USA –P18+ past 30 days Users of 5 Nicotine and Related Products!

Complete Demographic & Media Use Profiles











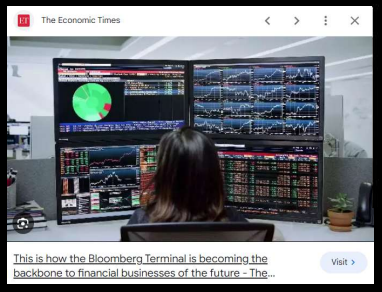
Complete Demographic, Psychographic, and Total Media Usage Profiles of USA P18+ past 30 days users of Marijuana, Cigarettes, Vape, E-Cigarettes, Chewing Tobacco as of April 2024!











P18+

Nicotine/other related products used past 30 days: Marijuana/cannabis (including edibles)
Nicotine/other related products used past 30 days: Cigarette
Nicotine/other related products used past 30 days: Vape
Nicotine/other related products used past 30 days: Electronic cigarette (e-cigarette)
Nicotine/other related products used past 30 days: Chewing tobacco, snuff, dip, or snus

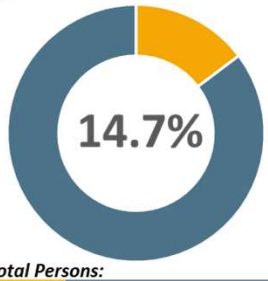
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB



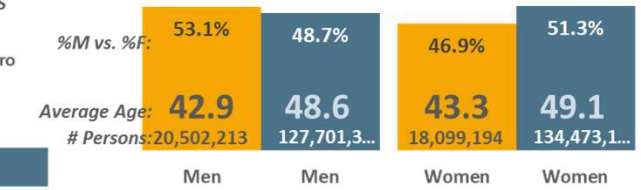
14.7% or 38,601,407 of USA Adults 18 or older are past 30 days users of MARIJUANA/CANNABIS.
Typical Adults 18 or older who are past 30 days users of MARIJUANA/CANNABIS are 43.1 years old (11.8% younger than average) and have a $82,013 (8.5% lower than average) annual household income.

Percent of Market: Adults 18 or older

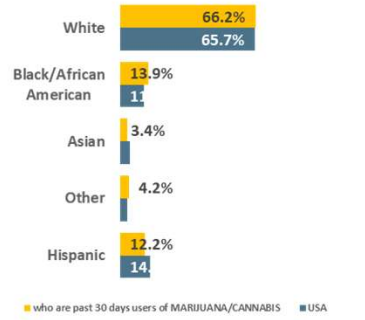


Total Persons:
38,601,40[illegible] | 223,573,093

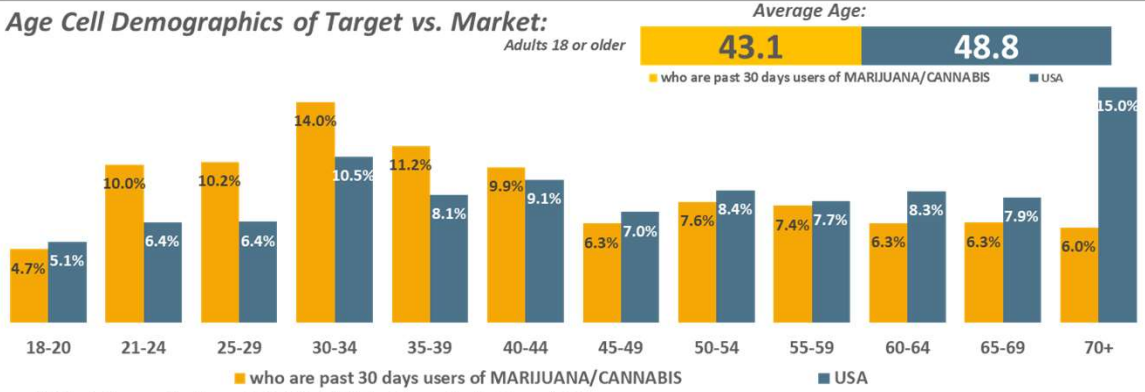
Gender of Target vs. Market: Adults 18 or older



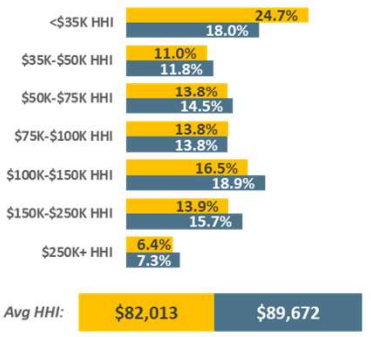
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $82,013 | $89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,018

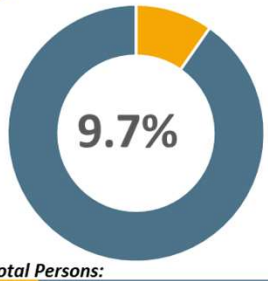
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Nicotine/other related products used past 30 days: Marijuana/cannabis (including edibles)



9.7% or 25,518,011 of USA Adults 18 or older are past 30 days users of CIGARETTES.
Typical Adults 18 or older who are past 30 days users of CIGARETTES are 48.4 years old (.9% younger than average) and have a $59,740 (33.4% lower than average) annual household income.

Percent of Market: Adults 18 or older

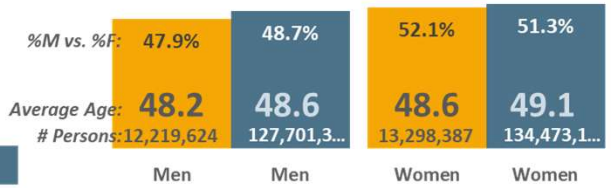


- who are past 30 days users of CIGARETTES
- Remainder of USA Metro

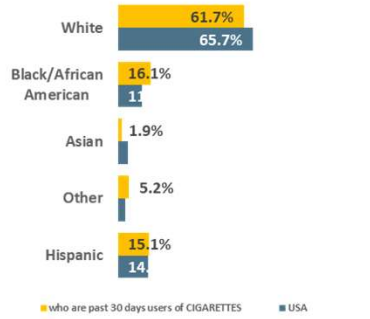
Total Persons:



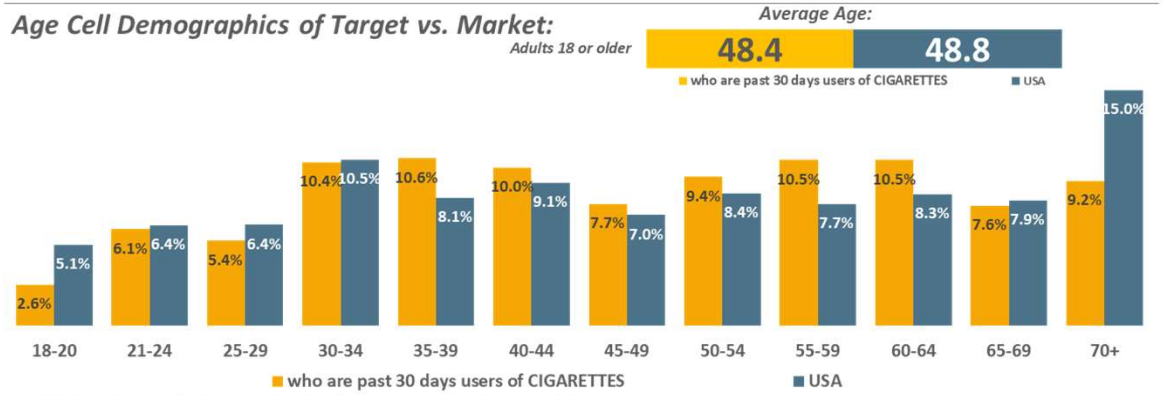
Gender of Target vs. Market: Adults 18 or older



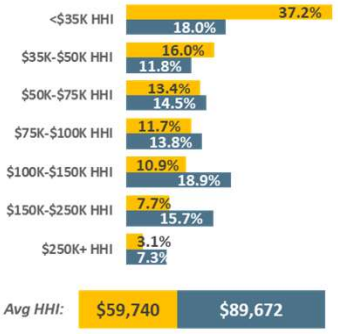
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



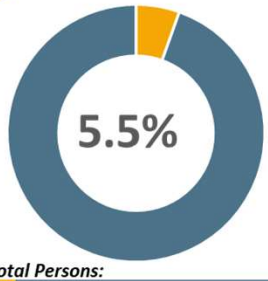
USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,018

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5.5% or 14,343,439 of USA Adults 18 or older are past 30 days users of VAPEs.
Typical Adults 18 or older who are past 30 days users of VAPEs are 36.5 years old (25.4% younger than average) and have a $69,359 (22.7% lower than average) annual household income.

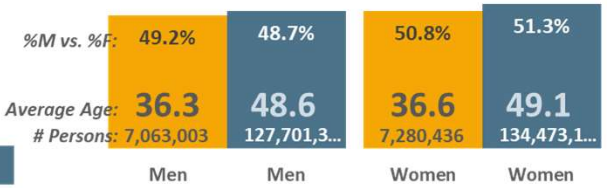
Percent of Market: Adults 18 or older



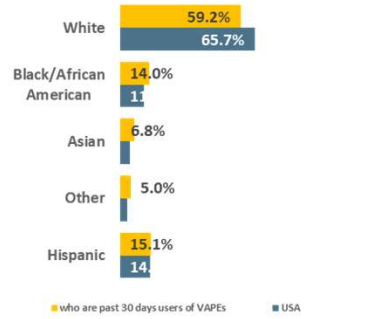
Total Persons:



Gender of Target vs. Market: Adults 18 or older

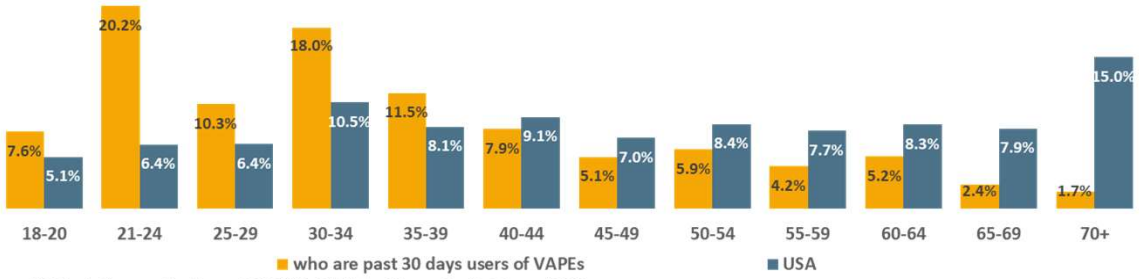


Ethnicity of Target vs. Market:

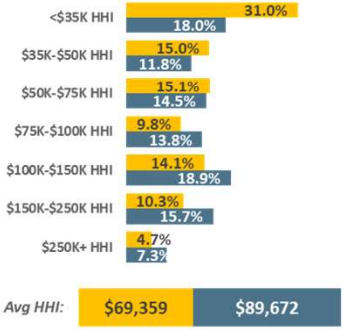


Age Cell Demographics of Target vs. Market:





HHI of Target vs. Market:



Avg HHI: $69,359 | $89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,018

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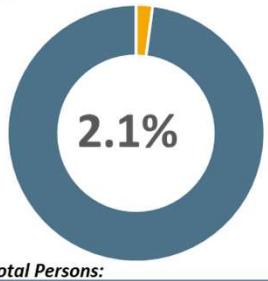
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Nicotine/other related products used past 30 days: Vape



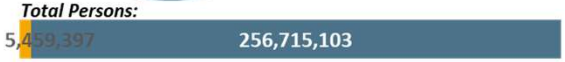
2.1% or 5,459,397 of USA Adults 18 or older are past 30 days users of E-CIGARETTES.
Typical Adults 18 or older who are past 30 days users of E-CIGARETTES are 38.5 years old (21.1% younger than average) and have a $73,731 (17.8% lower than average) annual household income.

Percent of Market: Adults 18 or older

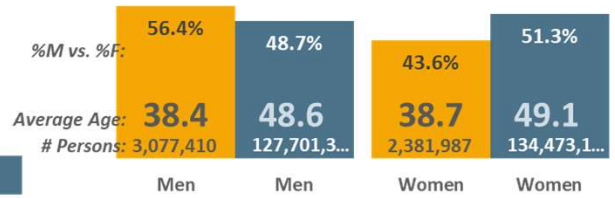


- who are past 30 days users of E-CIGARETTES
- Remainder of USA Metro

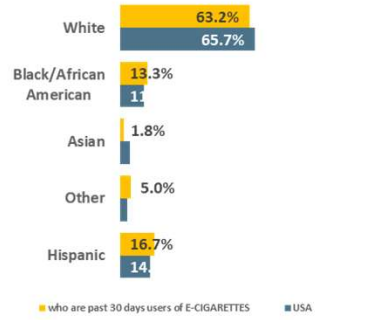
Total Persons:



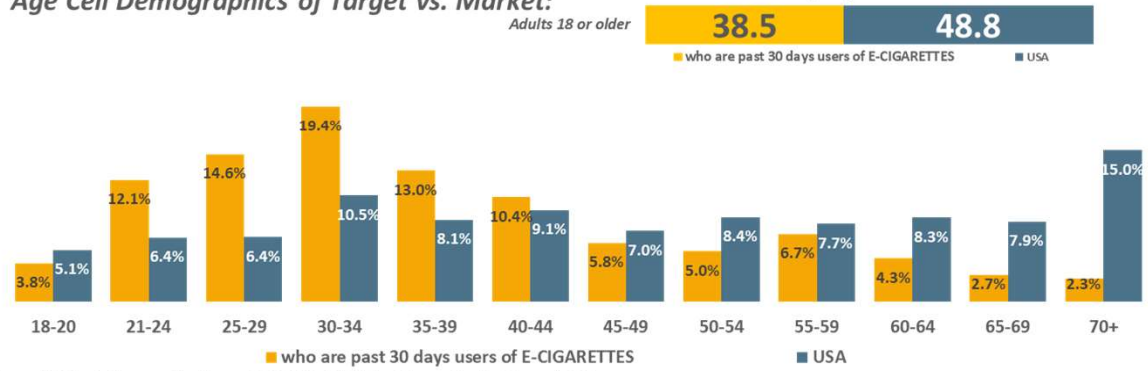
Gender of Target vs. Market: Adults 18 or older



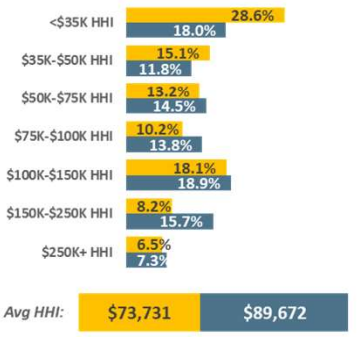
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,018

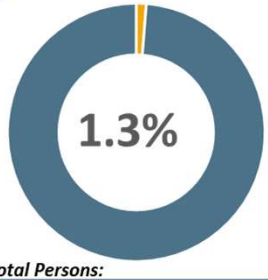
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Nicotine/other related products used past 30 days: Electronic cigarette (e-cigarette)

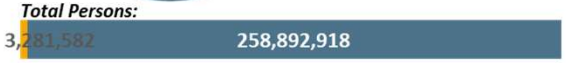


1.3% or 3,281,582 of USA Adults 18 or older are past 30 days users of CHEWING TOBACCO/SNUFF/DIP. Typical Adults 18 or older who are past 30 days users of CHEWING TOBACCO/SNUFF/DIP are 45.4 years old (7.% younger than average) and have a $102,589 (14.4% higher than average) annual household income.

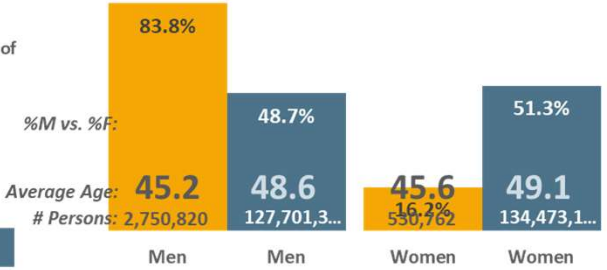
Percent of Market: Adults 18 or older



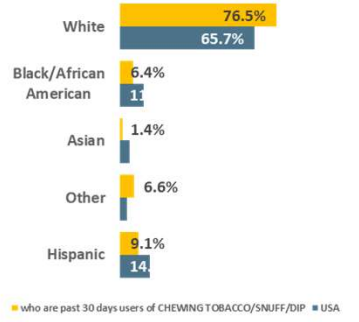
Total Persons:



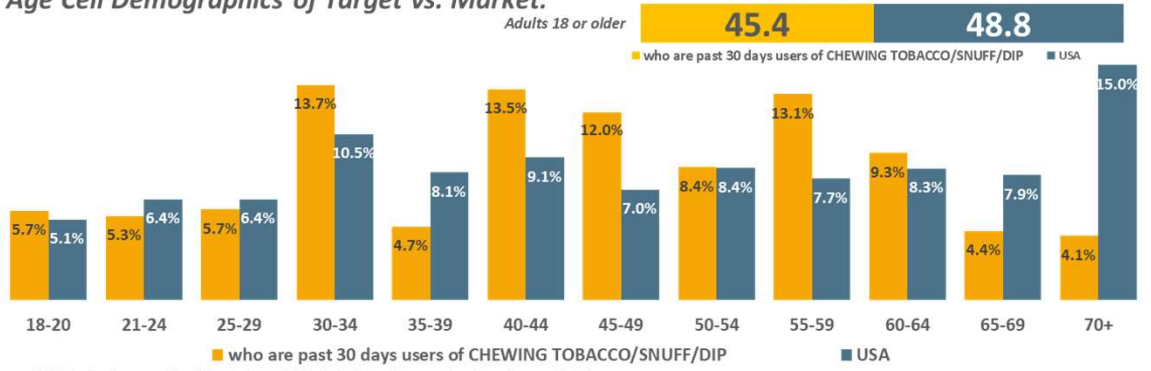
Gender of Target vs. Market: Adults 18 or older



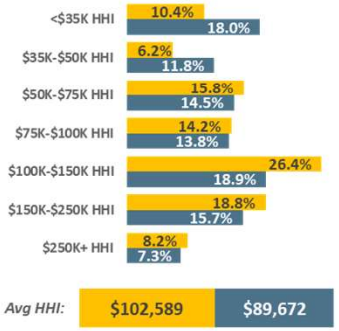
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



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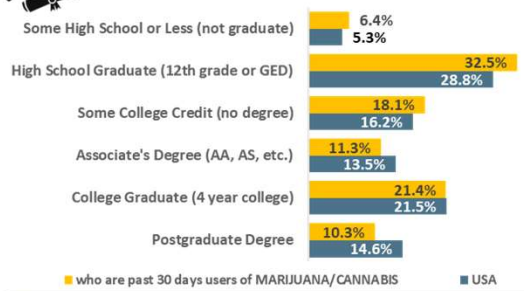
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Nicotine/other related products used past 30 days: Chewing tobacco, snuff, dip, or snus

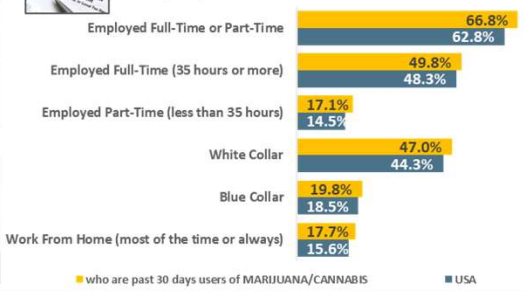


14.7% or 38,601,407 of USA Adults 18 or older are past 30 days users of MARIJUANA/CANNABIS.
Adults 18 or older who are past 30 days users of MARIJUANA/CANNABIS are 12.1% less likely to be a college graduate, 3.% more likely to work full-time, 23.5% less likely to be married, 5.6% less likely to be a parent of 1 or more children under 18.

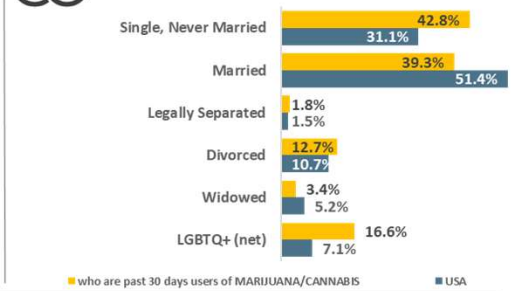
Education Levels: Adults 18 or older



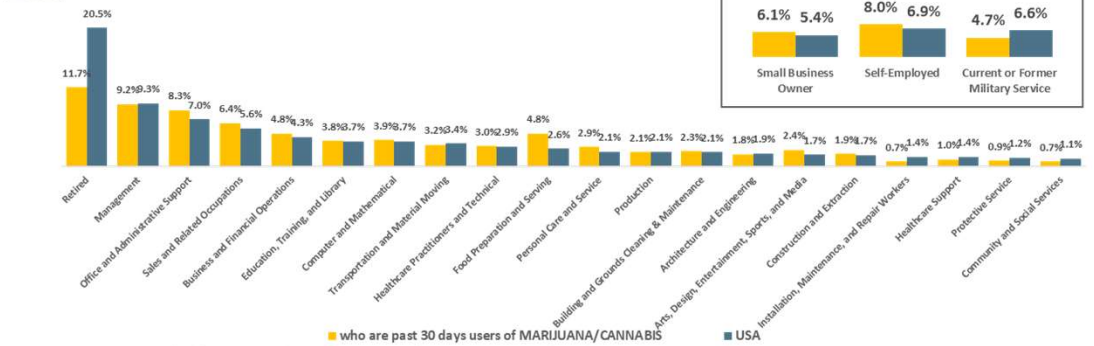
Employment: Adults 18 or older



Marital Status: Adults 18 or older

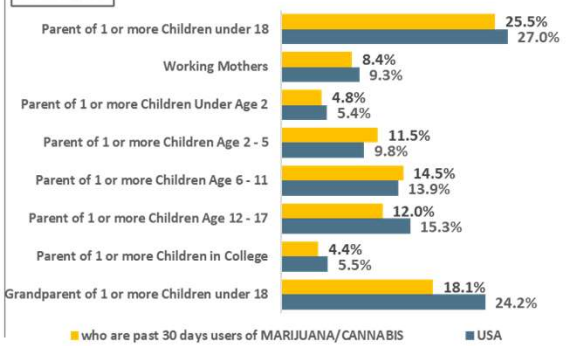


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,018*

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

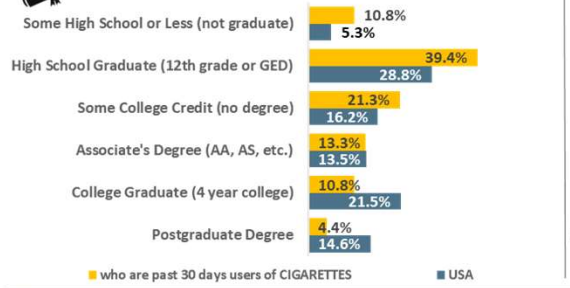
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Nicotine/other related products used past 30 days: Marijuana/cannabis (including edibles)

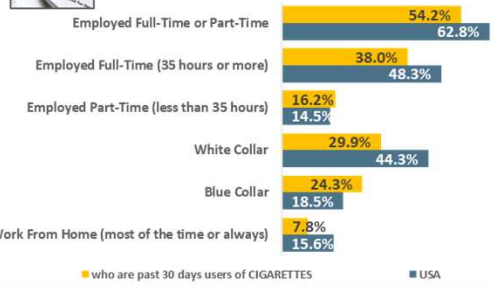


9.7% or 25,518,011 of USA Adults 18 or older are past 30 days users of CIGARETTES.
Adults 18 or older who are past 30 days users of CIGARETTES are 57.9% less likely to be a college graduate, 21.2% less likely to work full-time, 37.5% less likely to be married, 4.2% more likely to be a parent of 1 or more children under 18.

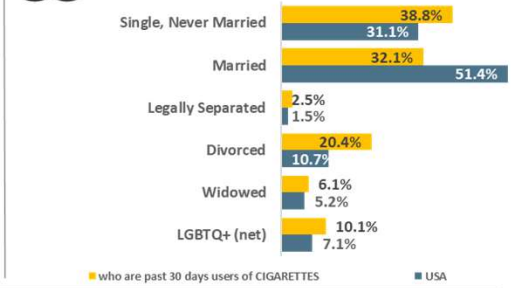
Education Levels: Adults 18 or older



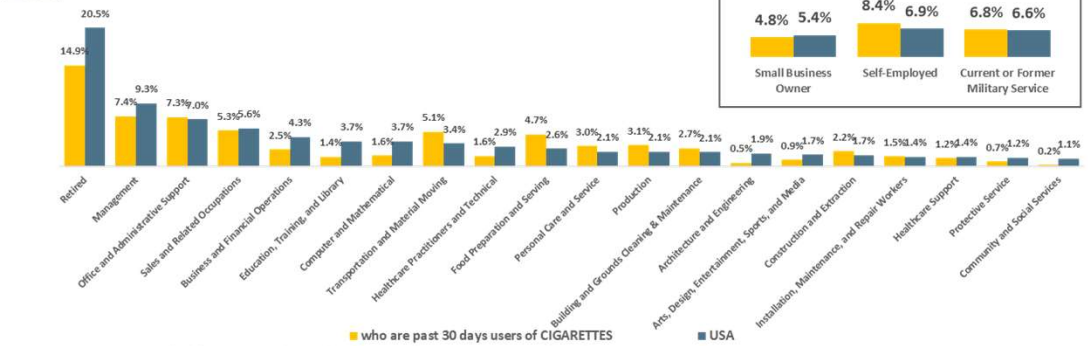
Employment: Adults 18 or older



Marital Status: Adults 18 or older

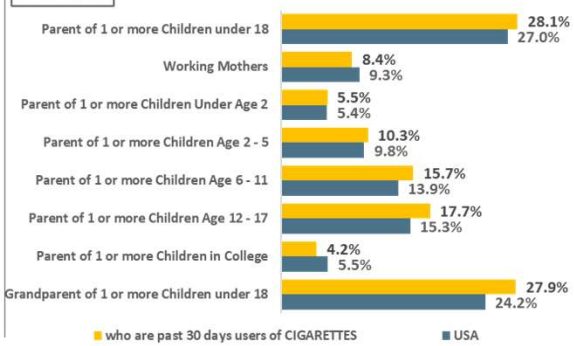


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



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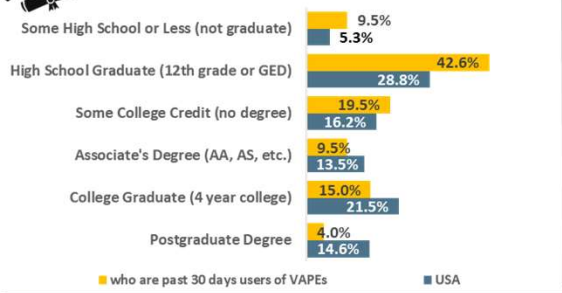
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Nicotine/other related products used past 30 days: Cigarette

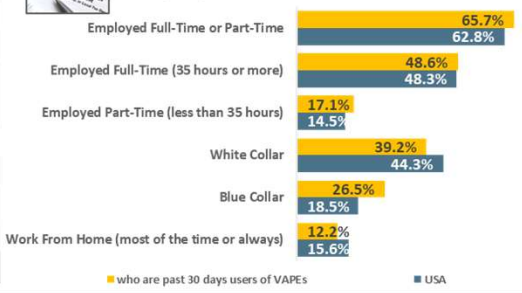


5.5% or 14,343,439 of USA Adults 18 or older are past 30 days users of VAPEs.
Adults 18 or older who are past 30 days users of VAPEs are 47.6% less likely to be a college graduate, .7% more likely to work full-time, 51.6% less likely to be married, 4.3% more likely to be a parent of 1 or more children under 18.

