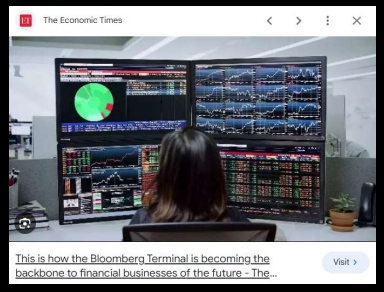
USA –P18+ past 7 days Listeners to Local Christian Radio by FORMAT!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ Local DMA past 7 days listeners to ANY Christian AM/FM Station, Contemporary Christian, Christian Adult Contemporary, Contemporary Inspirational and Gospel AM/FM Radio Stations of April 2024!



(Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary OR Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary OR Radio format profiles (M-S 6am-Mid cume): Contemporary Christian OR Radio format profiles (M-S 6am-Mid cume): Contemporary Inspirational OR Radio format profiles (M-S 6am-Mid cume): Gospel OR Radio format profiles (M-S 6am-Mid cume): Religious OR Radio format profiles (M-S 6am-Mid cume): Southern Gospel OR Radio format profiles (M-S 6am-Mid cume): Spanish Contemporary Christian OR Radio format profiles (M-S 6am-Mid cume): Spanish Religious) OR

Radio format profiles (M-S 6am-Mid cume): Contemporary Christian
Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary
Radio format profiles (M-S 6am-Mid cume): Contemporary Inspirational
Radio format profiles (M-S 6am-Mid cume): News/Talk/Information

95.9 the fish

POSITIVE, ENCOURAGING
97.1 K-LOVE

Praise 102.5
MyPraiseATL.com

101.1 FM
THE ANSWER
Where Little Rock comes to Talk!

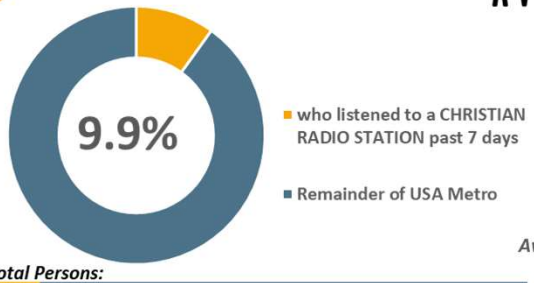
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB



9.9% or 26,014,115 of USA Adults 18 or older listened to a CHRISTIAN RADIO STATION past 7 days.
Typical Adults 18 or older who listened to a CHRISTIAN RADIO STATION past 7 days are 51.2 years old (4.9% older than average) and have a $84,449 (5.8% lower than average) annual household income.

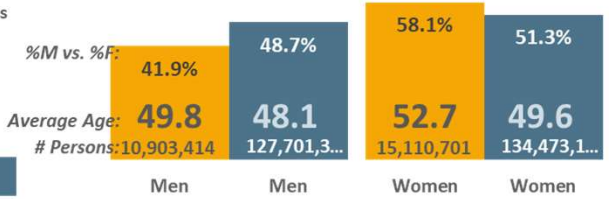
Percent of Market: Adults 18 or older



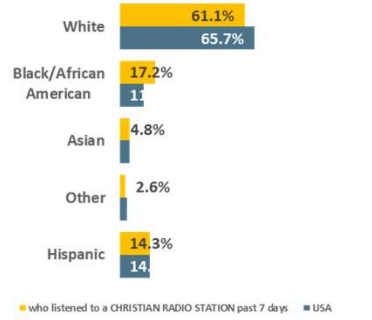
Total Persons:



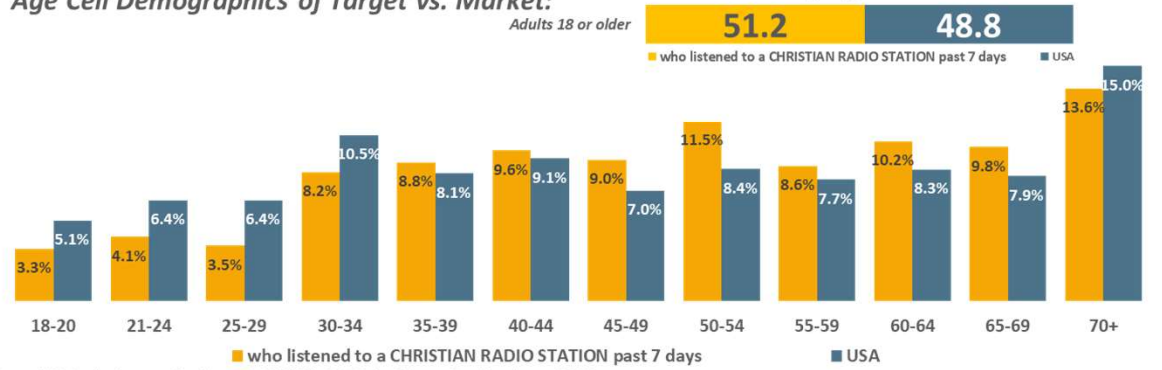
Gender of Target vs. Market: Adults 18 or older



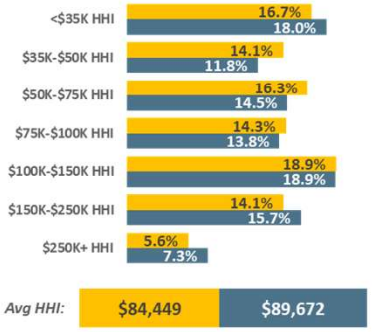
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $84,449 | $89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,459

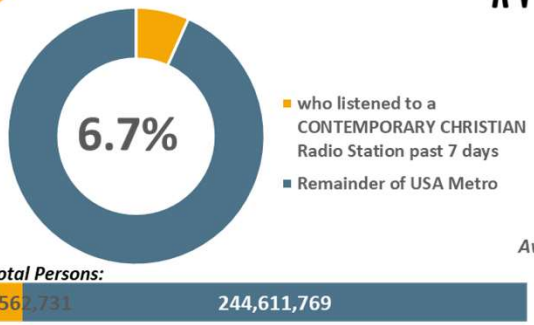
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(Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary OR Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary OR Radio format profiles (M-S 6am-Mid cume): Contemporary Christian OR Radio format profiles (M-S 6am-Mid cume): Contemporary Inspirational OR Radio format profiles (M-S 6am-Mid cume): Gospel OR Radio format profiles (M-S 6am-Mid cume): Religious OR Radio format profiles (M-S 6am-Mid cume): Southern Gospel OR Radio format profiles (M-S 6am-Mid cume): Spanish Contemporary Christian OR Radio format profiles (M-S 6am-Mid cume): Spanish Religious)

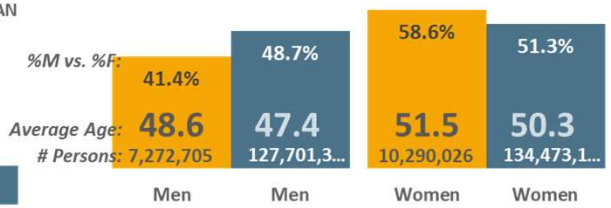
CONTEMPORARY CHRISTIAN

6.7% or 17,562,731 of USA Adults 18 or older listened to a CONTEMPORARY CHRISTIAN Radio Station past 7 days. Typical Adults 18 or older who listened to a CONTEMPORARY CHRISTIAN Radio Station past 7 days are 50.1 years old (2.5% older than average) and have a $87,830 (2.1% lower than average) annual household…

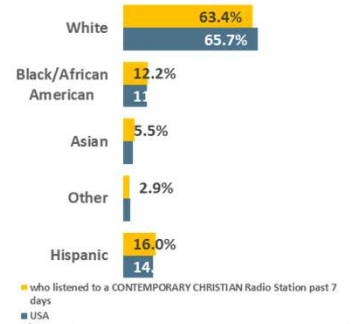
Percent of Market: Adults 18 or older



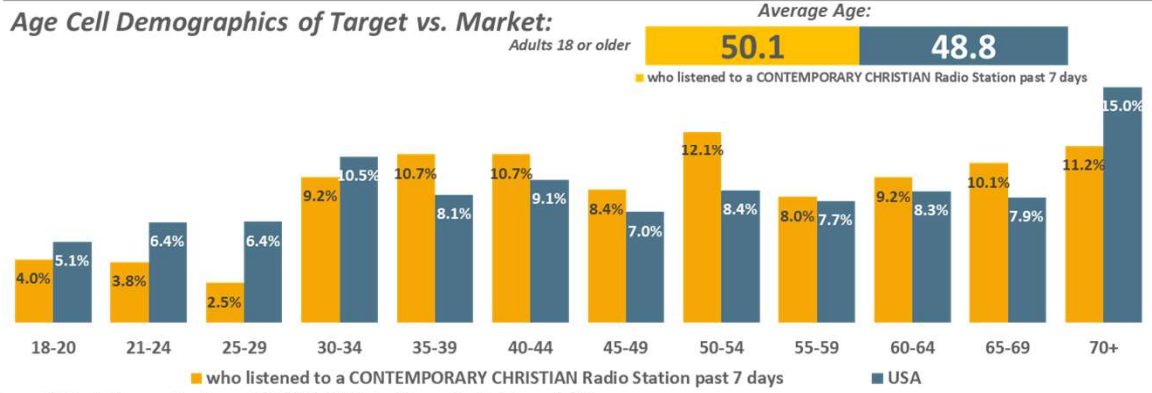
Gender of Target vs. Market: Adults 18 or older



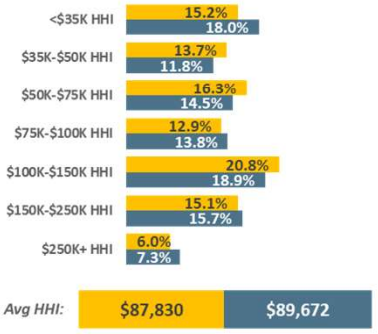
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



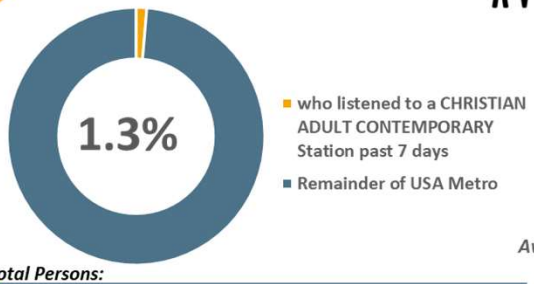
USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,459

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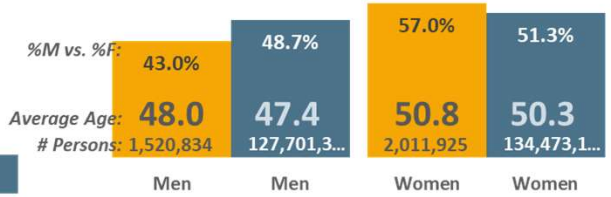


1.3% or 3,532,759 of USA Adults 18 or older listened to a CHRISTIAN ADULT CONTEMPORARY Station past 7 days. Typical Adults 18 or older who listened to a CHRISTIAN ADULT CONTEMPORARY Station past 7 days are 49.4 years old (1.2% older than average) and have a $81,313 (9.3% lower than average) annual household…

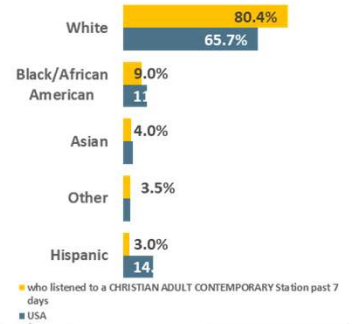
Percent of Market: Adults 18 or older



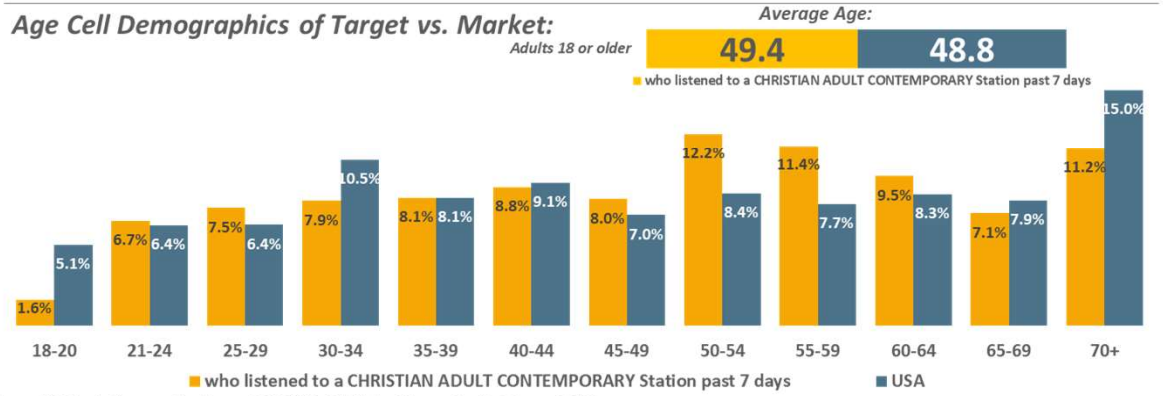
Gender of Target vs. Market: Adults 18 or older



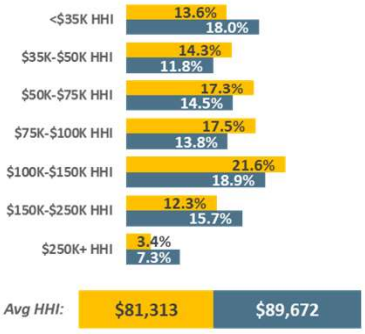
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



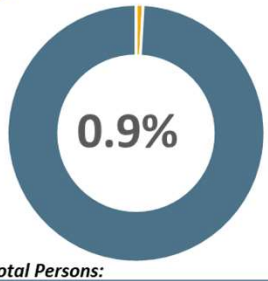
USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,459

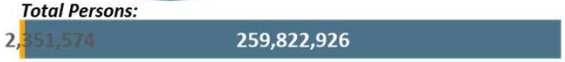
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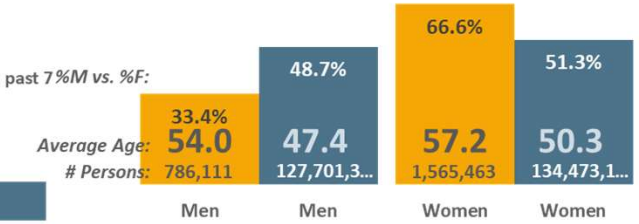
.9% or 2,351,574 of USA Adults 18 or older listened to a CONTEMPORARY INSPIRATIONAL Station past 7 days. Typical Adults 18 or older who listened to a CONTEMPORARY INSPIRATIONAL Station past 7 days are 55.6 years old (13.9% older than average) and have a $78,218 (12.8% lower than average) annual household…

Percent of Market: Adults 18 or older

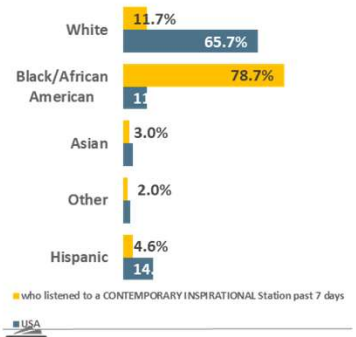




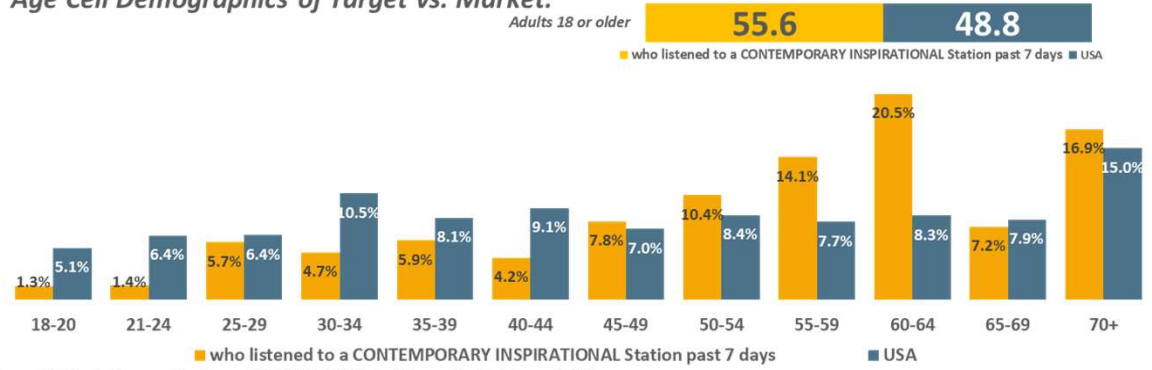
Gender of Target vs. Market: Adults 18 or older



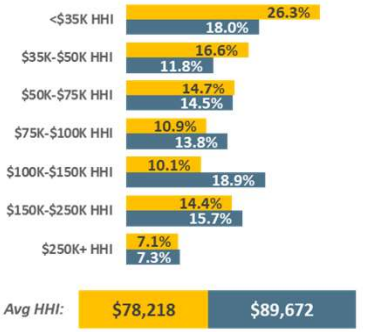
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



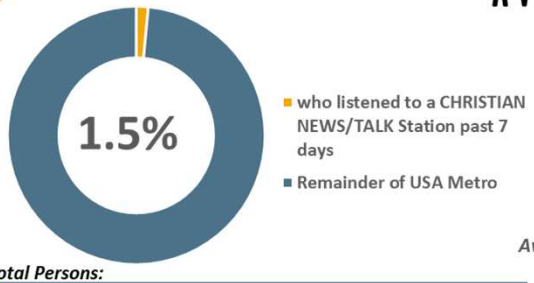
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CHRISTIAN NEWS/TALK

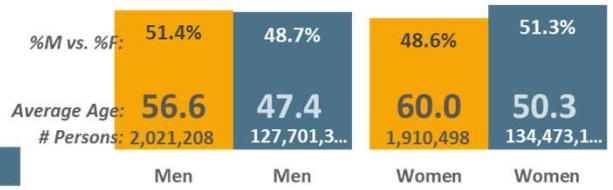
1.5% or 3,931,705 of USA Adults 18 or older listened to a CHRISTIAN NEWS/TALK Station past 7 days.
Typical Adults 18 or older who listened to a CHRISTIAN NEWS/TALK Station past 7 days are 58.3 years old (19.4% older than average) and have a $94,209 (5.1% higher than average) annual household income.

Percent of Market: Adults 18 or older

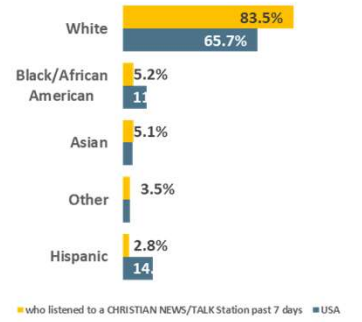


Total Persons:
3,931,705 | 258,242,795

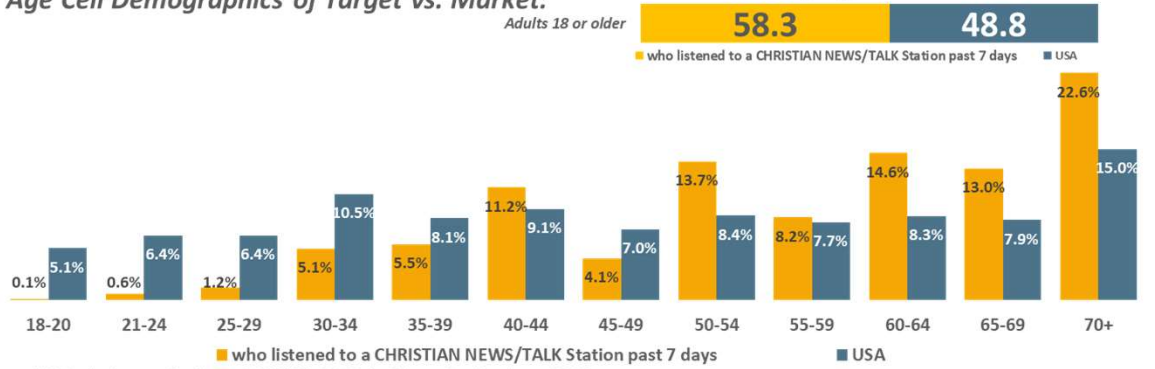
Gender of Target vs. Market: Adults 18 or older



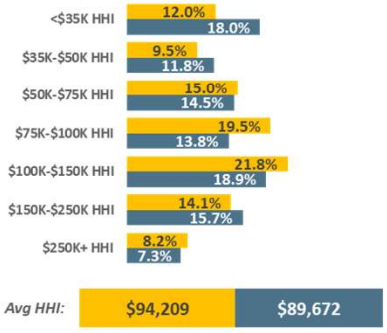
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



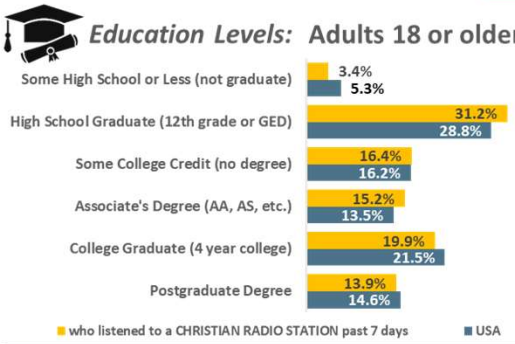
Avg HHI: $94,209 | $89,672

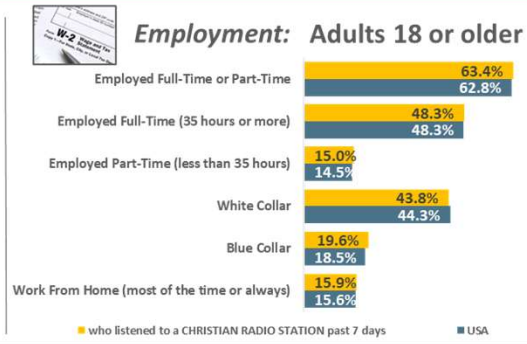
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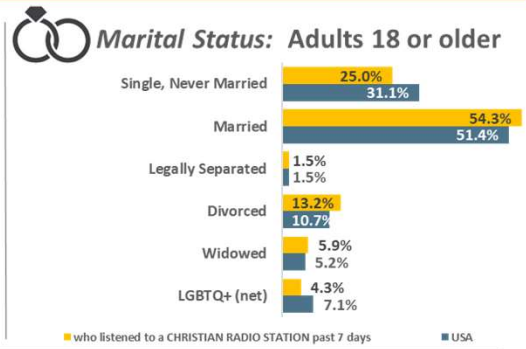
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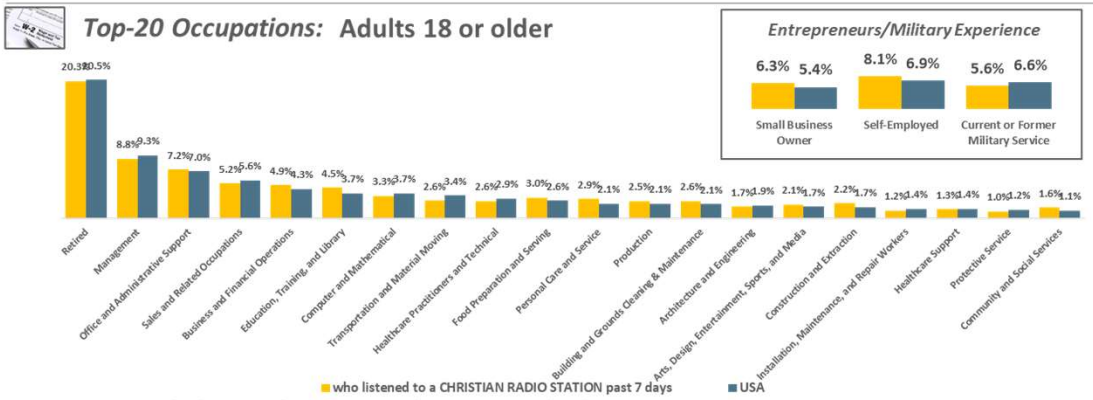


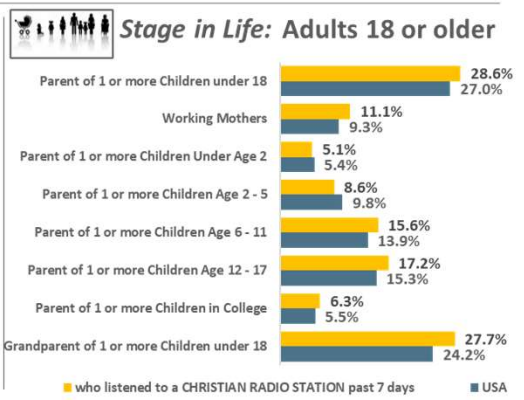
9.9% or 26,014,115 of USA Adults 18 or older listened to a CHRISTIAN RADIO STATION past 7 days.
Adults 18 or older who listened to a CHRISTIAN RADIO STATION past 7 days are 6.3% less likely to be a college graduate, .1% more likely to work full-time, 5.7% more likely to be married, 6.1% more likely to be a parent of 1 or more children under 18.











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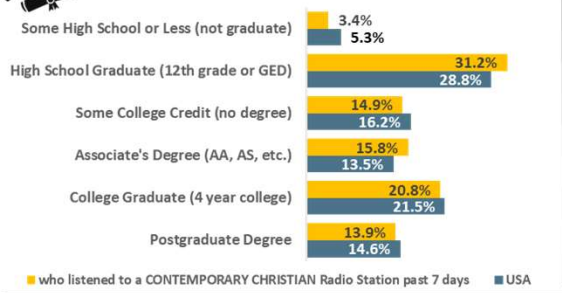
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

(Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary OR Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary OR Radio format profiles (M-S 6am-Mid cume): Contemporary Christian OR Radio format profiles (M-S 6am-Mid cume): Contemporary Inspirational OR Radio format profiles (M-S 6am-Mid cume): Gospel OR Radio format profiles (M-S 6am-Mid cume): Religious OR Radio format profiles (M-S 6am-Mid cume): Southern Gospel OR Radio format profiles (M-S 6am-Mid cume): Spanish Contemporary Christian OR Radio format profiles (M-S 6am-Mid cume): Spanish Religious)

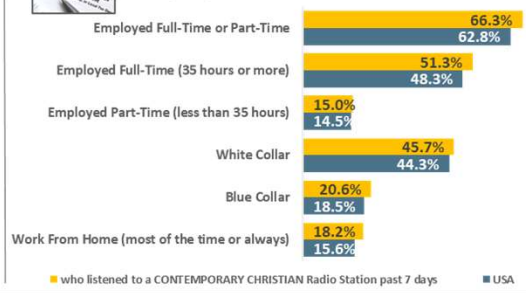


6.7% or 17,562,731 of USA Adults 18 or older listened to a CONTEMPORARY CHRISTIAN Radio Station past 7 days. Adults 18 or older who listened to a CONTEMPORARY CHRISTIAN Radio Station past 7 days are 4.% less likely to be a college graduate, 6.3% more likely to work full-time, 8.7% more likely to be married, 15.6% more likely to be a parent of 1 or more children

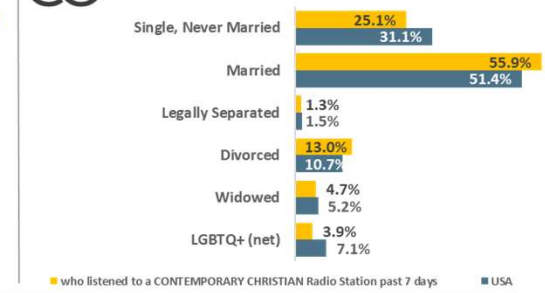
Education Levels: Adults 18 or older



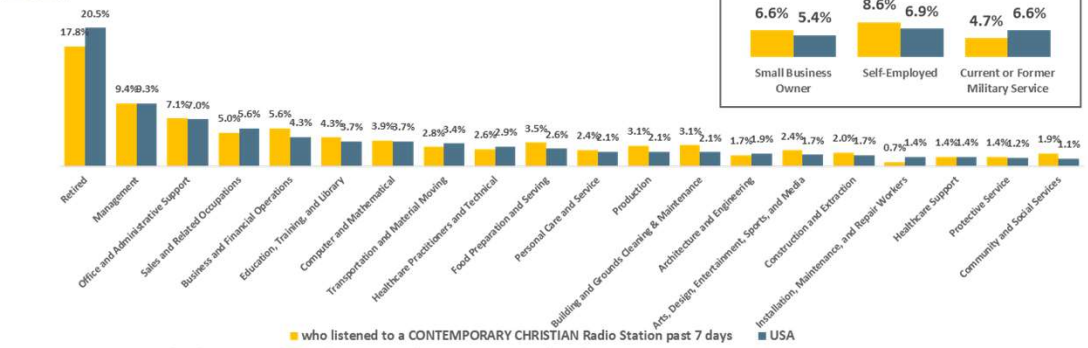
Employment: Adults 18 or older



Marital Status: Adults 18 or older

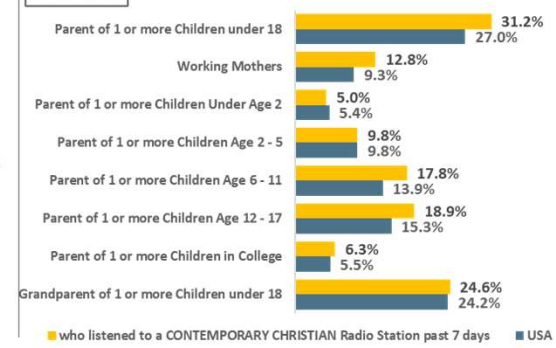


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



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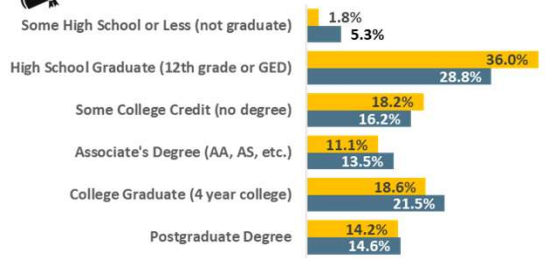
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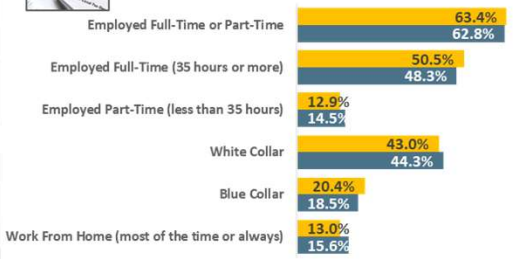
CHRISTIAN ADULT CONTEMPORARY

1.3% or 3,532,759 of USA Adults 18 or older listened to a CHRISTIAN ADULT CONTEMPORARY Station past 7 days. Adults 18 or older who listened to a CHRISTIAN ADULT CONTEMPORARY Station past 7 days are 9.3% less likely to be a college graduate, 4.7% more likely to work full-time, 6.5% more likely to be married, 18.% more likely to be a parent of 1 or more children

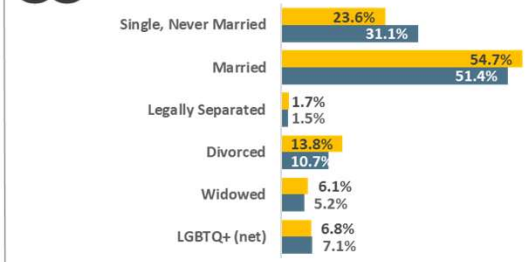
Education Levels: Adults 18 or older



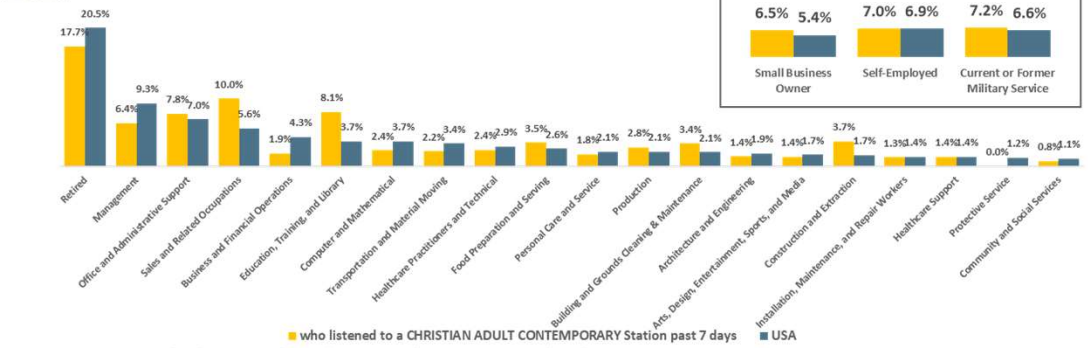
Employment: Adults 18 or older



Marital Status: Adults 18 or older

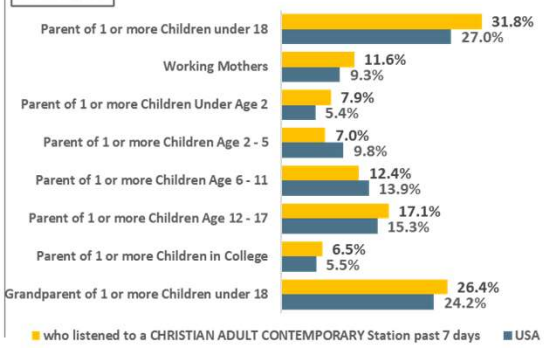


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,459

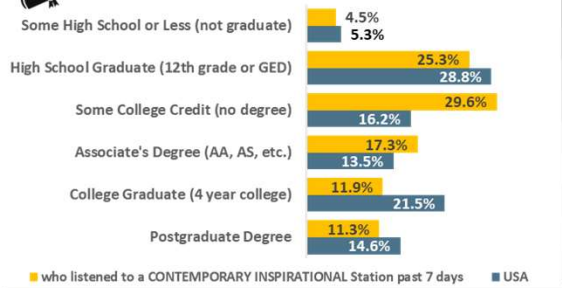
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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

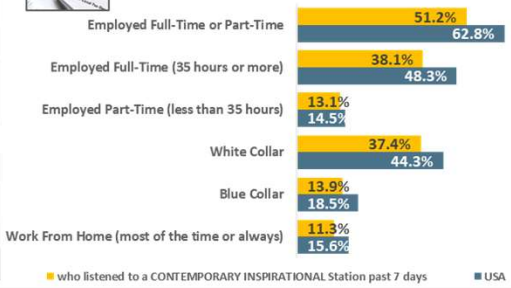


.9% or 2,351,574 of USA Adults 18 or older listened to a CONTEMPORARY INSPIRATIONAL Station past 7 days. Adults 18 or older who listened to a CONTEMPORARY INSPIRATIONAL Station past 7 days are 35.9% less likely to be a college graduate, 21.% less likely to work full-time, 17.9% less likely to be married, 36.% less likely to be a parent of 1 or more children

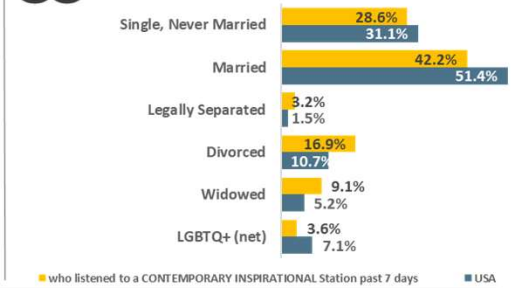
Education Levels: Adults 18 or older



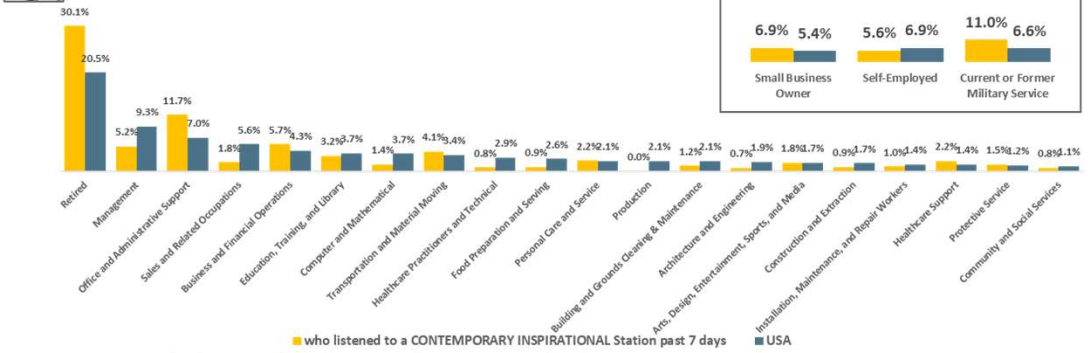
Employment: Adults 18 or older



Marital Status: Adults 18 or older

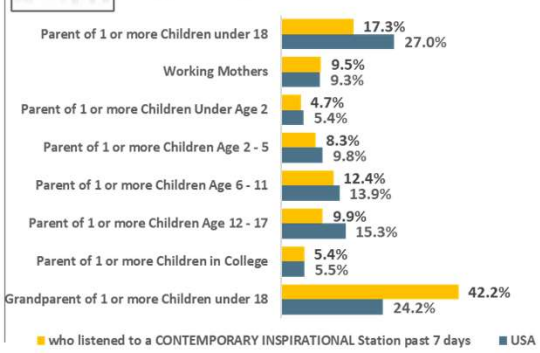


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *2,459*

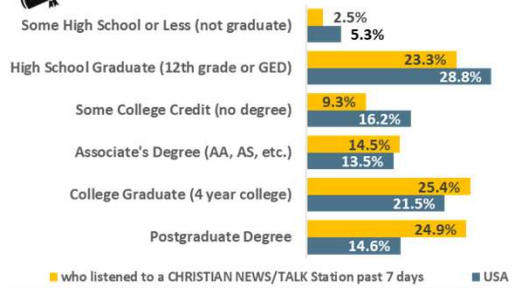
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USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

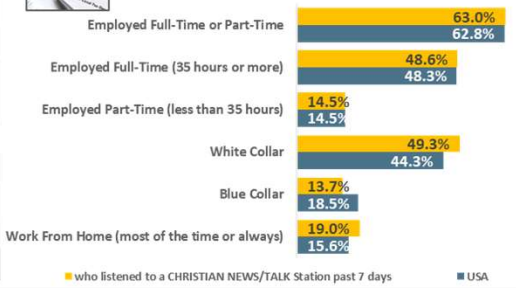
CHRISTIAN NEWS/TALK

1.5% or 3,931,705 of USA Adults 18 or older listened to a CHRISTIAN NEWS/TALK Station past 7 days. Adults 18 or older who listened to a CHRISTIAN NEWS/TALK Station past 7 days are 39.3% more likely to be a college graduate, .6% more likely to work full-time, 34.2% more likely to be married, .5% less likely to be a parent of 1 or more children under 18.

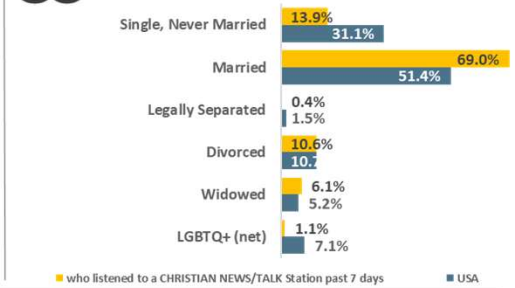
Education Levels: Adults 18 or older



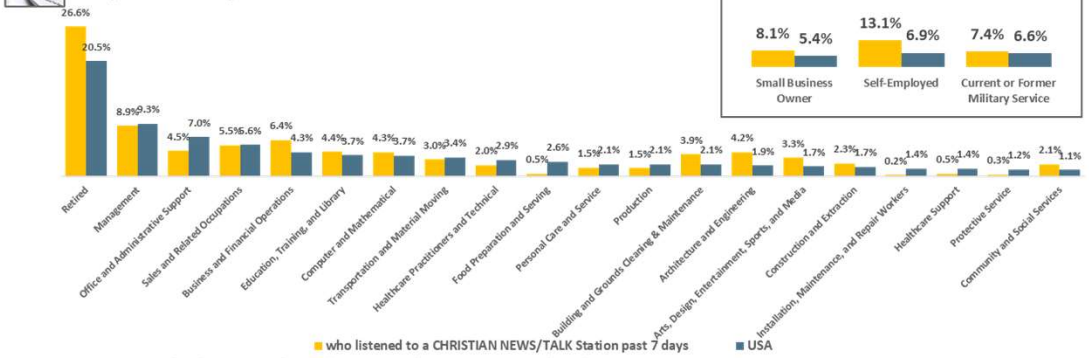
Employment: Adults 18 or older



Marital Status: Adults 18 or older

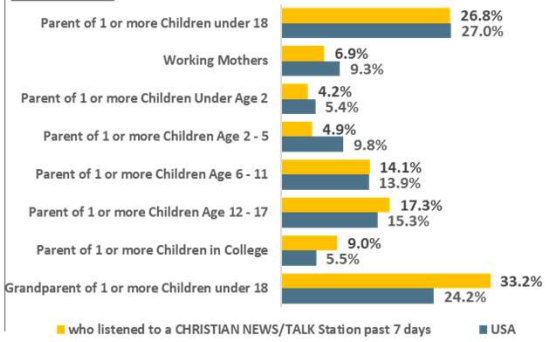


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,459

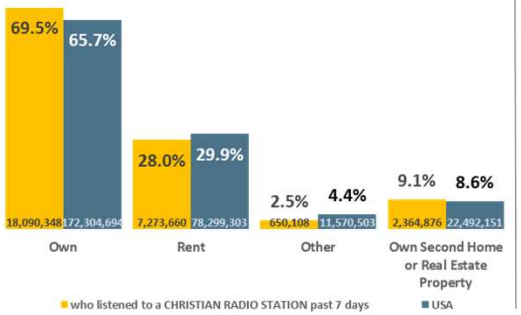
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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

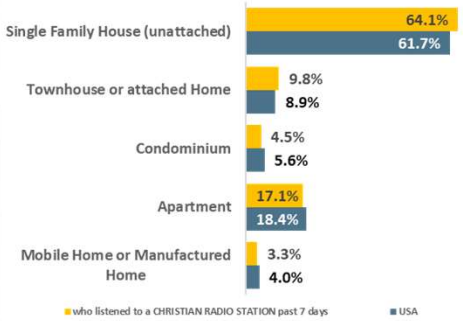
ANY CHRISTIAN Radio Station

9.9% or 26,014,115 of USA Adults 18 or older listened to a CHRISTIAN RADIO STATION past 7 days.
Adults 18 or older who listened to a CHRISTIAN RADIO STATION past 7 days are 5.8% more likely to own their home, 5.5% more likely to own a lower valued home, 3.8% more likely to have a single-family home, 1.6% less likely to have a dog.

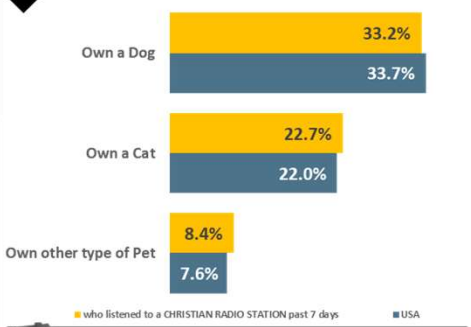
Own/Rent/Other: Adults 18 or older



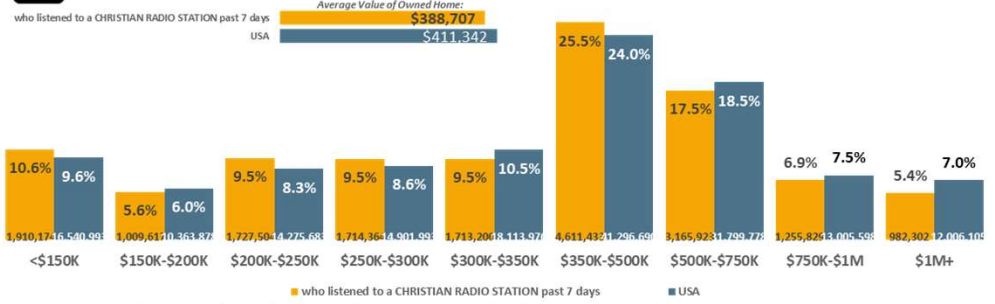
Type of Home: Adults 18 or older



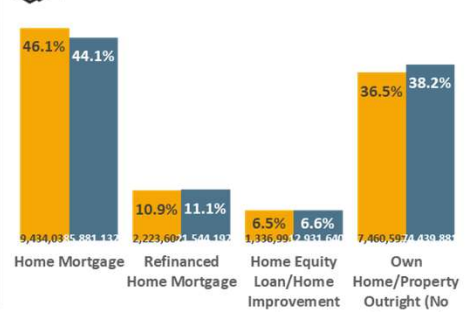
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,459

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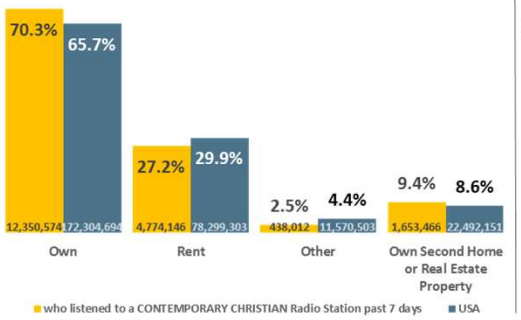
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

(Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary OR Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary OR Radio format profiles (M-S 6am-Mid cume): Contemporary Christian OR Radio format profiles (M-S 6am-Mid cume): Contemporary Inspirational OR Radio format profiles (M-S 6am-Mid cume): Gospel OR Radio format profiles (M-S 6am-Mid cume): Religious OR Radio format profiles (M-S 6am-Mid cume): Southern Gospel OR Radio format profiles (M-S 6am-Mid cume): Spanish Contemporary Christian OR Radio format profiles (M-S 6am-Mid cume): Spanish Religious)

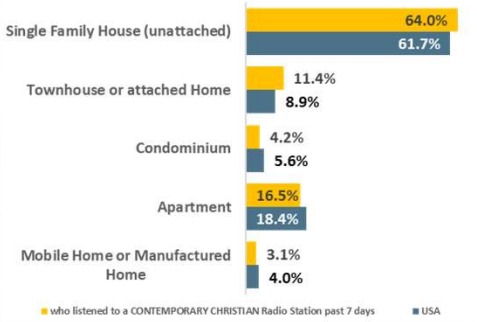
CONTEMPORARY CHRISTIAN

6.7% or 17,562,731 of USA Adults 18 or older listened to a CONTEMPORARY CHRISTIAN Radio Station past 7 days. Adults 18 or older who listened to a CONTEMPORARY CHRISTIAN Radio Station past 7 days are 7.% more likely to own their home, .3% more likely to own a lower valued home, 3.7% more likely to have a single-family home, 7.9% more likely to have a dog.

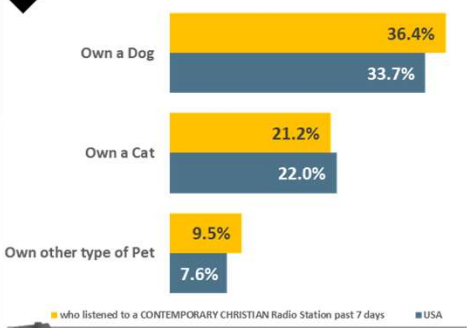
Own/Rent/Other: Adults 18 or older



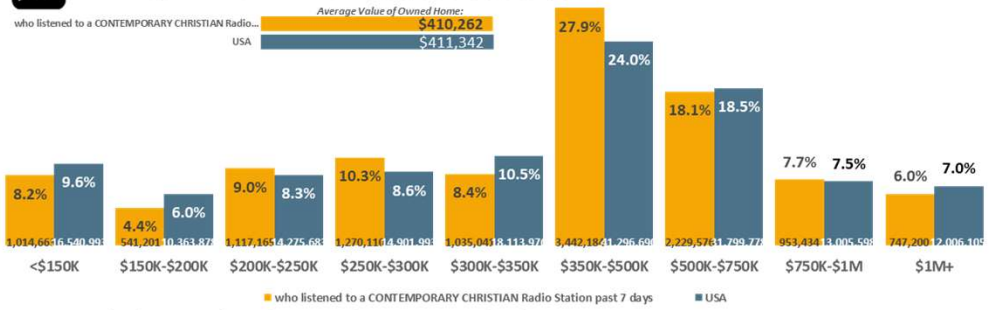
Type of Home: Adults 18 or older



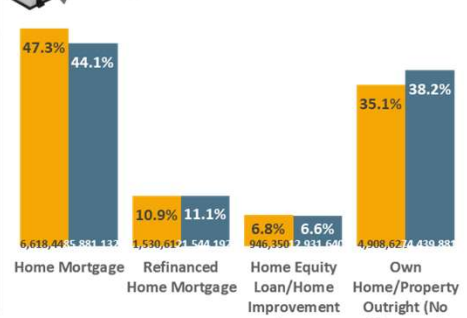
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



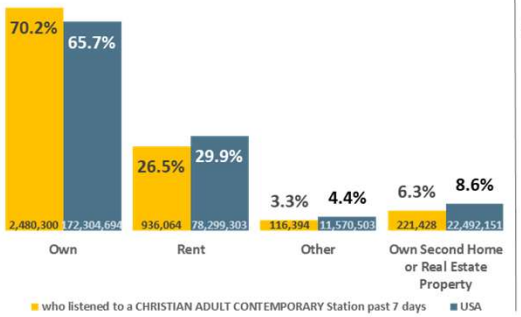
USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *2,459*

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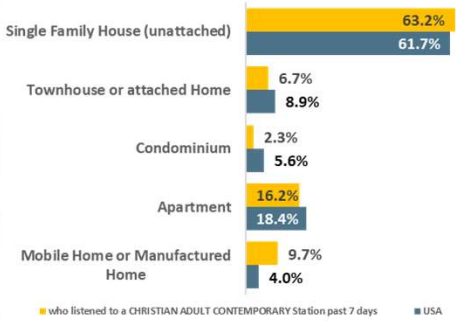
CHRISTIAN ADULT CONTEMPORARY

1.3% or 3,532,759 of USA Adults 18 or older listened to a CHRISTIAN ADULT CONTEMPORARY Station past 7 days. Adults 18 or older who listened to a CHRISTIAN ADULT CONTEMPORARY Station past 7 days are 6.8% more likely to own their home, 13.4% more likely to own a lower valued home, 2.5% more likely to have a single-family home, 11.2% more likely to have a dog.

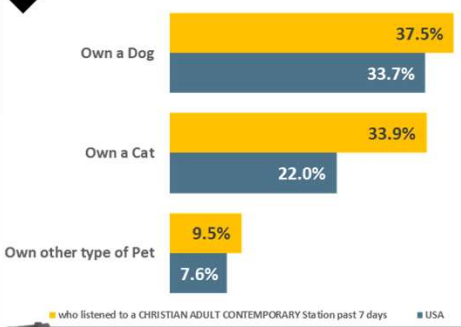
Own/Rent/Other: Adults 18 or older



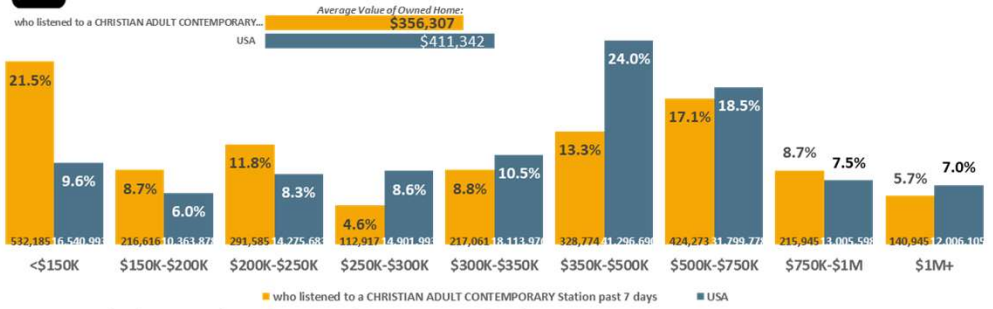
Type of Home: Adults 18 or older



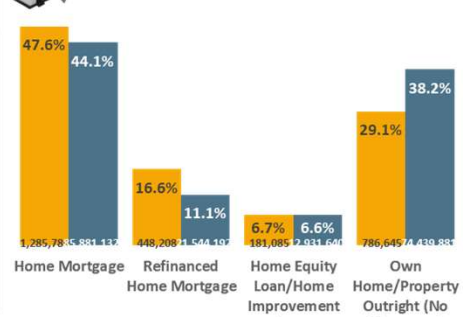
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *2,459*

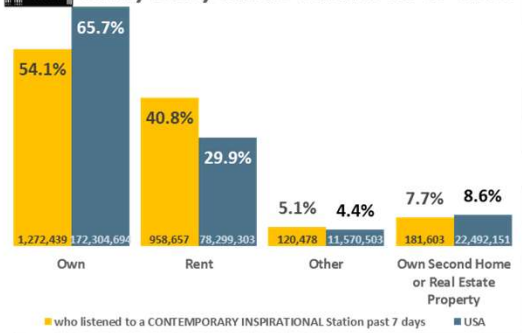
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USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

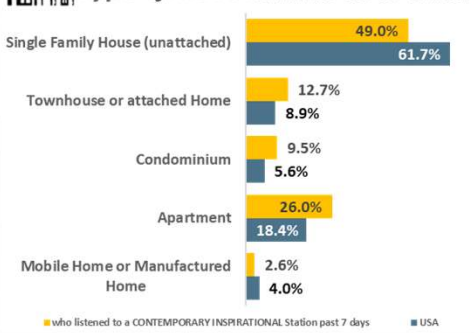
CONTEMPORARY INSPIRATIONAL

.9% or 2,351,574 of USA Adults 18 or older listened to a CONTEMPORARY INSPIRATIONAL Station past 7 days. Adults 18 or older who listened to a CONTEMPORARY INSPIRATIONAL Station past 7 days are 17.7% less likely to own their home, 11.2% more likely to own a lower valued home, 20.7% less likely to have a single-family home, 61.1% less likely to have a dog.

