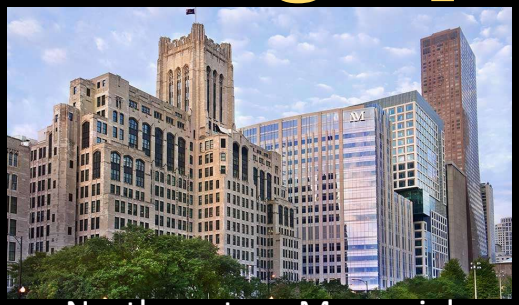
USA–P18+ past 3yrs Users of 5 of America's Biggest HOSPITALS!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ past 3 yrs Users of NORTHWESTERN MEMORIAL HOSPITAL, BARNES-JEWISH HOSPITAL, UNIVERSITY MEDICAL CENTER PHOENIX, UNIVERSITY OF WASHINGTON MEDICAL CENTER, and MAYO CLINIC as of April 2024!



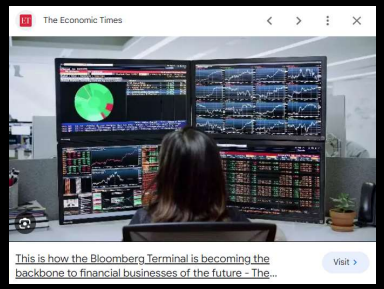
Northwestern Memorial Hospital (CHI)



Barnes-Jewish Hospital (STL)



University Medical Center (PHO)





P18+



University of Washington Medical Center (SEA)



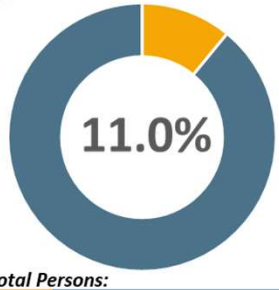
Mayo Clinic (MSP)

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

Hospitals HHLD used past 3 years (HHLD): Northwestern Memorial Hospital Hospitals HHLD used past 3 years (HHLD): Barnes-Jewish Hospital Hospitals HHLD used past 3 years (HHLD): Banner - University Medical Center Phoenix Hospitals HHLD used past 3 years (HHLD): University of Washington Medical Center Hospitals HHLD used past 3 years (HHLD): Mayo Clinic

11.% or 827,635 of CHICAGO DMA Adults 18 or older are past 3yrs users of NORTHWESTERN MEMORIAL... Typical Adults 18 or older past 3yrs users of NORTHWESTERN MEMORIAL HOSPITAL are 49.5 years old (2.2% older than average) and have a $129,990 (26.9% higher than average) annual household income.

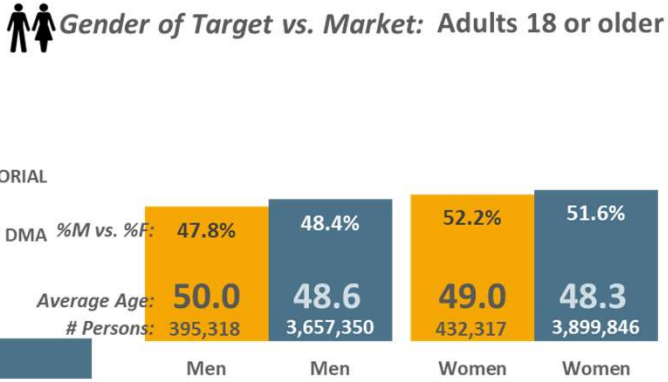
Percent of Market: Adults 18 or older



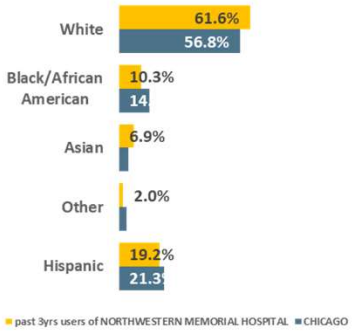
Total Persons:



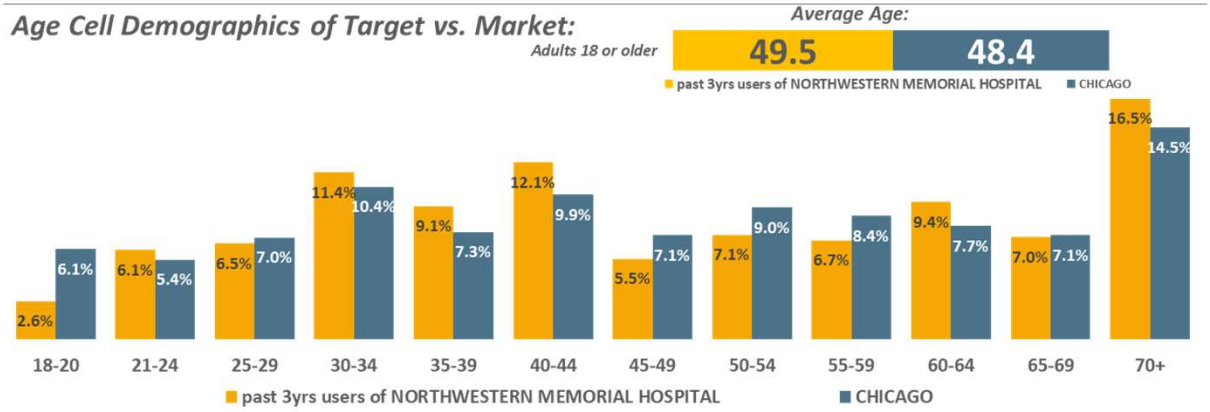
Gender of Target vs. Market: Adults 18 or older



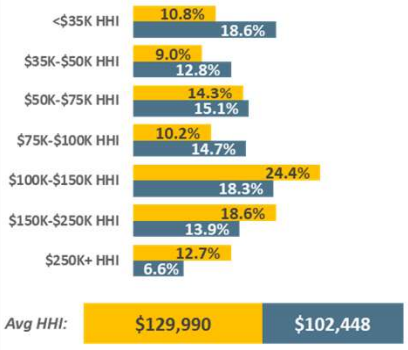
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

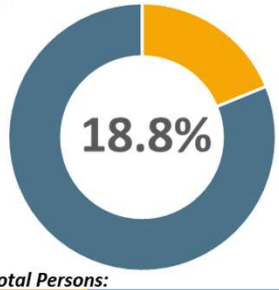


CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 416

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

18.8% or 471,686 of ST. LOUIS DMA Adults 18 or older are past 3yrs users of BARNES-JEWISH HOSPITAL. Typical Adults 18 or older past 3yrs users of BARNES-JEWISH HOSPITAL are 49.2 years old (.8% younger than average) and have a $99,974 (5.6% higher than average) annual household income.

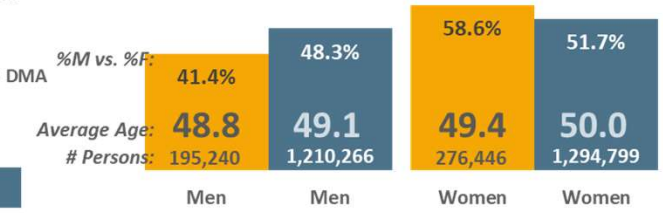
Percent of Market: Adults 18 or older



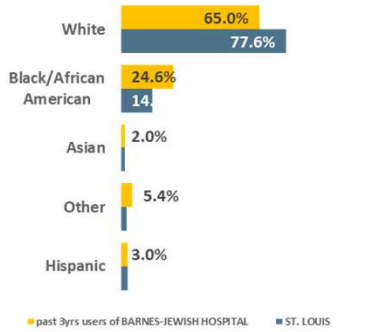
Total Persons:

471,686	2,033,379

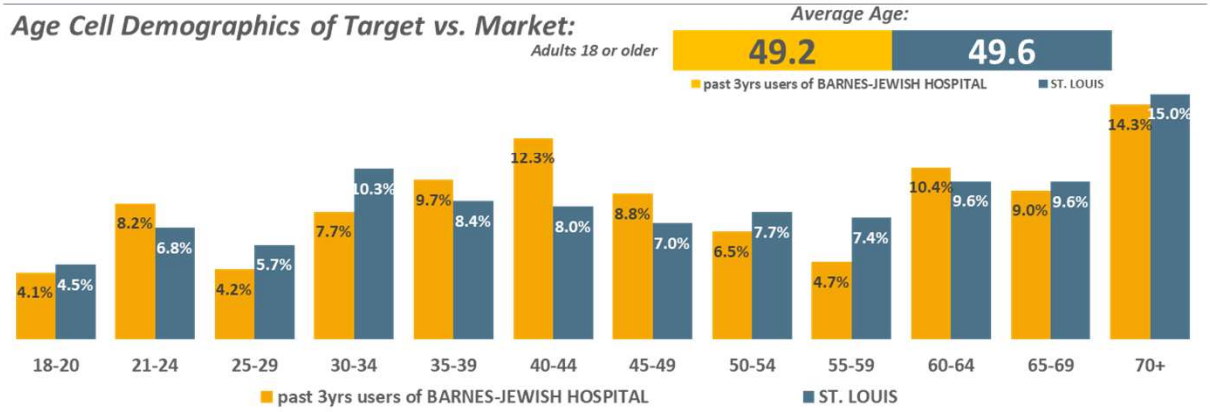
Gender of Target vs. Market: Adults 18 or older



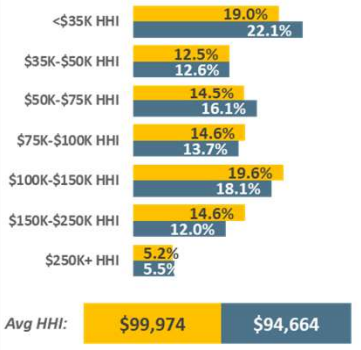
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$99,974	$94,664

ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 403

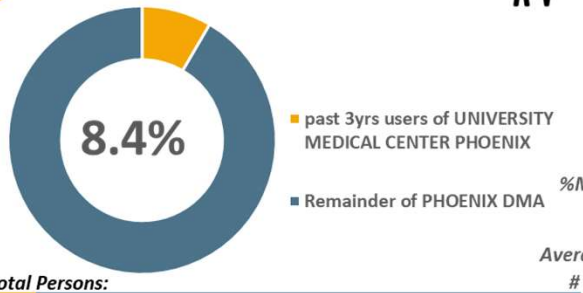
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hospitals HHLD used past 3 years (HHLD): Barnes-Jewish Hospital



8.4% or 388,530 of PHOENIX DMA Adults 18 or older are past 3yrs users of UNIVERSITY MEDICAL CENTER...
Typical Adults 18 or older past 3yrs users of UNIVERSITY MEDICAL CENTER PHOENIX are 41.3 years old (15.8% younger than average) and have a $74,143 (20.3% lower than average) annual household income.

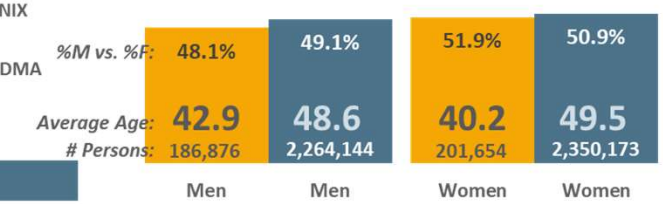
Percent of Market: Adults 18 or older



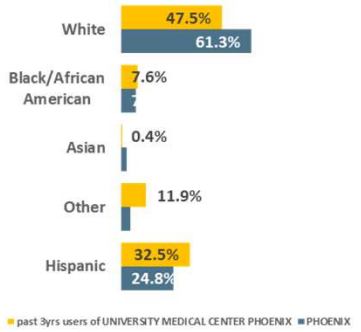
Total Persons:



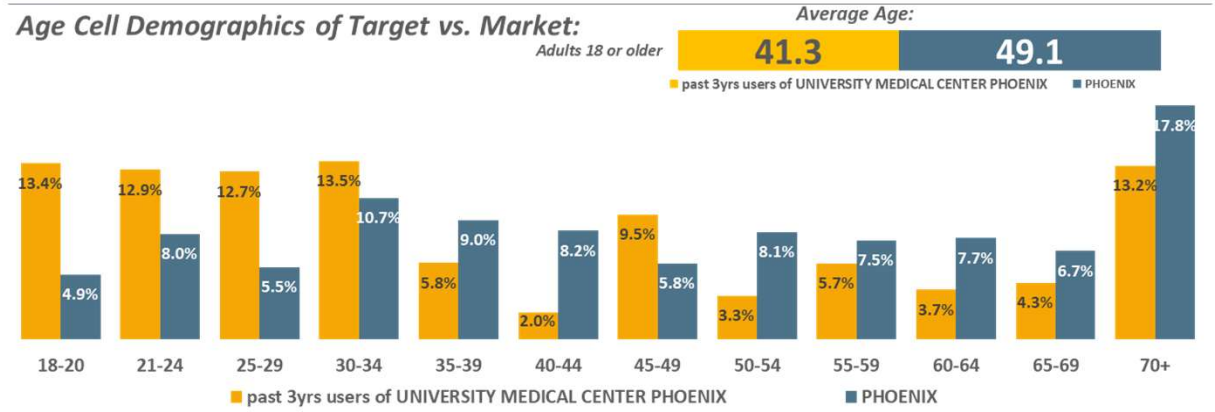
Gender of Target vs. Market: Adults 18 or older



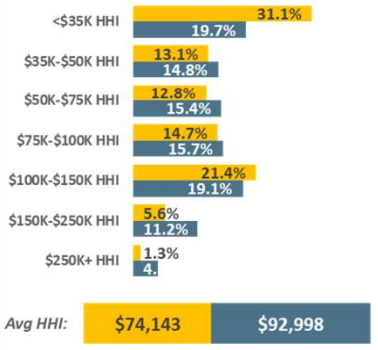
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 196

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

8.5% or 383,507 of SEATTLE-TACOMA DMA Adults 18 or older are past 3yrs users of UW MEDICAL CENTER… Typical Adults 18 or older past 3yrs users of UW MEDICAL CENTER HOSPITAL are 49.6 years old (2.8% older than average) and have a $151,739 (28.% higher than average) annual household income.

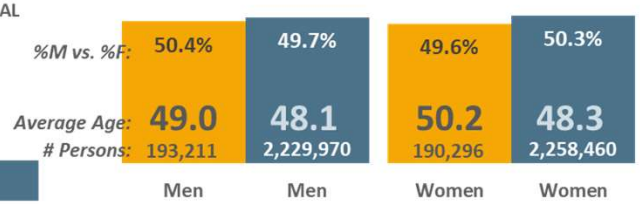
Percent of Market: Adults 18 or older



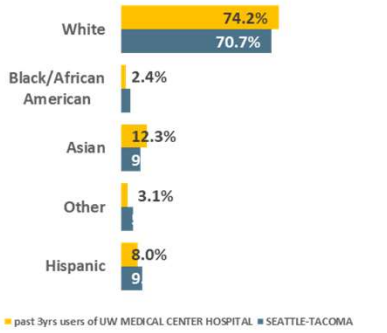
Total Persons:



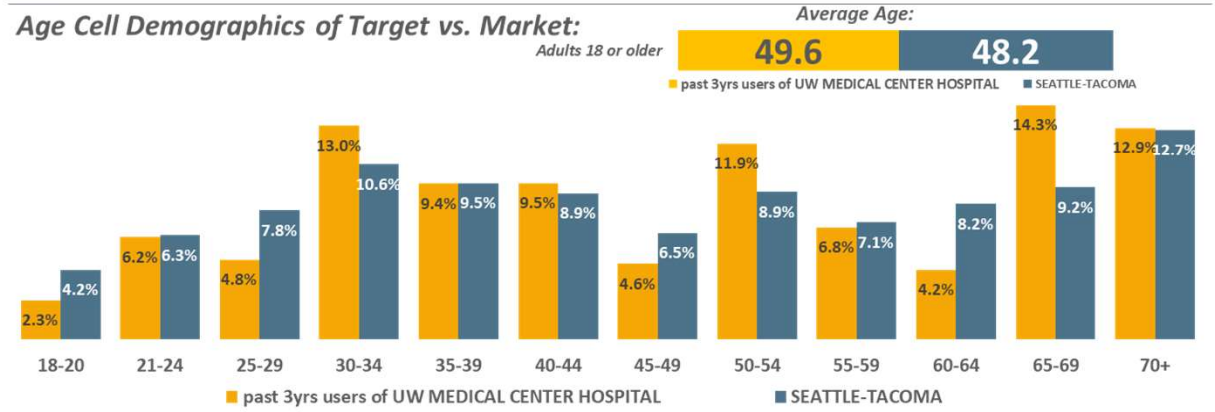
Gender of Target vs. Market: Adults 18 or older



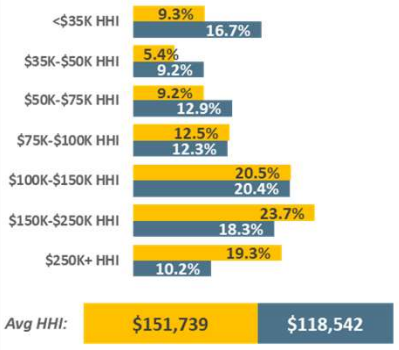
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 380

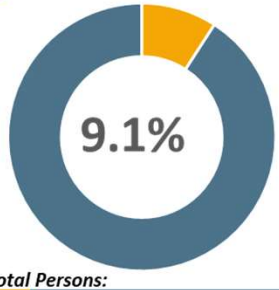
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hospitals HHLD used past 3 years (HHLD): University of Washington Medical Center

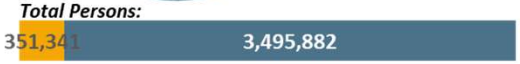


9.1% or 351,341 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older are past 3yrs users of MAYO CLINIC HOSPITAL. Typical Adults 18 or older past 3yrs users of MAYO CLINIC HOSPITAL are 46.7 years old (4.3% younger than average) and have a $106,789 (.2% higher than average) annual household income.

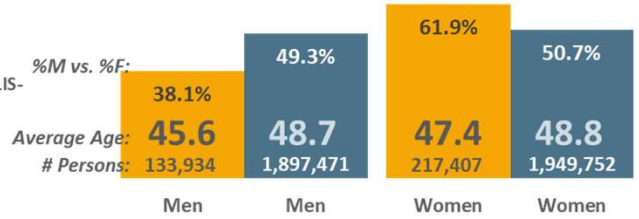
Percent of Market: Adults 18 or older



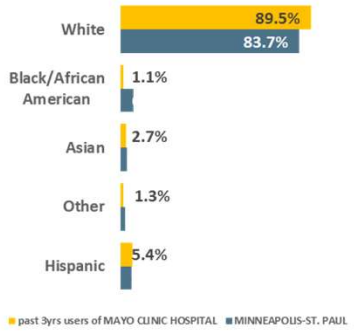
Total Persons:



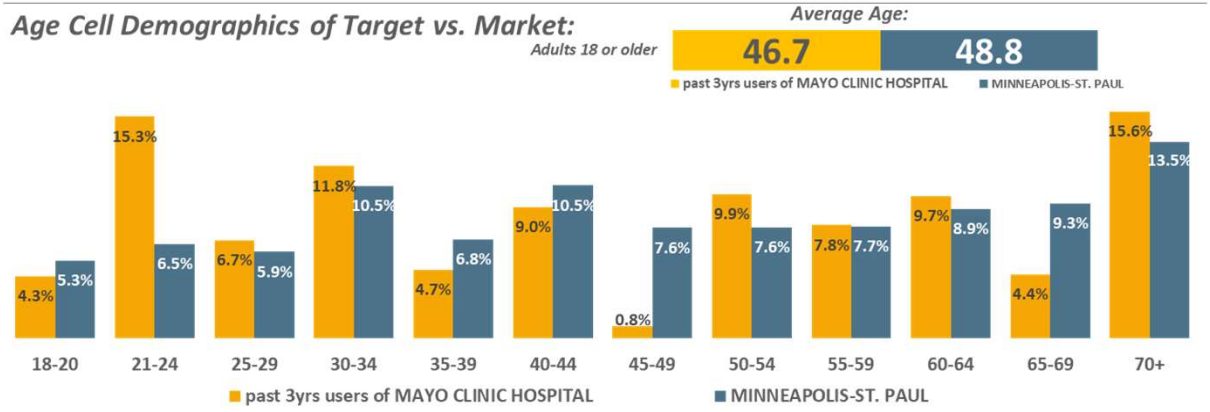
Gender of Target vs. Market: Adults 18 or older



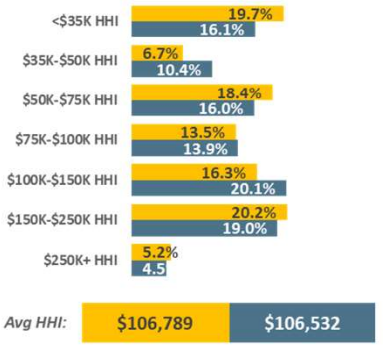
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 192

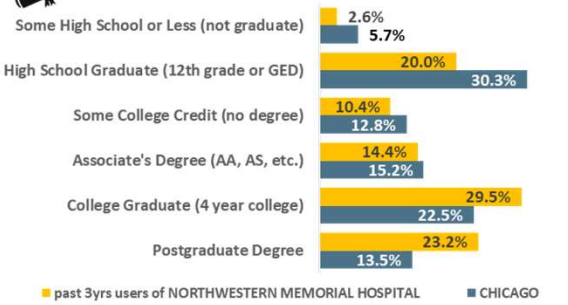
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hospitals HHLD used past 3 years (HHLD): Mayo Clinic

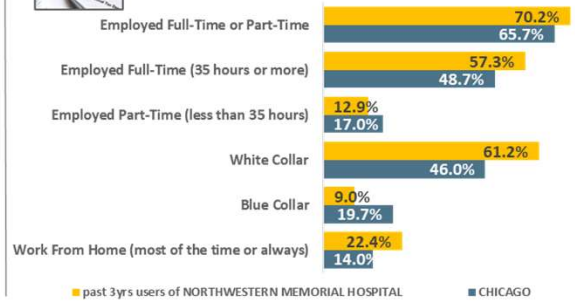


11.% or 827,635 of CHICAGO DMA Adults 18 or older are past 3yrs users of NORTHWESTERN MEMORIAL… Adults 18 or older past 3yrs users of NORTHWESTERN MEMORIAL HOSPITAL are 46.2% more likely to be a college graduate, 17.7% more likely to work full-time, 9.3% more likely to be married, 1.4% more likely to be a parent of 1 or more children under 18.

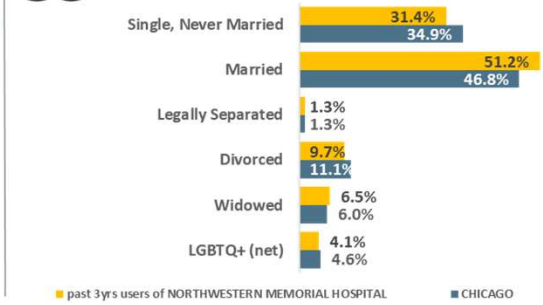
Education Levels: Adults 18 or older



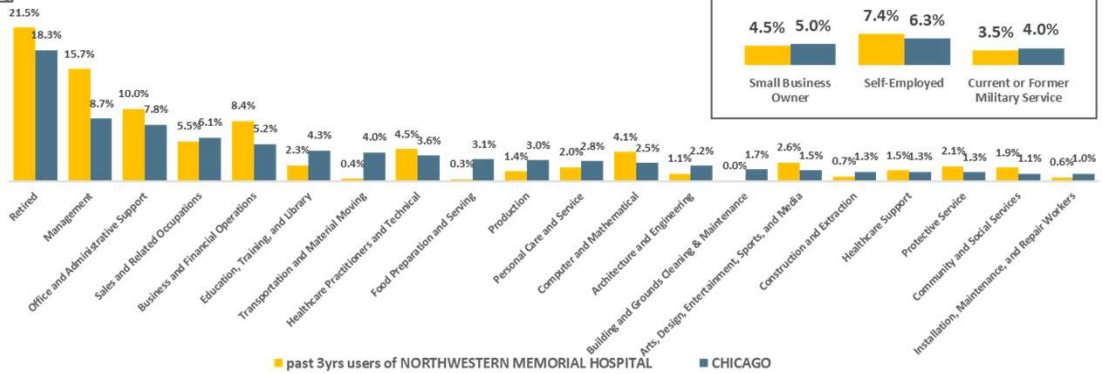
Employment: Adults 18 or older



Marital Status: Adults 18 or older

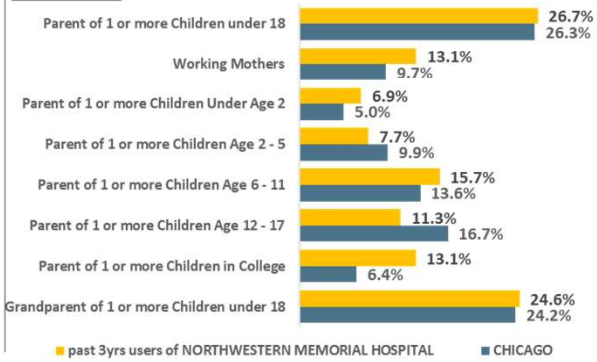


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 416

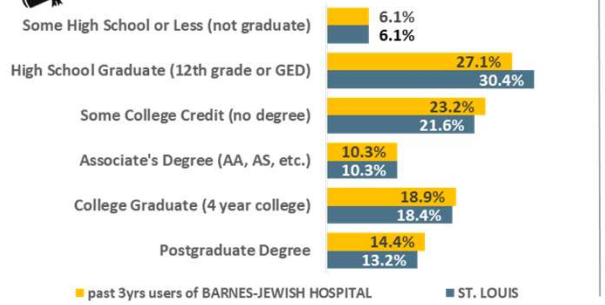
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hospitals HHLD used past 3 years (HHLD): Northwestern Memorial Hospital

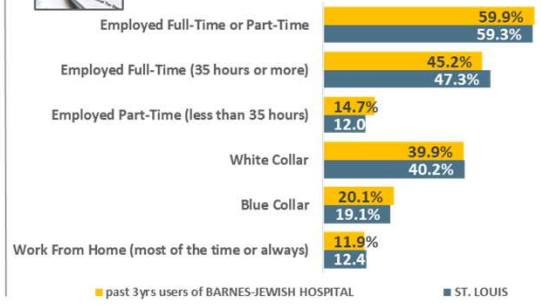


18.8% or 471,686 of ST. LOUIS DMA Adults 18 or older are past 3yrs users of BARNES-JEWISH HOSPITAL. Adults 18 or older past 3yrs users of BARNES-JEWISH HOSPITAL are 5.4% more likely to be a college graduate, 4.5% less likely to work full-time, 1.8% more likely to be married, 8.9% more likely to be a parent of 1 or more children under 18.

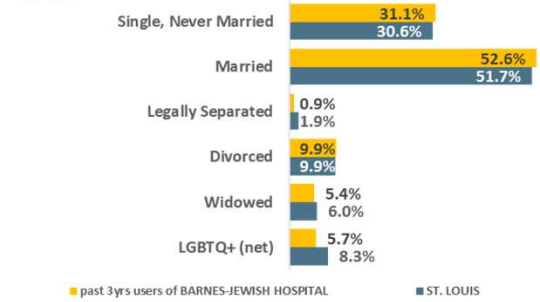
Education Levels: Adults 18 or older



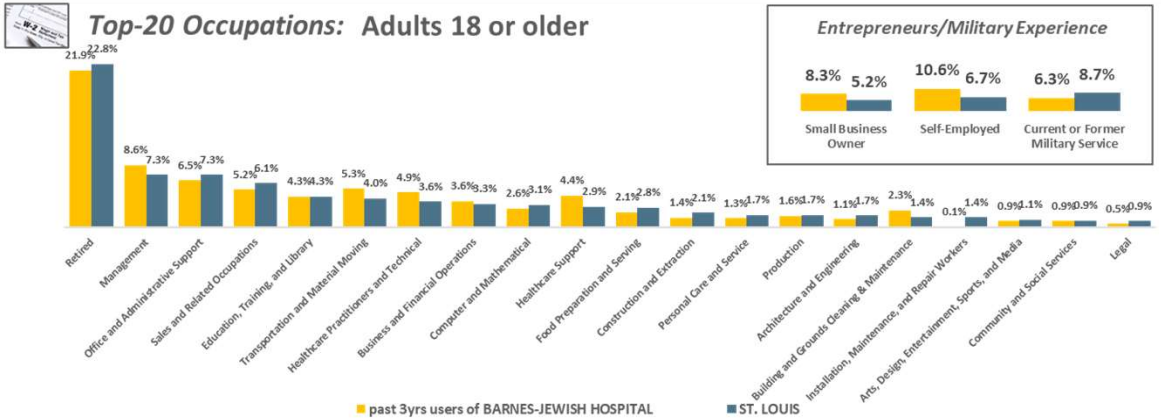
Employment: Adults 18 or older



Marital Status: Adults 18 or older

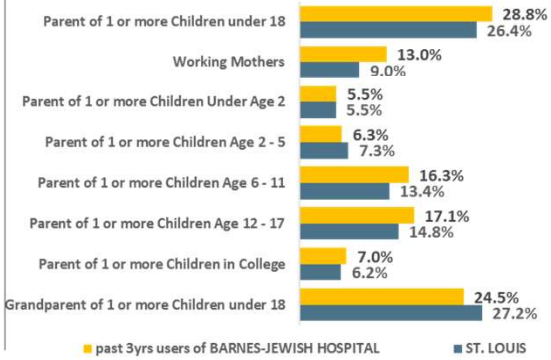


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 403

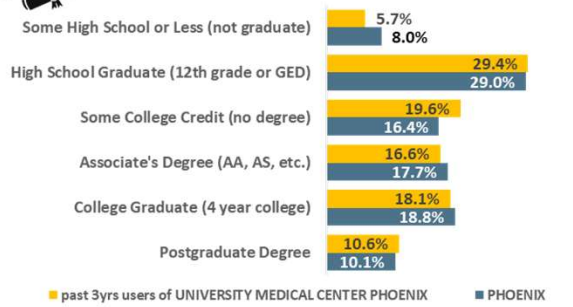
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hospitals HHLD used past 3 years (HHLD): Barnes-Jewish Hospital

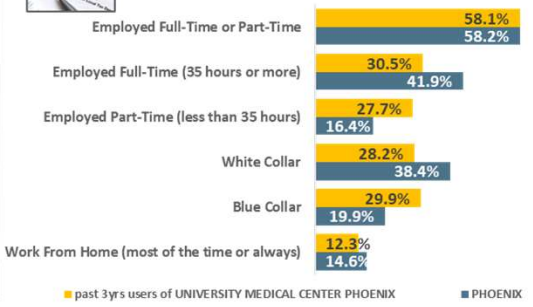


8.4% or 388,530 of PHOENIX DMA Adults 18 or older are past 3yrs users of UNIVERSITY MEDICAL CENTER… Adults 18 or older past 3yrs users of UNIVERSITY MEDICAL CENTER PHOENIX are .5% less likely to be a college graduate, 27.2% less likely to work full-time, 16.8% less likely to be married, 25.5% less likely to be a parent of 1 or more children under 18.

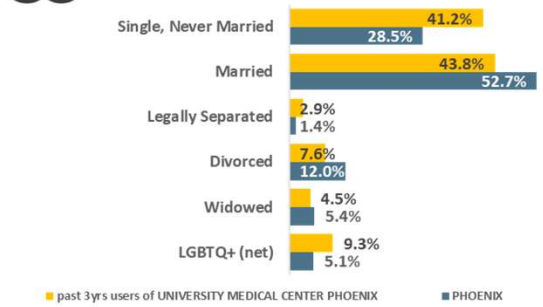
Education Levels: Adults 18 or older



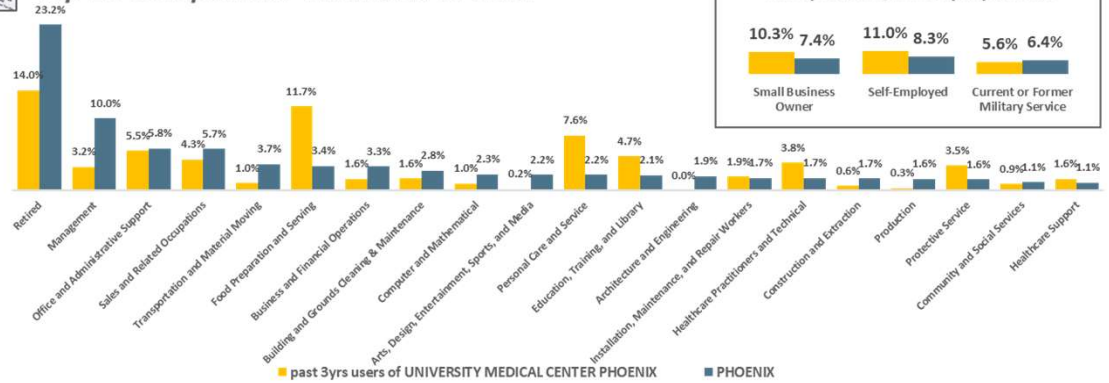
Employment: Adults 18 or older



Marital Status: Adults 18 or older

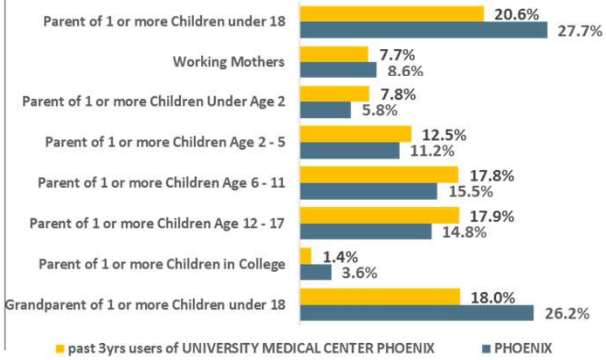


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 196

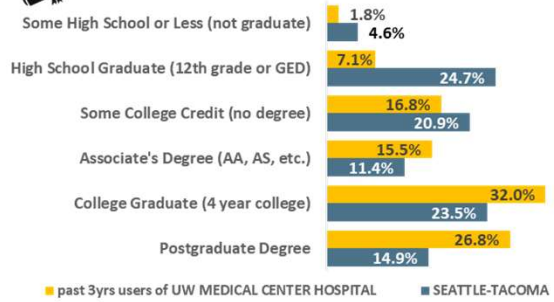
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hospitals HHLD used past 3 years (HHLD): Banner - University Medical Center Phoenix

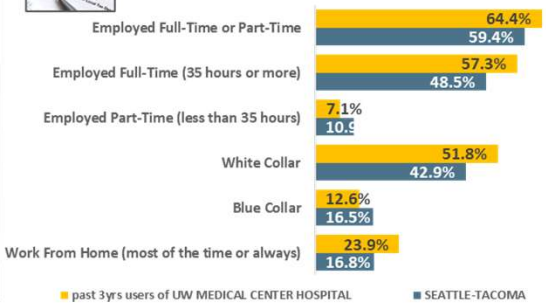


8.5% or 383,507 of SEATTLE-TACOMA DMA Adults 18 or older are past 3yrs users of UW MEDICAL CENTER… Adults 18 or older past 3yrs users of UW MEDICAL CENTER HOSPITAL are 53.3% more likely to be a college graduate, 18.2% more likely to work full-time, 14.8% more likely to be married, 15.9% less likely to be a parent of 1 or more children under 18.

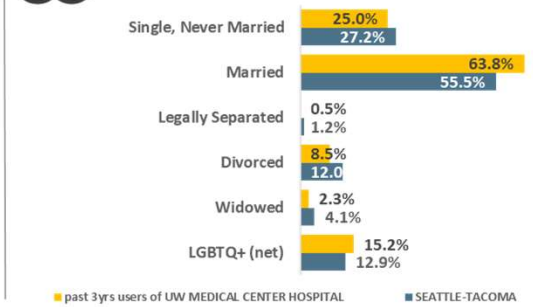
Education Levels: Adults 18 or older



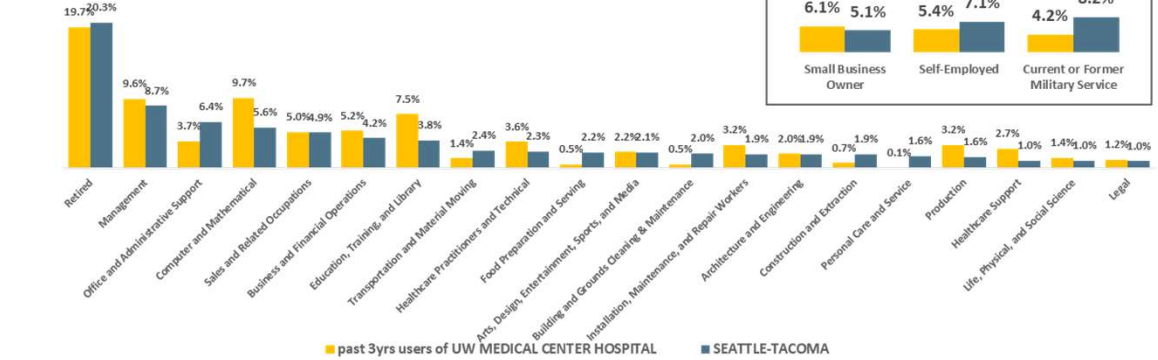
Employment: Adults 18 or older



Marital Status: Adults 18 or older

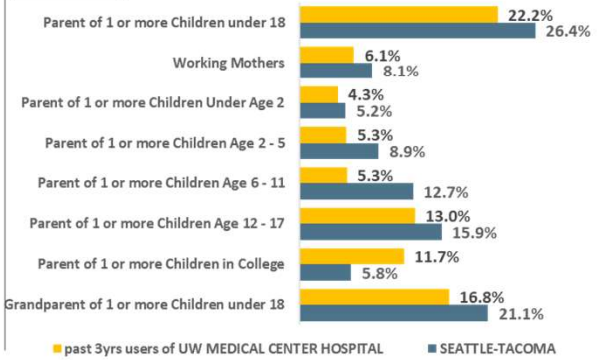


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 380

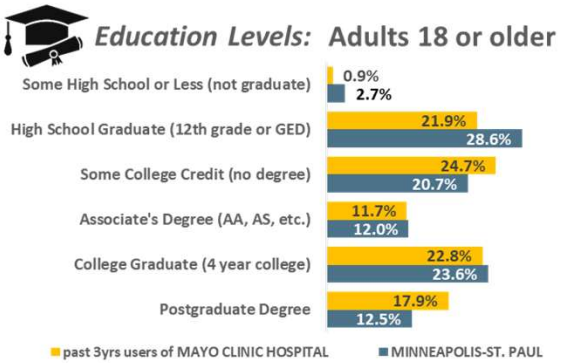
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hospitals HHLD used past 3 years (HHLD): University of Washington Medical Center

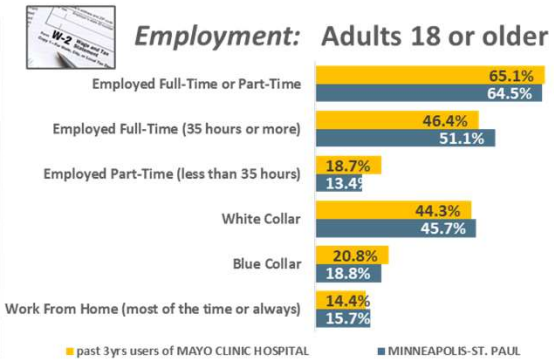


9.1% or 351,341 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older are past 3yrs users of MAYO CLINIC HOSPITAL. Adults 18 or older past 3yrs users of MAYO CLINIC HOSPITAL are 12.9% more likely to be a college graduate, 9.1% less likely to work full-time, 15.8% more likely to be married, 28.9% less likely to be a parent of 1 or more children under 18.

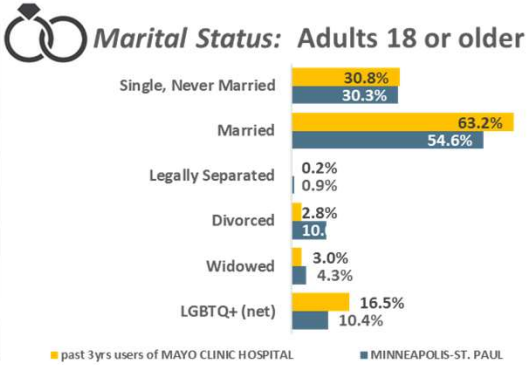
Education Levels: Adults 18 or older



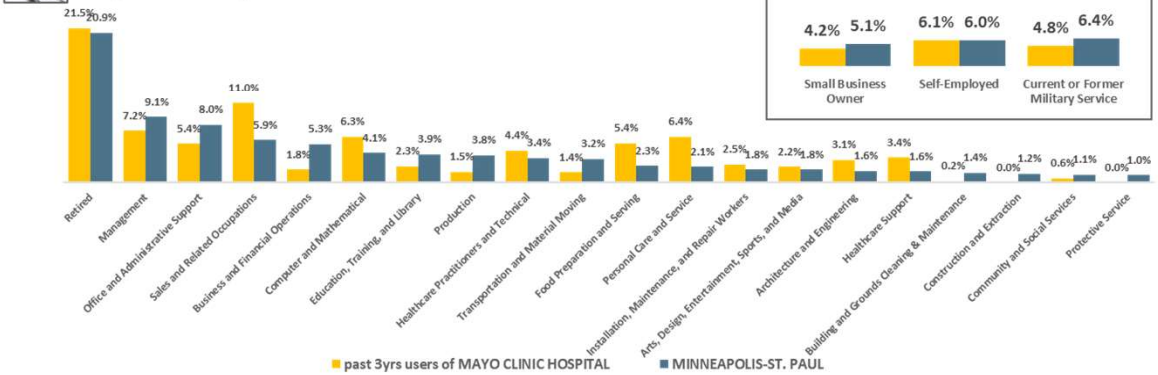
Employment: Adults 18 or older



Marital Status: Adults 18 or older

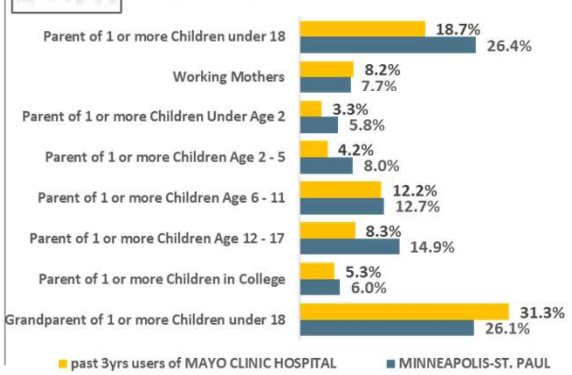


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 192

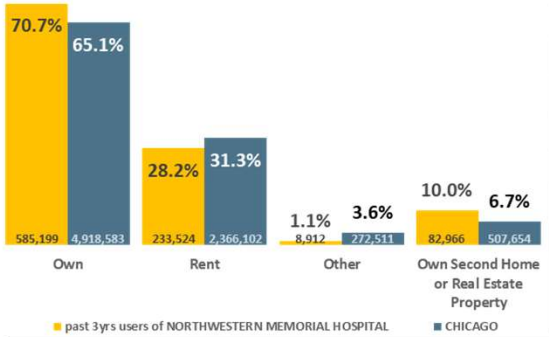
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hospitals HHLD used past 3 years (HHLD): Mayo Clinic

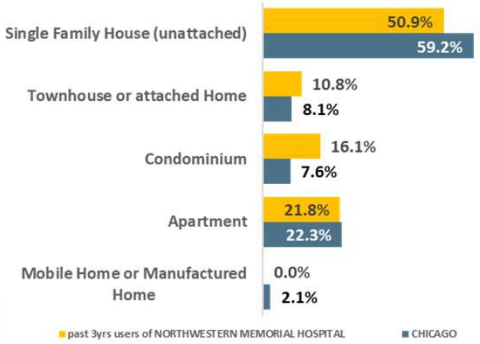


11.% or 827,635 of CHICAGO DMA Adults 18 or older are past 3yrs users of NORTHWESTERN MEMORIAL HOSPITAL. Adults 18 or older past 3yrs users of NORTHWESTERN MEMORIAL HOSPITAL are 8.6% more likely to own their home, 15.5% more likely to own a higher valued home, 14.% less likely to have a single-family home, 6.9% less likely to have a dog.

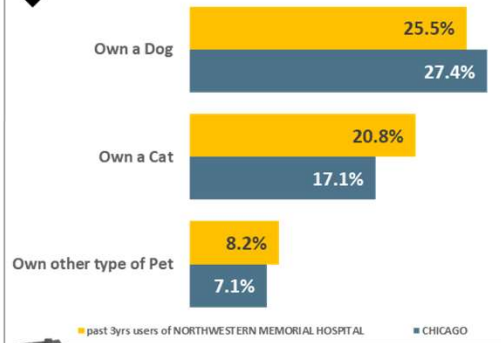
Own/Rent/Other: Adults 18 or older



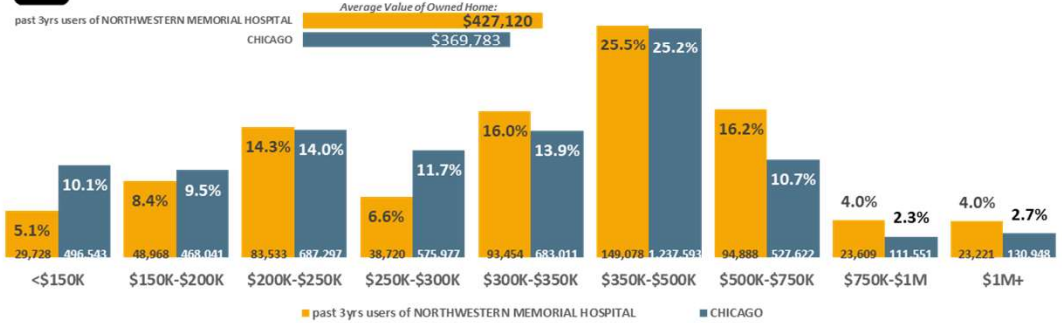
Type of Home: Adults 18 or older



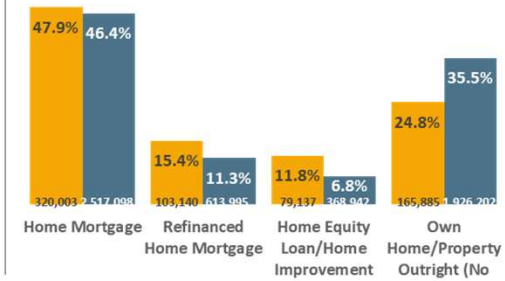
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



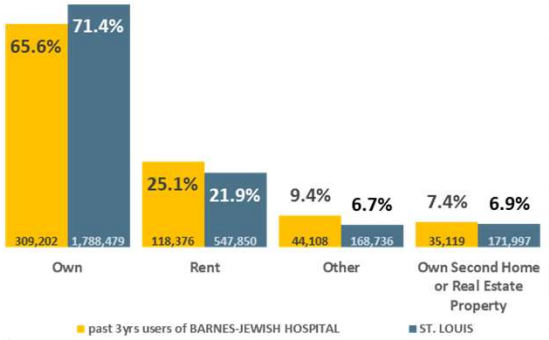
CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 416

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

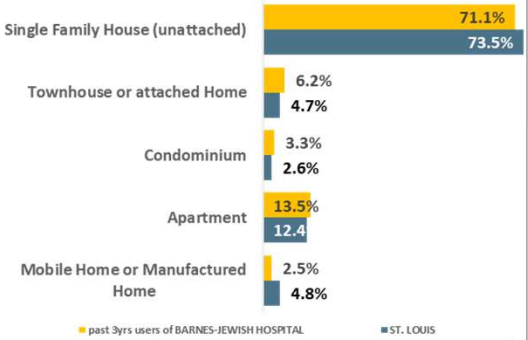


18.8% or 471,686 of ST. LOUIS DMA Adults 18 or older are past 3yrs users of BARNES-JEWISH HOSPITAL. Adults 18 or older past 3yrs users of BARNES-JEWISH HOSPITAL are 8.2% less likely to own their home, 18.7% more likely to own a higher valued home, 3.2% less likely to have a single-family home, 1.7% less likely to have a dog.

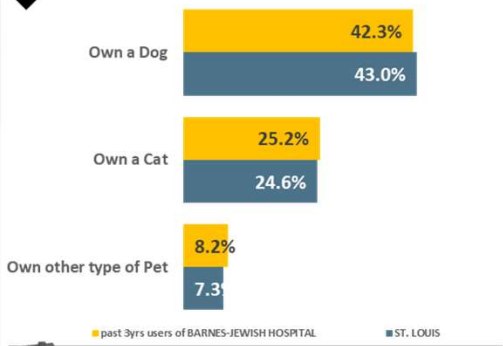
Own/Rent/Other: Adults 18 or older



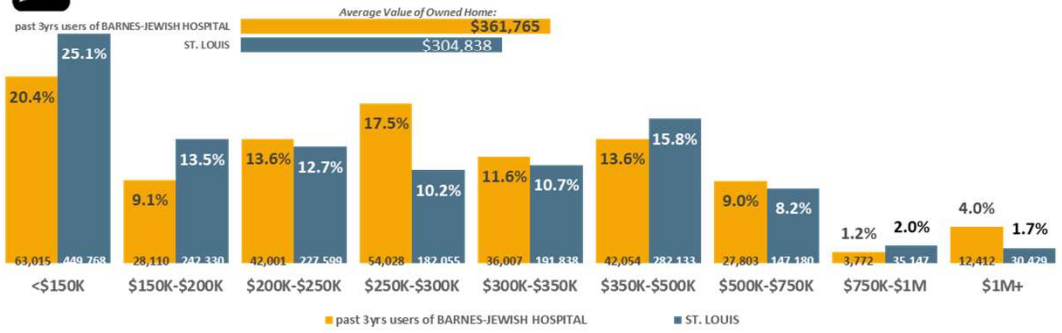
Type of Home: Adults 18 or older



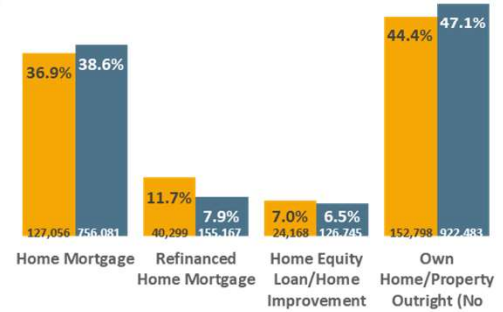
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 403

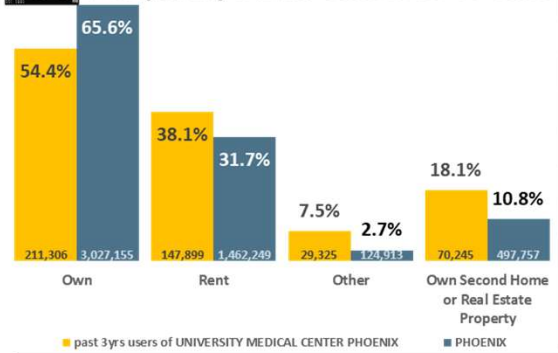
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hospitals HHLD used past 3 years (HHLD): Barnes-Jewish Hospital

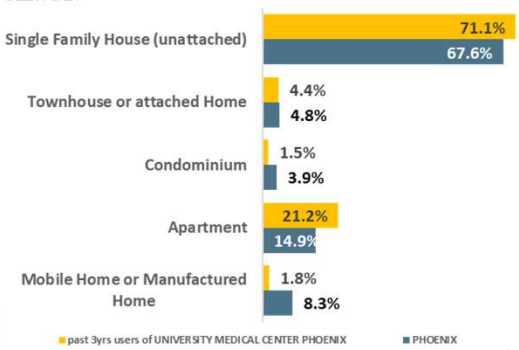


8.4% or 388,530 of PHOENIX DMA Adults 18 or older are past 3yrs users of UNIVERSITY MEDICAL CENTER PHOENIX. Adults 18 or older past 3yrs users of UNIVERSITY MEDICAL CENTER PHOENIX are 17.1% less likely to own their home, 31.2% more likely to own a higher valued home, 5.1% more likely to have a single-family home, 10.1% more likely to have a dog.

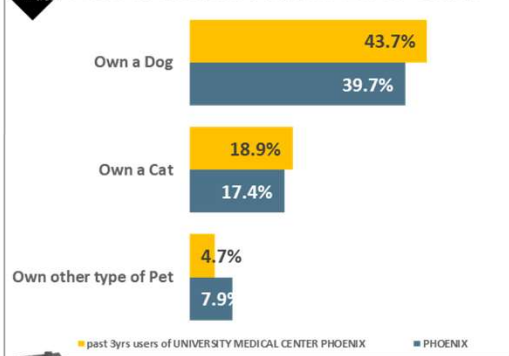
Own/Rent/Other: Adults 18 or older



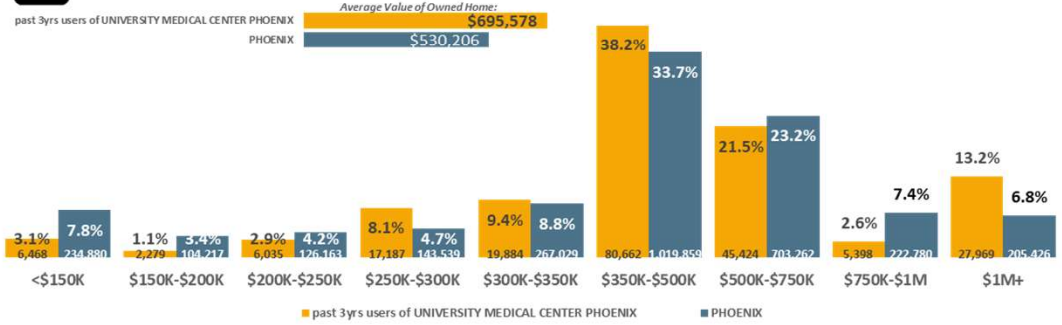
Type of Home: Adults 18 or older



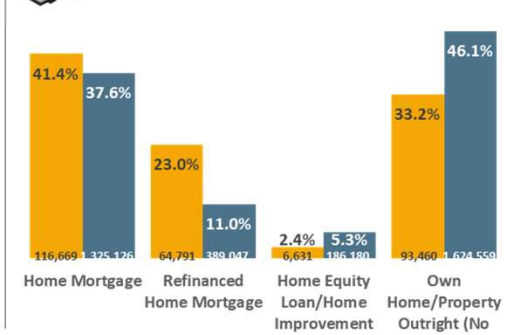
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



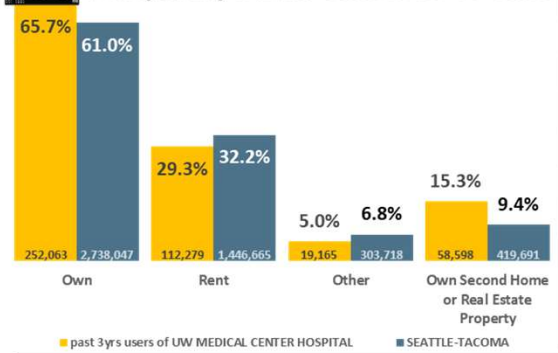
PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 196

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

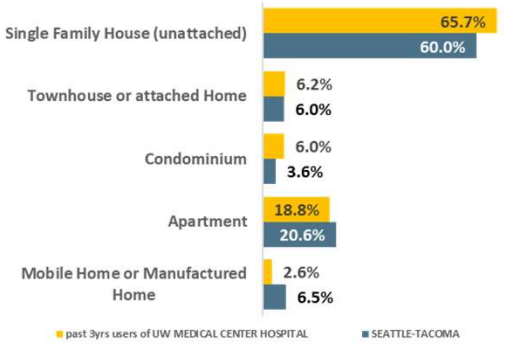
Hospitals HHLD used past 3 years (HHLD): Banner - University Medical Center Phoenix

8.5% or 383,507 of SEATTLE-TACOMA DMA Adults 18 or older are past 3yrs users of UW MEDICAL CENTER… Adults 18 or older past 3yrs users of UW MEDICAL CENTER HOSPITAL are 7.7% more likely to own their home, 29.5% more likely to own a higher valued home, 9.5% more likely to have a single-family home, 3.1% more likely to have a dog.

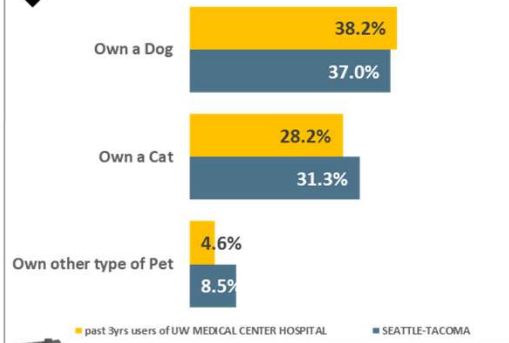
Own/Rent/Other: Adults 18 or older



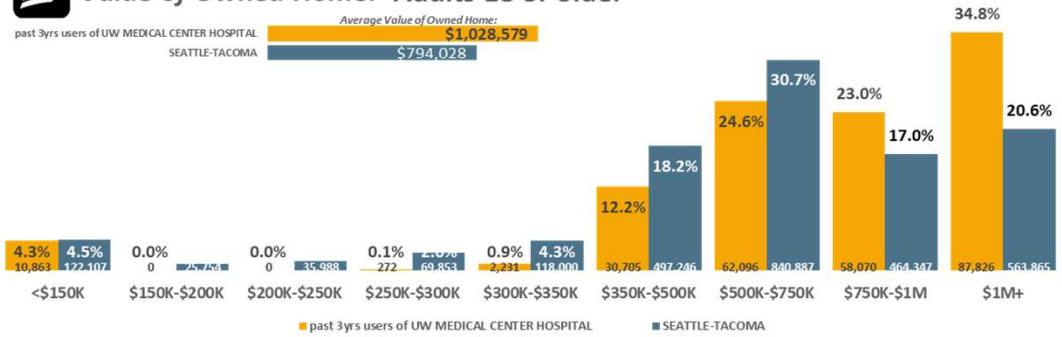
Type of Home: Adults 18 or older



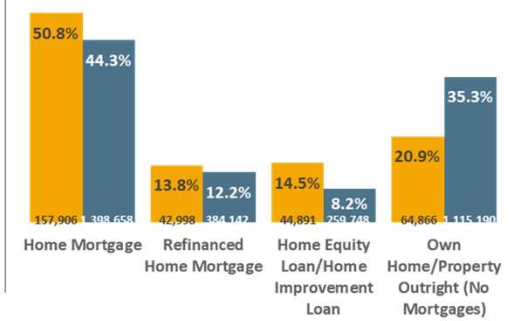
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 380

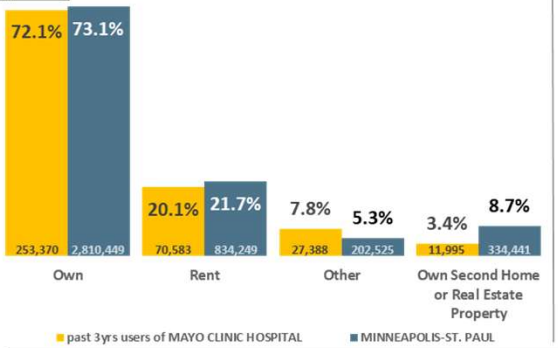
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hospitals HHLD used past 3 years (HHLD): University of Washington Medical Center

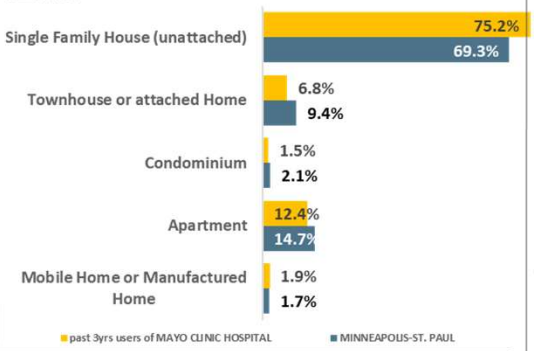


9.1% or 351,341 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older are past 3yrs users of MAYO CLINIC HOSPITAL. Adults 18 or older past 3yrs users of MAYO CLINIC HOSPITAL are 1.3% less likely to own their home, 1.7% more likely to own a higher valued home, 8.5% more likely to have a single-family home, 1.1% less likely to have a dog.