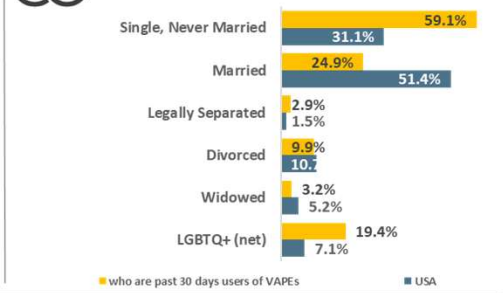
Education Levels: Adults 18 or older



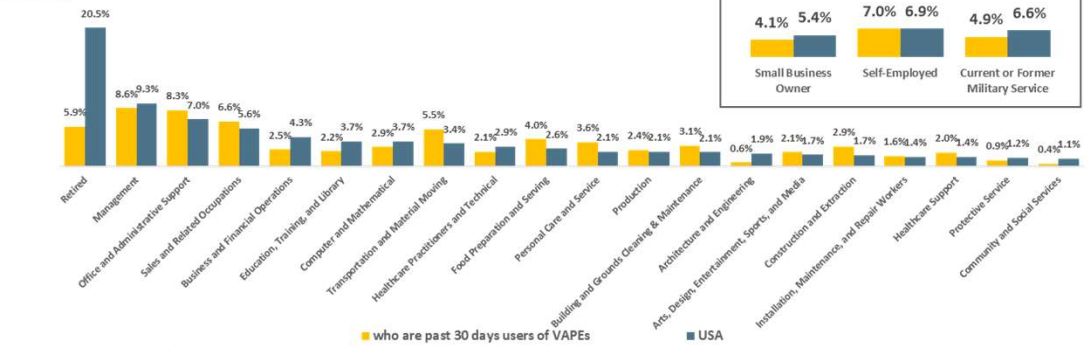
Employment: Adults 18 or older



Marital Status: Adults 18 or older

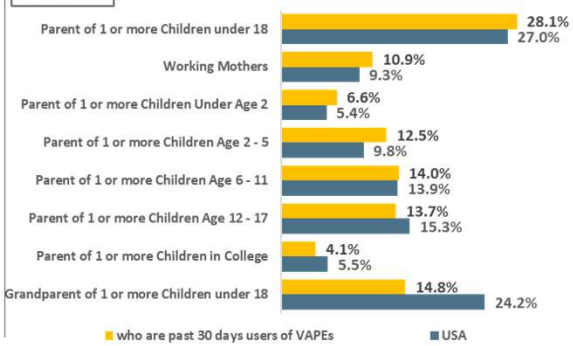


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,018

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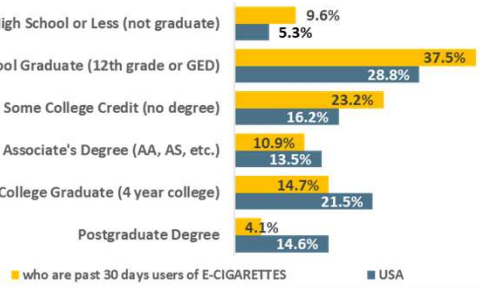
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Nicotine/other related products used past 30 days: Vape

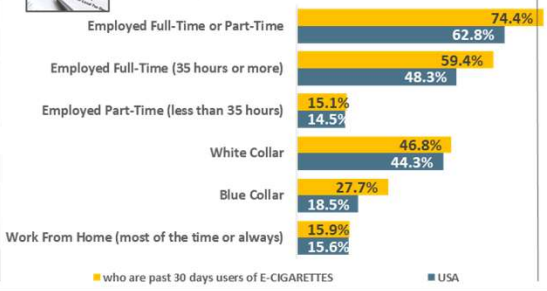


2.1% or 5,459,397 of USA Adults 18 or older are past 30 days users of E-CIGARETTES.
Adults 18 or older who are past 30 days users of E-CIGARETTES are 47.9% less likely to be a college graduate, 22.9% more likely to work full-time, 35.3% less likely to be married, 47.6% more likely to be a parent of 1 or more children under 18.

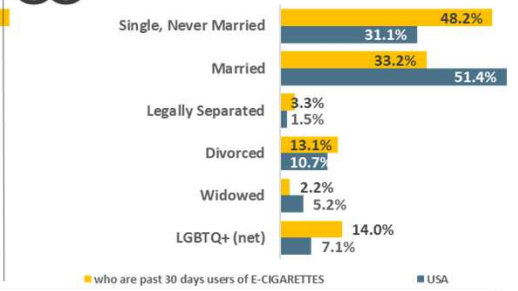
Education Levels: Adults 18 or older



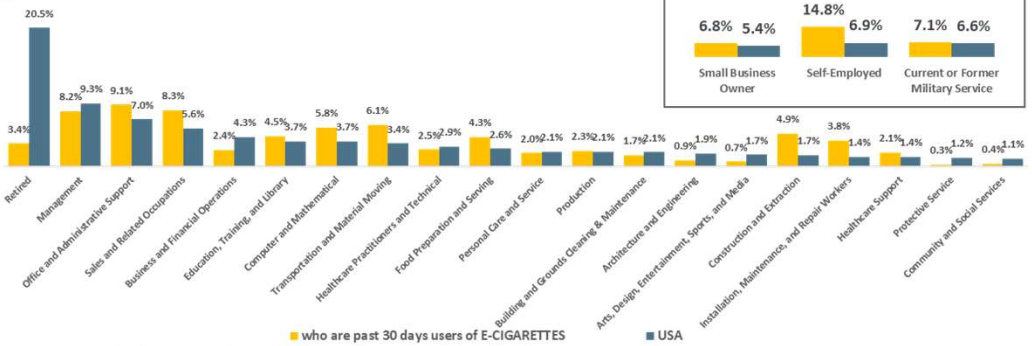
Employment: Adults 18 or older



Marital Status: Adults 18 or older

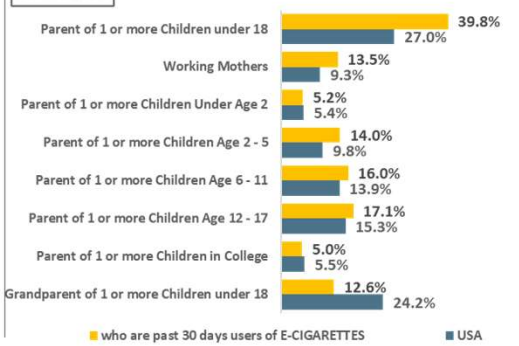


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,018

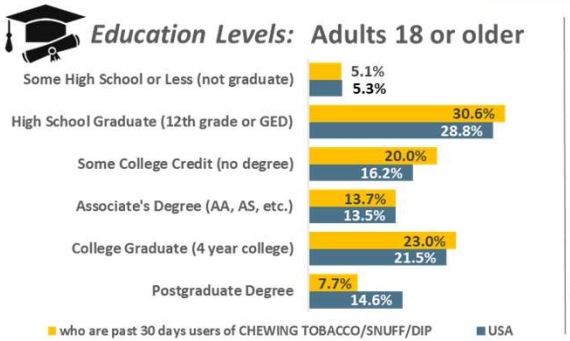
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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

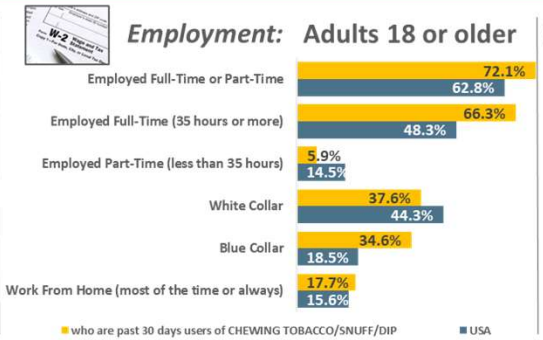


1.3% or 3,281,582 of USA Adults 18 or older are past 30 days users of CHEWING TOBACCO/SNUFF/DIP. Adults 18 or older who are past 30 days users of CHEWING TOBACCO/SNUFF/DIP are 15.% less likely to be a college graduate, 37.2% more likely to work full-time, 1.1% less likely to be married, 16.% more likely to be a parent of 1 or more children under 18.

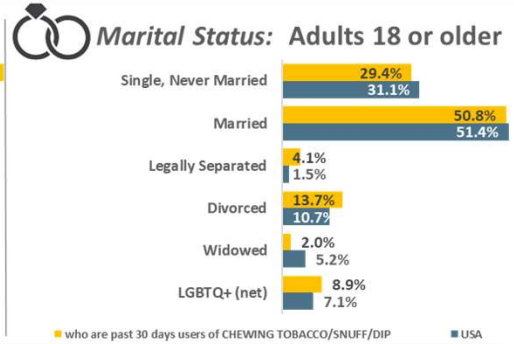
Education Levels: Adults 18 or older



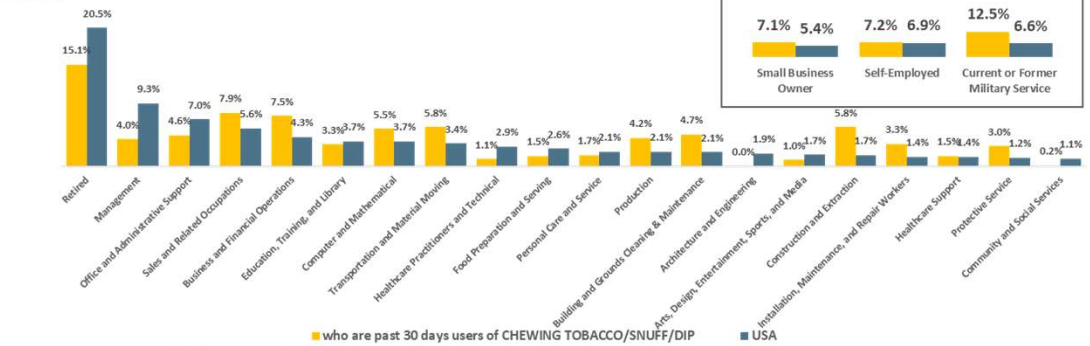
Employment: Adults 18 or older



Marital Status: Adults 18 or older

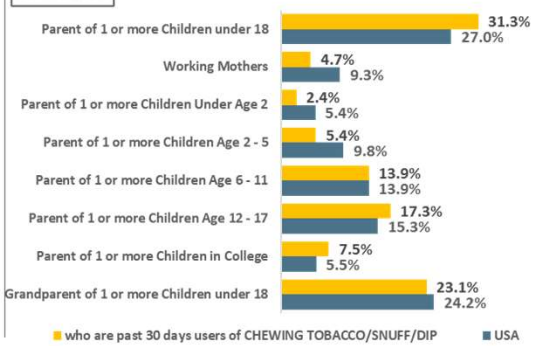


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,018

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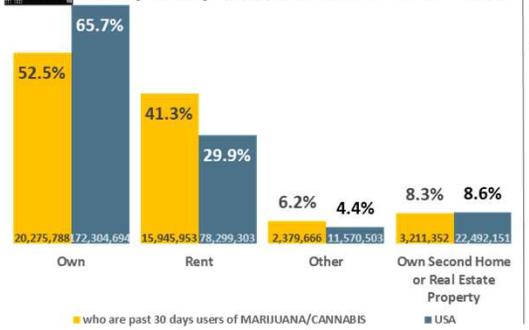
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Nicotine/other related products used past 30 days: Chewing tobacco, snuff, dip, or snus

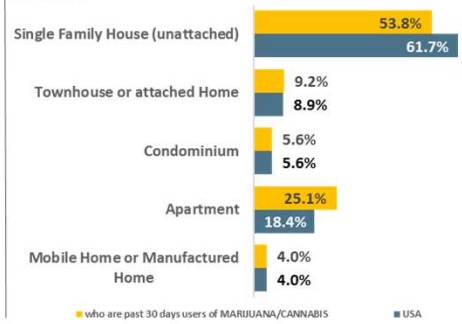


14.7% or 38,601,407 of USA Adults 18 or older are past 30 days users of MARIJUANA/CANNABIS.
Adults 18 or older who are past 30 days users of MARIJUANA/CANNABIS are 20.1% less likely to own their home, 1.% more likely to own a lower valued home, 12.7% less likely to have a single-family home, 14.7% more likely to have a dog.

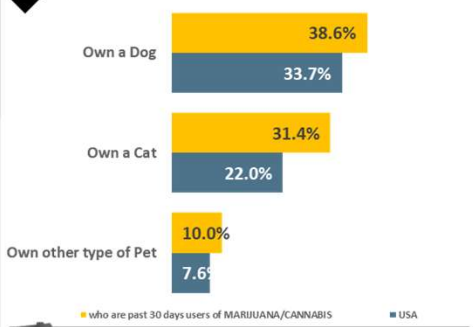
Own/Rent/Other: Adults 18 or older



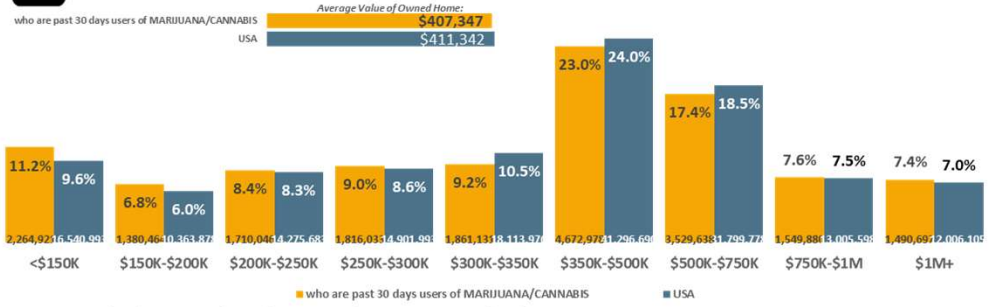
Type of Home: Adults 18 or older



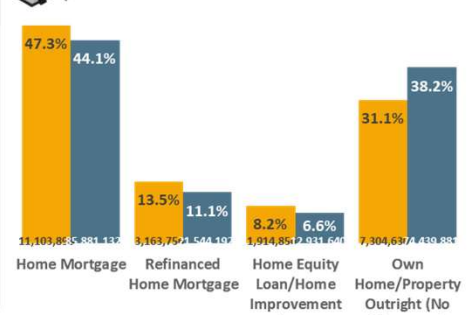
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,018*

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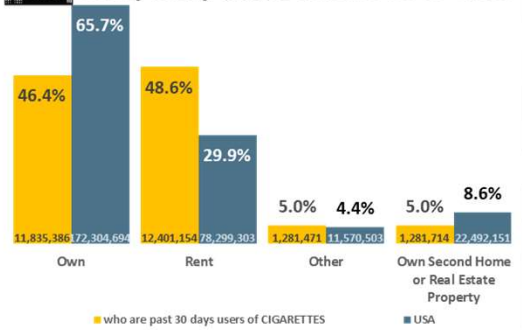
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

Nicotine/other related products used past 30 days: Marijuana/cannabis (including edibles)

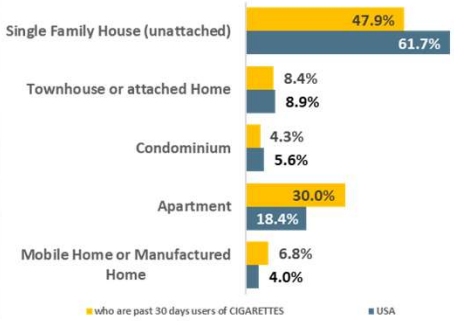


9.7% or 25,518,011 of USA Adults 18 or older are past 30 days users of CIGARETTES.
Adults 18 or older who are past 30 days users of CIGARETTES are 29.4% less likely to own their home, 15.8% more likely to own a lower valued home, 22.4% less likely to have a single-family home, 2.3% less likely to have a dog.

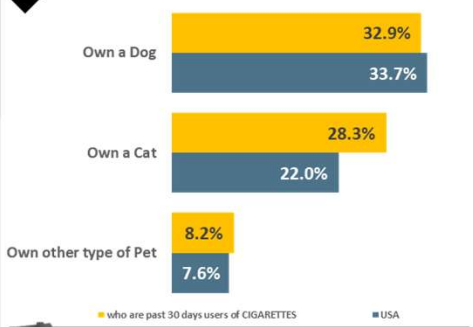
Own/Rent/Other: Adults 18 or older



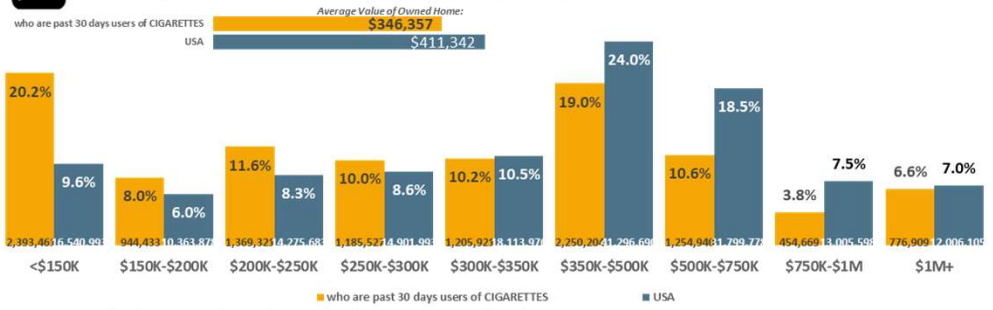
Type of Home: Adults 18 or older



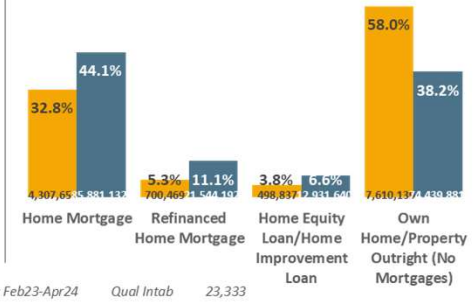
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,018

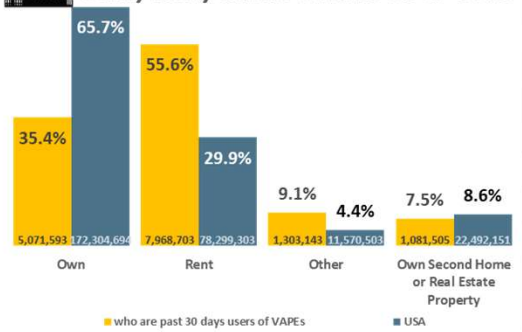
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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

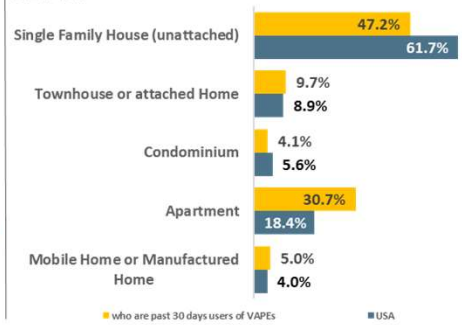


5.5% or 14,343,439 of USA Adults 18 or older are past 30 days users of VAPEs.
Adults 18 or older who are past 30 days users of VAPEs are 46.2% less likely to own their home, 10.1% more likely to own a lower valued home, 23.5% less likely to have a single-family home, 15.2% more likely to have a dog.

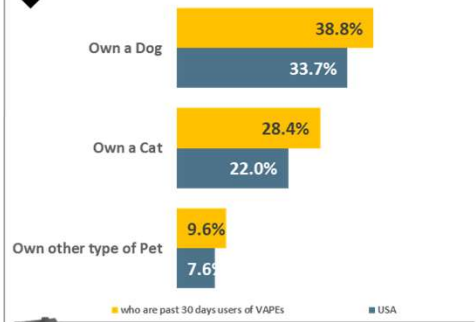
Own/Rent/Other: Adults 18 or older



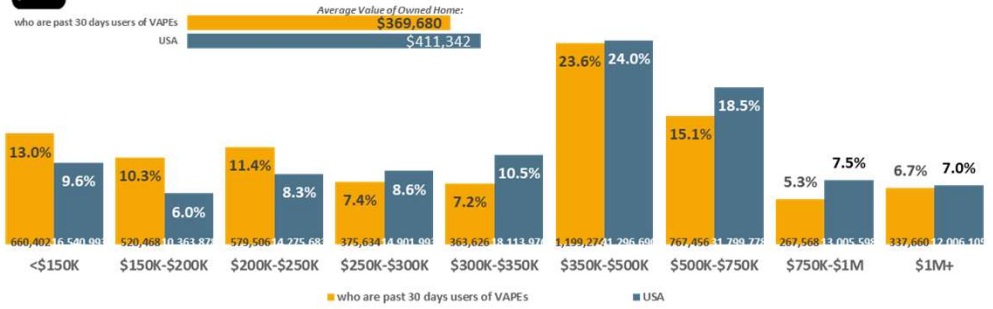
Type of Home: Adults 18 or older



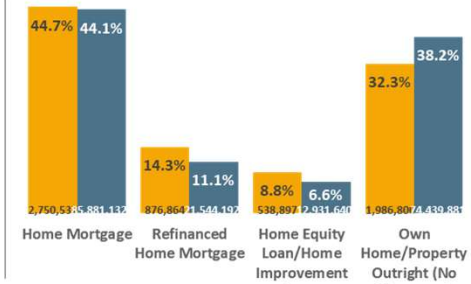
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,018*

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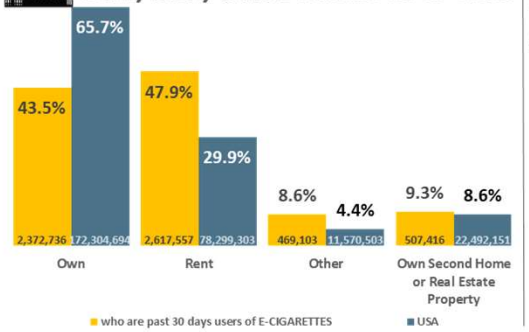
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

Nicotine/other related products used past 30 days: Vape

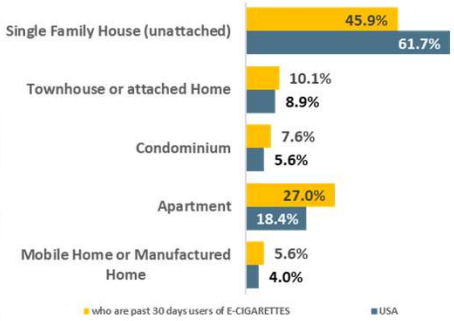


2.1% or 5,459,397 of USA Adults 18 or older are past 30 days users of E-CIGARETTES.
Adults 18 or older who are past 30 days users of E-CIGARETTES are 33.9% less likely to own their home, 8.2% more likely to own a lower valued home, 25.6% less likely to have a single-family home, 32.6% more likely to have a dog.

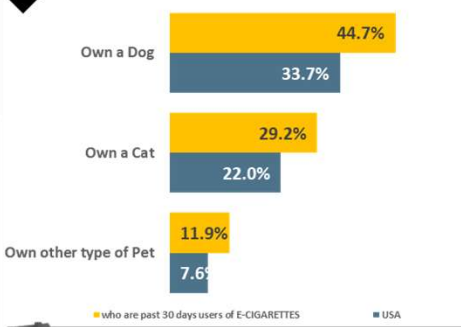
Own/Rent/Other: Adults 18 or older



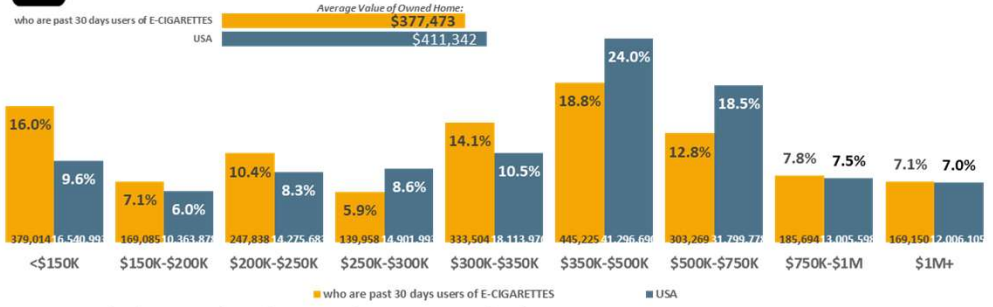
Type of Home: Adults 18 or older



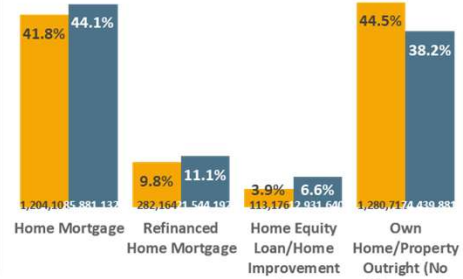
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,018*

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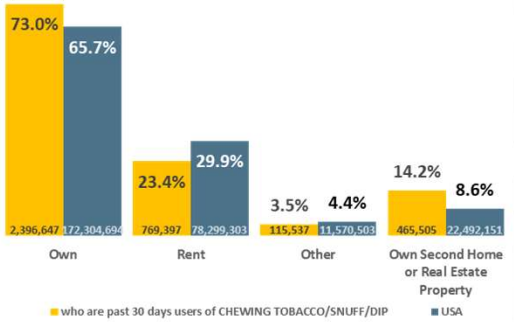
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

Nicotine/other related products used past 30 days: Electronic cigarette (e-cigarette)

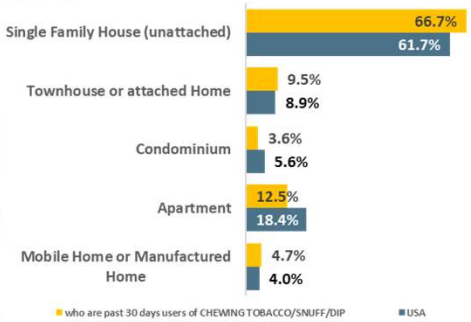


1.3% or 3,281,582 of USA Adults 18 or older are past 30 days users of CHEWING TOBACCO/SNUFF/DIP. Adults 18 or older who are past 30 days users of CHEWING TOBACCO/SNUFF/DIP are 11.1% more likely to own their home, 24.1% more likely to own a lower valued home, 8.1% more likely to have a single-family home, 25.3% more likely to have a dog.

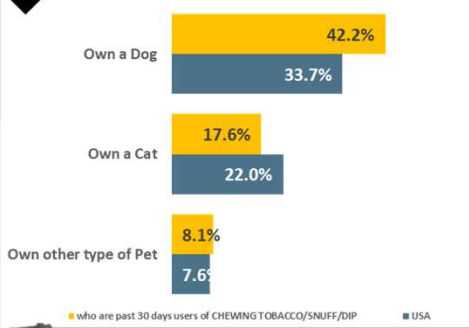
Own/Rent/Other: Adults 18 or older



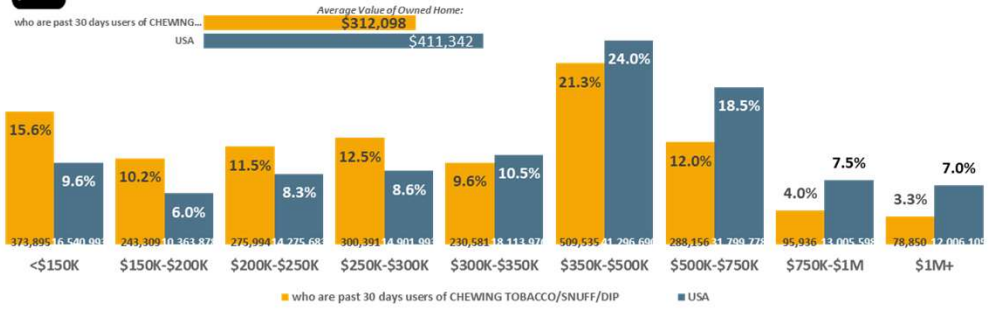
Type of Home: Adults 18 or older



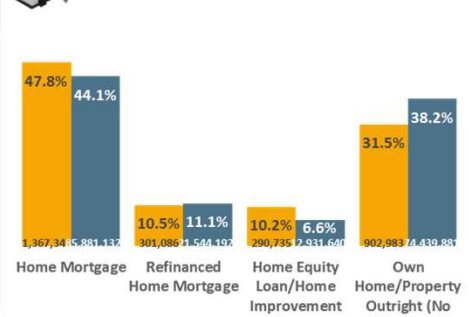
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,018

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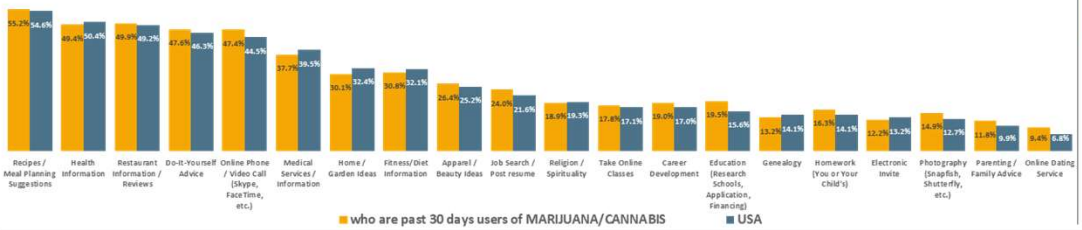
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Nicotine/other related products used past 30 days: Chewing tobacco, snuff, dip, or snus

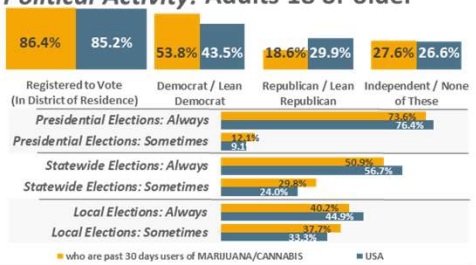


14.7% or 38,601,407 of USA Adults 18 or older are past 30 days users of MARIJUANA/CANNABIS.
Adults 18 or older who are past 30 days users of MARIJUANA/CANNABIS are 2.8% more likely to look up D-I-Y advice online, 10.4% less likely to always vote in local elections, 12.6% more likely to belong to a gym, 1.7% more likely to fly domestic past yr.

