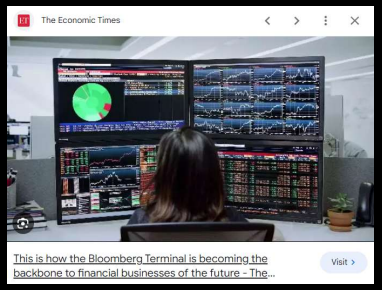
USA – 5 Types of P18+ (Not Yet Enrolled) who Plan to Back to School for a Degree!

Complete Demographic & Media Use Profiles



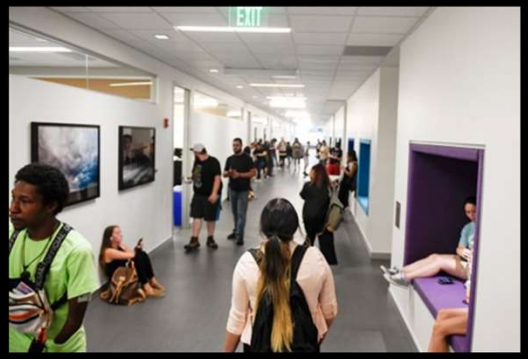
Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ who are HIGH SCHOOL GRADS or GED, Have SOME COLLEGE CREDIT, Have an ASSOCIATE'S DEGREE, Have a BACHELOR'S DEGREE, Have a POSTGRADUATE DEGREE (are NOT YET ENROLLED) AND Plan to GO BACK TO SCHOOL FOR A DEGREE as of April 2024!





High School Grad or GED

[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: High school graduate (12th grade or GED)



Some College Credit

[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Some college credit (no degree)



Associate's Degree

[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Associate's degree (AA, AS, etc.)



Bachelor's Degree

[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Bachelor's degree (BA, BS, etc.)



Postgraduate Degree

[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Postgraduate degree

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

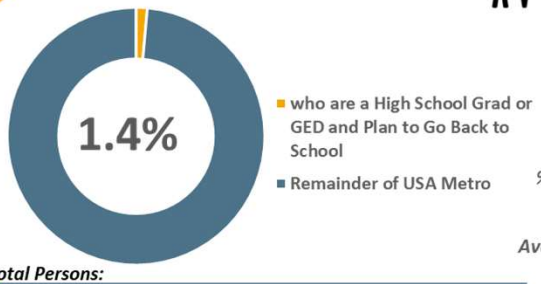
HUBBARD BROADCASTING INC. HB



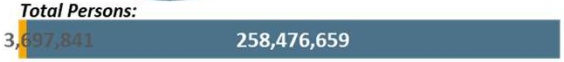
High School Grad or GED

1.4% or 3,697,841 of USA Adults 18 or older are a High School Grad or GED and Plan to Go Back to School. Typical Adults 18 or older who are a High School Grad or GED and Plan to Go Back to School are 32.1 years old (34.3% younger than average) and have a $61,402 (31.5% lower than average) annual household…

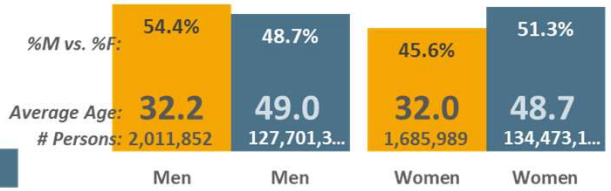
Percent of Market: Adults 18 or older



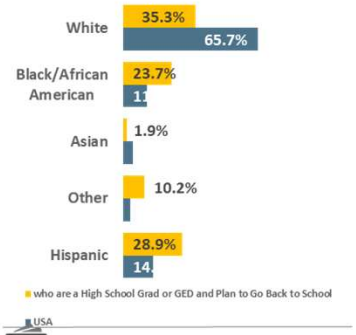
Total Persons:



Gender of Target vs. Market: Adults 18 or older

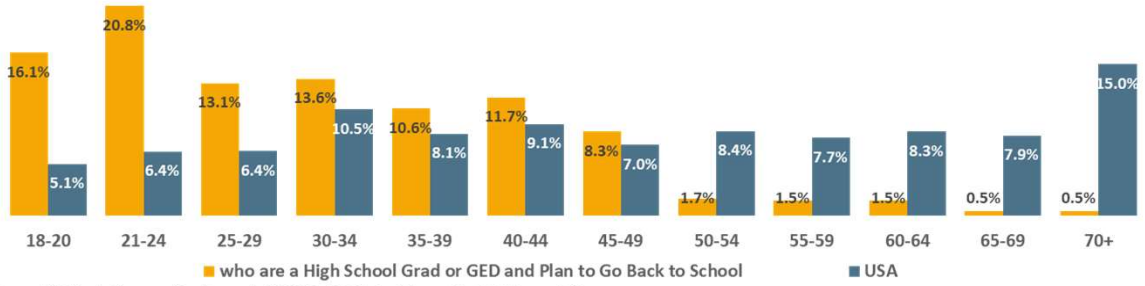


Ethnicity of Target vs. Market:

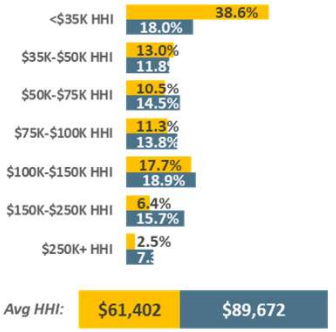


Age Cell Demographics of Target vs. Market:





HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 875

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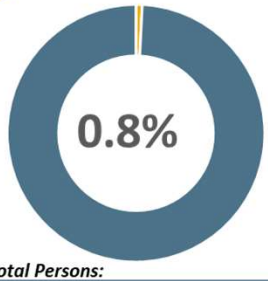
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: High school graduate (12th grade or GED)



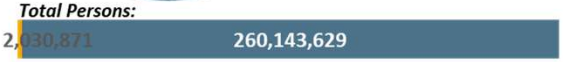
Some College Credit

.8% or 2,030,871 of USA Adults 18 or older have Some College Credit and Plan to Go Back to School.
Typical Adults 18 or older who have Some College Credit and Plan to Go Back to School are 38.3 years old (21.7% younger than average) and have a $67,231 (25.% lower than average) annual household income.

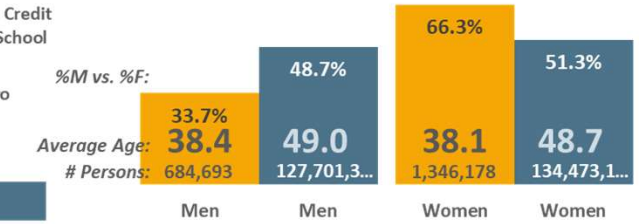
Percent of Market: Adults 18 or older



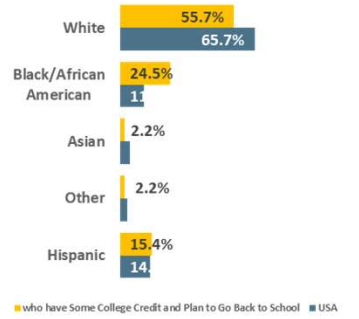
Total Persons:



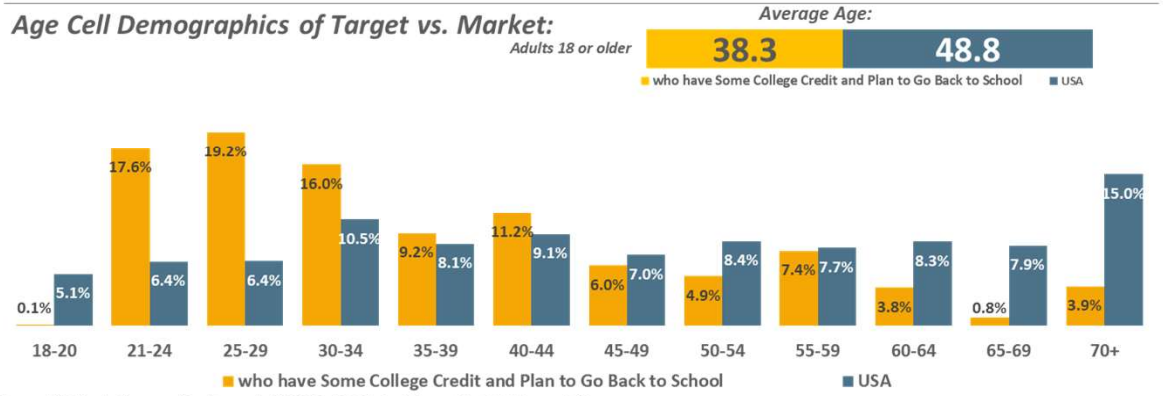
Gender of Target vs. Market: Adults 18 or older



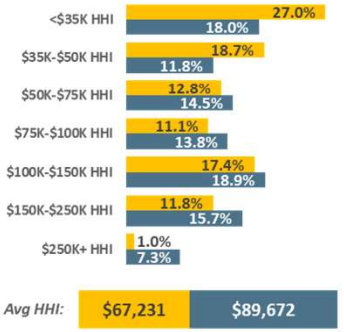
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 875

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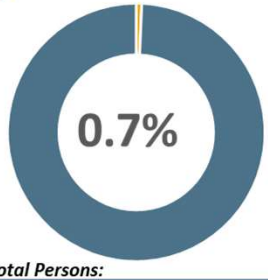
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Some college credit (no degree)



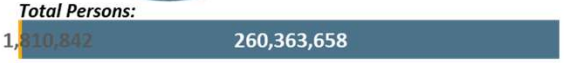
Associate's Degree

.7% or 1,810,842 of USA Adults 18 or older have an Associate's Degree and Plan to Go Back to School.
Typical Adults 18 or older who have an Associate's Degree and Plan to Go Back to School are 43.5 years old (11.% younger than average) and have a $61,042 (31.9% lower than average) annual household income.

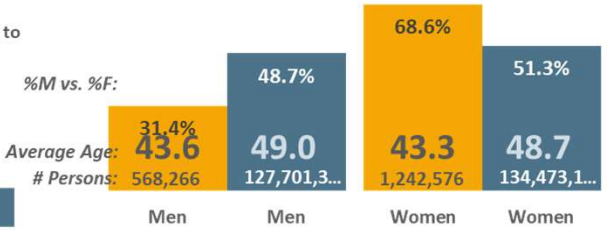
Percent of Market: Adults 18 or older



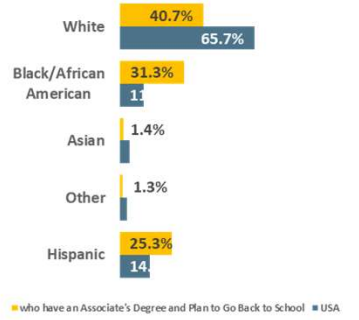
Total Persons:



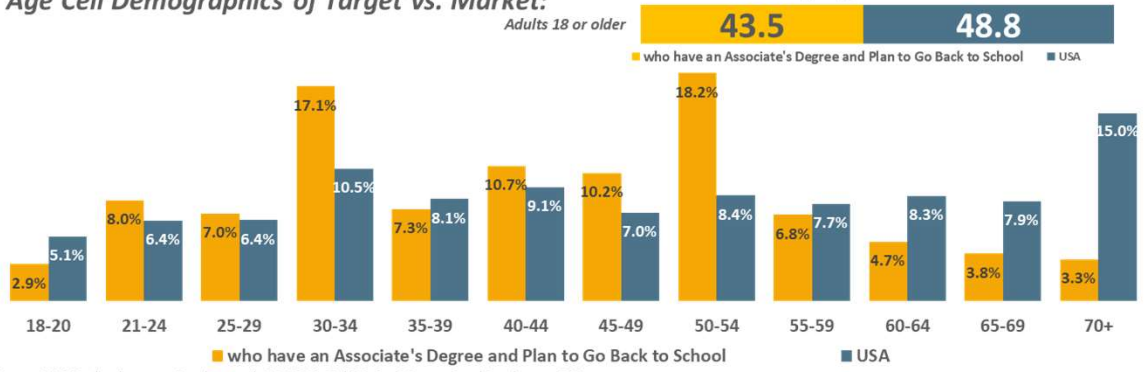
Gender of Target vs. Market: Adults 18 or older



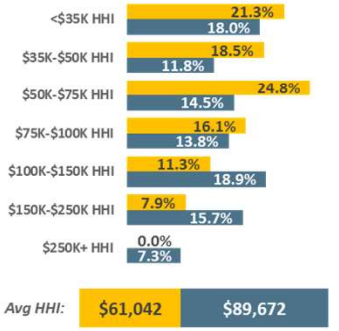
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $61,042 | $89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 875

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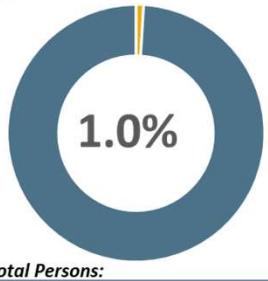
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Associate's degree (AA, AS, etc.)



Bachelor's Degree

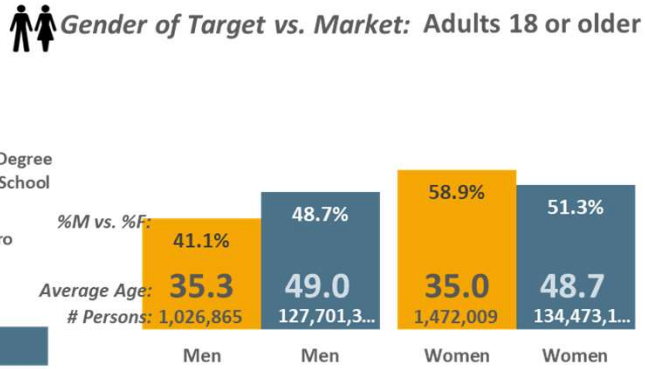
1.% or 2,498,875 of USA Adults 18 or older have a Bachelor's Degree and Plan to Go Back to School.
Typical Adults 18 or older who have a Bachelor's Degree and Plan to Go Back to School are 35.1 years old (28.1% younger than average) and have a $102,963 (14.8% higher than average) annual household income.

Percent of Market: Adults 18 or older

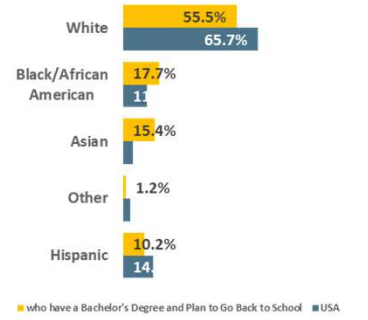


Total Persons:
2,498,875 259,675,625

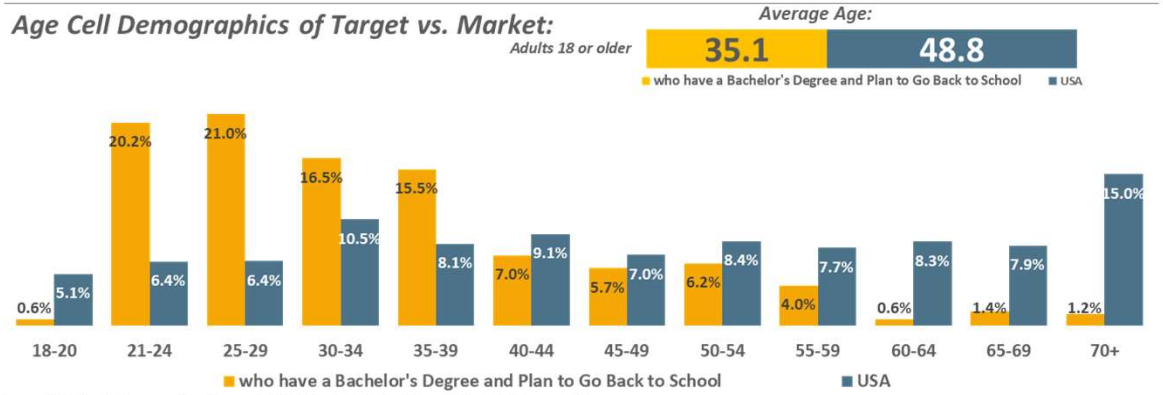
Gender of Target vs. Market: Adults 18 or older



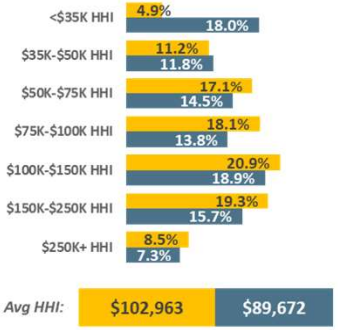
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



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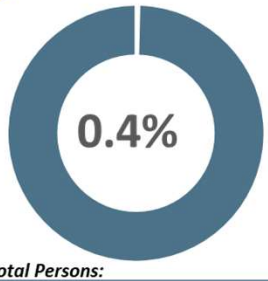
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Bachelor's degree (BA, BS, etc.)



Postgraduate Degree

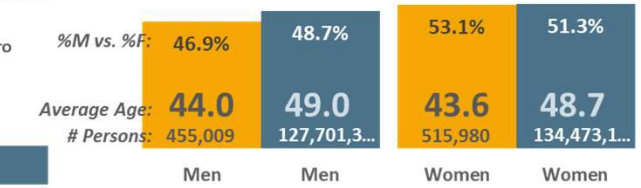
.4% or 970,989 of USA Adults 18 or older have a Postgraduate Degree and Plan to Go Back to School.
Typical Adults 18 or older who have a Postgraduate Degree and Plan to Go Back to School are 43.8 years old (10.3% younger than average) and have a $117,897 (31.5% higher than average) annual household income.

Percent of Market: Adults 18 or older

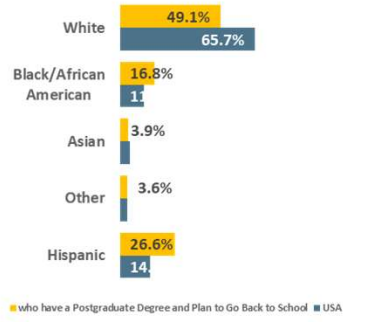


Total Persons:
970,989 | 261,203,511

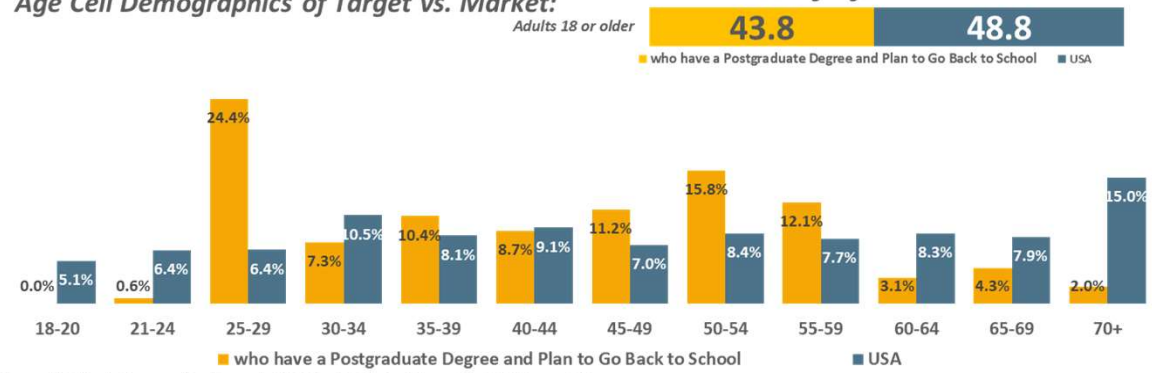
Gender of Target vs. Market: Adults 18 or older



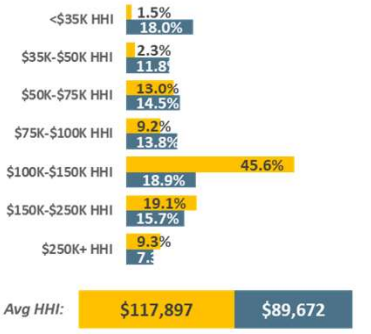
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



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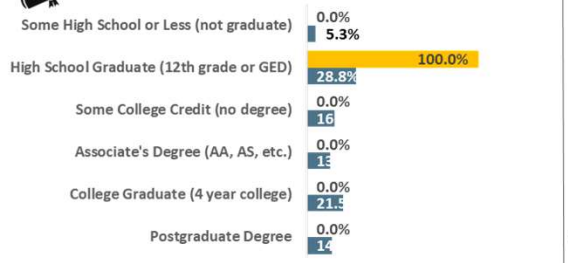
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Postgraduate degree



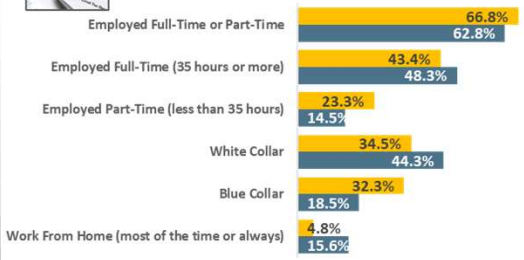
High School Grad or GED

1.4% or 3,697,841 of USA Adults 18 or older are a High School Grad or GED and Plan to Go Back to School.
#DIV/0!

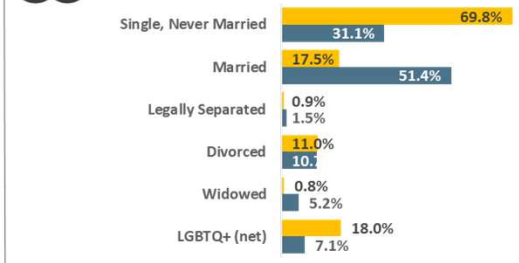
Education Levels: Adults 18 or older



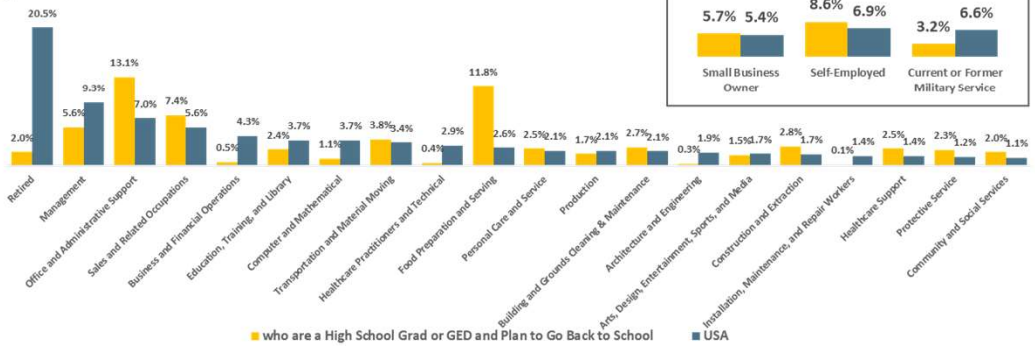
Employment: Adults 18 or older



Marital Status: Adults 18 or older

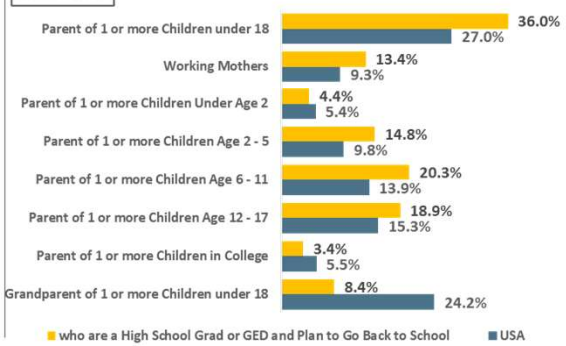


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



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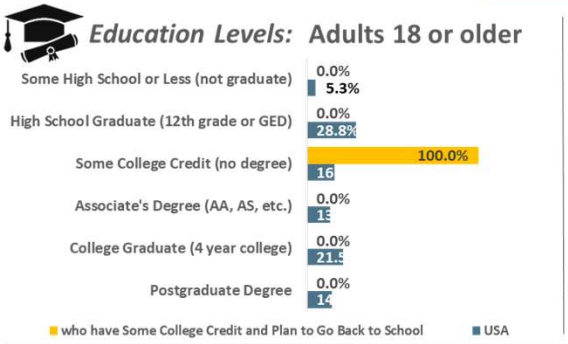
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: High school graduate (12th grade or GED)



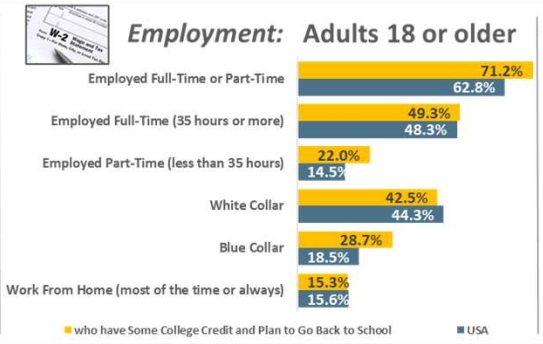
Some College Credit

.8% or 2,030,871 of USA Adults 18 or older have Some College Credit and Plan to Go Back to School.
#DIV/0!

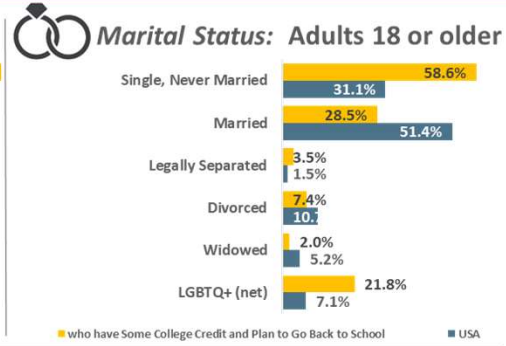
Education Levels: Adults 18 or older



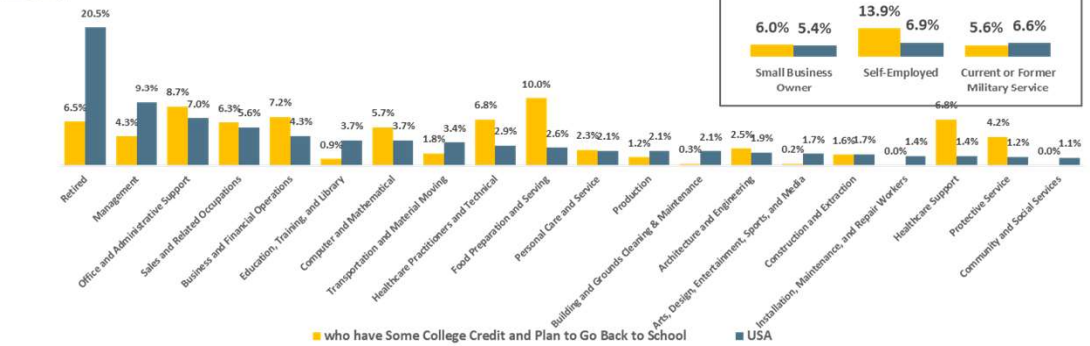
Employment: Adults 18 or older



Marital Status: Adults 18 or older

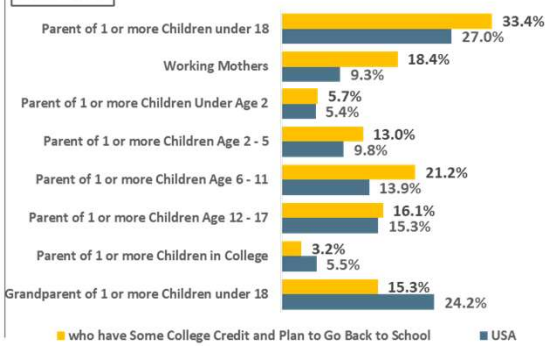


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



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[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Some college credit (no degree)

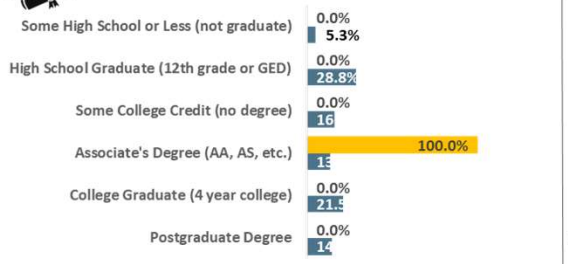


Associate's Degree

.7% or 1,810,842 of USA Adults 18 or older have an Associate's Degree and Plan to Go Back to School.
#DIV/0!

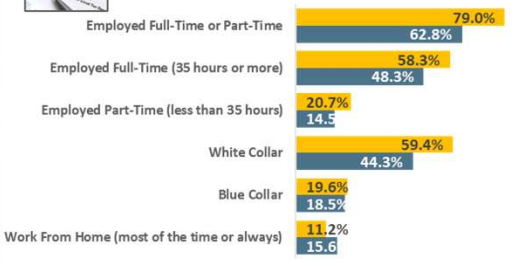
Education Levels: Adults 18 or older





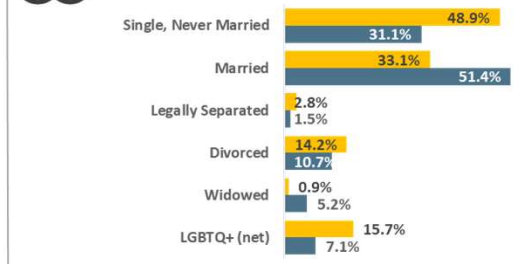
Employment: Adults 18 or older





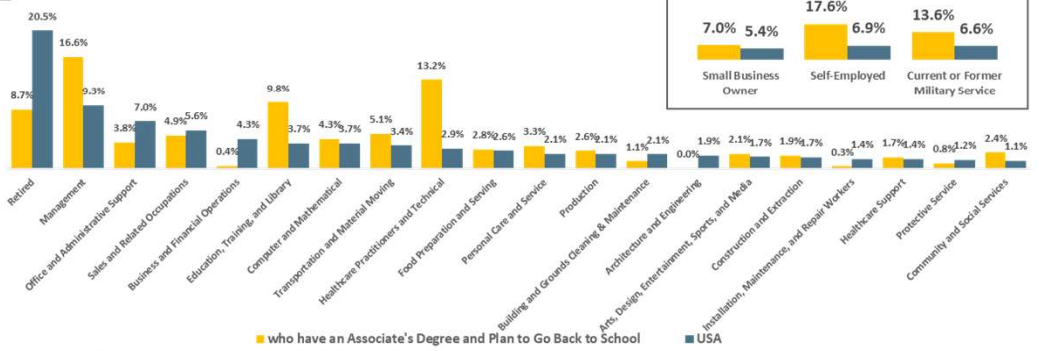
Marital Status: Adults 18 or older





Top-20 Occupations: Adults 18 or older

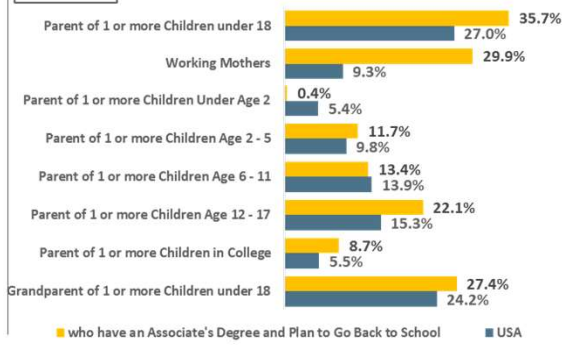




Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 875

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

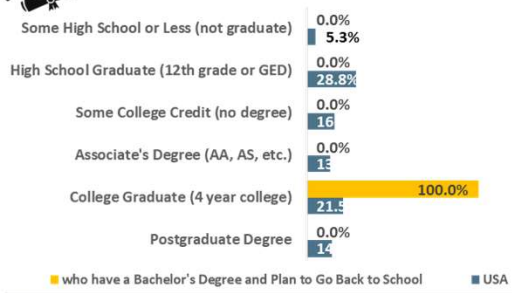
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Associate's degree (AA, AS, etc.)



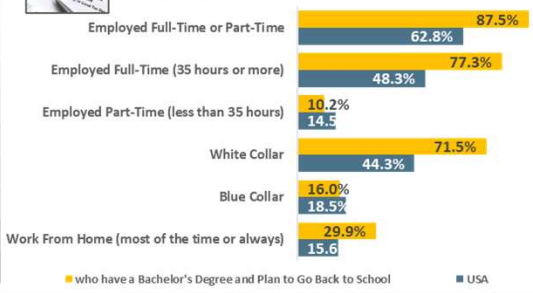
Bachelor's Degree

1.% or 2,498,875 of USA Adults 18 or older have a Bachelor's Degree and Plan to Go Back to School.
Adults 18 or older who have a Bachelor's Degree and Plan to Go Back to School are 176.8% more likely to be a college graduate, 60.1% more likely to work full-time, 35.2% less likely to be married, 9.7% more likely to be a parent of 1 or more children unde

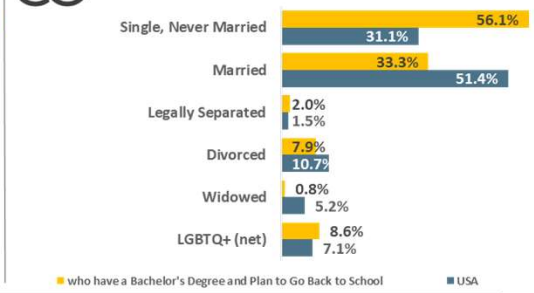
Education Levels: Adults 18 or older



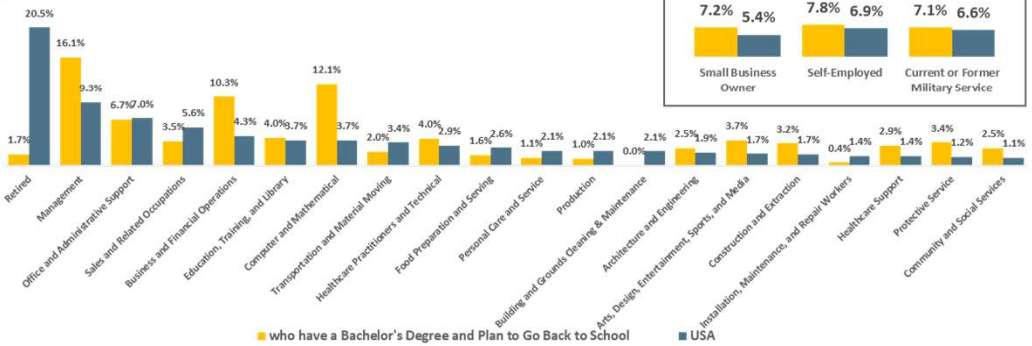
Employment: Adults 18 or older



Marital Status: Adults 18 or older

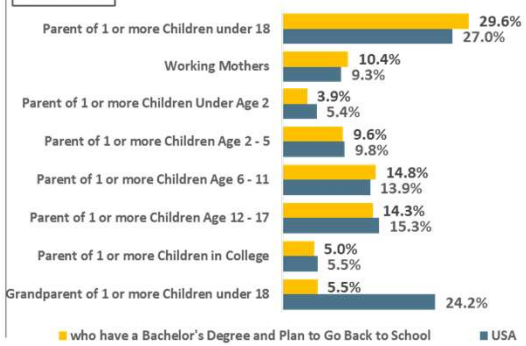


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 875

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

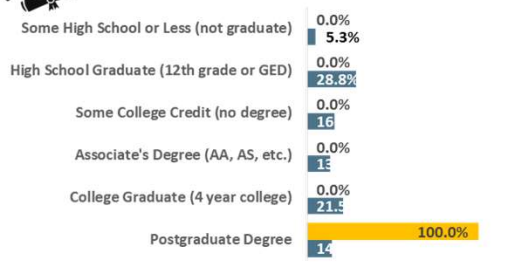
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Bachelor's degree (BA, BS, etc.)



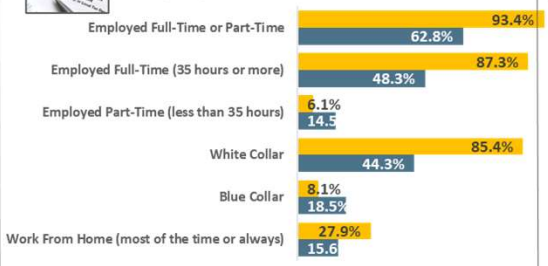
Postgraduate Degree

.4% or 970,989 of USA Adults 18 or older have a Postgraduate Degree and Plan to Go Back to School. Adults 18 or older who have a Postgraduate Degree and Plan to Go Back to School are 176.8% more likely to be a college graduate, 80.8% more likely to work full-time, 11.1% more likely to be married, 36.1% more likely to be a parent of 1 or more children u

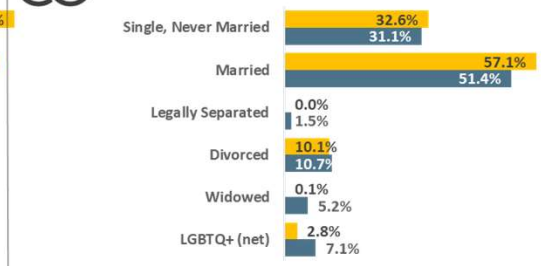
Education Levels: Adults 18 or older



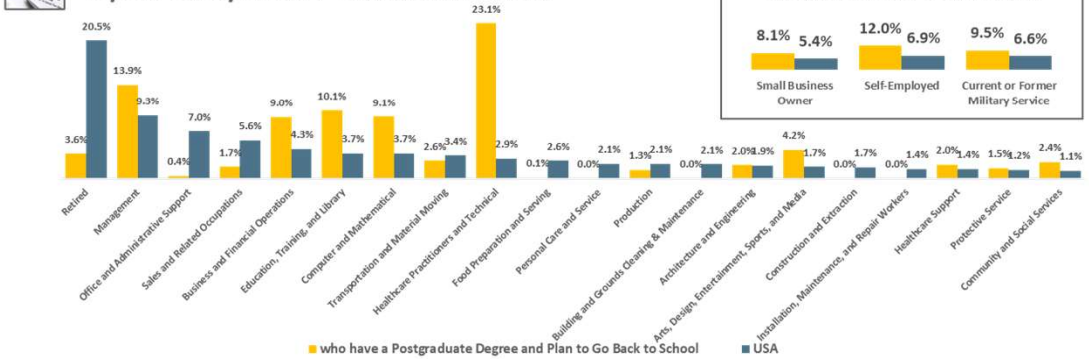
Employment: Adults 18 or older



Marital Status: Adults 18 or older

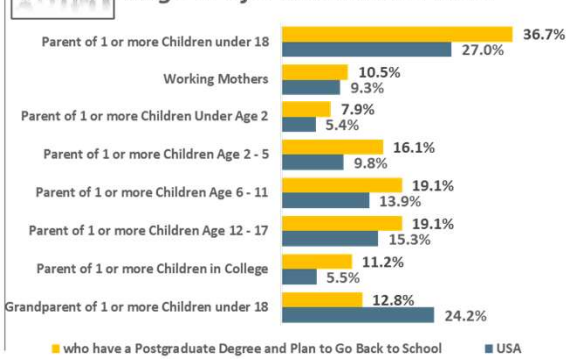


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 875

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

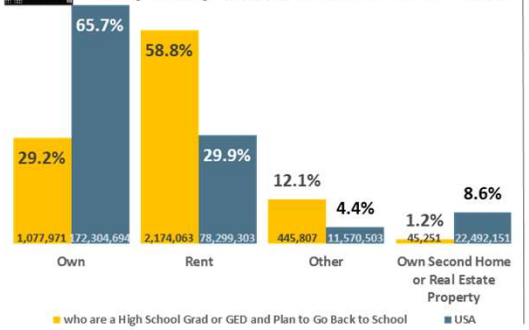
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Postgraduate degree



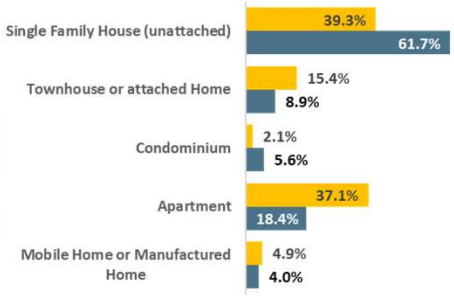
High School Grad or GED

1.4% or 3,697,841 of USA Adults 18 or older are a High School Grad or GED and Plan to Go Back to School. Adults 18 or older who are a High School Grad or GED and Plan to Go Back to School are 55.6% less likely to own their home, 19.6% more likely to own a lower valued home, 36.3% less likely to have a single-family home, 29.7% more likely to have a dog.

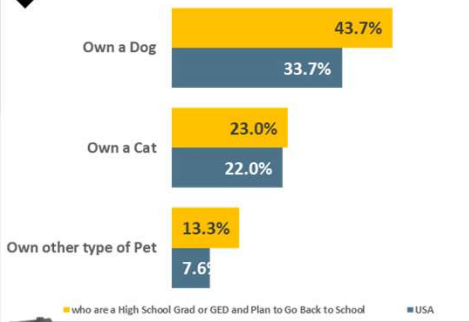
Own/Rent/Other: Adults 18 or older



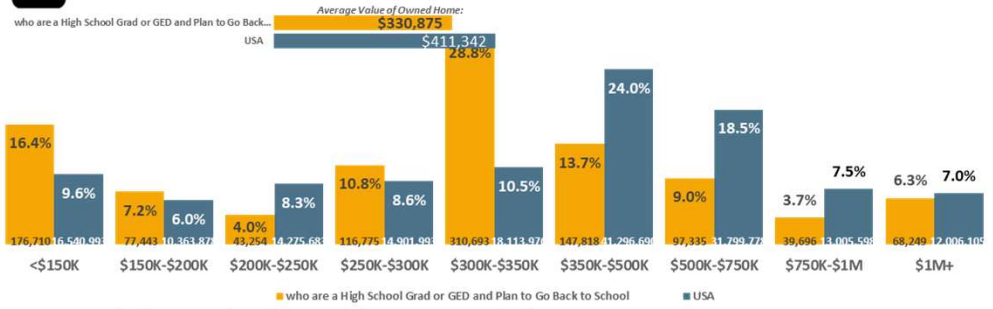
Type of Home: Adults 18 or older



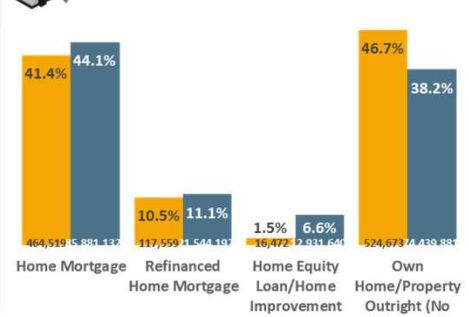
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 875

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

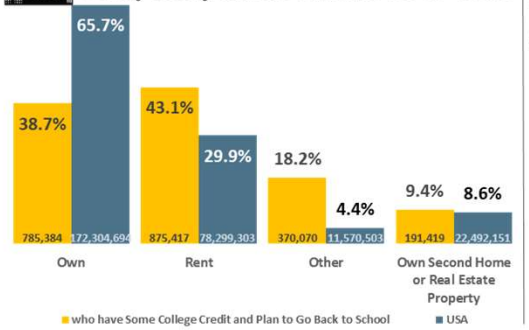
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: High school graduate (12th grade or GED)



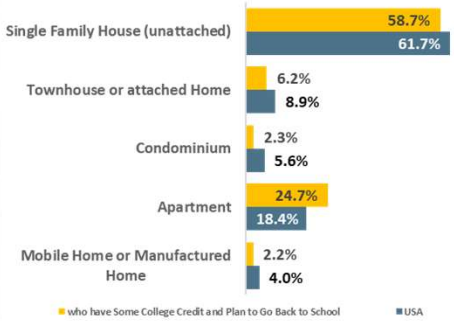
Some College Credit

.8% or 2,030,871 of USA Adults 18 or older have Some College Credit and Plan to Go Back to School. Adults 18 or older who have Some College Credit and Plan to Go Back to School are 41.2% less likely to own their home, 10.% more likely to own a lower valued home, 4.8% less likely to have a single-family home, 34.1% more likely to have a dog.

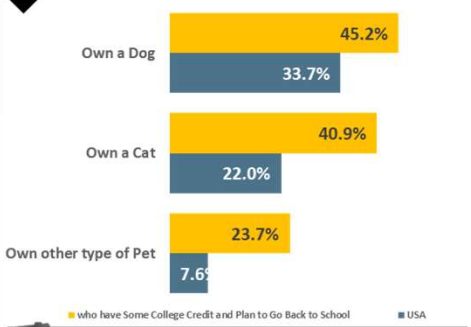
Own/Rent/Other: Adults 18 or older



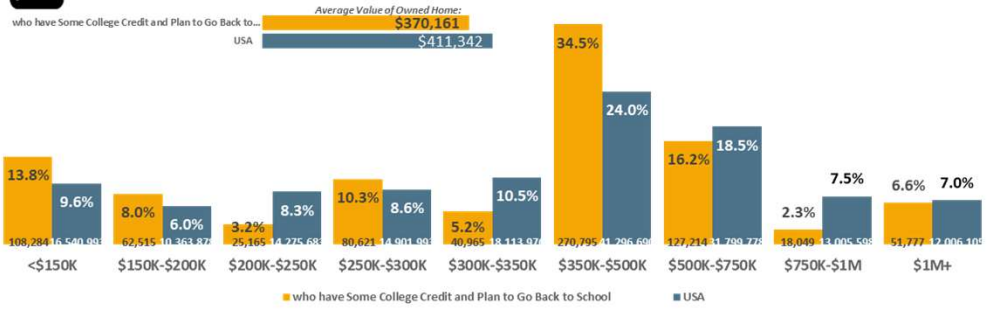
Type of Home: Adults 18 or older



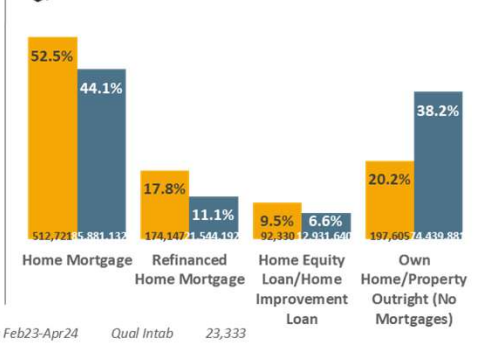
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 875

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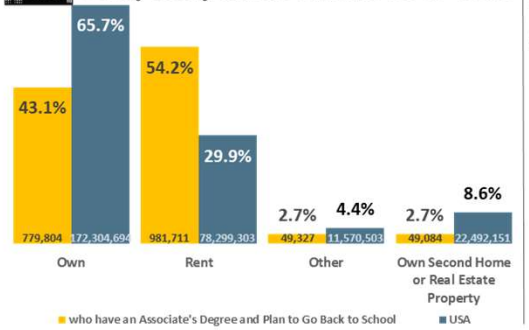
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Some college credit (no degree)



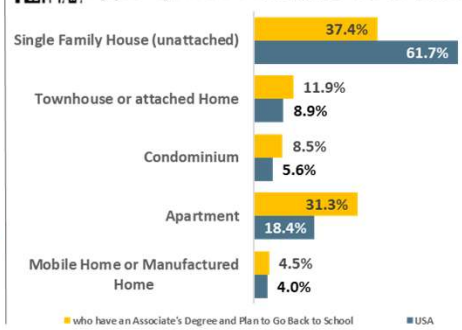
Associate's Degree

.7% or 1,810,842 of USA Adults 18 or older have an Associate's Degree and Plan to Go Back to School. Adults 18 or older who have an Associate's Degree and Plan to Go Back to School are 34.5% less likely to own their home, 32.3% more likely to own a lower valued home, 39.5% less likely to have a single-family home, 12.9% more likely to have a dog.

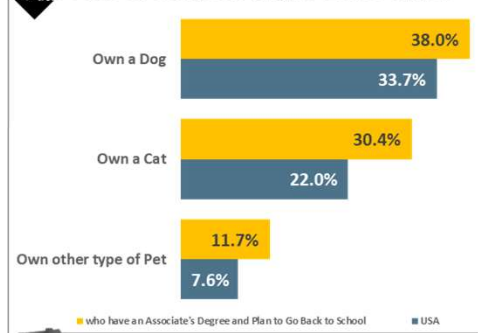
Own/Rent/Other: Adults 18 or older



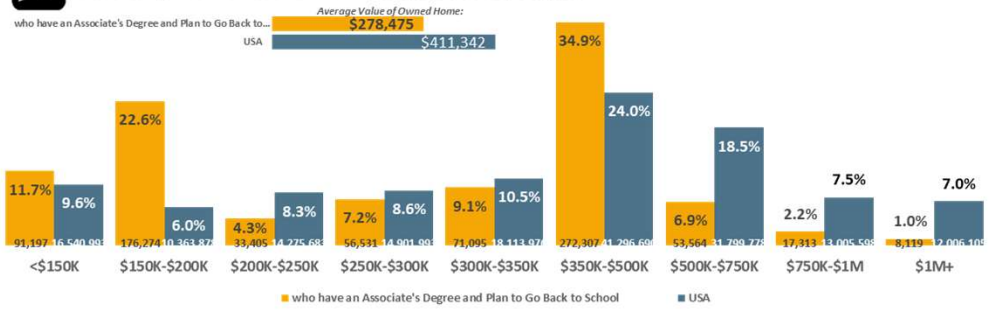
Type of Home: Adults 18 or older



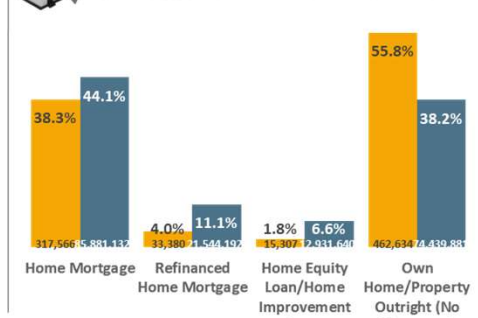
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *875*

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

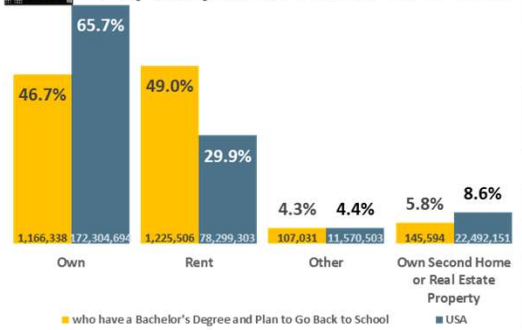
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Associate's degree (AA, AS, etc.)



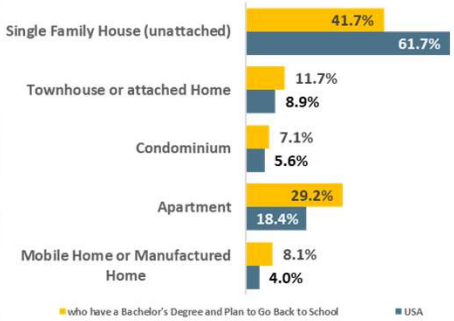
Bachelor's Degree

1.% or 2,498,875 of USA Adults 18 or older have a Bachelor's Degree and Plan to Go Back to School. Adults 18 or older who have a Bachelor's Degree and Plan to Go Back to School are 29.% less likely to own their home, 2.7% more likely to own a higher valued home, 32.4% less likely to have a single-family home, 7.4% more likely to have a dog.

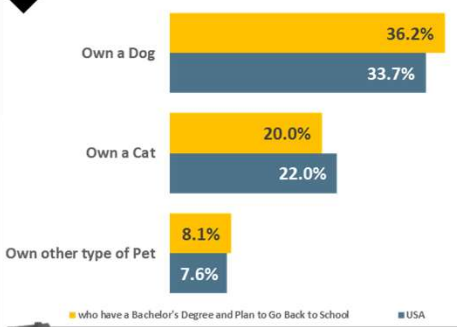
Own/Rent/Other: Adults 18 or older



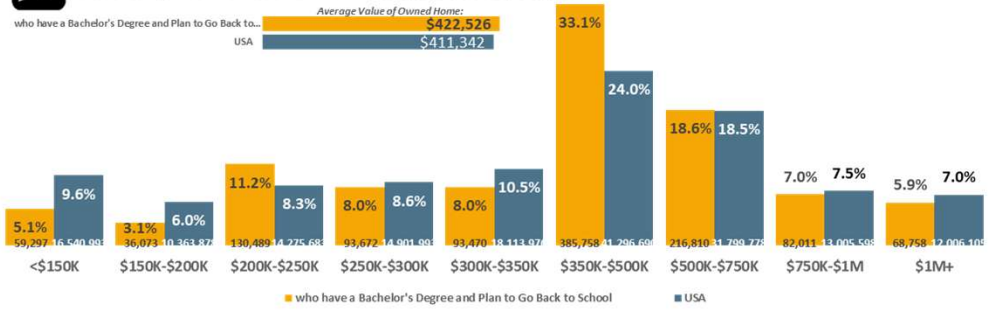
Type of Home: Adults 18 or older



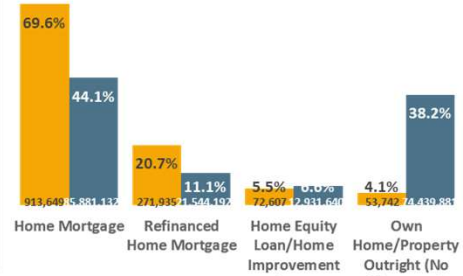
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *875*

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

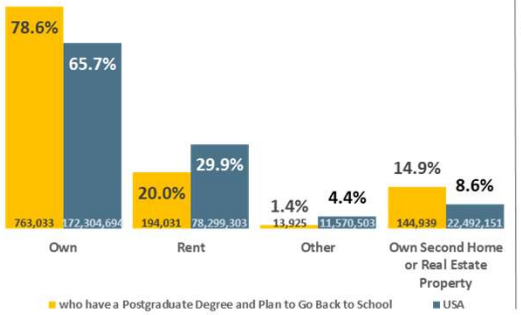
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Bachelor's degree (BA, BS, etc.)



