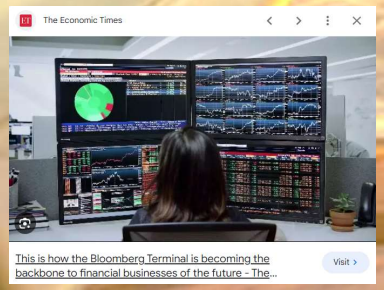
USA – Local DMA P18+ past 12mos users of even 5 More AIRPORTS!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ Local DMA past 12 months users of MINNEAPOLIS-ST. PAUL CINCINNATI/NORTHERN KENTUCKY, ST.LOUIS LAMBERT, PALM BEACH, FT. LAUDERDALE-HOLLYWOOD INTERNATIONAL AIRPORTS as of April 2024!



Minneapolis Saint Paul INTERNATIONAL AIRPORT msp

STL ST. LOUIS LAMBERT INTERNATIONAL AIRPORT™

CVG CINCINNATI/NORTHERN KENTUCKY INTERNATIONAL AIRPORT

PBI Palm Beach INTERNATIONAL AIRPORT

FORT LAUDERDALE-HOLLYWOOD INTERNATIONAL AIRPORT BROWARD COUNTY, FLORIDA

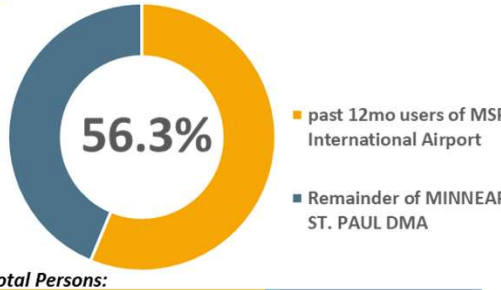
Airports used as point of departure past 12 months: Minneapolis - St. Paul International
Airports used as point of departure past 12 months: St. Louis Lambert International
Airports used as point of departure past 12 months: Cincinnati/Northern Kentucky International
Airports used as point of departure past 12 months: Fort Lauderdale - Hollywood International
Airports used as point of departure past 12 months: Palm Beach International

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

HUBBARD BROADCASTING INC. HB INC.

56.3% or 2,164,572 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older are past 12mo users of MSP International... Typical Adults 18 or older past 12mo users of MSP International Airport are 46.5 years old (4.7% younger than average) and have a $128,036 (20.2% higher than average) annual household income.

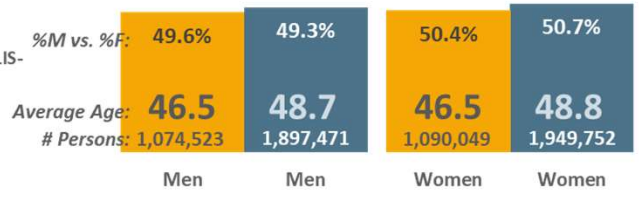
Percent of Market: Adults 18 or older



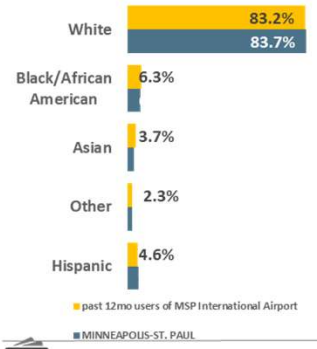
Total Persons:

2,164,572	1,682,651

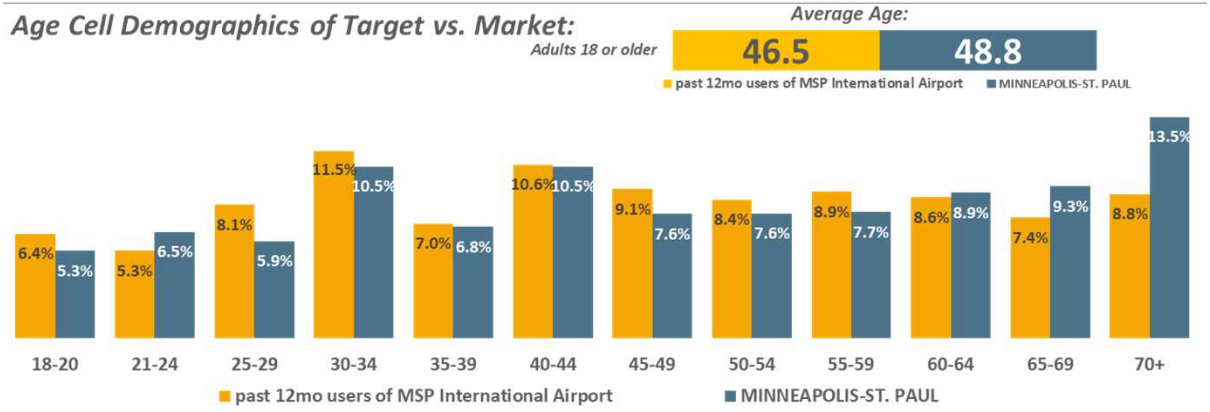
Gender of Target vs. Market: Adults 18 or older



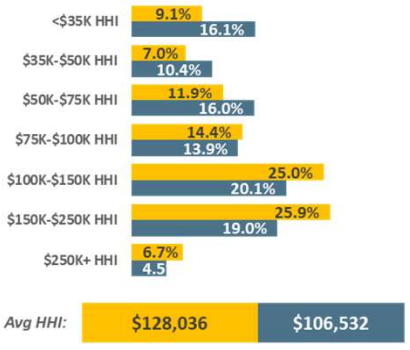
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$128,036	$106,532

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,068

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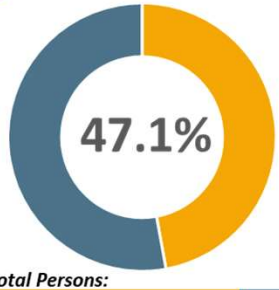
Airports used as point of departure past 12 months: Minneapolis - St. Paul International

ST. LOUIS LAMBERT INTERNATIONAL AIRPORT

47.1% or 1,180,849 of ST. LOUIS DMA Adults 18 or older are past 12 months users of STL International Airport. Typical Adults 18 or older past 12 months users of STL International Airport are 48.6 years old (2.% younger than average) and have a $120,454 (27.2% higher than average) annual household income.

Percent of Market: Adults 18 or older



past 12 months users of STL International Airport

Remainder of ST. LOUIS DMA

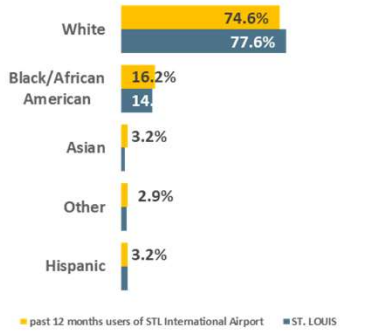
Total Persons:

1,180,849	1,324,216

Gender of Target vs. Market: Adults 18 or older

	Men	Men	Women	Women
%M vs. %F:	49.9%	48.3%	50.1%	51.7%
Average Age:	48.5	49.1	48.6	50.0
# Persons:	589,037	1,210,266	591,812	1,294,799

Ethnicity of Target vs. Market:



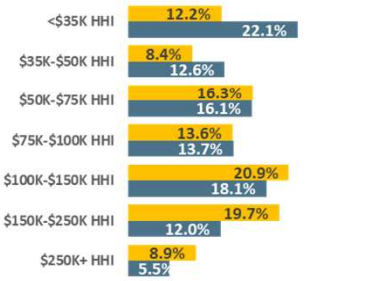
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older	48.6	49.6
	past 12 months users of STL International Airport	ST. LOUIS



HHI of Target vs. Market:



Avg HHI:	$120,454	$94,664

ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,042

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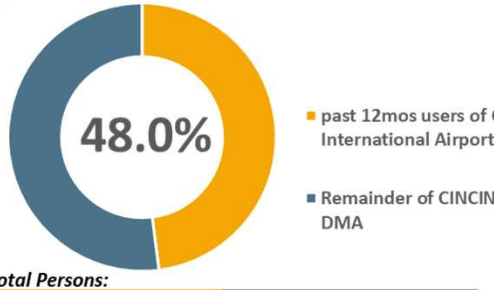
Airports used as point of departure past 12 months: St. Louis Lambert International

CINCINNATI/NORTHERN KENTUCKY INTERNATIONAL AIRPORT

48.% or 914,087 of CINCINNATI DMA Adults 18 or older are past 12mos users of CVG International Airport. Typical Adults 18 or older past 12mos users of CVG International Airport are 47. years old (3.9% younger than average) and have a $120,546 (27.3% higher than average) annual household income.

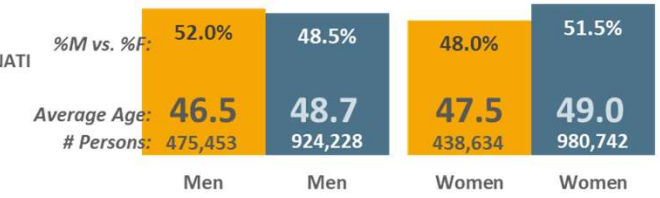
Percent of Market: Adults 18 or older



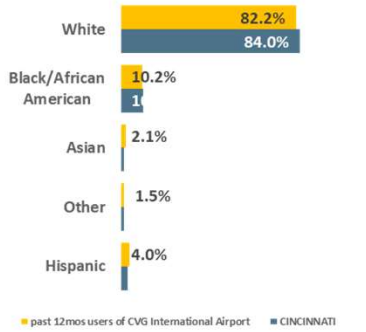
Total Persons:

914,087	990,883

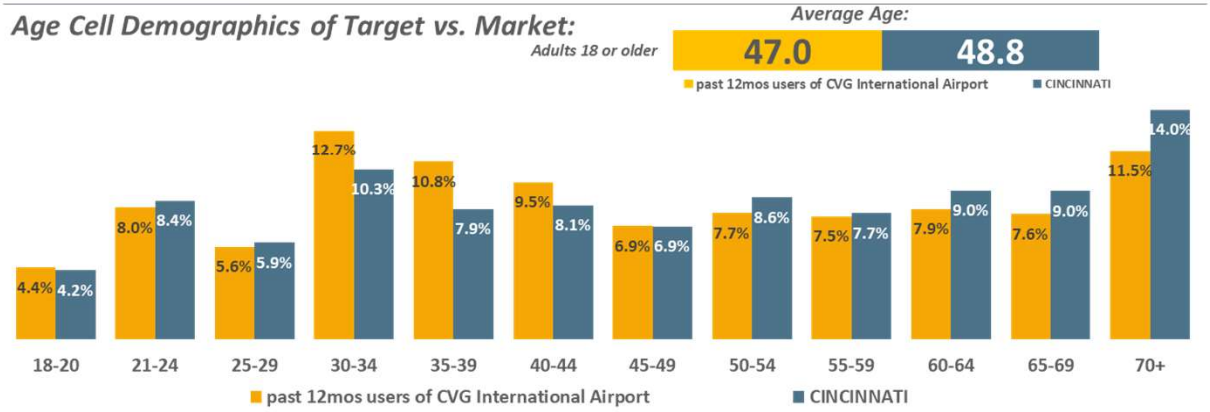
Gender of Target vs. Market: Adults 18 or older



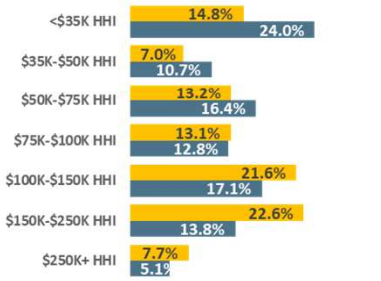
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$120,546	$94,732

CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 988

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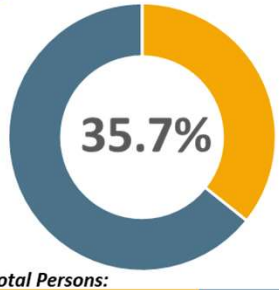
Airports used as point of departure past 12 months: Cincinnati/Northern Kentucky International

35.7% or 661,055 of WEST PALM BEACH DMA Adults 18 or older are past 12mos users of PBI International Airport. Typical Adults 18 or older past 12mos users of PBI International Airport are 56.4 years old (5.4% older than average) and have a $122,543 (27.% higher than average) annual household income.

Percent of Market: Adults 18 or older



- past 12mos users of PBI International Airport
- Remainder of WEST PALM BEACH Metro

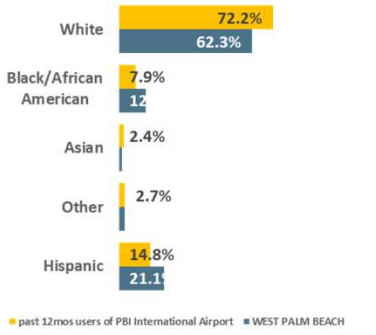
Total Persons:

661,055	1,189,298

Gender of Target vs. Market: Adults 18 or older

	Men	Men	Women	Women
%M vs. %F:	50.4%	47.9%	49.6%	52.1%
Average Age:	56.1	53.2	56.9	53.8
# Persons:	333,477	885,597	327,578	964,756

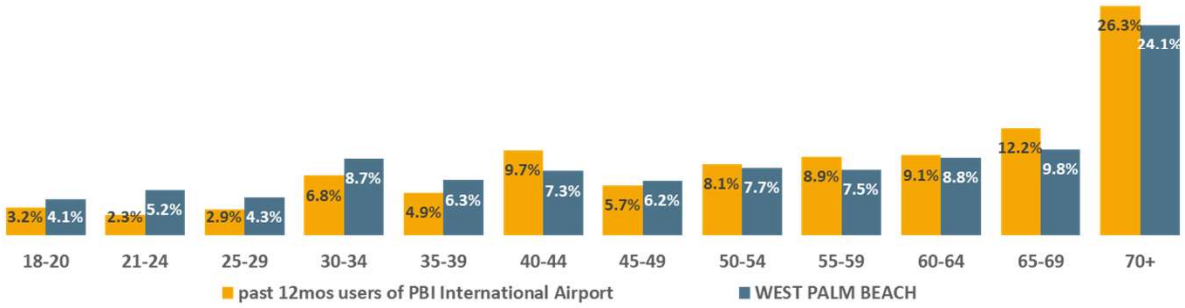
Ethnicity of Target vs. Market:



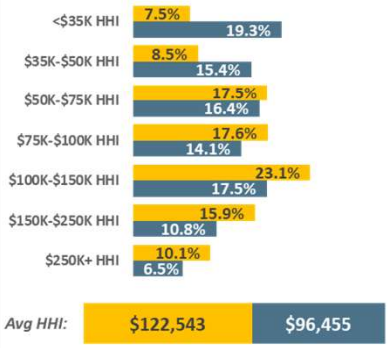
Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age: 56.4	53.5

past 12mos users of PBI International Airport | WEST PALM BEACH



HHI of Target vs. Market:



Avg HHI:	$122,543	$96,455

WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 882

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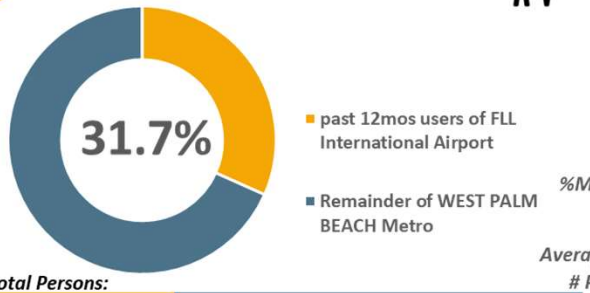
Airports used as point of departure past 12 months: Palm Beach International

FORT LAUDERDALE-HOLLYWOOD INTERNATIONAL AIRPORT
BROWARD COUNTY, FLORIDA

31.7% or 585,802 of WEST PALM BEACH DMA Adults 18 or older are past 12mos users of FLL International Airport. Typical Adults 18 or older past 12mos users of FLL International Airport are 49.4 years old (7.7% younger than average) and have a $115,002 (19.2% higher than average) annual household income.

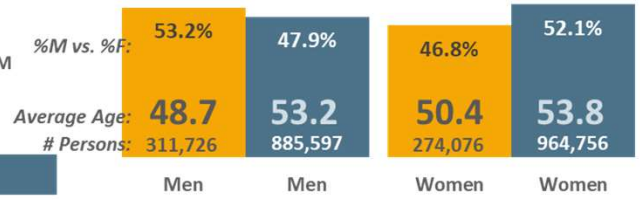
Percent of Market: Adults 18 or older



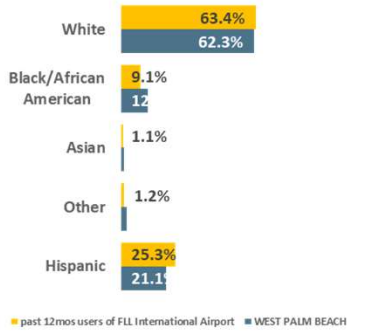
Total Persons:

585,802	1,264,551

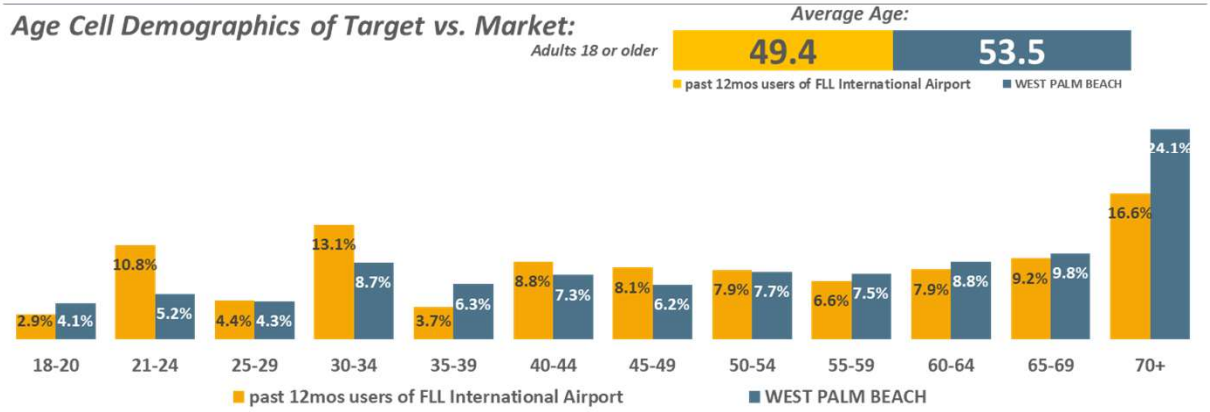
Gender of Target vs. Market: Adults 18 or older



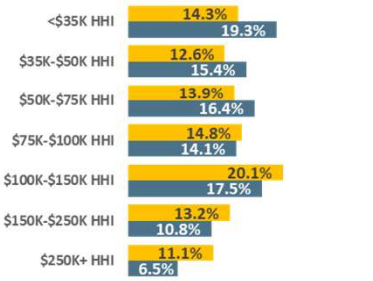
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:

$115,002	$96,455

WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 636

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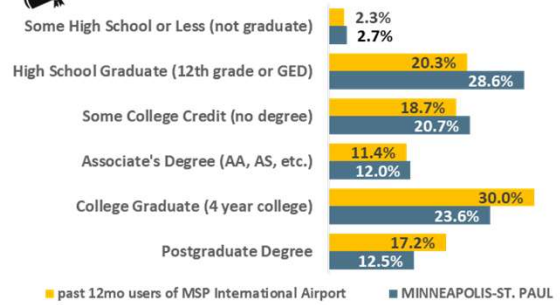
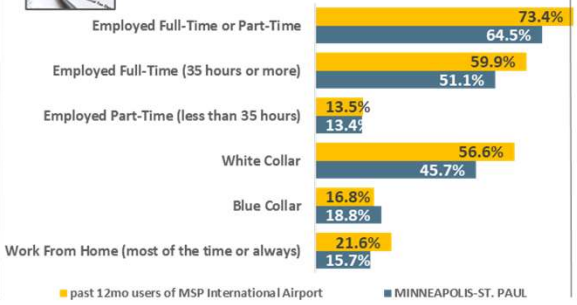
Airports used as point of departure past 12 months: Fort Lauderdale - Hollywood International

56.3% or 2,164,572 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older are past 12mo users of MSP International... Adults 18 or older past 12mo users of MSP International Airport are 31.1% more likely to be a college graduate, 17.4% more likely to work full-time, 9.6% more likely to be married, 9.7% more likely to be a parent of 1 or more children under 18.

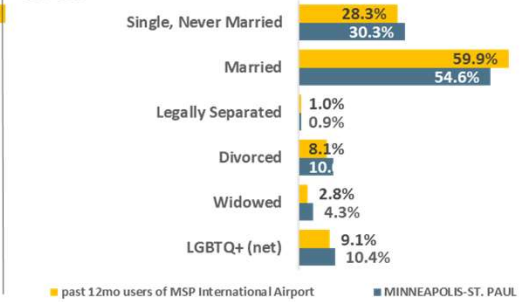
Education Levels: Adults 18 or older



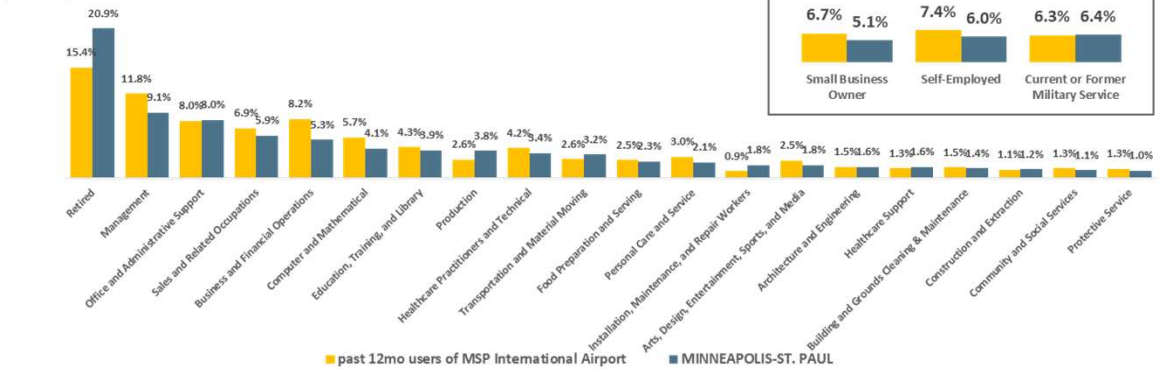
Employment: Adults 18 or older



Marital Status: Adults 18 or older

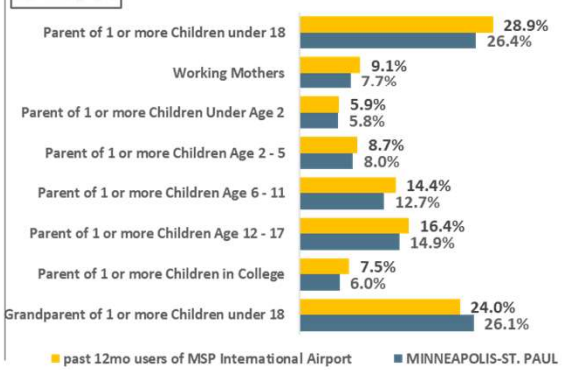


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,068

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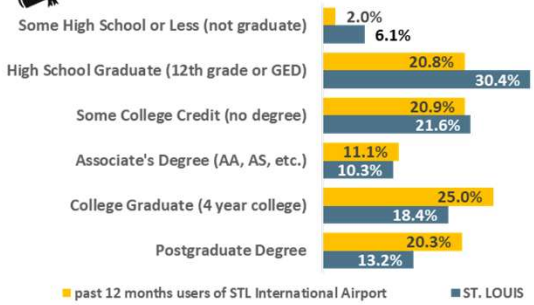
Airports used as point of departure past 12 months: Minneapolis - St. Paul International

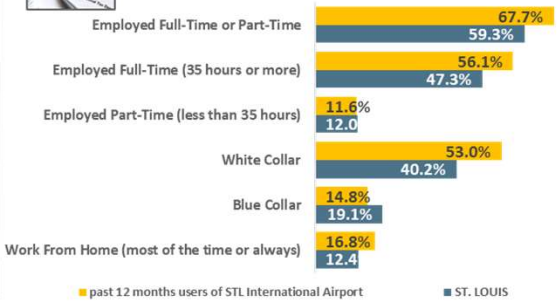
ST. LOUIS LAMBERT INTERNATIONAL AIRPORT™

47.1% or 1,180,849 of ST. LOUIS DMA Adults 18 or older are past 12 months users of STL International Airport. Adults 18 or older past 12 months users of STL International Airport are 43.3% more likely to be a college graduate, 18.6% more likely to work full-time, 10.3% more likely to be married, 3.8% more likely to be a parent of 1 or more children under 18.

Education Levels: Adults 18 or older



Employment: Adults 18 or older



Marital Status: Adults 18 or older

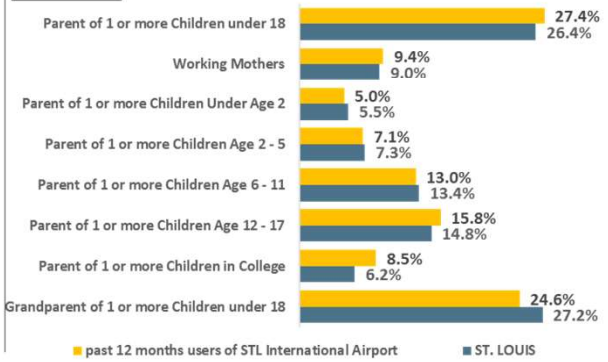


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,042

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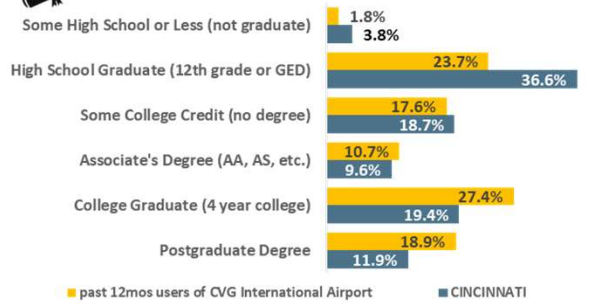
Airports used as point of departure past 12 months: St. Louis Lambert International

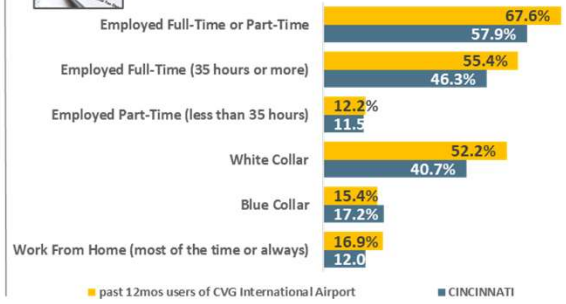
CINCINNATI/NORTHERN KENTUCKY INTERNATIONAL AIRPORT

48.% or 914,087 of CINCINNATI DMA Adults 18 or older are past 12mos users of CVG International Airport. Adults 18 or older past 12mos users of CVG International Airport are 47.7% more likely to be a college graduate, 19.5% more likely to work full-time, 11.9% more likely to be married, 7.4% more likely to be a parent of 1 or more children under 18.

Education Levels: Adults 18 or older



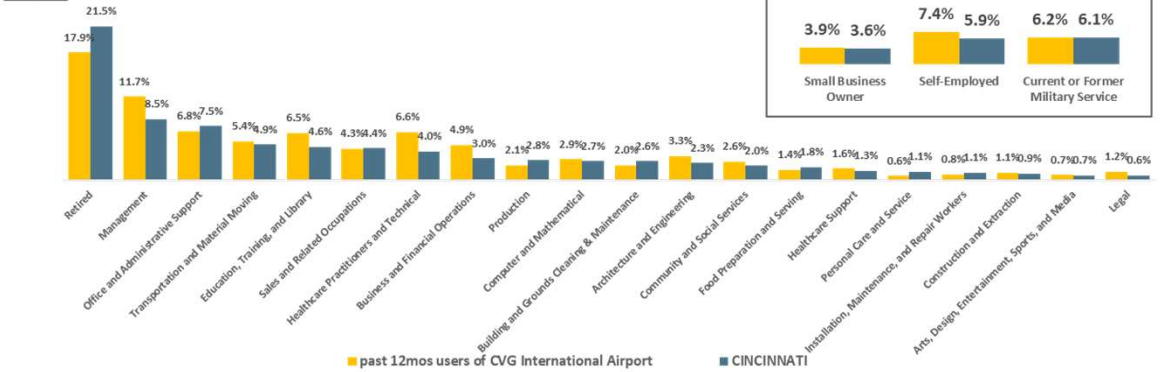
Employment: Adults 18 or older



Marital Status: Adults 18 or older

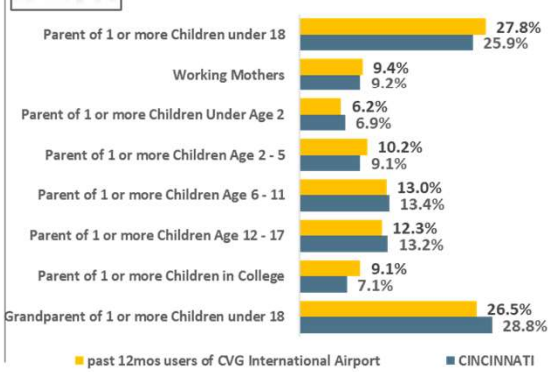


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 988

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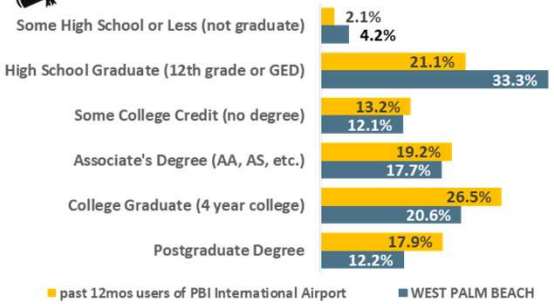
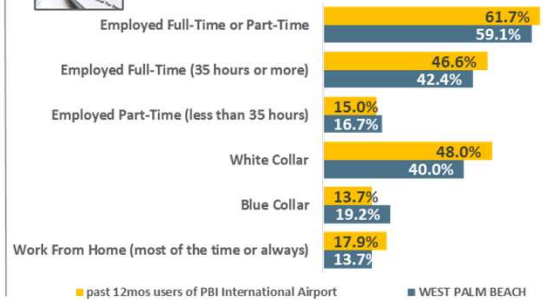
Airports used as point of departure past 12 months: Cincinnati/Northern Kentucky International

35.7% or 661,055 of WEST PALM BEACH DMA Adults 18 or older are past 12mos users of PBI International… Adults 18 or older past 12mos users of PBI International Airport are 35.5% more likely to be a college graduate, 10.% more likely to work full-time, 20.5% more likely to be married, 18.6% less likely to be a parent of 1 or more children under 18.

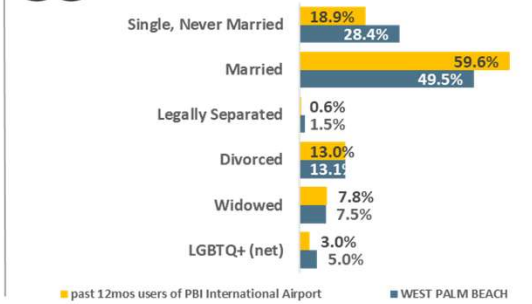
Education Levels: Adults 18 or older



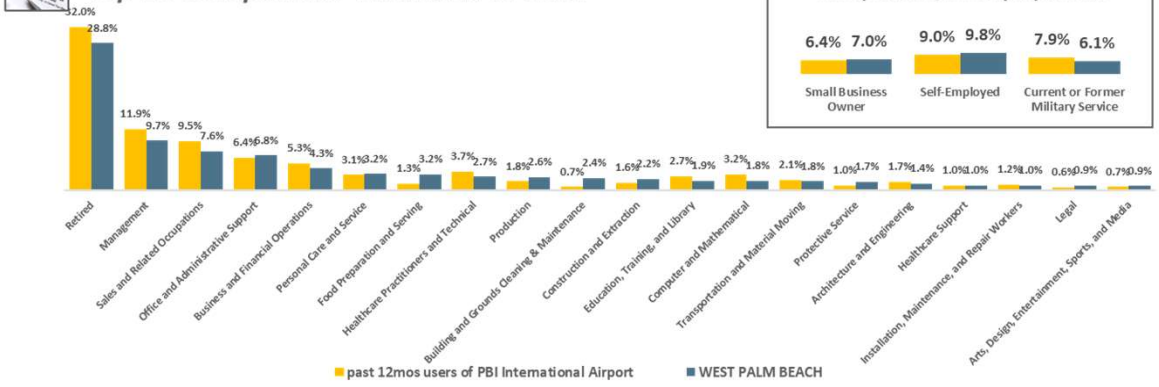
Employment: Adults 18 or older



Marital Status: Adults 18 or older

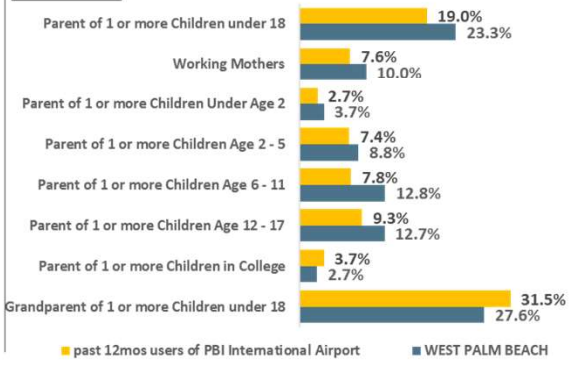


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 882

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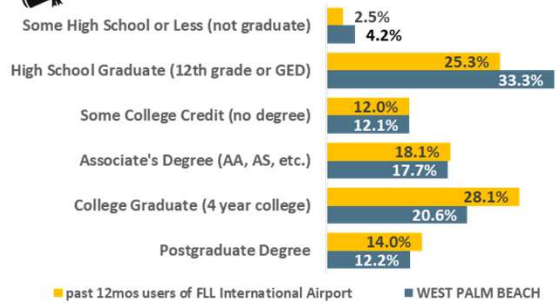
Airports used as point of departure past 12 months: Palm Beach International

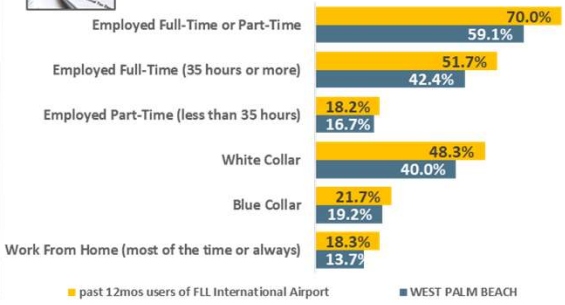
FORT LAUDERDALE-HOLLYWOOD INTERNATIONAL AIRPORT
BROWARD COUNTY, FLORIDA

31.7% or 585,802 of WEST PALM BEACH DMA Adults 18 or older are past 12mos users of FLL International… Adults 18 or older past 12mos users of FLL International Airport are 28.6% more likely to be a college graduate, 22.% more likely to work full-time, 12.7% more likely to be married, 3.3% less likely to be a parent of 1 or more children under 18.

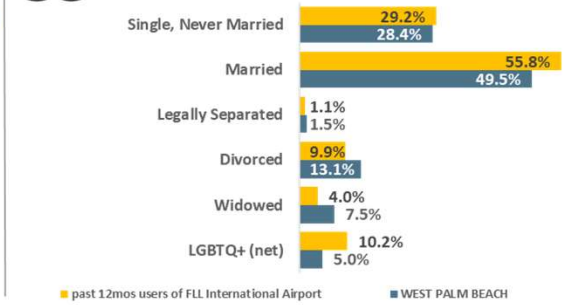
Education Levels: Adults 18 or older



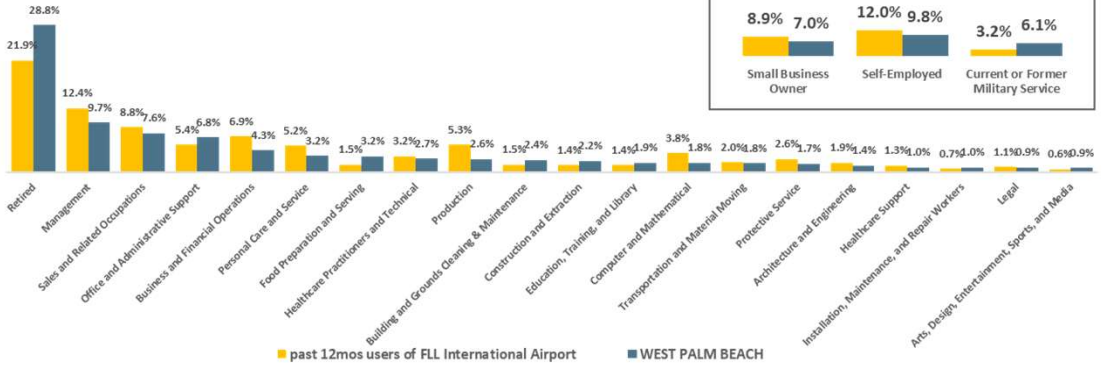
Employment: Adults 18 or older



Marital Status: Adults 18 or older

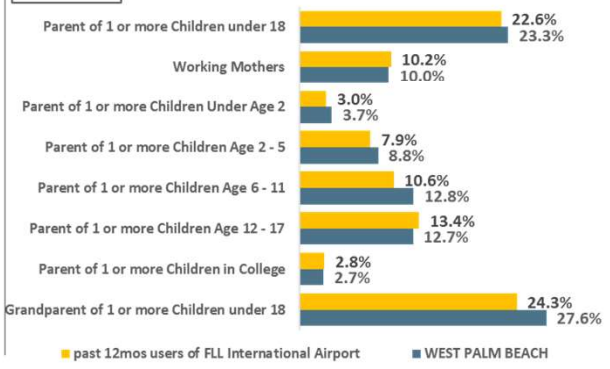


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 636

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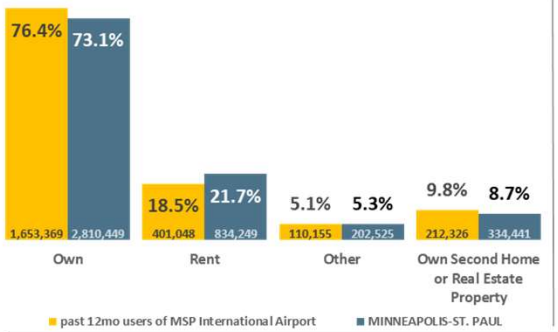
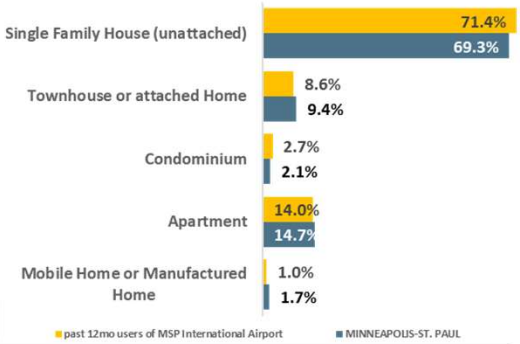
Airports used as point of departure past 12 months: Fort Lauderdale - Hollywood International

56.3% or 2,164,572 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older are past 12mo users of MSP International... Adults 18 or older past 12mo users of MSP International Airport are 4.6% more likely to own their home, 11.7% more likely to own a higher valued home, 2.9% more likely to have a single-family home, 1.7% more likely to have a dog.

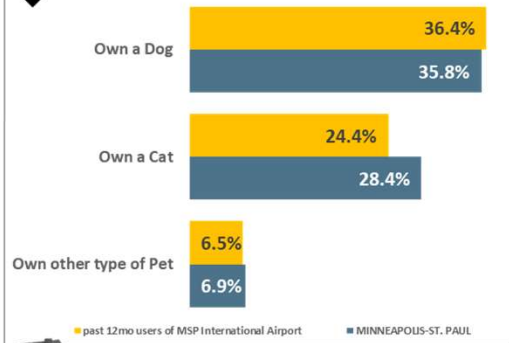
Own/Rent/Other: Adults 18 or older



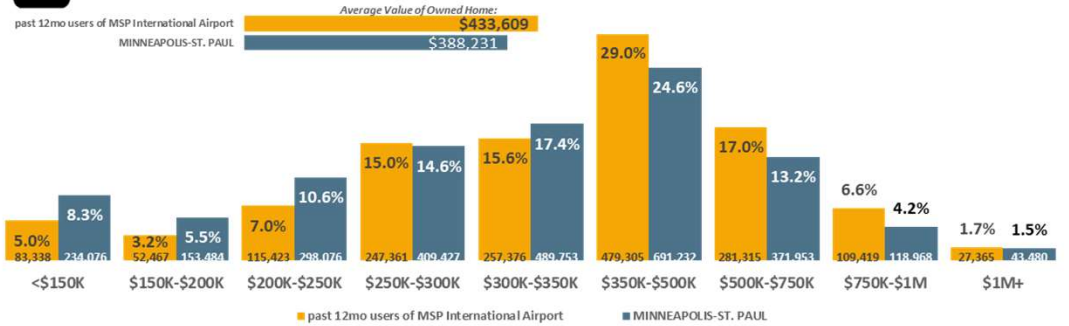
Type of Home: Adults 18 or older



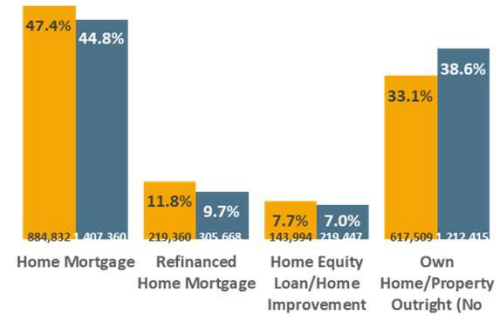
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,068

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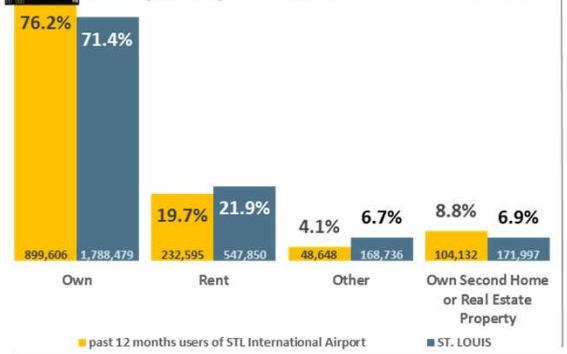
Airports used as point of departure past 12 months: Minneapolis - St. Paul International

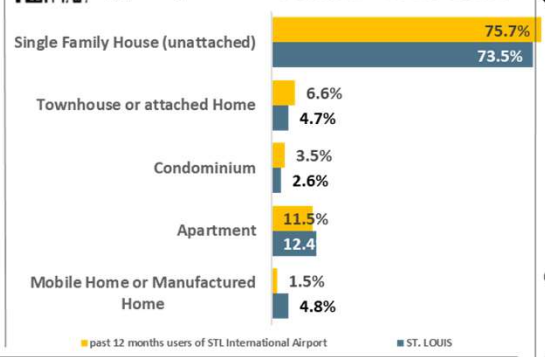
ST. LOUIS LAMBERT INTERNATIONAL AIRPORT℠

47.1% or 1,180,849 of ST. LOUIS DMA Adults 18 or older are past 12 months users of STL International Airport. Adults 18 or older past 12 months users of STL International Airport are 6.7% more likely to own their home, 15.4% more likely to own a higher valued home, 3.1% more likely to have a single-family home, 1.9% less likely to have a dog.

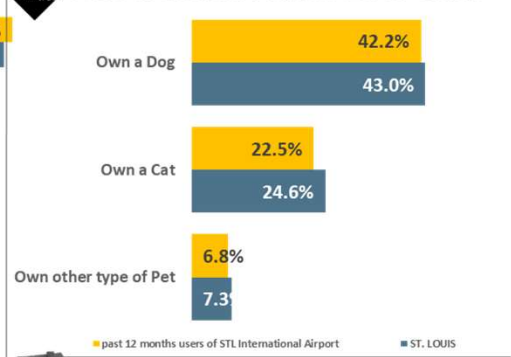
Own/Rent/Other: Adults 18 or older



Type of Home: Adults 18 or older



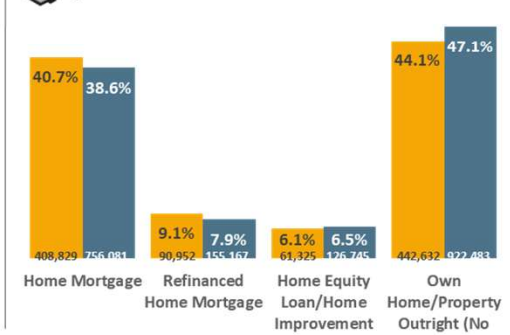
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,042

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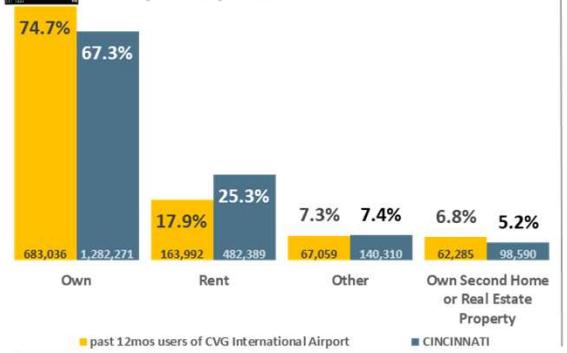
Airports used as point of departure past 12 months: St. Louis Lambert International

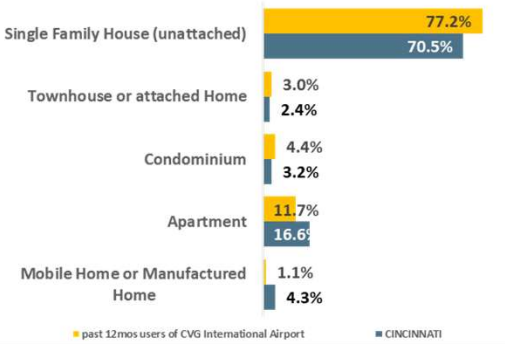
CINCINNATI/NORTHERN KENTUCKY INTERNATIONAL AIRPORT

48.% or 914,087 of CINCINNATI DMA Adults 18 or older are past 12mos users of CVG International Airport. Adults 18 or older past 12mos users of CVG International Airport are 11.% more likely to own their home, 16.8% more likely to own a higher valued home, 9.6% more likely to have a single-family home, .2% less likely to have a dog.

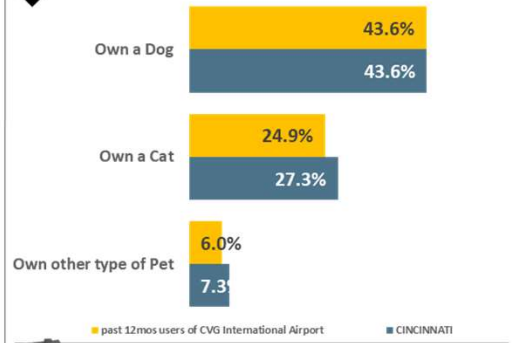
Own/Rent/Other: Adults 18 or older



Type of Home: Adults 18 or older



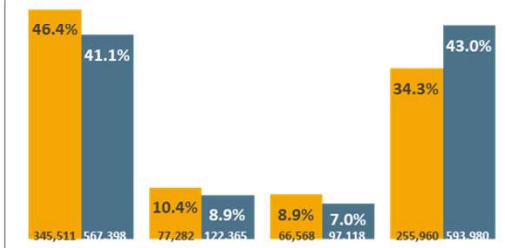
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 988

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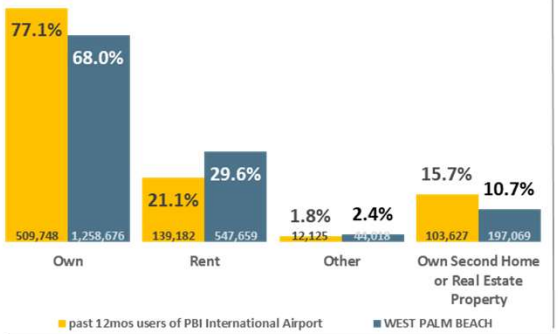
Airports used as point of departure past 12 months: Cincinnati/Northern Kentucky International

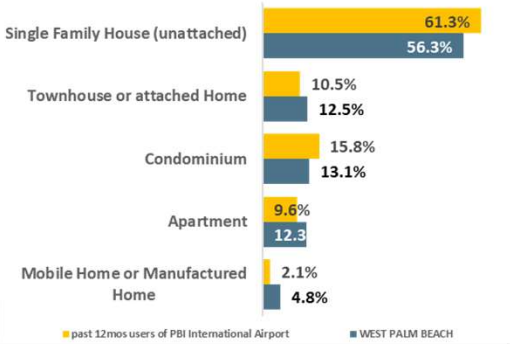
PBI Palm Beach INTERNATIONAL AIRPORT

35.7% or 661,055 of WEST PALM BEACH DMA Adults 18 or older are past 12mos users of PBI International Airport. Adults 18 or older past 12mos users of PBI International Airport are 13.4% more likely to own their home, 15.5% more likely to own a higher valued home, 9.% more likely to have a single-family home, 9.3% more likely to have a dog.

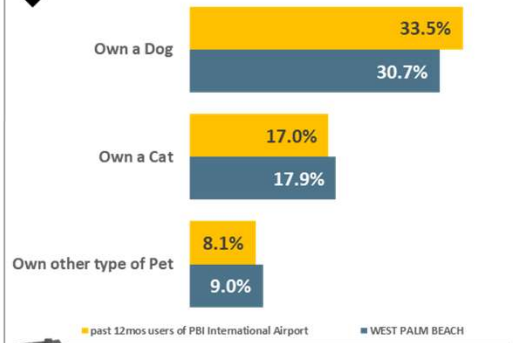
Own/Rent/Other: Adults 18 or older



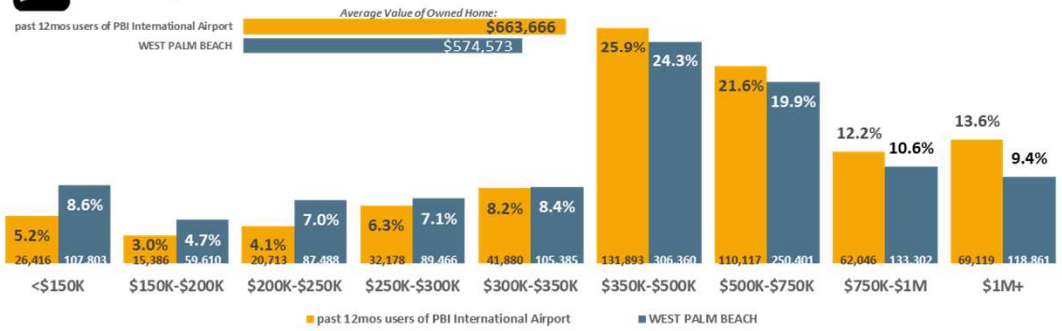
Type of Home: Adults 18 or older



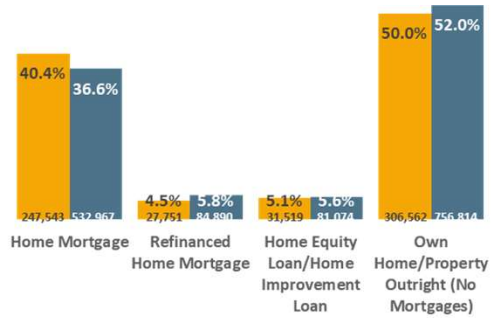
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 882

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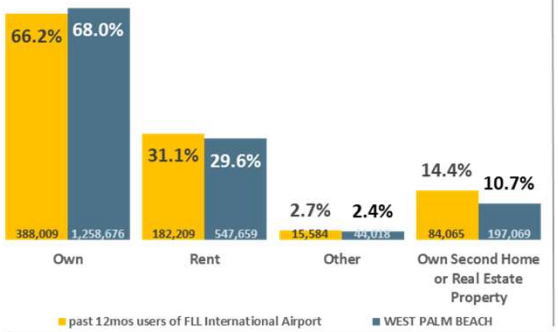
Airports used as point of departure past 12 months: Palm Beach International

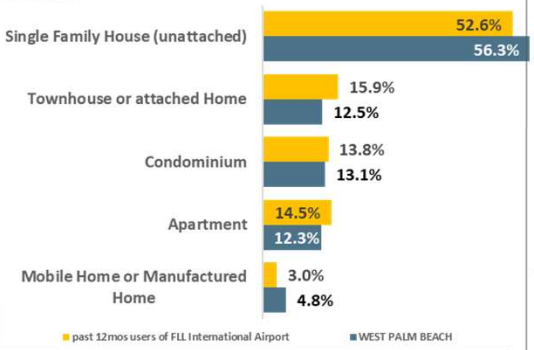
FORT LAUDERDALE-HOLLYWOOD INTERNATIONAL AIRPORT
BROWARD COUNTY, FLORIDA

31.7% or 585,802 of WEST PALM BEACH DMA Adults 18 or older are past 12mos users of FLL International Airport. Adults 18 or older past 12mos users of FLL International Airport are 2.6% less likely to own their home, 15.3% more likely to own a higher valued home, 6.5% less likely to have a single-family home, 3.4% less likely to have a dog.

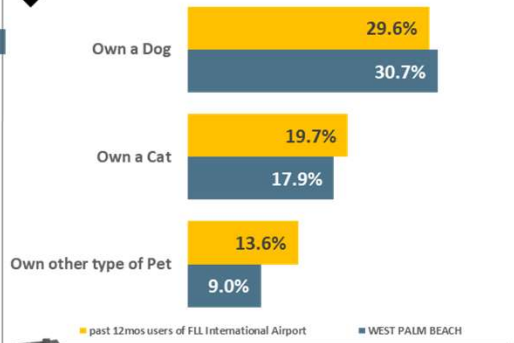
Own/Rent/Other: Adults 18 or older



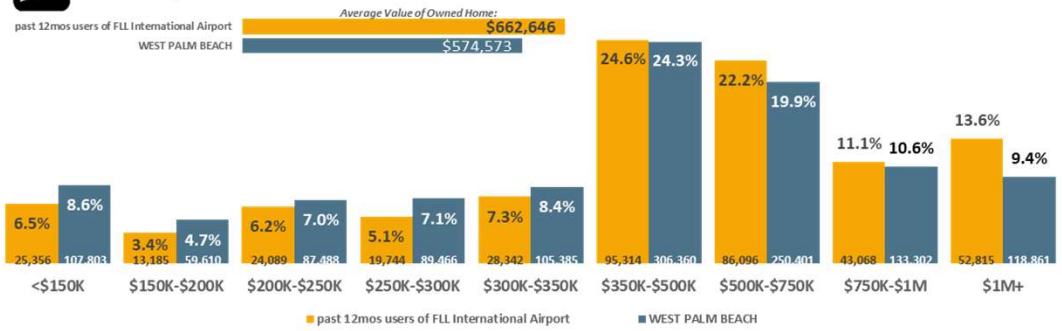
Type of Home: Adults 18 or older



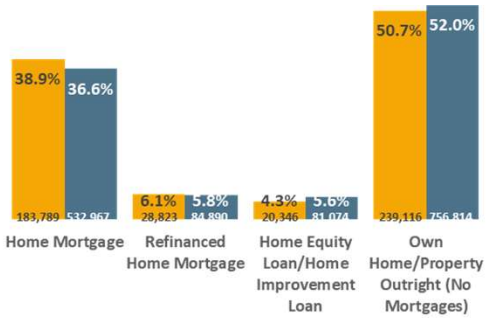
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 636

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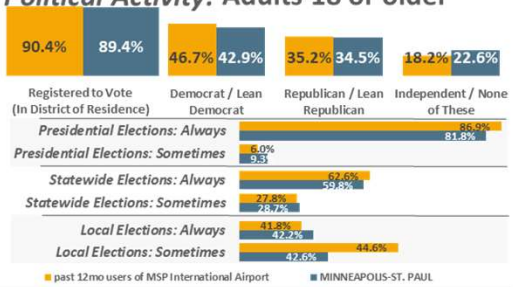
Airports used as point of departure past 12 months: Fort Lauderdale - Hollywood International

56.3% or 2,164,572 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older are past 12mo users of MSP… Adults 18 or older past 12mo users of MSP International Airport are 3.2% more likely to look up D-I-Y advice online, .8% less likely to always vote in local elections, 21.9% more likely to belong to a gym, 72.7% more likely to fly domestic past yr.