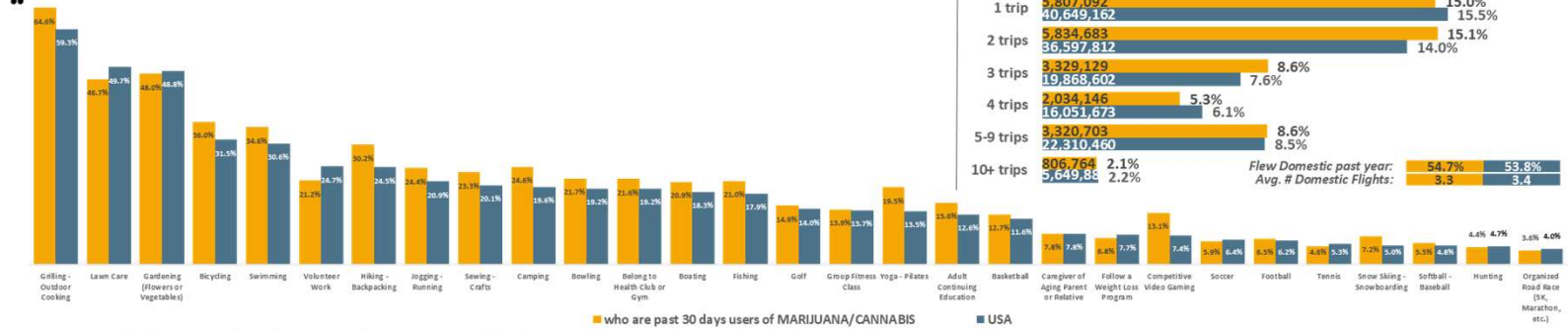
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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: Feb23-Apr24 Qual Intab 5,018

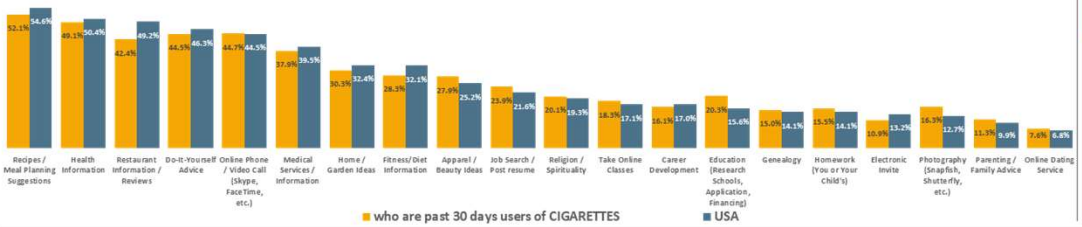
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Nicotine/other related products used past 30 days: Marijuana/cannabis (including edibles)

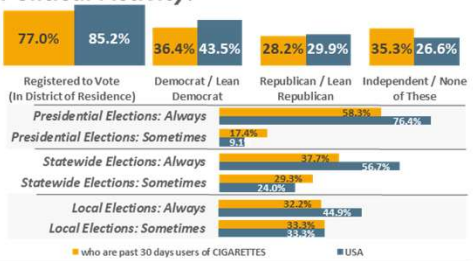


9.7% or 25,518,011 of USA Adults 18 or older are past 30 days users of CIGARETTES.
Adults 18 or older who are past 30 days users of CIGARETTES are 3.9% less likely to look up D-I-Y advice online, 28.2% less likely to always vote in local elections, 51.1% less likely to belong to a gym, 31.% less likely to fly domestic past yr.

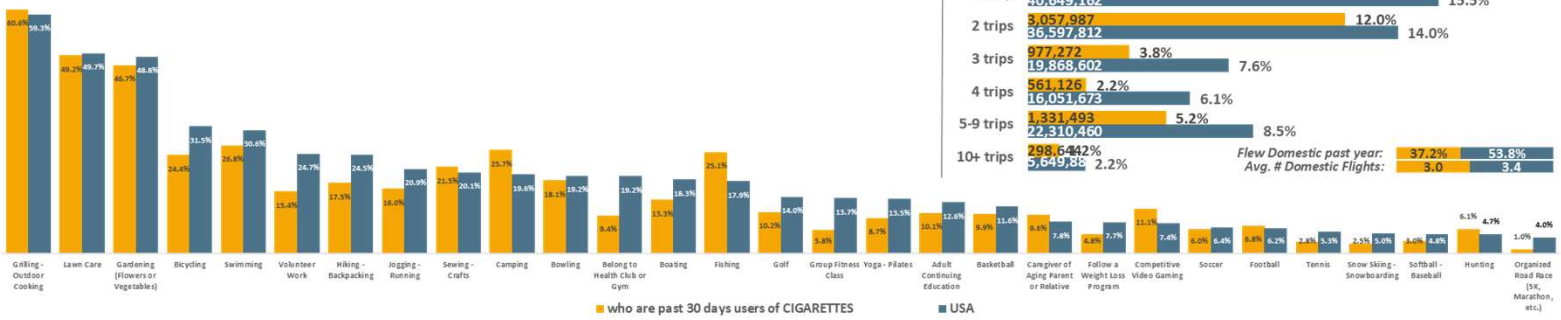
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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: Feb23-Apr24 Qual Intab 5,018

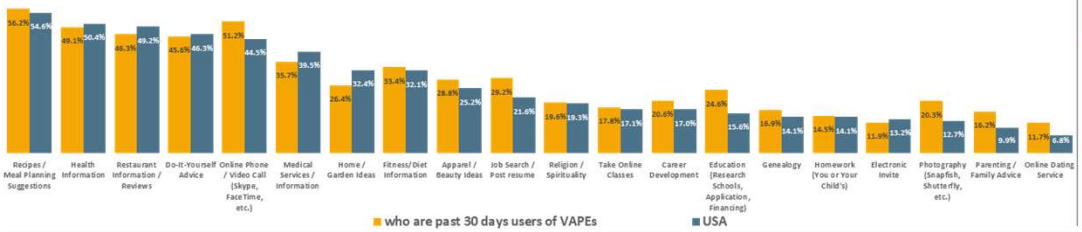
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Nicotine/other related products used past 30 days: Cigarette

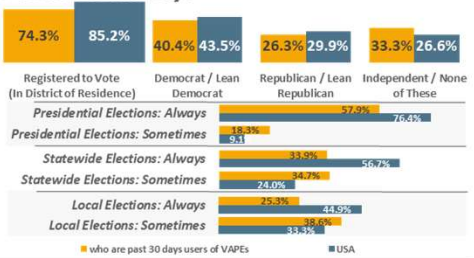


5.5% or 14,343,439 of USA Adults 18 or older are past 30 days users of VAPEs.
Adults 18 or older who are past 30 days users of VAPEs are 1.6% less likely to look up D-I-Y advice online, 43.6% less likely to always vote in local elections, 3.2% less likely to belong to a gym, 5.9% less likely to fly domestic past yr.

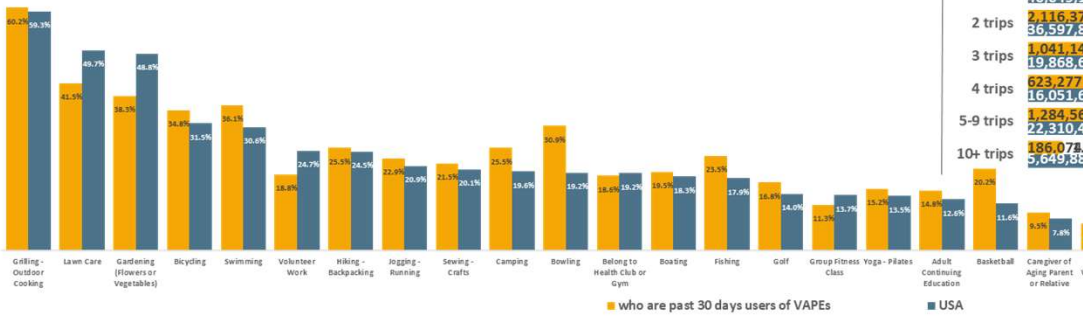
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



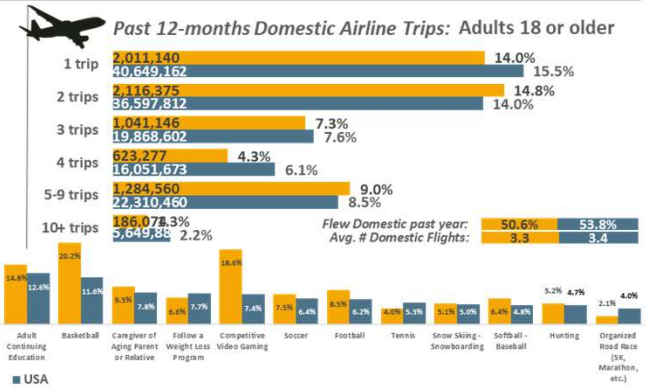
Political Activity: Adults 18 or older



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: Feb23-Apr24 Qual Intab 5,018

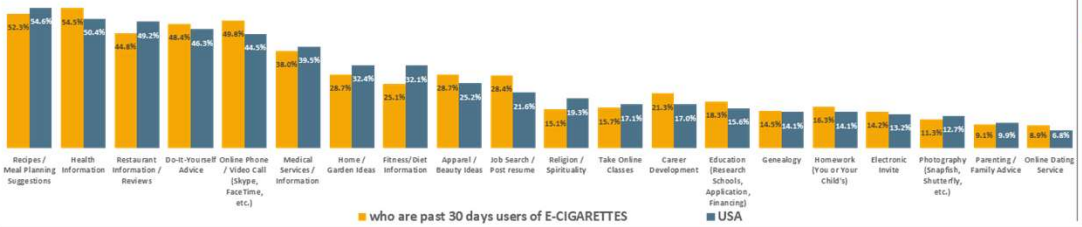
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Nicotine/other related products used past 30 days: Vape

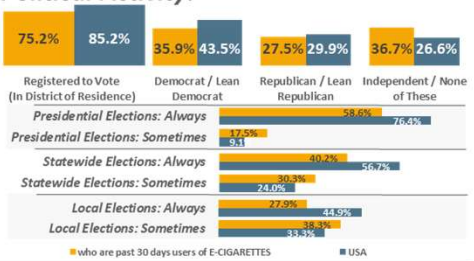


2.1% or 5,459,397 of USA Adults 18 or older are past 30 days users of E-CIGARETTES.
Adults 18 or older who are past 30 days users of E-CIGARETTES are 4.6% more likely to look up D-I-Y advice online, 37.9% less likely to always vote in local elections, 9.2% less likely to belong to a gym, 8.1% less likely to fly domestic past yr.

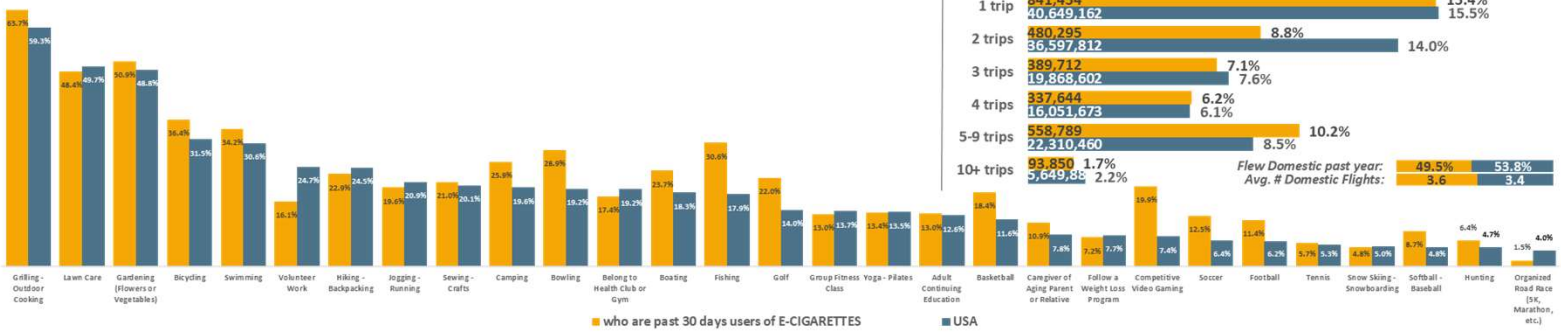
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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: Feb23-Apr24 Qual Intab 5,018

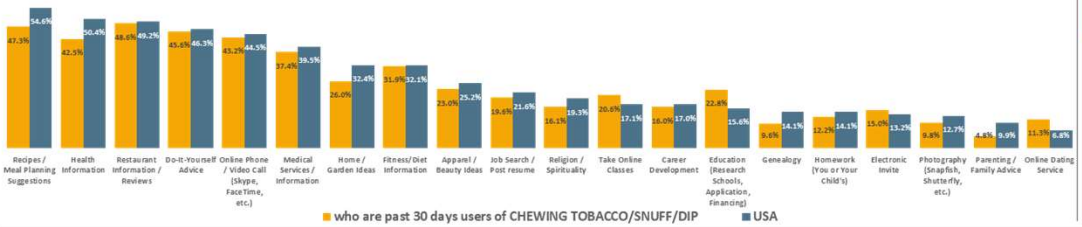
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Nicotine/other related products used past 30 days: Electronic cigarette (e-cigarette)

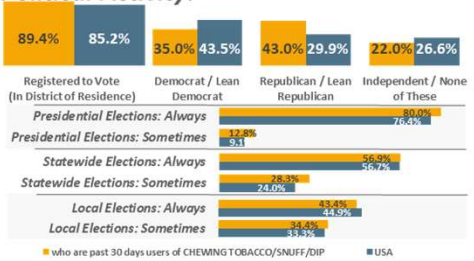


1.3% or 3,281,582 of USA Adults 18 or older are past 30 days users of CHEWING TOBACCO/SNUFF/DIP. Adults 18 or older who are past 30 days users of CHEWING TOBACCO/SNUFF/DIP are 1.6% less likely to look up D-I-Y advice online, 3.3% less likely to always vote in local elections, 7.5% more likely to belong to a gym, 17.5% more likely to fly domestic past

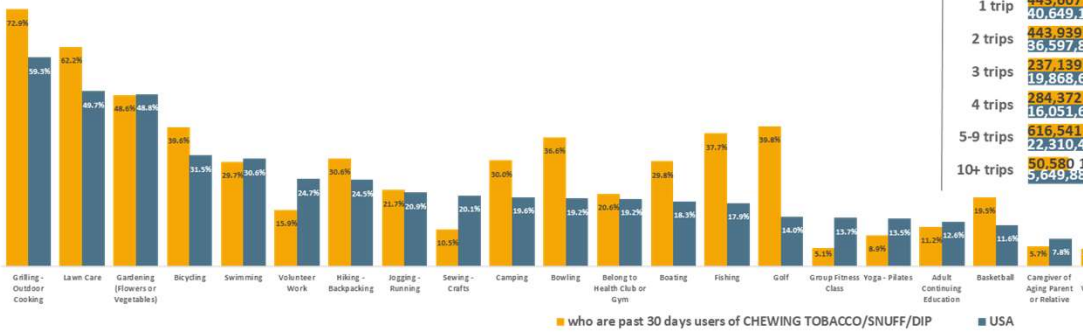
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



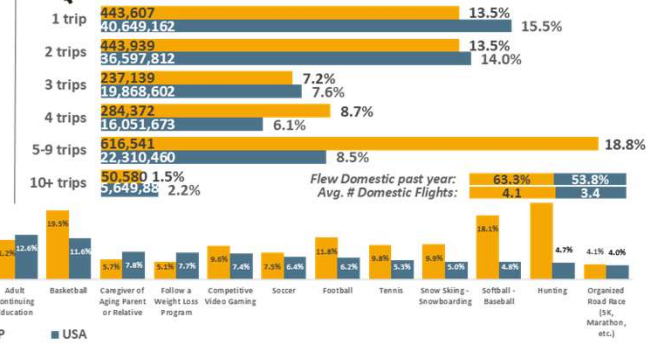
Political Activity: Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,018

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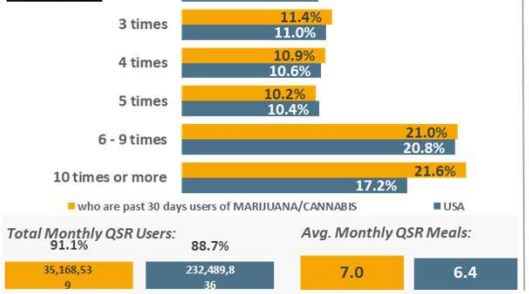
Nicotine/other related products used past 30 days: Chewing tobacco, snuff, dip, or snus



14.7% or 38,601,407 of USA Adults 18 or older are past 30 days users of MARIJUANA/CANNABIS. Adults 18 or older who are past 30 days users of MARIJUANA/CANNABIS are 2.7% more likely to use QSRs past mo., .2% less likely to use Sit-Down Restaurants past mo., 25.2% more likely to use Casinos past yr., 146.1% more likely to smoke cigarettes.

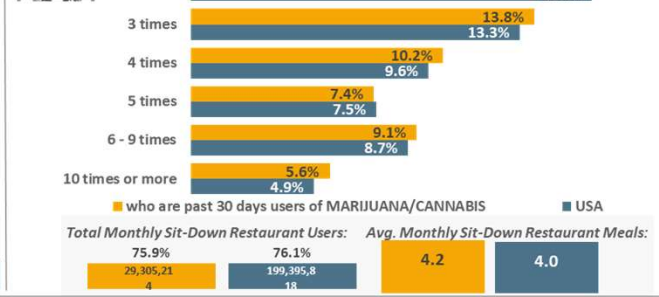
Past 30-days QSR Users: Adults 18 or older





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

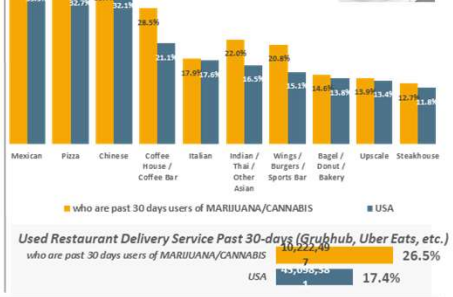




Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)





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

who are past 30 days users of MARIJUANA/CANNABIS 26.5%

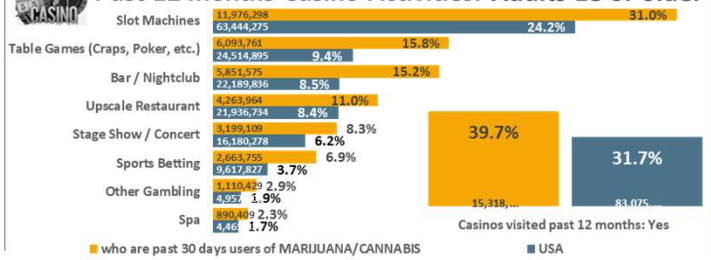
USA 17.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *5,018*

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Nicotine/other related products used past 30 days: Marijuana/cannabis (including edibles)



9.7% or 25,518,011 of USA Adults 18 or older are past 30 days users of CIGARETTES.
Adults 18 or older who are past 30 days users of CIGARETTES are .1% less likely to use QSRs past mo., 17.% less likely to use Sit-Down Restaurants past mo., 48.6% more likely to use Casinos past yr., 927.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
88.6%
88.7%
22,607,51 9
232,489,8 36

Avg. Monthly QSR Meals:
6.7
6.4

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



Total Monthly Sit-Down Restaurant Users:
63.1%
76.1%
16,107,27 5
199,395,8 18

Avg. Monthly Sit-Down Restaurant Meals:
3.7
4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



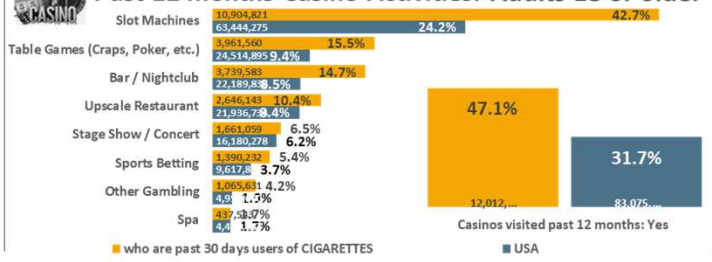
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who are past 30 days users of CIGARETTES 4,272,908 16.7%
USA 17.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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Nicotine/other related products used past 30 days: Cigarette



5.5% or 14,343,439 of USA Adults 18 or older are past 30 days users of VAPEs.
Adults 18 or older who are past 30 days users of VAPEs are 6.1% more likely to use QSRs past mo., .8% less likely to use Sit-Down Restaurants past mo., 56.% more likely to use Casinos past yr., 229.8% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 94.1% 88.7% 13,491,650 232,489,836

Avg. Monthly QSR Meals: 8.3 6.4

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



Total Monthly Sit-Down Restaurant Users: 75.4% 76.1% 10,817,982 199,395,818

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 are past 30 days users of VAPEs 5,030,224 35.1%

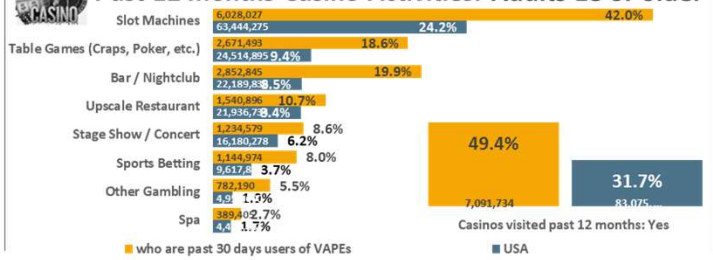
USA 17.4%

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



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Nicotine/other related products used past 30 days: Vape



2.1% or 5,459,397 of USA Adults 18 or older are past 30 days users of E-CIGARETTES.
Adults 18 or older who are past 30 days users of E-CIGARETTES are 2.4% more likely to use QSRs past mo., 4.1% more likely to use Sit-Down Restaurants past mo., 77.% more likely to use Casinos past yr., 349.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 90.8% 88.7% 4,959,800 232,489,8 36

Avg. Monthly QSR Meals: 8.5 6.4

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



Total Monthly Sit-Down Restaurant Users: 79.2% 76.1% 4,324,393 199,395,8 18

Avg. Monthly Sit-Down Restaurant Meals: 4.4 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)

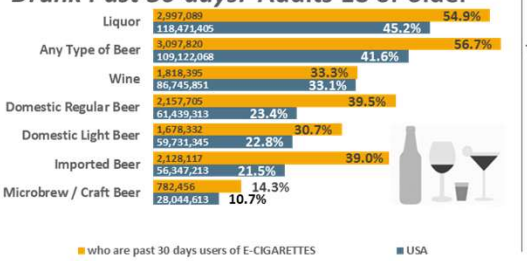


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who are past 30 days users of E-CIGARETTES 1,317,552 24.1%

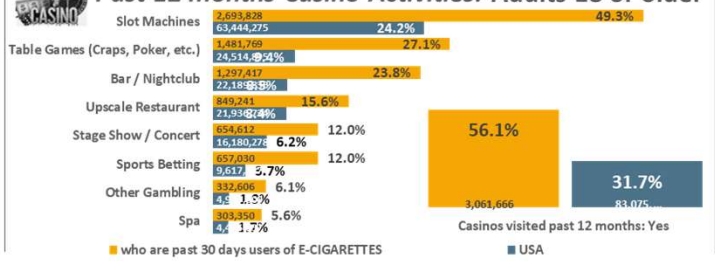
USA 17.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





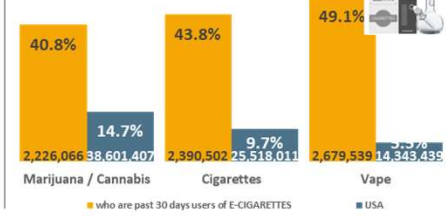
56.1% 3,061,666

31.7% 83,075

Casinos visited past 12 months: Yes

Used Past 30-days: Adults 18 or older





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Nicotine/other related products used past 30 days: Electronic cigarette (e-cigarette)



1.3% or 3,281,582 of USA Adults 18 or older are past 30 days users of CHEWING TOBACCO/SNUFF/DIP. Adults 18 or older who are past 30 days users of CHEWING TOBACCO/SNUFF/DIP are 6.4% more likely to use QSRs past mo., .8% more likely to use Sit-Down Restaurants past mo., 63.4% more likely to use Casinos past yr., 143.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



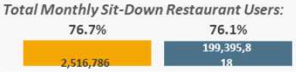
Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

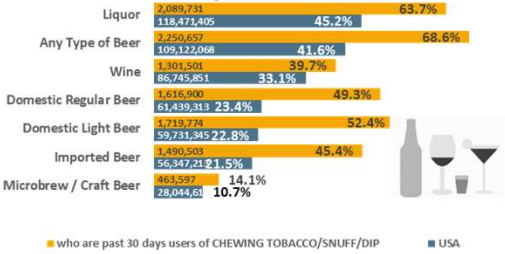
(Sit-Down Restaurants Used Past 30-days)



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

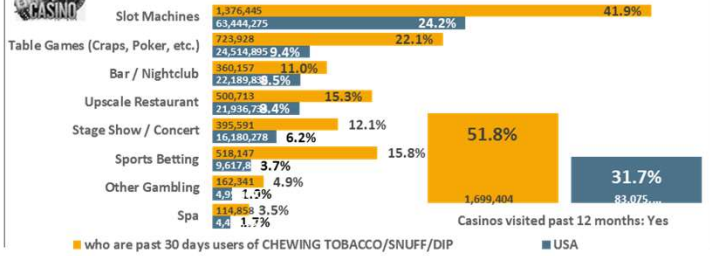


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,018

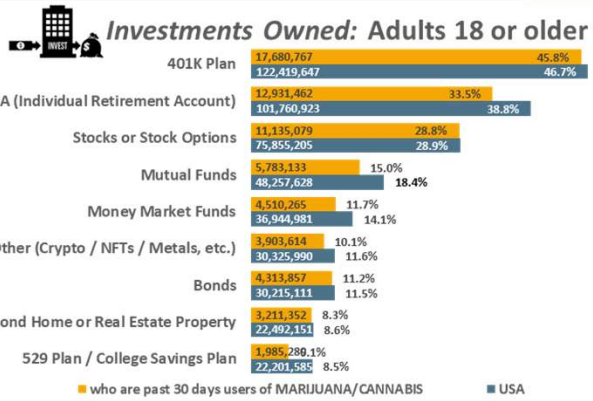
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Nicotine/other related products used past 30 days: Chewing tobacco, snuff, dip, or snus

