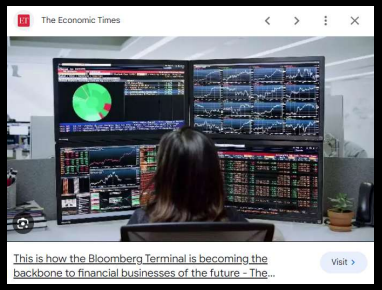
USA – Local DMA P18+ past 12mos Visitors of 5 Different ZOOs!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ Local DMA past 12 months Visitors to Brookfield Zoo, Lincoln Park Zoo, Cincinnati Zoo & Botanical Garden, Como Zoo, and Minnesota Zoo as of April 2024!





BROOKFIELD ZOO CHICAGO

LINCOLN PARK ZOO
FOR WILDLIFE. FOR ALL.

Cincinnati Zoo & Botanical Garden

COMO PARK ZOO & CONSERVATORY

MINNESOTA ZOO
Changing how you see the world

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

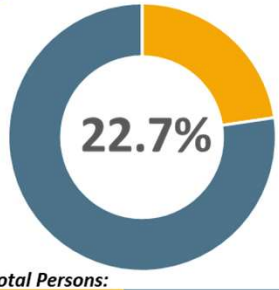
Events attended/places visited past 12 months: Brookfield Zoo *Events attended/places visited past 12 months: Lincoln Park Zoo* *Events attended/places visited past 12 months: Cincinnati Zoo & Botanical Garden* *Events attended/places visited past 12 months: Como Zoo* *Events attended/places visited past 12 months: Minnesota Zoo*

HUBBARD BROADCASTING INC. HB INC.

BROOKFIELD ZOO CHICAGO

22.7% or 1,712,987 of CHICAGO DMA Adults 18 or older are past 12mo Visitors to the BROOKFIELD ZOO. Typical Adults 18 or older past 12mo Visitors to the BROOKFIELD ZOO are 45.6 years old (5.9% younger than average) and have a $111,445 (8.8% higher than average) annual household income.

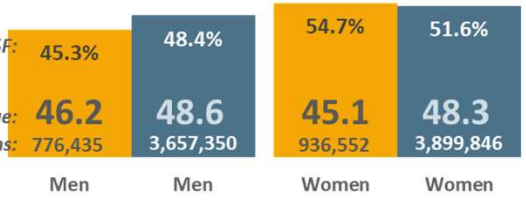
Percent of Market: Adults 18 or older



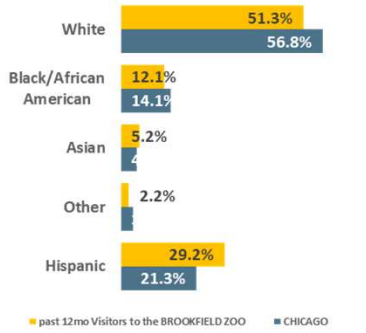
Total Persons:

1,712,987	5,844,209

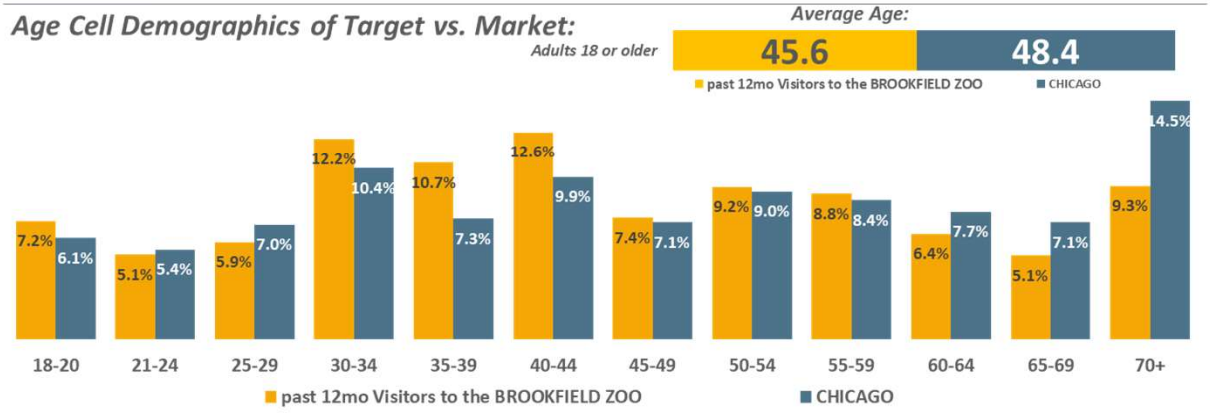
Gender of Target vs. Market: Adults 18 or older



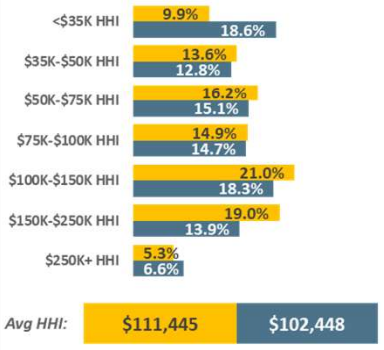
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$111,445	$102,448

CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 679

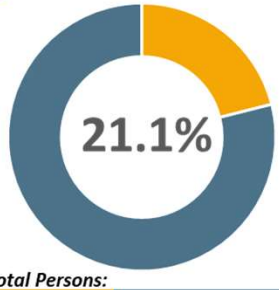
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Events attended/places visited past 12 months: Brookfield Zoo

LINCOLN PARK ZOO.
FOR WILDLIFE. FOR ALL.

21.1% or 1,591,737 of CHICAGO DMA Adults 18 or older are past 12mo Visitors to the LINCOLN PARK ZOO. Typical Adults 18 or older past 12mo Visitors to the LINCOLN PARK ZOO are 43.4 years old (10.5% younger than average) and have a $116,617 (13.8% higher than average) annual household income.

Percent of Market: Adults 18 or older



past 12mo Visitors to the LINCOLN PARK ZOO

Remainder of CHICAGO DMA

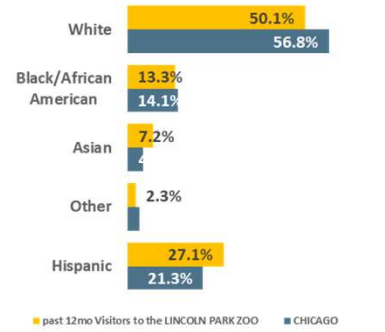
Total Persons:

1,591,737	5,965,459

Gender of Target vs. Market: Adults 18 or older

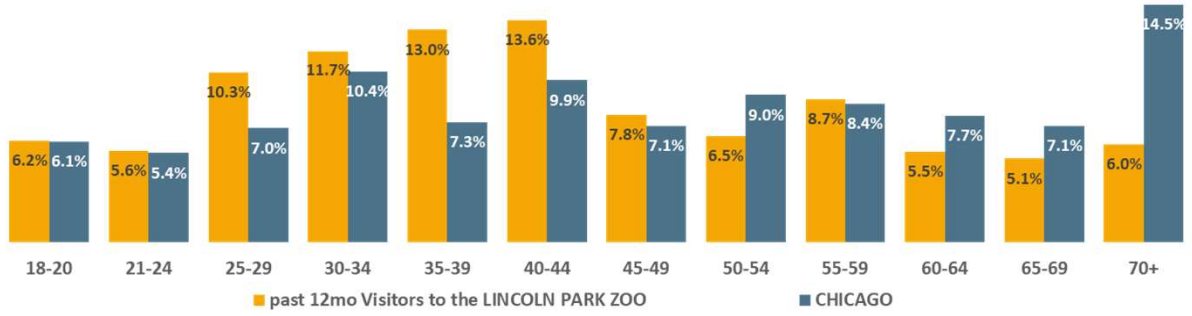
	Men	Men	Women	Women
%M vs. %F:	51.2%	48.4%	48.8%	51.6%
Average Age:	42.9	48.6	43.9	48.3
# Persons:	814,288	3,657,350	777,449	3,899,846

Ethnicity of Target vs. Market:

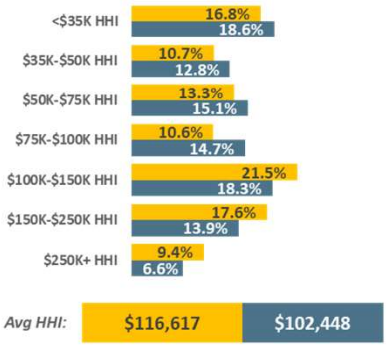


Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age: 43.4	48.4



HHI of Target vs. Market:



Avg HHI:	$116,617	$102,448

CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 687

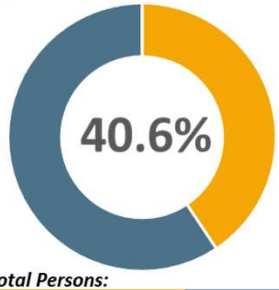
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Events attended/places visited past 12 months: Lincoln Park Zoo

Cincinnati Zoo & Botanical Garden

40.6% or 774,283 of CINCINNATI DMA Adults 18 or older are past 12mos Visitors to the CINCINNATI ZOO. Typical Adults 18 or older past 12mos Visitors to the CINCINNATI ZOO are 43.2 years old (11.6% younger than average) and have a $107,351 (13.3% higher than average) annual household income.

Percent of Market: Adults 18 or older



- past 12mos Visitors to the CINCINNATI ZOO
- Remainder of CINCINNATI DMA

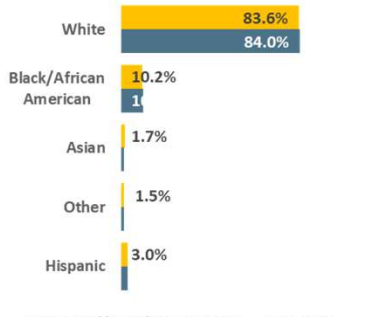
Total Persons:

774,283	1,130,687

Gender of Target vs. Market: Adults 18 or older

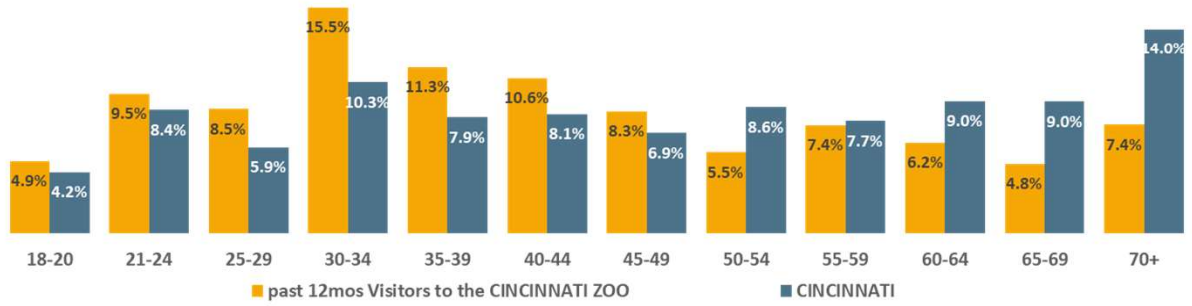
	Men	Men	Women	Women
%M vs. %F:	49.1%	48.5%	50.9%	51.5%
Average Age:	43.4	48.7	42.9	49.0
# Persons:	379,908	924,228	394,375	980,742

Ethnicity of Target vs. Market:

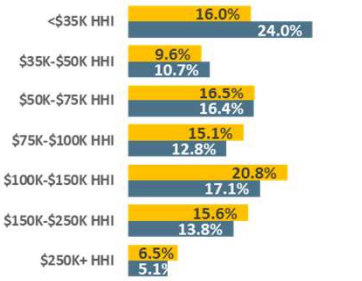


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 18 or older	43.2	48.8



HHI of Target vs. Market:



Avg HHI:	$107,351	$94,732

CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 794

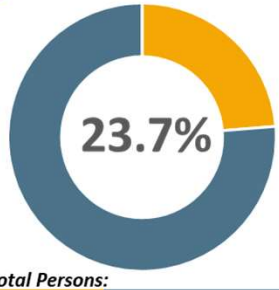
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Events attended/places visited past 12 months: Cincinnati Zoo & Botanical Garden

COMO PARK ZOO & CONSERVATORY

23.7% or 912,350 of MINNEAPOLIS DMA Adults 18 or older are past 12mo Visitors to the COMO PARK ZOO. Typical Adults 18 or older past 12mo Visitors to the COMO PARK ZOO are 45.4 years old (7.% younger than average) and have a $104,766 (1.7% lower than average) annual household income.

Percent of Market: Adults 18 or older



- past 12mo Visitors to the COMO PARK ZOO
- Remainder of MINNEAPOLIS DMA

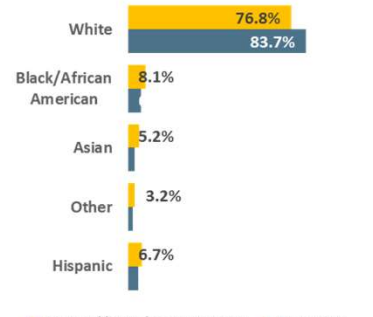
Total Persons:

912,350	2,934,873

Gender of Target vs. Market: Adults 18 or older

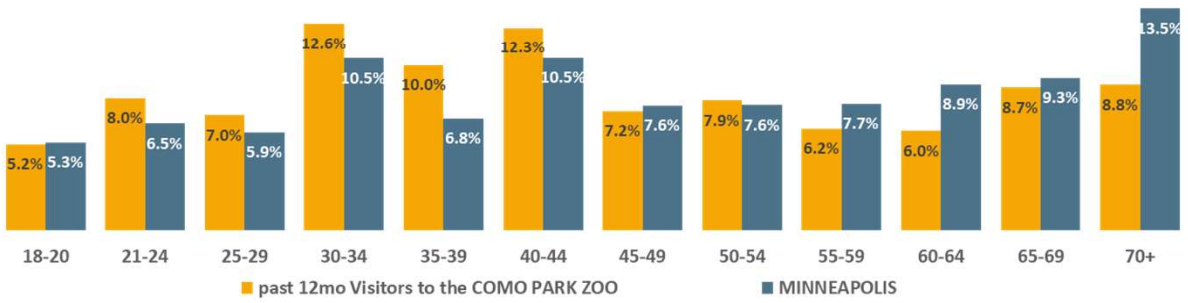
%M vs. %F:	41.8%	49.3%	58.2%	50.7%
Average Age:	46.4	48.7	44.6	48.8
# Persons:	381,658	1,897,471	530,692	1,949,752
	Men	Men	Women	Women

Ethnicity of Target vs. Market:

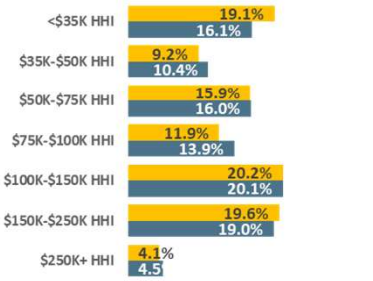


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 18 or older
past 12mo Visitors to the COMO PARK ZOO	45.4
MINNEAPOLIS	48.8



HHI of Target vs. Market:



Avg HHI:	$104,766	$106,532

MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 418

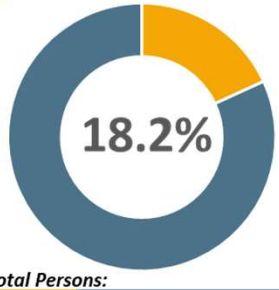
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Events attended/places visited past 12 months: Como Zoo

MINNESOTA ZOO
Changing how you see the world

18.2% or 699,363 of MINNEAPOLIS DMA Adults 18 or older are past 12mo Visitors to the MINNESOTA ZOO. Typical Adults 18 or older past 12mo Visitors to the MINNESOTA ZOO are 45.1 years old (7.6% younger than average) and have a $114,881 (7.8% higher than average) annual household income.

Percent of Market: Adults 18 or older



- past 12mo Visitors to the MINNESOTA ZOO
- Remainder of MINNEAPOLIS DMA

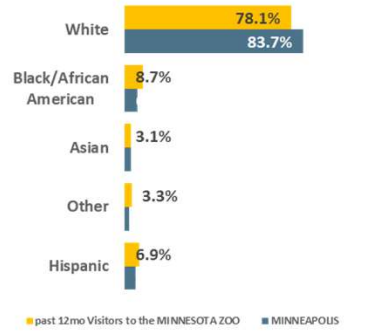
Total Persons:

699,363	3,147,860

Gender of Target vs. Market: Adults 18 or older

	Men	Men	Women	Women
%M vs. %F:	55.4%	49.3%	44.6%	50.7%
Average Age:	46.2	48.7	43.6	48.8
# Persons:	387,757	1,897,471	311,606	1,949,752

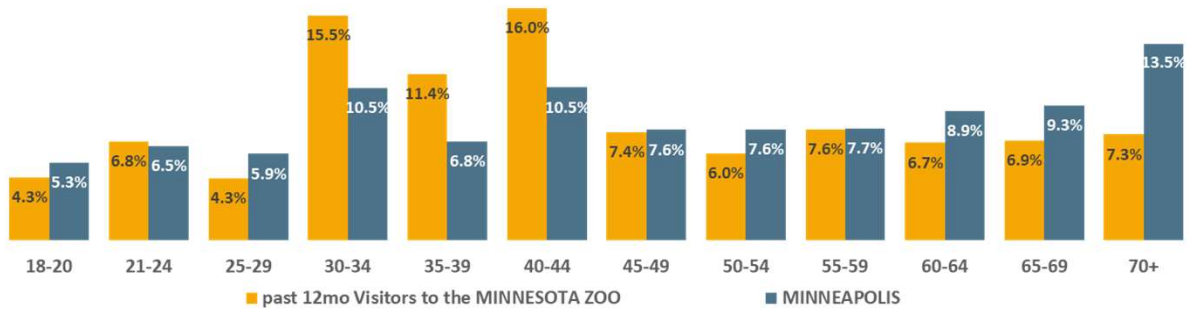
Ethnicity of Target vs. Market:



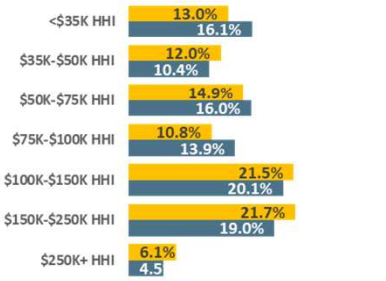
Age Cell Demographics of Target vs. Market:

Adults 18 or older	Average Age: 45.1	48.8

past 12mo Visitors to the MINNESOTA ZOO | MINNEAPOLIS



HHI of Target vs. Market:



Avg HHI:	$114,881	$106,532

MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 324

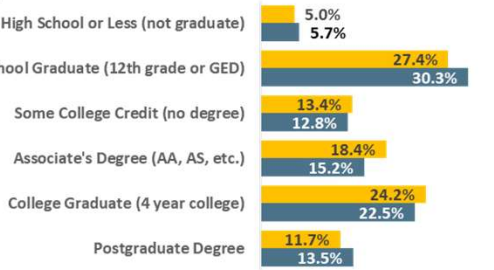
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Events attended/places visited past 12 months: Minnesota Zoo

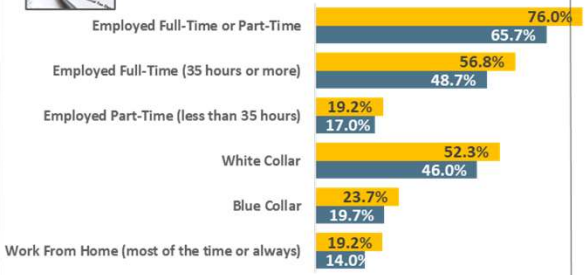
BROOKFIELD ZOO CHICAGO

22.7% or 1,712,987 of CHICAGO DMA Adults 18 or older are past 12mo Visitors to the BROOKFIELD ZOO. Adults 18 or older past 12mo Visitors to the BROOKFIELD ZOO are .5% less likely to be a college graduate, 16.6% more likely to work full-time, 19.3% more likely to be married, 68.5% more likely to be a parent of 1 or more children under 18.

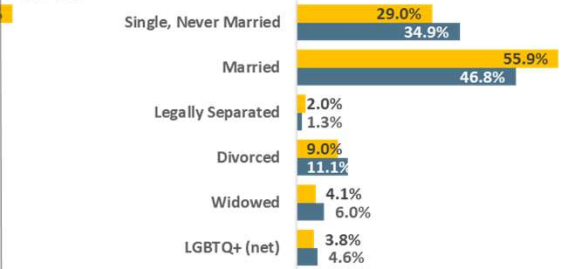
Education Levels: Adults 18 or older



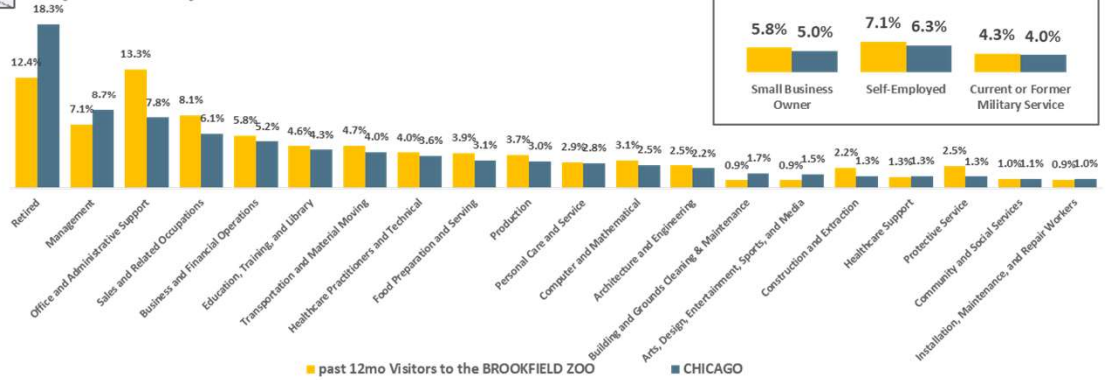
Employment: Adults 18 or older



Marital Status: Adults 18 or older

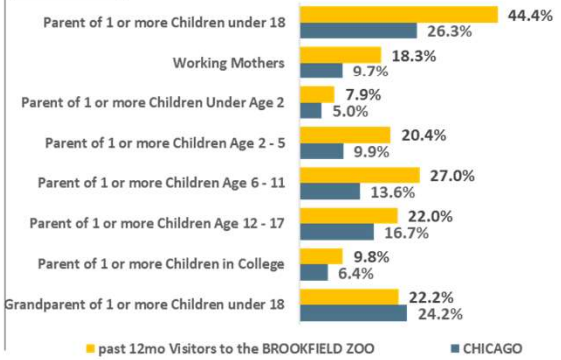


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 679

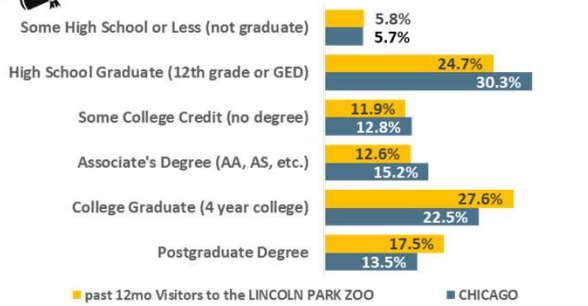
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Events attended/places visited past 12 months: Brookfield Zoo

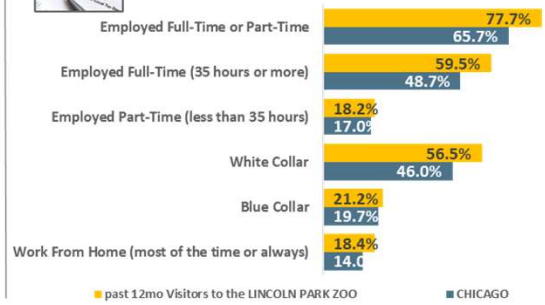
LINCOLN PARK ZOO.
FOR WILDLIFE. FOR ALL.

21.1% or 1,591,737 of CHICAGO DMA Adults 18 or older are past 12mo Visitors to the LINCOLN PARK ZOO. Adults 18 or older past 12mo Visitors to the LINCOLN PARK ZOO are 25.1% more likely to be a college graduate, 22.1% more likely to work full-time, 1.8% less likely to be married, 27.7% more likely to be a parent of 1 or more children under 18.

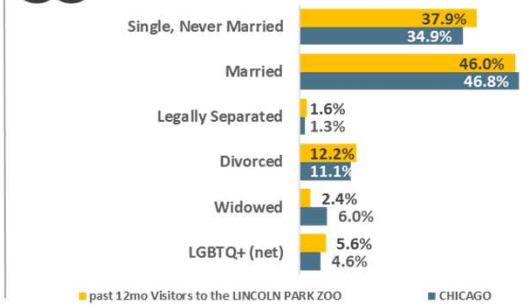
Education Levels: Adults 18 or older



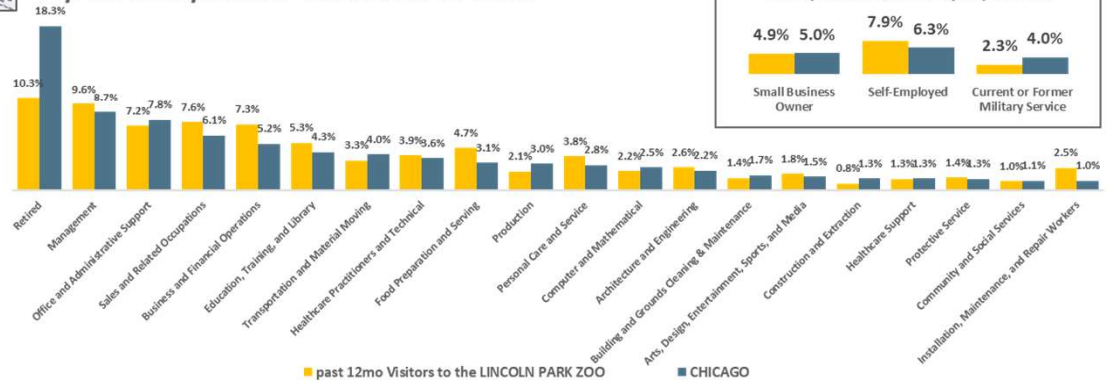
Employment: Adults 18 or older



Marital Status: Adults 18 or older

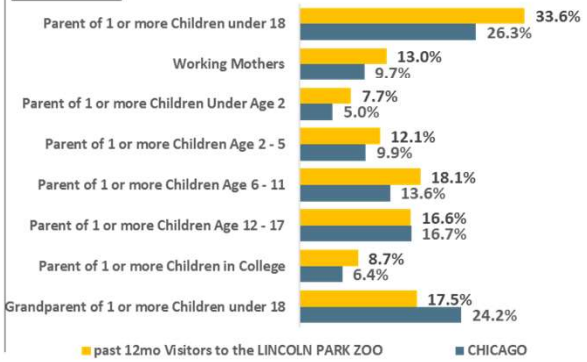


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 687

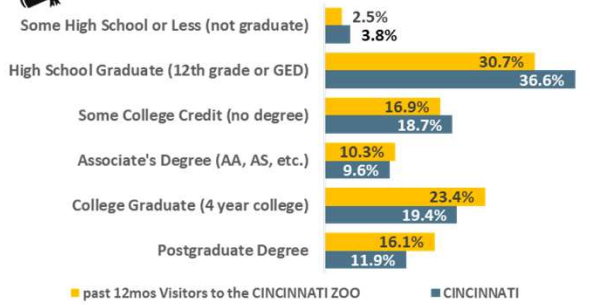
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Events attended/places visited past 12 months: Lincoln Park Zoo

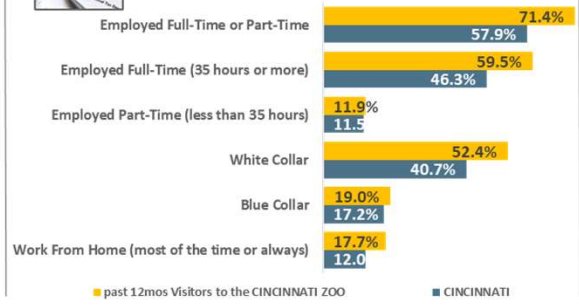
Cincinnati Zoo & Botanical Garden

40.6% or 774,283 of CINCINNATI DMA Adults 18 or older are past 12mos Visitors to the CINCINNATI ZOO. Adults 18 or older past 12mos Visitors to the CINCINNATI ZOO are 26.4% more likely to be a college graduate, 28.4% more likely to work full-time, 9.6% more likely to be married, 52.9% more likely to be a parent of 1 or more children under 18.

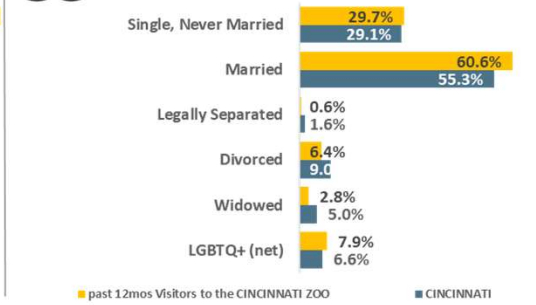
Education Levels: Adults 18 or older



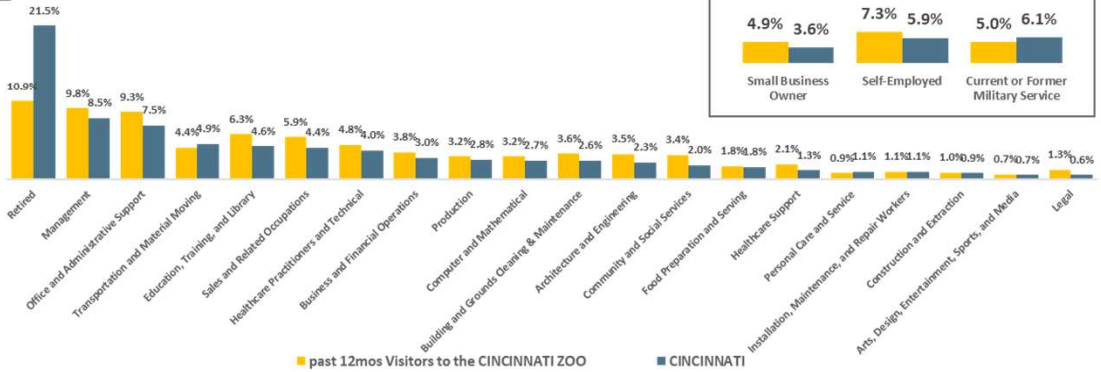
Employment: Adults 18 or older



Marital Status: Adults 18 or older

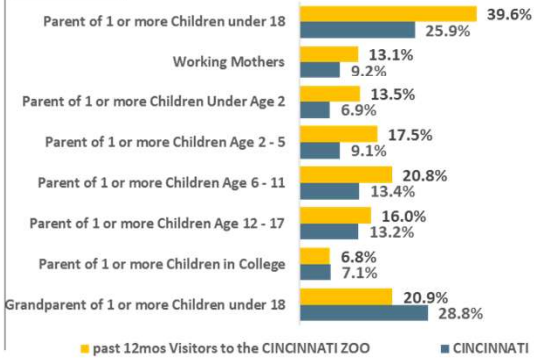


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 794

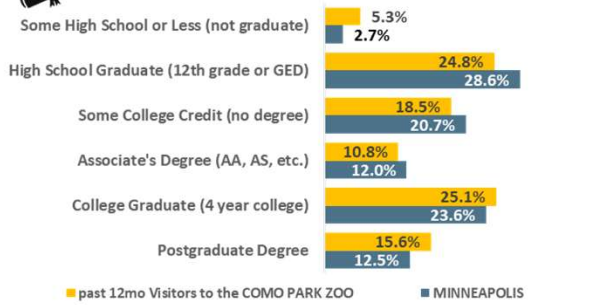
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Events attended/places visited past 12 months: Cincinnati Zoo & Botanical Garden

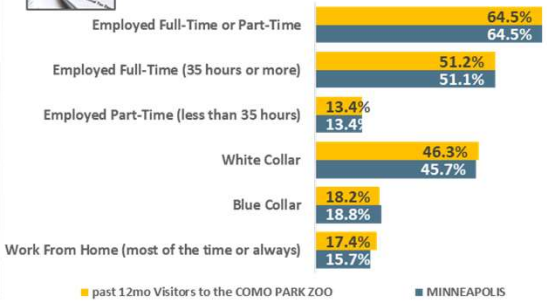
COMO PARK ZOO & CONSERVATORY

23.7% or 912,350 of MINNEAPOLIS DMA Adults 18 or older are past 12mo Visitors to the COMO PARK ZOO. Adults 18 or older past 12mo Visitors to the COMO PARK ZOO are 12.7% more likely to be a college graduate, .2% more likely to work full-time, 4.2% more likely to be married, 52.3% more likely to be a parent of 1 or more children under 18.

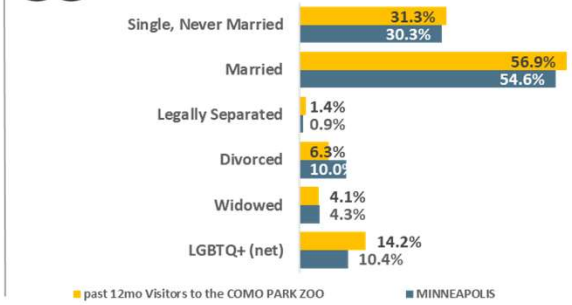
Education Levels: Adults 18 or older



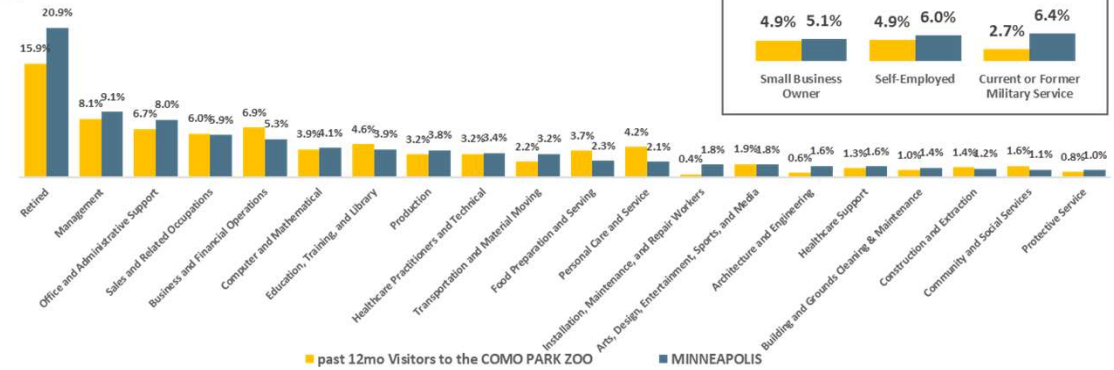
Employment: Adults 18 or older



Marital Status: Adults 18 or older

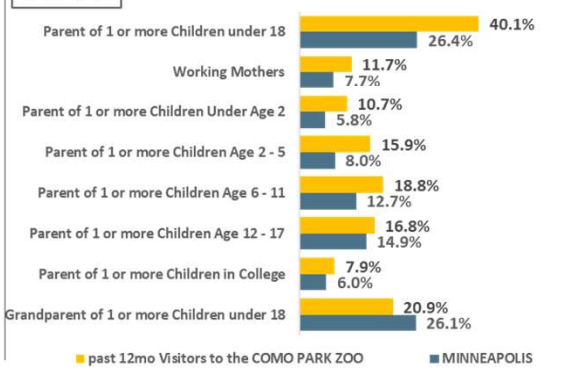


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 418

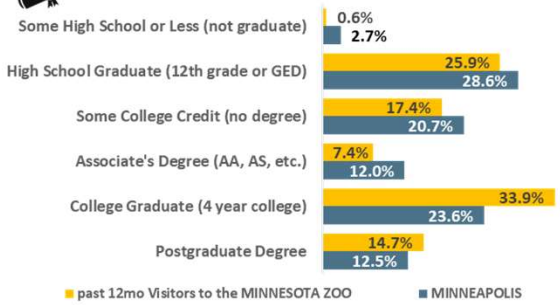
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Events attended/places visited past 12 months: Como Zoo

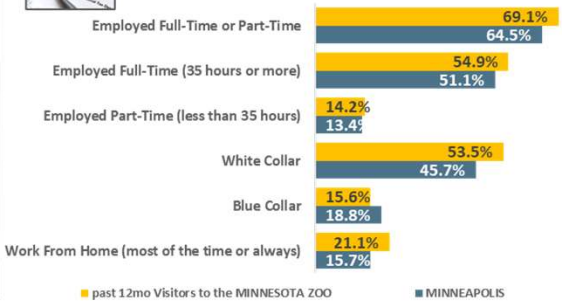
MINNESOTA ZOO
Changing how you see the world

18.2% or 699,363 of MINNEAPOLIS DMA Adults 18 or older are past 12mo Visitors to the MINNESOTA ZOO. Adults 18 or older past 12mo Visitors to the MINNESOTA ZOO are 34.9% more likely to be a college graduate, 7.5% more likely to work full-time, 13.% more likely to be married, 85.% more likely to be a parent of 1 or more children under 18.

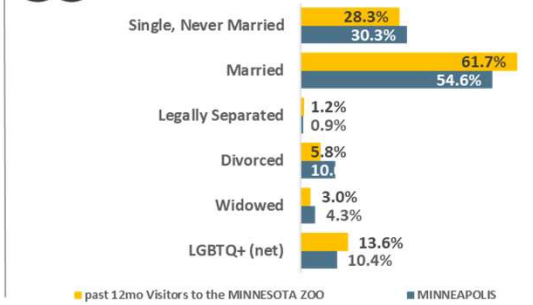
Education Levels: Adults 18 or older



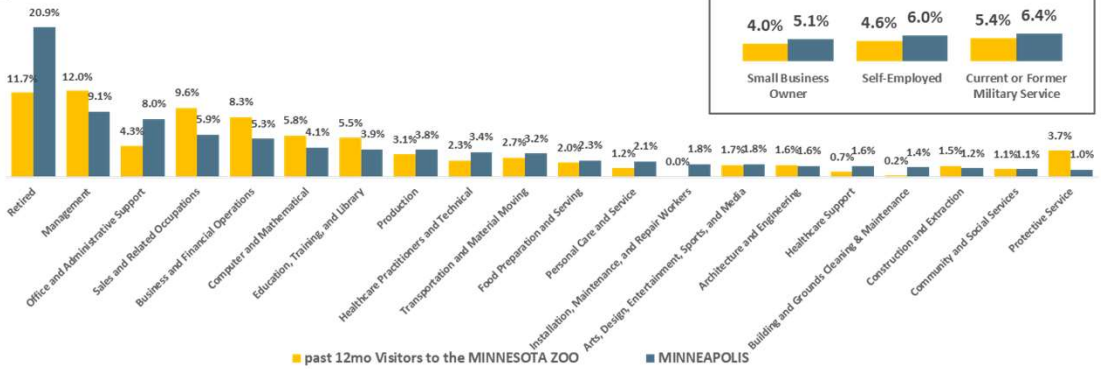
Employment: Adults 18 or older



Marital Status: Adults 18 or older

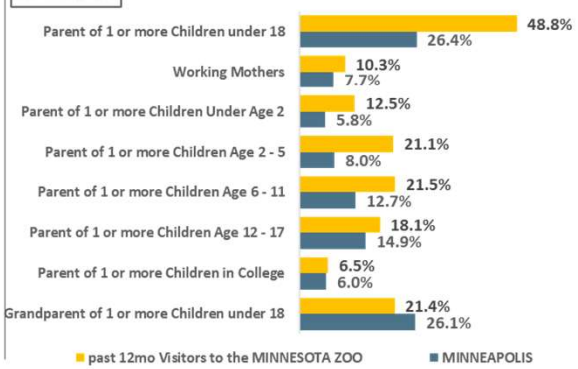


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 324

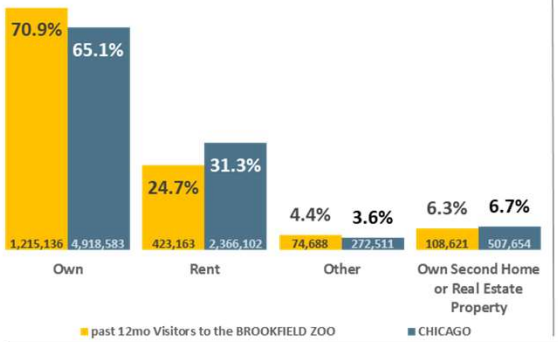
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Events attended/places visited past 12 months: Minnesota Zoo

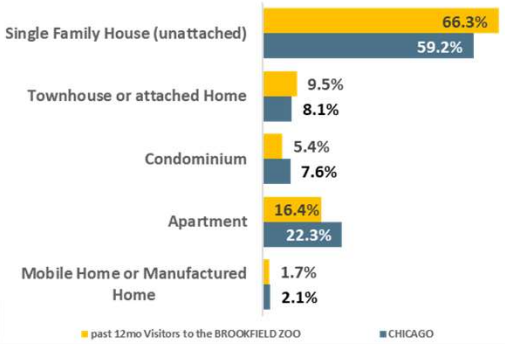
BROOKFIELD ZOO CHICAGO

22.7% or 1,712,987 of CHICAGO DMA Adults 18 or older are past 12mo Visitors to the BROOKFIELD ZOO. Adults 18 or older past 12mo Visitors to the BROOKFIELD ZOO are 9.% more likely to own their home, .1% more likely to own a higher valued home, 12.1% more likely to have a single-family home, 39.9% more likely to have a dog.

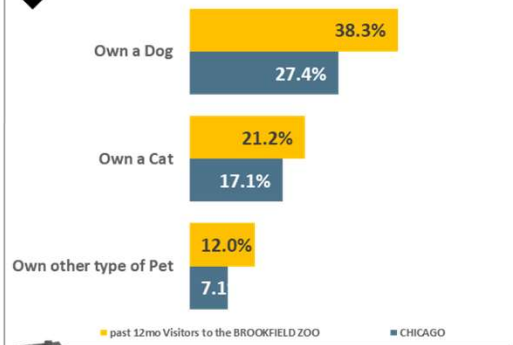
Own/Rent/Other: Adults 18 or older



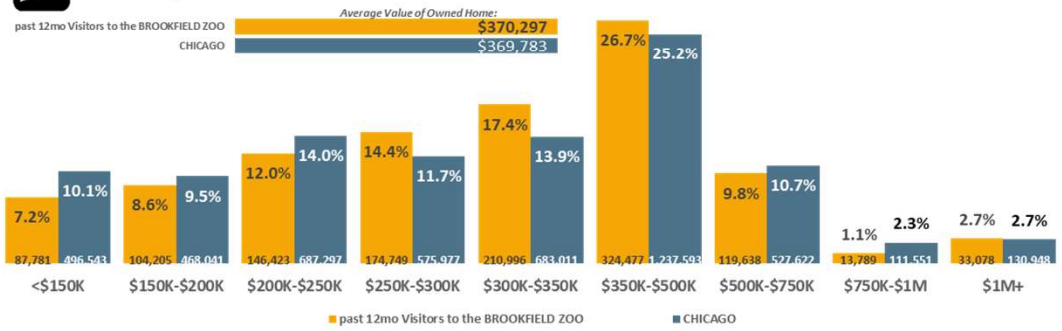
Type of Home: Adults 18 or older



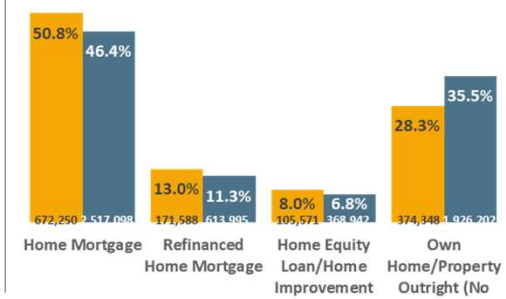
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 679

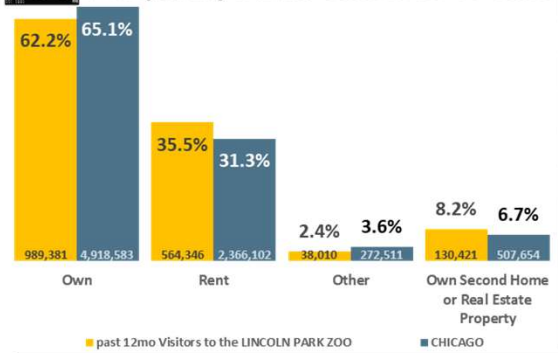
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Events attended/places visited past 12 months: Brookfield Zoo

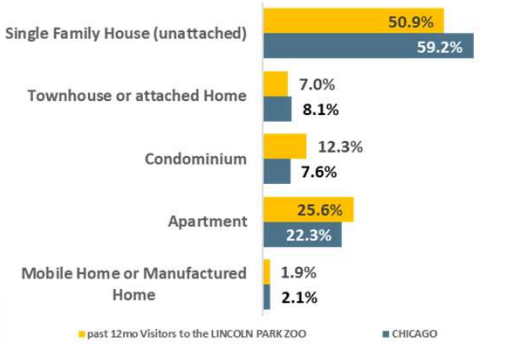
LINCOLN PARK ZOO.
FOR WILDLIFE. FOR ALL.

21.1% or 1,591,737 of CHICAGO DMA Adults 18 or older are past 12mo Visitors to the LINCOLN PARK ZOO. Adults 18 or older past 12mo Visitors to the LINCOLN PARK ZOO are 4.5% less likely to own their home, 10.7% more likely to own a higher valued home, 13.9% less likely to have a single-family home, 9.1% more likely to have a dog.

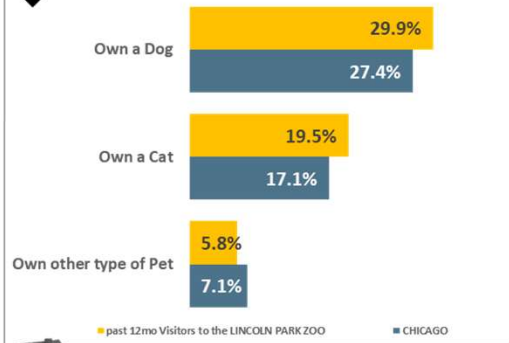
Own/Rent/Other: Adults 18 or older



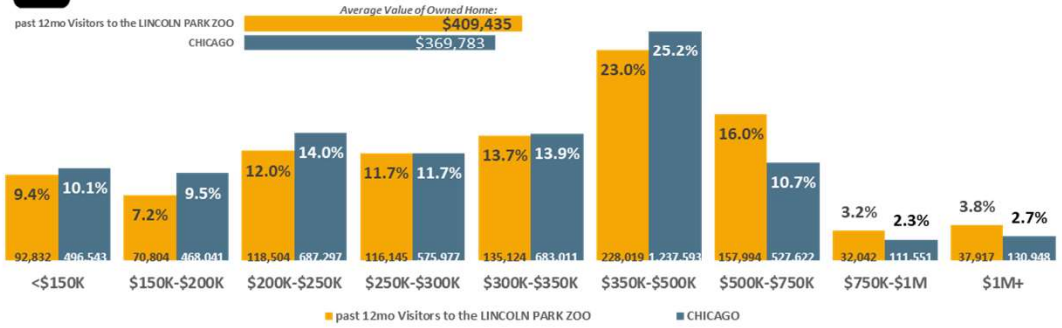
Type of Home: Adults 18 or older



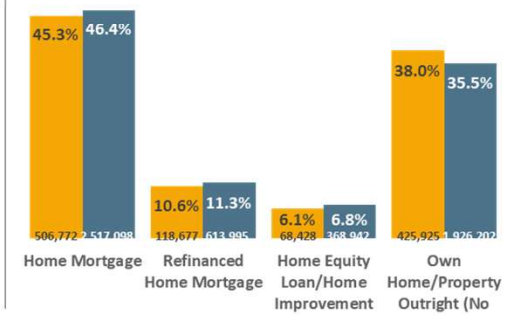
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 687

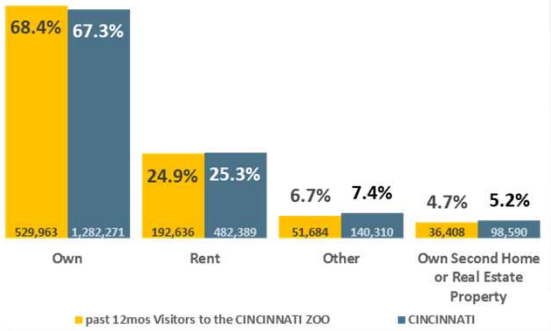
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Events attended/places visited past 12 months: Lincoln Park Zoo

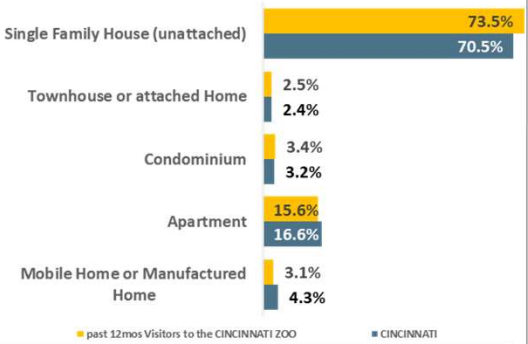
Cincinnati Zoo & Botanical Garden

40.6% or 774,283 of CINCINNATI DMA Adults 18 or older are past 12mos Visitors to the CINCINNATI ZOO. Adults 18 or older past 12mos Visitors to the CINCINNATI ZOO are 1.7% more likely to own their home, .5% more likely to own a lower valued home, 4.3% more likely to have a single-family home, 2.7% more likely to have a dog.

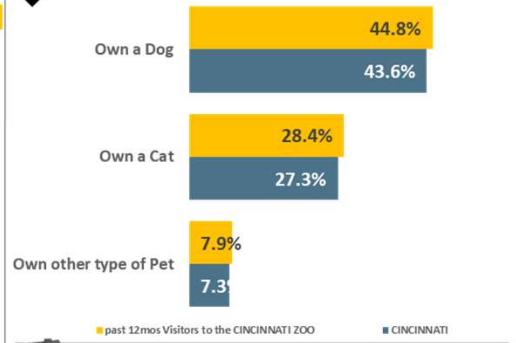
Own/Rent/Other: Adults 18 or older



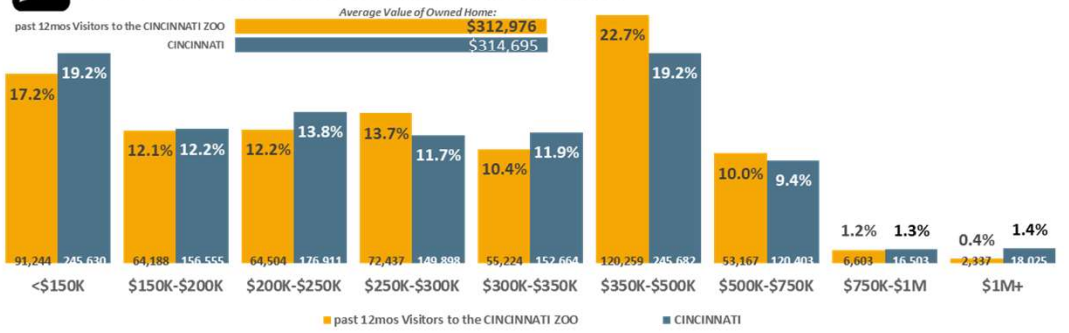
Type of Home: Adults 18 or older



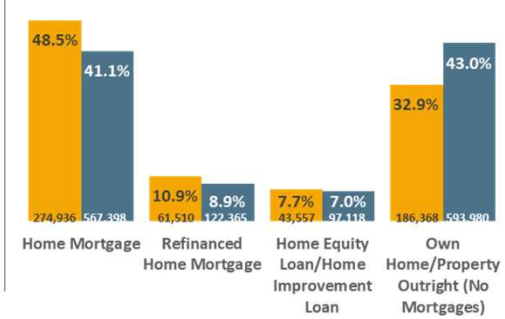
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 794

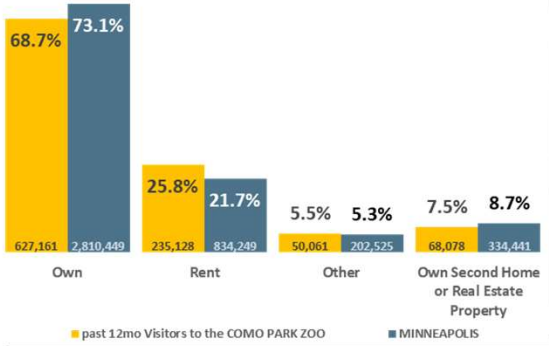
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Events attended/places visited past 12 months: Cincinnati Zoo & Botanical Garden

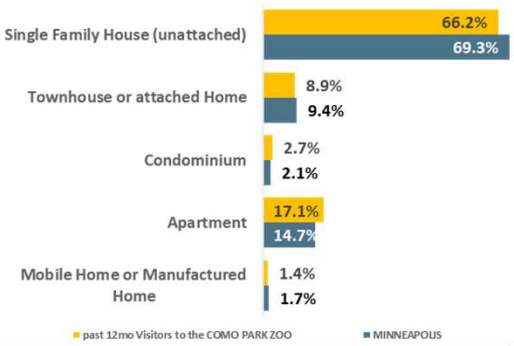
COMO PARK ZOO & CONSERVATORY

23.7% or 912,350 of MINNEAPOLIS DMA Adults 18 or older are past 12mo Visitors to the COMO PARK ZOO. Adults 18 or older past 12mo Visitors to the COMO PARK ZOO are 5.9% less likely to own their home, 3.1% more likely to own a higher valued home, 4.5% less likely to have a single-family home, 4.8% more likely to have a dog.

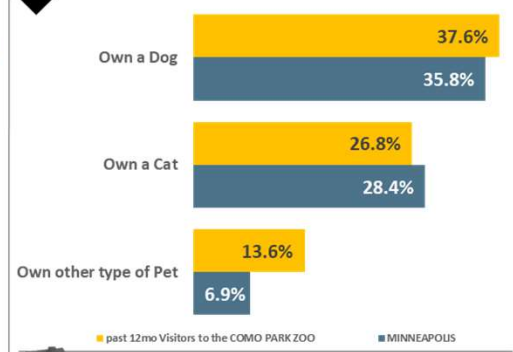
Own/Rent/Other: Adults 18 or older



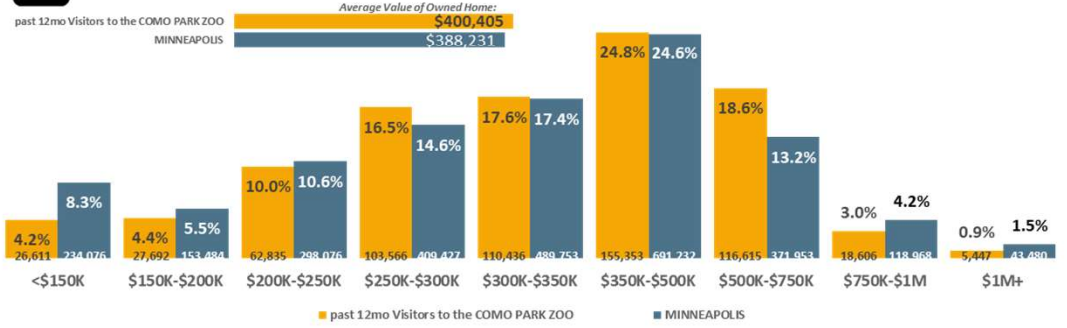
Type of Home: Adults 18 or older



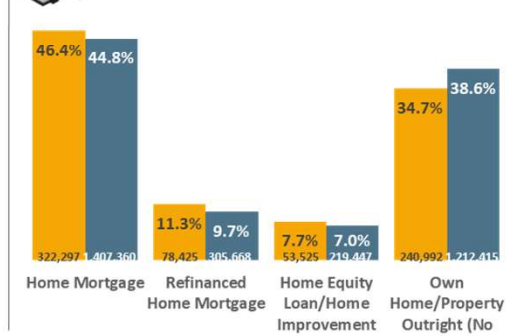
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 418

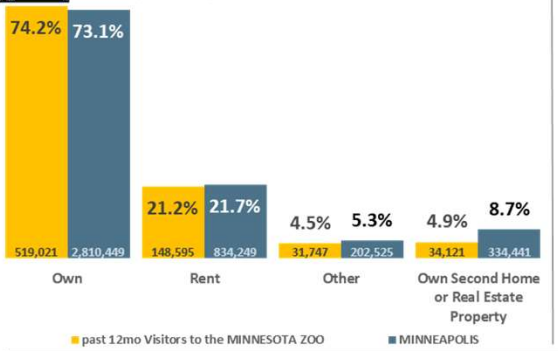
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Events attended/places visited past 12 months: Como Zoo

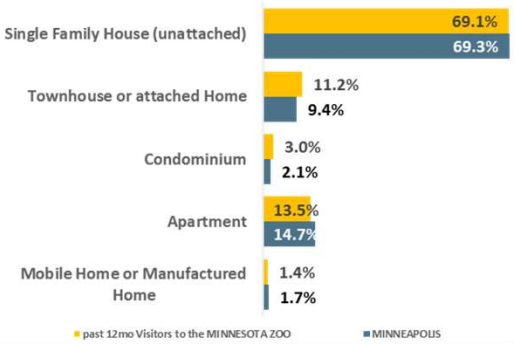
MINNESOTA ZOO
Changing how you see the world

18.2% or 699,363 of MINNEAPOLIS DMA Adults 18 or older are past 12mo Visitors to the MINNESOTA ZOO. Adults 18 or older past 12mo Visitors to the MINNESOTA ZOO are 1.6% more likely to own their home, 7.8% more likely to own a higher valued home, .3% less likely to have a single-family home, 6.7% more likely to have a dog.

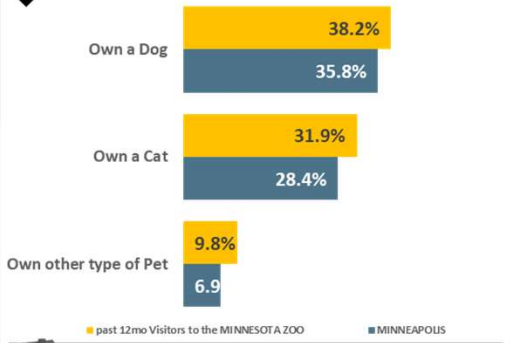
Own/Rent/Other: Adults 18 or older



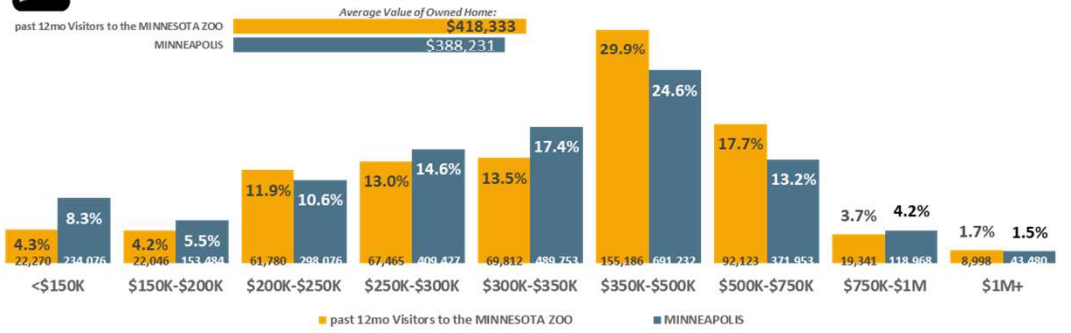
Type of Home: Adults 18 or older



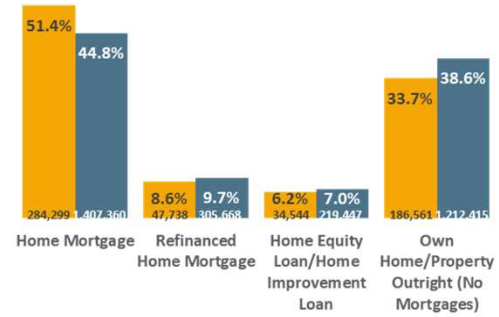
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 324

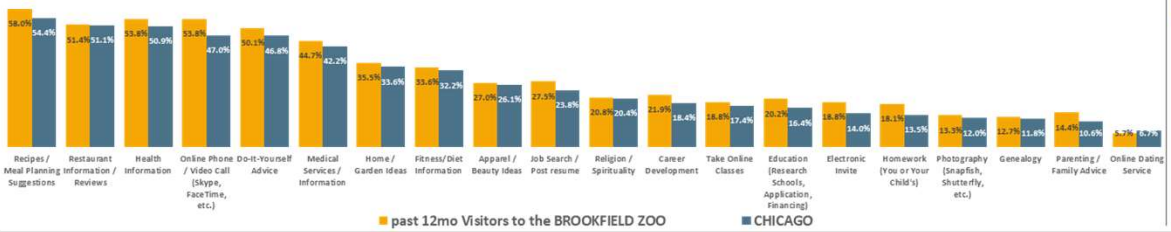
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Events attended/places visited past 12 months: Minnesota Zoo

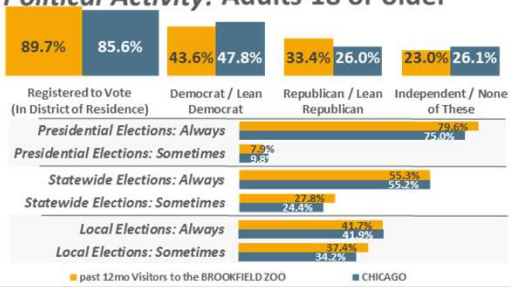
BROOKFIELD ZOO CHICAGO

22.7% or 1,712,987 of CHICAGO DMA Adults 18 or older are past 12mo Visitors to the BROOKFIELD ZOO. Adults 18 or older past 12mo Visitors to the BROOKFIELD ZOO are 7.% more likely to look up D-I-Y advice online, .5% less likely to always vote in local elections, 47.% more likely to belong to a gym, 6.1% more likely to fly domestic past yr.

