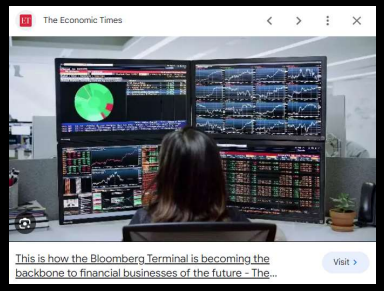
USA –P18+ past 30 days POWERBALL TICKET BUYERS!

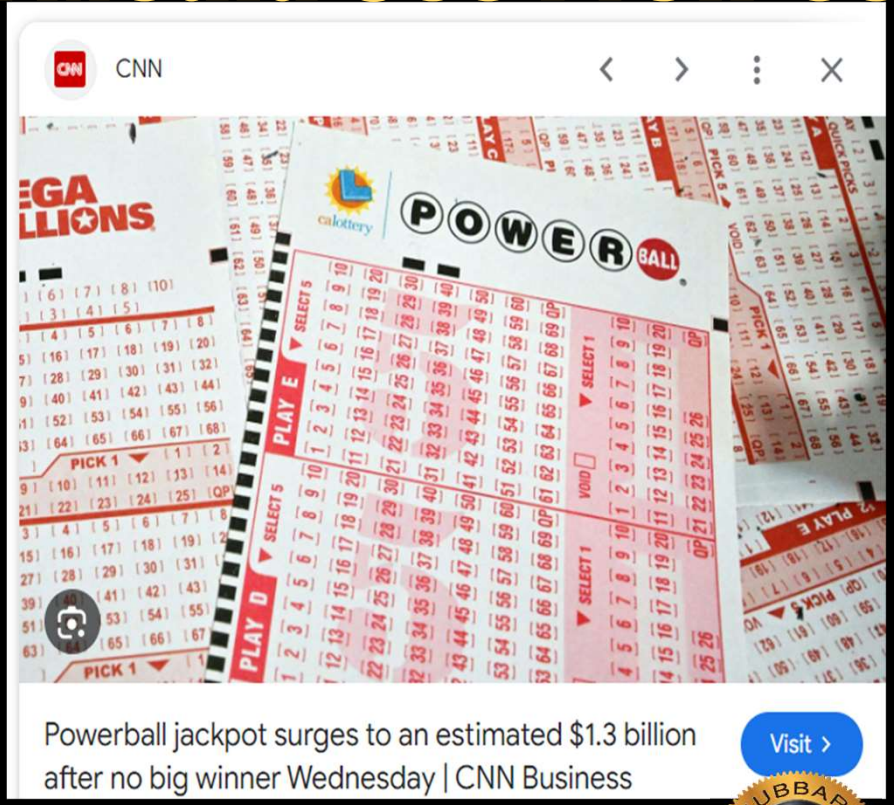
Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ past 30 days Buyers of POWERBALL LOTTERY TICKETS (Any, 1-2, 3-4, 5+) or NOT BOUGHT ANY POWERBALL LOTTERY TICKETS as of April 2024!







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

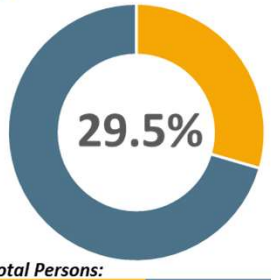
No. of times bought Powerball ticket past 30 days: Any Powerball ticket bought past 30 days No. of times bought Powerball ticket past 30 days: 1 - 2 times No. of times bought Powerball ticket past 30 days: 3 - 4 times No. of times bought Powerball ticket past 30 days: 5 times or more
No. of times bought Powerball ticket past 30 days: None

HUBBARD BROADCASTING INC. HB



29.5% or 77,311,697 of USA Adults 18 or older purchased 1+ POWERBALL Lottery Tickets past 30 days.
Typical Adults 18 or older who purchased 1+ POWERBALL Lottery Tickets past 30 days are 54. years old (10.6% older than average) and have a $91,406 (1.9% higher than average) annual household income.

Percent of Market: Adults 18 or older



- who purchased 1+ POWERBALL Lottery Tickets past 30 days
- Remainder of USA Metro

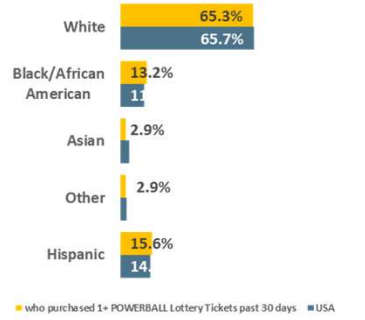
Total Persons:

who purchased 1+ POWERBALL Lottery Tickets past 30 days	Remainder of USA Metro
77,311,697	184,862,803

Gender of Target vs. Market: Adults 18 or older

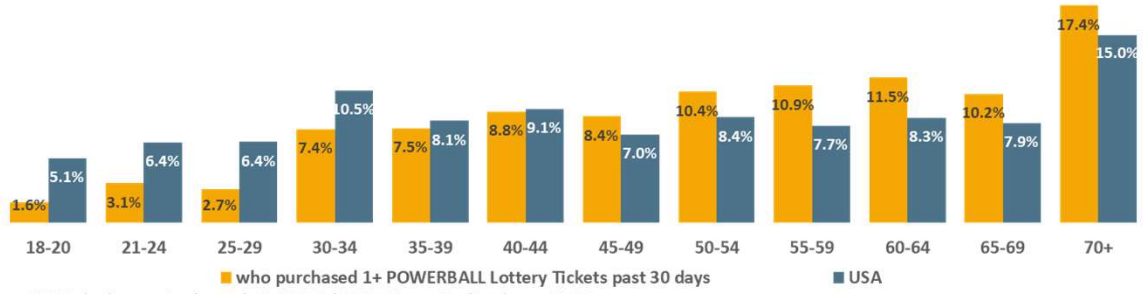
	Men	Men	Women	Women
%M vs. %F:	50.6%	48.7%	49.4%	51.3%
Average Age:	53.2	48.1	54.8	49.6
# Persons:	39,121,826	127,701,3...	38,189,870	134,473,1...

Ethnicity of Target vs. Market:

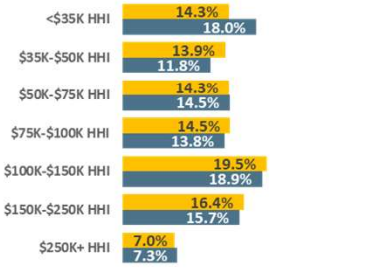


Age Cell Demographics of Target vs. Market:

Average Age:	who purchased 1+ POWERBALL Lottery Tickets past 30 days	USA
Adults 18 or older	54.0	48.8



HHI of Target vs. Market:



Avg HHI:	$91,406	$89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333

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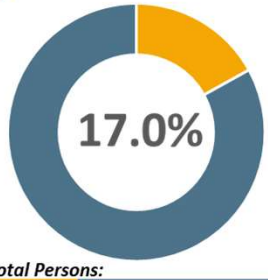
No. of times bought Powerball ticket past 30 days: Any Powerball ticket bought past 30 days



17.% or 44,517,463 of USA Adults 18 or older purchased 1-2 POWERBALL Lottery Tickets past 30 days.
Typical Adults 18 or older who purchased 1-2 POWERBALL Lottery Tickets past 30 days are 52.5 years old (7.5% older than average) and have a $90,068 (.4% higher than average) annual household income.

Percent of Market: Adults 18 or older

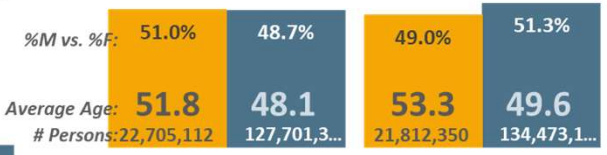


- who purchased 1-2 POWERBALL Lottery Tickets past 30 days
- Remainder of USA Metro

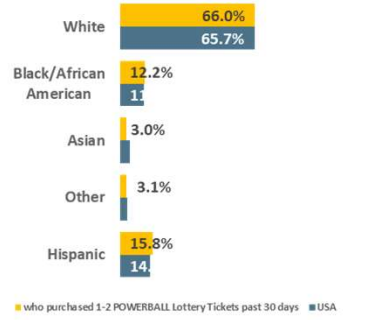
Total Persons:

44,517,463 | 217,657,037

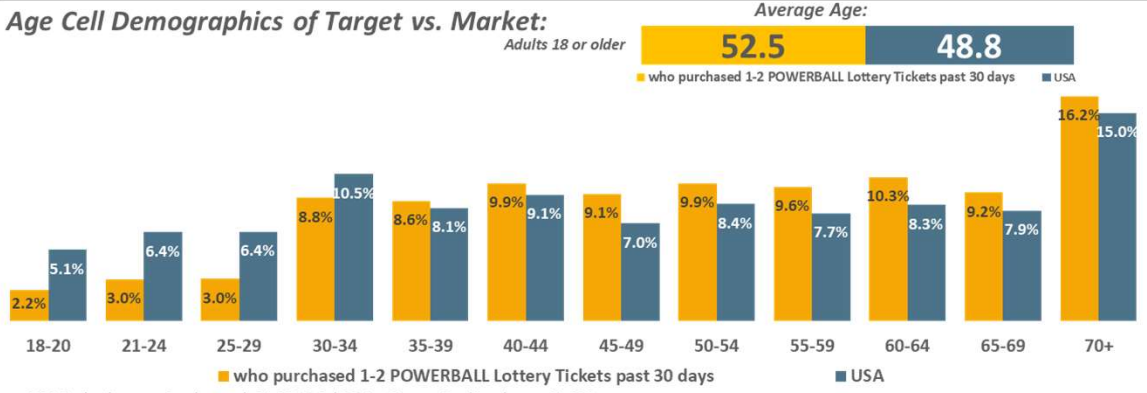
Gender of Target vs. Market: Adults 18 or older



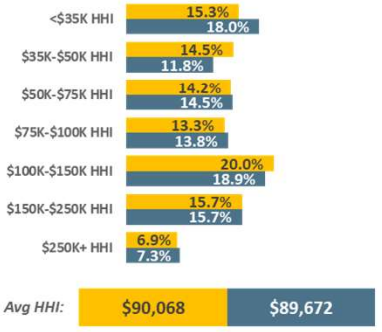
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $90,068 | $89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333

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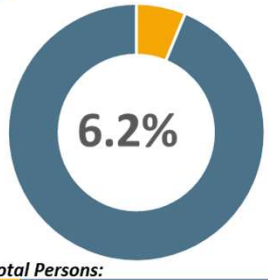
No. of times bought Powerball ticket past 30 days: 1 - 2 times

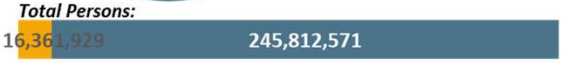


6.2% or 16,361,929 of USA Adults 18 or older purchased 3-4 POWERBALL Lottery Tickets past 30 days.
Typical Adults 18 or older who purchased 3-4 POWERBALL Lottery Tickets past 30 days are 55.7 years old (14.% older than average) and have a $93,926 (4.7% higher than average) annual household income.

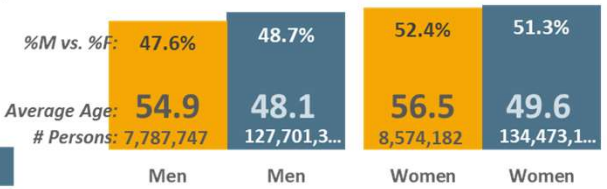
Percent of Market: Adults 18 or older



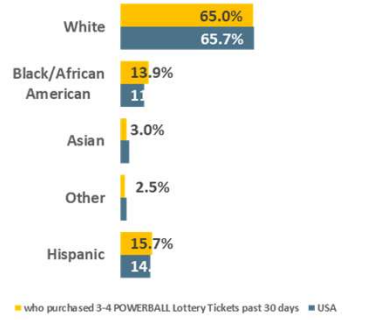
Total Persons:



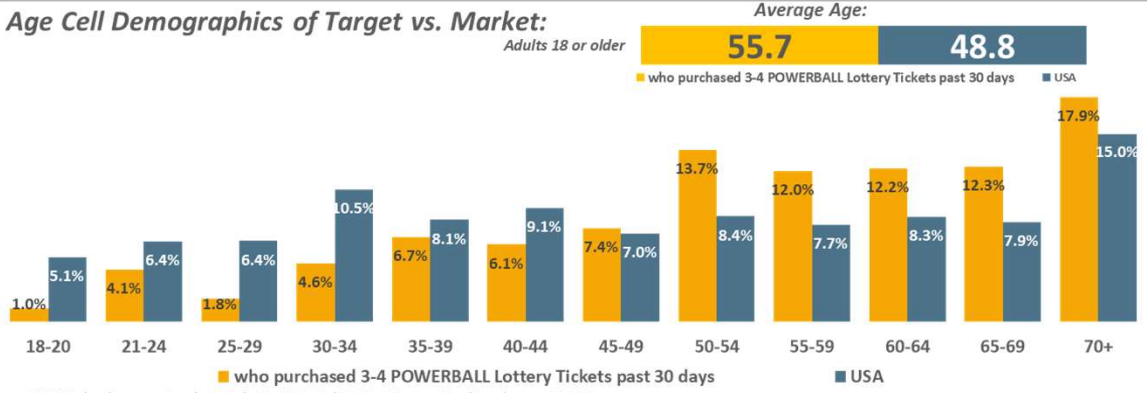
Gender of Target vs. Market: Adults 18 or older



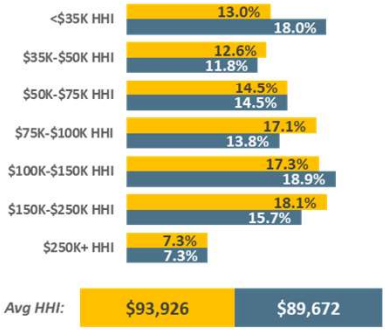
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $93,926 | $89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333

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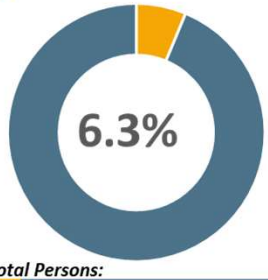
No. of times bought Powerball ticket past 30 days: 3 - 4 times



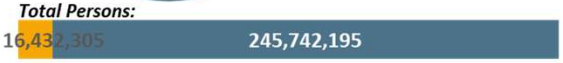
6.3% or 16,432,305 of USA Adults 18 or older purchased 5+ POWERBALL Lottery Tickets past 30 days.
Typical Adults 18 or older who purchased 5+ POWERBALL Lottery Tickets past 30 days are 56.4 years old (15.4% older than average) and have a $92,522 (3.2% higher than average) annual household income.

Percent of Market: Adults 18 or older

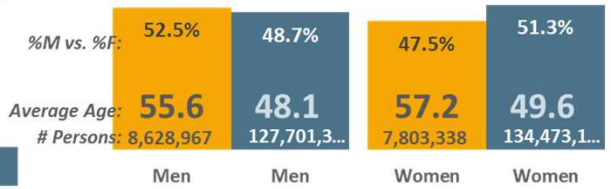


- who purchased 5+ POWERBALL Lottery Tickets past 30 days
- Remainder of USA Metro

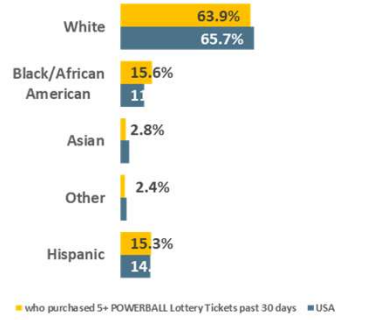
Total Persons:



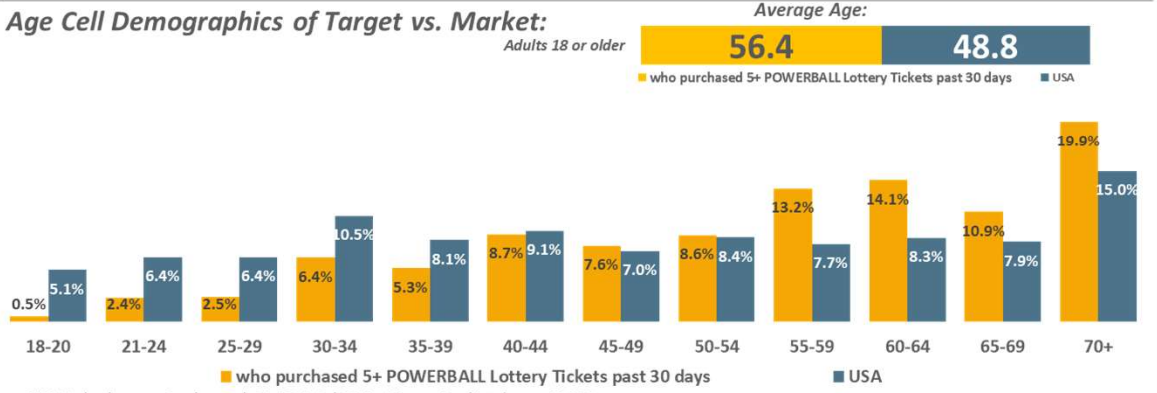
Gender of Target vs. Market: Adults 18 or older



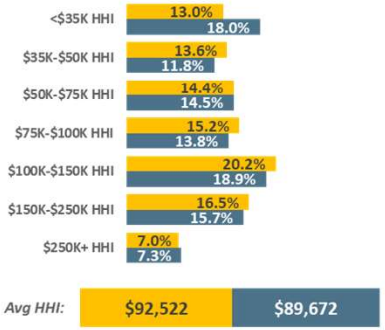
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333

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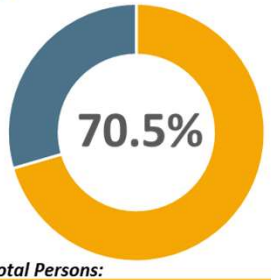
No. of times bought Powerball ticket past 30 days: 5 times or more



70.5% or 184,862,803 of USA Adults 18 or older did not purchase POWERBALL Lottery Tickets past 30 days. Typical Adults 18 or older who did not purchase POWERBALL Lottery Tickets past 30 days are 46.7 years old (4.4% younger than average) and have a $88,946 (.8% lower than average) annual household income.

Percent of Market: Adults 18 or older

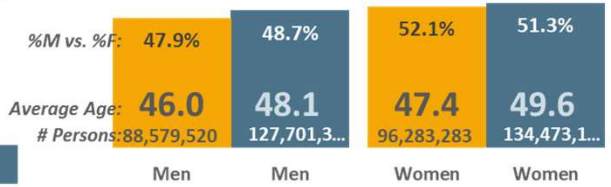


- who did not purchase POWERBALL Lottery Tickets past 30 days
- Remainder of USA Metro

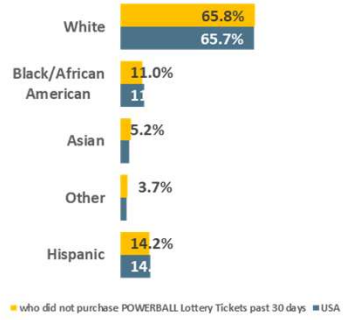
Total Persons:

184,862,803	77,311,697

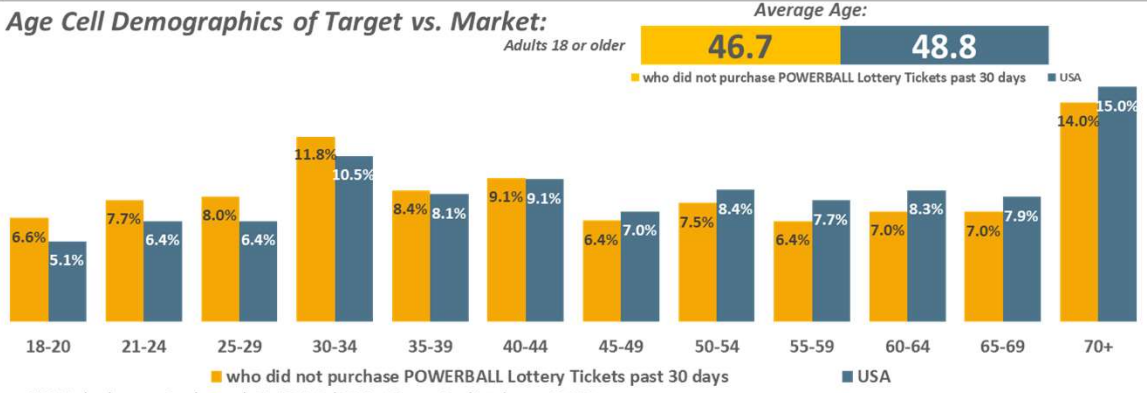
Gender of Target vs. Market: Adults 18 or older



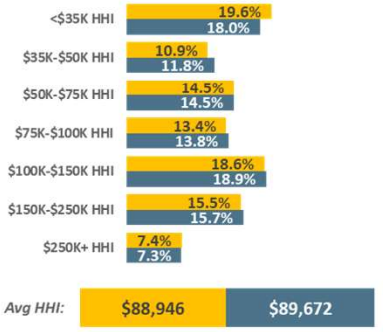
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$88,946	$89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333

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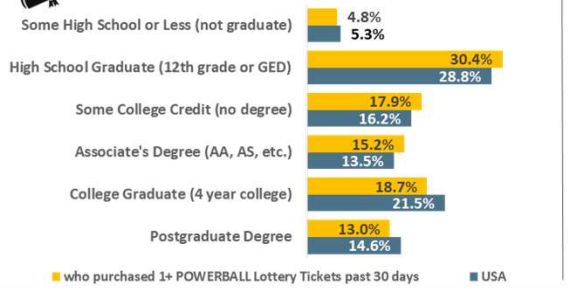
No. of times bought Powerball ticket past 30 days: None

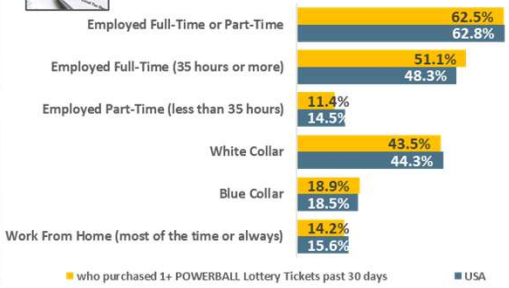


29.5% or 77,311,697 of USA Adults 18 or older purchased 1+ POWERBALL Lottery Tickets past 30 days. Adults 18 or older who purchased 1+ POWERBALL Lottery Tickets past 30 days are 12.2% less likely to be a college graduate, 5.9% more likely to work full-time, 11.9% more likely to be married, 6.1% less likely to be a parent of 1 or more children under 18.

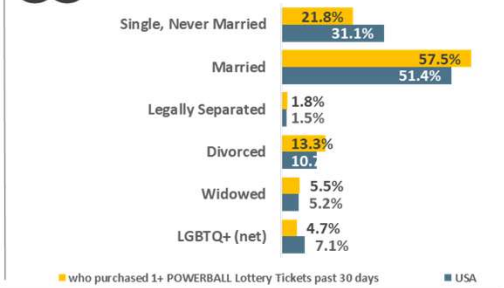
Education Levels: Adults 18 or older



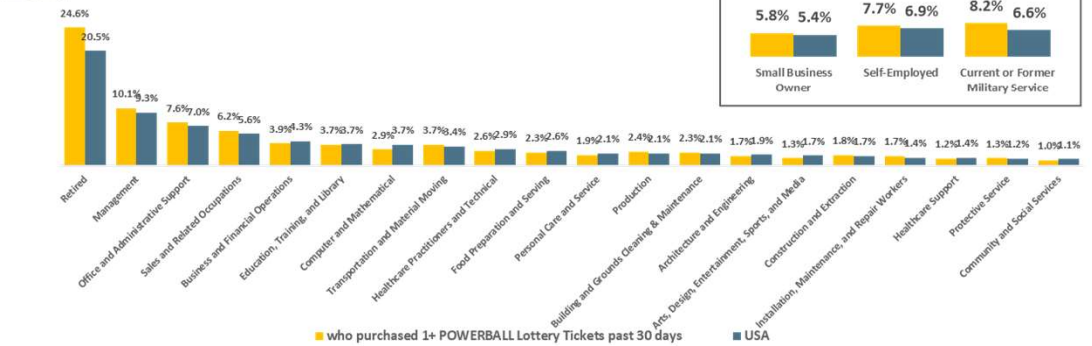
Employment: Adults 18 or older



Marital Status: Adults 18 or older

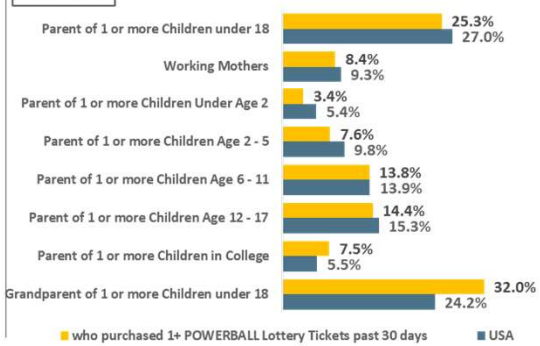


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *11,333*

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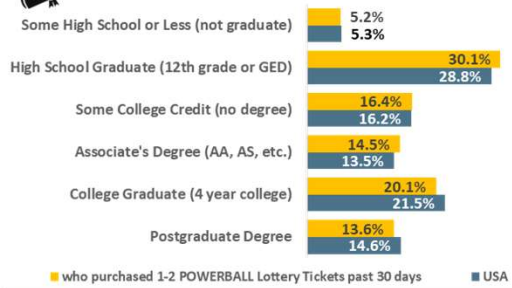
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

No. of times bought Powerball ticket past 30 days: Any Powerball ticket bought past 30 days

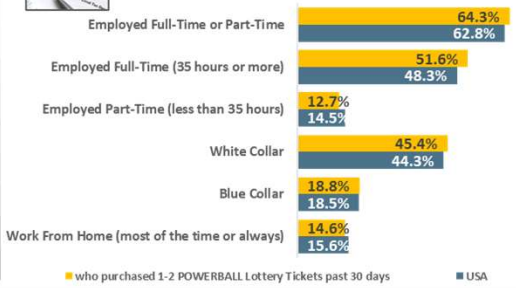


17.% or 44,517,463 of USA Adults 18 or older purchased 1-2 POWERBALL Lottery Tickets past 30 days. Adults 18 or older who purchased 1-2 POWERBALL Lottery Tickets past 30 days are 6.8% less likely to be a college graduate, 6.9% more likely to work full-time, 10.8% more likely to be married, .8% more likely to be a parent of 1 or more children under 18.

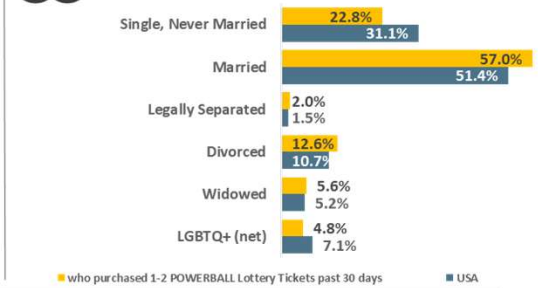
Education Levels: Adults 18 or older



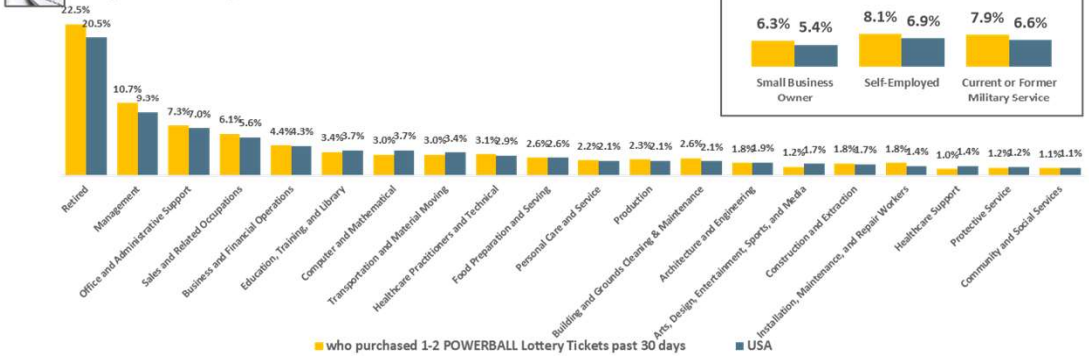
Employment: Adults 18 or older



Marital Status: Adults 18 or older

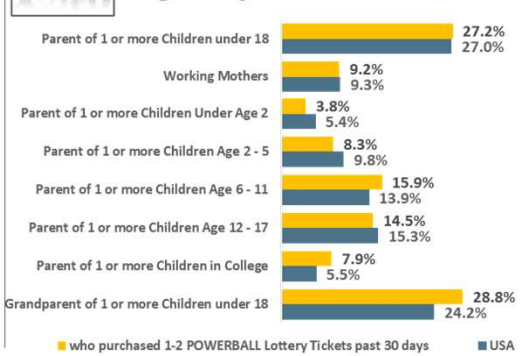


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333

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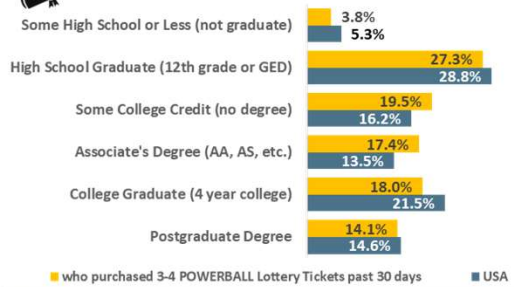
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

No. of times bought Powerball ticket past 30 days: 1 - 2 times

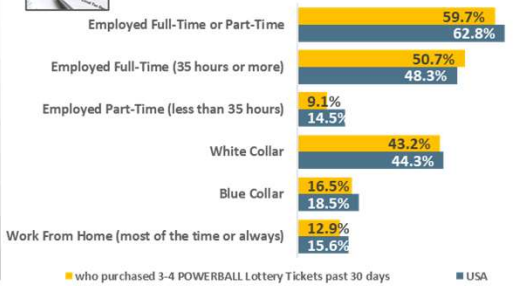


6.2% or 16,361,929 of USA Adults 18 or older purchased 3-4 POWERBALL Lottery Tickets past 30 days. Adults 18 or older who purchased 3-4 POWERBALL Lottery Tickets past 30 days are 11.4% less likely to be a college graduate, 4.9% more likely to work full-time, 14.9% more likely to be married, 9.4% less likely to be a parent of 1 or more children under 18

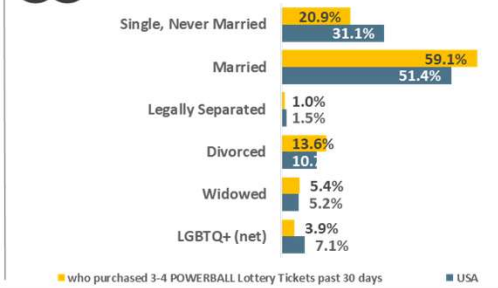
Education Levels: Adults 18 or older



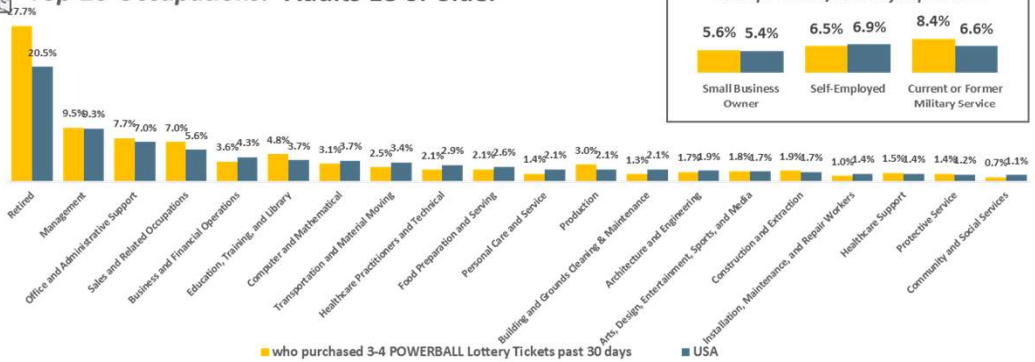
Employment: Adults 18 or older



Marital Status: Adults 18 or older

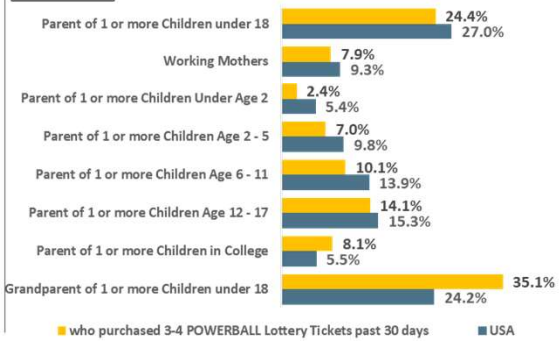


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333

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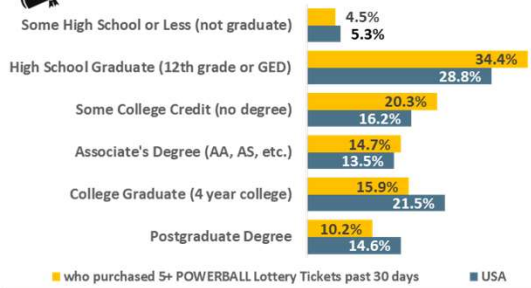
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

No. of times bought Powerball ticket past 30 days: 3 - 4 times

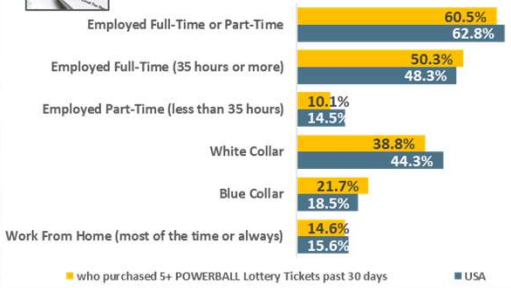


6.3% or 16,432,305 of USA Adults 18 or older purchased 5+ POWERBALL Lottery Tickets past 30 days. Adults 18 or older who purchased 5+ POWERBALL Lottery Tickets past 30 days are 27.7% less likely to be a college graduate, 4.2% more likely to work full-time, 12.% more likely to be married, 21.6% less likely to be a parent of 1 or more children under 18.

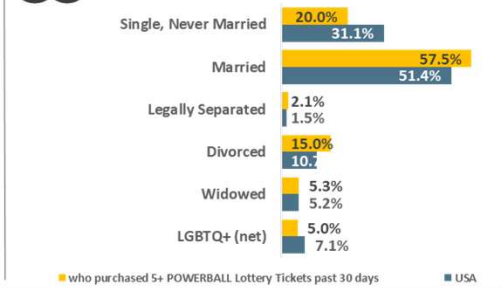
Education Levels: Adults 18 or older



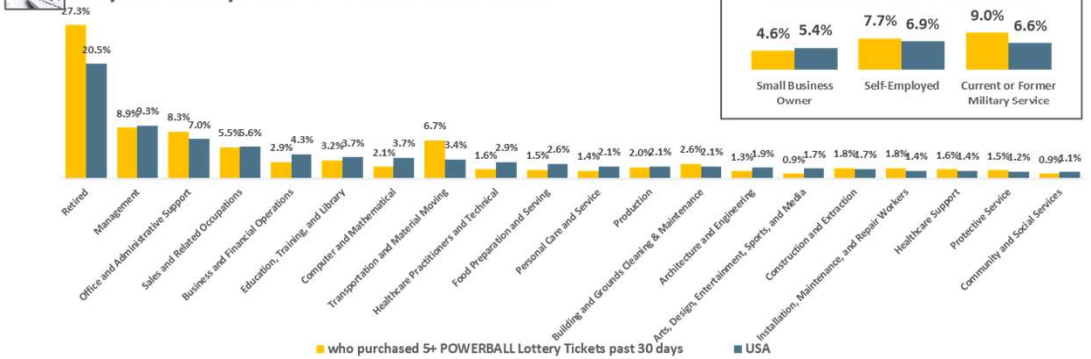
Employment: Adults 18 or older



Marital Status: Adults 18 or older

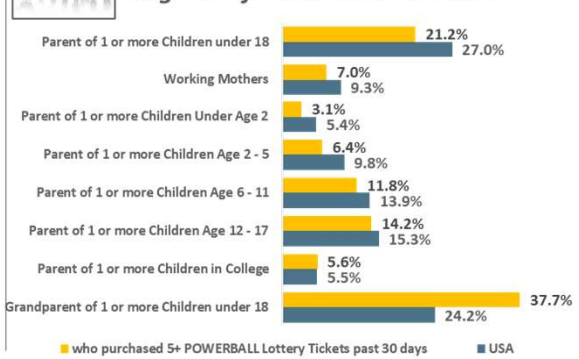


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333

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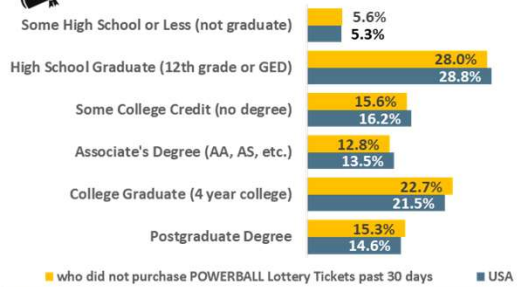
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

No. of times bought Powerball ticket past 30 days: 5 times or more

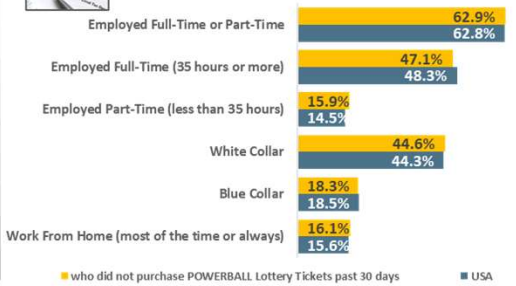


70.5% or 184,862,803 of USA Adults 18 or older did not purchase POWERBALL Lottery Tickets past 30 days. Adults 18 or older who did not purchase POWERBALL Lottery Tickets past 30 days are 5.1% more likely to be a college graduate, 2.5% less likely to work full-time, 5.% less likely to be married, 2.6% more likely to be a parent of 1 or more children under 18

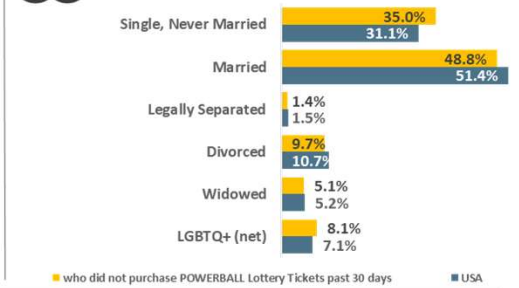
Education Levels: Adults 18 or older



Employment: Adults 18 or older



Marital Status: Adults 18 or older

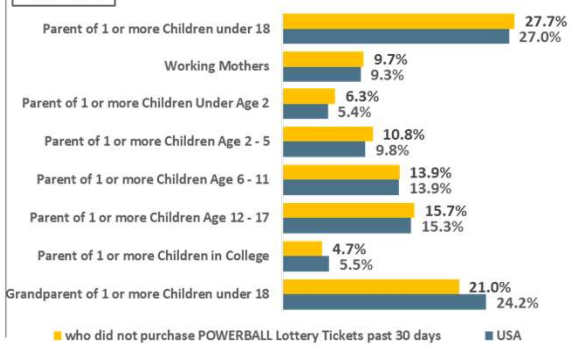


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333

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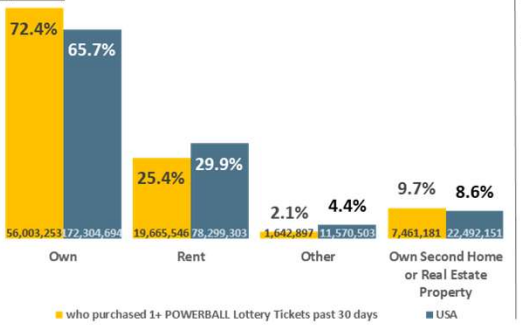
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

No. of times bought Powerball ticket past 30 days: None

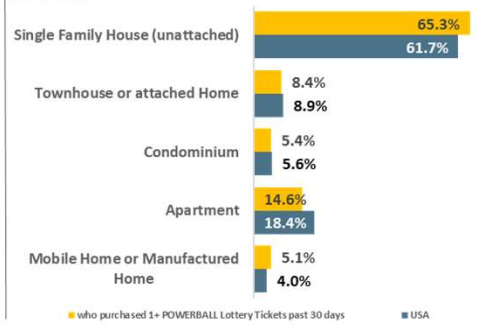


29.5% or 77,311,697 of USA Adults 18 or older purchased 1+ POWERBALL Lottery Tickets past 30 days. Adults 18 or older who purchased 1+ POWERBALL Lottery Tickets past 30 days are 10.2% more likely to own their home, 5.6% more likely to own a lower valued home, 5.8% more likely to have a single-family home, 11.4% more likely to have a dog.

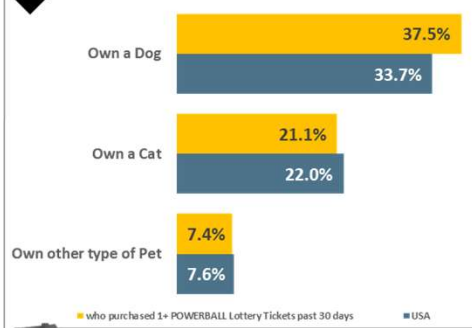
Own/Rent/Other: Adults 18 or older



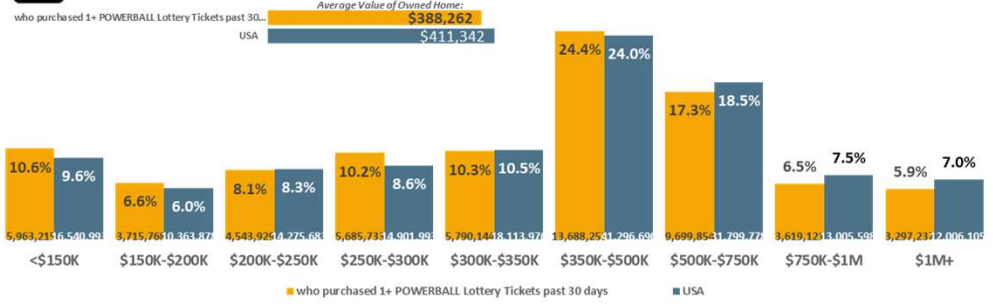
Type of Home: Adults 18 or older



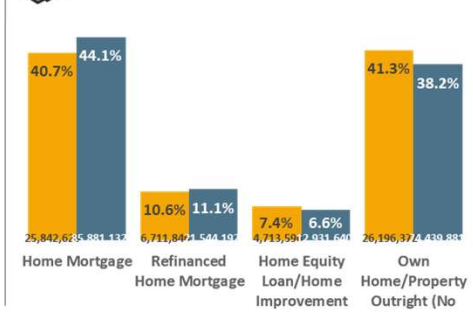
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *11,333*

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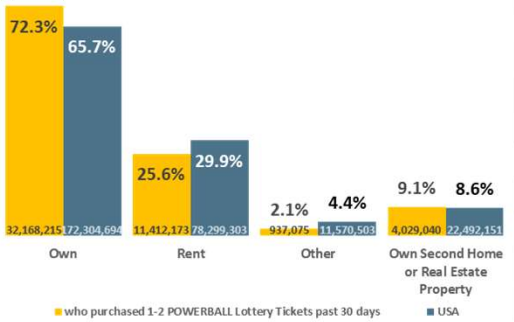
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

No. of times bought Powerball ticket past 30 days: Any Powerball ticket bought past 30 days

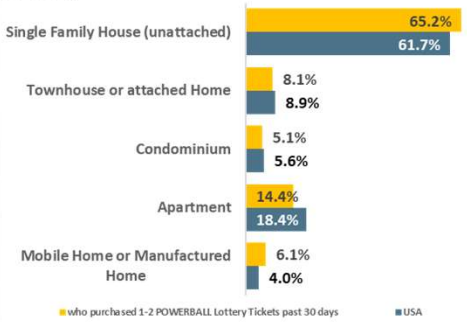


17.% or 44,517,463 of USA Adults 18 or older purchased 1-2 POWERBALL Lottery Tickets past 30 days. Adults 18 or older who purchased 1-2 POWERBALL Lottery Tickets past 30 days are 9.9% more likely to own their home, 6.4% more likely to own a lower valued home, 5.6% more likely to have a single-family home, 15.4% more likely to have a dog.

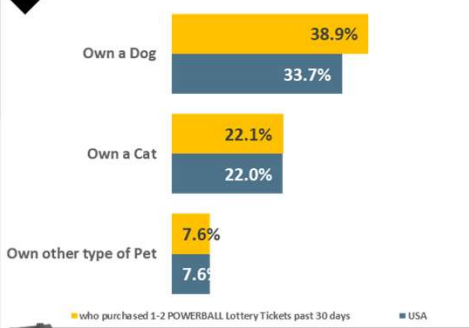
Own/Rent/Other: Adults 18 or older



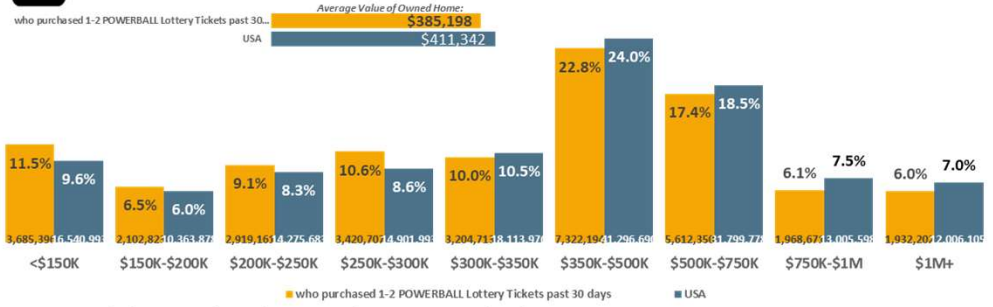
Type of Home: Adults 18 or older



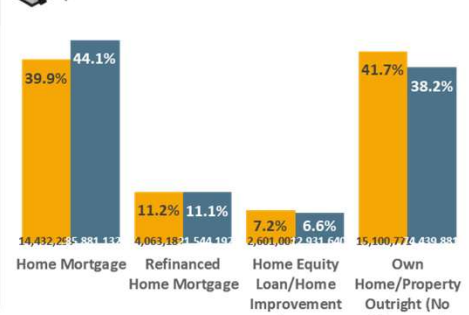
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333

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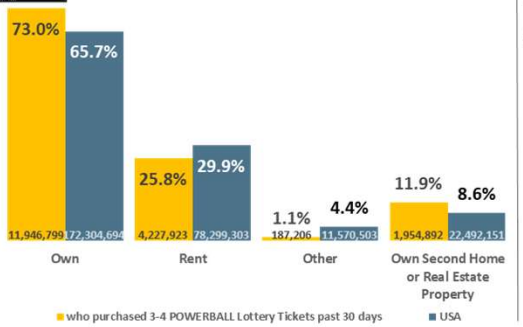
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

No. of times bought Powerball ticket past 30 days: 1 - 2 times

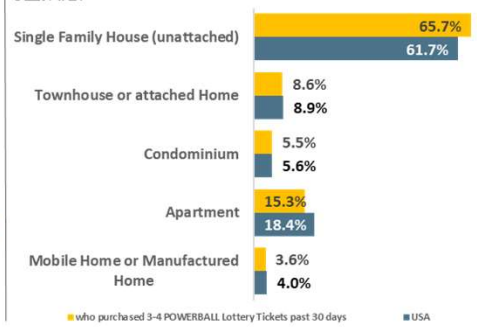


6.2% or 16,361,929 of USA Adults 18 or older purchased 3-4 POWERBALL Lottery Tickets past 30 days. Adults 18 or older who purchased 3-4 POWERBALL Lottery Tickets past 30 days are 11.1% more likely to own their home, .6% more likely to own a lower valued home, 6.5% more likely to have a single-family home, 5.4% more likely to have a dog.

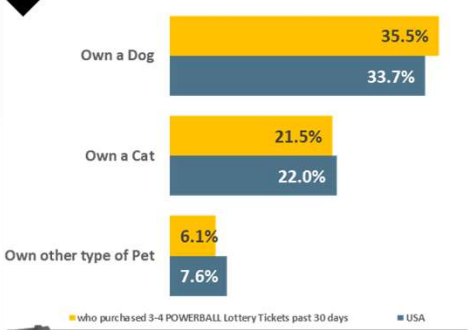
Own/Rent/Other: Adults 18 or older



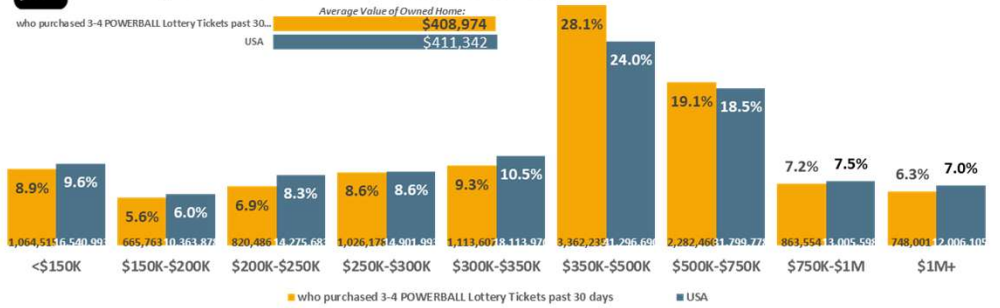
Type of Home: Adults 18 or older



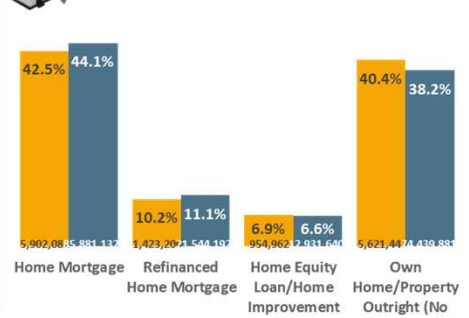
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *11,333*

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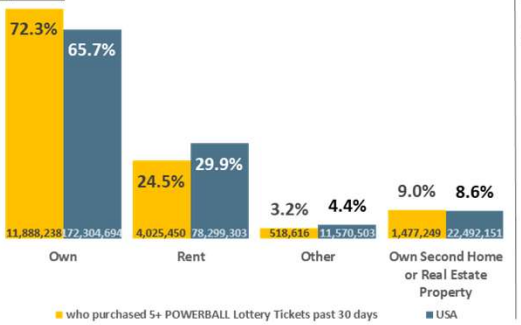
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

No. of times bought Powerball ticket past 30 days: 3 - 4 times

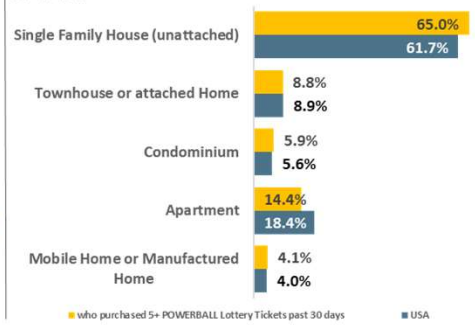


6.3% or 16,432,305 of USA Adults 18 or older purchased 5+ POWERBALL Lottery Tickets past 30 days. Adults 18 or older who purchased 5+ POWERBALL Lottery Tickets past 30 days are 10.1% more likely to own their home, 8.7% more likely to own a lower valued home, 5.4% more likely to have a single-family home, 6.4% more likely to have a dog.

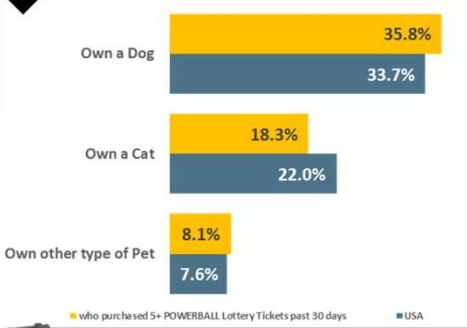
Own/Rent/Other: Adults 18 or older



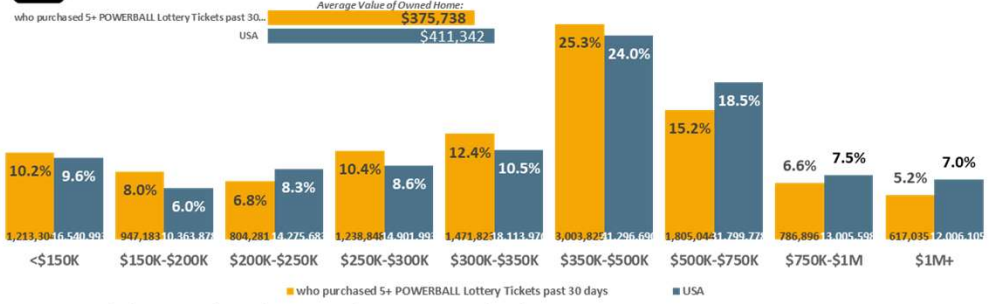
Type of Home: Adults 18 or older



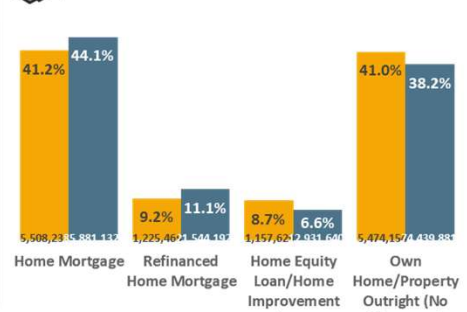
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *11,333*

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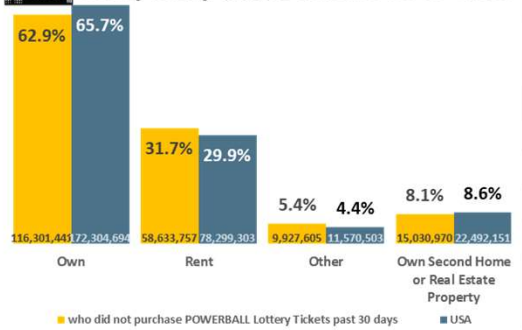
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

No. of times bought Powerball ticket past 30 days: 5 times or more

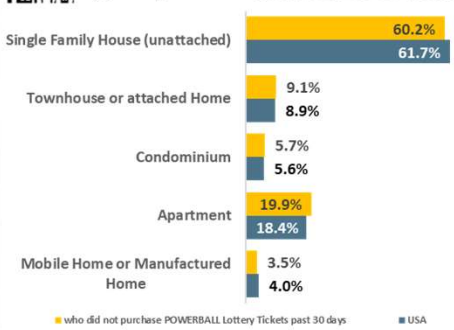


70.5% or 184,862,803 of USA Adults 18 or older did not purchase POWERBALL Lottery Tickets past 30 days. Adults 18 or older who did not purchase POWERBALL Lottery Tickets past 30 days are 4.3% less likely to own their home, 2.7% more likely to own a higher valued home, 2.4% less likely to have a single-family home, 4.8% less likely to have a dog.