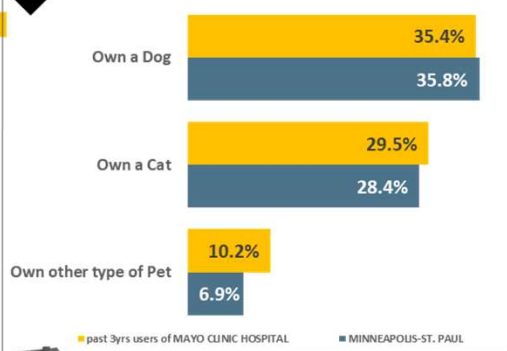
Own/Rent/Other: Adults 18 or older



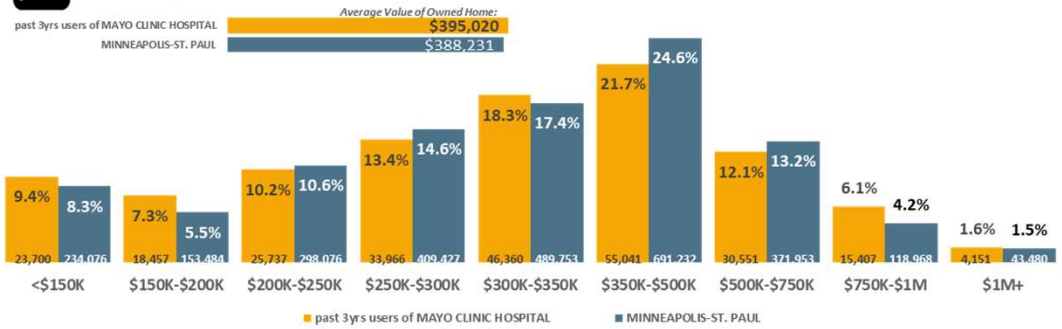
Type of Home: Adults 18 or older



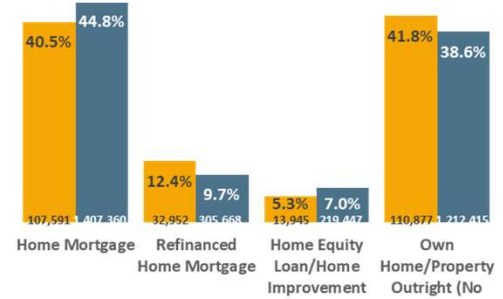
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 192

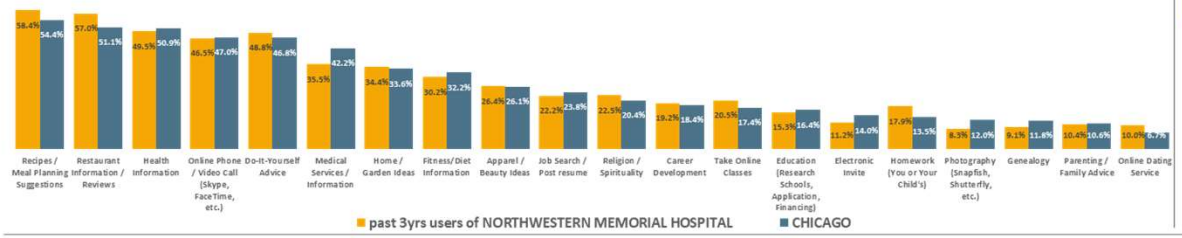
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hospitals HHLD used past 3 years (HHLD): Mayo Clinic

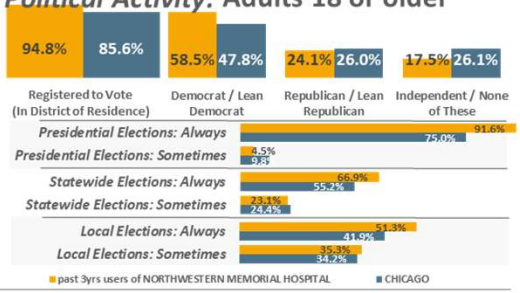


11.% or 827,635 of CHICAGO DMA Adults 18 or older are past 3yrs users of NORTHWESTERN MEMORIAL... Adults 18 or older past 3yrs users of NORTHWESTERN MEMORIAL HOSPITAL are 4.2% more likely to look up D-I-Y advice online, 22.2% more likely to always vote in local elections, 76.2% more likely to belong to a gym, 25.4% more likely to fly domestic past yr.

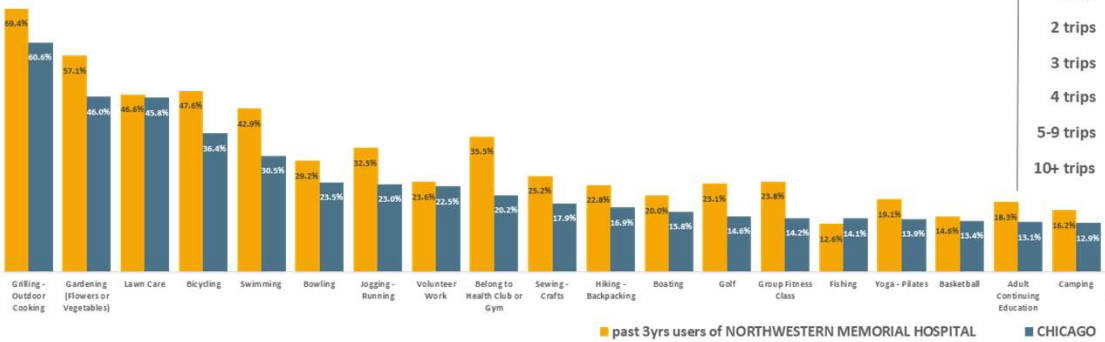
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



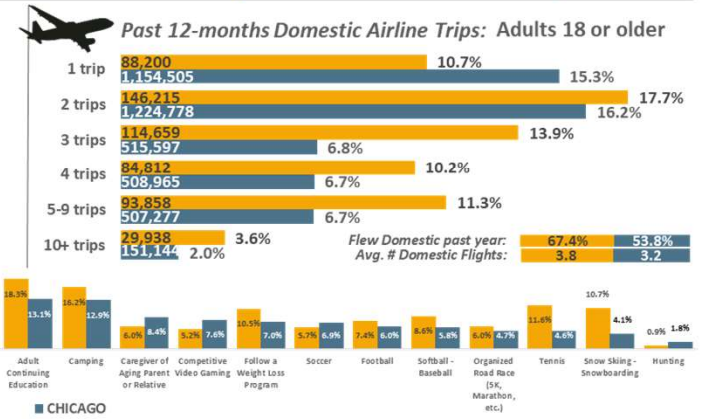
Political Activity: Adults 18 or older



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



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



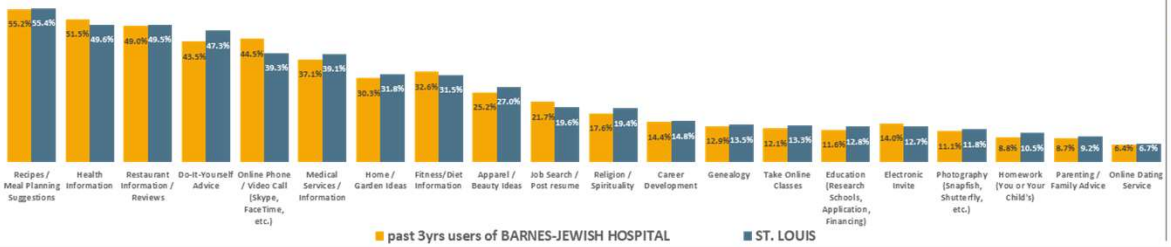
CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 416

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

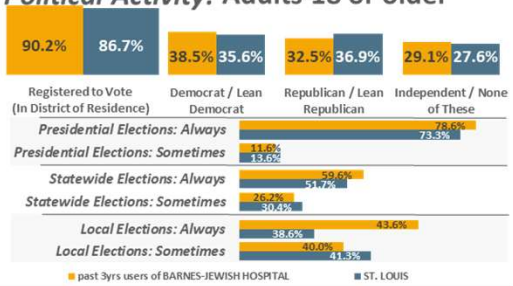


18.8% or 471,686 of ST. LOUIS DMA Adults 18 or older are past 3yrs users of BARNES-JEWISH HOSPITAL. Adults 18 or older past 3yrs users of BARNES-JEWISH HOSPITAL are 8.1% less likely to look up D-I-Y advice online, 13.% more likely to always vote in local elections, 39.3% more likely to belong to a gym, 14.5% more likely to fly domestic past yr.

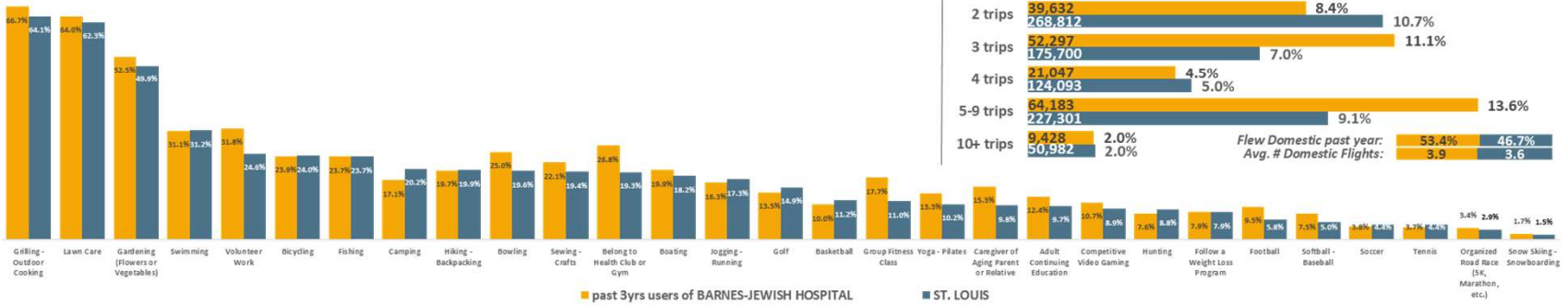
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 403

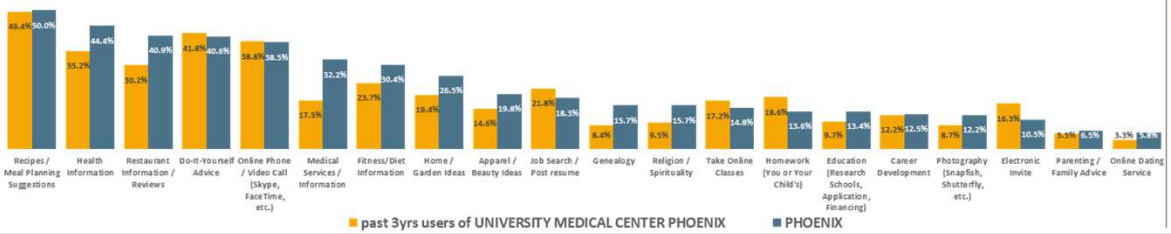
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hospitals HHLD used past 3 years (HHLD): Barnes-Jewish Hospital

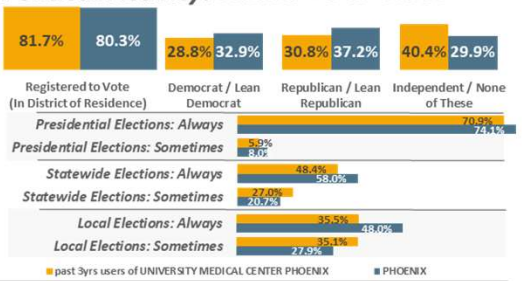


8.4% or 388,530 of PHOENIX DMA Adults 18 or older are past 3yrs users of UNIVERSITY MEDICAL CENTER… Adults 18 or older past 3yrs users of UNIVERSITY MEDICAL CENTER PHOENIX are 2.9% more likely to look up D-I-Y advice online, 26.2% less likely to always vote in local elections, 58.7% more likely to belong to a gym, .1% more likely to fly domestic past yr

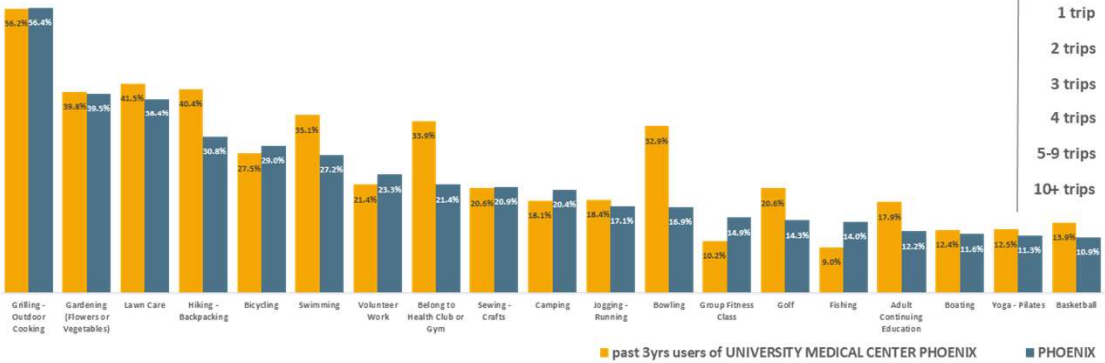
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



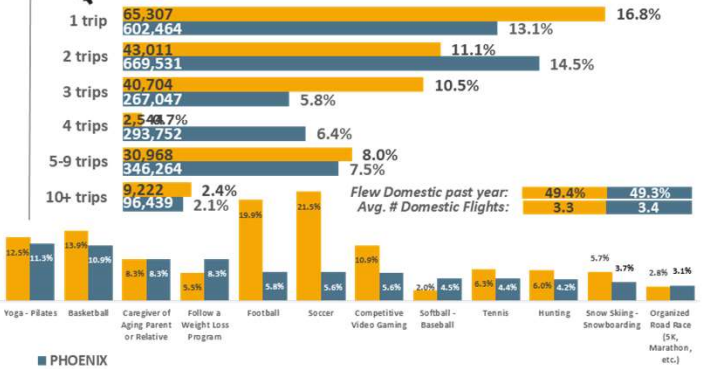
Political Activity: Adults 18 or older



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



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



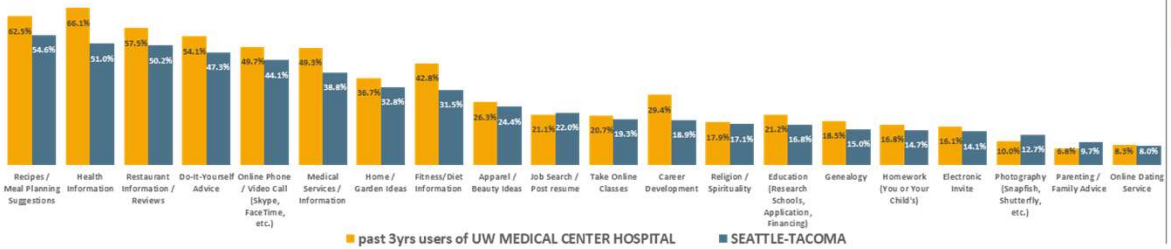
PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 196

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

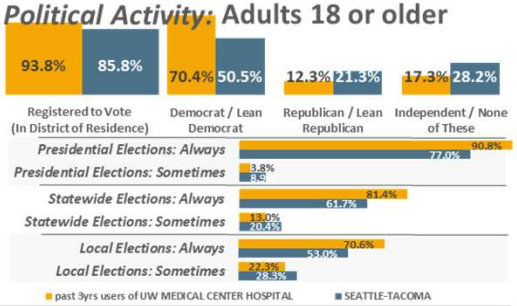
Hospitals HHLD used past 3 years (HHLD): Banner - University Medical Center Phoenix

8.5% or 383,507 of SEATTLE-TACOMA DMA Adults 18 or older are past 3yrs users of UW MEDICAL CENTER… Adults 18 or older past 3yrs users of UW MEDICAL CENTER HOSPITAL are 14.4% more likely to look up D-I-Y advice online, 33.3% more likely to always vote in local elections, 35.6% more likely to belong to a gym, 17.6% more likely to fly domestic past yr.

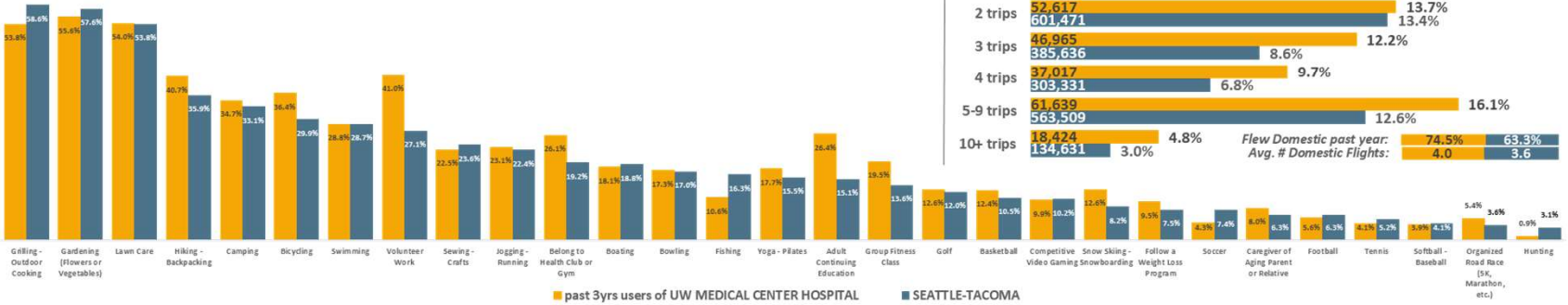
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 380

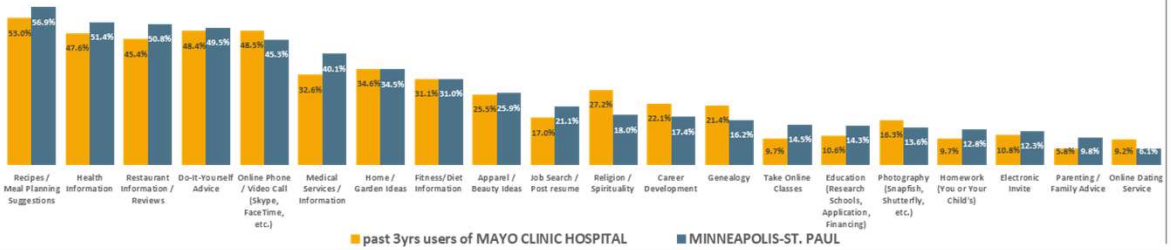
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hospitals HHLD used past 3 years (HHLD): University of Washington Medical Center

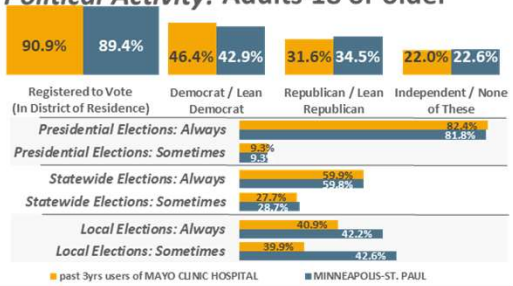


9.1% or 351,341 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older are past 3yrs users of MAYO CLINIC… Adults 18 or older past 3yrs users of MAYO CLINIC HOSPITAL are 2.2% less likely to look up D-I-Y advice online, 3.1% less likely to always vote in local elections, 21.3% less likely to belong to a gym, 7.5% more likely to fly domestic past yr.

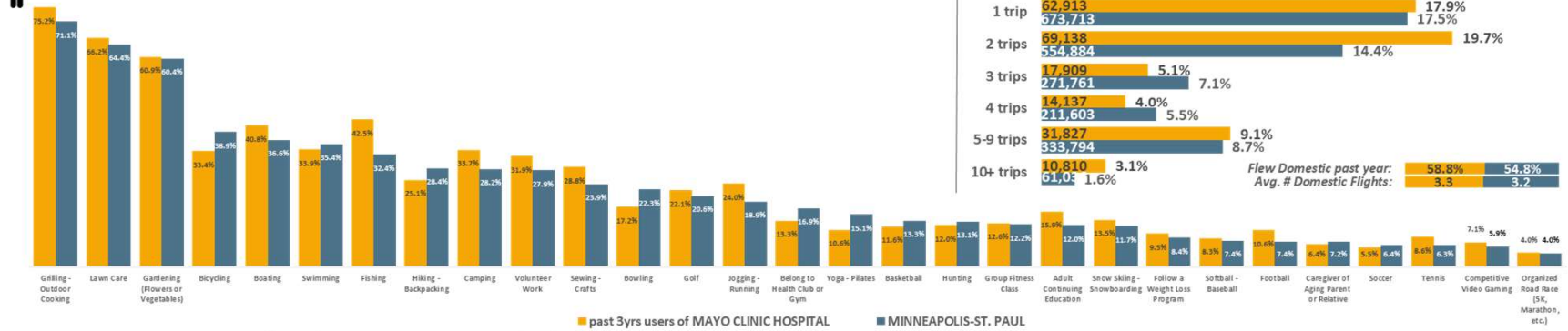
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 192

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hospitals HHLD used past 3 years (HHLD): Mayo Clinic

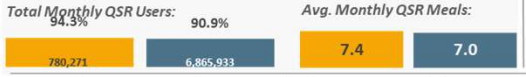


11.% or 827,635 of CHICAGO DMA Adults 18 or older are past 3yrs users of NORTHWESTERN MEMORIAL HOSPITAL. Adults 18 or older past 3yrs users of NORTHWESTERN MEMORIAL HOSPITAL are 3.8% more likely to use QSRs past mo., 8.3% more likely to use Sit-Down Restaurants past mo., 4.9% more likely to use Casinos past yr., 29.6% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

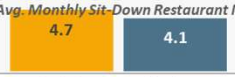
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

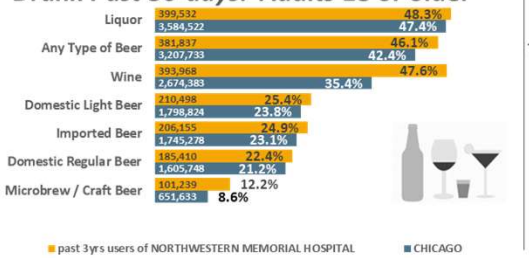
(Sit-Down Restaurants Used Past 30-days)



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

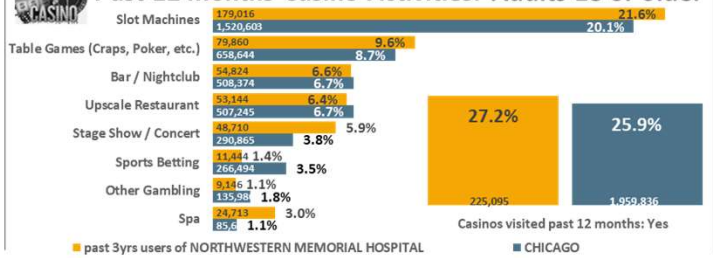


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 416

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hospitals HHLD used past 3 years (HHLD): Northwestern Memorial Hospital



18.8% or 471,686 of ST. LOUIS DMA Adults 18 or older are past 3yrs users of BARNES-JEWISH HOSPITAL. Adults 18 or older past 3yrs users of BARNES-JEWISH HOSPITAL are 1.4% more likely to use QSRs past mo., 9.7% more likely to use Sit-Down Restaurants past mo., 9.7% more likely to use Casinos past yr., 8.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



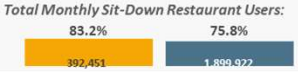
Avg. Monthly QSR Meals:



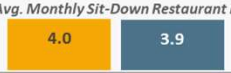
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

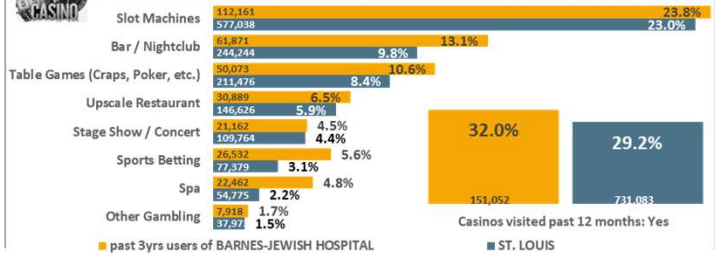


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 403

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hospitals HHLD used past 3 years (HHLD): Barnes-Jewish Hospital



8.4% or 388,530 of PHOENIX DMA Adults 18 or older are past 3yrs users of UNIVERSITY MEDICAL CENTER PHOENIX. Adults 18 or older past 3yrs users of UNIVERSITY MEDICAL CENTER PHOENIX are 1.3% more likely to use QSRs past mo., 3.6% less likely to use Sit-Down Restaurants past mo., 7.5% less likely to use Casinos past yr., 46.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 91.9% 357,008 | 90.7% 4,184,809

Avg. Monthly QSR Meals: 8.6 | 7.1

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



Total Monthly Sit-Down Restaurant Users: 74.4% 289,146 | 77.2% 3,561,786

Avg. Monthly Sit-Down Restaurant Meals: 4.6 | 4.2

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

past 3yrs users of UNIVERSITY MEDICAL CENTER... 74,775 19.2%

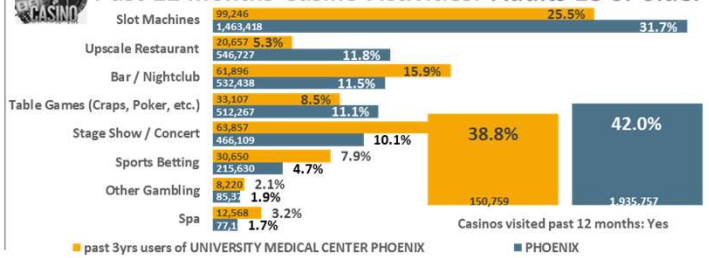
PHOENIX 674,399 14.6%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 196

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hospitals HHLD used past 3 years (HHLD): Banner - University Medical Center Phoenix



8.5% or 383,507 of SEATTLE-TACOMA DMA Adults 18 or older are past 3yrs users of UW MEDICAL CENTER HOSPITAL. Adults 18 or older past 3yrs users of UW MEDICAL CENTER HOSPITAL are .3% more likely to use QSRs past mo., 8.6% more likely to use Sit-Down Restaurants past mo., 41.3% less likely to use Casinos past yr., 65.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 84.6% 84.3% — 324,414 — 3,785,799

Avg. Monthly QSR Meals: 4.9 5.2

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



Total Monthly Sit-Down Restaurant Users: 79.9% 73.6% — 306,422 — 3,303,020

Avg. Monthly Sit-Down Restaurant Meals: 3.5 3.5

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

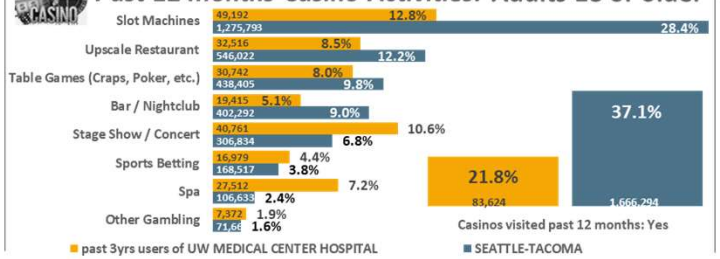
past 3yrs users of UW MEDICAL CENTER HOSPITAL	75,875	19.8%
SEATTLE-TACOMA	699,800	15.6%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 380

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hospitals HHLD used past 3 years (HHLD): University of Washington Medical Center



9.1% or 351,341 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older are past 3yrs users of MAYO CLINIC HOSPITAL. Adults 18 or older past 3yrs users of MAYO CLINIC HOSPITAL are 5.8% more likely to use QSRs past mo., 7.% more likely to use Sit-Down Restaurants past mo., 9.7% more likely to use Casinos past yr., .6% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



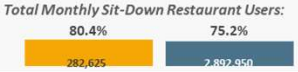
Avg. Monthly QSR Meals:



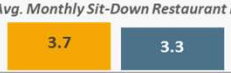
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

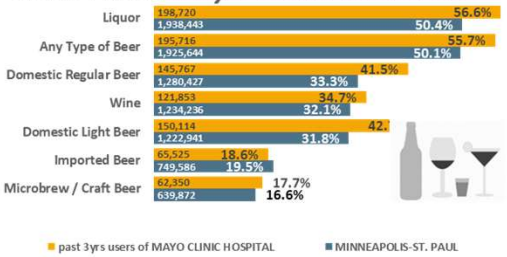
(Sit-Down Restaurants Used Past 30-days)



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

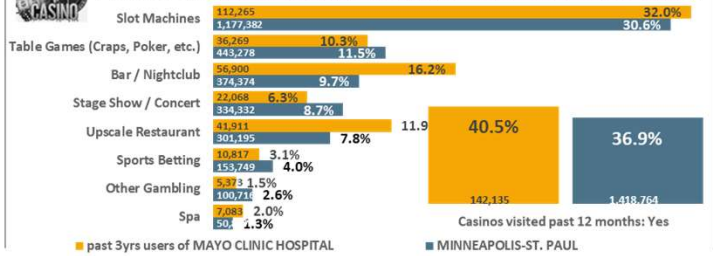
past 3yrs users of MAYO CLINIC HOSPITAL	31,309	8.9%
MINNEAPOLIS-ST. PAUL	410,572	10.7%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



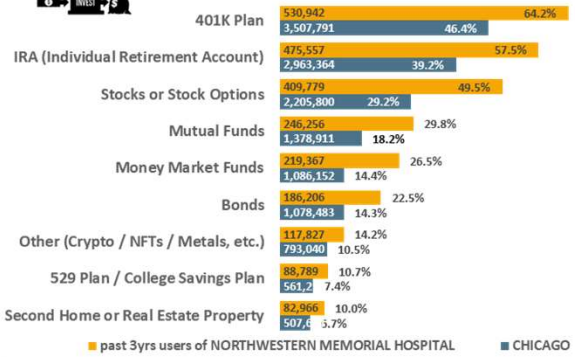
MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 192

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

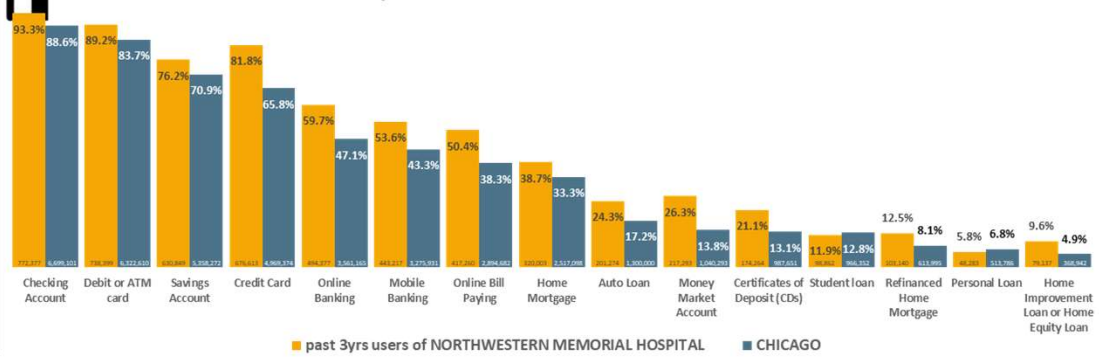


11.% or 827,635 of CHICAGO DMA Adults 18 or older are past 3yrs users of NORTHWESTERN MEMORIAL... Adults 18 or older past 3yrs users of NORTHWESTERN MEMORIAL HOSPITAL are 38.2% more likely to have a 401K, 41.4% more likely to have an Auto Loan, 64.7% more likely to Invest/Trade Stocks Online, 3.1% more likely to pay with their Debit Card.

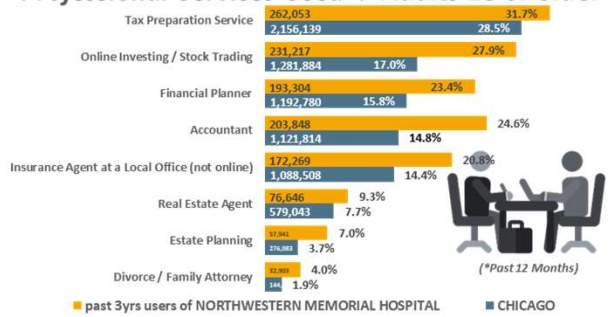
Investments Owned: Adults 18 or older



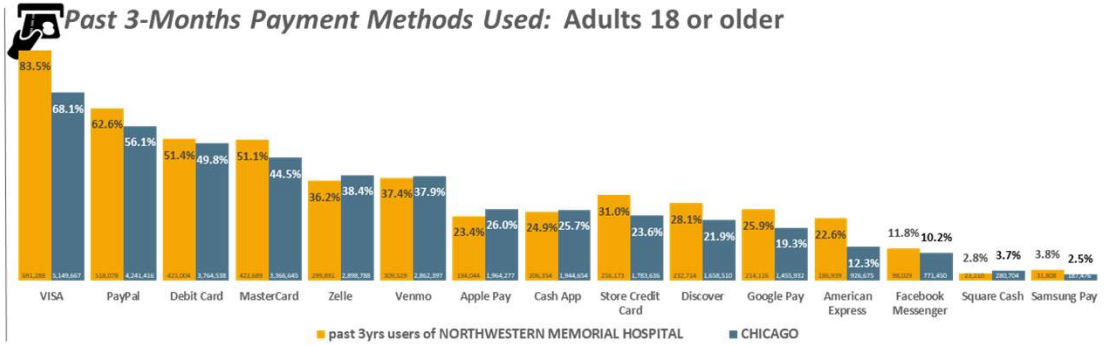
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 416

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

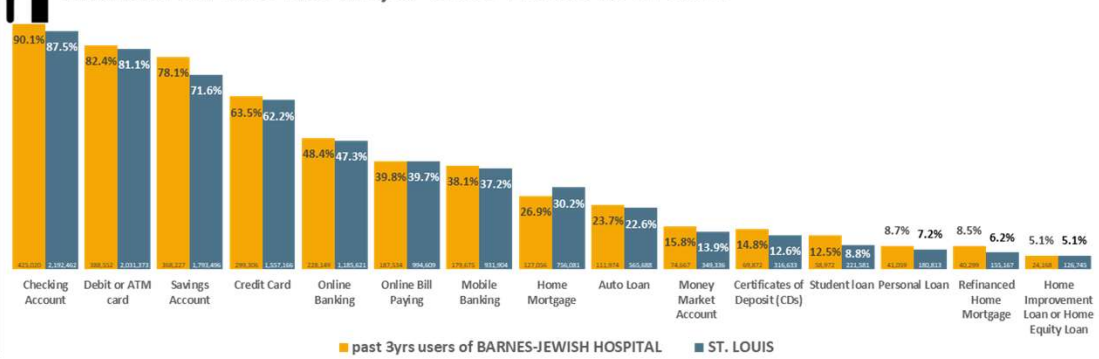


18.8% or 471,686 of ST. LOUIS DMA Adults 18 or older are past 3yrs users of BARNES-JEWISH HOSPITAL. Adults 18 or older past 3yrs users of BARNES-JEWISH HOSPITAL are 12.1% more likely to have a 401K, 5.1% more likely to have an Auto Loan, 10.4% less likely to Invest/Trade Stocks Online, 1.4% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



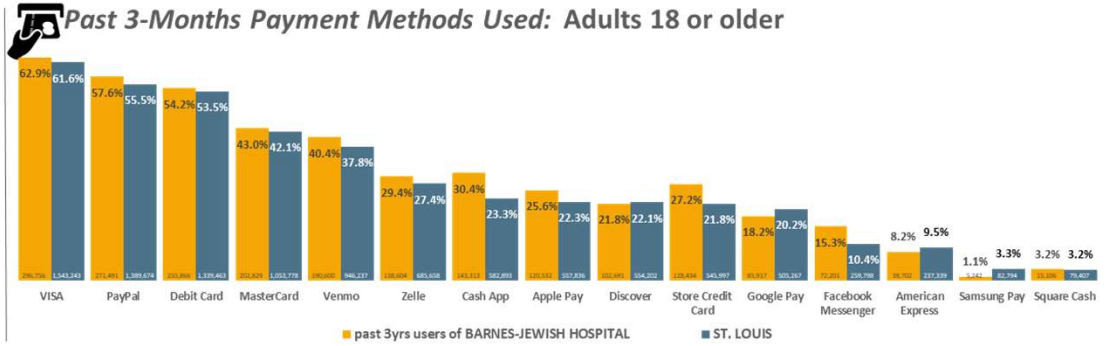
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 403

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hospitals HHLD used past 3 years (HHLD): Barnes-Jewish Hospital

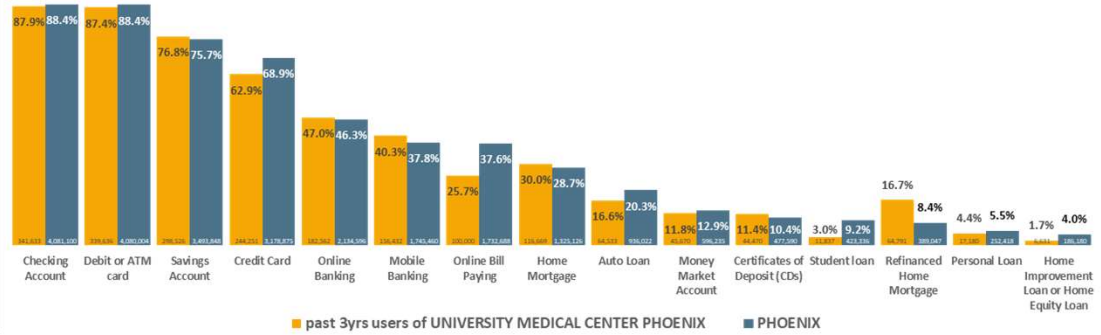


8.4% or 388,530 of PHOENIX DMA Adults 18 or older are past 3yrs users of UNIVERSITY MEDICAL CENTER... Adults 18 or older past 3yrs users of UNIVERSITY MEDICAL CENTER PHOENIX are 25.% less likely to have a 401K, 18.1% less likely to have an Auto Loan, 26.9% more likely to Invest/Trade Stocks Online, 8.3% more likely to pay with their Debit Card.

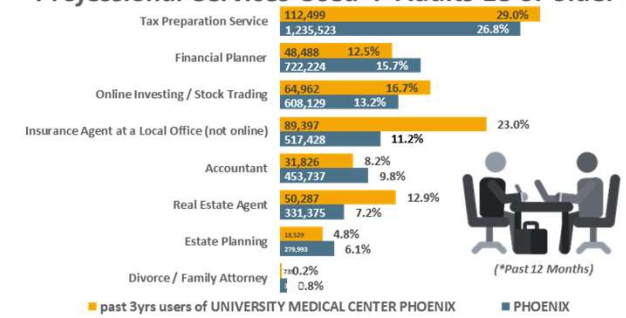
Investments Owned: Adults 18 or older



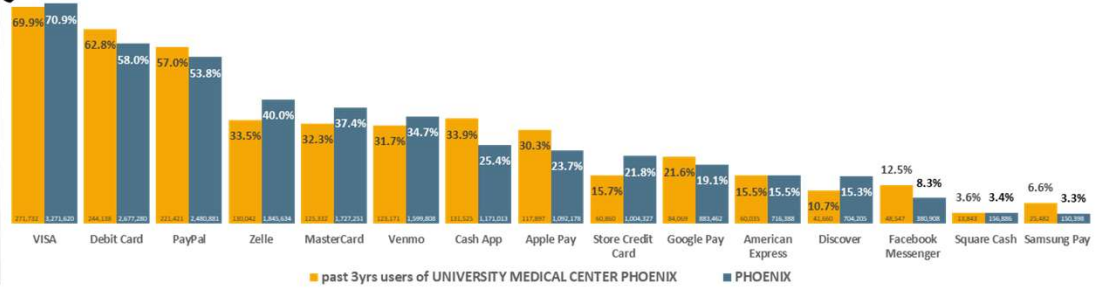
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



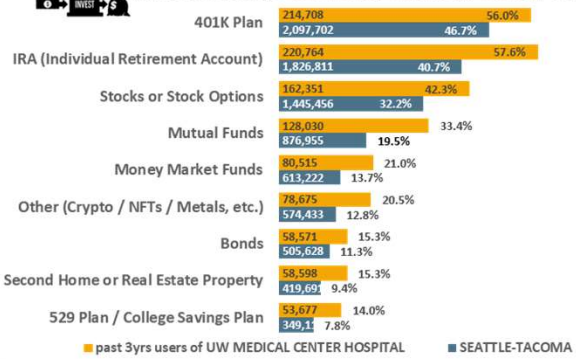
PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 196

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

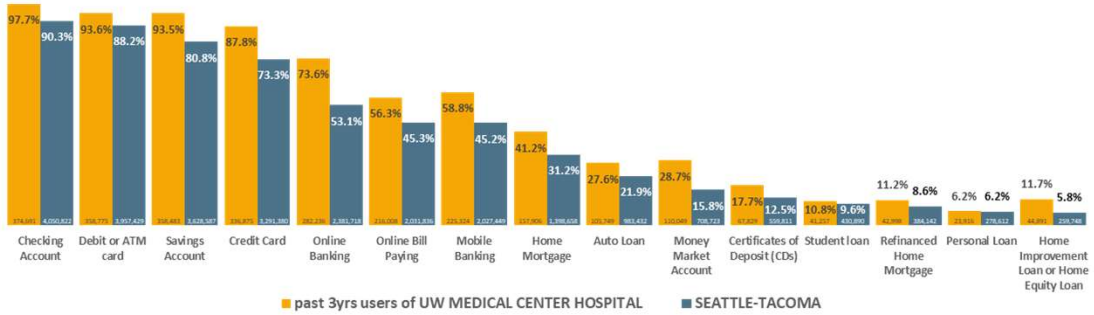
Hospitals HHLD used past 3 years (HHLD): Banner - University Medical Center Phoenix

8.5% or 383,507 of SEATTLE-TACOMA DMA Adults 18 or older are past 3yrs users of UW MEDICAL CENTER… Adults 18 or older past 3yrs users of UW MEDICAL CENTER HOSPITAL are 19.8% more likely to have a 401K, 25.8% more likely to have an Auto Loan, 37.3% more likely to Invest/Trade Stocks Online, 8.5% less likely to pay with their Debit Card.

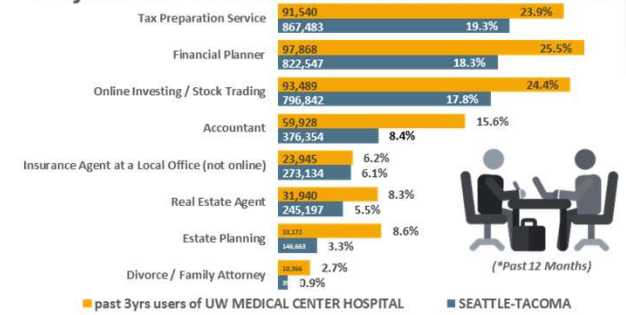
Investments Owned: Adults 18 or older



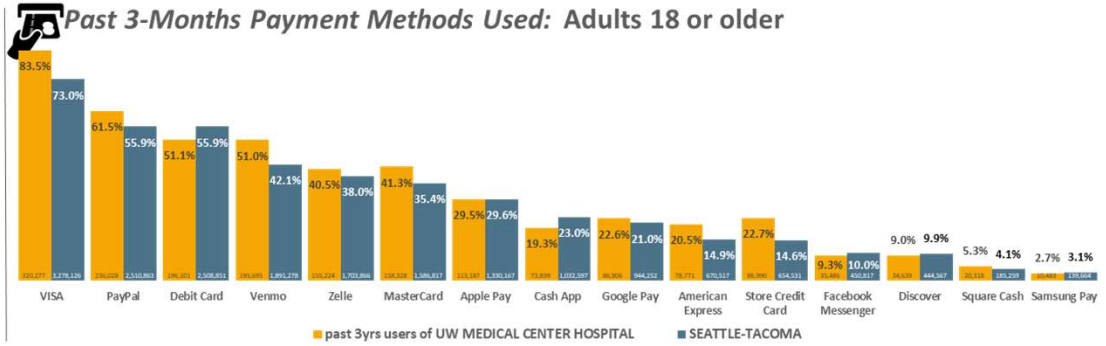
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 380

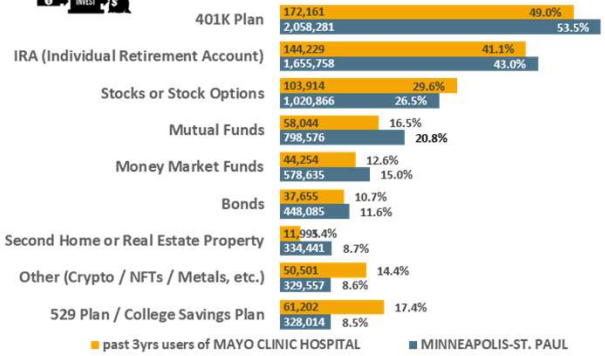
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hospitals HHLD used past 3 years (HHLD): University of Washington Medical Center

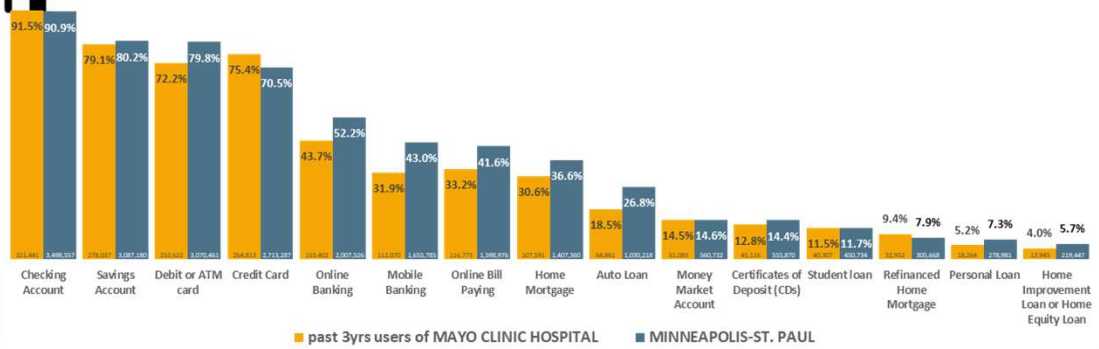


9.1% or 351,341 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older are past 3yrs users of MAYO CLINIC... Adults 18 or older past 3yrs users of MAYO CLINIC HOSPITAL are 8.4% less likely to have a 401K, 31.1% less likely to have an Auto Loan, 10.% more likely to Invest/Trade Stocks Online, 16.9% less likely to pay with their Debit Card.

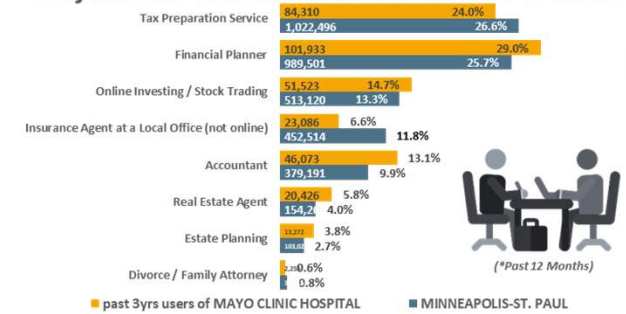
Investments Owned: Adults 18 or older



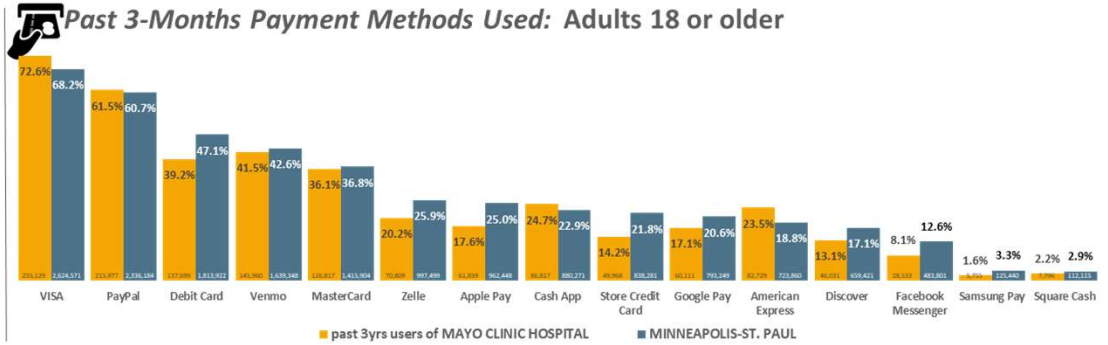
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



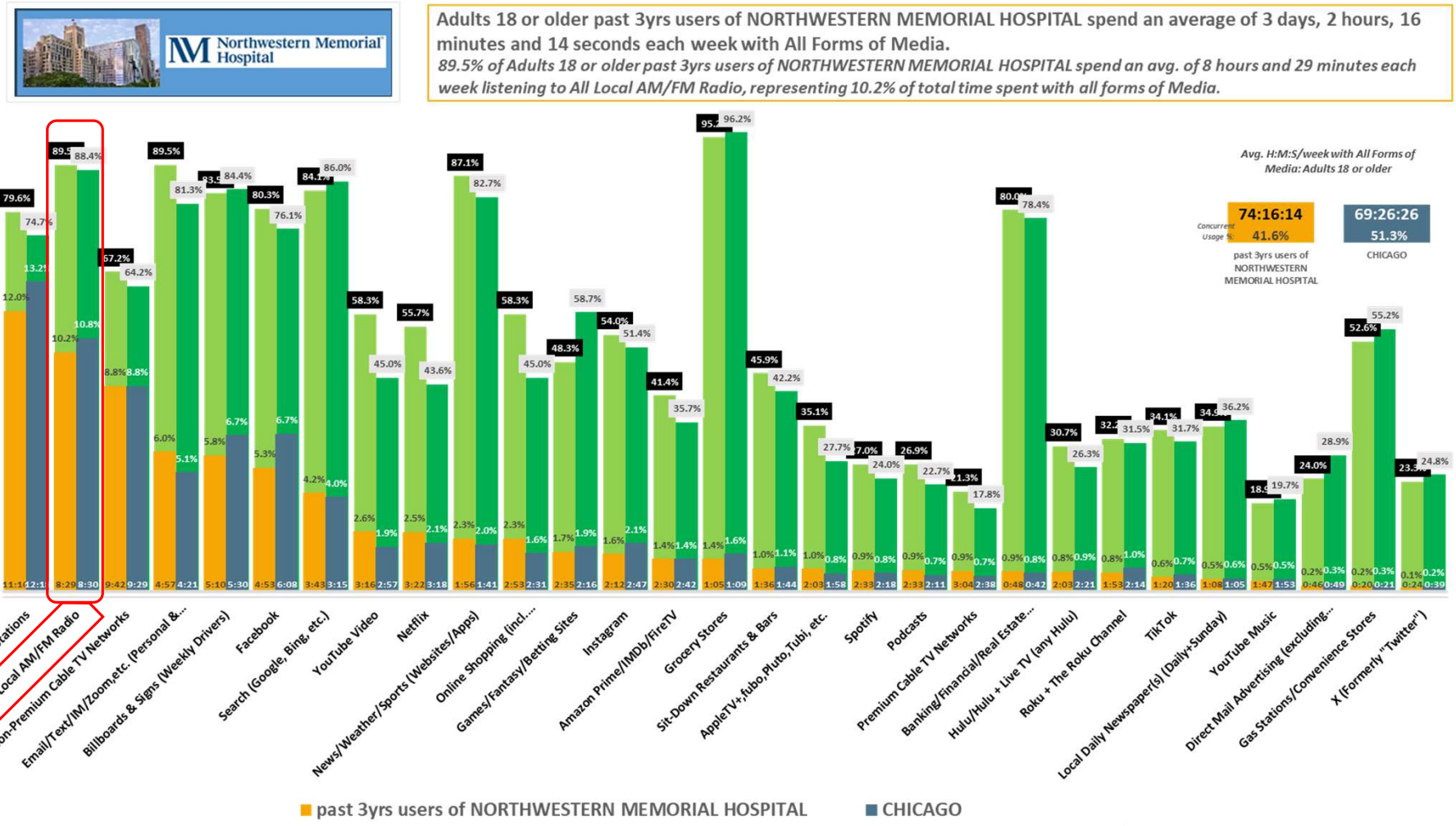
Past 3-Months Payment Methods Used: Adults 18 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 192

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hospitals HHLD used past 3 years (HHLD): Mayo Clinic

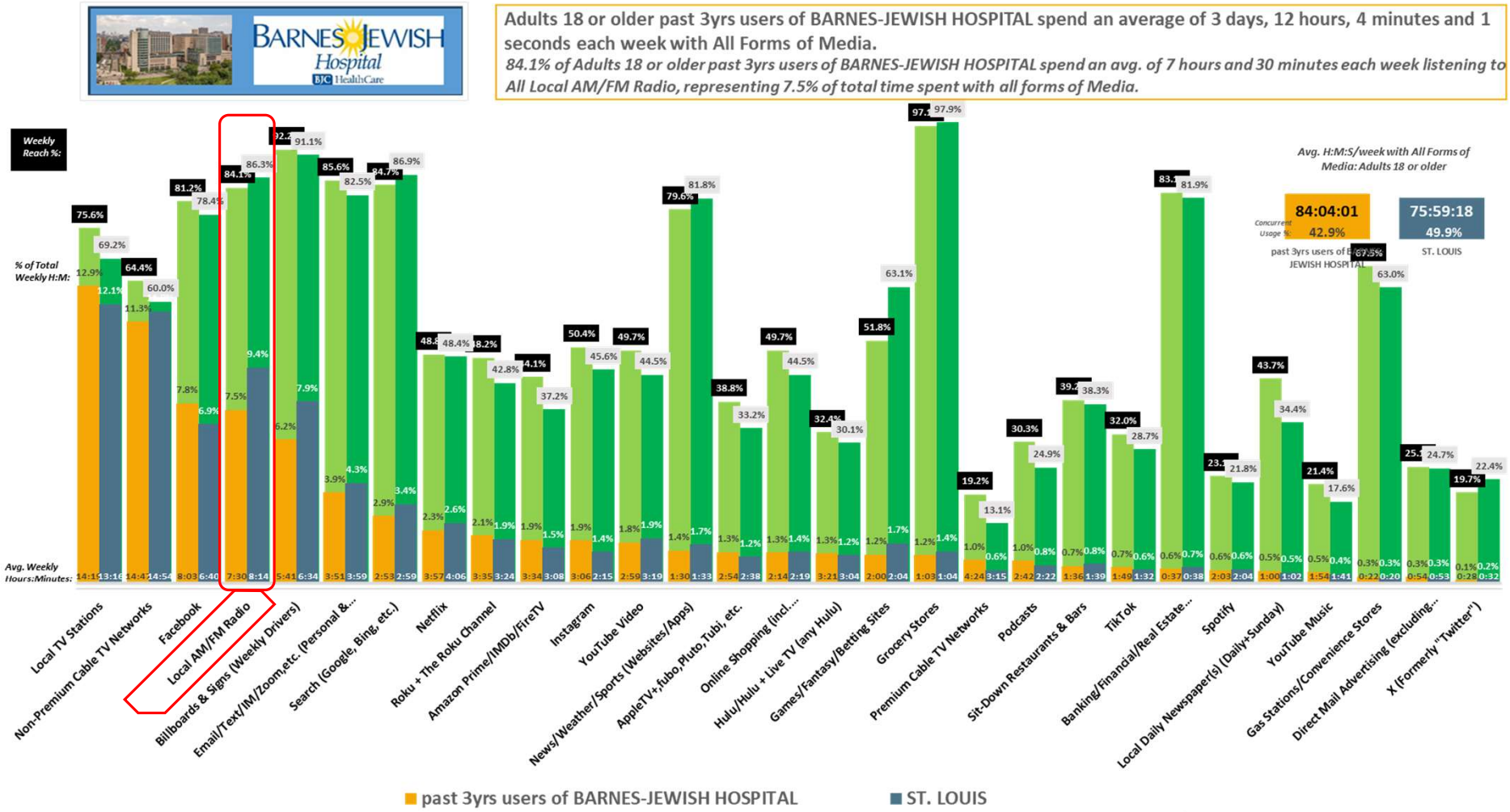


CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 416 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): Northwestern Memorial Hospital

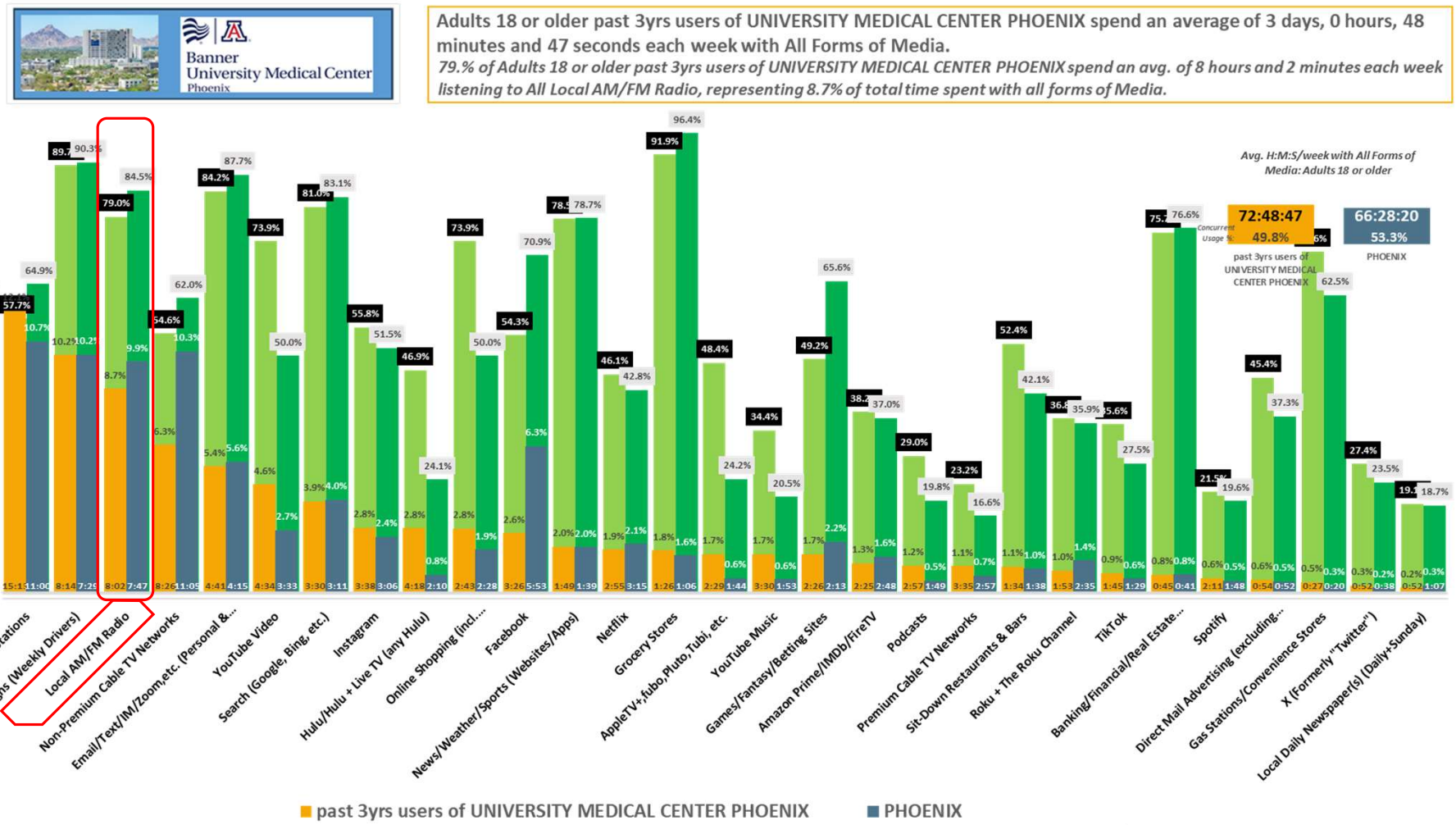


ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 403 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): Barnes-Jewish Hospital