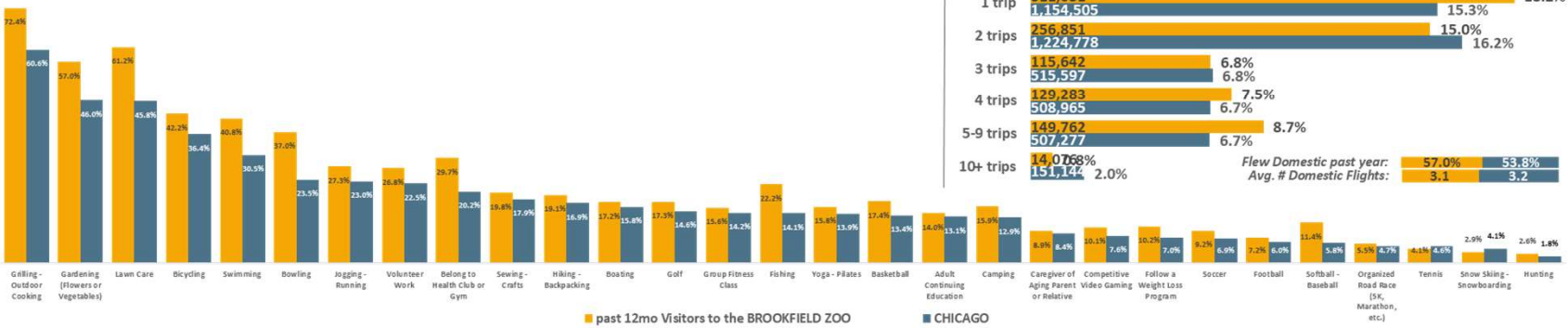
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 679

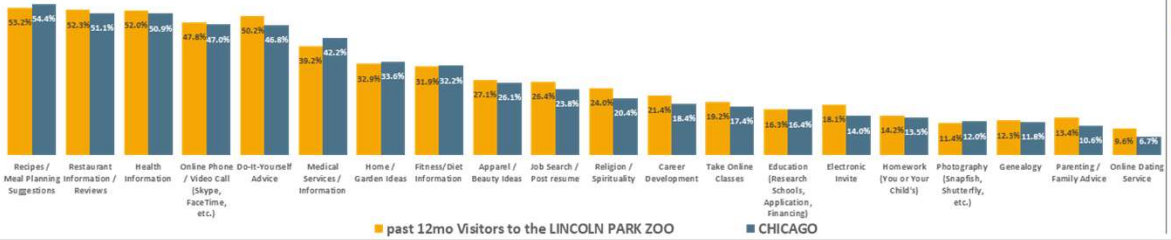
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Events attended/places visited past 12 months: Brookfield Zoo

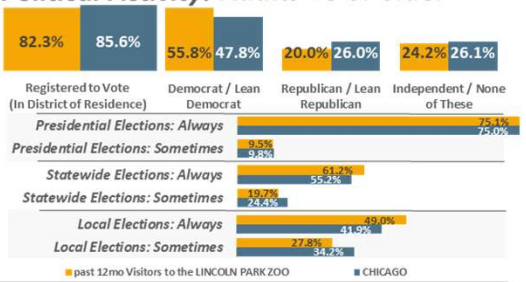
LINCOLN PARK ZOO
FOR WILDLIFE. FOR ALL.

21.1% or 1,591,737 of CHICAGO DMA Adults 18 or older are past 12mo Visitors to the LINCOLN PARK ZOO. Adults 18 or older past 12mo Visitors to the LINCOLN PARK ZOO are 7.2% more likely to look up D-I-Y advice online, 16.9% more likely to always vote in local elections, 64.8% more likely to belong to a gym, 26.% more likely to fly domestic past yr.

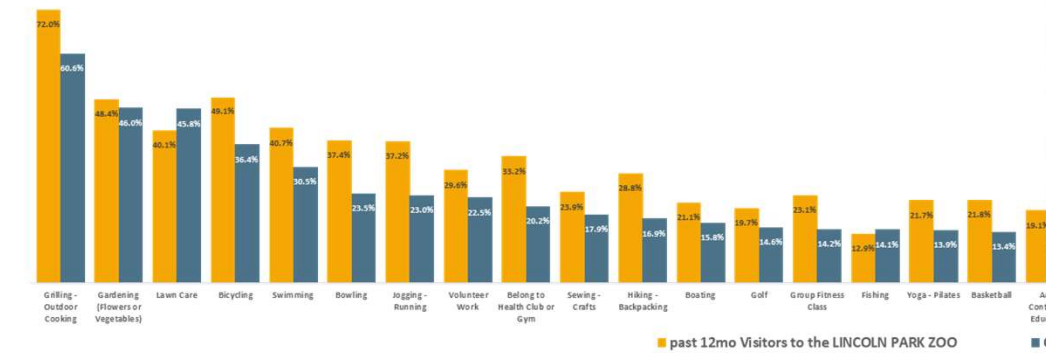
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



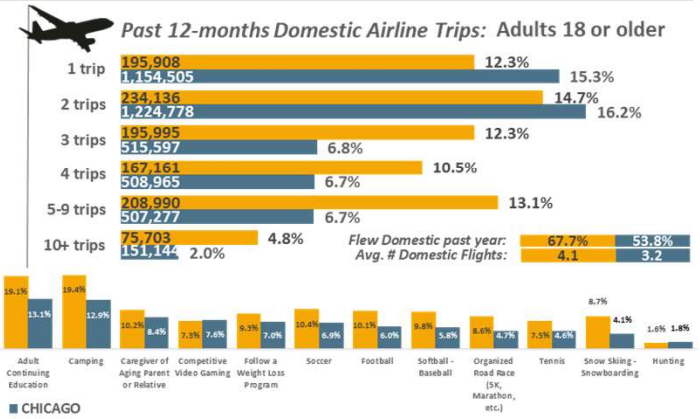
Political Activity: Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 687

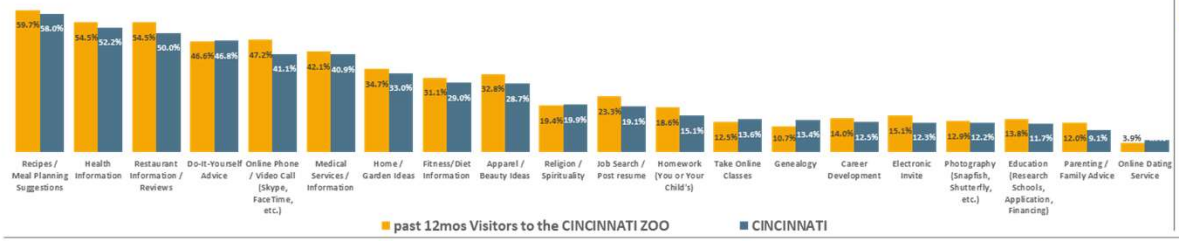
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Events attended/places visited past 12 months: Lincoln Park Zoo

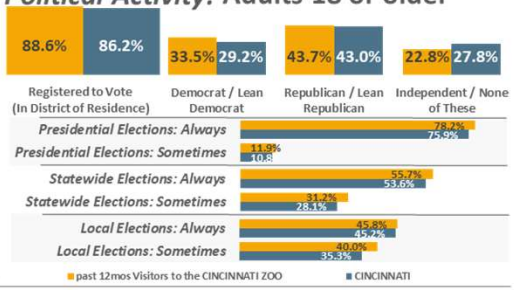
Cincinnati Zoo & Botanical Garden

40.6% or 774,283 of CINCINNATI DMA Adults 18 or older are past 12mos Visitors to the CINCINNATI ZOO. Adults 18 or older past 12mos Visitors to the CINCINNATI ZOO are .4% less likely to look up D-I-Y advice online, 1.4% more likely to always vote in local elections, 20.6% more likely to belong to a gym, 21.8% more likely to fly domestic past yr.

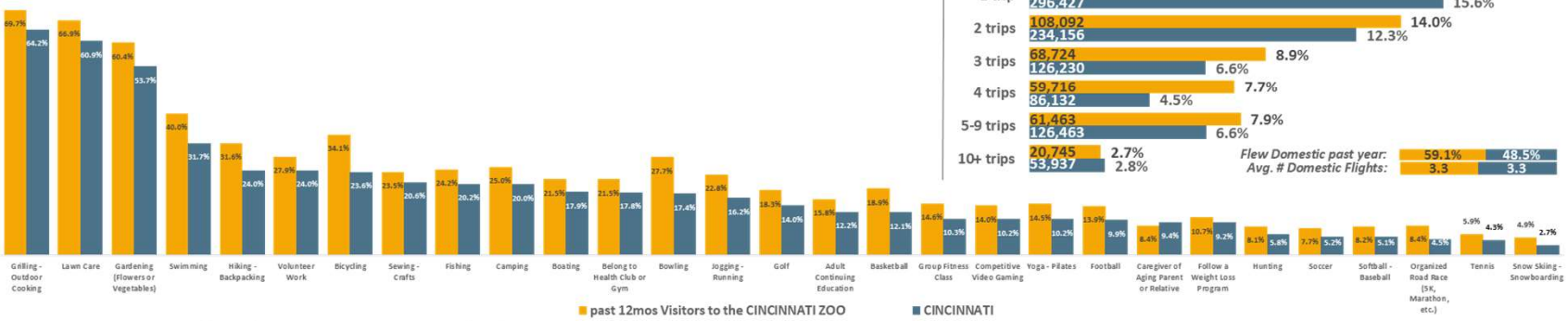
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 794

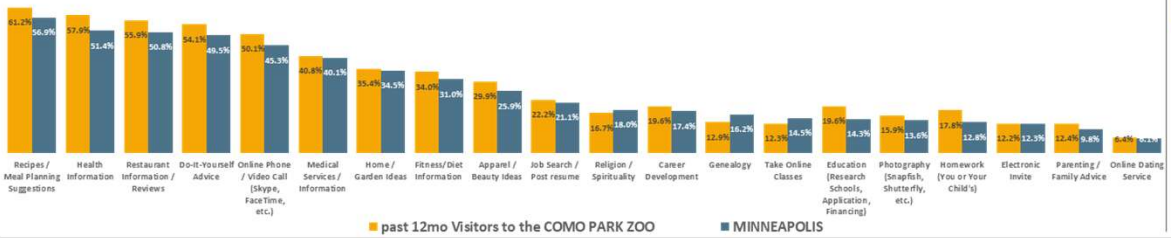
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Events attended/places visited past 12 months: Cincinnati Zoo & Botanical Garden

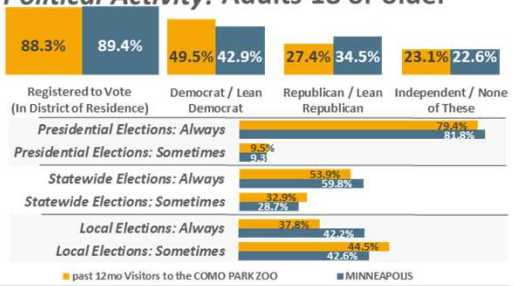
COMO PARK ZOO & CONSERVATORY

23.7% or 912,350 of MINNEAPOLIS DMA Adults 18 or older are past 12mo Visitors to the COMO PARK ZOO. Adults 18 or older past 12mo Visitors to the COMO PARK ZOO are 9.4% more likely to look up D-I-Y advice online, 10.2% less likely to always vote in local elections, 9.8% more likely to belong to a gym, 13.2% more likely to fly domestic past yr.

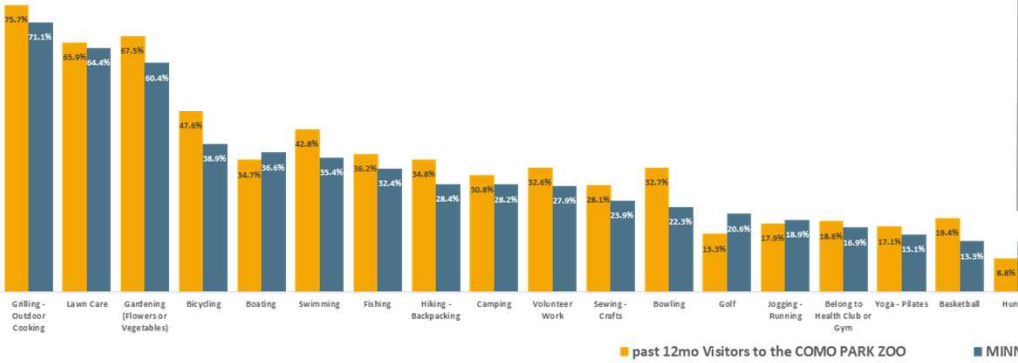
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



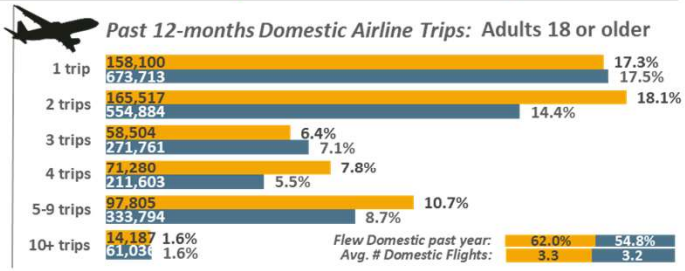
Political Activity: Adults 18 or older



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



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



MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 418

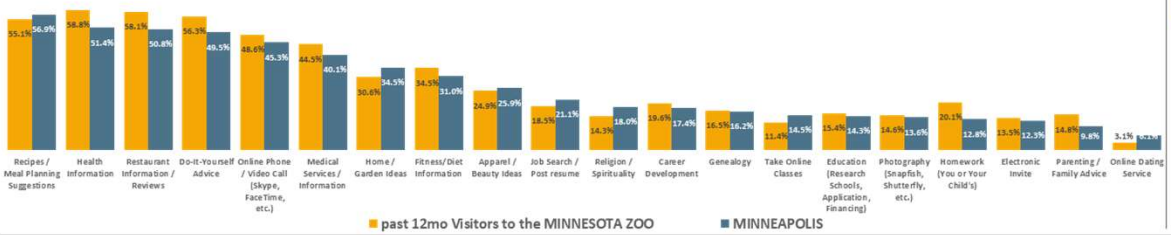
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Events attended/places visited past 12 months: Como Zoo

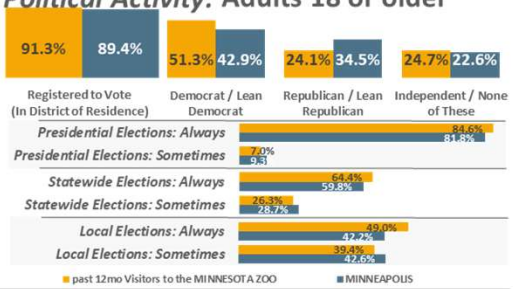
MINNESOTA ZOO
Changing how you see the world

18.2% or 699,363 of MINNEAPOLIS DMA Adults 18 or older are past 12mo Visitors to the MINNESOTA ZOO. Adults 18 or older past 12mo Visitors to the MINNESOTA ZOO are 13.8% more likely to look up D-I-Y advice online, 16.3% more likely to always vote in local elections, 20.3% more likely to belong to a gym, 24.2% more likely to fly domestic past yr.

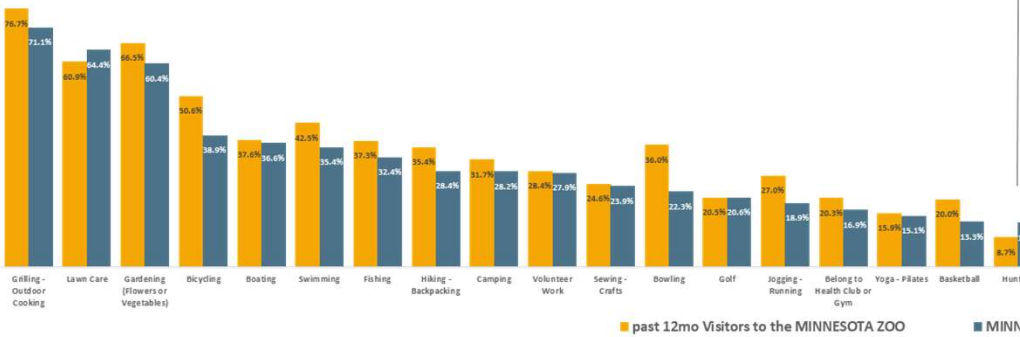
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



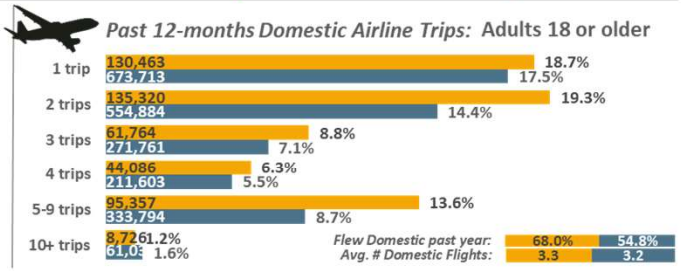
Political Activity: Adults 18 or older



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



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



MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 324

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Events attended/places visited past 12 months: Minnesota Zoo

BROOKFIELD ZOO CHICAGO

22.7% or 1,712,987 of CHICAGO DMA Adults 18 or older are past 12mo Visitors to the BROOKFIELD ZOO. Adults 18 or older past 12mo Visitors to the BROOKFIELD ZOO are 3.3% more likely to use QSRs past mo., 15.4% more likely to use Sit-Down Restaurants past mo., 7.7% more likely to use Casinos past yr., 23.4% 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.)

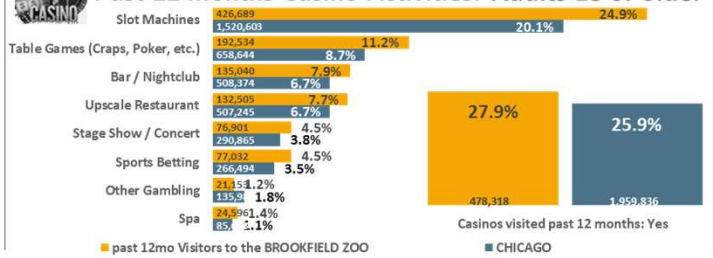
past 12mo Visitors to the BROOKFIELD ZOO	387,794	22.6%
CHICAGO	1,511,418	20.0%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 679

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Events attended/places visited past 12 months: Brookfield Zoo

LINCOLN PARK ZOO.
FOR WILDLIFE. FOR ALL.

21.1% or 1,591,737 of CHICAGO DMA Adults 18 or older are past 12mo Visitors to the LINCOLN PARK ZOO. Adults 18 or older past 12mo Visitors to the LINCOLN PARK ZOO are .4% less likely to use QSRs past mo., 13.5% more likely to use Sit-Down Restaurants past mo., 14.9% more likely to use Casinos past yr., 28.6% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 90.5% 1,440,486 | 90.9% 6,865,933

Avg. Monthly QSR Meals: 8.0 | 7.0

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



Total Monthly Sit-Down Restaurant Users: 86.0% 1,368,882 | 75.7% 5,724,044

Avg. Monthly Sit-Down Restaurant Meals: 4.7 | 4.1

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 12mo Visitors to the LINCOLN PARK ZOO 456,611 28.7%

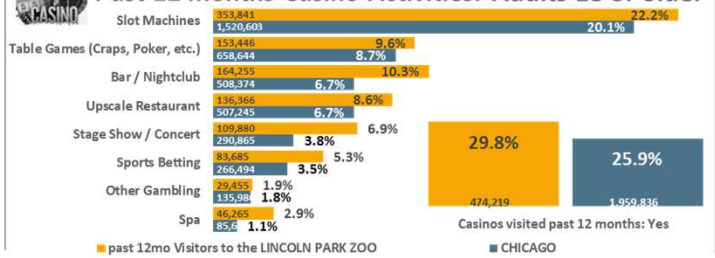
CHICAGO 1,511,418 20.0%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 687

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Events attended/places visited past 12 months: Lincoln Park Zoo

Cincinnati Zoo & Botanical Garden

40.6% or 774,283 of CINCINNATI DMA Adults 18 or older are past 12mos Visitors to the CINCINNATI ZOO. Adults 18 or older past 12mos Visitors to the CINCINNATI ZOO are 2.1% more likely to use QSRs past mo., 6.1% more likely to use Sit-Down Restaurants past mo., 14.1% more likely to use Casinos past yr., 33.9% 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

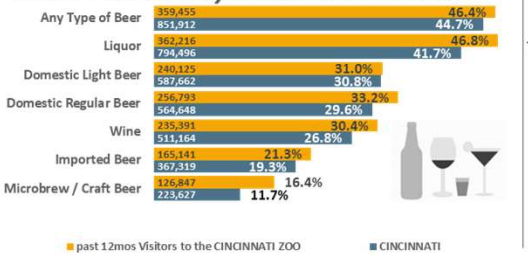
(Sit-Down Restaurants Used Past 30-days)



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

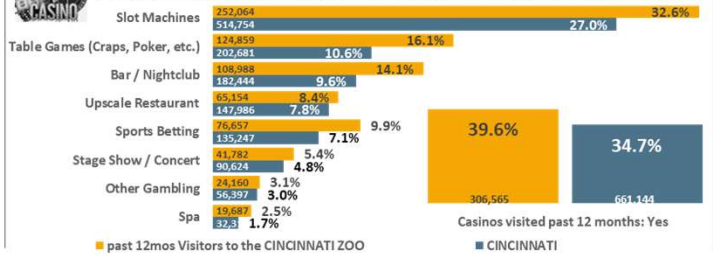


Drank Past 30-days: Adults 18 or older



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 794

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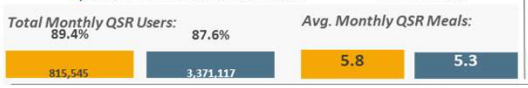
Events attended/places visited past 12 months: Cincinnati Zoo & Botanical Garden

COMO PARK ZOO & CONSERVATORY

23.7% or 912,350 of MINNEAPOLIS DMA Adults 18 or older are past 12mo Visitors to the COMO PARK ZOO. Adults 18 or older past 12mo Visitors to the COMO PARK ZOO are 2.% more likely to use QSRs past mo., .5% more likely to use Sit-Down Restaurants past mo., 5.9% more likely to use Casinos past yr., 45.2% less likely to smoke cigarettes.

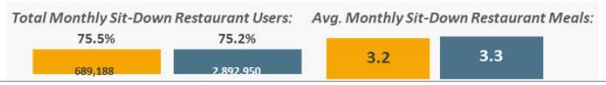
Past 30-days QSR Users: Adults 18 or older





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





Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



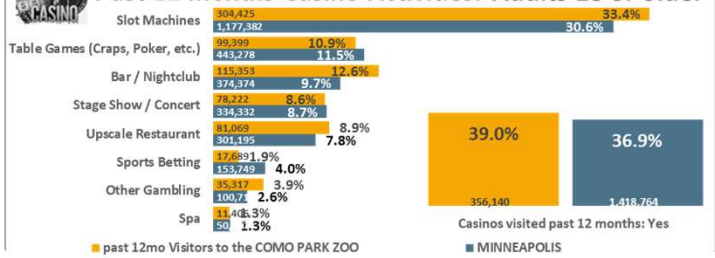


Drank Past 30-days: Adults 18 or older



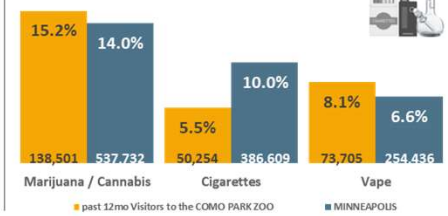
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 418

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Events attended/places visited past 12 months: Como Zoo

MINNESOTA ZOO
Changing how you see the world

18.2% or 699,363 of MINNEAPOLIS DMA Adults 18 or older are past 12mo Visitors to the MINNESOTA ZOO. Adults 18 or older past 12mo Visitors to the MINNESOTA ZOO are 4.9% more likely to use QSRs past mo., 3.3% more likely to use Sit-Down Restaurants past mo., 8.6% more likely to use Casinos past yr., 19.4% 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.)

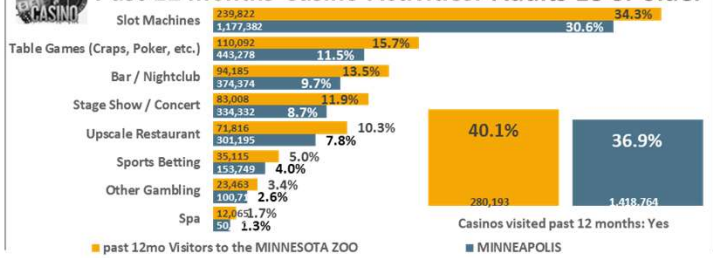
past 12mo Visitors to the MINNESOTA ZOO	76,149	10.9%
MINNEAPOLIS	410,572	10.7%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 324

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Events attended/places visited past 12 months: Minnesota Zoo

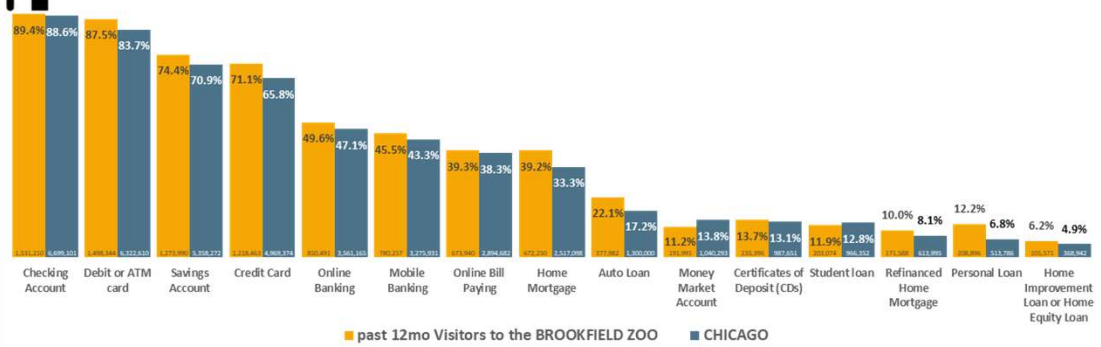
BROOKFIELD ZOO CHICAGO

22.7% or 1,712,987 of CHICAGO DMA Adults 18 or older are past 12mo Visitors to the BROOKFIELD ZOO. Adults 18 or older past 12mo Visitors to the BROOKFIELD ZOO are 20.2% more likely to have a 401K, 28.3% more likely to have an Auto Loan, 5.4% more likely to Invest/Trade Stocks Online, 7.1% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



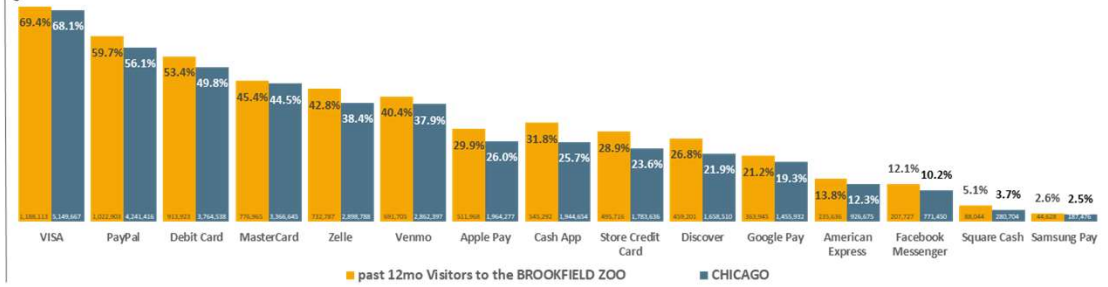
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 679

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Events attended/places visited past 12 months: Brookfield Zoo

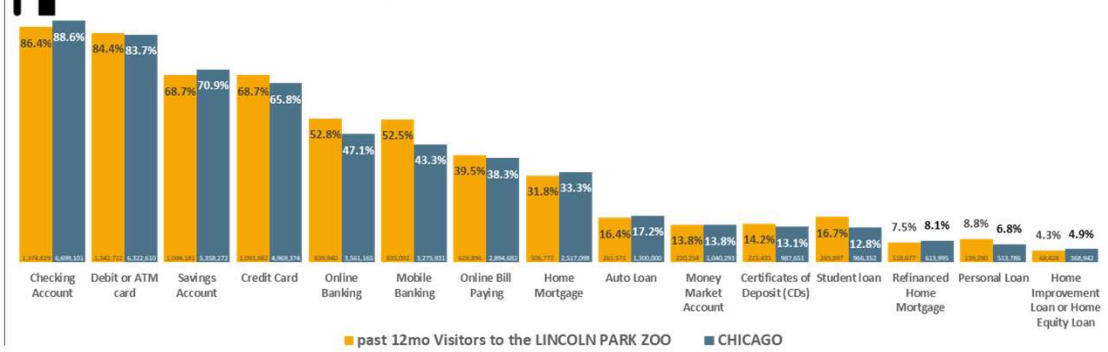
LINCOLN PARK ZOO.
FOR WILDLIFE. FOR ALL.

21.1% or 1,591,737 of CHICAGO DMA Adults 18 or older are past 12mo Visitors to the LINCOLN PARK ZOO. Adults 18 or older past 12mo Visitors to the LINCOLN PARK ZOO are 16.2% more likely to have a 401K, 4.5% less likely to have an Auto Loan, 19.8% more likely to Invest/Trade Stocks Online, 9.% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



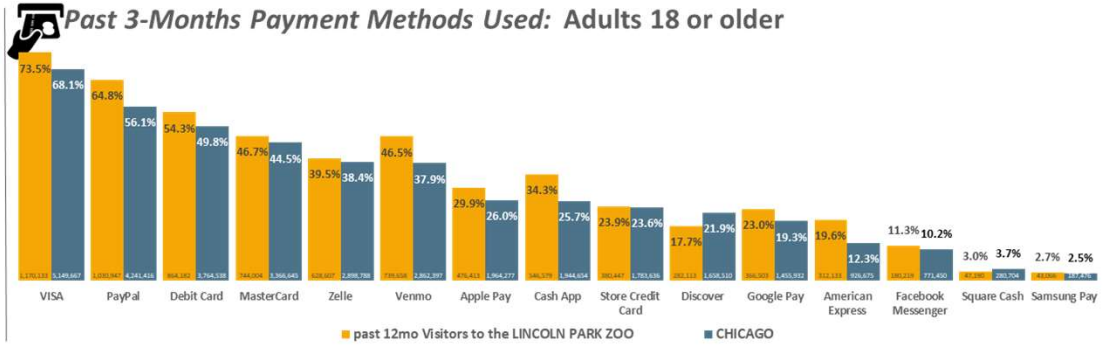
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 687

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Events attended/places visited past 12 months: Lincoln Park Zoo

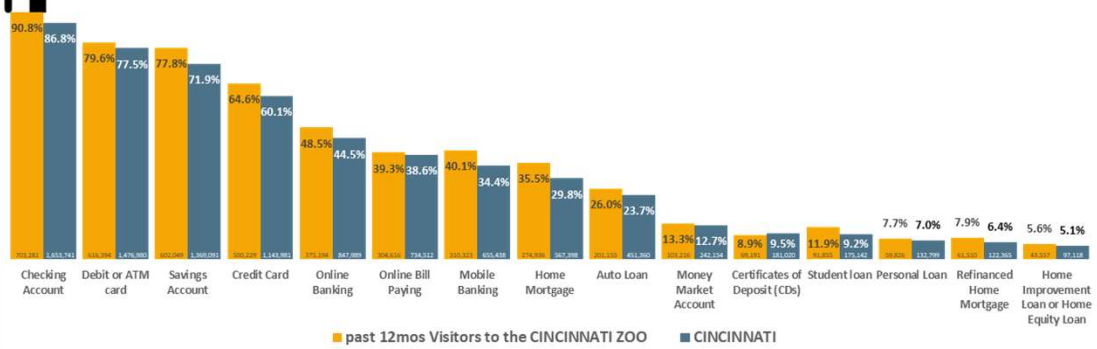
Cincinnati Zoo & Botanical Garden

40.6% or 774,283 of CINCINNATI DMA Adults 18 or older are past 12mos Visitors to the CINCINNATI ZOO. Adults 18 or older past 12mos Visitors to the CINCINNATI ZOO are 14.8% more likely to have a 401K, 9.6% more likely to have an Auto Loan, 12.2% more likely to Invest/Trade Stocks Online, 2.9% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

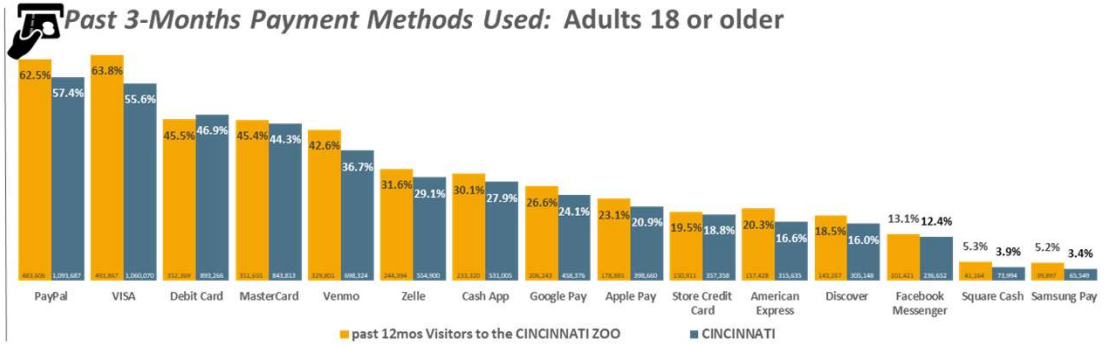


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 794

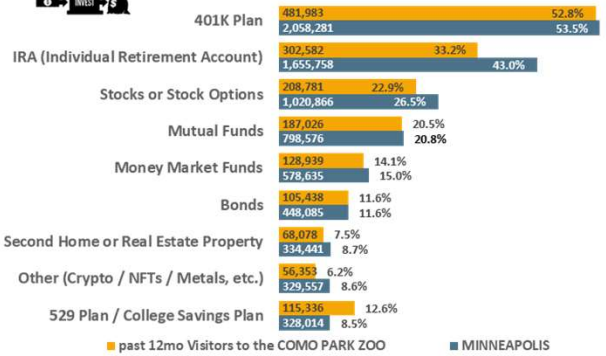
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Events attended/places visited past 12 months: Cincinnati Zoo & Botanical Garden

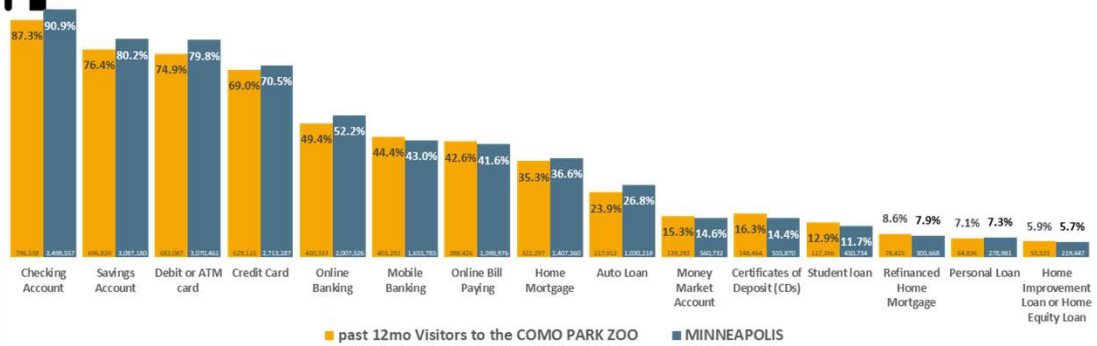
COMO PARK ZOO & CONSERVATORY

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Investments Owned: Adults 18 or older



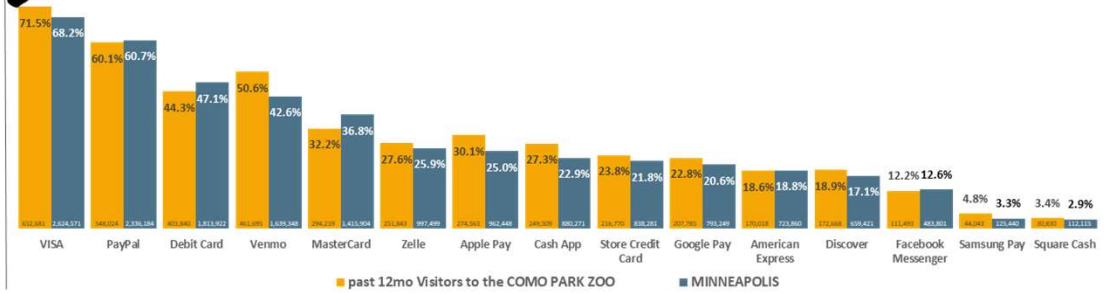
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 418

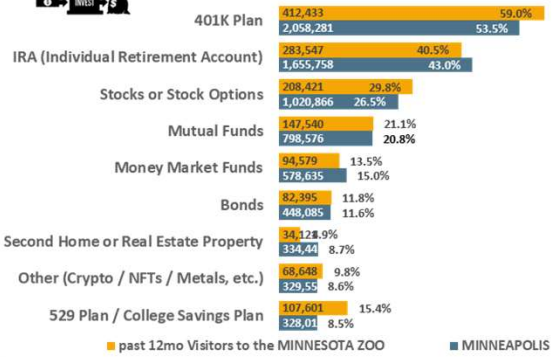
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Events attended/places visited past 12 months: Como Zoo

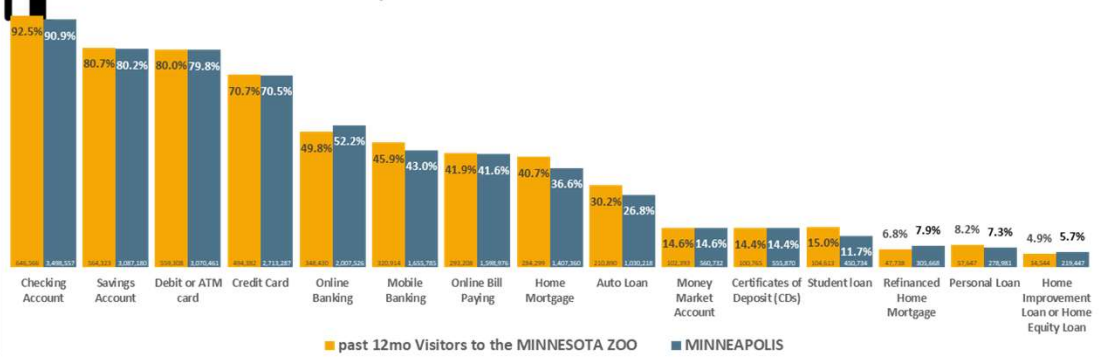
MINNESOTA ZOO
Changing how you see the world

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Investments Owned: Adults 18 or older



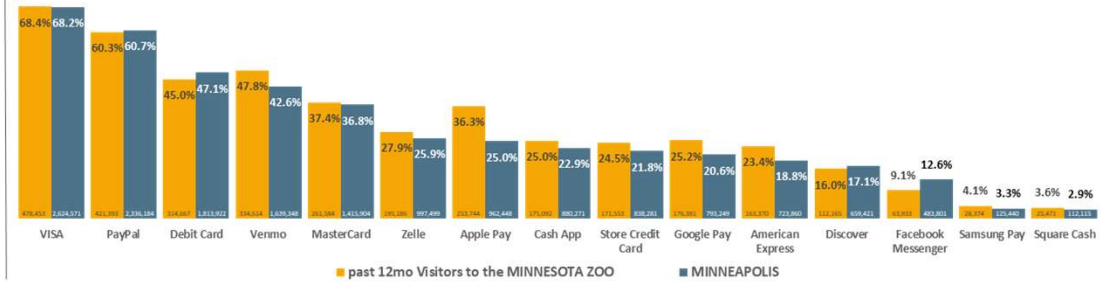
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 324

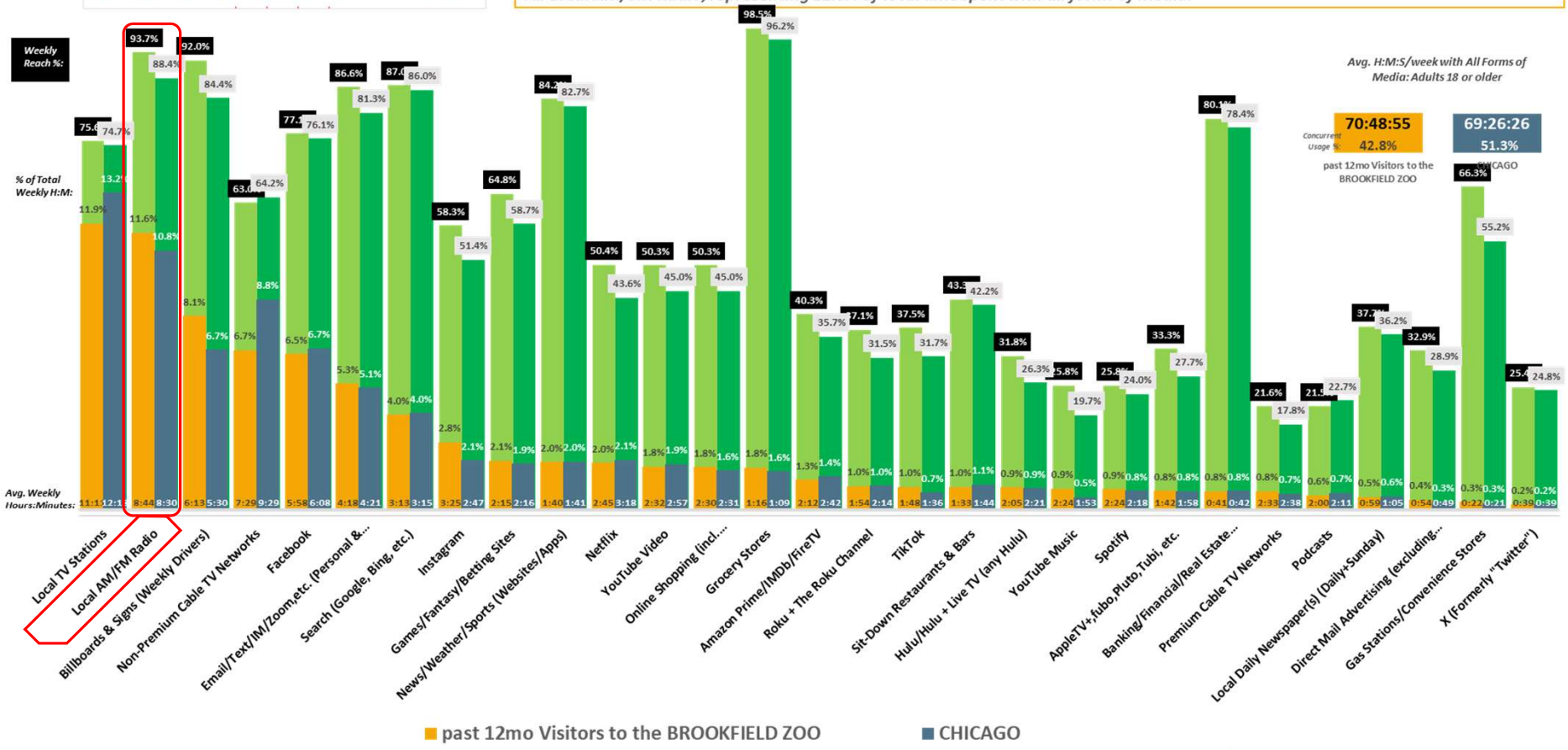
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Events attended/places visited past 12 months: Minnesota Zoo

BROOKFIELD ZOO CHICAGO

Adults 18 or older past 12mo Visitors to the BROOKFIELD ZOO spend an average of 2 days, 22 hours, 48 minutes and 55 seconds each week with All Forms of Media.

93.7% of Adults 18 or older past 12mo Visitors to the BROOKFIELD ZOO spend an avg. of 8 hours and 44 minutes each week listening to All Local AM/FM Radio, representing 11.6% of total time spent with all forms of Media.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 679 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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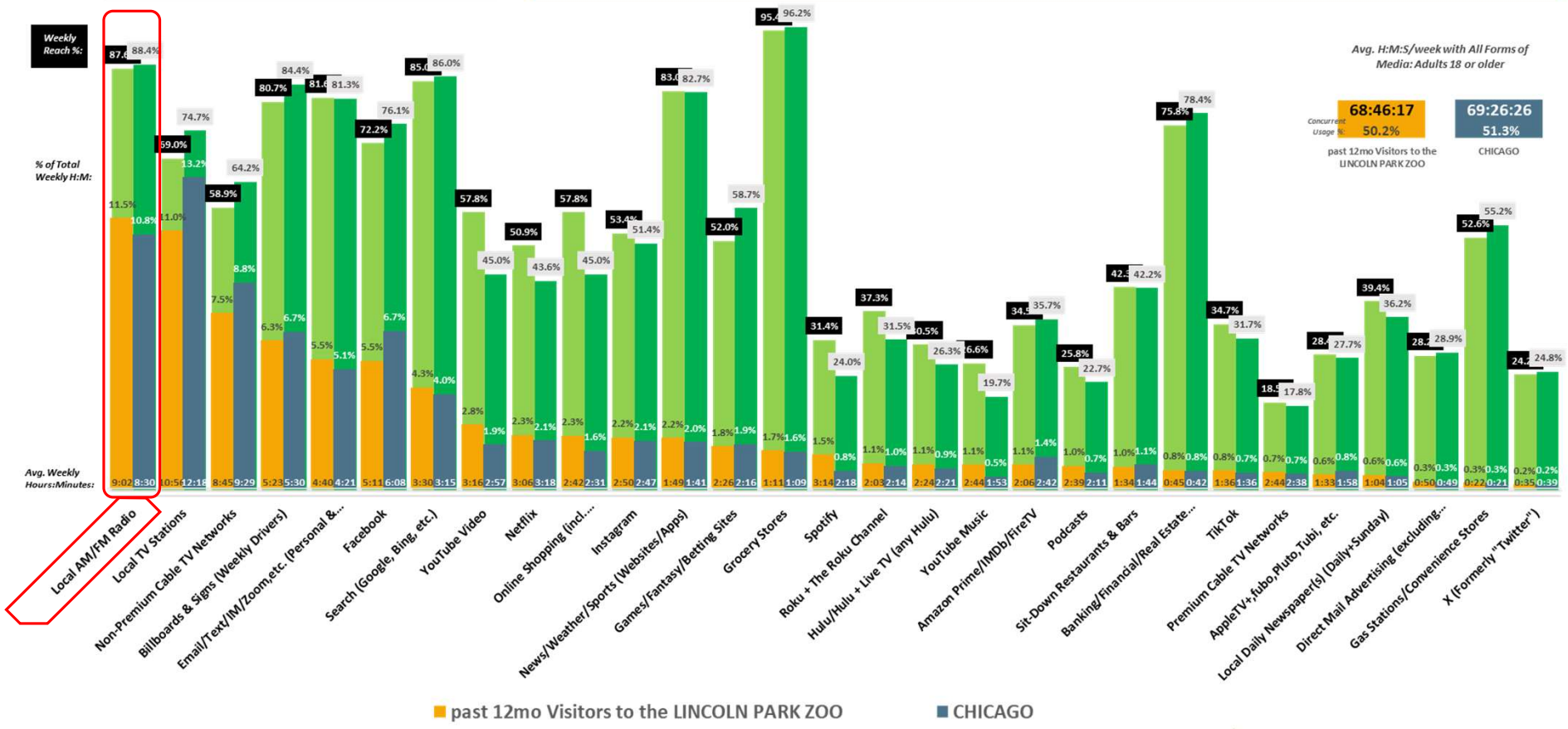
Hubbard BROADCASTING Share of Everything for Anything ©

Events attended/places visited past 12 months: Brookfield Zoo

LINCOLN PARK ZOO.
FOR WILDLIFE. FOR ALL.

Adults 18 or older past 12mo Visitors to the LINCOLN PARK ZOO spend an average of 2 days, 20 hours, 46 minutes and 17 seconds each week with All Forms of Media.

87.6% of Adults 18 or older past 12mo Visitors to the LINCOLN PARK ZOO spend an avg. of 9 hours and 2 minutes each week listening to All Local AM/FM Radio, representing 11.5% of total time spent with all forms of Media.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 687 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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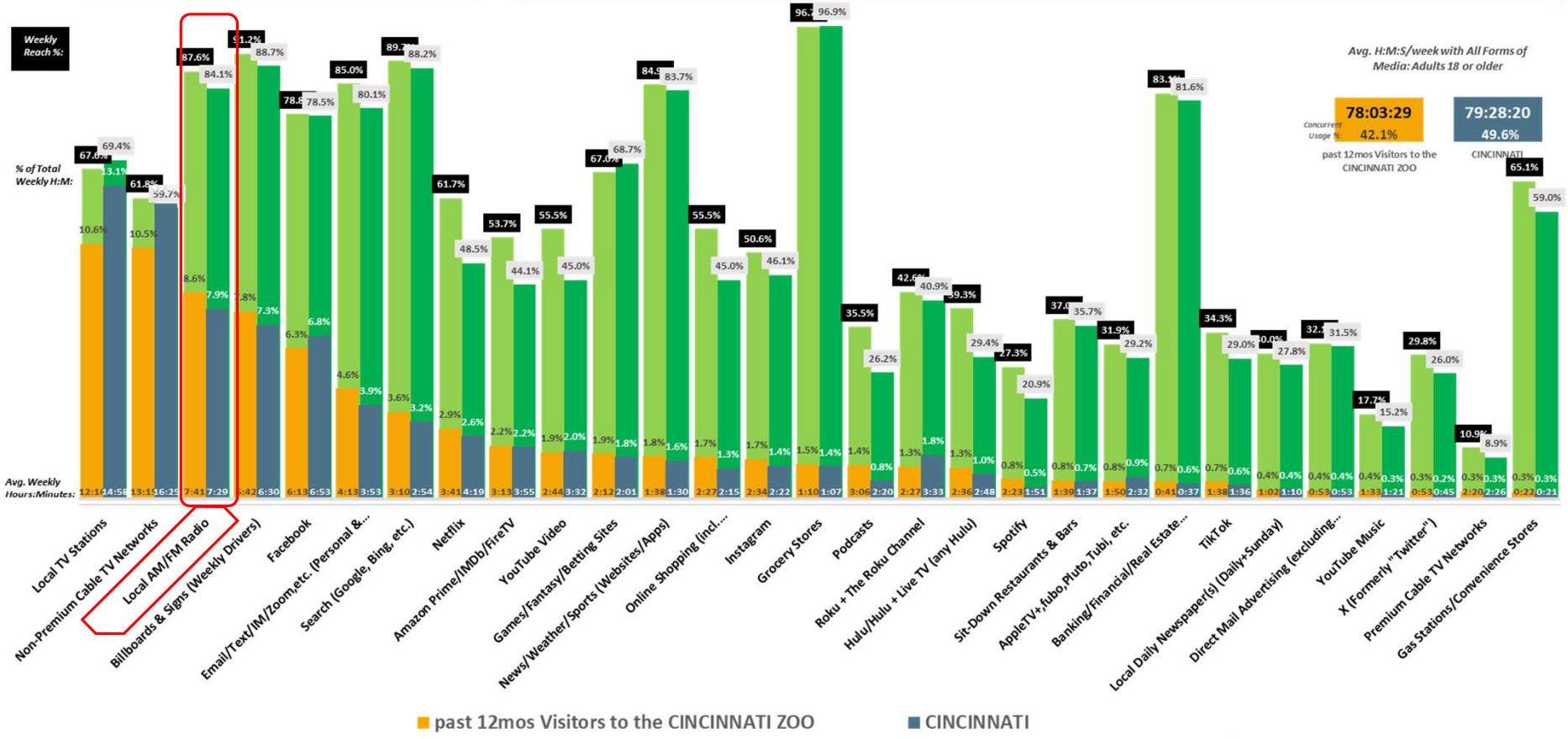
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Events attended/places visited past 12 months: Lincoln Park Zoo

Cincinnati Zoo & Botanical Garden

Adults 18 or older past 12mos Visitors to the CINCINNATI ZOO spend an average of 3 days, 6 hours, 3 minutes and 29 seconds each week with All Forms of Media.

87.6% of Adults 18 or older past 12mos Visitors to the CINCINNATI ZOO spend an avg. of 7 hours and 41 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 794 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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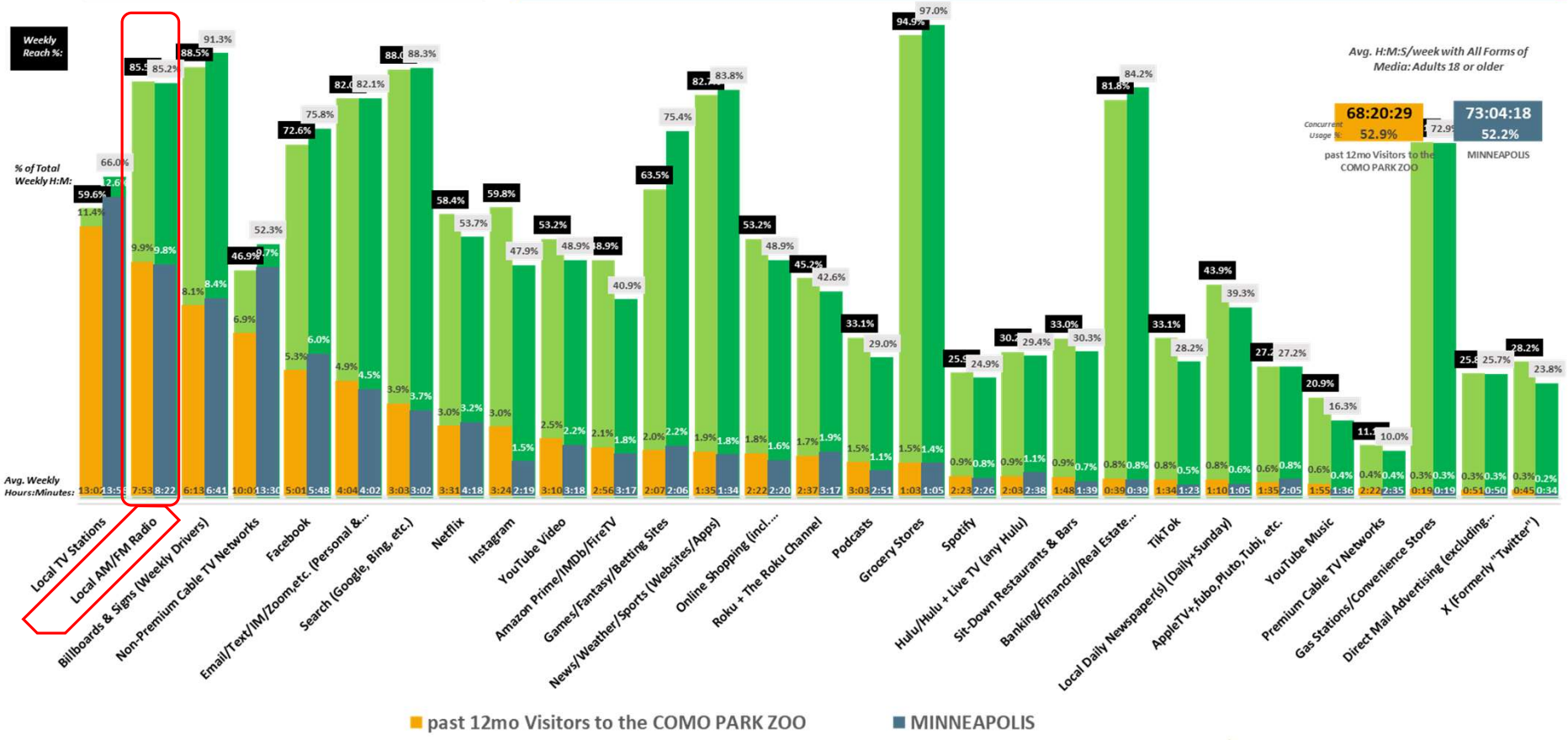
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Events attended/places visited past 12 months: Cincinnati Zoo & Botanical Garden

COMO PARK ZOO & CONSERVATORY

Adults 18 or older past 12mo Visitors to the COMO PARK ZOO spend an average of 2 days, 20 hours, 20 minutes and 29 seconds each week with All Forms of Media.

85.5% of Adults 18 or older past 12mo Visitors to the COMO PARK ZOO spend an avg. of 7 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 9.9% of total time spent with all forms of Media.



MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 418 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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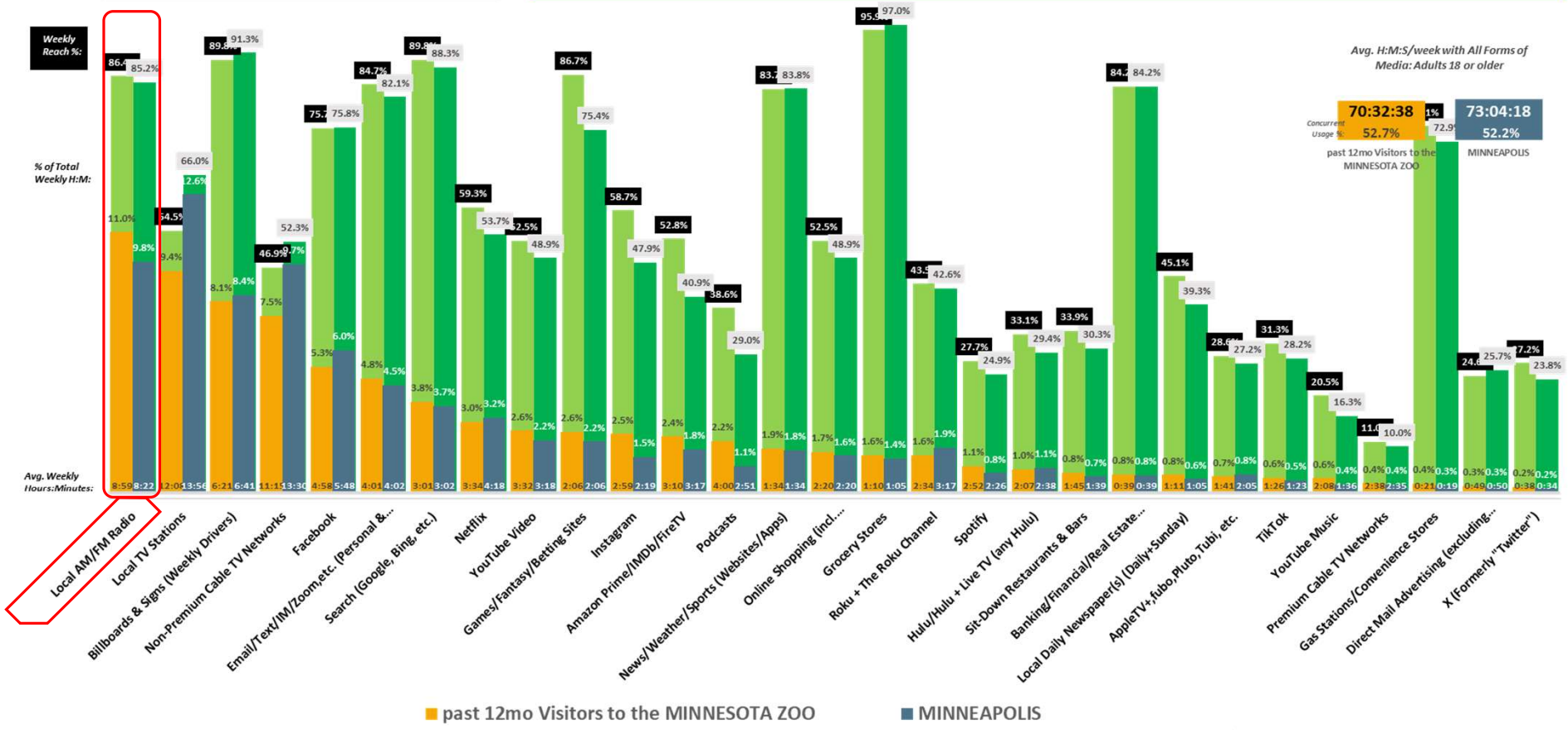
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Events attended/places visited past 12 months: Como Zoo

MINNESOTA ZOO
Changing how you see the world

Adults 18 or older past 12mo Visitors to the MINNESOTA ZOO spend an average of 2 days, 22 hours, 32 minutes and 38 seconds each week with All Forms of Media.