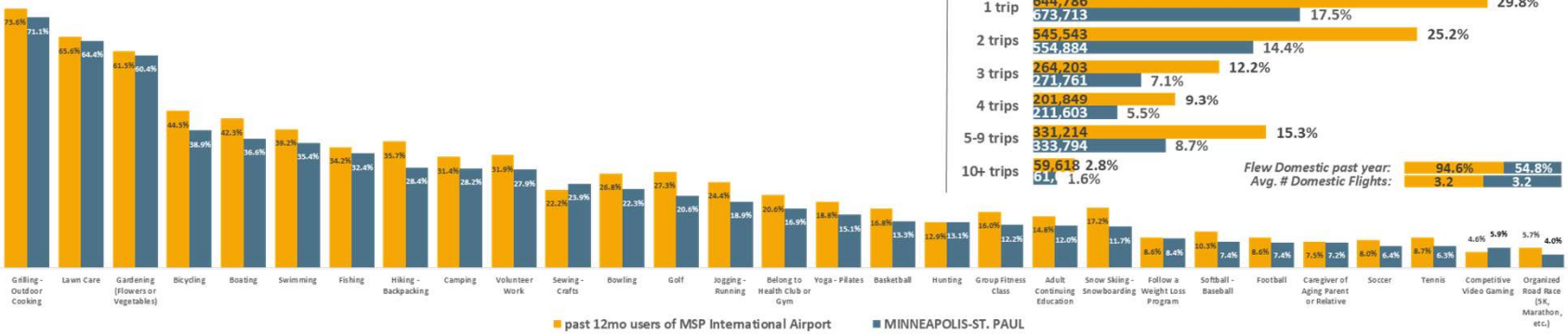
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,068

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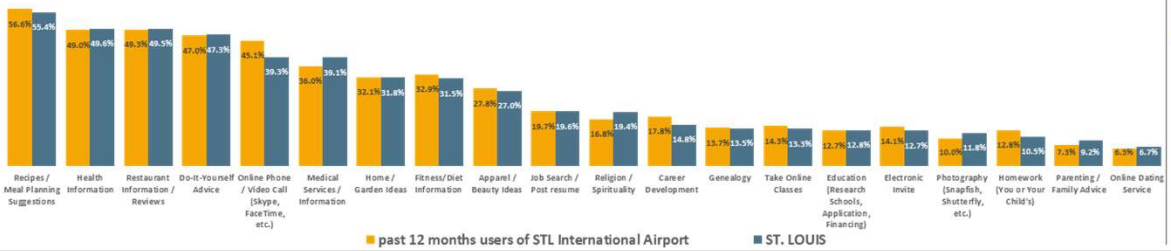
Airports used as point of departure past 12 months: Minneapolis - St. Paul International

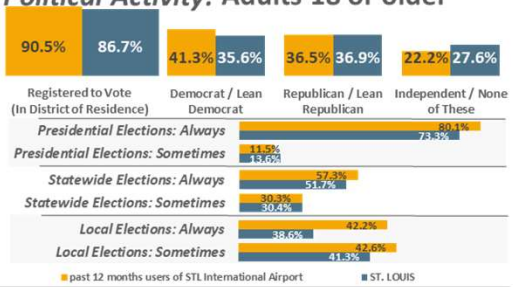
ST. LOUIS LAMBERT INTERNATIONAL AIRPORT℠

47.1% or 1,180,849 of ST. LOUIS DMA Adults 18 or older are past 12 months users of STL International Airport. Adults 18 or older past 12 months users of STL International Airport are .7% less likely to look up D-I-Y advice online, 9.3% more likely to always vote in local elections, 38.2% more likely to belong to a gym, 103.8% more likely to fly domestic past yr.

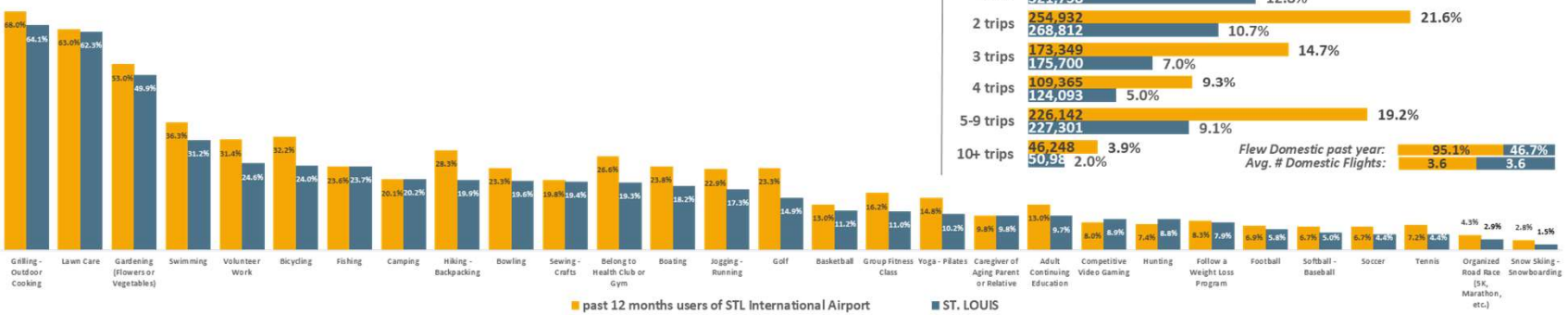
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,042

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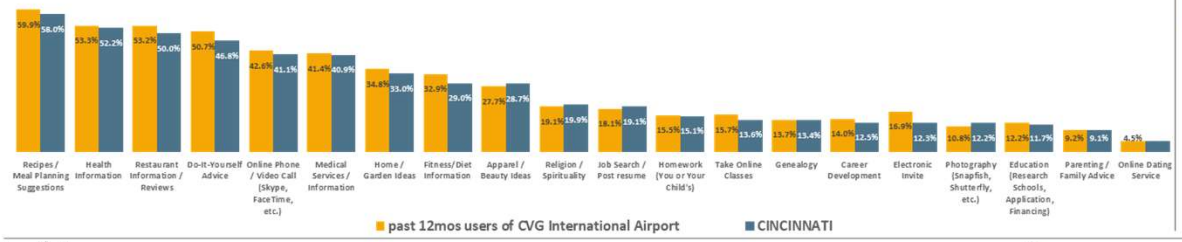
Airports used as point of departure past 12 months: St. Louis Lambert International

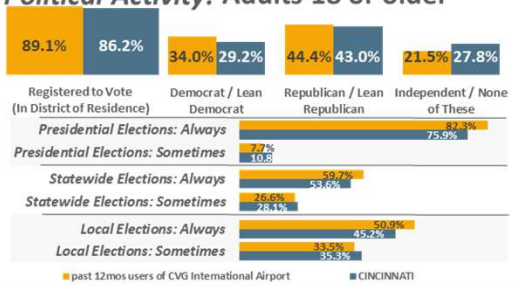
CINCINNATI/NORTHERN KENTUCKY INTERNATIONAL AIRPORT

48.% or 914,087 of CINCINNATI DMA Adults 18 or older are past 12mos users of CVG International Airport. Adults 18 or older past 12mos users of CVG International Airport are 8.3% more likely to look up D-I-Y advice online, 12.7% more likely to always vote in local elections, 59.5% more likely to belong to a gym, 98.3% more likely to fly domestic past yr.

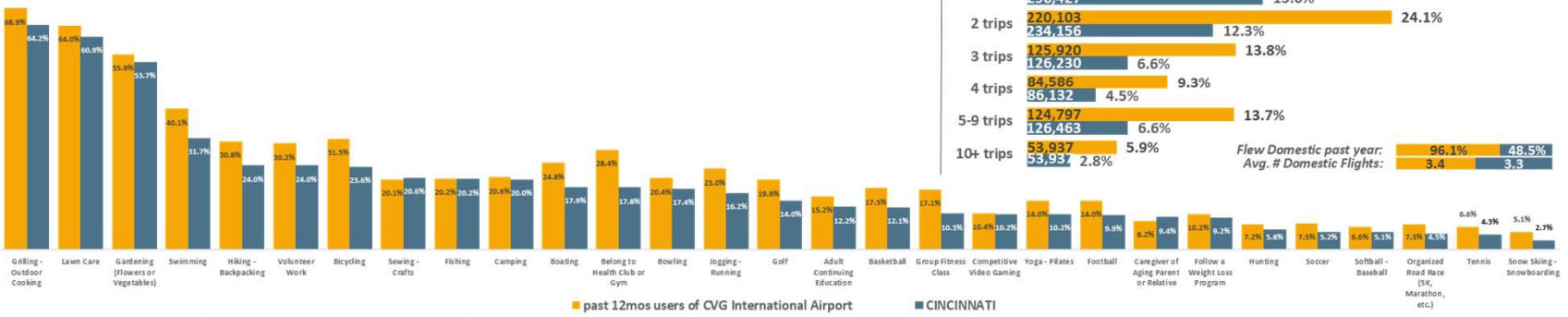
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 988

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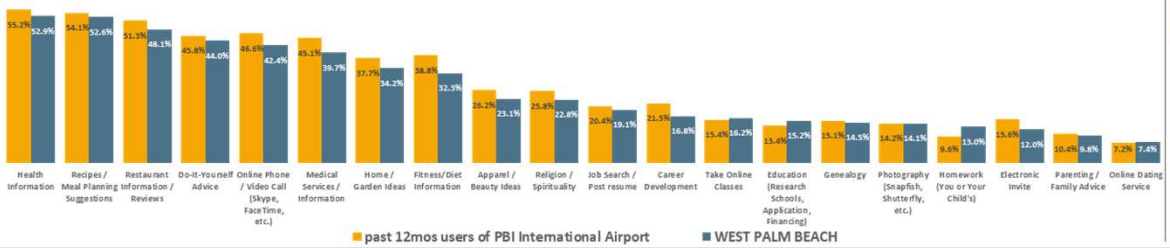
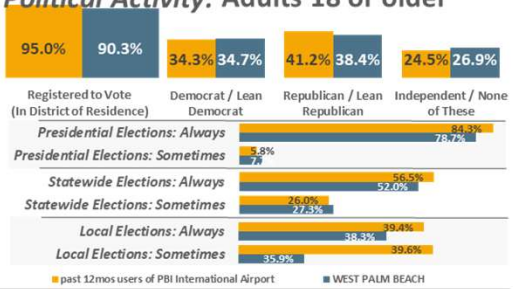
Airports used as point of departure past 12 months: Cincinnati/Northern Kentucky International

35.7% or 661,055 of WEST PALM BEACH DMA Adults 18 or older are past 12mos users of PBI International… Adults 18 or older past 12mos users of PBI International Airport are 4.1% more likely to look up D-I-Y advice online, 2.9% more likely to always vote in local elections, 24.8% more likely to belong to a gym, 71.8% more likely to fly domestic past yr.

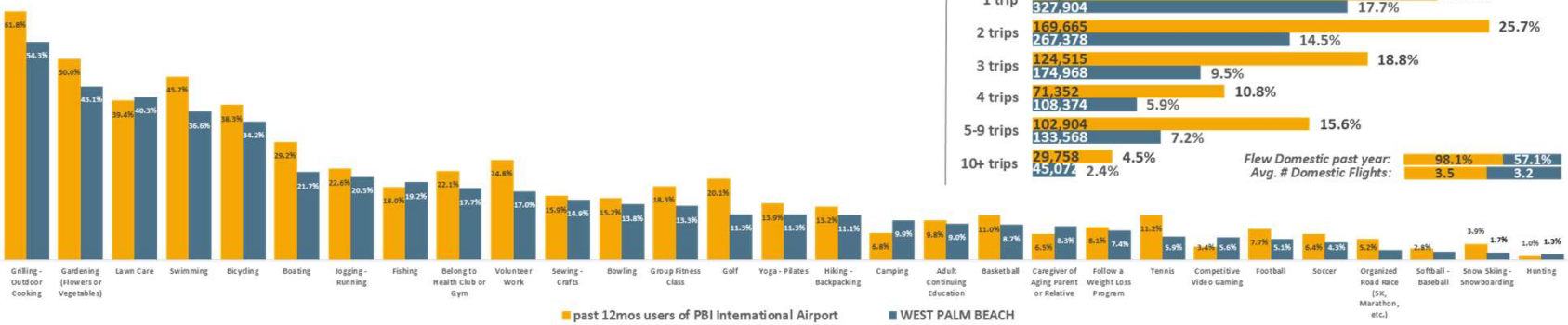
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 882

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Airports used as point of departure past 12 months: Palm Beach International

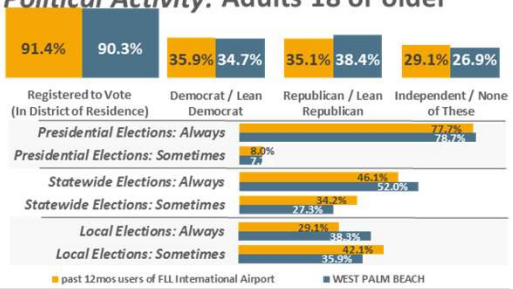
FORT LAUDERDALE-HOLLYWOOD INTERNATIONAL AIRPORT
BROWARD COUNTY, FLORIDA

31.7% or 585,802 of WEST PALM BEACH DMA Adults 18 or older are past 12mos users of FLL International… Adults 18 or older past 12mos users of FLL International Airport are 16.9% more likely to look up D-I-Y advice online, 23.9% less likely to always vote in local elections, 52.5% more likely to belong to a gym, 65.3% more likely to fly domestic past yr.

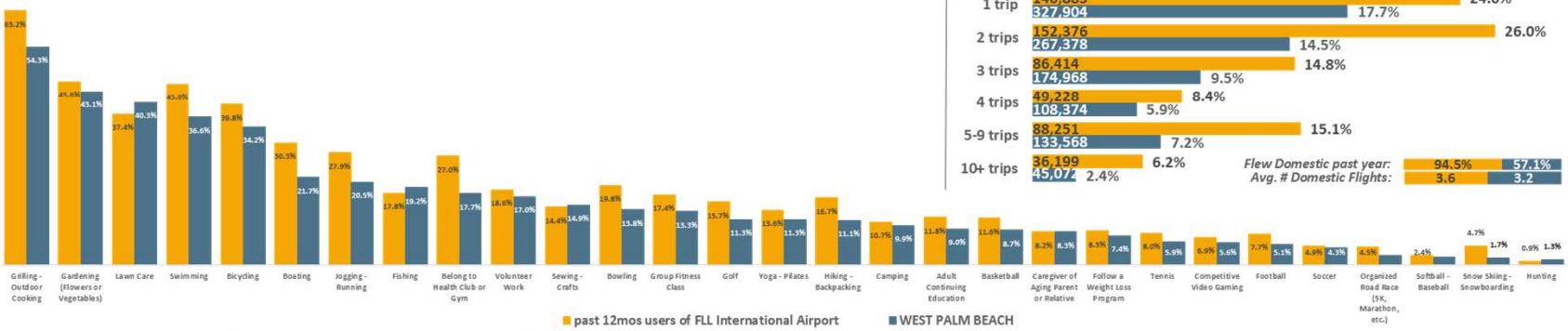
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 636

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Airports used as point of departure past 12 months: Fort Lauderdale - Hollywood International

56.3% or 2,164,572 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older are past 12mo users of MSP International... Adults 18 or older past 12mo users of MSP International Airport are 3.2% more likely to use QSRs past mo., 12.1% more likely to use Sit-Down Restaurants past mo., 12.7% more likely to use Casinos past yr., 8.4% 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.)

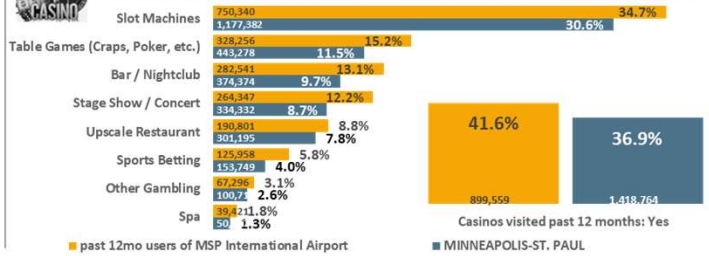


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,068

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Airports used as point of departure past 12 months: Minneapolis - St. Paul International

ST. LOUIS LAMBERT INTERNATIONAL AIRPORT℠

47.1% or 1,180,849 of ST. LOUIS DMA Adults 18 or older are past 12 months users of STL International Airport. Adults 18 or older past 12 months users of STL International Airport are .6% more likely to use QSRs past mo., 10.3% more likely to use Sit-Down Restaurants past mo., 28.6% more likely to use Casinos past yr., 28.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



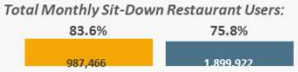
Avg. Monthly QSR Meals:



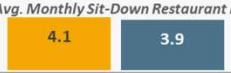
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

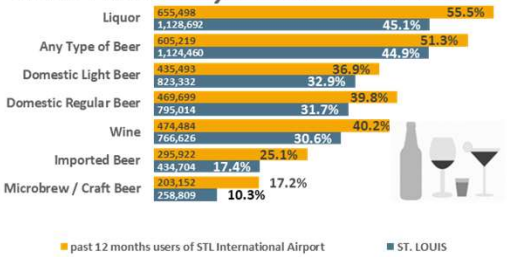
(Sit-Down Restaurants Used Past 30-days)



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

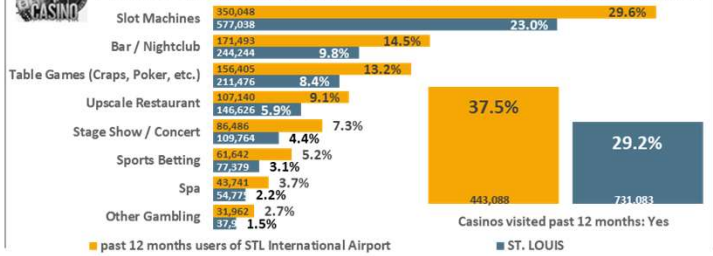


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,042

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Airports used as point of departure past 12 months: St. Louis Lambert International

CINCINNATI/NORTHERN KENTUCKY INTERNATIONAL AIRPORT

48.% or 914,087 of CINCINNATI DMA Adults 18 or older are past 12mos users of CVG International Airport. Adults 18 or older past 12mos users of CVG International Airport are 1.8% more likely to use QSRs past mo., 8.% more likely to use Sit-Down Restaurants past mo., 19.6% more likely to use Casinos past yr., 45.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



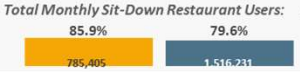
Avg. Monthly QSR Meals:



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

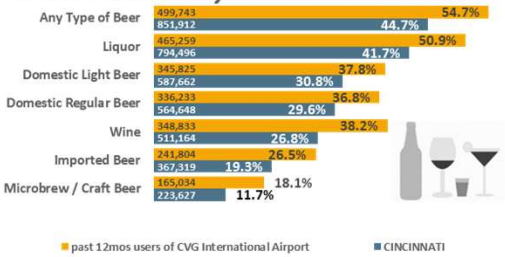
(Sit-Down Restaurants Used Past 30-days)



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



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 988

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Airports used as point of departure past 12 months: Cincinnati/Northern Kentucky International

PBI Palm Beach INTERNATIONAL AIRPORT

35.7% or 661,055 of WEST PALM BEACH DMA Adults 18 or older are past 12mos users of PBI International Airport. Adults 18 or older past 12mos users of PBI International Airport are .3% less likely to use QSRs past mo., 10.4% more likely to use Sit-Down Restaurants past mo., 23.6% more likely to use Casinos past yr., 42.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 83.2% 83.5% 550,252 1,545,244

Avg. Monthly QSR Meals: 5.8 5.9

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



Total Monthly Sit-Down Restaurant Users: 86.7% 78.5% 572,808 1,452,762

Avg. Monthly Sit-Down Restaurant Meals: 5.1 4.7

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.)

past 12mos users of PBI International Airport 124,566 18.8%

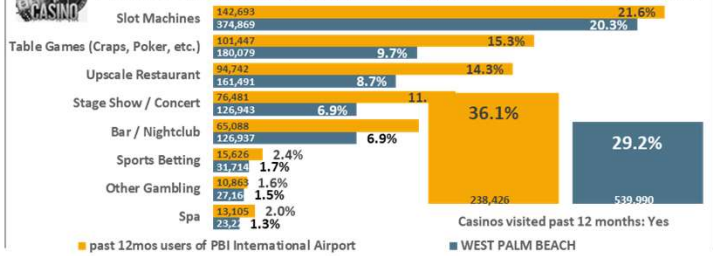
WEST PALM BEACH 316,072 17.1%

Drank Past 30-days: Adults 18 or older



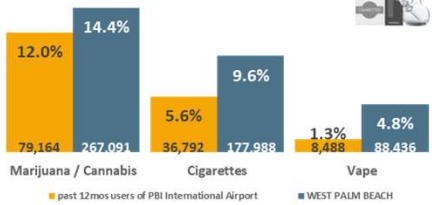
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 882

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Airports used as point of departure past 12 months: Palm Beach International

FORT LAUDERDALE-HOLLYWOOD INTERNATIONAL AIRPORT
BROWARD COUNTY, FLORIDA

31.7% or 585,802 of WEST PALM BEACH DMA Adults 18 or older are past 12mos users of FLL International Airport. Adults 18 or older past 12mos users of FLL International Airport are 2.% more likely to use QSRs past mo., 13.7% more likely to use Sit-Down Restaurants past mo., 40.7% more likely to use Casinos past yr., 44.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



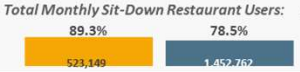
Avg. Monthly QSR Meals:



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.)

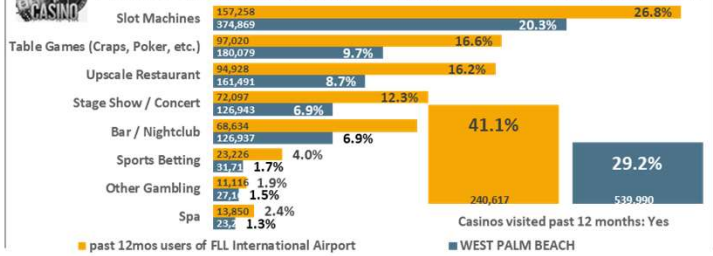


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 636

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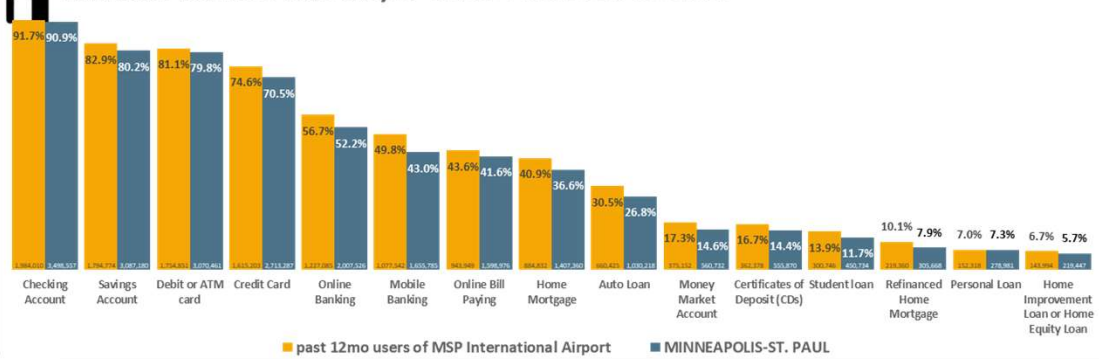
Airports used as point of departure past 12 months: Fort Lauderdale - Hollywood International

56.3% or 2,164,572 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older are past 12mo users of MSP... Adults 18 or older past 12mo users of MSP International Airport are 16.8% more likely to have a 401K, 13.9% more likely to have an Auto Loan, 27.3% more likely to Invest/Trade Stocks Online, 10.8% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



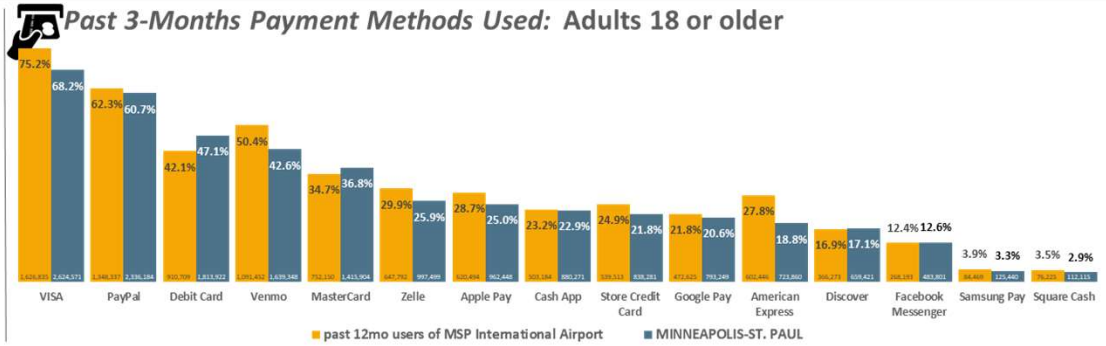
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,068

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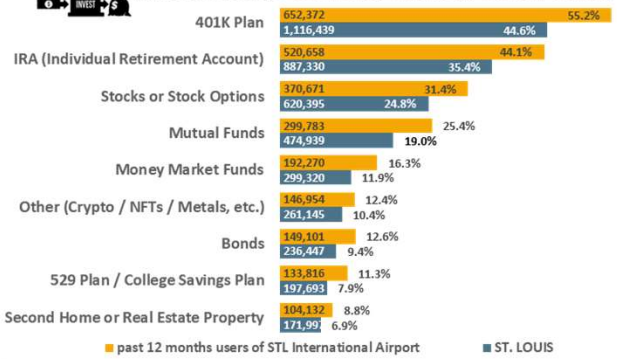
Airports used as point of departure past 12 months: Minneapolis - St. Paul International

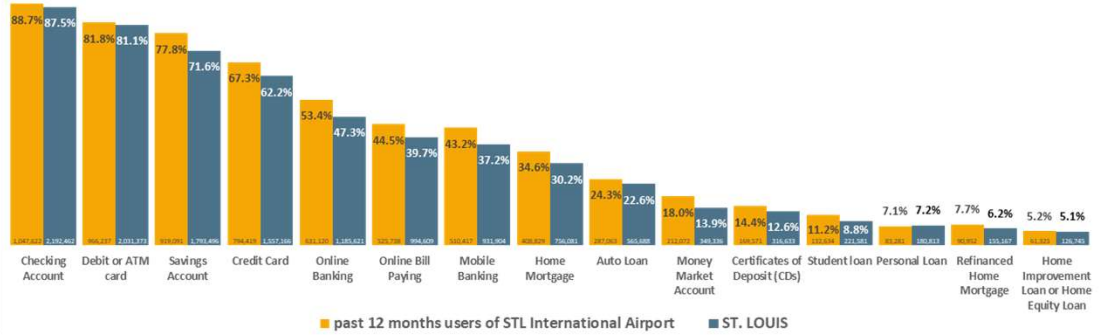
ST. LOUIS LAMBERT INTERNATIONAL AIRPORT℠

47.1% or 1,180,849 of ST. LOUIS DMA Adults 18 or older are past 12 months users of STL International Airport. Adults 18 or older past 12 months users of STL International Airport are 24.% more likely to have a 401K, 7.7% more likely to have an Auto Loan, 25.% more likely to Invest/Trade Stocks Online, 3.5% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



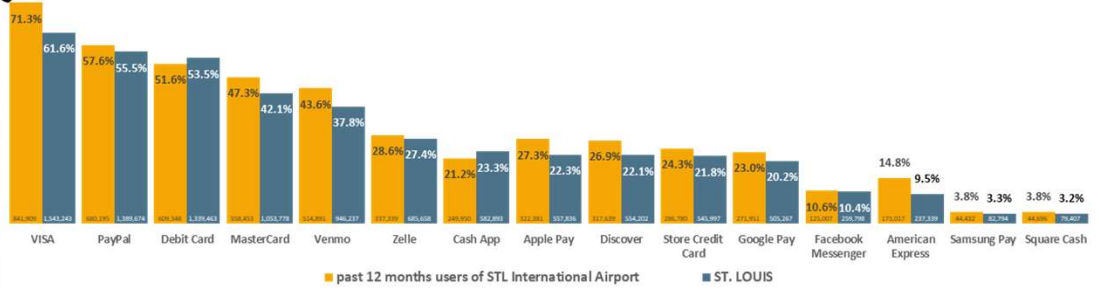
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,042

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Airports used as point of departure past 12 months: St. Louis Lambert International

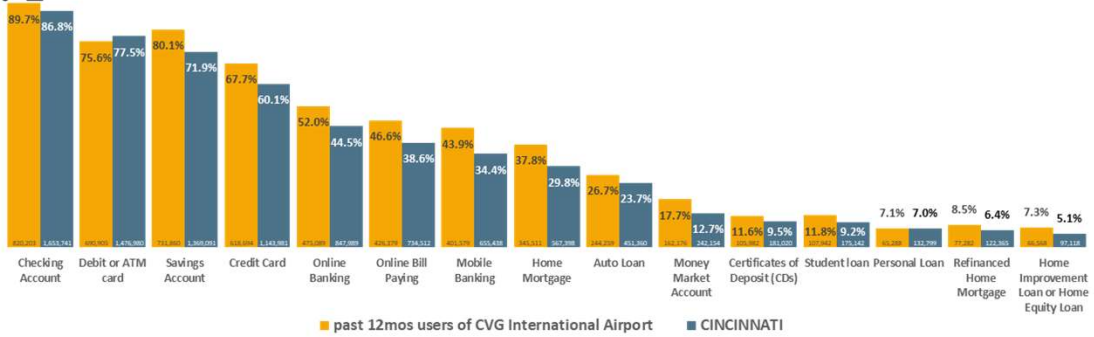
CINCINNATI/NORTHERN KENTUCKY INTERNATIONAL AIRPORT

48.% or 914,087 of CINCINNATI DMA Adults 18 or older are past 12mos users of CVG International Airport. Adults 18 or older past 12mos users of CVG International Airport are 30.9% more likely to have a 401K, 12.8% more likely to have an Auto Loan, 36.2% more likely to Invest/Trade Stocks Online, 11.2% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



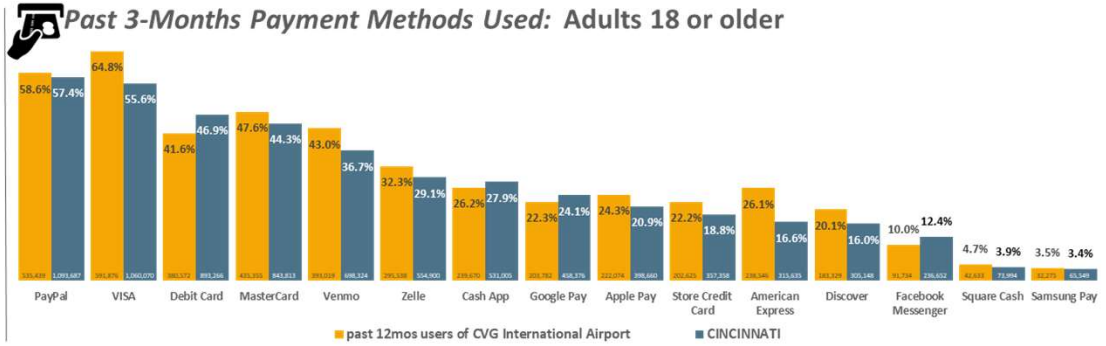
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 988

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Airports used as point of departure past 12 months: Cincinnati/Northern Kentucky International

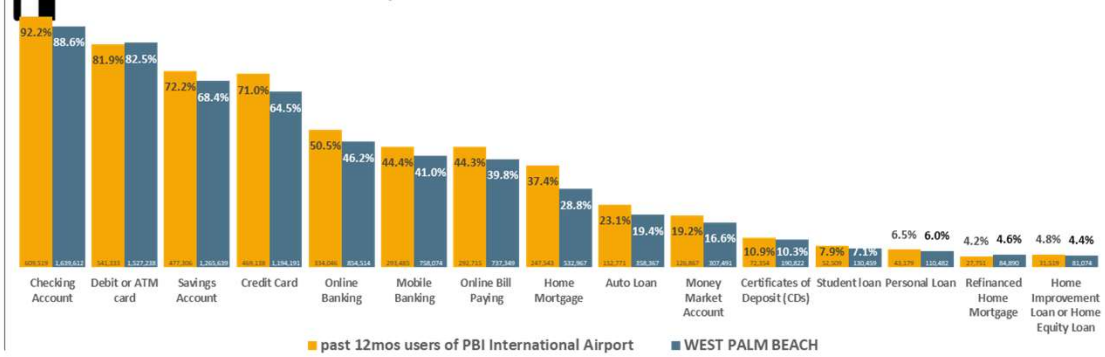
PBI Palm Beach INTERNATIONAL AIRPORT

35.7% or 661,055 of WEST PALM BEACH DMA Adults 18 or older are past 12mos users of PBI International... Adults 18 or older past 12mos users of PBI International Airport are 15.5% more likely to have a 401K, 19.3% more likely to have an Auto Loan, 16.5% more likely to Invest/Trade Stocks Online, 9.5% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



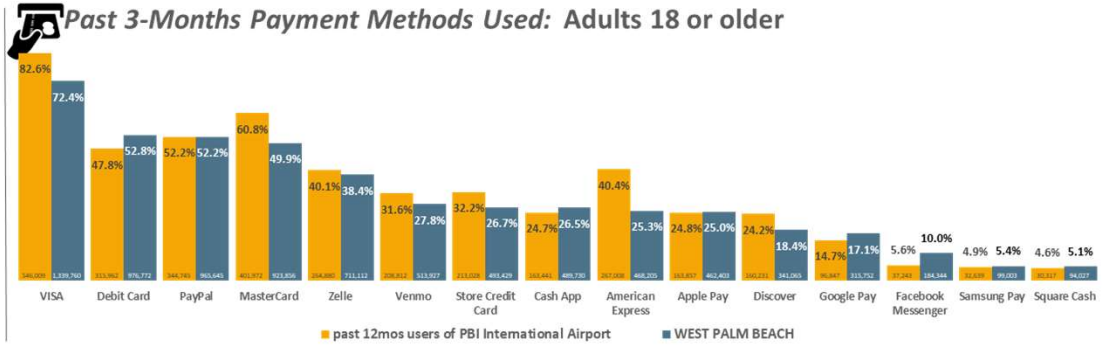
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 882

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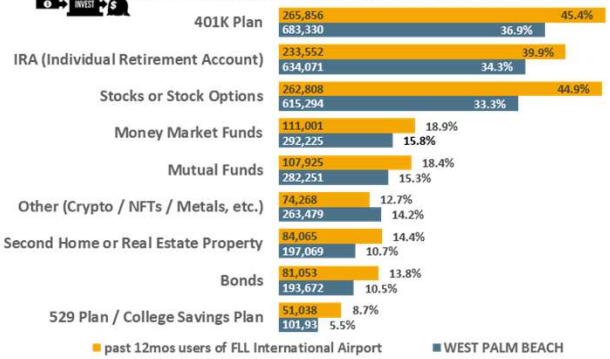
Airports used as point of departure past 12 months: Palm Beach International

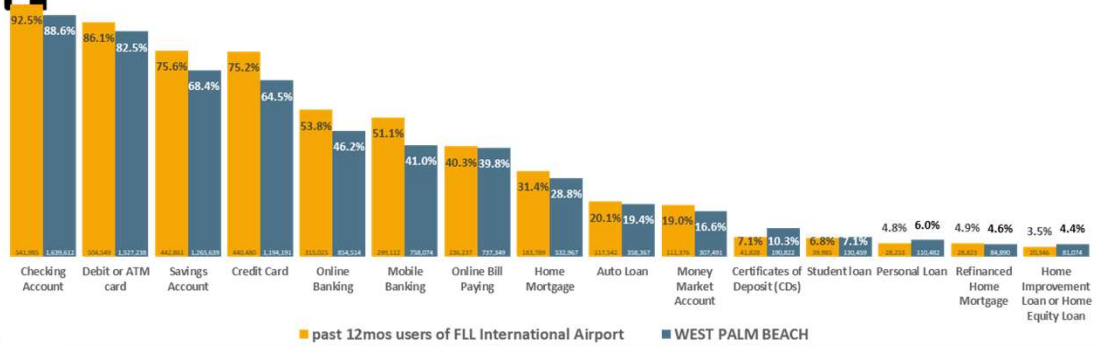
FORT LAUDERDALE-HOLLYWOOD INTERNATIONAL AIRPORT
BROWARD COUNTY, FLORIDA

31.7% or 585,802 of WEST PALM BEACH DMA Adults 18 or older are past 12mos users of FLL International… Adults 18 or older past 12mos users of FLL International Airport are 22.9% more likely to have a 401K, 3.6% more likely to have an Auto Loan, 34.9% more likely to Invest/Trade Stocks Online, 3.4% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



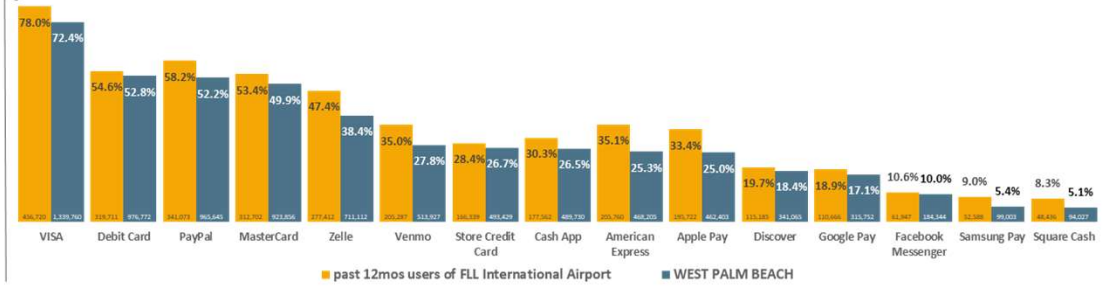
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 636

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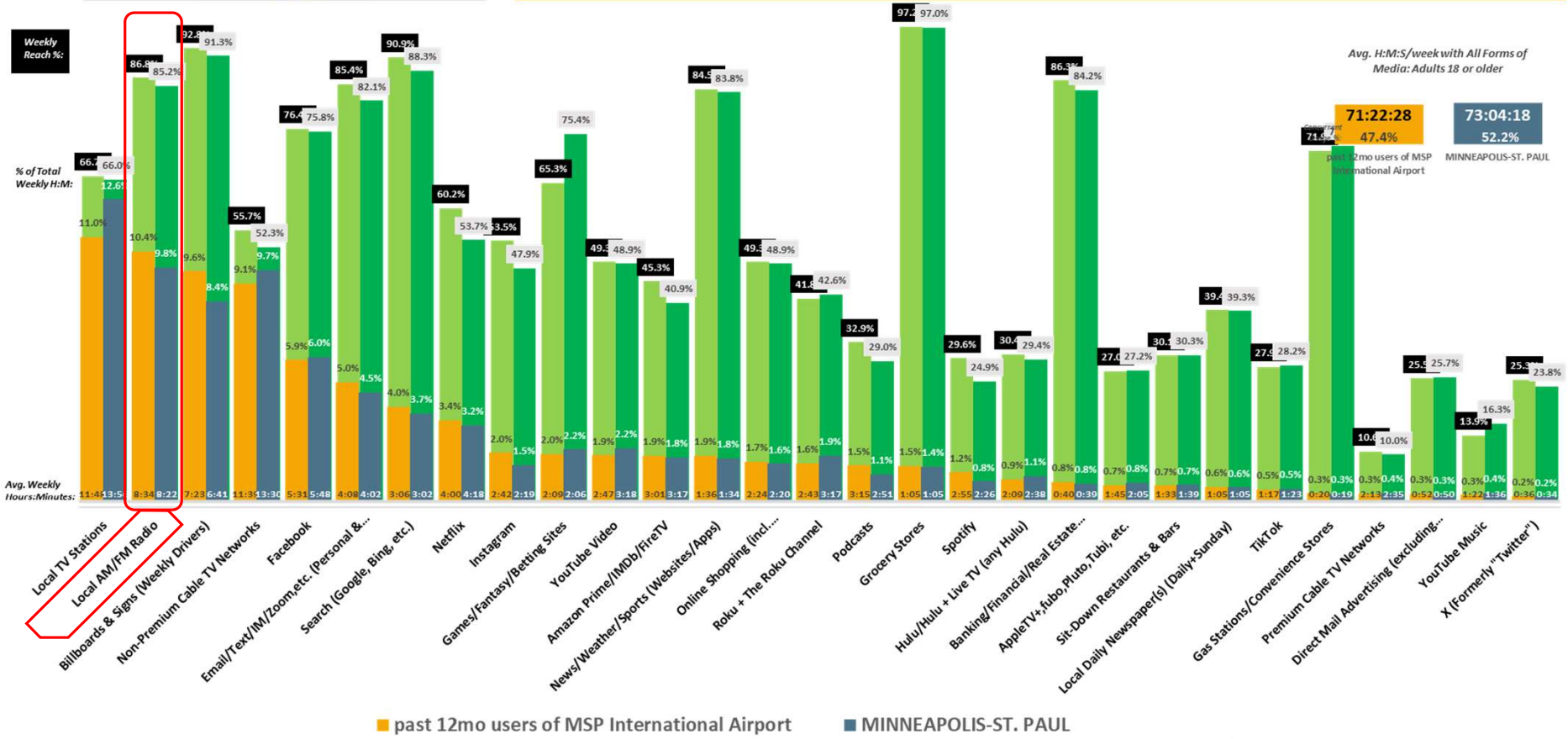
Airports used as point of departure past 12 months: Fort Lauderdale - Hollywood International

Minneapolis Saint Paul INTERNATIONAL AIRPORT msp

Adults 18 or older past 12mo users of MSP International Airport spend an average of 2 days, 23 hours, 22 minutes and 28 seconds each week with All Forms of Media.

86.8% of Adults 18 or older past 12mo users of MSP International Airport spend an avg. of 8 hours and 34 minutes each week listening to All Local AM/FM Radio, representing 10.4% of total time spent with all forms of Media.



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,068 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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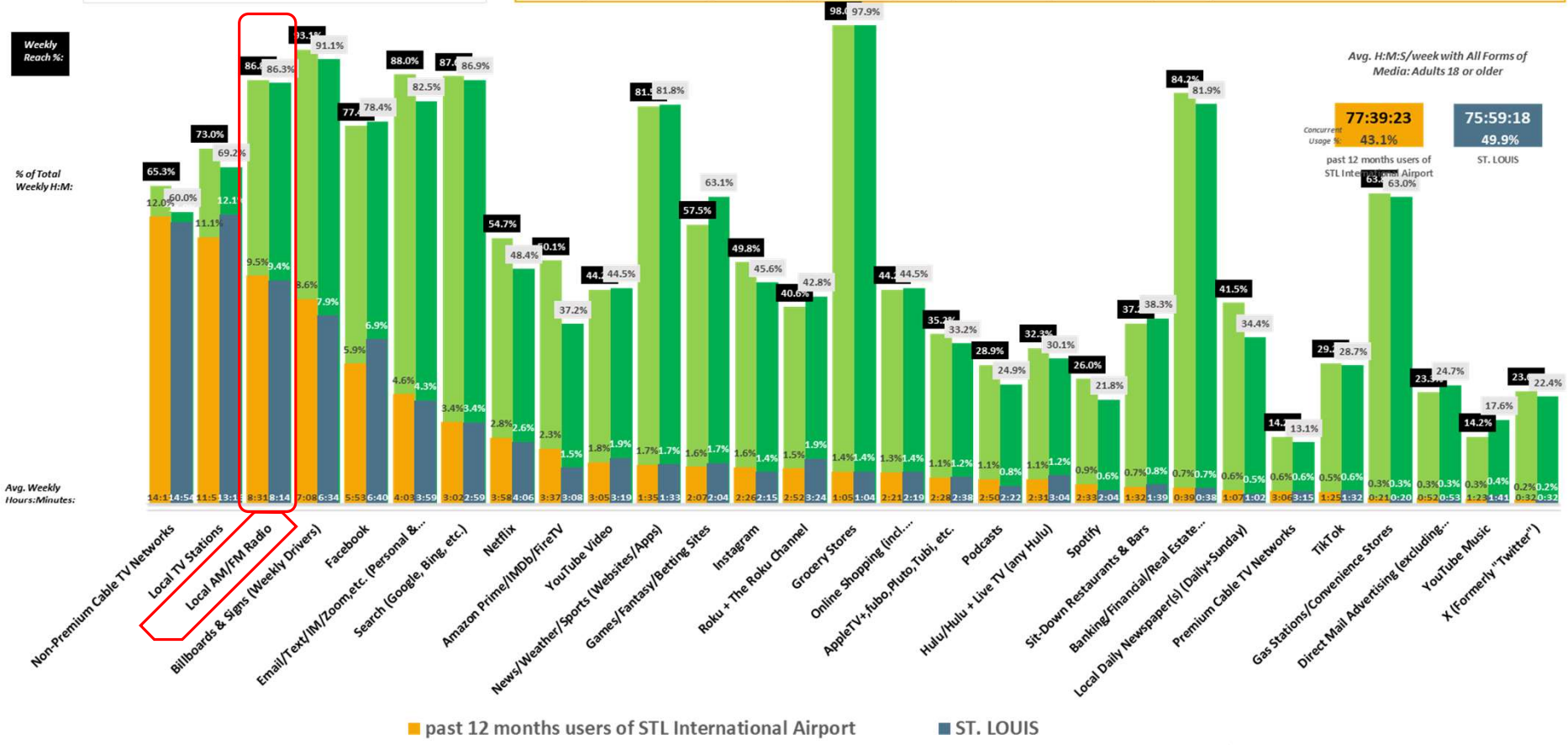
Airports used as point of departure past 12 months: Minneapolis - St. Paul International

ST. LOUIS LAMBERT INTERNATIONAL AIRPORT

Adults 18 or older past 12 months users of STL International Airport spend an average of 3 days, 5 hours, 39 minutes and 23 seconds each week with All Forms of Media.

86.8% of Adults 18 or older past 12 months users of STL International Airport spend an avg. of 8 hours and 31 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,042 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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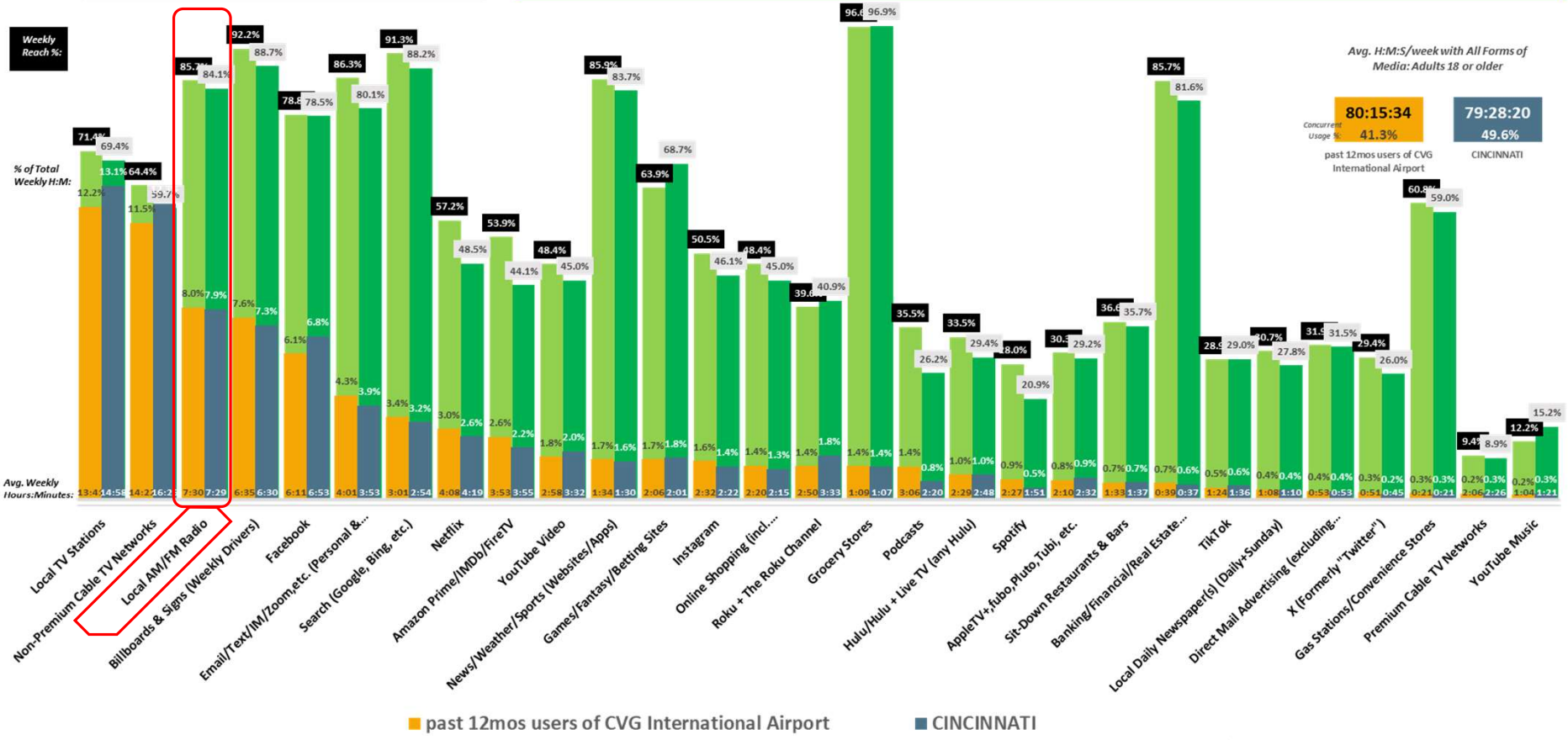
Airports used as point of departure past 12 months: St. Louis Lambert International

CINCINNATI/NORTHERN KENTUCKY INTERNATIONAL AIRPORT

Adults 18 or older past 12mos users of CVG International Airport spend an average of 3 days, 8 hours, 15 minutes and 34 seconds each week with All Forms of Media.

85.7% of Adults 18 or older past 12mos users of CVG International Airport spend an avg. of 7 hours and 30 minutes each week listening to All Local AM/FM Radio, representing 8.% of total time spent with all forms of Media.



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 988 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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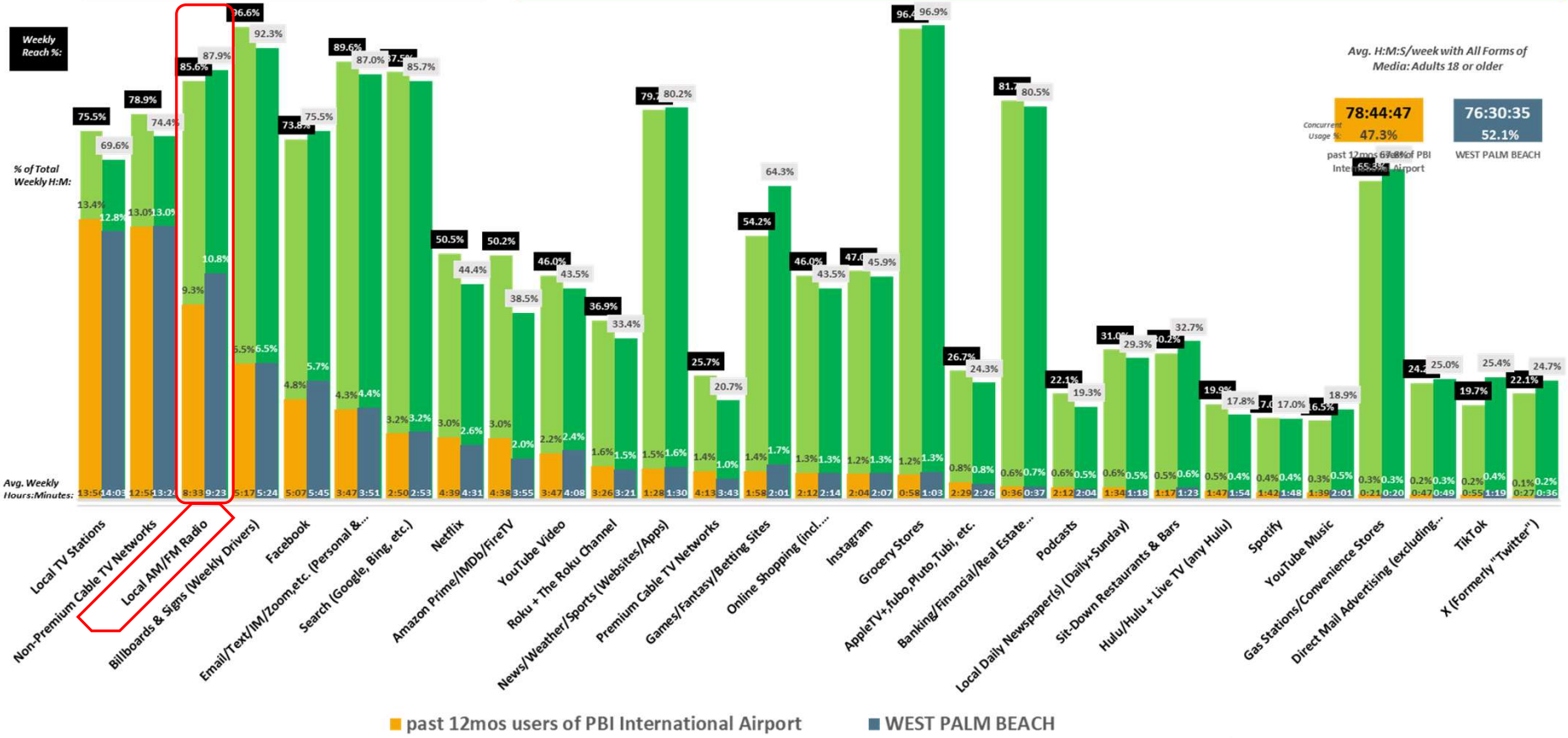
Airports used as point of departure past 12 months: Cincinnati/Northern Kentucky International

Adults 18 or older past 12mos users of PBI International Airport spend an average of 3 days, 6 hours, 44 minutes and 47 seconds each week with All Forms of Media.

85.6% of Adults 18 or older past 12mos users of PBI International Airport spend an avg. of 8 hours and 33 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 882 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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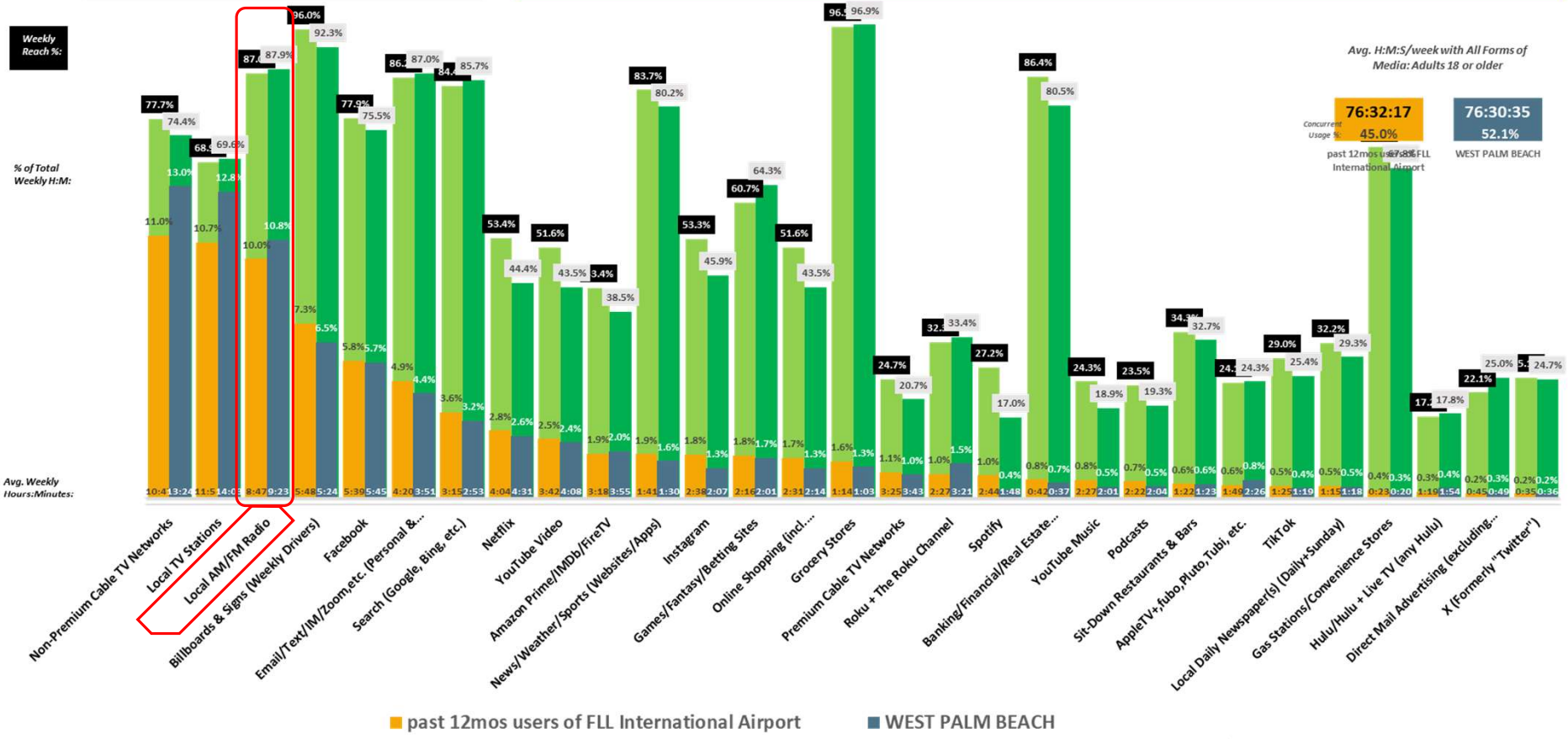
Airports used as point of departure past 12 months: Palm Beach International

FORT LAUDERDALE-HOLLYWOOD INTERNATIONAL AIRPORT
BROWARD COUNTY, FLORIDA

Adults 18 or older past 12mos users of FLL International Airport spend an average of 3 days, 4 hours, 32 minutes and 17 seconds each week with All Forms of Media.