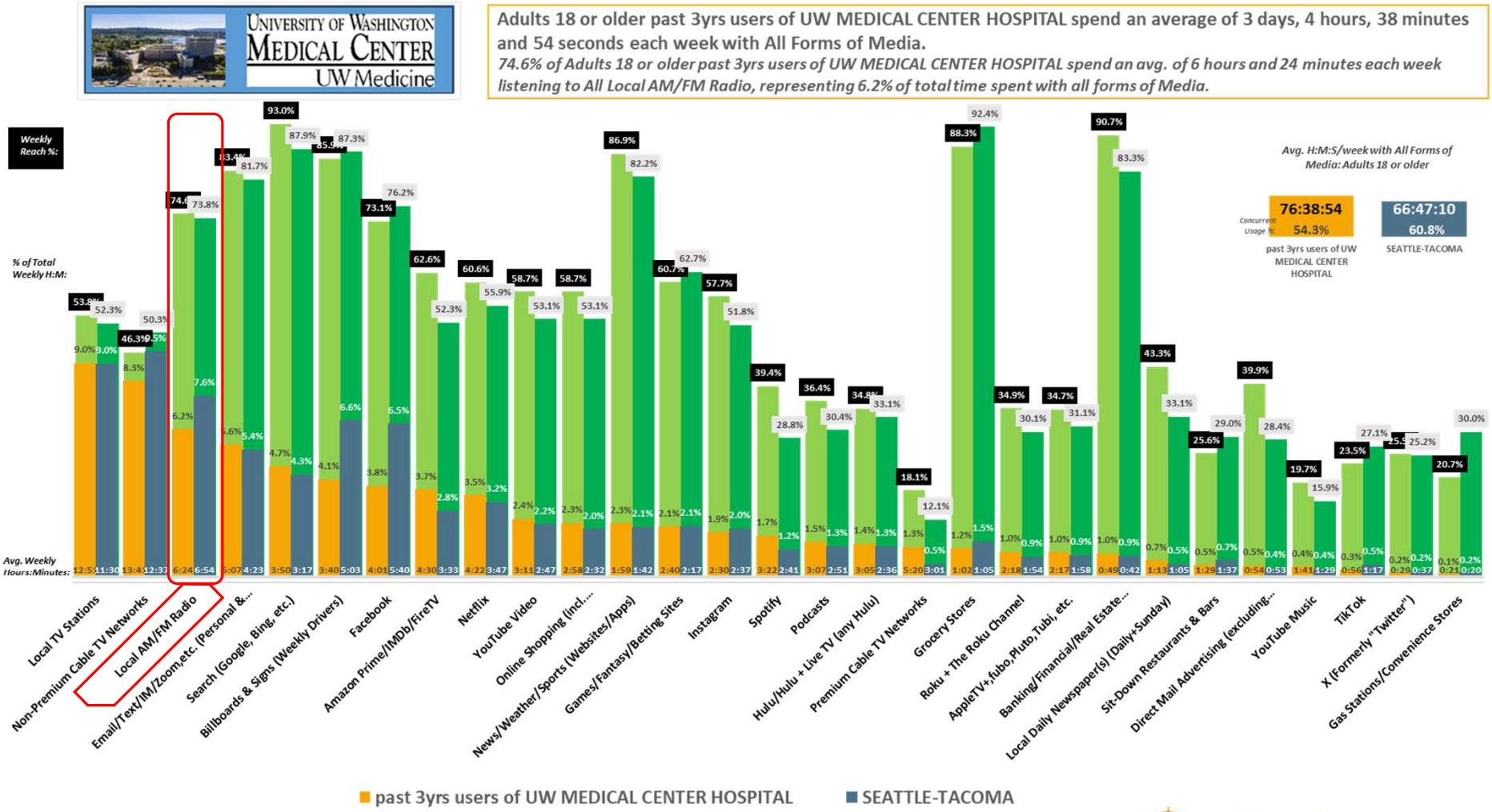


PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 196 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): Banner - University Medical Center Phoenix

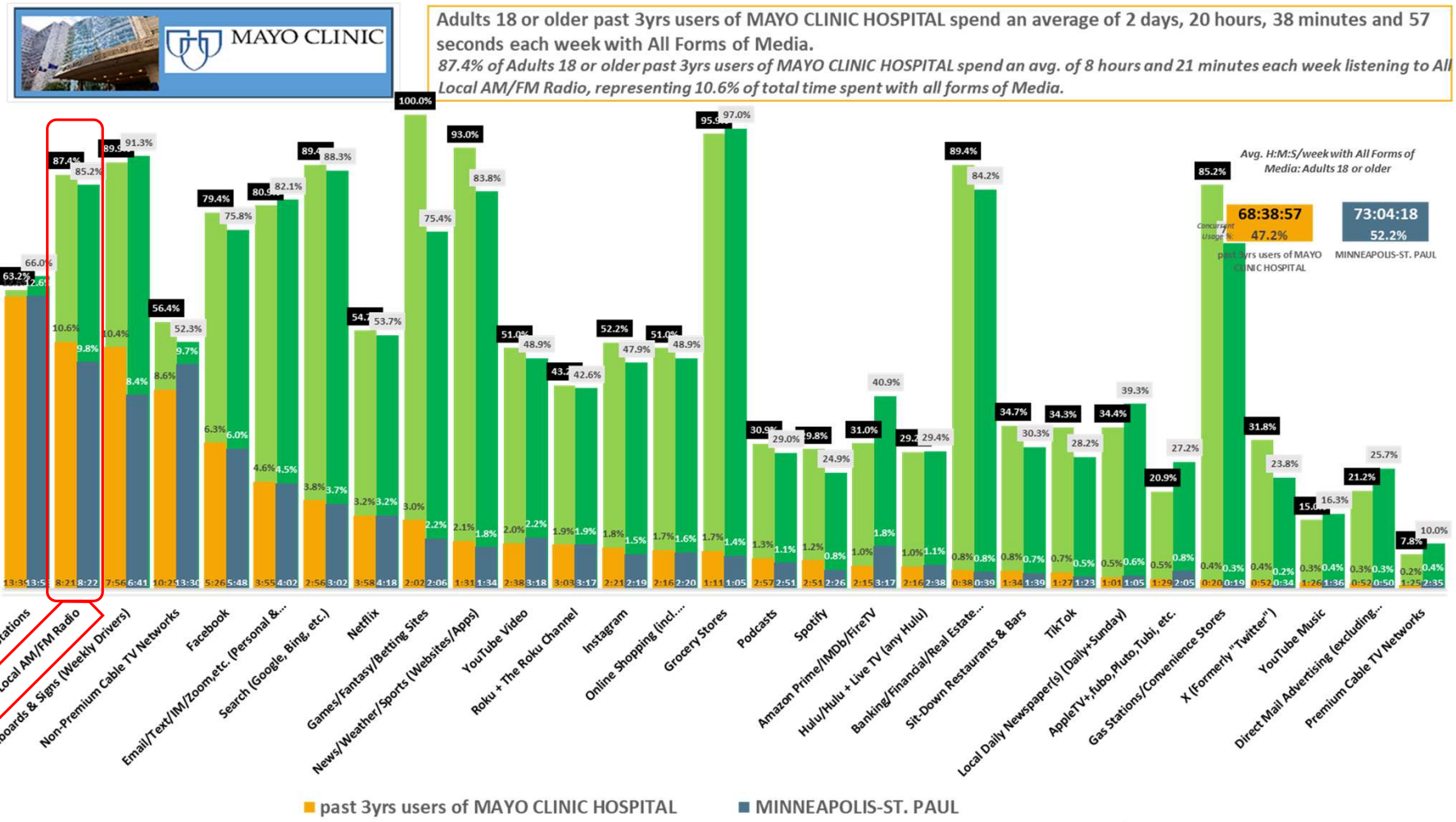


SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 380 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): University of Washington Medical Center

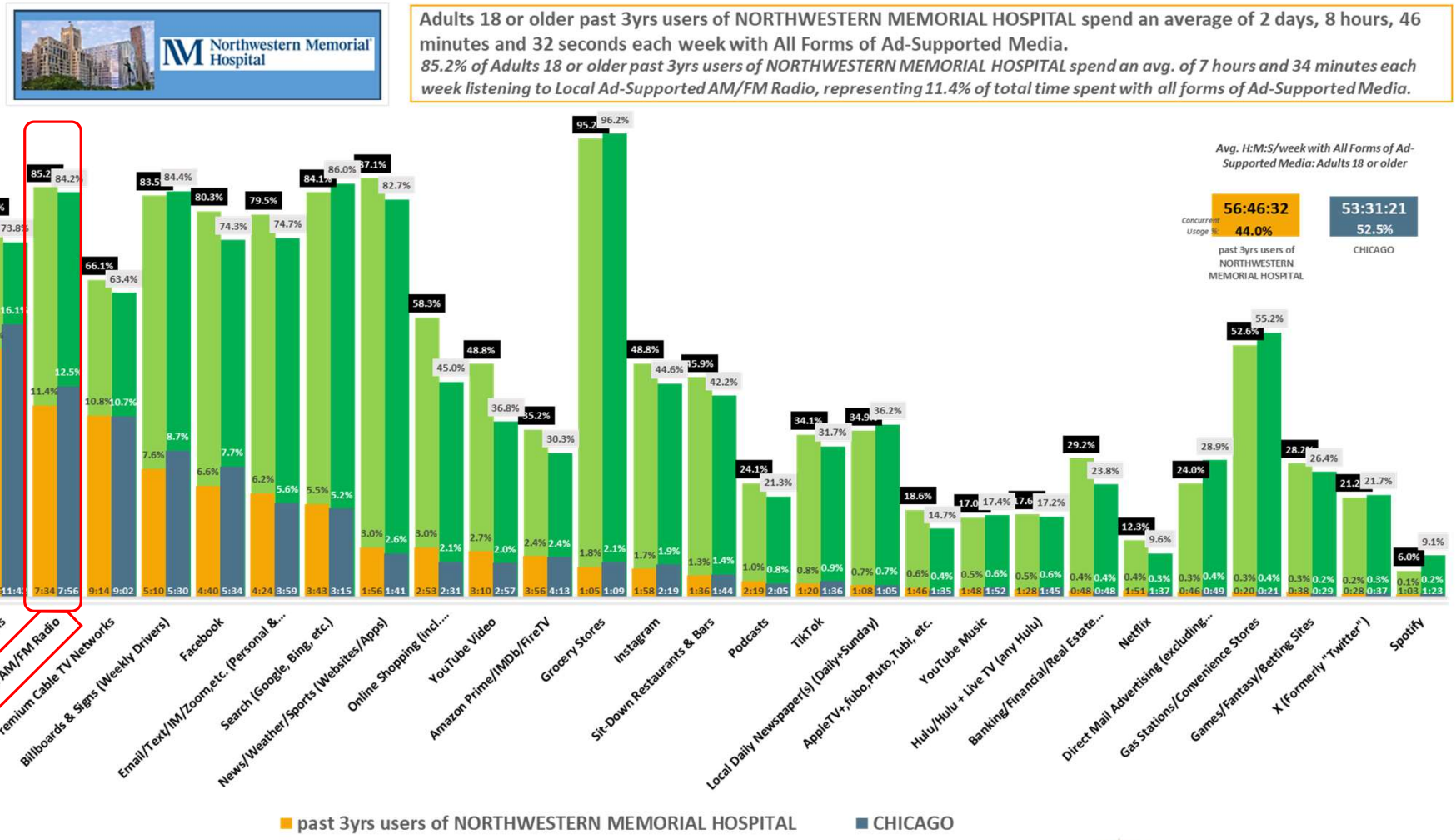


MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 192 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): Mayo Clinic

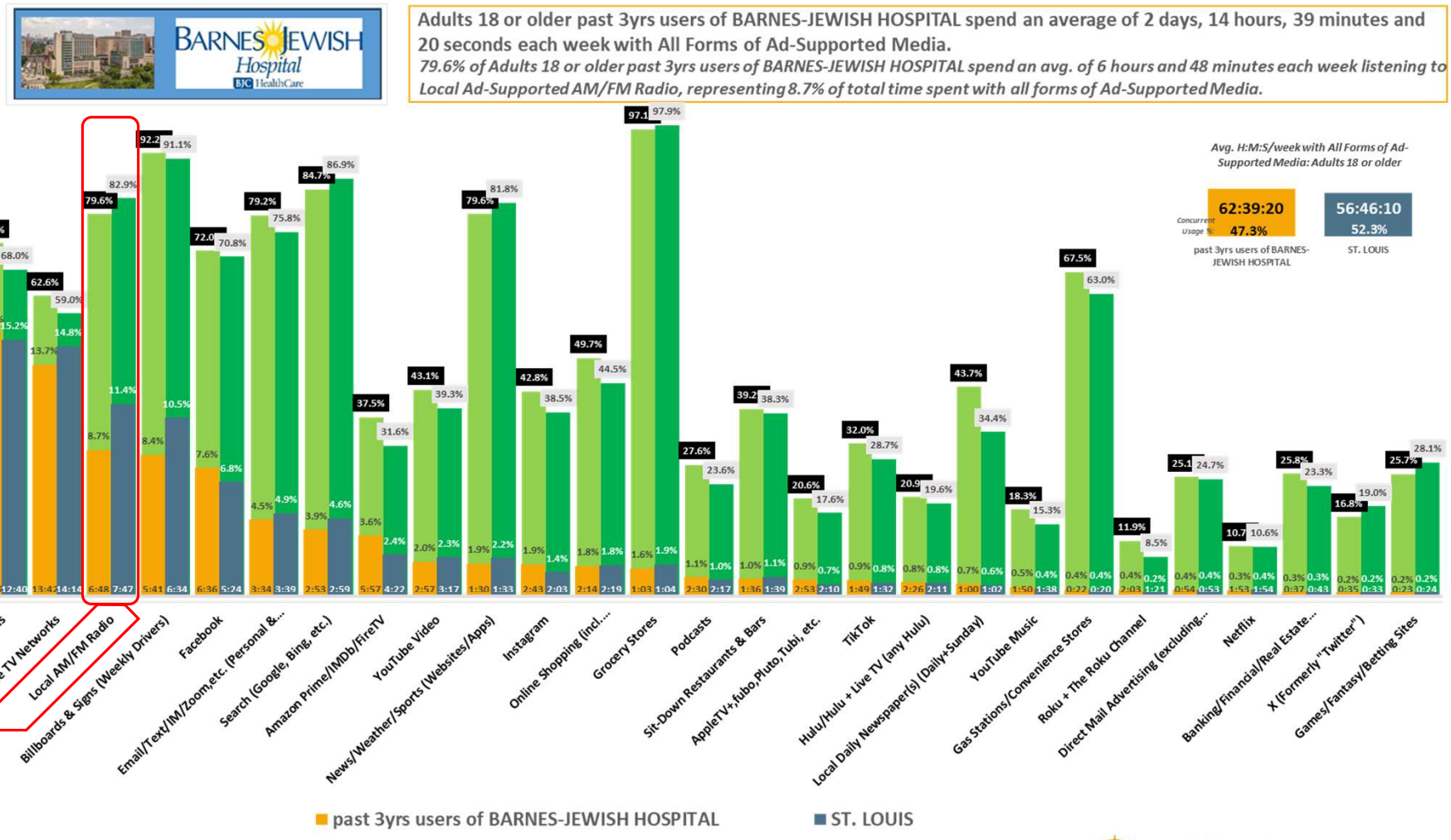


CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 416 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): Northwestern Memorial Hospital

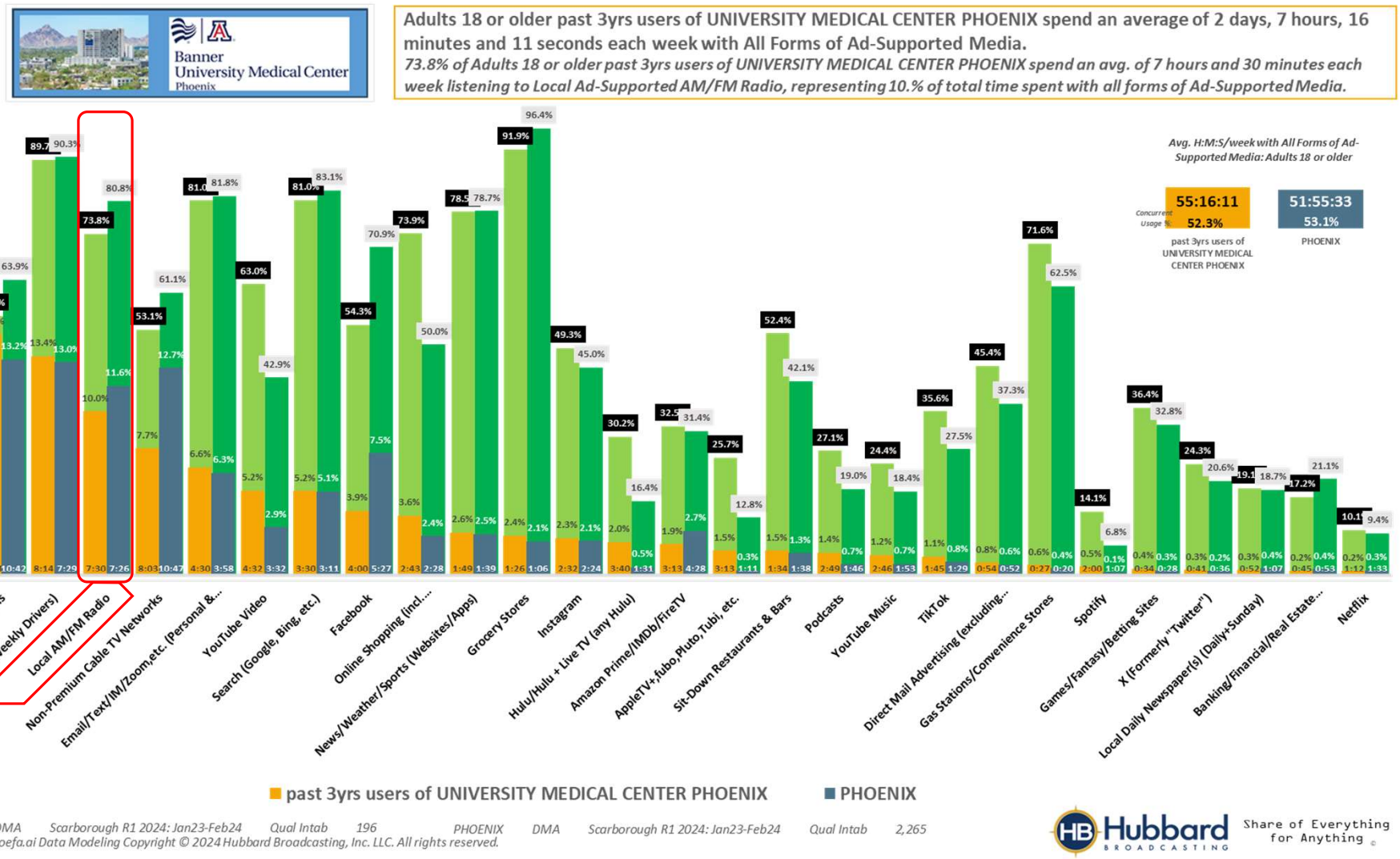


ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 403 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): Barnes-Jewish Hospital

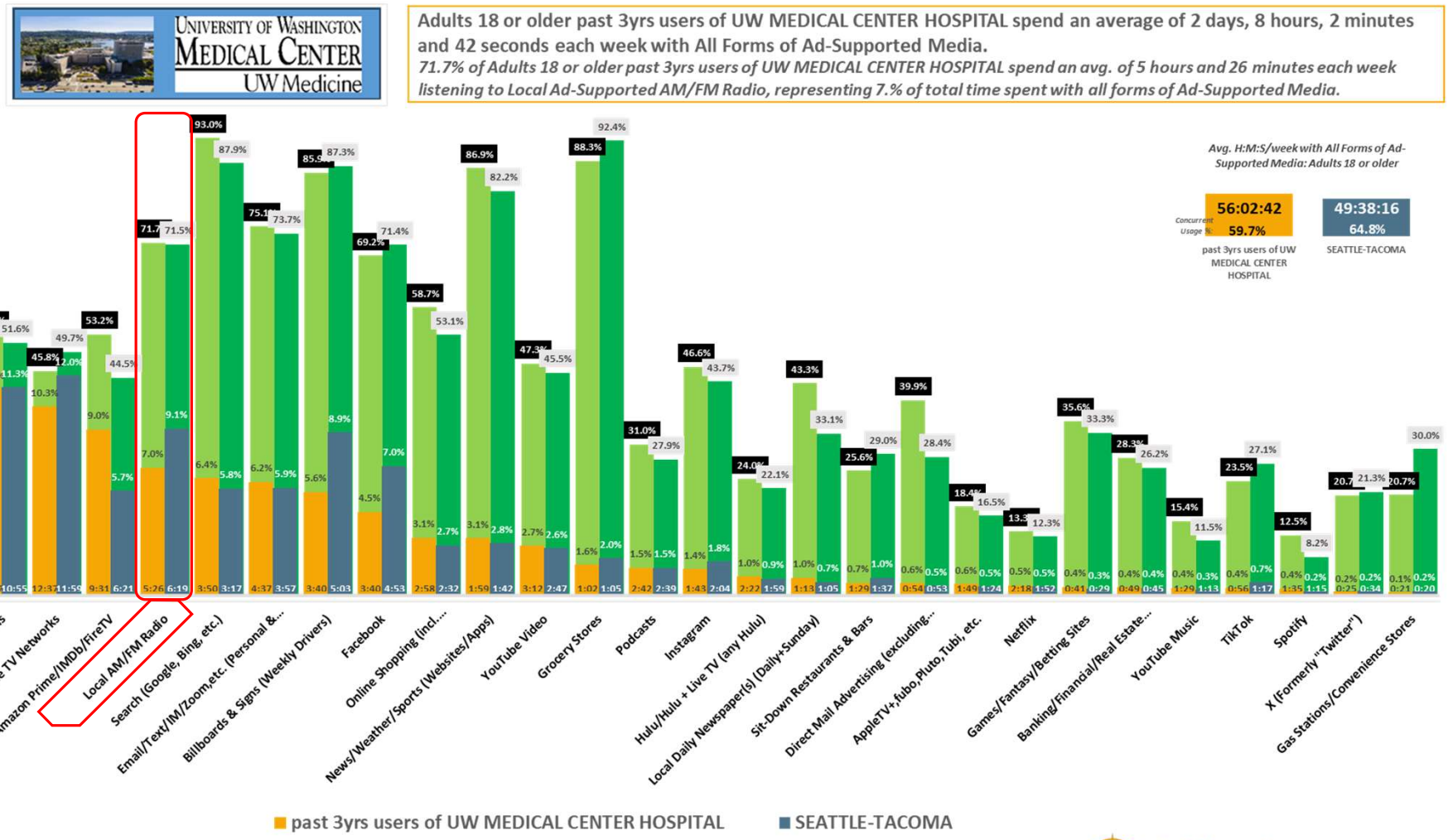


PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 196 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): Banner - University Medical Center Phoenix



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 380 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

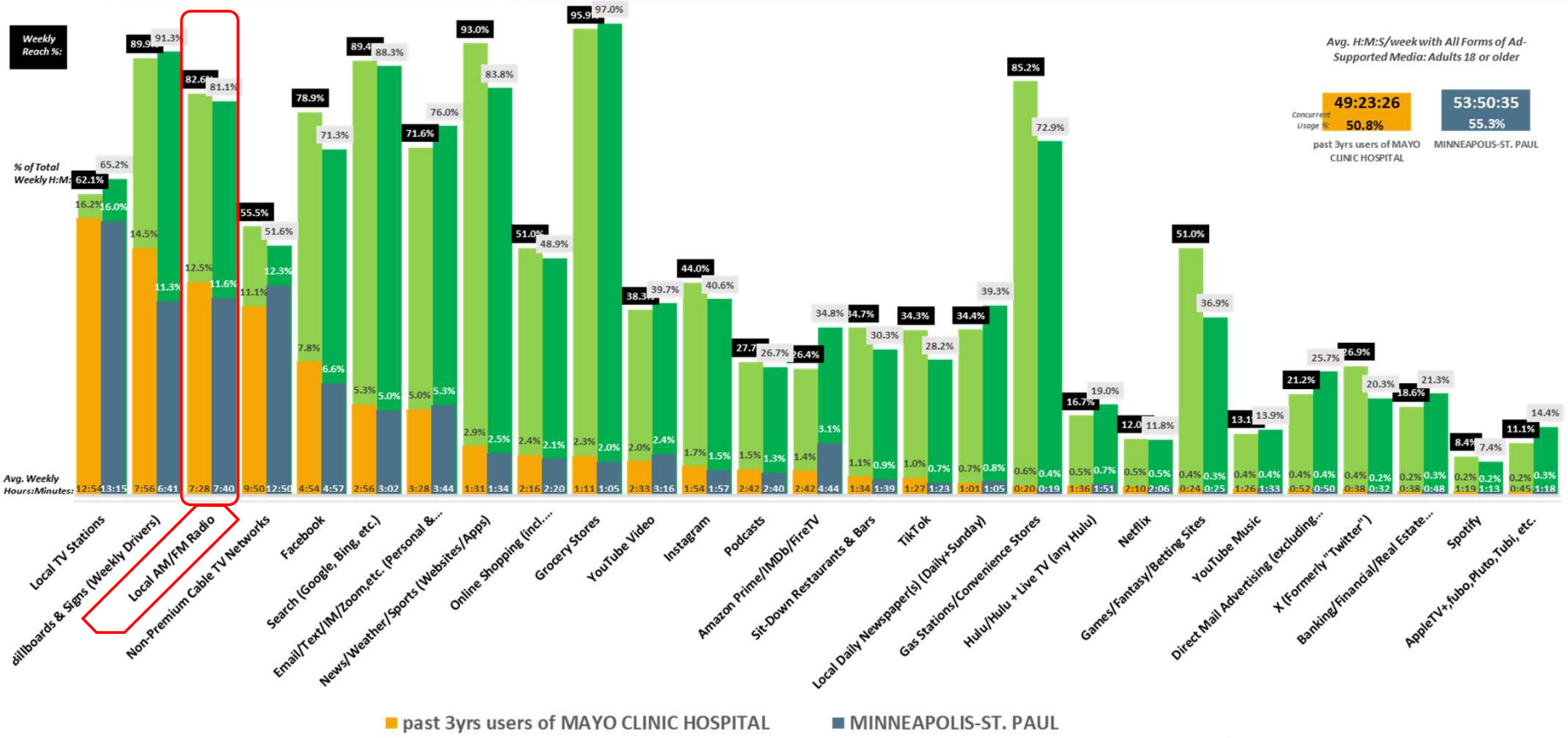
Hubbard BROADCASTING Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): University of Washington Medical Center



Adults 18 or older past 3yrs users of MAYO CLINIC HOSPITAL spend an average of 2 days, 1 hours, 23 minutes and 26 seconds each week with All Forms of Ad-Supported Media.

82.6% of Adults 18 or older past 3yrs users of MAYO CLINIC HOSPITAL spend an avg. of 7 hours and 28 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.5% of total time spent with all forms of Ad-Supported Media.



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 192 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

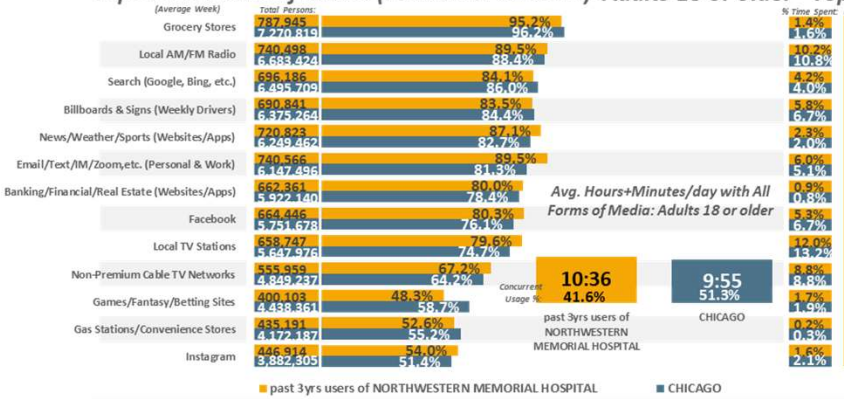
Hubbard BROADCASTING — Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): Mayo Clinic

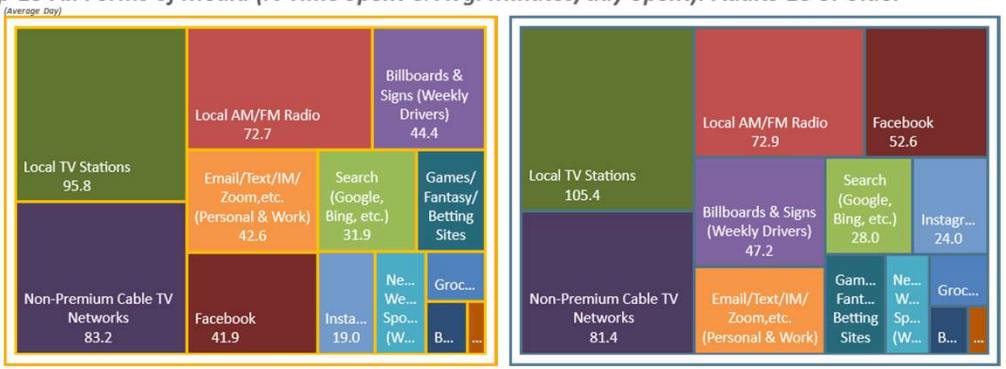


Adults 18 or older past 3yrs users of NORTHWESTERN MEMORIAL HOSPITAL spend an average of 8 hours and 6 minutes each day with All Forms of Ad-Supported Media. 85.2% listen to Local AM/FM Radio for an avg. of 64.9 minutes/day. *(Local Radio delivers 11.4% of Time with Ad-Supported Media.)*

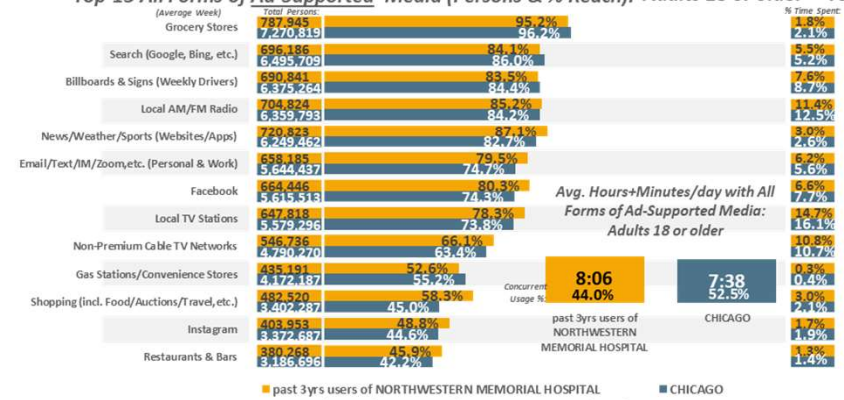
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



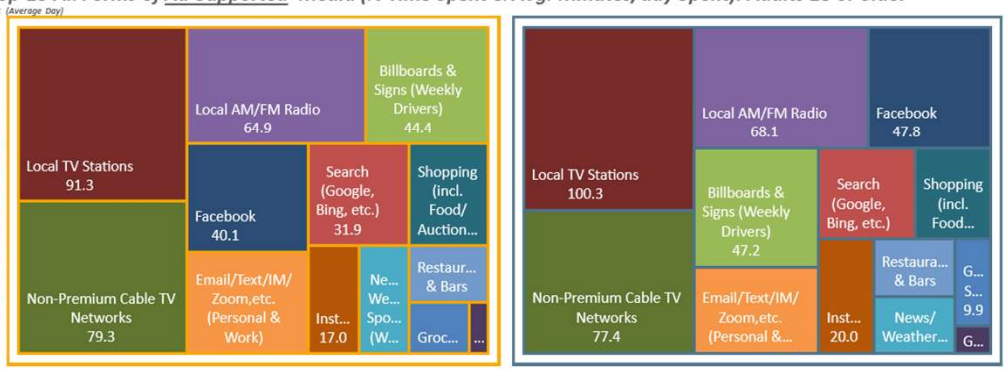
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 416

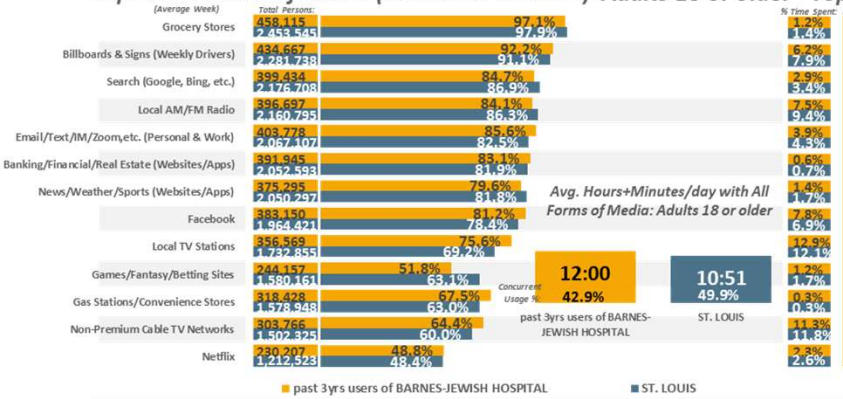
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

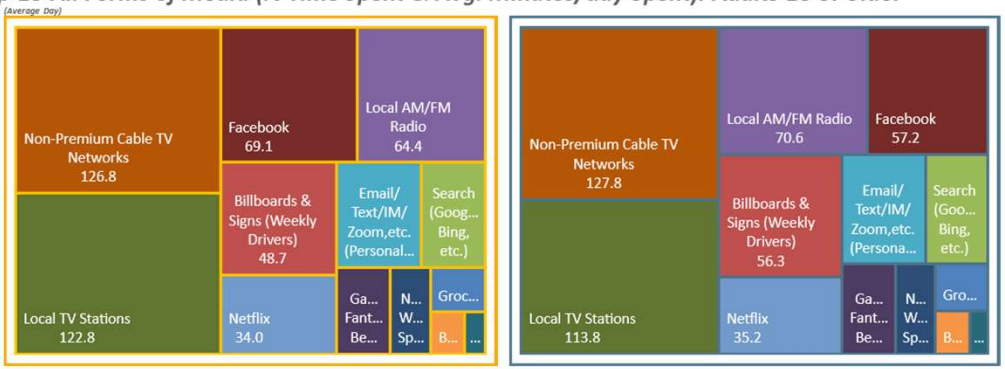
Hospitals HHLD used past 3 years (HHLD): Northwestern Memorial Hospital

Adults 18 or older past 3yrs users of BARNES-JEWISH HOSPITAL spend an average of 8 hours and 57 minutes each day with All Forms of Ad-Supported Media. 79.6% listen to Local AM/FM Radio for an avg. of 58.4 minutes/day. *(Local Radio delivers 8.7% of Time with Ad-Supported Media.)*

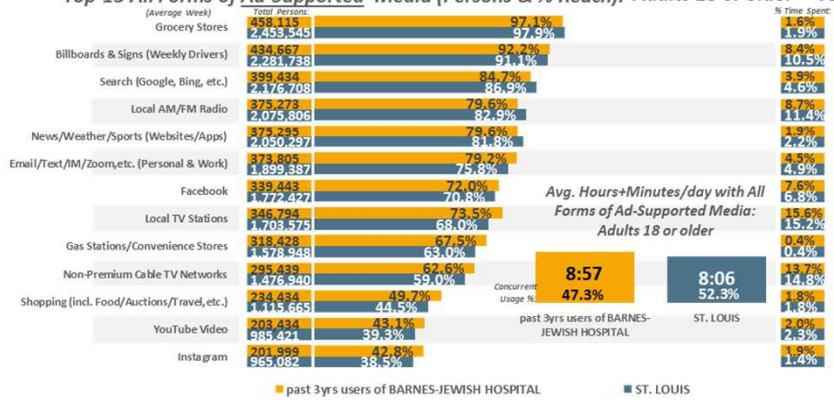
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



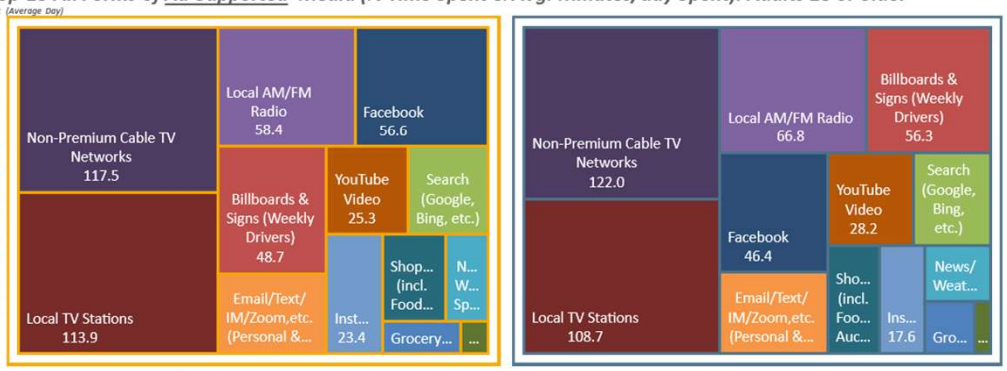
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 403

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

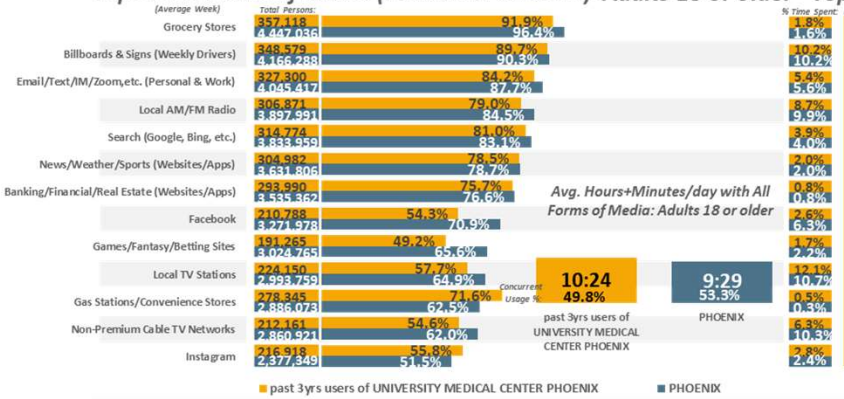
soefa.ai Share of Everything for Anything

Hospitals HHLD used past 3 years (HHLD): Barnes-Jewish Hospital

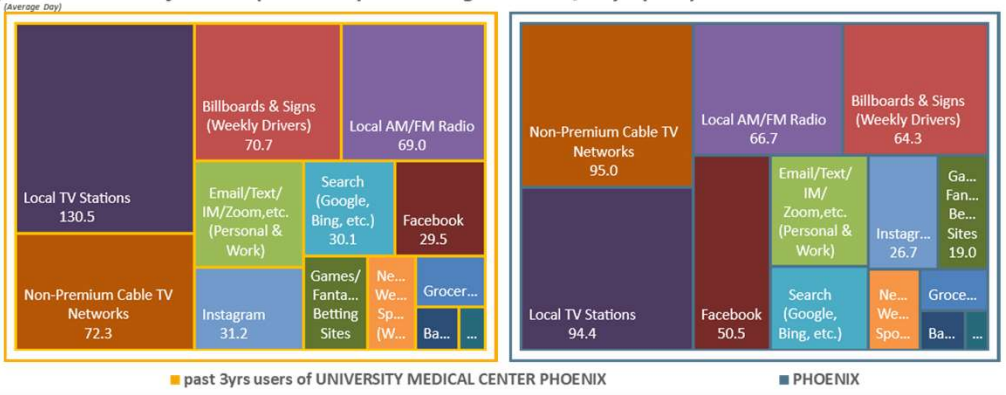


Adults 18 or older past 3yrs users of UNIVERSITY MEDICAL CENTER PHOENIX spend an average of 7 hours and 53 minutes each day with All Forms of Ad-Supported Media. 73.8% listen to Local AM/FM Radio for an avg. of 64.3 minutes/day. *(Local Radio delivers 10.% of Time with Ad-Supported Media.)*

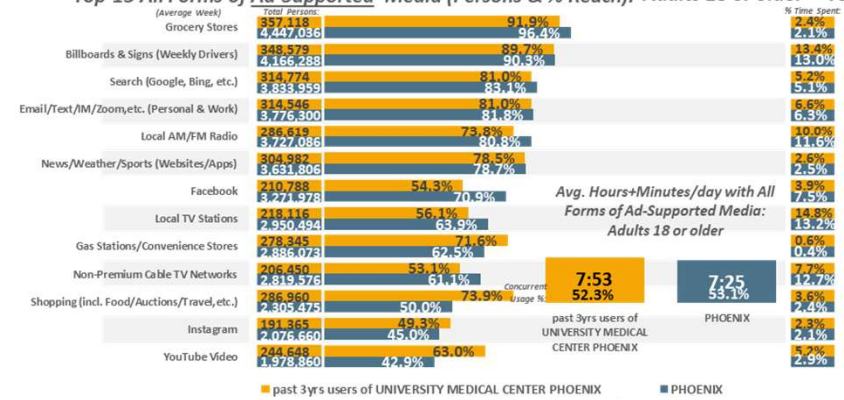
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



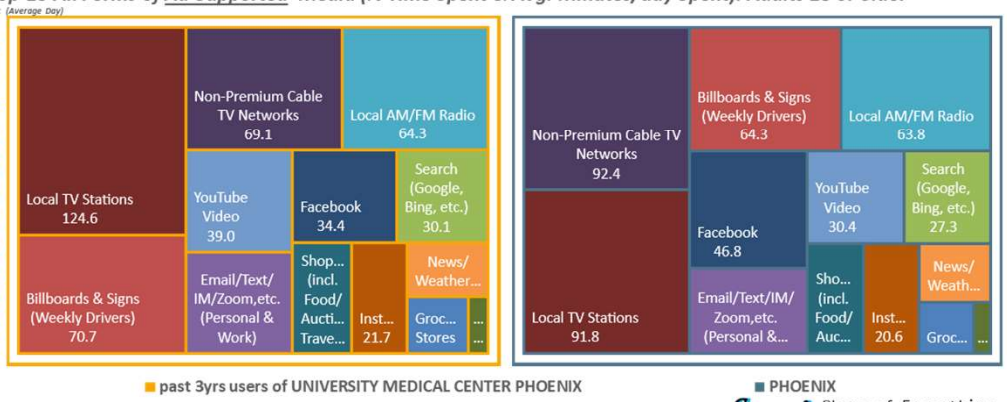
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 196

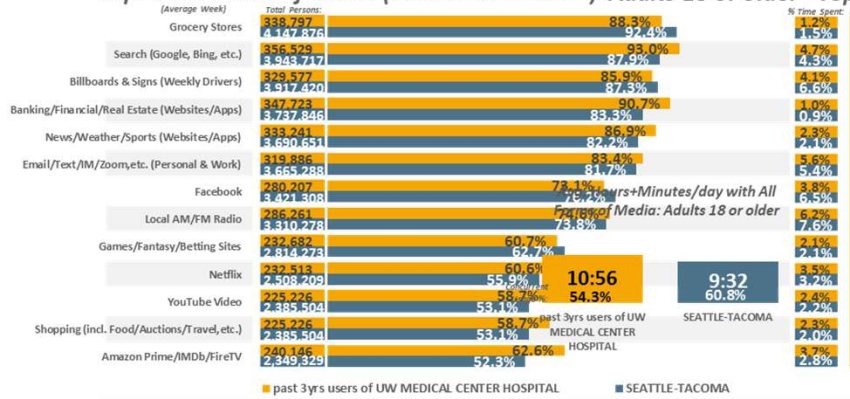
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

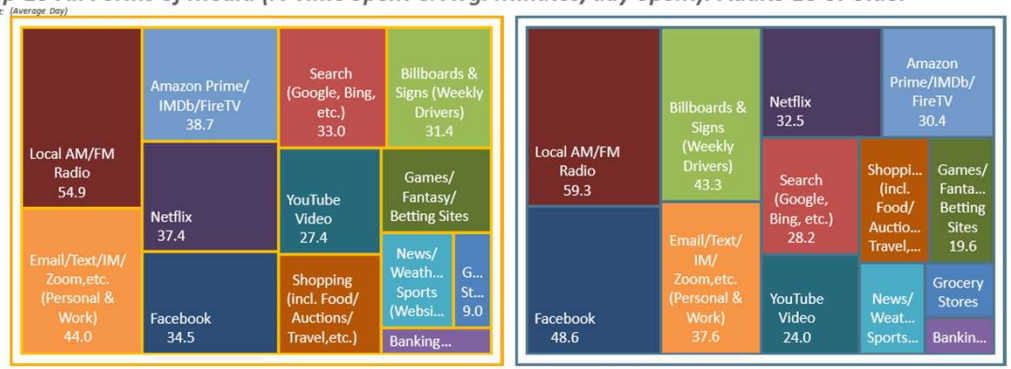
Hospitals HHLD used past 3 years (HHLD): Banner - University Medical Center Phoenix

Adults 18 or older past 3yrs users of UW MEDICAL CENTER HOSPITAL spend an average of 8 hours and 0 minutes each day with All Forms of Ad-Supported Media. 71.7% listen to Local AM/FM Radio for an avg. of 46.7 minutes/day. *(Local Radio delivers 7.% of Time with Ad-Supported Media.)*

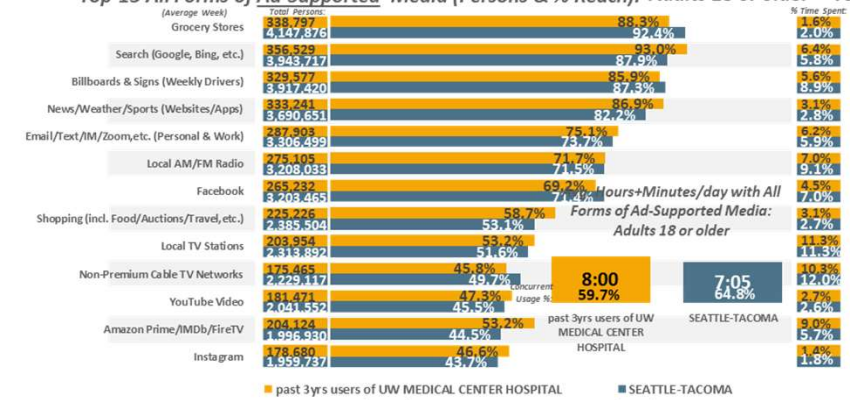
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



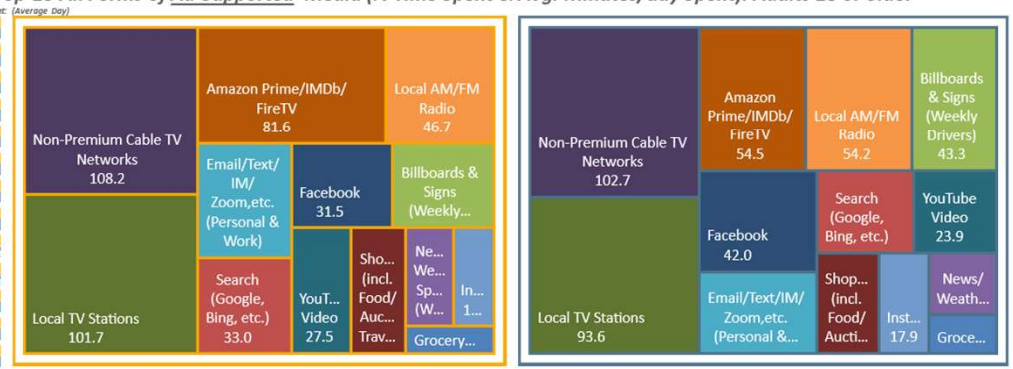
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 380

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

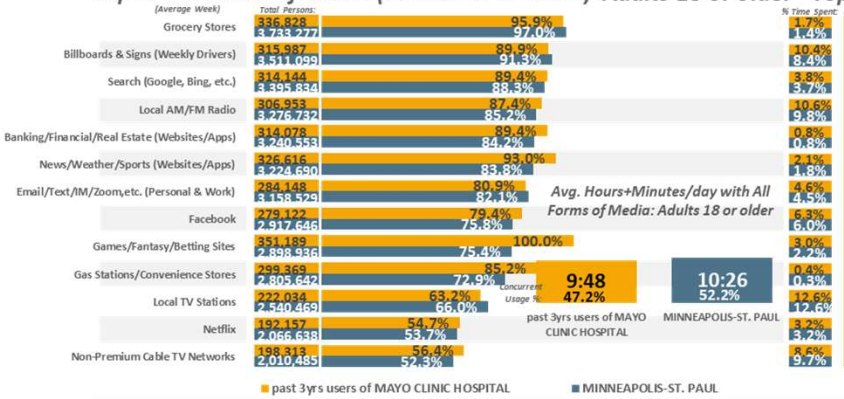
soefa.ai Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): University of Washington Medical Center

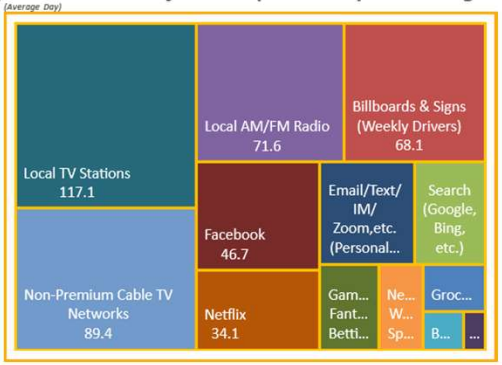


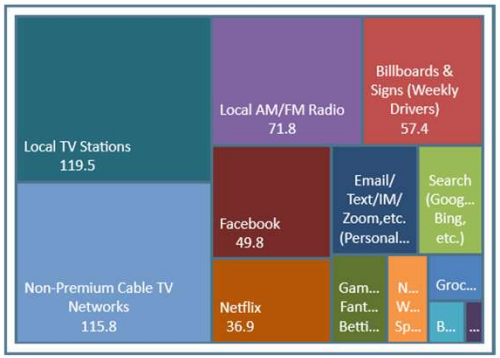
Adults 18 or older past 3yrs users of MAYO CLINIC HOSPITAL spend an average of 7 hours and 3 minutes each day with All Forms of Ad-Supported Media. 82.6% listen to Local AM/FM Radio for an avg. of 64. minutes/day. *(Local Radio delivers 12.5% of Time with Ad-Supported Media.)*

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

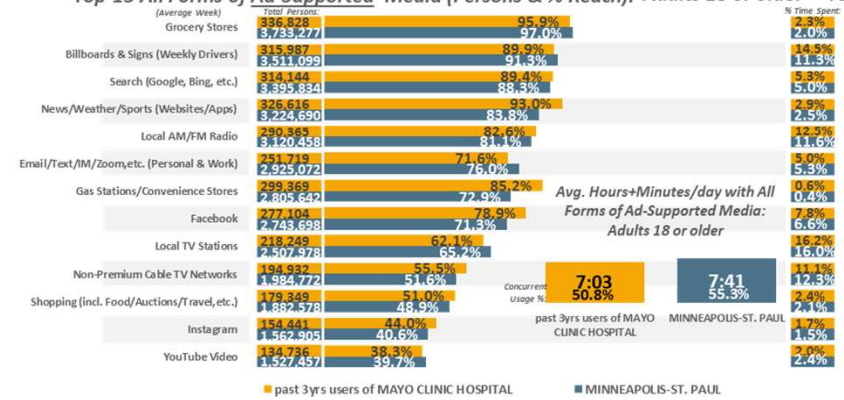


Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

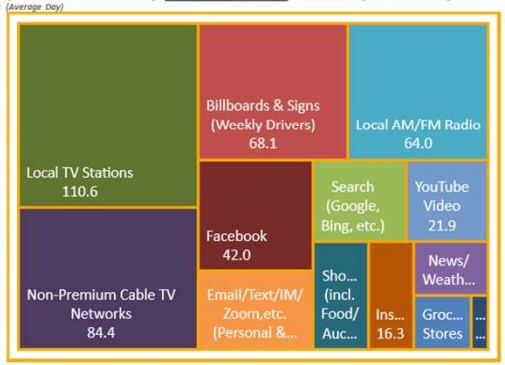


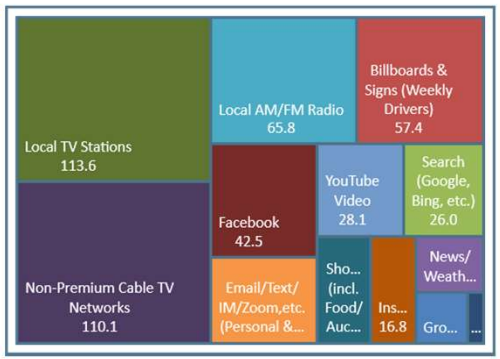


Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 192

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

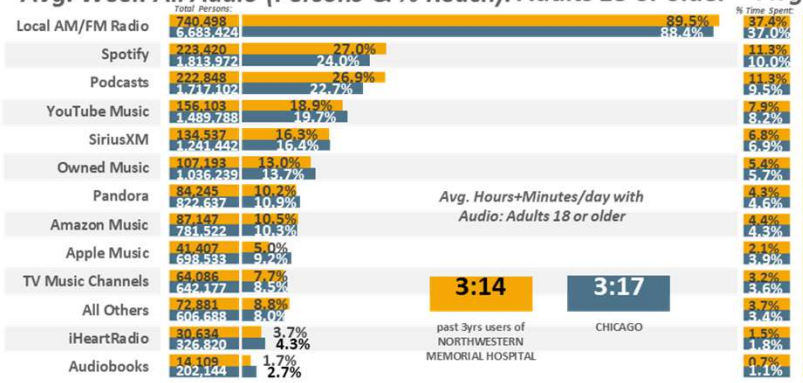
soefa.ai Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): Mayo Clinic

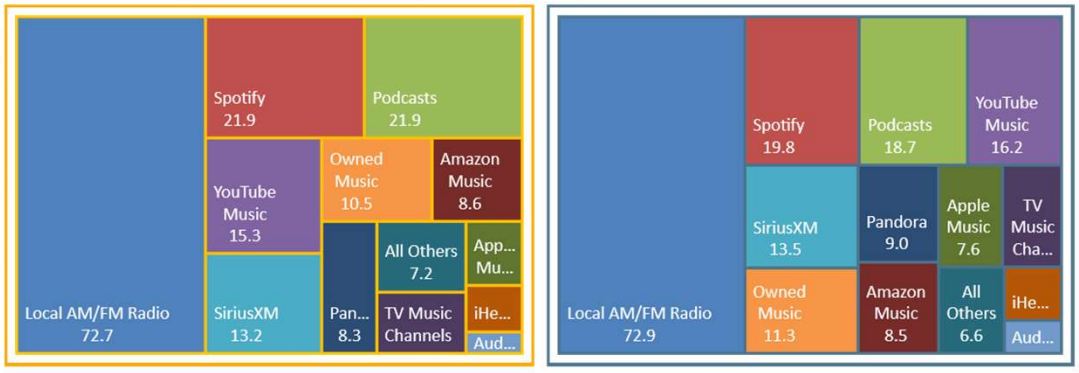


704,824 or 85.2% of Adults 18 or older past 3yrs users of NORTHWESTERN MEMORIAL HOSPITAL listen to Ad-Supported Local AM/FM Radio for an average of 64.9 minutes every day representing 45.1% of all time spent daily with Ad-Supported Audio.

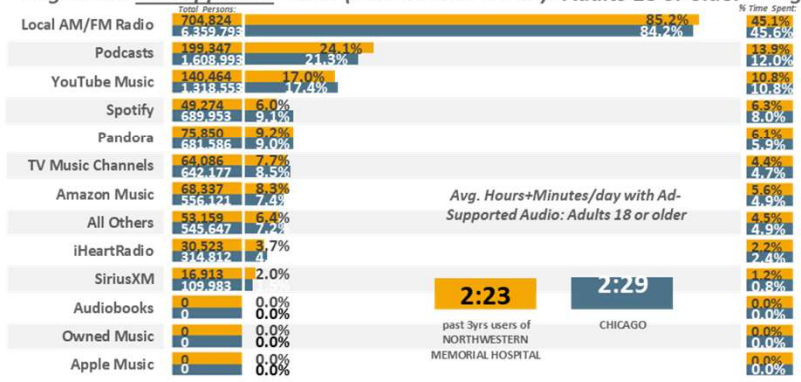
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



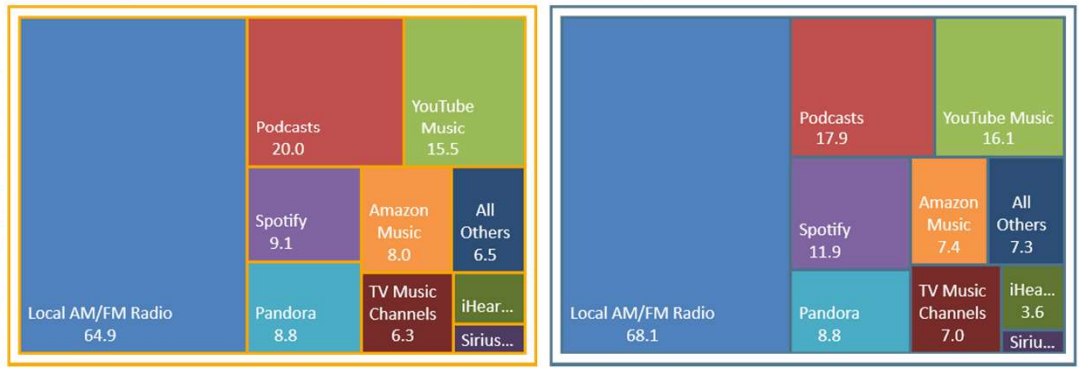
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



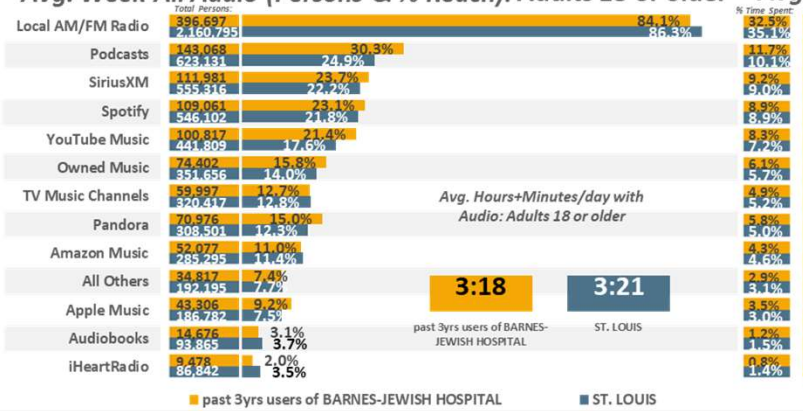
CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 416

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

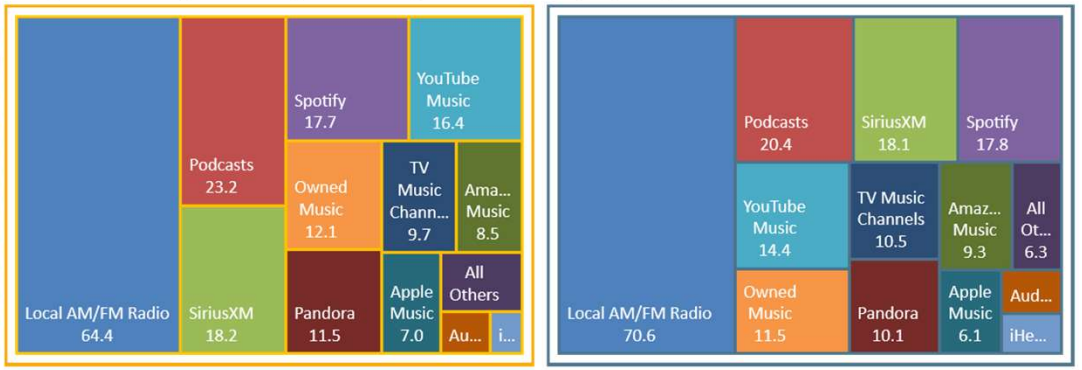
soefa.ai Share of Everything for Anything ©

375,273 or 79.6% of Adults 18 or older past 3yrs users of BARNES-JEWISH HOSPITAL listen to Ad-Supported Local AM/FM Radio for an average of 58.4 minutes every day representing 41.% of all time spent daily with Ad-Supported Audio.