86.4% of Adults 18 or older past 12mo Visitors to the MINNESOTA ZOO spend an avg. of 8 hours and 59 minutes each week listening to All Local AM/FM Radio, representing 11.% of total time spent with all forms of Media.



MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 324 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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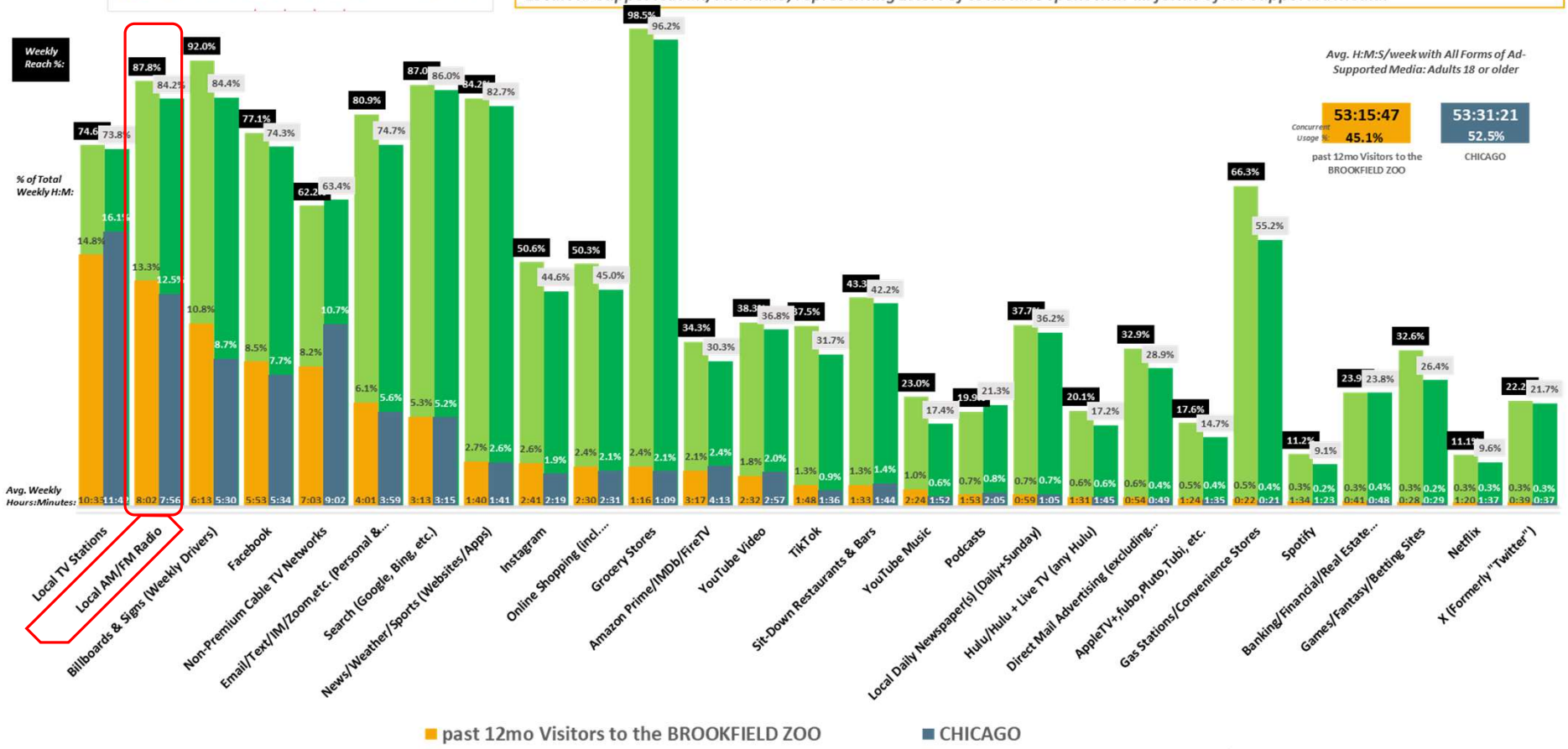
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Events attended/places visited past 12 months: Minnesota Zoo

BROOKFIELD ZOO CHICAGO

Adults 18 or older past 12mo Visitors to the BROOKFIELD ZOO spend an average of 2 days, 5 hours, 15 minutes and 47 seconds each week with All Forms of Ad-Supported Media.

87.8% of Adults 18 or older past 12mo Visitors to the BROOKFIELD ZOO spend an avg. of 8 hours and 2 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.3% of total time spent with all forms of Ad-Supported Media.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 679 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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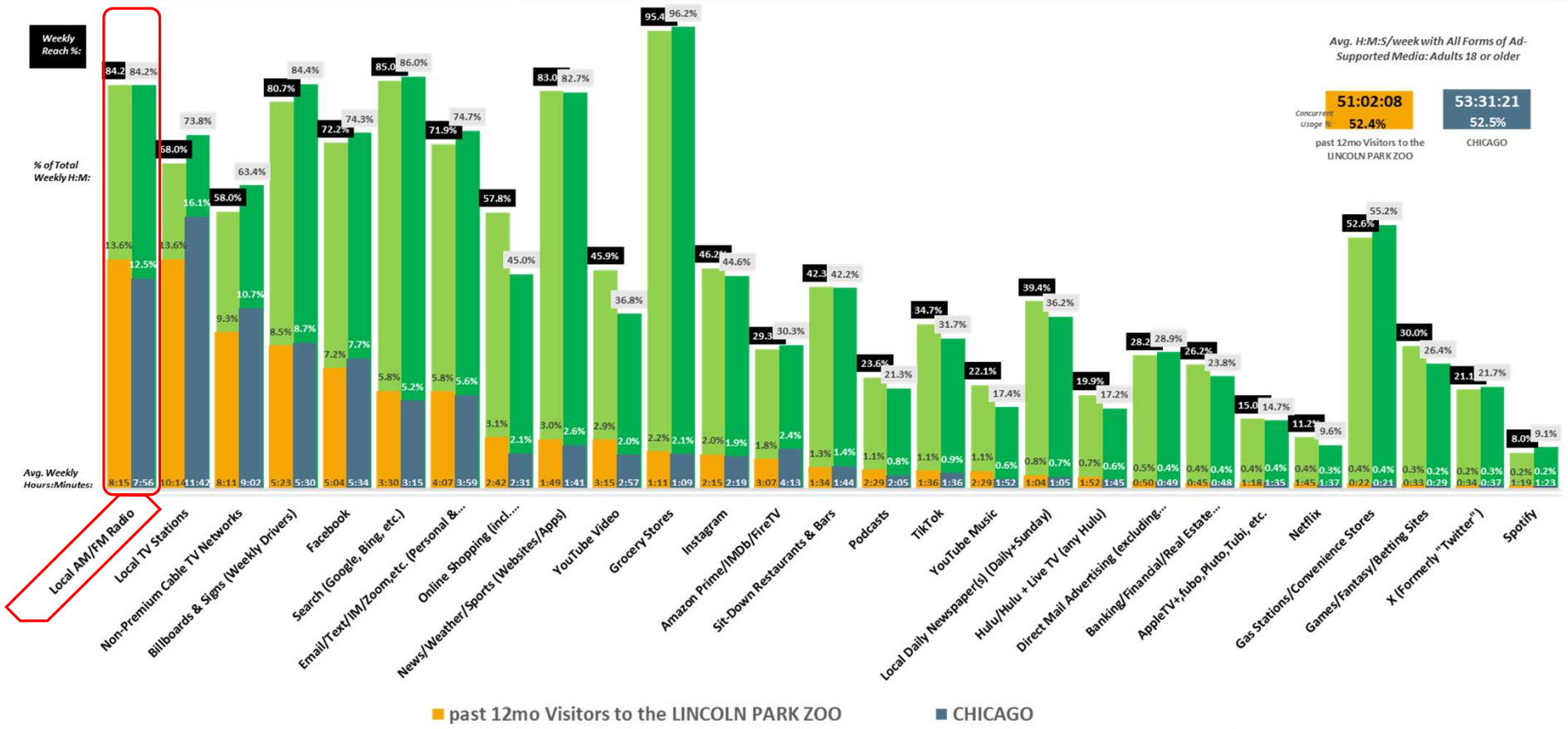
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Events attended/places visited past 12 months: Brookfield Zoo

LINCOLN PARK ZOO.
FOR WILDLIFE. FOR ALL.

Adults 18 or older past 12mo Visitors to the LINCOLN PARK ZOO spend an average of 2 days, 3 hours, 2 minutes and 8 seconds each week with All Forms of Ad-Supported Media.

84.2% of Adults 18 or older past 12mo Visitors to the LINCOLN PARK ZOO spend an avg. of 8 hours and 15 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.6% of total time spent with all forms of Ad-Supported Media.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 687 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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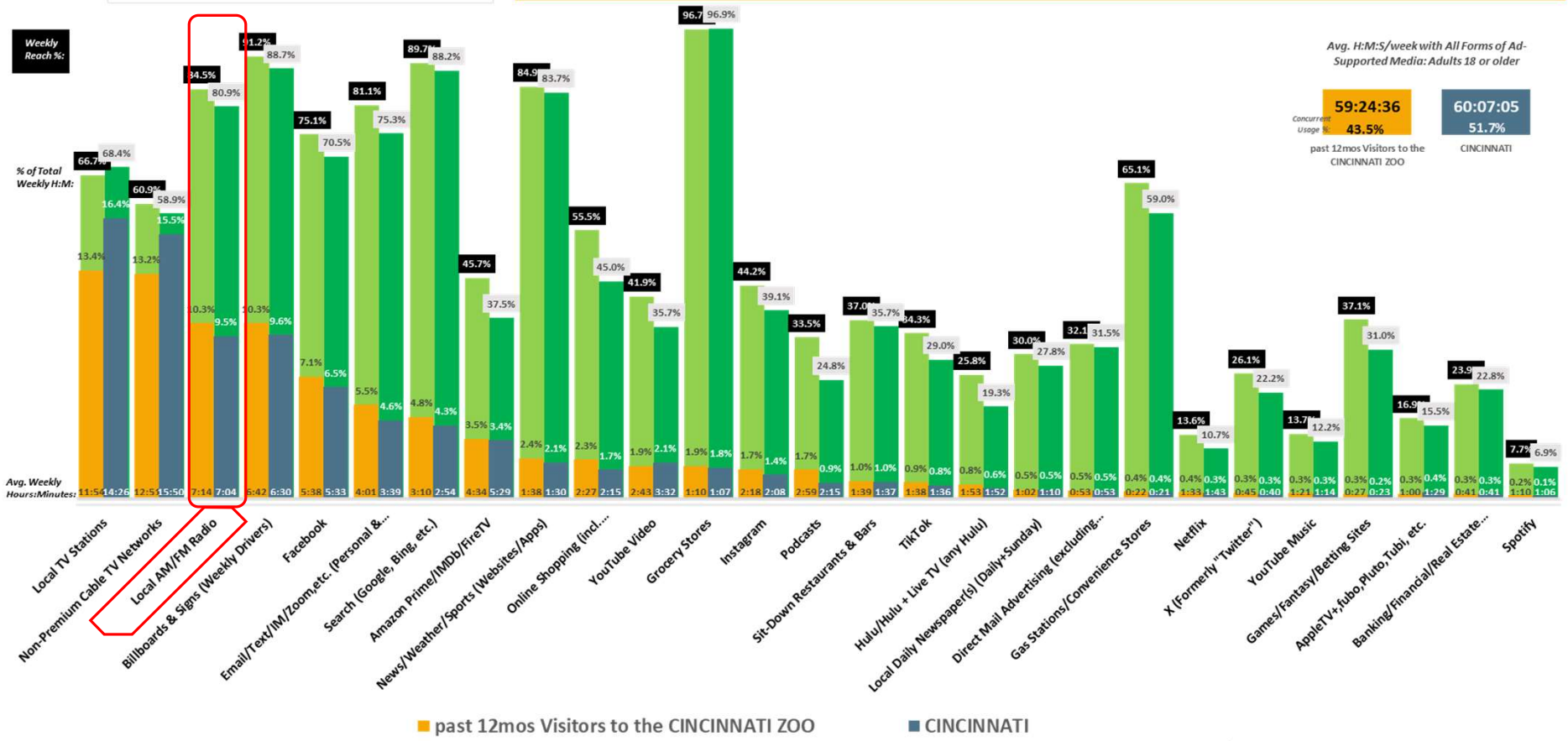
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Events attended/places visited past 12 months: Lincoln Park Zoo

Cincinnati Zoo & Botanical Garden

Adults 18 or older past 12mos Visitors to the CINCINNATI ZOO spend an average of 2 days, 11 hours, 24 minutes and 36 seconds each week with All Forms of Ad-Supported Media.

84.5% of Adults 18 or older past 12mos Visitors to the CINCINNATI ZOO spend an avg. of 7 hours and 14 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.3% of total time spent with all forms of Ad-Supported Media.



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 794 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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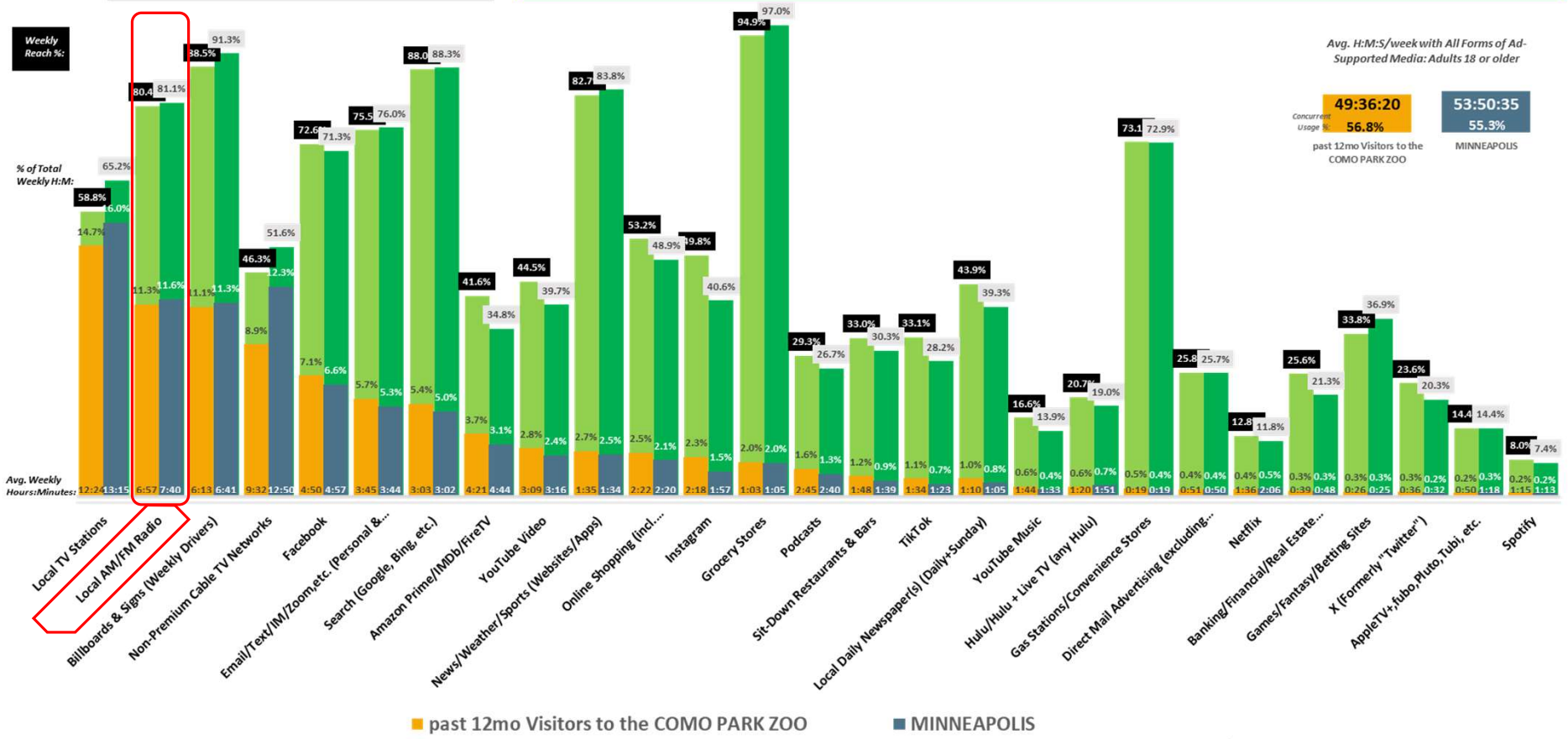
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Events attended/places visited past 12 months: Cincinnati Zoo & Botanical Garden

COMO PARK ZOO & CONSERVATORY

Adults 18 or older past 12mo Visitors to the COMO PARK ZOO spend an average of 2 days, 1 hours, 36 minutes and 20 seconds each week with All Forms of Ad-Supported Media.

80.4% of Adults 18 or older past 12mo Visitors to the COMO PARK ZOO spend an avg. of 6 hours and 57 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.3% of total time spent with all forms of Ad-Supported Media.



MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 418 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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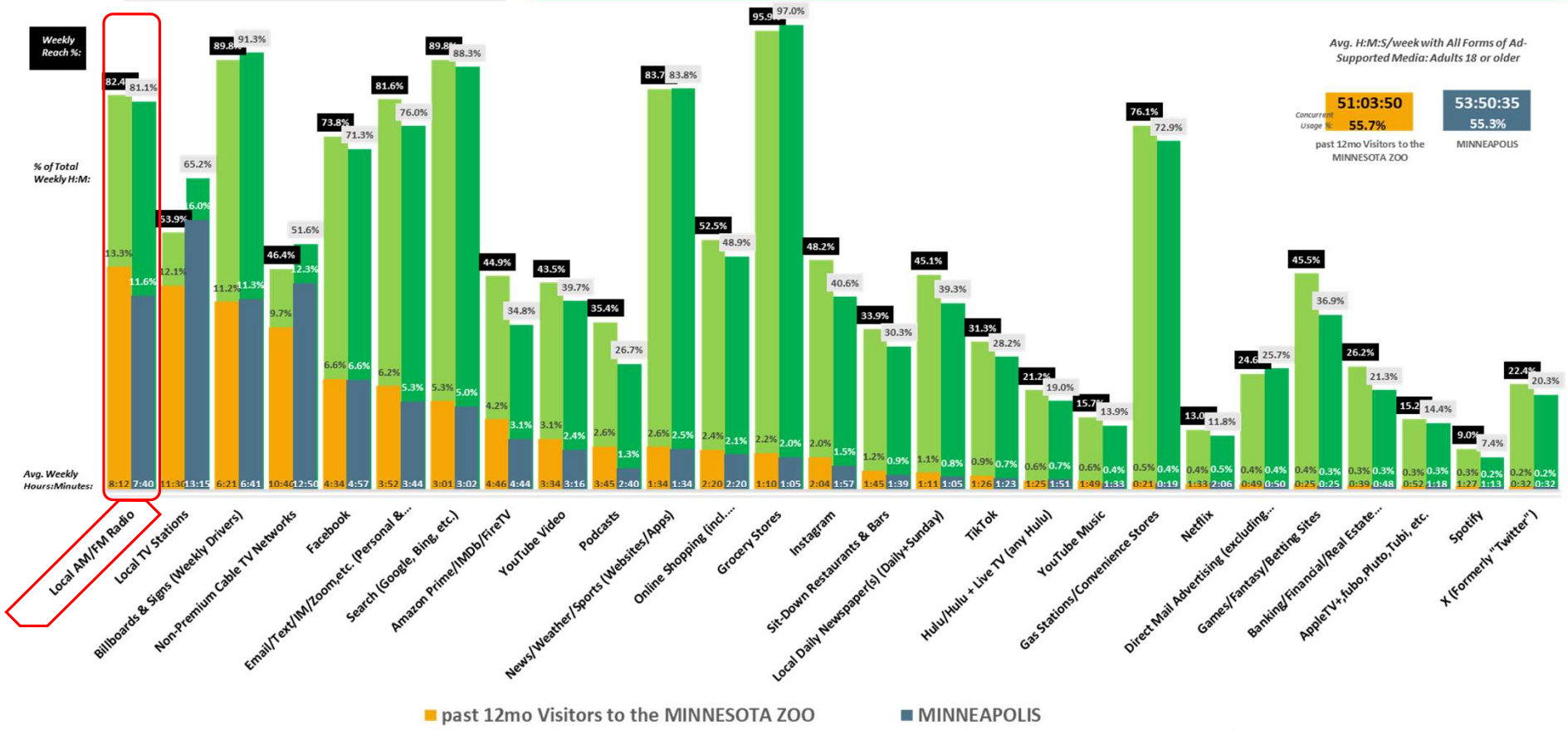
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Events attended/places visited past 12 months: Como Zoo

MINNESOTA ZOO
Changing how you see the world

Adults 18 or older past 12mo Visitors to the MINNESOTA ZOO spend an average of 2 days, 3 hours, 3 minutes and 50 seconds each week with All Forms of Ad-Supported Media.

82.4% of Adults 18 or older past 12mo Visitors to the MINNESOTA ZOO spend an avg. of 8 hours and 12 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.3% of total time spent with all forms of Ad-Supported Media.



MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 324 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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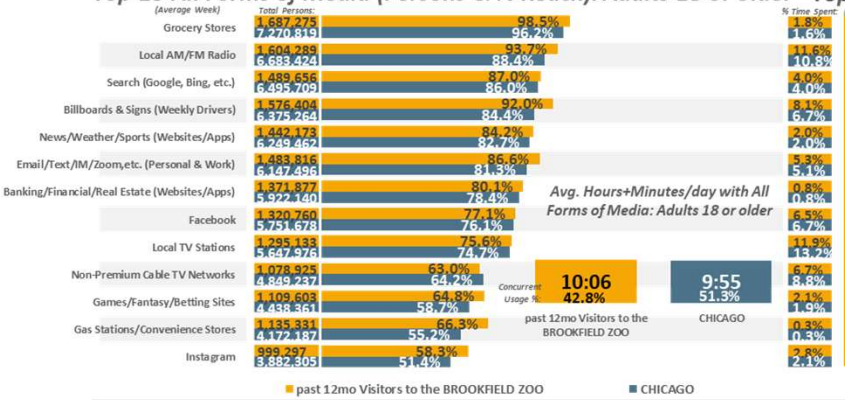
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Events attended/places visited past 12 months: Minnesota Zoo

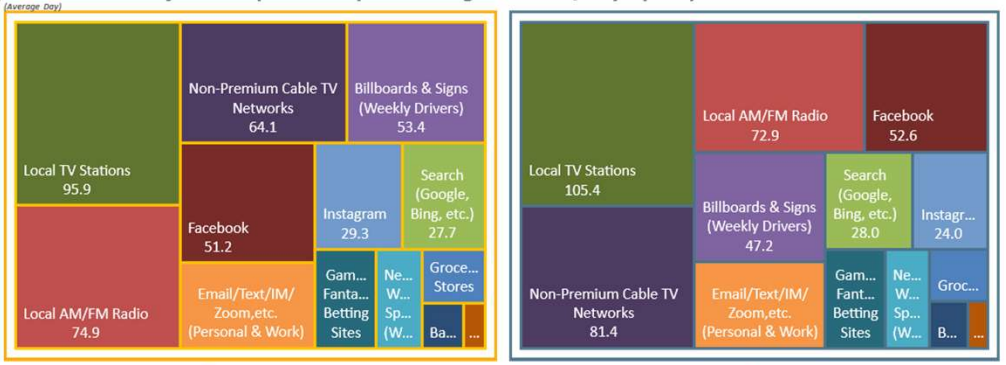
BROOKFIELD ZOO CHICAGO

Adults 18 or older past 12mo Visitors to the BROOKFIELD ZOO spend an average of 7 hours and 36 minutes each day with All Forms of Ad-Supported Media. 87.8% listen to Local AM/FM Radio for an avg. of 69. minutes/day. *(Local Radio delivers 13.3% of Time with Ad-Supported Media.)*

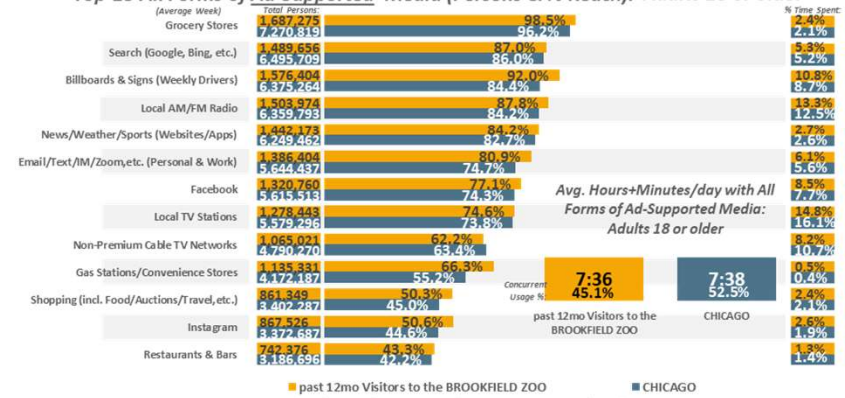
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



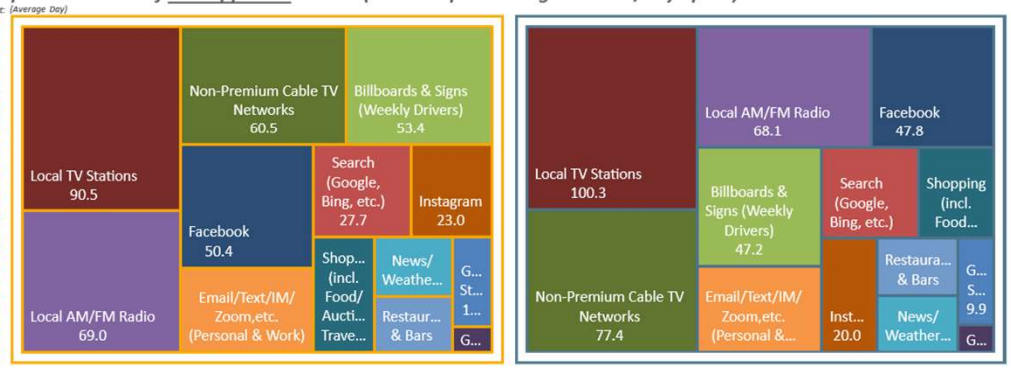
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 679

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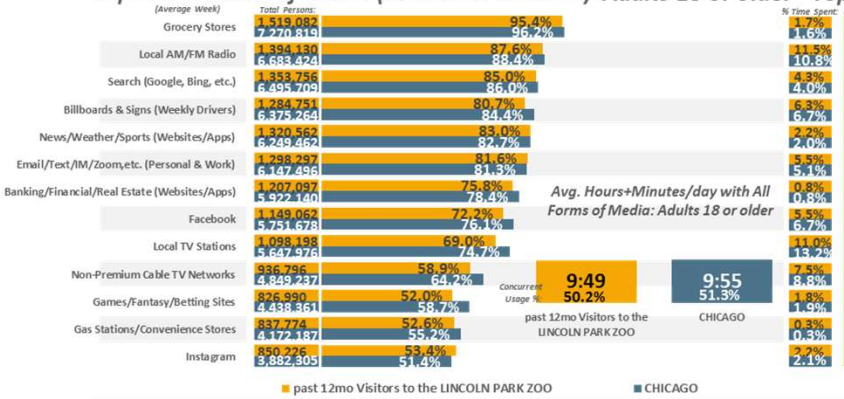
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Events attended/places visited past 12 months: Brookfield Zoo

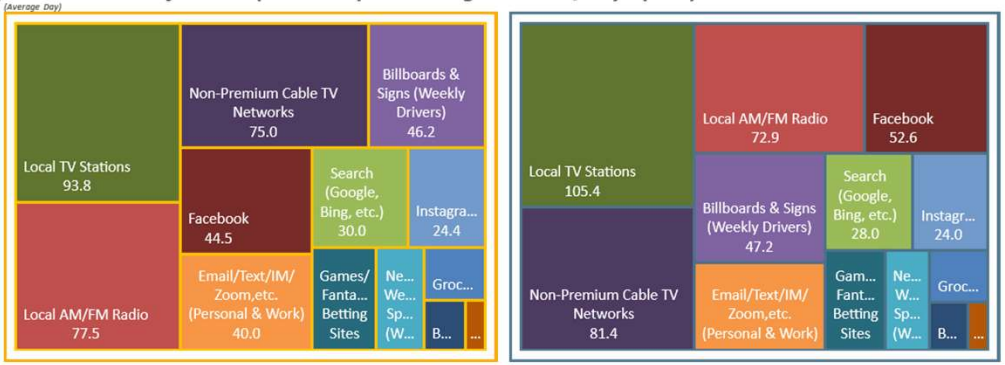
LINCOLN PARK ZOO.
FOR WILDLIFE. FOR ALL.

Adults 18 or older past 12mo Visitors to the LINCOLN PARK ZOO spend an average of 7 hours and 17 minutes each day with All Forms of Ad-Supported Media. 84.2% listen to Local AM/FM Radio for an avg. of 70.8 minutes/day. *(Local Radio delivers 13.6% of Time with Ad-Supported Media.)*

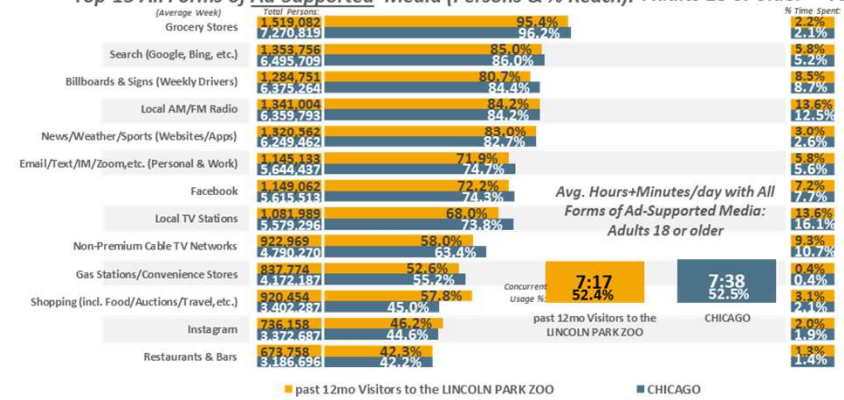
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



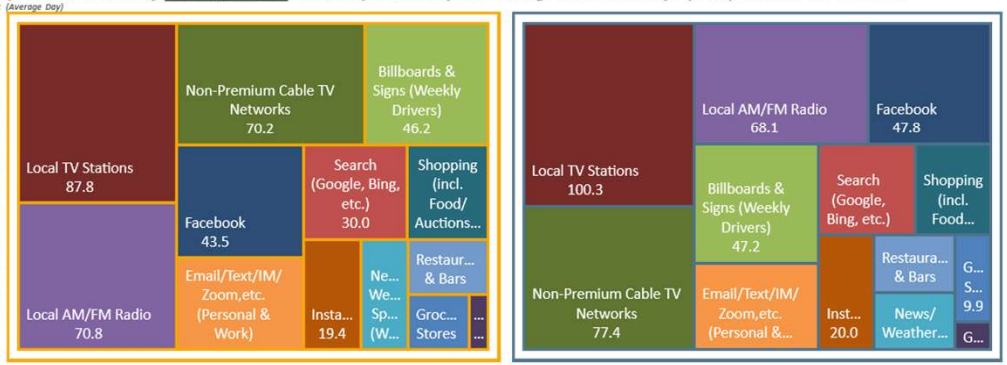
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 687

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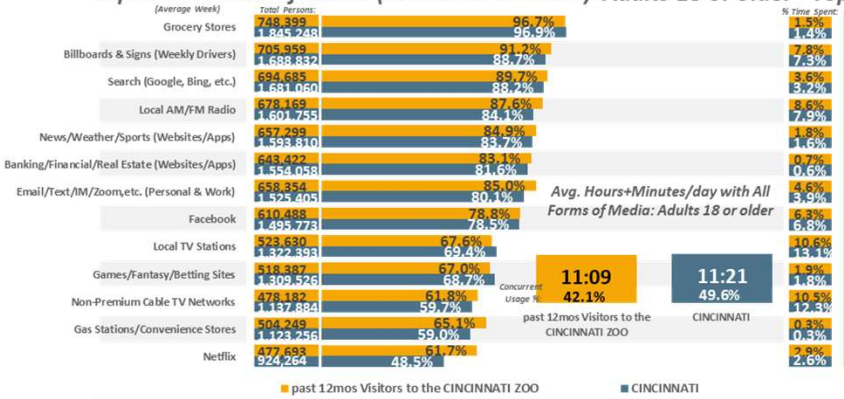
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Events attended/places visited past 12 months: Lincoln Park Zoo

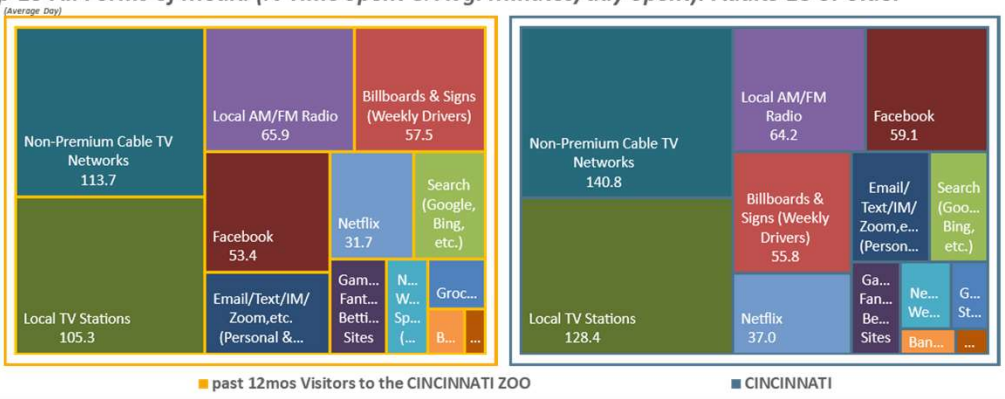
Cincinnati Zoo & Botanical Garden

Adults 18 or older past 12mos Visitors to the CINCINNATI ZOO spend an average of 8 hours and 29 minutes each day with All Forms of Ad-Supported Media. 84.5% listen to Local AM/FM Radio for an avg. of 62.1 minutes/day. *(Local Radio delivers 10.3% of Time with Ad-Supported Media.)*

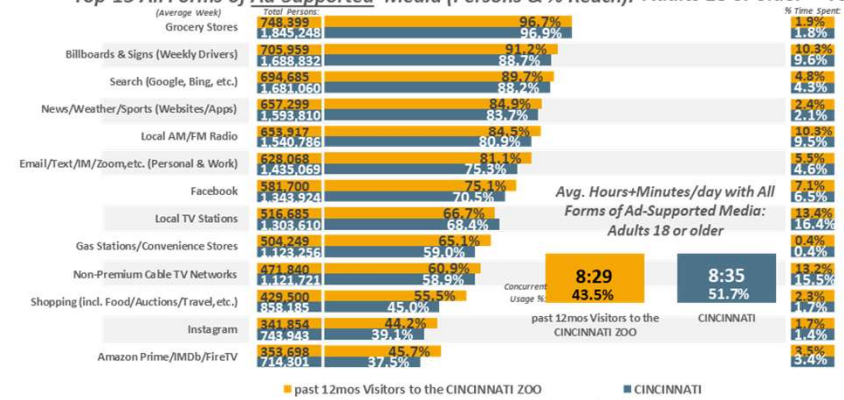
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



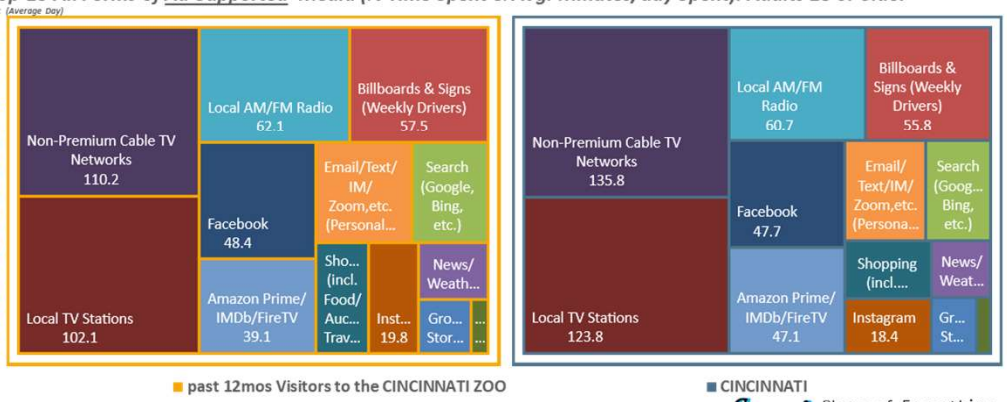
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 794

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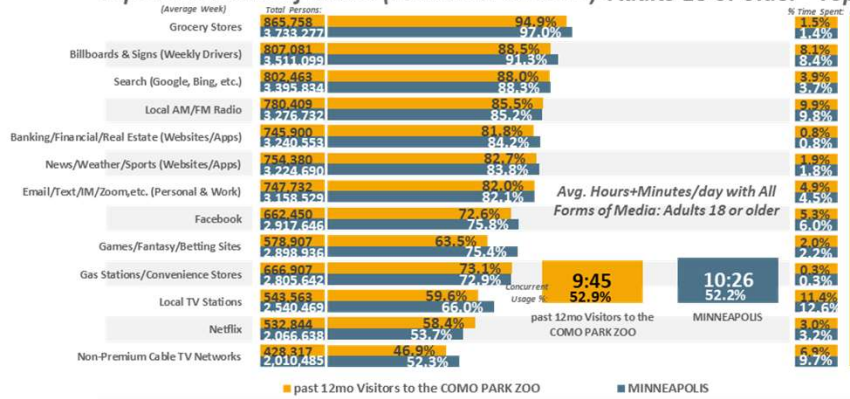
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Events attended/places visited past 12 months: Cincinnati Zoo & Botanical Garden

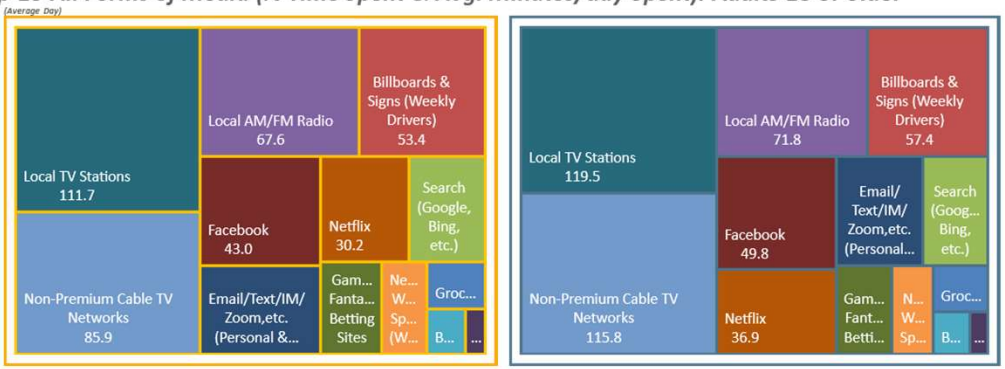
COMO PARK ZOO & CONSERVATORY

Adults 18 or older past 12mo Visitors to the COMO PARK ZOO spend an average of 7 hours and 5 minutes each day with All Forms of Ad-Supported Media. 80.4% listen to Local AM/FM Radio for an avg. of 59.6 minutes/day. *(Local Radio delivers 11.3% of Time with Ad-Supported Media.)*

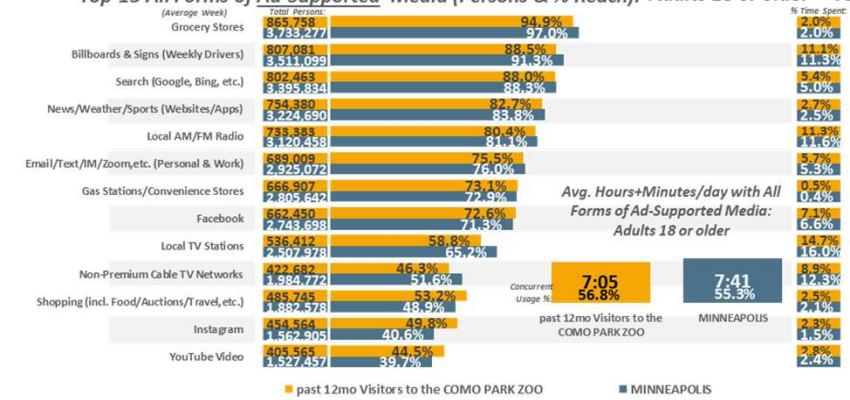
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



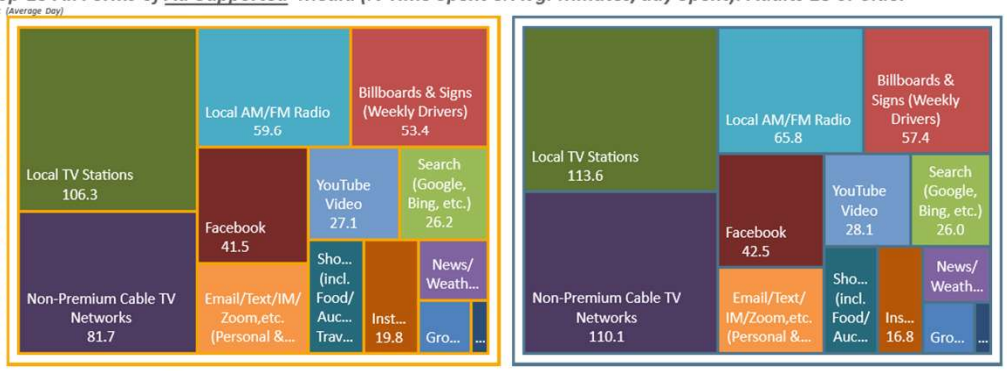
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 418

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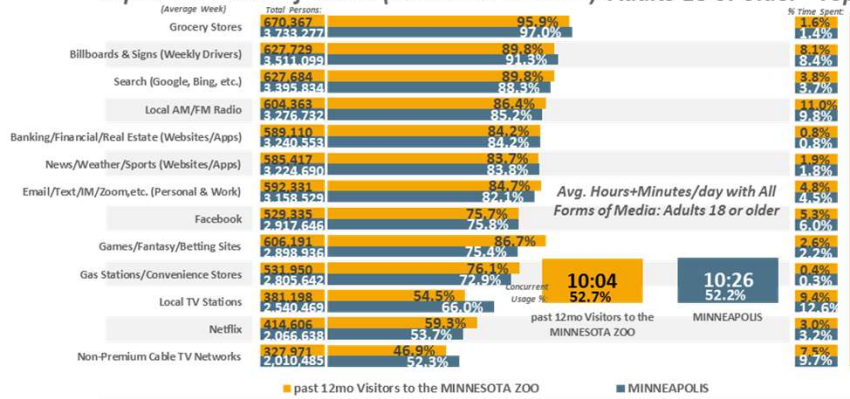
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Events attended/places visited past 12 months: Como Zoo

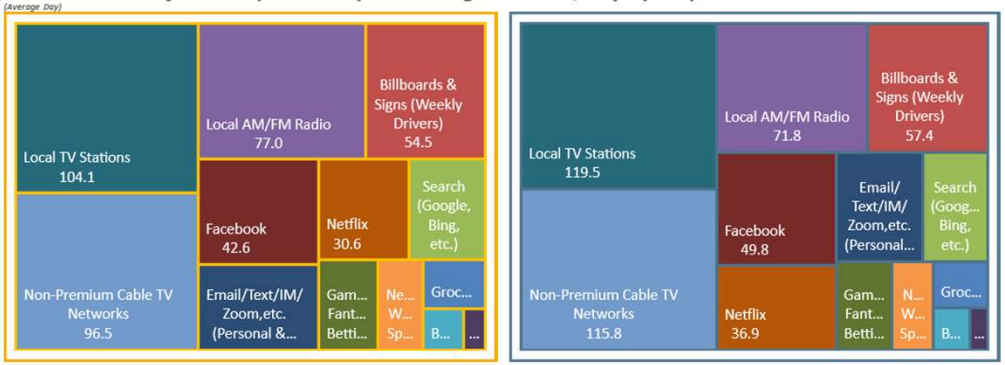
MINNESOTA ZOO
Changing how you see the world

Adults 18 or older past 12mo Visitors to the MINNESOTA ZOO spend an average of 7 hours and 17 minutes each day with All Forms of Ad-Supported Media. 82.4% listen to Local AM/FM Radio for an avg. of 70.4 minutes/day. *(Local Radio delivers 13.3% of Time with Ad-Supported Media.)*

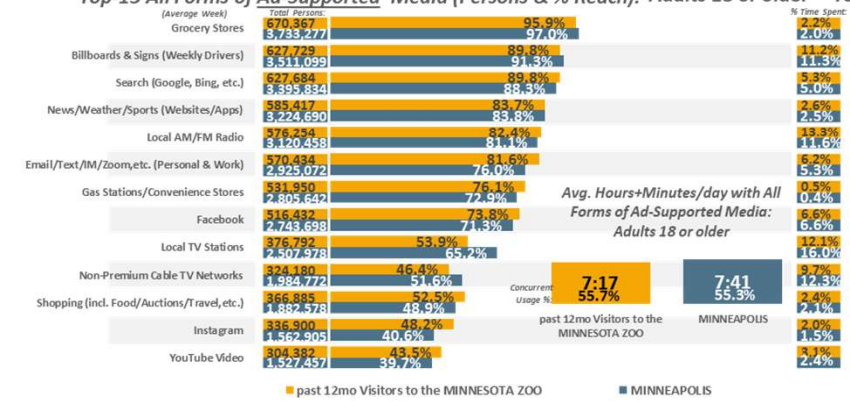
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



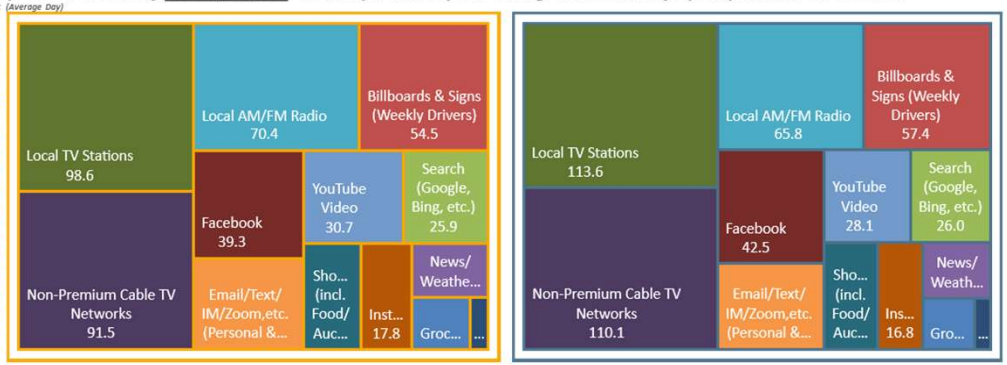
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 324

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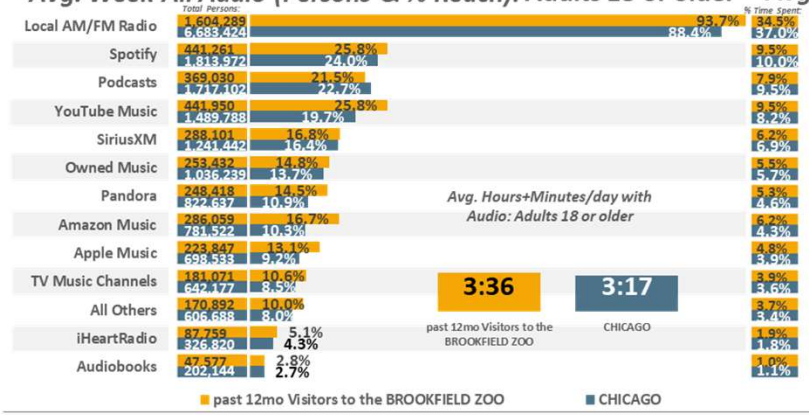
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Events attended/places visited past 12 months: Minnesota Zoo

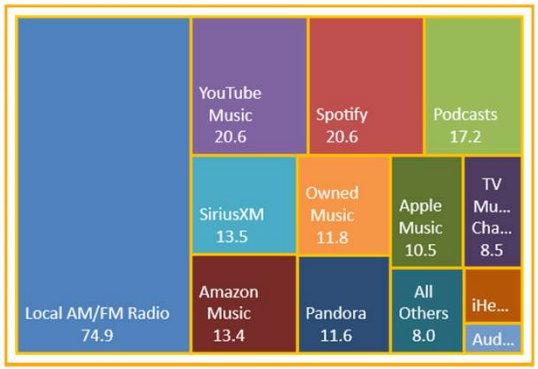
BROOKFIELD ZOO CHICAGO

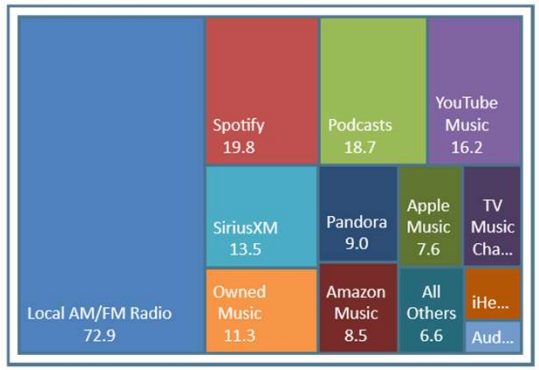
1,503,974 or 87.8% of Adults 18 or older past 12mo Visitors to the BROOKFIELD ZOO listen to Ad-Supported Local AM/FM Radio for an average of 69. minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.

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

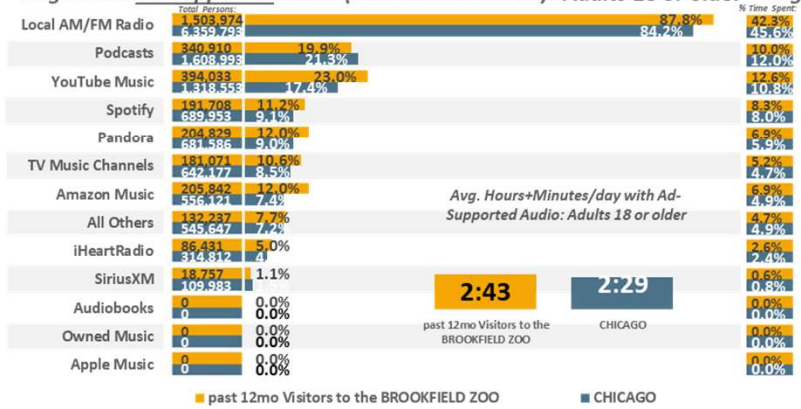


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

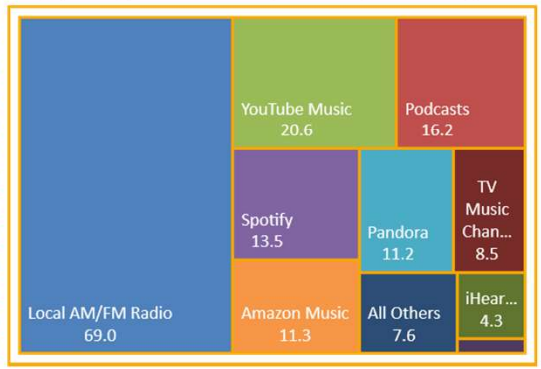


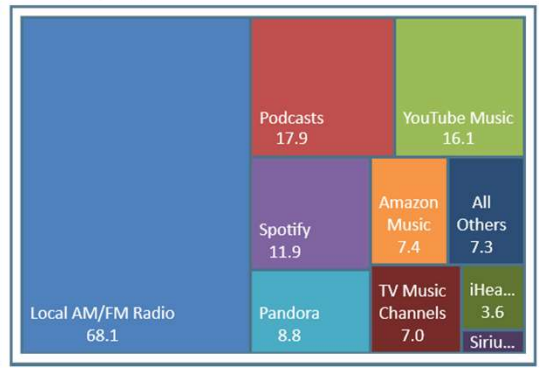


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 679

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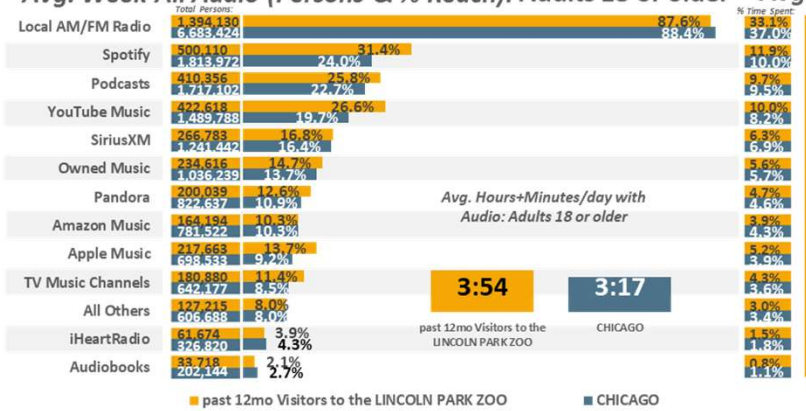
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Events attended/places visited past 12 months: Brookfield Zoo

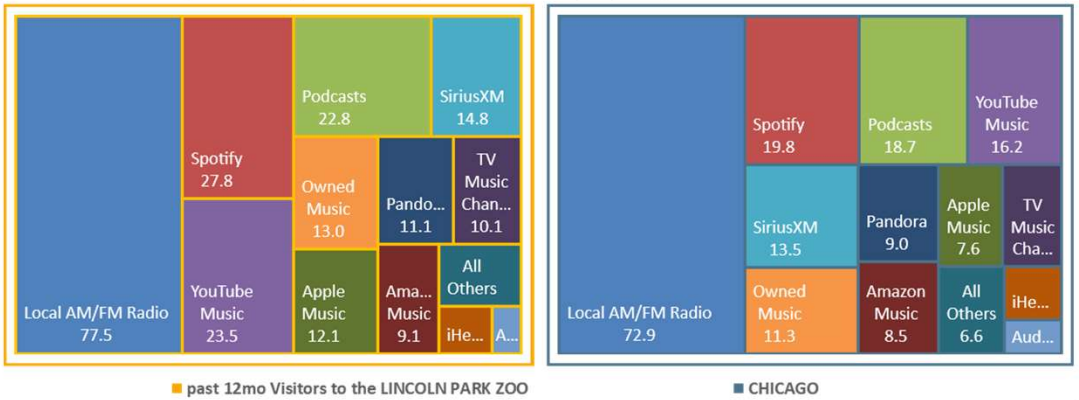
LINCOLN PARK ZOO.
FOR WILDLIFE. FOR ALL.

1,341,004 or 84.2% of Adults 18 or older past 12mo Visitors to the LINCOLN PARK ZOO listen to Ad-Supported Local AM/FM Radio for an average of 70.8 minutes every day representing 42.9% of all time spent daily with Ad-Supported Audio.

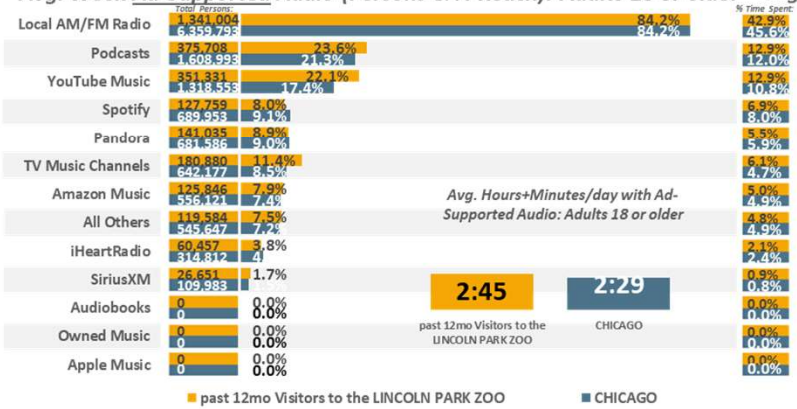
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



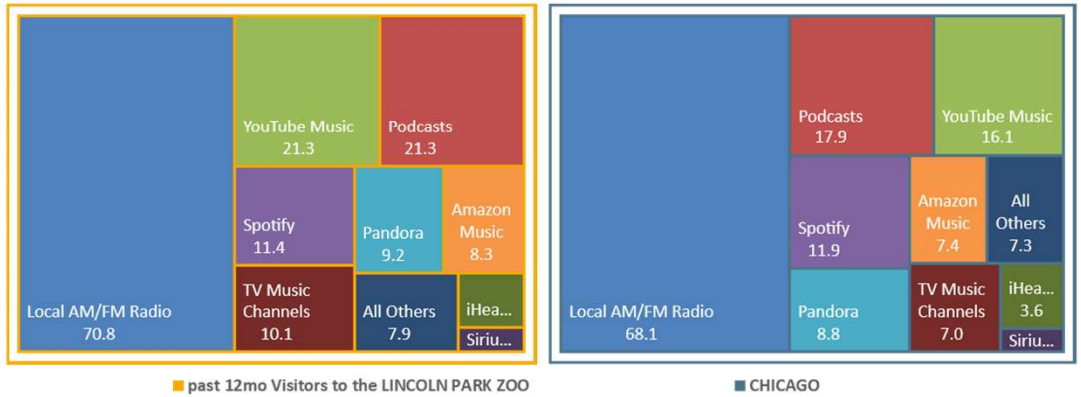
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 687

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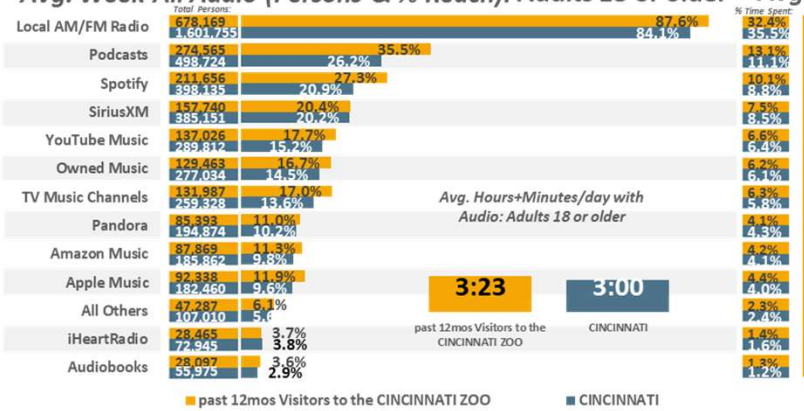
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Events attended/places visited past 12 months: Lincoln Park Zoo

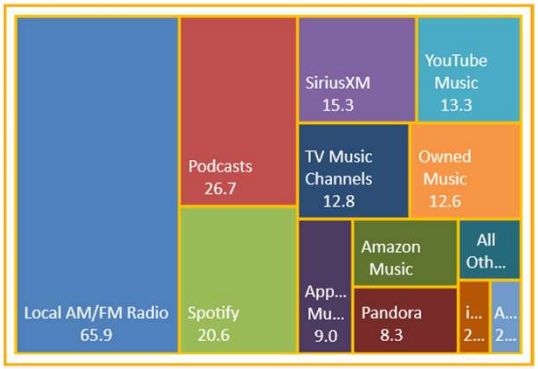
Cincinnati Zoo & Botanical Garden

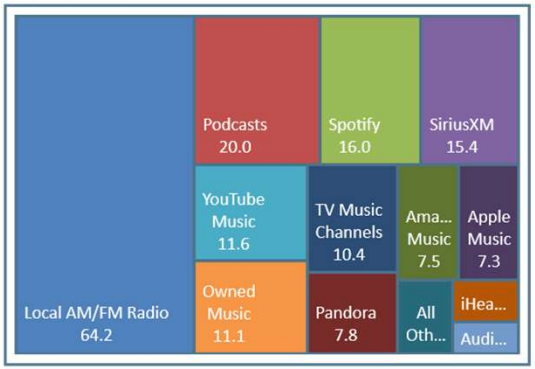
653,917 or 84.5% of Adults 18 or older past 12mos Visitors to the CINCINNATI ZOO listen to Ad-Supported Local AM/FM Radio for an average of 62.1 minutes every day representing 42.4% of all time spent daily with Ad-Supported Audio.