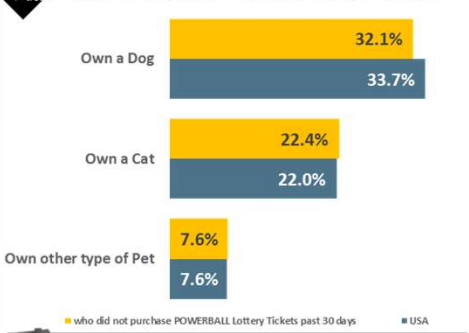
Own/Rent/Other: Adults 18 or older



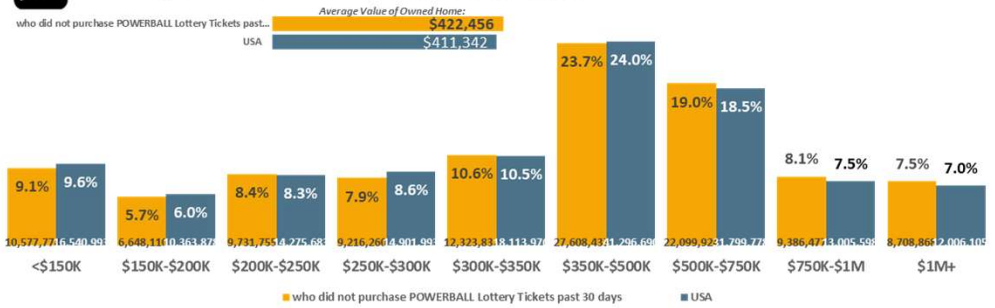
Type of Home: Adults 18 or older



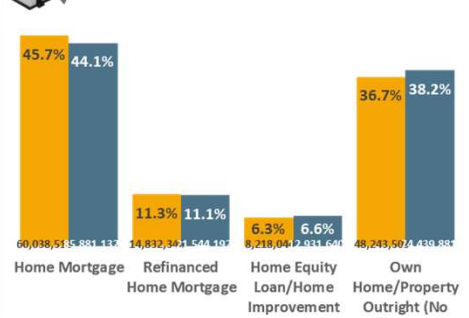
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *11,333*

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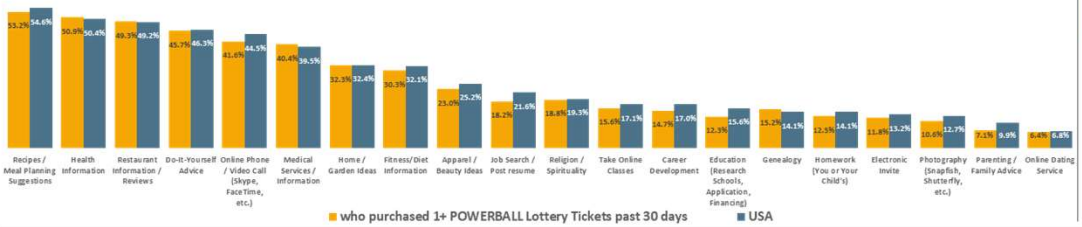
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

No. of times bought Powerball ticket past 30 days: None

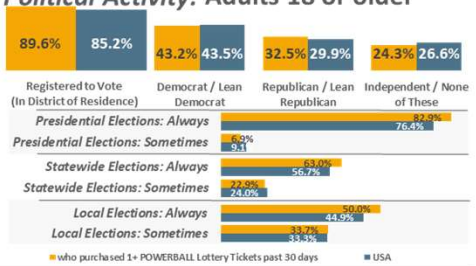


29.5% or 77,311,697 of USA Adults 18 or older purchased 1+ POWERBALL Lottery Tickets past 30 days. Adults 18 or older who purchased 1+ POWERBALL Lottery Tickets past 30 days are 1.4% less likely to look up D-I-Y advice online, 11.5% more likely to always vote in local elections, .3% less likely to belong to a gym, 3.5% more likely to fly domestic past

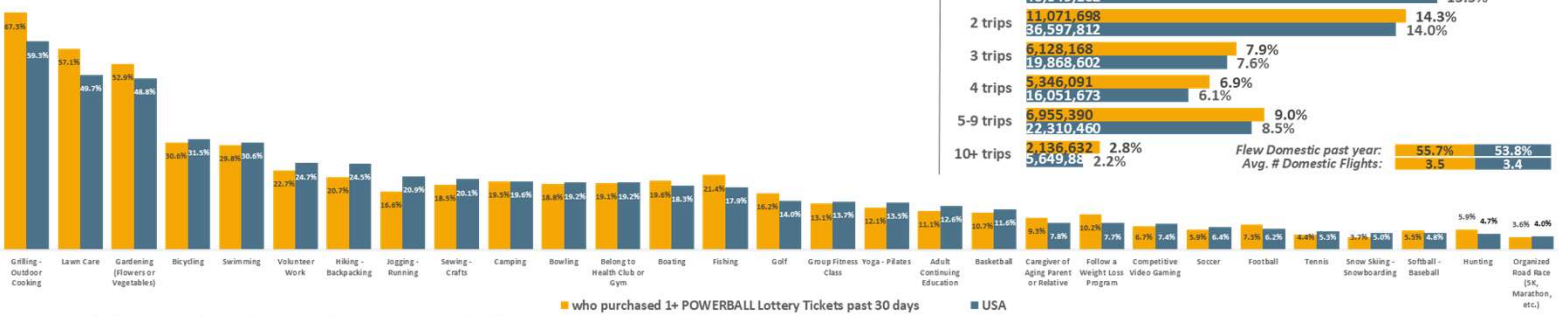
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

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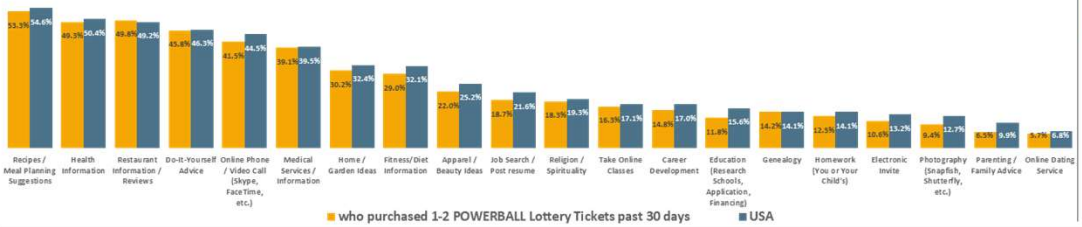
No. of times bought Powerball ticket past 30 days: Any Powerball ticket bought past 30 days

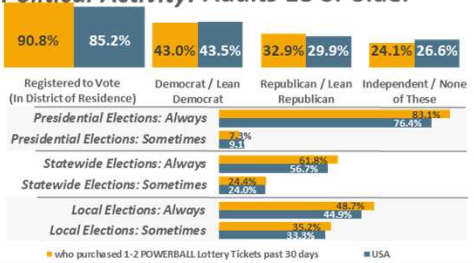


17.% or 44,517,463 of USA Adults 18 or older purchased 1-2 POWERBALL Lottery Tickets past 30 days. Adults 18 or older who purchased 1-2 POWERBALL Lottery Tickets past 30 days are 1.1% less likely to look up D-I-Y advice online, 8.6% more likely to always vote in local elections, 2.3% more likely to belong to a gym, 3.7% more likely to fly domestic past

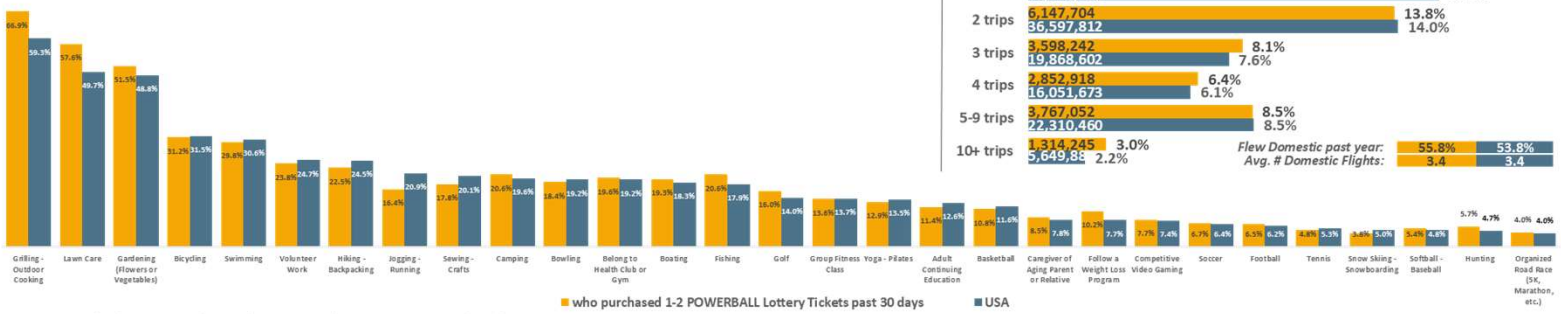
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

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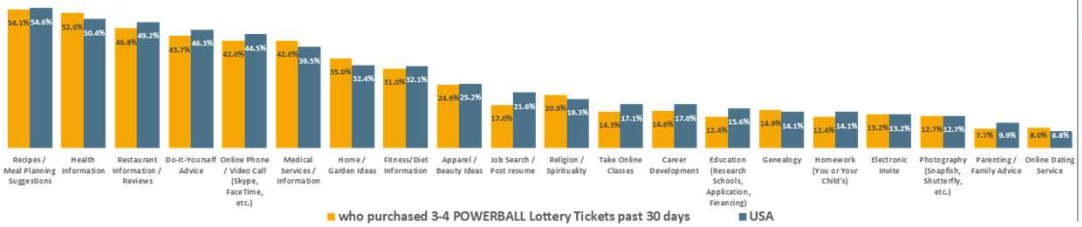
No. of times bought Powerball ticket past 30 days: 1 - 2 times

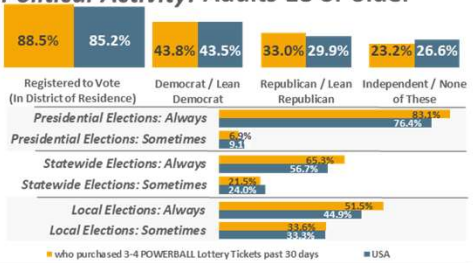


6.2% or 16,361,929 of USA Adults 18 or older purchased 3-4 POWERBALL Lottery Tickets past 30 days. Adults 18 or older who purchased 3-4 POWERBALL Lottery Tickets past 30 days are 5.6% less likely to look up D-I-Y advice online, 14.9% more likely to always vote in local elections, 3.5% more likely to belong to a gym, 10.3% more likely to fly domestic pa

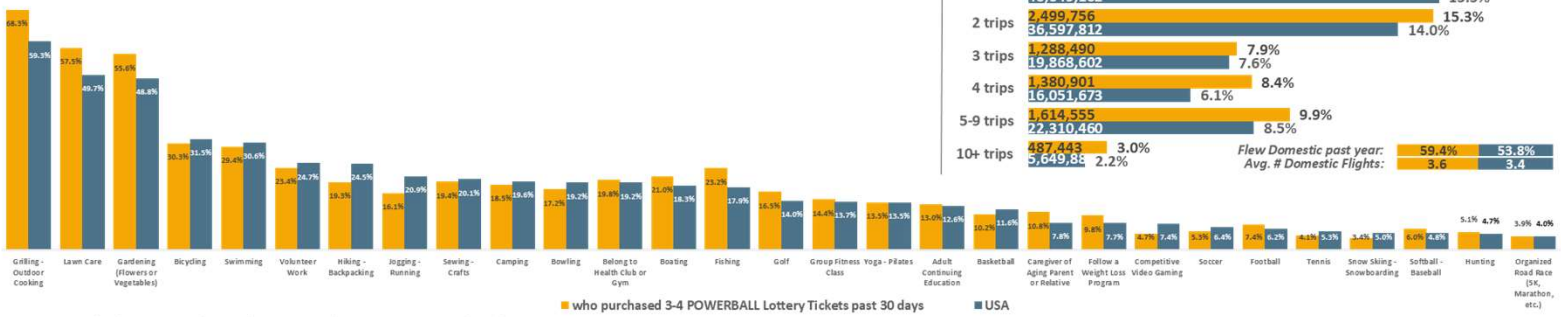
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *11,333*

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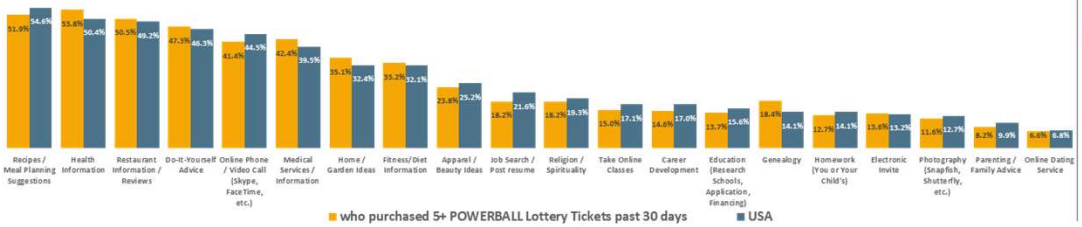
No. of times bought Powerball ticket past 30 days: 3 - 4 times

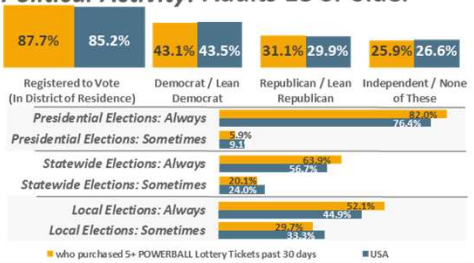


6.3% or 16,432,305 of USA Adults 18 or older purchased 5+ POWERBALL Lottery Tickets past 30 days. Adults 18 or older who purchased 5+ POWERBALL Lottery Tickets past 30 days are 2.2% more likely to look up D-I-Y advice online, 16.1% more likely to always vote in local elections, 11.1% less likely to belong to a gym, 3.8% less likely to fly domestic pas

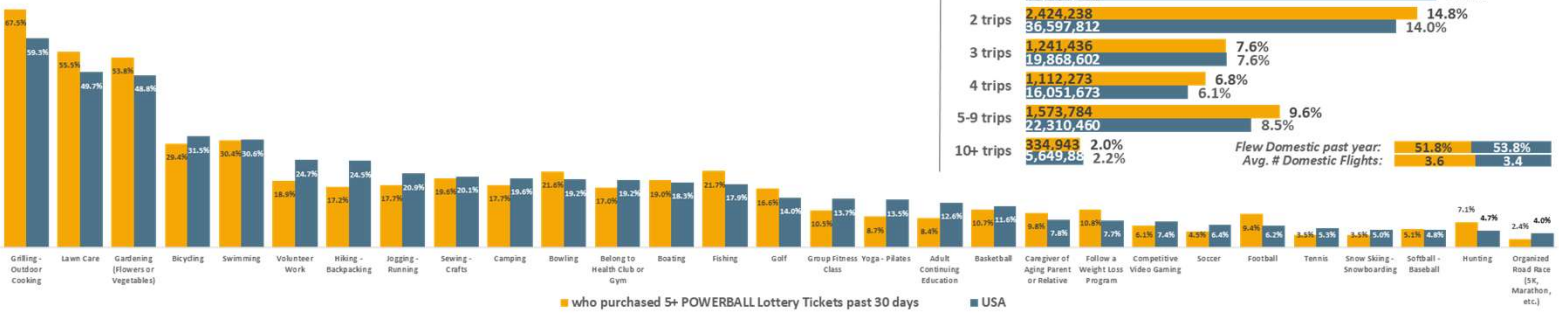
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *11,333*

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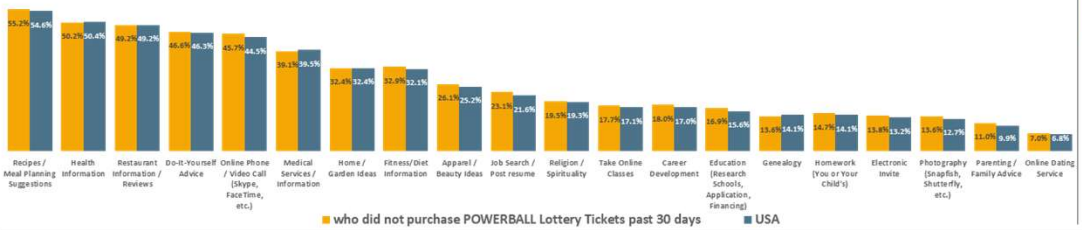
No. of times bought Powerball ticket past 30 days: 5 times or more

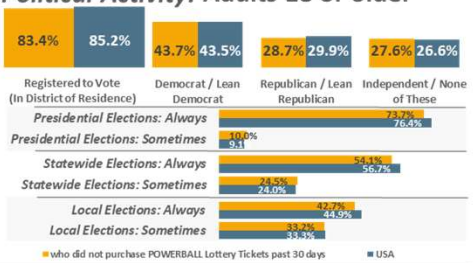


70.5% or 184,862,803 of USA Adults 18 or older did not purchase POWERBALL Lottery Tickets past 30 days. Adults 18 or older who did not purchase POWERBALL Lottery Tickets past 30 days are .6% more likely to look up D-I-Y advice online, 4.8% less likely to always vote in local elections, .1% more likely to belong to a gym, 1.5% less likely to fly domestic pas

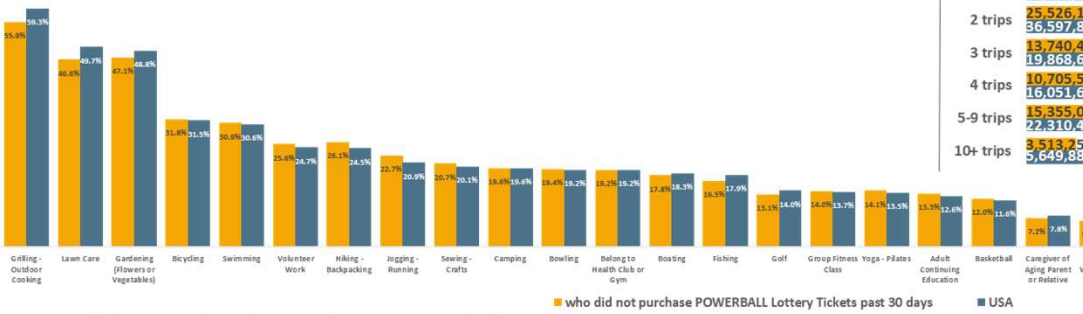
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



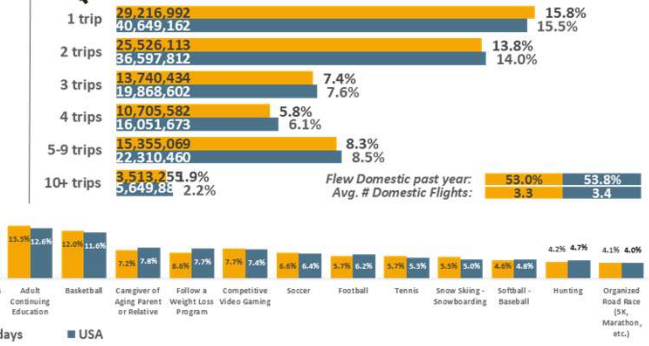
Political Activity: Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333

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No. of times bought Powerball ticket past 30 days: None



29.5% or 77,311,697 of USA Adults 18 or older purchased 1+ POWERBALL Lottery Tickets past 30 days. Adults 18 or older who purchased 1+ POWERBALL Lottery Tickets past 30 days are 4.% more likely to use QSRs past mo., 8.5% more likely to use Sit-Down Restaurants past mo., 45.5% more likely to use Casinos past yr., 13.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 92.2% 88.7% — 71,307,13 6 — 232,489,8 36

Avg. Monthly QSR Meals: 7.1 — 6.4

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



Total Monthly Sit-Down Restaurant Users: 82.5% 76.1% — 63,789,01 1 — 199,395,8 12

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

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

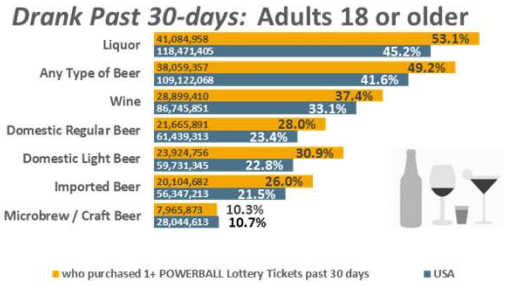


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who purchased 1+ POWERBALL Lottery Tickets past 30... 13,152,68 0 — 17.0%

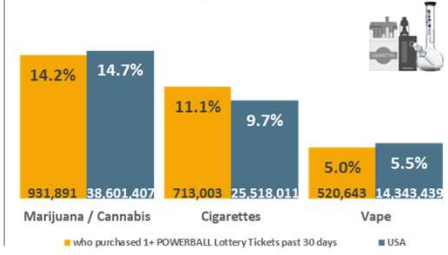
USA 45,056,36 1 — 17.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older

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No. of times bought Powerball ticket past 30 days: Any Powerball ticket bought past 30 days



17.% or 44,517,463 of USA Adults 18 or older purchased 1-2 POWERBALL Lottery Tickets past 30 days. Adults 18 or older who purchased 1-2 POWERBALL Lottery Tickets past 30 days are 4.4% more likely to use QSRs past mo., 6.7% more likely to use Sit-Down Restaurants past mo., 34.3% more likely to use Casinos past yr., 2.8% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 92.5% 41,200,762 | 88.7% 232,489,836

Avg. Monthly QSR Meals: 6.8 | 6.4

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



Total Monthly Sit-Down Restaurant Users: 81.1% 36,112,940 | 76.1% 199,395,8

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

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who purchased 1-2 POWERBALL Lottery Tickets past 30... 7,229,241 16.2%

USA 17.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



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No. of times bought Powerball ticket past 30 days: 1 - 2 times



6.2% or 16,361,929 of USA Adults 18 or older purchased 3-4 POWERBALL Lottery Tickets past 30 days. Adults 18 or older who purchased 3-4 POWERBALL Lottery Tickets past 30 days are 3.6% more likely to use QSRs past mo., 10.5% more likely to use Sit-Down Restaurants past mo., 56.% more likely to use Casinos past yr., 16.6% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

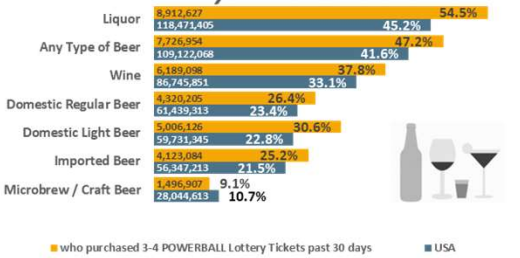
(Sit-Down Restaurants Used Past 30-days)



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

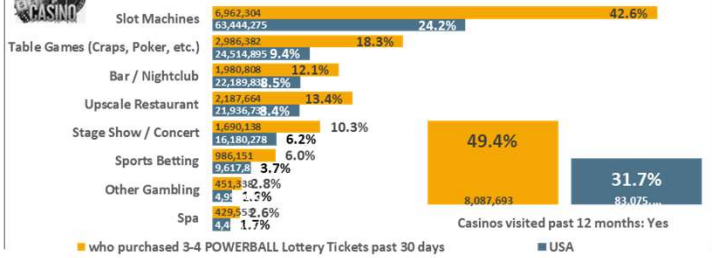


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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No. of times bought Powerball ticket past 30 days: 3 - 4 times



6.3% or 16,432,305 of USA Adults 18 or older purchased 5+ POWERBALL Lottery Tickets past 30 days. Adults 18 or older who purchased 5+ POWERBALL Lottery Tickets past 30 days are 3.5% more likely to use QSRs past mo., 11.5% more likely to use Sit-Down Restaurants past mo., 65.4% more likely to use Casinos past yr., 41.% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

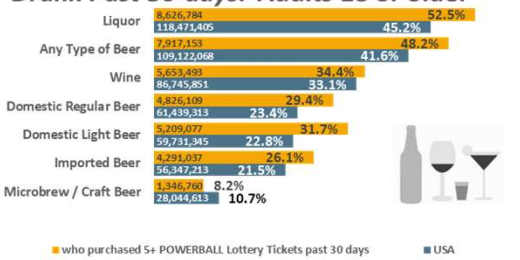
(Sit-Down Restaurants Used Past 30-days)



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

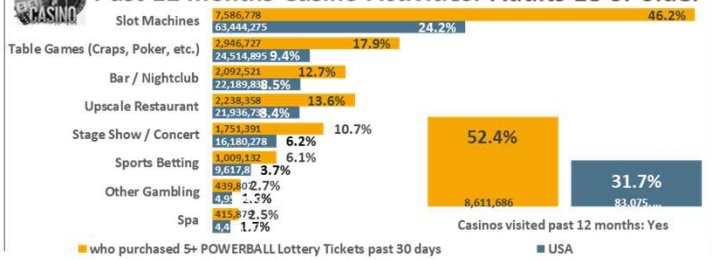


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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No. of times bought Powerball ticket past 30 days: 5 times or more



70.5% or 184,862,803 of USA Adults 18 or older did not purchase POWERBALL Lottery Tickets past 30 days. Adults 18 or older who did not purchase POWERBALL Lottery Tickets past 30 days are 1.7% less likely to use QSRs past mo., 3.5% less likely to use Sit-Down Restaurants past mo., 19.% less likely to use Casinos past yr., 5.8% less likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

87.2% 88.7%

161,182,699 232,489,836

Avg. Monthly QSR Meals:

6.1 6.4

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



Total Monthly Sit-Down Restaurant Users:

73.4% 76.1%

135,606,807 199,395,813

Avg. Monthly Sit-Down Restaurant Meals:

3.8 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who did not purchase POWERBALL Lottery Tickets past... 17.6%

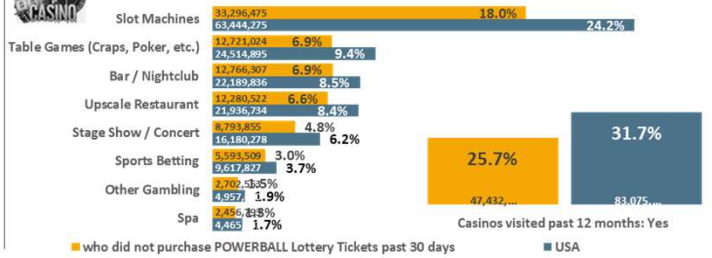
USA 17.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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No. of times bought Powerball ticket past 30 days: None

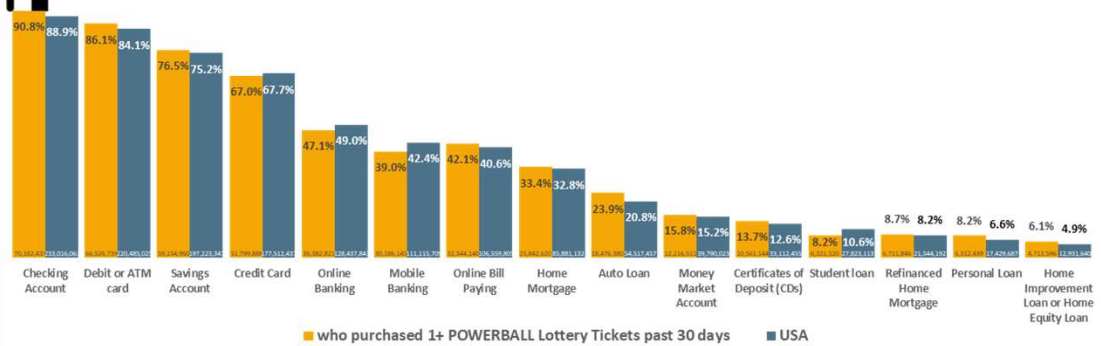


29.5% or 77,311,697 of USA Adults 18 or older purchased 1+ POWERBALL Lottery Tickets past 30 days. Adults 18 or older who purchased 1+ POWERBALL Lottery Tickets past 30 days are 2.9% more likely to have a 401K, 14.9% more likely to have an Auto Loan, 4.5% less likely to Invest/Trade Stocks Online, 10.1% more likely to pay with their Debit Card.

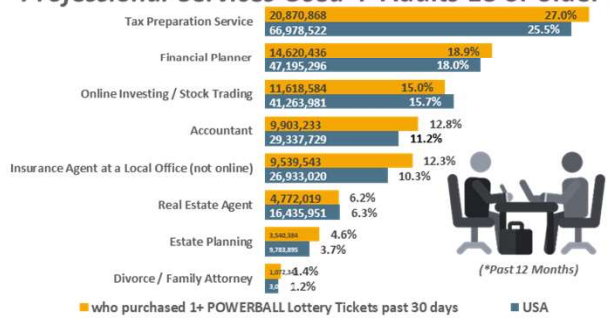
Investments Owned: Adults 18 or older



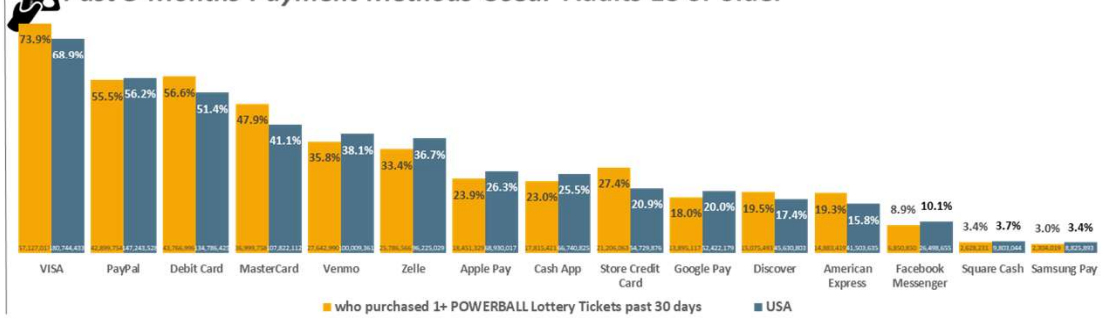
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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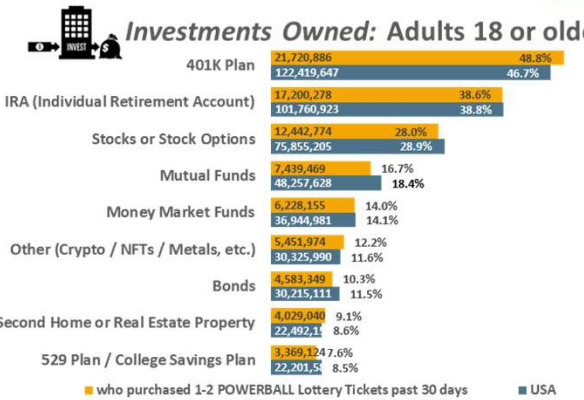
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

No. of times bought Powerball ticket past 30 days: Any Powerball ticket bought past 30 days

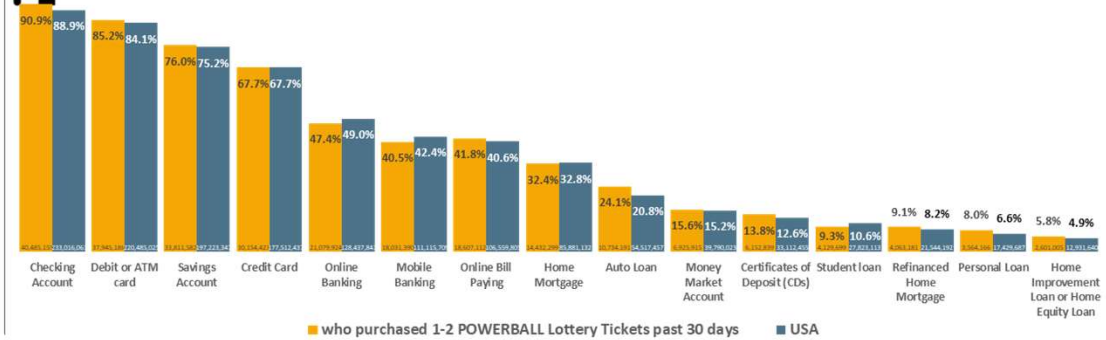


17.% or 44,517,463 of USA Adults 18 or older purchased 1-2 POWERBALL Lottery Tickets past 30 days. Adults 18 or older who purchased 1-2 POWERBALL Lottery Tickets past 30 days are 4.5% more likely to have a 401K, 16.% more likely to have an Auto Loan, .9% more likely to Invest/Trade Stocks Online, 5.3% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



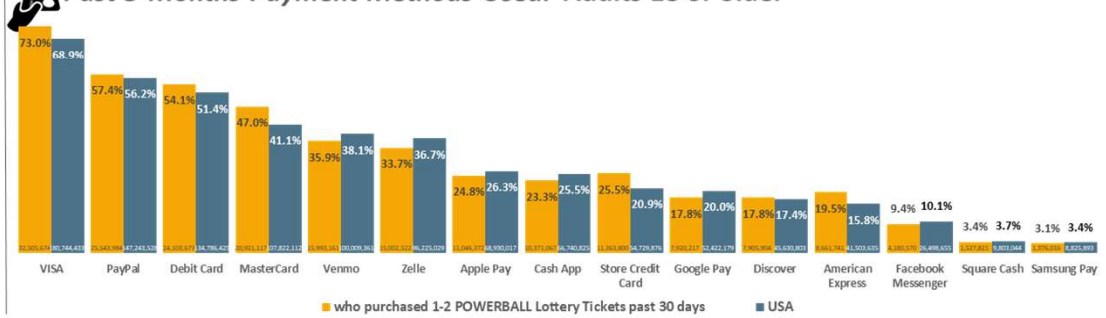
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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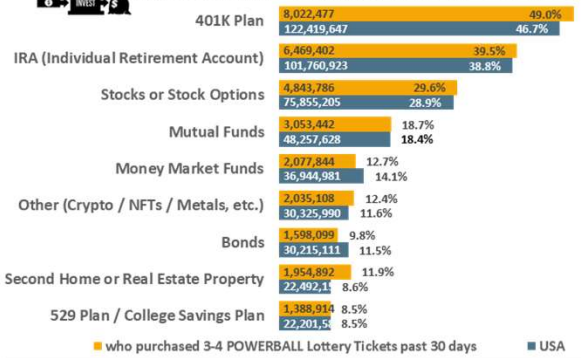
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

No. of times bought Powerball ticket past 30 days: 1 - 2 times

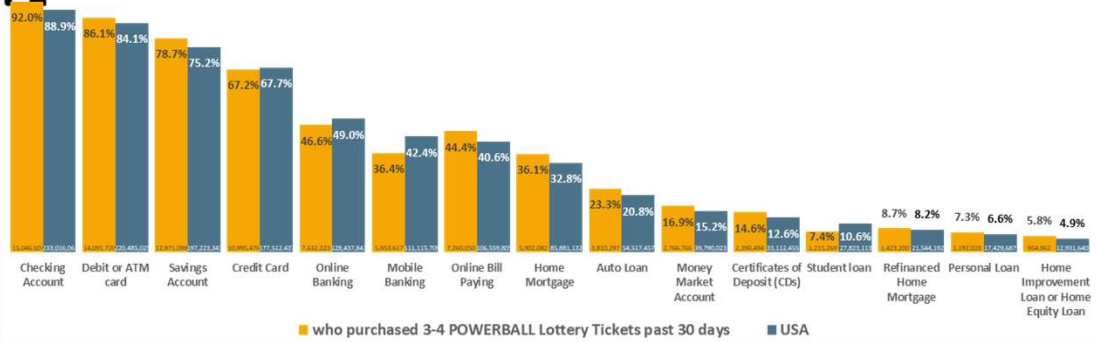


6.2% or 16,361,929 of USA Adults 18 or older purchased 3-4 POWERBALL Lottery Tickets past 30 days. Adults 18 or older who purchased 3-4 POWERBALL Lottery Tickets past 30 days are 5.% more likely to have a 401K, 12.% more likely to have an Auto Loan, 8.8% less likely to Invest/Trade Stocks Online, 12.9% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

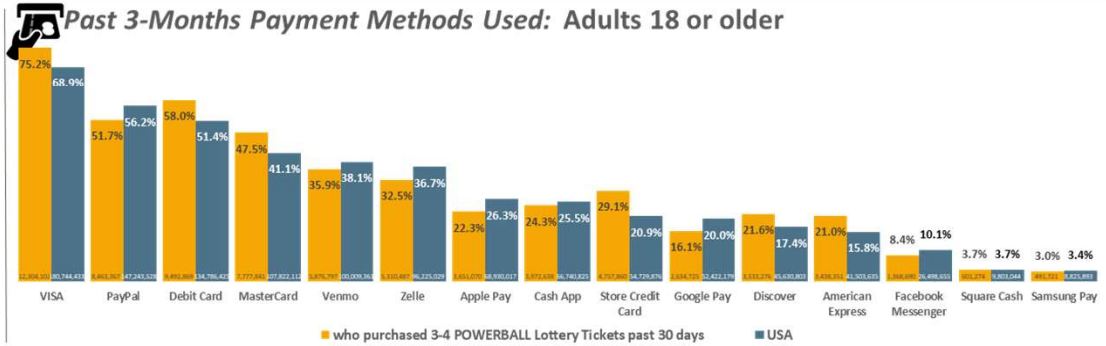


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



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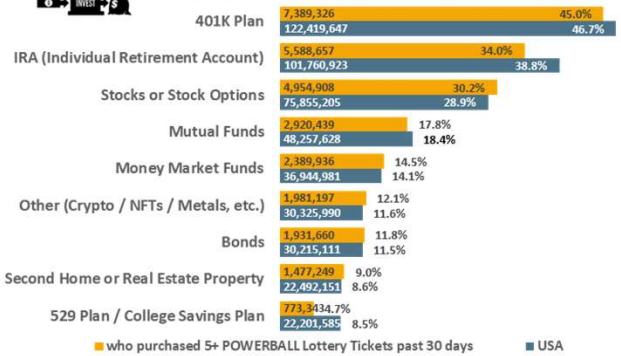
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

No. of times bought Powerball ticket past 30 days: 3 - 4 times

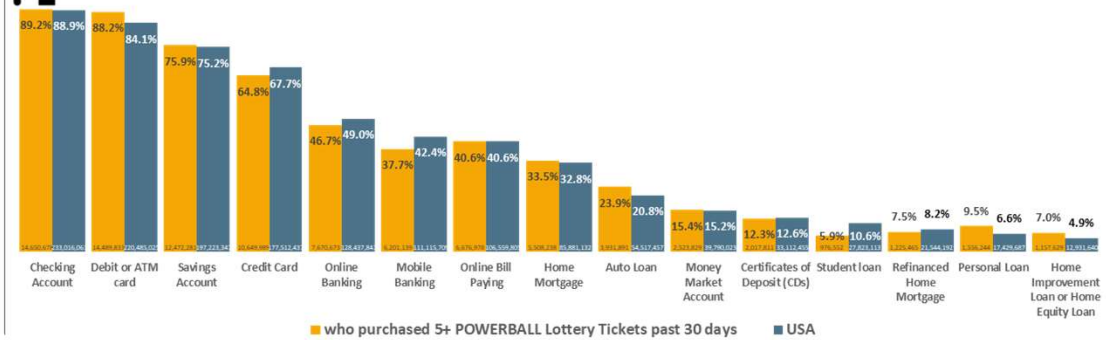


6.3% or 16,432,305 of USA Adults 18 or older purchased 5+ POWERBALL Lottery Tickets past 30 days. Adults 18 or older who purchased 5+ POWERBALL Lottery Tickets past 30 days are 3.7% less likely to have a 401K, 15.1% more likely to have an Auto Loan, 15.% less likely to Invest/Trade Stocks Online, 20.4% more likely to pay with their Debit Card.

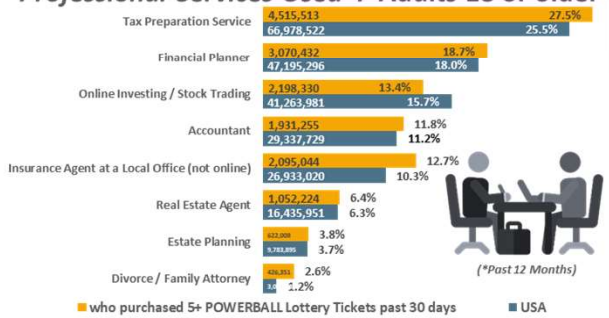
Investments Owned: Adults 18 or older



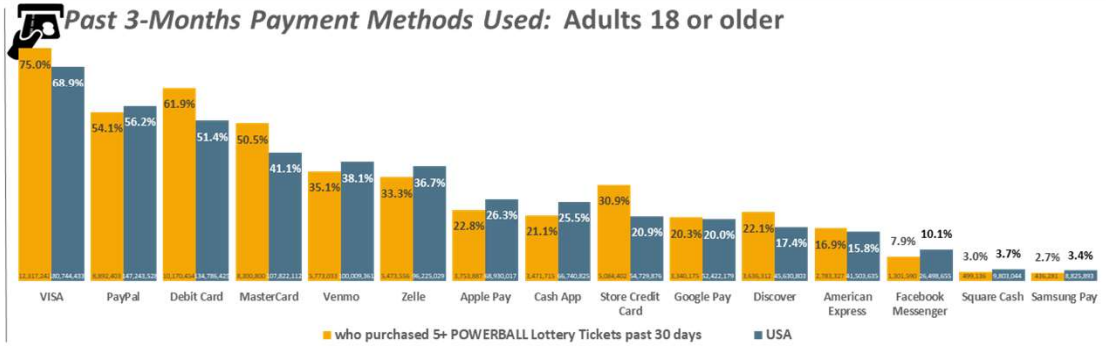
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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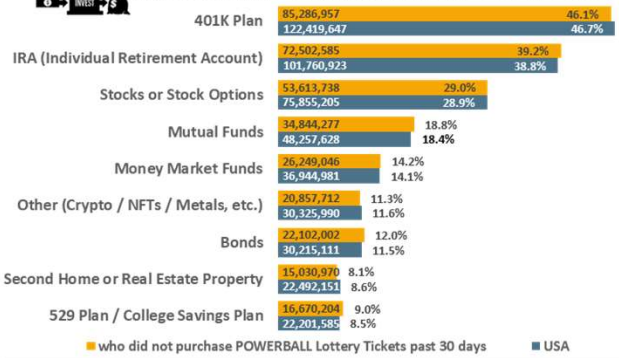
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

No. of times bought Powerball ticket past 30 days: 5 times or more

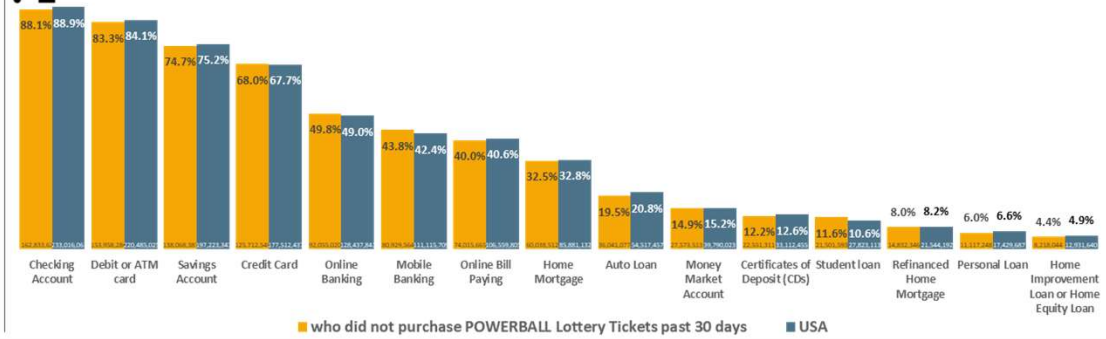


70.5% or 184,862,803 of USA Adults 18 or older did not purchase POWERBALL Lottery Tickets past 30 days. Adults 18 or older who did not purchase POWERBALL Lottery Tickets past 30 days are 1.2% less likely to have a 401K, 6.2% less likely to have an Auto Loan, 1.9% more likely to Invest/Trade Stocks Online, 4.2% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



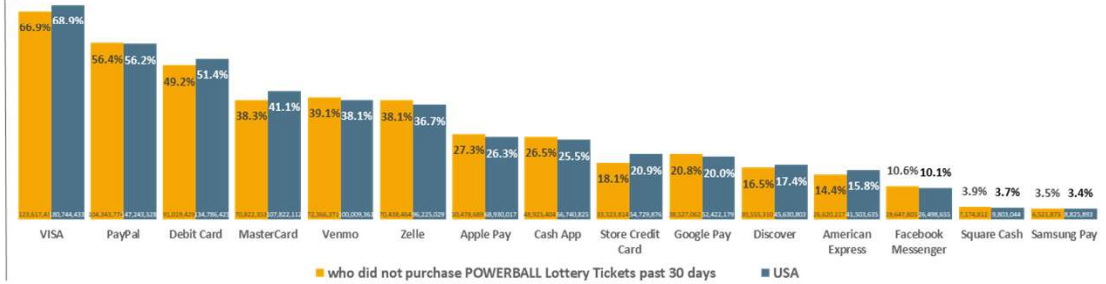
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333

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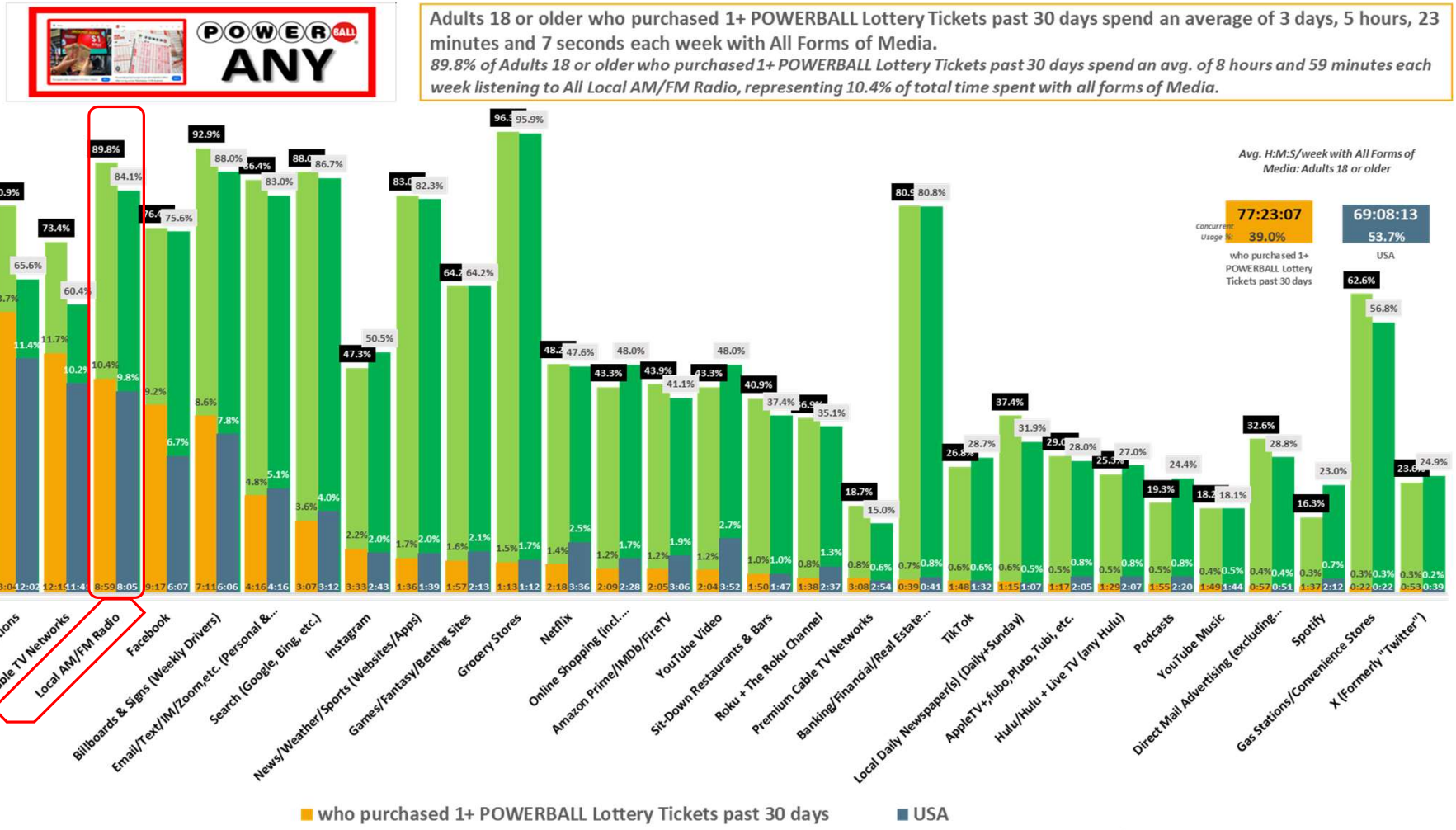
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

No. of times bought Powerball ticket past 30 days: None



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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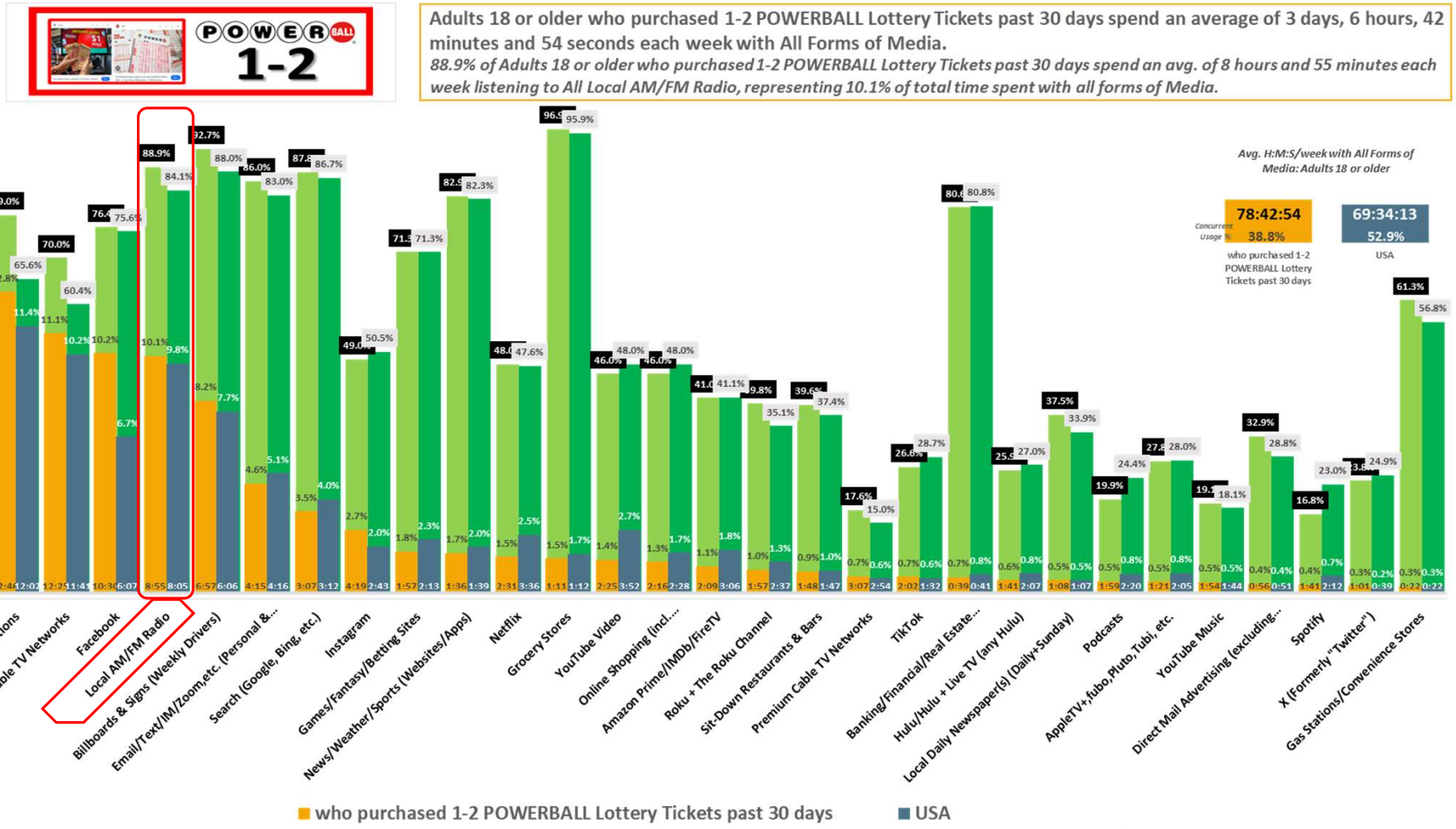
No. of times bought Powerball ticket past 30 days: Any Powerball ticket bought past 30 days