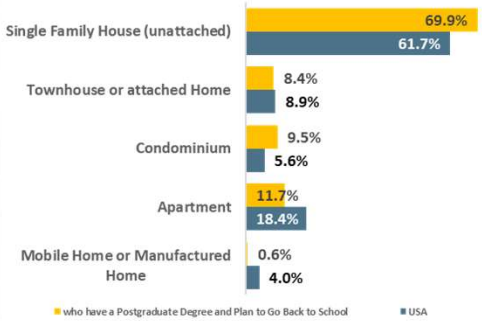
Postgraduate Degree

.4% or 970,989 of USA Adults 18 or older have a Postgraduate Degree and Plan to Go Back to School. Adults 18 or older who have a Postgraduate Degree and Plan to Go Back to School are 19.6% more likely to own their home, 2.8% more likely to own a higher valued home, 13.3% more likely to have a single-family home, 46.2% more likely to have a dog.

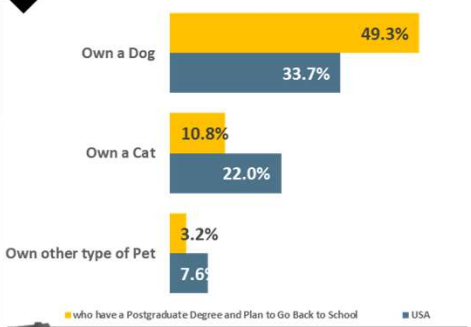
Own/Rent/Other: Adults 18 or older



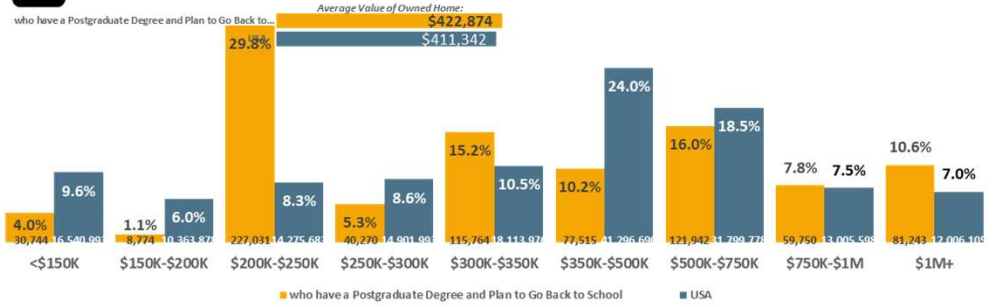
Type of Home: Adults 18 or older



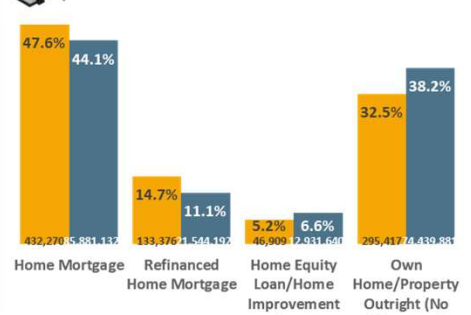
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 875

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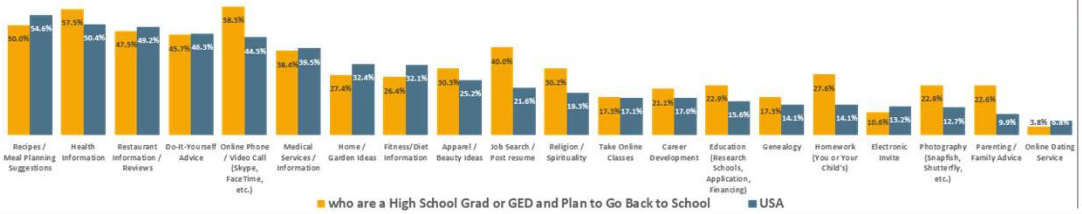
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Postgraduate degree



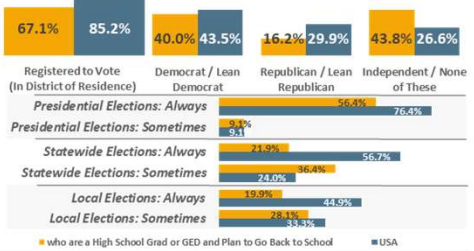
High School Grad or GED

1.4% or 3,697,841 of USA Adults 18 or older are a High School Grad or GED and Plan to Go Back to School. Adults 18 or older who are a High School Grad or GED and Plan to Go Back to School are 1.4% less likely to look up D-I-Y advice online, 55.5% less likely to always vote in local elections, 29.3% more likely to belong to a gym, 40.% less likely to fly dome

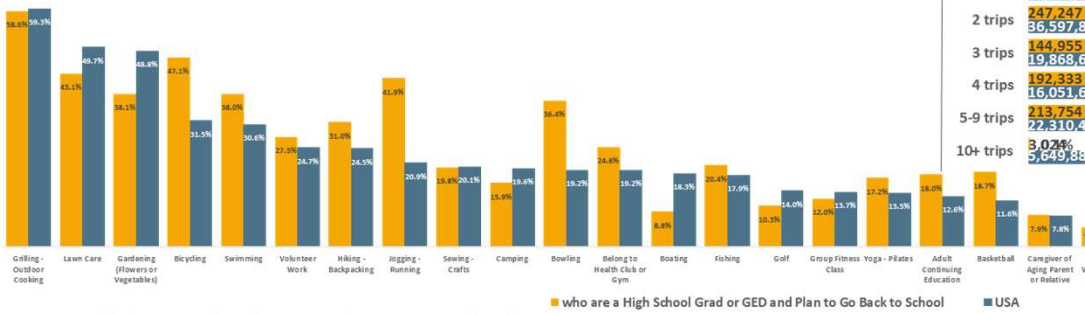
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



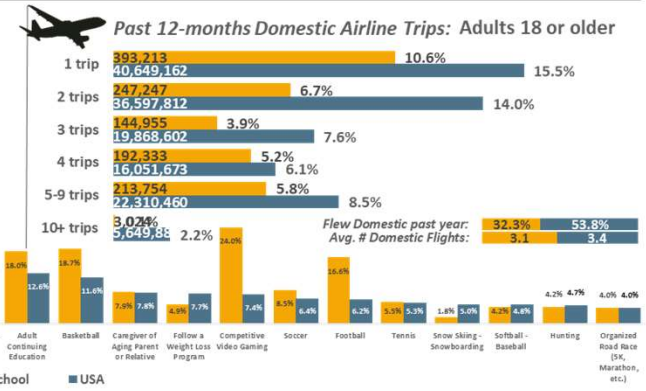
Political Activity: Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 875

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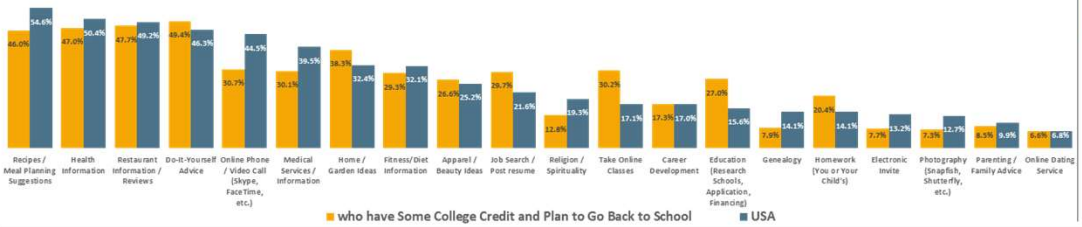
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: High school graduate (12th grade or GED)



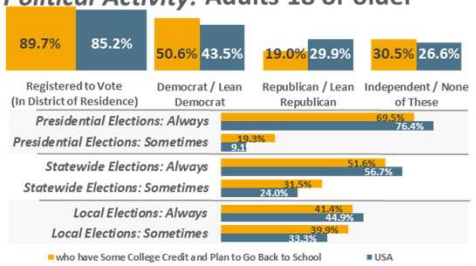
Some College Credit

.8% or 2,030,871 of USA Adults 18 or older have Some College Credit and Plan to Go Back to School.
Adults 18 or older who have Some College Credit and Plan to Go Back to School are 6.7% more likely to look up D-I-Y advice online, 7.8% less likely to always vote in local elections, 47.% more likely to belong to a gym, 13.3% more likely to fly domestic p

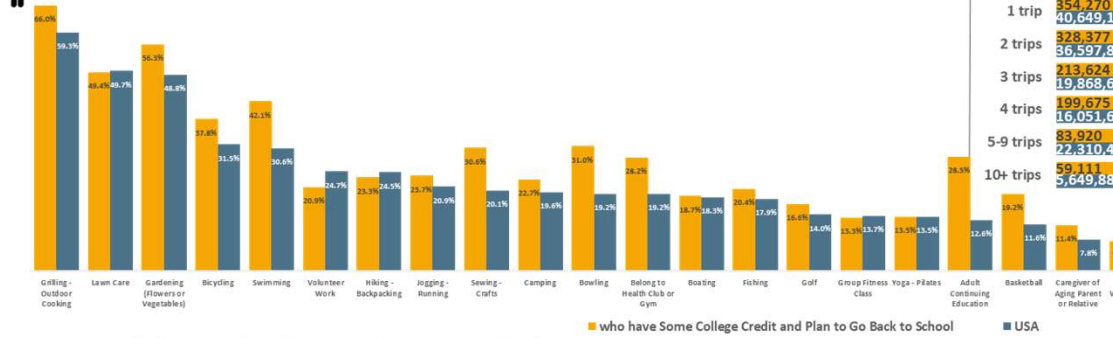
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



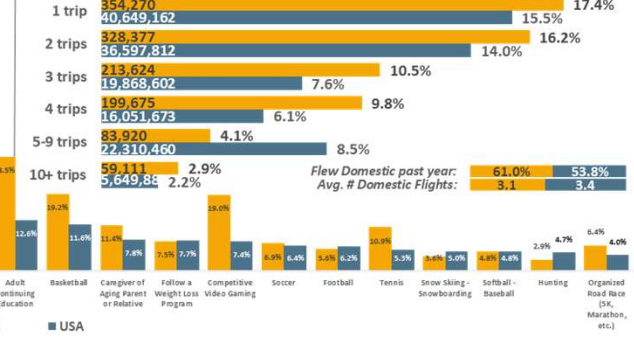
Political Activity: Adults 18 or older



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



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



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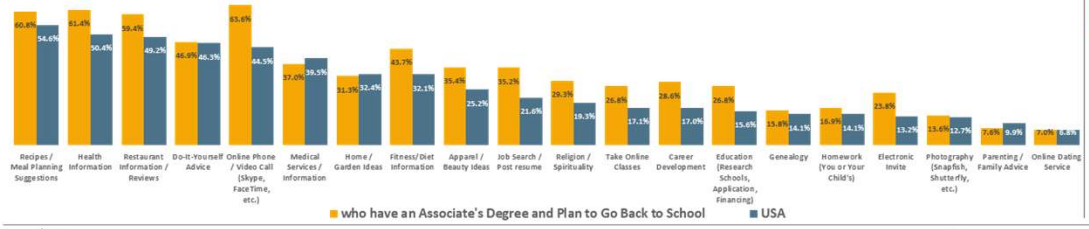
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Some college credit (no degree)



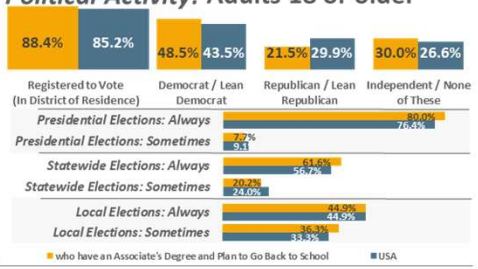
Associate's Degree

.7% or 1,810,842 of USA Adults 18 or older have an Associate's Degree and Plan to Go Back to School. Adults 18 or older who have an Associate's Degree and Plan to Go Back to School are 1.2% more likely to look up D-I-Y advice online, .1% more likely to always vote in local elections, 32.% more likely to belong to a gym, 3.7% less likely to fly domestic p

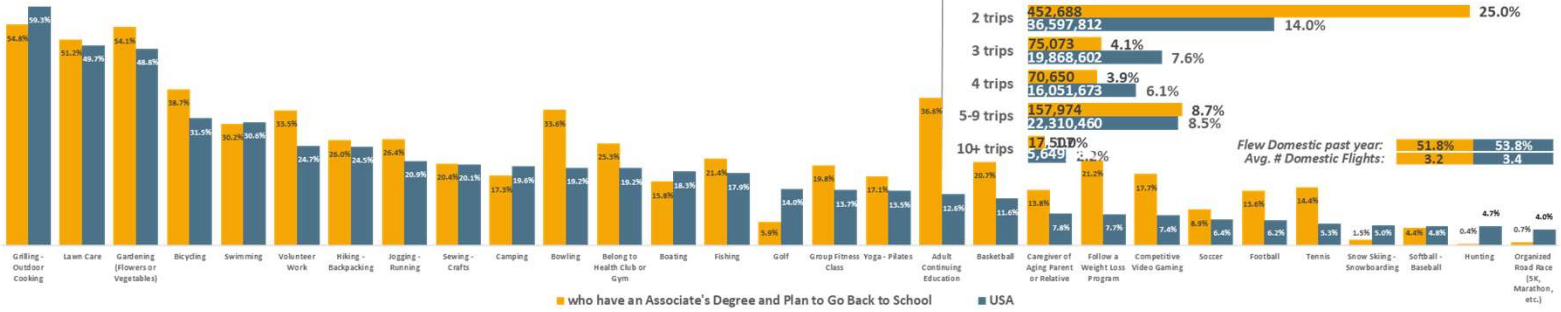
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Political Activity: Adults 18 or older



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



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

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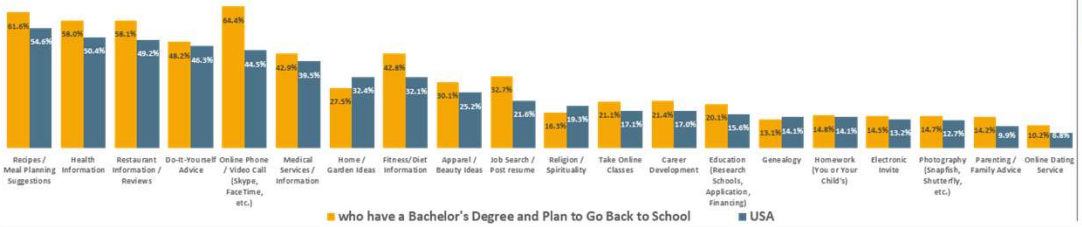
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Associate's degree (AA, AS, etc.)



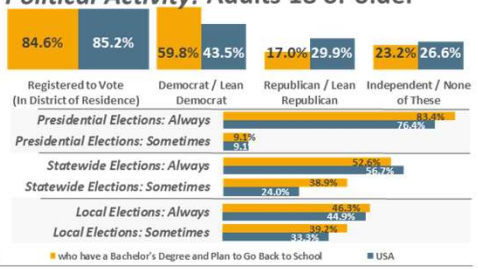
Bachelor's Degree

1.% or 2,498,875 of USA Adults 18 or older have a Bachelor's Degree and Plan to Go Back to School.
Adults 18 or older who have a Bachelor's Degree and Plan to Go Back to School are 4.% more likely to look up D-I-Y advice online, 3.3% more likely to always vote in local elections, 90.7% more likely to belong to a gym, 38.1% more likely to fly domestic p

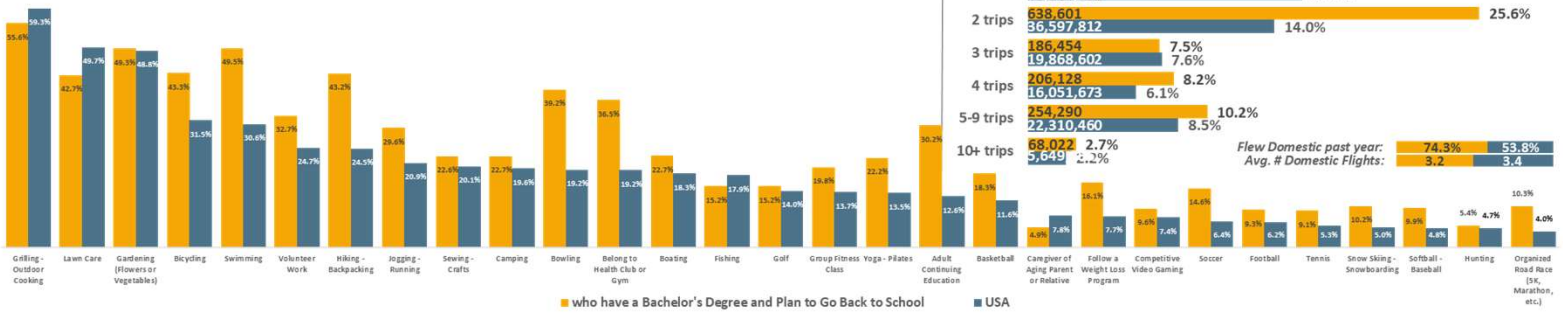
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

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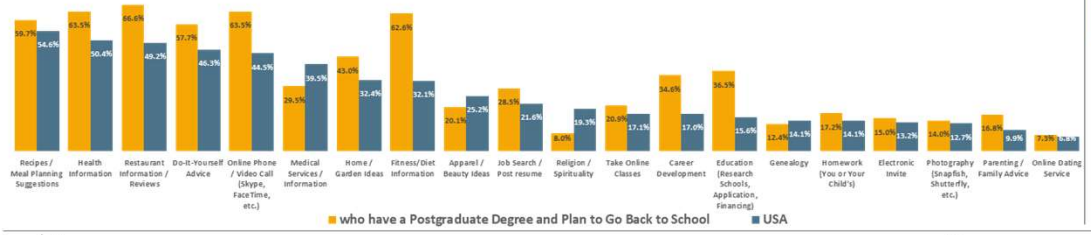
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Bachelor's degree (BA, BS, etc.)



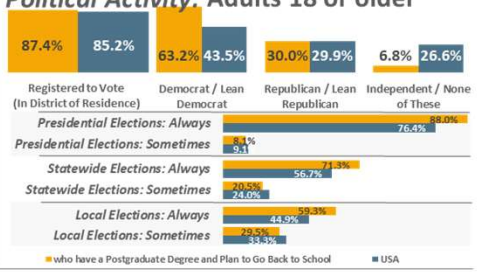
Postgraduate Degree

.4% or 970,989 of USA Adults 18 or older have a Postgraduate Degree and Plan to Go Back to School. Adults 18 or older who have a Postgraduate Degree and Plan to Go Back to School are 24.5% more likely to look up D-I-Y advice online, 32.2% more likely to always vote in local elections, 34.7% more likely to belong to a gym, 11.8% more likely to fly domes

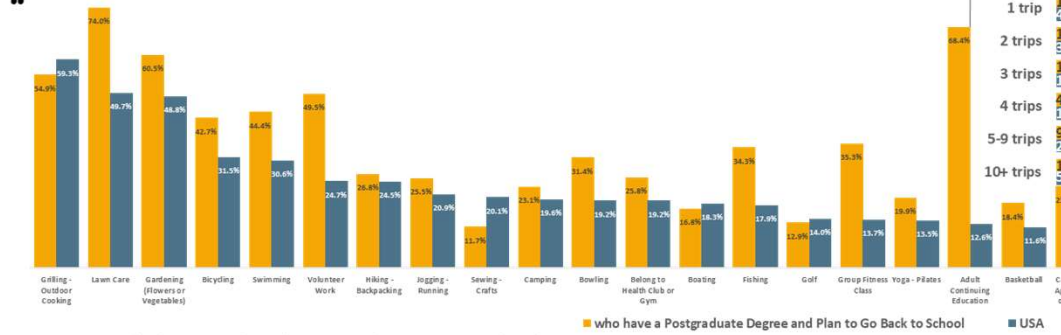
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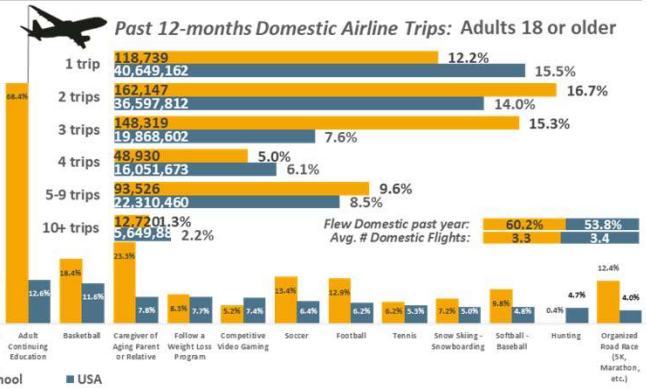
Political Activity: Adults 18 or older



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



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



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[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Postgraduate degree



High School Grad or GED

1.4% or 3,697,841 of USA Adults 18 or older are a High School Grad or GED and Plan to Go Back to School. Adults 18 or older who are a High School Grad or GED and Plan to Go Back to School are .% more likely to use QSRs past mo., .7% less likely to use Sit-Down Restaurants past mo., 34.3% more likely to use Casinos past yr., 129.2% more likely to smoke cigare

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

88.7% 88.7%

3,280,619 232,489,8 36

Avg. Monthly QSR Meals:

7.5 6.4

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



Total Monthly Sit-Down Restaurant Users:

75.6% 76.1%

2,794,057 199,395,8 18

Avg. Monthly Sit-Down Restaurant Meals:

4.0 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who are a High School Grad or GED and Plan to Go... 946,876 25.6%

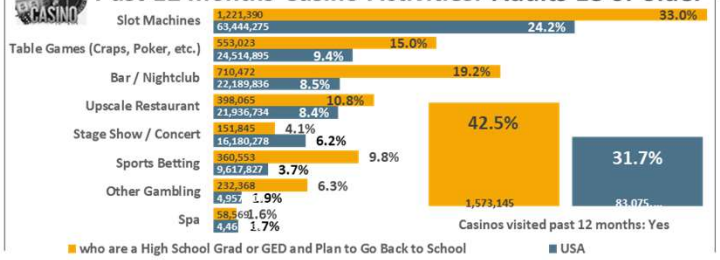
USA 17.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: High school graduate (12th grade or GED)



Some College Credit

.8% or 2,030,871 of USA Adults 18 or older have Some College Credit and Plan to Go Back to School. Adults 18 or older who have Some College Credit and Plan to Go Back to School are 6.6% more likely to use QSRs past mo., 1.7% more likely to use Sit-Down Restaurants past mo., 52.3% more likely to use Casinos past yr., 74.6% more likely to smoke cigarette

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 94.5% 88.7% 1,919,110 232,489,8 36

Avg. Monthly QSR Meals: 7.5 6.4

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



Total Monthly Sit-Down Restaurant Users: 77.3% 76.1% 1,570,395 199,395,8

Avg. Monthly Sit-Down Restaurant Meals: 5.1 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who have Some College Credit and Plan to Go Back to... 868,560 42.8%

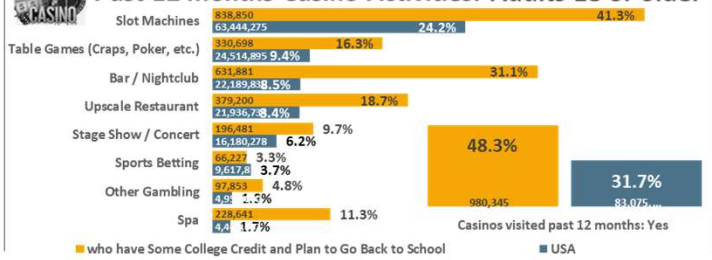
USA 17.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Some college credit (no degree)



Associate's Degree

.7% or 1,810,842 of USA Adults 18 or older have an Associate's Degree and Plan to Go Back to School. Adults 18 or older who have an Associate's Degree and Plan to Go Back to School are 9.8% more likely to use QSRs past mo., 7.1% less likely to use Sit-Down Restaurants past mo., 24.4% more likely to use Casinos past yr., 104.9% more likely to smoke cigare

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 97.4% 1,763,189 | 88.7% 36

Avg. Monthly QSR Meals: 8.3 | 6.4

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



Total Monthly Sit-Down Restaurant Users: 70.6% 1,278,900 | 76.1% 199,395,8

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

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who have an Associate's Degree and Plan to Go Back... 814,729 45.0%

USA 17.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



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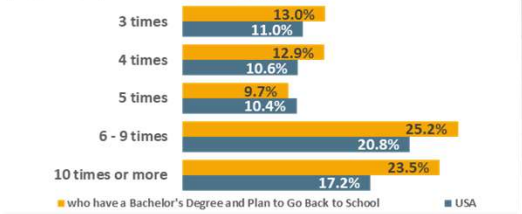


Bachelor's Degree

1.% or 2,498,875 of USA Adults 18 or older have a Bachelor's Degree and Plan to Go Back to School. Adults 18 or older who have a Bachelor's Degree and Plan to Go Back to School are 5.7% more likely to use QSRs past mo., 6.8% more likely to use Sit-Down Restaurants past mo., 10.% more likely to use Casinos past yr., 33.1% less likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older





Total Monthly QSR Users:

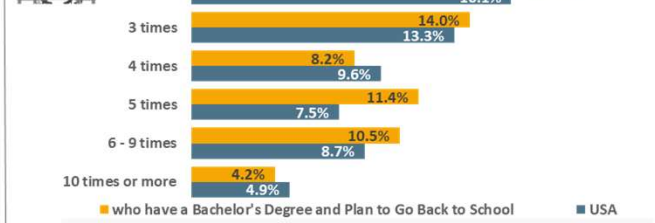


Avg. Monthly QSR Meals:

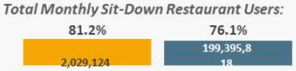


Past 30-days Sit-Down Restaurant Users: Adults 18 or older

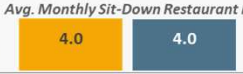




Total Monthly Sit-Down Restaurant Users:



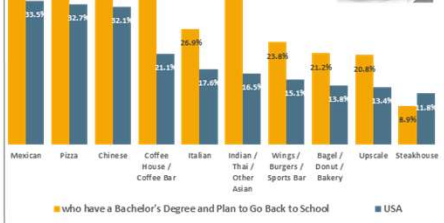
Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

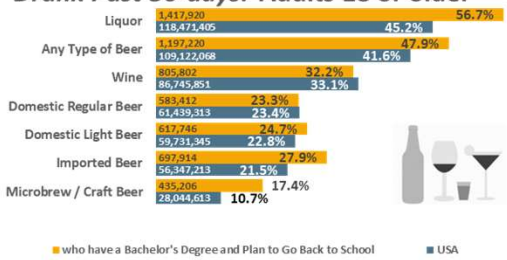




Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

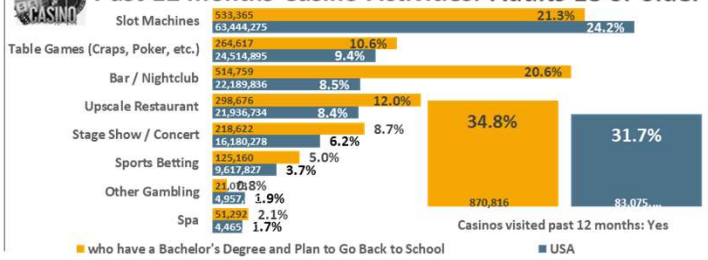


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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Postgraduate Degree

.4% or 970,989 of USA Adults 18 or older have a Postgraduate Degree and Plan to Go Back to School. Adults 18 or older who have a Postgraduate Degree and Plan to Go Back to School are 3.% more likely to use QSRs past mo., 5.7% more likely to use Sit-Down Restaurants past mo., 19.4% less likely to use Casinos past yr., 75.6% 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

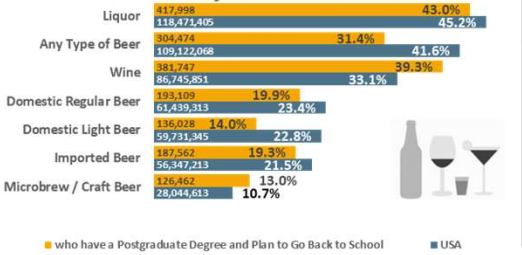
(Sit-Down Restaurants Used Past 30-days)



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

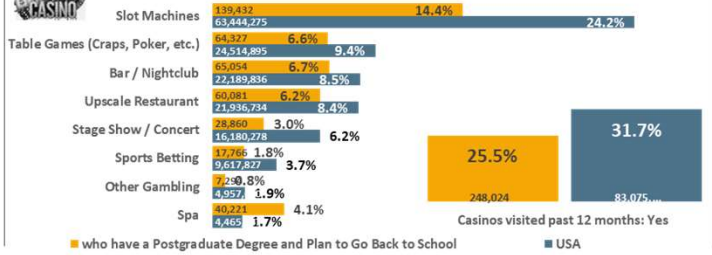


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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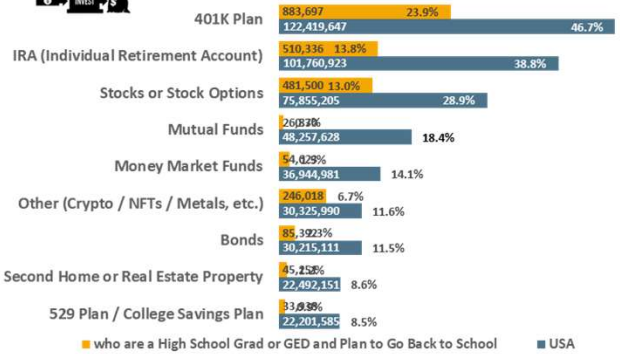
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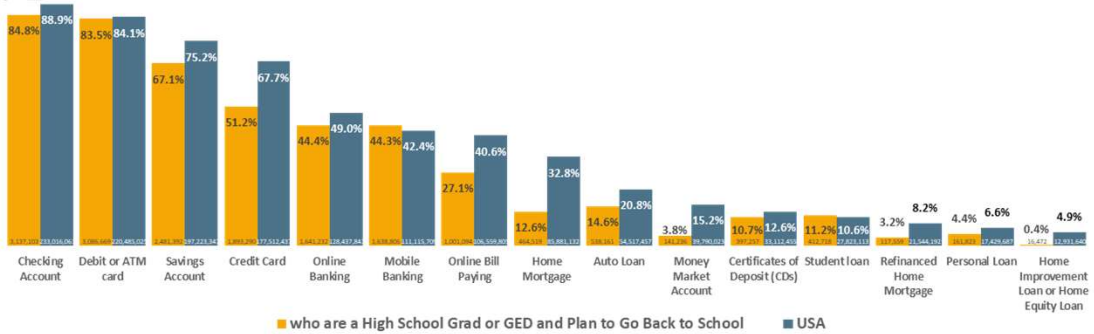
High School Grad or GED

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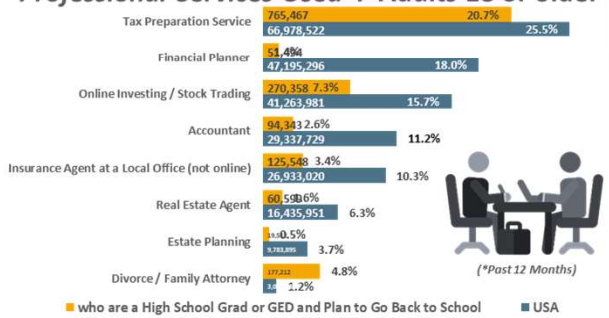
Investments Owned: Adults 18 or older



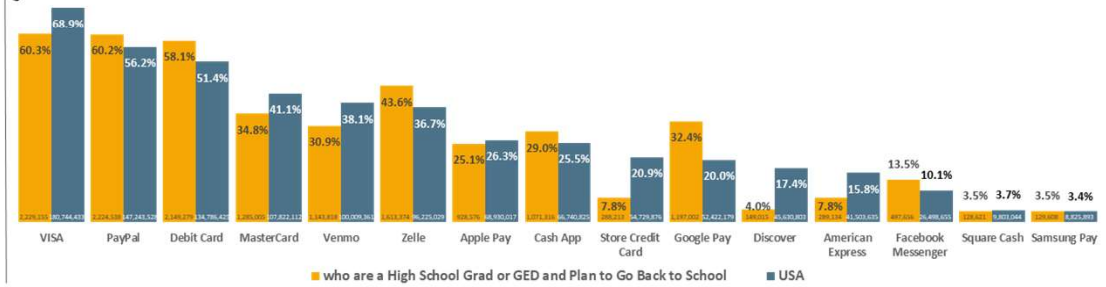
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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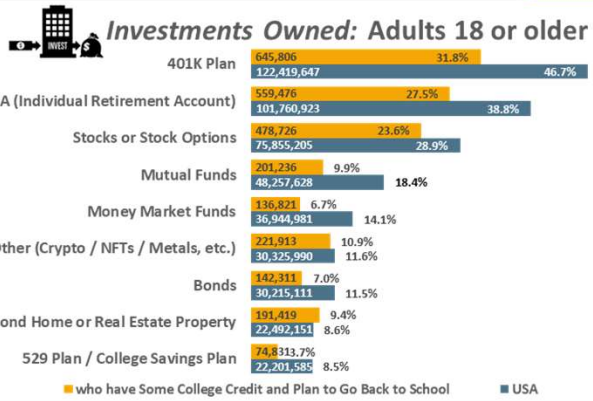
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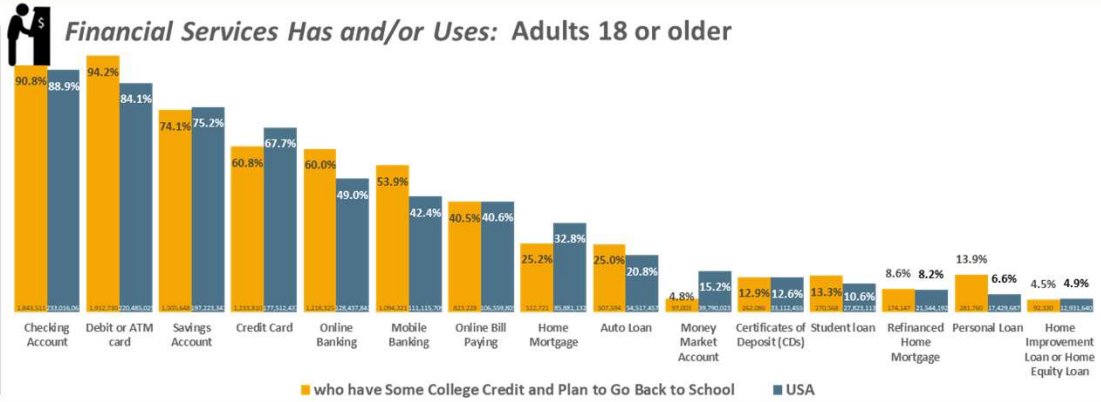
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Investments Owned: Adults 18 or older



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

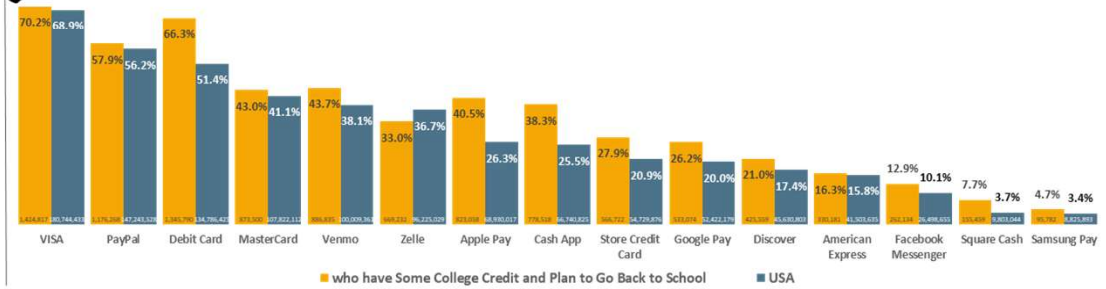


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 875

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

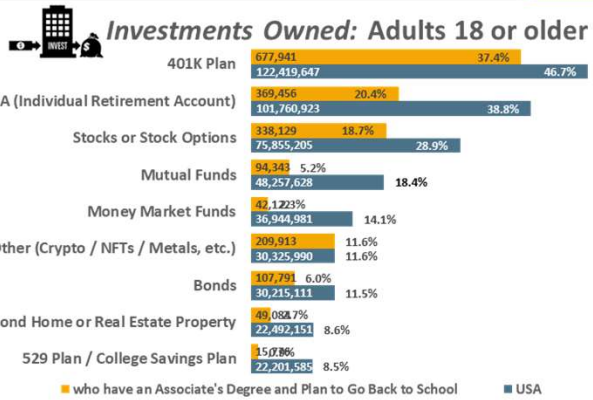
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Some college credit (no degree)



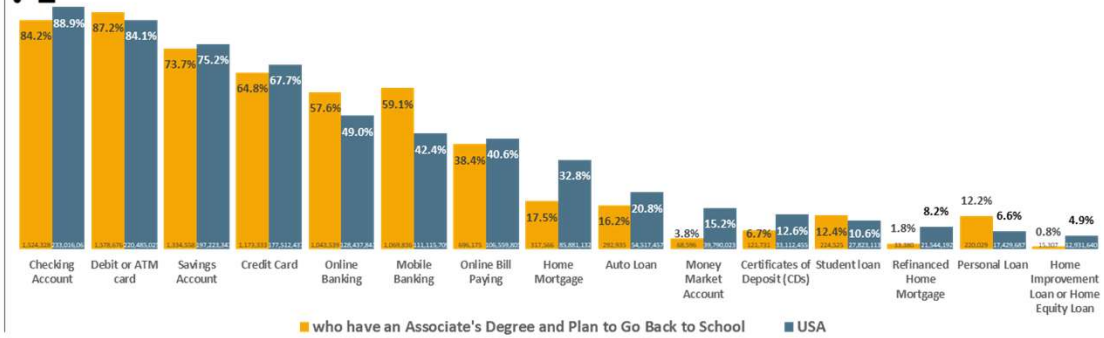
Associate's Degree

.7% or 1,810,842 of USA Adults 18 or older have an Associate's Degree and Plan to Go Back to School. Adults 18 or older who have an Associate's Degree and Plan to Go Back to School are 19.8% less likely to have a 401K, 22.2% less likely to have an Auto Loan, 16.7% less likely to Invest/Trade Stocks Online, 35.2% more likely to pay with their Debit Card.

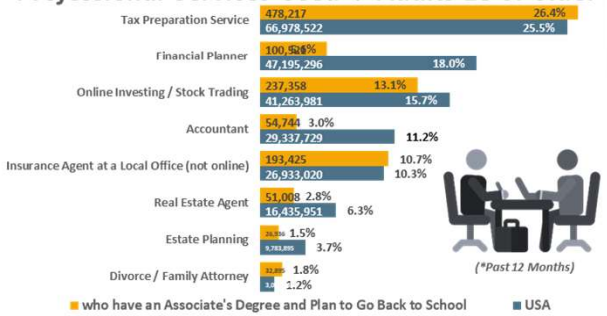
Investments Owned: Adults 18 or older



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

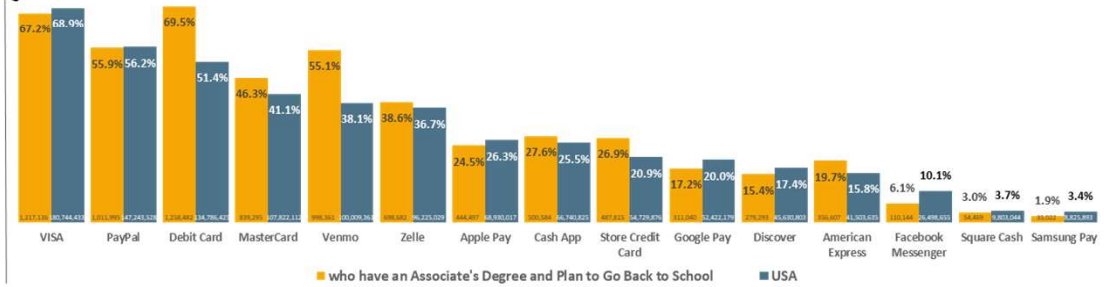


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 875

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[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Associate's degree (AA, AS, etc.)

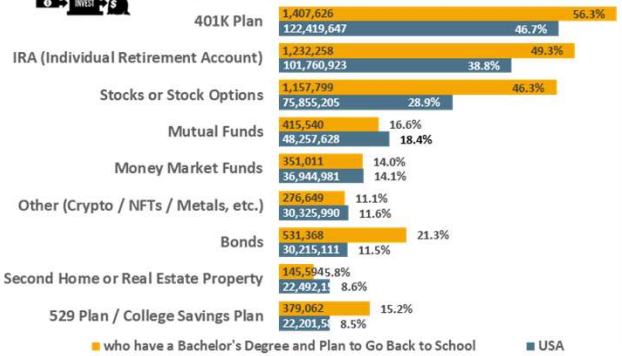


Bachelor's Degree

1.% or 2,498,875 of USA Adults 18 or older have a Bachelor's Degree and Plan to Go Back to School. Adults 18 or older who have a Bachelor's Degree and Plan to Go Back to School are 20.6% more likely to have a 401K, 33.8% more likely to have an Auto Loan, 116.4% more likely to Invest/Trade Stocks Online, 5.8% less likely to pay with their Debit Card.

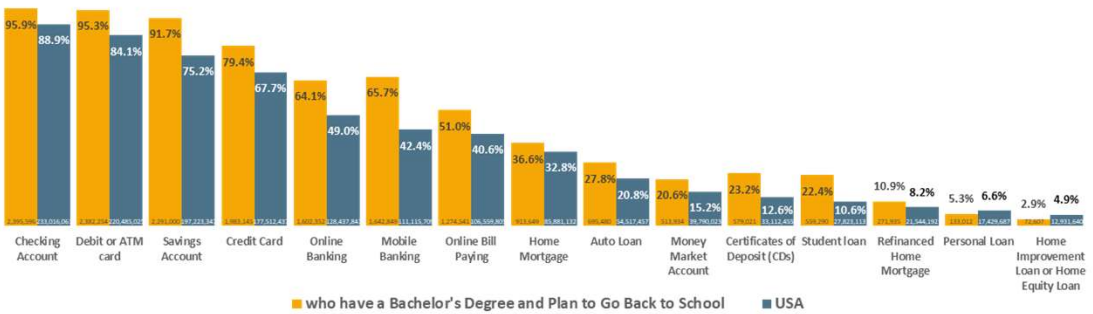
Investments Owned: Adults 18 or older





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





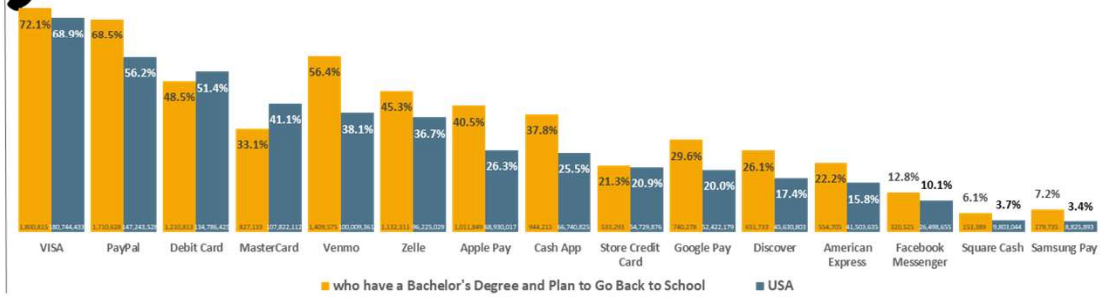
Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 875

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[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Bachelor's degree (BA, BS, etc.)

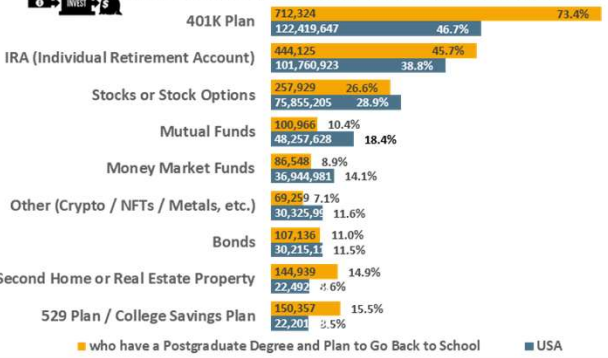


Postgraduate Degree

.4% or 970,989 of USA Adults 18 or older have a Postgraduate Degree and Plan to Go Back to School. Adults 18 or older who have a Postgraduate Degree and Plan to Go Back to School are 57.1% more likely to have a 401K, 60.8% more likely to have an Auto Loan, 23.1% more likely to Invest/Trade Stocks Online, 13.8% less likely to pay with their Debit Card.

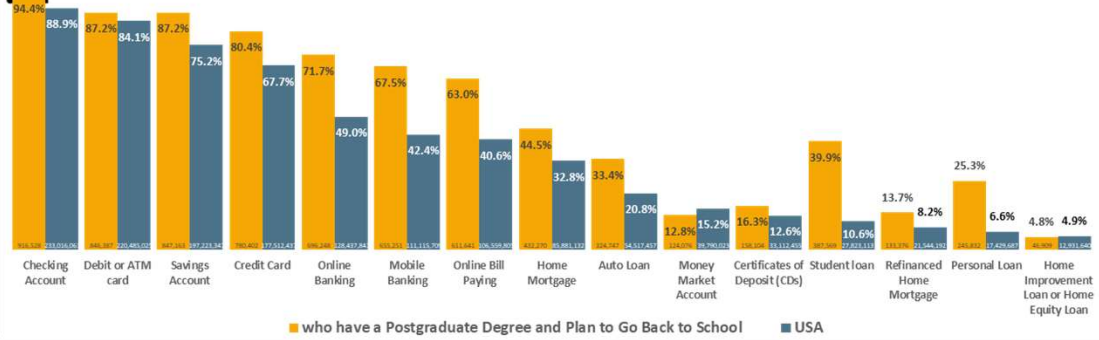
Investments Owned: Adults 18 or older



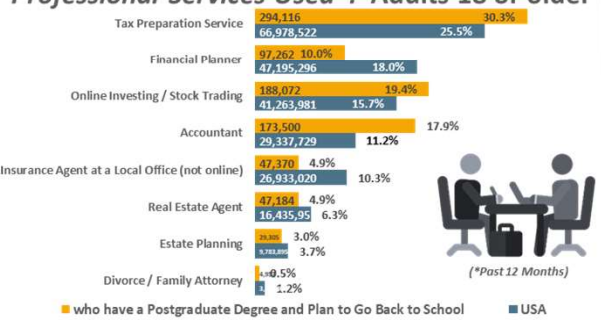


Financial Services Has and/or Uses: Adults 18 or older



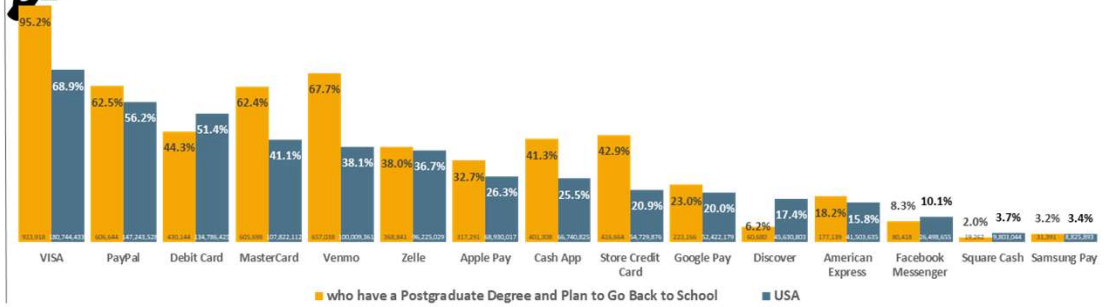


Professional Services Used:* Adults 18 or older



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





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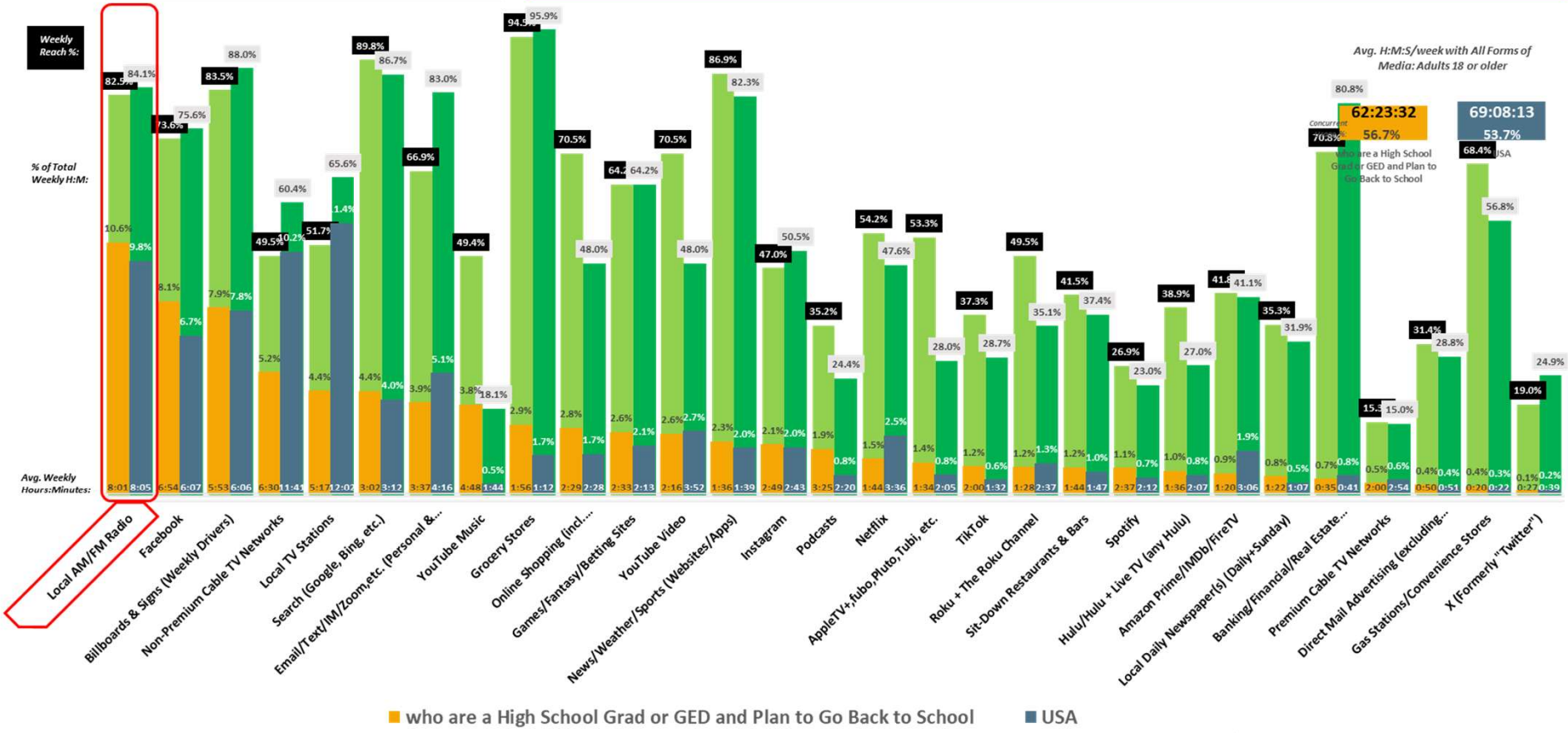
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Postgraduate degree

High School Grad or GED

Adults 18 or older who are a High School Grad or GED and Plan to Go Back to School spend an average of 2 days, 14 hours, 23 minutes and 32 seconds each week with All Forms of Media.

82.5% of Adults 18 or older who are a High School Grad or GED and Plan to Go Back to School spend an avg. of 8 hours and 1 minutes each week listening to All Local AM/FM Radio, representing 10.6% of total time spent with all forms of Media.



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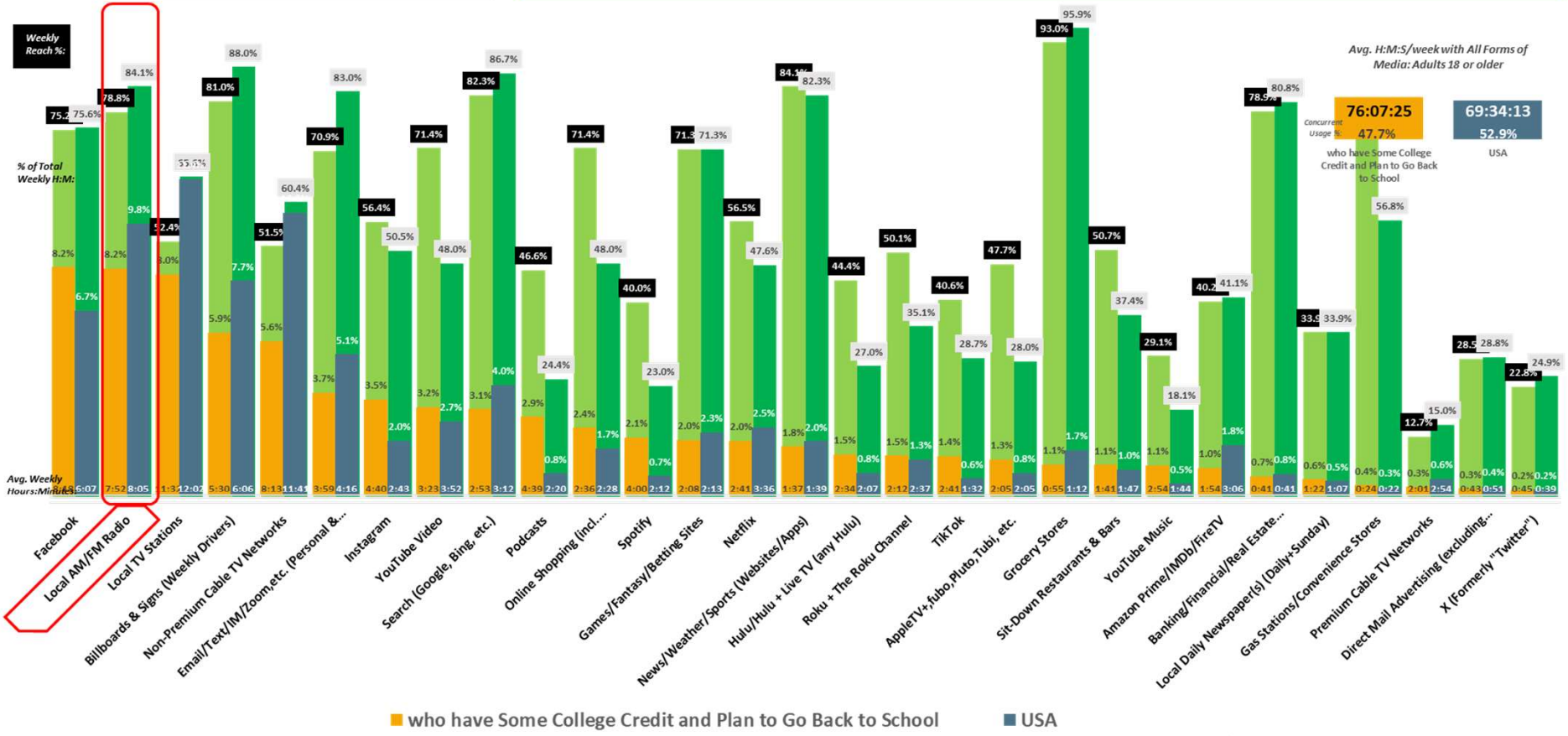
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: High school graduate (12th grade or GED)



Some College Credit

Adults 18 or older who have Some College Credit and Plan to Go Back to School spend an average of 3 days, 4 hours, 7 minutes and 25 seconds each week with All Forms of Media.