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

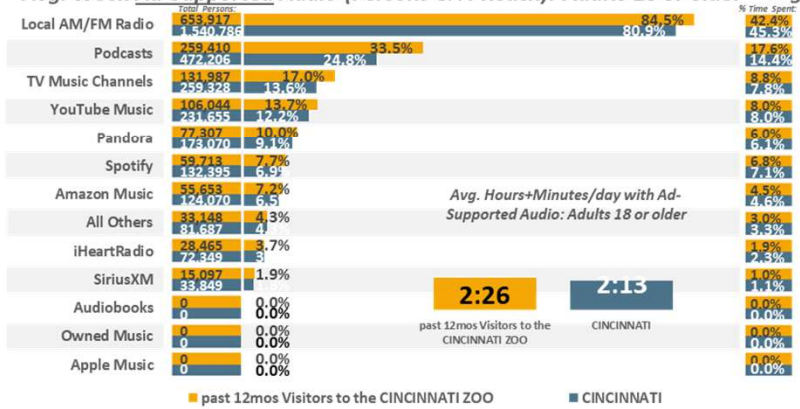


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

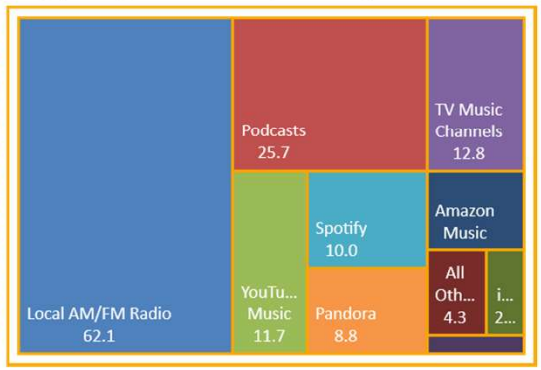


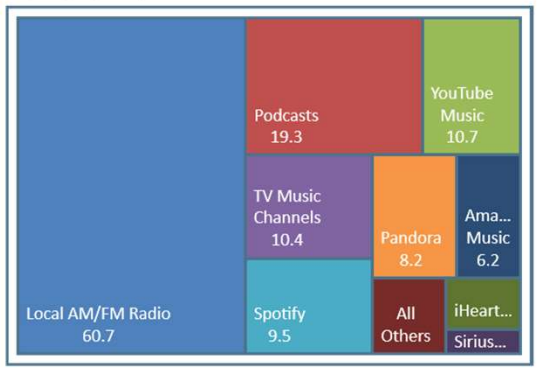


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 794

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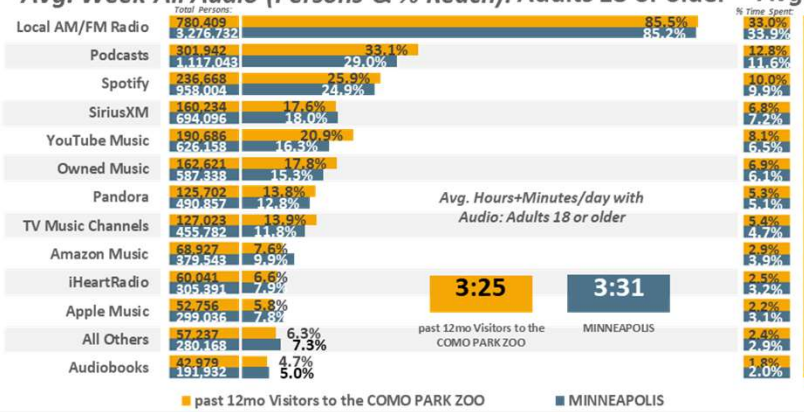
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Events attended/places visited past 12 months: Cincinnati Zoo & Botanical Garden

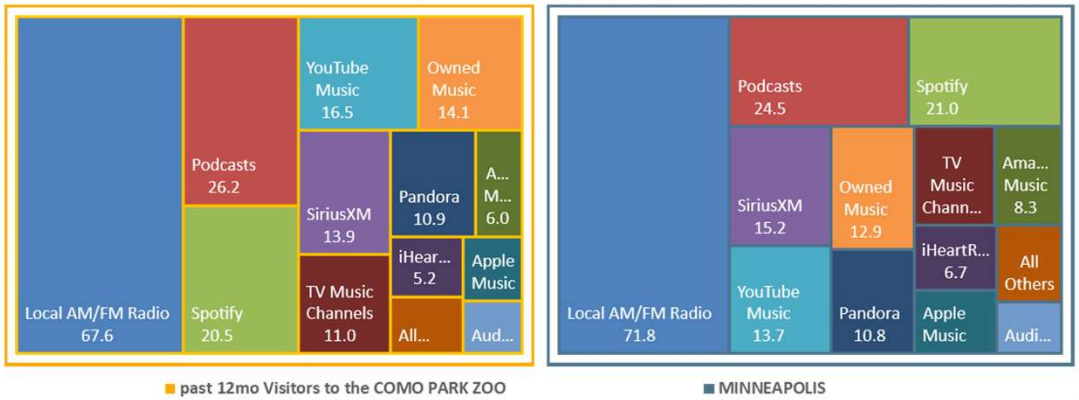
COMO PARK ZOO & CONSERVATORY

733,383 or 80.4% of Adults 18 or older past 12mo Visitors to the COMO PARK ZOO listen to Ad-Supported Local AM/FM Radio for an average of 59.6 minutes every day representing 40.7% of all time spent daily with Ad-Supported Audio.

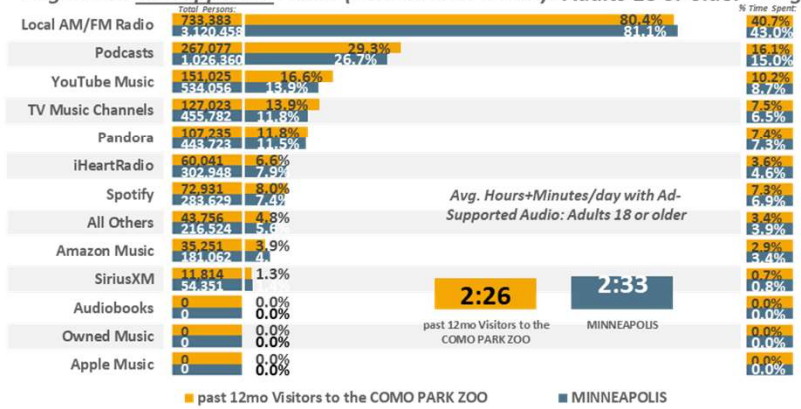
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



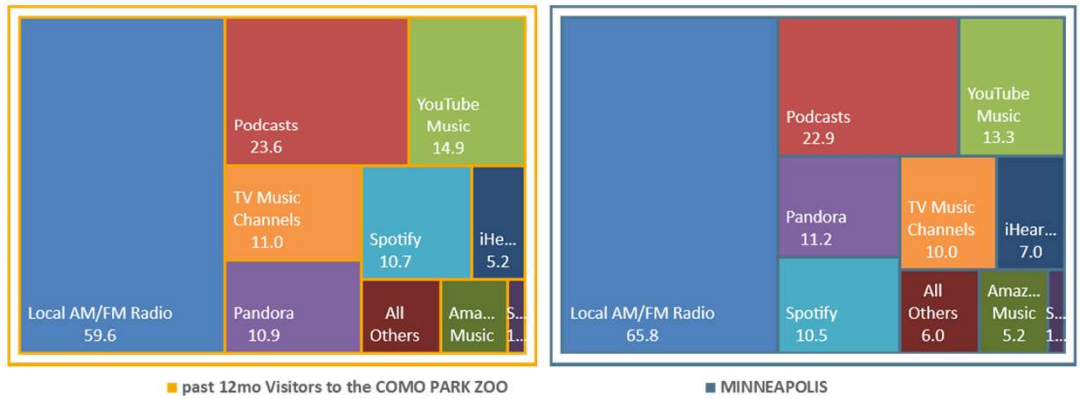
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 418

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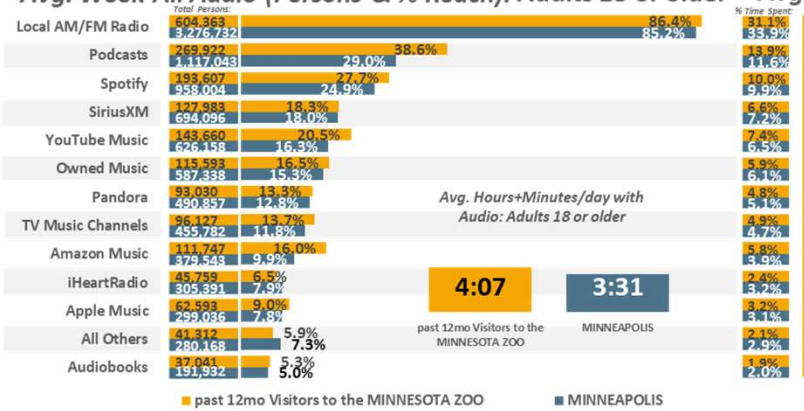
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Events attended/places visited past 12 months: Como Zoo

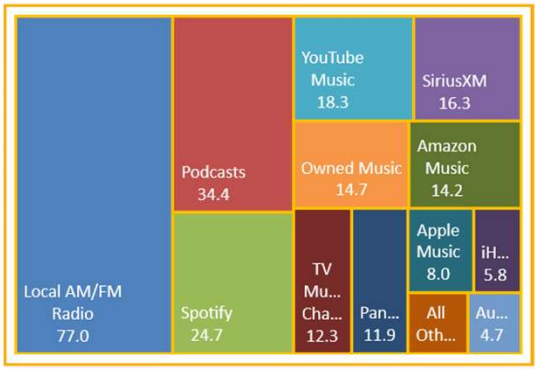
MINNESOTA ZOO
Changing how you see the world

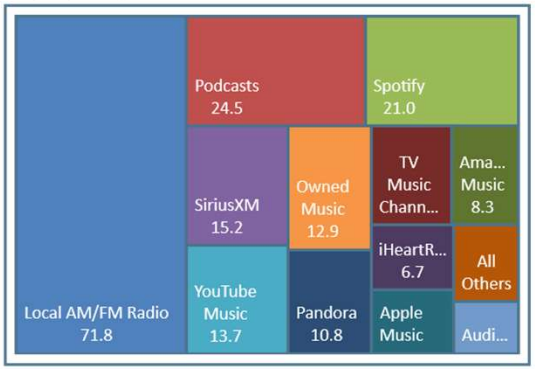
576,254 or 82.4% of Adults 18 or older past 12mo Visitors to the MINNESOTA ZOO listen to Ad-Supported Local AM/FM Radio for an average of 70.4 minutes every day representing 39.8% of all time spent daily with Ad-Supported Audio.

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

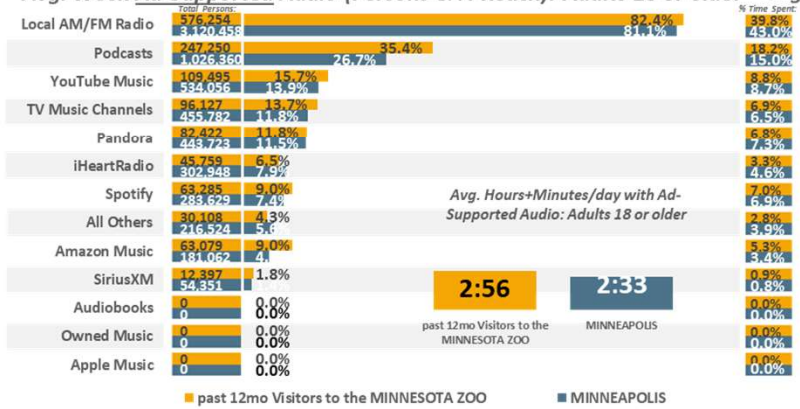


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

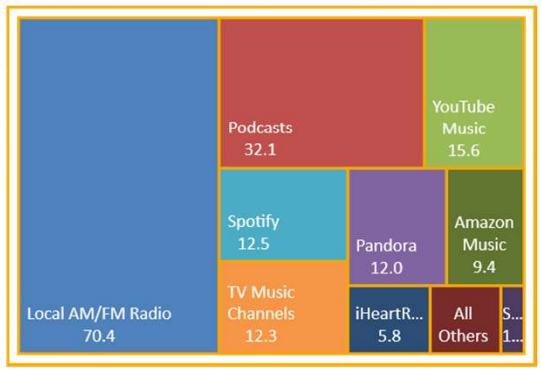


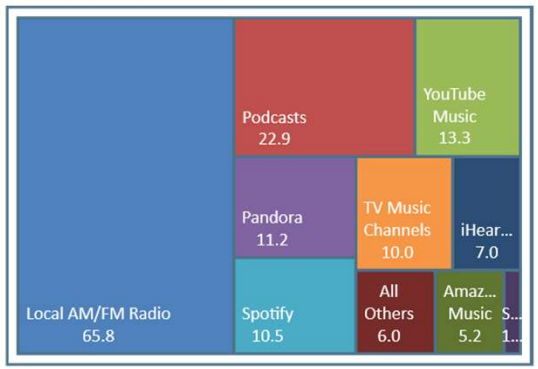


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 324

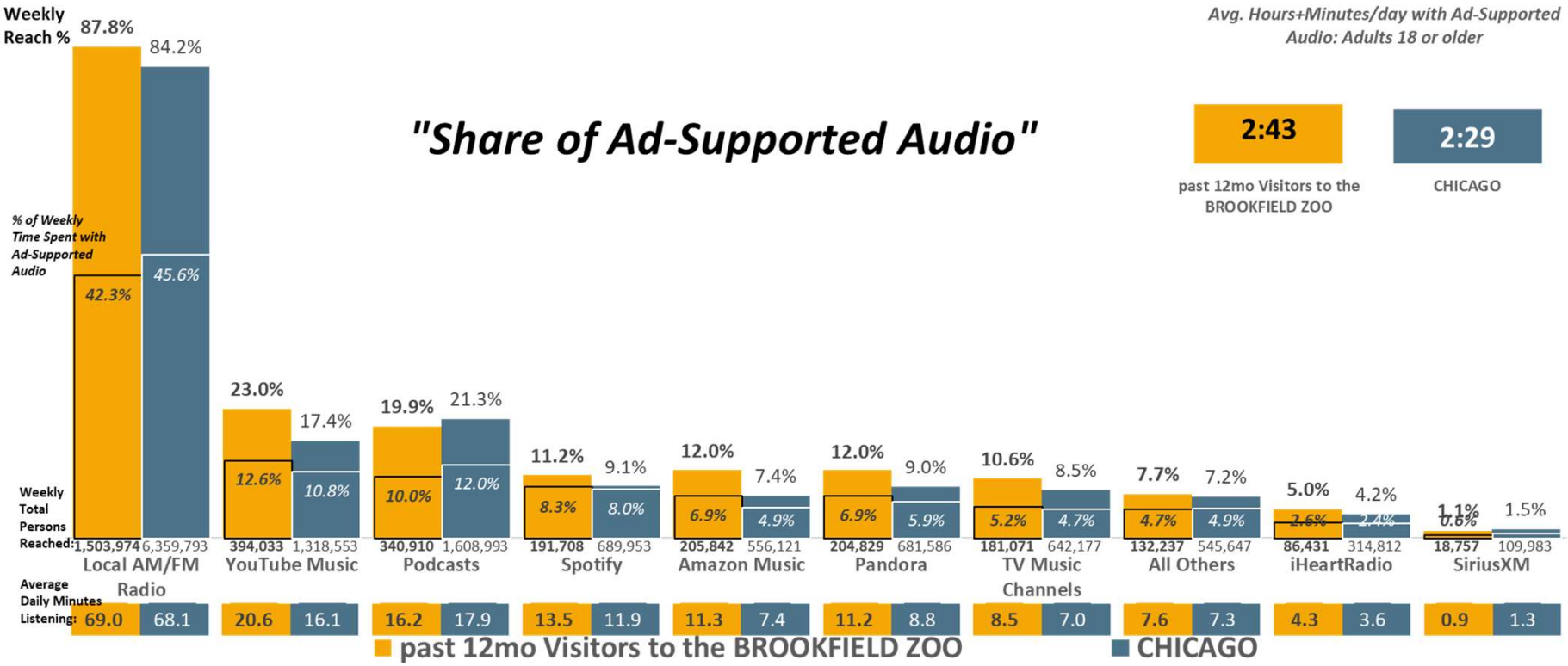
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Events attended/places visited past 12 months: Minnesota Zoo

BROOKFIELD ZOO CHICAGO

1,503,974 or 87.8% of Adults 18 or older past 12mo Visitors to the BROOKFIELD ZOO listen to Ad-Supported Local AM/FM Radio for an average of 69. minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 679 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

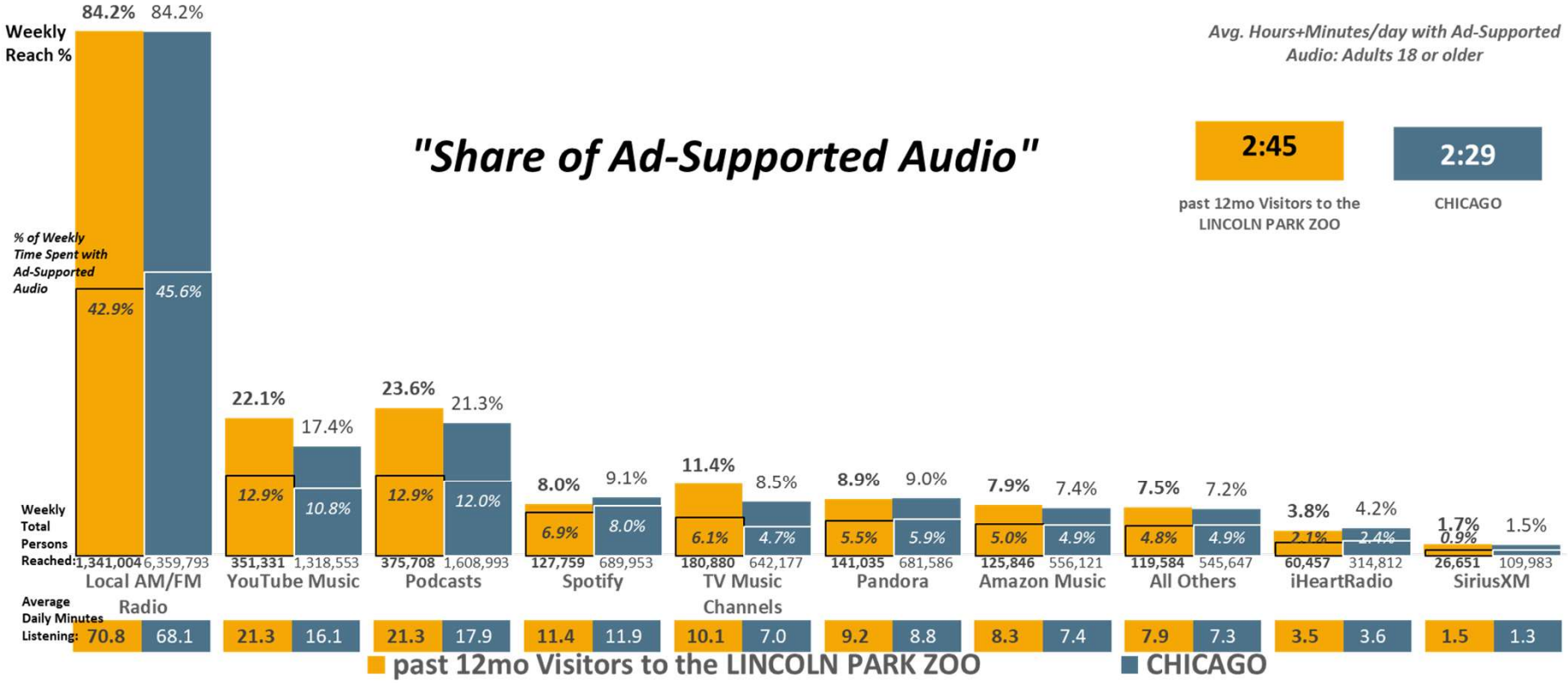
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Events attended/places visited past 12 months: Brookfield Zoo

LINCOLN PARK ZOO.
FOR WILDLIFE. FOR ALL.

1,341,004 or 84.2% of Adults 18 or older past 12mo Visitors to the LINCOLN PARK ZOO listen to Ad-Supported Local AM/FM Radio for an average of 70.8 minutes every day representing 42.9% of all time spent daily with Ad-Supported Audio.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 687 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

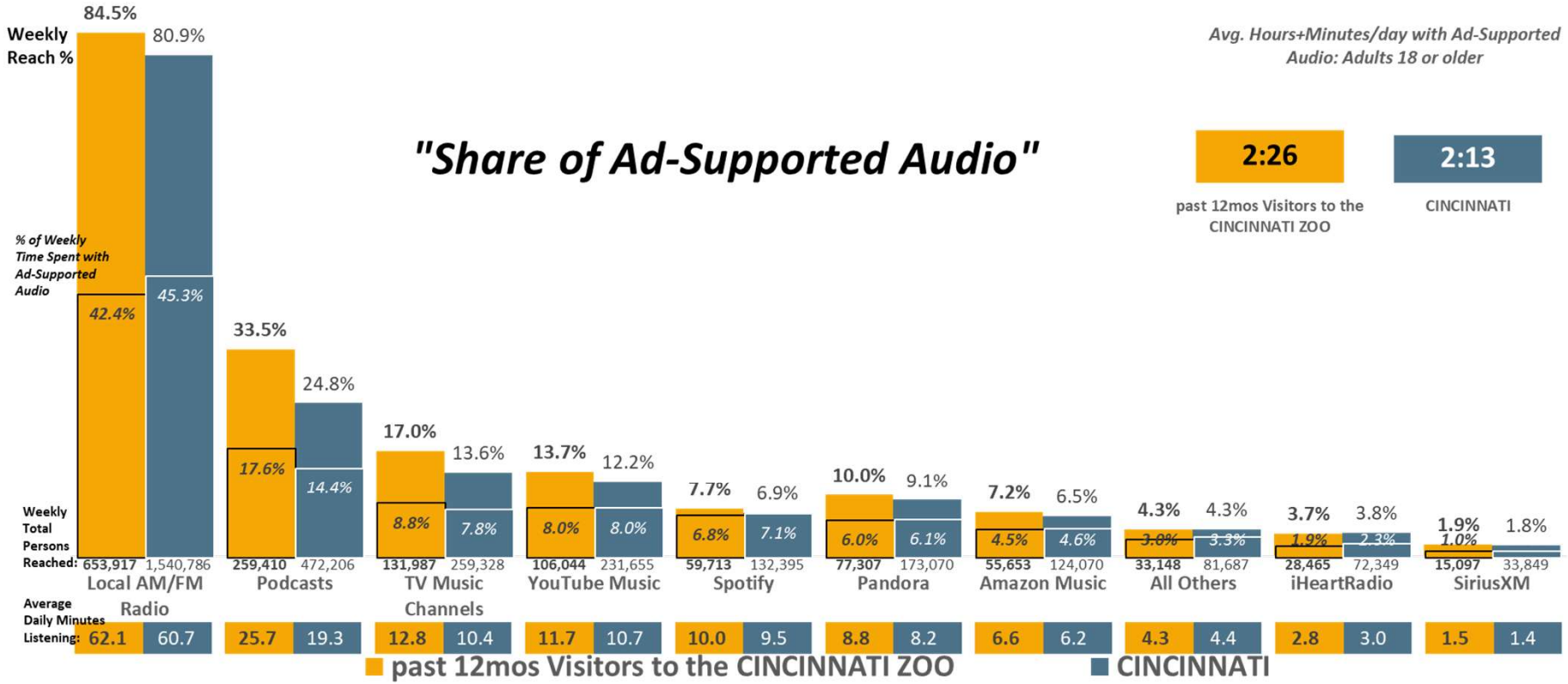
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Events attended/places visited past 12 months: Lincoln Park Zoo

Cincinnati Zoo & Botanical Garden

653,917 or 84.5% of Adults 18 or older past 12mos Visitors to the CINCINNATI ZOO listen to Ad-Supported Local AM/FM Radio for an average of 62.1 minutes every day representing 42.4% of all time spent daily with Ad-Supported Audio.



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 794 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

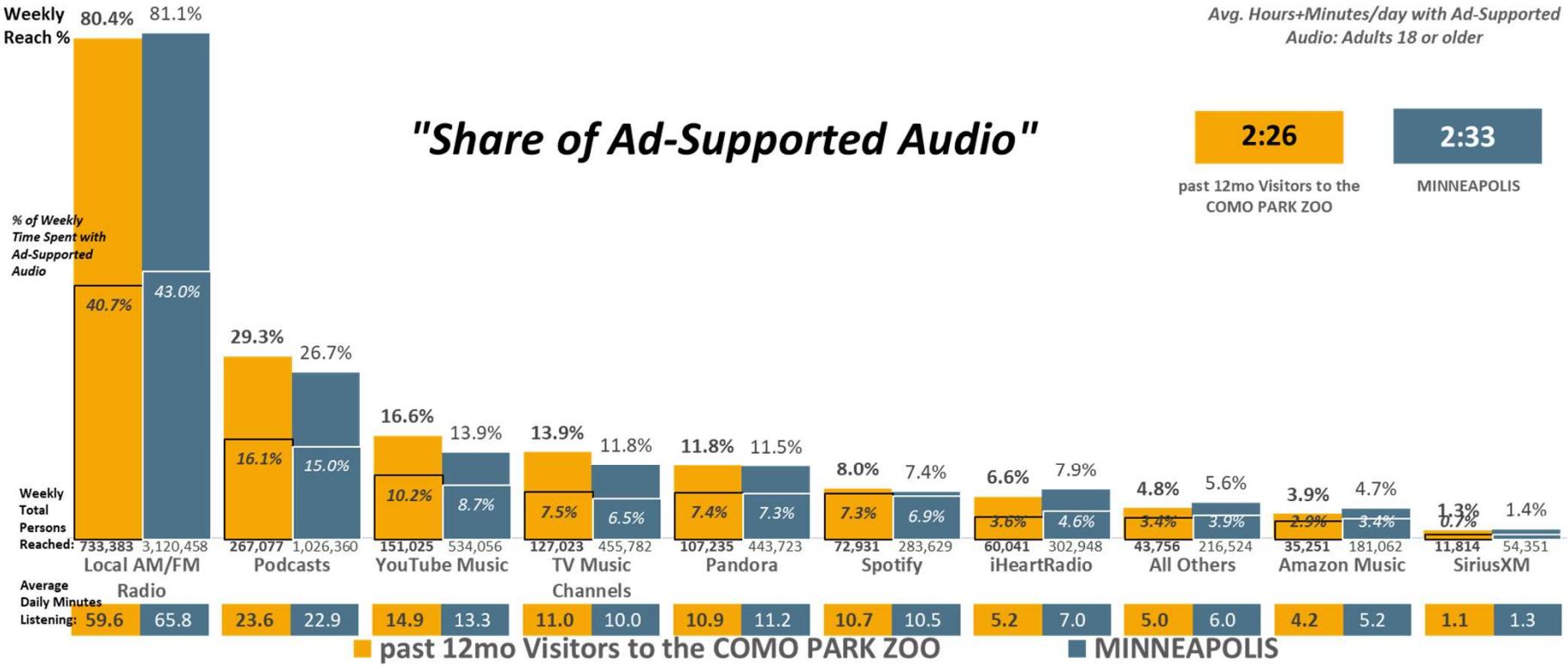
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Events attended/places visited past 12 months: Cincinnati Zoo & Botanical Garden

COMO PARK ZOO & CONSERVATORY

733,383 or 80.4% of Adults 18 or older past 12mo Visitors to the COMO PARK ZOO listen to Ad-Supported Local AM/FM Radio for an average of 59.6 minutes every day representing 40.7% of all time spent daily with Ad-Supported Audio.



MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 418 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

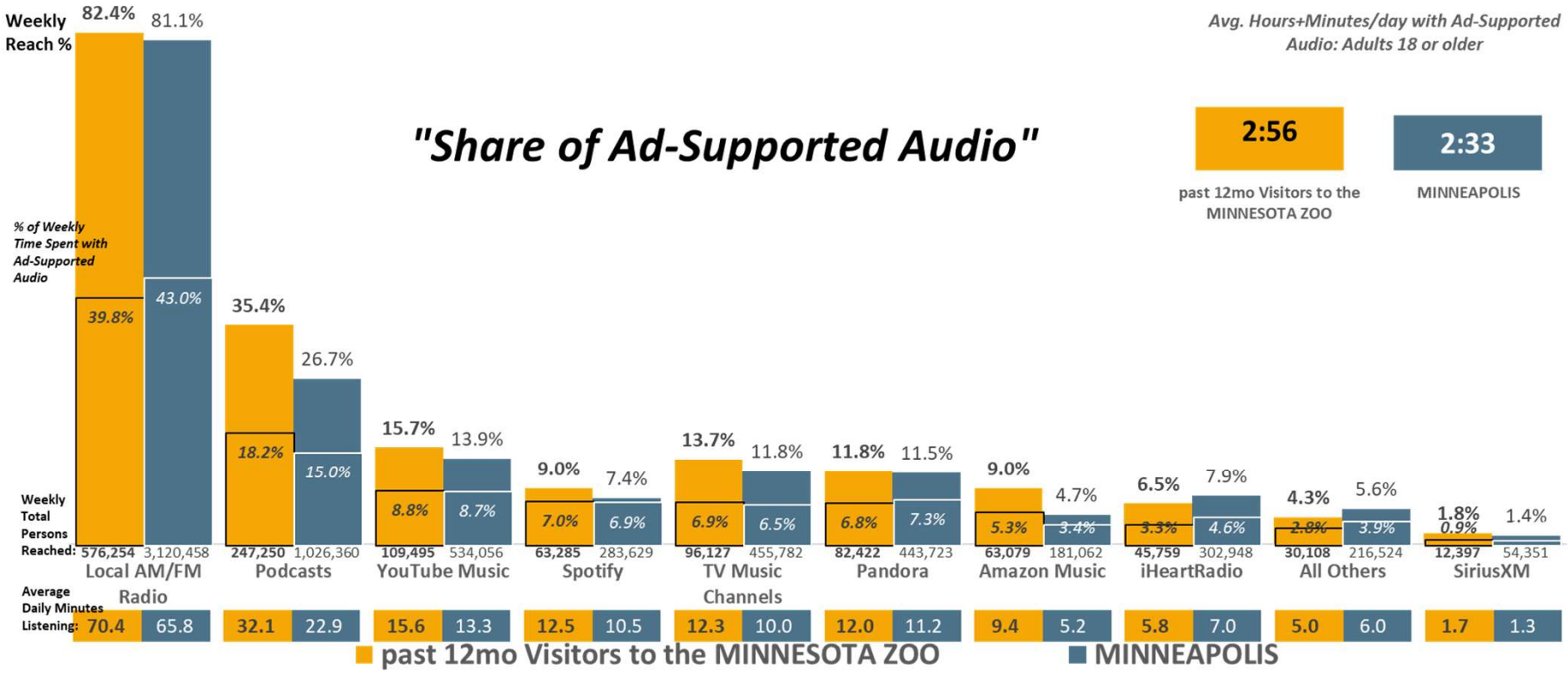
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Events attended/places visited past 12 months: Como Zoo

MINNESOTA ZOO
Changing how you see the world

576,254 or 82.4% of Adults 18 or older past 12mo Visitors to the MINNESOTA ZOO listen to Ad-Supported Local AM/FM Radio for an average of 70.4 minutes every day representing 39.8% of all time spent daily with Ad-Supported Audio.



MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 324 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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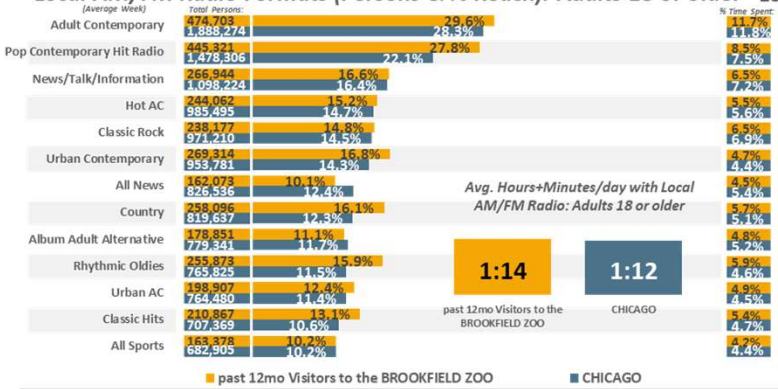
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Events attended/places visited past 12 months: Minnesota Zoo

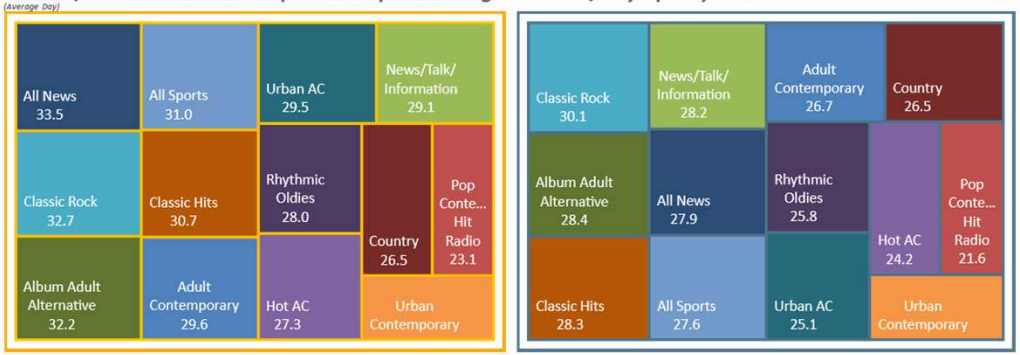
BROOKFIELD ZOO CHICAGO

1,503,974 or 87.8% of Adults 18 or older past 12mo Visitors to the BROOKFIELD ZOO listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Urban Contemporary, Country, and Rhythmic Oldies.

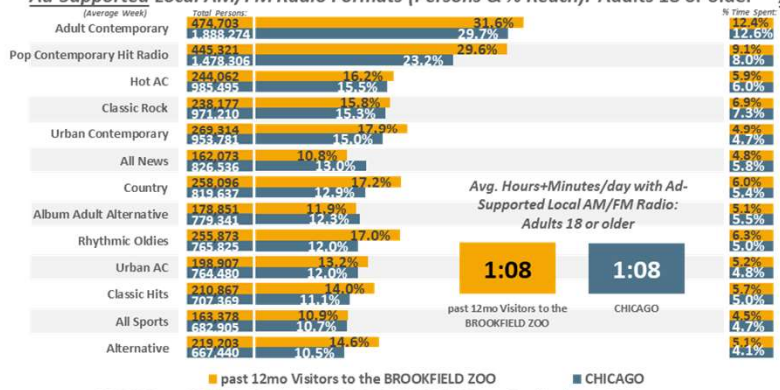
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



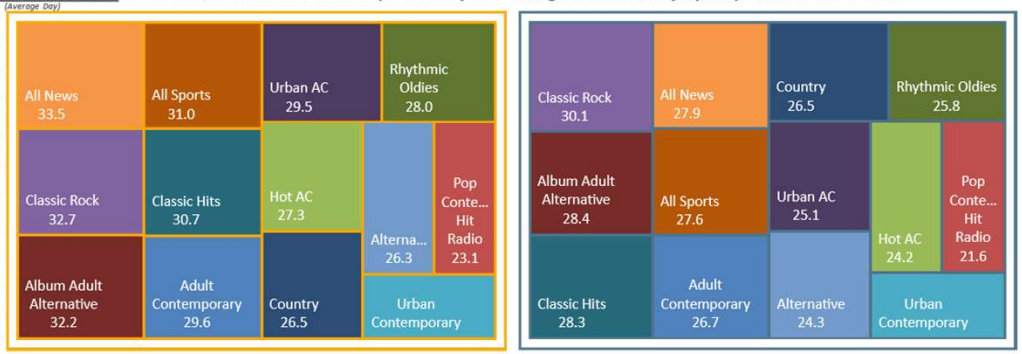
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 679

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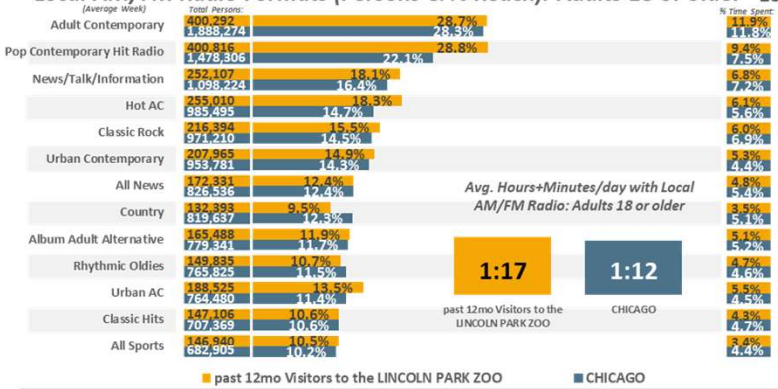
soefa.ai Share of Everything for Anything

Events attended/places visited past 12 months: Brookfield Zoo

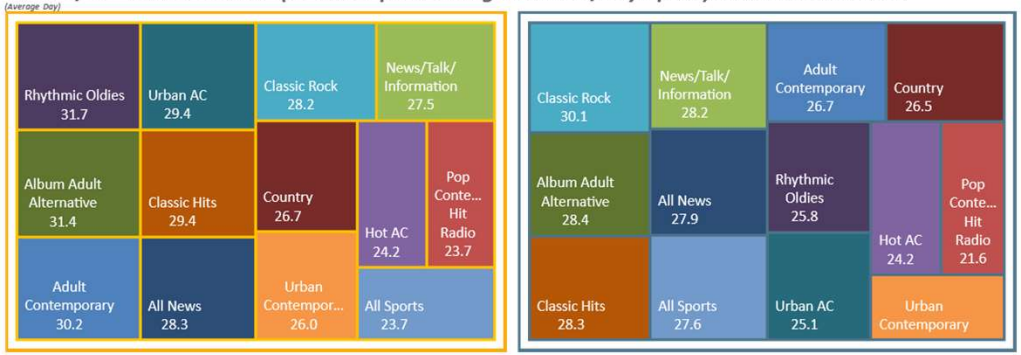
LINCOLN PARK ZOO.
FOR WILDLIFE. FOR ALL.

1,341,004 or 84.2% of Adults 18 or older past 12mo Visitors to the LINCOLN PARK ZOO listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Hot AC, Classic Rock, and Urban Contemporary.

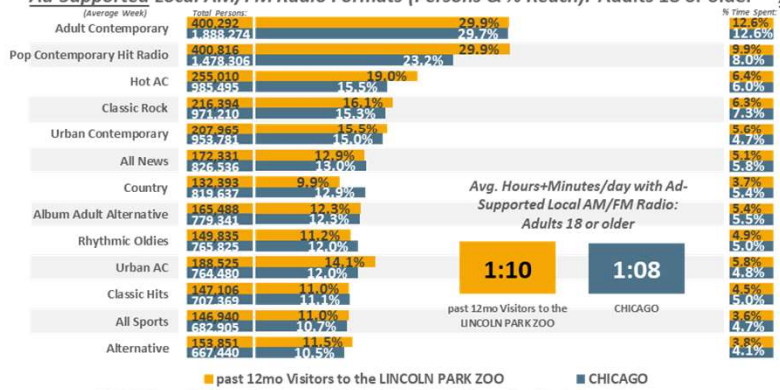
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



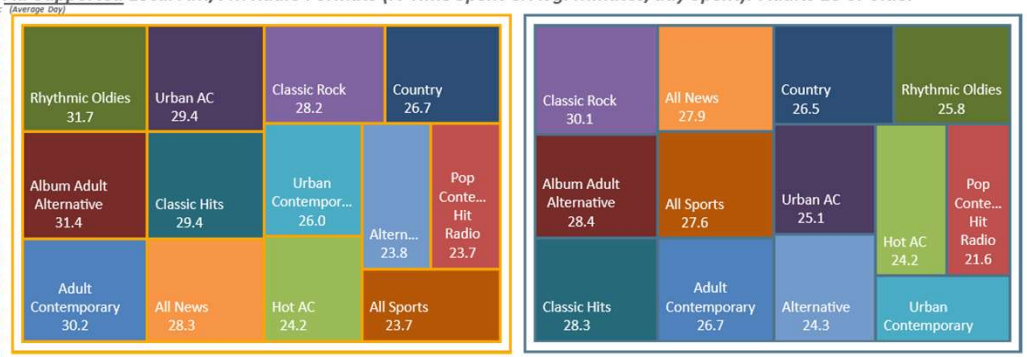
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 687

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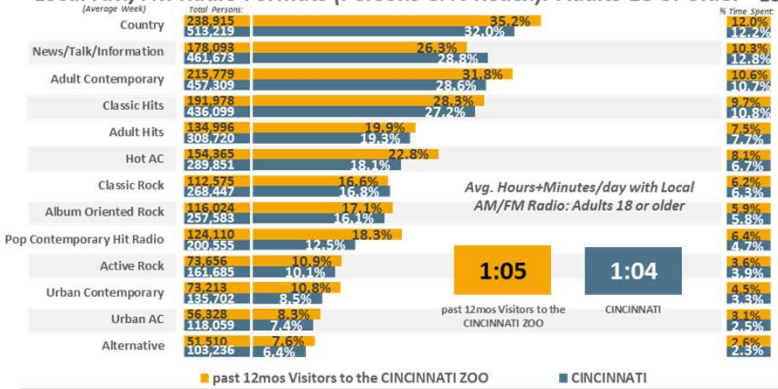
soefa.ai Share of Everything for Anything

Events attended/places visited past 12 months: Lincoln Park Zoo

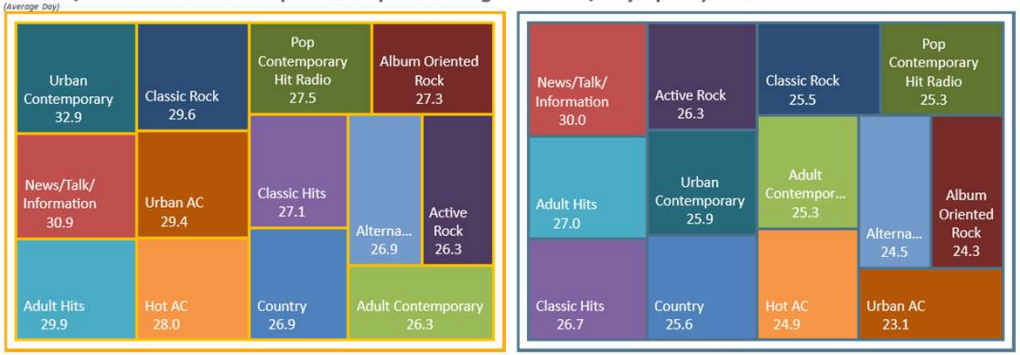
Cincinnati Zoo & Botanical Garden

653,917 or 84.5% of Adults 18 or older past 12mos Visitors to the CINCINNATI ZOO listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Hits, Hot AC, and Adult Hits.

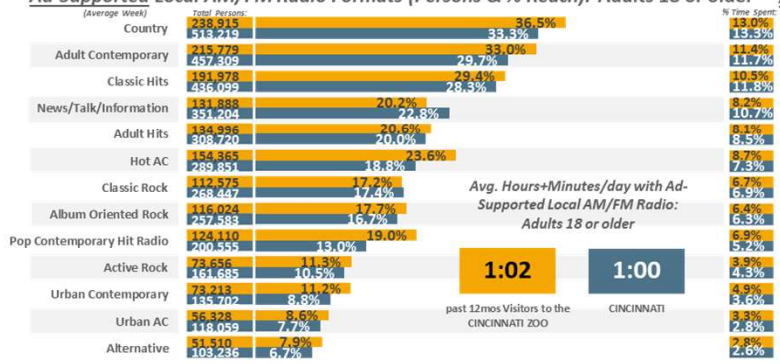
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



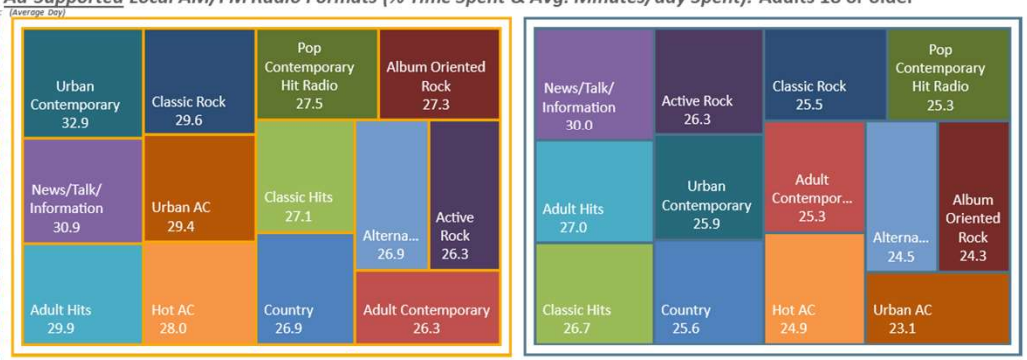
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 794

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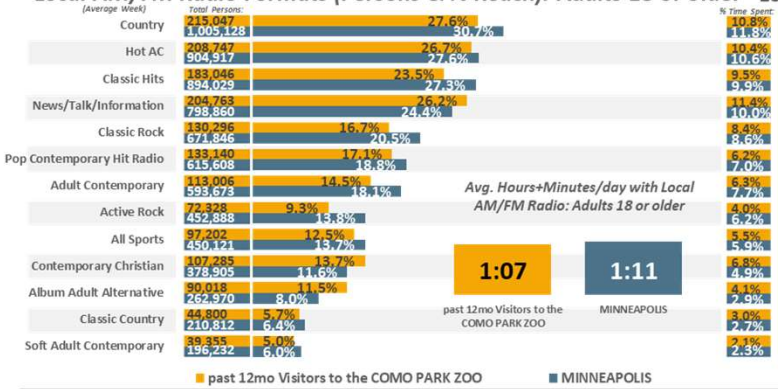
soefa.ai Share of Everything for Anything

Events attended/places visited past 12 months: Cincinnati Zoo & Botanical Garden

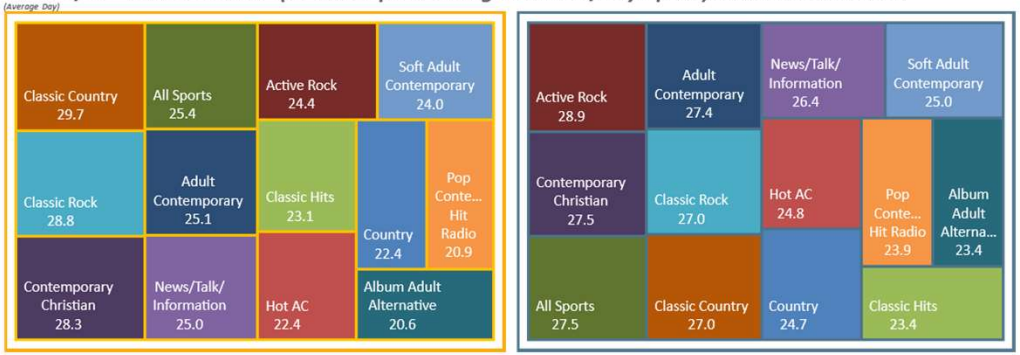
COMO PARK ZOO & CONSERVATORY

733,383 or 80.4% of Adults 18 or older past 12mo Visitors to the COMO PARK ZOO listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Classic Hits, Pop Contemporary Hit Radio, and Classic Rock.

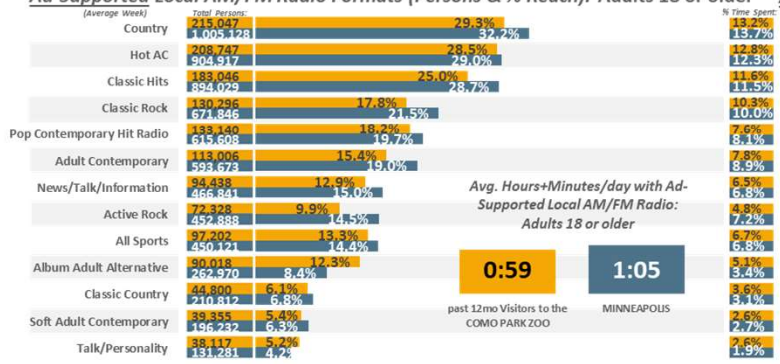
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



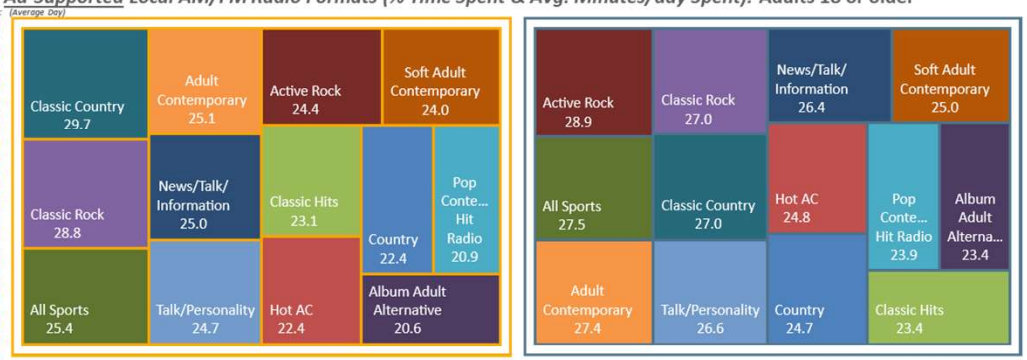
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 418

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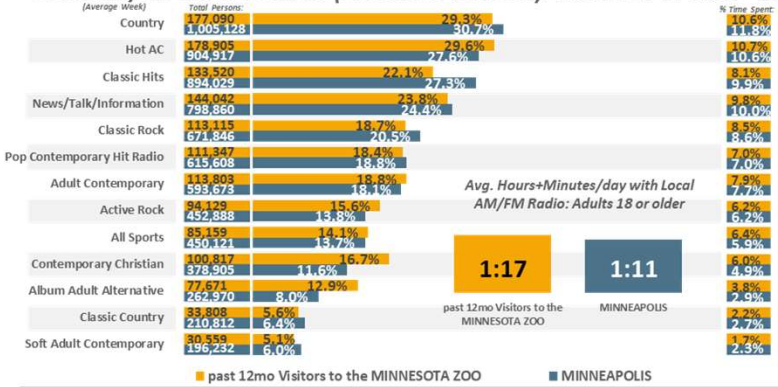
soefa.ai Share of Everything for Anything

Events attended/places visited past 12 months: Como Zoo

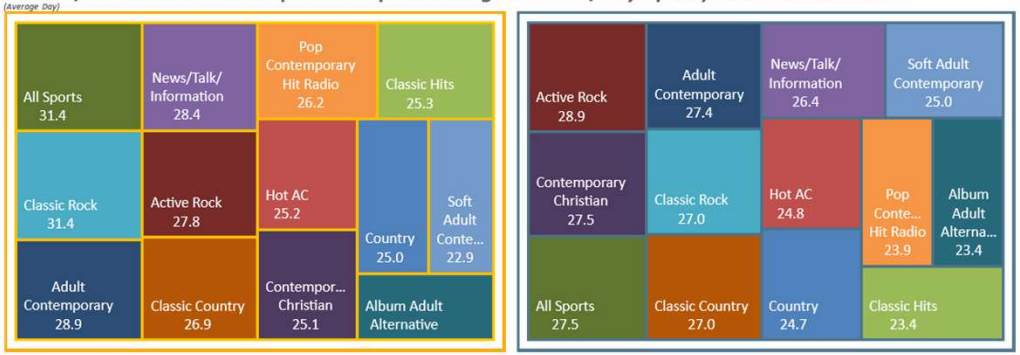
MINNESOTA ZOO
Changing how you see the world

576,254 or 82.4% of Adults 18 or older past 12mo Visitors to the MINNESOTA ZOO listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Classic Hits, Adult Contemporary, and Classic Rock.

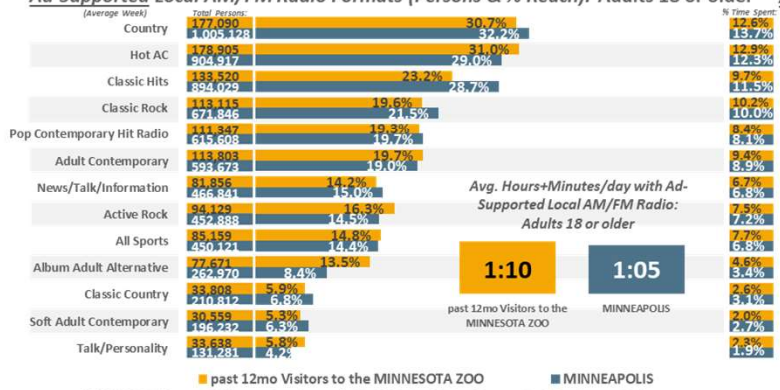
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



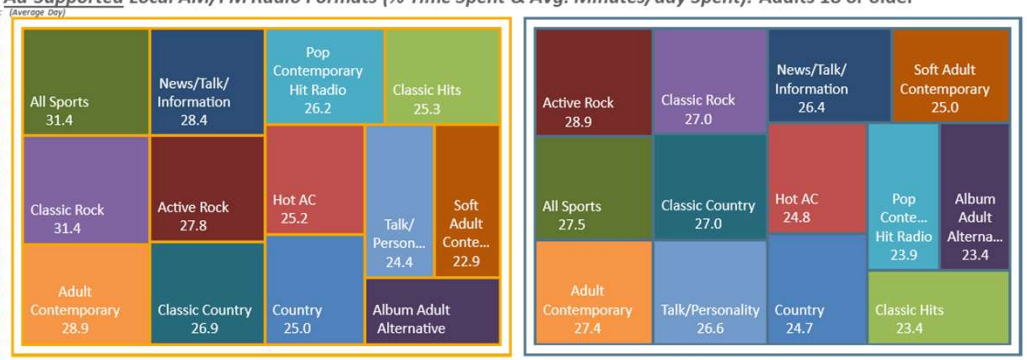
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 324

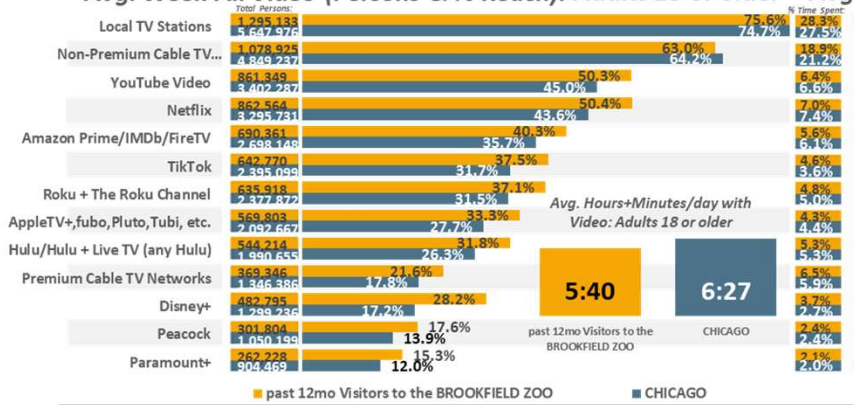
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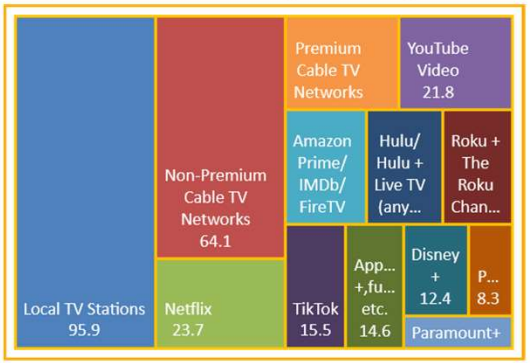
Events attended/places visited past 12 months: Minnesota Zoo

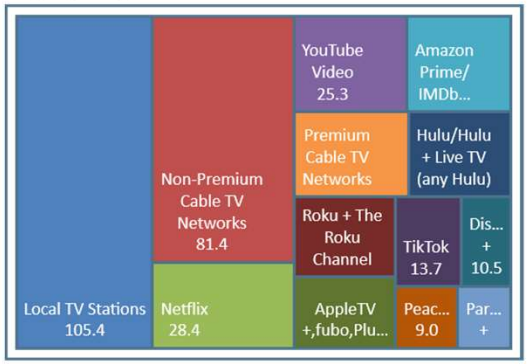
1,278,443 or 74.6% of Adults 18 or older past 12mo Visitors to the BROOKFIELD ZOO watch Ad-Supported Local TV Stations for an average of 90.5 minutes every day representing 33.2% of all time spent daily with Ad-Supported Video.

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

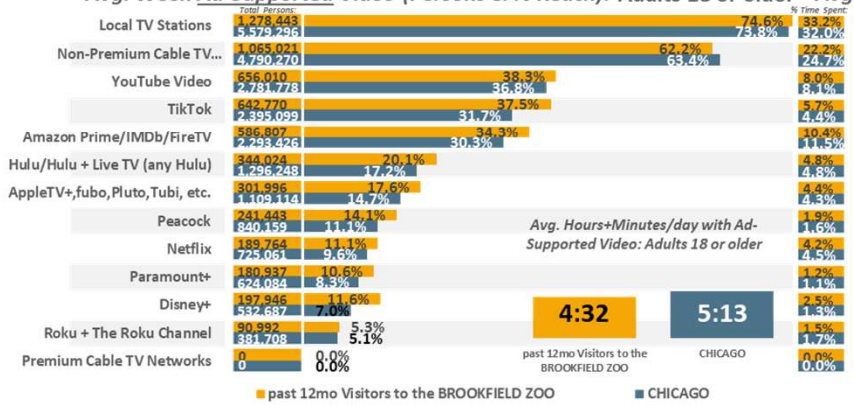


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

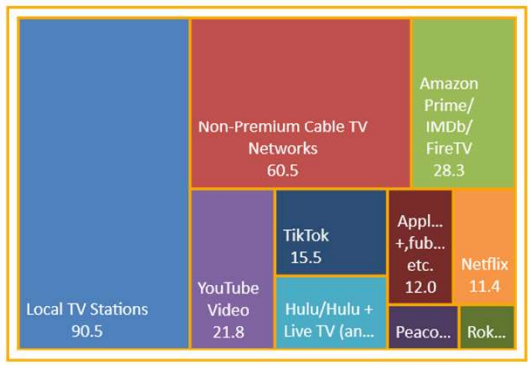


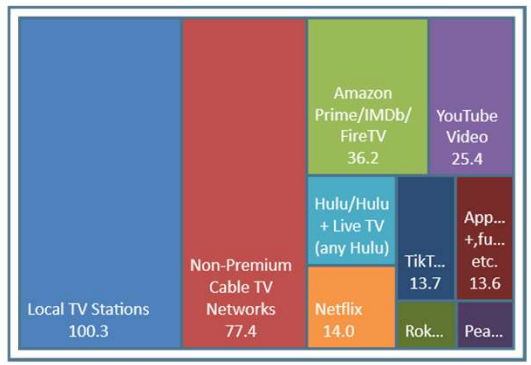


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 679

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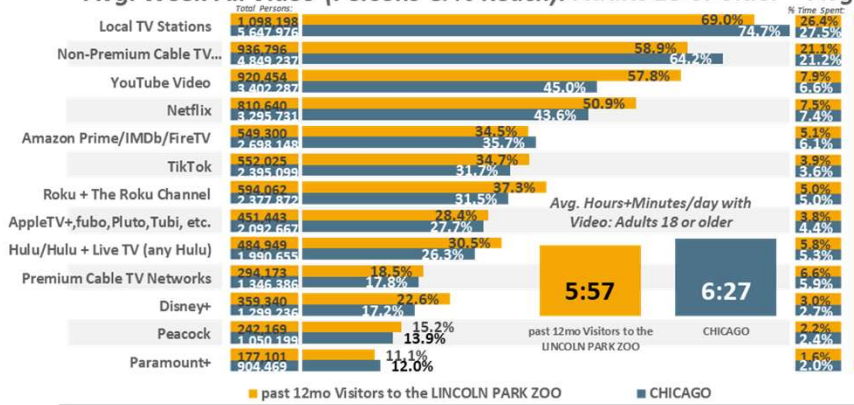
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Events attended/places visited past 12 months: Brookfield Zoo

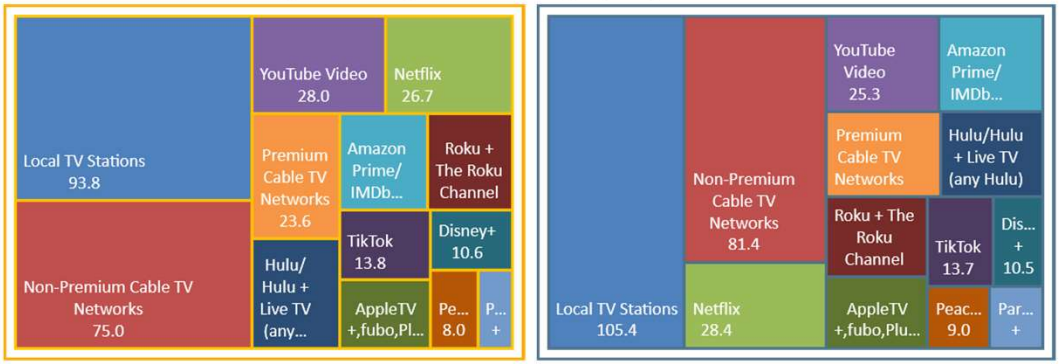
LINCOLN PARK ZOO.
FOR WILDLIFE. FOR ALL.