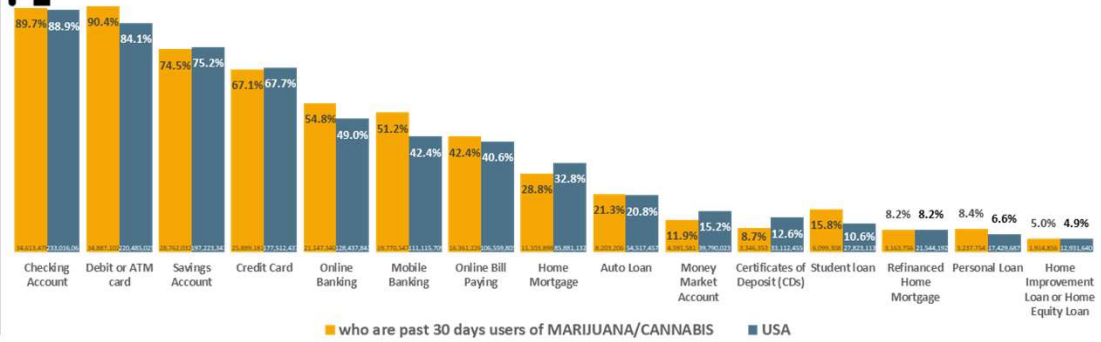


14.7% or 38,601,407 of USA Adults 18 or older are past 30 days users of MARIJUANA/CANNABIS.
Adults 18 or older who are past 30 days users of MARIJUANA/CANNABIS are 1.9% less likely to have a 401K, 2.2% more likely to have an Auto Loan, 12.1% more likely to Invest/Trade Stocks Online, 20.4% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



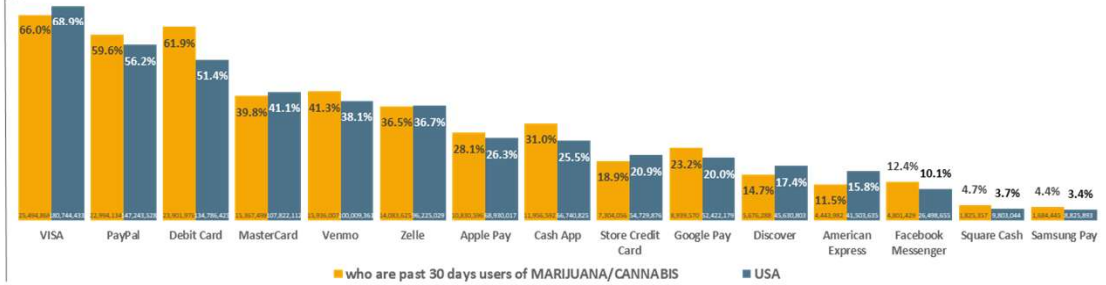
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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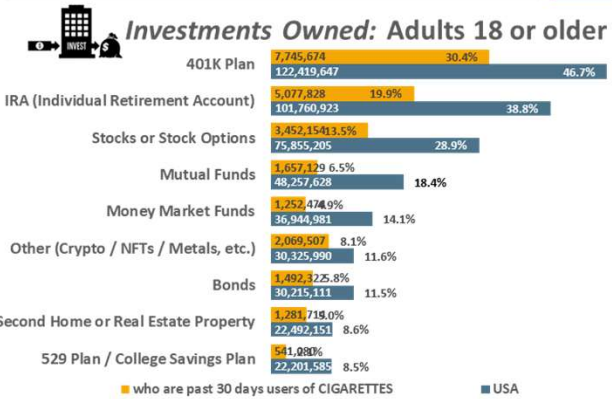
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Nicotine/other related products used past 30 days: Marijuana/cannabis (including edibles)

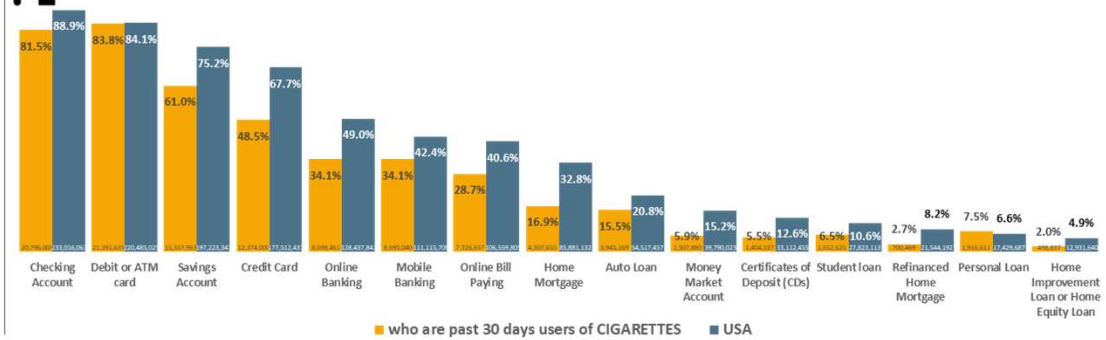


9.7% or 25,518,011 of USA Adults 18 or older are past 30 days users of CIGARETTES.
Adults 18 or older who are past 30 days users of CIGARETTES are 35.% less likely to have a 401K, 25.7% less likely to have an Auto Loan, 41.7% less likely to Invest/Trade Stocks Online, 17.9% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



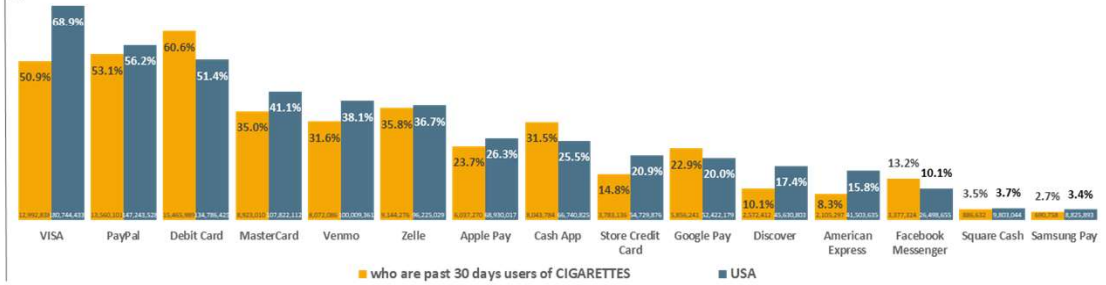
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,018

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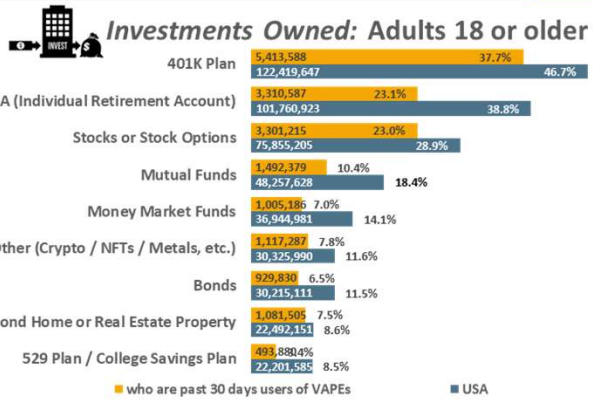
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Nicotine/other related products used past 30 days: Cigarette

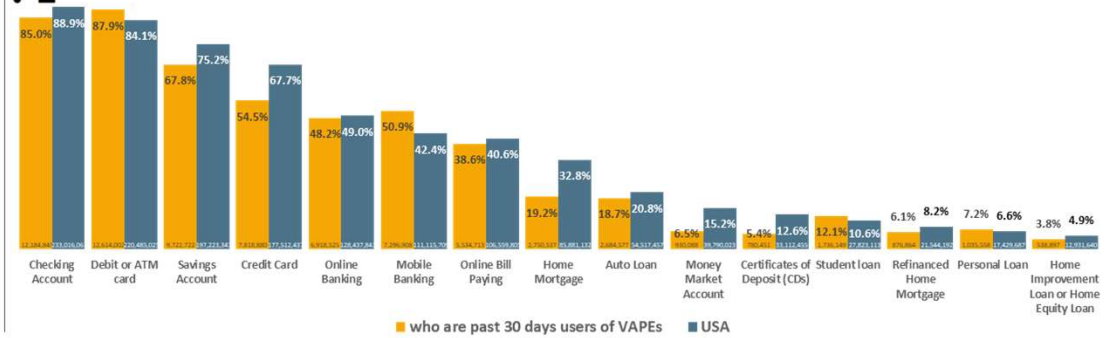


5.5% or 14,343,439 of USA Adults 18 or older are past 30 days users of VAPEs.
Adults 18 or older who are past 30 days users of VAPEs are 19.2% less likely to have a 401K, 10.% less likely to have an Auto Loan, .8% less likely to Invest/Trade Stocks Online, 21.2% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



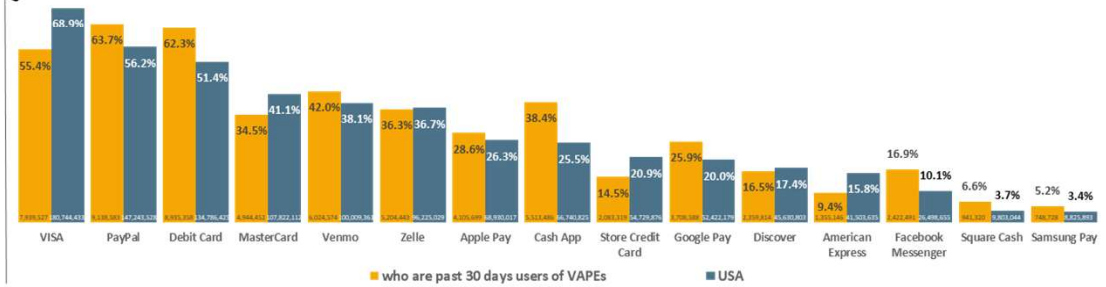
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,018

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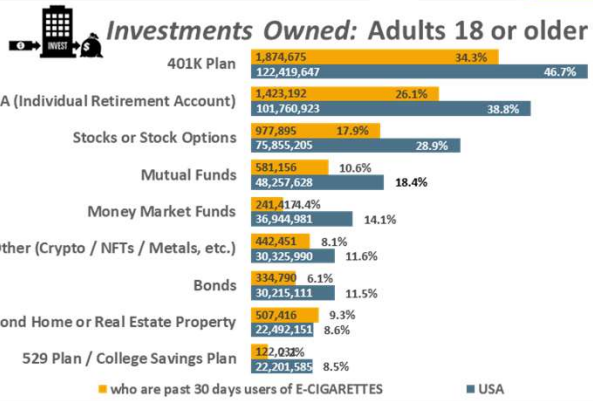
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Nicotine/other related products used past 30 days: Vape

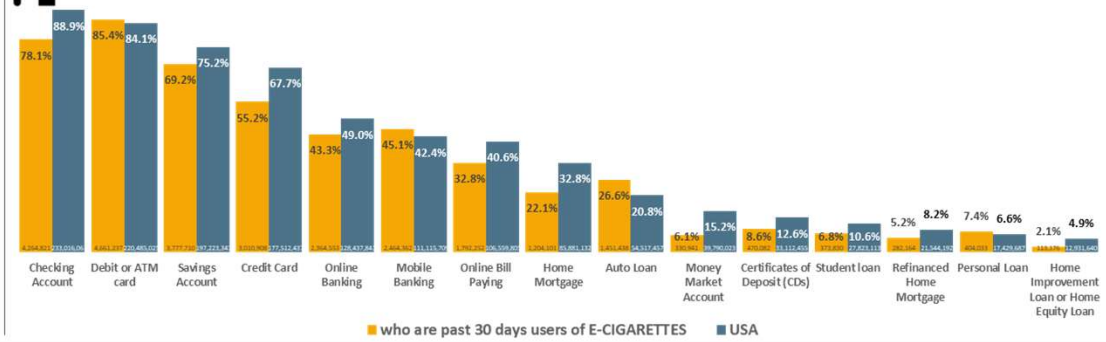


2.1% or 5,459,397 of USA Adults 18 or older are past 30 days users of E-CIGARETTES.
Adults 18 or older who are past 30 days users of E-CIGARETTES are 26.5% less likely to have a 401K, 27.9% more likely to have an Auto Loan, 6.5% less likely to Invest/Trade Stocks Online, 6.4% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

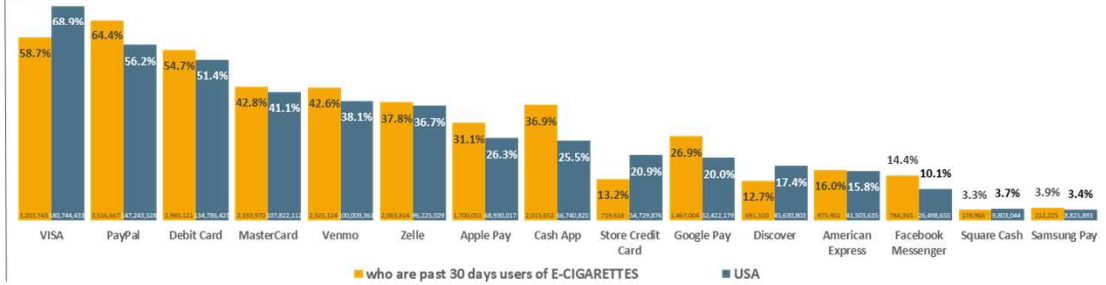


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,018

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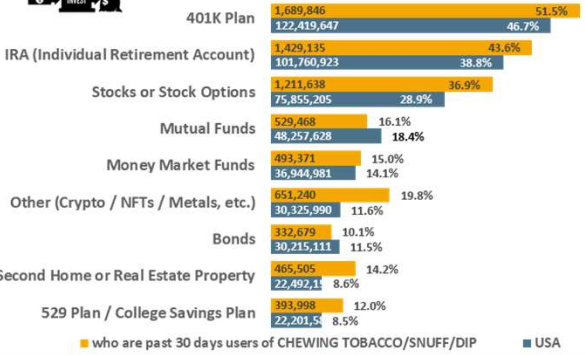
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Nicotine/other related products used past 30 days: Electronic cigarette (e-cigarette)

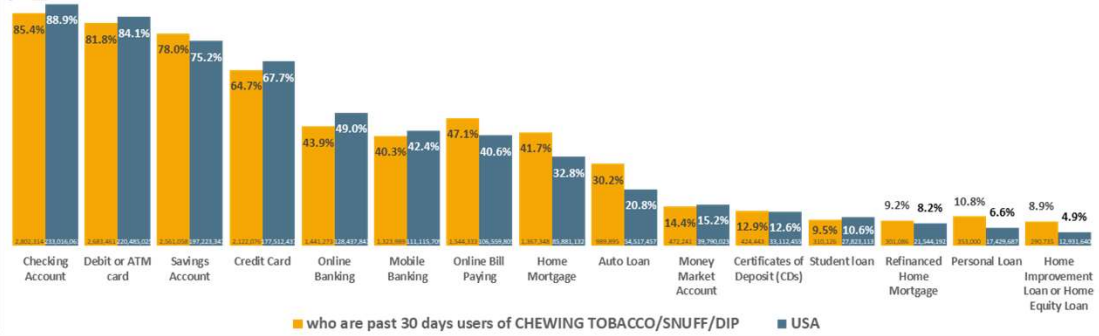


1.3% or 3,281,582 of USA Adults 18 or older are past 30 days users of CHEWING TOBACCO/SNUFF/DIP. Adults 18 or older who are past 30 days users of CHEWING TOBACCO/SNUFF/DIP are 10.3% more likely to have a 401K, 45.1% more likely to have an Auto Loan, 45.6% more likely to Invest/Trade Stocks Online, .4% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

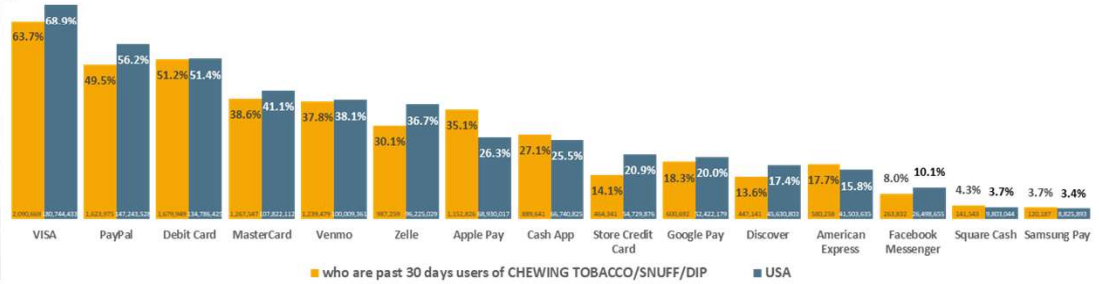


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,018

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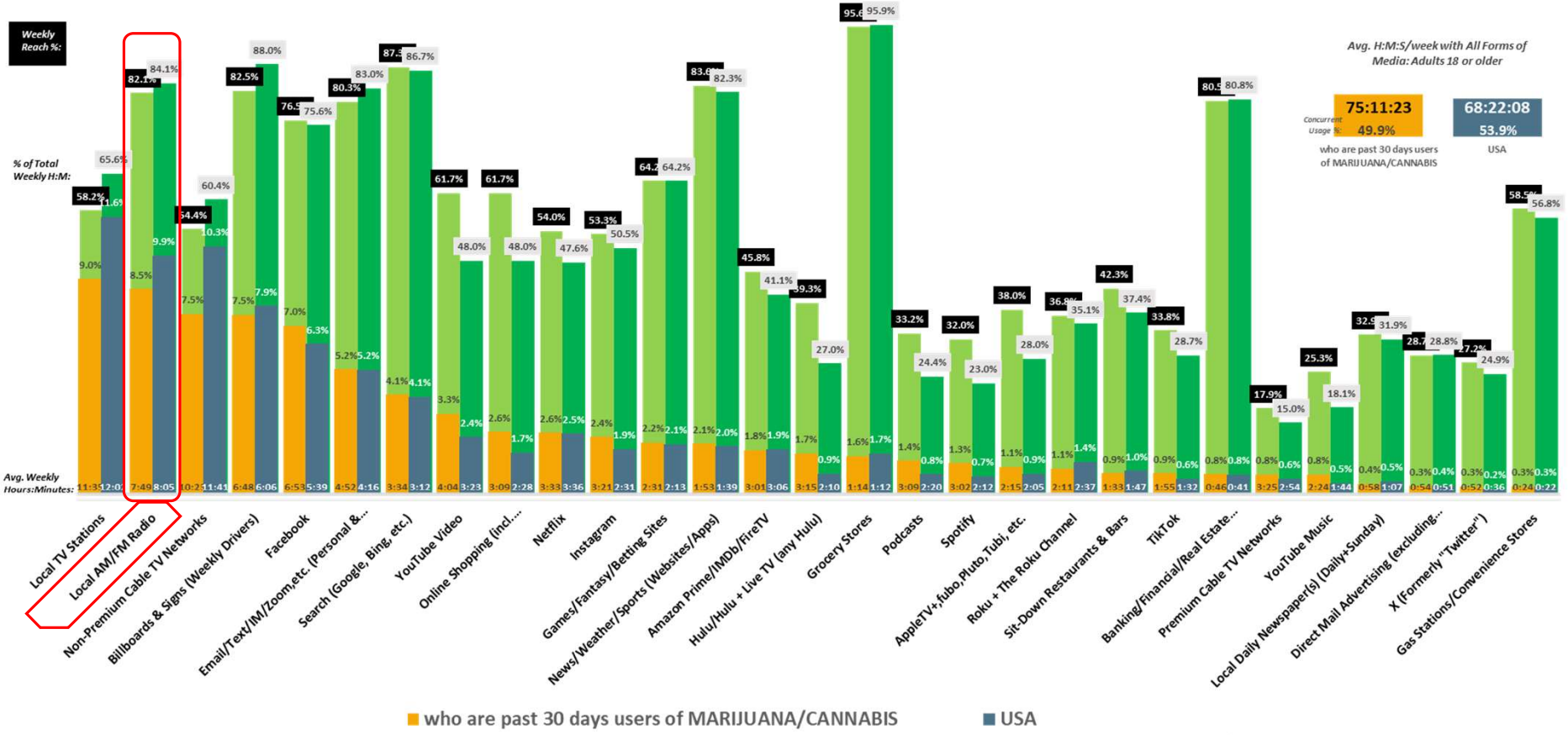
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Nicotine/other related products used past 30 days: Chewing tobacco, snuff, dip, or snus



Adults 18 or older who are past 30 days users of MARIJUANA/CANNABIS spend an average of 3 days, 3 hours, 11 minutes and 23 seconds each week with All Forms of Media.

82.1% of Adults 18 or older who are past 30 days users of MARIJUANA/CANNABIS spend an avg. of 7 hours and 49 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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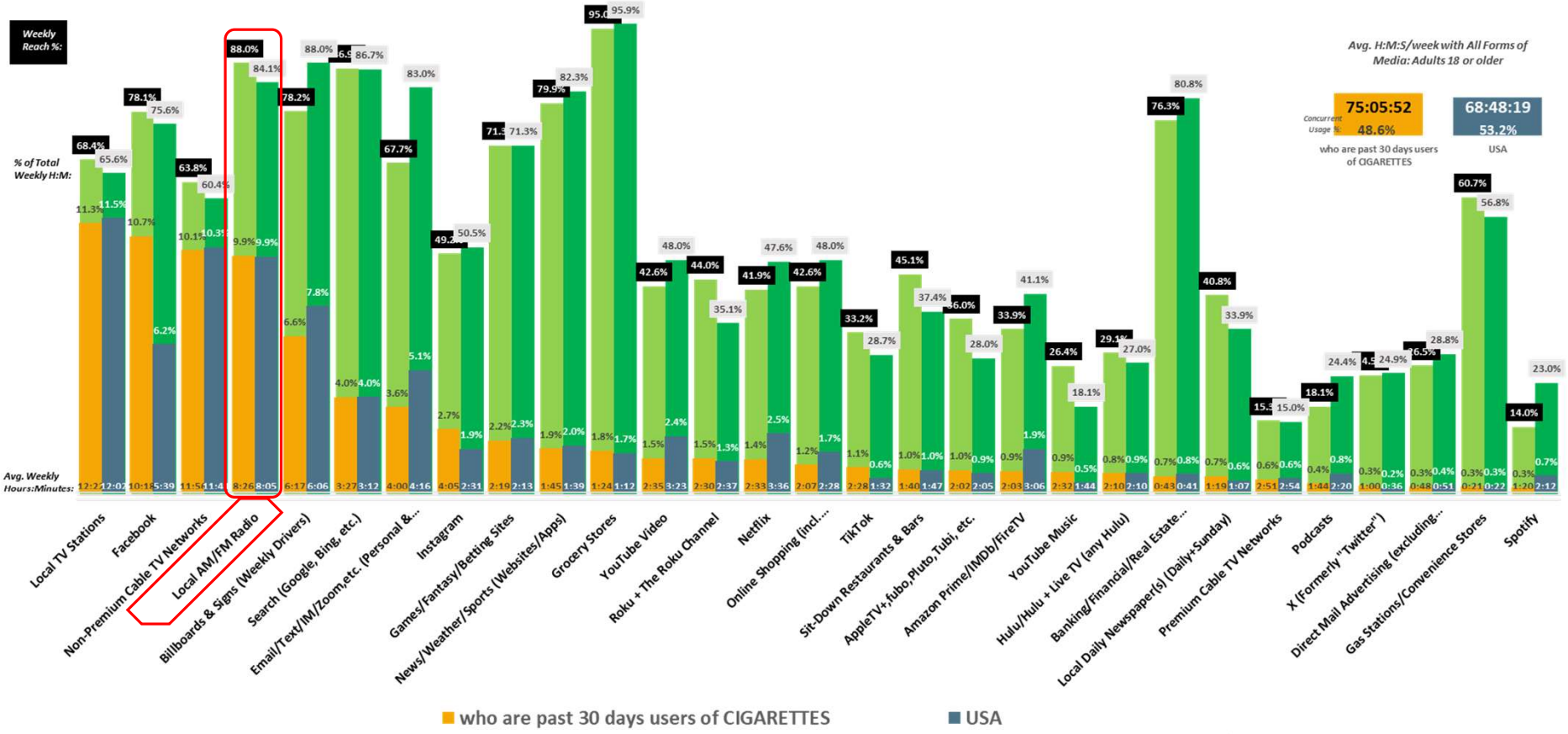
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Nicotine/other related products used past 30 days: Marijuana/cannabis (including edibles)



Adults 18 or older who are past 30 days users of CIGARETTES spend an average of 3 days, 3 hours, 5 minutes and 52 seconds each week with All Forms of Media.

88.% of Adults 18 or older who are past 30 days users of CIGARETTES spend an avg. of 8 hours and 26 minutes each week listening to All Local AM/FM Radio, representing 9.9% of total time spent with all forms of Media.

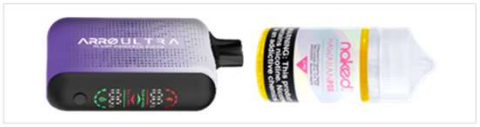


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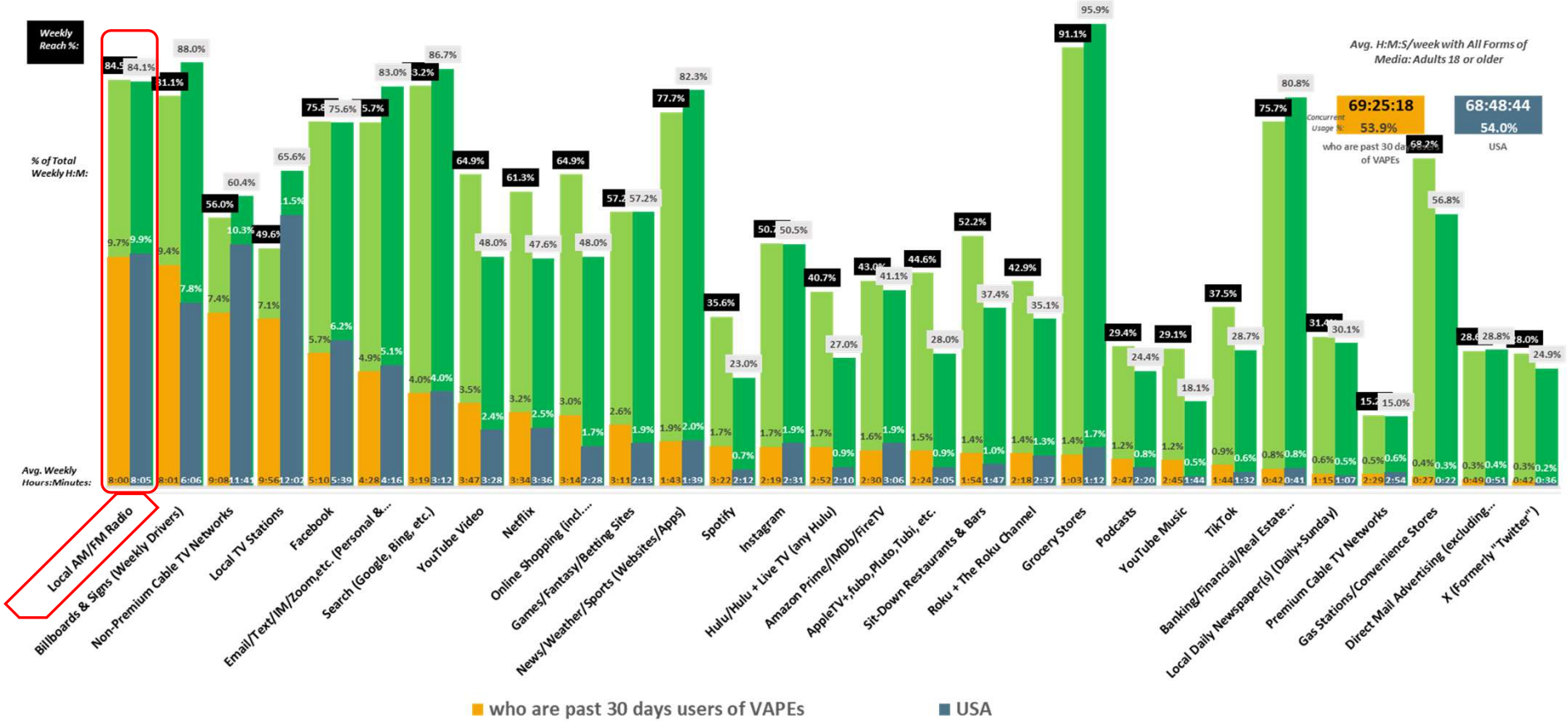
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Nicotine/other related products used past 30 days: Cigarette



Adults 18 or older who are past 30 days users of VAPEs spend an average of 2 days, 21 hours, 25 minutes and 18 seconds each week with All Forms of Media.