87.% of Adults 18 or older past 12mos users of FLL International Airport spend an avg. of 8 hours and 47 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 636 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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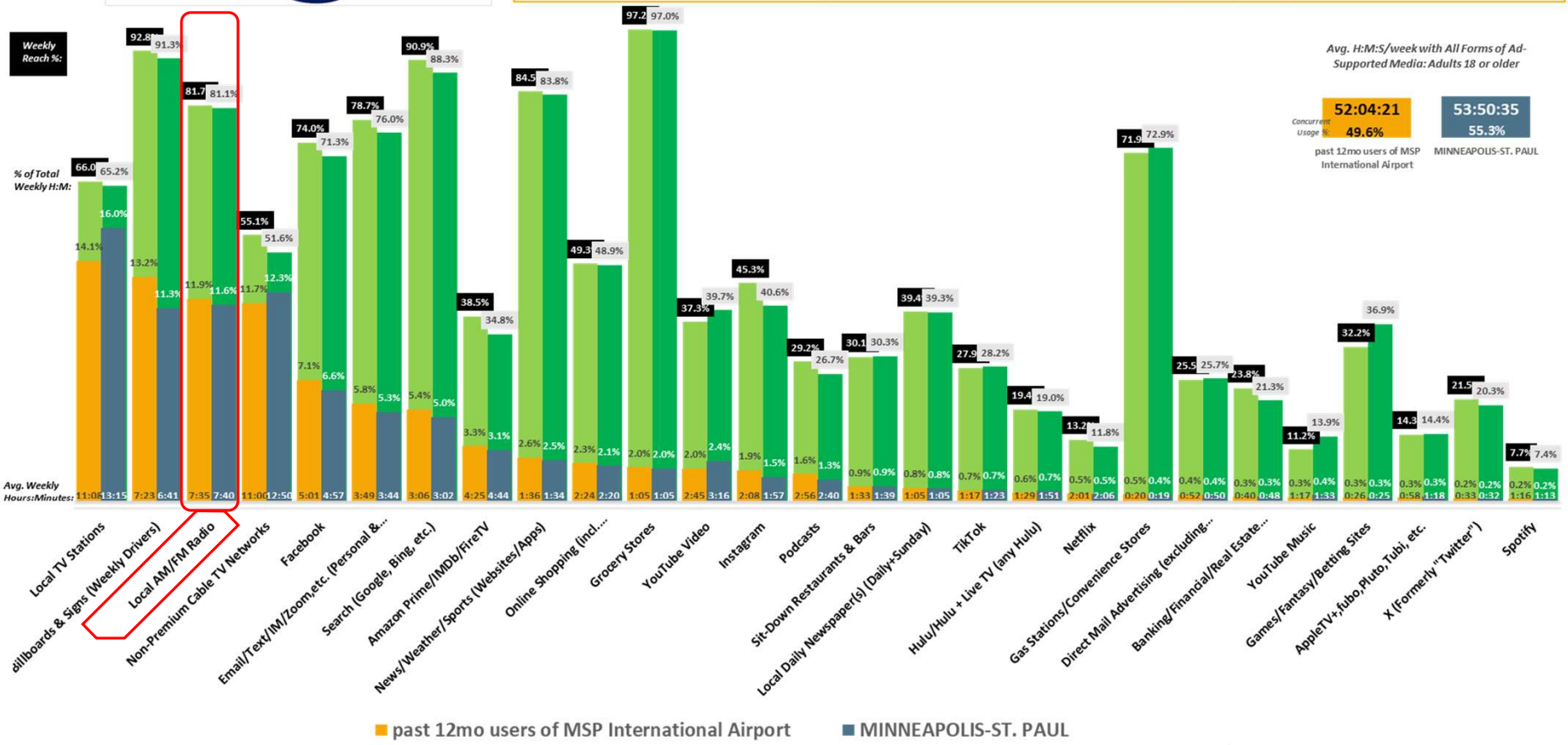
Airports used as point of departure past 12 months: Fort Lauderdale - Hollywood International

Adults 18 or older past 12mo users of MSP International Airport spend an average of 2 days, 4 hours, 4 minutes and 21 seconds each week with All Forms of Ad-Supported Media.

81.7% of Adults 18 or older past 12mo users of MSP International Airport spend an avg. of 7 hours and 35 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.9% of total time spent with all forms of Ad-Supported Media.



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,068 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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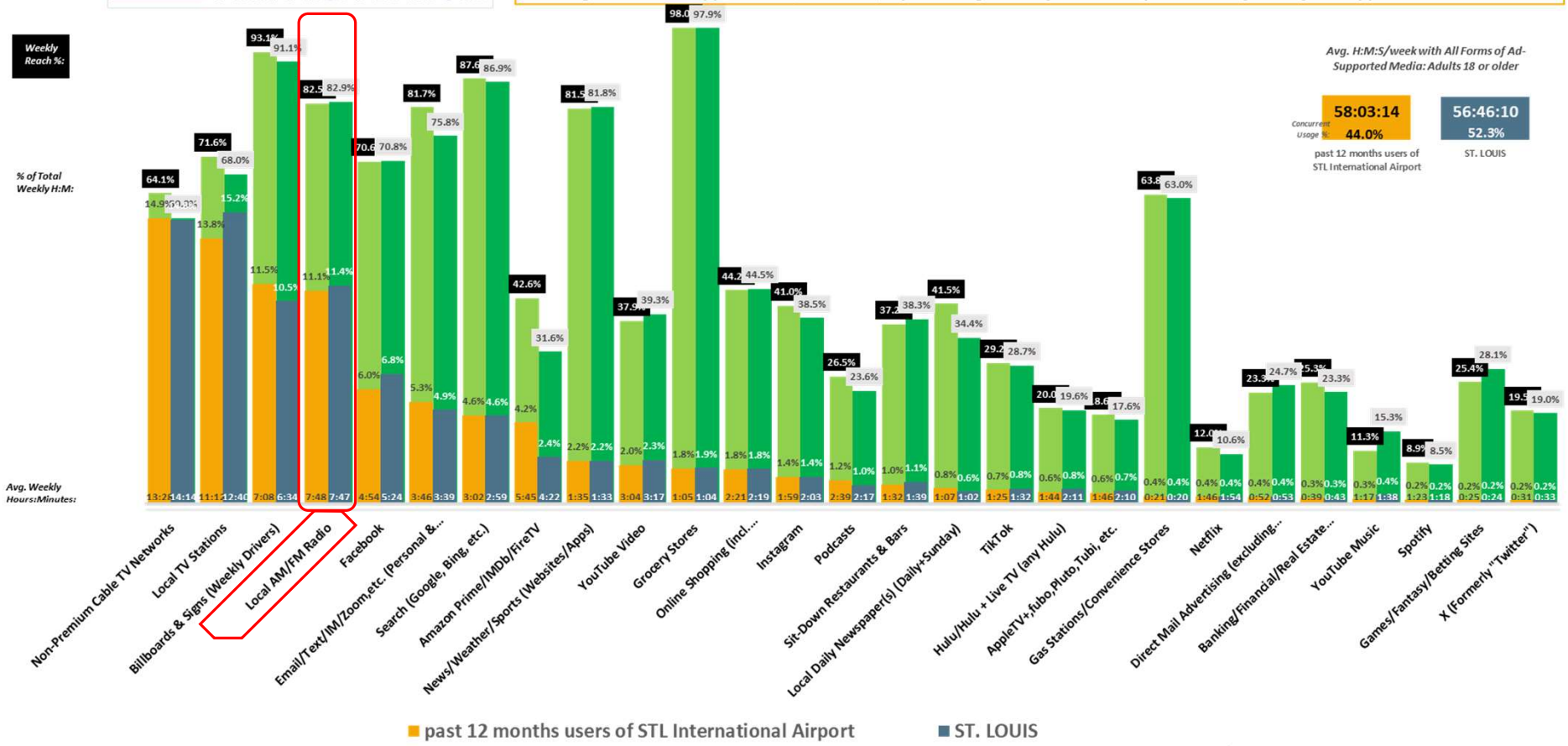
Airports used as point of departure past 12 months: Minneapolis - St. Paul International

ST. LOUIS LAMBERT INTERNATIONAL AIRPORT

Adults 18 or older past 12 months users of STL International Airport spend an average of 2 days, 10 hours, 3 minutes and 14 seconds each week with All Forms of Ad-Supported Media.

82.5% of Adults 18 or older past 12 months users of STL International Airport spend an avg. of 7 hours and 48 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Supported Media.



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,042 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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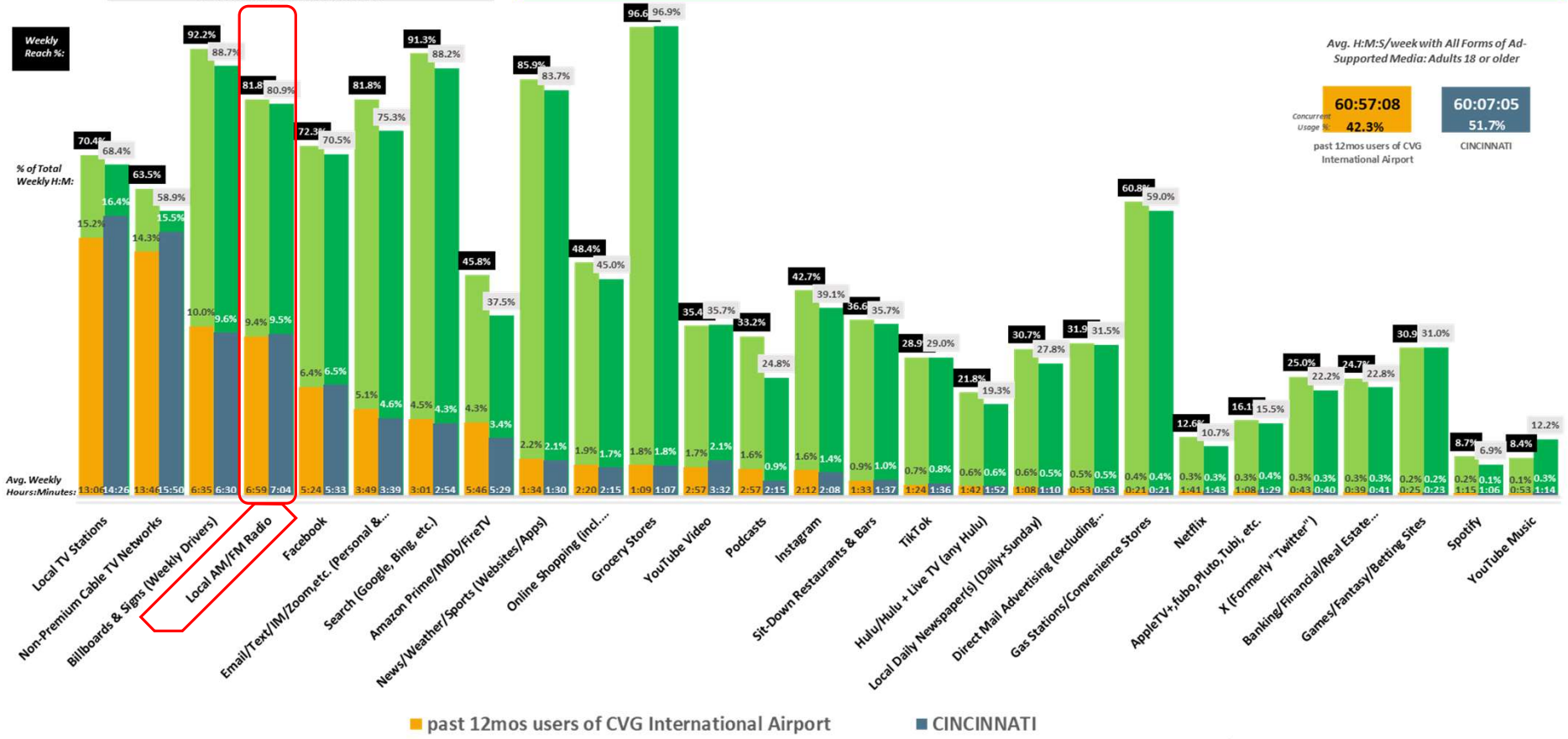
Airports used as point of departure past 12 months: St. Louis Lambert International

CINCINNATI/NORTHERN KENTUCKY INTERNATIONAL AIRPORT

Adults 18 or older past 12mos users of CVG International Airport spend an average of 2 days, 12 hours, 57 minutes and 8 seconds each week with All Forms of Ad-Supported Media.

81.8% of Adults 18 or older past 12mos users of CVG International Airport spend an avg. of 6 hours and 59 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.4% of total time spent with all forms of Ad-Supported Media.



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 988 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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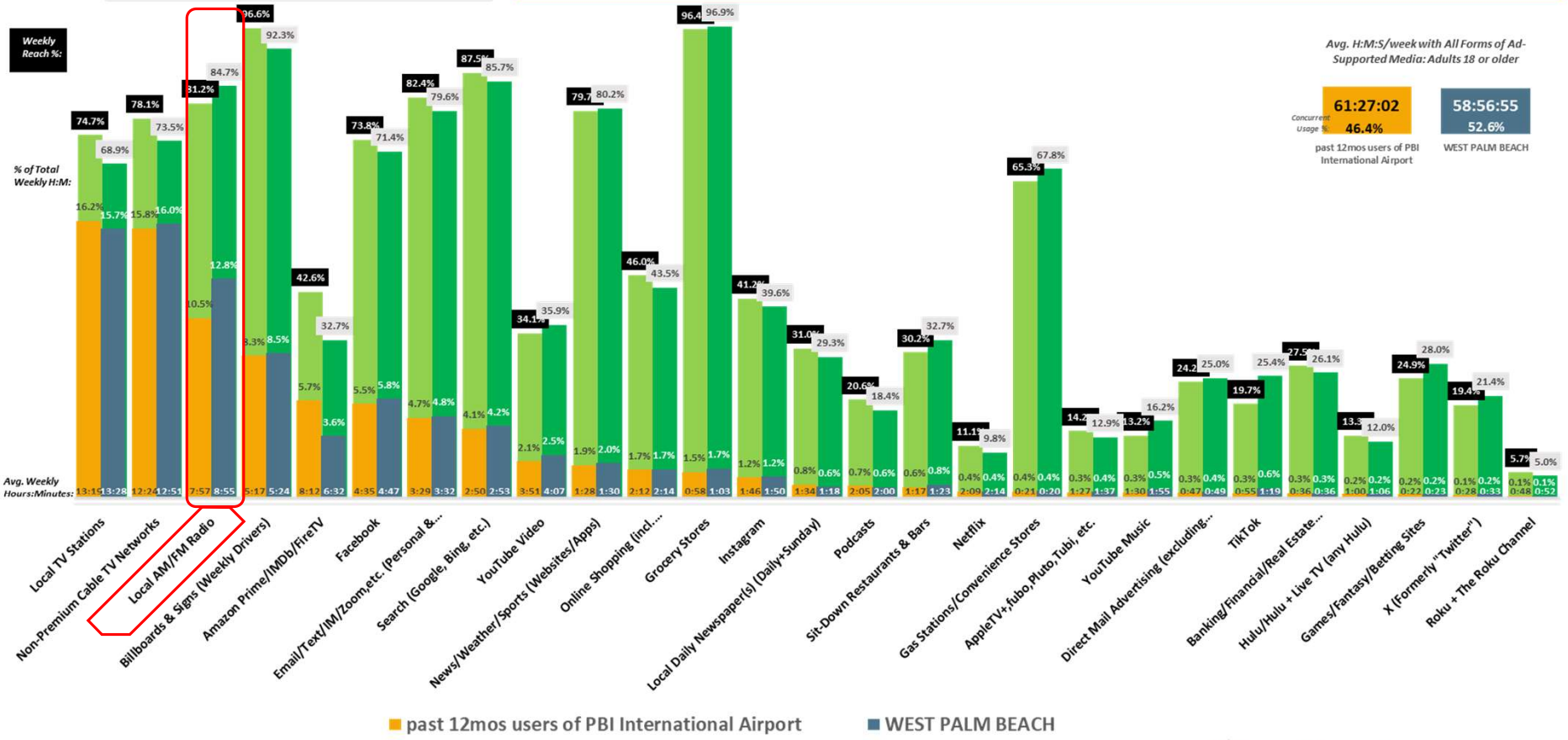
Airports used as point of departure past 12 months: Cincinnati/Northern Kentucky International

Adults 18 or older past 12mos users of PBI International Airport spend an average of 2 days, 13 hours, 27 minutes and 2 seconds each week with All Forms of Ad-Supported Media.

81.2% of Adults 18 or older past 12mos users of PBI International Airport spend an avg. of 7 hours and 57 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported Media.



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 882 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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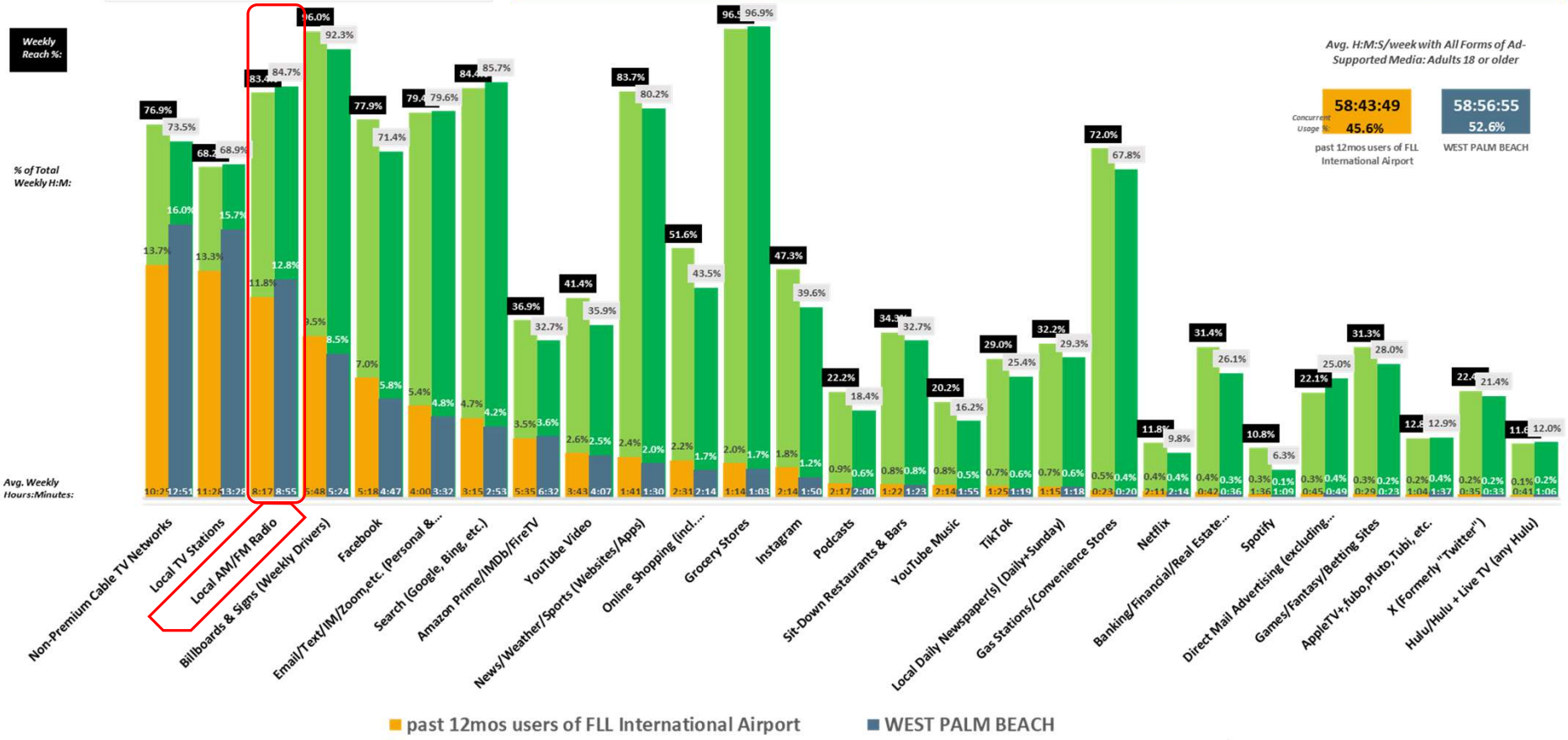
Airports used as point of departure past 12 months: Palm Beach International

FORT LAUDERDALE-HOLLYWOOD INTERNATIONAL AIRPORT
BROWARD COUNTY, FLORIDA

Adults 18 or older past 12mos users of FLL International Airport spend an average of 2 days, 10 hours, 43 minutes and 49 seconds each week with All Forms of Ad-Supported Media.

83.4% of Adults 18 or older past 12mos users of FLL International Airport spend an avg. of 8 hours and 17 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.8% of total time spent with all forms of Ad-Supported Media.



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 636 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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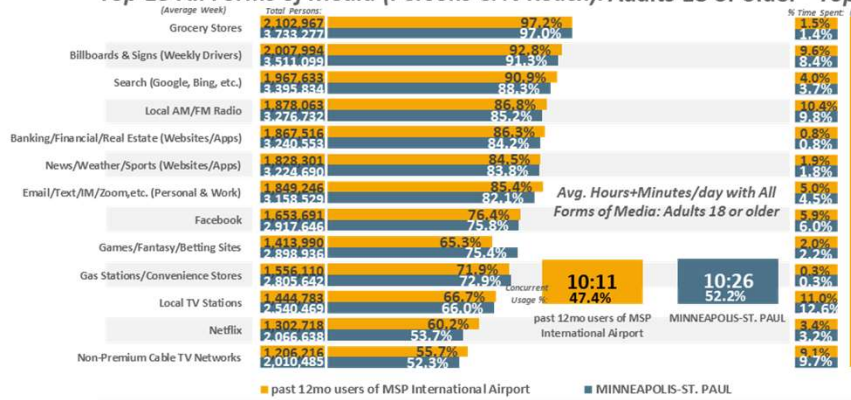
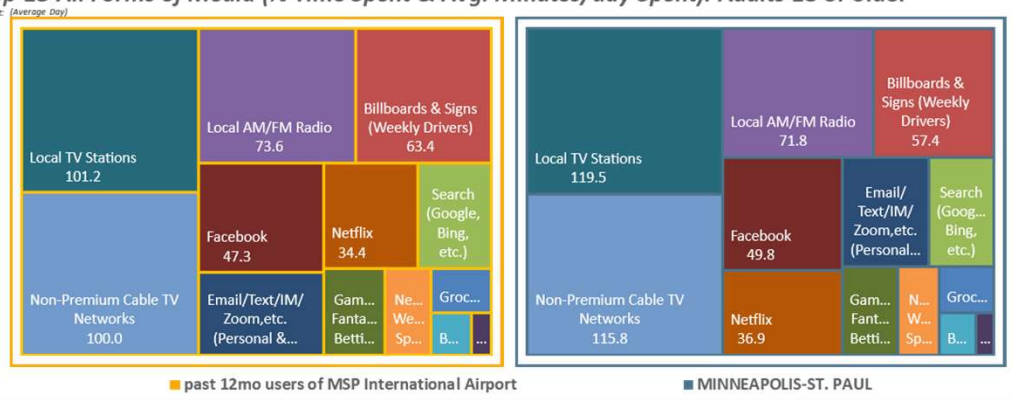
Airports used as point of departure past 12 months: Fort Lauderdale - Hollywood International

Adults 18 or older past 12mo users of MSP International Airport spend an average of 7 hours and 26 minutes each day with All Forms of Ad-Supported Media. 81.7% listen to Local AM/FM Radio for an avg. of 65.1 minutes/day. *(Local Radio delivers 11.9% of Time with Ad-Supported Media.)*

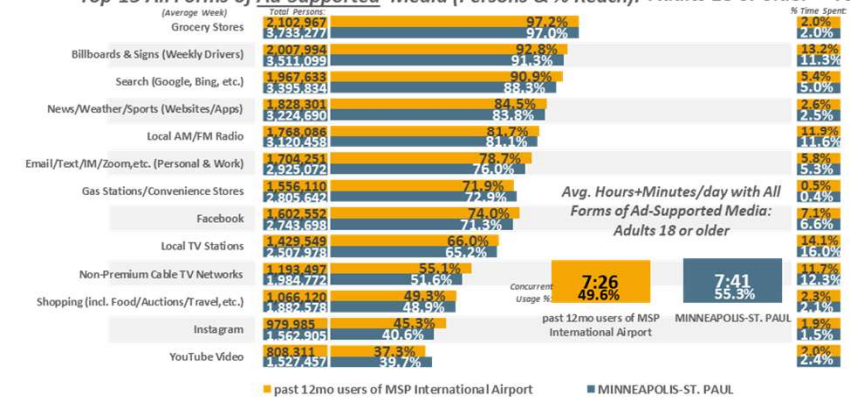
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



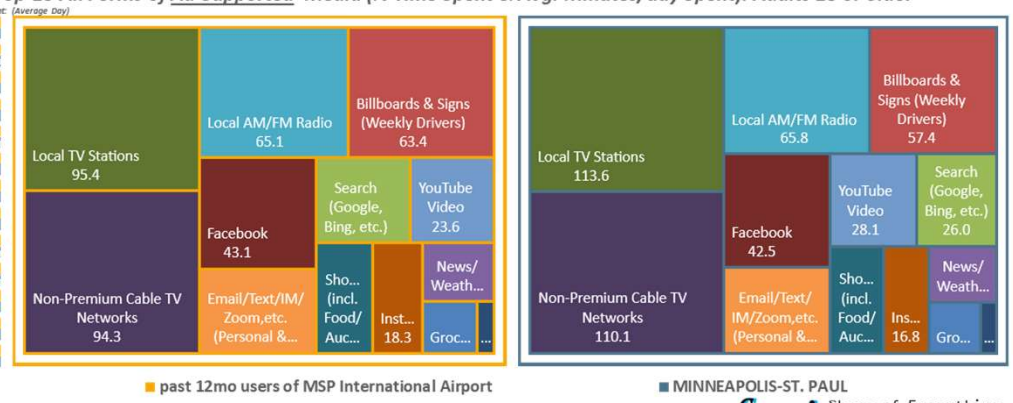
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,068

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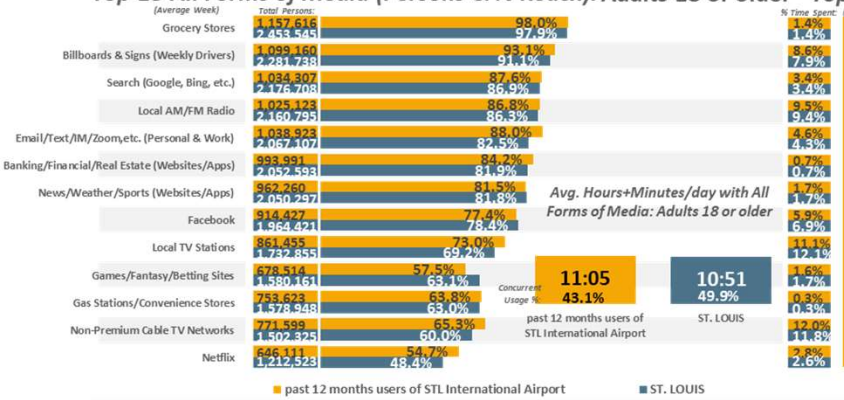
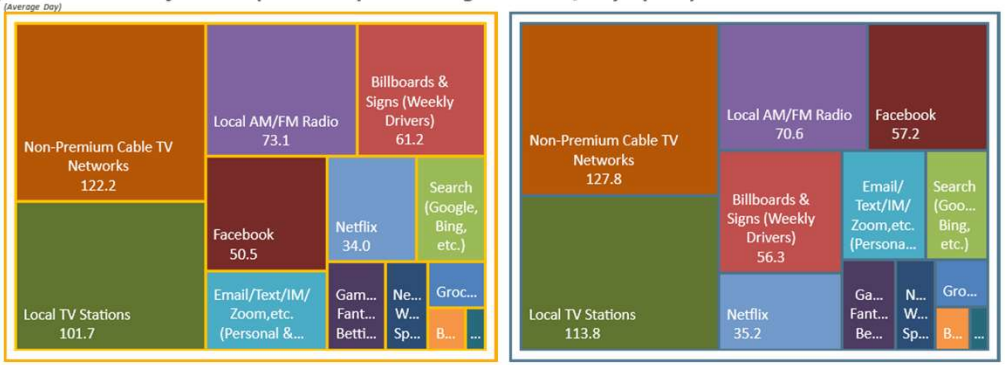
Airports used as point of departure past 12 months: Minneapolis - St. Paul International

Adults 18 or older past 12 months users of STL International Airport spend an average of 8 hours and 17 minutes each day with All Forms of Ad-Supported Media. 82.5% listen to Local AM/FM Radio for an avg. of 67. minutes/day. *(Local Radio delivers 11.1% of Time with Ad-Supported Media.)*

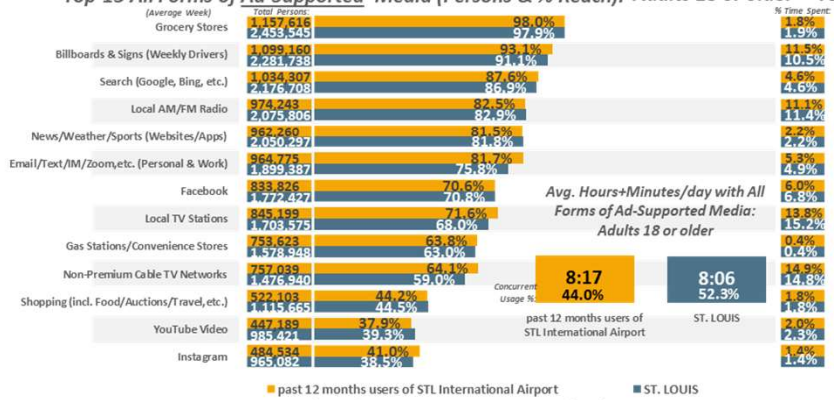
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



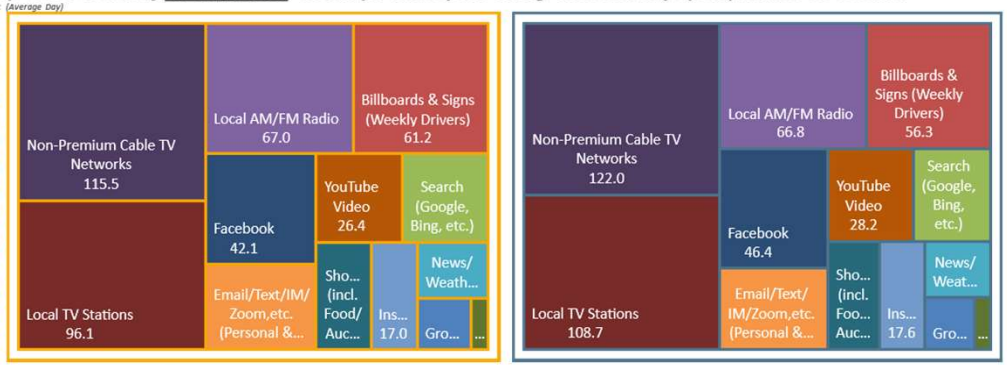
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,042

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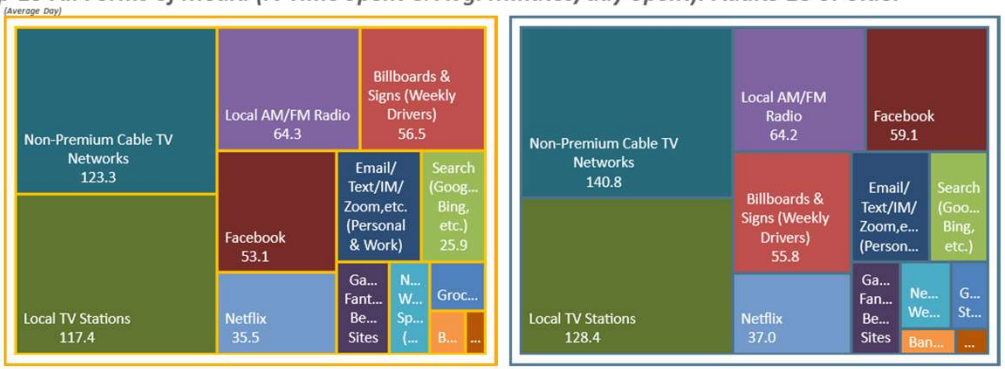
Airports used as point of departure past 12 months: St. Louis Lambert International

CVG
CINCINNATI/NORTHERN KENTUCKY
INTERNATIONAL AIRPORT

Adults 18 or older past 12mos users of CVG International Airport spend an average of 8 hours and 42 minutes each day with All Forms of Ad-Supported Media. 81.8% listen to Local AM/FM Radio for an avg. of 60. minutes/day. *(Local Radio delivers 9.4% of Time with Ad-Supported Media.)*

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

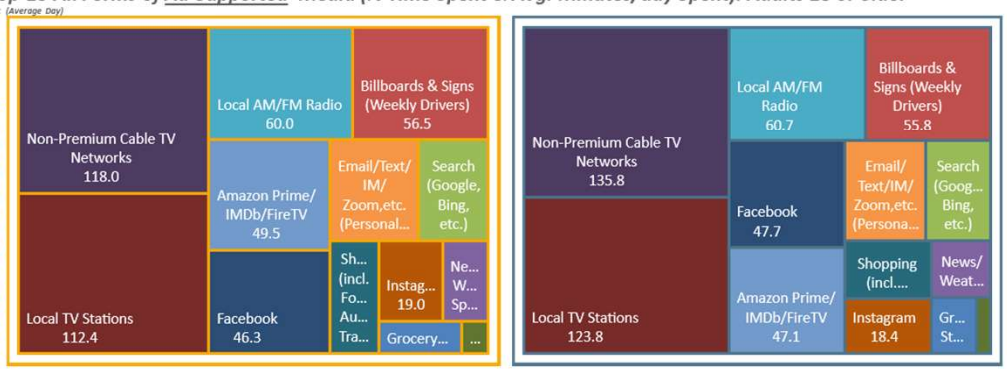




past 12mos users of CVG International Airport ■ CINCINNATI

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





past 12mos users of CVG International Airport ■ CINCINNATI

CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 988

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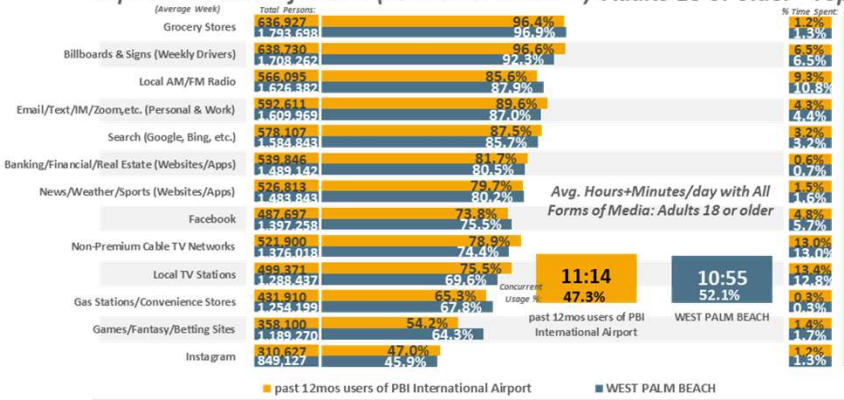
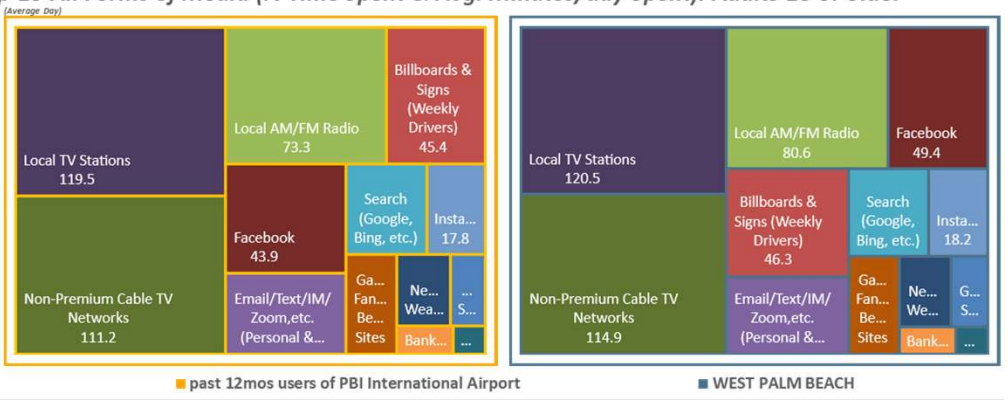
Airports used as point of departure past 12 months: Cincinnati/Northern Kentucky International

Adults 18 or older past 12mos users of PBI International Airport spend an average of 8 hours and 46 minutes each day with All Forms of Ad-Supported Media. 81.2% listen to Local AM/FM Radio for an avg. of 68.2 minutes/day. *(Local Radio delivers 10.5% of Time with Ad-Supported Media.)*

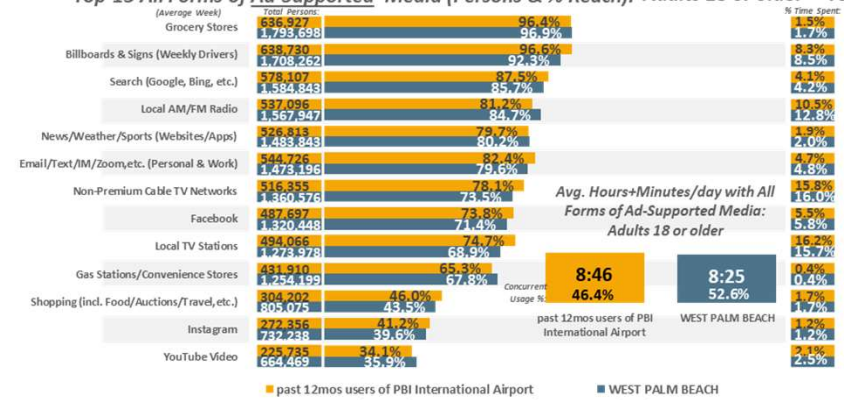
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



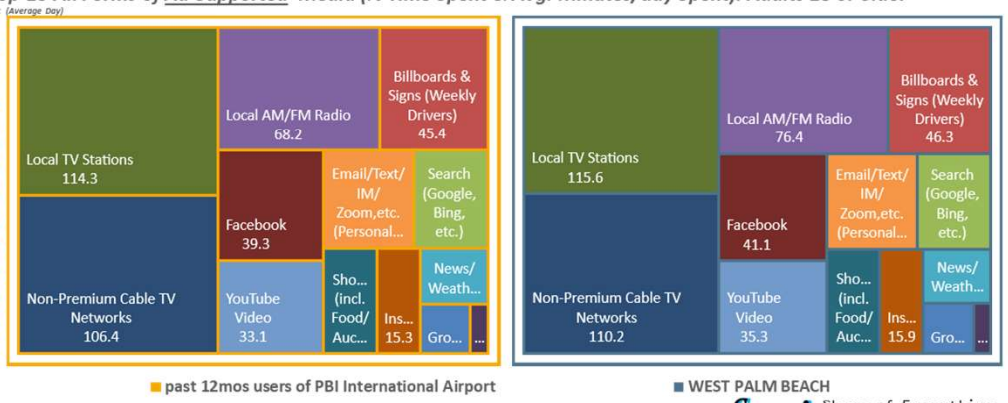
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 882

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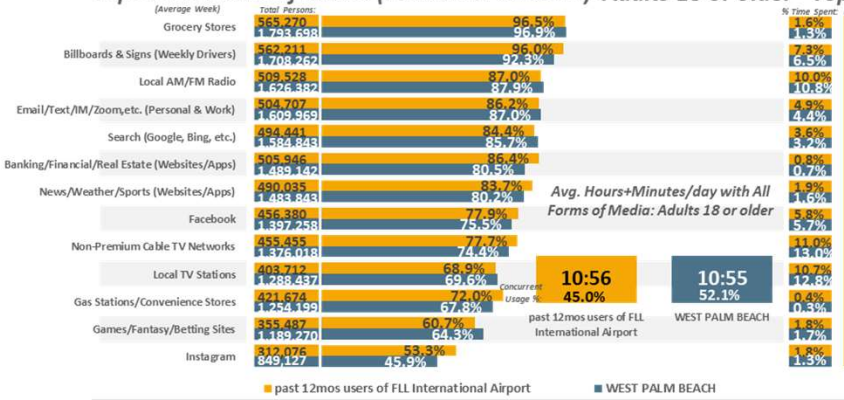
Airports used as point of departure past 12 months: Palm Beach International

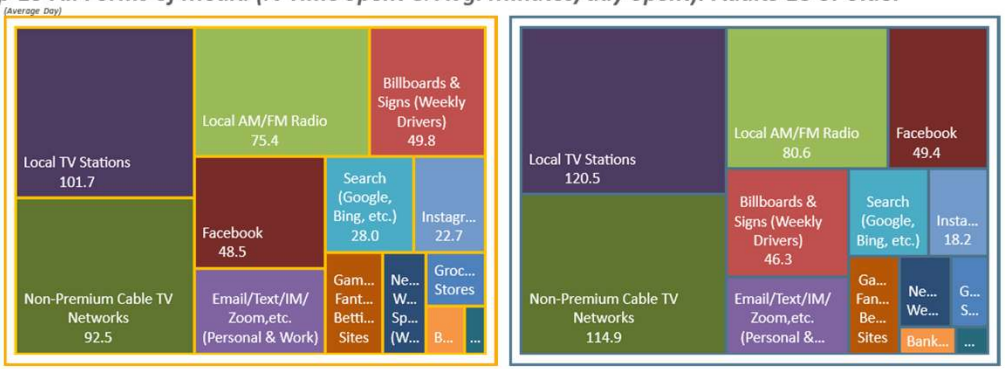
FORT LAUDERDALE-HOLLYWOOD INTERNATIONAL AIRPORT
BROWARD COUNTY, FLORIDA

Adults 18 or older past 12mos users of FLL International Airport spend an average of 8 hours and 23 minutes each day with All Forms of Ad-Supported Media. 83.4% listen to Local AM/FM Radio for an avg. of 71. minutes/day. *(Local Radio delivers 11.8% of Time with Ad-Supported Media.)*

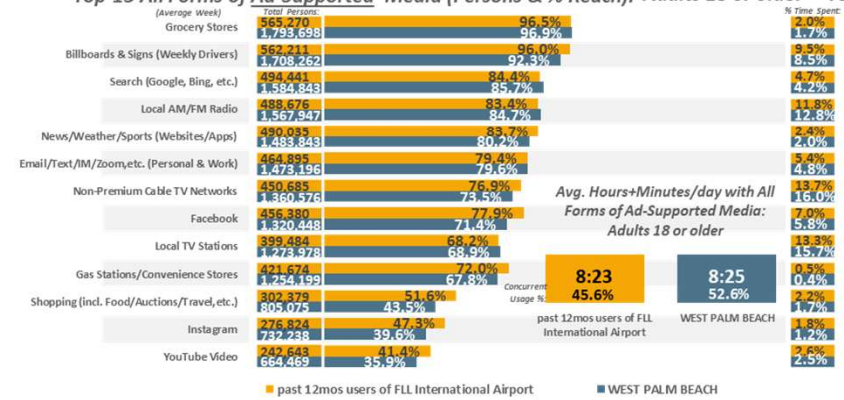
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



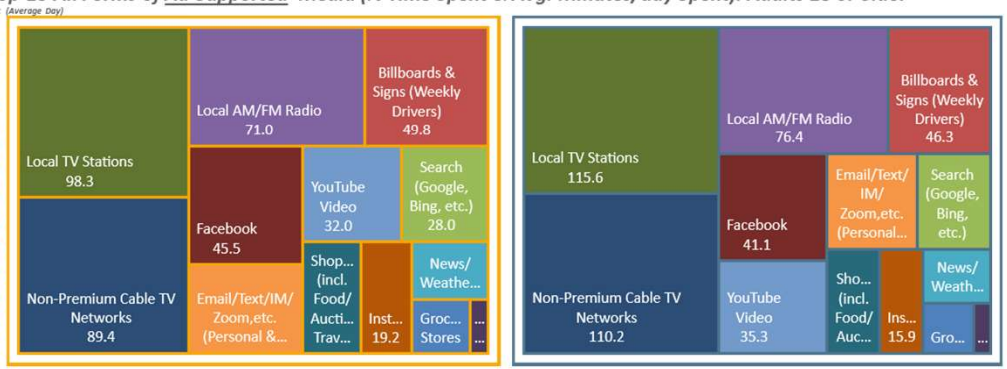
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 636

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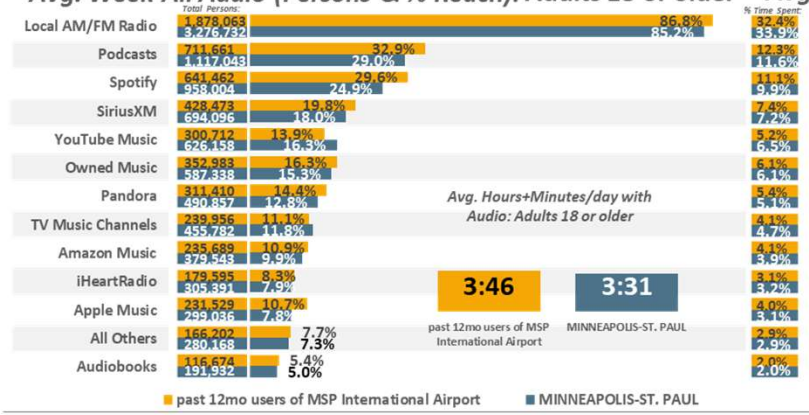
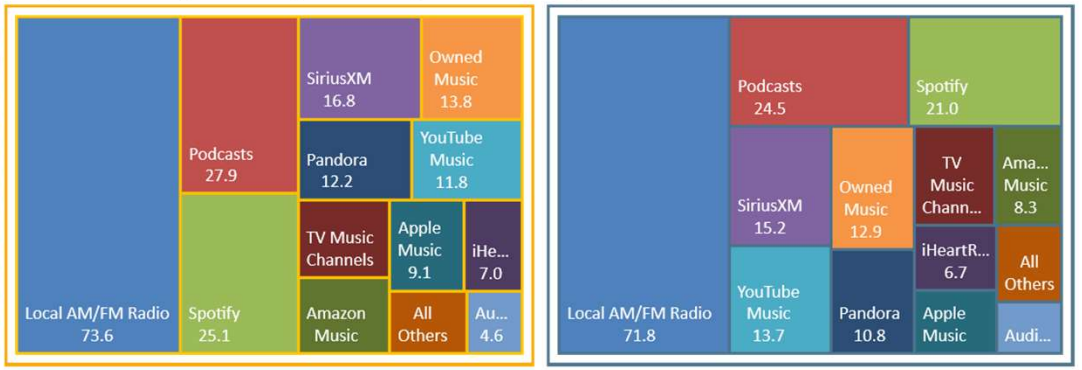
Airports used as point of departure past 12 months: Fort Lauderdale - Hollywood International

1,768,086 or 81.7% of Adults 18 or older past 12mo users of MSP International Airport listen to Ad-Supported Local AM/FM Radio for an average of 65.1 minutes every day representing 41.9% of all time spent daily with Ad-Supported Audio.

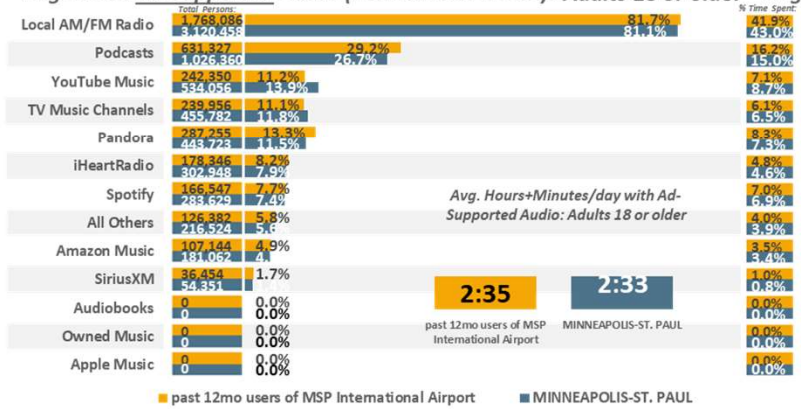
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



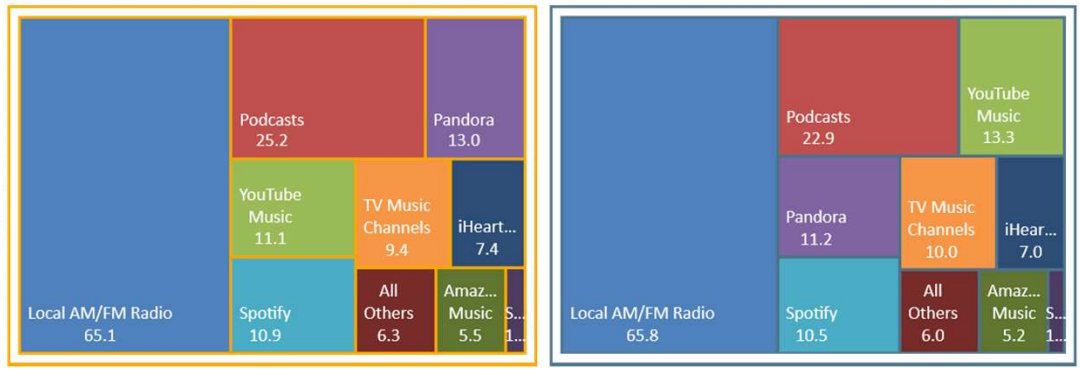
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,068

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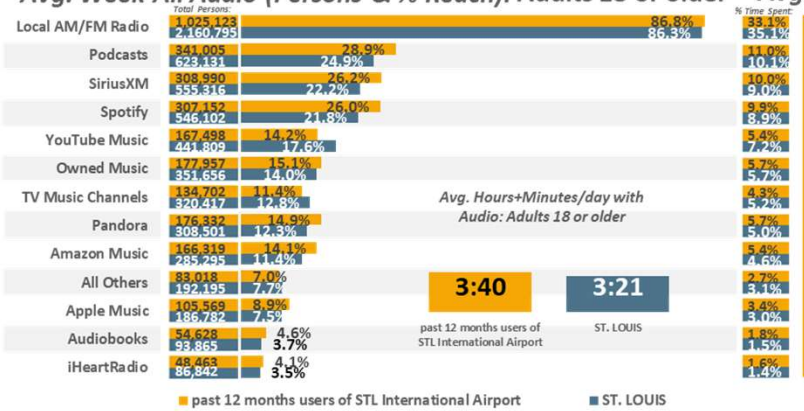
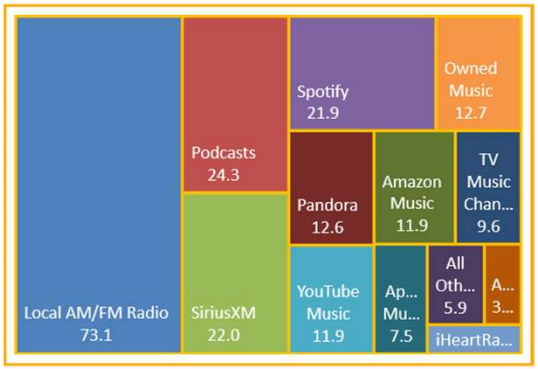
Airports used as point of departure past 12 months: Minneapolis - St. Paul International

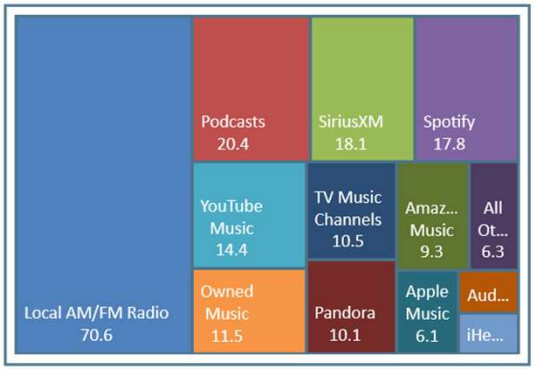
974,243 or 82.5% of Adults 18 or older past 12 months users of STL International Airport listen to Ad-Supported Local AM/FM Radio for an average of 67. minutes every day representing 43.1% of all time spent daily with Ad-Supported Audio.

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

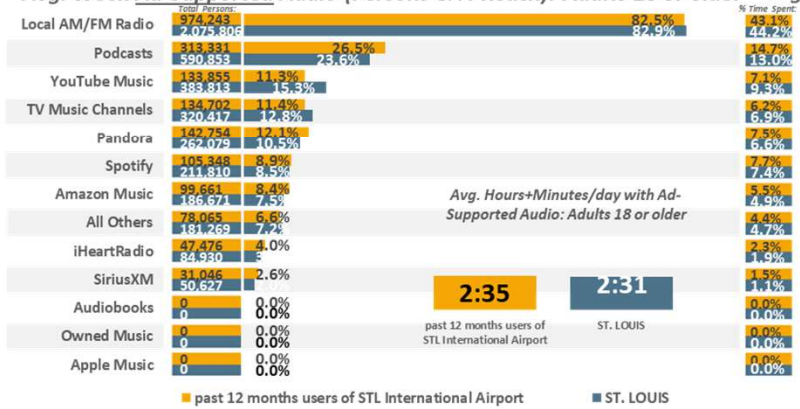


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

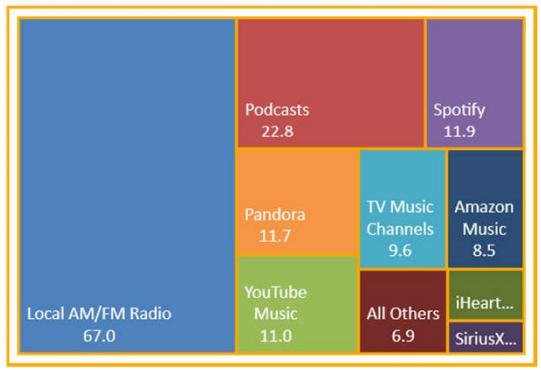


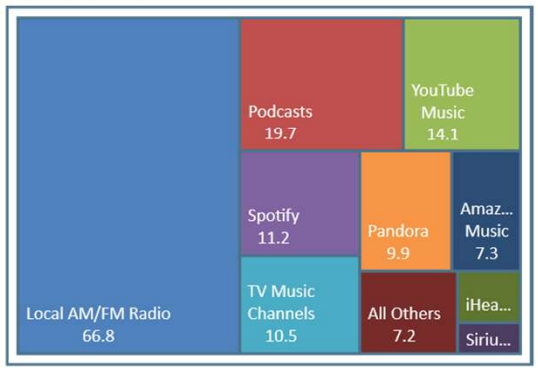


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,042

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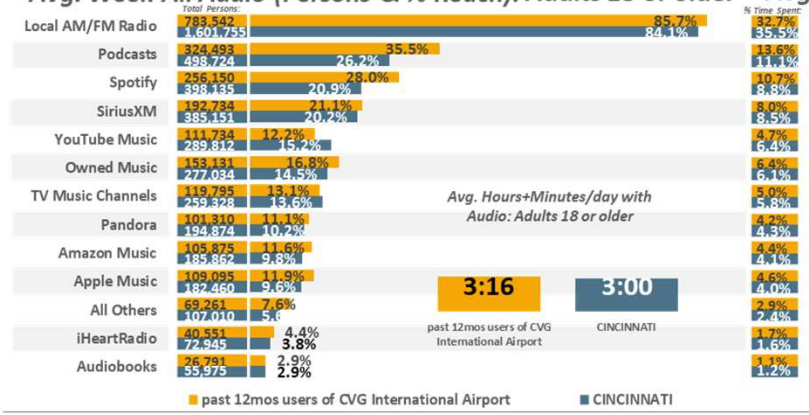
Airports used as point of departure past 12 months: St. Louis Lambert International

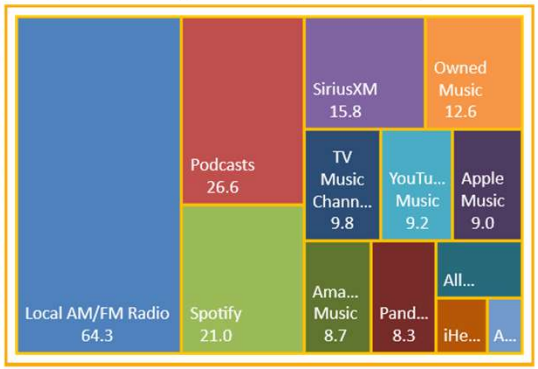
CINCINNATI/NORTHERN KENTUCKY INTERNATIONAL AIRPORT

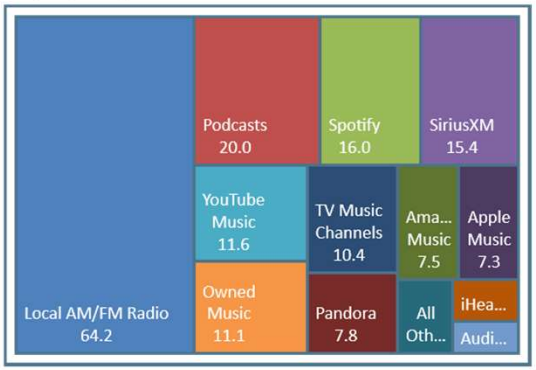
747,740 or 81.8% of Adults 18 or older past 12mos users of CVG International Airport listen to Ad-Supported Local AM/FM Radio for an average of 60. minutes every day representing 42.8% of all time spent daily with Ad-Supported Audio.