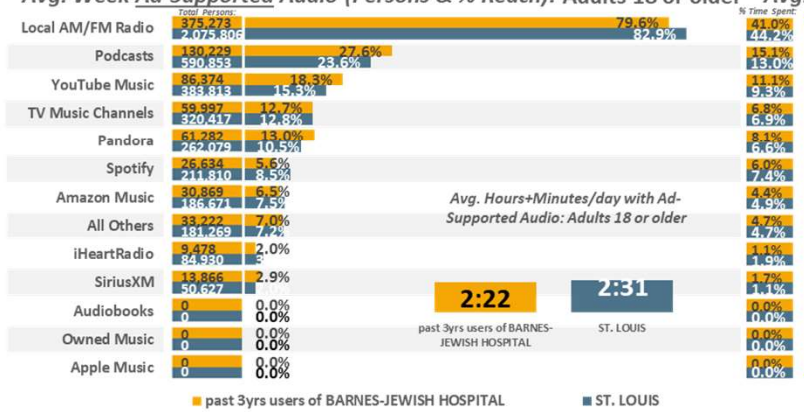
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



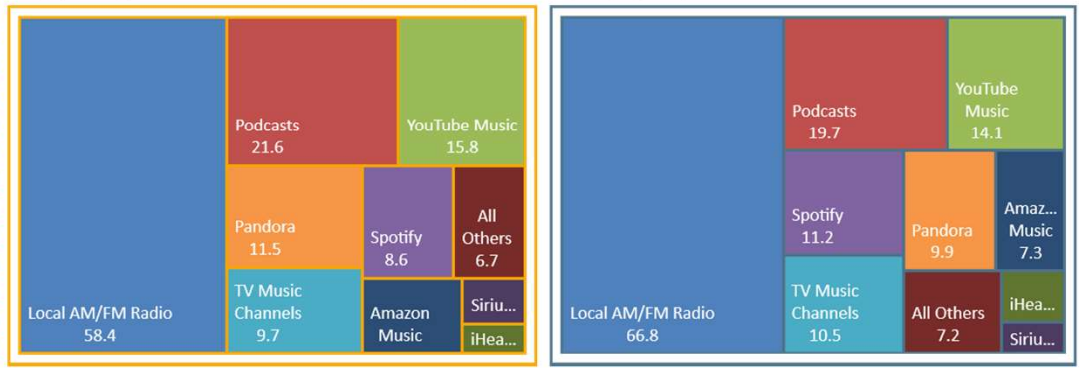
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 403

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

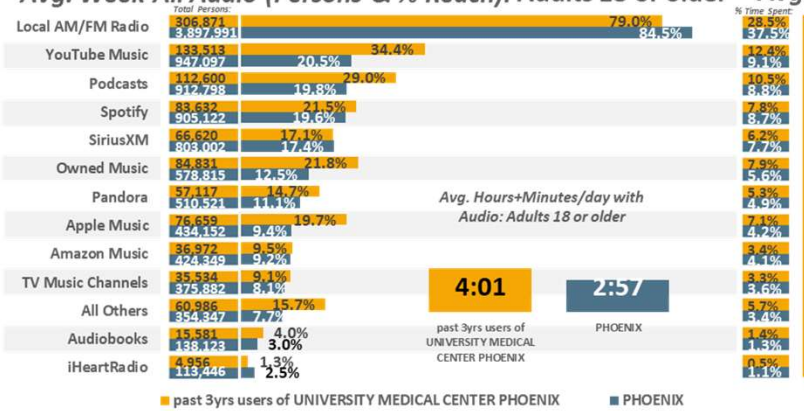
soefa.ai Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): Barnes-Jewish Hospital

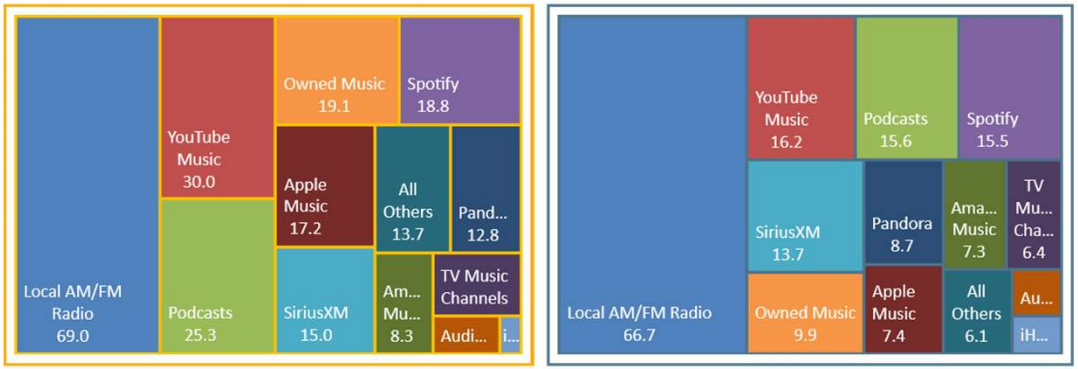


286,619 or 73.8% of Adults 18 or older past 3yrs users of UNIVERSITY MEDICAL CENTER PHOENIX listen to Ad-Supported Local AM/FM Radio for an average of 64.3 minutes every day representing 36.1% of all time spent daily with Ad-Supported Audio.

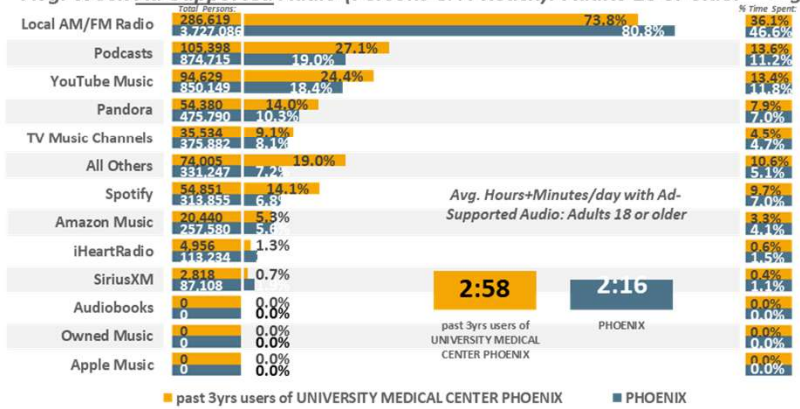
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



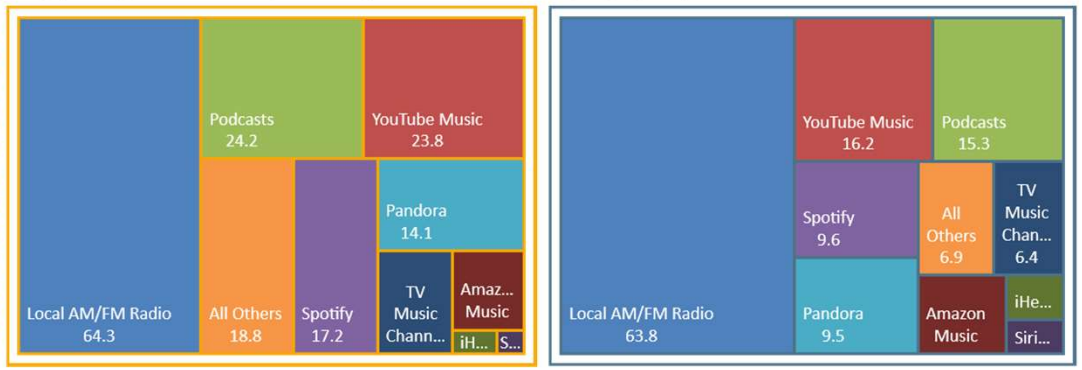
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 196

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

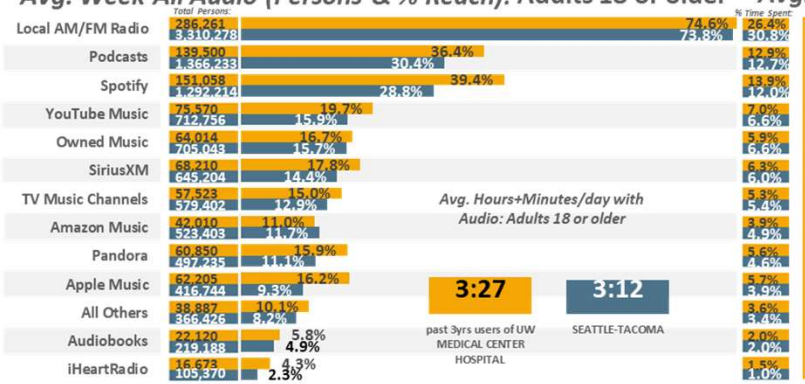
soefa.ai Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): Banner - University Medical Center Phoenix

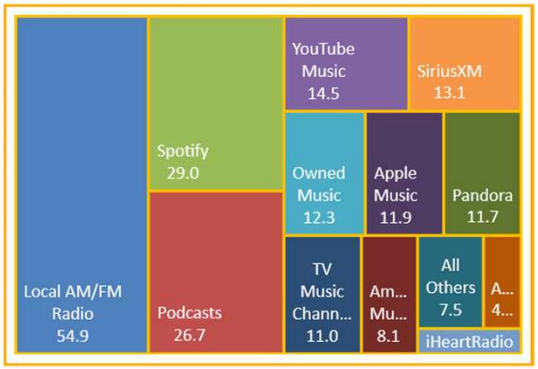


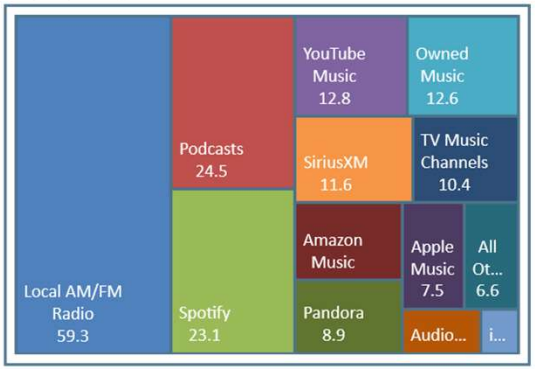
275,105 or 71.7% of Adults 18 or older past 3yrs users of UW MEDICAL CENTER HOSPITAL listen to Ad-Supported Local AM/FM Radio for an average of 46.7 minutes every day representing 34.4% of all time spent daily with Ad-Supported Audio.

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

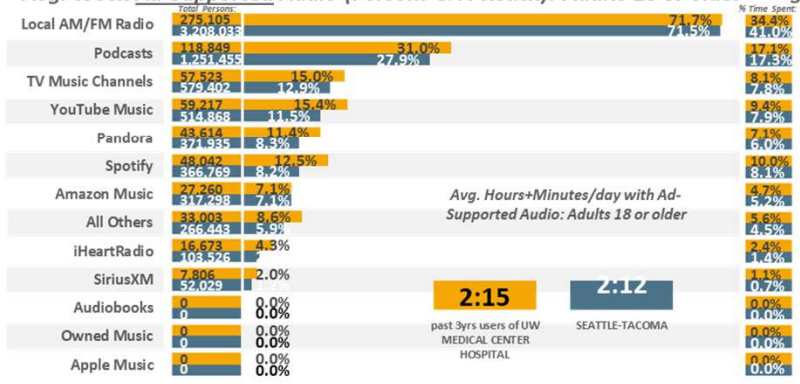


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

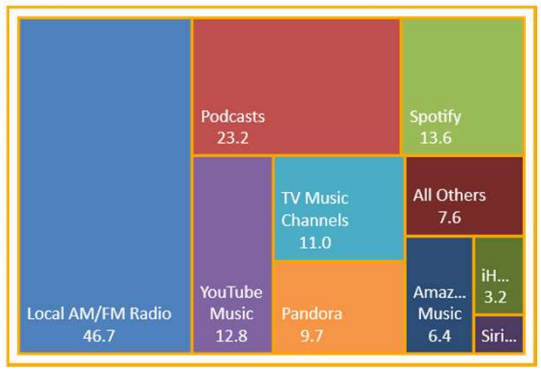


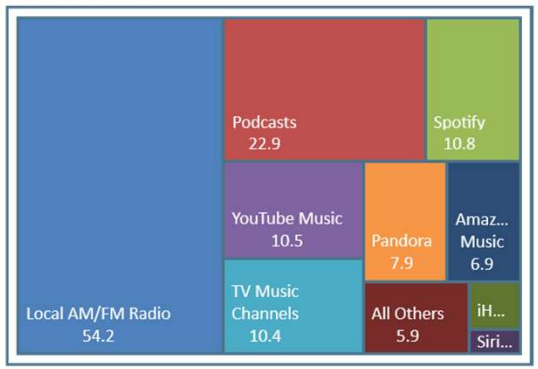


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 380

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

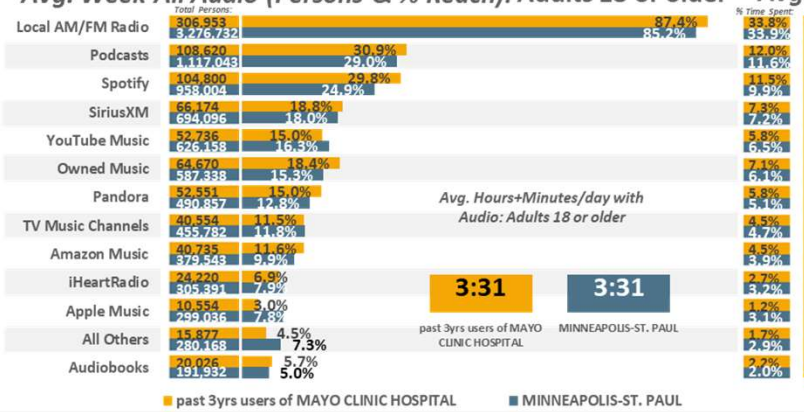
soefa.ai Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): University of Washington Medical Center

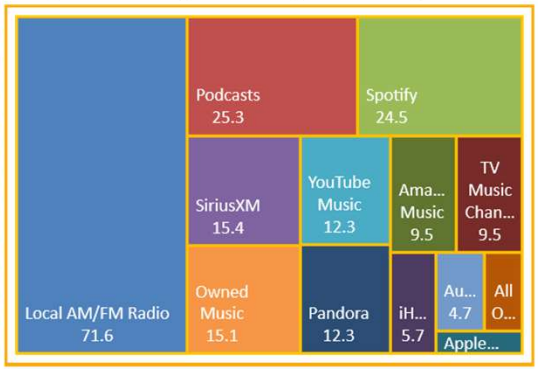


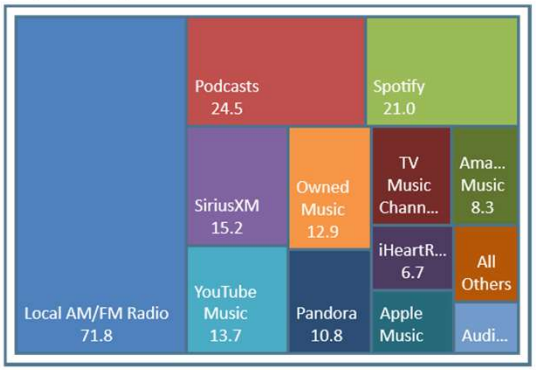
290,365 or 82.6% of Adults 18 or older past 3yrs users of MAYO CLINIC HOSPITAL listen to Ad-Supported Local AM/FM Radio for an average of 64. minutes every day representing 42.5% of all time spent daily with Ad-Supported Audio.

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

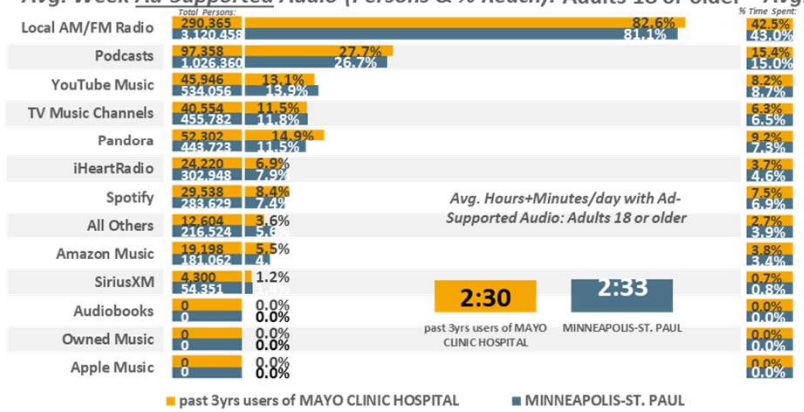


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

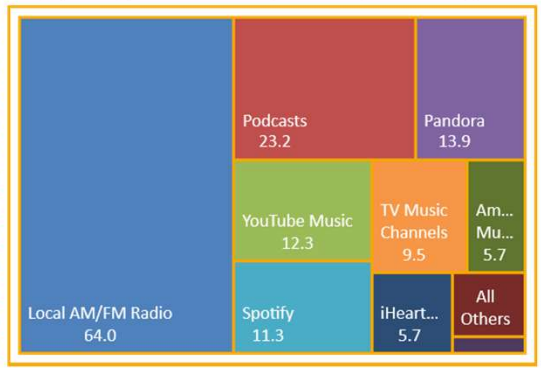


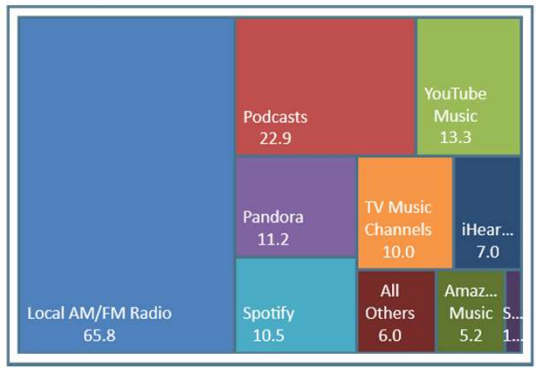


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 192

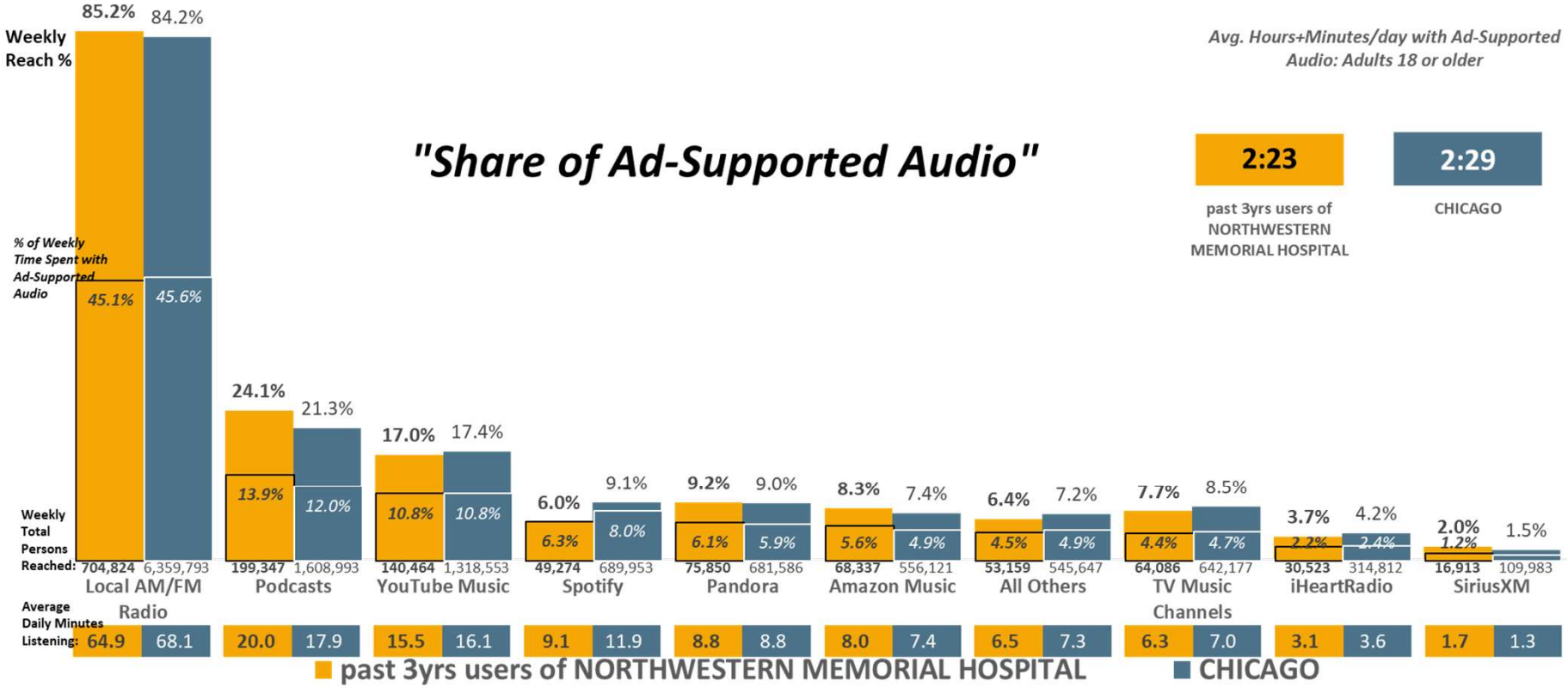
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Hospitals HHLD used past 3 years (HHLD): Mayo Clinic



704,824 or 85.2% of Adults 18 or older past 3yrs users of NORTHWESTERN MEMORIAL HOSPITAL listen to Ad-Supported Local AM/FM Radio for an average of 64.9 minutes every day representing 45.1% of all time spent daily with Ad-Supported Audio.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 416 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

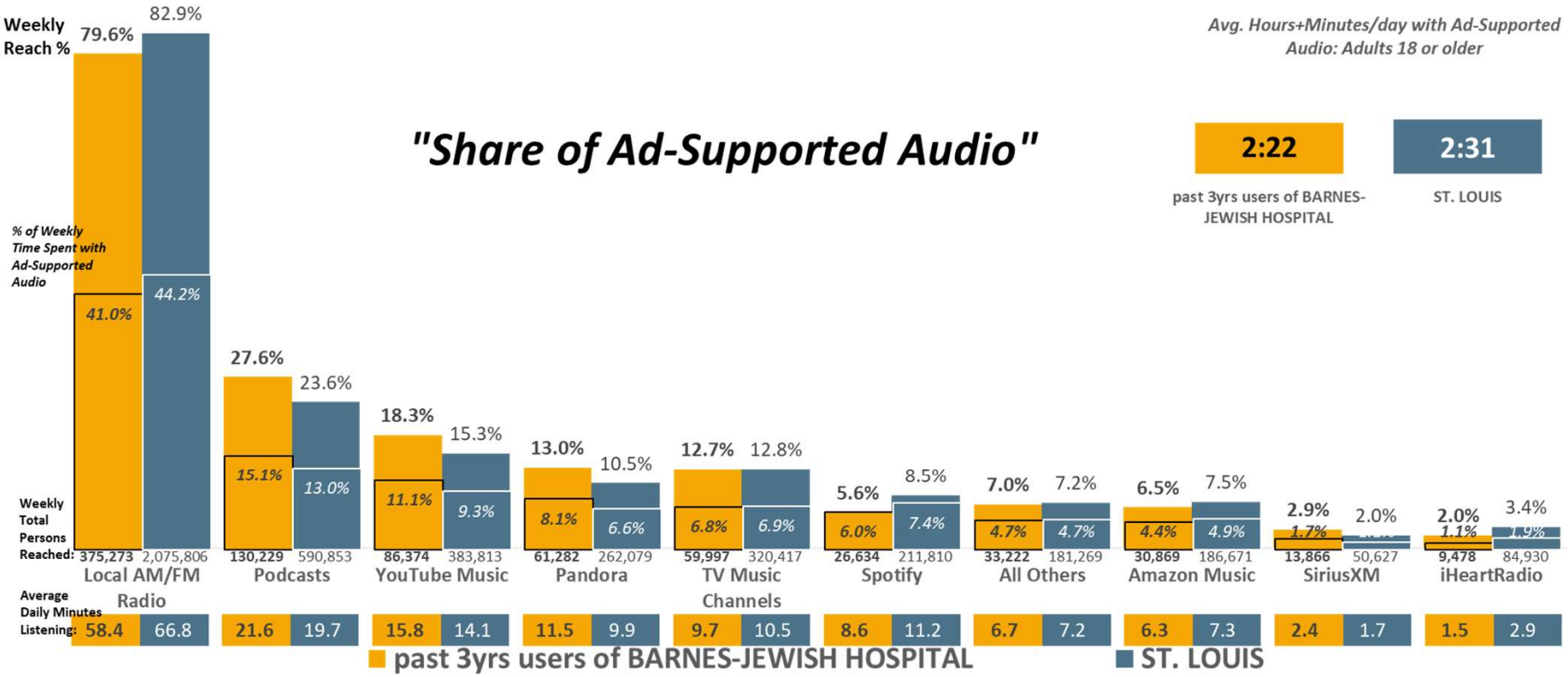
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): Northwestern Memorial Hospital



375,273 or 79.6% of Adults 18 or older past 3yrs users of BARNES-JEWISH HOSPITAL listen to Ad-Supported Local AM/FM Radio for an average of 58.4 minutes every day representing 41.% of all time spent daily with Ad-Supported Audio.



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 403 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

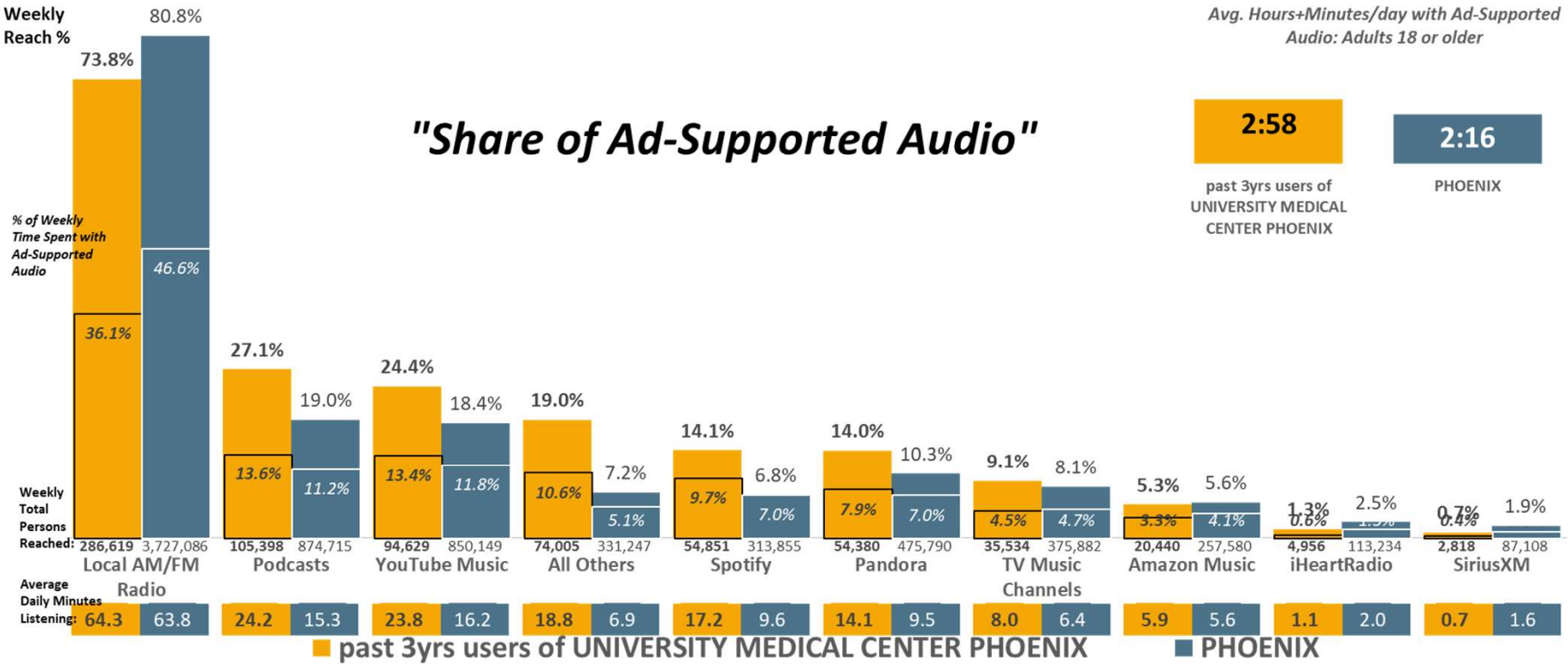
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): Barnes-Jewish Hospital



286,619 or 73.8% of Adults 18 or older past 3yrs users of UNIVERSITY MEDICAL CENTER PHOENIX listen to Ad-Supported Local AM/FM Radio for an average of 64.3 minutes every day representing 36.1% of all time spent daily with Ad-Supported Audio.



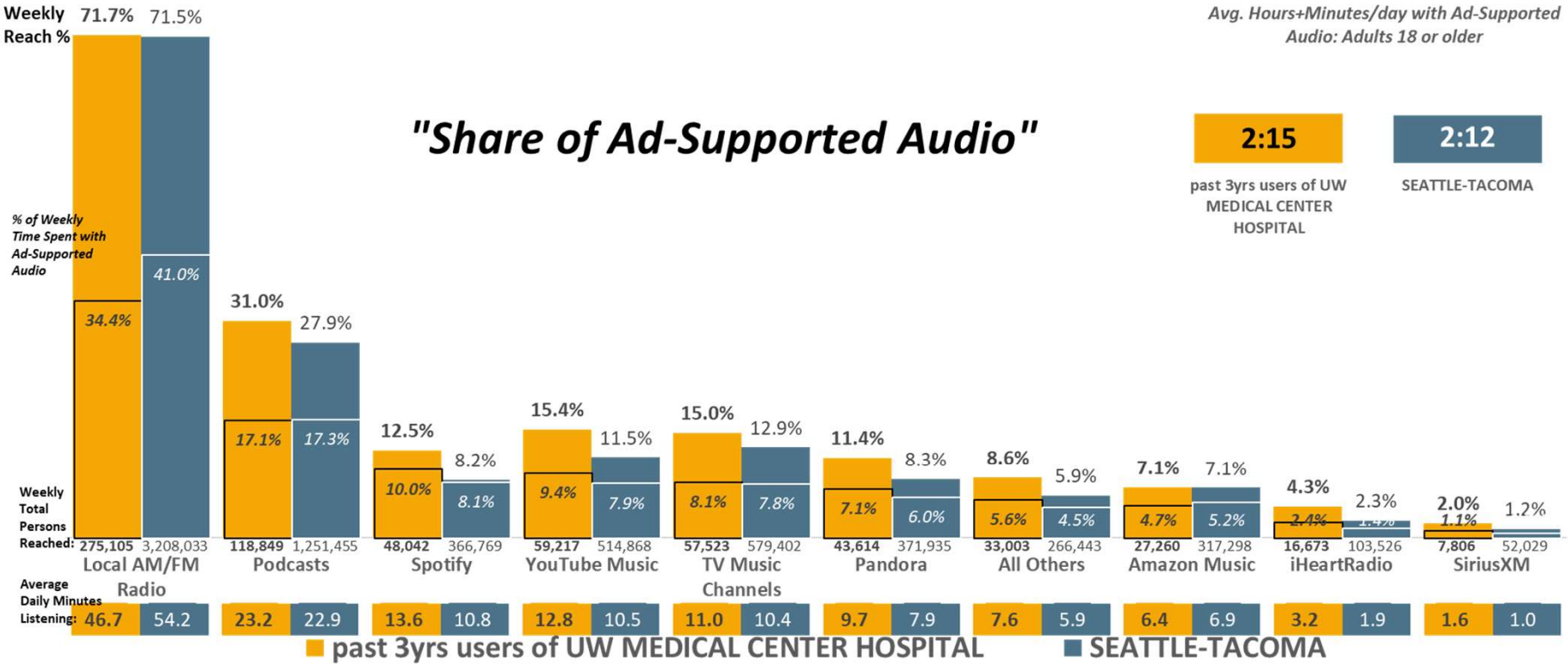
PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 196 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): Banner - University Medical Center Phoenix

275,105 or 71.7% of Adults 18 or older past 3yrs users of UW MEDICAL CENTER HOSPITAL listen to Ad-Supported Local AM/FM Radio for an average of 46.7 minutes every day representing 34.4% of all time spent daily with Ad-Supported Audio.



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 380 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

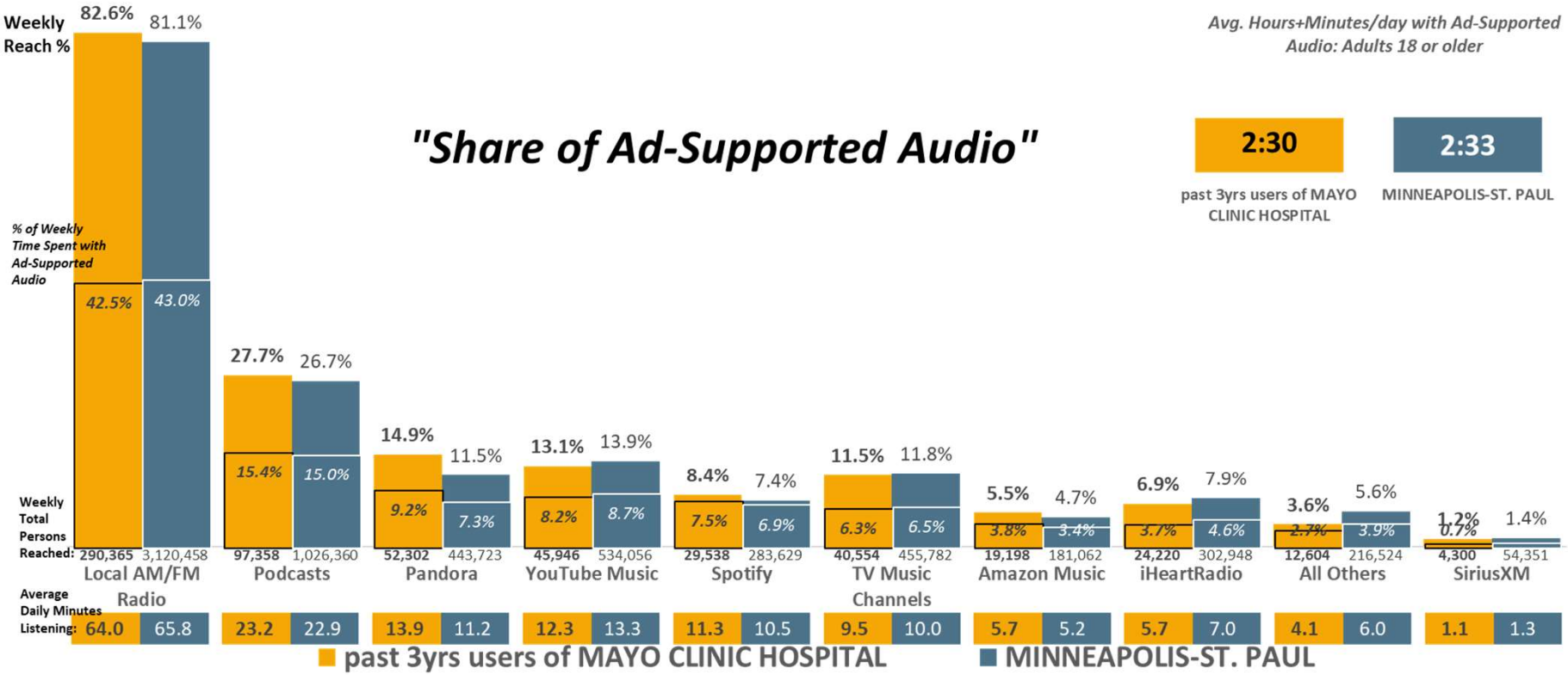
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): University of Washington Medical Center



290,365 or 82.6% of Adults 18 or older past 3yrs users of MAYO CLINIC HOSPITAL listen to Ad-Supported Local AM/FM Radio for an average of 64. minutes every day representing 42.5% of all time spent daily with Ad-Supported Audio.



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 192 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

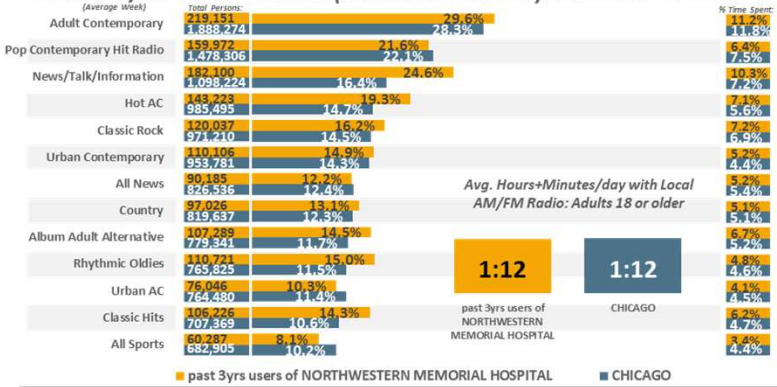
soefa.ai Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): Mayo Clinic

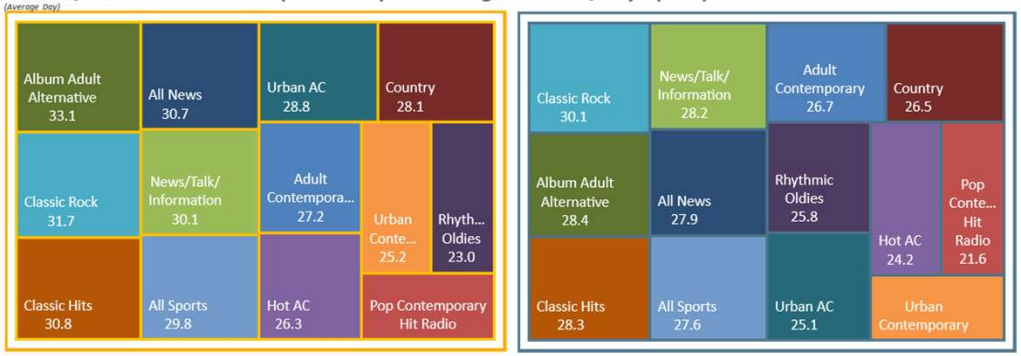


704,824 or 85.2% of Adults 18 or older past 3yrs users of NORTHWESTERN MEMORIAL HOSPITAL listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Hot AC, Classic Rock, and Rhythmic Oldies.

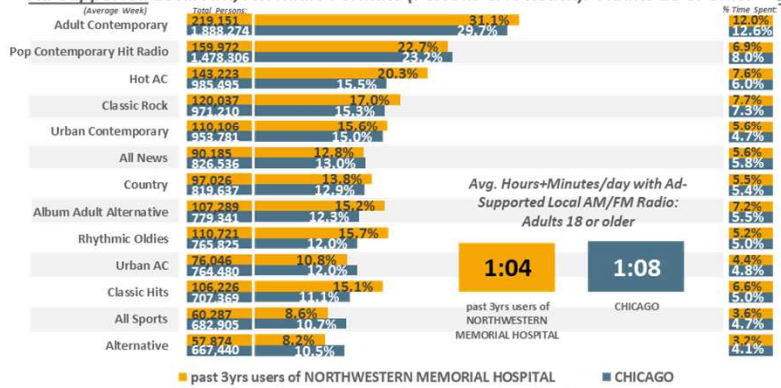
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



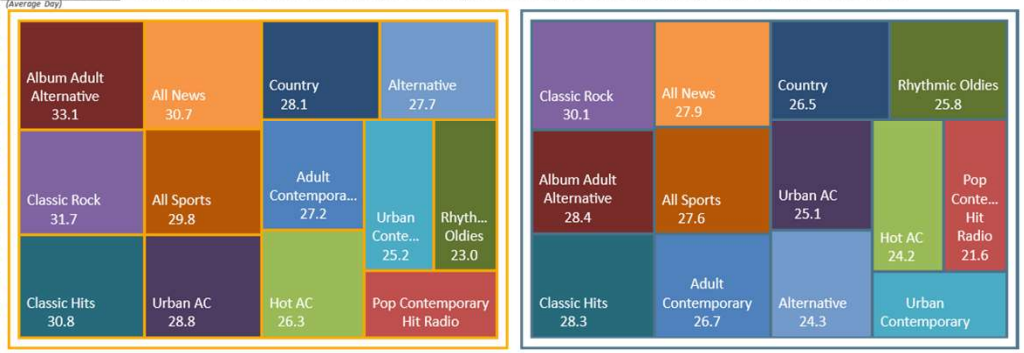
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 416

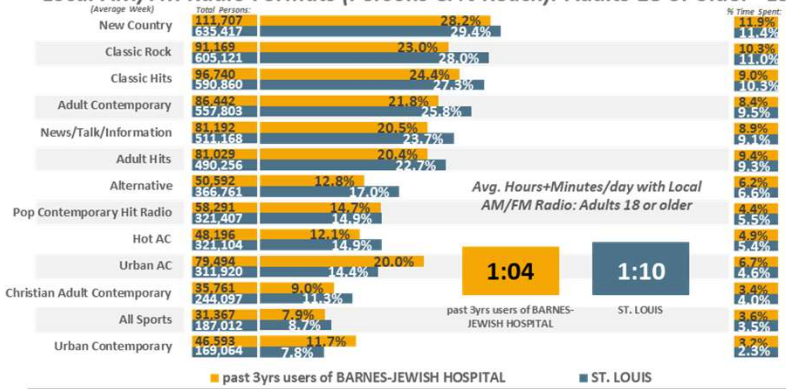
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

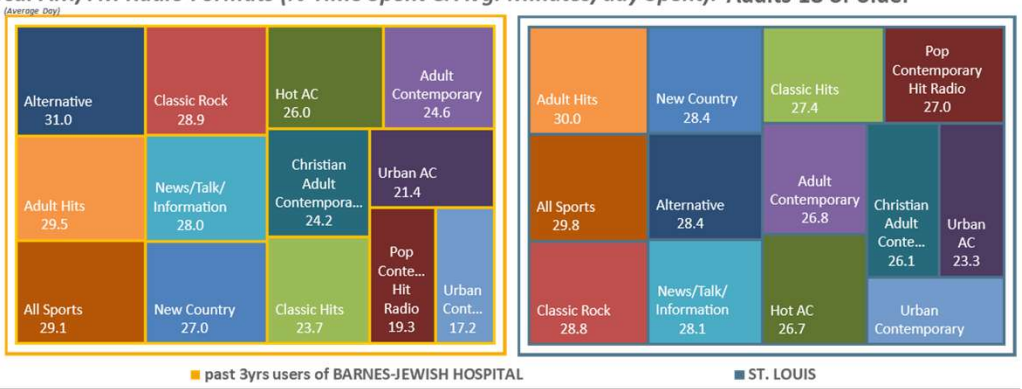
Hospitals HHLD used past 3 years (HHLD): Northwestern Memorial Hospital

375,273 or 79.6% of Adults 18 or older past 3yrs users of BARNES-JEWISH HOSPITAL listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are New Country, Classic Hits, Classic Rock, Adult Contemporary, and Adult Hits.

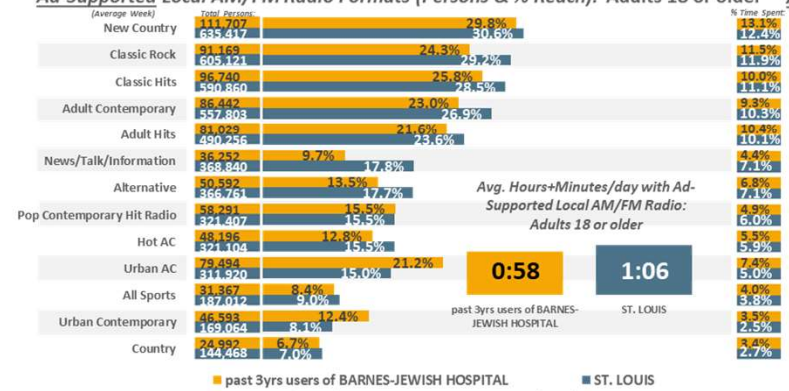
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



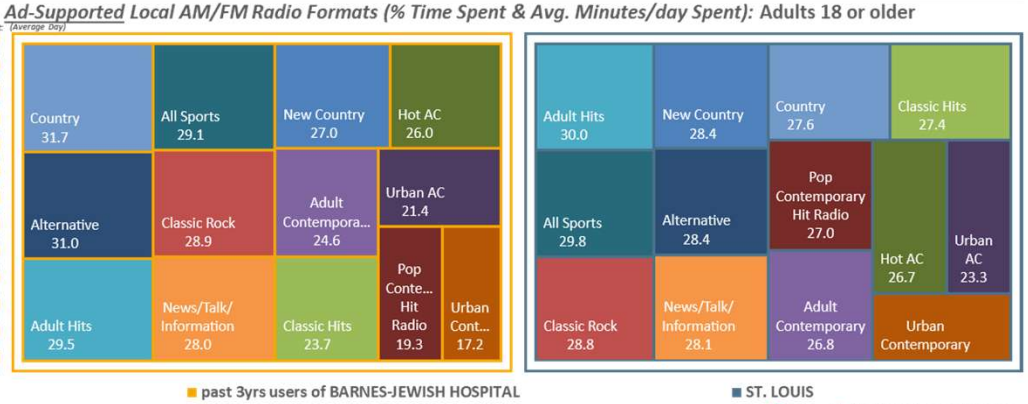
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 403

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

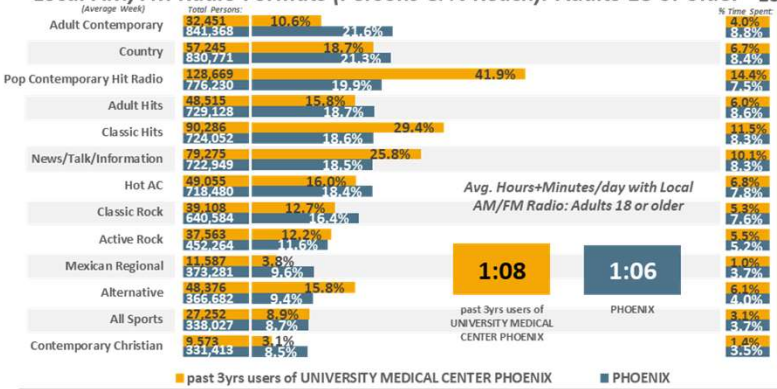
soefa.ai Share of Everything for Anything

Hospitals HHLD used past 3 years (HHLD): Barnes-Jewish Hospital

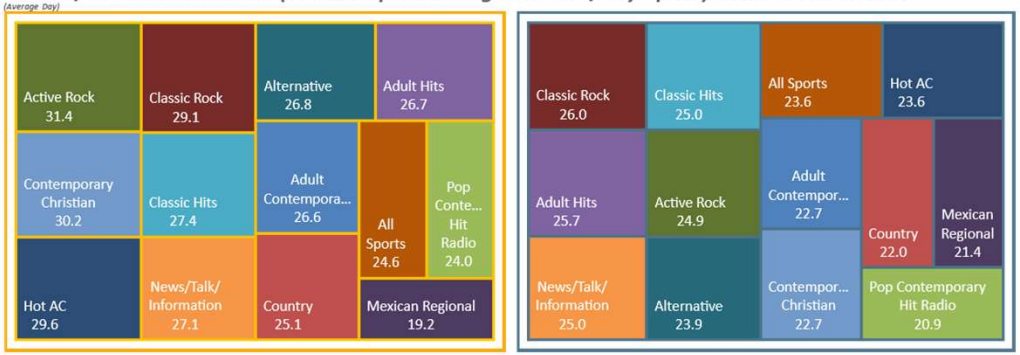


286,619 or 73.8% of Adults 18 or older past 3yrs users of UNIVERSITY MEDICAL CENTER PHOENIX listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Classic Hits, Rhythmic Contemporary Hit Radio, Country, and News/Talk/I

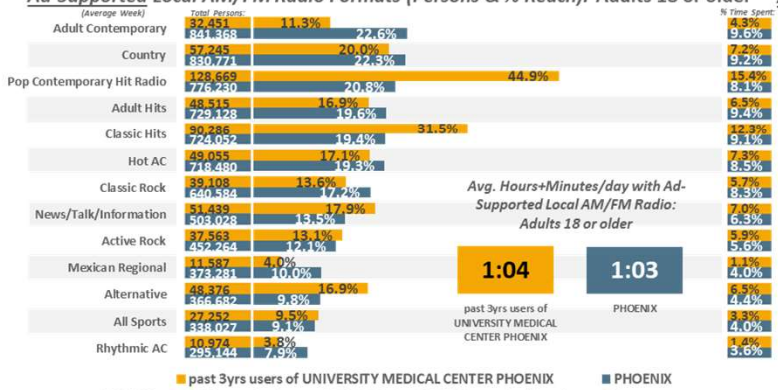
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



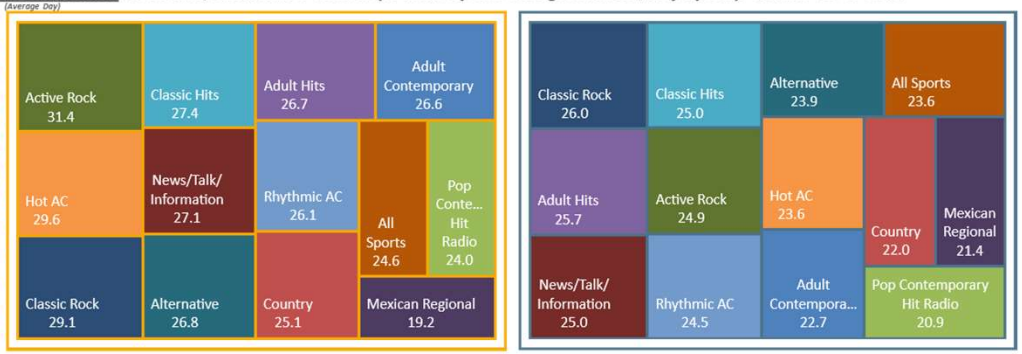
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 196

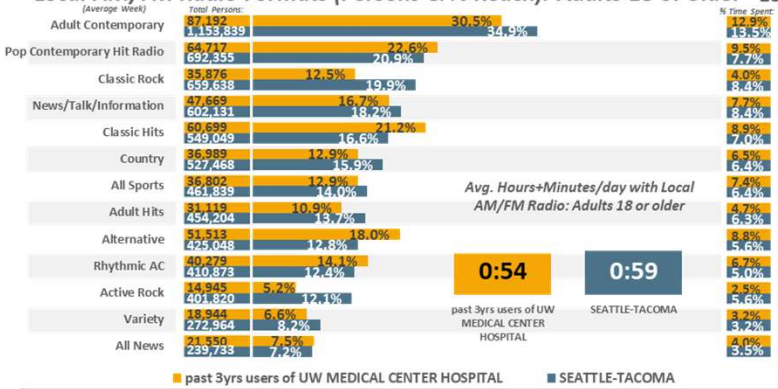
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

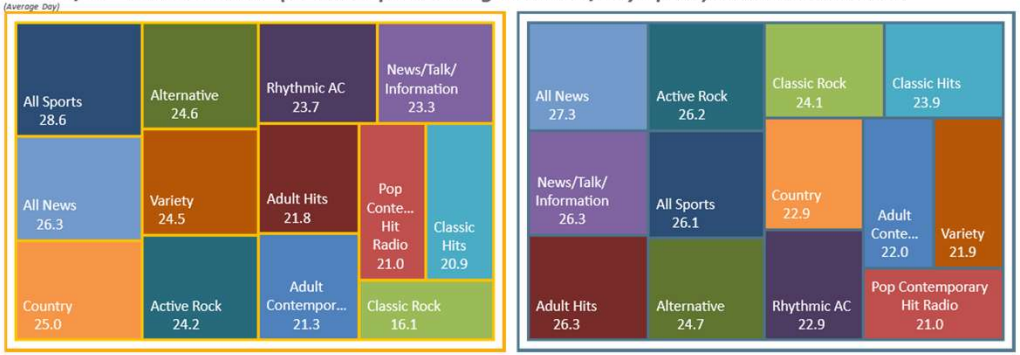
Hospitals HHLD used past 3 years (HHLD): Banner - University Medical Center Phoenix

275,105 or 71.7% of Adults 18 or older past 3yrs users of UW MEDICAL CENTER HOSPITAL listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Alternative, and Rhythmic AC.

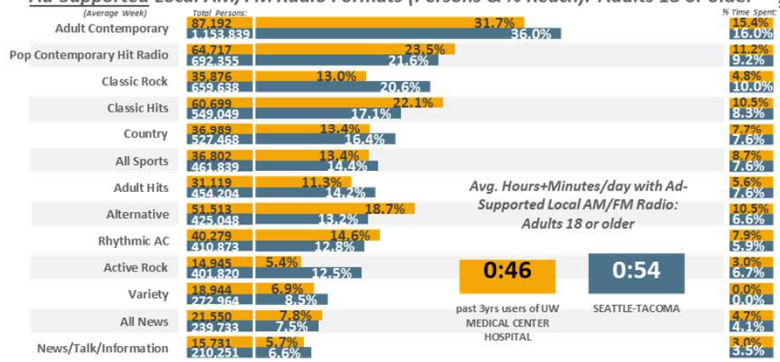
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



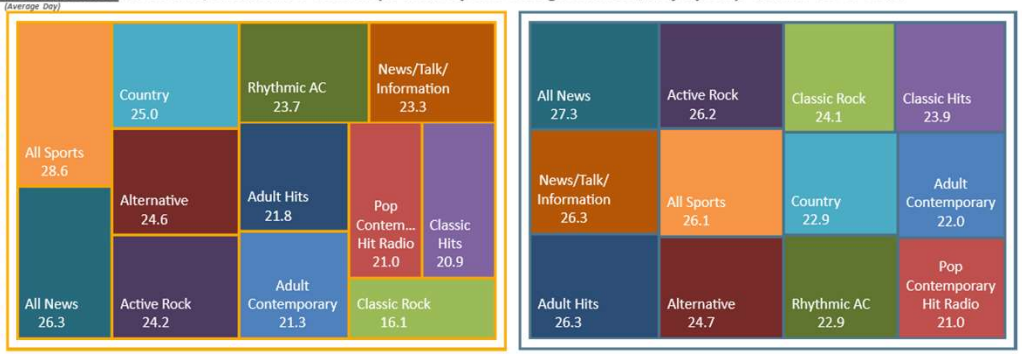
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 380

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

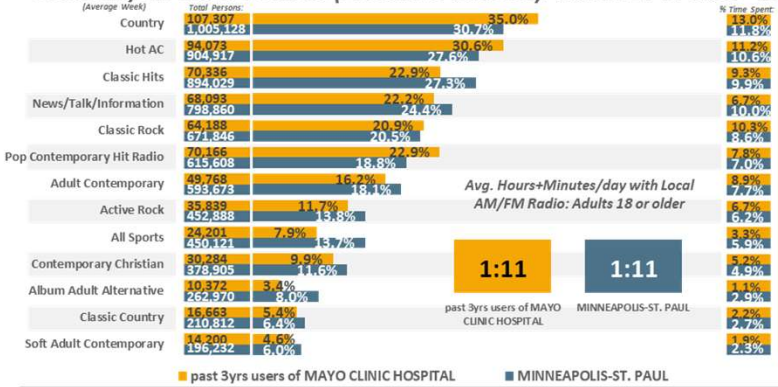
soefa.ai Share of Everything for Anything

Hospitals HHLD used past 3 years (HHLD): University of Washington Medical Center

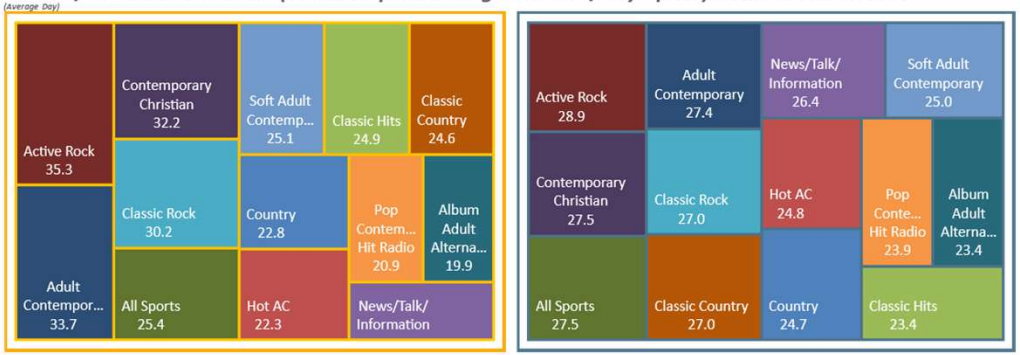


290,365 or 82.6% of Adults 18 or older past 3yrs users of MAYO CLINIC HOSPITAL listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Classic Hits, Pop Contemporary Hit Radio, and Classic Rock.

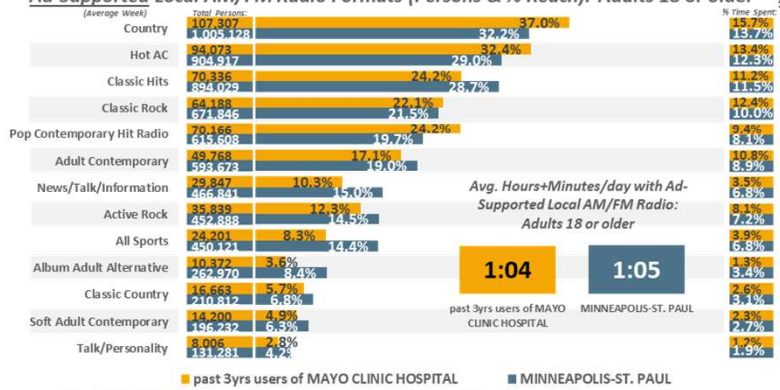
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



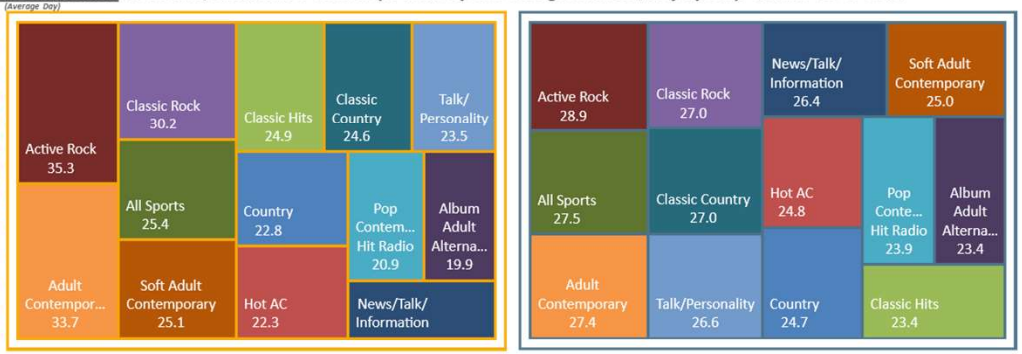
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 192

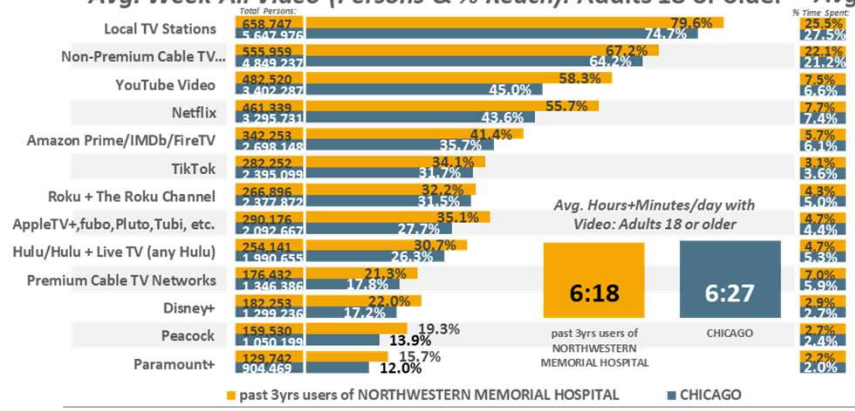
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

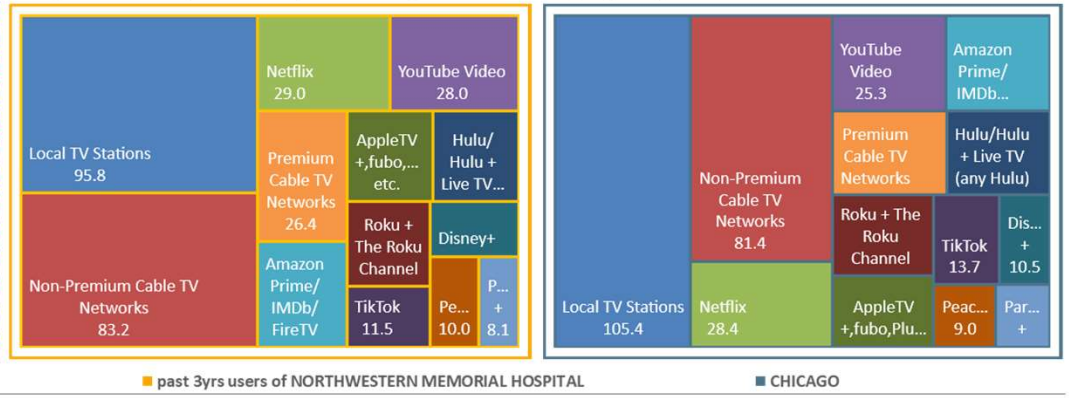
Hospitals HHLD used past 3 years (HHLD): Mayo Clinic

647,818 or 78.3% of Adults 18 or older past 3yrs users of NORTHWESTERN MEMORIAL HOSPITAL watch Ad-Supported Local TV Stations for an average of 91.3 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.

