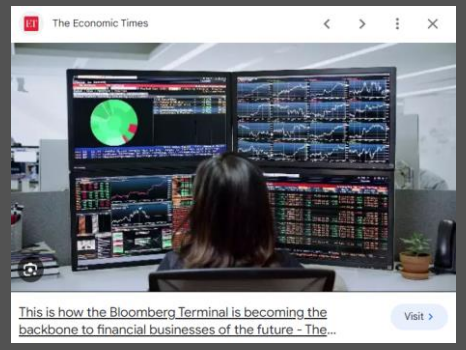
# USA – P18+ past 7 days Viewers of 5 different CABLE TV NEWS NETWORKS!

# Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ past 7 days Viewers of CHEDDAR NEWS, CNN, FOX NEWS CHANNEL, MSNBC, NEWSNATION as of March 2024!

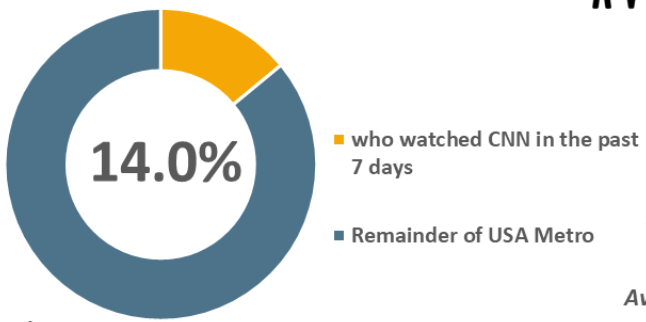



*Cable networks/stations watched past 7 days: CNN*
*Cable networks/stations watched past 7 days: FOX News Channel*
*Cable networks/stations watched past 7 days: MSNBC*
*Cable networks/stations watched past 7 days: NewsNation*
*Cable networks/stations watched past 7 days: Cheddar News*

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

14.% or 36,763,624 of USA Adults 18 or older watched CNN in the past 7 days.
Typical Adults 18 or older who watched CNN in the past 7 days are 56.9 years old (16.3% older than average) and have a $100,700 (13.3% higher than average) annual household income.

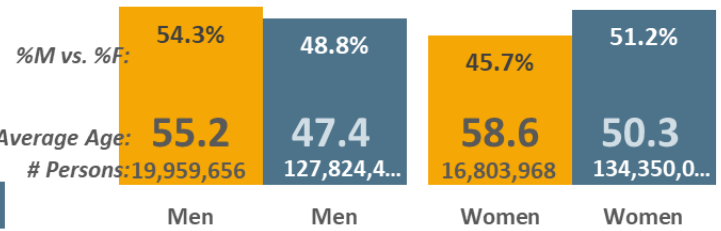
## *Percent of Market:* Adults 18 or older



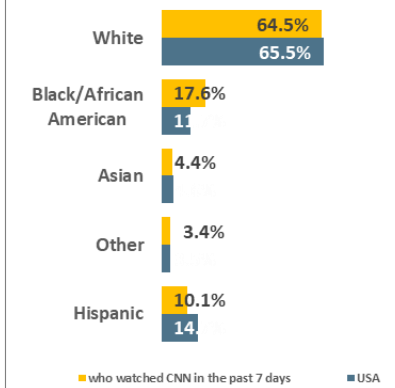

*Total Persons:*



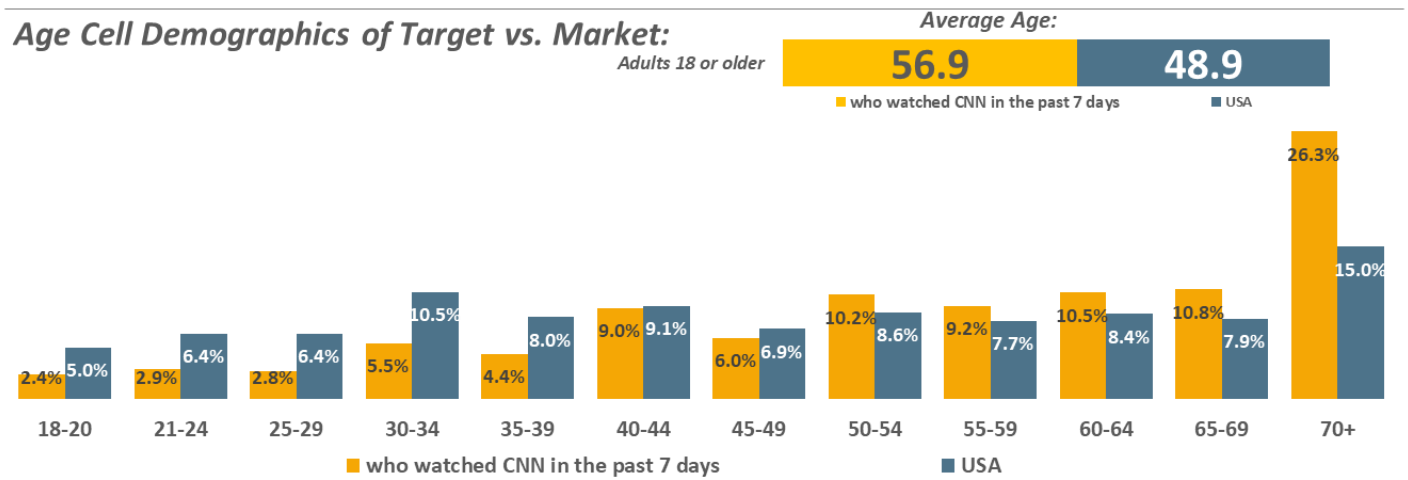

## *Gender of Target vs. Market:* Adults 18 or older



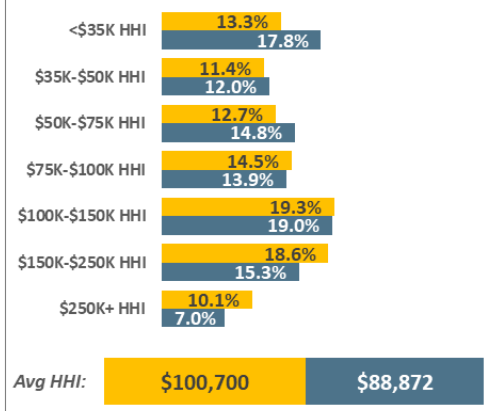

## *Ethnicity of Target vs. Market:*




## *Age Cell Demographics of Target vs. Market:*




## *HHI of Target vs. Market:*




*Avg HHI:*



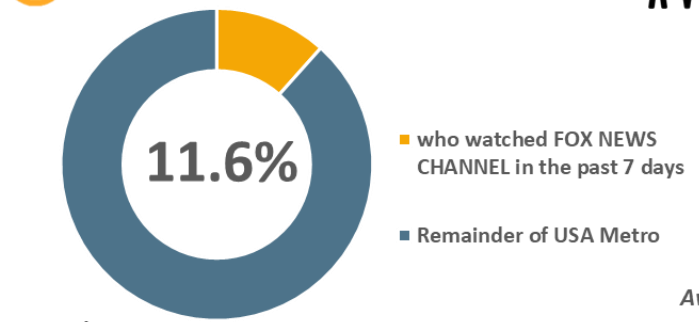

*USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,249*

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*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362*

11.6% or 30,442,427 of USA Adults 18 or older watched FOX NEWS CHANNEL in the past 7 days.
Typical Adults 18 or older who watched FOX NEWS CHANNEL in the past 7 days are 59.2 years old (21.1% older than average) and have a $90,349 (1.7% higher than average) annual household income.

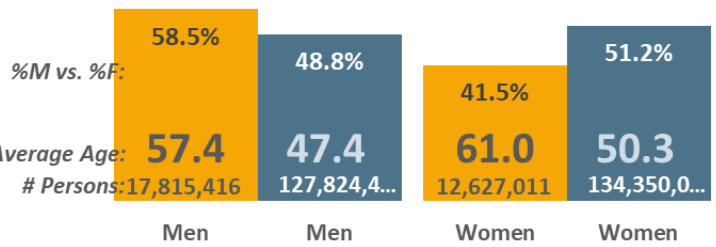
## *Percent of Market:* Adults 18 or older



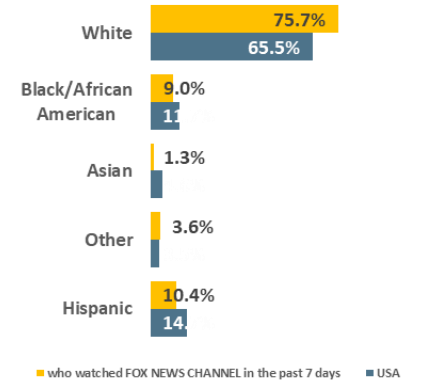

*Total Persons:*



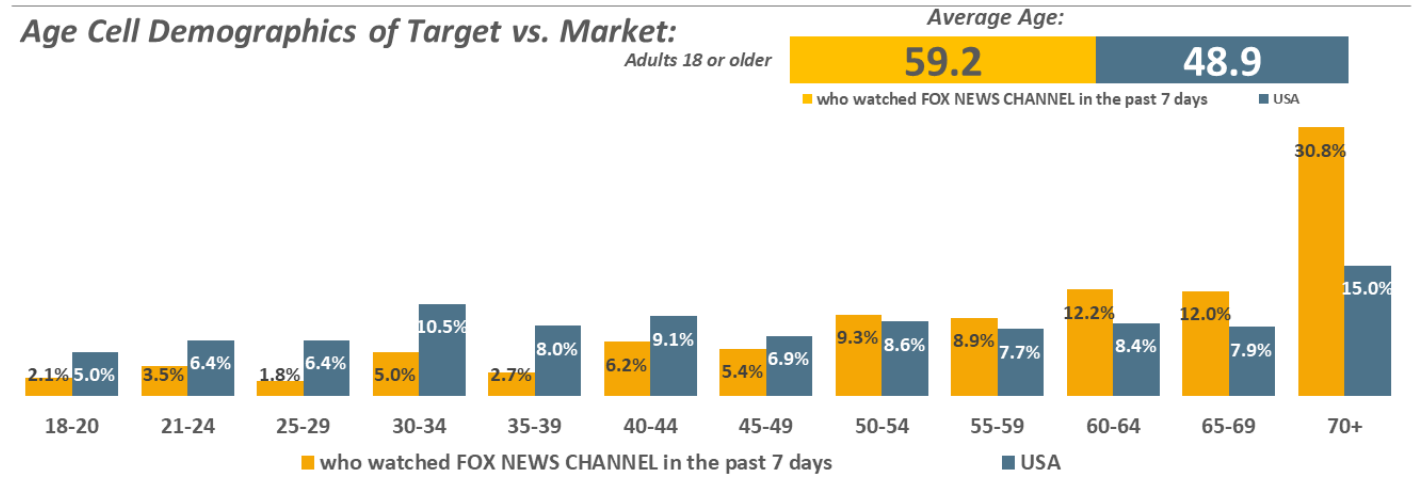

## *Gender of Target vs. Market:* Adults 18 or older



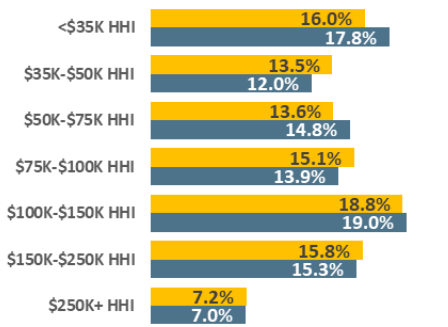

## *Ethnicity of Target vs. Market:*




## *Age Cell Demographics of Target vs. Market:*




## *HHI of Target vs. Market:*



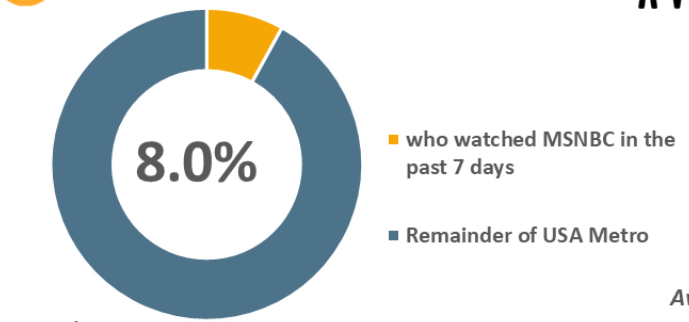

*Avg HHI:* $90,349 | $88,872

*USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,249*

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8.% or 21,005,275 of USA Adults 18 or older watched MSNBC in the past 7 days.
Typical Adults 18 or older who watched MSNBC in the past 7 days are 61.8 years old (26.5% older than average) and have a $97,389 (9.6% higher than average) annual household income.

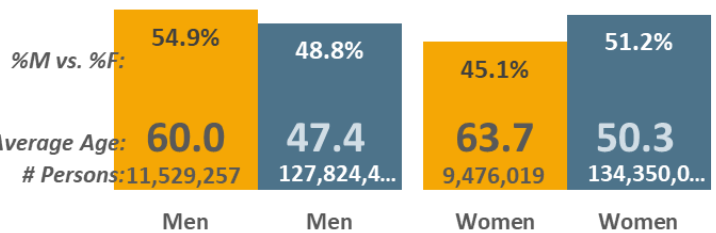
## *Percent of Market:* Adults 18 or older



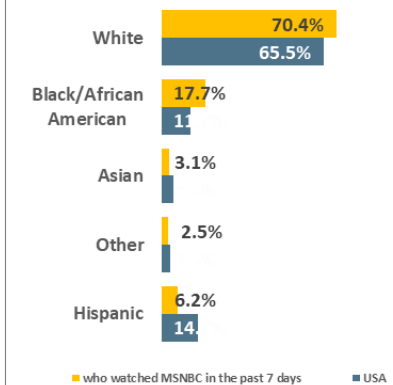




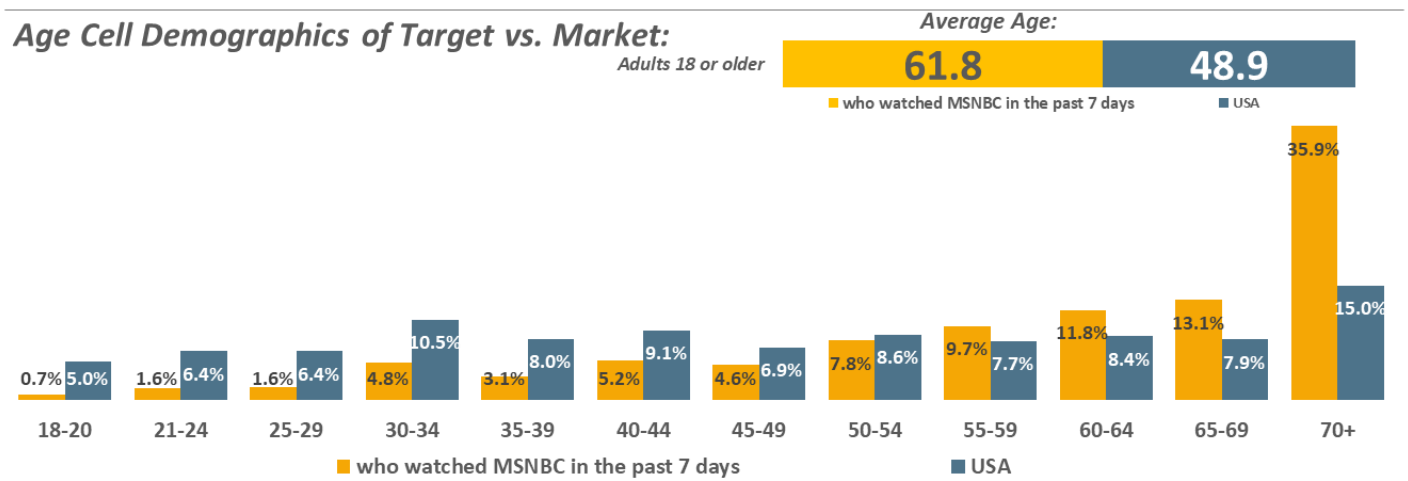
## *Gender of Target vs. Market:* Adults 18 or older



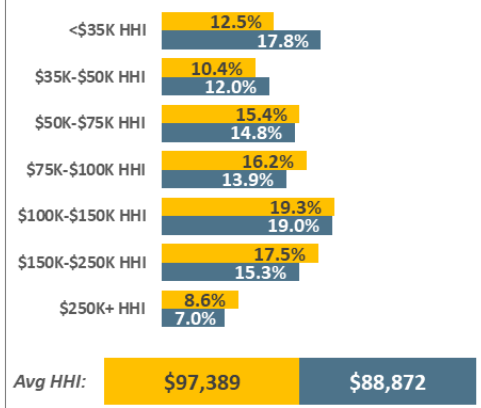

## *Ethnicity of Target vs. Market:*




## *Age Cell Demographics of Target vs. Market:*




## *HHI of Target vs. Market:*

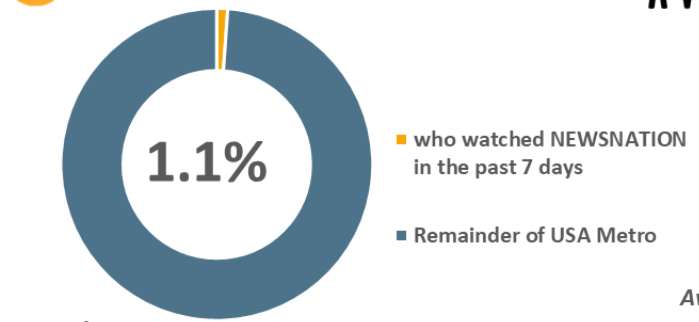



*USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,249*

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1.1% or 2,938,793 of USA Adults 18 or older watched NEWSNATION in the past 7 days.
Typical Adults 18 or older who watched NEWSNATION in the past 7 days are 58.4 years old (19.4% older than average) and have a $82,626 (7.% lower than average) annual household income.

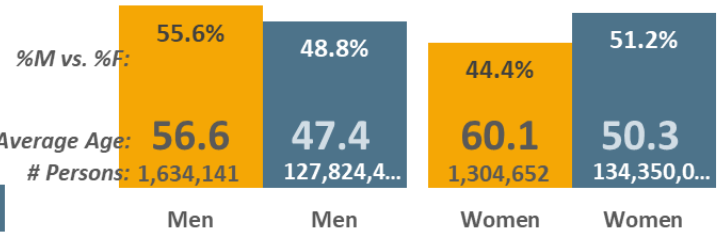
## *Percent of Market:* Adults 18 or older



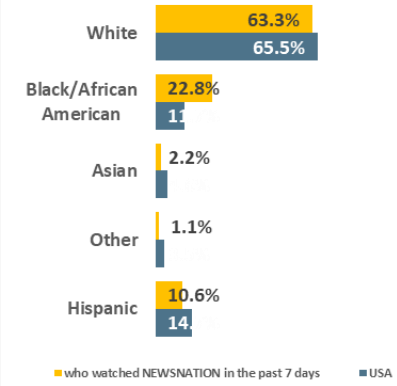




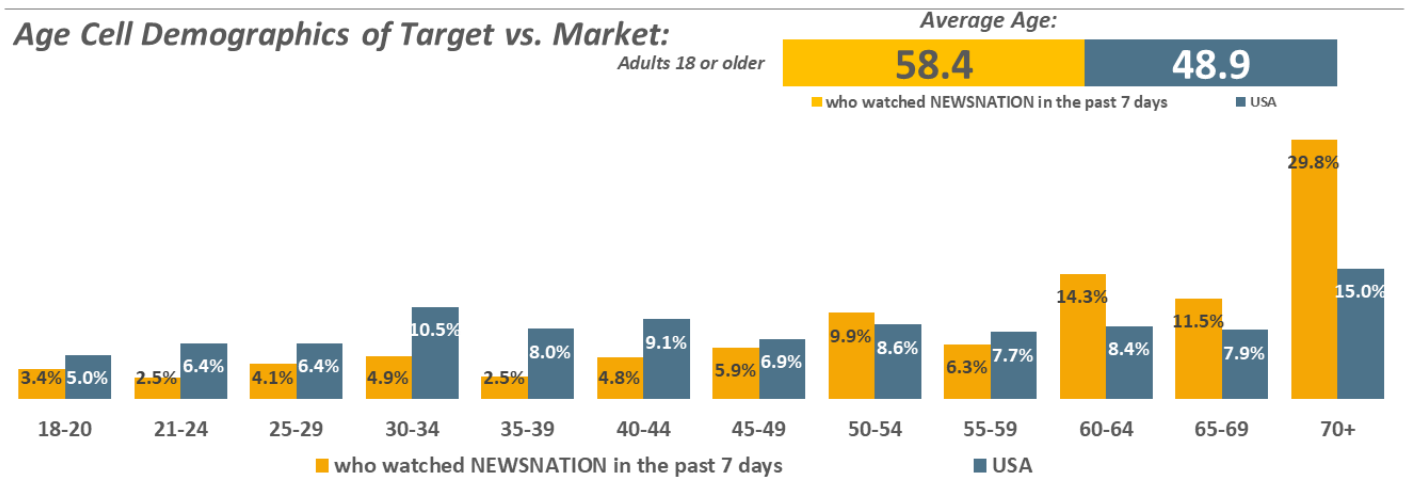
## *Gender of Target vs. Market:* Adults 18 or older



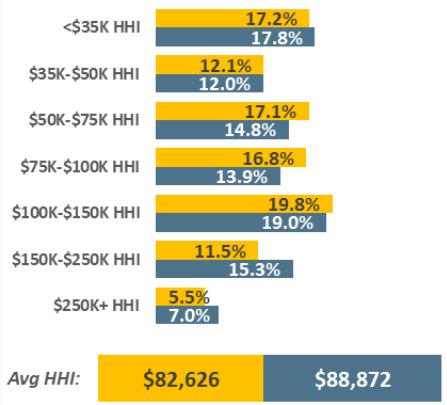

## *Ethnicity of Target vs. Market:*




## *Age Cell Demographics of Target vs. Market:*




## *HHI of Target vs. Market:*







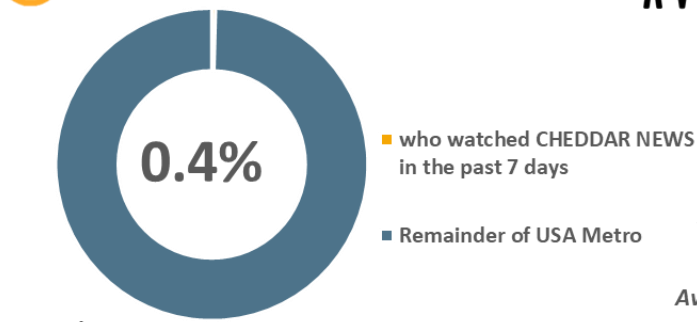
*USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,249*

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cheddar news

.4% or 1,030,181 of USA Adults 18 or older watched CHEDDAR NEWS in the past 7 days.
Typical Adults 18 or older who watched CHEDDAR NEWS in the past 7 days are 52.6 years old (7.6% older than average) and have a $103,303 (16.2% higher than average) annual household income.

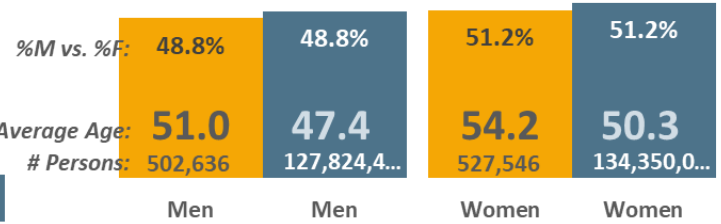
## *Percent of Market:* Adults 18 or older



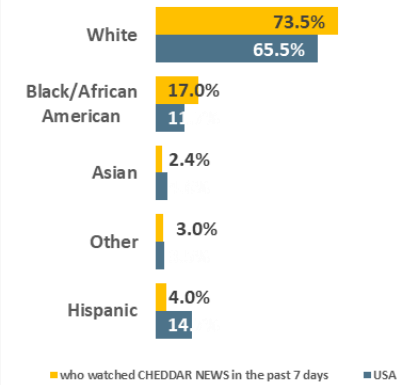

*Total Persons:*



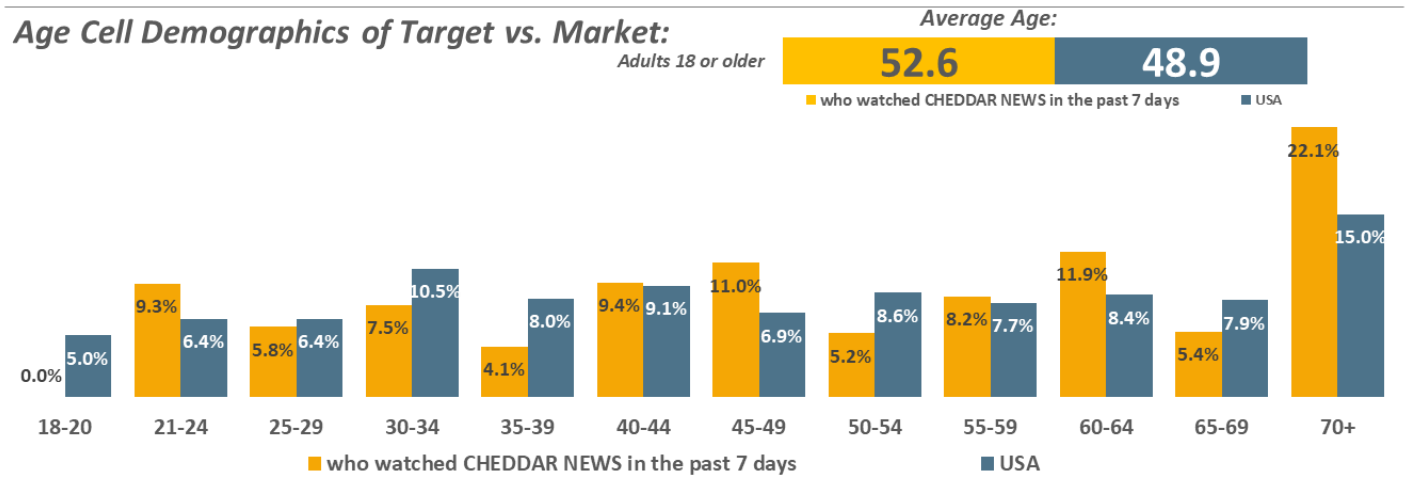

## *Gender of Target vs. Market:* Adults 18 or older



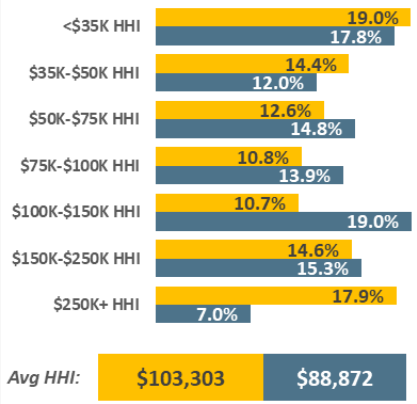

## *Ethnicity of Target vs. Market:*




## *Age Cell Demographics of Target vs. Market:*




## *HHI of Target vs. Market:*



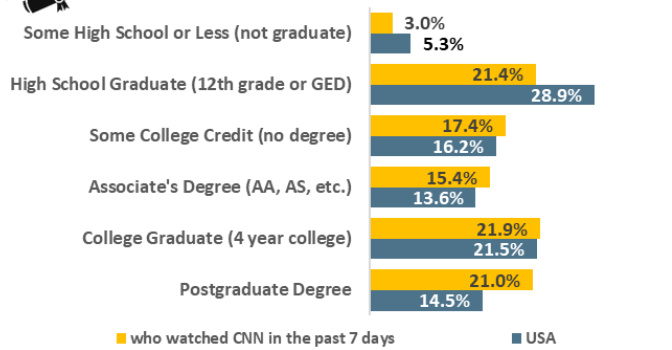

*Avg HHI:* $103,303 | $88,872

*USA* *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *7,249*

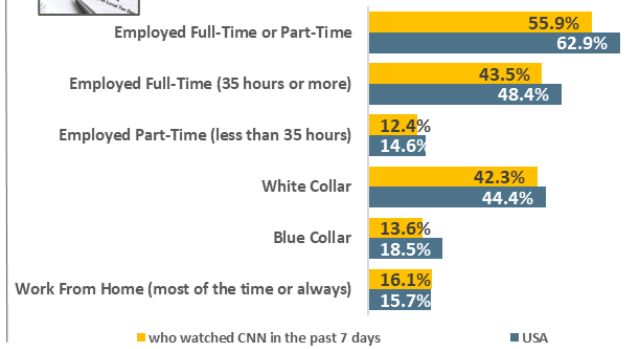
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14.% or 36,763,624 of USA Adults 18 or older watched CNN in the past 7 days.
Adults 18 or older who watched CNN in the past 7 days are 19.% more likely to be a college graduate, 10.% less likely to work full-time, 8.% more likely to be married, 34.1% less likely to be a parent of 1 or more children under 18.

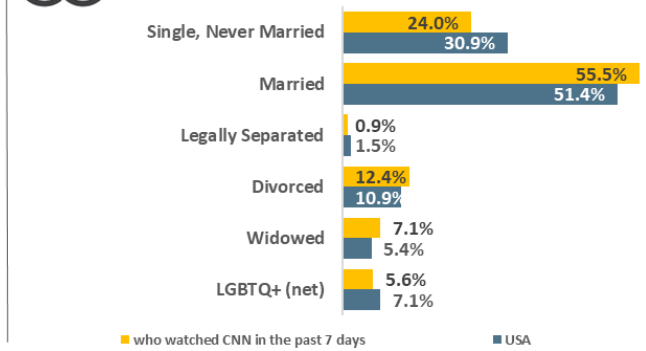
## Education Levels: Adults 18 or older



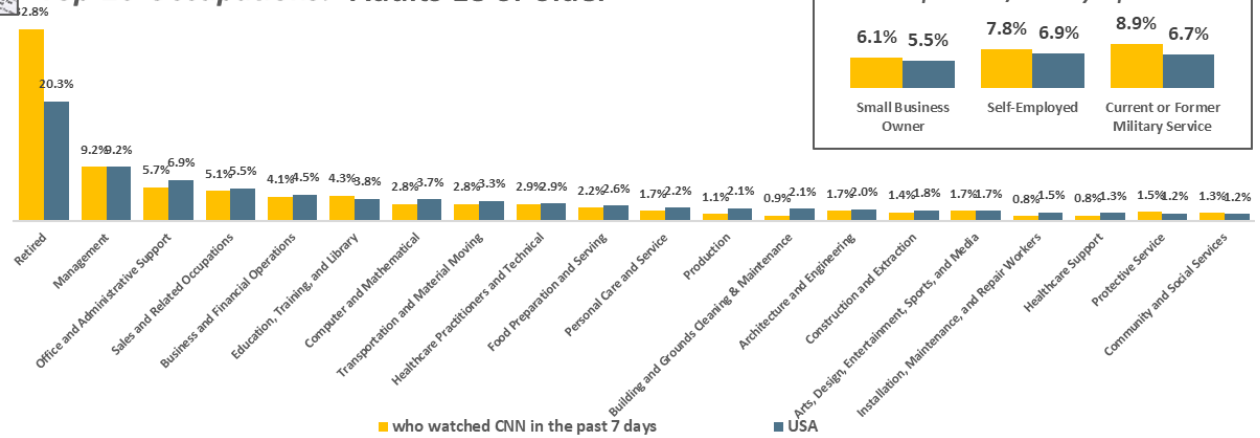

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



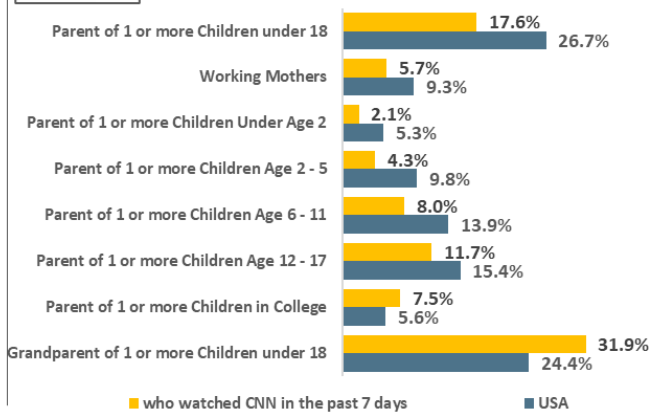

## Top-20 Occupations: Adults 18 or older




## Entrepreneurs/Military Experience




## Stage in Life: Adults 18 or older




*USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,249*

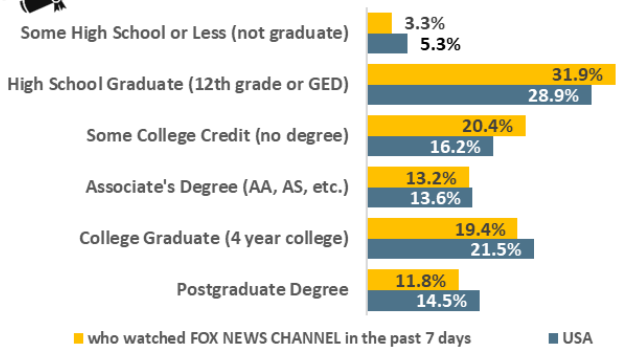
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*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362*

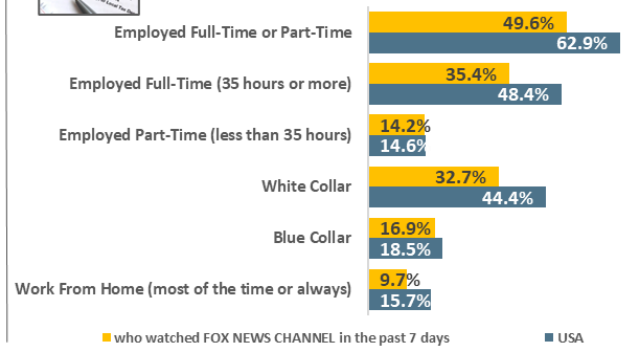
©

11.6% or 30,442,427 of USA Adults 18 or older watched FOX NEWS CHANNEL in the past 7 days.
Adults 18 or older who watched FOX NEWS CHANNEL in the past 7 days are 13.3% less likely to be a college graduate, 26.8% less likely to work full-time, 19.1% more likely to be married, 39.7% less likely to be a parent of 1 or more children under 18.

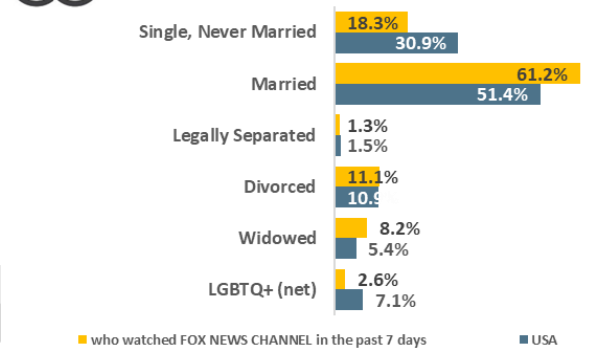
## Education Levels: Adults 18 or older



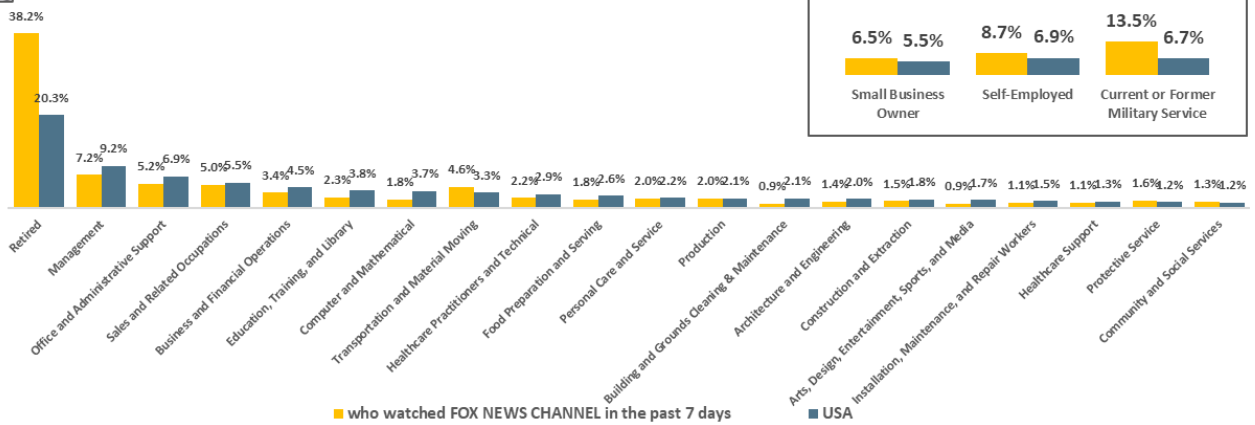

## Employment: Adults 18 or older




## Marital Status: Adults 18 or older



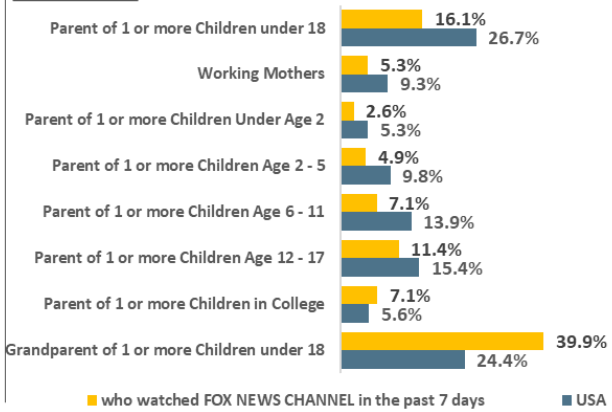

## Top-20 Occupations: Adults 18 or older




### Entrepreneurs/Military Experience




## Stage in Life: Adults 18 or older




*USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,249*

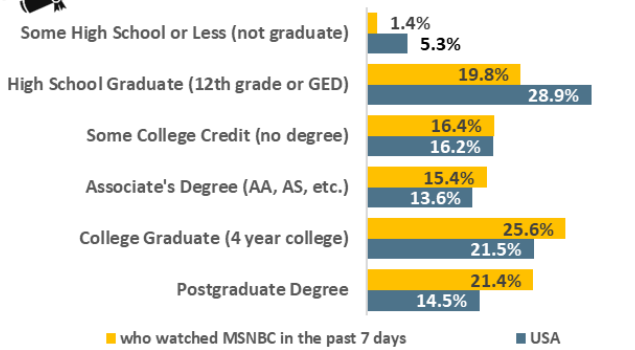
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*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362*

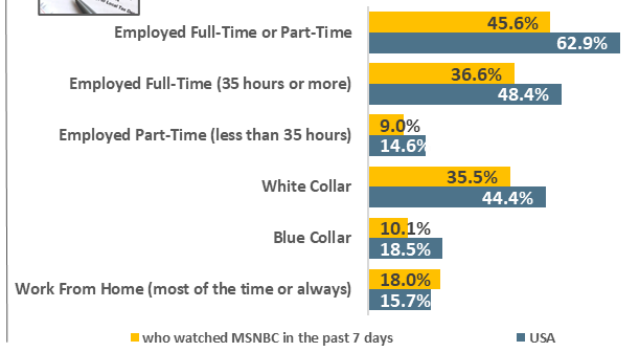
©

8.% or 21,005,275 of USA Adults 18 or older watched MSNBC in the past 7 days.
Adults 18 or older who watched MSNBC in the past 7 days are 30.5% more likely to be a college graduate, 24.3% less likely to work full-time, 16.3% more likely to be married, 52.2% less likely to be a parent of 1 or more children under 18.

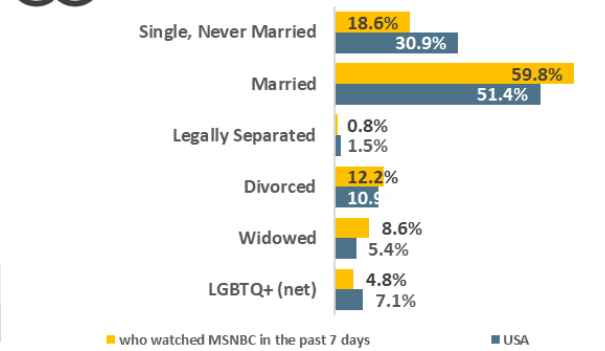
## *Education Levels:* Adults 18 or older



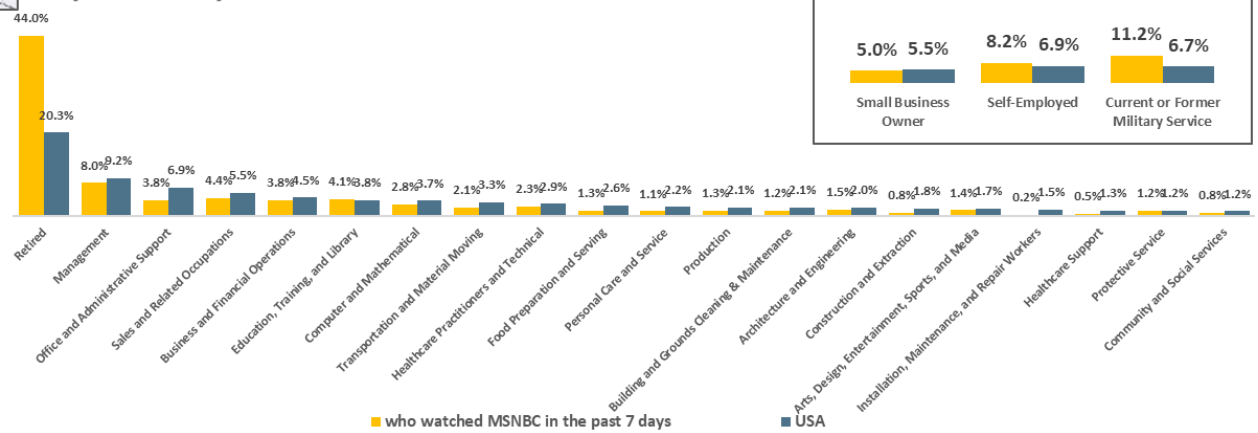

## *Employment:* Adults 18 or older




## *Marital Status:* Adults 18 or older



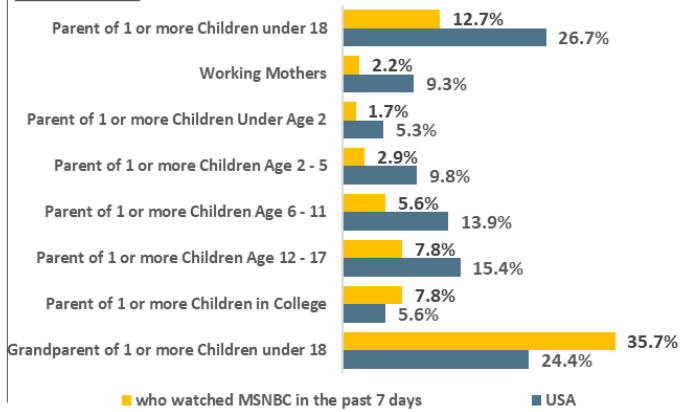

## *Top-20 Occupations:* Adults 18 or older




### *Entrepreneurs/Military Experience*




## *Stage in Life:* Adults 18 or older




*USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,249*

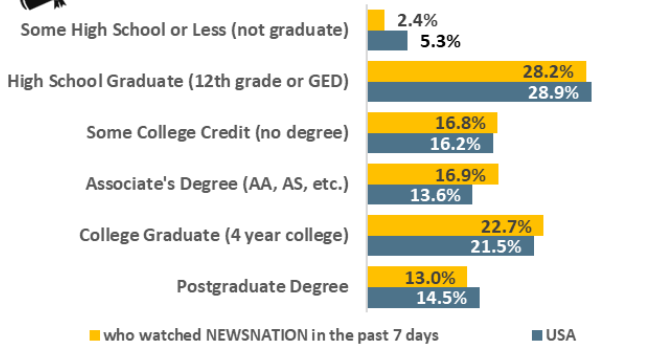
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*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362*

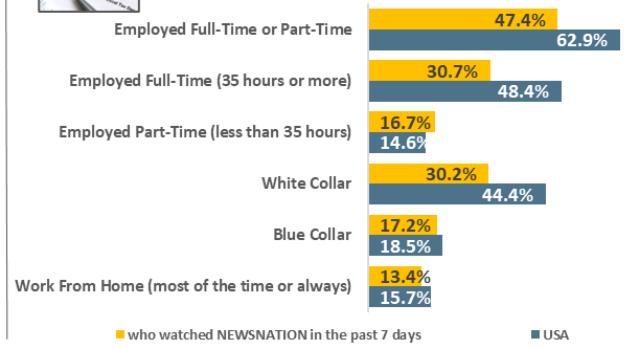
*Cable networks/stations watched past 7 days: MSNBC*

1.1% or 2,938,793 of USA Adults 18 or older watched NEWSNATION in the past 7 days.
Adults 18 or older who watched NEWSNATION in the past 7 days are .7% less likely to be a college graduate, 36.5% less likely to work full-time, 2.5% more likely to be married, 33.7% less likely to be a parent of 1 or more children under 18.

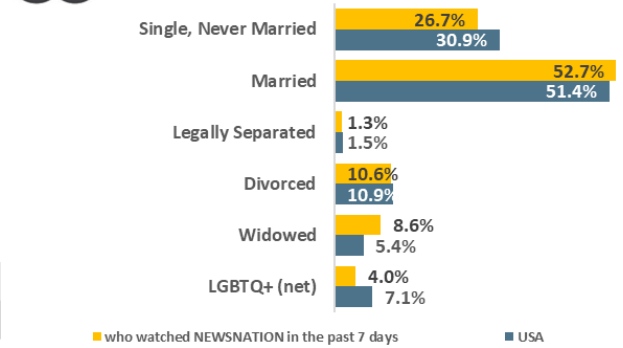
## *Education Levels:* Adults 18 or older



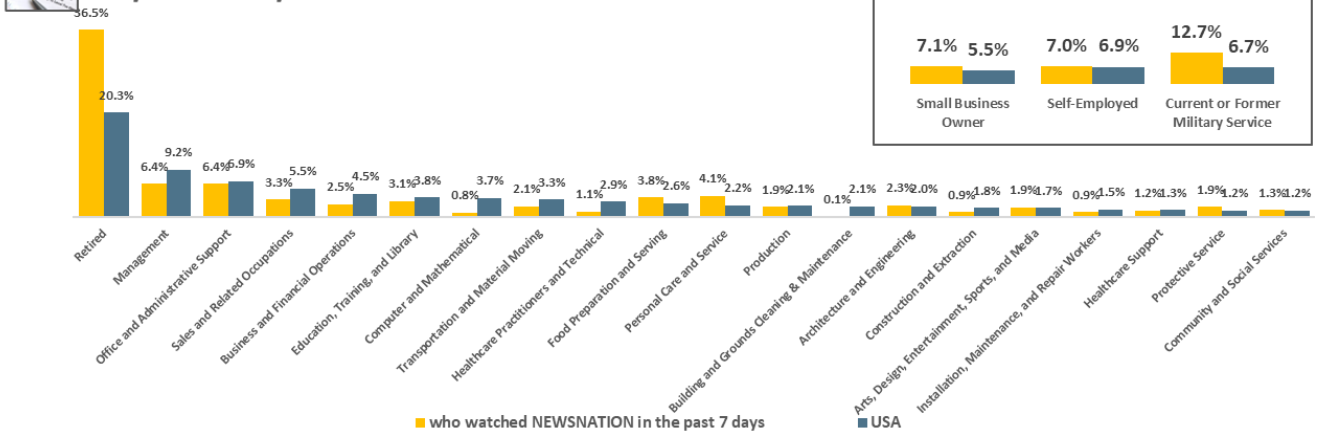

## *Employment:* Adults 18 or older




## *Marital Status:* Adults 18 or older



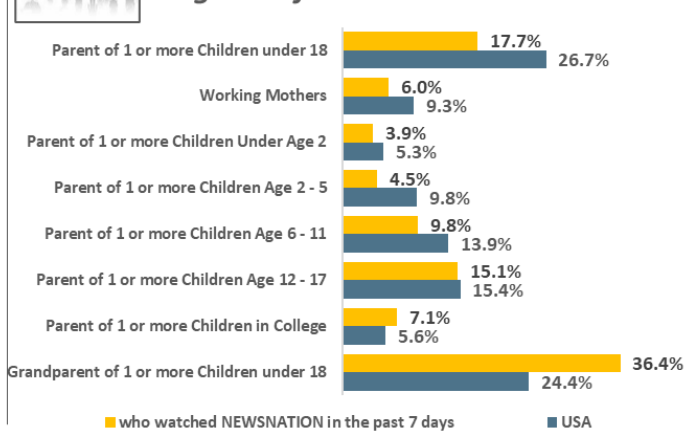

## *Top-20 Occupations:* Adults 18 or older




### *Entrepreneurs/Military Experience*




## *Stage in Life:* Adults 18 or older




*USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,249*

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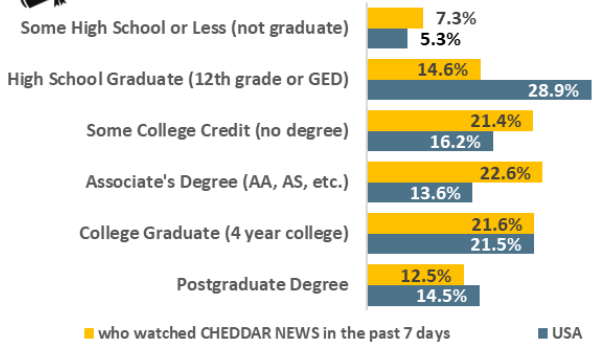
*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362*

©

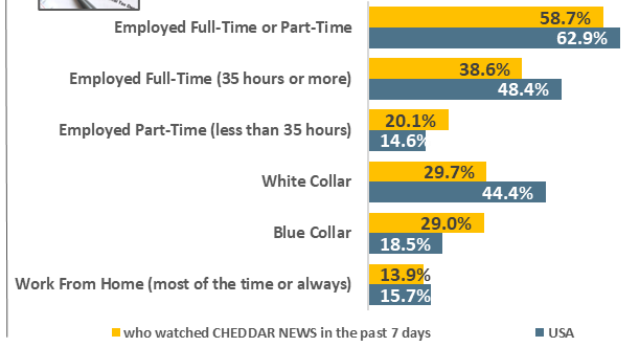
# cheddar news

.4% or 1,030,181 of USA Adults 18 or older watched CHEDDAR NEWS in the past 7 days.
Adults 18 or older who watched CHEDDAR NEWS in the past 7 days are 5.3% less likely to be a college graduate, 20.3% less likely to work full-time, 9.5% less likely to be married, 50.7% less likely to be a parent of 1 or more children under 18.

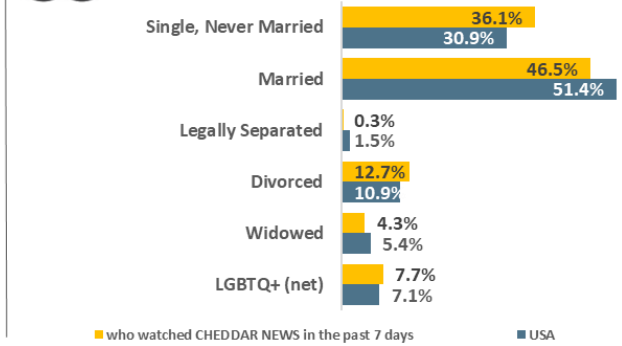
## *Education Levels:* Adults 18 or older



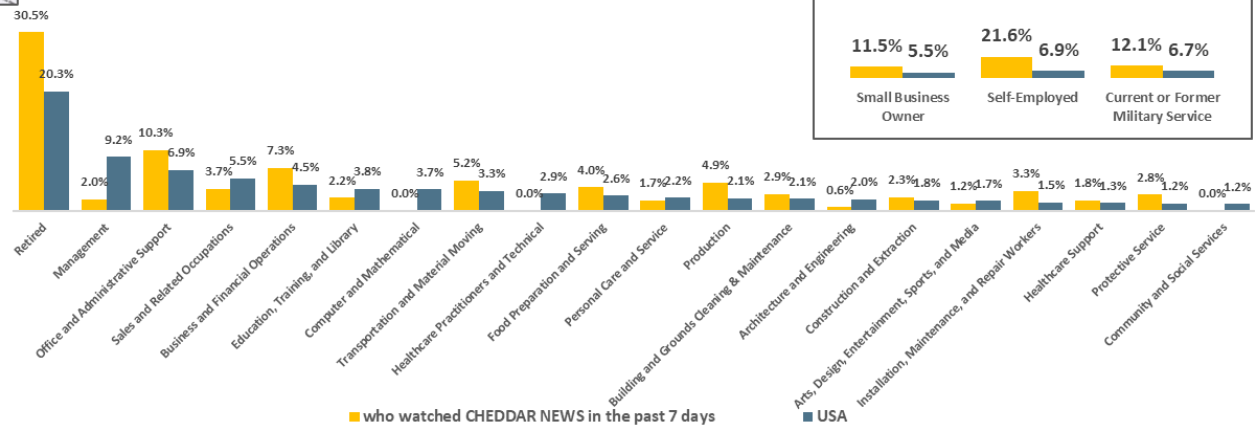

## *Employment:* Adults 18 or older




## *Marital Status:* Adults 18 or older



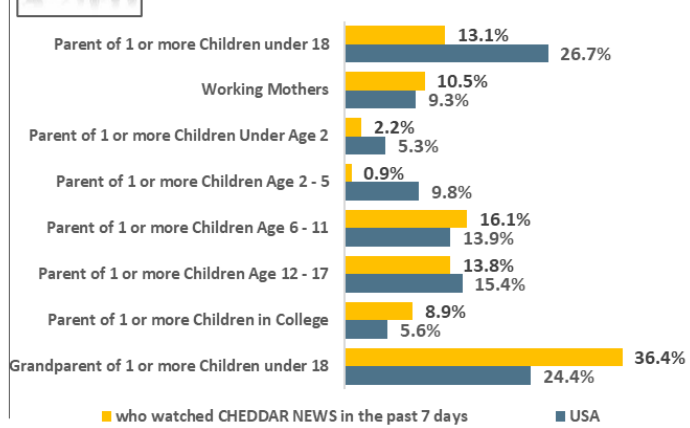

## *Top-20 Occupations:* Adults 18 or older




### *Entrepreneurs/Military Experience*




## *Stage in Life:* Adults 18 or older




*USA* *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *7,249*

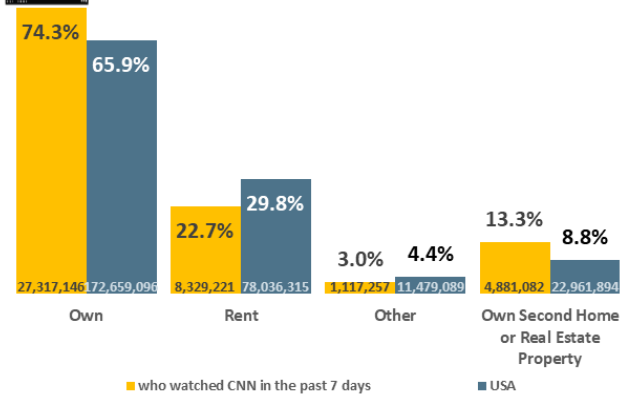
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*USA Jan23-Feb24* *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,362*

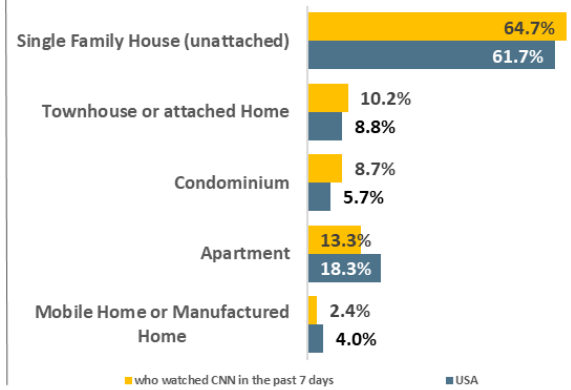
©

14.% or 36,763,624 of USA Adults 18 or older watched CNN in the past 7 days.
Adults 18 or older who watched CNN in the past 7 days are 12.8% more likely to own their home, 10.7% more likely to own a higher valued home, 4.8% more likely to have a single-family home, 9.4% less likely to have a dog.

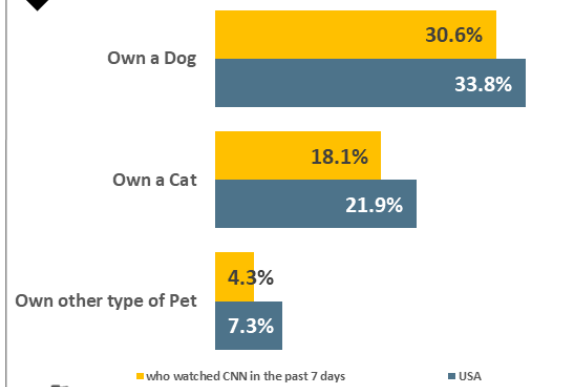
## *Own/Rent/Other:* Adults 18 or older



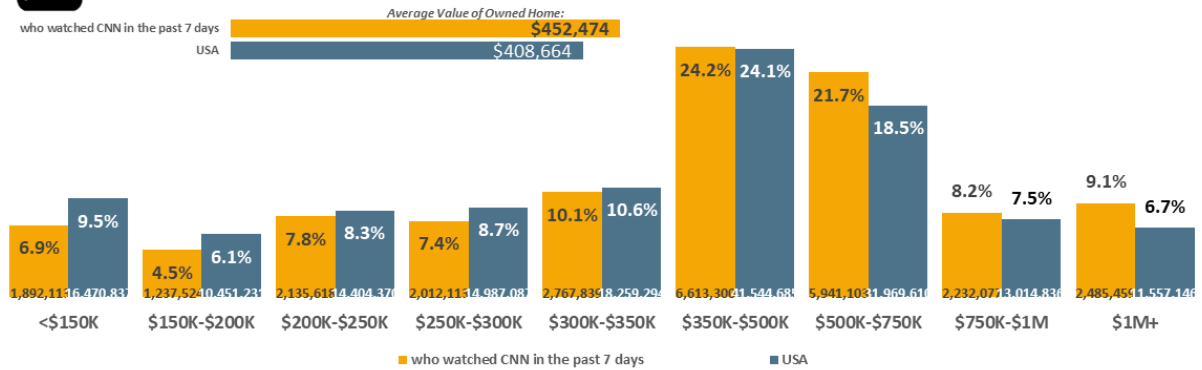

## *Type of Home:* Adults 18 or older



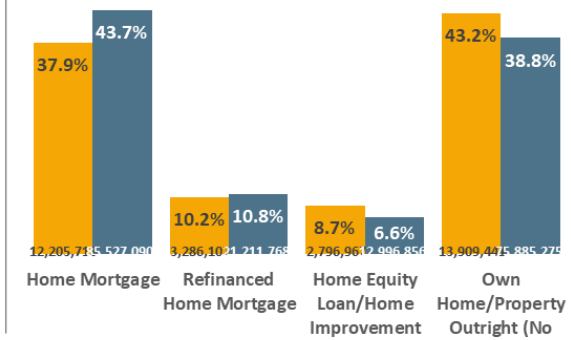

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older



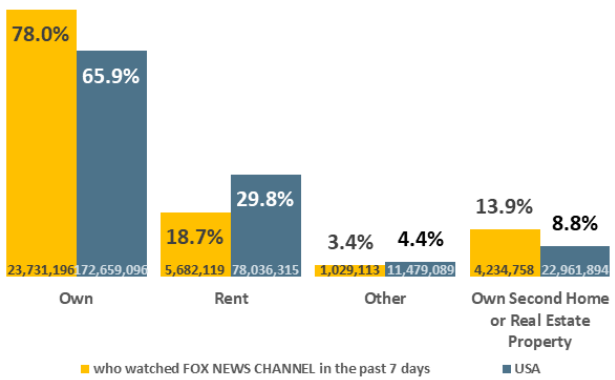

*USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,249*

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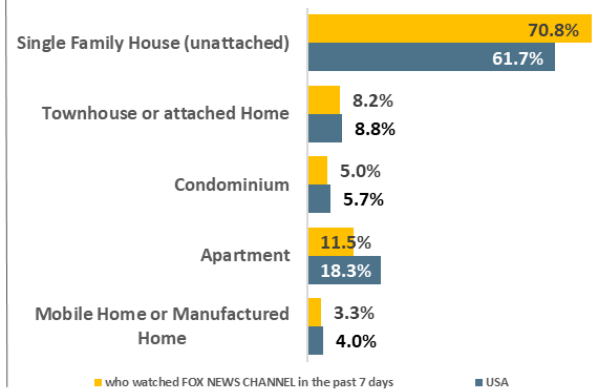
*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362*

11.6% or 30,442,427 of USA Adults 18 or older watched FOX NEWS CHANNEL in the past 7 days.
Adults 18 or older who watched FOX NEWS CHANNEL in the past 7 days are 18.4% more likely to own their home, 2.1% more likely to own a higher valued home, 14.7% more likely to have a single-family home, 1.5% more likely to have a dog.

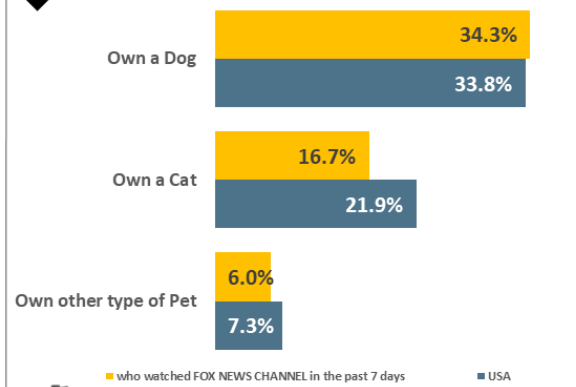
## *Own/Rent/Other:* Adults 18 or older



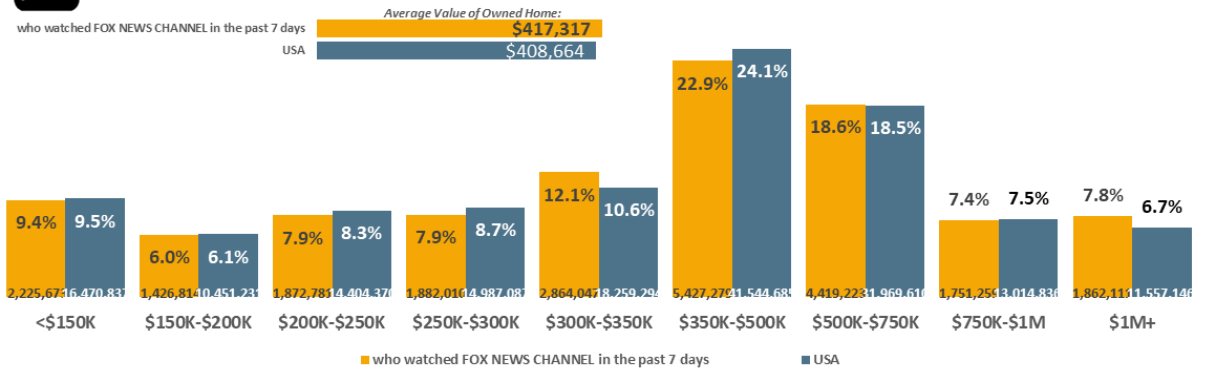

## *Type of Home:* Adults 18 or older



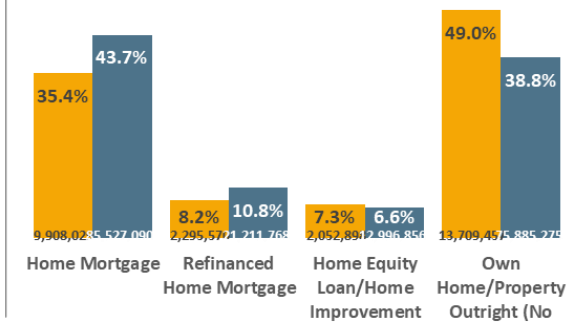

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older



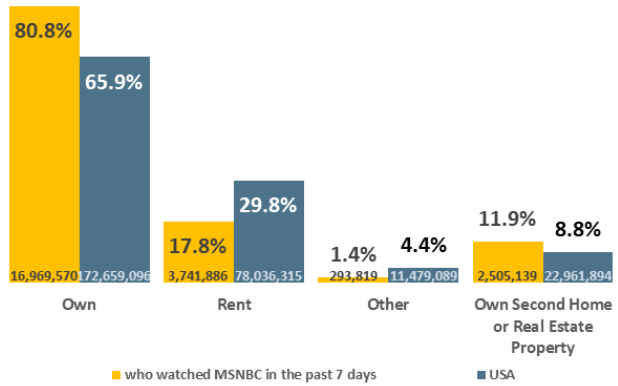

*USA* *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *7,249*

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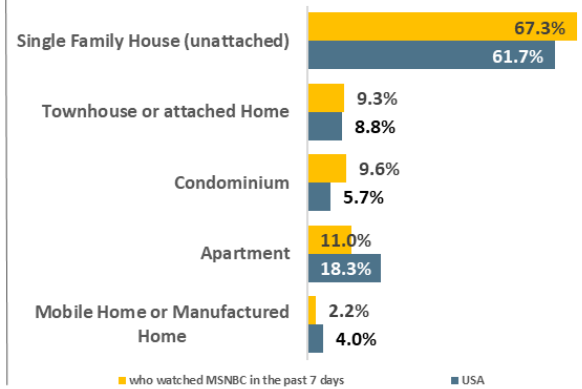
*USA Jan23-Feb24* *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,362*

8.% or 21,005,275 of USA Adults 18 or older watched MSNBC in the past 7 days.
Adults 18 or older who watched MSNBC in the past 7 days are 22.7% more likely to own their home, 9.6% more likely to own a higher valued home, 9.% more likely to have a single-family home, 9.9% less likely to have a dog.

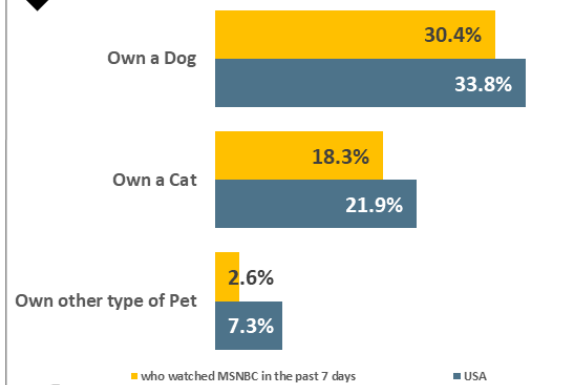
## *Own/Rent/Other:* Adults 18 or older



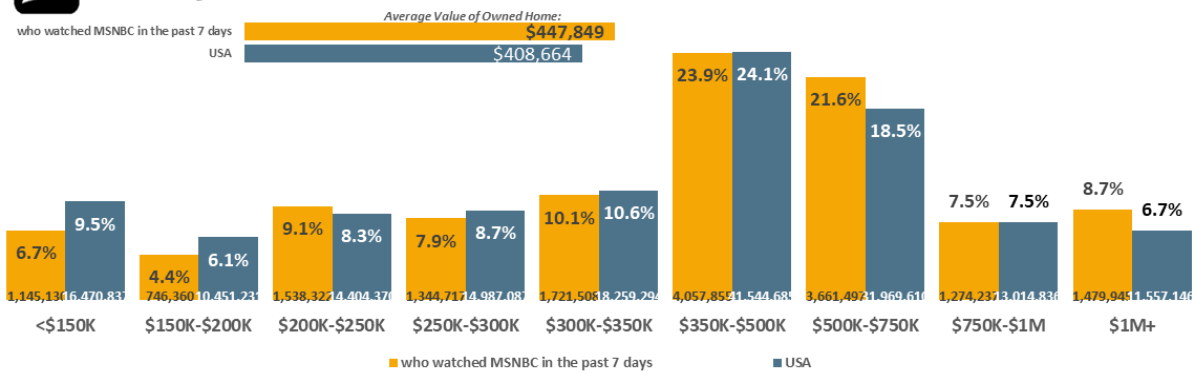

## *Type of Home:* Adults 18 or older



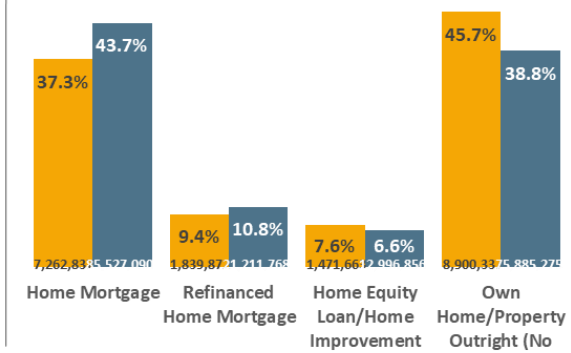

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older




*USA* *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *7,249*

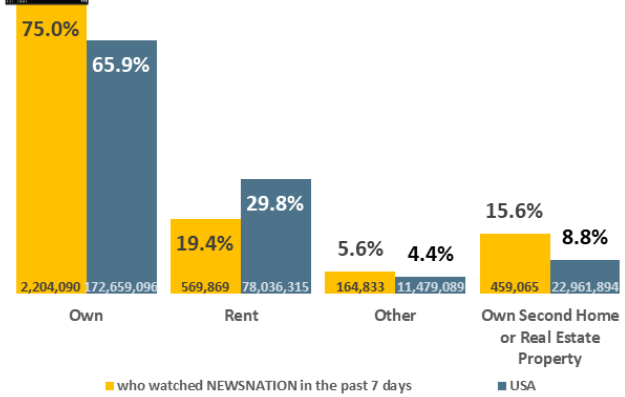
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*USA Jan23-Feb24* *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,362*

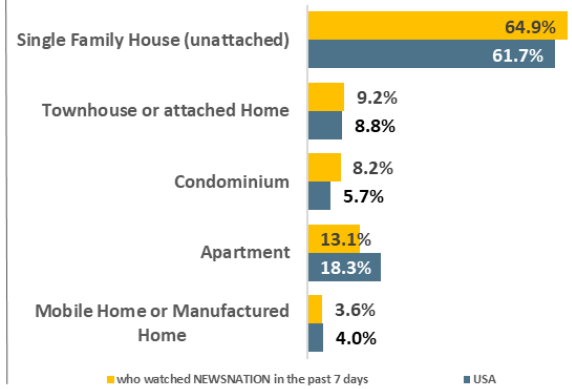
*Cable networks/stations watched past 7 days: MSNBC*

1.1% or 2,938,793 of USA Adults 18 or older watched NEWSNATION in the past 7 days.
Adults 18 or older who watched NEWSNATION in the past 7 days are 13.9% more likely to own their home, 13.6% more likely to own a lower valued home, 5.2% more likely to have a single-family home, 21.9% less likely to have a dog.