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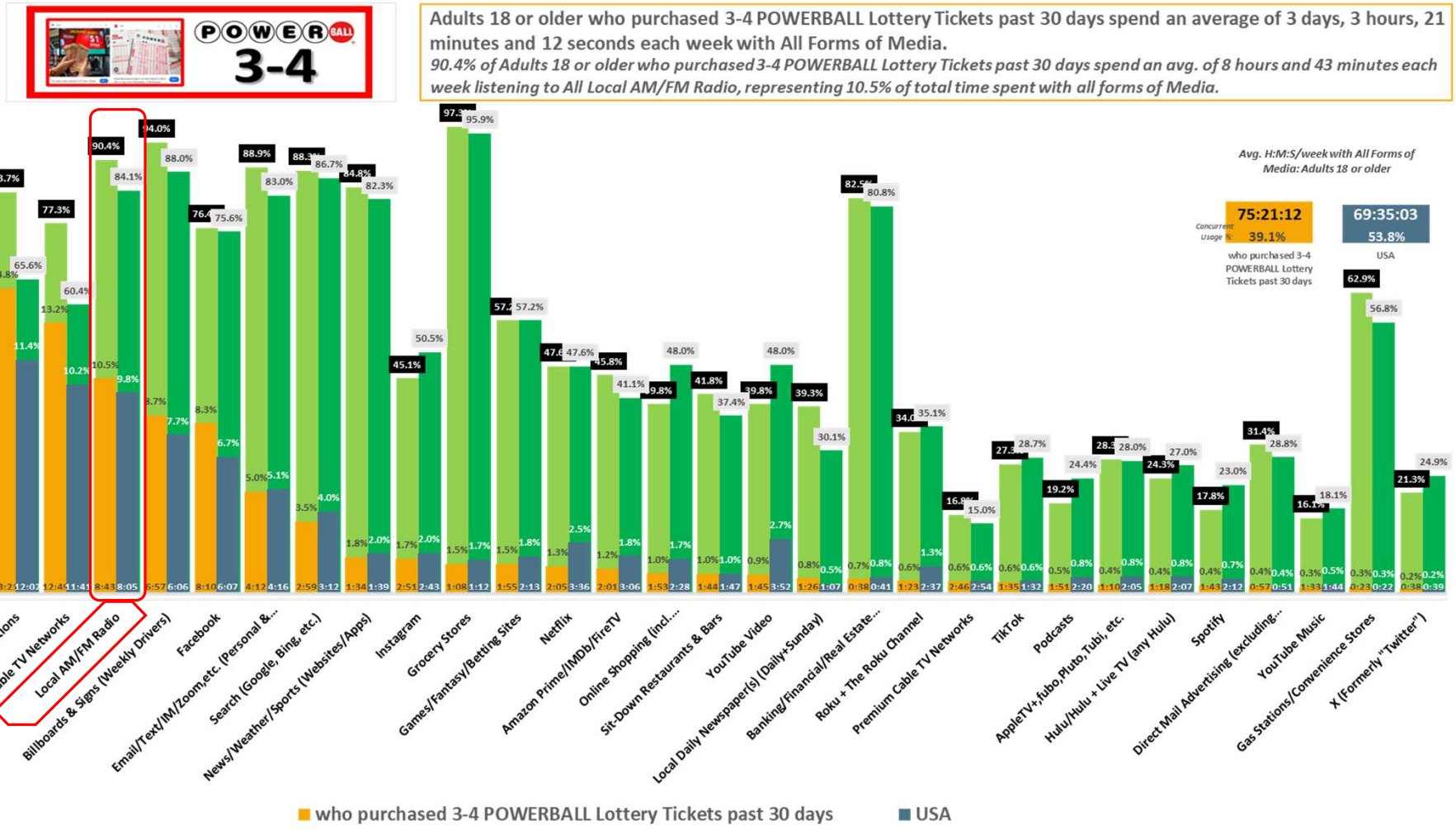
No. of times bought Powerball ticket past 30 days: 1 - 2 times



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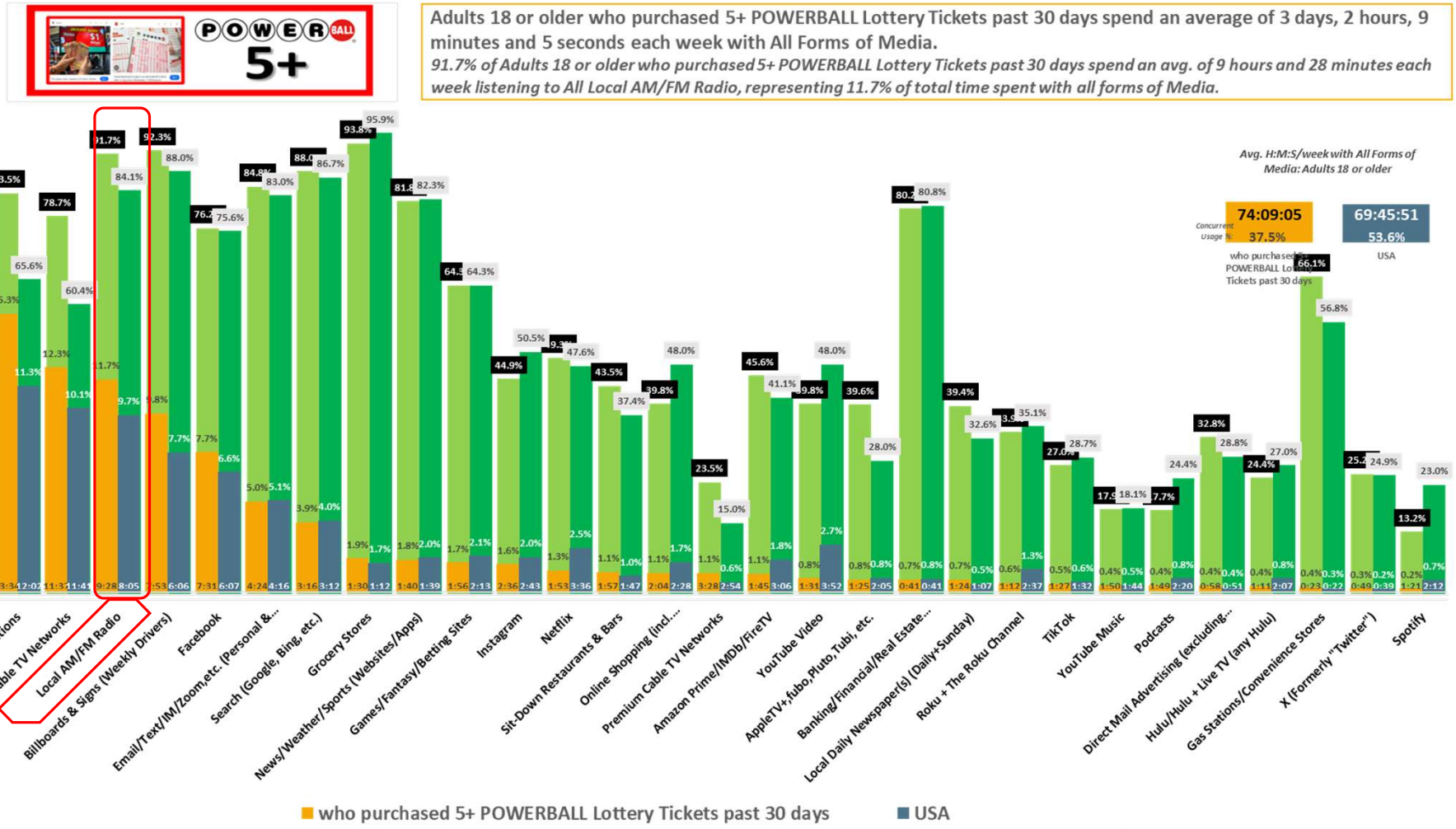
No. of times bought Powerball ticket past 30 days: 3 - 4 times



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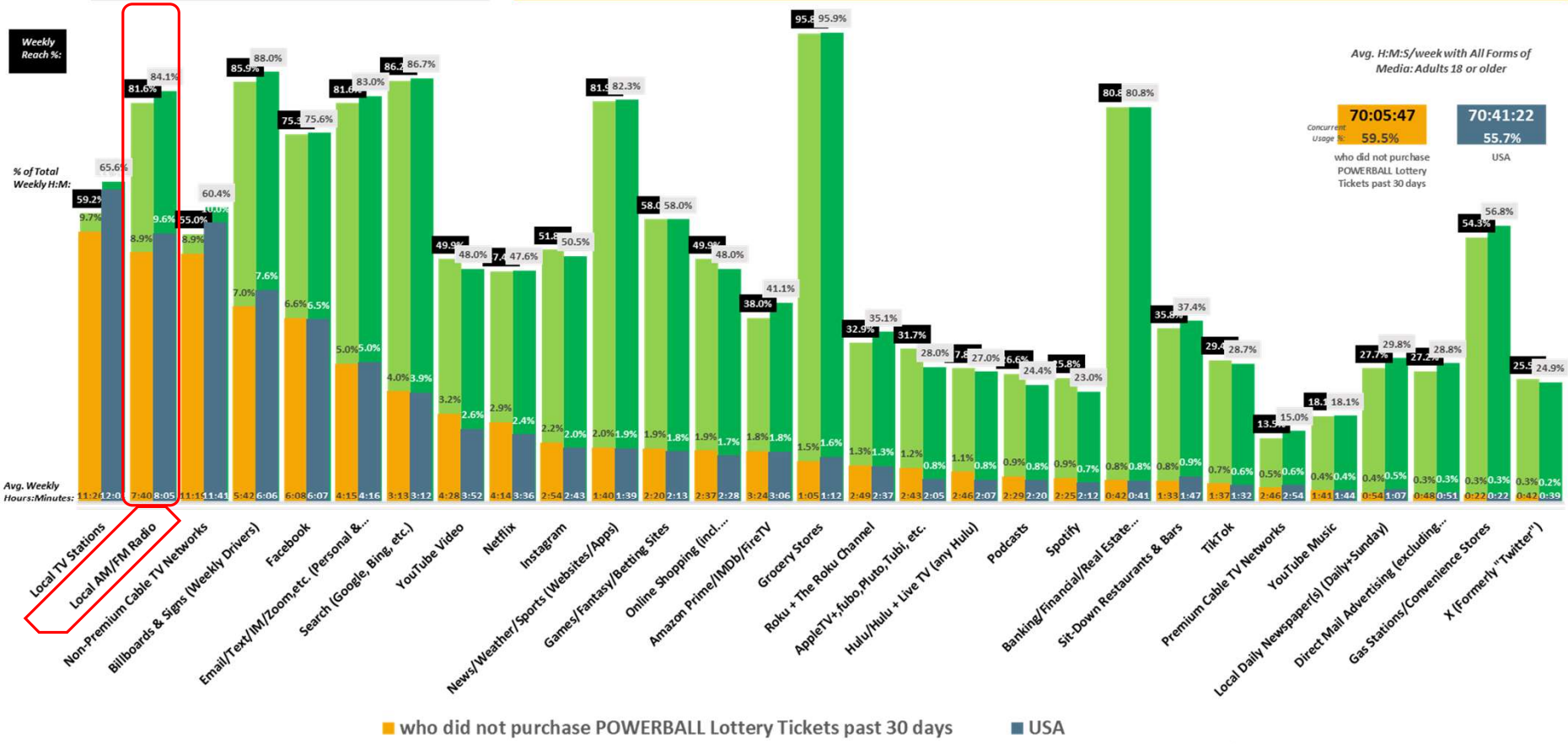
No. of times bought Powerball ticket past 30 days: 5 times or more



Adults 18 or older who did not purchase POWERBALL Lottery Tickets past 30 days spend an average of 2 days, 22 hours, 5 minutes and 47 seconds each week with All Forms of Media.

81.6% of Adults 18 or older who did not purchase POWERBALL Lottery Tickets past 30 days spend an avg. of 7 hours and 40 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.



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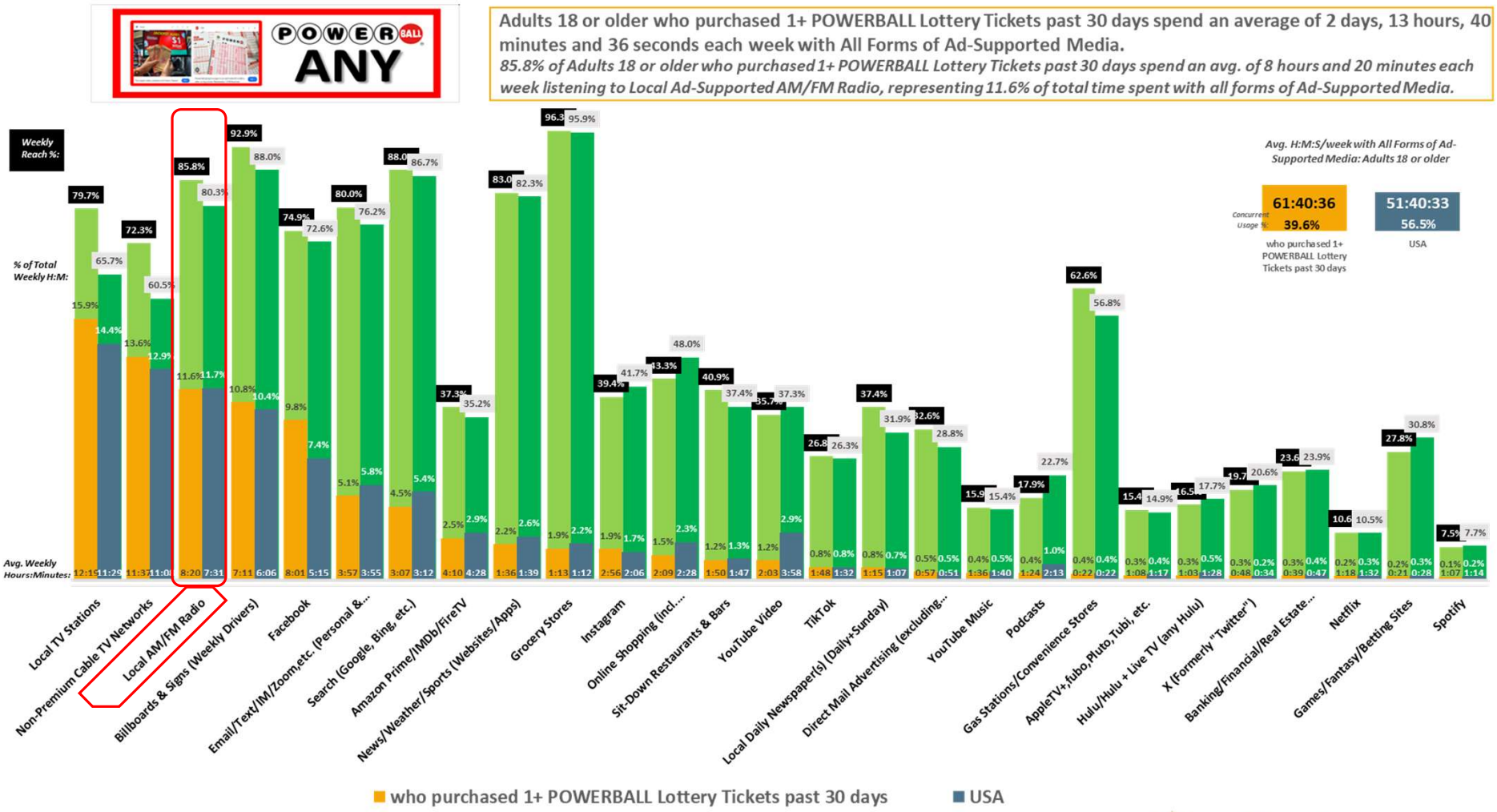
No. of times bought Powerball ticket past 30 days: None



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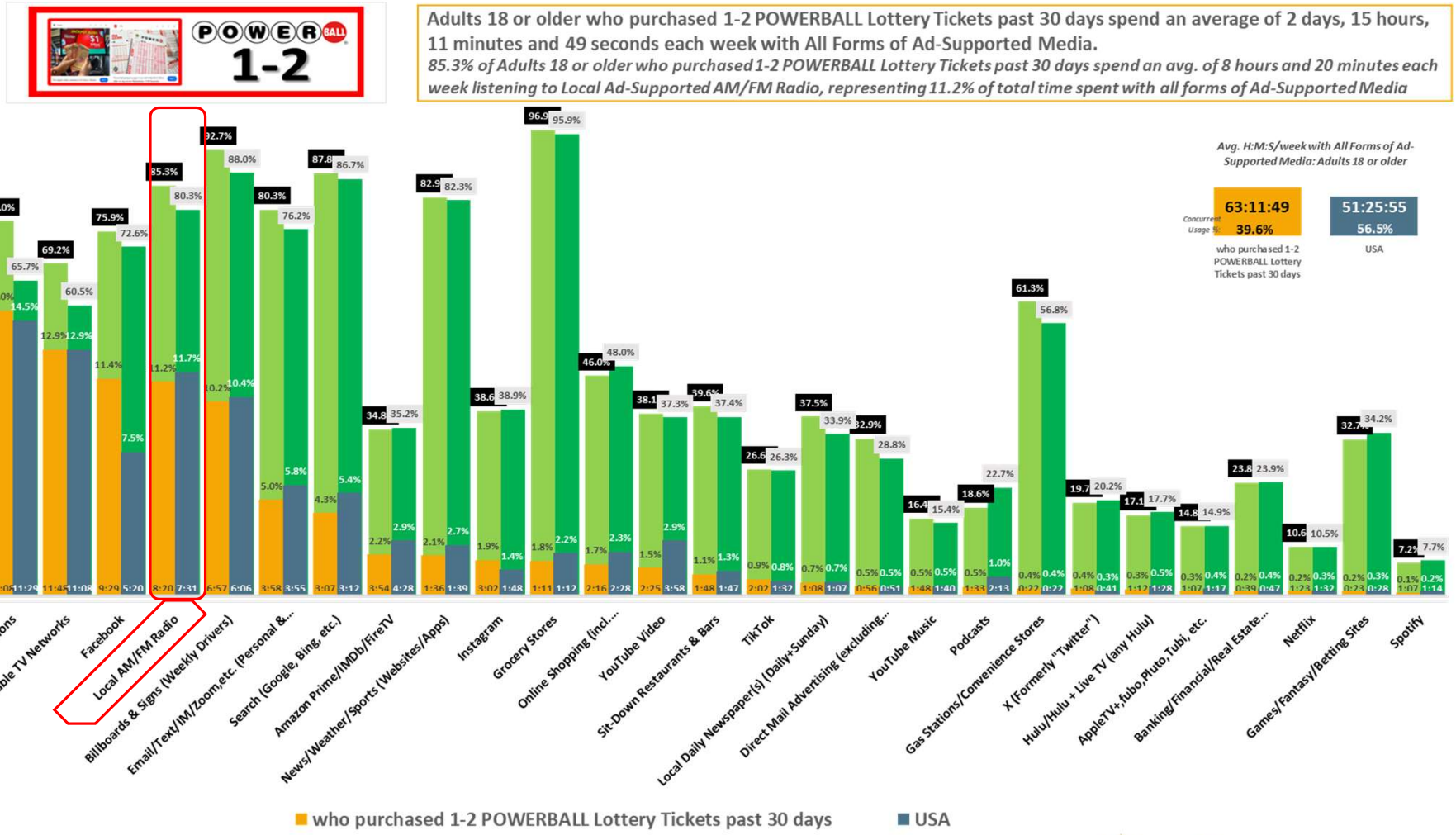
No. of times bought Powerball ticket past 30 days: Any Powerball ticket bought past 30 days



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333 USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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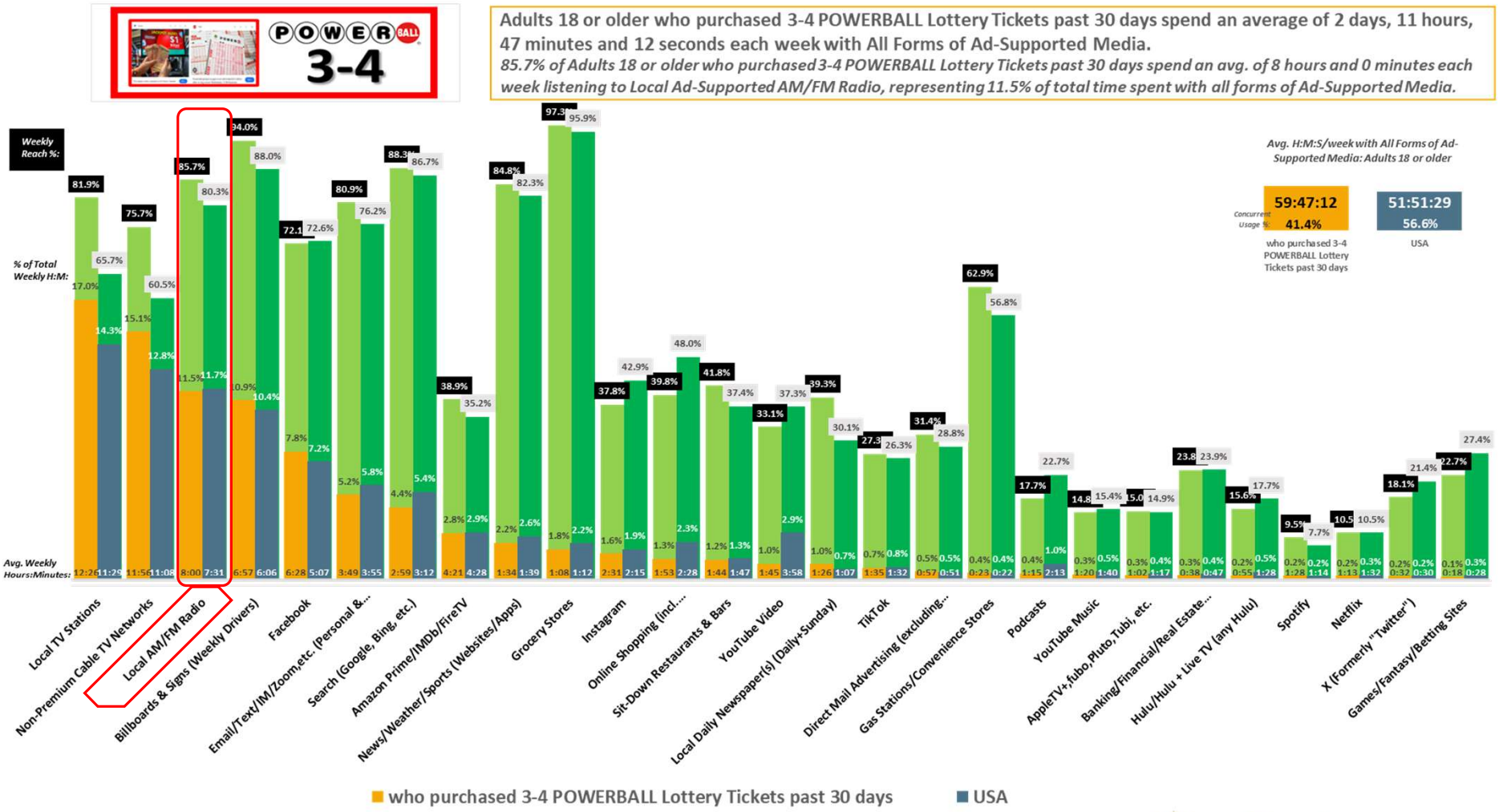
No. of times bought Powerball ticket past 30 days: 1 - 2 times



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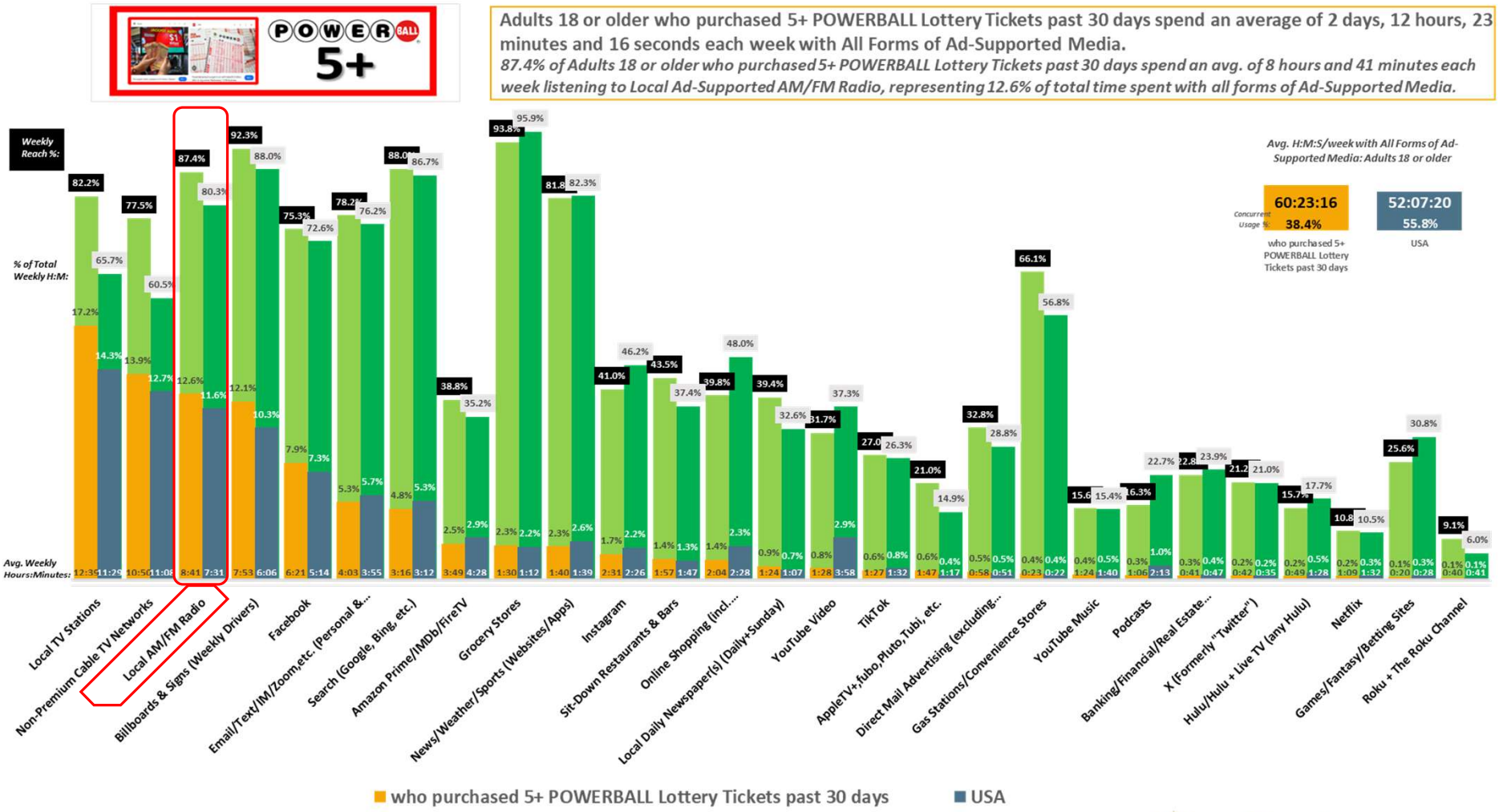
No. of times bought Powerball ticket past 30 days: 3 - 4 times



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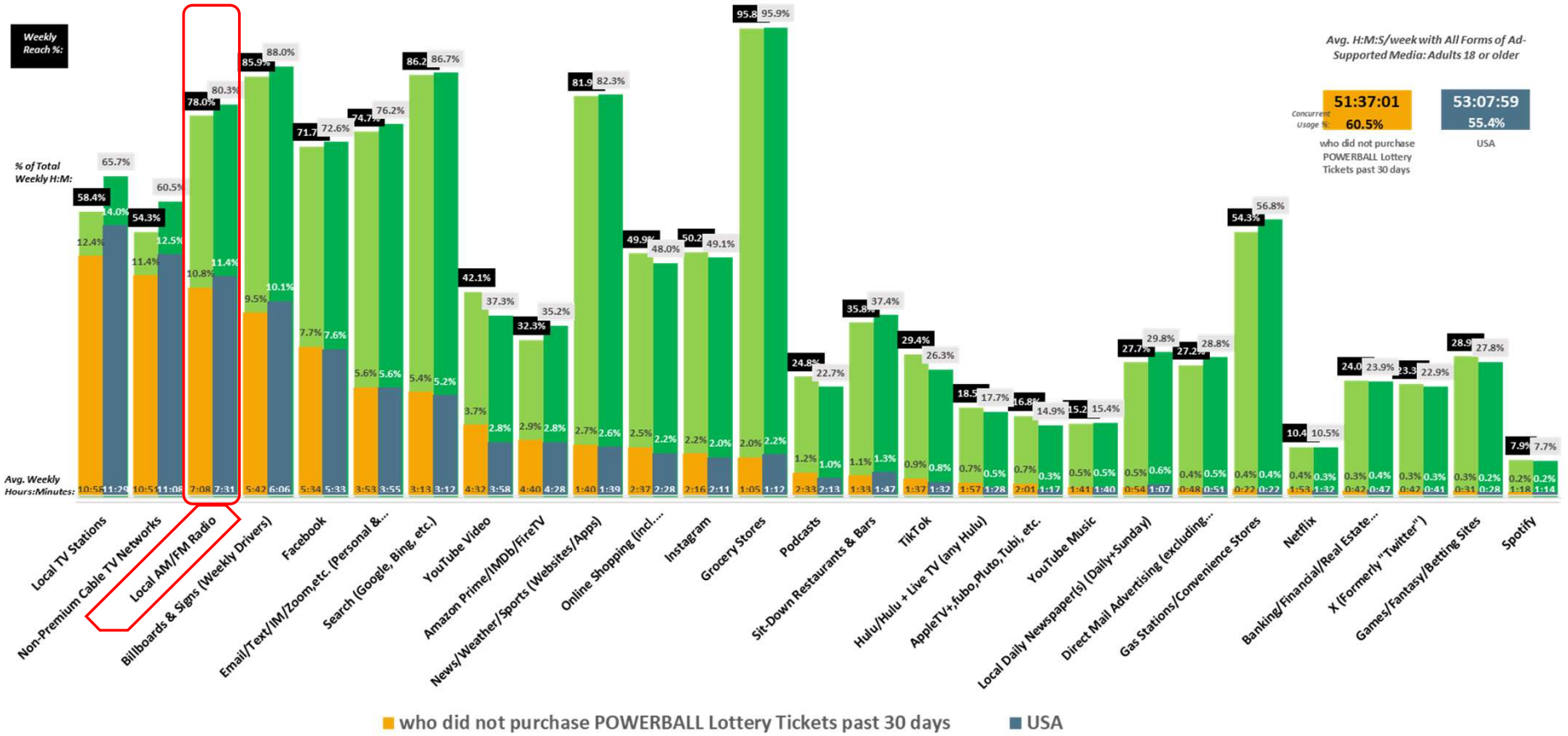
No. of times bought Powerball ticket past 30 days: 5 times or more



Adults 18 or older who did not purchase POWERBALL Lottery Tickets past 30 days spend an average of 2 days, 3 hours, 37 minutes and 1 seconds each week with All Forms of Ad-Supported Media.

78.% of Adults 18 or older who did not purchase POWERBALL Lottery Tickets past 30 days spend an avg. of 7 hours and 8 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supported Medi



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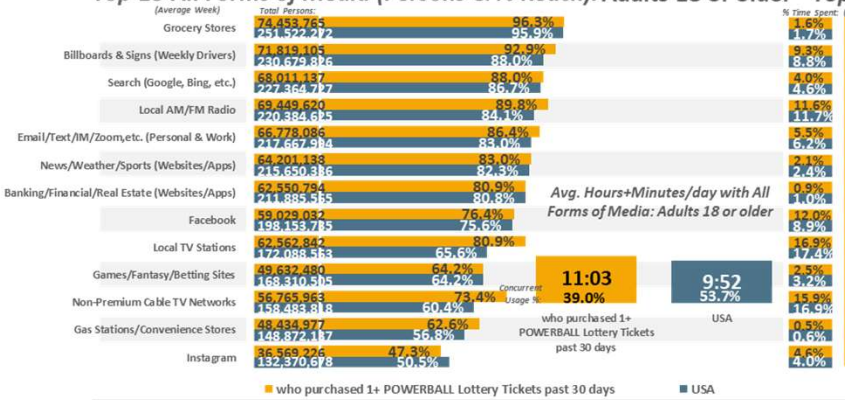
No. of times bought Powerball ticket past 30 days: None

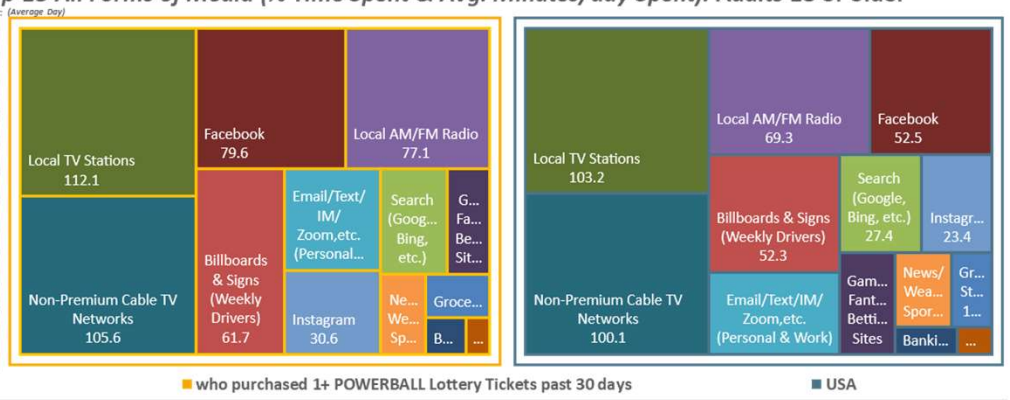


Adults 18 or older who purchased 1+ POWERBALL Lottery Tickets past 30 days spend an average of 8 hours and 48 minutes each day with All Forms of Ad-Supported Media. 85.8% listen to Local AM/FM Radio for an avg. of 71.5 minutes/day. *(Local Radio delivers 11.6% of Time with Ad-Supported Media.)*

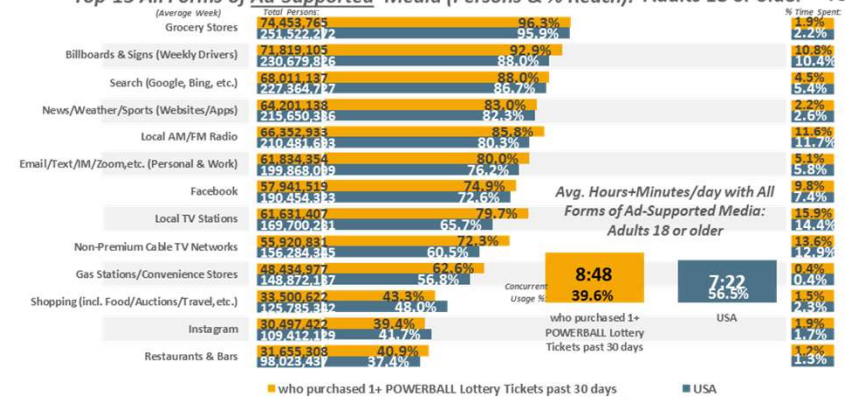
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



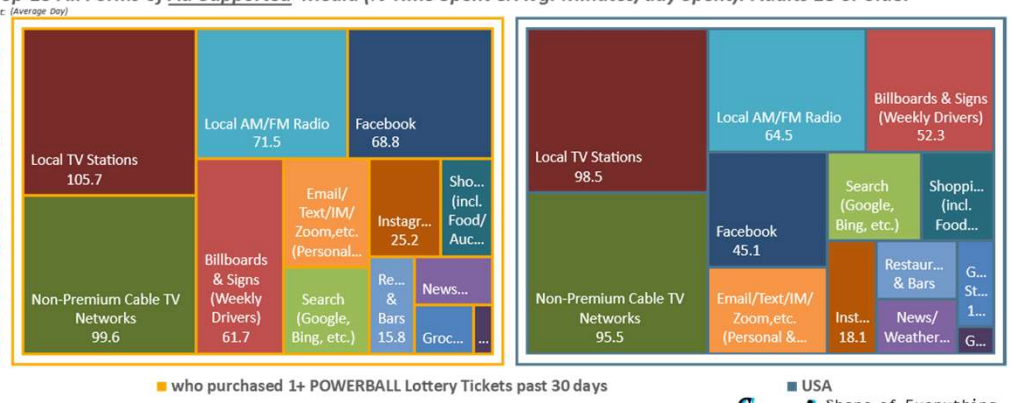
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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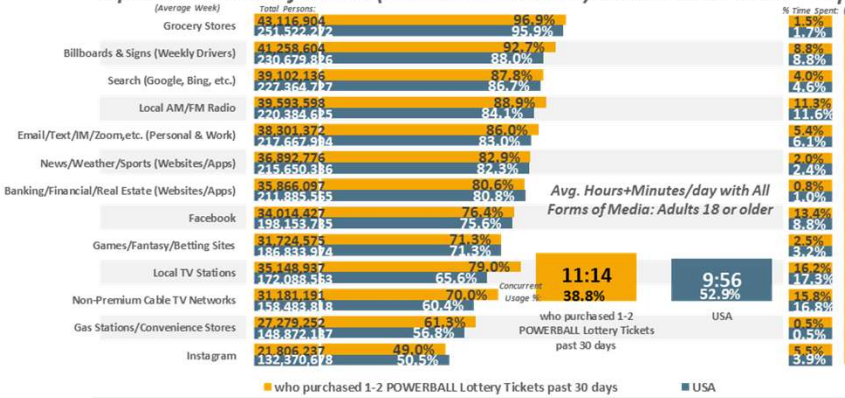
No. of times bought Powerball ticket past 30 days: Any Powerball ticket bought past 30 days

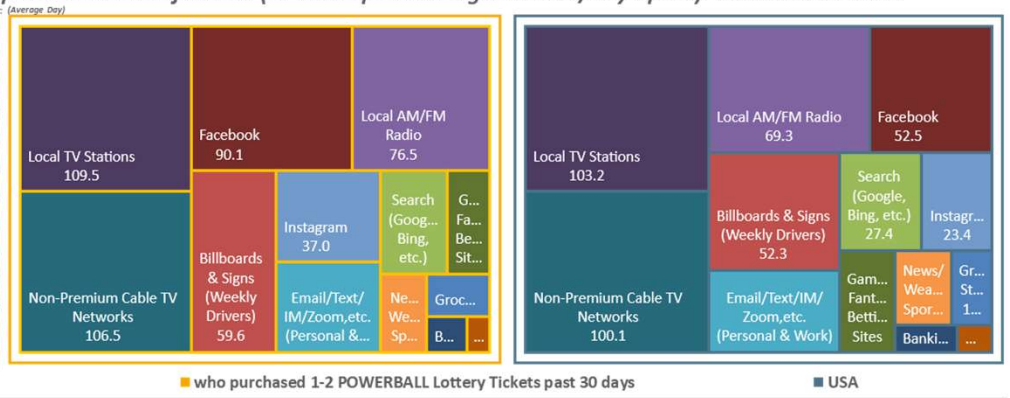


Adults 18 or older who purchased 1-2 POWERBALL Lottery Tickets past 30 days spend an average of 9 hours and 1 minutes each day with All Forms of Ad-Supported Media. 85.3% listen to Local AM/FM Radio for an avg. of 71.5 minutes/day. *(Local Radio delivers 11.2% of Time with Ad-Supported Media.)*

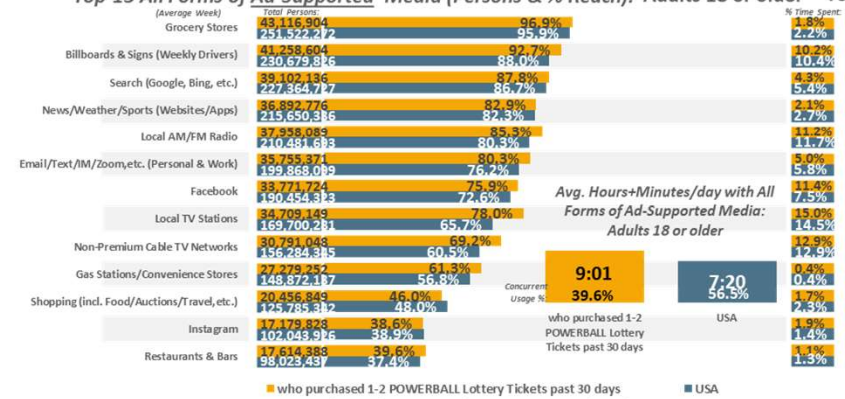
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



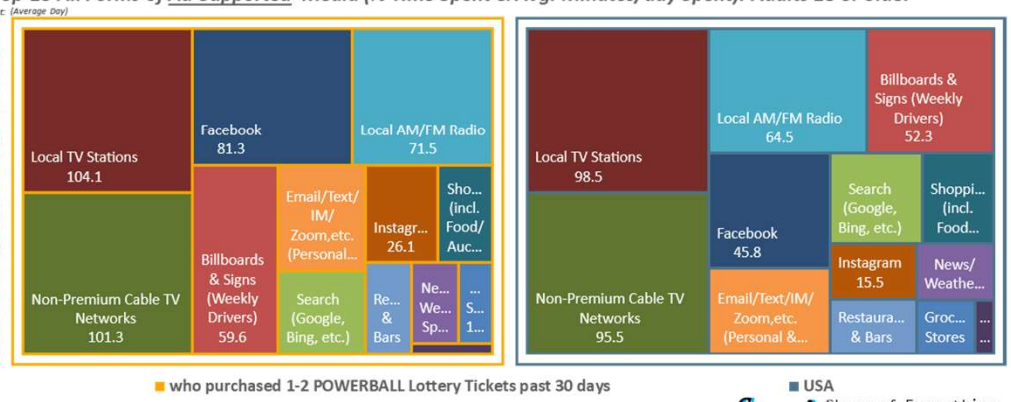
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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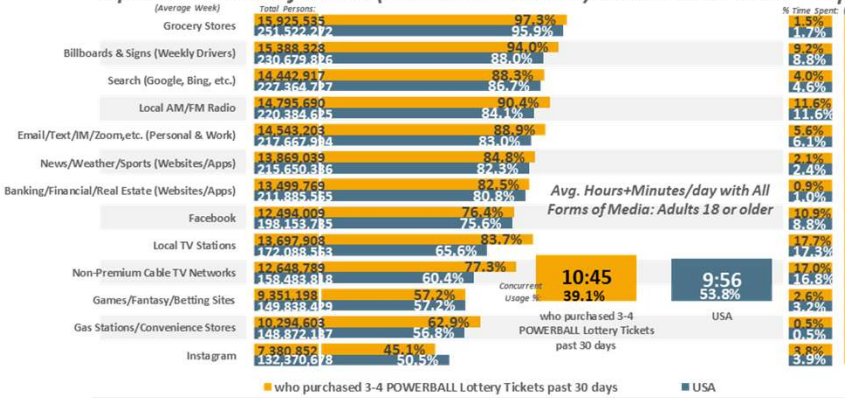
No. of times bought Powerball ticket past 30 days: 1 - 2 times

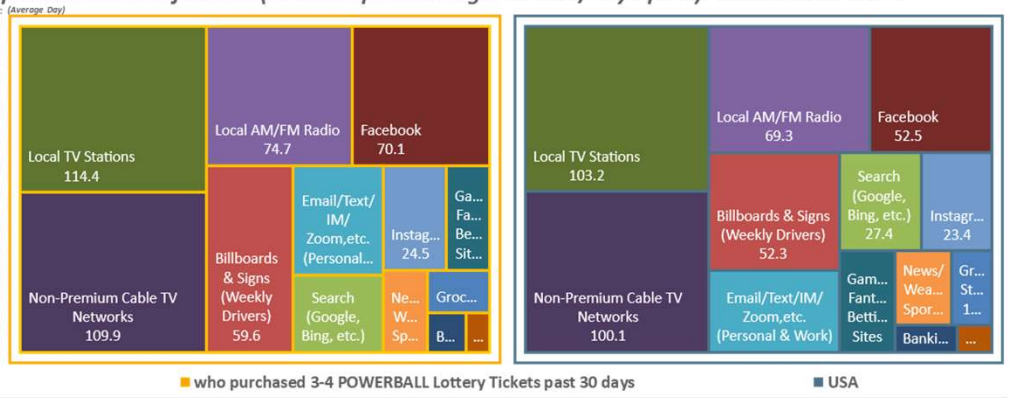


Adults 18 or older who purchased 3-4 POWERBALL Lottery Tickets past 30 days spend an average of 8 hours and 32 minutes each day with All Forms of Ad-Supported Media. 85.7% listen to Local AM/FM Radio for an avg. of 68.6 minutes/day. *(Local Radio delivers 11.5% of Time with Ad-Supported Media.)*

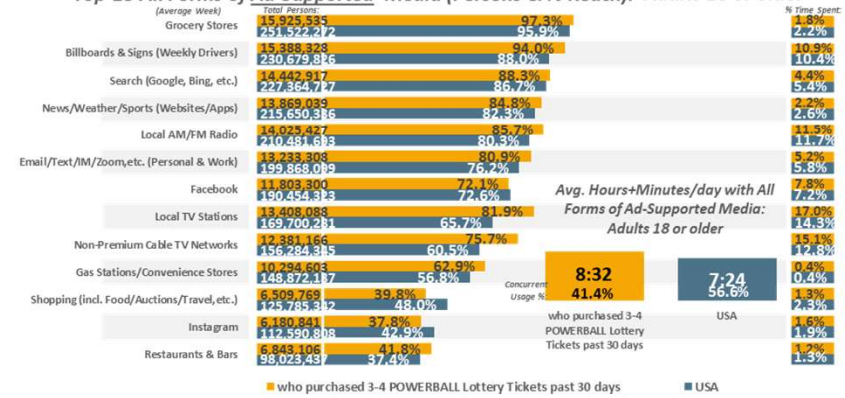
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



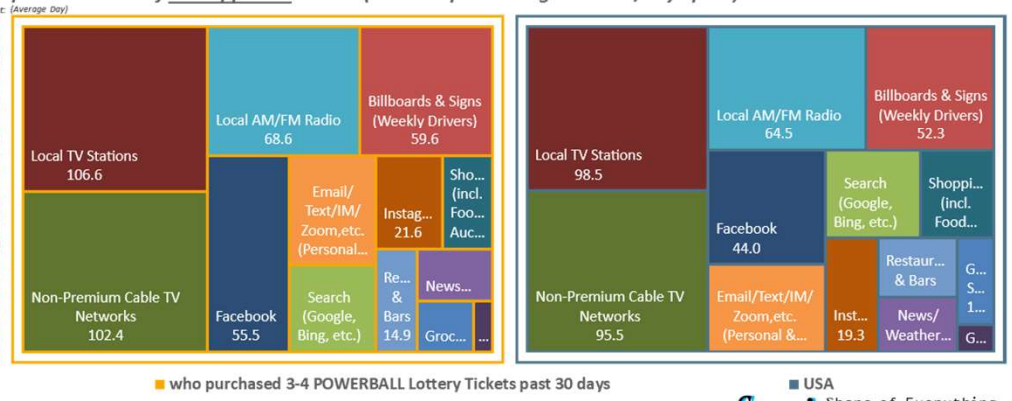
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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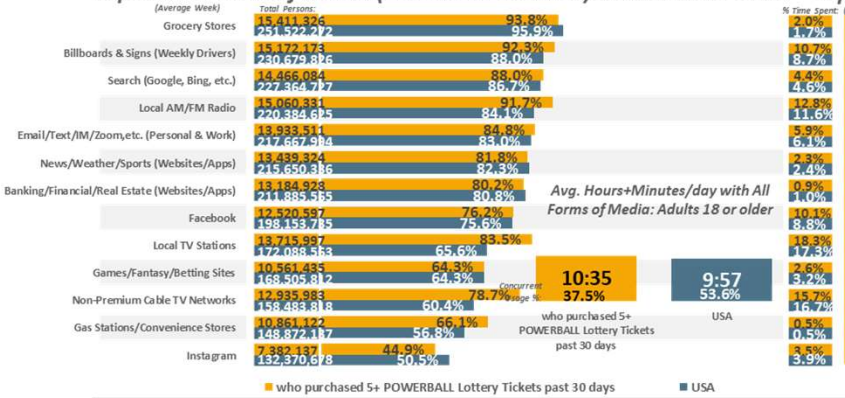
No. of times bought Powerball ticket past 30 days: 3 - 4 times

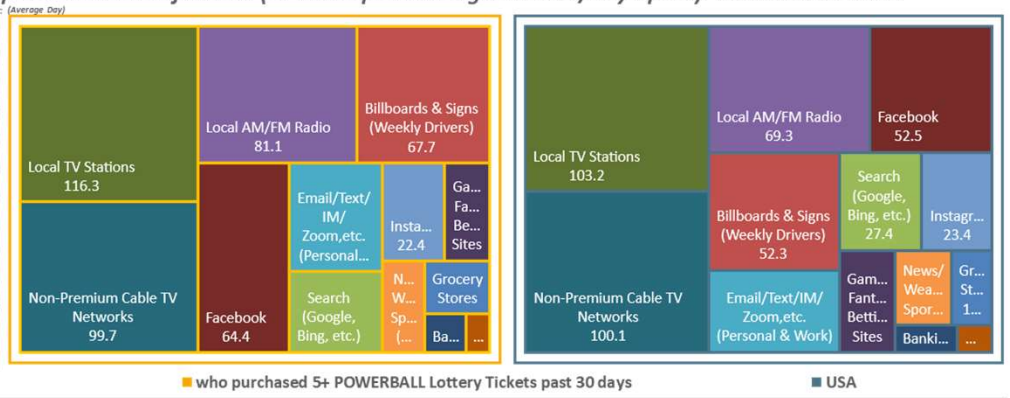


Adults 18 or older who purchased 5+ POWERBALL Lottery Tickets past 30 days spend an average of 8 hours and 37 minutes each day with All Forms of Ad-Supported Media. 87.4% listen to Local AM/FM Radio for an avg. of 74.5 minutes/day. *(Local Radio delivers 12.6% of Time with Ad-Supported Media.)*

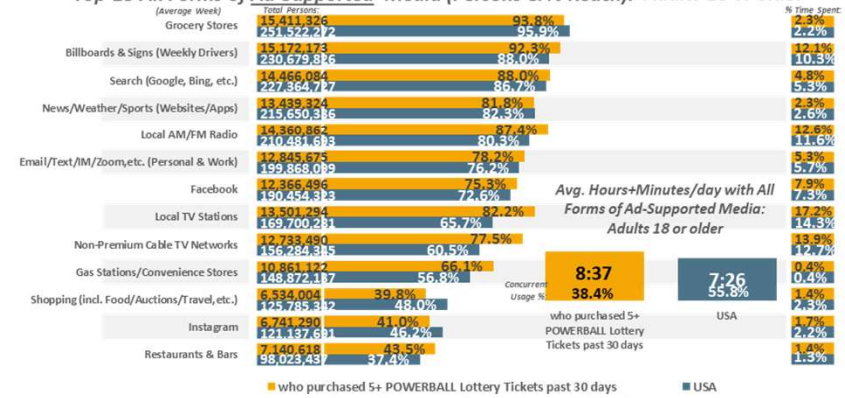
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



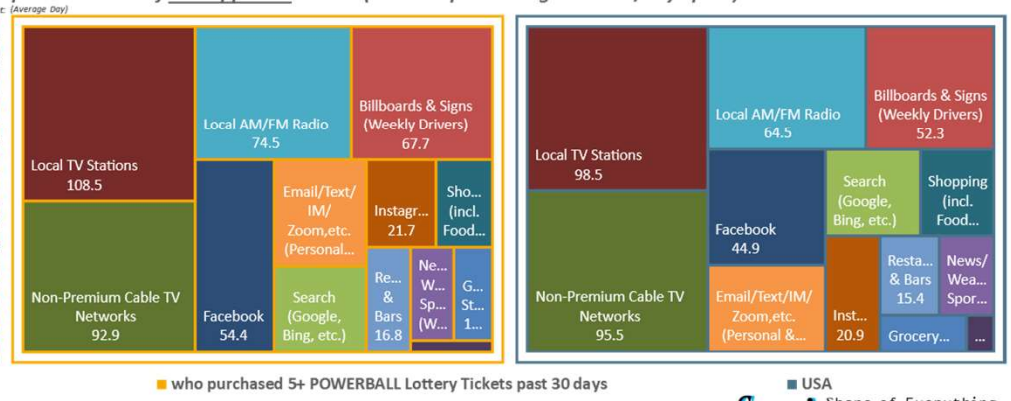
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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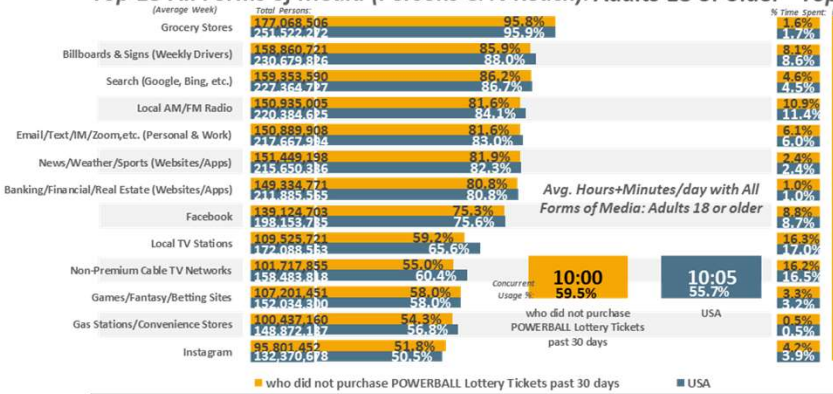
No. of times bought Powerball ticket past 30 days: 5 times or more

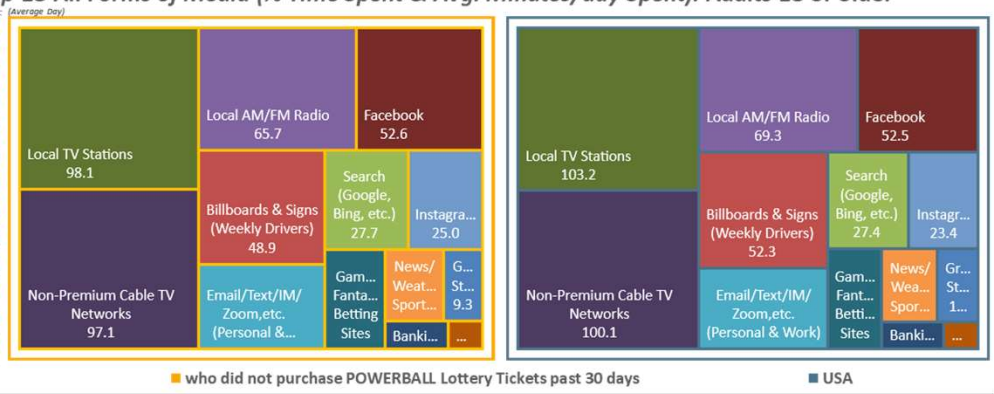


Adults 18 or older who did not purchase POWERBALL Lottery Tickets past 30 days spend an average of 7 hours and 22 minutes each day with All Forms of Ad-Supported Media. 78.% listen to Local AM/FM Radio for an avg. of 61.3 minutes/day. *(Local Radio delivers 10.8% of Time with Ad-Supported Media.)*

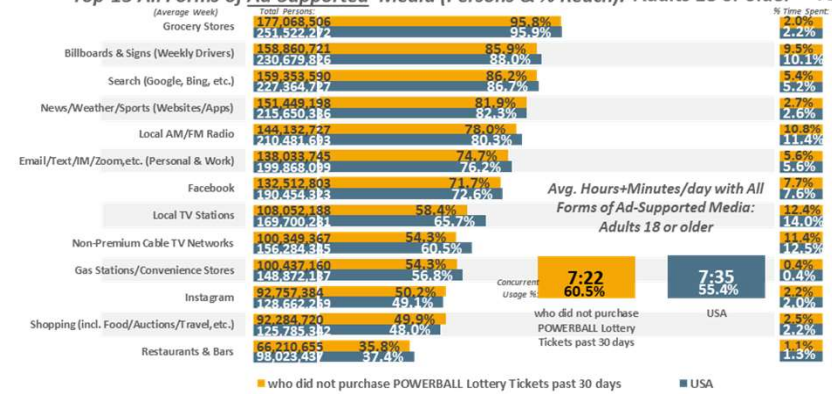
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



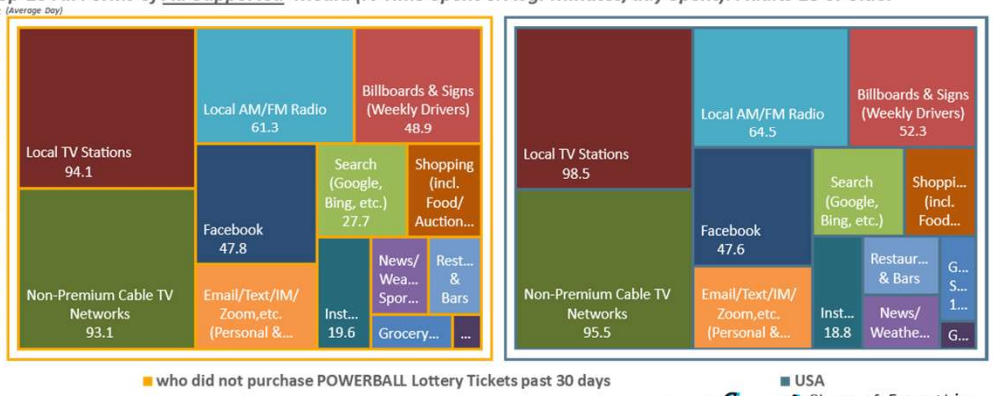
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



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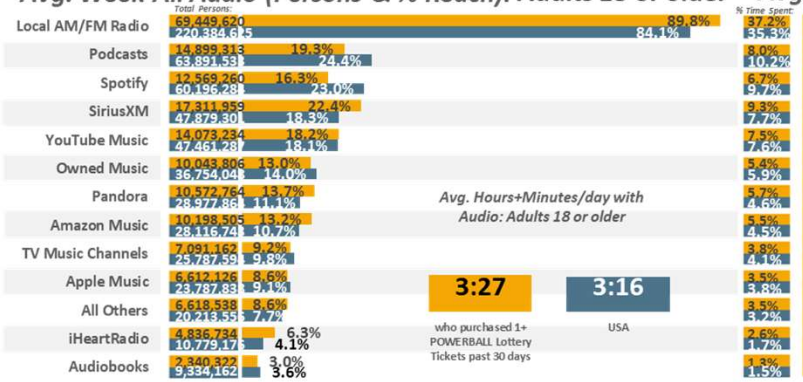
No. of times bought Powerball ticket past 30 days: None

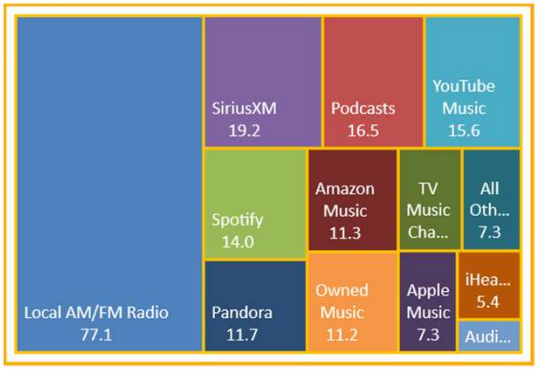


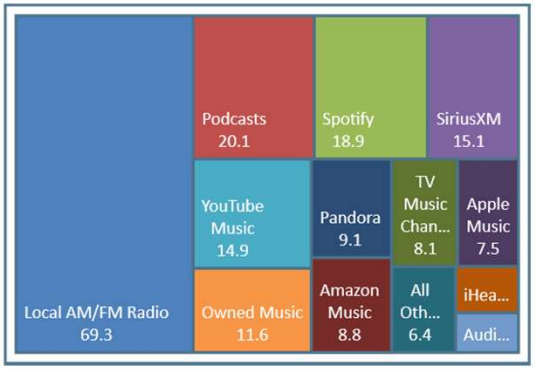
66,352,933 or 85.8% of Adults 18 or older who purchased 1+ POWERBALL Lottery Tickets past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 71.5 minutes every day representing 45.4% of all time spent daily with Ad-Supported Audio.

