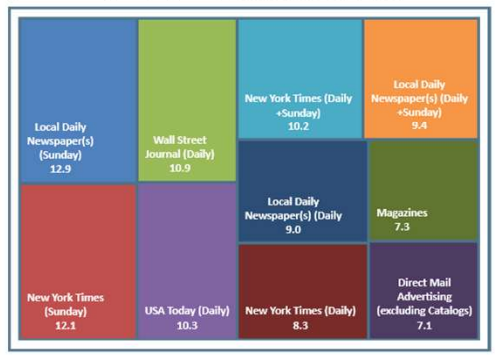


who Watch/Stream/Attend/Listen/Follow the CHICAGO BEARS ■ Chicago

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







who Watch/Stream/Attend/Listen/Follow the CHICAGO BEARS ■ Chicago

Chicago DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 1,731

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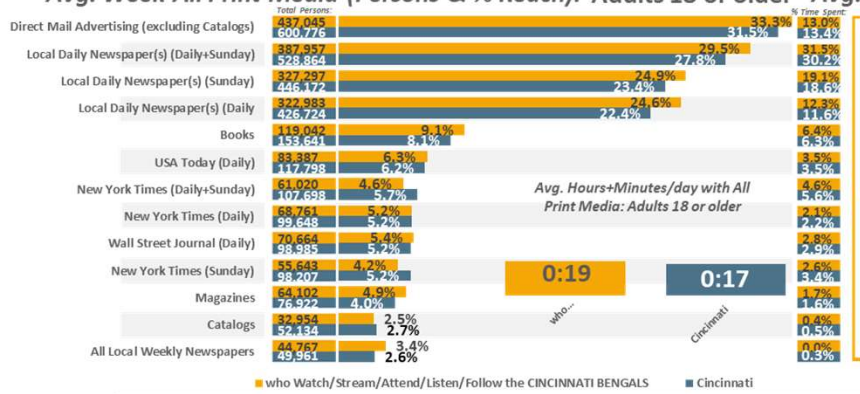
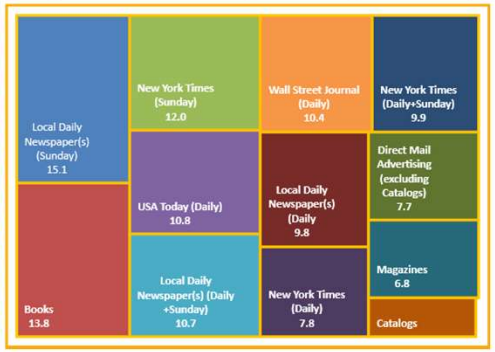
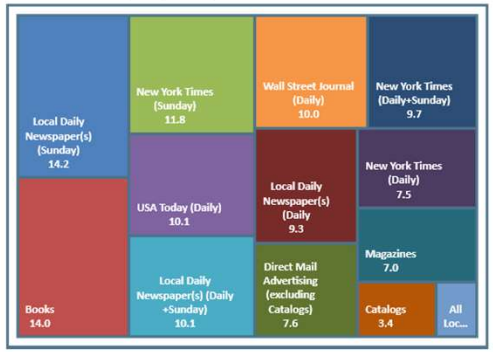
CINCINNATI BENGALS

387,957 or 29.5% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the CINCINNATI BENGALS read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.7 minutes every day representing 33.6% of all time spent daily with All forms of Print M

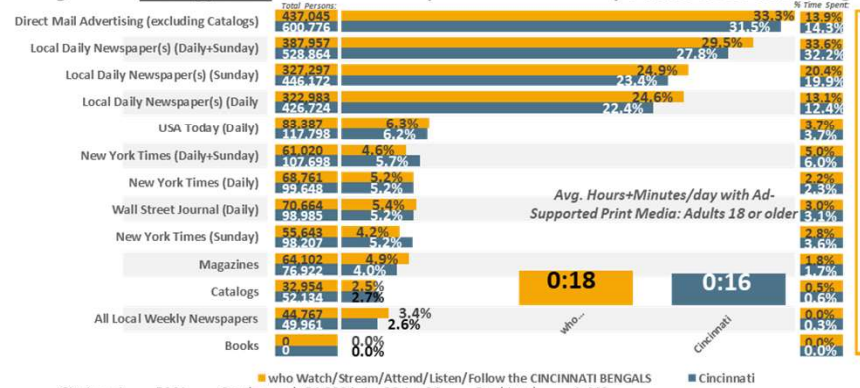
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