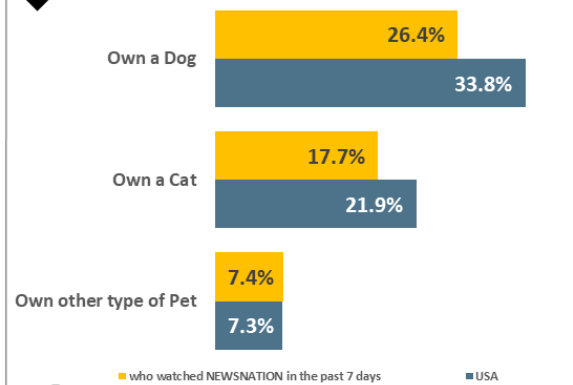
## *Own/Rent/Other:* Adults 18 or older



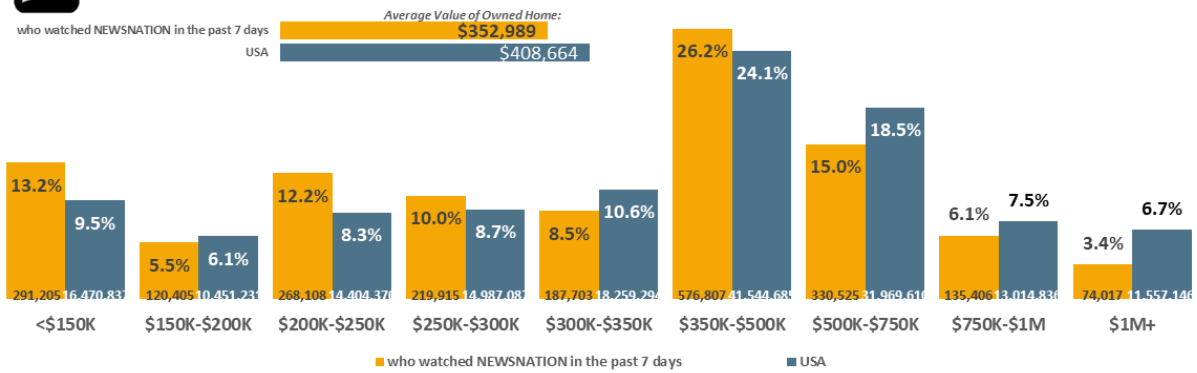

## *Type of Home:* Adults 18 or older



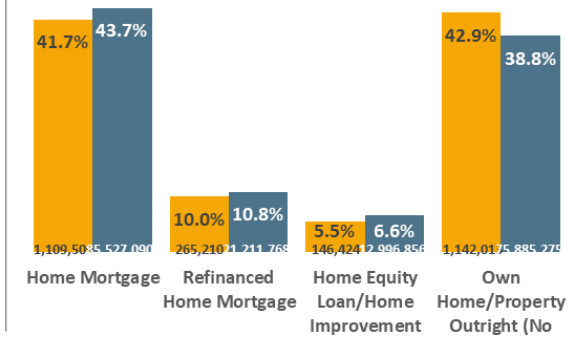

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older




*USA* *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *7,249*

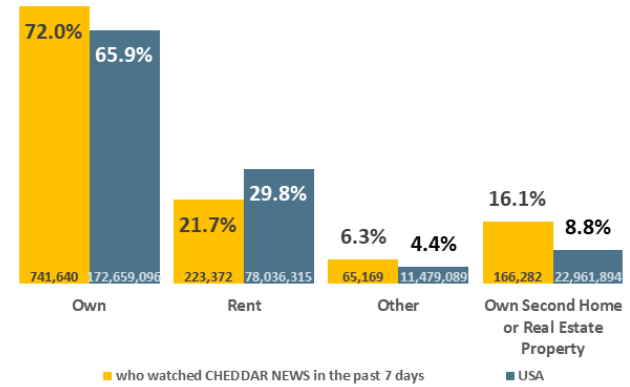
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*USA Jan23-Feb24* *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,362*

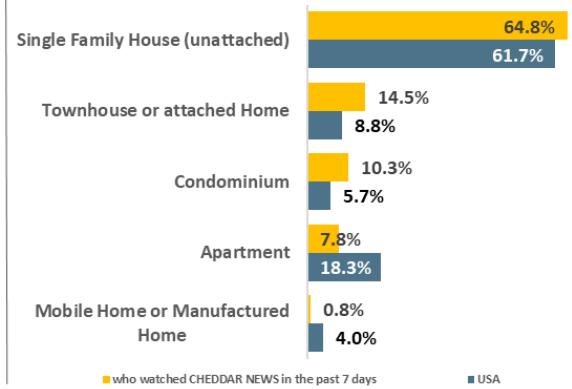
cheddar news

.4% or 1,030,181 of USA Adults 18 or older watched CHEDDAR NEWS in the past 7 days.
Adults 18 or older who watched CHEDDAR NEWS in the past 7 days are 9.3% more likely to own their home, 13.5% more likely to own a lower valued home, 5.% more likely to have a single-family home, 51.5% more likely to have a dog.

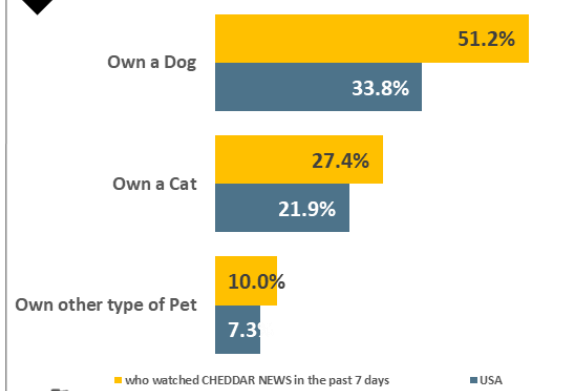
## *Own/Rent/Other:* Adults 18 or older



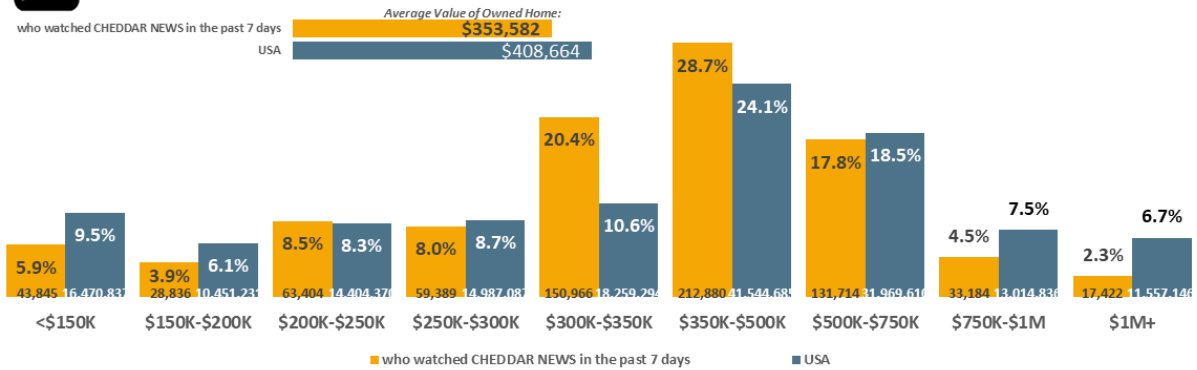

## *Type of Home:* Adults 18 or older



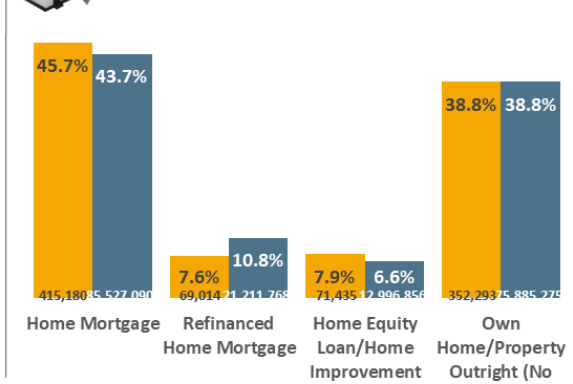

## *Pets in Home:* Adults 18 or older




## *Value of Owned Home:* Adults 18 or older




## *Home Loans:* Adults 18 or older



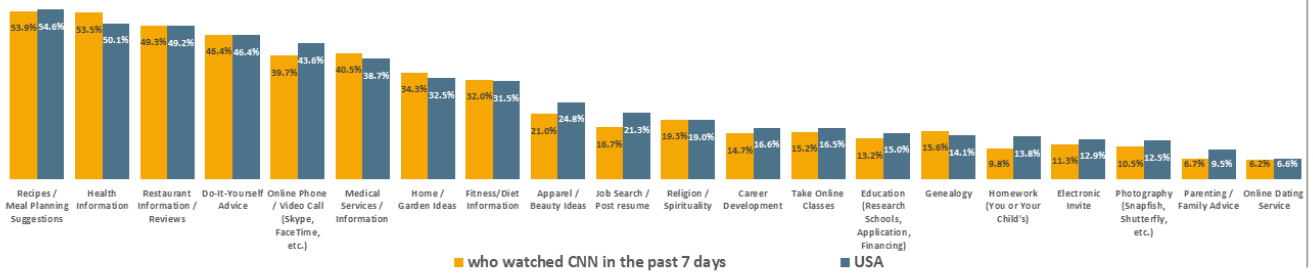

*USA* *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *7,249*

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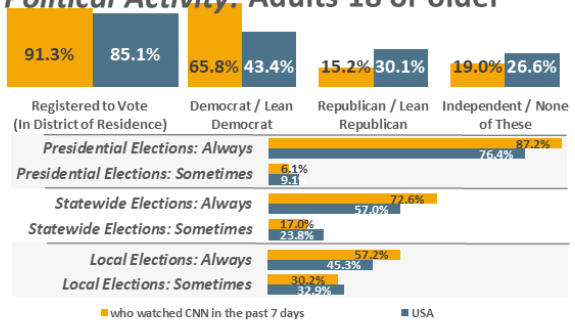
*USA Jan23-Feb24* *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,362*

14.% or 36,763,624 of USA Adults 18 or older watched CNN in the past 7 days.
Adults 18 or older who watched CNN in the past 7 days are .2% more likely to look up D-I-Y advice online, 26.3% more likely to always vote in local elections, 17.4% more likely to belong to a gym, 9.4% more likely to fly domestic past yr.

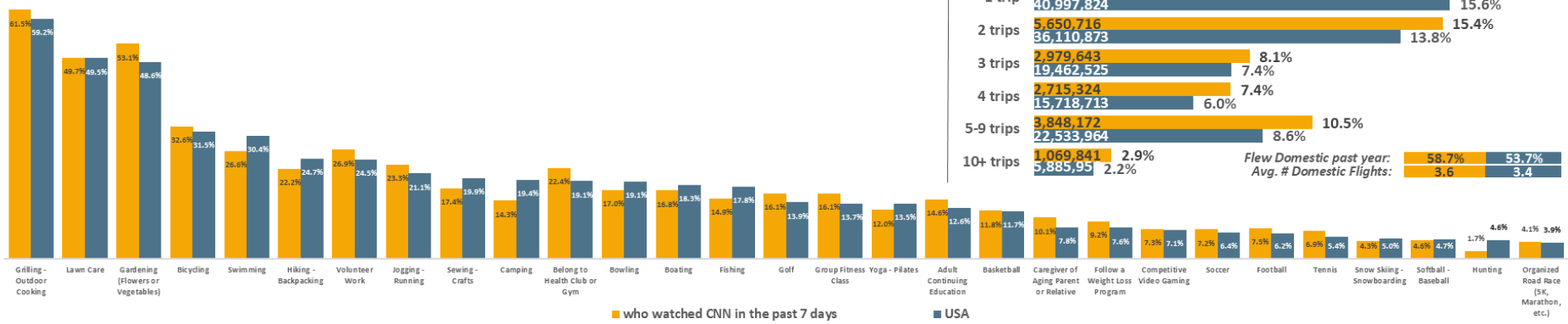
## Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older




## Political Activity: Adults 18 or older




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




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



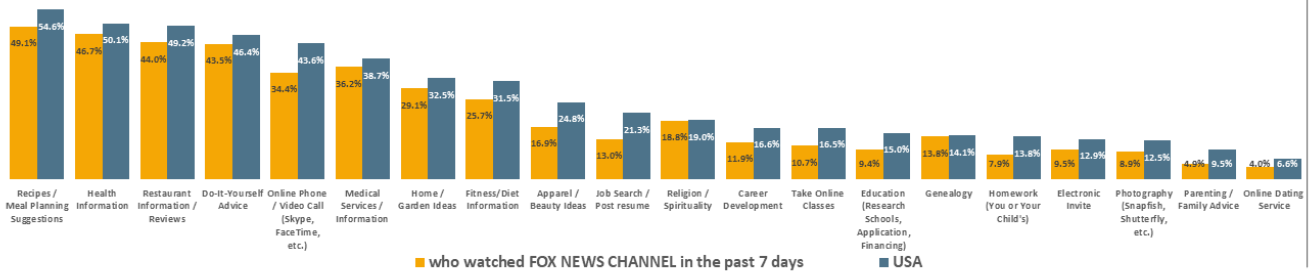

*USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,249*

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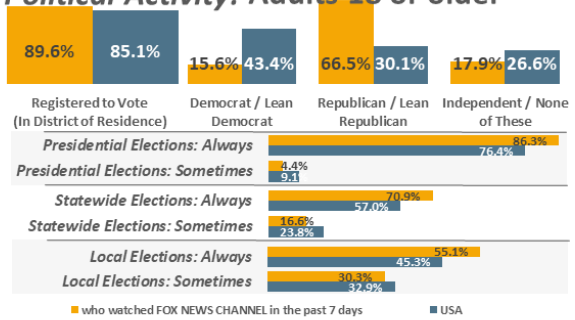
*Cable networks/stations watched past 7 days: CNN*

11.6% or 30,442,427 of USA Adults 18 or older watched FOX NEWS CHANNEL in the past 7 days.
Adults 18 or older who watched FOX NEWS CHANNEL in the past 7 days are 6.3% less likely to look up D-I-Y advice online, 21.6% more likely to always vote in local elections, 7.7% less likely to belong to a gym, 2.3% less likely to fly domestic past yr.

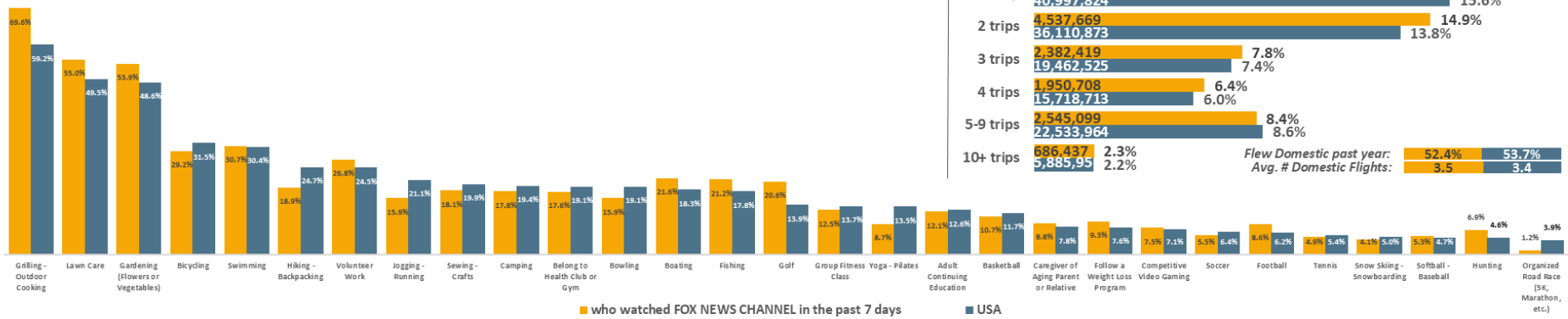
## *Top-20 past 30-days Online Lifestyle Activites:* Adults 18 or older




## *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



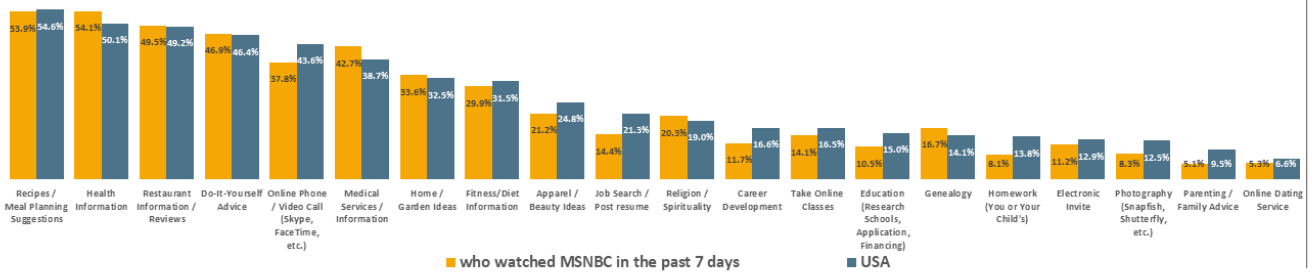

*USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,249*

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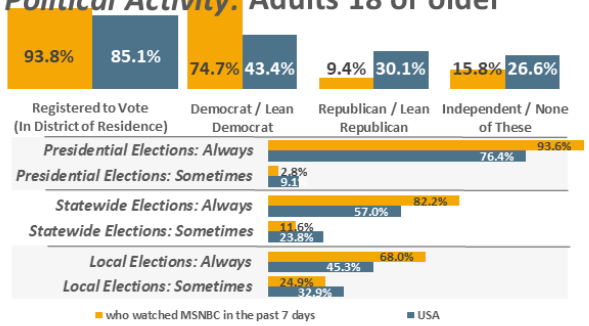
*Cable networks/stations watched past 7 days: FOX News Channel*

8.% or 21,005,275 of USA Adults 18 or older watched MSNBC in the past 7 days.
Adults 18 or older who watched MSNBC in the past 7 days are 1.1% more likely to look up D-I-Y advice online, 50.2% more likely to always vote in local elections, 14.5% more likely to belong to a gym, 6.4% more likely to fly domestic past yr.

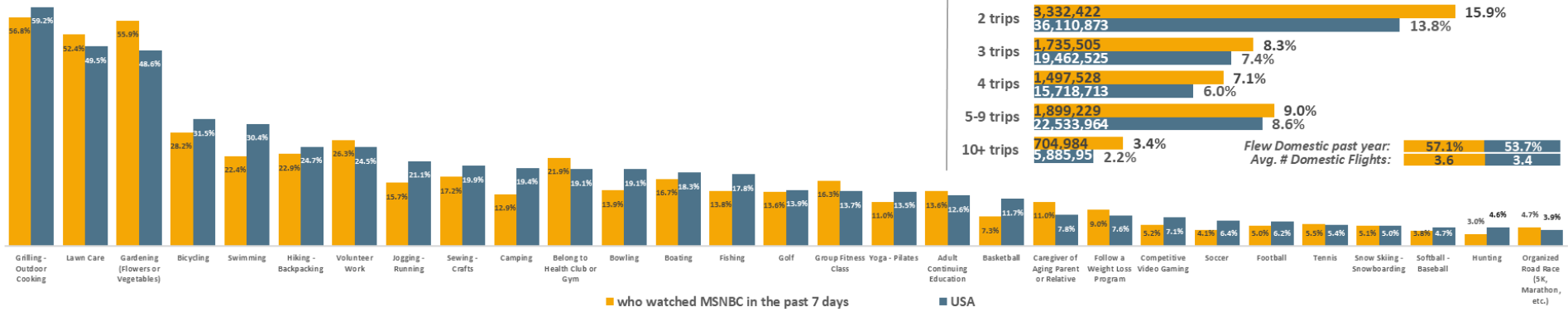
## *Top-20 past 30-days Online Lifestyle Activites:* Adults 18 or older




## *Political Activity:* Adults 18 or older




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




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



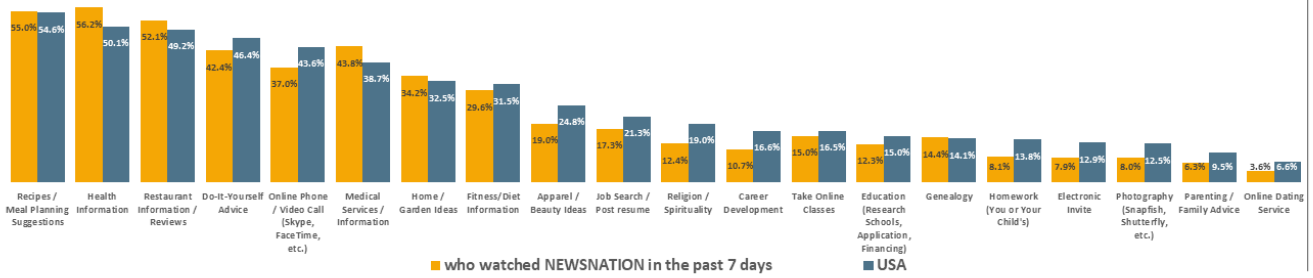

*USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,249*

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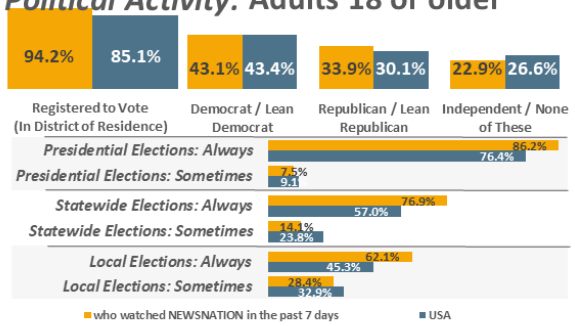
*Cable networks/stations watched past 7 days: MSNBC*

1.1% or 2,938,793 of USA Adults 18 or older watched NEWSNATION in the past 7 days.
Adults 18 or older who watched NEWSNATION in the past 7 days are 8.5% less likely to look up D-I-Y advice online, 37.1% more likely to always vote in local elections, 13.6% more likely to belong to a gym, 12.2% more likely to fly domestic past yr.

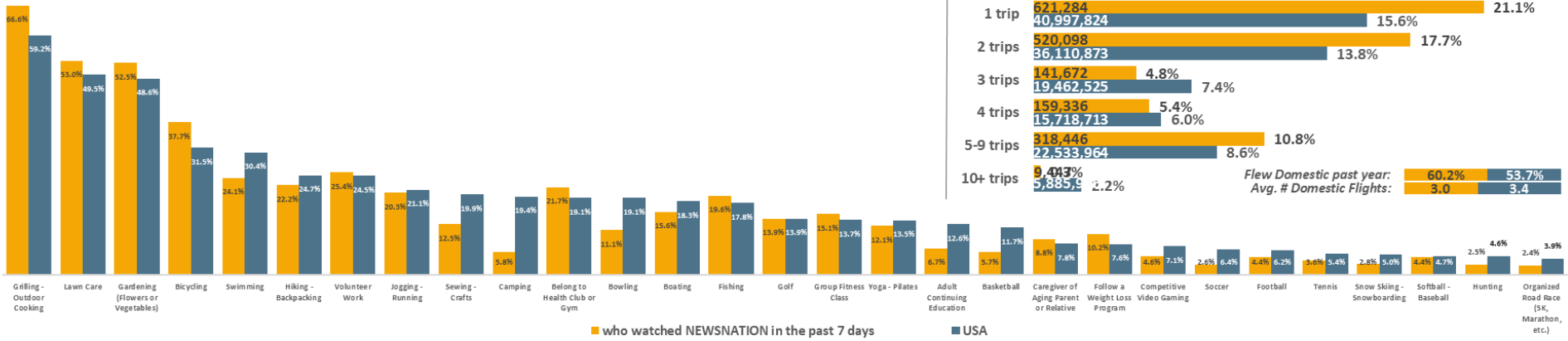
## *Top-20 past 30-days Online Lifestyle Activites:* Adults 18 or older




## *Political Activity:* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,249*

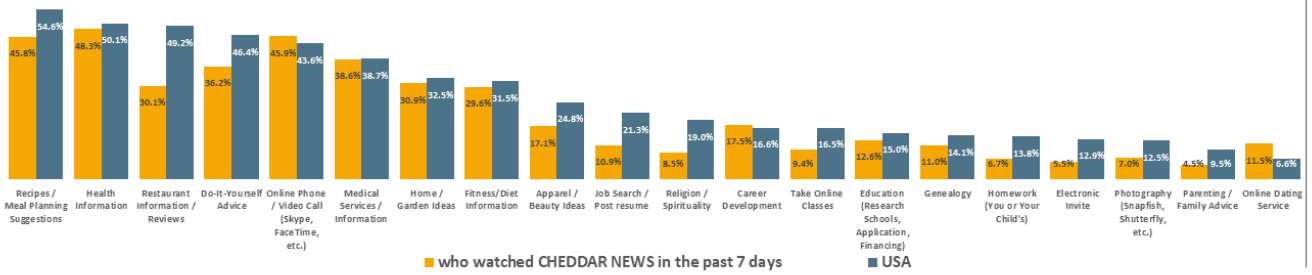
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*Cable networks/stations watched past 7 days: NewsNation*

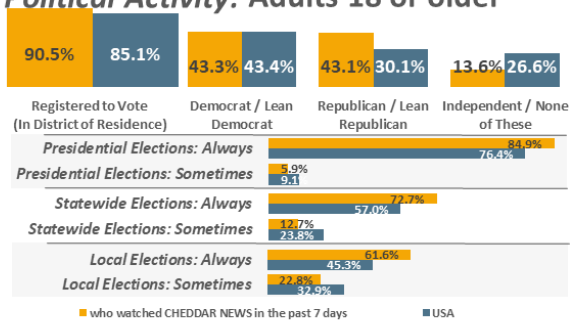
# cheddar news

.4% or 1,030,181 of USA Adults 18 or older watched CHEDDAR NEWS in the past 7 days.
Adults 18 or older who watched CHEDDAR NEWS in the past 7 days are 21.9% less likely to look up D-I-Y advice online, 36.1% more likely to always vote in local elections, 28.5% more likely to belong to a gym, 2.7% more likely to fly domestic past yr.

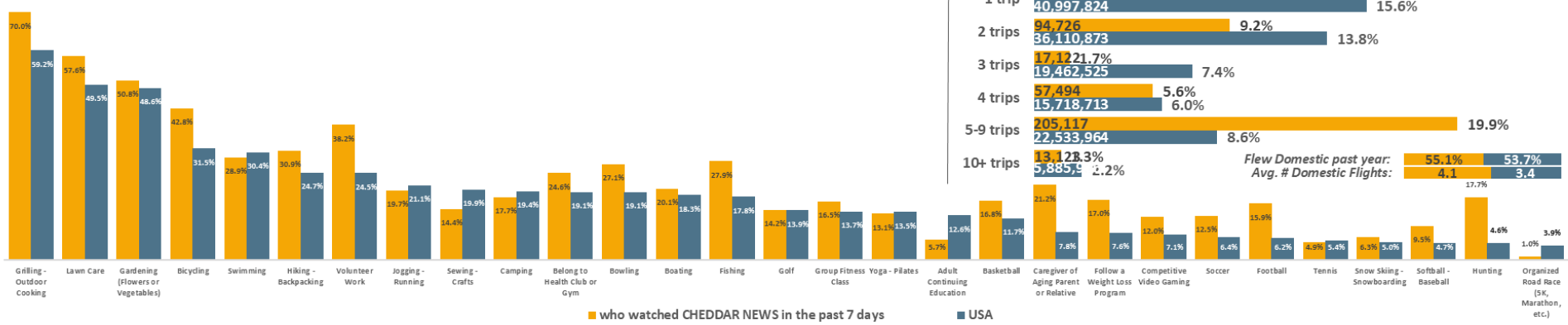
## *Top-20 past 30-days Online Lifestyle Activites:* Adults 18 or older




## *Political Activity:* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,249*

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*Cable networks/stations watched past 7 days: Cheddar News*

14.% or 36,763,624 of USA Adults 18 or older watched CNN in the past 7 days.
Adults 18 or older who watched CNN in the past 7 days are 2.3% more likely to use QSRs past mo., 4.7% more likely to use Sit-Down Restaurants past mo., 22.% more likely to use Casinos past yr., 4.9% more likely to smoke cigarettes.

## *Past 30-days QSR Users:* Adults 18 or older



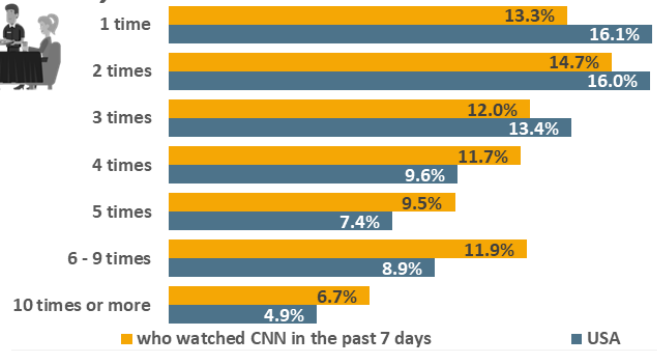



*Total Monthly QSR Users:* 90.6% 33,303,171 | 88.6% 232,249,143

*Avg. Monthly QSR Meals:* 7.2 | 6.5

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






*Total Monthly Sit-Down Restaurant Users:* 79.9% 29,370,392 | 76.3% 200,138,622

*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 watched CNN in the past 7 days* 6,735,979 18.3%

*USA* 17.4%

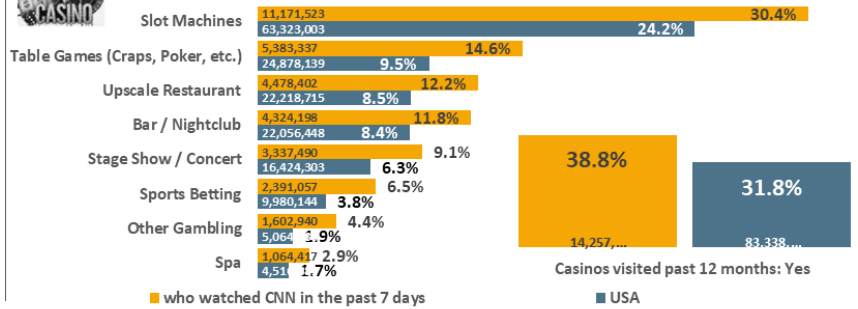
## *Drank Past 30-days:* Adults 18 or older





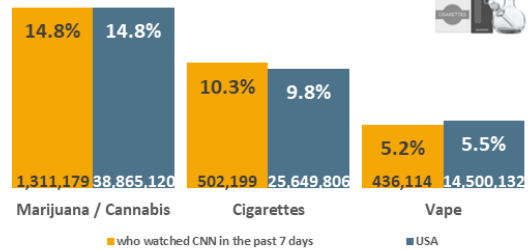

## *Past 12 months Casino Activities:* Adults 18 or older






## *Used Past 30-days:* Adults 18 or older






*USA* *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *7,249*

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*Cable networks/stations watched past 7 days: CNN*

11.6% or 30,442,427 of USA Adults 18 or older watched FOX NEWS CHANNEL in the past 7 days.
Adults 18 or older who watched FOX NEWS CHANNEL in the past 7 days are .5% less likely to use QSRs past mo., 6.9% more likely to use Sit-Down Restaurants past mo., 29.1% more likely to use Casinos past yr., 13.9% more likely to smoke cigarettes.

## *Past 30-days QSR Users:* Adults 18 or older



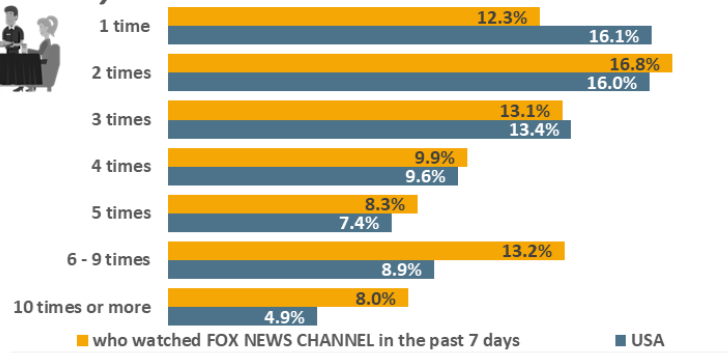



*Total Monthly QSR Users:* 88.1% 88.6% — 26,829,155 — 232,249,143

*Avg. Monthly QSR Meals:* 7.0 — 6.5

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






*Total Monthly Sit-Down Restaurant Users:* 81.6% 76.3% — 24,848,890 — 200,138,622

*Avg. Monthly Sit-Down Restaurant Meals:* 4.7 — 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 watched FOX NEWS CHANNEL in the past 7 days* 4,299,547 14.1%

*USA* 17.4%

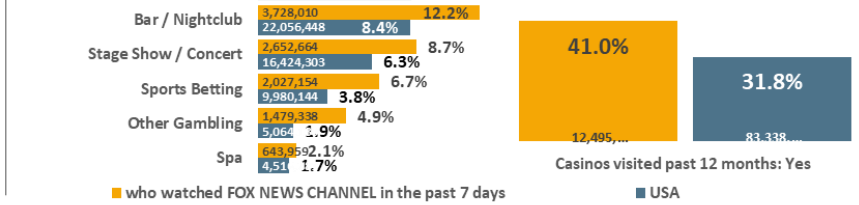
## *Drank Past 30-days:* Adults 18 or older





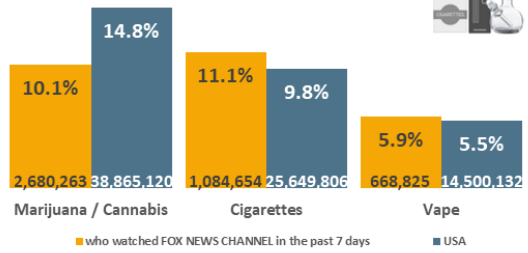

## *Past 12 months Casino Activities:* Adults 18 or older






## *Used Past 30-days:* Adults 18 or older






*USA* *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *7,249*

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*Cable networks/stations watched past 7 days: FOX News Channel*

# MSNBC

8.% or 21,005,275 of USA Adults 18 or older watched MSNBC in the past 7 days.
Adults 18 or older who watched MSNBC in the past 7 days are 1.1% more likely to use QSRs past mo., 4.2% more likely to use Sit-Down Restaurants past mo., 4.1% less likely to use Casinos past yr., 18.1% less likely to smoke cigarettes.

## *Past 30-days QSR Users:* Adults 18 or older

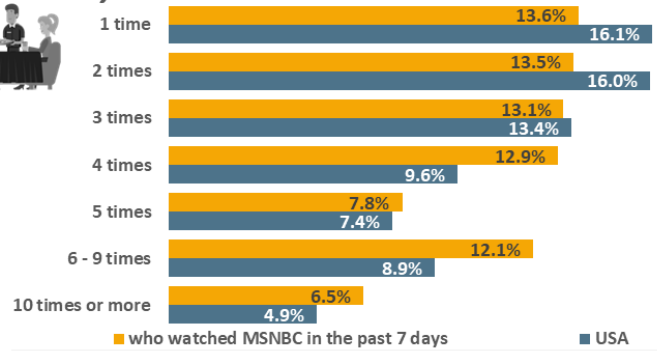





*Total Monthly QSR Users:* 89.6% 18,820,817 | 88.6% 232,249,143
*Avg. Monthly QSR Meals:* 6.7 | 6.5

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






*Total Monthly Sit-Down Restaurant Users:* 79.6% 16,713,686 | 76.3% 200,138,622
*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 watched MSNBC in the past 7 days* 2,941,205 14.0%
*USA* 17.4%

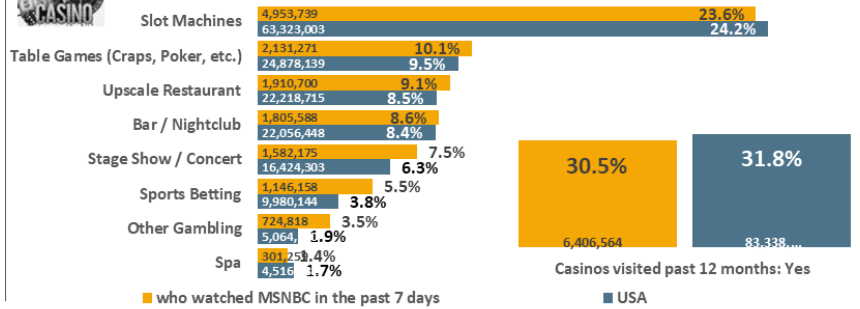
## *Drank Past 30-days:* Adults 18 or older





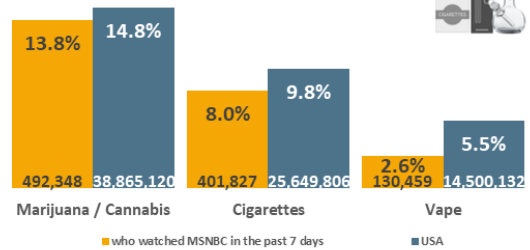

## *Past 12 months Casino Activities:* Adults 18 or older






## *Used Past 30-days:* Adults 18 or older






*USA* *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *7,249*

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*Cable networks/stations watched past 7 days: MSNBC*

1.1% or 2,938,793 of USA Adults 18 or older watched NEWSNATION in the past 7 days.
Adults 18 or older who watched NEWSNATION in the past 7 days are 4.5% more likely to use QSRs past mo., 5.2% more likely to use Sit-Down Restaurants past mo., 9.1% more likely to use Casinos past yr., 21.7% more likely to smoke cigarettes.

## *Past 30-days QSR Users:* Adults 18 or older






*Total Monthly QSR Users:* 92.5% 2,719,590 | 88.6% 232,249,1 43

*Avg. Monthly QSR Meals:* 6.4 | 6.5

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






*Total Monthly Sit-Down Restaurant Users:* 80.3% 2,359,193 | 76.3% 200,138,6 22

*Avg. Monthly Sit-Down Restaurant Meals:* 4.1 | 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 watched NEWSNATION in the past 7 days* 468,634 15.9%

*USA* 17.4%

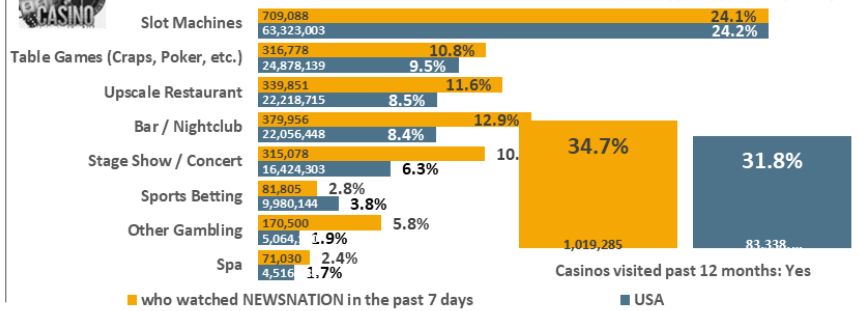
## *Drank Past 30-days:* Adults 18 or older





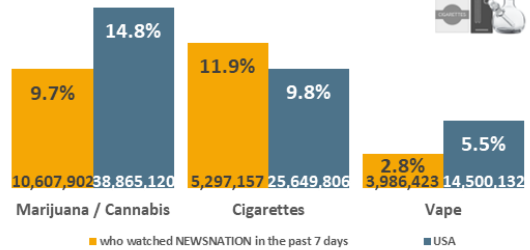

## *Past 12 months Casino Activities:* Adults 18 or older




## *Used Past 30-days:* Adults 18 or older






*USA* *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *7,249*

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*Cable networks/stations watched past 7 days: NewsNation*

cheddar news

.4% or 1,030,181 of USA Adults 18 or older watched CHEDDAR NEWS in the past 7 days.
Adults 18 or older who watched CHEDDAR NEWS in the past 7 days are 6.7% more likely to use QSRs past mo., 6.2% more likely to use Sit-Down Restaurants past mo., 74.5% more likely to use Casinos past yr., 111.9% more likely to smoke cigarettes.

## *Past 30-days QSR Users:* Adults 18 or older






*Total Monthly QSR Users:* 94.6% 88.6% — 974,144 — 232,249,1 43

*Avg. Monthly QSR Meals:* 6.5 6.5

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






*Total Monthly Sit-Down Restaurant Users:* 81.1% 76.3% — 835,184 — 200,138,6 22

*Avg. Monthly Sit-Down Restaurant Meals:* 4.9 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 watched CHEDDAR NEWS in the past 7 days* 183,882 — 17.8%

*USA* — 17.4%

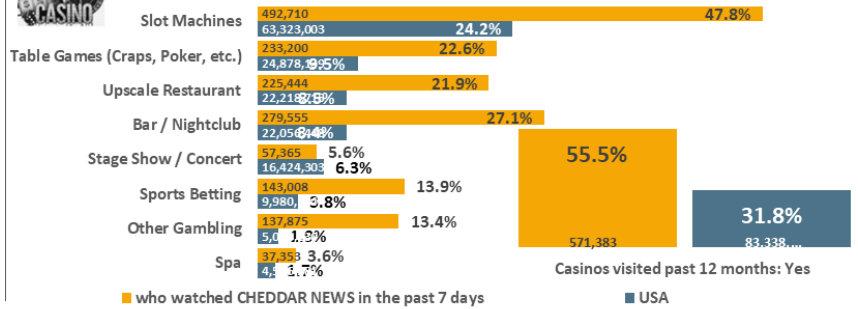
## *Drank Past 30-days:* Adults 18 or older






## *Past 12 months Casino Activities:* Adults 18 or older




## *Used Past 30-days:* Adults 18 or older





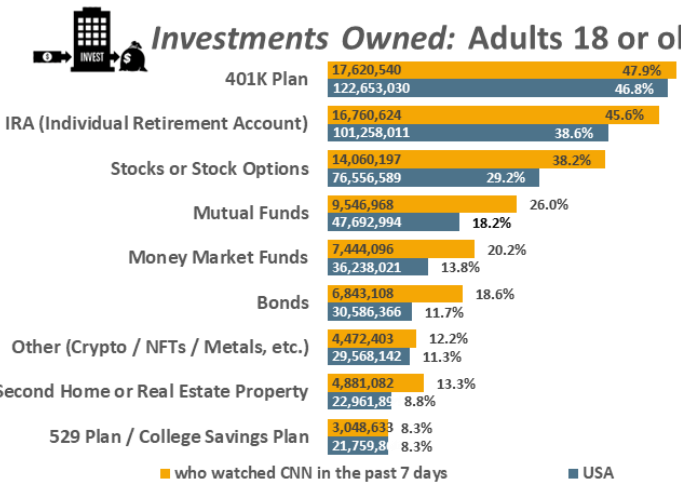

*USA* *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *7,249*

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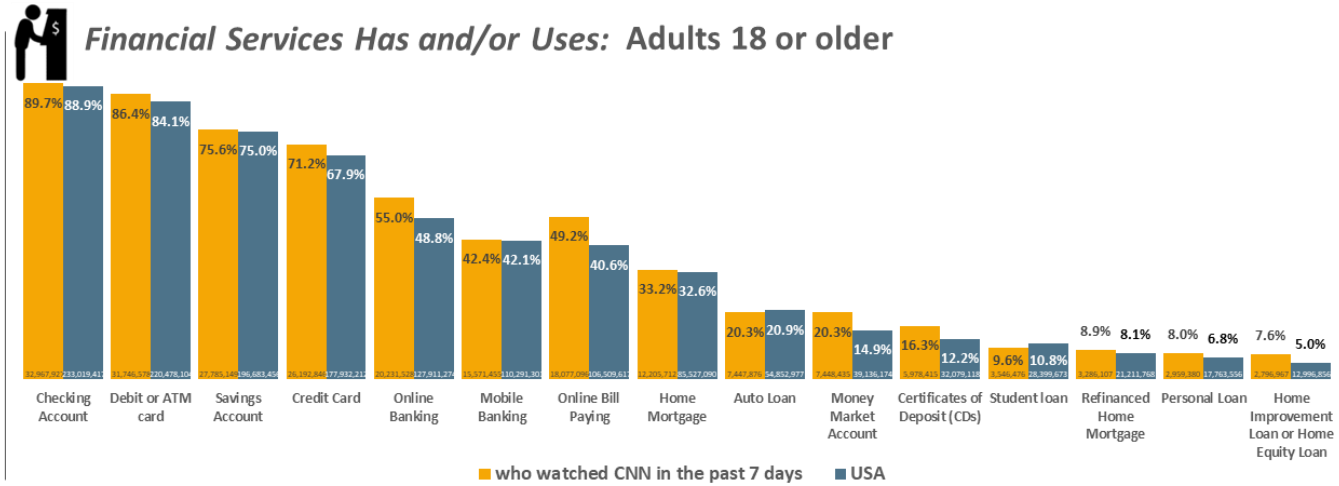
*Cable networks/stations watched past 7 days: Cheddar News*

14.% or 36,763,624 of USA Adults 18 or older watched CNN in the past 7 days.
Adults 18 or older who watched CNN in the past 7 days are 2.5% more likely to have a 401K, 3.2% less likely to have an Auto Loan, 30.8% more likely to Invest/Trade Stocks Online, 5.6% more likely to pay with their Debit Card.

## *Investments Owned:* Adults 18 or older



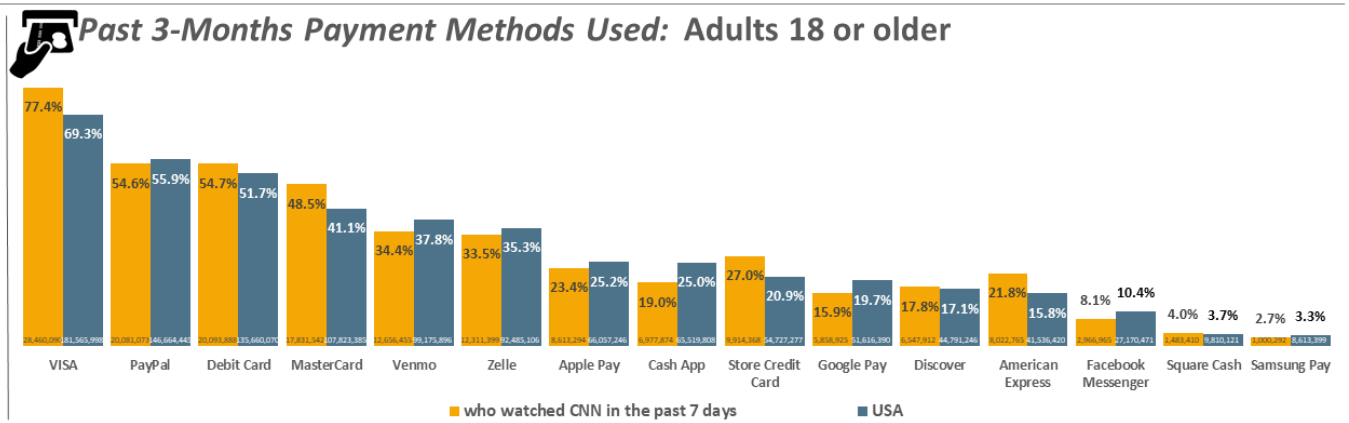

## *Financial Services Has and/or Uses:* Adults 18 or older




## *Professional Services Used*:* Adults 18 or older




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



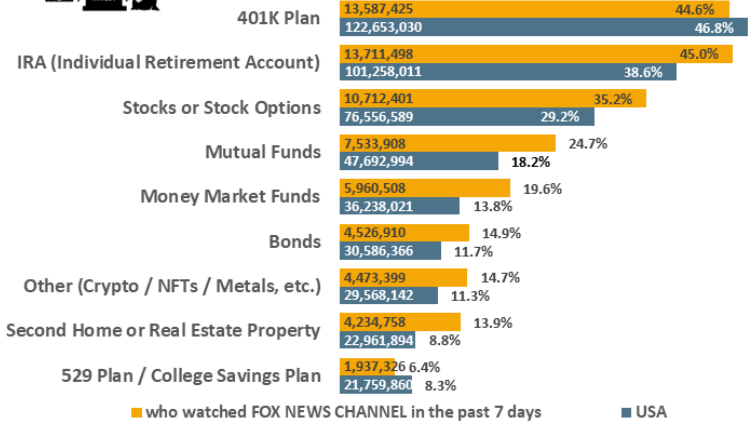

*USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,249*

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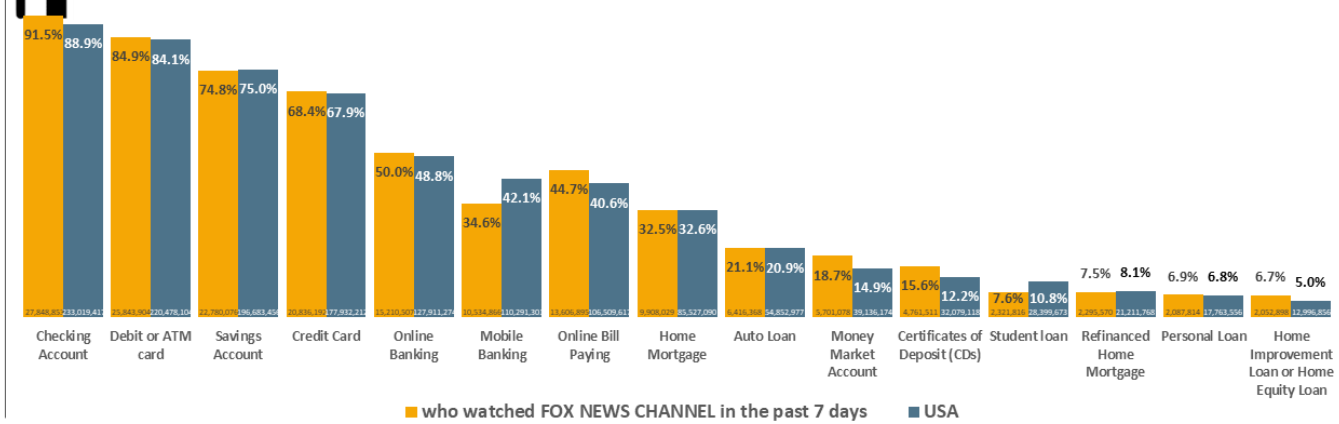
*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362*

11.6% or 30,442,427 of USA Adults 18 or older watched FOX NEWS CHANNEL in the past 7 days.
Adults 18 or older who watched FOX NEWS CHANNEL in the past 7 days are 4.6% less likely to have a 401K, .7% more likely to have an Auto Loan, 26.2% more likely to Invest/Trade Stocks Online, 10.7% more likely to pay with their Debit Card.

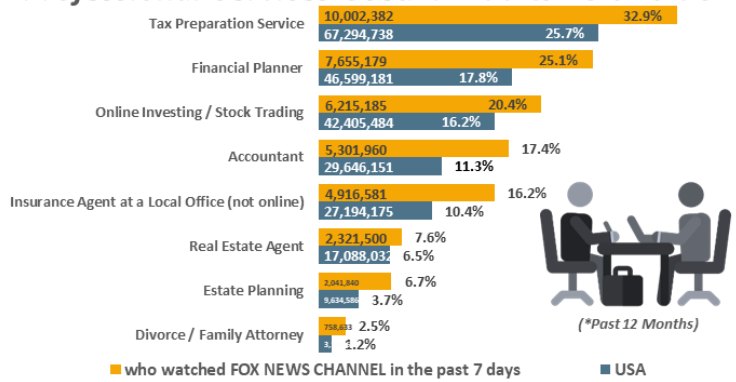
## *Investments Owned:* Adults 18 or older



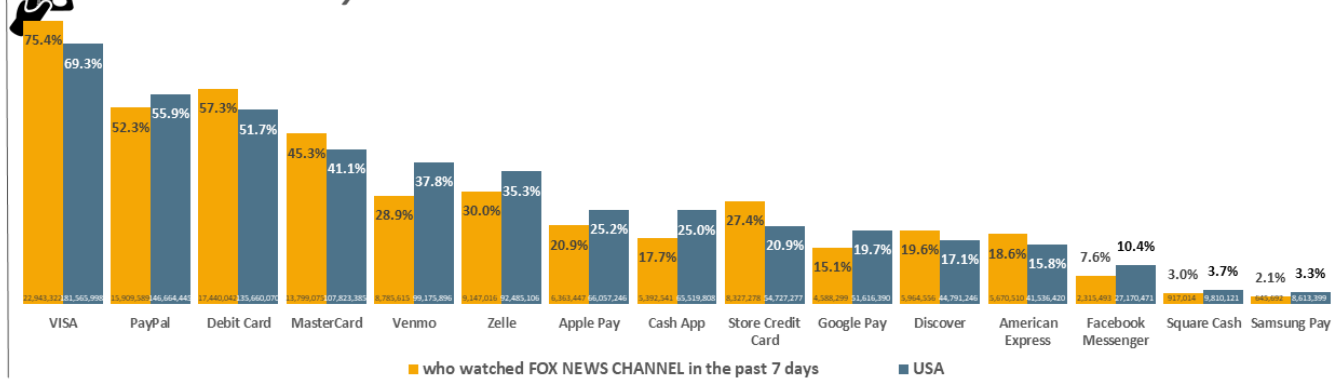

## *Financial Services Has and/or Uses:* Adults 18 or older




## *Professional Services Used*:* Adults 18 or older




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




*USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,249*

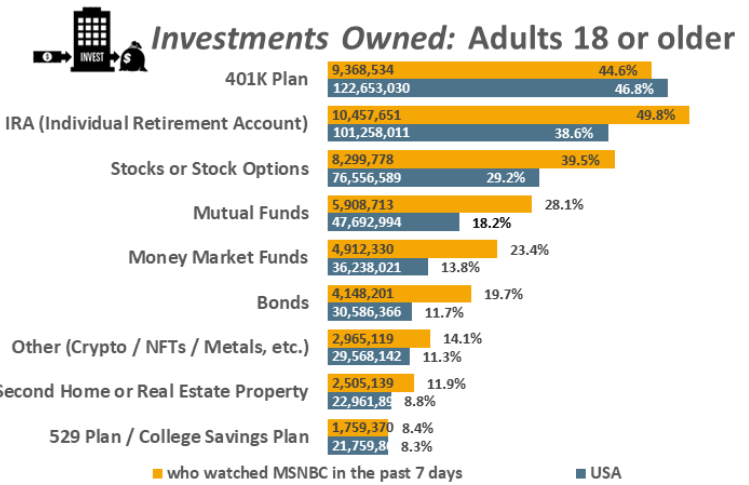
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*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362*

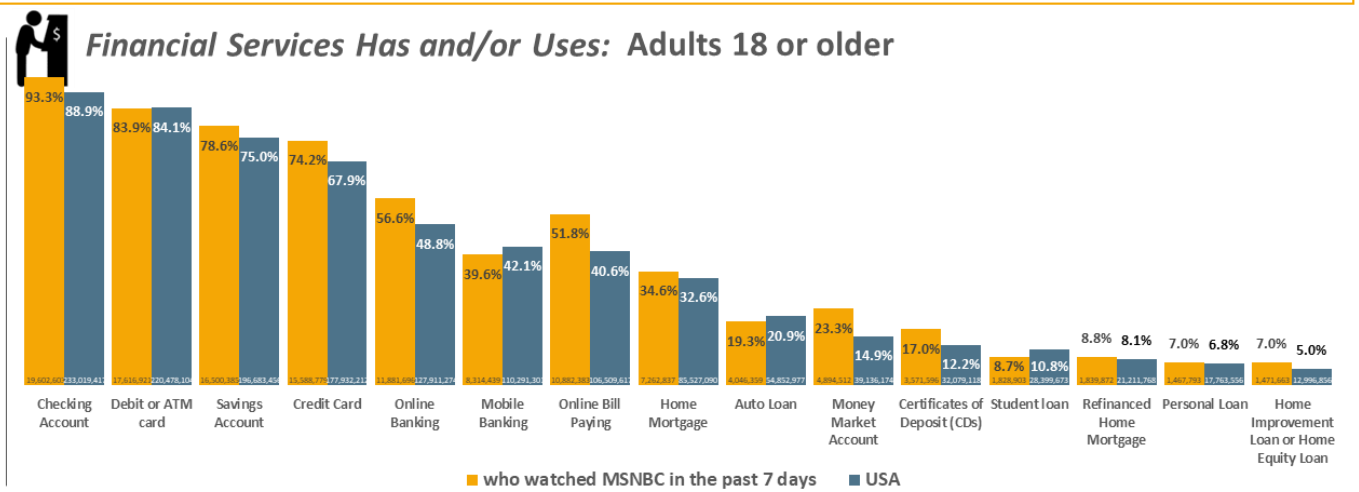
*Cable networks/stations watched past 7 days: FOX News Channel*

8.% or 21,005,275 of USA Adults 18 or older watched MSNBC in the past 7 days.
Adults 18 or older who watched MSNBC in the past 7 days are 4.7% less likely to have a 401K, 7.9% less likely to have an Auto Loan, 17.7% more likely to Invest/Trade Stocks Online, 4.6% less likely to pay with their Debit Card.

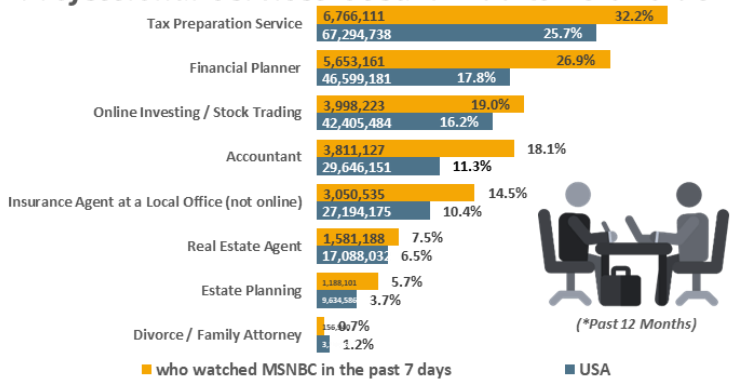
## *Investments Owned:* Adults 18 or older



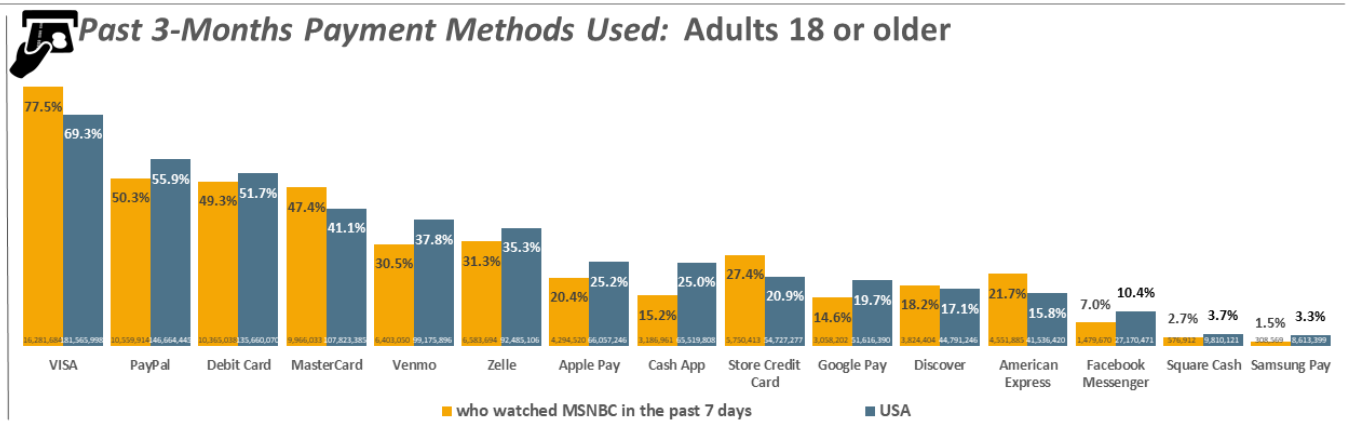

## *Financial Services Has and/or Uses:* Adults 18 or older




## *Professional Services Used*:* Adults 18 or older




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




*USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,249*

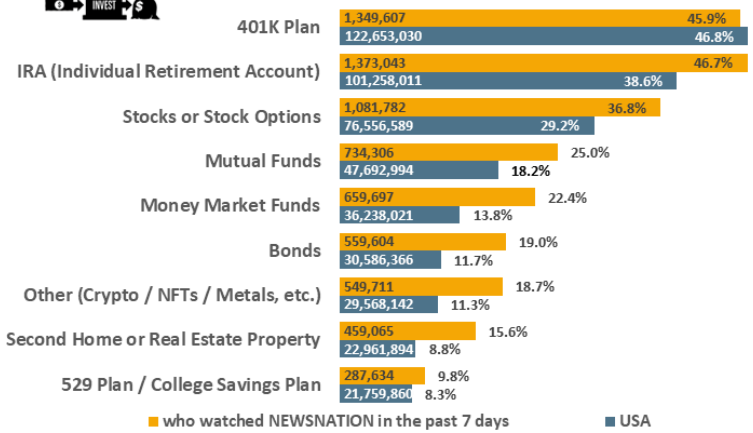
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*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362*

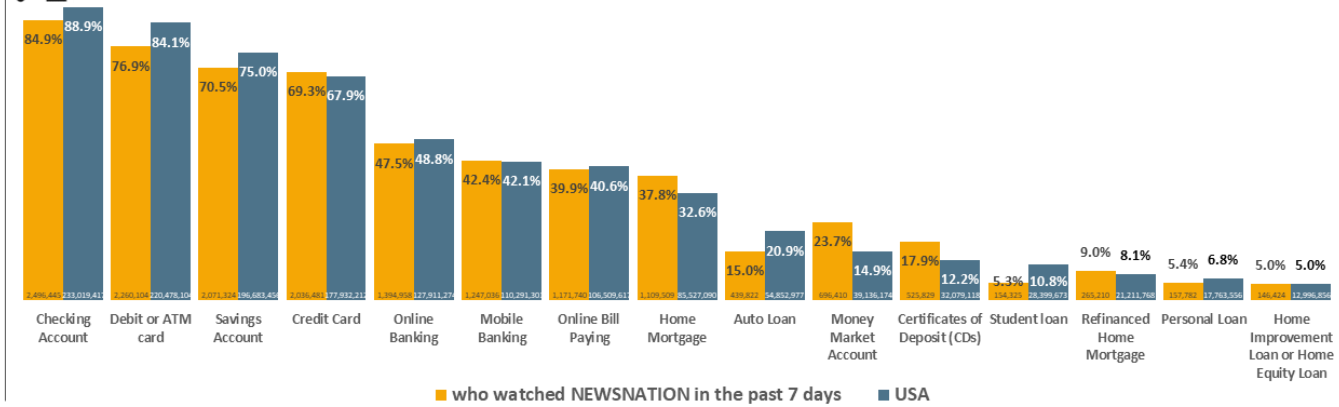
*Cable networks/stations watched past 7 days: MSNBC*

1.1% or 2,938,793 of USA Adults 18 or older watched NEWSNATION in the past 7 days.
Adults 18 or older who watched NEWSNATION in the past 7 days are 1.8% less likely to have a 401K, 28.5% less likely to have an Auto Loan, 41.5% more likely to Invest/Trade Stocks Online, .2% more likely to pay with their Debit Card.

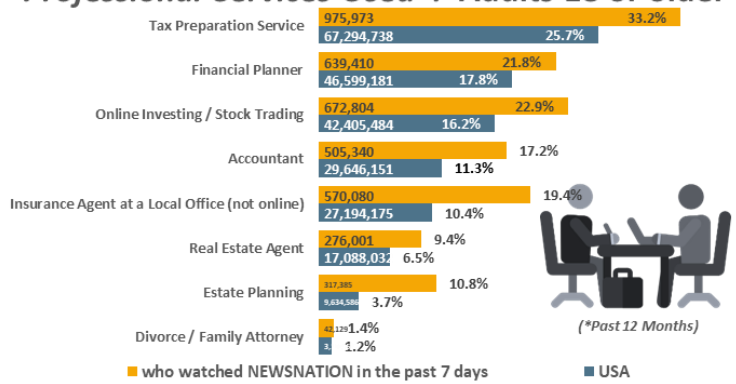
## *Investments Owned:* Adults 18 or older



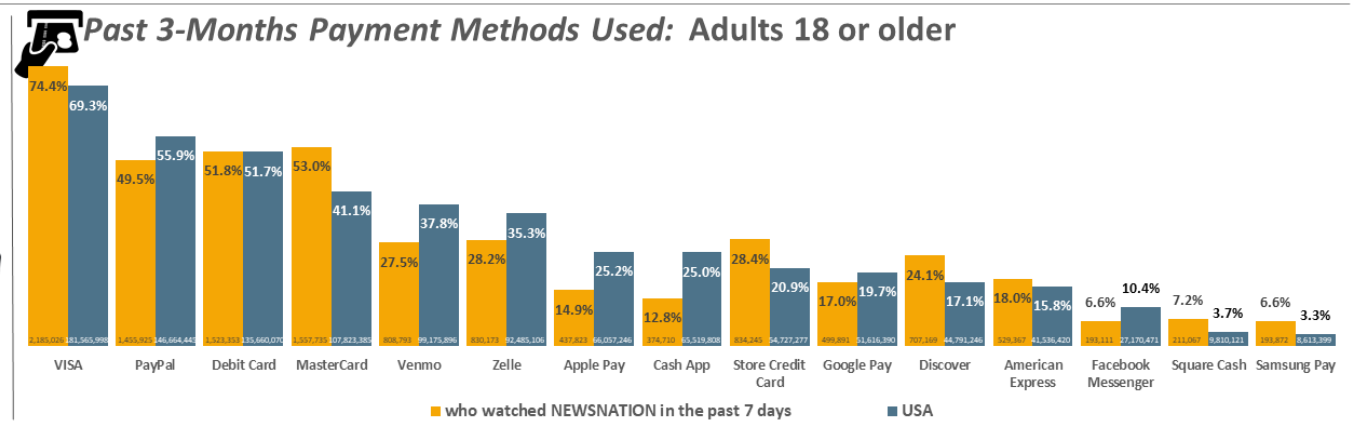

## *Financial Services Has and/or Uses:* Adults 18 or older




## *Professional Services Used*:* Adults 18 or older




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




*USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,249*

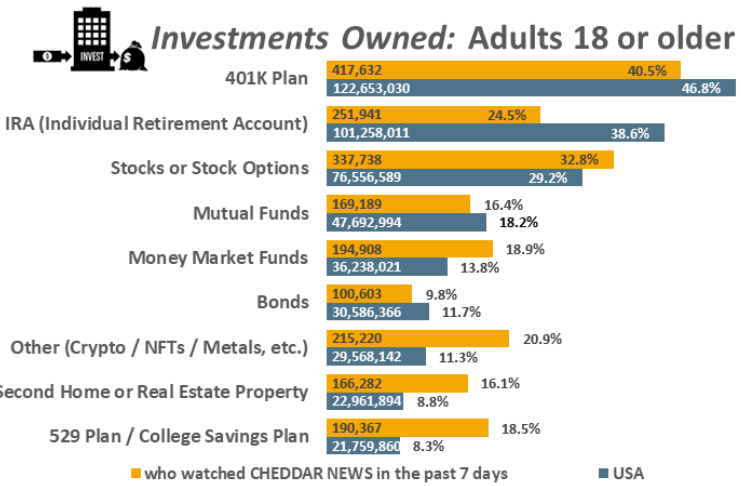
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*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362*

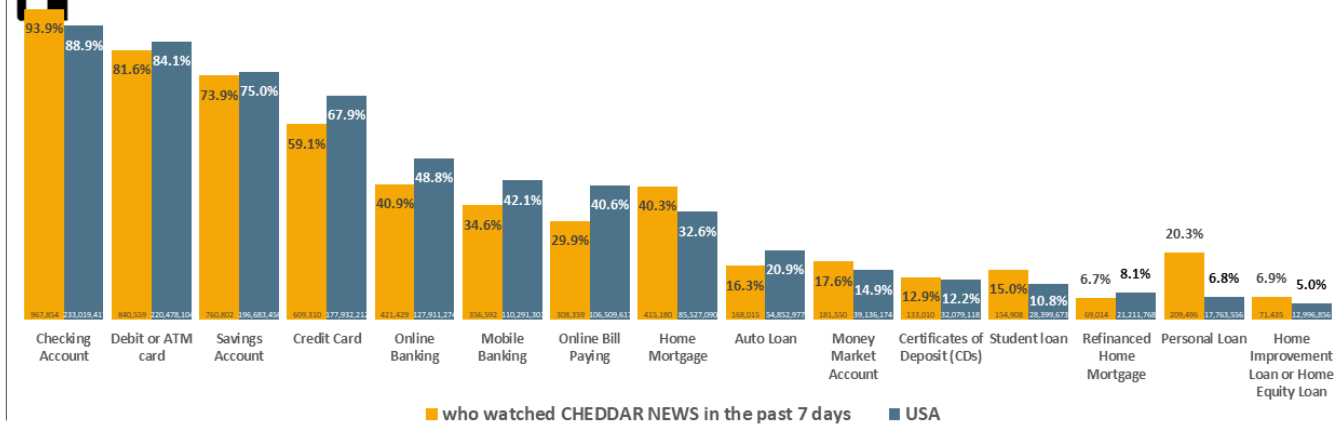
*Cable networks/stations watched past 7 days: NewsNation*

.4% or 1,030,181 of USA Adults 18 or older watched CHEDDAR NEWS in the past 7 days.
Adults 18 or older who watched CHEDDAR NEWS in the past 7 days are 13.3% less likely to have a 401K, 22.% less likely to have an Auto Loan, 35.3% more likely to Invest/Trade Stocks Online, 23.3% more likely to pay with their Debit Card.