1,081,989 or 68.% of Adults 18 or older past 12mo Visitors to the LINCOLN PARK ZOO watch Ad-Supported Local TV Stations for an average of 87.8 minutes every day representing 30.5% of all time spent daily with Ad-Supported Video.

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

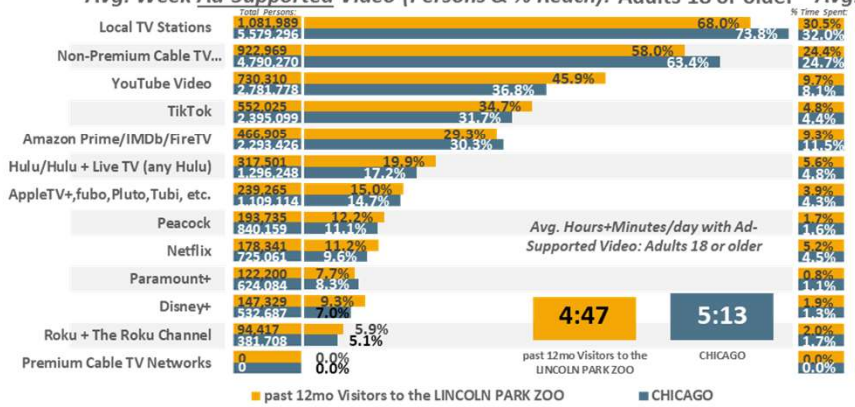


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

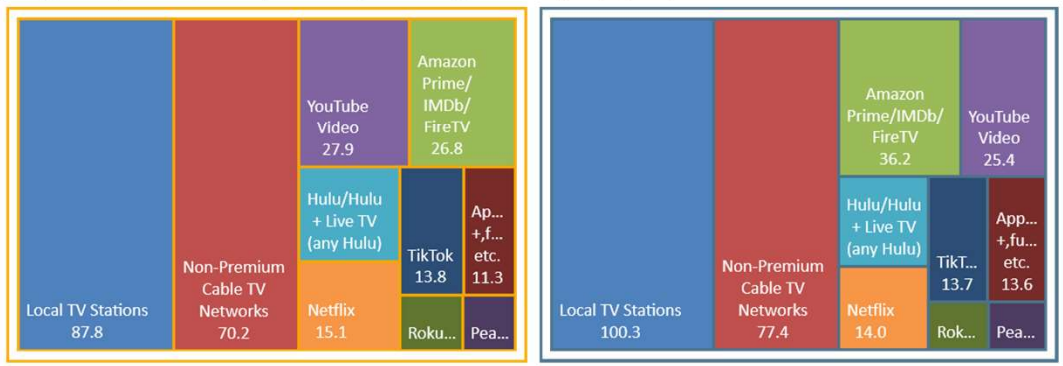


past 12mo Visitors to the LINCOLN PARK ZOO ■ CHICAGO

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 Visitors to the LINCOLN PARK ZOO ■ CHICAGO

CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 687

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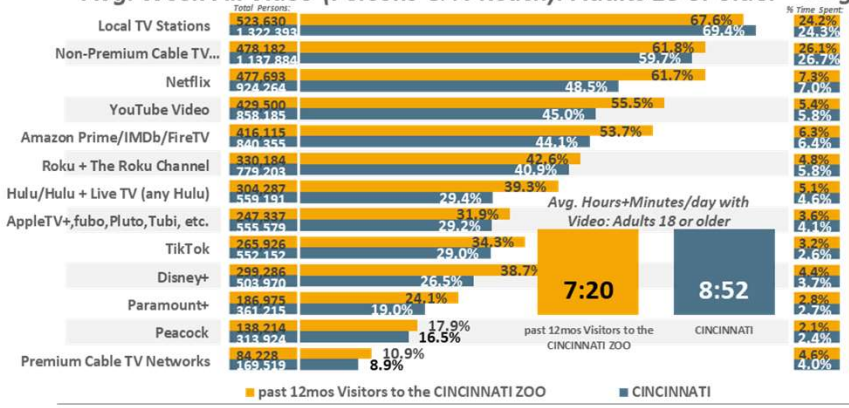
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Events attended/places visited past 12 months: Lincoln Park Zoo

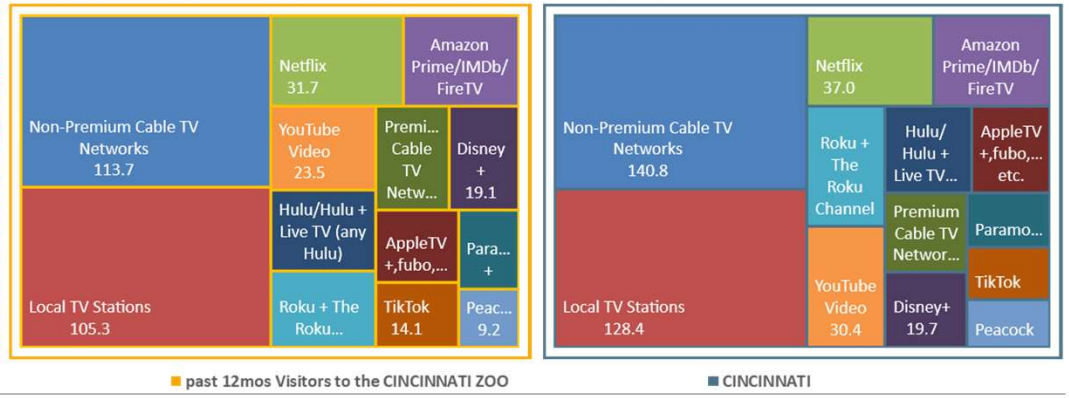
Cincinnati Zoo & Botanical Garden

516,685 or 66.7% of Adults 18 or older past 12mos Visitors to the CINCINNATI ZOO watch Ad-Supported Local TV Stations for an average of 102.1 minutes every day representing 28.9% of all time spent daily with Ad-Supported Video.

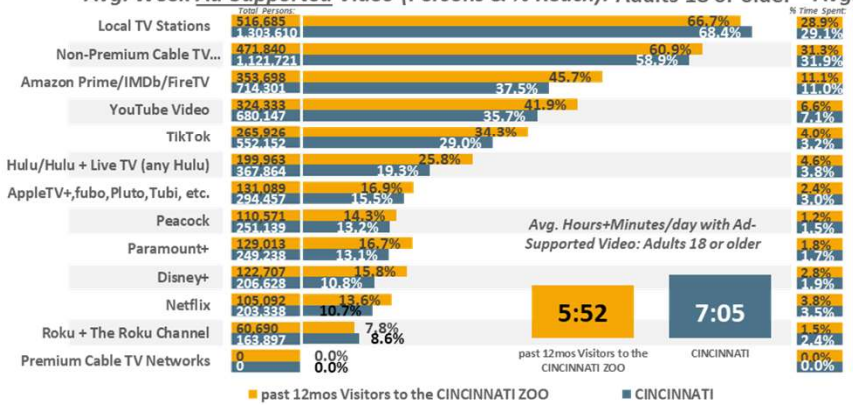
Avg. Week All Video (Persons & % Reach): Adults 18 or older



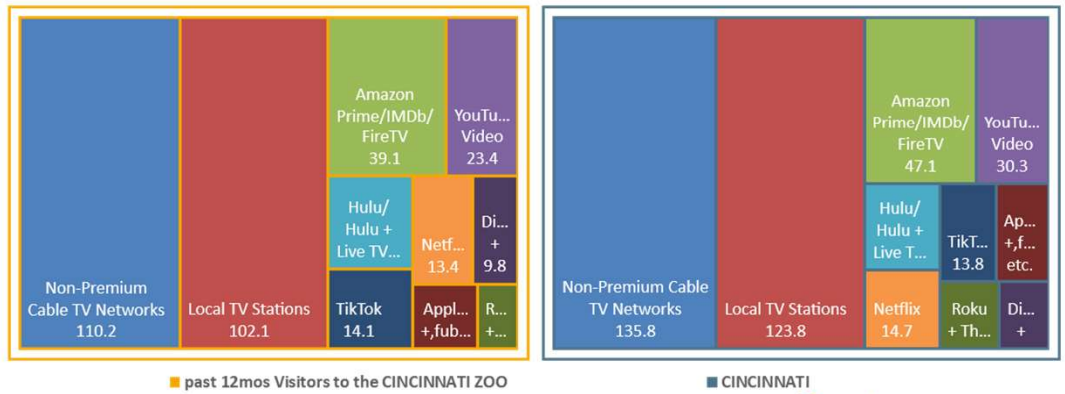
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 794

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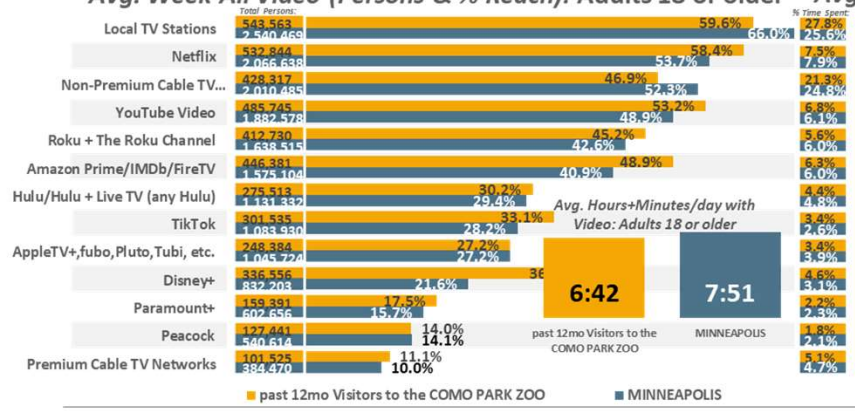
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Events attended/places visited past 12 months: Cincinnati Zoo & Botanical Garden

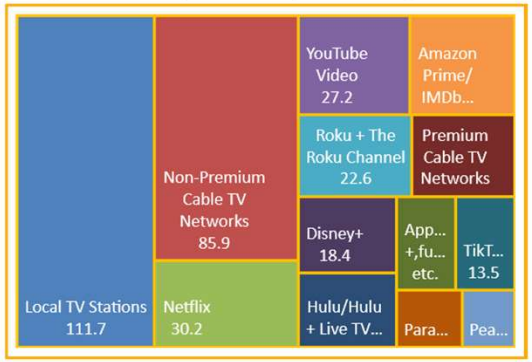
COMO PARK ZOO & CONSERVATORY

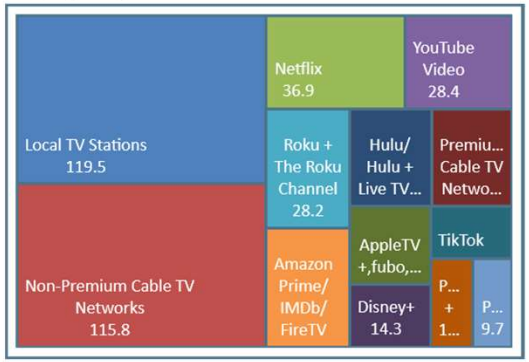
536,412 or 58.8% of Adults 18 or older past 12mo Visitors to the COMO PARK ZOO watch Ad-Supported Local TV Stations for an average of 106.3 minutes every day representing 33.2% of all time spent daily with Ad-Supported Video.

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



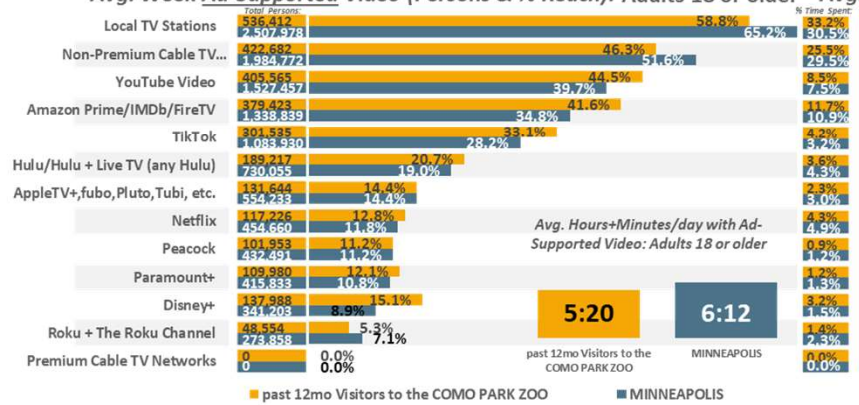
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



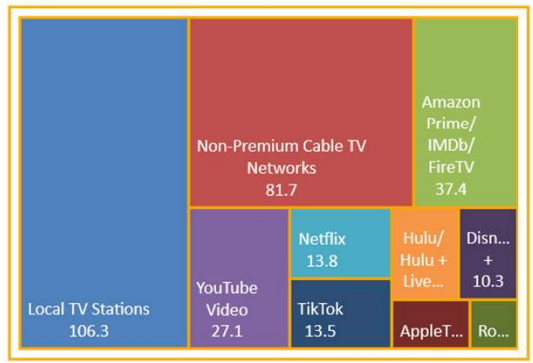


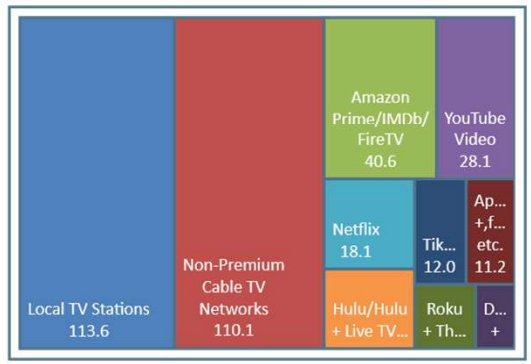
past 12mo Visitors to the COMO PARK ZOO ■ MINNEAPOLIS

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 Visitors to the COMO PARK ZOO ■ MINNEAPOLIS

MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 418

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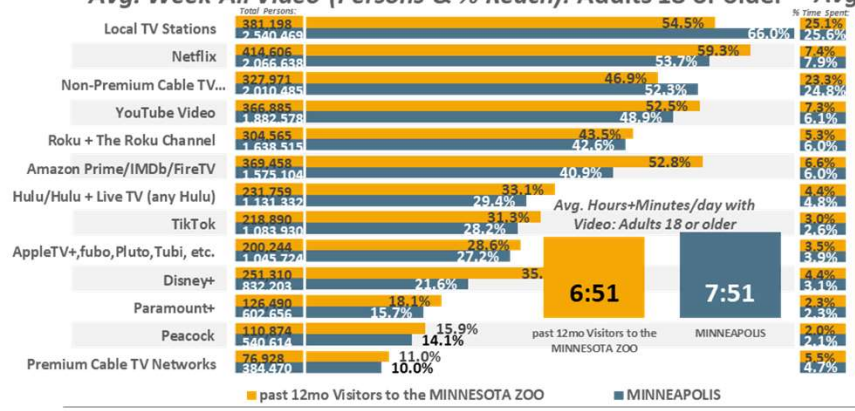
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Events attended/places visited past 12 months: Como Zoo

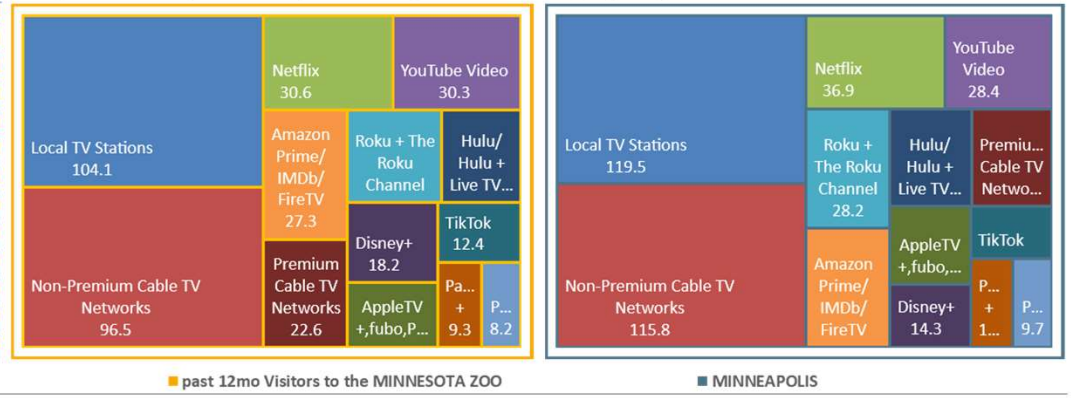
MINNESOTA ZOO
Changing how you see the world

376,792 or 53.9% of Adults 18 or older past 12mo Visitors to the MINNESOTA ZOO watch Ad-Supported Local TV Stations for an average of 98.6 minutes every day representing 30.% of all time spent daily with Ad-Supported Video.

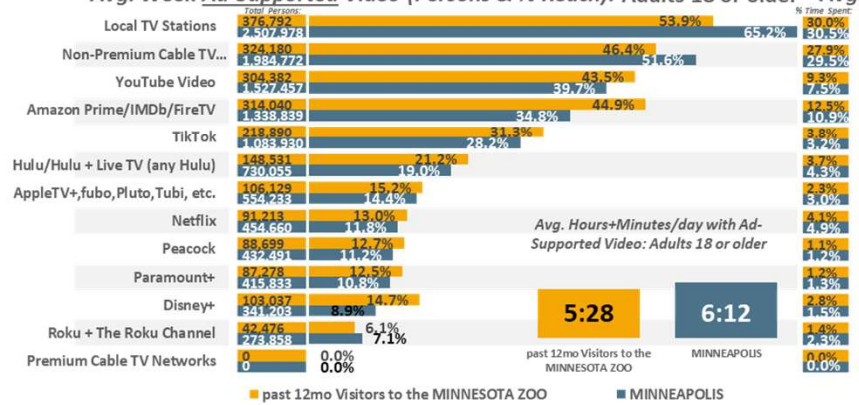
Avg. Week All Video (Persons & % Reach): Adults 18 or older



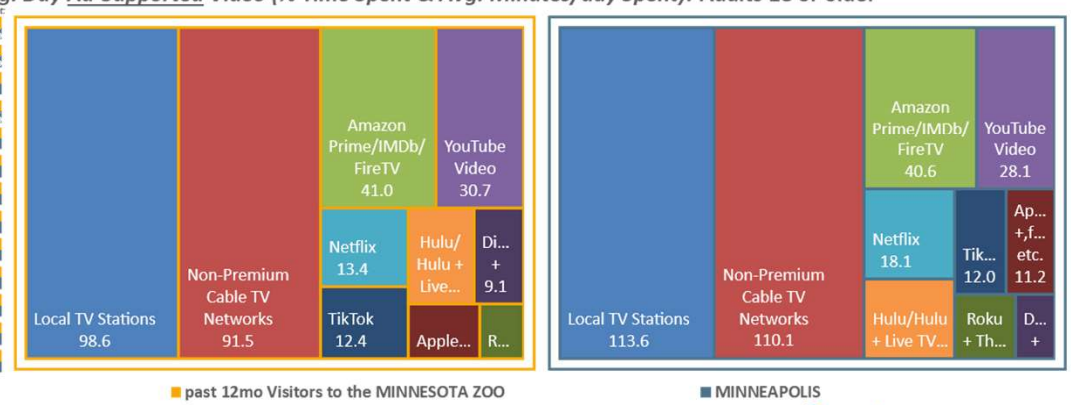
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 324

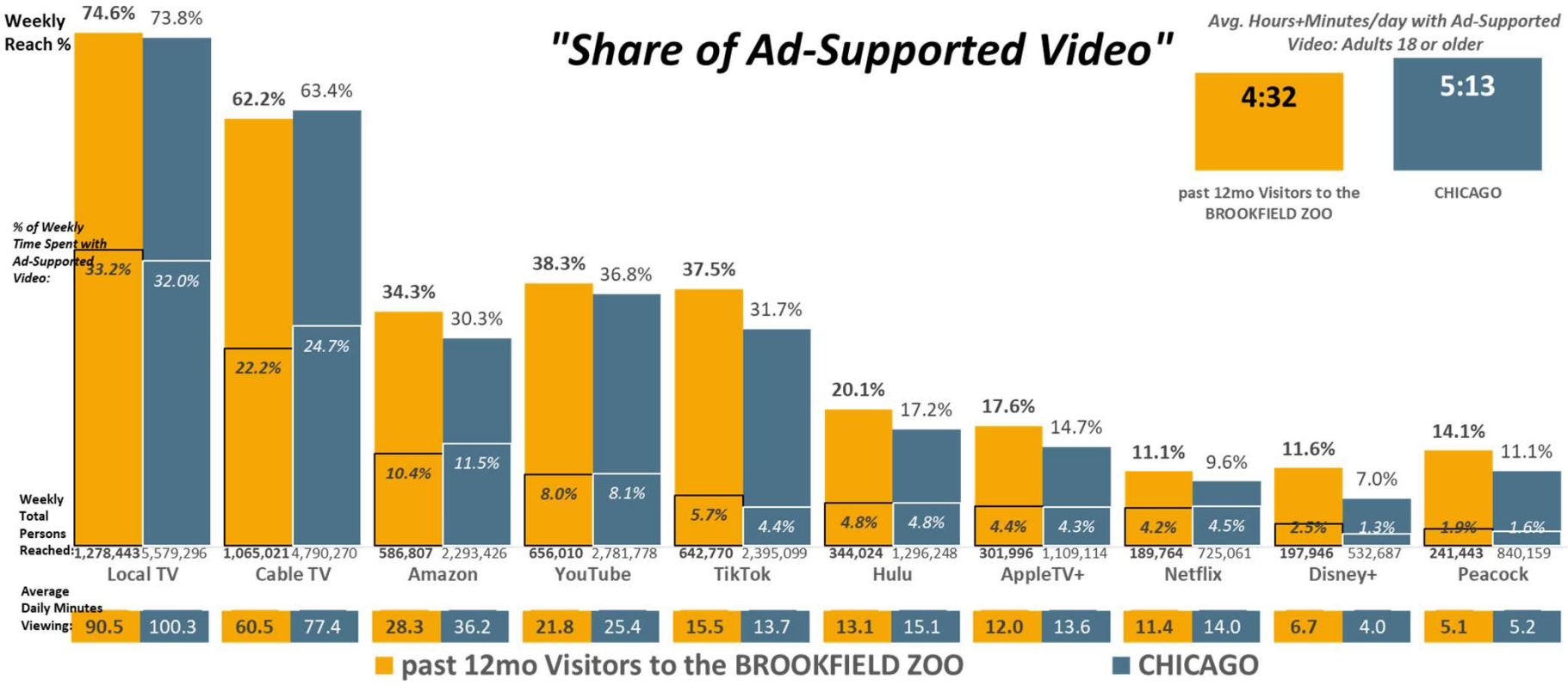
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Events attended/places visited past 12 months: Minnesota Zoo

BROOKFIELD ZOO CHICAGO

1,278,443 or 74.6% of Adults 18 or older past 12mo Visitors to the BROOKFIELD ZOO watch Ad-Supported Local TV Stations for an average of 90.5 minutes every day representing 33.2% of all time spent daily with Ad-Supported Video.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 679 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

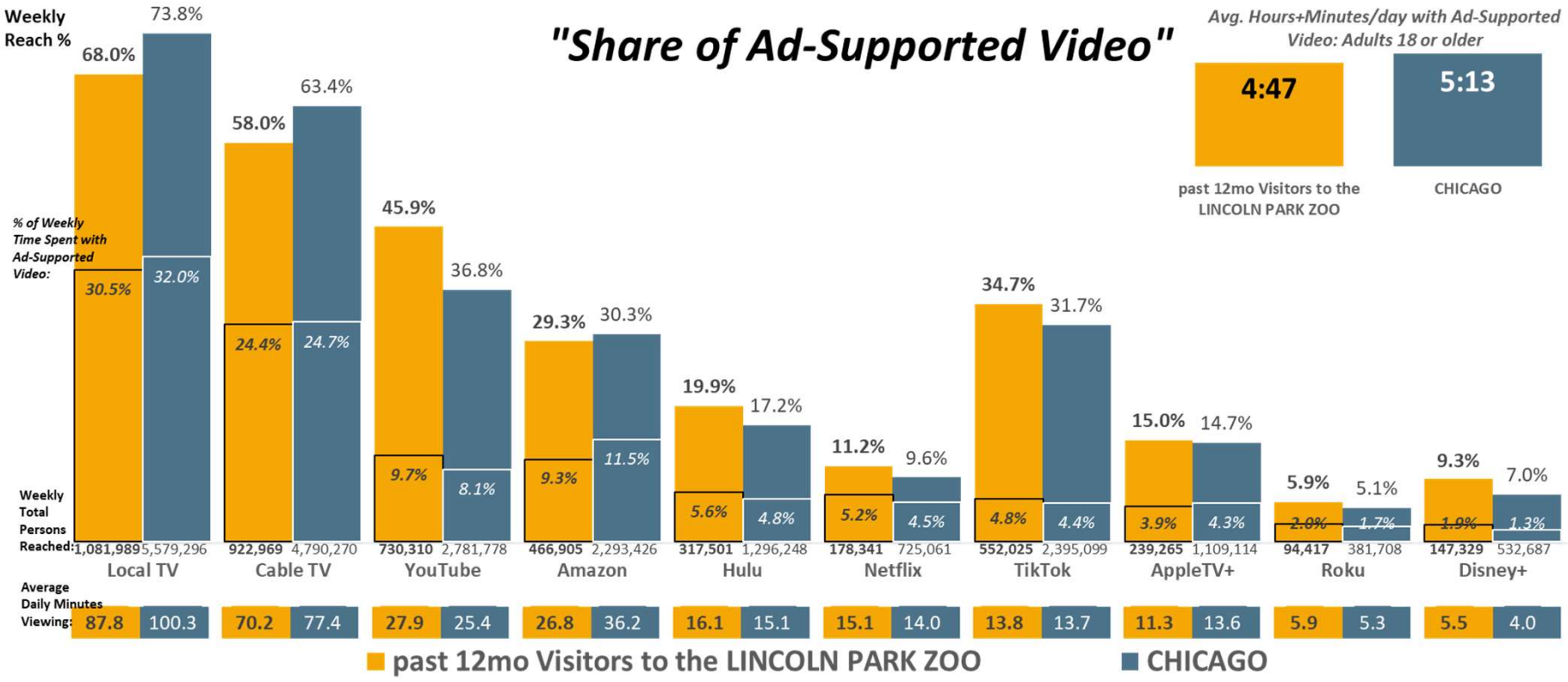
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Events attended/places visited past 12 months: Brookfield Zoo

LINCOLN PARK ZOO.
FOR WILDLIFE. FOR ALL.

1,081,989 or 68.% of Adults 18 or older past 12mo Visitors to the LINCOLN PARK ZOO watch Ad-Supported Local TV Stations for an average of 87.8 minutes every day representing 30.5% of all time spent daily with Ad-Supported Video.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 687 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

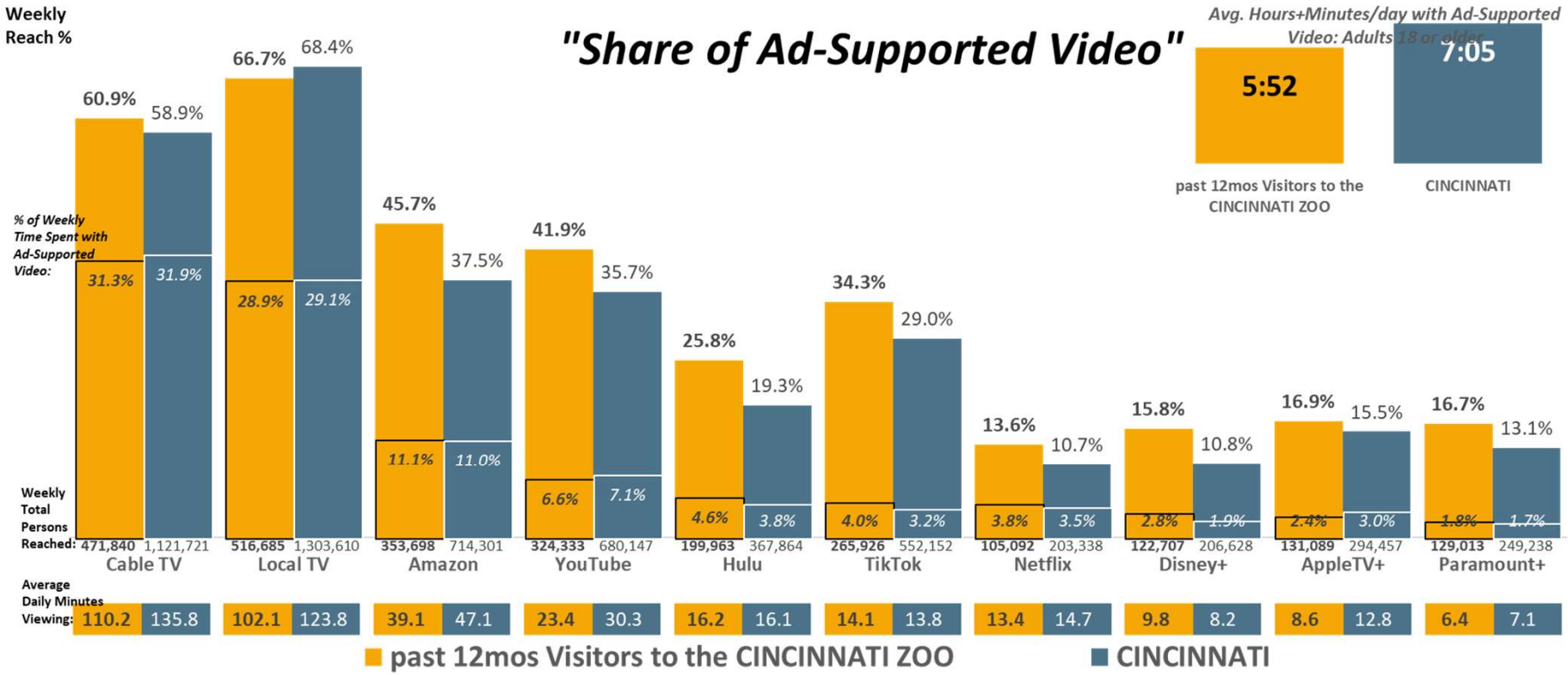
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Events attended/places visited past 12 months: Lincoln Park Zoo

Cincinnati Zoo & Botanical Garden

516,685 or 66.7% of Adults 18 or older past 12mos Visitors to the CINCINNATI ZOO watch Ad-Supported Local TV Stations for an average of 102.1 minutes every day representing 28.9% of all time spent daily with Ad-Supported Video.



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 794 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

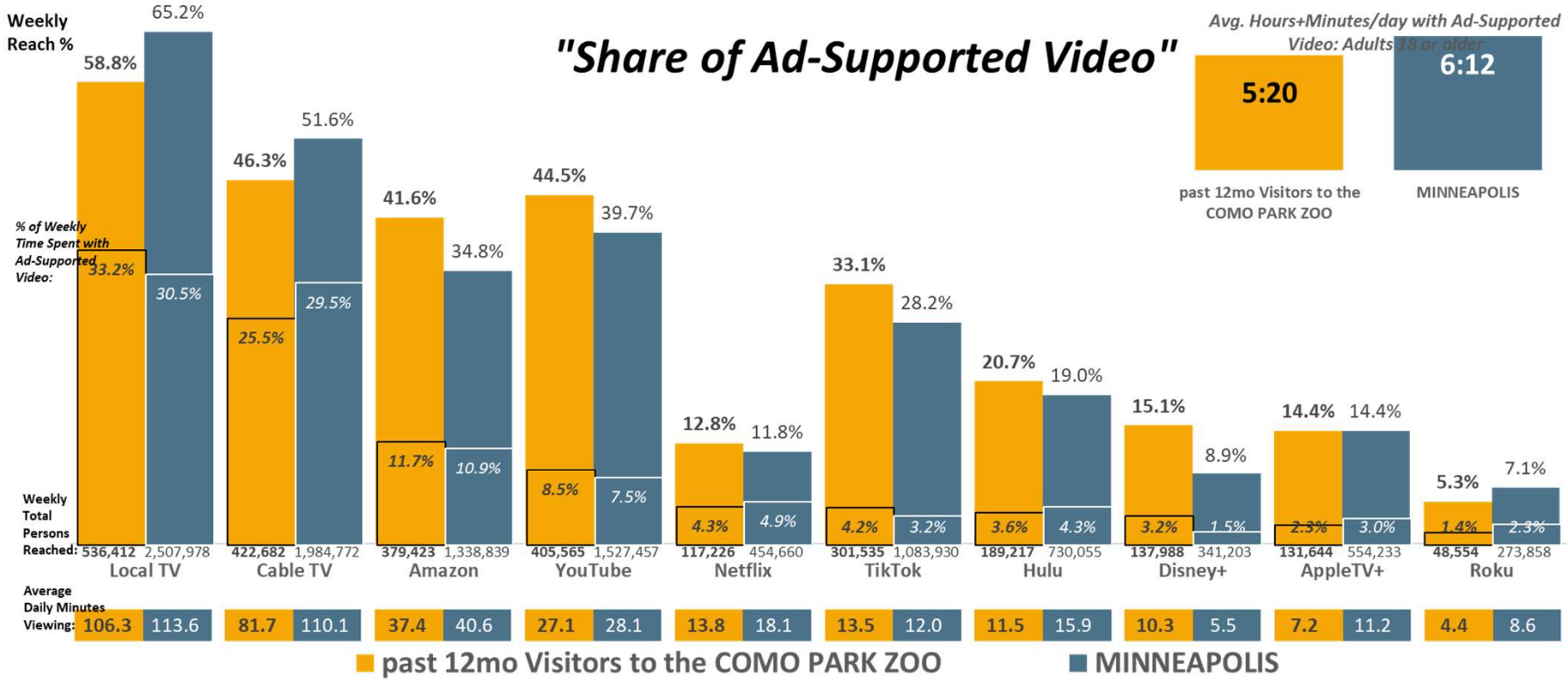
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Events attended/places visited past 12 months: Cincinnati Zoo & Botanical Garden

COMO PARK ZOO & CONSERVATORY

536,412 or 58.8% of Adults 18 or older past 12mo Visitors to the COMO PARK ZOO watch Ad-Supported Local TV Stations for an average of 106.3 minutes every day representing 33.2% of all time spent daily with Ad-Supported Video.



MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 418 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

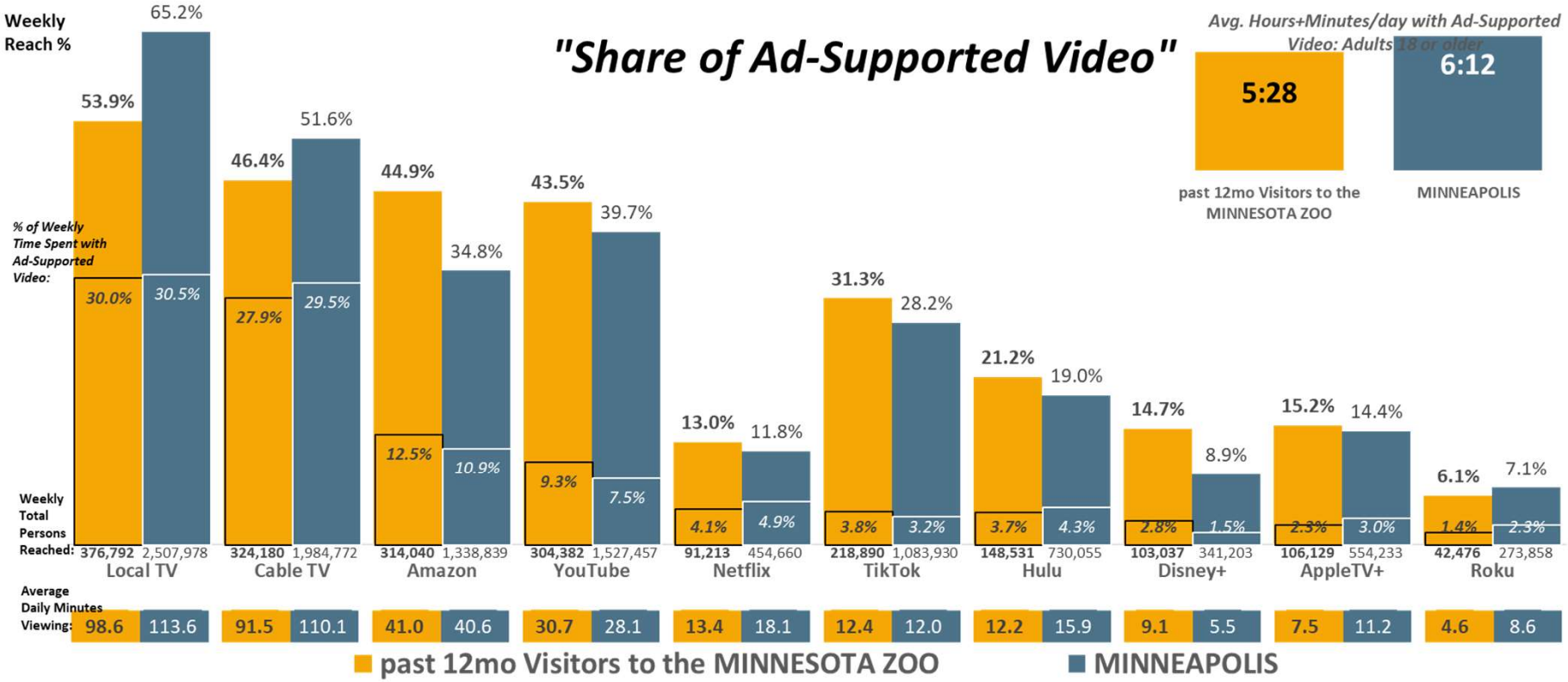
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Events attended/places visited past 12 months: Como Zoo

MINNESOTA ZOO
Changing how you see the world

376,792 or 53.9% of Adults 18 or older past 12mo Visitors to the MINNESOTA ZOO watch Ad-Supported Local TV Stations for an average of 98.6 minutes every day representing 30.% of all time spent daily with Ad-Supported Video.



MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 324 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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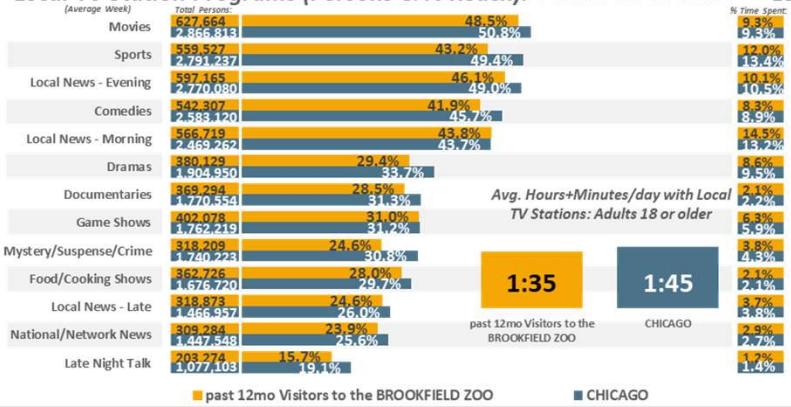
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Events attended/places visited past 12 months: Minnesota Zoo

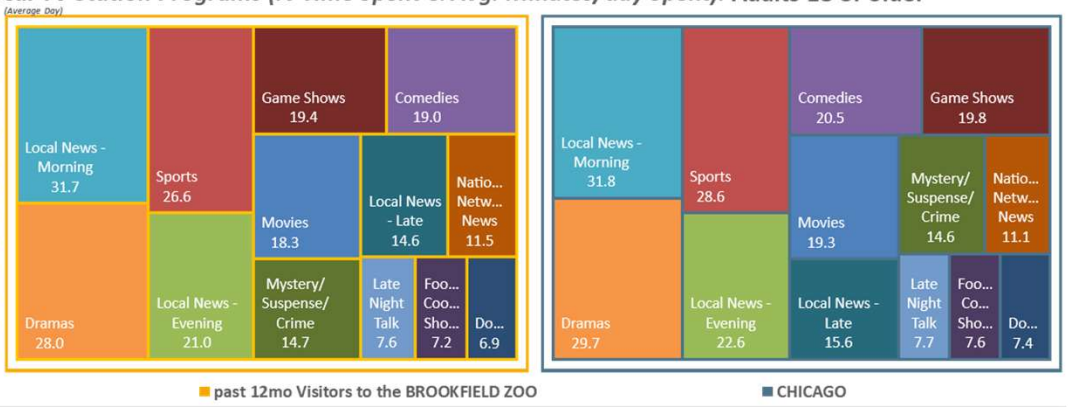
BROOKFIELD ZOO CHICAGO

1,278,443 or 74.6% of Adults 18 or older past 12mo Visitors to the BROOKFIELD ZOO watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Local News - Evening, Local News - Morning, Sports, Comedies, and Game Shows.

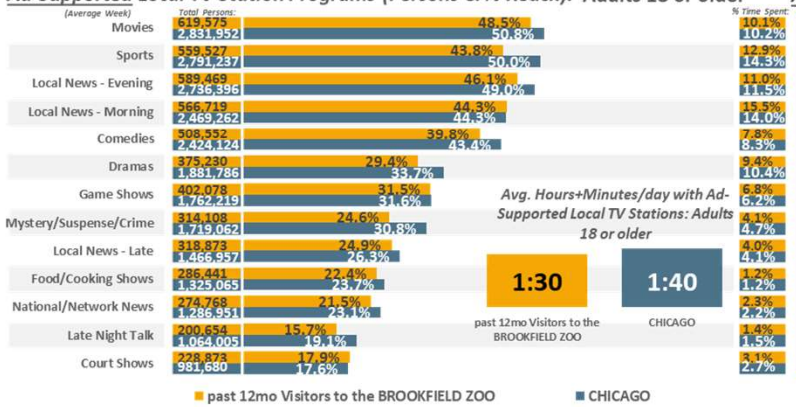
Local TV Station Programs (Persons & % Reach): Adults 18 or older



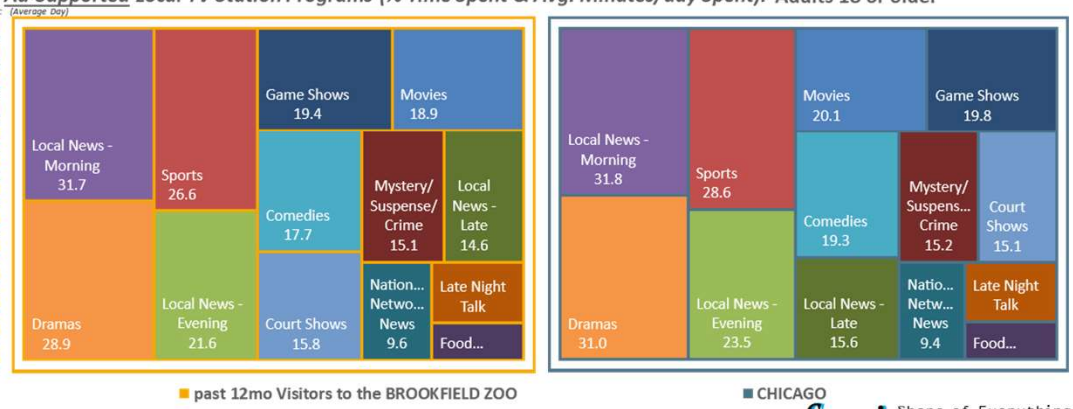
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 679

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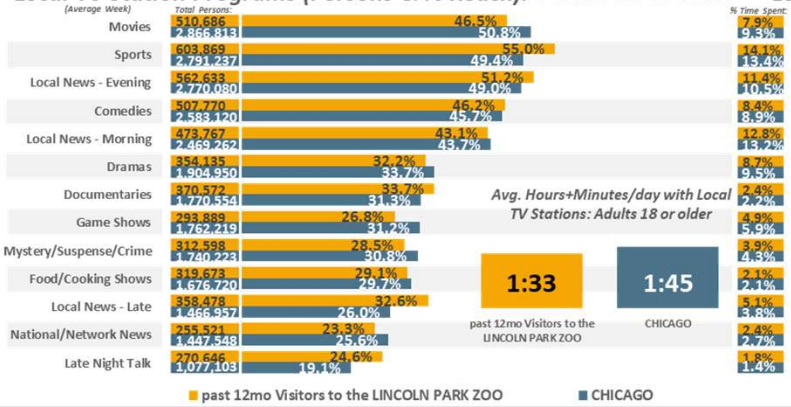
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Events attended/places visited past 12 months: Brookfield Zoo

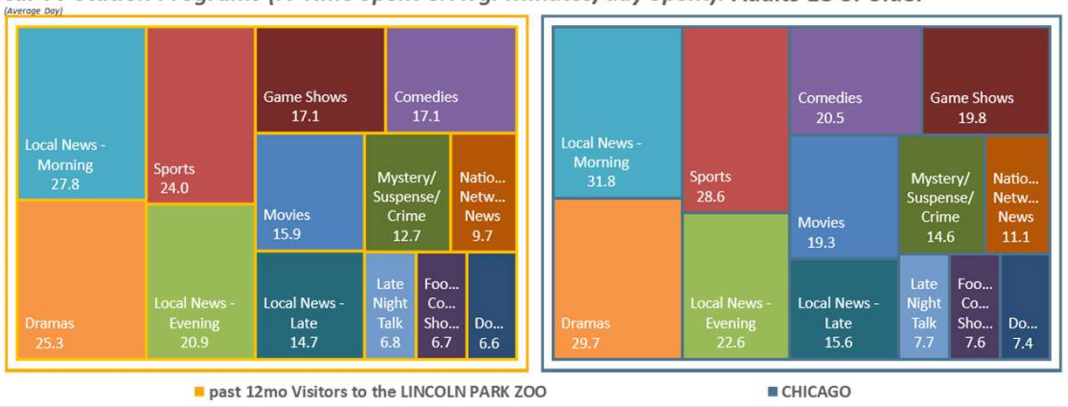
LINCOLN PARK ZOO.
FOR WILDLIFE. FOR ALL.

1,081,989 or 68.% of Adults 18 or older past 12mo Visitors to the LINCOLN PARK ZOO watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, Local News - Morning, and Local News - Late.

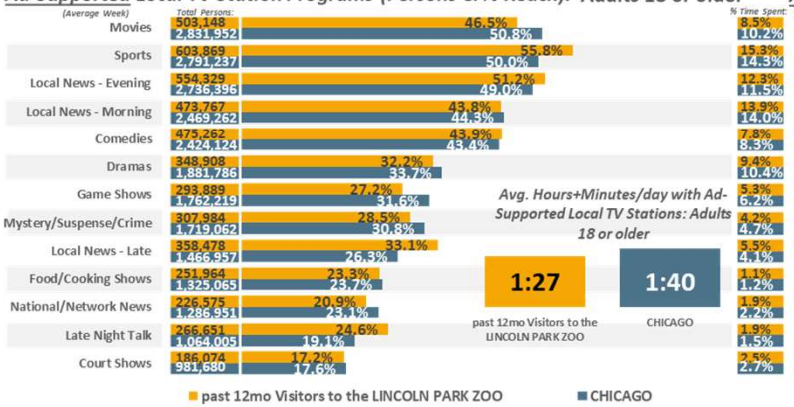
Local TV Station Programs (Persons & % Reach): Adults 18 or older



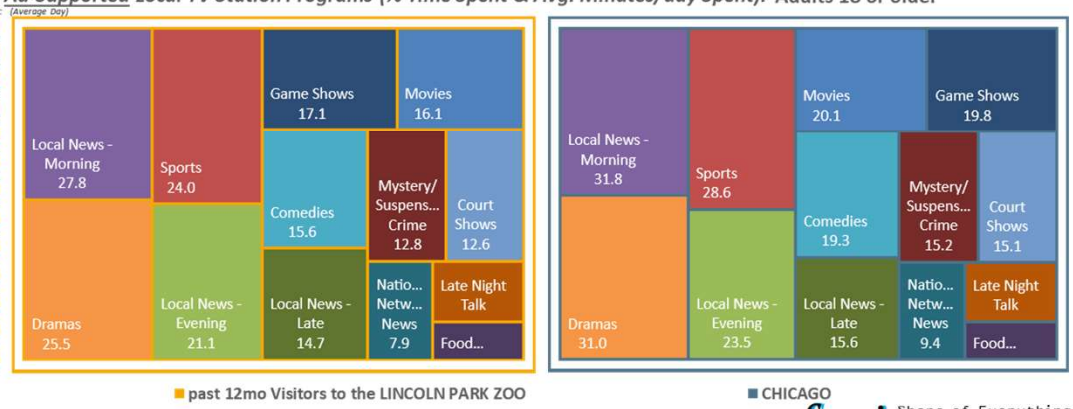
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 687

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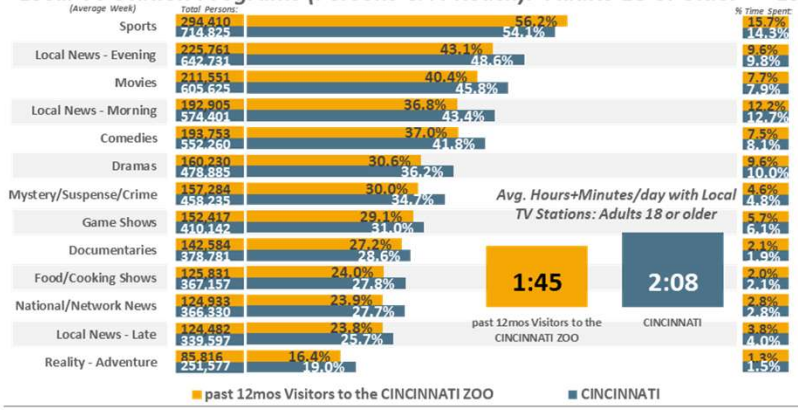
soefa.ai Share of Everything for Anything ©

Events attended/places visited past 12 months: Lincoln Park Zoo

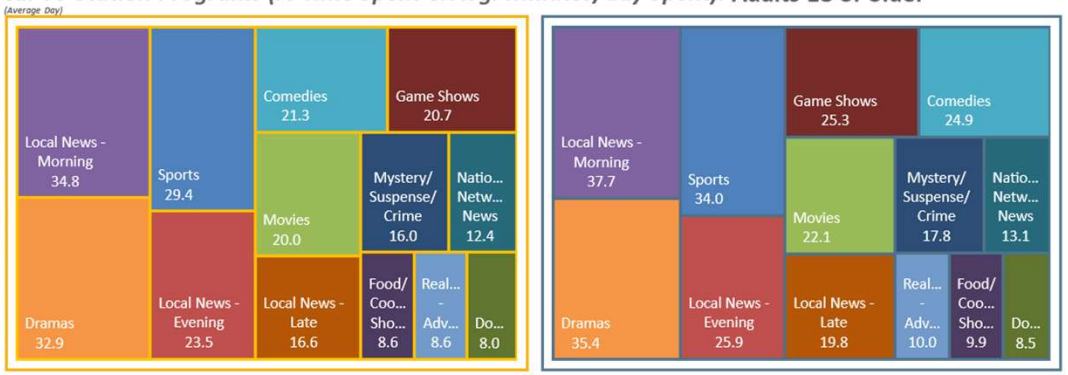
Cincinnati Zoo & Botanical Garden

516,685 or 66.7% of Adults 18 or older past 12mos Visitors to the CINCINNATI ZOO watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Dramas.

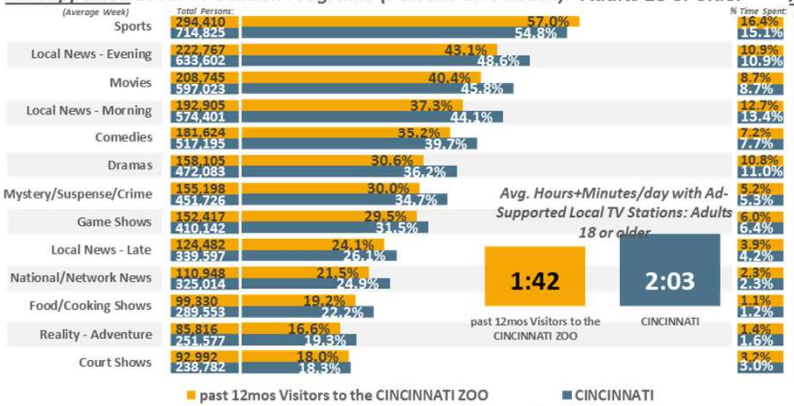
Local TV Station Programs (Persons & % Reach): Adults 18 or older



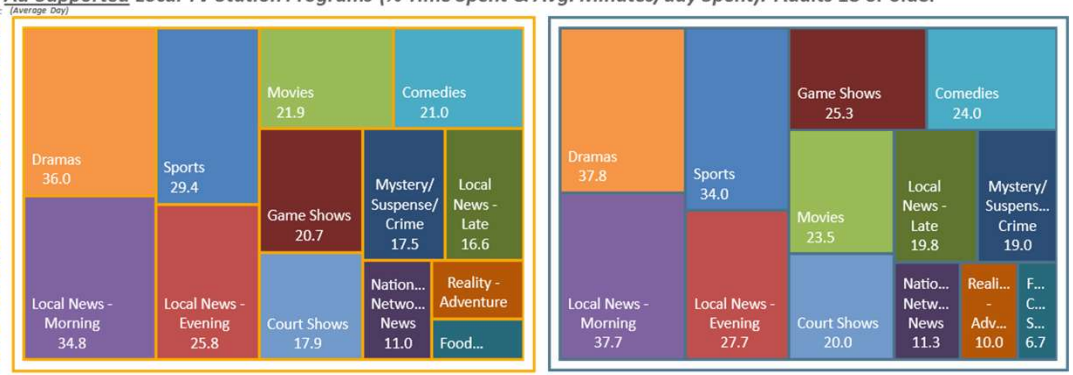
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 794

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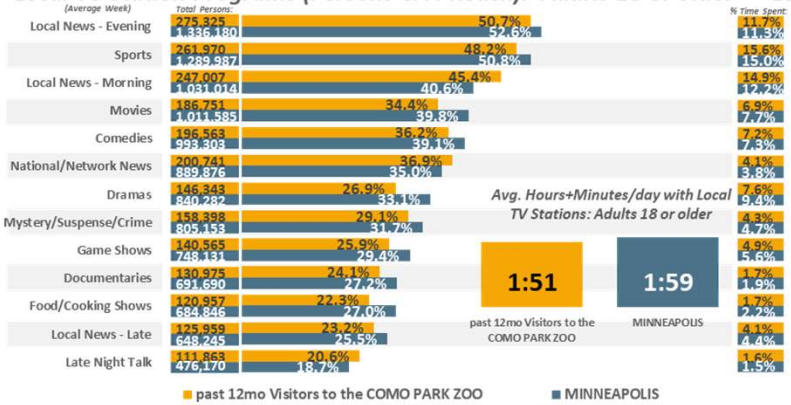
soefa.ai Share of Everything for Anything ©

Events attended/places visited past 12 months: Cincinnati Zoo & Botanical Garden

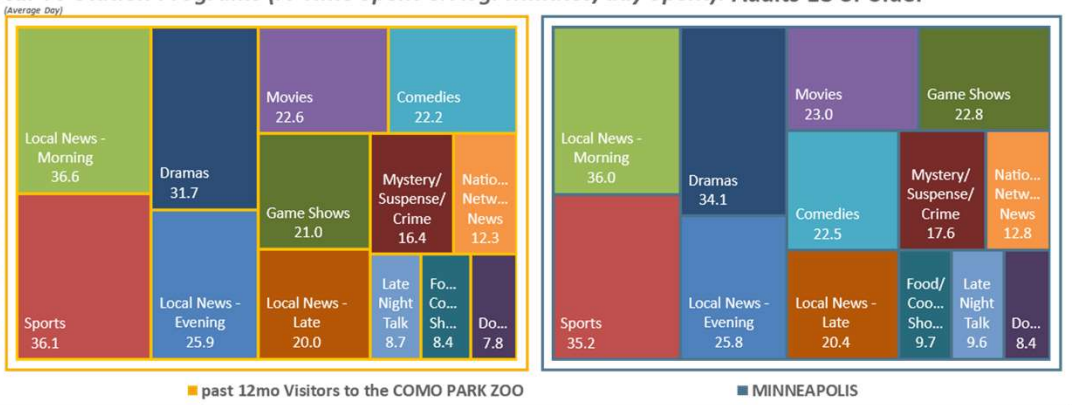
COMO PARK ZOO & CONSERVATORY

536,412 or 58.8% of Adults 18 or older past 12mo Visitors to the COMO PARK ZOO watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Movies, Comedies, and National/Network News.