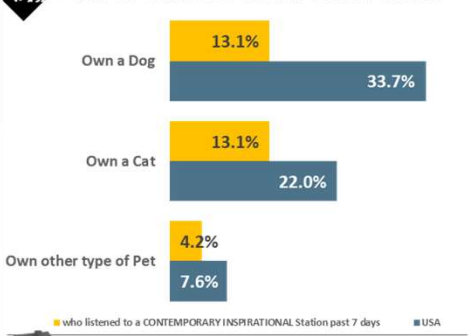
Own/Rent/Other: Adults 18 or older



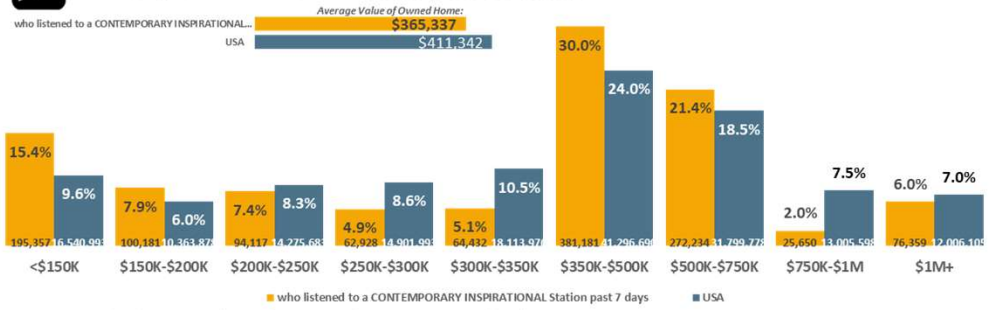
Type of Home: Adults 18 or older



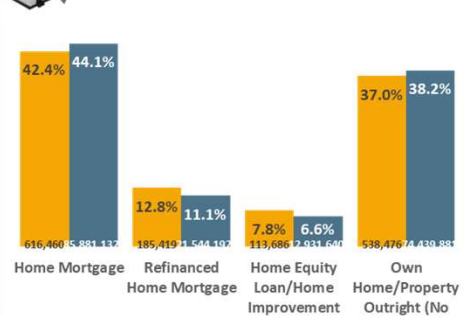
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *2,459*

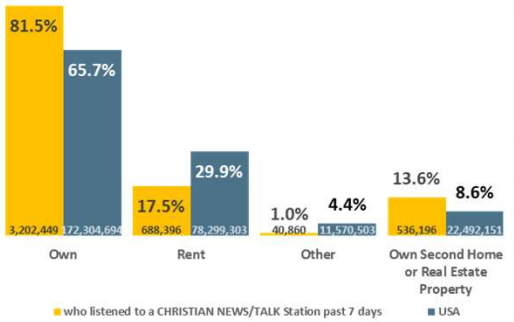
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USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

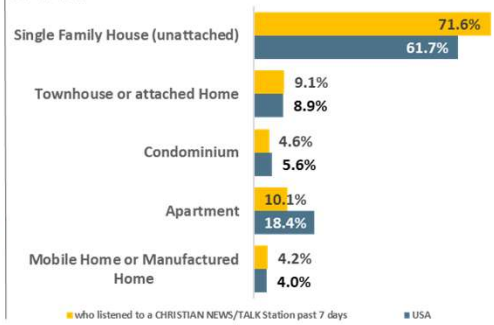
CHRISTIAN NEWS/TALK

1.5% or 3,931,705 of USA Adults 18 or older listened to a CHRISTIAN NEWS/TALK Station past 7 days. Adults 18 or older who listened to a CHRISTIAN NEWS/TALK Station past 7 days are 23.9% more likely to own their home, 3.2% more likely to own a lower valued home, 16.% more likely to have a single-family home, 3.2% less likely to have a dog.

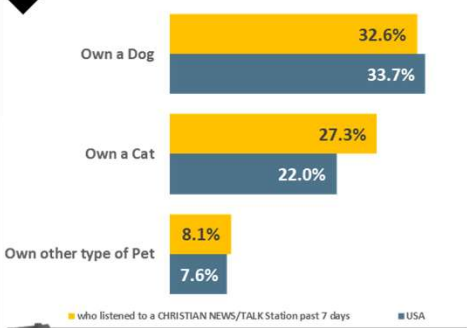
Own/Rent/Other: Adults 18 or older



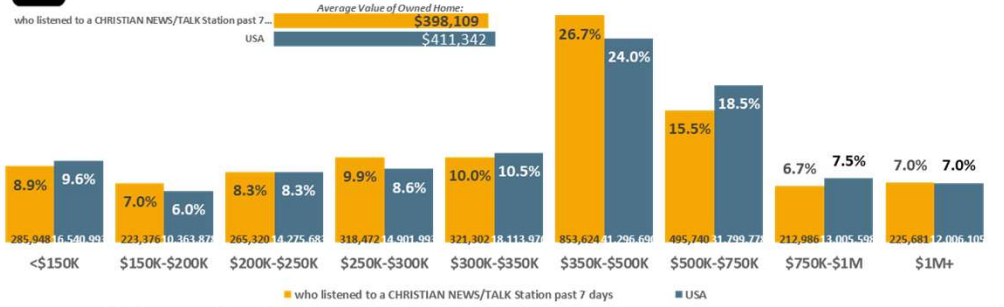
Type of Home: Adults 18 or older



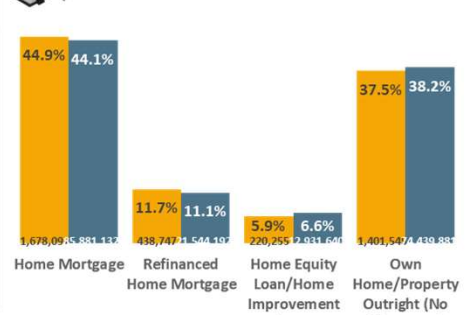
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *2,459*

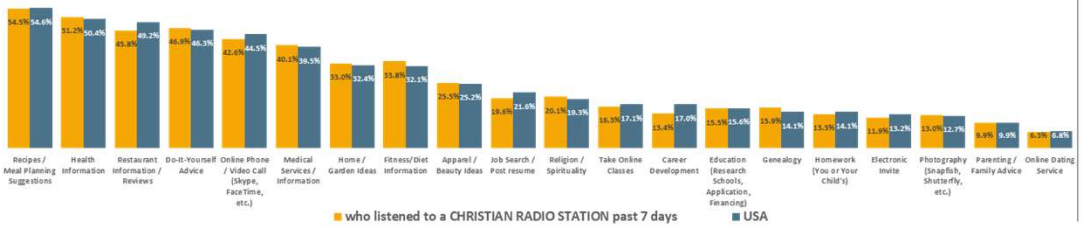
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USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

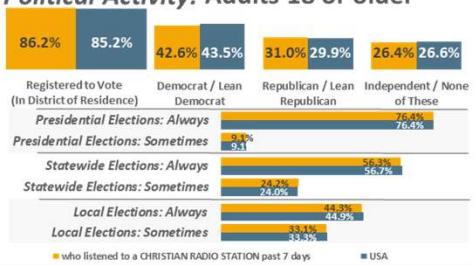


9.9% or 26,014,115 of USA Adults 18 or older listened to a CHRISTIAN RADIO STATION past 7 days.
Adults 18 or older who listened to a CHRISTIAN RADIO STATION past 7 days are 1.2% more likely to look up D-I-Y advice online, 1.3% less likely to always vote in local elections, .1% more likely to belong to a gym, .6% more likely to fly domestic past yr.

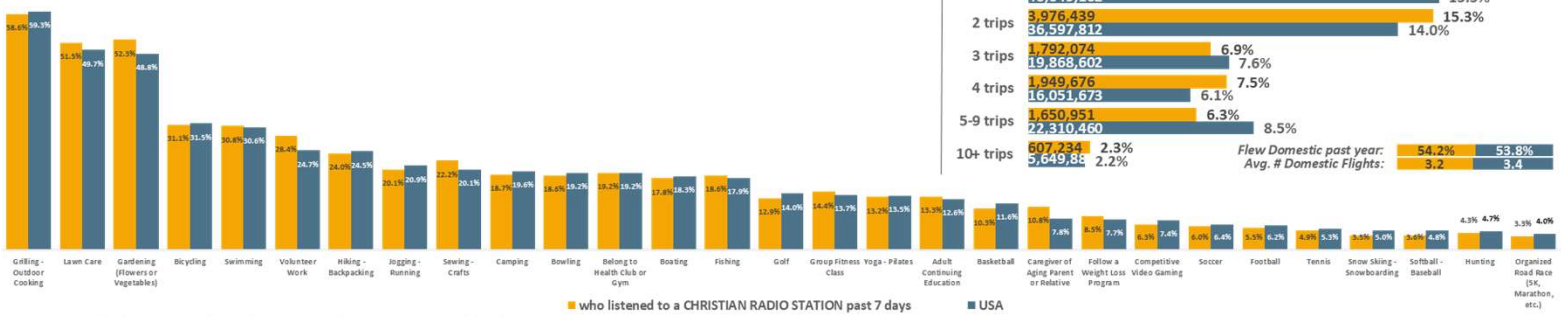
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,459

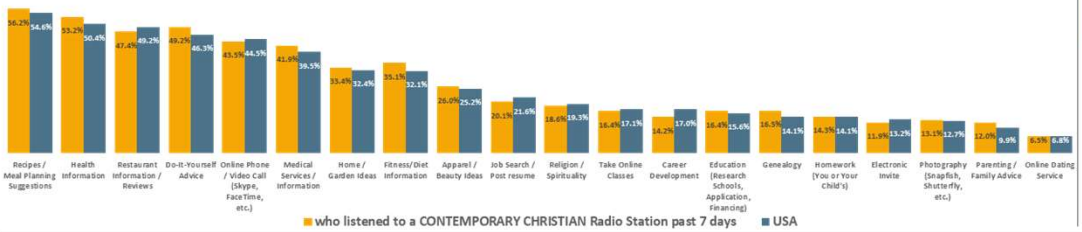
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(Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary OR Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary OR Radio format profiles (M-S 6am-Mid cume): Contemporary Christian OR Radio format profiles (M-S 6am-Mid cume): Contemporary Inspirational OR Radio format profiles (M-S 6am-Mid cume): Gospel OR Radio format profiles (M-S 6am-Mid cume): Religious OR Radio format profiles (M-S 6am-Mid cume): Southern Gospel OR Radio format profiles (M-S 6am-Mid cume): Spanish Contemporary Christian OR Radio format profiles (M-S 6am-Mid cume): Spanish Religious)

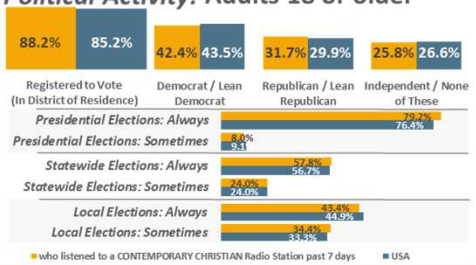
CONTEMPORARY CHRISTIAN

6.7% or 17,562,731 of USA Adults 18 or older listened to a CONTEMPORARY CHRISTIAN Radio Station past 7 days. Adults 18 or older who listened to a CONTEMPORARY CHRISTIAN Radio Station past 7 days are 6.2% more likely to look up D-I-Y advice online, 3.2% less likely to always vote in local elections, 2.8% more likely to belong to a gym, 5.9% more likely to fly dom

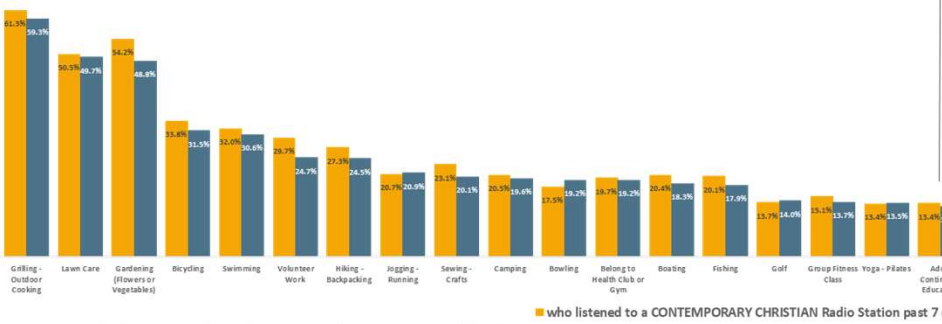
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



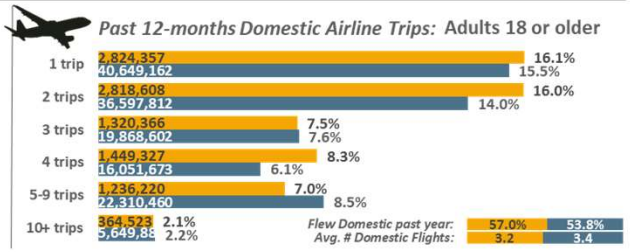
Political Activity: Adults 18 or older



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



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



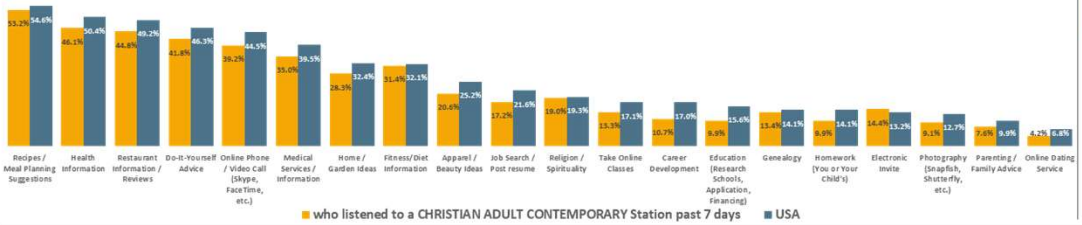
USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,459

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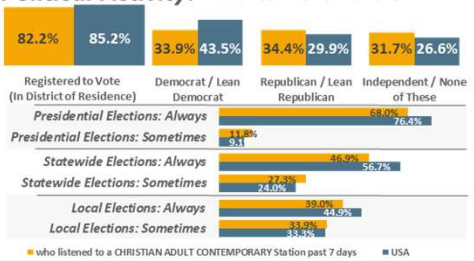


1.3% or 3,532,759 of USA Adults 18 or older listened to a CHRISTIAN ADULT CONTEMPORARY Station past 7 days. Adults 18 or older who listened to a CHRISTIAN ADULT CONTEMPORARY Station past 7 days are 9.8% less likely to look up D-I-Y advice online, 13.% less likely to always vote in local elections, 19.% less likely to belong to a gym, 13.9% less likely to fly do

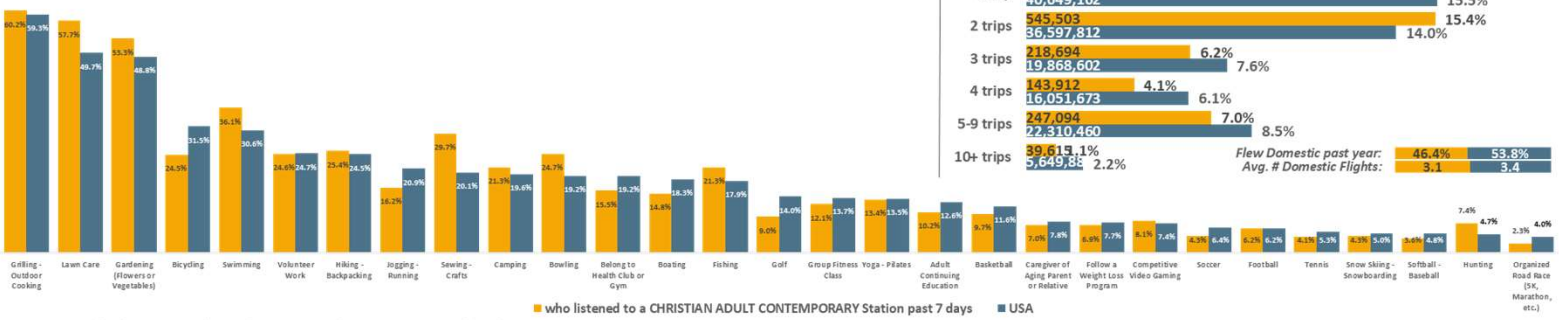
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

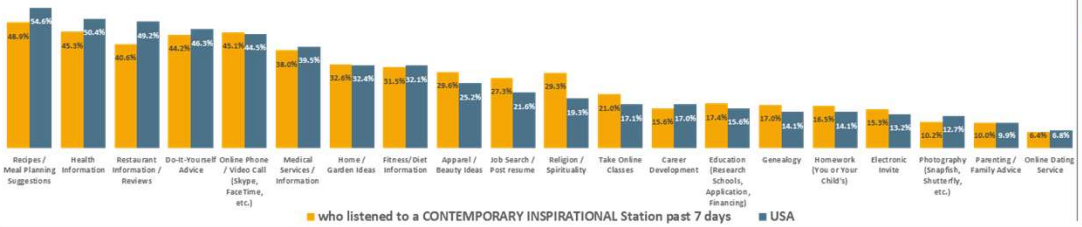
USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *2,459*

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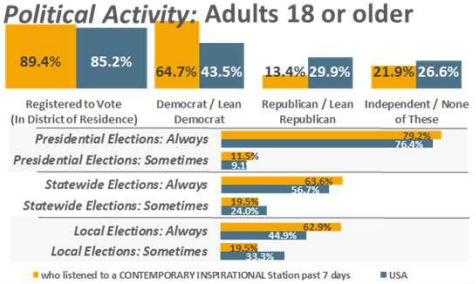


.9% or 2,351,574 of USA Adults 18 or older listened to a CONTEMPORARY INSPIRATIONAL Station past 7 days. Adults 18 or older who listened to a CONTEMPORARY INSPIRATIONAL Station past 7 days are 4.5% less likely to look up D-I-Y advice online, 40.3% more likely to always vote in local elections, 30.9% less likely to belong to a gym, .3% more likely to fly dome

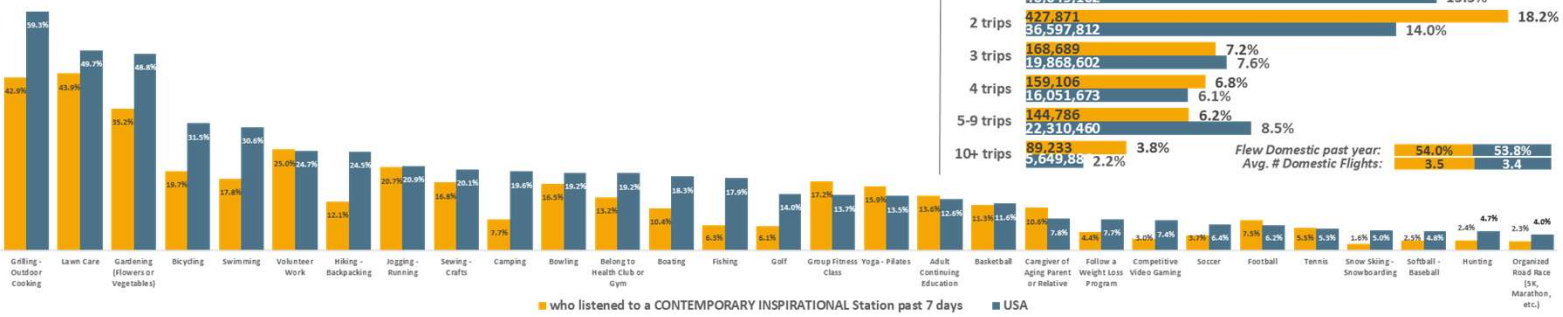
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

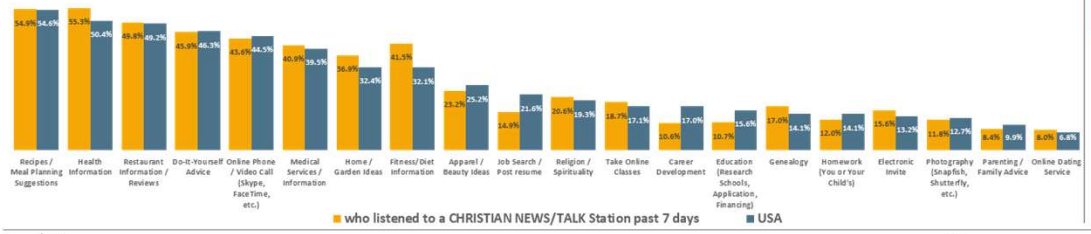
USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *2,459*

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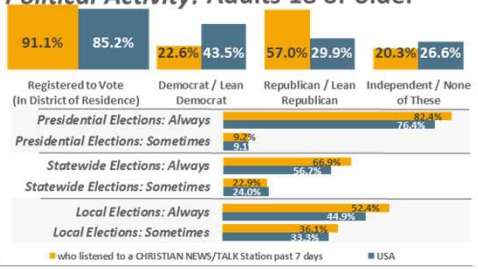


1.5% or 3,931,705 of USA Adults 18 or older listened to a CHRISTIAN NEWS/TALK Station past 7 days. Adults 18 or older who listened to a CHRISTIAN NEWS/TALK Station past 7 days are .9% less likely to look up D-I-Y advice online, 16.7% more likely to always vote in local elections, 14.6% less likely to belong to a gym, 9.2% more likely to fly domestic pa

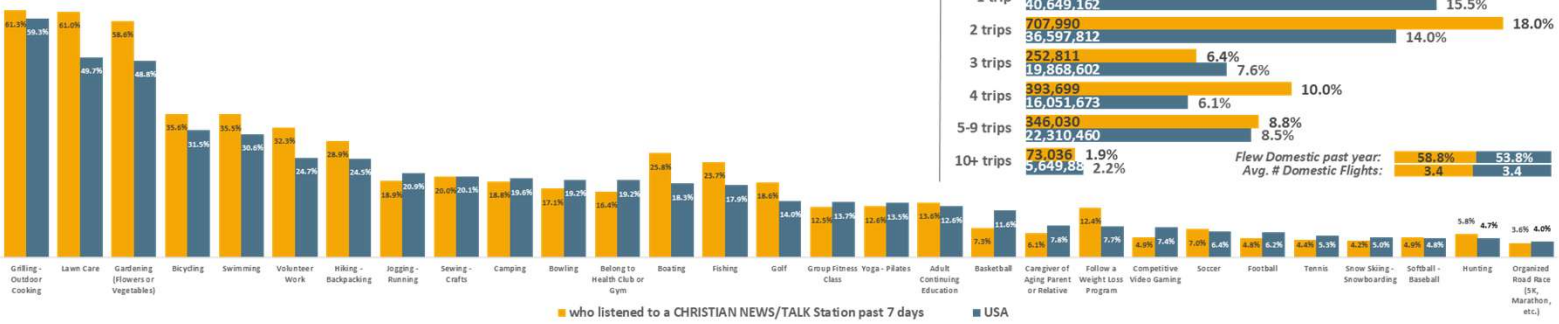
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,459

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Radio format profiles (M-S 6am-Mid cume): News/Talk/Information



9.9% or 26,014,115 of USA Adults 18 or older listened to a CHRISTIAN RADIO STATION past 7 days.
Adults 18 or older who listened to a CHRISTIAN RADIO STATION past 7 days are 2.5% more likely to use QSRs past mo., .8% more likely to use Sit-Down Restaurants past mo., 3.% more likely to use Casinos past yr., 1.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 90.9% 88.7% — 23,644,152 — 232,489,836

Avg. Monthly QSR Meals: 6.3 — 6.4

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



Total Monthly Sit-Down Restaurant Users: 76.7% 76.1% — 19,950,516 — 199,395,818

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

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who listened to a CHRISTIAN RADIO STATION past 7... 3,899,805 — 15.0%

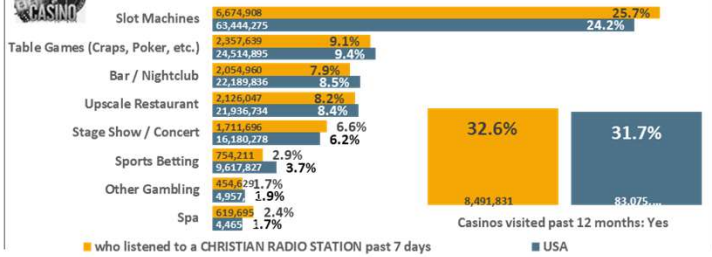
USA — 17.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





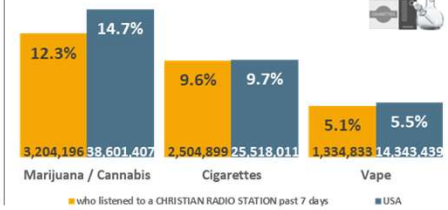
32.6% — 8,491,831

31.7% — 83,075,...

Casinos visited past 12 months: Yes

Used Past 30-days: Adults 18 or older





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,459

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(Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary OR Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary OR Radio format profiles (M-S 6am-Mid cume): Contemporary Christian OR Radio format profiles (M-S 6am-Mid cume): Contemporary Inspirational OR Radio format profiles (M-S 6am-Mid cume): Gospel OR Radio format profiles (M-S 6am-Mid cume): Religious OR Radio format profiles (M-S 6am-Mid cume): Southern Gospel OR Radio format profiles (M-S 6am-Mid cume): Spanish Contemporary Christian OR Radio format profiles (M-S 6am-Mid cume): Spanish Religious)



6.7% or 17,562,731 of USA Adults 18 or older listened to a CONTEMPORARY CHRISTIAN Radio Station past 7 days. Adults 18 or older who listened to a CONTEMPORARY CHRISTIAN Radio Station past 7 days are 3.6% more likely to use QSRs past mo., 2.4% more likely to use Sit-Down Restaurants past mo., 1.7% less likely to use Casinos past yr., 21.3% less likely to smoke ci

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 91.9% 88.7% — 16,140,114 — 232,489,836

Avg. Monthly QSR Meals: 6.4 6.4

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



Total Monthly Sit-Down Restaurant Users: 77.9% 76.1% — 13,682,576 — 199,395,818

Avg. Monthly Sit-Down Restaurant Meals: 3.9 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who listened to a CONTEMPORARY CHRISTIAN Radio... 2,795,287 15.9%

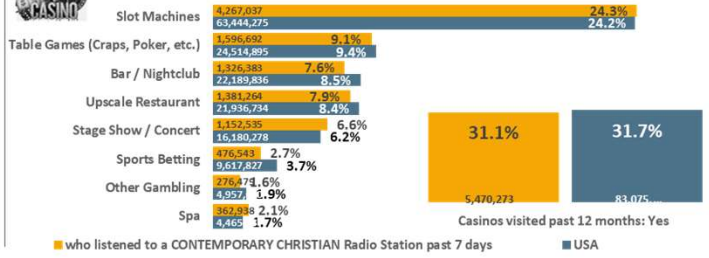
USA 17.4%

Drank Past 30-days: Adults 18 or older



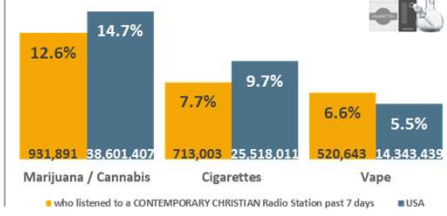
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *2,459*

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1.3% or 3,532,759 of USA Adults 18 or older listened to a CHRISTIAN ADULT CONTEMPORARY Station past 7 days. Adults 18 or older who listened to a CHRISTIAN ADULT CONTEMPORARY Station past 7 days are 2.4% less likely to use QSRs past mo., 2.1% less likely to use Sit-Down Restaurants past mo., 14.5% more likely to use Casinos past yr., 50.6% more likely to smoke c

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
86.6%
88.7%
3,057,987
232,489,8
36

Avg. Monthly QSR Meals:
6.2
6.4

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



Total Monthly Sit-Down Restaurant Users:
74.4%
76.1%
2,629,549
199,395,8
18

Avg. Monthly Sit-Down Restaurant Meals:
3.8
4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who listened to a CHRISTIAN ADULT CONTEMPORARY... 407,324 11.5%

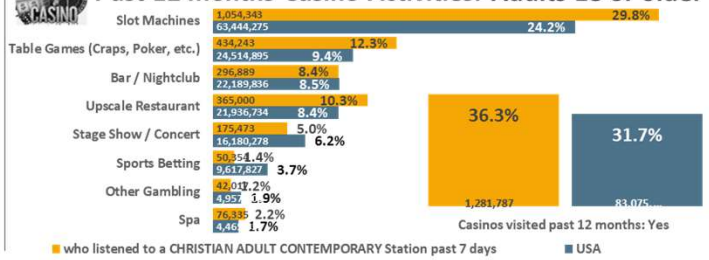
USA 17.4%

Drank Past 30-days: Adults 18 or older



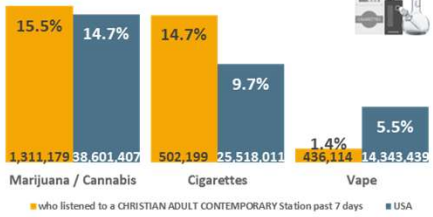
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,459

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.9% or 2,351,574 of USA Adults 18 or older listened to a CONTEMPORARY INSPIRATIONAL Station past 7 days. Adults 18 or older who listened to a CONTEMPORARY INSPIRATIONAL Station past 7 days are .1% less likely to use QSRs past mo., 12.8% less likely to use Sit-Down Restaurants past mo., 13.5% more likely to use Casinos past yr., 41.% more likely to smoke ciga

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 88.6% 88.7% 2,082,502 232,489,8 36

Avg. Monthly QSR Meals: 6.6 6.4

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



Total Monthly Sit-Down Restaurant Users: 66.3% 76.1% 1,559,802 199,395,8 18

Avg. Monthly Sit-Down Restaurant Meals: 4.5 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who listened to a CONTEMPORARY INSPIRATIONAL... 466,661 19.8%

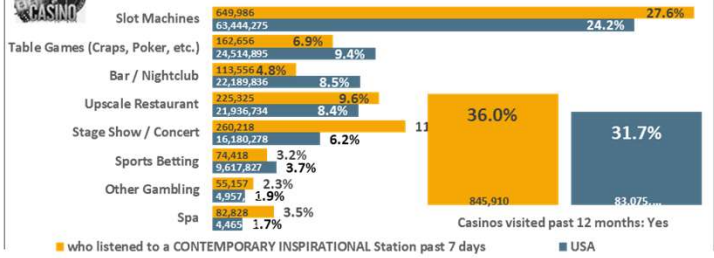
USA 17.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *2,459*

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1.5% or 3,931,705 of USA Adults 18 or older listened to a CHRISTIAN NEWS/TALK Station past 7 days. Adults 18 or older who listened to a CHRISTIAN NEWS/TALK Station past 7 days are 2.9% more likely to use QSRs past mo., 14.% more likely to use Sit-Down Restaurants past mo., 9.% more likely to use Casinos past yr., 24.8% 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:

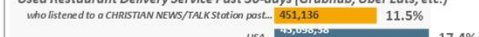


Top-10 Cuisines: Adults 18 or older

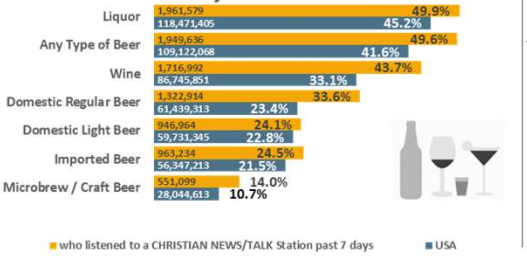
(Sit-Down Restaurants Used Past 30-days)



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

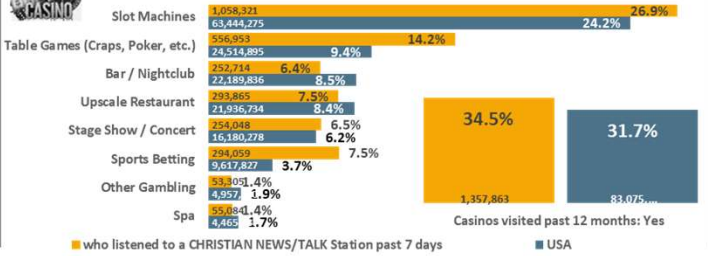


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,459

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Radio format profiles (M-S 6am-Mid cume): News/Talk/Information

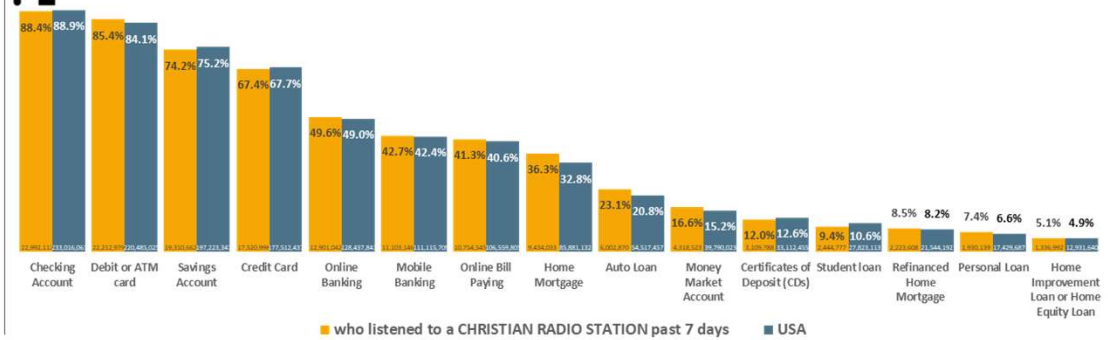


9.9% or 26,014,115 of USA Adults 18 or older listened to a CHRISTIAN RADIO STATION past 7 days. Adults 18 or older who listened to a CHRISTIAN RADIO STATION past 7 days are .9% more likely to have a 401K, 11.% more likely to have an Auto Loan, 4.3% less likely to Invest/Trade Stocks Online, 3.% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



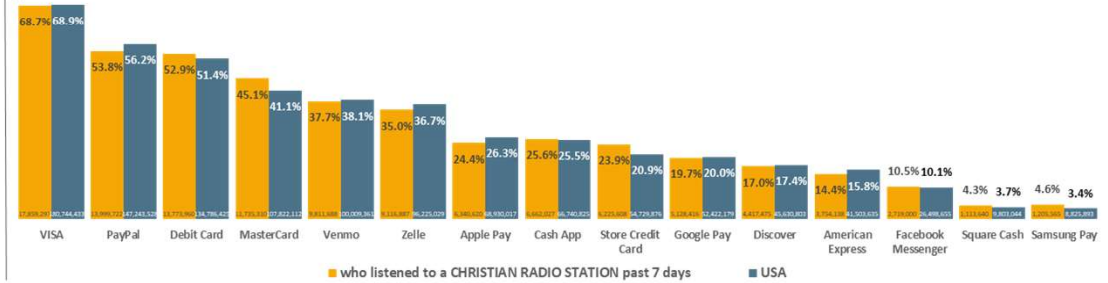
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,459

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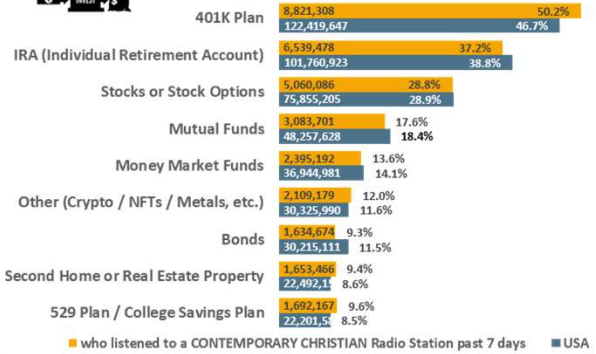
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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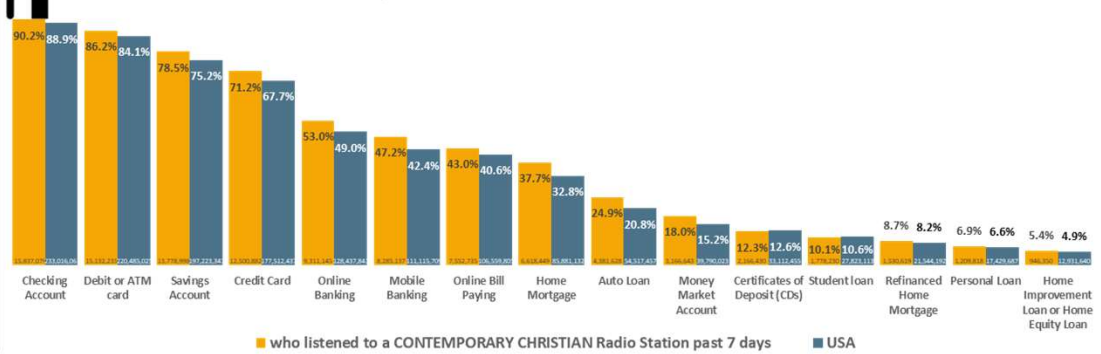


6.7% or 17,562,731 of USA Adults 18 or older listened to a CONTEMPORARY CHRISTIAN Radio Station past 7… Adults 18 or older who listened to a CONTEMPORARY CHRISTIAN Radio Station past 7 days are 7.6% more likely to have a 401K, 20.% more likely to have an Auto Loan, 3.1% more likely to Invest/Trade Stocks Online, 2.% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



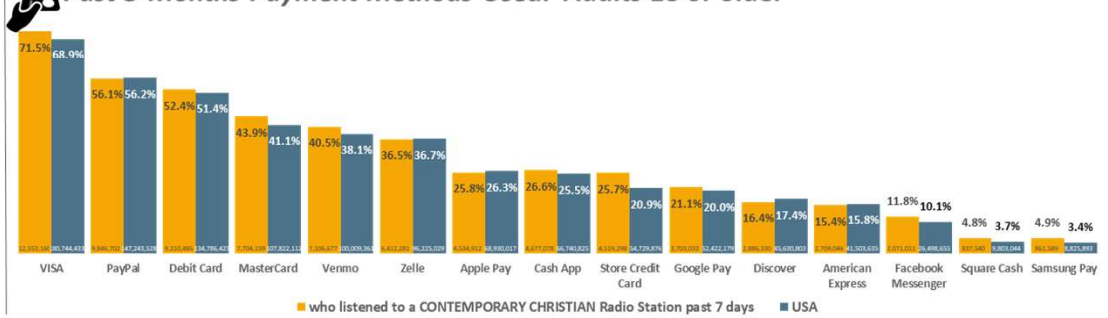
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,459

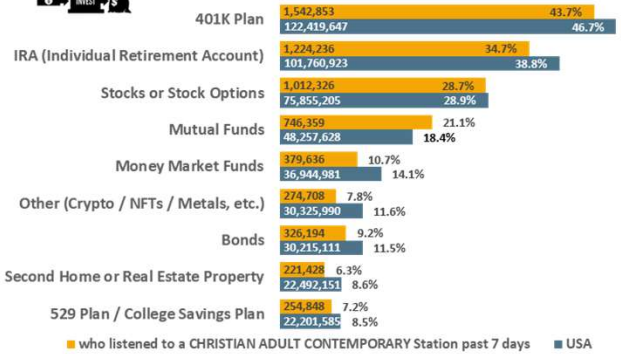
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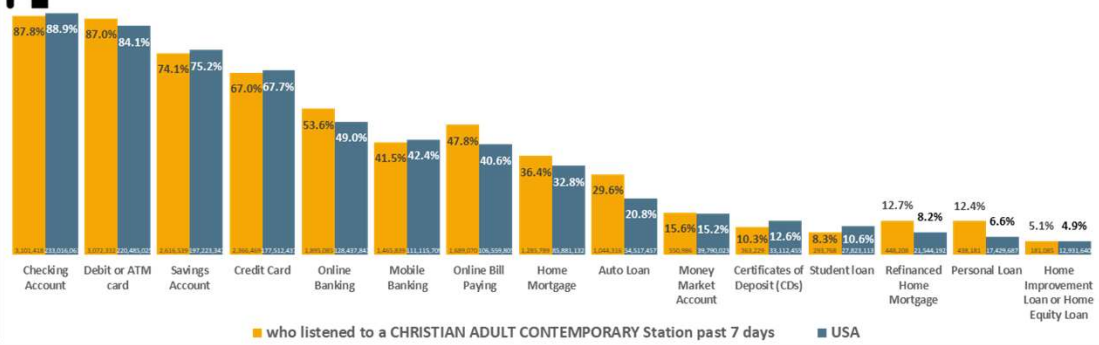


1.3% or 3,532,759 of USA Adults 18 or older listened to a CHRISTIAN ADULT CONTEMPORARY Station past 7… Adults 18 or older who listened to a CHRISTIAN ADULT CONTEMPORARY Station past 7 days are 6.5% less likely to have a 401K, 42.2% more likely to have an Auto Loan, 20.2% less likely to Invest/Trade Stocks Online, 10.% more likely to pay with their Debit Ca

Investments Owned: Adults 18 or older



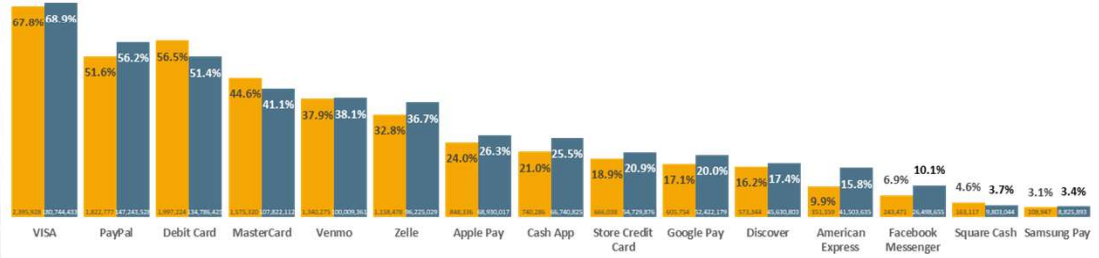
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,459

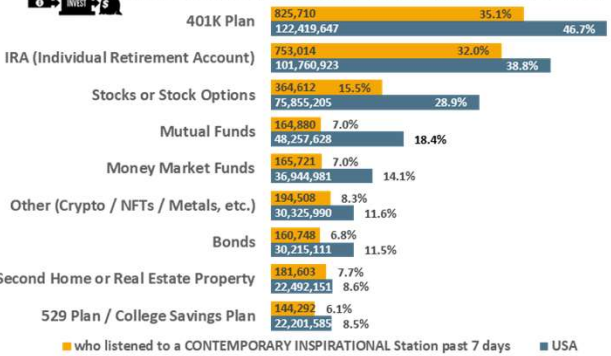
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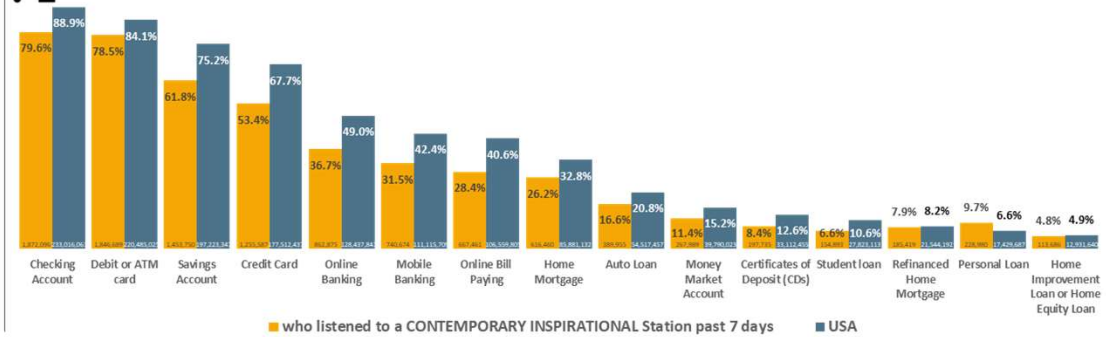


.9% or 2,351,574 of USA Adults 18 or older listened to a CONTEMPORARY INSPIRATIONAL Station past 7 days. Adults 18 or older who listened to a CONTEMPORARY INSPIRATIONAL Station past 7 days are 24.8% less likely to have a 401K, 20.3% less likely to have an Auto Loan, 25.7% less likely to Invest/Trade Stocks Online, .6% more likely to pay with their Debit Card

Investments Owned: Adults 18 or older



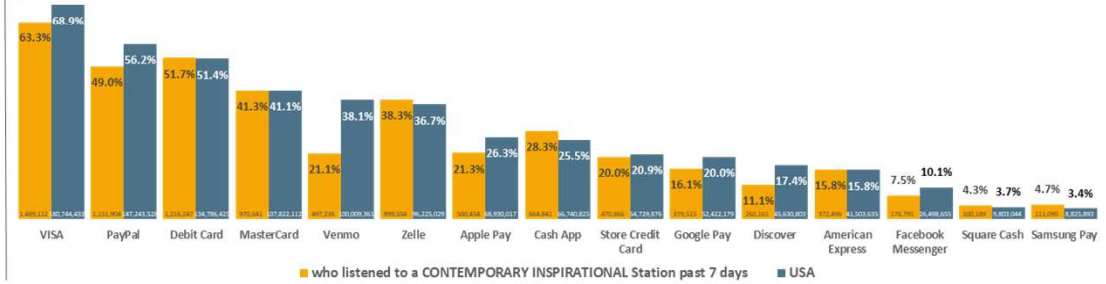
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,459

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

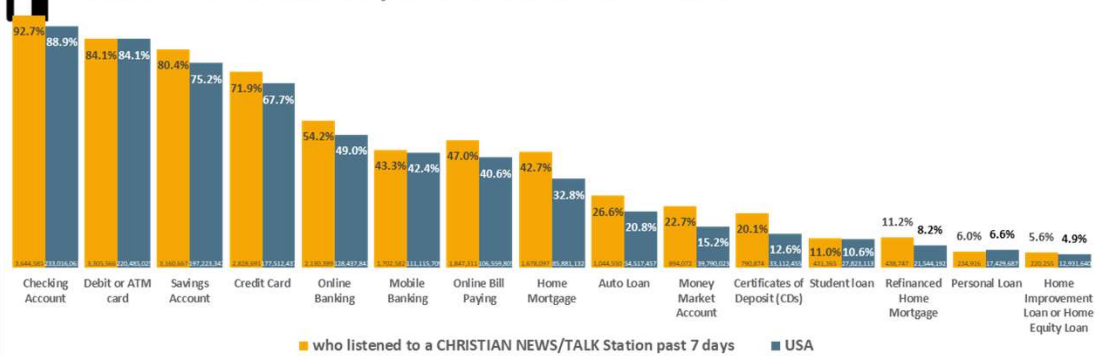


1.5% or 3,931,705 of USA Adults 18 or older listened to a CHRISTIAN NEWS/TALK Station past 7 days. Adults 18 or older who listened to a CHRISTIAN NEWS/TALK Station past 7 days are 5.6% more likely to have a 401K, 27.8% more likely to have an Auto Loan, 6.7% more likely to Invest/Trade Stocks Online, 2.6% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



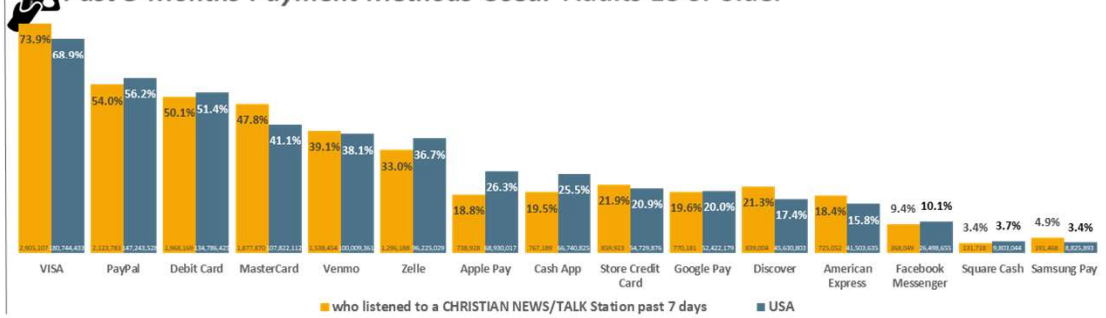
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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

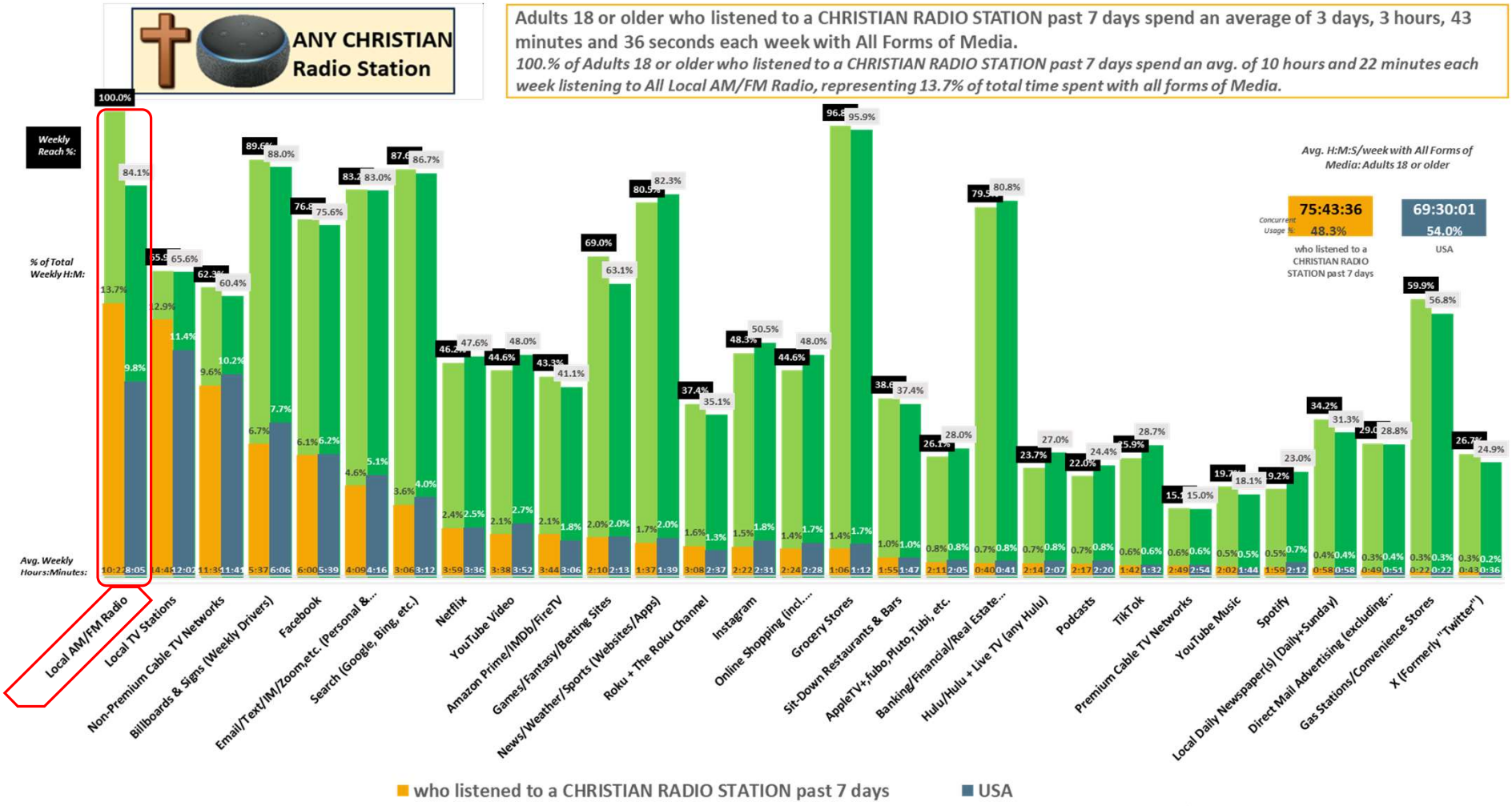


USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,459

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

Radio format profiles (M-S 6am-Mid cume): News/Talk/Information

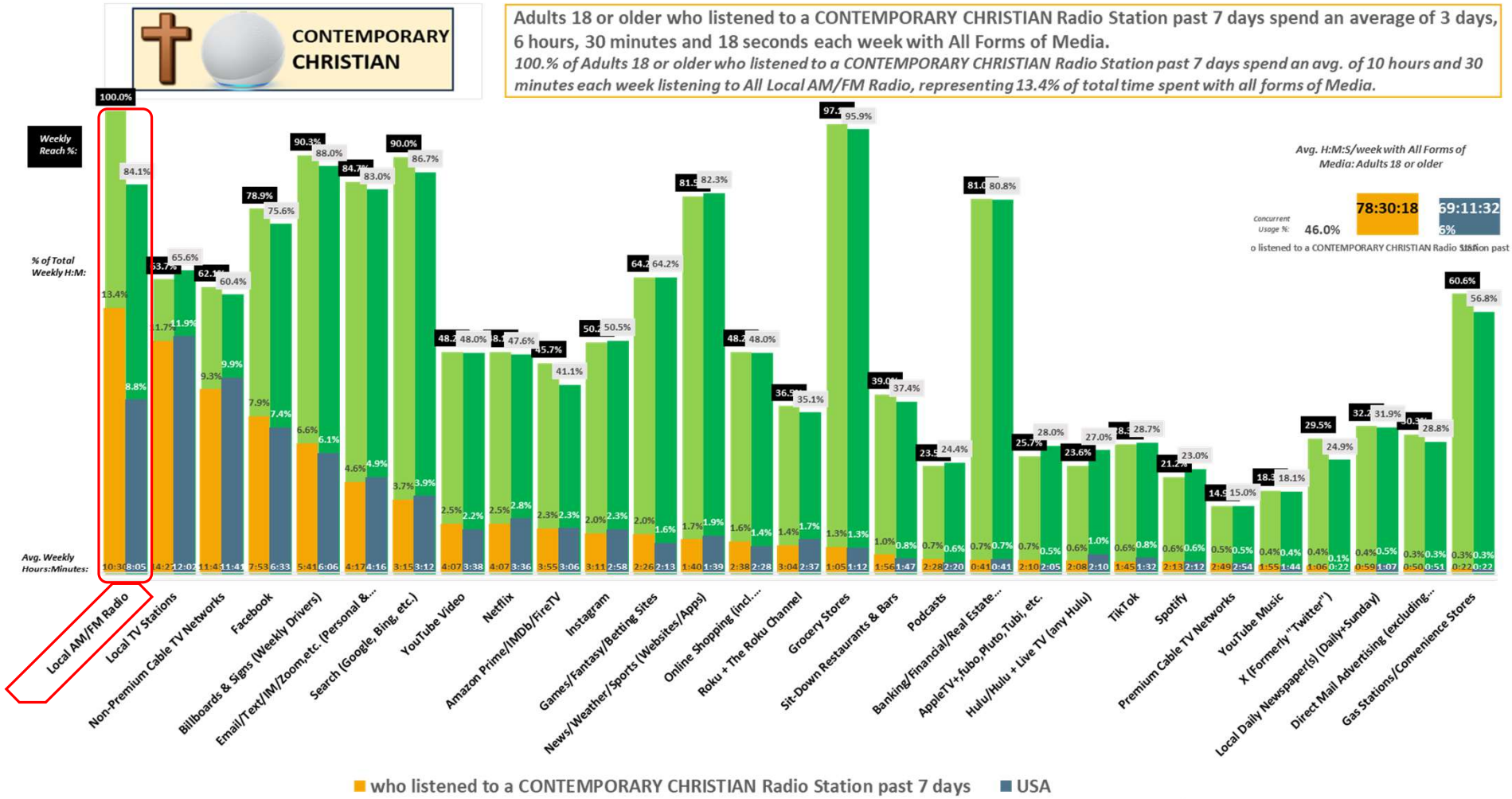


USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,459USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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(Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary OR Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary OR Radio format profiles (M-S 6am-Mid cume): Contemporary Christian OR Radio format profiles (M-S 6am-Mid cume): Contemporary Inspirational OR Radio format profiles (M-S 6am-Mid cume): Gospel OR Radio format profiles (M-S 6am-Mid cume): Religious OR Radio format profiles (M-S 6am-Mid cume): Southern Gospel OR Radio format profiles (M-S 6am-Mid cume): Spanish Contemporary Christian OR Radio format profiles (M-S 6am-Mid cume): Spanish Religious)