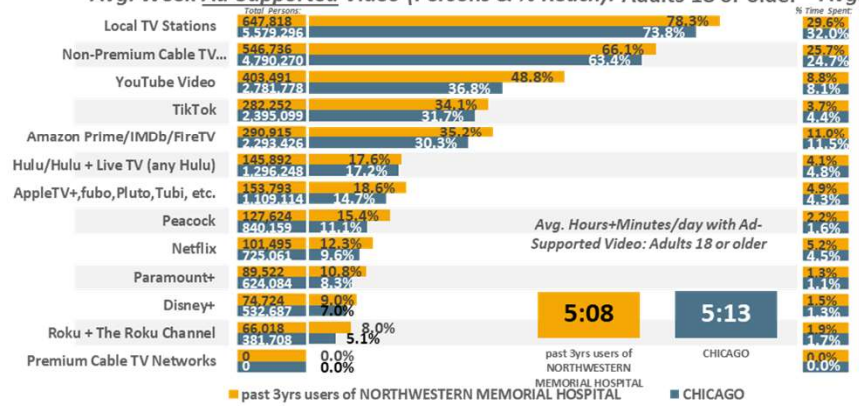
Avg. Week All Video (Persons & % Reach): Adults 18 or older



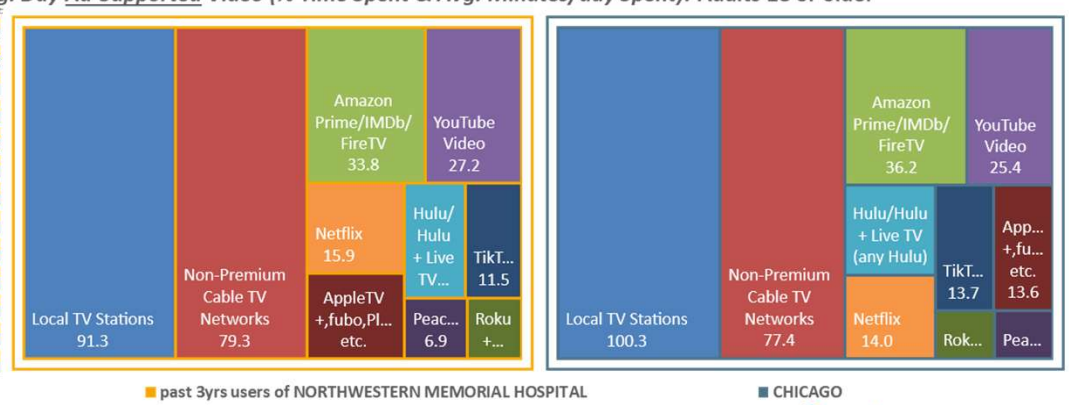
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 416

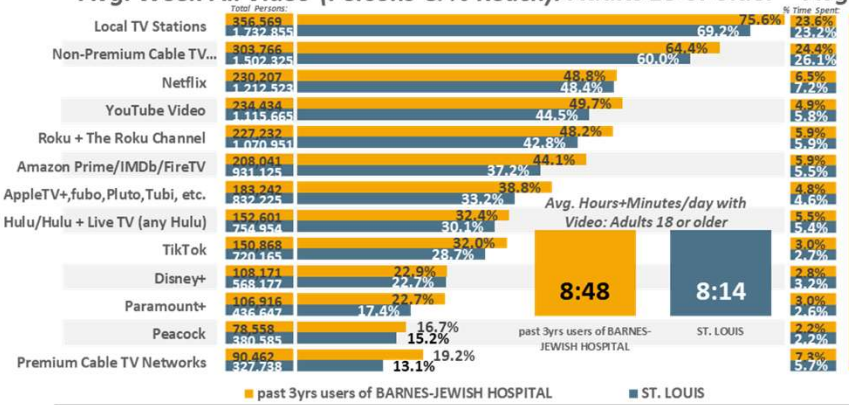
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

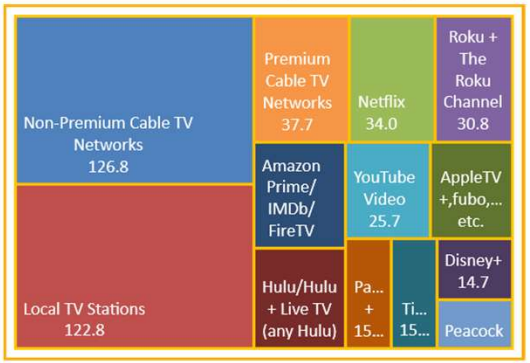
Hospitals HHLD used past 3 years (HHLD): Northwestern Memorial Hospital

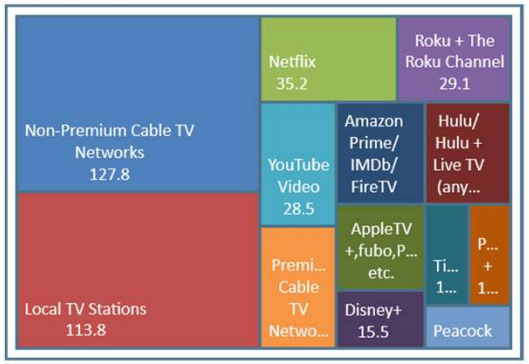
346,794 or 73.5% of Adults 18 or older past 3yrs users of BARNES-JEWISH HOSPITAL watch Ad-Supported Local TV Stations for an average of 113.9 minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.

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



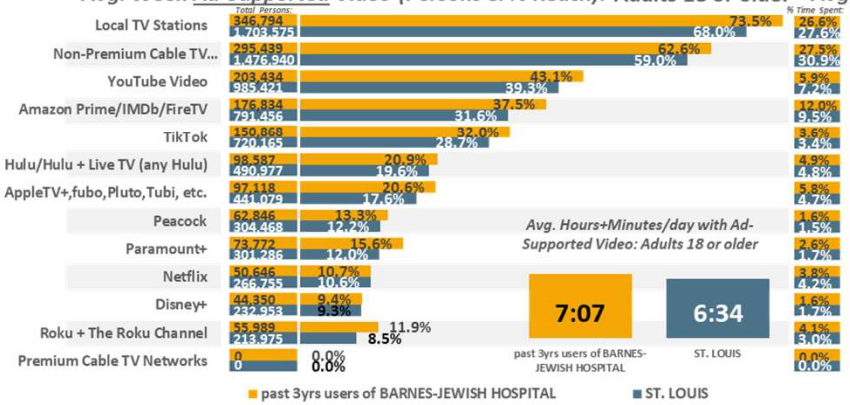
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



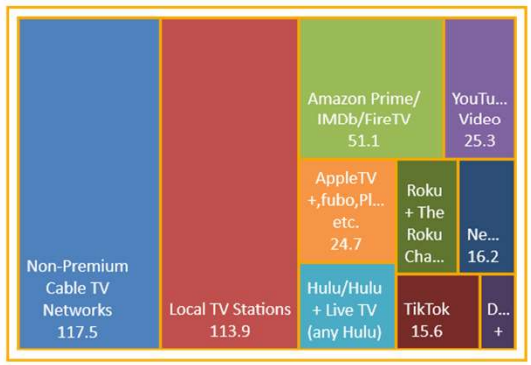


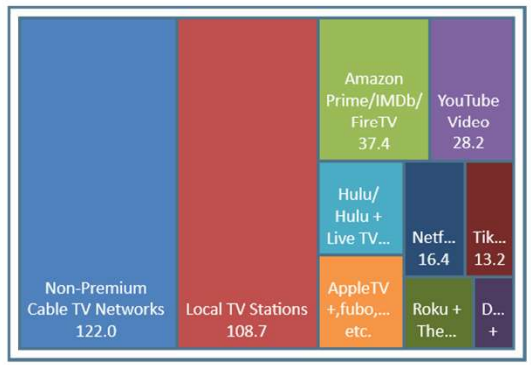
past 3yrs users of BARNES-JEWISH HOSPITAL ■ ST. LOUIS

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



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





past 3yrs users of BARNES-JEWISH HOSPITAL ■ ST. LOUIS

ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 403

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

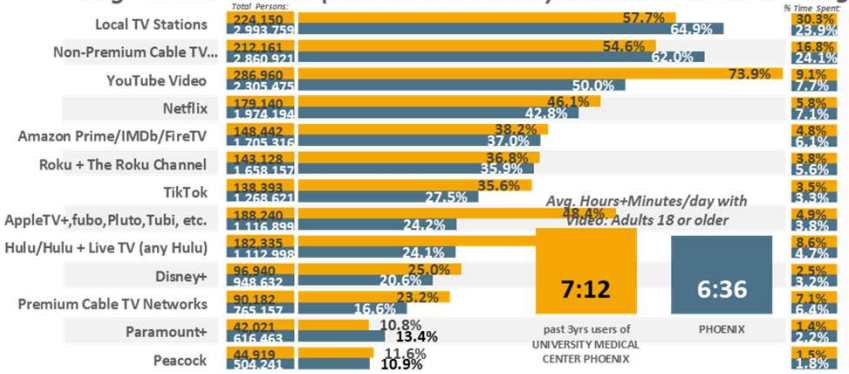
soefa.ai Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): Barnes-Jewish Hospital

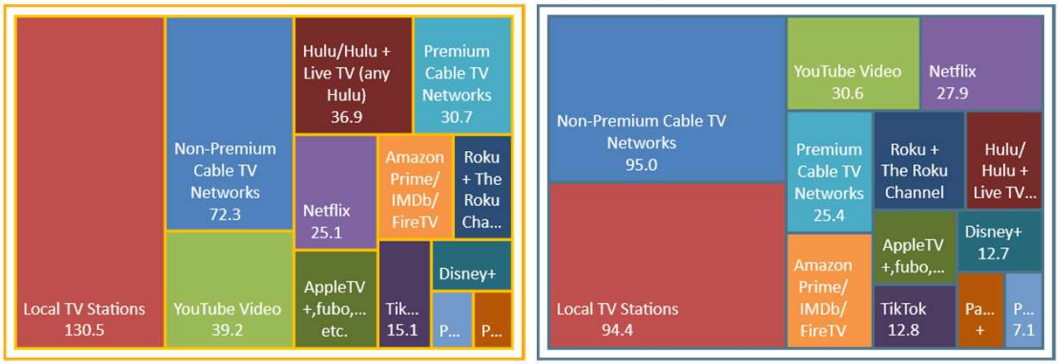


218,116 or 56.1% of Adults 18 or older past 3yrs users of UNIVERSITY MEDICAL CENTER PHOENIX watch Ad-Supported Local TV Stations for an average of 124.6 minutes every day representing 34.4% of all time spent daily with Ad-Supported Video.

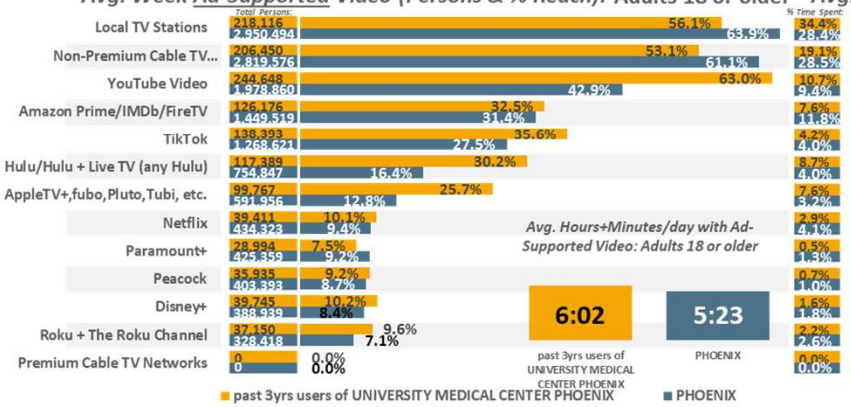
Avg. Week All Video (Persons & % Reach): Adults 18 or older



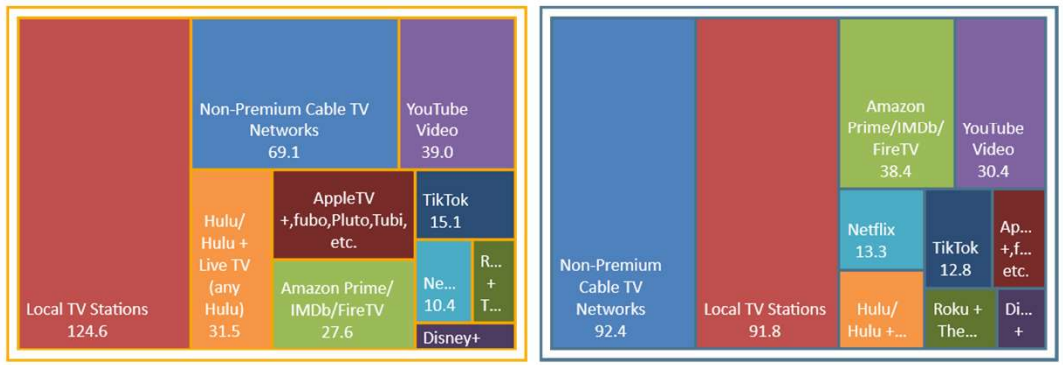
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 196

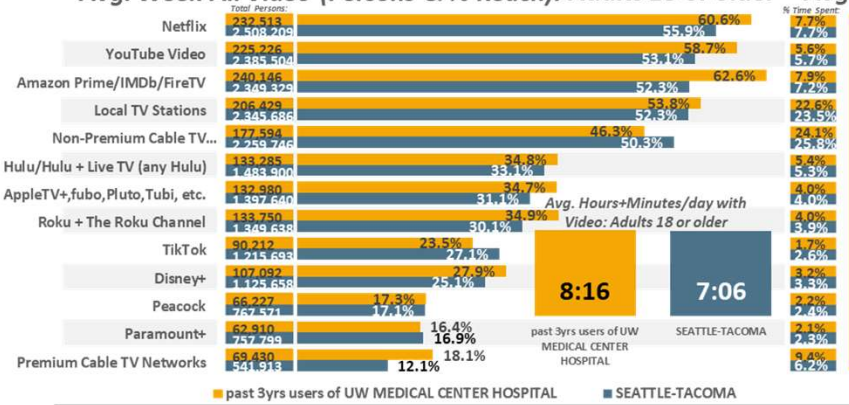
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

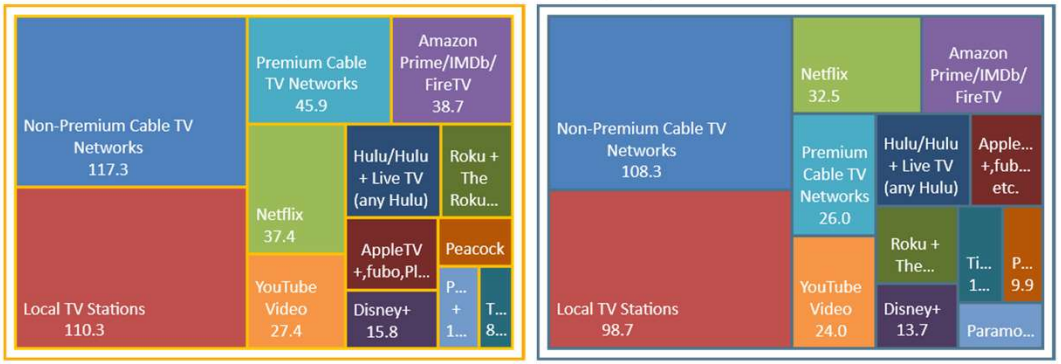
Hospitals HHLD used past 3 years (HHLD): Banner - University Medical Center Phoenix

203,954 or 53.2% of Adults 18 or older past 3yrs users of UW MEDICAL CENTER HOSPITAL watch Ad-Supported Local TV Stations for an average of 101.7 minutes every day representing 25.5% of all time spent daily with Ad-Supported Video.

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



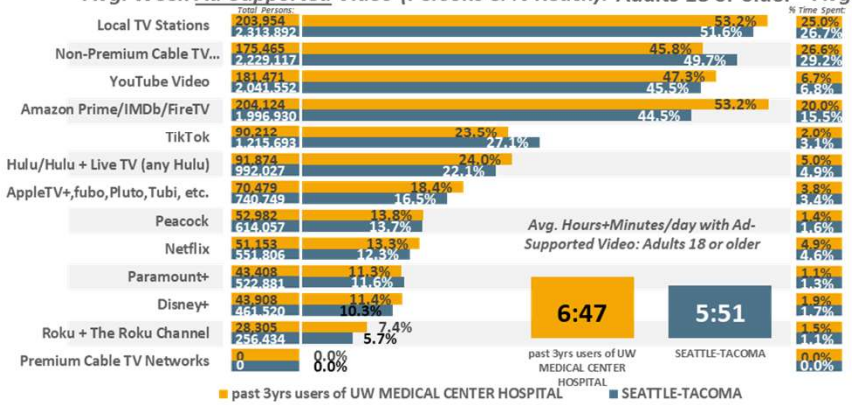
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



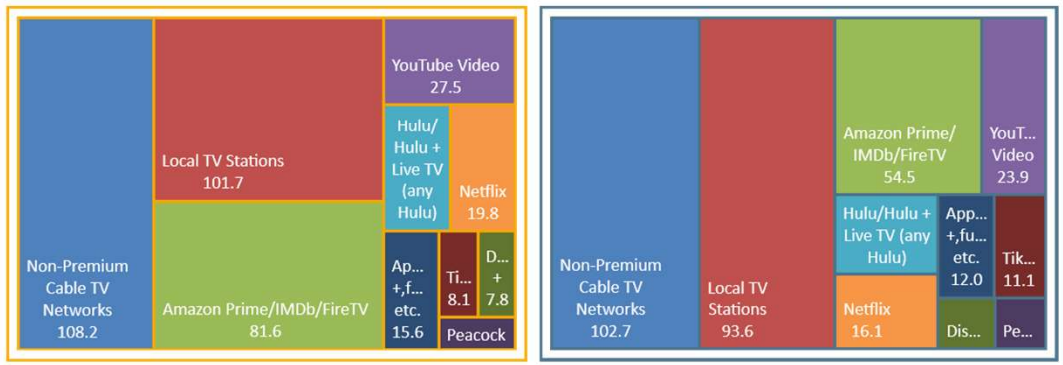
past 3yrs users of UW MEDICAL CENTER HOSPITAL ■ SEATTLE-TACOMA

past 3yrs users of UW MEDICAL CENTER HOSPITAL ■ SEATTLE-TACOMA

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



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



past 3yrs users of UW MEDICAL CENTER HOSPITAL

SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 380

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

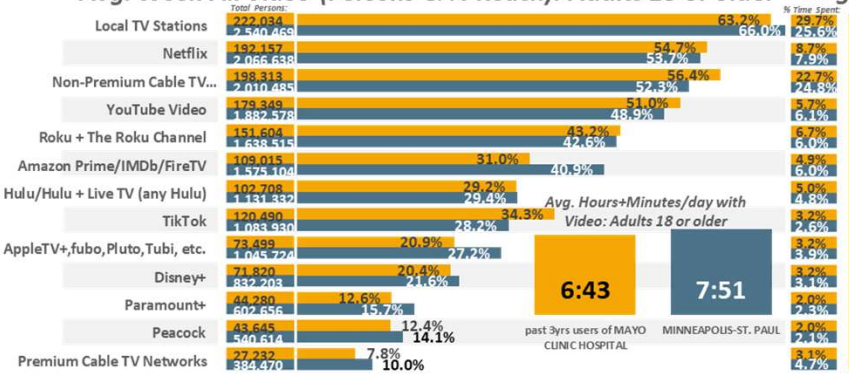
soefa.ai Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): University of Washington Medical Center

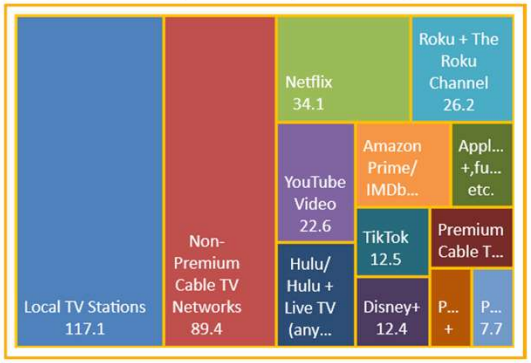


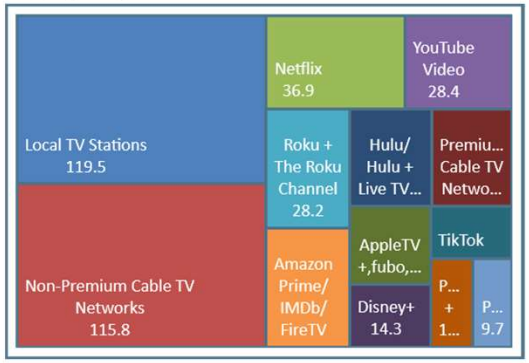
218,249 or 62.1% of Adults 18 or older past 3yrs users of MAYO CLINIC HOSPITAL watch Ad-Supported Local TV Stations for an average of 110.6 minutes every day representing 35.6% of all time spent daily with Ad-Supported Video.

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

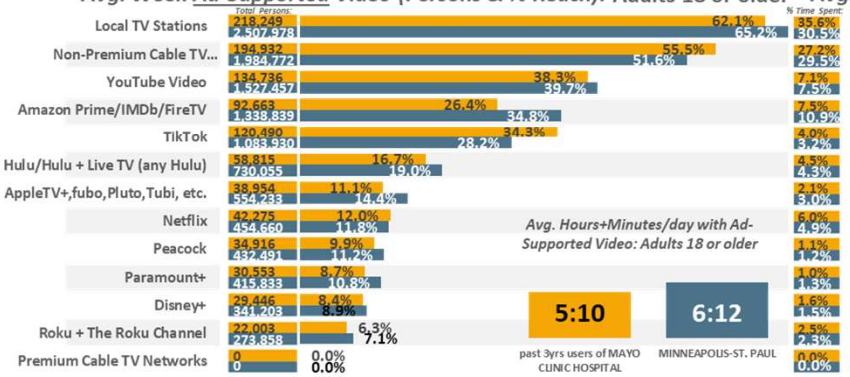


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

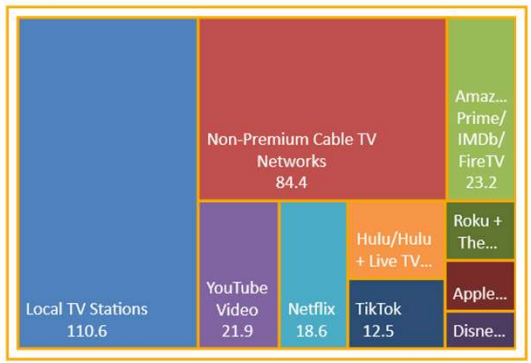


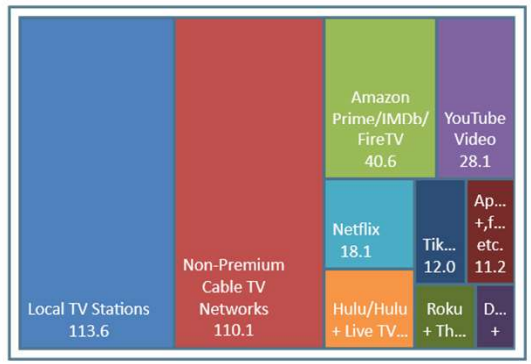


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 192

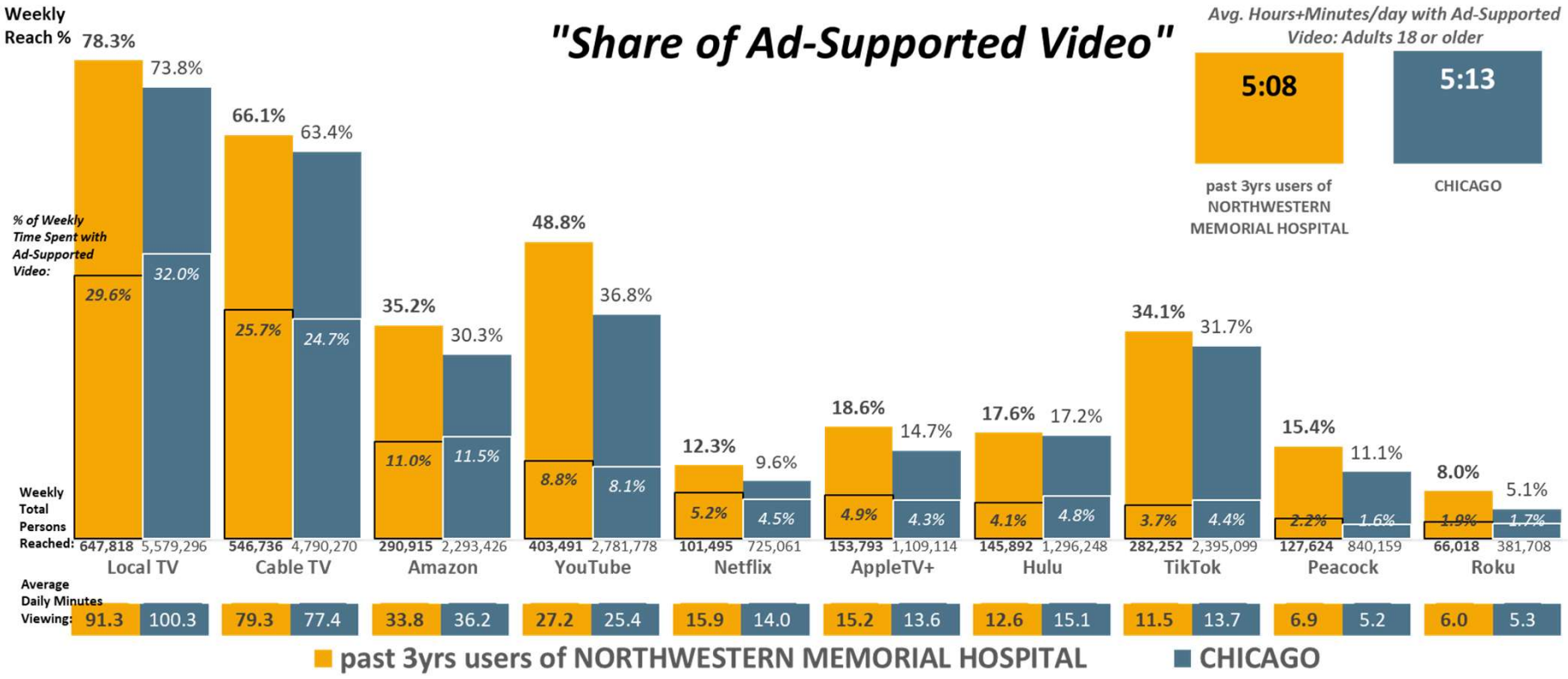
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): Mayo Clinic



647,818 or 78.3% of Adults 18 or older past 3yrs users of NORTHWESTERN MEMORIAL HOSPITAL watch Ad-Supported Local TV Stations for an average of 91.3 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.



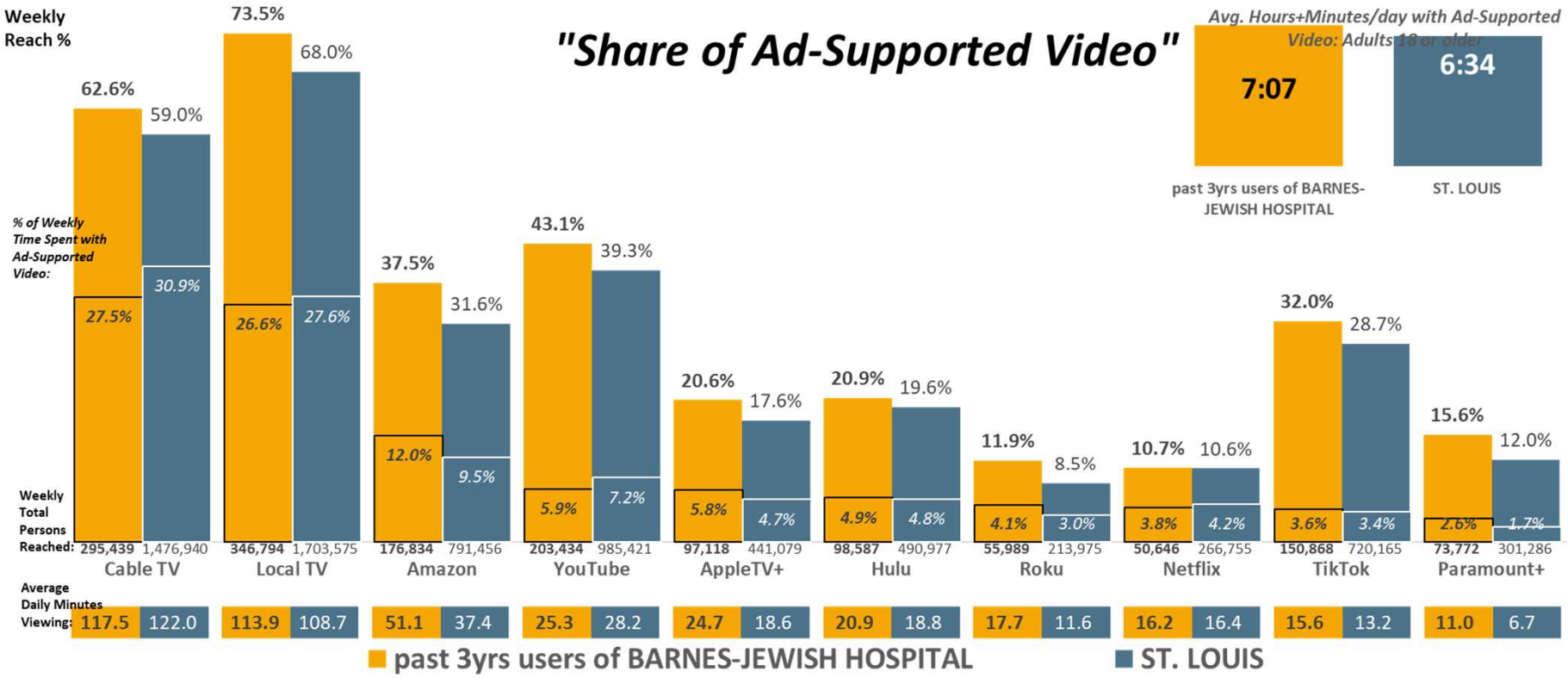
CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 416 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): Northwestern Memorial Hospital

346,794 or 73.5% of Adults 18 or older past 3yrs users of BARNES-JEWISH HOSPITAL watch Ad-Supported Local TV Stations for an average of 113.9 minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 403 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

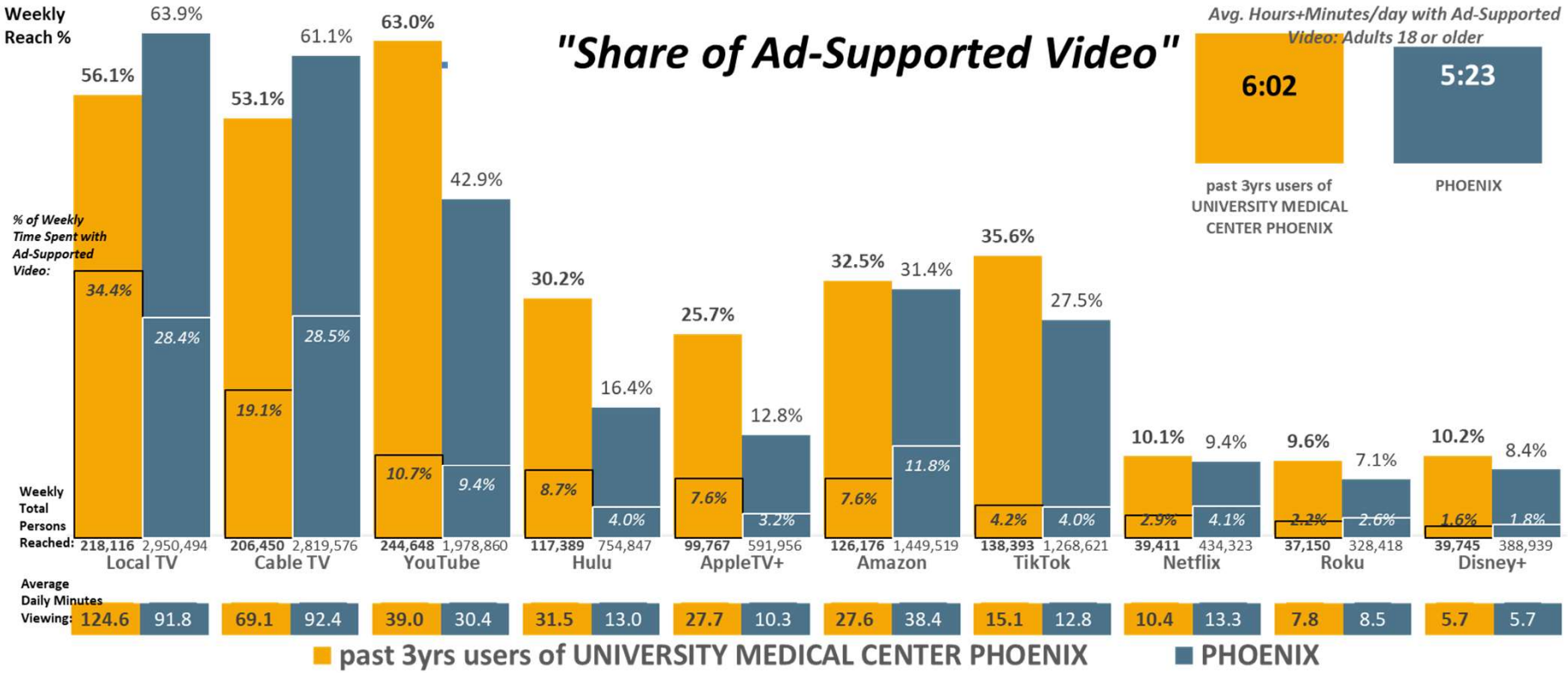
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): Barnes-Jewish Hospital



218,116 or 56.1% of Adults 18 or older past 3yrs users of UNIVERSITY MEDICAL CENTER PHOENIX watch Ad-Supported Local TV Stations for an average of 124.6 minutes every day representing 34.4% of all time spent daily with Ad-Supported Video.



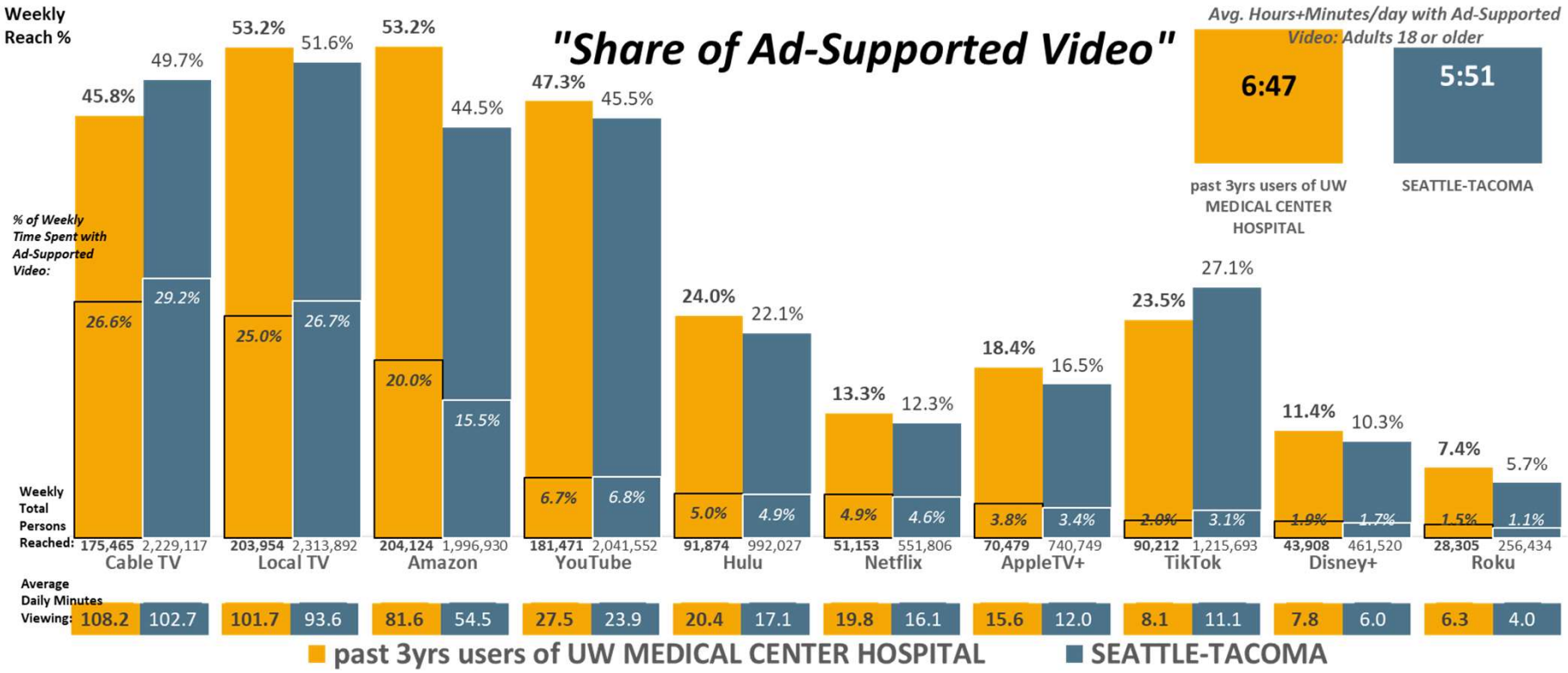
PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 196 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): Banner - University Medical Center Phoenix

203,954 or 53.2% of Adults 18 or older past 3yrs users of UW MEDICAL CENTER HOSPITAL watch Ad-Supported Local TV Stations for an average of 101.7 minutes every day representing 25.% of all time spent daily with Ad-Supported Video.



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 380 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

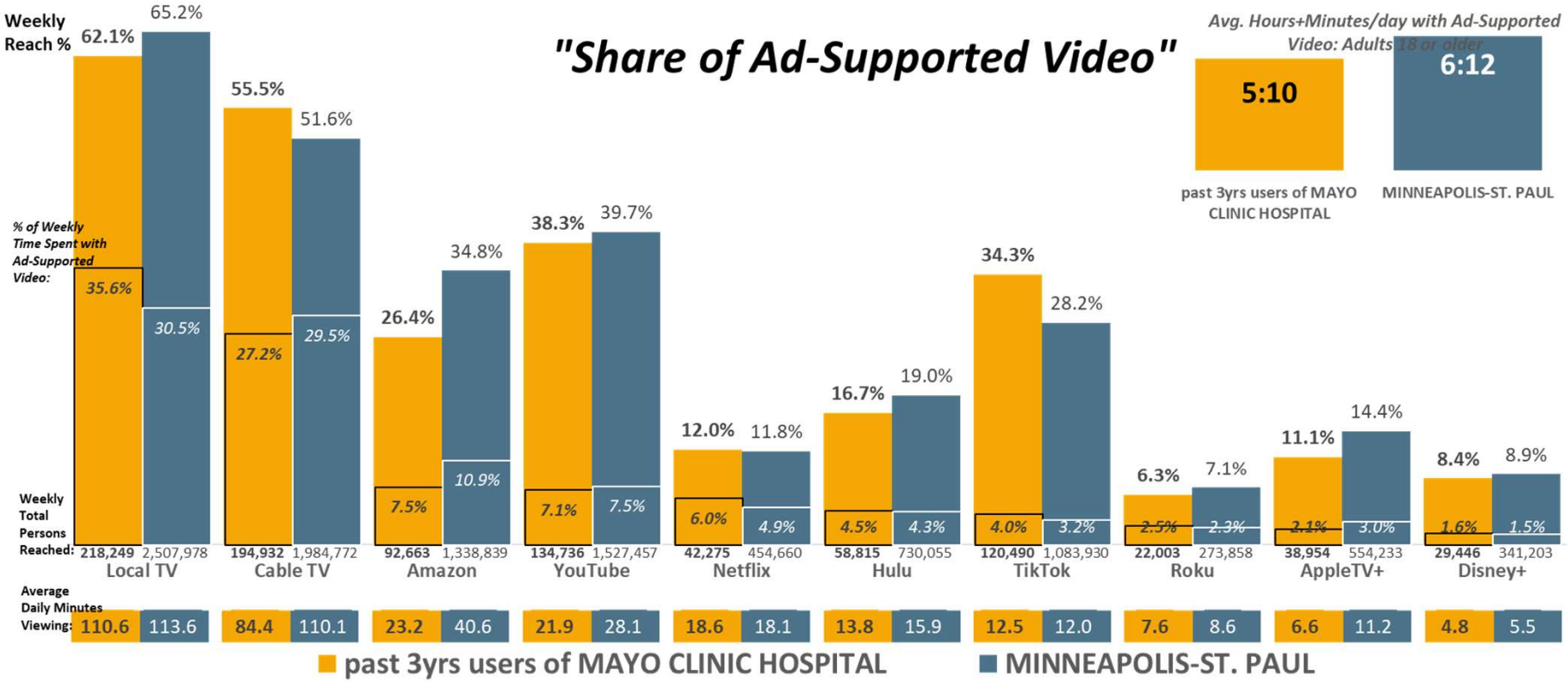
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): University of Washington Medical Center



218,249 or 62.1% of Adults 18 or older past 3yrs users of MAYO CLINIC HOSPITAL watch Ad-Supported Local TV Stations for an average of 110.6 minutes every day representing 35.6% of all time spent daily with Ad-Supported Video.



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 192 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

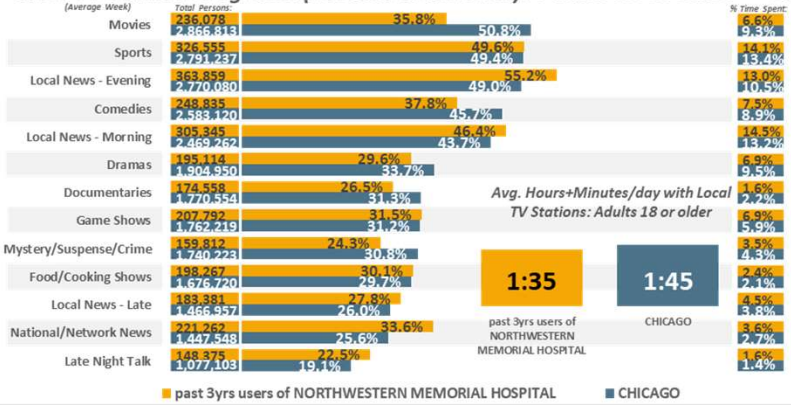
soefa.ai Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): Mayo Clinic

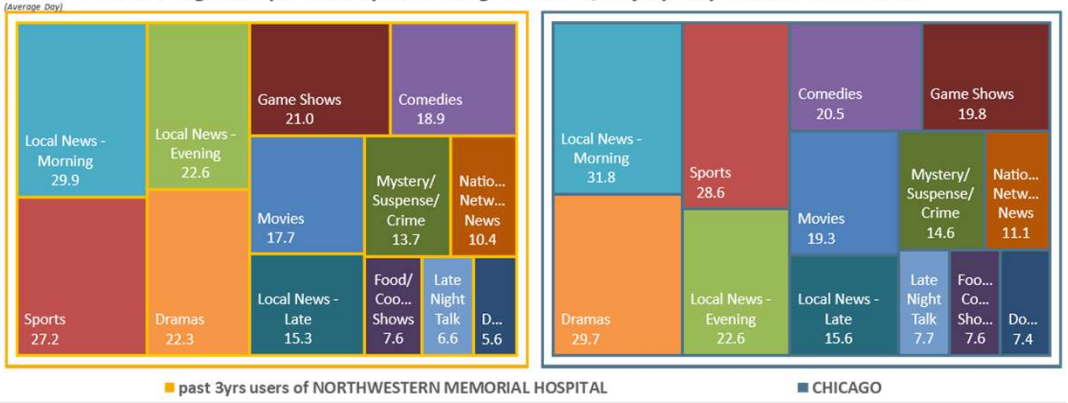


647,818 or 78.3% of Adults 18 or older past 3yrs users of NORTHWESTERN MEMORIAL HOSPITAL watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Game Shows.

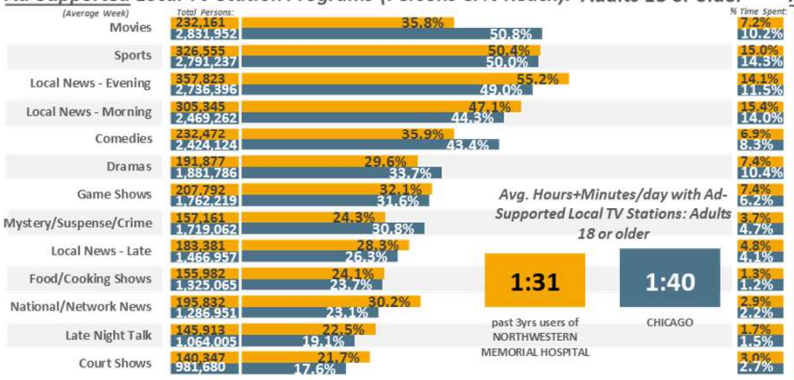
Local TV Station Programs (Persons & % Reach): Adults 18 or older



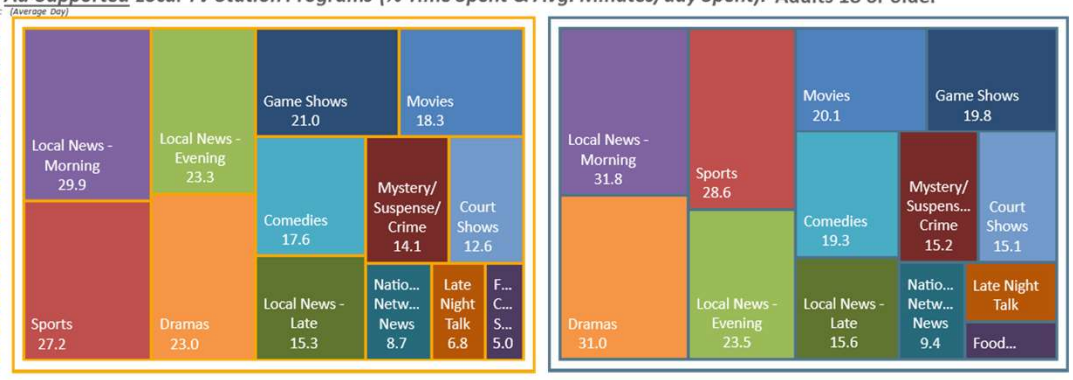
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



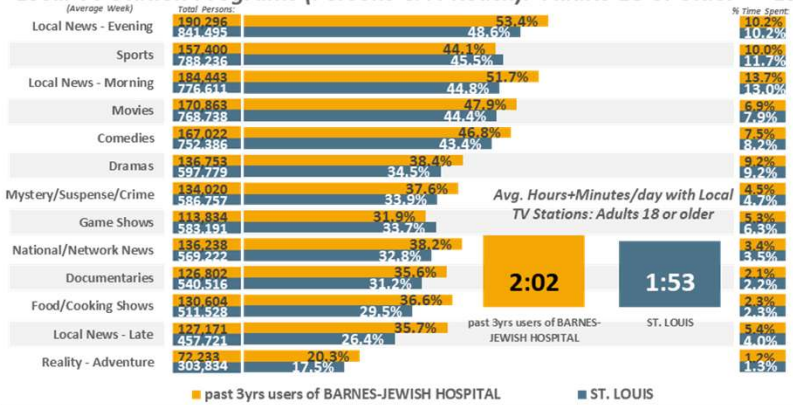
CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 416

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

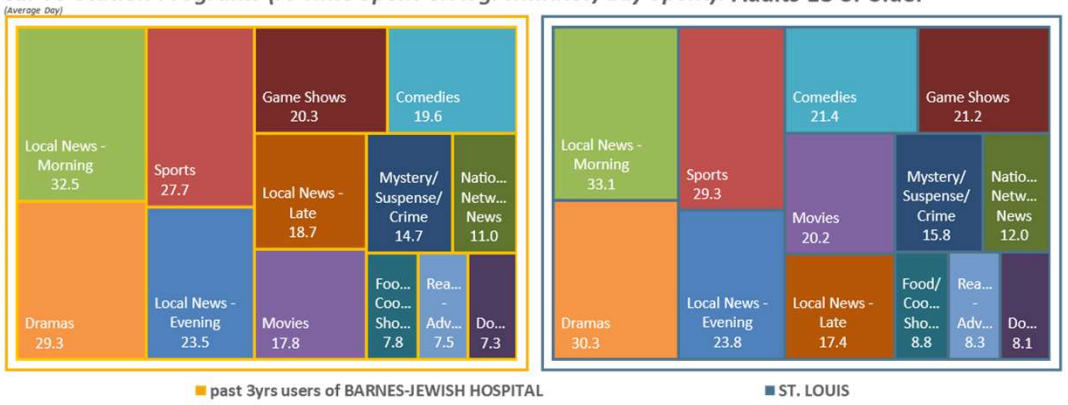
soefa.ai Share of Everything for Anything ©

346,794 or 73.5% of Adults 18 or older past 3yrs users of BARNES-JEWISH HOSPITAL watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Movies, Sports, Comedies, and Dramas.

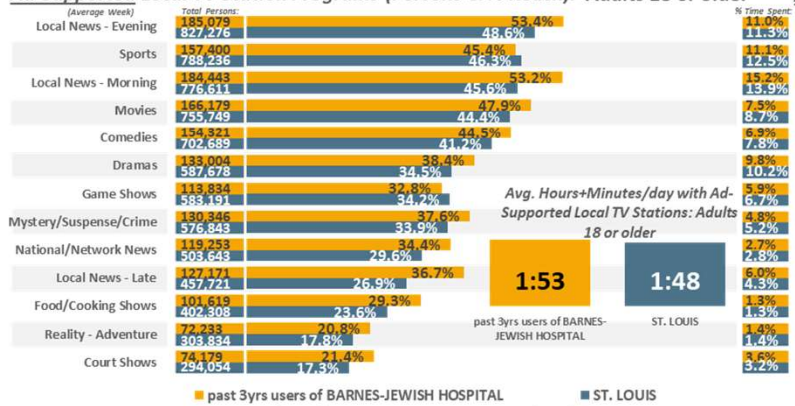
Local TV Station Programs (Persons & % Reach): Adults 18 or older



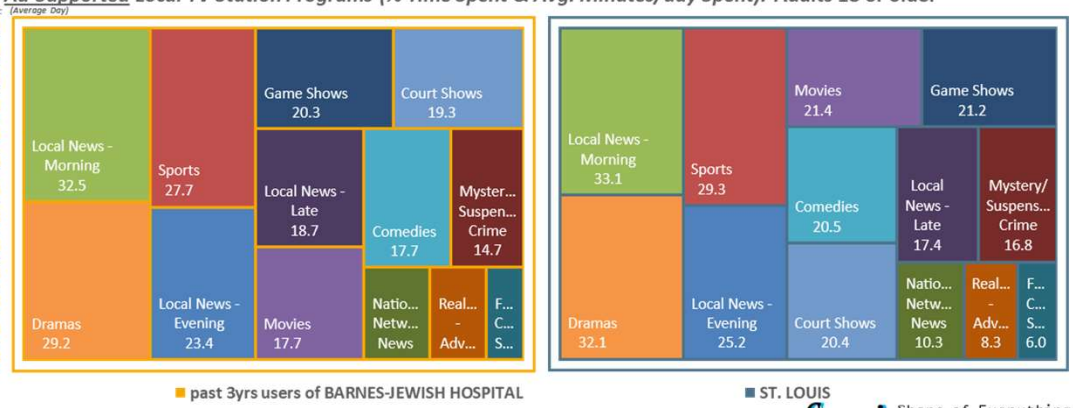
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 403

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

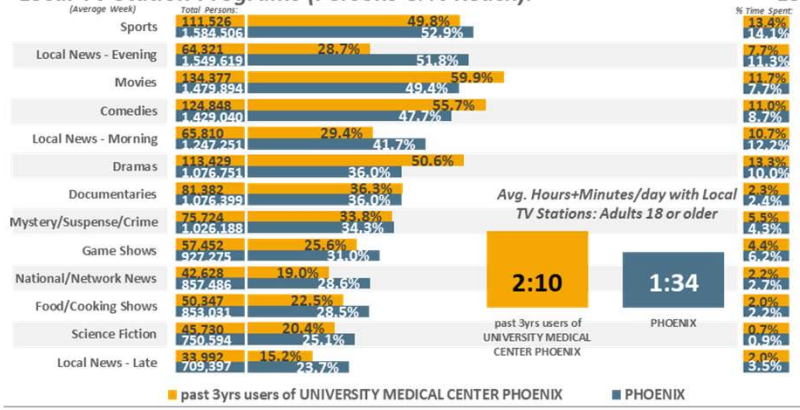
soefa.ai Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): Barnes-Jewish Hospital

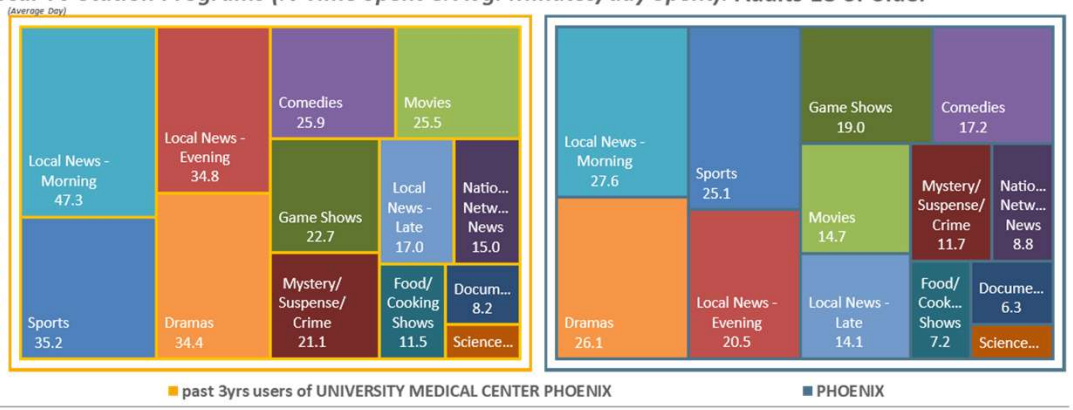


218,116 or 56.1% of Adults 18 or older past 3yrs users of UNIVERSITY MEDICAL CENTER PHOENIX watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Comedies, Sports, Dramas, Mystery/Suspense/Crime, and Local News - Morning.

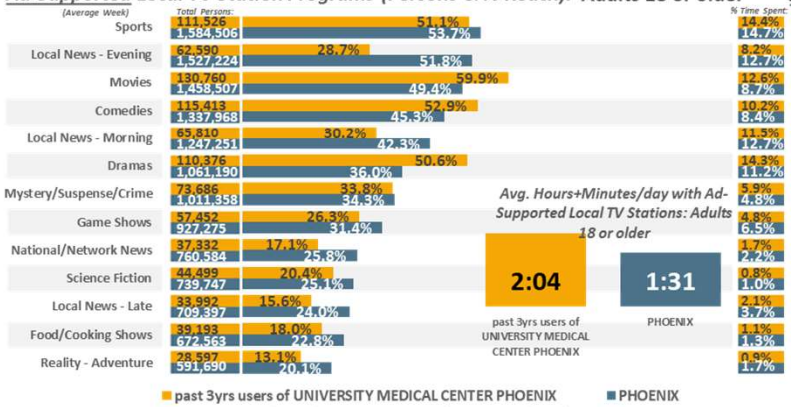
Local TV Station Programs (Persons & % Reach): Adults 18 or older



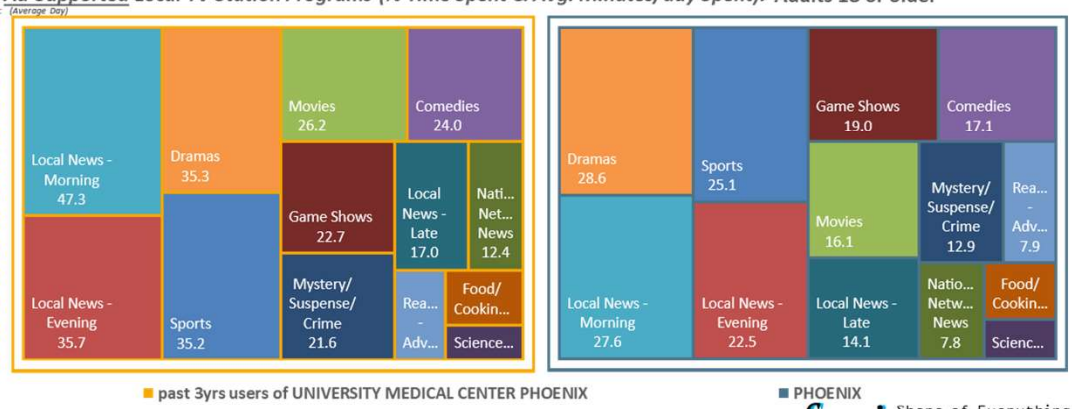
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 196

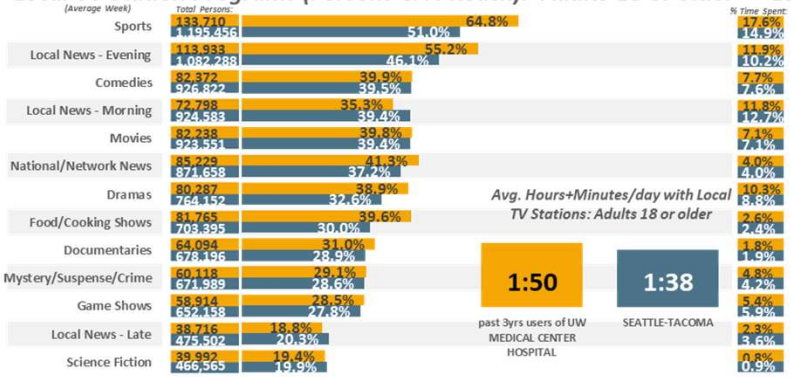
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

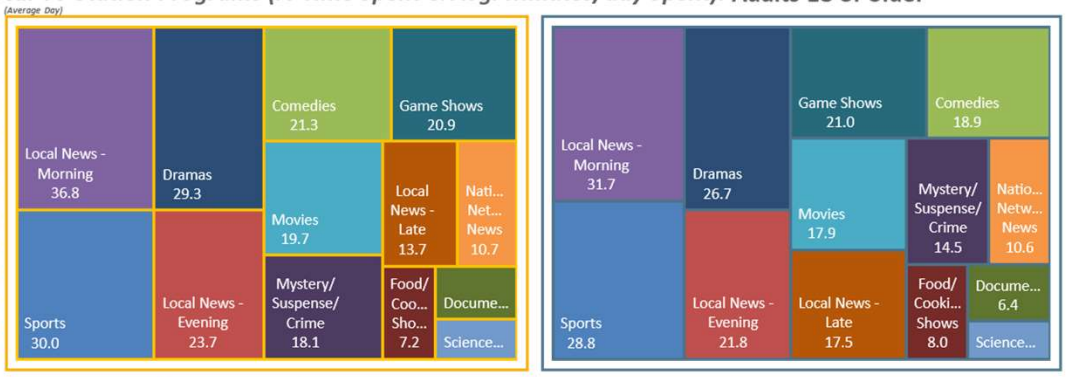
Hospitals HHLD used past 3 years (HHLD): Banner - University Medical Center Phoenix

203,954 or 53.2% of Adults 18 or older past 3yrs users of UW MEDICAL CENTER HOSPITAL watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Dramas, Comedies, and National/Network News.