84.5% of Adults 18 or older who are past 30 days users of VAPEs spend an avg. of 8 hours and 0 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.



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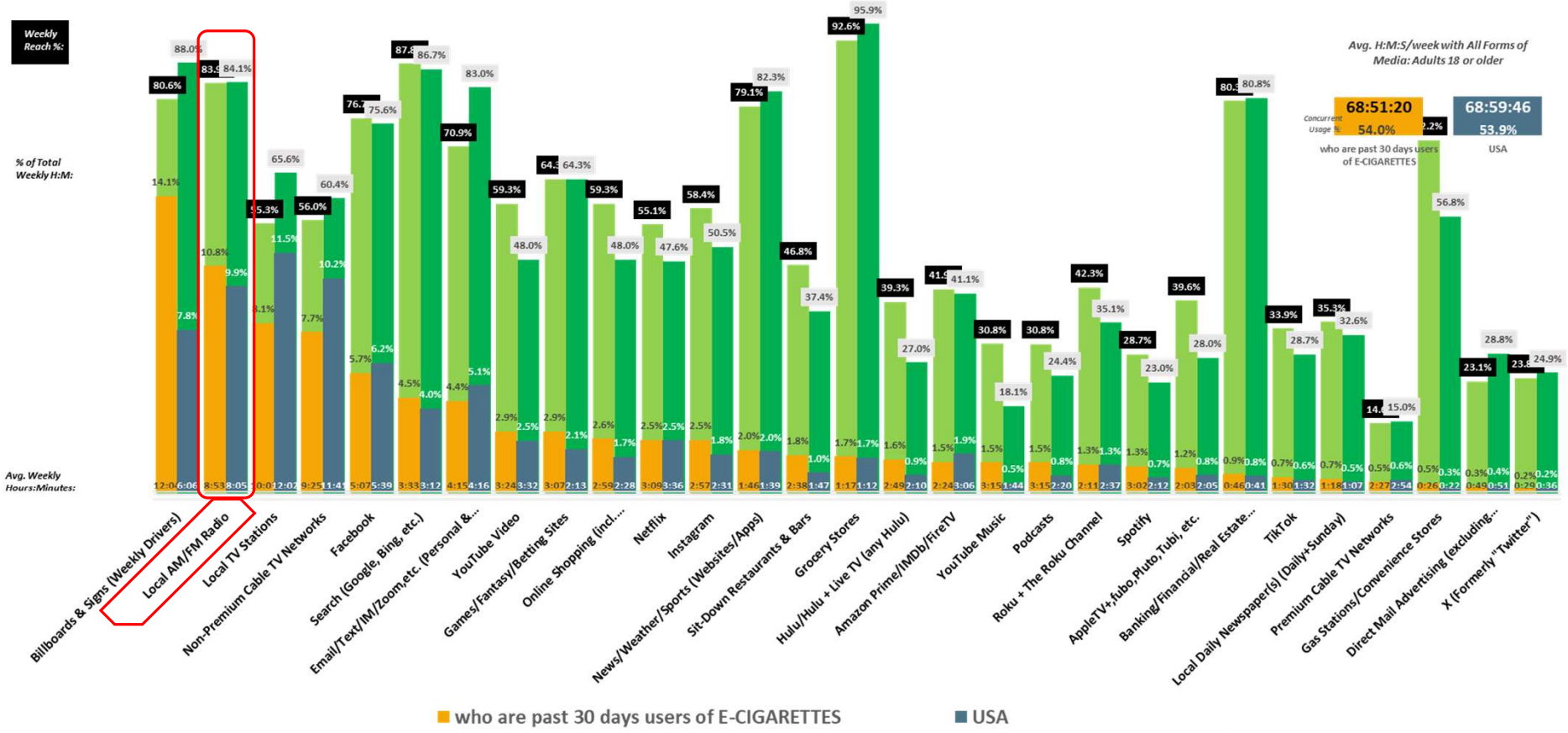
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Nicotine/other related products used past 30 days: Vape



Adults 18 or older who are past 30 days users of E-CIGARETTES spend an average of 2 days, 20 hours, 51 minutes and 20 seconds each week with All Forms of Media.

83.9% of Adults 18 or older who are past 30 days users of E-CIGARETTES spend an avg. of 8 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 10.8% of total time spent with all forms of Media.



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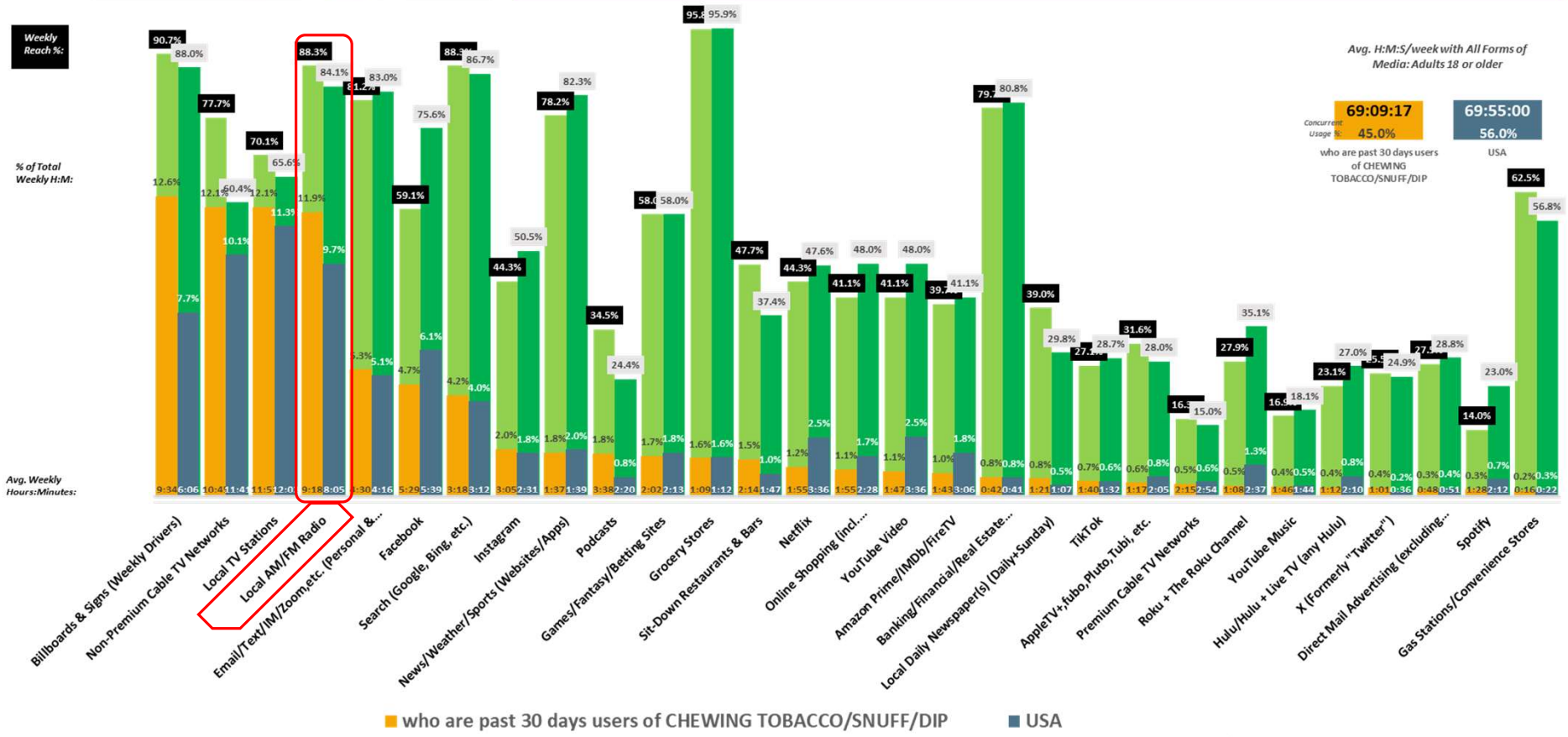
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Nicotine/other related products used past 30 days: Electronic cigarette (e-cigarette)



Adults 18 or older who are past 30 days users of CHEWING TOBACCO/SNUFF/DIP spend an average of 2 days, 21 hours, 9 minutes and 17 seconds each week with All Forms of Media.

88.3% of Adults 18 or older who are past 30 days users of CHEWING TOBACCO/SNUFF/DIP spend an avg. of 9 hours and 18 minutes each week listening to All Local AM/FM Radio, representing 11.9% of total time spent with all forms of Media.



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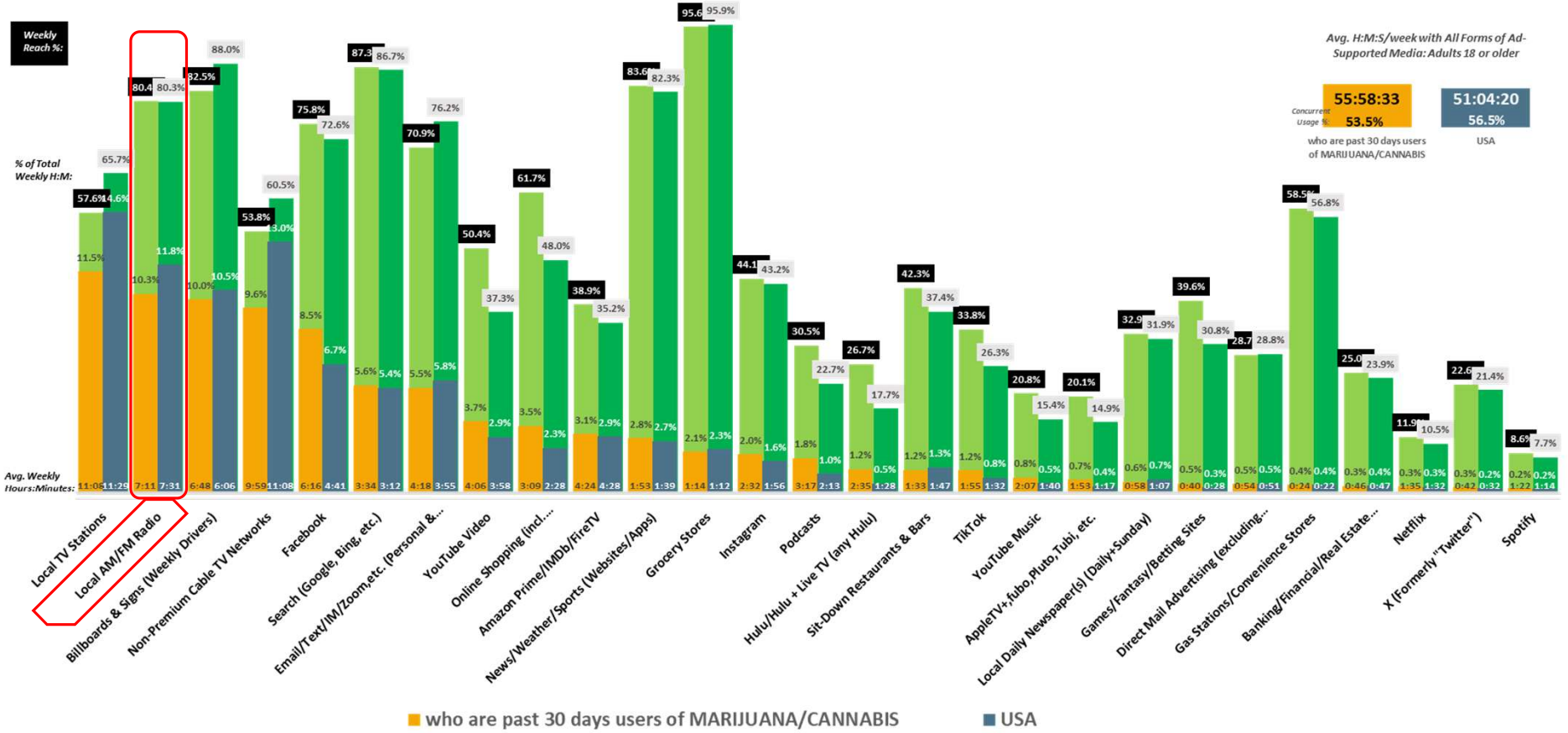
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Nicotine/other related products used past 30 days: Chewing tobacco, snuff, dip, or snus



Adults 18 or older who are past 30 days users of MARIJUANA/CANNABIS spend an average of 2 days, 7 hours, 58 minutes and 33 seconds each week with All Forms of Ad-Supported Media.

80.4% of Adults 18 or older who are past 30 days users of MARIJUANA/CANNABIS spend an avg. of 7 hours and 11 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.3% of total time spent with all forms of Ad-Supported Media.



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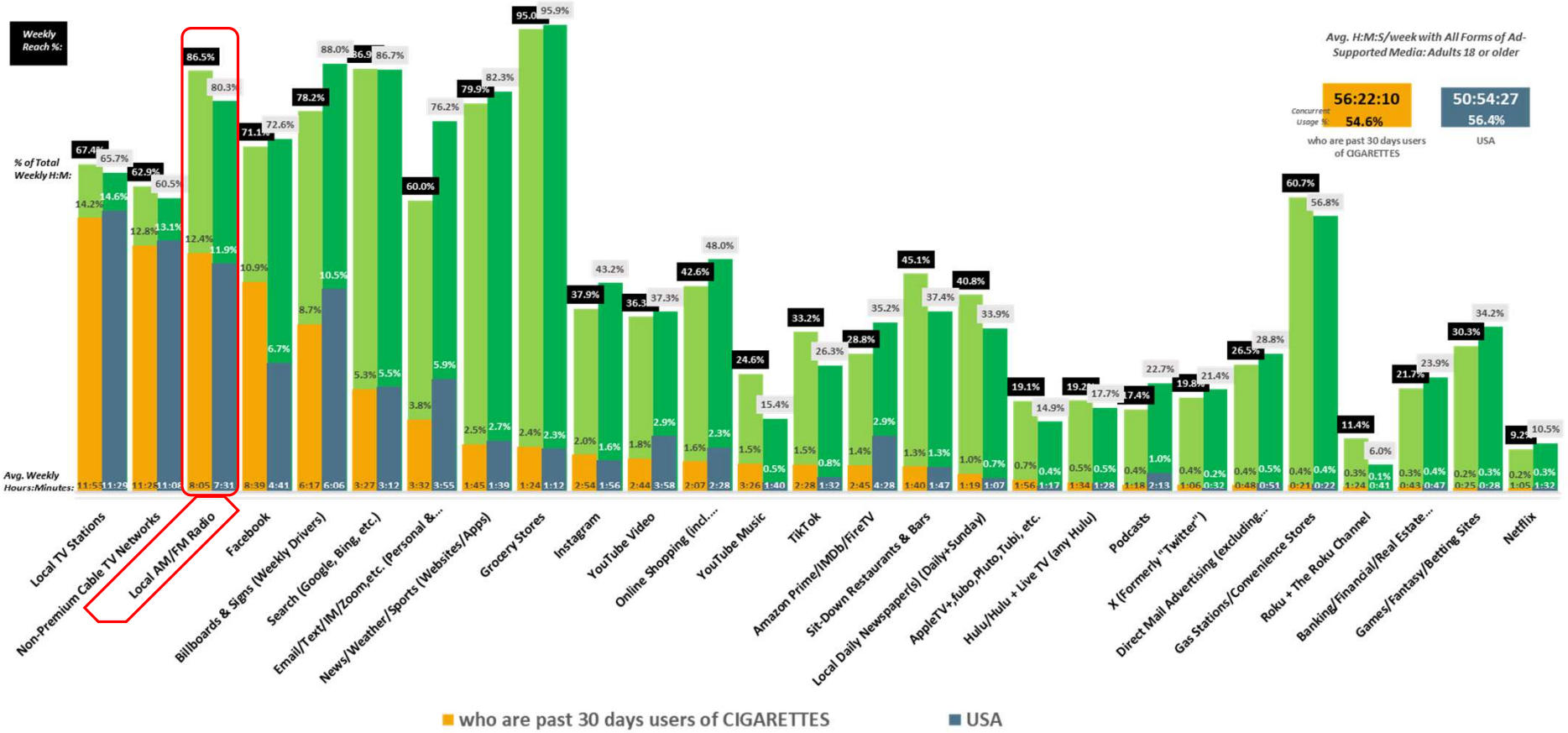
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Nicotine/other related products used past 30 days: Marijuana/cannabis (including edibles)



Adults 18 or older who are past 30 days users of CIGARETTES spend an average of 2 days, 8 hours, 22 minutes and 10 seconds each week with All Forms of Ad-Supported Media.

86.5% of Adults 18 or older who are past 30 days users of CIGARETTES spend an avg. of 8 hours and 5 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.4% of total time spent with all forms of Ad-Supported Media.



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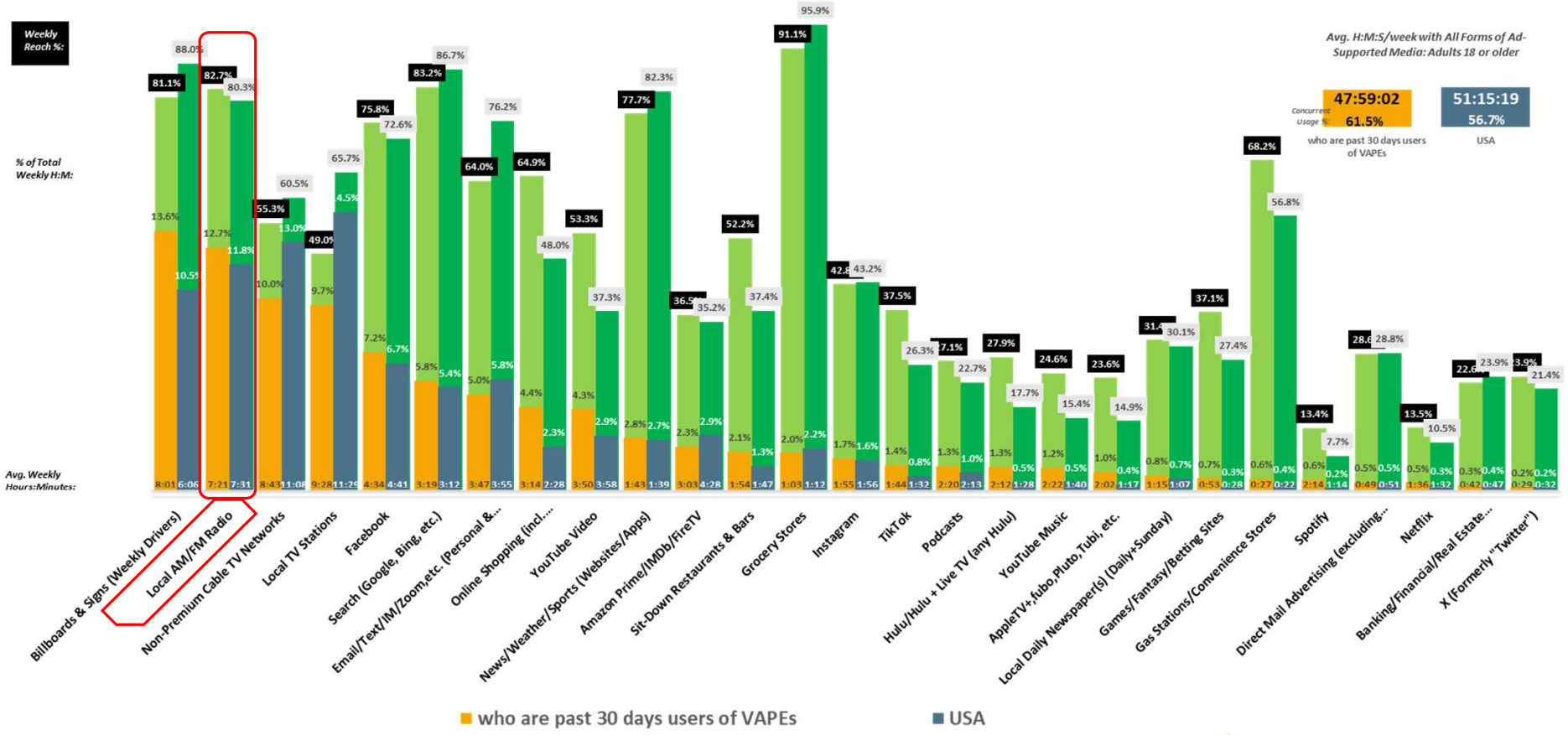
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Nicotine/other related products used past 30 days: Cigarette



Adults 18 or older who are past 30 days users of VAPEs spend an average of 1 days, 23 hours, 59 minutes and 2 seconds each week with All Forms of Ad-Supported Media.

82.7% of Adults 18 or older who are past 30 days users of VAPEs spend an avg. of 7 hours and 21 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.7% of total time spent with all forms of Ad-Supported Media.



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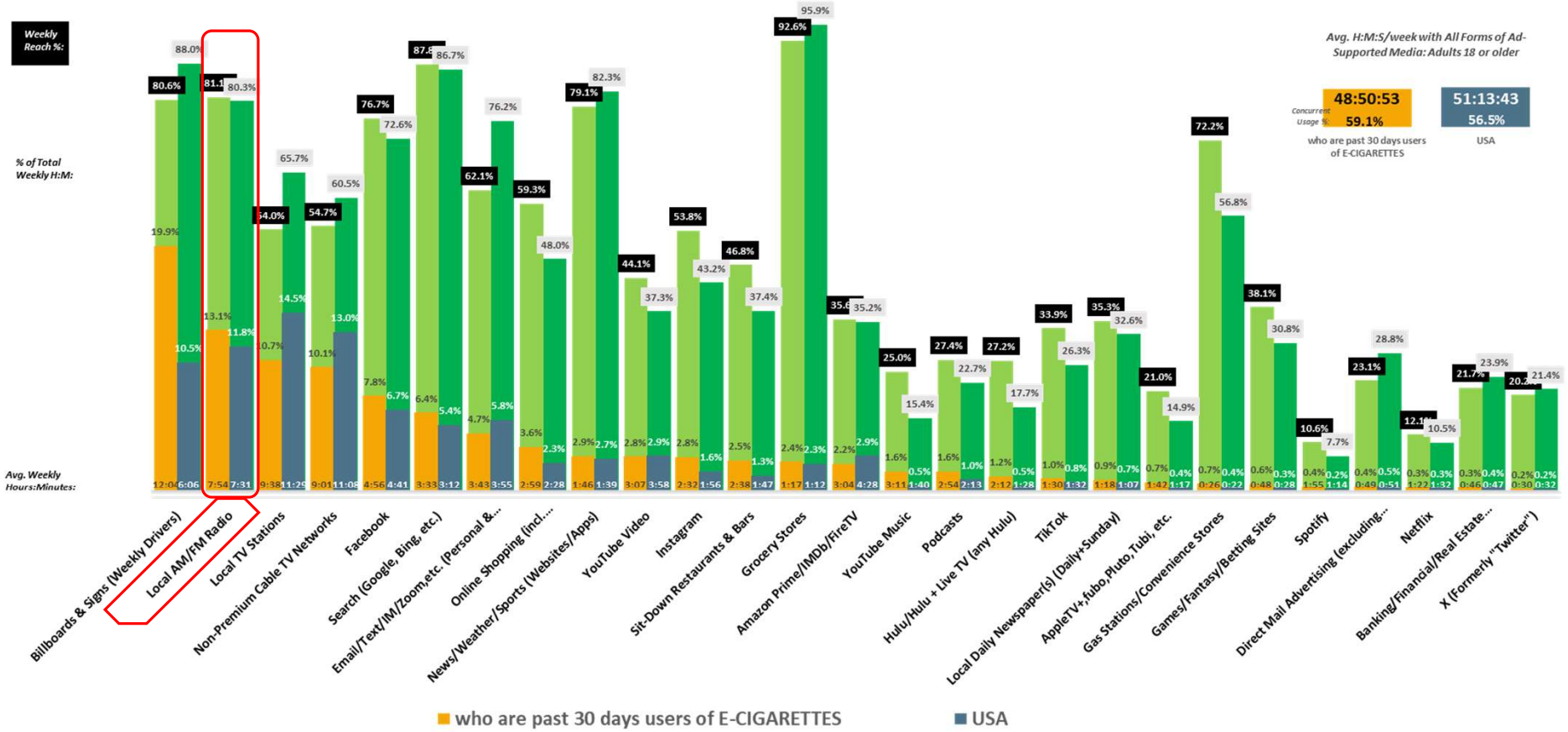
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Nicotine/other related products used past 30 days: Vape



Adults 18 or older who are past 30 days users of E-CIGARETTES spend an average of 2 days, 0 hours, 50 minutes and 53 seconds each week with All Forms of Ad-Supported Media.

81.1% of Adults 18 or older who are past 30 days users of E-CIGARETTES spend an avg. of 7 hours and 54 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.1% of total time spent with all forms of Ad-Supported Media.



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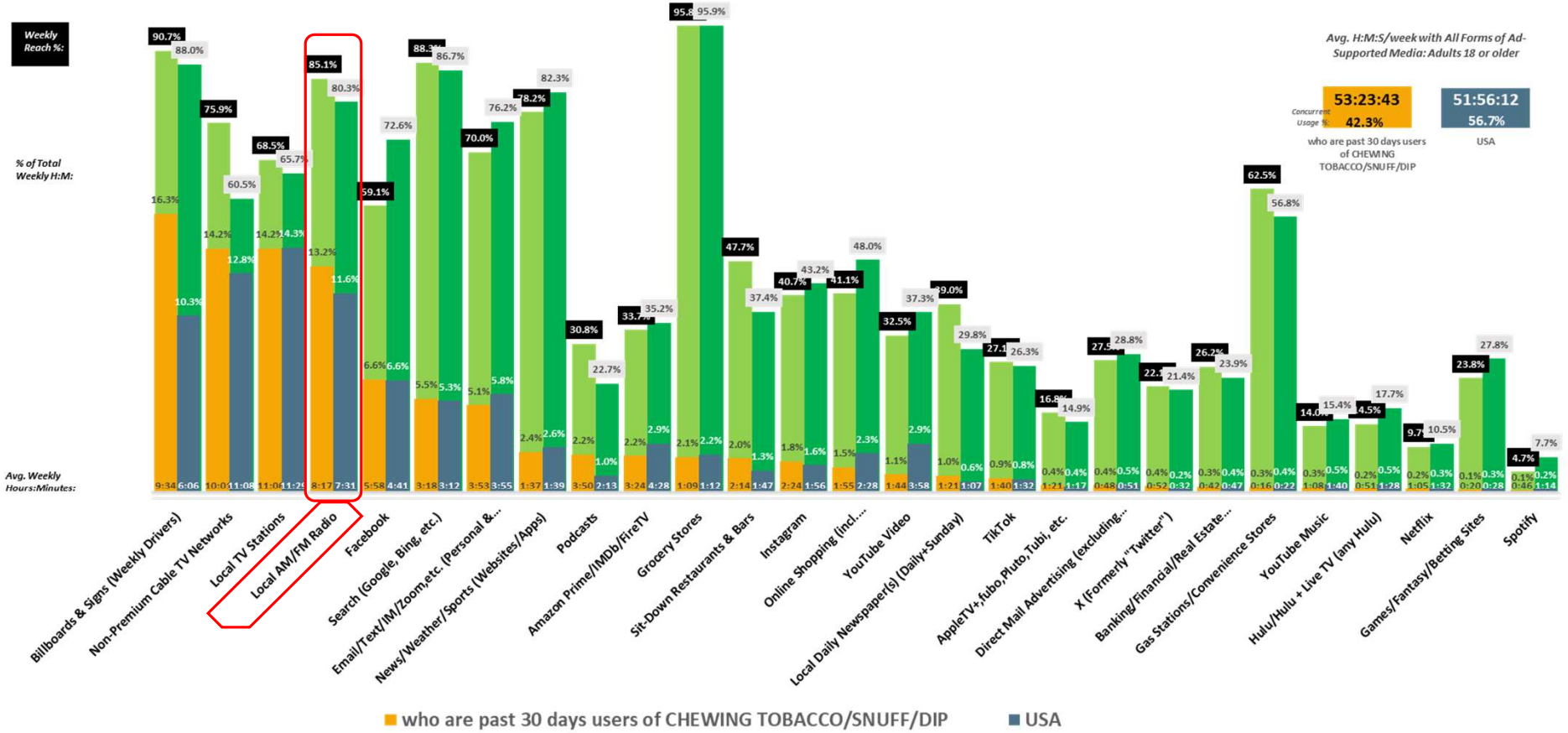
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Nicotine/other related products used past 30 days: Electronic cigarette (e-cigarette)



Adults 18 or older who are past 30 days users of CHEWING TOBACCO/SNUFF/DIP spend an average of 2 days, 5 hours, 23 minutes and 43 seconds each week with All Forms of Ad-Supported Media.