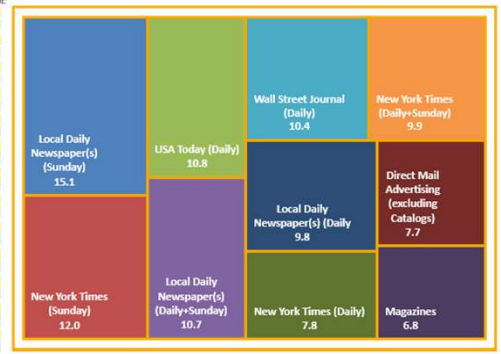


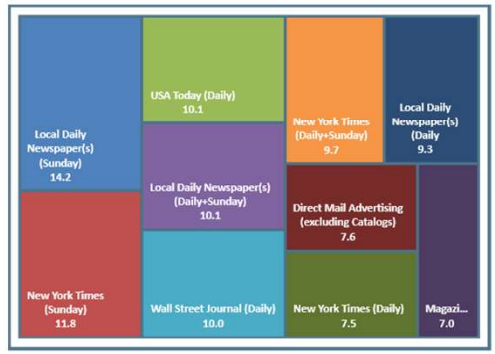




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,443

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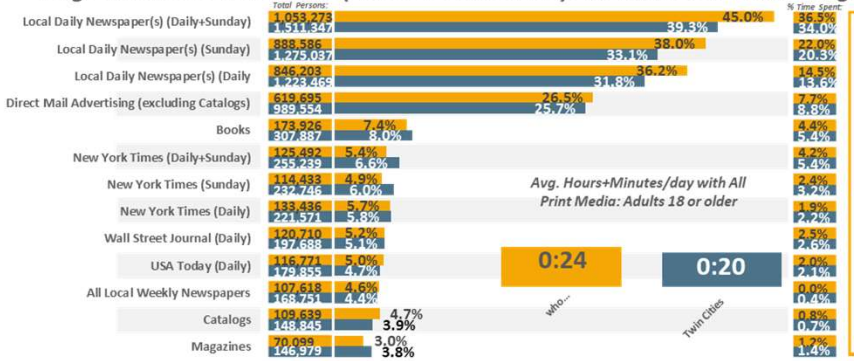
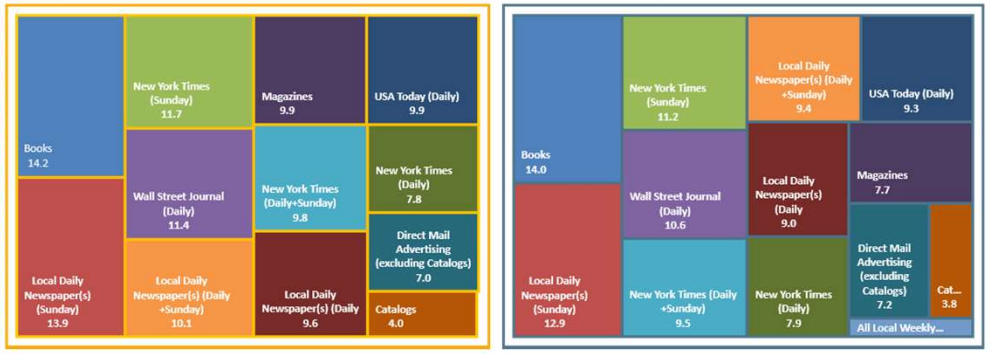
MINNESOTA VIKINGS

1,053,273 or 45.% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the MINNESOTA VIKINGS read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 38.1% of all time spent daily with All forms of Print M