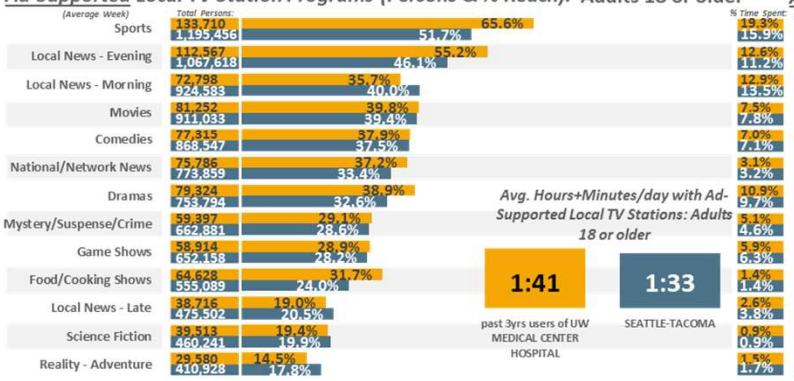
Local TV Station Programs (Persons & % Reach): Adults 18 or older



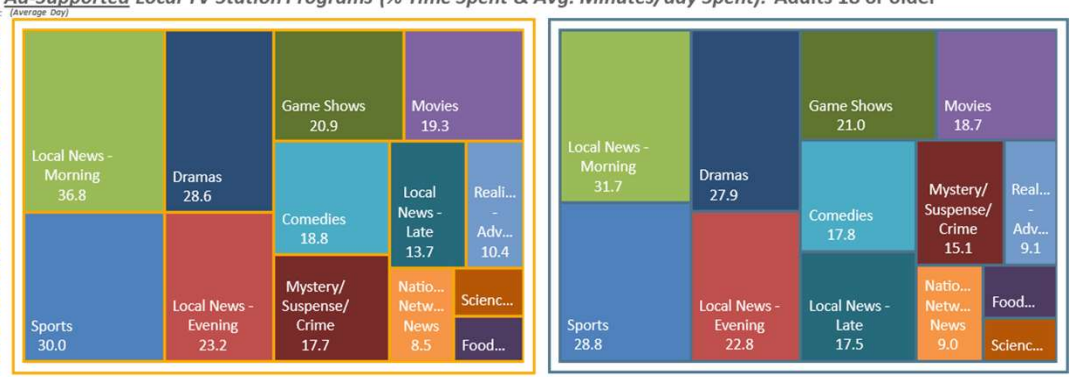
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 380

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

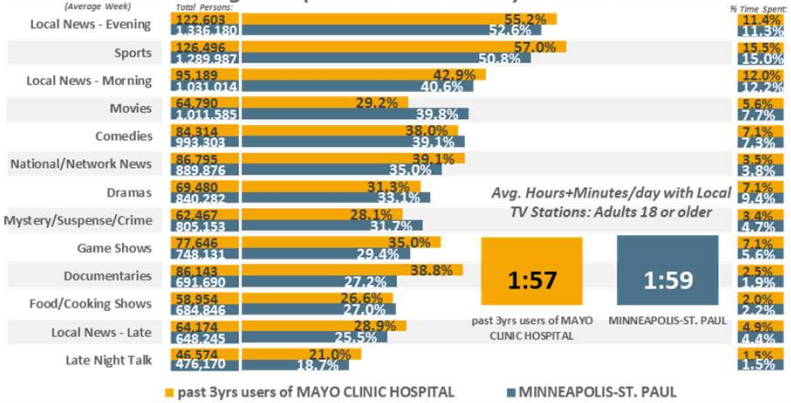
soefa.ai Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): University of Washington Medical Center

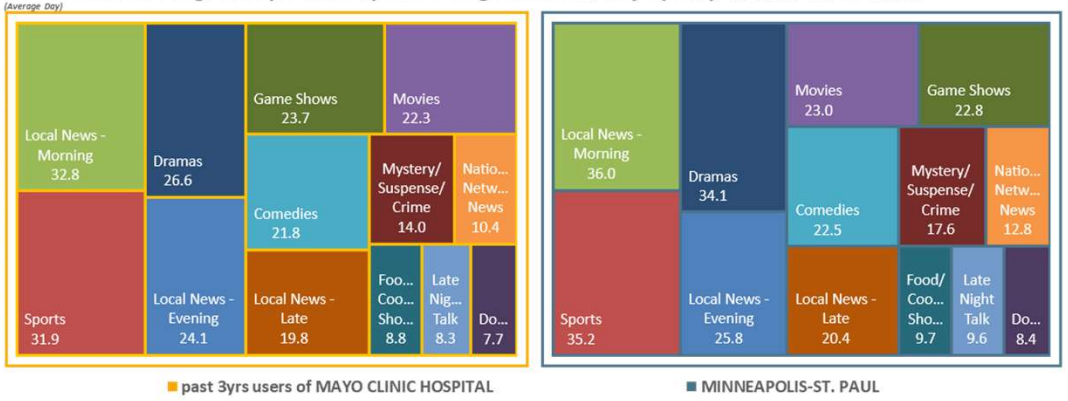


218,249 or 62.1% of Adults 18 or older past 3yrs users of MAYO CLINIC HOSPITAL watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and National/Network News.

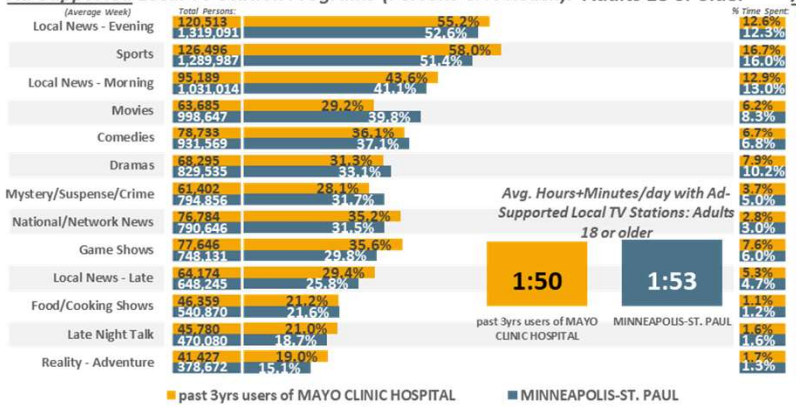
Local TV Station Programs (Persons & % Reach): Adults 18 or older



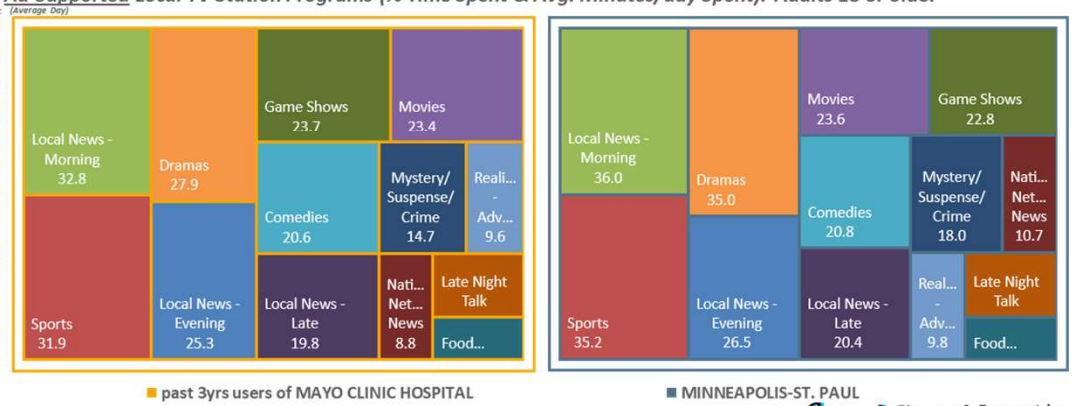
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 192

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

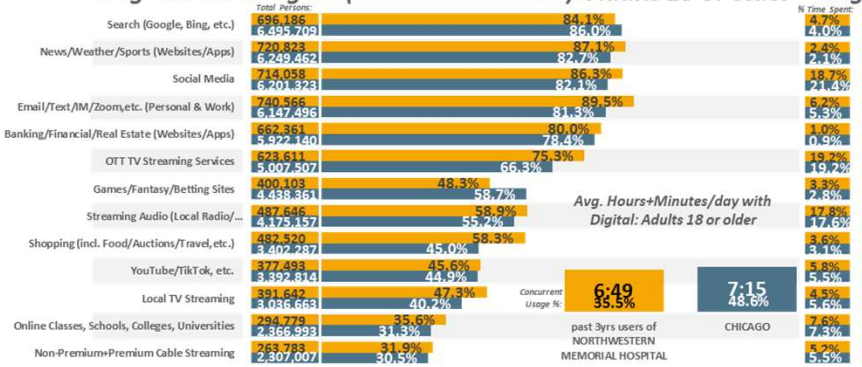
soefa.ai Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): Mayo Clinic

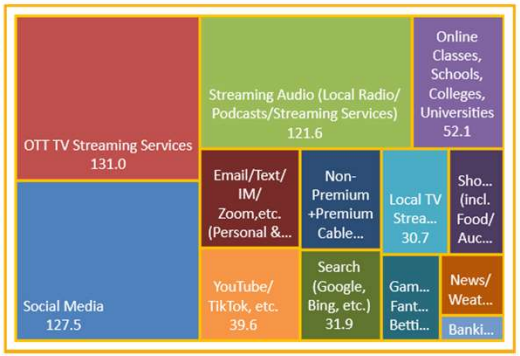


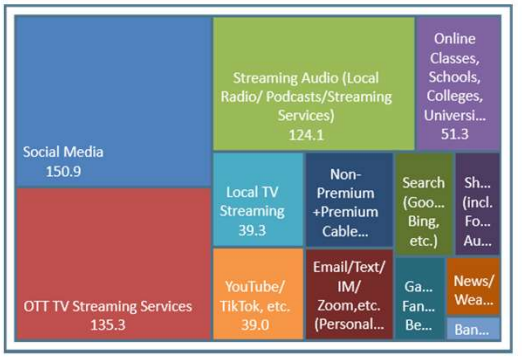
672,758 or 81.3% of Adults 18 or older past 3yrs users of NORTHWESTERN MEMORIAL HOSPITAL use Ad-Supported Social Media for an average of 120.1 minutes every day representing 23.3% of all time spent daily with Ad-Supported Digital Media.

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



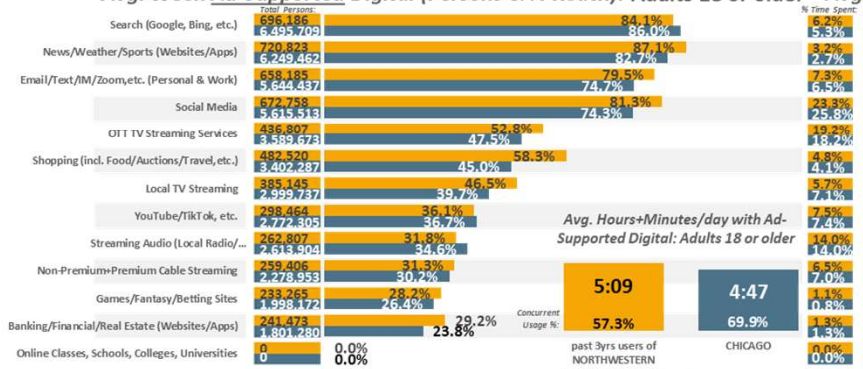
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



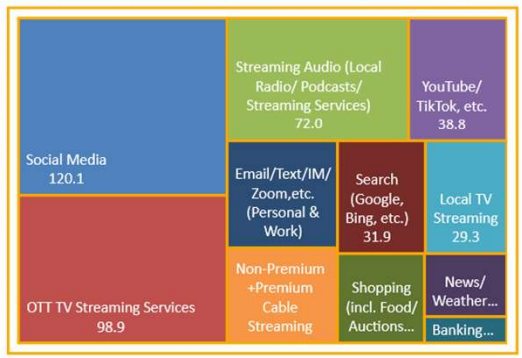


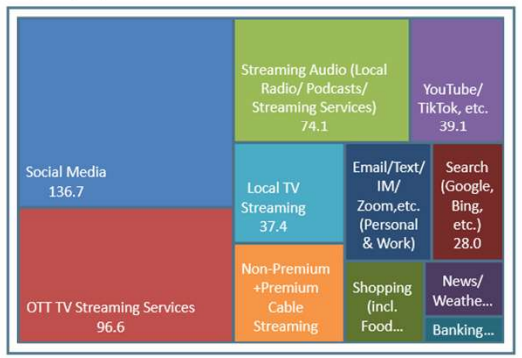
past 3yrs users of NORTHWESTERN MEMORIAL HOSPITAL ■ CHICAGO

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



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





past 3yrs users of NORTHWESTERN MEMORIAL HOSPITAL ■ CHICAGO

CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 416

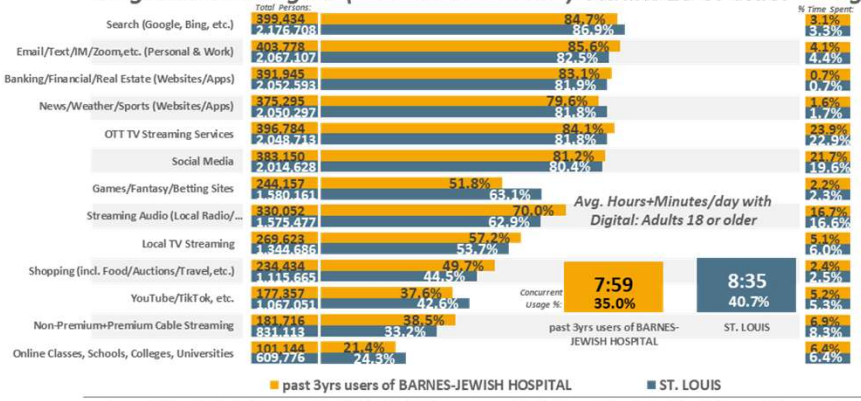
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

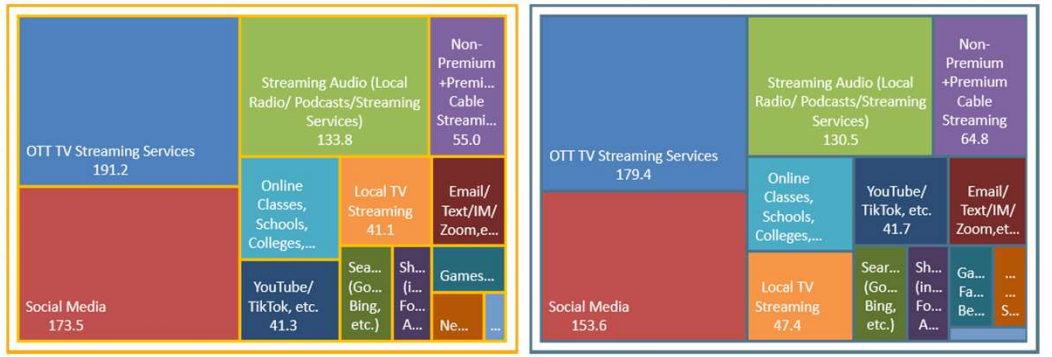
Hospitals HHLD used past 3 years (HHLD): Northwestern Memorial Hospital

339,443 or 72.% of Adults 18 or older past 3yrs users of BARNES-JEWISH HOSPITAL use Ad-Supported Social Media for an average of 153.7 minutes every day representing 25.1% of all time spent daily with Ad-Supported Digital Media.

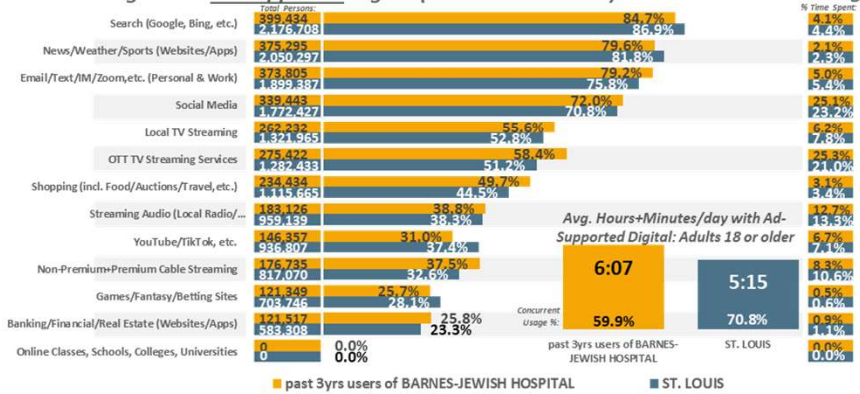
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



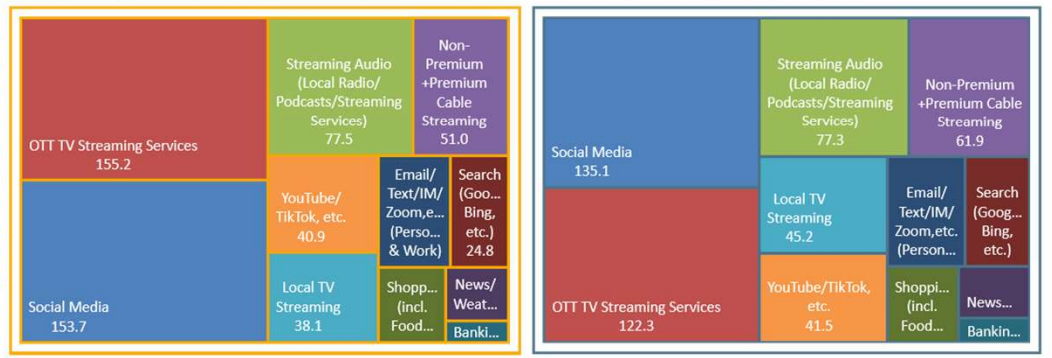
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 403

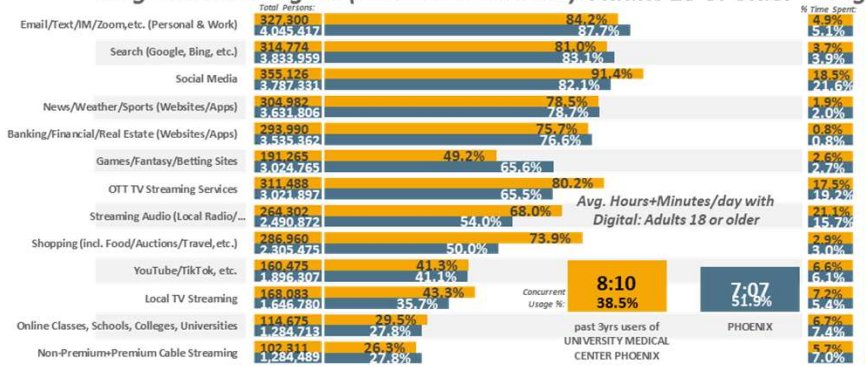
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

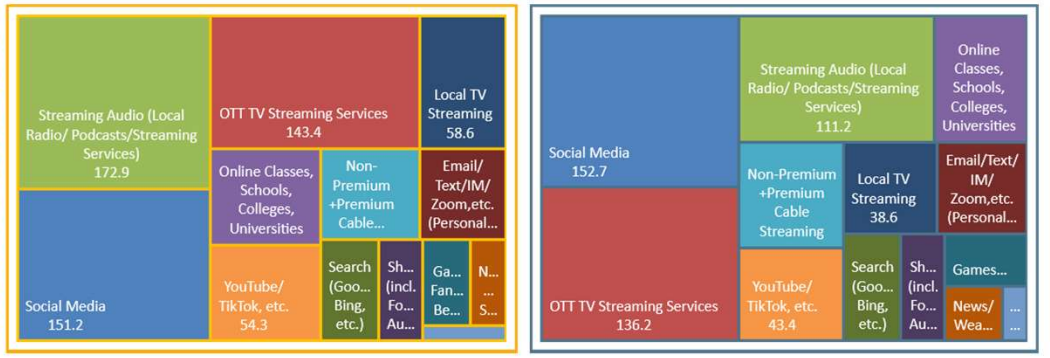
Hospitals HHLD used past 3 years (HHLD): Barnes-Jewish Hospital

326,563 or 84.1% of Adults 18 or older past 3yrs users of UNIVERSITY MEDICAL CENTER PHOENIX use Ad-Supported Social Media for an average of 139. minutes every day representing 21.9% of all time spent daily with Ad-Supported Digital Media.

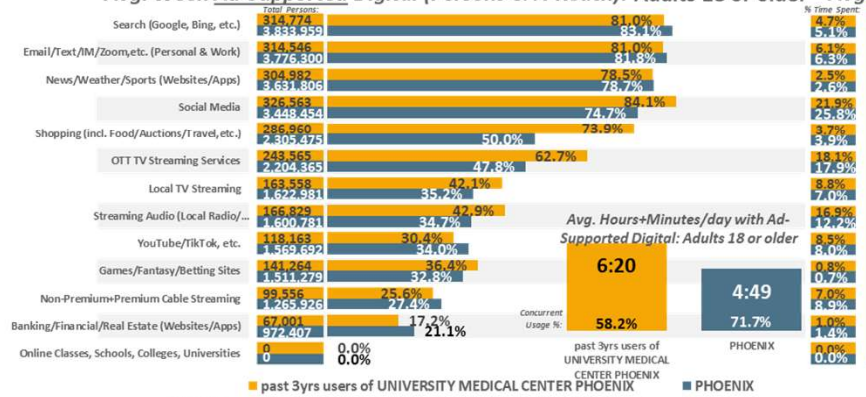
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



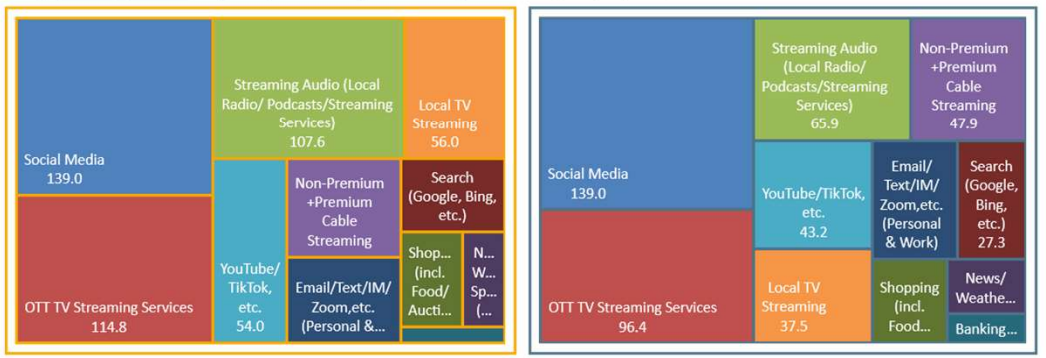
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 196

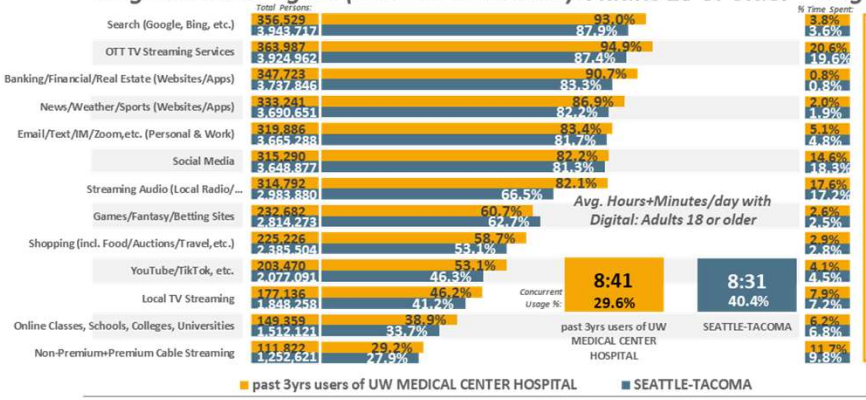
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

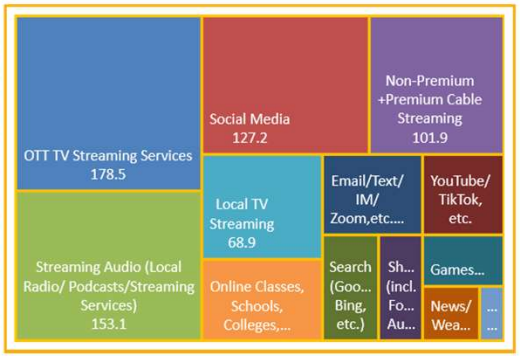
Hospitals HHLD used past 3 years (HHLD): Banner - University Medical Center Phoenix

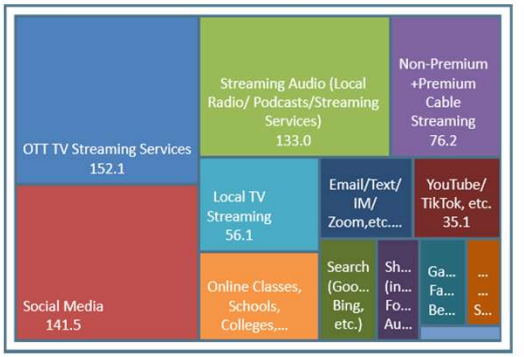
265,232 or 69.2% of Adults 18 or older past 3yrs users of UW MEDICAL CENTER HOSPITAL use Ad-Supported Social Media for an average of 107. minutes every day representing 15.9% of all time spent daily with Ad-Supported Digital Media.

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



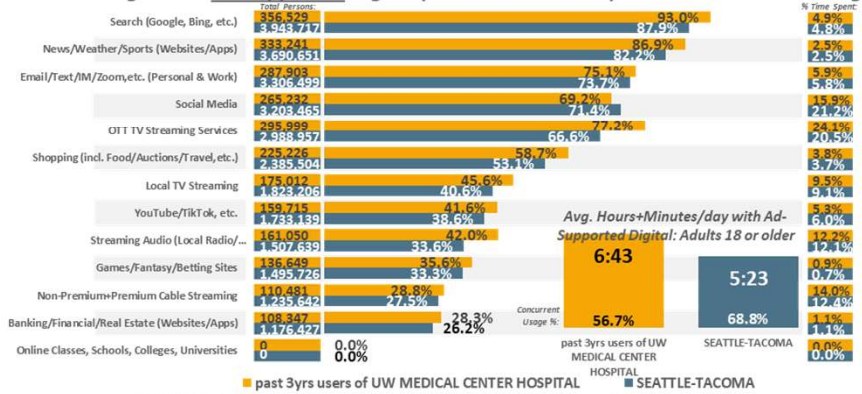
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



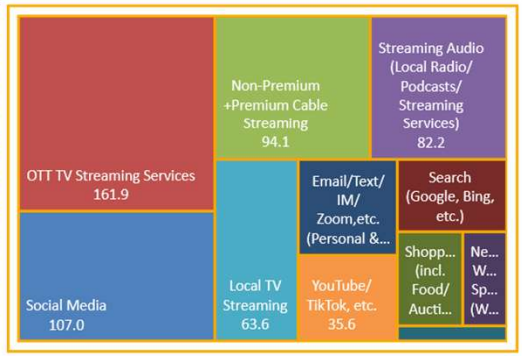


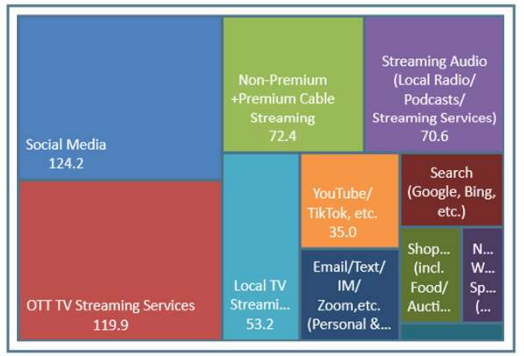
■ past 3yrs users of UW MEDICAL CENTER HOSPITAL ■ SEATTLE-TACOMA

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



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





■ past 3yrs users of UW MEDICAL CENTER HOSPITAL ■ SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 380

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

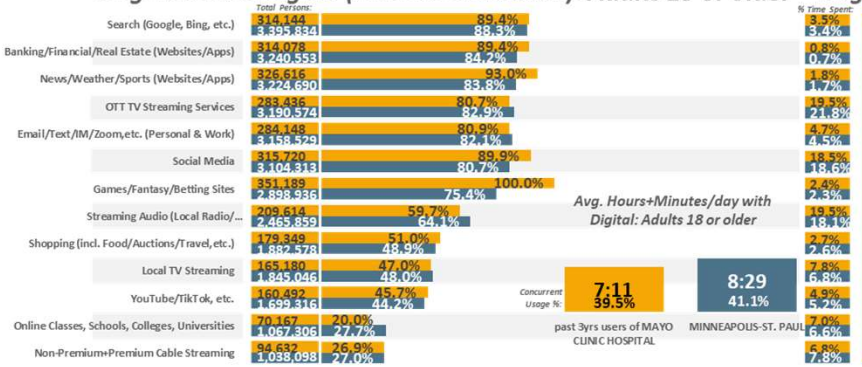
soefa.ai Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): University of Washington Medical Center

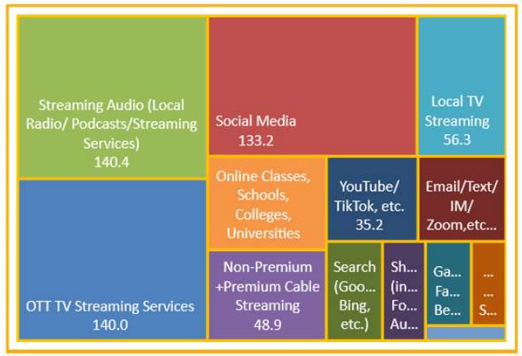


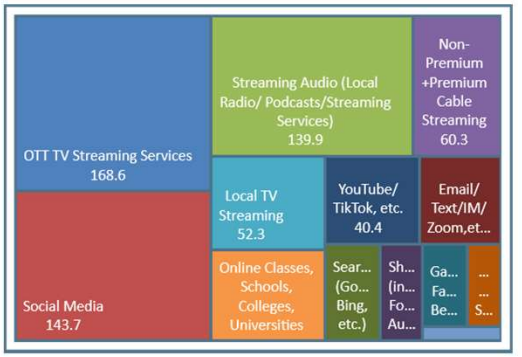
277,104 or 78.9% of Adults 18 or older past 3yrs users of MAYO CLINIC HOSPITAL use Ad-Supported Social Media for an average of 116.9 minutes every day representing 23.% of all time spent daily with Ad-Supported Digital Media.

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



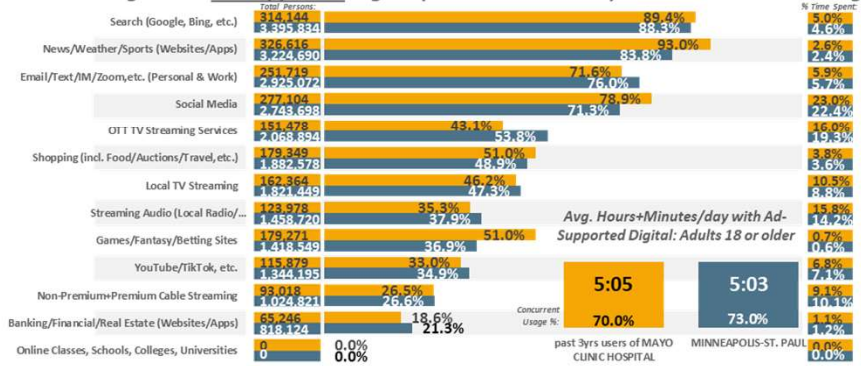
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



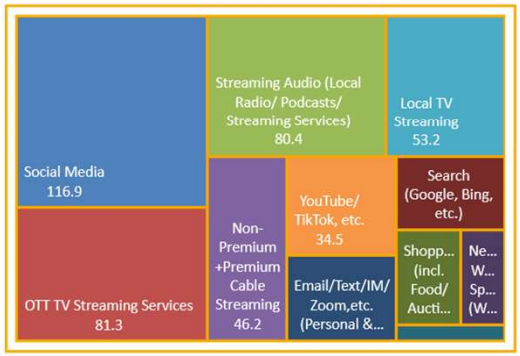


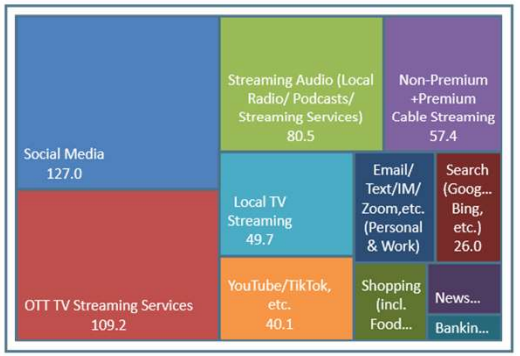
past 3yrs users of MAYO CLINIC HOSPITAL ■ MINNEAPOLIS-ST. PAUL

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



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





past 3yrs users of MAYO CLINIC HOSPITAL ■ MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 192

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

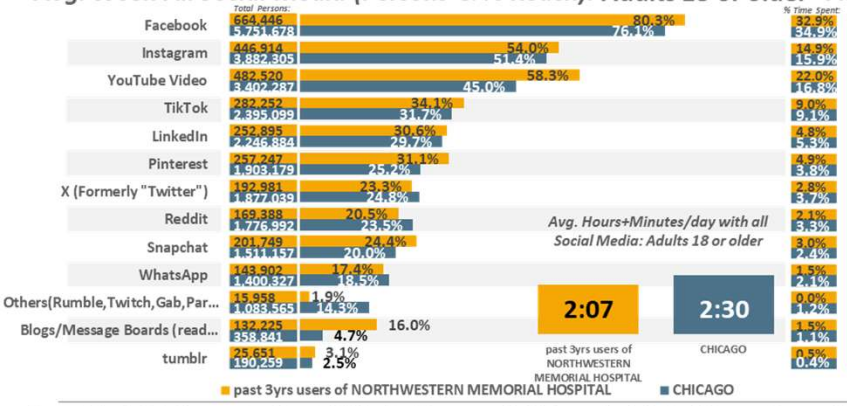
soefa.ai Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): Mayo Clinic

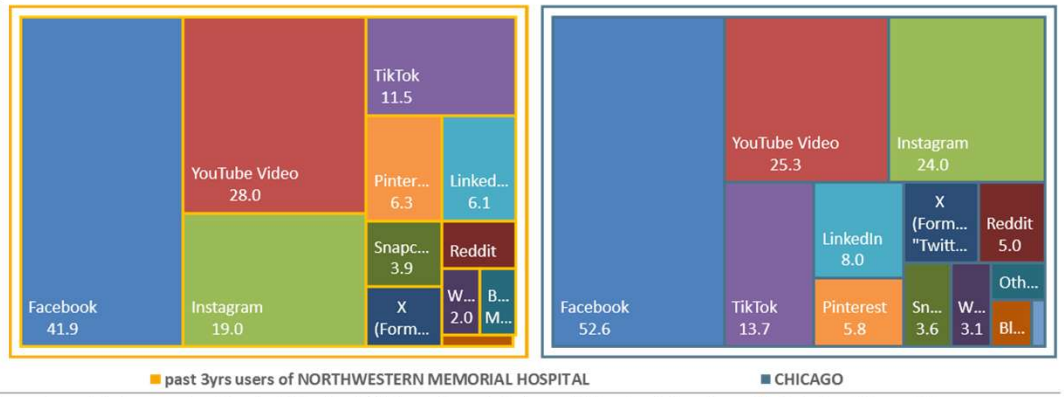


664,446 or 80.3% of Adults 18 or older past 3yrs users of NORTHWESTERN MEMORIAL HOSPITAL use Ad-Supported Facebook for an average of 40.1 minutes every day representing 33.4% of all time spent daily with Ad-Supported Social Media.

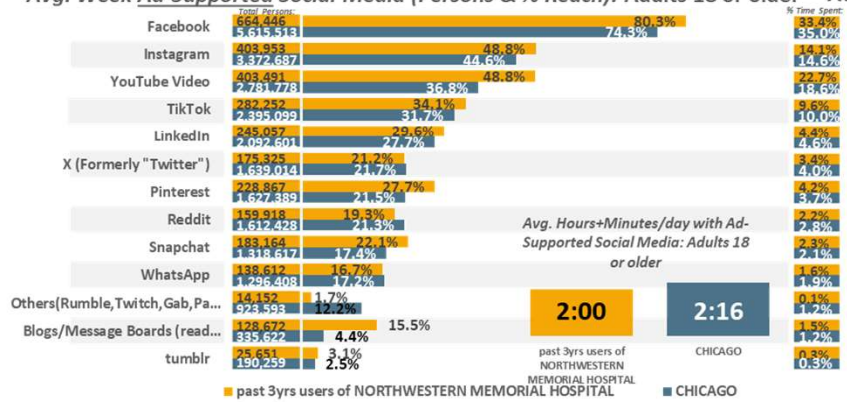
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



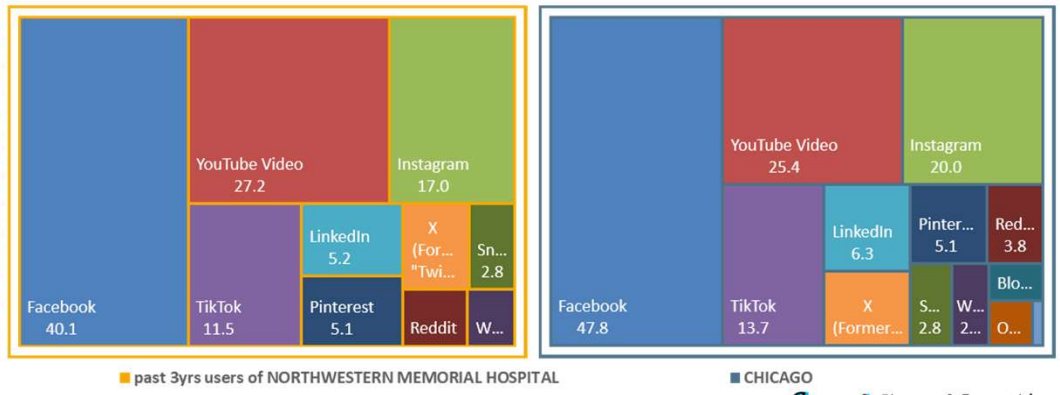
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 416

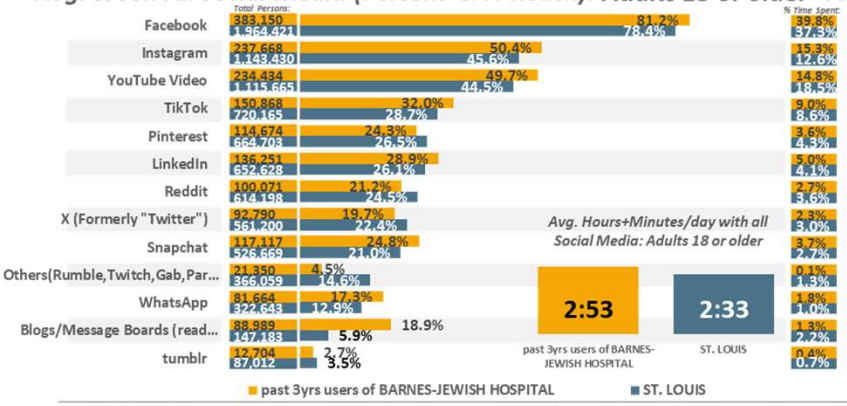
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

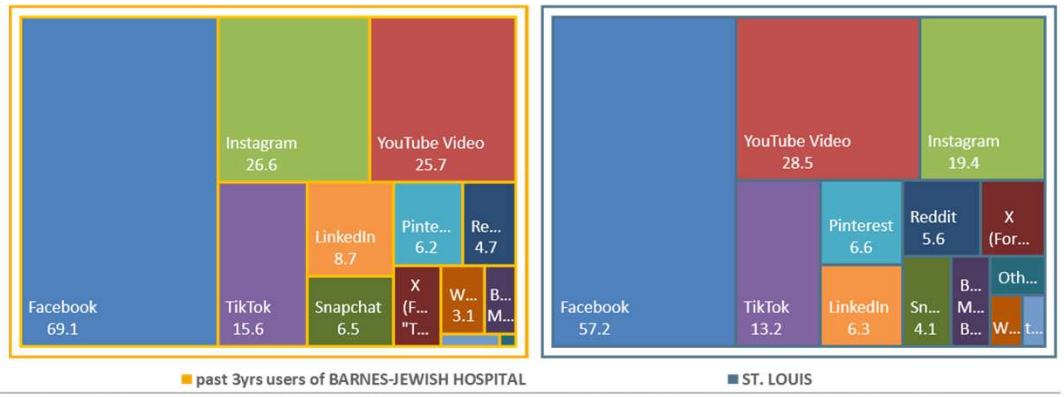
Hospitals HHLD used past 3 years (HHLD): Northwestern Memorial Hospital

339,443 or 72.% of Adults 18 or older past 3yrs users of BARNES-JEWISH HOSPITAL use Ad-Supported Facebook for an average of 56.6 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.

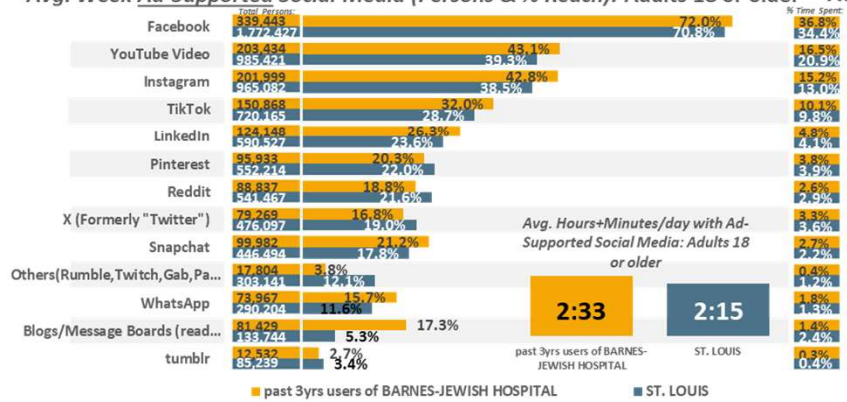
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



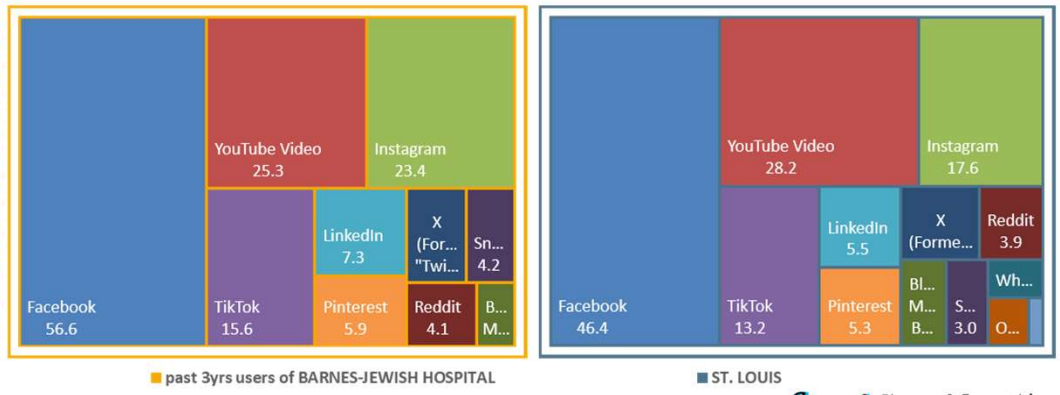
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 403

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

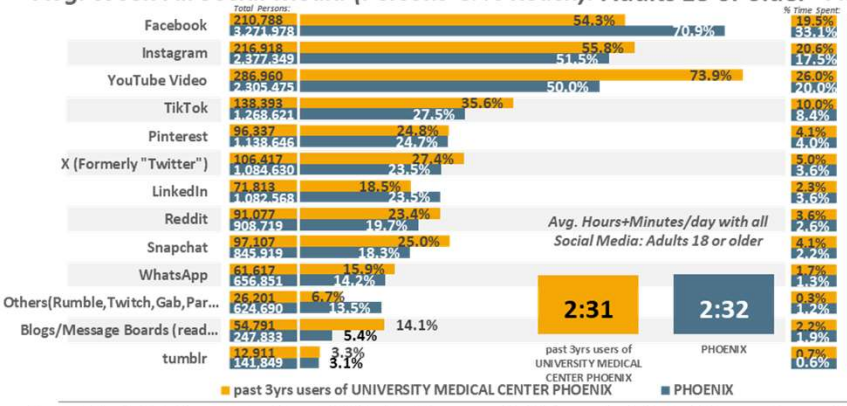
soefa.ai Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): Barnes-Jewish Hospital

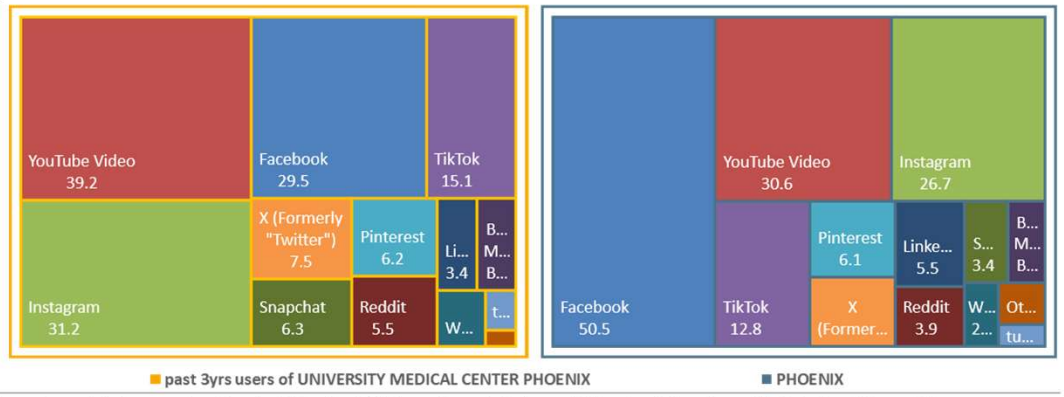


244,648 or 63.% of Adults 18 or older past 3yrs users of UNIVERSITY MEDICAL CENTER PHOENIX use Ad-Supported YouTube Video for an average of 39. minutes every day representing 28.% of all time spent daily with Ad-Supported Social Media.

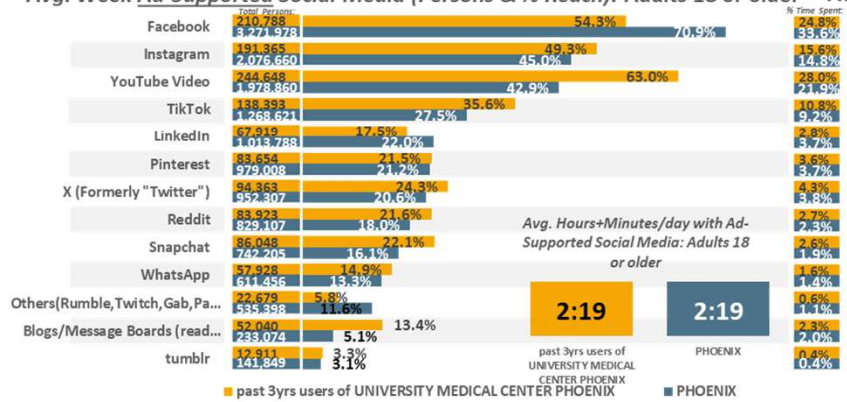
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



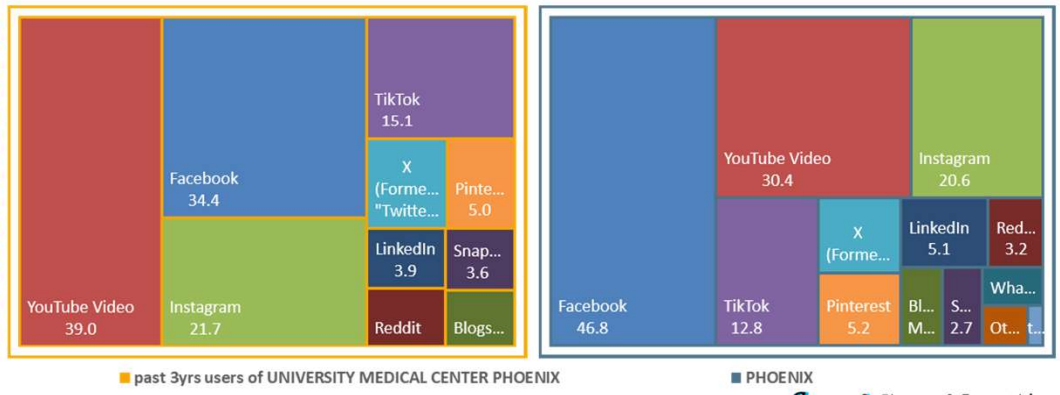
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 196

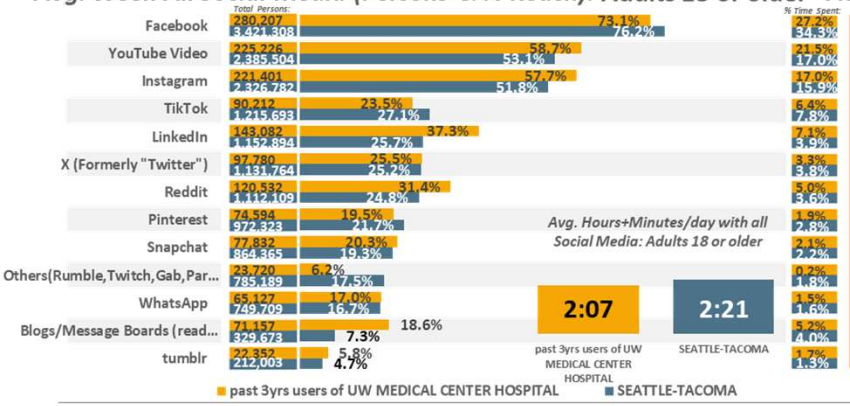
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

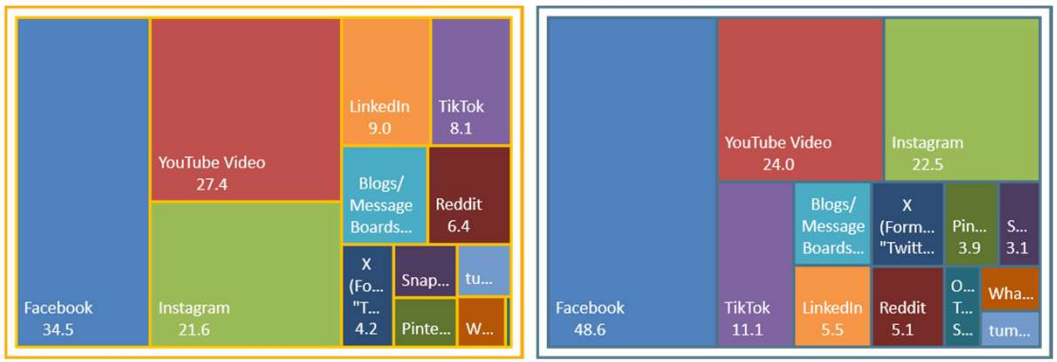
Hospitals HHLD used past 3 years (HHLD): Banner - University Medical Center Phoenix

265,232 or 69.2% of Adults 18 or older past 3yrs users of UW MEDICAL CENTER HOSPITAL use Ad-Supported Facebook for an average of 31.5 minutes every day representing 29.4% of all time spent daily with Ad-Supported Social Media.

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

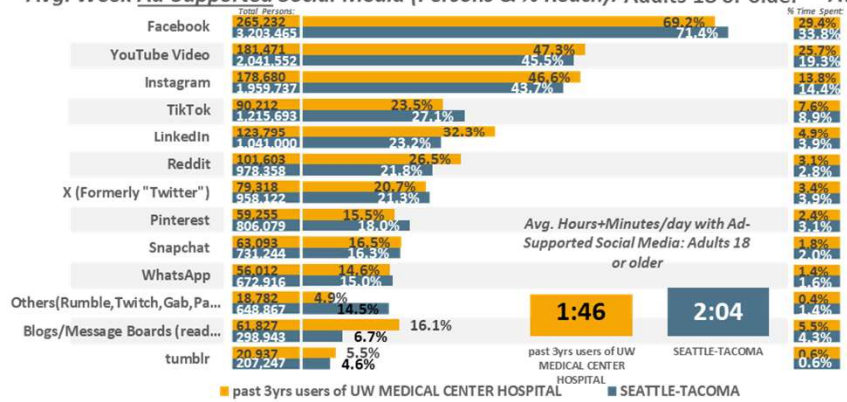


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

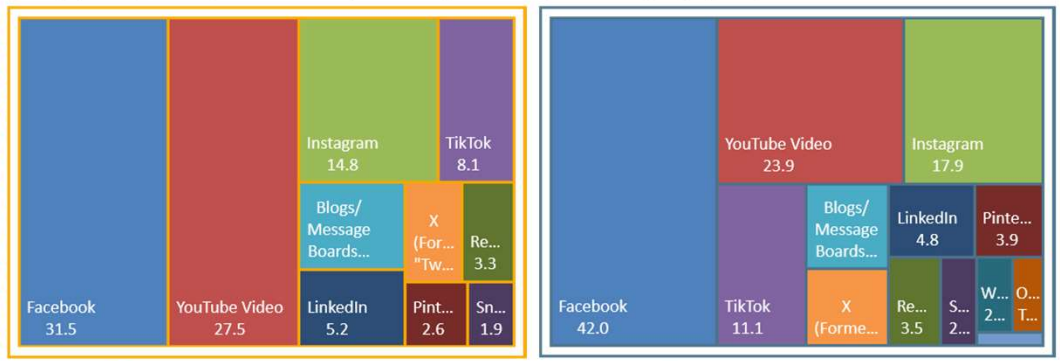


past 3yrs users of UW MEDICAL CENTER HOSPITAL SEATTLE-TACOMA

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



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



past 3yrs users of UW MEDICAL CENTER HOSPITAL SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 380

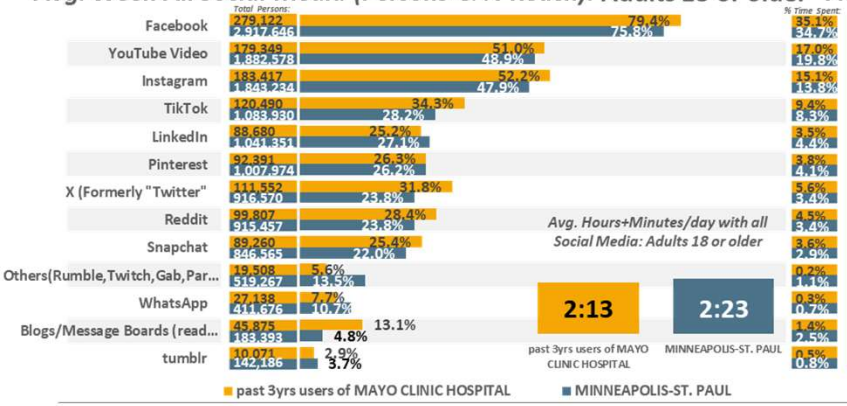
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

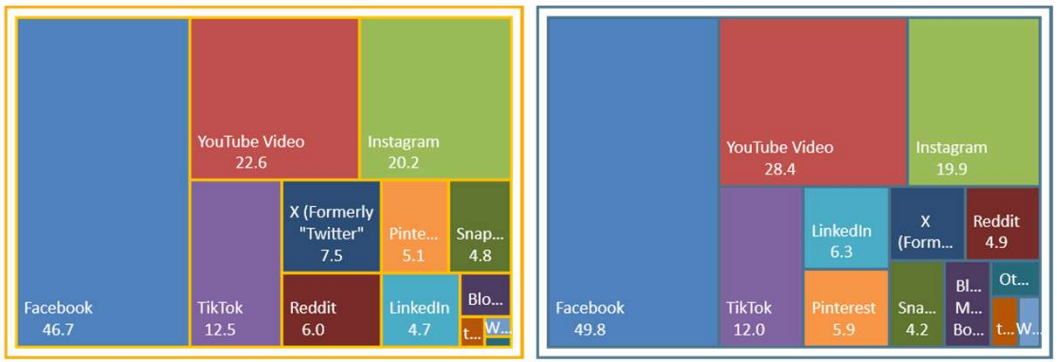
Hospitals HHLD used past 3 years (HHLD): University of Washington Medical Center

277,104 or 78.9% of Adults 18 or older past 3yrs users of MAYO CLINIC HOSPITAL use Ad-Supported Facebook for an average of 42. minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

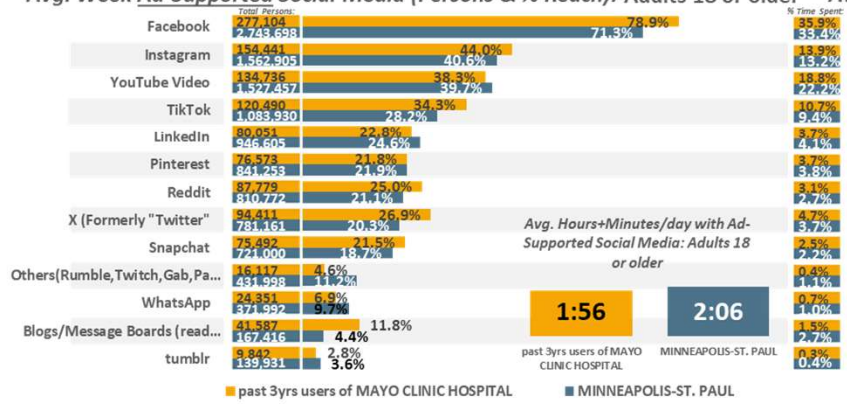
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



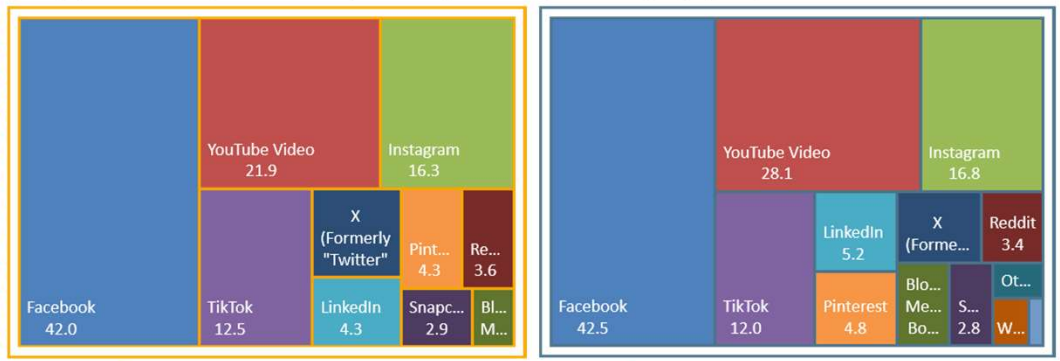
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



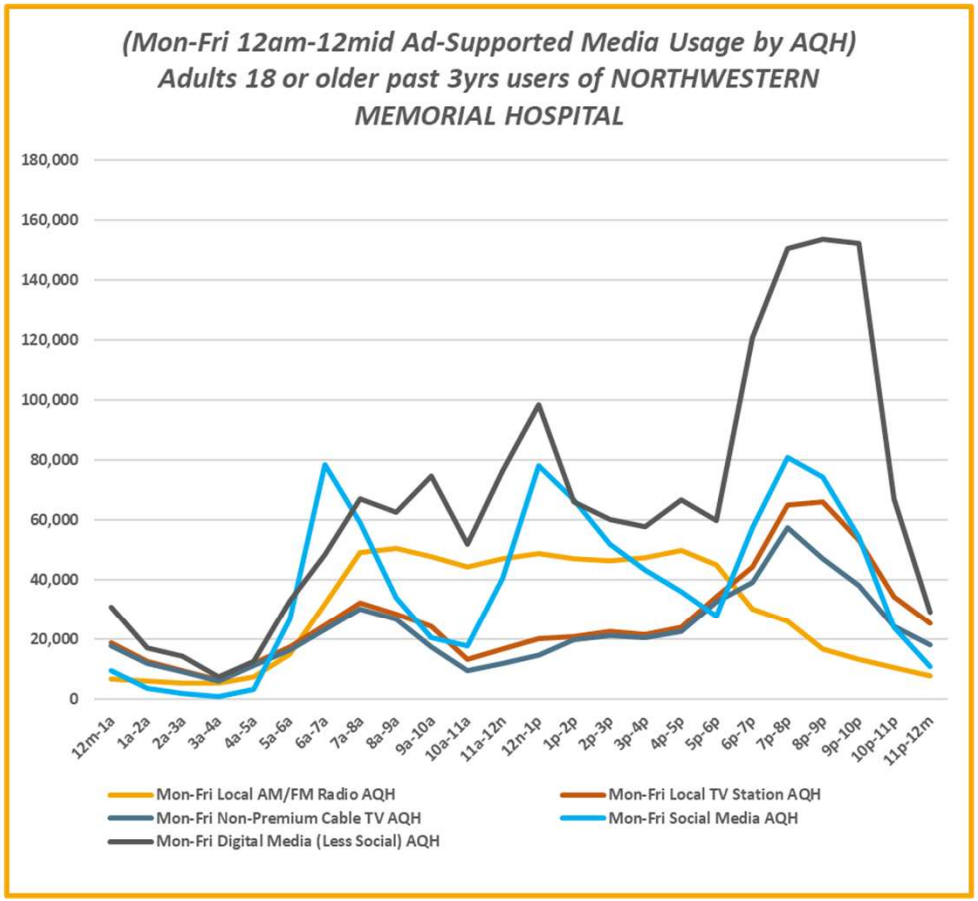
MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 192

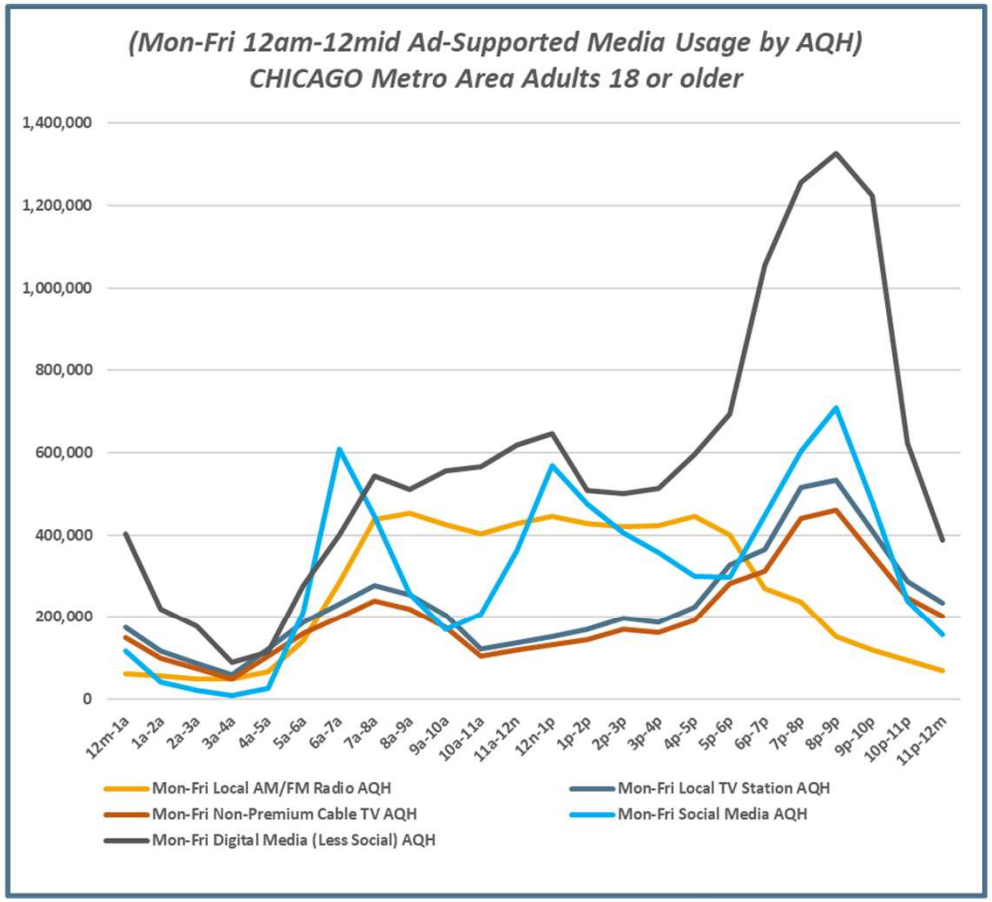
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): Mayo Clinic

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 70,071; Social Media: 47,048; Local Radio: 45,029; Local TV: 25,183; Non-Prem. Cable: 22,260 reaching Adults 18 or older past 3yrs users of NORTHWESTERN MEMORIAL HOSPITAL





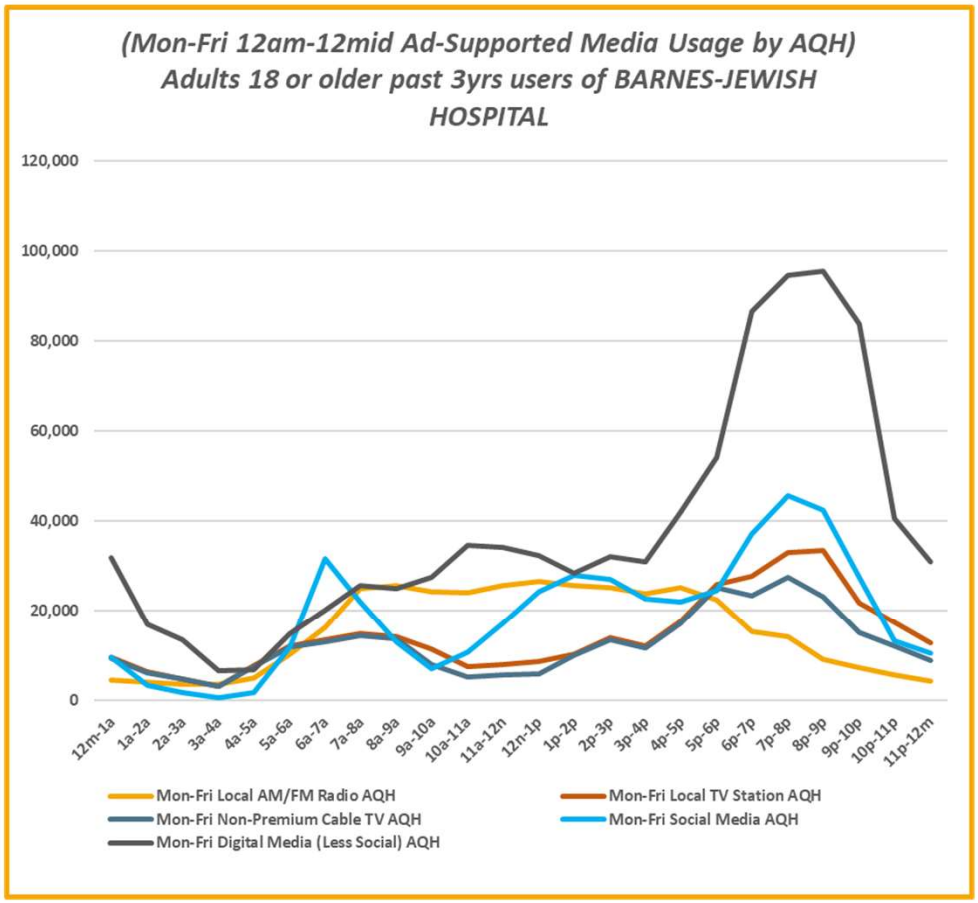
CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 416

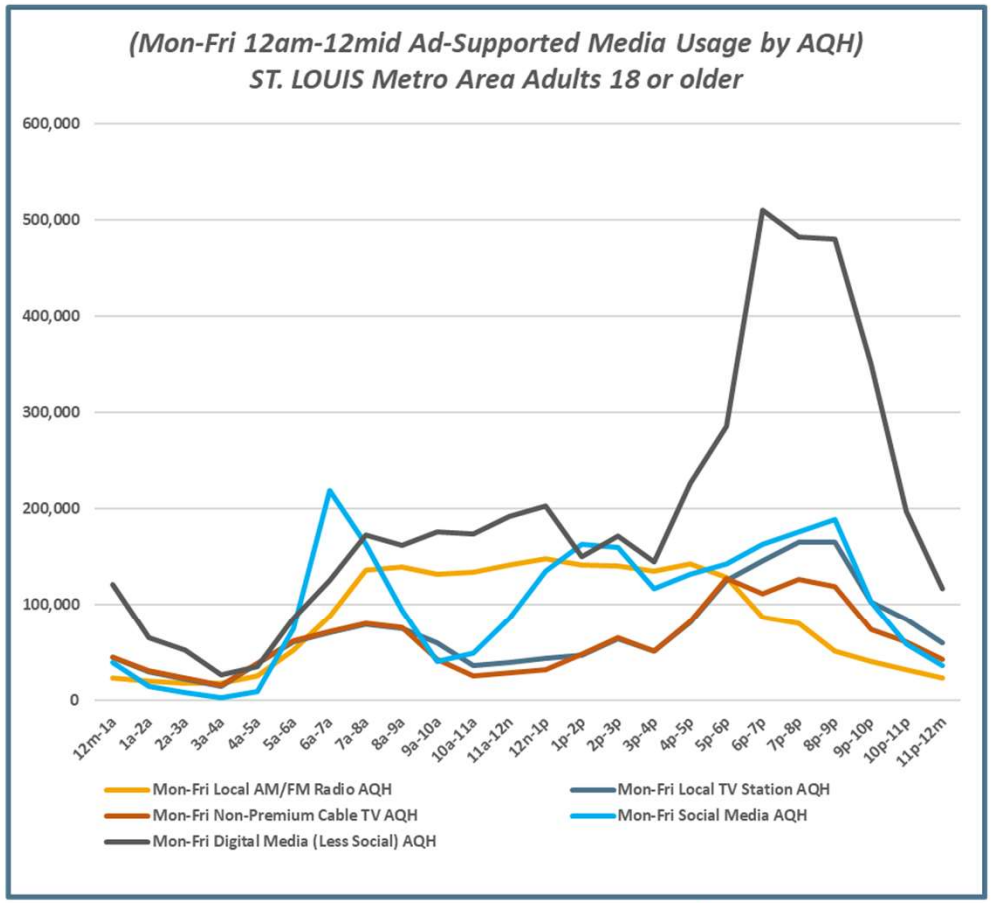
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): Northwestern Memorial Hospital

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 36,411; Local Radio: 23,397; Social Media: 22,060; Local TV: 14,242; Non-Prem. Cable: 12,804 reaching Adults 18 or older past 3yrs users of BARNES-JEWISH HOSPITAL.





ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 403

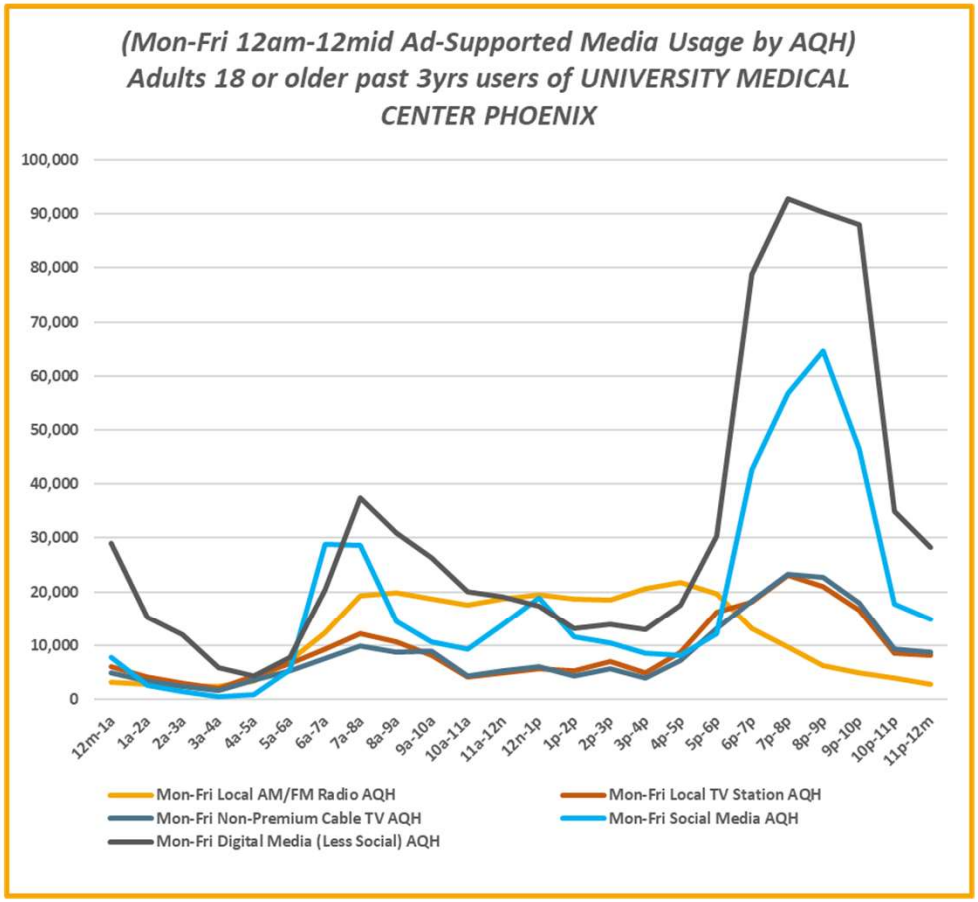
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

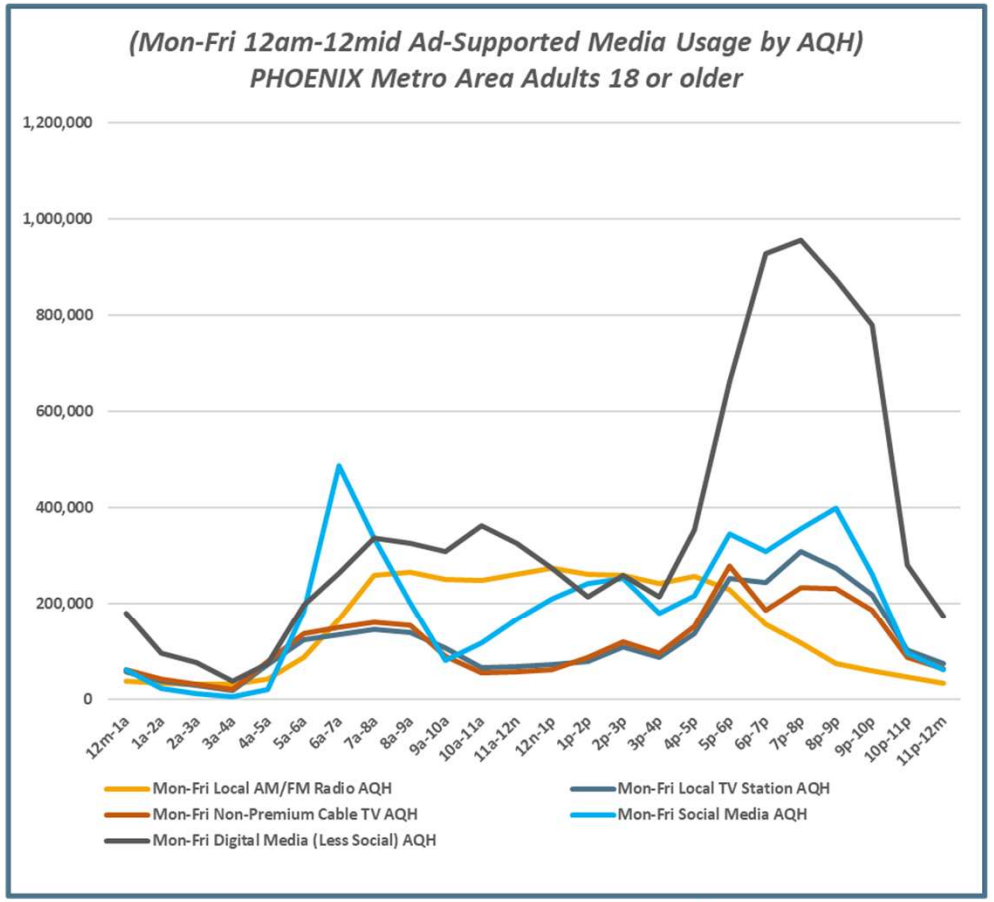
soefa.ai Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): Barnes-Jewish Hospital



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 26,021; Local Radio: 18,307; Social Media: 16,791; Local TV: 8,847; Non-Prem. Cable: 7,945 reaching Adults 18 or older past 3yrs users of UNIVERSITY MEDICAL CENTER PHOENI





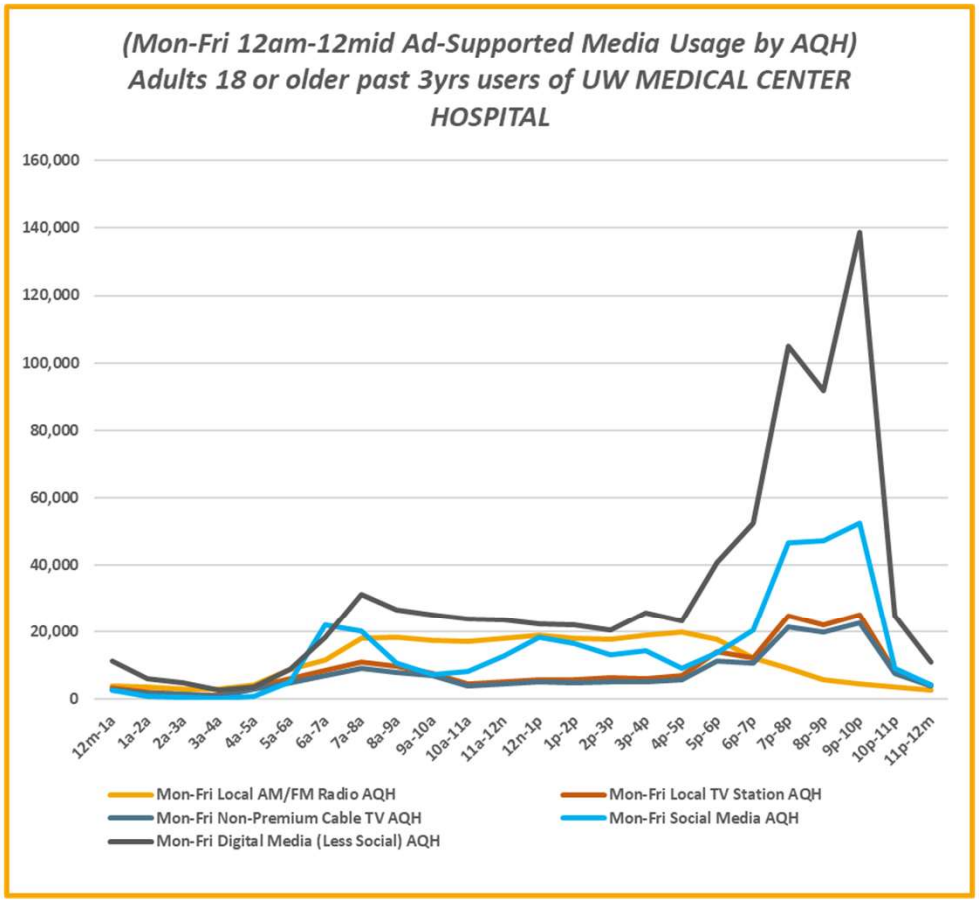
PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 196

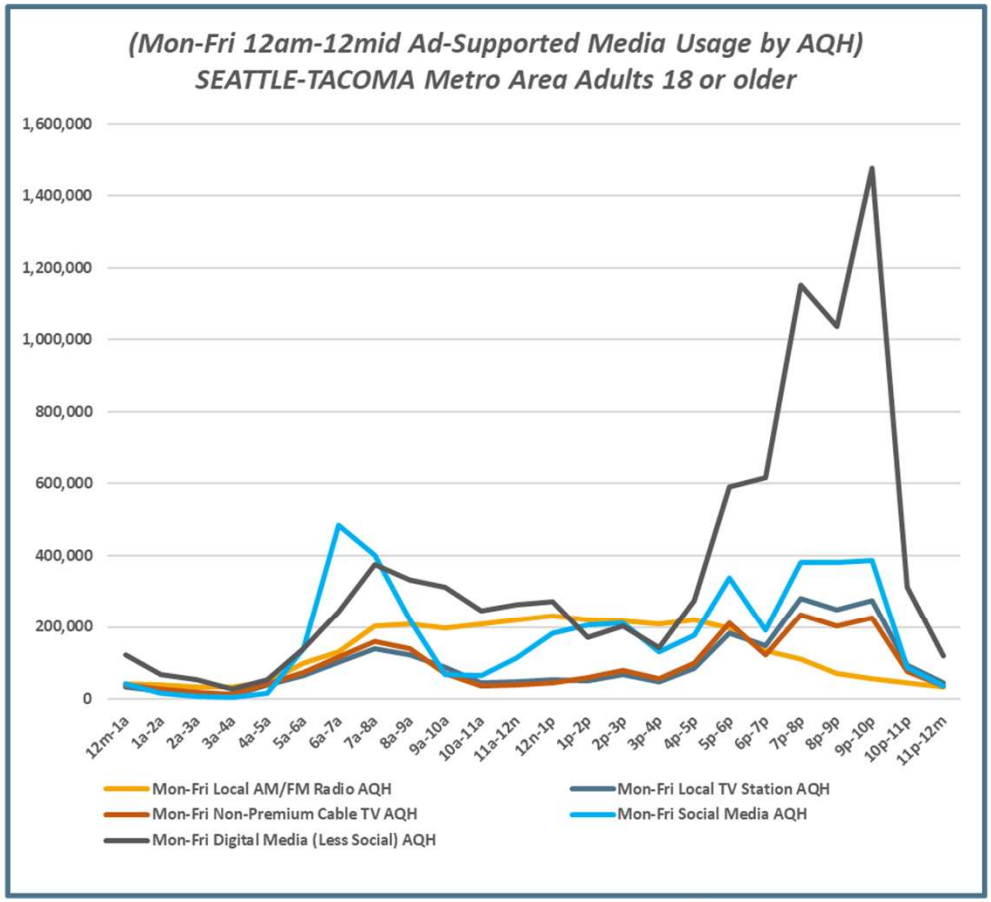
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): Banner - University Medical Center Phoenix

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 27,358; Local Radio: 17,179; Social Media: 14,303; Local TV: 7,928; Non-Prem. Cable: 6,656 reaching Adults 18 or older past 3yrs users of UW MEDICAL CENTER HOSPITAL.





SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 380

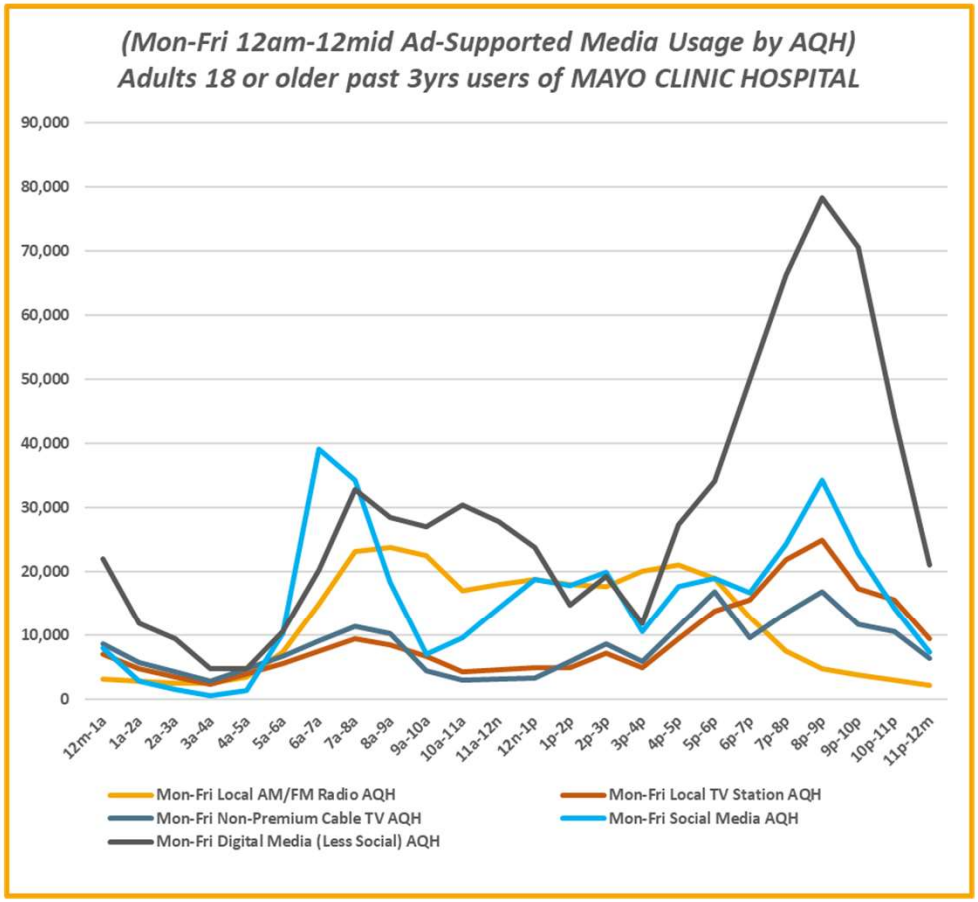
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

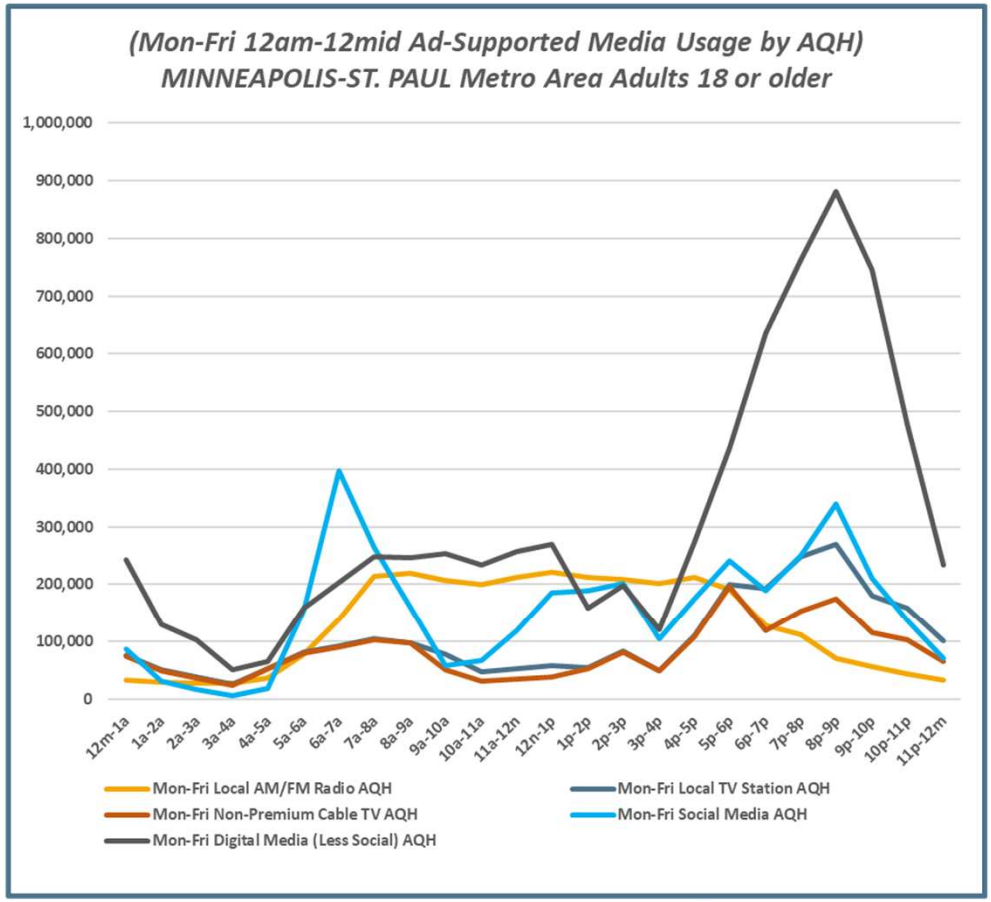
soefa.ai Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): University of Washington Medical Center



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 26,769; Local Radio: 19,003; Social Media: 18,739; Non-Prem. Cable: 7,922; Local TV: 7,823 reaching Adults 18 or older past 3yrs users of MAYO CLINIC HOSPITAL.





MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 192

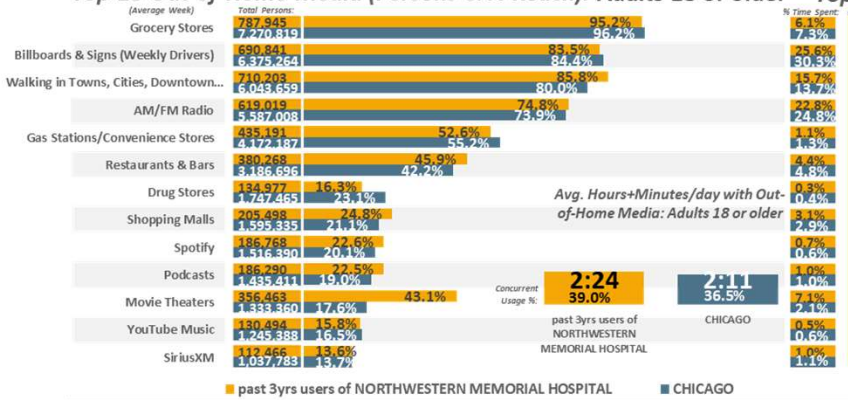
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

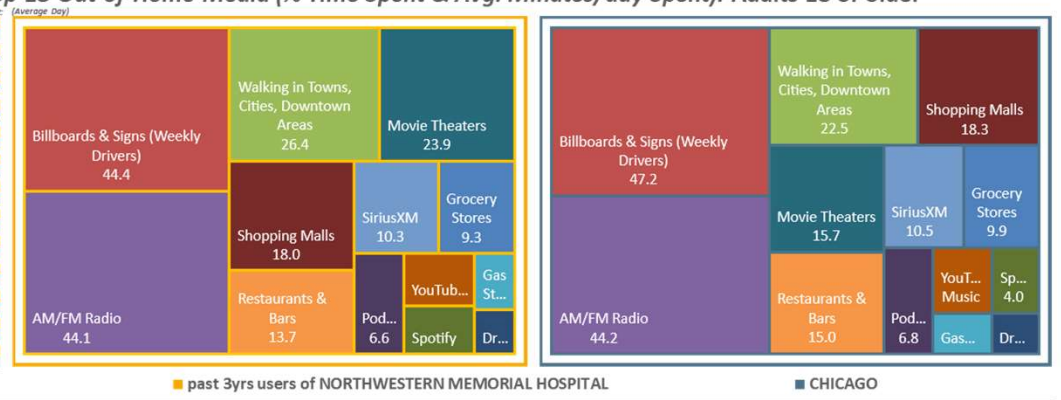
Hospitals HHLD used past 3 years (HHLD): Mayo Clinic

690,841 or 83.5% of Adults 18 or older past 3yrs users of NORTHWESTERN MEMORIAL HOSPITAL spend an average of 44.4 minutes per day driving, seeing Billboards and Signs. 71.2% Listen to Local Radio Stations Out-of-Home for an average of 39.3 minutes/day.

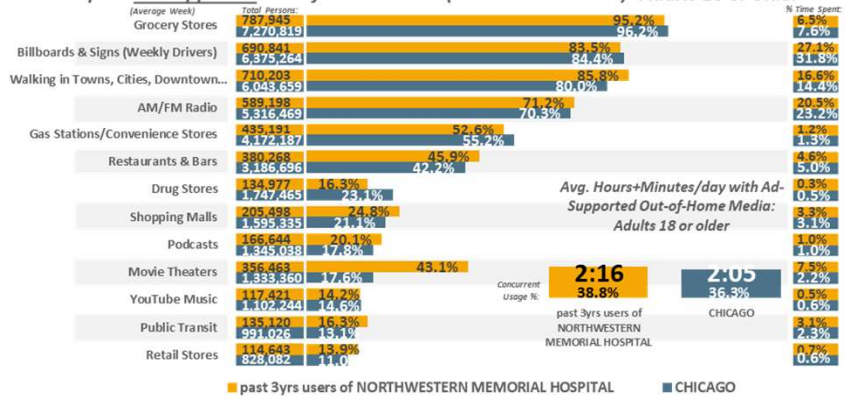
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



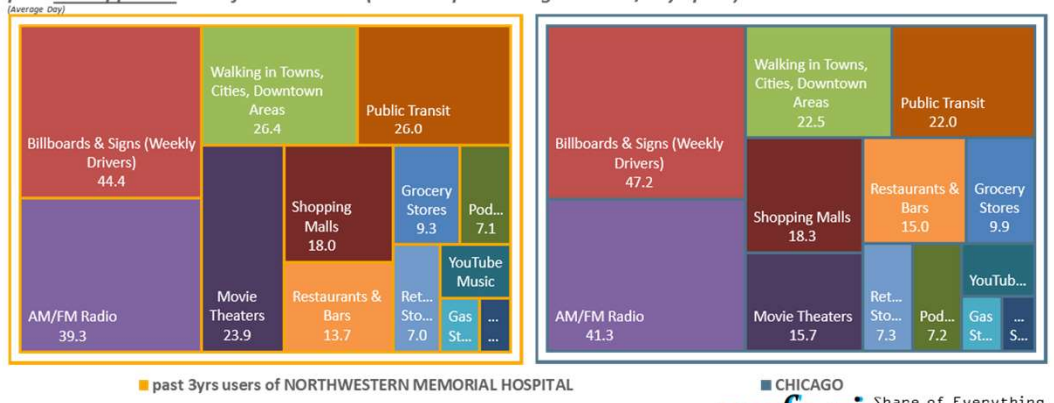
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 416

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

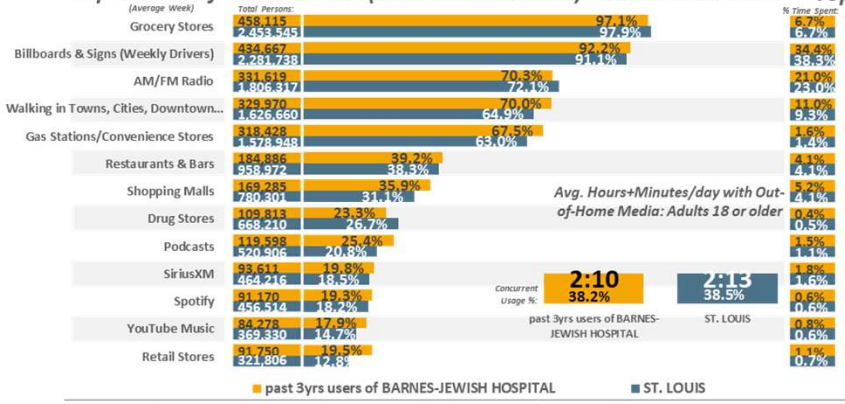
soefa.ai Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): Northwestern Memorial Hospital

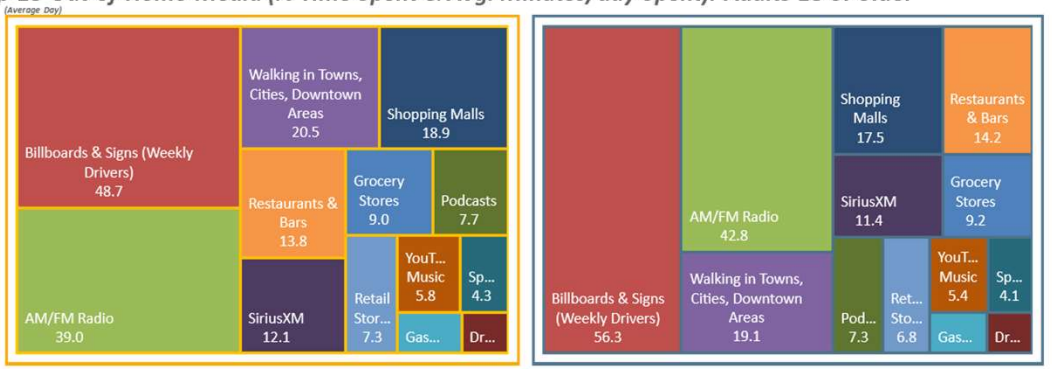


434,667 or 92.2% of Adults 18 or older past 3yrs users of BARNES-JEWISH HOSPITAL spend an average of 48.7 minutes per day driving, seeing Billboards and Signs. 66.5% Listen to Local Radio Stations Out-of-Home for an average of 35.4 minutes/day.

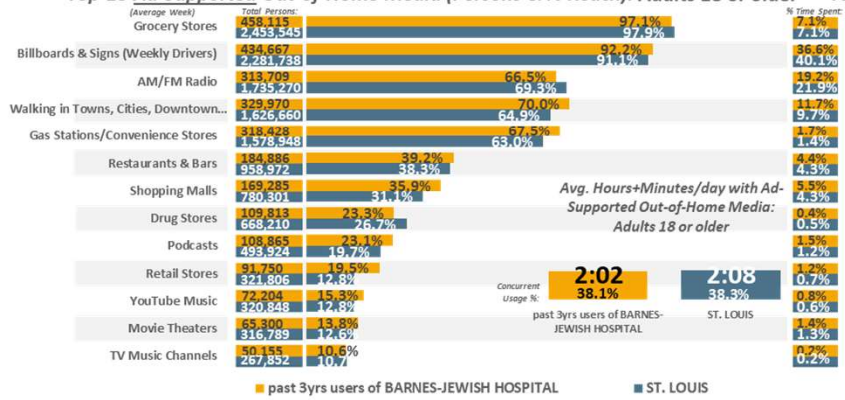
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



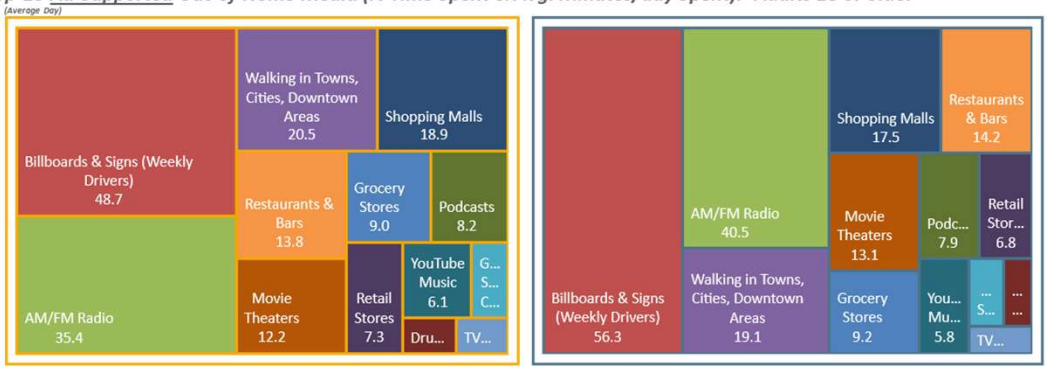
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 403

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

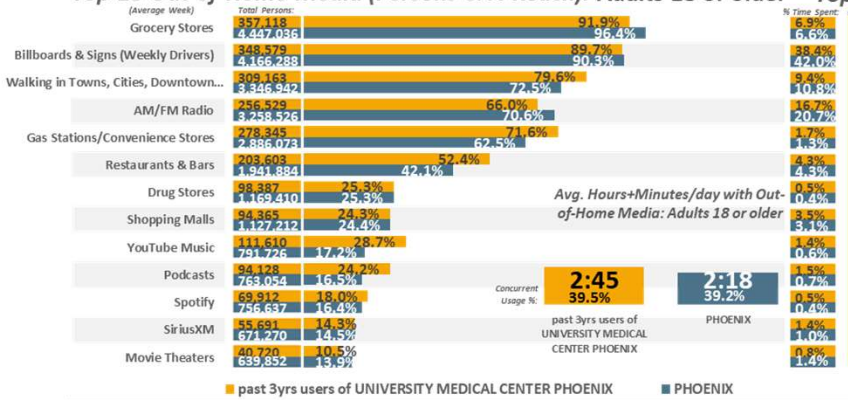
soefa.ai Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): Barnes-Jewish Hospital

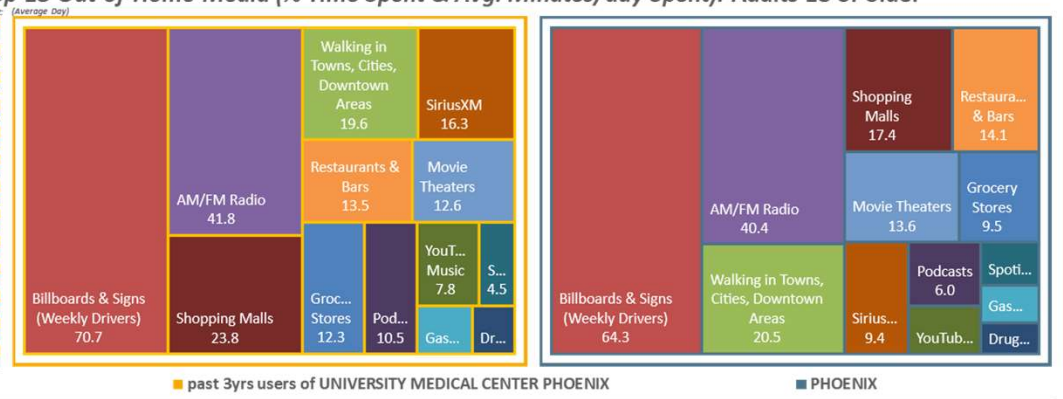


348,579 or 89.7% of Adults 18 or older past 3yrs users of UNIVERSITY MEDICAL CENTER PHOENIX spend an average of 70.7 minutes per day driving, seeing Billboards and Signs. 61.7% Listen to Local Radio Stations Out-of-Home for an average of 39. minutes/day.

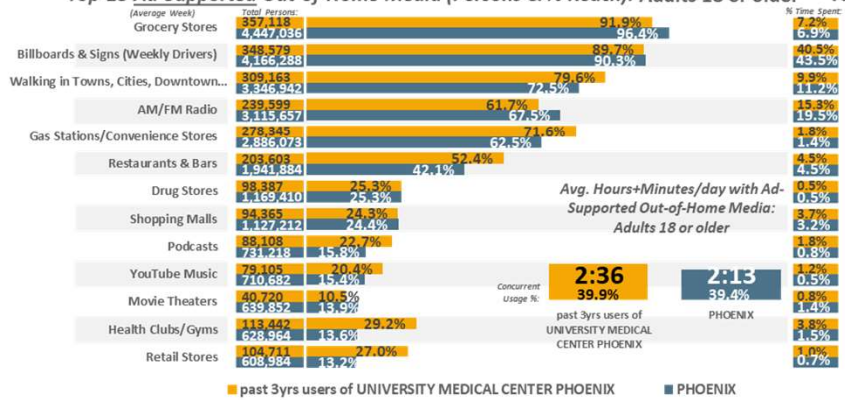
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



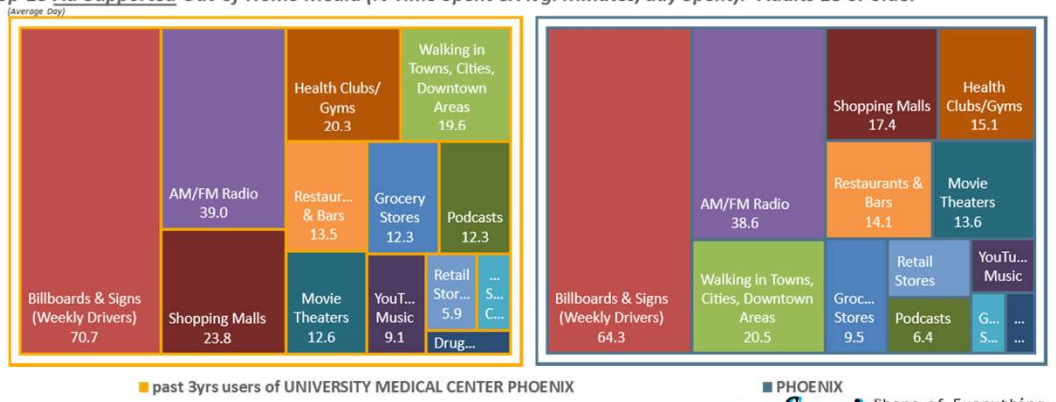
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 196

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

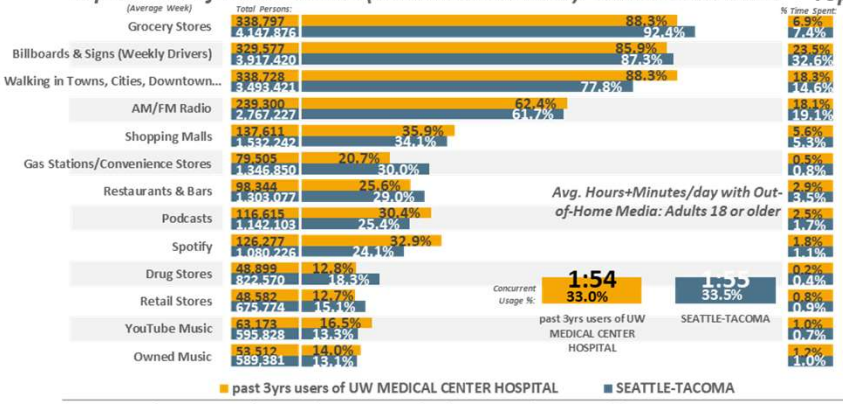
soefa.ai Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): Banner - University Medical Center Phoenix

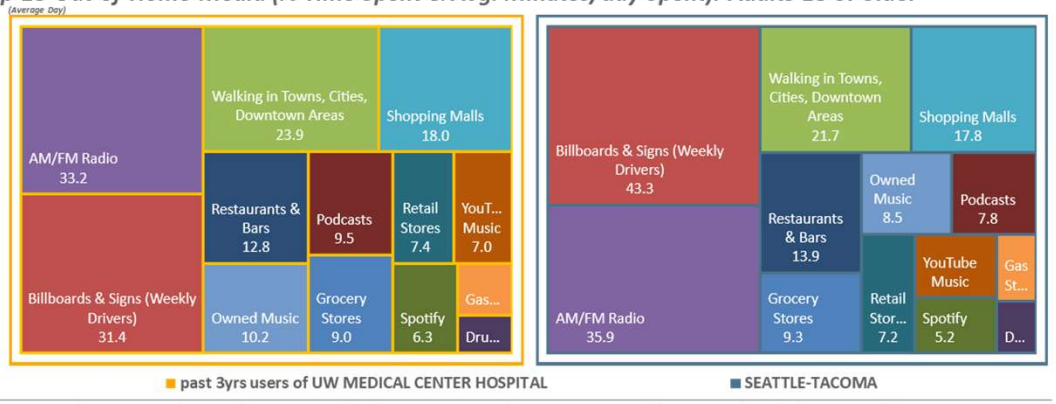


329,577 or 85.9% of Adults 18 or older past 3yrs users of UW MEDICAL CENTER HOSPITAL spend an average of 31.4 minutes per day driving, seeing Billboards and Signs. 60.% Listen to Local Radio Stations Out-of-Home for an average of 28.3 minutes/day.

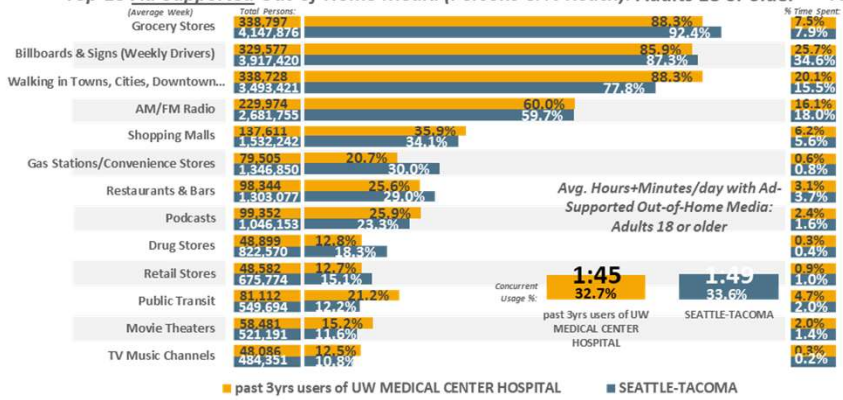
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



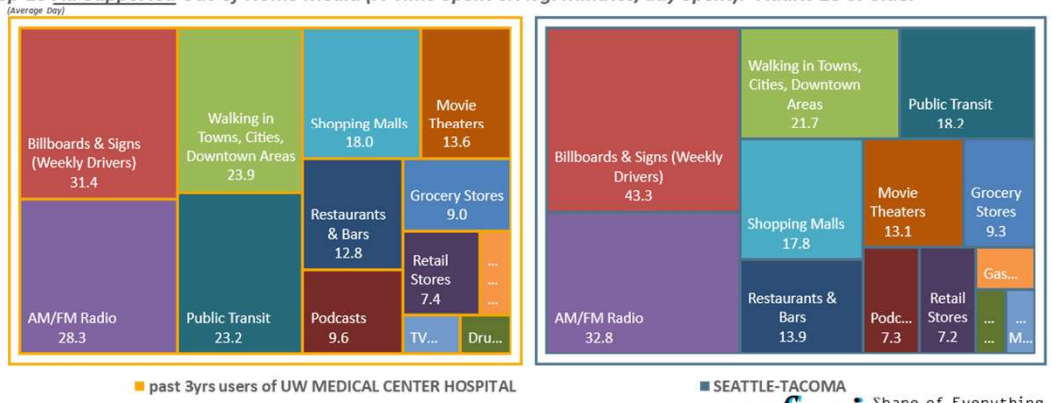
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 380

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

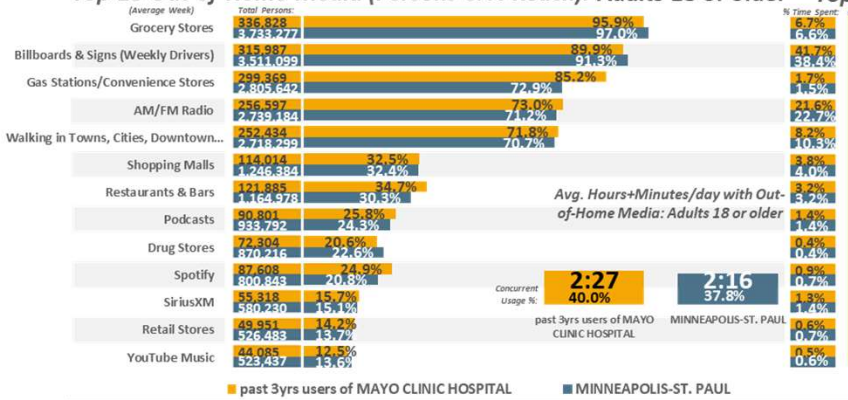
soefa.ai Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): University of Washington Medical Center

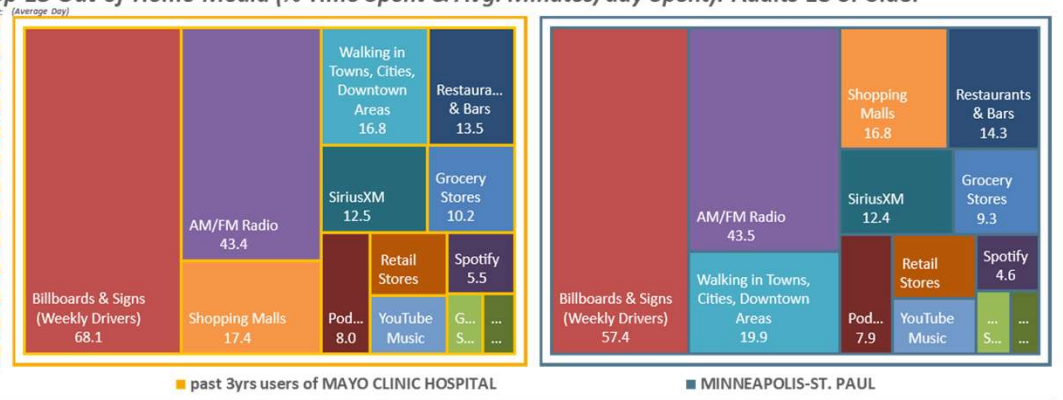


315,987 or 89.9% of Adults 18 or older past 3yrs users of MAYO CLINIC HOSPITAL spend an average of 68.1 minutes per day driving, seeing Billboards and Signs. 69.1% Listen to Local Radio Stations Out-of-Home for an average of 38.8 minutes/day.

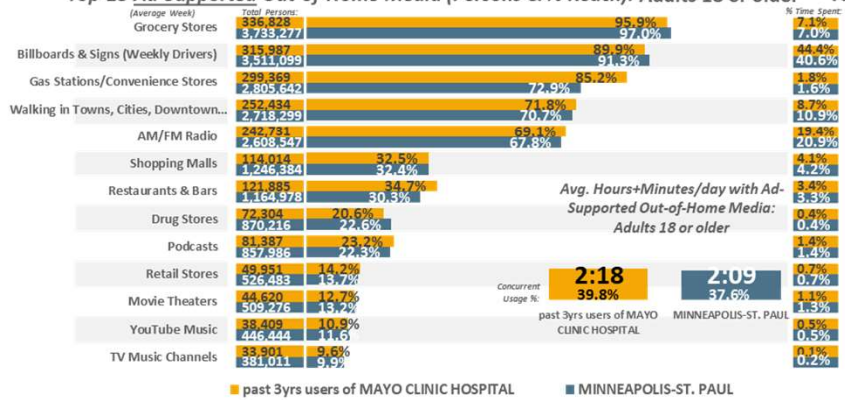
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



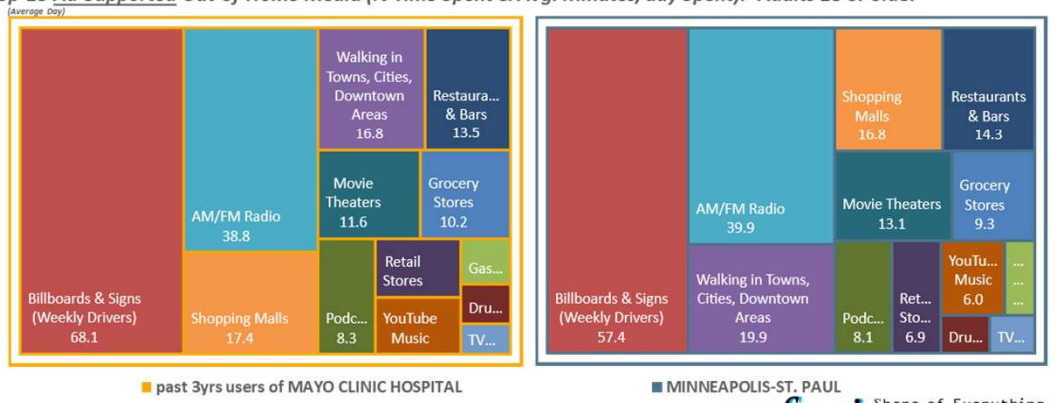
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 192

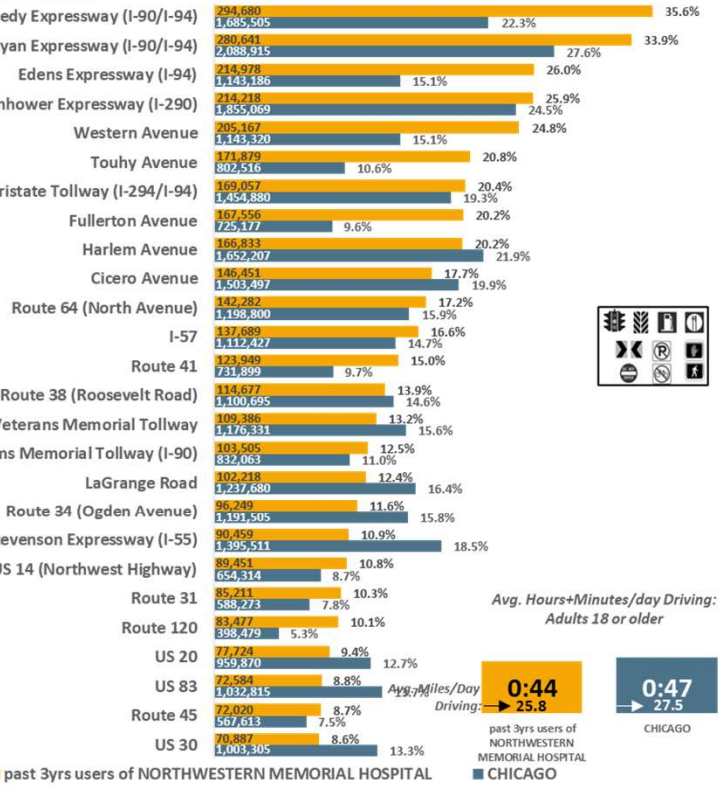
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): Mayo Clinic

690,841 or 83.5% of Adults 18 or older past 3yrs users of NORTHWESTERN MEMORIAL HOSPITAL spend an average of 44.4 minutes per day driving an average of 25.8 miles each day and are 111.% more likely to use Fullerton Avenue than the Metro average.

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



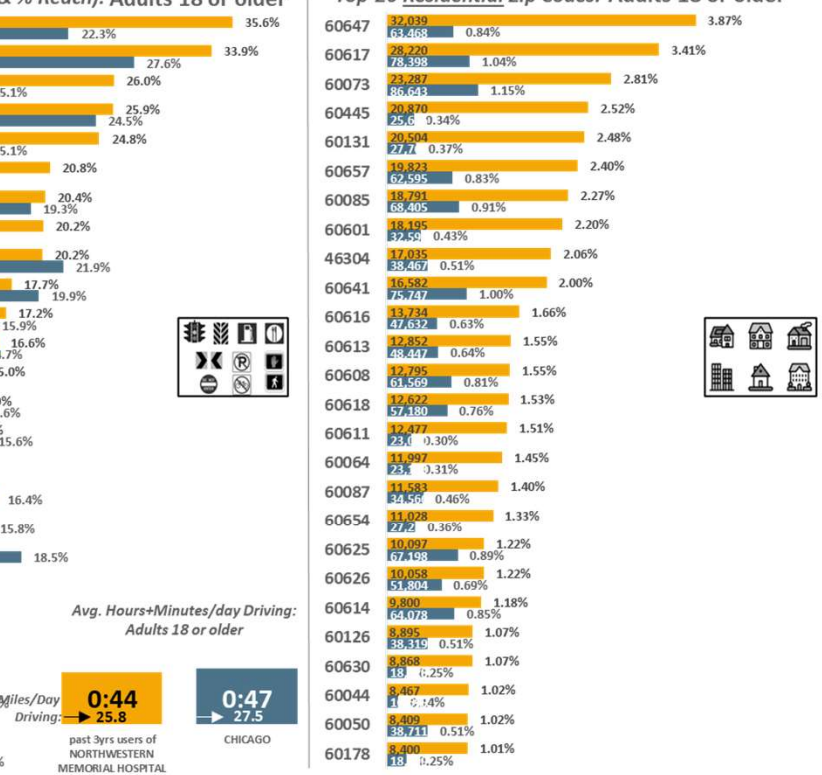
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

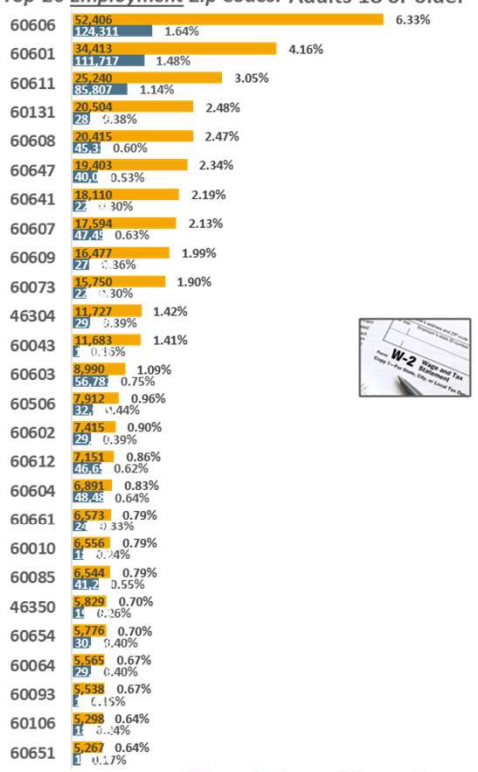
0:44 → 25.8 past 3yrs users of NORTHWESTERN MEMORIAL HOSPITAL

0:47 → 27.5 CHICAGO

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 416

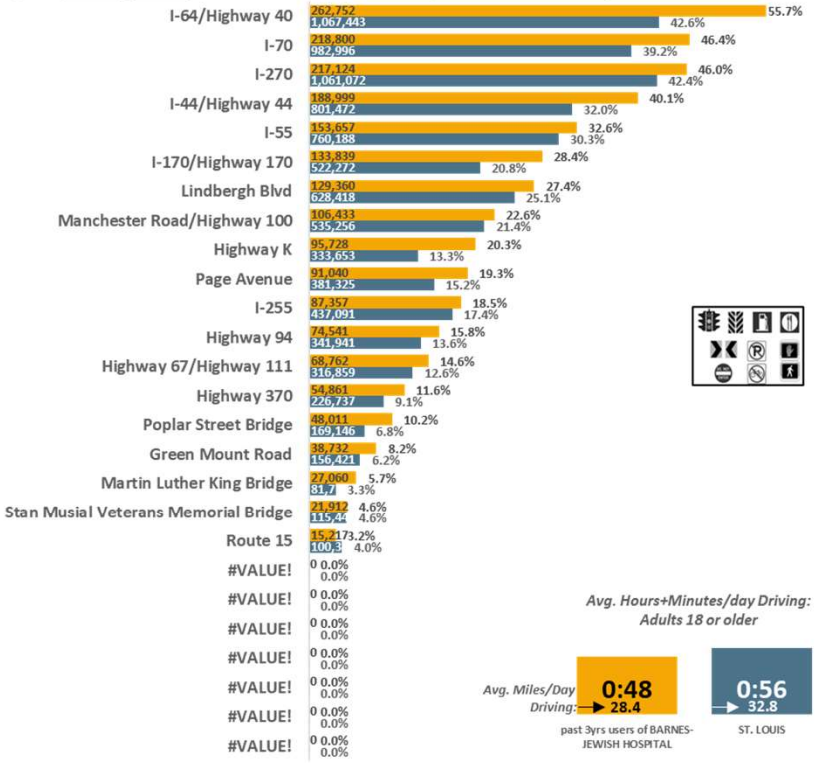
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hospitals HHLD used past 3 years (HHLD): Northwestern Memorial Hospital



434,667 or 92.2% of Adults 18 or older past 3yrs users of BARNES-JEWISH HOSPITAL spend an average of 48.7 minutes per day driving an average of 28.4 miles each day and are 75.7% more likely to use Martin Luther King Bridge than the Metro average.