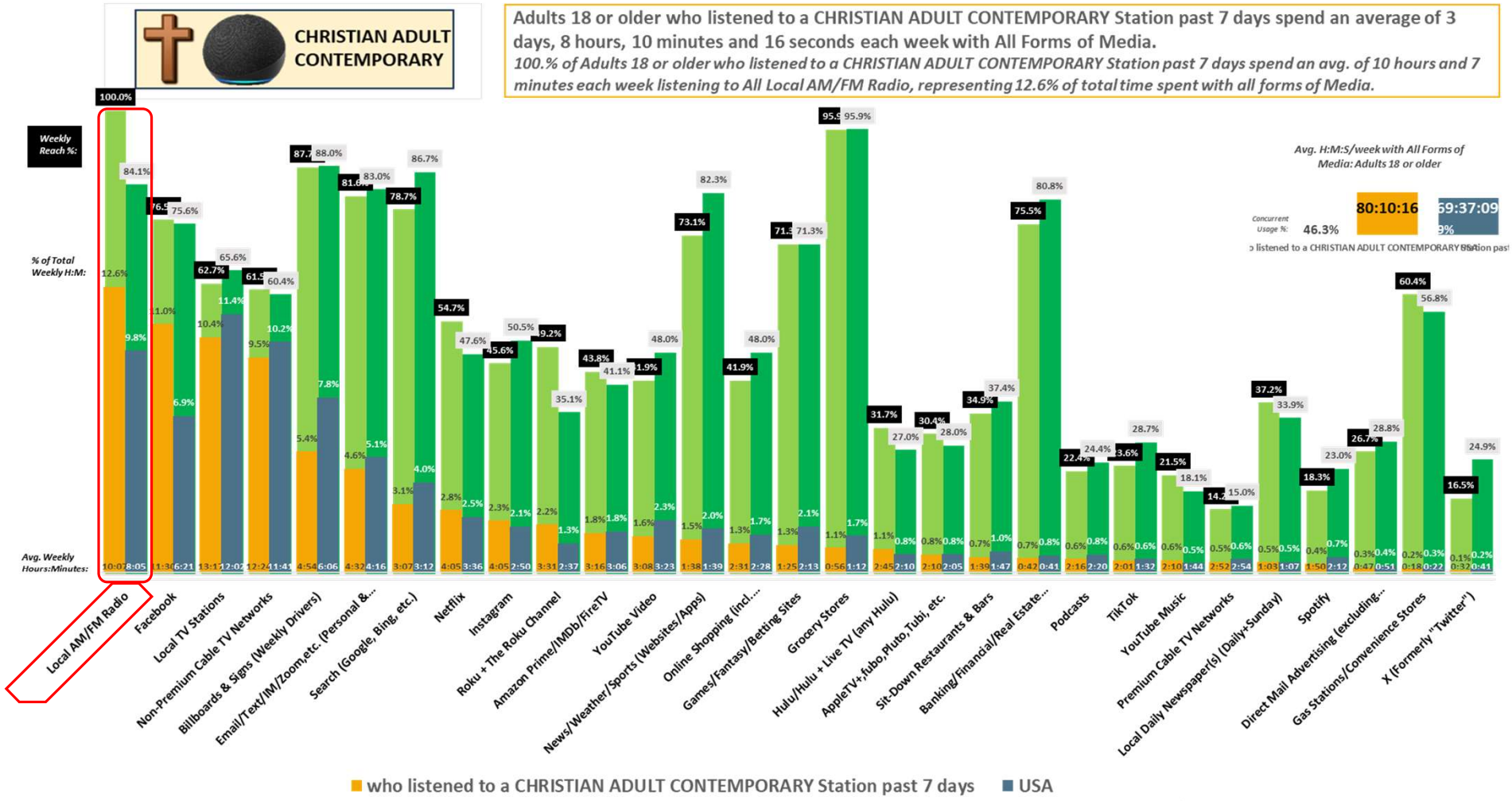


USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,459USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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Radio format profiles (M-S 6am-Mid cume): Contemporary Christian

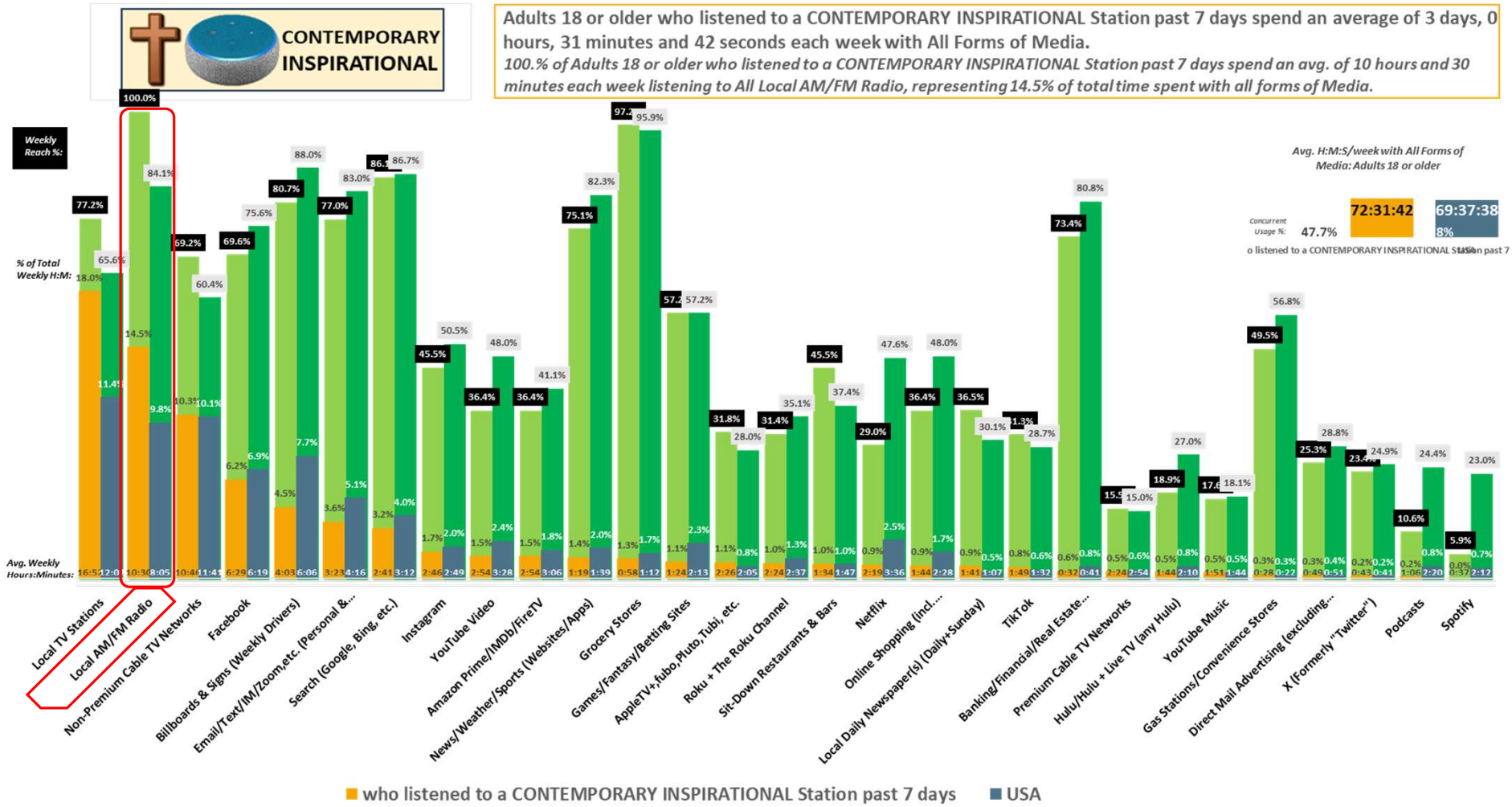


USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,459USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary

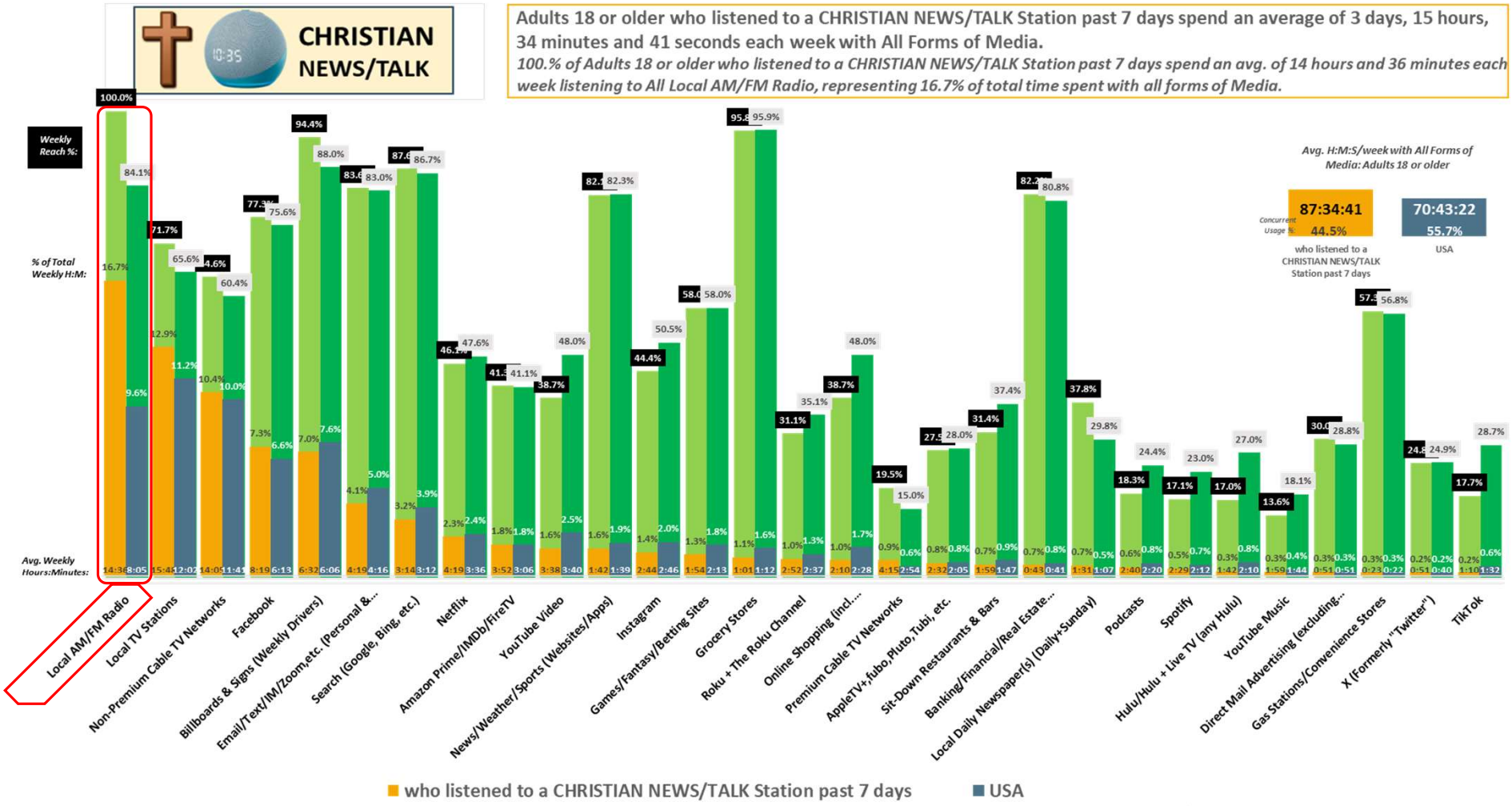


USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,459USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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Radio format profiles (M-S 6am-Mid cume): Contemporary Inspirational

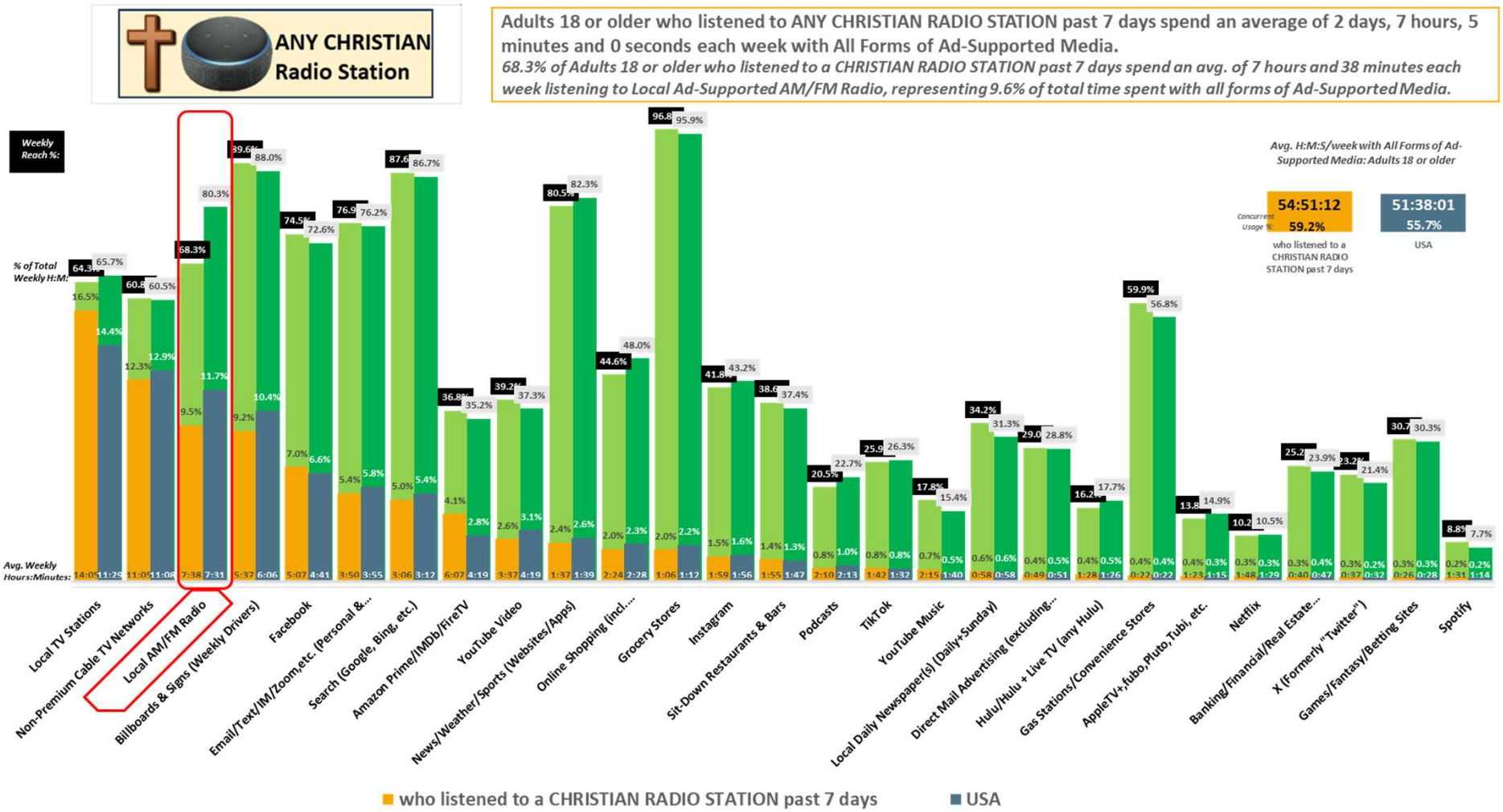


USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,459USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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Radio format profiles (M-S 6am-Mid cume): News/Talk/Information

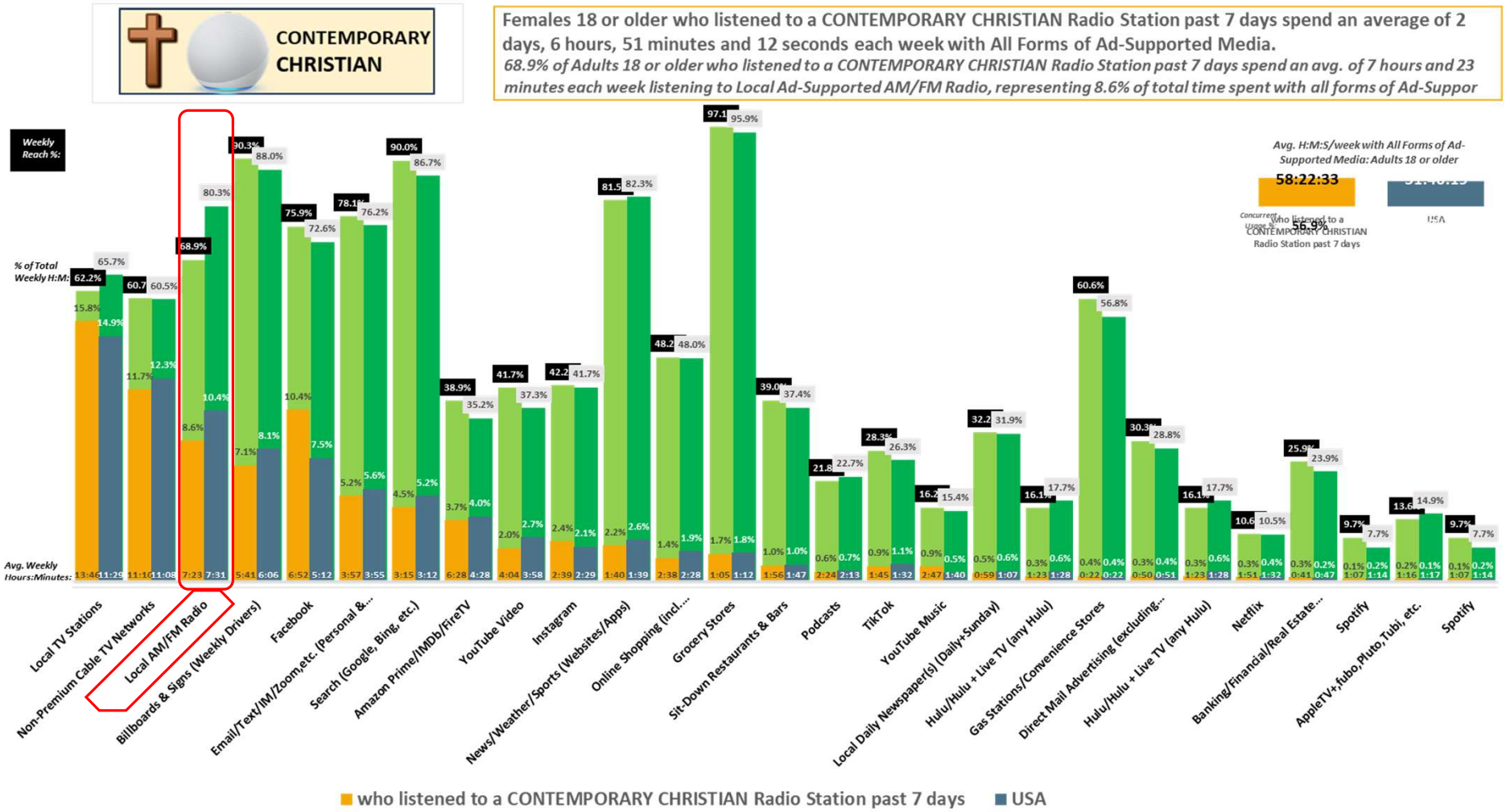


USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,459 USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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(Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary OR Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary OR Radio format profiles (M-S 6am-Mid cume): Contemporary Christian OR Radio format profiles (M-S 6am-Mid cume): Contemporary Inspirational OR Radio format profiles (M-S 6am-Mid cume): Gospel OR Radio format profiles (M-S 6am-Mid cume): Religious OR Radio format profiles (M-S 6am-Mid cume): Southern Gospel OR Radio format profiles (M-S 6am-Mid cume): Spanish Contemporary Christian OR Radio format profiles (M-S 6am-Mid cume): Spanish Religious)

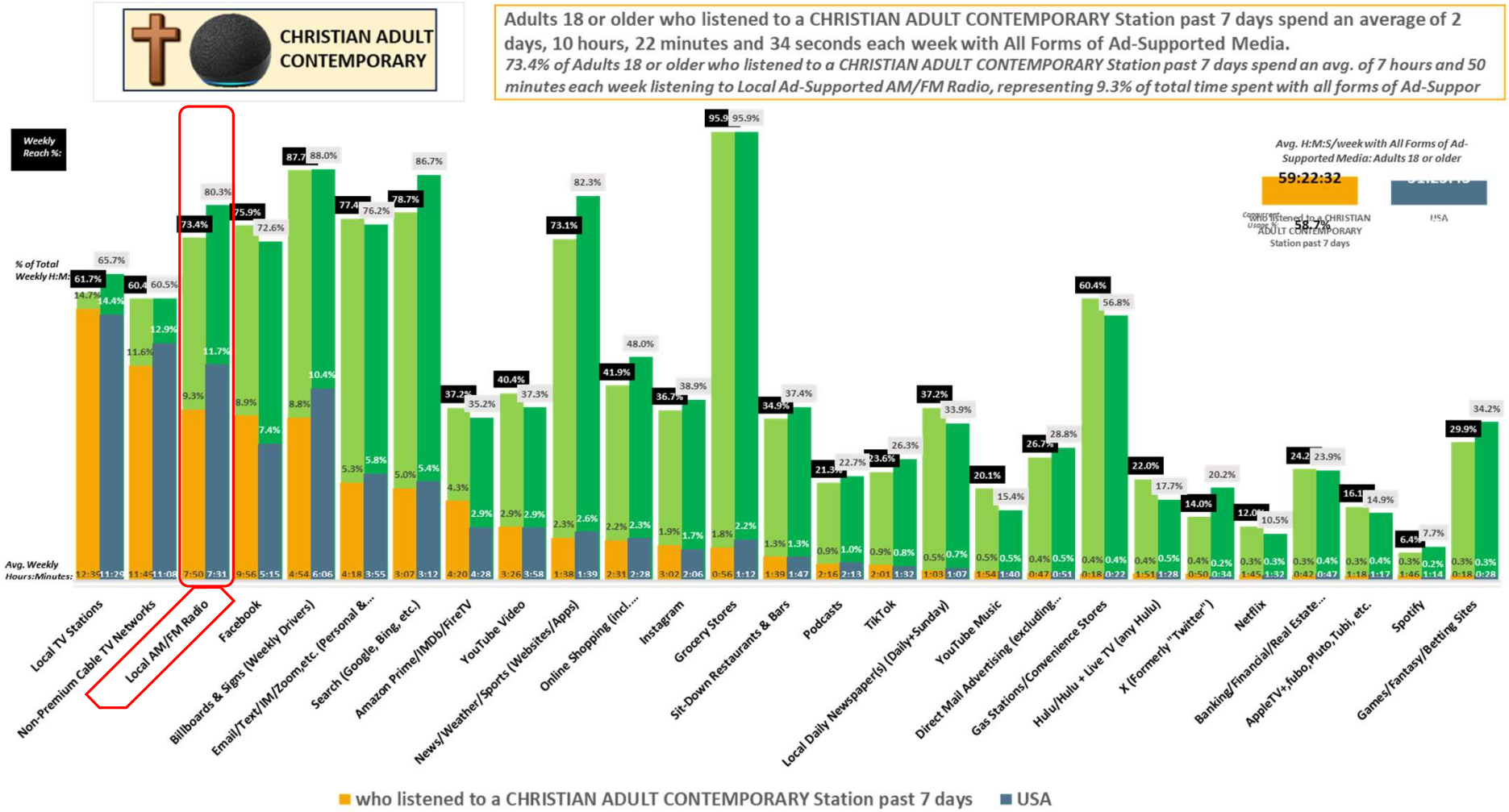


USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,459 USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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Radio format profiles (M-S 6am-Mid cume): Contemporary Christian

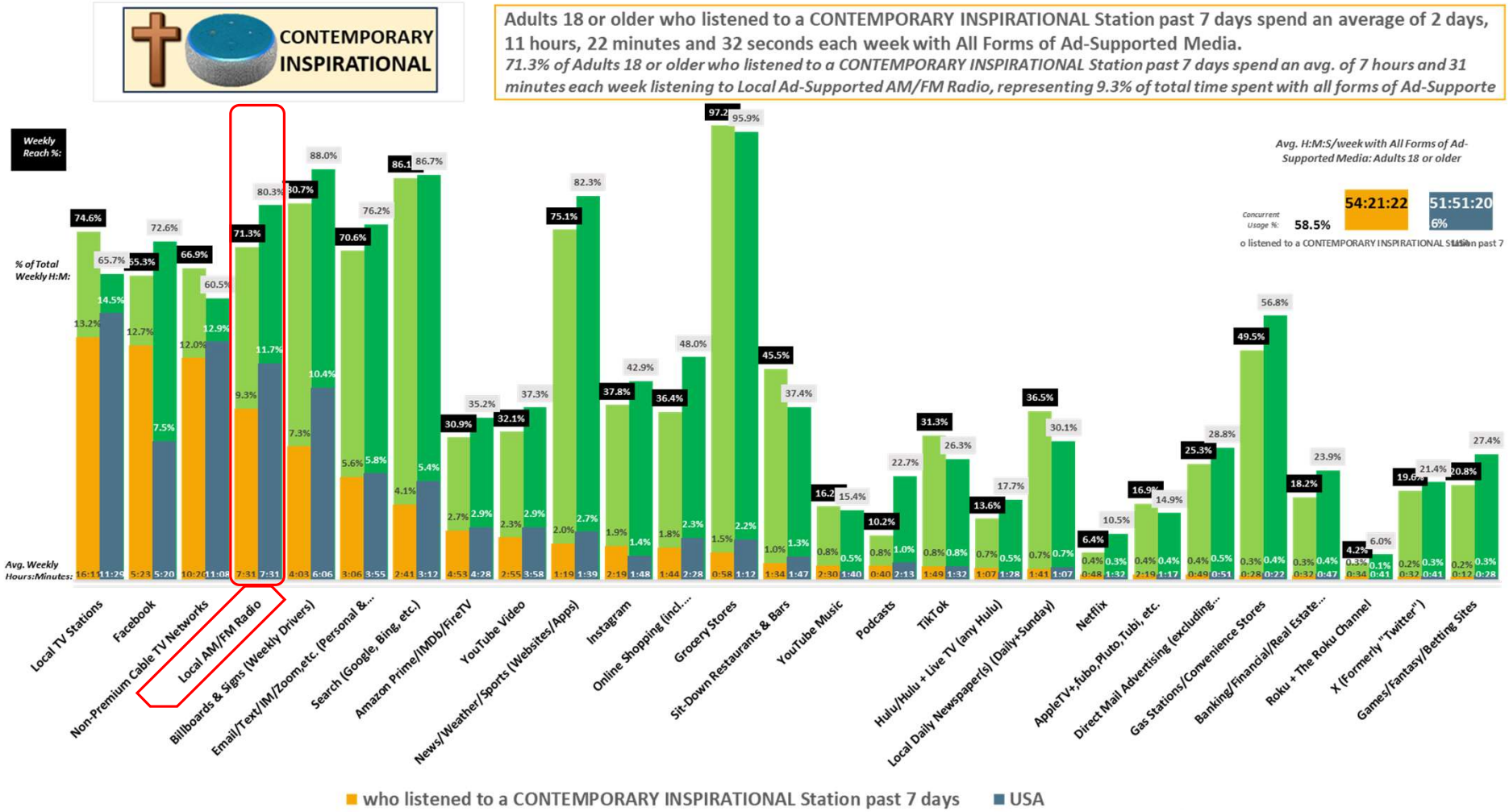


USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,459 USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary

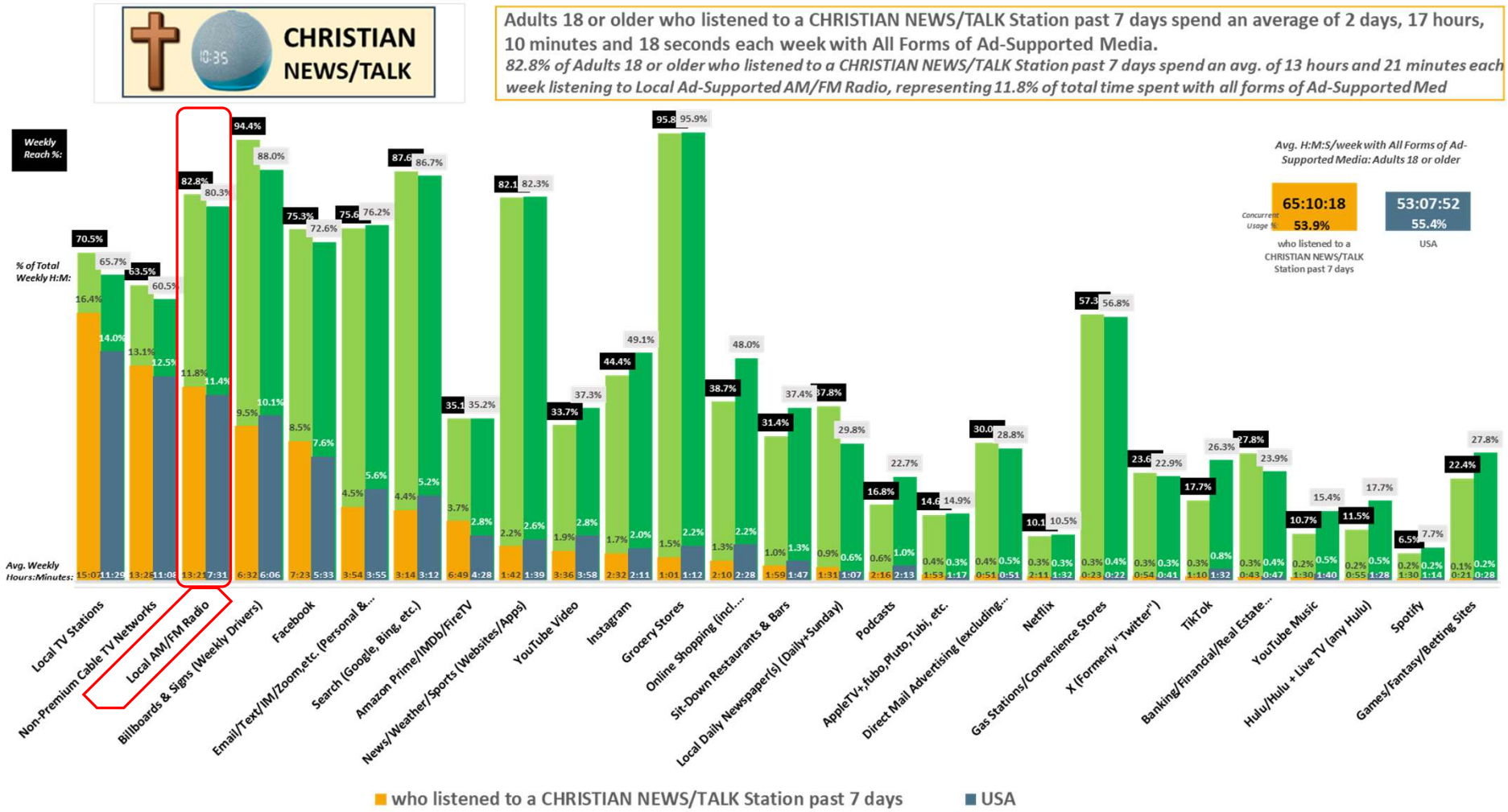


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Radio format profiles (M-S 6am-Mid cume): Contemporary Inspirational



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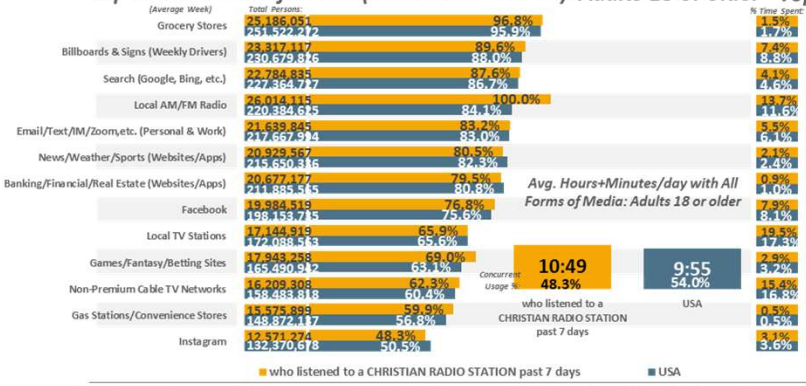
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Radio format profiles (M-S 6am-Mid cume): News/Talk/Information

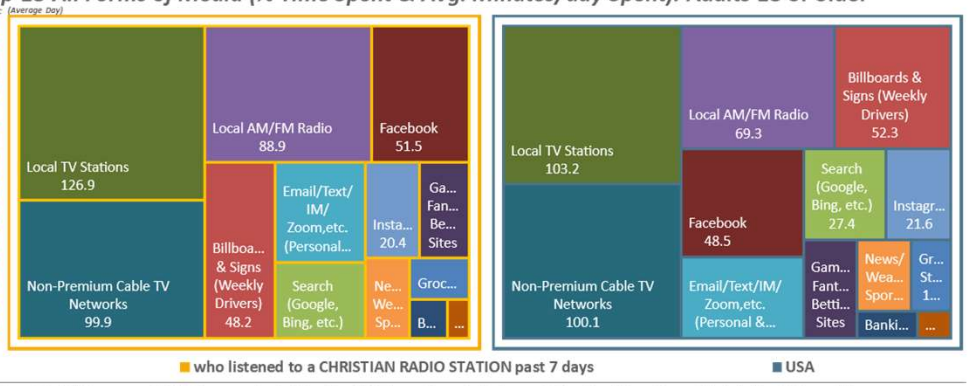


Adults 18 or older who listened to a CHRISTIAN RADIO STATION past 7 days spend an average of 7 hours and 50 minutes each day with All Forms of Ad-Supported Media. 68.3% listen to Local AM/FM Radio for an avg. of 65.5 minutes/day. *(Local Radio delivers 9.5% of Time with Ad-Supported Media.)*

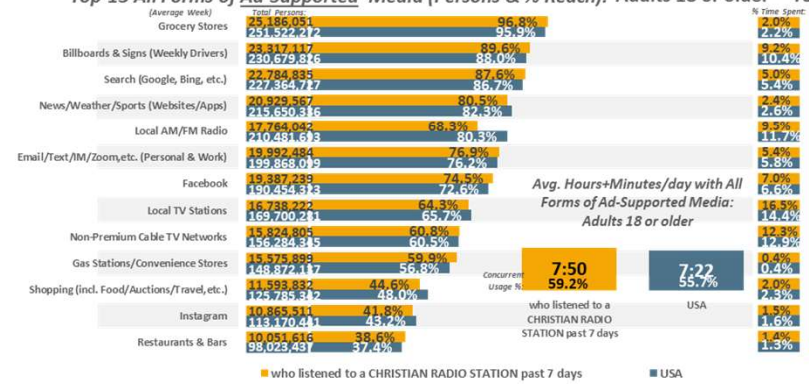
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



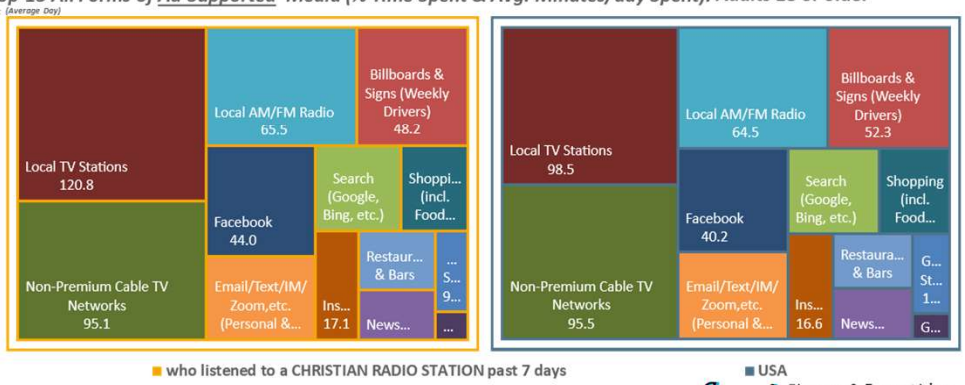
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *2,459*

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

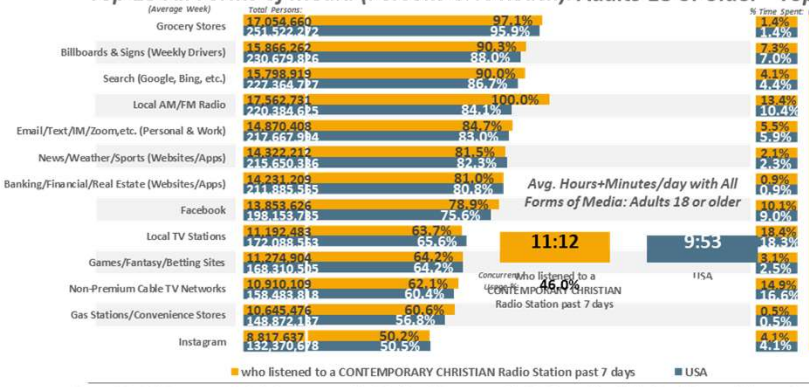
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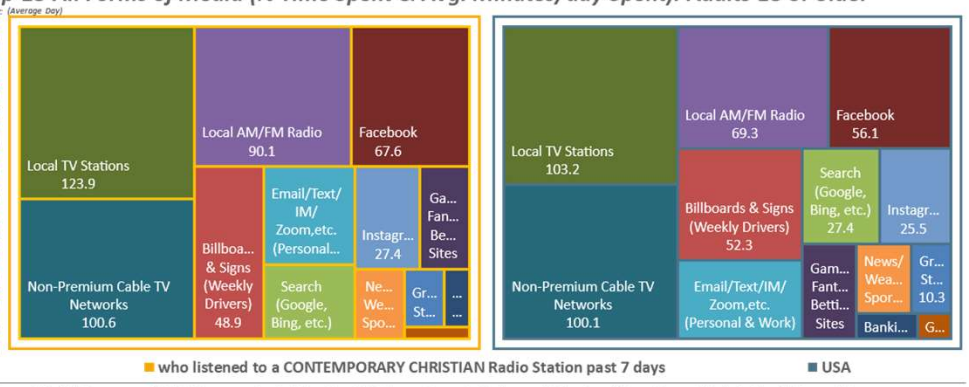
(Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary OR Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary OR Radio format profiles (M-S 6am-Mid cume): Contemporary Christian OR Radio format profiles (M-S 6am-Mid cume): Contemporary Inspirational OR Radio format profiles (M-S 6am-Mid cume): Gospel OR Radio format profiles (M-S 6am-Mid cume): Religious OR Radio format profiles (M-S 6am-Mid cume): Southern Gospel OR Radio format profiles (M-S 6am-Mid cume): Spanish Contemporary Christian OR Radio format profiles (M-S 6am-Mid cume): Spanish Religious)



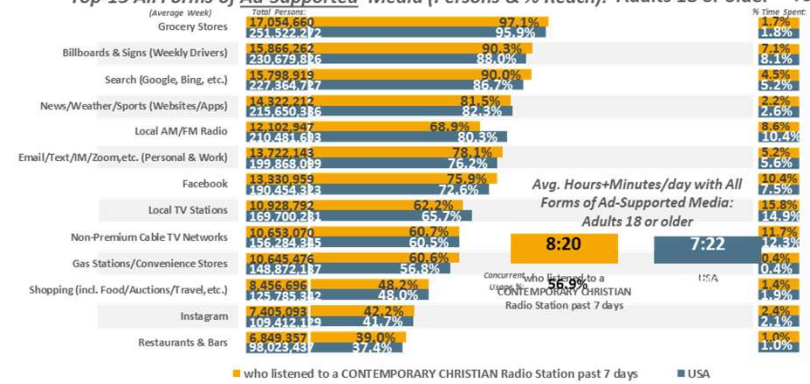
Adults 18 or older who listened to a CONTEMPORARY CHRISTIAN Radio Station past 7 days spend an average of 8 hours and 43 minutes each day with All Forms of Ad-Supported Media. 68.9% listen to Local AM/FM Radio for an avg. of 63.3 minutes/day. *(Local Radio delivers 9.3% of Time with Ad-Supported Media.)*

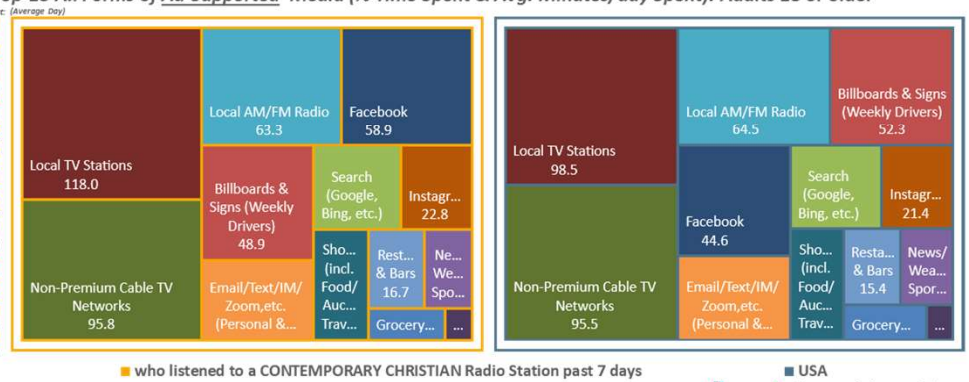
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older** ***Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):*** **Adults 18 or older**





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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,459

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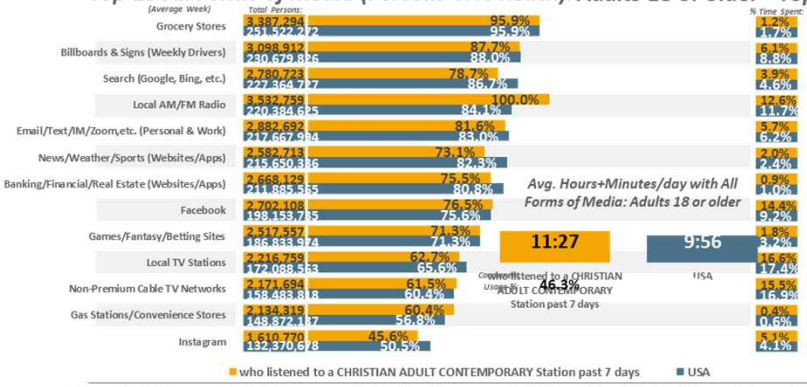
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Radio format profiles (M-S 6am-Mid cume): Contemporary Christian

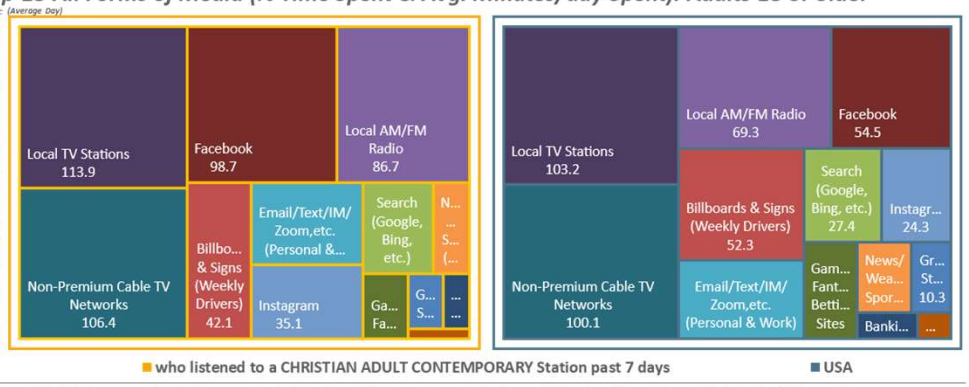


Adults 18 or older who listened to a CHRISTIAN ADULT CONTEMPORARY Station past 7 days spend an average of 8 hours and 20 minutes each day with All Forms of Ad-Supported Media. 73.4% listen to Local AM/FM Radio for an avg. of 67.2 minutes/day. *(Local Radio delivers 9.3% of Time with Ad-Supported Media.)*

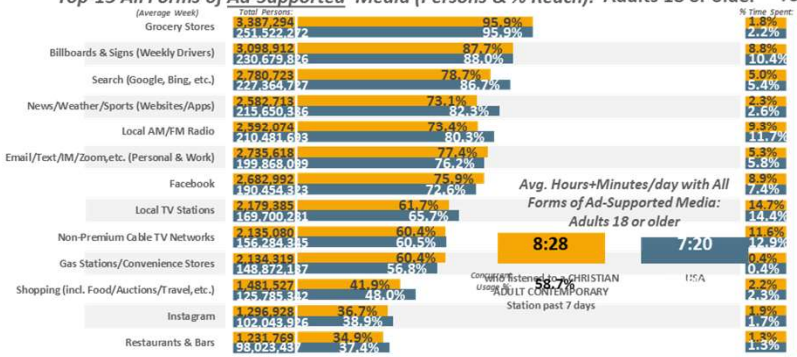
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



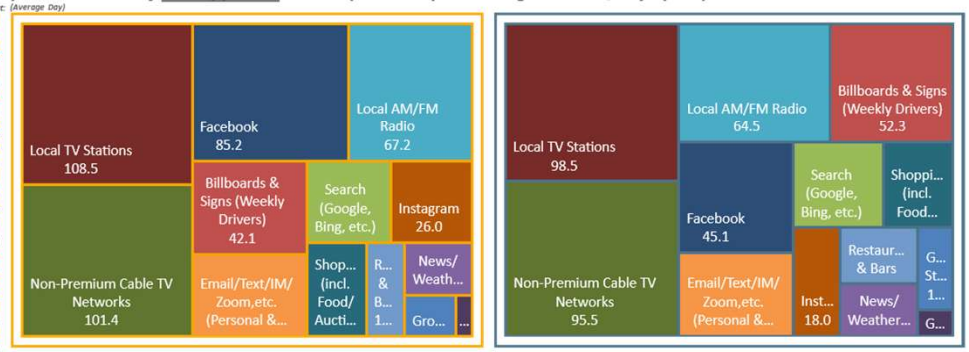
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,459

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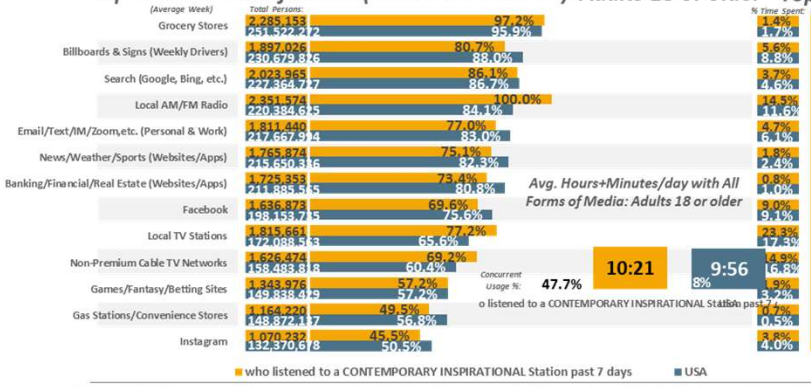
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Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary

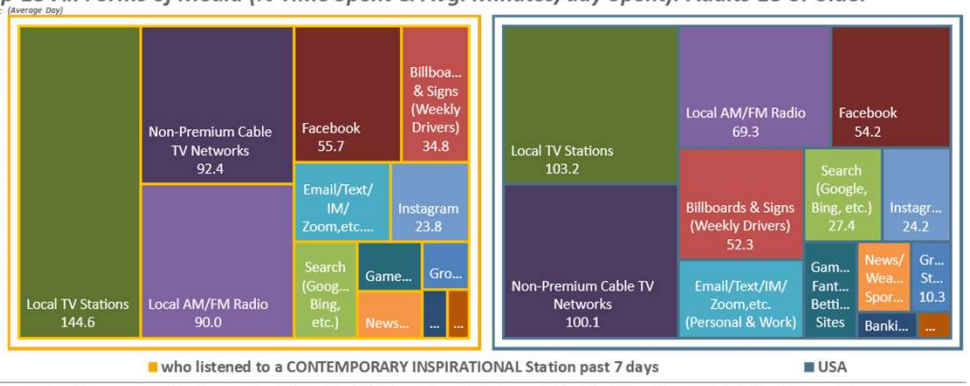


Adults 18 or older who listened to a CONTEMPORARY INSPIRATIONAL Station past 7 days spend an average of 8 hours and 28 minutes each day with All Forms of Ad-Supported Media. 71.3% listen to Local AM/FM Radio for an avg. of 64.5 minutes/day. *(Local Radio delivers 10.7% of Time with Ad-Supported Media.)*

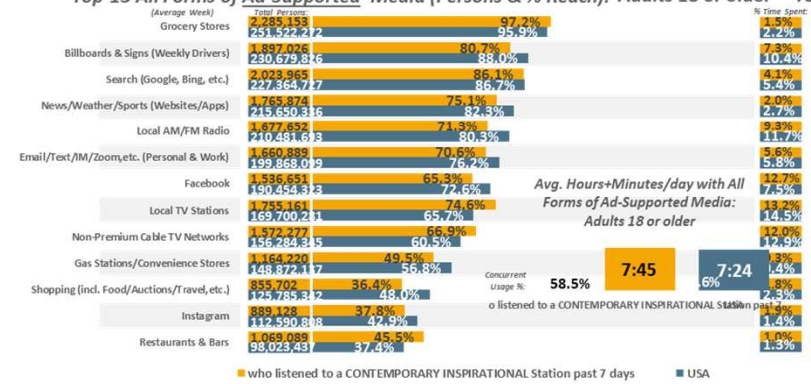
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



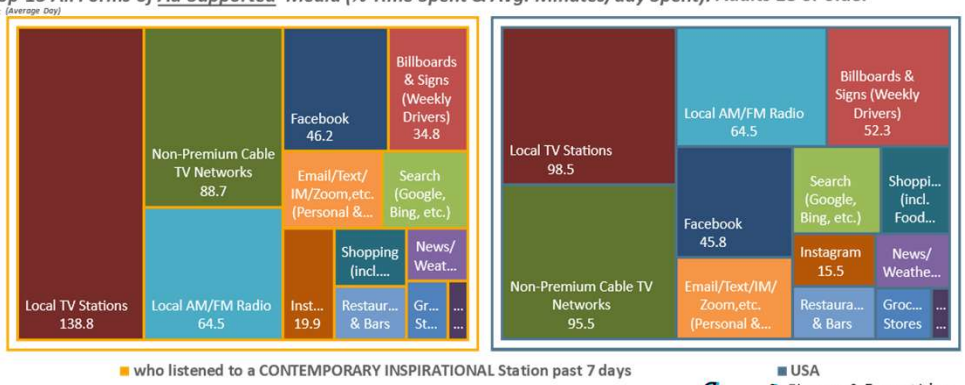
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