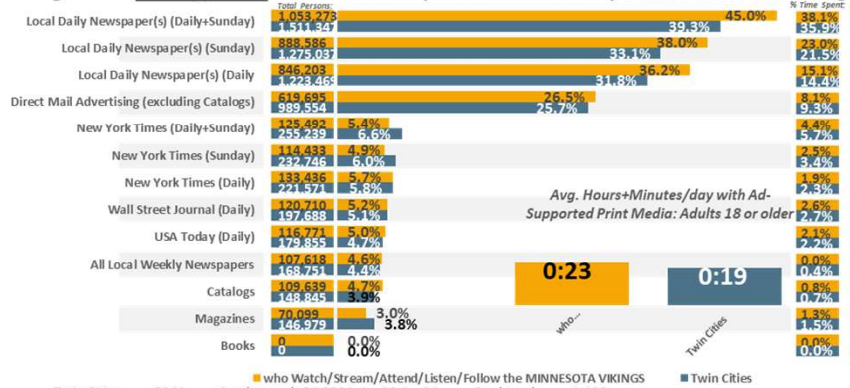
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



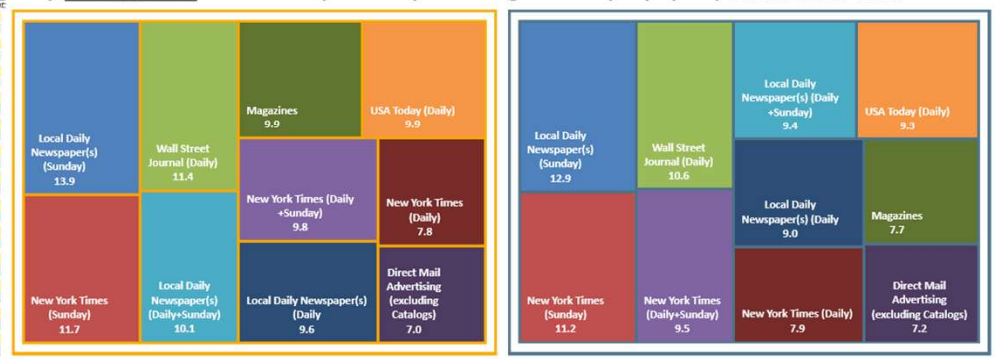
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



Twin Cities DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,183

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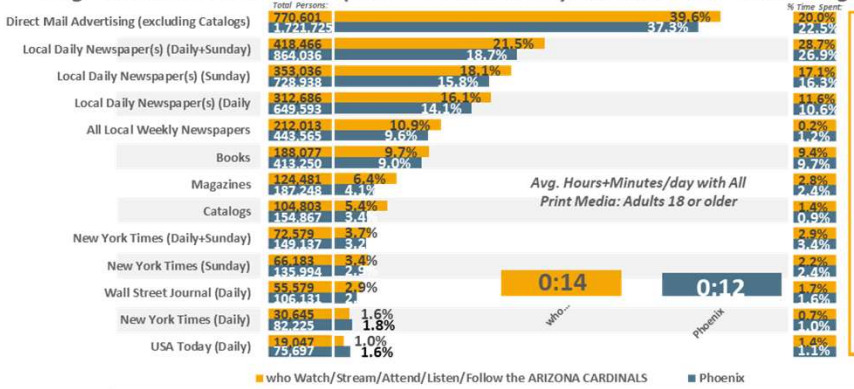
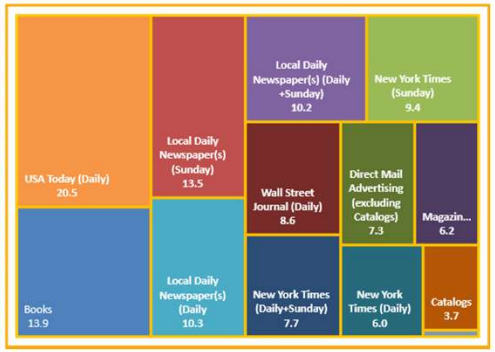
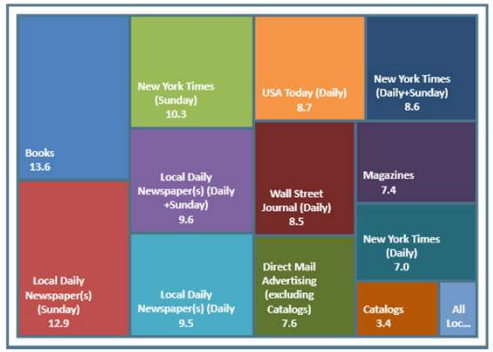
418,466 or 21.5% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the ARIZONA CARDINALS read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.2 minutes every day representing 31.6% of all time spent daily with All forms of Print Me