85.1% of Adults 18 or older who are past 30 days users of CHEWING TOBACCO/SNUFF/DIP spend an avg. of 8 hours and 17 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.2% of total time spent with all forms of Ad-Supported Media.



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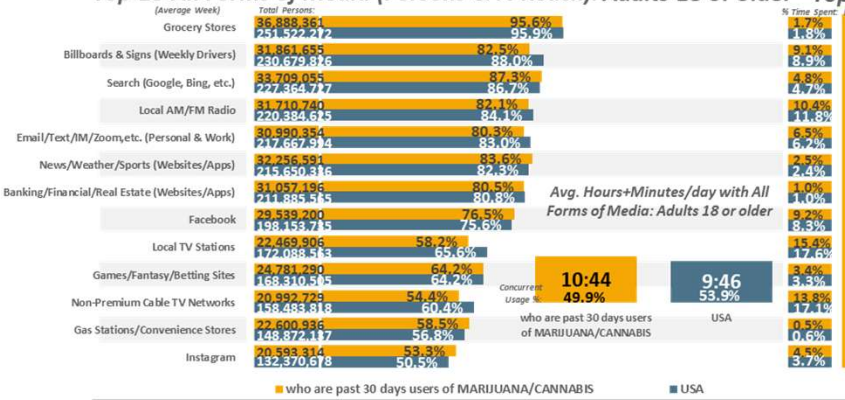
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Nicotine/other related products used past 30 days: Chewing tobacco, snuff, dip, or snus

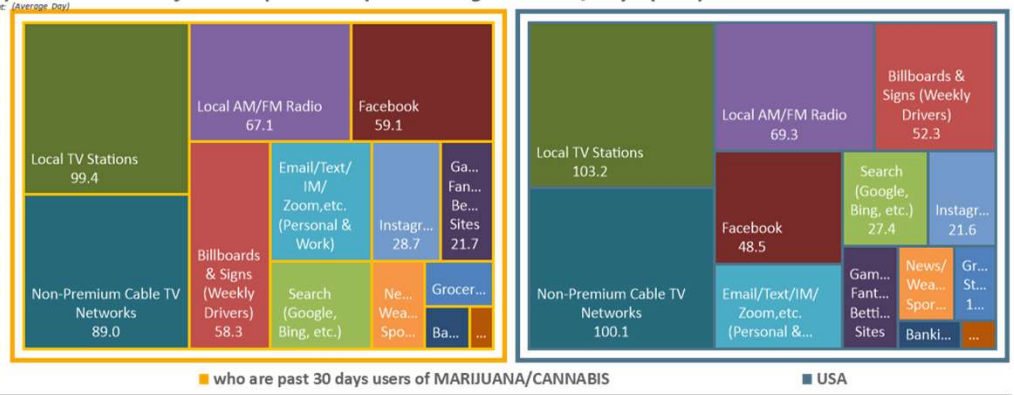


Adults 18 or older who are past 30 days users of MARIJUANA/CANNABIS spend an average of 7 hours and 59 minutes each day with All Forms of Ad-Supported Media. 80.4% listen to Local AM/FM Radio for an avg. of 61.6 minutes/day. *(Local Radio delivers 10.3% of Time with Ad-Supported Media.)*

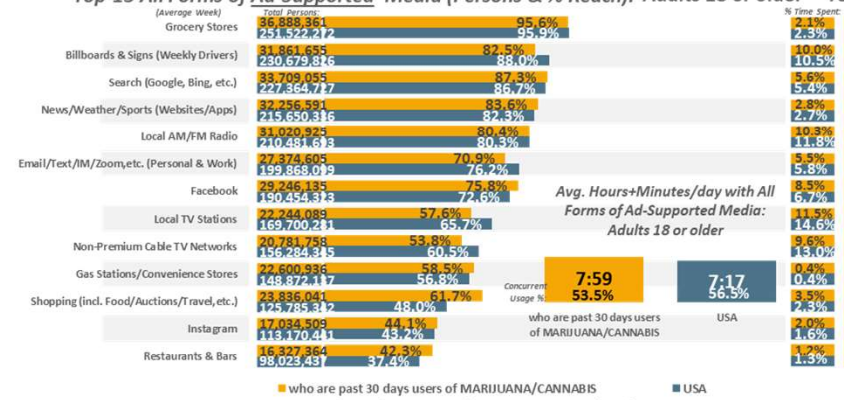
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



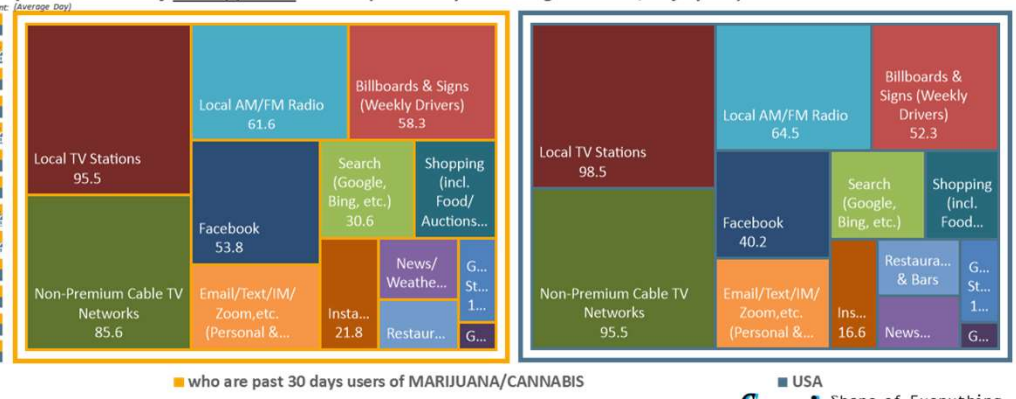
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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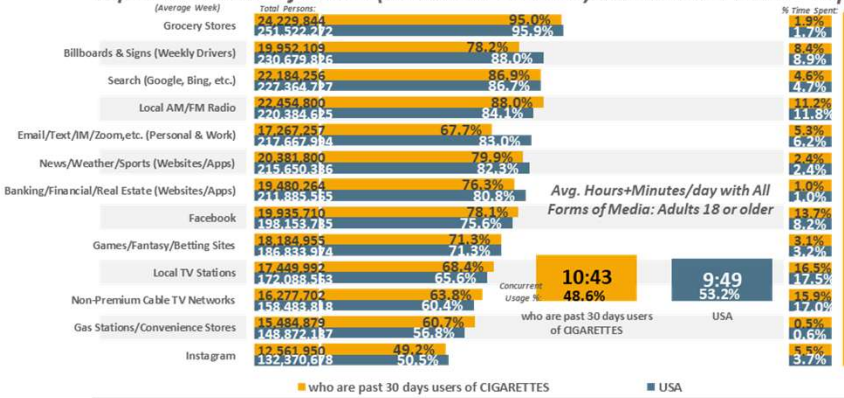
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Nicotine/other related products used past 30 days: Marijuana/cannabis (including edibles)

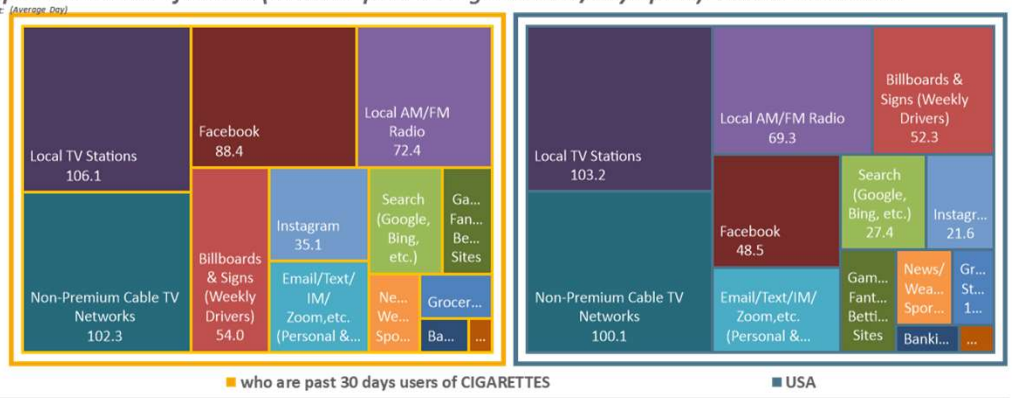


Adults 18 or older who are past 30 days users of CIGARETTES spend an average of 8 hours and 3 minutes each day with All Forms of Ad-Supported Media. 86.5% listen to Local AM/FM Radio for an avg. of 69.4 minutes/day. *(Local Radio delivers 12.4% of Time with Ad-Supported Media.)*

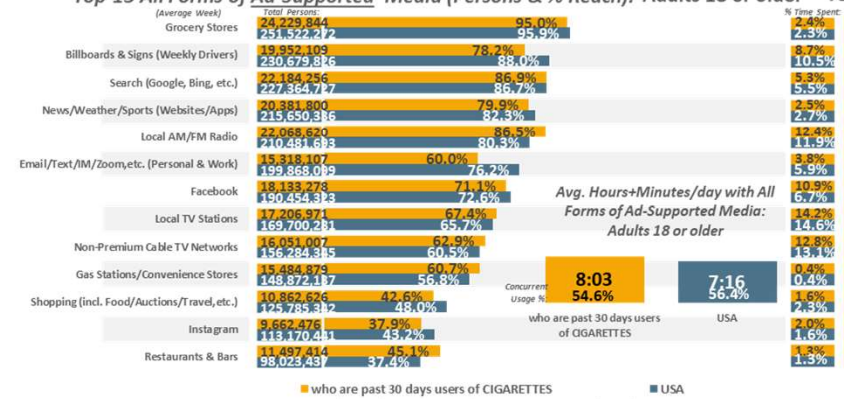
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



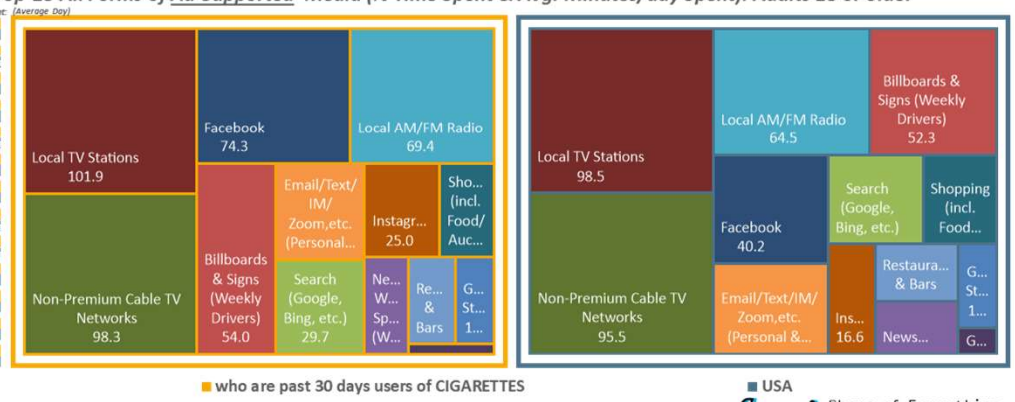
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



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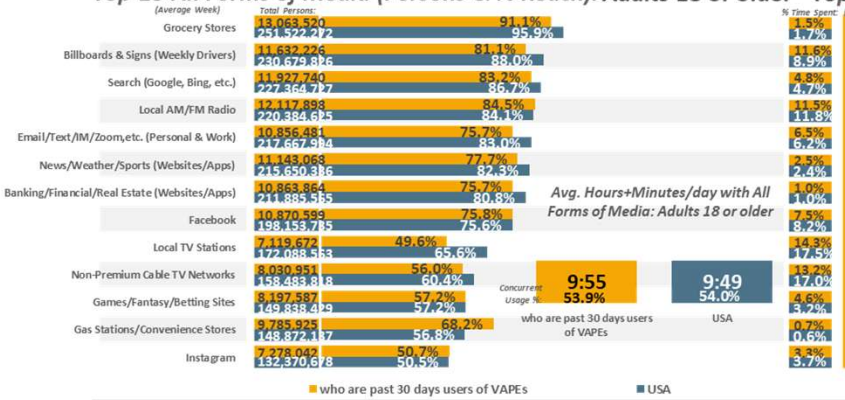
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Nicotine/other related products used past 30 days: Cigarette

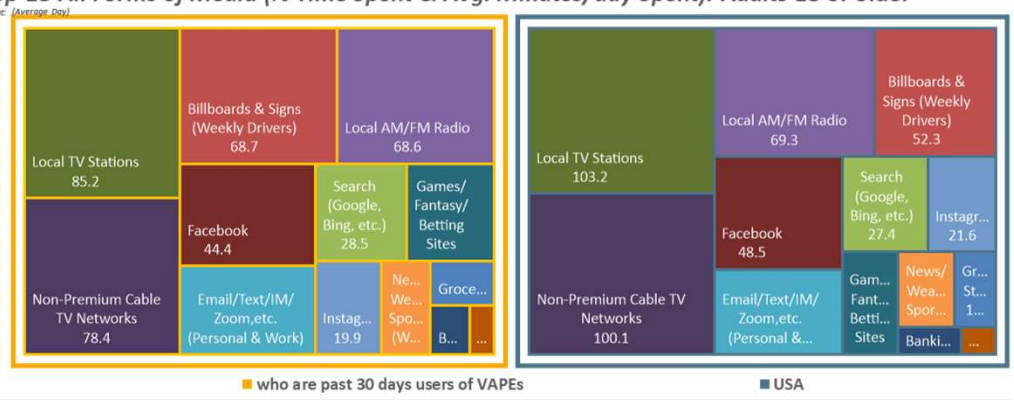


Adults 18 or older who are past 30 days users of VAPEs spend an average of 6 hours and 51 minutes each day with All Forms of Ad-Supported Media. 82.7% listen to Local AM/FM Radio for an avg. of 63. minutes/day. *(Local Radio delivers 12.7% of Time with Ad-Supported Media.)*

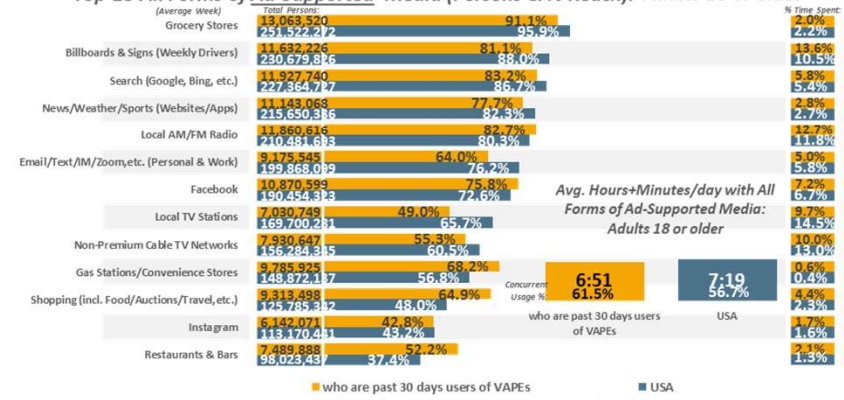
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



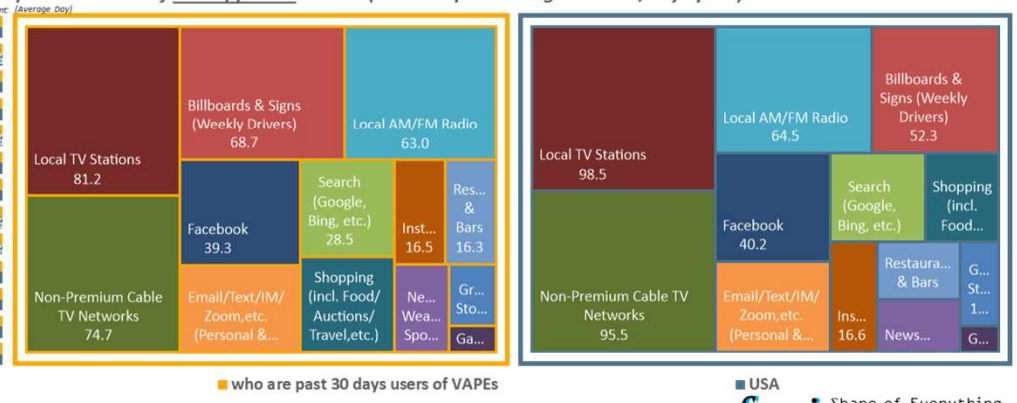
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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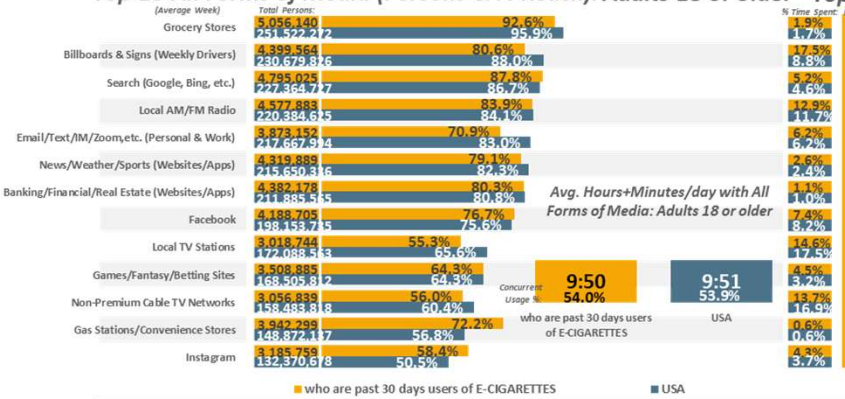
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Nicotine/other related products used past 30 days: Vape

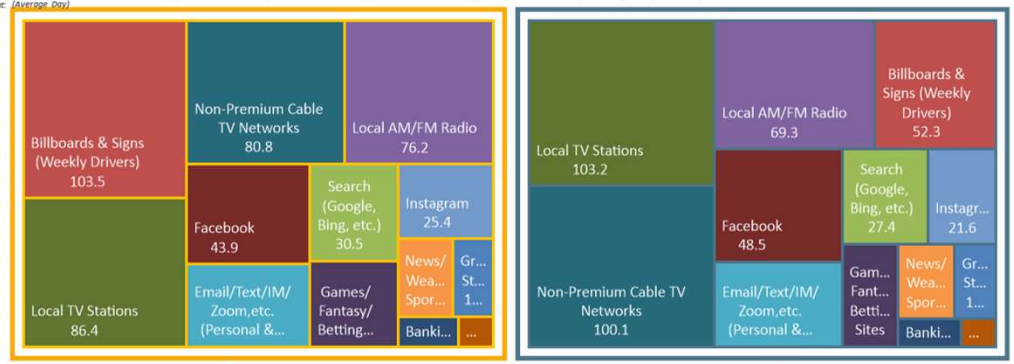


Adults 18 or older who are past 30 days users of E-CIGARETTES spend an average of 6 hours and 58 minutes each day with All Forms of Ad-Supported Media. 81.1% listen to Local AM/FM Radio for an avg. of 67.8 minutes/day. *(Local Radio delivers 13.1% of Time with Ad-Supported Media.)*

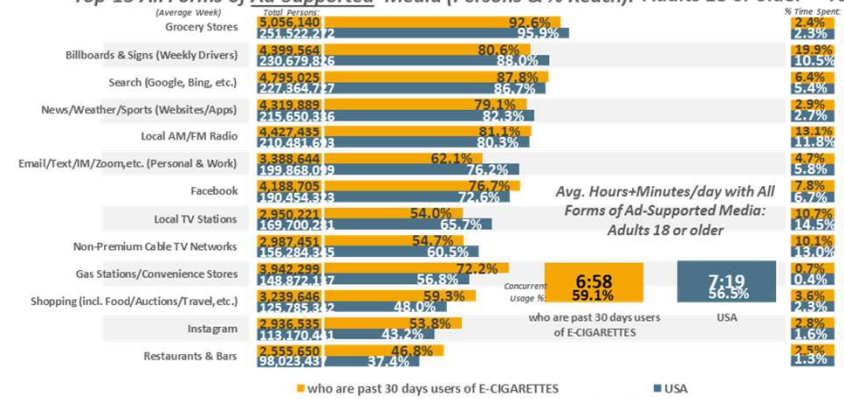
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



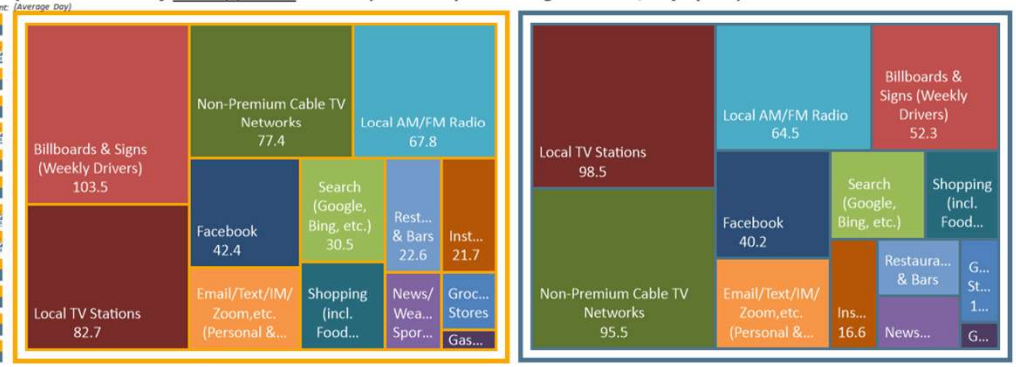
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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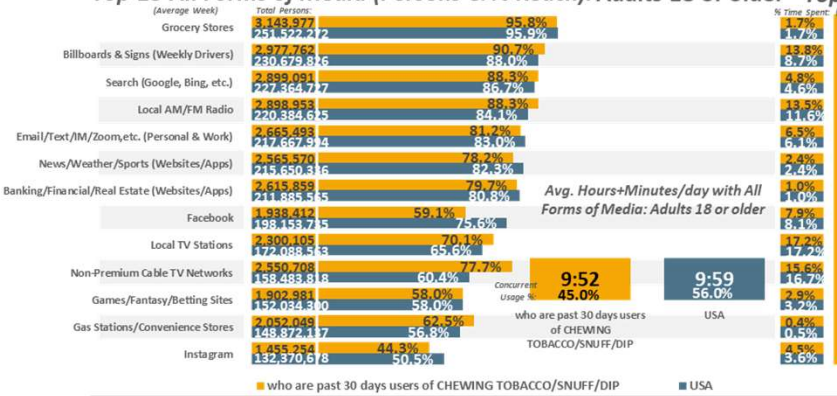
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Nicotine/other related products used past 30 days: Electronic cigarette (e-cigarette)

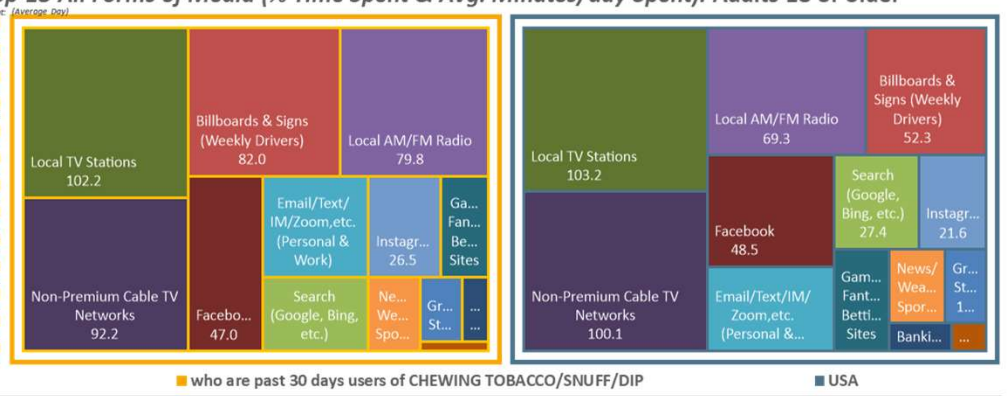


Adults 18 or older who are past 30 days users of CHEWING TOBACCO/SNUFF/DIP spend an average of 7 hours and 37 minutes each day with All Forms of Ad-Supported Media. 85.1% listen to Local AM/FM Radio for an avg. of 71.1 minutes/day.*(Local Radio delivers 13.2% of Time with Ad-Supported Media.)*

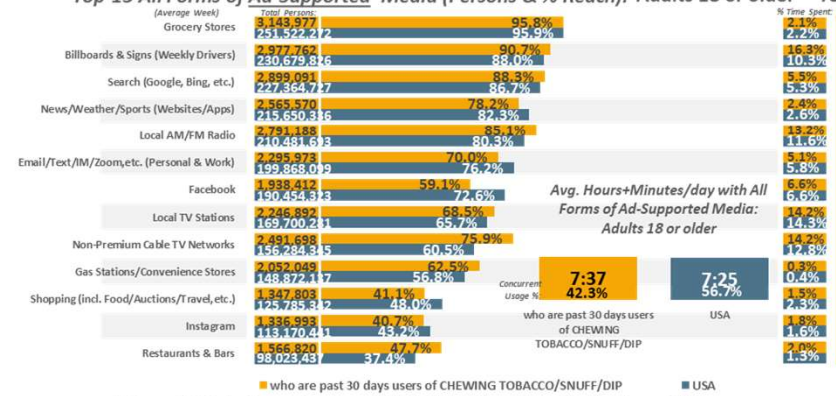
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



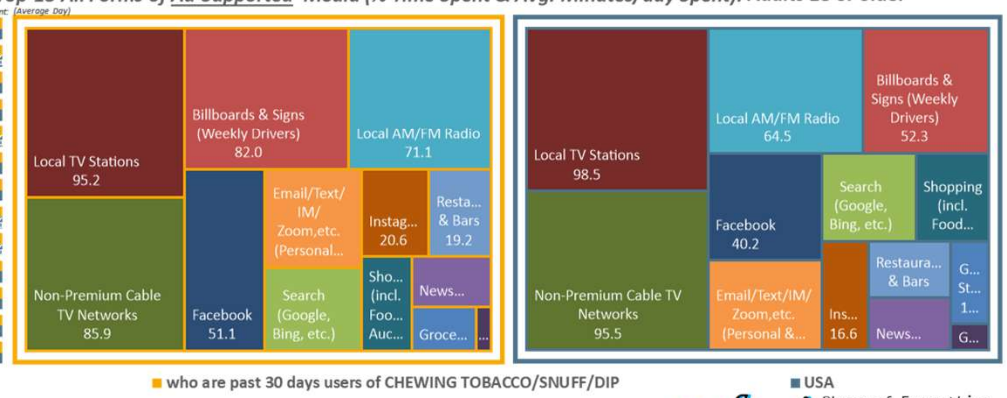
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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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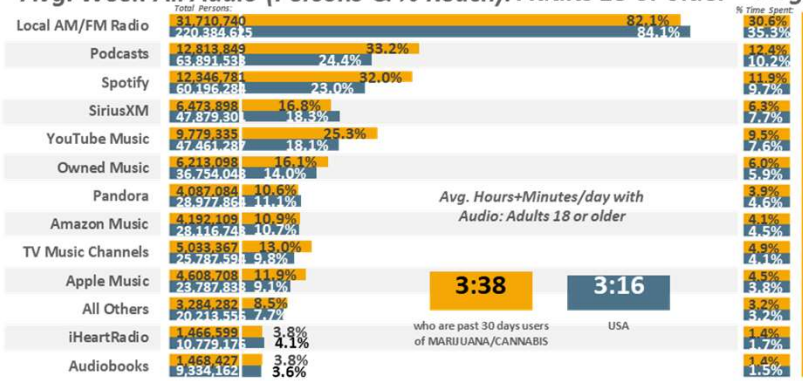
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Nicotine/other related products used past 30 days: Chewing tobacco, snuff, dip, or snus

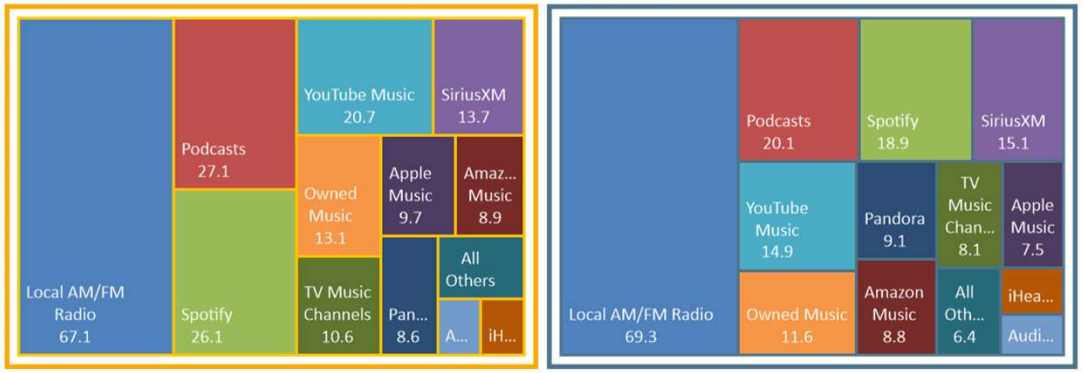


31,020,925 or 80.4% of Adults 18 or older who are past 30 days users of MARIJUANA/CANNABIS listen to Ad-Supported Local AM/FM Radio for an average of 61.6 minutes every day representing 38.8% of all time spent daily with Ad-Supported Audio.