78.8% of Adults 18 or older who have Some College Credit and Plan to Go Back to School spend an avg. of 7 hours and 52 minutes each week listening to All Local AM/FM Radio, representing 8.2% of total time spent with all forms of Media.



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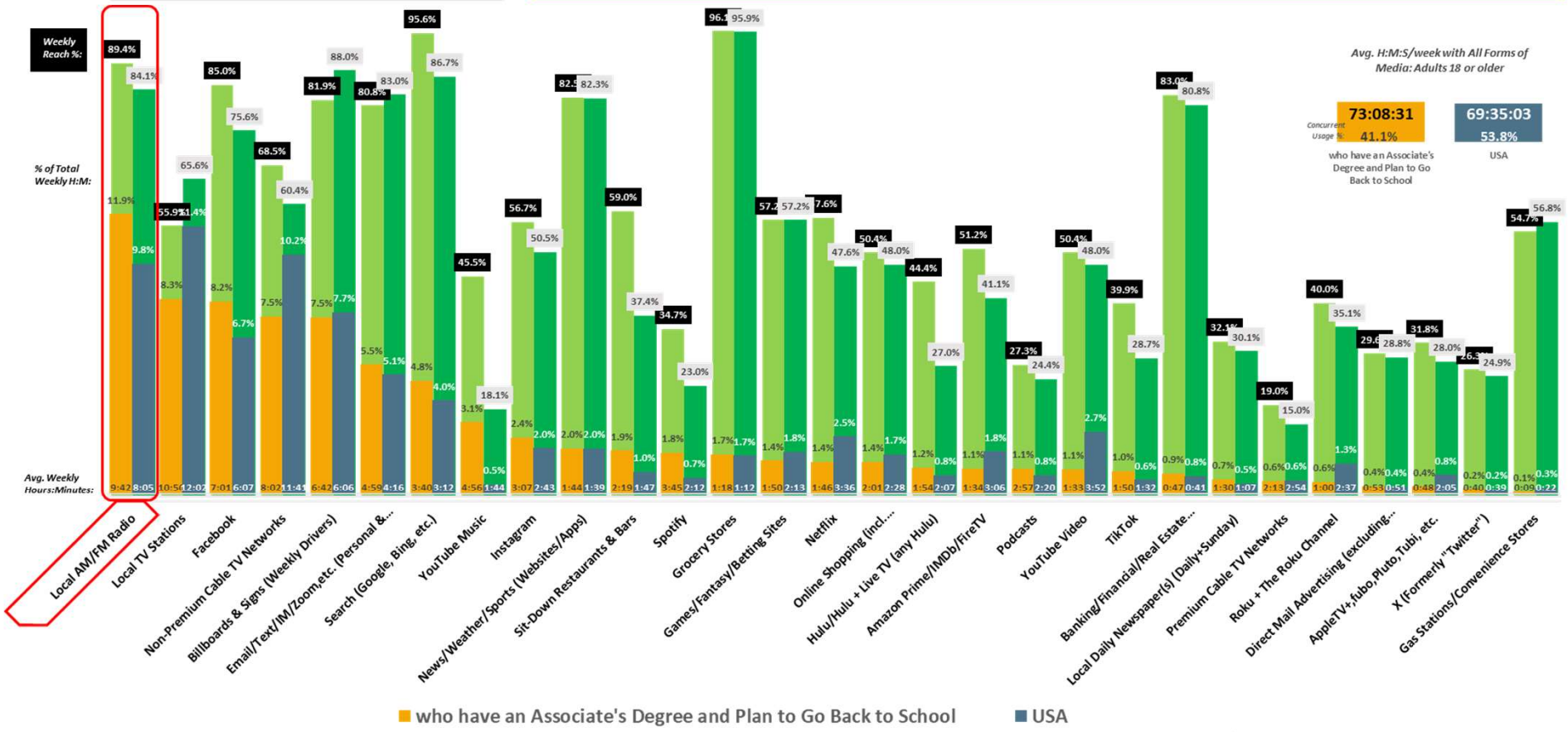
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Some college credit (no degree)



Associate's Degree

Adults 18 or older who have an Associate's Degree and Plan to Go Back to School spend an average of 3 days, 1 hours, 8 minutes and 31 seconds each week with All Forms of Media.

89.4% of Adults 18 or older who have an Associate's Degree and Plan to Go Back to School spend an avg. of 9 hours and 42 minutes each week listening to All Local AM/FM Radio, representing 11.9% of total time spent with all forms of Media.



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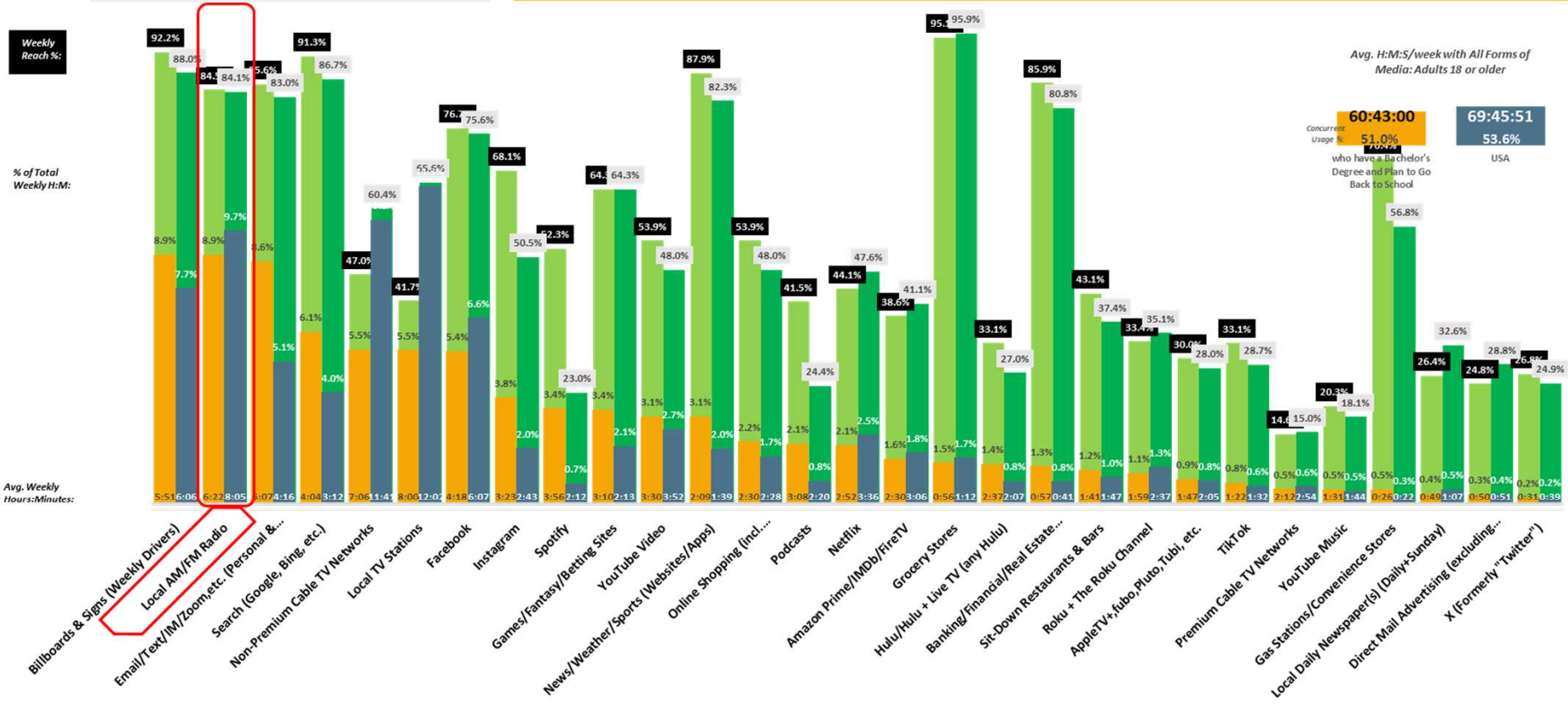
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[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Associate's degree (AA, AS, etc.)

Bachelor's Degree

Adults 18 or older who have a Bachelor's Degree and Plan to Go Back to School spend an average of 2 days, 12 hours, 43 minutes and 0 seconds each week with All Forms of Media.

84.5% of Adults 18 or older who have a Bachelor's Degree and Plan to Go Back to School spend an avg. of 6 hours and 22 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.



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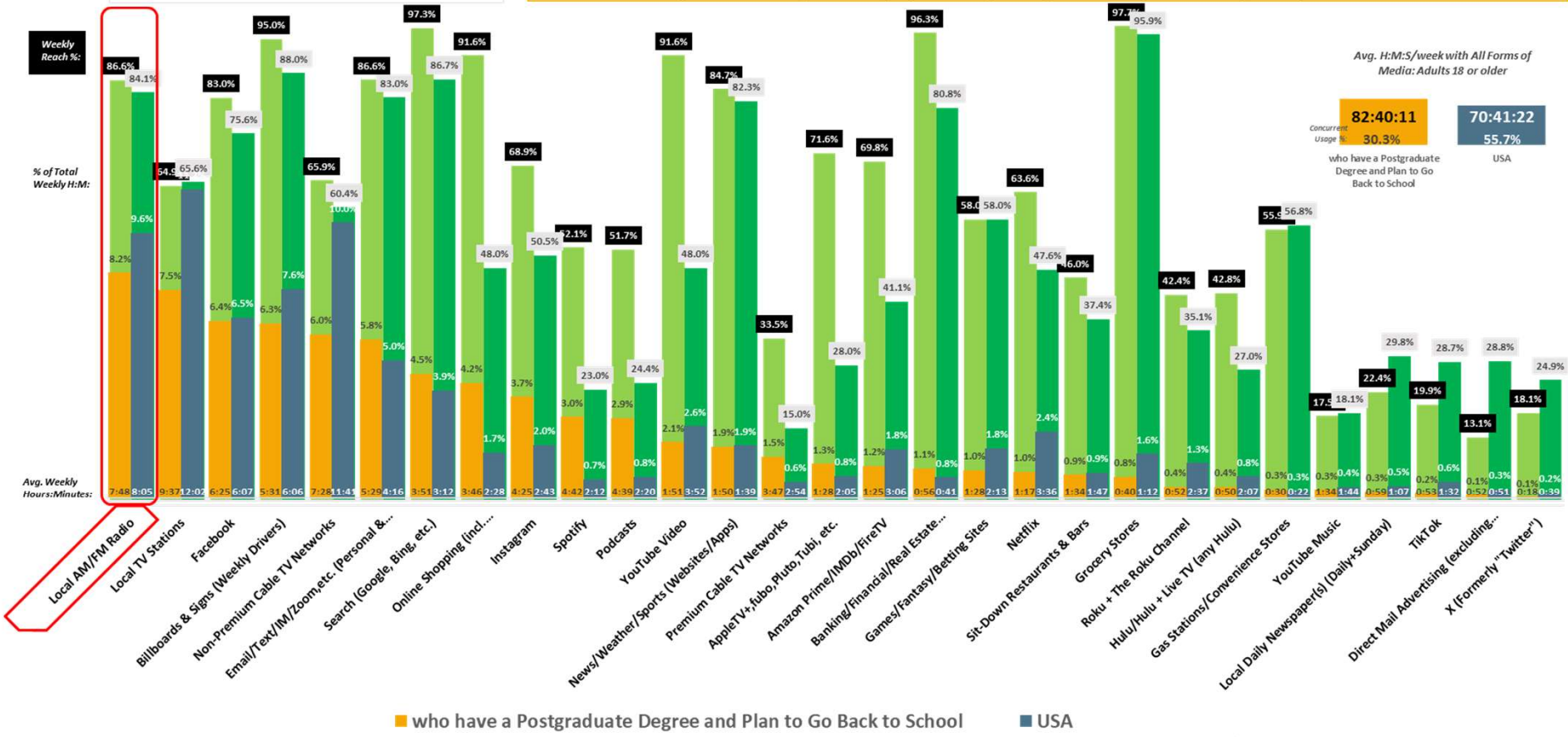
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[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Bachelor's degree (BA, BS, etc.)

Postgraduate Degree

Adults 18 or older who have a Postgraduate Degree and Plan to Go Back to School spend an average of 3 days, 10 hours, 40 minutes and 11 seconds each week with All Forms of Media.

86.6% of Adults 18 or older who have a Postgraduate Degree and Plan to Go Back to School spend an avg. of 7 hours and 48 minutes each week listening to All Local AM/FM Radio, representing 8.2% of total time spent with all forms of Media.



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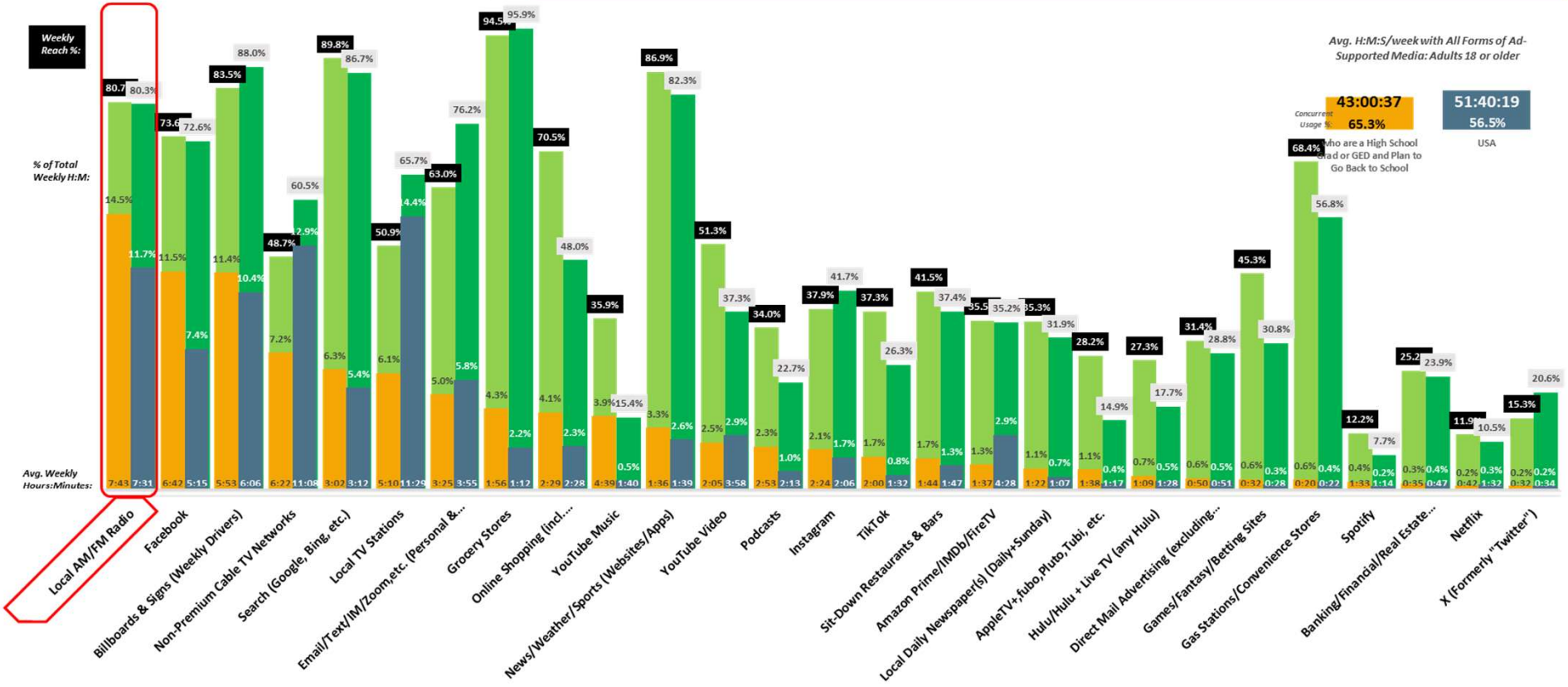
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[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Postgraduate degree

High School Grad or GED

Adults 18 or older who are a High School Grad or GED and Plan to Go Back to School spend an average of 1 days, 19 hours, 0 minutes and 37 seconds each week with All Forms of Ad-Supported Media.

80.7% of Adults 18 or older who are a High School Grad or GED and Plan to Go Back to School spend an avg. of 7 hours and 43 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.5% of total time spent with all forms of Ad-Supporte



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[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: High school graduate (12th grade or GED)



Some College Credit

Adults 18 or older who have Some College Credit and Plan to Go Back to School spend an average of 2 days, 3 hours, 26 minutes and 33 seconds each week with All Forms of Ad-Supported Media.

75.7% of Adults 18 or older who have Some College Credit and Plan to Go Back to School spend an avg. of 6 hours and 56 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.2% of total time spent with all forms of Ad-Supported Med

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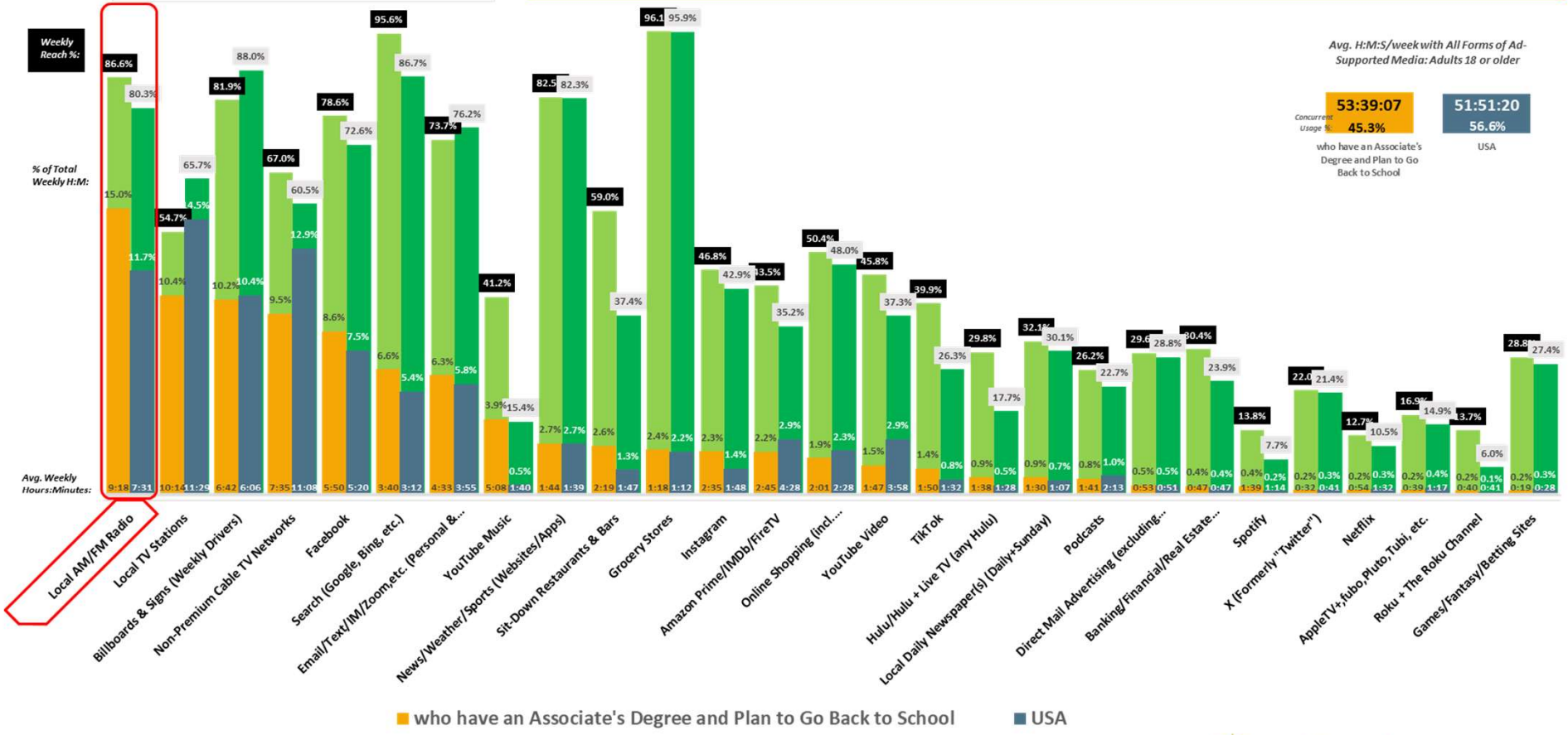
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[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Some college credit (no degree)

Associate's Degree

Adults 18 or older who have an Associate's Degree and Plan to Go Back to School spend an average of 2 days, 5 hours, 39 minutes and 7 seconds each week with All Forms of Ad-Supported Media.

86.6% of Adults 18 or older who have an Associate's Degree and Plan to Go Back to School spend an avg. of 9 hours and 18 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.% of total time spent with all forms of Ad-Supported Me

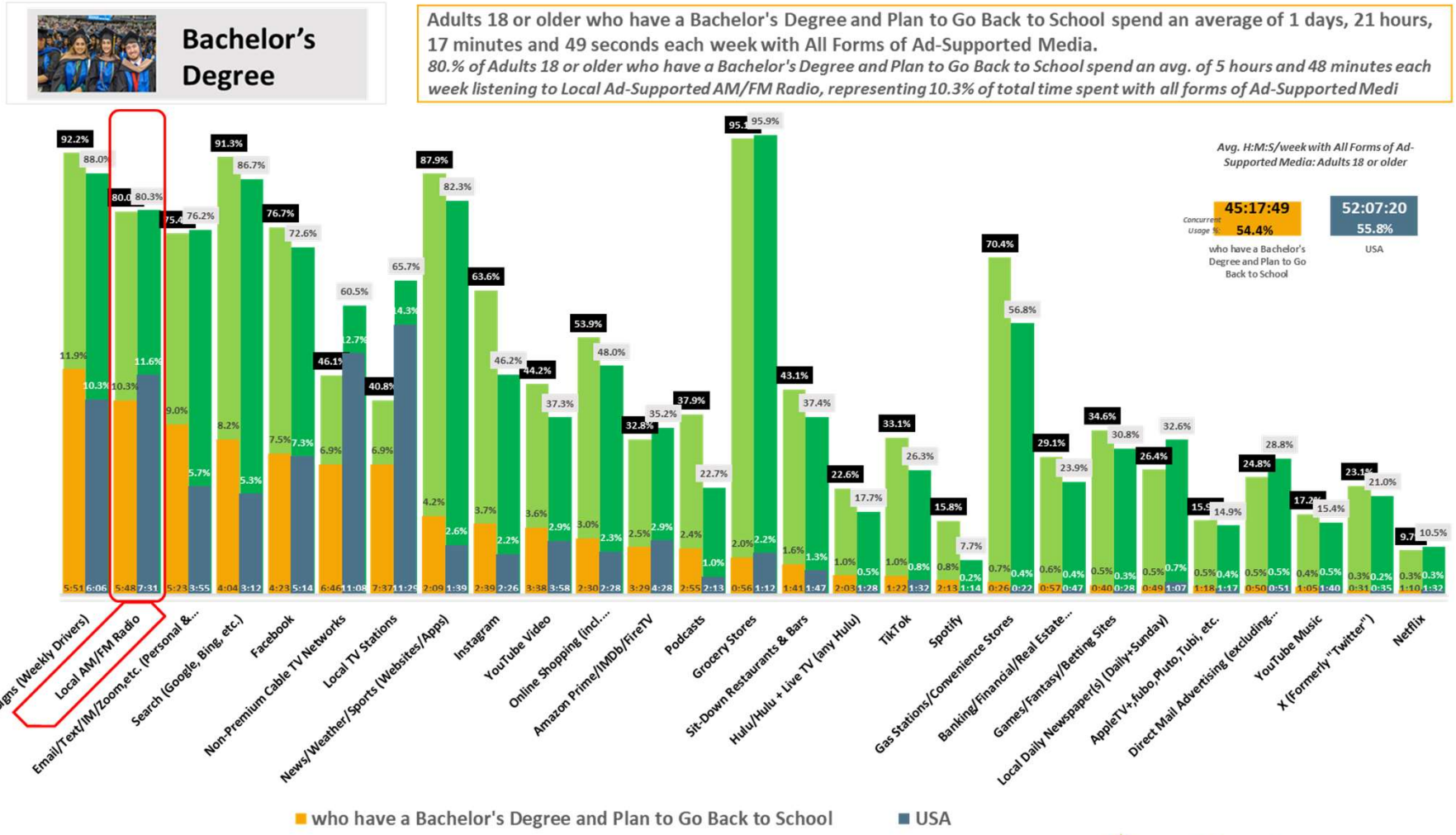


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[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Associate's degree (AA, AS, etc.)

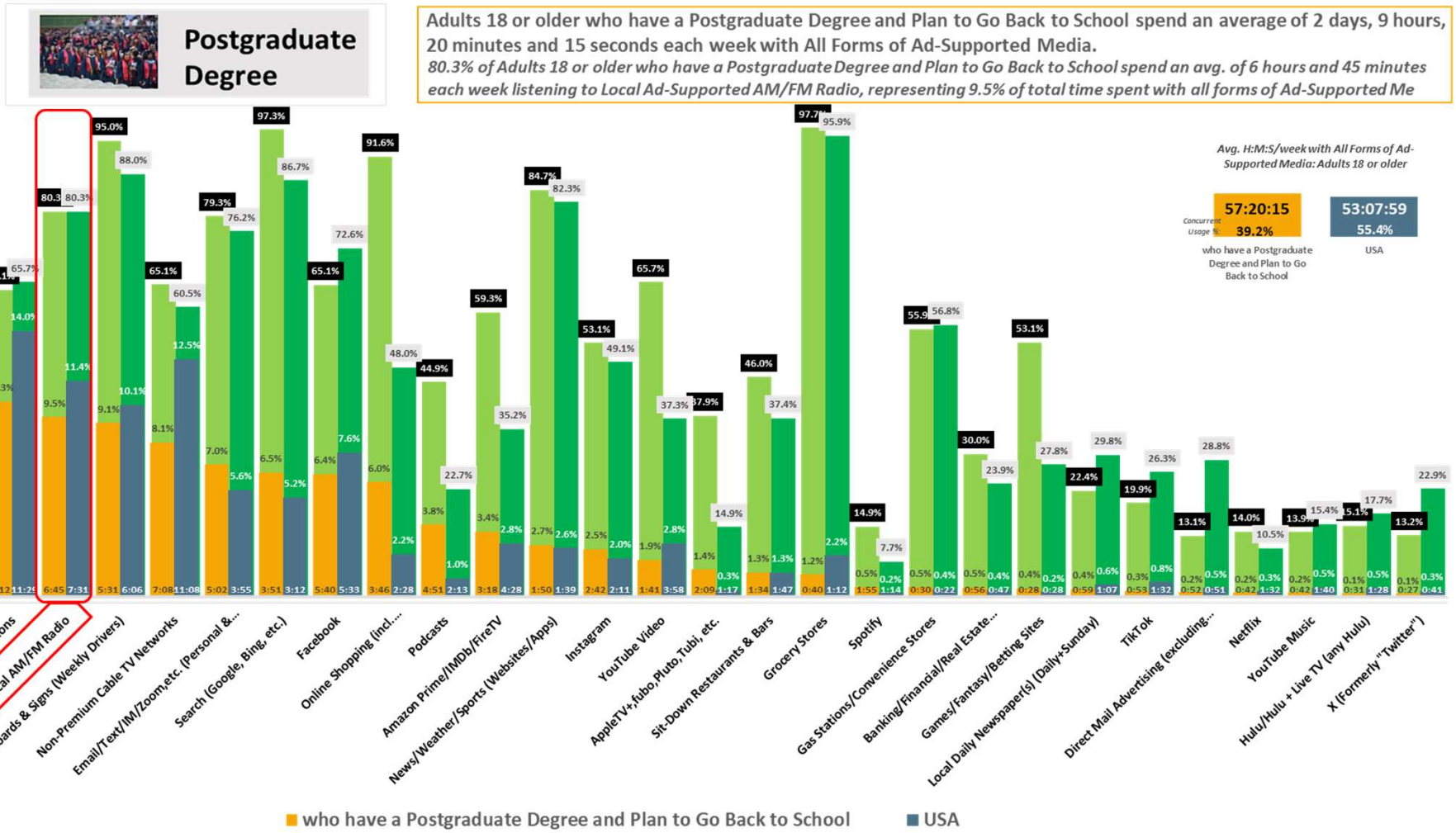


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[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Bachelor's degree (BA, BS, etc.)



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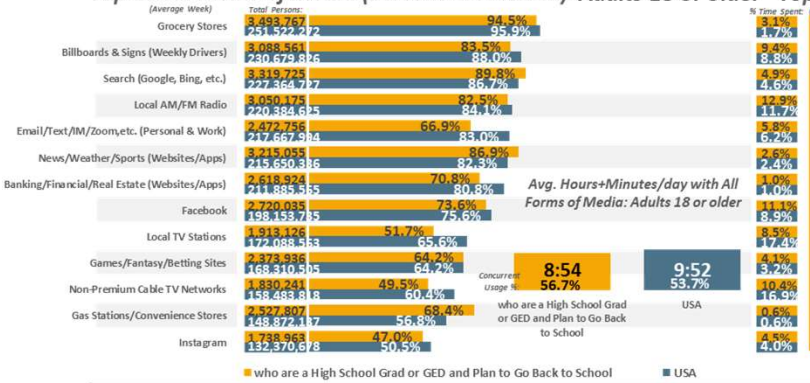
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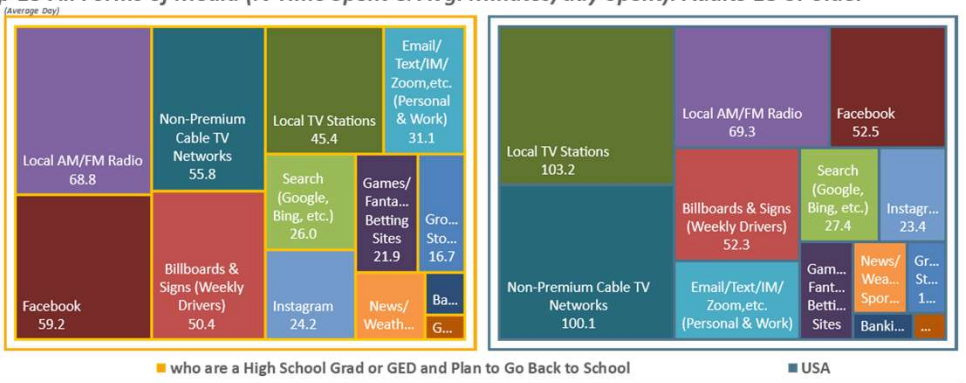
High School Grad or GED

Adults 18 or older who are a High School Grad or GED and Plan to Go Back to School spend an average of 6 hours and 8 minutes each day with All Forms of Ad-Supported Media. 80.7% listen to Local AM/FM Radio for an avg. of 66.3 minutes/day. *(Local Radio delivers 14.5% of Time with Ad-Supported Media.)*

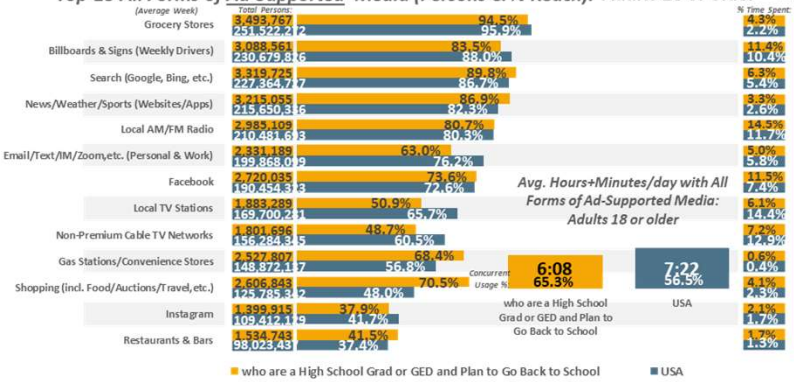
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



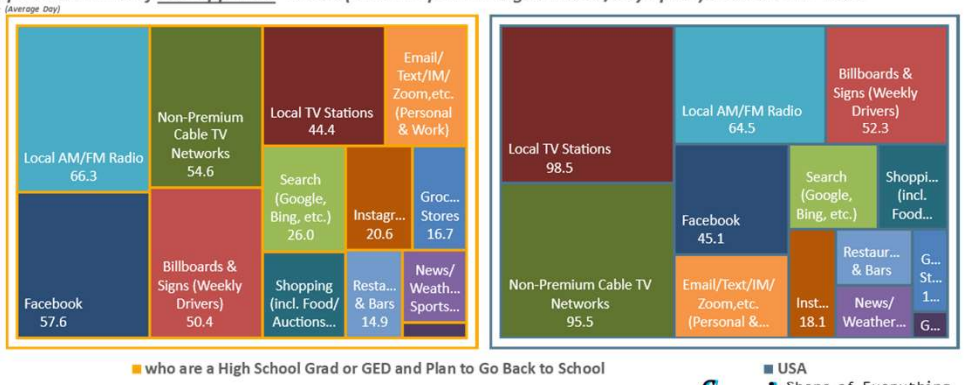
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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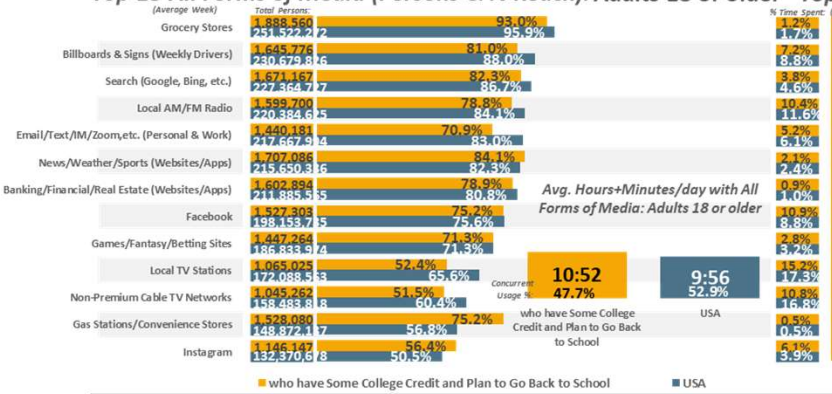
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: High school graduate (12th grade or GED)



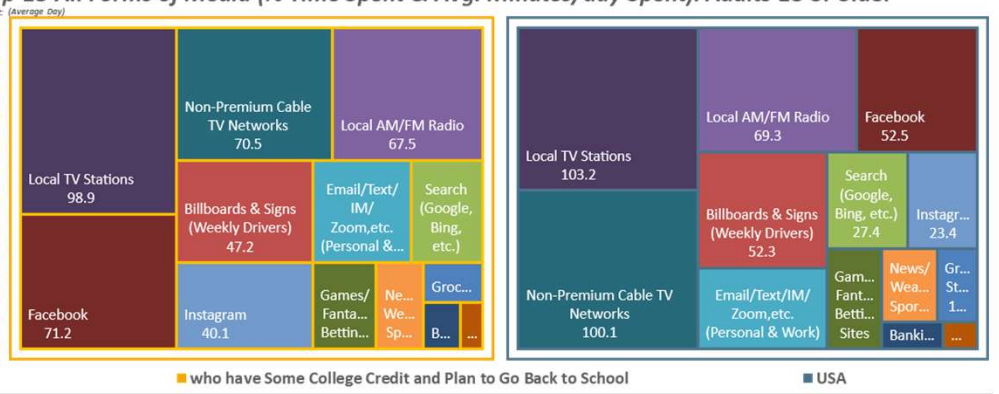
Some College Credit

Adults 18 or older who have Some College Credit and Plan to Go Back to School spend an average of 7 hours and 20 minutes each day with All Forms of Ad-Supported Media. 75.7% listen to Local AM/FM Radio for an avg. of 59.5 minutes/day. *(Local Radio delivers 10.2% of Time with Ad-Supported Media.)*

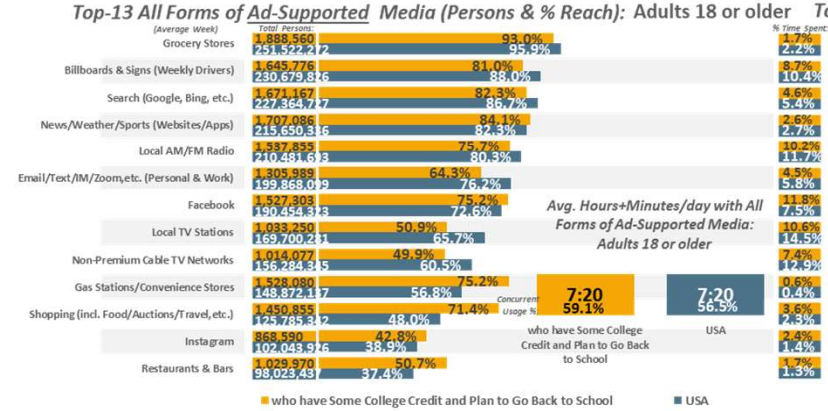
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



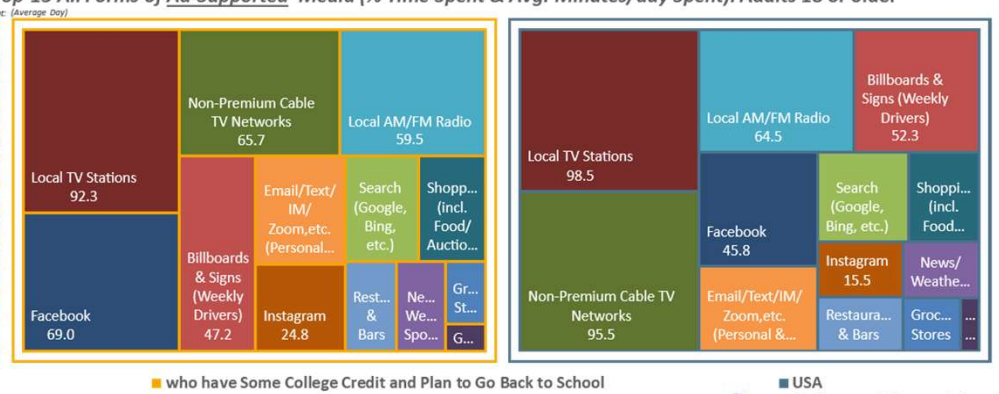
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *875*

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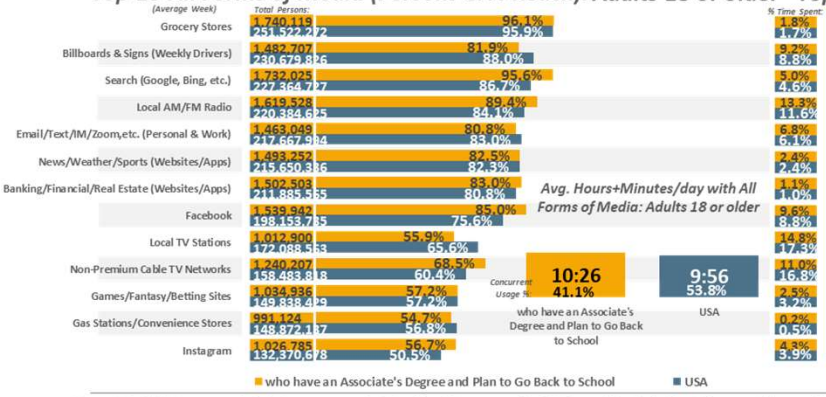
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Some college credit (no degree)



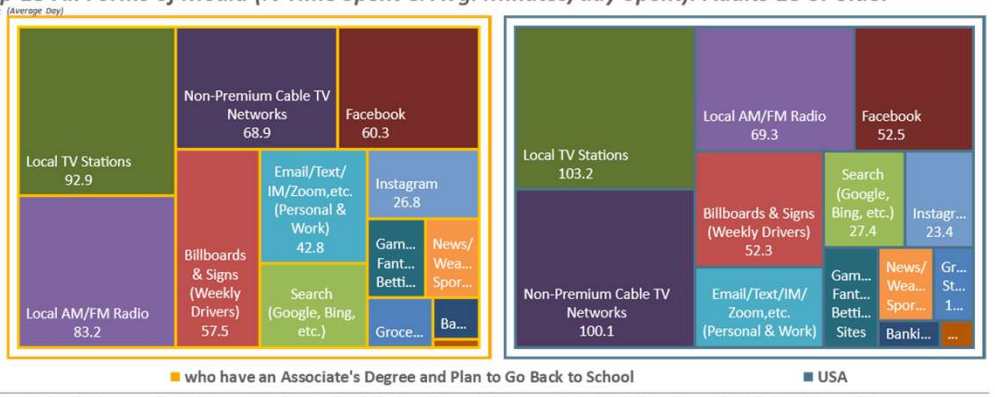
Associate's Degree

Adults 18 or older who have an Associate's Degree and Plan to Go Back to School spend an average of 7 hours and 39 minutes each day with All Forms of Ad-Supported Media. 86.6% listen to Local AM/FM Radio for an avg. of 79.7 minutes/day. *(Local Radio delivers 15.% of Time with Ad-Supported Media.)*

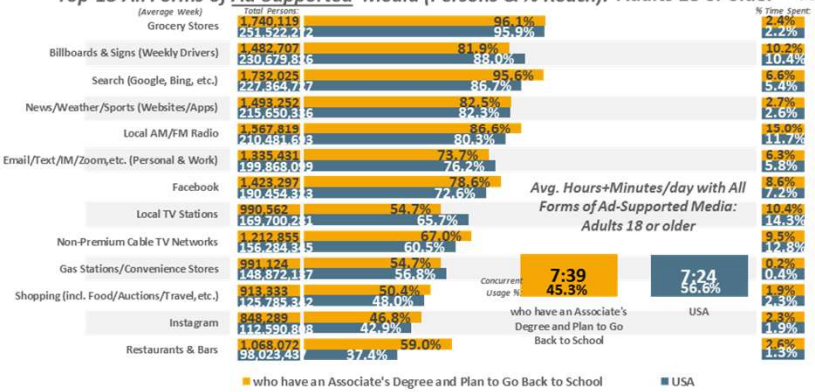
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



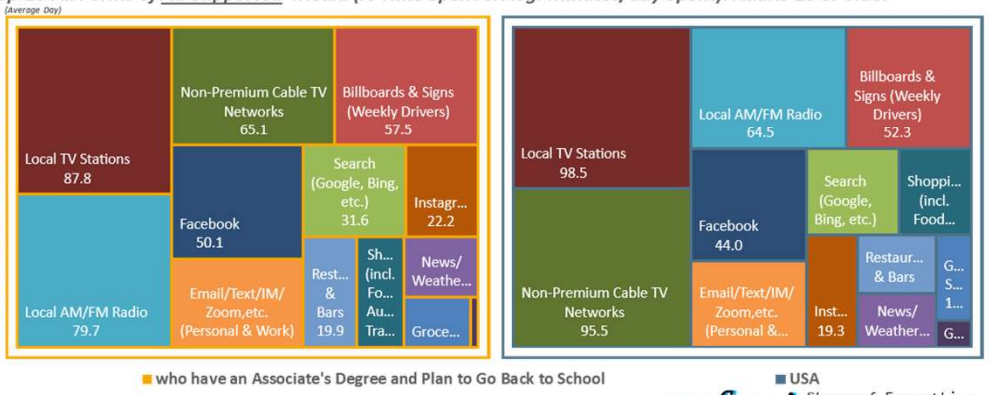
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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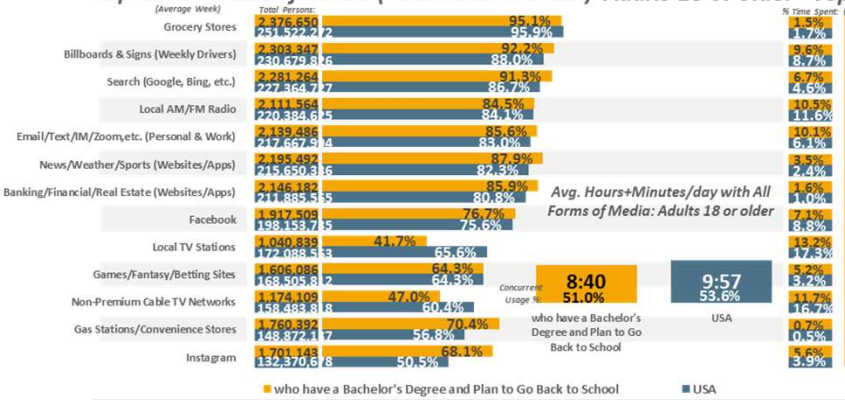
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Associate's degree (AA, AS, etc.)



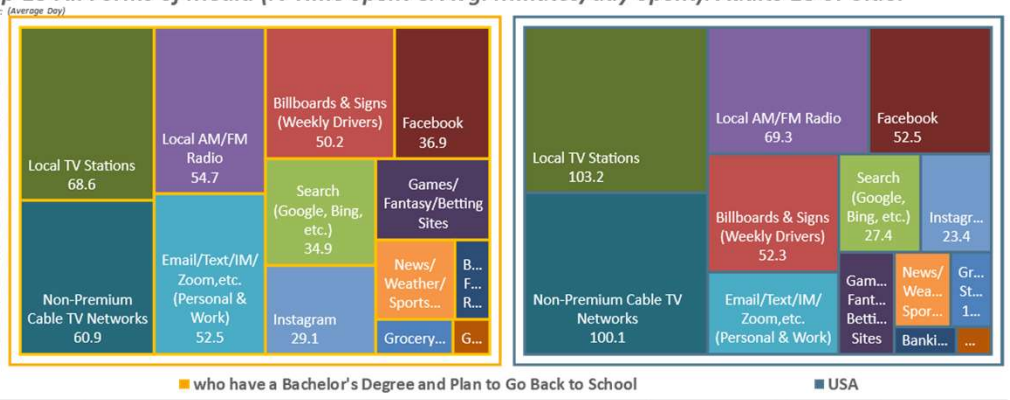
Bachelor's Degree

Adults 18 or older who have a Bachelor's Degree and Plan to Go Back to School spend an average of 6 hours and 28 minutes each day with All Forms of Ad-Supported Media. 80.% listen to Local AM/FM Radio for an avg. of 49.8 minutes/day. *(Local Radio delivers 10.3% of Time with Ad-Supported Media.)*

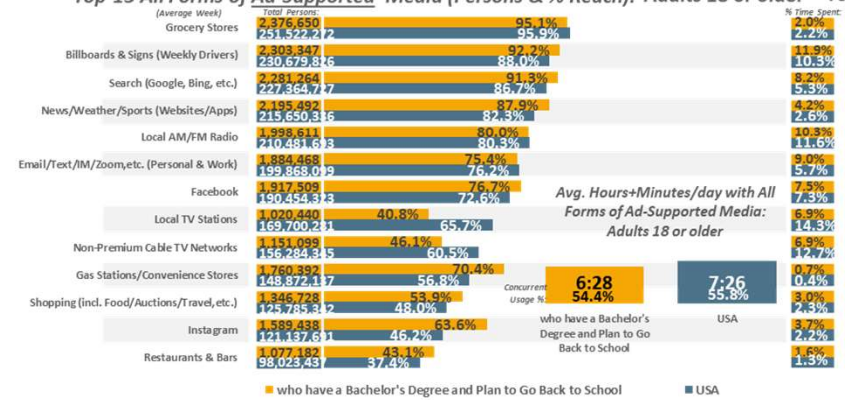
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



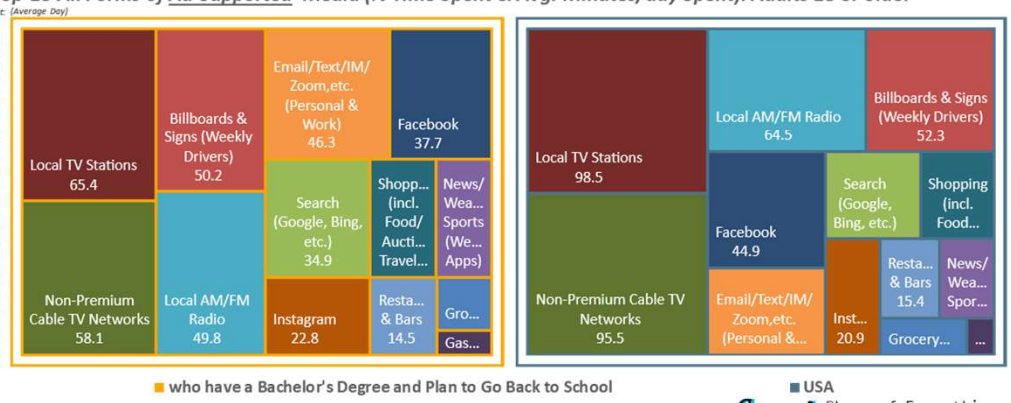
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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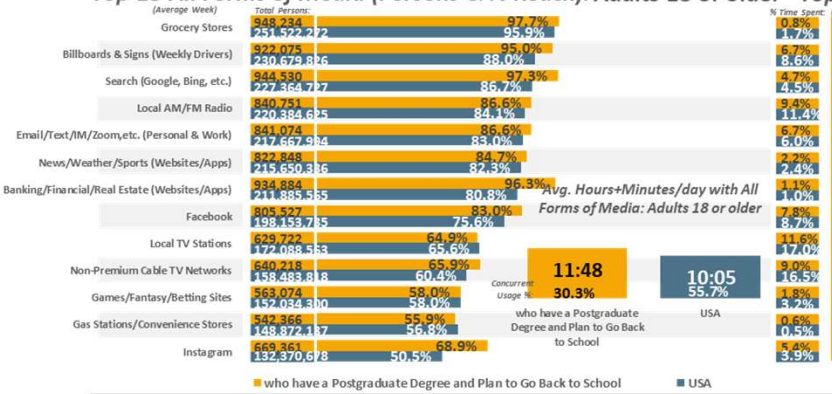
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Bachelor's degree (BA, BS, etc.)