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

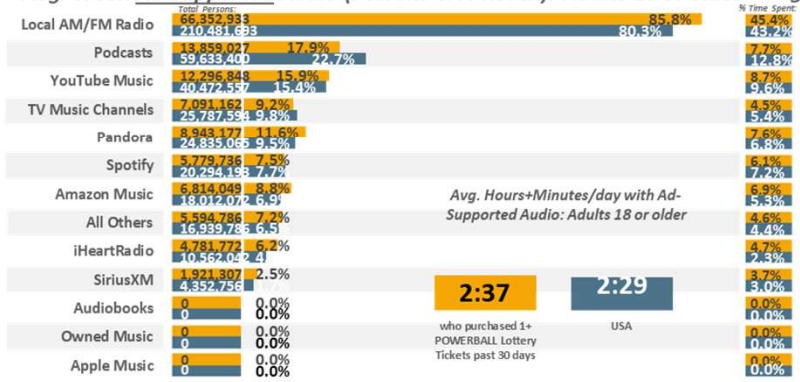


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

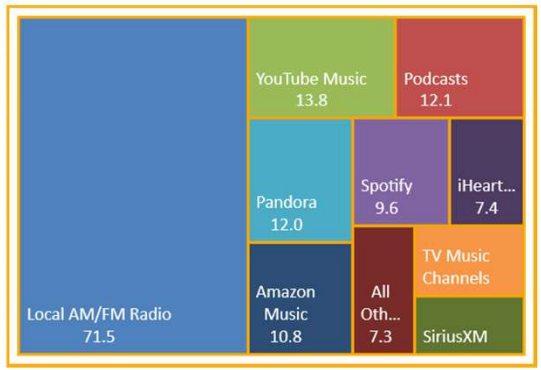


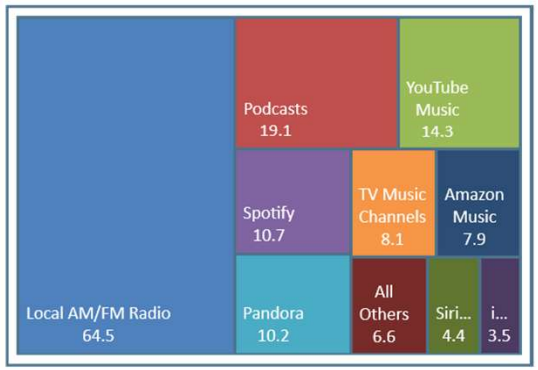


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333

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

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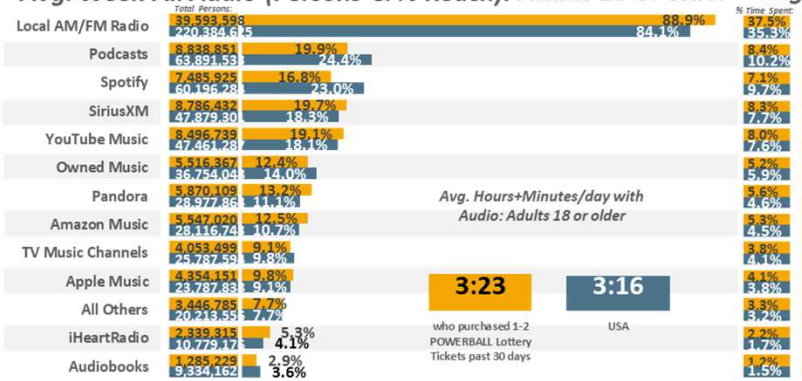
No. of times bought Powerball ticket past 30 days: Any Powerball ticket bought past 30 days

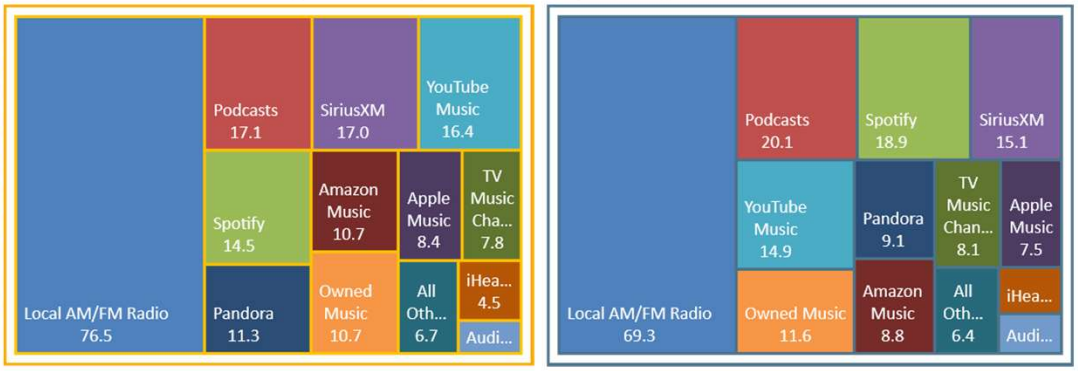


37,958,089 or 85.3% of Adults 18 or older who purchased 1-2 POWERBALL Lottery Tickets past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 71.5 minutes every day representing 45.6% of all time spent daily with Ad-Supported Audio.

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



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



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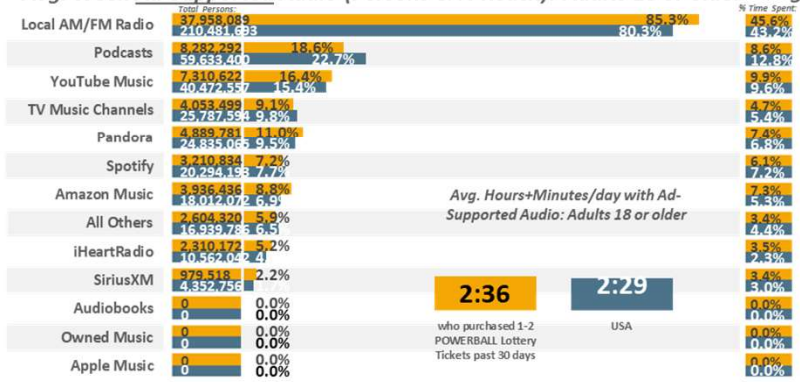

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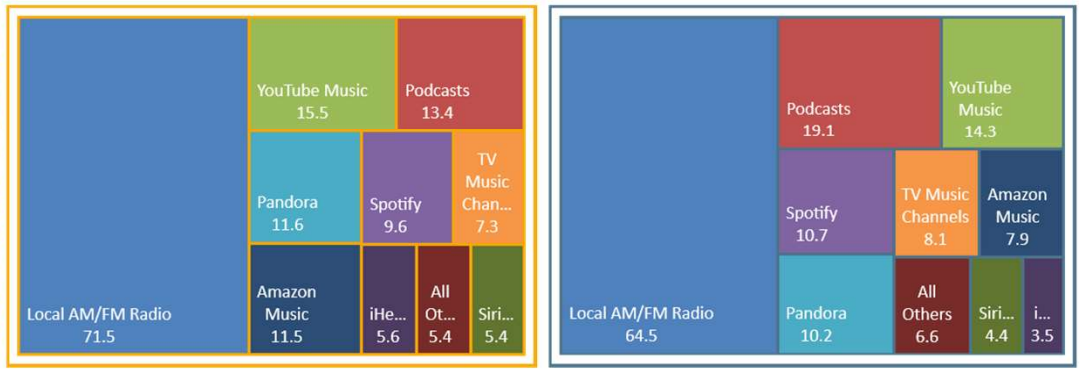

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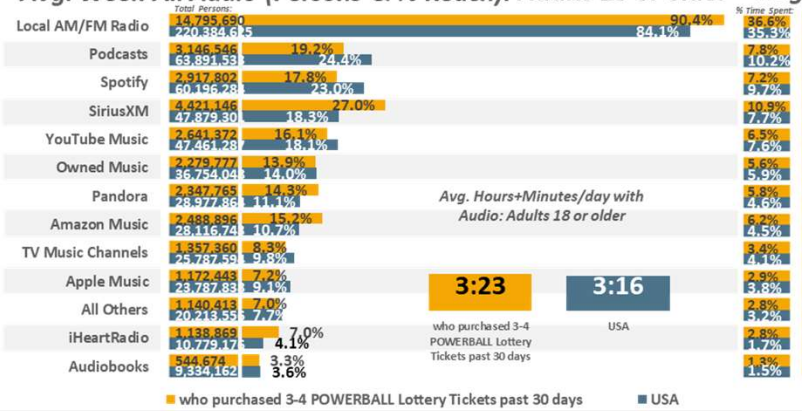
No. of times bought Powerball ticket past 30 days: 1 - 2 times

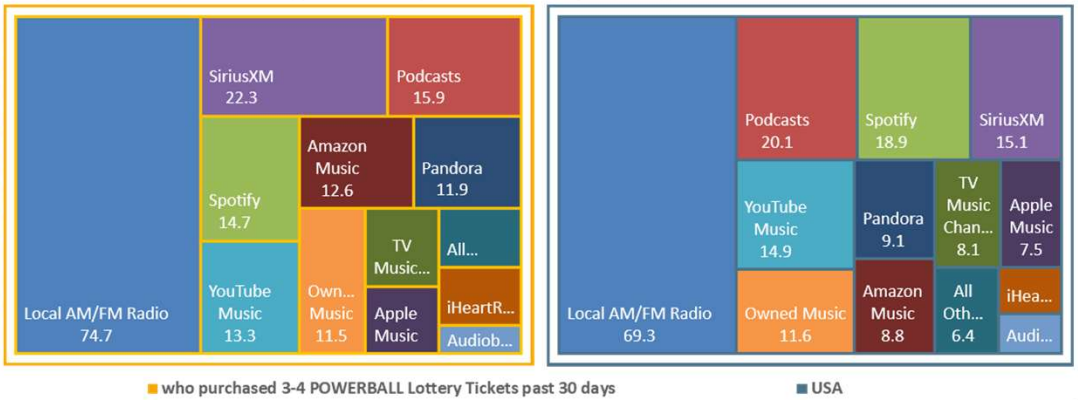


14,025,427 or 85.7% of Adults 18 or older who purchased 3-4 POWERBALL Lottery Tickets past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 68.6 minutes every day representing 45.2% of all time spent daily with Ad-Supported Audio.

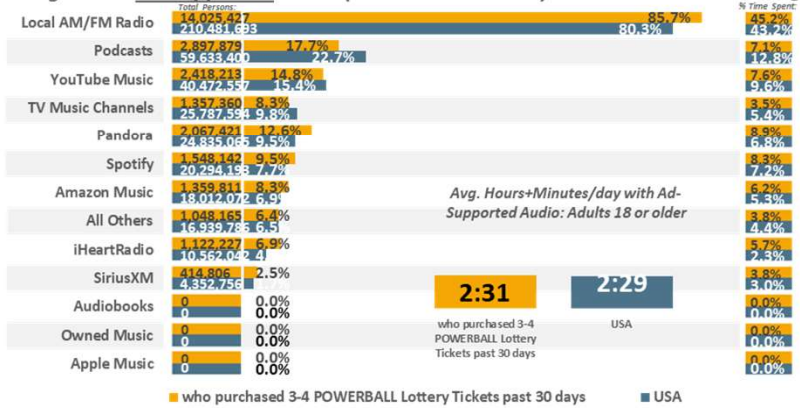
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



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



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



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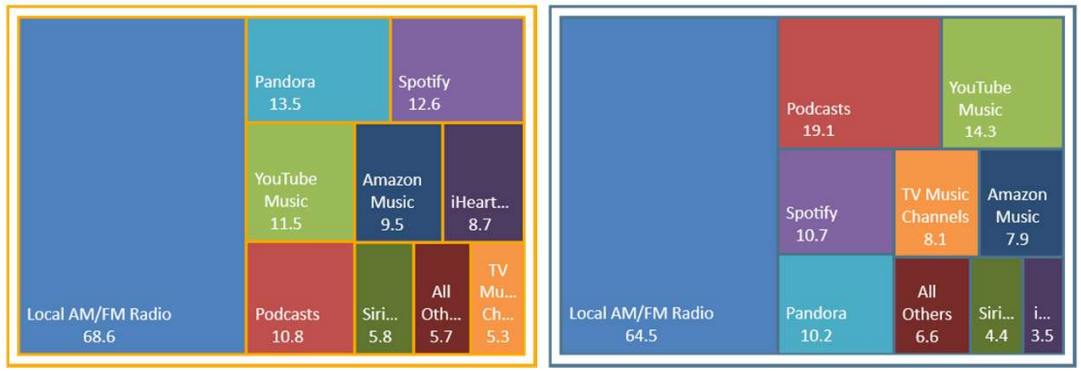

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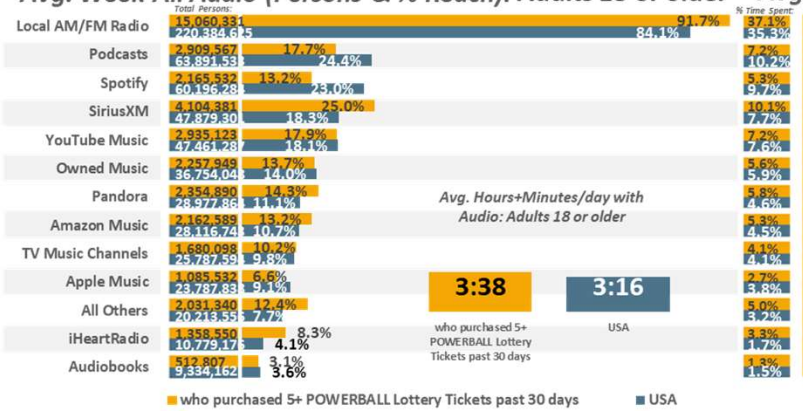
No. of times bought Powerball ticket past 30 days: 3 - 4 times

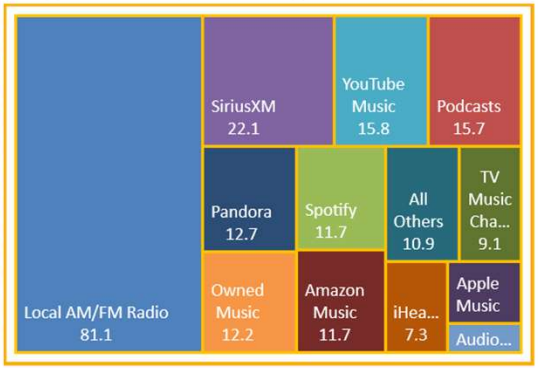


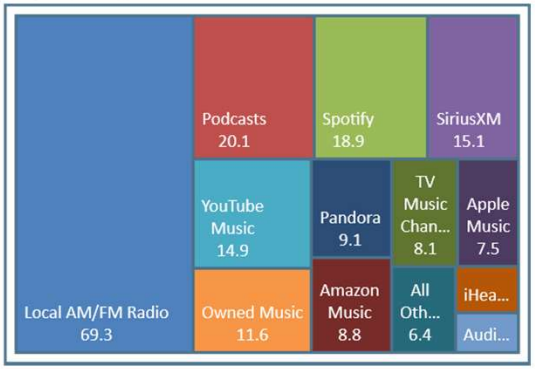
14,360,862 or 87.4% of Adults 18 or older who purchased 5+ POWERBALL Lottery Tickets past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 74.5 minutes every day representing 44.% of all time spent daily with Ad-Supported Audio.

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

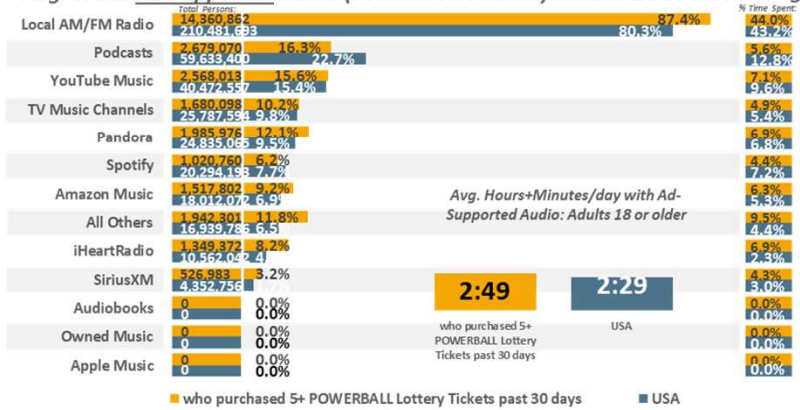


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

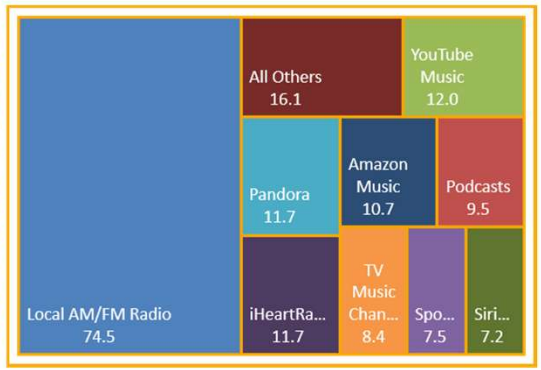


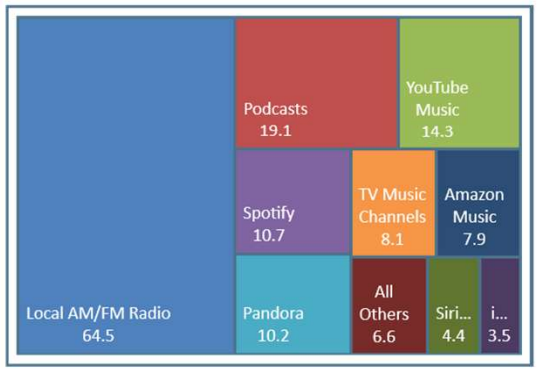


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





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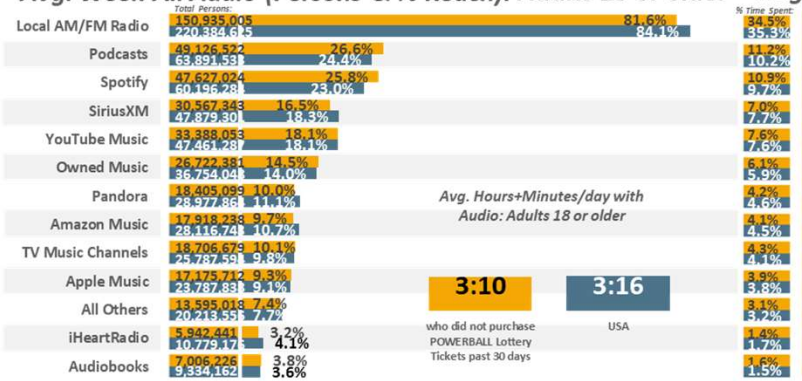
No. of times bought Powerball ticket past 30 days: 5 times or more

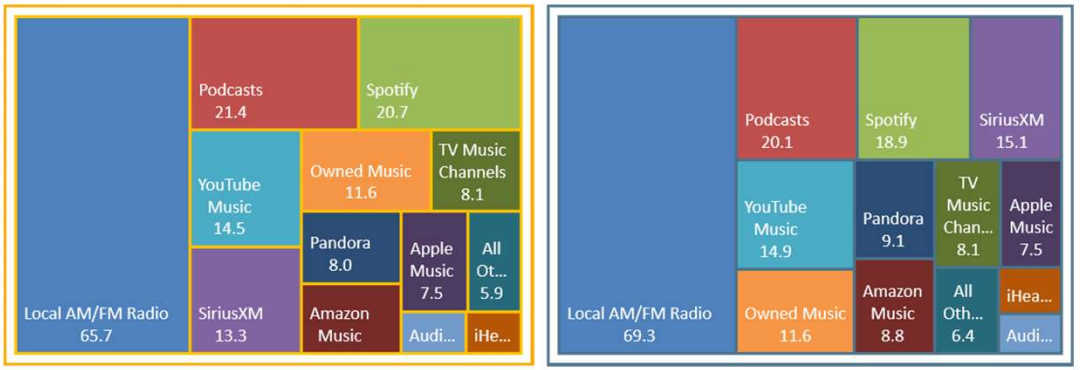


144,132,727 or 78.% of Adults 18 or older who did not purchase POWERBALL Lottery Tickets past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 61.3 minutes every day representing 42.4% of all time spent daily with Ad-Supported Audio.

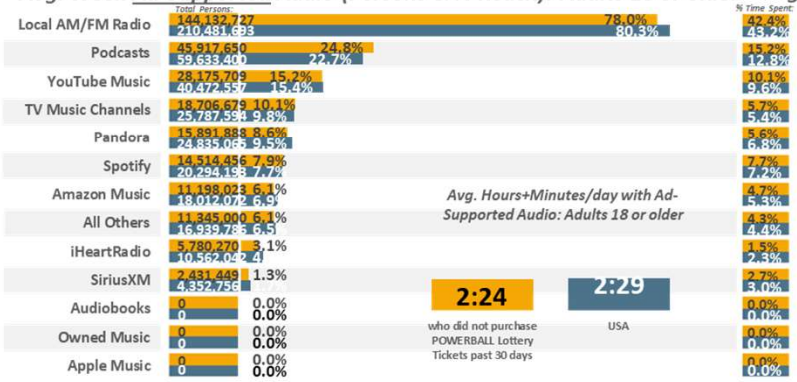
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



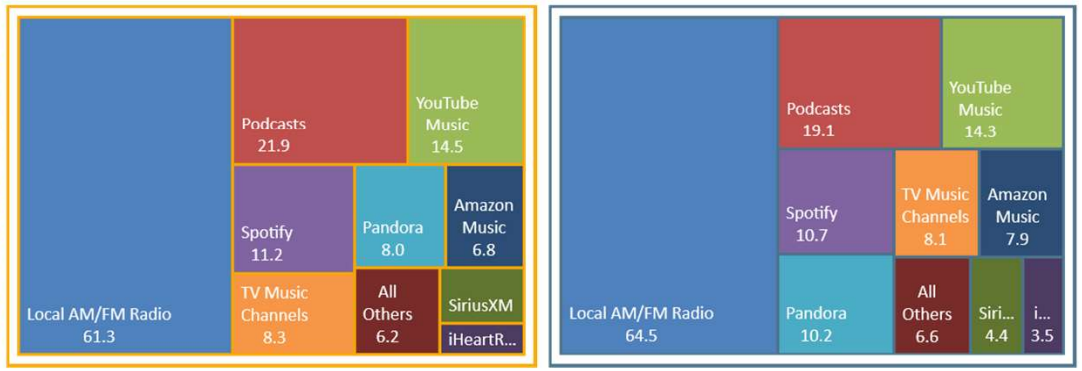
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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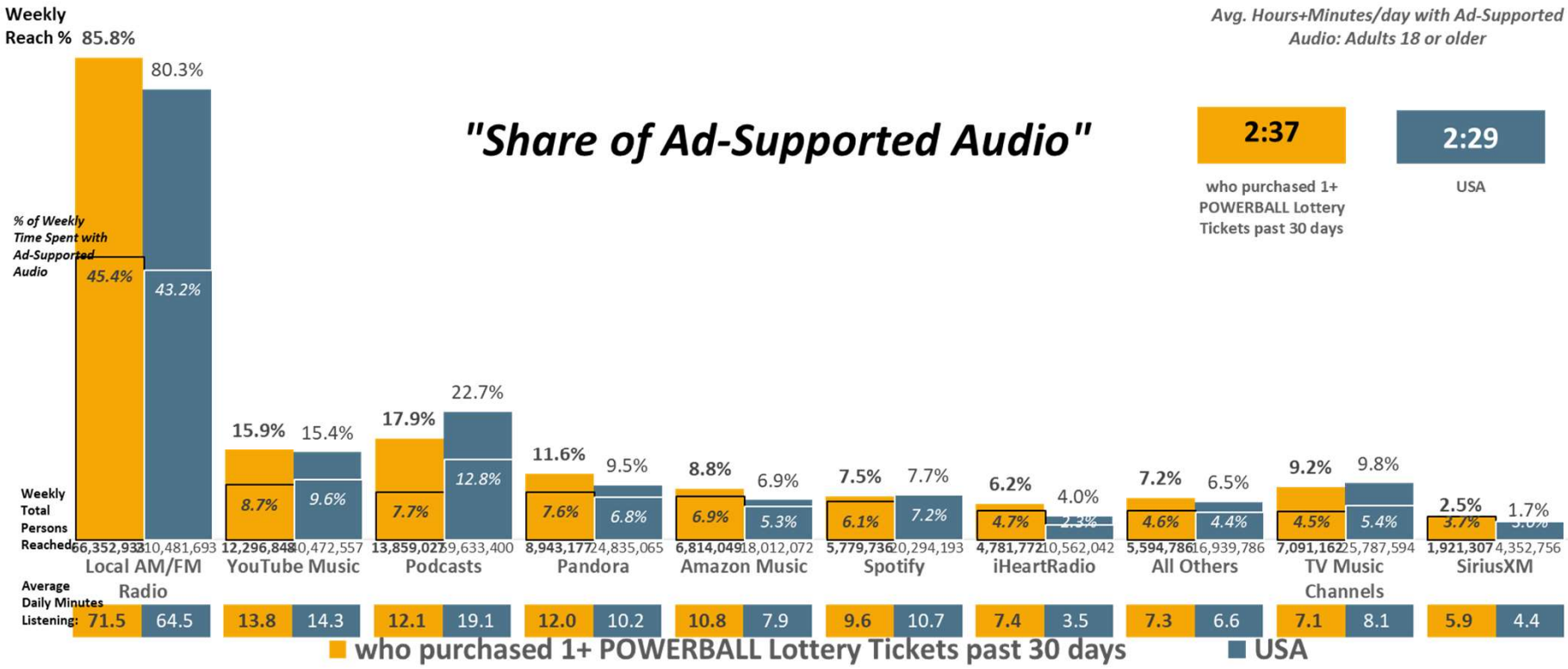
No. of times bought Powerball ticket past 30 days: None



66,352,933 or 85.8% of Adults 18 or older who purchased 1+ POWERBALL Lottery Tickets past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 71.5 minutes every day representing 45.4% of all time spent daily with Ad-Supported Audio.



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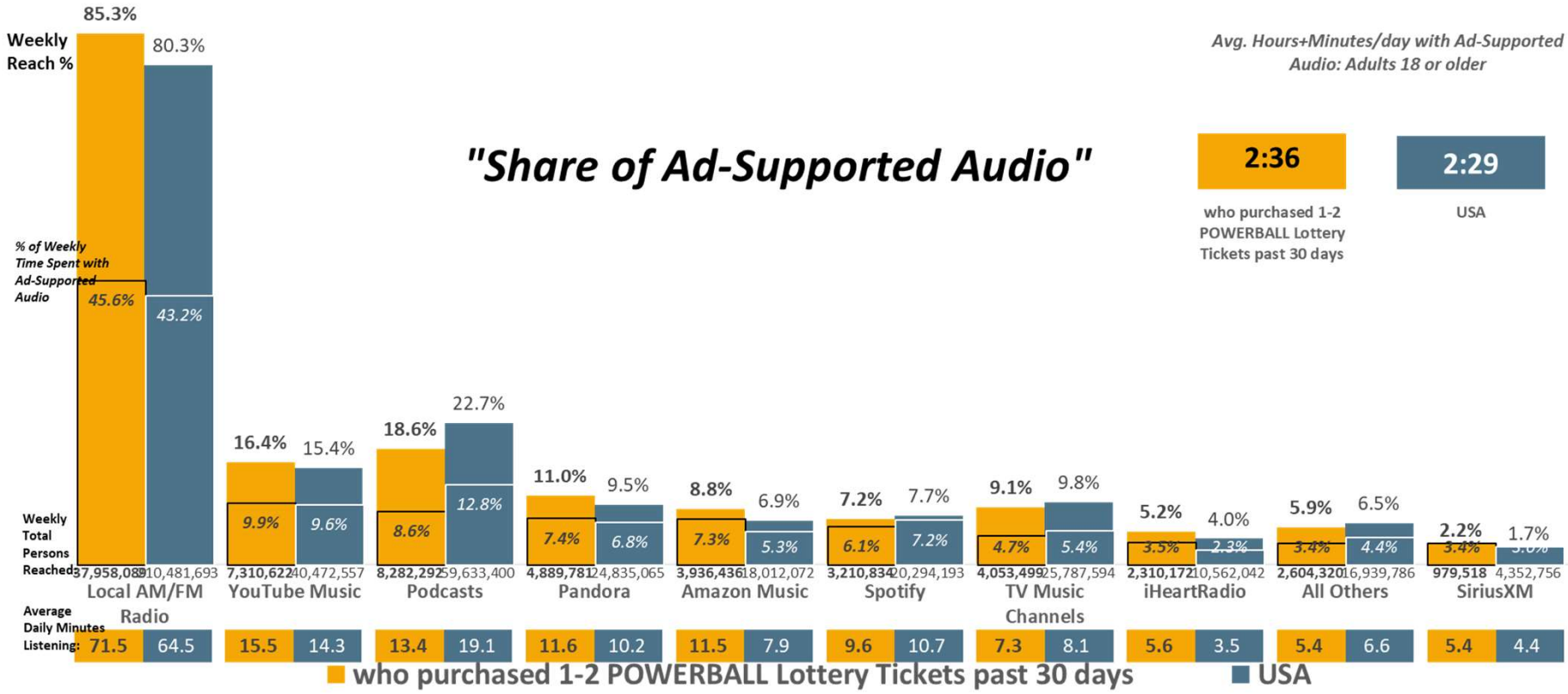
No. of times bought Powerball ticket past 30 days: Any Powerball ticket bought past 30 days



37,958,089 or 85.3% of Adults 18 or older who purchased 1-2 POWERBALL Lottery Tickets past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 71.5 minutes every day representing 45.6% of all time spent daily with Ad-Supported Audio.



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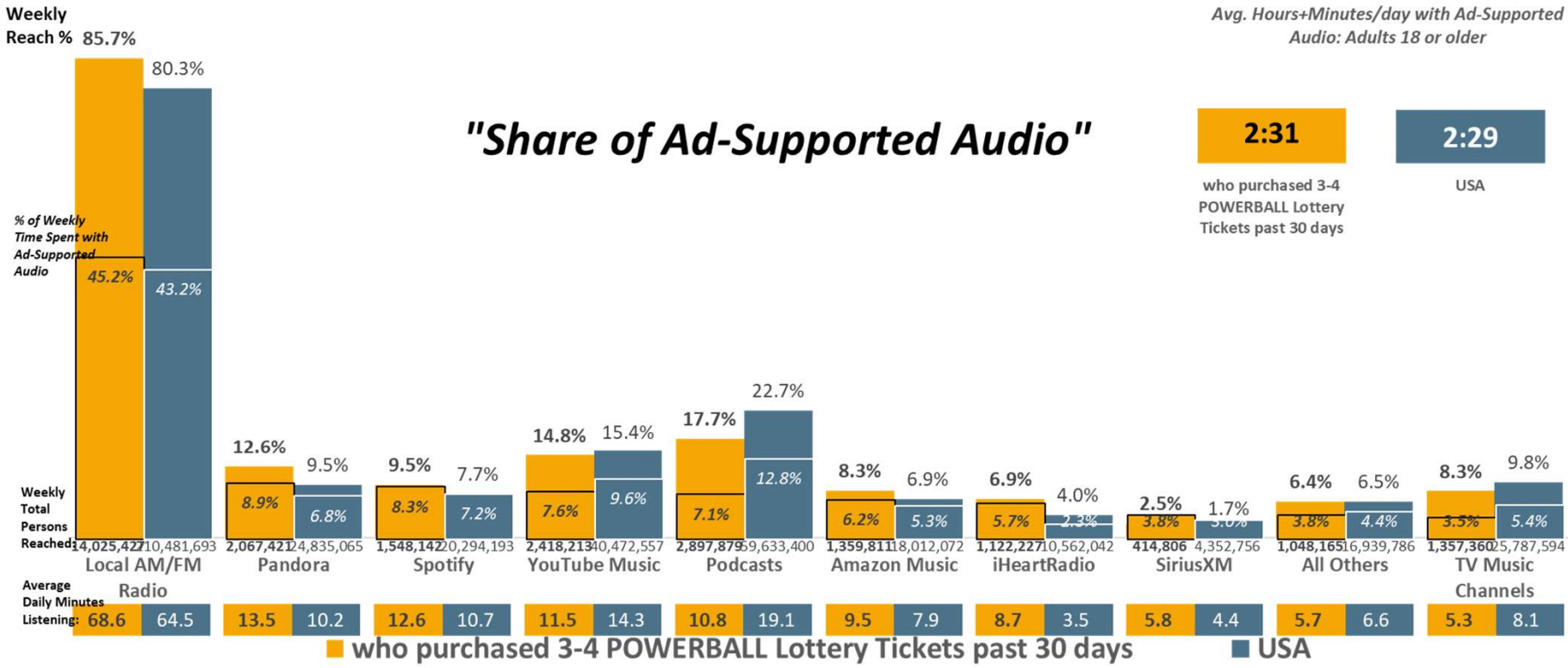
No. of times bought Powerball ticket past 30 days: 1 - 2 times



14,025,427 or 85.7% of Adults 18 or older who purchased 3-4 POWERBALL Lottery Tickets past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 68.6 minutes every day representing 45.2% of all time spent daily with Ad-Supported Audio.



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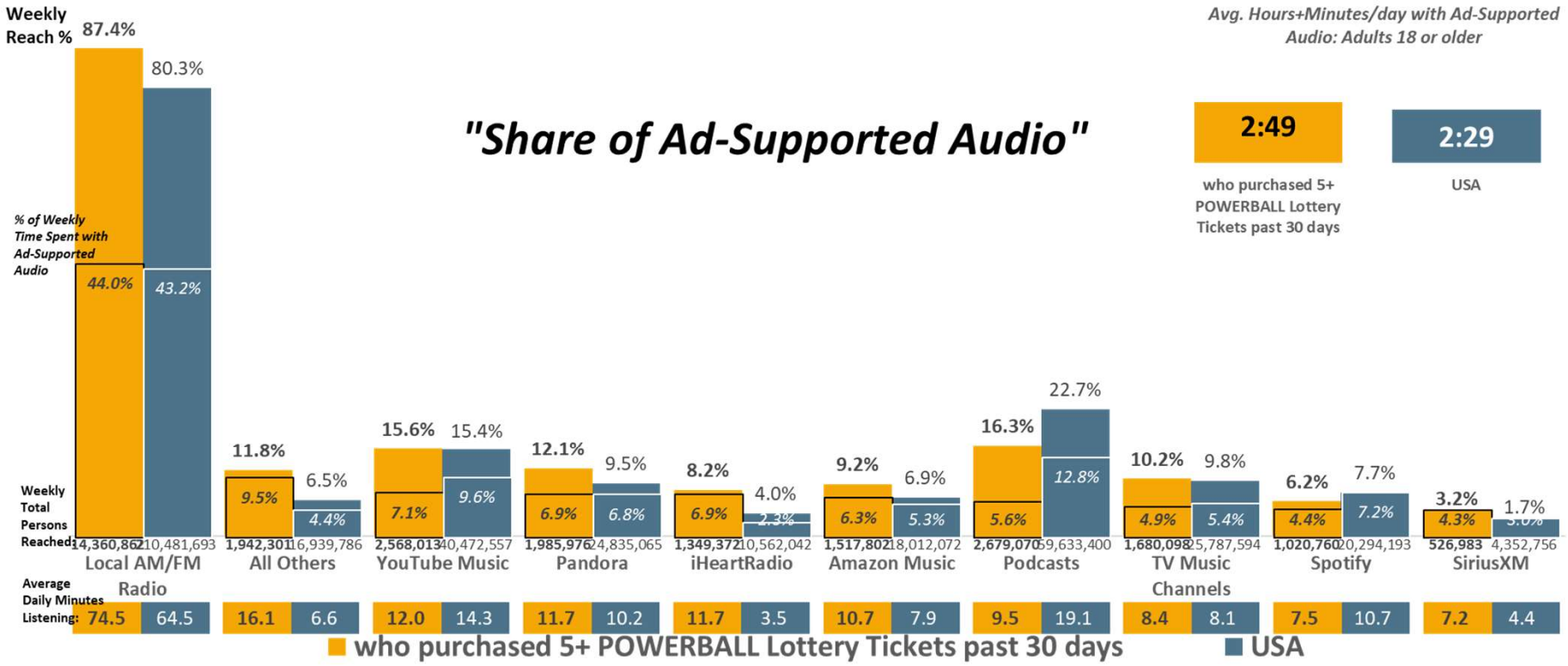
No. of times bought Powerball ticket past 30 days: 3 - 4 times



14,360,862 or 87.4% of Adults 18 or older who purchased 5+ POWERBALL Lottery Tickets past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 74.5 minutes every day representing 44.4% of all time spent daily with Ad-Supported Audio.



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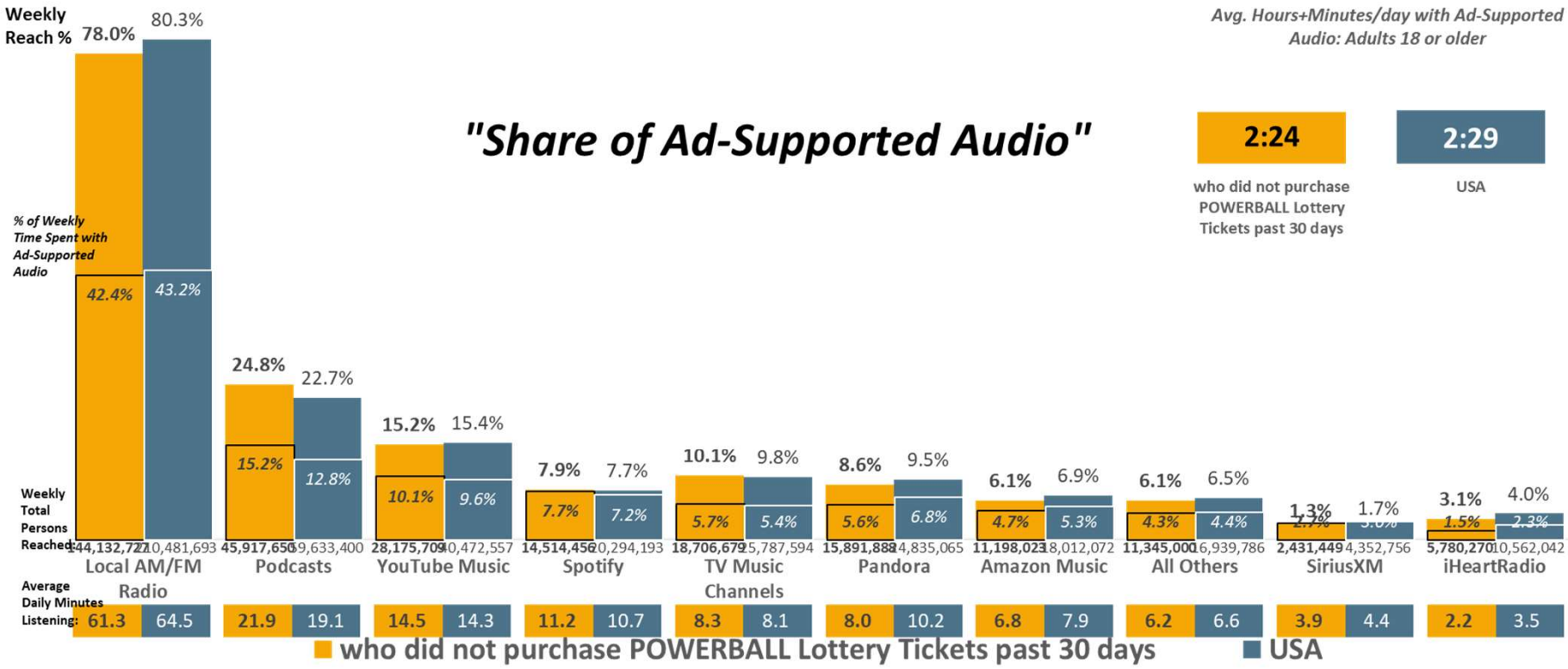
No. of times bought Powerball ticket past 30 days: 5 times or more



144,132,727 or 78.% of Adults 18 or older who did not purchase POWERBALL Lottery Tickets past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 61.3 minutes every day representing 42.4% of all time spent daily with Ad-Supported Audio.



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

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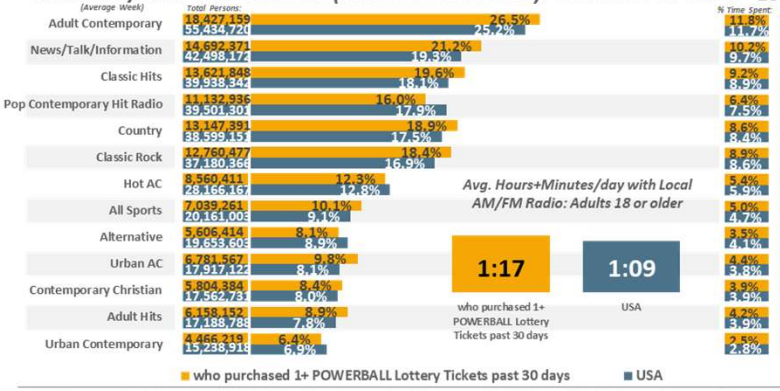
No. of times bought Powerball ticket past 30 days: None

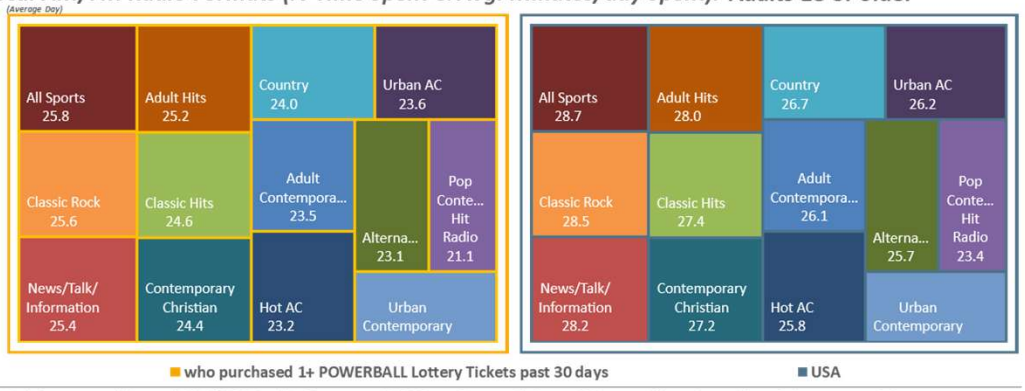


66,352,933 or 85.8% of Adults 18 or older who purchased 1+ POWERBALL Lottery Tickets past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and Pop Contemporary Hit Radio.

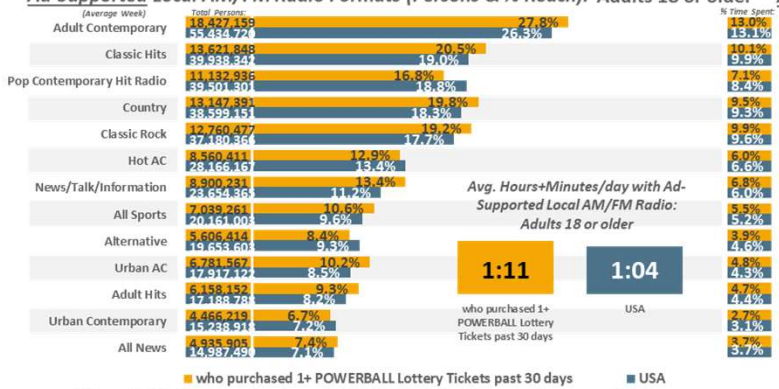
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



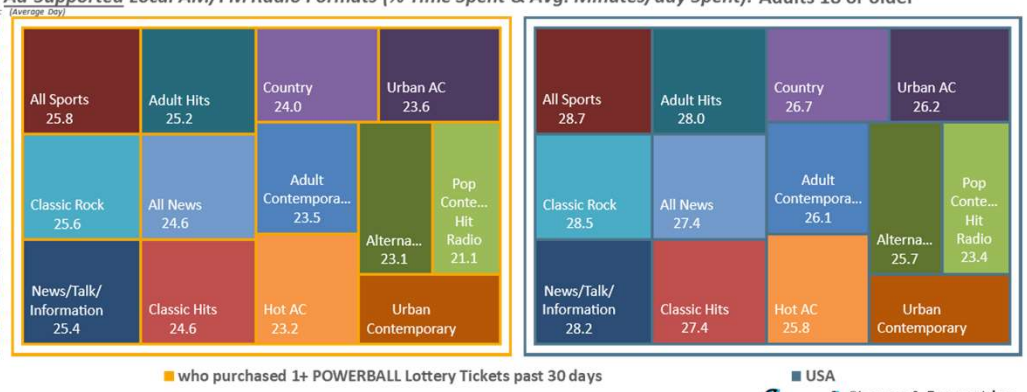
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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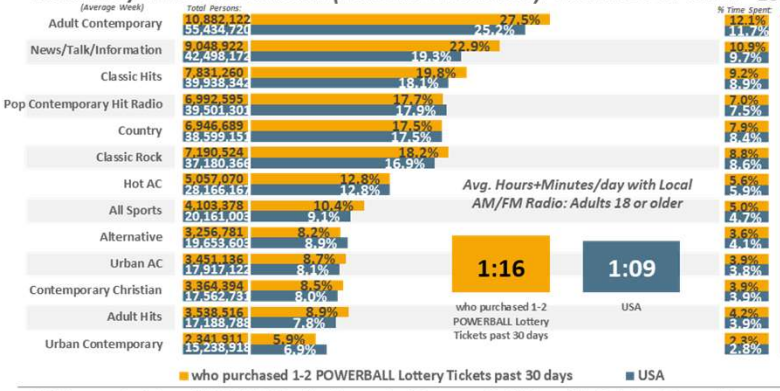
No. of times bought Powerball ticket past 30 days: Any Powerball ticket bought past 30 days

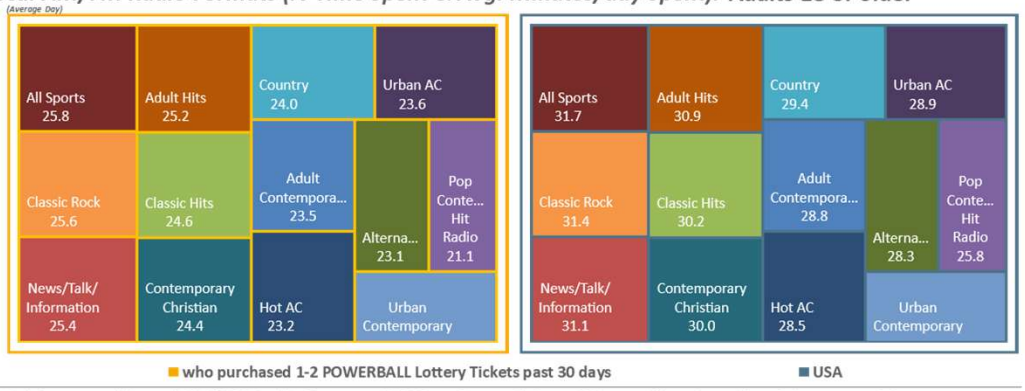


37,958,089 or 85.3% of Adults 18 or older who purchased 1-2 POWERBALL Lottery Tickets past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Pop Contemporary Hit Radio, and Country.