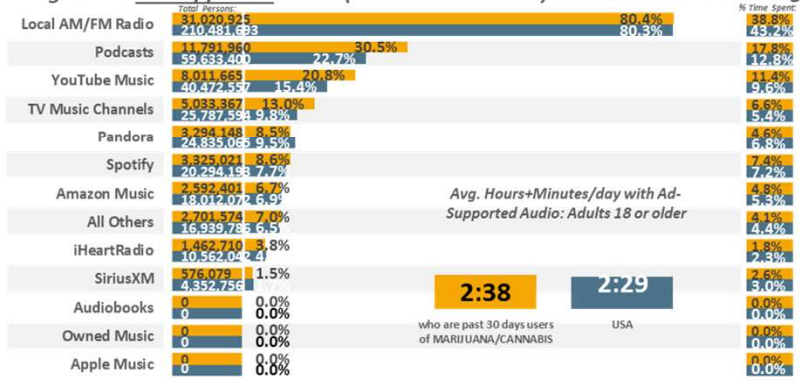
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



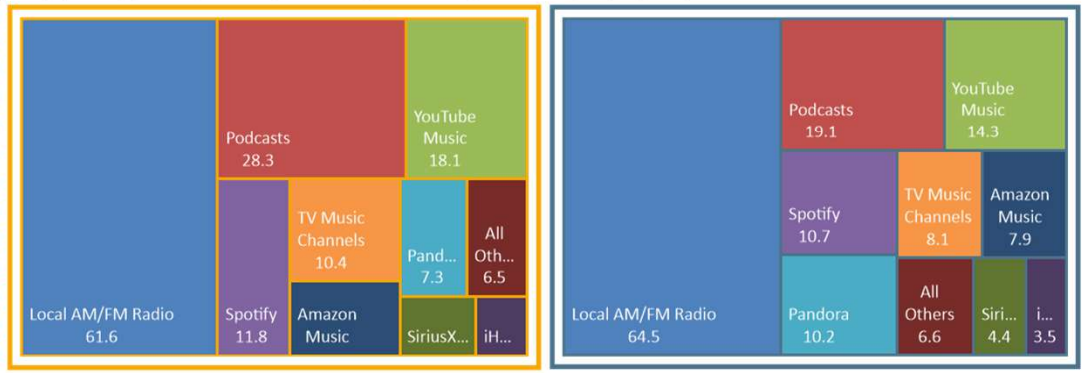
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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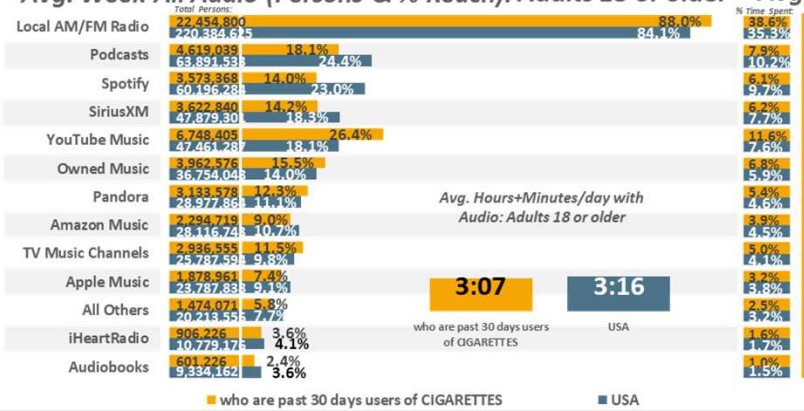
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Nicotine/other related products used past 30 days: Marijuana/cannabis (including edibles)

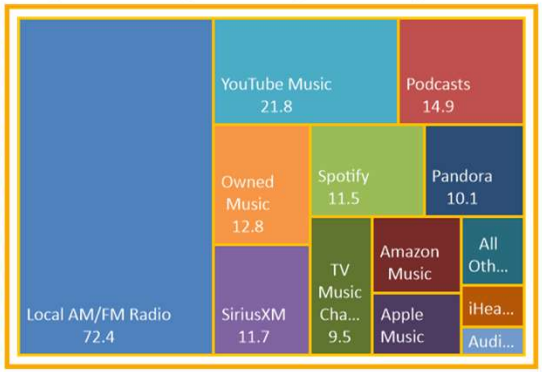


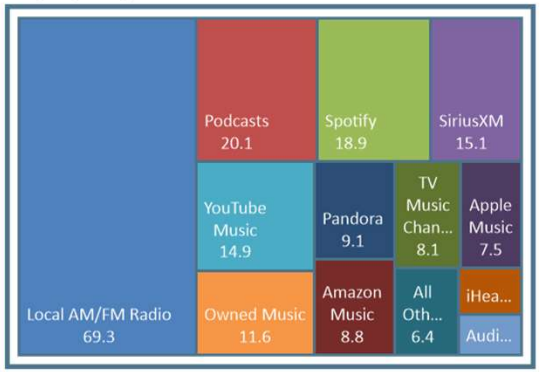
22,068,620 or 86.5% of Adults 18 or older who are past 30 days users of CIGARETTES listen to Ad-Supported Local AM/FM Radio for an average of 69.4 minutes every day representing 43.5% of all time spent daily with Ad-Supported Audio.

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

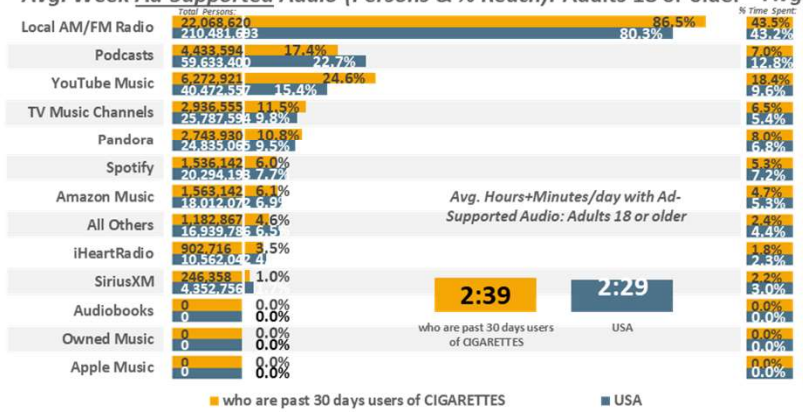


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

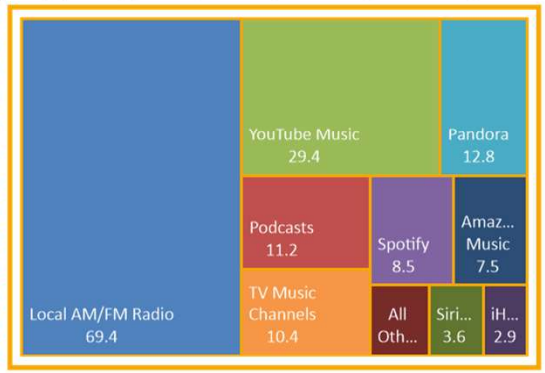


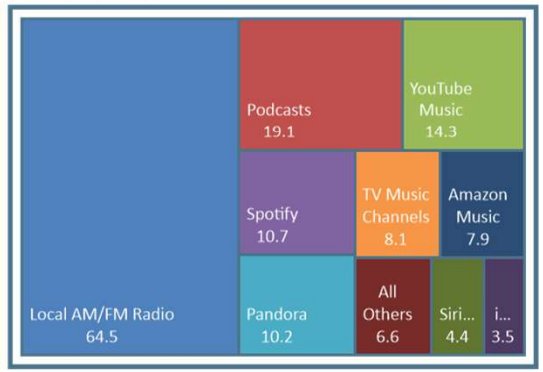


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





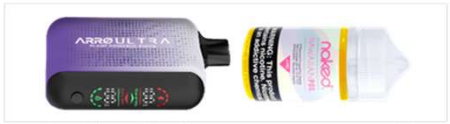
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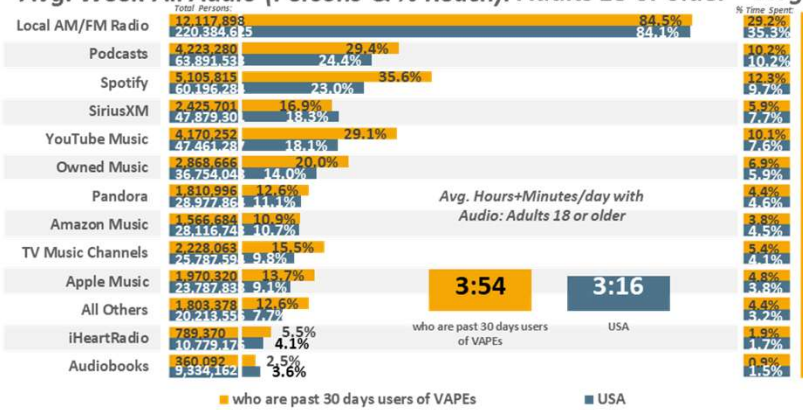
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Nicotine/other related products used past 30 days: Cigarette

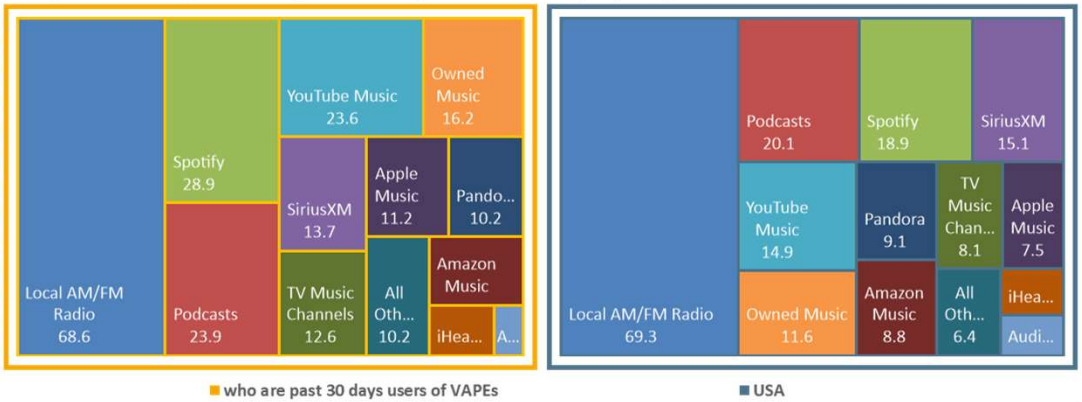


11,860,616 or 82.7% of Adults 18 or older who are past 30 days users of VAPEs listen to Ad-Supported Local AM/FM Radio for an average of 63. minutes every day representing 36.4% of all time spent daily with Ad-Supported Audio.

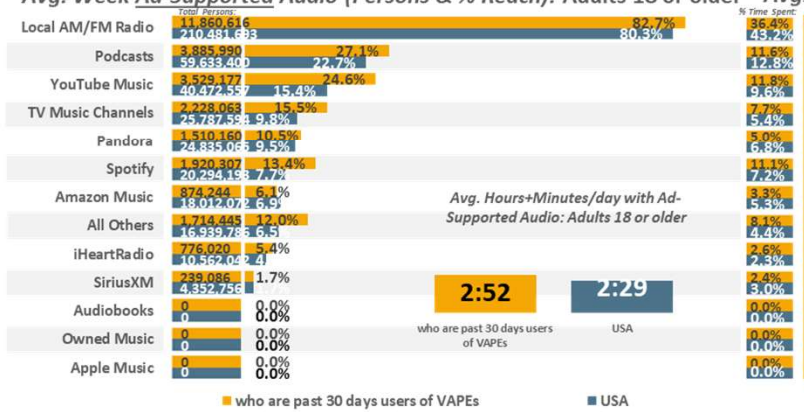
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



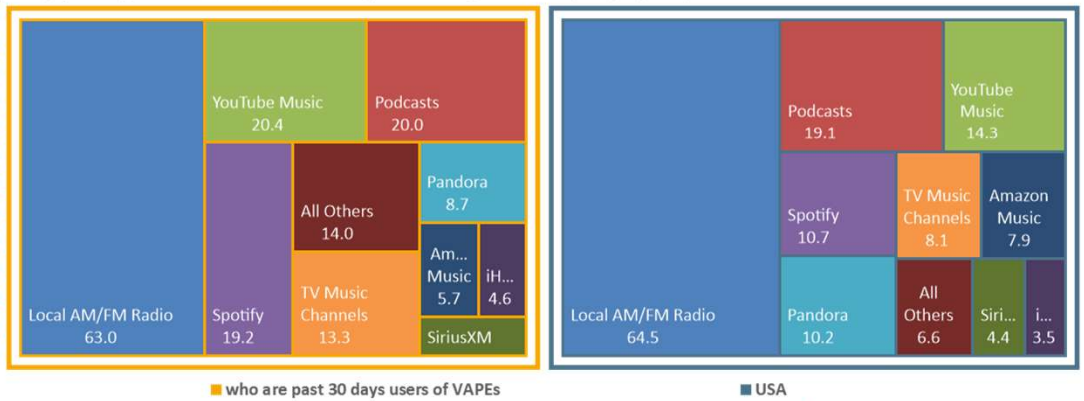
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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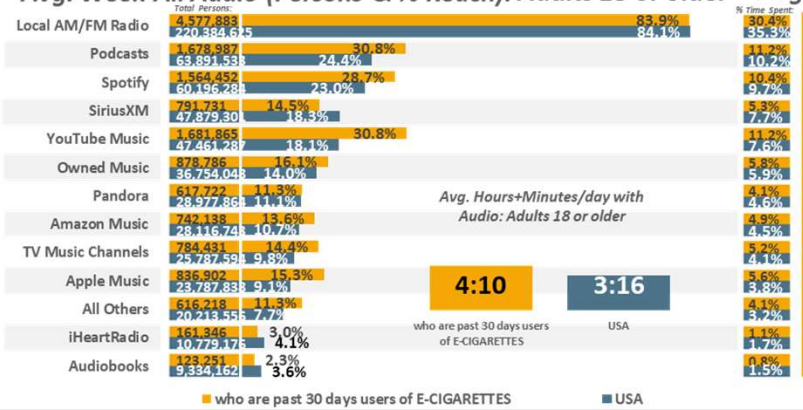
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Nicotine/other related products used past 30 days: Vape

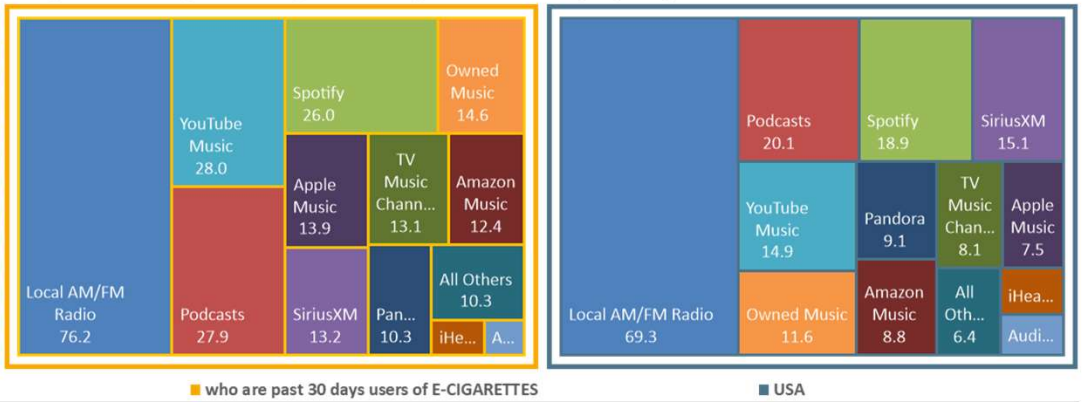


4,427,435 or 81.1% of Adults 18 or older who are past 30 days users of E-CIGARETTES listen to Ad-Supported Local AM/FM Radio for an average of 67.8 minutes every day representing 35.8% of all time spent daily with Ad-Supported Audio.

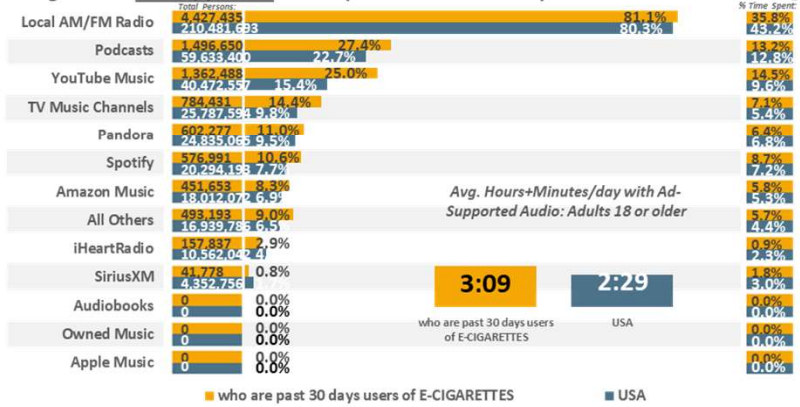
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



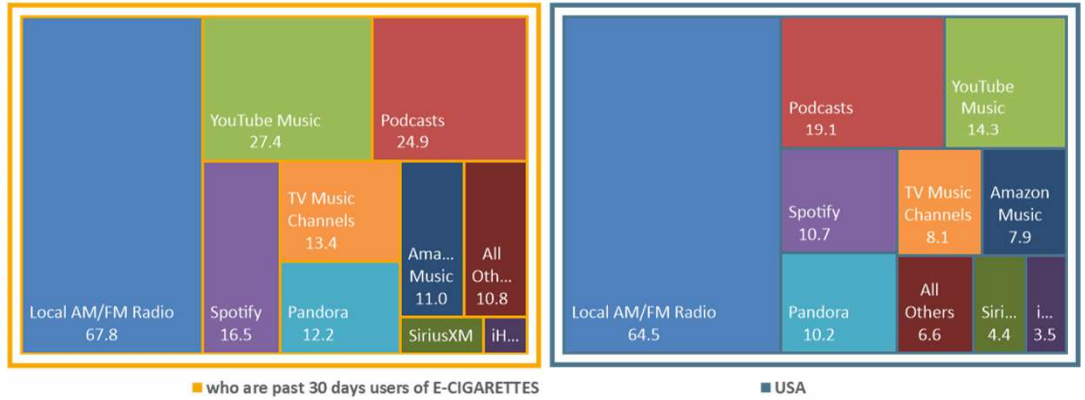
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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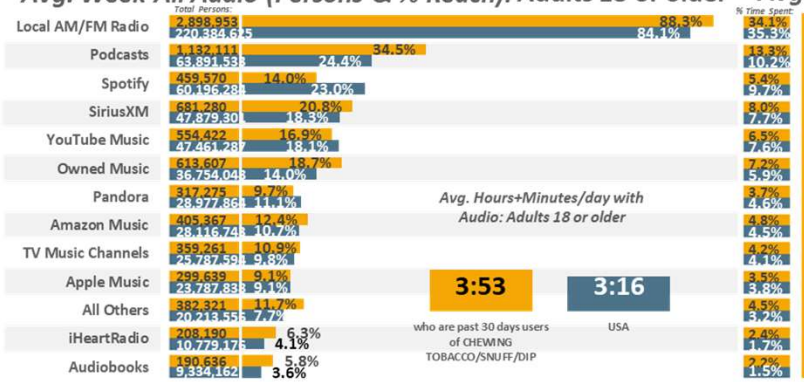
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Nicotine/other related products used past 30 days: Electronic cigarette (e-cigarette)

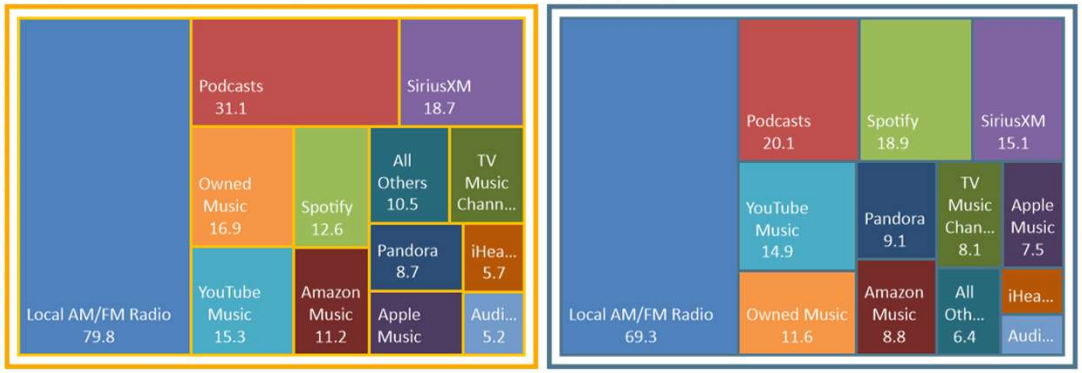


2,791,188 or 85.1% of Adults 18 or older who are past 30 days users of CHEWING TOBACCO/SNUFF/DIP listen to Ad-Supported Local AM/FM Radio for an average of 71.1 minutes every day representing 43.6% of all time spent daily with Ad-Supported Audio.

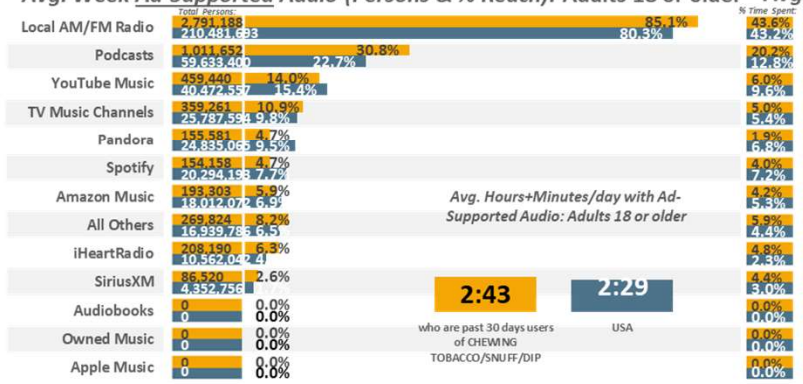
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



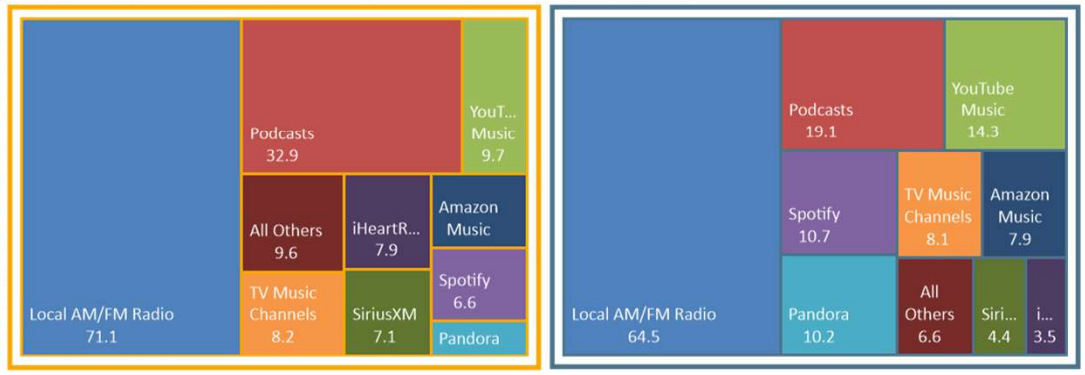
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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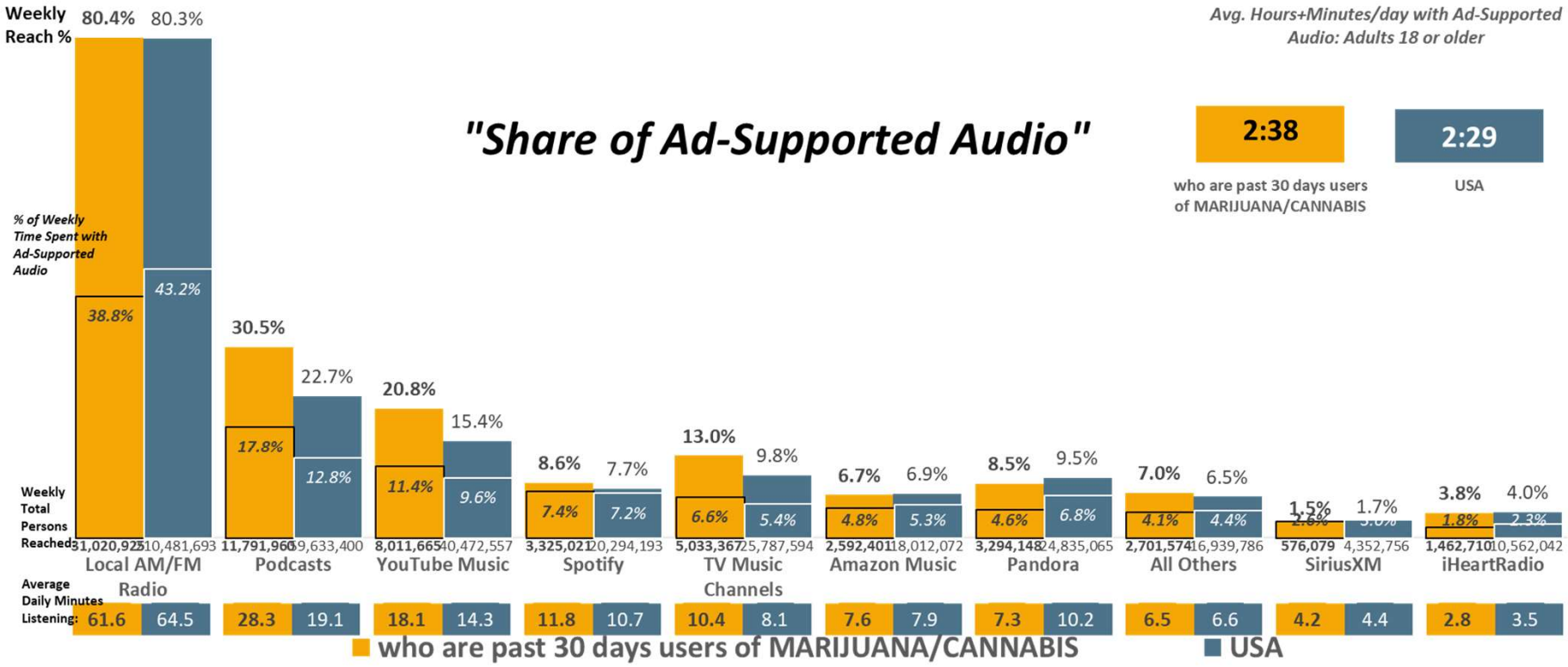
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Nicotine/other related products used past 30 days: Chewing tobacco, snuff, dip, or snus