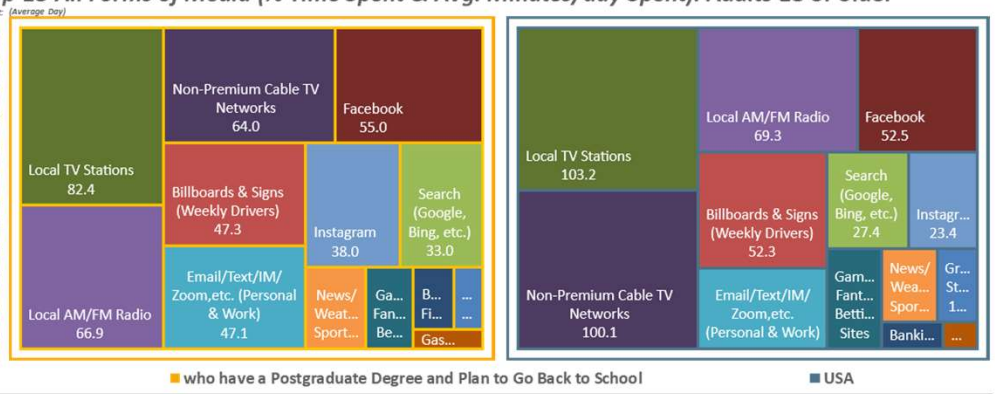
Postgraduate Degree

Adults 18 or older who have a Postgraduate Degree and Plan to Go Back to School spend an average of 8 hours and 11 minutes each day with All Forms of Ad-Supported Media. 80.3% listen to Local AM/FM Radio for an avg. of 57.9 minutes/day. *(Local Radio delivers 9.5% of Time with Ad-Supported Media.)*

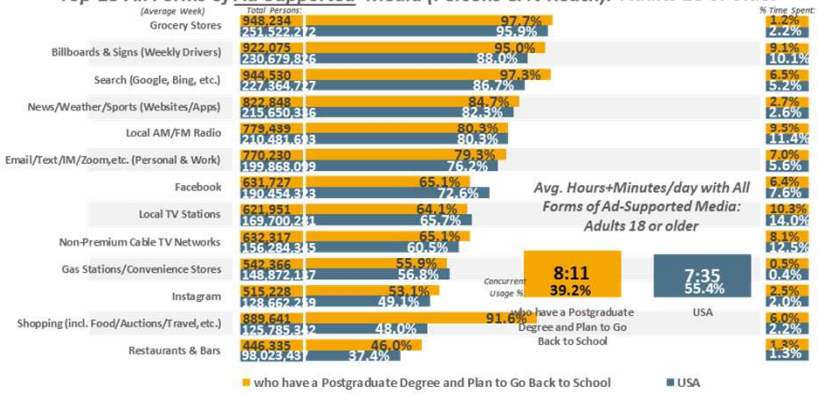
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



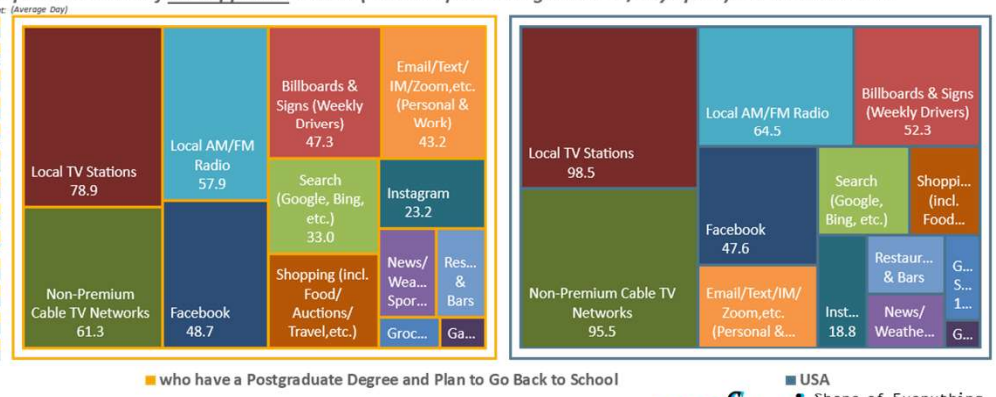
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *875*

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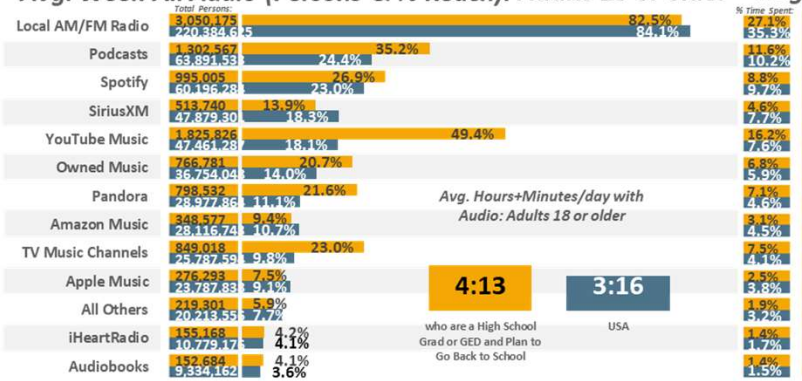
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Postgraduate degree



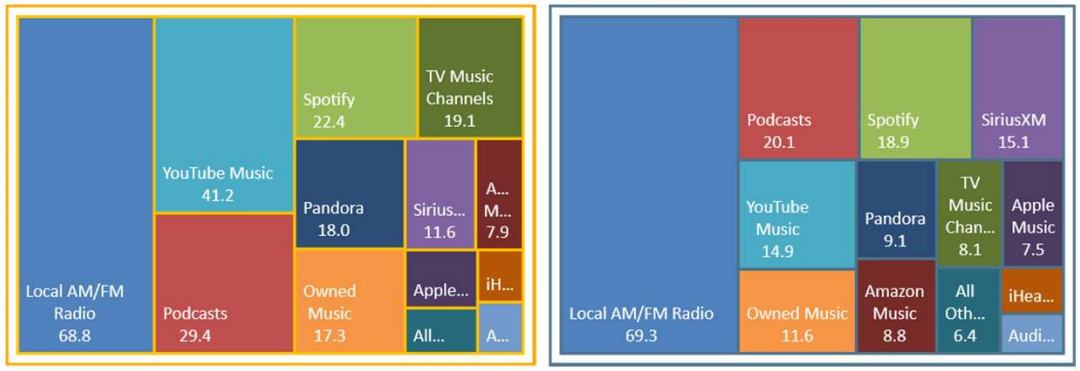
High School Grad or GED

2,985,109 or 80.7% of Adults 18 or older who are a High School Grad or GED and Plan to Go Back to School listen to Ad-Supported Local AM/FM Radio for an average of 66.3 minutes every day representing 31.7% of all time spent daily with Ad-Supported Audio.

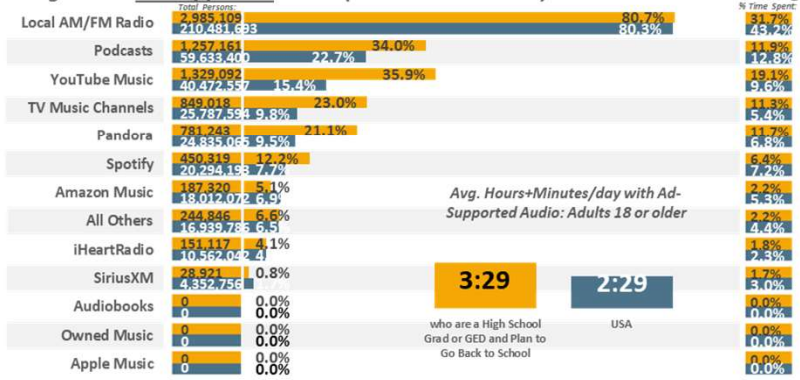
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



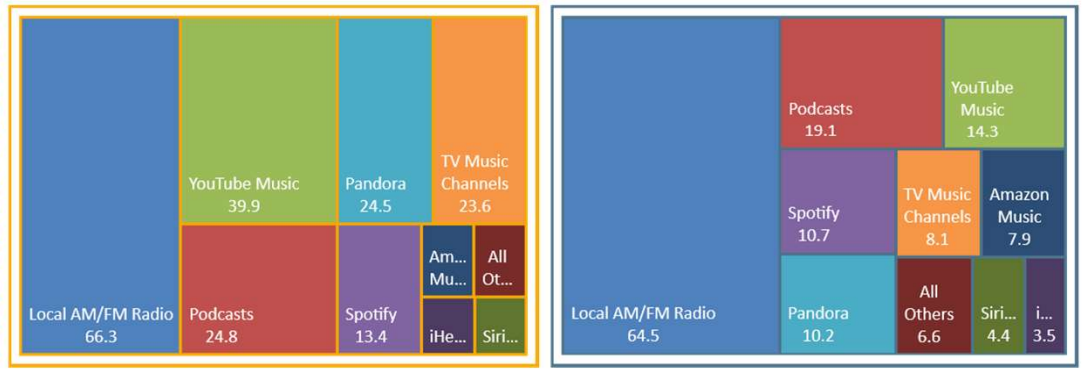
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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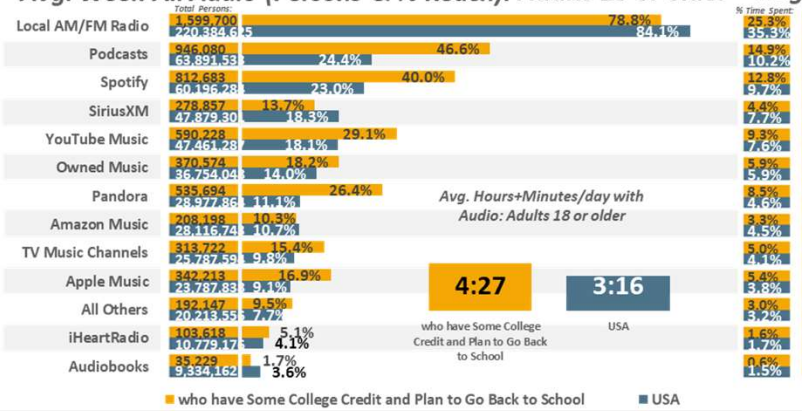
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: High school graduate (12th grade or GED)



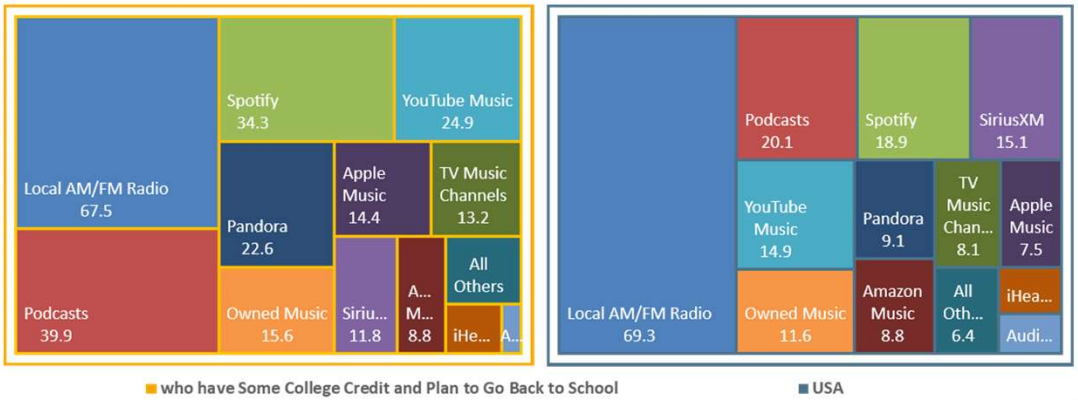
Some College Credit

1,537,855 or 75.7% of Adults 18 or older who have Some College Credit and Plan to Go Back to School listen to Ad-Supported Local AM/FM Radio for an average of 59.5 minutes every day representing 29.2% of all time spent daily with Ad-Supported Audio.

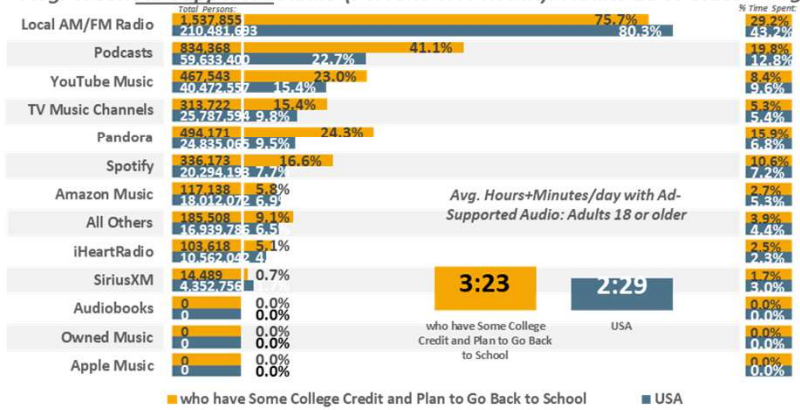
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



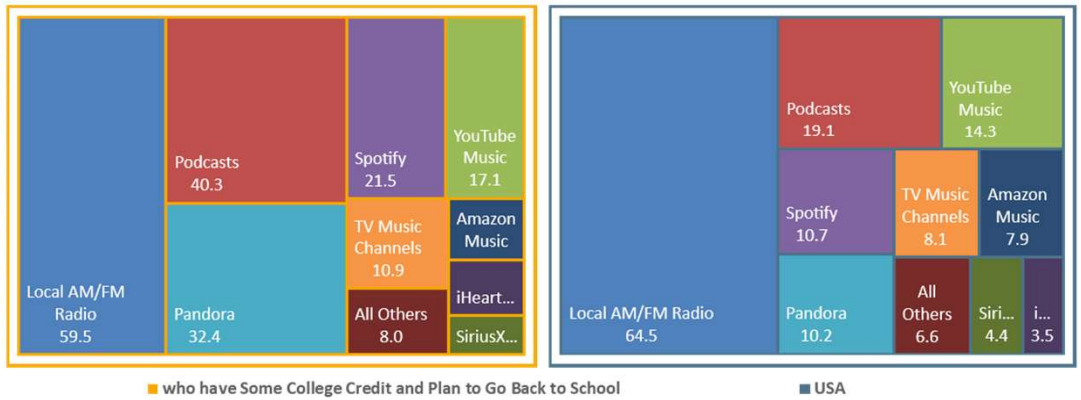
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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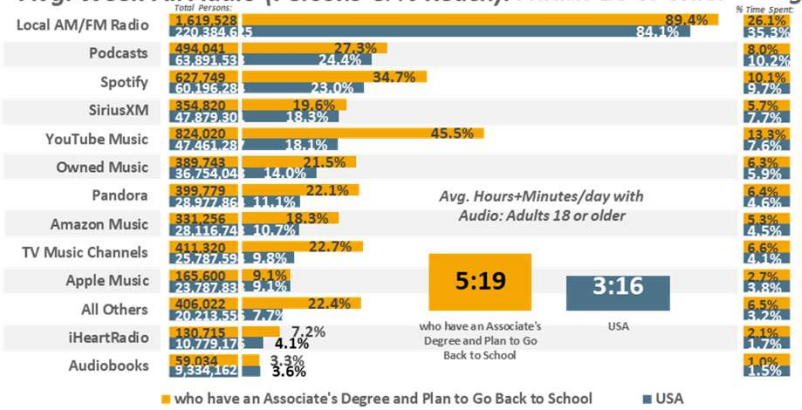
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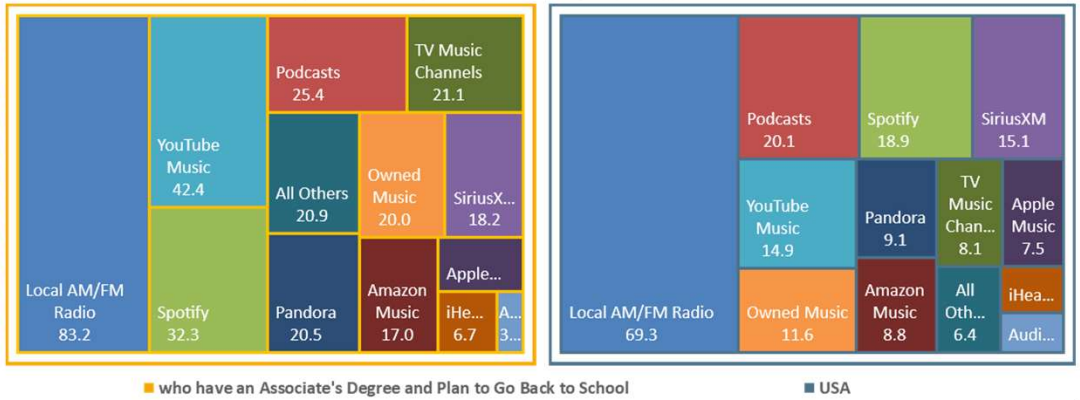
Associate's Degree

1,567,819 or 86.6% of Adults 18 or older who have an Associate's Degree and Plan to Go Back to School listen to Ad-Supported Local AM/FM Radio for an average of 79.7 minutes every day representing 33.9% of all time spent daily with Ad-Supported Audio.

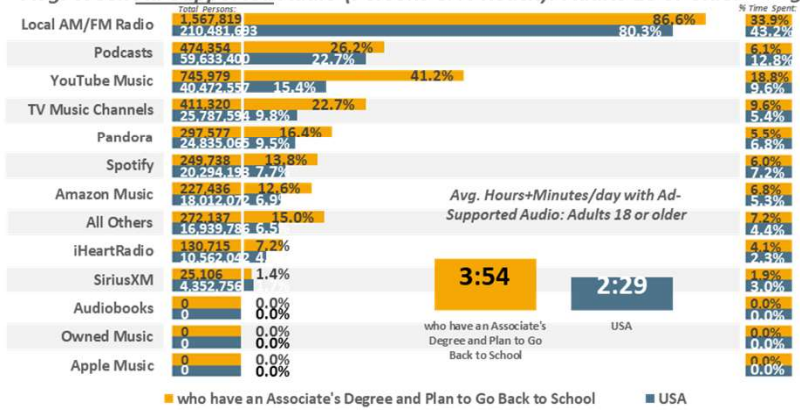
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



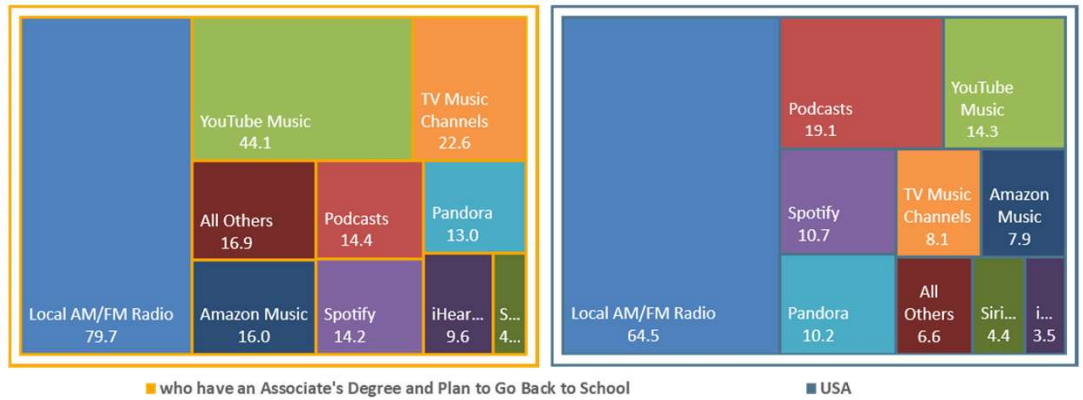
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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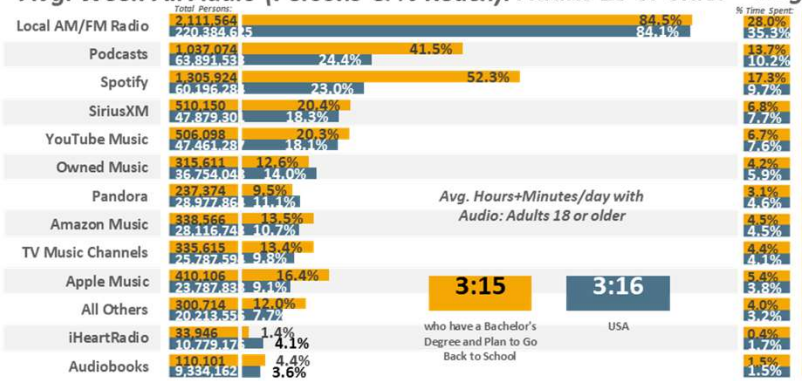
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Associate's degree (AA, AS, etc.)



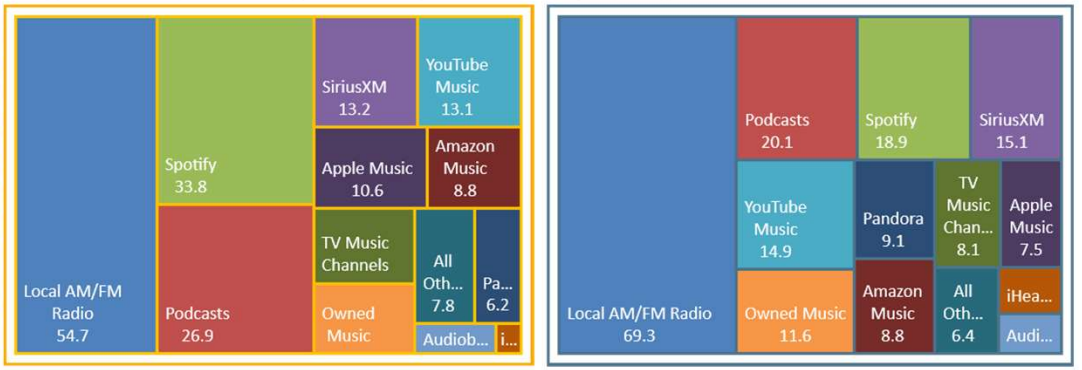
Bachelor's Degree

1,998,611 or 80.% of Adults 18 or older who have a Bachelor's Degree and Plan to Go Back to School listen to Ad-Supported Local AM/FM Radio for an average of 49.8 minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.

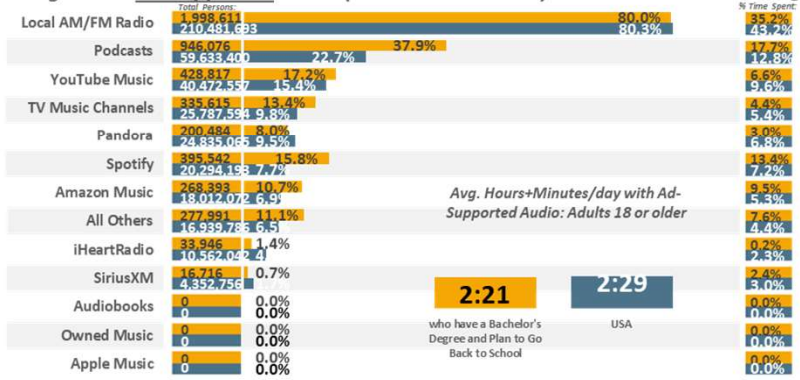
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



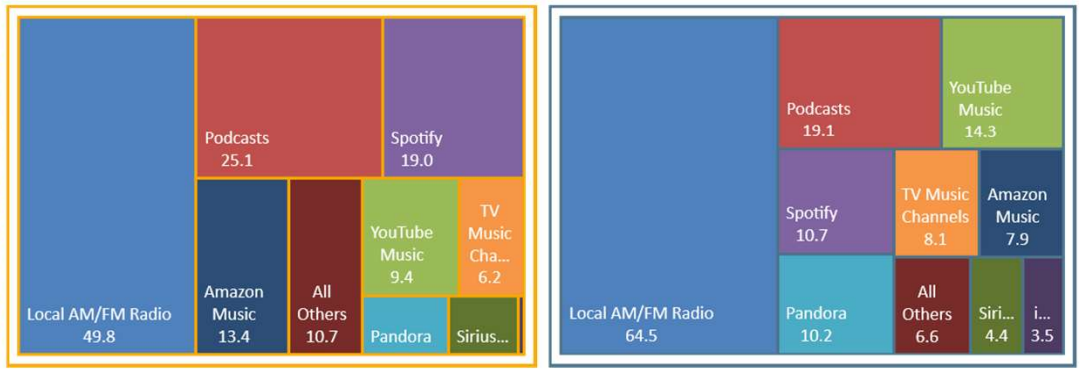
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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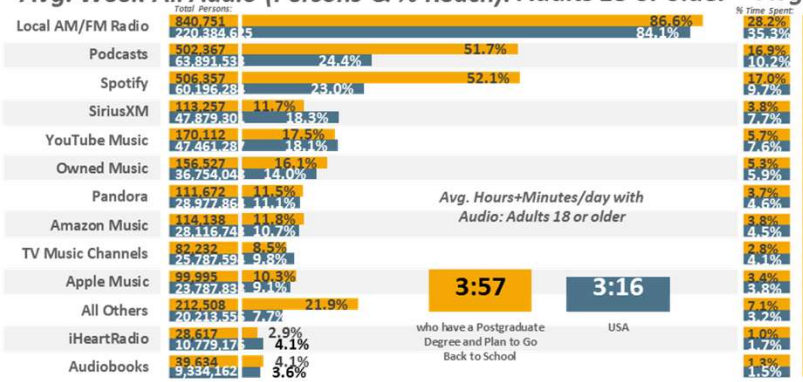
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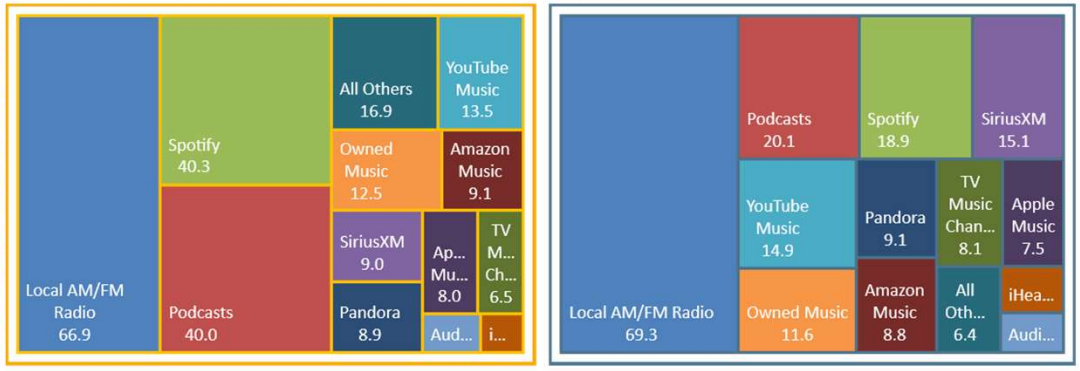
Postgraduate Degree

779,439 or 80.3% of Adults 18 or older who have a Postgraduate Degree and Plan to Go Back to School listen to Ad-Supported Local AM/FM Radio for an average of 57.9 minutes every day representing 32.% of all time spent daily with Ad-Supported Audio.

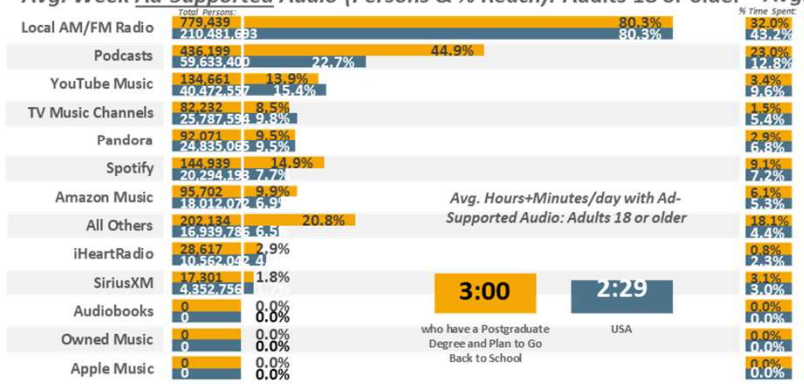
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



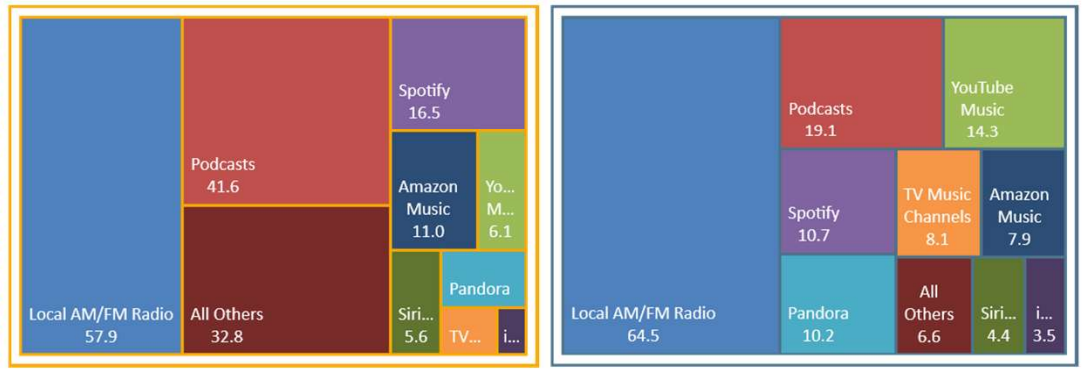
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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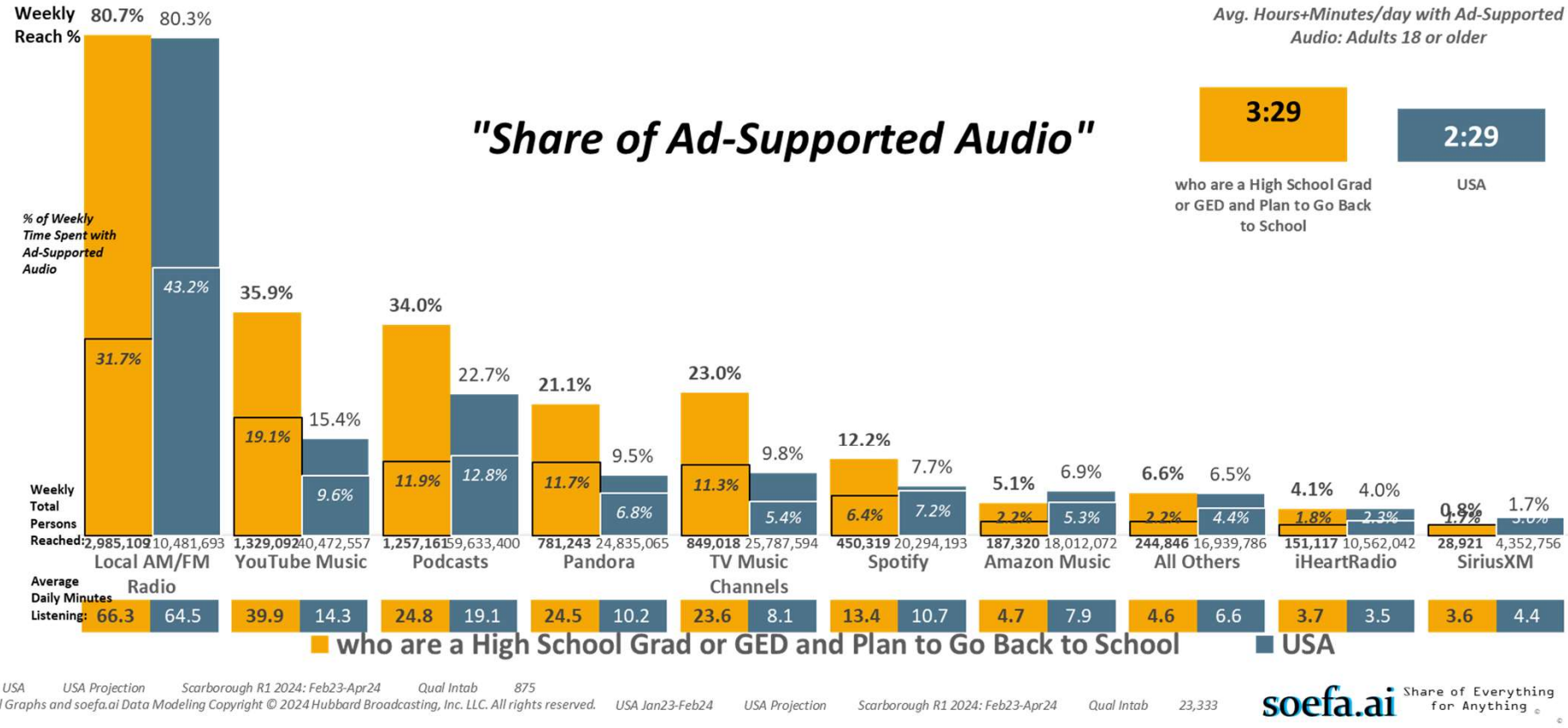
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[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Postgraduate degree



High School Grad or GED

2,985,109 or 80.7% of Adults 18 or older who are a High School Grad or GED and Plan to Go Back to School listen to Ad-Supported Local AM/FM Radio for an average of 66.3 minutes every day representing 31.7% of all time spent daily with Ad-Supported Audio.



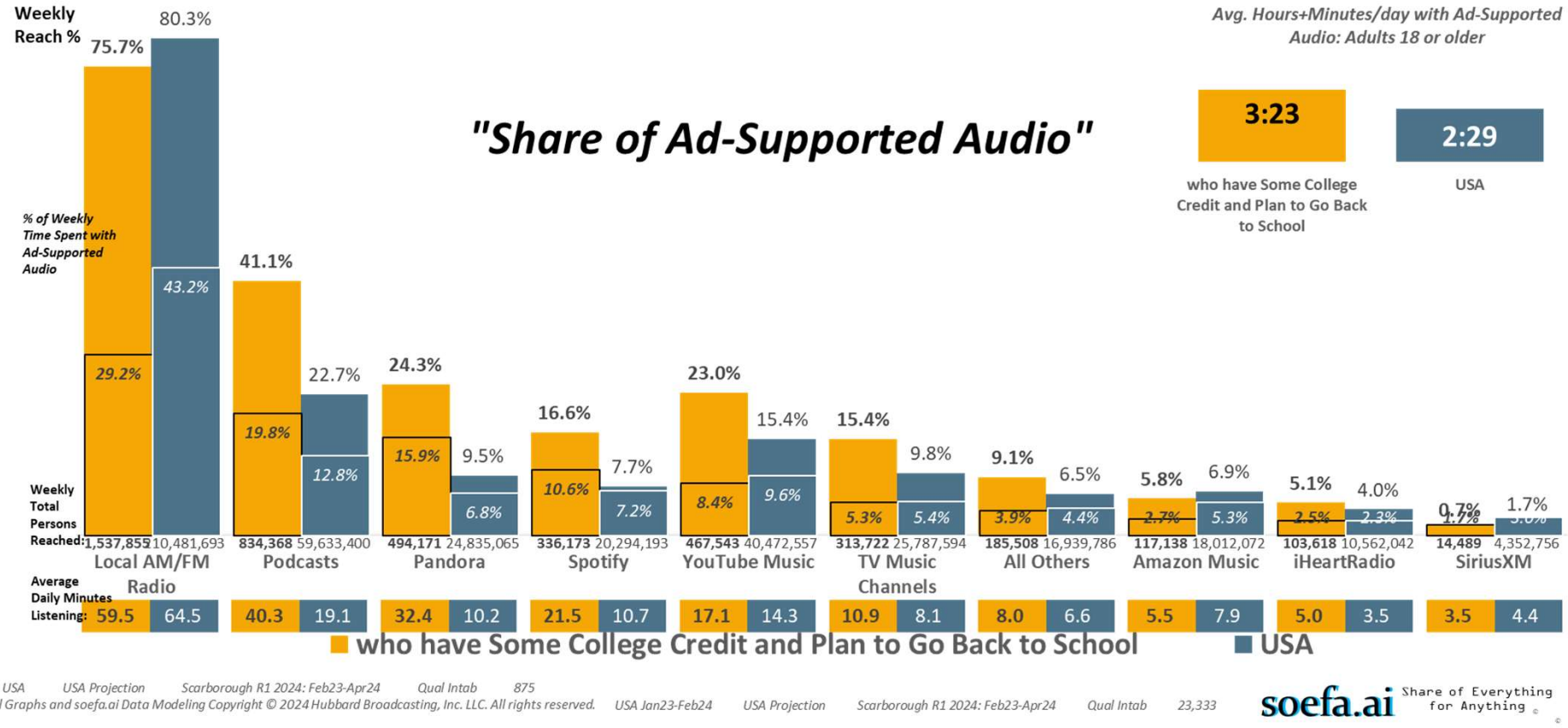
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[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: High school graduate (12th grade or GED)



Some College Credit

1,537,855 or 75.7% of Adults 18 or older who have Some College Credit and Plan to Go Back to School listen to Ad-Supported Local AM/FM Radio for an average of 59.5 minutes every day representing 29.2% of all time spent daily with Ad-Supported Audio.



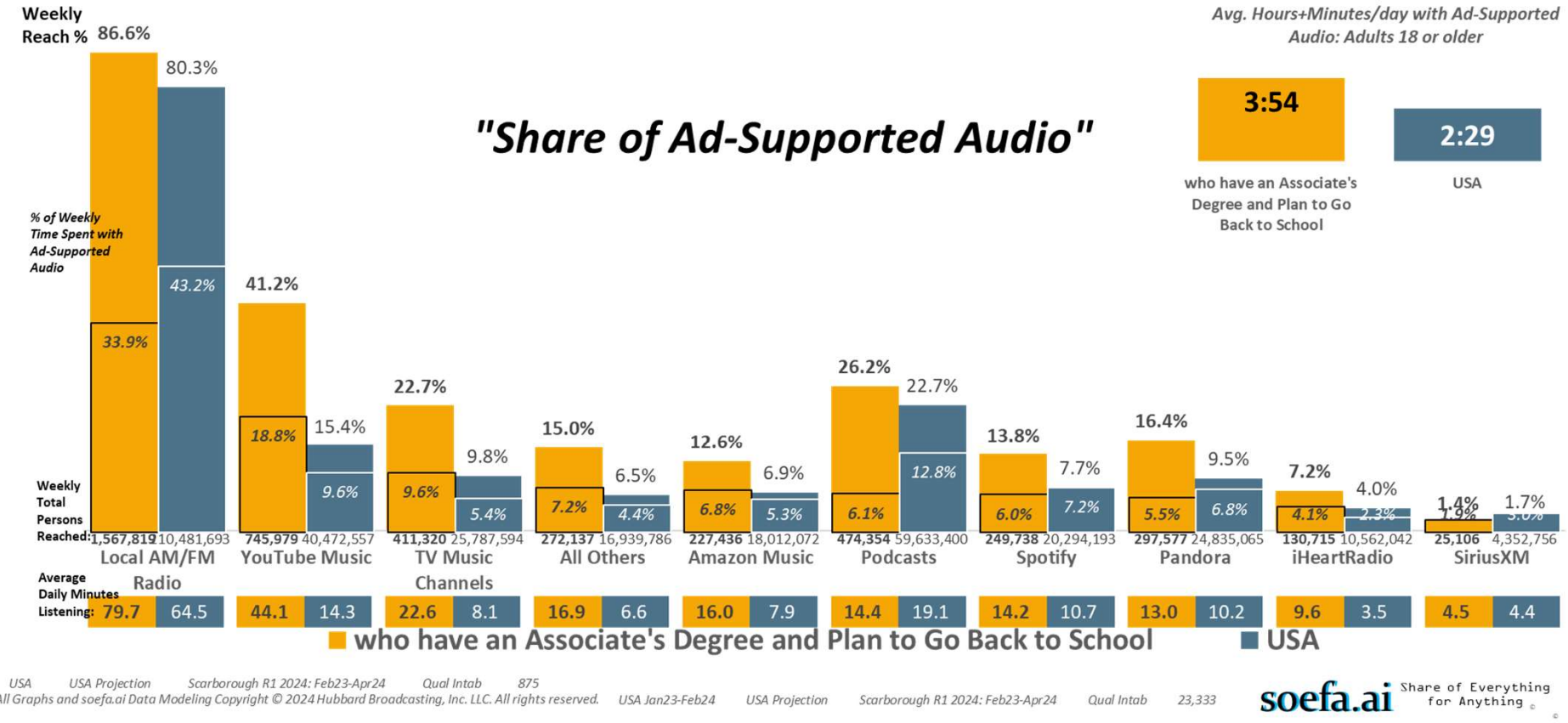
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[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Some college credit (no degree)



Associate's Degree

1,567,819 or 86.6% of Adults 18 or older who have an Associate's Degree and Plan to Go Back to School listen to Ad-Supported Local AM/FM Radio for an average of 79.7 minutes every day representing 33.9% of all time spent daily with Ad-Supported Audio.



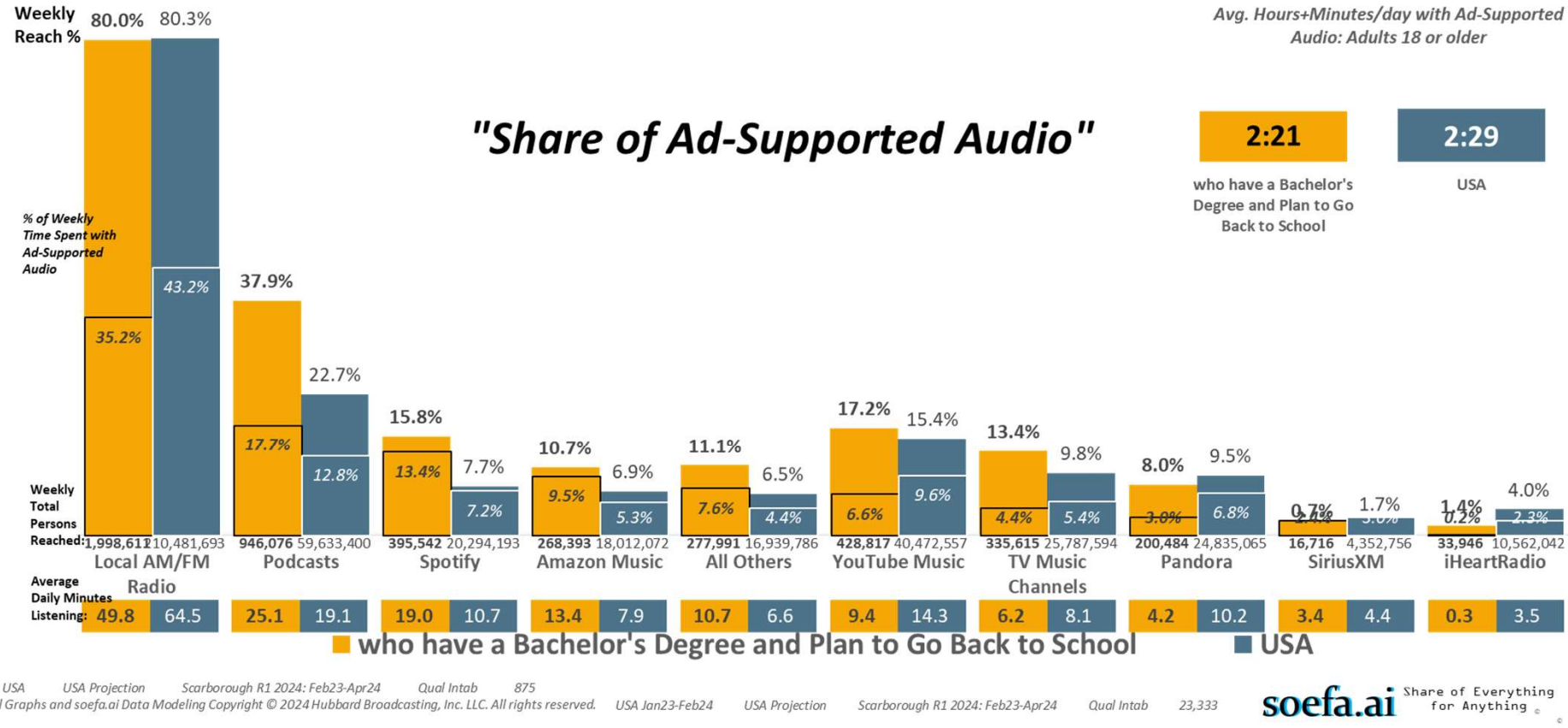
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[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Associate's degree (AA, AS, etc.)



Bachelor's Degree

1,998,611 or 80.% of Adults 18 or older who have a Bachelor's Degree and Plan to Go Back to School listen to Ad-Supported Local AM/FM Radio for an average of 49.8 minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.



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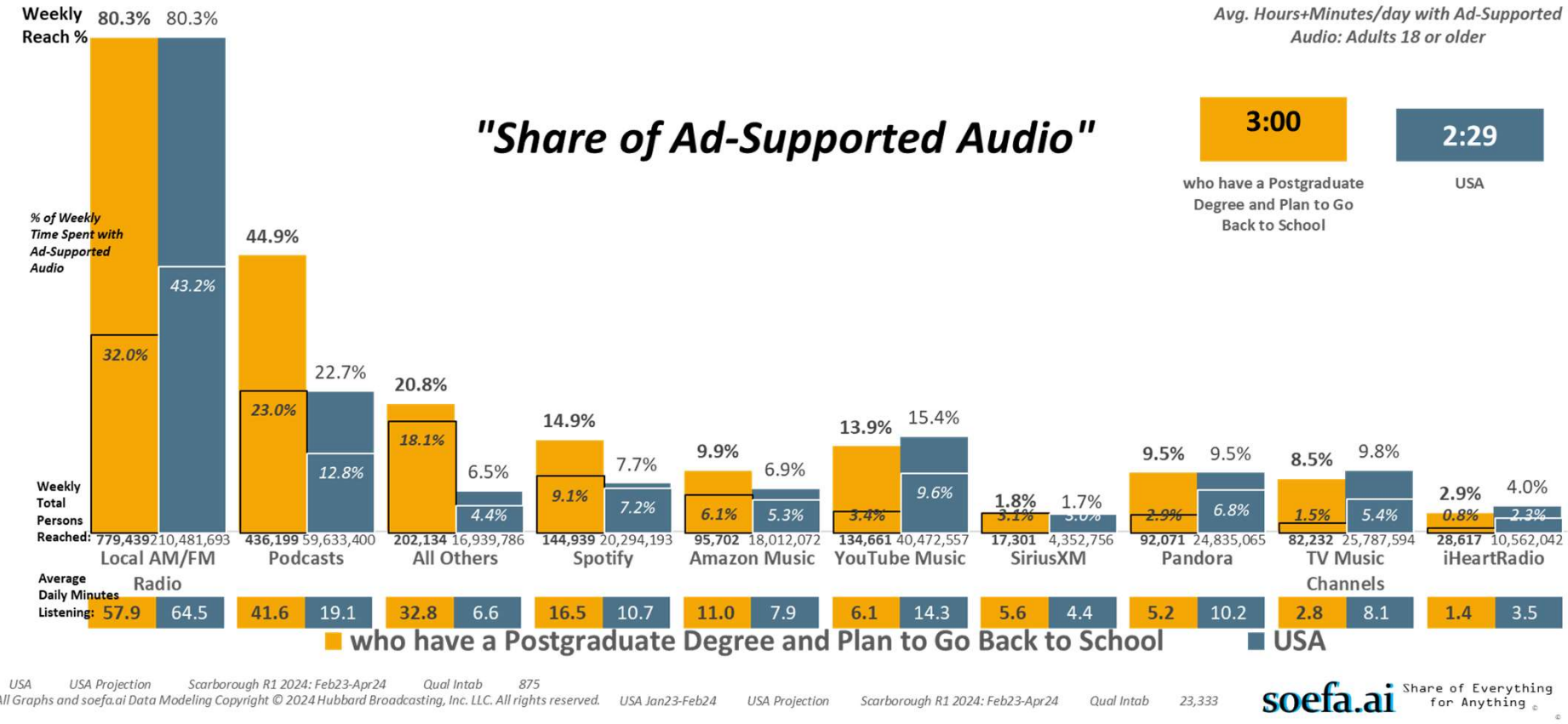
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[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Bachelor's degree (BA, BS, etc.)



Postgraduate Degree

779,439 or 80.3% of Adults 18 or older who have a Postgraduate Degree and Plan to Go Back to School listen to Ad-Supported Local AM/FM Radio for an average of 57.9 minutes every day representing 32.% of all time spent daily with Ad-Supported Audio.



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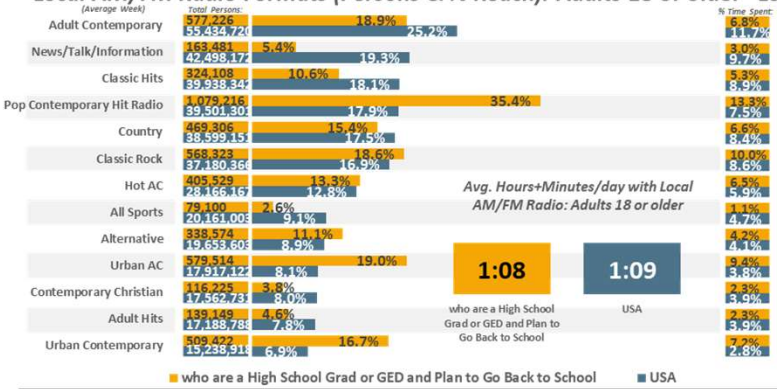
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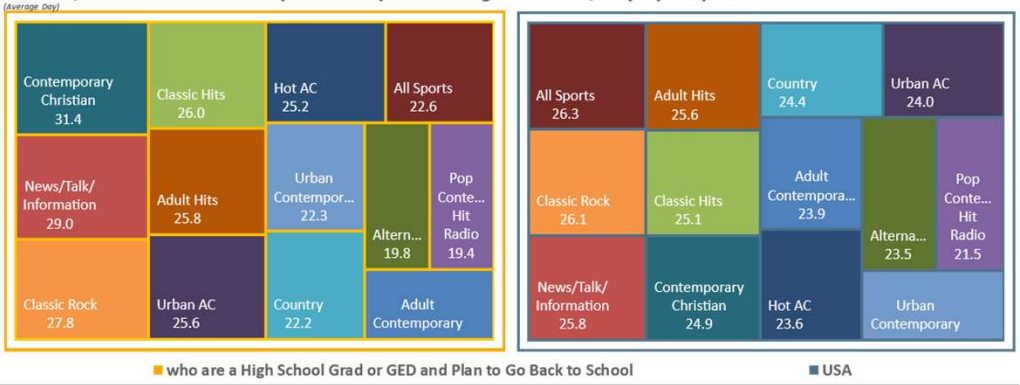
High School Grad or GED

2,985,109 or 80.7% of Adults 18 or older who are a High School Grad or GED and Plan to Go Back to School listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Urban AC, Adult Contemporary, Classic Rock, and Urban Cont

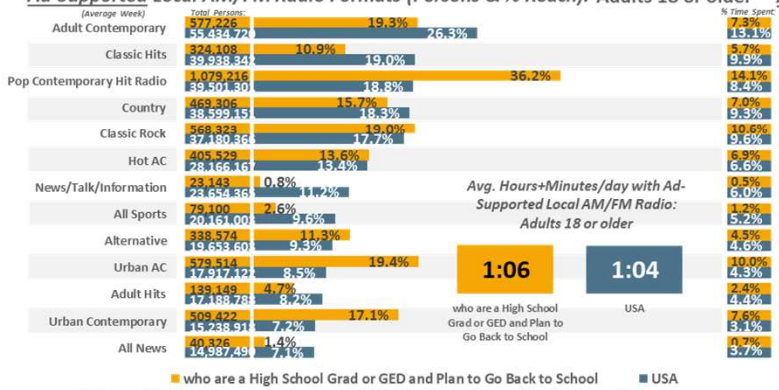
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



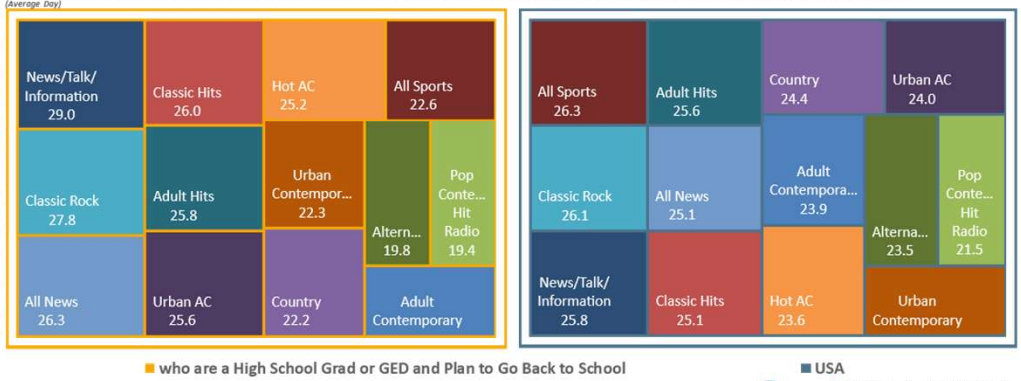
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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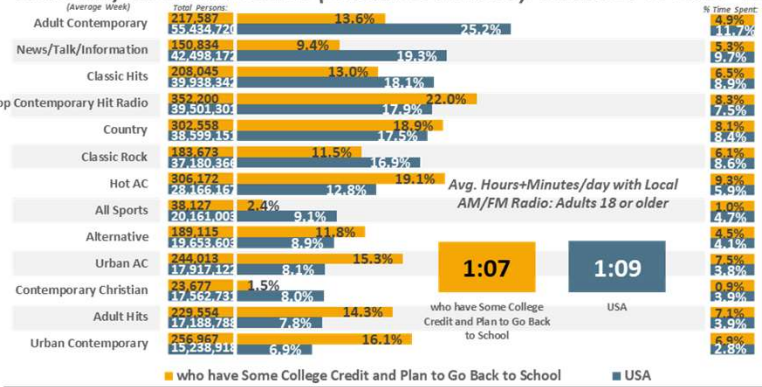
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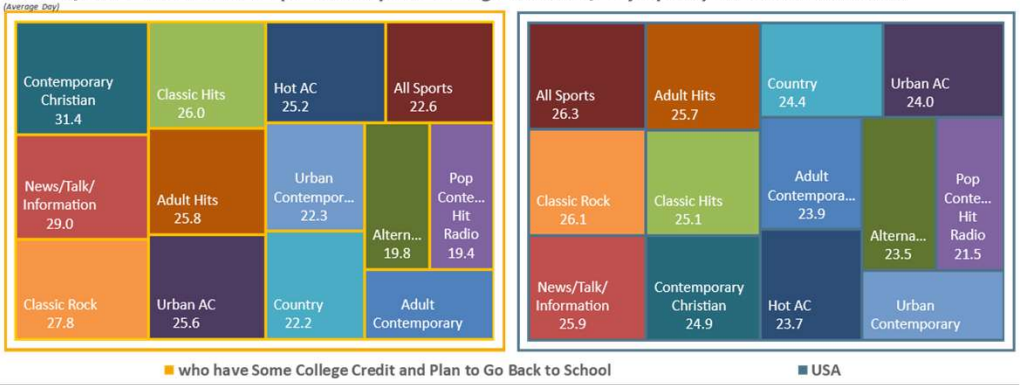
Some College Credit

1,537,855 or 75.7% of Adults 18 or older who have Some College Credit and Plan to Go Back to School listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Hot AC, Country, Urban Contemporary, and Urban AC.