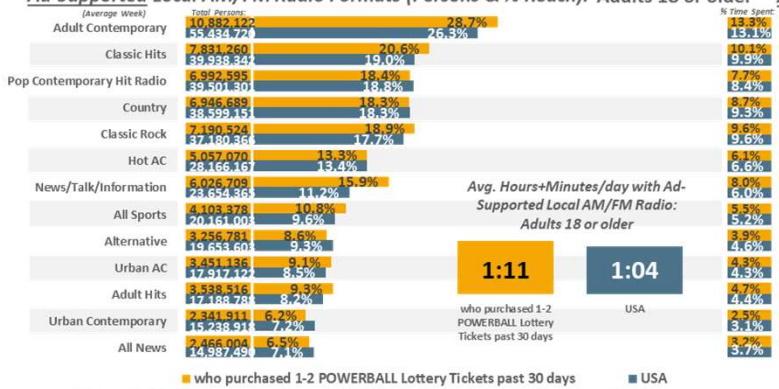
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



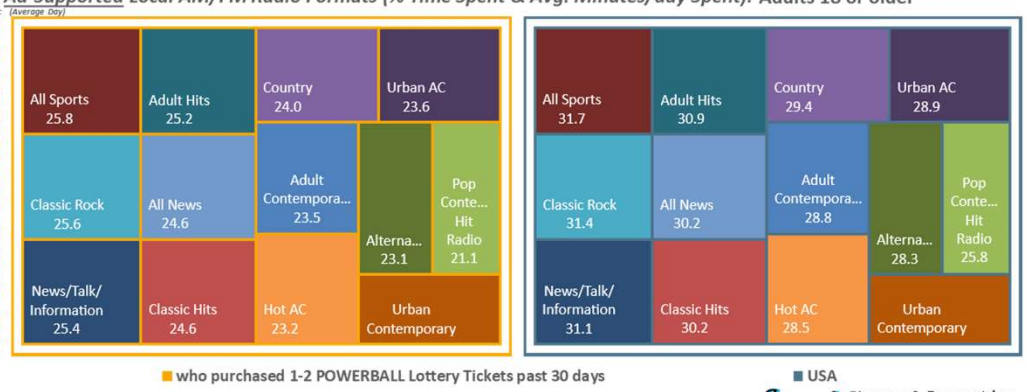
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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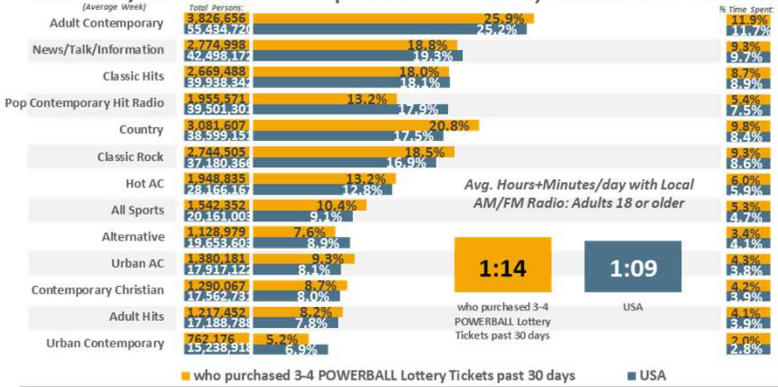
No. of times bought Powerball ticket past 30 days: 1 - 2 times

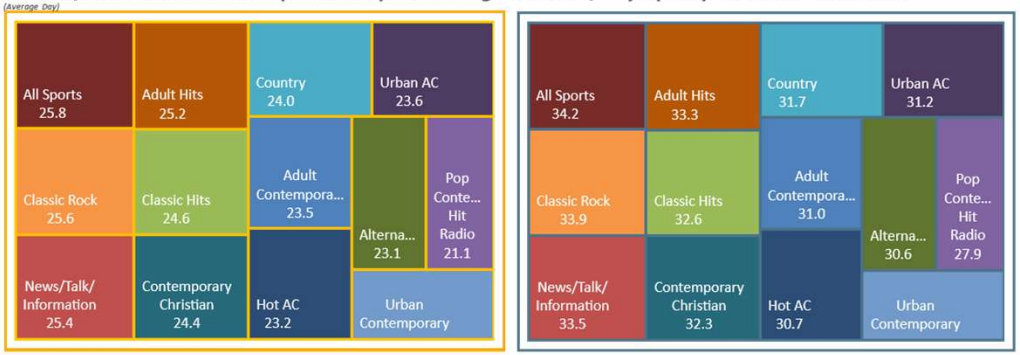


14,025,427 or 85.7% of Adults 18 or older who purchased 3-4 POWERBALL Lottery Tickets past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Rock, Classic Hits, and Pop Contemporary Hit Radio.

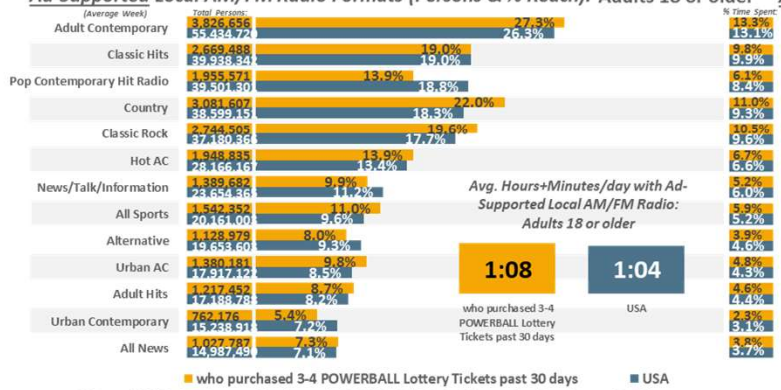
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



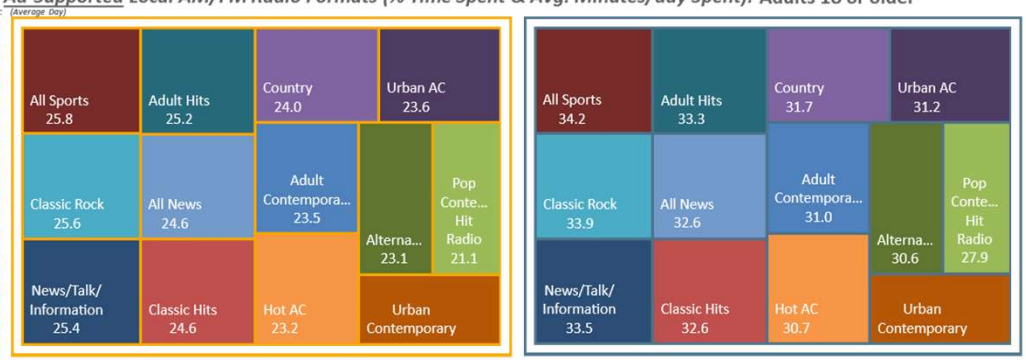
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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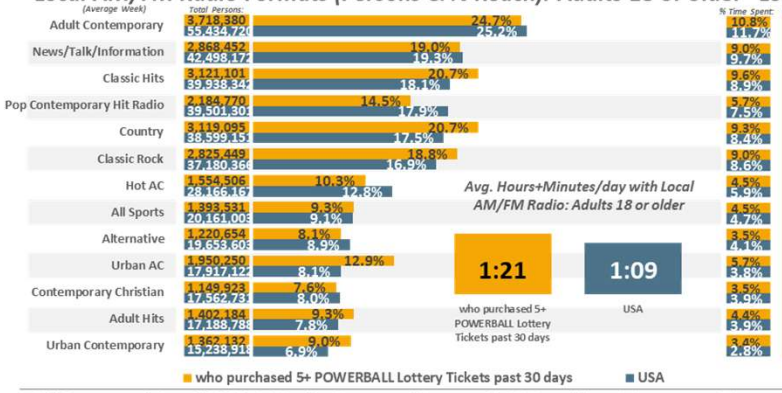
No. of times bought Powerball ticket past 30 days: 3 - 4 times

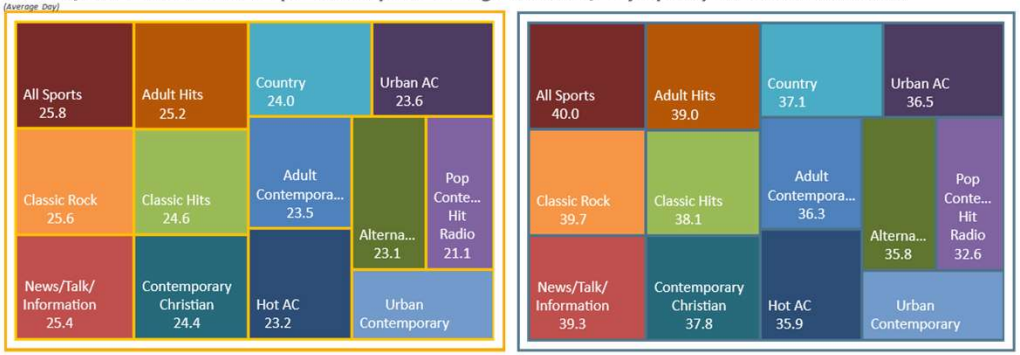


14,360,862 or 87.4% of Adults 18 or older who purchased 5+ POWERBALL Lottery Tickets past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and Pop Contemporary Hit Radio.

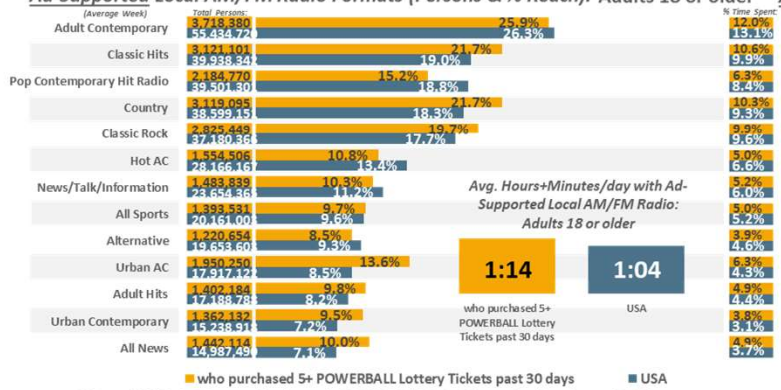
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



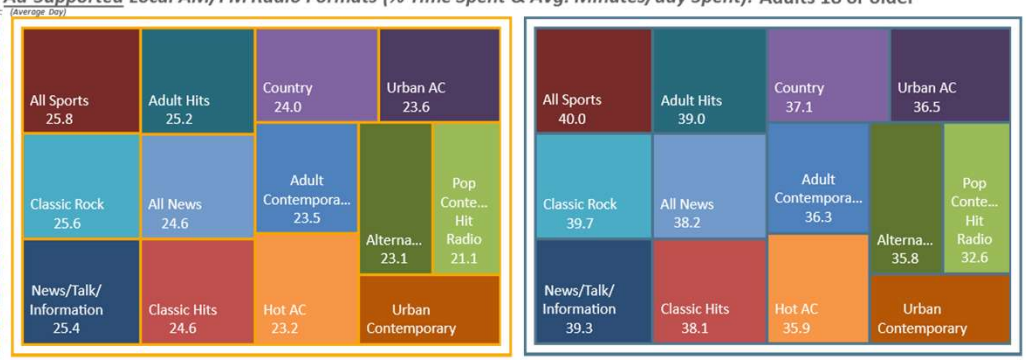
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333

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

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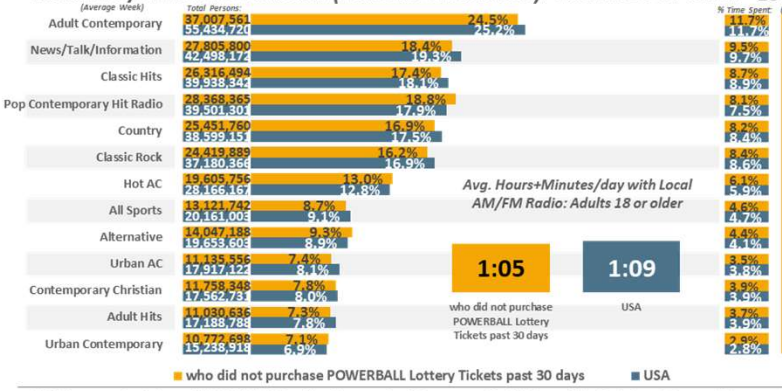
No. of times bought Powerball ticket past 30 days: 5 times or more

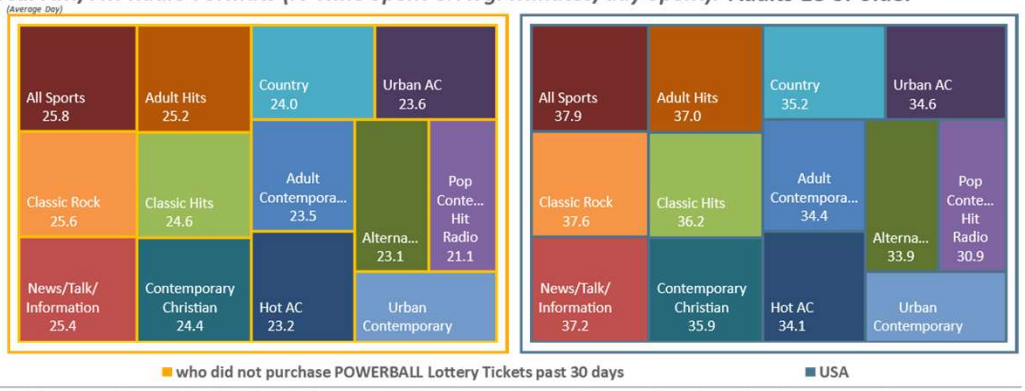


144,132,727 or 78.% of Adults 18 or older who did not purchase POWERBALL Lottery Tickets past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Classic Rock.

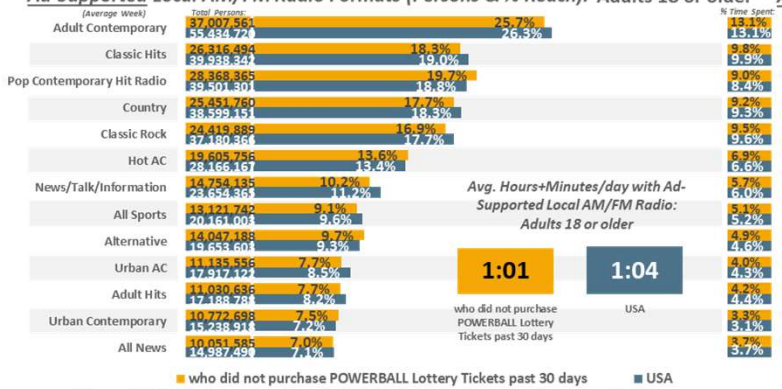
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



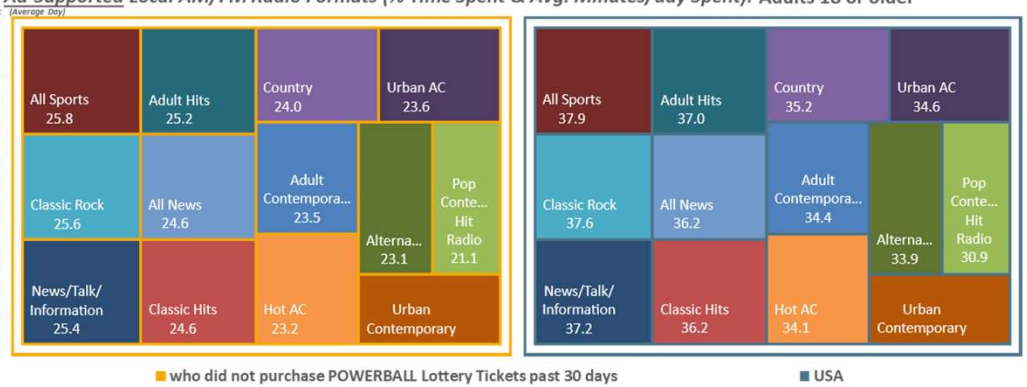
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333

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

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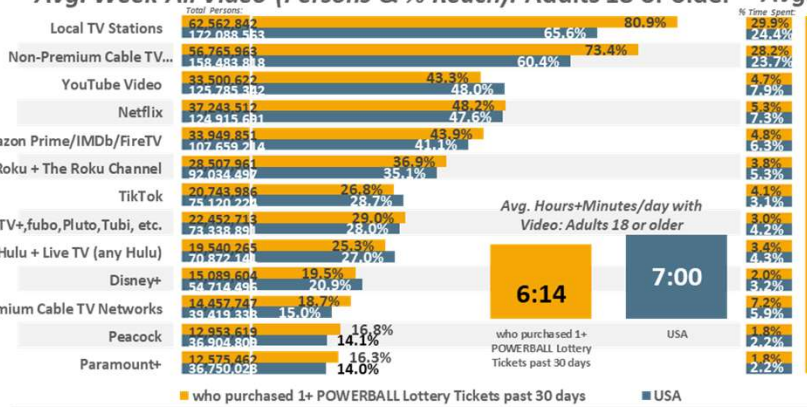
No. of times bought Powerball ticket past 30 days: None

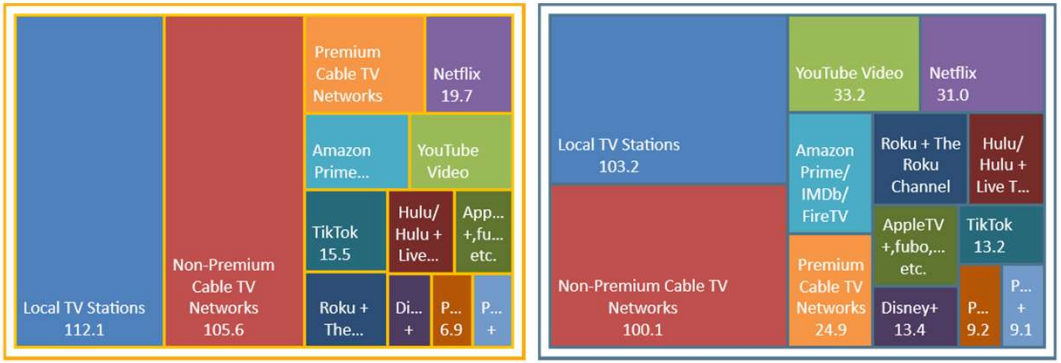


61,631,407 or 79.7% of Adults 18 or older who purchased 1+ POWERBALL Lottery Tickets past 30 days watch Ad-Supported Local TV Stations for an average of 105.7 minutes every day representing 32.8% of all time spent daily with Ad-Supported Video.

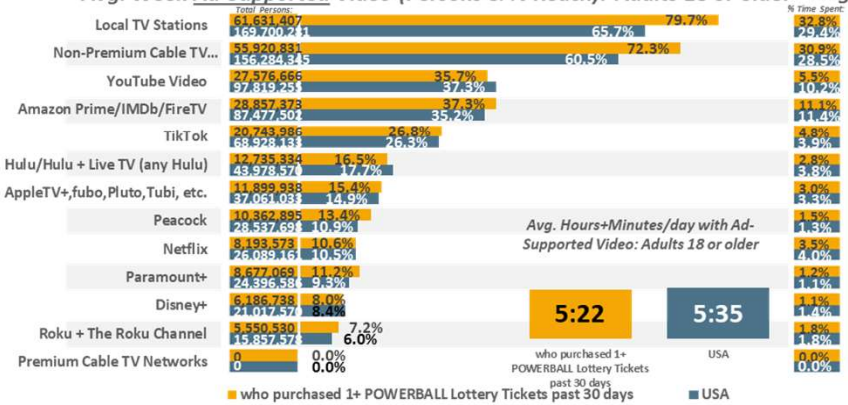
Avg. Week All Video (Persons & % Reach): Adults 18 or older



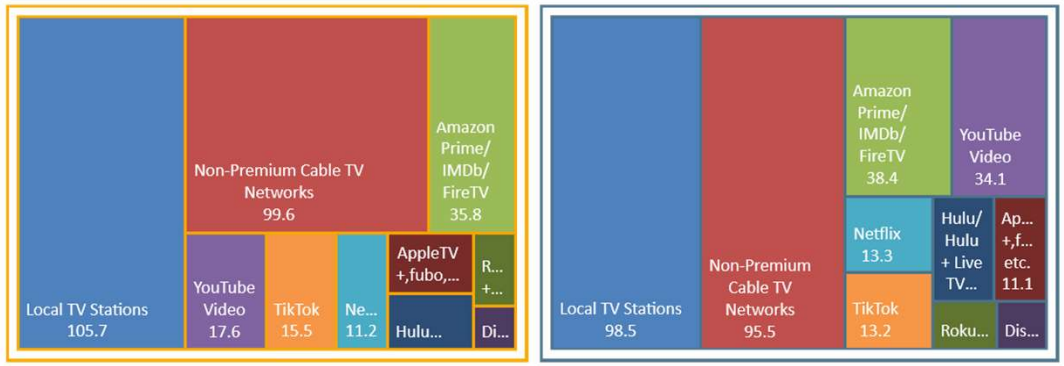
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333

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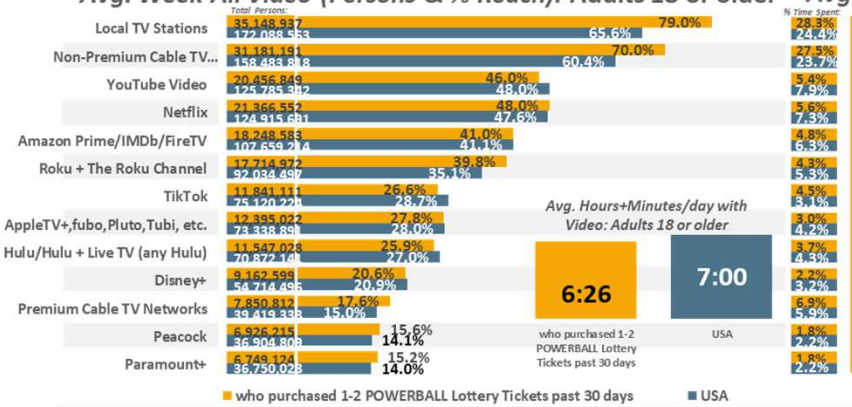
No. of times bought Powerball ticket past 30 days: Any Powerball ticket bought past 30 days

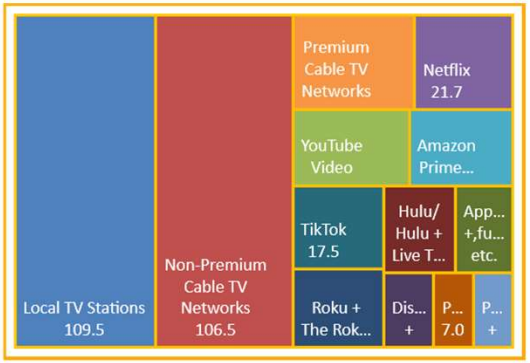


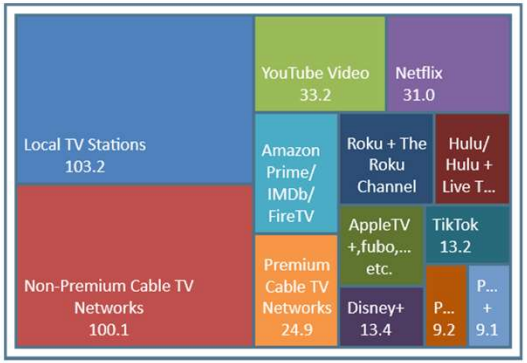
34,709,149 or 78.% of Adults 18 or older who purchased 1-2 POWERBALL Lottery Tickets past 30 days watch Ad-Supported Local TV Stations for an average of 104.1 minutes every day representing 31.8% of all time spent daily with Ad-Supported Video.

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

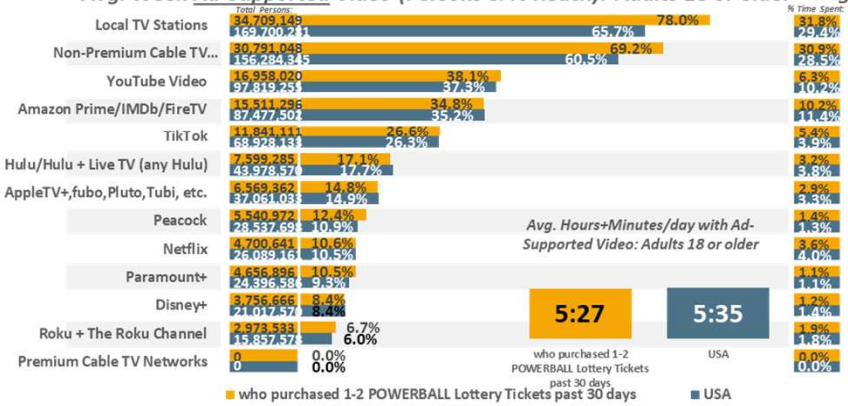


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

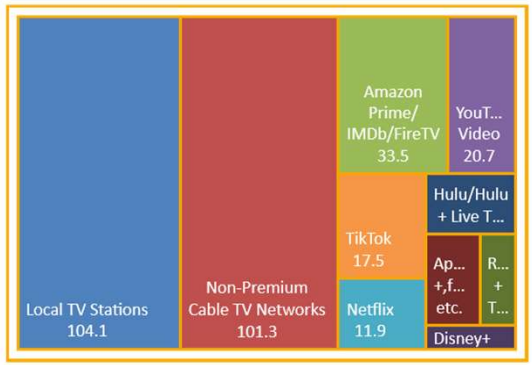


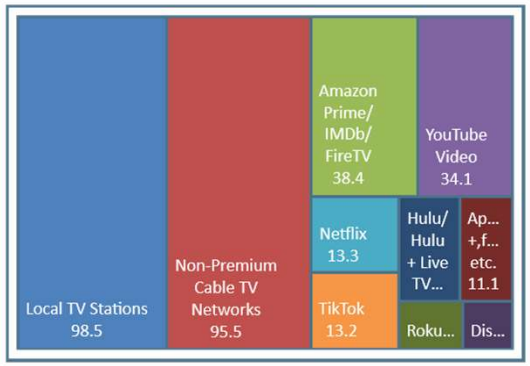


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333

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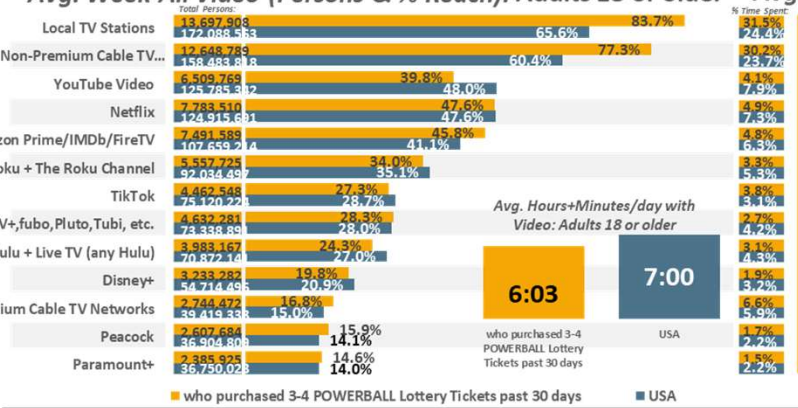
No. of times bought Powerball ticket past 30 days: 1 - 2 times

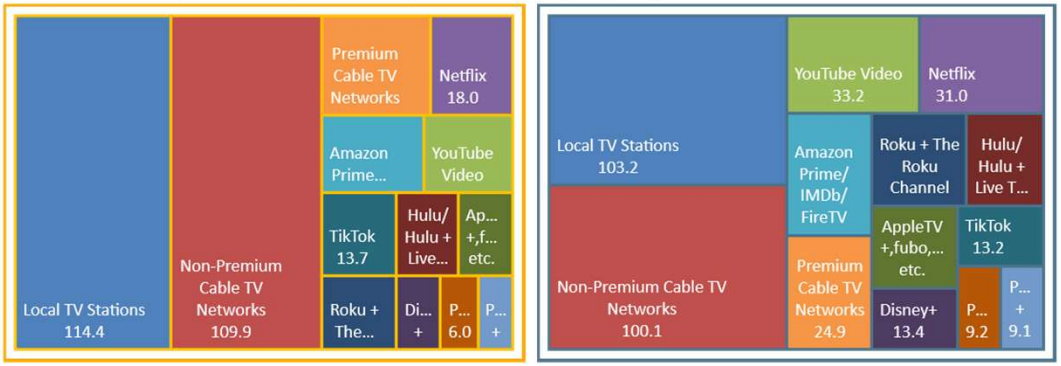


13,408,088 or 81.9% of Adults 18 or older who purchased 3-4 POWERBALL Lottery Tickets past 30 days watch Ad-Supported Local TV Stations for an average of 106.6 minutes every day representing 33.5% of all time spent daily with Ad-Supported Video.

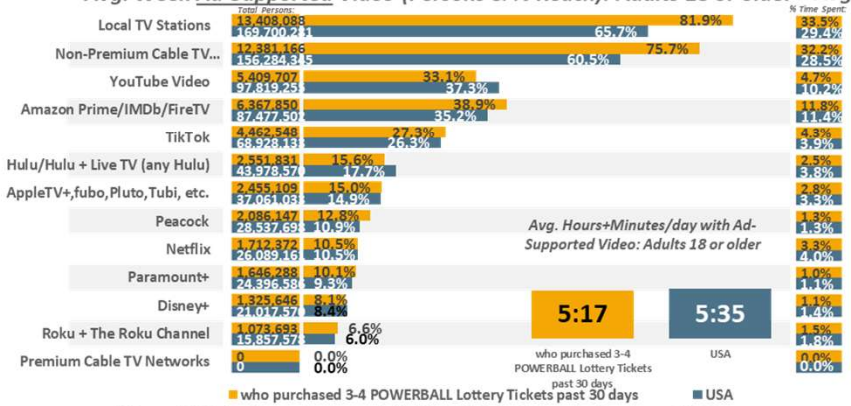
Avg. Week All Video (Persons & % Reach): Adults 18 or older



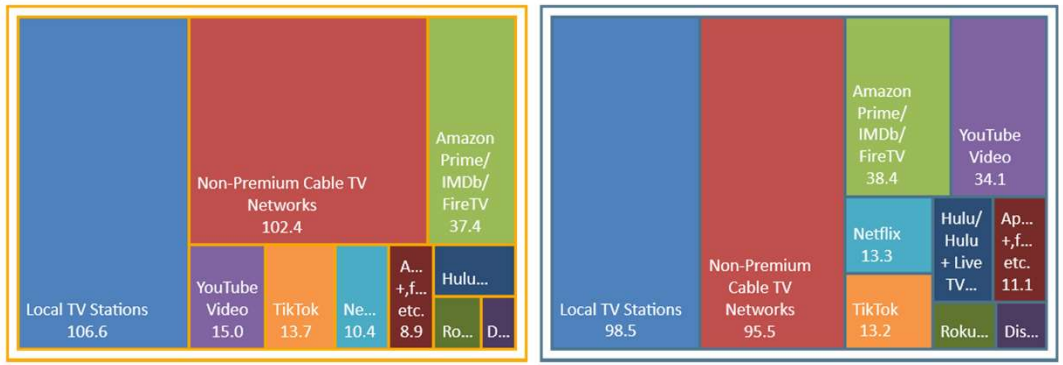
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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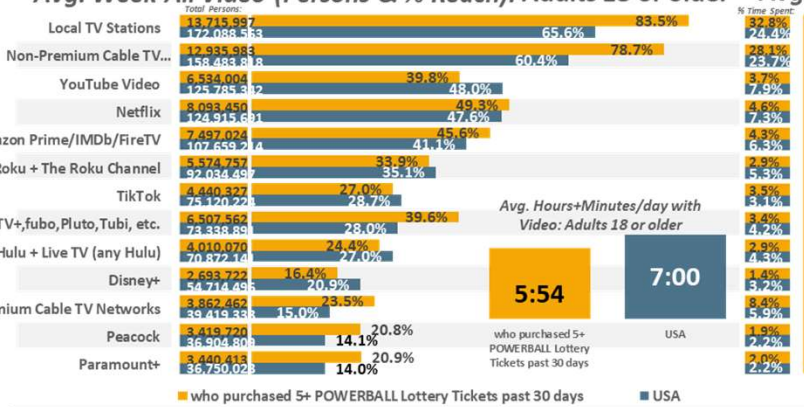
No. of times bought Powerball ticket past 30 days: 3 - 4 times

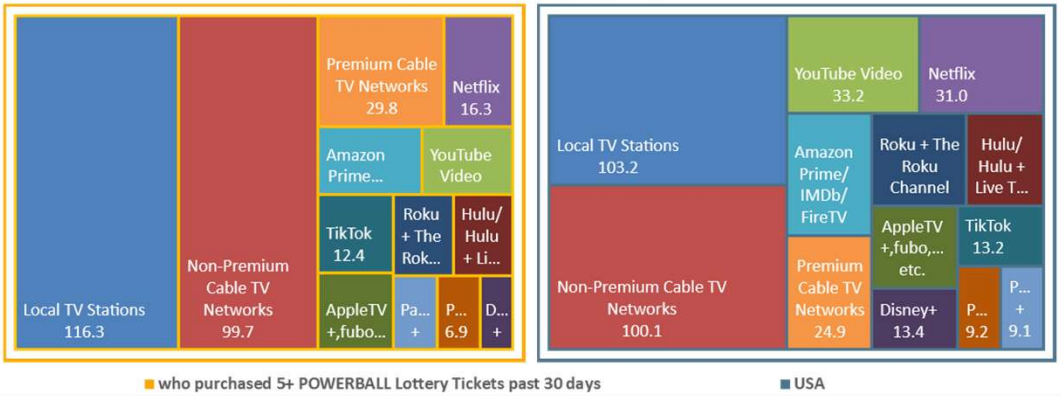


13,501,294 or 82.2% of Adults 18 or older who purchased 5+ POWERBALL Lottery Tickets past 30 days watch Ad-Supported Local TV Stations for an average of 108.5 minutes every day representing 34.8% of all time spent daily with Ad-Supported Video.

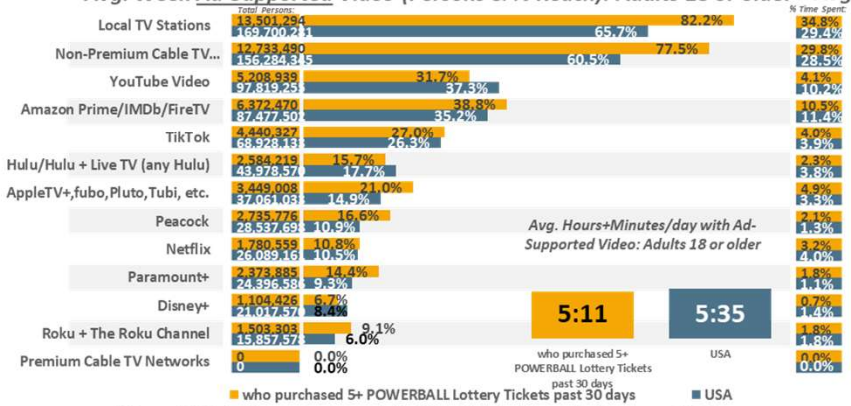
Avg. Week All Video (Persons & % Reach): Adults 18 or older



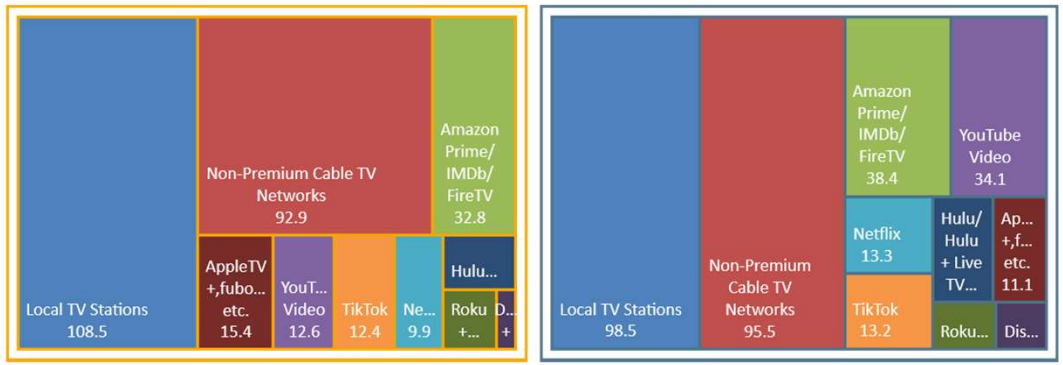
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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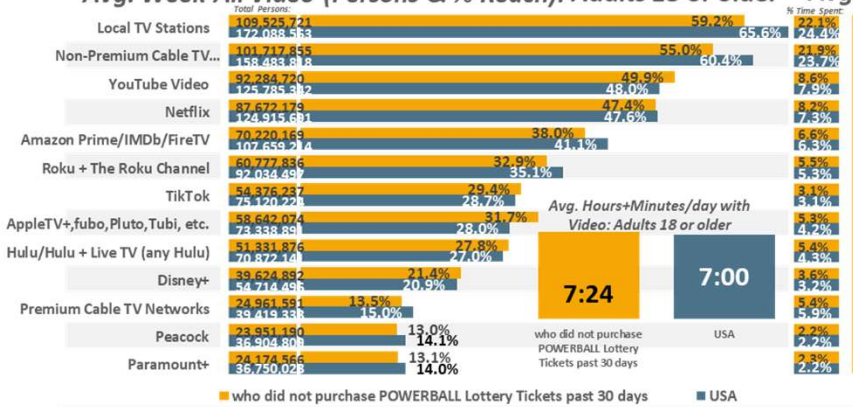
No. of times bought Powerball ticket past 30 days: 5 times or more

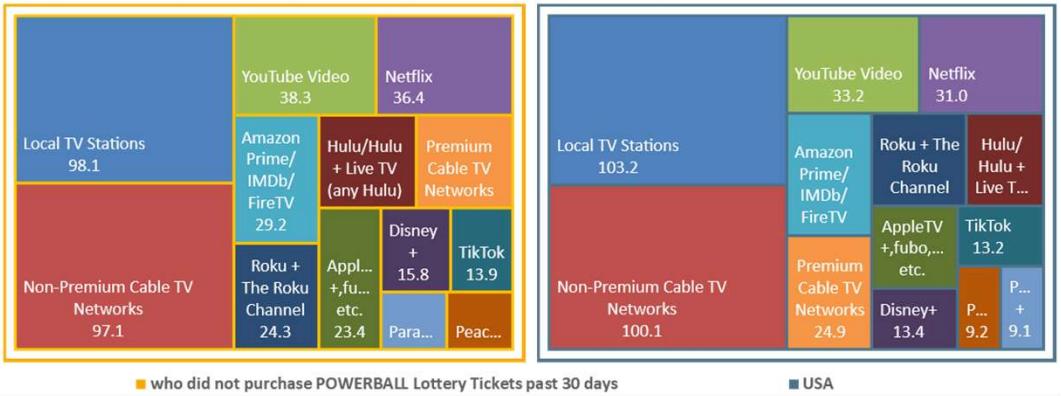


108,052,188 or 58.4% of Adults 18 or older who did not purchase POWERBALL Lottery Tickets past 30 days watch Ad-Supported Local TV Stations for an average of 94.1 minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.

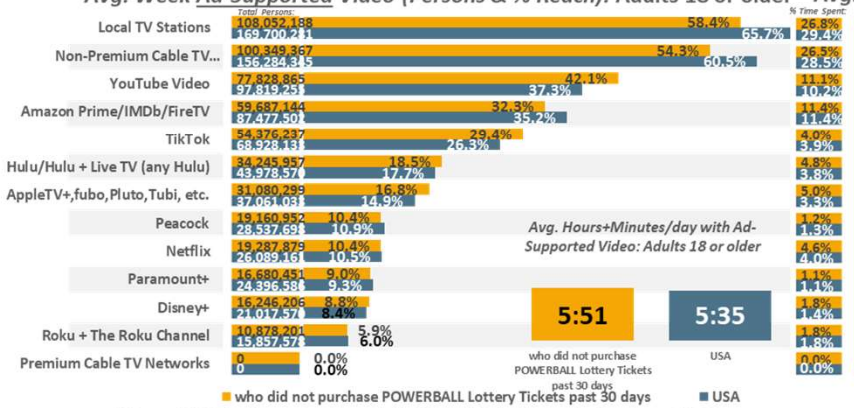
Avg. Week All Video (Persons & % Reach): Adults 18 or older



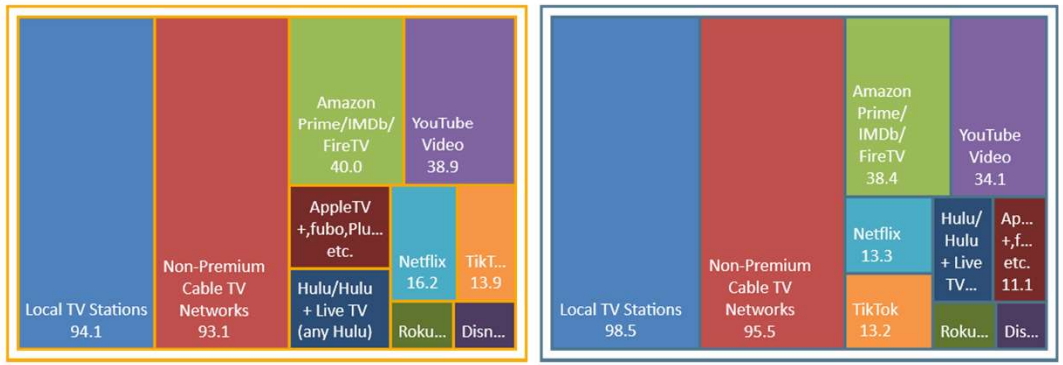
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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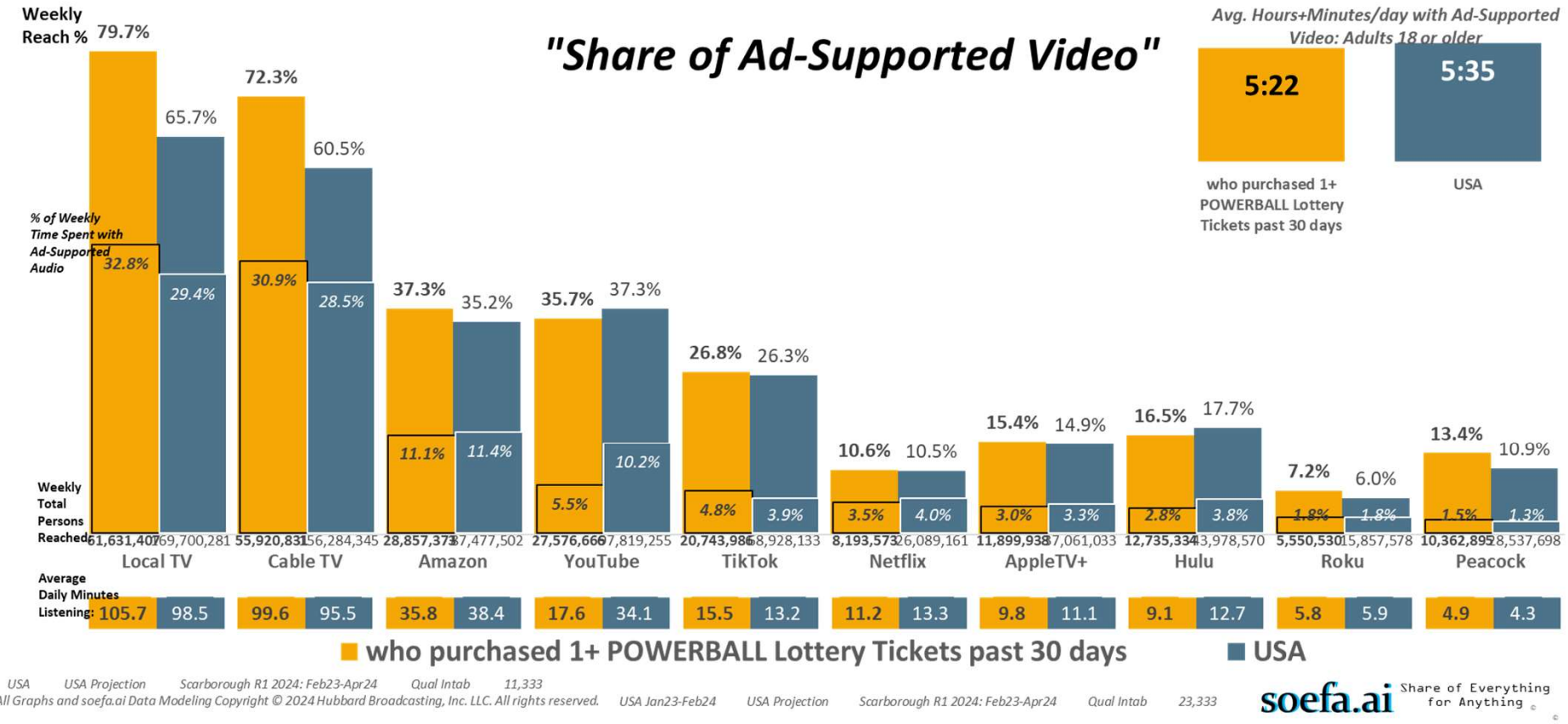
No. of times bought Powerball ticket past 30 days: None



61,631,407 or 79.7% of Adults 18 or older who purchased 1+ POWERBALL Lottery Tickets past 30 days watch Ad-Supported Local TV Stations for an average of 105.7 minutes every day representing 32.8% of all time spent daily with Ad-Supported Video.



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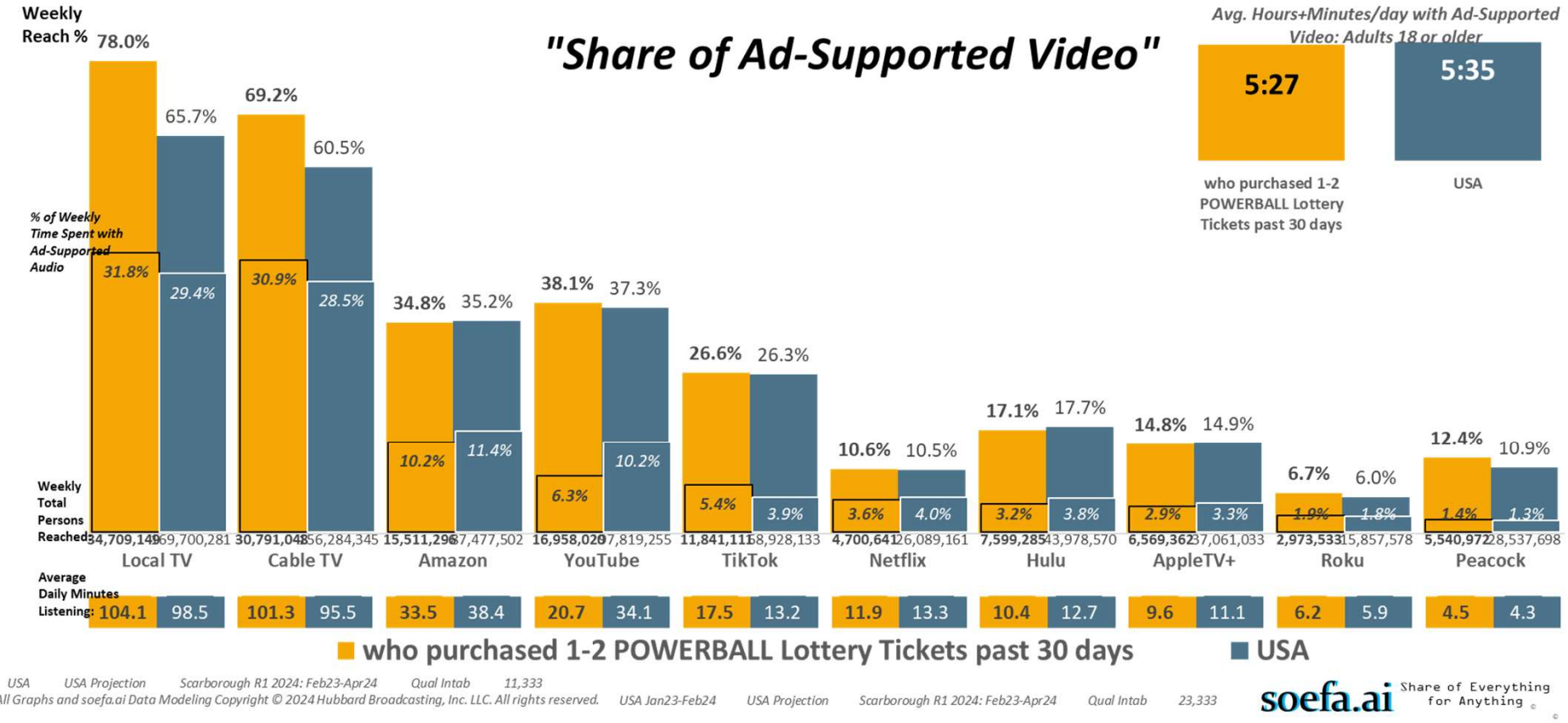
No. of times bought Powerball ticket past 30 days: Any Powerball ticket bought past 30 days



34,709,149 or 78.% of Adults 18 or older who purchased 1-2 POWERBALL Lottery Tickets past 30 days watch Ad-Supported Local TV Stations for an average of 104.1 minutes every day representing 31.8% of all time spent daily with Ad-Supported Video.



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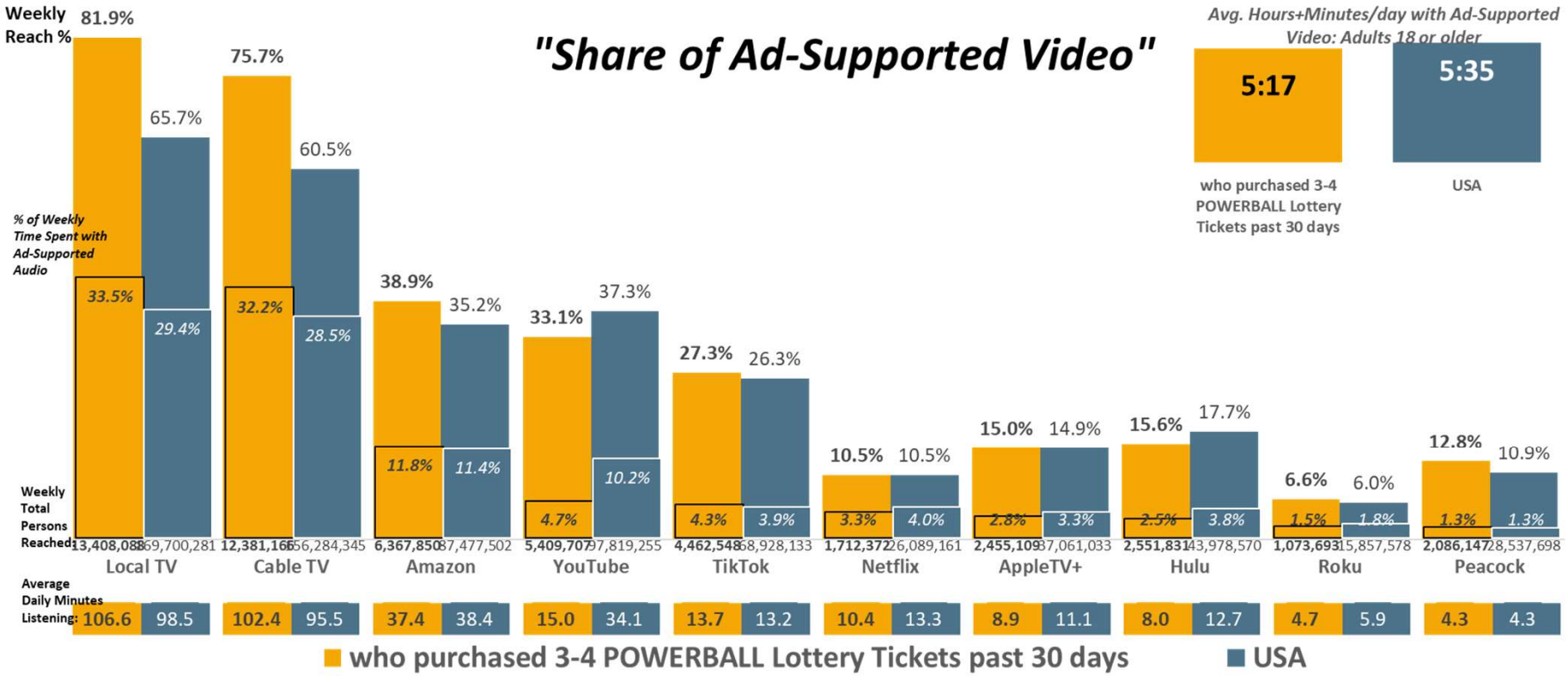
No. of times bought Powerball ticket past 30 days: 1 - 2 times



13,408,088 or 81.9% of Adults 18 or older who purchased 3-4 POWERBALL Lottery Tickets past 30 days watch Ad-Supported Local TV Stations for an average of 106.6 minutes every day representing 33.5% of all time spent daily with Ad-Supported Video.