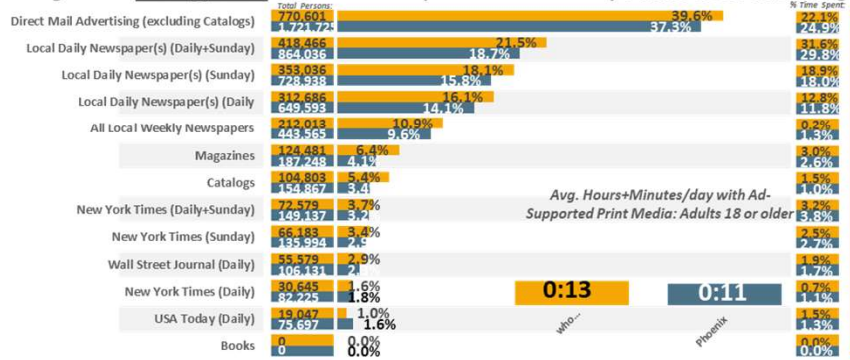
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

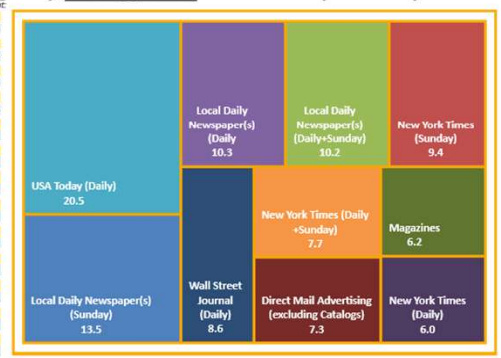


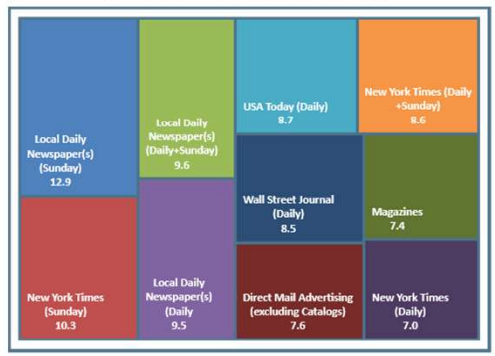




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







Phoenix DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,022

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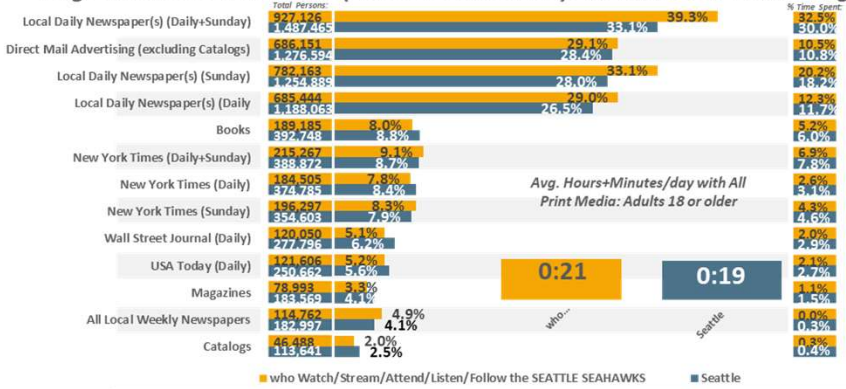
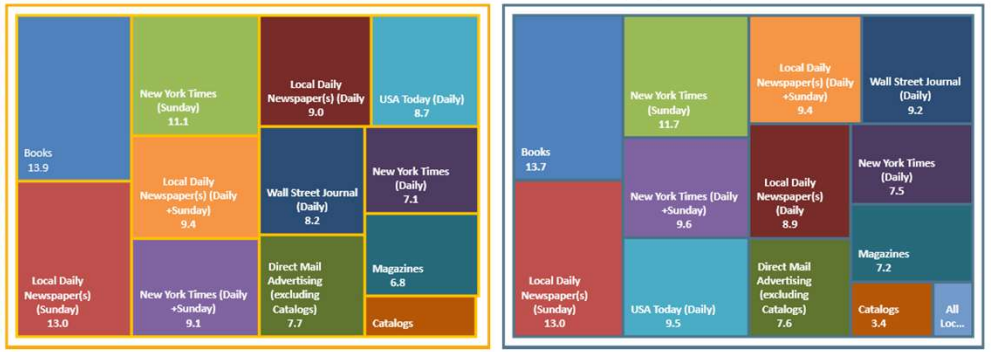
SEATTLE SEAHAWKS