## *Investments Owned:* Adults 18 or older



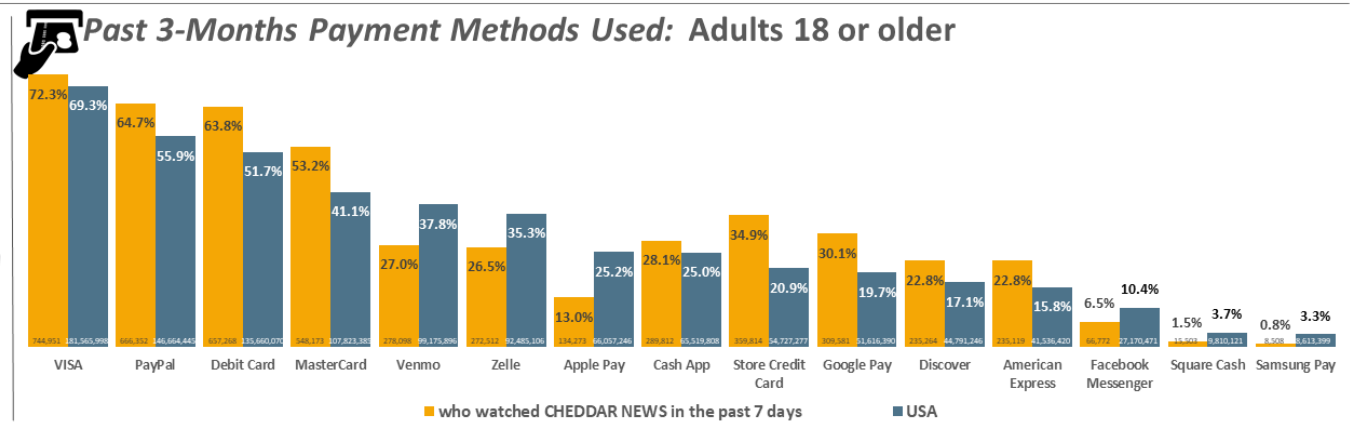

## *Financial Services Has and/or Uses:* Adults 18 or older




## *Professional Services Used*:* Adults 18 or older



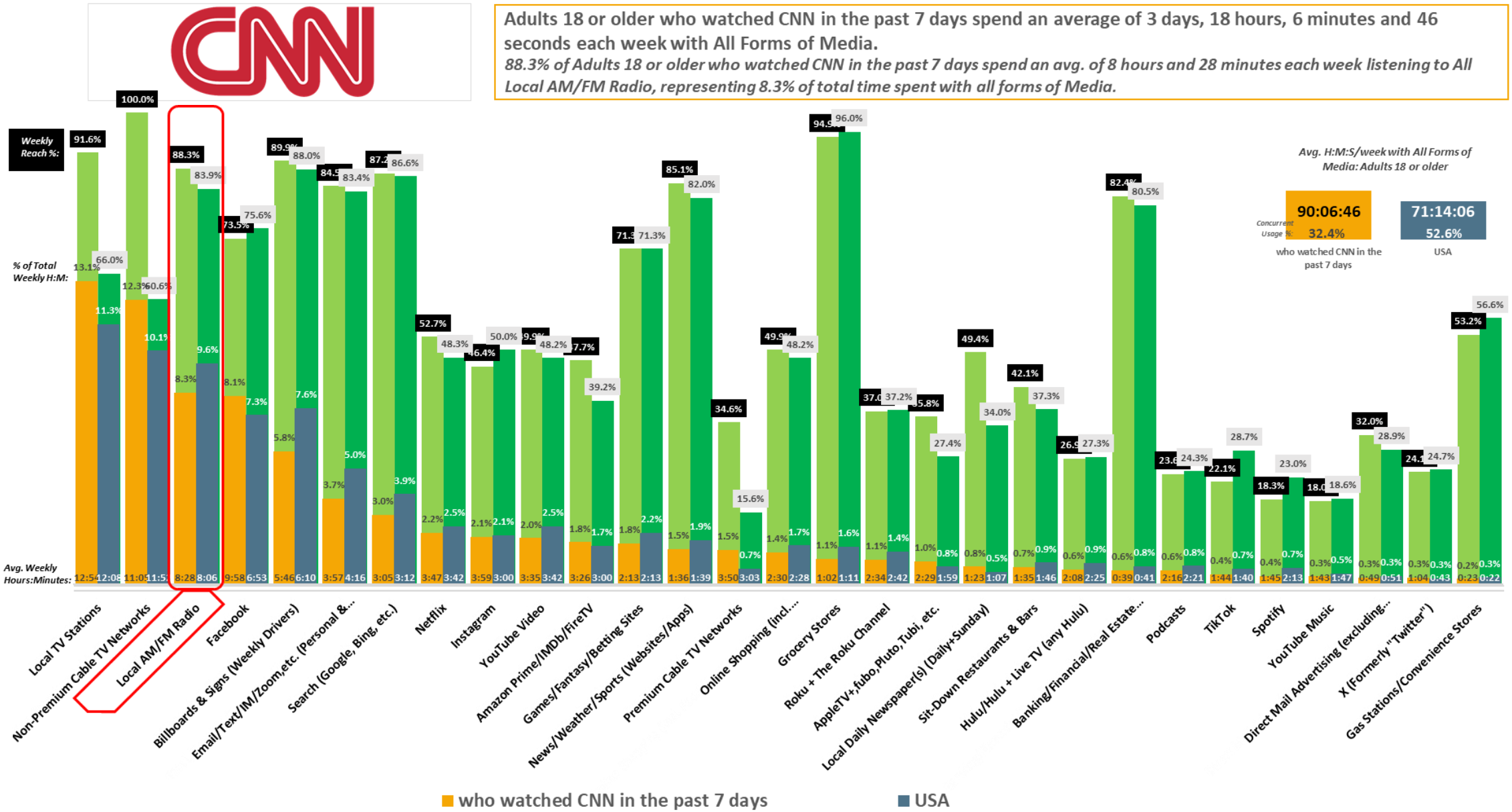

## *Past 3-Months Payment Methods Used:* Adults 18 or older




*USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,249*

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*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362*



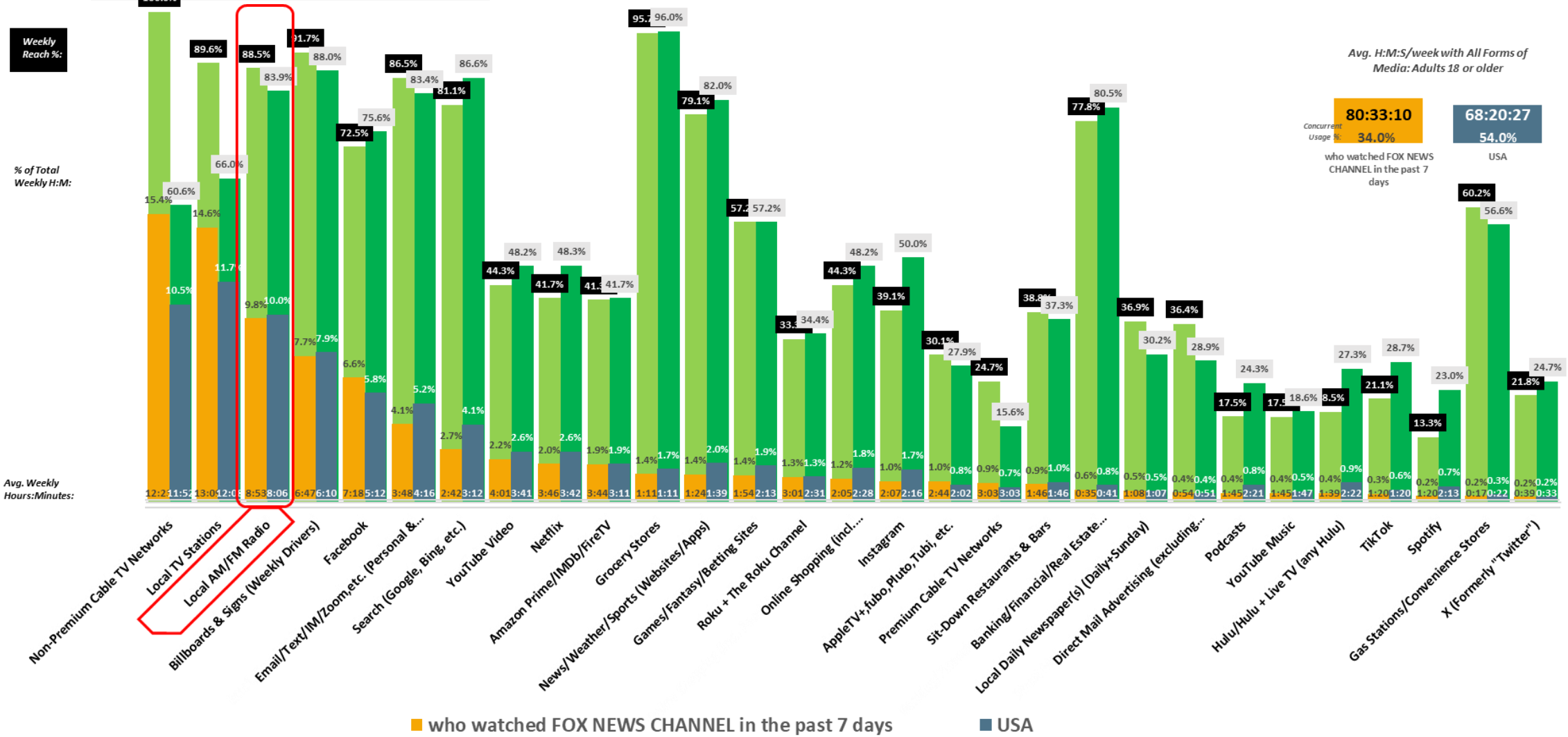

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,249USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362

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**Adults 18 or older who watched FOX NEWS CHANNEL in the past 7 days spend an average of 3 days, 8 hours, 33 minutes and 10 seconds each week with All Forms of Media.**

***88.5% of Adults 18 or older who watched FOX NEWS CHANNEL in the past 7 days spend an avg. of 8 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.***





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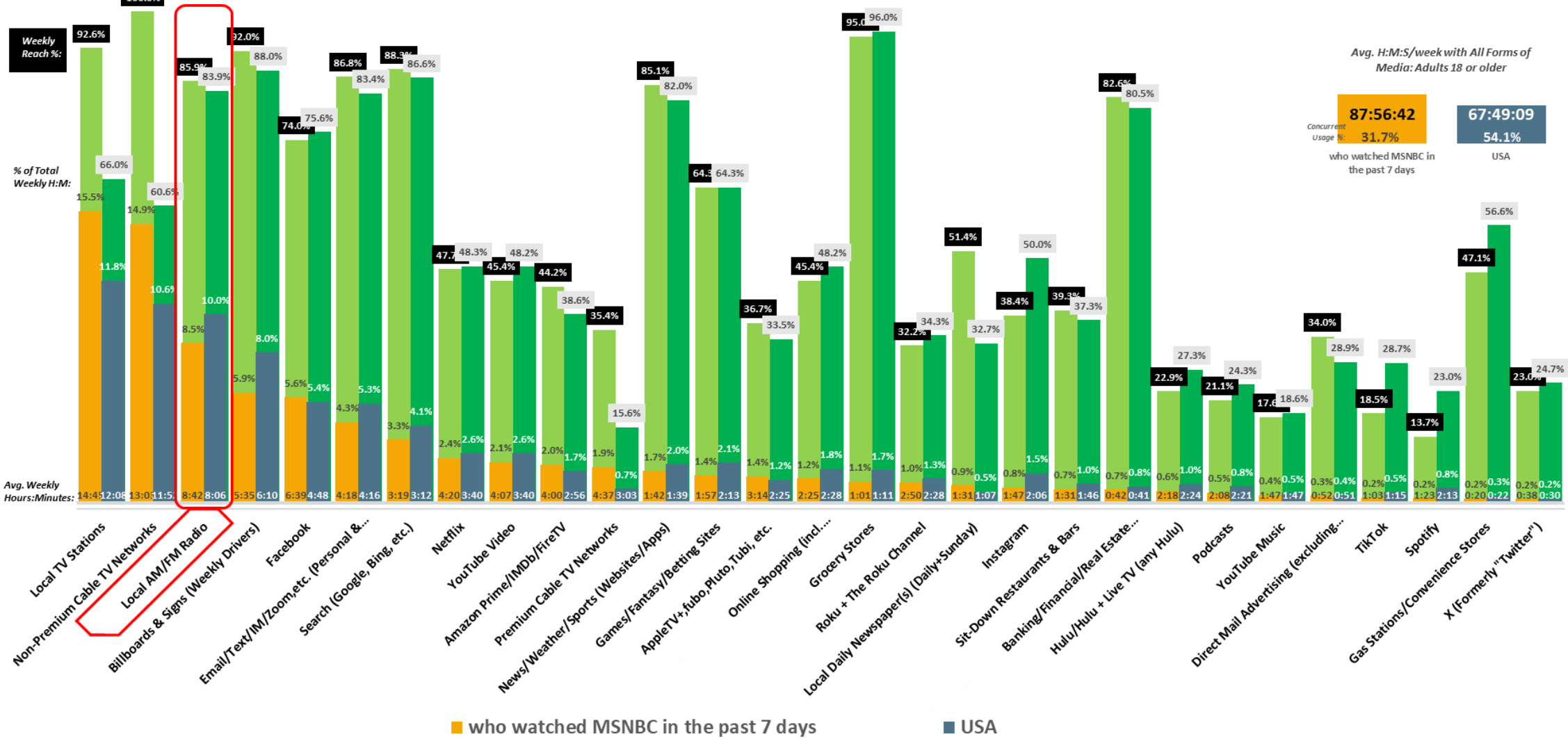
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*Cable networks/stations watched past 7 days: FOX News Channel*

# MSNBC

**Adults 18 or older who watched MSNBC in the past 7 days spend an average of 3 days, 15 hours, 56 minutes and 42 seconds each week with All Forms of Media.**

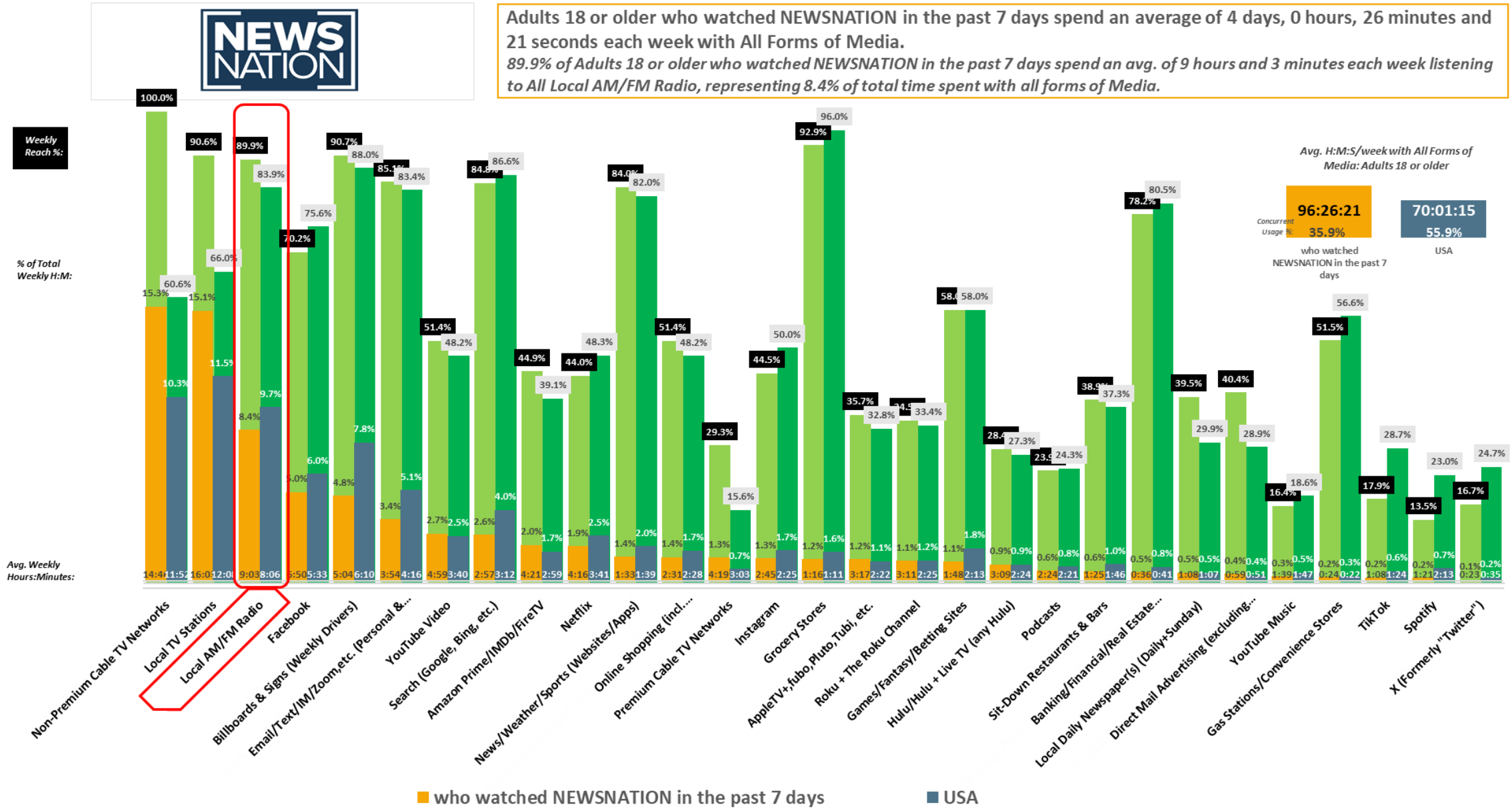
***85.9% of Adults 18 or older who watched MSNBC in the past 7 days spend an avg. of 8 hours and 42 minutes each week listening to All Local AM/FM Radio, representing 8.5% of total time spent with all forms of Media.***




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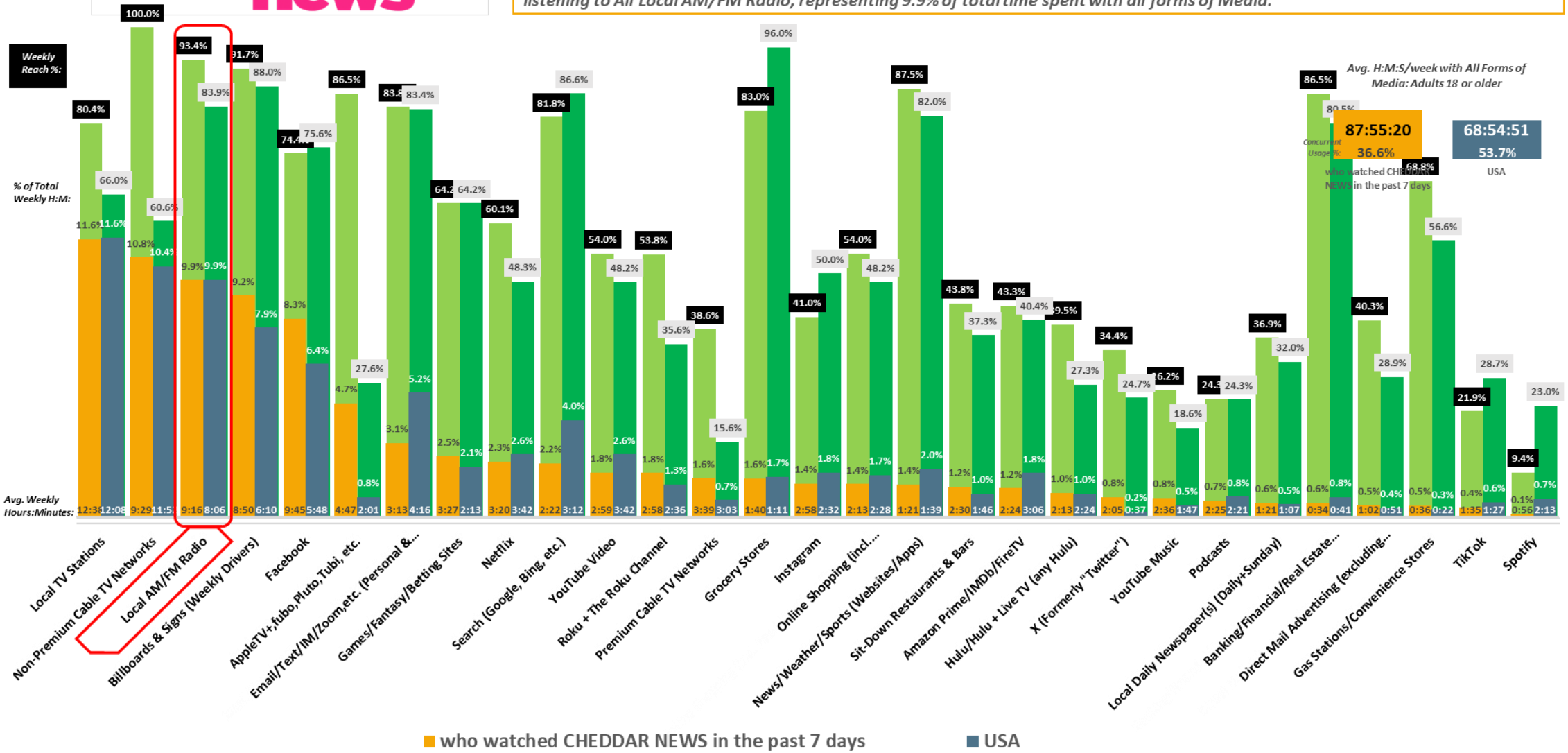
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Cable networks/stations watched past 7 days: NewsNation

cheddar news

**Adults 18 or older who watched CHEDDAR NEWS in the past 7 days spend an average of 3 days, 15 hours, 55 minutes and 20 seconds each week with All Forms of Media.**

***93.4% of Adults 18 or older who watched CHEDDAR NEWS in the past 7 days spend an avg. of 9 hours and 16 minutes each week listening to All Local AM/FM Radio, representing 9.9% of total time spent with all forms of Media.***

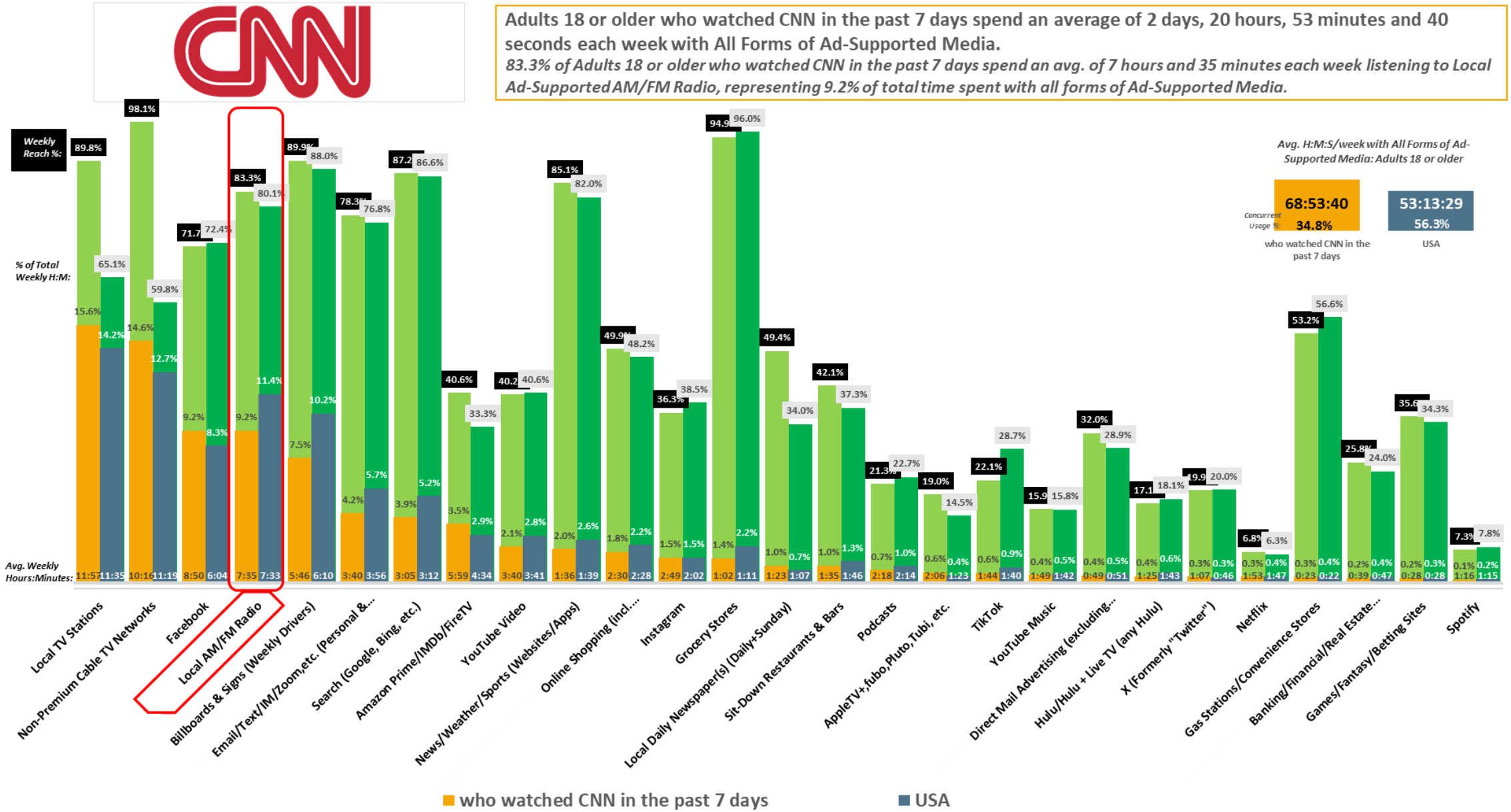




USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,249USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362

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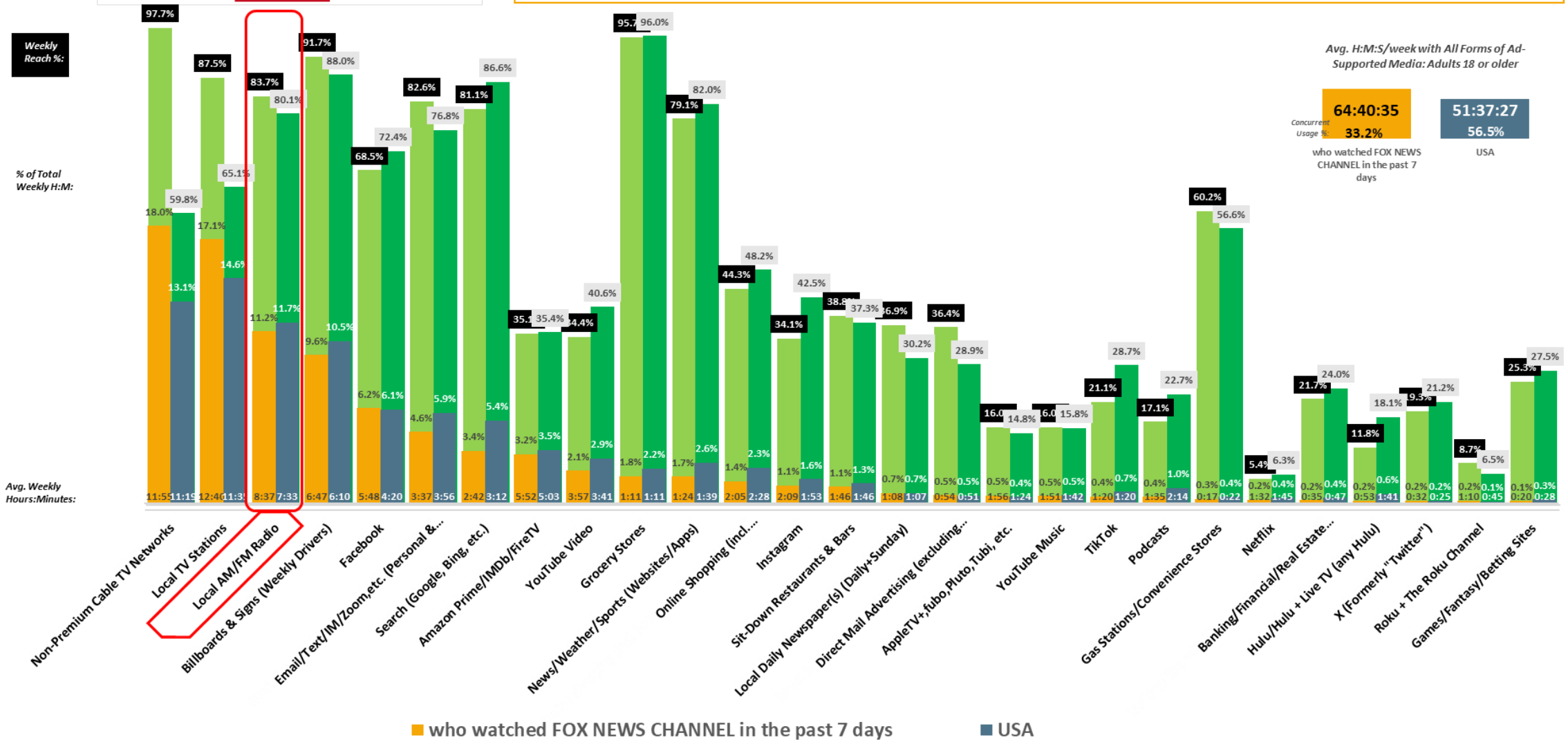
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**Adults 18 or older who watched FOX NEWS CHANNEL in the past 7 days spend an average of 2 days, 16 hours, 40 minutes and 35 seconds each week with All Forms of Ad-Supported Media.**

***83.7% of Adults 18 or older who watched FOX NEWS CHANNEL in the past 7 days spend an avg. of 8 hours and 37 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.2% of total time spent with all forms of Ad-Supported Media.***




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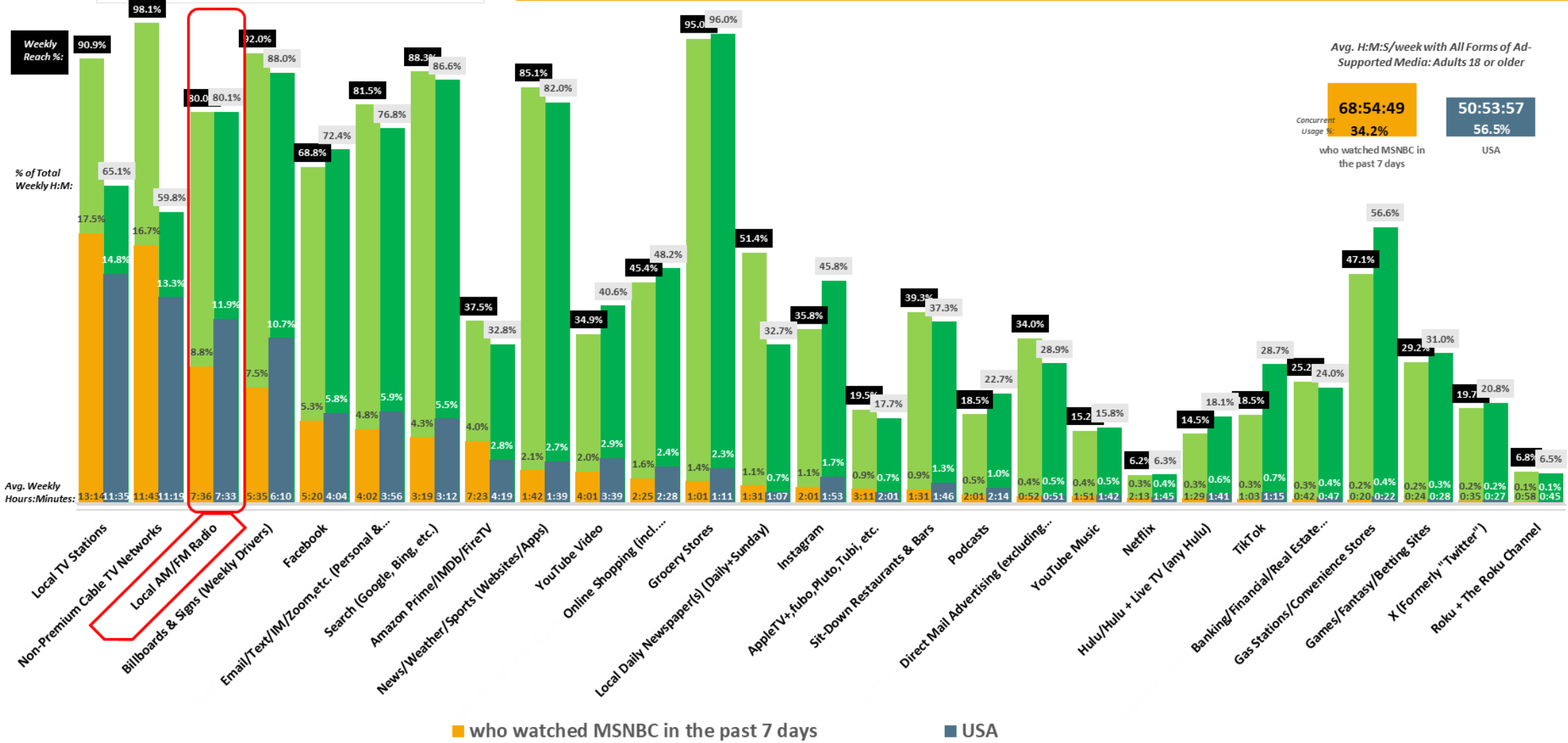
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*Cable networks/stations watched past 7 days: FOX News Channel*

# MSNBC

**Adults 18 or older who watched MSNBC in the past 7 days spend an average of 2 days, 20 hours, 54 minutes and 49 seconds each week with All Forms of Ad-Supported Media.**

***80.% of Adults 18 or older who watched MSNBC in the past 7 days spend an avg. of 7 hours and 36 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.8% of total time spent with all forms of Ad-Supported Media.***

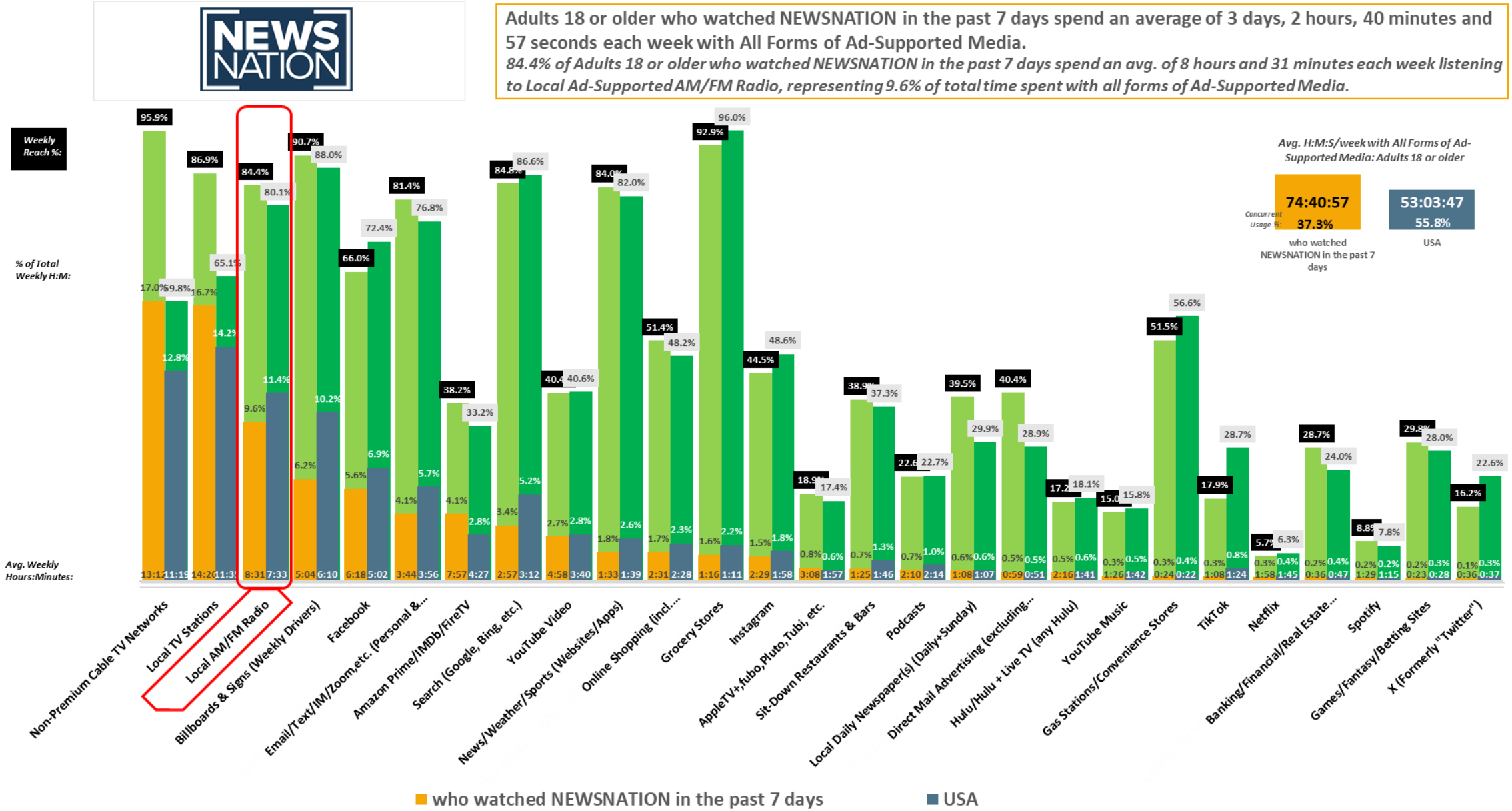



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*Cable networks/stations watched past 7 days: MSNBC*




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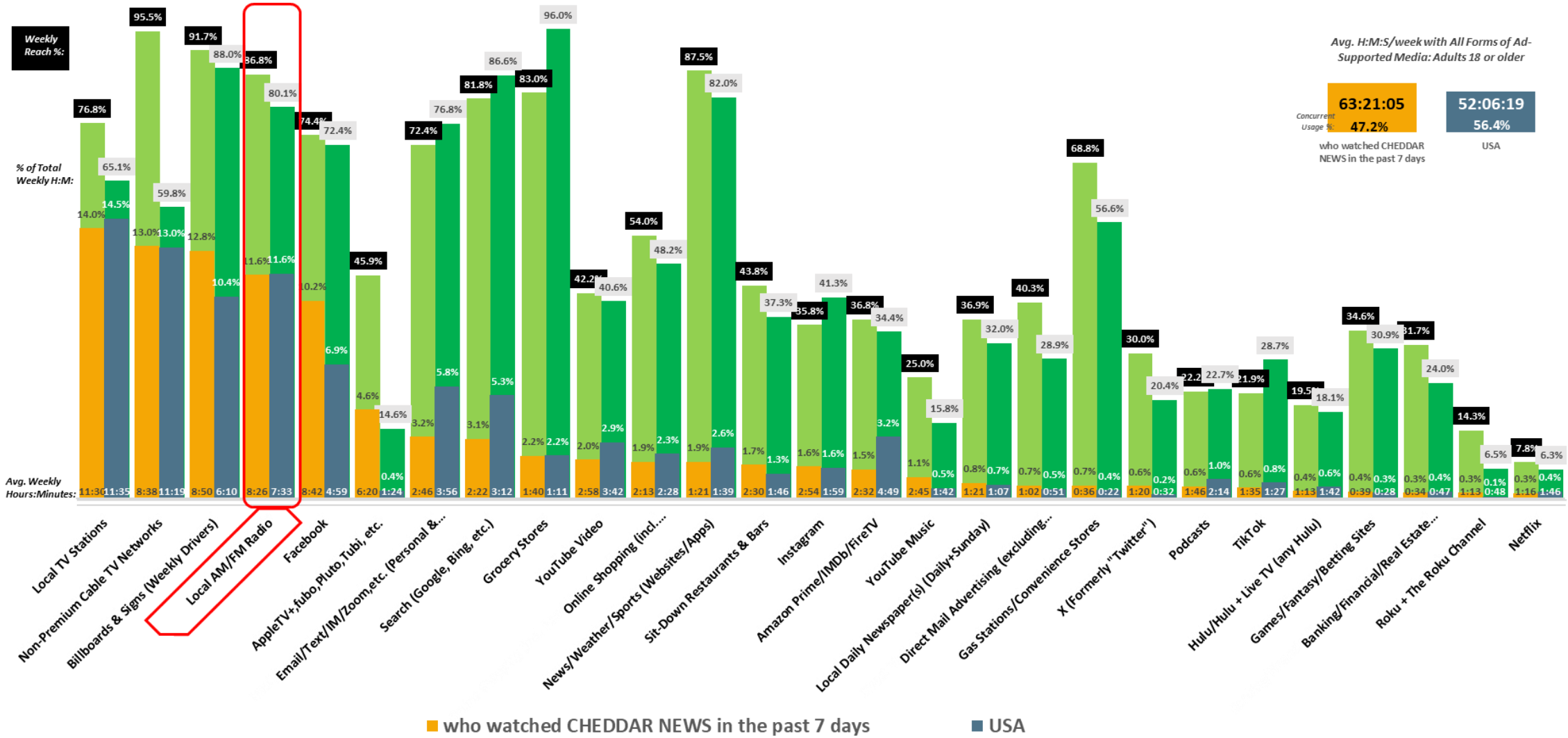
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*Cable networks/stations watched past 7 days: NewsNation*

cheddar news

**Adults 18 or older who watched CHEDDAR NEWS in the past 7 days spend an average of 2 days, 15 hours, 21 minutes and 5 seconds each week with All Forms of Ad-Supported Media.**

***86.8% of Adults 18 or older who watched CHEDDAR NEWS in the past 7 days spend an avg. of 8 hours and 26 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.6% of total time spent with all forms of Ad-Supported Media.***





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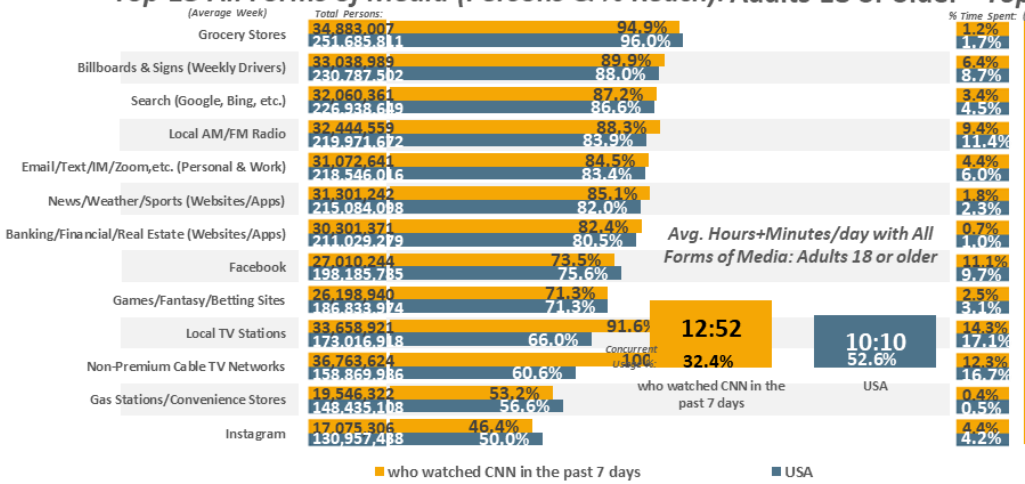
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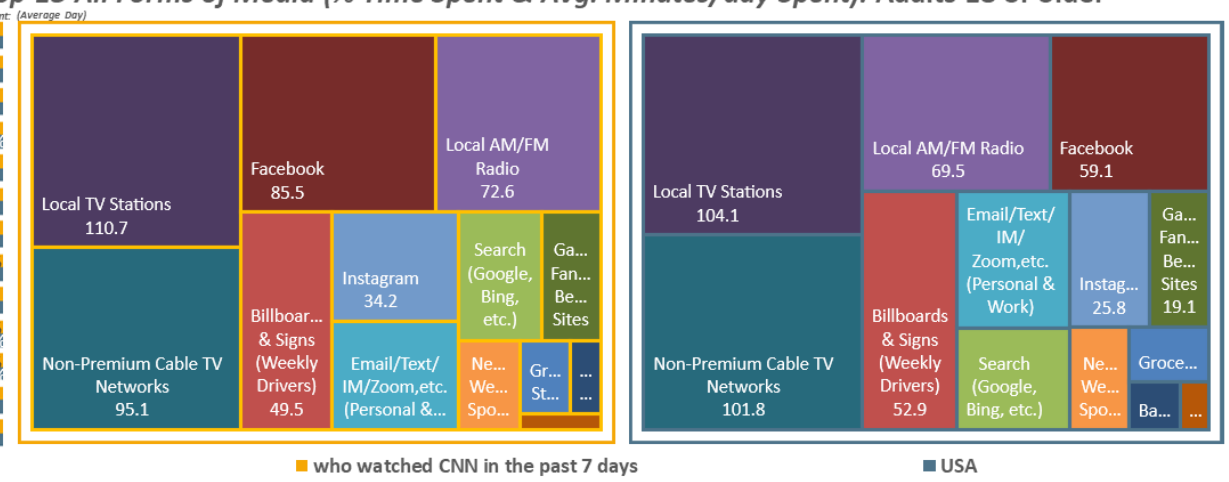
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*Cable networks/stations watched past 7 days: Cheddar News*

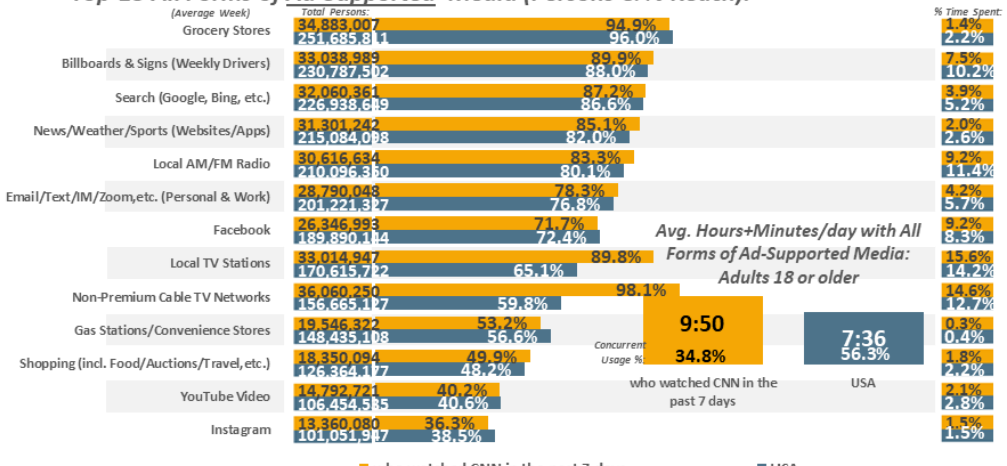
Adults 18 or older who watched CNN in the past 7 days spend an average of 9 hours and 50 minutes each day with All Forms of Ad-Supported Media. 83.3% listen to Local AM/FM Radio for an avg. of 65. minutes/day. *(Local Radio delivers 9.2% of Time with Ad-Supported Media.)*

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

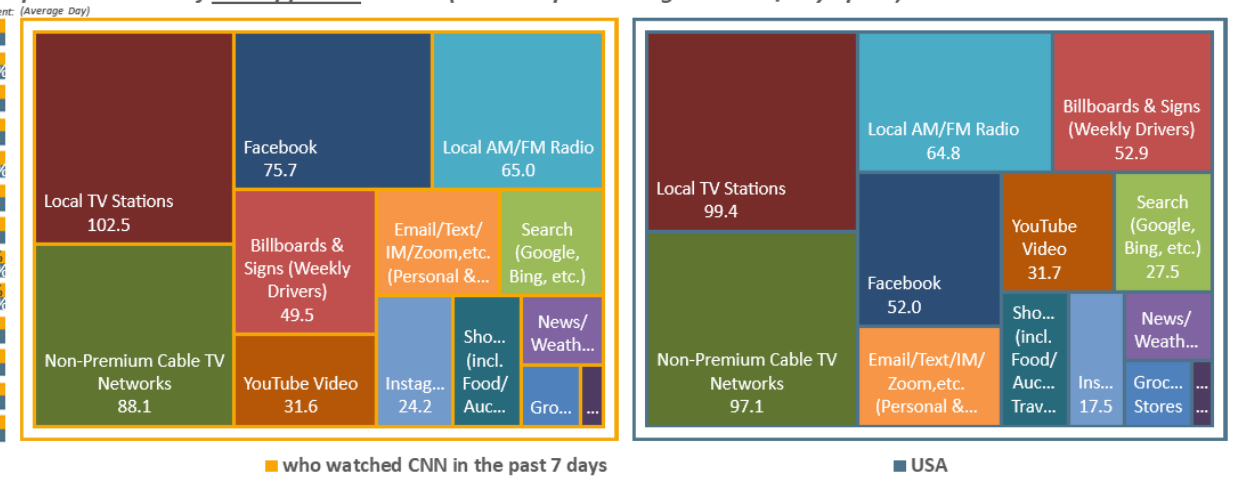



## *Top-13 All Forms of Ad-Supported Media (Persons & % Reach):* Adults 18 or older




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







*USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,249*

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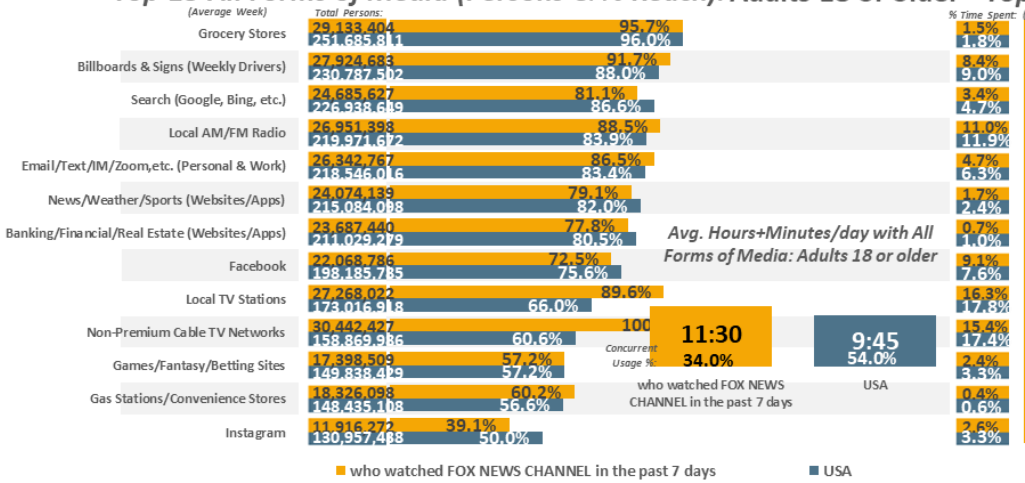
*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362*

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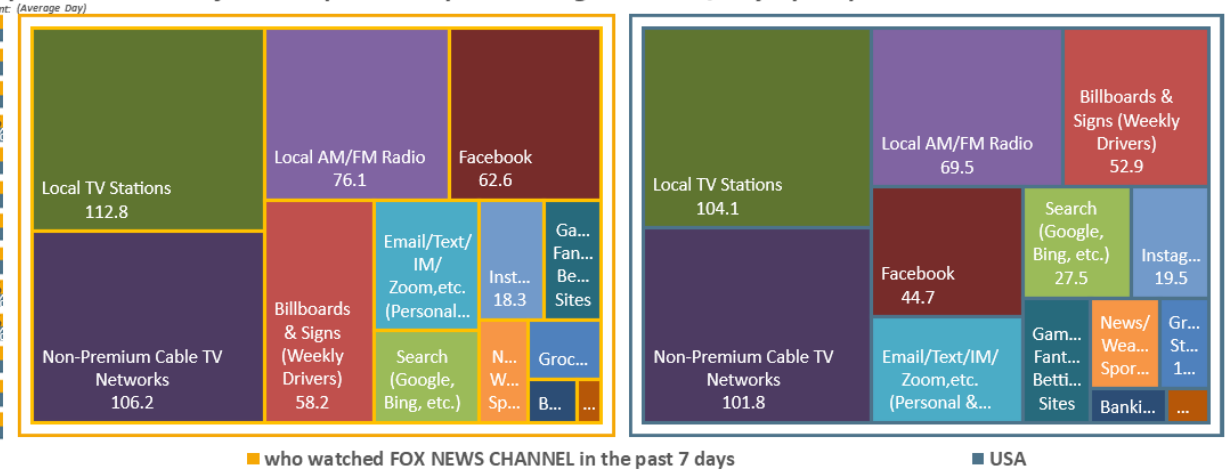
*Cable networks/stations watched past 7 days: CNN*

Adults 18 or older who watched FOX NEWS CHANNEL in the past 7 days spend an average of 9 hours and 14 minutes each day with All Forms of Ad-Supported Media. 83.7% listen to Local AM/FM Radio for an avg. of 73.9 minutes/day. *(Local Radio delivers 11.2% of Time with Ad-Supported Media.)*

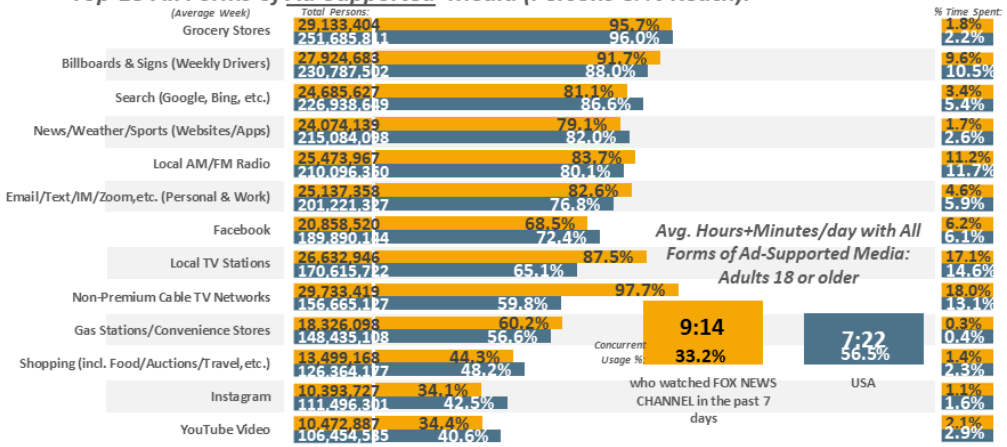
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



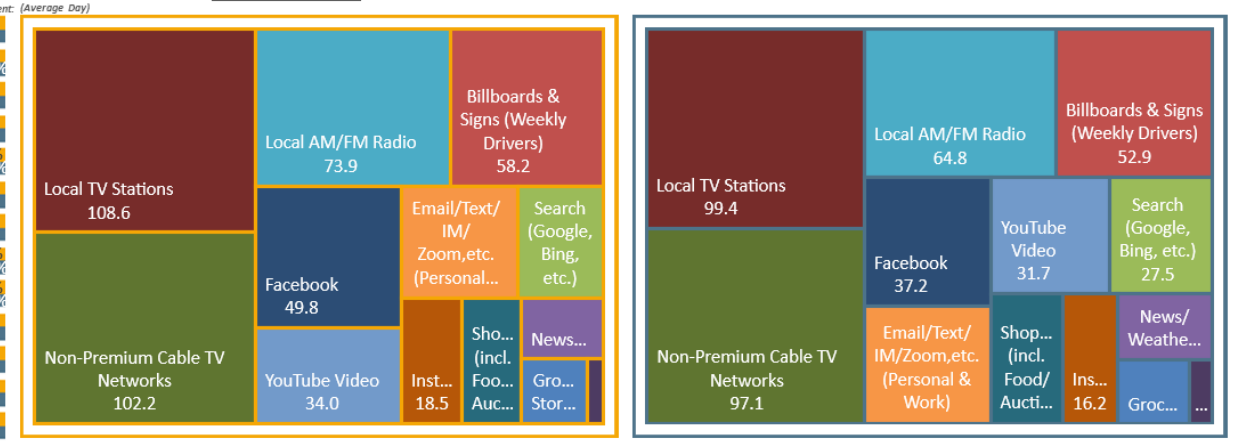

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




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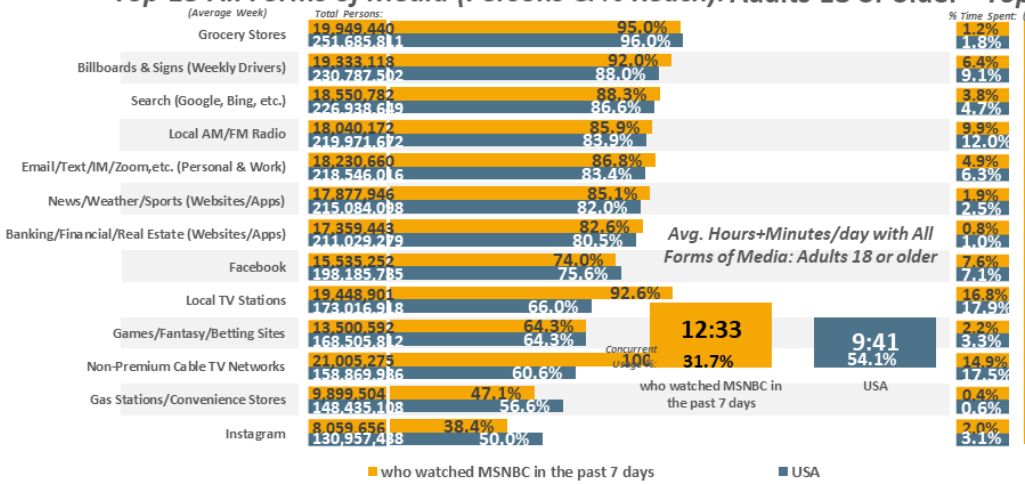
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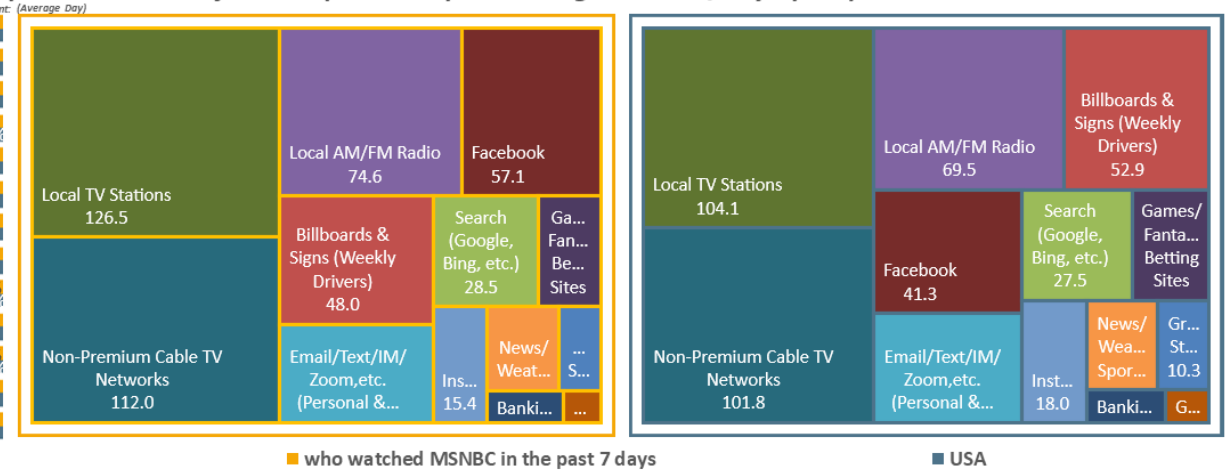
*Cable networks/stations watched past 7 days: FOX News Channel*

Adults 18 or older who watched MSNBC in the past 7 days spend an average of 9 hours and 50 minutes each day with All Forms of Ad-Supported Media. 80.% listen to Local AM/FM Radio for an avg. of 65.2 minutes/day. *(Local Radio delivers 8.8% of Time with Ad-Supported Media.)*

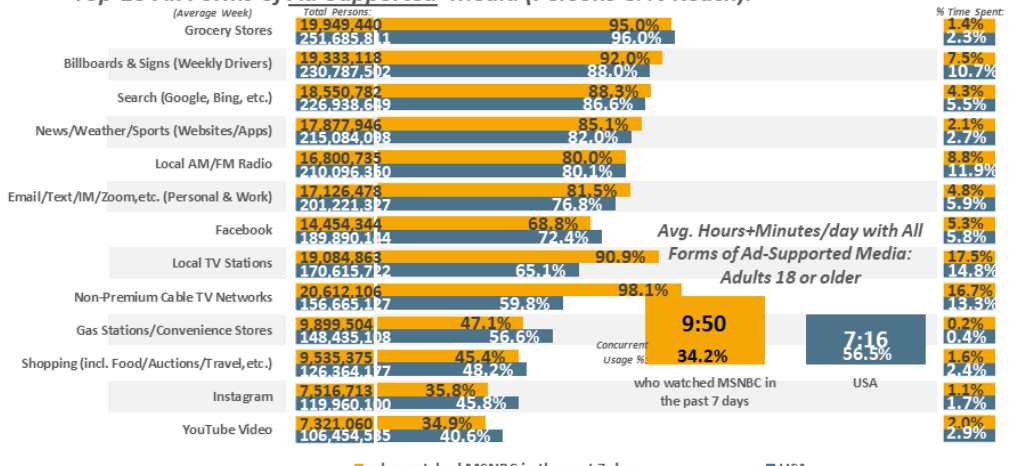
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



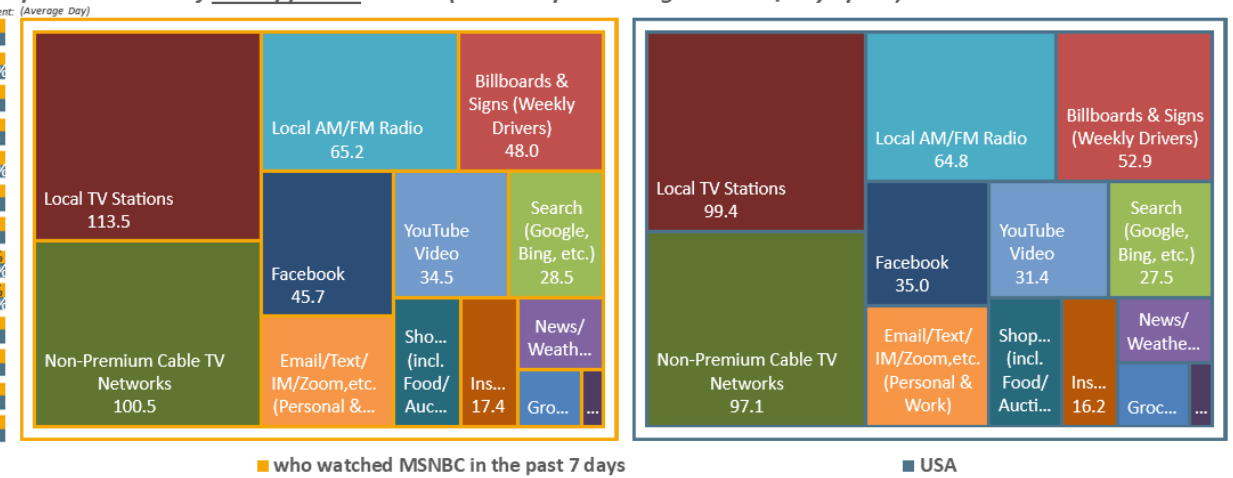

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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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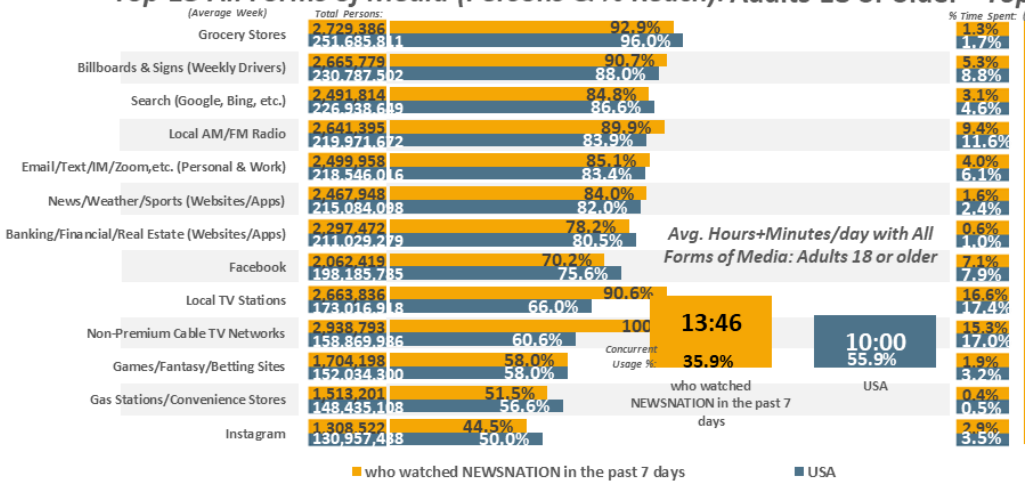
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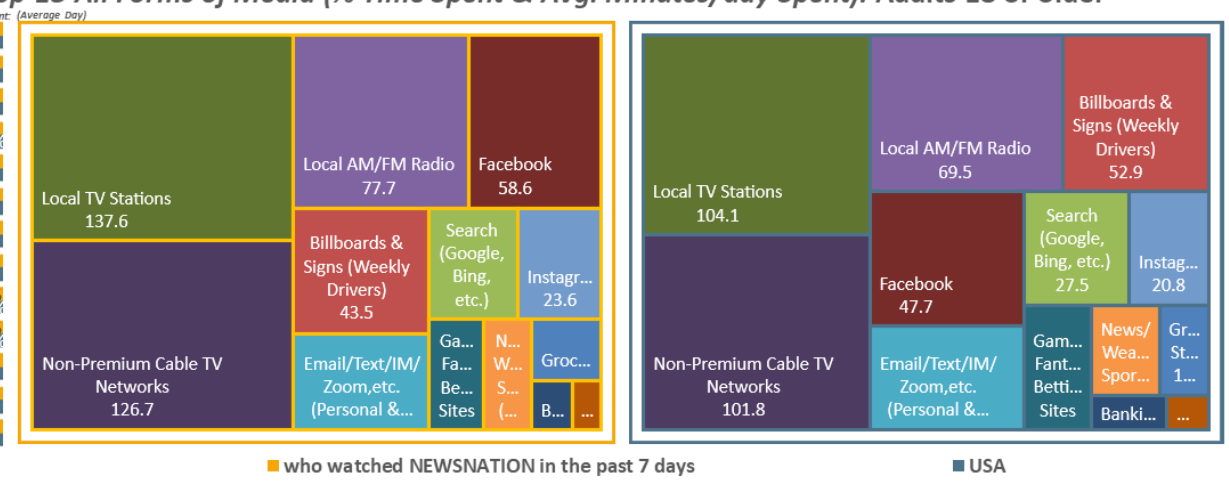
*Cable networks/stations watched past 7 days: MSNBC*