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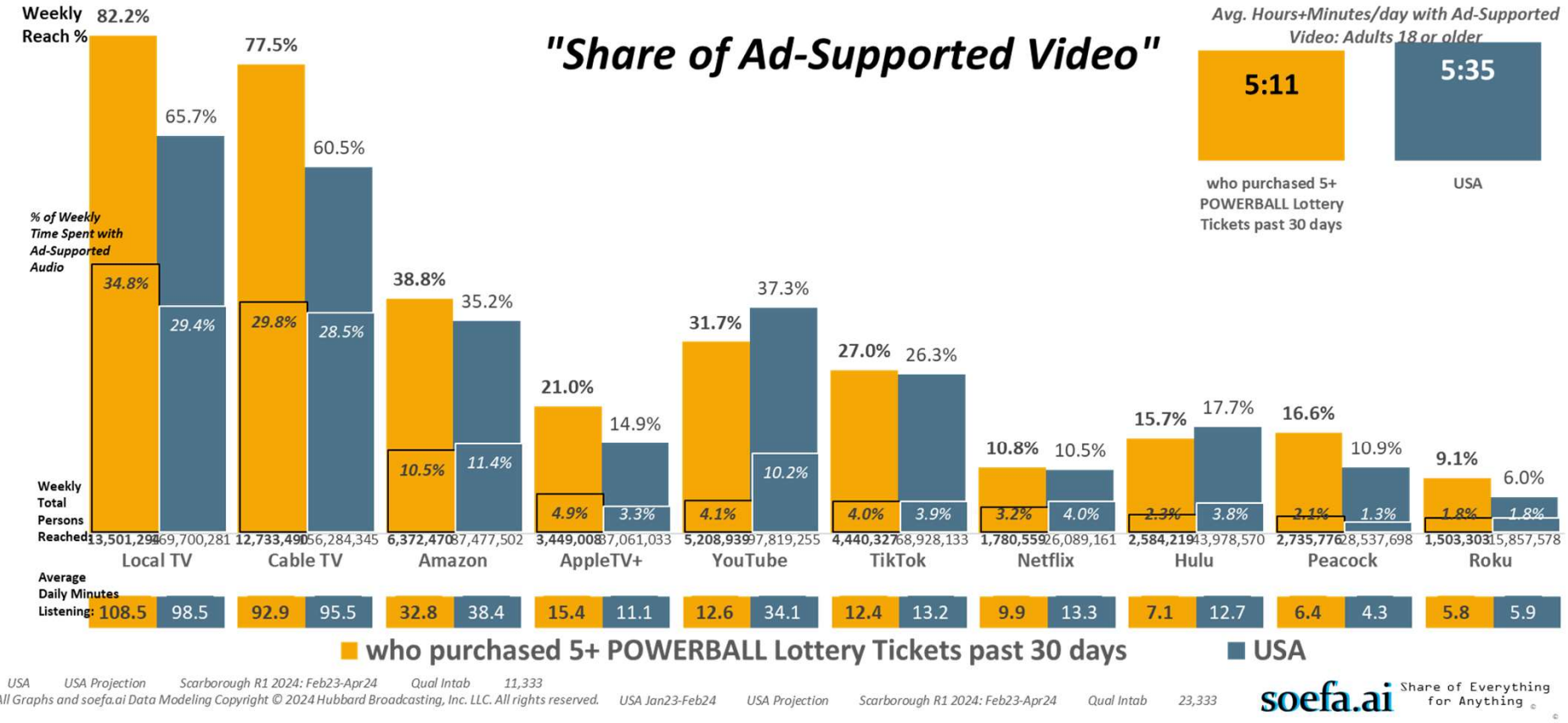
No. of times bought Powerball ticket past 30 days: 3 - 4 times



13,501,294 or 82.2% of Adults 18 or older who purchased 5+ POWERBALL Lottery Tickets past 30 days watch Ad-Supported Local TV Stations for an average of 108.5 minutes every day representing 34.8% of all time spent daily with Ad-Supported Video.



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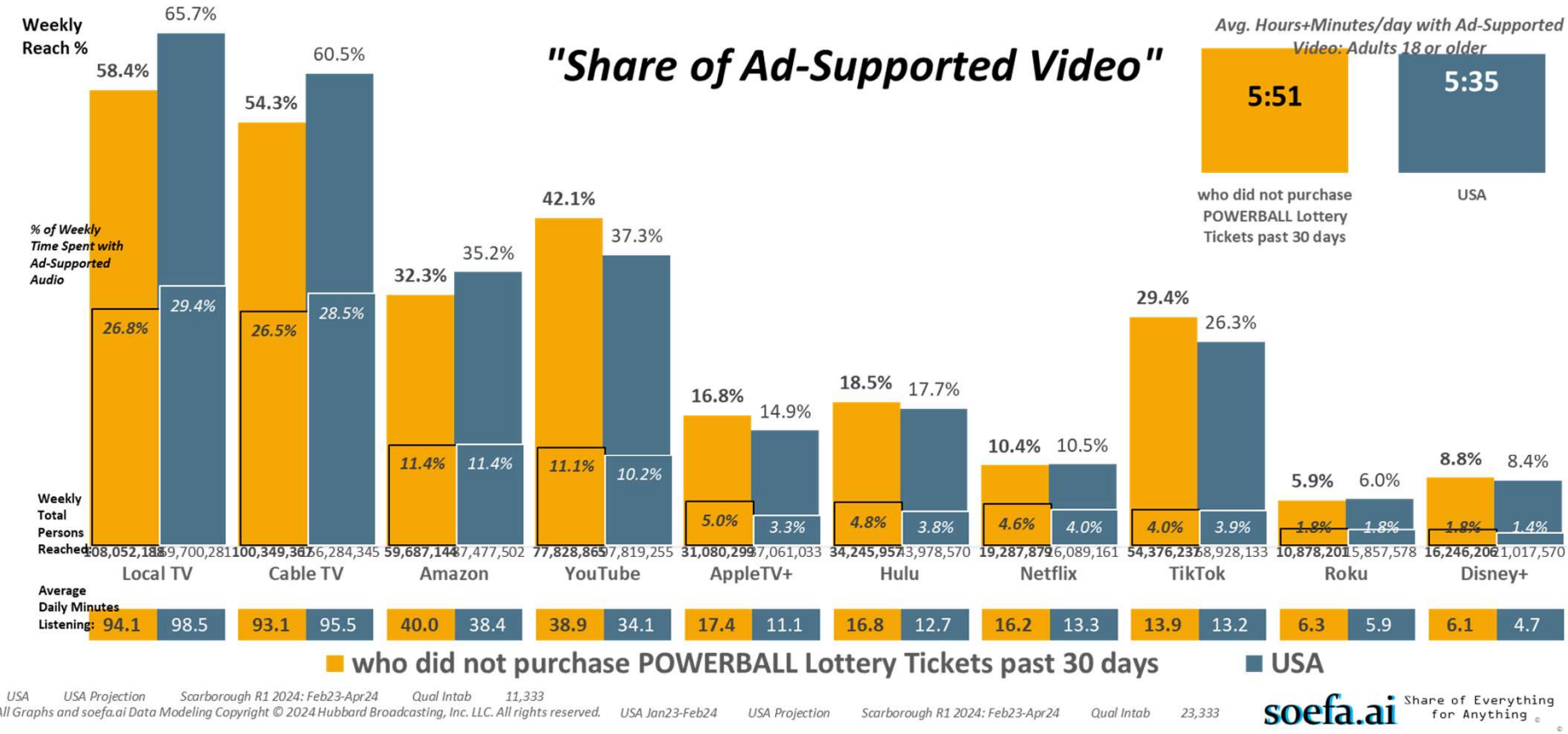
No. of times bought Powerball ticket past 30 days: 5 times or more



108,052,188 or 58.4% of Adults 18 or older who did not purchase POWERBALL Lottery Tickets past 30 days watch Ad-Supported Local TV Stations for an average of 94.1 minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.



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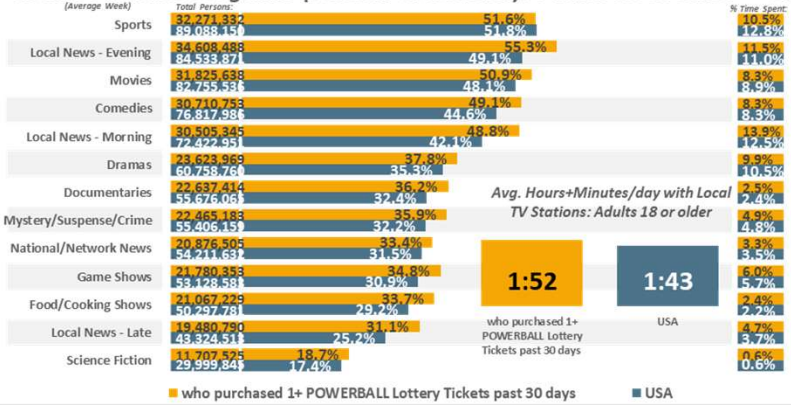
No. of times bought Powerball ticket past 30 days: None

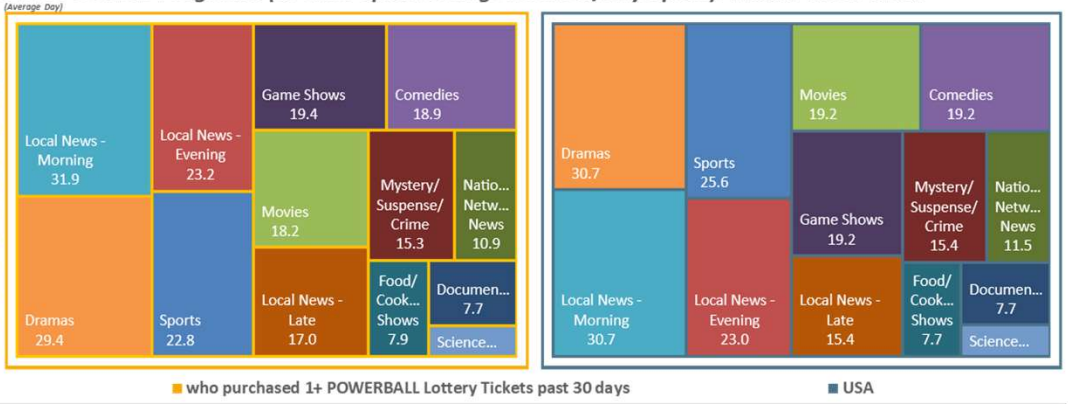


61,631,407 or 79.7% of Adults 18 or older who purchased 1+ POWERBALL Lottery Tickets past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Local News - Morning, Comedies, and Dramas.

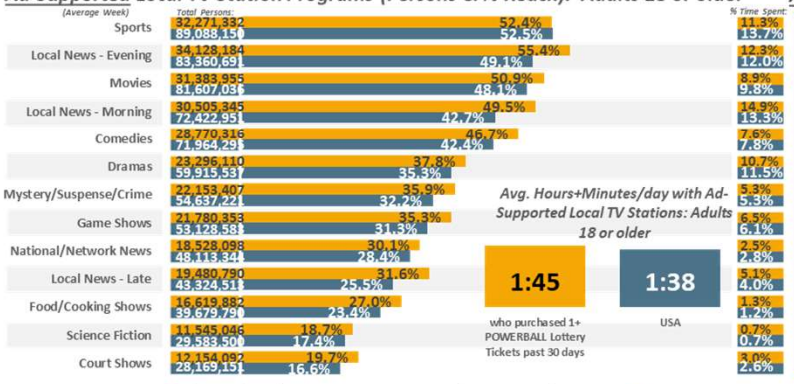
Local TV Station Programs (Persons & % Reach): Adults 18 or older



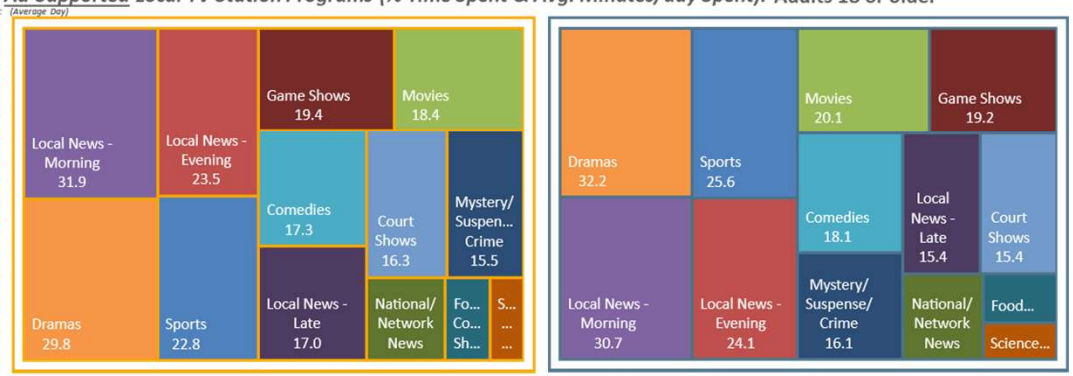
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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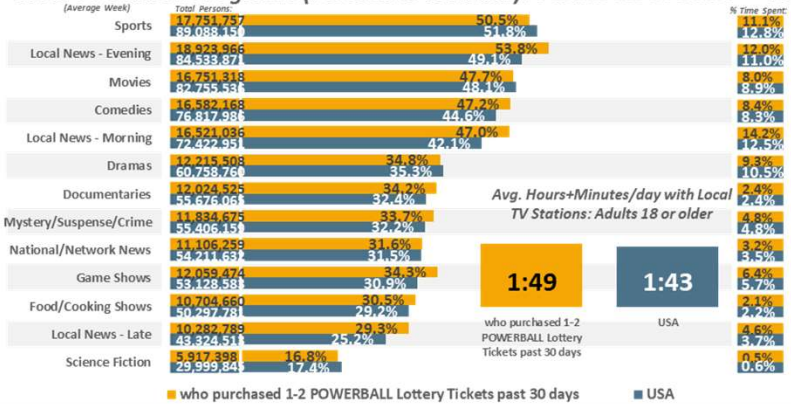
No. of times bought Powerball ticket past 30 days: Any Powerball ticket bought past 30 days

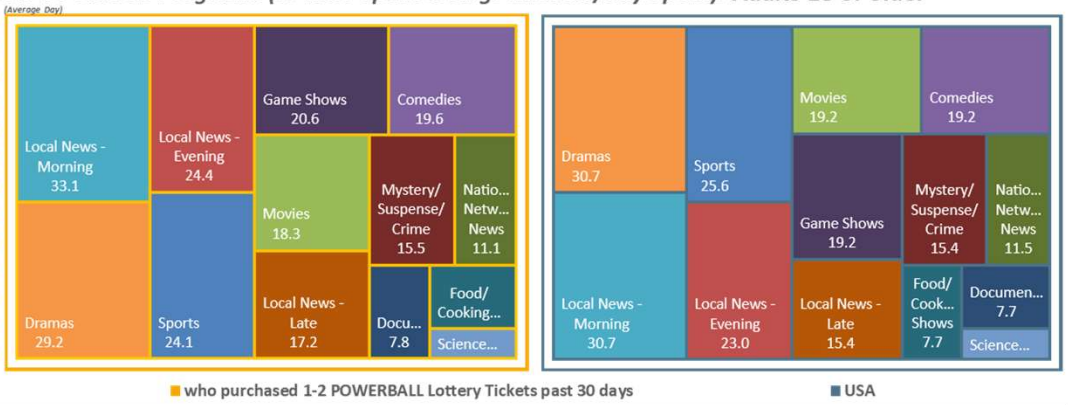


34,709,149 or 78.% of Adults 18 or older who purchased 1-2 POWERBALL Lottery Tickets past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Movies, Comedies, and Game Shows.

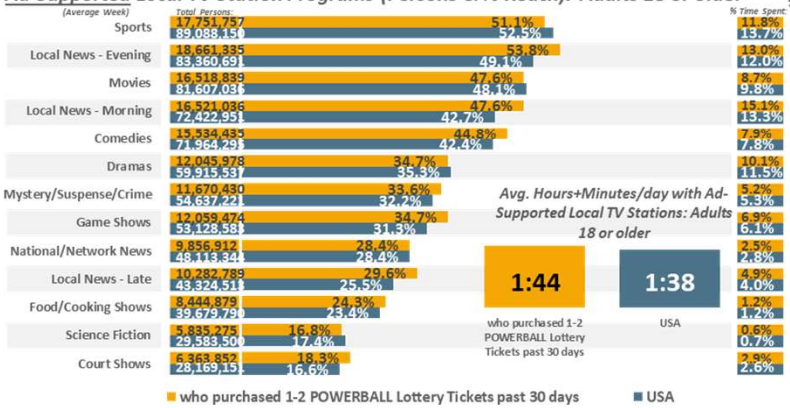
Local TV Station Programs (Persons & % Reach): Adults 18 or older



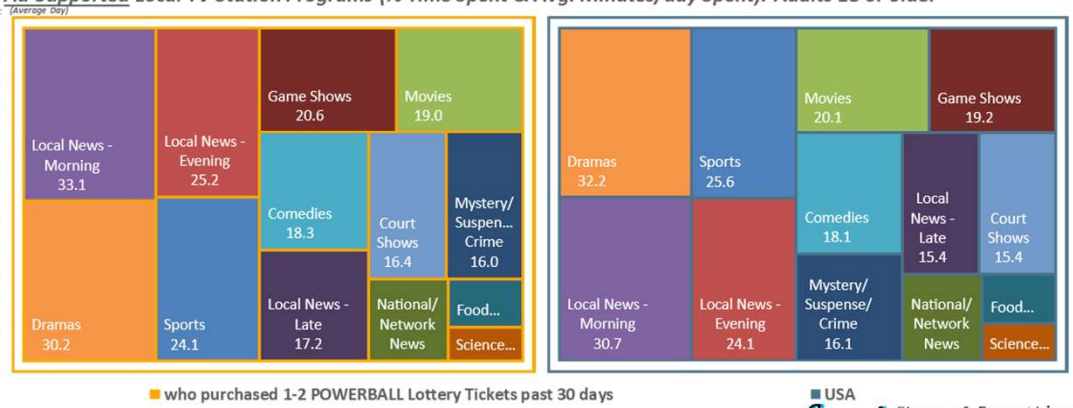
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333

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

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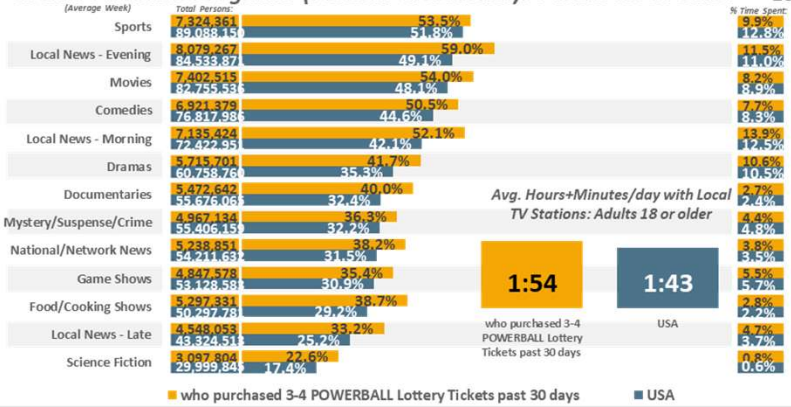
No. of times bought Powerball ticket past 30 days: 1 - 2 times

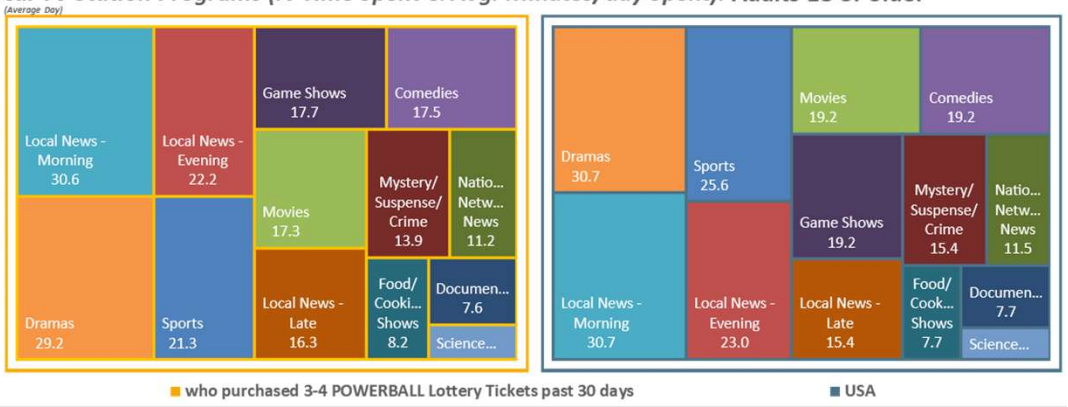


13,408,088 or 81.9% of Adults 18 or older who purchased 3-4 POWERBALL Lottery Tickets past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Local News - Morning, Comedies, and Dramas.

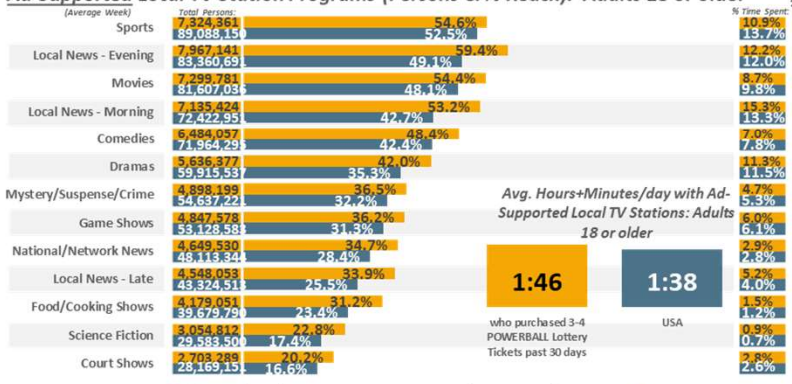
Local TV Station Programs (Persons & % Reach): Adults 18 or older



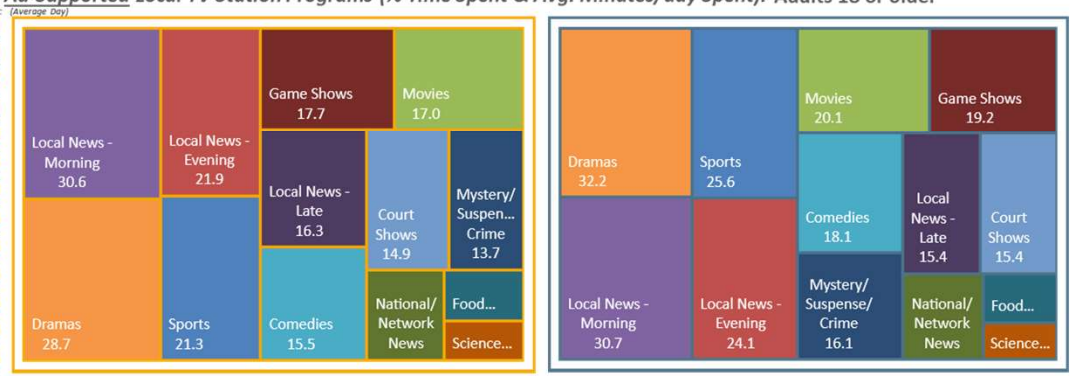
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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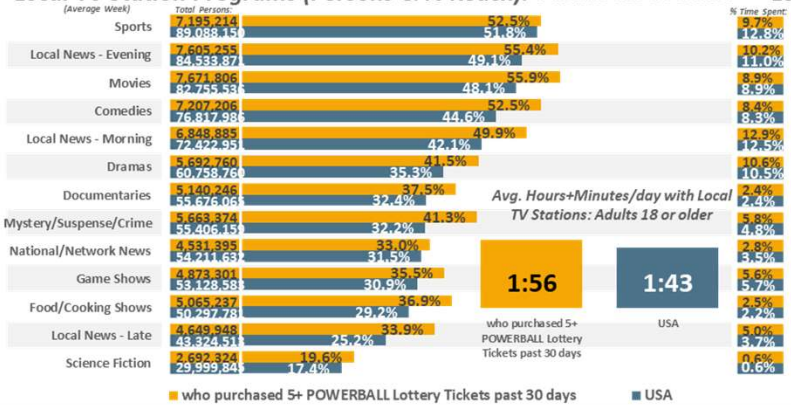
No. of times bought Powerball ticket past 30 days: 3 - 4 times

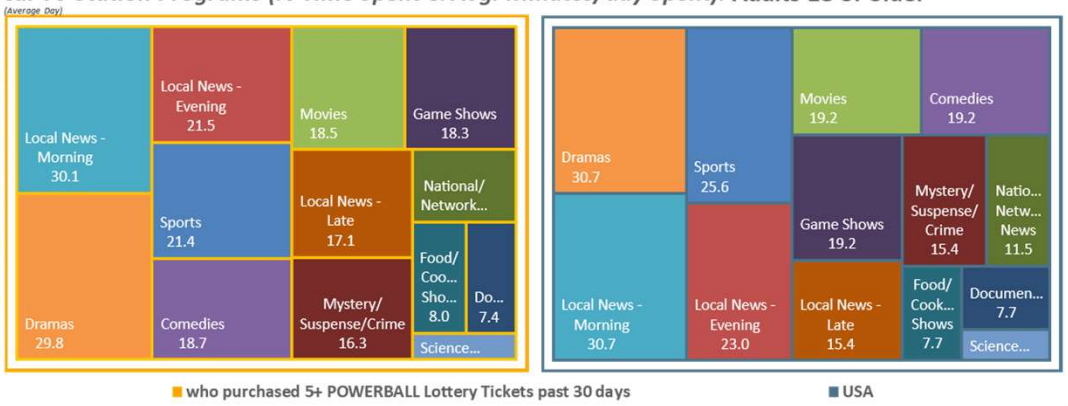


13,501,294 or 82.2% of Adults 18 or older who purchased 5+ POWERBALL Lottery Tickets past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Local News - Evening, Sports, Local News - Morning, Comedies, and Dramas.

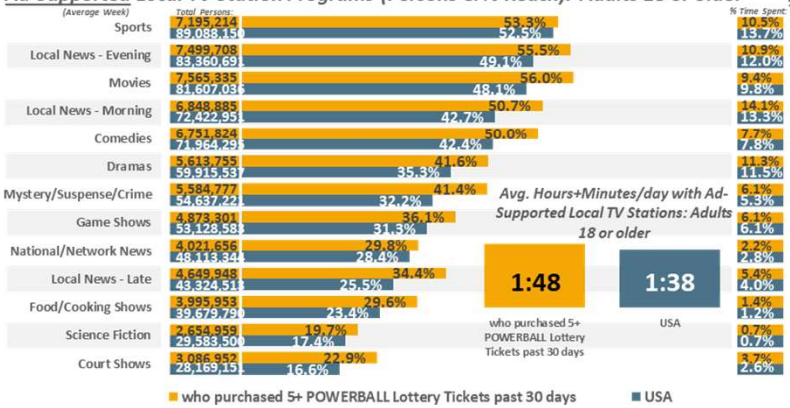
Local TV Station Programs (Persons & % Reach): Adults 18 or older



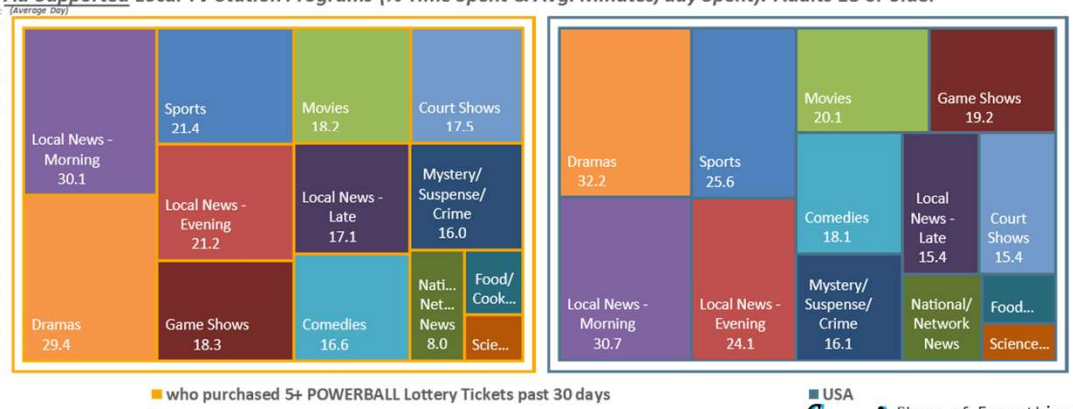
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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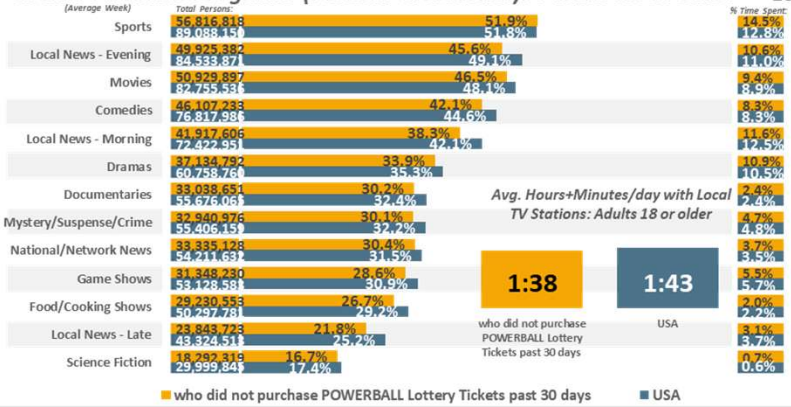
No. of times bought Powerball ticket past 30 days: 5 times or more

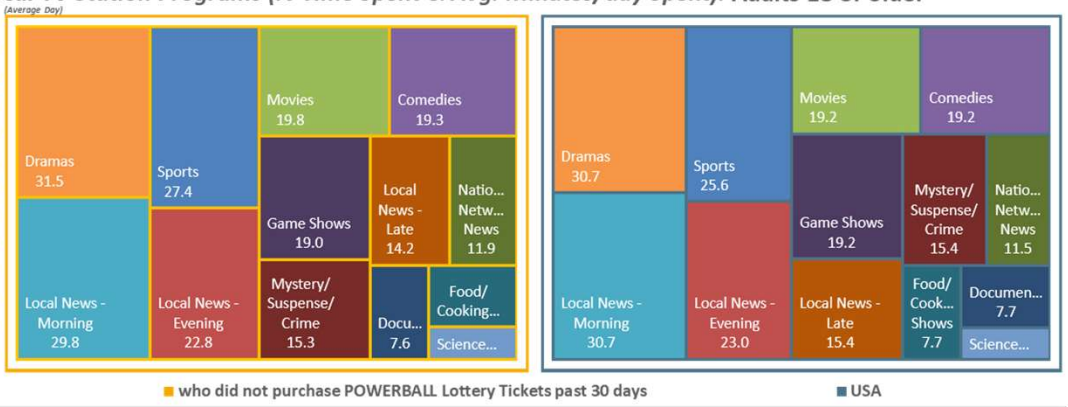


108,052,188 or 58.4% of Adults 18 or older who did not purchase POWERBALL Lottery Tickets past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Local News - Morning, and Dramas.

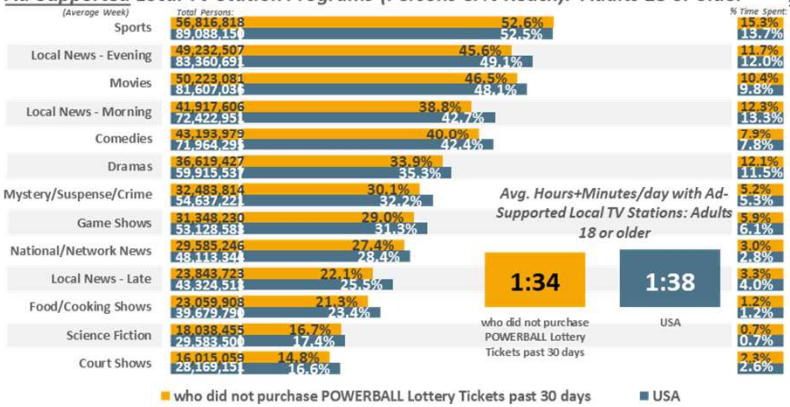
Local TV Station Programs (Persons & % Reach): Adults 18 or older



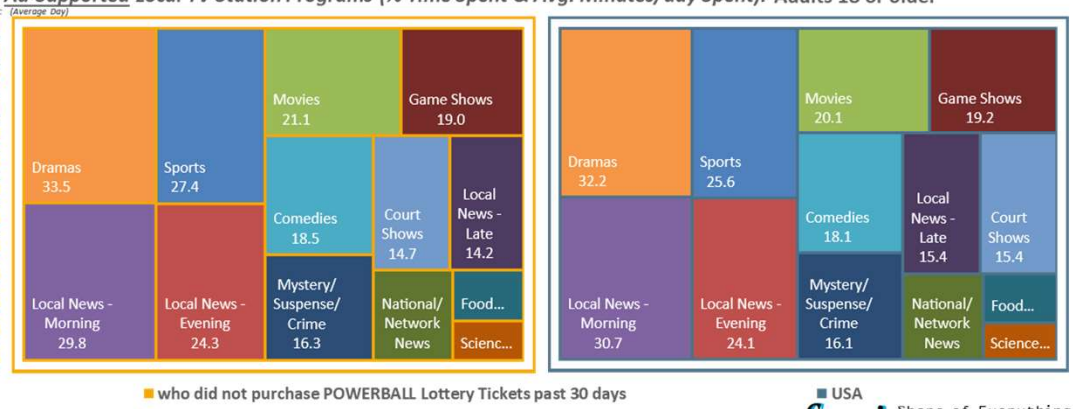
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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No. of times bought Powerball ticket past 30 days: None

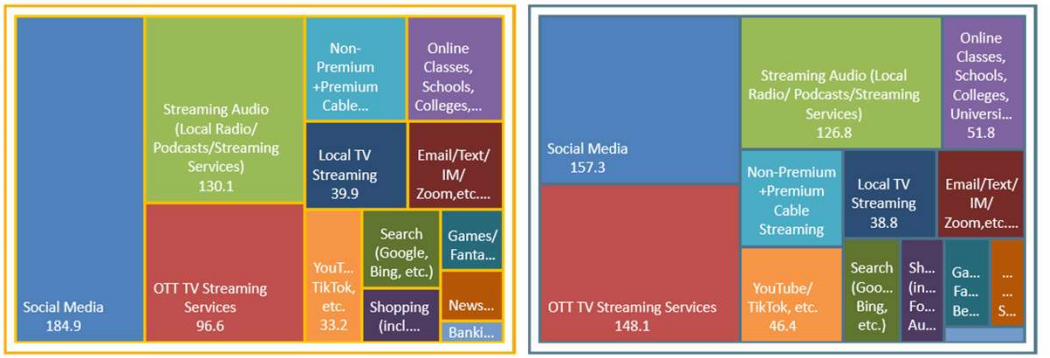


57,941,519 or 74.9% of Adults 18 or older who purchased 1+ POWERBALL Lottery Tickets past 30 days use Ad-Supported Social Media for an average of 170.1 minutes every day representing 31.% of all time spent daily with Ad-Supported Digital Media.

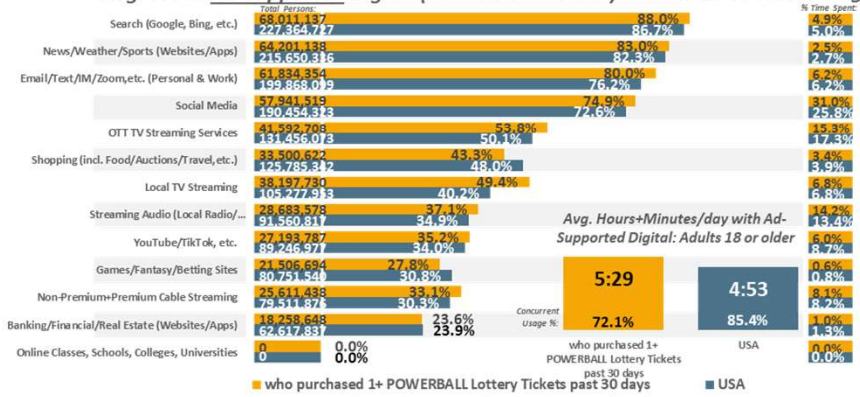
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



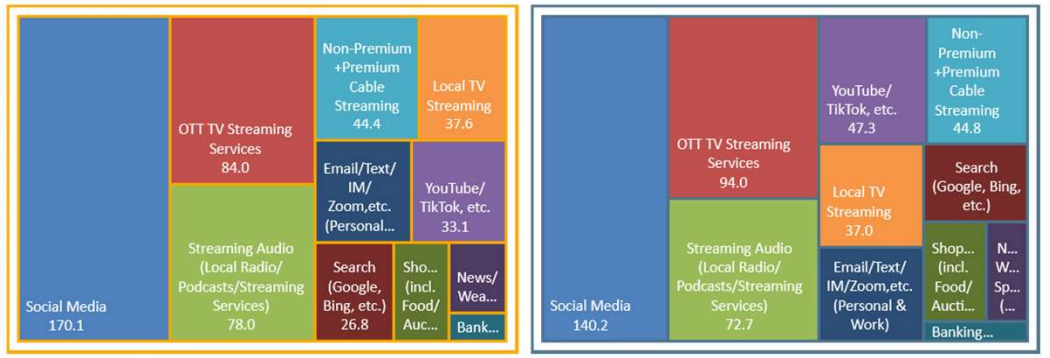
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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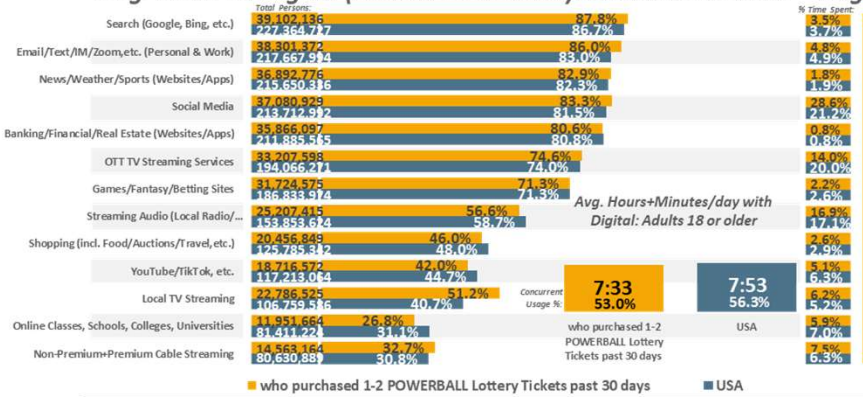
No. of times bought Powerball ticket past 30 days: Any Powerball ticket bought past 30 days

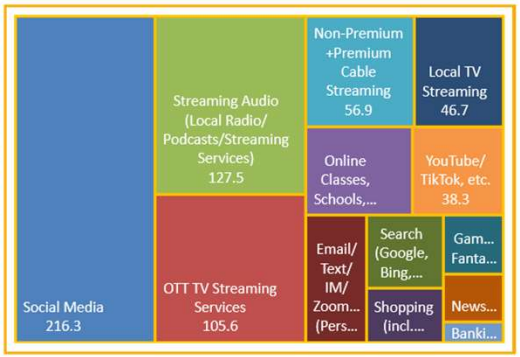


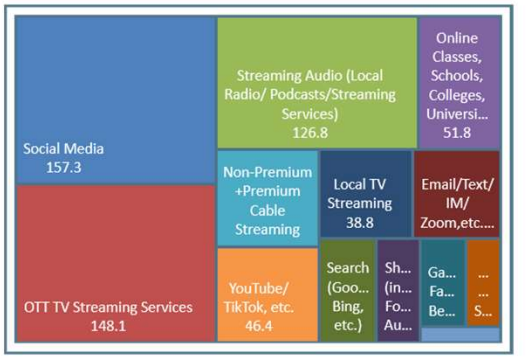
33,771,724 or 75.9% of Adults 18 or older who purchased 1-2 POWERBALL Lottery Tickets past 30 days use Ad-Supported Social Media for an average of 199. minutes every day representing 33.2% of all time spent daily with Ad-Supported Digital Media.

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

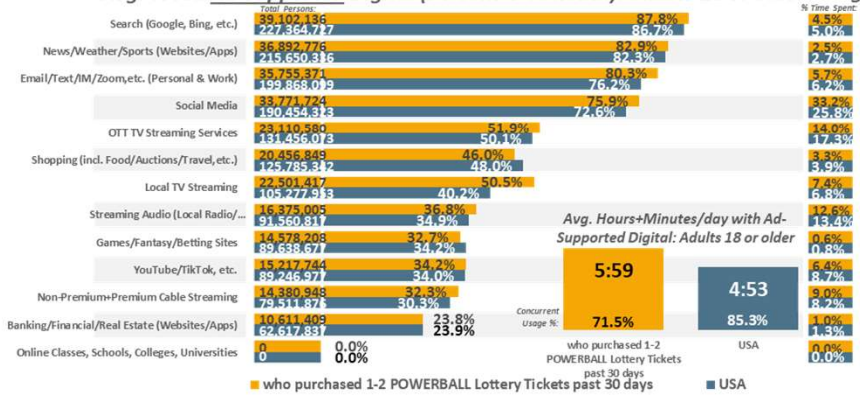


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

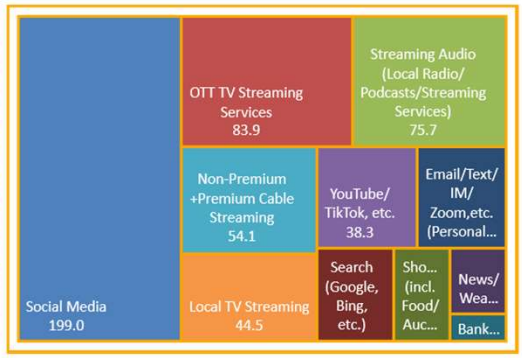


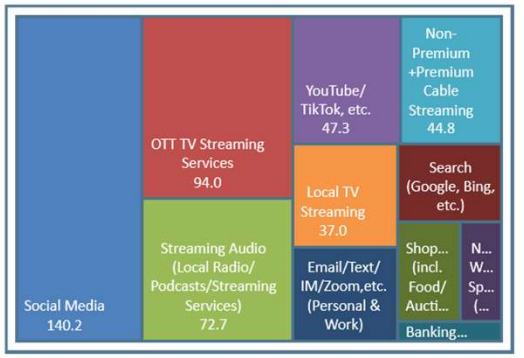


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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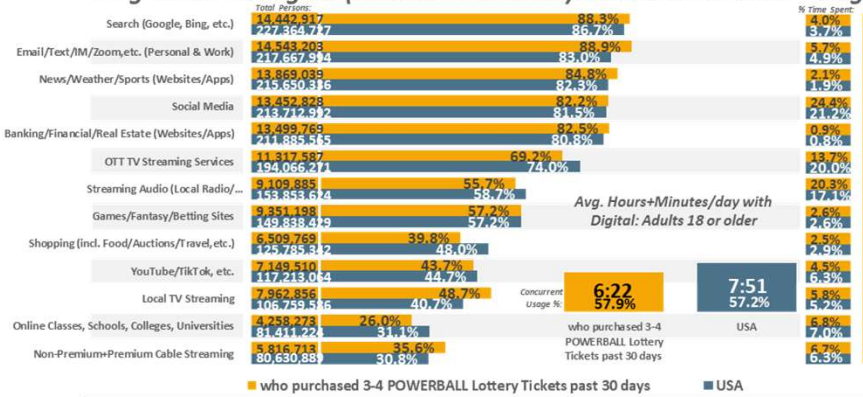
No. of times bought Powerball ticket past 30 days: 1 - 2 times

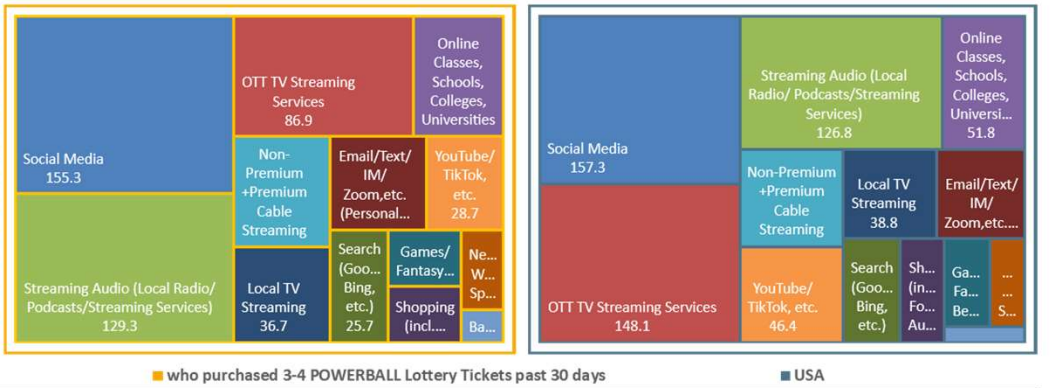


11,803,300 or 72.1% of Adults 18 or older who purchased 3-4 POWERBALL Lottery Tickets past 30 days use Ad-Supported Social Media for an average of 142.9 minutes every day representing 28.7% of all time spent daily with Ad-Supported Digital Media.

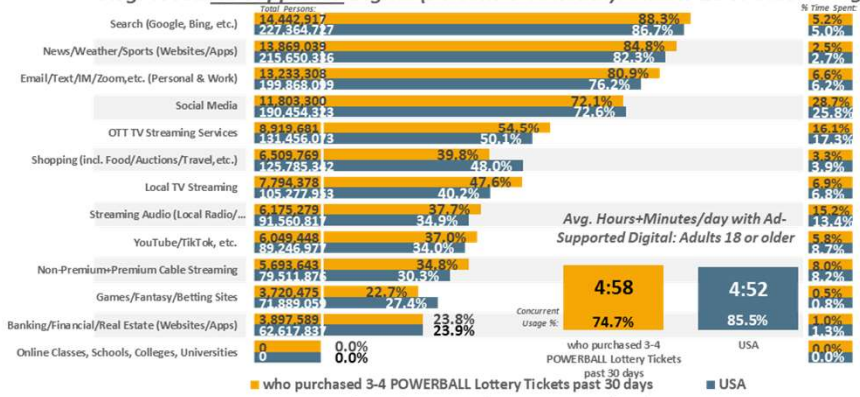
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



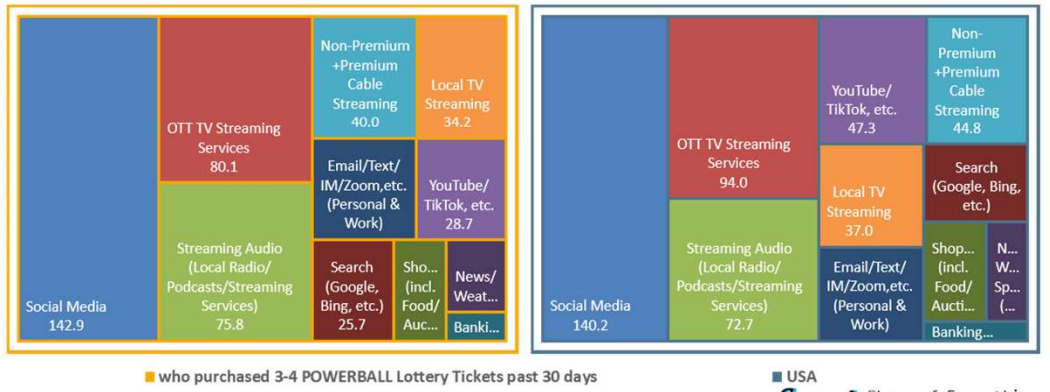
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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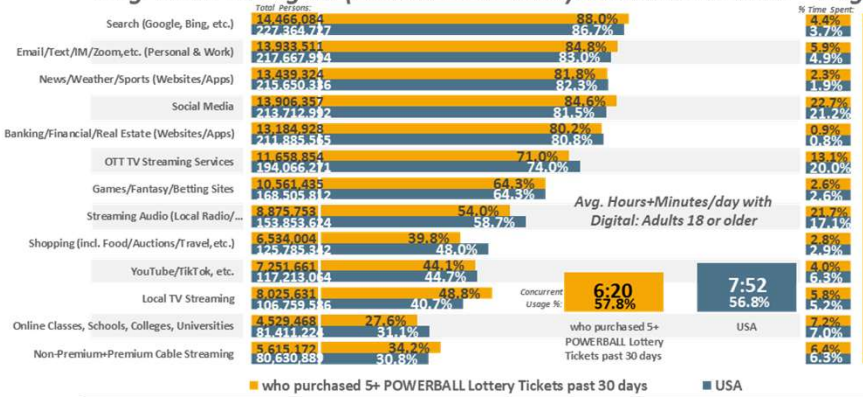
No. of times bought Powerball ticket past 30 days: 3 - 4 times

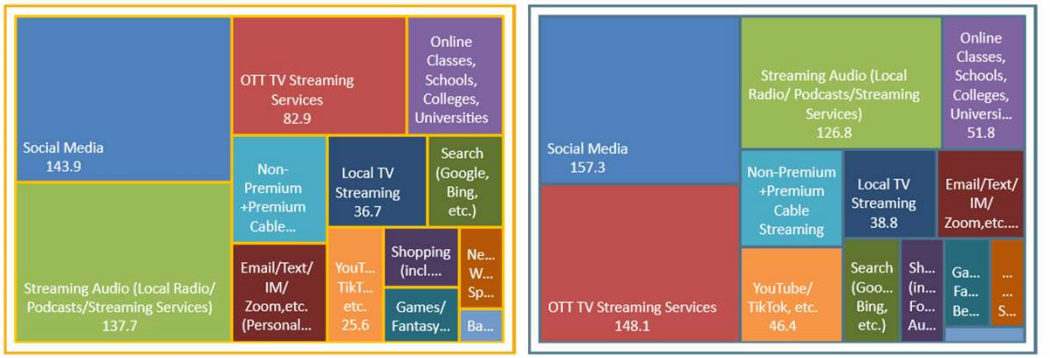


12,366,496 or 75.3% of Adults 18 or older who purchased 5+ POWERBALL Lottery Tickets past 30 days use Ad-Supported Social Media for an average of 132.4 minutes every day representing 26.2% of all time spent daily with Ad-Supported Digital Media.

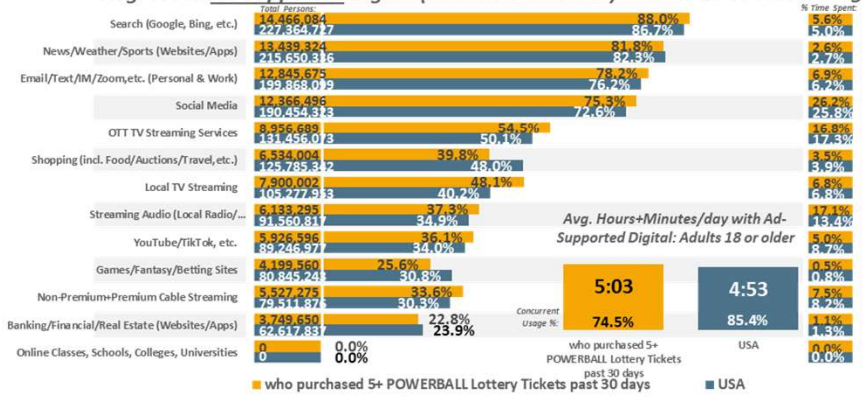
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



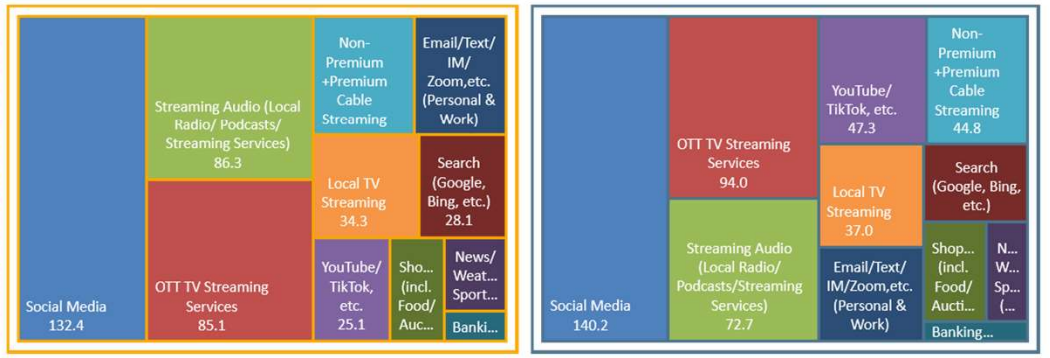
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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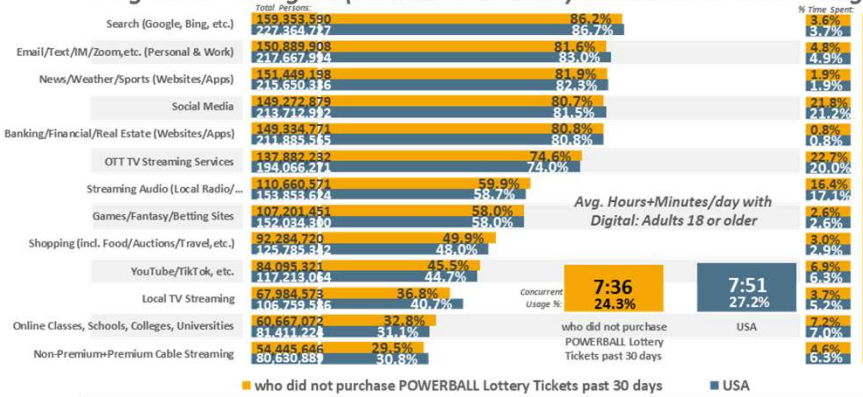
No. of times bought Powerball ticket past 30 days: 5 times or more

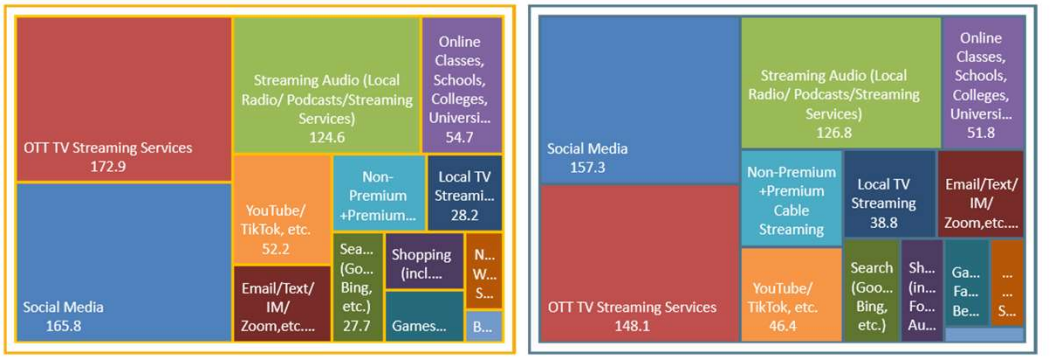


132,512,803 or 71.7% of Adults 18 or older who did not purchase POWERBALL Lottery Tickets past 30 days use Ad-Supported Social Media for an average of 147.2 minutes every day representing 26.7% of all time spent daily with Ad-Supported Digital Media.