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

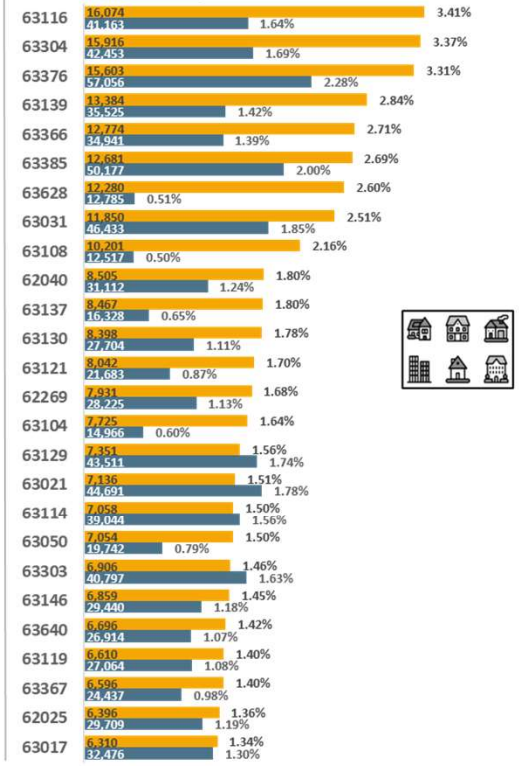


Avg. Hours+Minutes/day Driving: Adults 18 or older

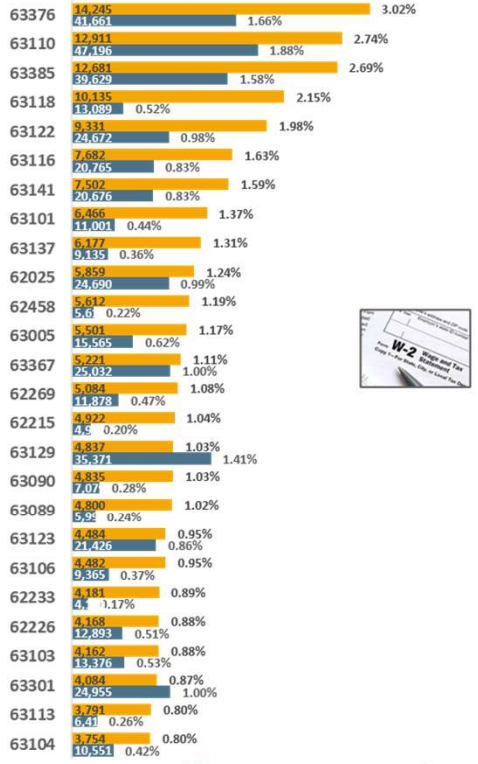
Avg. Miles/Day Driving: → 28.4

past 3yrs users of BARNES-JEWISH HOSPITAL | ST. LOUIS

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 403

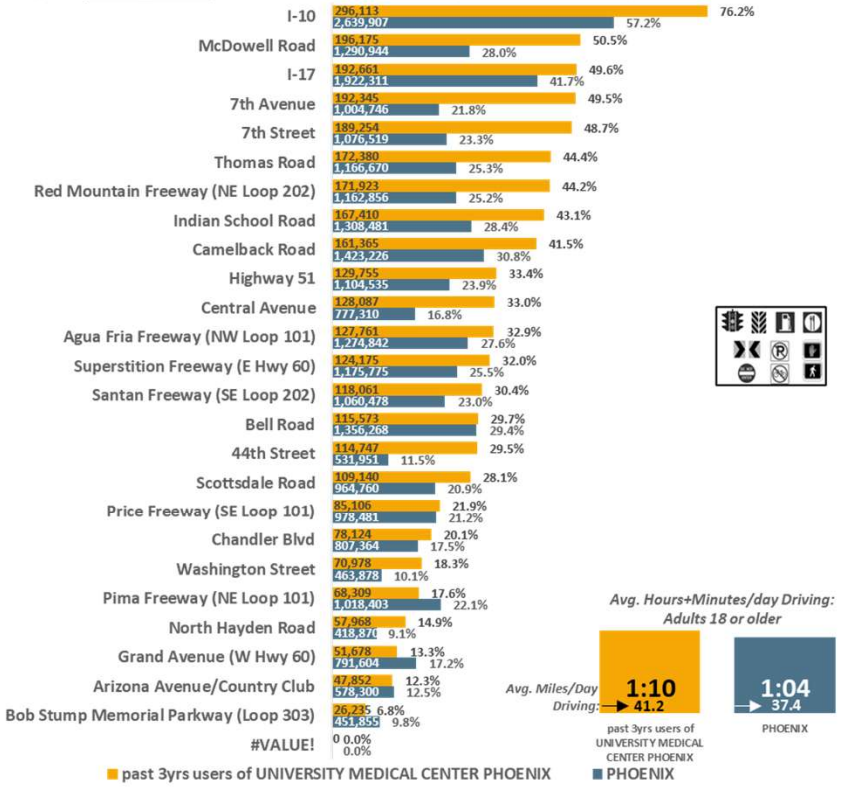
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hospitals HHLD used past 3 years (HHLD): Barnes-Jewish Hospital



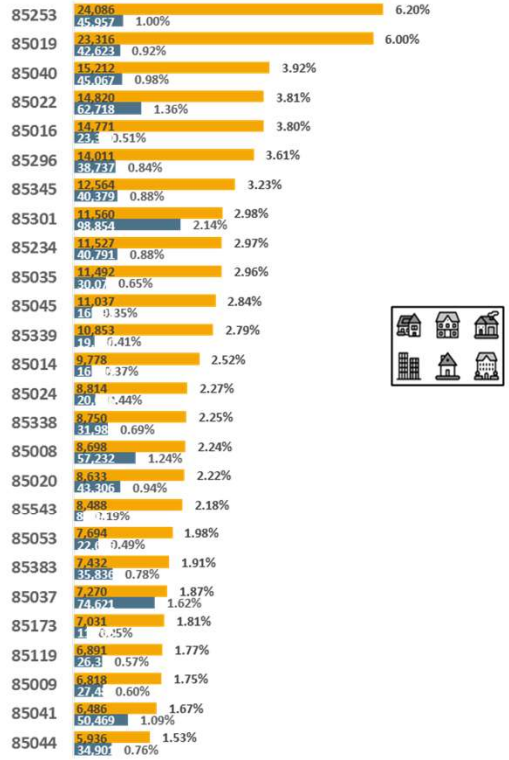
348,579 or 89.7% of Adults 18 or older past 3yrs users of UNIVERSITY MEDICAL CENTER PHOENIX spend an average of 70.7 minutes per day driving an average of 41.2 miles each day and are 156.2% more likely to use 44th Street than the Metro average.

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

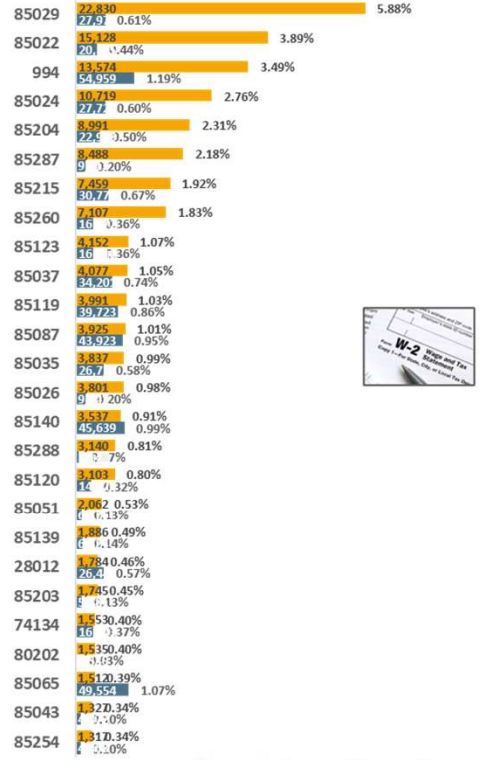


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything

PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 196

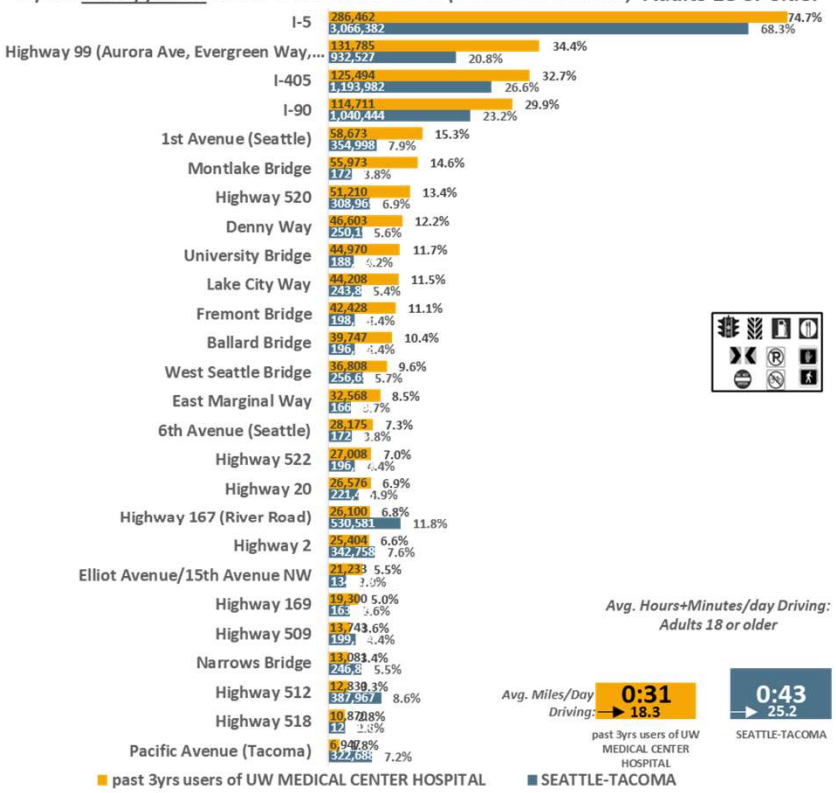
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hospitals HHLD used past 3 years (HHLD): Banner - University Medical Center Phoenix



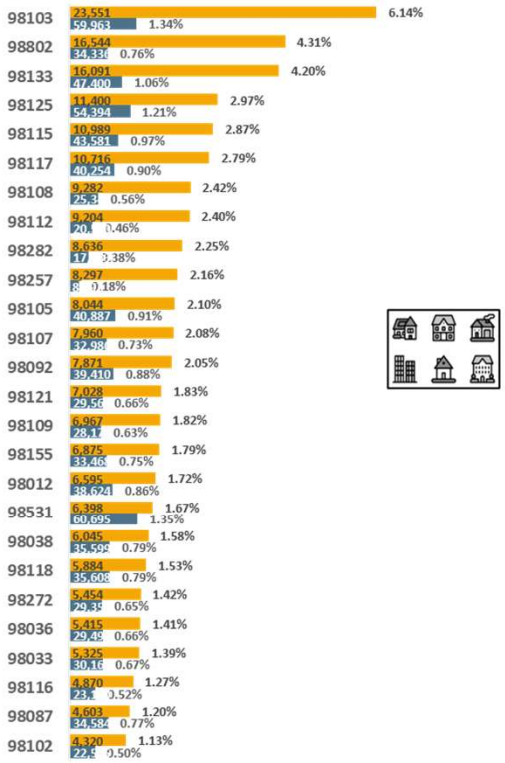
329,577 or 85.9% of Adults 18 or older past 3yrs users of UW MEDICAL CENTER HOSPITAL spend an average of 31.4 minutes per day driving an average of 18.3 miles each day and are 279.4% more likely to use Montlake Bridge than the Metro average.

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

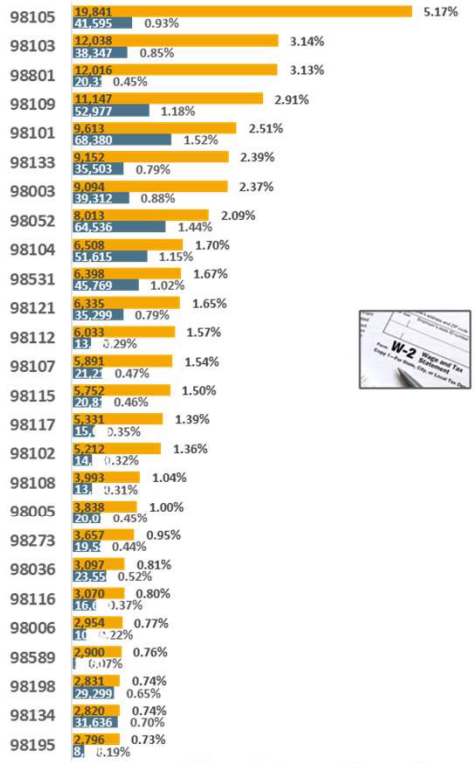


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 380

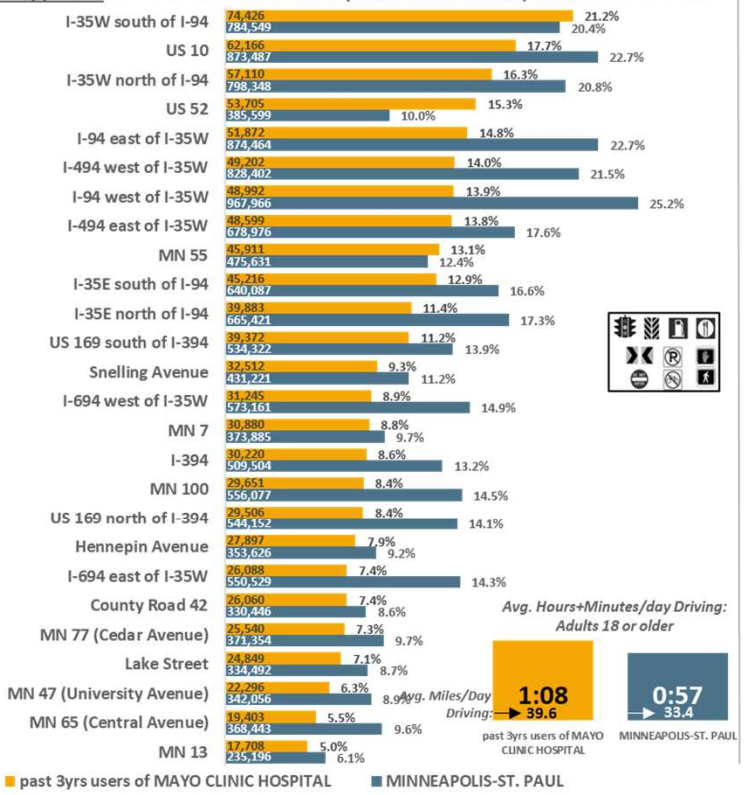
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hospitals HHLD used past 3 years (HHLD): University of Washington Medical Center

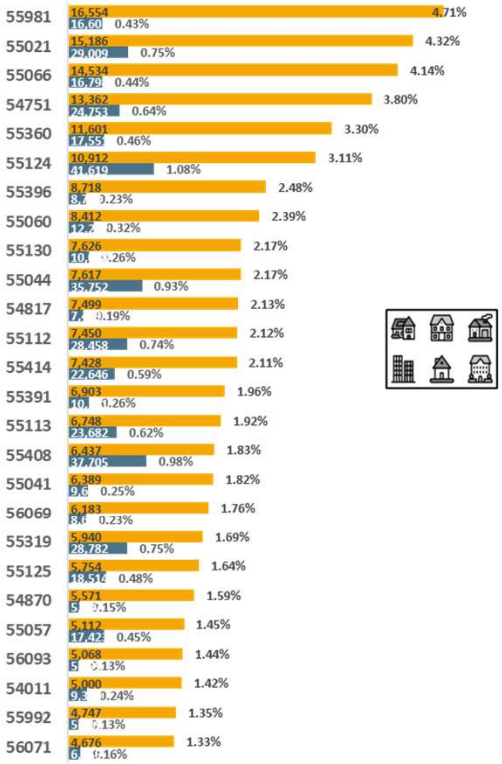


315,987 or 89.9% of Adults 18 or older past 3yrs users of MAYO CLINIC HOSPITAL spend an average of 68.1 minutes per day driving an average of 39.6 miles each day and are 52.5% more likely to use US 52 than the Metro average.

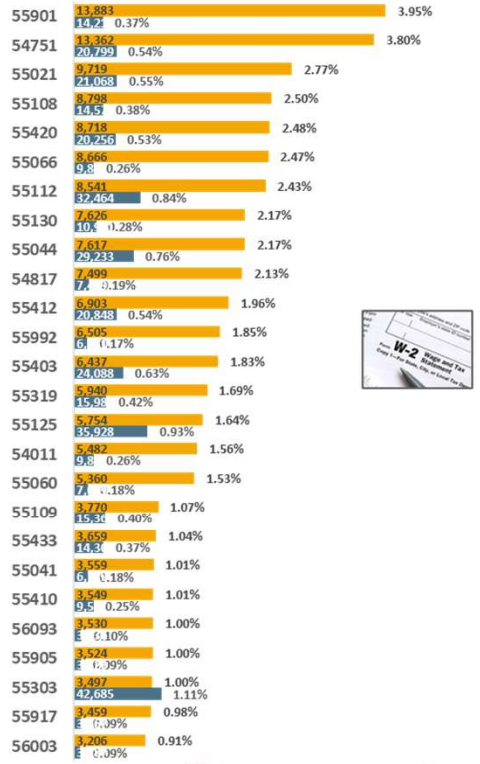
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



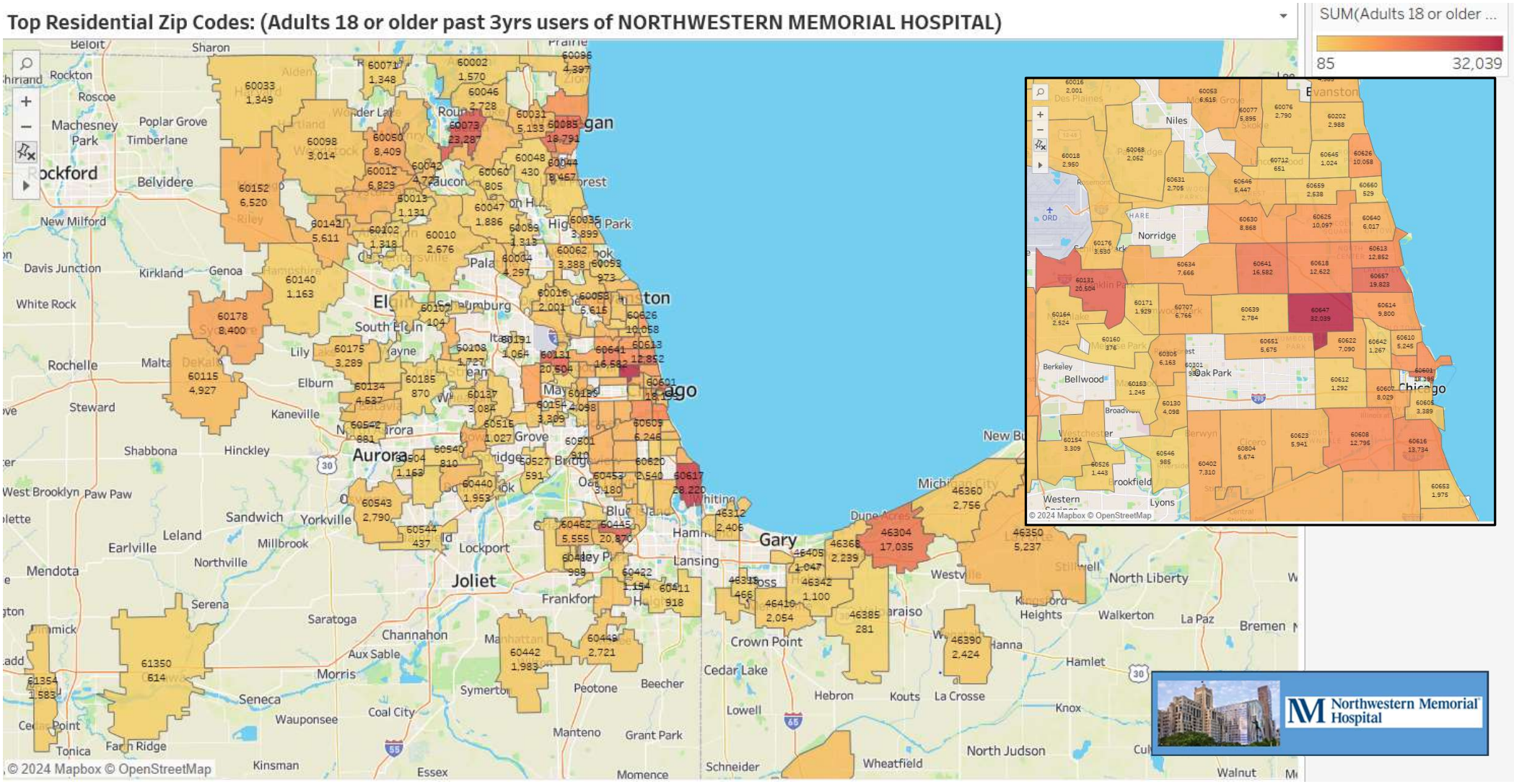
soefa.ai Share of Everything for Anything ©

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 192

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hospitals HHLD used past 3 years (HHLD): Mayo Clinic

Top Residential Zip Codes: (Adults 18 or older past 3yrs users of NORTHWESTERN MEMORIAL HOSPITAL)



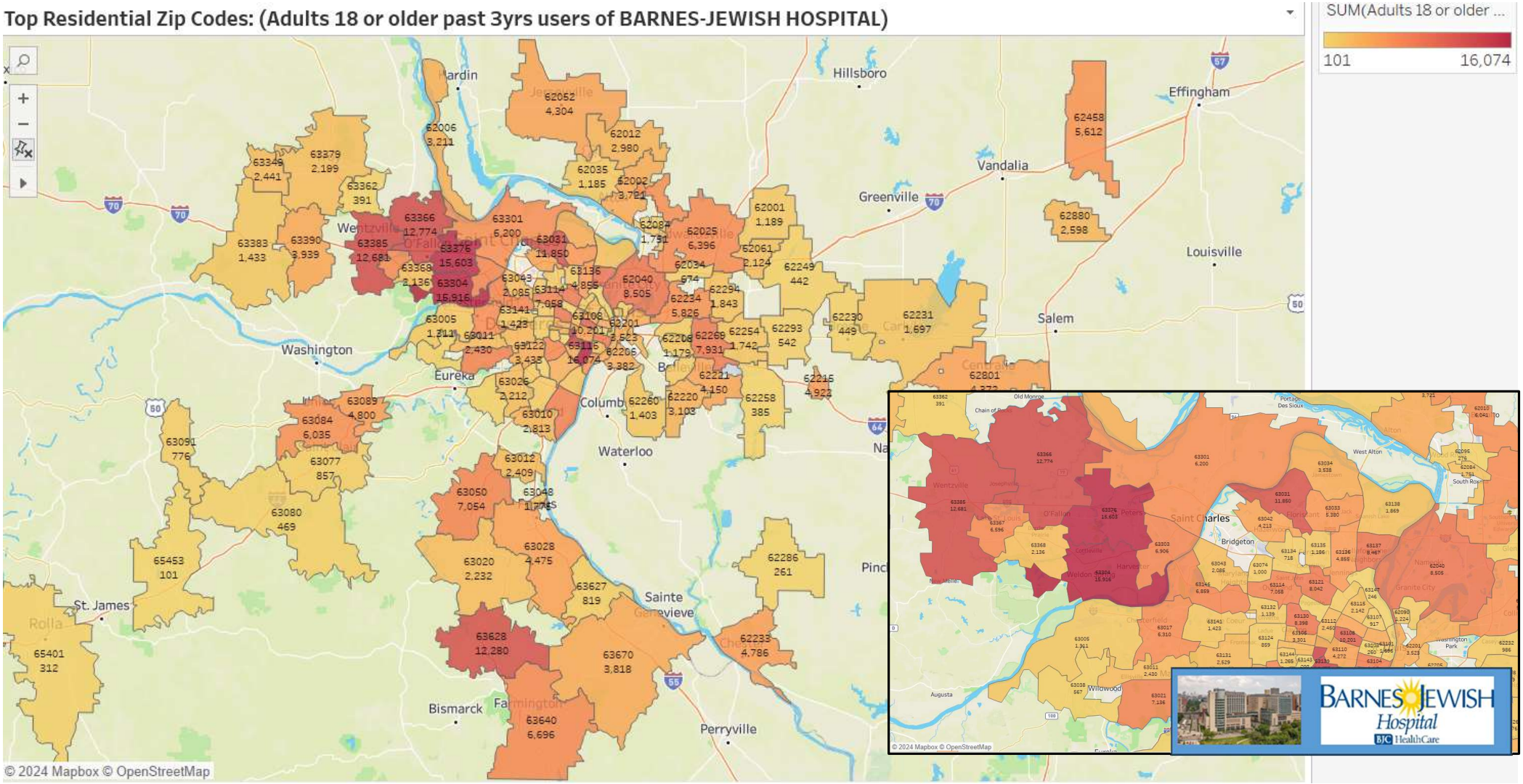
CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 416

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Hospitals HHLD used past 3 years (HHLD): Northwestern Memorial Hospital

Top Residential Zip Codes: (Adults 18 or older past 3yrs users of BARNES-JEWISH HOSPITAL)

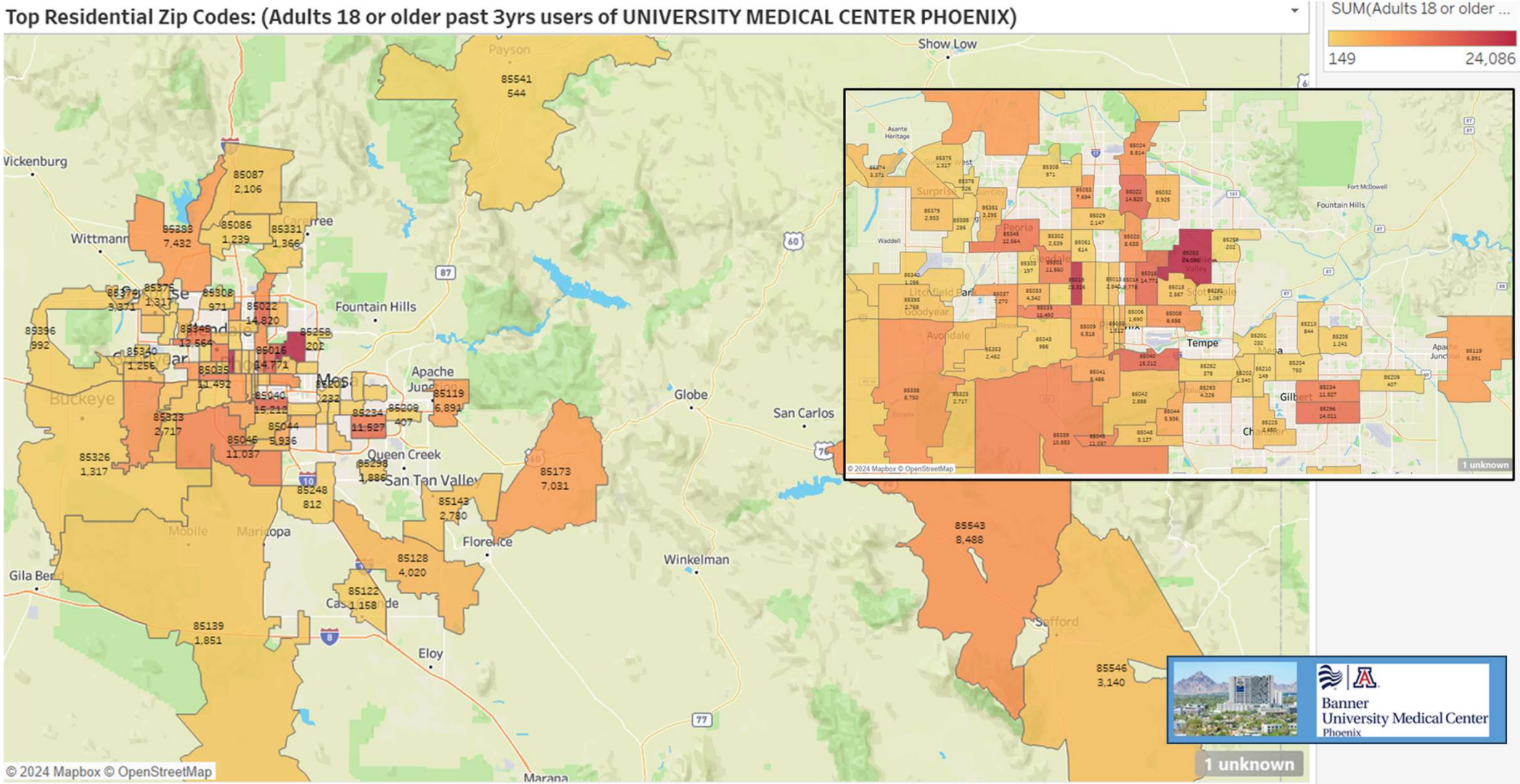


All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Hospitals HHLD used past 3 years (HHLD): Barnes-Jewish Hospital

Top Residential Zip Codes: (Adults 18 or older past 3yrs users of UNIVERSITY MEDICAL CENTER PHOENIX)



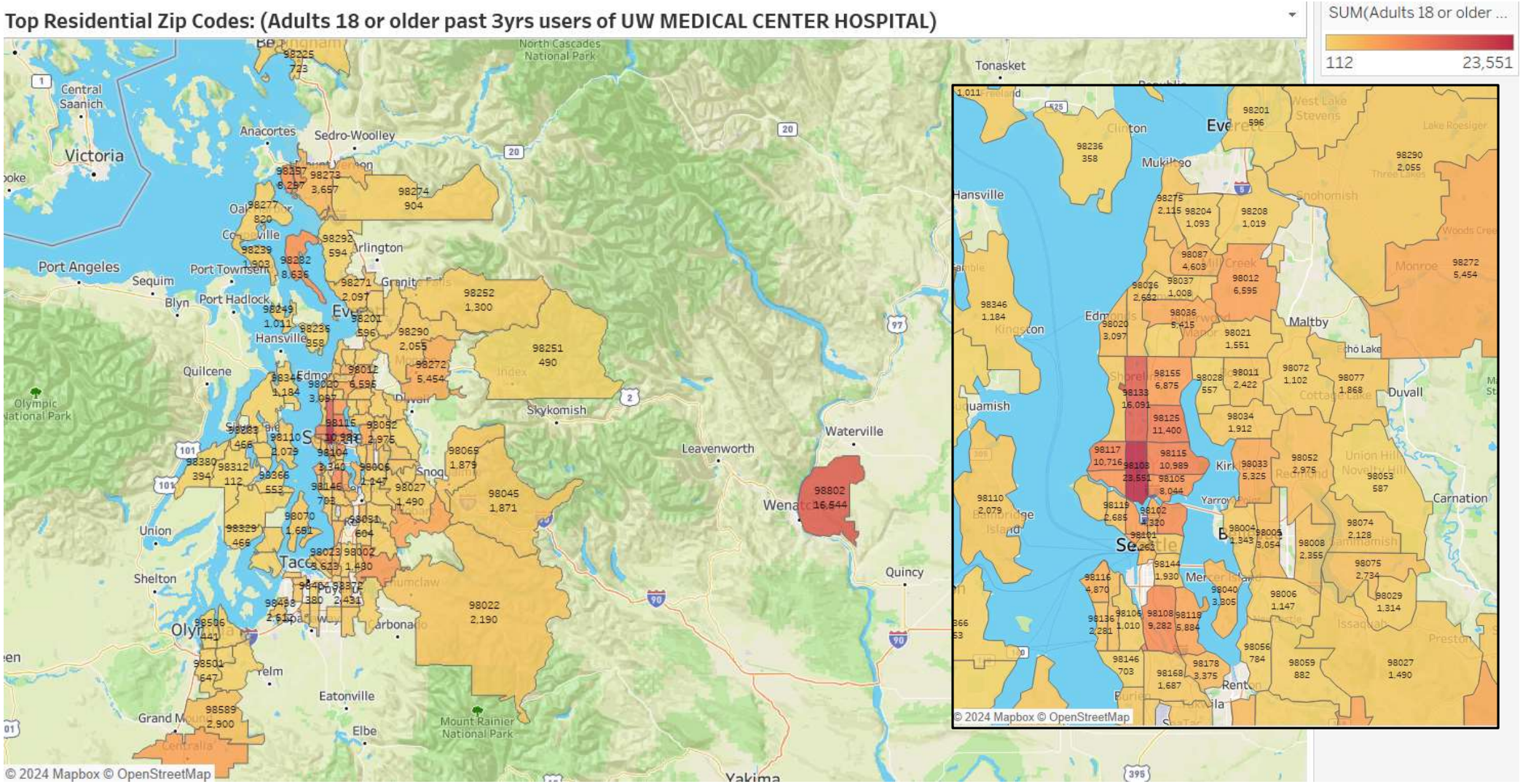
PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 196

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Hospitals HHLD used past 3 years (HHLD): Banner - University Medical Center Phoenix

Top Residential Zip Codes: (Adults 18 or older past 3yrs users of UW MEDICAL CENTER HOSPITAL)

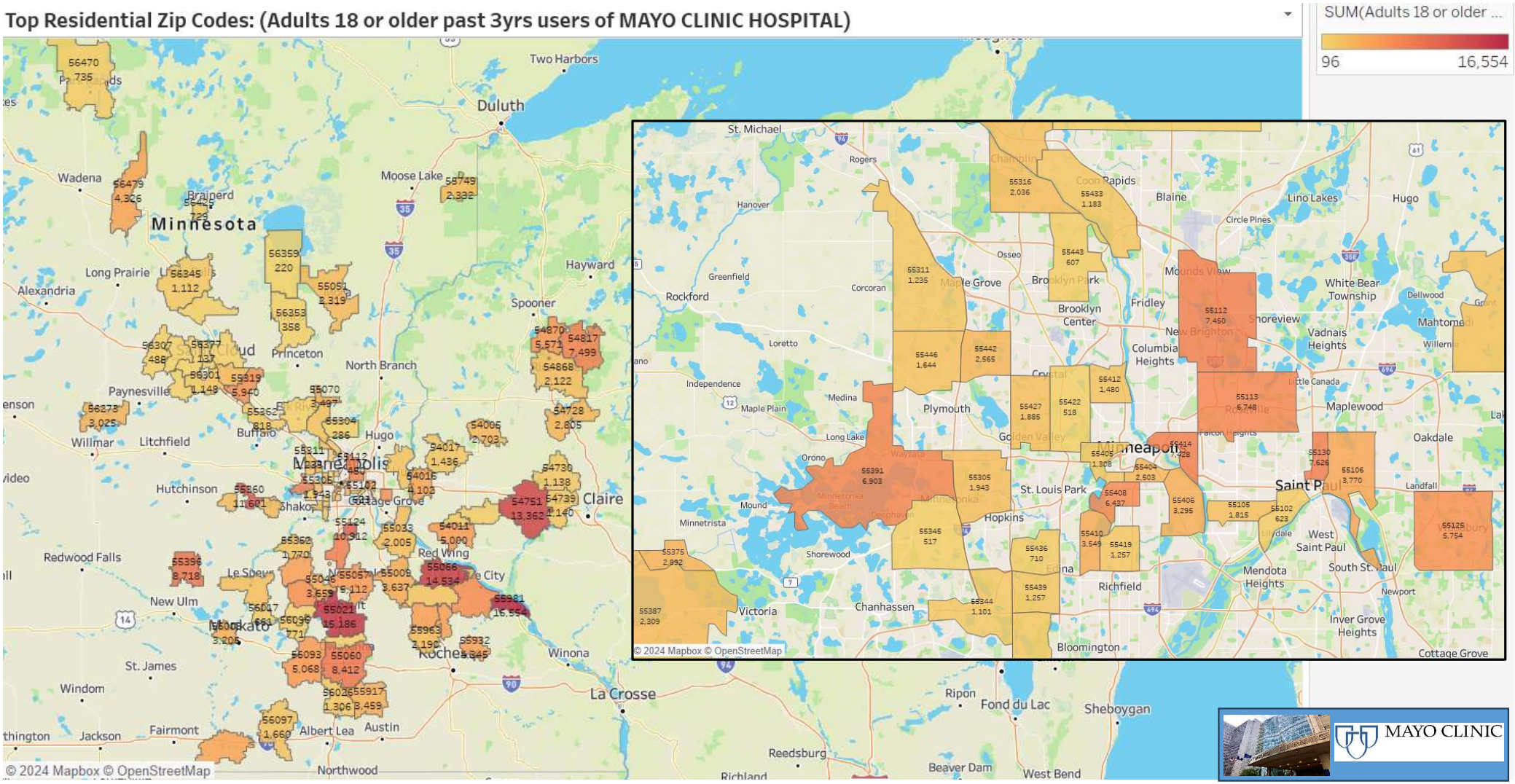


SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 380
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Hospitals HHLD used past 3 years (HHLD): University of Washington Medical Center

Top Residential Zip Codes: (Adults 18 or older past 3yrs users of MAYO CLINIC HOSPITAL)



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 192
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

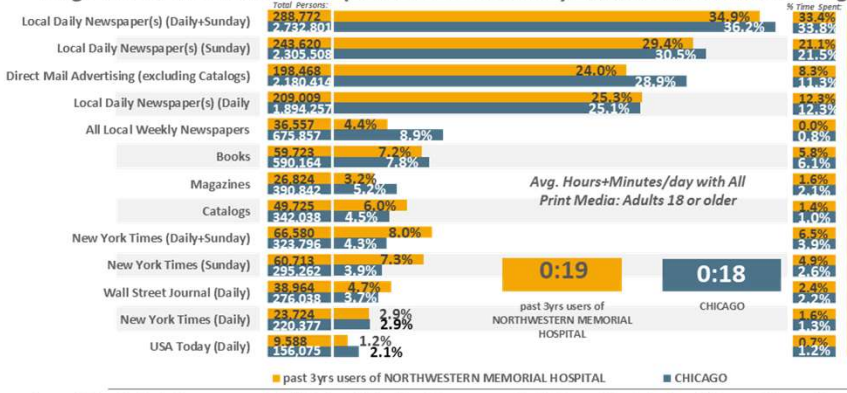
soefa.ai Share of Everything for Anything

Hospitals HHLD used past 3 years (HHLD): Mayo Clinic

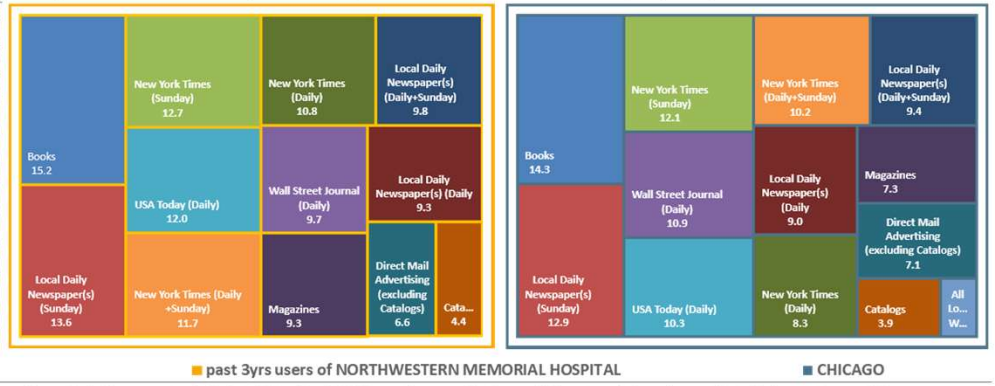


288,772 or 34.9% of Adults 18 or older past 3yrs users of NORTHWESTERN MEMORIAL HOSPITAL read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 35.4% of all time spent daily with All forms of Print Media.

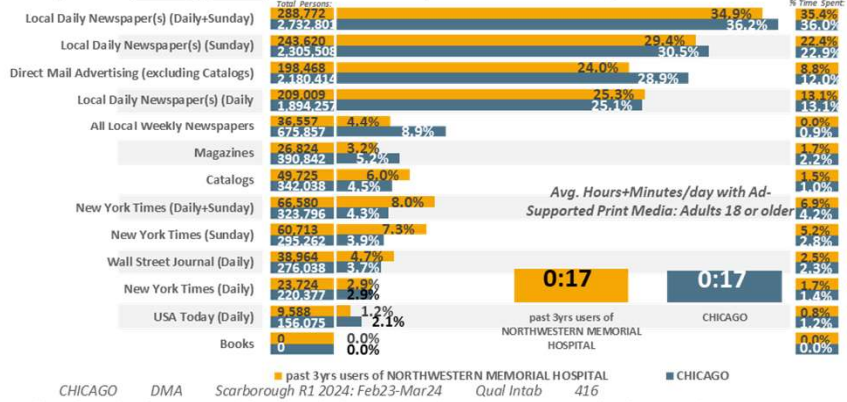
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



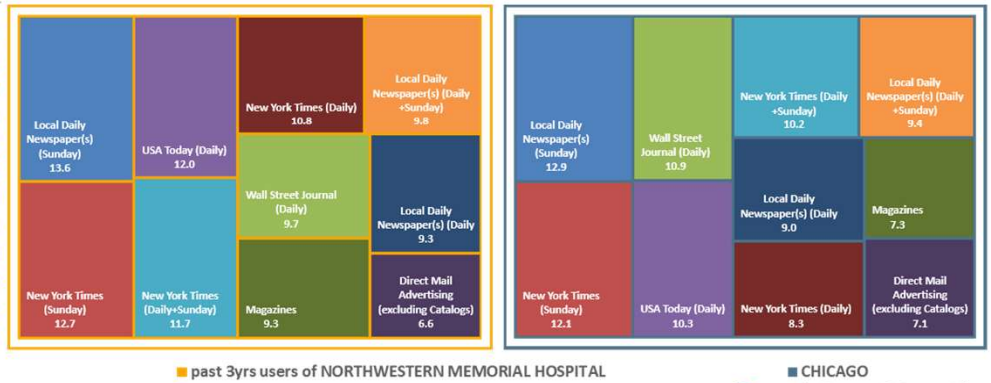
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 416

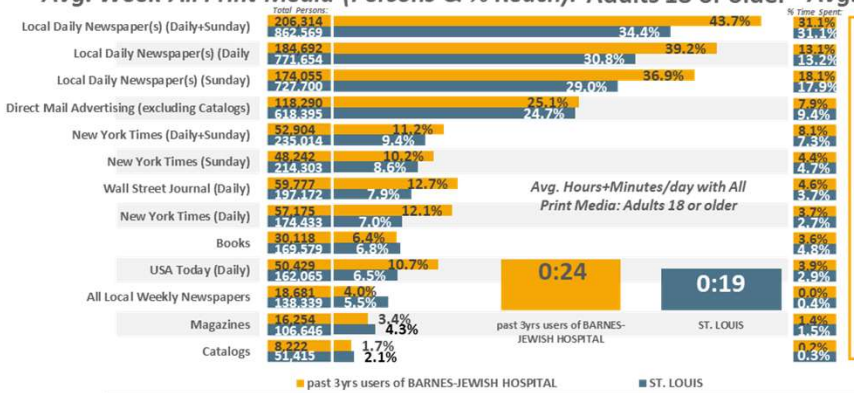
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

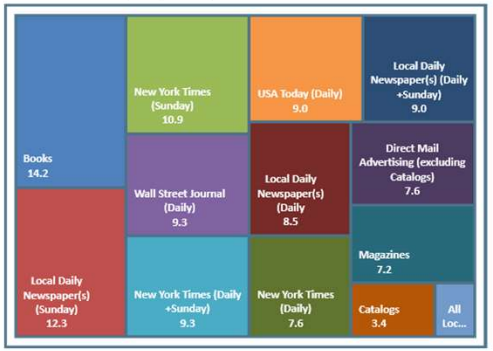
Hospitals HHLD used past 3 years (HHLD): Northwestern Memorial Hospital

206,314 or 43.7% of Adults 18 or older past 3yrs users of BARNES-JEWISH HOSPITAL read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 32.3% of all time spent daily with All forms of Print Media.

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

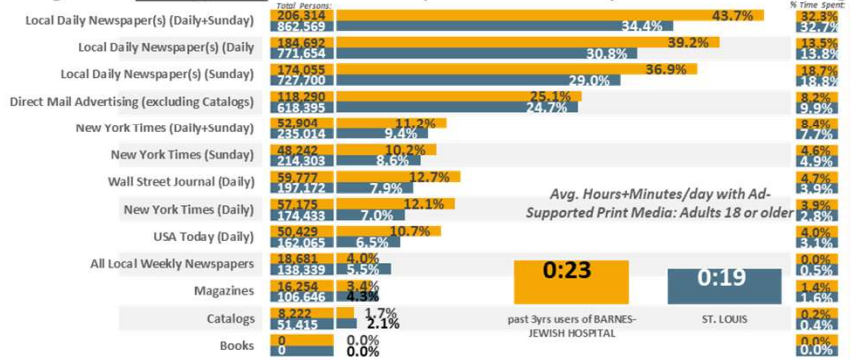


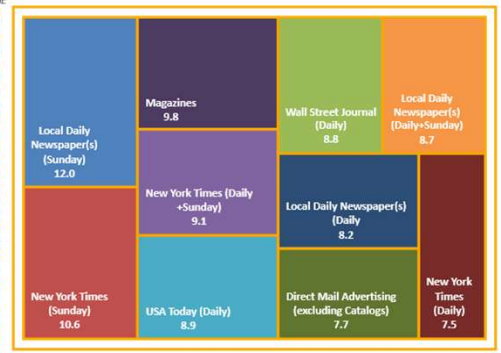




past 3yrs users of BARNES-JEWISH HOSPITAL ■ ST. LOUIS

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







past 3yrs users of BARNES-JEWISH HOSPITAL ■ ST. LOUIS

ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 403

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

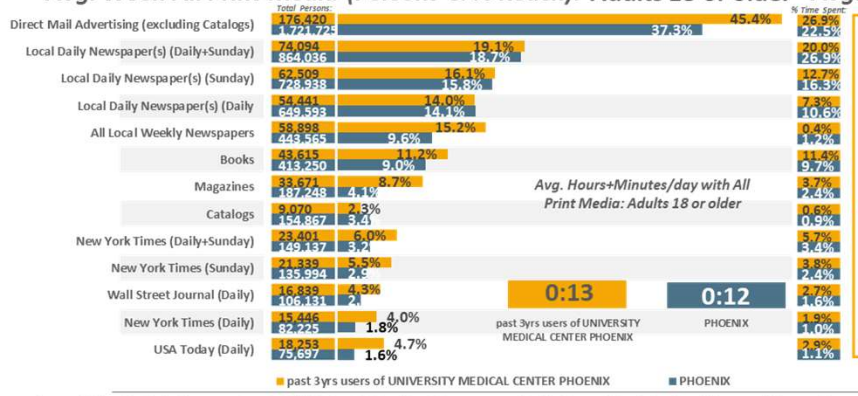
soefa.ai Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): Barnes-Jewish Hospital

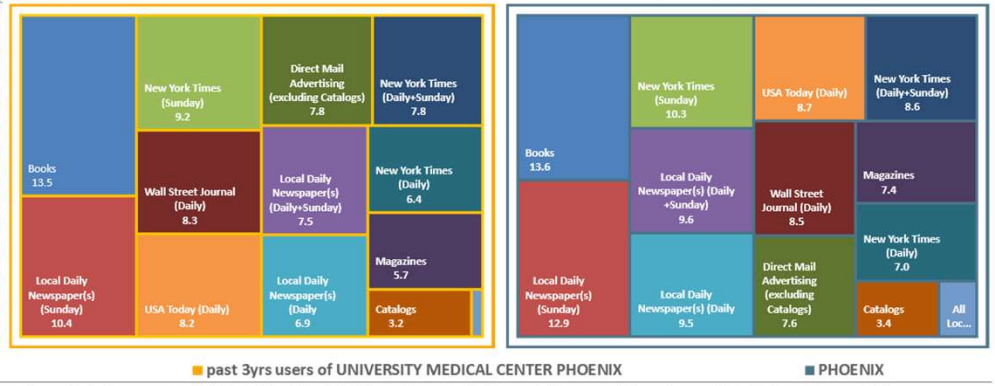


176,420 or 45.4% of Adults 18 or older past 3yrs users of UNIVERSITY MEDICAL CENTER PHOENIX read Direct Mail Advertising (excluding Catalogs) for an average of 7.8 minutes every day representing 30.3% of all time spent daily with All forms of Print Media

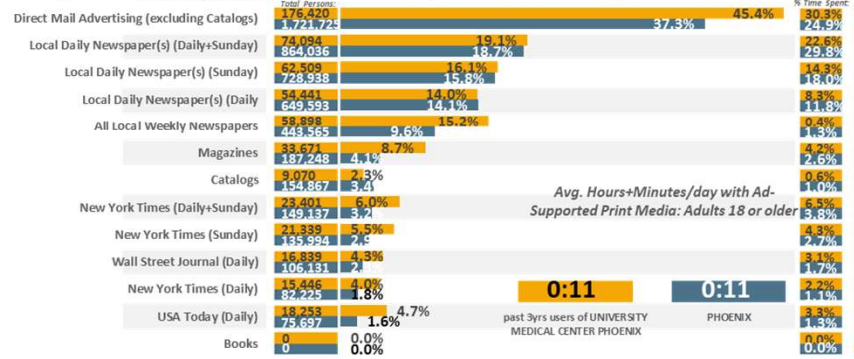
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



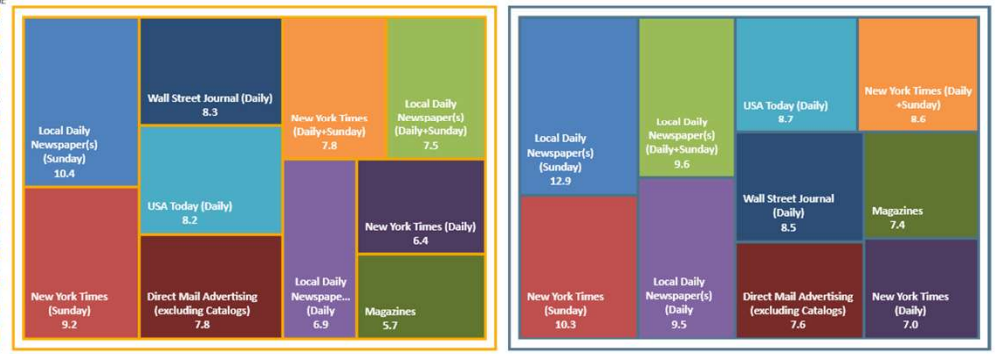
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 196

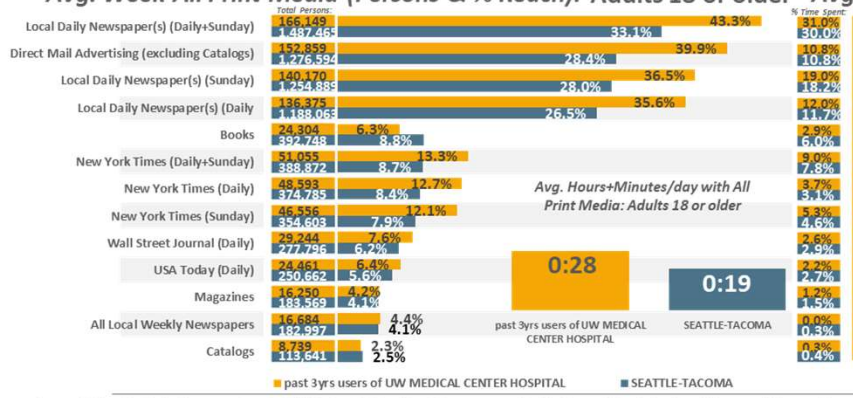
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

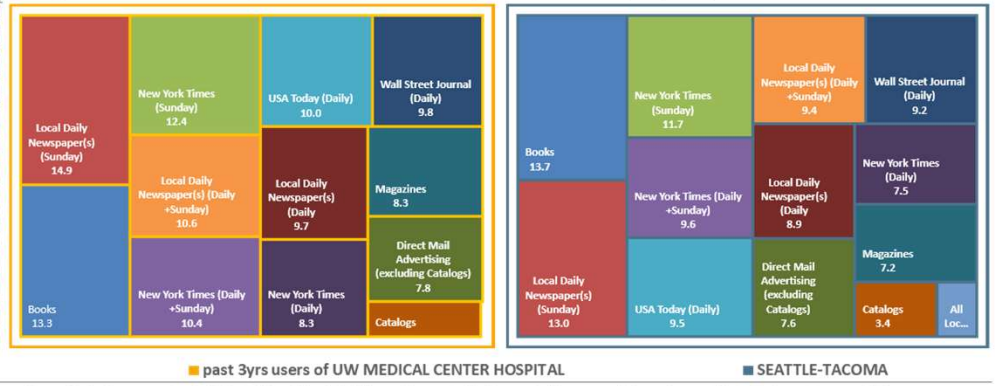
Hospitals HHLD used past 3 years (HHLD): Banner - University Medical Center Phoenix

166,149 or 43.3% of Adults 18 or older past 3yrs users of UW MEDICAL CENTER HOSPITAL read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.6 minutes every day representing 31.9% of all time spent daily with All forms of Print Media.

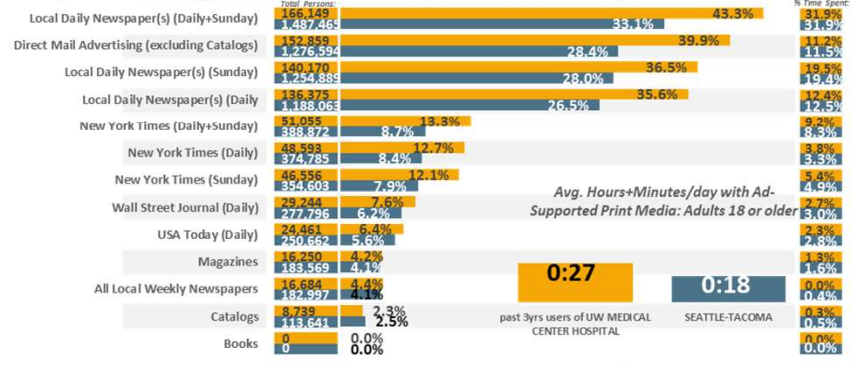
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



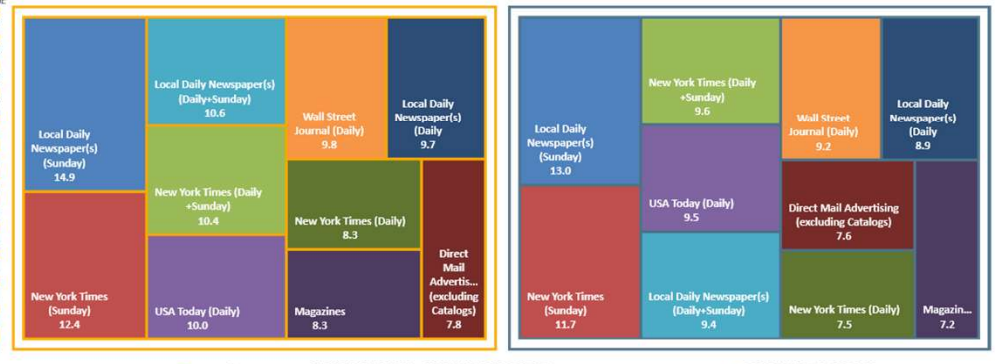
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 380

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

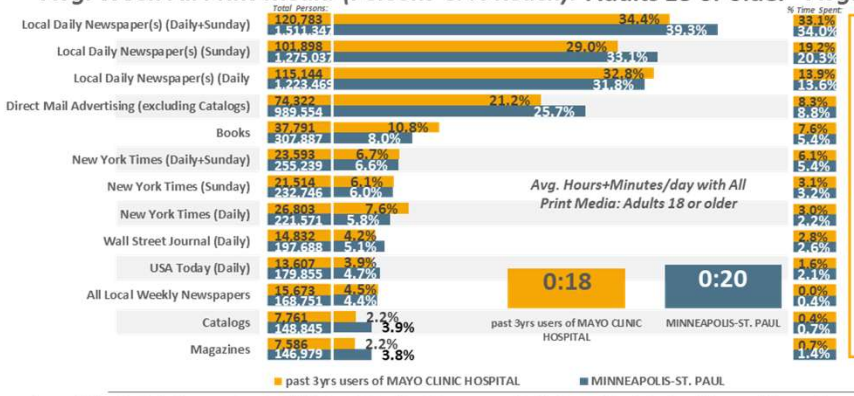
soefa.ai Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): University of Washington Medical Center

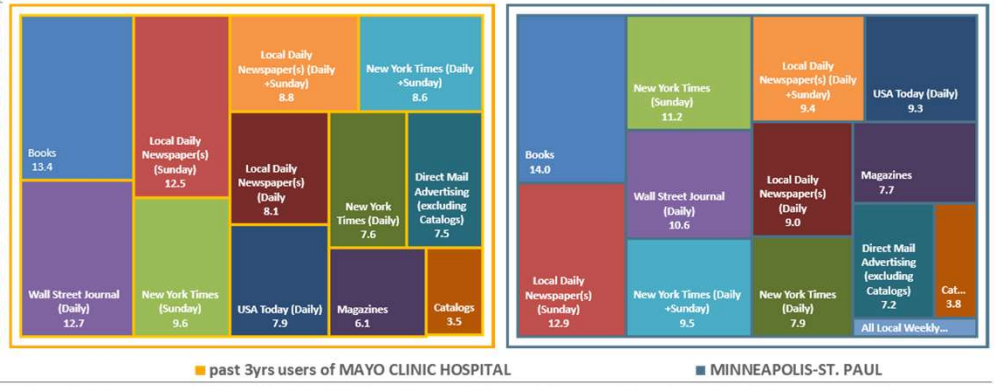


120,783 or 34.4% of Adults 18 or older past 3yrs users of MAYO CLINIC HOSPITAL read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 35.8% of all time spent daily with All forms of Print Media.

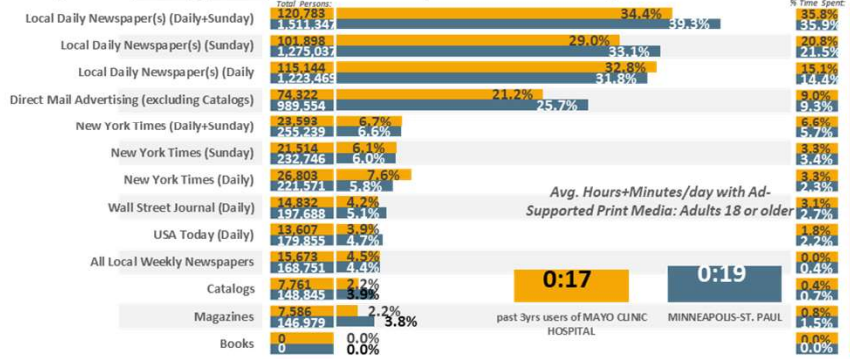
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



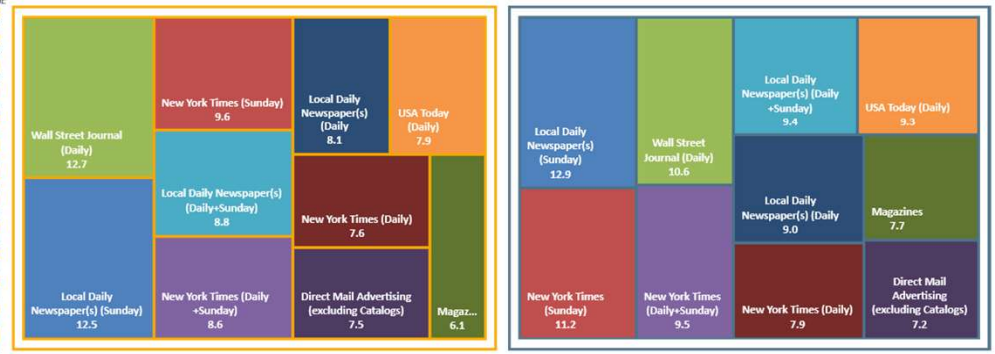
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 192

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Hospitals HHLD used past 3 years (HHLD): Mayo Clinic