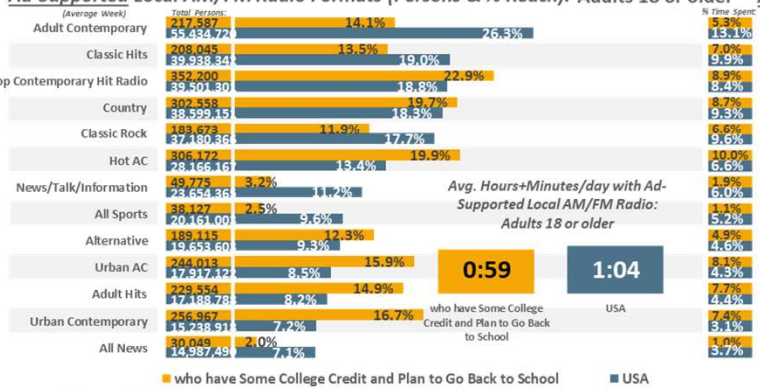
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



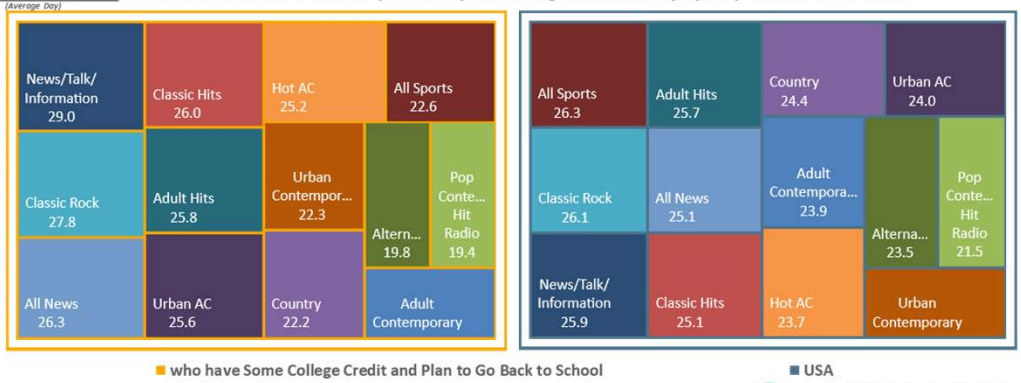
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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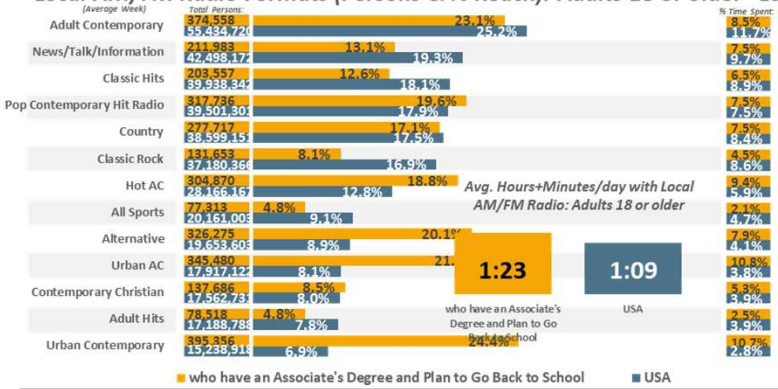
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Some college credit (no degree)



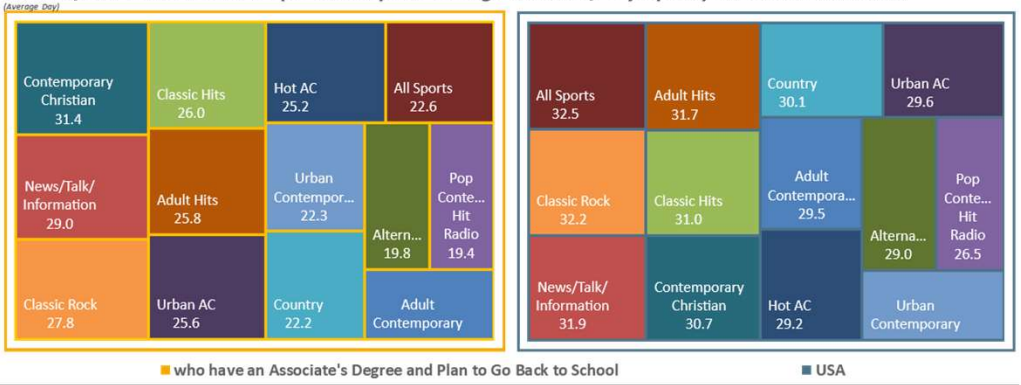
Associate's Degree

1,567,819 or 86.6% of Adults 18 or older who have an Associate's Degree and Plan to Go Back to School listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban Contemporary, Adult Contemporary, Urban AC, Alternative, and Pop Contemporary Hit R

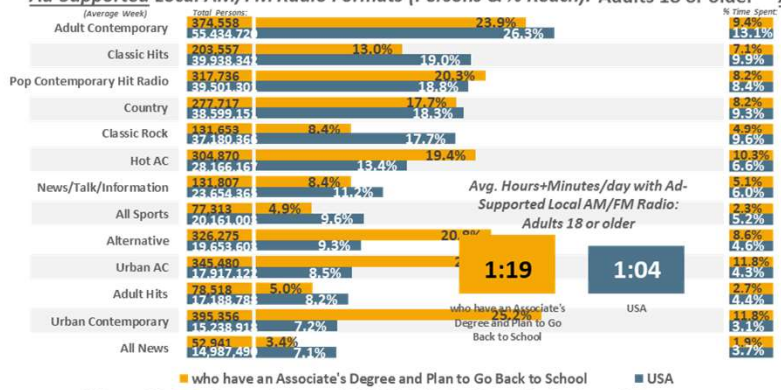
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



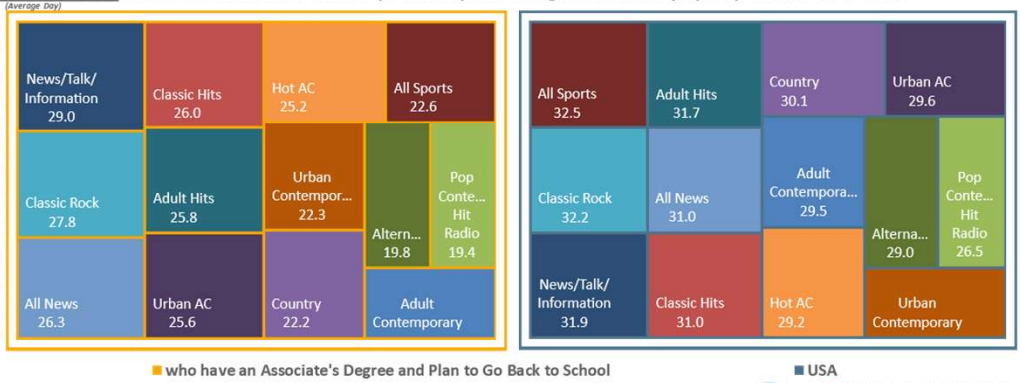
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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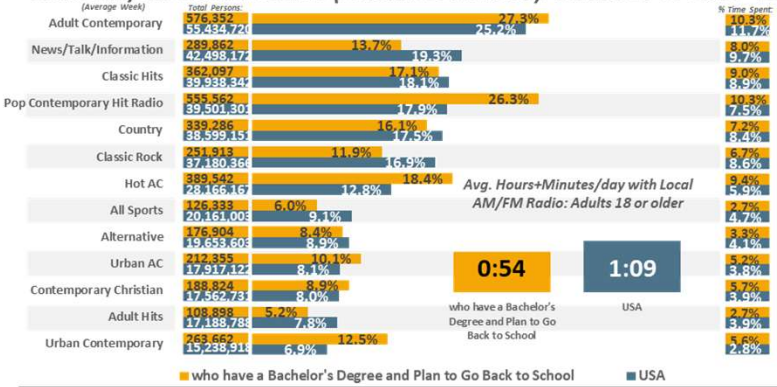
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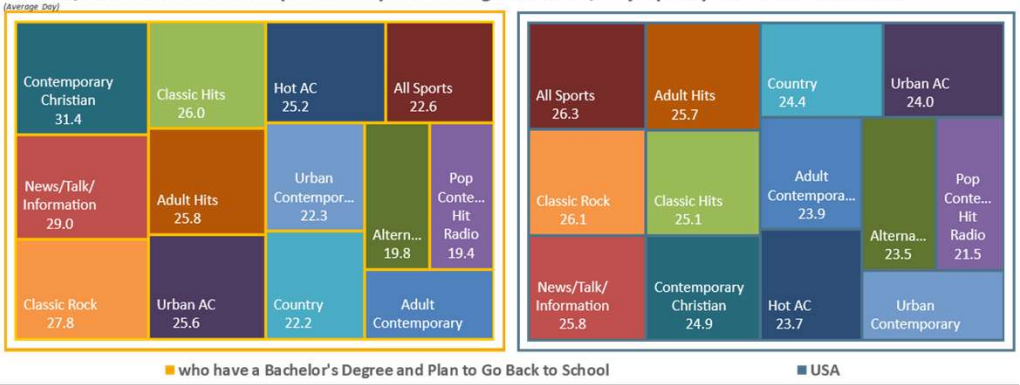
Bachelor's Degree

1,998,611 or 80.% of Adults 18 or older who have a Bachelor's Degree and Plan to Go Back to School listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Hot AC, Classic Hits, and Country.

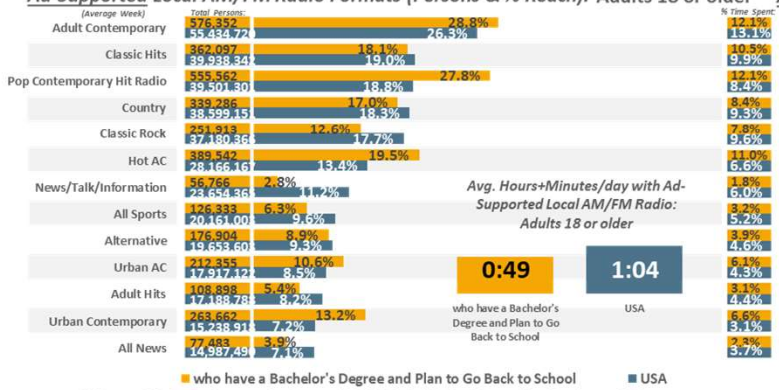
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



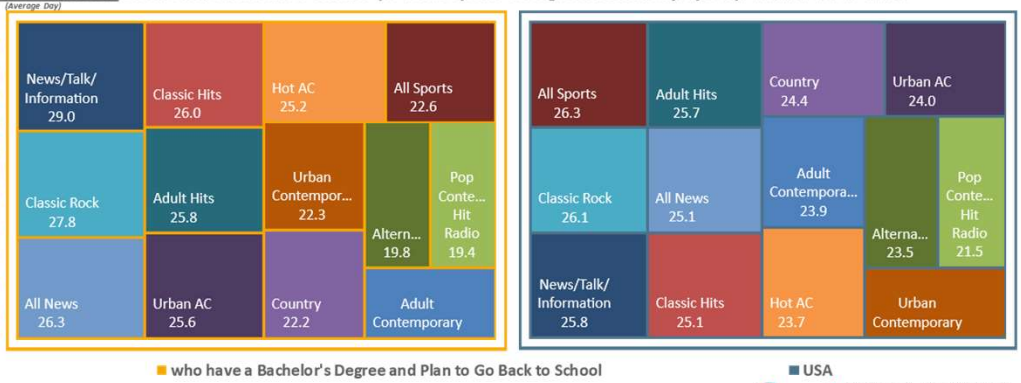
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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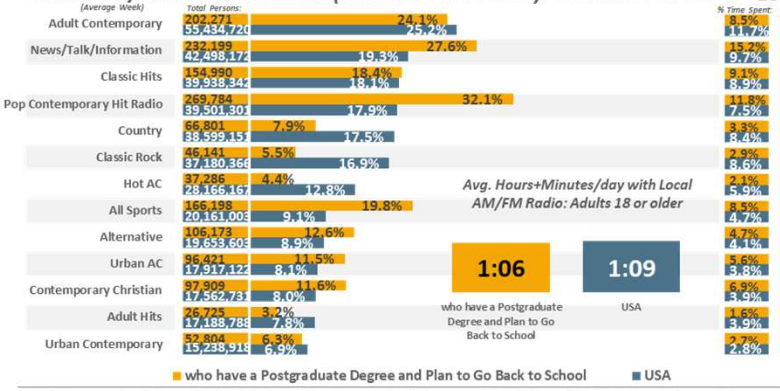
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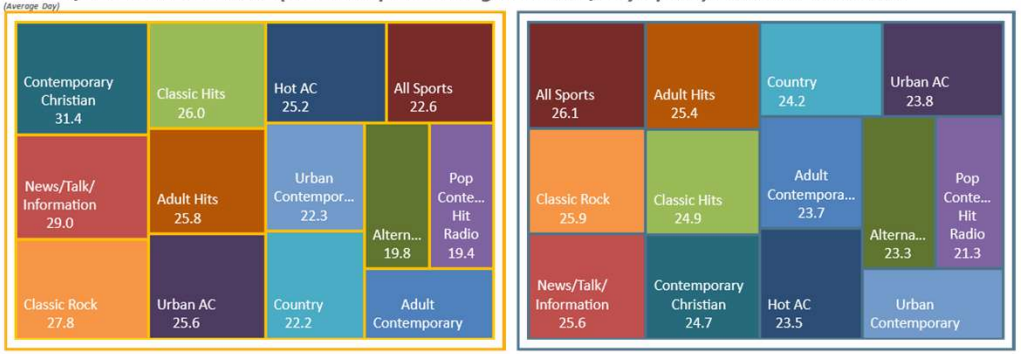
Postgraduate Degree

779,439 or 80.3% of Adults 18 or older who have a Postgraduate Degree and Plan to Go Back to School listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, All Sports, Classic Hits, and Alternative.

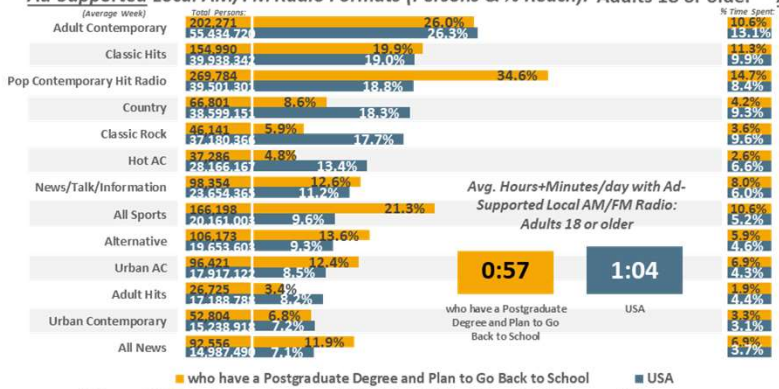
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



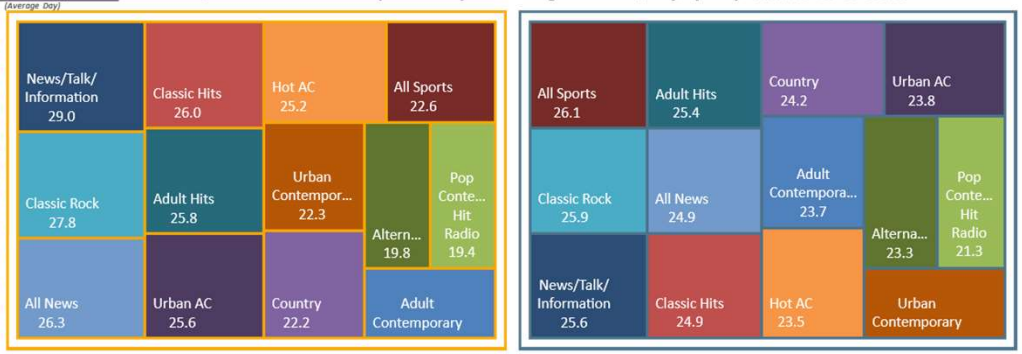
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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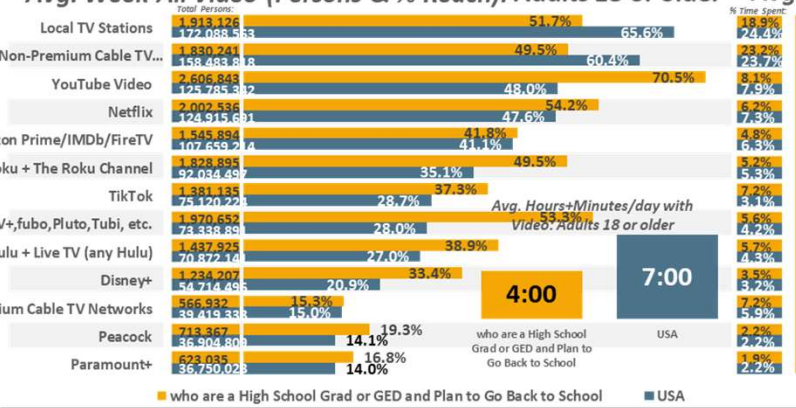
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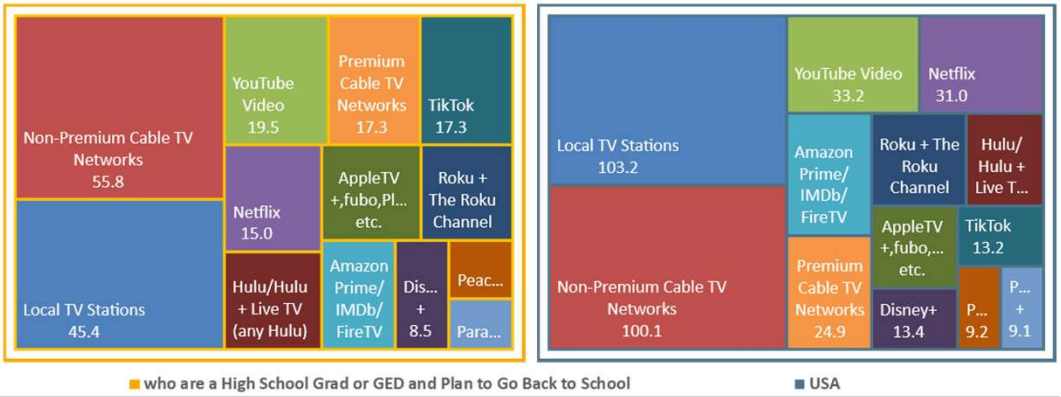
High School Grad or GED

1,883,289 or 50.9% of Adults 18 or older who are a High School Grad or GED and Plan to Go Back to School watch Ad-Supported Local TV Stations for an average of 44.4 minutes every day representing 23.2% of all time spent daily with Ad-Supported Video.

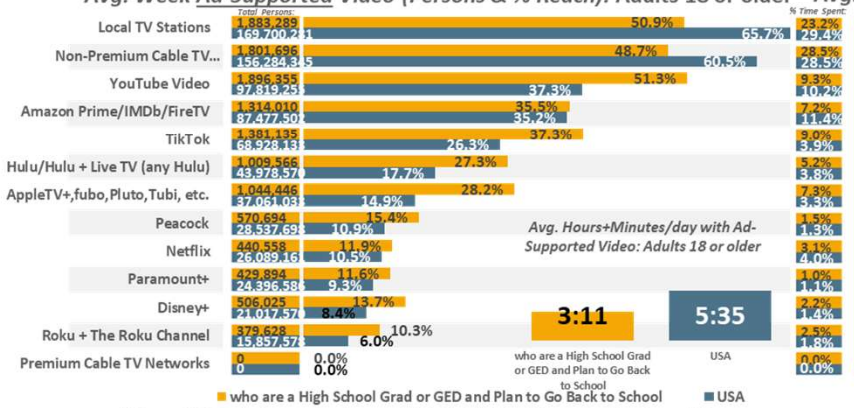
Avg. Week All Video (Persons & % Reach): Adults 18 or older



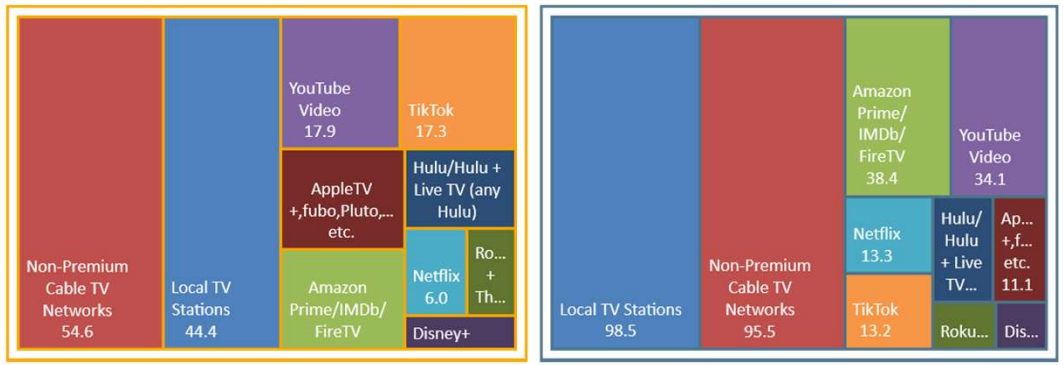
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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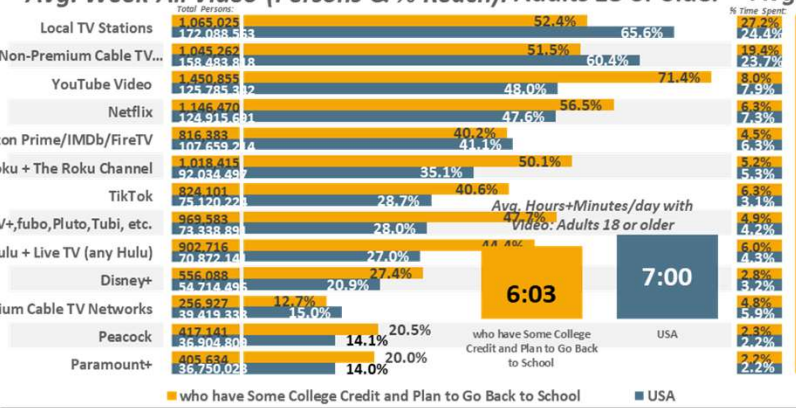
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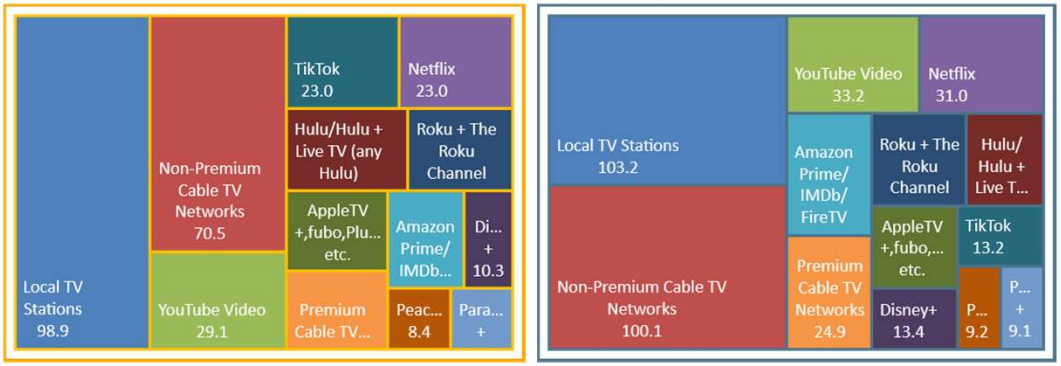
Some College Credit

1,033,250 or 50.9% of Adults 18 or older who have Some College Credit and Plan to Go Back to School watch Ad-Supported Local TV Stations for an average of 92.3 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.

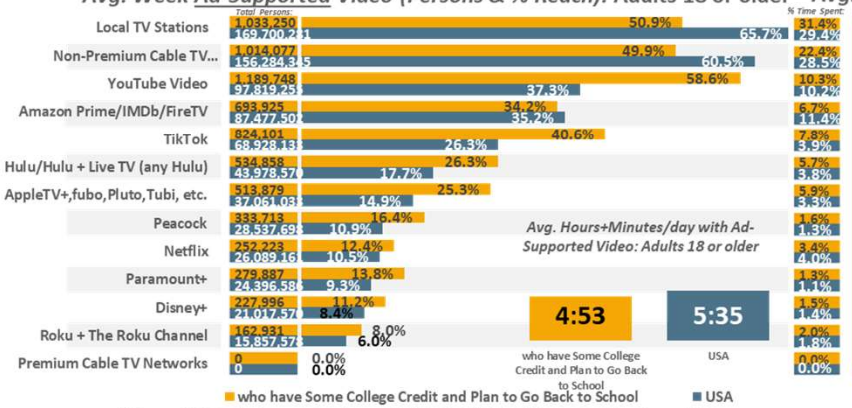
Avg. Week All Video (Persons & % Reach): Adults 18 or older



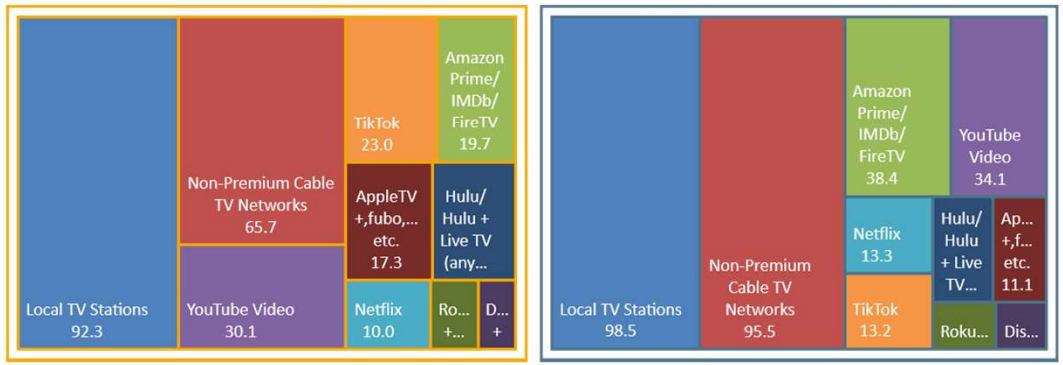
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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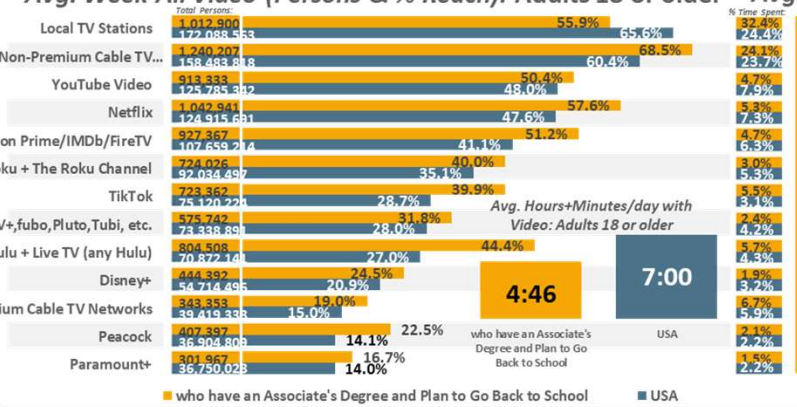
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Some college credit (no degree)



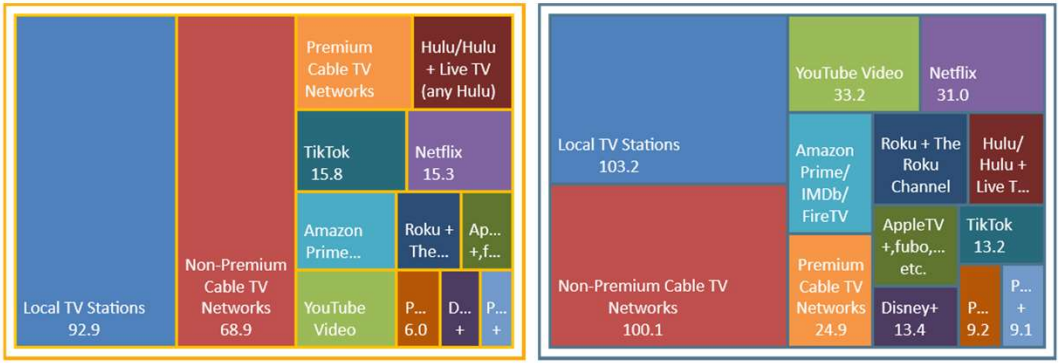
Associate's Degree

990,562 or 54.7% of Adults 18 or older who have an Associate's Degree and Plan to Go Back to School watch Ad-Supported Local TV Stations for an average of 87.8 minutes every day representing 35.1% of all time spent daily with Ad-Supported Video.

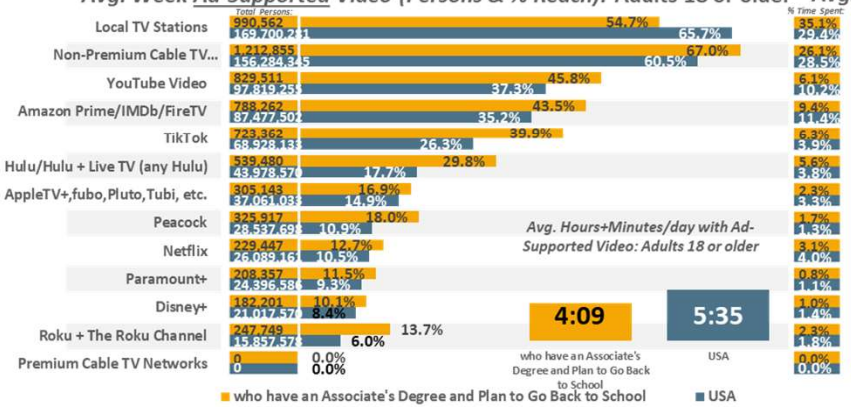
Avg. Week All Video (Persons & % Reach): Adults 18 or older



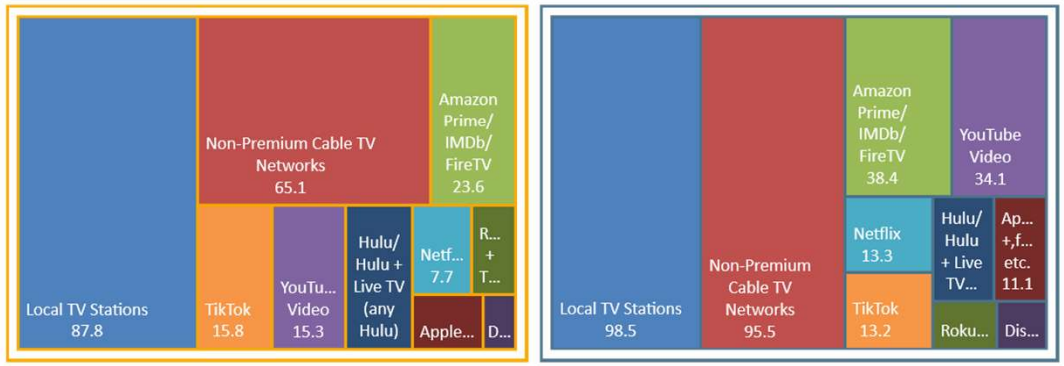
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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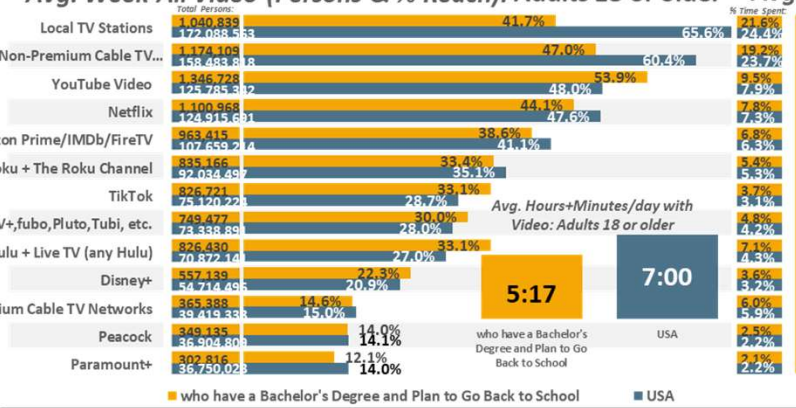
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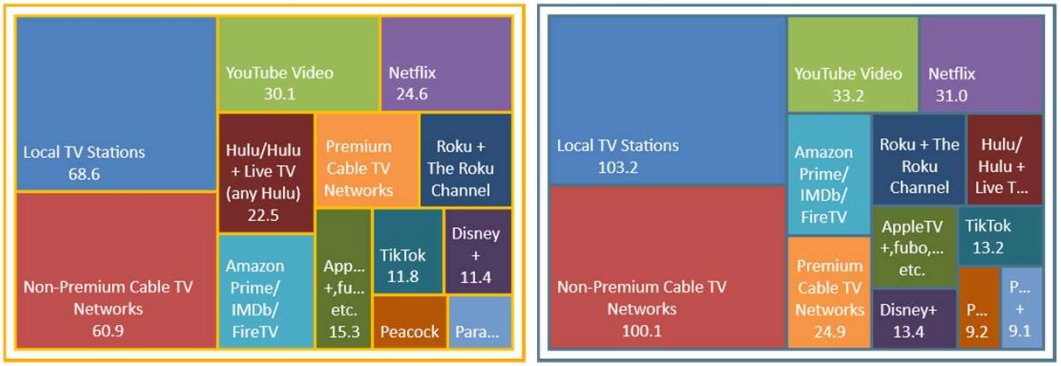
Bachelor's Degree

1,020,440 or 40.8% of Adults 18 or older who have a Bachelor's Degree and Plan to Go Back to School watch Ad-Supported Local TV Stations for an average of 65.4 minutes every day representing 25.9% of all time spent daily with Ad-Supported Video.

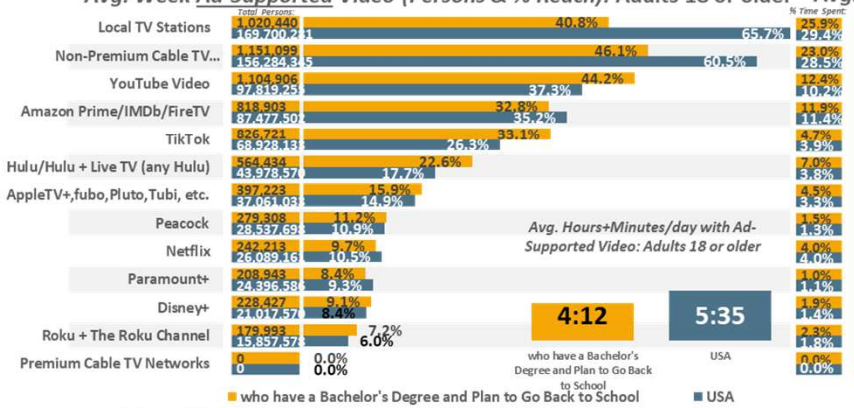
Avg. Week All Video (Persons & % Reach): Adults 18 or older



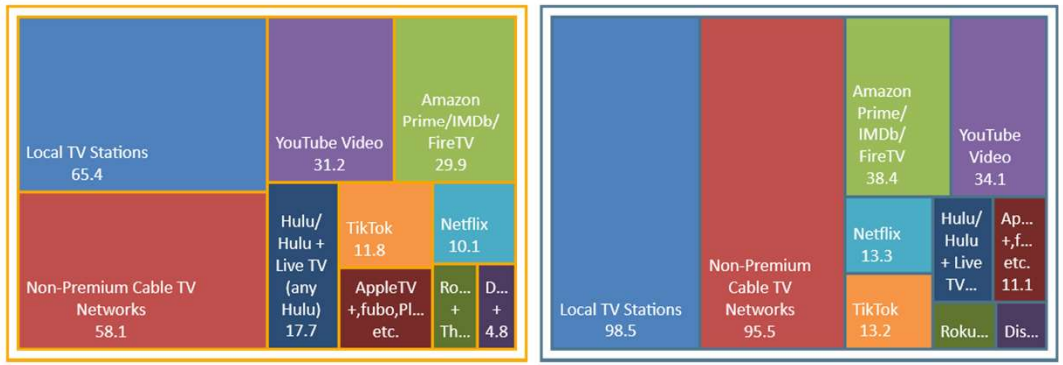
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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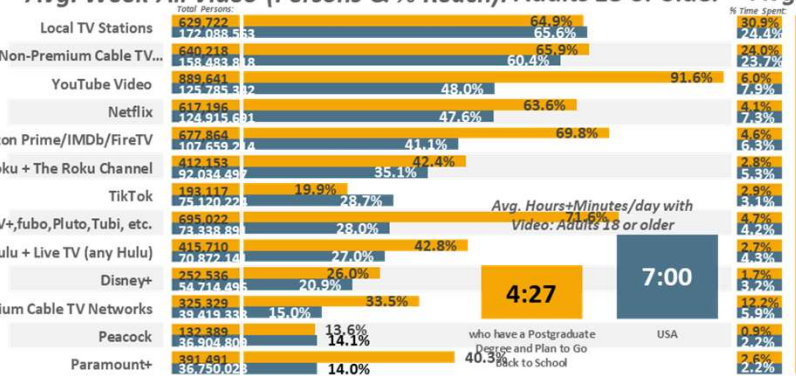
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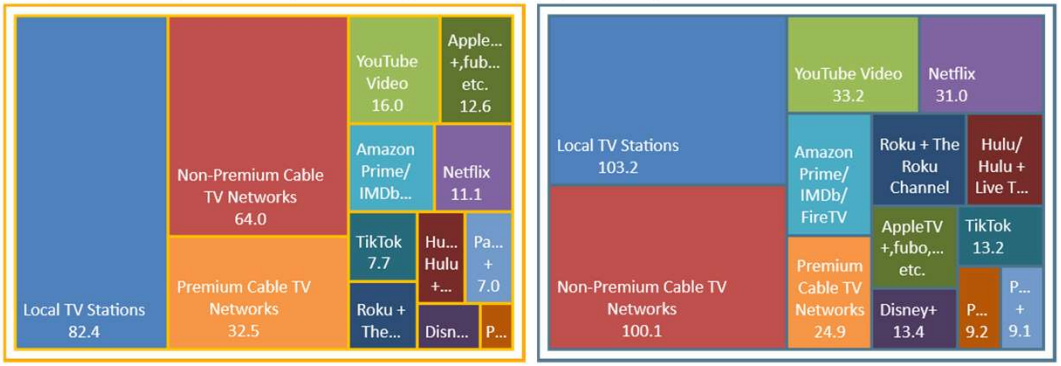
Postgraduate Degree

621,951 or 64.1% of Adults 18 or older who have a Postgraduate Degree and Plan to Go Back to School watch Ad-Supported Local TV Stations for an average of 78.9 minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.

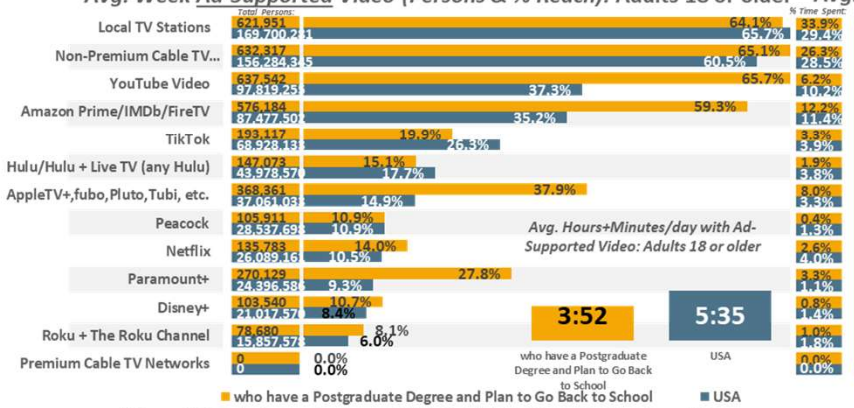
Avg. Week All Video (Persons & % Reach): Adults 18 or older



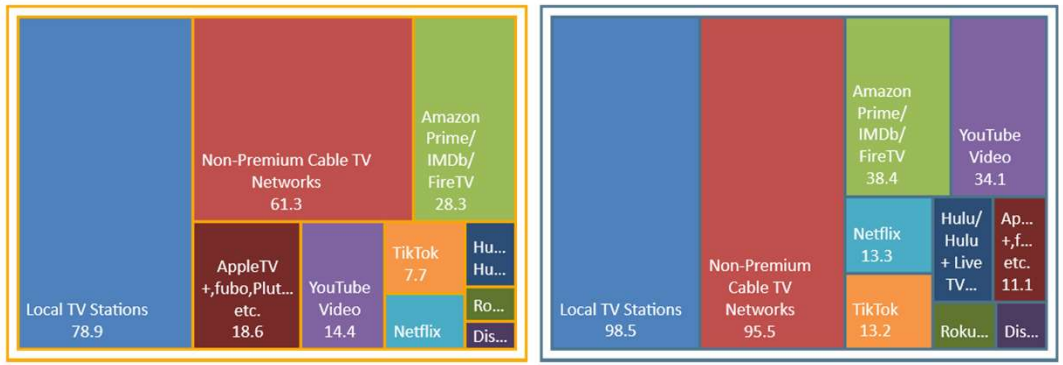
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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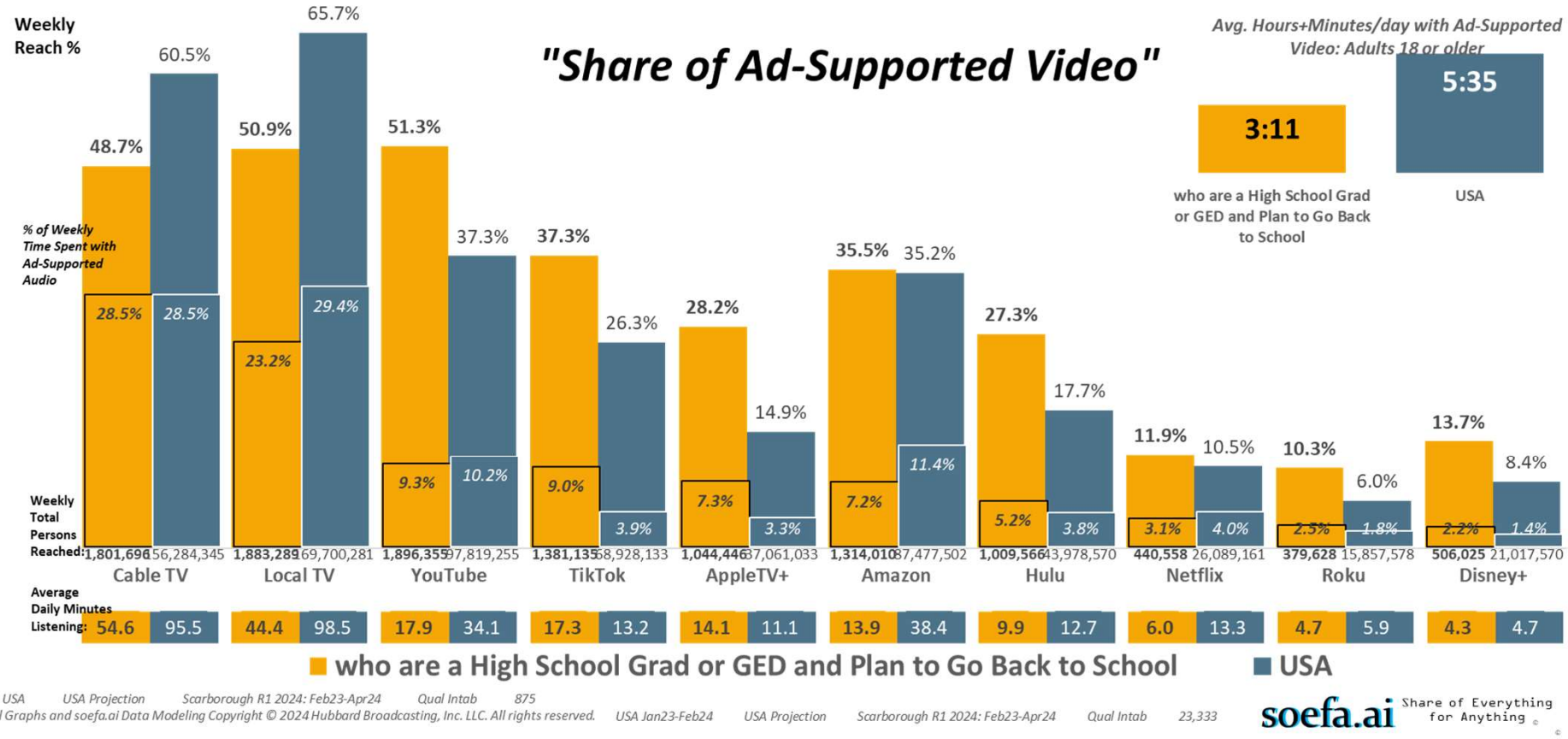
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[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Postgraduate degree



High School Grad or GED

1,883,289 or 50.9% of Adults 18 or older who are a High School Grad or GED and Plan to Go Back to School watch Ad-Supported Local TV Stations for an average of 44.4 minutes every day representing 23.2% of all time spent daily with Ad-Supported Video.



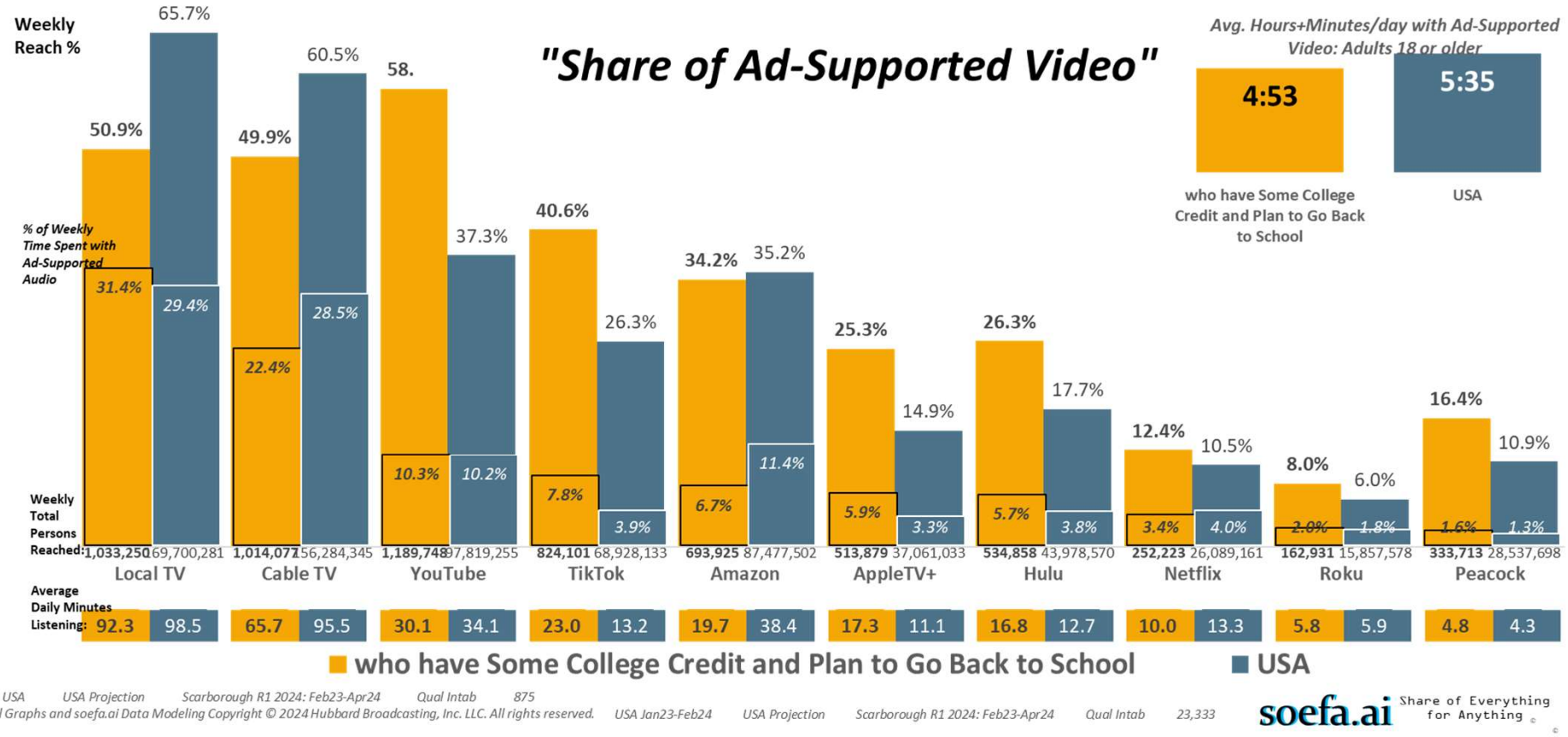
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[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: High school graduate (12th grade or GED)



Some College Credit

1,033,250 or 50.9% of Adults 18 or older who have Some College Credit and Plan to Go Back to School watch Ad-Supported Local TV Stations for an average of 92.3 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.



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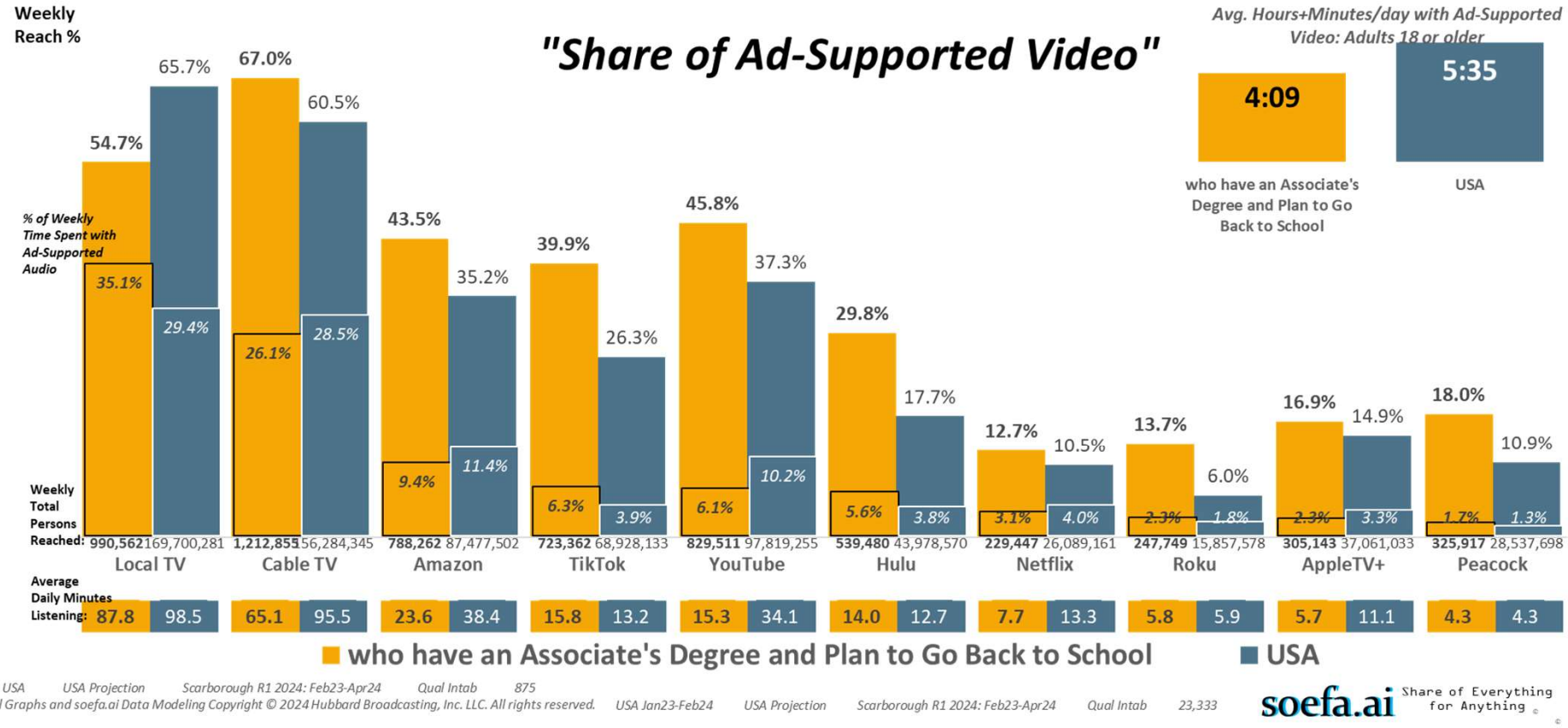
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[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Some college credit (no degree)



Associate's Degree

990,562 or 54.7% of Adults 18 or older who have an Associate's Degree and Plan to Go Back to School watch Ad-Supported Local TV Stations for an average of 87.8 minutes every day representing 35.1% of all time spent daily with Ad-Supported Video.