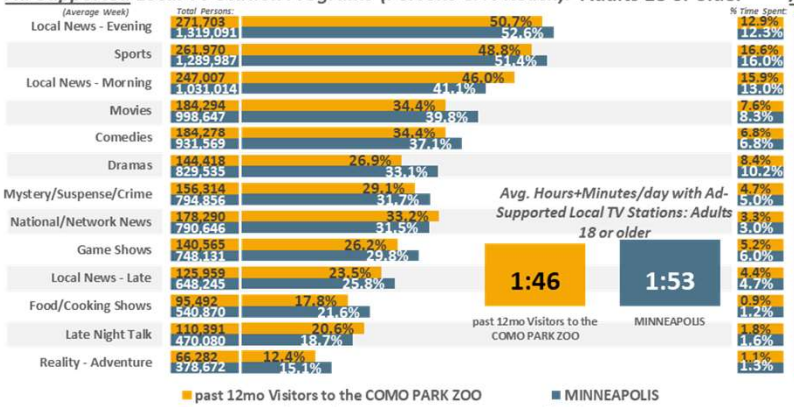
Local TV Station Programs (Persons & % Reach): Adults 18 or older



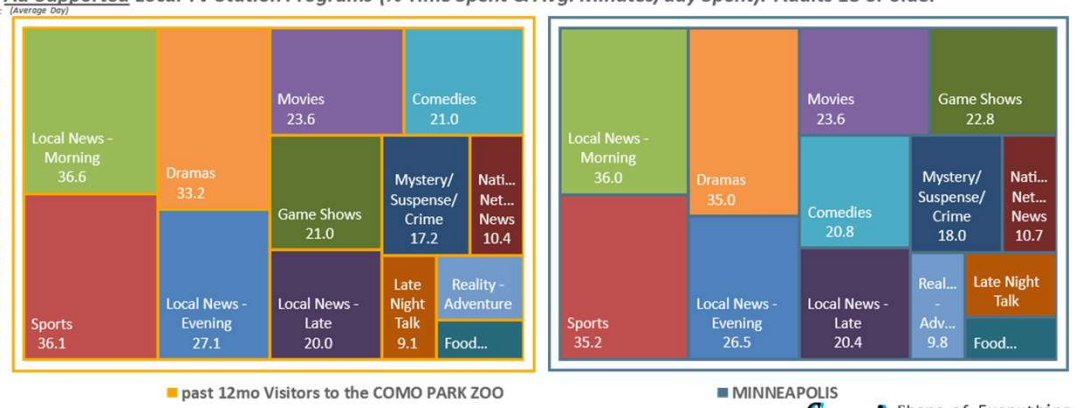
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 418

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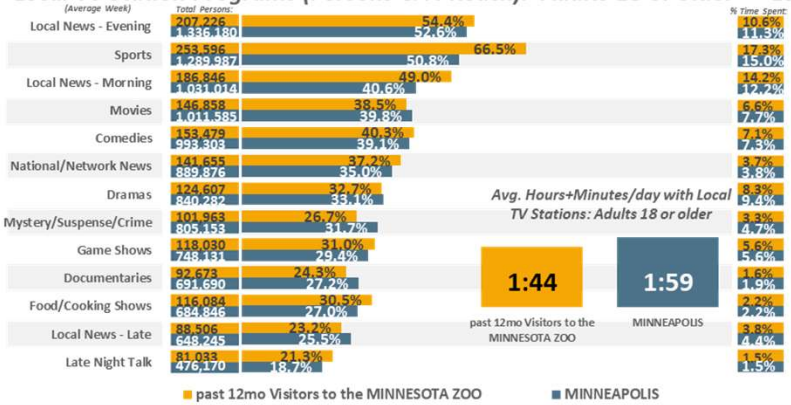
soefa.ai Share of Everything for Anything ©

Events attended/places visited past 12 months: Como Zoo

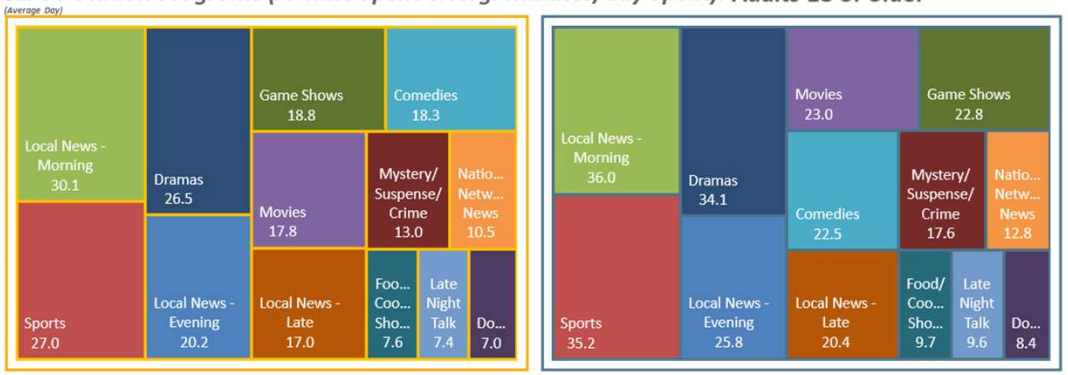
MINNESOTA ZOO
Changing how you see the world

376,792 or 53.9% of Adults 18 or older past 12mo Visitors to the MINNESOTA ZOO watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and National/Network News.

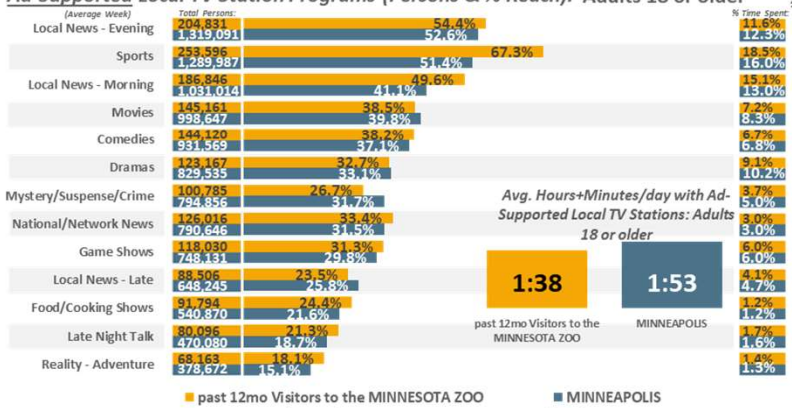
Local TV Station Programs (Persons & % Reach): Adults 18 or older



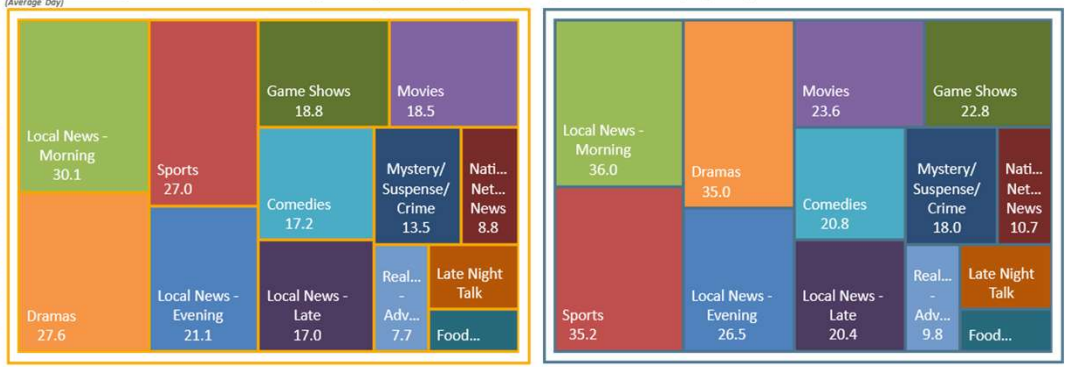
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 324

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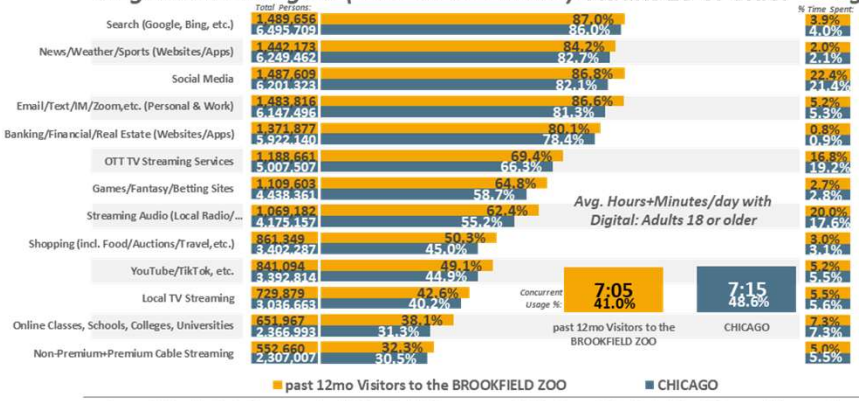
soefa.ai Share of Everything for Anything ©

Events attended/places visited past 12 months: Minnesota Zoo

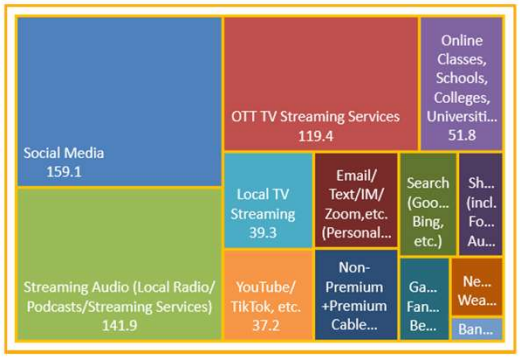
BROOKFIELD ZOO CHICAGO

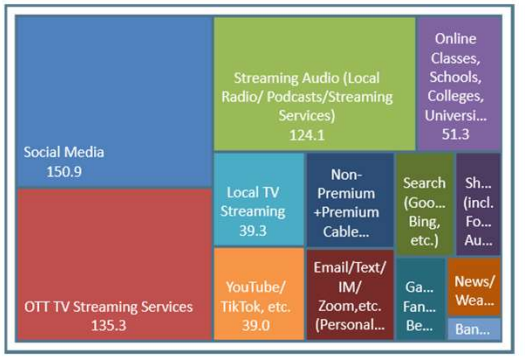
1,346,156 or 78.6% of Adults 18 or older past 12mo Visitors to the BROOKFIELD ZOO use Ad-Supported Social Media for an average of 143.9 minutes every day representing 27.1% of all time spent daily with Ad-Supported Digital Media.

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

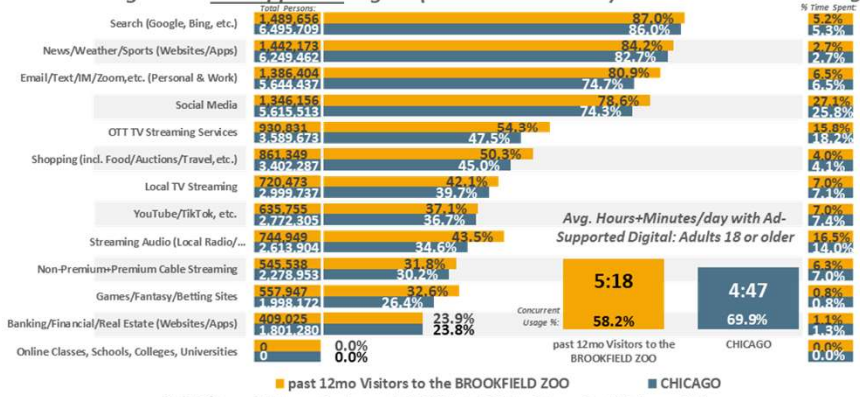


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

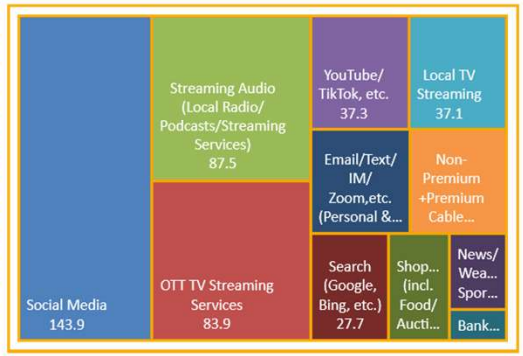


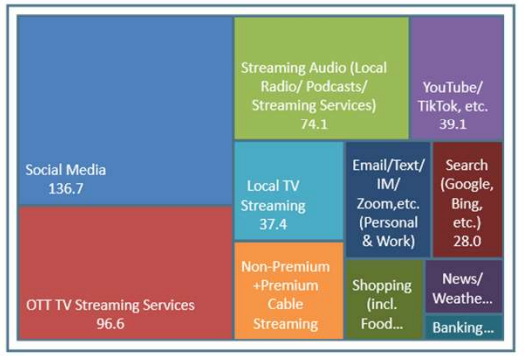


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 679

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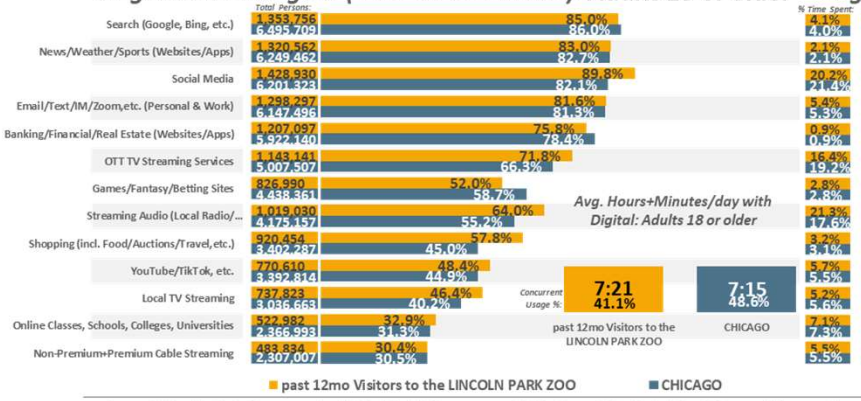
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Events attended/places visited past 12 months: Brookfield Zoo

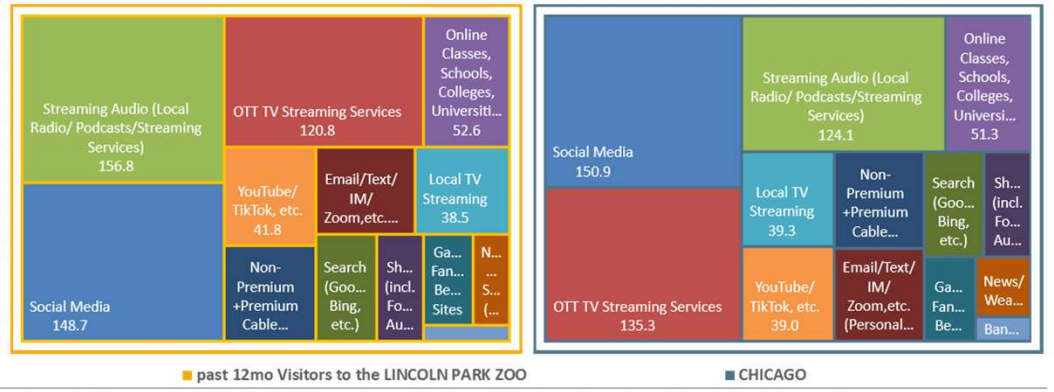
LINCOLN PARK ZOO.
FOR WILDLIFE. FOR ALL.

1,289,634 or 81.% of Adults 18 or older past 12mo Visitors to the LINCOLN PARK ZOO use Ad-Supported Social Media for an average of 134.2 minutes every day representing 24.8% of all time spent daily with Ad-Supported Digital Media.

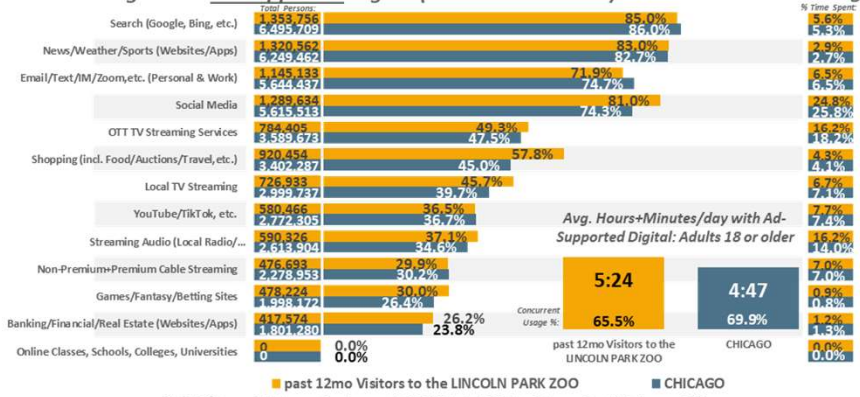
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



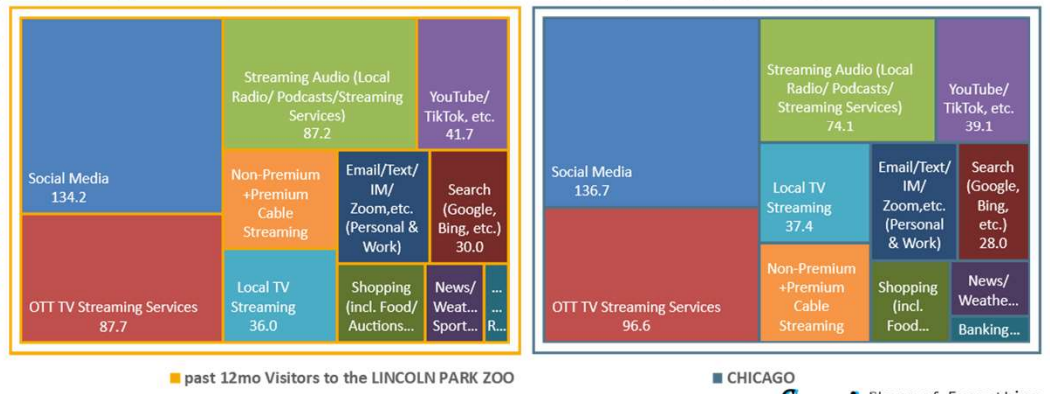
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 687

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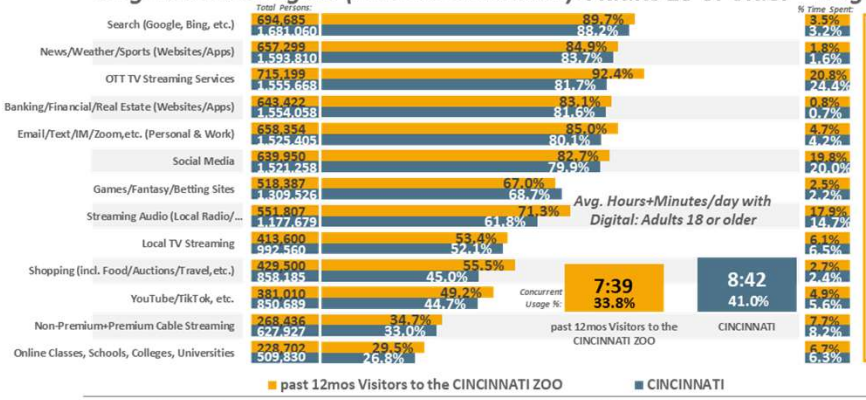
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Events attended/places visited past 12 months: Lincoln Park Zoo

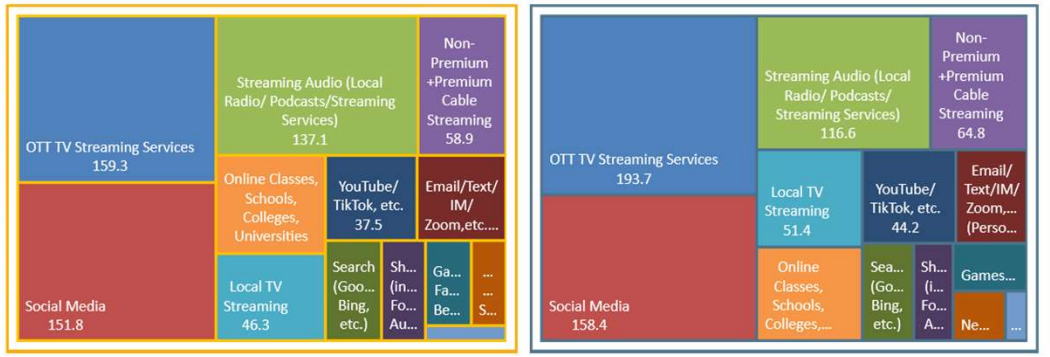
Cincinnati Zoo & Botanical Garden

581,700 or 75.1% of Adults 18 or older past 12mos Visitors to the CINCINNATI ZOO use Ad-Supported Social Media for an average of 138. minutes every day representing 24.5% of all time spent daily with Ad-Supported Digital Media.

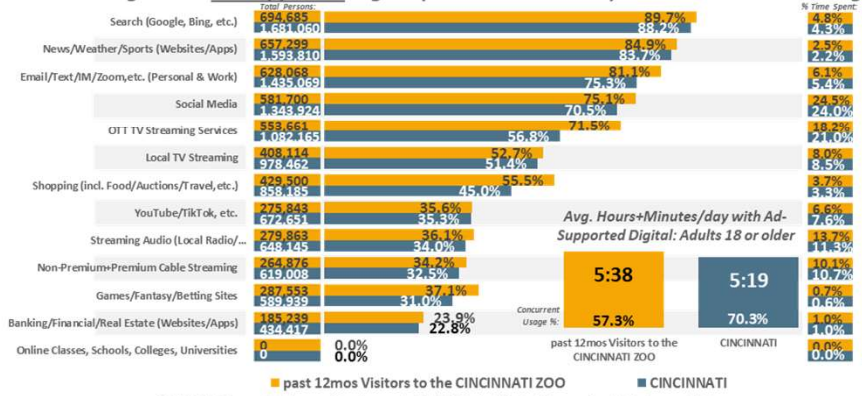
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



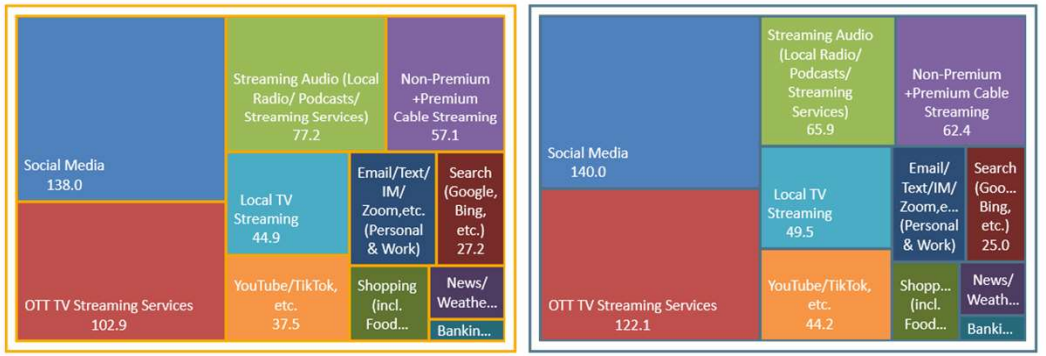
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 794

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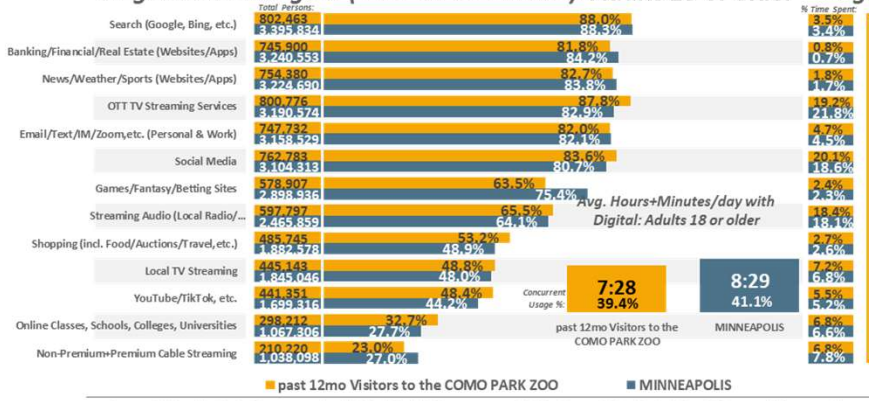
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Events attended/places visited past 12 months: Cincinnati Zoo & Botanical Garden

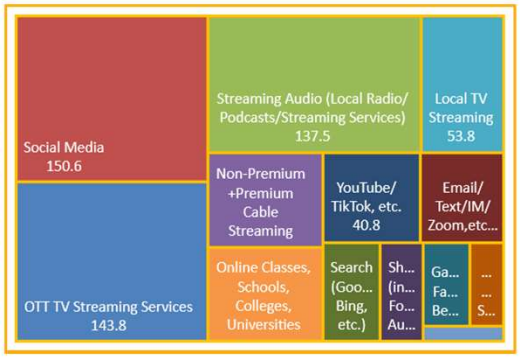
COMO PARK ZOO & CONSERVATORY

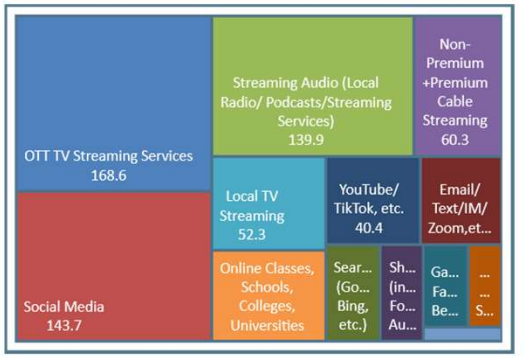
662,877 or 72.7% of Adults 18 or older past 12mo Visitors to the COMO PARK ZOO use Ad-Supported Social Media for an average of 130.9 minutes every day representing 24.% of all time spent daily with Ad-Supported Digital Media.

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



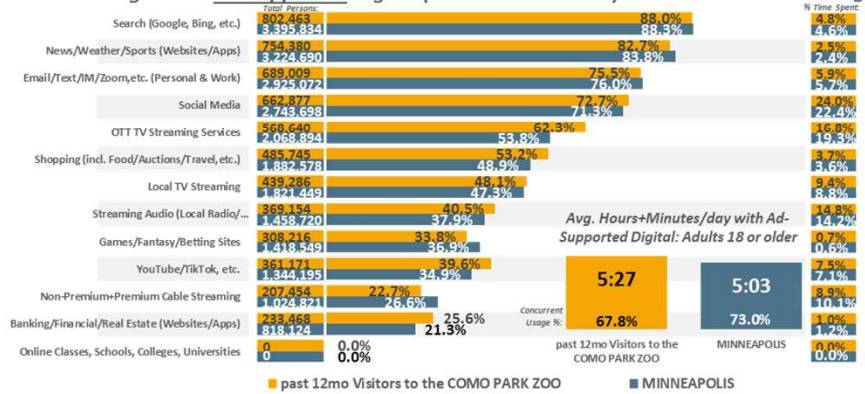
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



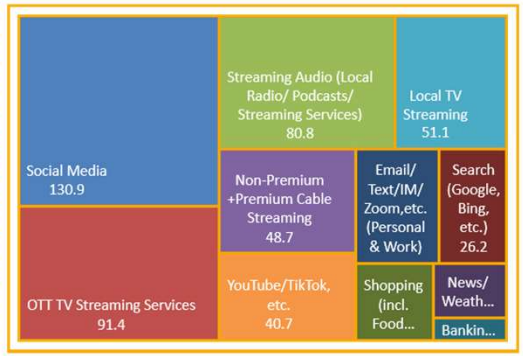


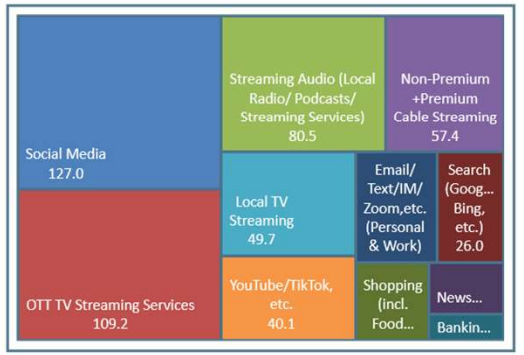
past 12mo Visitors to the COMO PARK ZOO ■ MINNEAPOLIS

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





past 12mo Visitors to the COMO PARK ZOO ■ MINNEAPOLIS

MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 418

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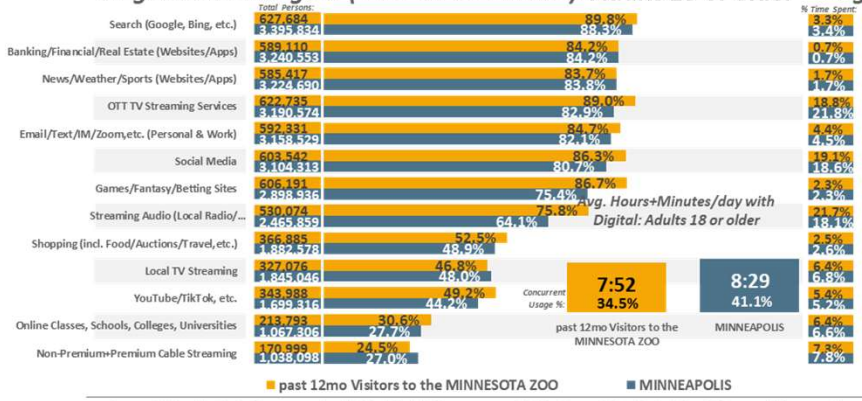
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Events attended/places visited past 12 months: Como Zoo

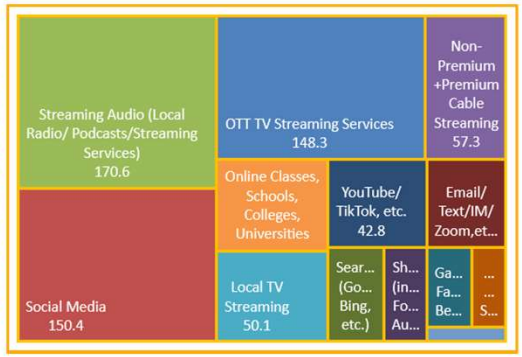
MINNESOTA ZOO
Changing how you see the world

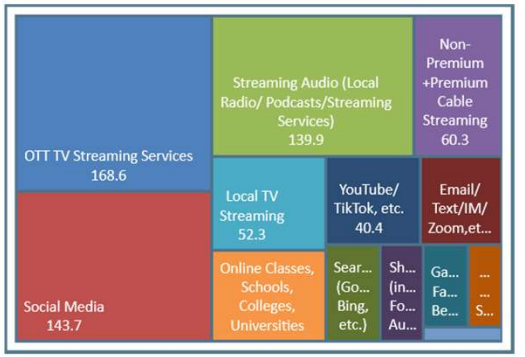
516,432 or 73.8% of Adults 18 or older past 12mo Visitors to the MINNESOTA ZOO use Ad-Supported Social Media for an average of 128.7 minutes every day representing 22.5% of all time spent daily with Ad-Supported Digital Media.

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



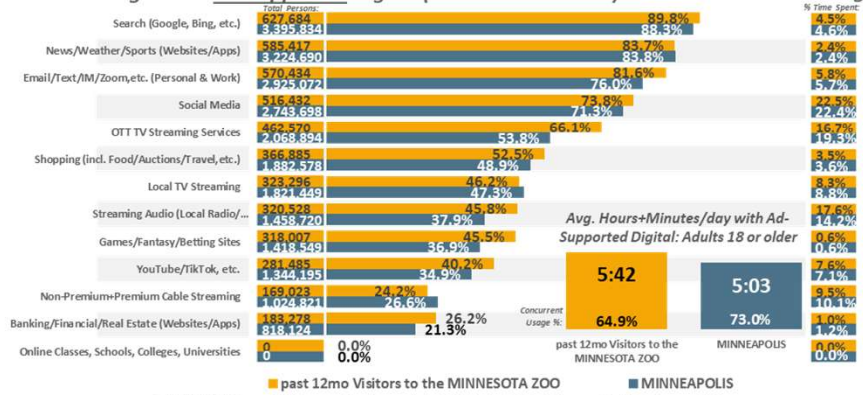
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



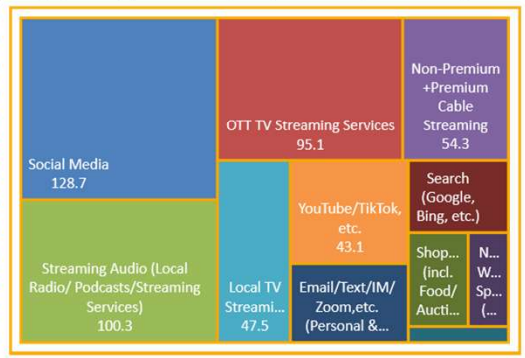


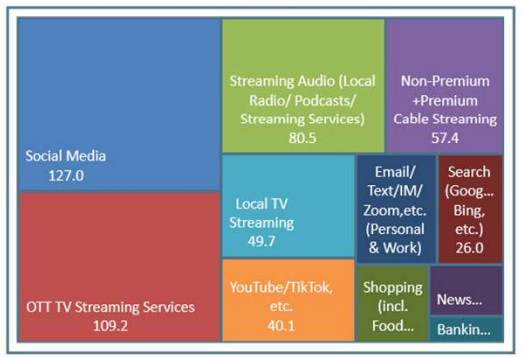
past 12mo Visitors to the MINNESOTA ZOO
MINNEAPOLIS

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





past 12mo Visitors to the MINNESOTA ZOO
MINNEAPOLIS

MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 324

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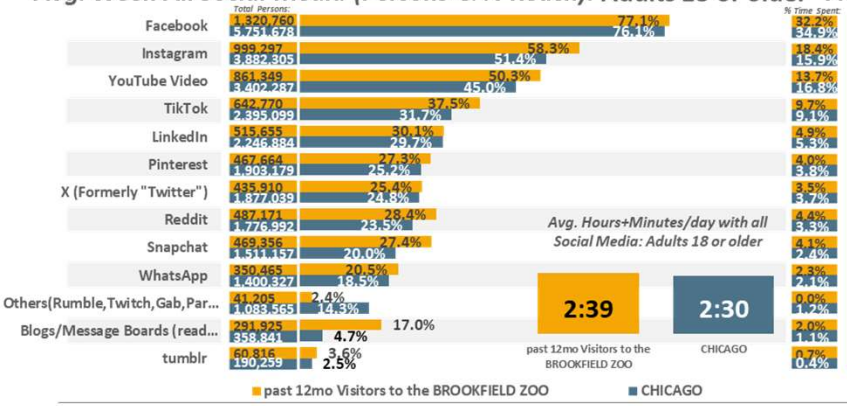
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Events attended/places visited past 12 months: Minnesota Zoo

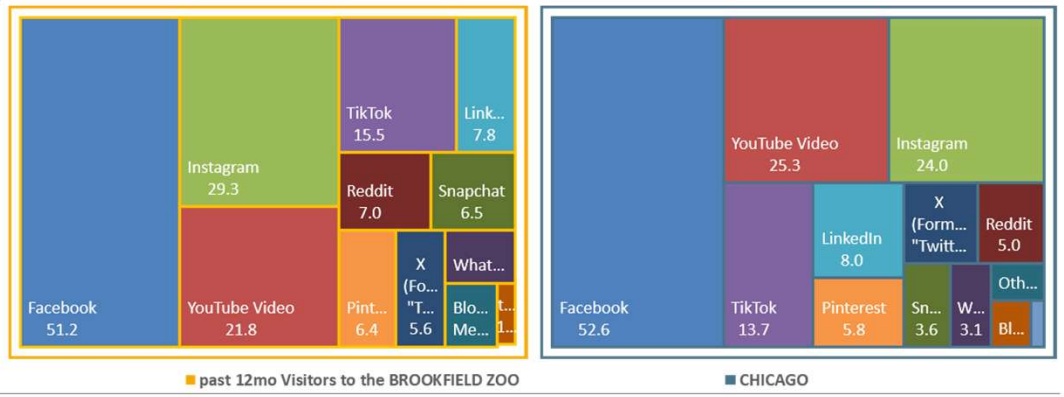
BROOKFIELD ZOO CHICAGO

1,320,760 or 77.1% of Adults 18 or older past 12mo Visitors to the BROOKFIELD ZOO use Ad-Supported Facebook for an average of 50.4 minutes every day representing 35.% of all time spent daily with Ad-Supported Social Media.

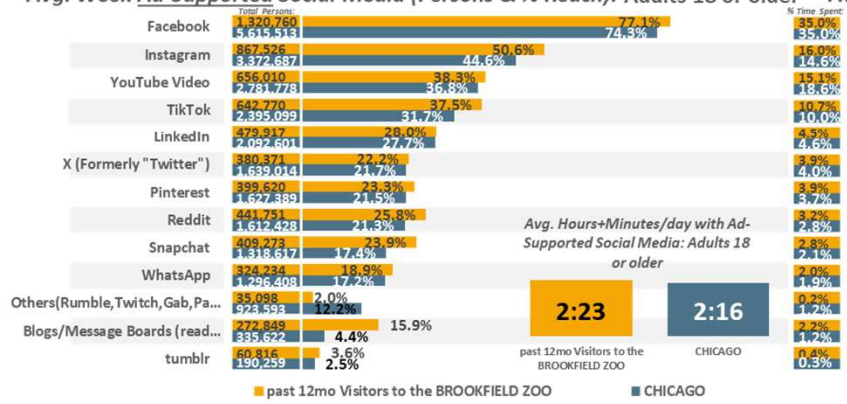
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



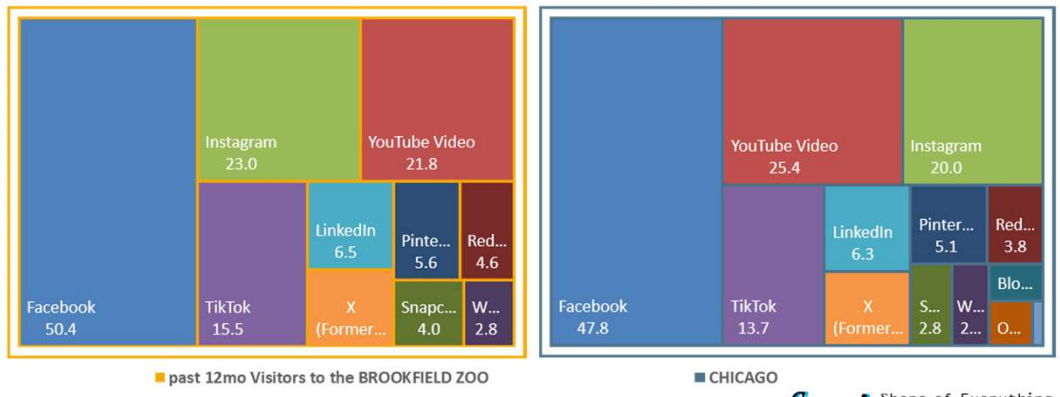
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 679

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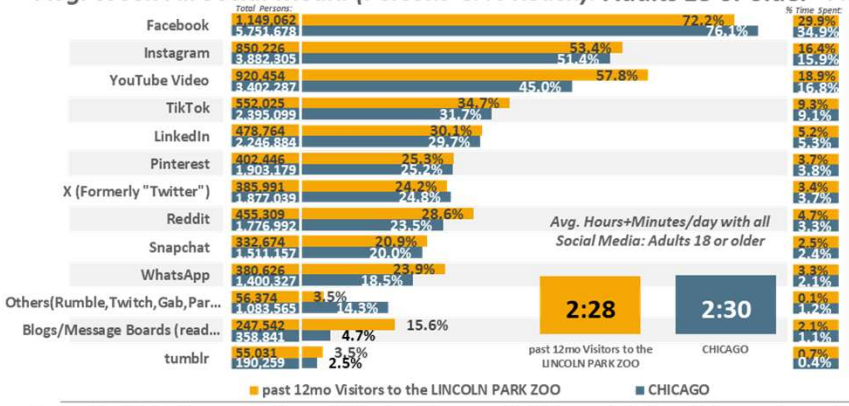
soefa.ai Share of Everything for Anything ©

Events attended/places visited past 12 months: Brookfield Zoo

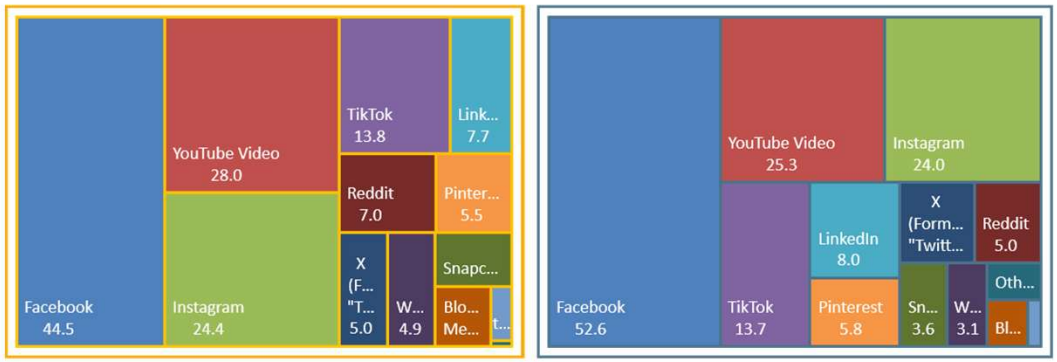
LINCOLN PARK ZOO.
FOR WILDLIFE. FOR ALL.

1,149,062 or 72.2% of Adults 18 or older past 12mo Visitors to the LINCOLN PARK ZOO use Ad-Supported Facebook for an average of 43.5 minutes every day representing 32.4% of all time spent daily with Ad-Supported Social Media.

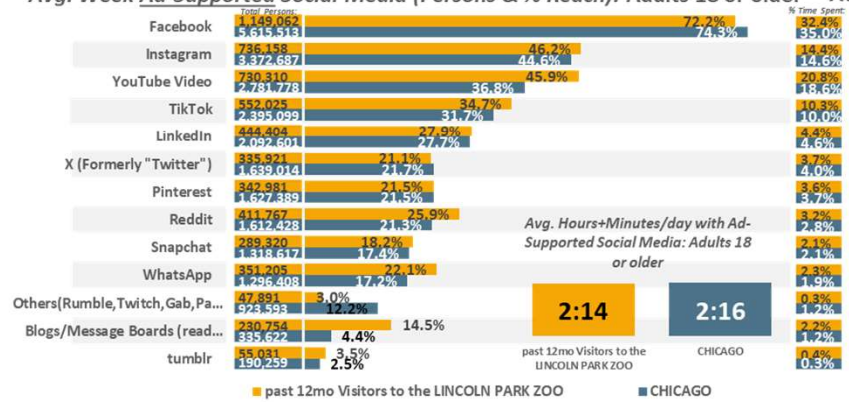
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



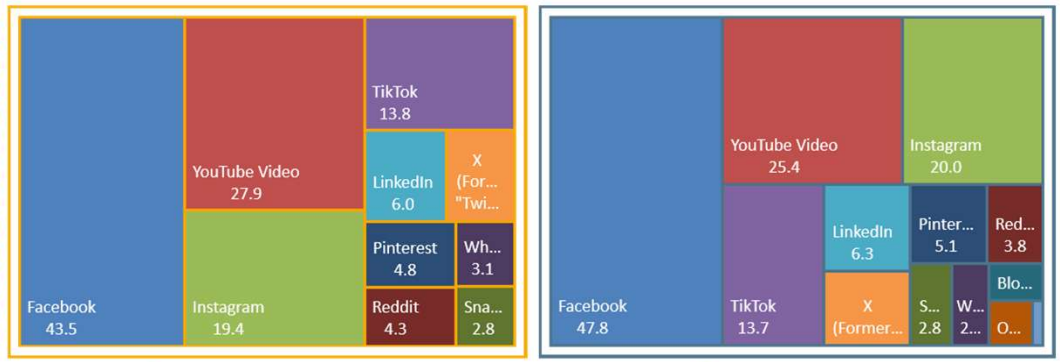
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 687

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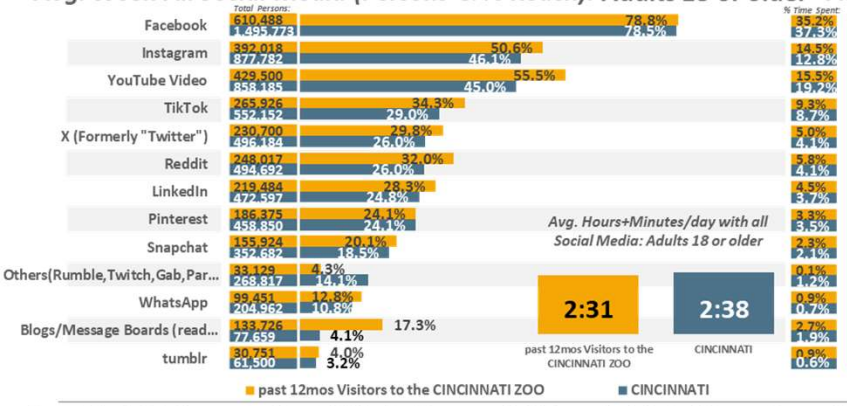
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Events attended/places visited past 12 months: Lincoln Park Zoo

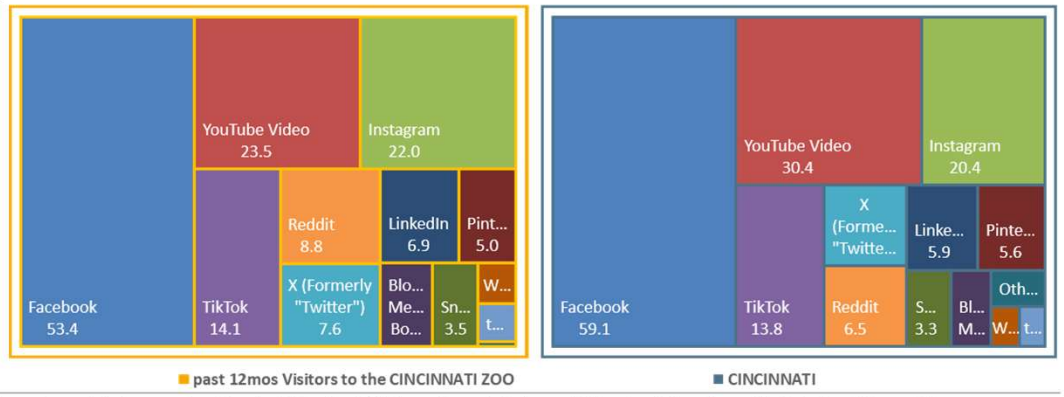
Cincinnati Zoo & Botanical Garden

581,700 or 75.1% of Adults 18 or older past 12mos Visitors to the CINCINNATI ZOO use Ad-Supported Facebook for an average of 48.4 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.

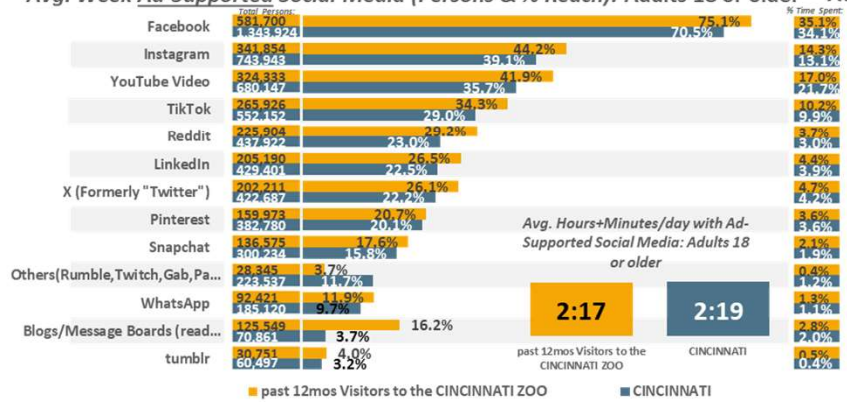
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



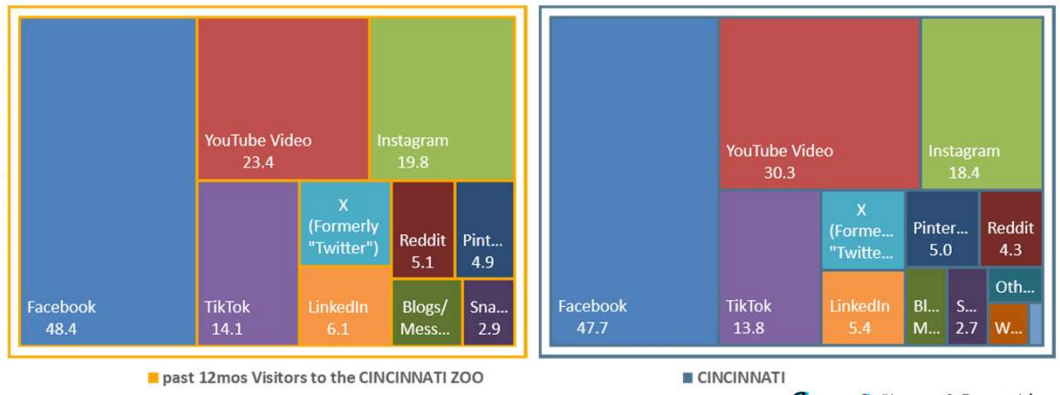
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 794

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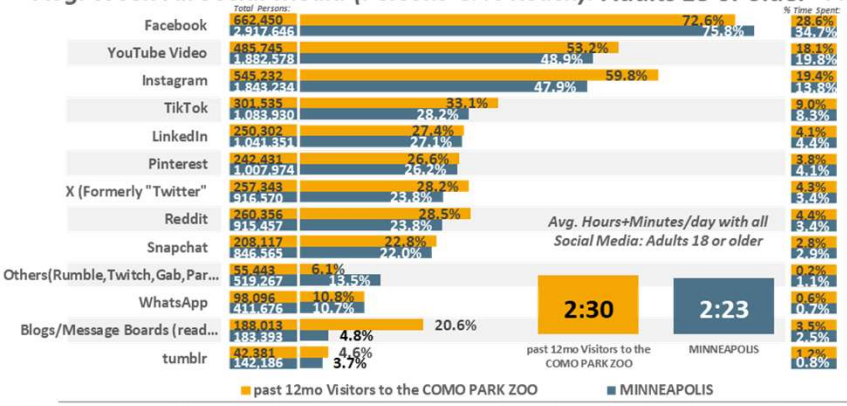
soefa.ai Share of Everything for Anything ©

Events attended/places visited past 12 months: Cincinnati Zoo & Botanical Garden

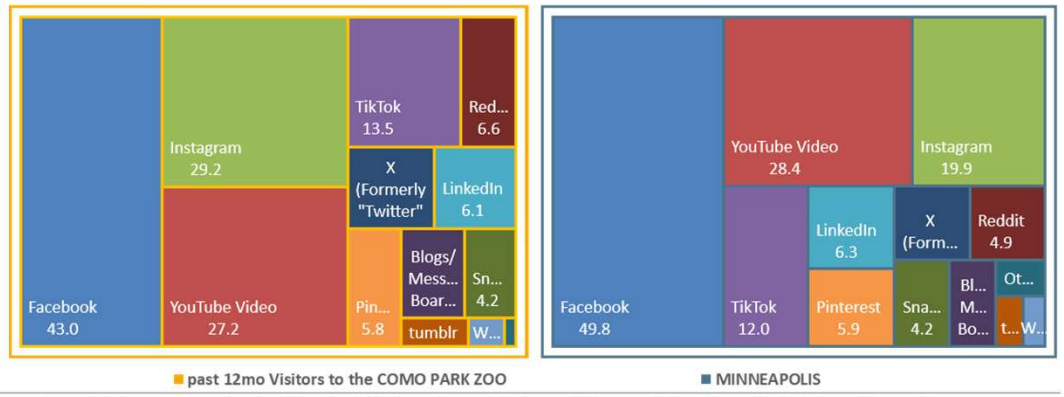
COMO PARK ZOO & CONSERVATORY

662,450 or 72.6% of Adults 18 or older past 12mo Visitors to the COMO PARK ZOO use Ad-Supported Facebook for an average of 41.5 minutes every day representing 31.7% of all time spent daily with Ad-Supported Social Media.

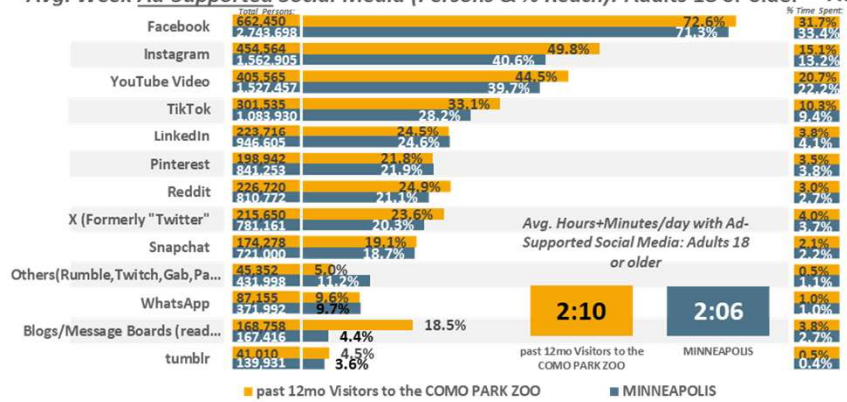
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



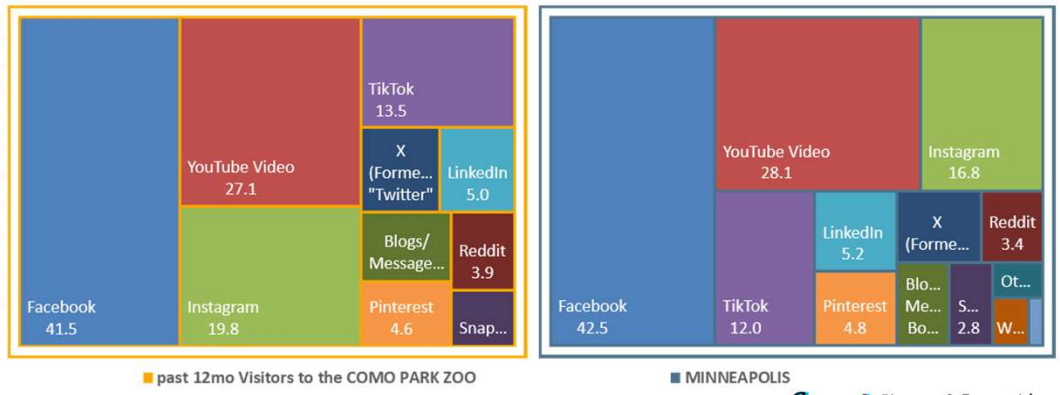
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 418

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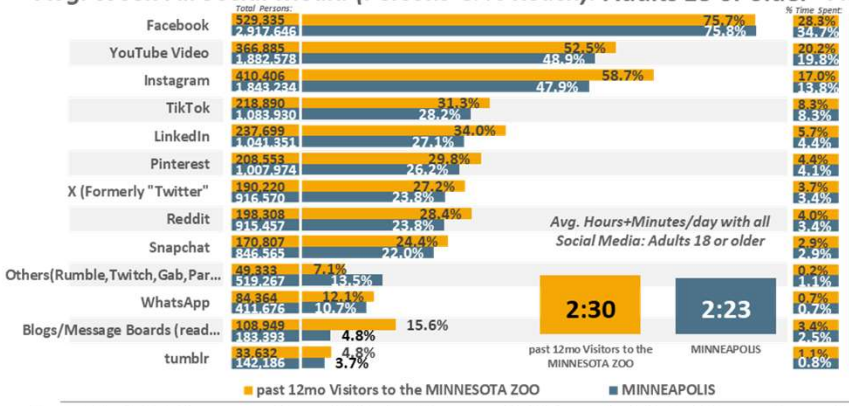
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Events attended/places visited past 12 months: Como Zoo

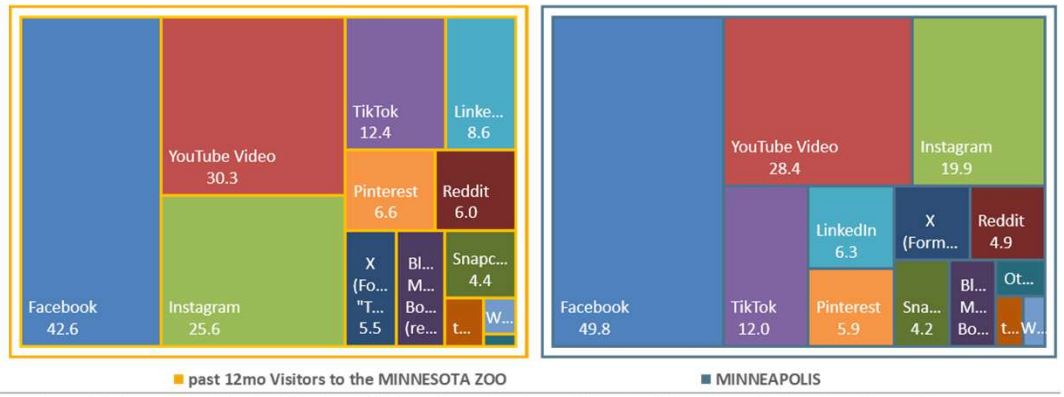
MINNESOTA ZOO
Changing how you see the world

516,432 or 73.8% of Adults 18 or older past 12mo Visitors to the MINNESOTA ZOO use Ad-Supported Facebook for an average of 39.3 minutes every day representing 30.5% of all time spent daily with Ad-Supported Social Media.

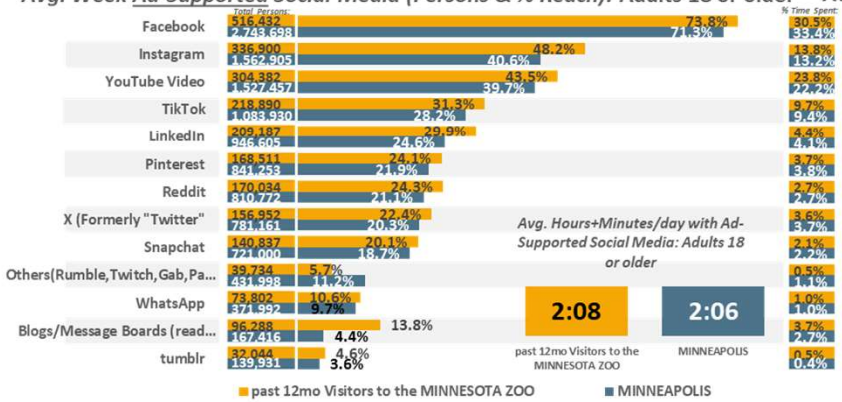
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



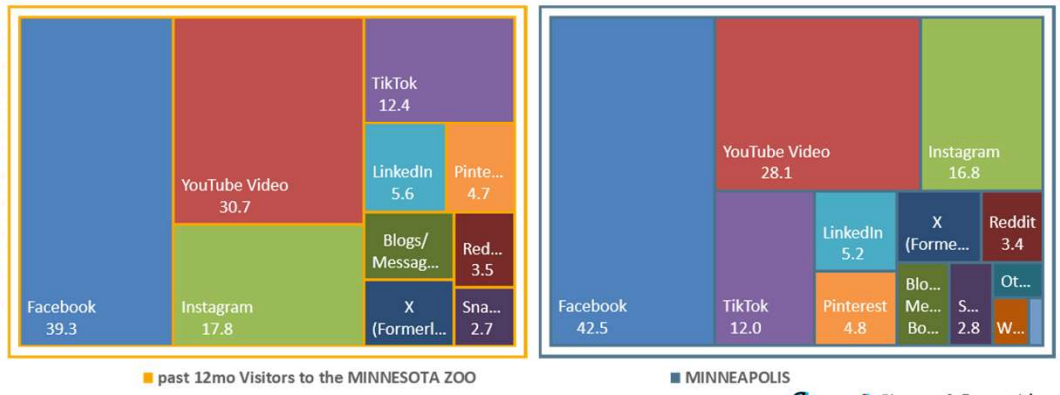
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 324

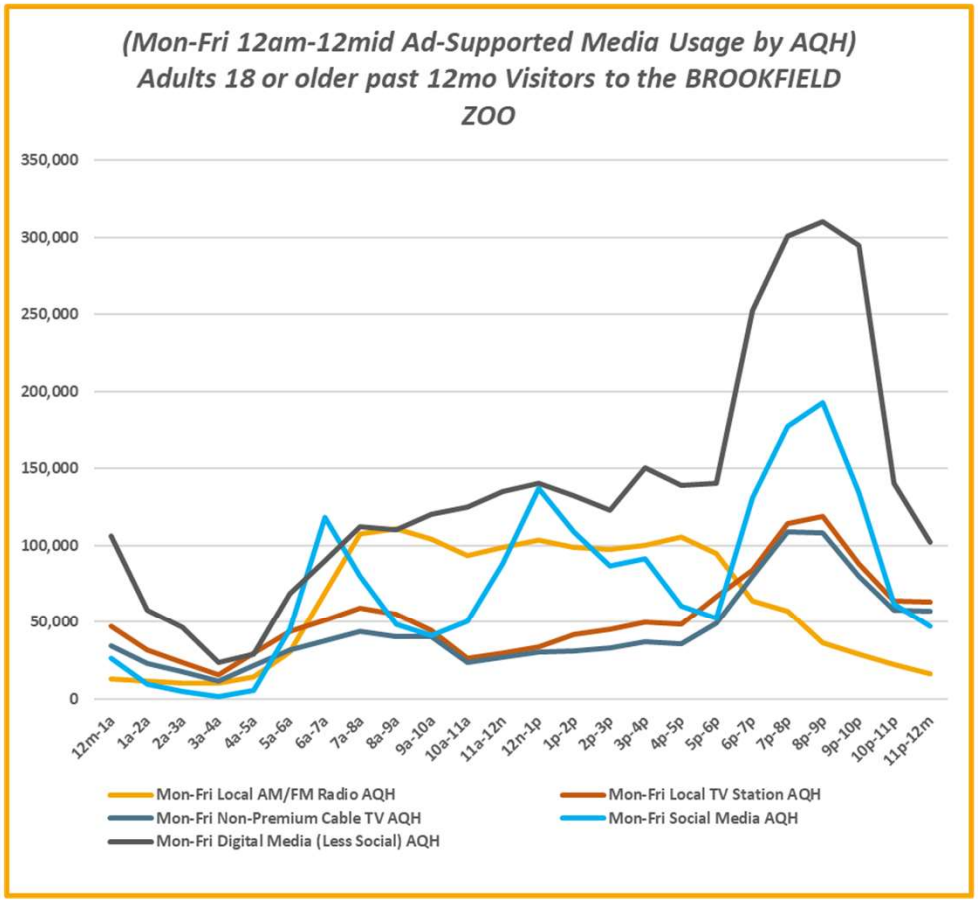
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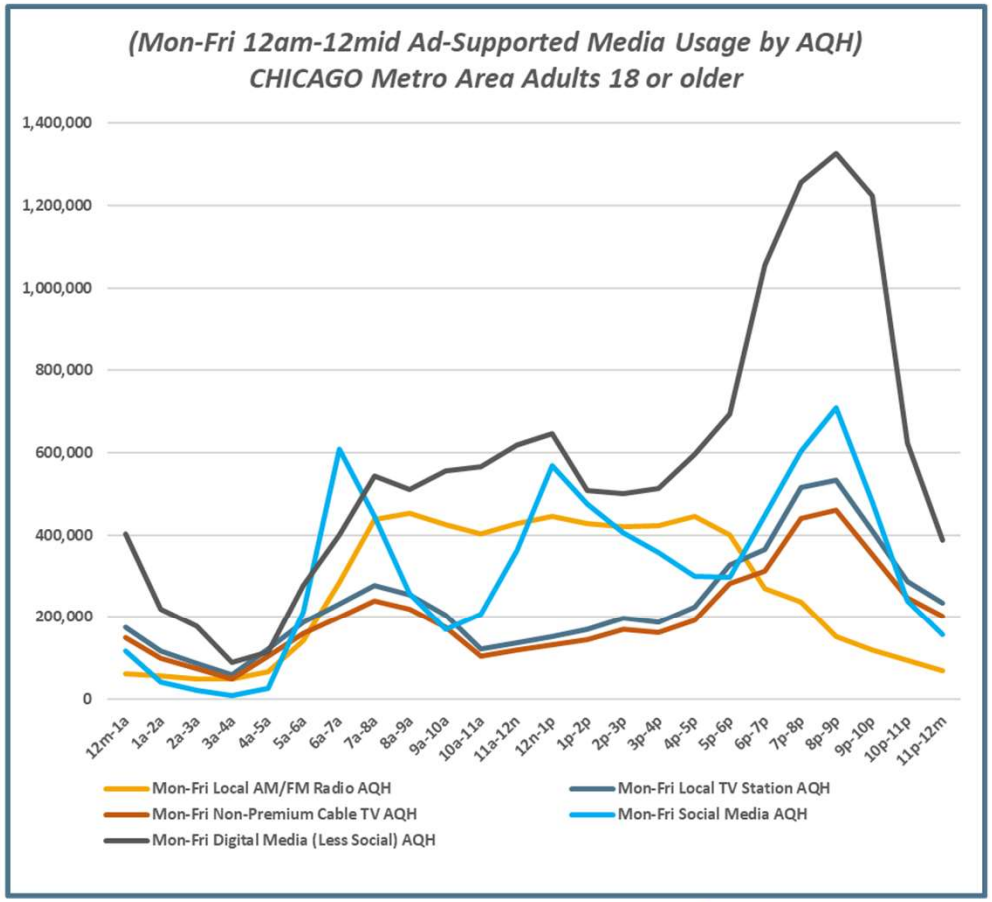
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Events attended/places visited past 12 months: Minnesota Zoo

BROOKFIELD ZOO CHICAGO

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 136,273; Local Radio: 96,135; Social Media: 84,281; Local TV: 49,087; Non-Prem. Cable: 39,321 reaching Adults 18 or older past 12mo Visitors to the BROOKFIELD ZOO.





CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 679

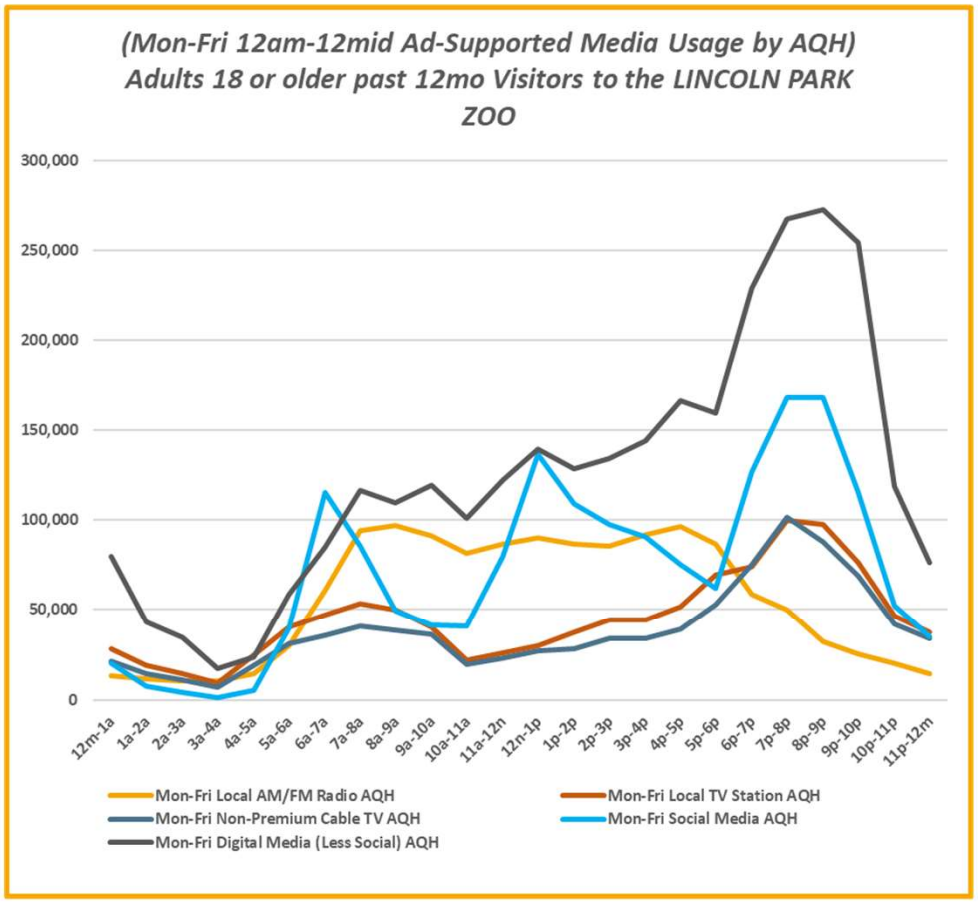
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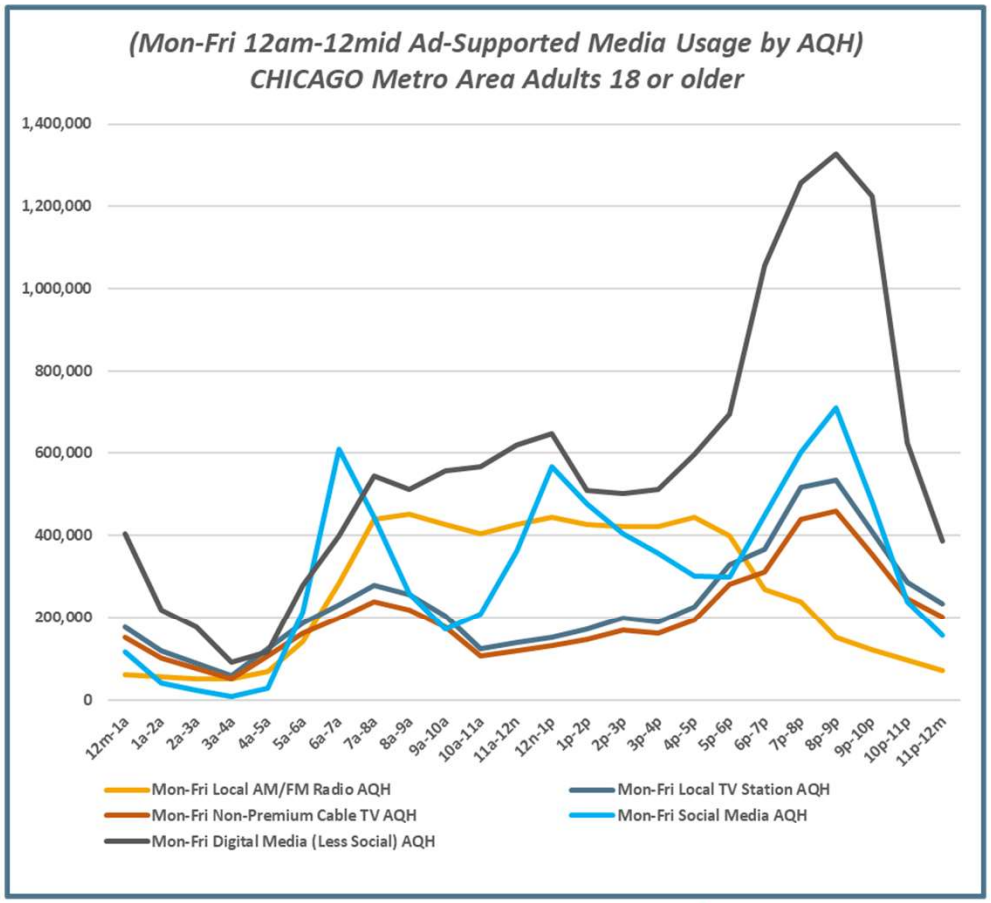
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Events attended/places visited past 12 months: Brookfield Zoo

LINCOLN PARK ZOO.
FOR WILDLIFE. FOR ALL.

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 135,140; Social Media: 85,488; Local Radio: 85,287; Local TV: 45,260; Non-Prem. Cable: 37,286 reaching Adults 18 or older past 12mo Visitors to the LINCOLN PARK ZOO.





CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 687

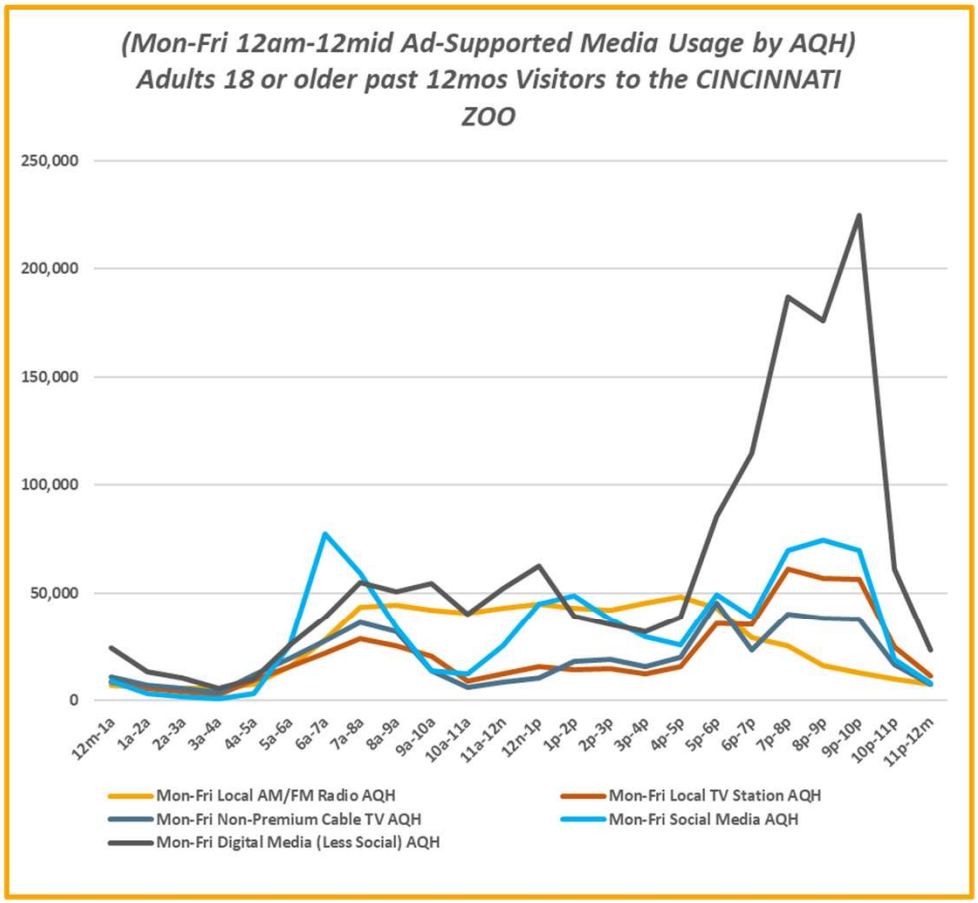
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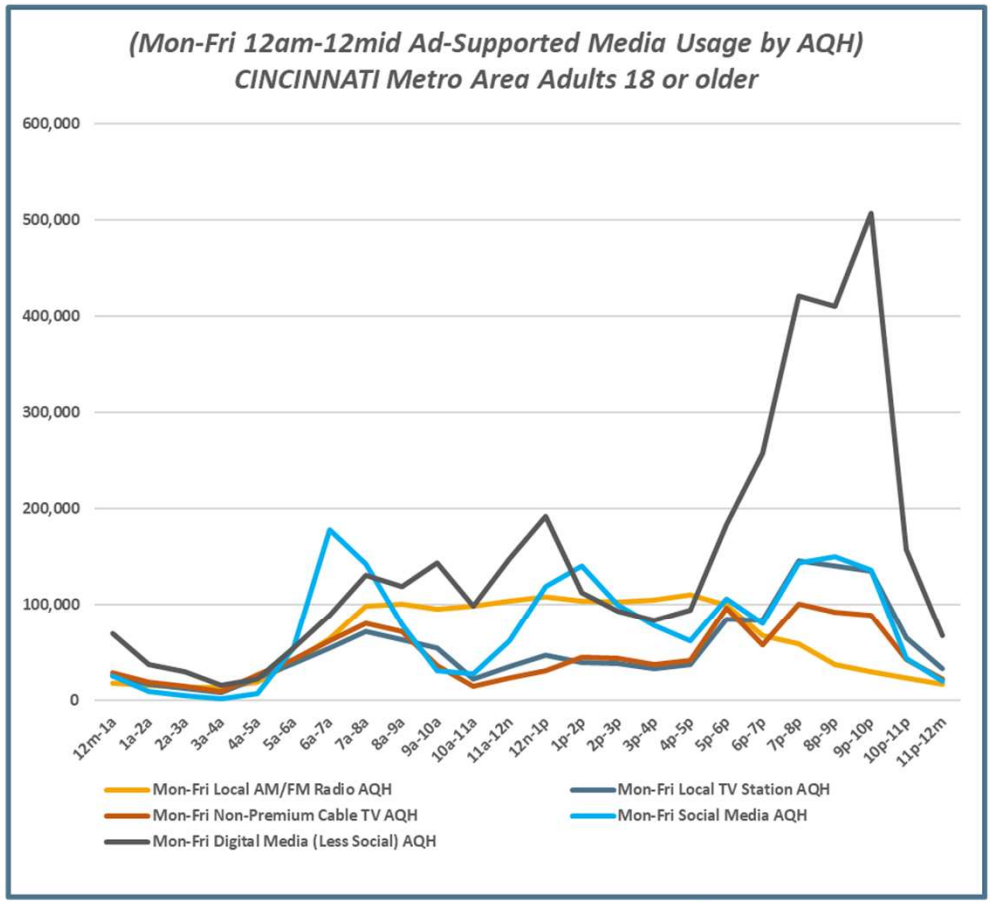
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Events attended/places visited past 12 months: Lincoln Park Zoo

Cincinnati Zoo & Botanical Garden

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 53,646; Local Radio: 41,218; Social Media: 38,120; Non-Prem. Cable: 21,073; Local TV: 20,043 reaching Adults 18 or older past 12mos Visitors to the CINCINNATI ZOO.





CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 794

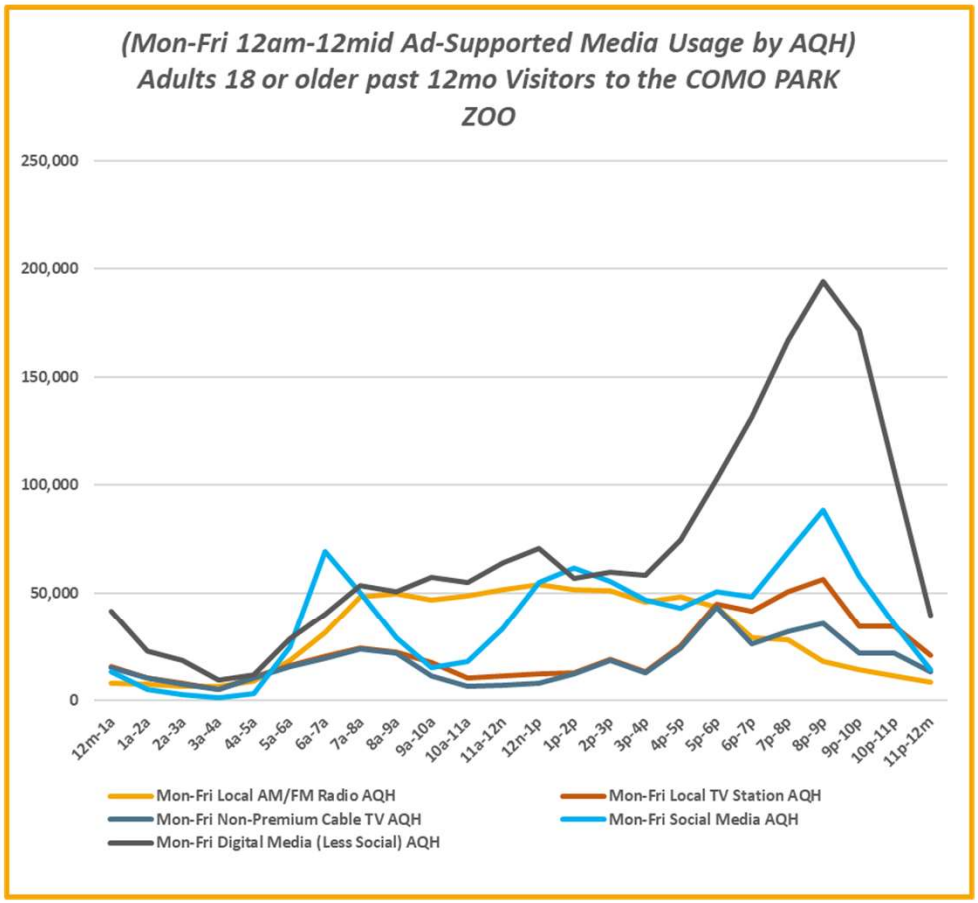
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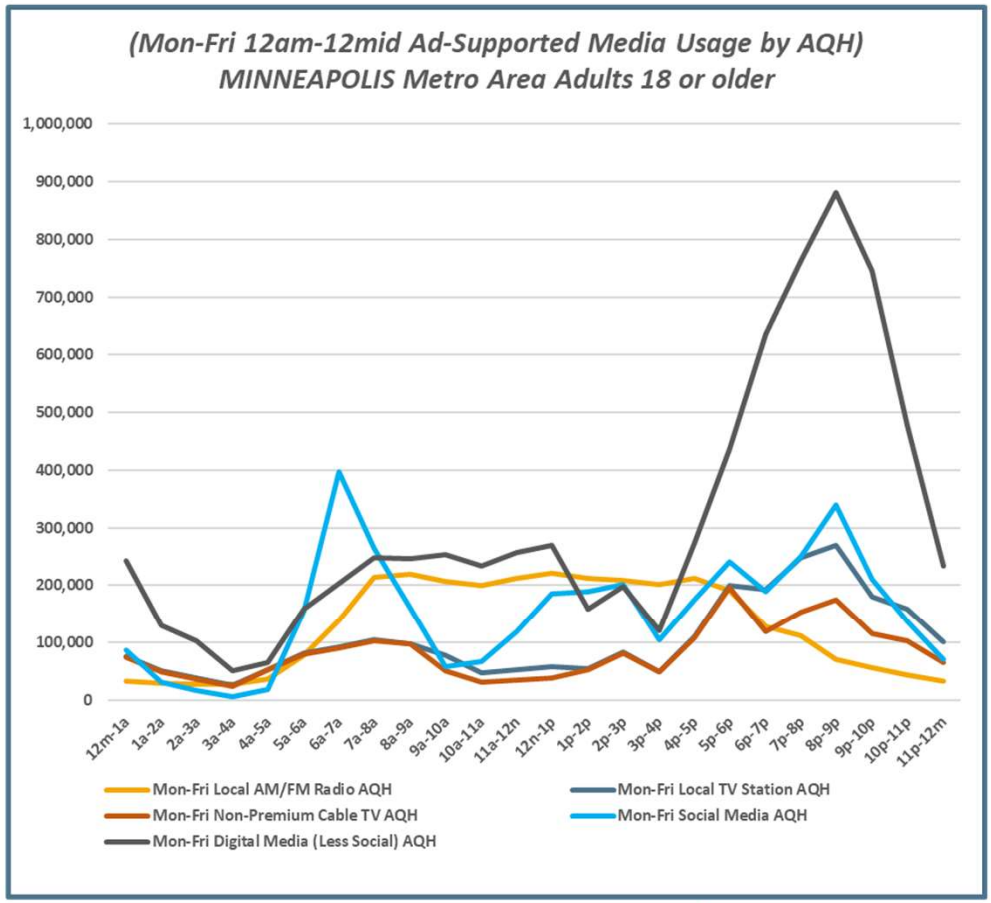
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Events attended/places visited past 12 months: Cincinnati Zoo & Botanical Garden

COMO PARK ZOO & CONSERVATORY

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 67,226; Local Radio: 46,050; Social Media: 44,171; Local TV: 21,106; Non-Prem. Cable: 18,032 reaching Adults 18 or older past 12mo Visitors to the COMO PARK ZOO.





MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 418

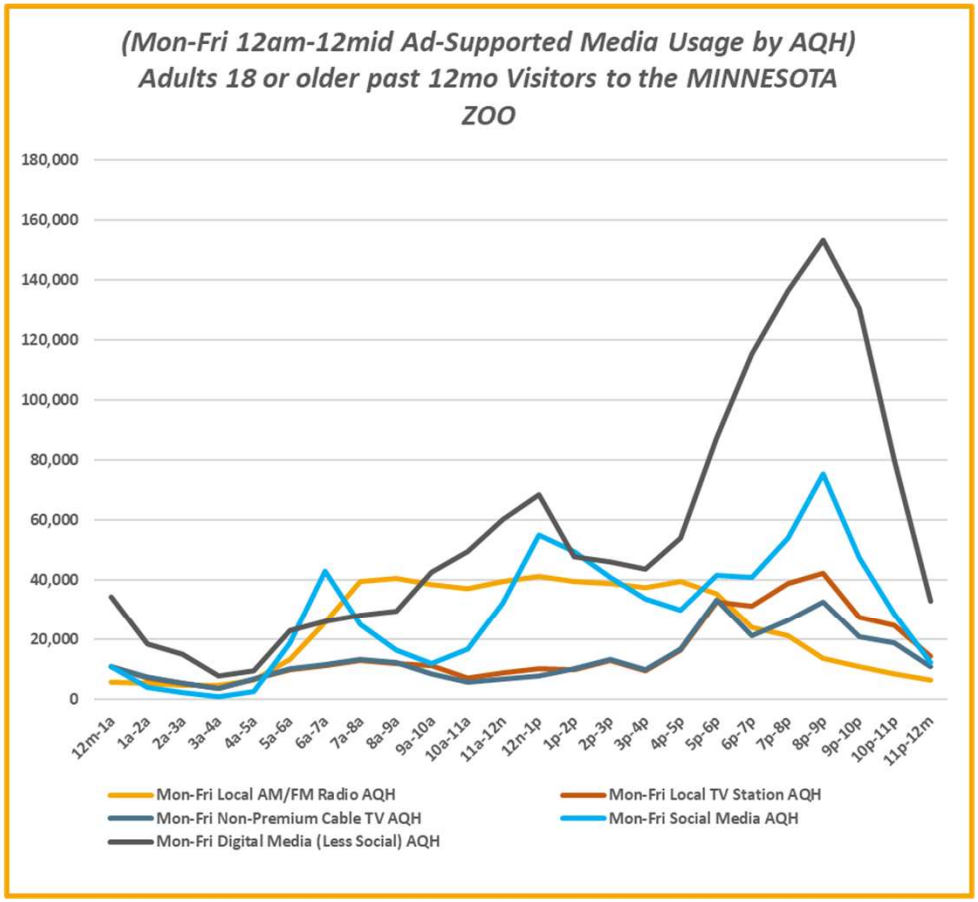
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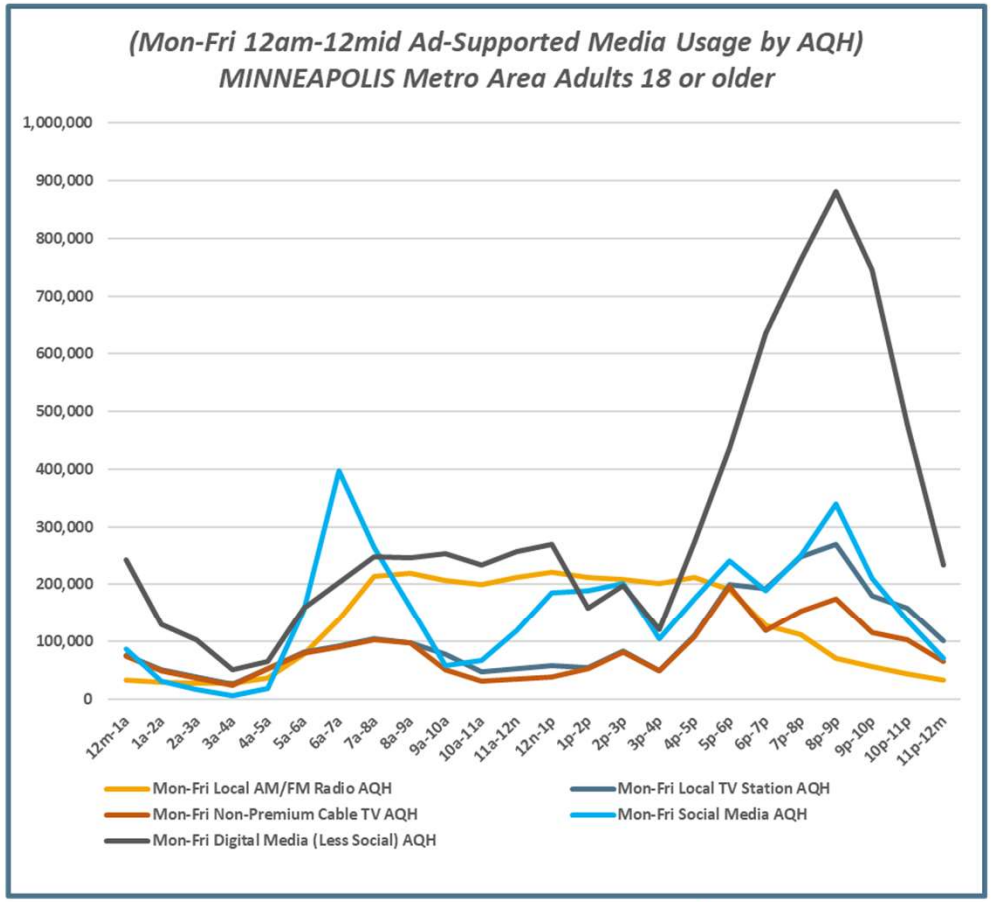
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Events attended/places visited past 12 months: Como Zoo

MINNESOTA ZOO
Changing how you see the world

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 53,710; Local Radio: 36,603; Social Media: 33,526; Local TV: 14,304; Non-Prem. Cable: 13,099 reaching Adults 18 or older past 12mo Visitors to the MINNESOTA ZOO.





MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 324

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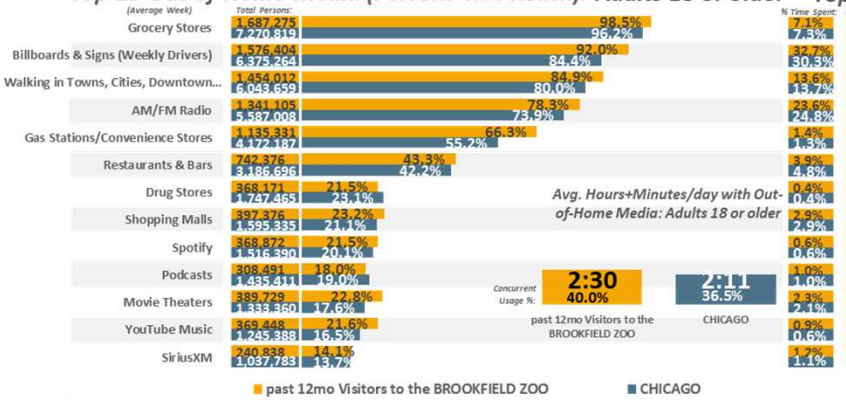
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Events attended/places visited past 12 months: Minnesota Zoo

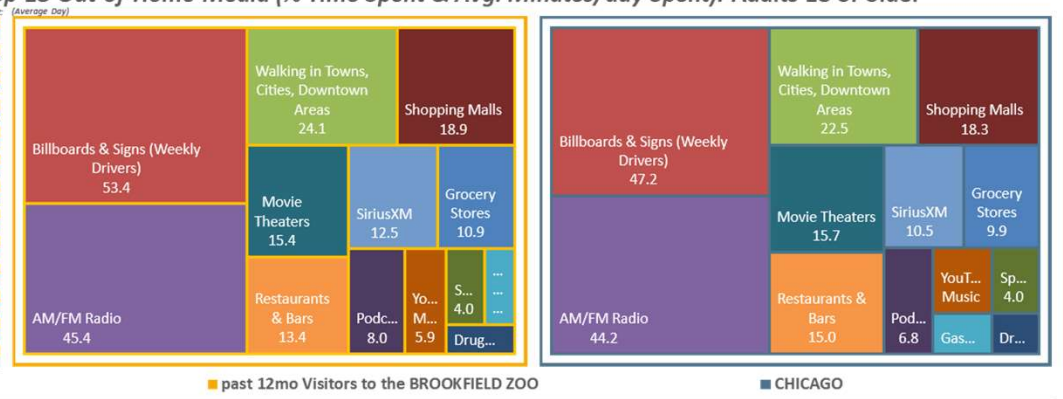
BROOKFIELD ZOO CHICAGO

1,576,404 or 92.% of Adults 18 or older past 12mo Visitors to the BROOKFIELD ZOO spend an average of 53.4 minutes per day driving, seeing Billboards and Signs. 73.4% Listen to Local Radio Stations Out-of-Home for an average of 41.8 minutes/day.

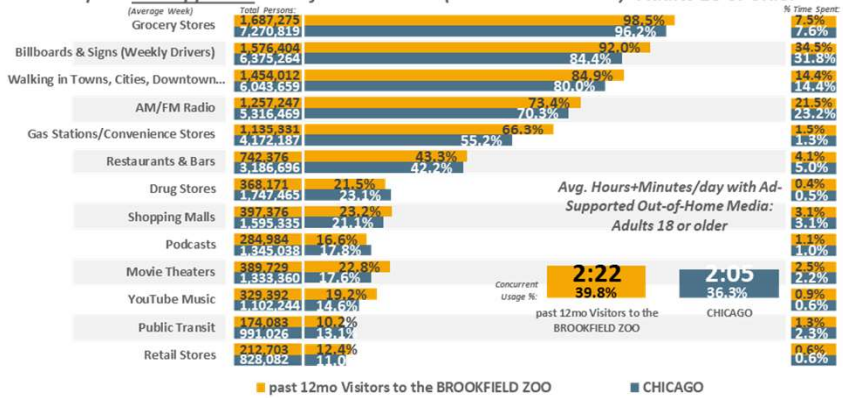
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 679

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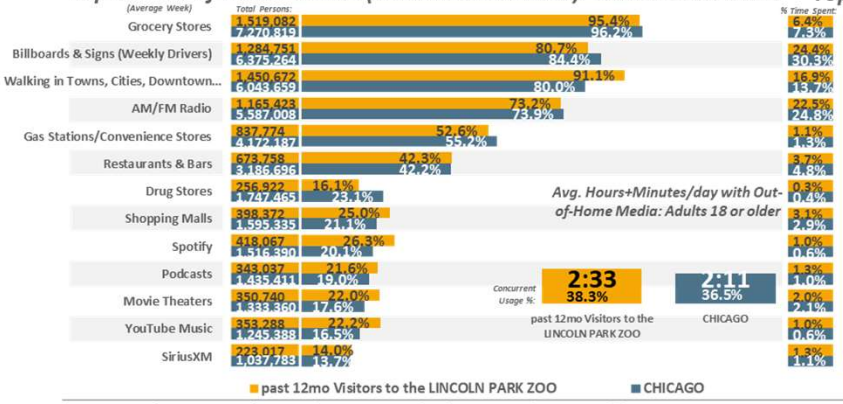
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Events attended/places visited past 12 months: Brookfield Zoo

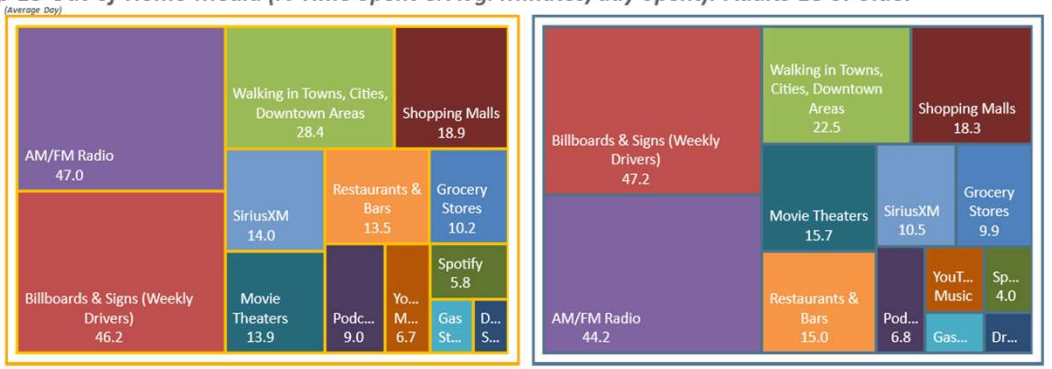
LINCOLN PARK ZOO.
FOR WILDLIFE. FOR ALL.

1,284,751 or 80.7% of Adults 18 or older past 12mo Visitors to the LINCOLN PARK ZOO spend an average of 46.2 minutes per day driving, seeing Billboards and Signs. 70.4% Listen to Local Radio Stations Out-of-Home for an average of 42.9 minutes/day.

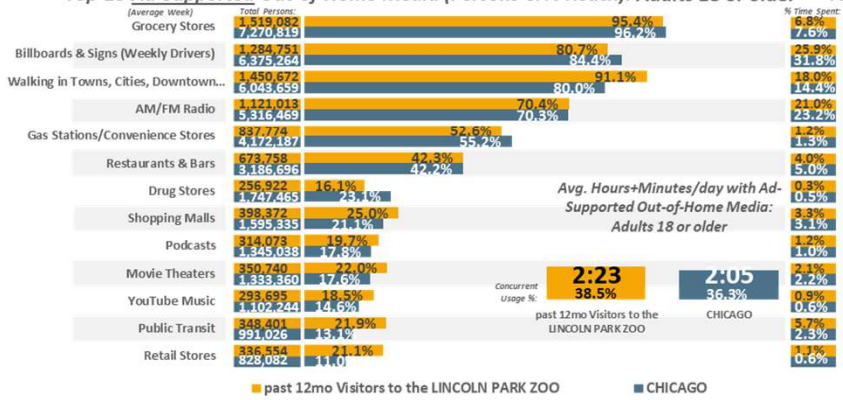
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



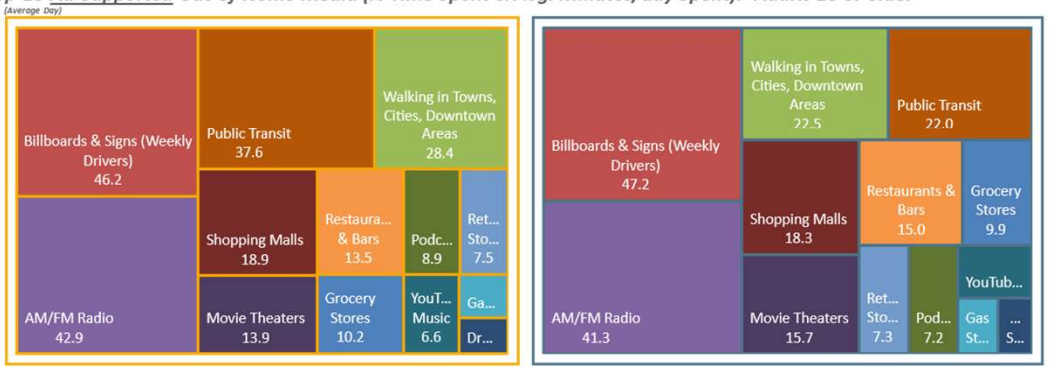
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 687

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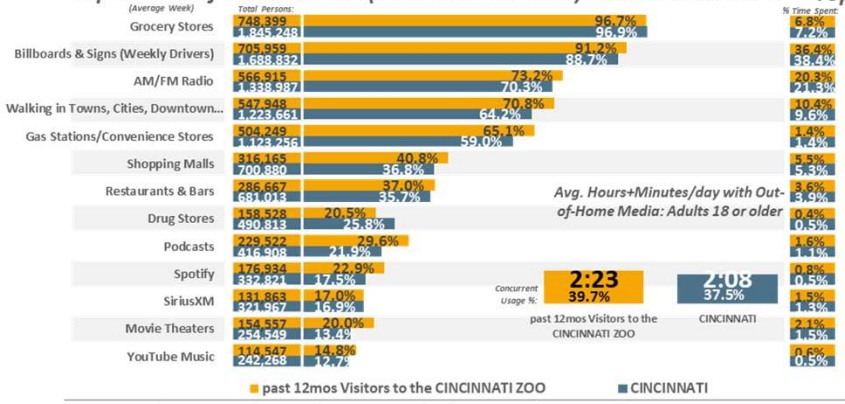
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Events attended/places visited past 12 months: Lincoln Park Zoo

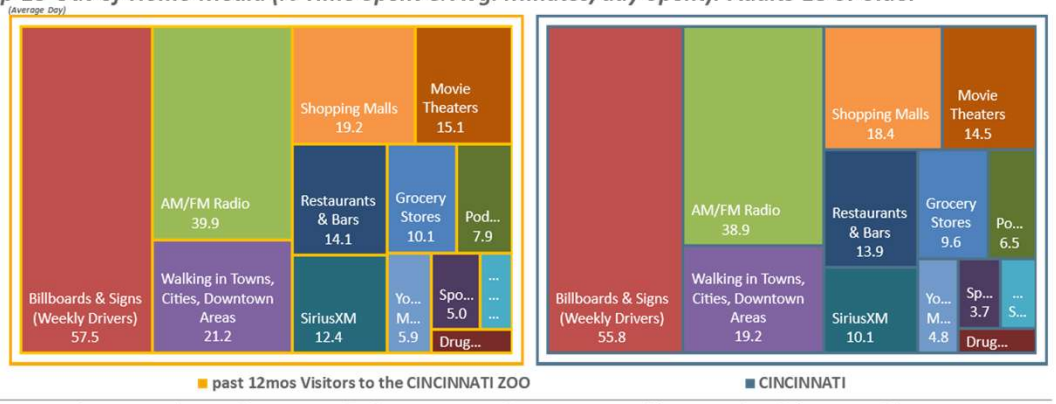
Cincinnati Zoo & Botanical Garden

705,959 or 91.2% of Adults 18 or older past 12mos Visitors to the CINCINNATI ZOO spend an average of 57.5 minutes per day driving, seeing Billboards and Signs. 70.6% Listen to Local Radio Stations Out-of-Home for an average of 37.6 minutes/day.

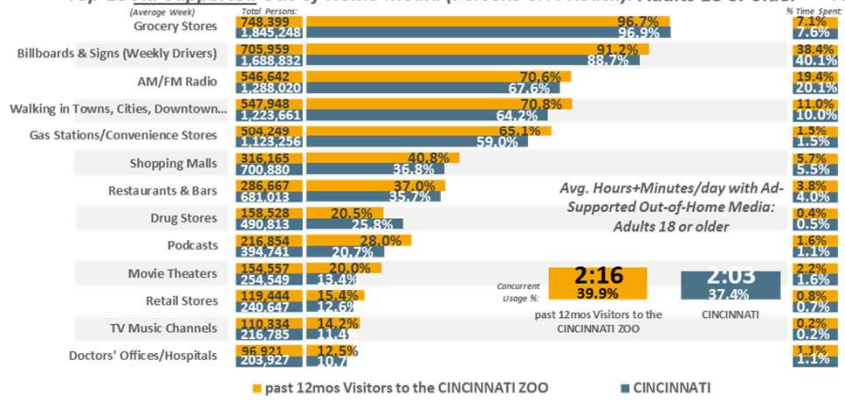
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



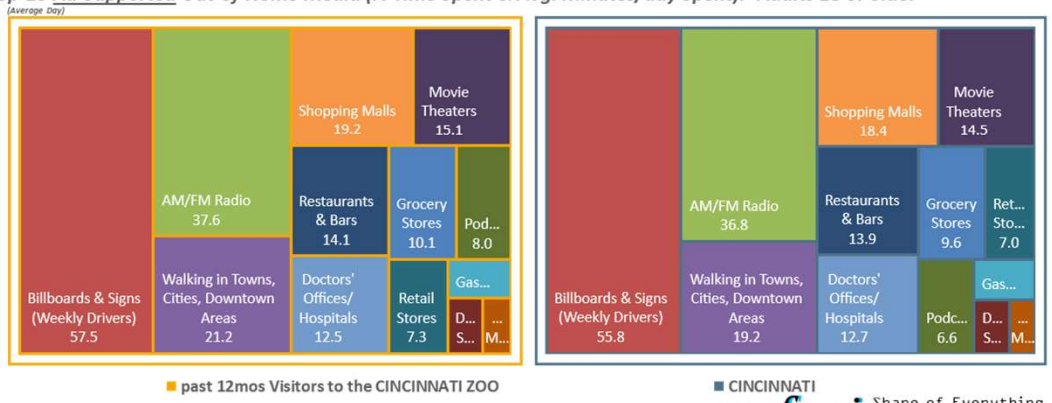
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 794

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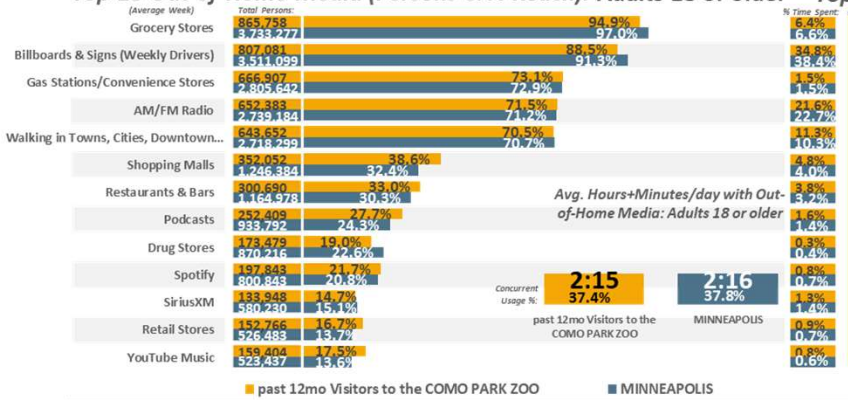
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Events attended/places visited past 12 months: Cincinnati Zoo & Botanical Garden

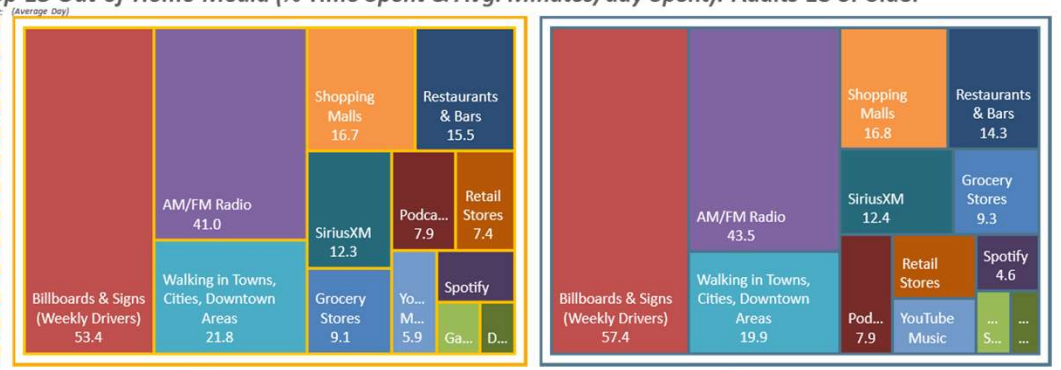
COMO PARK ZOO & CONSERVATORY

807,081 or 88.5% of Adults 18 or older past 12mo Visitors to the COMO PARK ZOO spend an average of 53.4 minutes per day driving, seeing Billboards and Signs. 67.2% Listen to Local Radio Stations Out-of-Home for an average of 36.1 minutes/day.

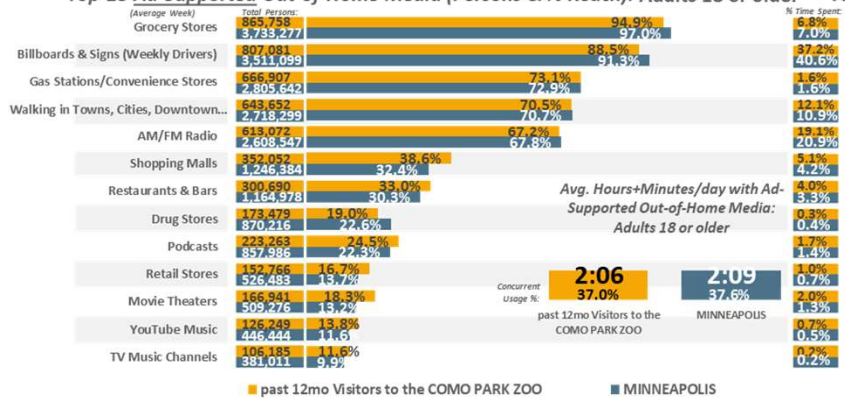
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



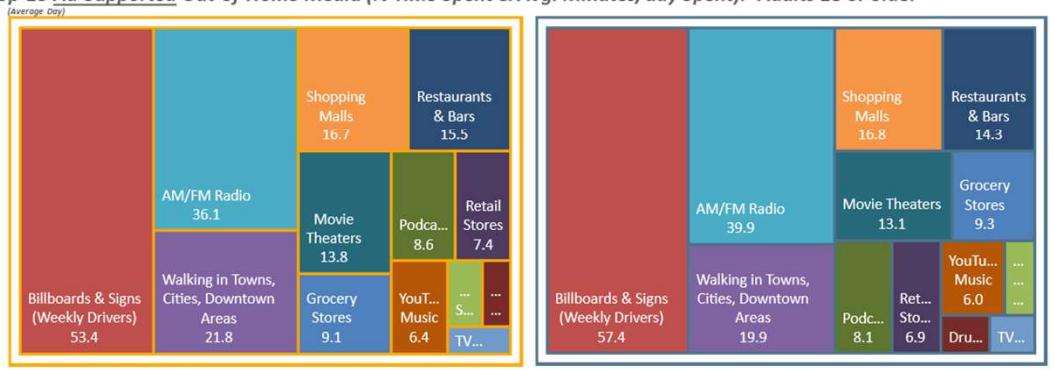
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 418

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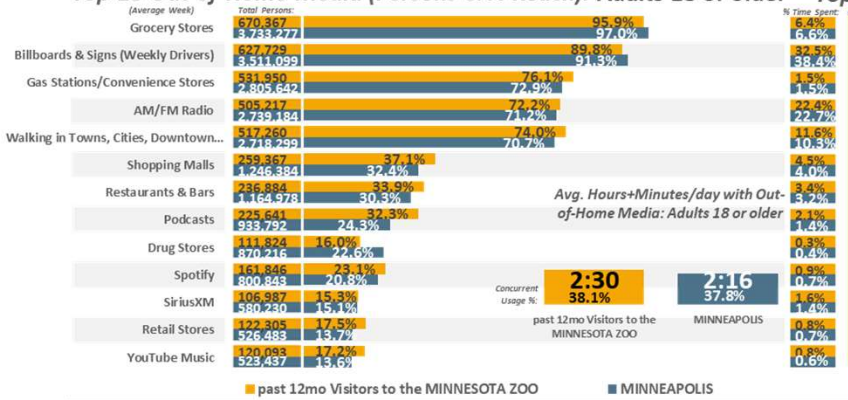
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Events attended/places visited past 12 months: Como Zoo

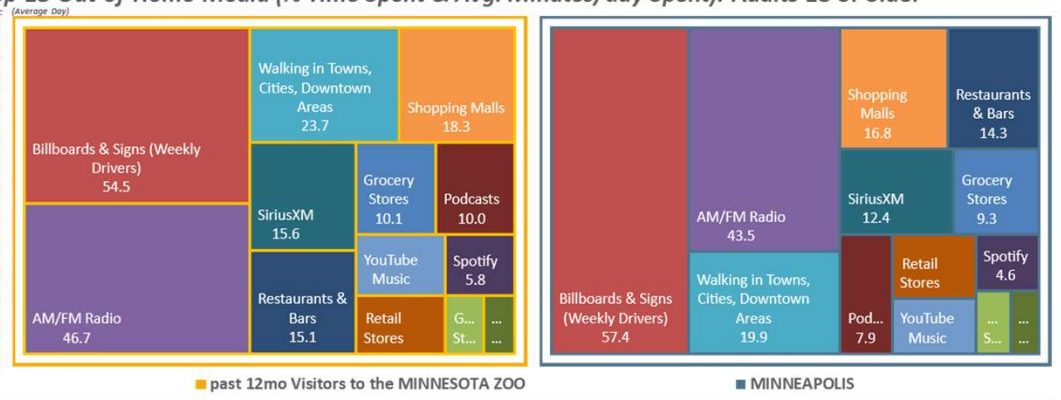
MINNESOTA ZOO
Changing how you see the world

627,729 or 89.8% of Adults 18 or older past 12mo Visitors to the MINNESOTA ZOO spend an average of 54.5 minutes per day driving, seeing Billboards and Signs. 68.9% Listen to Local Radio Stations Out-of-Home for an average of 42.6 minutes/day.

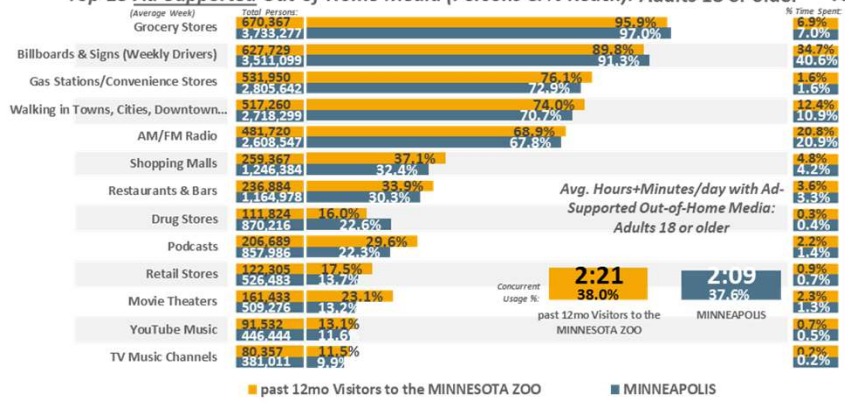
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



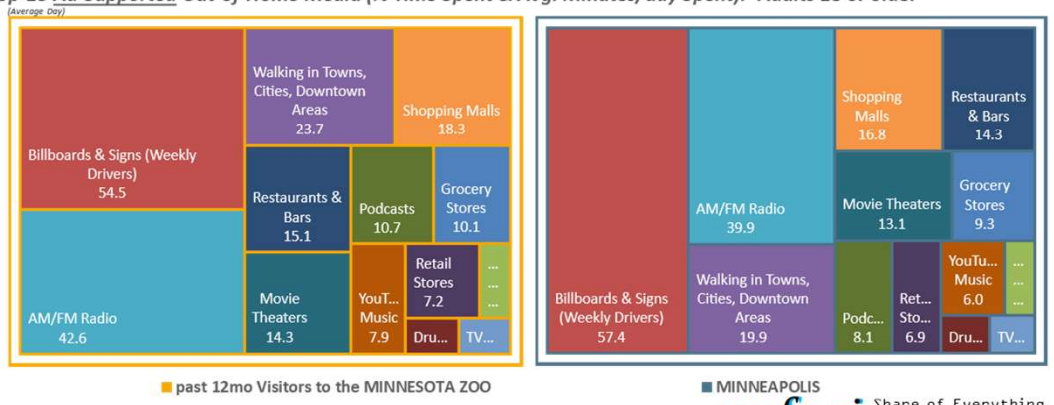
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 324

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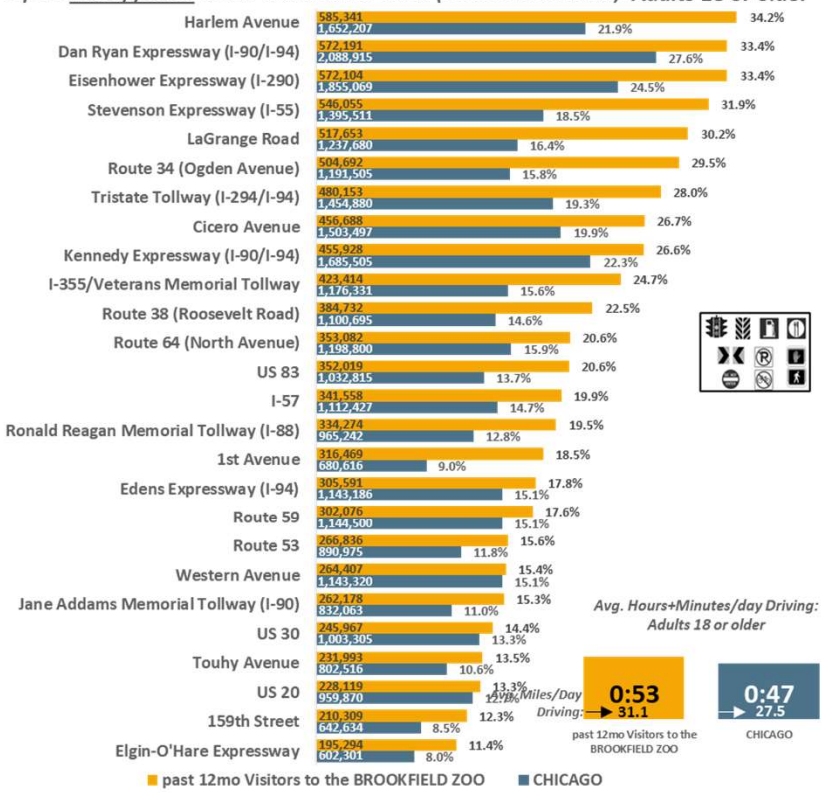
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Events attended/places visited past 12 months: Minnesota Zoo

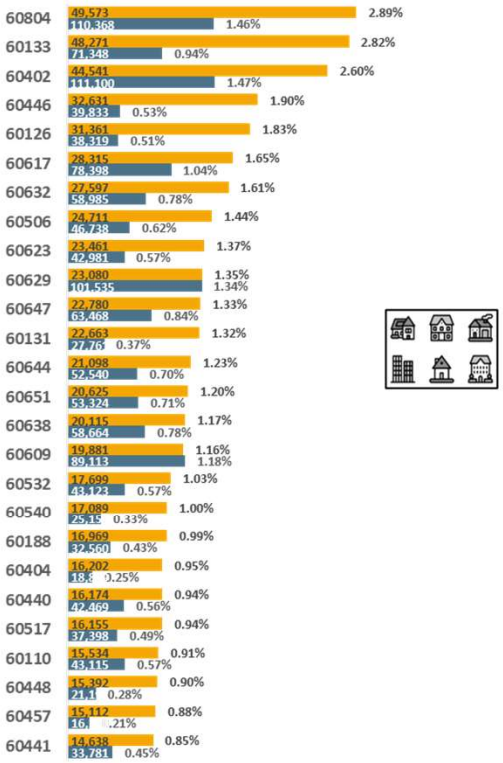
BROOKFIELD ZOO CHICAGO

1,576,404 or 92.% of Adults 18 or older past 12mo Visitors to the BROOKFIELD ZOO spend an average of 53.4 minutes per day driving an average of 31.1 miles each day and are 105.1% more likely to use 1st Avenue than the Metro average.

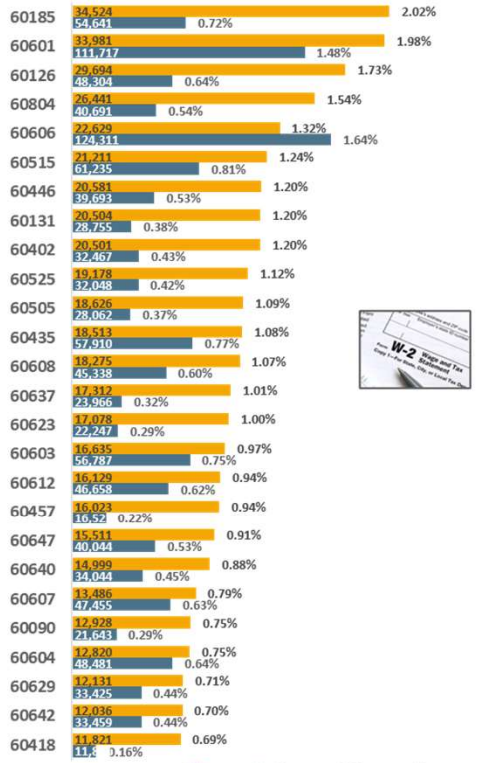
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 679

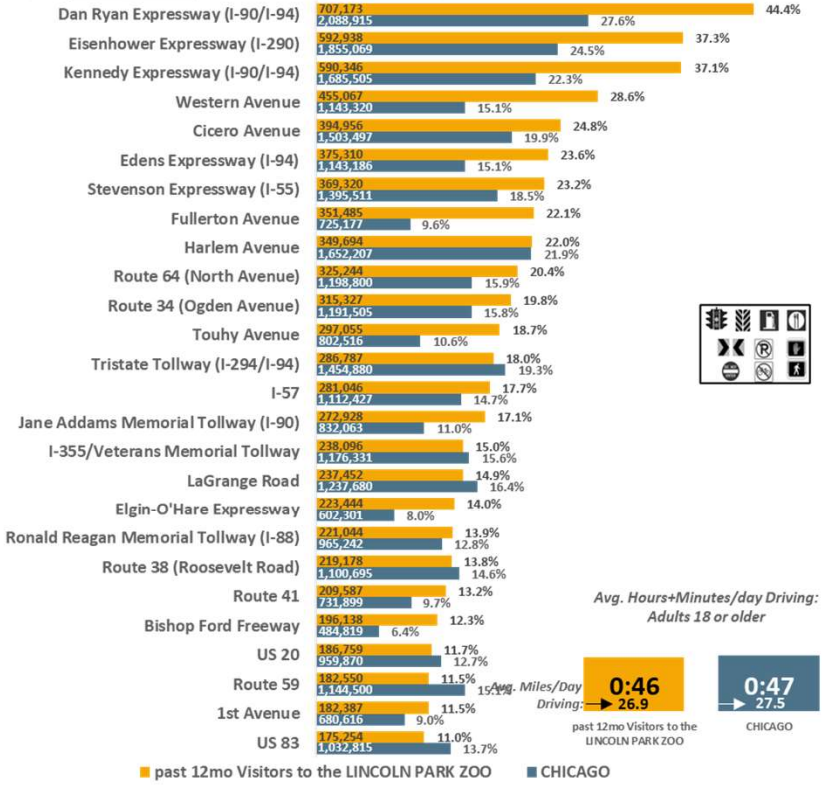
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Events attended/places visited past 12 months: Brookfield Zoo

LINCOLN PARK ZOO.
FOR WILDLIFE. FOR ALL.