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

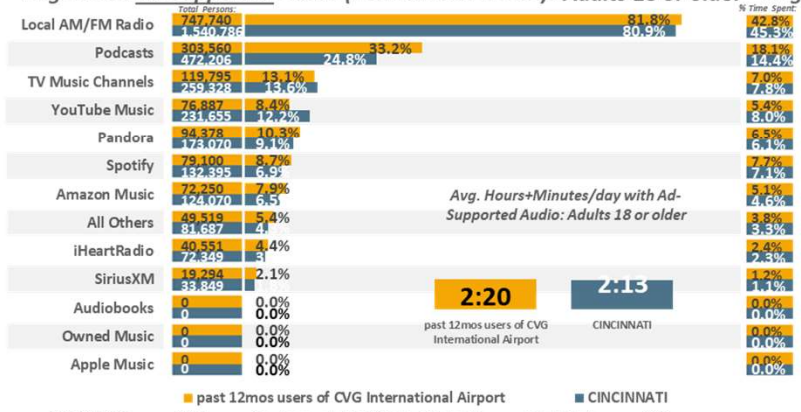


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

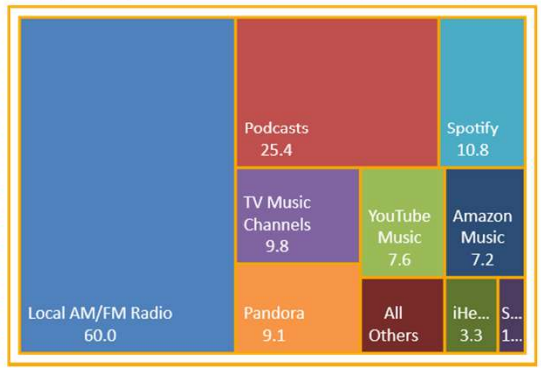


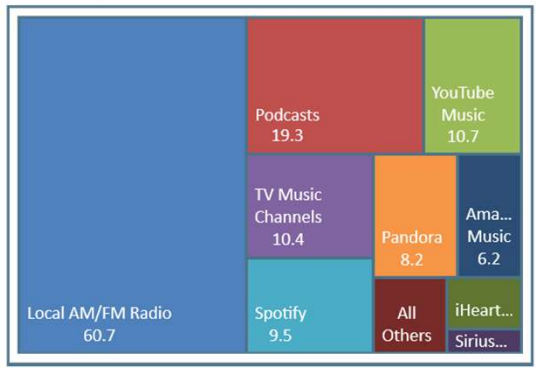


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 988

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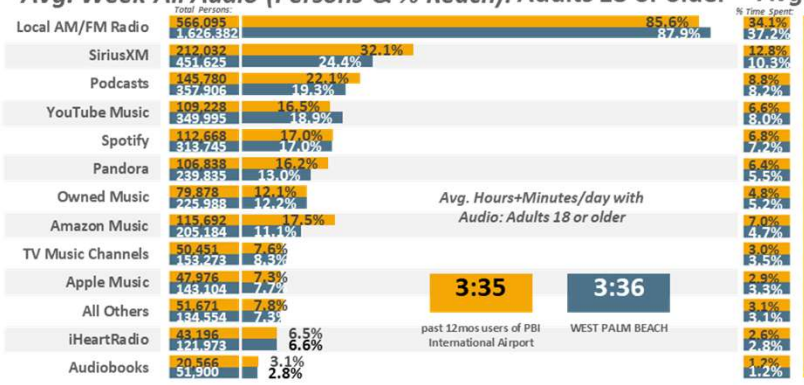
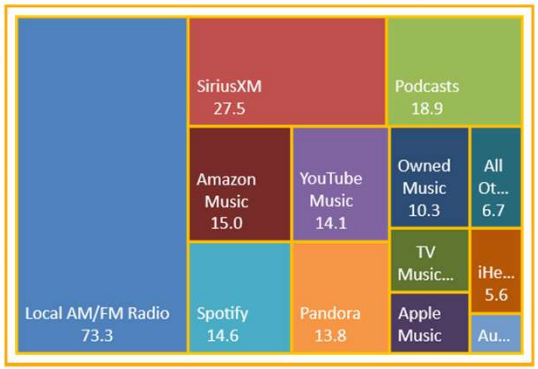
Airports used as point of departure past 12 months: Cincinnati/Northern Kentucky International

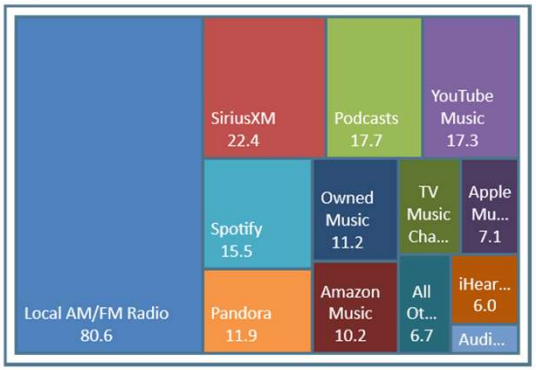
537,096 or 81.2% of Adults 18 or older past 12mos users of PBI International Airport listen to Ad-Supported Local AM/FM Radio for an average of 68.2 minutes every day representing 44.6% of all time spent daily with Ad-Supported Audio.

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

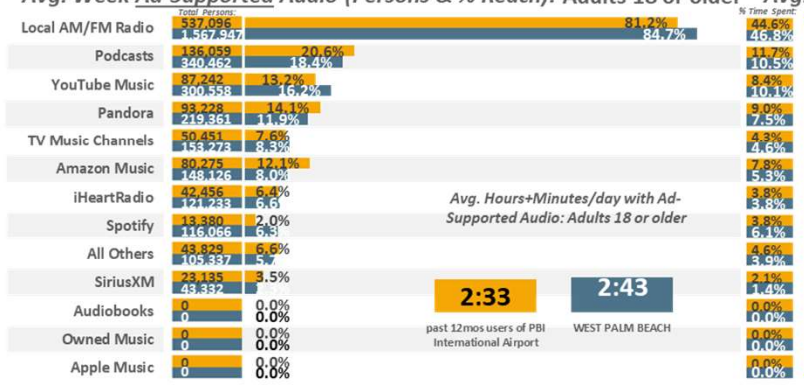


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

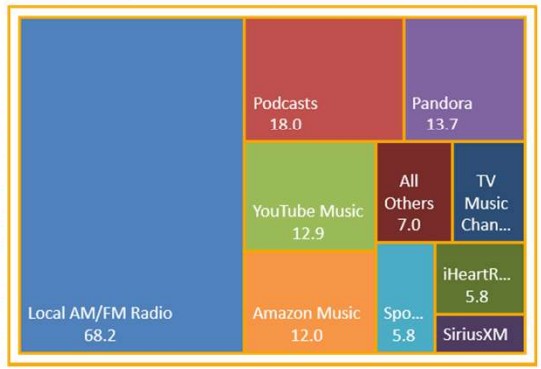


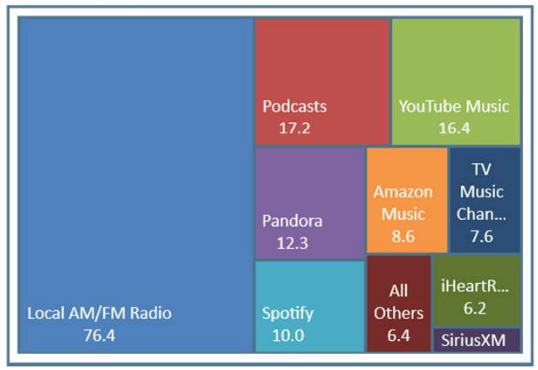


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 882

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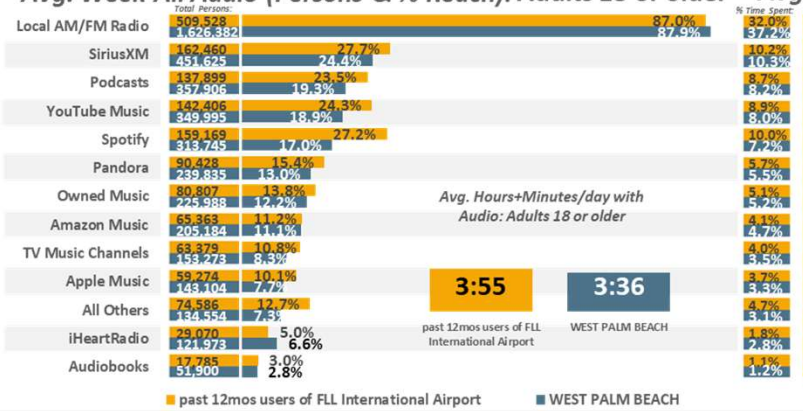
Airports used as point of departure past 12 months: Palm Beach International

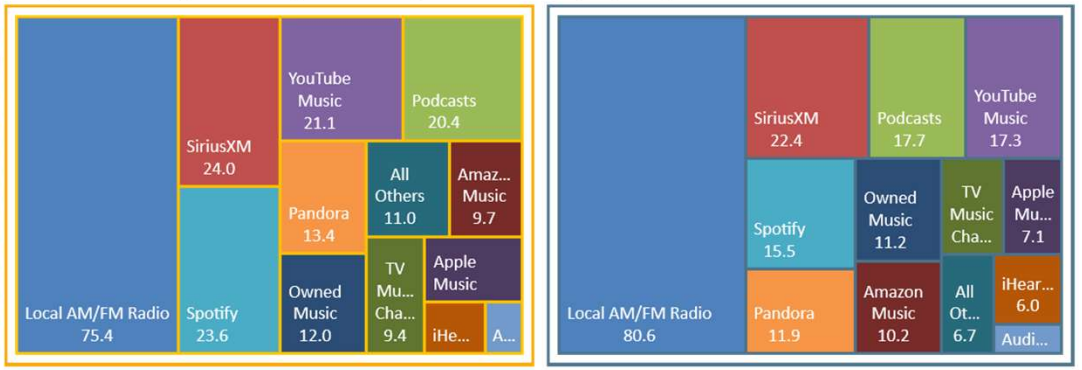
FORT LAUDERDALE-HOLLYWOOD INTERNATIONAL AIRPORT
BROWARD COUNTY, FLORIDA

488,676 or 83.4% of Adults 18 or older past 12mos users of FLL International Airport listen to Ad-Supported Local AM/FM Radio for an average of 71. minutes every day representing 41.7% of all time spent daily with Ad-Supported Audio.

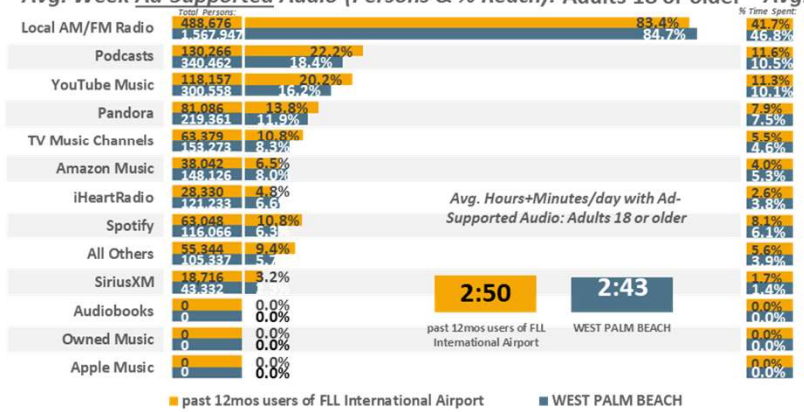
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



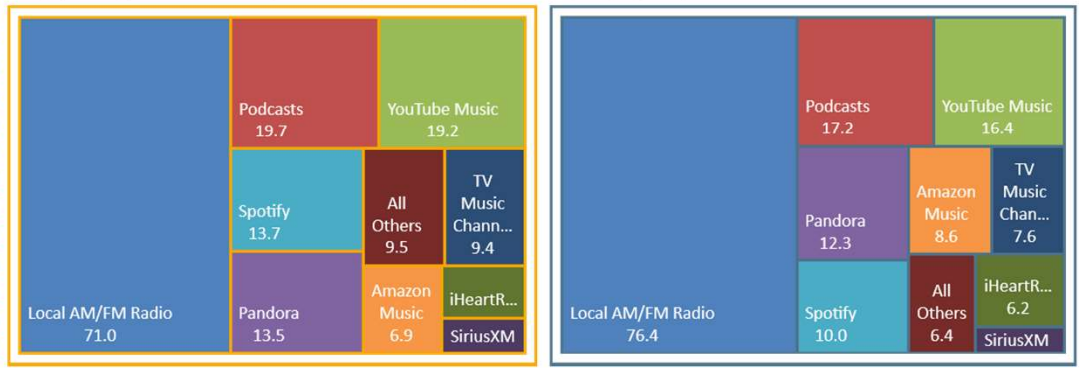
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 636

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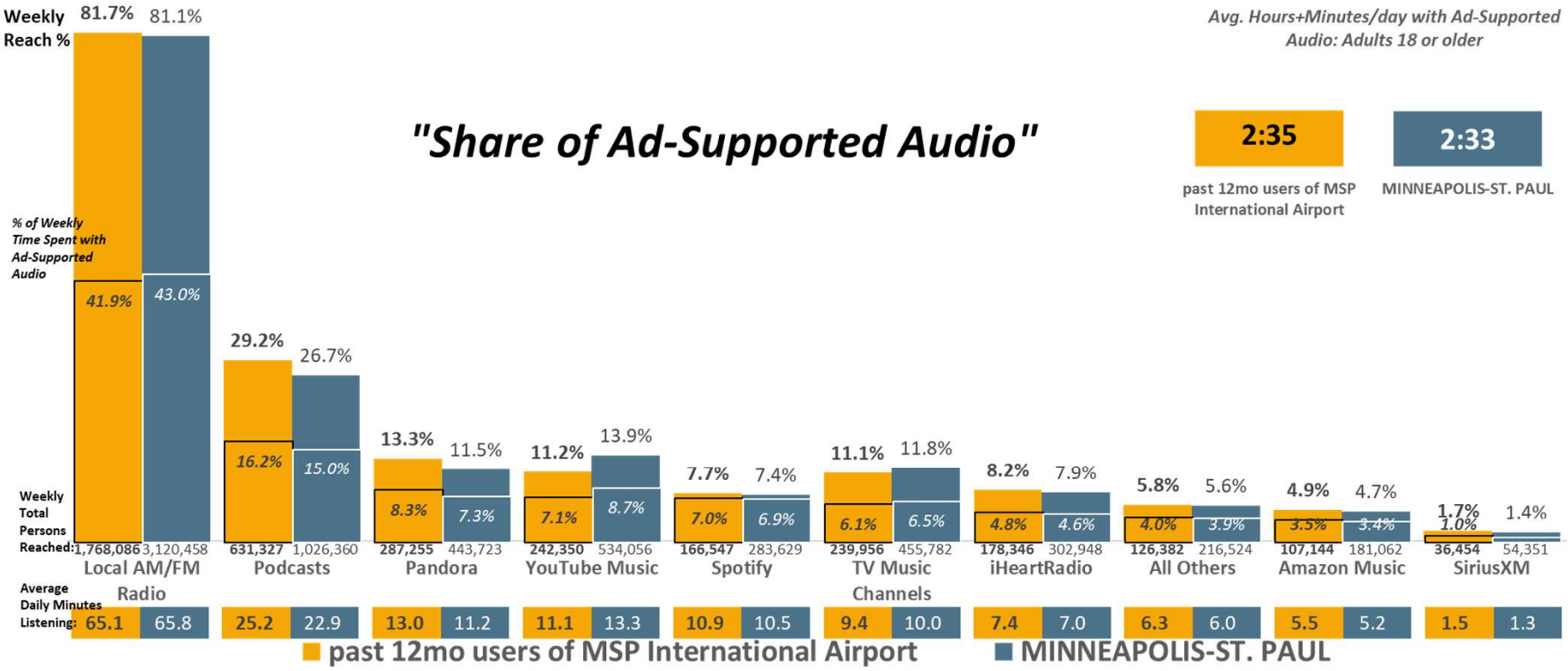
Airports used as point of departure past 12 months: Fort Lauderdale - Hollywood International

1,768,086 or 81.7% of Adults 18 or older past 12mo users of MSP International Airport listen to Ad-Supported Local AM/FM Radio for an average of 65.1 minutes every day representing 41.9% of all time spent daily with Ad-Supported Audio.



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,068 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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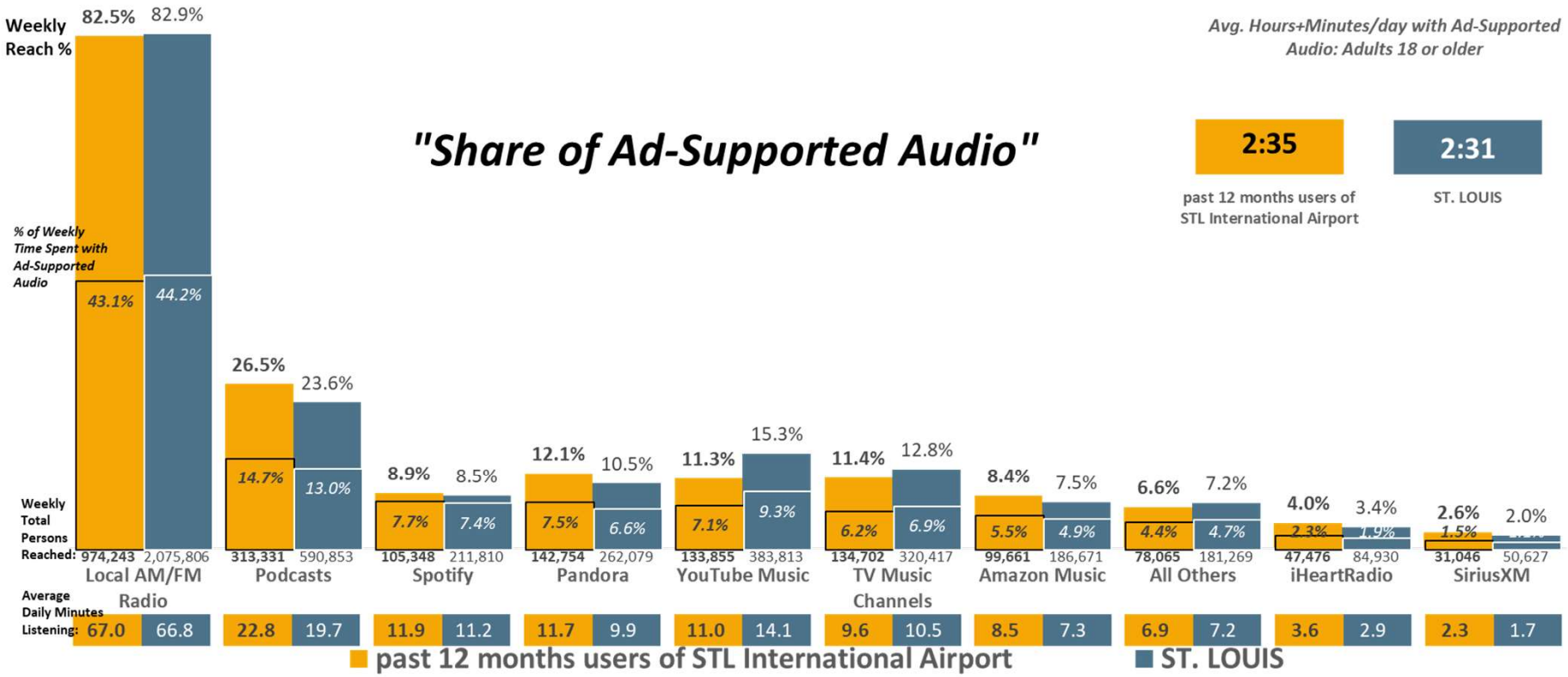
Airports used as point of departure past 12 months: Minneapolis - St. Paul International

974,243 or 82.5% of Adults 18 or older past 12 months users of STL International Airport listen to Ad-Supported Local AM/FM Radio for an average of 67. minutes every day representing 43.1% of all time spent daily with Ad-Supported Audio.



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,042 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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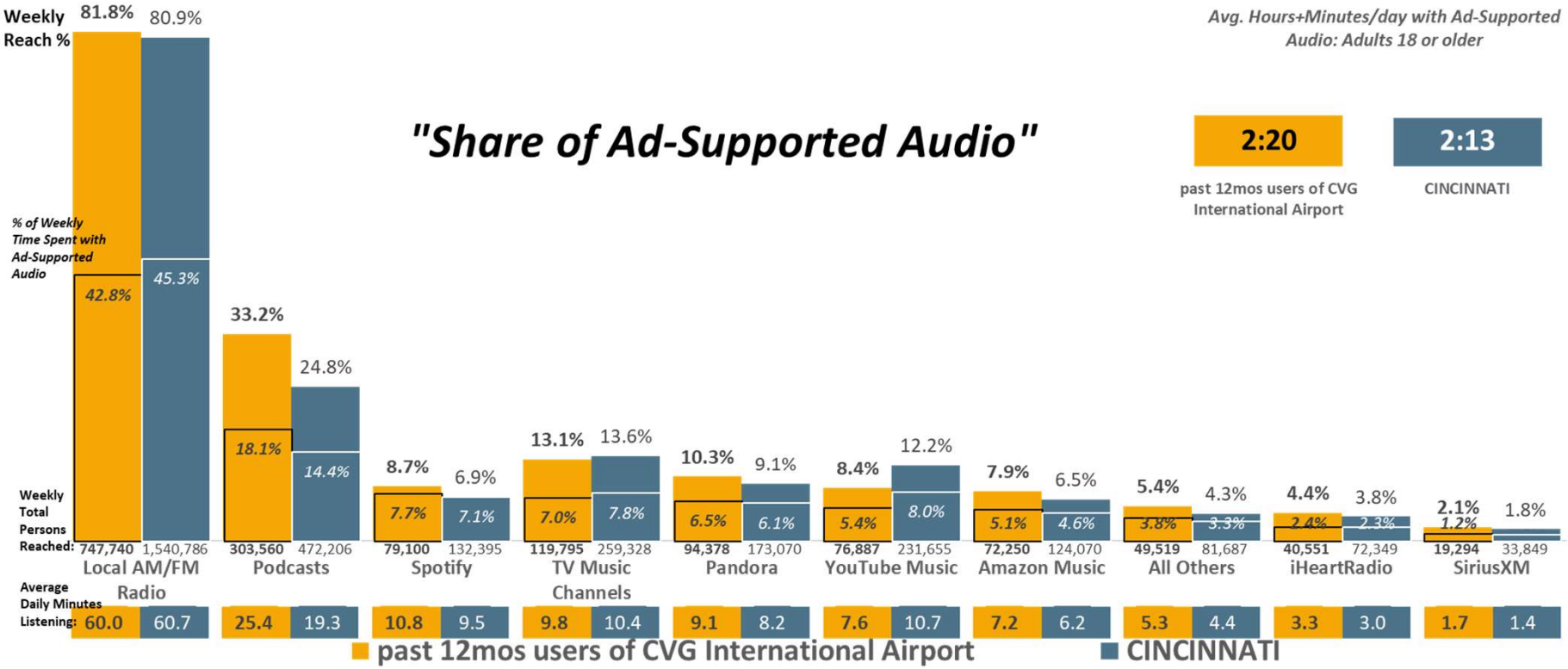
Airports used as point of departure past 12 months: St. Louis Lambert International

747,740 or 81.8% of Adults 18 or older past 12mos users of CVG International Airport listen to Ad-Supported Local AM/FM Radio for an average of 60. minutes every day representing 42.8% of all time spent daily with Ad-Supported Audio.



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 988 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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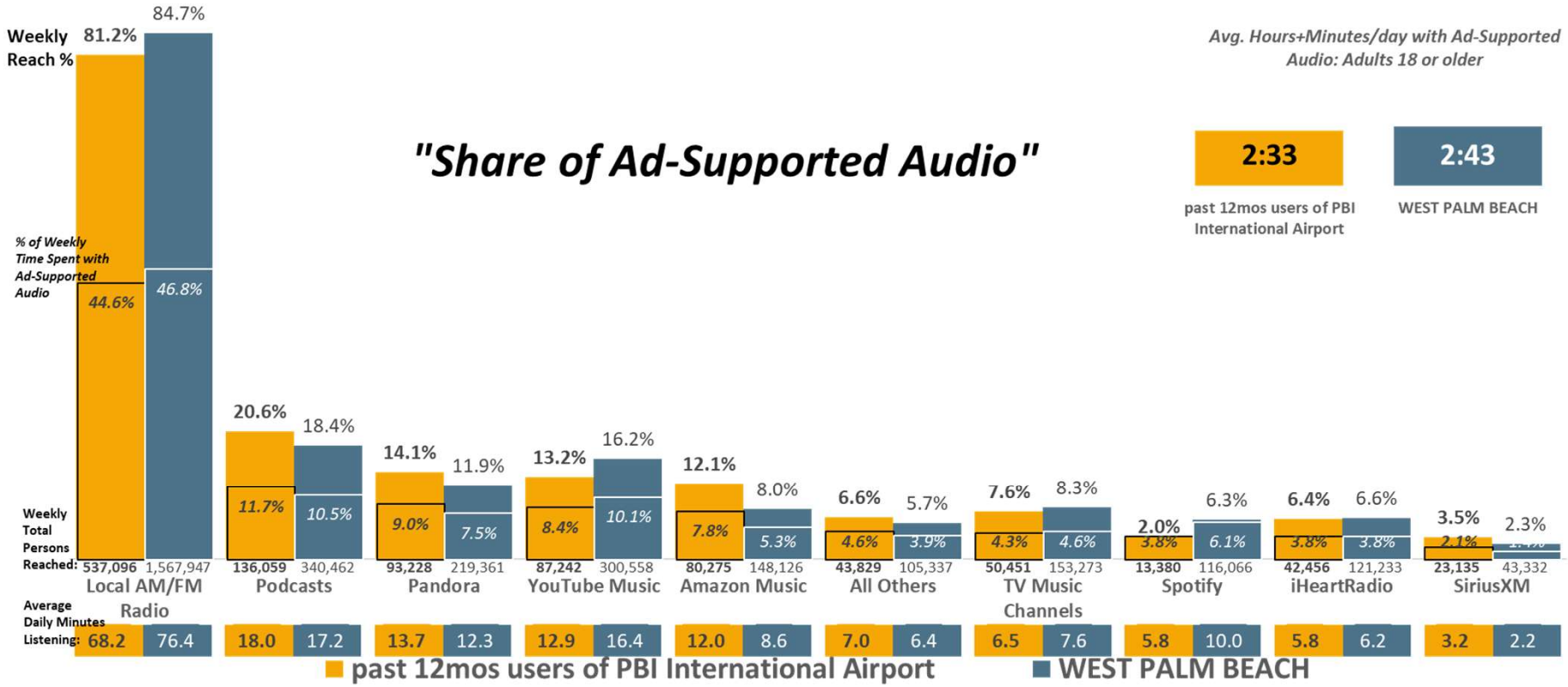
Airports used as point of departure past 12 months: Cincinnati/Northern Kentucky International

537,096 or 81.2% of Adults 18 or older past 12mos users of PBI International Airport listen to Ad-Supported Local AM/FM Radio for an average of 68.2 minutes every day representing 44.6% of all time spent daily with Ad-Supported Audio.



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 882 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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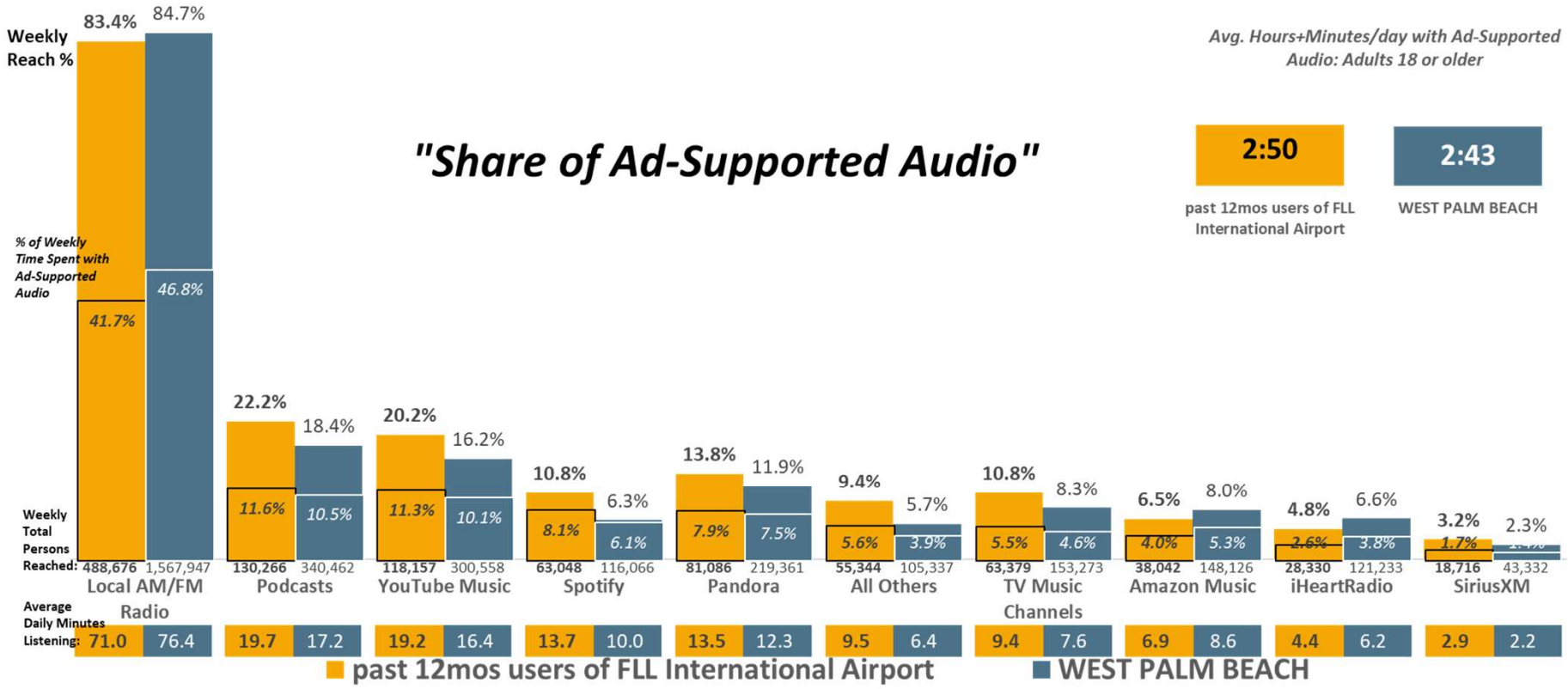
Airports used as point of departure past 12 months: Palm Beach International

FORT LAUDERDALE-HOLLYWOOD INTERNATIONAL AIRPORT
BROWARD COUNTY, FLORIDA

488,676 or 83.4% of Adults 18 or older past 12mos users of FLL International Airport listen to Ad-Supported Local AM/FM Radio for an average of 71. minutes every day representing 41.7% of all time spent daily with Ad-Supported Audio.



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 636 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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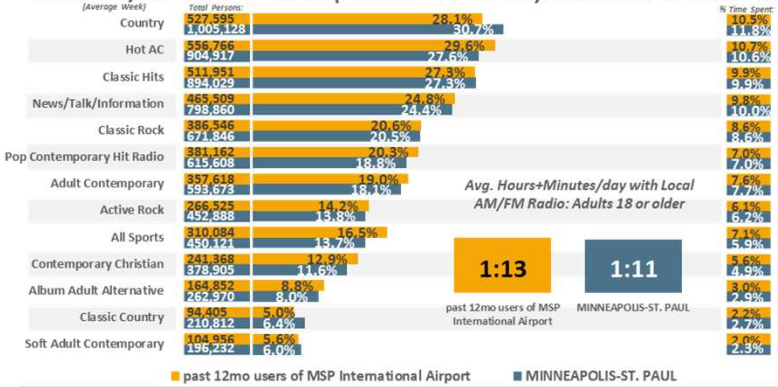
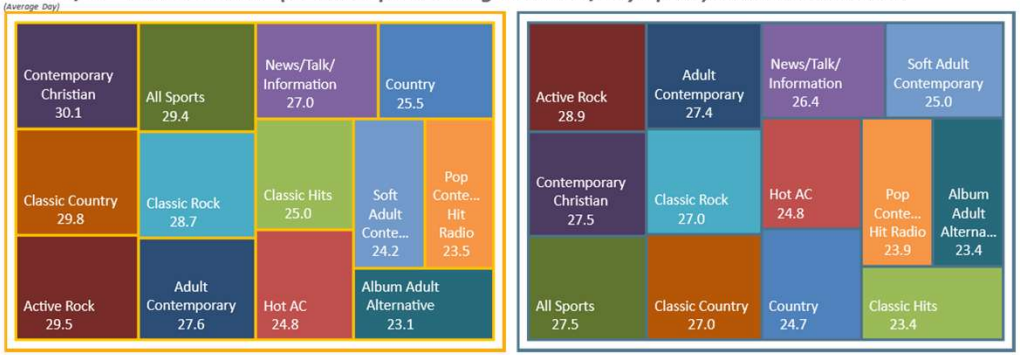
Airports used as point of departure past 12 months: Fort Lauderdale - Hollywood International

1,768,086 or 81.7% of Adults 18 or older past 12mo users of MSP International Airport listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Classic Hits, Classic Rock, and Pop Contemporary Hit Radio.

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



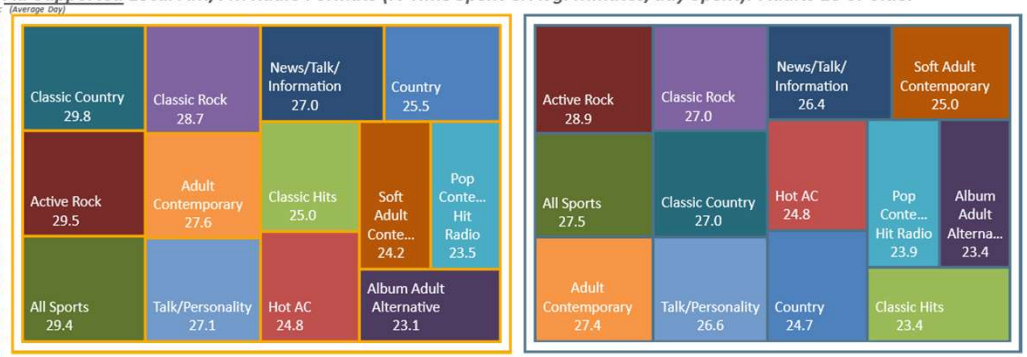
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,068

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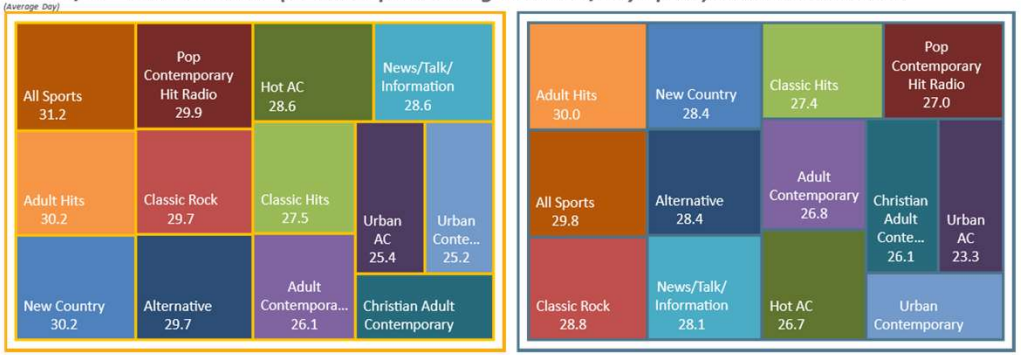
Airports used as point of departure past 12 months: Minneapolis - St. Paul International

974,243 or 82.5% of Adults 18 or older past 12 months users of STL International Airport listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are New Country, Classic Rock, Adult Contemporary, Classic Hits, and Adult Hits.

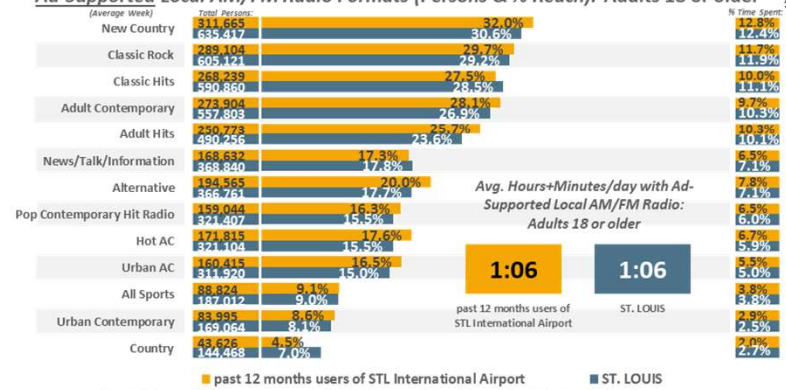
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



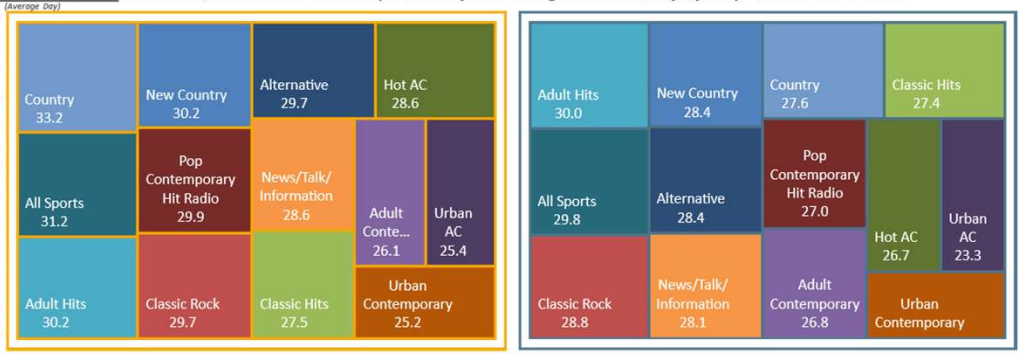
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,042

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Airports used as point of departure past 12 months: St. Louis Lambert International

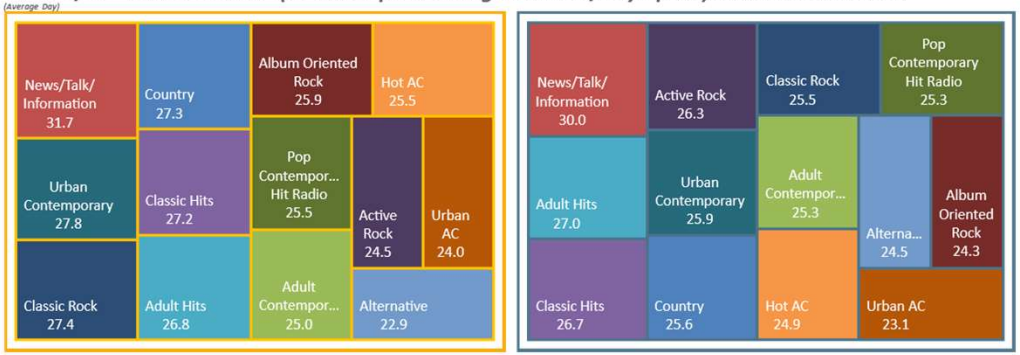
CINCINNATI/NORTHERN KENTUCKY INTERNATIONAL AIRPORT

747,740 or 81.8% of Adults 18 or older past 12mos users of CVG International Airport listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Adult Hits, and Hot AC.

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



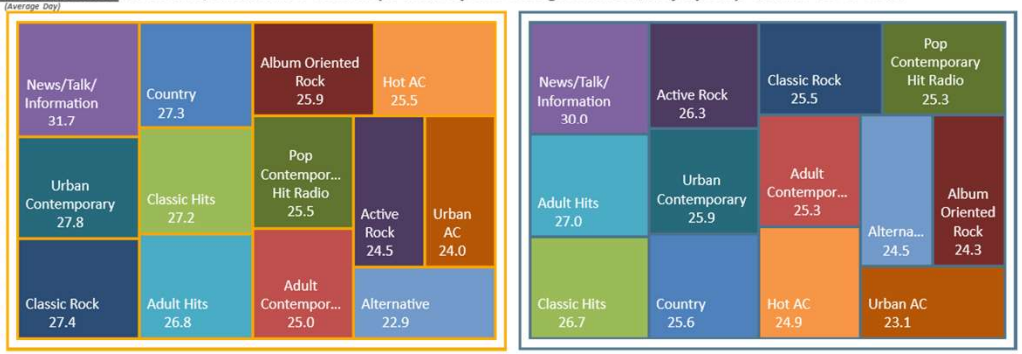
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 988

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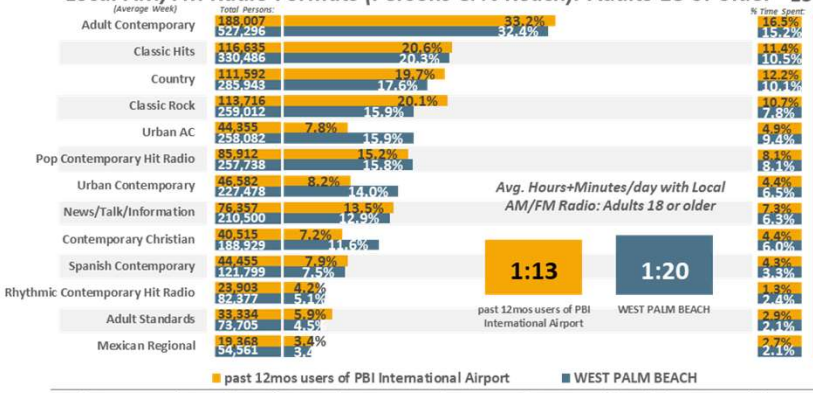
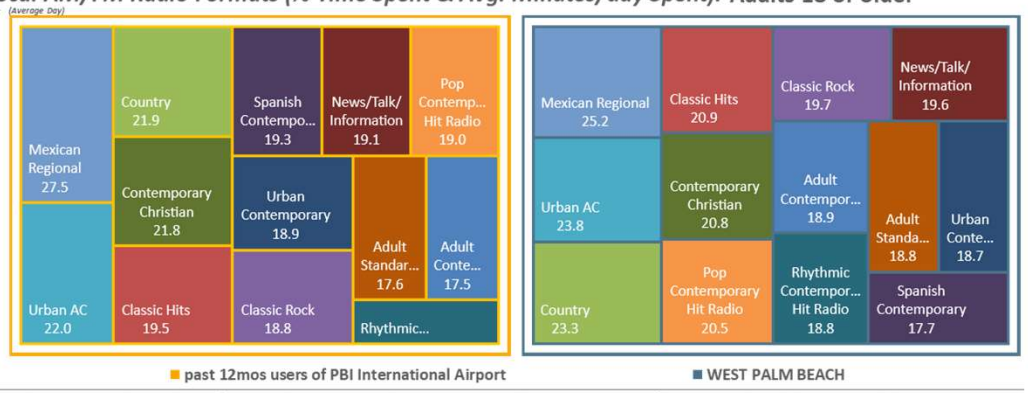
Airports used as point of departure past 12 months: Cincinnati/Northern Kentucky International

537,096 or 81.2% of Adults 18 or older past 12mos users of PBI International Airport listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Country, and Pop Contemporary Hit Radio.

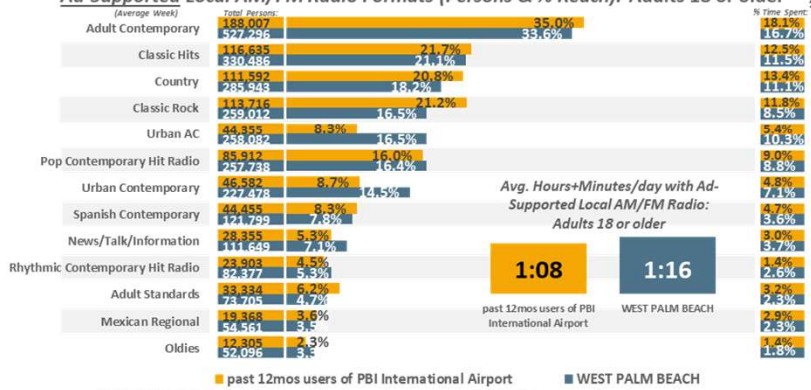
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



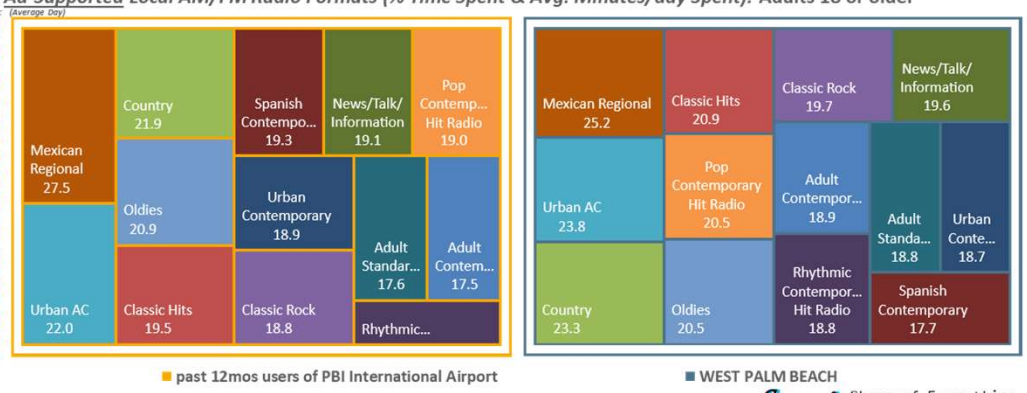
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 882

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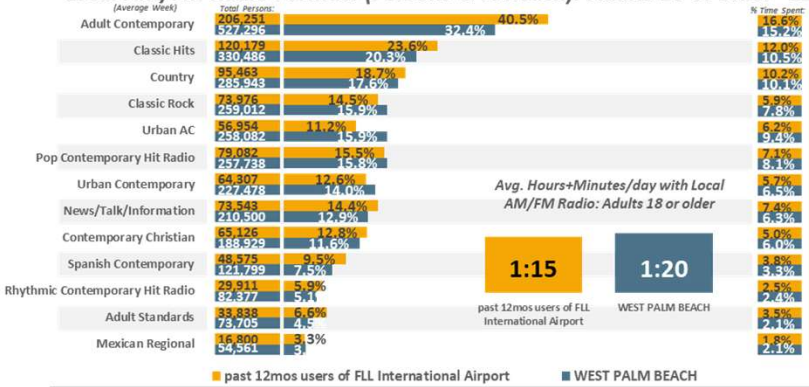
Airports used as point of departure past 12 months: Palm Beach International

FORT LAUDERDALE-HOLLYWOOD INTERNATIONAL AIRPORT
BROWARD COUNTY, FLORIDA

488,676 or 83.4% of Adults 18 or older past 12mos users of FLL International Airport listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Pop Contemporary Hit Radio, and Classic Rock.

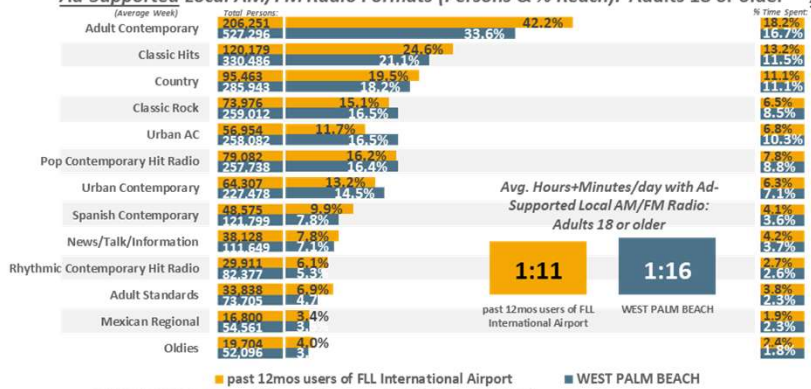
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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



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



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



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 636

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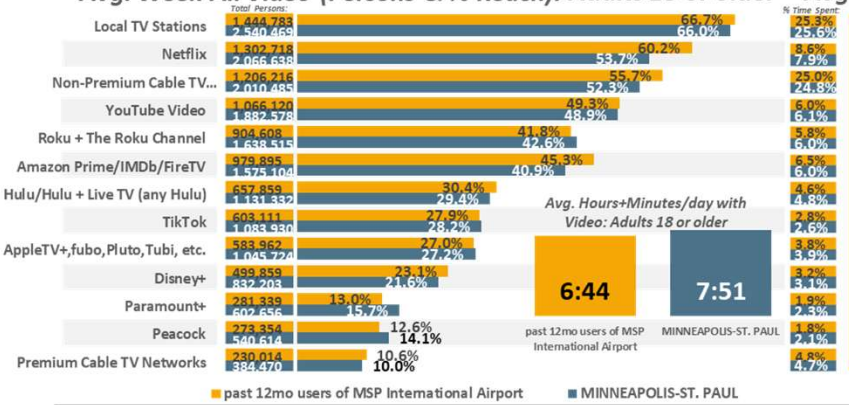
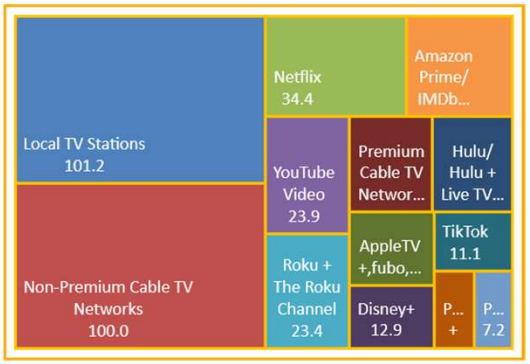
Airports used as point of departure past 12 months: Fort Lauderdale - Hollywood International

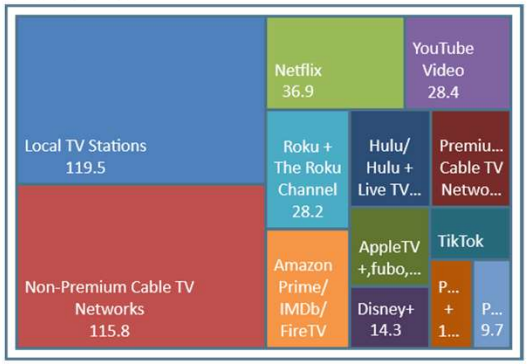
1,429,549 or 66.% of Adults 18 or older past 12mo users of MSP International Airport watch Ad-Supported Local TV Stations for an average of 95.4 minutes every day representing 30.2% of all time spent daily with Ad-Supported Video.

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



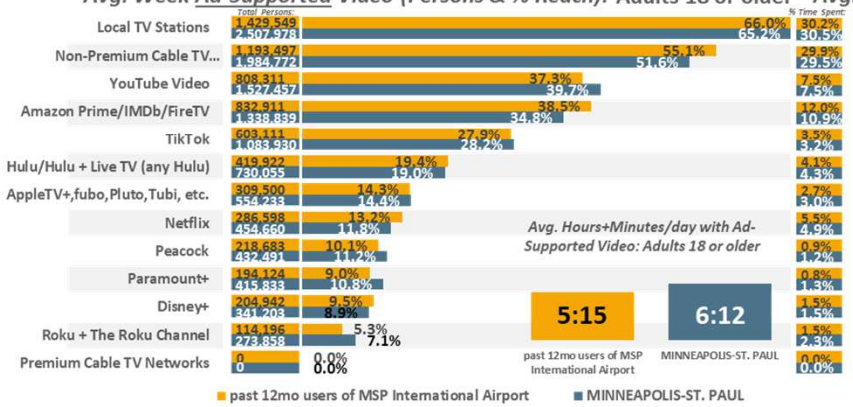
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



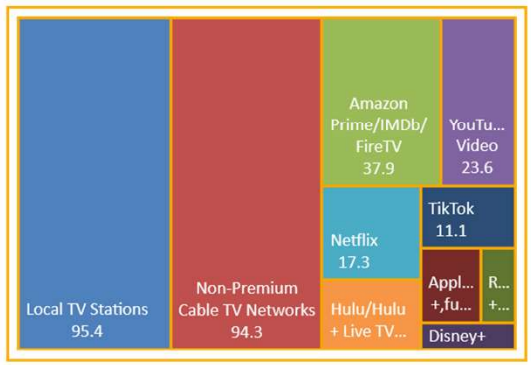


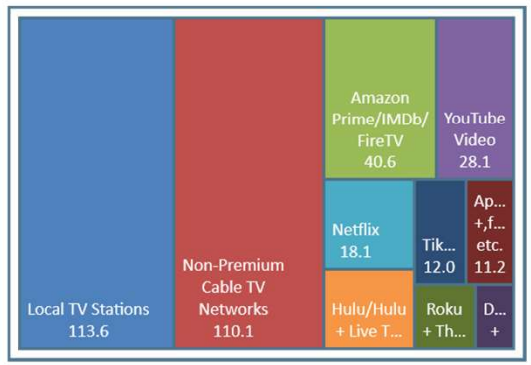
past 12mo users of MSP International Airport ■ MINNEAPOLIS-ST. PAUL

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





past 12mo users of MSP International Airport ■ MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,068

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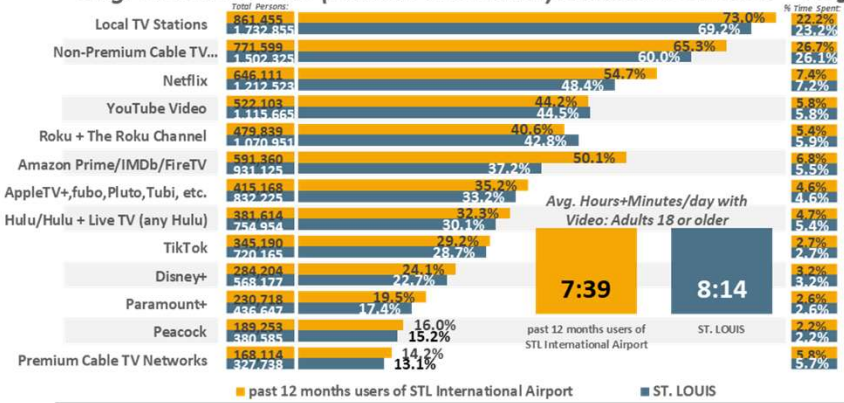
Airports used as point of departure past 12 months: Minneapolis - St. Paul International

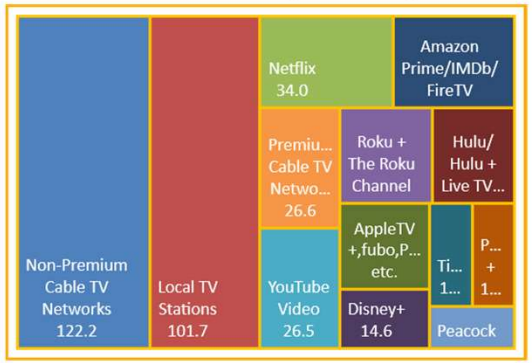
ST. LOUIS LAMBERT INTERNATIONAL AIRPORT

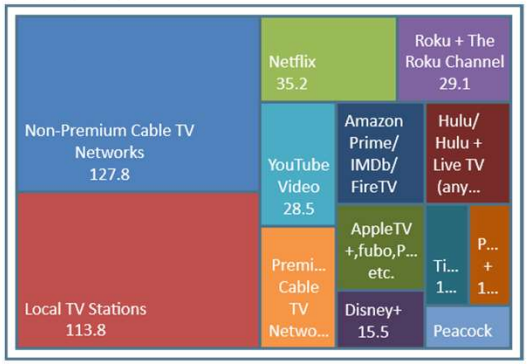
845,199 or 71.6% of Adults 18 or older past 12 months users of STL International Airport watch Ad-Supported Local TV Stations for an average of 96.1 minutes every day representing 26.% of all time spent daily with Ad-Supported Video.