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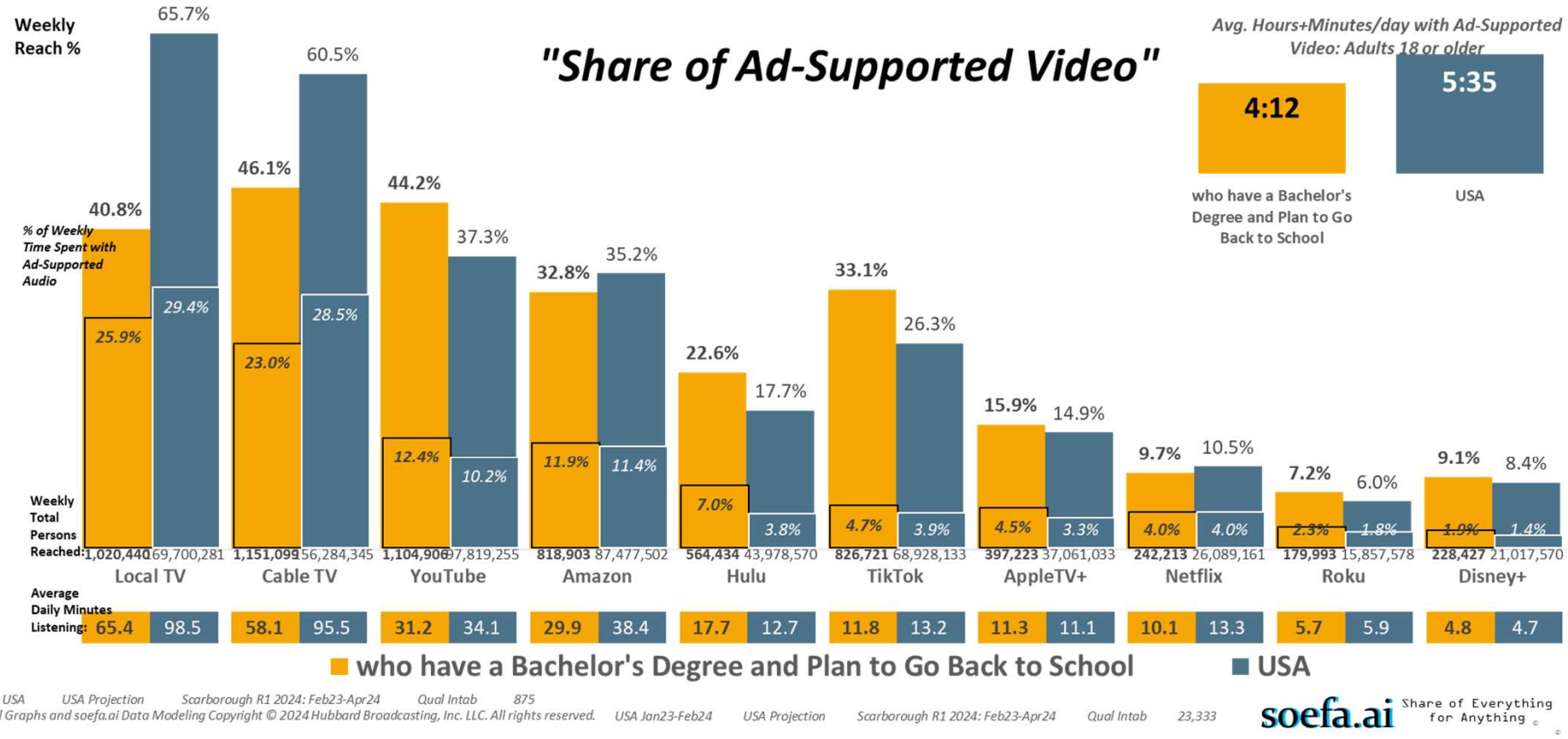
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[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Associate's degree (AA, AS, etc.)



Bachelor's Degree

1,020,440 or 40.8% of Adults 18 or older who have a Bachelor's Degree and Plan to Go Back to School watch Ad-Supported Local TV Stations for an average of 65.4 minutes every day representing 25.9% of all time spent daily with Ad-Supported Video.



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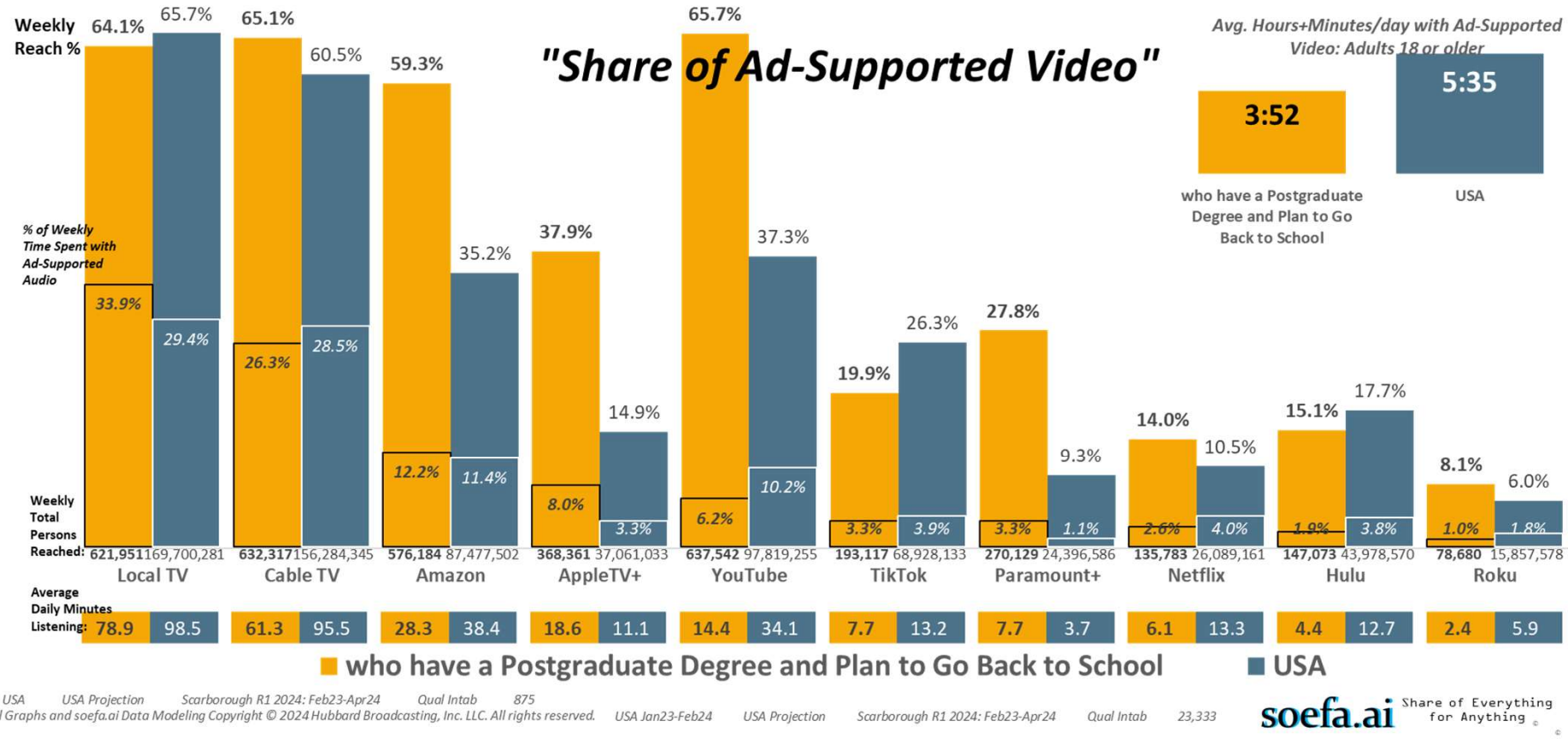
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[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Bachelor's degree (BA, BS, etc.)



Postgraduate Degree

621,951 or 64.1% of Adults 18 or older who have a Postgraduate Degree and Plan to Go Back to School watch Ad-Supported Local TV Stations for an average of 78.9 minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.



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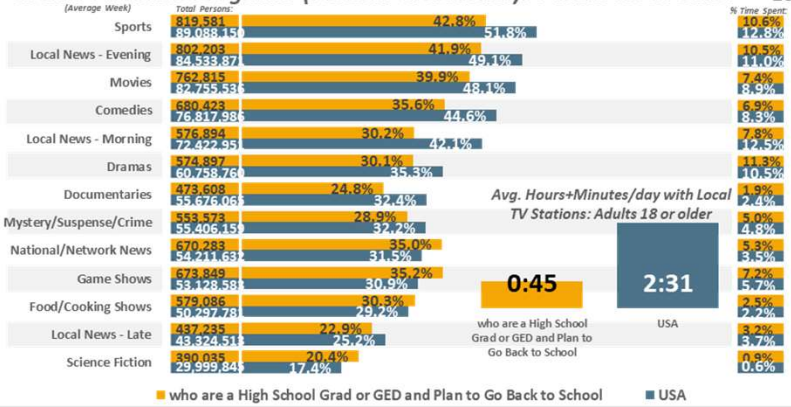
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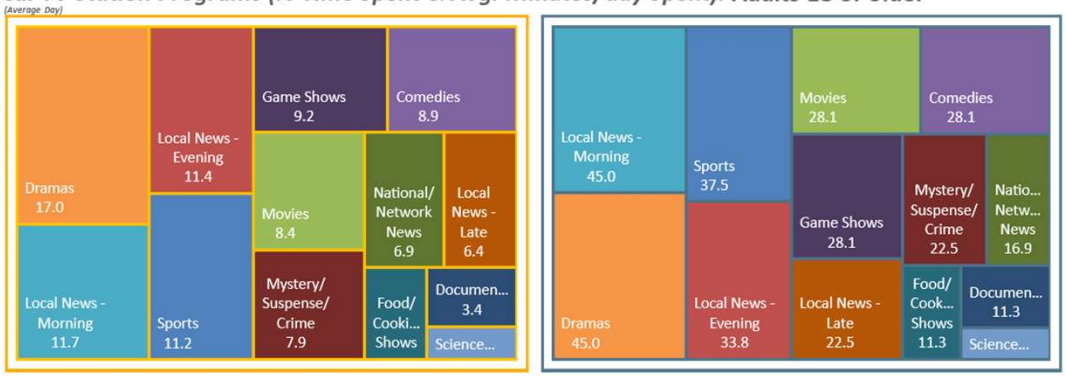
High School Grad or GED

1,883,289 or 50.9% of Adults 18 or older who are a High School Grad or GED and Plan to Go Back to School watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Game Shows, Comedies, and National/Network News.

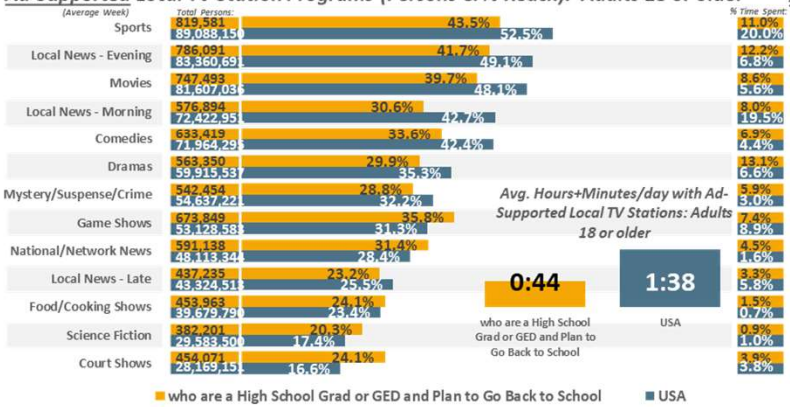
Local TV Station Programs (Persons & % Reach): Adults 18 or older



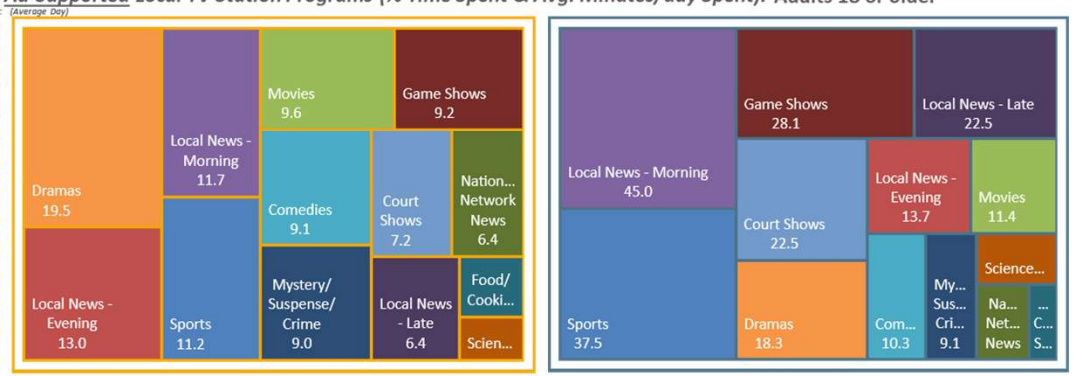
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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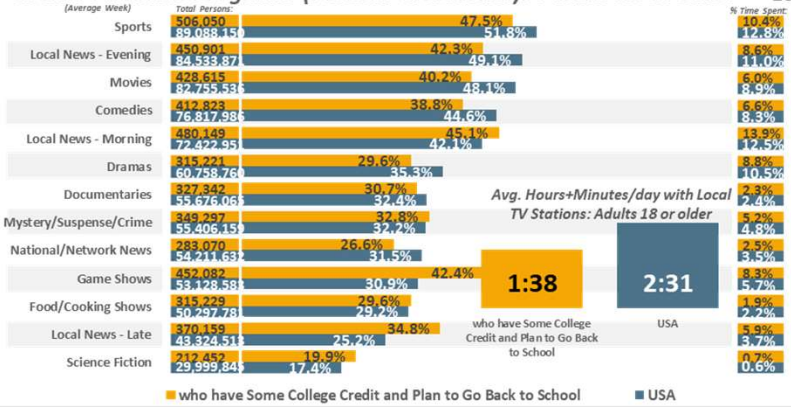
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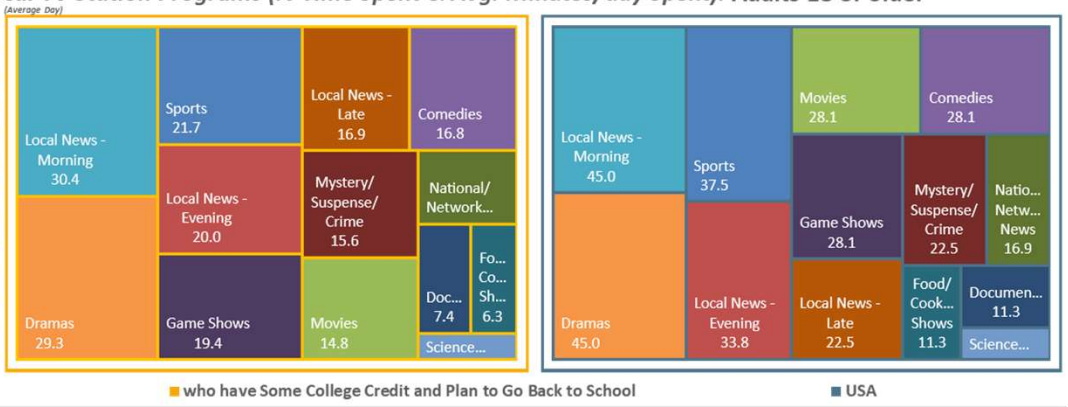
Some College Credit

1,033,250 or 50.9% of Adults 18 or older who have Some College Credit and Plan to Go Back to School watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Game Shows, Local News - Evening, Movies, and Comedies.

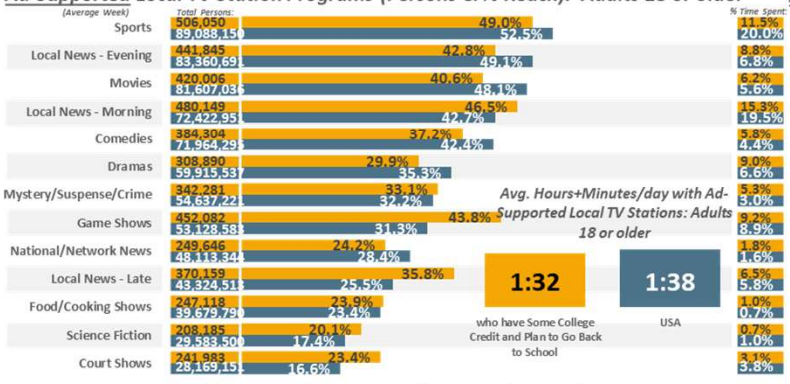
Local TV Station Programs (Persons & % Reach): Adults 18 or older



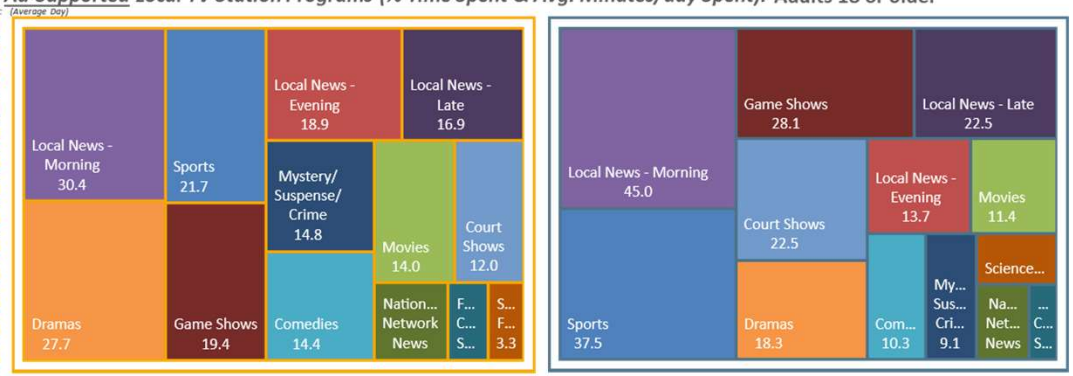
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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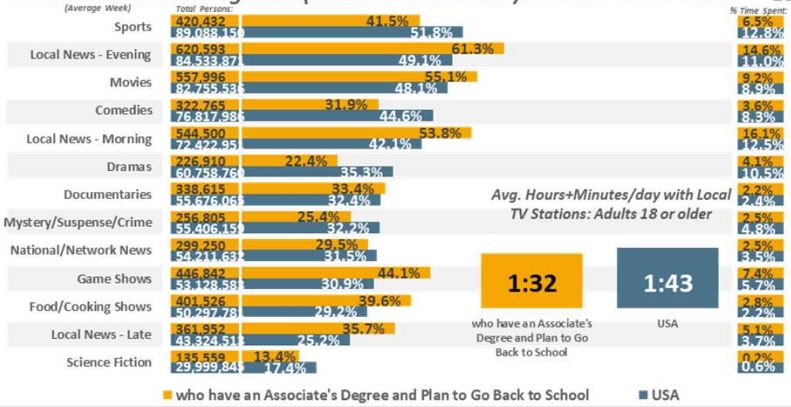
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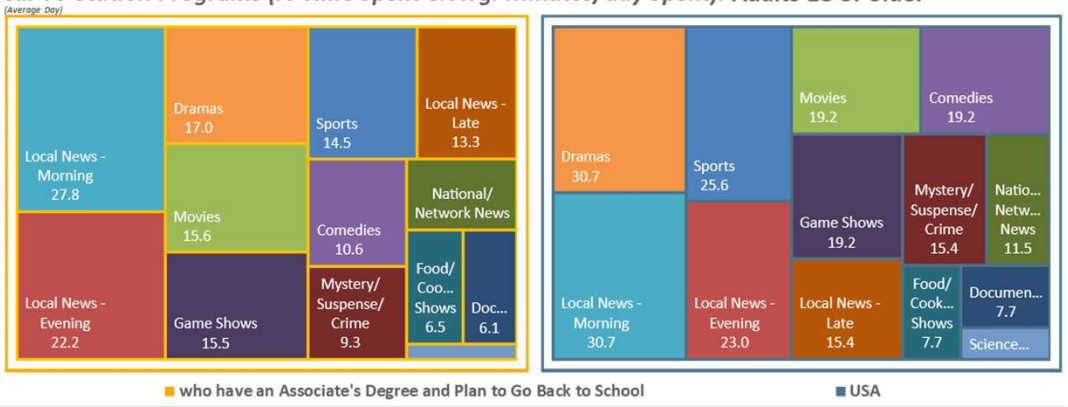
Associate's Degree

990,562 or 54.7% of Adults 18 or older who have an Associate's Degree and Plan to Go Back to School watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Local News - Morning, Game Shows, Sports, and Local News - Late.

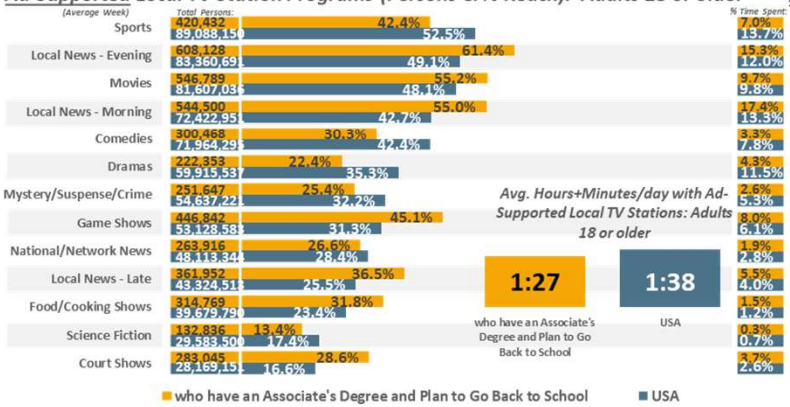
Local TV Station Programs (Persons & % Reach): Adults 18 or older



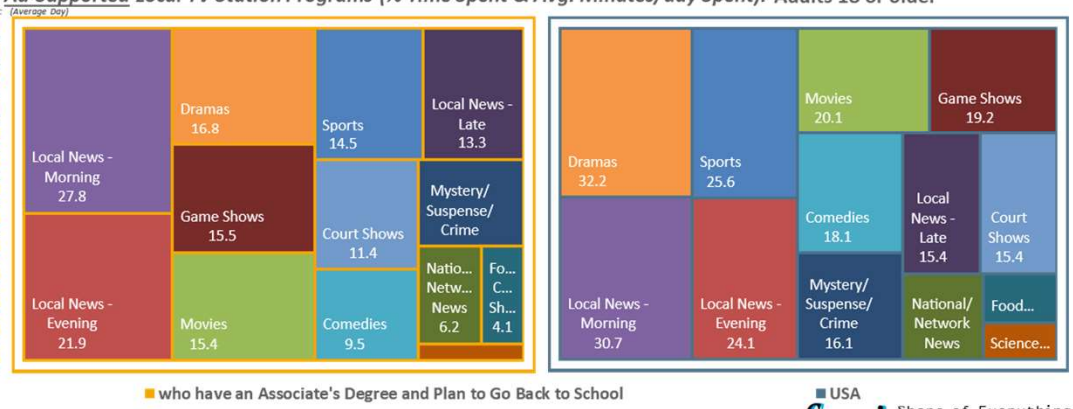
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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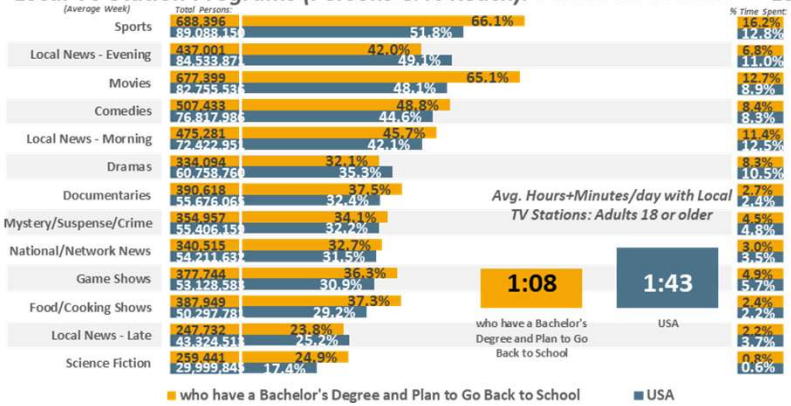
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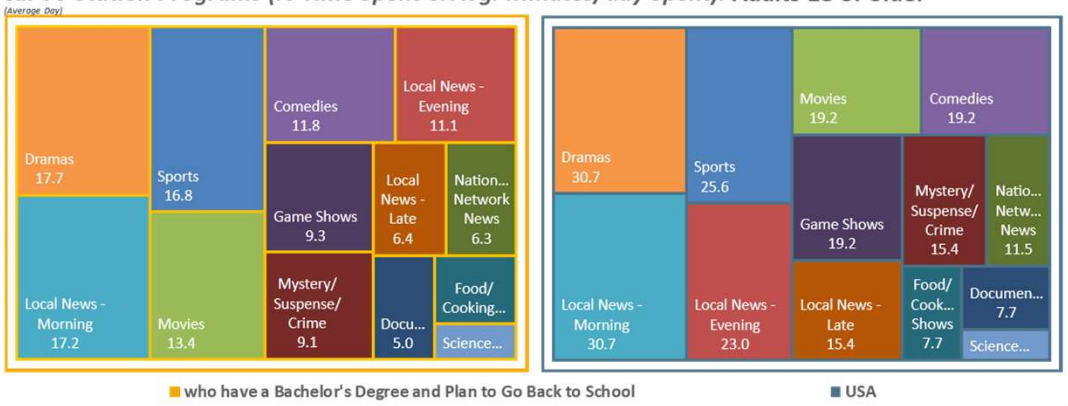
Bachelor's Degree

1,020,440 or 40.8% of Adults 18 or older who have a Bachelor's Degree and Plan to Go Back to School watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Morning, Comedies, Local News - Evening, and Game Shows.

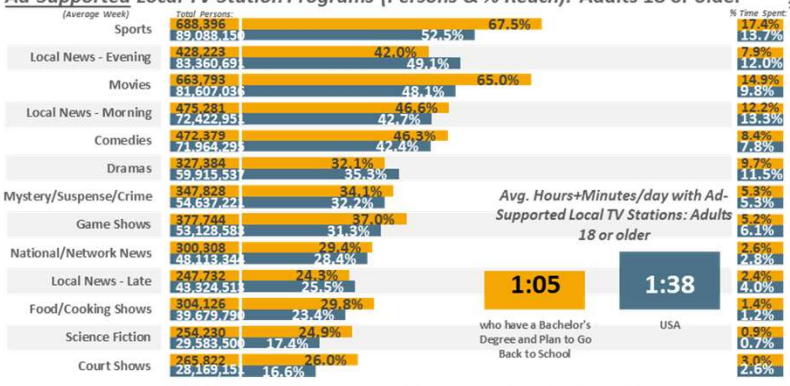
Local TV Station Programs (Persons & % Reach): Adults 18 or older



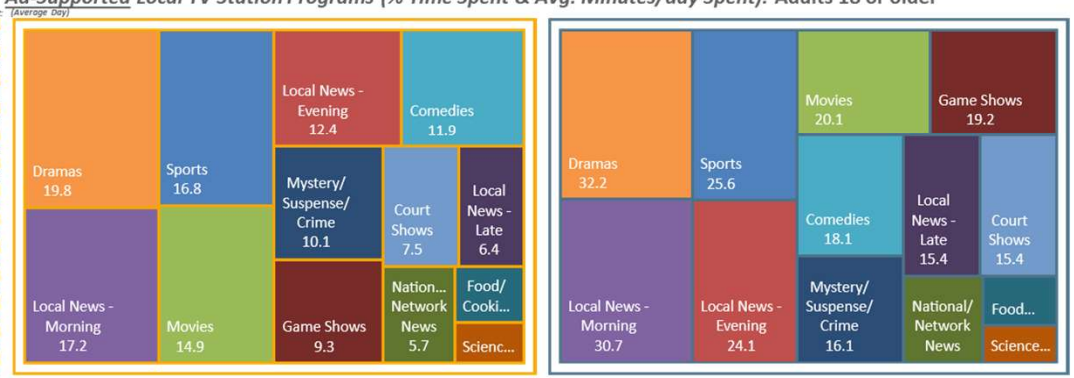
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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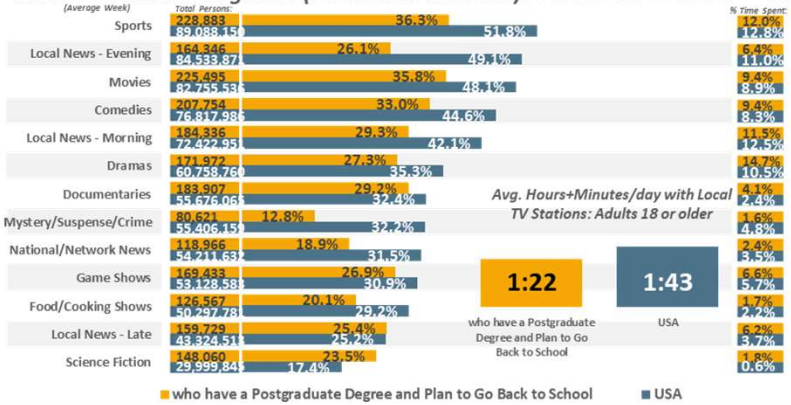
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Bachelor's degree (BA, BS, etc.)



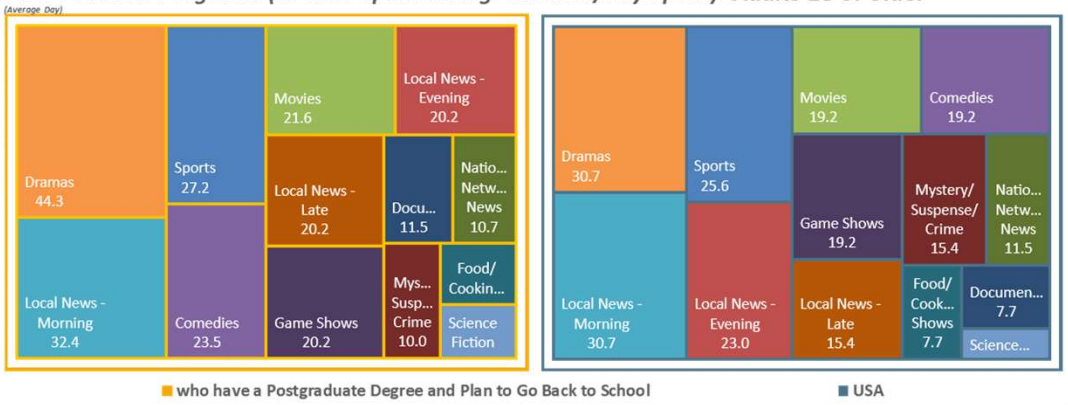
Postgraduate Degree

621,951 or 64.1% of Adults 18 or older who have a Postgraduate Degree and Plan to Go Back to School watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Morning, Game Shows, and Dramas.

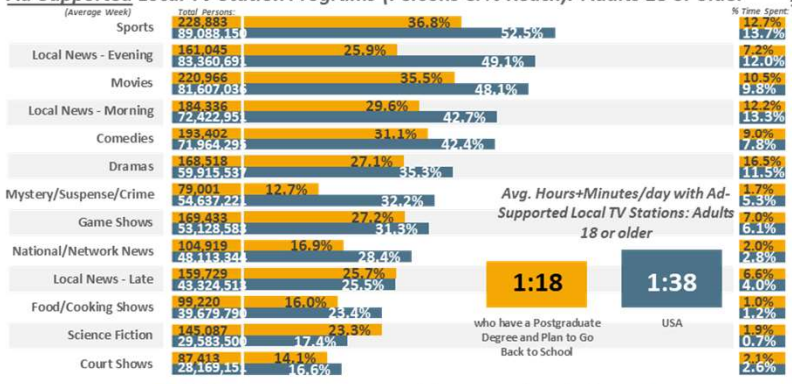
Local TV Station Programs (Persons & % Reach): Adults 18 or older



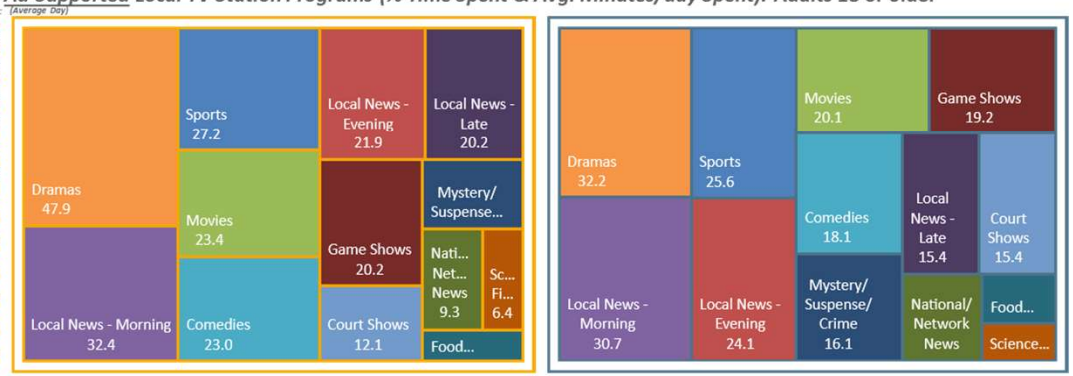
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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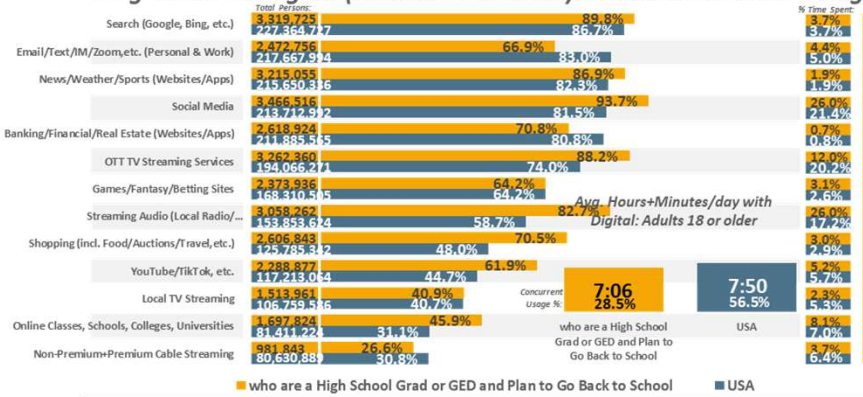
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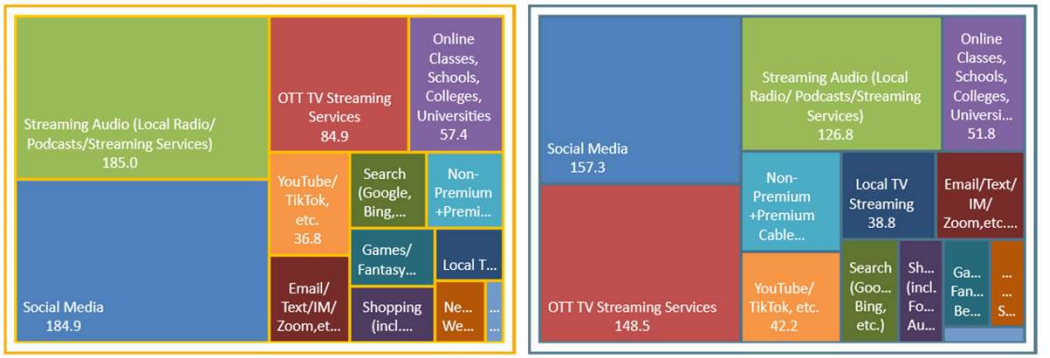
High School Grad or GED

3,008,782 or 81.4% of Adults 18 or older who are a High School Grad or GED and Plan to Go Back to School use Ad-Supported Social Media for an average of 170.1 minutes every day representing 32.3% of all time spent daily with Ad-Supported Digital Media.

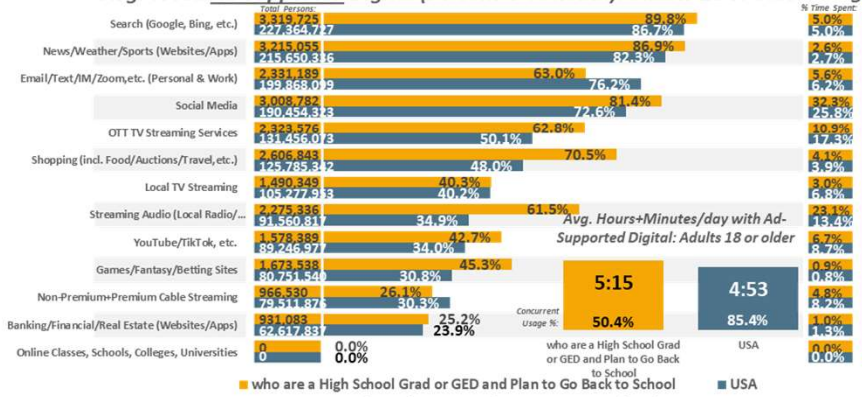
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



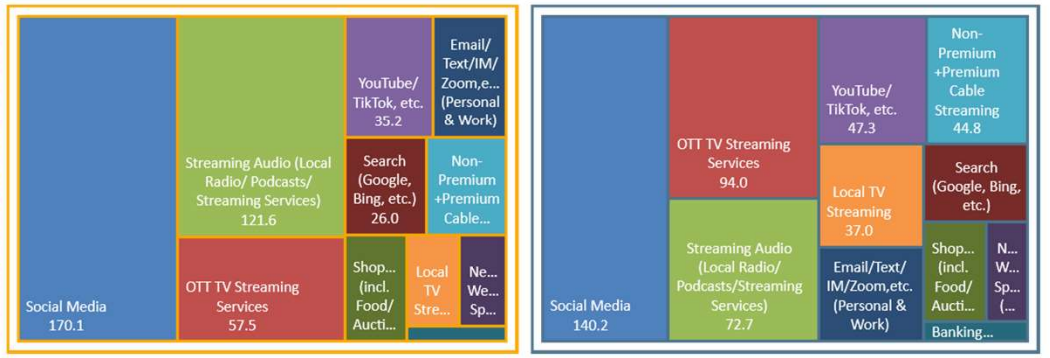
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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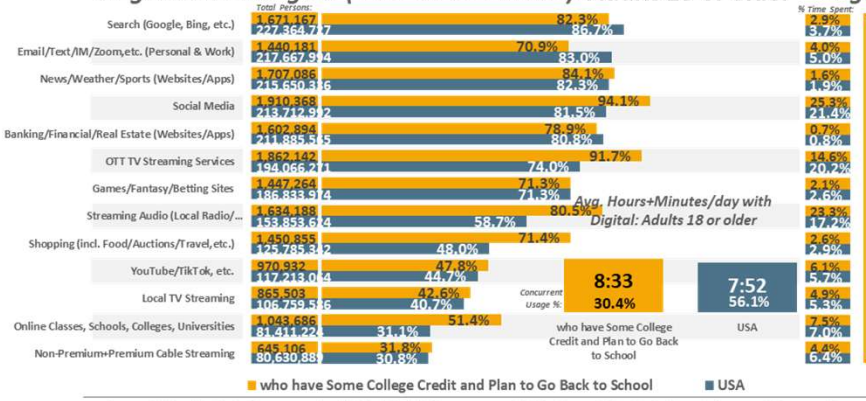
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: High school graduate (12th grade or GED)



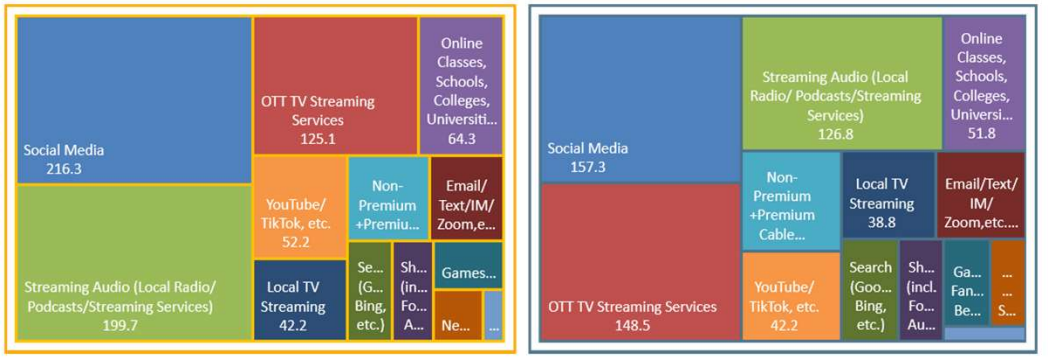
Some College Credit

1,673,617 or 82.4% of Adults 18 or older who have Some College Credit and Plan to Go Back to School use Ad-Supported Social Media for an average of 199. minutes every day representing 31.2% of all time spent daily with Ad-Supported Digital Media.

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

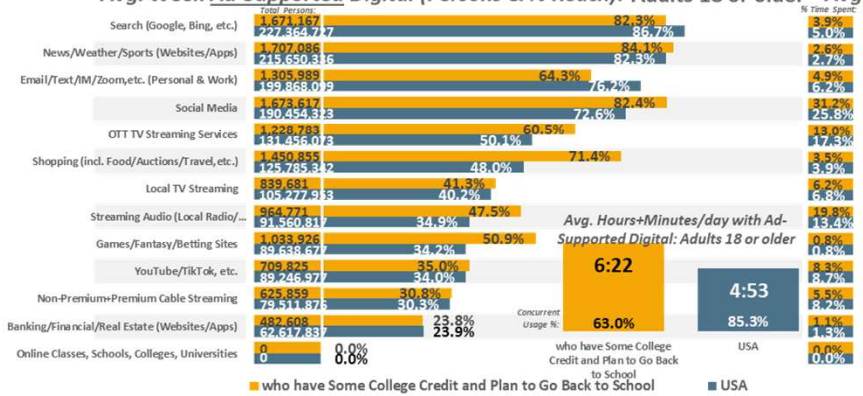


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

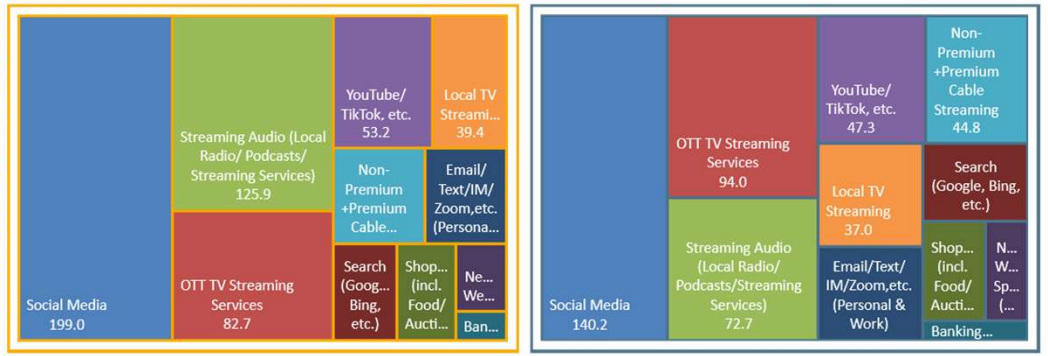


■ who have Some College Credit and Plan to Go Back to School ■ USA

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



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



■ who have Some College Credit and Plan to Go Back to School ■ USA

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 875

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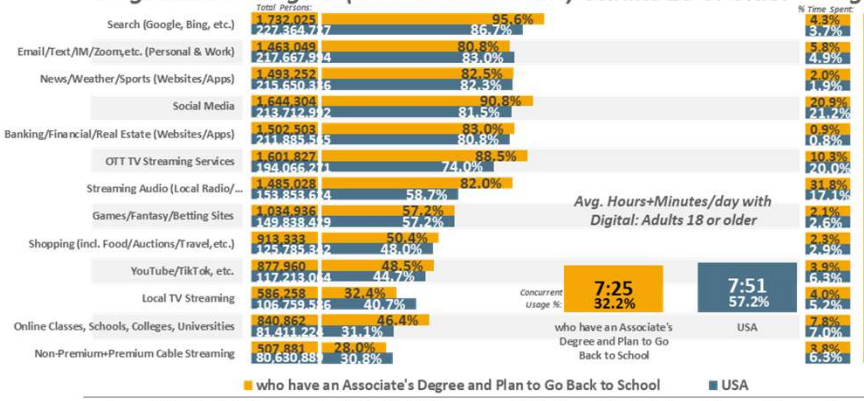
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Some college credit (no degree)



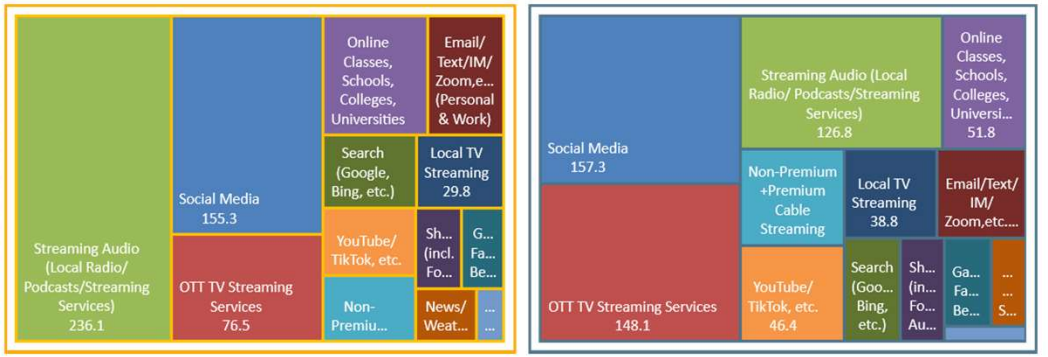
Associate's Degree

1,423,297 or 78.6% of Adults 18 or older who have an Associate's Degree and Plan to Go Back to School use Ad-Supported Social Media for an average of 142.9 minutes every day representing 25.6% of all time spent daily with Ad-Supported Digital Media.

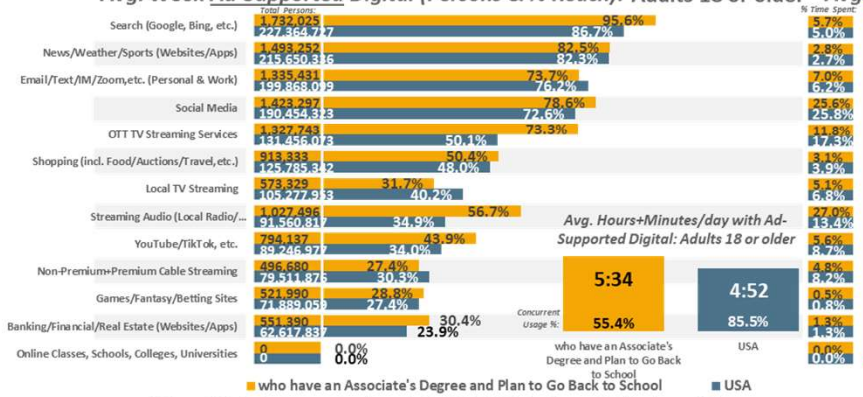
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



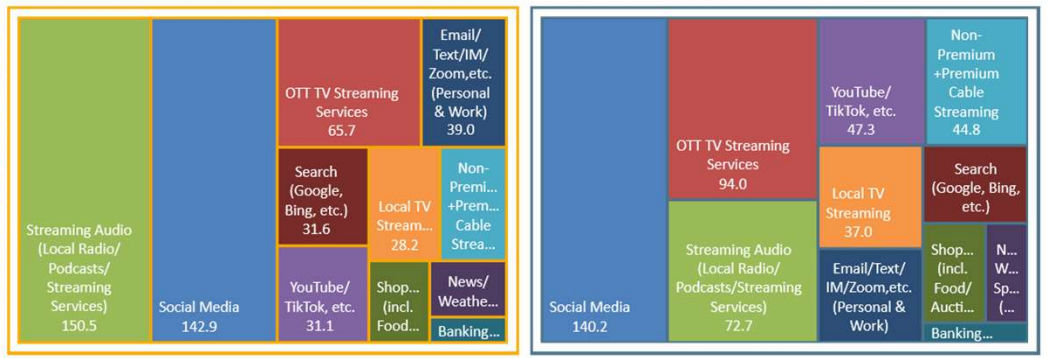
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *875*

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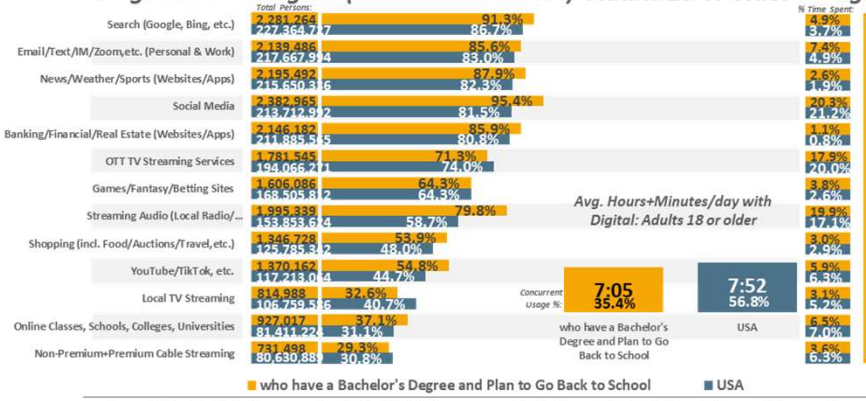
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Associate's degree (AA, AS, etc.)



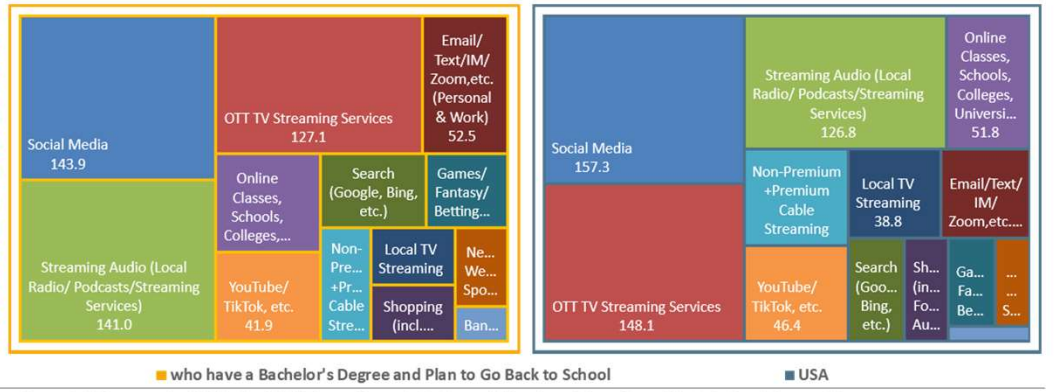
Bachelor's Degree

2,168,168 or 86.8% of Adults 18 or older who have a Bachelor's Degree and Plan to Go Back to School use Ad-Supported Social Media for an average of 132.4 minutes every day representing 25.4% of all time spent daily with Ad-Supported Digital Media.

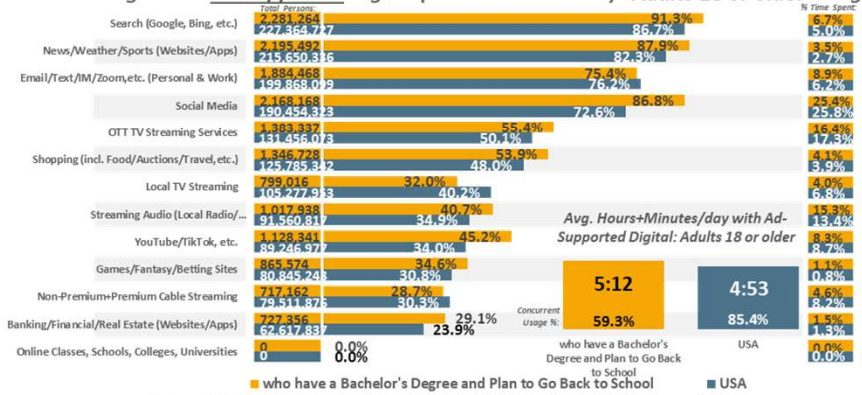
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



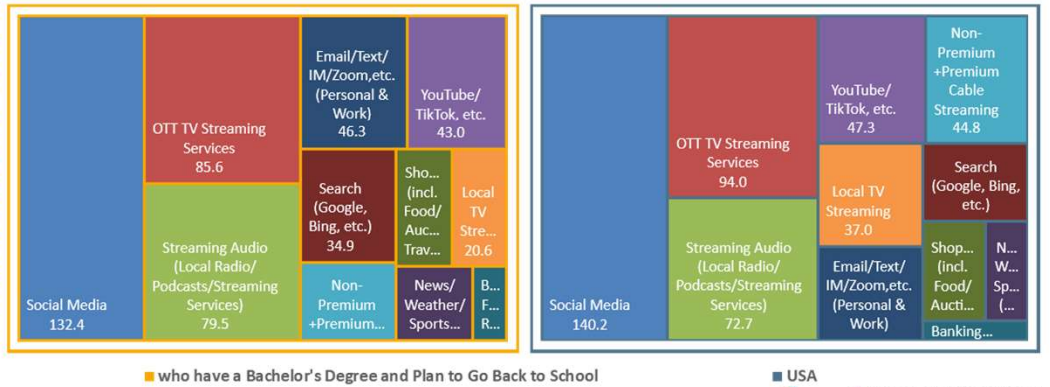
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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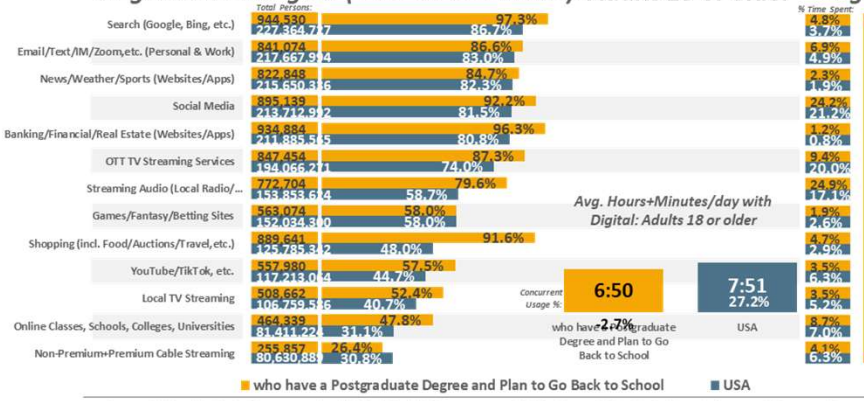
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Bachelor's degree (BA, BS, etc.)