Adults 18 or older who watched NEWSNATION in the past 7 days spend an average of 10 hours and 40 minutes each day with All Forms of Ad-Supported Media. 84.4% listen to Local AM/FM Radio for an avg. of 73. minutes/day. *(Local Radio delivers 9.6% of Time with Ad-Supported Media.)*

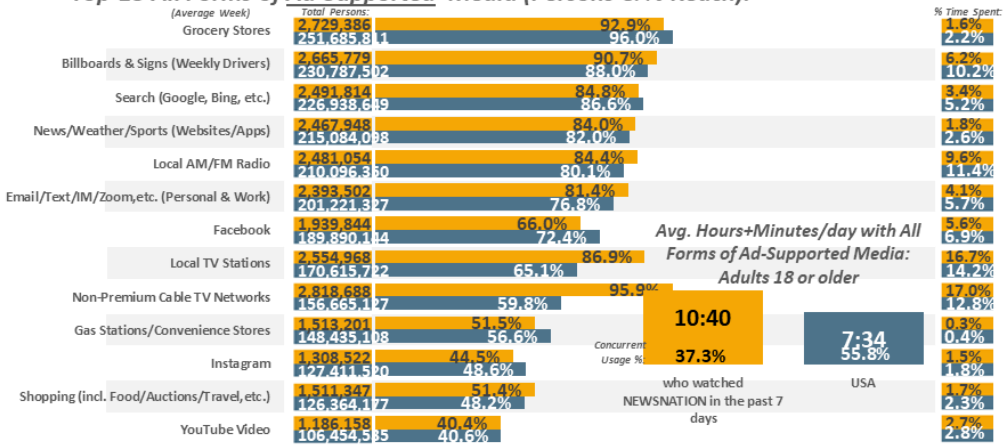
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



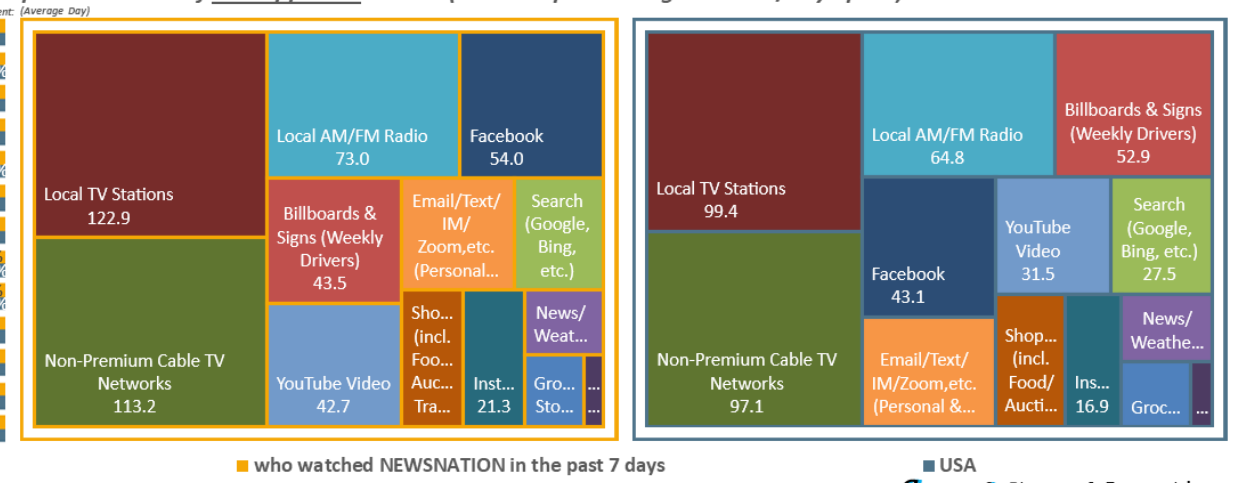

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




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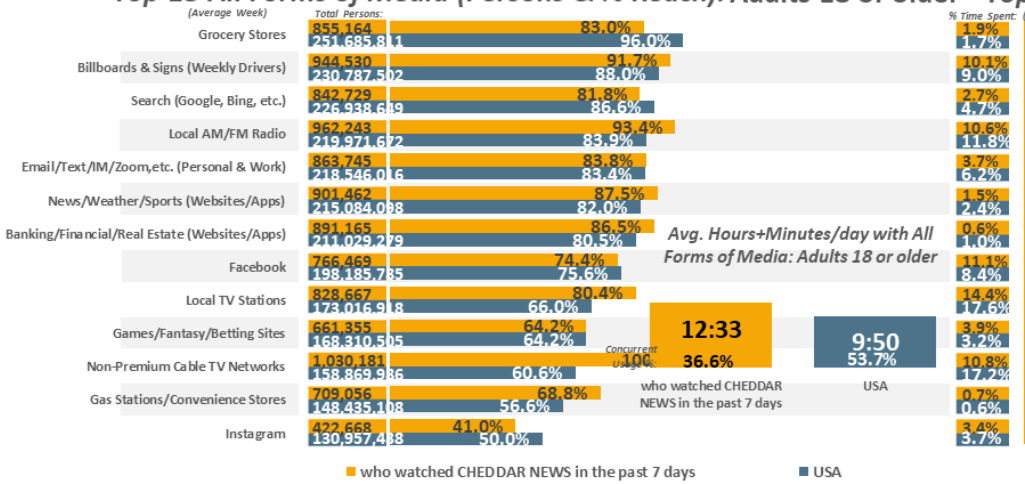
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*Cable networks/stations watched past 7 days: NewsNation*

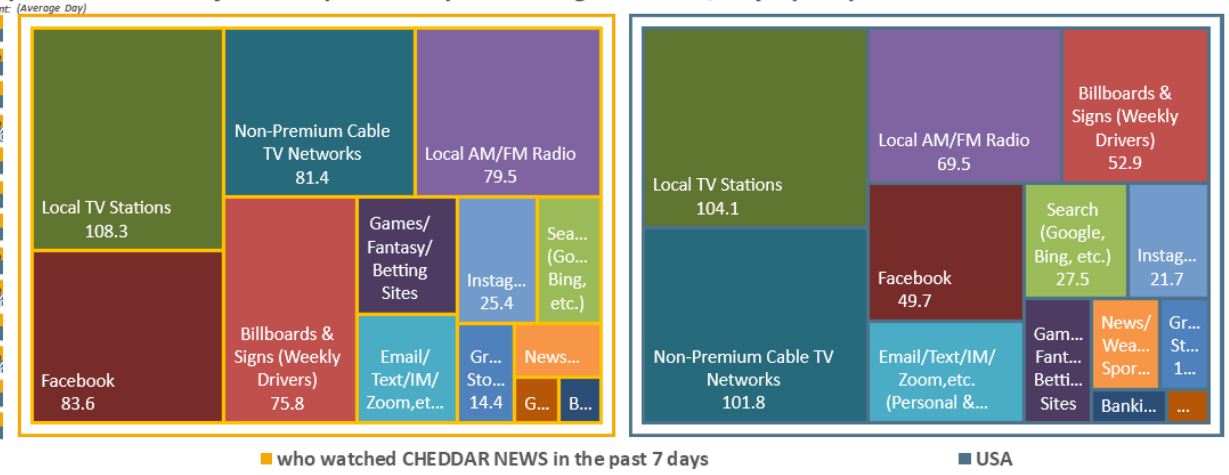
# cheddar news

Adults 18 or older who watched CHEDDAR NEWS in the past 7 days spend an average of 9 hours and 3 minutes each day with All Forms of Ad-Supported Media. 86.8% listen to Local AM/FM Radio for an avg. of 72.3 minutes/day. *(Local Radio delivers 11.6% of Time with Ad-Supported Media.)*

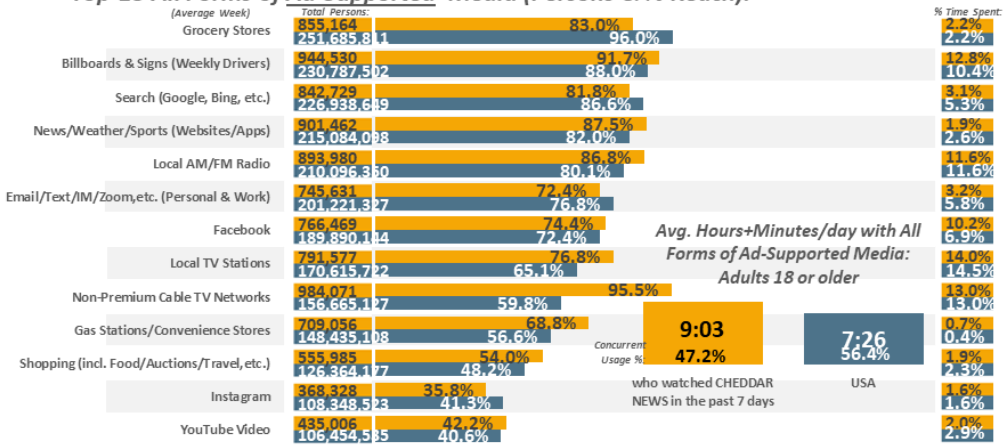
## *Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older



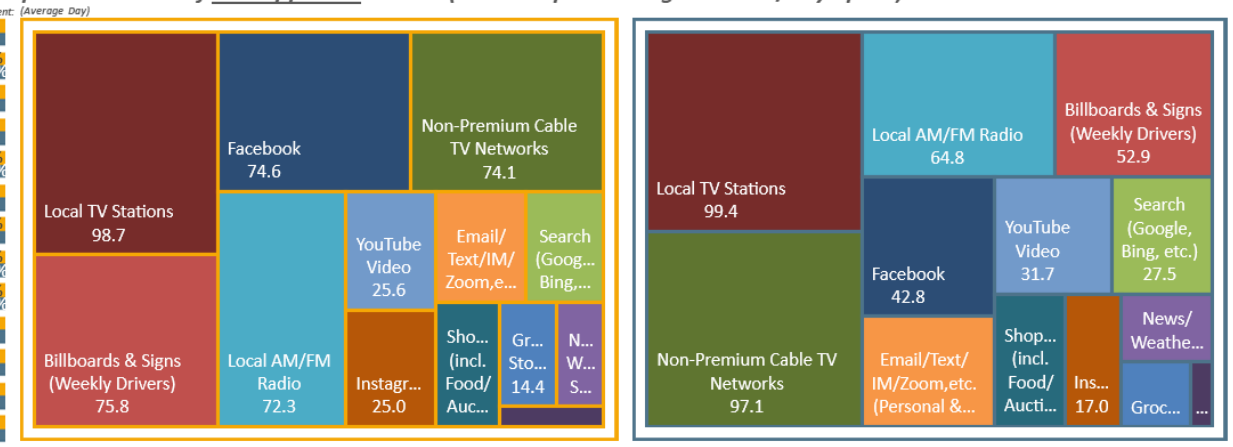

## *Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,249*

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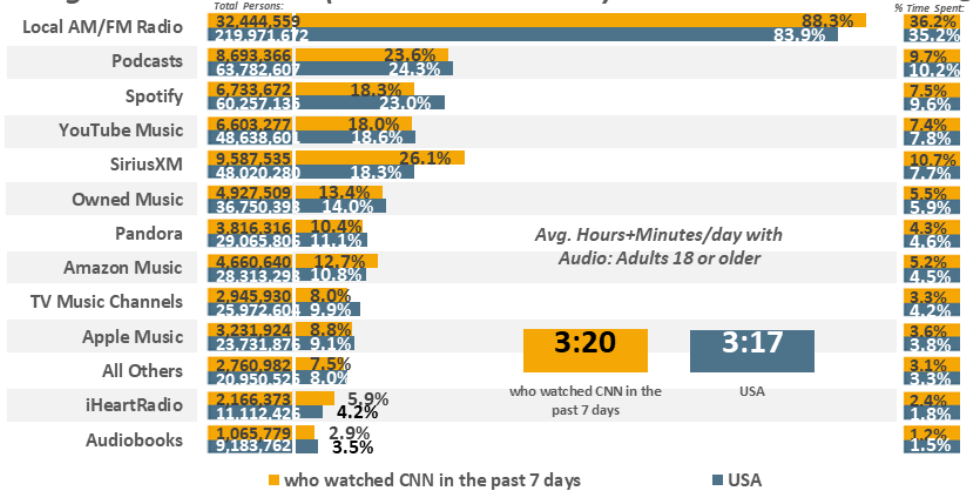
*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362*

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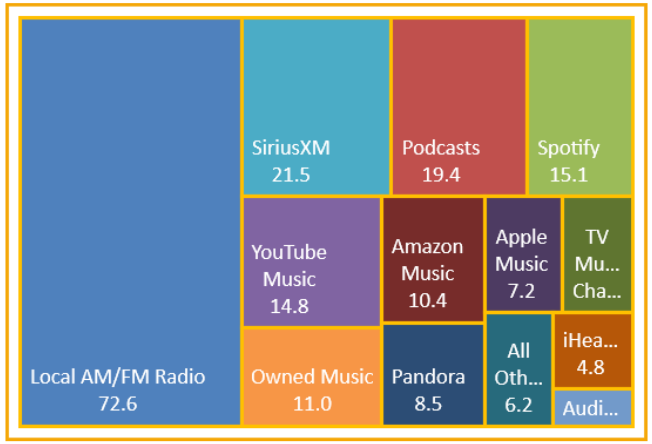
*Cable networks/stations watched past 7 days: Cheddar News*

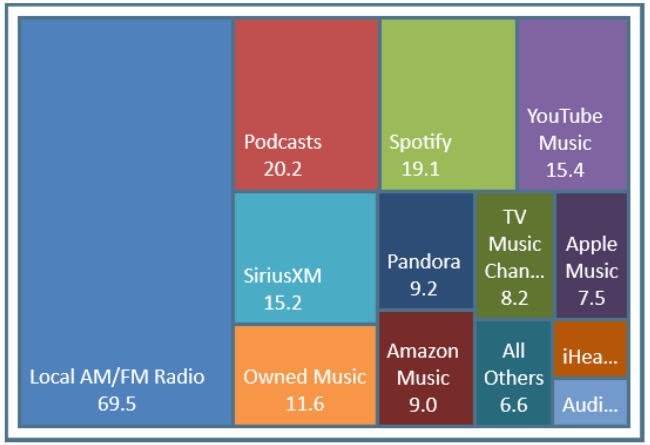
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## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older

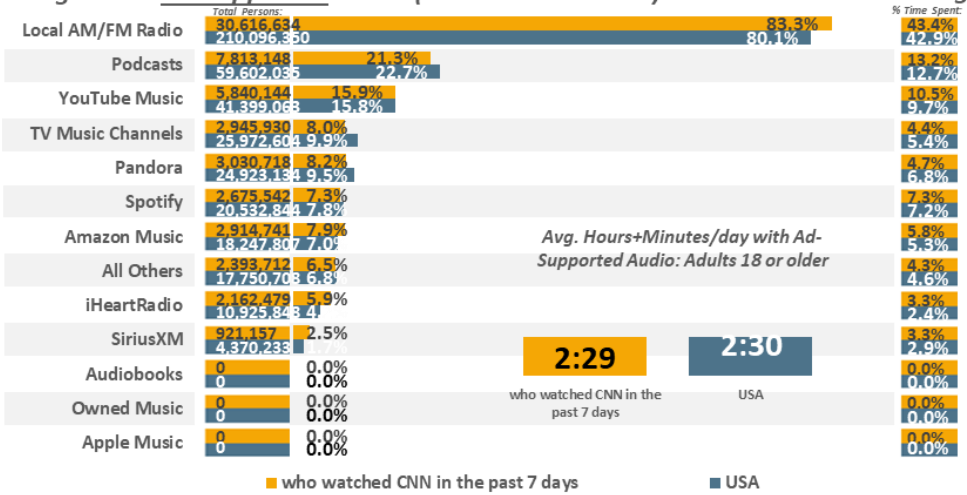



## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

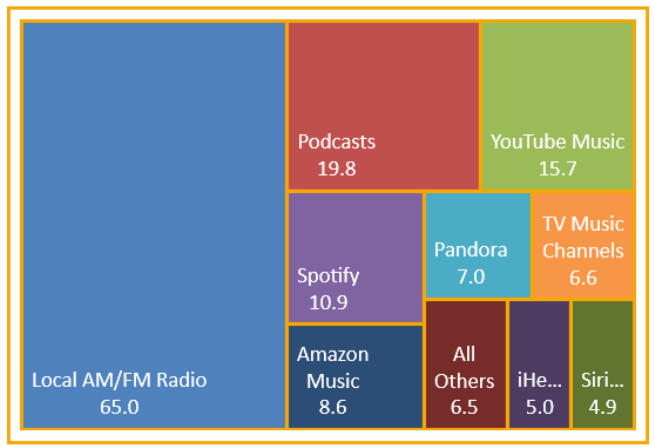


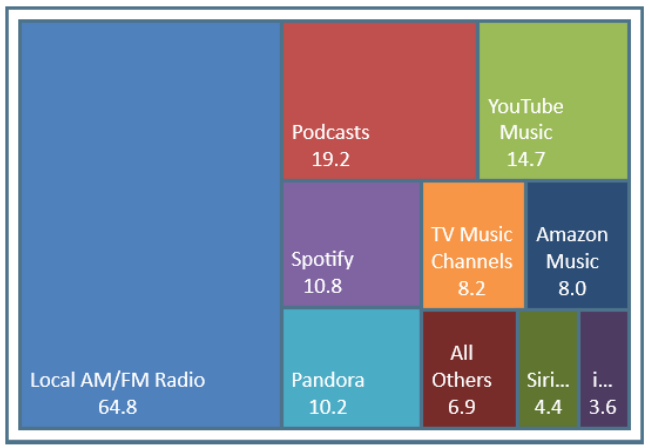




## *Avg. Week Ad-Supported Audio (Persons & % Reach):* Adults 18 or older




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




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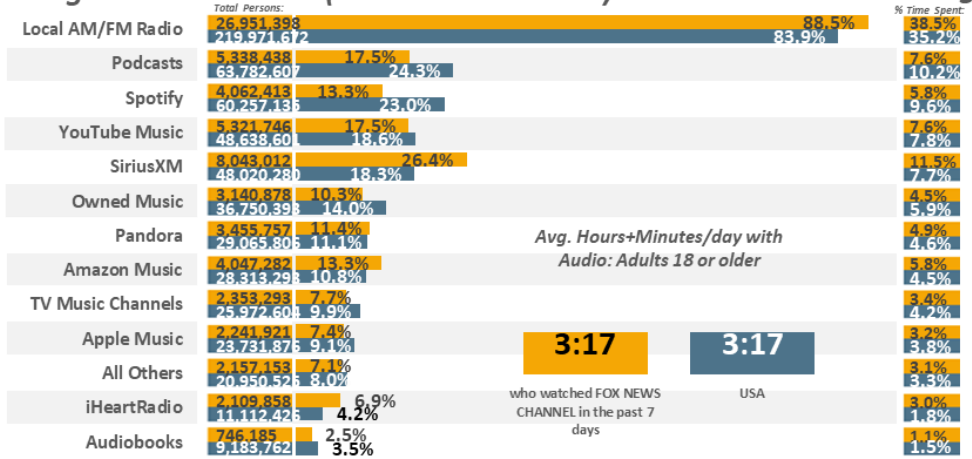
*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362*

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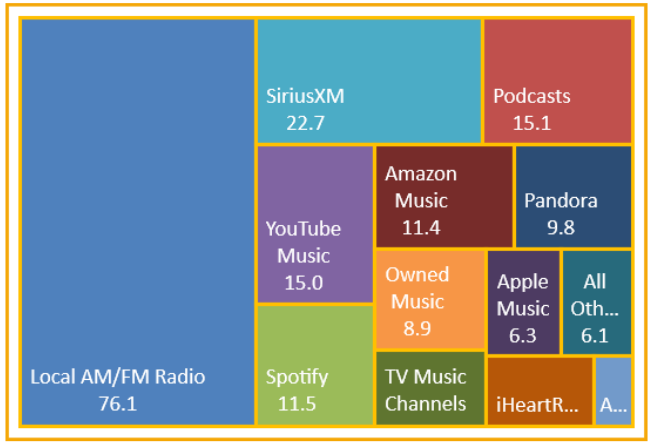
*Cable networks/stations watched past 7 days: CNN*

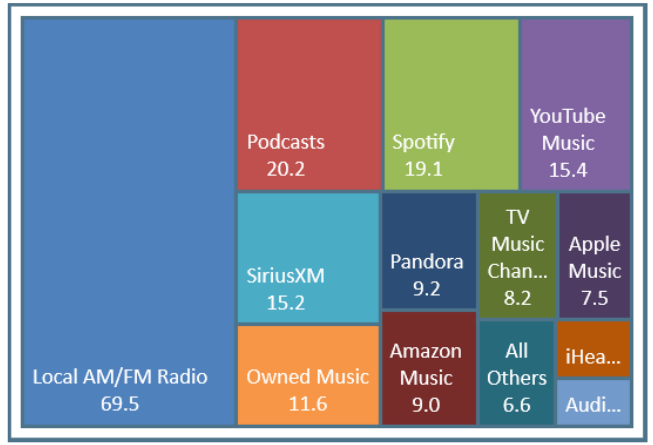
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## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older

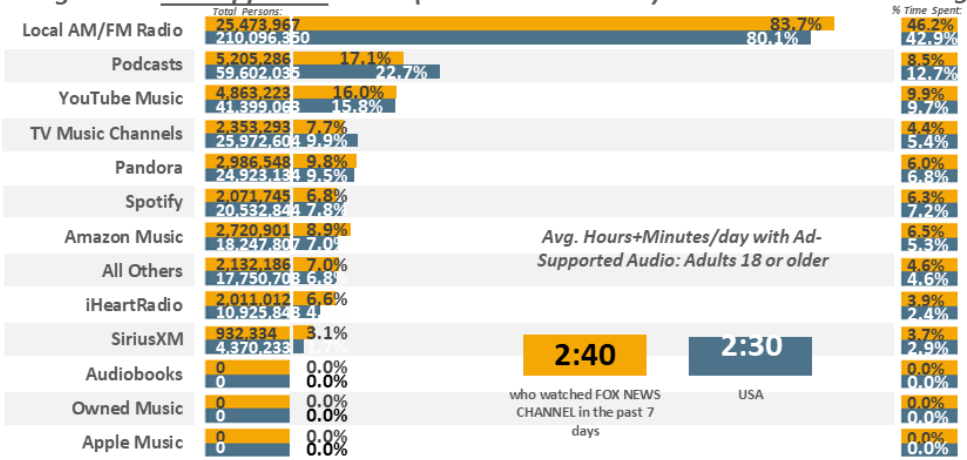



## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

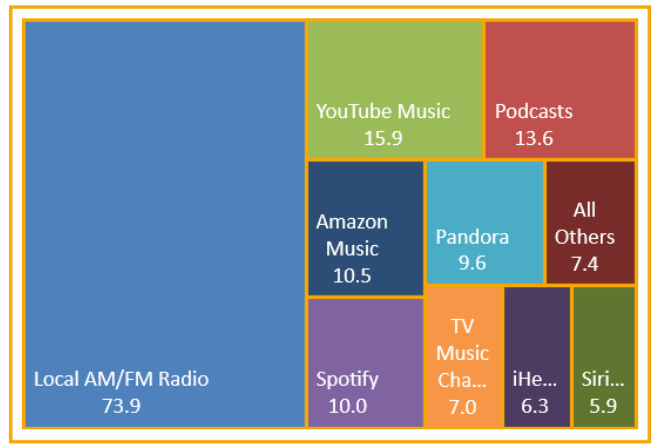


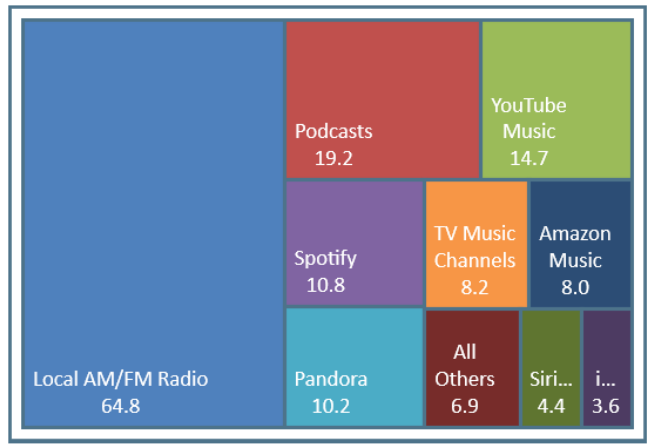




## *Avg. Week Ad-Supported Audio (Persons & % Reach):* Adults 18 or older




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




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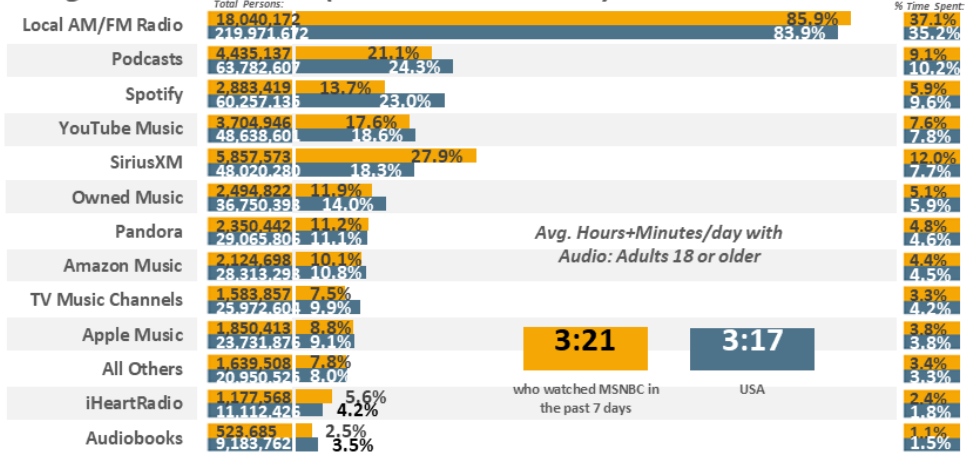
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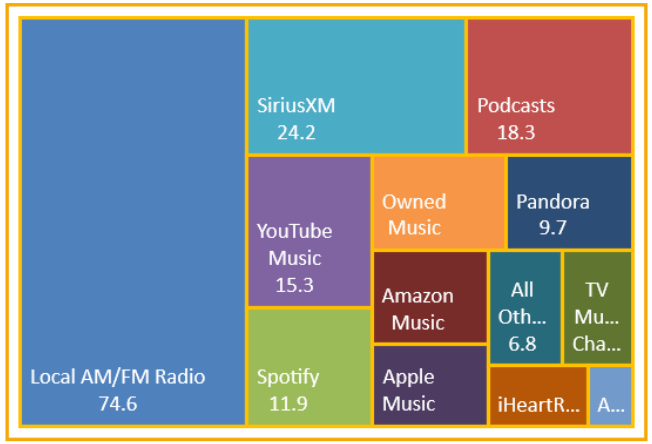
*Cable networks/stations watched past 7 days: FOX News Channel*

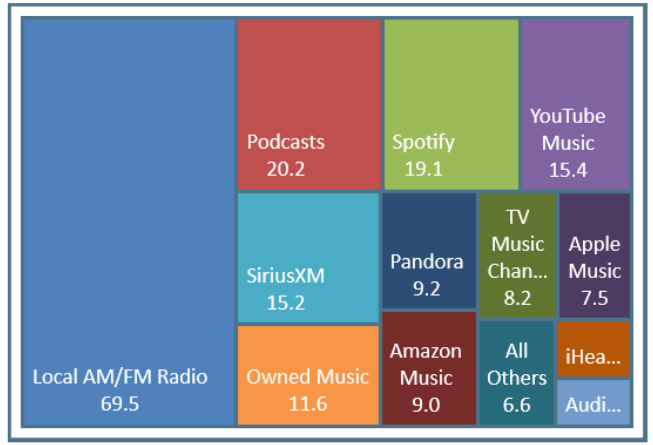
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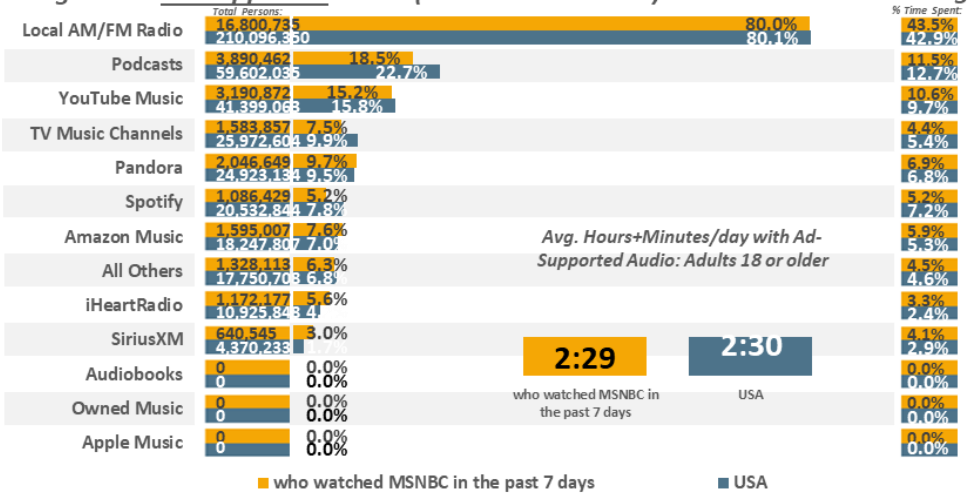



## *Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

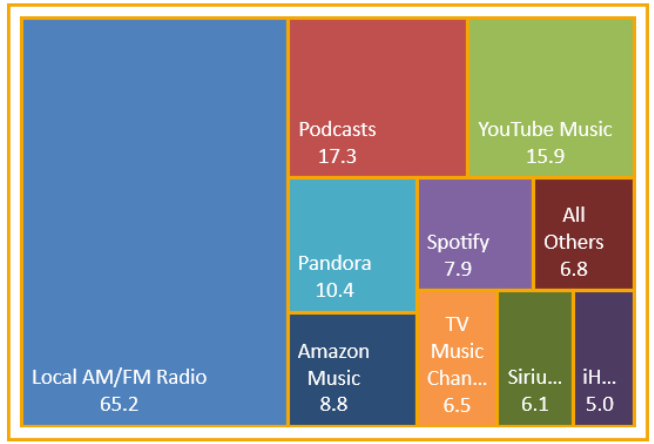


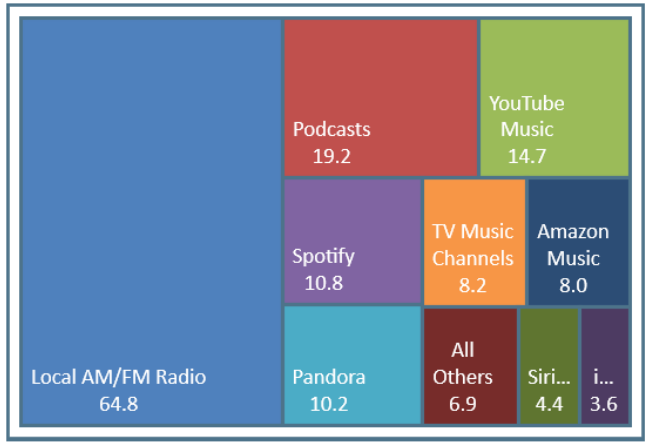




## *Avg. Week Ad-Supported Audio (Persons & % Reach):* Adults 18 or older




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




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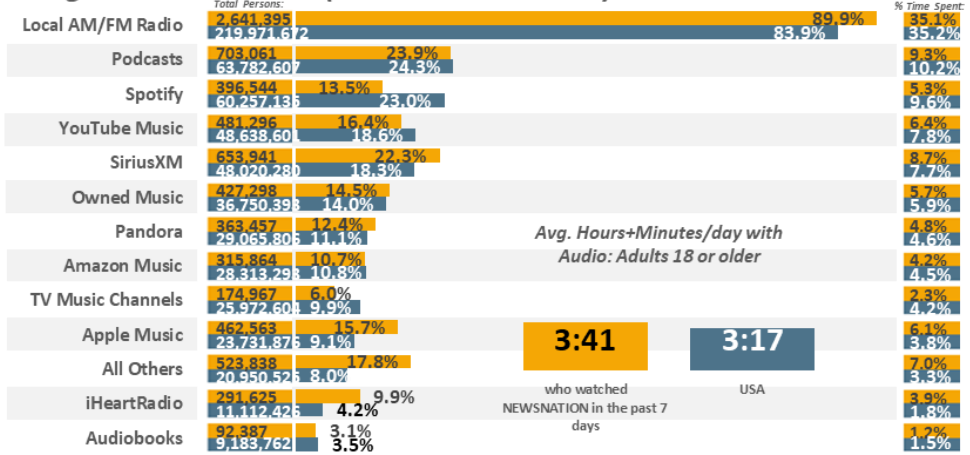
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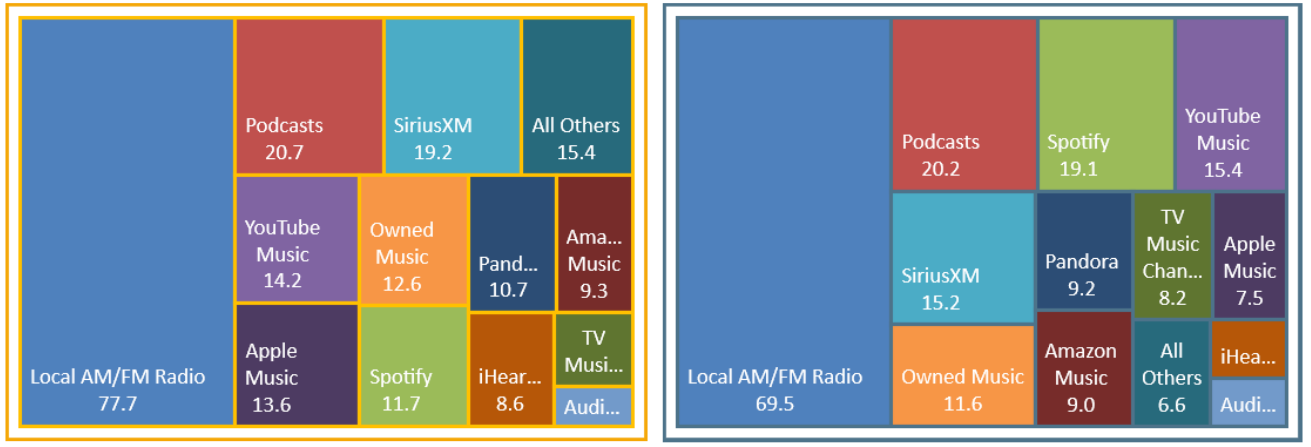
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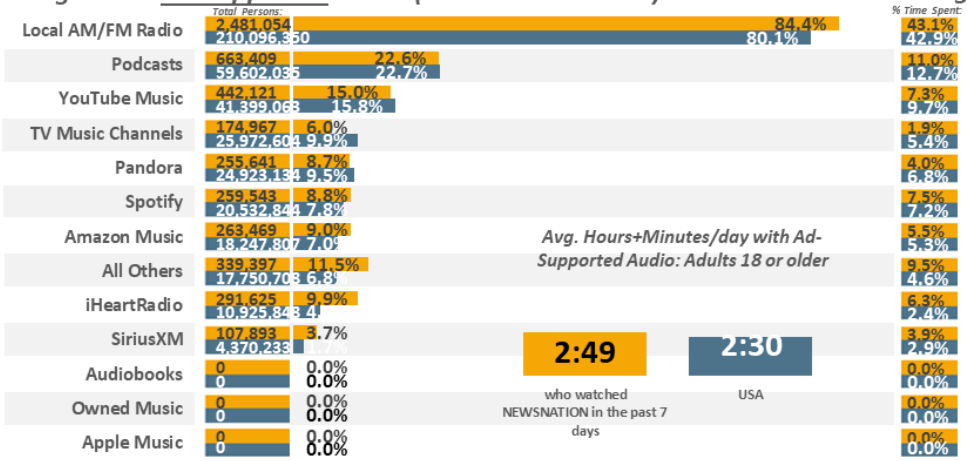
## *Avg. Week All Audio (Persons & % Reach):* Adults 18 or older



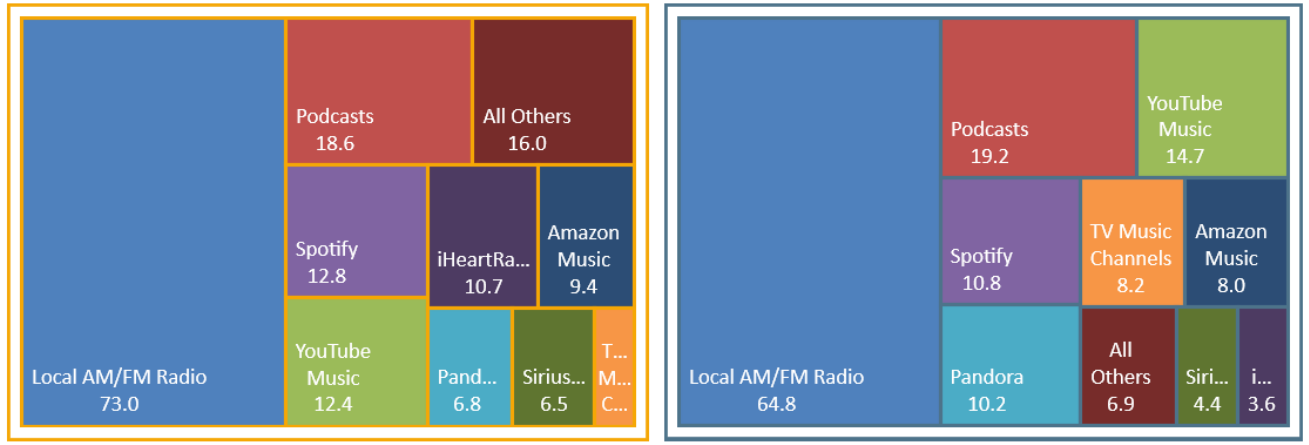

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## *Avg. Week Ad-Supported Audio (Persons & % Reach):* Adults 18 or older




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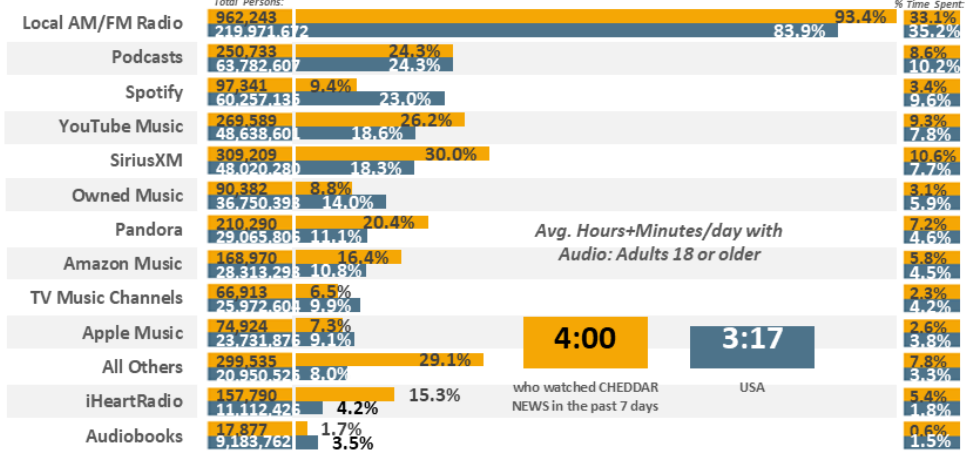
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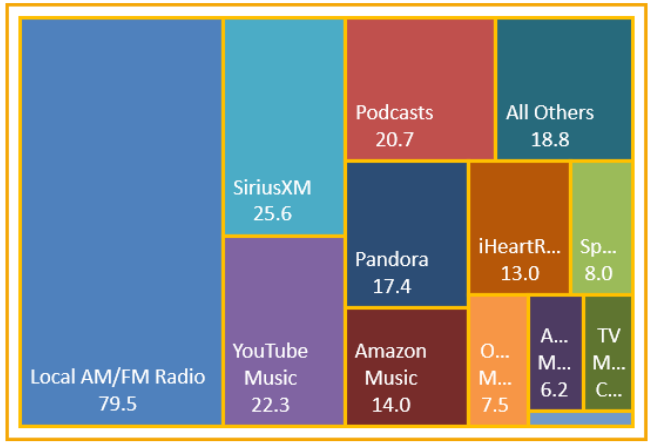
*Cable networks/stations watched past 7 days: NewsNation*

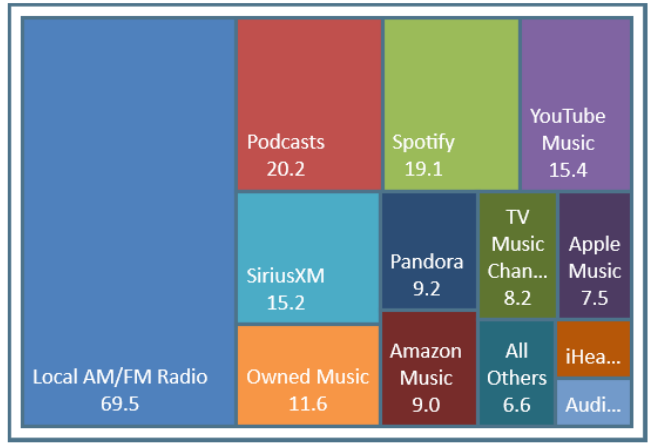
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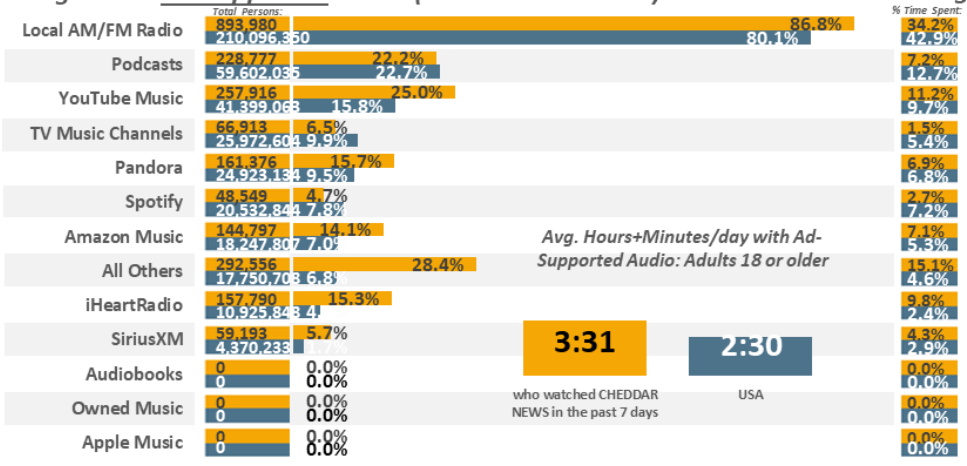



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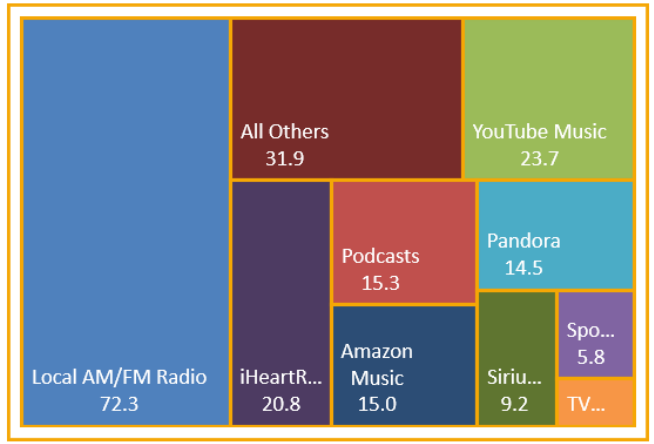


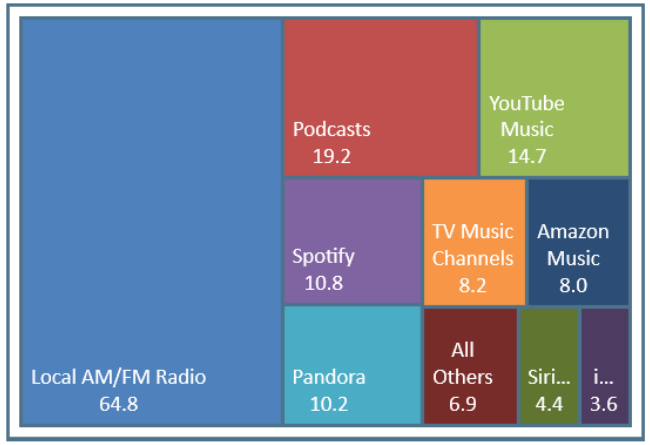




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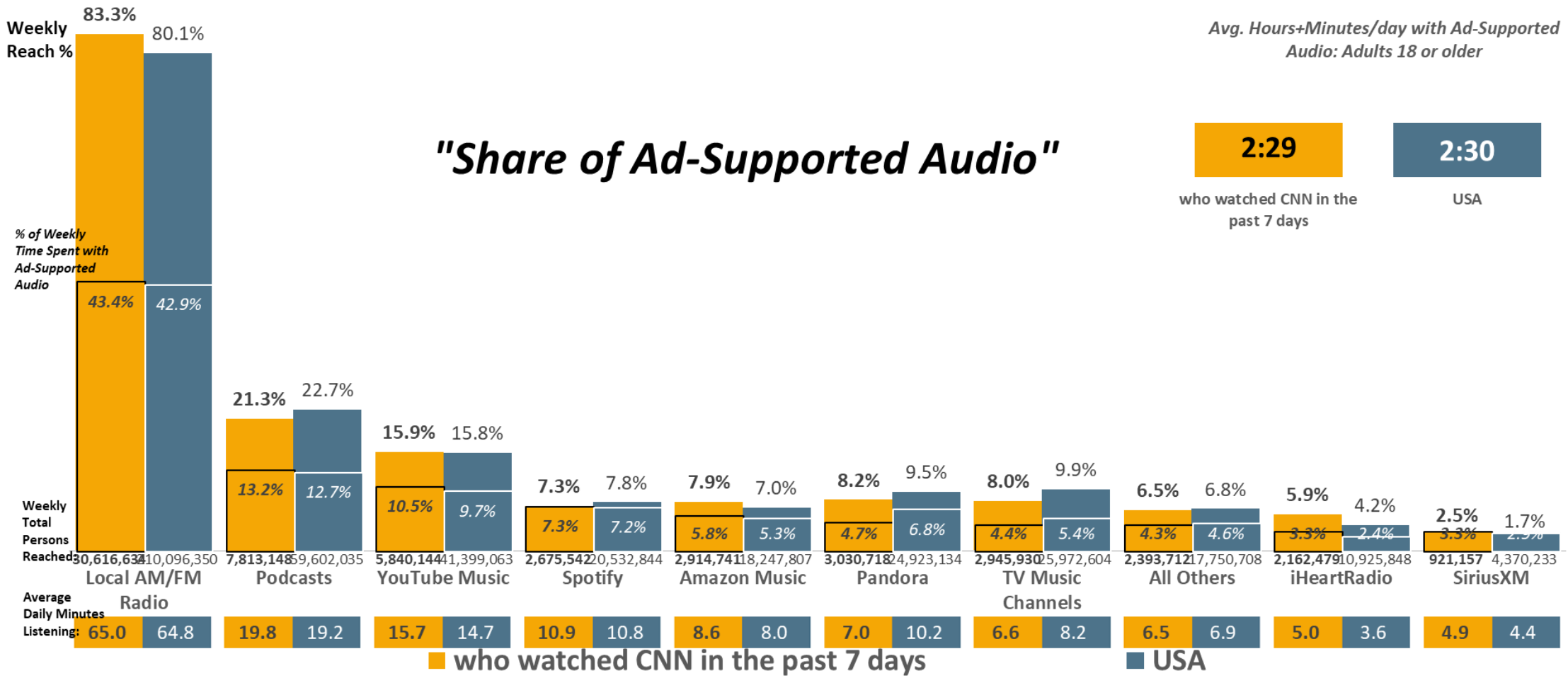
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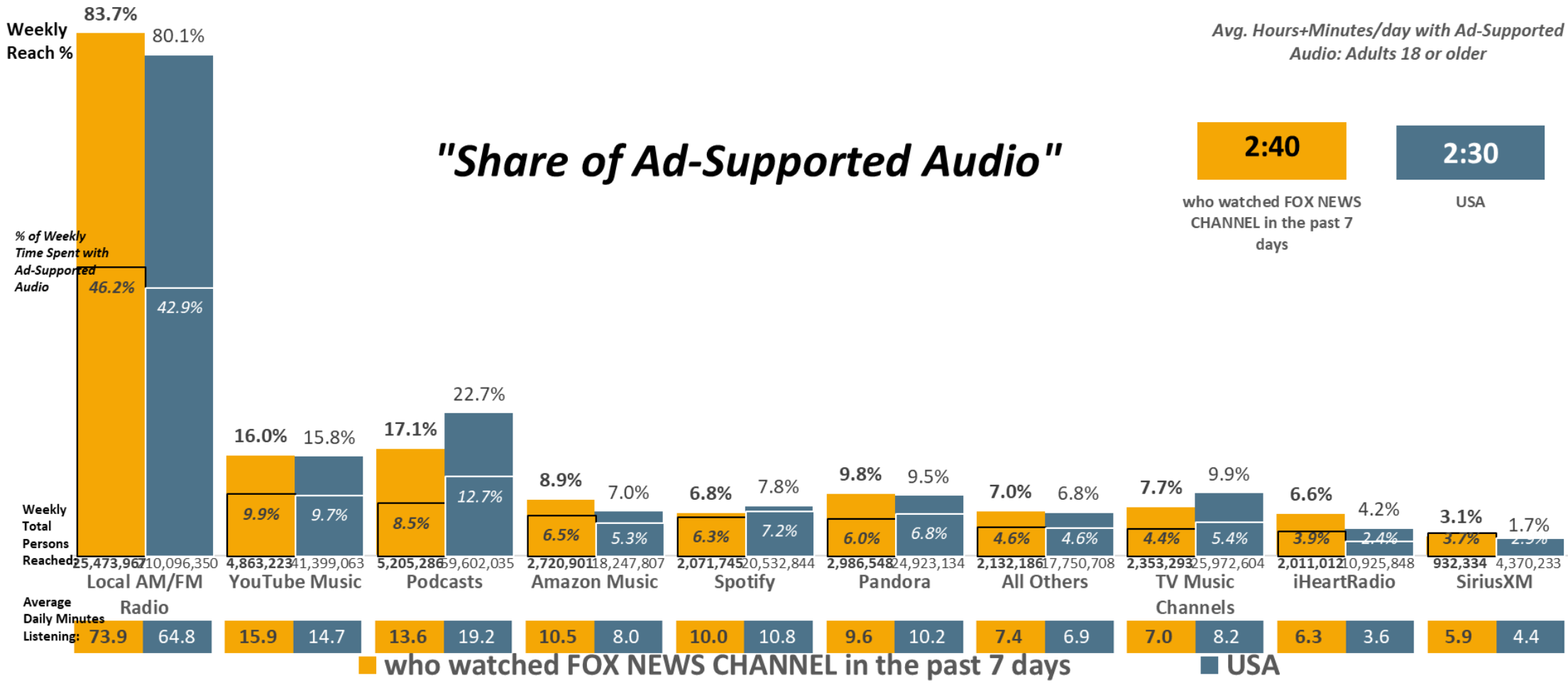

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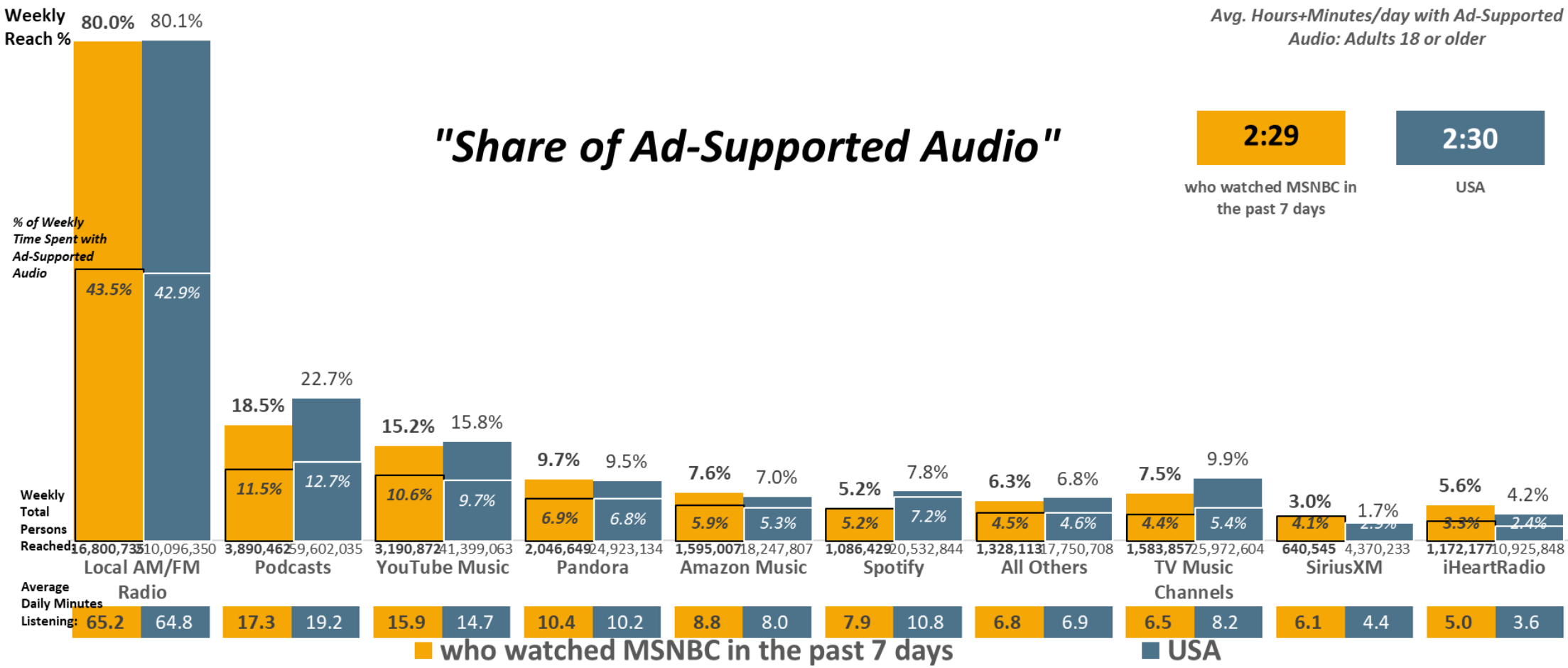
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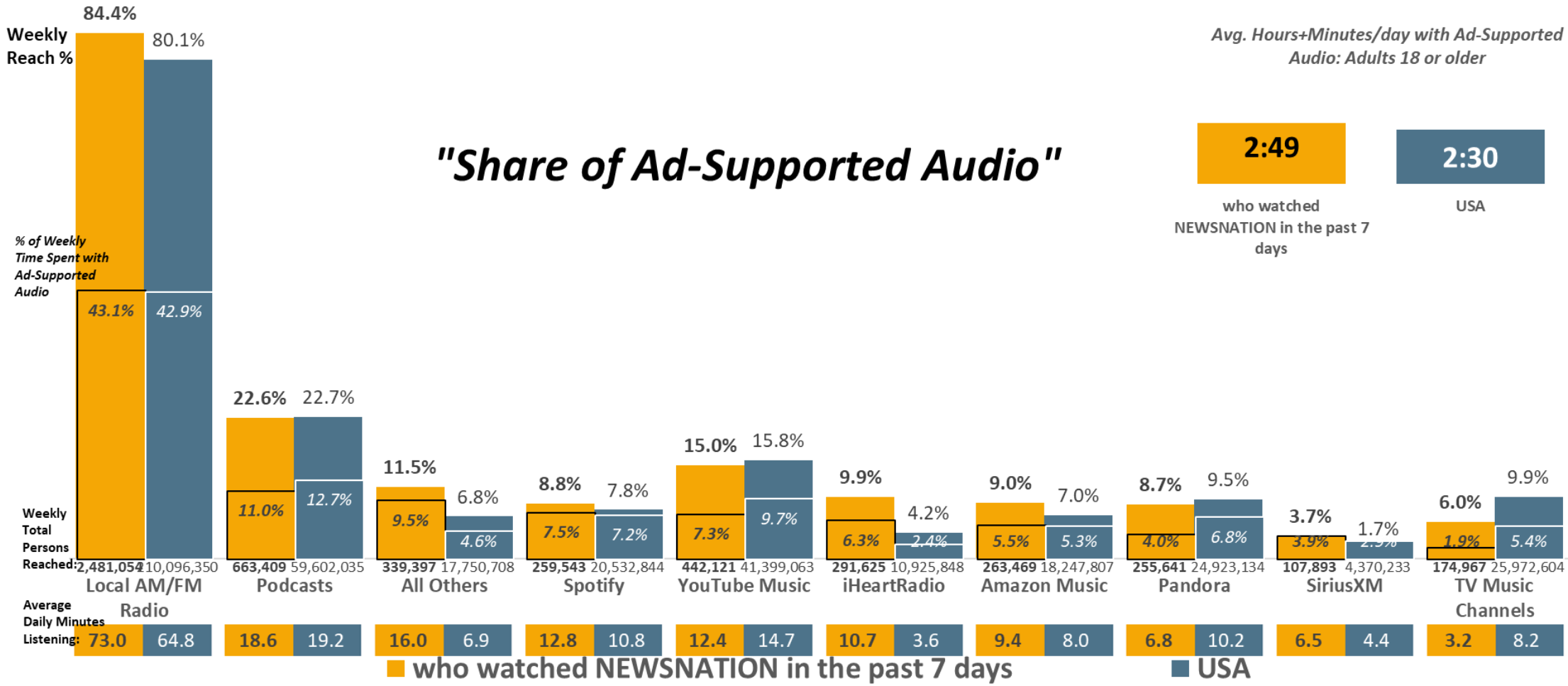
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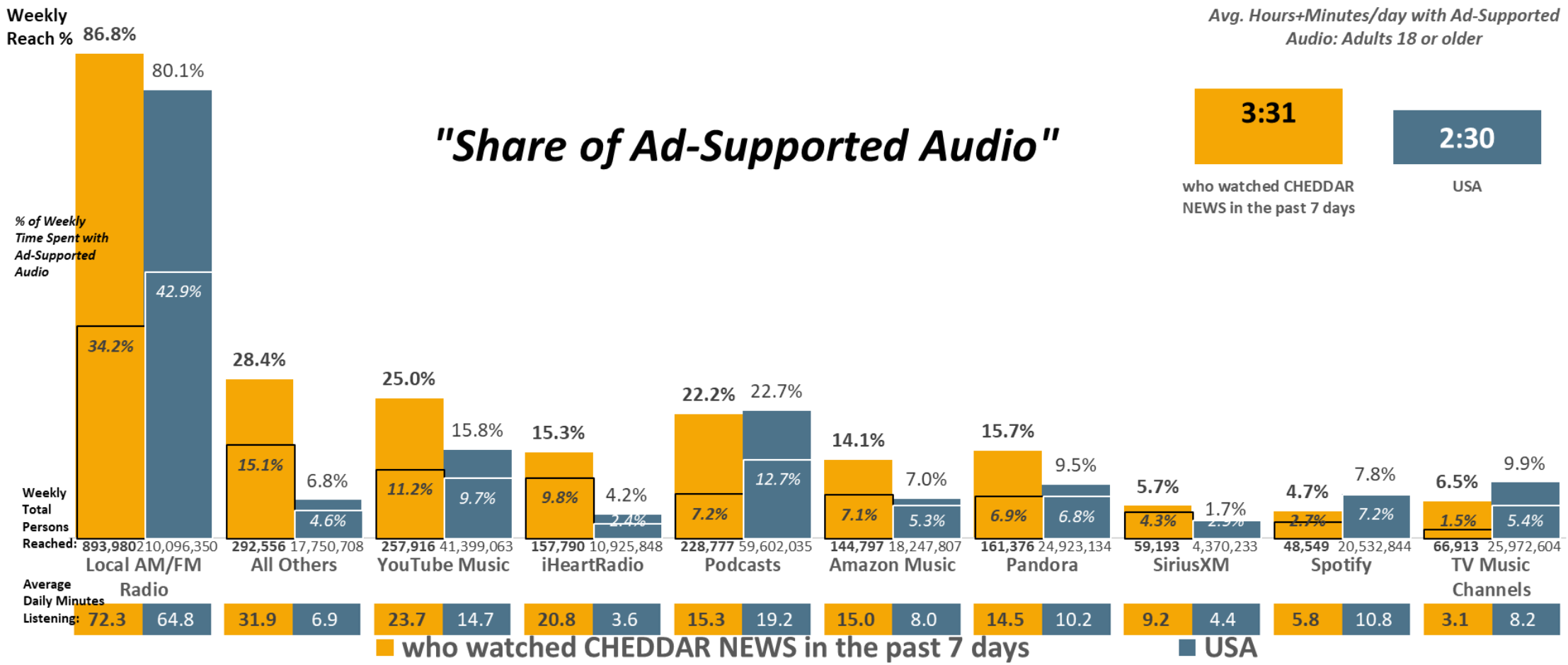
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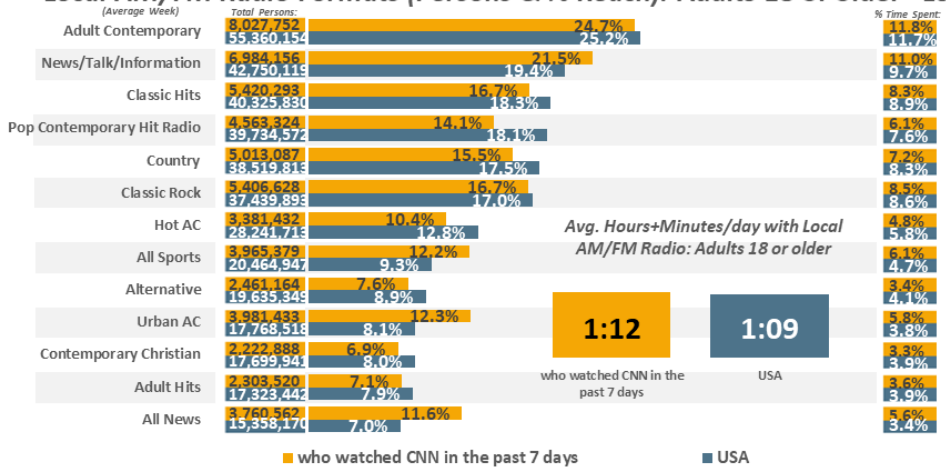
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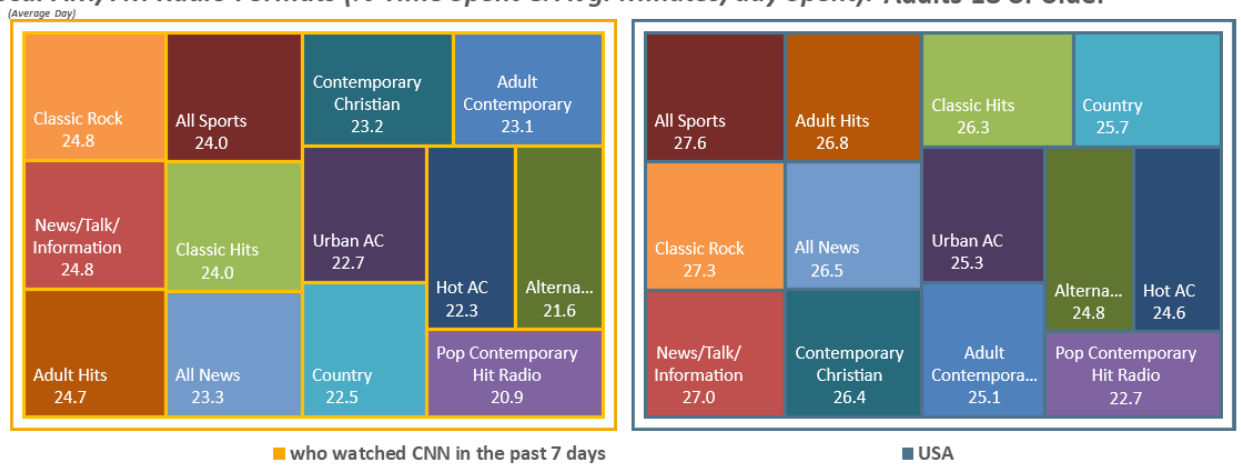
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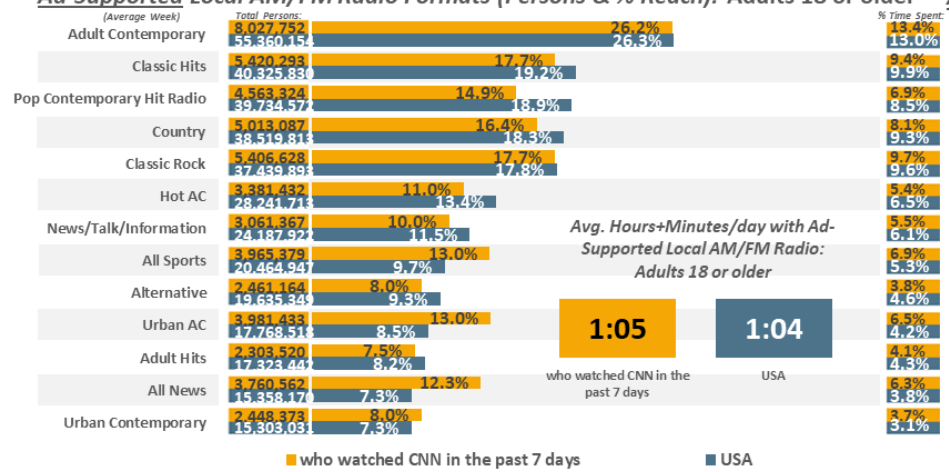
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



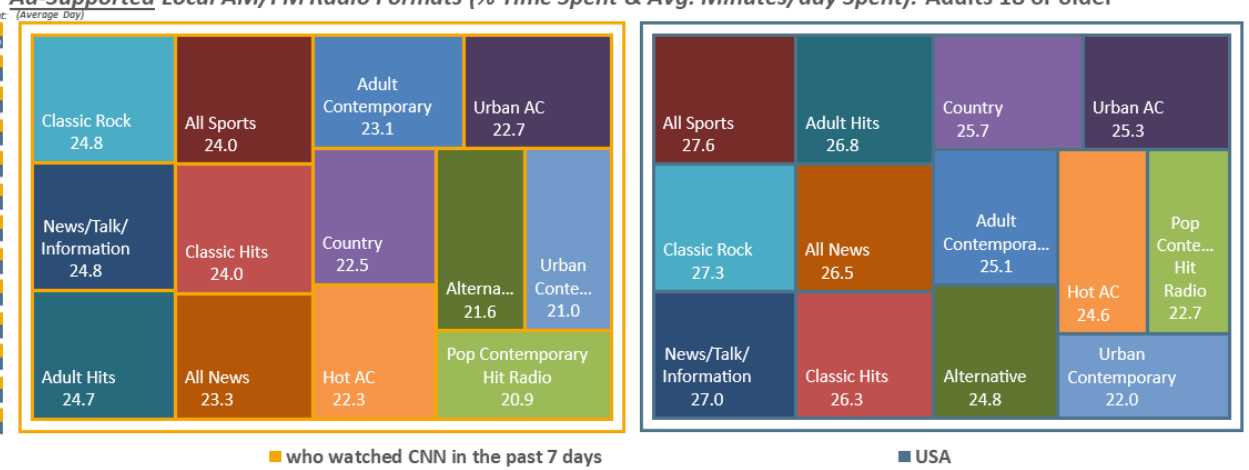

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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



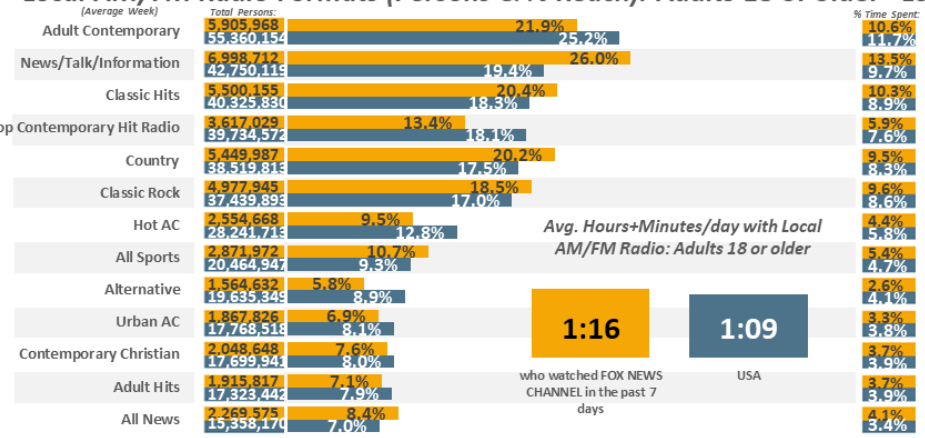

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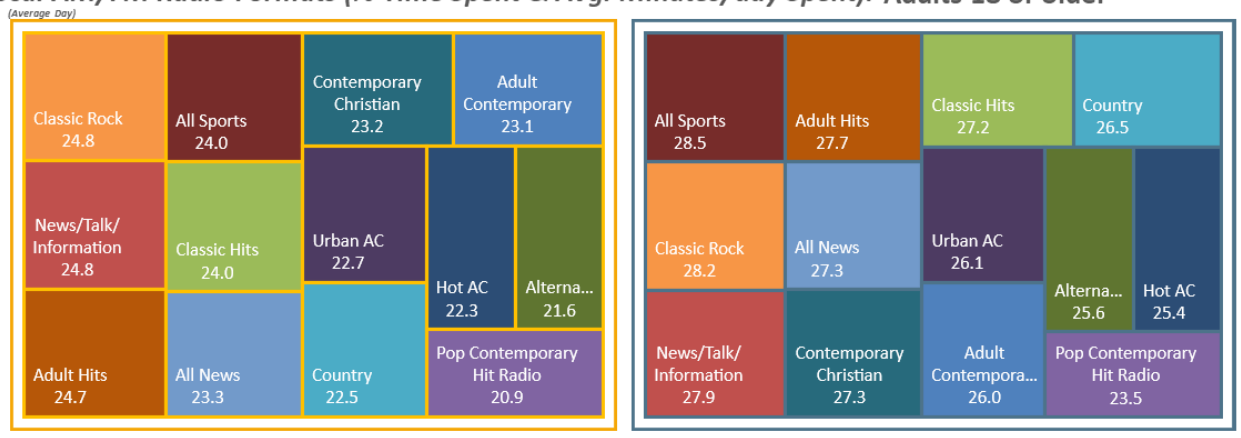
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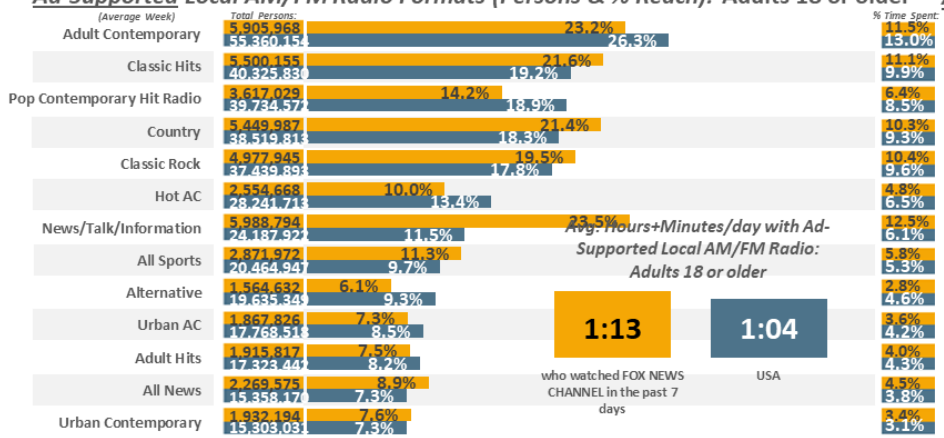
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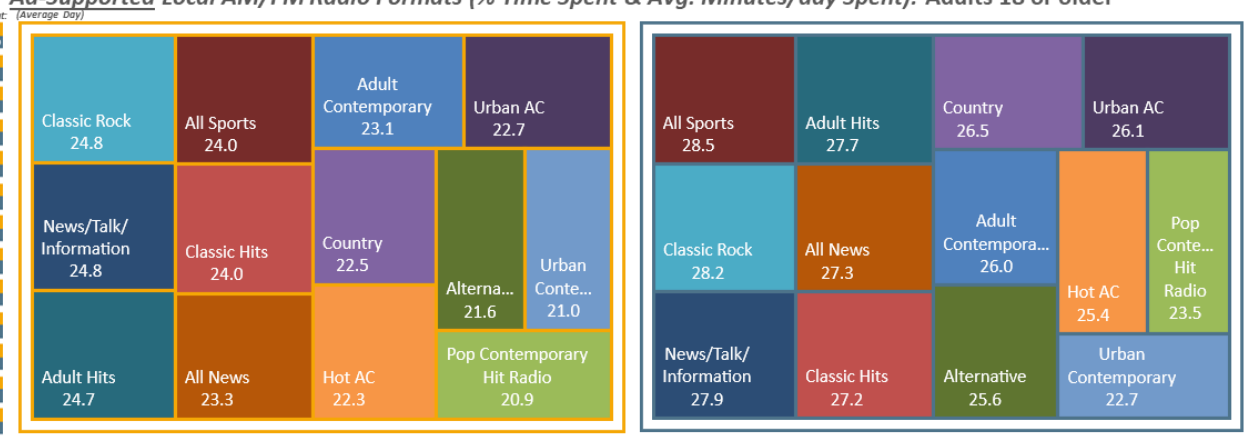

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,249*

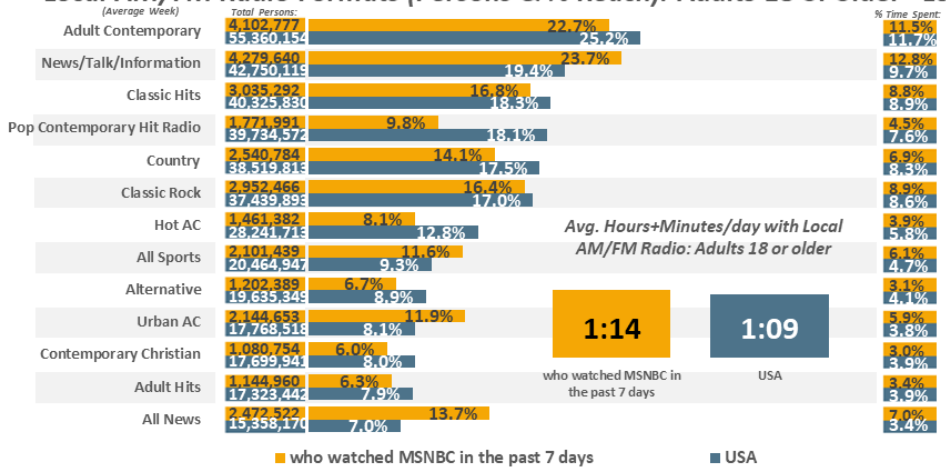
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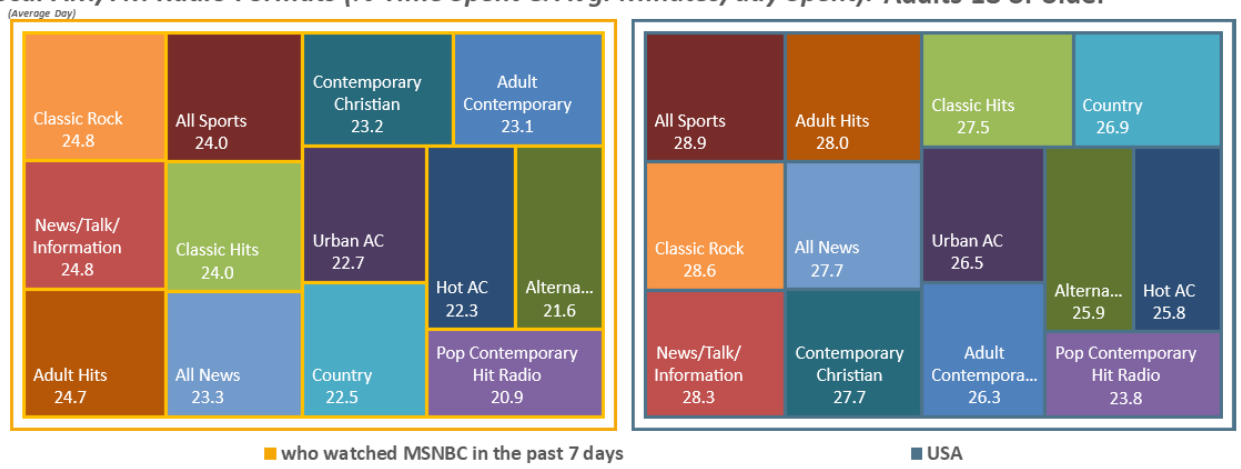
*Cable networks/stations watched past 7 days: FOX News Channel*

16,800,735 or 80.% of Adults 18 or older who watched MSNBC in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Country, and All News.