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



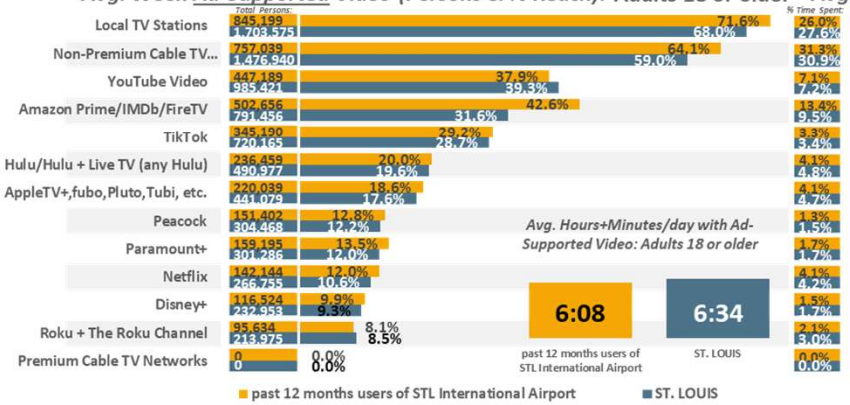
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



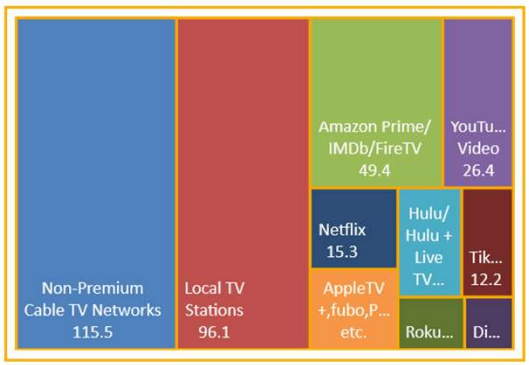


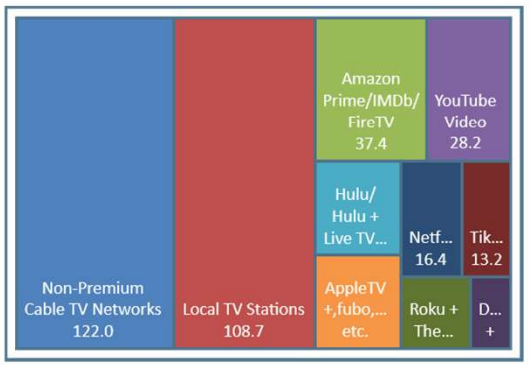
past 12 months users of STL International Airport ■ ST. LOUIS

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





past 12 months users of STL International Airport ■ ST. LOUIS

ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,042

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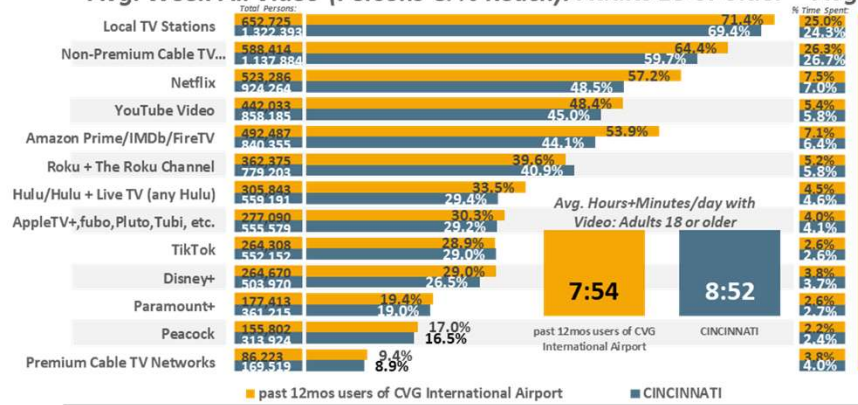
Airports used as point of departure past 12 months: St. Louis Lambert International

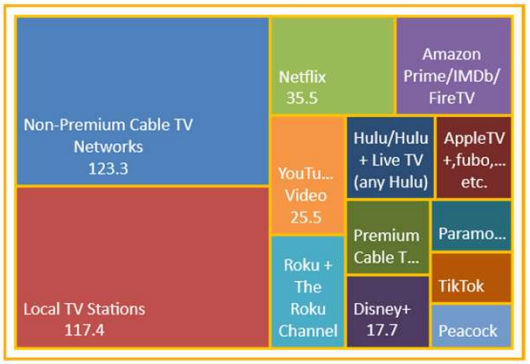
CINCINNATI/NORTHERN KENTUCKY INTERNATIONAL AIRPORT

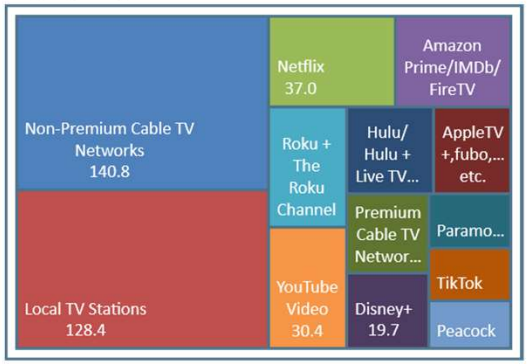
643,829 or 70.4% of Adults 18 or older past 12mos users of CVG International Airport watch Ad-Supported Local TV Stations for an average of 112.4 minutes every day representing 29.7% of all time spent daily with Ad-Supported Video.

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



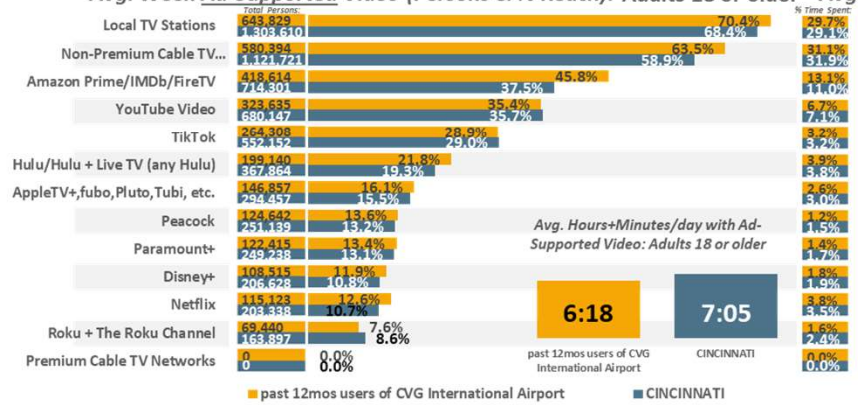
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



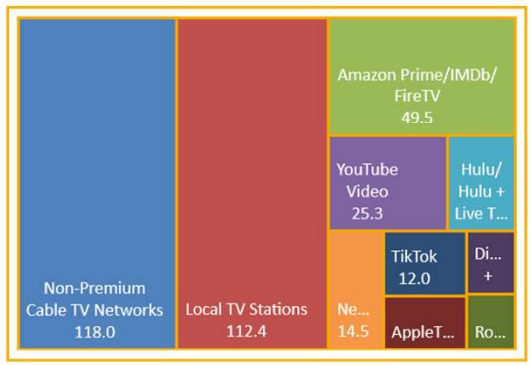


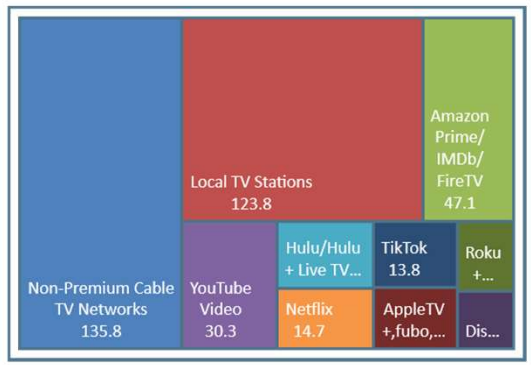
past 12mos users of CVG International Airport ■ CINCINNATI

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





past 12mos users of CVG International Airport ■ CINCINNATI

CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 988

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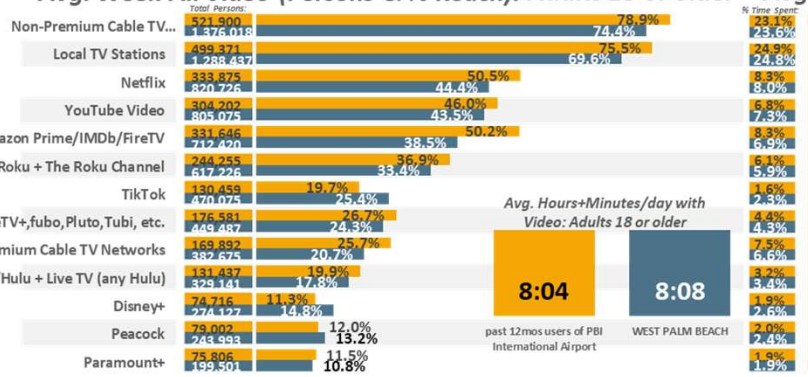
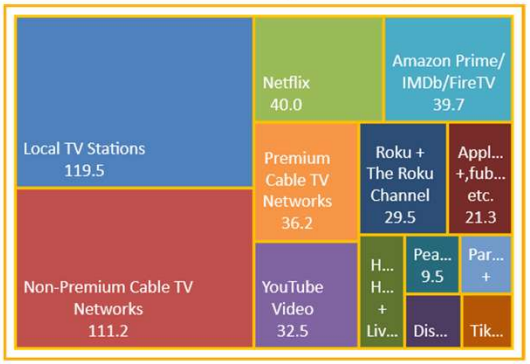
Airports used as point of departure past 12 months: Cincinnati/Northern Kentucky International

494,066 or 74.7% of Adults 18 or older past 12mos users of PBI International Airport watch Ad-Supported Local TV Stations for an average of 114.3 minutes every day representing 29.5% of all time spent daily with Ad-Supported Video.

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

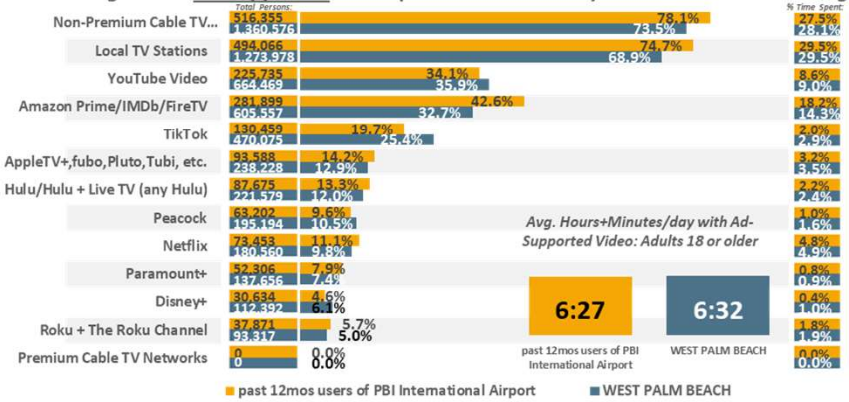


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

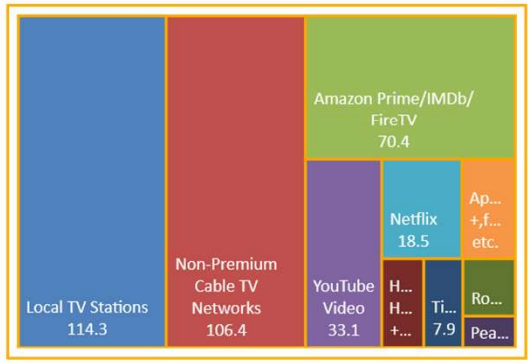


past 12mos users of PBI International Airport ■ WEST PALM BEACH

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



past 12mos users of PBI International Airport ■ WEST PALM BEACH

WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 882

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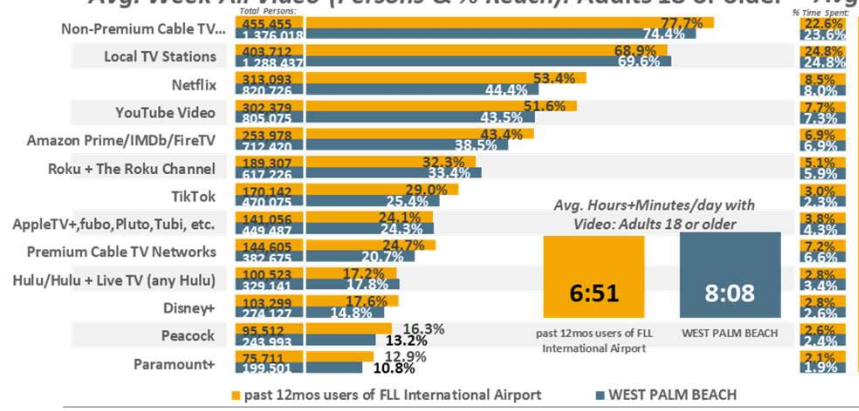
Airports used as point of departure past 12 months: Palm Beach International

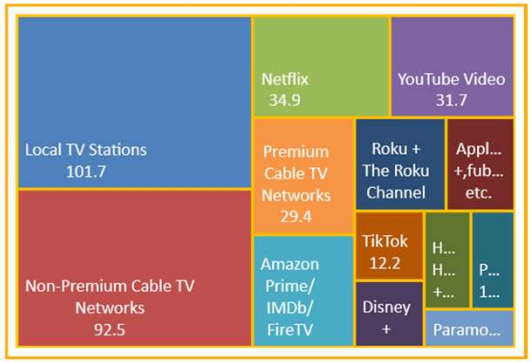
FORT LAUDERDALE-HOLLYWOOD INTERNATIONAL AIRPORT
BROWARD COUNTY, FLORIDA

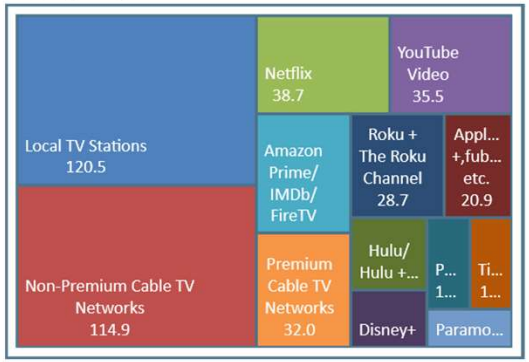
399,484 or 68.2% of Adults 18 or older past 12mos users of FLL International Airport watch Ad-Supported Local TV Stations for an average of 98.3 minutes every day representing 29.8% of all time spent daily with Ad-Supported Video.

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

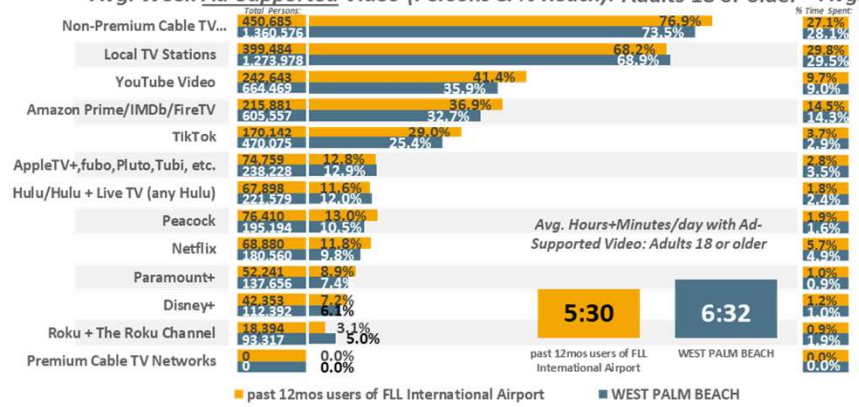


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

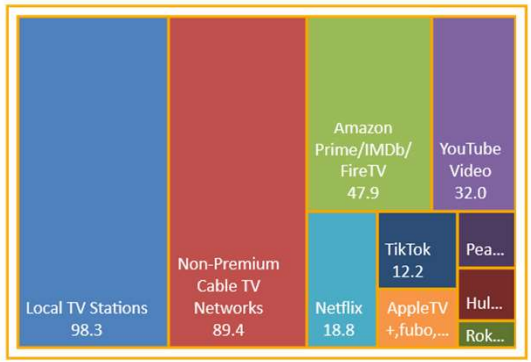


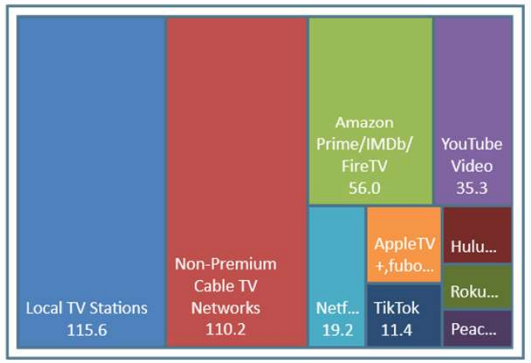


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 636

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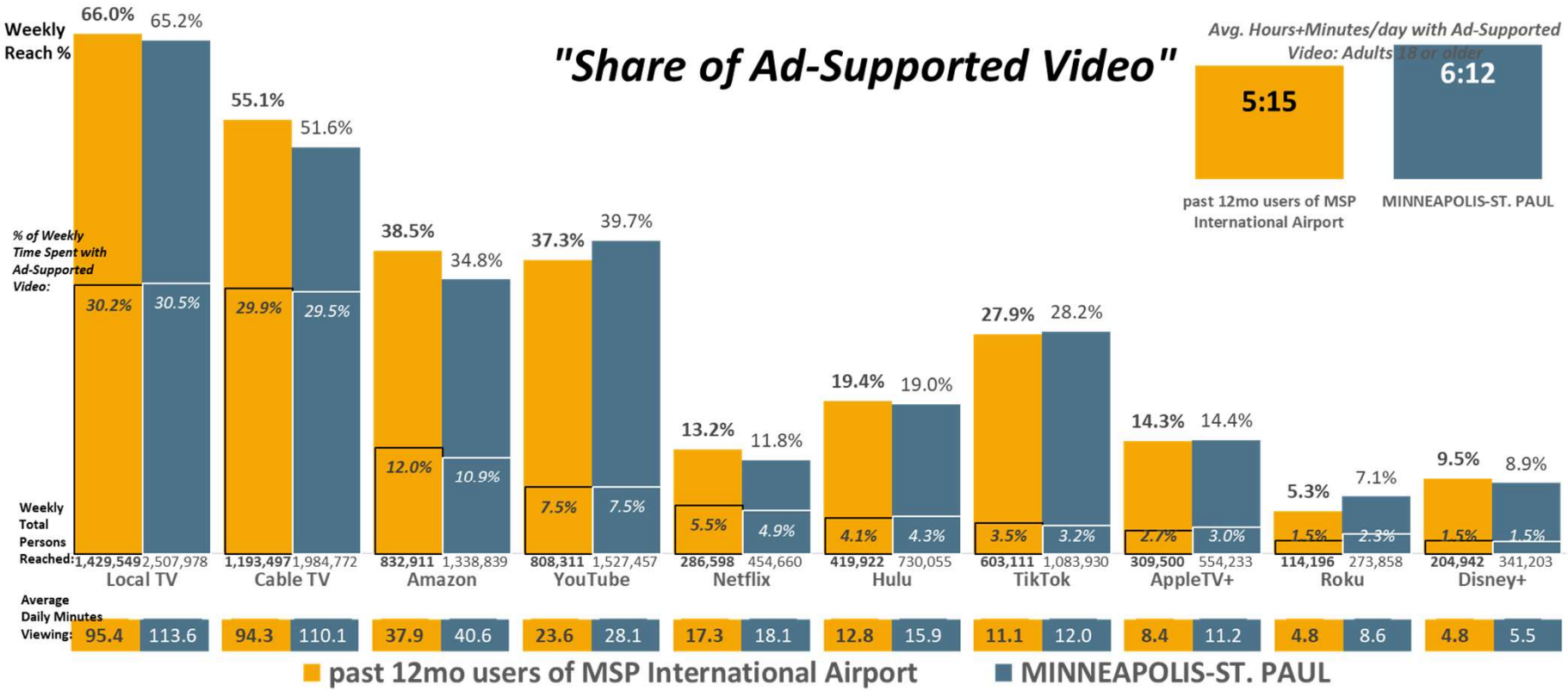
Airports used as point of departure past 12 months: Fort Lauderdale - Hollywood International

1,429,549 or 66.% of Adults 18 or older past 12mo users of MSP International Airport watch Ad-Supported Local TV Stations for an average of 95.4 minutes every day representing 30.2% of all time spent daily with Ad-Supported Video.



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,068 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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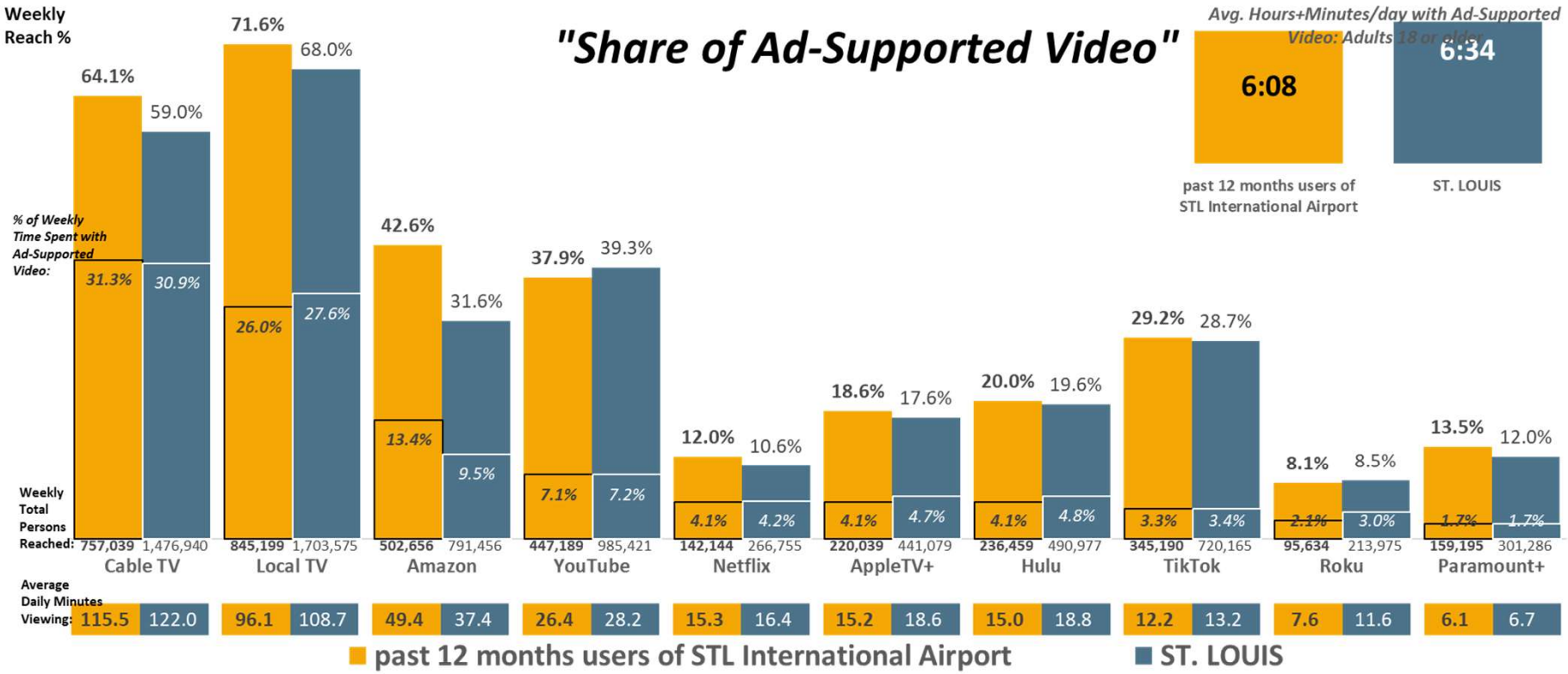
Airports used as point of departure past 12 months: Minneapolis - St. Paul International

ST. LOUIS LAMBERT INTERNATIONAL AIRPORT

845,199 or 71.6% of Adults 18 or older past 12 months users of STL International Airport watch Ad-Supported Local TV Stations for an average of 96.1 minutes every day representing 26.% of all time spent daily with Ad-Supported Video.



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,042 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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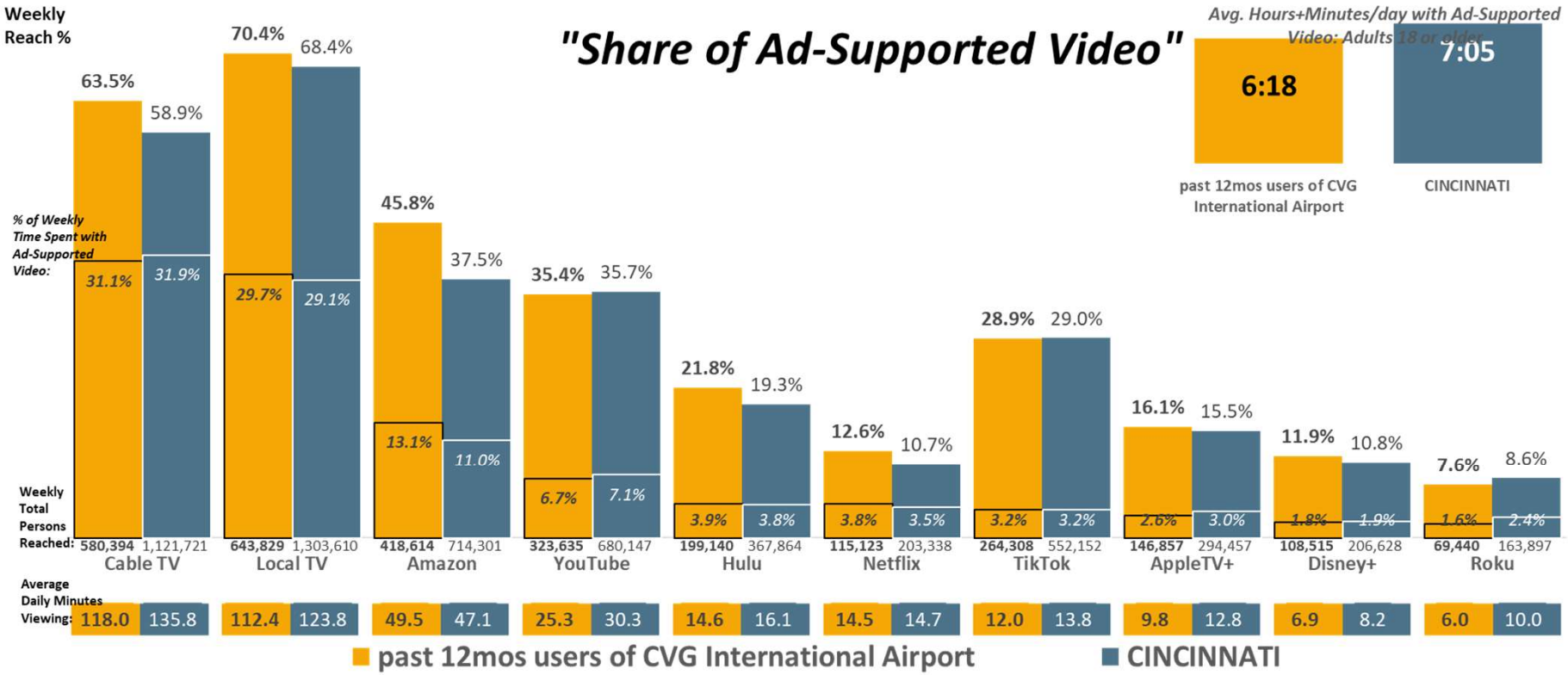
Airports used as point of departure past 12 months: St. Louis Lambert International

643,829 or 70.4% of Adults 18 or older past 12mos users of CVG International Airport watch Ad-Supported Local TV Stations for an average of 112.4 minutes every day representing 29.7% of all time spent daily with Ad-Supported Video.



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 988 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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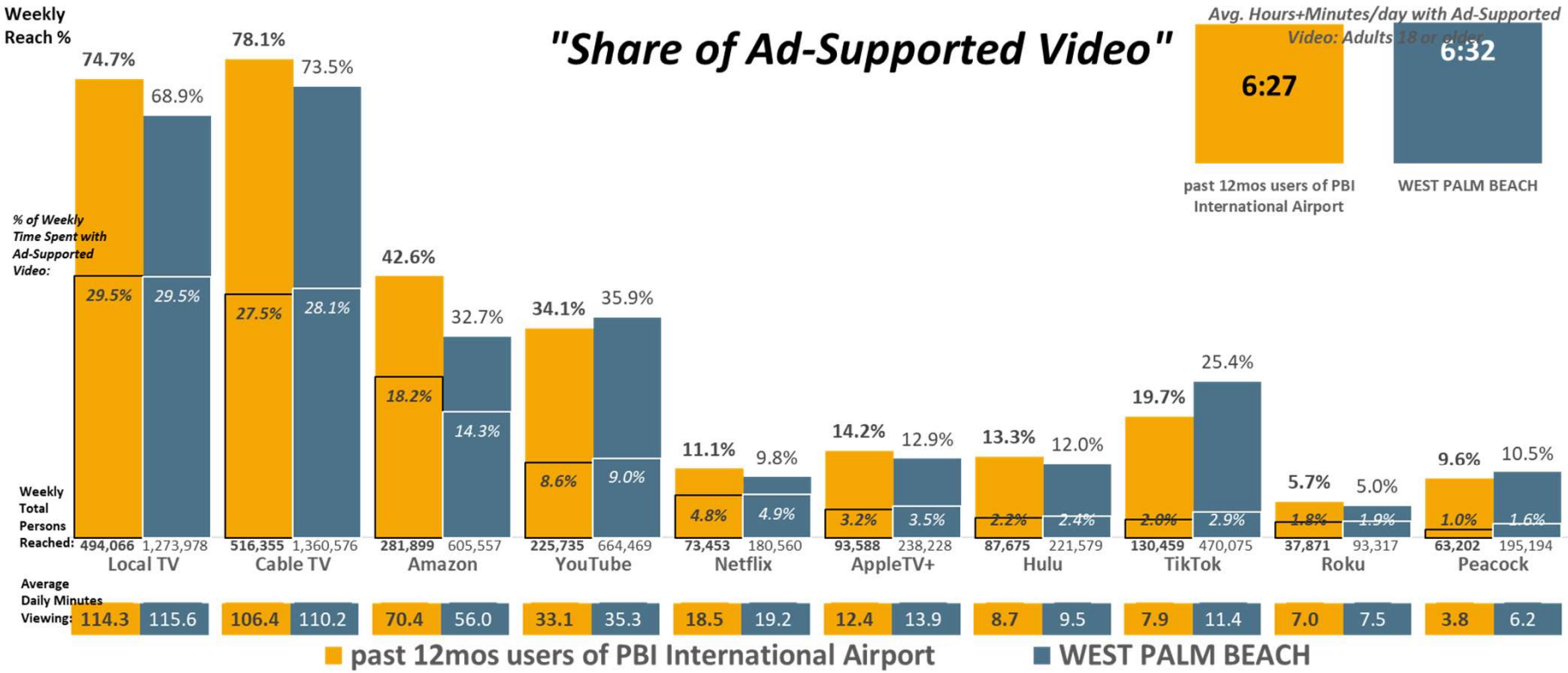
Airports used as point of departure past 12 months: Cincinnati/Northern Kentucky International

494,066 or 74.7% of Adults 18 or older past 12mos users of PBI International Airport watch Ad-Supported Local TV Stations for an average of 114.3 minutes every day representing 29.5% of all time spent daily with Ad-Supported Video.



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 882 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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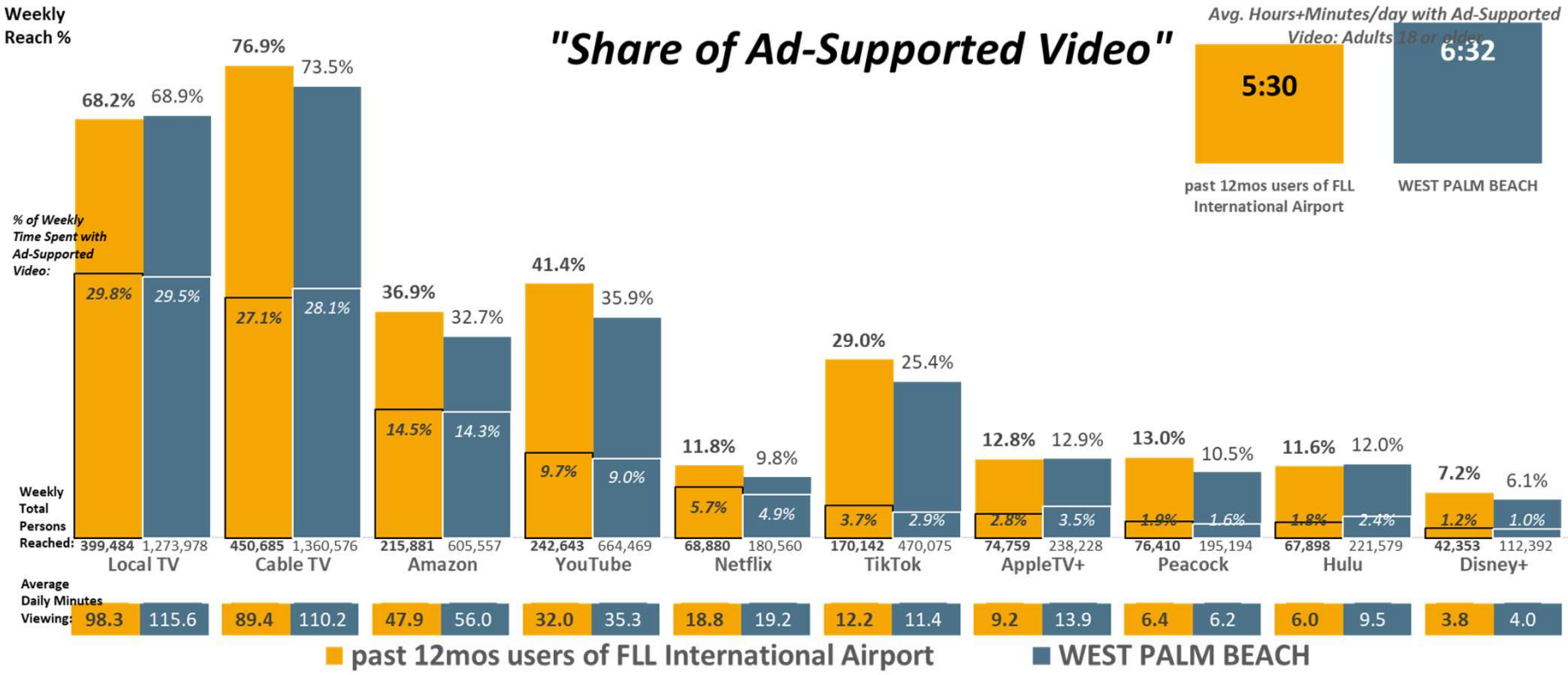
Airports used as point of departure past 12 months: Palm Beach International

399,484 or 68.2% of Adults 18 or older past 12mos users of FLL International Airport watch Ad-Supported Local TV Stations for an average of 98.3 minutes every day representing 29.8% of all time spent daily with Ad-Supported Video.



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 636 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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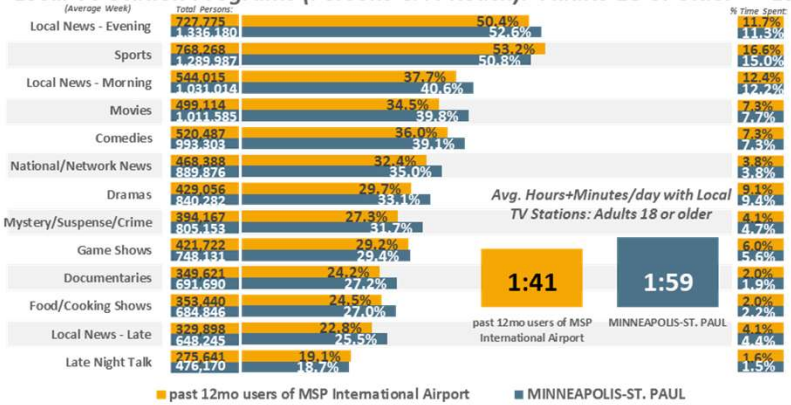
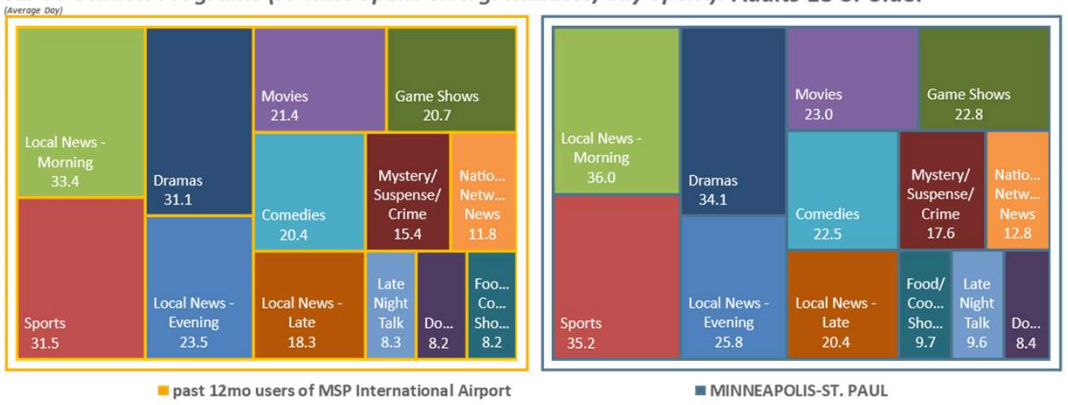
Airports used as point of departure past 12 months: Fort Lauderdale - Hollywood International

1,429,549 or 66.% of Adults 18 or older past 12mo users of MSP International Airport watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and Dramas.

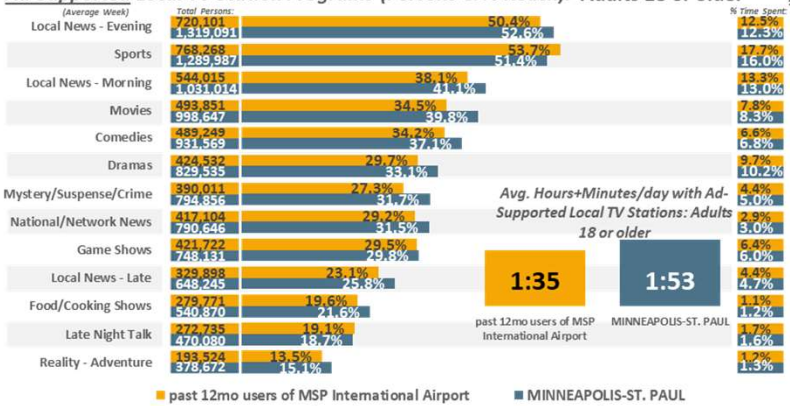
Local TV Station Programs (Persons & % Reach): Adults 18 or older



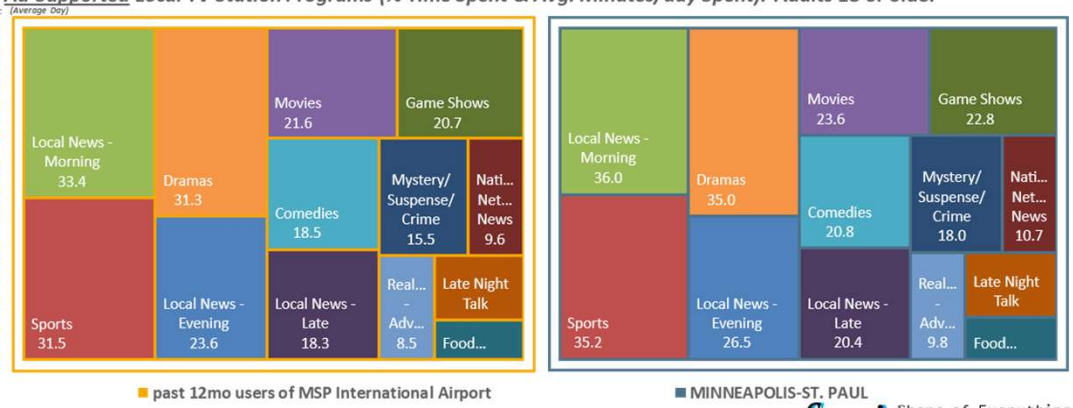
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,068

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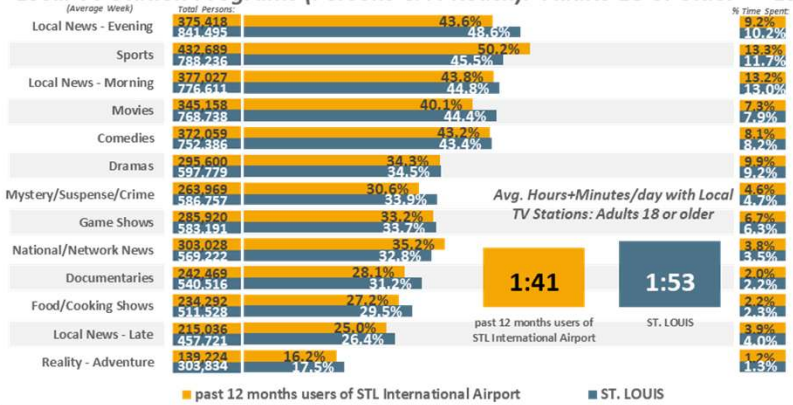
Airports used as point of departure past 12 months: Minneapolis - St. Paul International

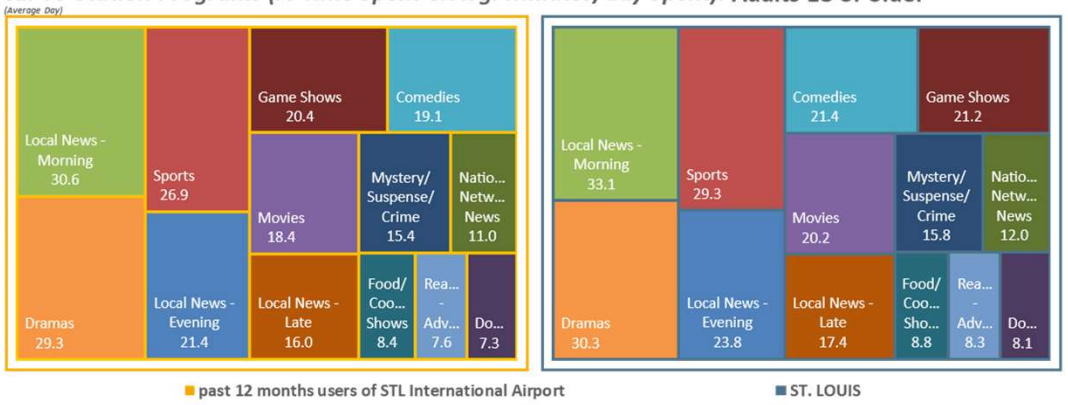
ST. LOUIS LAMBERT INTERNATIONAL AIRPORT

845,199 or 71.6% of Adults 18 or older past 12 months users of STL International Airport watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, Movies, and Dramas.

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



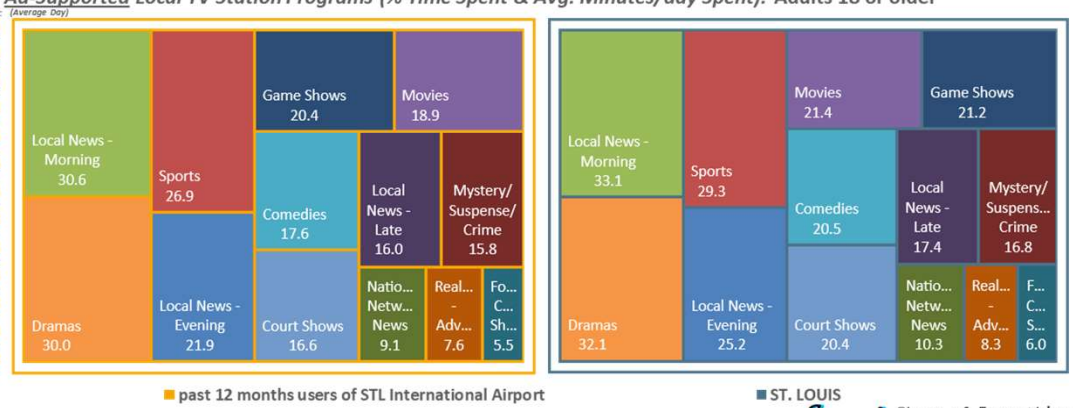
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,042

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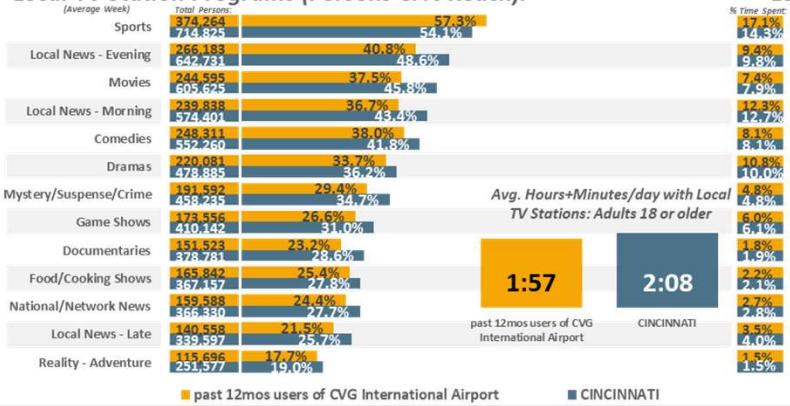
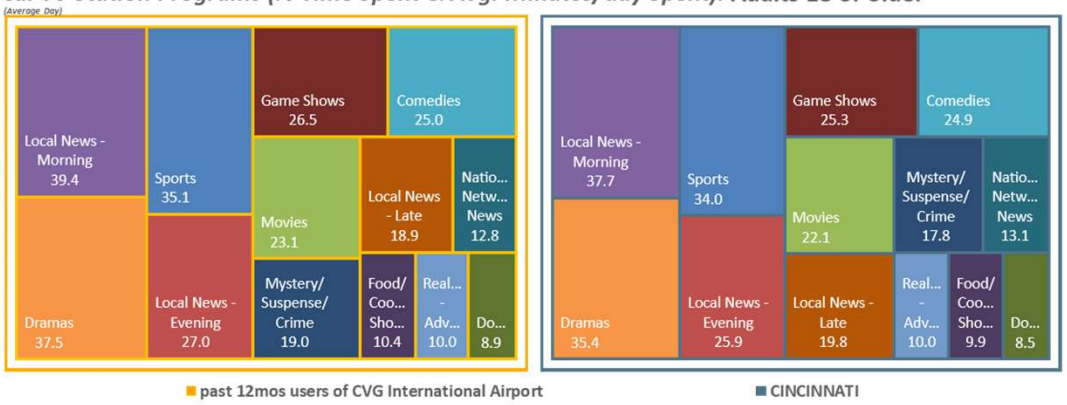
Airports used as point of departure past 12 months: St. Louis Lambert International

643,829 or 70.4% of Adults 18 or older past 12mos users of CVG International Airport watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Dramas.

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



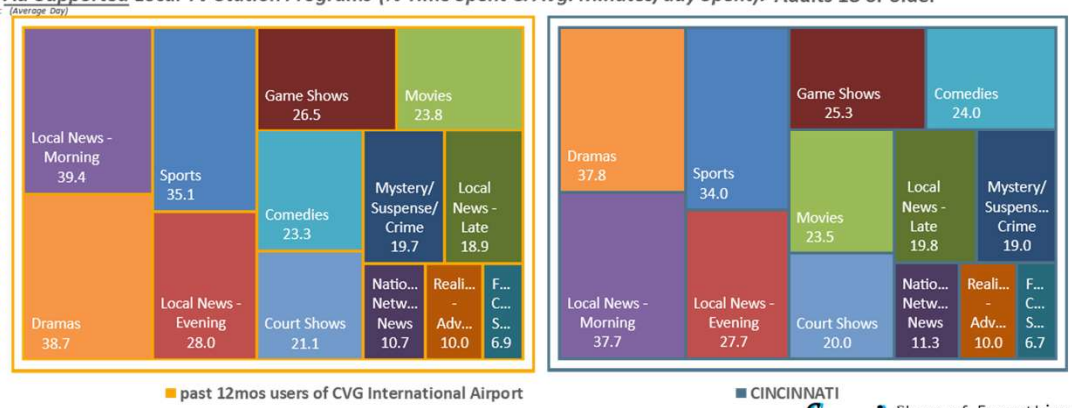
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 988

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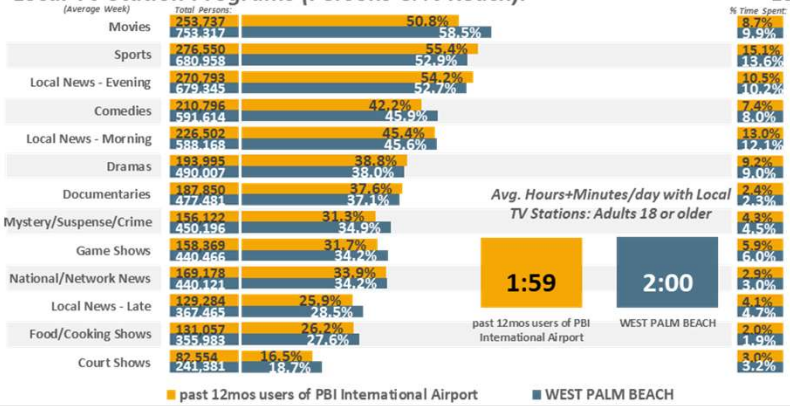
Airports used as point of departure past 12 months: Cincinnati/Northern Kentucky International

494,066 or 74.7% of Adults 18 or older past 12mos users of PBI International Airport watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Dramas.

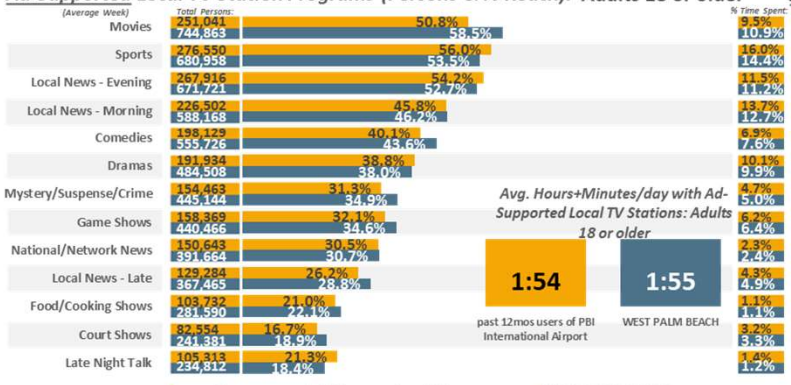
Local TV Station Programs (Persons & % Reach): Adults 18 or older



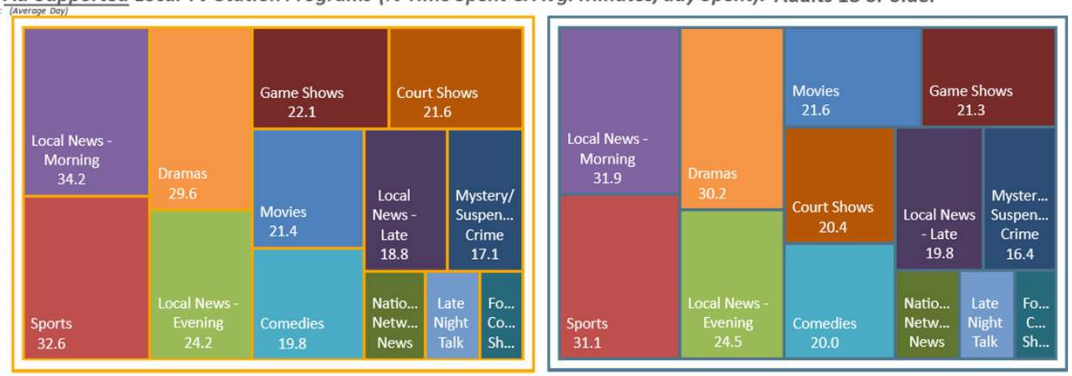
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 882

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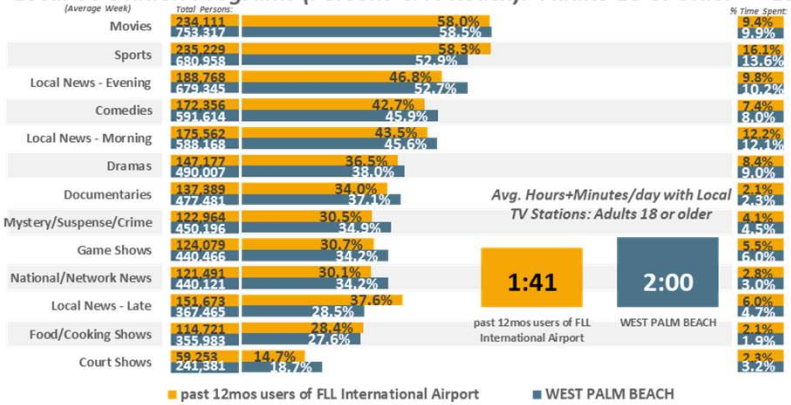
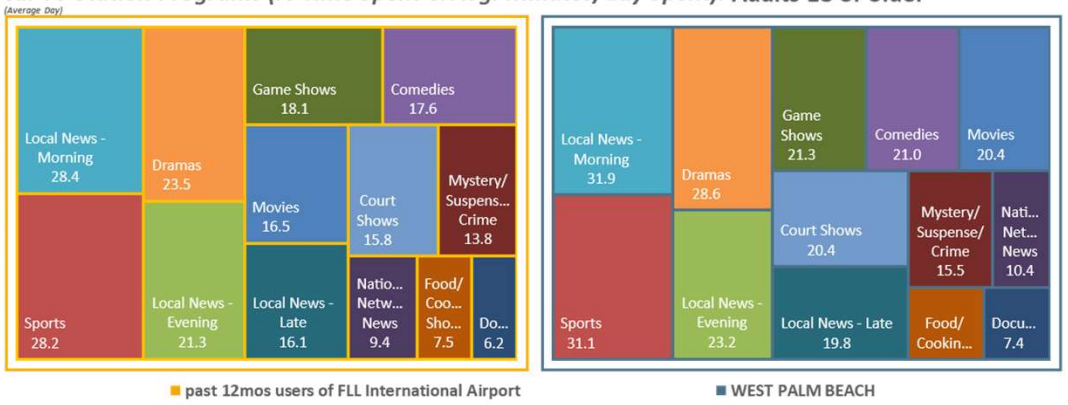
Airports used as point of departure past 12 months: Palm Beach International

399,484 or 68.2% of Adults 18 or older past 12mos users of FLL International Airport watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Local News - Morning, Comedies, and Local News - Late.