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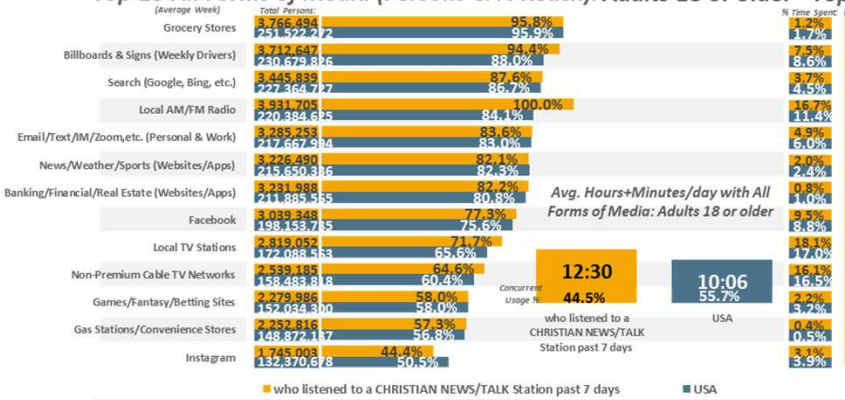
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Radio format profiles (M-S 6am-Mid cume): Contemporary Inspirational

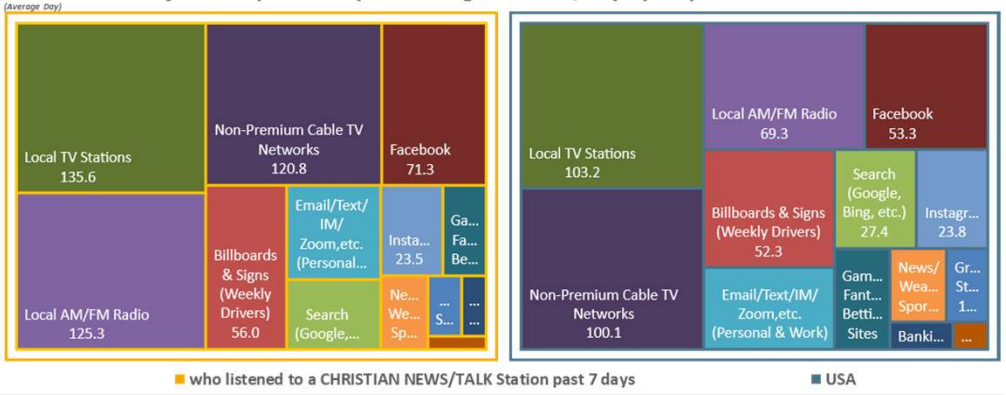


Adults 18 or older who listened to a CHRISTIAN NEWS/TALK Station past 7 days spend an average of 9 hours and 18 minutes each day with All Forms of Ad-Supported Media. 82.8% listen to Local AM/FM Radio for an avg. of 114.5 minutes/day. *(Local Radio delivers 11.8% of Time with Ad-Supported Media.)*

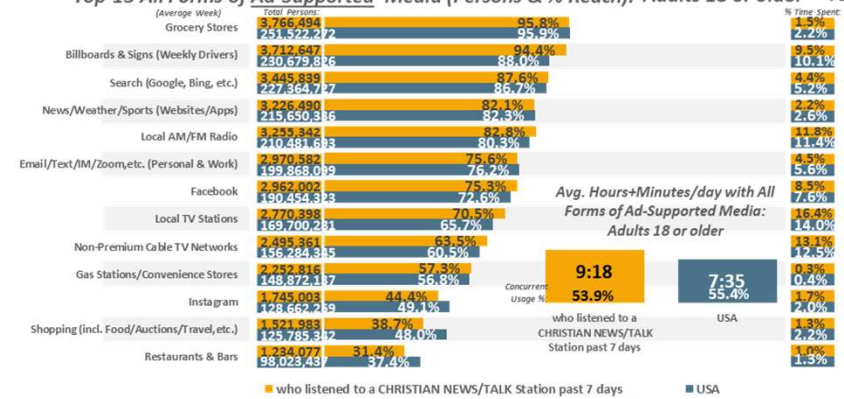
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



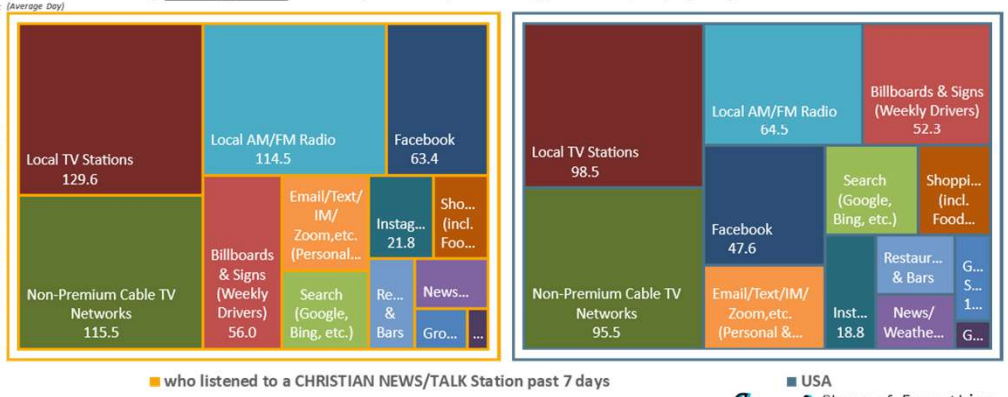
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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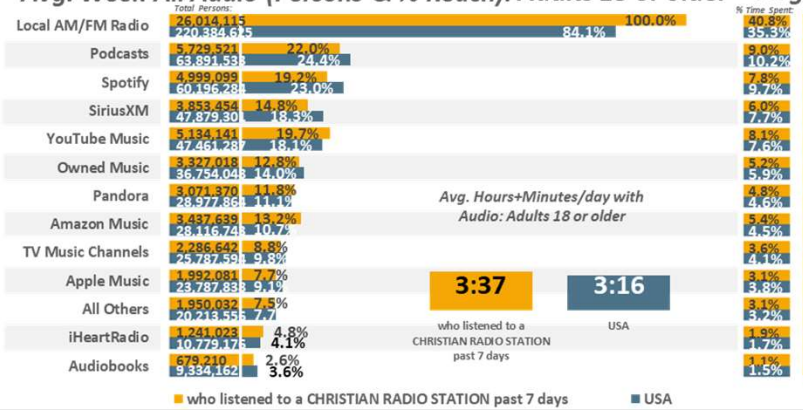
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Radio format profiles (M-S 6am-Mid cume): News/Talk/Information

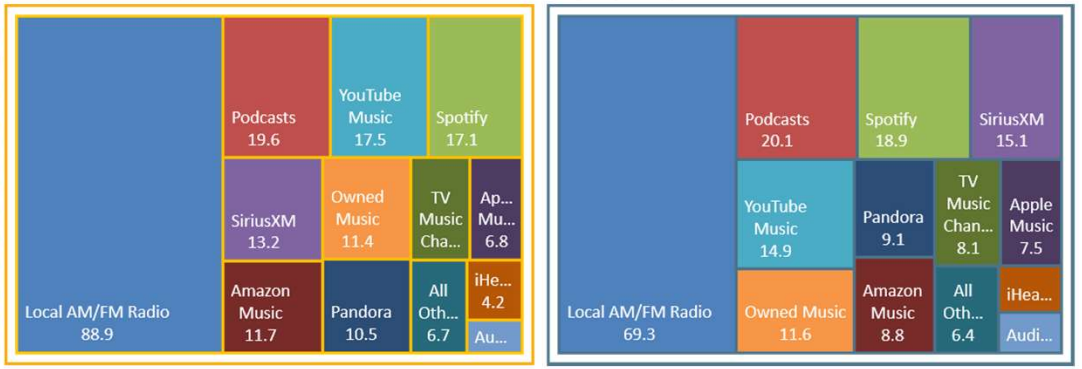


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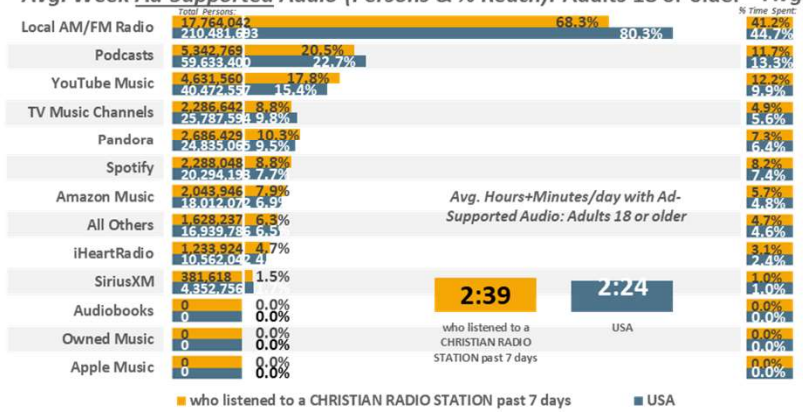
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



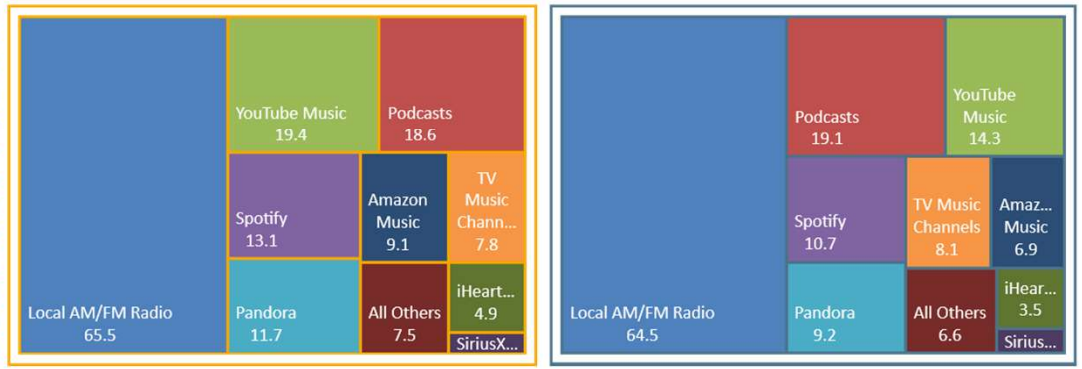
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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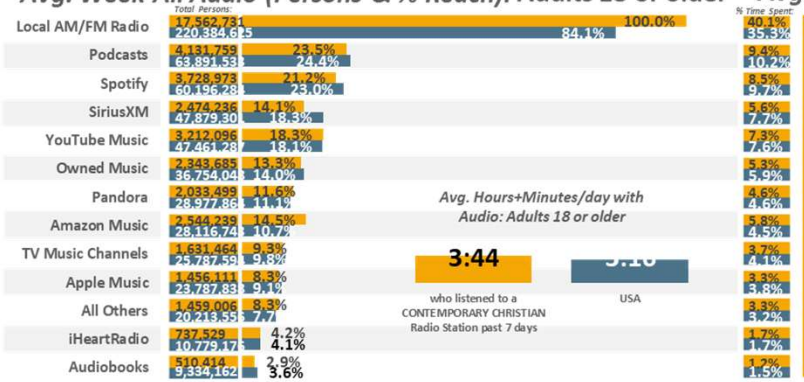
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(Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary OR Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary OR Radio format profiles (M-S 6am-Mid cume): Contemporary Christian OR Radio format profiles (M-S 6am-Mid cume): Contemporary Inspirational OR Radio format profiles (M-S 6am-Mid cume): Gospel OR Radio format profiles (M-S 6am-Mid cume): Religious OR Radio format profiles (M-S 6am-Mid cume): Southern Gospel OR Radio format profiles (M-S 6am-Mid cume): Spanish Contemporary Christian OR Radio format profiles (M-S 6am-Mid cume): Spanish Religious)

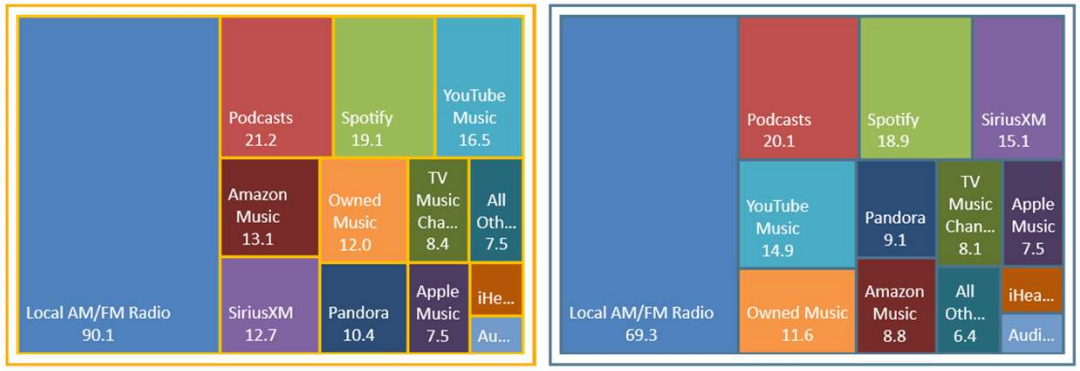


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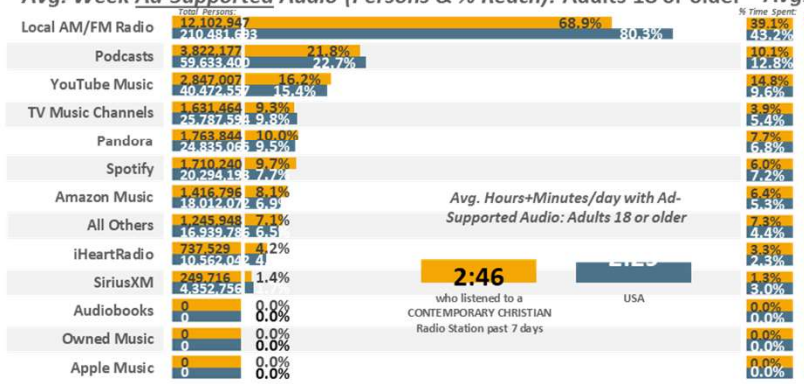
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



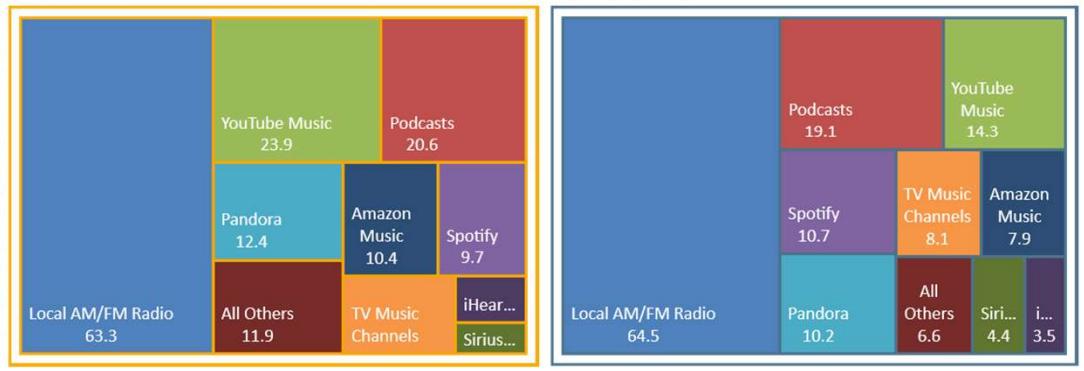
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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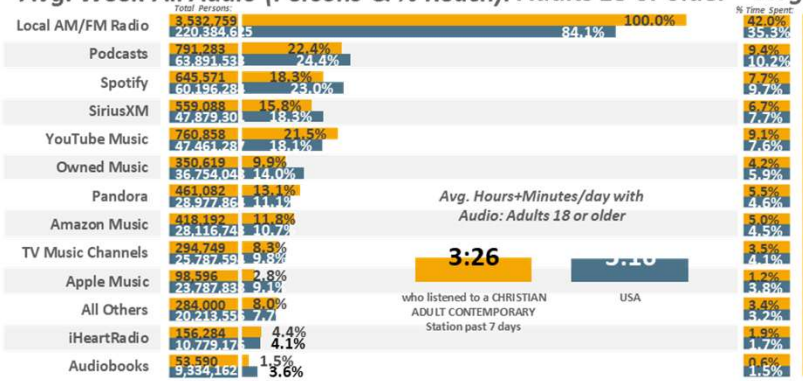
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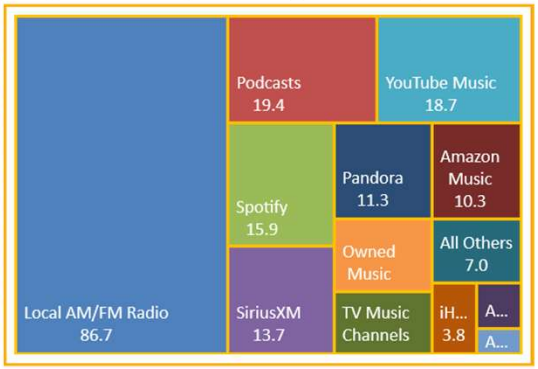


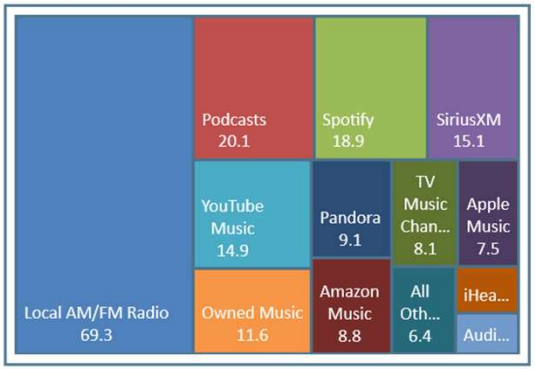
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Avg. Week All Audio (Persons & % Reach): Adults 18 or older

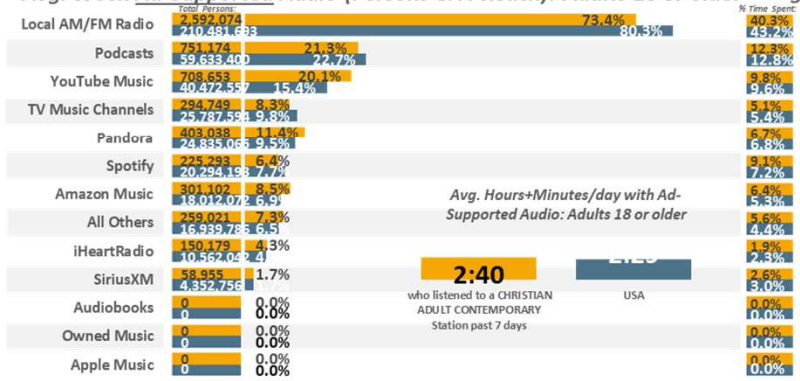


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

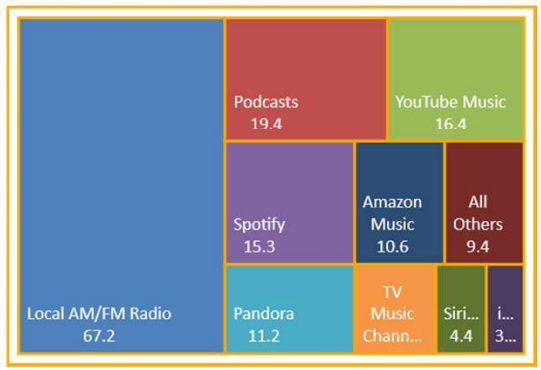


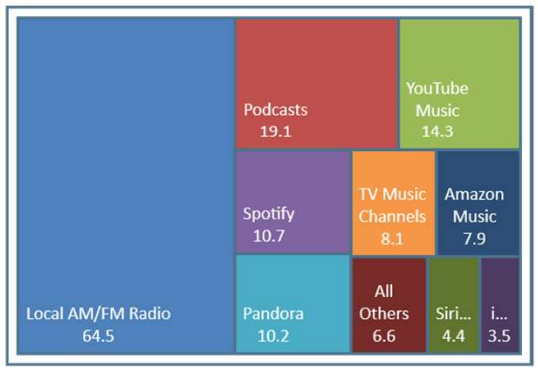


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





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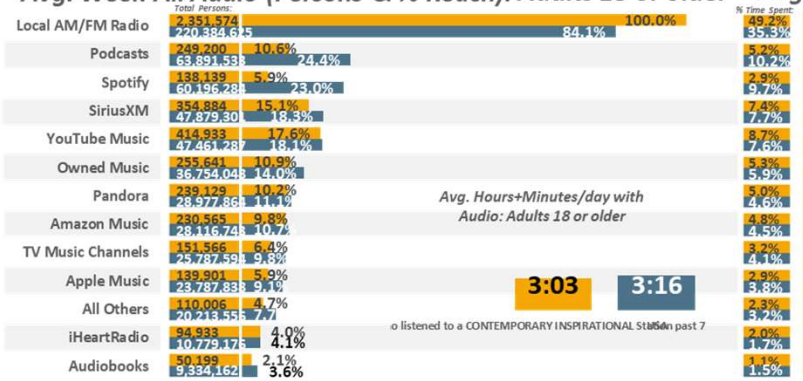
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Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary

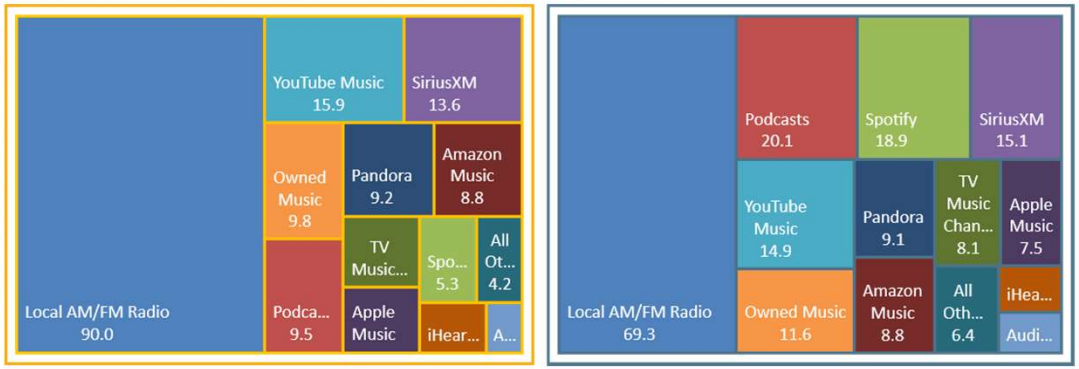


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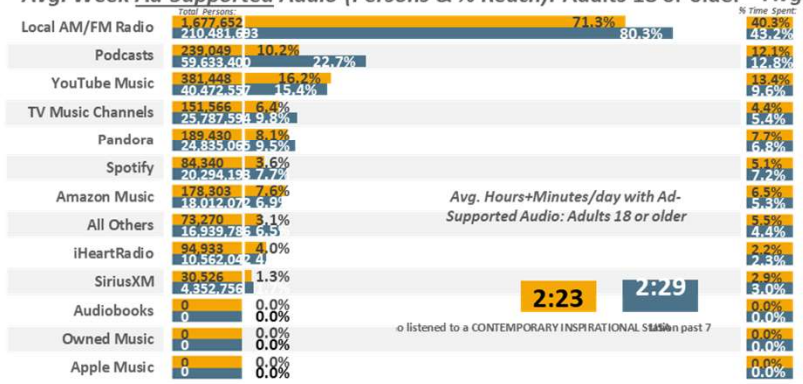
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



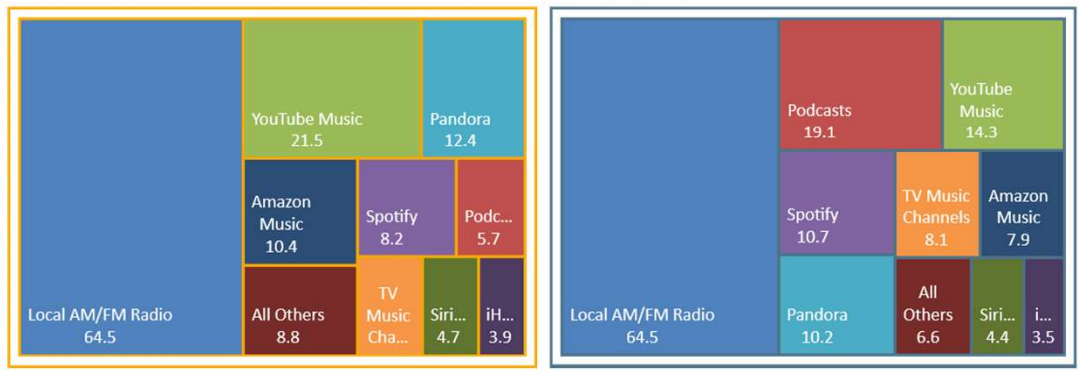
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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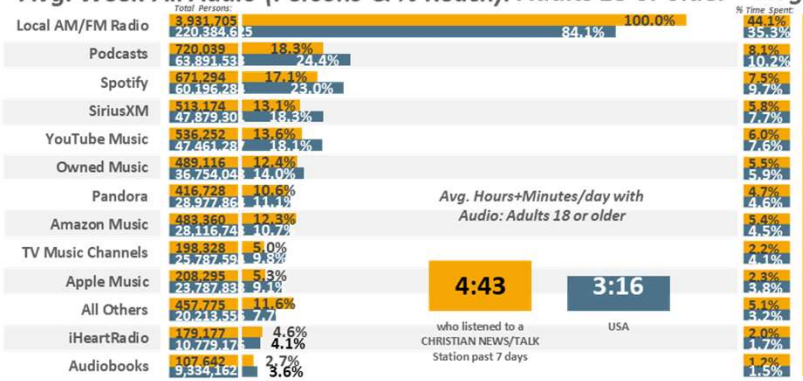
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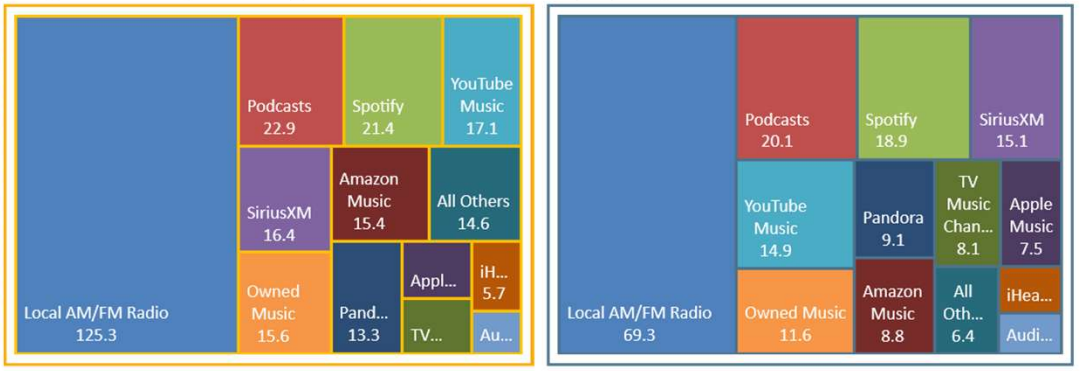
CHRISTIAN NEWS/TALK

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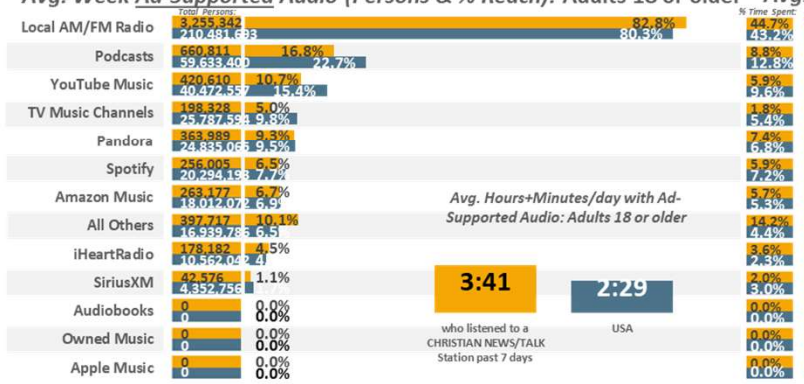
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



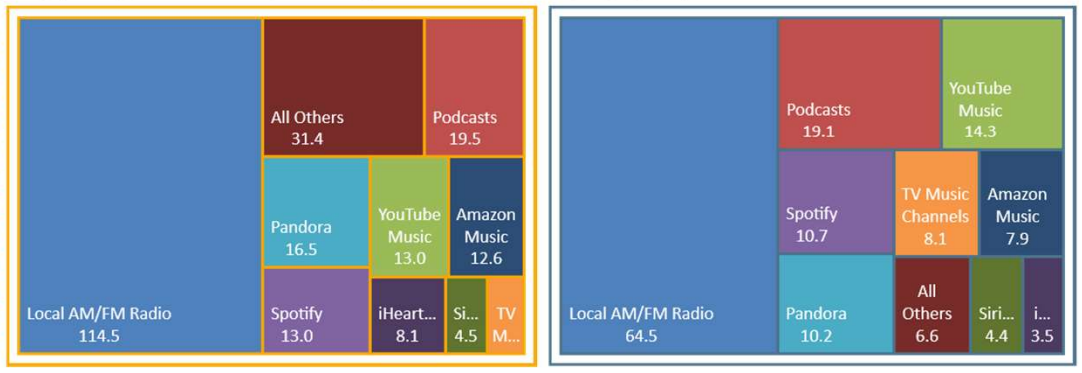
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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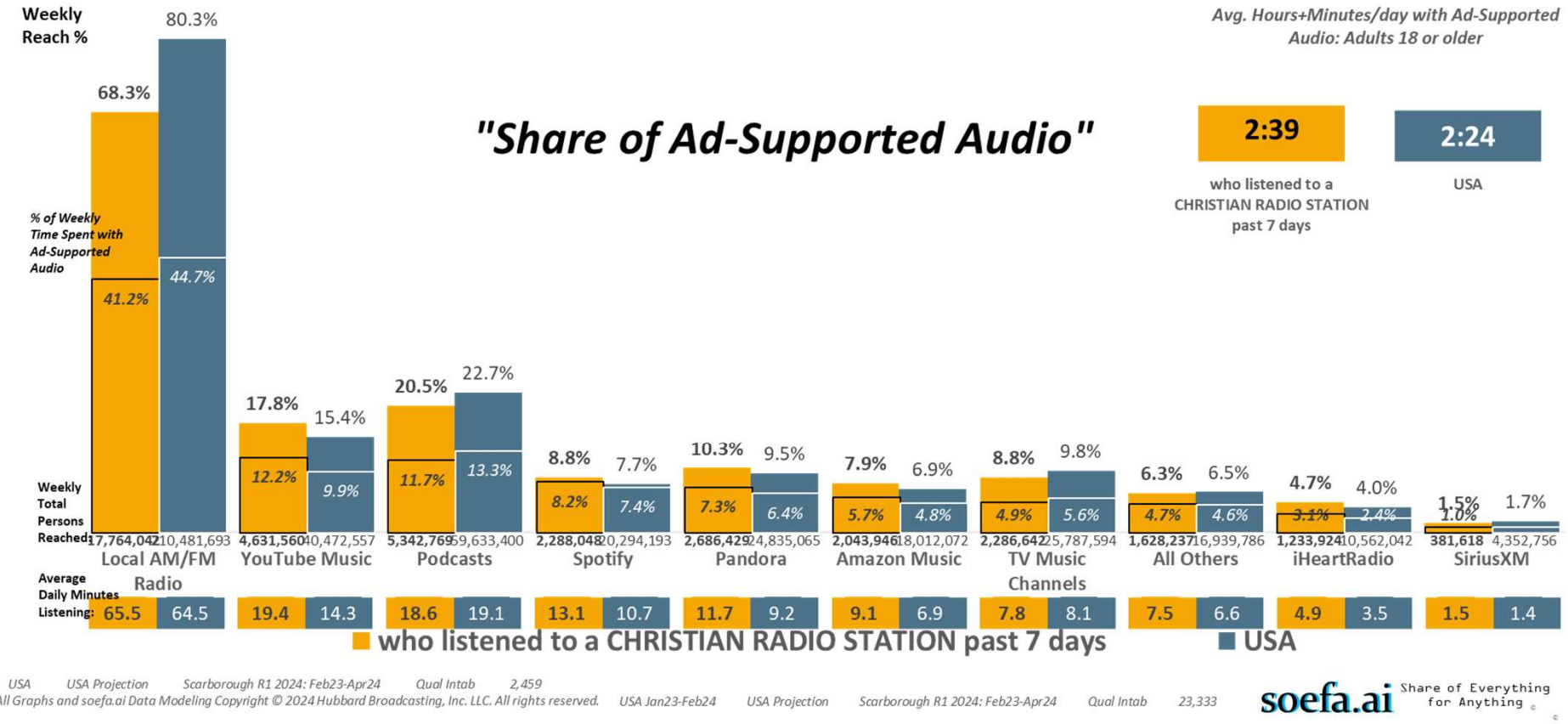
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Radio format profiles (M-S 6am-Mid cume): News/Talk/Information



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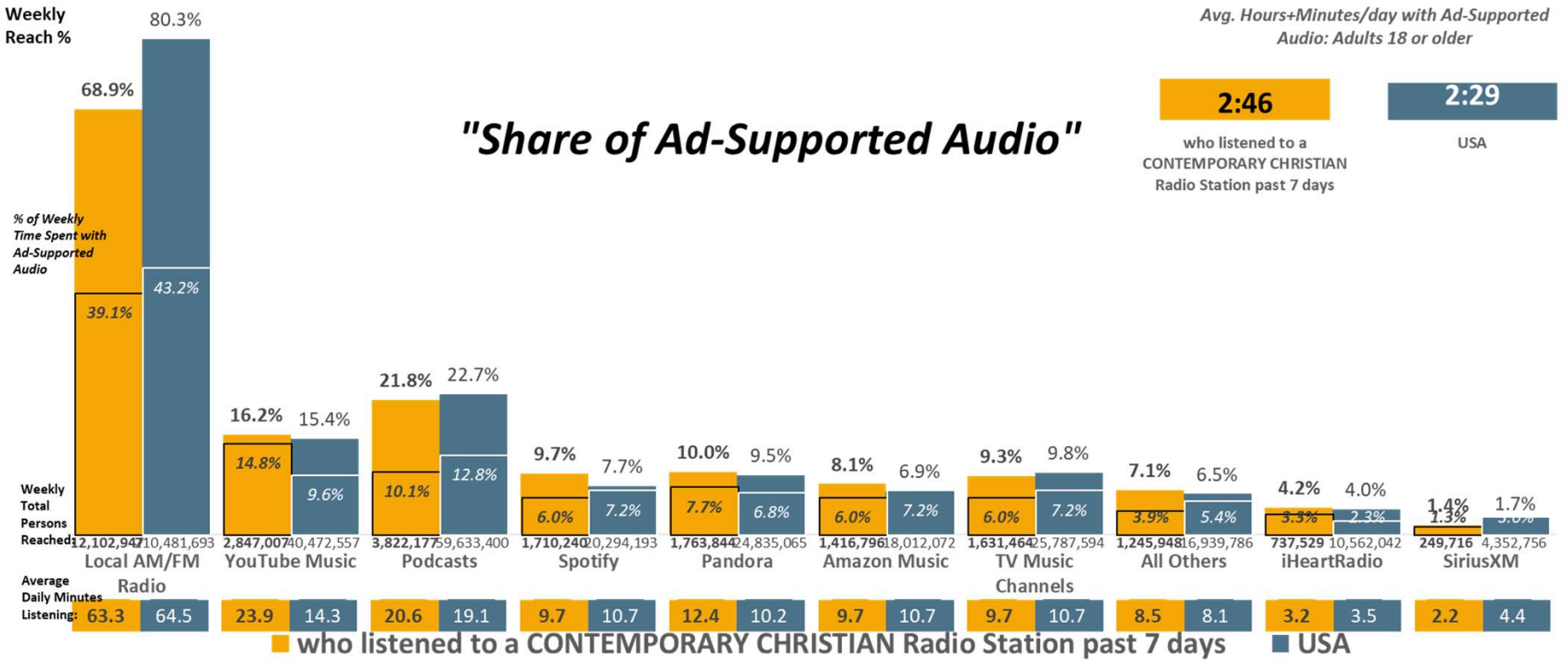
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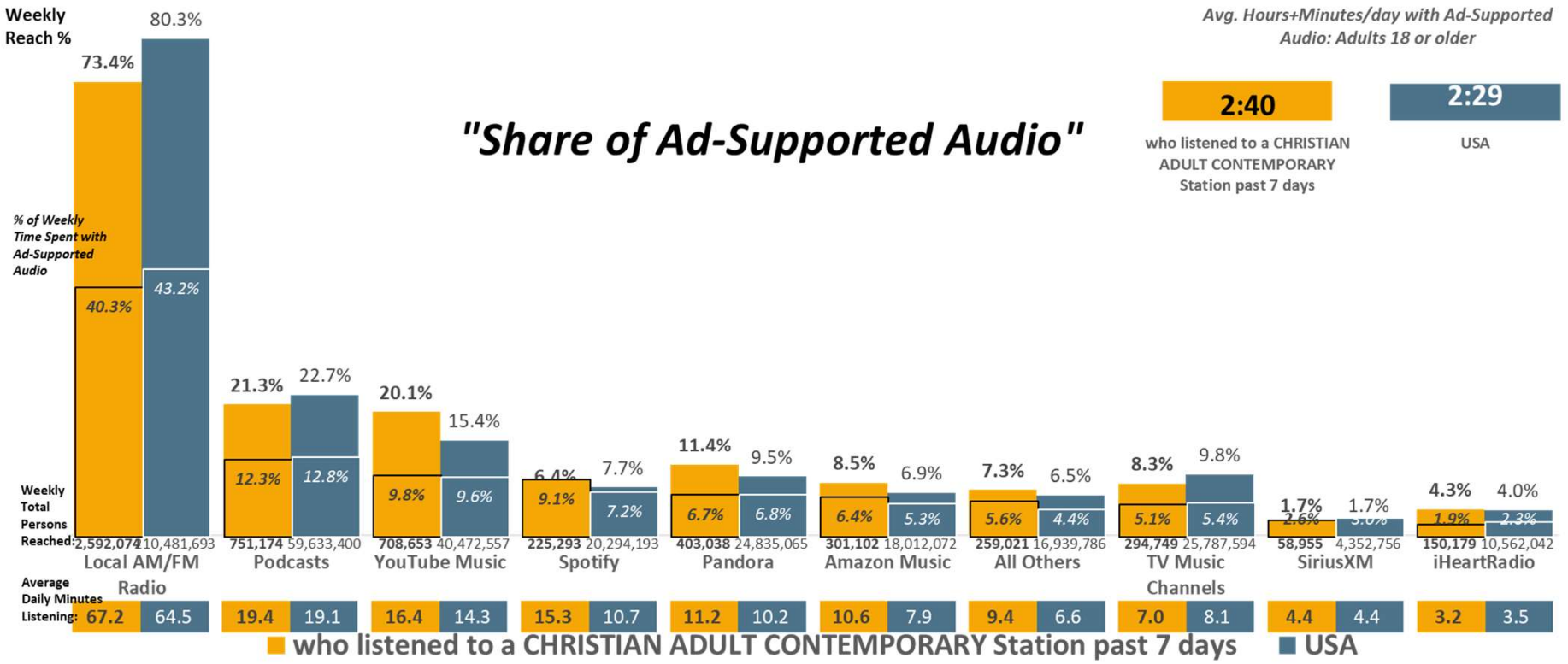
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Radio format profiles (M-S 6am-Mid cume): Contemporary Christian



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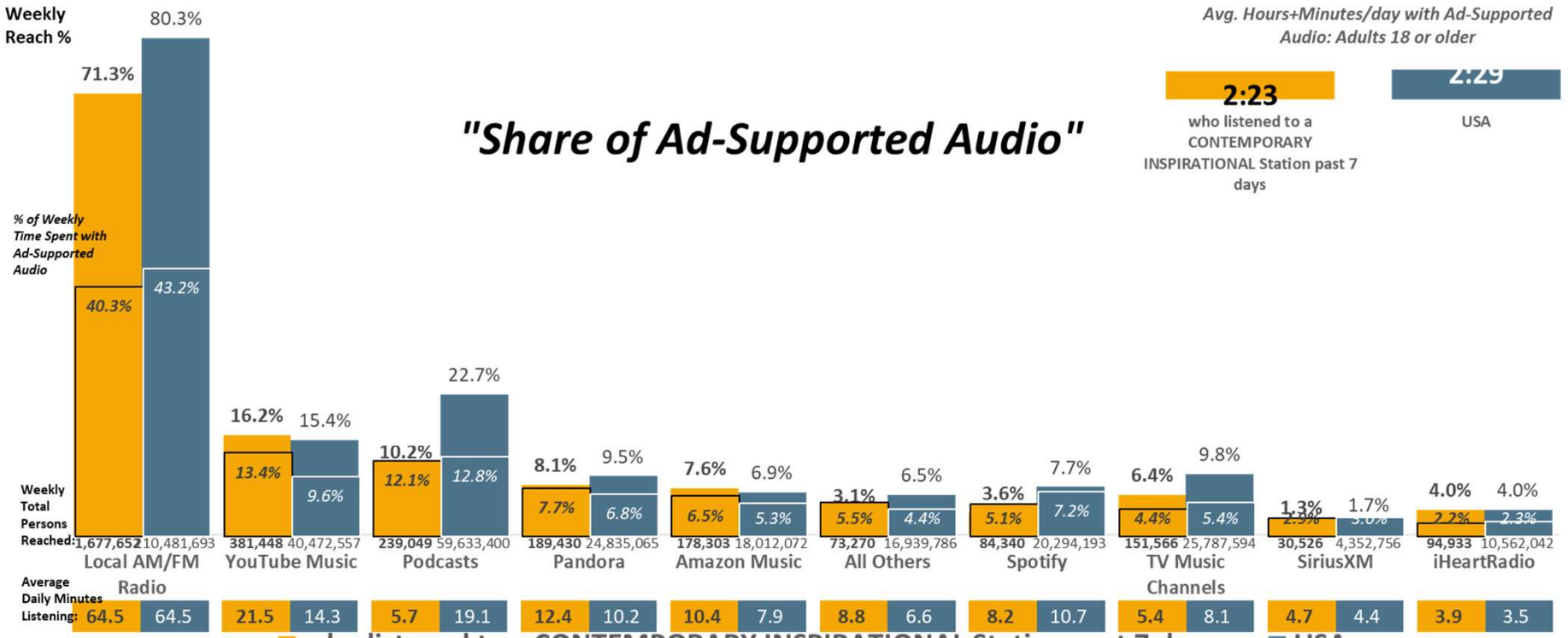
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Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary



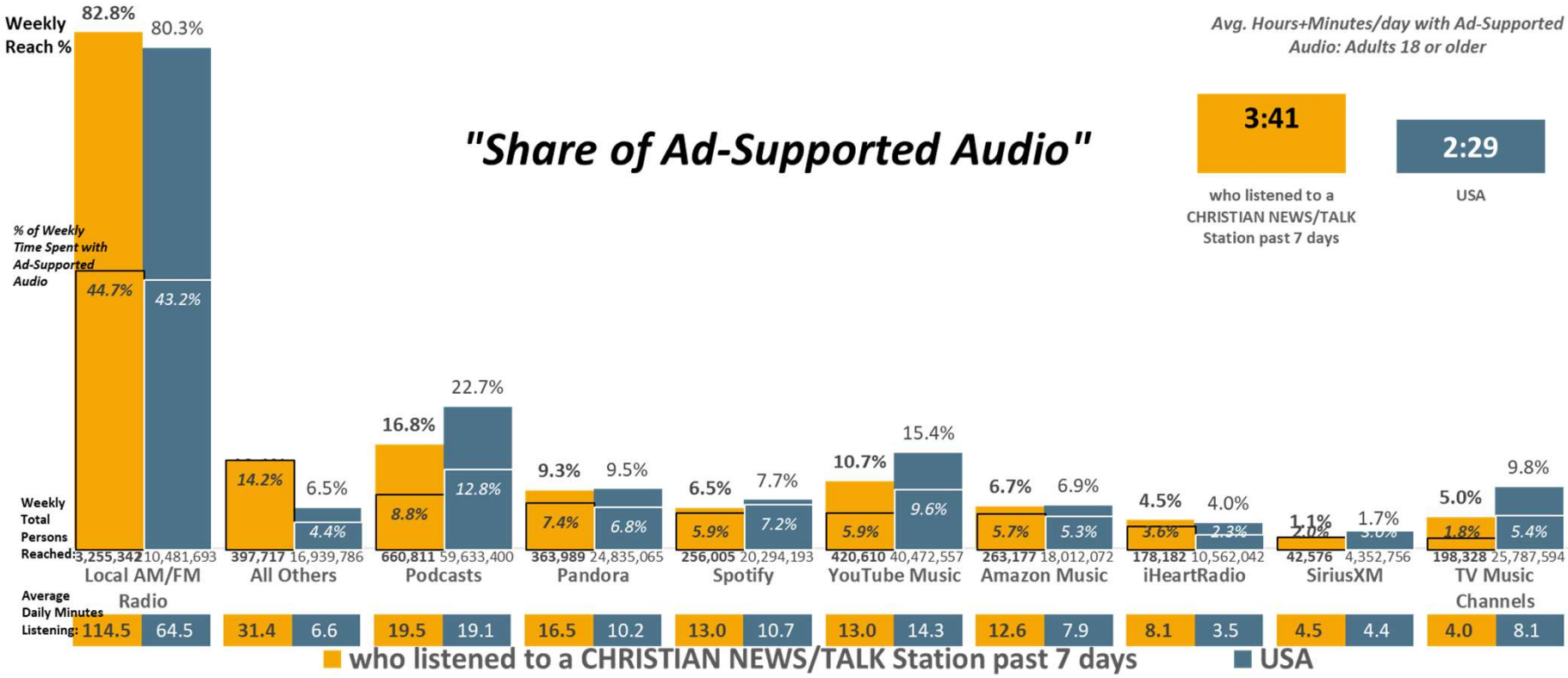
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CHRISTIAN NEWS/TALK

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	Local AM/FM Radio	All Others	Podcasts	Pandora	Spotify	YouTube Music	Amazon Music	iHeartRadio	SiriusXM	TV Music Channels
Weekly Reach %	82.8% / 80.3%	14.2% / 6.5%	16.8% / 22.7%	9.3% / 9.5%	6.5% / 7.7%	10.7% / 15.4%	6.7% / 6.9%	4.5% / 4.0%	1.1% / 1.7%	5.0% / 9.8%
% of Weekly Time Spent with Ad-Supported Audio	44.7% / 43.2%	4.4%	8.8% / 12.8%	7.4% / 6.8%	5.9% / 7.2%	5.9% / 9.6%	5.7% / 5.3%	3.6% / 2.3%	2.0% / 3.0%	1.8% / 5.4%
Weekly Total Persons Reached:	3,255,342 / 10,481,693	397,717 / 16,939,786	660,811 / 59,633,400	363,989 / 24,835,065	256,005 / 20,294,193	420,610 / 40,472,557	263,177 / 18,012,072	178,182 / 10,562,042	42,576 / 4,352,756	198,328 / 25,787,594
Average Daily Minutes Listening:	114.5 / 64.5	31.4 / 6.6	19.5 / 19.1	16.5 / 10.2	13.0 / 10.7	13.0 / 14.3	12.6 / 7.9	8.1 / 3.5	4.5 / 4.4	4.0 / 8.1

■ who listened to a CHRISTIAN NEWS/TALK Station past 7 days ■ USA

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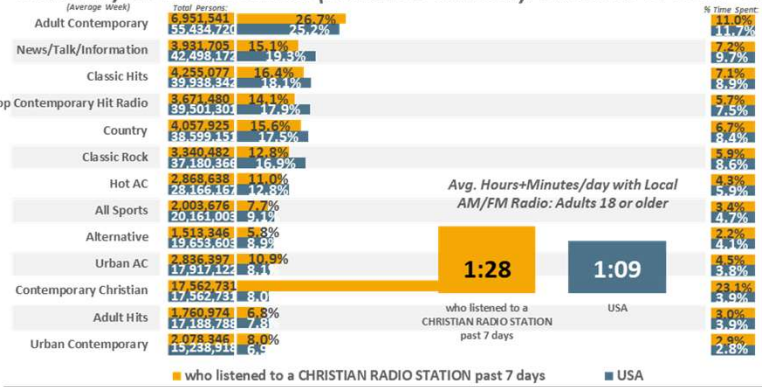
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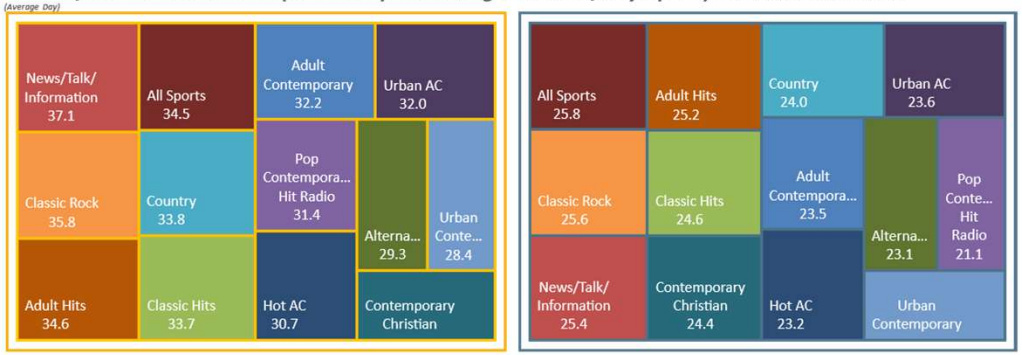


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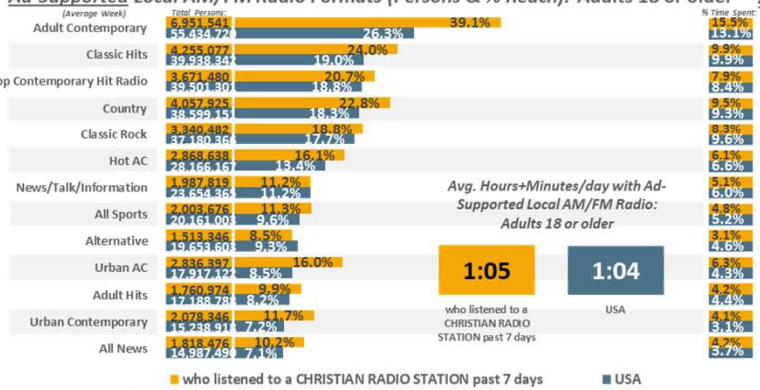
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



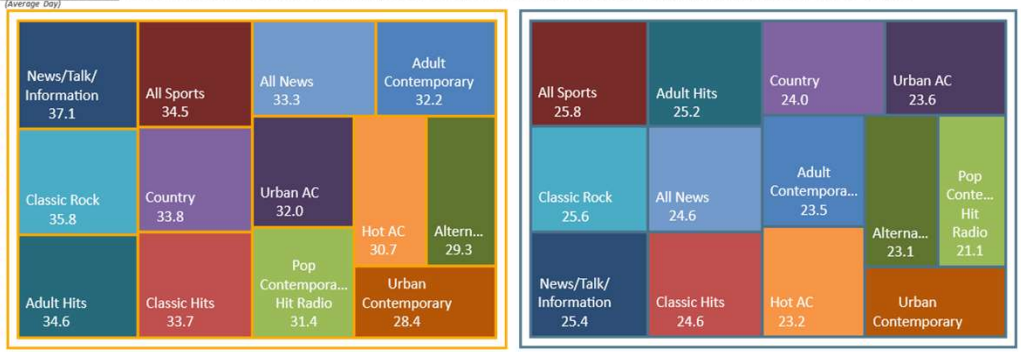
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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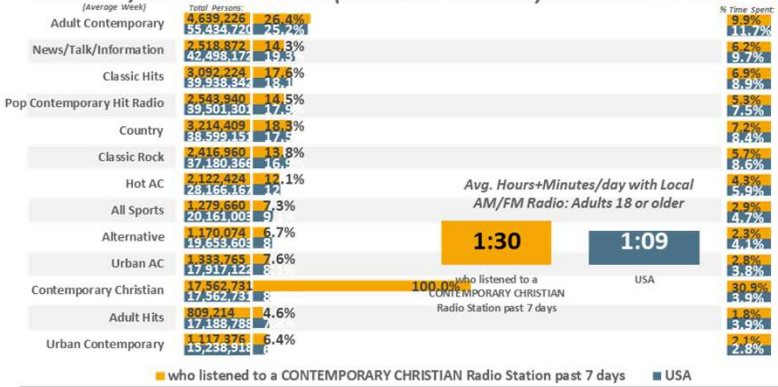
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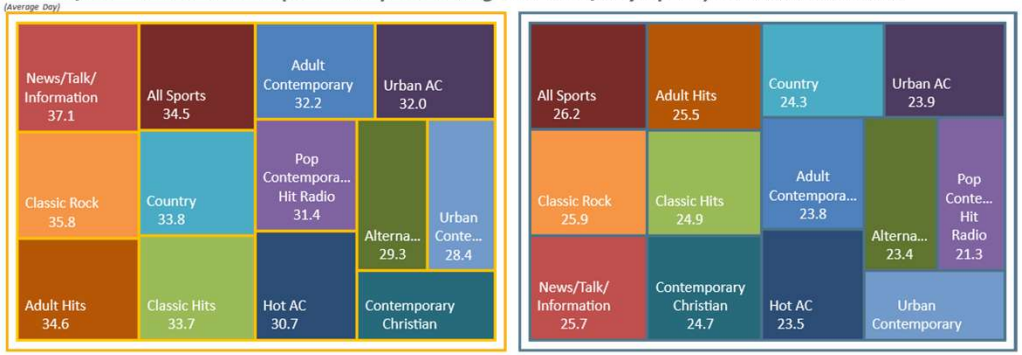