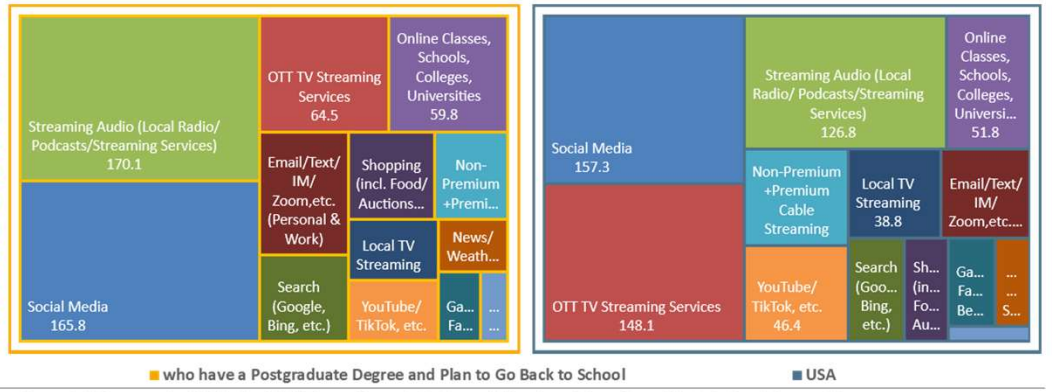
Postgraduate Degree

631,727 or 65.1% of Adults 18 or older who have a Postgraduate Degree and Plan to Go Back to School use Ad-Supported Social Media for an average of 117. minutes every day representing 23.3% of all time spent daily with Ad-Supported Digital Media.

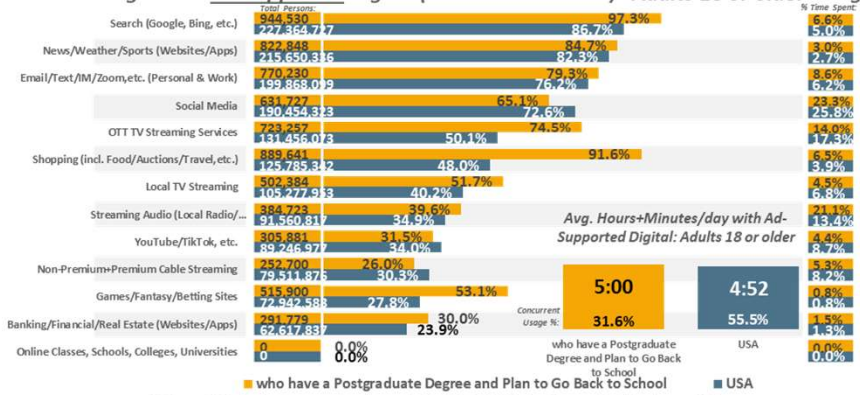
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



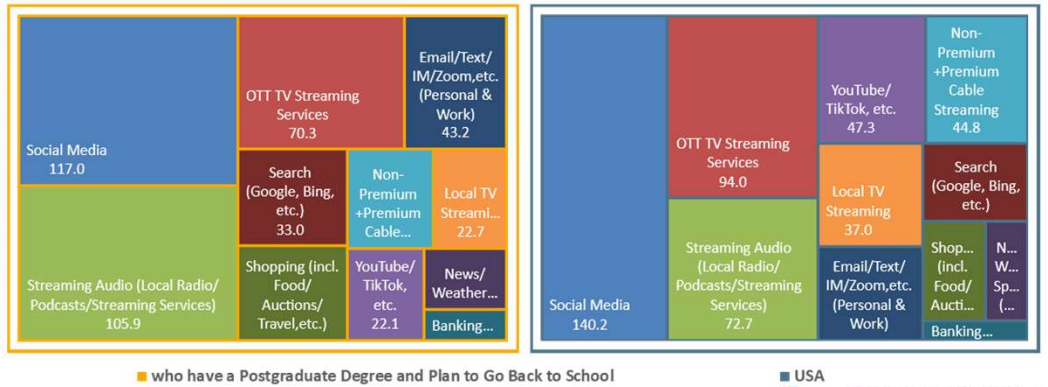
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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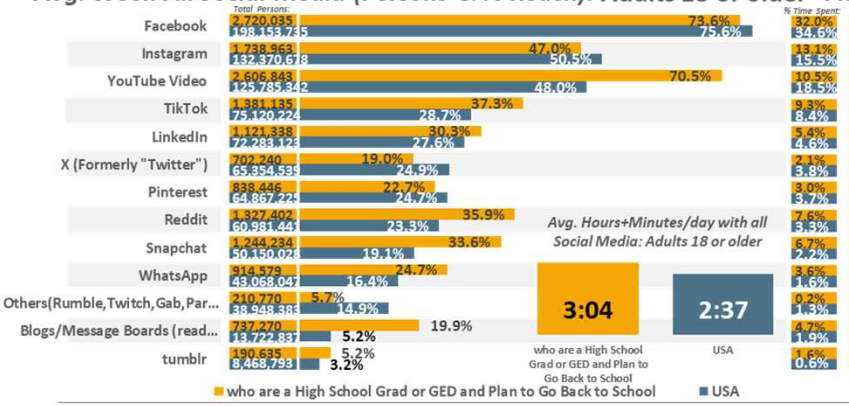
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Postgraduate degree



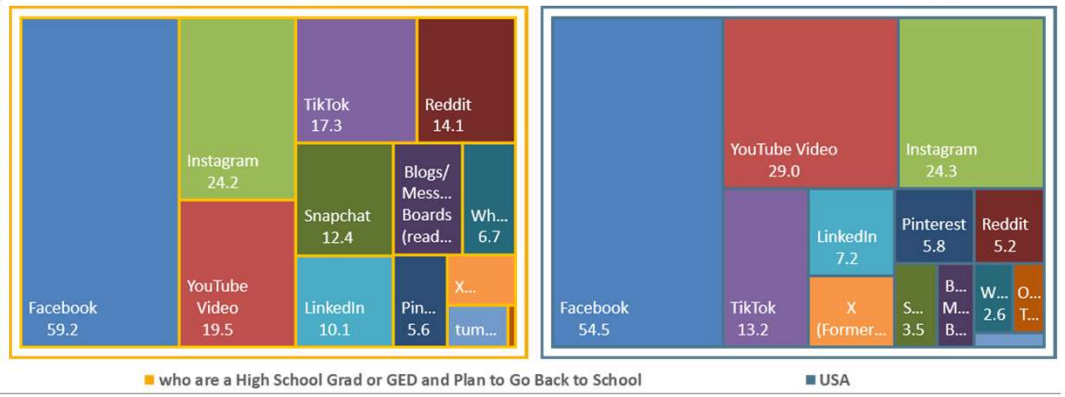
High School Grad or GED

2,720,035 or 73.6% of Adults 18 or older who are a High School Grad or GED and Plan to Go Back to School use Ad-Supported Facebook for an average of 57.6 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

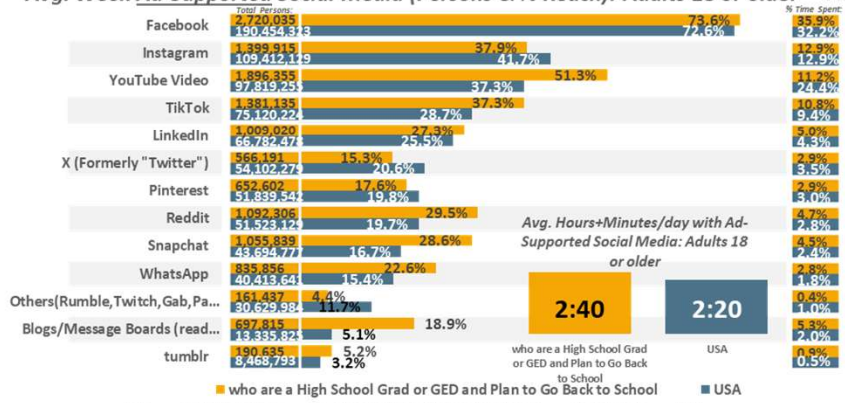
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



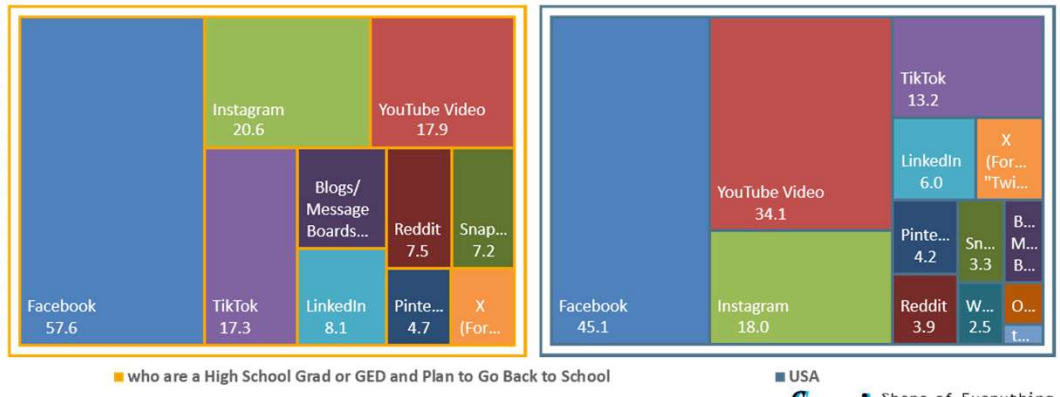
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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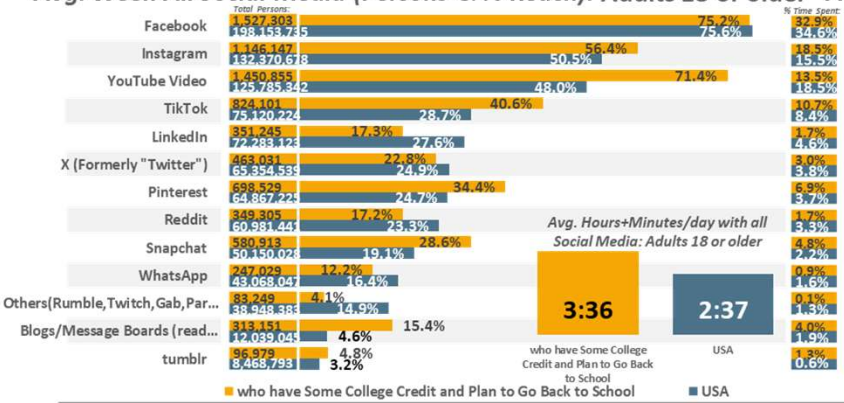
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: High school graduate (12th grade or GED)



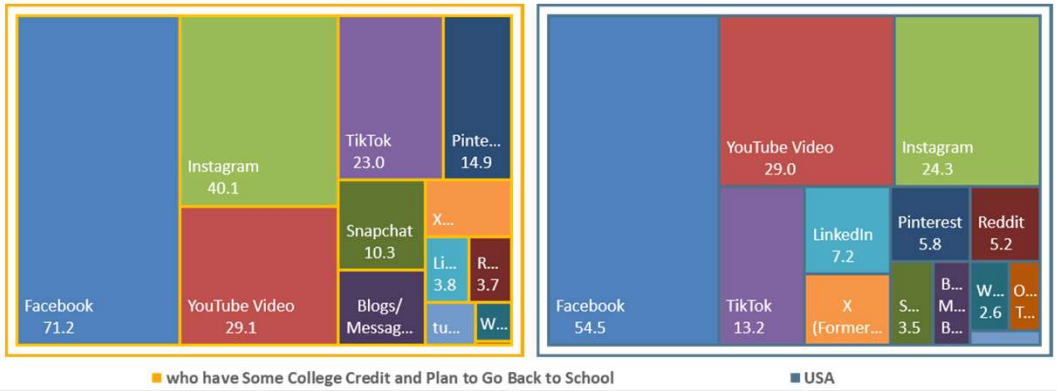
Some College Credit

1,527,303 or 75.2% of Adults 18 or older who have Some College Credit and Plan to Go Back to School use Ad-Supported Facebook for an average of 69. minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

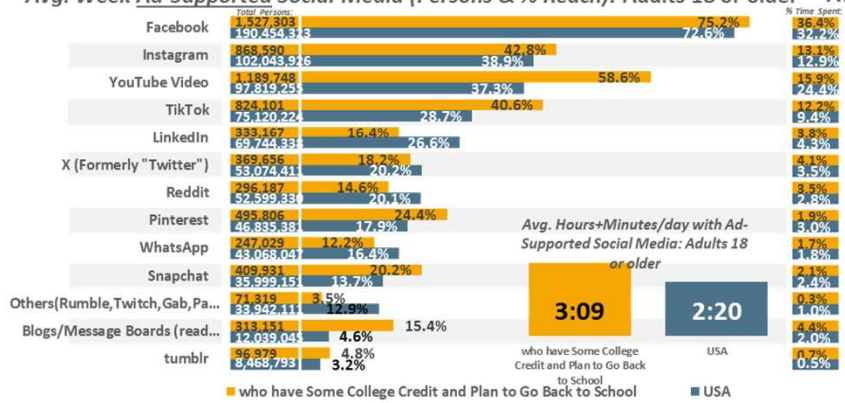
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



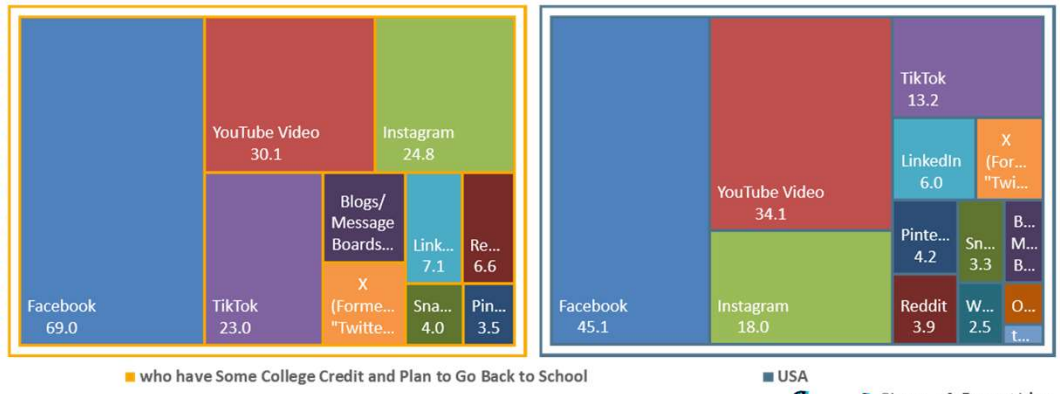
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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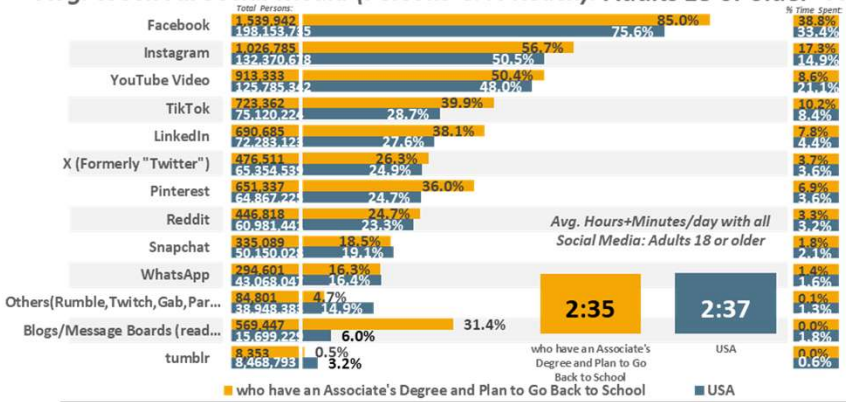
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Some college credit (no degree)



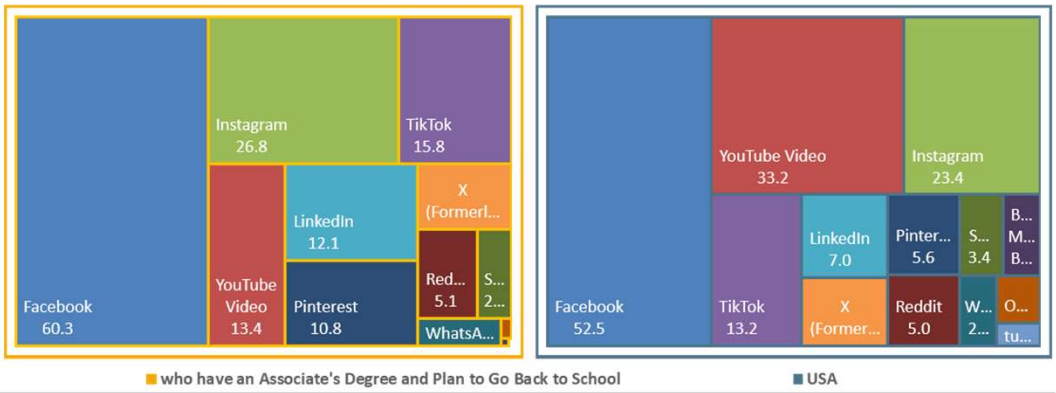
Associate's Degree

1,423,297 or 78.6% of Adults 18 or older who have an Associate's Degree and Plan to Go Back to School use Ad-Supported Facebook for an average of 50.1 minutes every day representing 37.3% of all time spent daily with Ad-Supported Social Media.

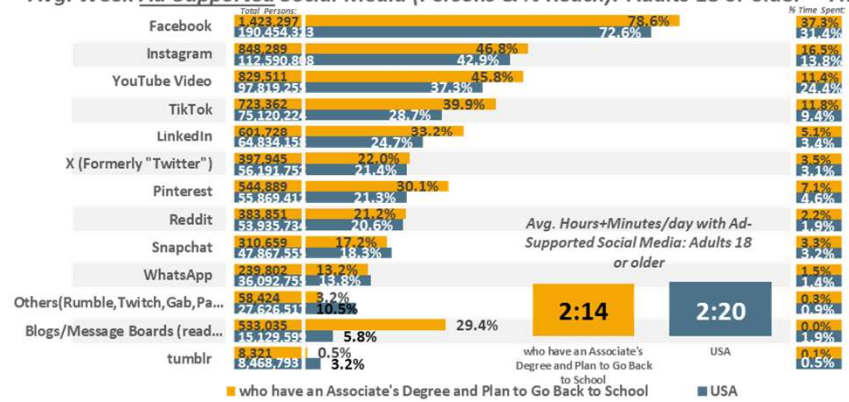
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



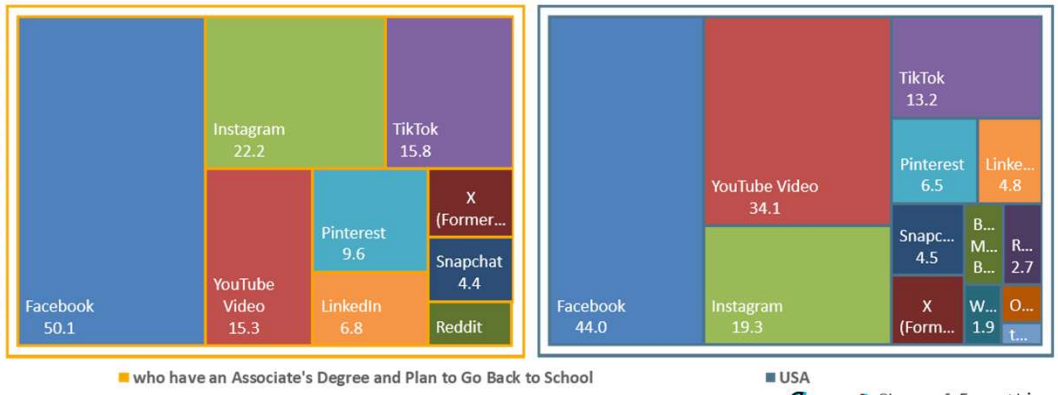
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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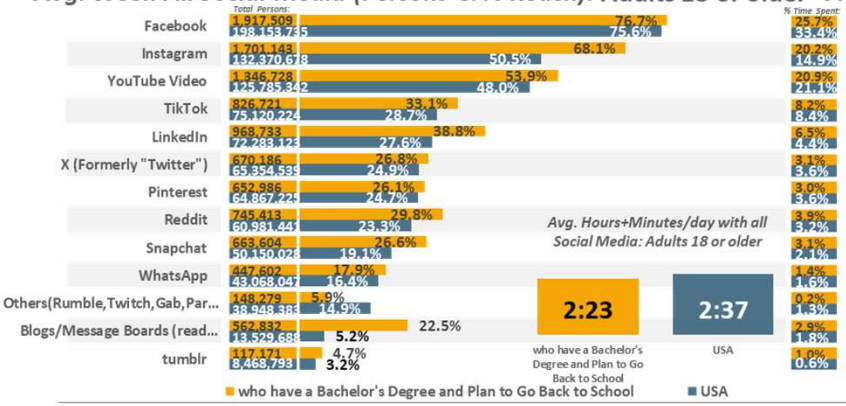
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Associate's degree (AA, AS, etc.)



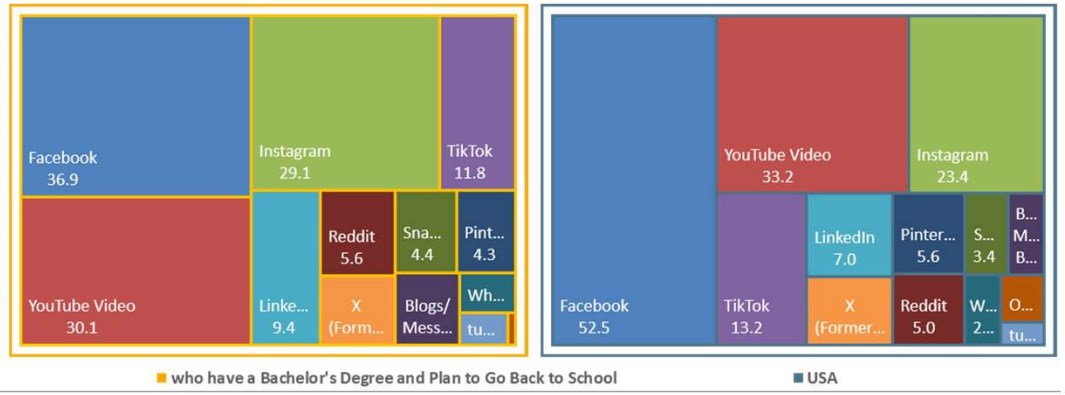
Bachelor's Degree

1,917,509 or 76.7% of Adults 18 or older who have a Bachelor's Degree and Plan to Go Back to School use Ad-Supported Facebook for an average of 37.7 minutes every day representing 29.2% of all time spent daily with Ad-Supported Social Media.

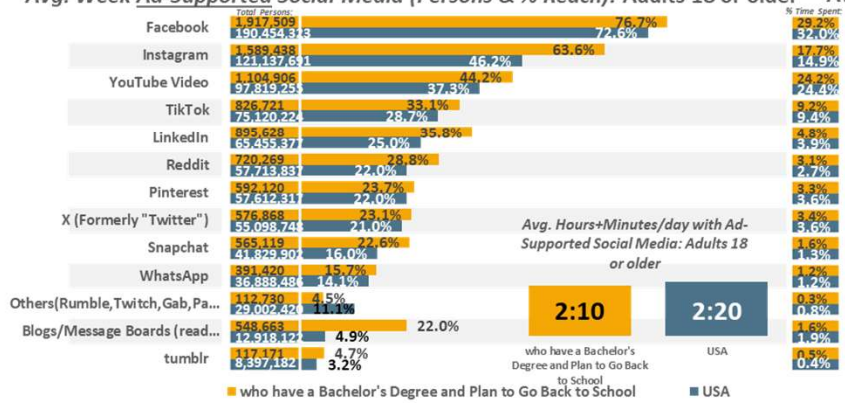
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



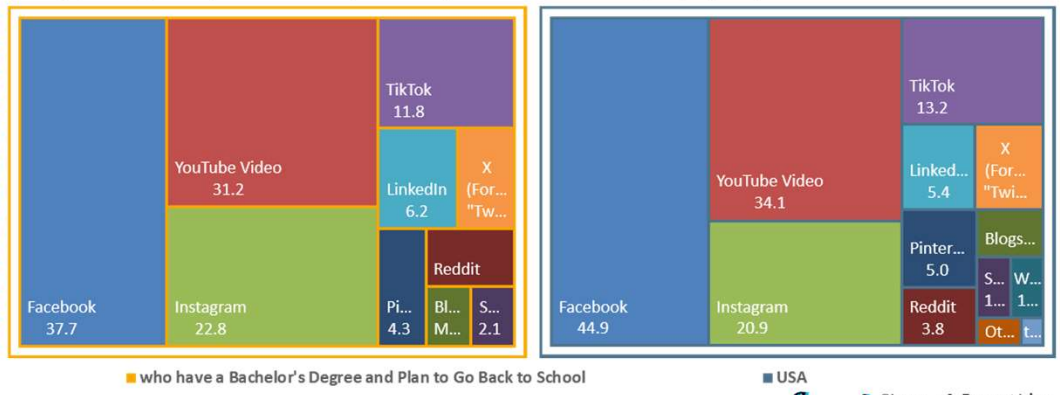
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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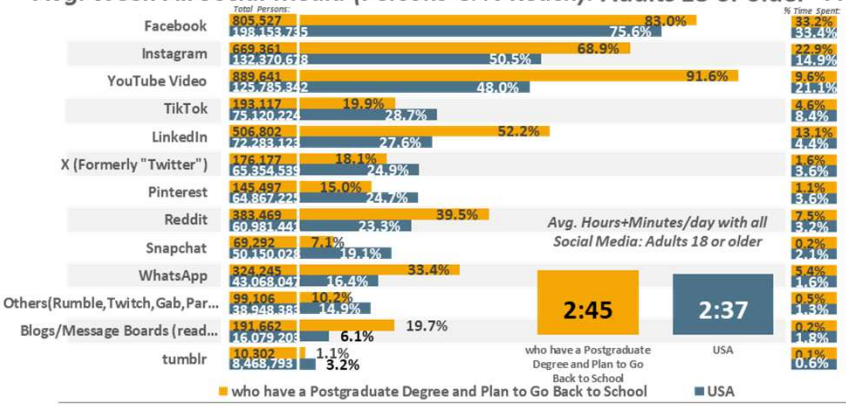
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Bachelor's degree (BA, BS, etc.)



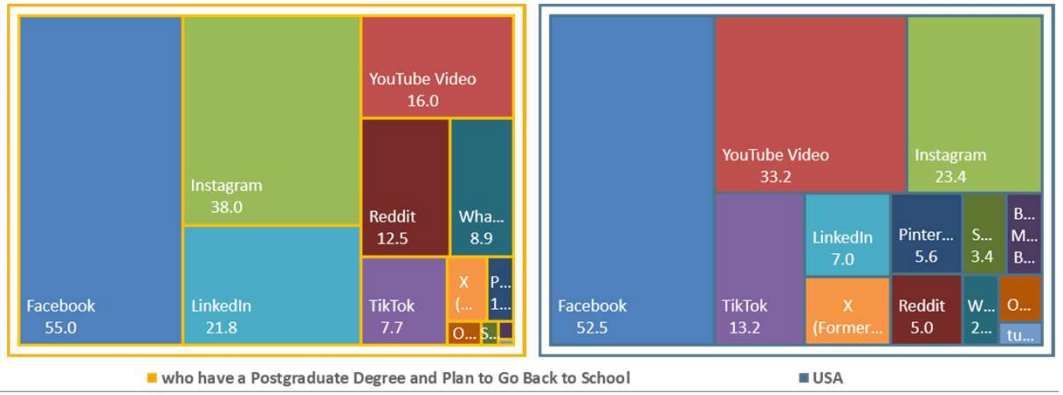
Postgraduate Degree

631,727 or 65.1% of Adults 18 or older who have a Postgraduate Degree and Plan to Go Back to School use Ad-Supported Facebook for an average of 48.7 minutes every day representing 41.6% of all time spent daily with Ad-Supported Social Media.

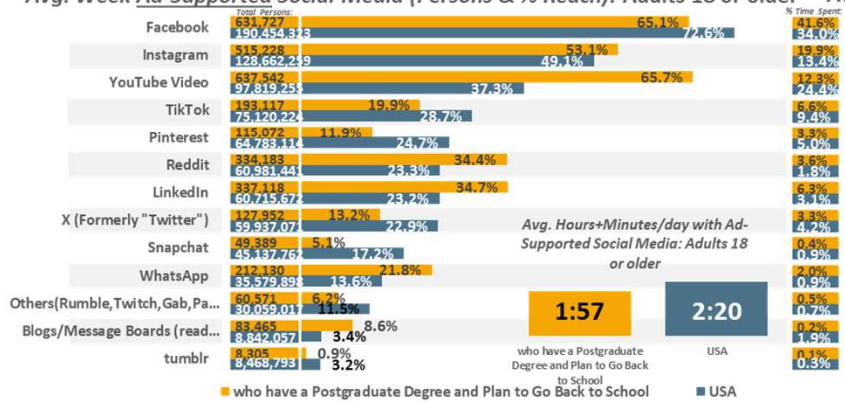
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



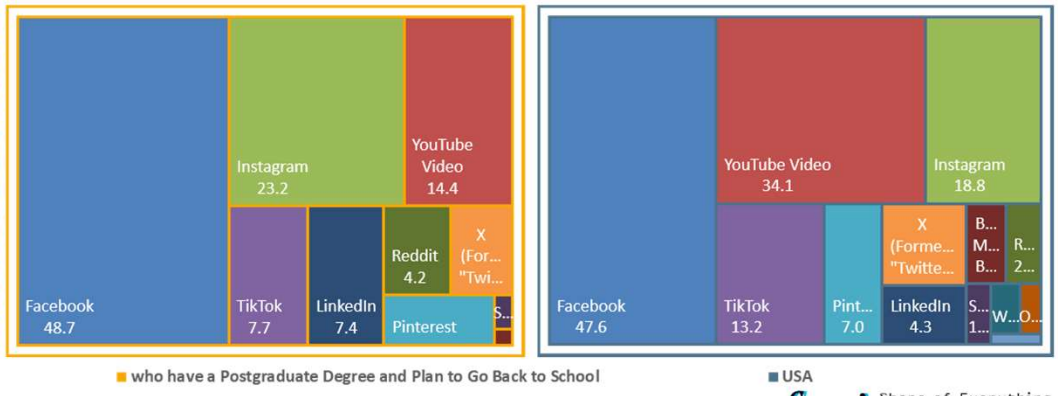
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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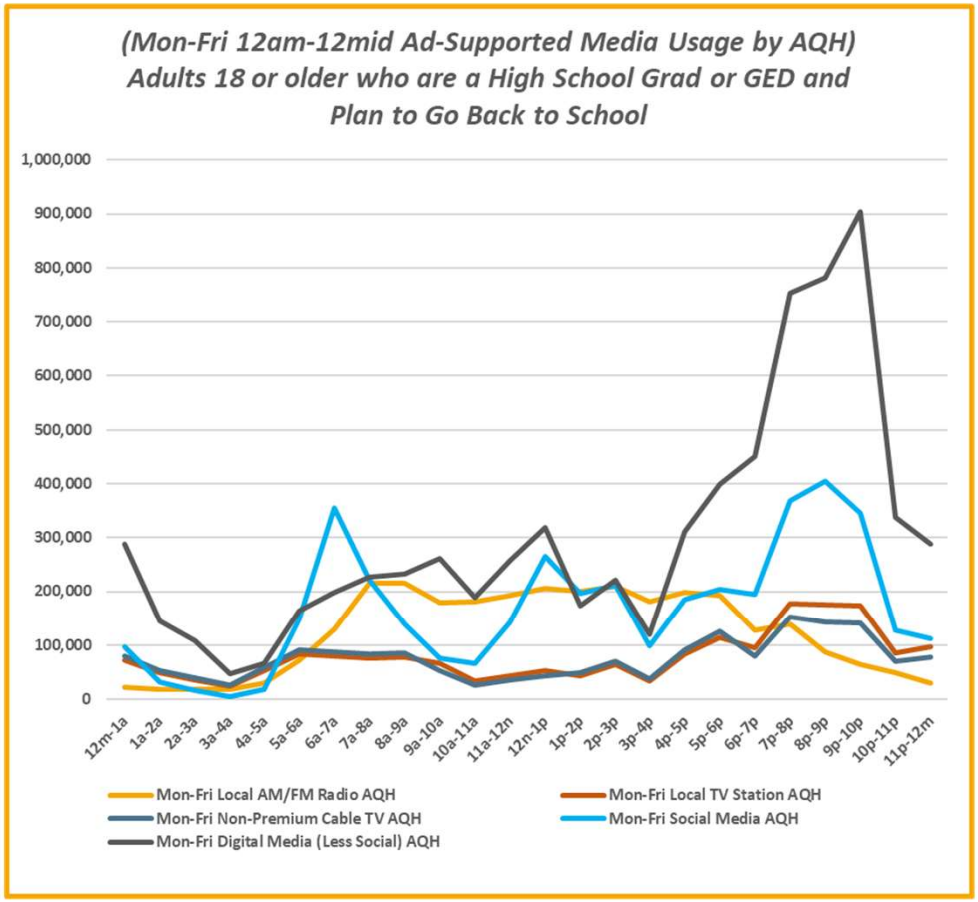
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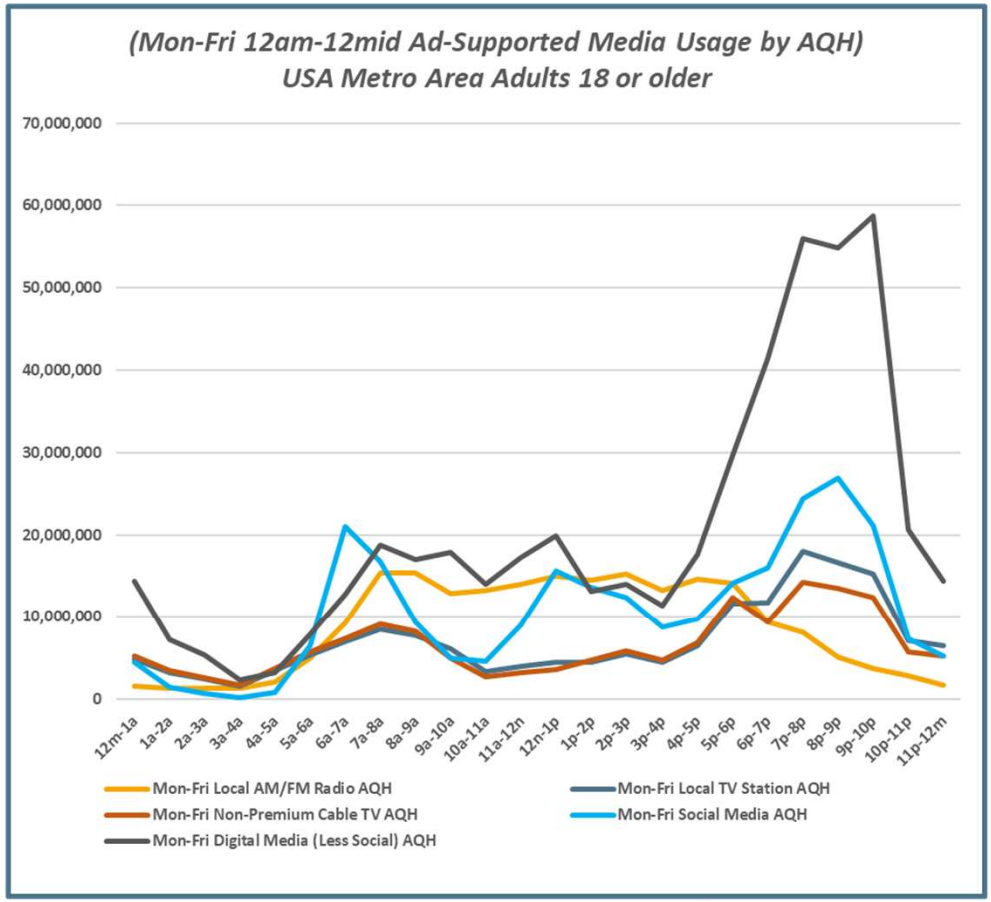
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Postgraduate degree



High School Grad or GED

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 258,108; Local Radio: 187,029; Social Media: 181,385; Non-Prem. Cable: 66,893; Local TV: 66,223 reaching Adults 18 or older who are a High School Grad or GED and Plan to





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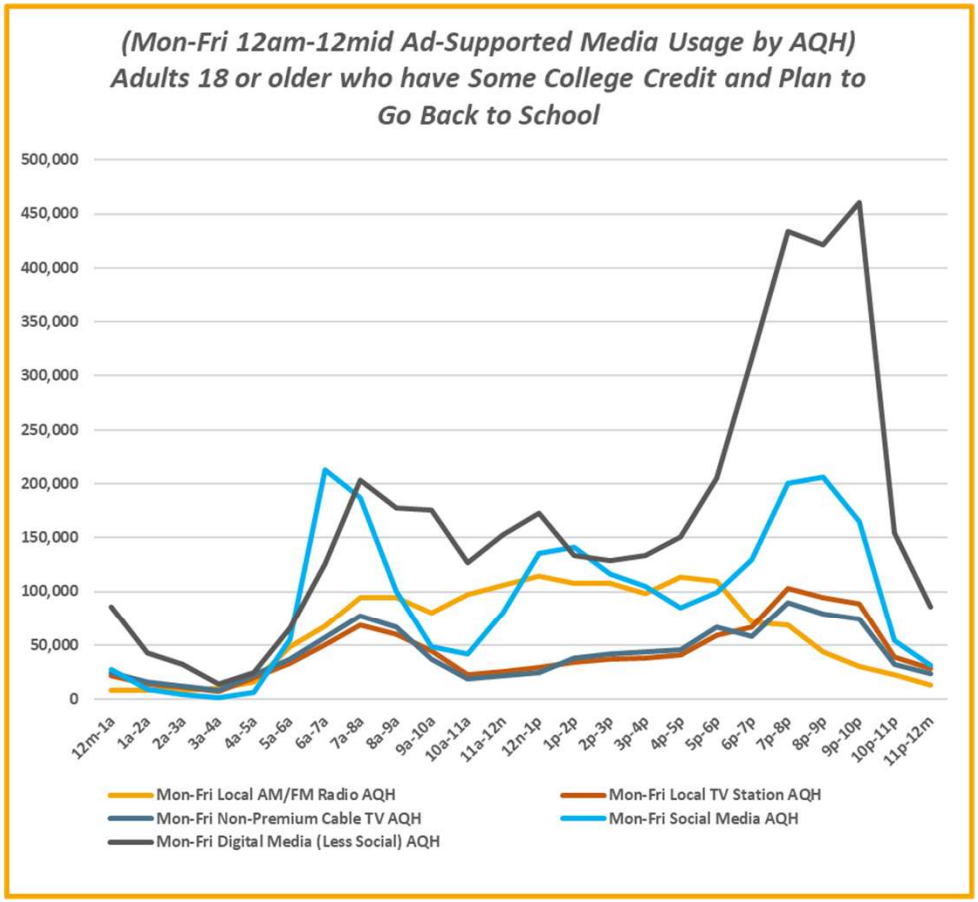
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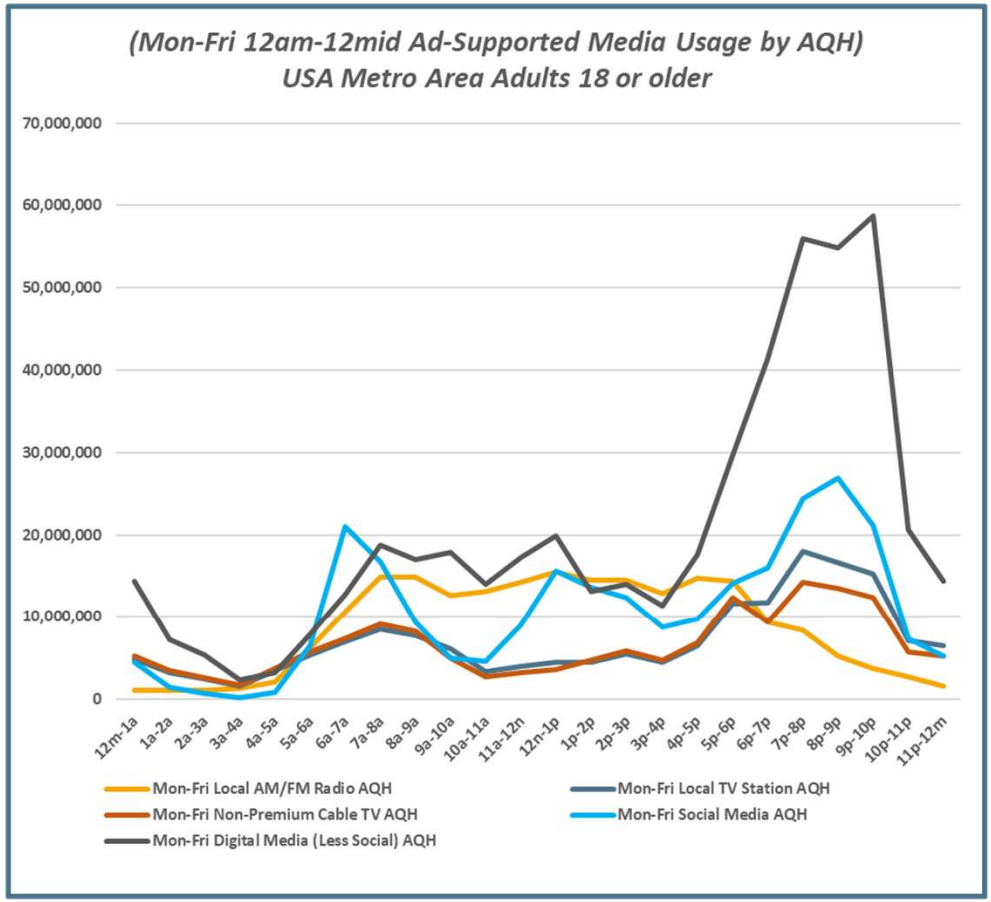
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: High school graduate (12th grade or GED)



Some College Credit

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 169,373; Social Media: 113,938; Local Radio: 97,090; Non-Prem. Cable: 45,771; Local TV: 44,151 reaching Adults 18 or older who have Some College Credit and Plan to Go Bac





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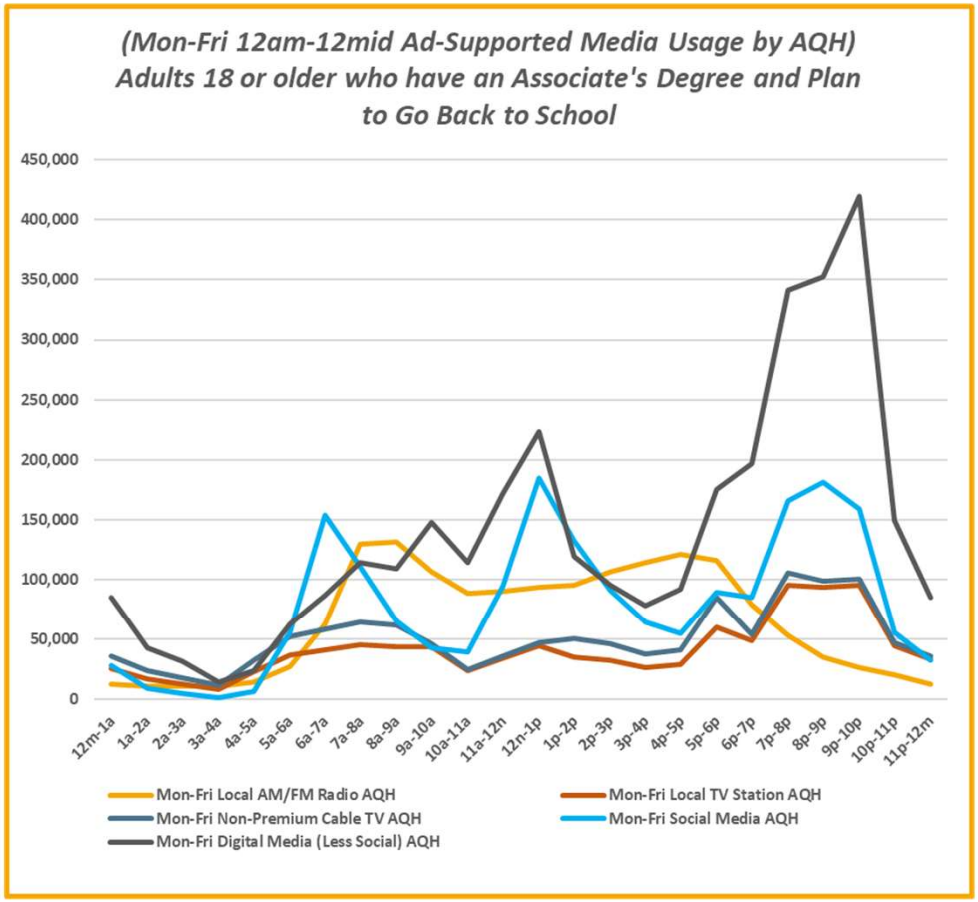
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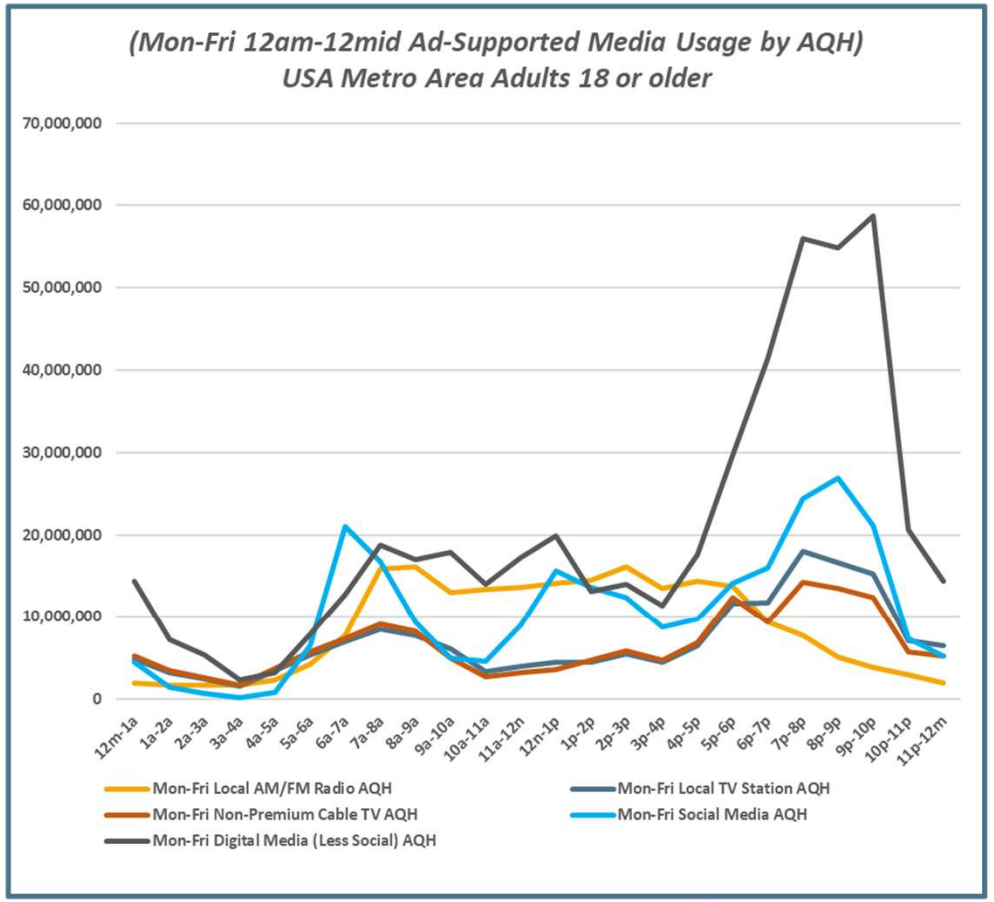
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Some college credit (no degree)



Associate's Degree

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 132,480; Local Radio: 102,525; Social Media: 92,819; Non-Prem. Cable: 50,143; Local TV: 38,952 reaching Adults 18 or older who have an Associate's Degree and Plan to Go B





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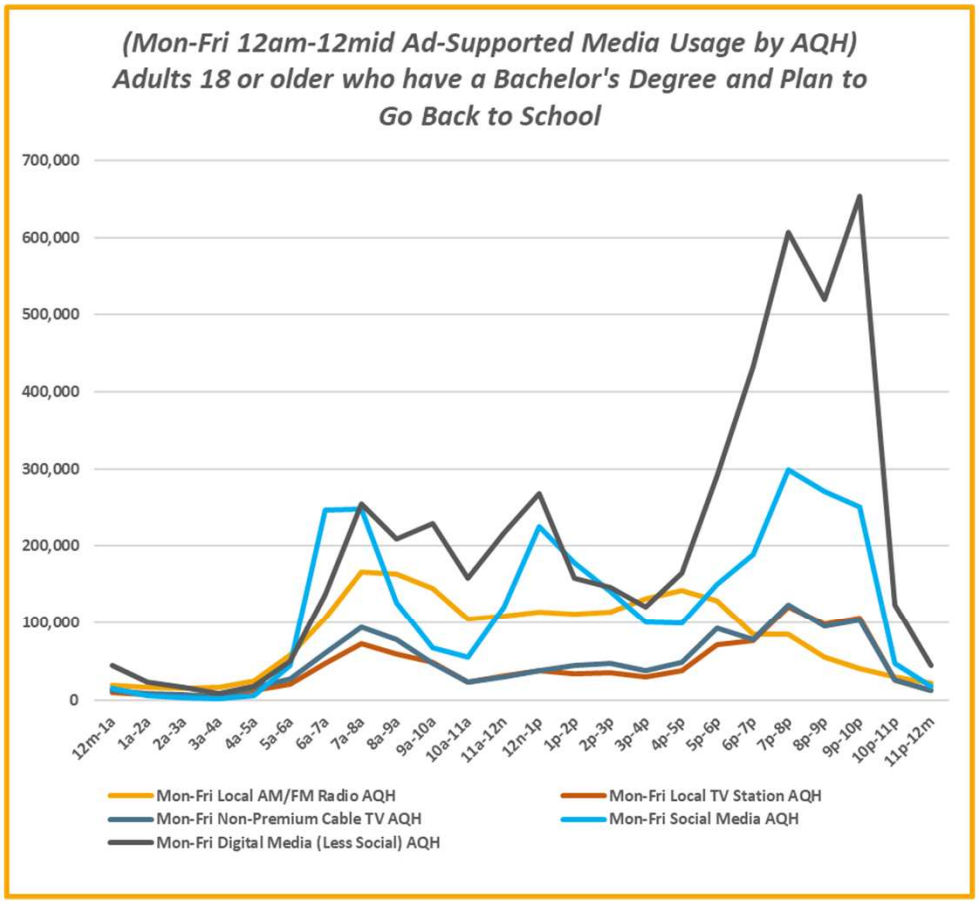
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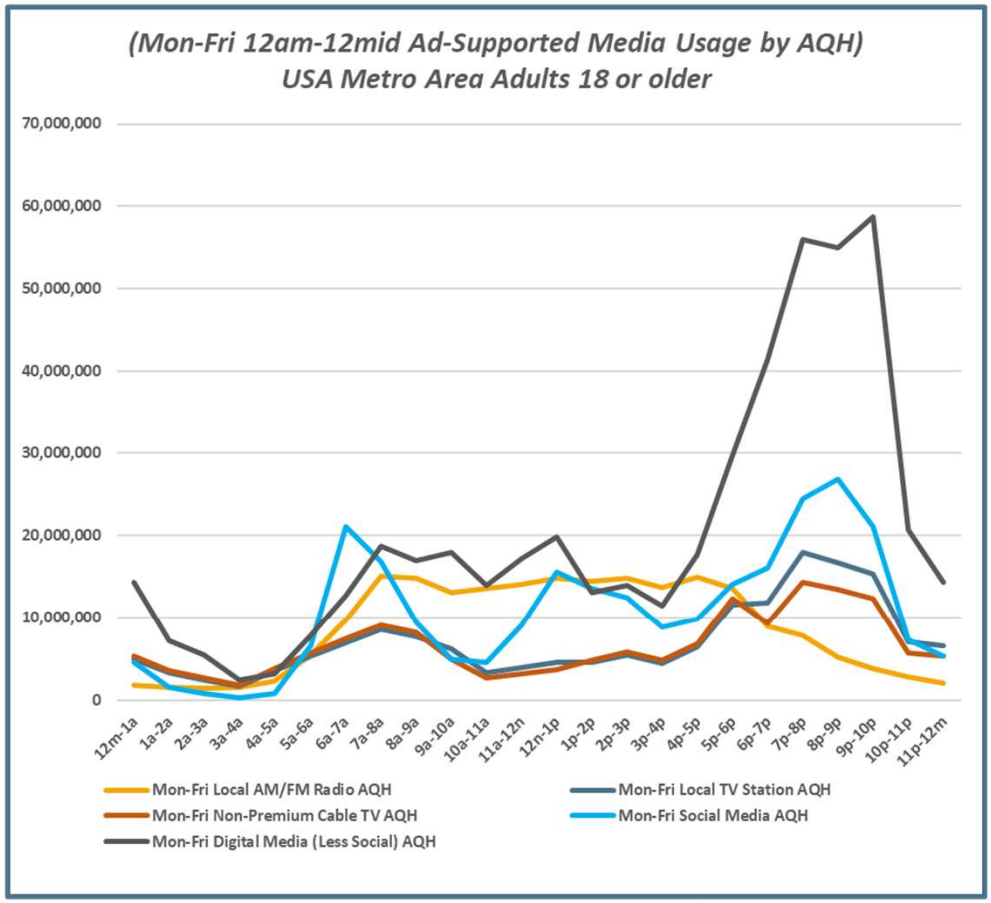
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Associate's degree (AA, AS, etc.)