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



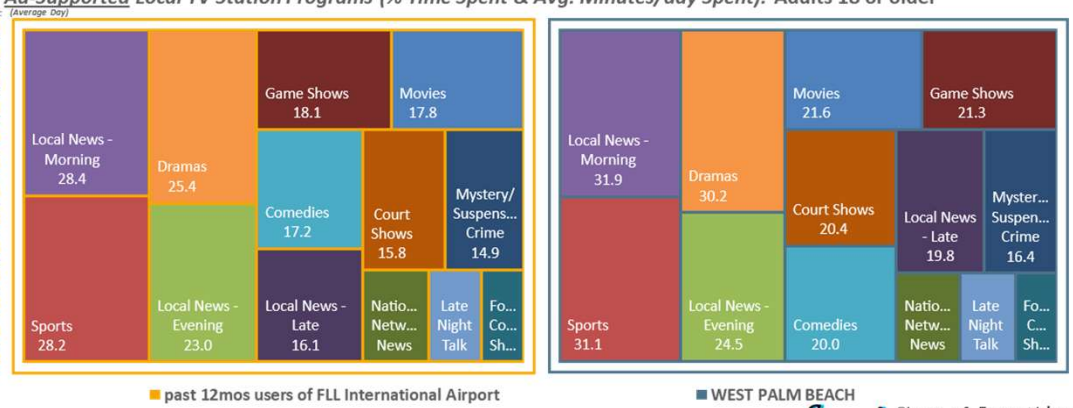
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 636

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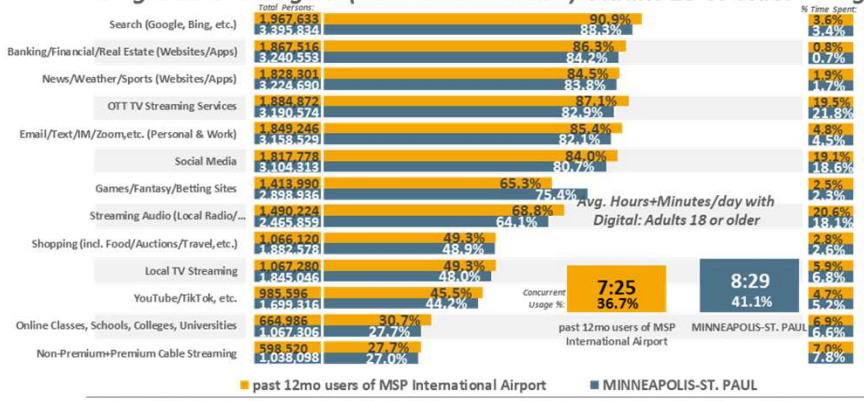
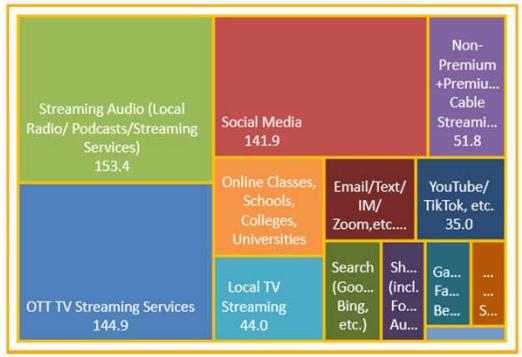
Airports used as point of departure past 12 months: Fort Lauderdale - Hollywood International

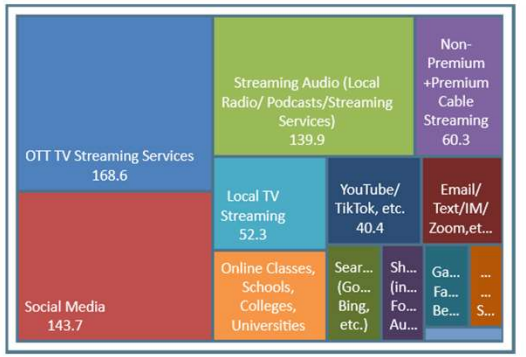
1,602,552 or 74.% of Adults 18 or older past 12mo users of MSP International Airport use Ad-Supported Social Media for an average of 125.1 minutes every day representing 23.7% of all time spent daily with Ad-Supported Digital Media.

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

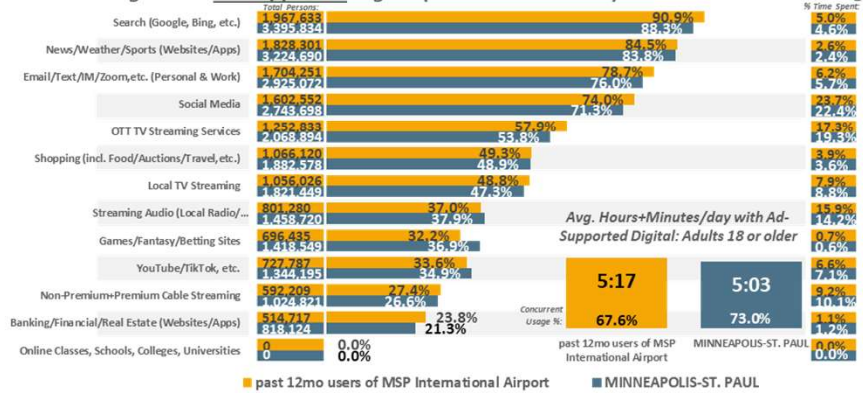


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

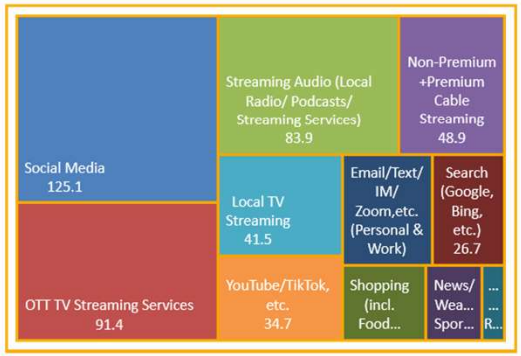


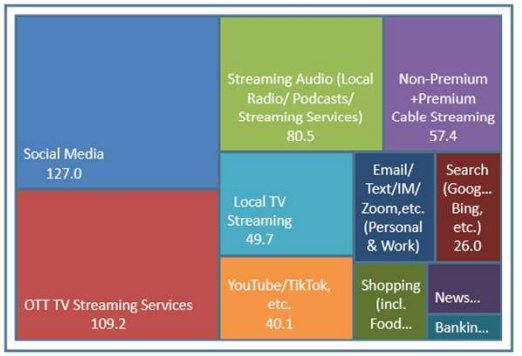


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,068

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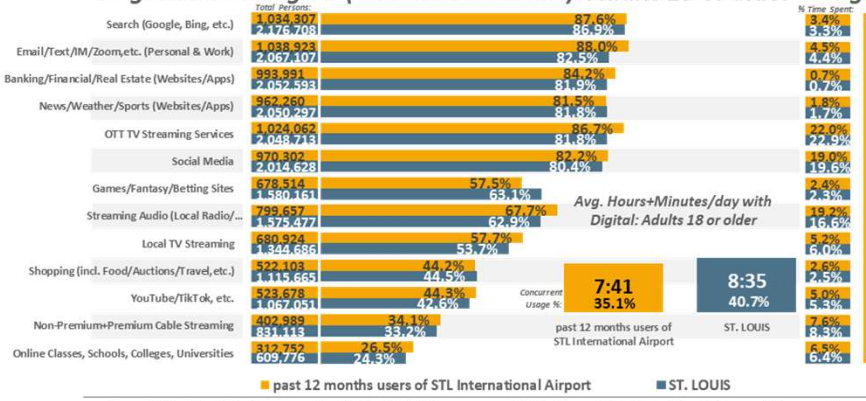
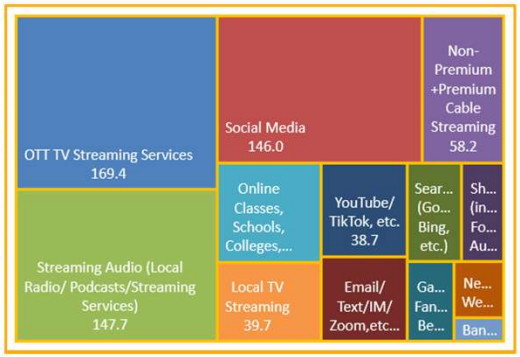
Airports used as point of departure past 12 months: Minneapolis - St. Paul International

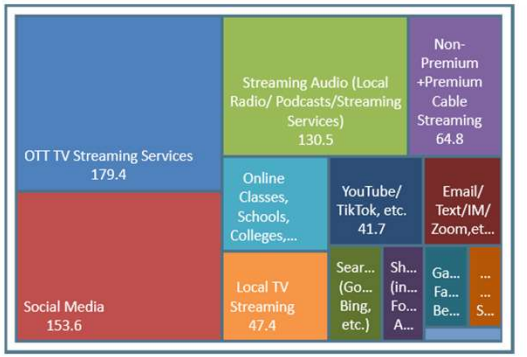
833,826 or 70.6% of Adults 18 or older past 12 months users of STL International Airport use Ad-Supported Social Media for an average of 125.4 minutes every day representing 22.5% of all time spent daily with Ad-Supported Digital Media.

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

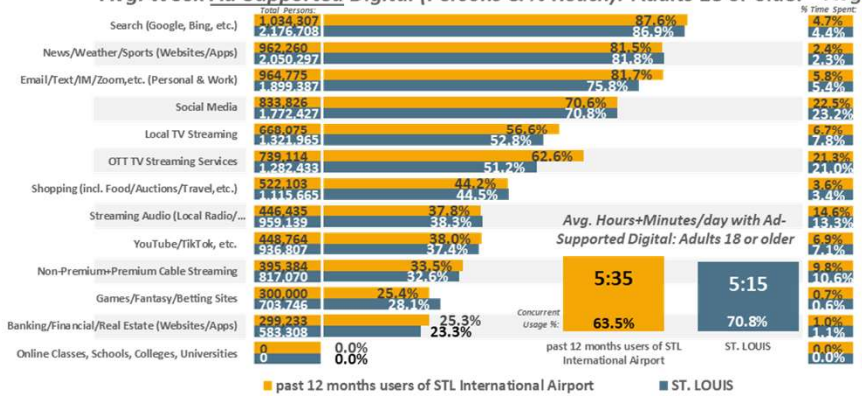


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

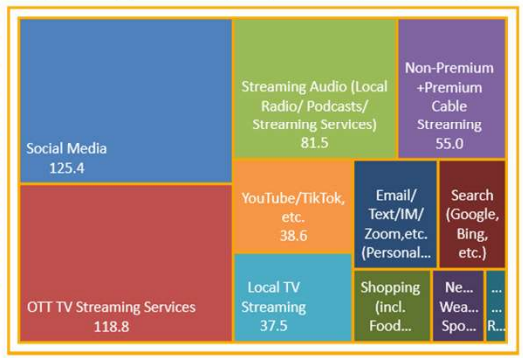


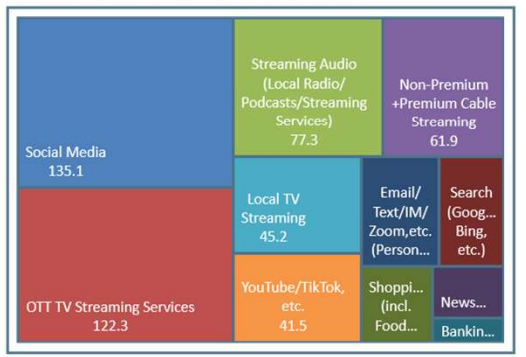


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,042

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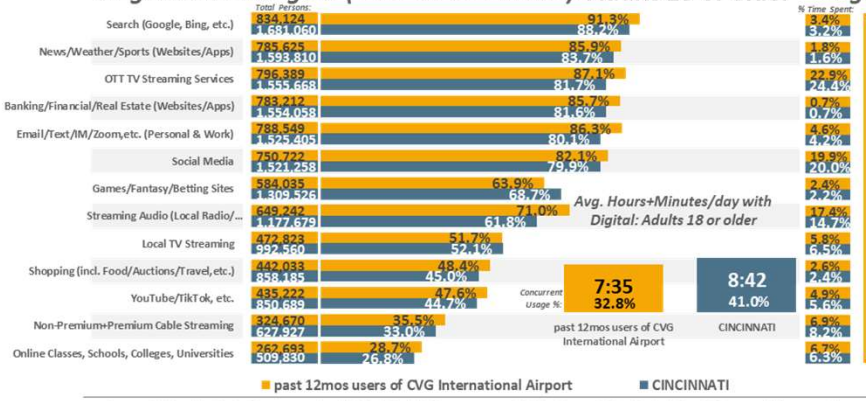
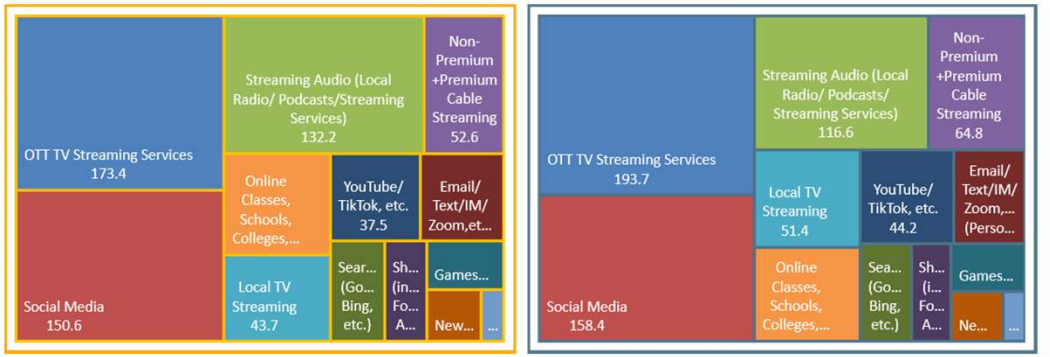
Airports used as point of departure past 12 months: St. Louis Lambert International

661,055 or 72.3% of Adults 18 or older past 12mos users of CVG International Airport use Ad-Supported Social Media for an average of 132.6 minutes every day representing 24.2% of all time spent daily with Ad-Supported Digital Media.

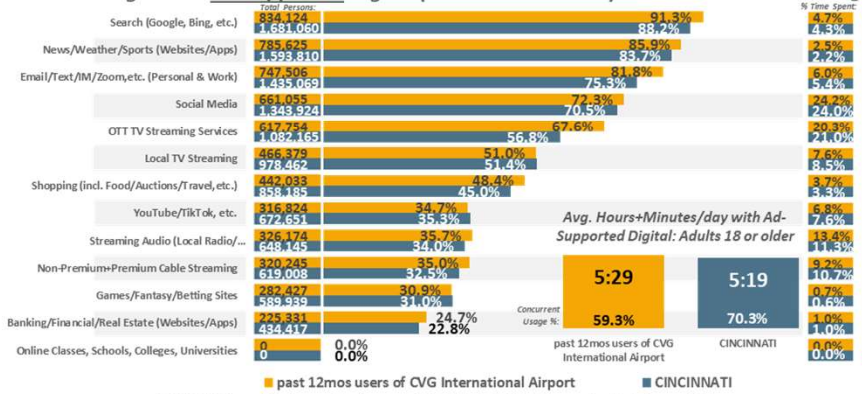
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



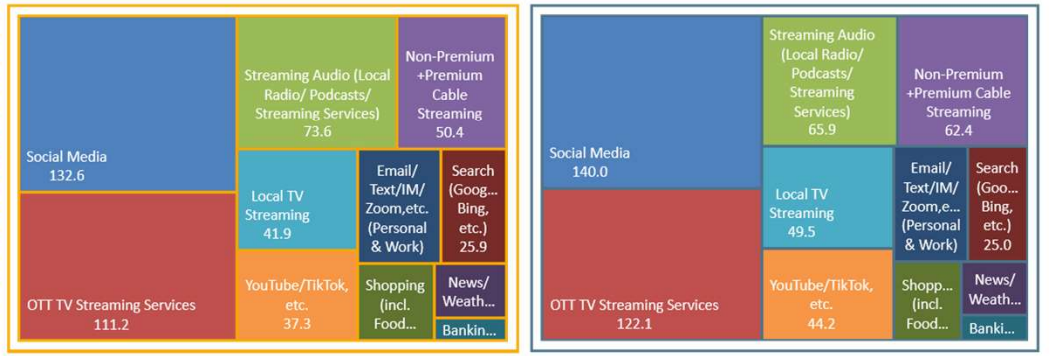
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 988

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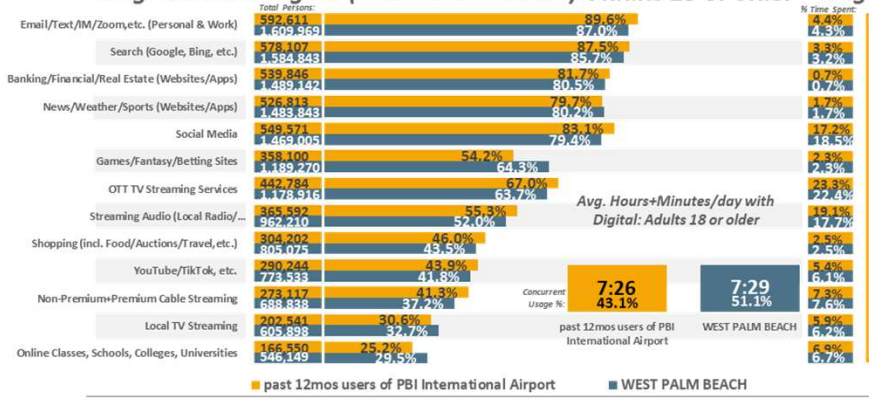
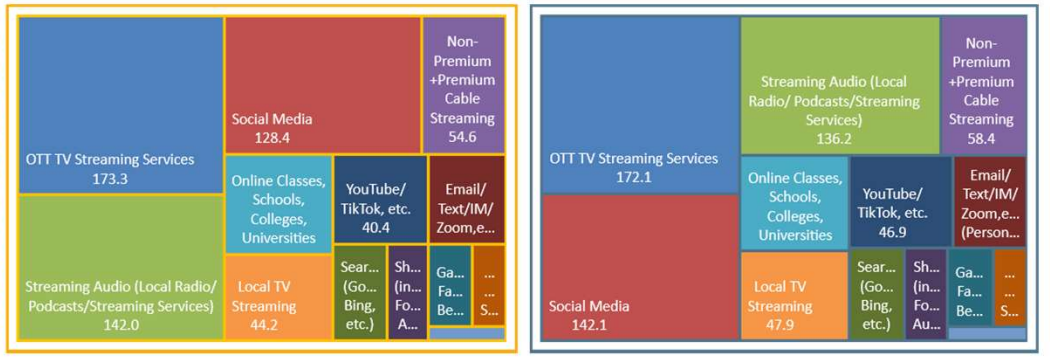
Airports used as point of departure past 12 months: Cincinnati/Northern Kentucky International

502,273 or 76.% of Adults 18 or older past 12mos users of PBI International Airport use Ad-Supported Social Media for an average of 117.3 minutes every day representing 21.3% of all time spent daily with Ad-Supported Digital Media.

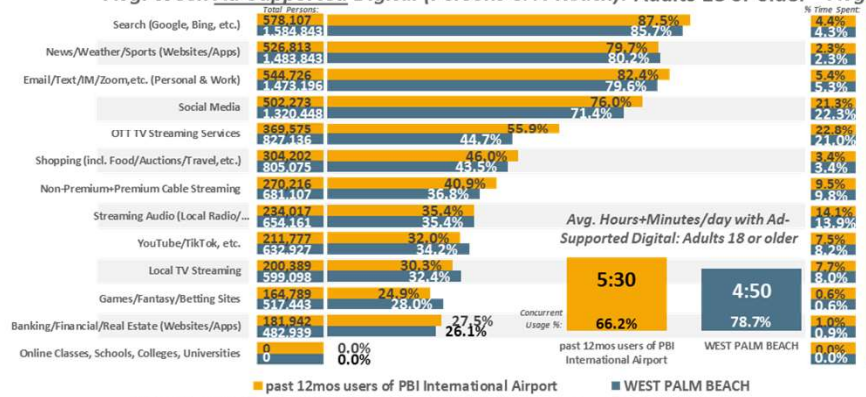
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



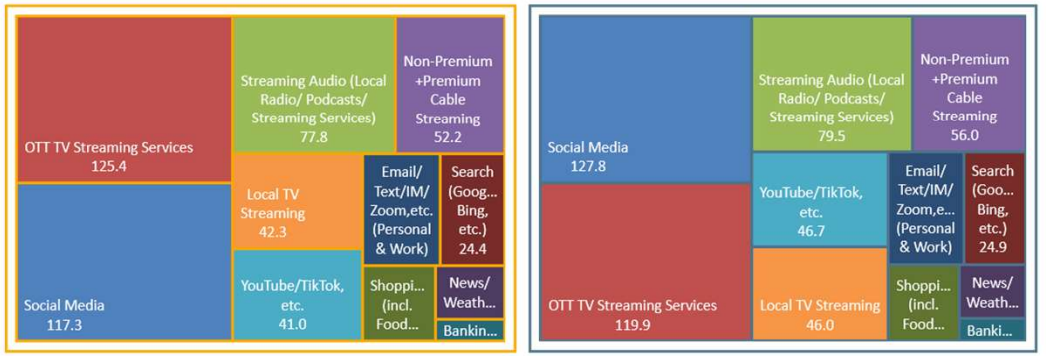
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 882

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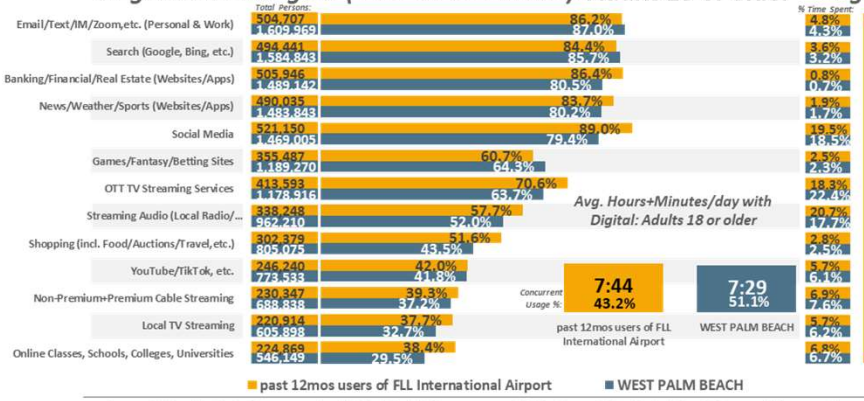
Airports used as point of departure past 12 months: Palm Beach International

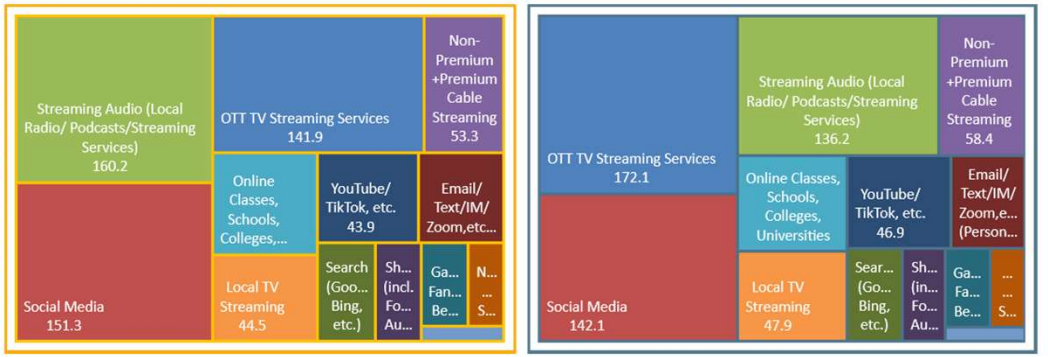
FORT LAUDERDALE-HOLLYWOOD INTERNATIONAL AIRPORT
BROWARD COUNTY, FLORIDA

481,864 or 82.3% of Adults 18 or older past 12mos users of FLL International Airport use Ad-Supported Social Media for an average of 139.9 minutes every day representing 24.2% of all time spent daily with Ad-Supported Digital Media.

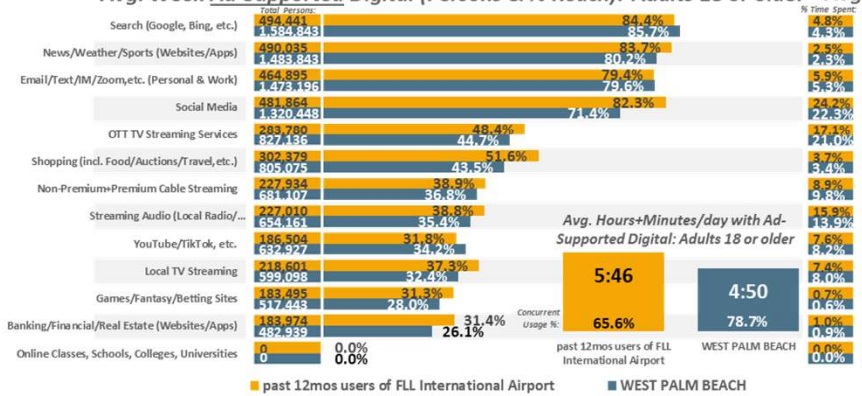
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



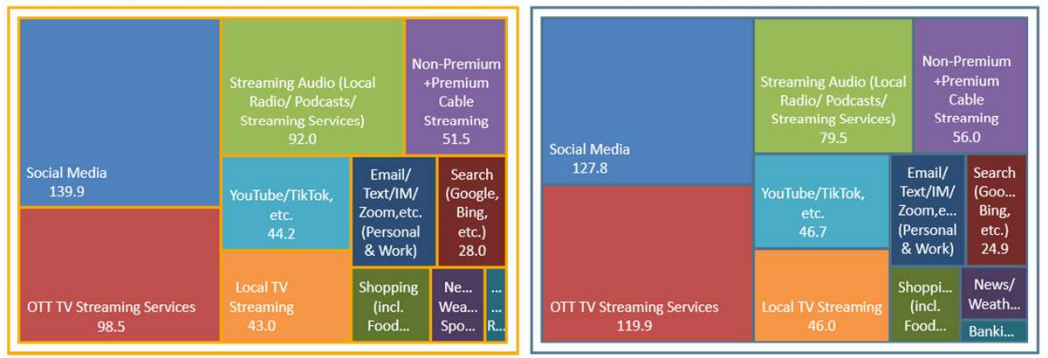
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 636

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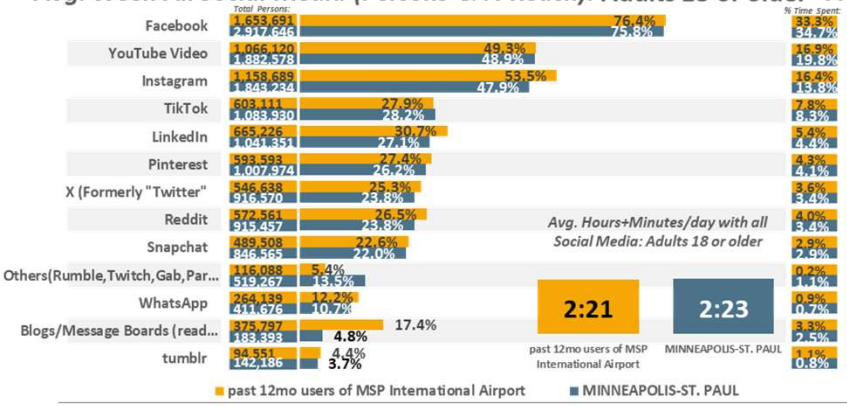
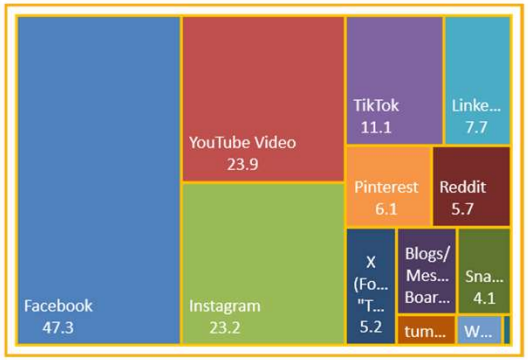
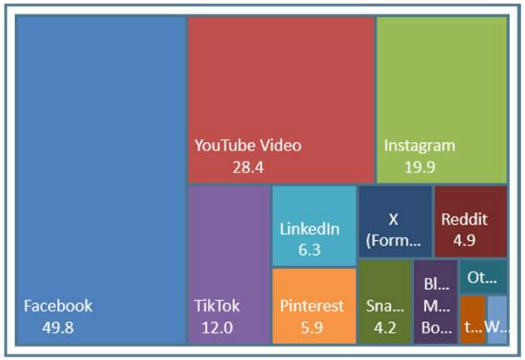
Airports used as point of departure past 12 months: Fort Lauderdale - Hollywood International

1,602,552 or 74.% of Adults 18 or older past 12mo users of MSP International Airport use Ad-Supported Facebook for an average of 43.1 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

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



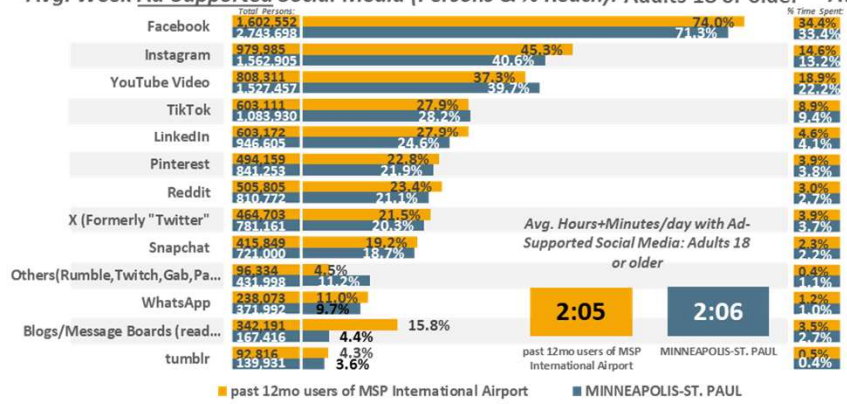


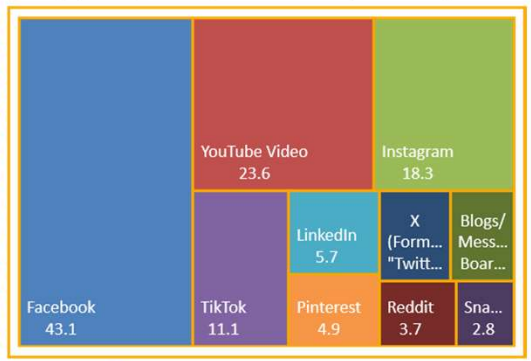


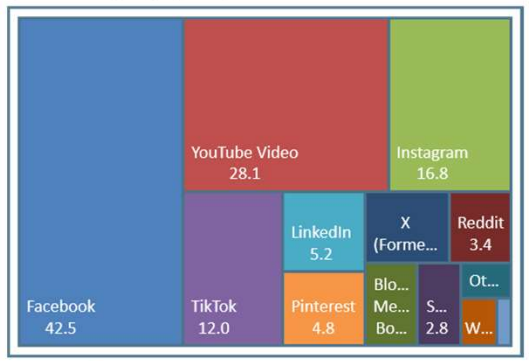
past 12mo users of MSP International Airport ■ MINNEAPOLIS-ST. PAUL

past 12mo users of MSP International Airport ■ MINNEAPOLIS-ST. PAUL

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







past 12mo users of MSP International Airport ■ MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,068

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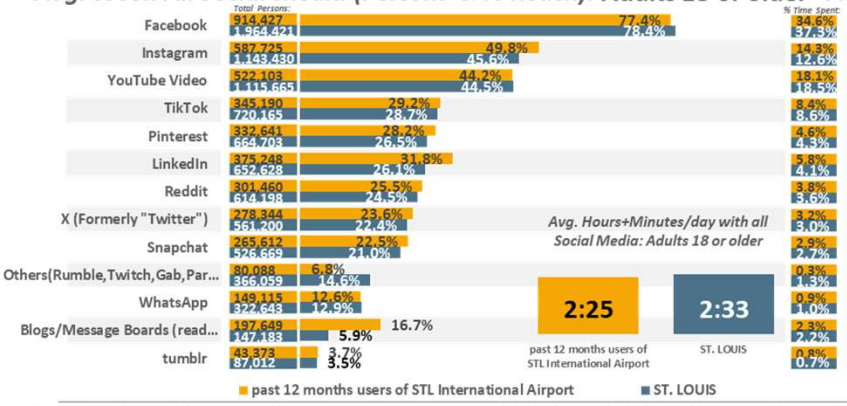
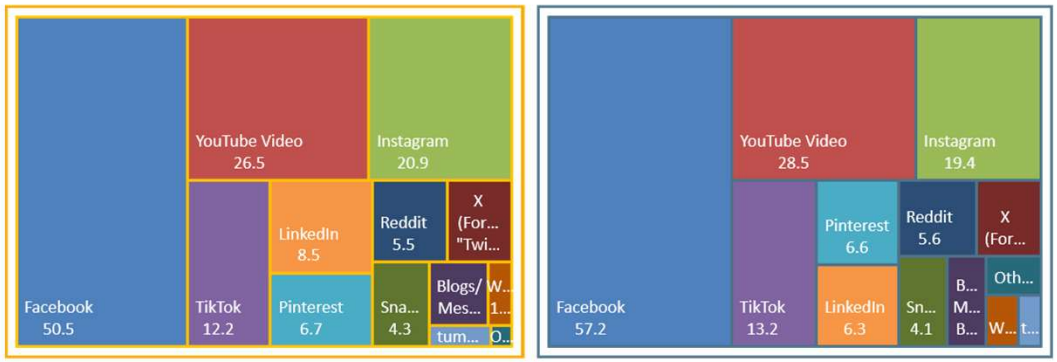
Airports used as point of departure past 12 months: Minneapolis - St. Paul International

833,826 or 70.6% of Adults 18 or older past 12 months users of STL International Airport use Ad-Supported Facebook for an average of 42.1 minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.

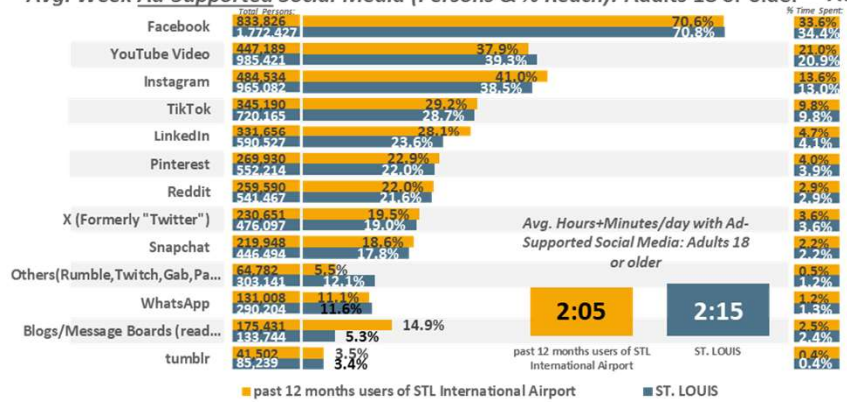
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



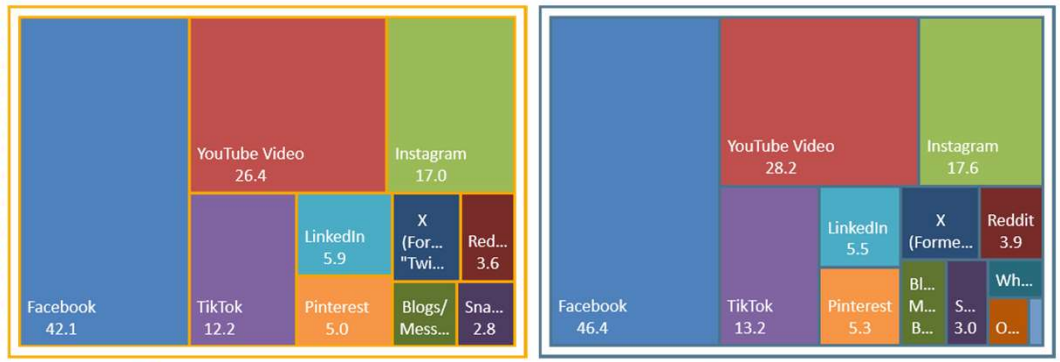
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,042

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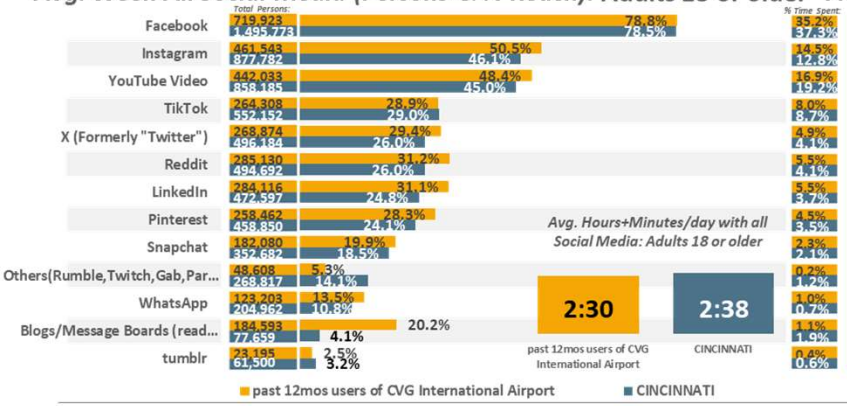
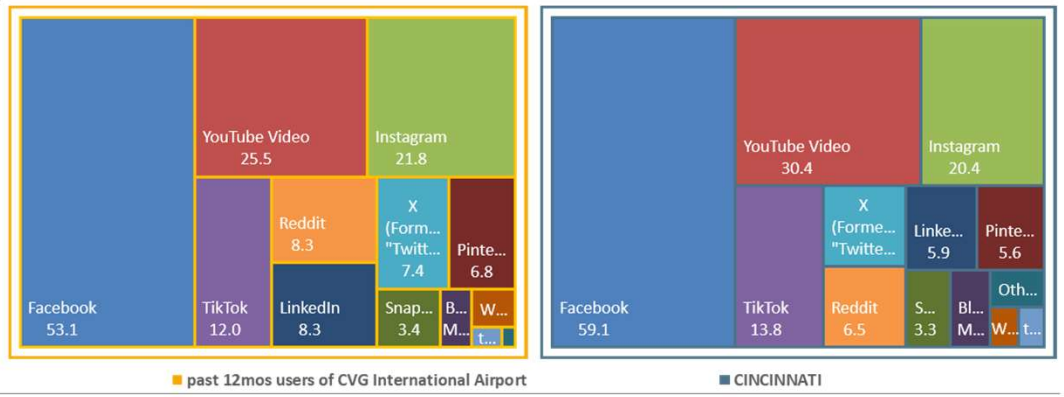
Airports used as point of departure past 12 months: St. Louis Lambert International

661,055 or 72.3% of Adults 18 or older past 12mos users of CVG International Airport use Ad-Supported Facebook for an average of 46.3 minutes every day representing 34.9% of all time spent daily with Ad-Supported Social Media.

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



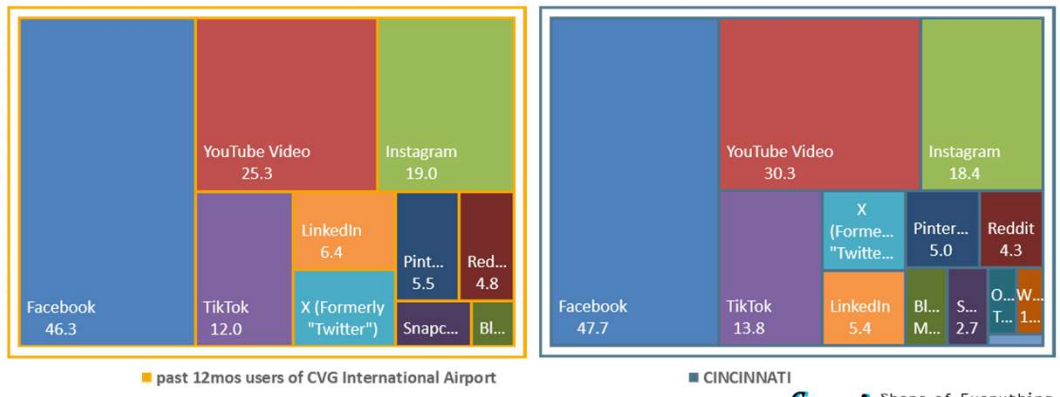
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 988

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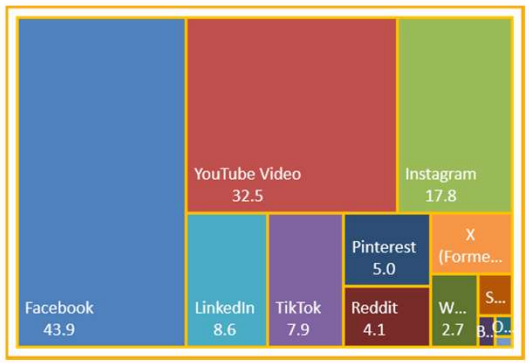
Airports used as point of departure past 12 months: Cincinnati/Northern Kentucky International

487,697 or 73.8% of Adults 18 or older past 12mos users of PBI International Airport use Ad-Supported Facebook for an average of 39.3 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.

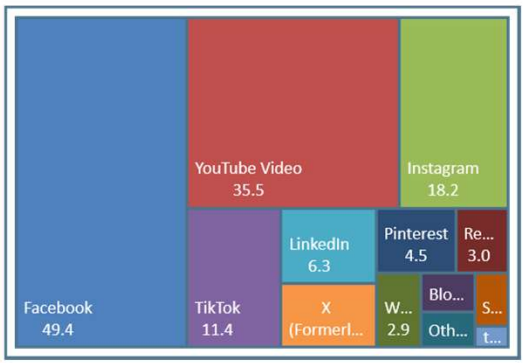
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older





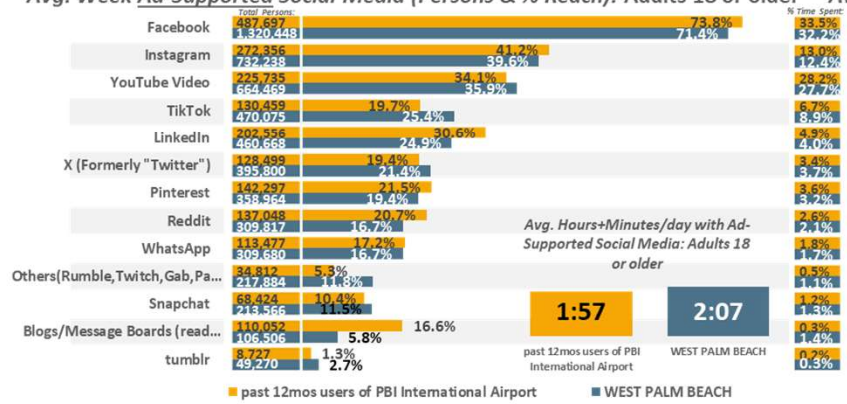
past 12mos users of PBI International Airport

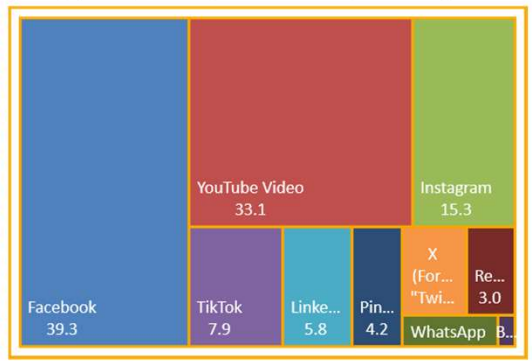
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH

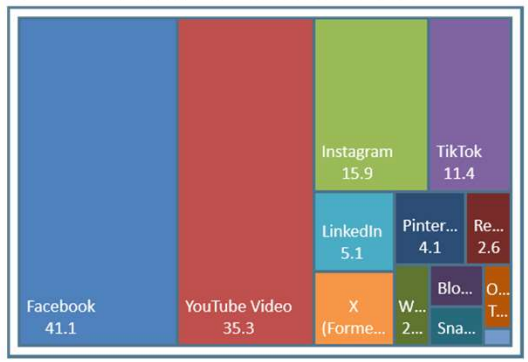
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older





past 12mos users of PBI International Airport

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



WEST PALM BEACH

WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 882

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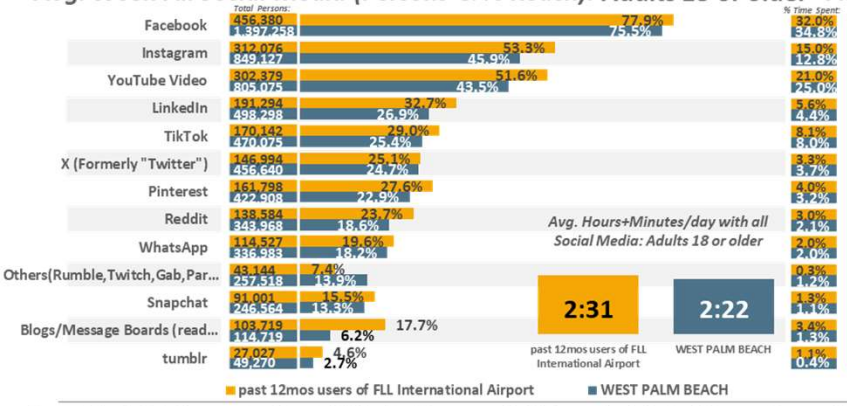
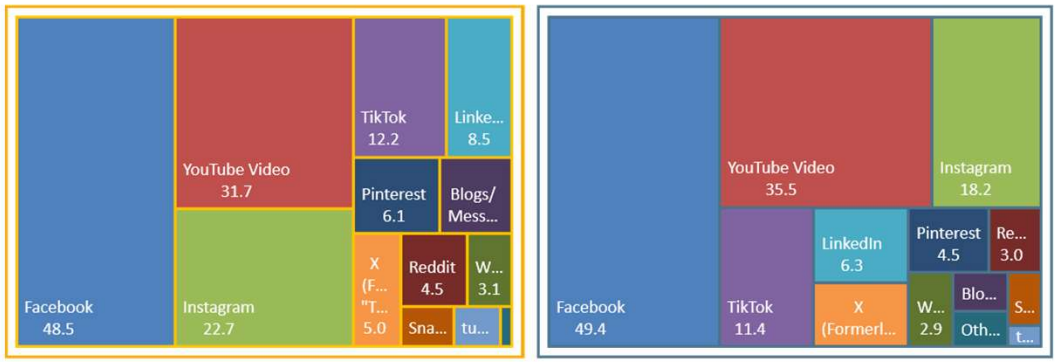
Airports used as point of departure past 12 months: Palm Beach International

456,380 or 77.9% of Adults 18 or older past 12mos users of FLL International Airport use Ad-Supported Facebook for an average of 45.5 minutes every day representing 32.5% of all time spent daily with Ad-Supported Social Media.

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

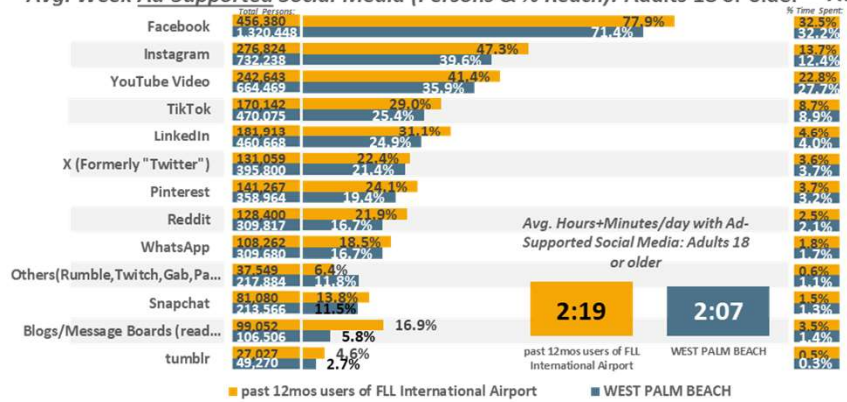


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

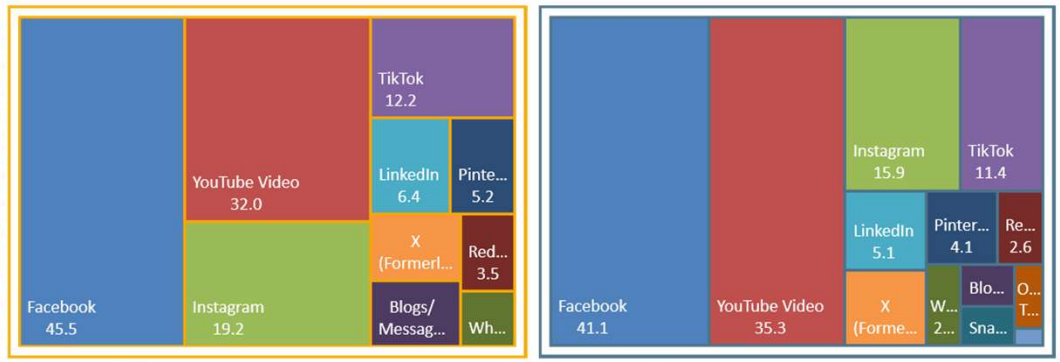


past 12mos users of FLL International Airport ■ WEST PALM BEACH

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



past 12mos users of FLL International Airport ■ WEST PALM BEACH

WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 636

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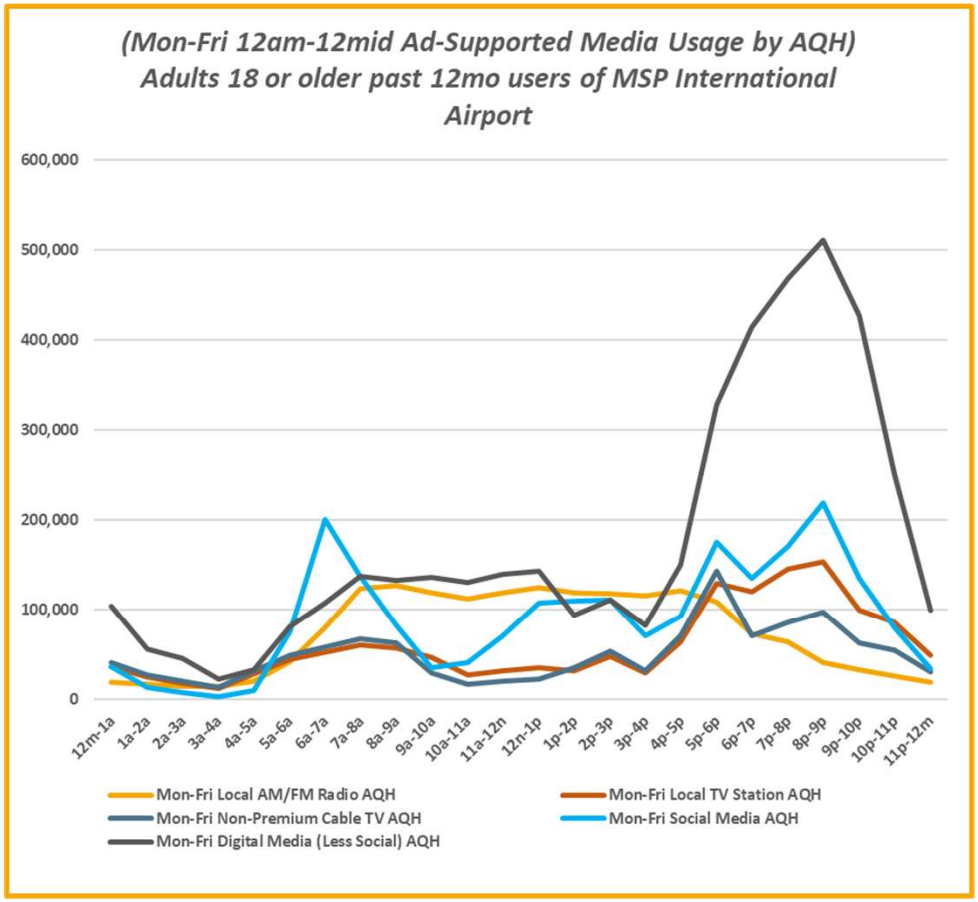
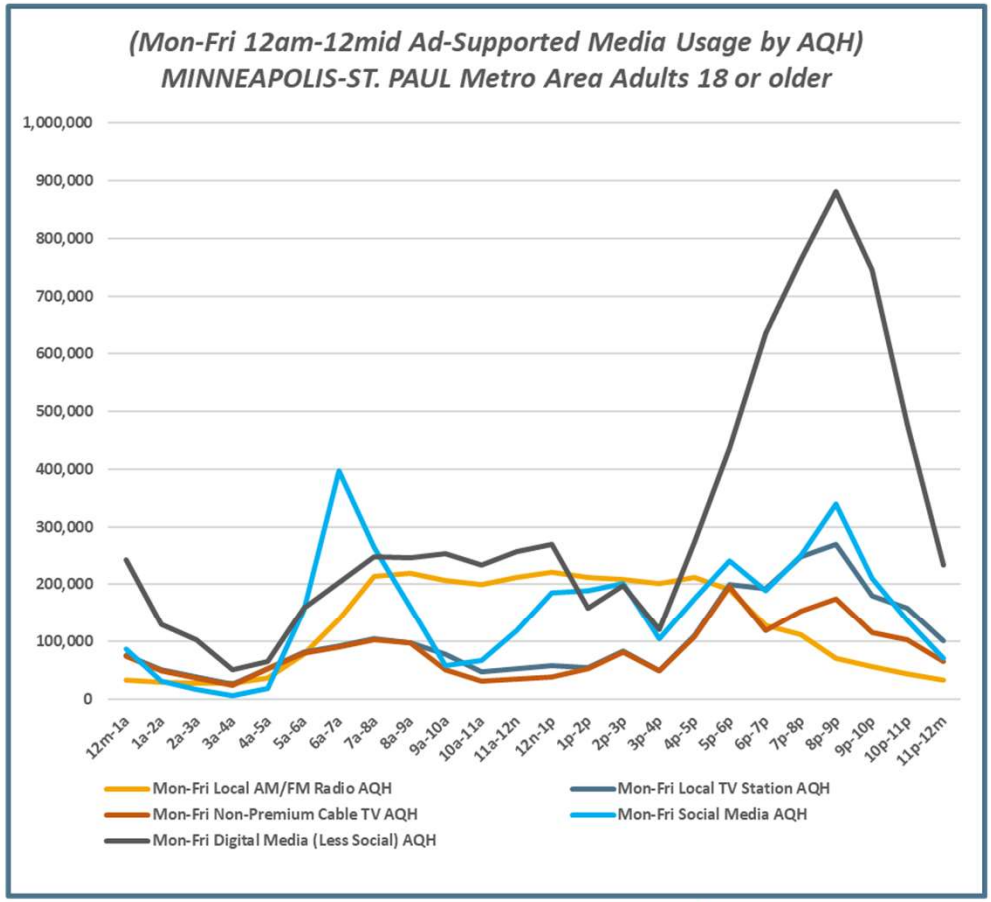
Airports used as point of departure past 12 months: Fort Lauderdale - Hollywood International

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 162,066; Local Radio: 112,338; Social Media: 105,122; Local TV: 56,361; Non-Prem. Cable: 52,384 reaching Adults 18 or older past 12mo users of MSP International Airport.





MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,068

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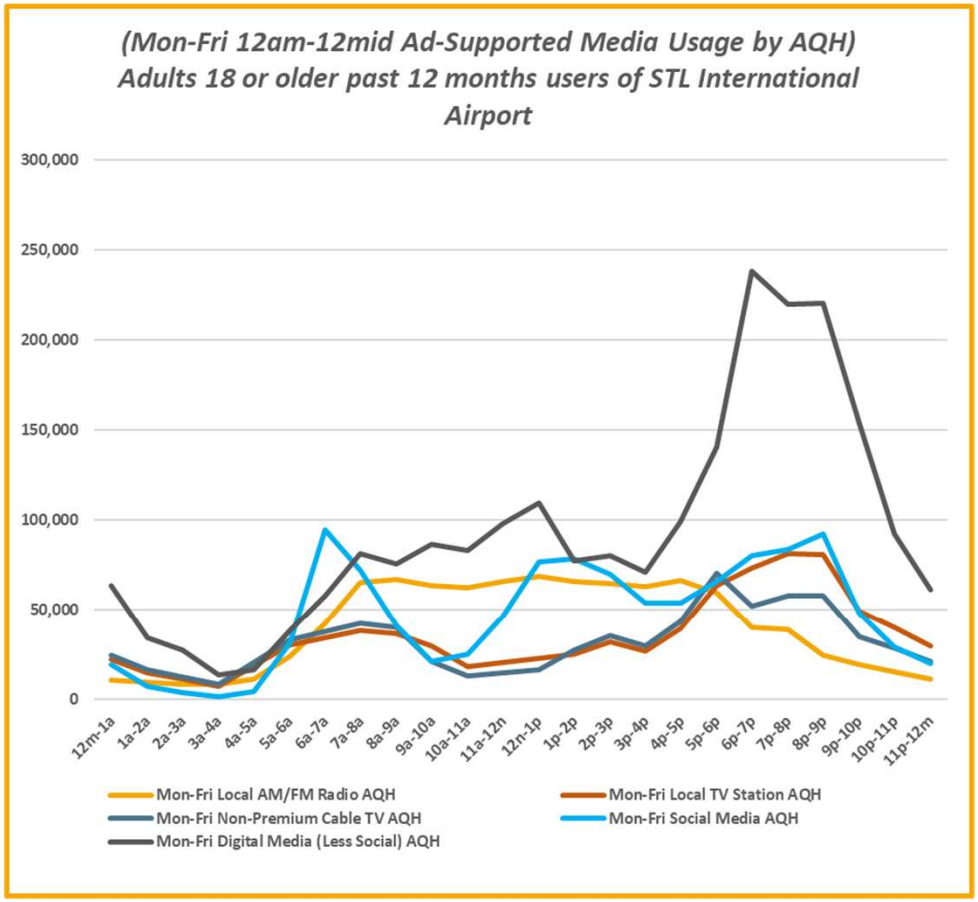
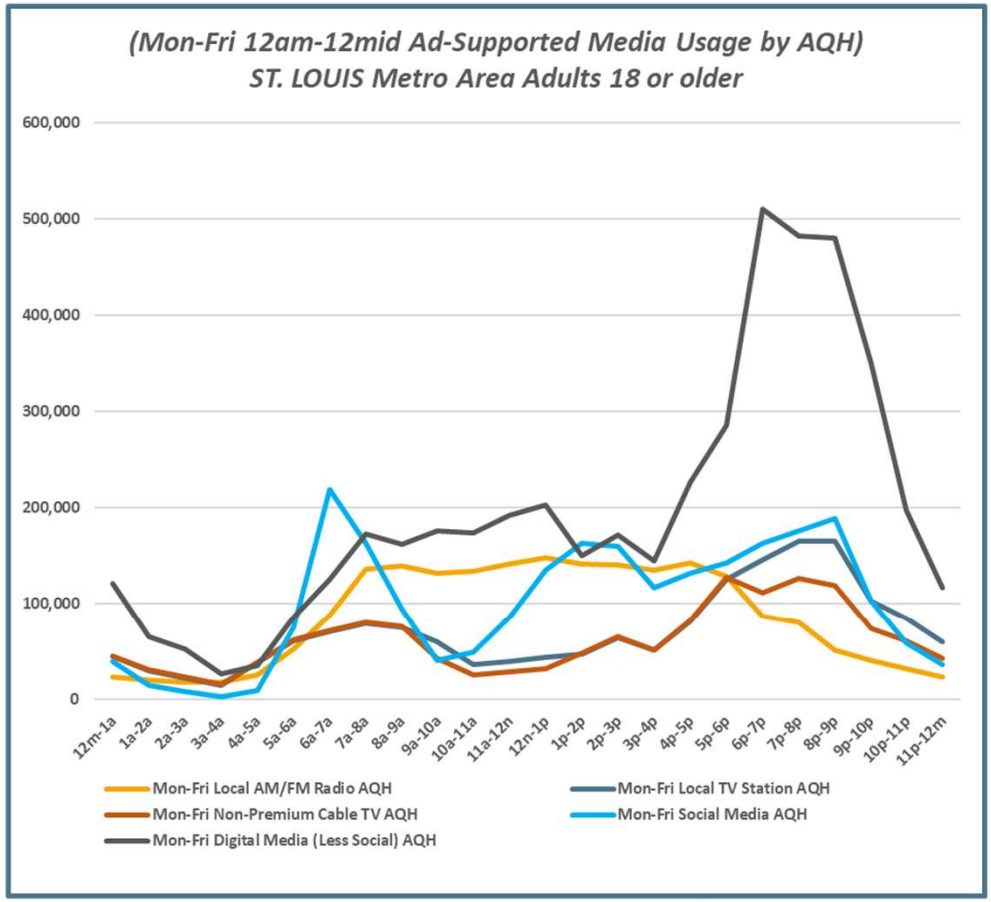
Airports used as point of departure past 12 months: Minneapolis - St. Paul International

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 99,880; Local Radio: 61,033; Social Media: 59,835; Local TV: 35,367; Non-Prem. Cable: 34,036 reaching Adults 18 or older past 12 months users of STL International Airport





ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,042

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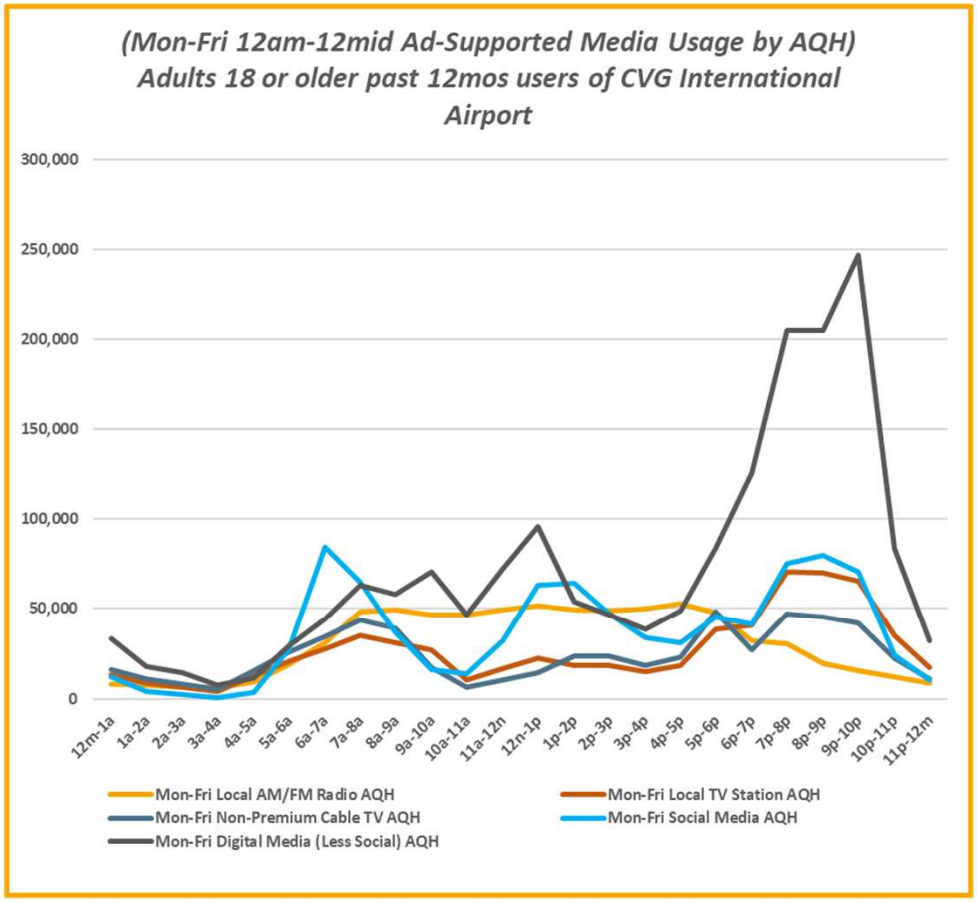
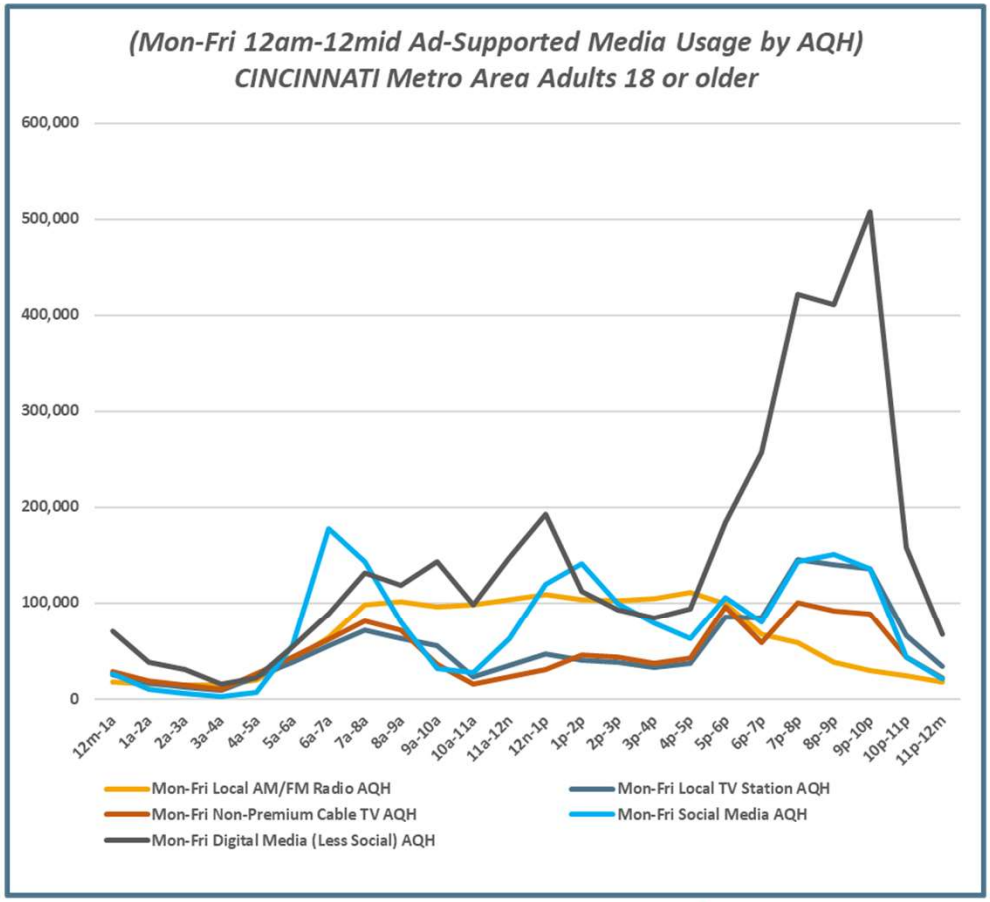
Airports used as point of departure past 12 months: St. Louis Lambert International

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 65,284; Local Radio: 46,513; Social Media: 44,223; Non-Prem. Cable: 25,424; Local TV: 24,609 reaching Adults 18 or older past 12mos users of CVG International Airport.





CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 988

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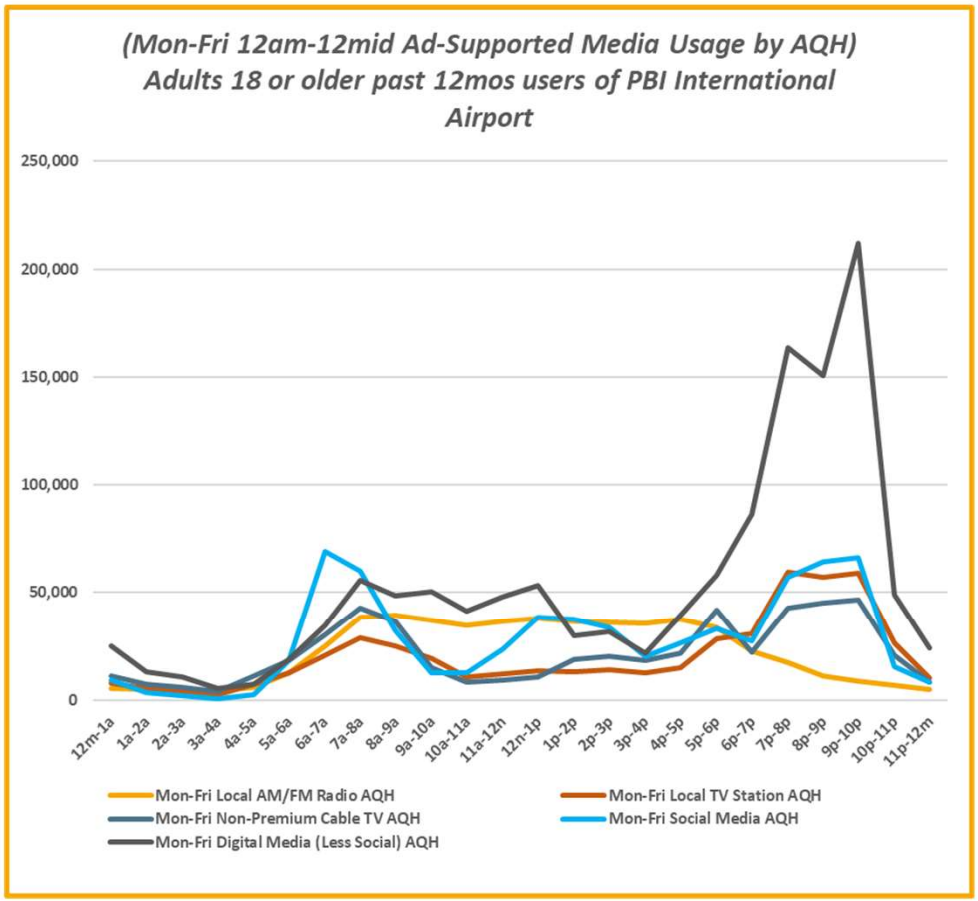
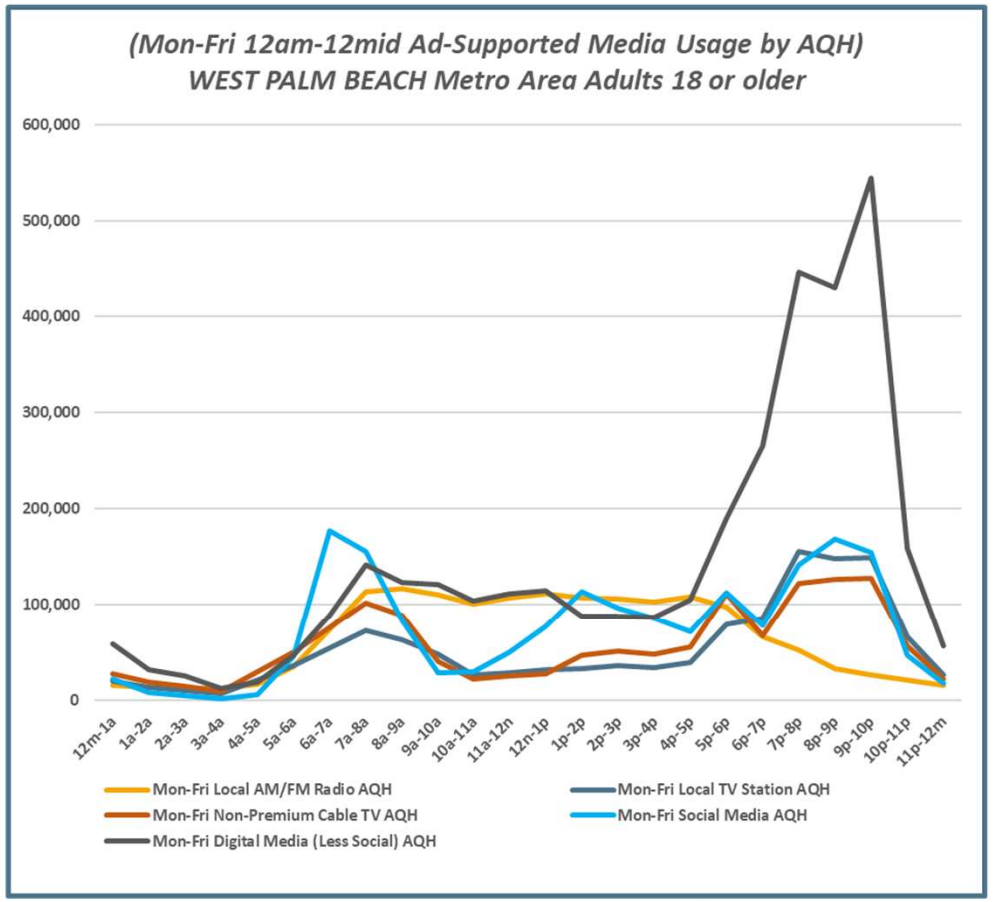
Airports used as point of departure past 12 months: Cincinnati/Northern Kentucky International

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 46,077; Local Radio: 34,691; Social Media: 32,775; Non-Prem. Cable: 22,745; Local TV: 18,653 reaching Adults 18 or older past 12mos users of PBI International Airport.





WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 882

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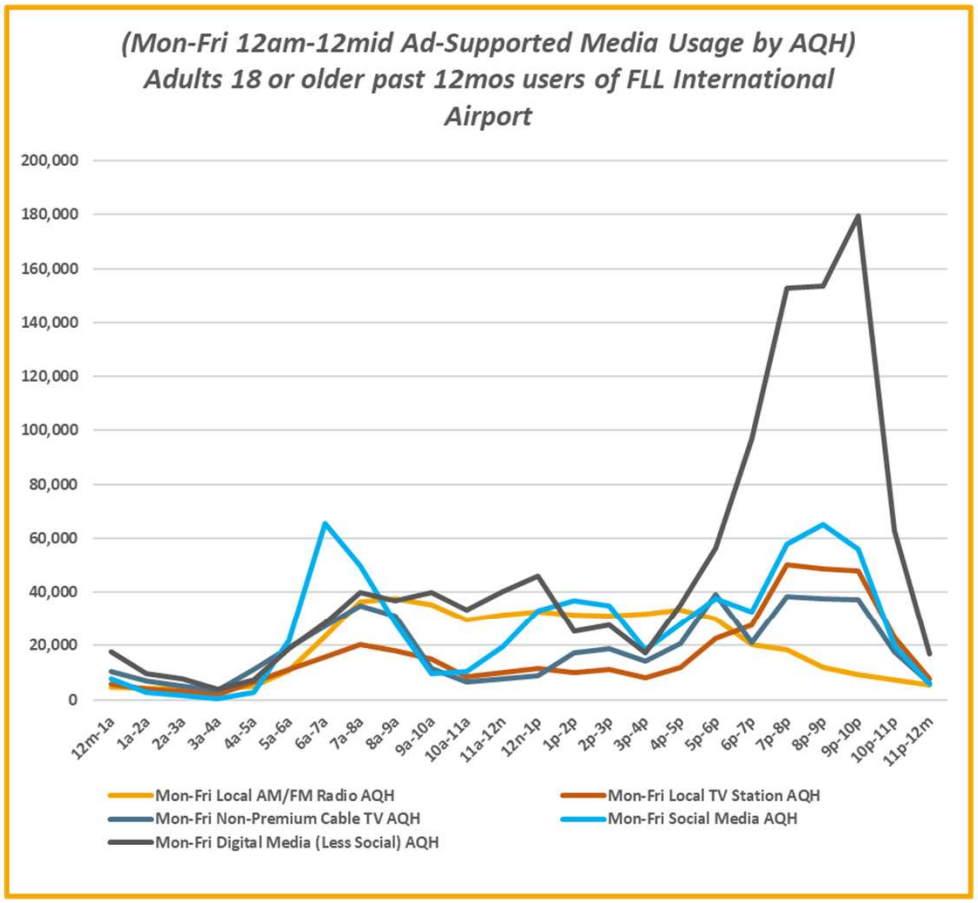
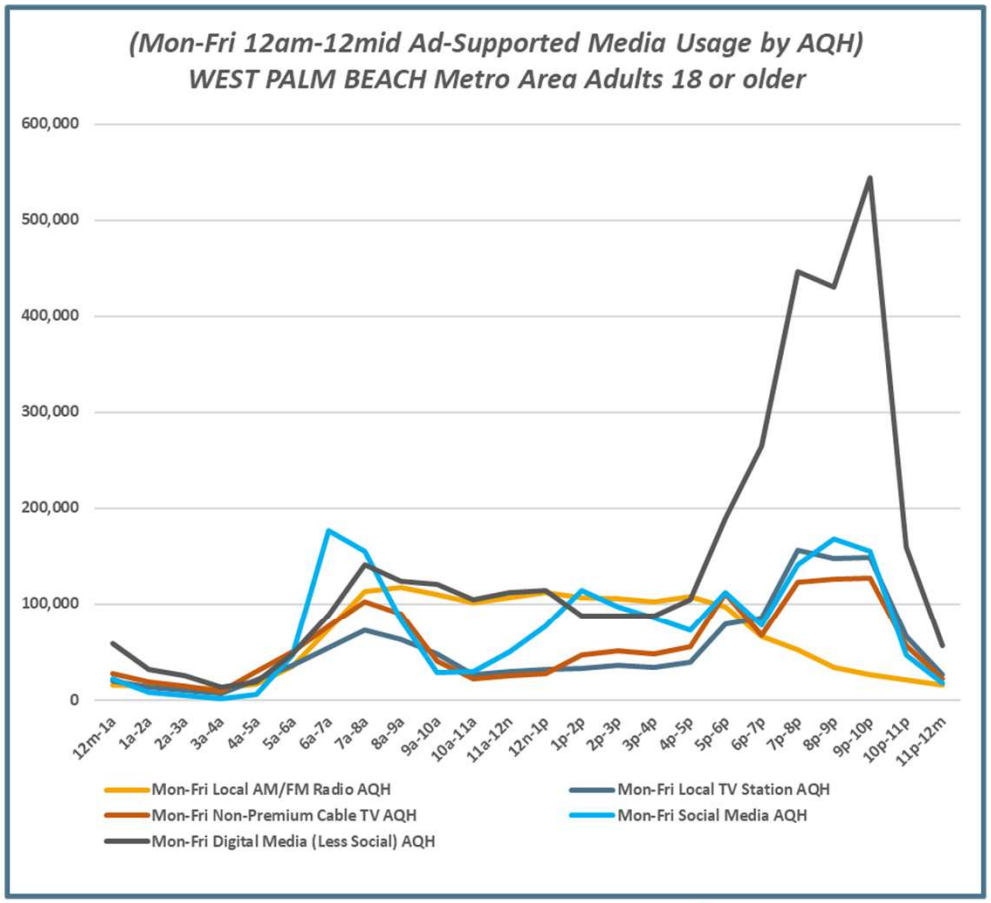
Airports used as point of departure past 12 months: Palm Beach International

FORT LAUDERDALE-HOLLYWOOD INTERNATIONAL AIRPORT
BROWARD COUNTY, FLORIDA

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 40,245; Social Media: 31,125; Local Radio: 31,115; Non-Prem. Cable: 19,858; Local TV: 14,575 reaching Adults 18 or older past 12mos users of FLL International Airport.





WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 636

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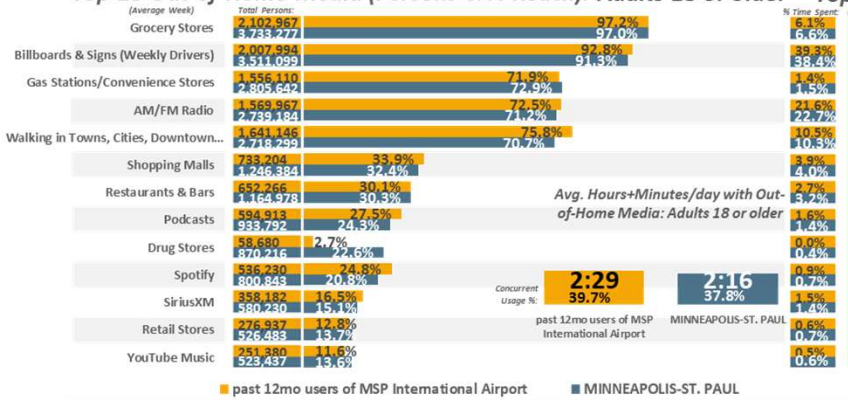
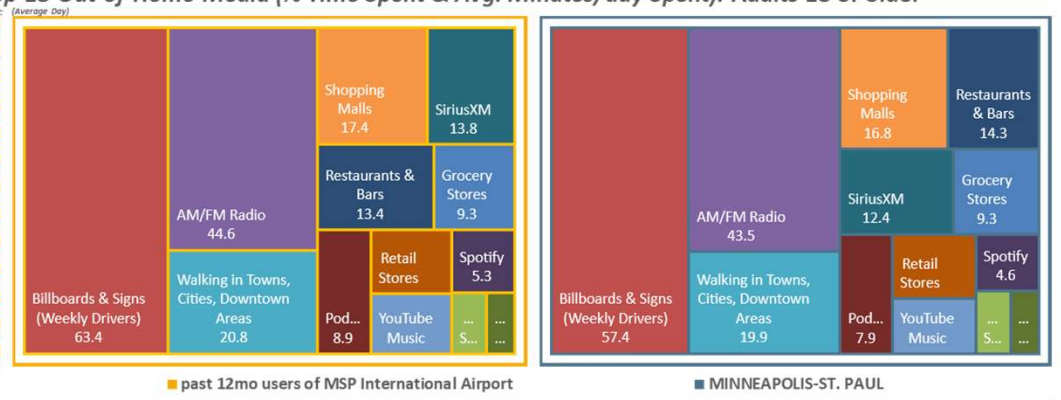
Airports used as point of departure past 12 months: Fort Lauderdale - Hollywood International

2,007,994 or 92.8% of Adults 18 or older past 12mo users of MSP International Airport spend an average of 63.4 minutes per day driving, seeing Billboards and Signs. 68.3% Listen to Local Radio Stations Out-of-Home for an average of 39.4 minutes/day.

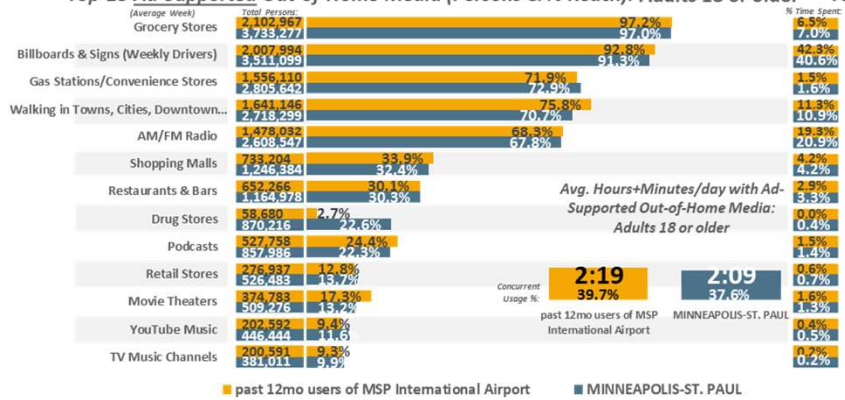
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



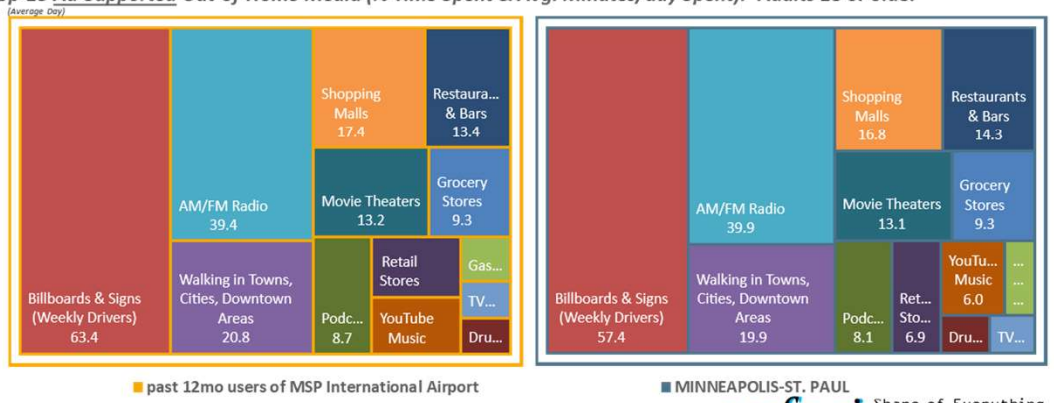
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,068

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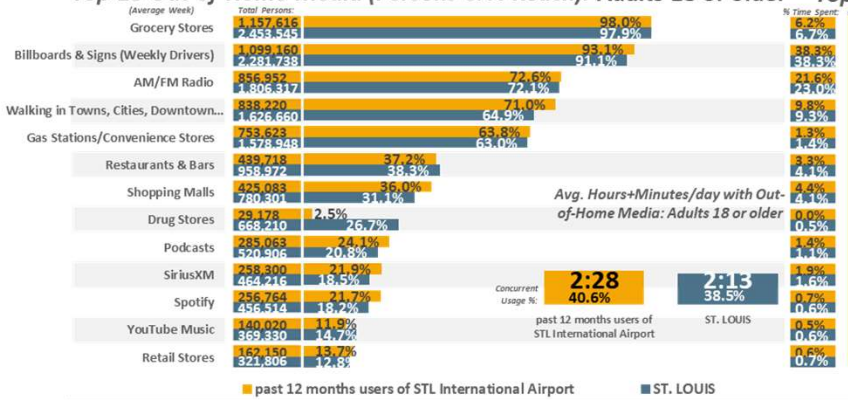
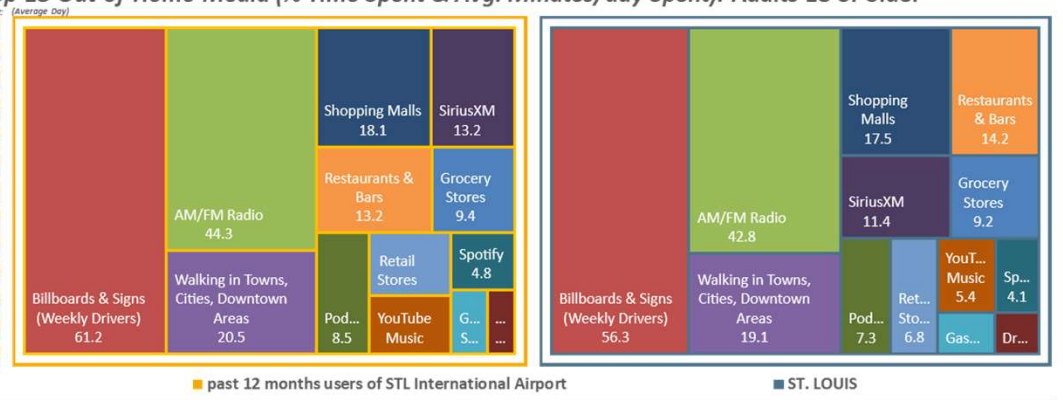
Airports used as point of departure past 12 months: Minneapolis - St. Paul International

1,099,160 or 93.1% of Adults 18 or older past 12 months users of STL International Airport spend an average of 61.2 minutes per day driving, seeing Billboards and Signs. 69.% Listen to Local Radio Stations Out-of-Home for an average of 40.6 minutes/day.

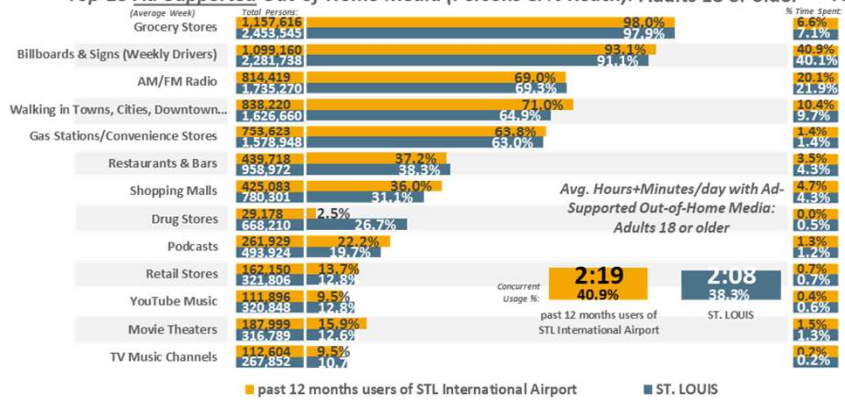
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



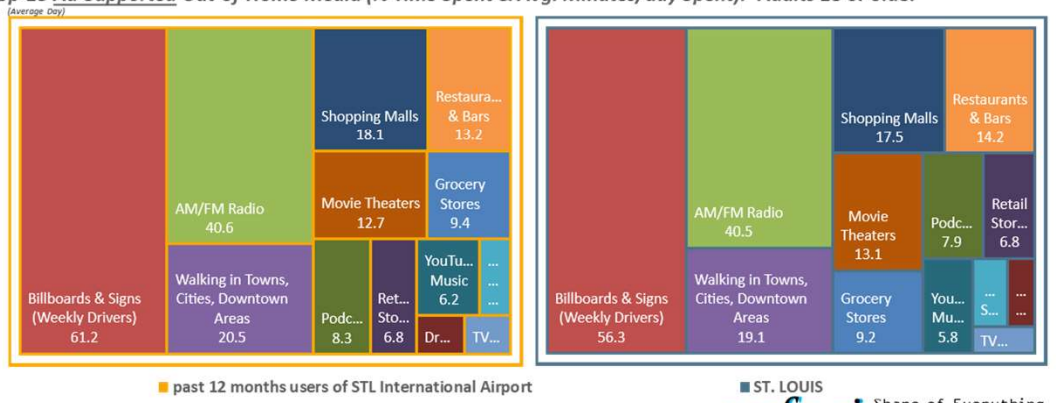
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,042

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Airports used as point of departure past 12 months: St. Louis Lambert International

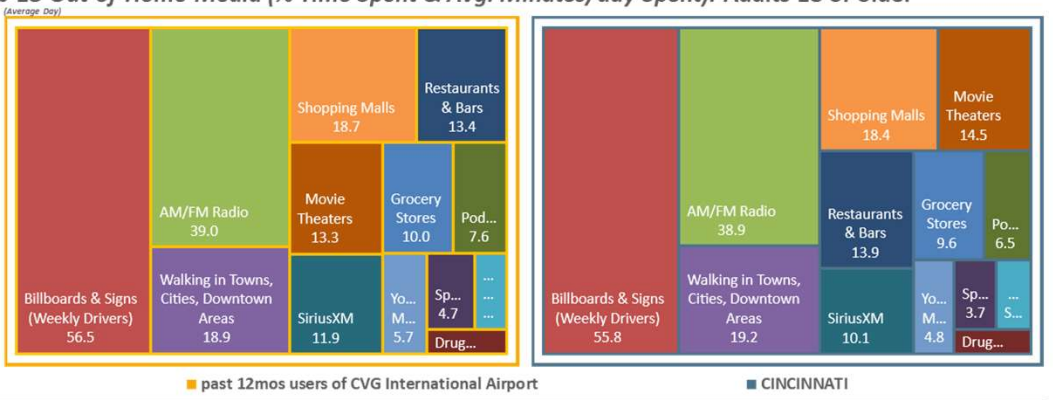
CVG
CINCINNATI/NORTHERN KENTUCKY
INTERNATIONAL AIRPORT

842,511 or 92.2% of Adults 18 or older past 12mos users of CVG International Airport spend an average of 56.5 minutes per day driving, seeing Billboards and Signs. 68.4% Listen to Local Radio Stations Out-of-Home for an average of 36.3 minutes/day.

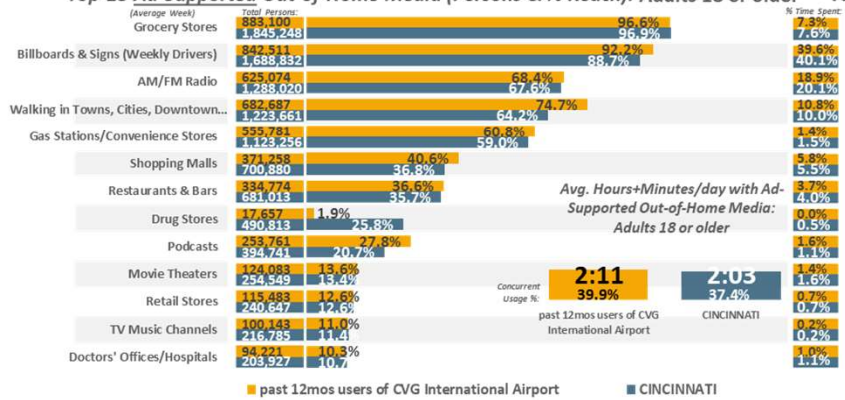
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



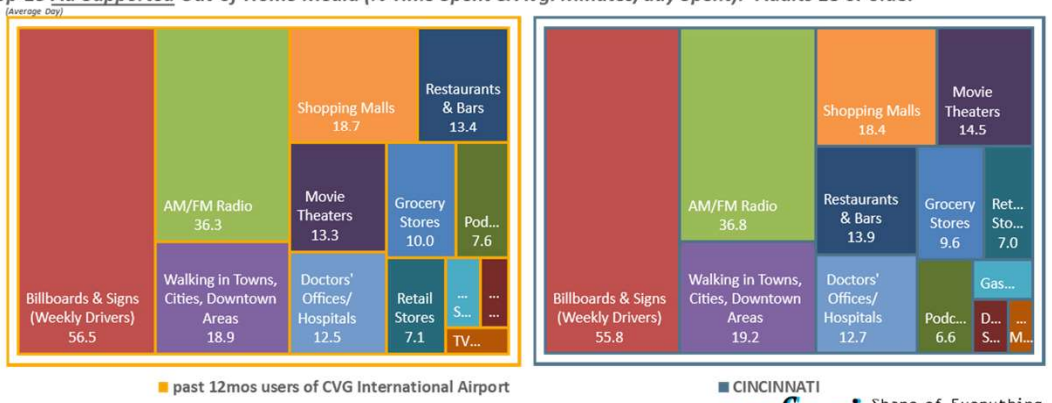
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 988

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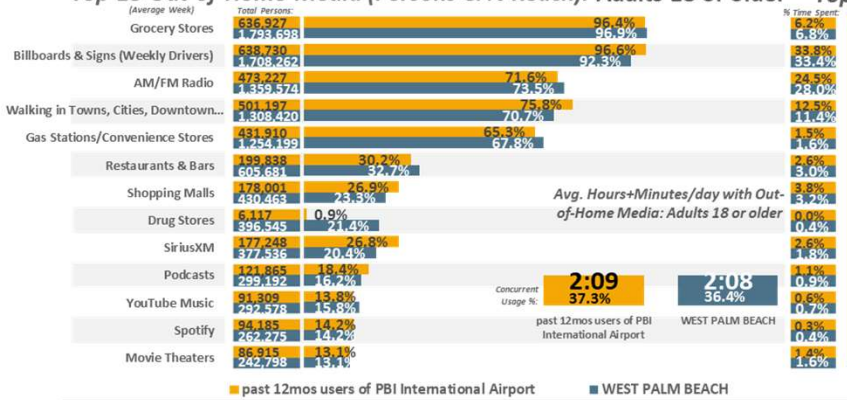
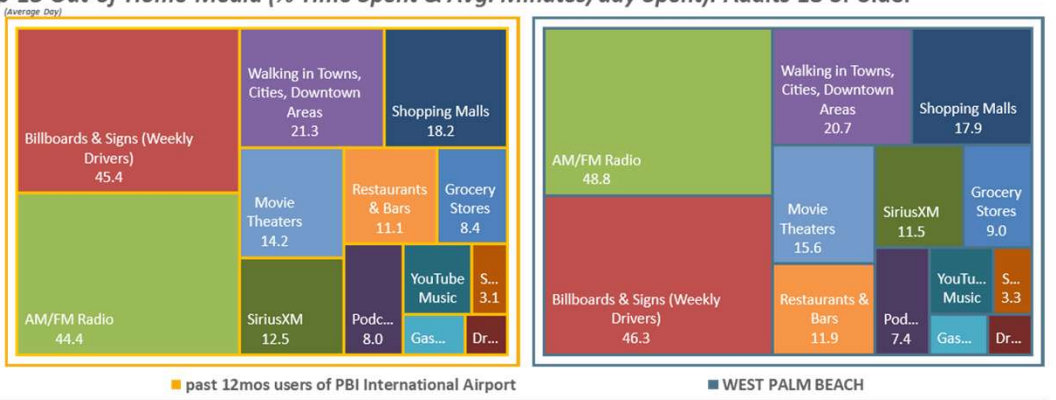
Airports used as point of departure past 12 months: Cincinnati/Northern Kentucky International

638,730 or 96.6% of Adults 18 or older past 12mos users of PBI International Airport spend an average of 45.4 minutes per day driving, seeing Billboards and Signs. 67.9% Listen to Local Radio Stations Out-of-Home for an average of 41.3 minutes/day.

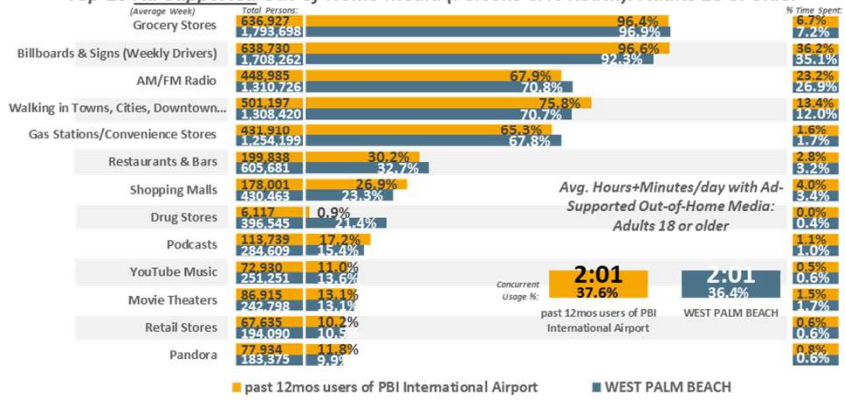
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



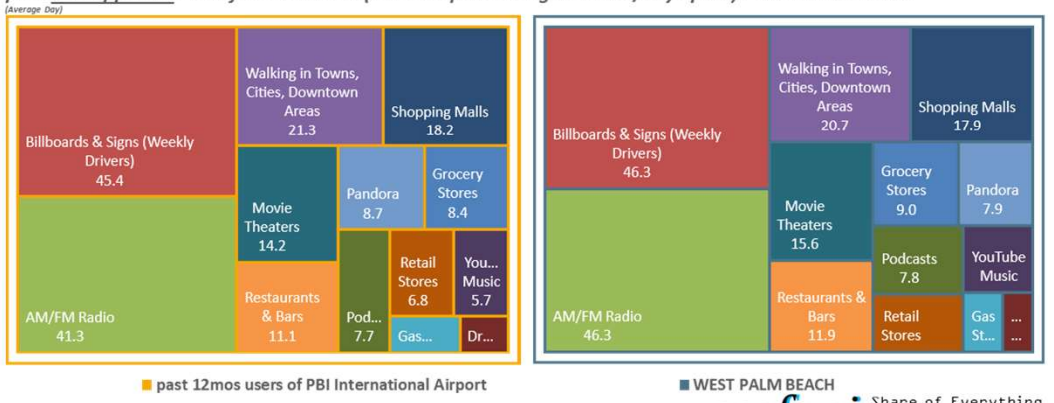
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 882

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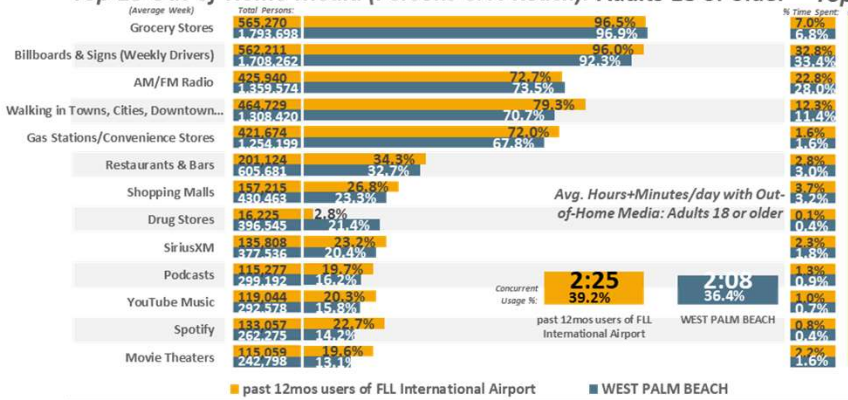
Airports used as point of departure past 12 months: Palm Beach International

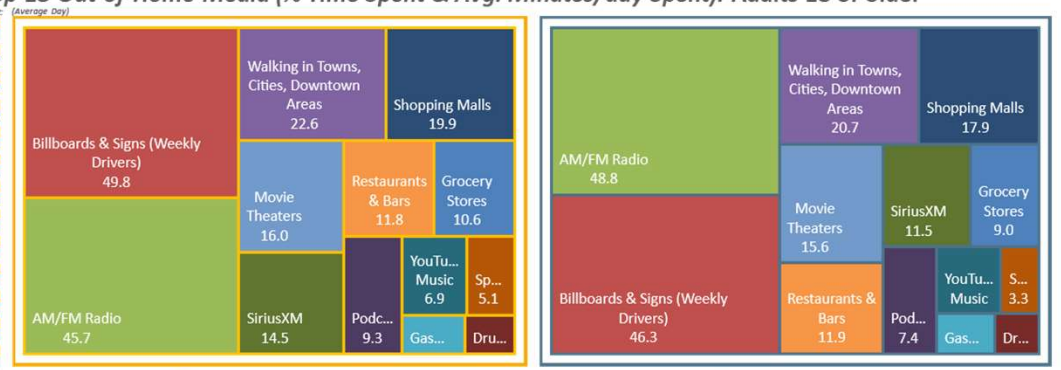
FORT LAUDERDALE-HOLLYWOOD INTERNATIONAL AIRPORT
BROWARD COUNTY, FLORIDA

562,211 or 96.% of Adults 18 or older past 12mos users of FLL International Airport spend an average of 49.8 minutes per day driving, seeing Billboards and Signs. 69.7% Listen to Local Radio Stations Out-of-Home for an average of 43. minutes/day.

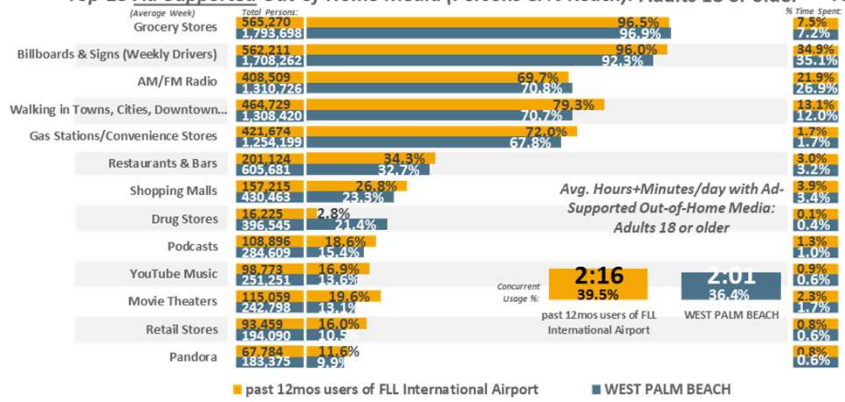
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



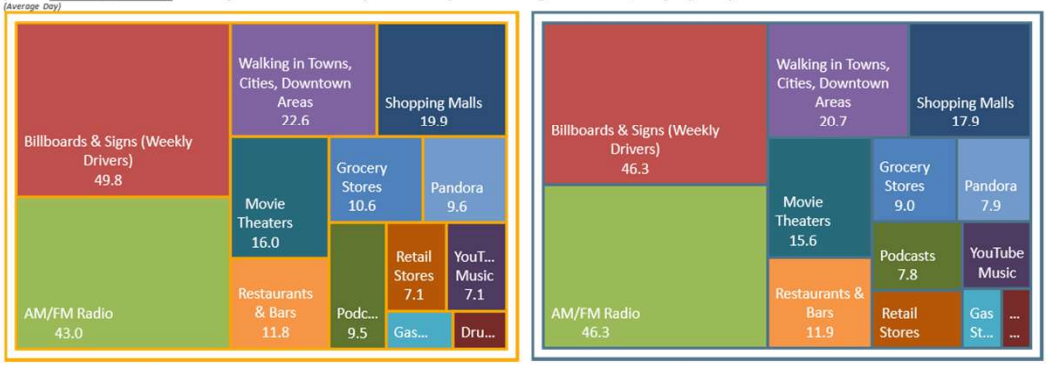
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 636

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Airports used as point of departure past 12 months: Fort Lauderdale - Hollywood International

2,007,994 or 92.8% of Adults 18 or older past 12mo users of MSP International Airport spend an average of 63.4 minutes per day driving an average of 36.9 miles each day and are 33.7% more likely to use I-394 than the Metro average.

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

	past 12mo users of MSP International Airport		MINNEAPOLIS-ST. PAUL	
I-94 west of I-35W	642,139	29.7%	967,966	25.2%
I-94 east of I-35W	607,925	28.1%	874,464	22.7%
I-494 west of I-35W	560,014	25.9%	828,402	21.5%
I-35W south of I-94	532,708	24.6%	784,549	20.4%
I-35W north of I-94	527,029	24.3%	798,348	20.8%
US 10	481,855	22.3%	873,487	22.7%
I-494 east of I-35W	469,680	21.7%	678,976	17.6%
I-35E south of I-94	455,544	21.0%	640,087	16.6%
I-35E north of I-94	435,082	20.1%	665,421	17.3%
I-394	383,361	17.7%	509,504	13.2%
MN 100	379,109	17.5%	556,077	14.5%
US 169 south of I-394	363,517	16.8%	534,322	13.9%
I-694 west of I-35W	340,243	15.7%	573,161	14.9%
MN 55	334,858	15.5%	475,631	12.4%
US 169 north of I-394	334,113	15.4%	544,152	14.1%
I-694 east of I-35W	313,236	14.5%	550,529	14.3%
Snelling Avenue	272,665	12.6%	431,221	11.2%
MN 77 (Cedar Avenue)	263,750	12.2%	374,354	9.7%
Hennepin Avenue	242,403	11.2%	353,626	9.2%
US 52	236,099	10.9%	385,599	10.0%
MN 7	232,934	10.8%	373,885	9.7%
MN 36	230,995	10.7%	394,692	10.3%
County Road 42	230,710	10.7%	330,446	8.6%
Lake Street	210,026	9.7%	334,492	8.7%
MN 47 (University Avenue)	195,642	9.0%	342,056	8.9%
MN 65 (Central Avenue)	187,181	8.6%	368,443	9.6%

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

Avg. Miles/Day Driving: → 36.9

1:03 — past 12mo users of MSP International Airport

0:57 → 33.4 — MINNEAPOLIS-ST. PAUL

Top-26 Residential Zip Codes: Adults 18 or older

	past 12mo users of MSP International Airport		MINNEAPOLIS-ST. PAUL	
55406	53,380	2.47%	65,146	1.69%
55016	39,917	1.84%	50,646	1.32%
55126	37,954	1.75%	51,986	1.35%
55104	33,631	1.55%	56,686	1.47%
55303	32,967	1.52%	83,185	2.16%
55124	30,966	1.43%	41,619	1.08%
55379	30,871	1.43%	44,365	1.15%
55418	28,900	1.34%	51,107	1.33%
55044	26,678	1.23%	35,752	0.93%
55372	26,155	1.21%	38,864	1.01%
55025	25,780	1.19%	33,974	0.88%
55387	24,395	1.13%	24,446	0.64%
55316	23,201	1.07%	28,507	0.74%
55304	22,817	1.05%	34,074	0.89%
55337	22,756	1.05%	39,892	1.04%
55129	22,189	1.03%	22,358	0.58%
55444	21,329	0.99%	21,073	0.55%
55105	21,252	0.98%	21,951	0.57%
55106	21,070	0.97%	39,044	1.01%
55426	20,735	0.96%	25,106	0.65%
55318	20,715	0.96%	29,256	0.76%
55448	19,831	0.92%	33,201	0.86%
55423	19,690	0.91%	30,672	0.80%
55068	19,629	0.91%	26,110	0.68%
55082	19,173	0.89%	26,867	0.70%
55122	19,111	0.88%	21,343	0.55%

Top-26 Employment Zip Codes: Adults 18 or older

	past 12mo users of MSP International Airport		MINNEAPOLIS-ST. PAUL	
55125	33,881	1.57%	35,928	0.93%
55402	30,053	1.39%	30,394	0.79%
55379	27,816	1.29%	28,533	0.74%
55416	27,376	1.26%	53,014	1.38%
55126	26,009	1.20%	40,963	1.06%
55403	24,086	1.11%	24,088	0.63%
55421	22,655	1.05%	32,765	0.85%
55303	21,714	1.00%	42,685	1.11%
55077	21,045	0.97%	20,865	0.54%
55318	20,925	0.97%	24,923	0.65%
55413	20,256	0.94%	19,914	0.52%
55418	19,025	0.88%	30,467	0.79%
55441	19,012	0.88%	30,202	0.79%
55414	18,352	0.85%	32,675	0.85%
55101	18,128	0.84%	19,762	0.51%
55407	18,035	0.83%	23,813	0.62%
55369	17,933	0.83%	20,718	0.54%
55435	17,925	0.83%	18,702	0.49%
55444	17,728	0.82%	19,652	0.51%
55112	16,741	0.77%	32,464	0.84%
55025	16,295	0.75%	19,682	0.51%
55104	16,061	0.74%	21,402	0.56%
55415	15,717	0.73%	15,162	0.39%
54022	15,421	0.71%	19,308	0.50%
56601	15,161	0.70%	25,021	0.65%
55455	14,832	0.69%	19,539	0.51%

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MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,068

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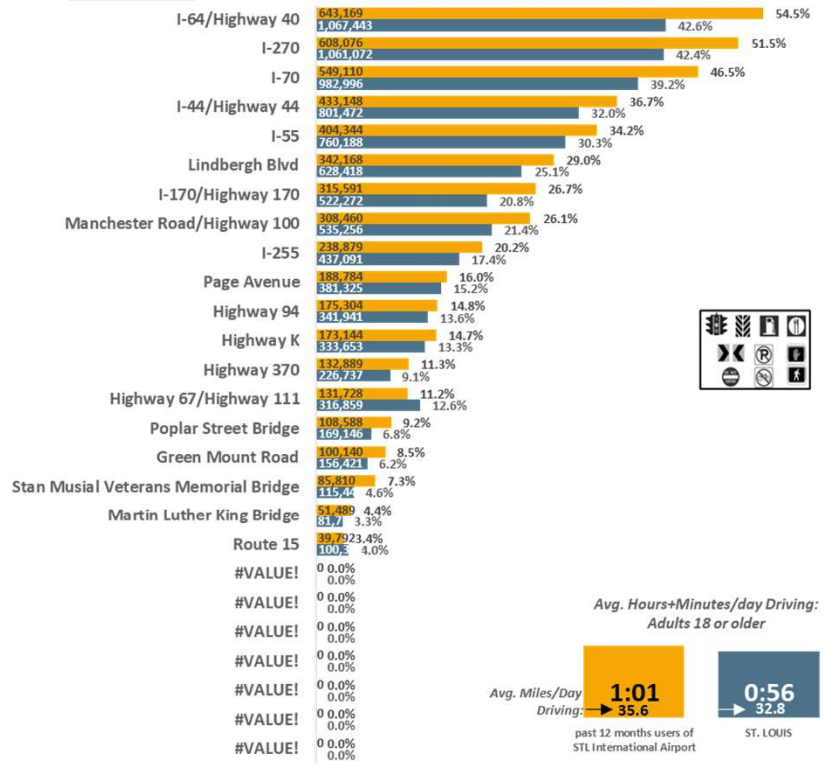
Airports used as point of departure past 12 months: Minneapolis - St. Paul International

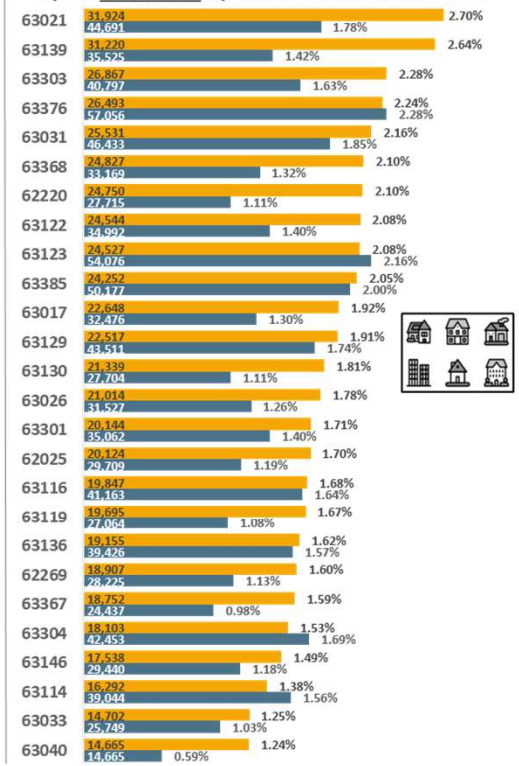
1,099,160 or 93.1% of Adults 18 or older past 12 months users of STL International Airport spend an average of 61.2 minutes per day driving an average of 35.6 miles each day and are 57.7% more likely to use Stan Musial Veterans Memorial Bridge than the Me

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

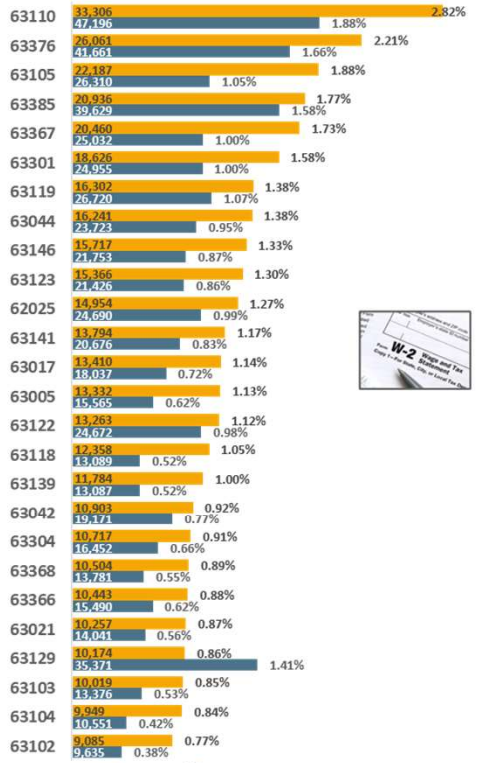


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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■ past 12 months users of STL International Airport ■ ST. LOUIS

ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,042

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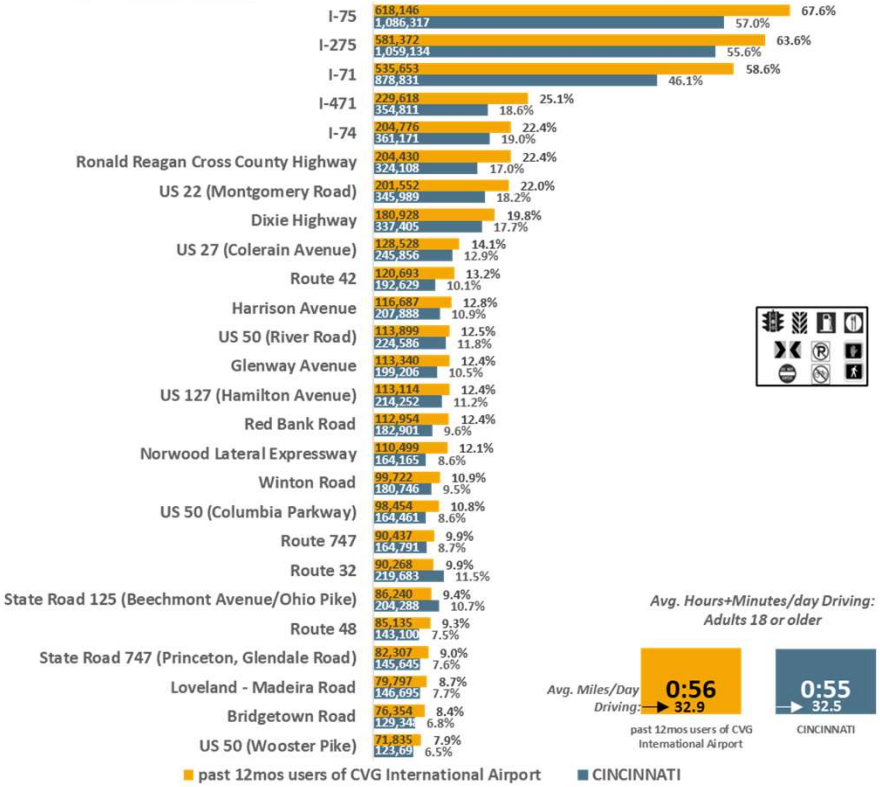
Airports used as point of departure past 12 months: St. Louis Lambert International

CVG
CINCINNATI/NORTHERN KENTUCKY
INTERNATIONAL AIRPORT

842,511 or 92.2% of Adults 18 or older past 12mos users of CVG International Airport spend an average of 56.5 minutes per day driving an average of 32.9 miles each day and are 40.3% more likely to use Norwood Lateral Expressway than the Metro average.