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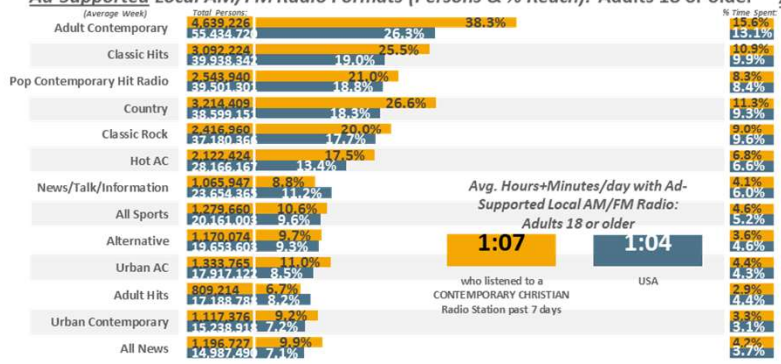
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



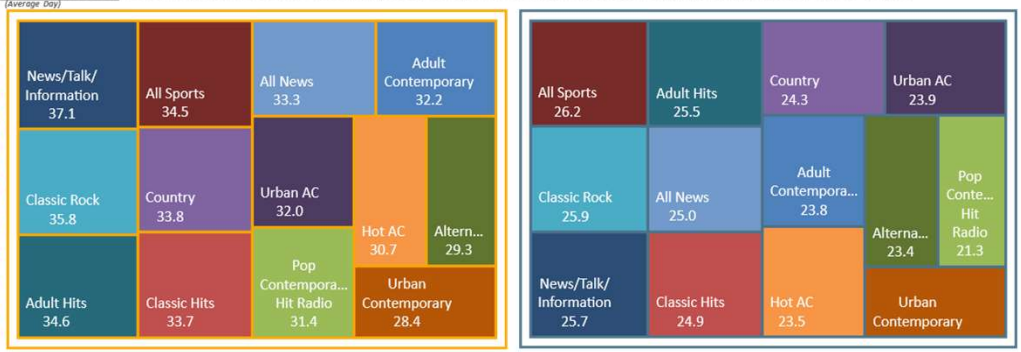
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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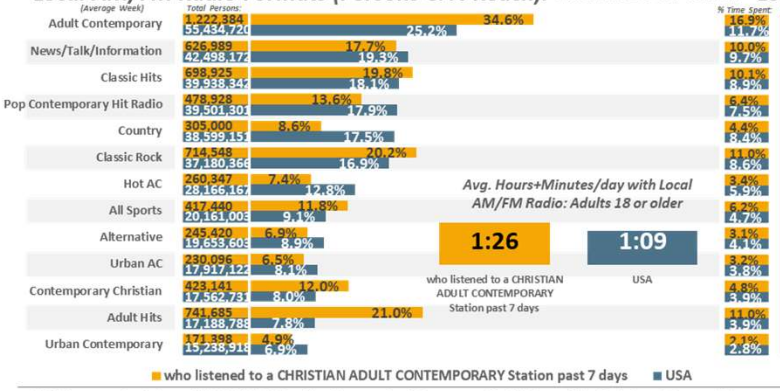
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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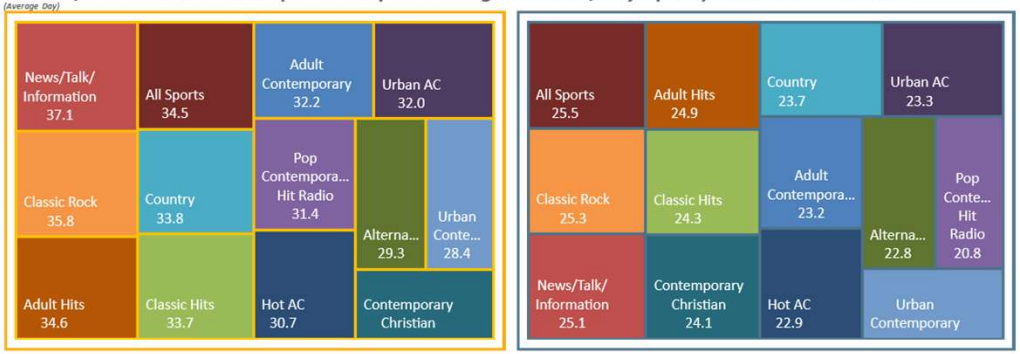


2,592,074 or 73.4% of Adults 18 or older who listened to a CHRISTIAN ADULT CONTEMPORARY Station past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Adult Hits, Classic Rock, Classic Hits, and Pop Contemporary Hi

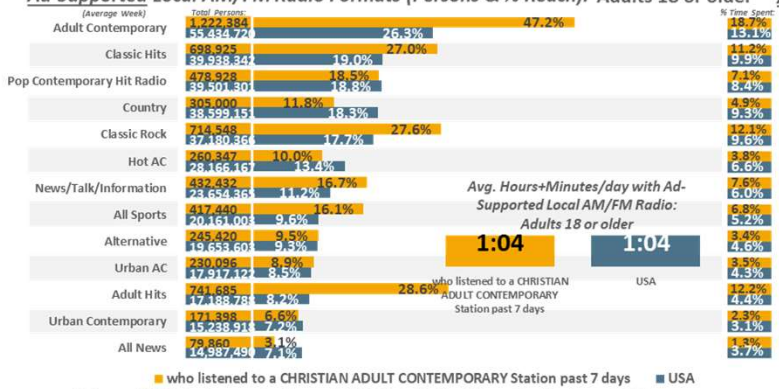
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



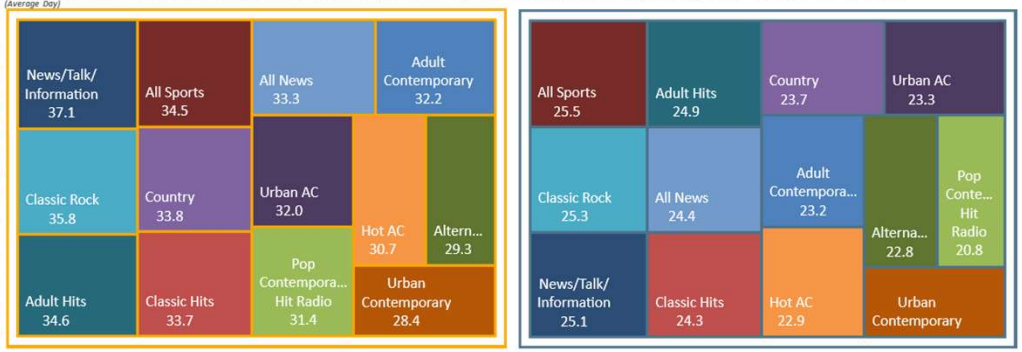
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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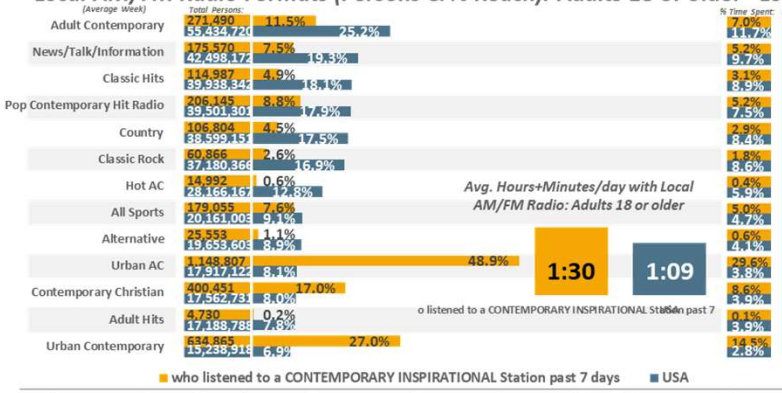
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Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary

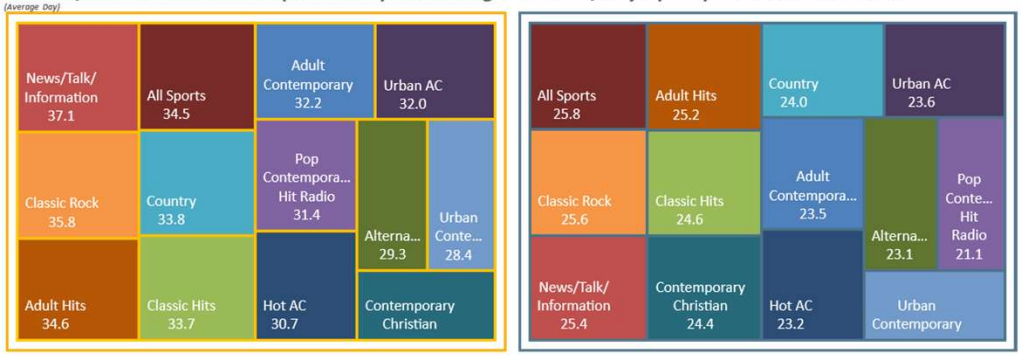


1,677,652 or 71.3% of Adults 18 or older who listened to a CONTEMPORARY INSPIRATIONAL Station past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, Urban Contemporary, All News, Adult Contemporary, and Rhythmic Contemporary

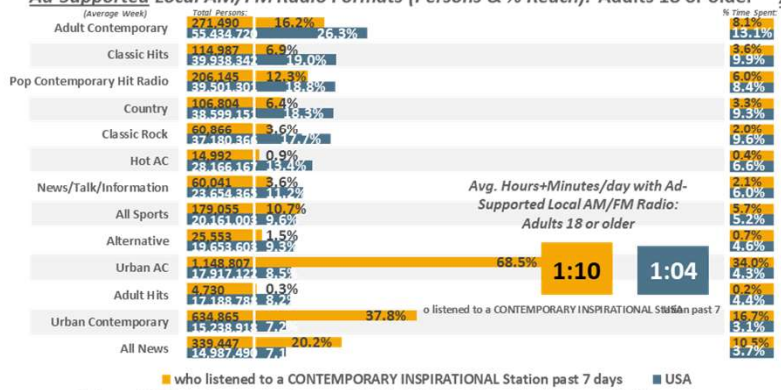
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



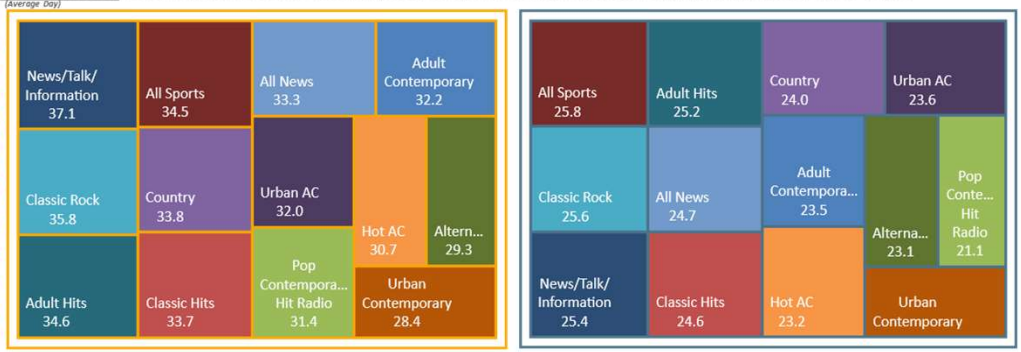
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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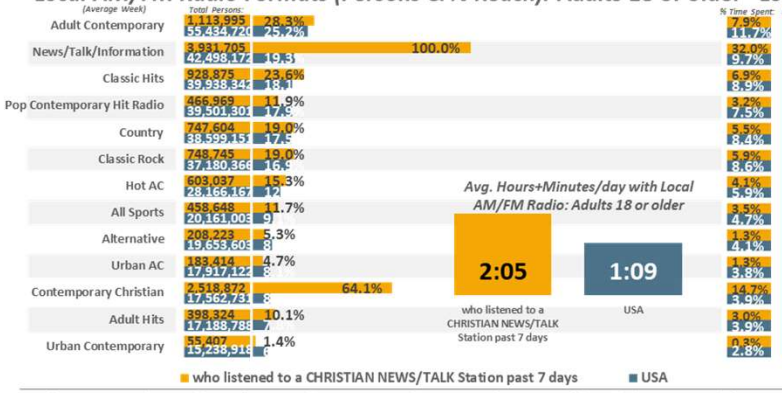
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3,255,342 or 82.8% of Adults 18 or older who listened to a CHRISTIAN NEWS/TALK Station past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are News/Talk/Information, Adult Contemporary, Classic Hits, Classic Rock, and Country.

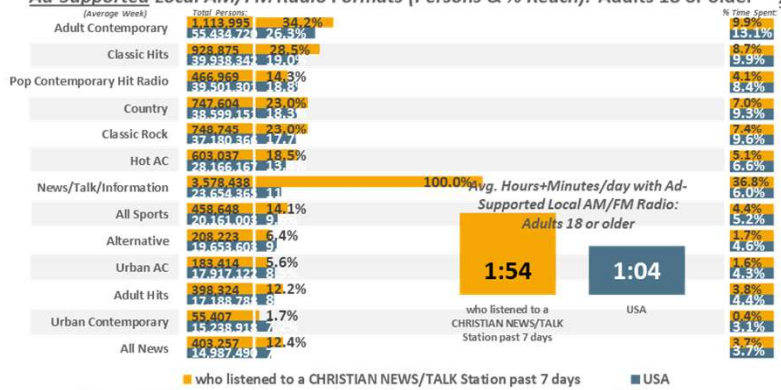
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



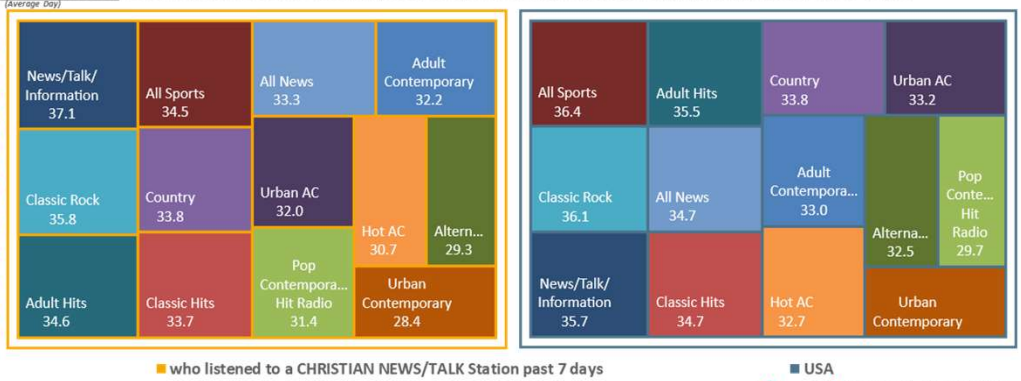
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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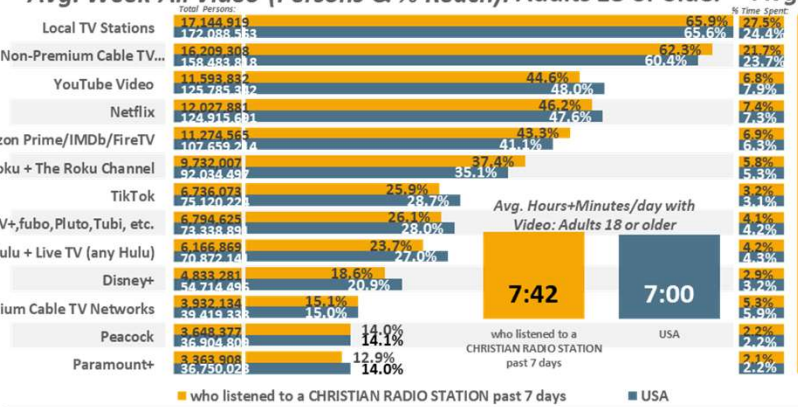
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Radio format profiles (M-S 6am-Mid cume): News/Talk/Information

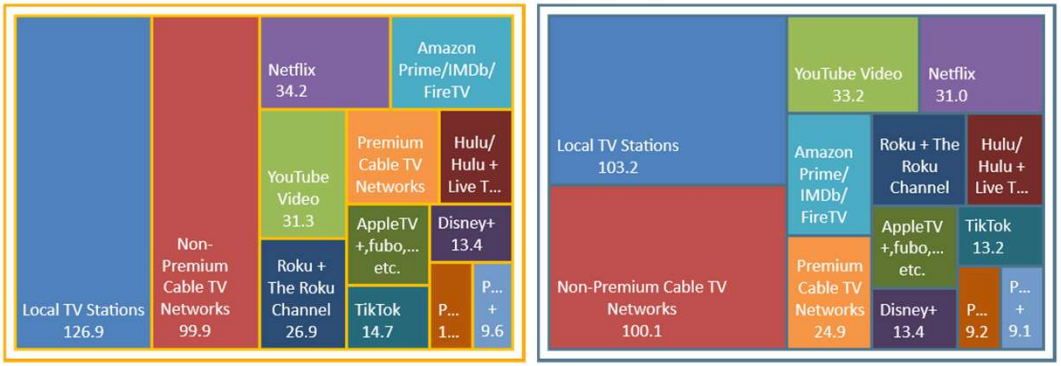


16,738,222 or 64.3% of Adults 18 or older who listened to a CHRISTIAN RADIO STATION past 7 days watch Ad-Supported Local TV Stations for an average of 120.8 minutes every day representing 32.2% of all time spent daily with Ad-Supported Video.

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

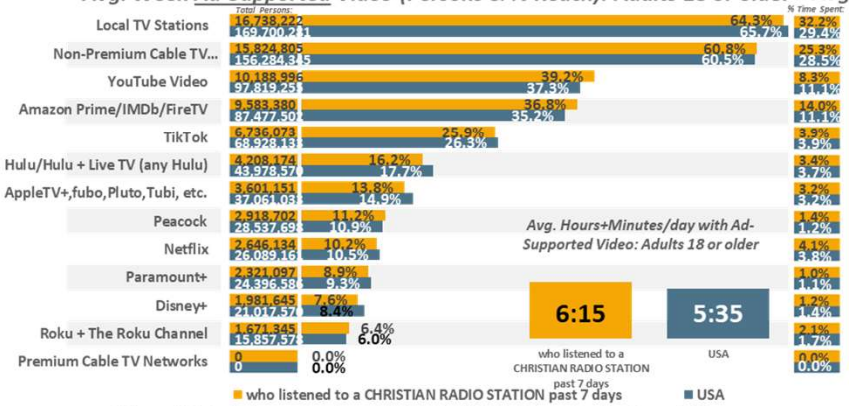


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

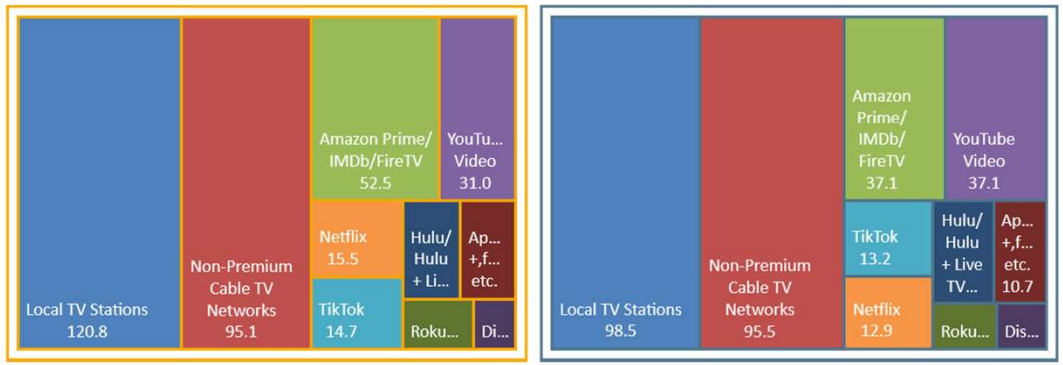


who listened to a CHRISTIAN RADIO STATION past 7 days ■ USA

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



who listened to a CHRISTIAN RADIO STATION past 7 days ■ USA

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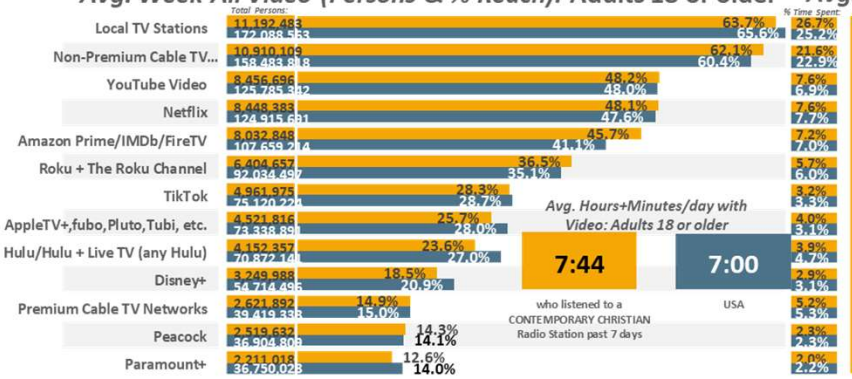
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(Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary OR Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary OR Radio format profiles (M-S 6am-Mid cume): Contemporary Christian OR Radio format profiles (M-S 6am-Mid cume): Contemporary Inspirational OR Radio format profiles (M-S 6am-Mid cume): Gospel OR Radio format profiles (M-S 6am-Mid cume): Religious OR Radio format profiles (M-S 6am-Mid cume): Southern Gospel OR Radio format profiles (M-S 6am-Mid cume): Spanish Contemporary Christian OR Radio format profiles (M-S 6am-Mid cume): Spanish Religious)

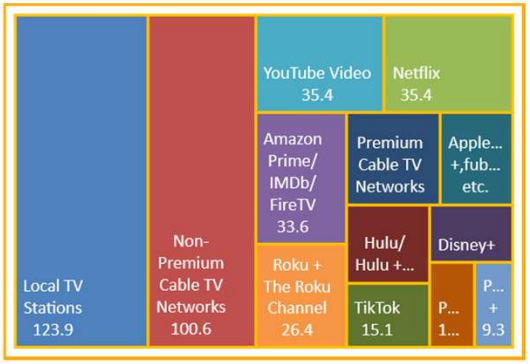


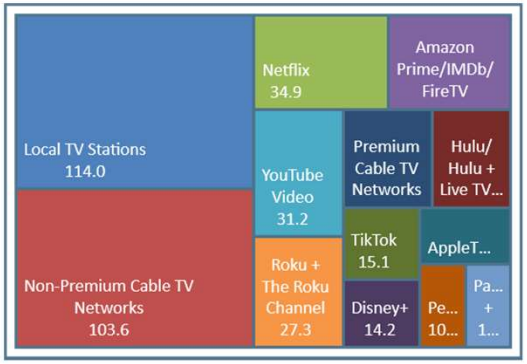
10,928,792 or 62.2% of Adults 18 or older who listened to a CONTEMPORARY CHRISTIAN Radio Station past 7 days watch Ad-Supported Local TV Stations for an average of 118. minutes every day representing 31.3% of all time spent daily with Ad-Supported Video.

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

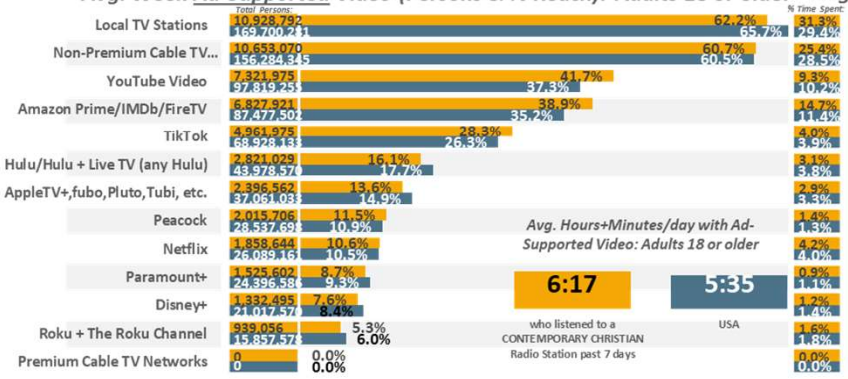


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

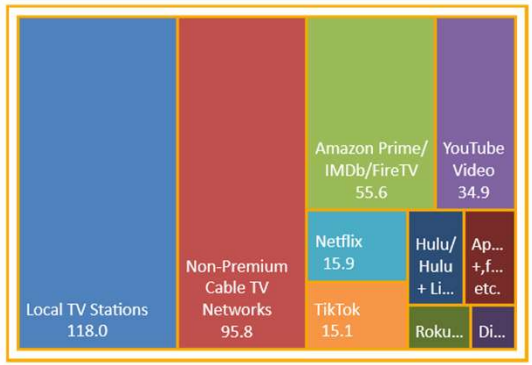


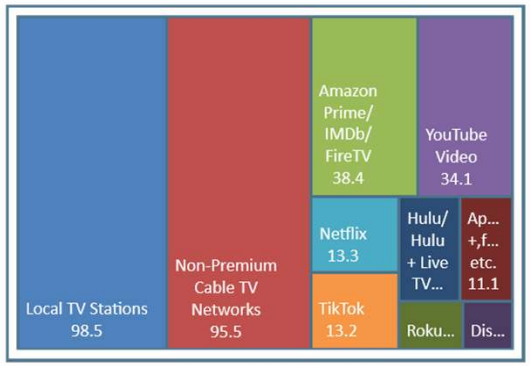


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





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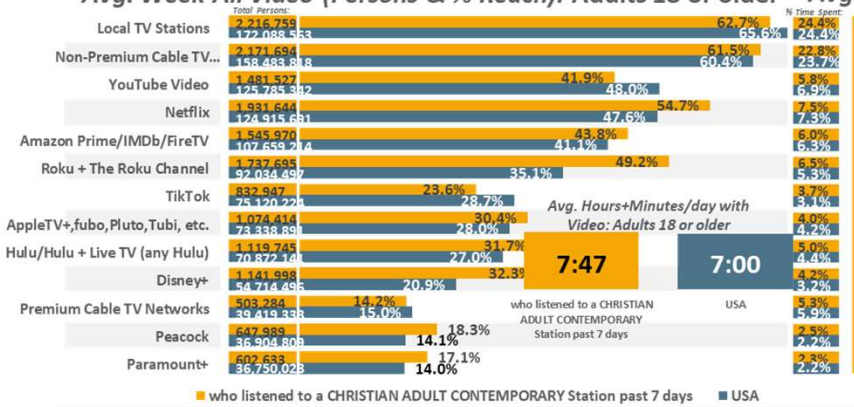
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Radio format profiles (M-S 6am-Mid cume): Contemporary Christian

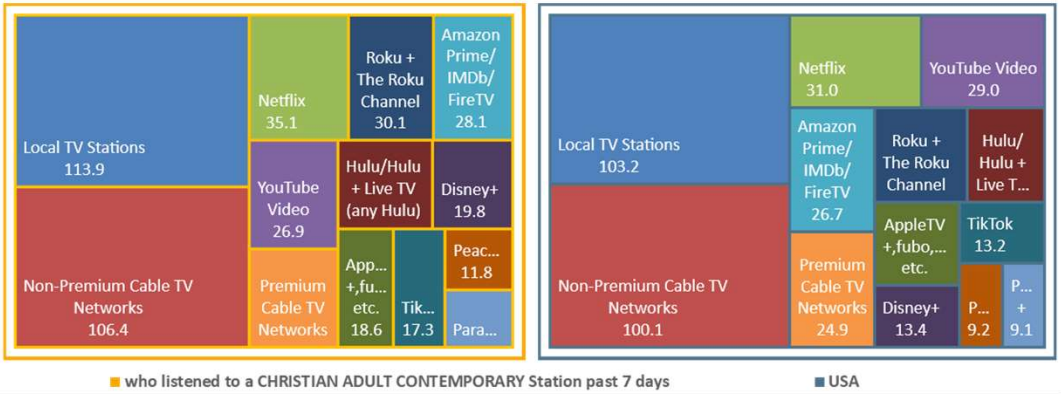


2,179,385 or 61.7% of Adults 18 or older who listened to a CHRISTIAN ADULT CONTEMPORARY Station past 7 days watch Ad-Supported Local TV Stations for an average of 108.5 minutes every day representing 29.4% of all time spent daily with Ad-Supported Video.

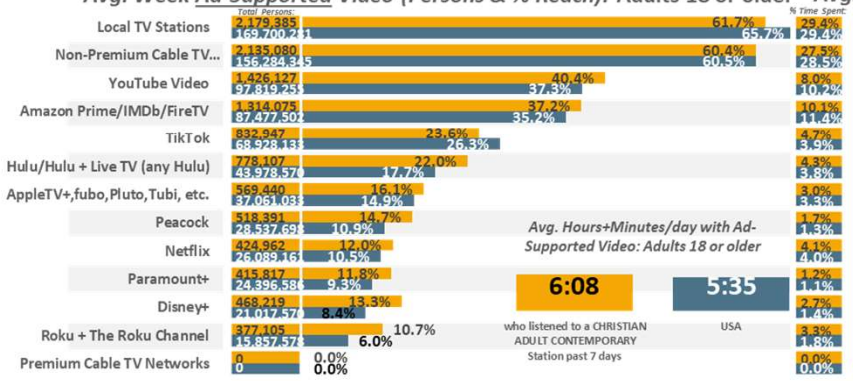
Avg. Week All Video (Persons & % Reach): Adults 18 or older



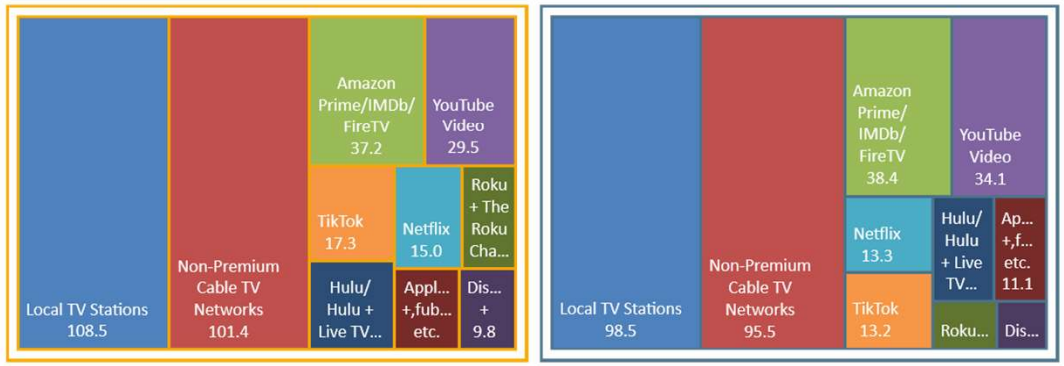
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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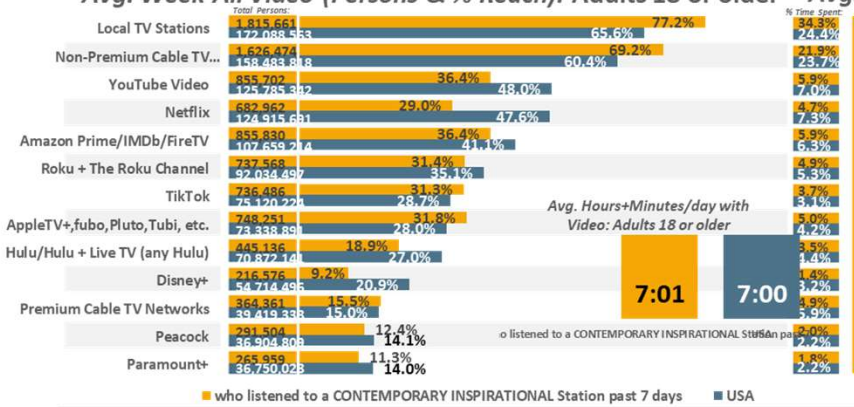
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Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary

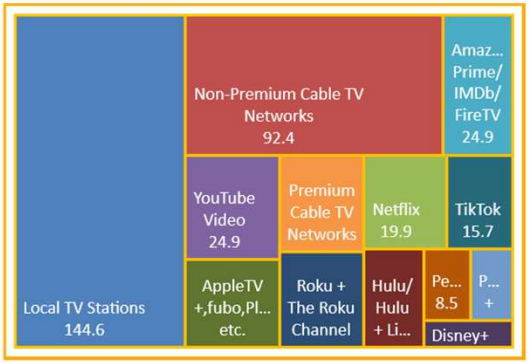


1,755,161 or 74.6% of Adults 18 or older who listened to a CONTEMPORARY INSPIRATIONAL Station past 7 days watch Ad-Supported Local TV Stations for an average of 138.8 minutes every day representing 38.5% of all time spent daily with Ad-Supported Video.

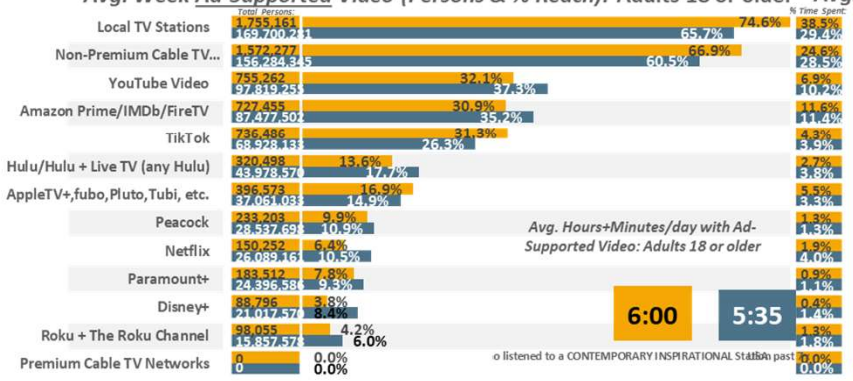
Avg. Week All Video (Persons & % Reach): Adults 18 or older



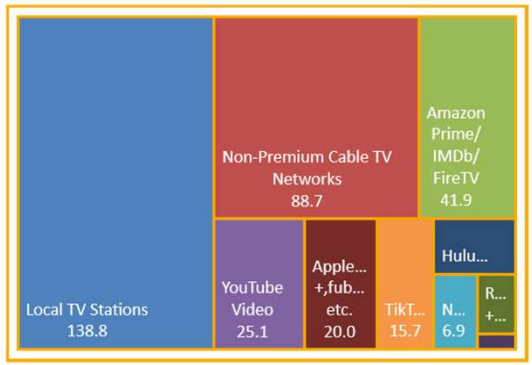
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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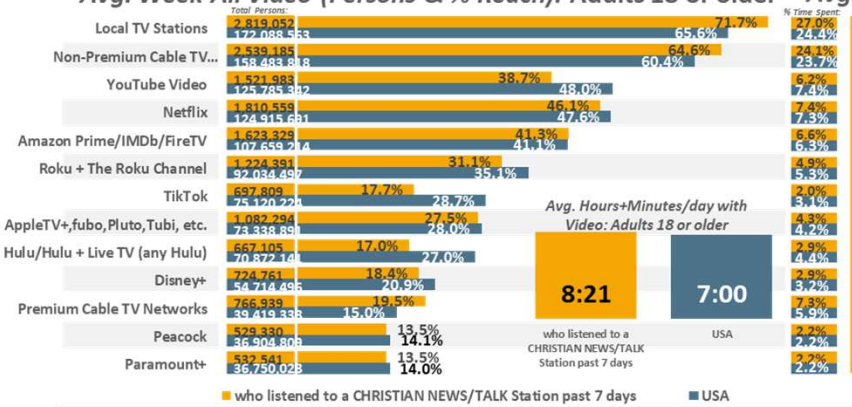
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Radio format profiles (M-S 6am-Mid cume): Contemporary Inspirational

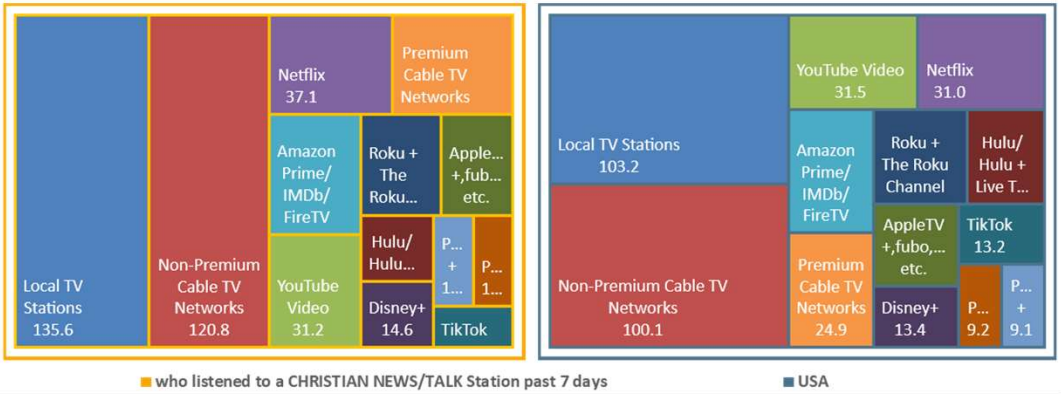


2,770,398 or 70.5% of Adults 18 or older who listened to a CHRISTIAN NEWS/TALK Station past 7 days watch Ad-Supported Local TV Stations for an average of 129.6 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.

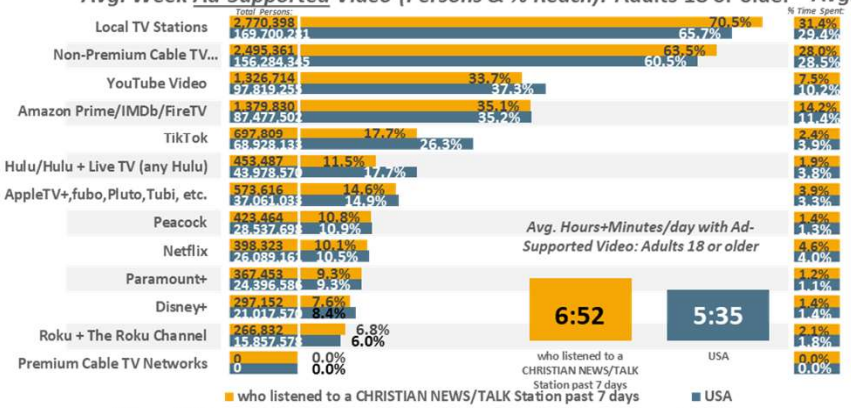
Avg. Week All Video (Persons & % Reach): Adults 18 or older



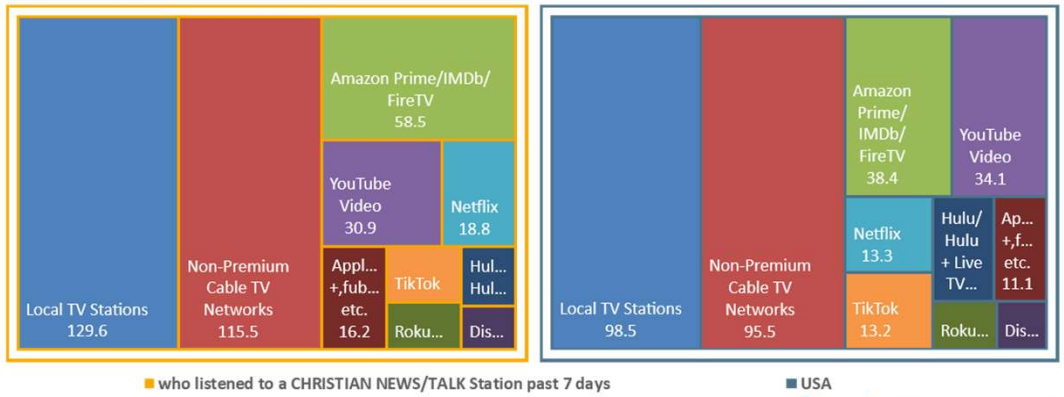
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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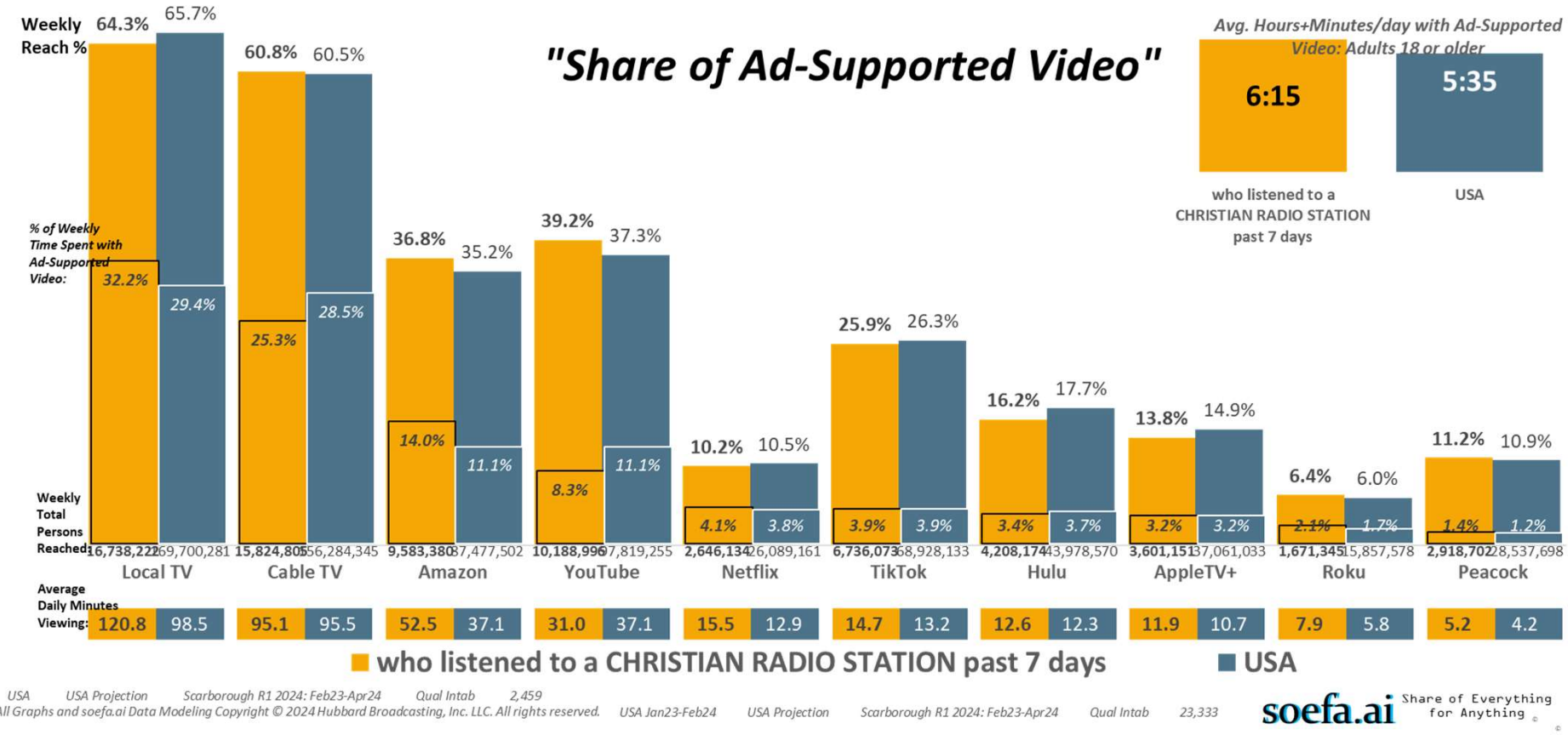
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Radio format profiles (M-S 6am-Mid cume): News/Talk/Information



16,738,222 or 64.3% of Adults 18 or older who listened to a CHRISTIAN RADIO STATION past 7 days watch Ad-Supported Local TV Stations for an average of 120.8 minutes every day representing 32.2% of all time spent daily with Ad-Supported Video.



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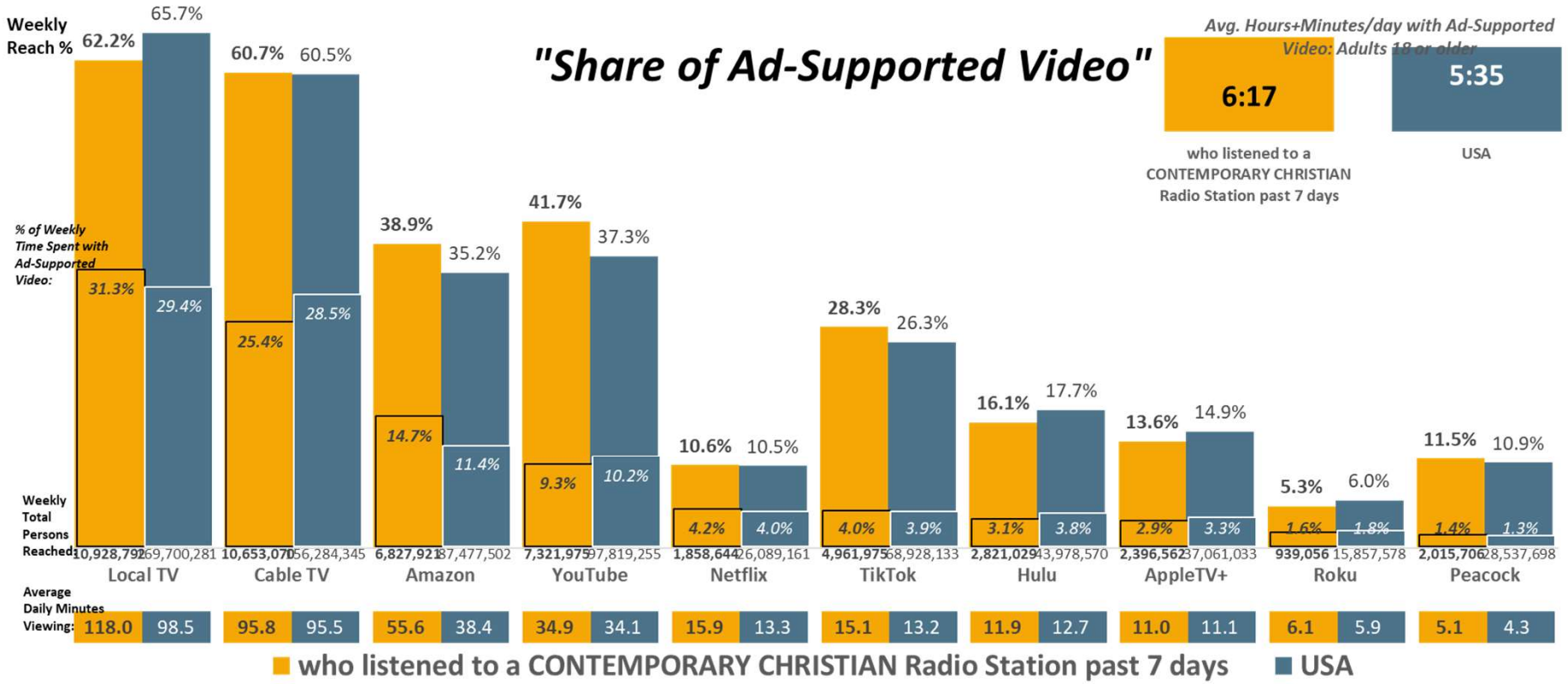
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(Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary OR Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary OR Radio format profiles (M-S 6am-Mid cume): Contemporary Christian OR Radio format profiles (M-S 6am-Mid cume): Contemporary Inspirational OR Radio format profiles (M-S 6am-Mid cume): Gospel OR Radio format profiles (M-S 6am-Mid cume): Religious OR Radio format profiles (M-S 6am-Mid cume): Southern Gospel OR Radio format profiles (M-S 6am-Mid cume): Spanish Contemporary Christian OR Radio format profiles (M-S 6am-Mid cume): Spanish Religious)

CONTEMPORARY CHRISTIAN

10,928,792 or 62.2% of Adults 18 or older who listened to a CONTEMPORARY CHRISTIAN Radio Station past 7 days watch Ad-Supported Local TV Stations for an average of 118. minutes every day representing 31.3% of all time spent daily with Ad-Supported Video.



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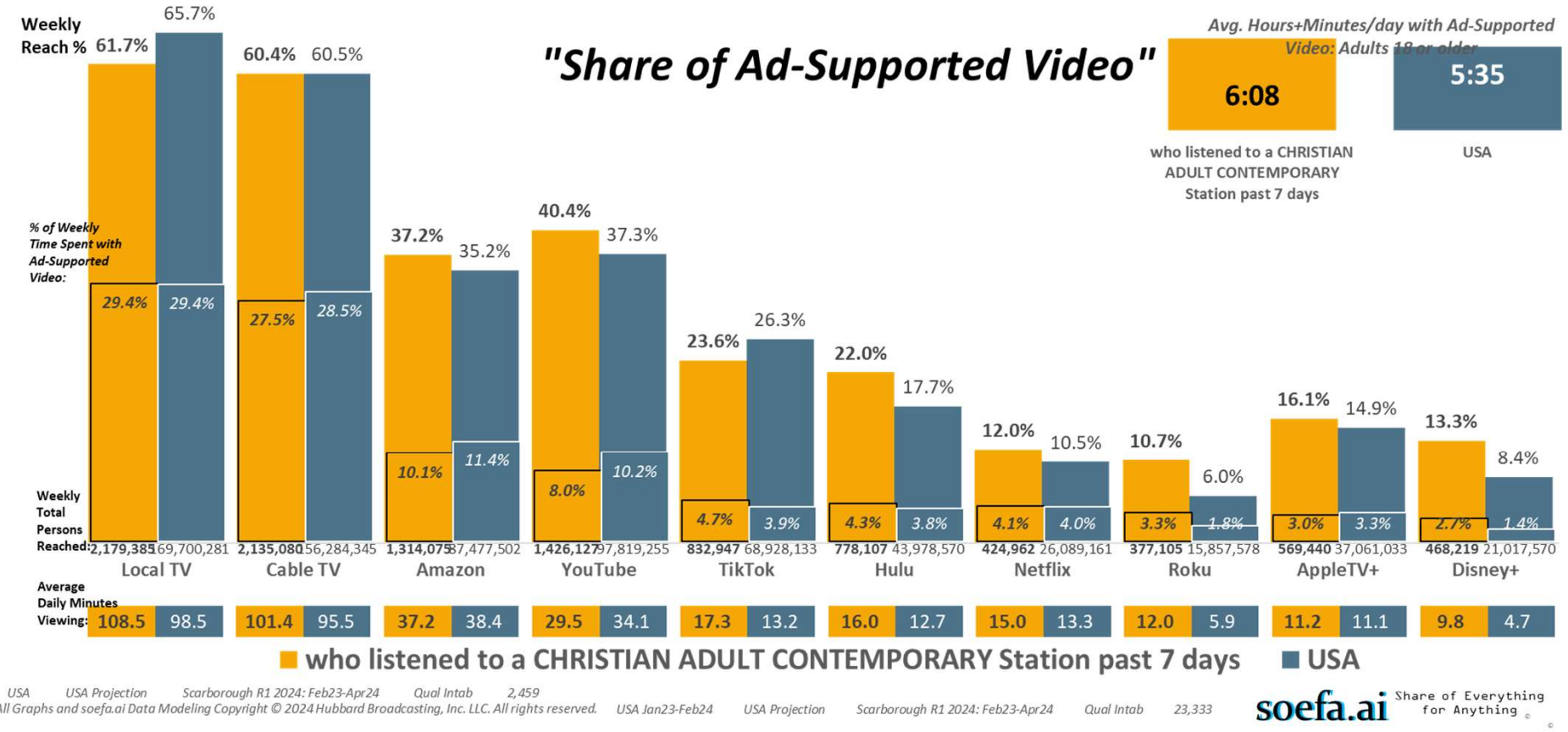
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CHRISTIAN ADULT CONTEMPORARY

2,179,385 or 61.7% of Adults 18 or older who listened to a CHRISTIAN ADULT CONTEMPORARY Station past 7 days watch Ad-Supported Local TV Stations for an average of 108.5 minutes every day representing 29.4% of all time spent daily with Ad-Supported Video.