Bachelor's Degree

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 214,348; Social Media: 149,848; Local Radio: 124,518; Non-Prem. Cable: 55,199; Local TV: 46,177 reaching Adults 18 or older who have a Bachelor's Degree and Plan to Go Ba





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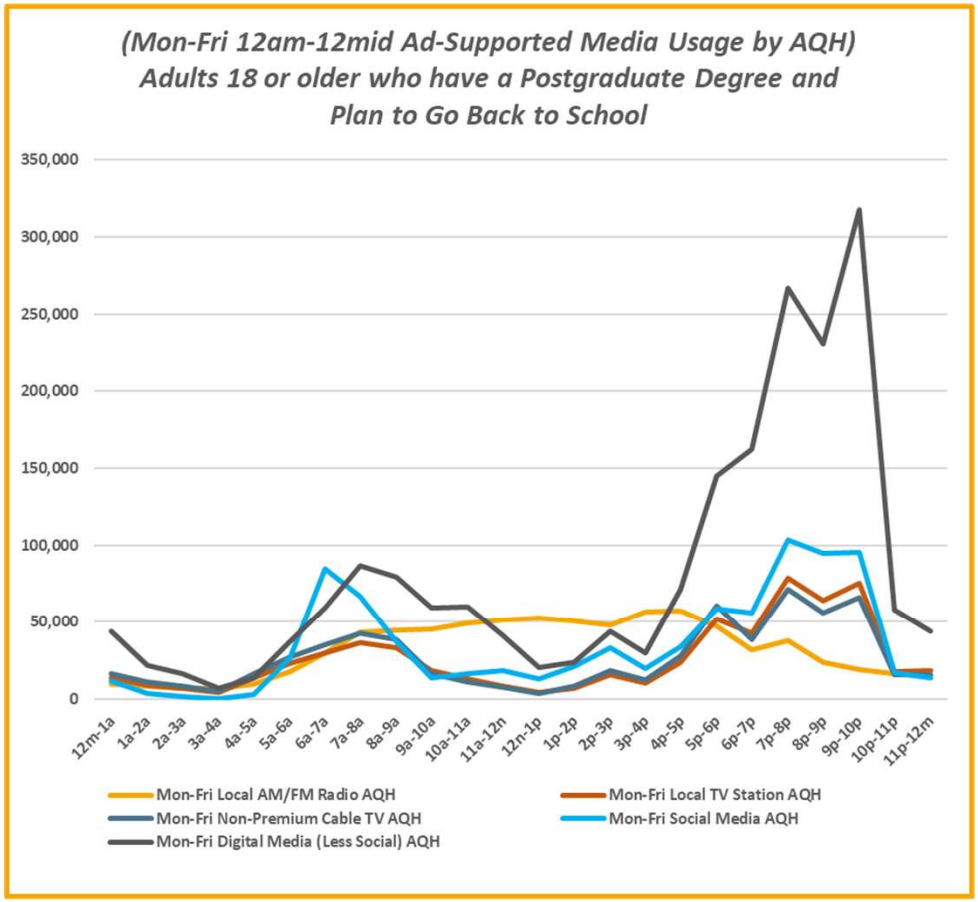
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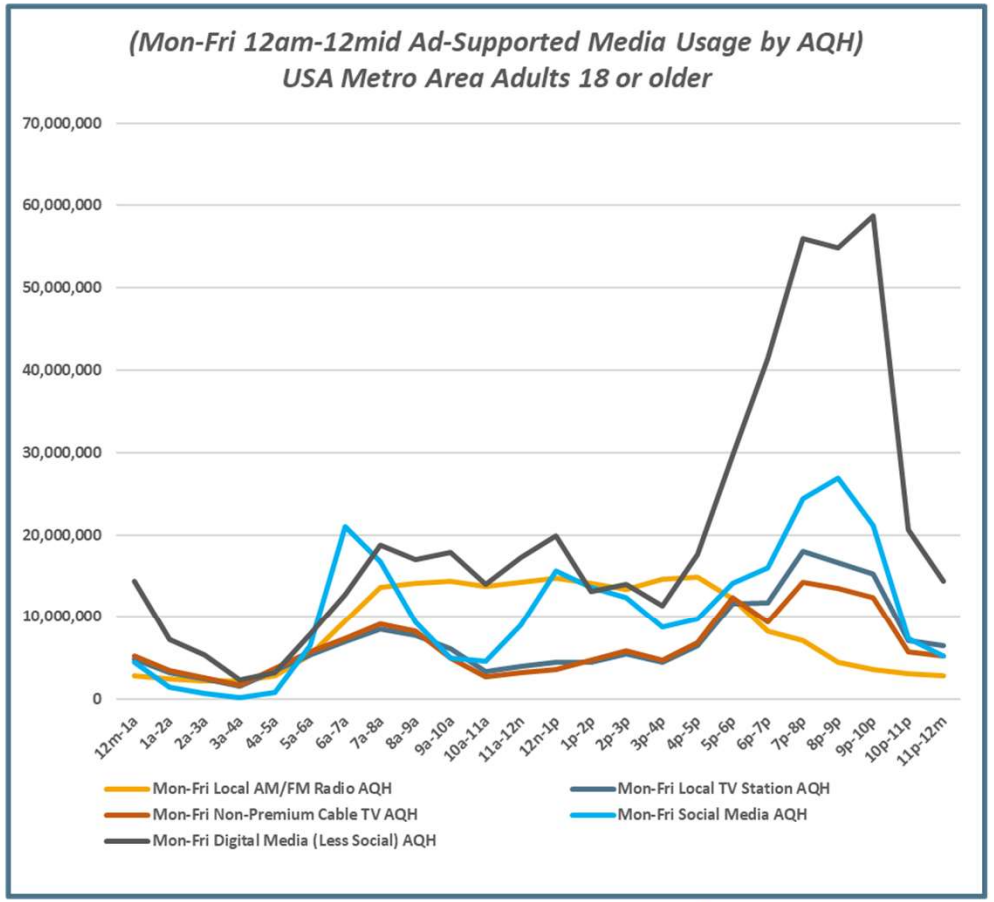
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Bachelor's degree (BA, BS, etc.)



Postgraduate Degree

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 67,961; Local Radio: 46,791; Social Media: 36,450; Non-Prem. Cable: 24,811; Local TV: 22,720 reaching Adults 18 or older who have a Postgraduate Degree and Plan to Go Bac





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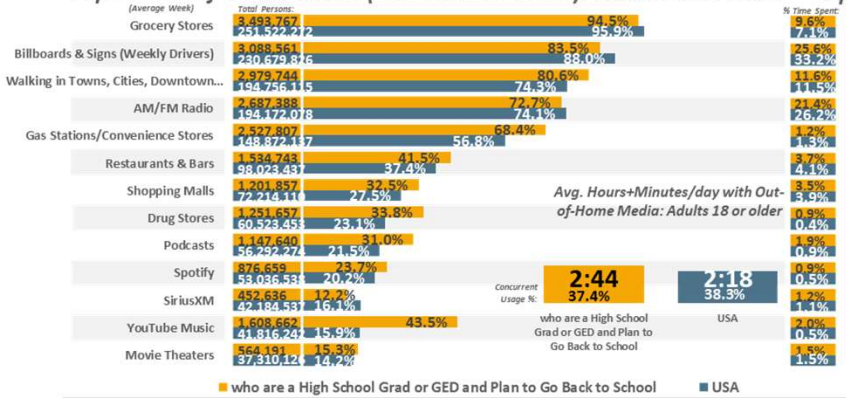
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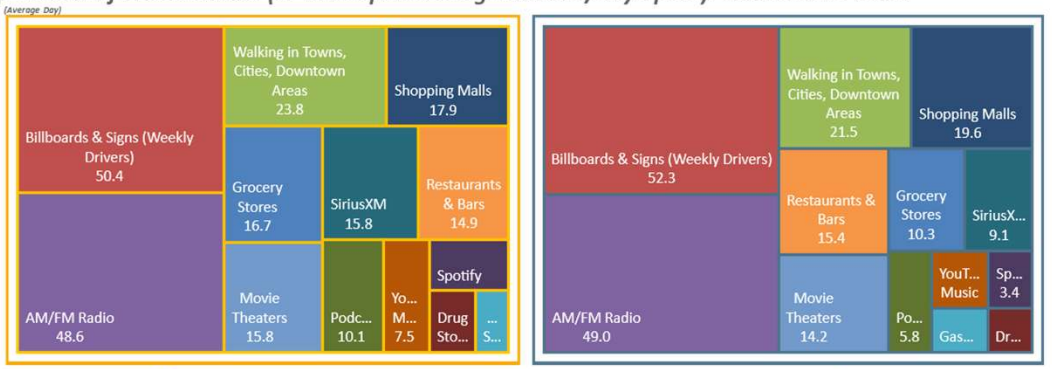
High School Grad or GED

3,088,561 or 83.5% of Adults 18 or older who are a High School Grad or GED and Plan to Go Back to School spend an average of 50.4 minutes per day driving, seeing Billboards and Signs. 71.1% Listen to Local Radio Stations Out-of-Home for an average of 46.9

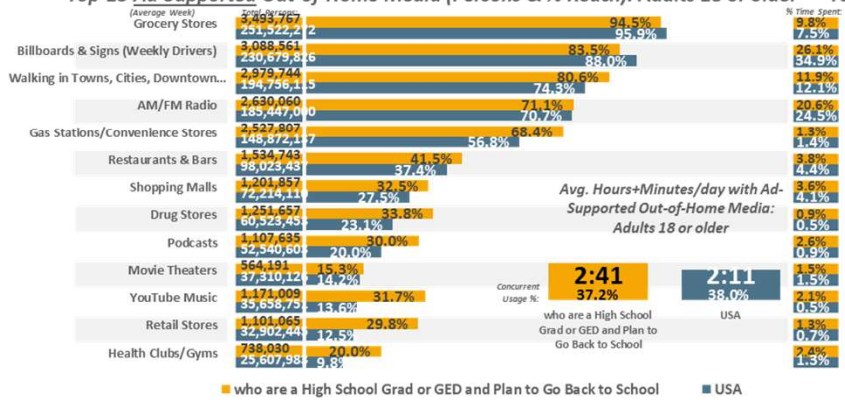
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



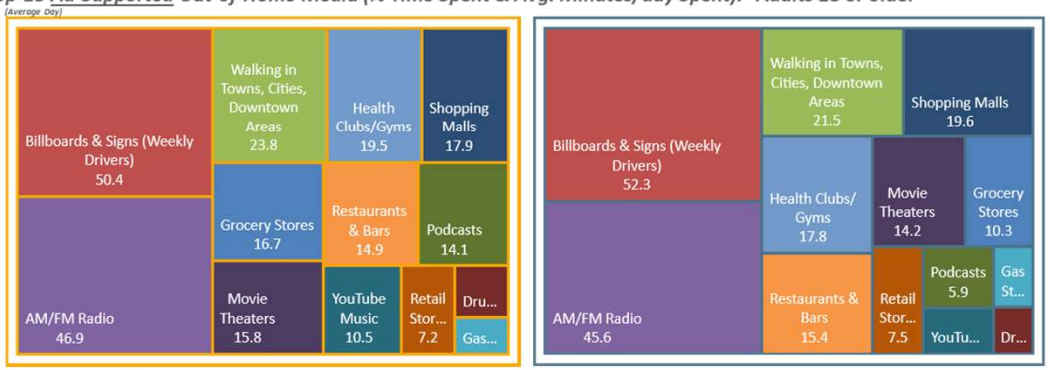
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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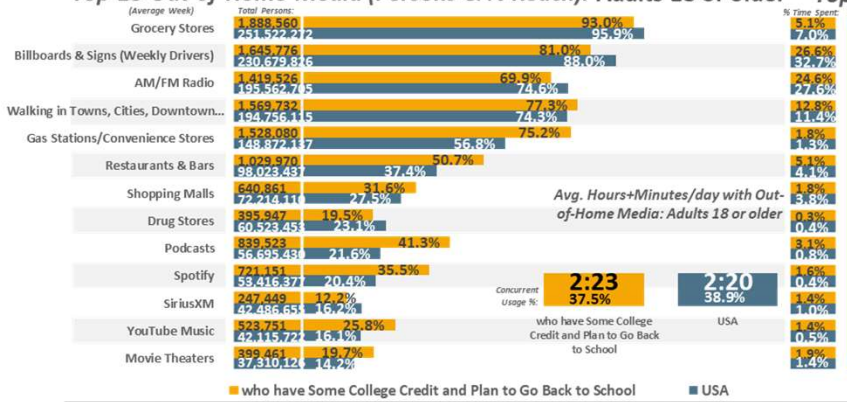
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: High school graduate (12th grade or GED)



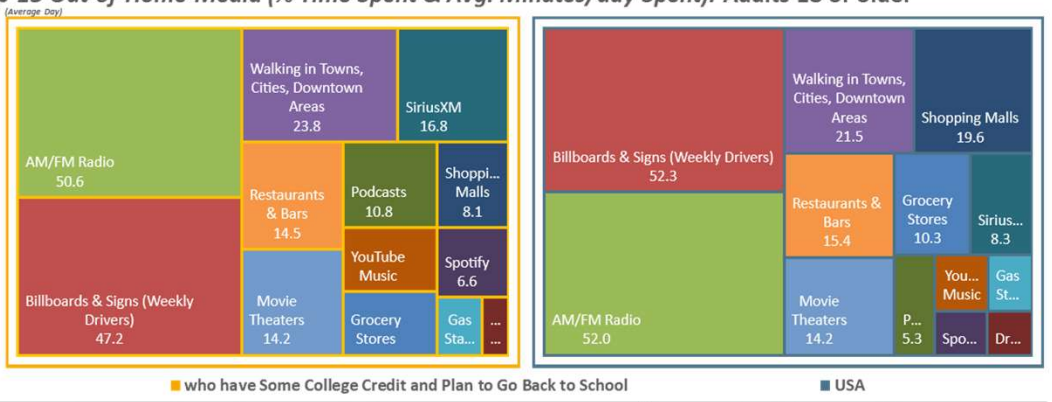
Some College Credit

1,645,776 or 81.% of Adults 18 or older who have Some College Credit and Plan to Go Back to School spend an average of 47.2 minutes per day driving, seeing Billboards and Signs. 67.2% Listen to Local Radio Stations Out-of-Home for an average of 44.6 minut

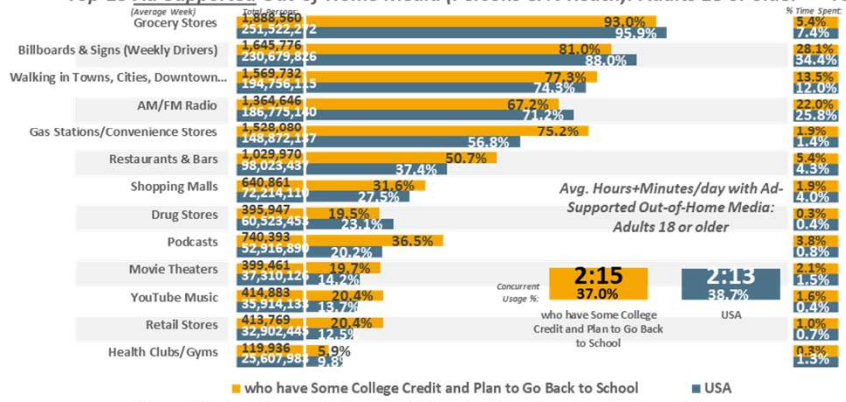
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



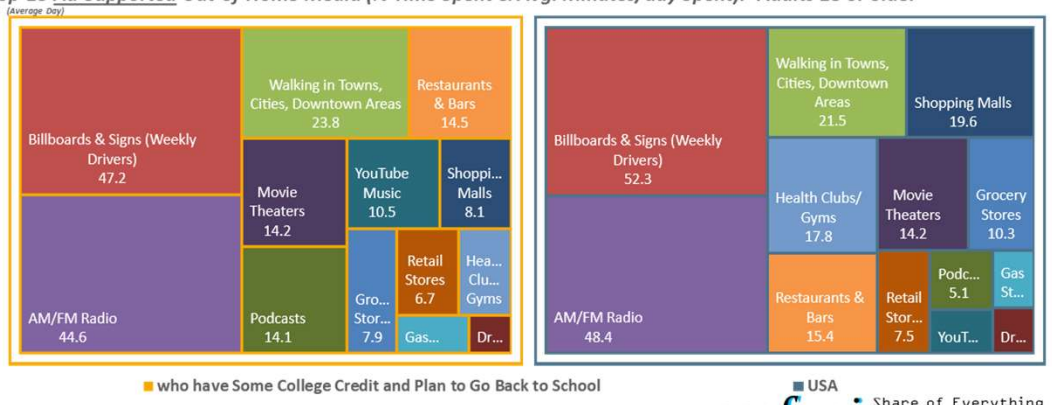
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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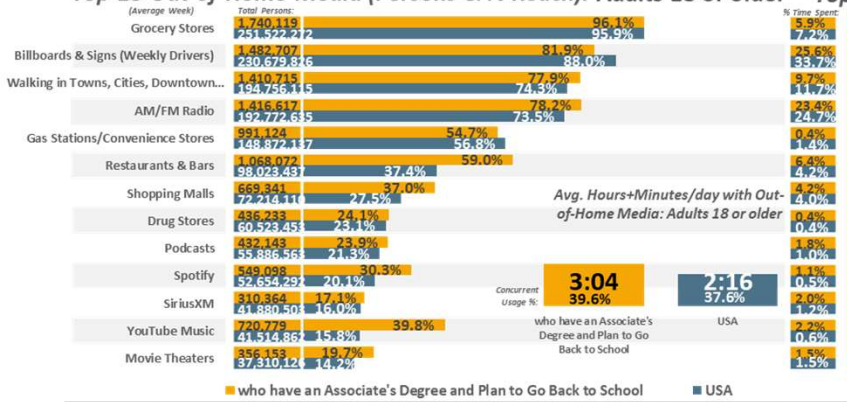
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Some college credit (no degree)



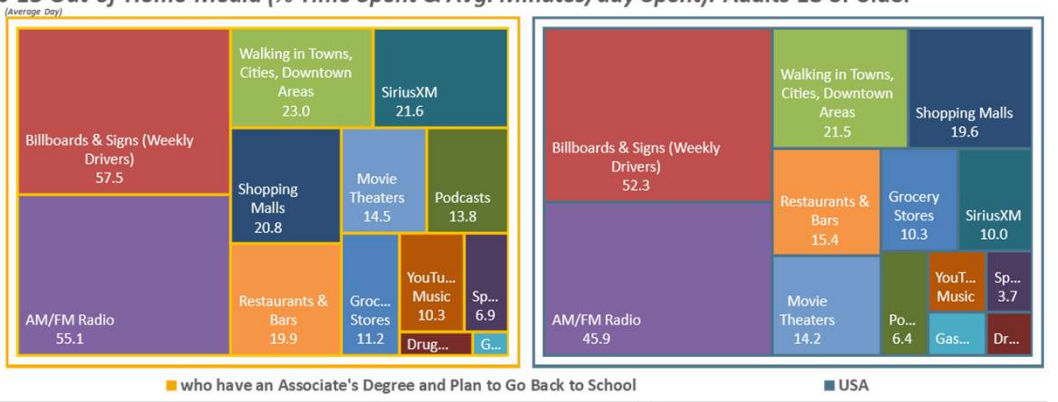
Associate's Degree

1,482,707 or 81.9% of Adults 18 or older who have an Associate's Degree and Plan to Go Back to School spend an average of 57.5 minutes per day driving, seeing Billboards and Signs. 75.7% Listen to Local Radio Stations Out-of-Home for an average of 52.7 mi

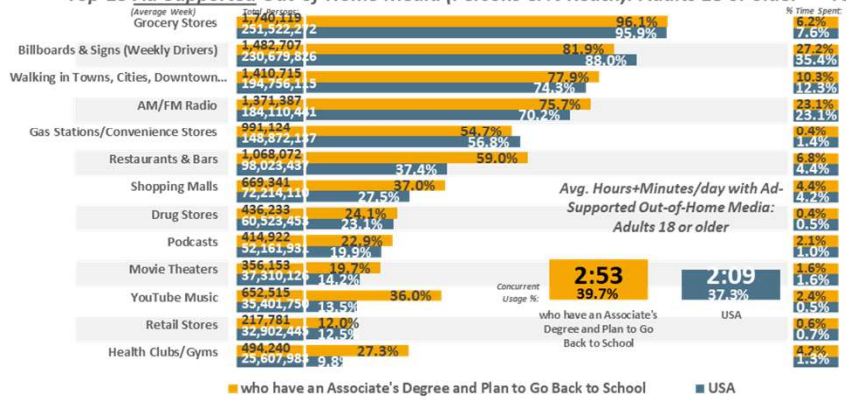
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



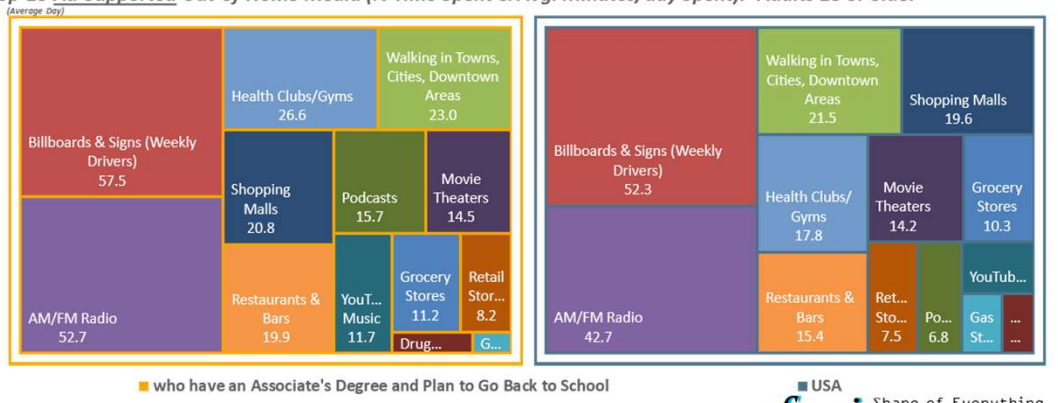
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



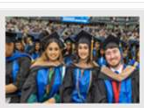
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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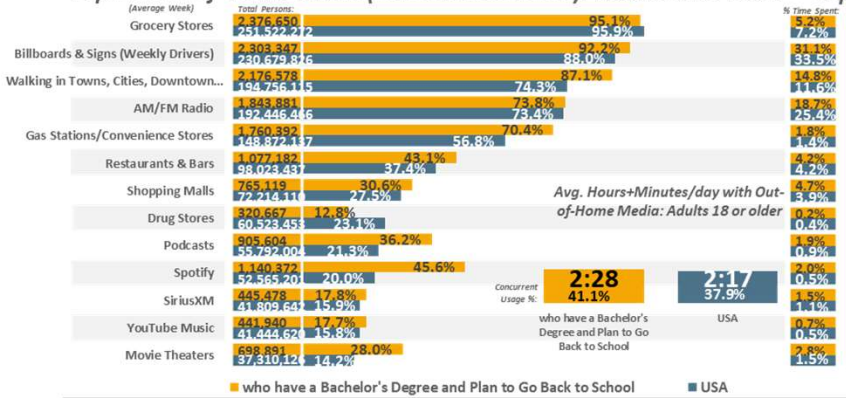
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Associate's degree (AA, AS, etc.)



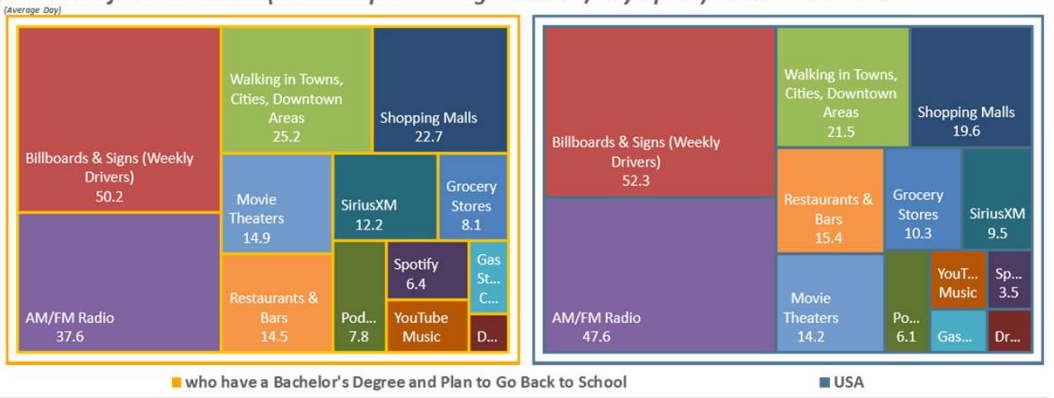
Bachelor's Degree

2,303,347 or 92.2% of Adults 18 or older who have a Bachelor's Degree and Plan to Go Back to School spend an average of 50.2 minutes per day driving, seeing Billboards and Signs. 69.8% Listen to Local Radio Stations Out-of-Home for an average of 34.2 minu

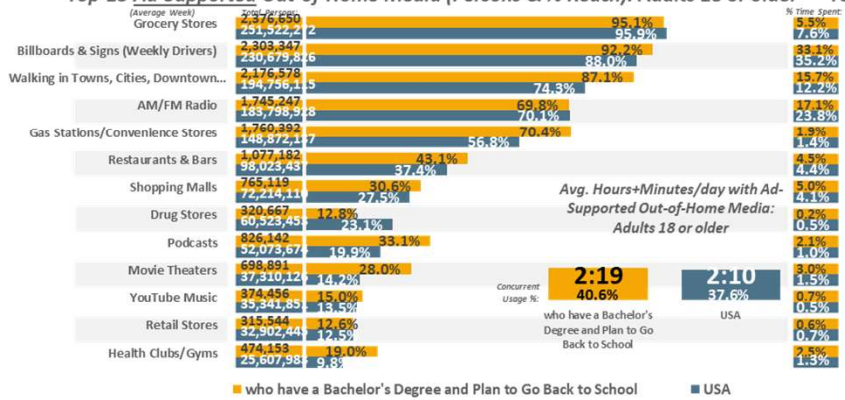
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



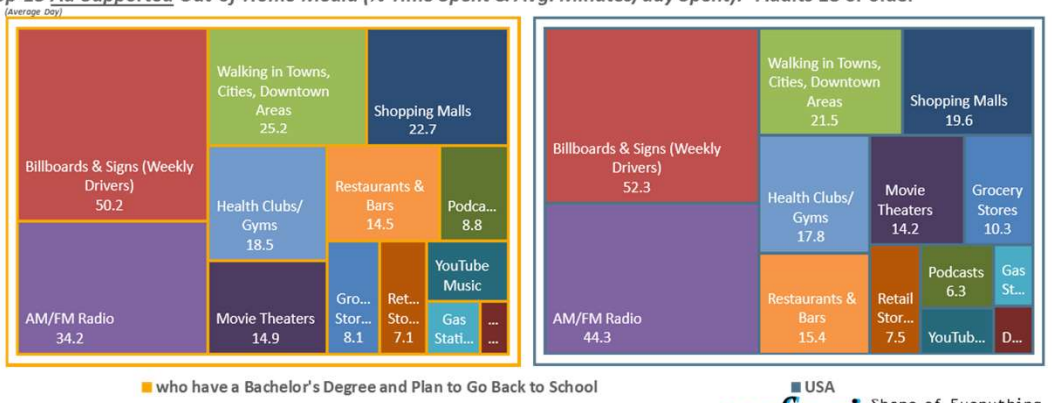
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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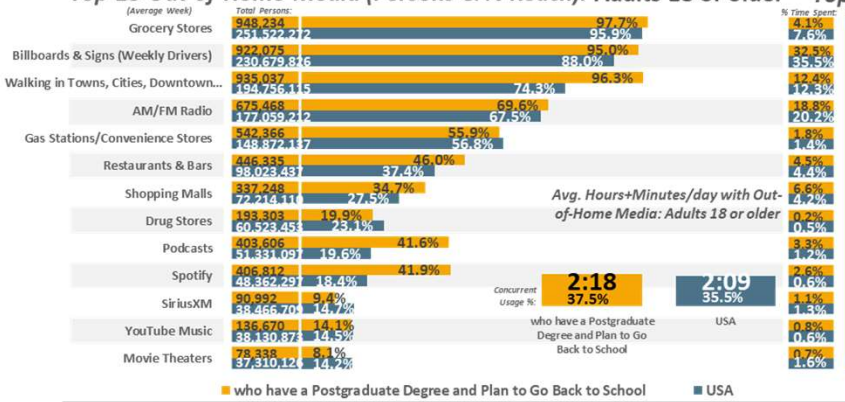
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Bachelor's degree (BA, BS, etc.)



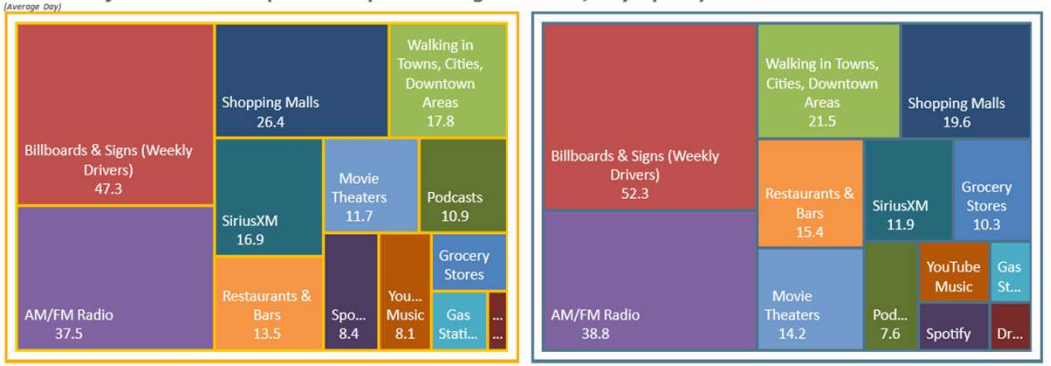
Postgraduate Degree

922,075 or 95.% of Adults 18 or older who have a Postgraduate Degree and Plan to Go Back to School spend an average of 47.3 minutes per day driving, seeing Billboards and Signs. 64.5% Listen to Local Radio Stations Out-of-Home for an average of 32.4 minut

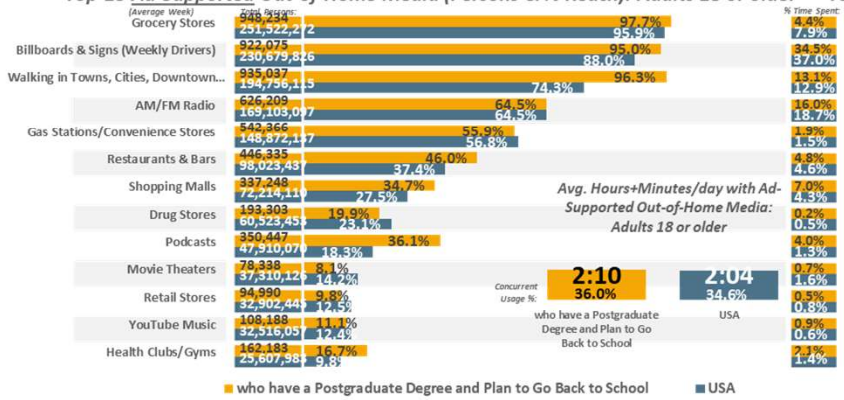
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



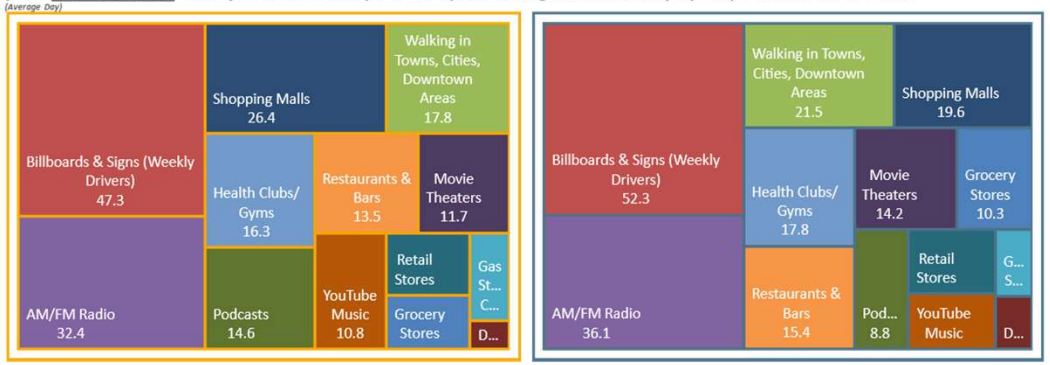
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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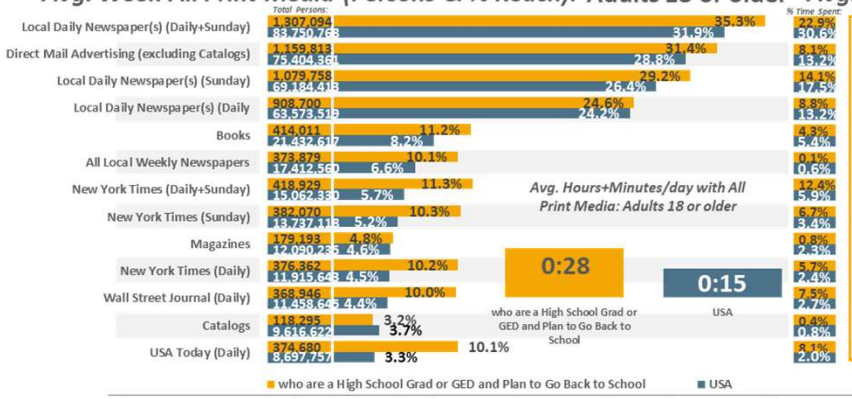
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Postgraduate degree



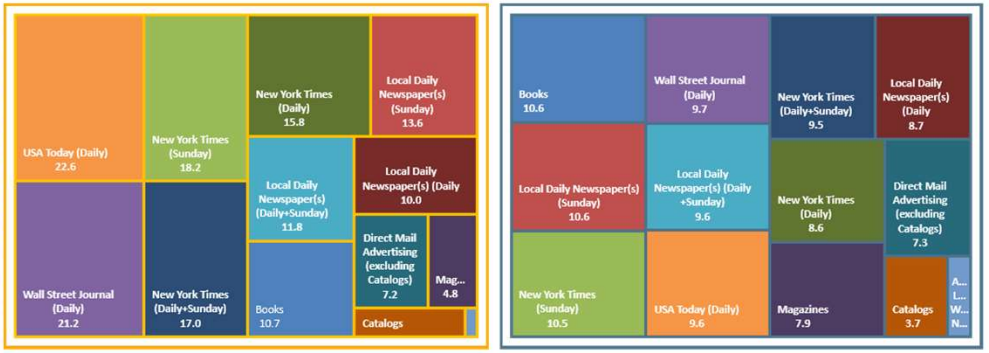
High School Grad or GED

1,307,094 or 35.3% of Adults 18 or older who are a High School Grad or GED and Plan to Go Back to School read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.8 minutes every day representing 23.9% of all time spent daily with All forms of Pr

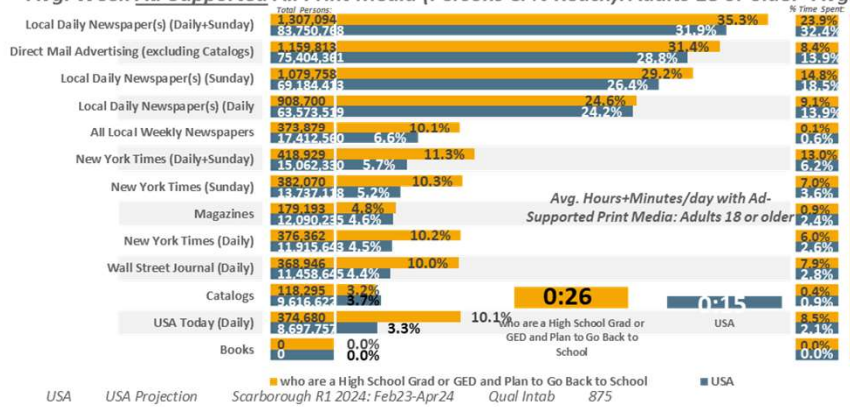
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



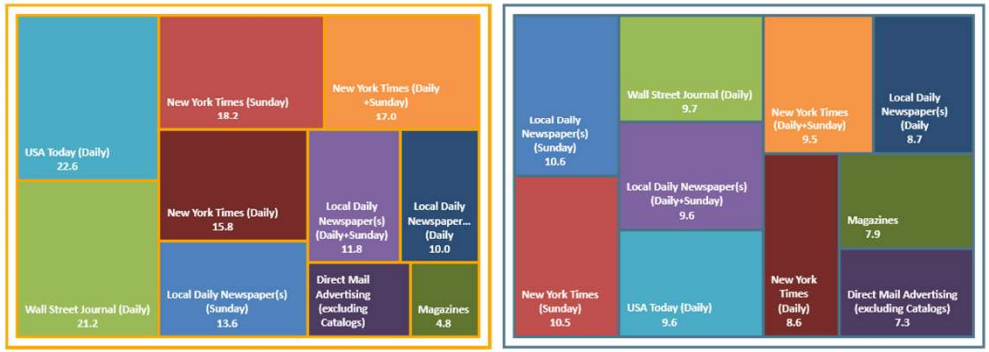
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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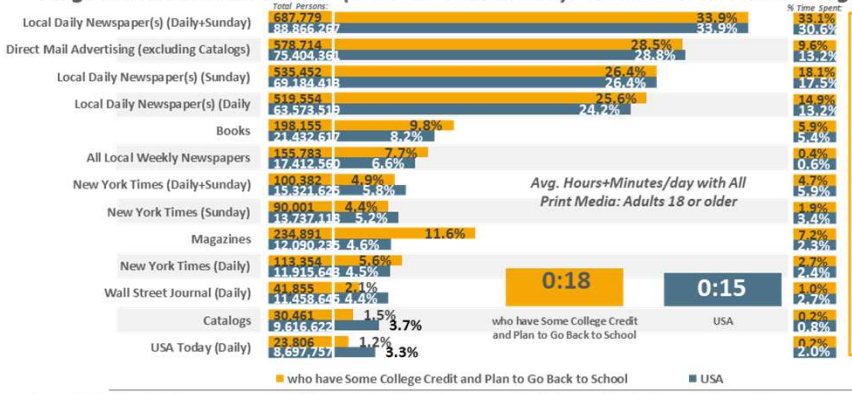
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: High school graduate (12th grade or GED)



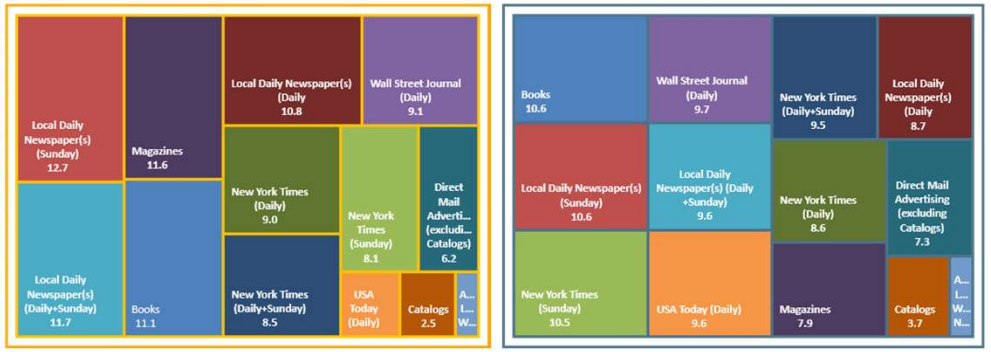
Some College Credit

687,779 or 33.9% of Adults 18 or older who have Some College Credit and Plan to Go Back to School read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.7 minutes every day representing 35.1% of all time spent daily with All forms of Print Med

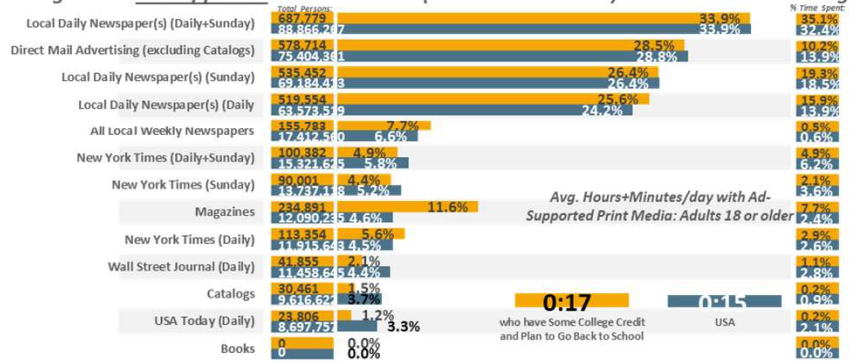
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



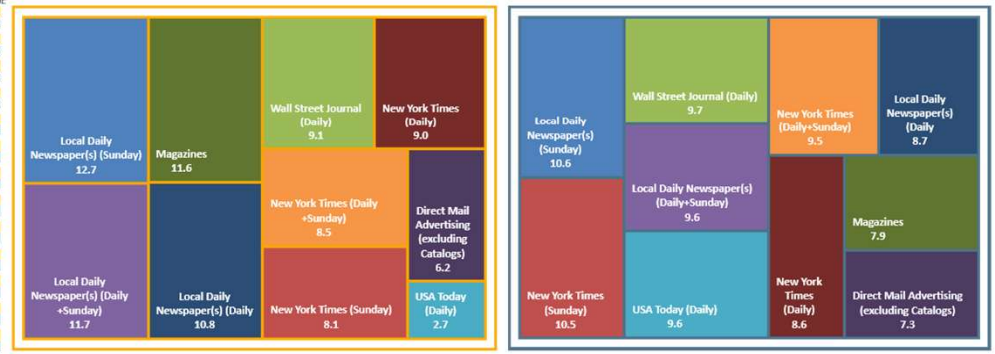
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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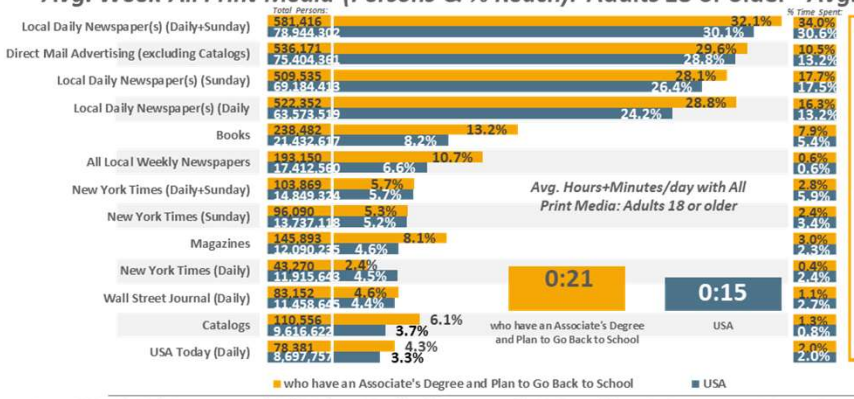
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Some college credit (no degree)



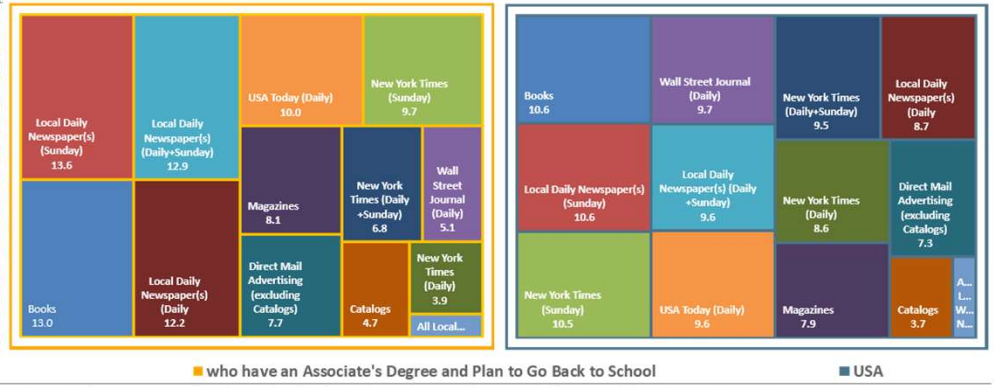
Associate's Degree

581,416 or 32.1% of Adults 18 or older who have an Associate's Degree and Plan to Go Back to School read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.9 minutes every day representing 36.9% of all time spent daily with All forms of Print M

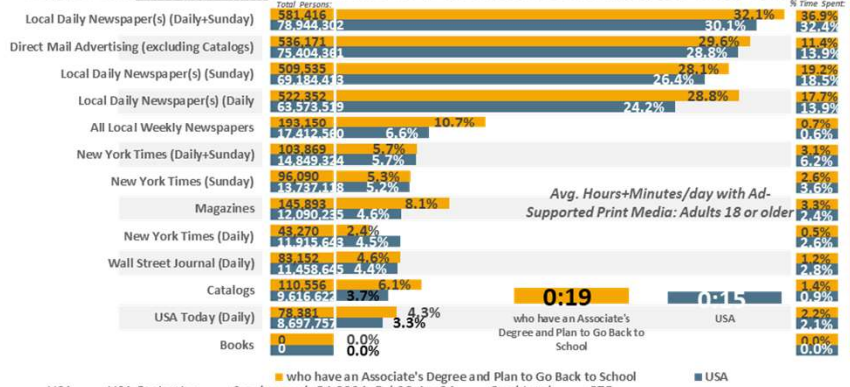
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



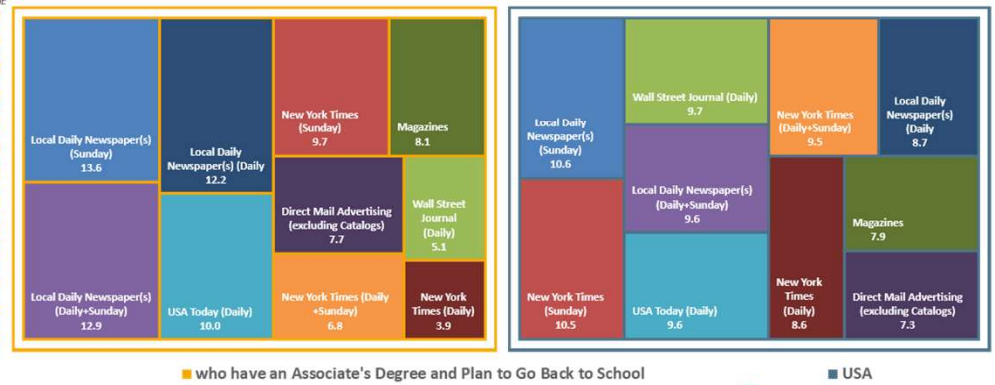
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 875

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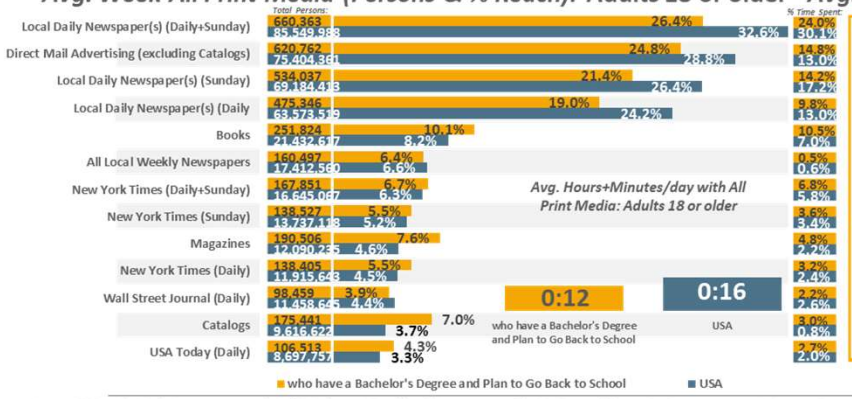
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Associate's degree (AA, AS, etc.)



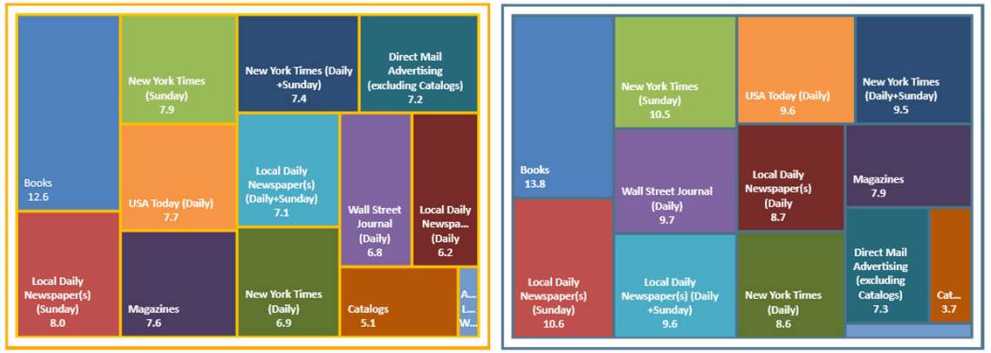
Bachelor's Degree

660,363 or 26.4% of Adults 18 or older who have a Bachelor's Degree and Plan to Go Back to School read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.1 minutes every day representing 26.8% of all time spent daily with All forms of Print Medi

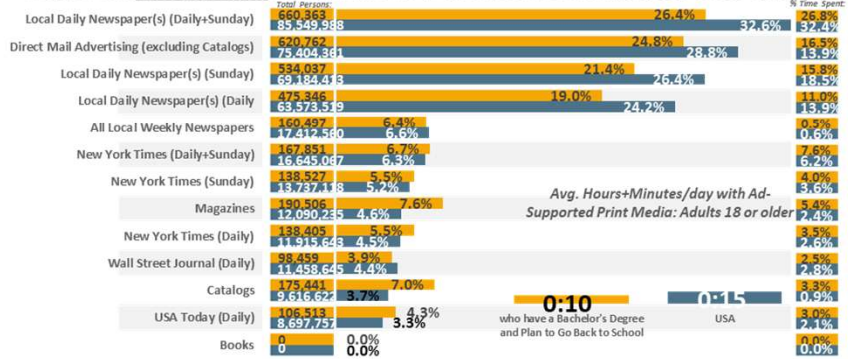
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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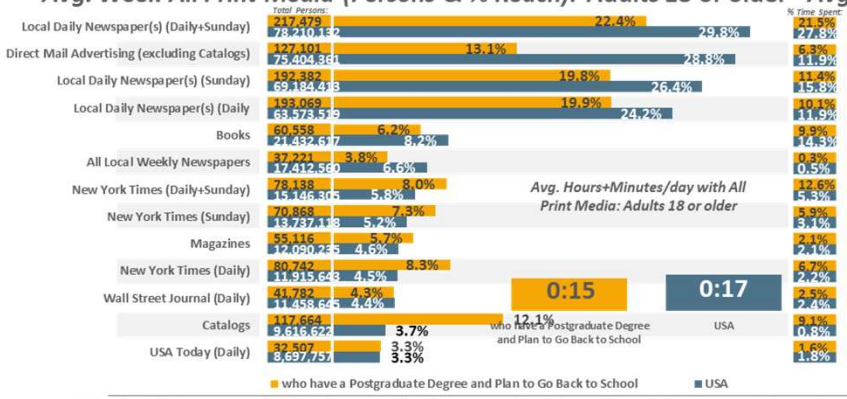
[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Bachelor's degree (BA, BS, etc.)



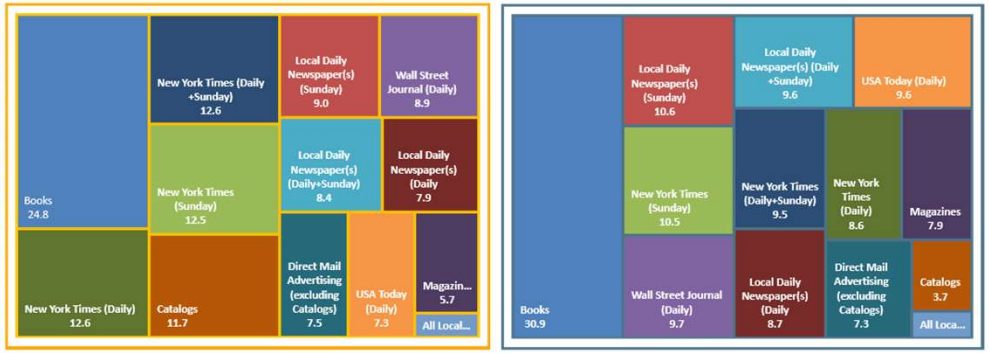
Postgraduate Degree

217,479 or 22.4% of Adults 18 or older who have a Postgraduate Degree and Plan to Go Back to School read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 23.9% of all time spent daily with All forms of Print Me

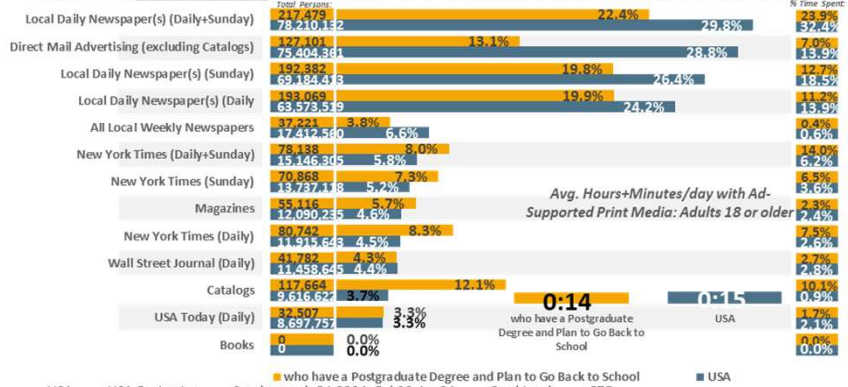
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



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[(Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) AND Currently enrolled/attending classes at a college/university: No)] AND Level of education: Postgraduate degree