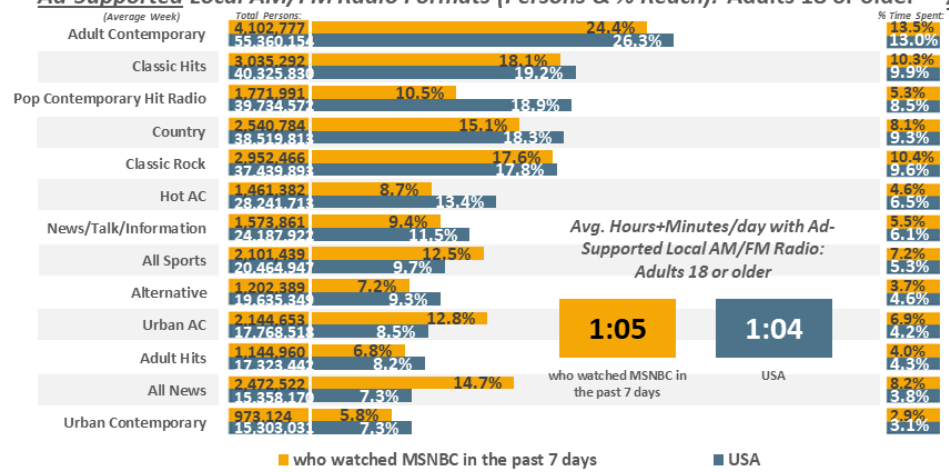
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



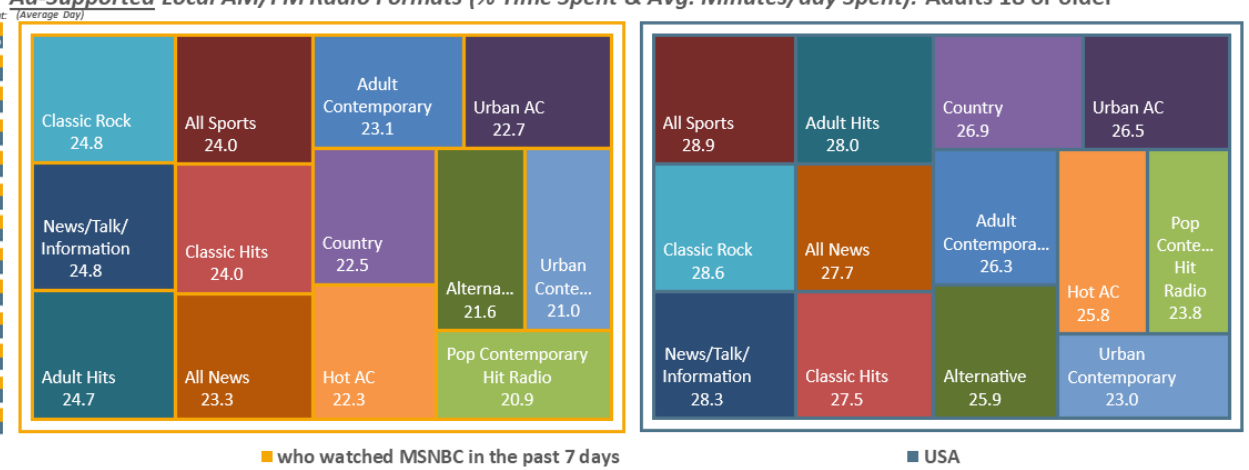

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,249*

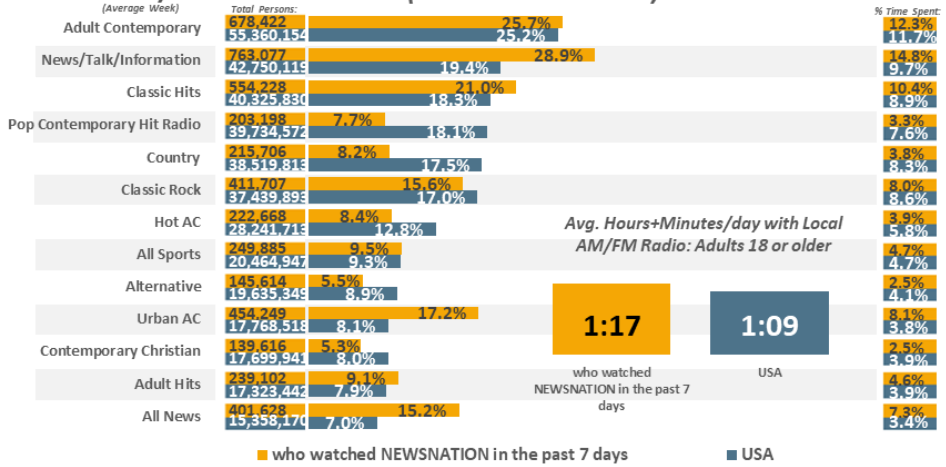
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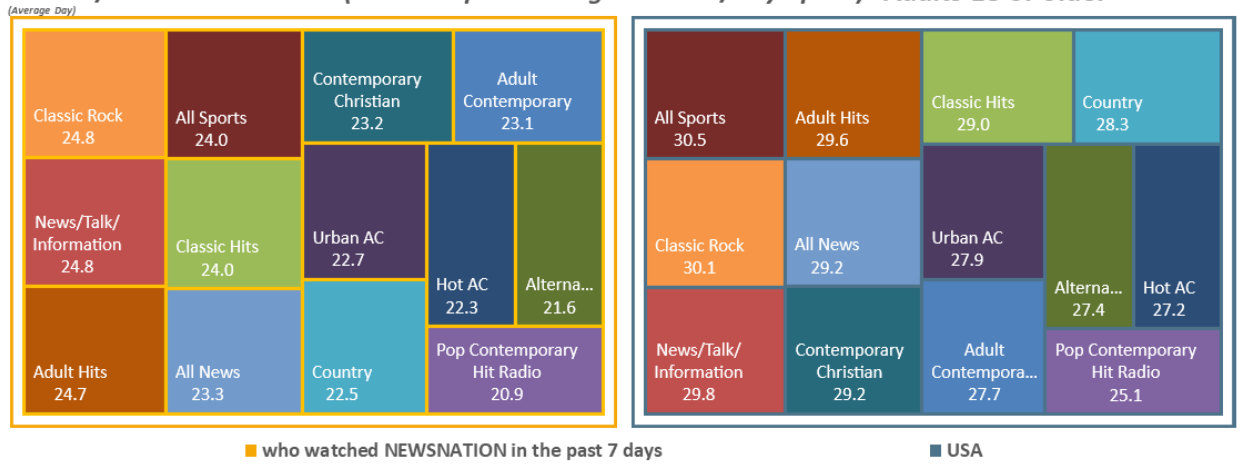
*Cable networks/stations watched past 7 days: MSNBC*

2,481,054 or 84.4% of Adults 18 or older who watched NEWSNATION in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, News/Talk/Information, Classic Hits, Urban AC, and Classic Rock.

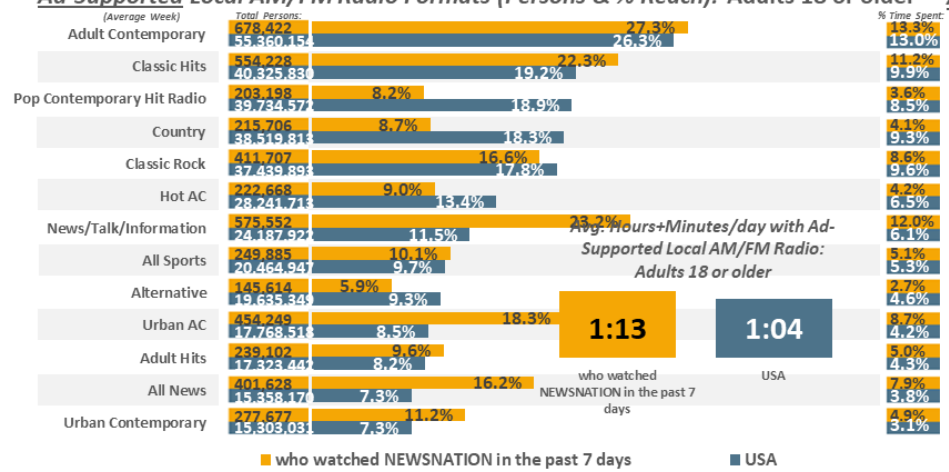
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



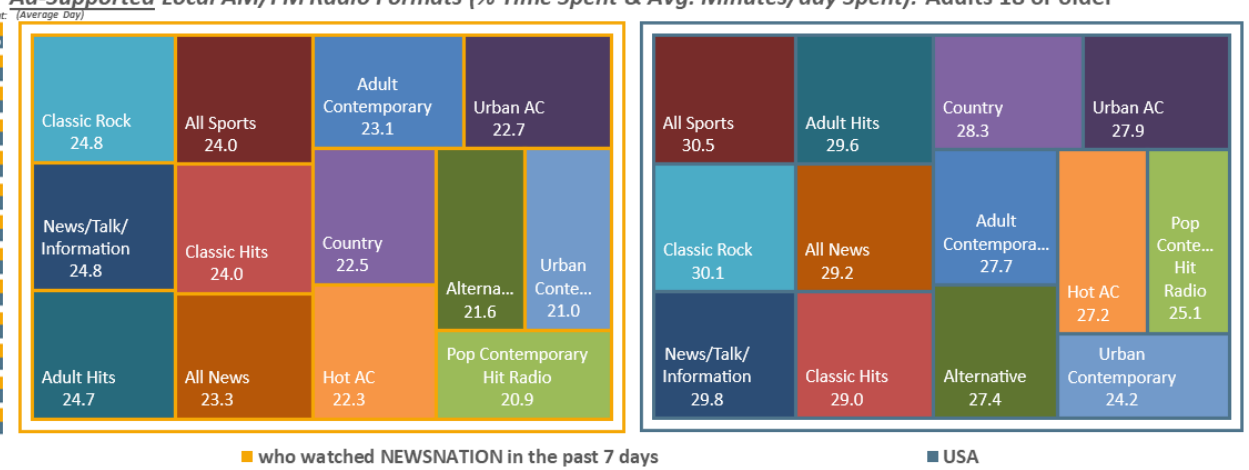

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,249*

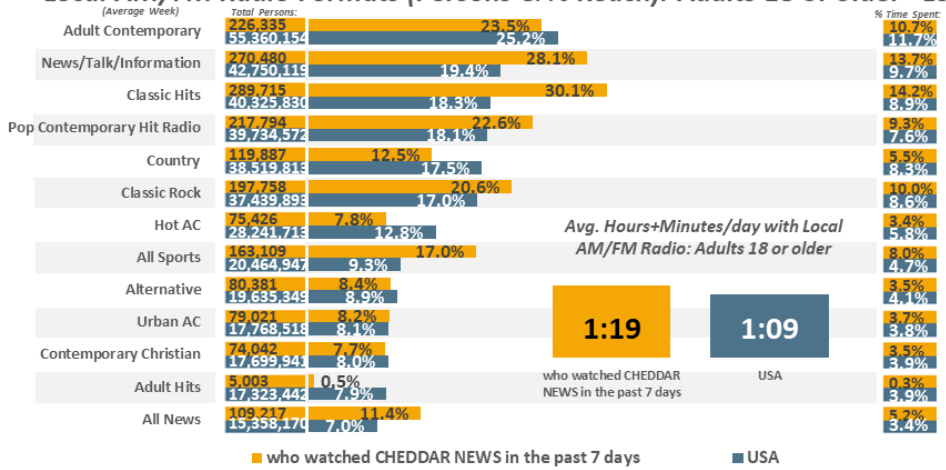
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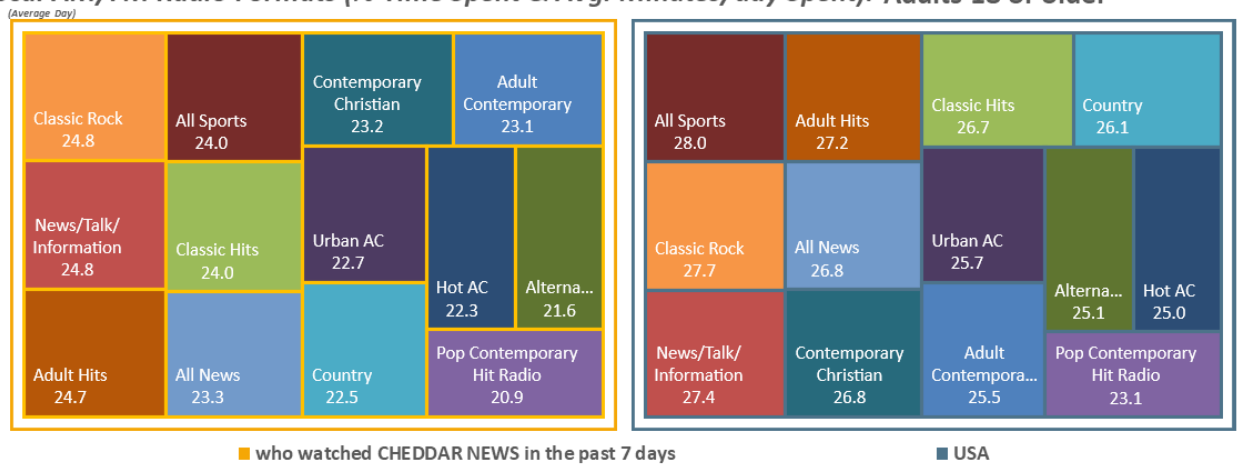
*Cable networks/stations watched past 7 days: NewsNation*

893,980 or 86.8% of Adults 18 or older who watched CHEDDAR NEWS in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Pop Contemporary Hit Radio, Classic Rock, and News/Talk/Information.

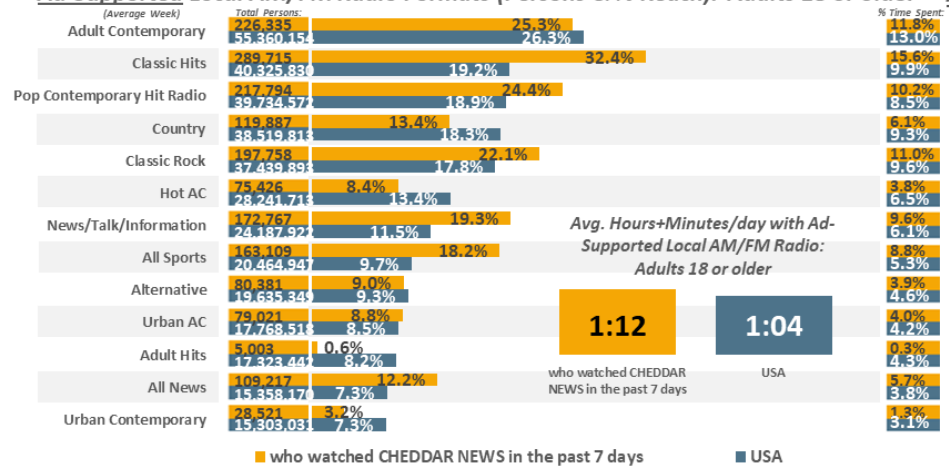
## *Local AM/FM Radio Formats (Persons & % Reach):* Adults 18 or older



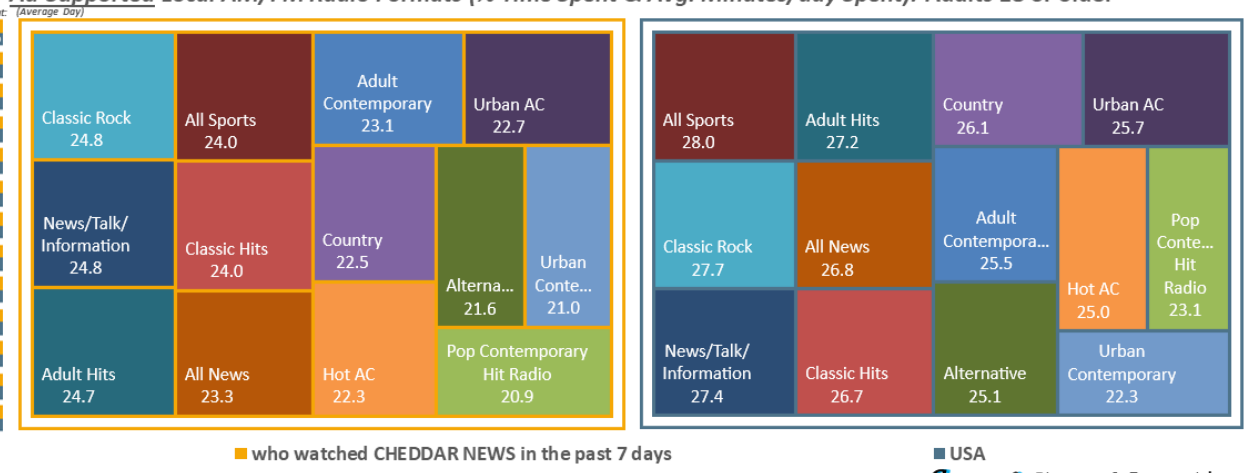

## *Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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



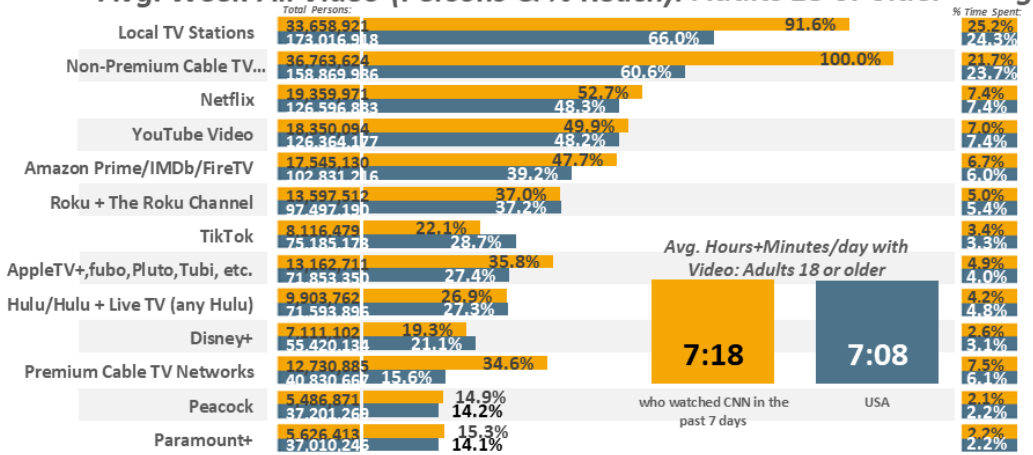

USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,249

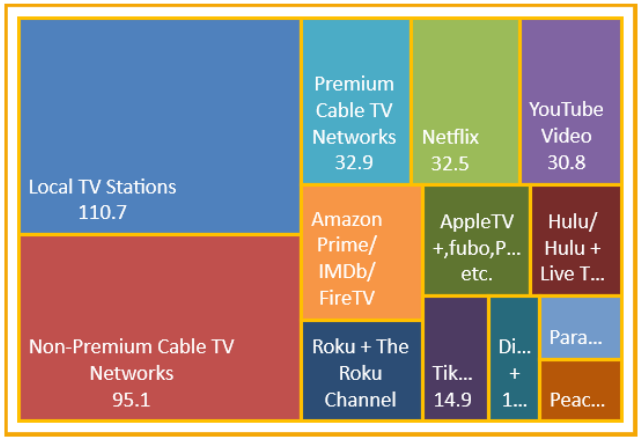
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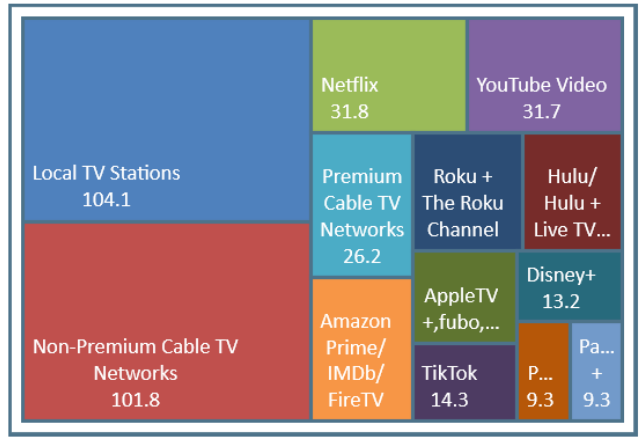
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33,014,947 or 89.8% of Adults 18 or older who watched CNN in the past 7 days watch Ad-Supported Local TV Stations for an average of 102.5 minutes every day representing 28.9% of all time spent daily with Ad-Supported Video.

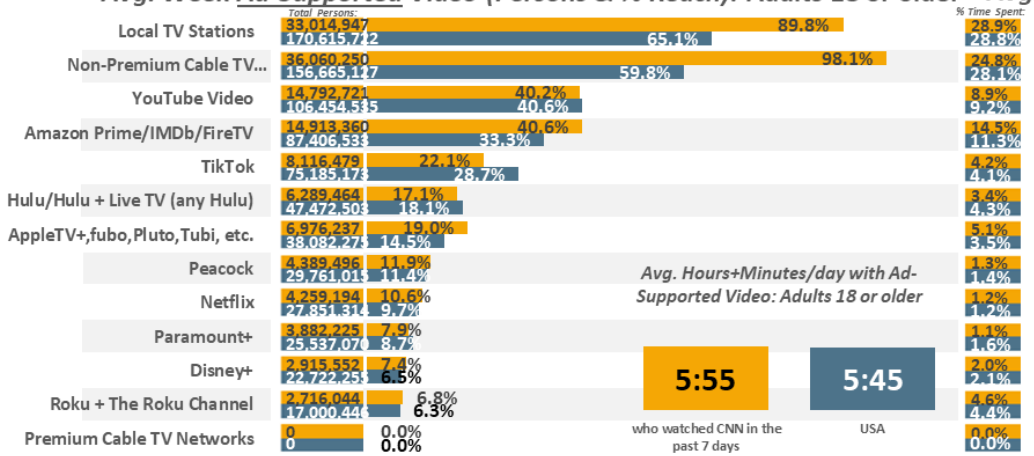
## *Avg. Week All Video (Persons & % Reach):* Adults 18 or older

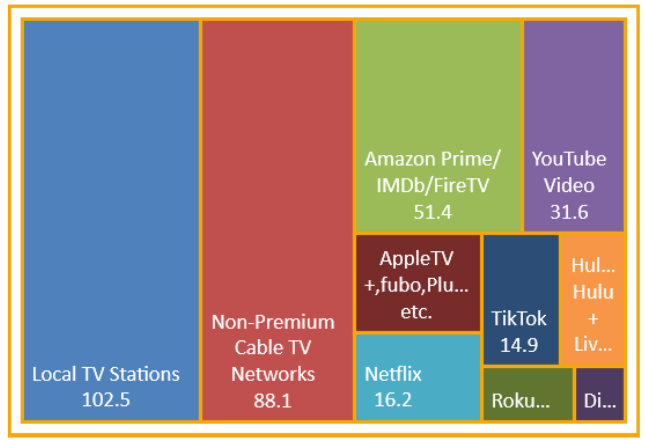


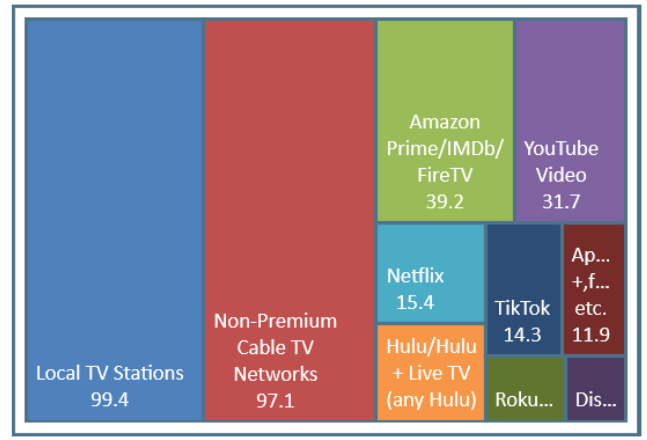




## *Avg. Week Ad-Supported Video (Persons & % Reach):* Adults 18 or older




*USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,249*

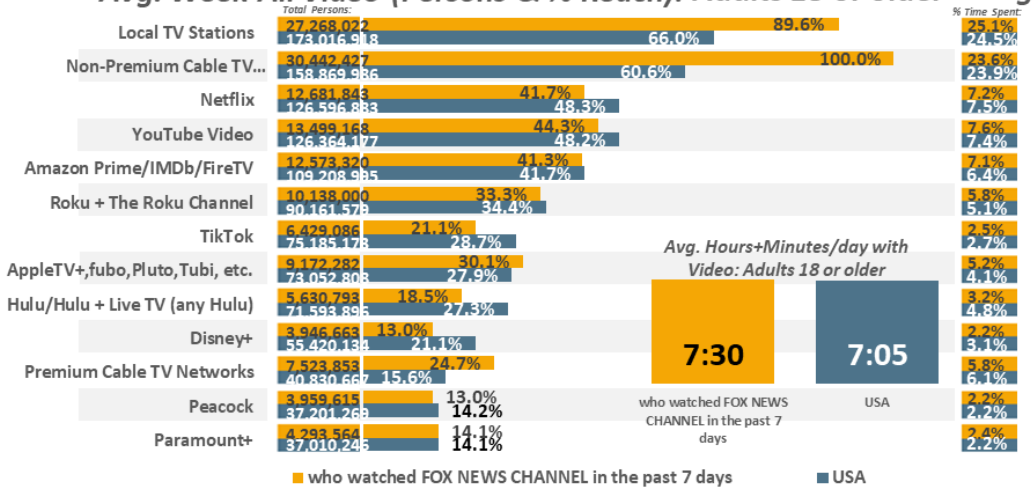
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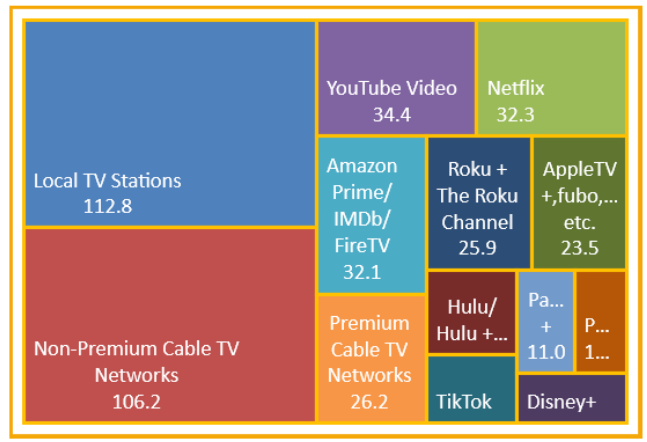
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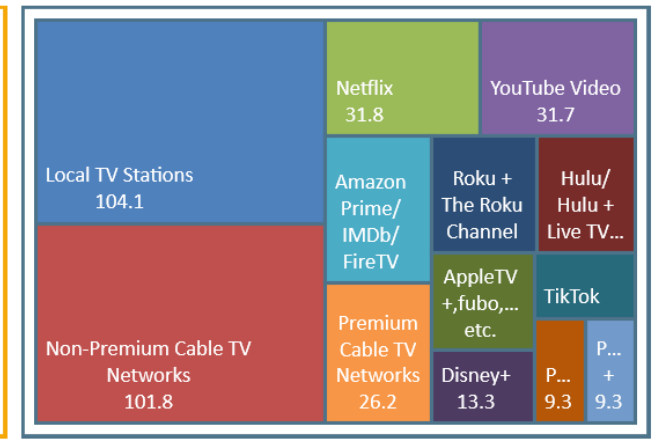
*Cable networks/stations watched past 7 days: CNN*

26,632,946 or 87.5% of Adults 18 or older who watched FOX NEWS CHANNEL in the past 7 days watch Ad-Supported Local TV Stations for an average of 108.6 minutes every day representing 29.7% of all time spent daily with Ad-Supported Video.

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

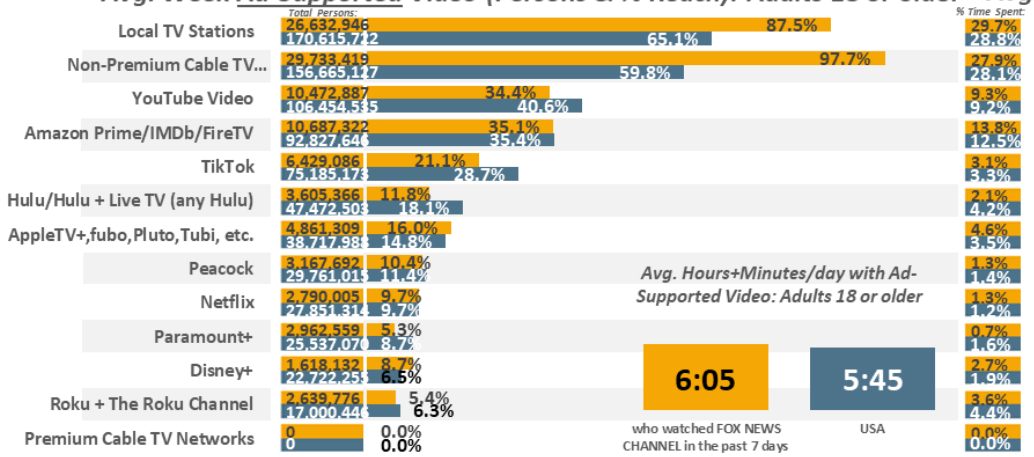


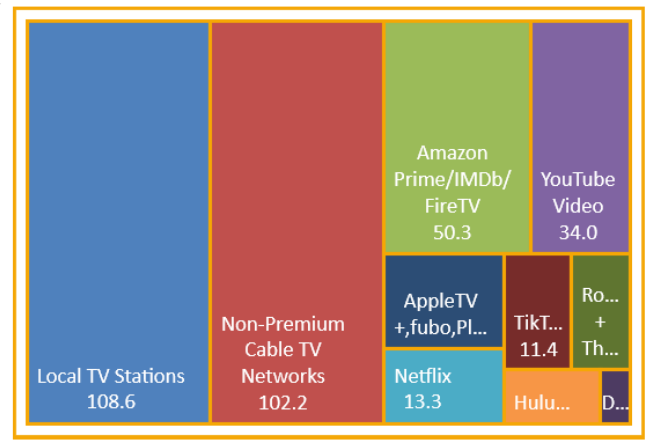



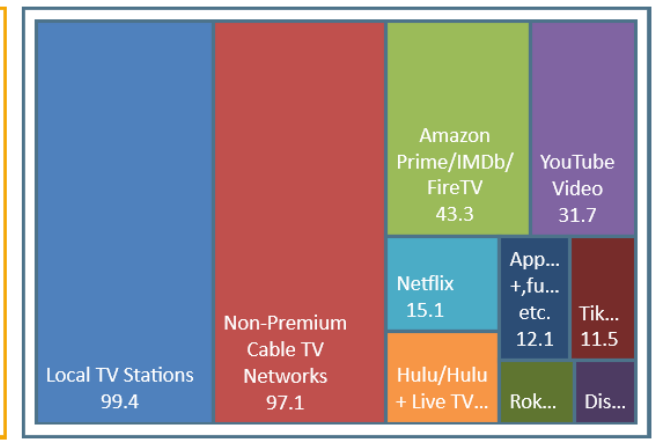

who watched FOX NEWS CHANNEL in the past 7 days ■ USA

## *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 watched FOX NEWS CHANNEL in the past 7 days ■ USA

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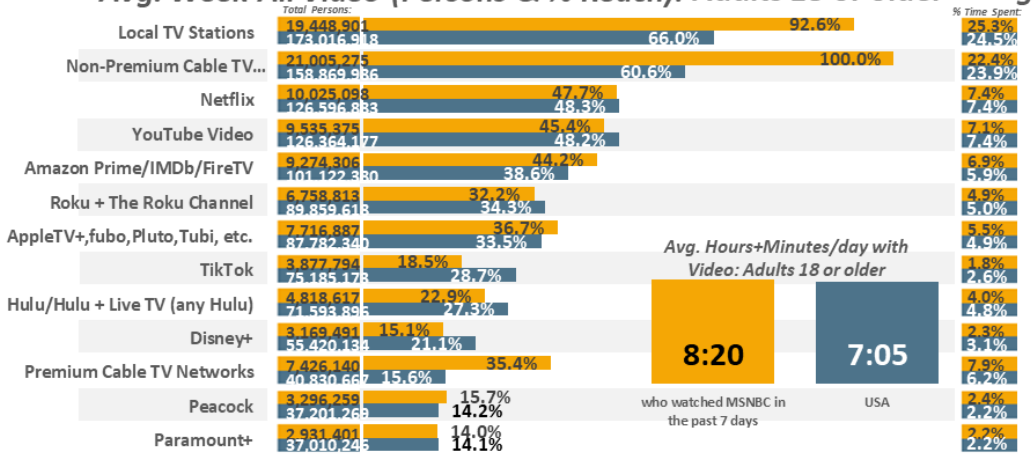
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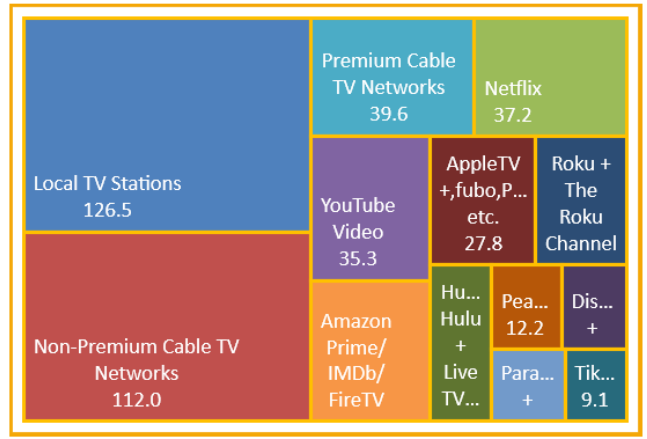
*Cable networks/stations watched past 7 days: FOX News Channel*

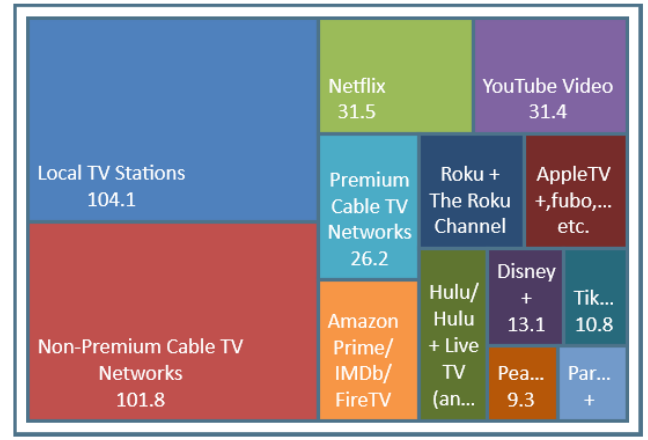
19,084,863 or 90.9% of Adults 18 or older who watched MSNBC in the past 7 days watch Ad-Supported Local TV Stations for an average of 113.5 minutes every day representing 28.% of all time spent daily with Ad-Supported Video.

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

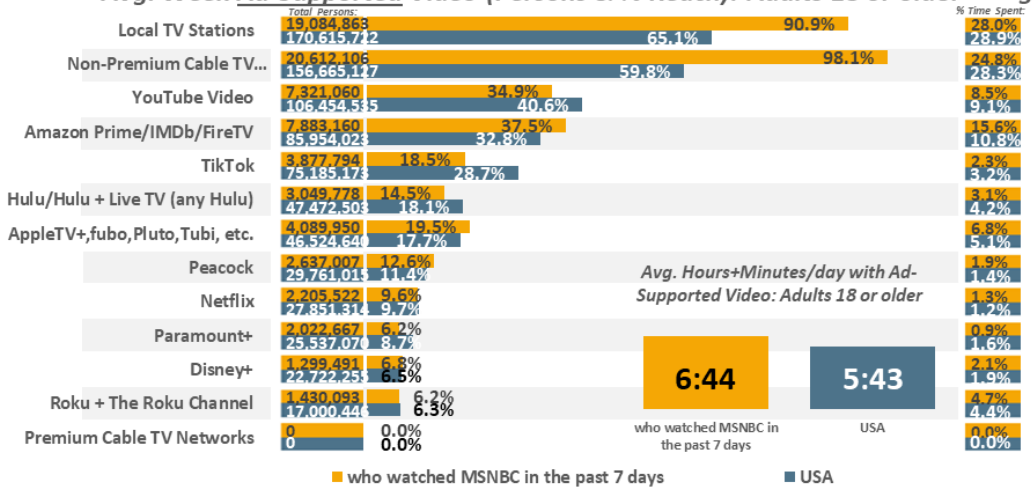



## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

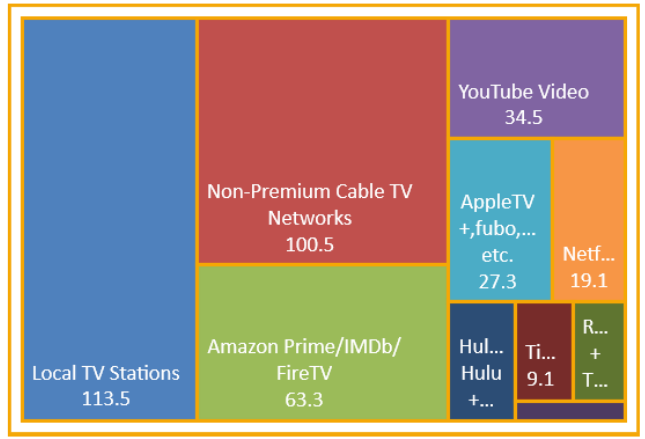


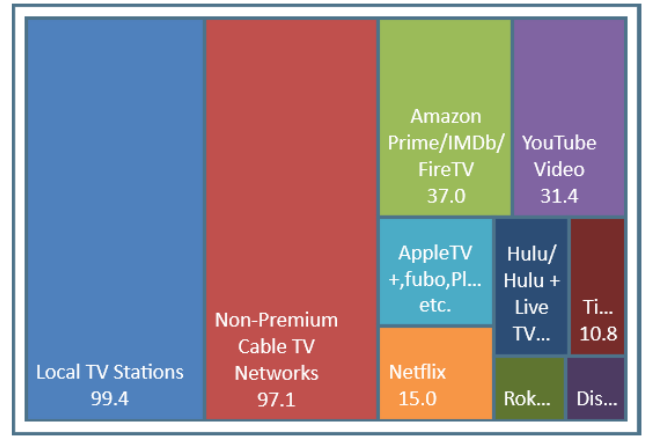




## *Avg. Week <u>Ad-Supported</u> Video (Persons & % Reach):* Adults 18 or older




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




*USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,249*

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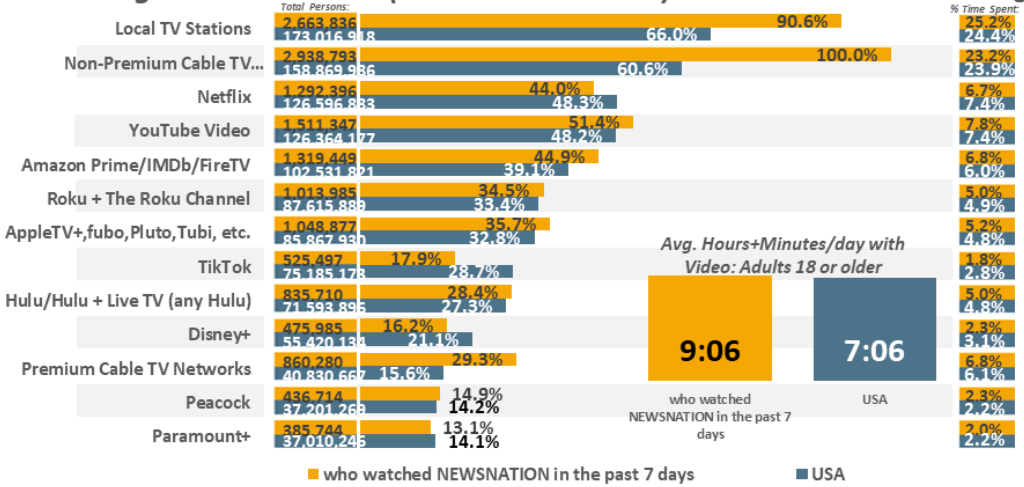
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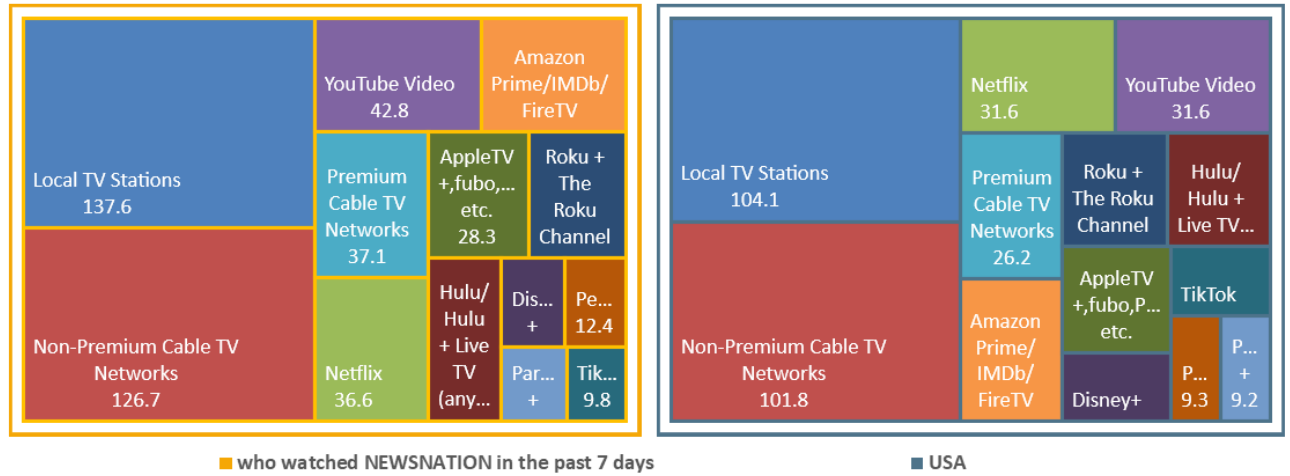
*Cable networks/stations watched past 7 days: MSNBC*

2,554,968 or 86.9% of Adults 18 or older who watched NEWSNATION in the past 7 days watch Ad-Supported Local TV Stations for an average of 122.9 minutes every day representing 27.5% of all time spent daily with Ad-Supported Video.

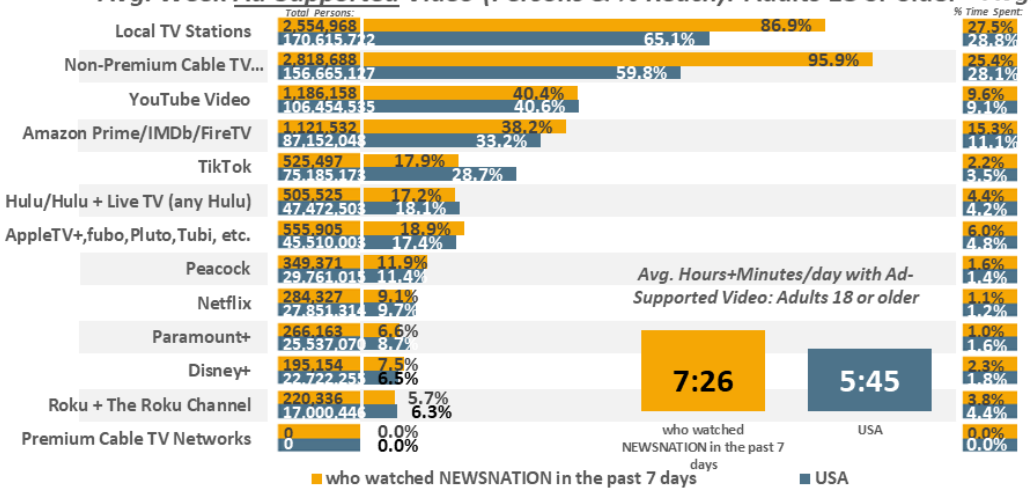
## *Avg. Week All Video (Persons & % Reach):* Adults 18 or older



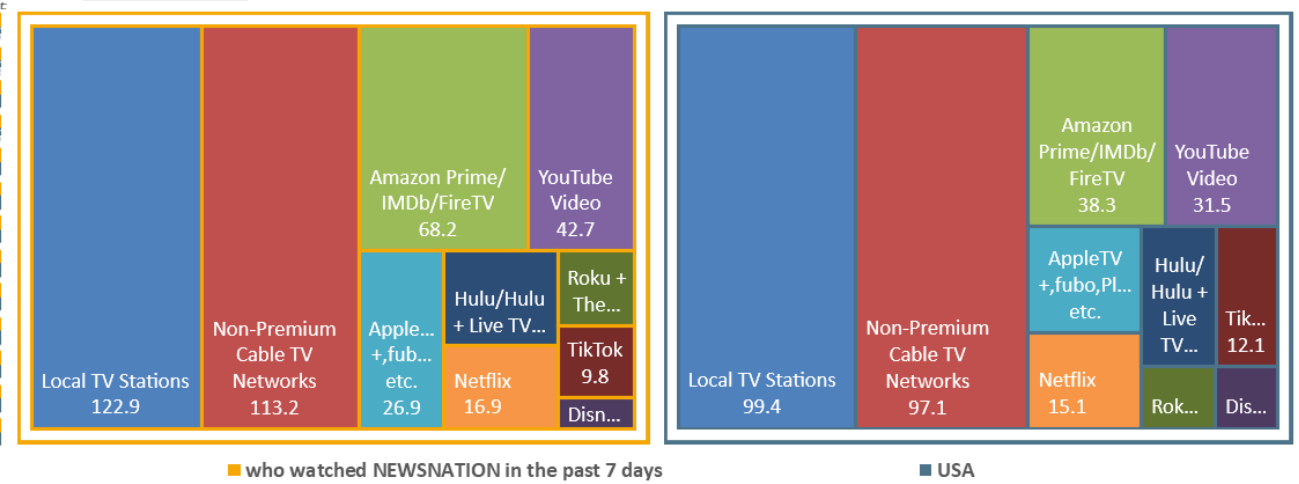

## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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




*USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,249*

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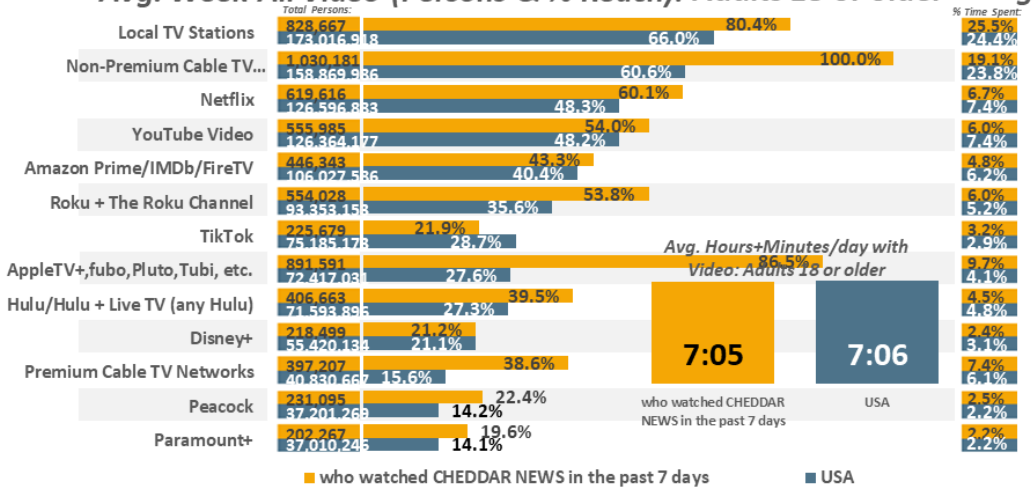
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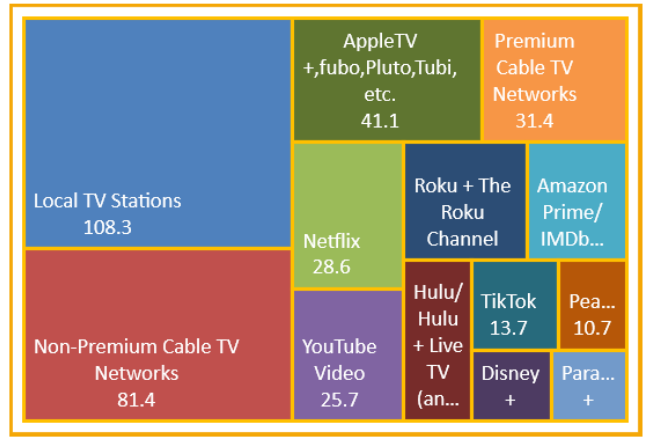
*Cable networks/stations watched past 7 days: NewsNation*

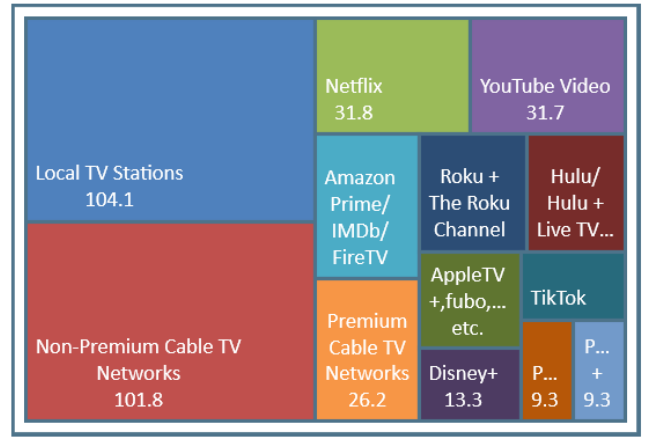
791,577 or 76.8% of Adults 18 or older who watched CHEDDAR NEWS in the past 7 days watch Ad-Supported Local TV Stations for an average of 98.7 minutes every day representing 29.7% of all time spent daily with Ad-Supported Video.

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

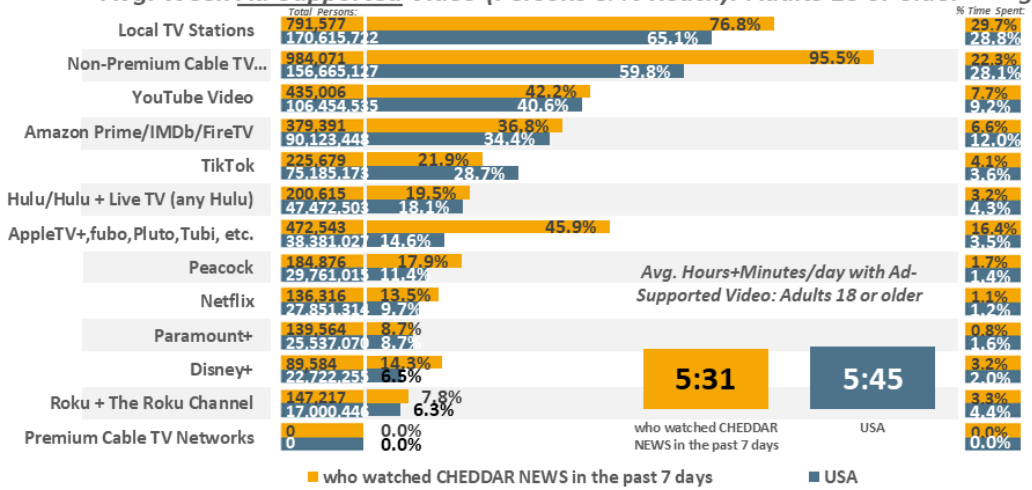



## *Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

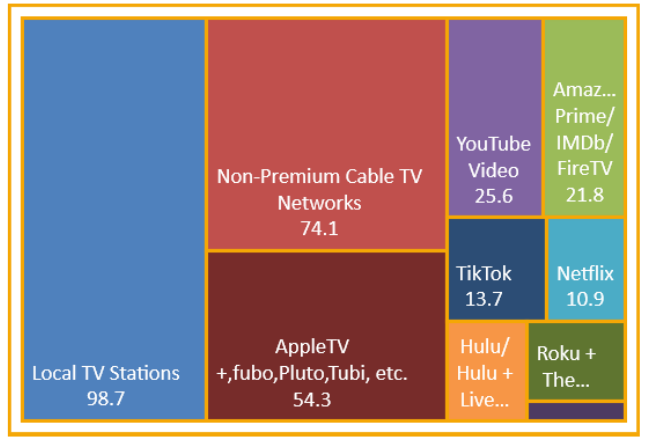


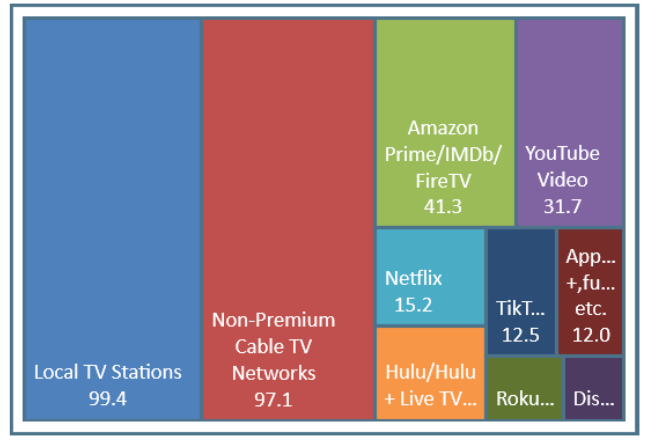




## *Avg. Week Ad-Supported Video (Persons & % Reach):* Adults 18 or older




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




*USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,249*

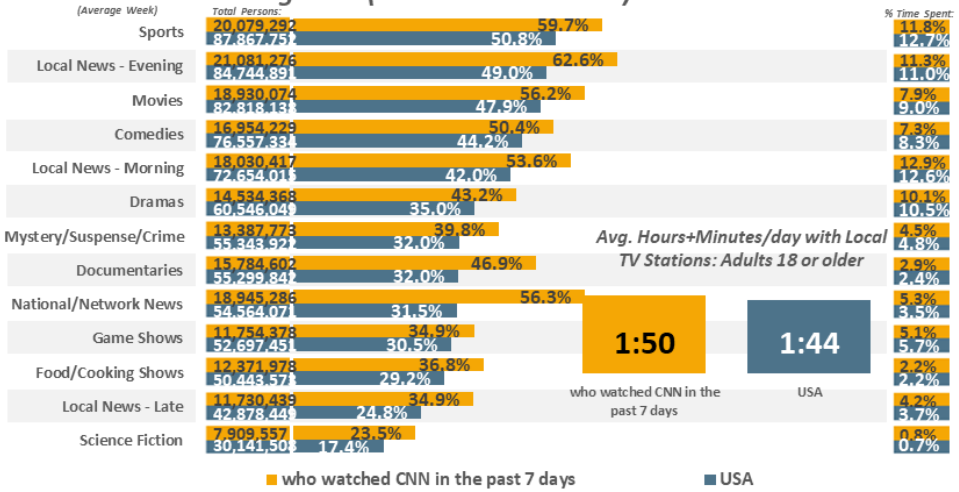
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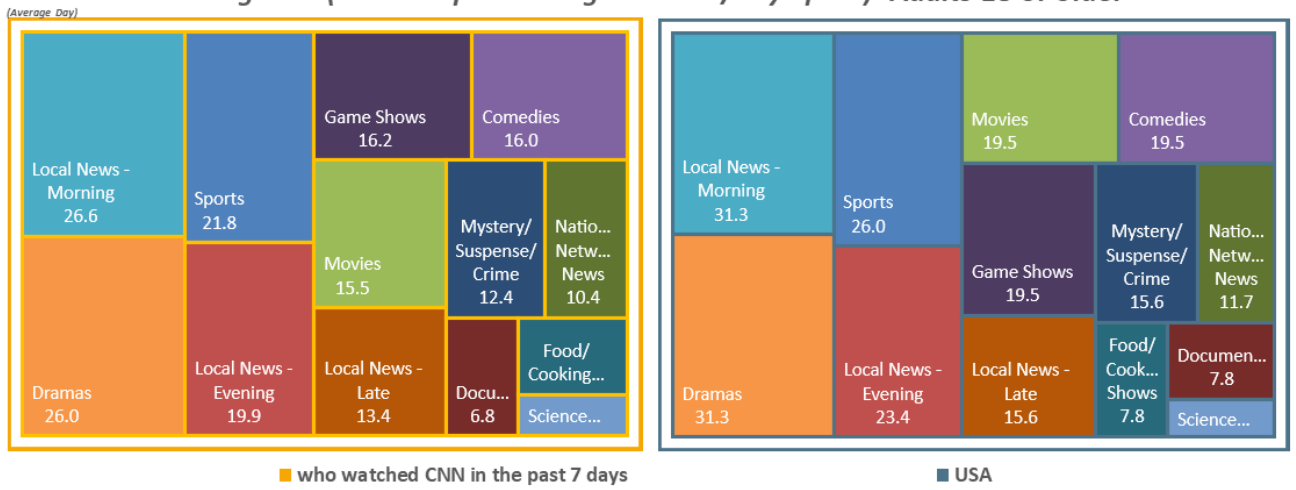
*Cable networks/stations watched past 7 days: Cheddar News*

33,014,947 or 89.8% of Adults 18 or older who watched CNN in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Local News - Morning, National/Network News, and Comedies.