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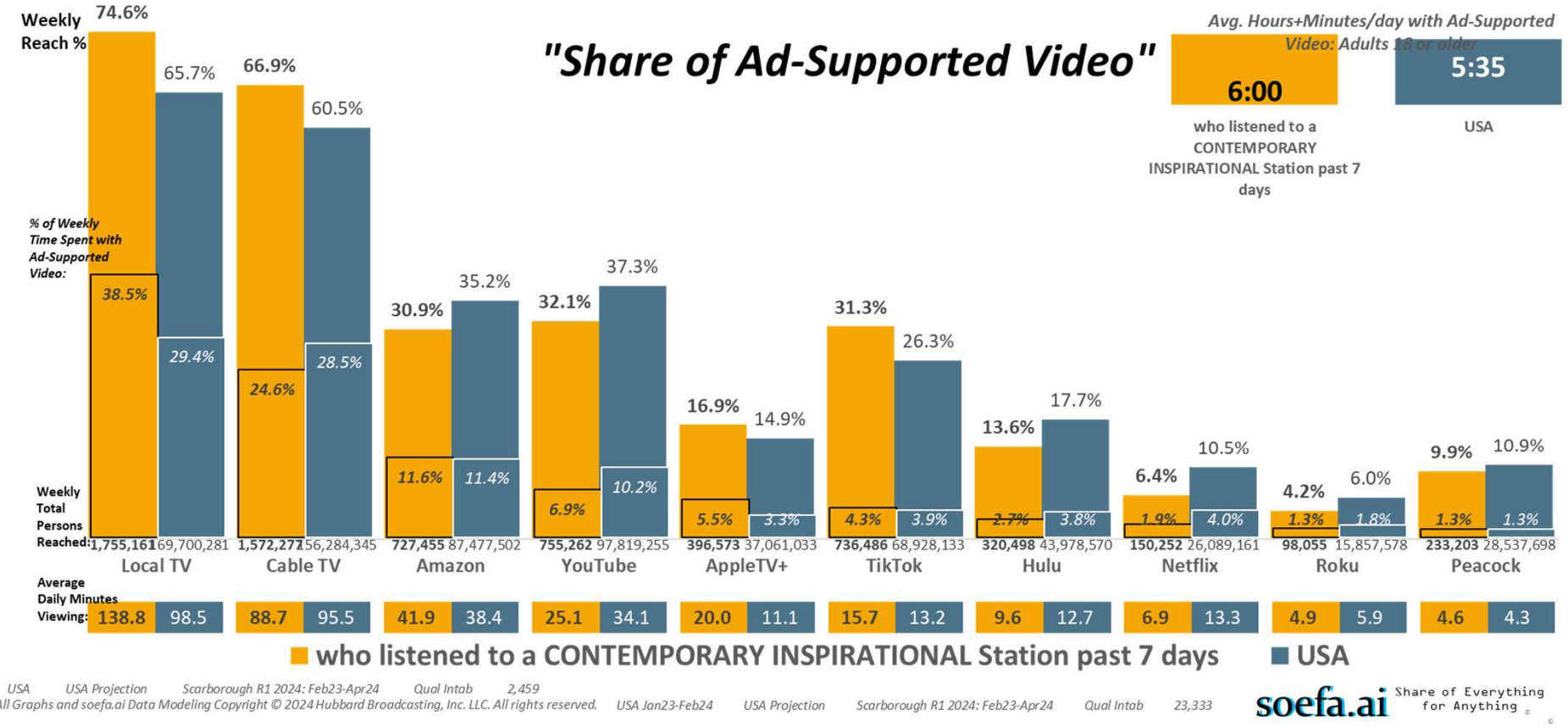
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1,755,161 or 74.6% of Adults 18 or older who listened to a CONTEMPORARY INSPIRATIONAL Station past 7 days watch Ad-Supported Local TV Stations for an average of 138.8 minutes every day representing 38.5% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,459

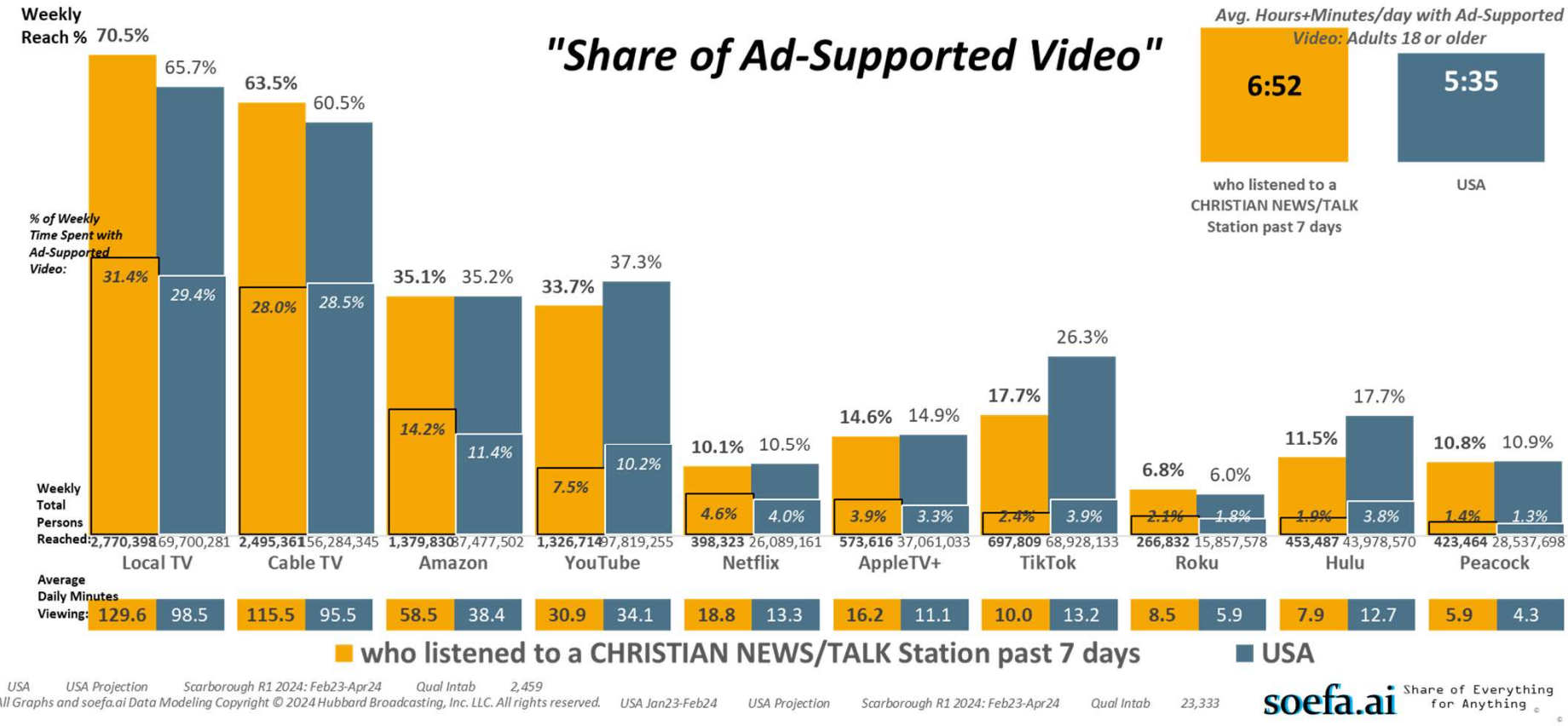
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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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2,770,398 or 70.5% of Adults 18 or older who listened to a CHRISTIAN NEWS/TALK Station past 7 days watch Ad-Supported Local TV Stations for an average of 129.6 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,459

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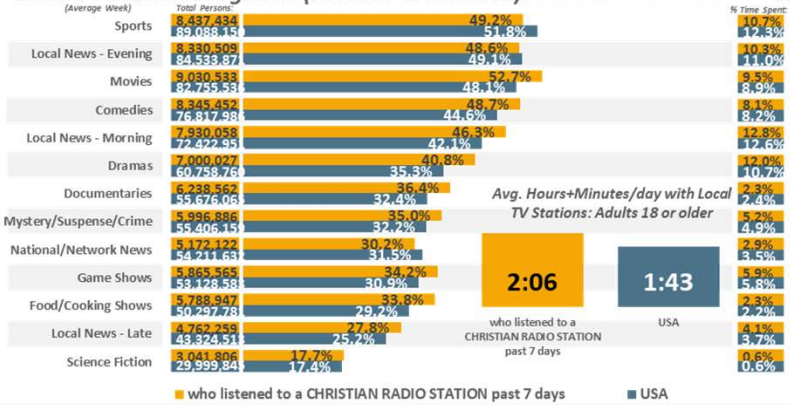
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Radio format profiles (M-S 6am-Mid cume): News/Talk/Information

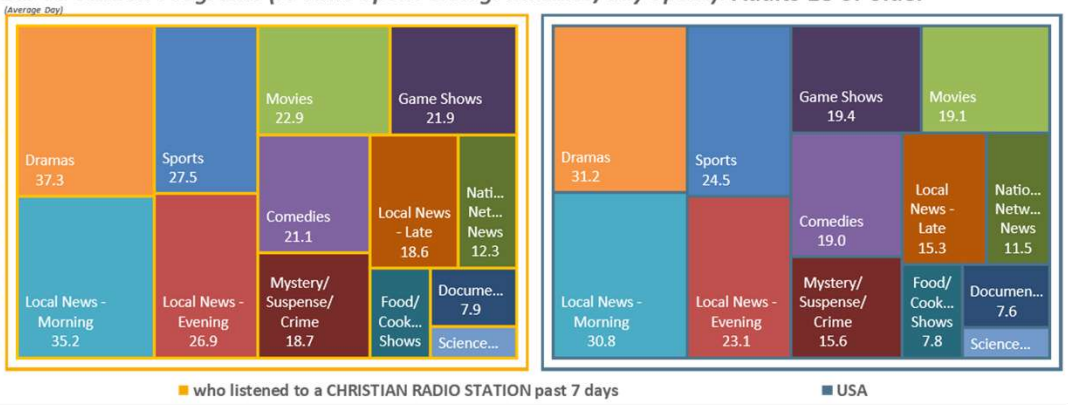


16,738,222 or 64.3% of Adults 18 or older who listened to a CHRISTIAN RADIO STATION past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Local News - Evening, Local News - Morning, Comedies, and Dramas.

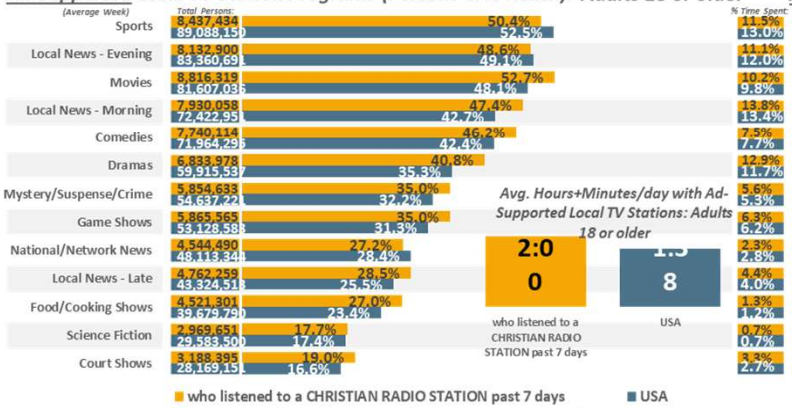
Local TV Station Programs (Persons & % Reach): Adults 18 or older



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



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,459

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

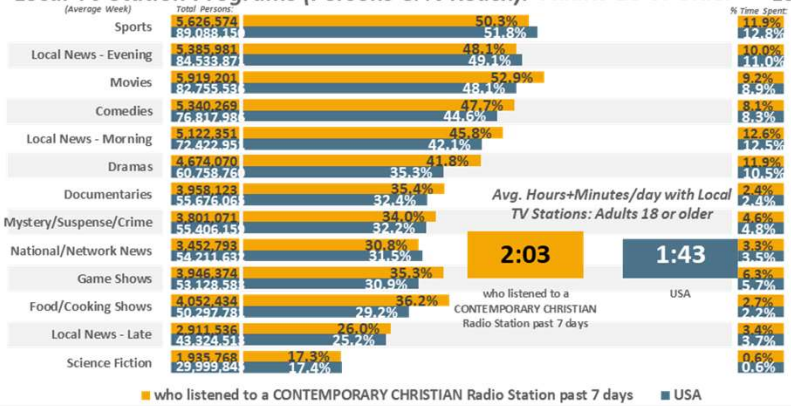
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(Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary OR Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary OR Radio format profiles (M-S 6am-Mid cume): Contemporary Christian OR Radio format profiles (M-S 6am-Mid cume): Contemporary Inspirational OR Radio format profiles (M-S 6am-Mid cume): Gospel OR Radio format profiles (M-S 6am-Mid cume): Religious OR Radio format profiles (M-S 6am-Mid cume): Southern Gospel OR Radio format profiles (M-S 6am-Mid cume): Spanish Contemporary Christian OR Radio format profiles (M-S 6am-Mid cume): Spanish Religious)

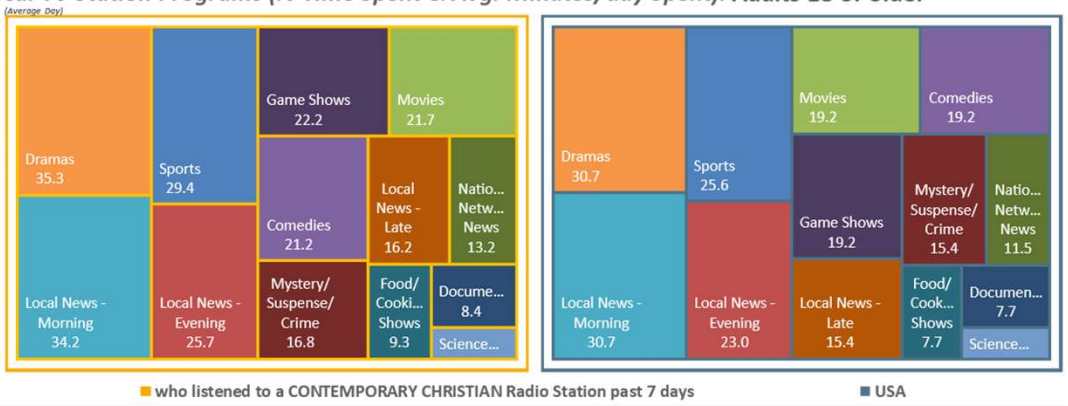
CONTEMPORARY CHRISTIAN

10,928,792 or 62.2% of Adults 18 or older who listened to a CONTEMPORARY CHRISTIAN Radio Station past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Local News - Evening, Local News - Morning, Comedies, and Dramas.

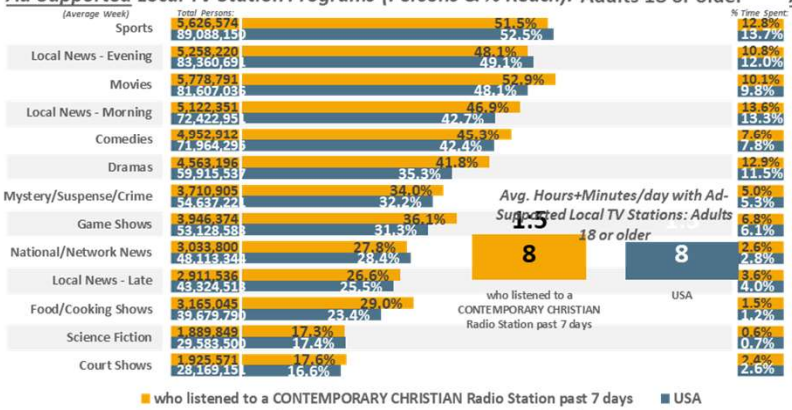
Local TV Station Programs (Persons & % Reach): Adults 18 or older



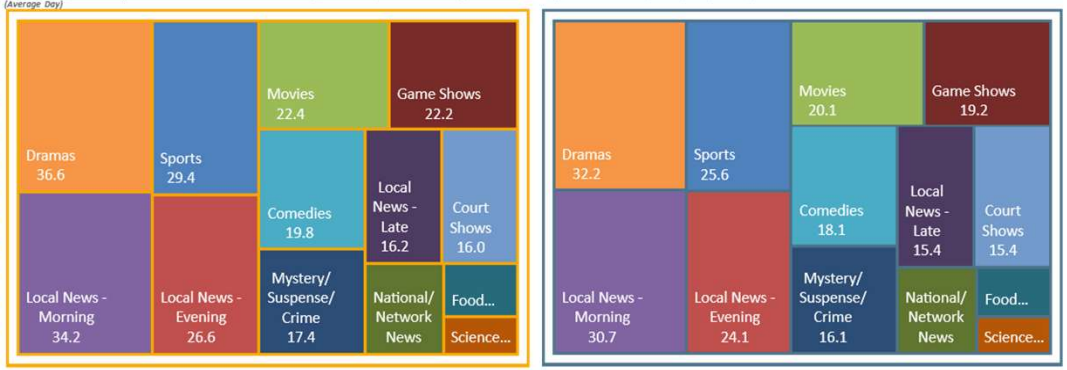
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,459

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

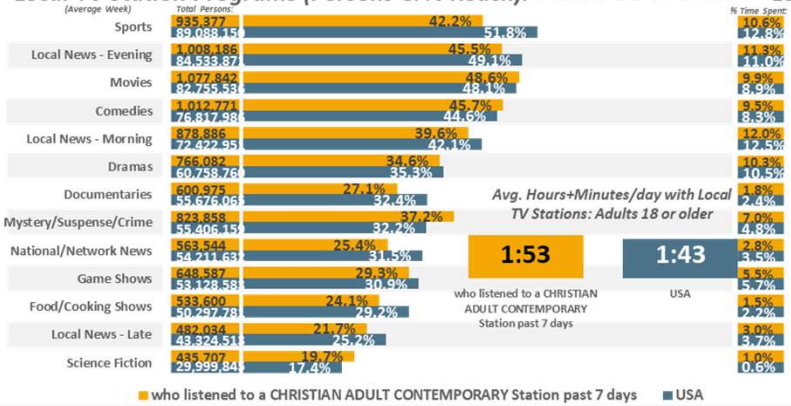
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Radio format profiles (M-S 6am-Mid cume): Contemporary Christian

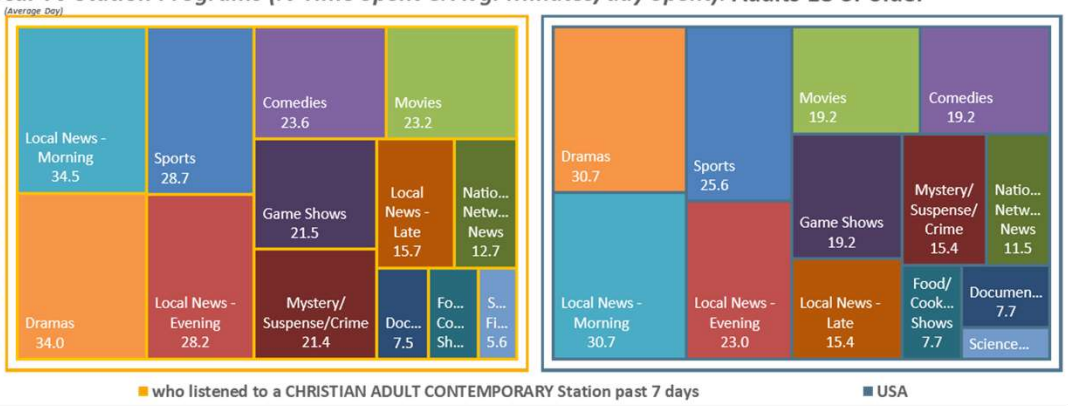


2,179,385 or 61.7% of Adults 18 or older who listened to a CHRISTIAN ADULT CONTEMPORARY Station past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Local News - Evening, Comedies, Sports, Local News - Morning, and Mystery/Susp

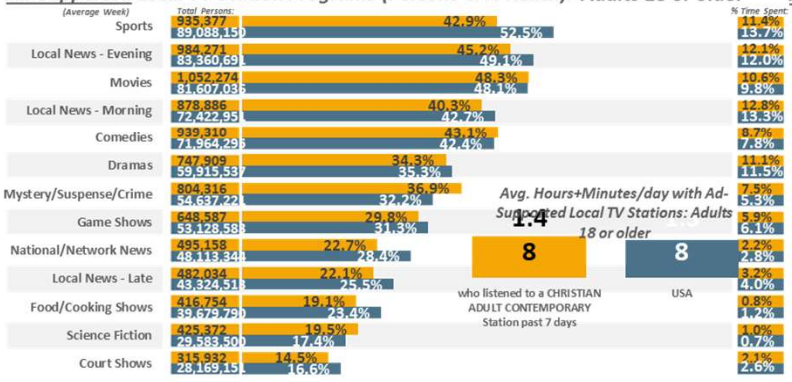
Local TV Station Programs (Persons & % Reach): Adults 18 or older



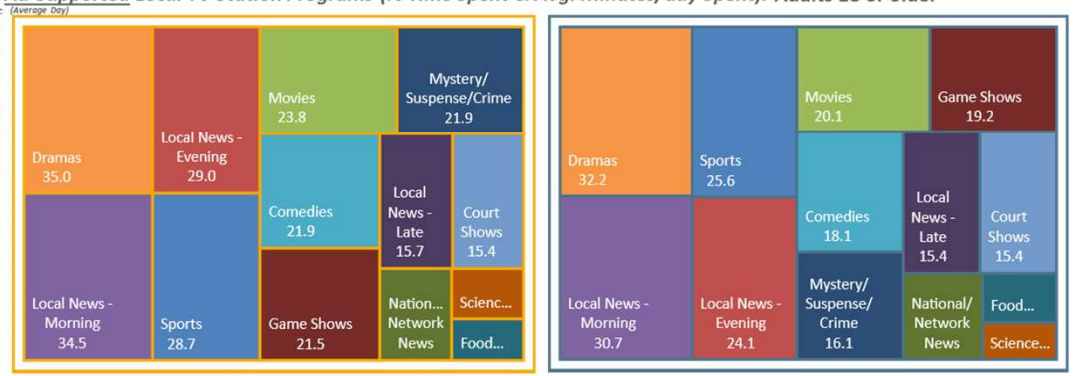
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,459

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

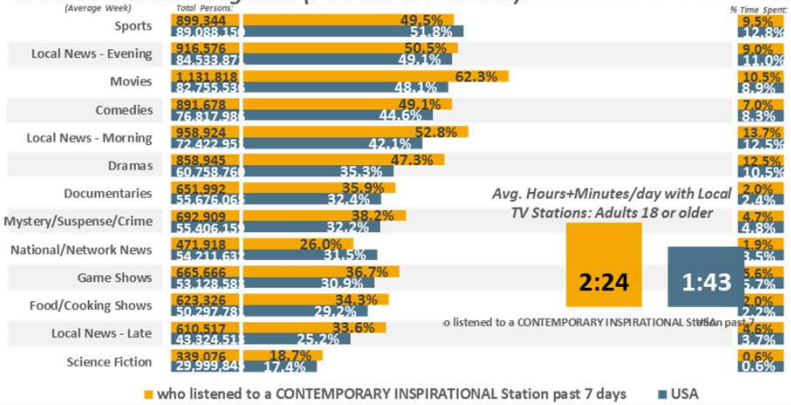
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Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary

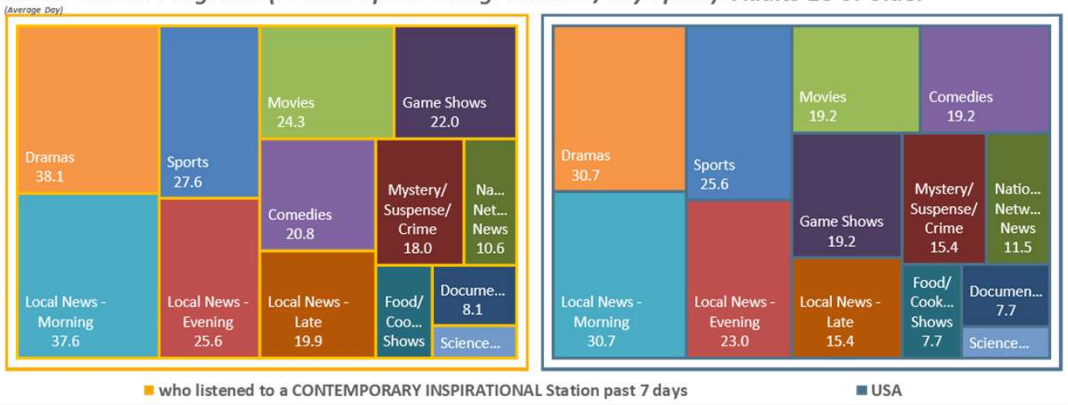


1,755,161 or 74.6% of Adults 18 or older who listened to a CONTEMPORARY INSPIRATIONAL Station past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Local News - Morning, Sports, Local News - Evening, Dramas, and Comedies.

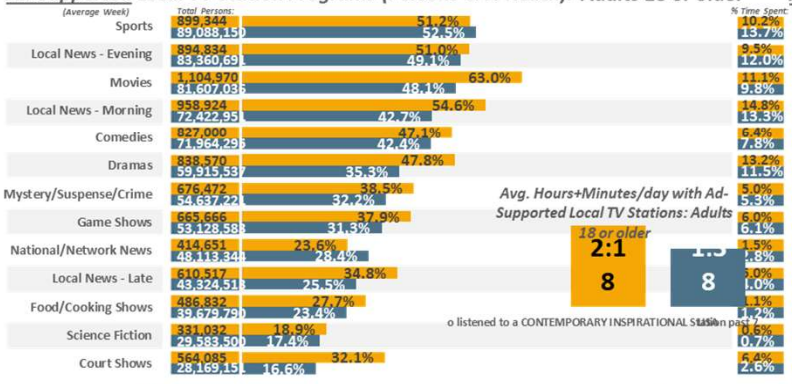
Local TV Station Programs (Persons & % Reach): Adults 18 or older



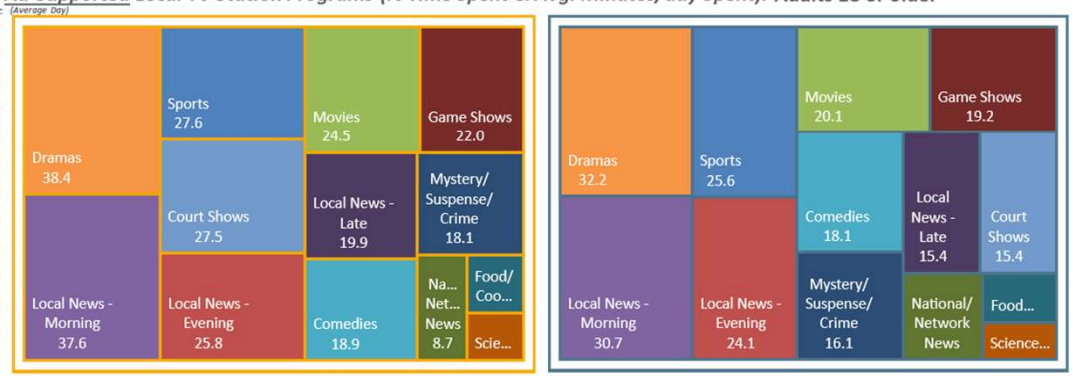
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,459

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

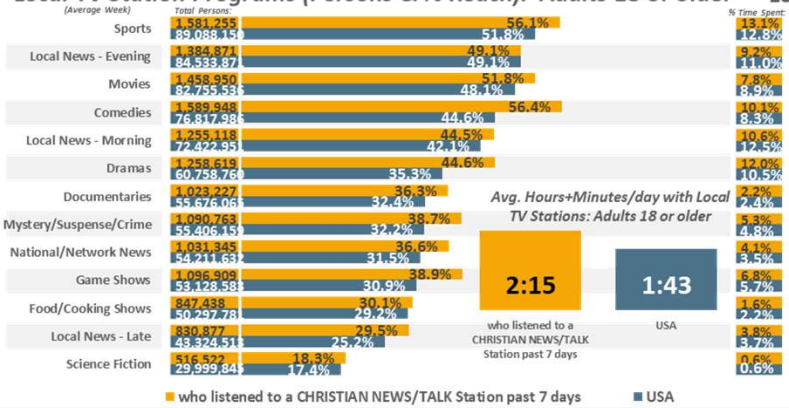
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Radio format profiles (M-S 6am-Mid cume): Contemporary Inspirational

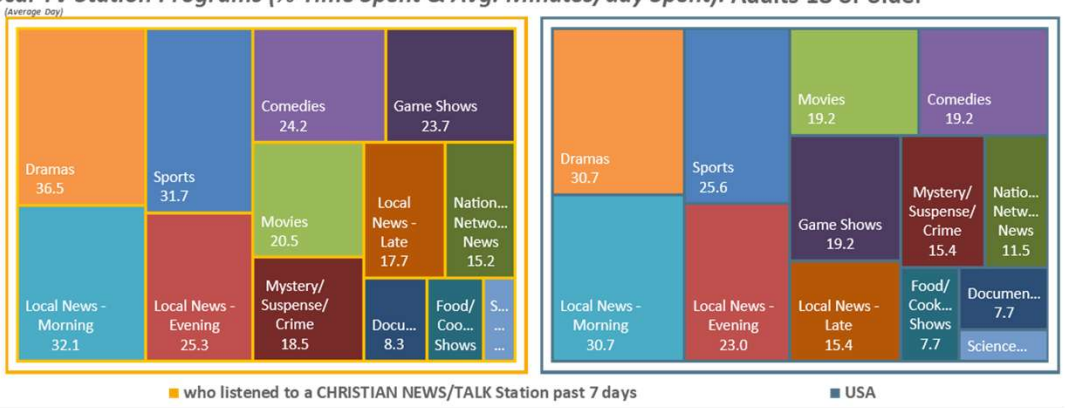
CHRISTIAN NEWS/TALK

2,770,398 or 70.5% of Adults 18 or older who listened to a CHRISTIAN NEWS/TALK Station past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Local News - Evening, Local News - Morning, and Dramas.

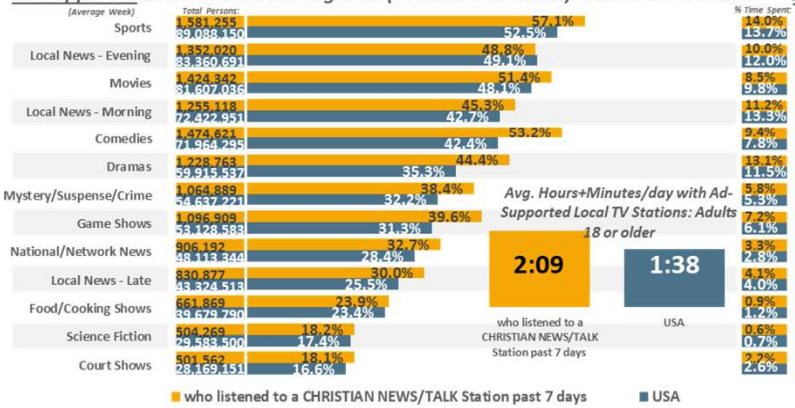
Local TV Station Programs (Persons & % Reach): Adults 18 or older



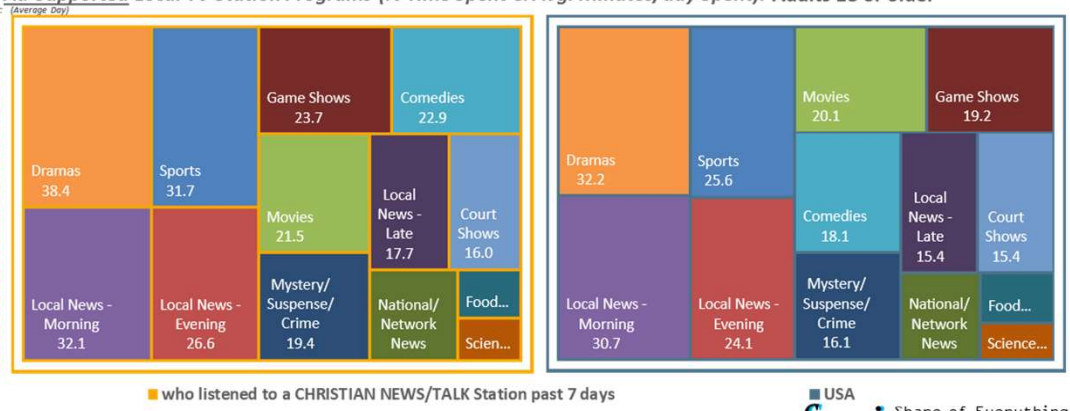
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,459

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

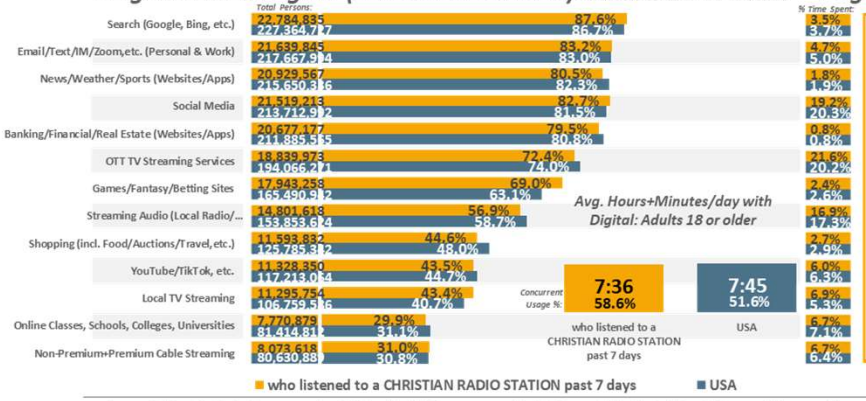
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Radio format profiles (M-S 6am-Mid cume): News/Talk/Information

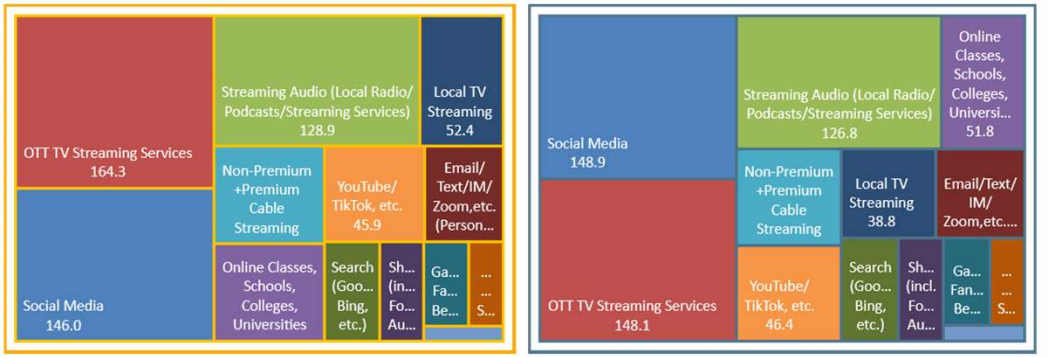


19,387,239 or 74.5% of Adults 18 or older who listened to a CHRISTIAN RADIO STATION past 7 days use Ad-Supported Social Media for an average of 131.5 minutes every day representing 22.6% of all time spent daily with Ad-Supported Digital Media.

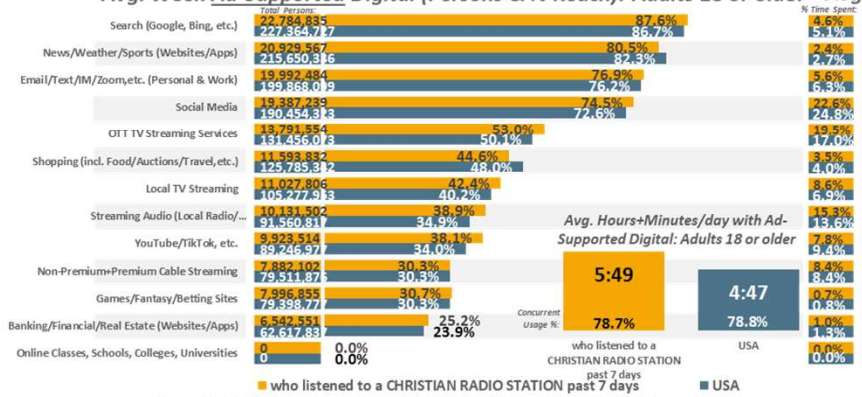
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



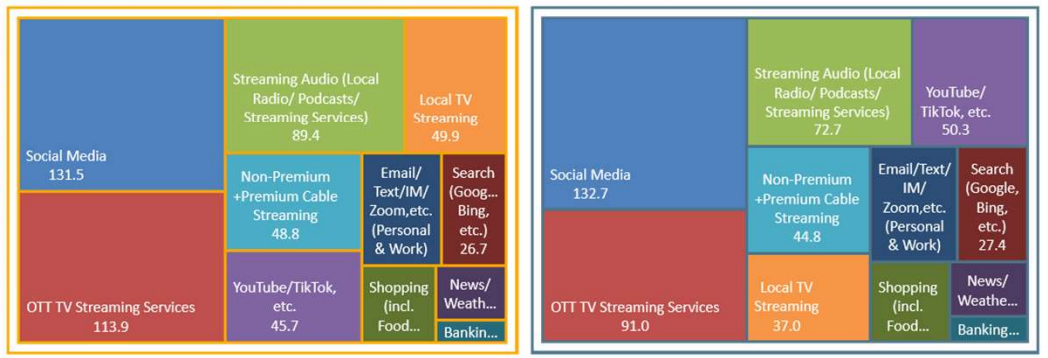
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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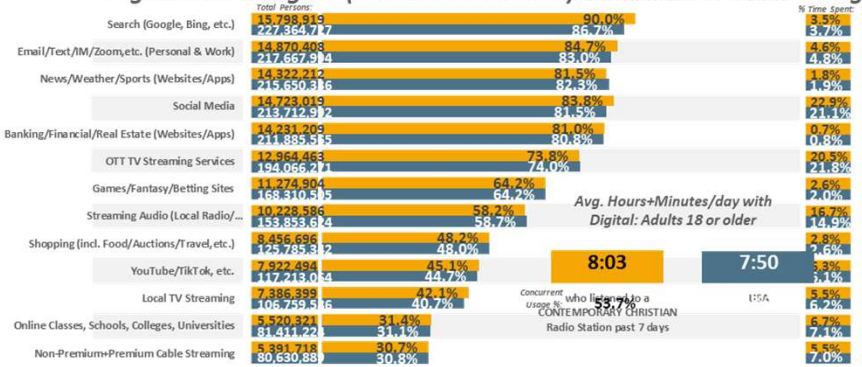
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(Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary OR Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary OR Radio format profiles (M-S 6am-Mid cume): Contemporary Christian OR Radio format profiles (M-S 6am-Mid cume): Contemporary Inspirational OR Radio format profiles (M-S 6am-Mid cume): Gospel OR Radio format profiles (M-S 6am-Mid cume): Religious OR Radio format profiles (M-S 6am-Mid cume): Southern Gospel OR Radio format profiles (M-S 6am-Mid cume): Spanish Contemporary Christian OR Radio format profiles (M-S 6am-Mid cume): Spanish Religious)

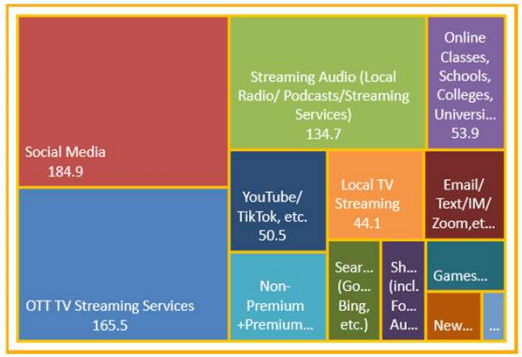
CONTEMPORARY CHRISTIAN

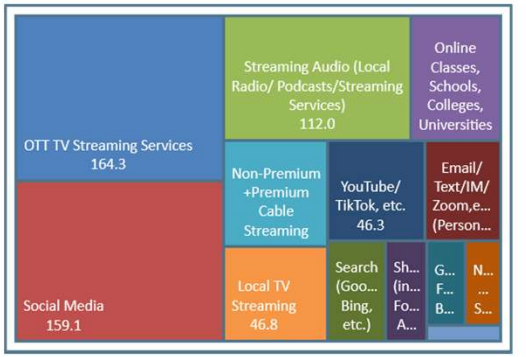
13,330,959 or 75.9% of Adults 18 or older who listened to a CONTEMPORARY CHRISTIAN Radio Station past 7 days use Ad-Supported Social Media for an average of 170.1 minutes every day representing 29.6% of all time spent daily with Ad-Supported Digital Media

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

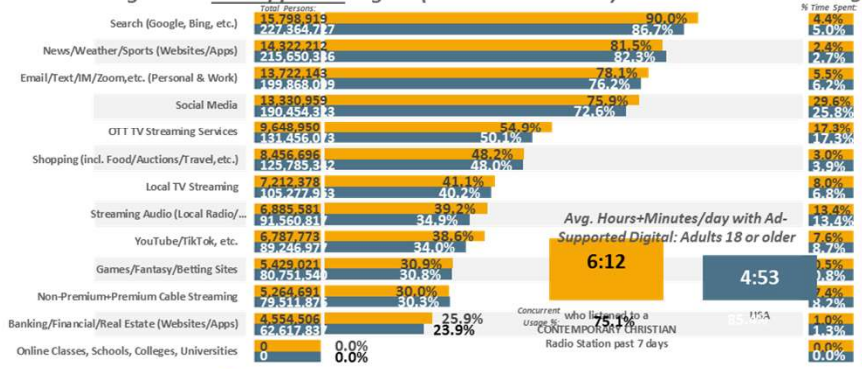


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

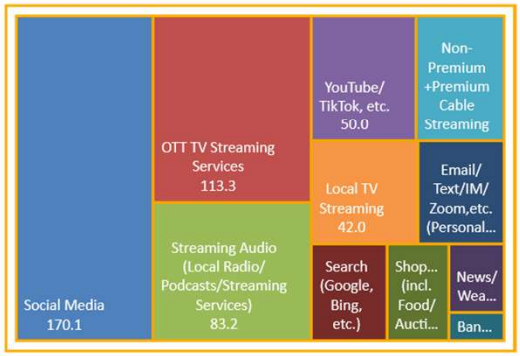


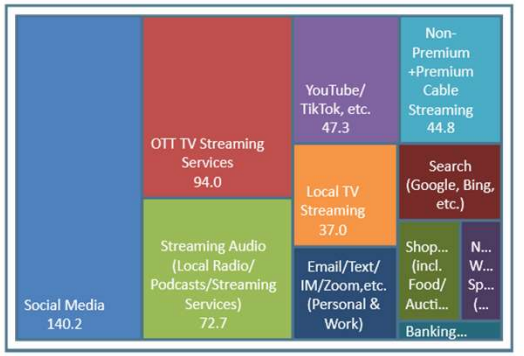


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *2,459*

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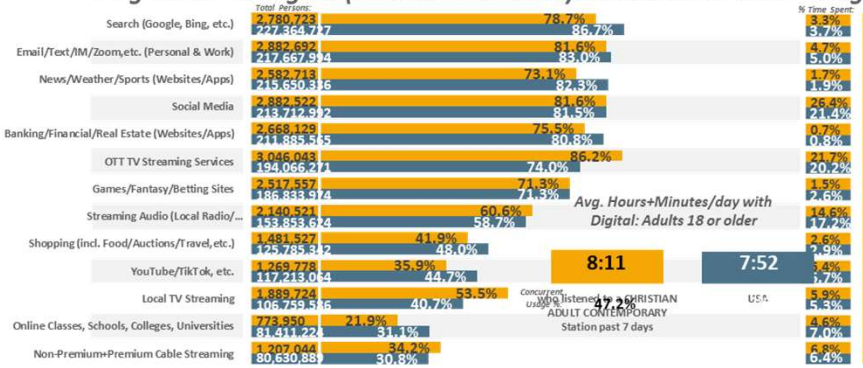
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

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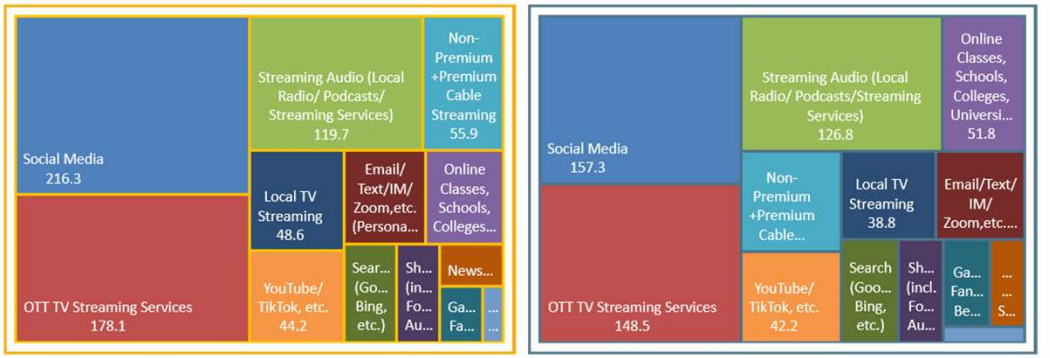


2,682,992 or 75.9% of Adults 18 or older who listened to a CHRISTIAN ADULT CONTEMPORARY Station past 7 days use Ad-Supported Social Media for an average of 199. minutes every day representing 27.4% of all time spent daily with Ad-Supported Digital Media.

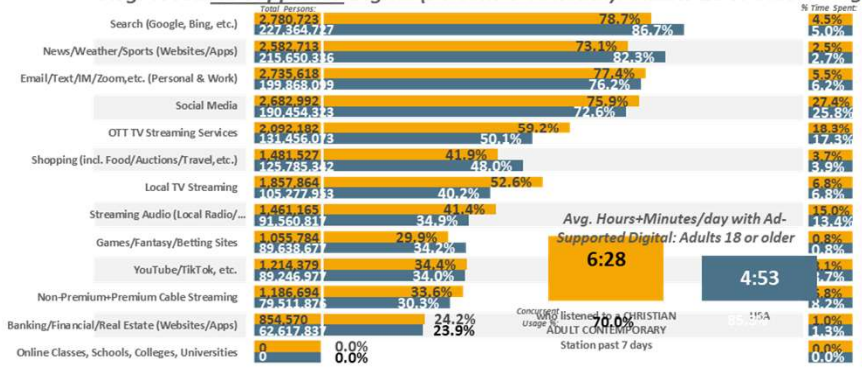
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



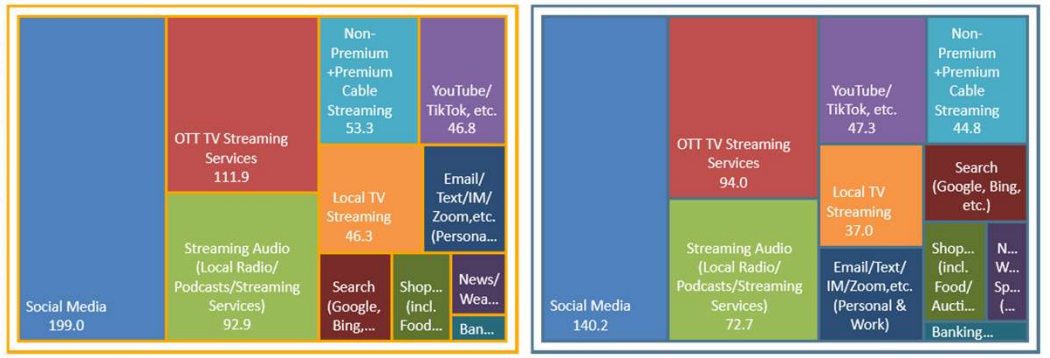
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,459

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

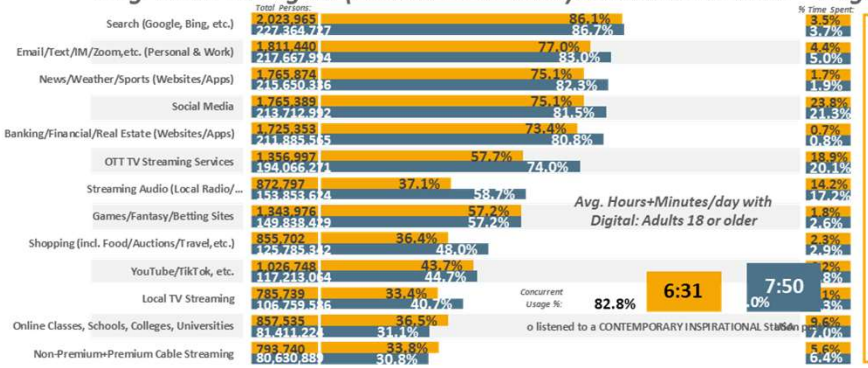
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Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary

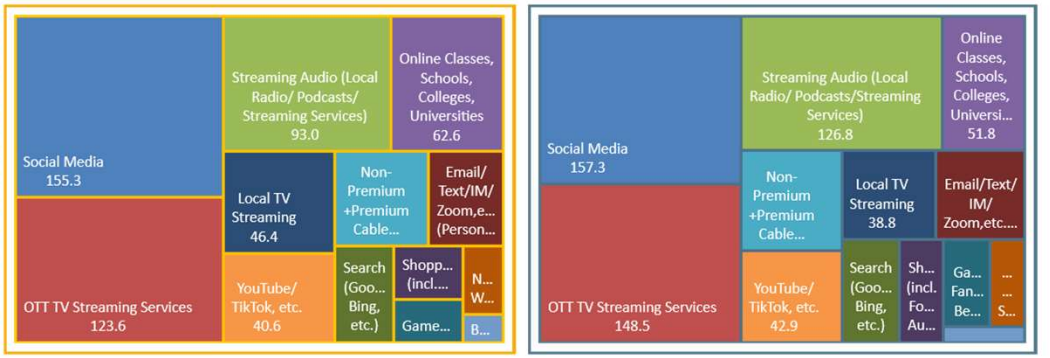


1,536,651 or 65.3% of Adults 18 or older who listened to a CONTEMPORARY INSPIRATIONAL Station past 7 days use Ad-Supported Social Media for an average of 142.9 minutes every day representing 30.7% of all time spent daily with Ad-Supported Digital Media.

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

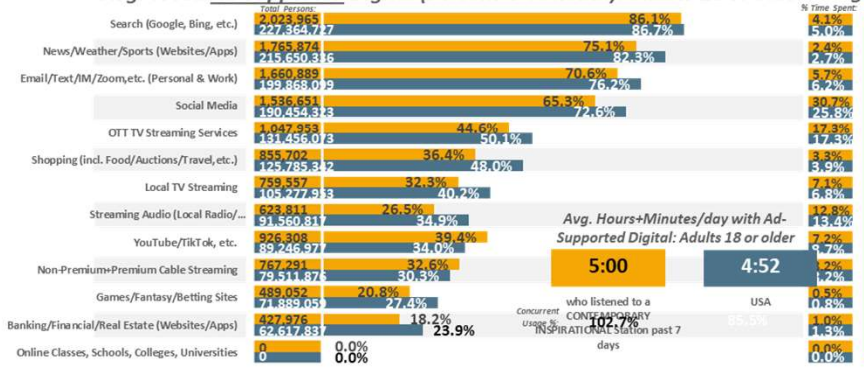


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

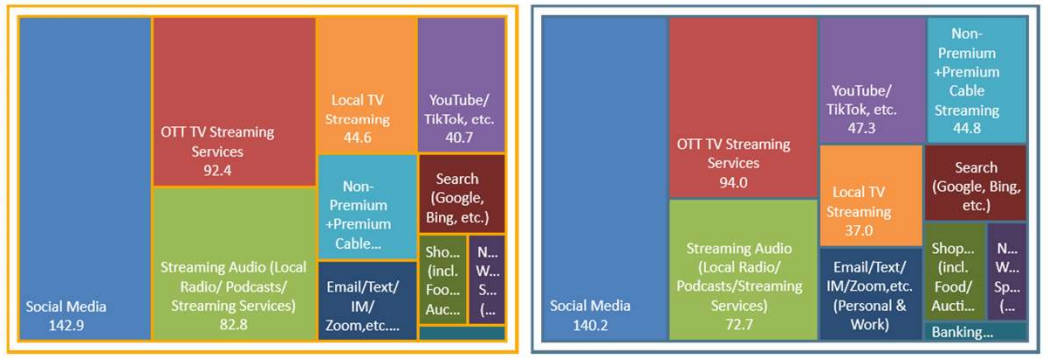


who listened to a CONTEMPORARY INSPIRATIONAL Station past 7 days ■ USA

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



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



who listened to a CONTEMPORARY INSPIRATIONAL Station past 7 days ■ USA

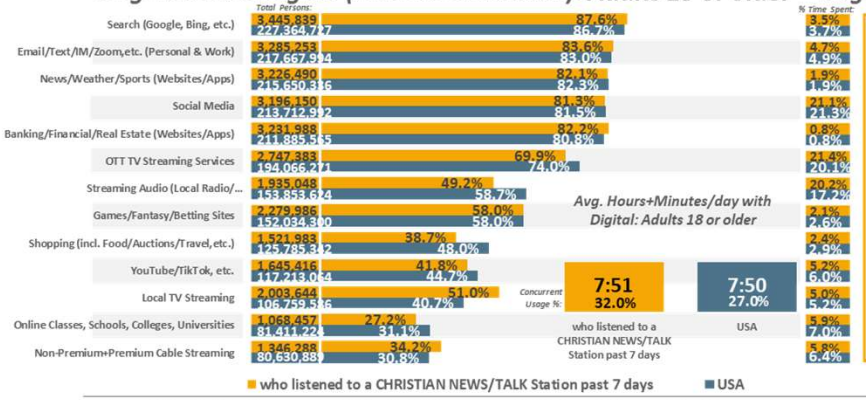
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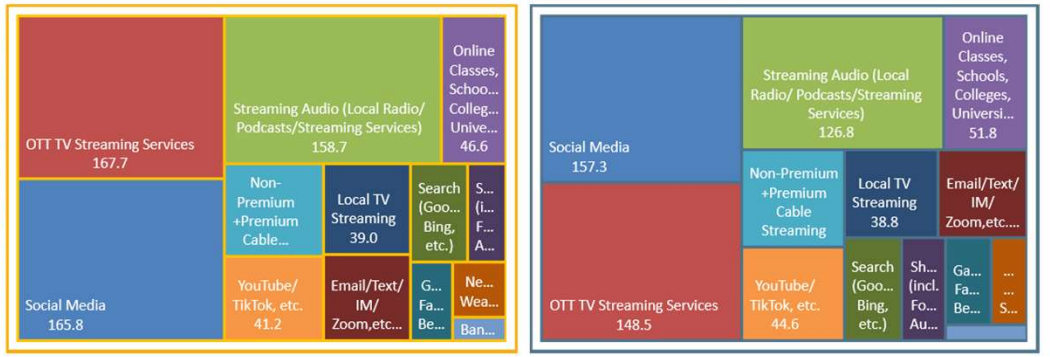
CHRISTIAN NEWS/TALK

2,962,002 or 75.3% of Adults 18 or older who listened to a CHRISTIAN NEWS/TALK Station past 7 days use Ad-Supported Social Media for an average of 153.7 minutes every day representing 25.7% of all time spent daily with Ad-Supported Digital Media.