1,284,751 or 80.7% of Adults 18 or older past 12mo Visitors to the LINCOLN PARK ZOO spend an average of 46.2 minutes per day driving an average of 26.9 miles each day and are 130.1% more likely to use Fullerton Avenue than the Metro average.

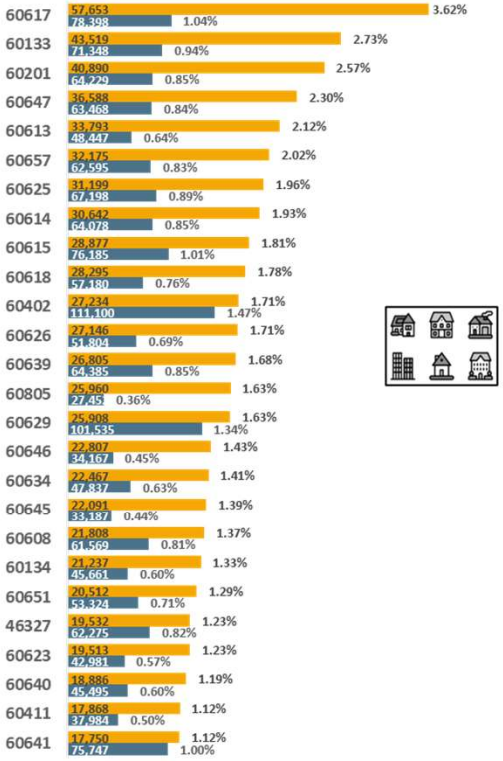
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



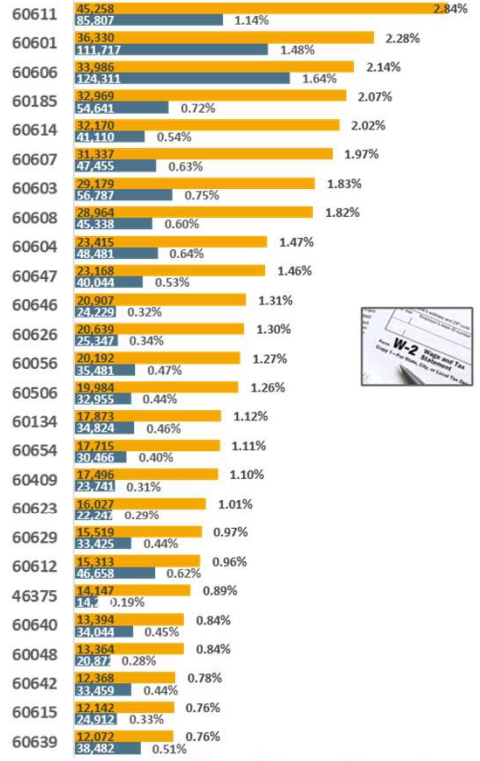
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 687

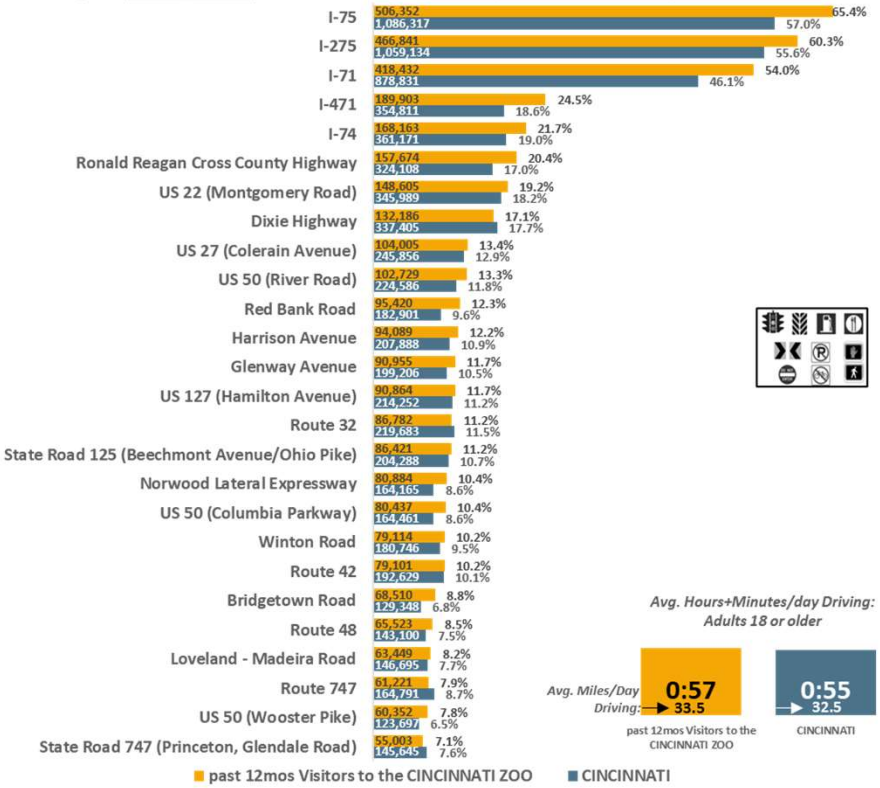
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Events attended/places visited past 12 months: Lincoln Park Zoo

Cincinnati Zoo & Botanical Garden

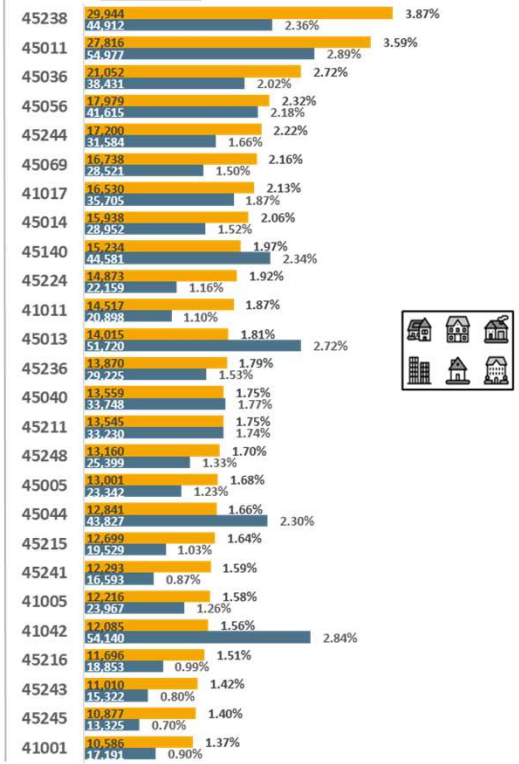
705,959 or 91.2% of Adults 18 or older past 12mos Visitors to the CINCINNATI ZOO spend an average of 57.5 minutes per day driving an average of 33.5 miles each day and are 31.7% more likely to use I-471 than the Metro average.

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

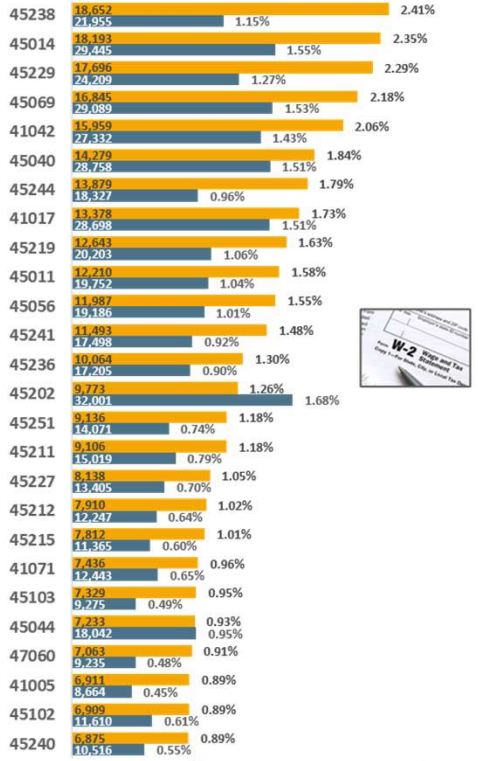


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 794

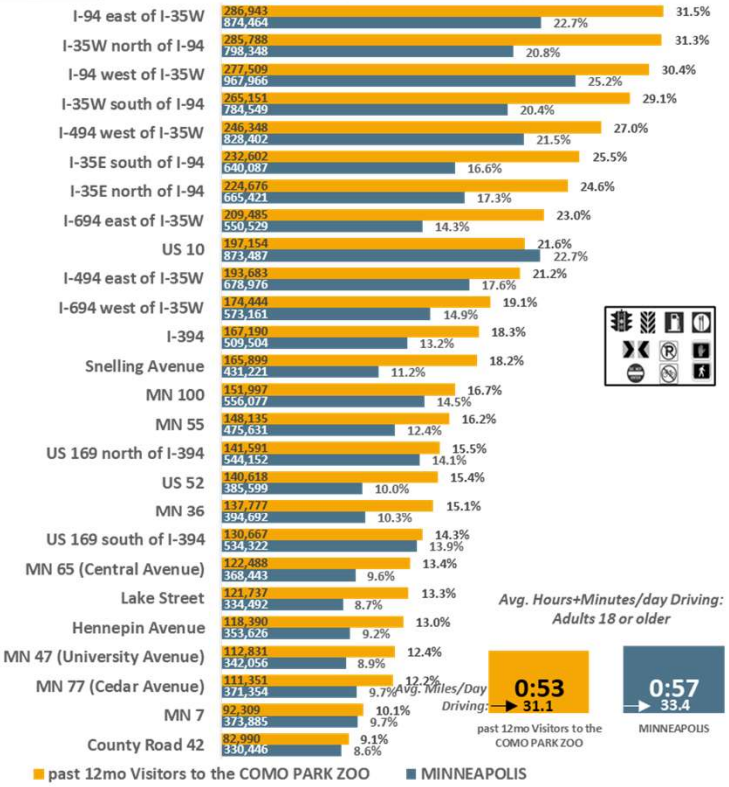
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Events attended/places visited past 12 months: Cincinnati Zoo & Botanical Garden

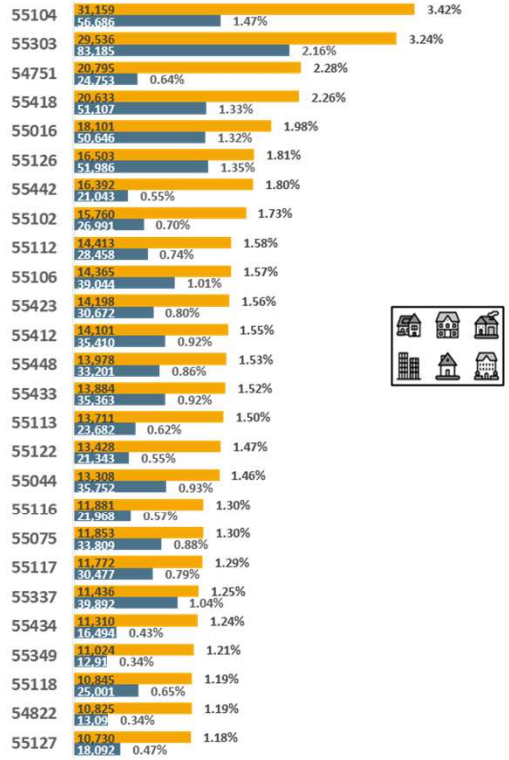
COMO PARK ZOO & CONSERVATORY

807,081 or 88.5% of Adults 18 or older past 12mo Visitors to the COMO PARK ZOO spend an average of 53.4 minutes per day driving an average of 31.1 miles each day and are 62.2% more likely to use Snelling Avenue than the Metro average.

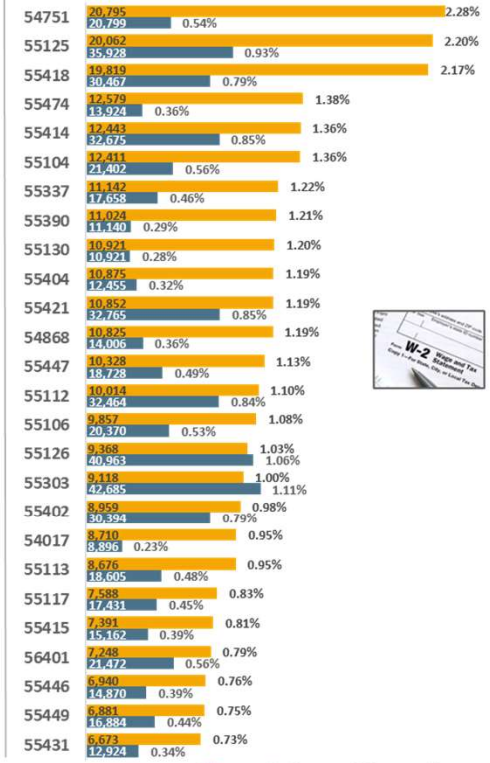
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 418

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Events attended/places visited past 12 months: Como Zoo

MINNESOTA ZOO
Changing how you see the world

627,729 or 89.8% of Adults 18 or older past 12mo Visitors to the MINNESOTA ZOO spend an average of 54.5 minutes per day driving an average of 31.7 miles each day and are 110.6% more likely to use MN 77 (Cedar Avenue) than the Metro average.

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

	past 12mo Visitors to the MINNESOTA ZOO		MINNEAPOLIS	
I-494 west of I-35W	216,411	30.9%	828,402	21.5%
I-94 west of I-35W	215,792	30.9%	967,966	25.2%
I-35W south of I-94	213,192	30.5%	784,549	20.4%
I-35W north of I-94	210,973	30.2%	798,348	20.8%
I-35E south of I-94	188,495	27.0%	640,087	16.6%
I-494 east of I-35W	187,176	26.8%	678,976	17.6%
I-94 east of I-35W	183,844	26.3%	874,464	22.7%
I-35E north of I-94	173,666	24.8%	665,421	17.3%
US 10	142,660	20.4%	873,487	22.7%
MN 77 (Cedar Avenue)	142,165	20.3%	371,354	9.7%
I-394	120,900	17.3%	509,504	13.2%
MN 100	116,405	16.6%	556,077	14.5%
I-694 east of I-35W	115,925	16.6%	550,529	14.3%
I-694 west of I-35W	112,372	16.1%	573,161	14.9%
County Road 42	102,788	14.7%	330,446	8.6%
Lake Street	101,211	14.5%	334,492	8.7%
US 169 north of I-394	100,329	14.3%	544,152	14.1%
US 169 south of I-394	98,994	14.2%	534,322	13.9%
Snelling Avenue	95,073	13.6%	431,221	11.2%
US 52	92,268	13.2%	385,599	10.0%
Hennepin Avenue	90,693	13.0%	353,626	9.2%
MN 55	88,589	12.7%	475,631	12.4%
MN 36	87,710	12.5%	394,692	10.3%
MN 7	74,280	10.6%	373,885	9.7%
MN 13	69,376	9.9%	235,196	6.1%
MN 47 (University Avenue)	65,465	9.4%	342,056	8.9%

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

Avg. Miles/Day Driving: 31.7

past 12mo Visitors to the MINNESOTA ZOO	MINNEAPOLIS
0:54	0:57

Top-26 Residential Zip Codes: Adults 18 or older

55044	26,768	3.83%	35,752	0.93%
55104	23,768	3.40%	56,686	1.47%
55016	22,663	3.24%	50,646	1.32%
55337	21,834	3.12%	39,892	1.04%
55301	18,767	2.68%	22,758	0.59%
55122	18,005	2.57%	21,343	0.55%
55124	17,116	2.45%	41,619	1.08%
55408	16,706	2.39%	37,705	0.98%
55379	16,705	2.39%	44,365	1.15%
55076	13,213	1.89%	24,081	0.63%
55406	13,154	1.88%	65,146	1.69%
55068	11,881	1.70%	26,110	0.68%
55075	11,853	1.69%	33,809	0.88%
55118	10,845	1.55%	25,001	0.65%
55407	10,778	1.54%	25,772	0.67%
55419	10,658	1.52%	25,791	0.67%
55426	10,409	1.49%	25,106	0.65%
55448	10,112	1.45%	33,201	0.86%
55372	9,217	1.32%	38,864	1.01%
55387	8,746	1.25%	24,446	0.64%
55421	8,480	1.21%	27,693	0.72%
55418	8,463	1.21%	51,107	1.33%
55025	8,456	1.21%	33,874	0.88%
55443	7,863	1.12%	21,599	0.56%
55447	7,855	1.12%	16,76	0.44%
55127	7,321	1.05%	18,09	0.47%

Top-26 Employment Zip Codes: Adults 18 or older

55125	19,720	2.82%	35,928	0.93%
55414	15,494	2.22%	32,675	0.85%
55421	15,191	2.17%	32,765	0.85%
55416	14,777	2.11%	53,014	1.38%
55402	12,588	1.80%	30,394	0.79%
55112	12,114	1.73%	32,464	0.84%
55044	11,221	1.60%	29,233	0.76%
55423	9,980	1.43%	19,096	0.50%
55474	9,899	1.42%	13,924	0.36%
55426	9,375	1.34%	18,445	0.48%
55418	8,626	1.23%	30,467	0.79%
55337	8,607	1.23%	17,658	0.46%
55387	8,334	1.19%	13,932	0.36%
55104	8,324	1.19%	21,402	0.56%
55126	7,646	1.09%	40,963	1.06%
55347	7,493	1.07%	15,805	0.41%
55124	7,226	1.03%	11,598	0.30%
55016	7,079	1.01%	17,756	0.46%
55431	6,673	0.95%	12,924	0.34%
56401	6,489	0.93%	21,472	0.56%
55057	6,374	0.91%	11,959	0.31%
55076	6,359	0.91%	7,78	0.20%
55410	6,258	0.89%	9,547	0.25%
55447	6,240	0.89%	18,728	0.49%
55345	6,129	0.88%	25,239	0.66%
55407	6,019	0.86%	23,813	0.62%

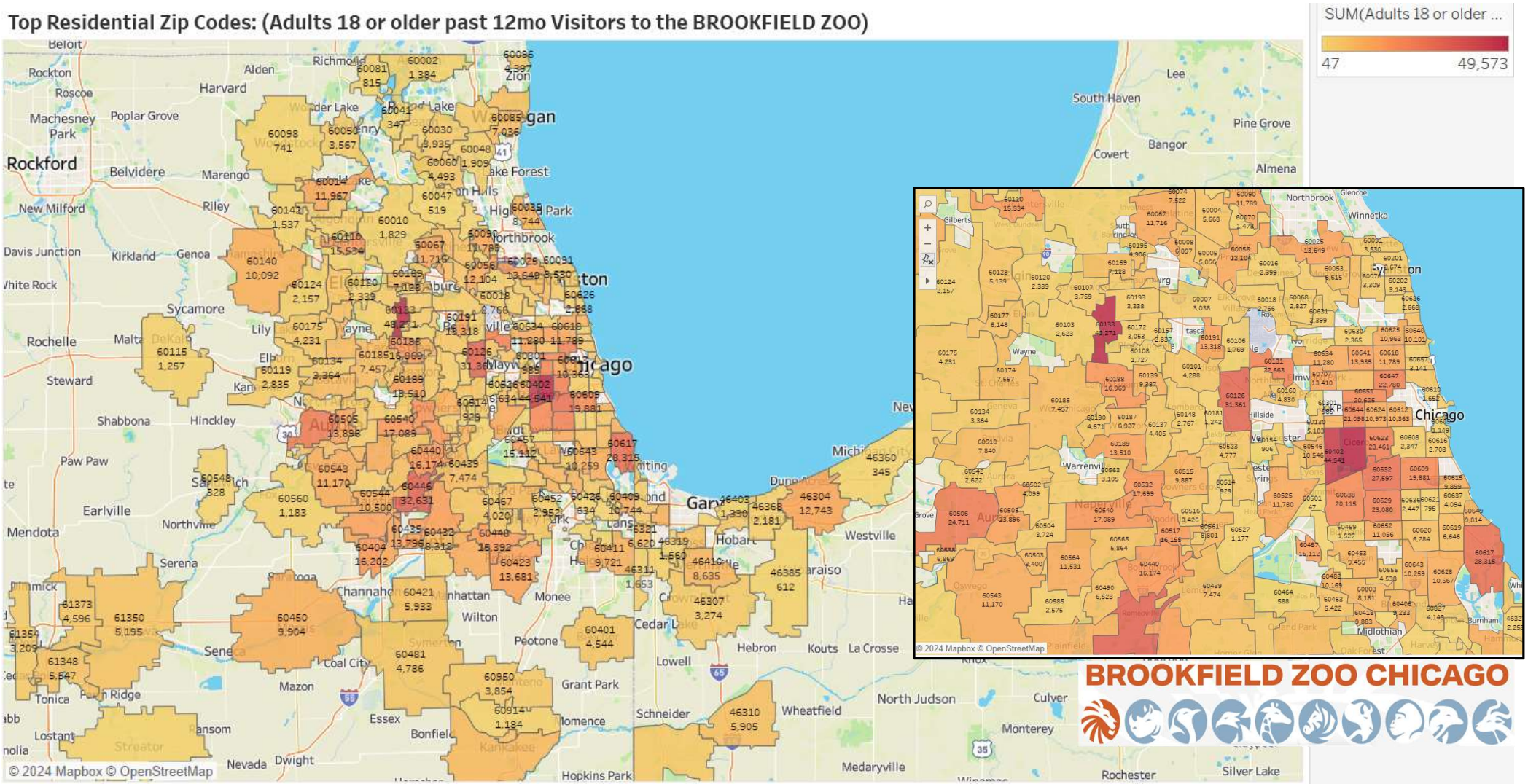
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MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 324

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Events attended/places visited past 12 months: Minnesota Zoo

Top Residential Zip Codes: (Adults 18 or older past 12mo Visitors to the BROOKFIELD ZOO)



BROOKFIELD ZOO CHICAGO

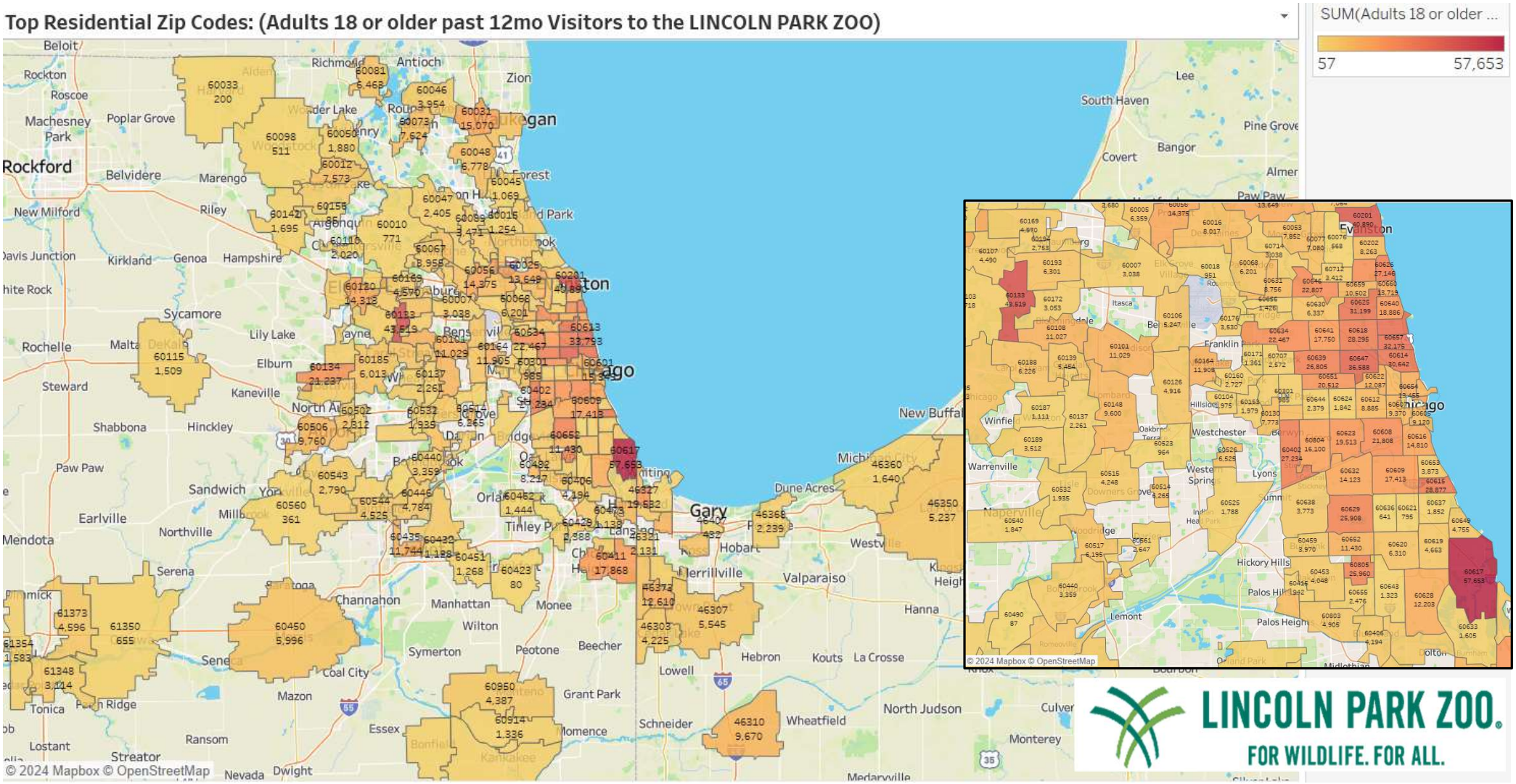
CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 679

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Events attended/places visited past 12 months: Brookfield Zoo

Top Residential Zip Codes: (Adults 18 or older past 12mo Visitors to the LINCOLN PARK ZOO)



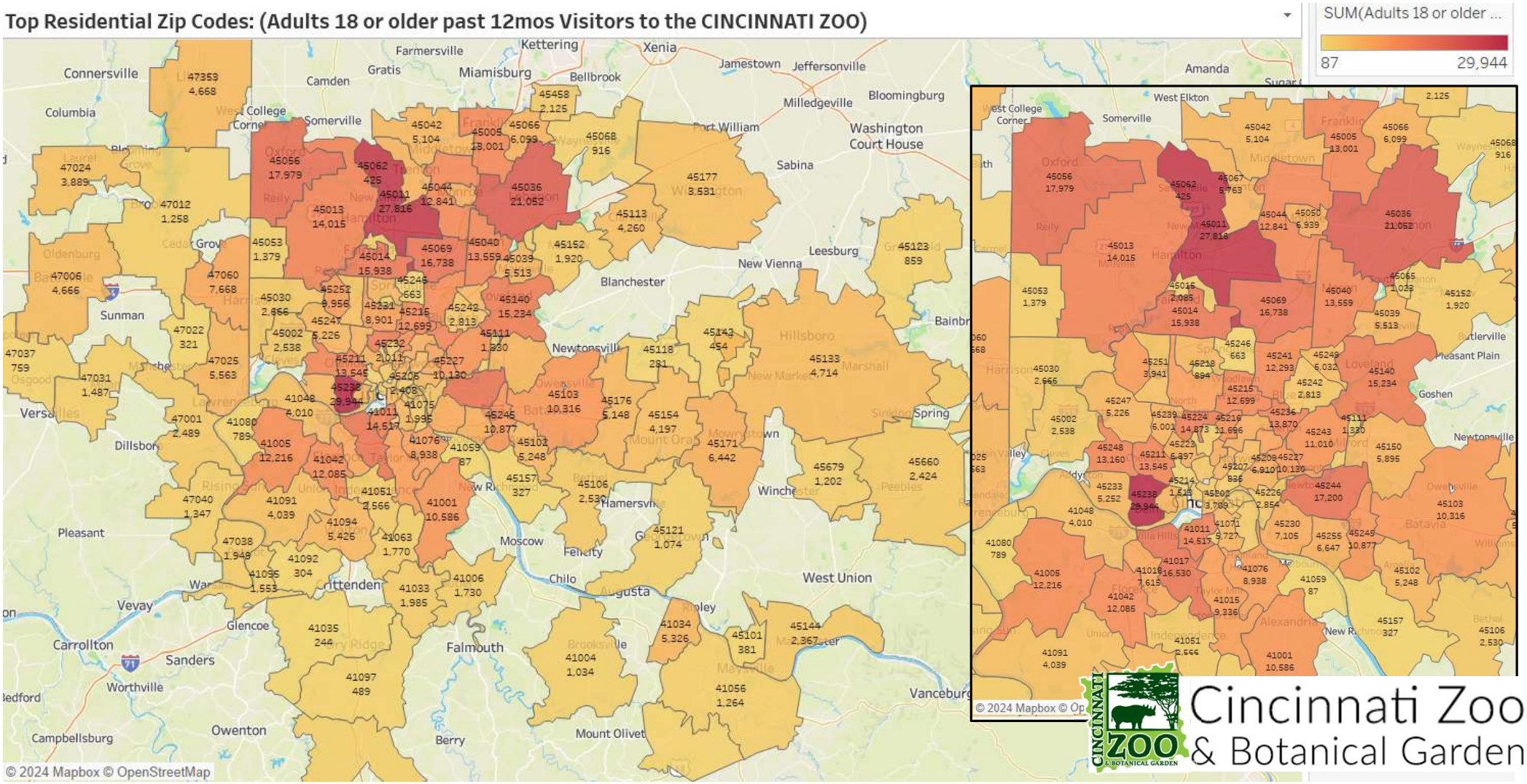
LINCOLN PARK ZOO.
FOR WILDLIFE. FOR ALL.

CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 687
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Events attended/places visited past 12 months: Lincoln Park Zoo

Top Residential Zip Codes: (Adults 18 or older past 12mos Visitors to the CINCINNATI ZOO)

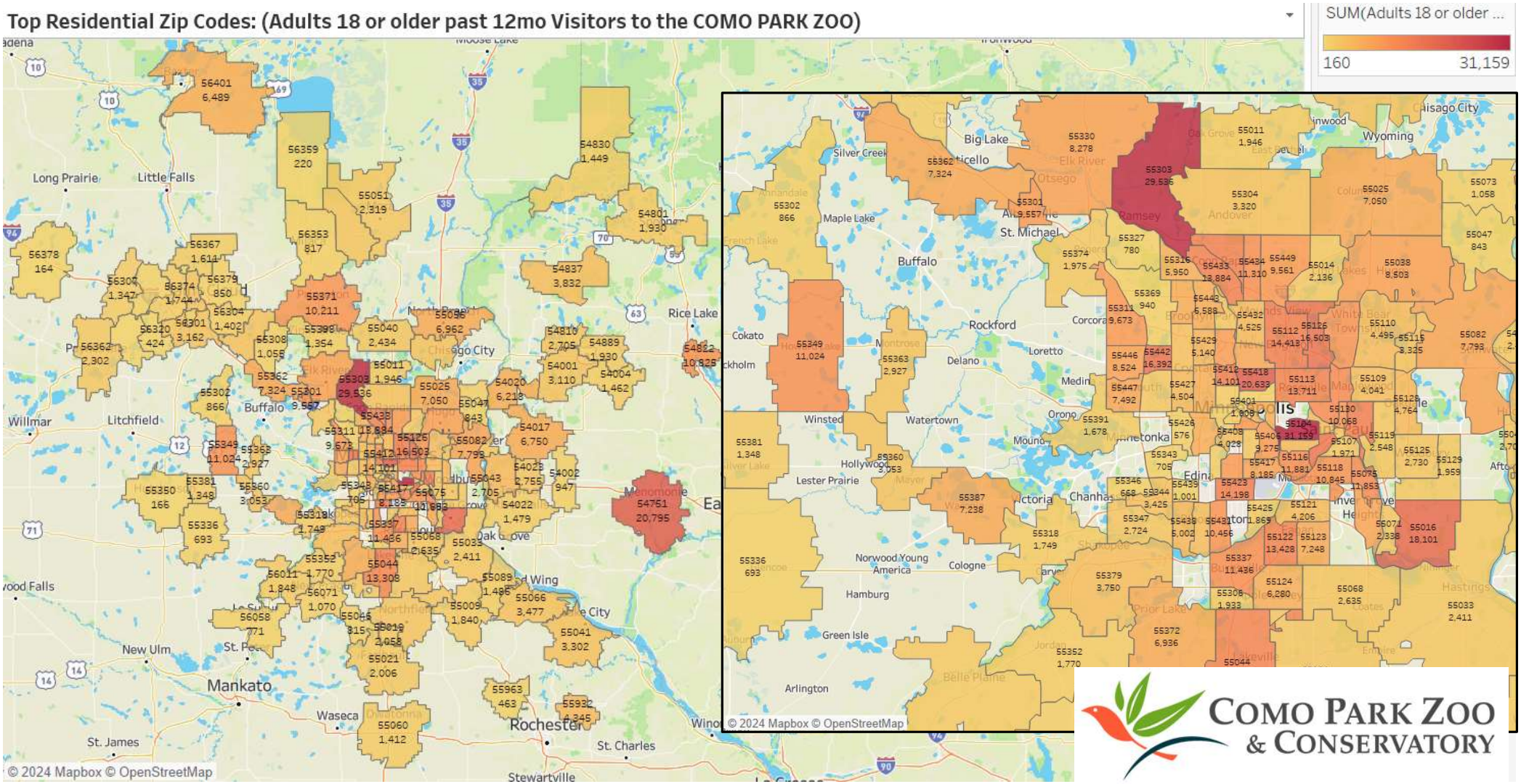


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Events attended/places visited past 12 months: Cincinnati Zoo & Botanical Garden

Top Residential Zip Codes: (Adults 18 or older past 12mo Visitors to the COMO PARK ZOO)



MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 418

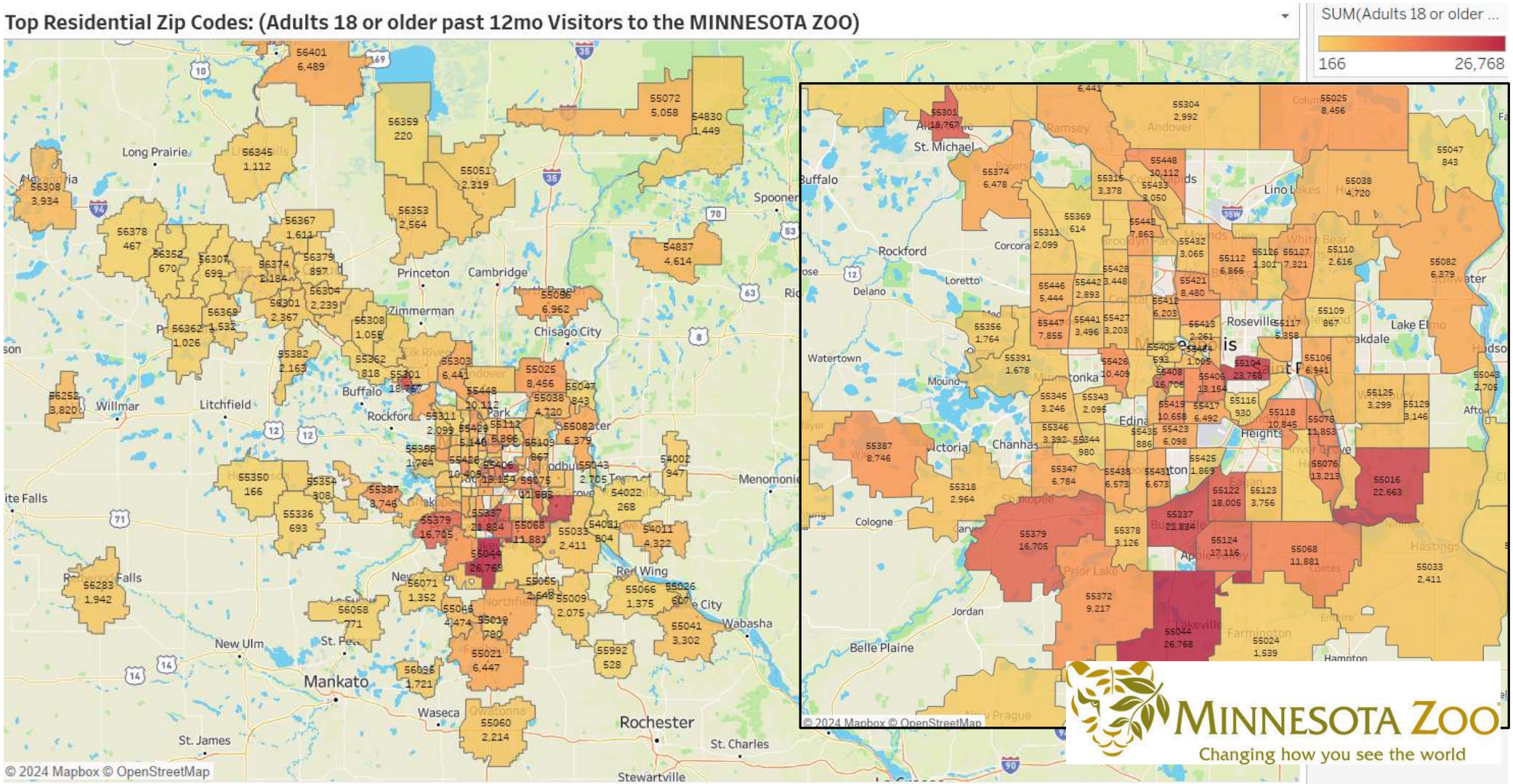
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COMO PARK ZOO & CONSERVATORY

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Events attended/places visited past 12 months: Como Zoo

Top Residential Zip Codes: (Adults 18 or older past 12mo Visitors to the MINNESOTA ZOO)

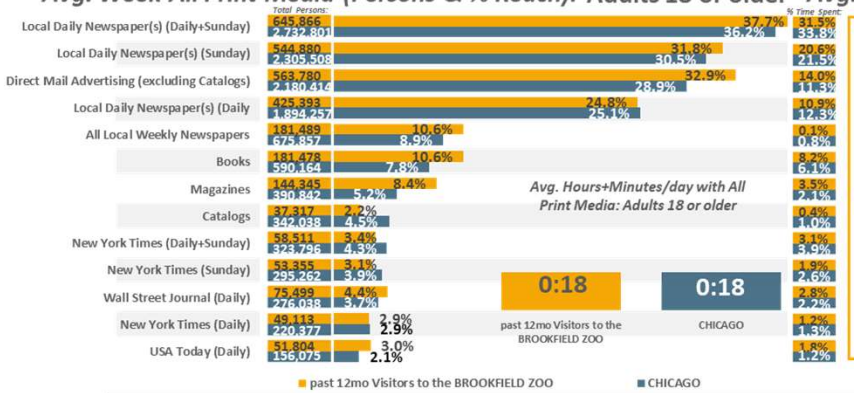


Events attended/places visited past 12 months: Minnesota Zoo

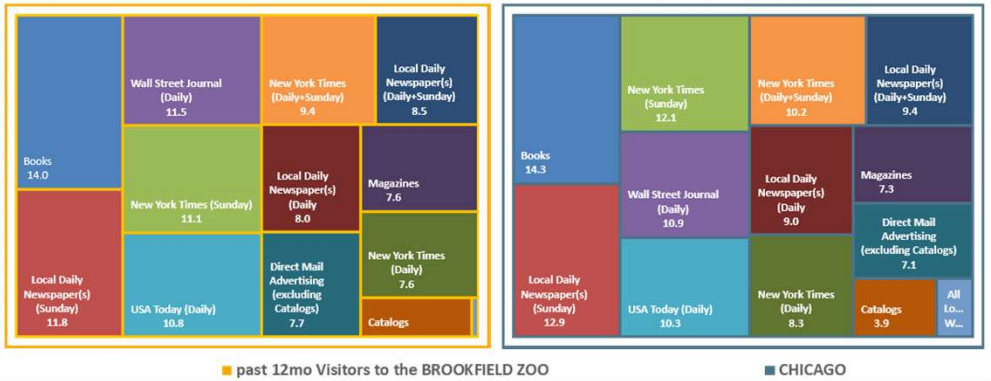
BROOKFIELD ZOO CHICAGO

645,866 or 37.7% of Adults 18 or older past 12mo Visitors to the BROOKFIELD ZOO read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 34.3% of all time spent daily with All forms of Print Media.

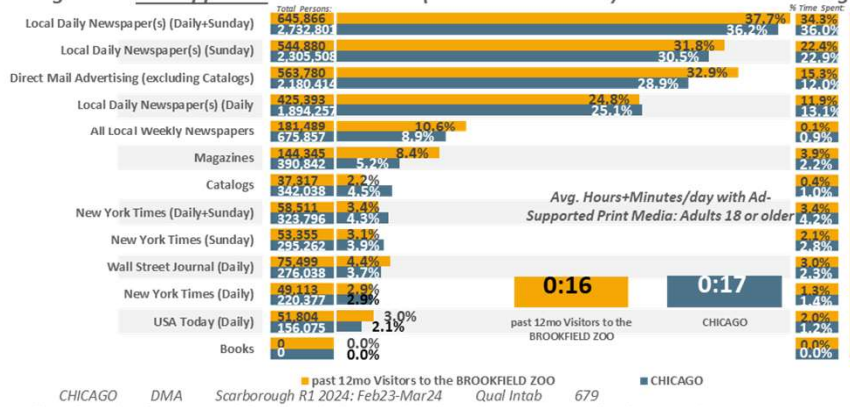
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



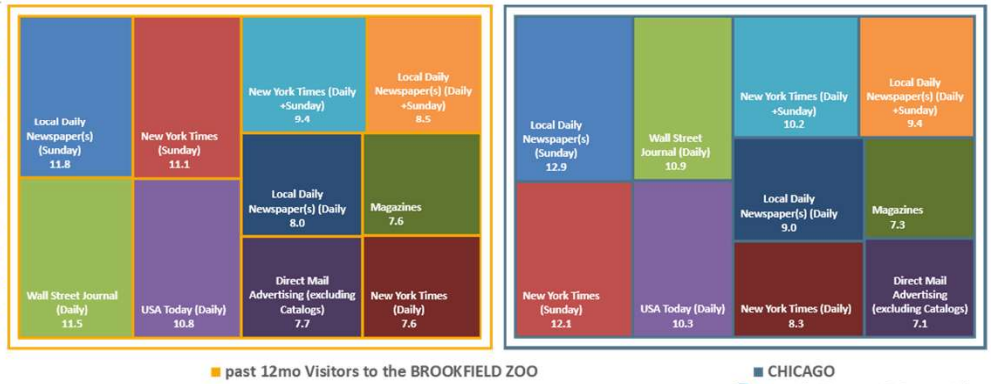
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 679

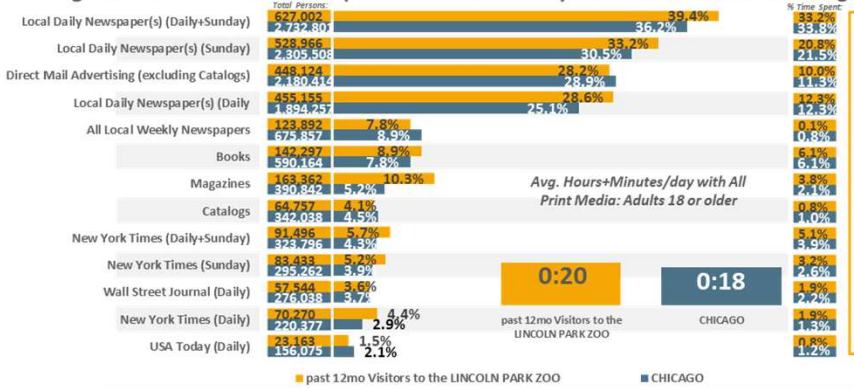
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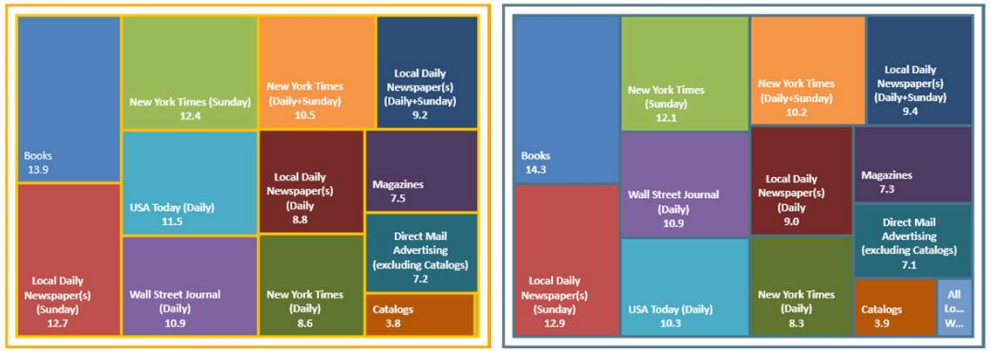
Events attended/places visited past 12 months: Brookfield Zoo

627,002 or 39.4% of Adults 18 or older past 12mo Visitors to the LINCOLN PARK ZOO read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 35.3% of all time spent daily with All forms of Print Media.

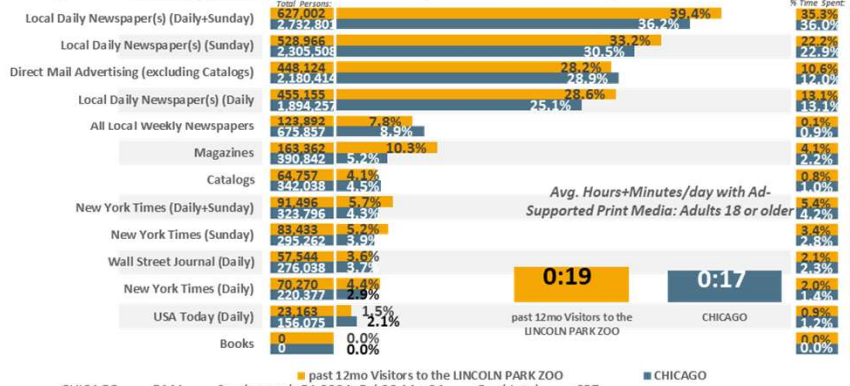
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



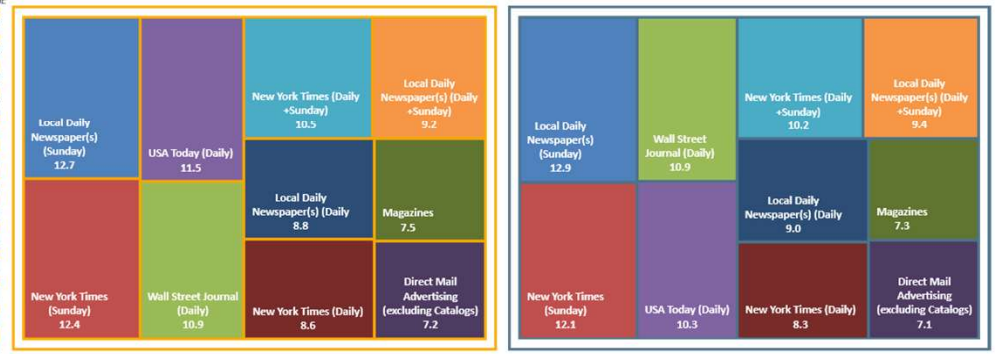
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 687

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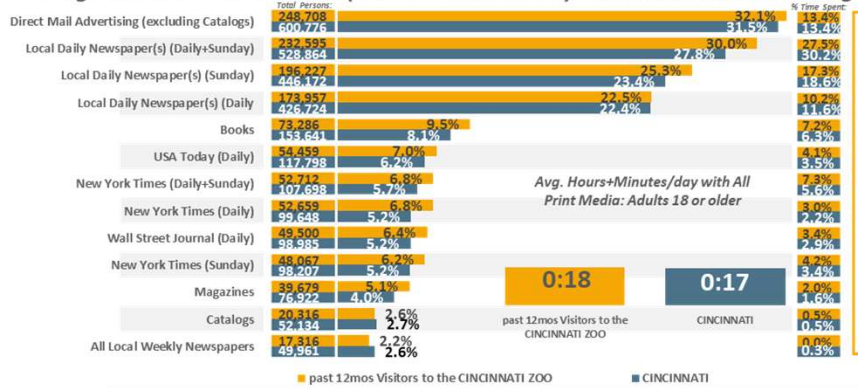
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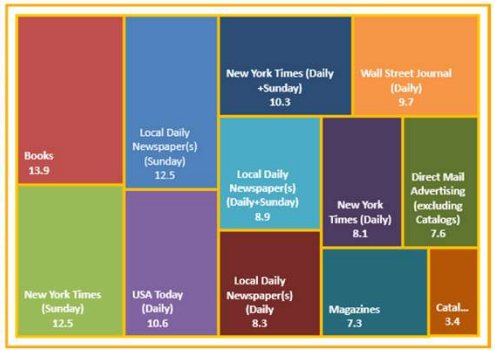
Events attended/places visited past 12 months: Lincoln Park Zoo

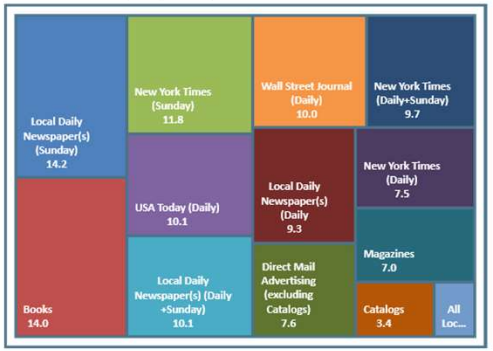
Cincinnati Zoo & Botanical Garden

232,595 or 30.% of Adults 18 or older past 12mos Visitors to the CINCINNATI ZOO read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 29.6% of all time spent daily with All forms of Print Media.

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



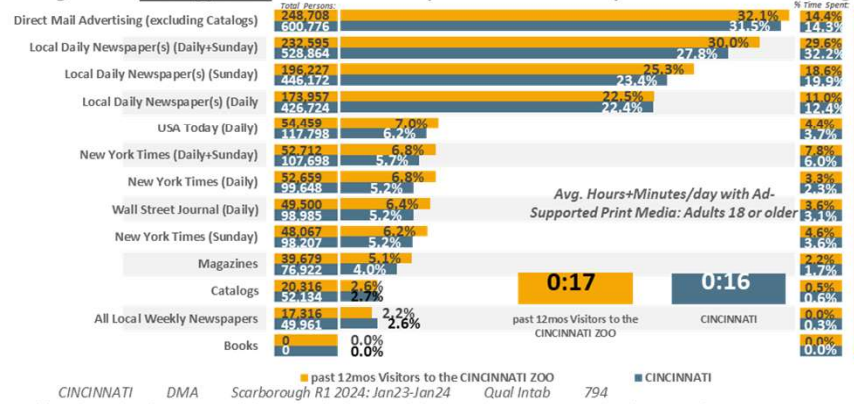


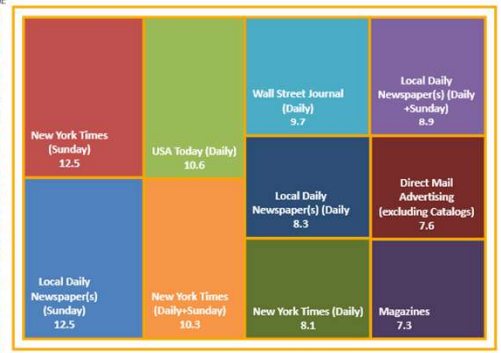


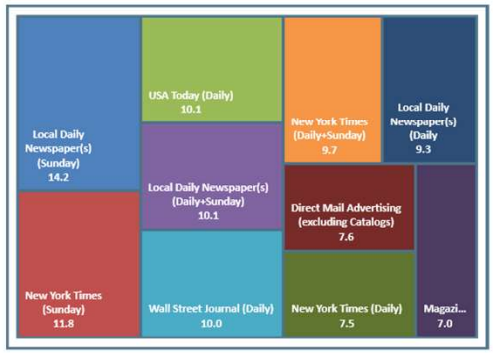
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

past 12mos Visitors to the CINCINNATI ZOO ■ CINCINNATI

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 12mos Visitors to the CINCINNATI ZOO ■ CINCINNATI

CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 794

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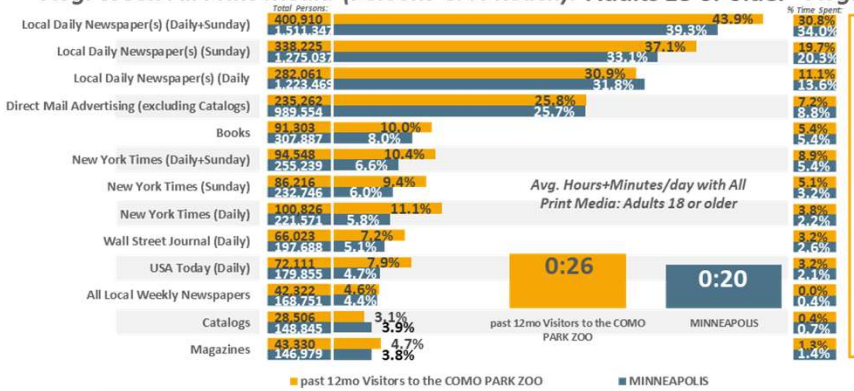
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Events attended/places visited past 12 months: Cincinnati Zoo & Botanical Garden

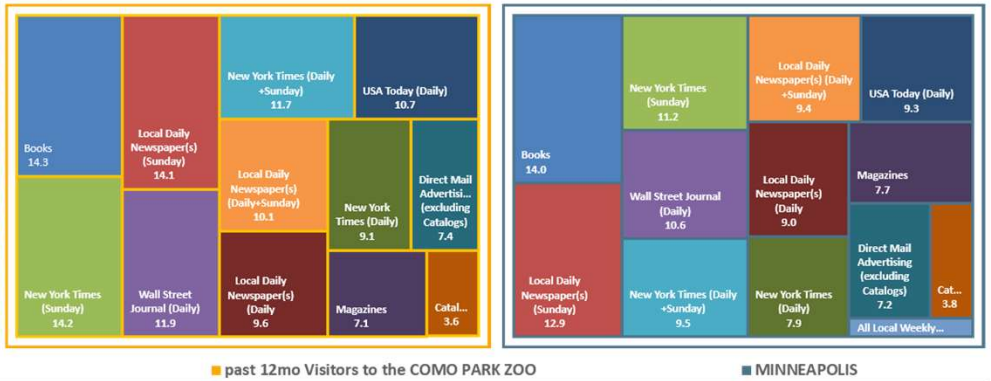
COMO PARK ZOO & CONSERVATORY

400,910 or 43.9% of Adults 18 or older past 12mo Visitors to the COMO PARK ZOO read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 32.6% of all time spent daily with All forms of Print Media.

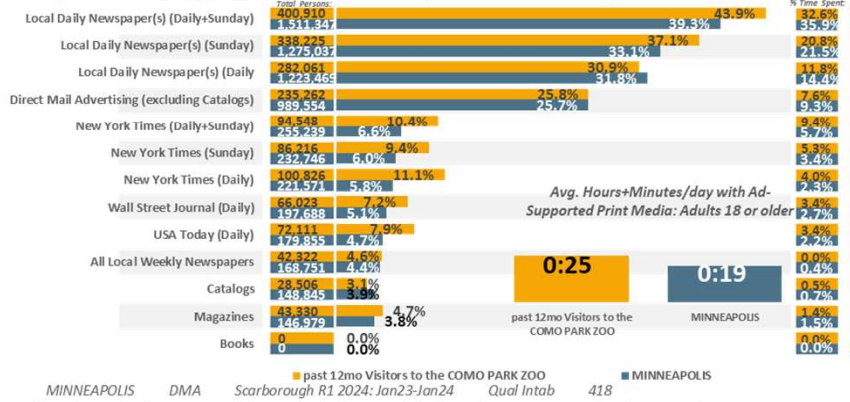
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



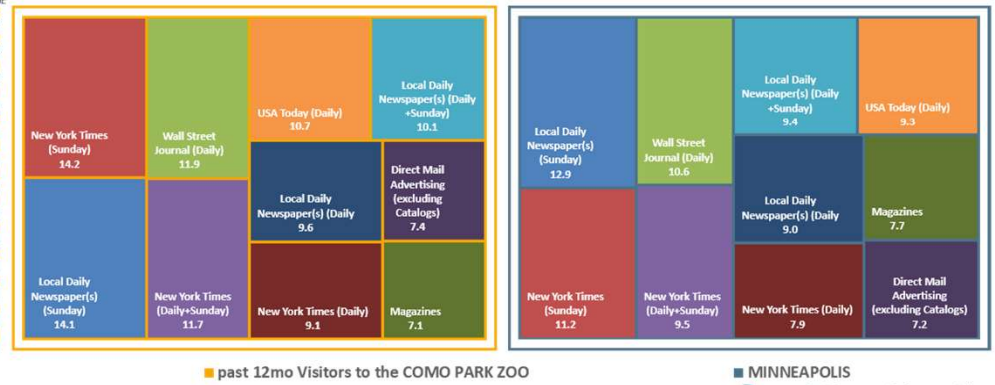
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 418

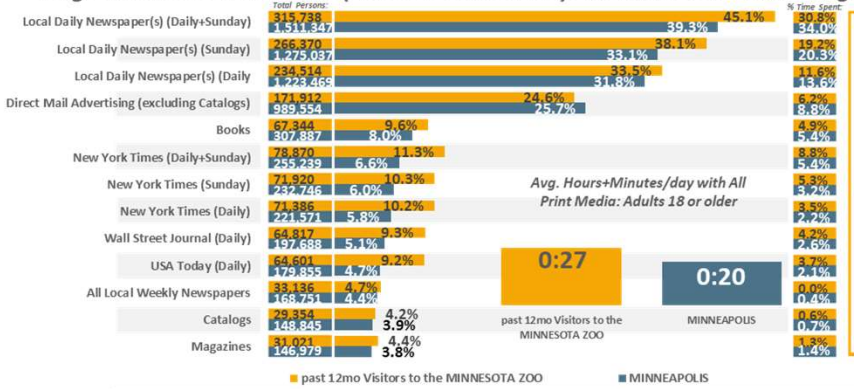
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Events attended/places visited past 12 months: Como Zoo

315,738 or 45.1% of Adults 18 or older past 12mo Visitors to the MINNESOTA ZOO read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.2 minutes every day representing 32.3% of all time spent daily with All forms of Print Media.

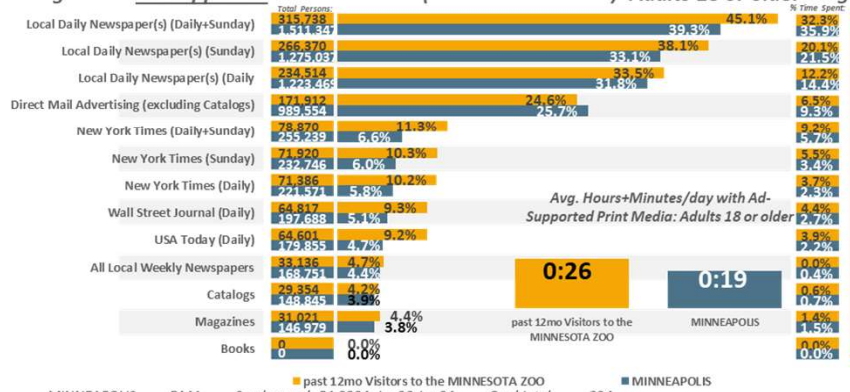
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



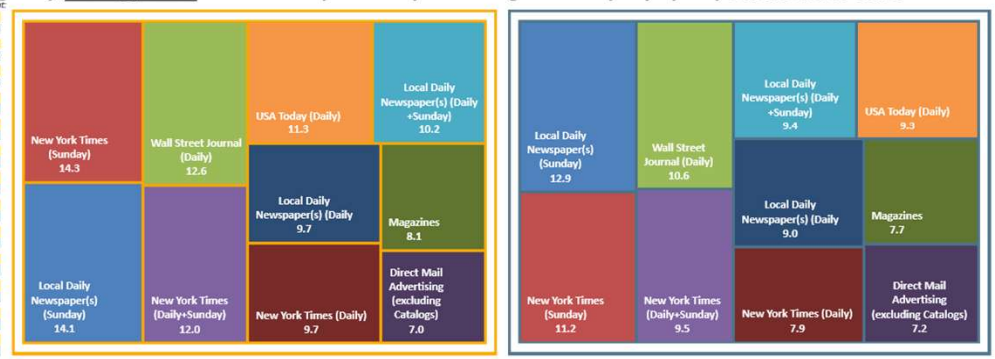
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 324

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Events attended/places visited past 12 months: Minnesota Zoo