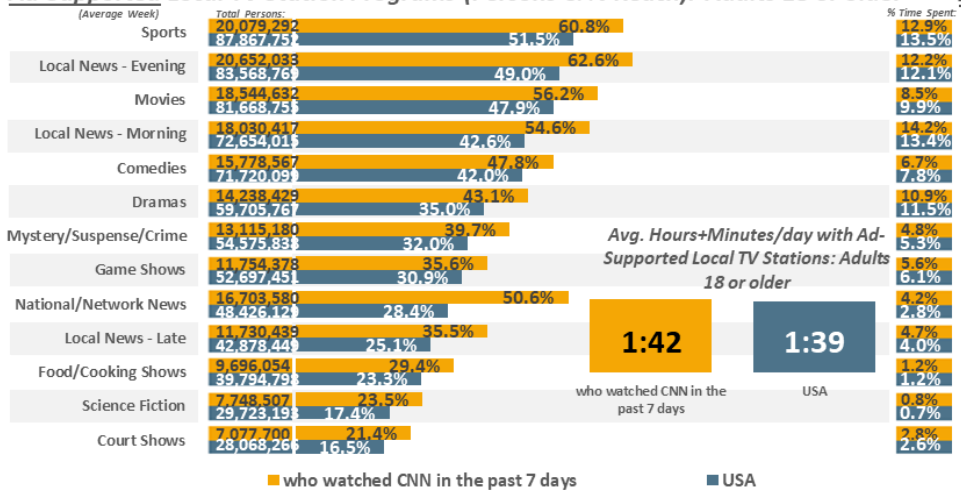
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



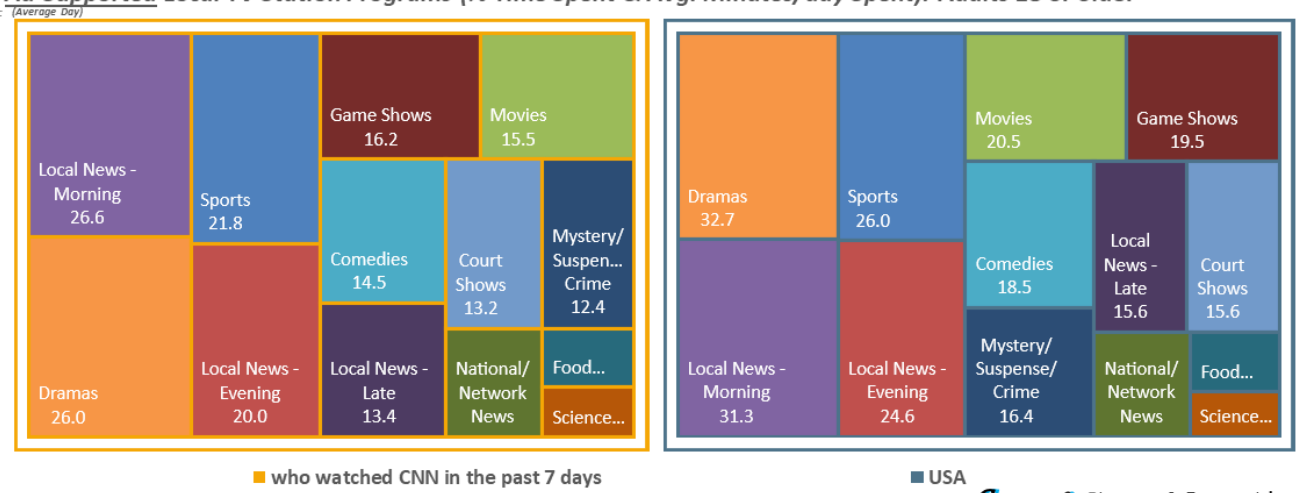

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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: Jan23-Feb24* *Qual Intab* *7,249*

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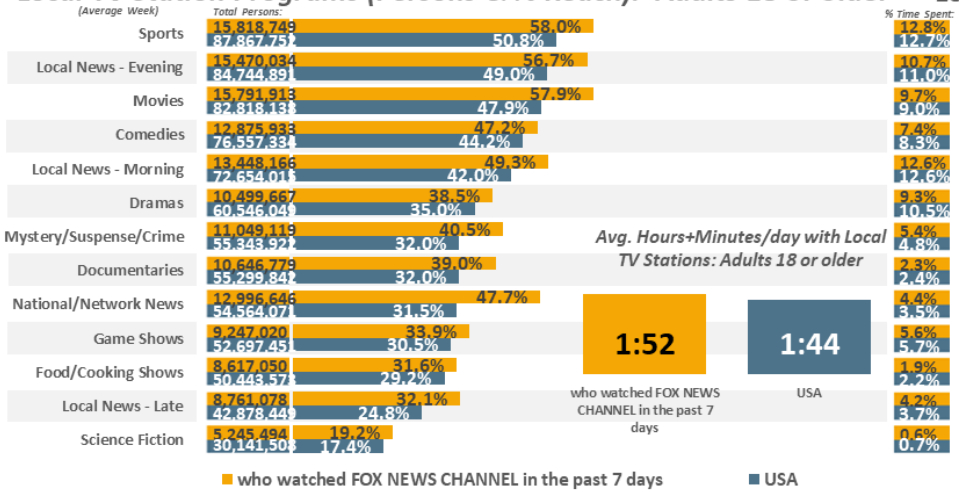
*USA Jan23-Feb24* *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,362*

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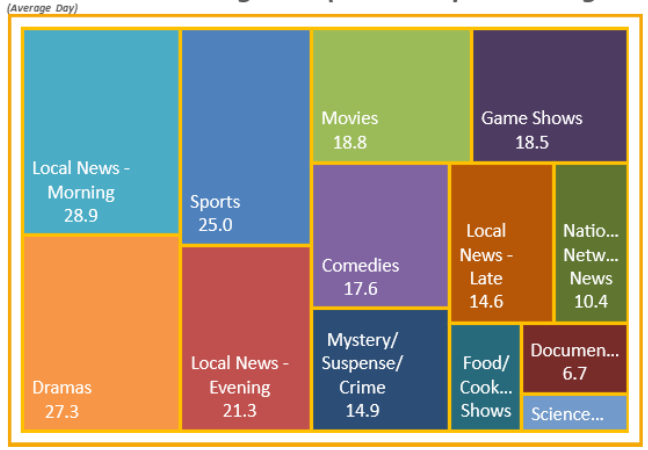
*Cable networks/stations watched past 7 days: CNN*

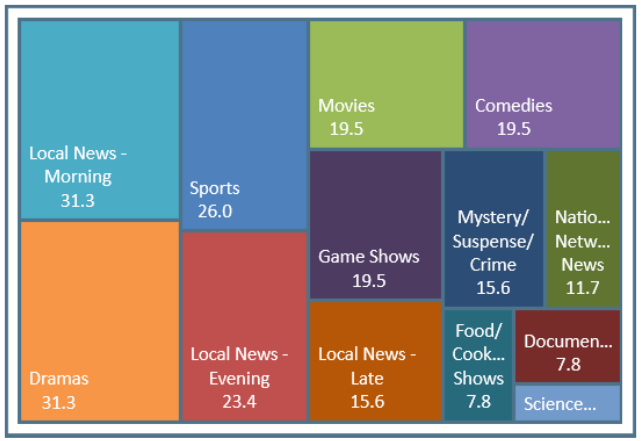
26,632,946 or 87.5% of Adults 18 or older who watched FOX NEWS CHANNEL in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Local News - Morning, Comedies, and National/Network News.

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

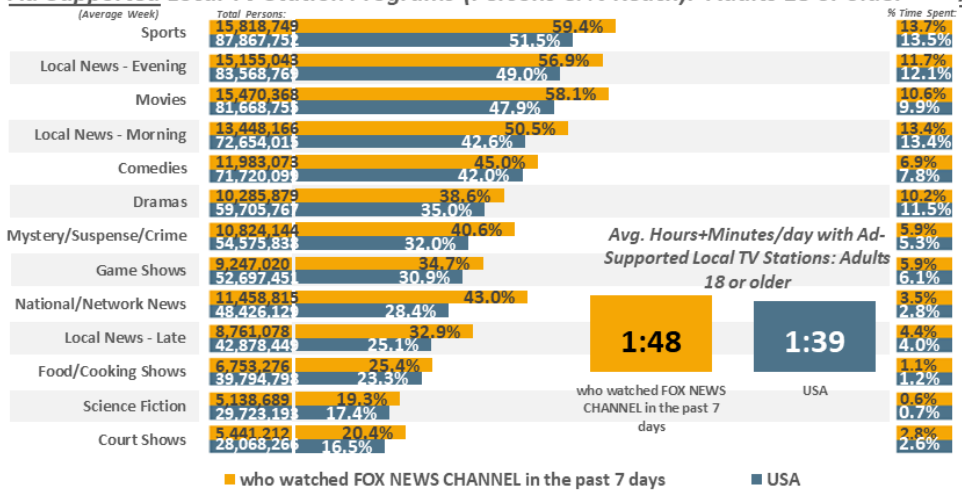



## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

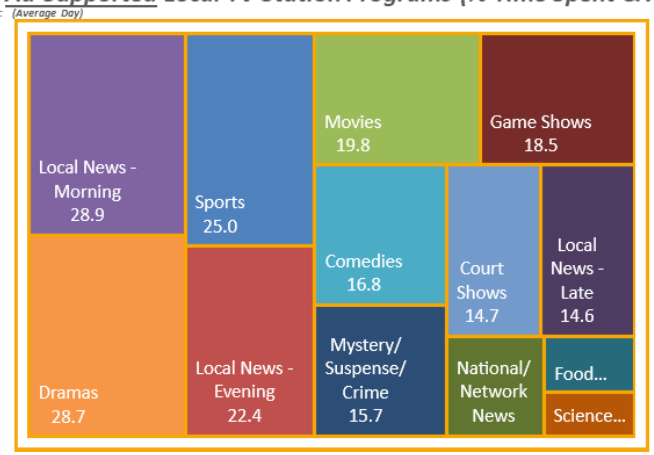


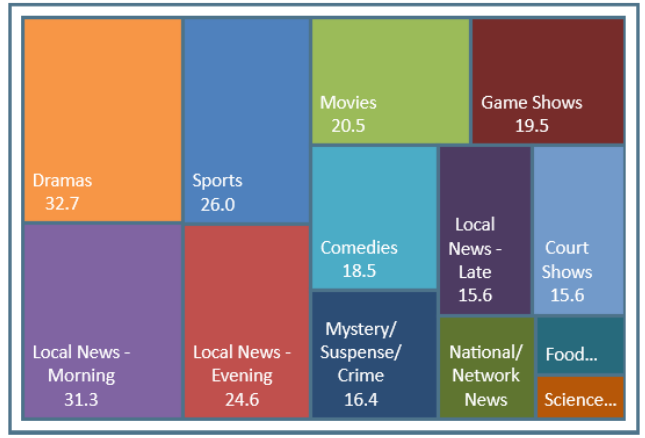




## *Ad-Supported Local TV Station Programs (Persons & % Reach):* Adults 18 or older




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




*USA* *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *7,249*

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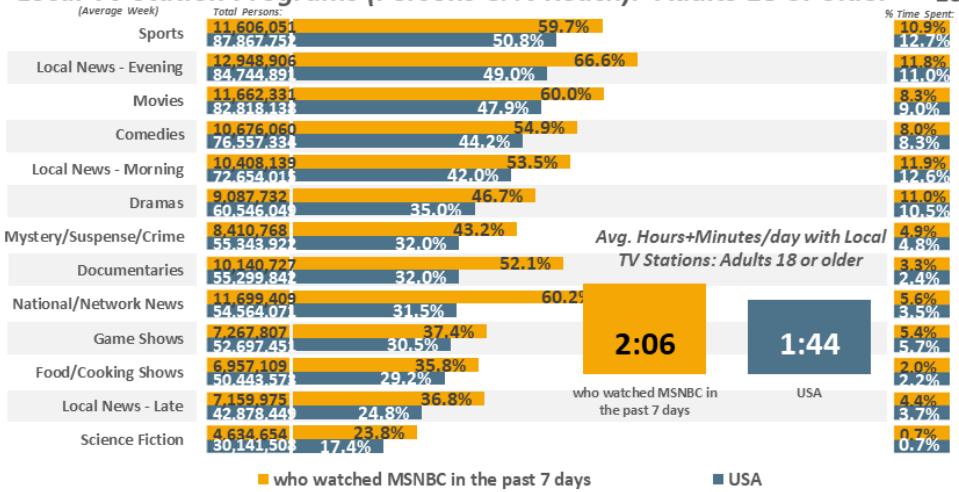
*USA Jan23-Feb24* *USA Projection* *Scarborough R1 2024: Jan23-Feb24* *Qual Intab* *23,362*

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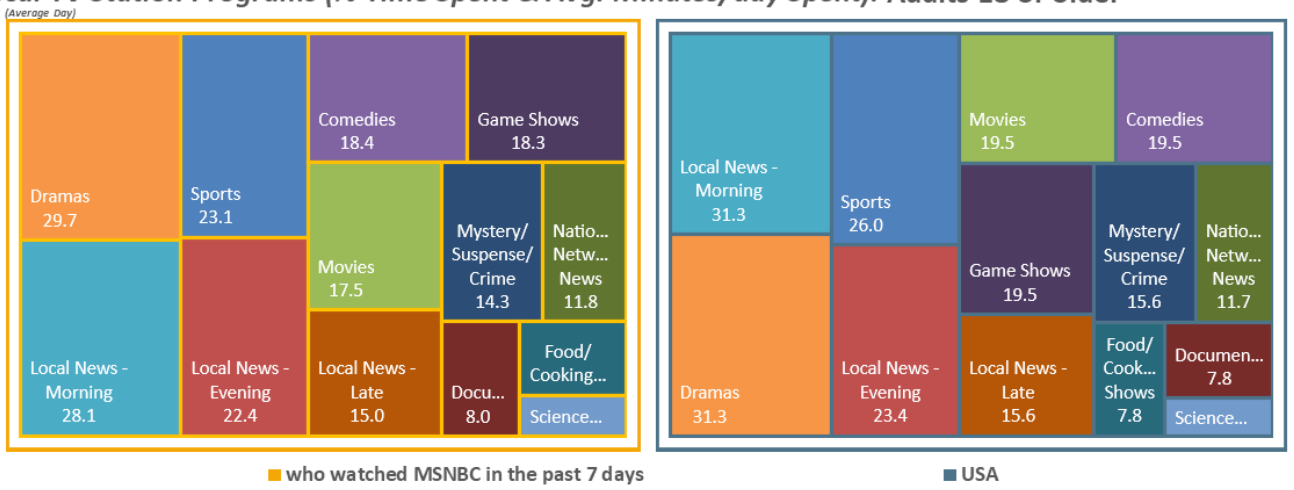
*Cable networks/stations watched past 7 days: FOX News Channel*

19,084,863 or 90.9% of Adults 18 or older who watched MSNBC in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Local News - Morning, National/Network News, and Comedies.

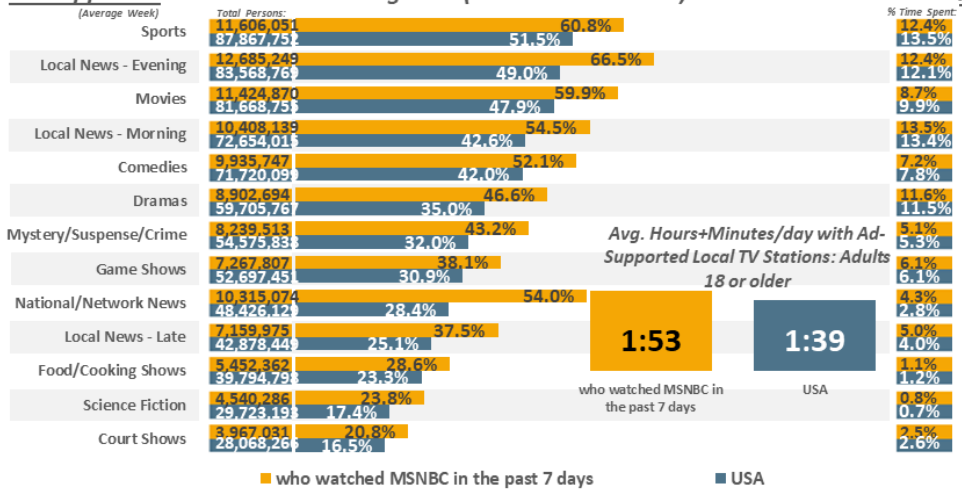
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



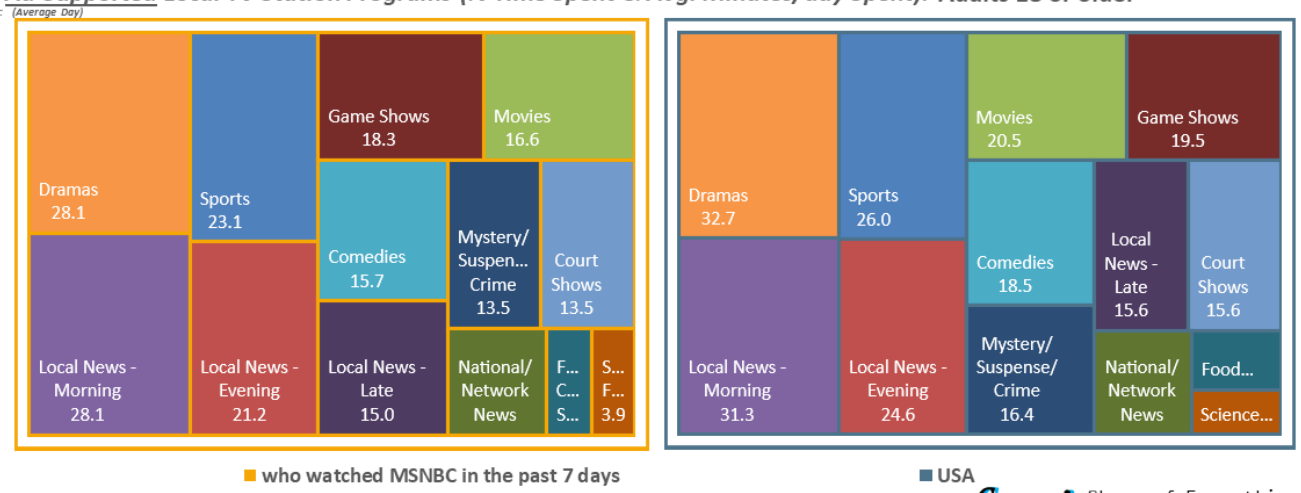

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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: Jan23-Feb24 Qual Intab 7,249*

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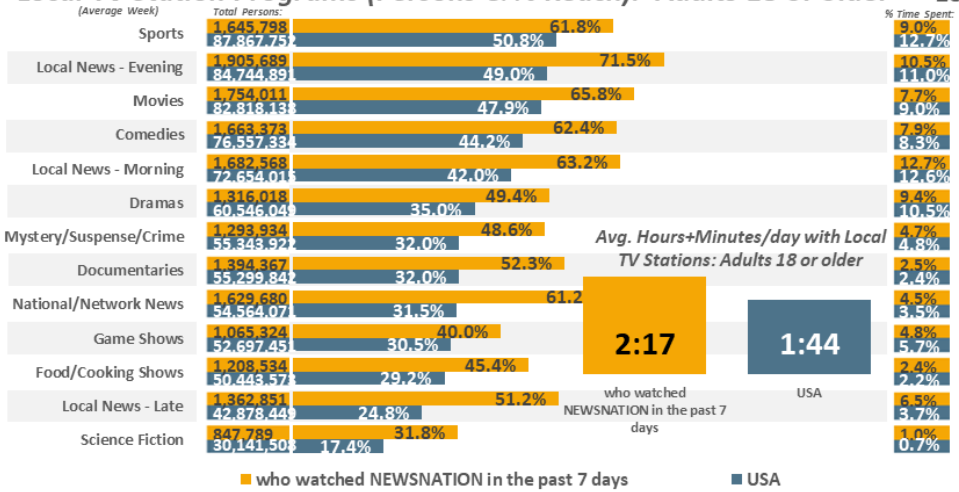
*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362*

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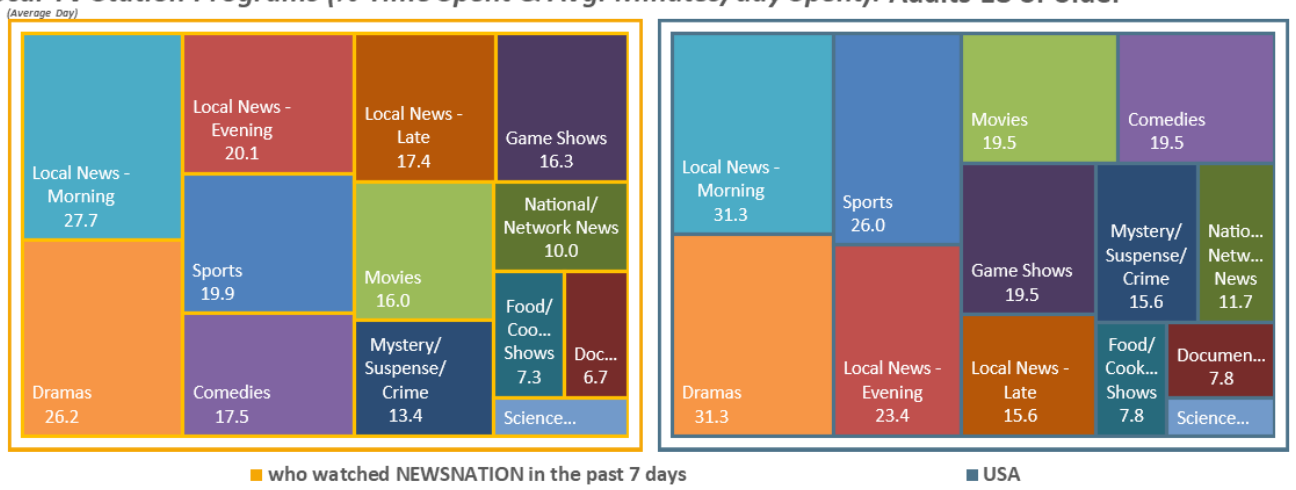
*Cable networks/stations watched past 7 days: MSNBC*

2,554,968 or 86.9% of Adults 18 or older who watched NEWSNATION in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Local News - Morning, Sports, Comedies, and National/Network News.

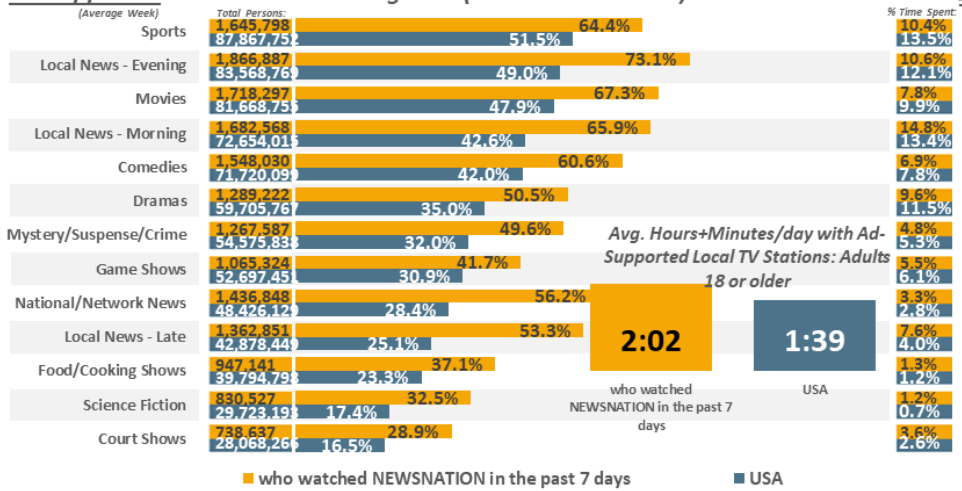
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



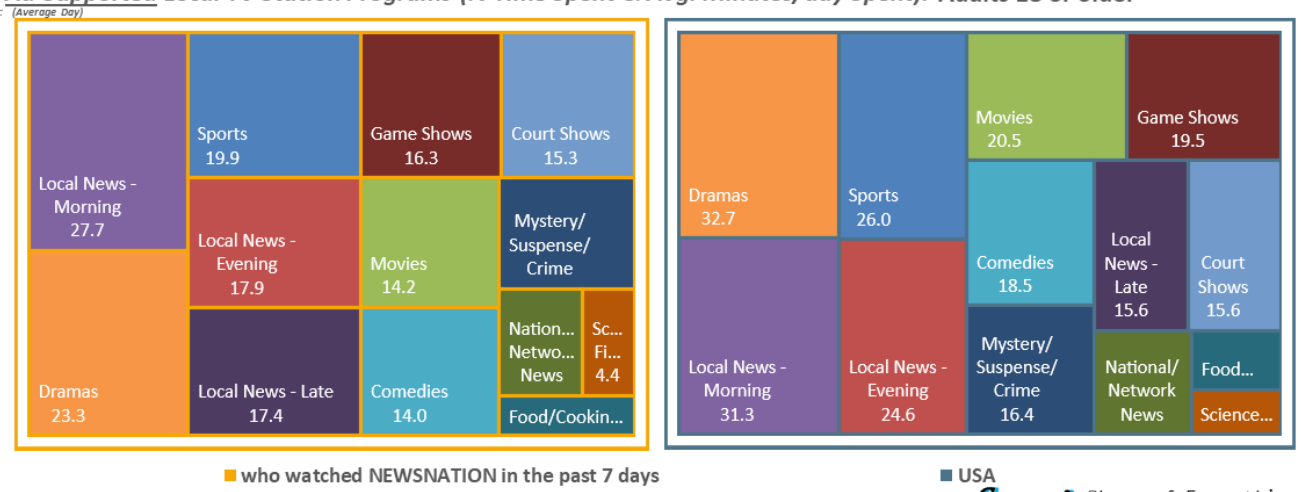

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,249*

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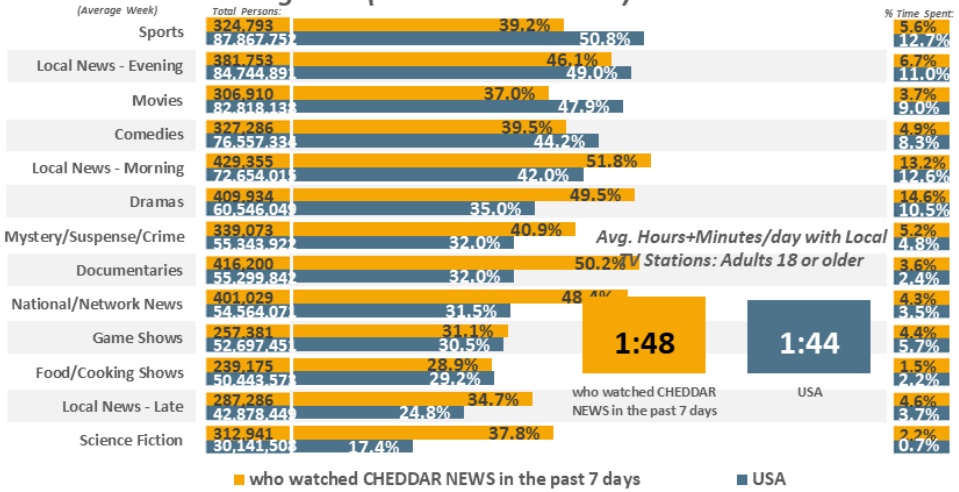
*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362*

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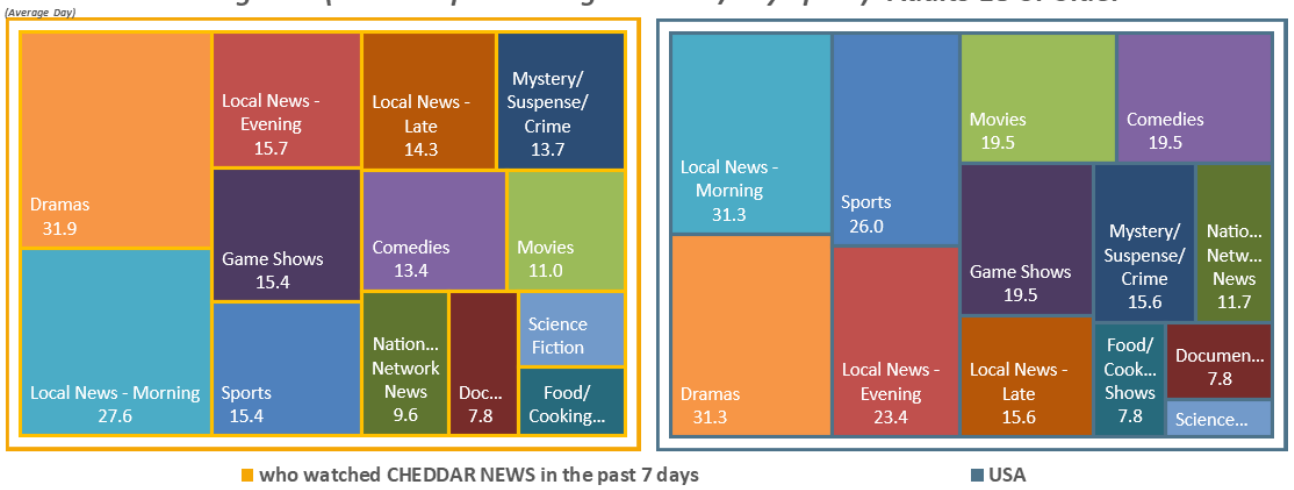
*Cable networks/stations watched past 7 days: NewsNation*

791,577 or 76.8% of Adults 18 or older who watched CHEDDAR NEWS in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Dramas, Local News - Evening, National/Network News, Mystery/Suspense/Crime, and Sports.

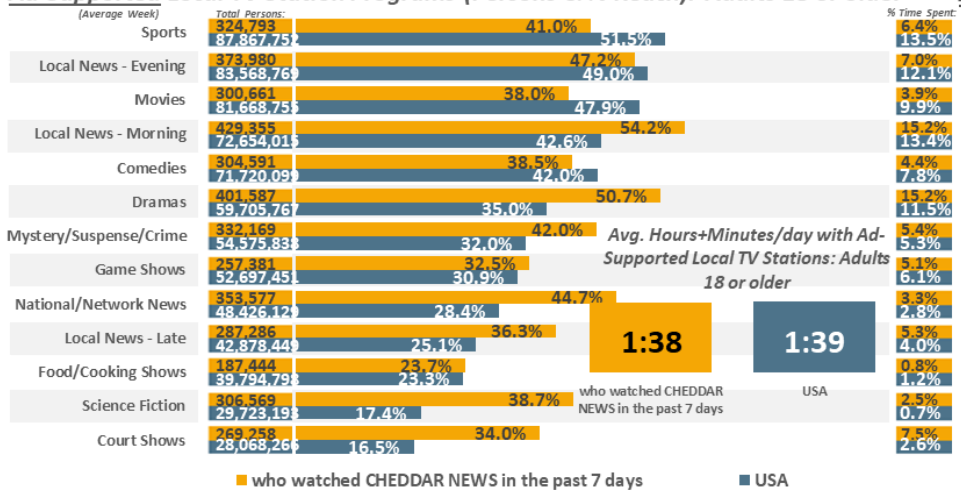
## *Local TV Station Programs (Persons & % Reach):* Adults 18 or older



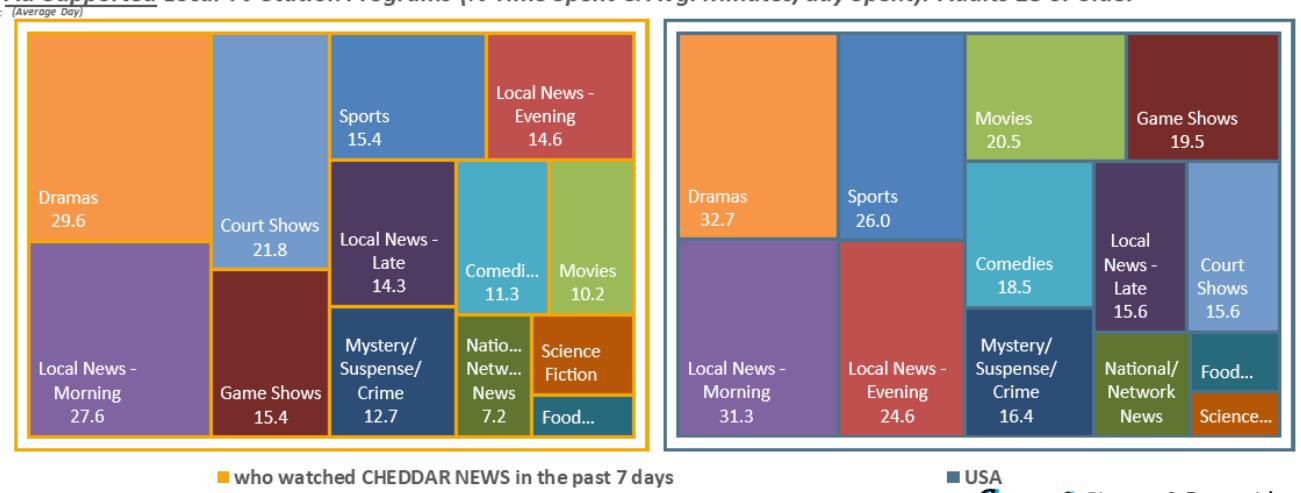

## *Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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: Jan23-Feb24 Qual Intab 7,249*

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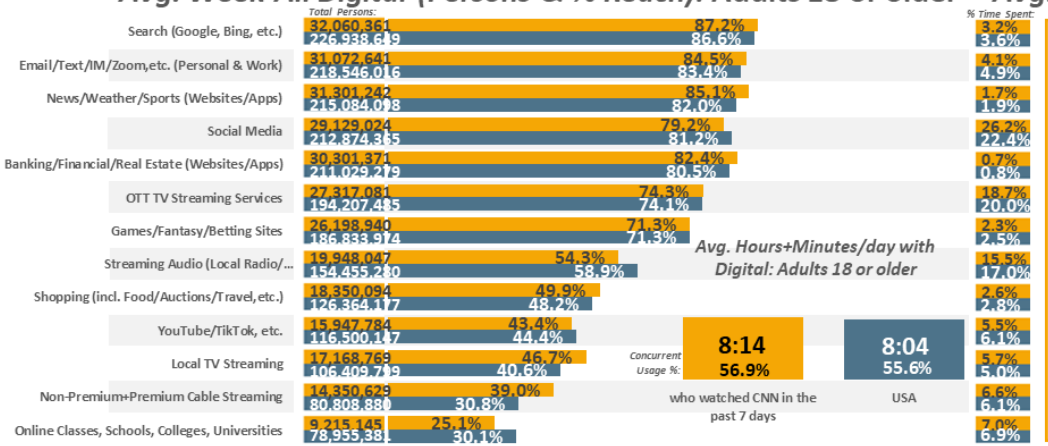
*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362*

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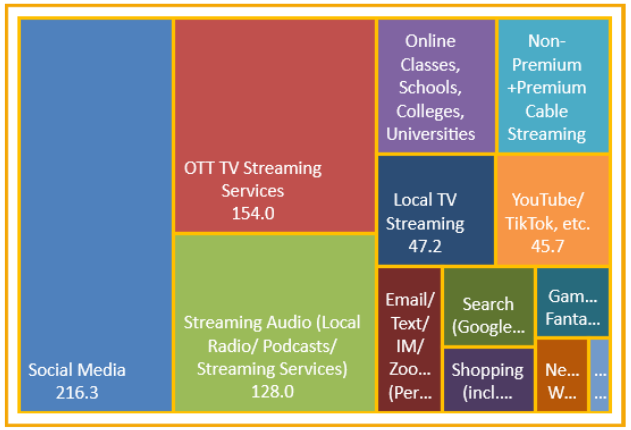
*Cable networks/stations watched past 7 days: Cheddar News*

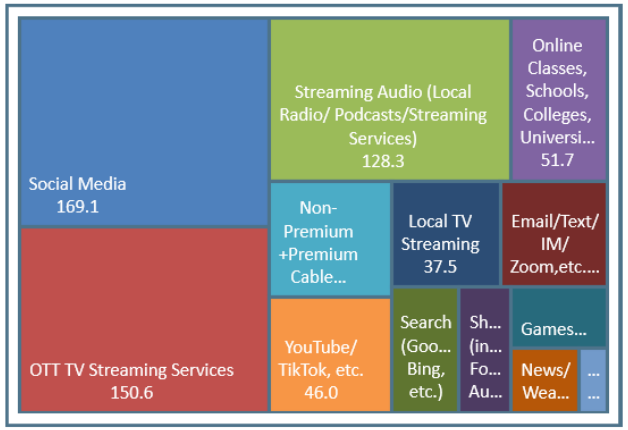
26,346,993 or 71.7% of Adults 18 or older who watched CNN in the past 7 days use Ad-Supported Social Media for an average of 199. minutes every day representing 31.4% of all time spent daily with Ad-Supported Digital Media.

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

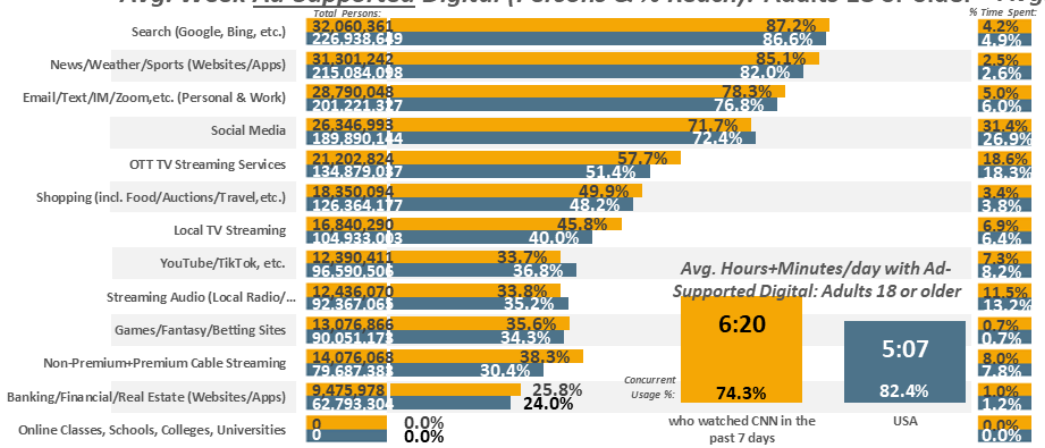



## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

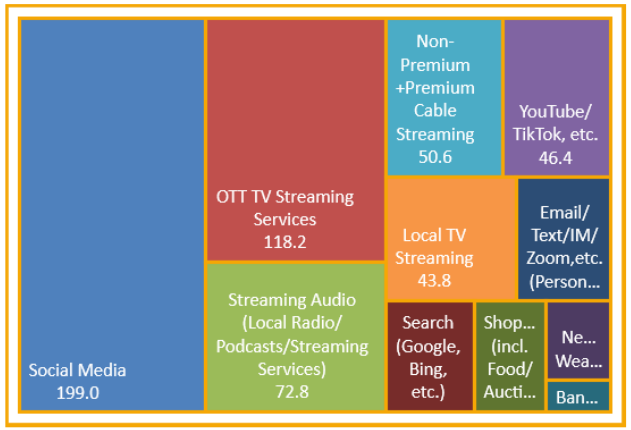


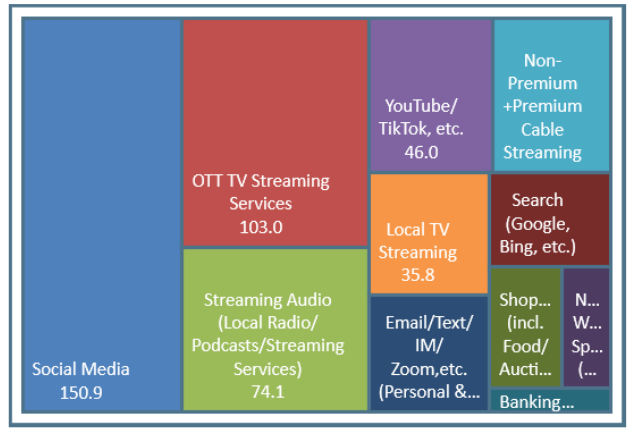




## *Avg. Week Ad-Supported Digital (Persons & % Reach):* Adults 18 or older




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




*USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,249*

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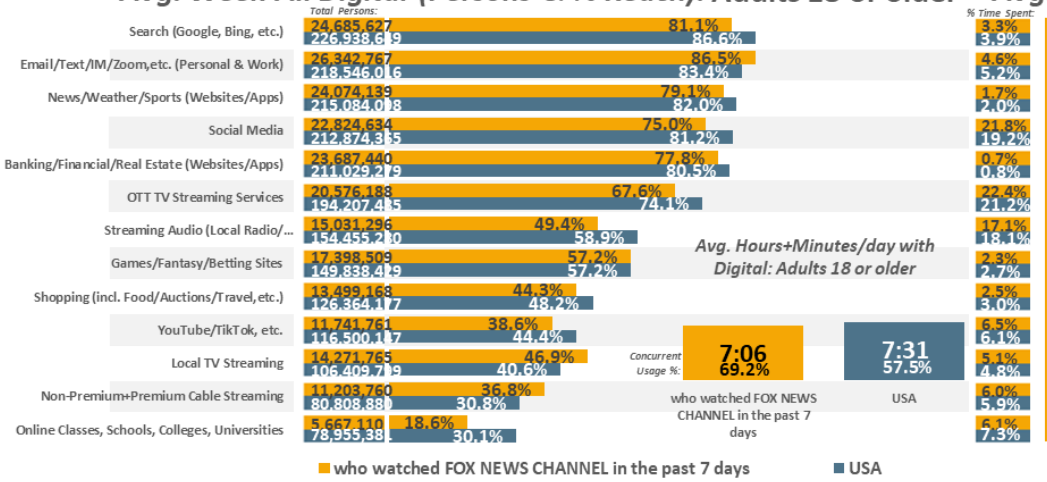
*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362*

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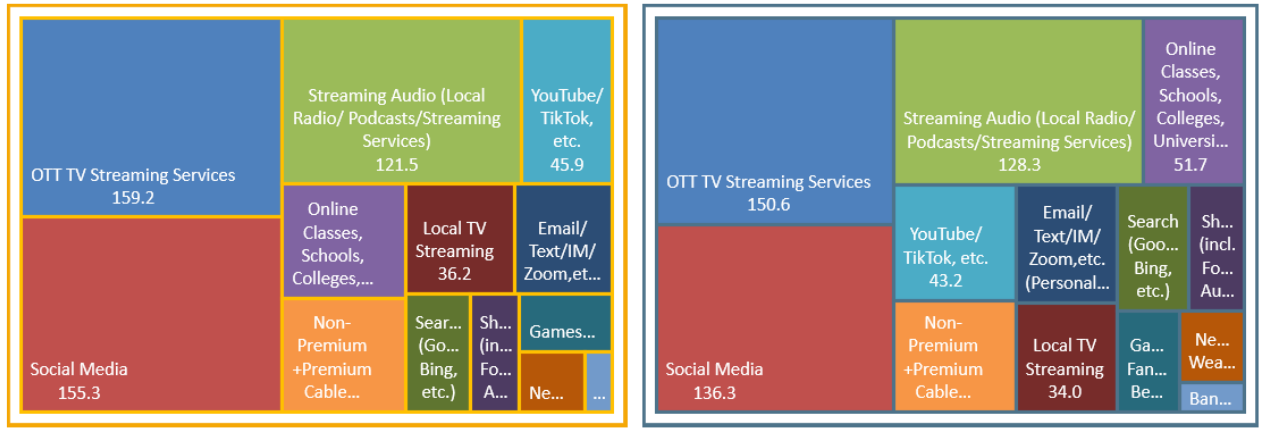
*Cable networks/stations watched past 7 days: CNN*

20,858,520 or 68.5% of Adults 18 or older who watched FOX NEWS CHANNEL in the past 7 days use Ad-Supported Social Media for an average of 142.9 minutes every day representing 26.4% of all time spent daily with Ad-Supported Digital Media.

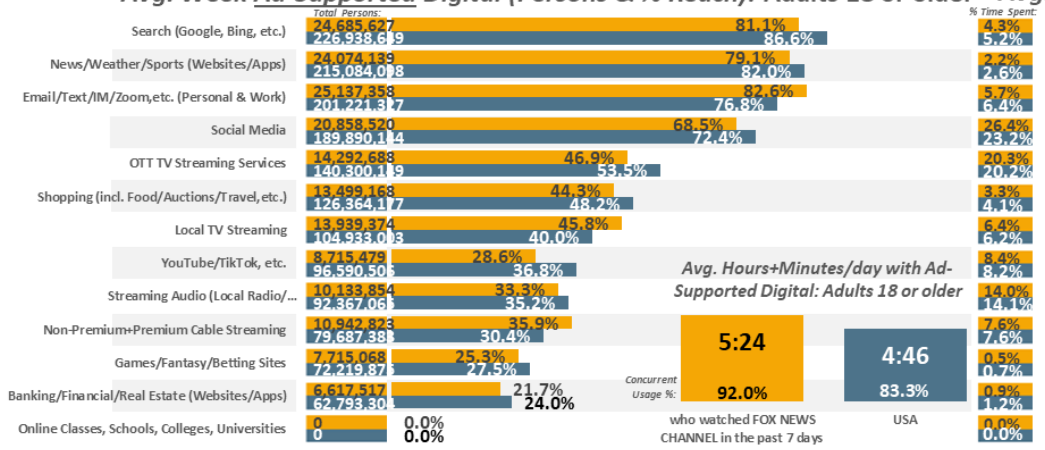
## *Avg. Week All Digital (Persons & % Reach):* Adults 18 or older



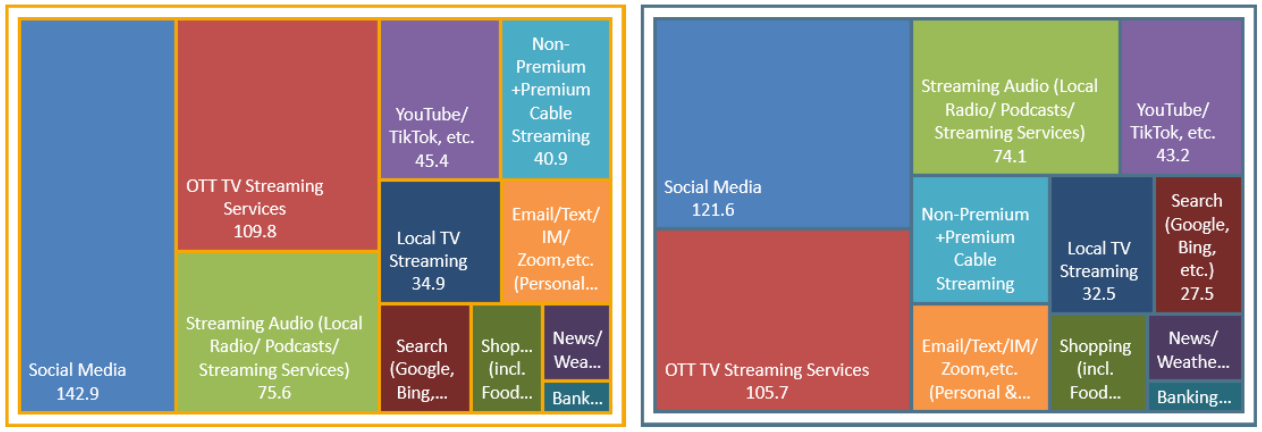

## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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: Jan23-Feb24 Qual Intab 7,249*

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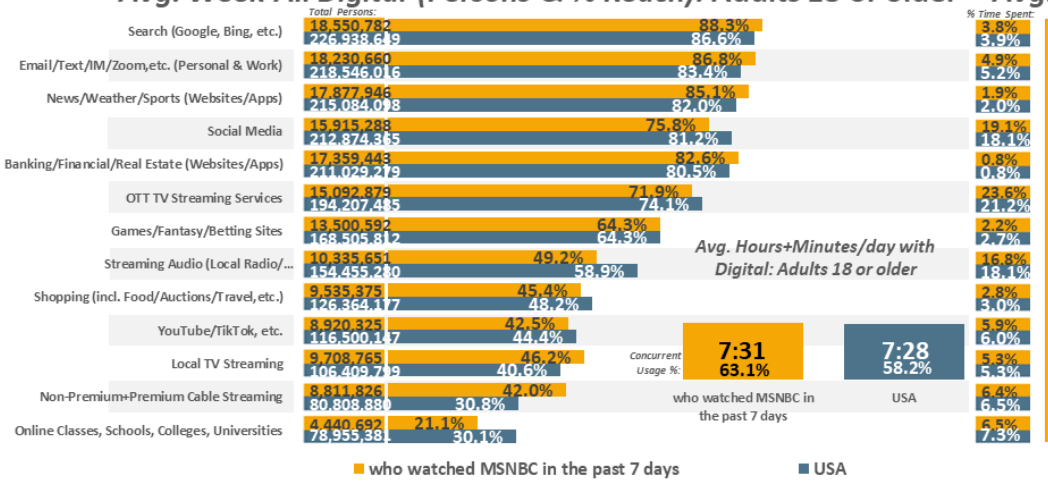
*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362*

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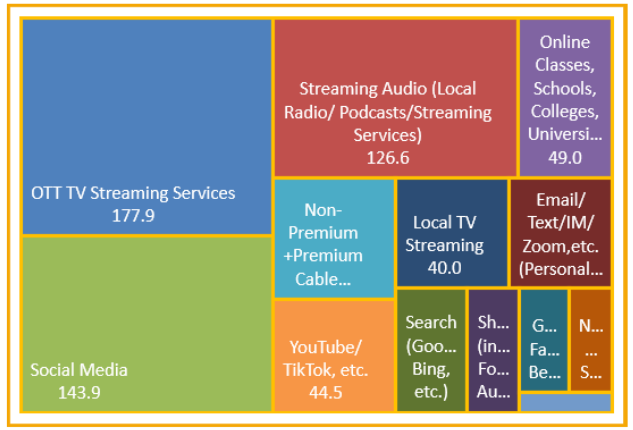
*Cable networks/stations watched past 7 days: FOX News Channel*

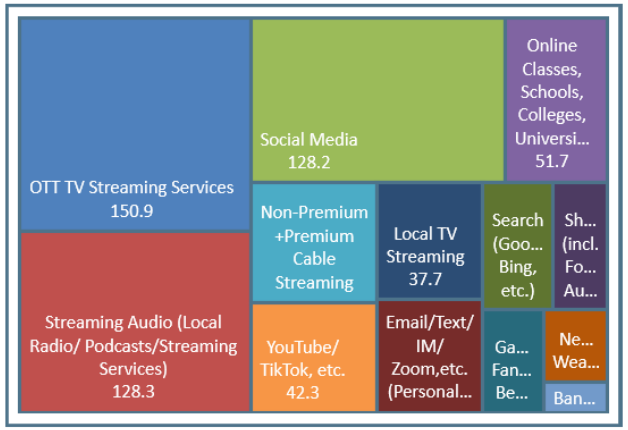
14,454,344 or 68.8% of Adults 18 or older who watched MSNBC in the past 7 days use Ad-Supported Social Media for an average of 132.4 minutes every day representing 22.7% of all time spent daily with Ad-Supported Digital Media.

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

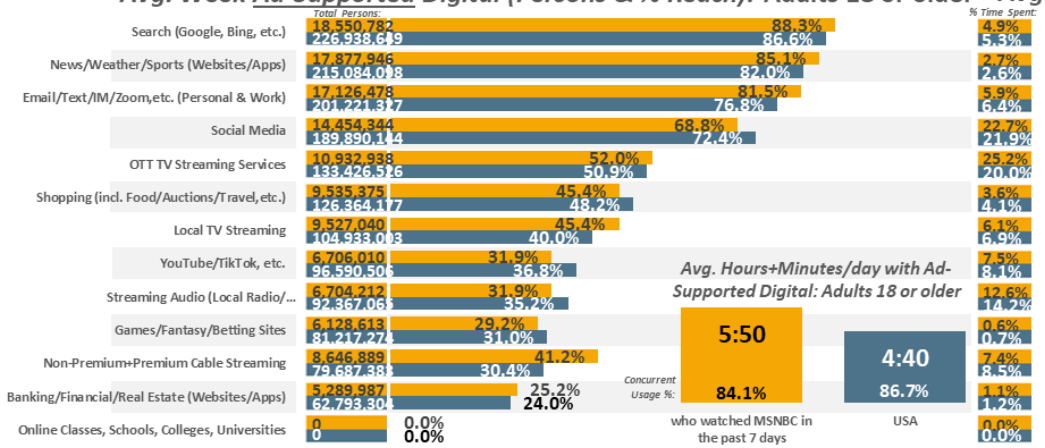



## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

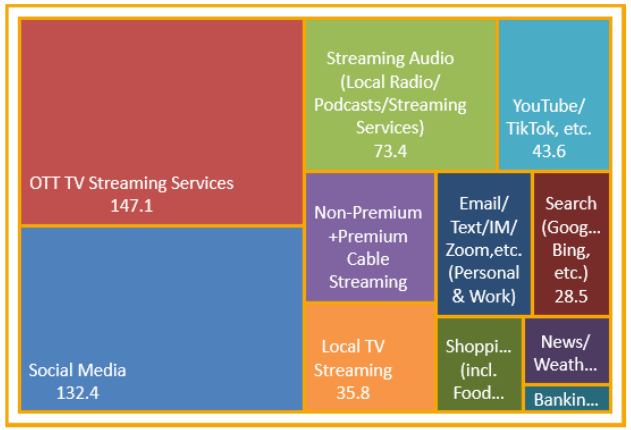


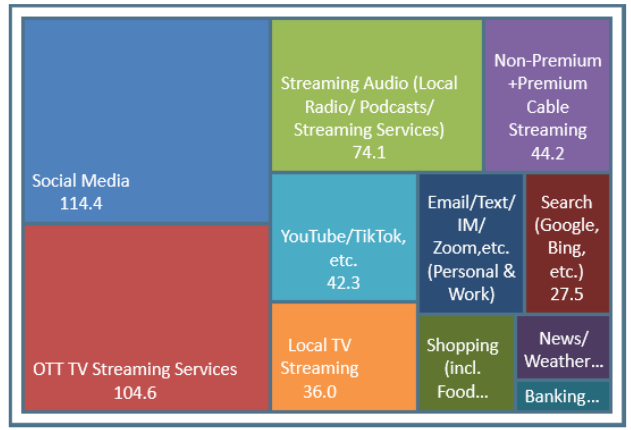




## *Avg. Week Ad-Supported Digital (Persons & % Reach):* Adults 18 or older




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




*USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,249*

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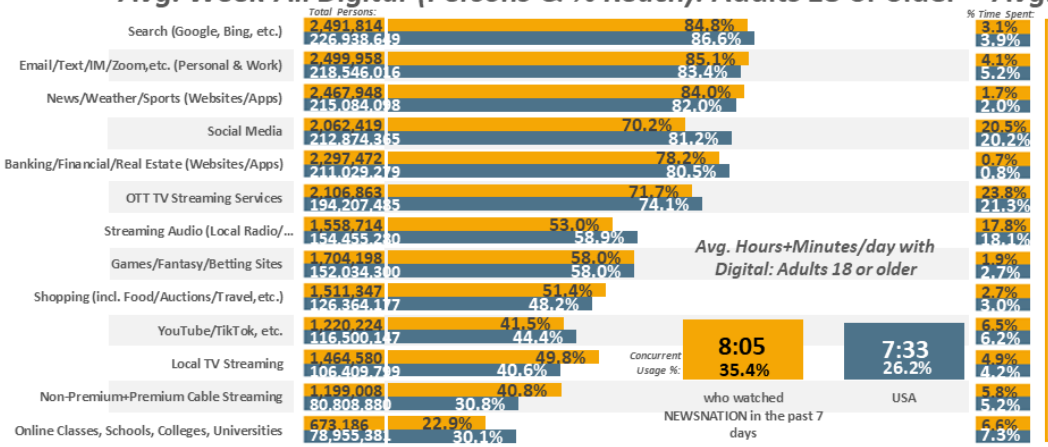
*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362*

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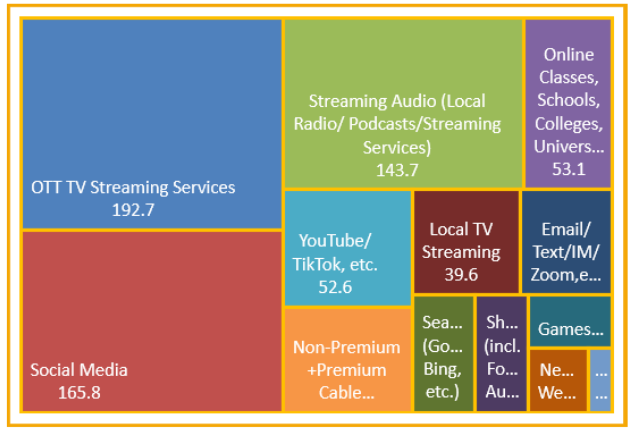
*Cable networks/stations watched past 7 days: MSNBC*

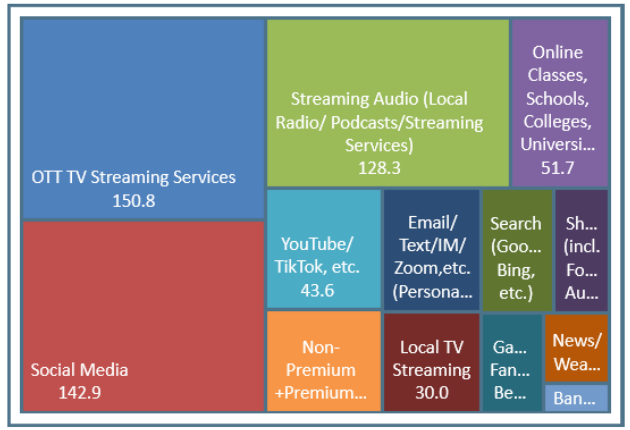
1,939,844 or 66.4% of Adults 18 or older who watched NEWSNATION in the past 7 days use Ad-Supported Social Media for an average of 155.9 minutes every day representing 24.7% of all time spent daily with Ad-Supported Digital Media.

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

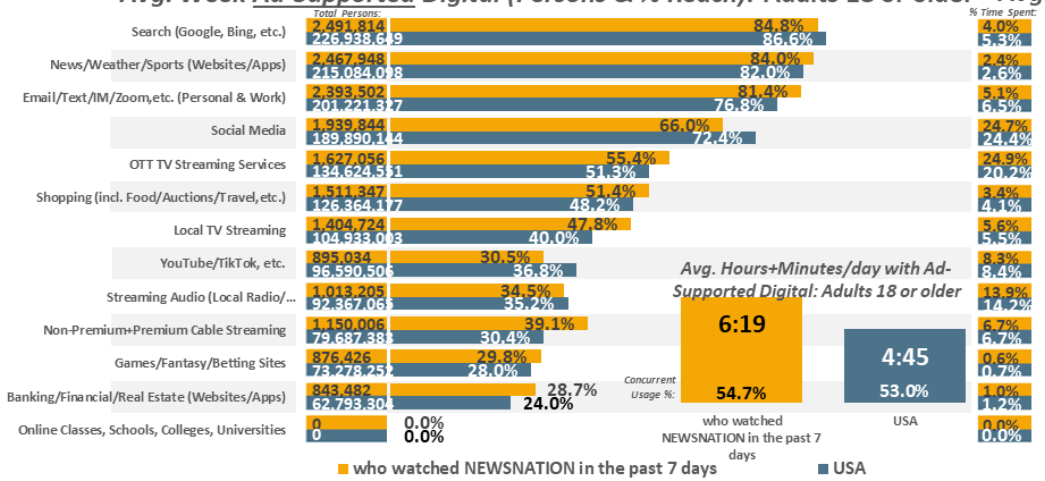



## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

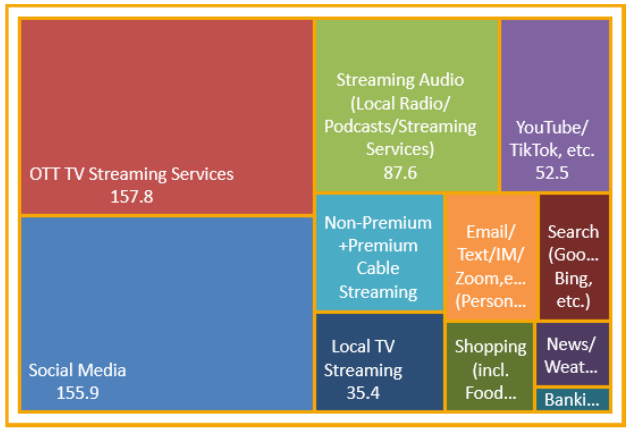


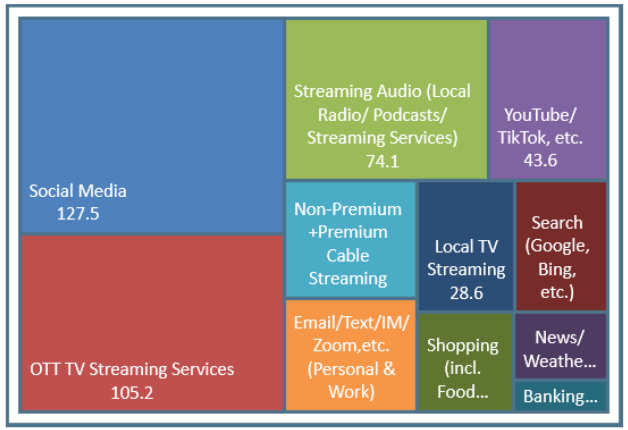




## *Avg. Week Ad-Supported Digital (Persons & % Reach):* Adults 18 or older




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




*USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,249*

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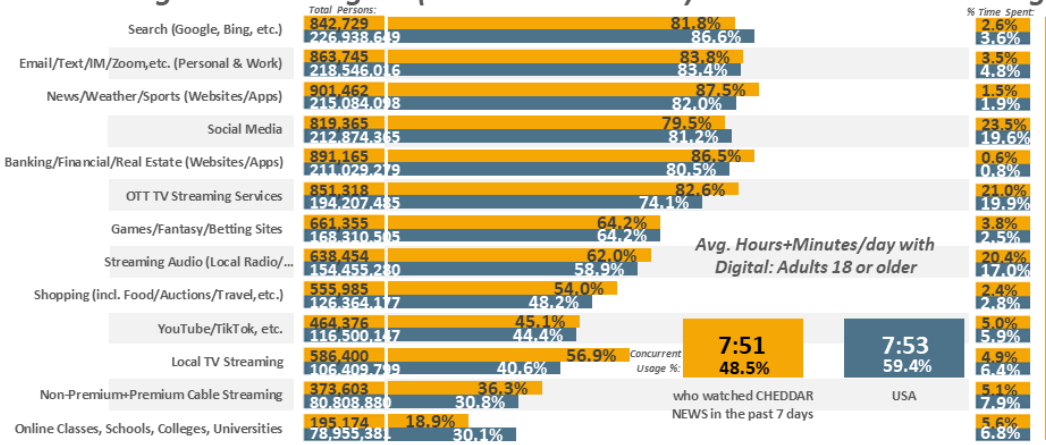
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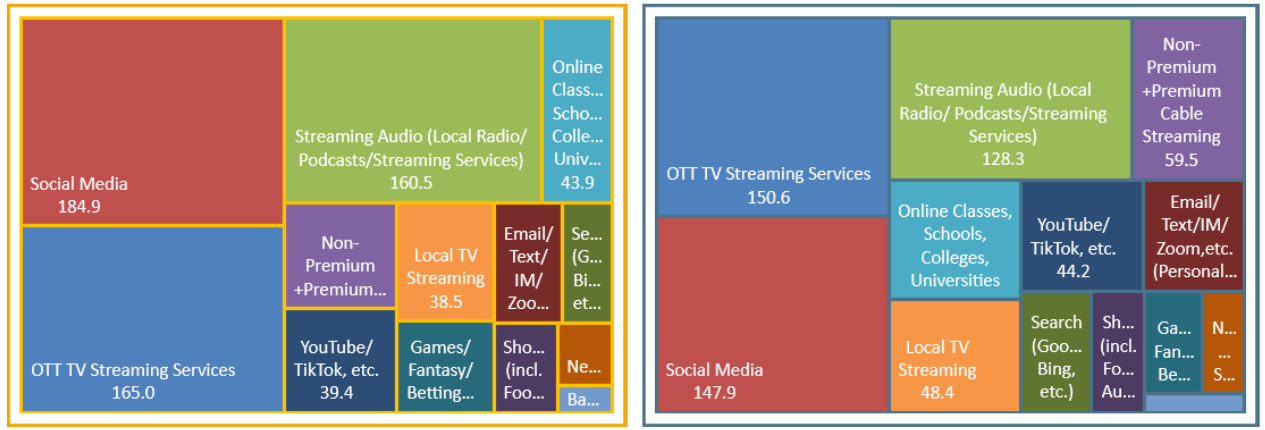
*Cable networks/stations watched past 7 days: NewsNation*

769,837 or 74.7% of Adults 18 or older who watched CHEDDAR NEWS in the past 7 days use Ad-Supported Social Media for an average of 170.1 minutes every day representing 28.1% of all time spent daily with Ad-Supported Digital Media.

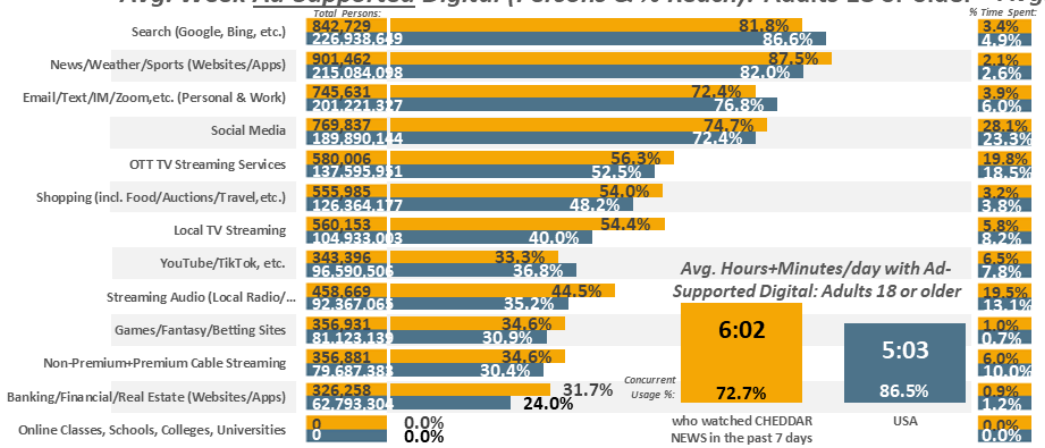
## *Avg. Week All Digital (Persons & % Reach):* Adults 18 or older



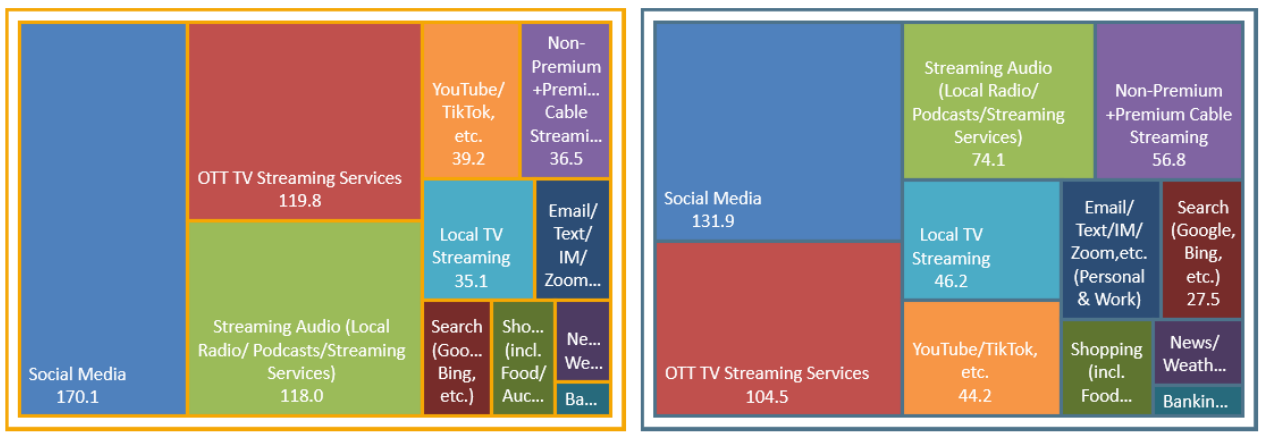

## *Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,249*

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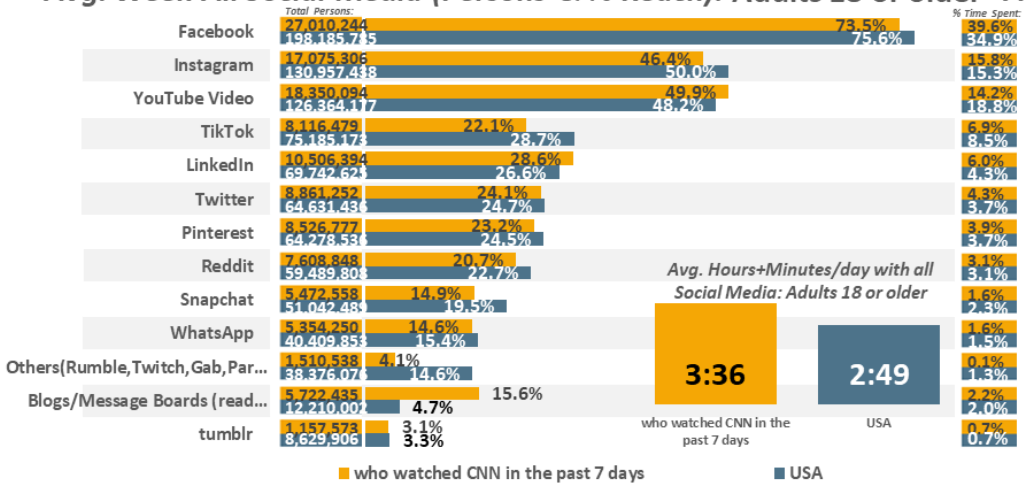
*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362*

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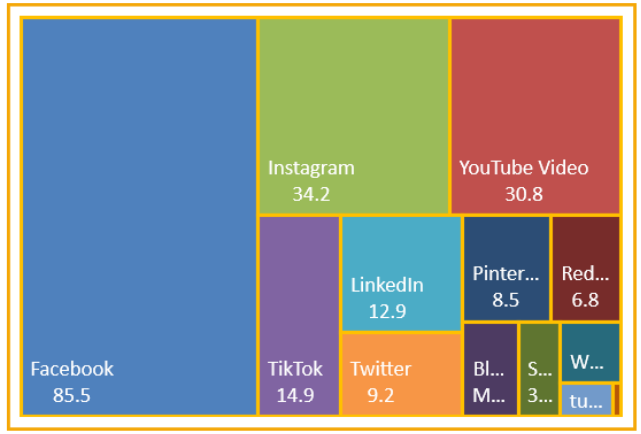
*Cable networks/stations watched past 7 days: Cheddar News*

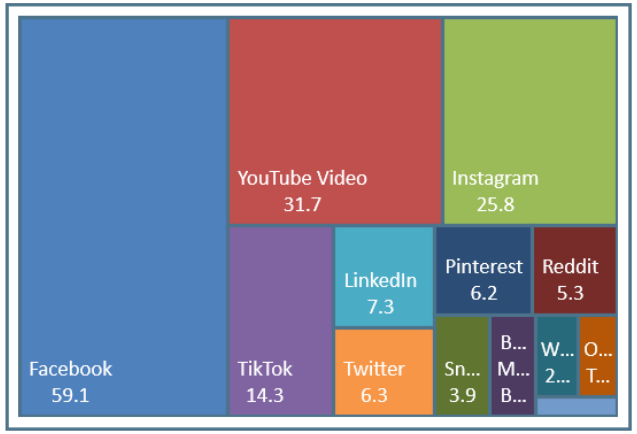
26,346,993 or 71.7% of Adults 18 or older who watched CNN in the past 7 days use Ad-Supported Facebook for an average of 75.7 minutes every day representing 38.7% of all time spent daily with Ad-Supported Social Media.