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

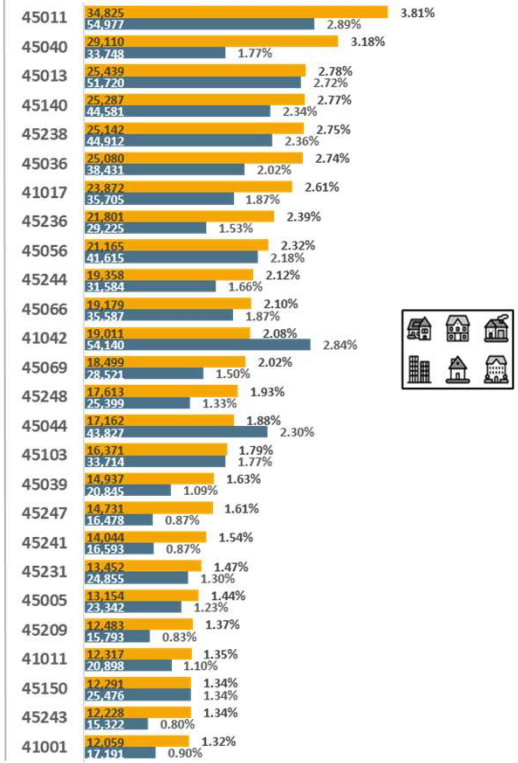


Avg. Hours+Minutes/day Driving: Adults 18 or older

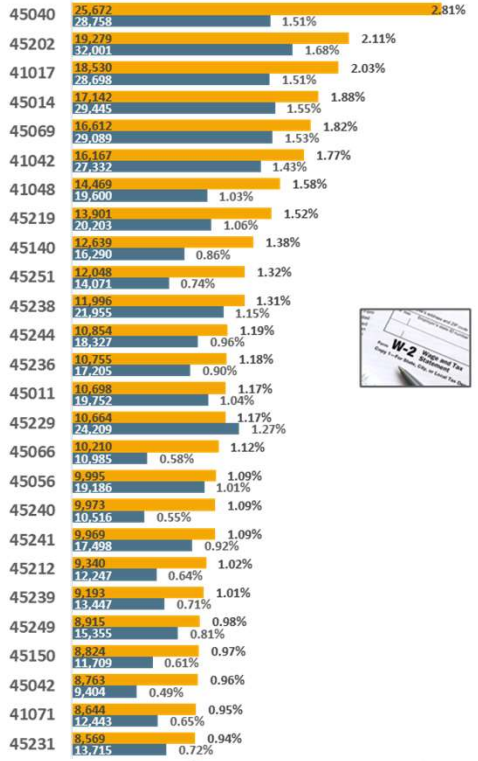
Avg. Miles/Day Driving: 0:56 → 32.9 past 12mos users of CVG International Airport

0:55 → 32.5 CINCINNATI

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 988

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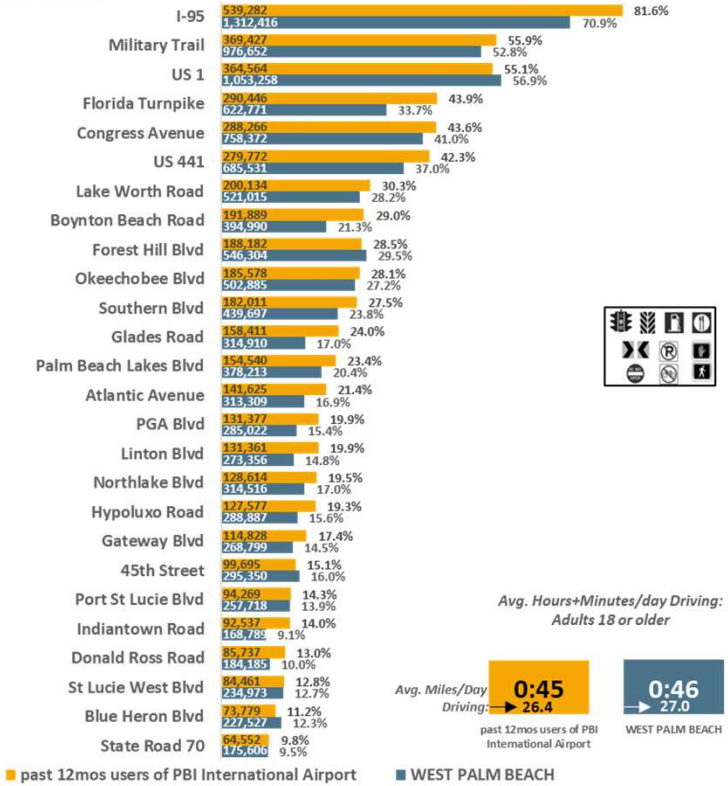
Airports used as point of departure past 12 months: Cincinnati/Northern Kentucky International

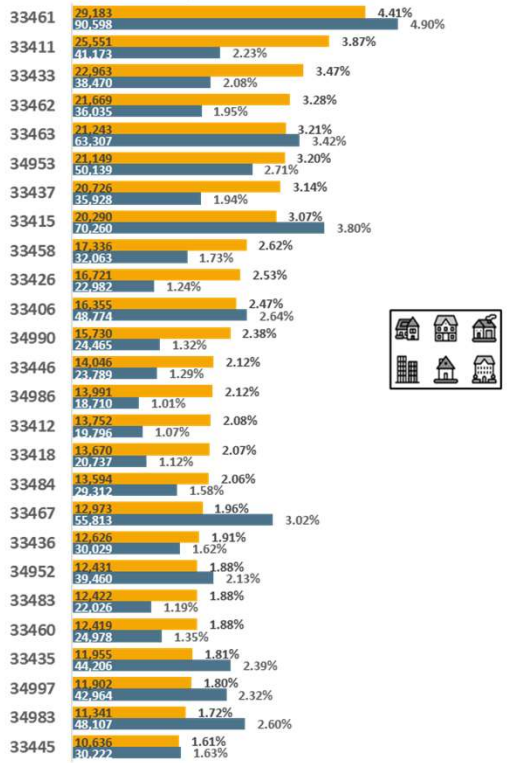
638,730 or 96.6% of Adults 18 or older past 12mos users of PBI International Airport spend an average of 45.4 minutes per day driving an average of 26.4 miles each day and are 40.8% more likely to use Glades Road than the Metro average.

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

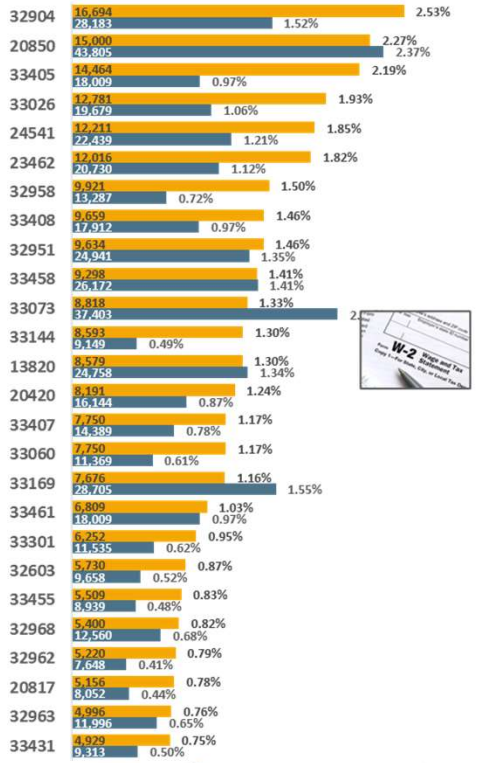


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 882

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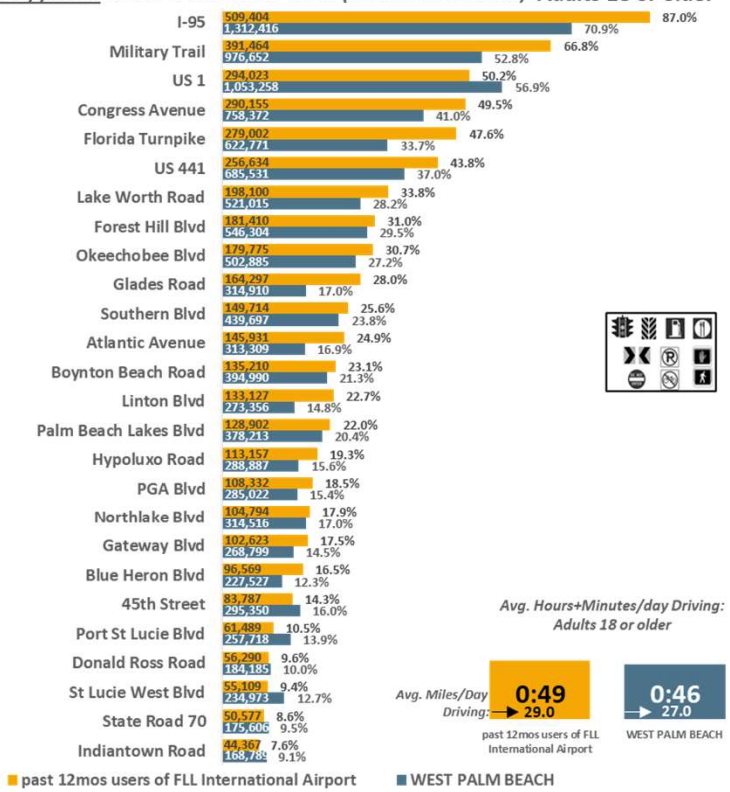
Airports used as point of departure past 12 months: Palm Beach International

FORT LAUDERDALE-HOLLYWOOD INTERNATIONAL AIRPORT
BROWARD COUNTY, FLORIDA

562,211 or 96.% of Adults 18 or older past 12mos users of FLL International Airport spend an average of 49.8 minutes per day driving an average of 29. miles each day and are 64.8% more likely to use Glades Road than the Metro average.

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



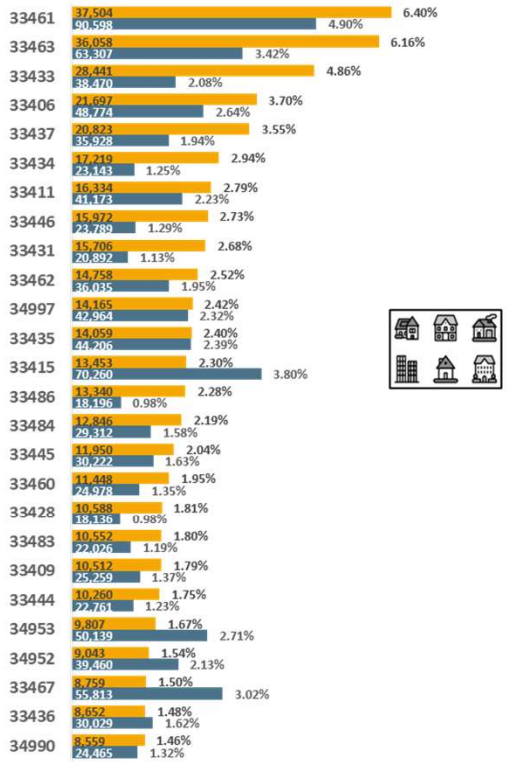
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

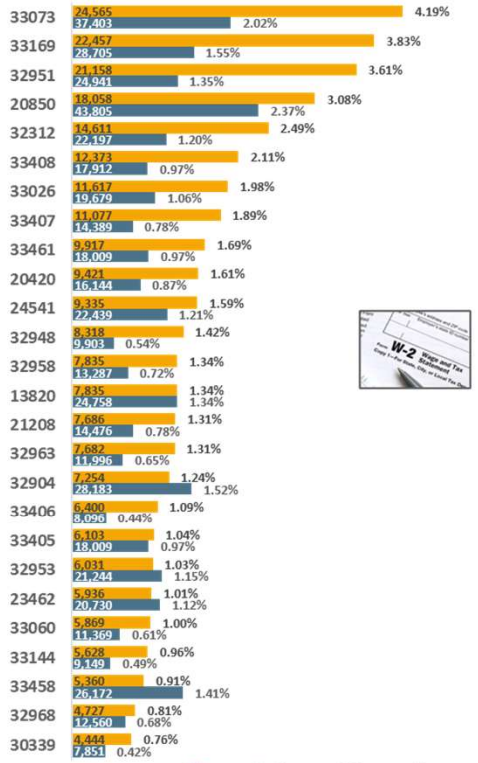
past 12mos users of FLL International Airport

WEST PALM BEACH

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 636

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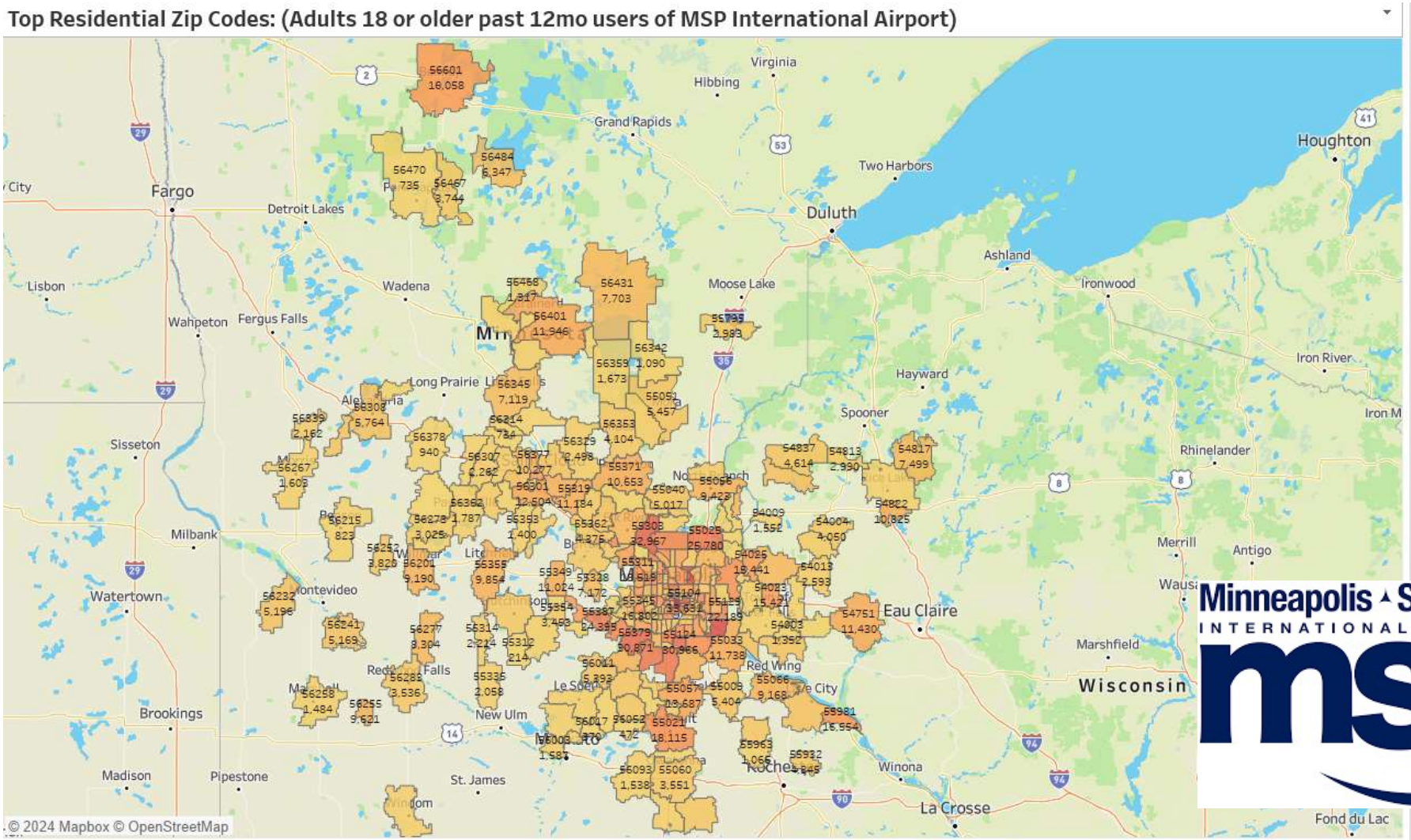
Airports used as point of departure past 12 months: Fort Lauderdale - Hollywood International

Top Residential Zip Codes: (Adults 18 or older past 12mo users of MSP International Airport)



Minneapolis Saint Paul INTERNATIONAL AIRPORT msp

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,068

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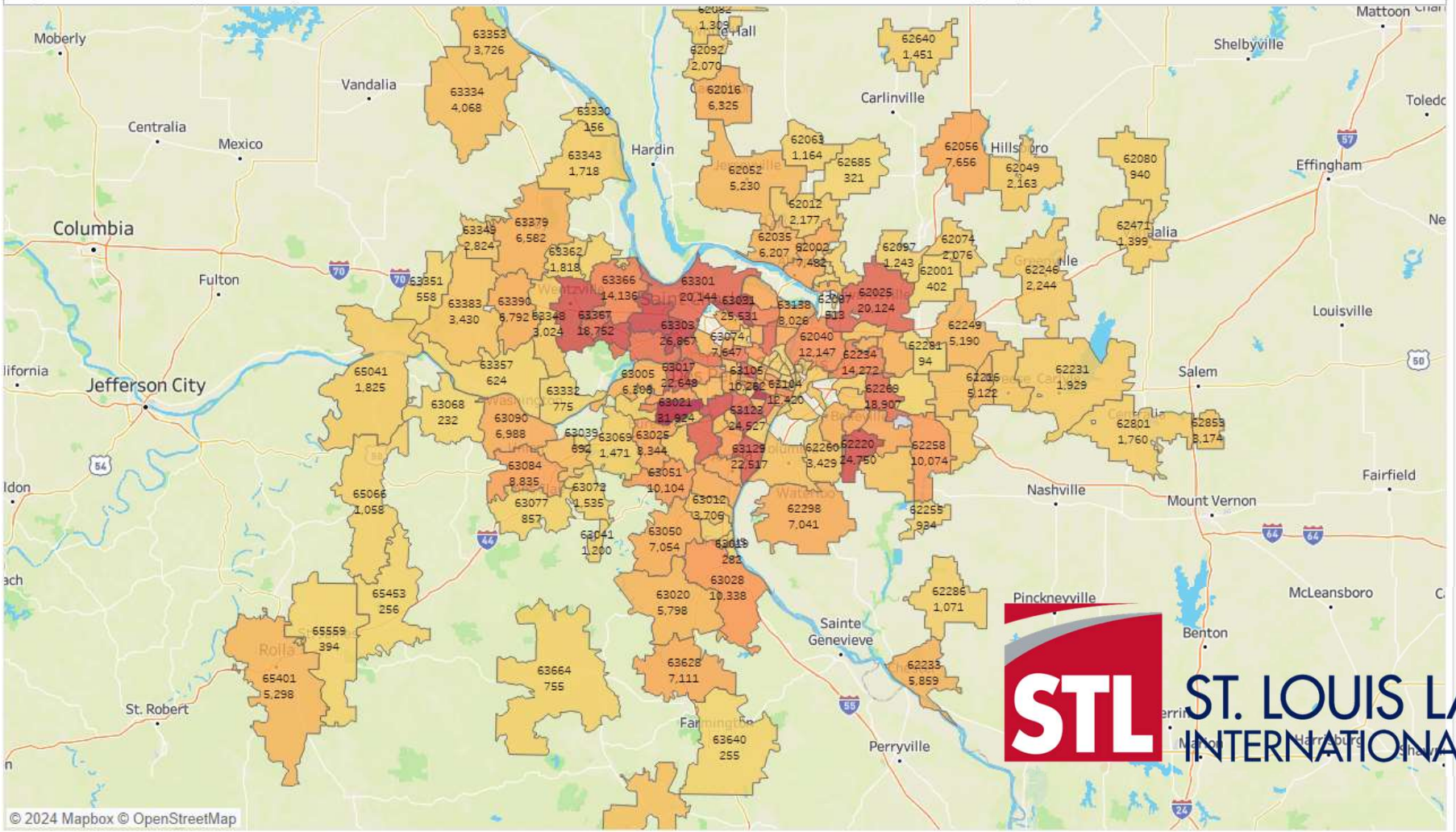
Airports used as point of departure past 12 months: Minneapolis - St. Paul International

Top Residential Zip Codes: (Adults 18 or older past 12 months users of STL International Airport)



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,042

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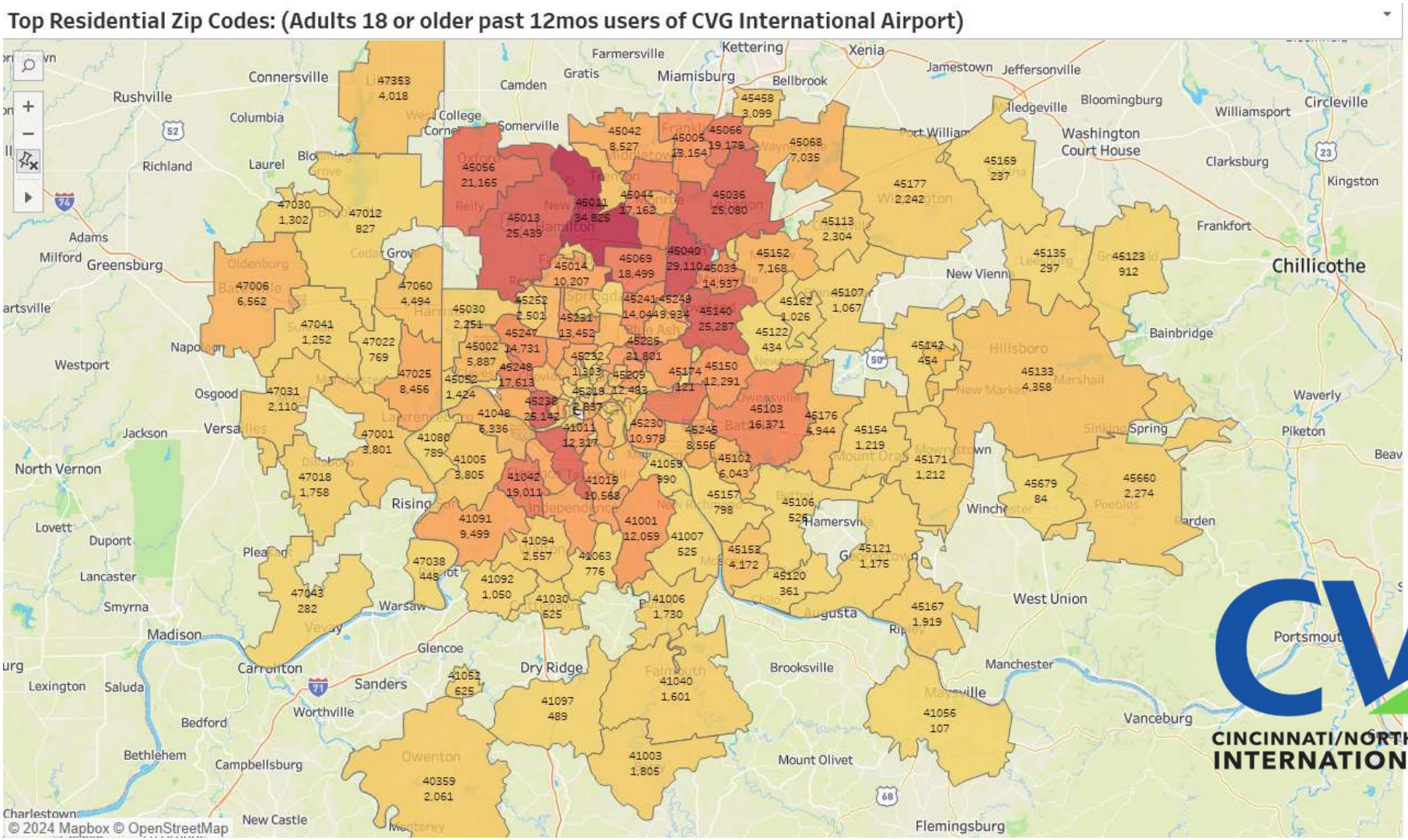
Airports used as point of departure past 12 months: St. Louis Lambert International

Top Residential Zip Codes: (Adults 18 or older past 12mos users of CVG International Airport)



CVG
CINCINNATI/NORTHERN KENTUCKY
INTERNATIONAL AIRPORT

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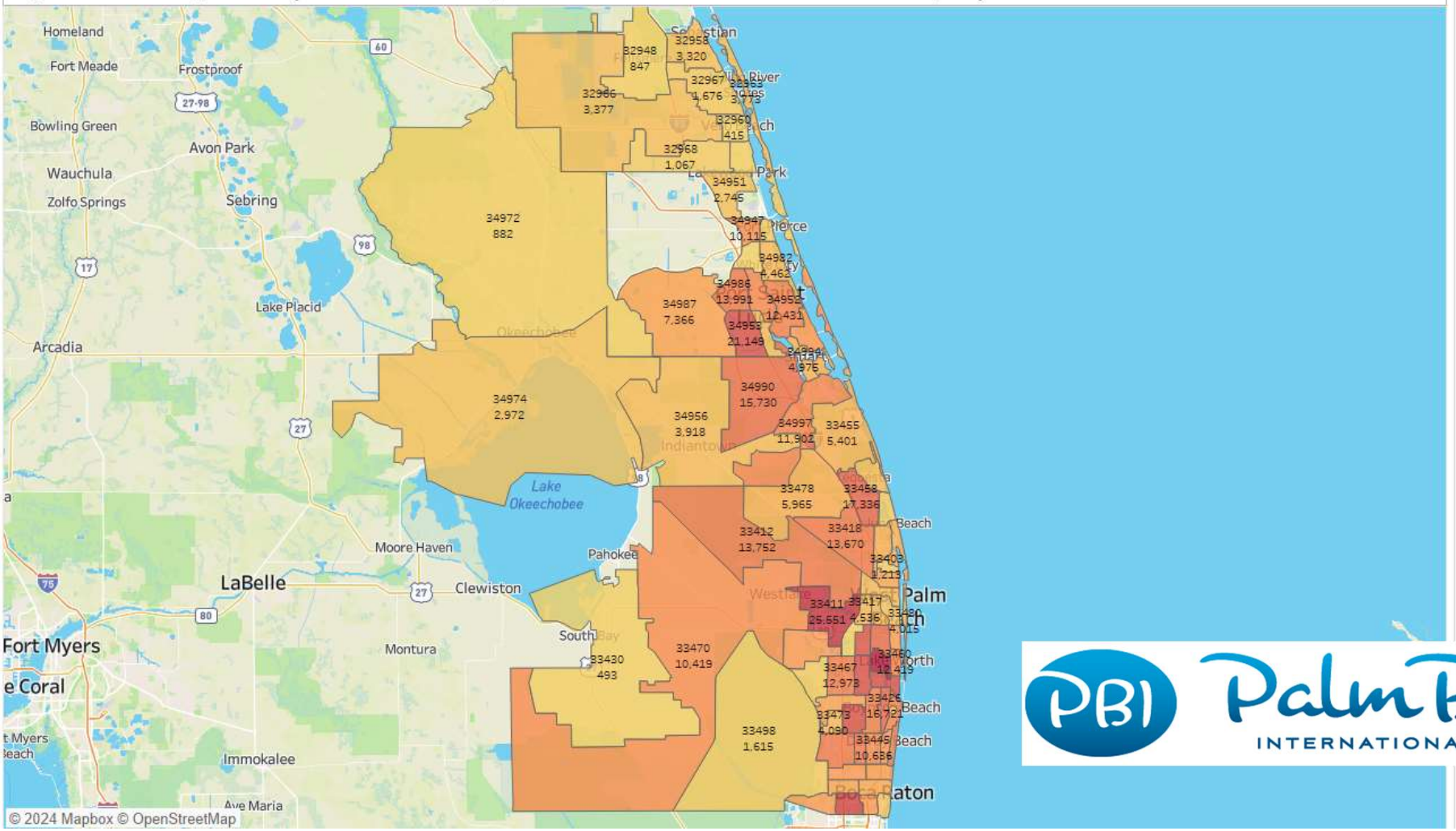
Airports used as point of departure past 12 months: Cincinnati/Northern Kentucky International

Top Residential Zip Codes: (Adults 18 or older past 12mos users of PBI International Airport)



PBI Palm Beach INTERNATIONAL AIRPORT

WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 882

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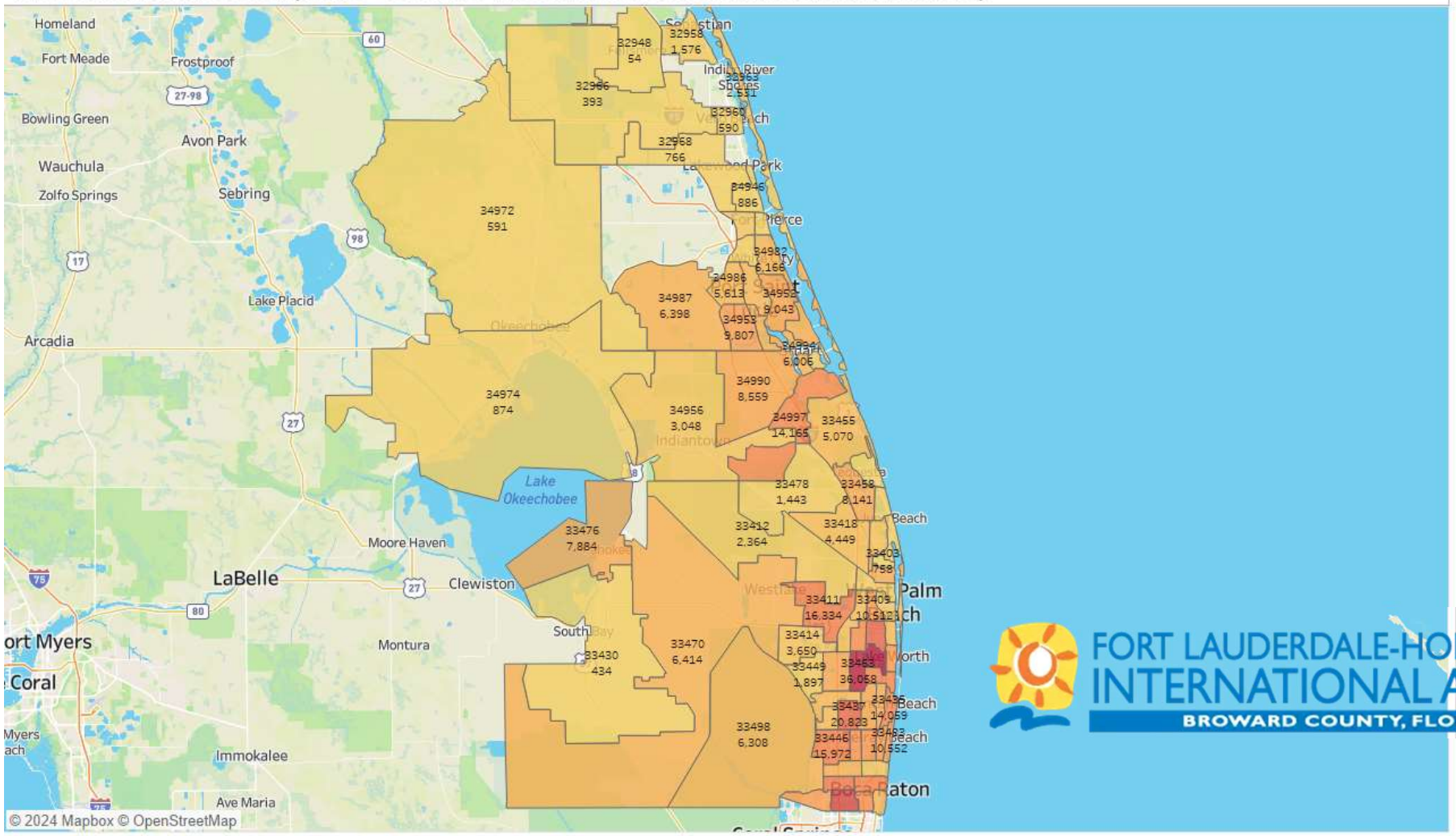
Airports used as point of departure past 12 months: Palm Beach International

Top Residential Zip Codes: (Adults 18 or older past 12mos users of FLL International Airport)



FORT LAUDERDALE-HOLLYWOOD INTERNATIONAL AIRPORT
BROWARD COUNTY, FLORIDA

WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 636

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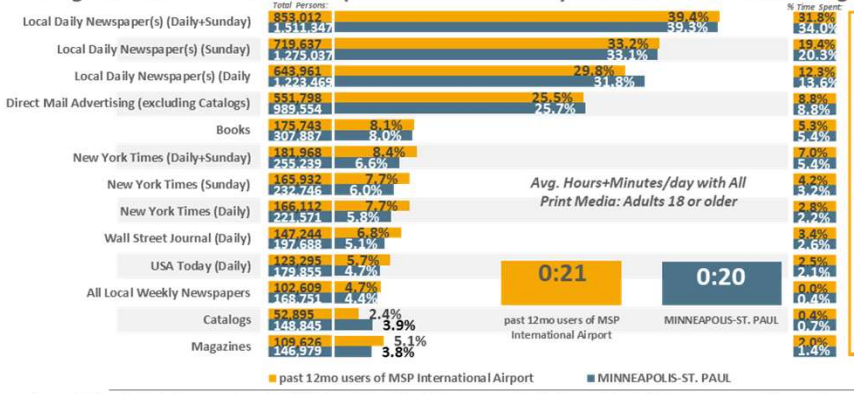
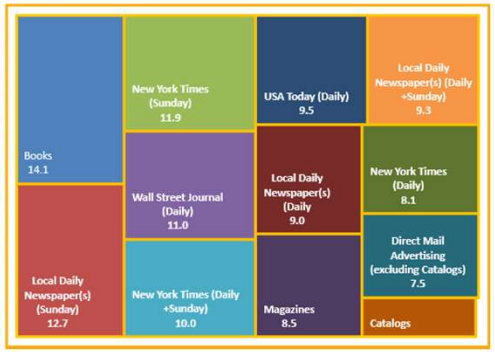
Airports used as point of departure past 12 months: Fort Lauderdale - Hollywood International

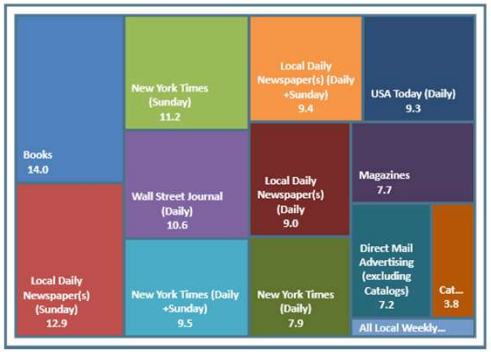
853,012 or 39.4% of Adults 18 or older past 12mo users of MSP International Airport read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 33.6% of all time spent daily with All forms of Print Media.

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



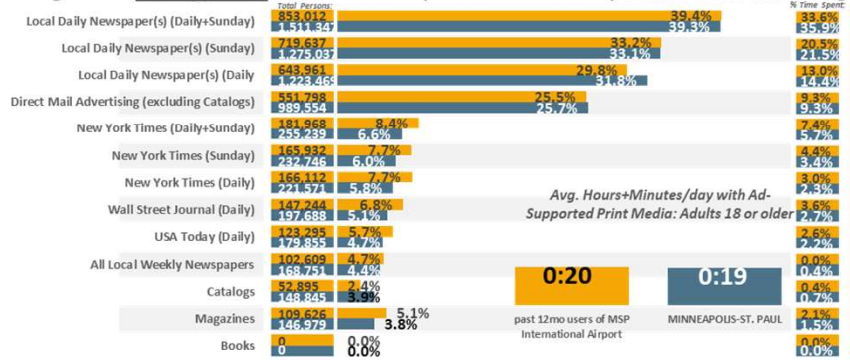


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

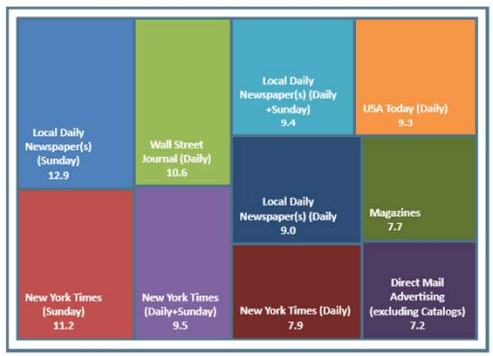


past 12mo users of MSP International Airport ■ MINNEAPOLIS-ST. PAUL

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







past 12mo users of MSP International Airport ■ MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,068

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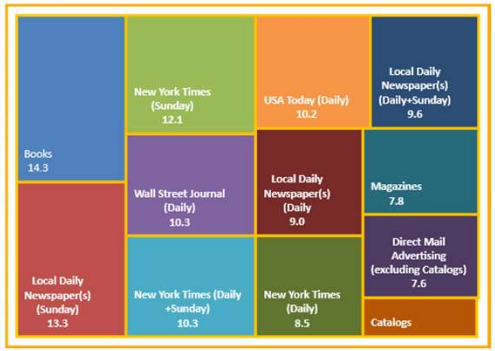
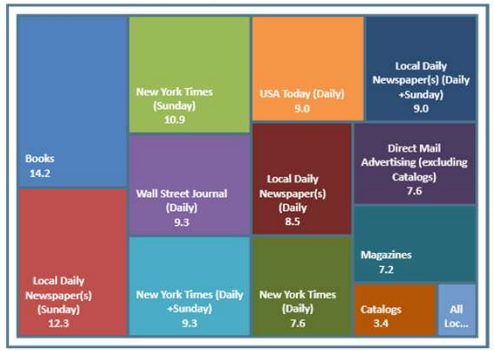
Airports used as point of departure past 12 months: Minneapolis - St. Paul International

489,873 or 41.5% of Adults 18 or older past 12 months users of STL International Airport read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 30.9% of all time spent daily with All forms of Print Media.

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

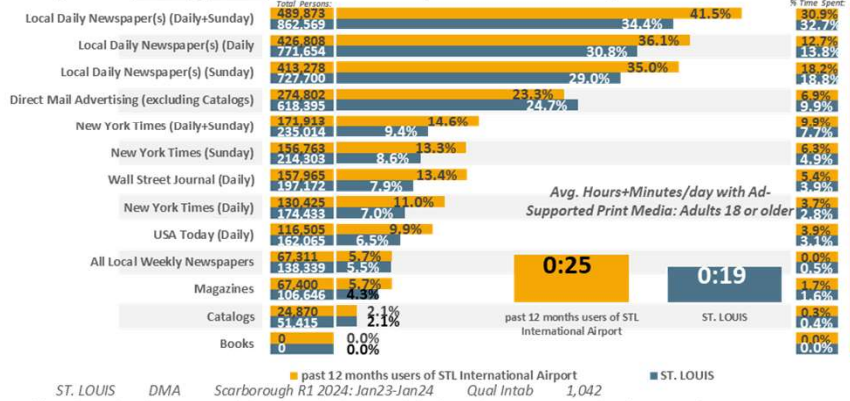


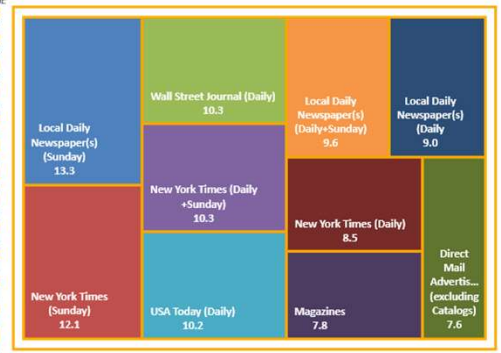




past 12 months users of STL International Airport ■ ST. LOUIS

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







past 12 months users of STL International Airport ■ ST. LOUIS

ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,042

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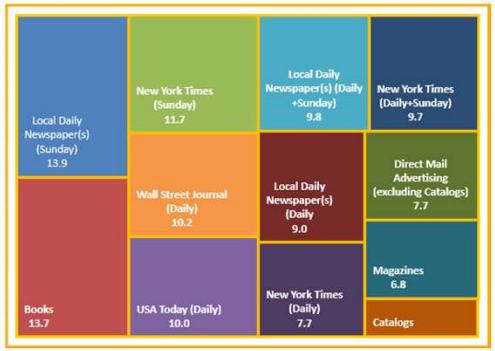
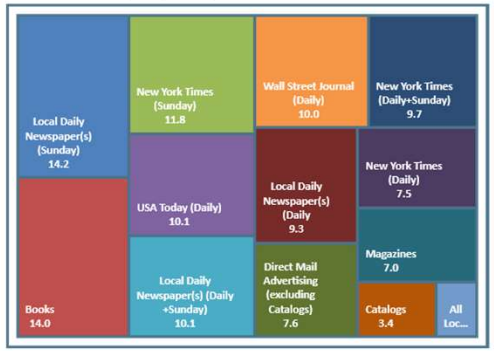
Airports used as point of departure past 12 months: St. Louis Lambert International

280,427 or 30.7% of Adults 18 or older past 12mos users of CVG International Airport read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 30.6% of all time spent daily with All forms of Print Media.

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

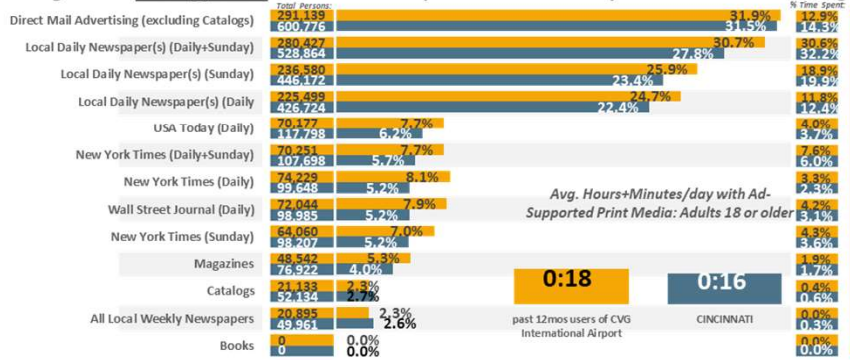




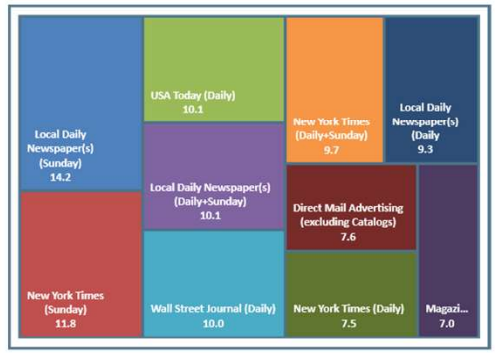


past 12mos users of CVG International Airport ■ CINCINNATI

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







past 12mos users of CVG International Airport ■ CINCINNATI

CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 988

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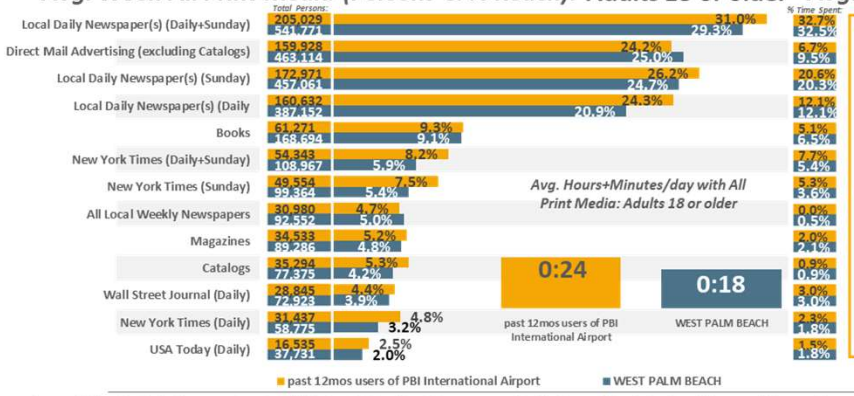
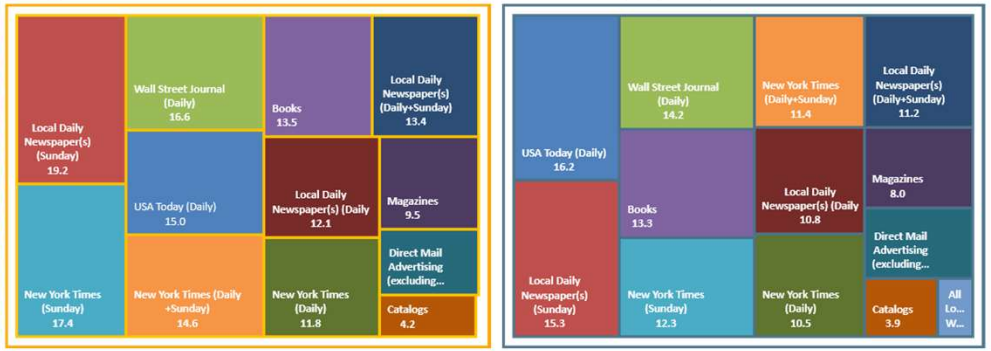
Airports used as point of departure past 12 months: Cincinnati/Northern Kentucky International

205,029 or 31.% of Adults 18 or older past 12mos users of PBI International Airport read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.4 minutes every day representing 34.4% of all time spent daily with All forms of Print Media.

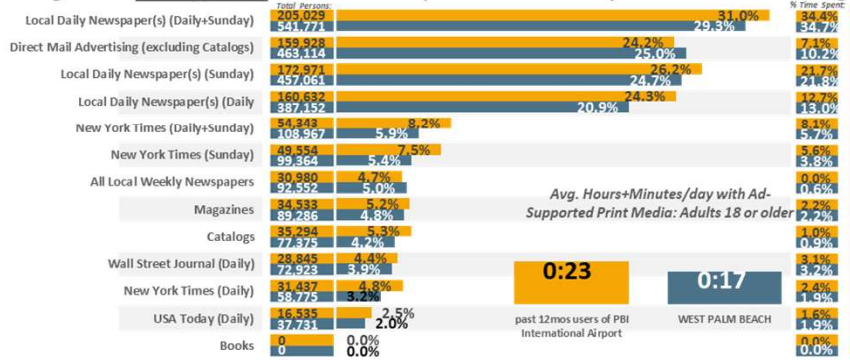
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



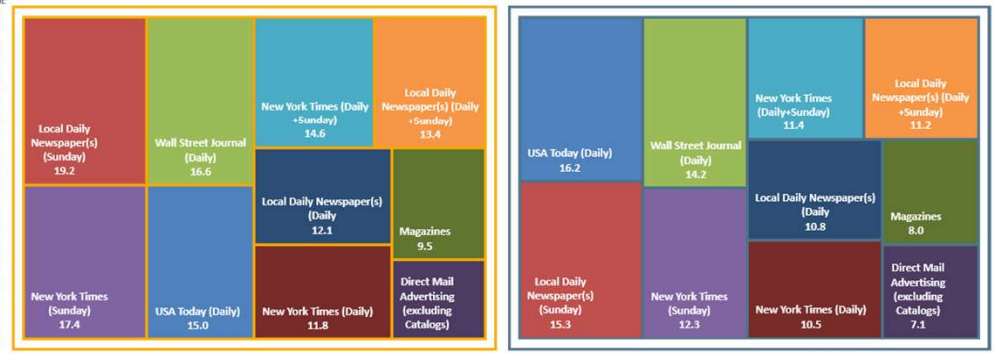
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 882

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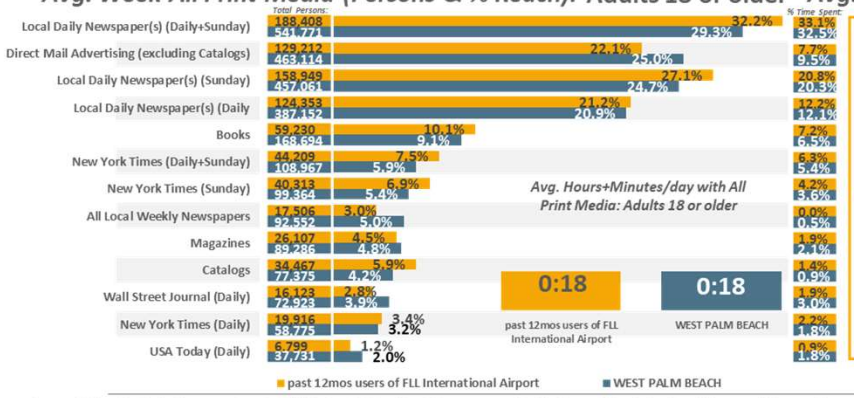
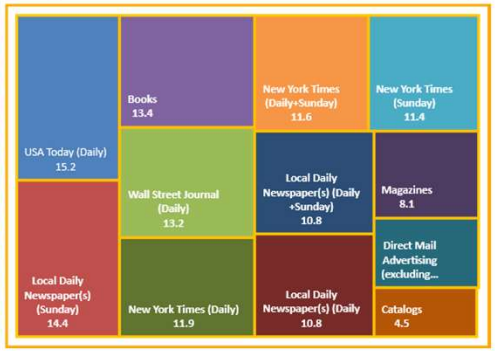
Airports used as point of departure past 12 months: Palm Beach International

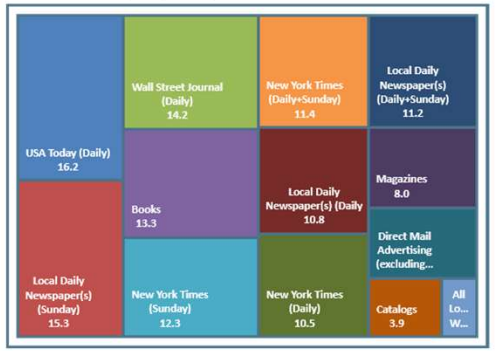
FORT LAUDERDALE-HOLLYWOOD INTERNATIONAL AIRPORT
BROWARD COUNTY, FLORIDA

188,408 or 32.2% of Adults 18 or older past 12mos users of FLL International Airport read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.8 minutes every day representing 35.7% of all time spent daily with All forms of Print Media.

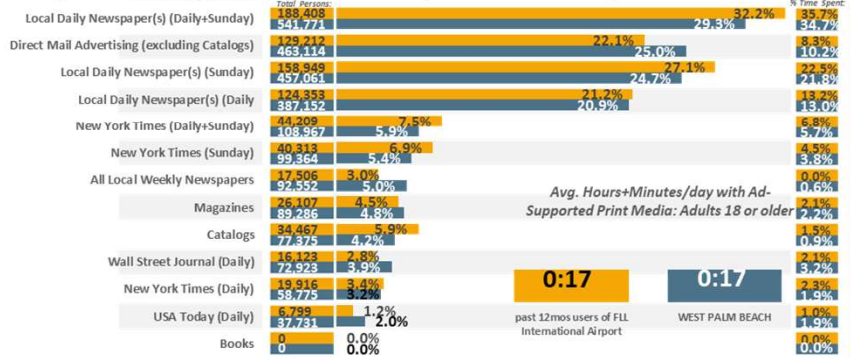
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

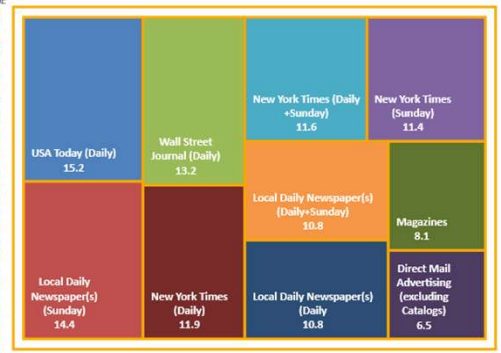


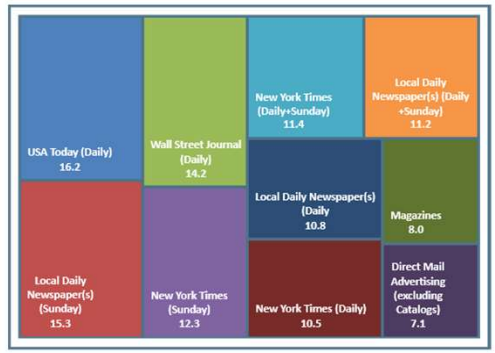




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 636

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Airports used as point of departure past 12 months: Fort Lauderdale - Hollywood International