927,126 or 39.3% of Adults 18 or older who Watch/Stream/Attend/Listen/Follow the SEATTLE SEAHAWKS read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 34.3% of all time spent daily with All forms of Print Medi

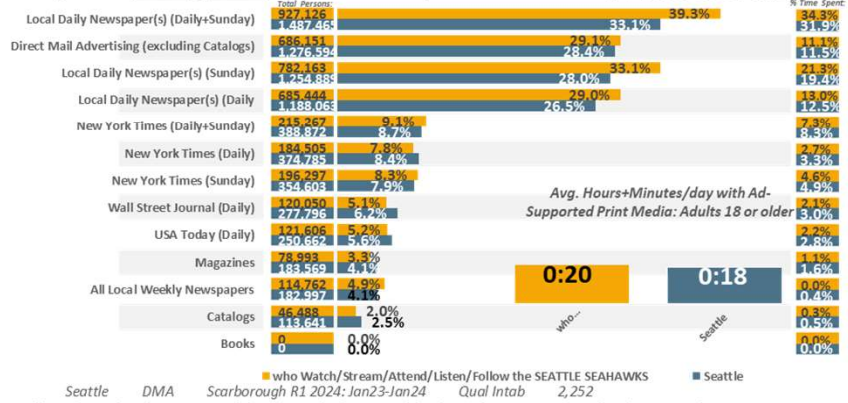
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



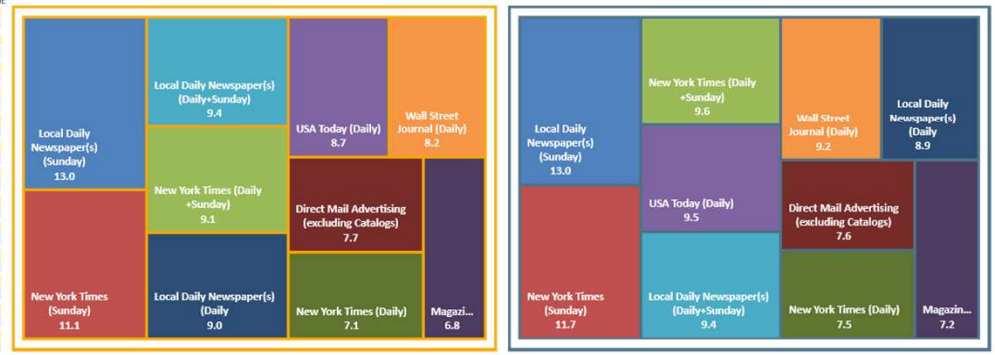
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



Seattle DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 2,252

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