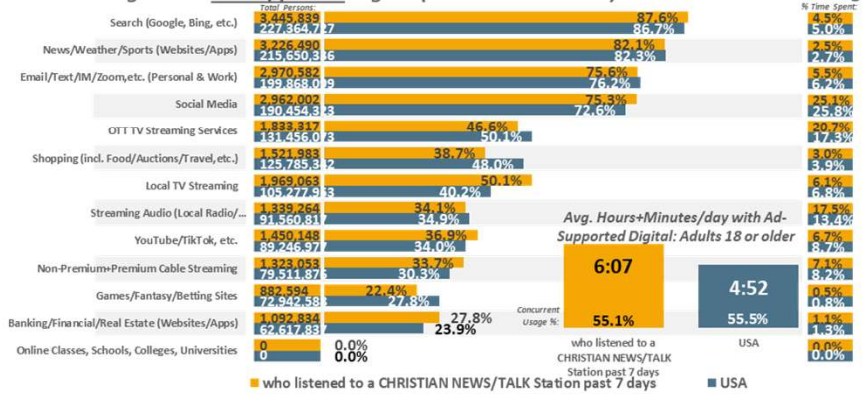
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



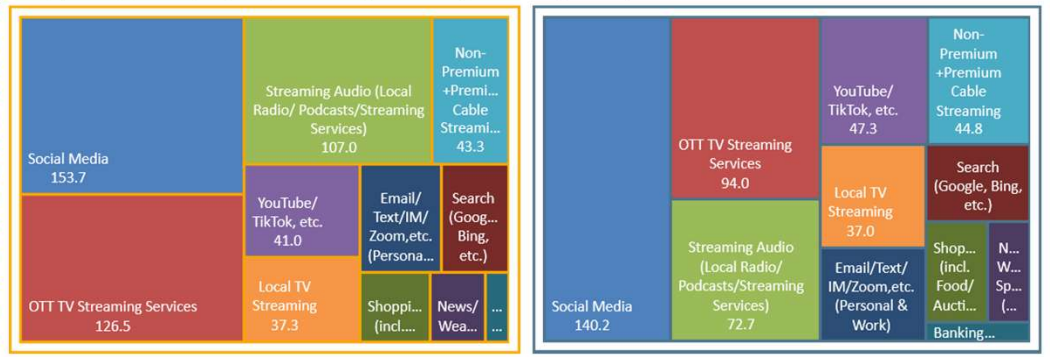
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,459

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

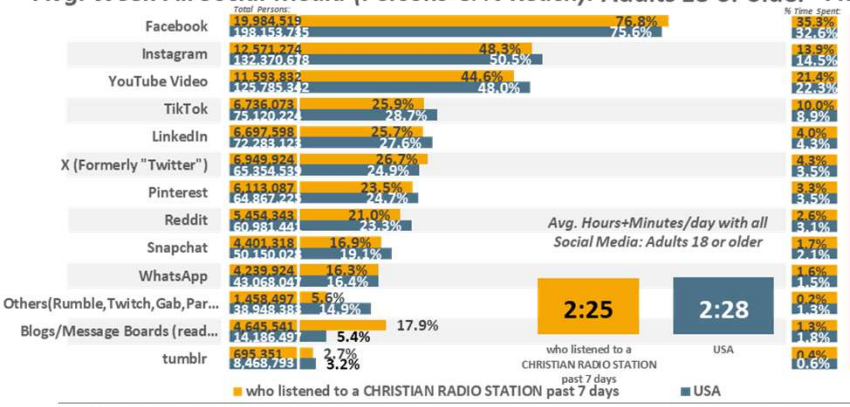
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Radio format profiles (M-S 6am-Mid cume): News/Talk/Information

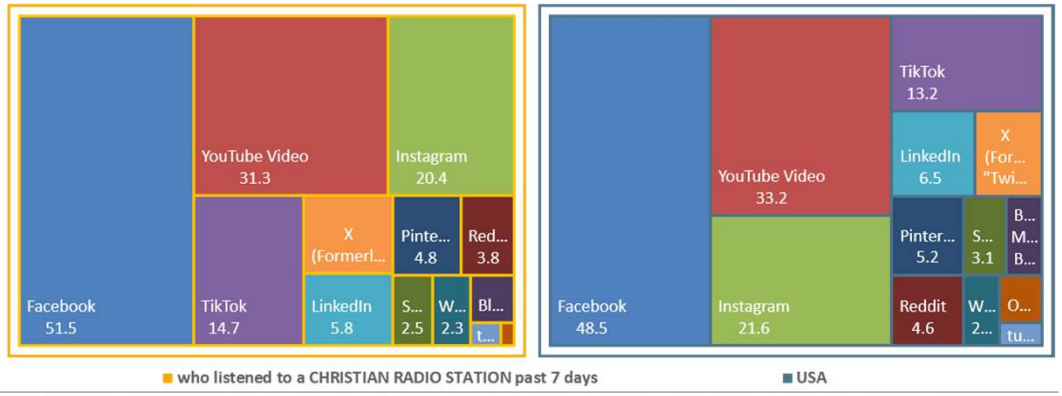


19,387,239 or 74.5% of Adults 18 or older who listened to a CHRISTIAN RADIO STATION past 7 days use Ad-Supported Facebook for an average of 44. minutes every day representing 33.4% of all time spent daily with Ad-Supported Social Media.

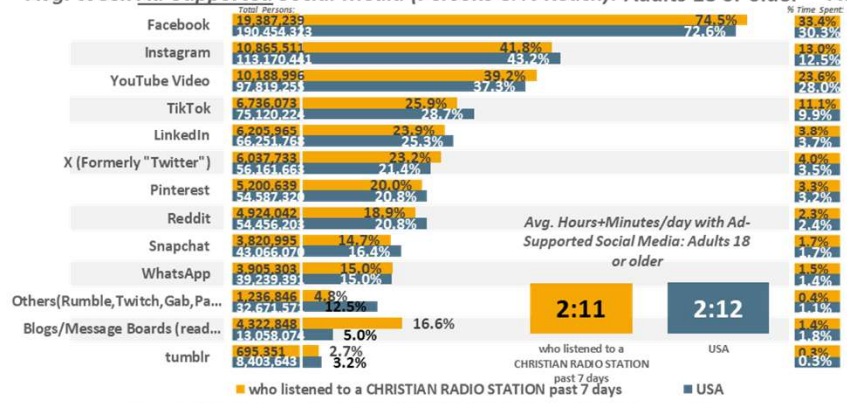
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



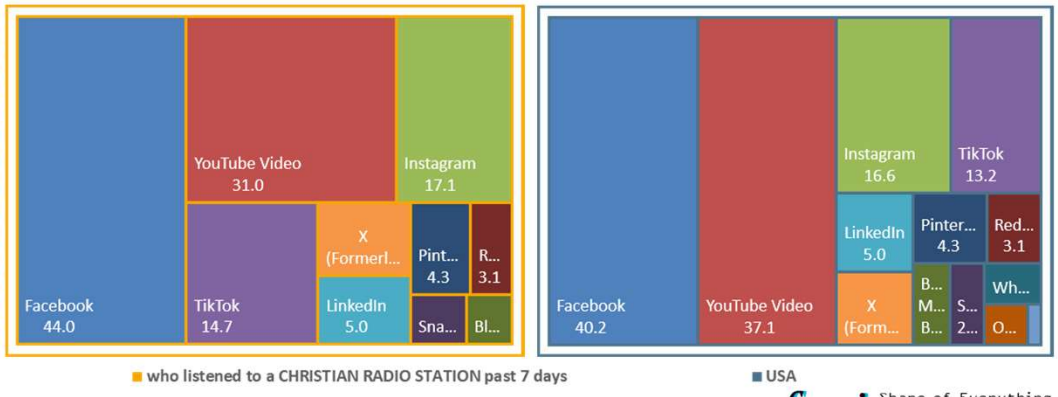
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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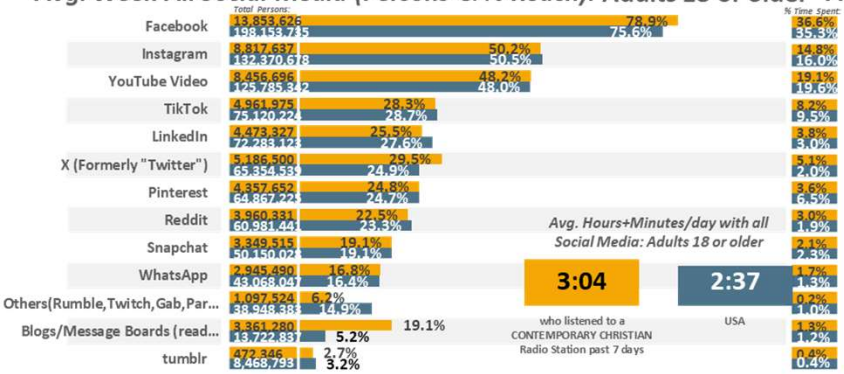
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(Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary OR Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary OR Radio format profiles (M-S 6am-Mid cume): Contemporary Christian OR Radio format profiles (M-S 6am-Mid cume): Contemporary Inspirational OR Radio format profiles (M-S 6am-Mid cume): Gospel OR Radio format profiles (M-S 6am-Mid cume): Religious OR Radio format profiles (M-S 6am-Mid cume): Southern Gospel OR Radio format profiles (M-S 6am-Mid cume): Spanish Contemporary Christian OR Radio format profiles (M-S 6am-Mid cume): Spanish Religious)

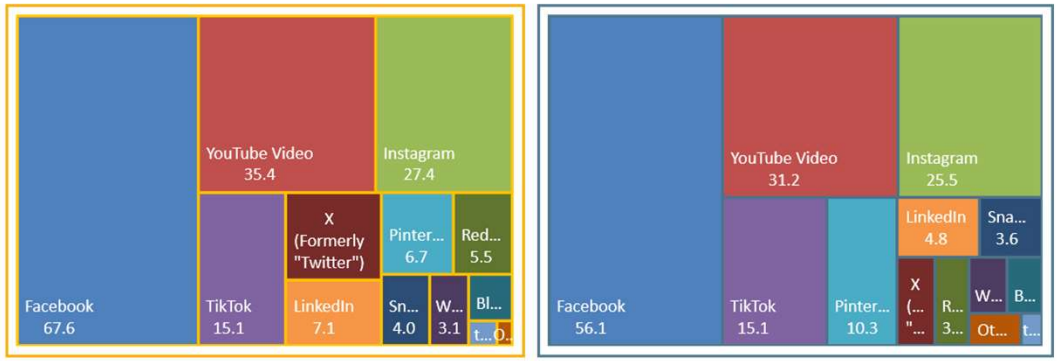
CONTEMPORARY CHRISTIAN

13,330,959 or 75.9% of Adults 18 or older who listened to a CONTEMPORARY CHRISTIAN Radio Station past 7 days use Ad-Supported Facebook for an average of 58.9 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.

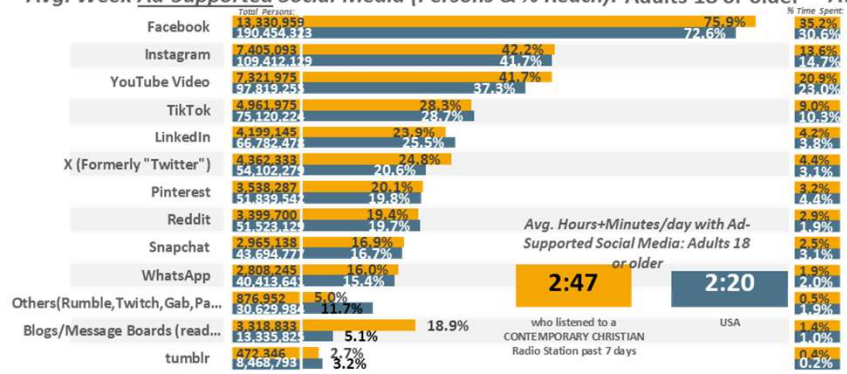
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



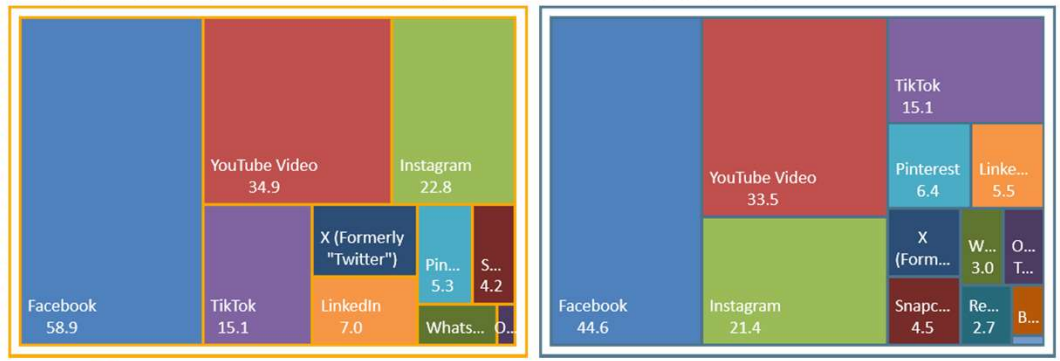
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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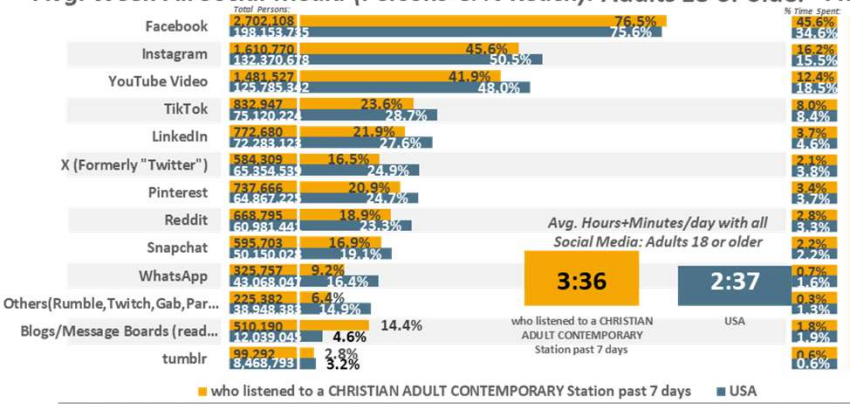
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Radio format profiles (M-S 6am-Mid cume): Contemporary Christian

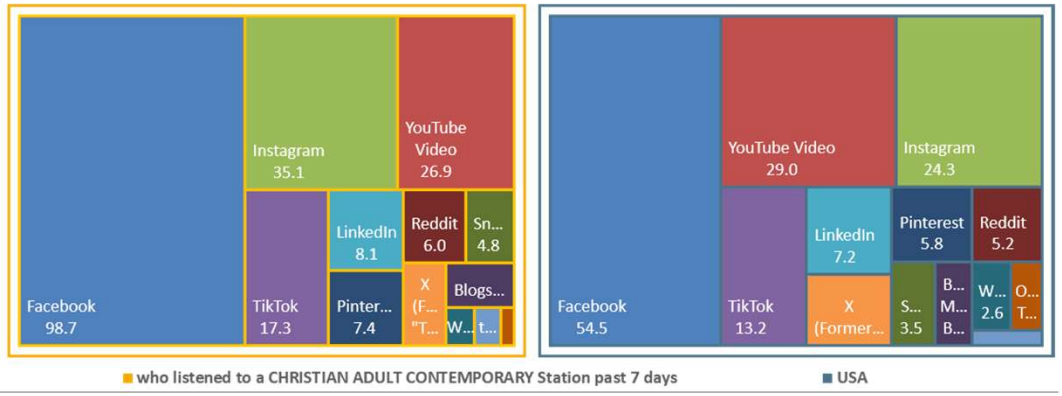


2,682,992 or 75.9% of Adults 18 or older who listened to a CHRISTIAN ADULT CONTEMPORARY Station past 7 days use Ad-Supported Facebook for an average of 85.2 minutes every day representing 42.3% of all time spent daily with Ad-Supported Social Media.

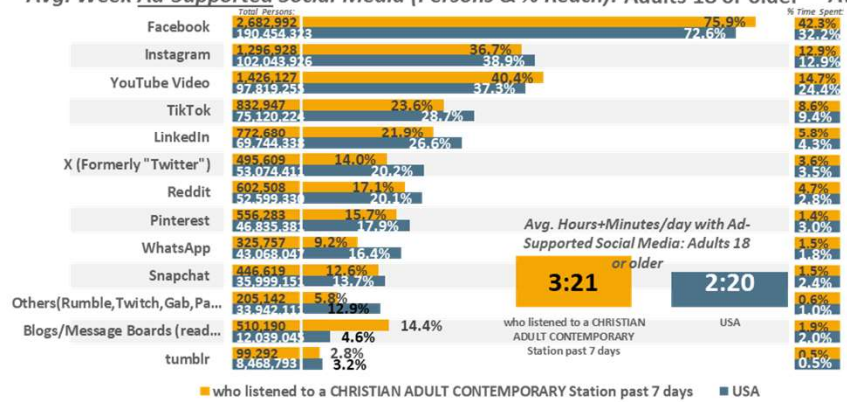
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



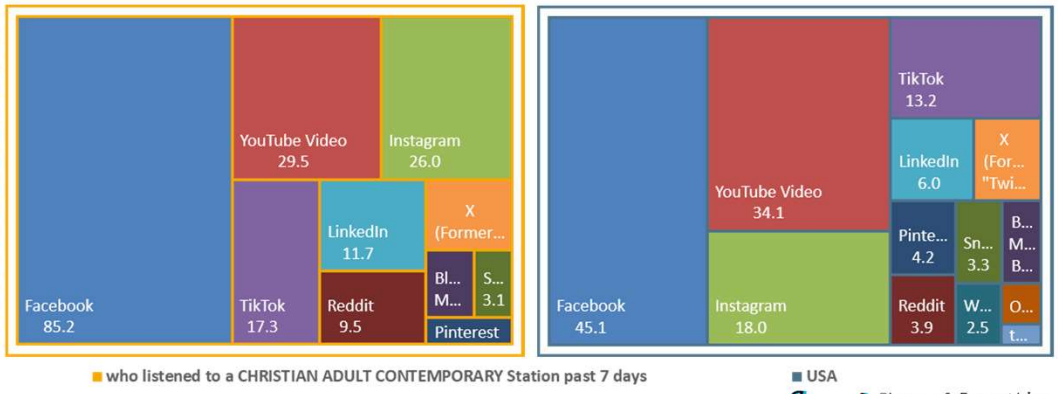
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,459

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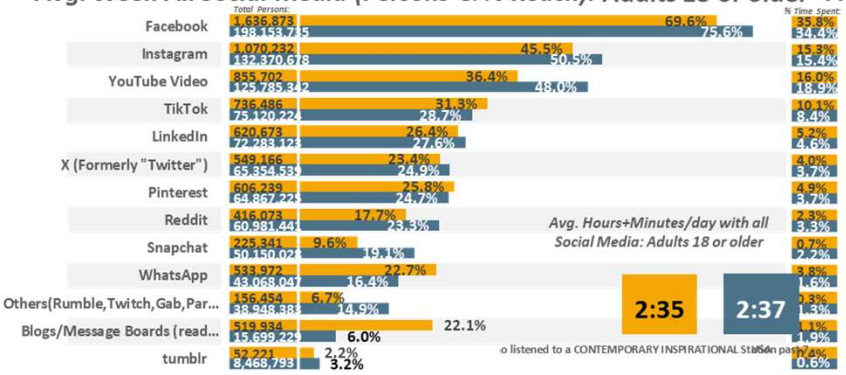
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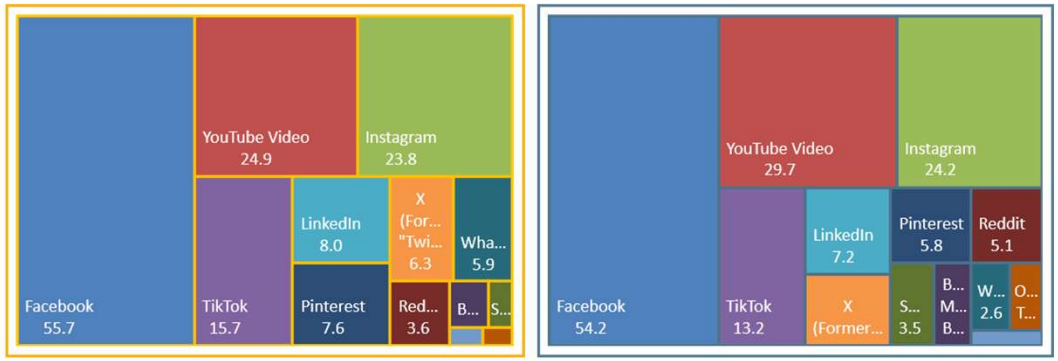


1,536,651 or 65.3% of Adults 18 or older who listened to a CONTEMPORARY INSPIRATIONAL Station past 7 days use Ad-Supported Facebook for an average of 46.2 minutes every day representing 34.2% of all time spent daily with Ad-Supported Social Media.

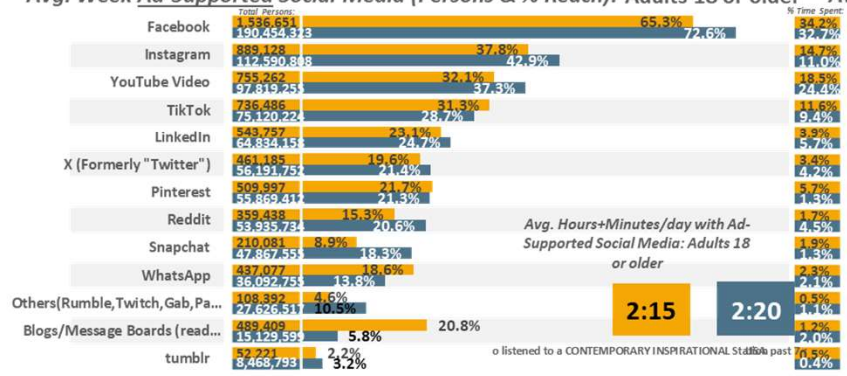
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



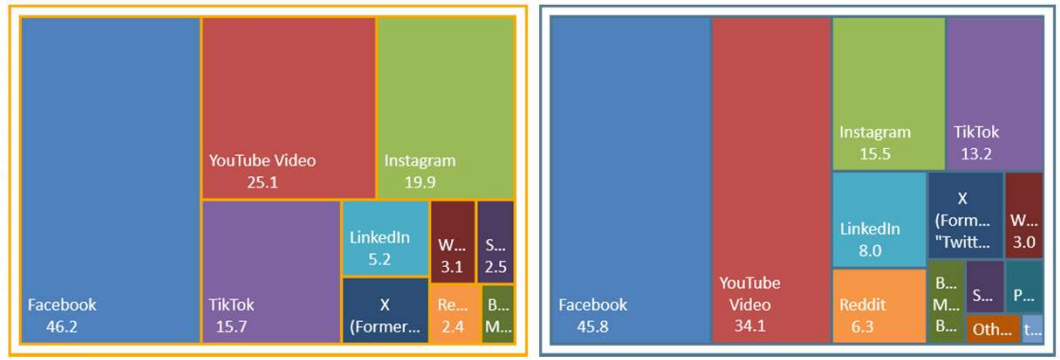
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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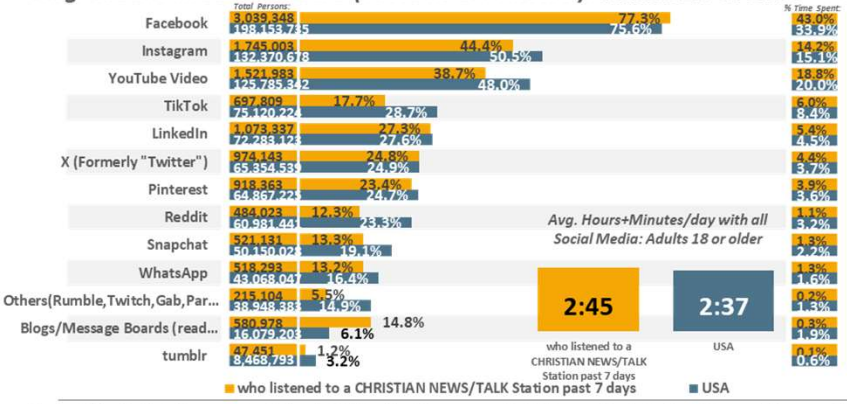
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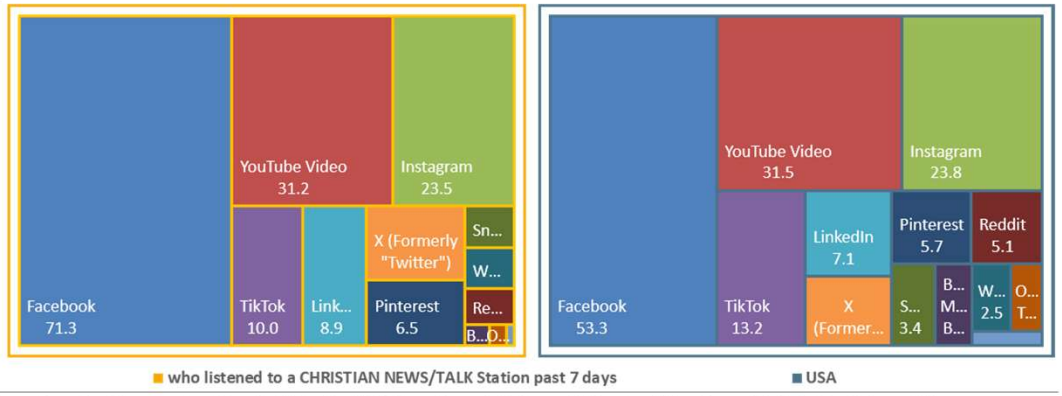


2,962,002 or 75.3% of Adults 18 or older who listened to a CHRISTIAN NEWS/TALK Station past 7 days use Ad-Supported Facebook for an average of 63.4 minutes every day representing 41.2% of all time spent daily with Ad-Supported Social Media.

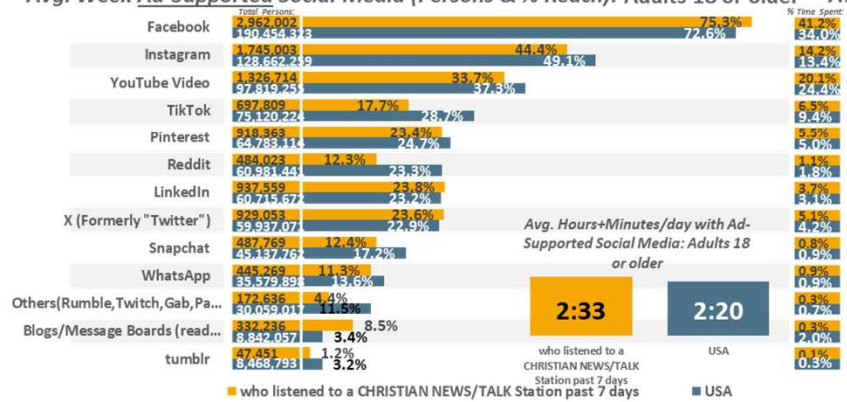
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



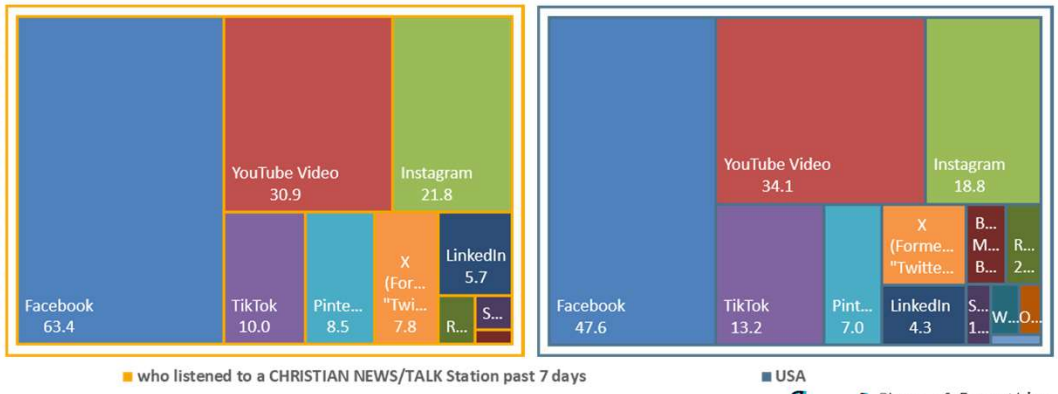
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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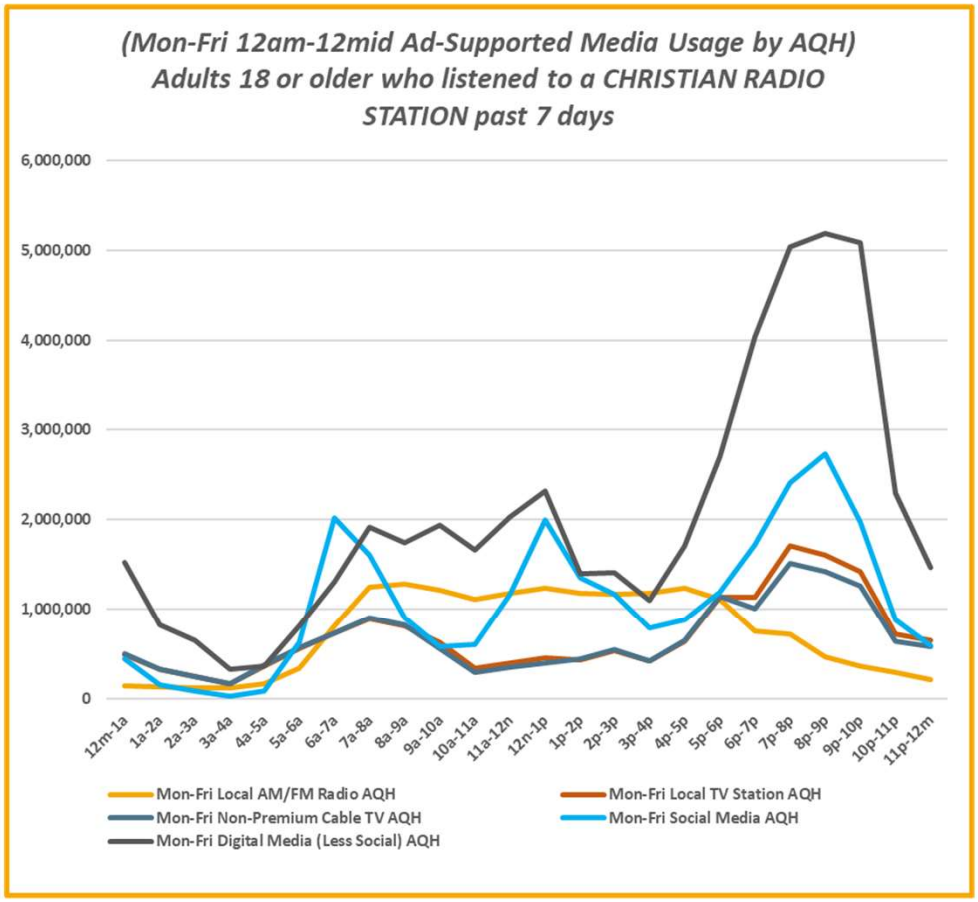
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

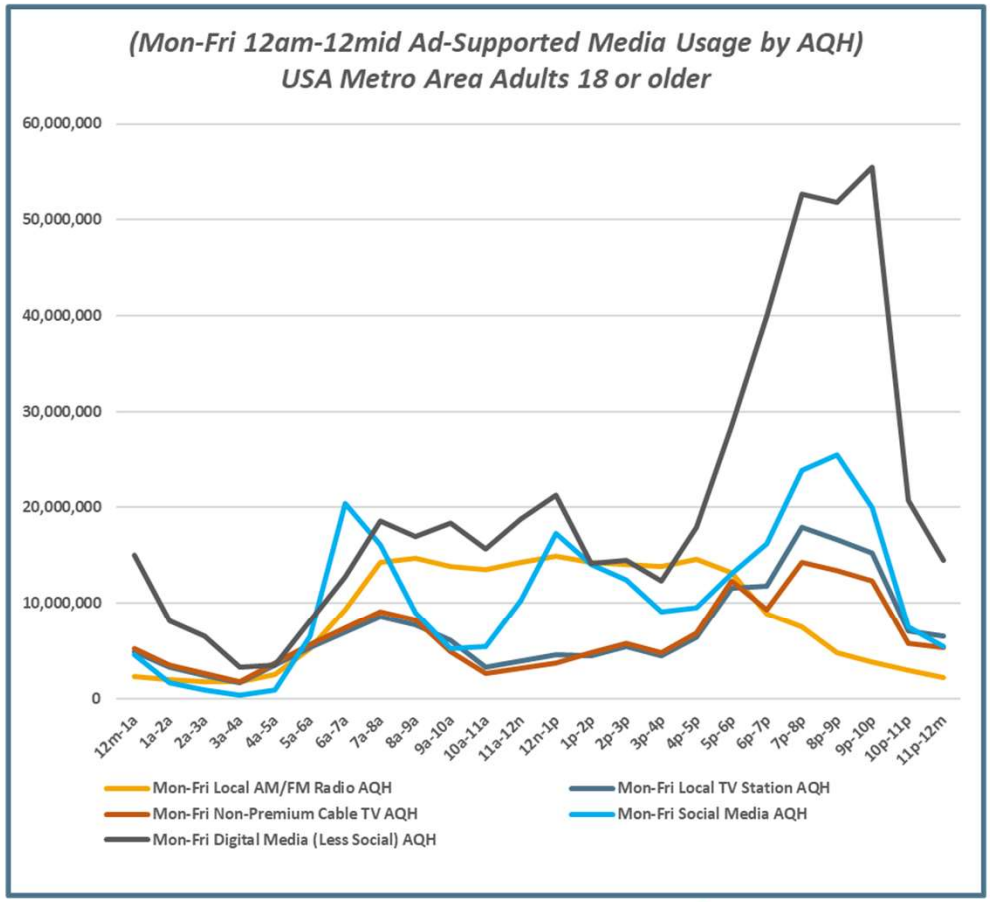
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Radio format profiles (M-S 6am-Mid cume): News/Talk/Information

ANY CHRISTIAN Radio Station

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,943,038; Social Media: 1,227,052; Local Radio: 1,132,566; Local TV: 653,242; Non-Prem. Cable: 634,061 reaching Adults 18 or older who listened to a CHRISTIAN RADIO STAT





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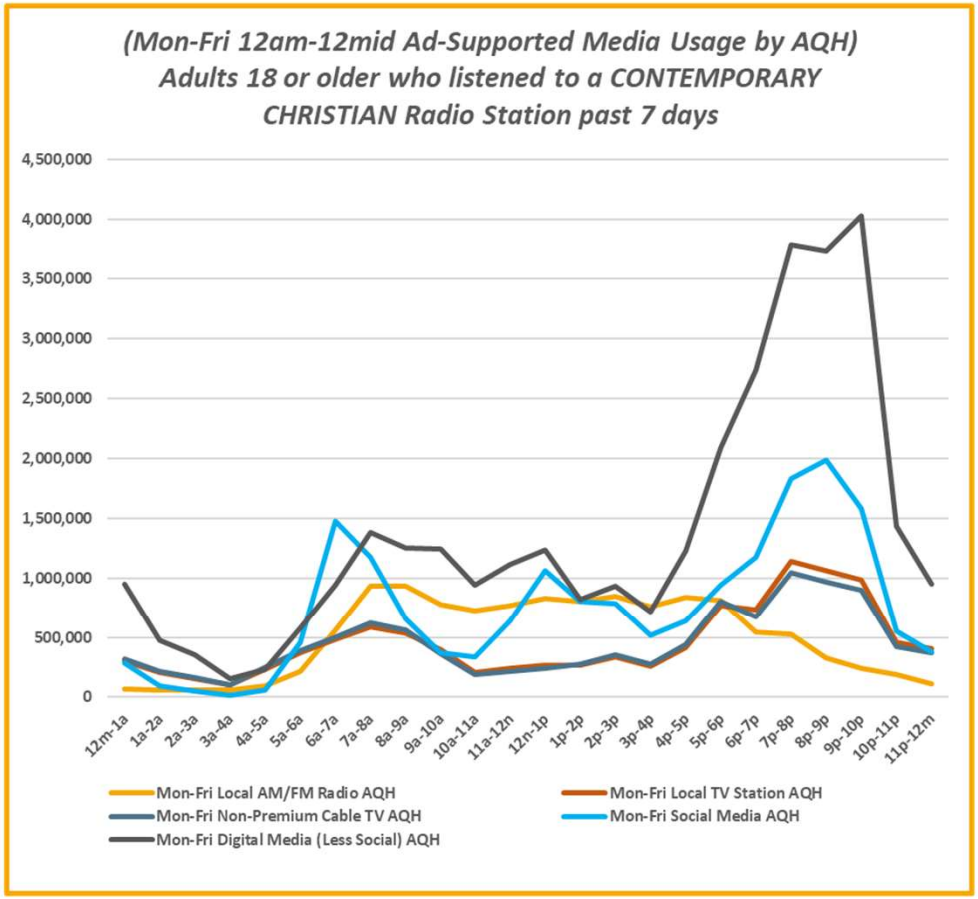
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

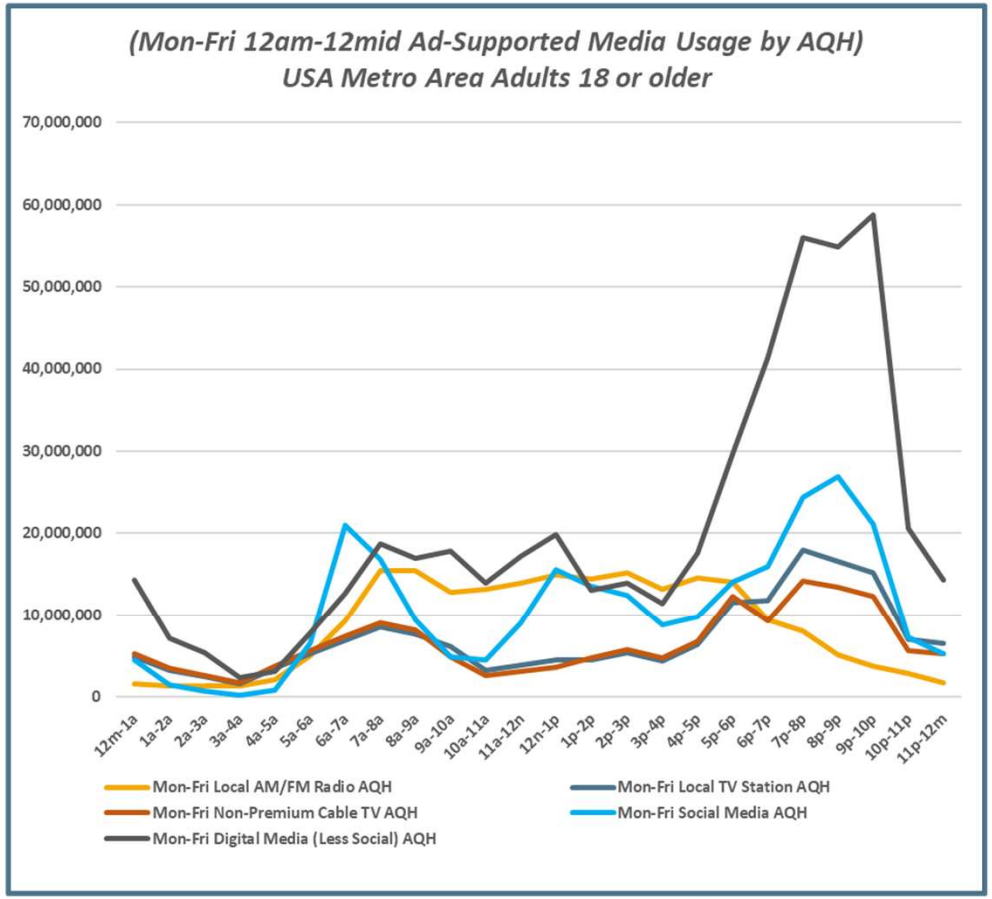
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(Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary OR Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary OR Radio format profiles (M-S 6am-Mid cume): Contemporary Christian OR Radio format profiles (M-S 6am-Mid cume): Contemporary Inspirational OR Radio format profiles (M-S 6am-Mid cume): Gospel OR Radio format profiles (M-S 6am-Mid cume): Religious OR Radio format profiles (M-S 6am-Mid cume): Southern Gospel OR Radio format profiles (M-S 6am-Mid cume): Spanish Contemporary Christian OR Radio format profiles (M-S 6am-Mid cume): Spanish Religious)

CONTEMPORARY CHRISTIAN

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,279,851; Social Media: 813,828; Local Radio: 780,154; Non-Prem. Cable: 424,075; Local TV: 423,188 reaching Adults 18 or older who listened to a CONTEMPORARY CHRISTIAN R





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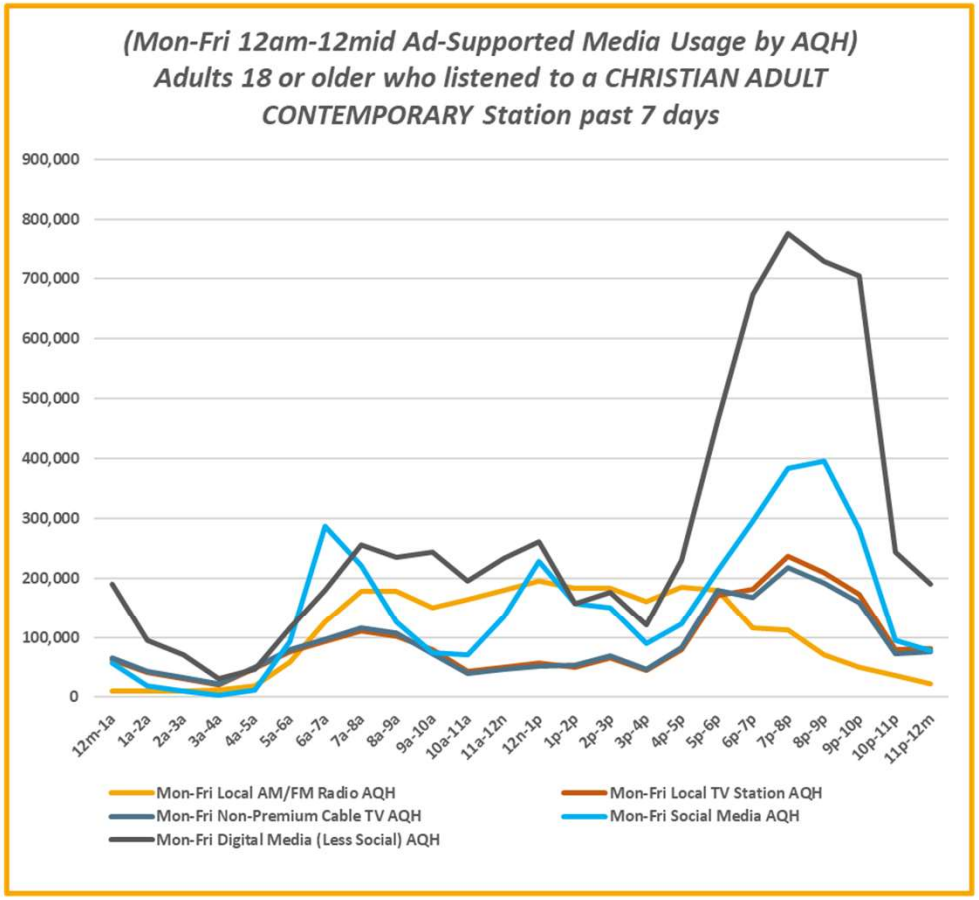
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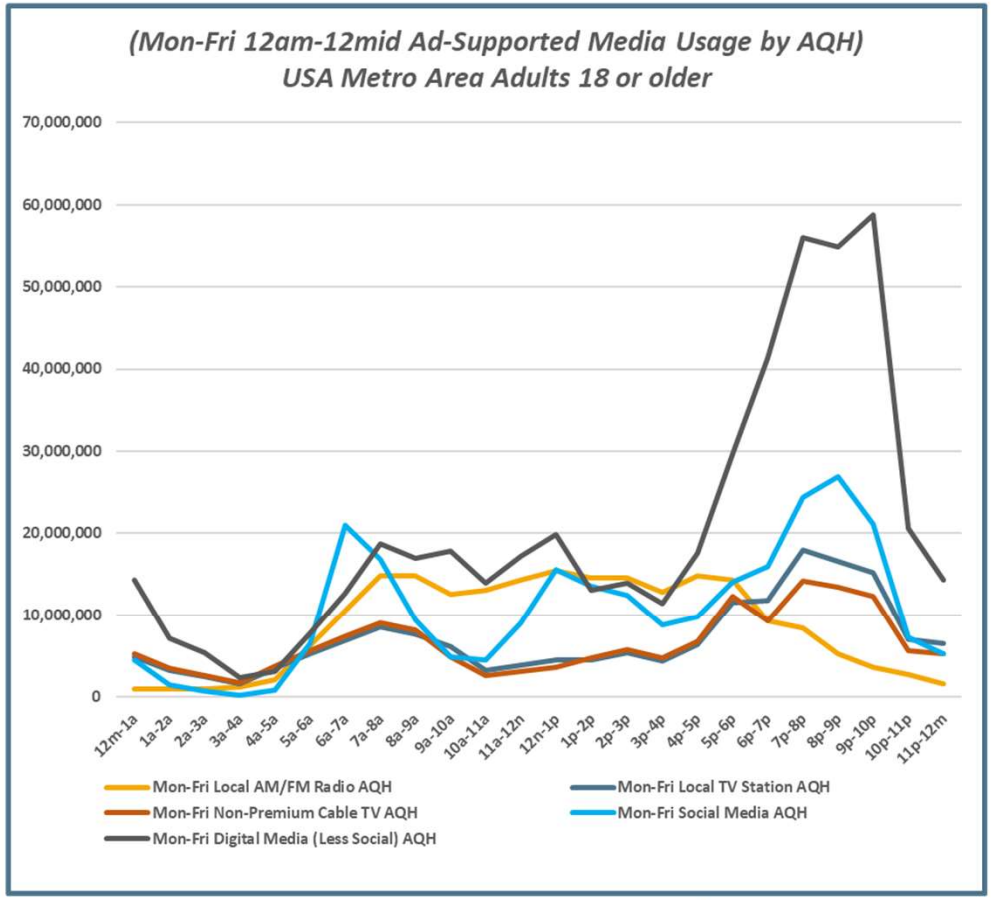
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Radio format profiles (M-S 6am-Mid cume): Contemporary Christian



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 263,180; Local Radio: 167,735; Social Media: 166,788; Non-Prem. Cable: 86,778; Local TV: 86,436 reaching Adults 18 or older who listened to a CHRISTIAN ADULT CONTEMPORARY





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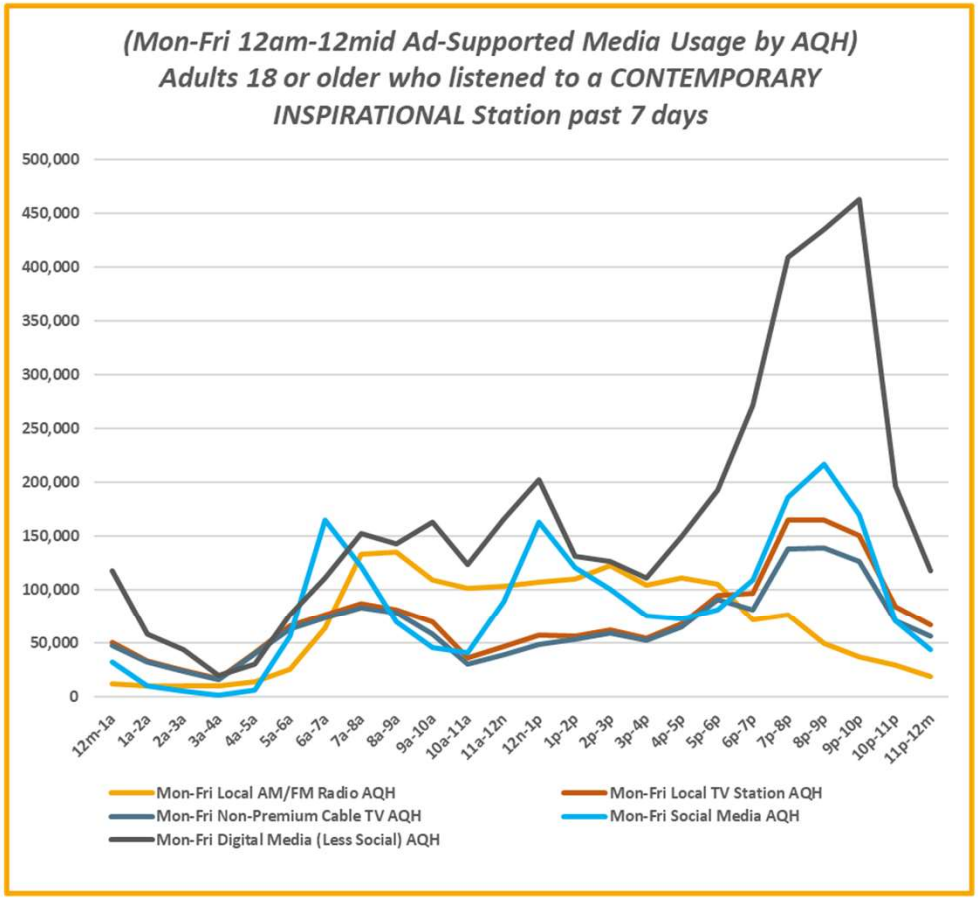
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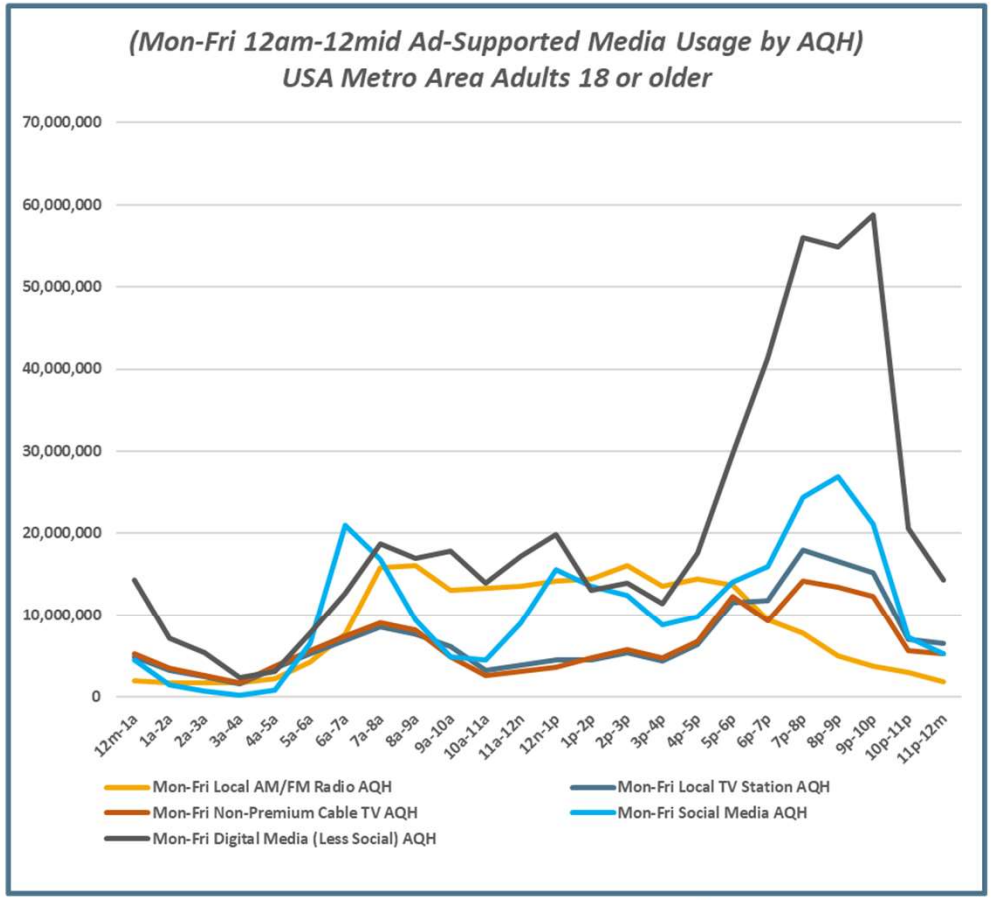
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Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary

CONTEMPORARY INSPIRATIONAL

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 157,351; Local Radio: 106,290; Social Media: 96,653; Local TV: 68,405; Non-Prem. Cable: 62,865 reaching Adults 18 or older who listened to a CONTEMPORARY INSPIRATIONAL St