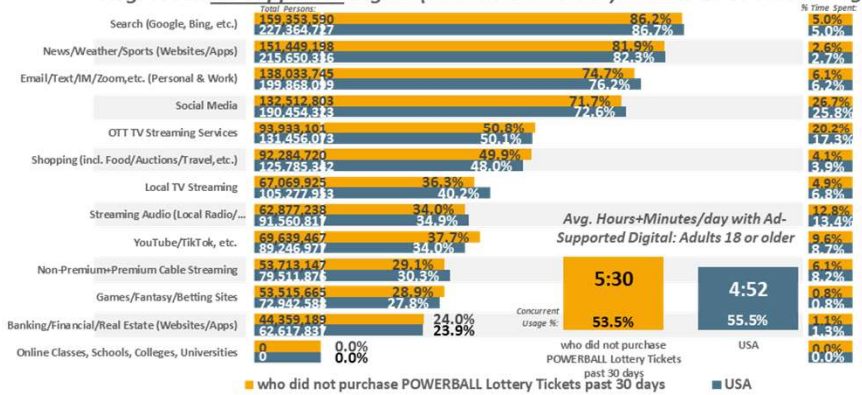
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



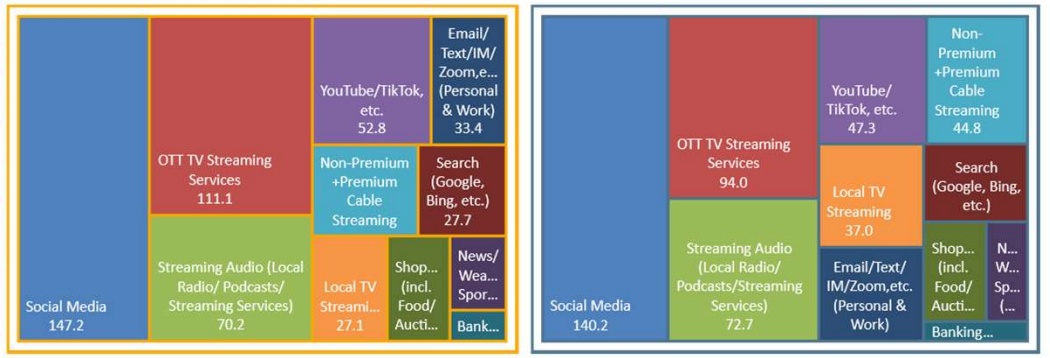
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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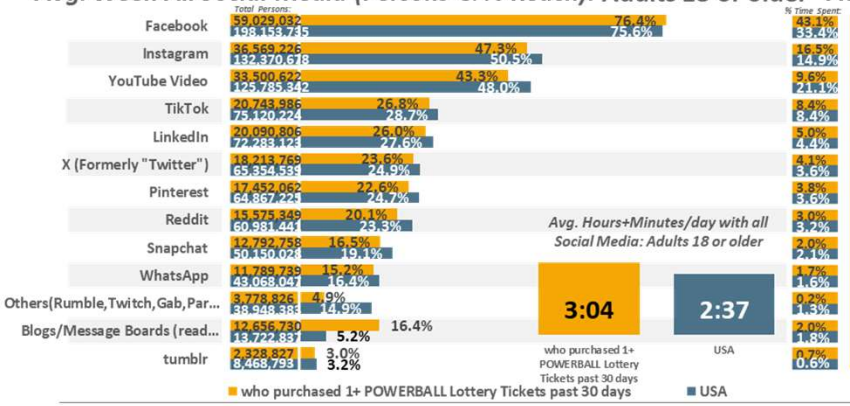
No. of times bought Powerball ticket past 30 days: None

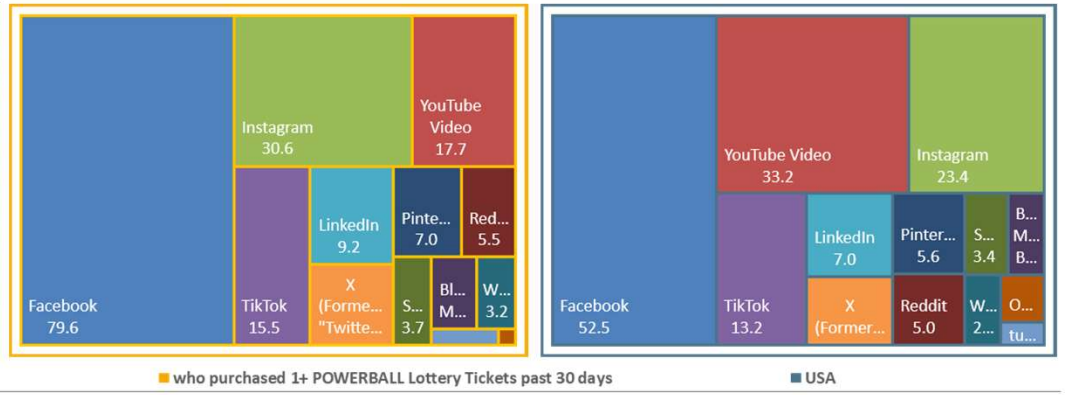


57,941,519 or 74.9% of Adults 18 or older who purchased 1+ POWERBALL Lottery Tickets past 30 days use Ad-Supported Facebook for an average of 68.8 minutes every day representing 41.4% of all time spent daily with Ad-Supported Social Media.

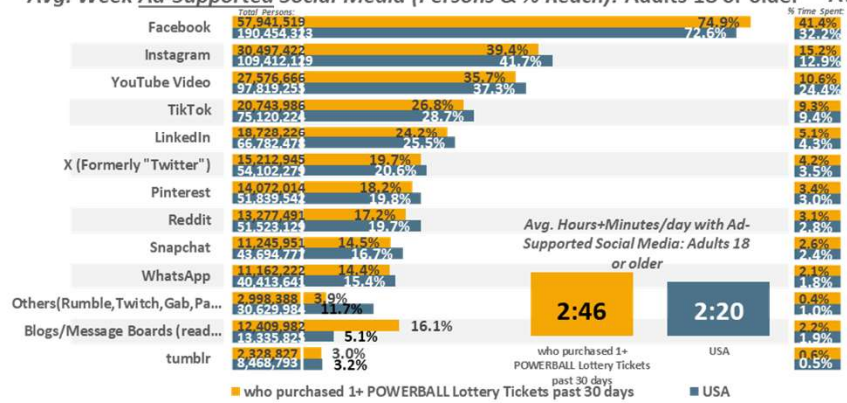
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



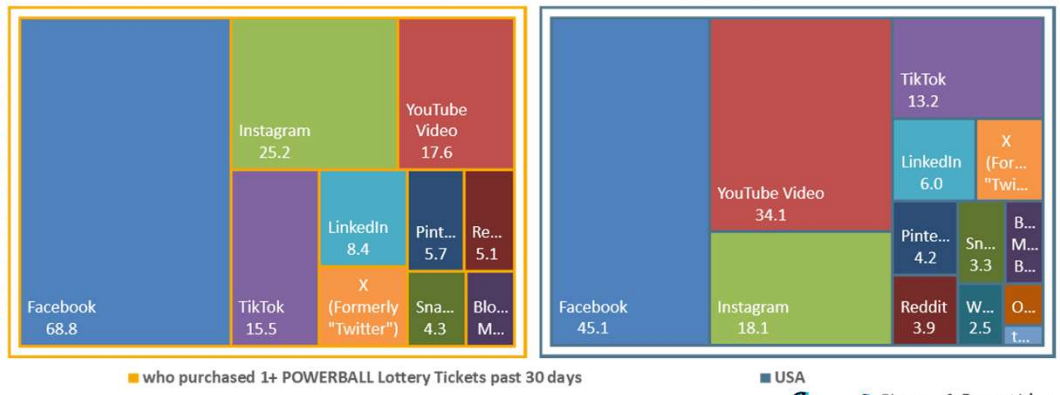
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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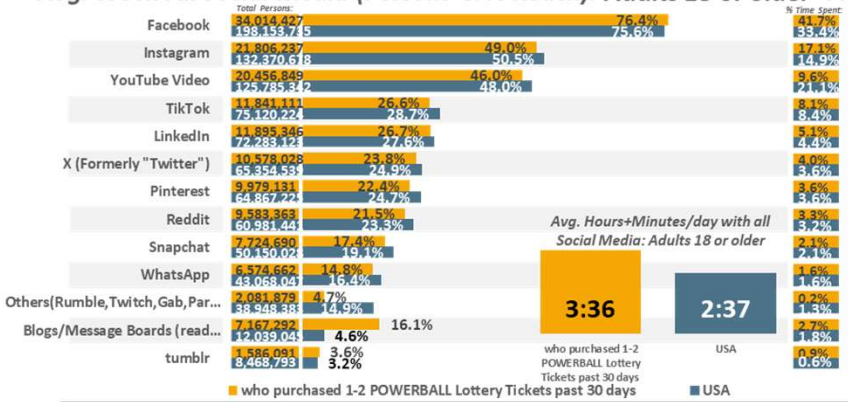
No. of times bought Powerball ticket past 30 days: Any Powerball ticket bought past 30 days

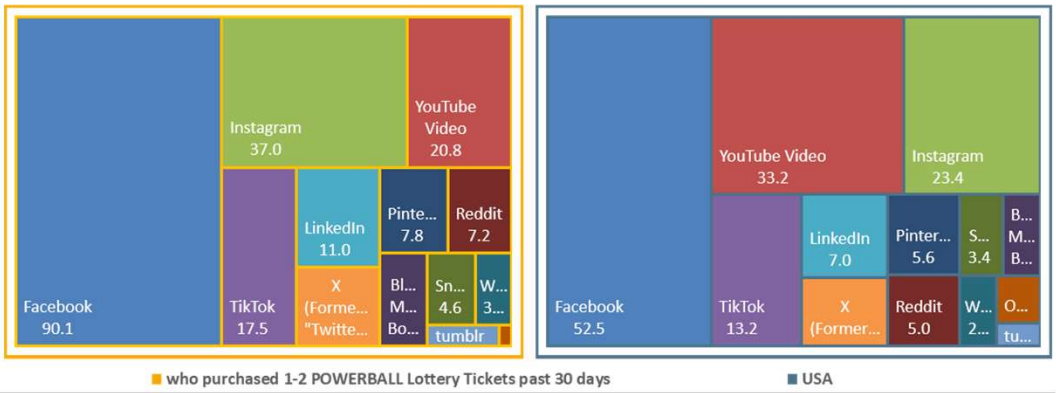


33,771,724 or 75.9% of Adults 18 or older who purchased 1-2 POWERBALL Lottery Tickets past 30 days use Ad-Supported Facebook for an average of 81.3 minutes every day representing 41.3% of all time spent daily with Ad-Supported Social Media.

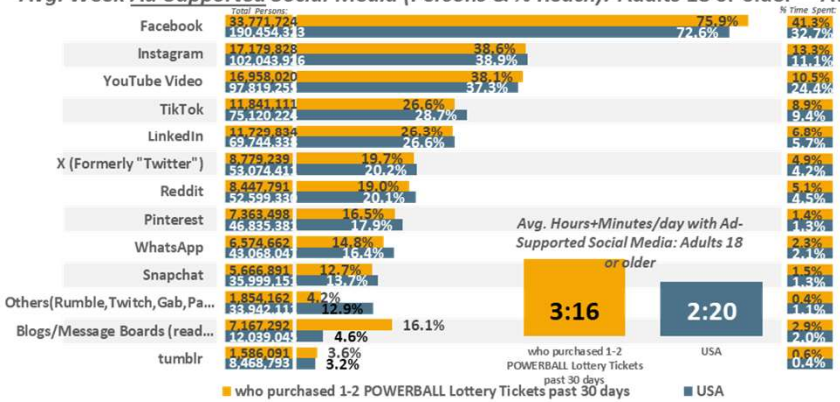
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



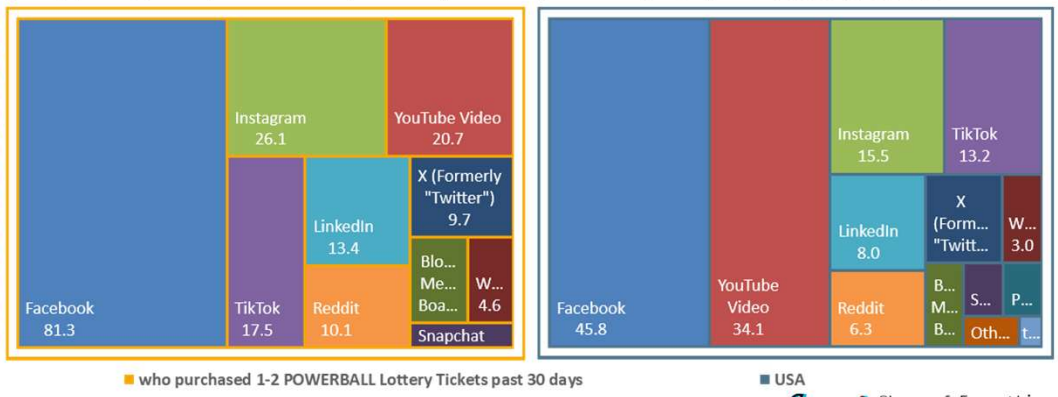
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333

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

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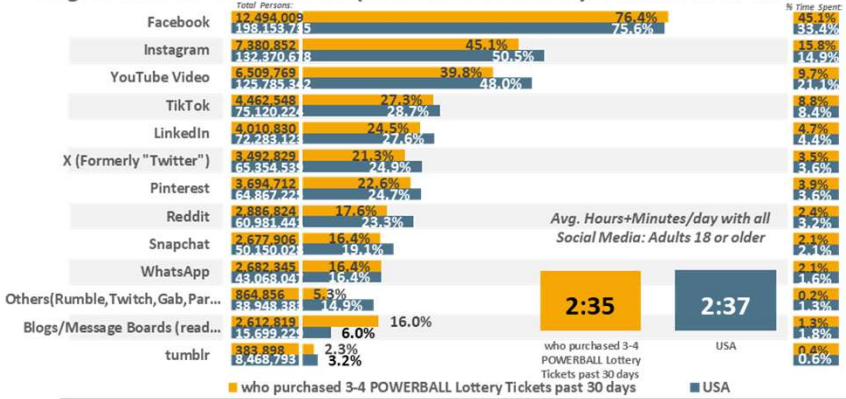
No. of times bought Powerball ticket past 30 days: 1 - 2 times

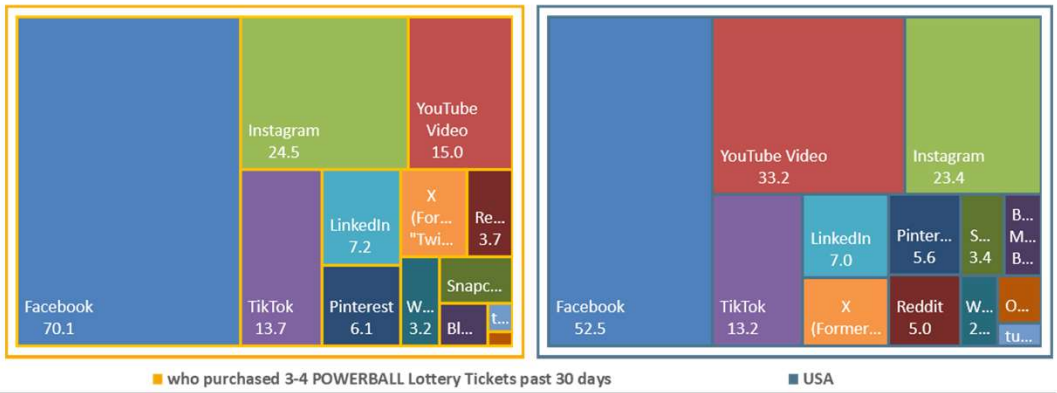


11,803,300 or 72.1% of Adults 18 or older who purchased 3-4 POWERBALL Lottery Tickets past 30 days use Ad-Supported Facebook for an average of 55.5 minutes every day representing 40.8% of all time spent daily with Ad-Supported Social Media.

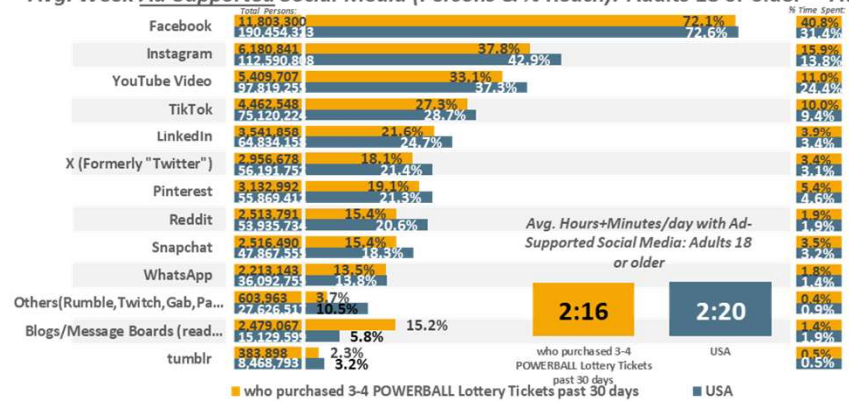
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



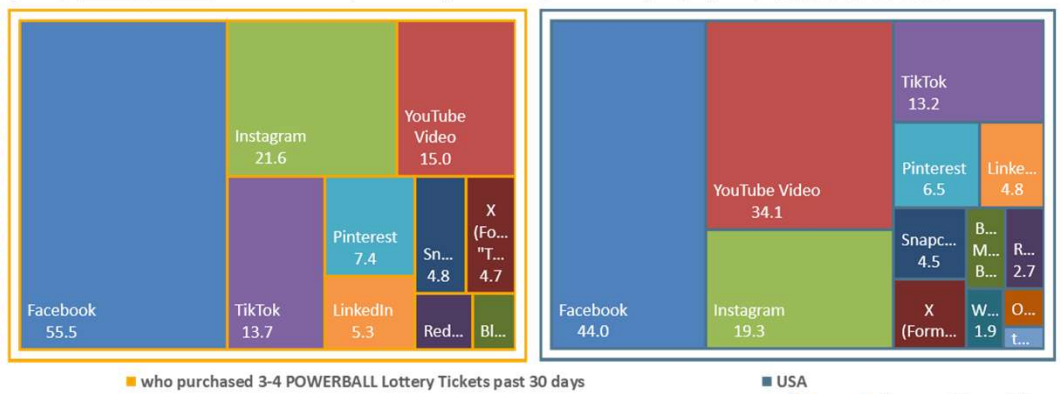
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333

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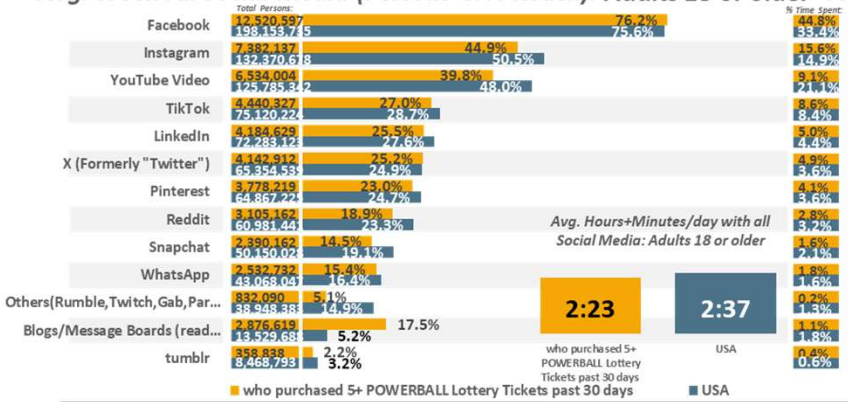
No. of times bought Powerball ticket past 30 days: 3 - 4 times

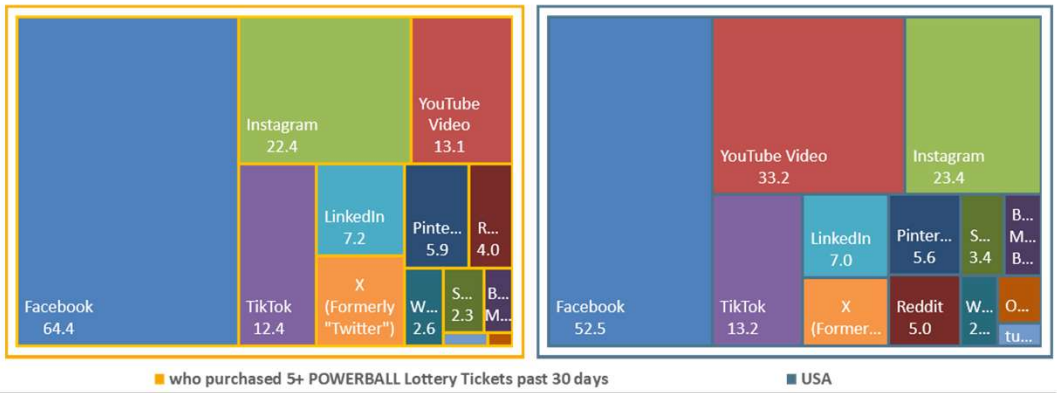


12,366,496 or 75.3% of Adults 18 or older who purchased 5+ POWERBALL Lottery Tickets past 30 days use Ad-Supported Facebook for an average of 54.4 minutes every day representing 42.7% of all time spent daily with Ad-Supported Social Media.

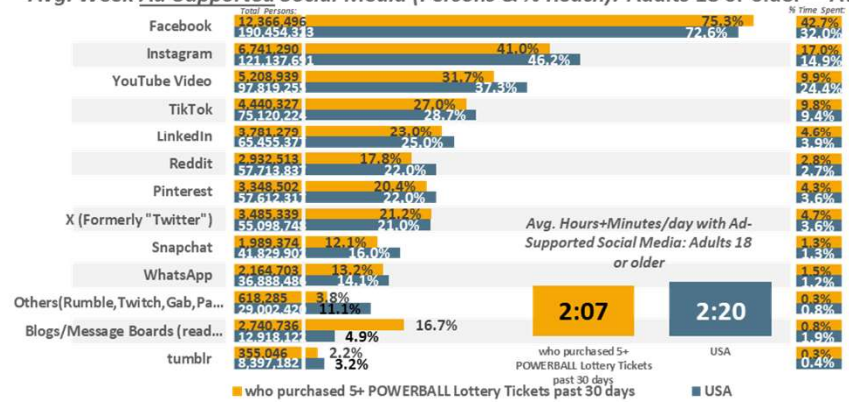
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



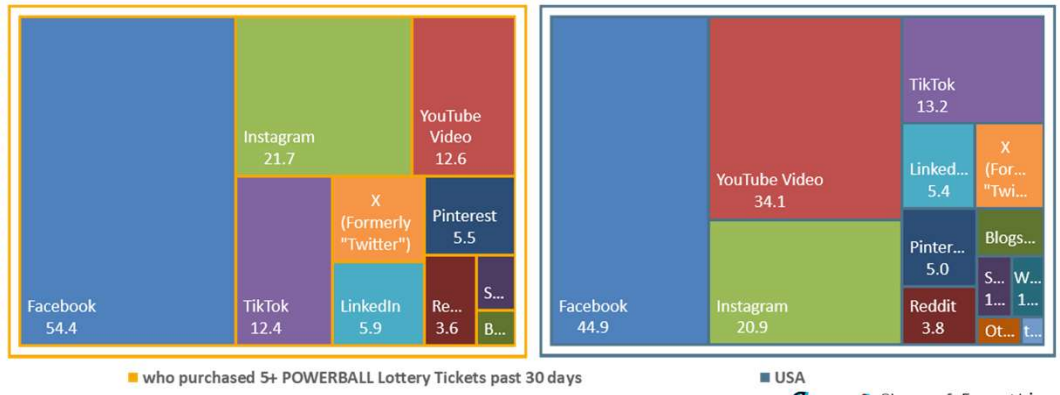
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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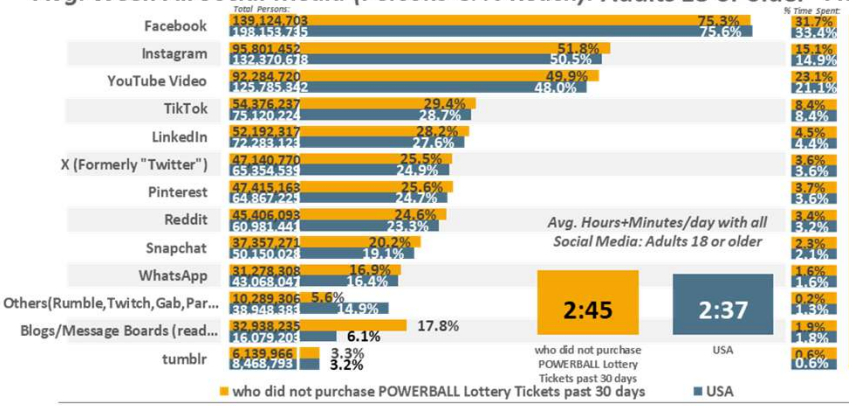
No. of times bought Powerball ticket past 30 days: 5 times or more

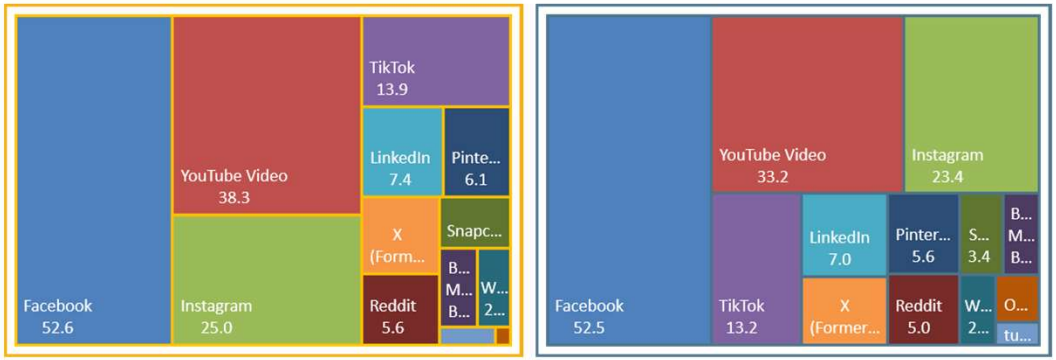


132,512,803 or 71.7% of Adults 18 or older who did not purchase POWERBALL Lottery Tickets past 30 days use Ad-Supported Facebook for an average of 47.8 minutes every day representing 32.4% of all time spent daily with Ad-Supported Social Media.

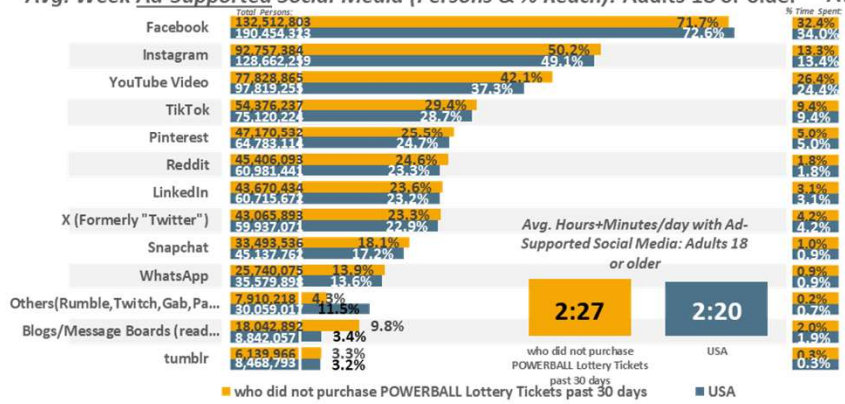
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



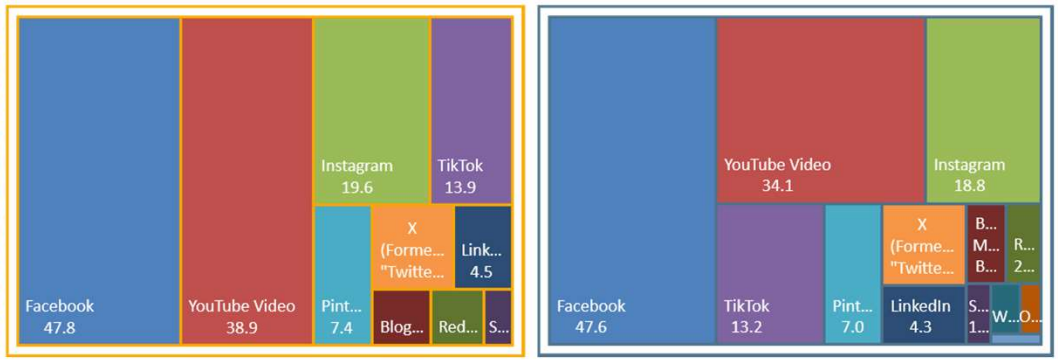
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333

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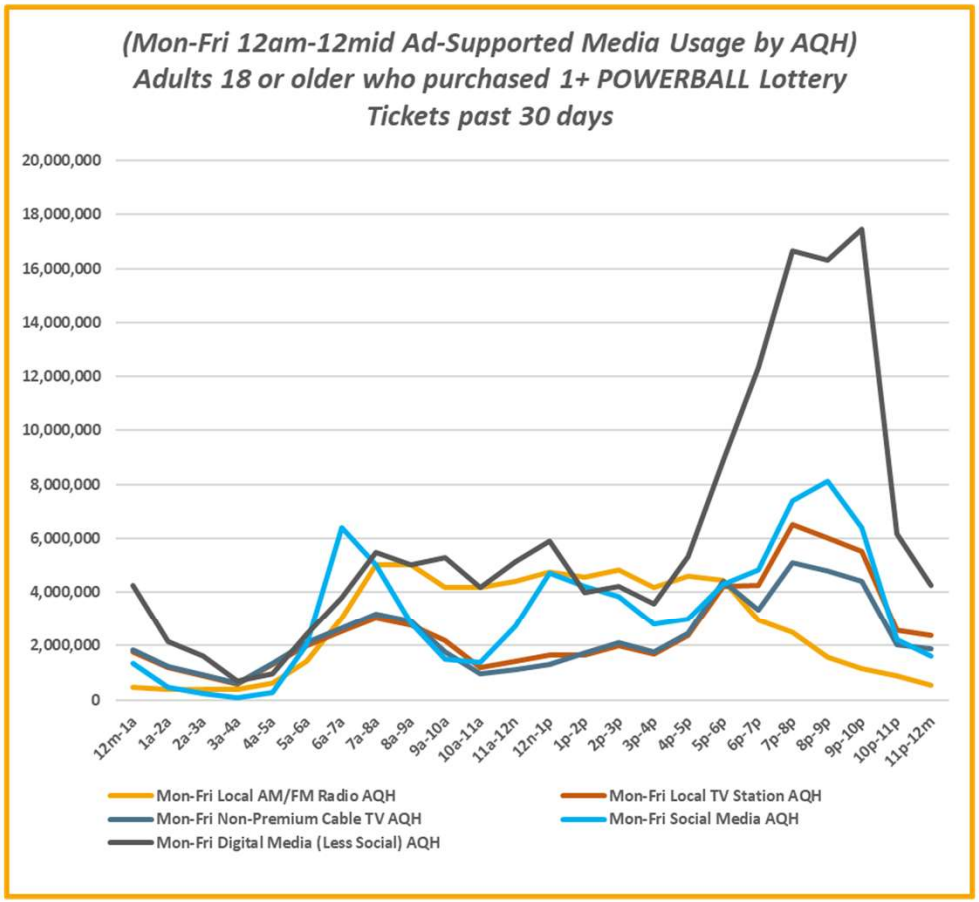
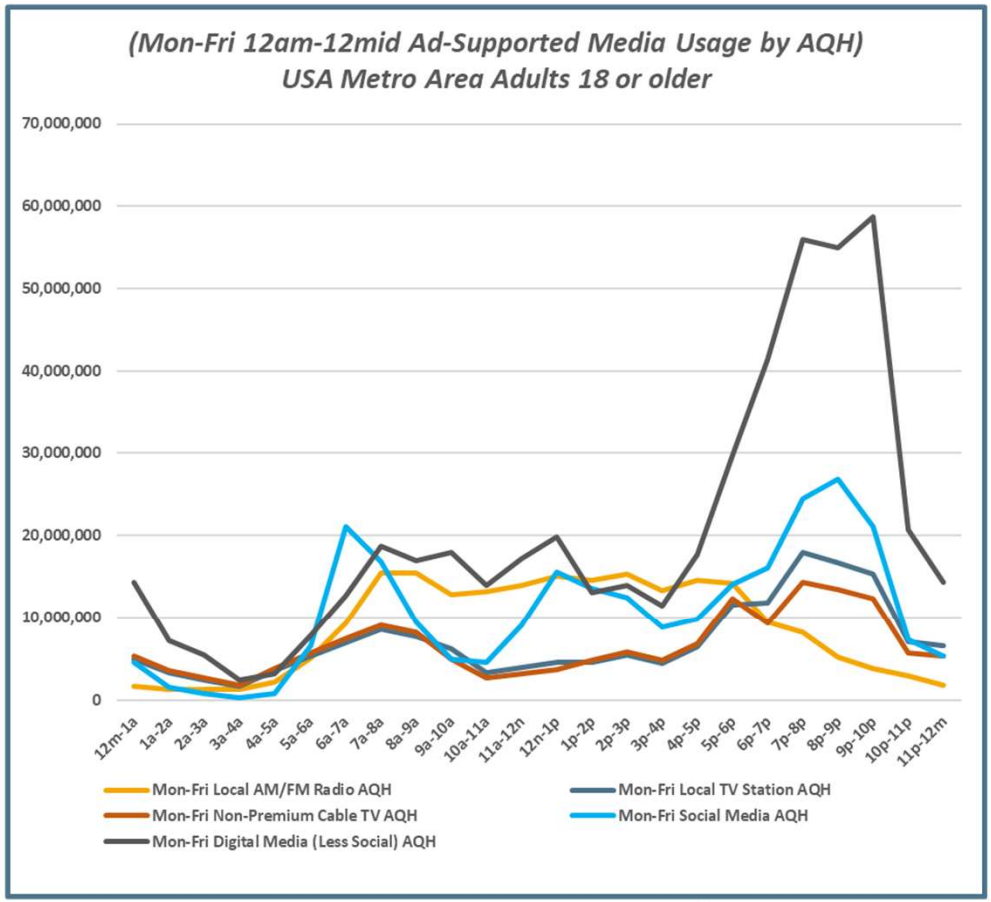
No. of times bought Powerball ticket past 30 days: None



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,619,806; Local Radio: 4,316,562; Social Media: 3,655,600; Local TV: 2,381,206; Non-Prem. Cable: 2,282,413 reaching Adults 18 or older who purchased 1+ POWERBALL Lottery





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 11,333

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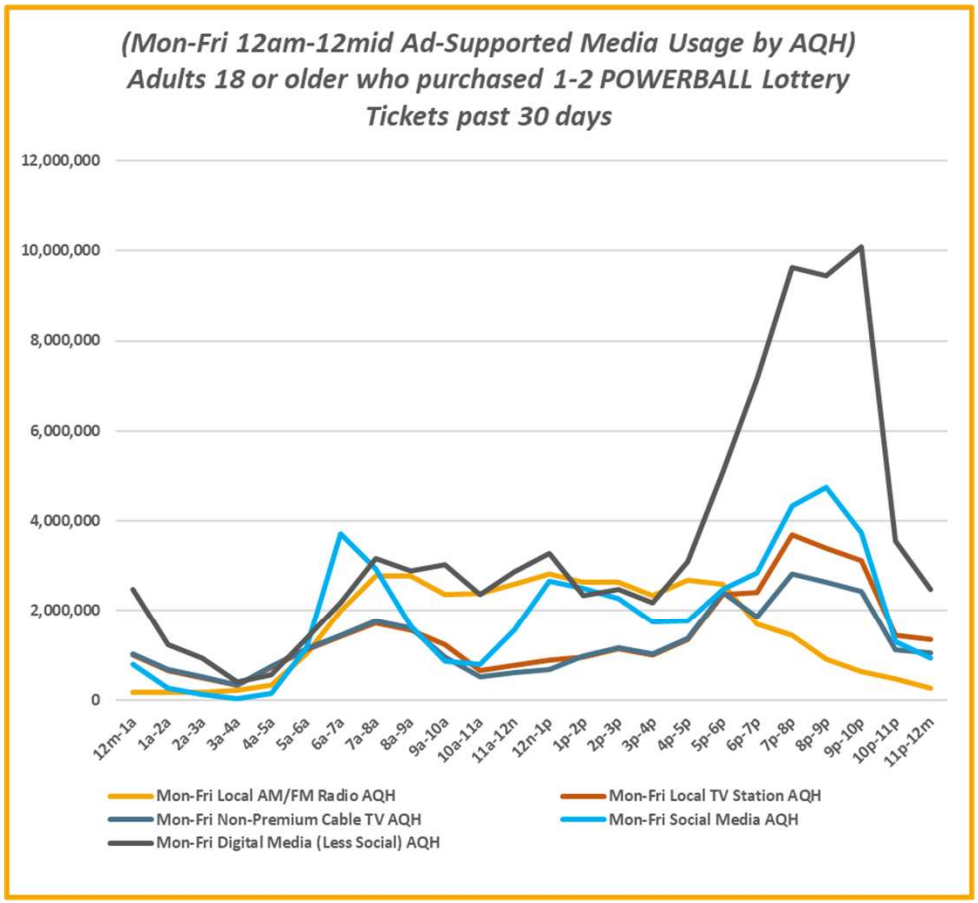
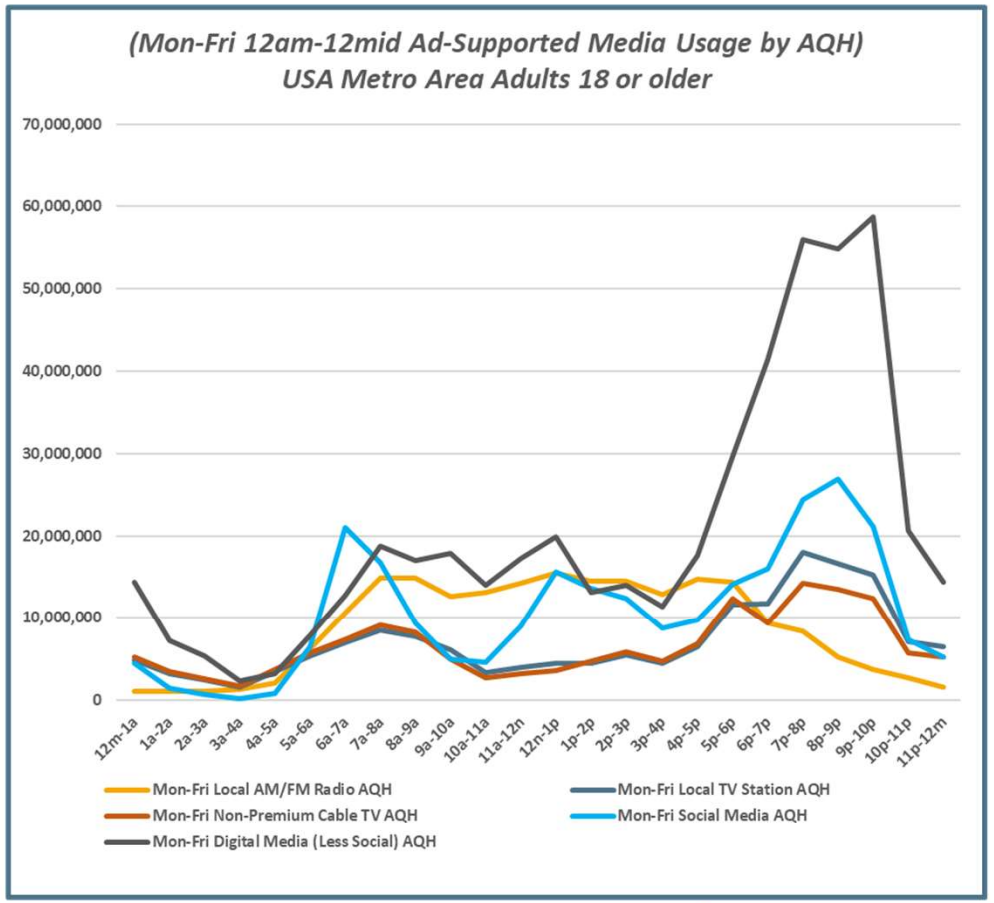
No. of times bought Powerball ticket past 30 days: Any Powerball ticket bought past 30 days



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,233,989; Local Radio: 2,471,927; Social Media: 2,128,666; Local TV: 1,339,776; Non-Prem. Cable: 1,256,388 reaching Adults 18 or older who purchased 1-2 POWERBALL Lotter





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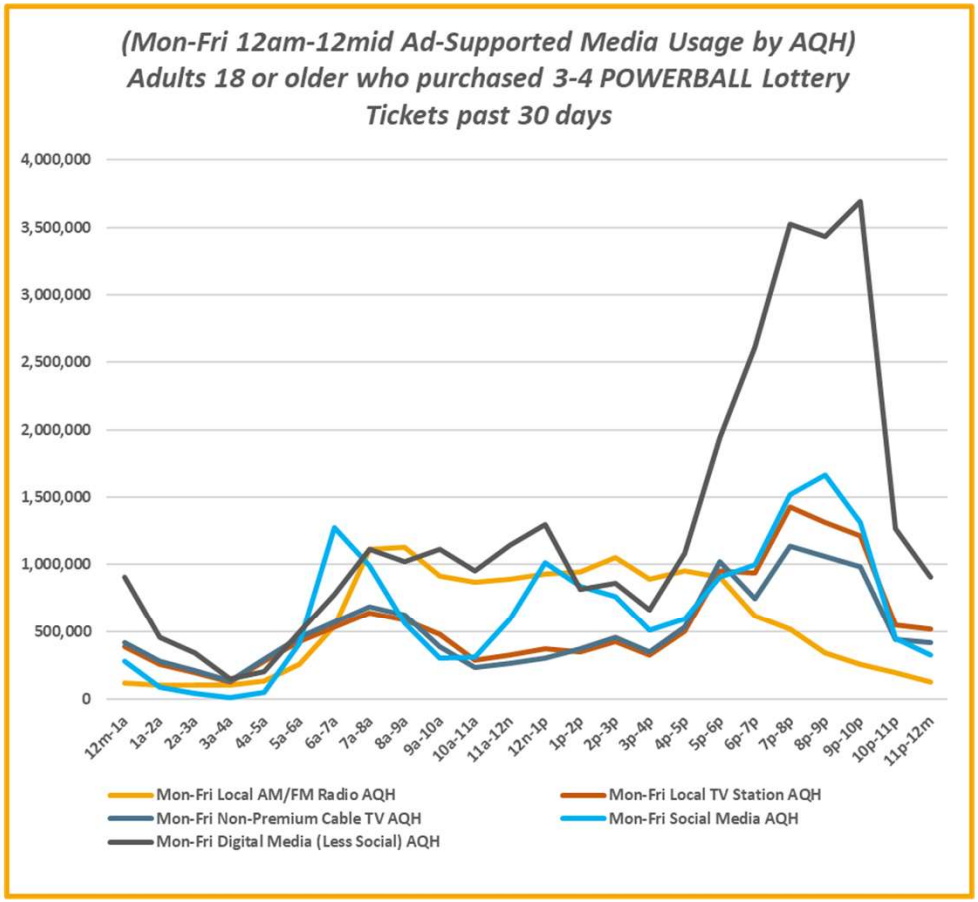
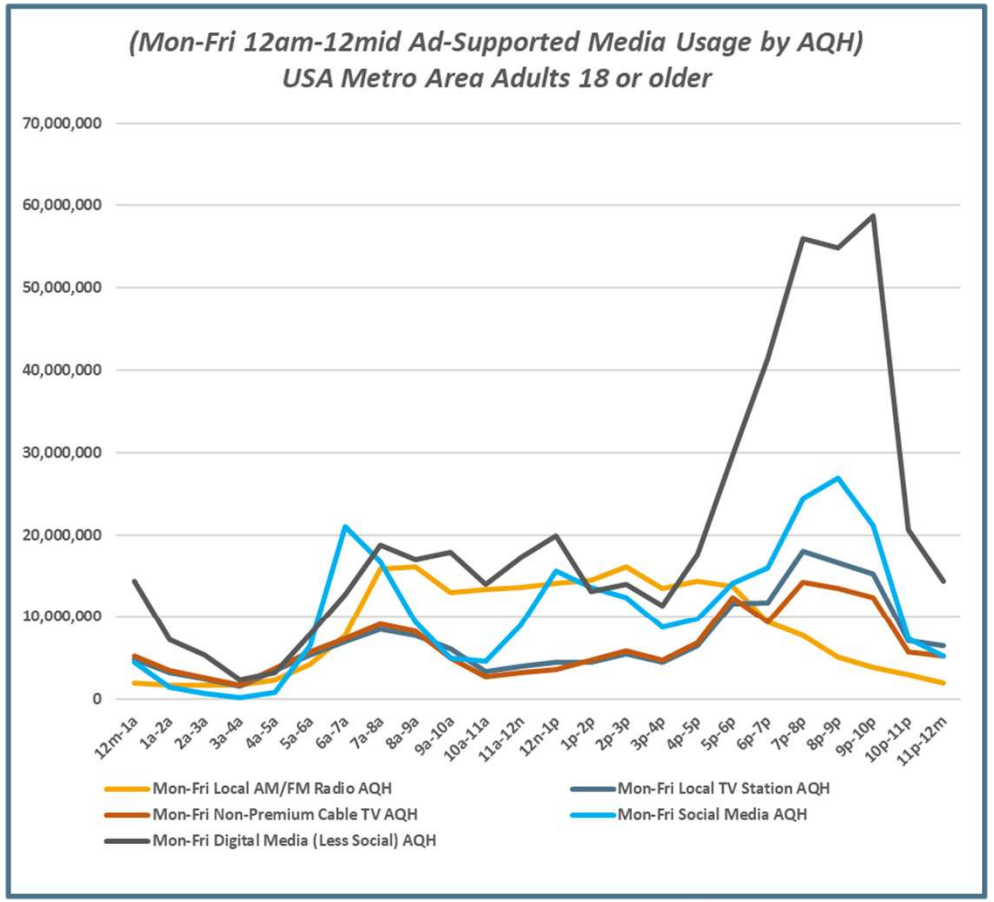
No. of times bought Powerball ticket past 30 days: 1 - 2 times



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,185,986; Local Radio: 904,501; Social Media: 742,520; Local TV: 516,683; Non-Prem. Cable: 503,425 reaching Adults 18 or older who purchased 3-4 POWERBALL Lottery Ticket





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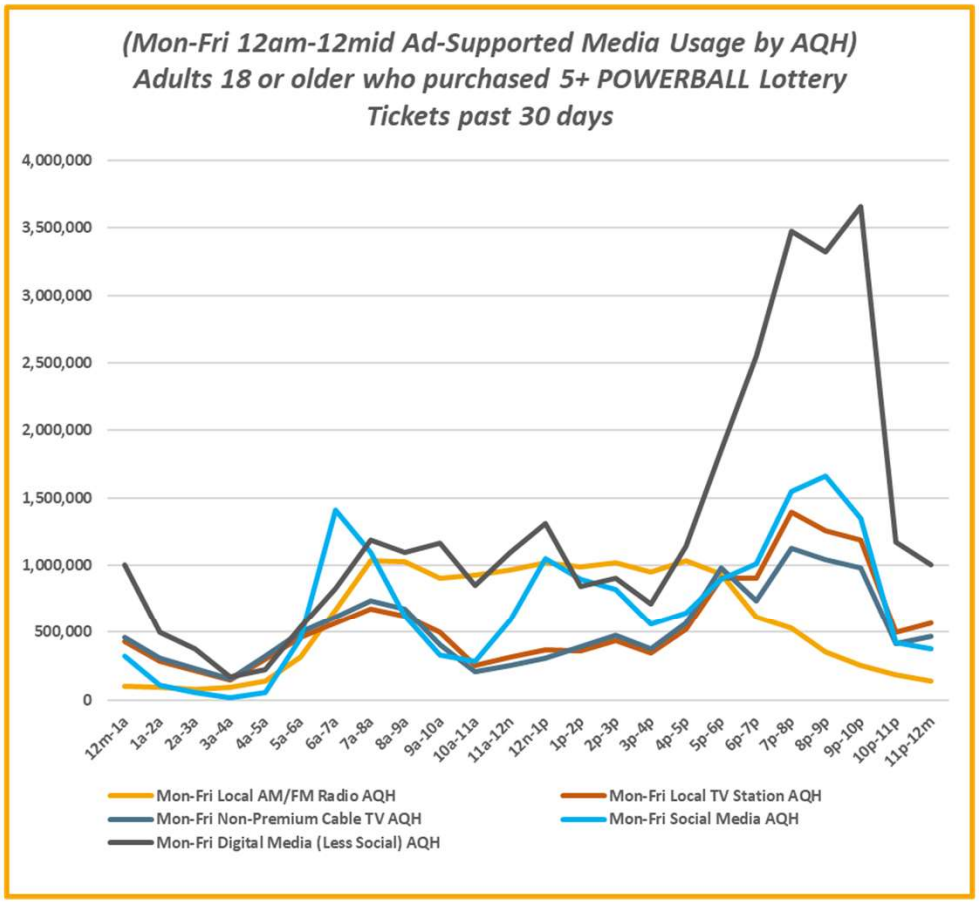
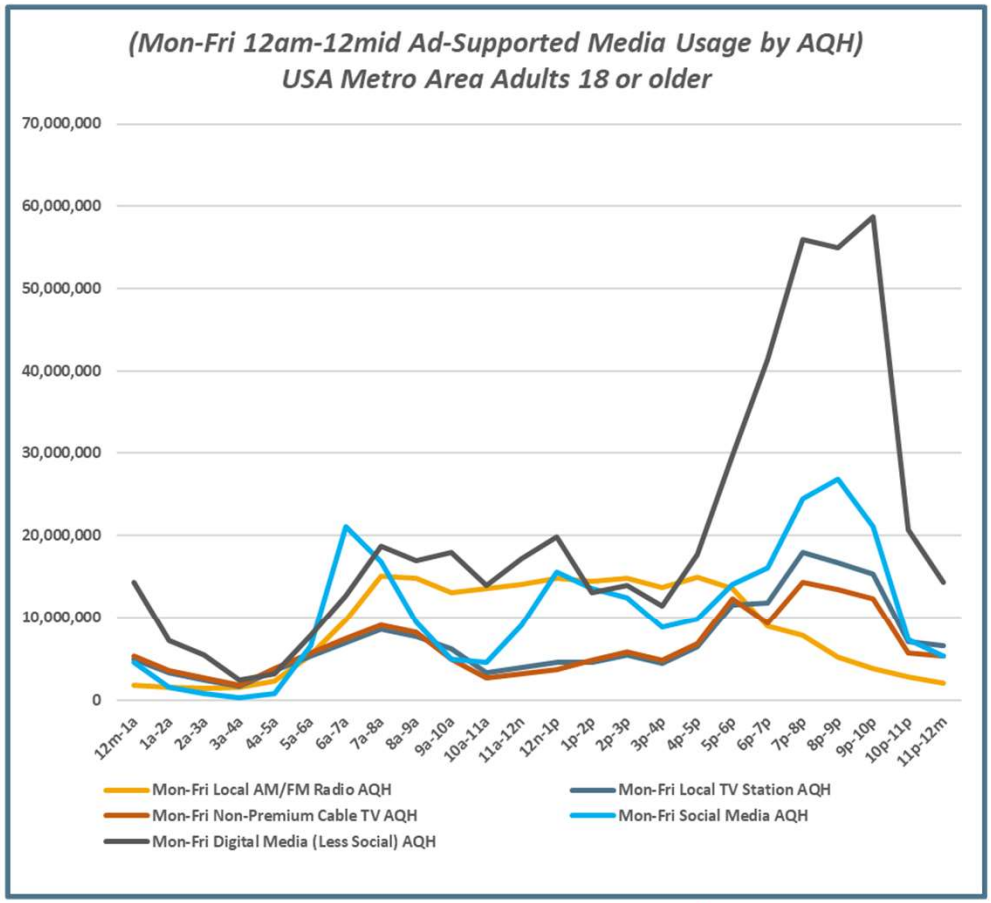
No. of times bought Powerball ticket past 30 days: 3 - 4 times



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,195,459; Local Radio: 929,916; Social Media: 784,712; Local TV: 520,595; Non-Prem. Cable: 517,415 reaching Adults 18 or older who purchased 5+ POWERBALL Lottery Tickets