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

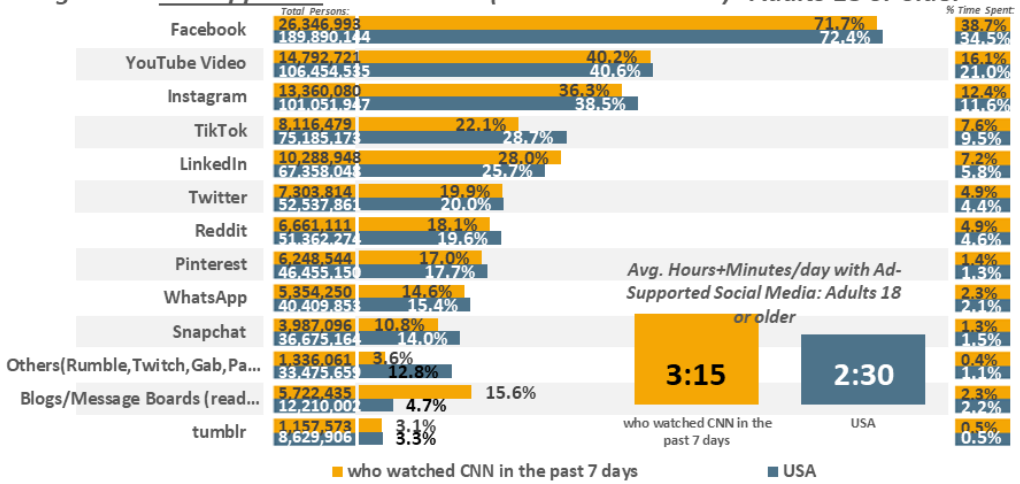



## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

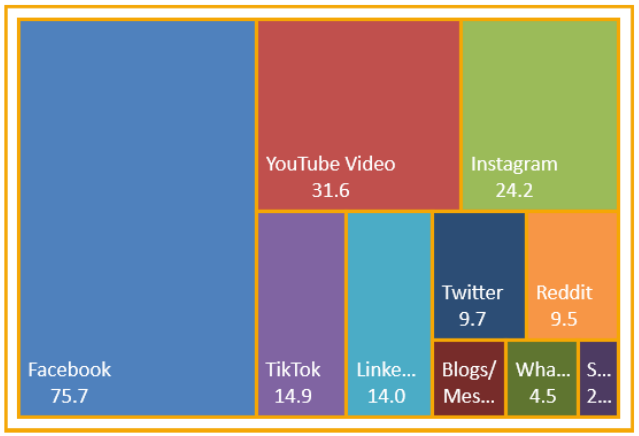


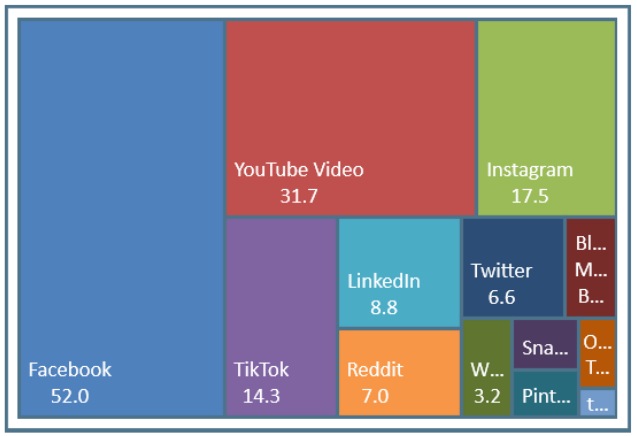




## *Avg. Week Ad-Supported Social Media (Persons & % Reach):* Adults 18 or older




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




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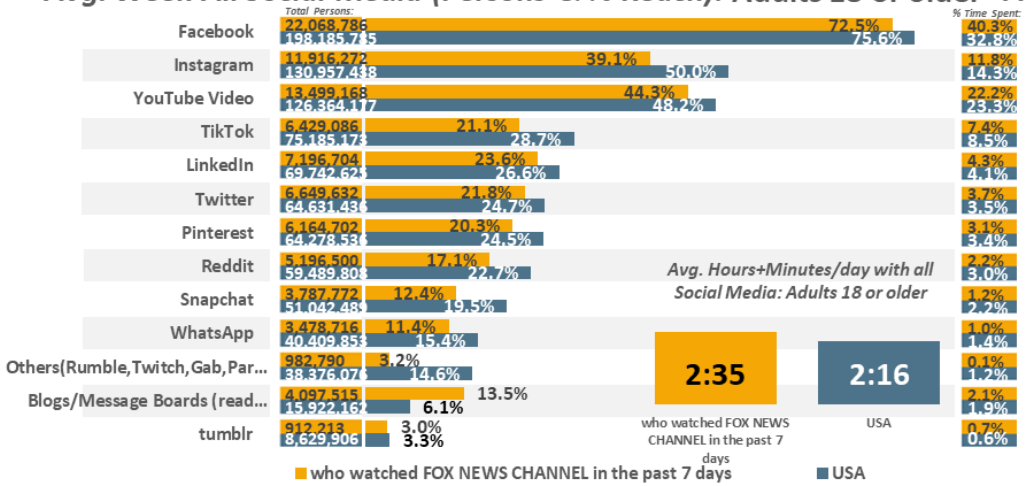
*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362*

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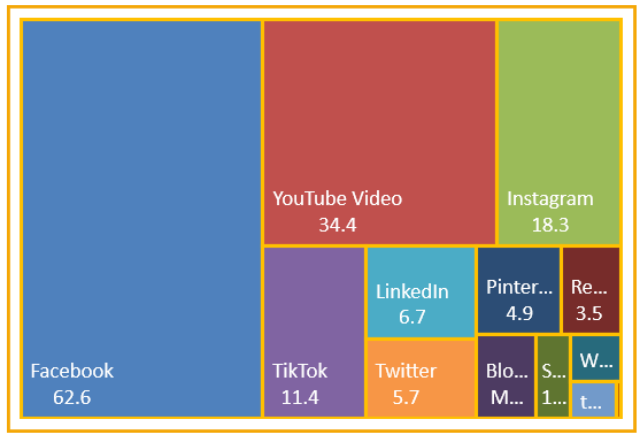
*Cable networks/stations watched past 7 days: CNN*

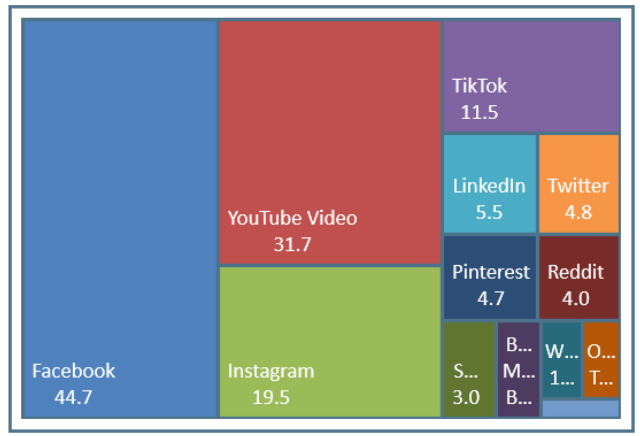
20,858,520 or 68.5% of Adults 18 or older who watched FOX NEWS CHANNEL in the past 7 days use Ad-Supported Facebook for an average of 49.8 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.

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

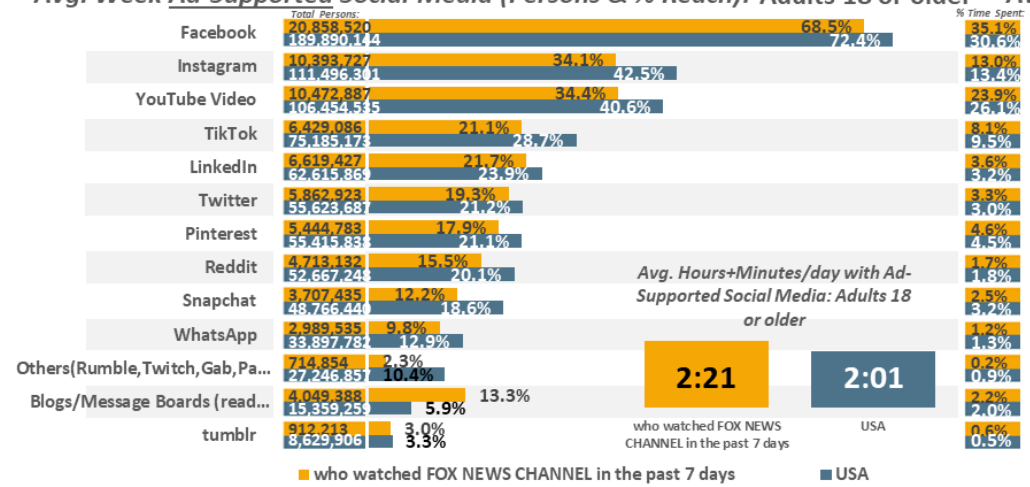



## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

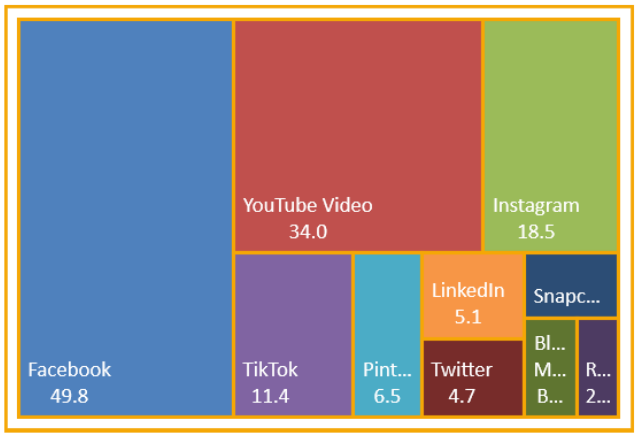


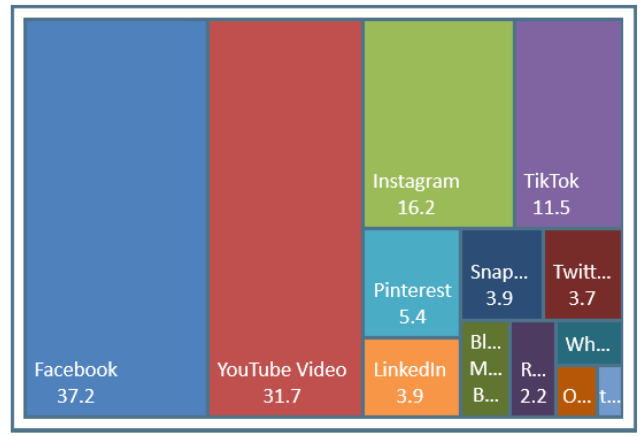




## *Avg. Week Ad-Supported Social Media (Persons & % Reach):* Adults 18 or older




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




USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,249

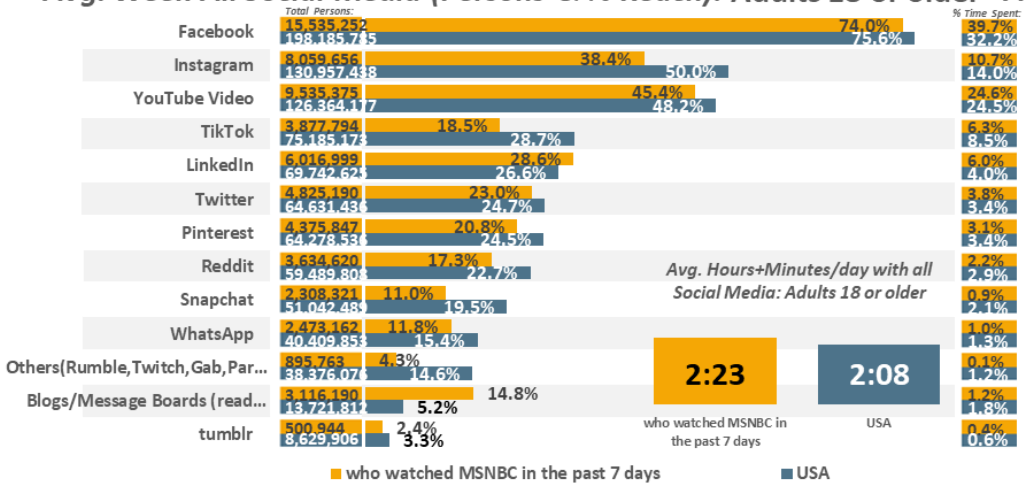
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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362

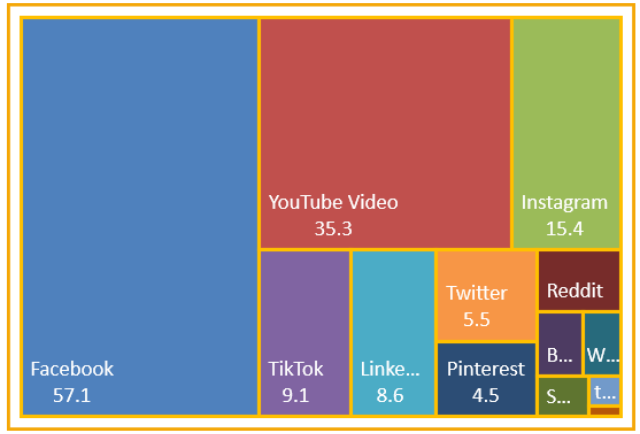
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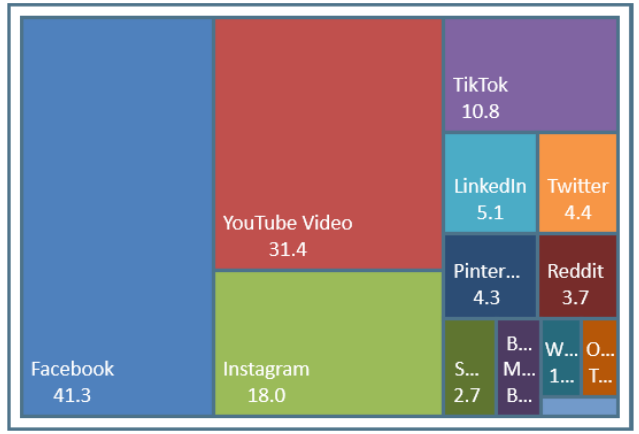
14,454,344 or 68.8% of Adults 18 or older who watched MSNBC in the past 7 days use Ad-Supported Facebook for an average of 45.7 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.

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

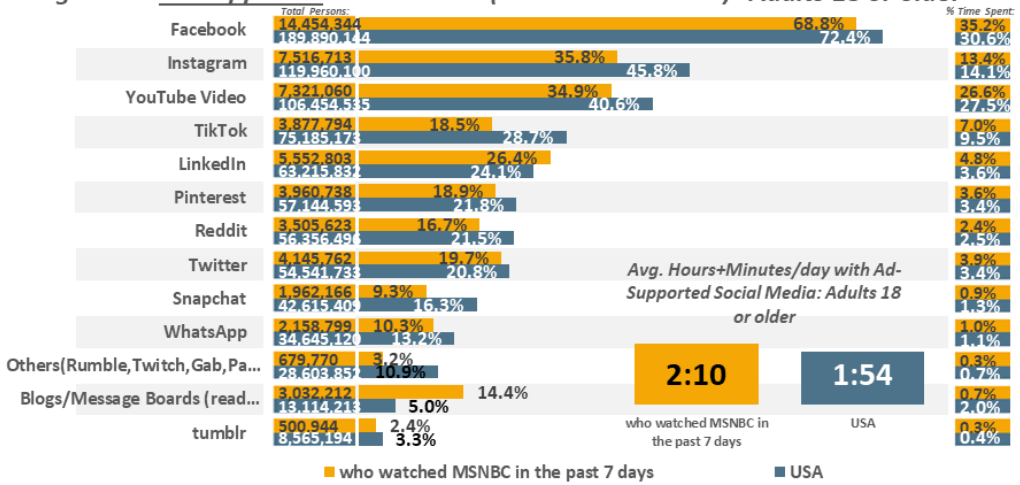



## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

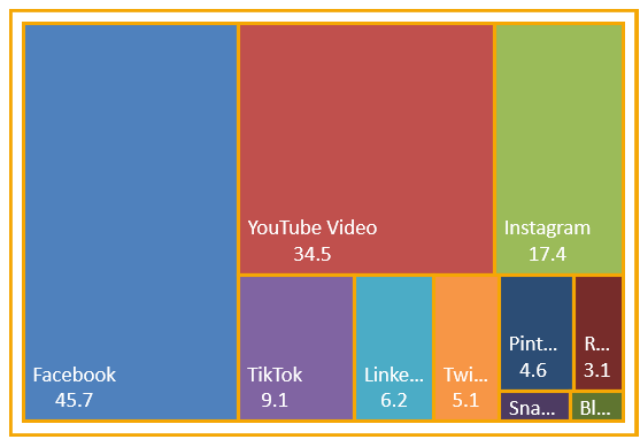


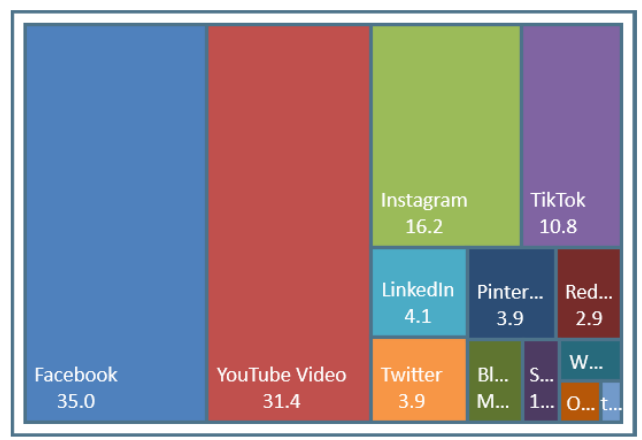




## *Avg. Week <u>Ad-Supported</u> Social Media (Persons & % Reach):* Adults 18 or older




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




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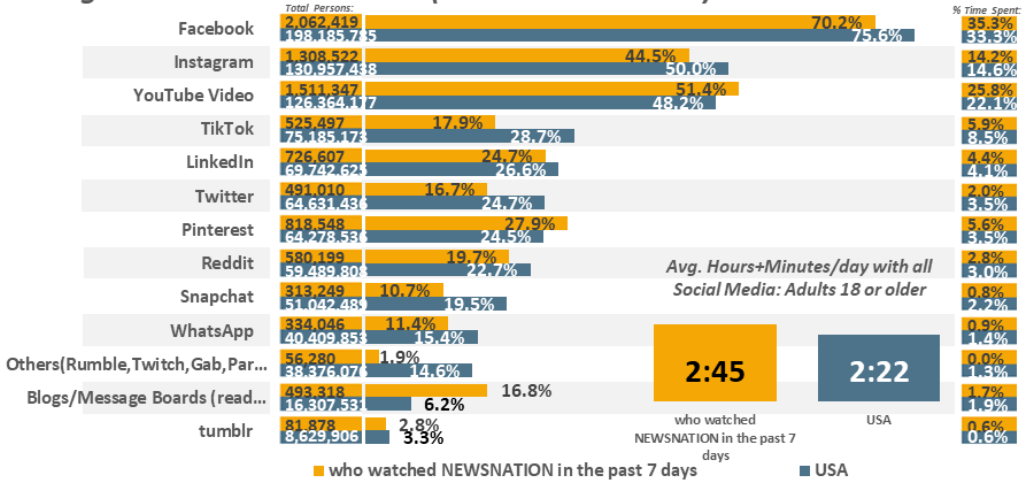
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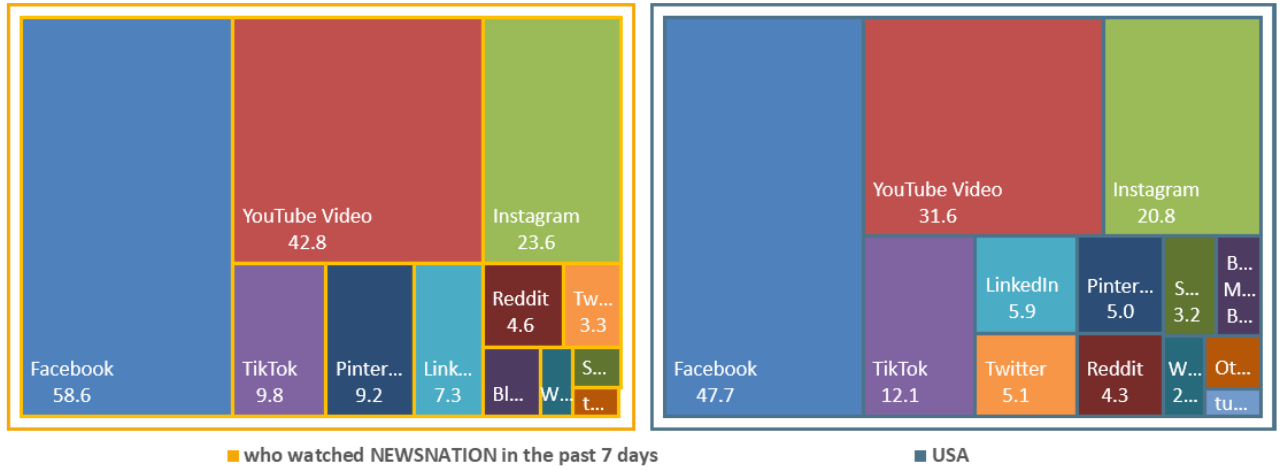
*Cable networks/stations watched past 7 days: MSNBC*

1,939,844 or 66.% of Adults 18 or older who watched NEWSNATION in the past 7 days use Ad-Supported Facebook for an average of 54. minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.

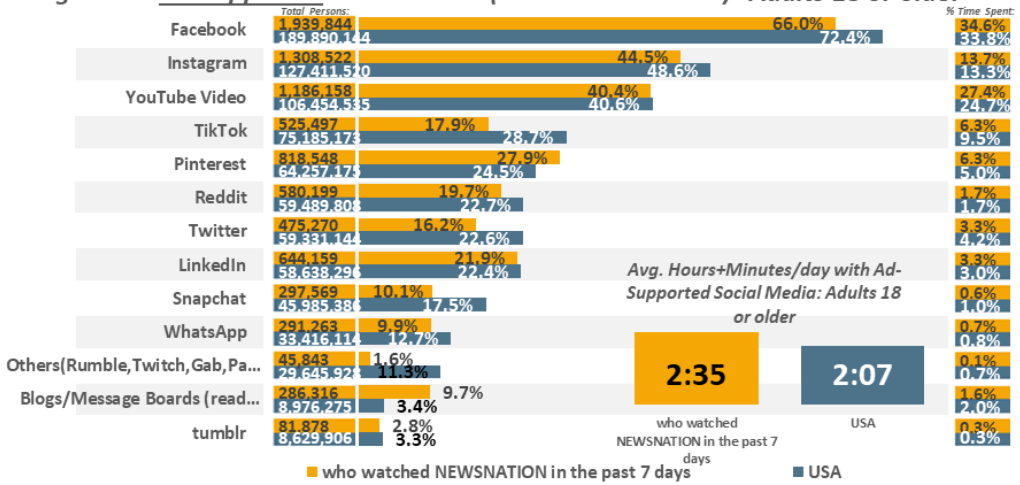
## *Avg. Week All Social Media (Persons & % Reach):* Adults 18 or older



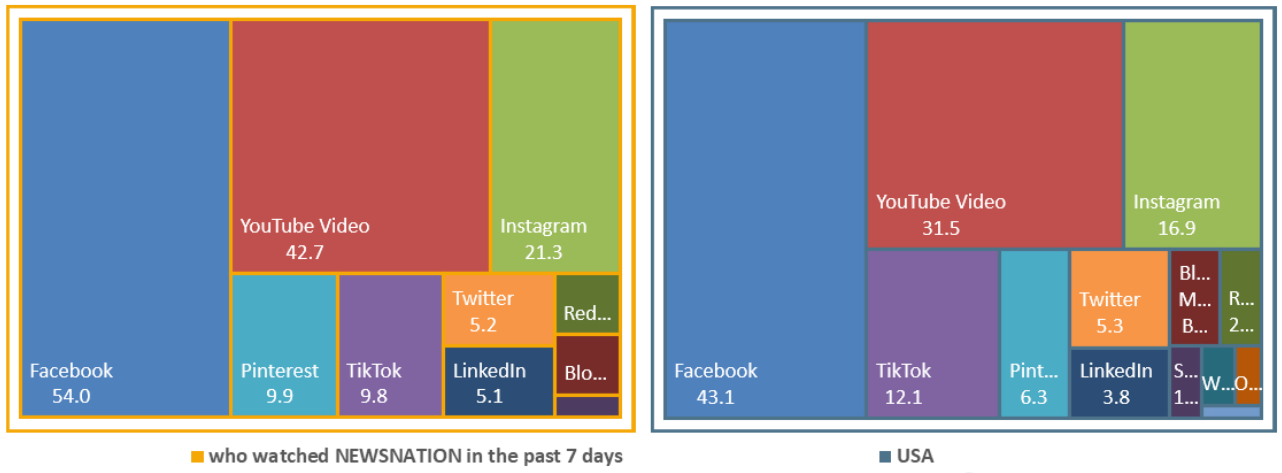

## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




*USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,249*

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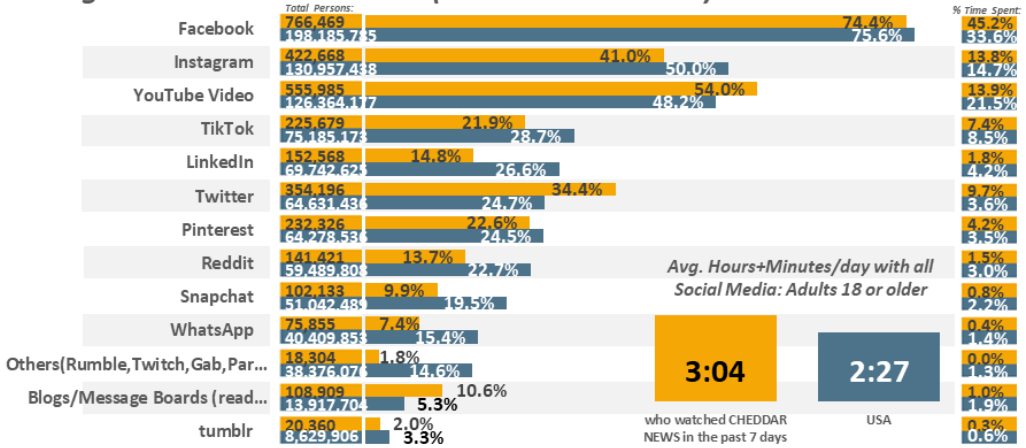
*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362*

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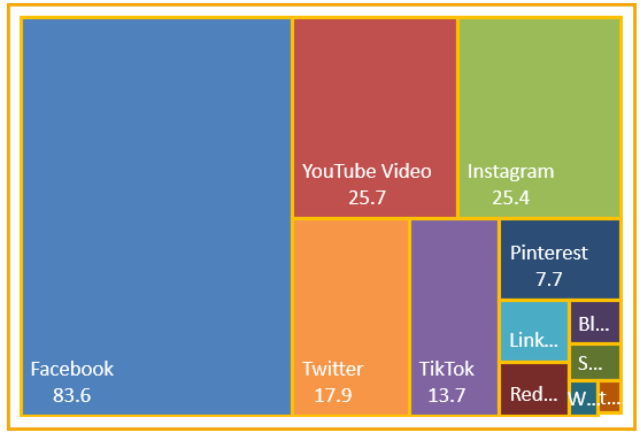
*Cable networks/stations watched past 7 days: NewsNation*

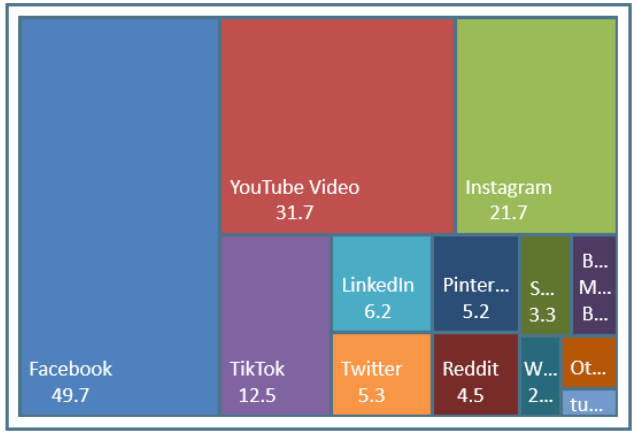
766,469 or 74.4% of Adults 18 or older who watched CHEDDAR NEWS in the past 7 days use Ad-Supported Facebook for an average of 74.6 minutes every day representing 42.9% of all time spent daily with Ad-Supported Social Media.

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

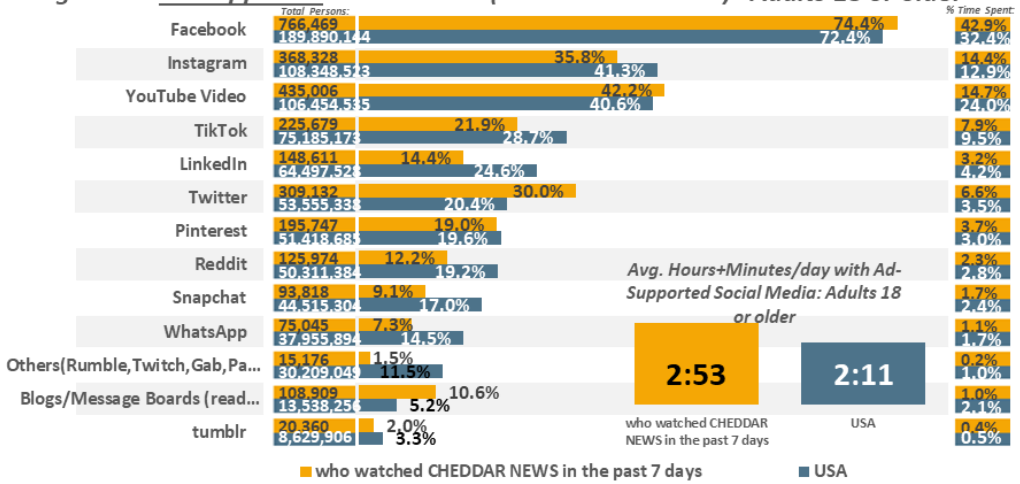



## *Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

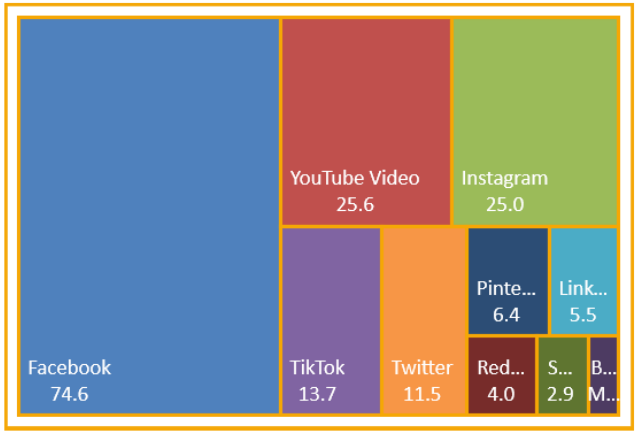


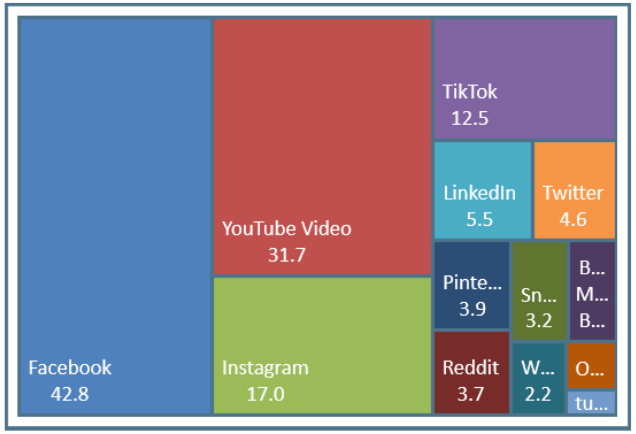




## *Avg. Week Ad-Supported Social Media (Persons & % Reach):* Adults 18 or older




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




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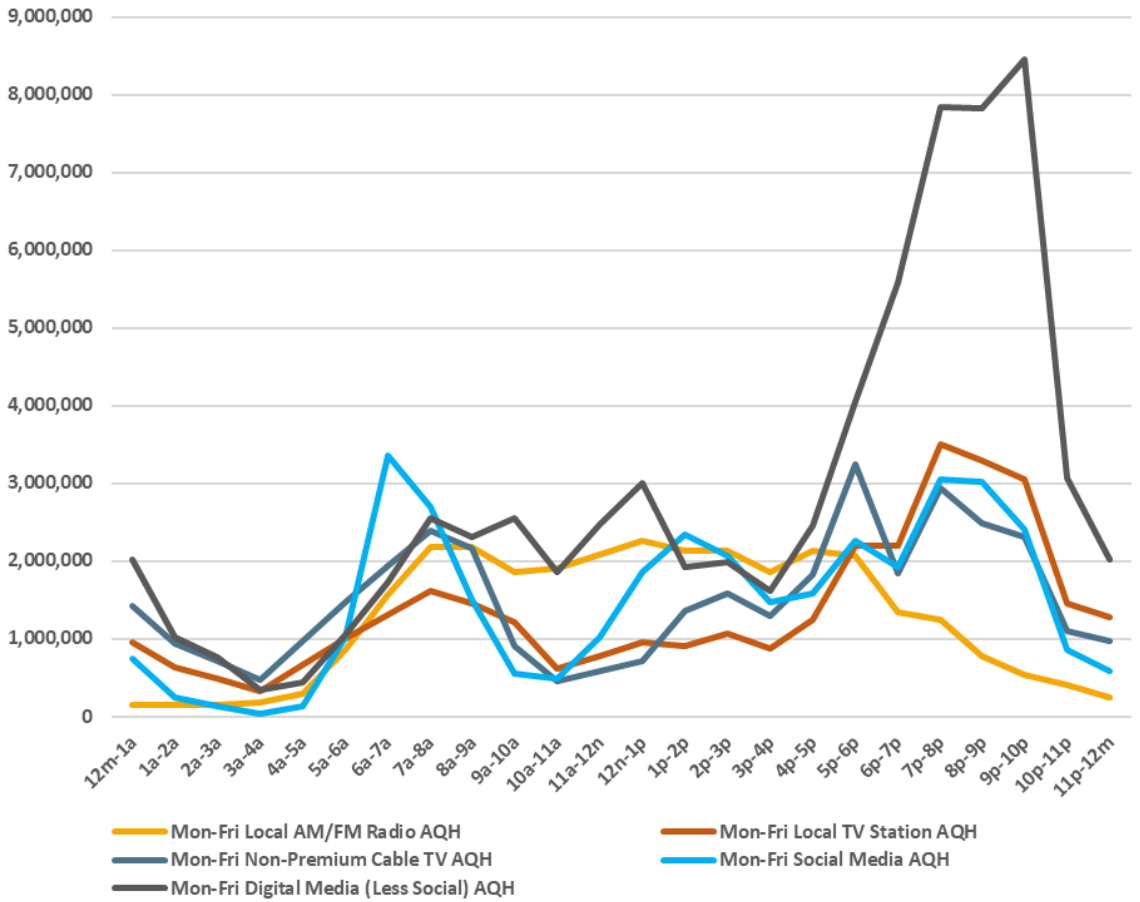
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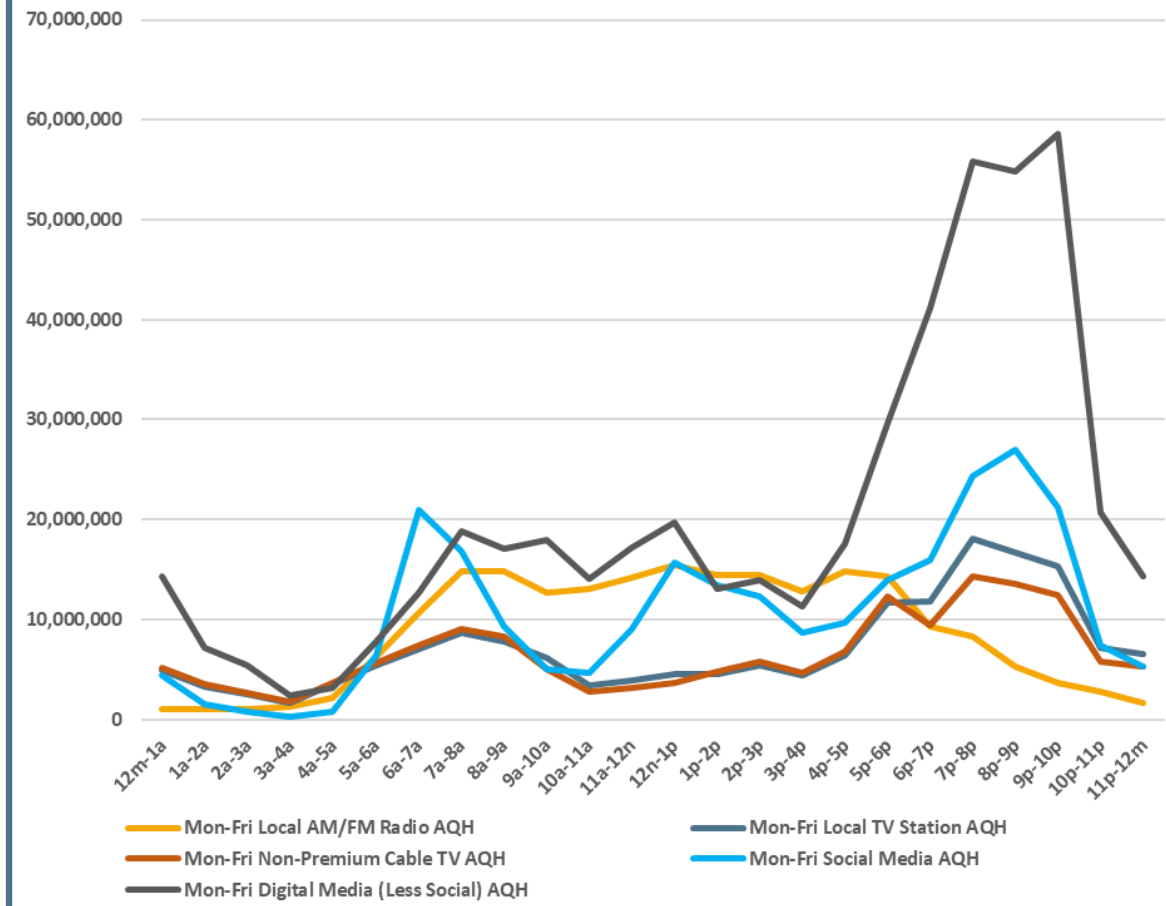
*Cable networks/stations watched past 7 days: Cheddar News*

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,618,911; Local Radio: 1,975,536; Social Media: 1,776,631; Non-Prem. Cable: 1,561,603; Local TV: 1,261,936 reaching Adults 18 or older who watched CNN in the past 7 days

## (Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who watched CNN in the past 7 days




## (Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 18 or older



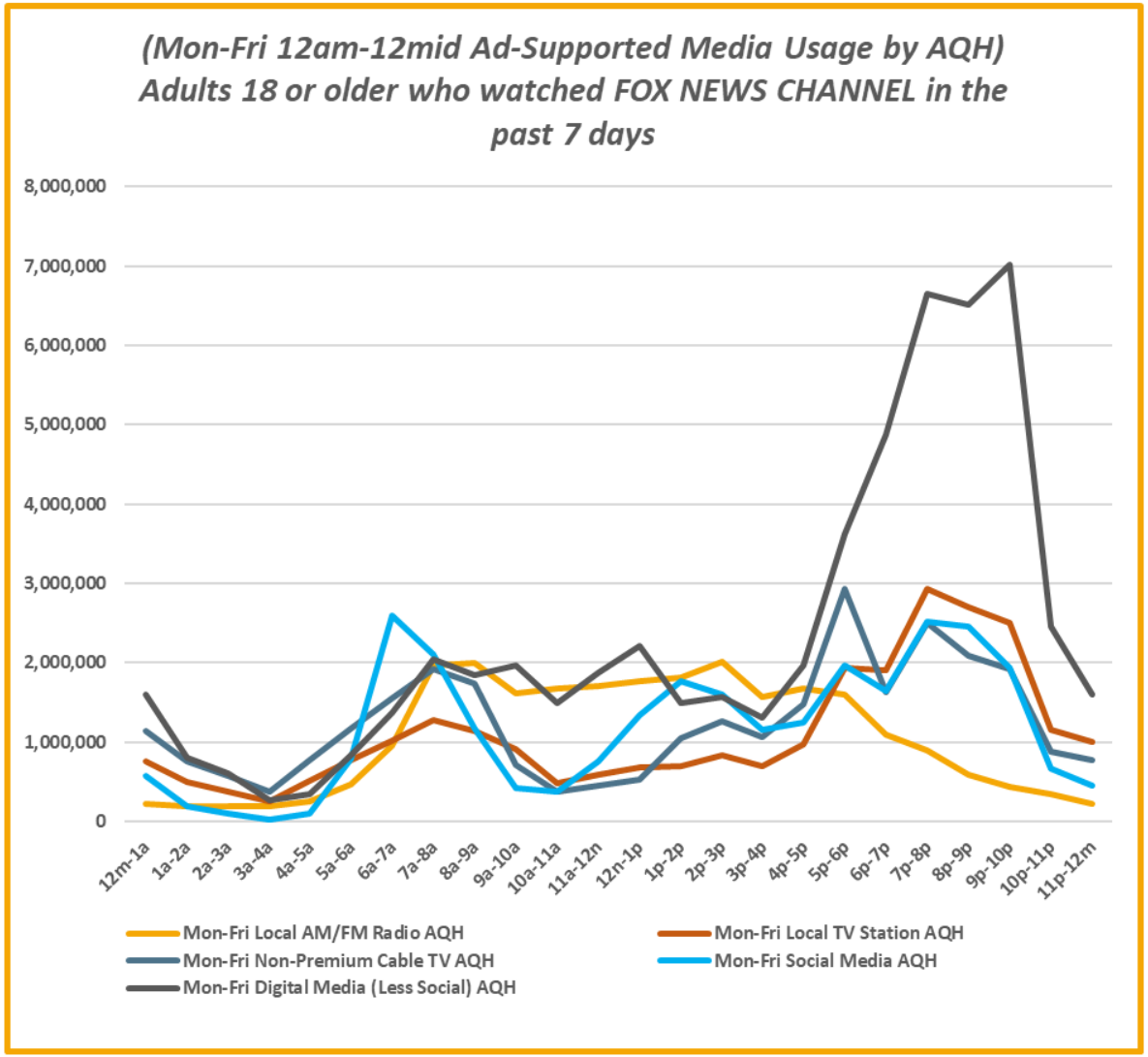

*USA USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 7,249*

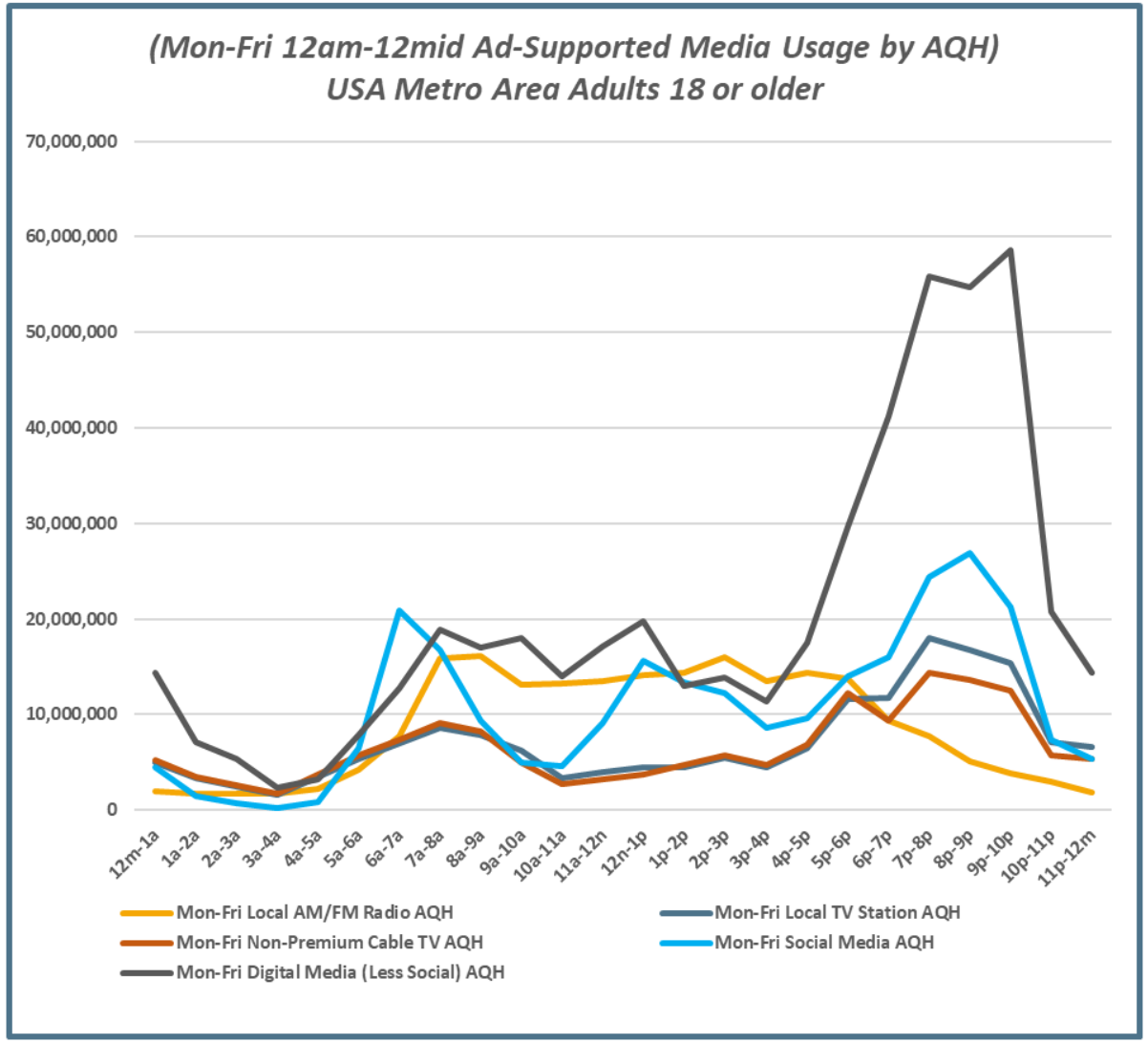
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*Cable networks/stations watched past 7 days: CNN*

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,125,107; Local Radio: 1,651,966; Social Media: 1,394,631; Non-Prem. Cable: 1,287,048; Local TV: 1,013,642 reaching Adults 18 or older who watched FOX NEWS CHANNEL in th




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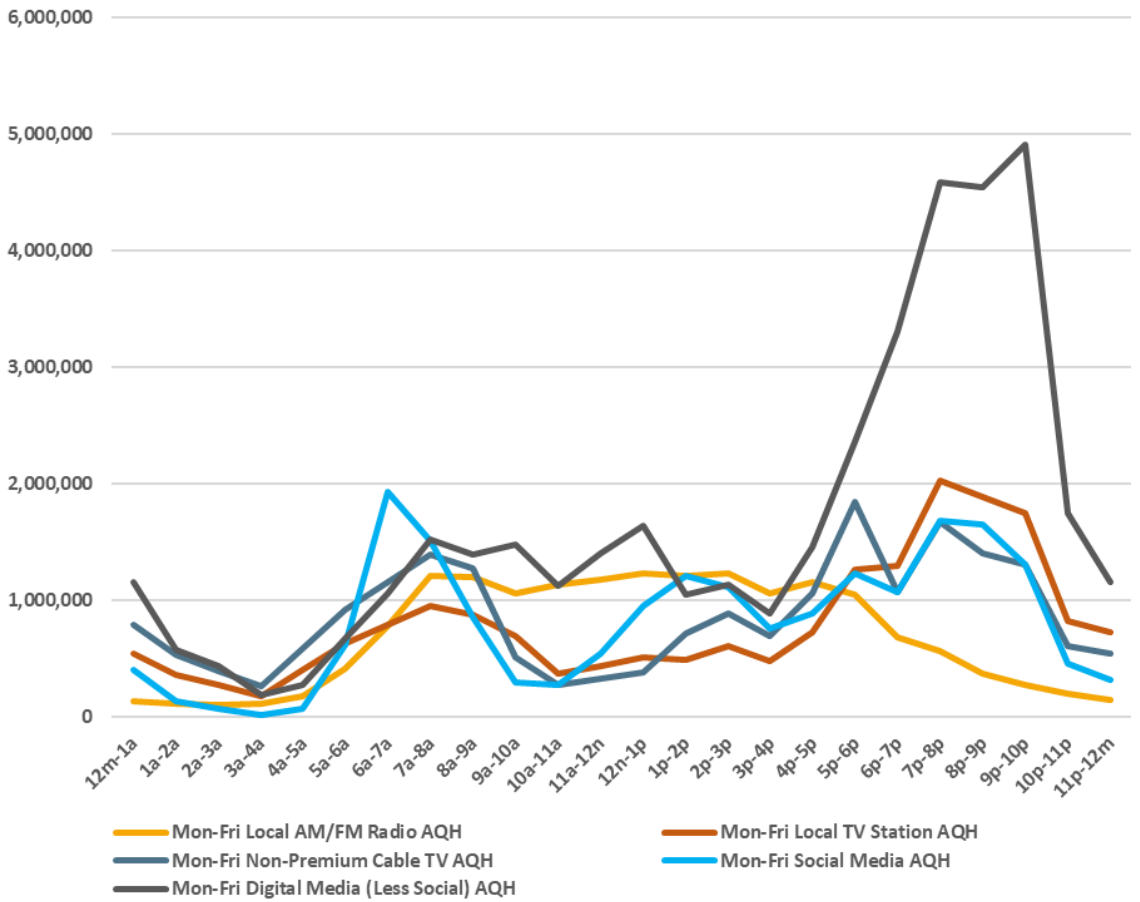
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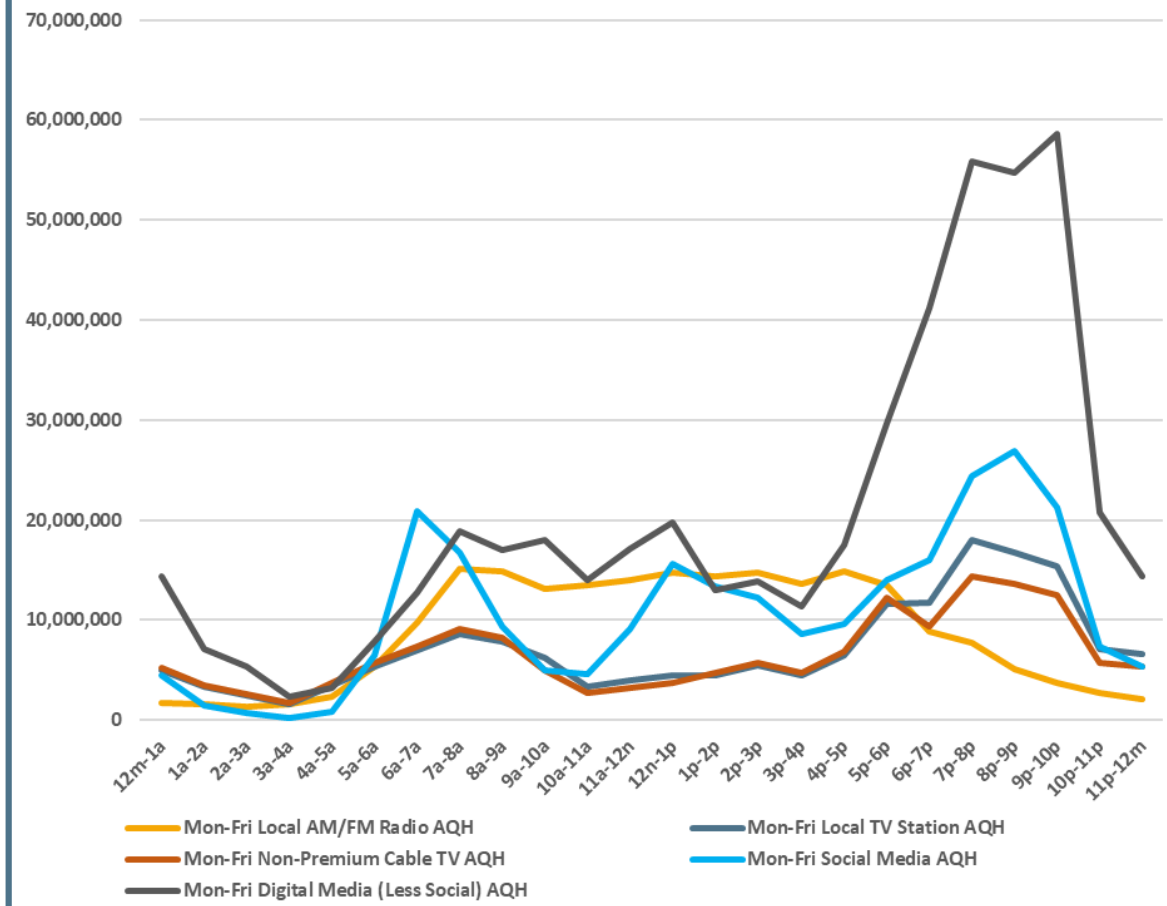
*Cable networks/stations watched past 7 days: FOX News Channel*

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,524,020; Local Radio: 1,092,244; Social Media: 972,794; Non-Prem. Cable: 891,235; Local TV: 729,346 reaching Adults 18 or older who watched MSNBC in the past 7 days.

## (Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who watched MSNBC in the past 7 days




## (Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 18 or older




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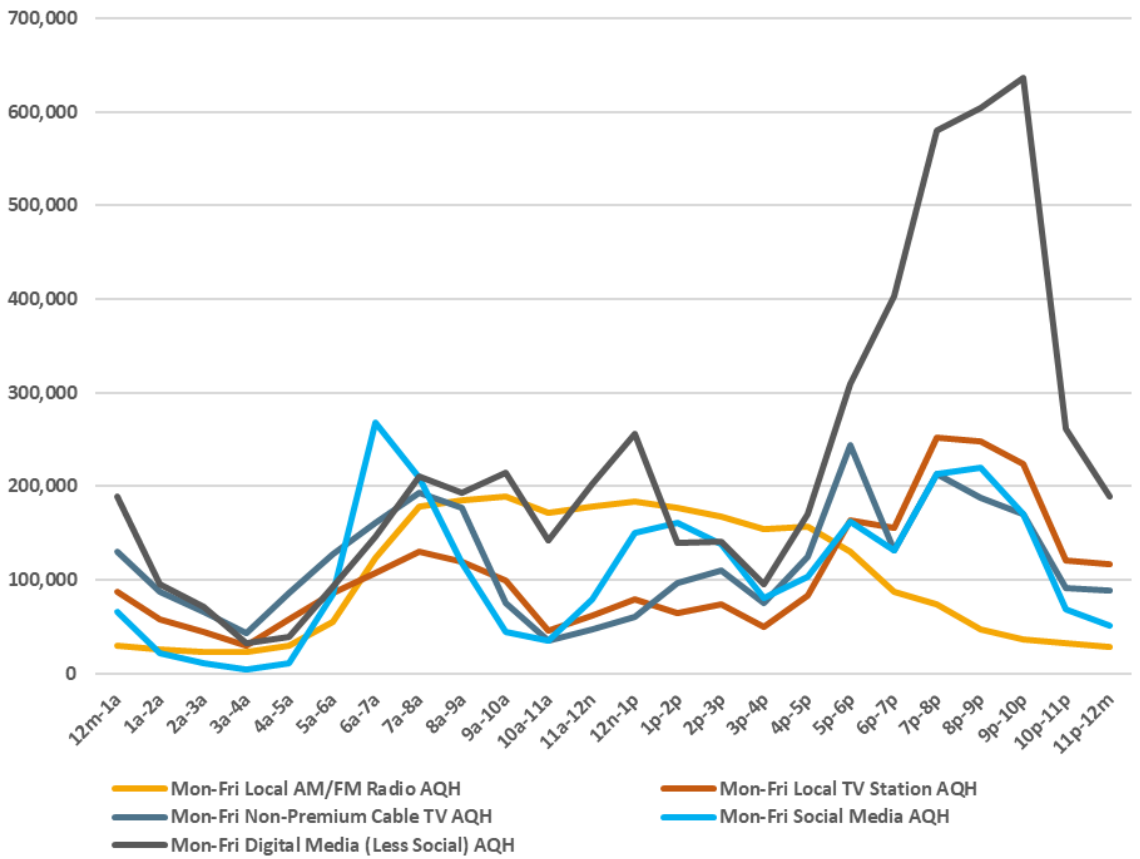
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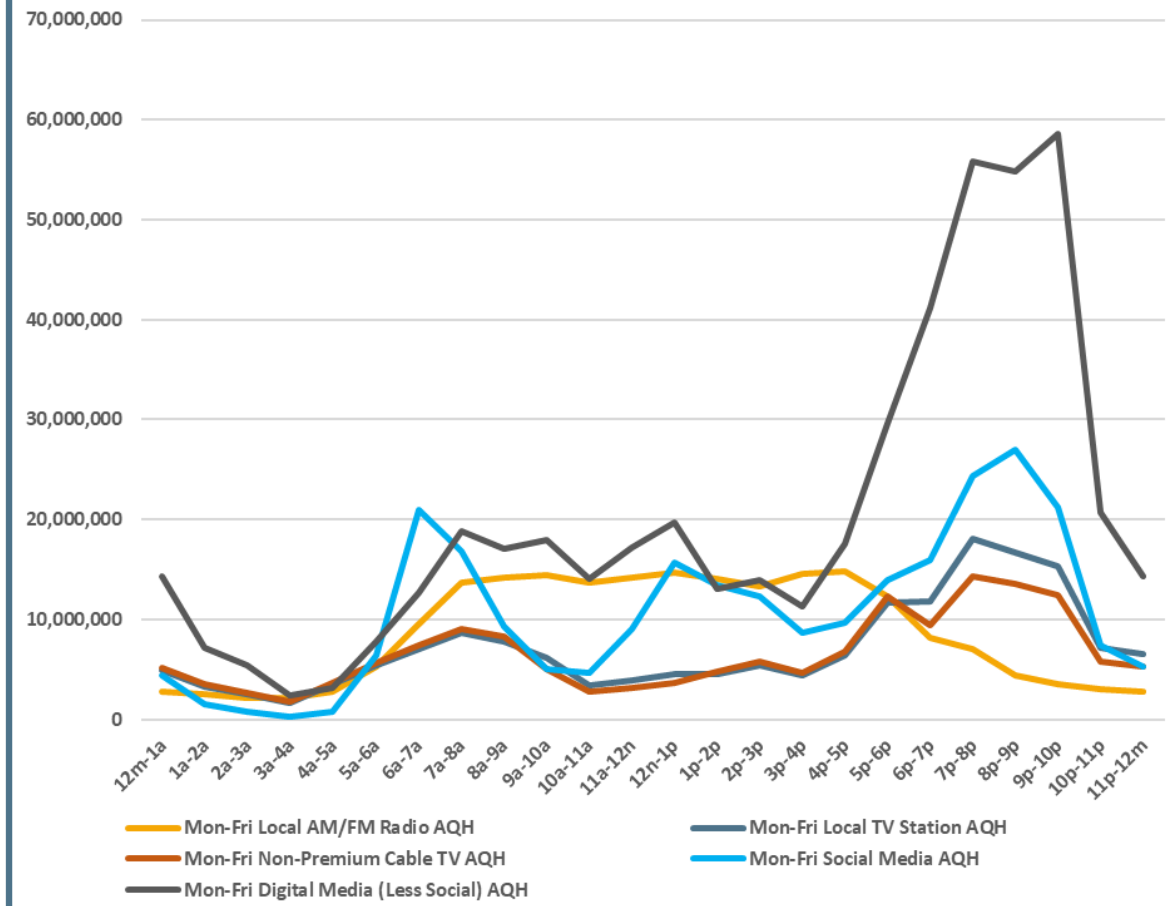
*Cable networks/stations watched past 7 days: MSNBC*

M-F 6a-7p Avg. Available Impressions per 15-min. are… All Other Digital Media: 201,778; Local Radio: 159,867; Social Media: 129,136; Non-Prem. Cable: 117,556; Local TV: 94,796 reaching Adults 18 or older who watched NEWSNATION in the past 7 days.

## *(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who watched NEWSNATION in the past 7 days*




## *(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 18 or older*




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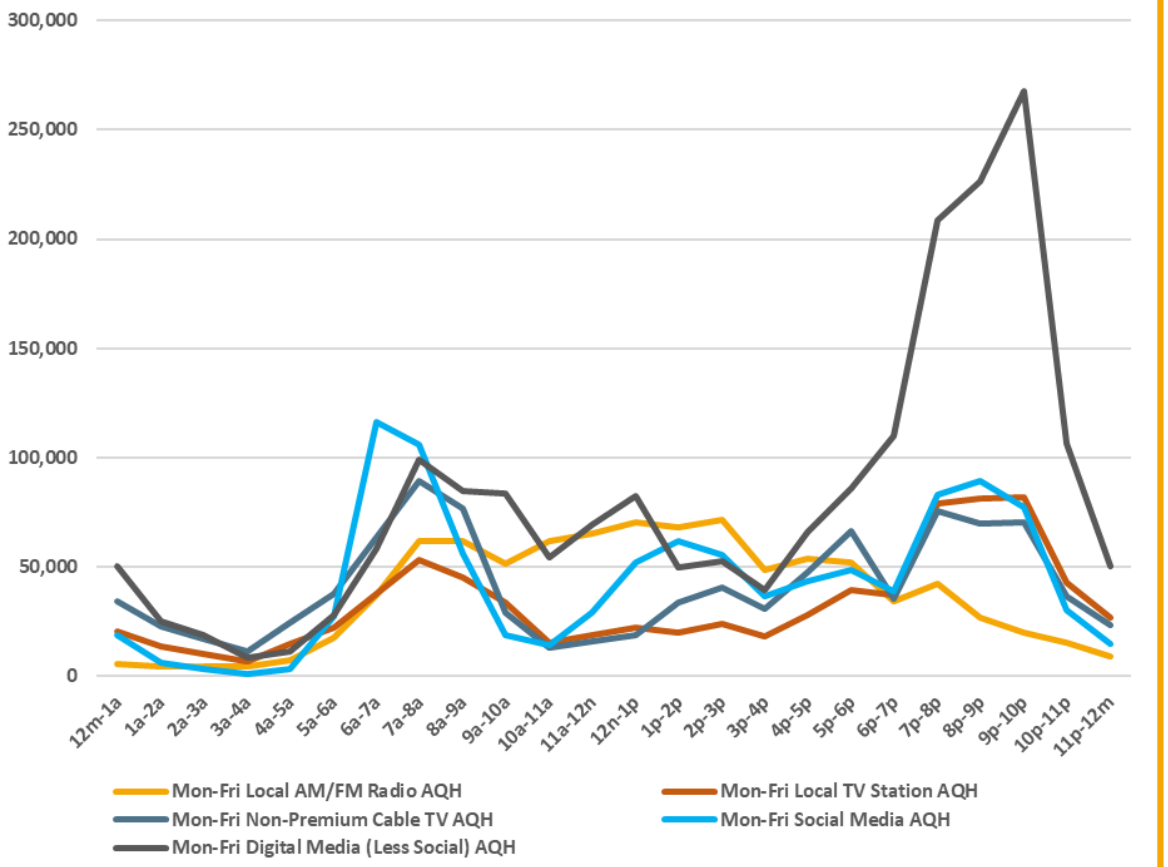
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*Cable networks/stations watched past 7 days: NewsNation*

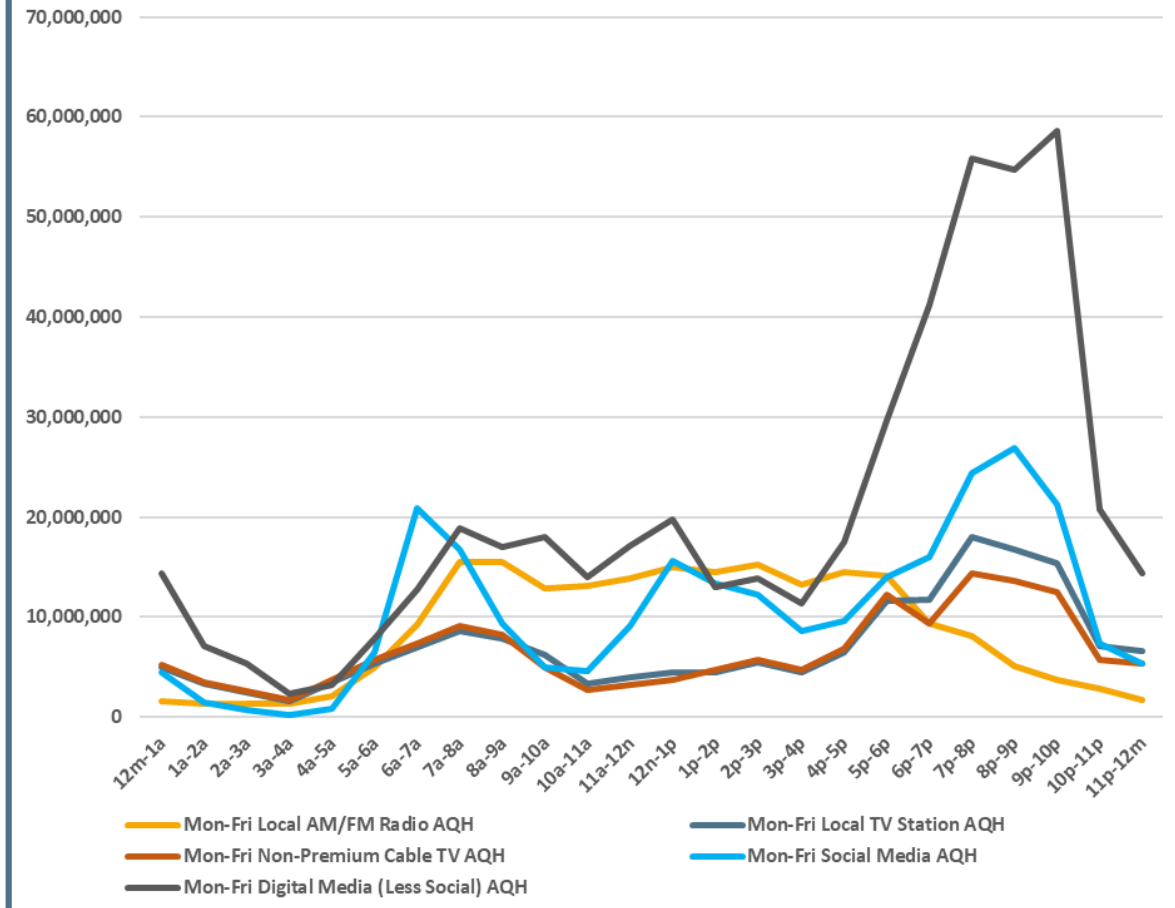
cheddar news

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 71,879; Local Radio: 56,730; Social Media: 52,077; Non-Prem. Cable: 43,130; Local TV: 30,171 reaching Adults 18 or older who watched CHEDDAR NEWS in the past 7 days.