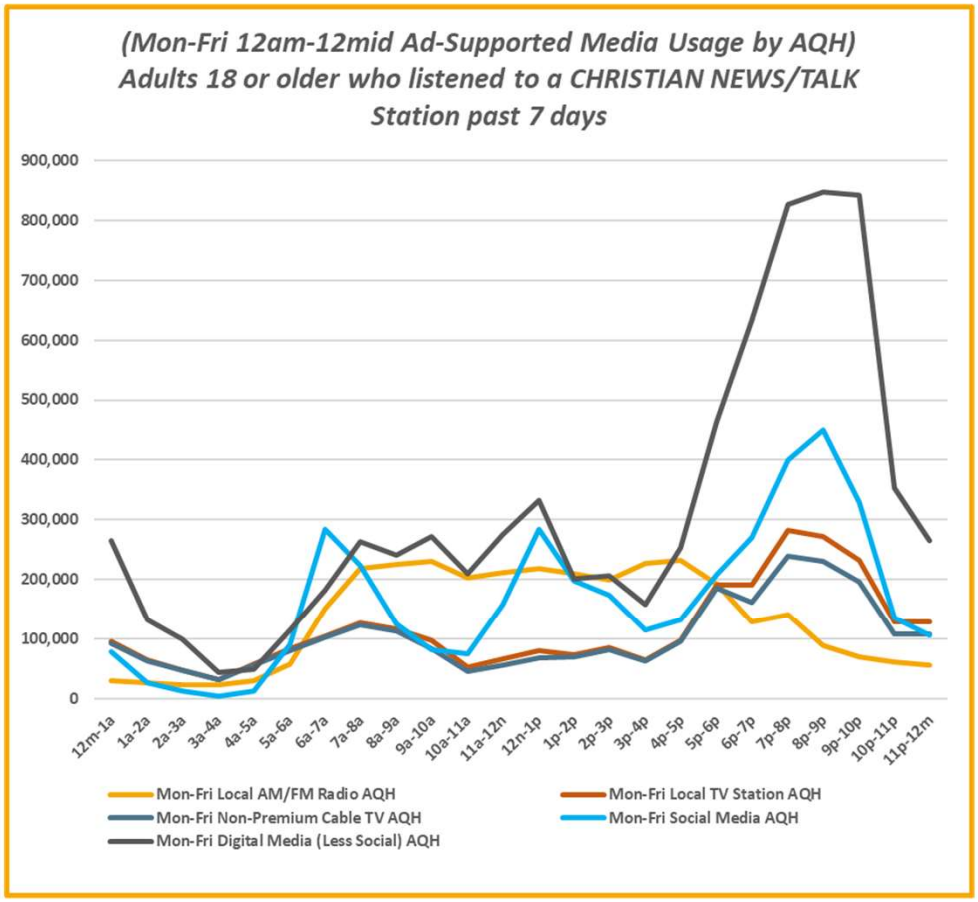
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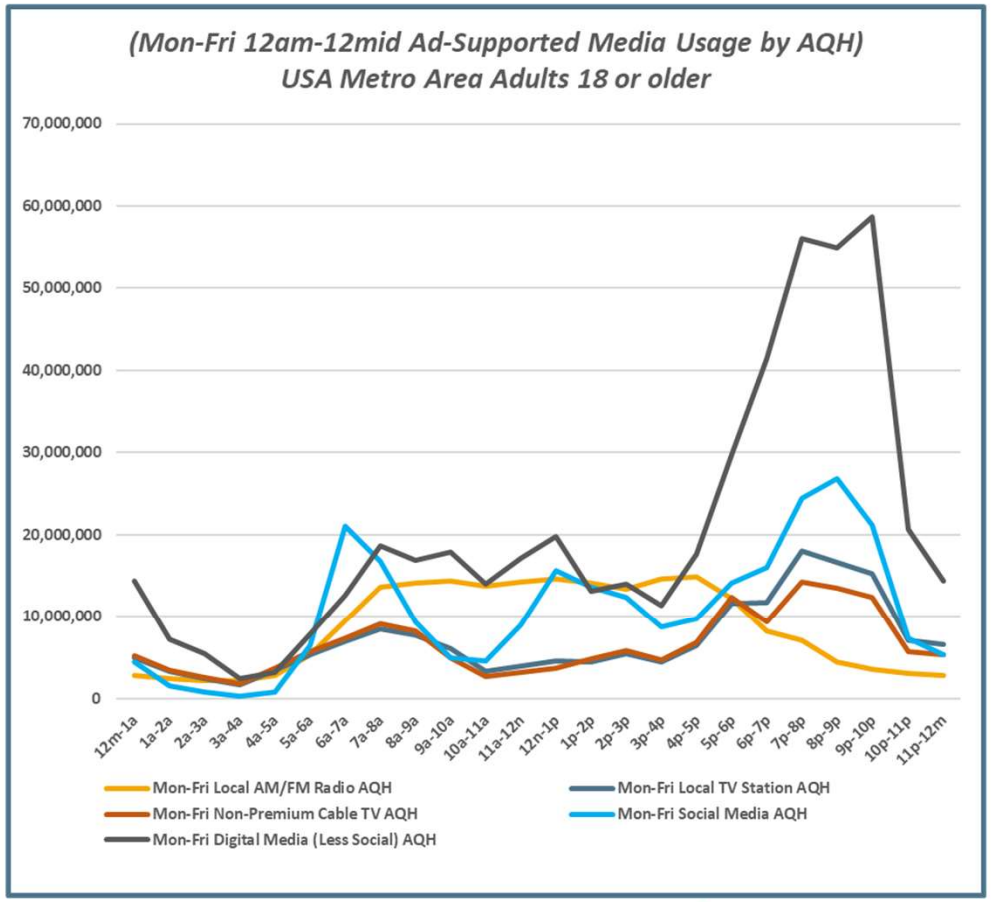
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CHRISTIAN NEWS/TALK

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 283,683; Local Radio: 203,649; Social Media: 178,886; Local TV: 103,723; Non-Prem. Cable: 95,863 reaching Adults 18 or older who listened to a CHRISTIAN NEWS/TALK Station





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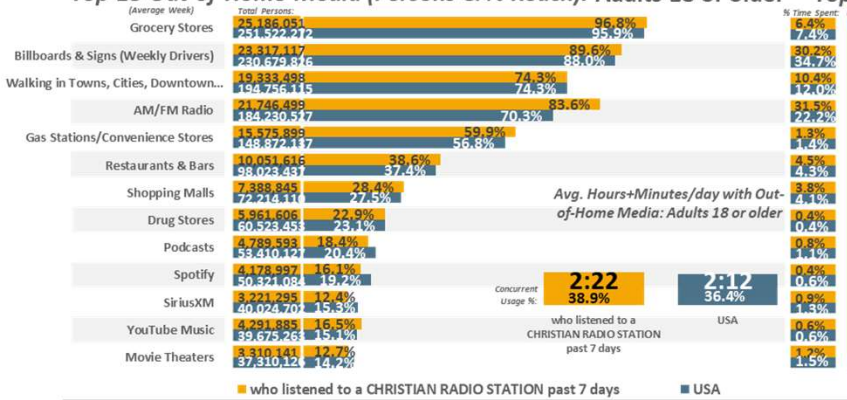
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Radio format profiles (M-S 6am-Mid cume): News/Talk/Information

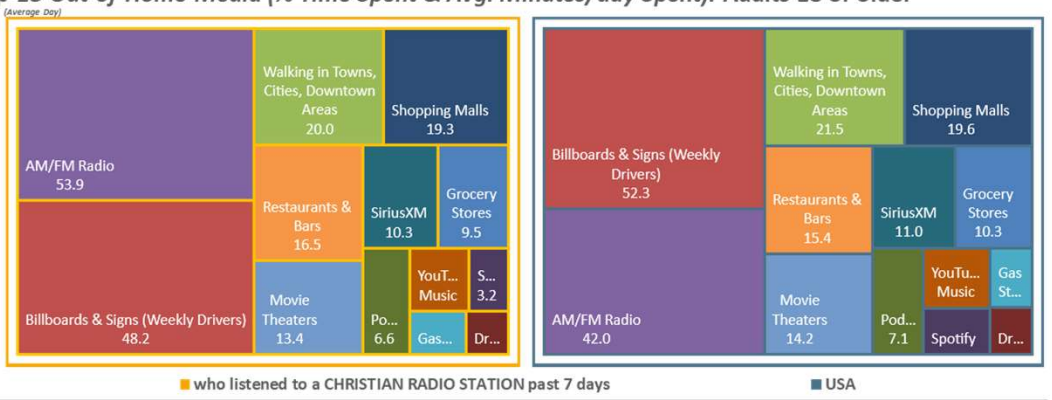


23,317,117 or 89.6% of Adults 18 or older who listened to a CHRISTIAN RADIO STATION past 7 days spend an average of 48.2 minutes per day driving, seeing Billboards and Signs. 57.1% Listen to Local Radio Stations Out-of-Home for an average of 39.7 minutes/

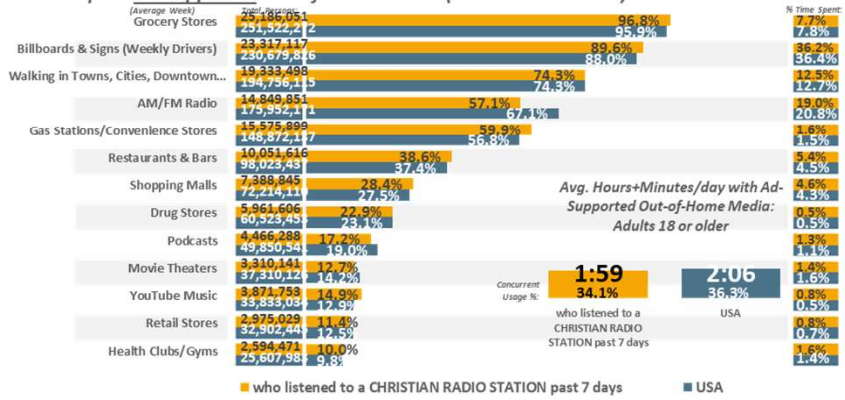
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



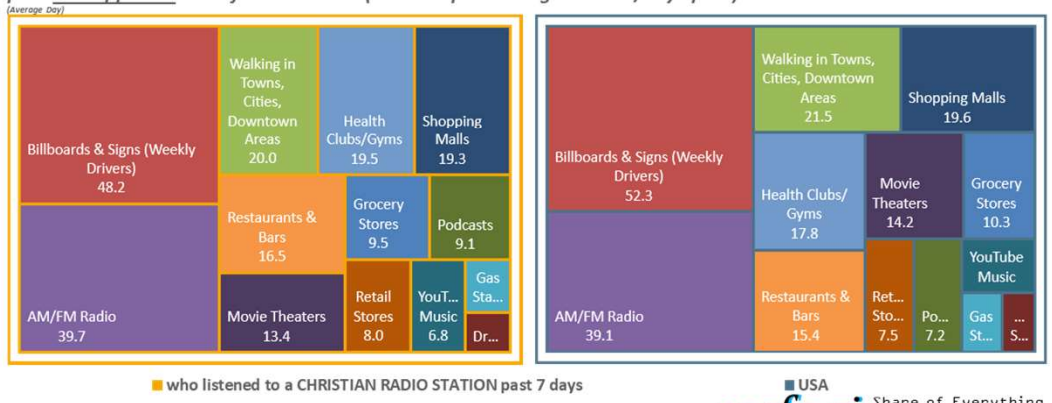
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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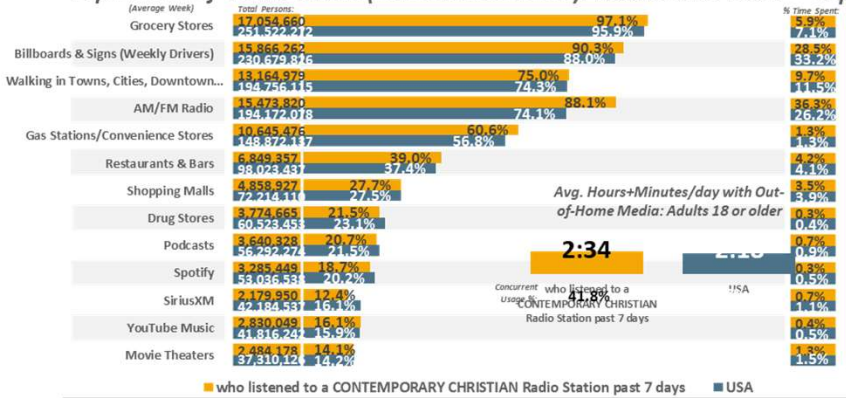
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(Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary OR Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary OR Radio format profiles (M-S 6am-Mid cume): Contemporary Christian OR Radio format profiles (M-S 6am-Mid cume): Contemporary Inspirational OR Radio format profiles (M-S 6am-Mid cume): Gospel OR Radio format profiles (M-S 6am-Mid cume): Religious OR Radio format profiles (M-S 6am-Mid cume): Southern Gospel OR Radio format profiles (M-S 6am-Mid cume): Spanish Contemporary Christian OR Radio format profiles (M-S 6am-Mid cume): Spanish Religious)

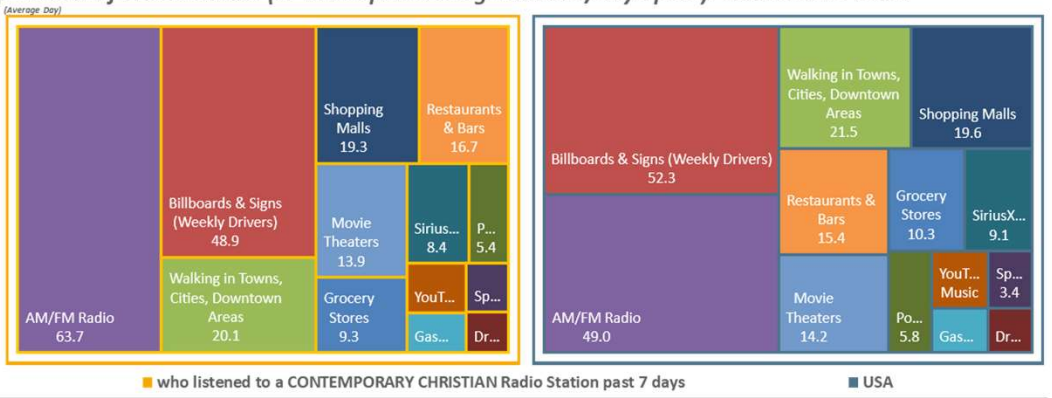
CONTEMPORARY CHRISTIAN

15,866,262 or 90.3% of Adults 18 or older who listened to a CONTEMPORARY CHRISTIAN Radio Station past 7 days spend an average of 48.9 minutes per day driving, seeing Billboards and Signs. 60.7% Listen to Local Radio Stations Out-of-Home for an average of

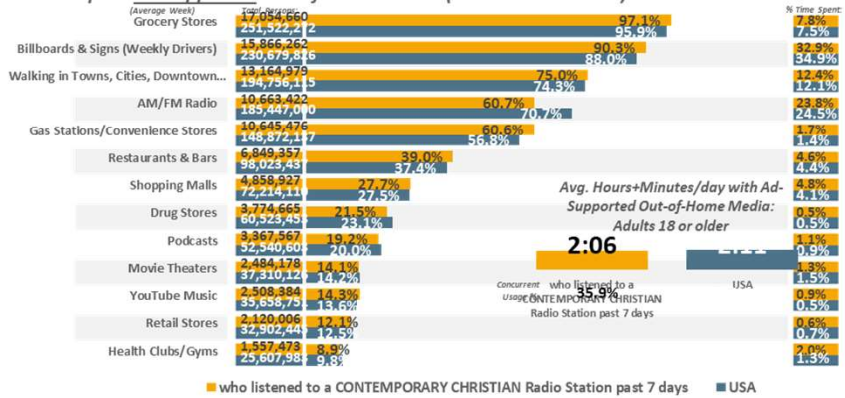
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



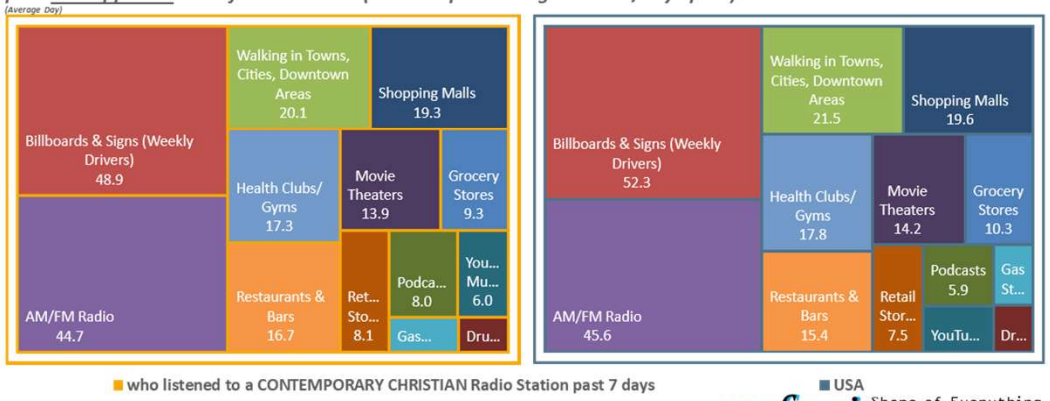
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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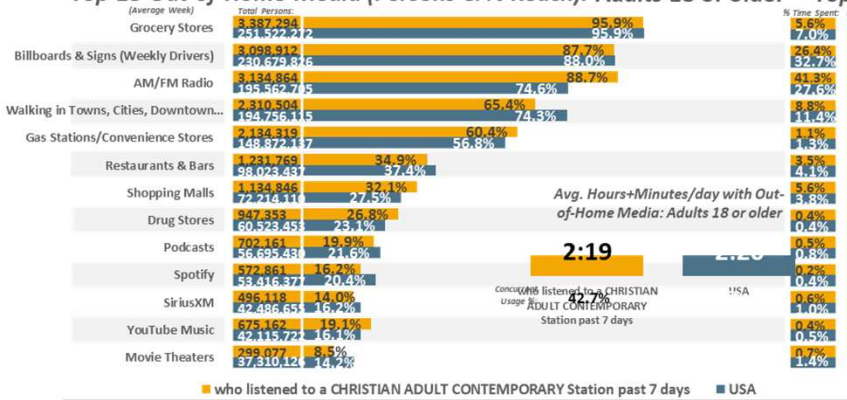
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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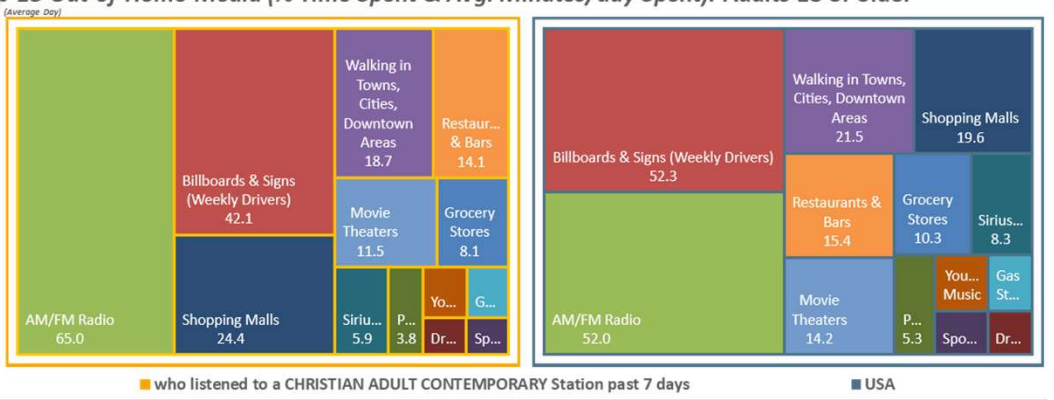


3,098,912 or 87.7% of Adults 18 or older who listened to a CHRISTIAN ADULT CONTEMPORARY Station past 7 days spend an average of 42.1 minutes per day driving, seeing Billboards and Signs. 65.1% Listen to Local Radio Stations Out-of-Home for an average of 4

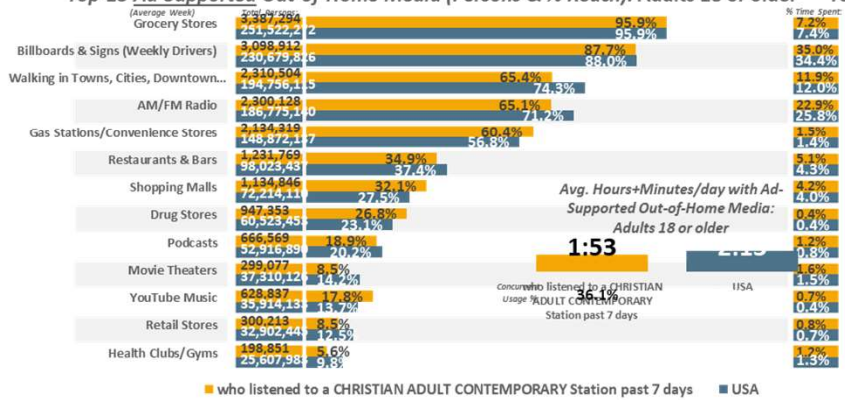
Top-13 Out-of-Home Media (Persons & % Reach): **Adults 18 or older**



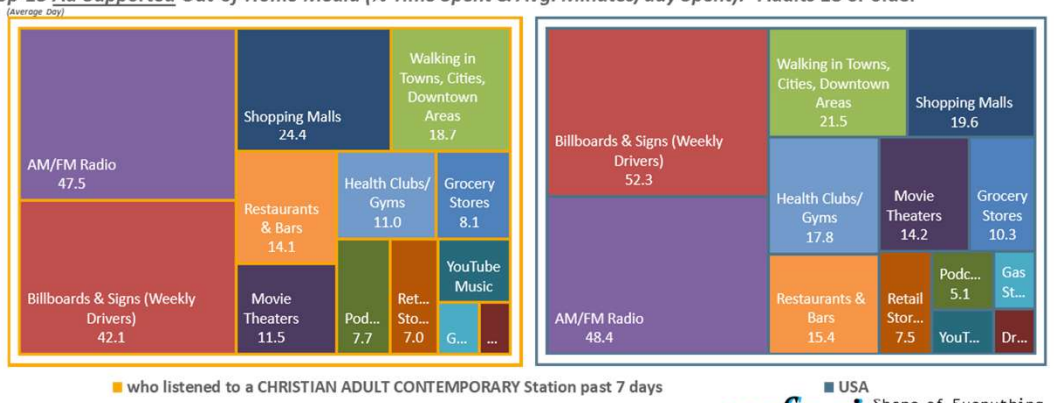
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



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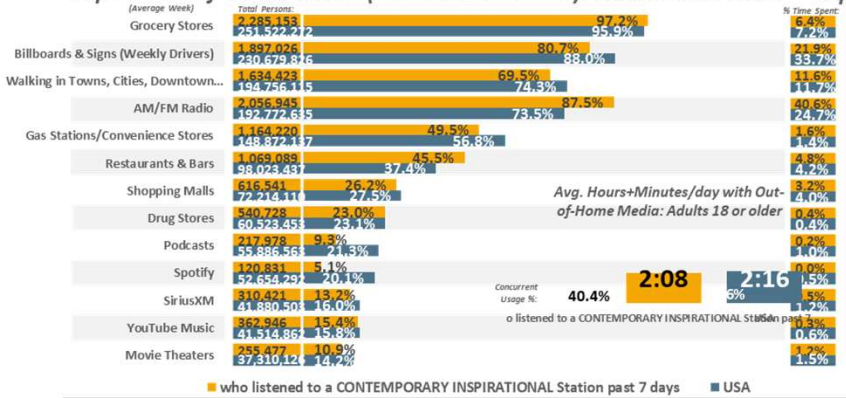
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Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary

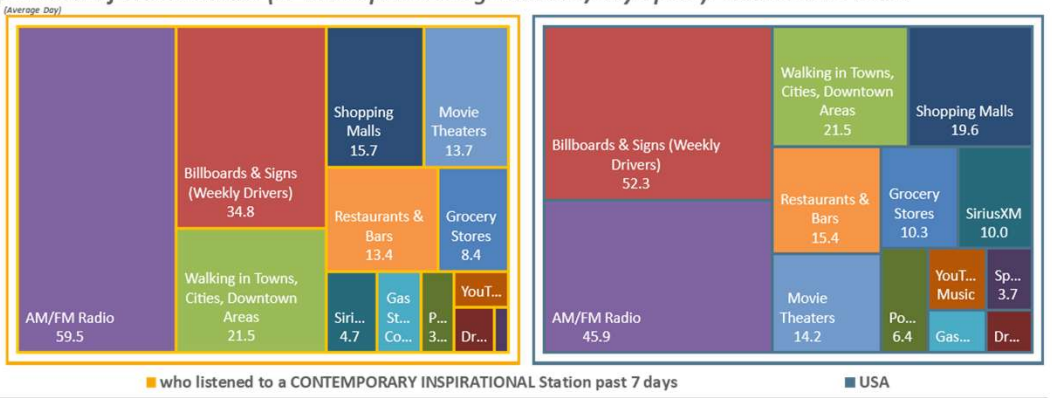
CONTEMPORARY INSPIRATIONAL

1,897,026 or 80.7% of Adults 18 or older who listened to a CONTEMPORARY INSPIRATIONAL Station past 7 days spend an average of 34.8 minutes per day driving, seeing Billboards and Signs. 62.4% Listen to Local Radio Stations Out-of-Home for an average of 48.

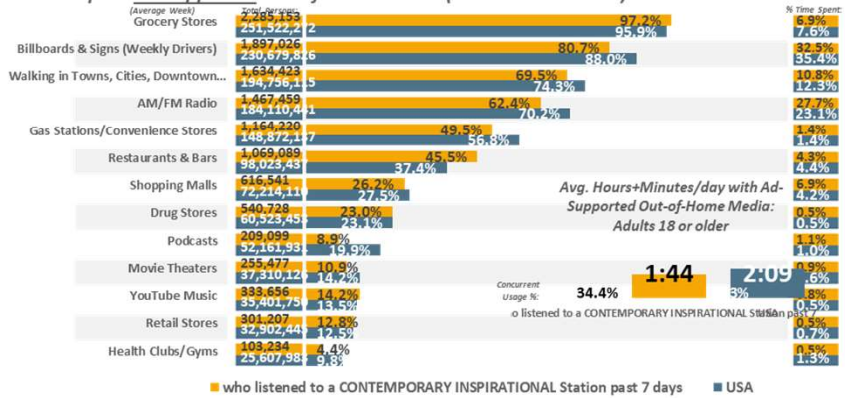
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



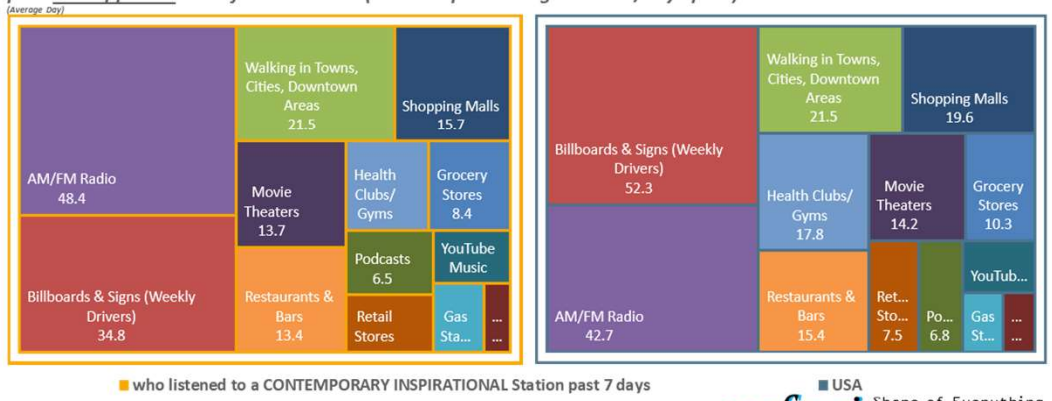
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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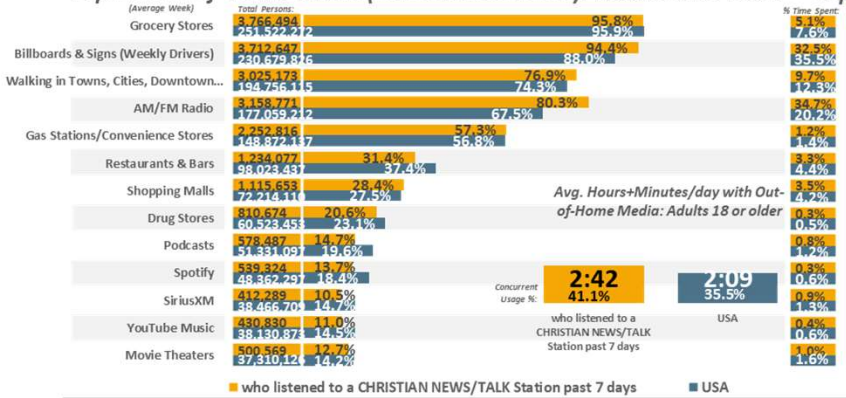
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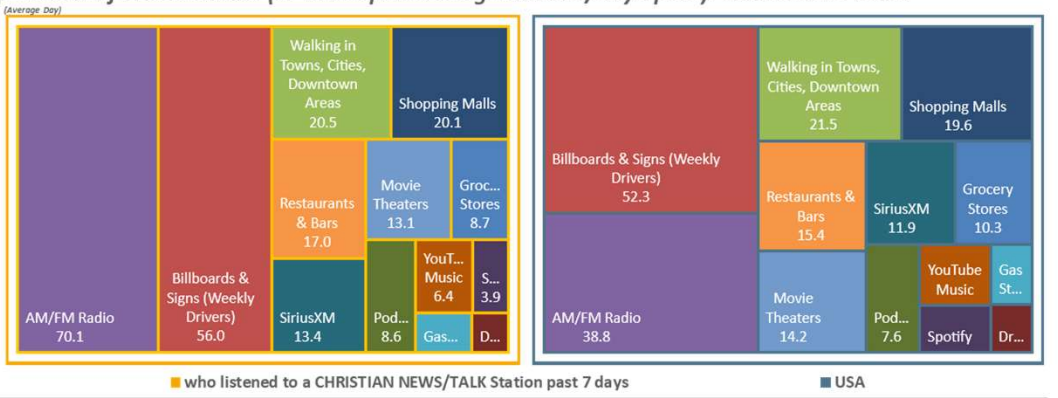


3,712,647 or 94.4% of Adults 18 or older who listened to a CHRISTIAN NEWS/TALK Station past 7 days spend an average of 56. minutes per day driving, seeing Billboards and Signs. 66.5% Listen to Local Radio Stations Out-of-Home for an average of 64.1 minute

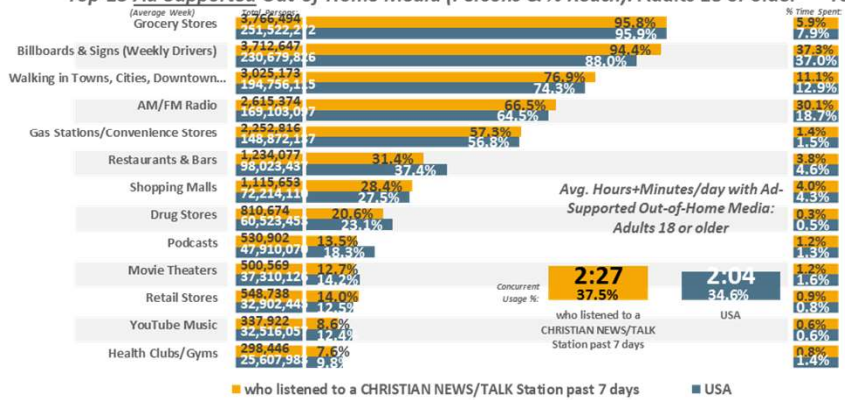
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



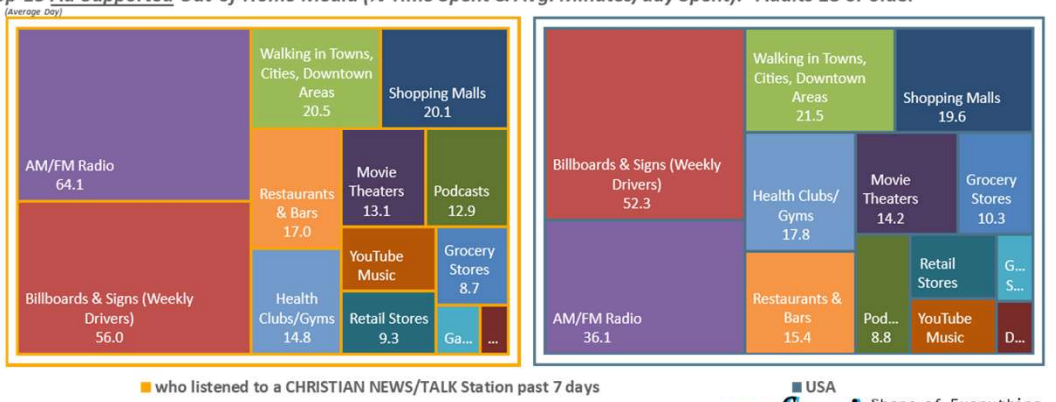
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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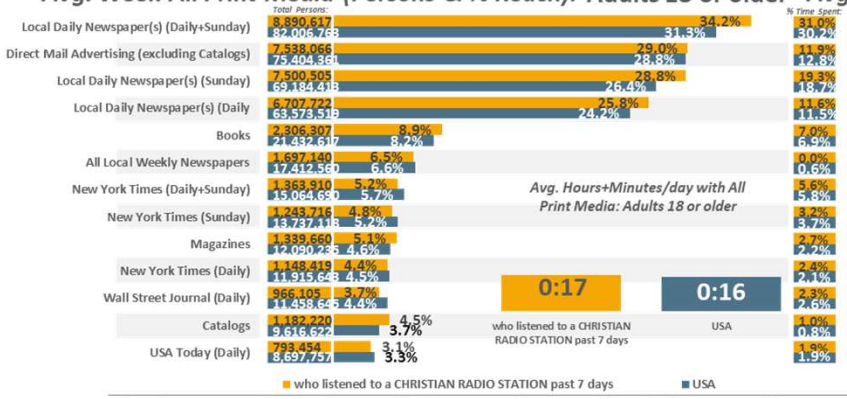
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Radio format profiles (M-S 6am-Mid cume): News/Talk/Information

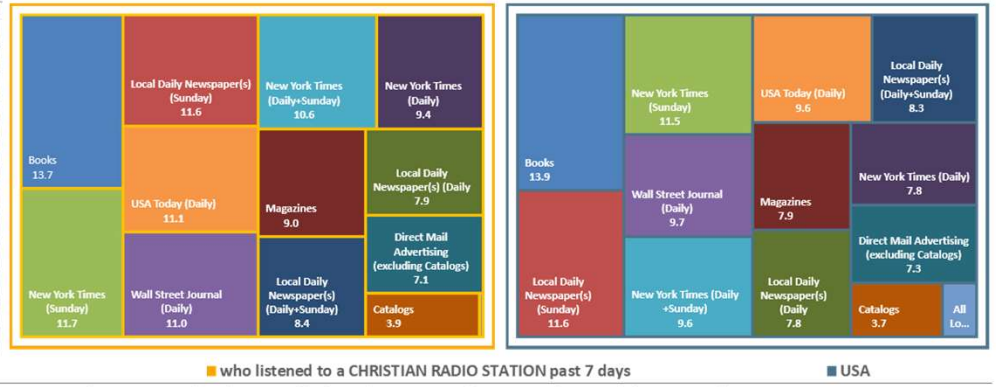


8,890,617 or 34.2% of Adults 18 or older who listened to a CHRISTIAN RADIO STATION past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 33.3% of all time spent daily with All forms of Print Media.

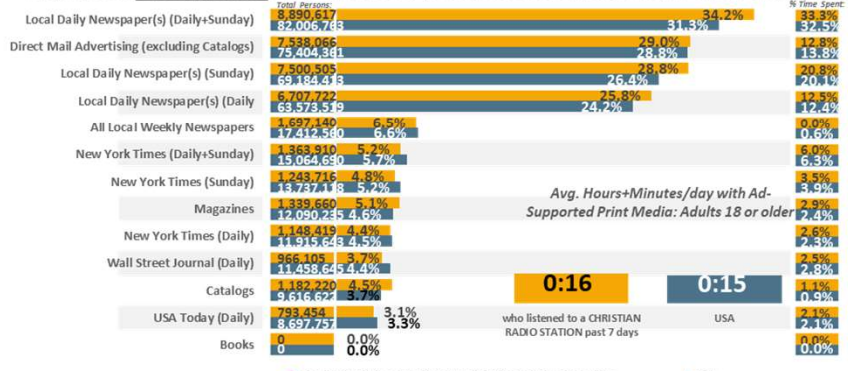
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



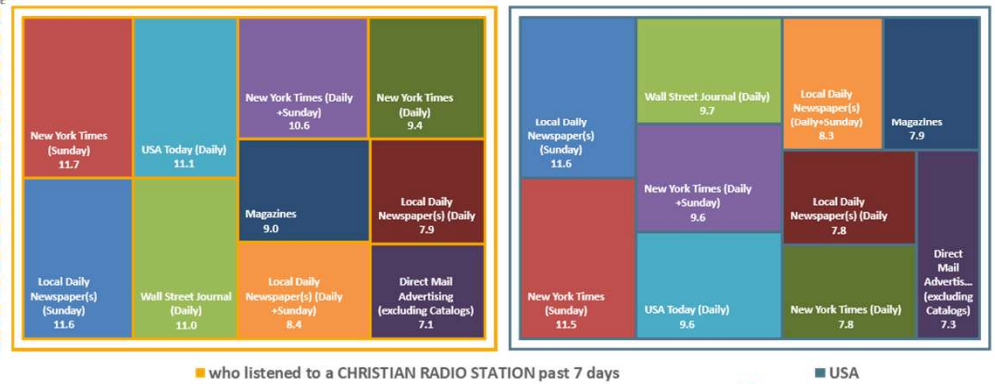
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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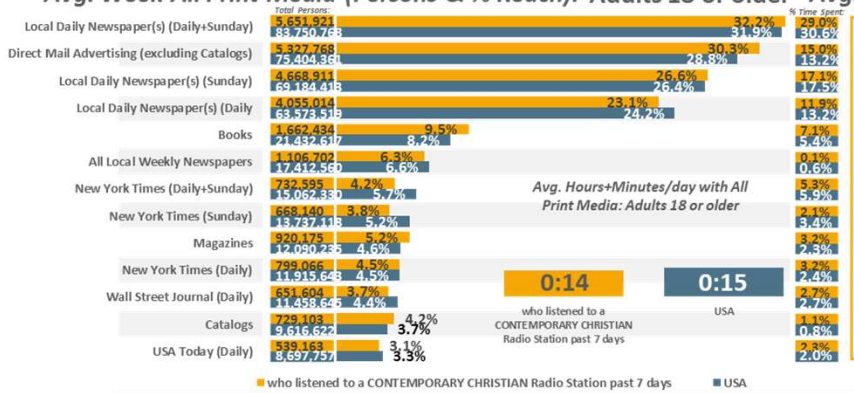
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(Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary OR Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary OR Radio format profiles (M-S 6am-Mid cume): Contemporary Christian OR Radio format profiles (M-S 6am-Mid cume): Contemporary Inspirational OR Radio format profiles (M-S 6am-Mid cume): Gospel OR Radio format profiles (M-S 6am-Mid cume): Religious OR Radio format profiles (M-S 6am-Mid cume): Southern Gospel OR Radio format profiles (M-S 6am-Mid cume): Spanish Contemporary Christian OR Radio format profiles (M-S 6am-Mid cume): Spanish Religious)

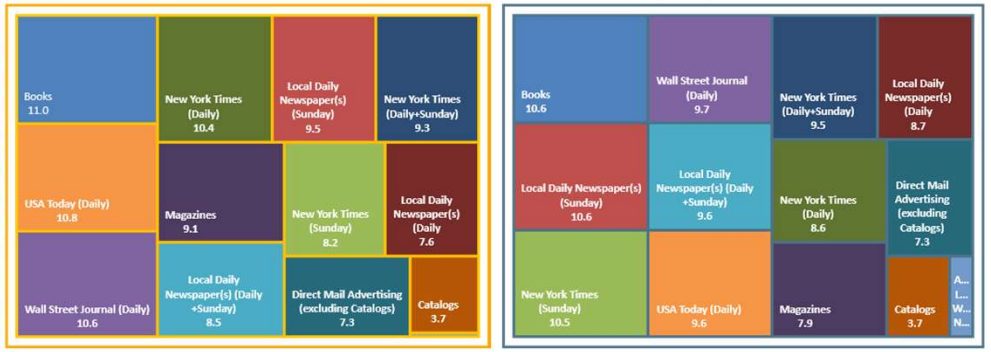


5,651,921 or 32.2% of Adults 18 or older who listened to a CONTEMPORARY CHRISTIAN Radio Station past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.5 minutes every day representing 31.2% of all time spent daily with All forms of

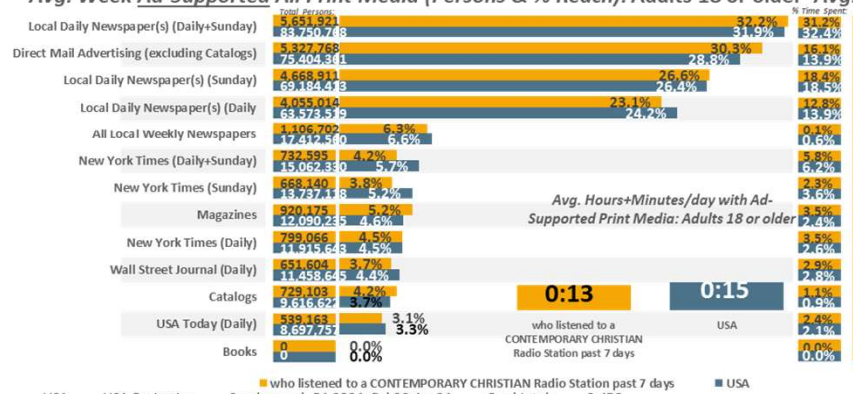
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



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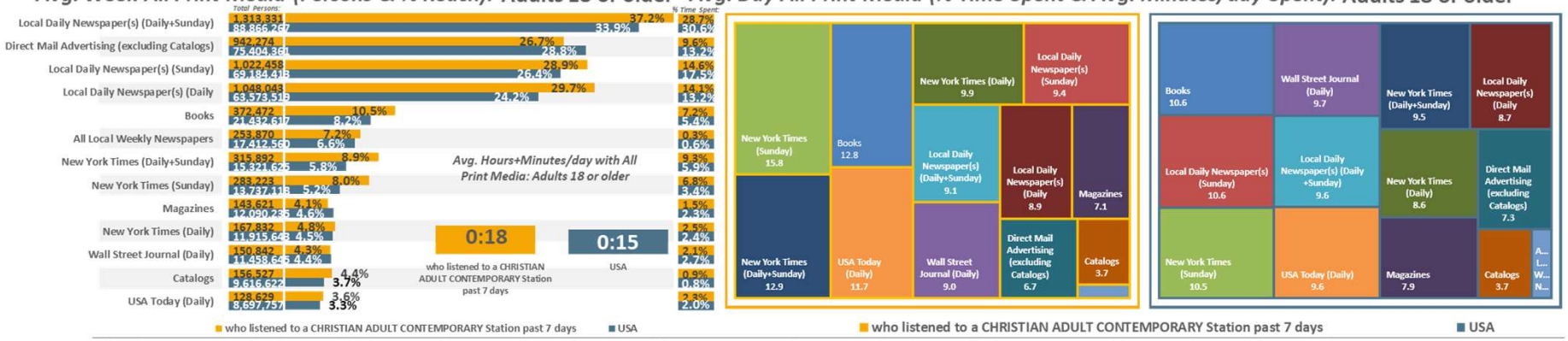
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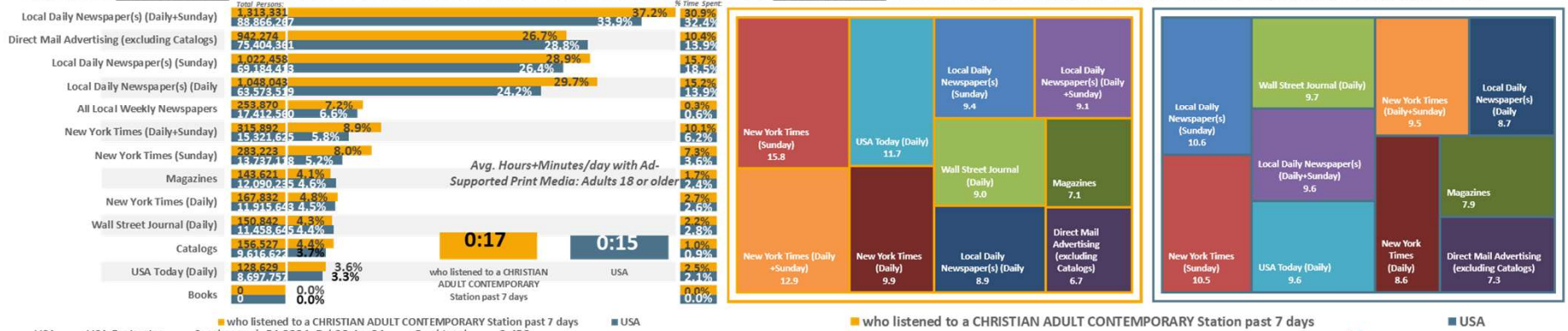


1,313,331 or 37.2% of Adults 18 or older who listened to a CHRISTIAN ADULT CONTEMPORARY Station past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 30.9% of all time spent daily with All forms of

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



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



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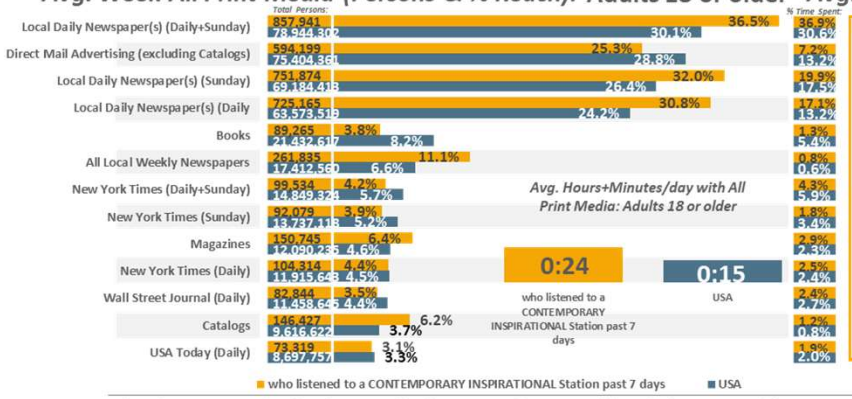
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Radio format profiles (M-S 6am-Mid cume): Christian Adult Contemporary

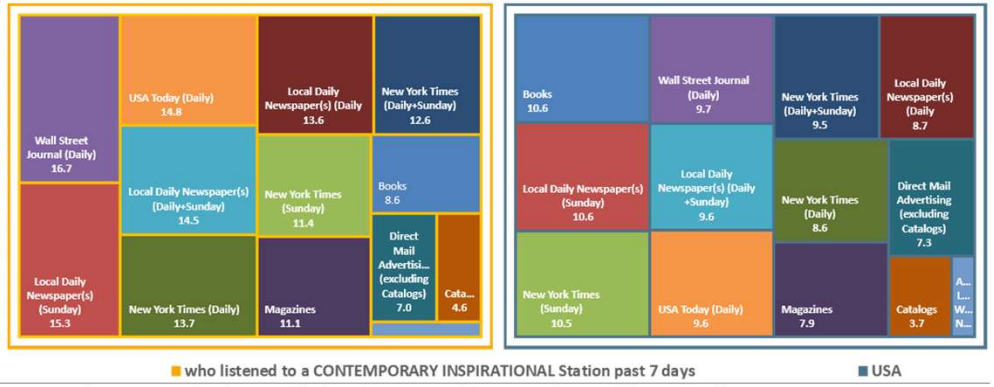


857,941 or 36.5% of Adults 18 or older who listened to a CONTEMPORARY INSPIRATIONAL Station past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 14.5 minutes every day representing 37.4% of all time spent daily with All forms of Pri

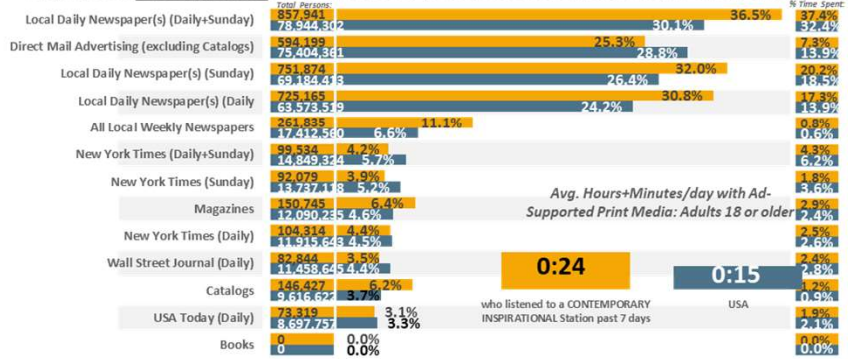
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



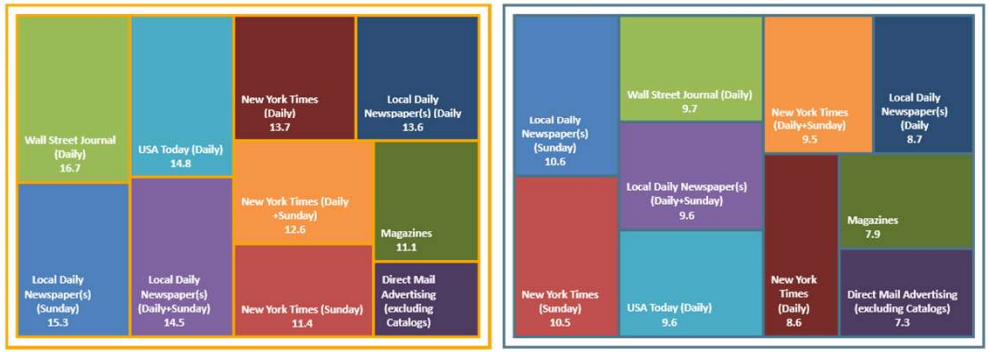
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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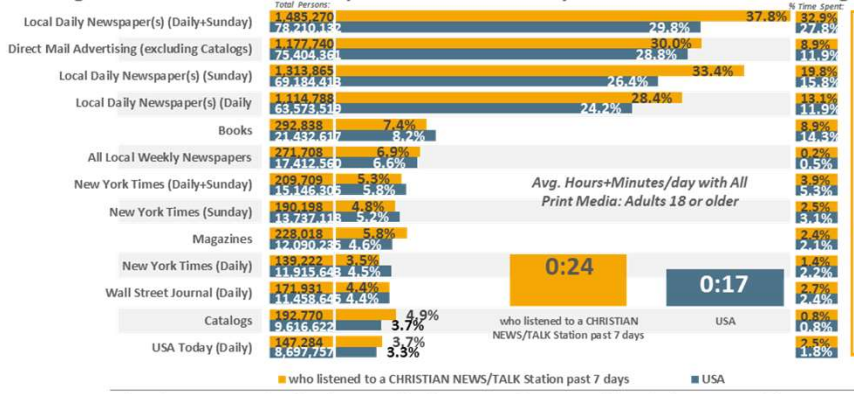
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Radio format profiles (M-S 6am-Mid cume): Contemporary Inspirational

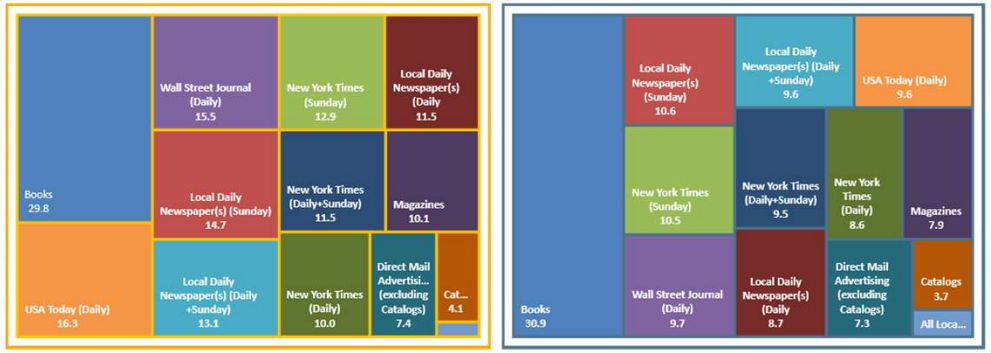


1,485,270 or 37.8% of Adults 18 or older who listened to a CHRISTIAN NEWS/TALK Station past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.1 minutes every day representing 36.1% of all time spent daily with All forms of Print Me

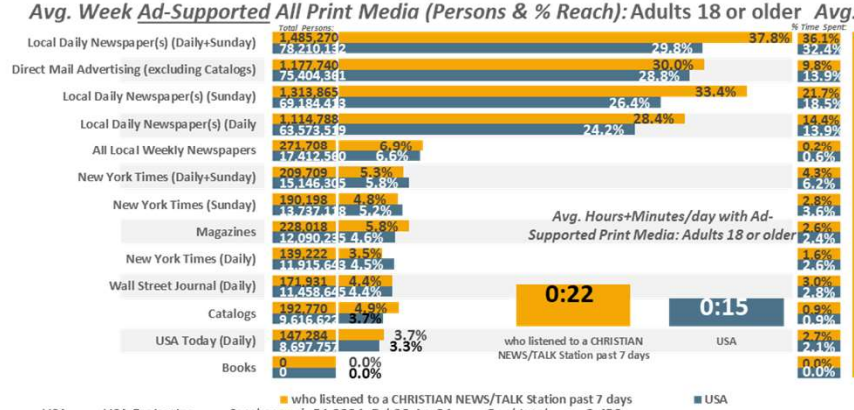
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



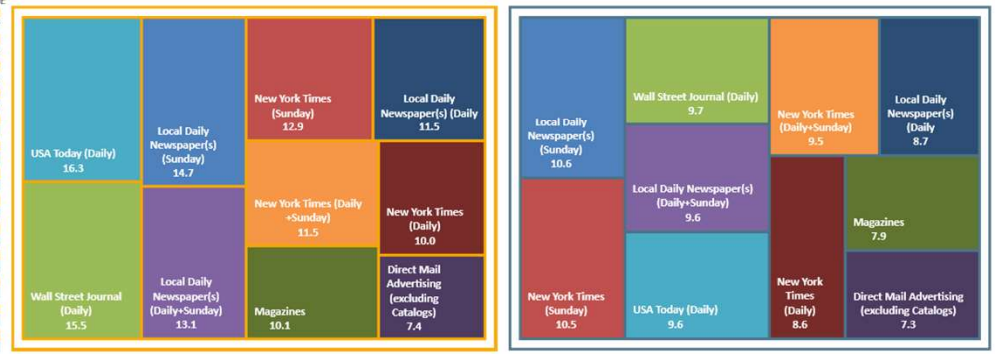
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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Radio format profiles (M-S 6am-Mid cume): News/Talk/Information