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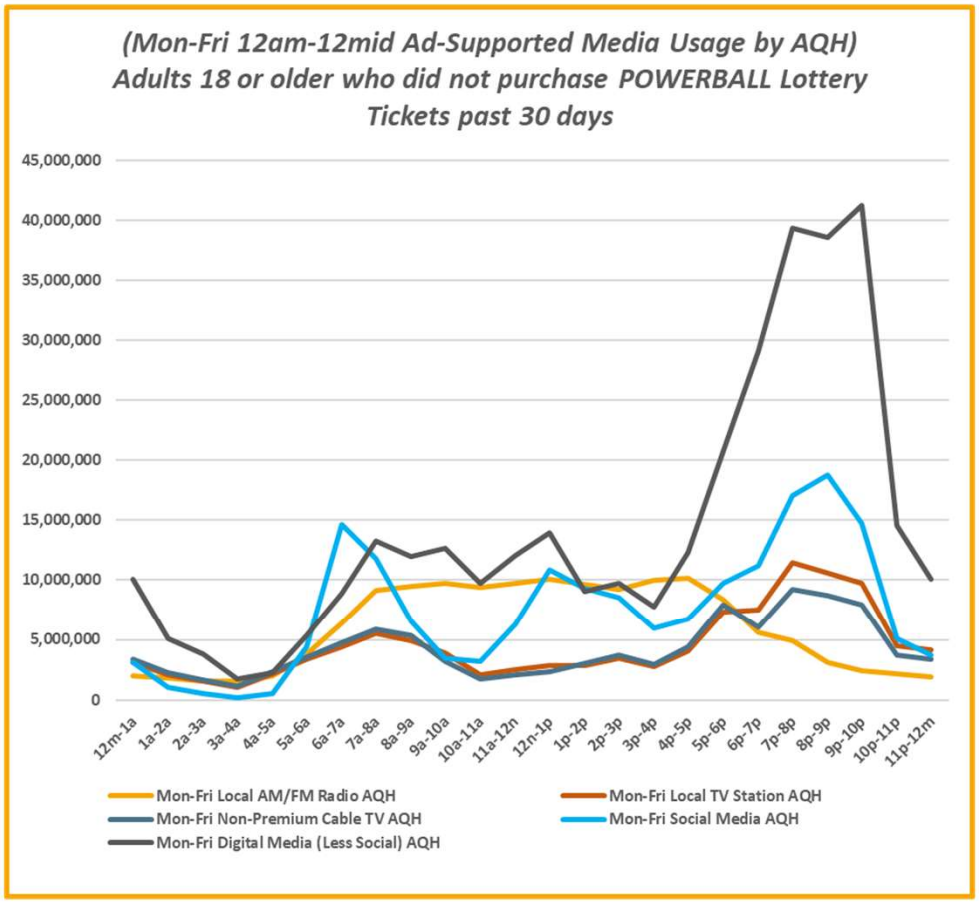
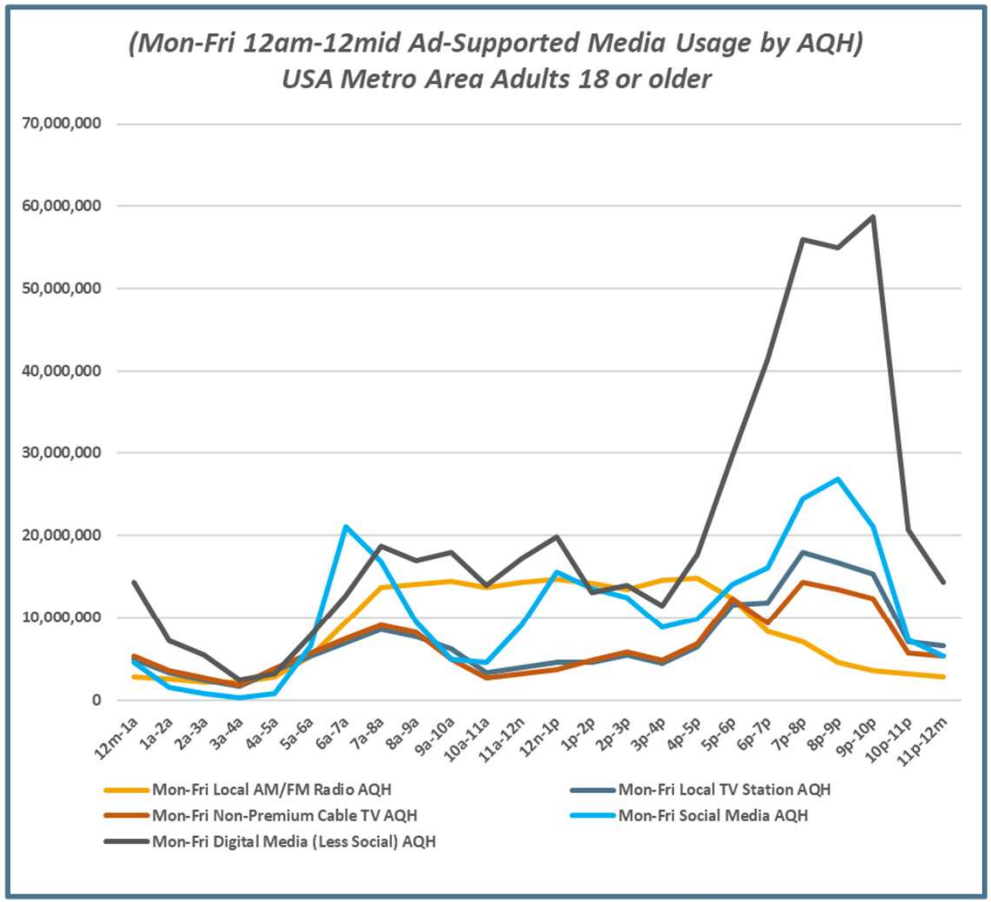
No. of times bought Powerball ticket past 30 days: 5 times or more



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 13,179,832; Local Radio: 8,993,426; Social Media: 8,337,894; Local TV: 4,166,830; Non-Prem. Cable: 4,089,081 reaching Adults 18 or older who did not purchase POWERBALL Lo





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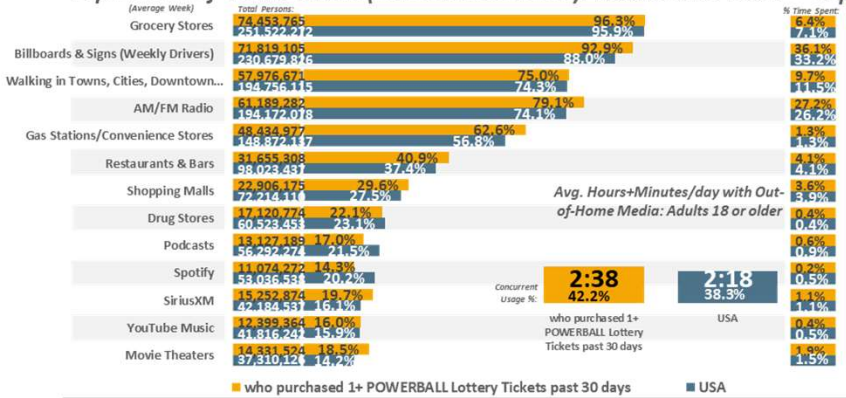
No. of times bought Powerball ticket past 30 days: None

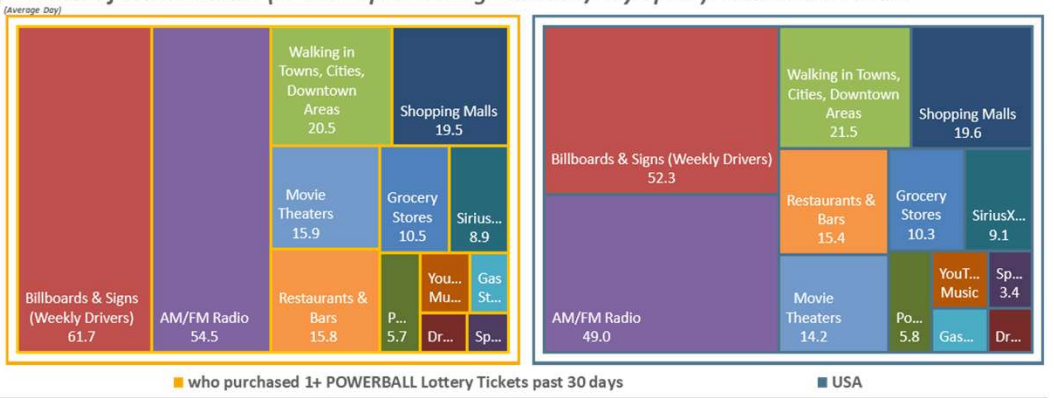


71,819,105 or 92.9% of Adults 18 or older who purchased 1+ POWERBALL Lottery Tickets past 30 days spend an average of 61.7 minutes per day driving, seeing Billboards and Signs. 75.6% Listen to Local Radio Stations Out-of-Home for an average of 50.6 minute

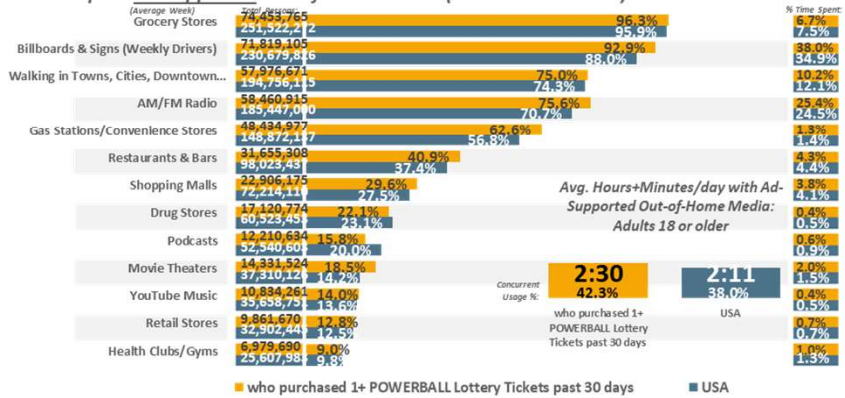
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



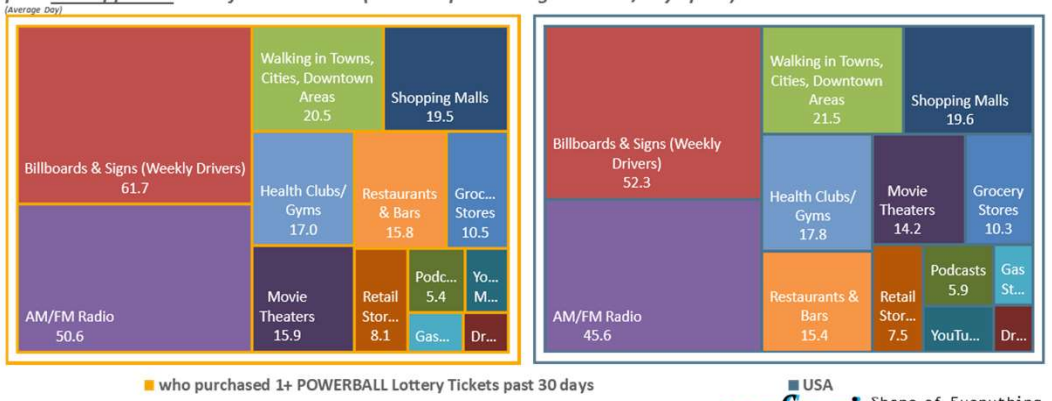
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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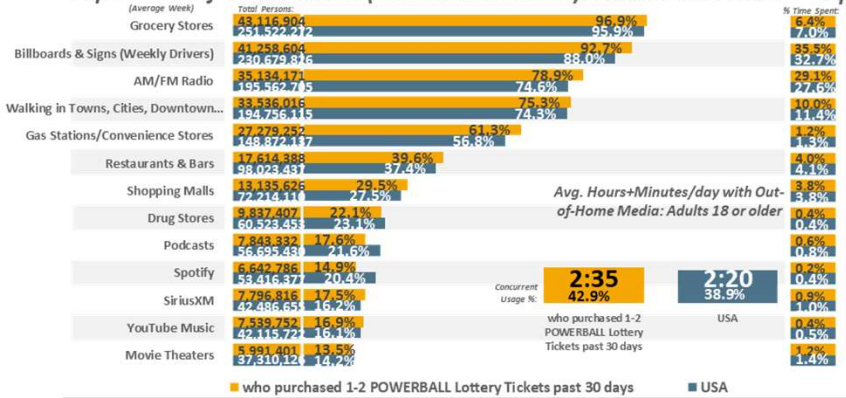
No. of times bought Powerball ticket past 30 days: Any Powerball ticket bought past 30 days

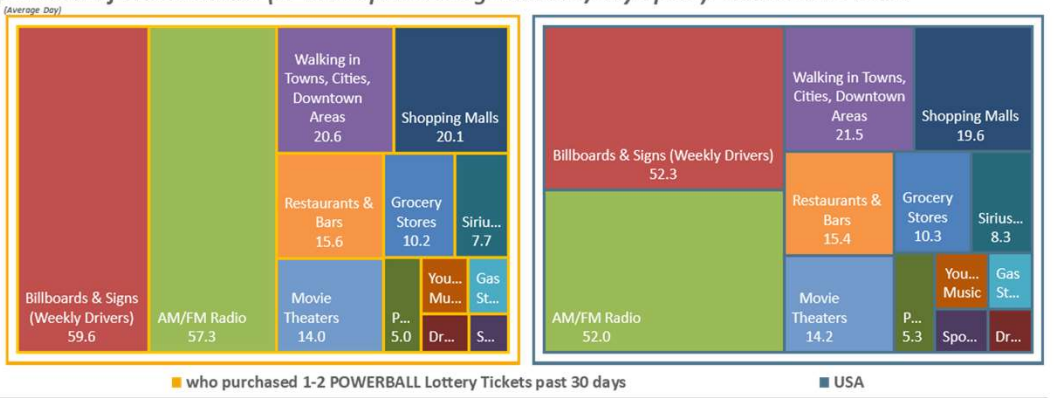


41,258,604 or 92.7% of Adults 18 or older who purchased 1-2 POWERBALL Lottery Tickets past 30 days spend an average of 59.6 minutes per day driving, seeing Billboards and Signs. 75.7% Listen to Local Radio Stations Out-of-Home for an average of 53.6 minut

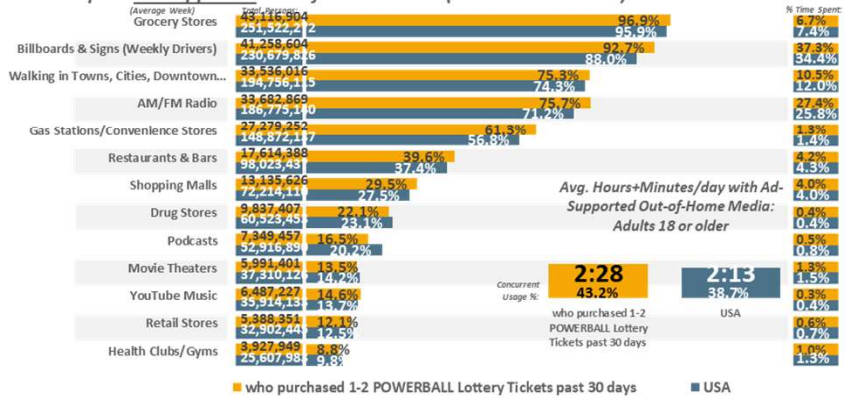
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



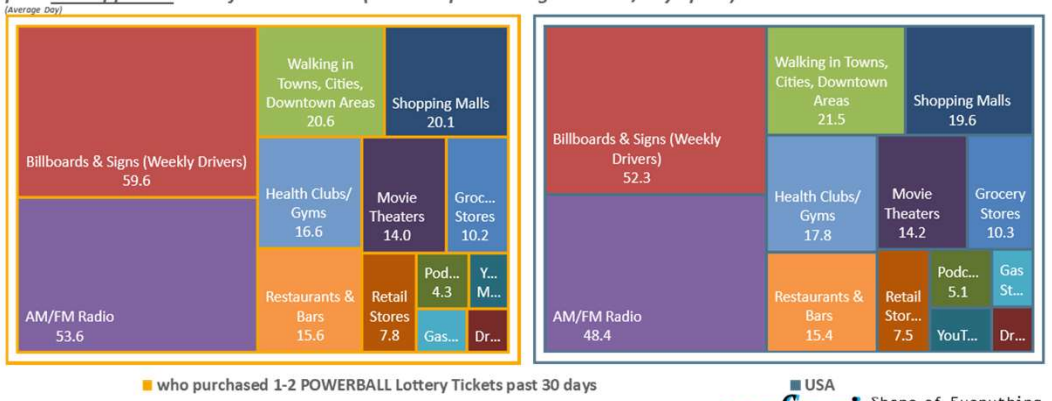
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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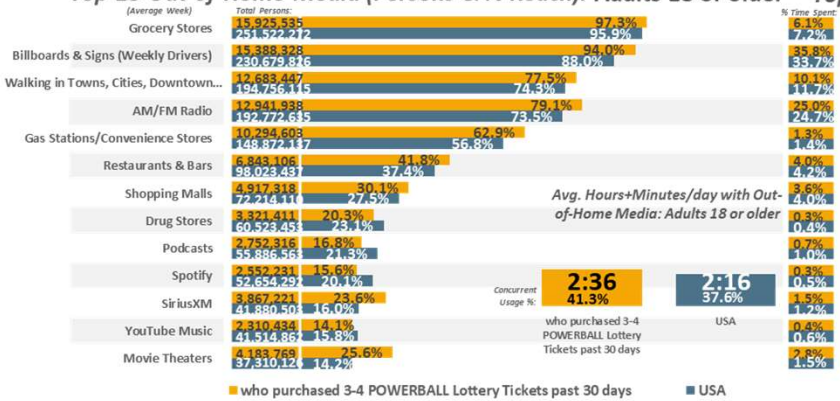
No. of times bought Powerball ticket past 30 days: 1 - 2 times

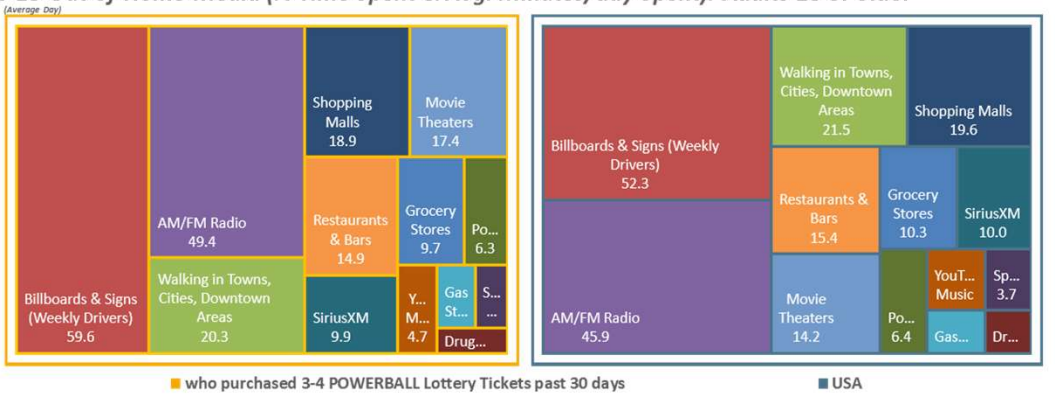


15,388,328 or 94.% of Adults 18 or older who purchased 3-4 POWERBALL Lottery Tickets past 30 days spend an average of 59.6 minutes per day driving, seeing Billboards and Signs. 75.% Listen to Local Radio Stations Out-of-Home for an average of 45.4 minutes

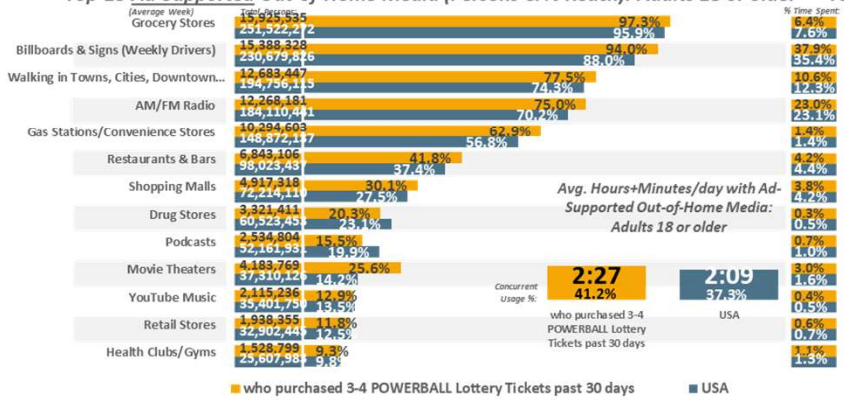
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



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



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



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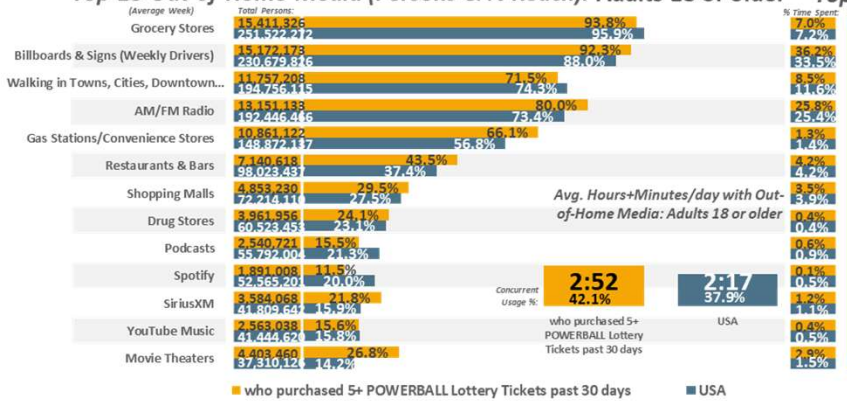
No. of times bought Powerball ticket past 30 days: 3 - 4 times

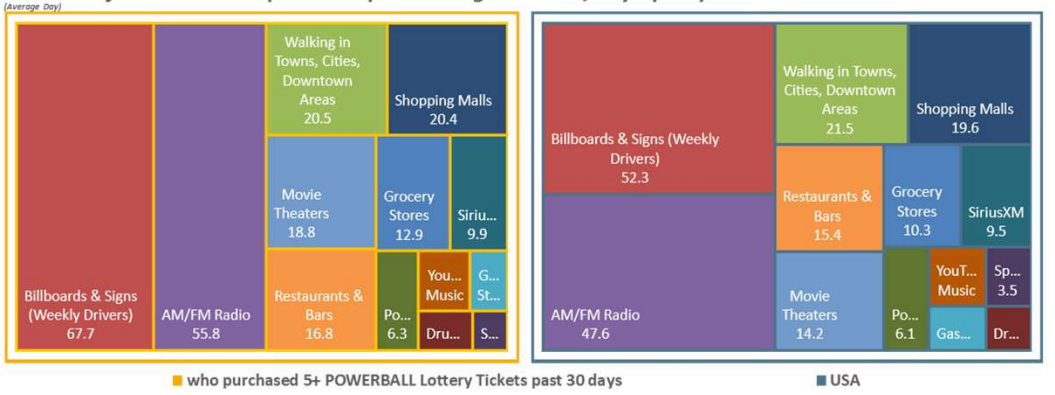


15,172,173 or 92.3% of Adults 18 or older who purchased 5+ POWERBALL Lottery Tickets past 30 days spend an average of 67.7 minutes per day driving, seeing Billboards and Signs. 76.3% Listen to Local Radio Stations Out-of-Home for an average of 51.2 minute

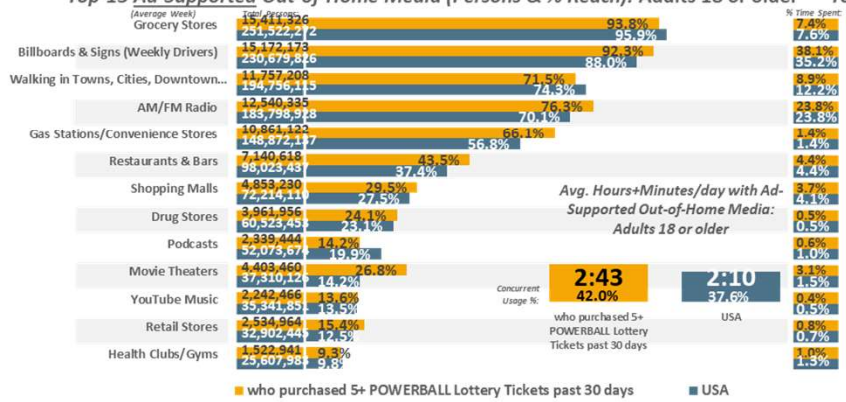
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



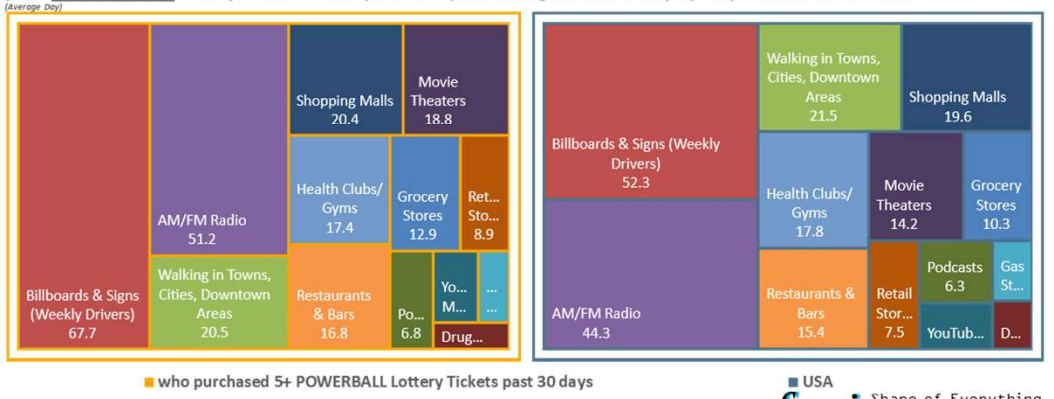
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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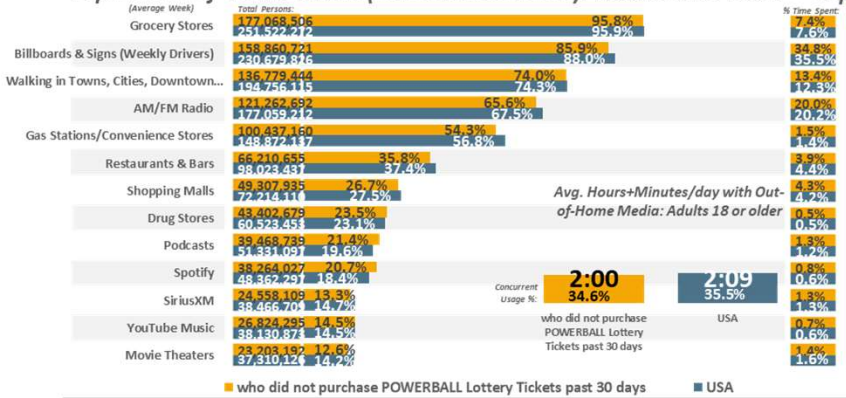
No. of times bought Powerball ticket past 30 days: 5 times or more

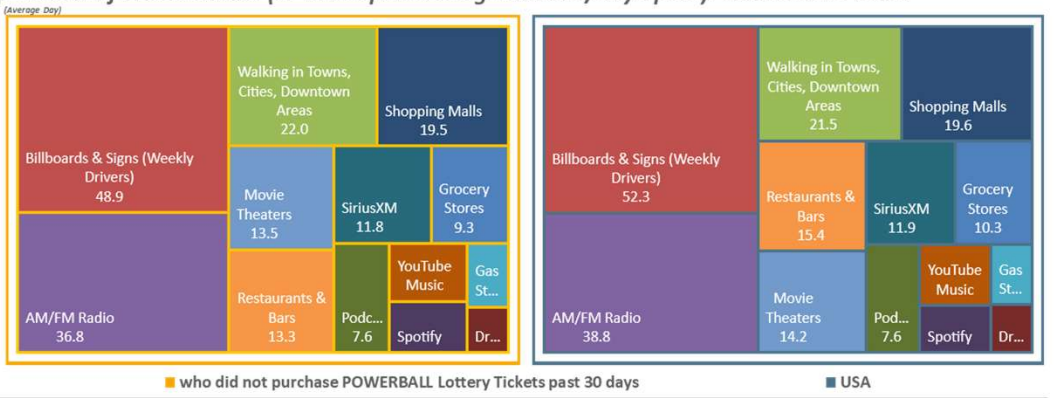


158,860,721 or 85.9% of Adults 18 or older who did not purchase POWERBALL Lottery Tickets past 30 days spend an average of 48.9 minutes per day driving, seeing Billboards and Signs. 62.6% Listen to Local Radio Stations Out-of-Home for an average of 34.3 m

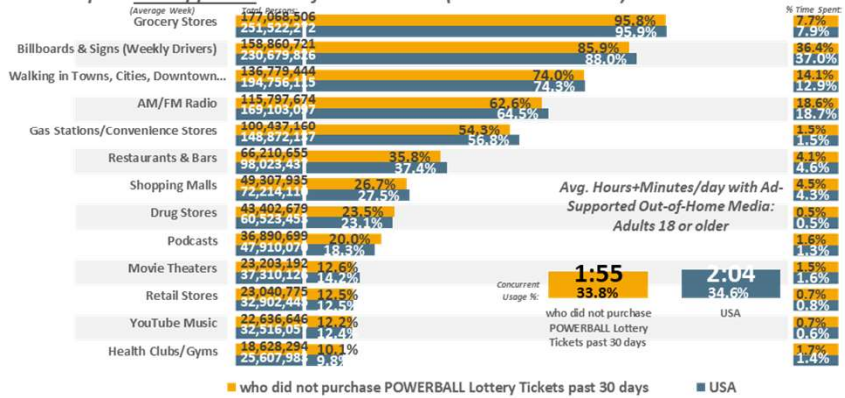
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



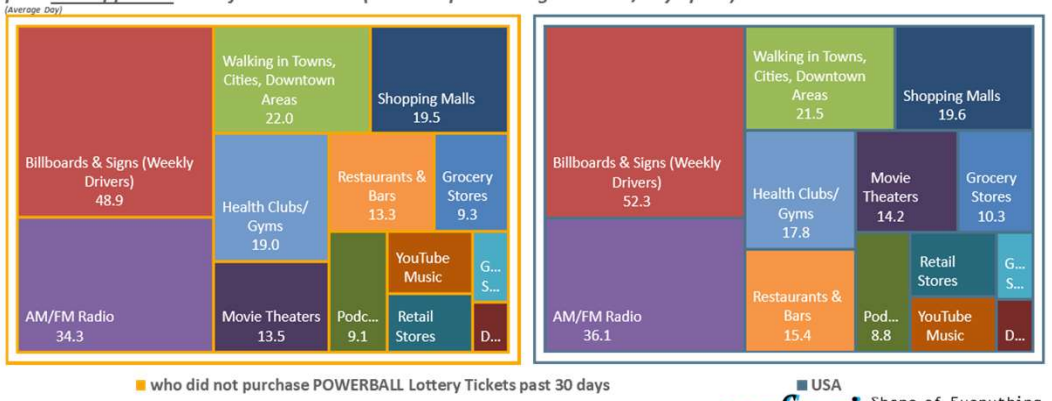
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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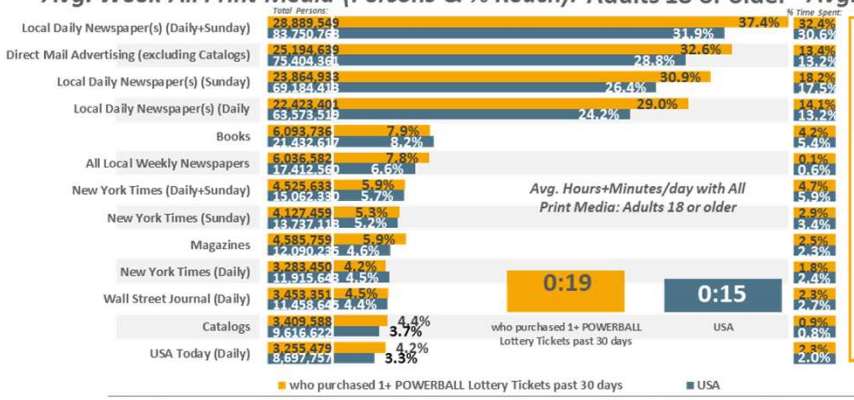
No. of times bought Powerball ticket past 30 days: None

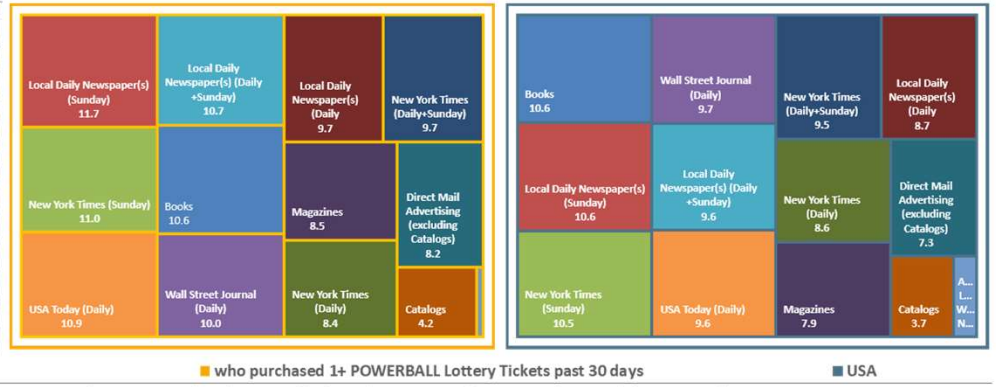


28,889,549 or 37.4% of Adults 18 or older who purchased 1+ POWERBALL Lottery Tickets past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.7 minutes every day representing 33.8% of all time spent daily with All forms of Print Med

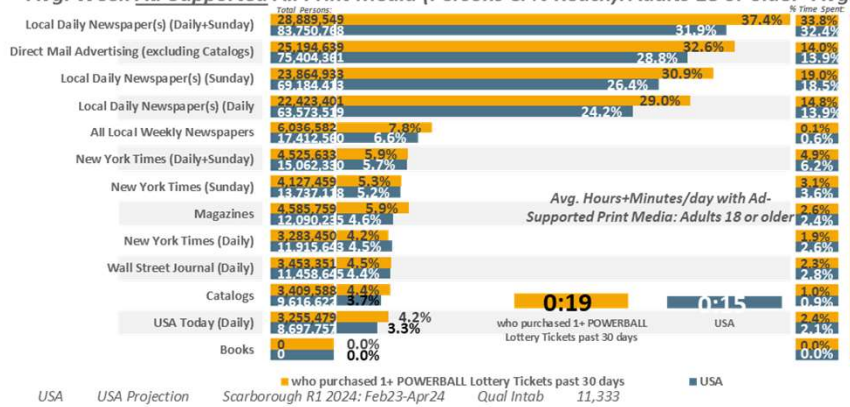
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



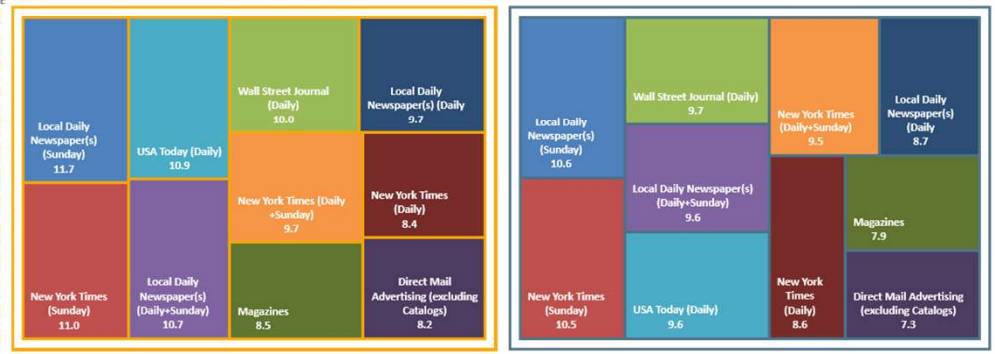
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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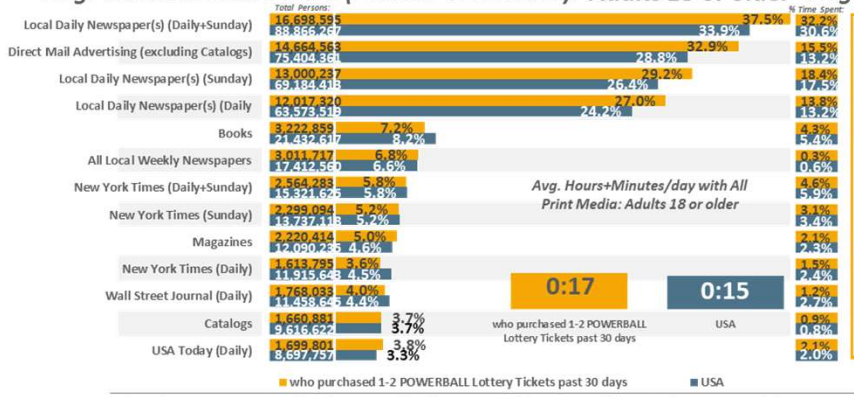
No. of times bought Powerball ticket past 30 days: Any Powerball ticket bought past 30 days

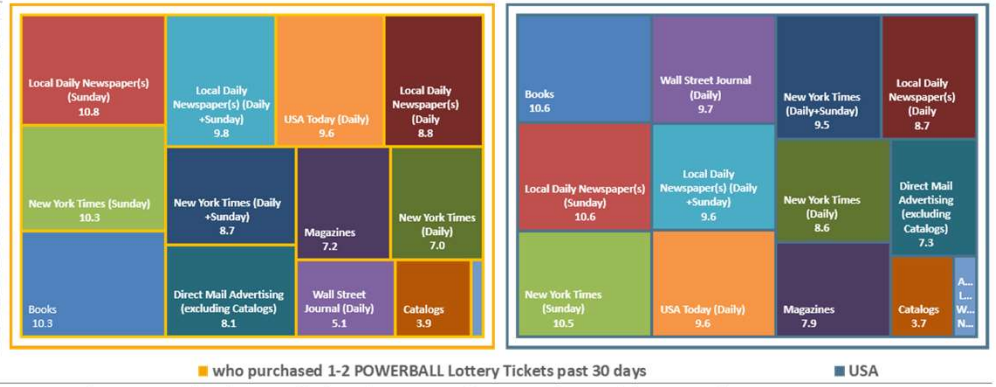


16,698,595 or 37.5% of Adults 18 or older who purchased 1-2 POWERBALL Lottery Tickets past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 33.7% of all time spent daily with All forms of Print Med

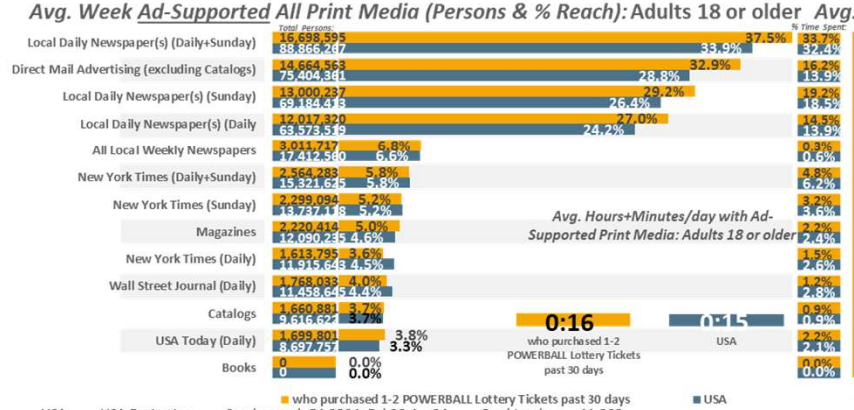
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



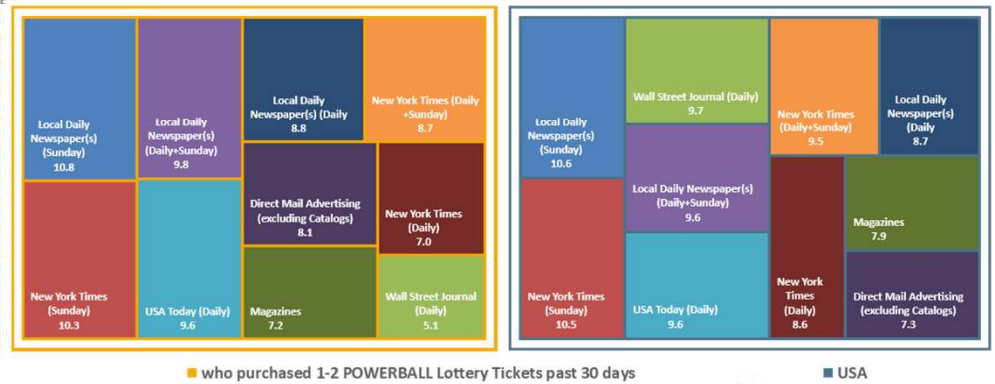
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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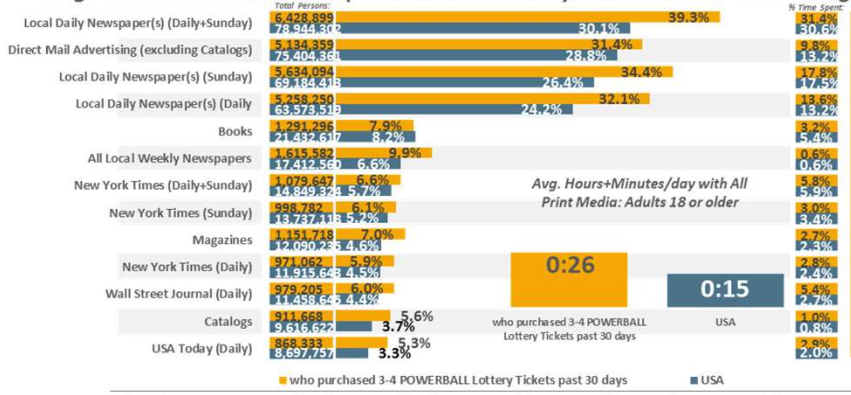
No. of times bought Powerball ticket past 30 days: 1 - 2 times

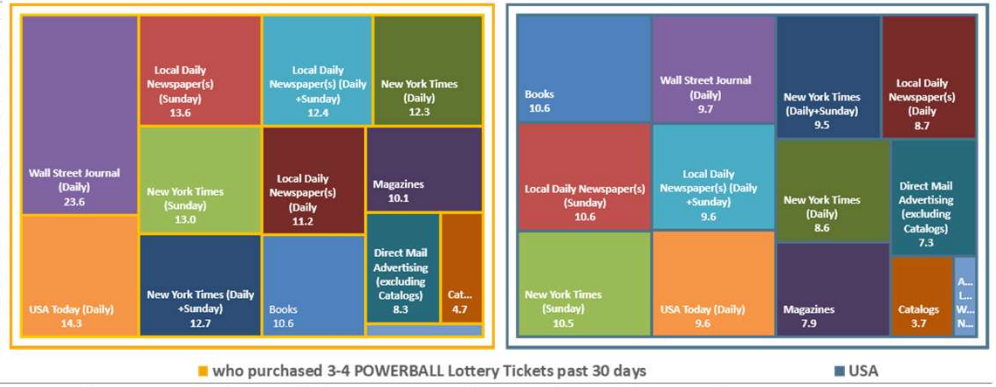


6,428,899 or 39.3% of Adults 18 or older who purchased 3-4 POWERBALL Lottery Tickets past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.4 minutes every day representing 32.5% of all time spent daily with All forms of Print Med

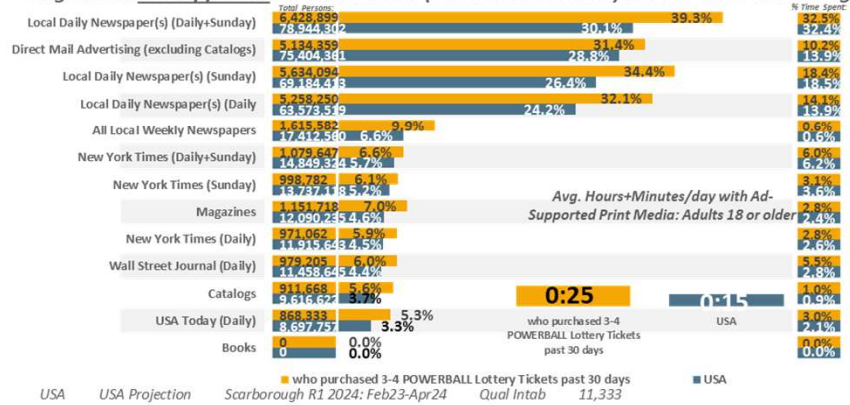
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



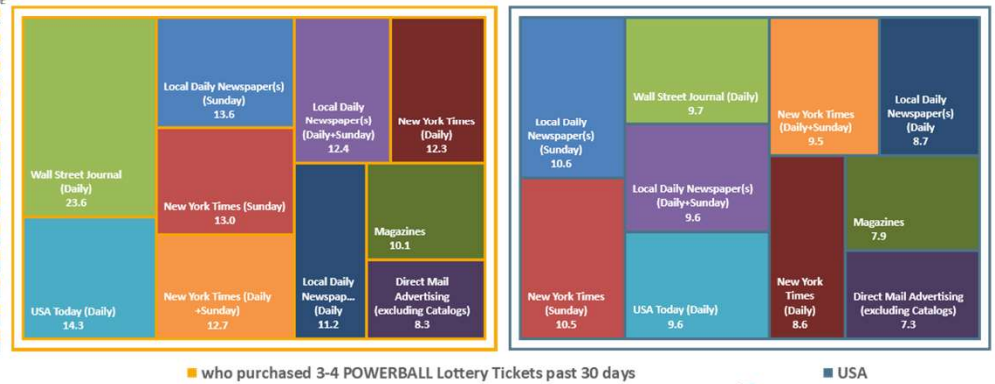
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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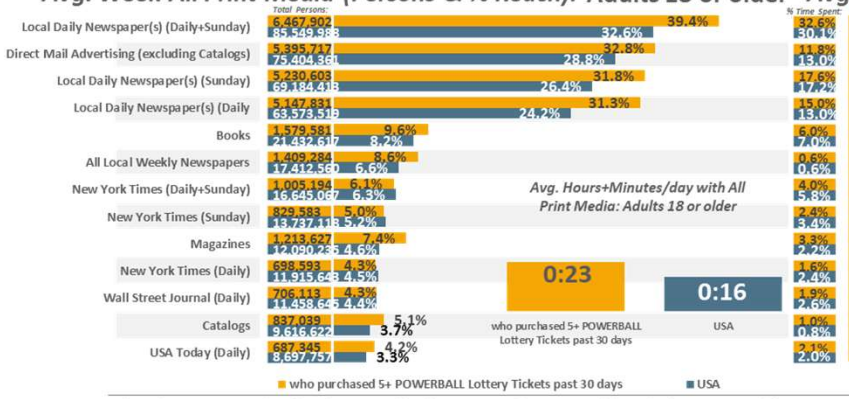
No. of times bought Powerball ticket past 30 days: 3 - 4 times

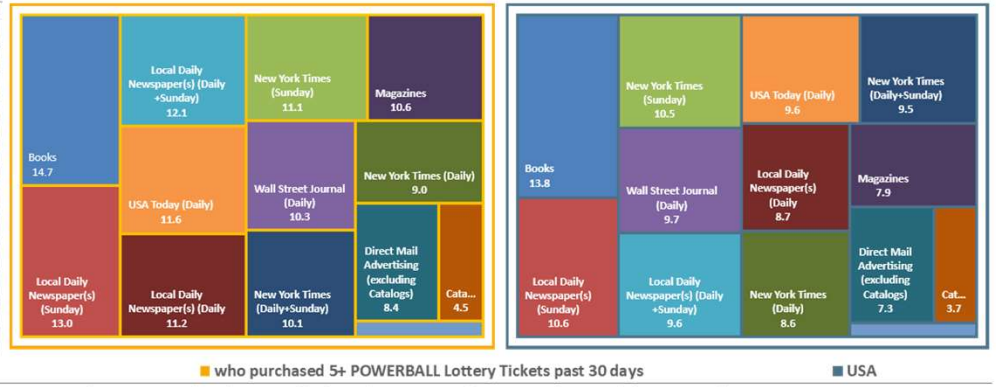


6,467,902 or 39.4% of Adults 18 or older who purchased 5+ POWERBALL Lottery Tickets past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.1 minutes every day representing 34.7% of all time spent daily with All forms of Print Medi

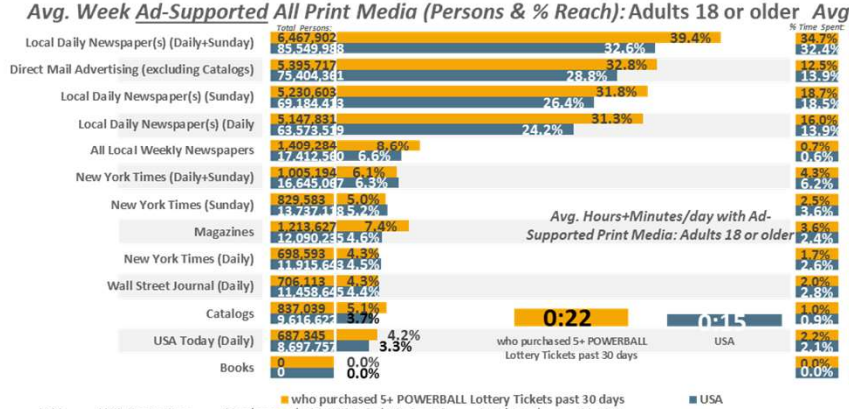
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



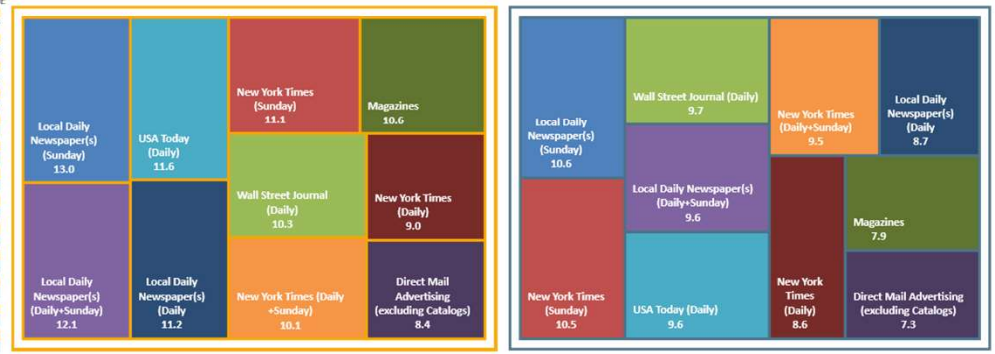
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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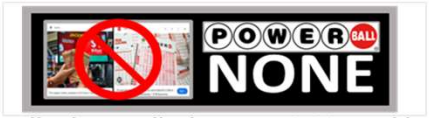
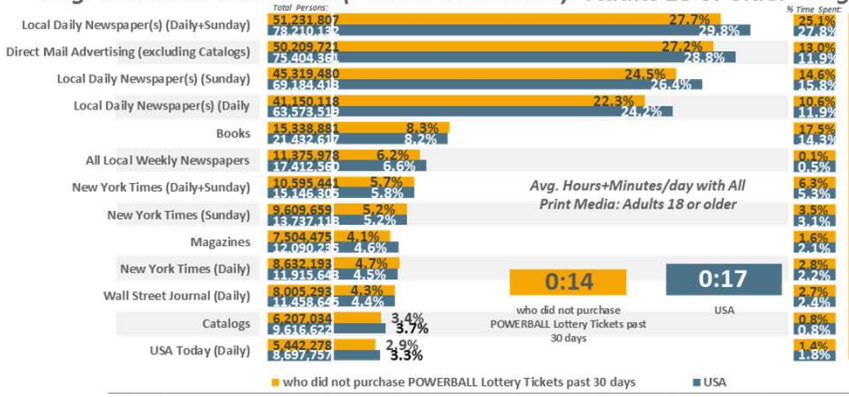
No. of times bought Powerball ticket past 30 days: 5 times or more

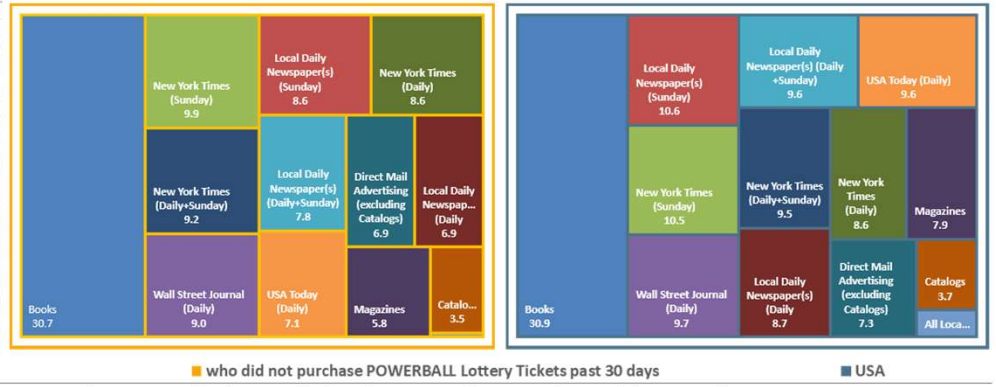


51,231,807 or 27.7% of Adults 18 or older who did not purchase POWERBALL Lottery Tickets past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.8 minutes every day representing 30.5% of all time spent daily with All forms of Print

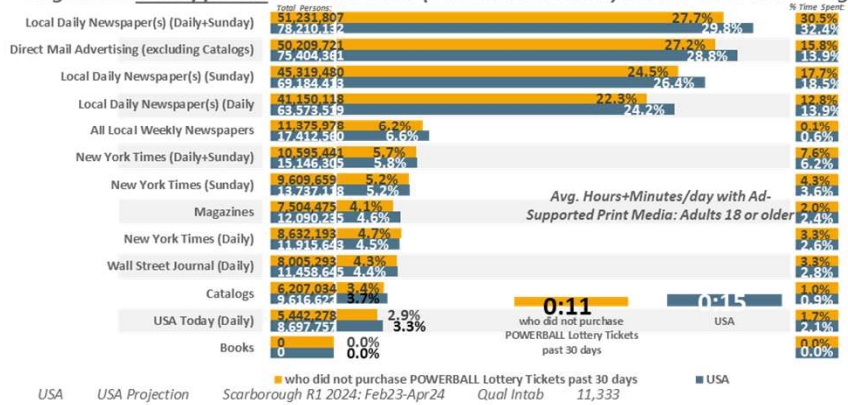
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



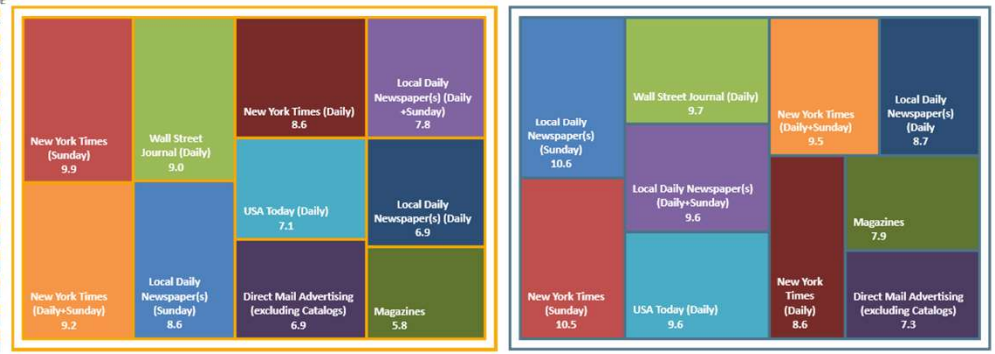
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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No. of times bought Powerball ticket past 30 days: None