## (Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who watched CHEDDAR NEWS in the past 7 days




## (Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 18 or older




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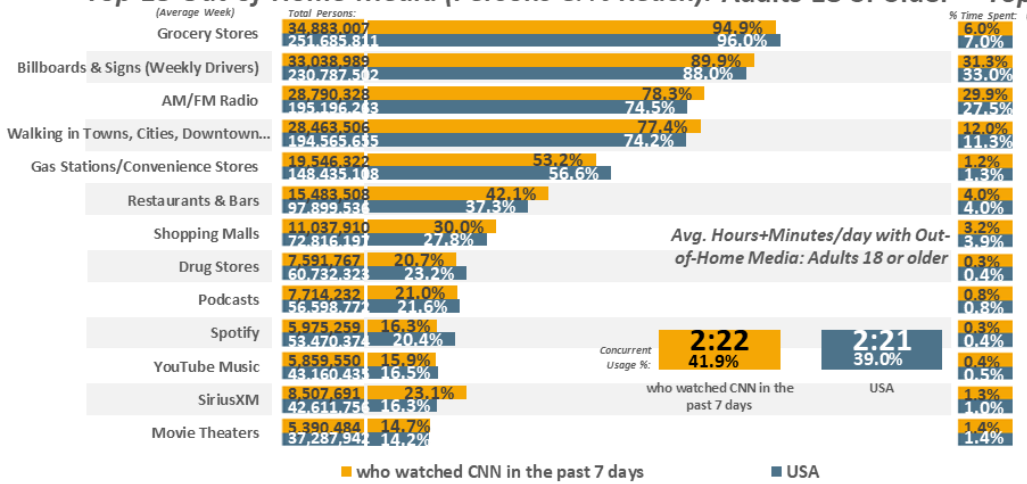
*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362*

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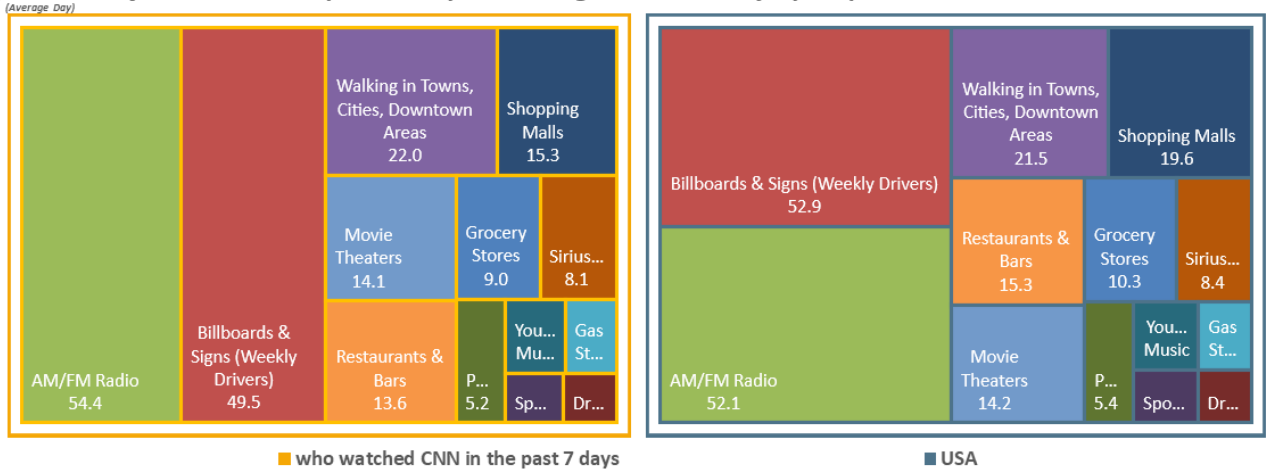
*Cable networks/stations watched past 7 days: Cheddar News*

33,038,989 or 89.9% of Adults 18 or older who watched CNN in the past 7 days spend an average of 49.5 minutes per day driving, seeing Billboards and Signs. 73.9% Listen to Local Radio Stations Out-of-Home for an average of 48.8 minutes/day.

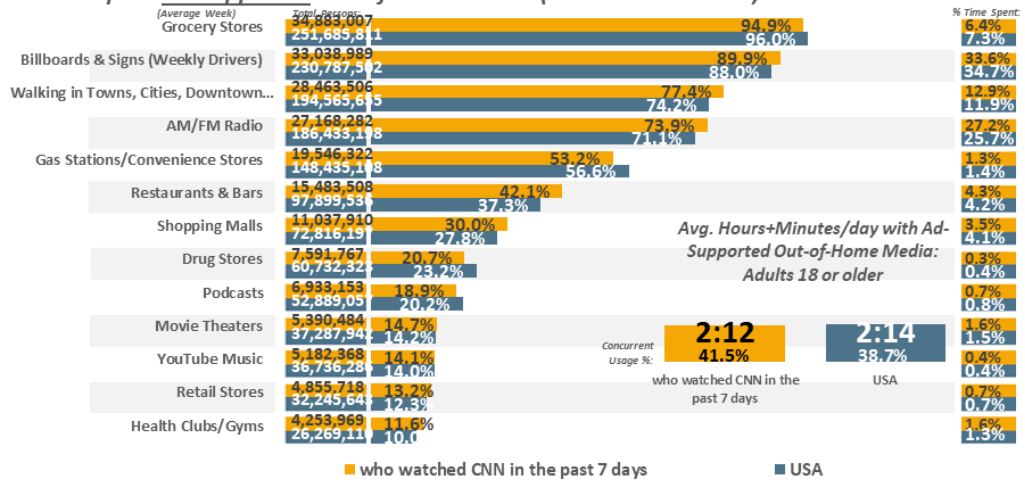
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



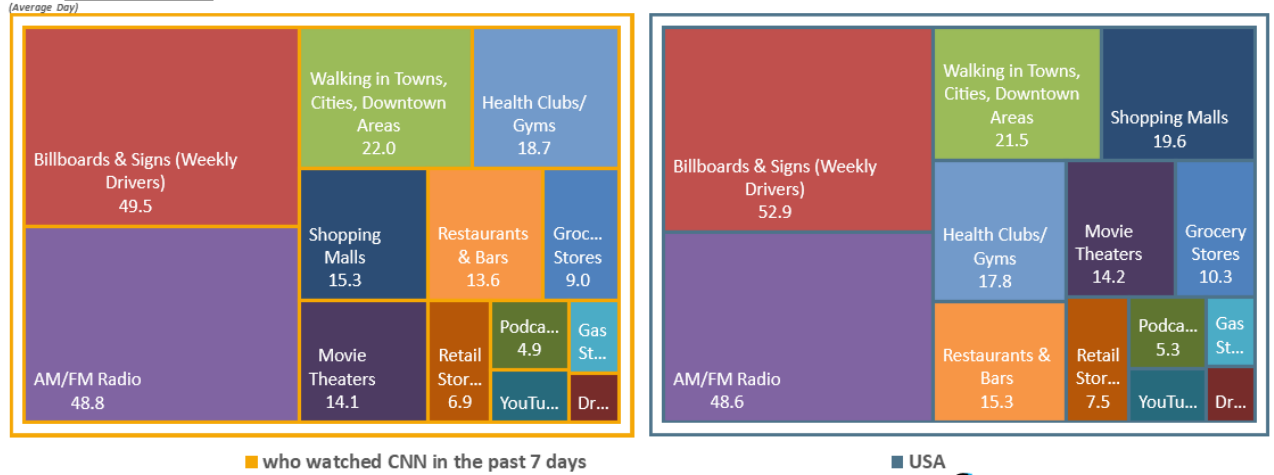

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




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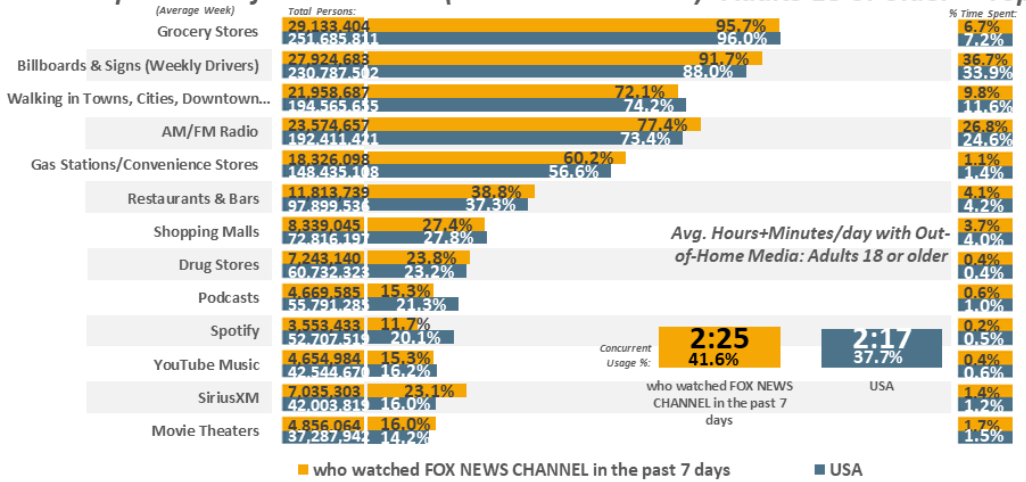
*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362*

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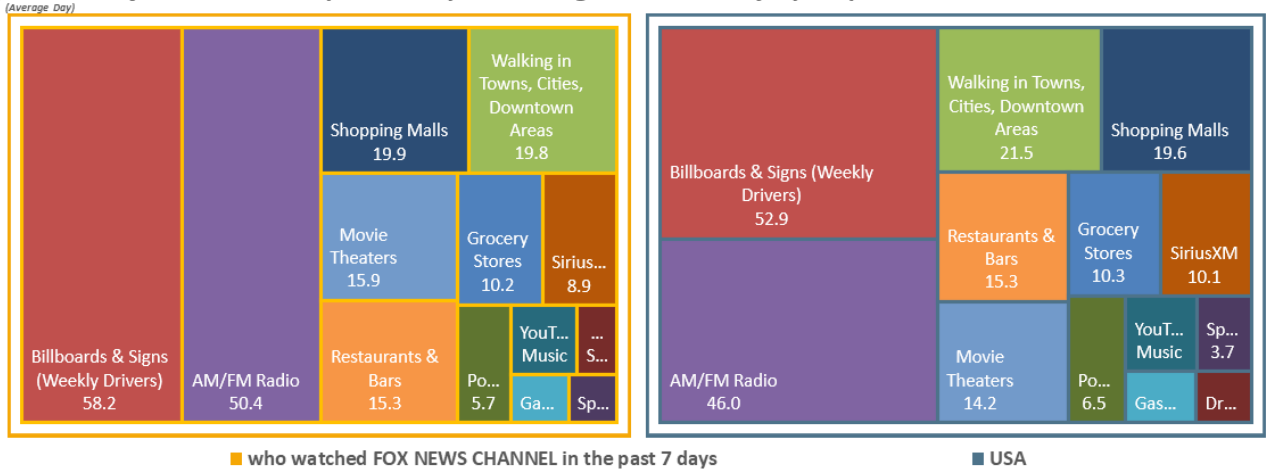
*Cable networks/stations watched past 7 days: CNN*

27,924,683 or 91.7% of Adults 18 or older who watched FOX NEWS CHANNEL in the past 7 days spend an average of 58.2 minutes per day driving, seeing Billboards and Signs. 73.2% Listen to Local Radio Stations Out-of-Home for an average of 48.9 minutes/day.

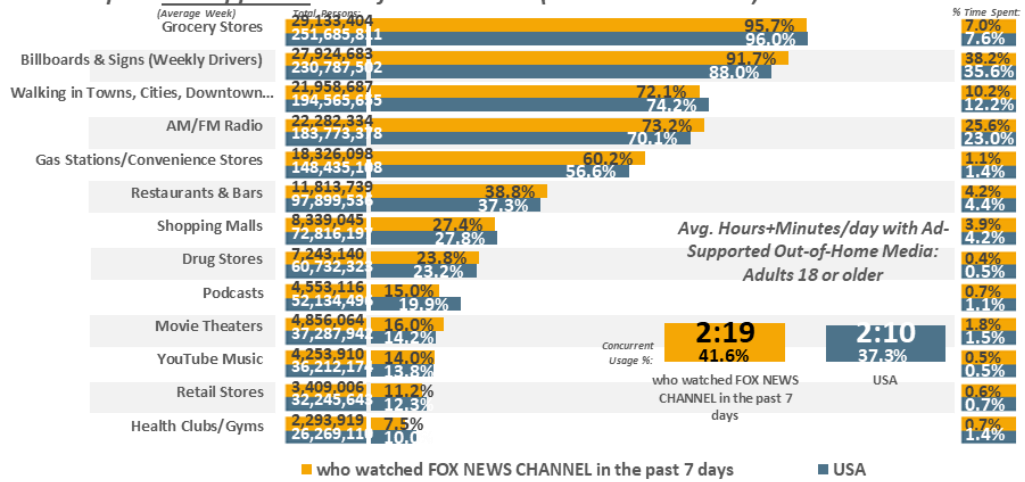
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



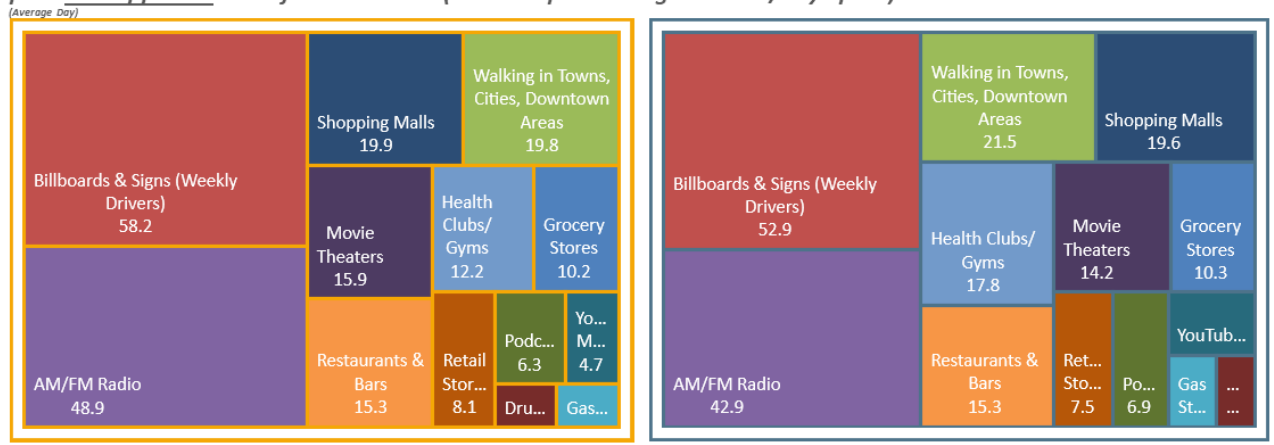

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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

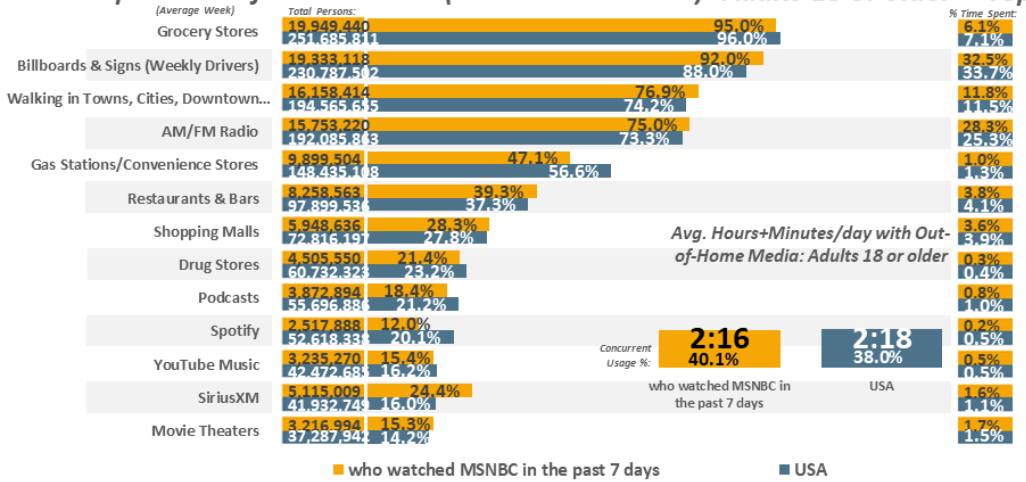



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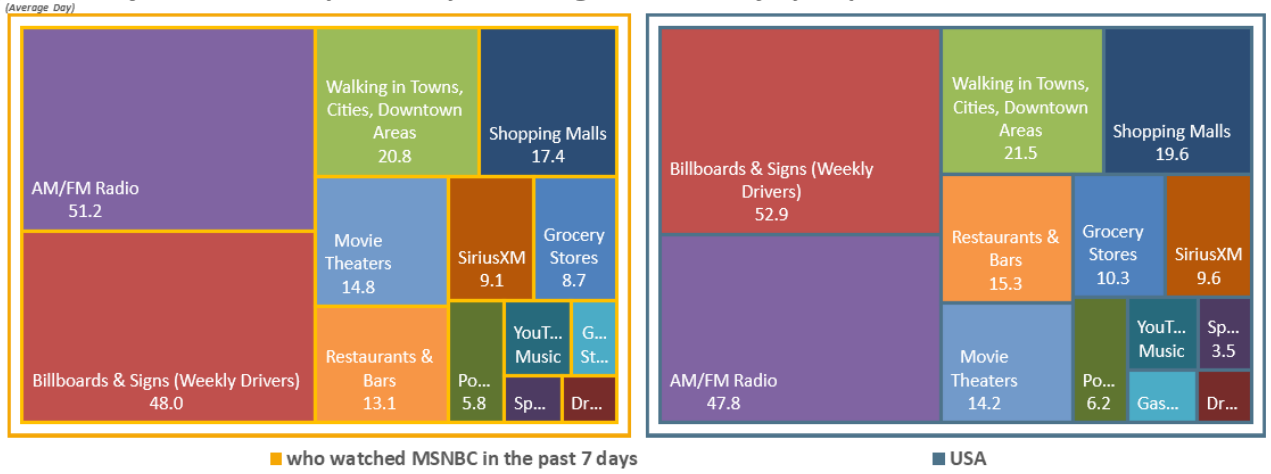
Cable networks/stations watched past 7 days: FOX News Channel

19,333,118 or 92.% of Adults 18 or older who watched MSNBC in the past 7 days spend an average of 48. minutes per day driving, seeing Billboards and Signs. 69.8% Listen to Local Radio Stations Out-of-Home for an average of 44.8 minutes/day.

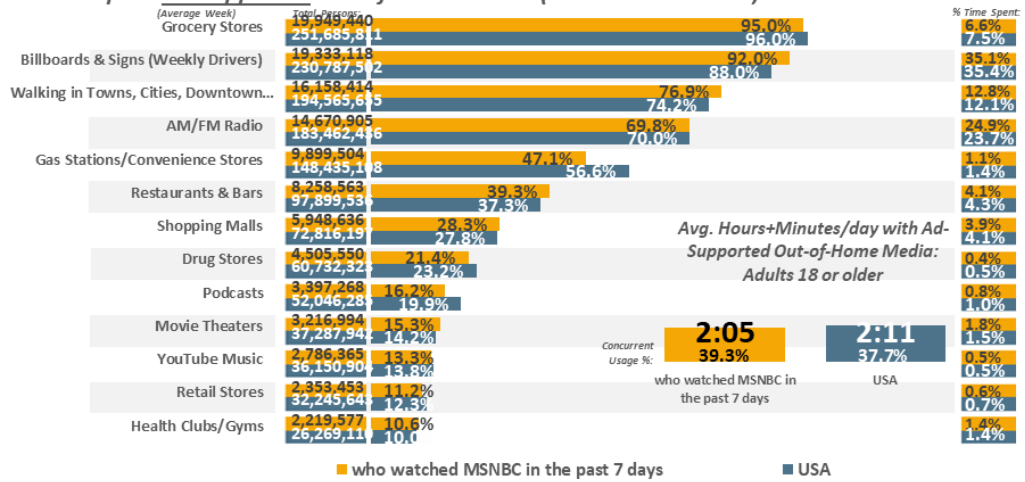
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



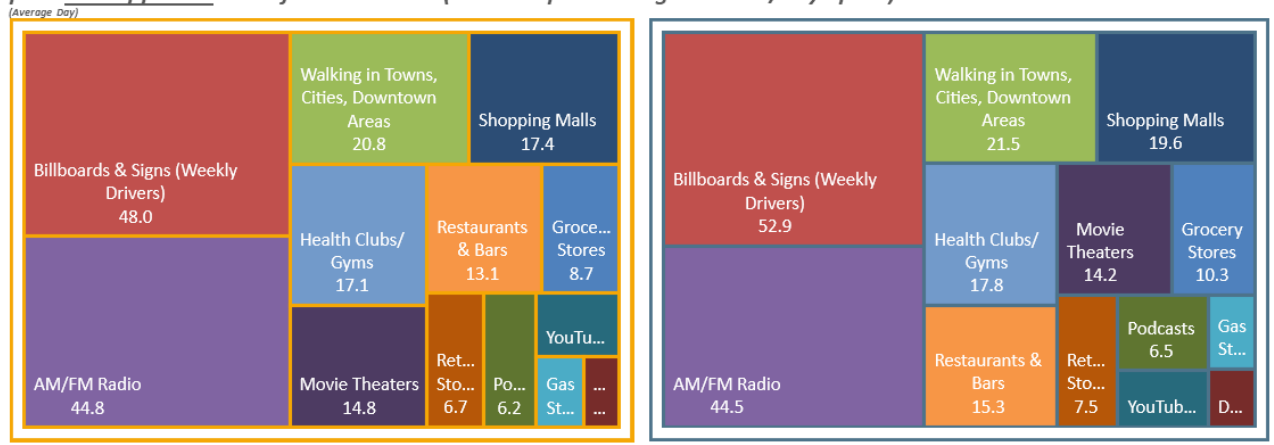

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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




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




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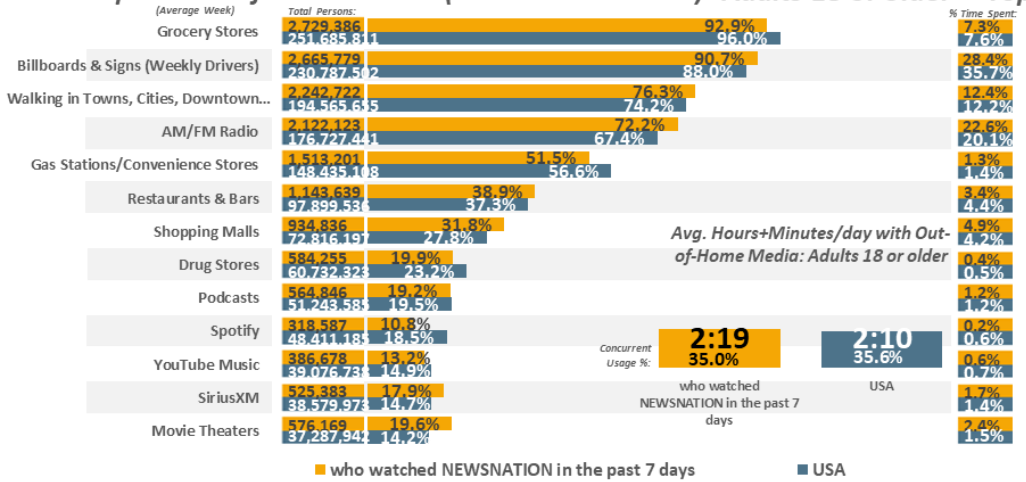
*USA Jan23-Feb24 USA Projection Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,362*

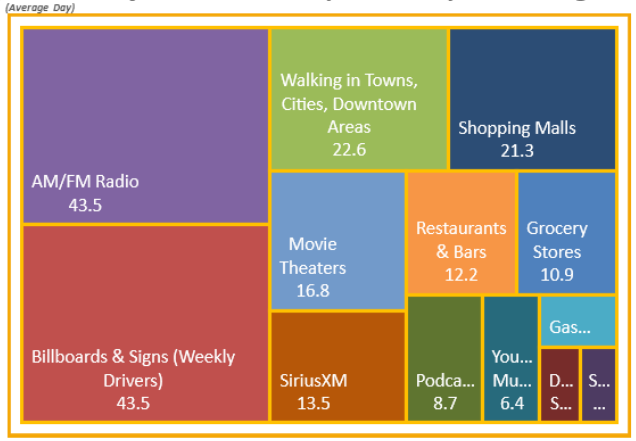
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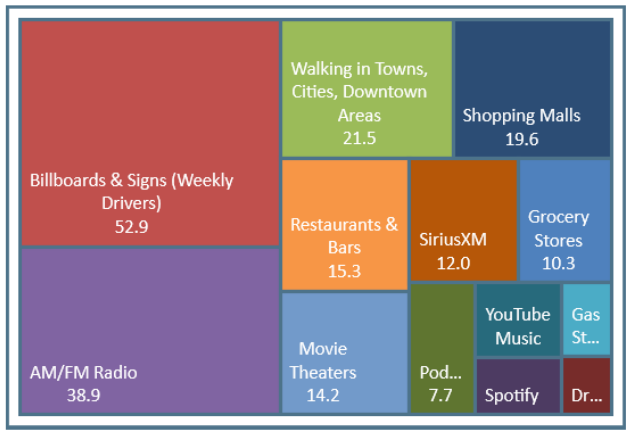
*Cable networks/stations watched past 7 days: MSNBC*

2,665,779 or 90.7% of Adults 18 or older who watched NEWSNATION in the past 7 days spend an average of 43.5 minutes per day driving, seeing Billboards and Signs. 67.8% Listen to Local Radio Stations Out-of-Home for an average of 40.9 minutes/day.

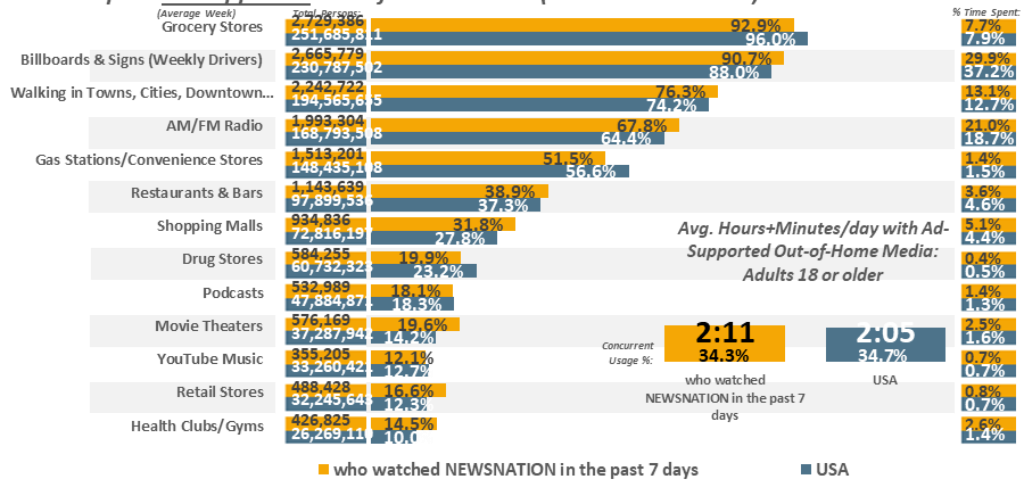
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older

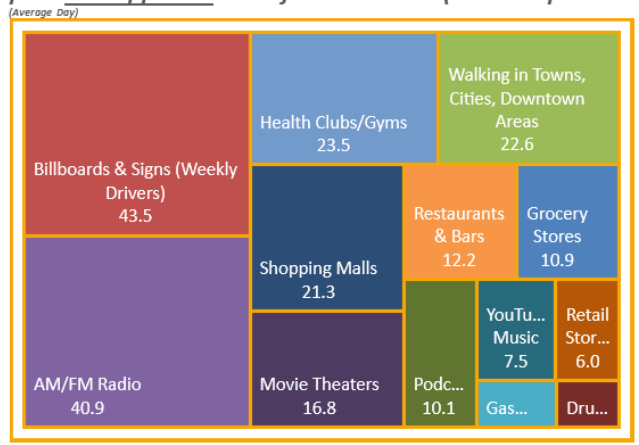


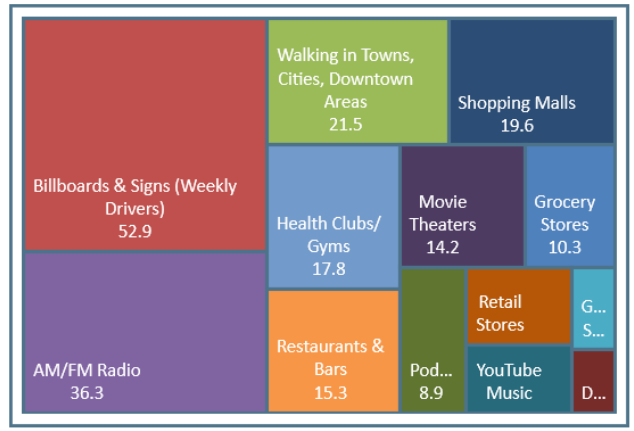




## *Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach):* Adults 18 or older



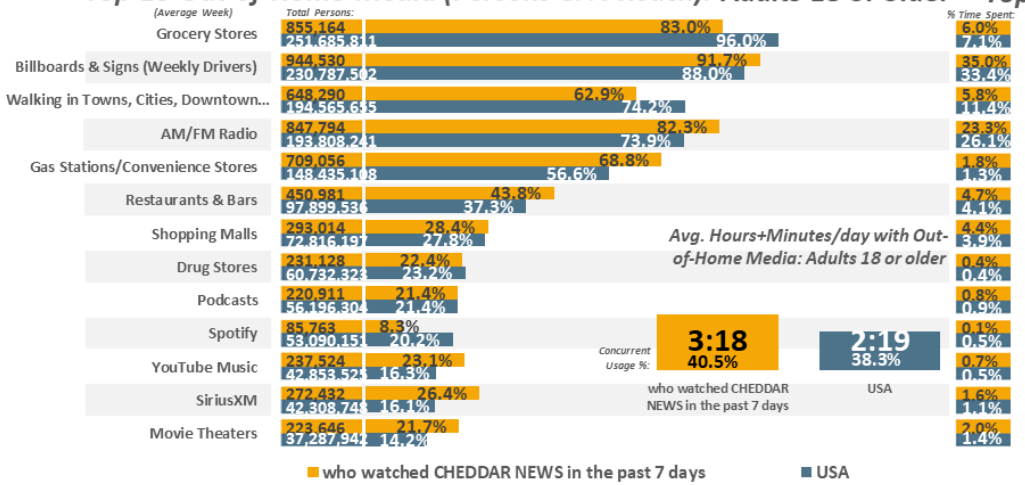

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*Cable networks/stations watched past 7 days: NewsNation*

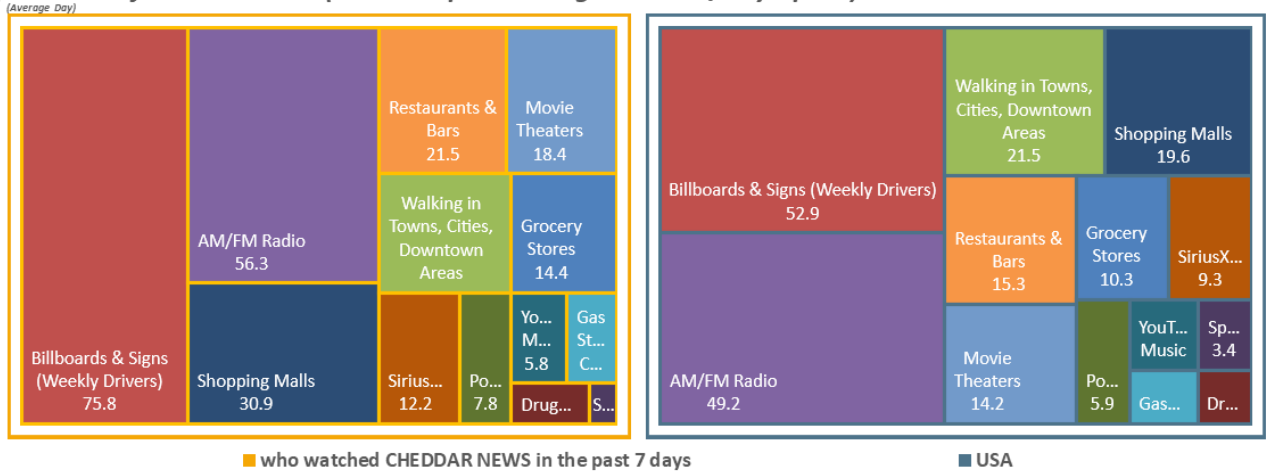
cheddar news

944,530 or 91.7% of Adults 18 or older who watched CHEDDAR NEWS in the past 7 days spend an average of 75.8 minutes per day driving, seeing Billboards and Signs. 76.5% Listen to Local Radio Stations Out-of-Home for an average of 51.1 minutes/day.

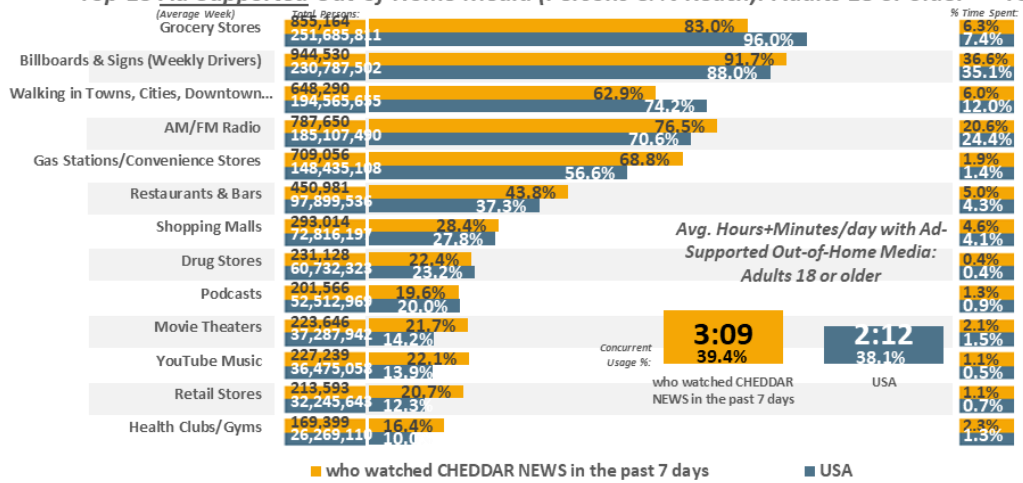
## *Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older



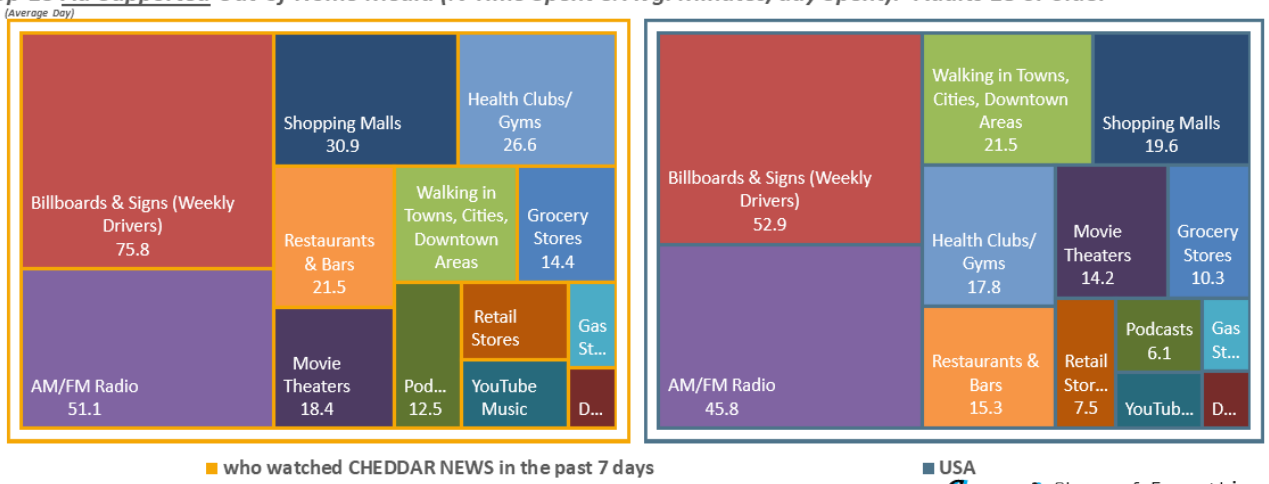

## *Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




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



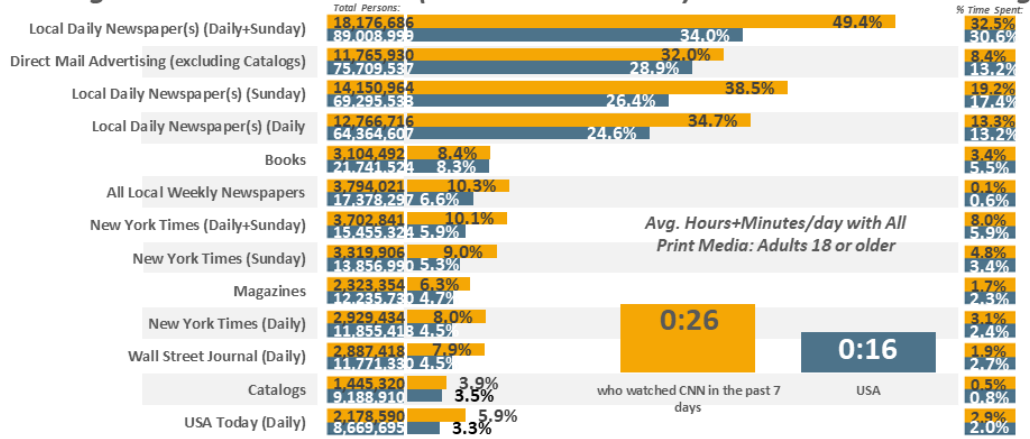

## *Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older



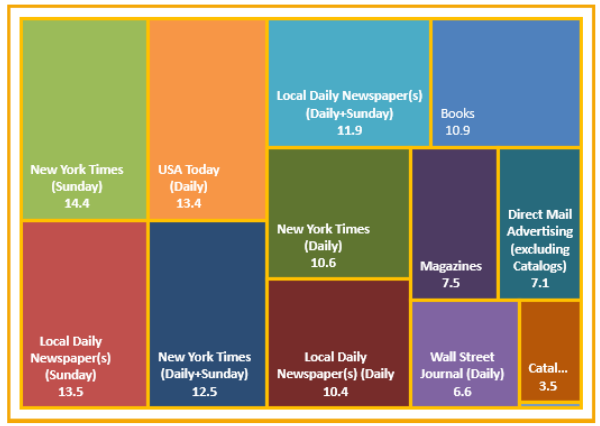

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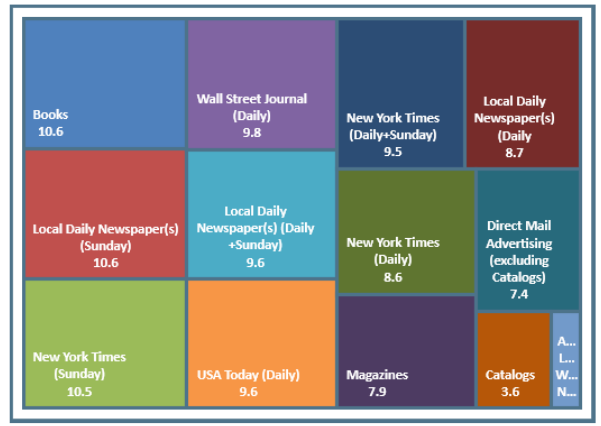
18,176,686 or 49.4% of Adults 18 or older who watched CNN in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.9 minutes every day representing 33.7% of all time spent daily with All forms of Print Media.

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

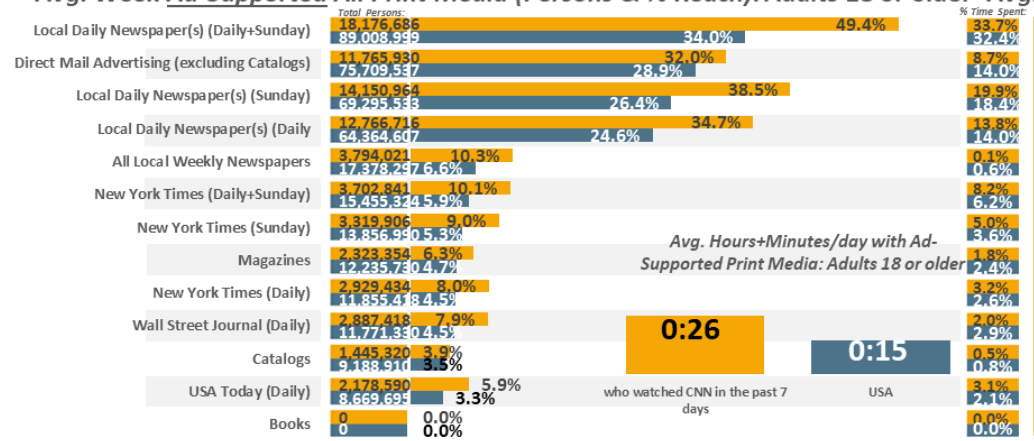



## *Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

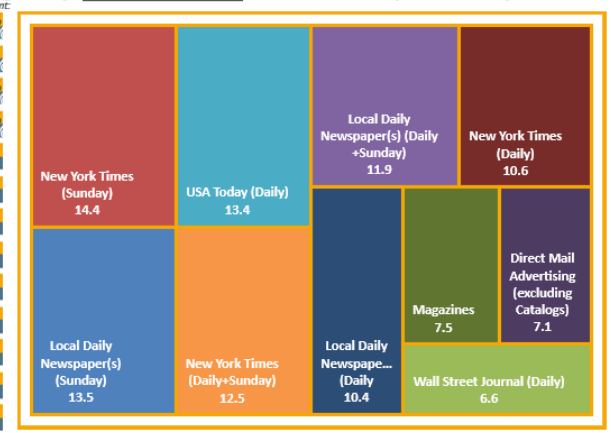


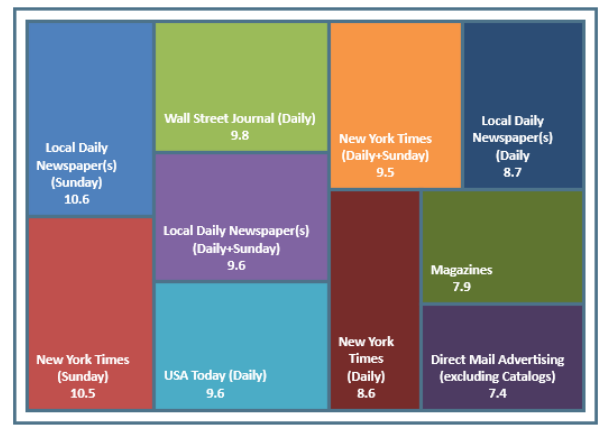




## *Avg. Week Ad-Supported All Print Media (Persons & % Reach):* Adults 18 or older




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




who watched CNN in the past 7 days USA

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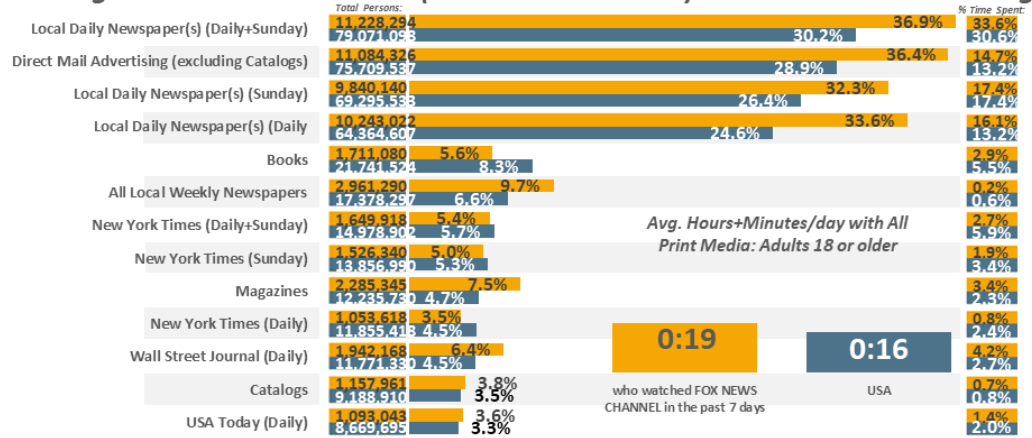
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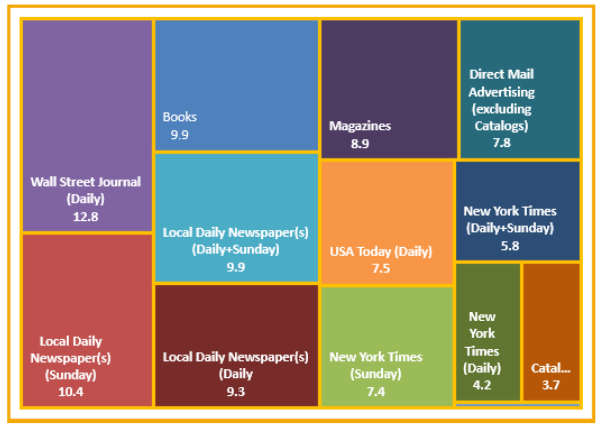
*Cable networks/stations watched past 7 days: CNN*

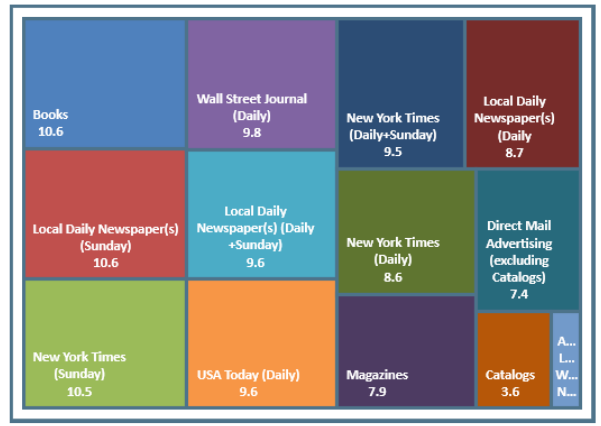
11,228,294 or 36.9% of Adults 18 or older who watched FOX NEWS CHANNEL in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 34.6% of all time spent daily with All forms of Print Media.

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

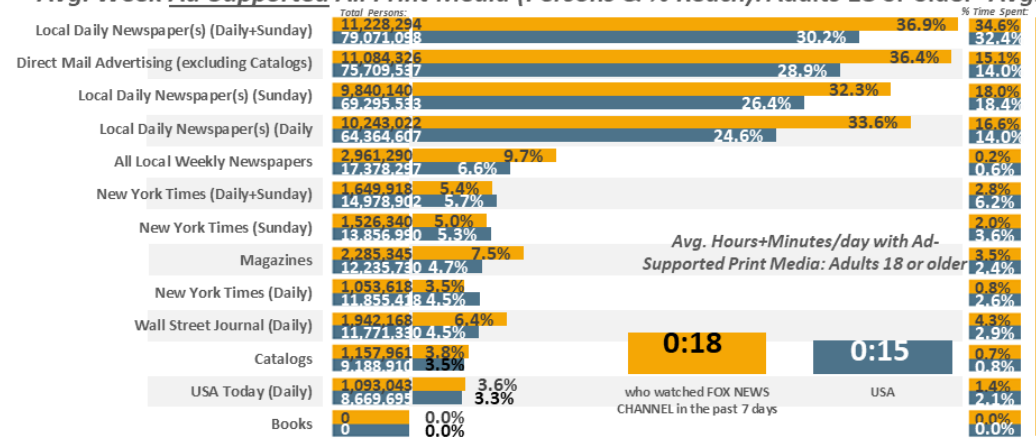



## *Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

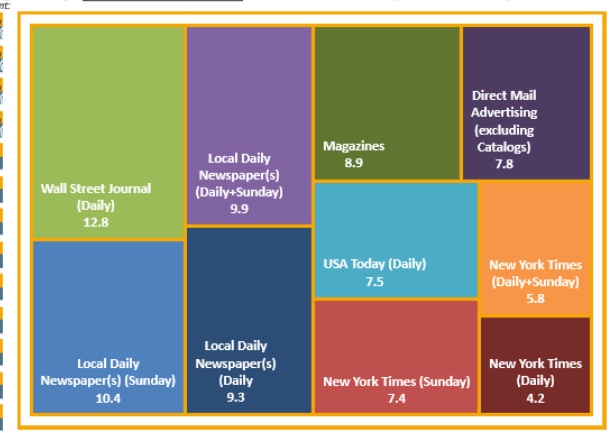


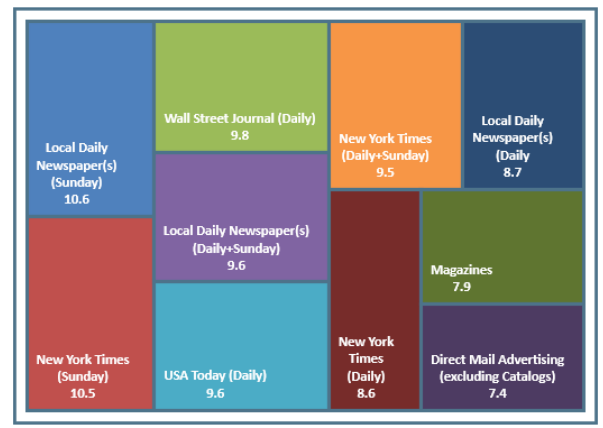




## *Avg. Week Ad-Supported All Print Media (Persons & % Reach):* Adults 18 or older




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




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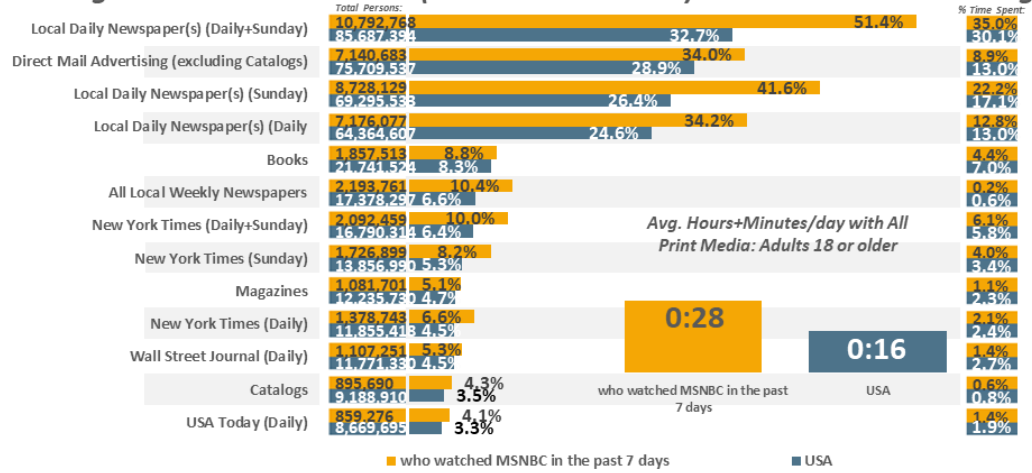
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*Cable networks/stations watched past 7 days: FOX News Channel*

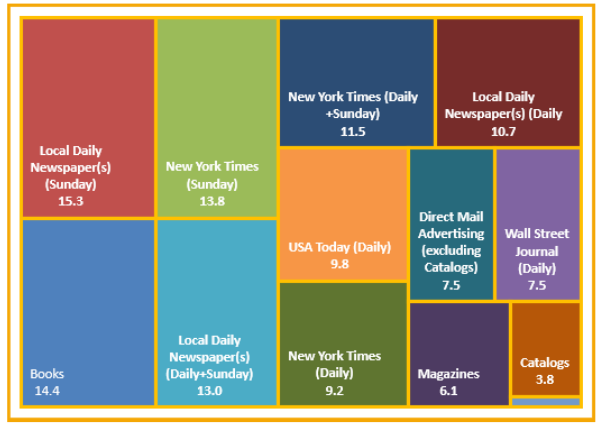
# MSNBC

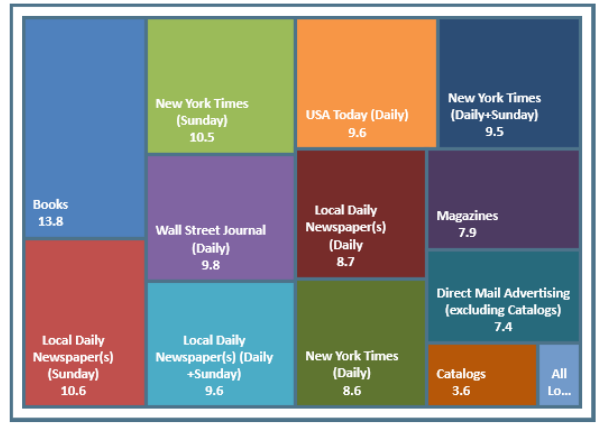
10,792,768 or 51.4% of Adults 18 or older who watched MSNBC in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13. minutes every day representing 36.6% of all time spent daily with All forms of Print Media.

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

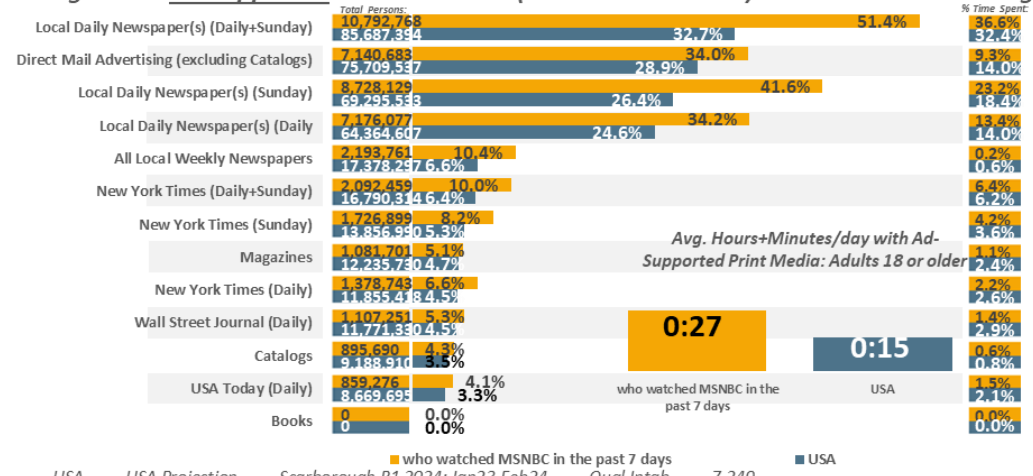



## *Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

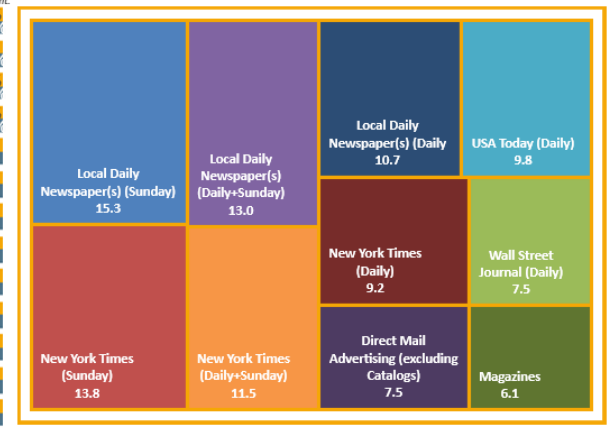


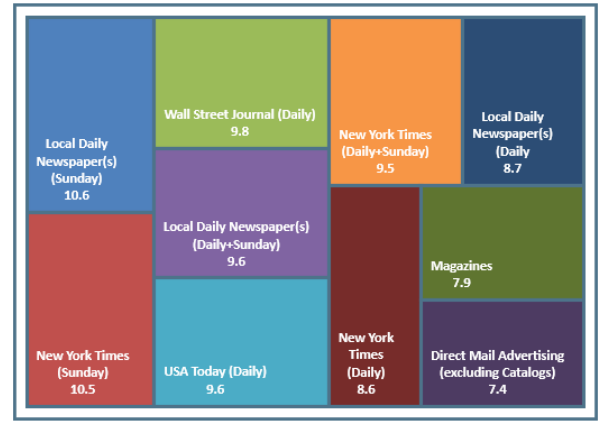




## *Avg. Week Ad-Supported All Print Media (Persons & % Reach):* Adults 18 or older




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




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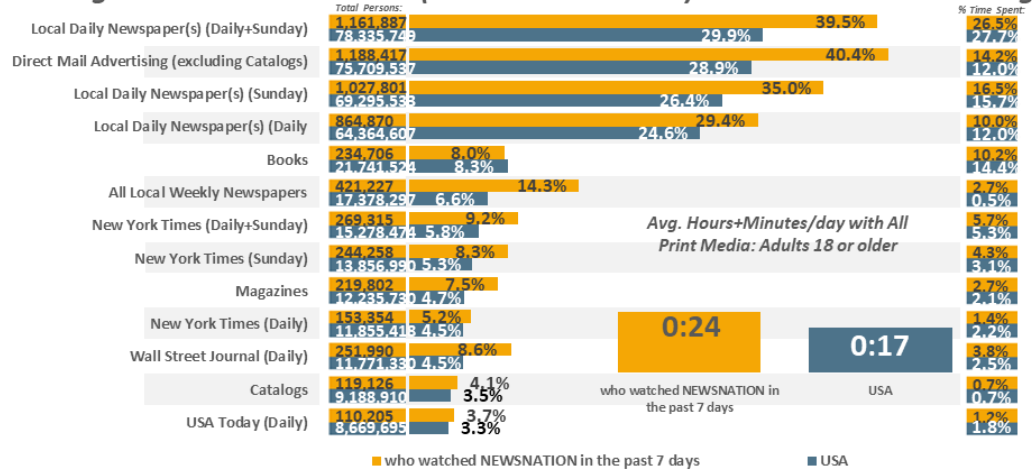
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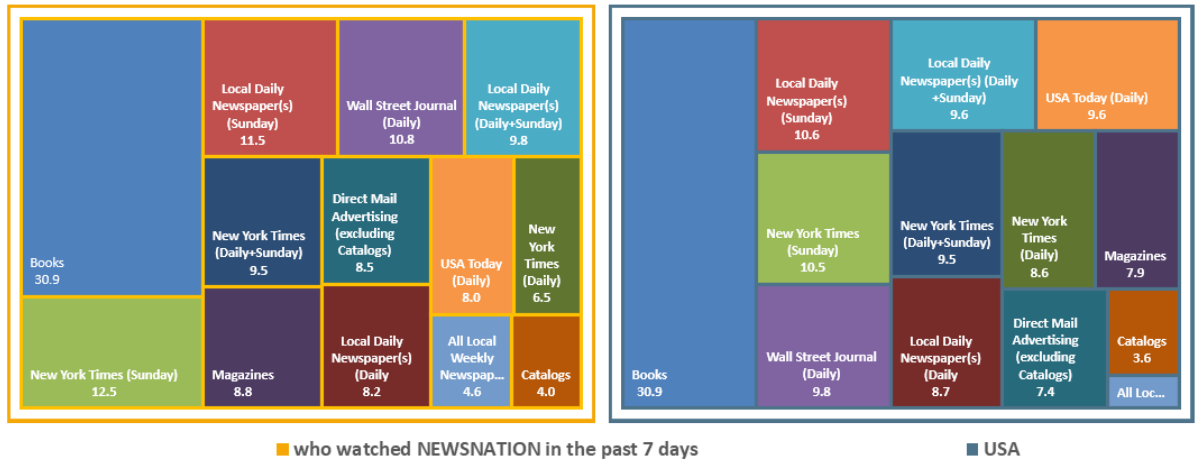
*Cable networks/stations watched past 7 days: MSNBC*

1,161,887 or 39.5% of Adults 18 or older who watched NEWSNATION in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 29.5% of all time spent daily with All forms of Print Media.

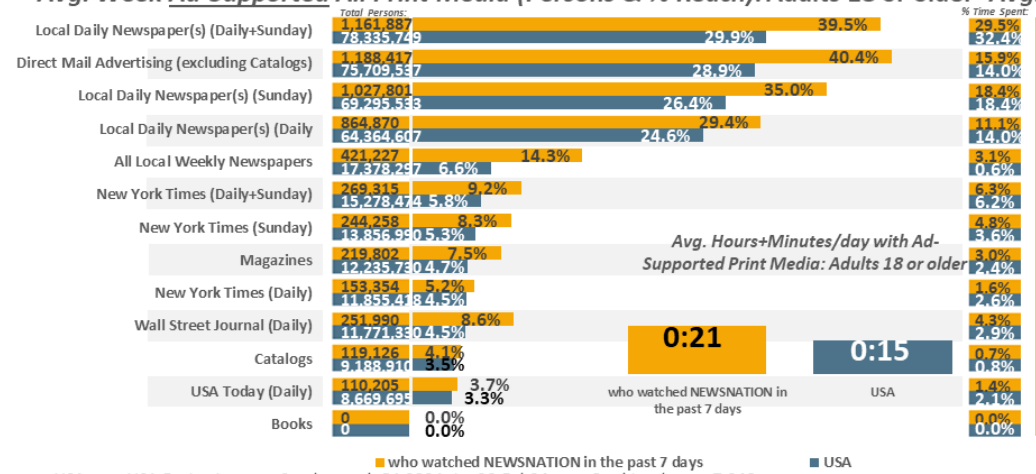
## *Avg. Week All Print Media (Persons & % Reach):* Adults 18 or older



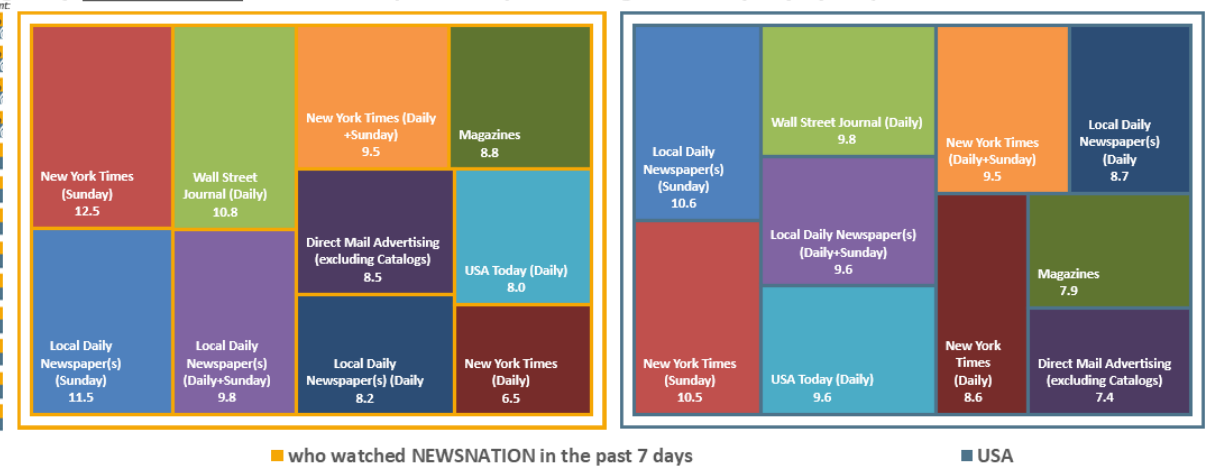

## *Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older




## *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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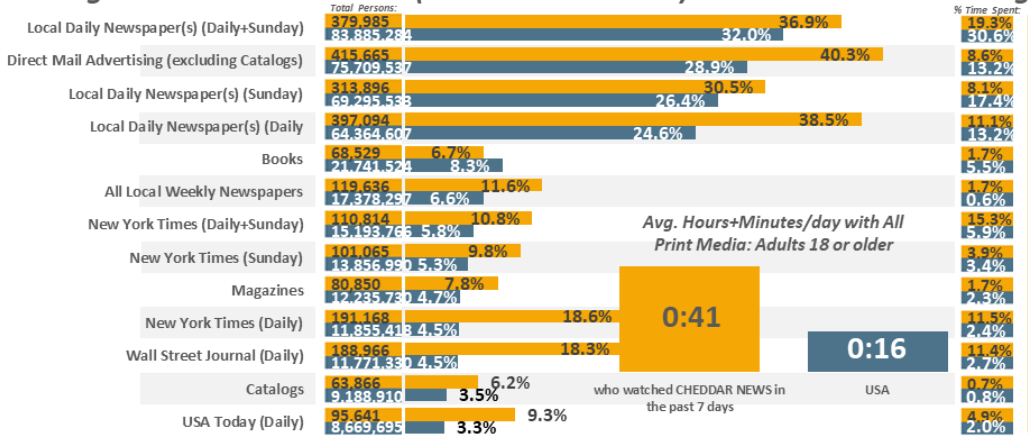
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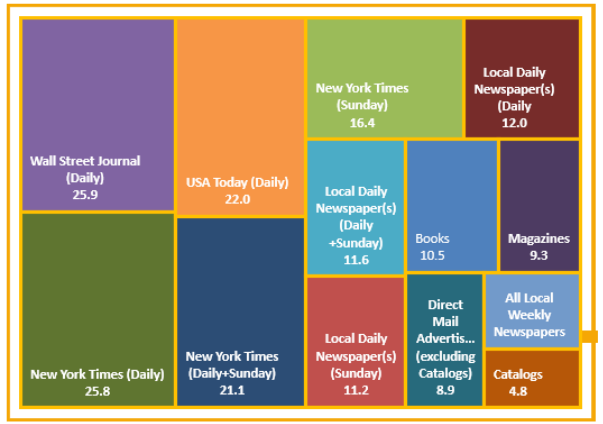
*Cable networks/stations watched past 7 days: NewsNation*

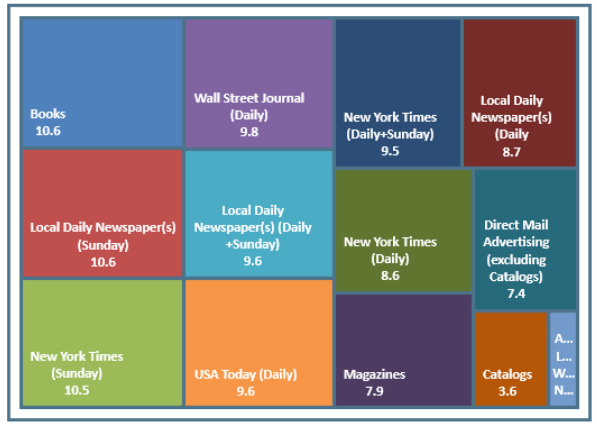
379,985 or 36.9% of Adults 18 or older who watched CHEDDAR NEWS in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.6 minutes every day representing 19.6% of all time spent daily with All forms of Print Media.

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

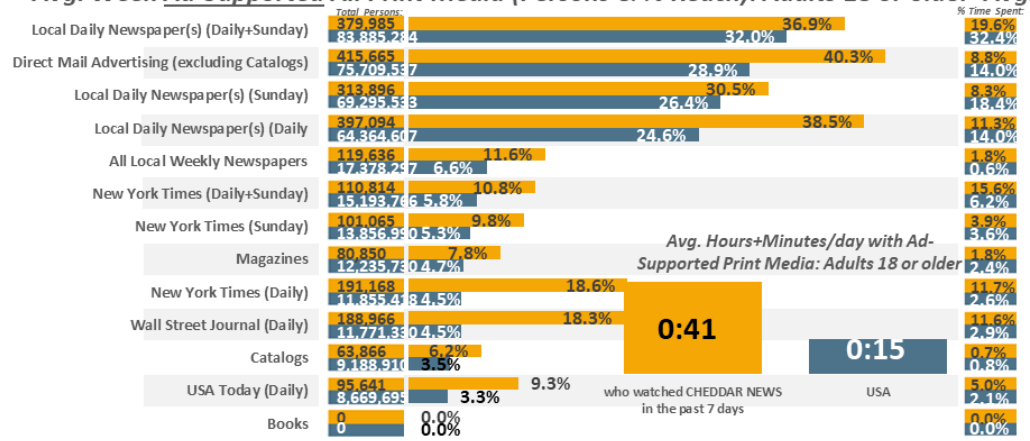



## *Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older

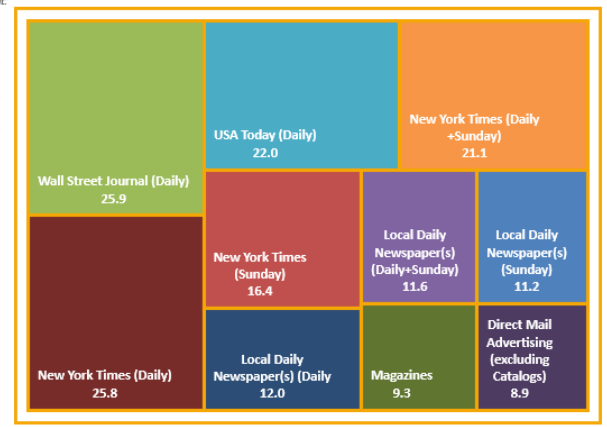


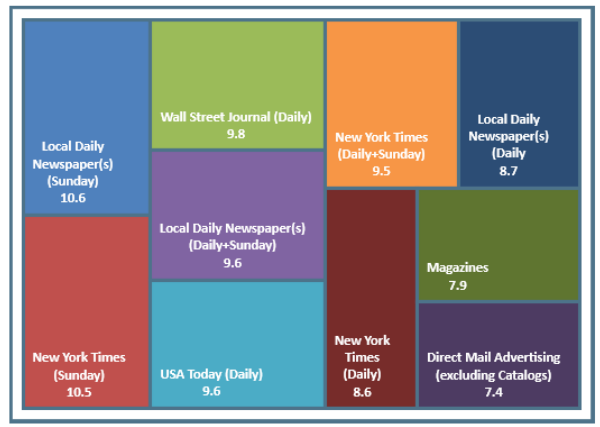




## *Avg. Week Ad-Supported All Print Media (Persons & % Reach):* Adults 18 or older




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




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*Cable networks/stations watched past 7 days: Cheddar News*