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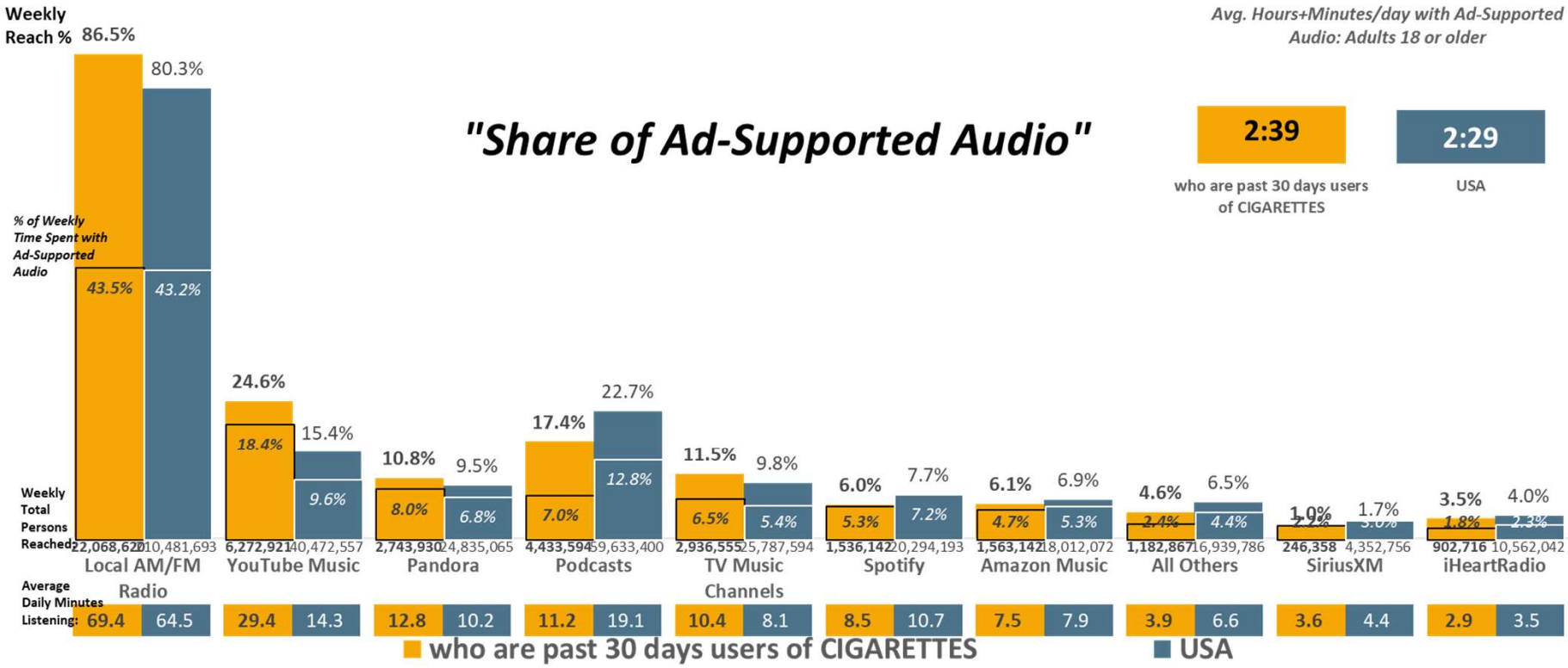
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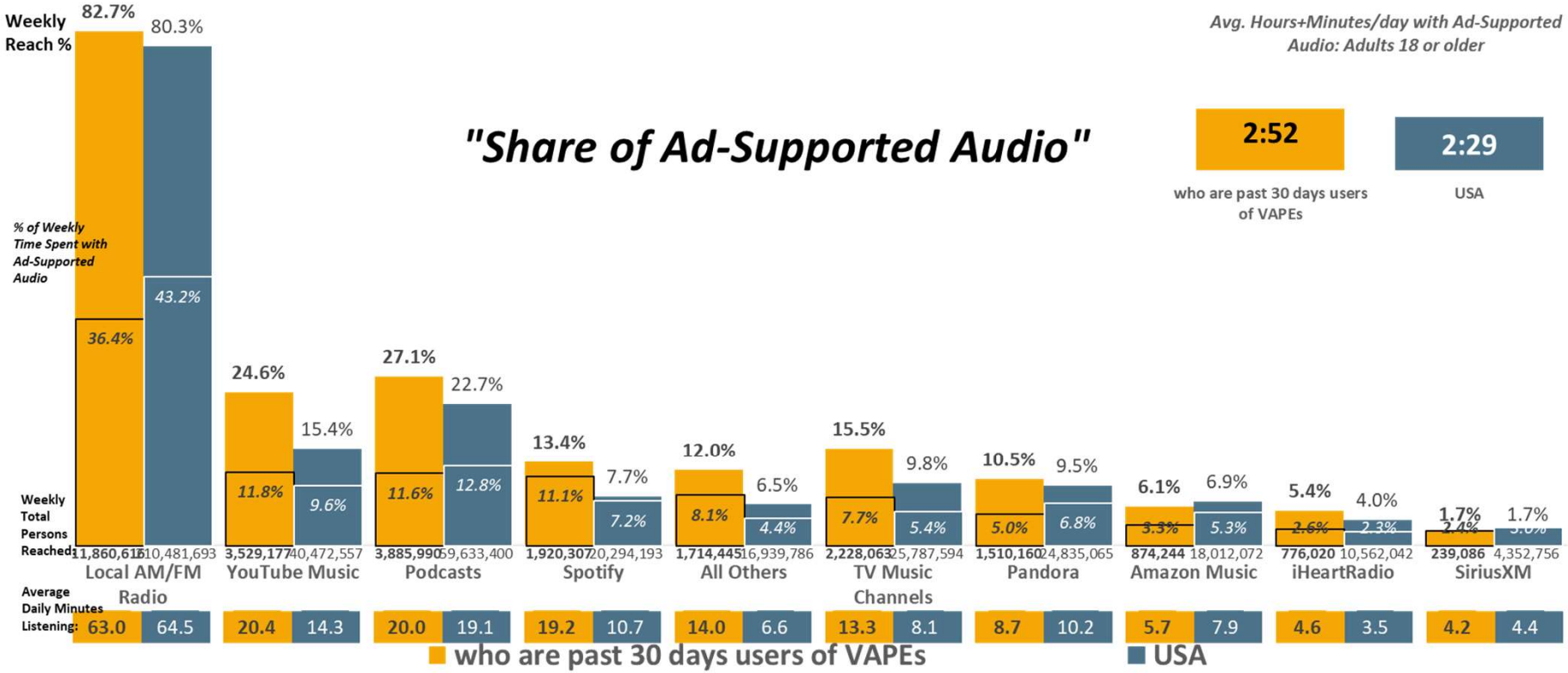
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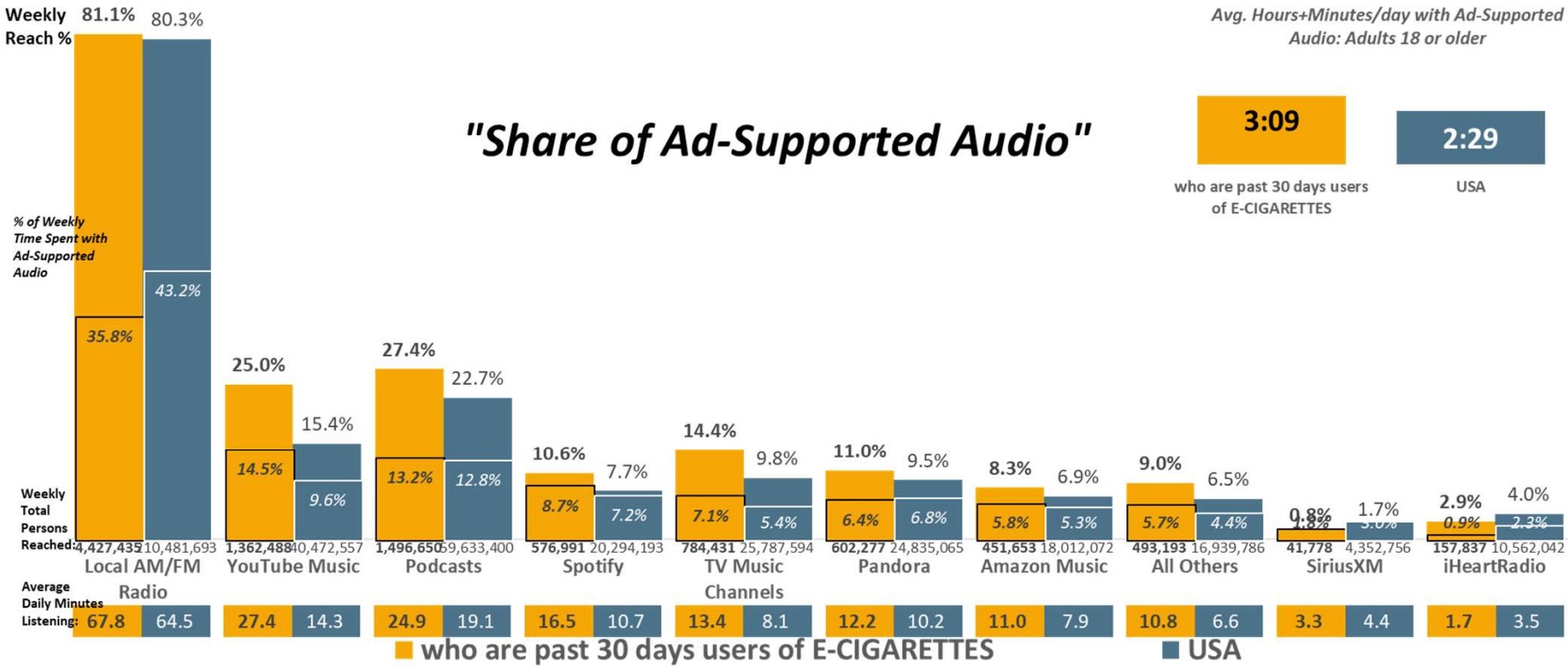
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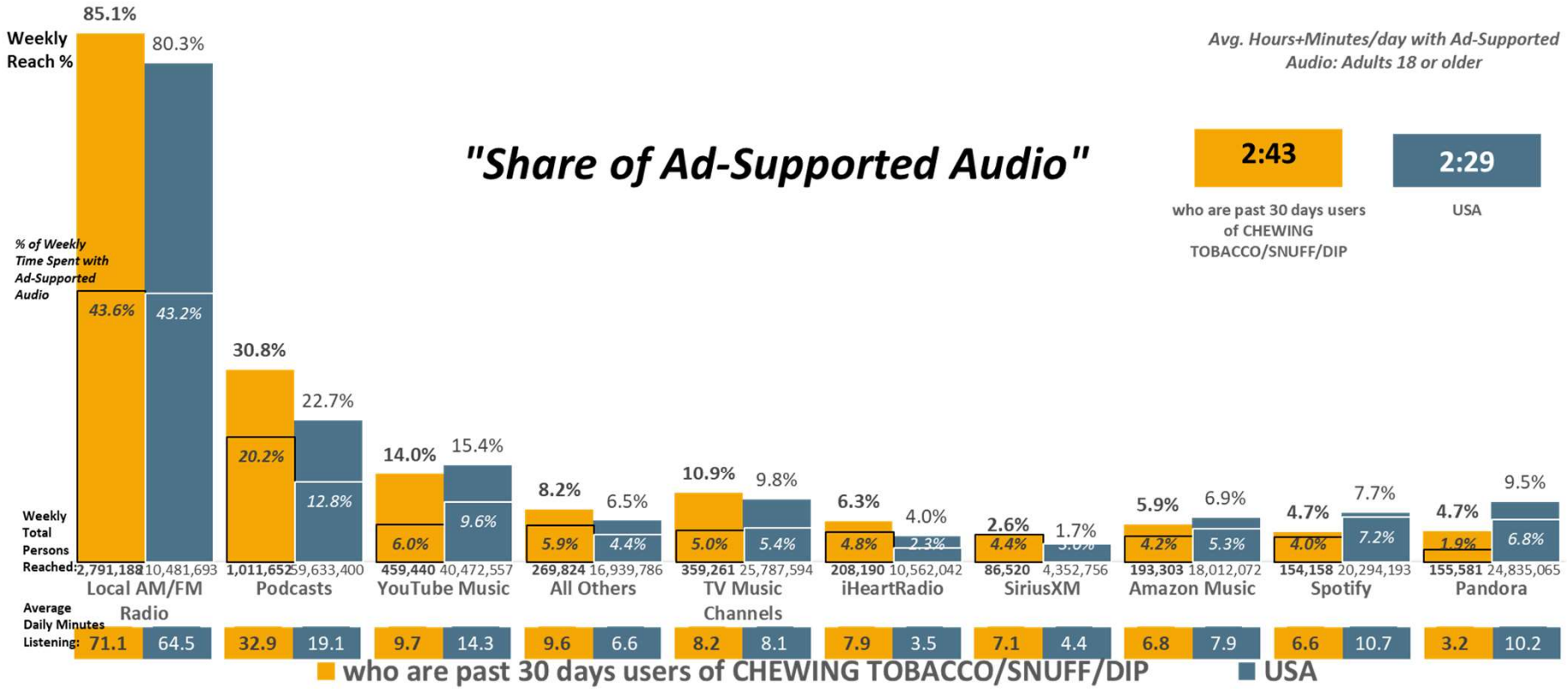
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Nicotine/other related products used past 30 days: Electronic cigarette (e-cigarette)



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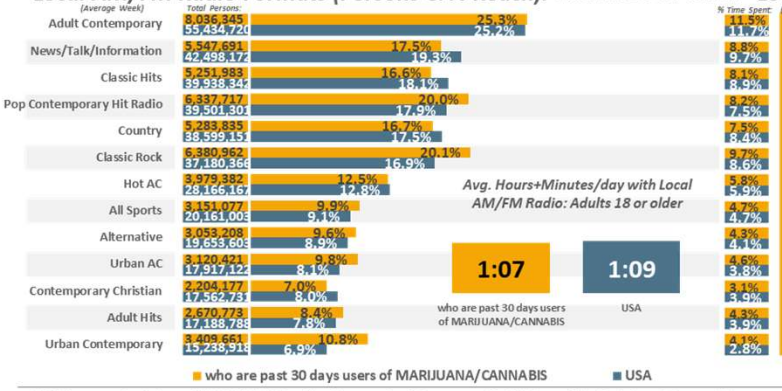
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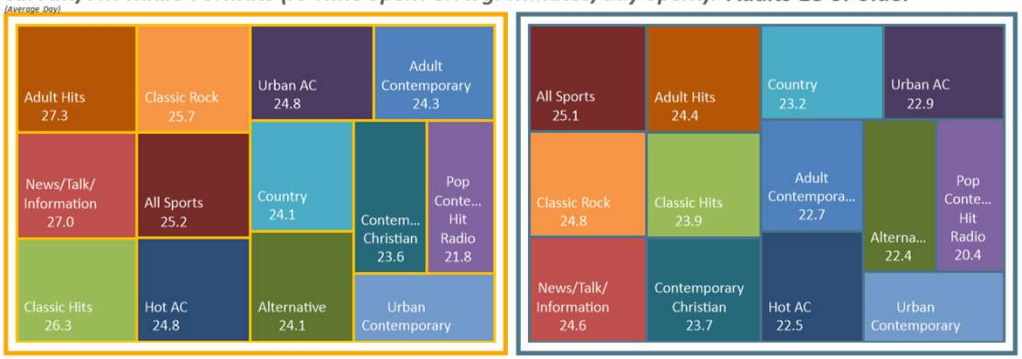


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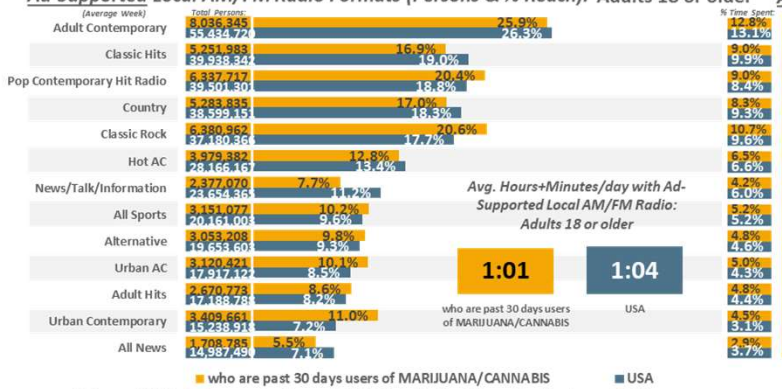
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



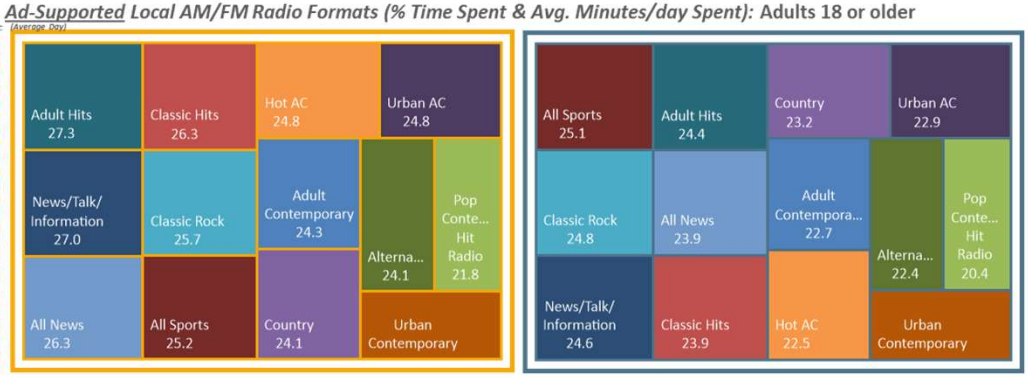
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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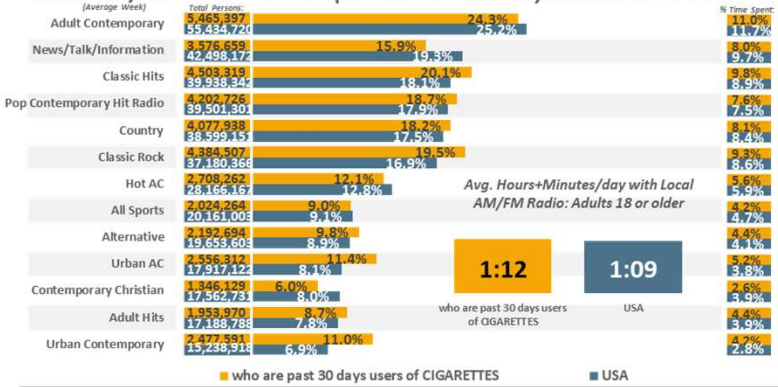
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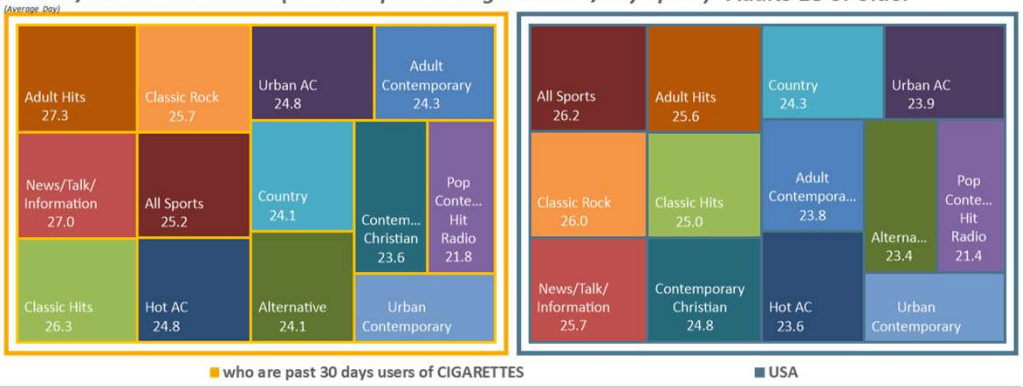


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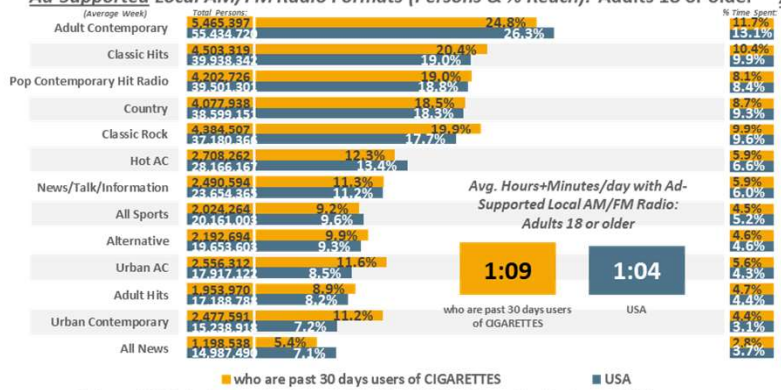
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



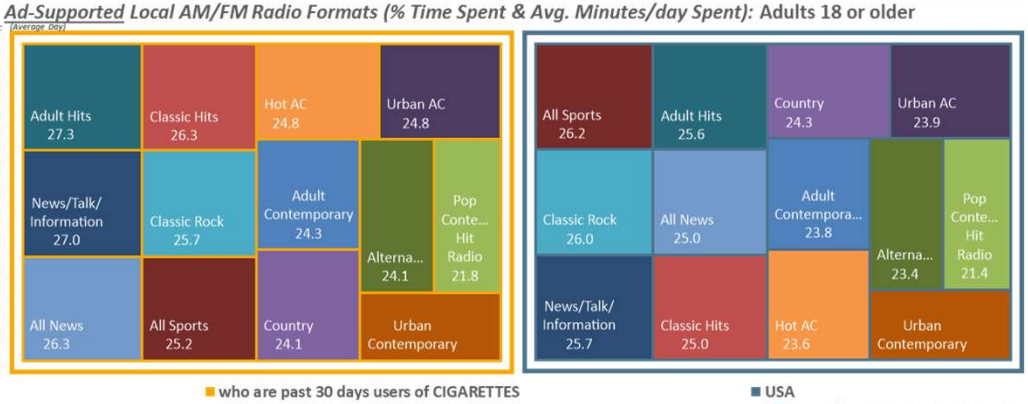
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,018

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

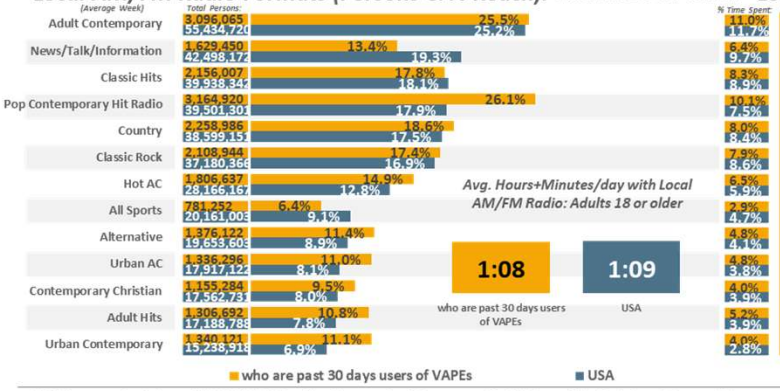
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Nicotine/other related products used past 30 days: Cigarette

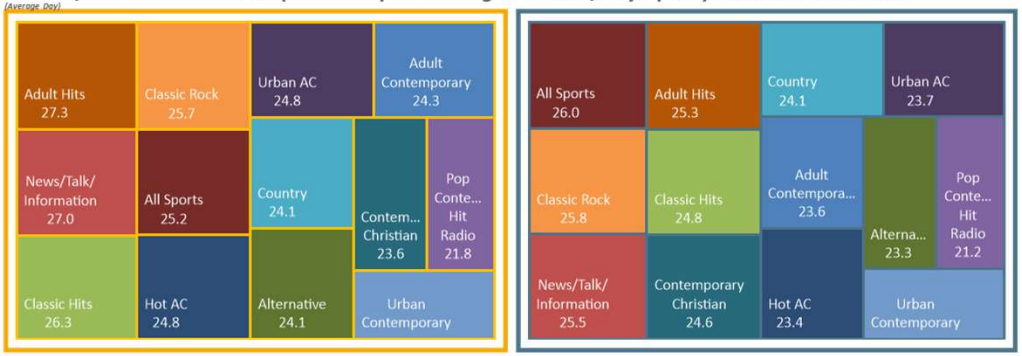


11,860,616 or 82.7% of Adults 18 or older who are past 30 days users of VAPEs listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Country, Classic Hits, and Classic Rock.

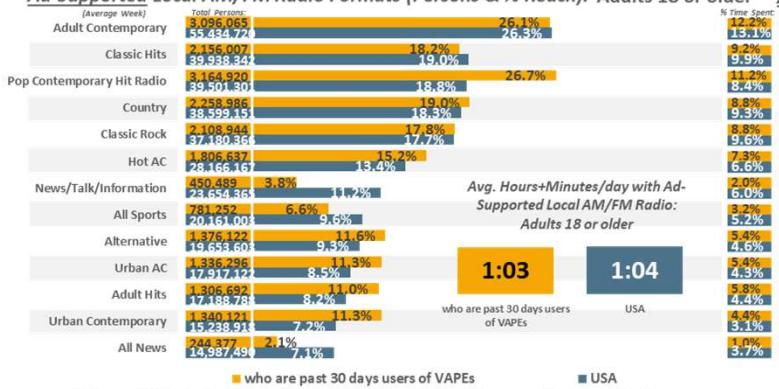
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



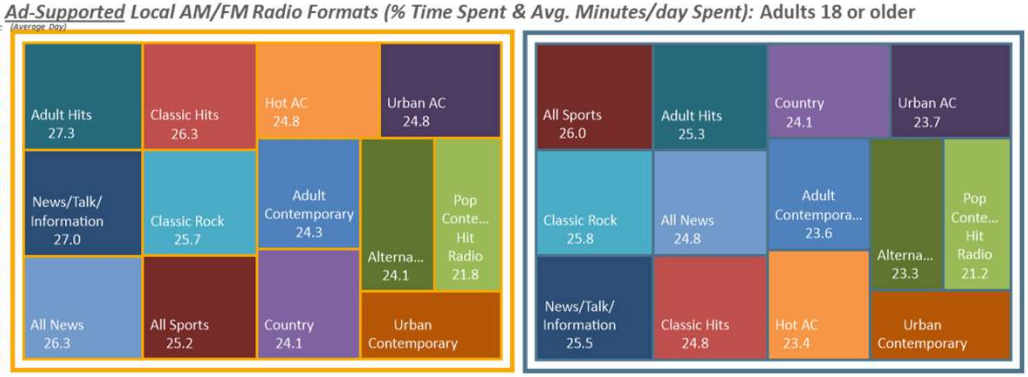
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,018

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

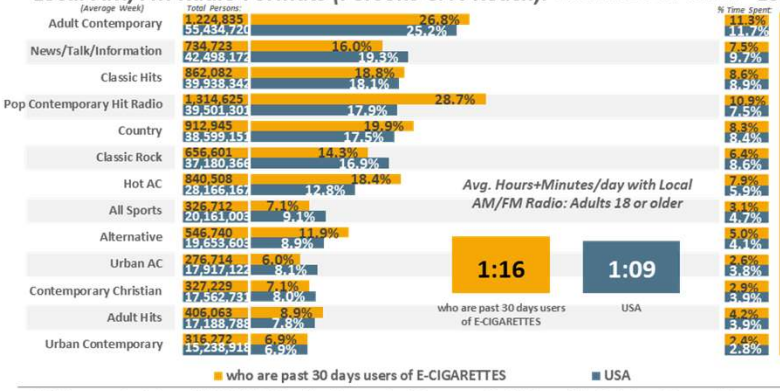
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Nicotine/other related products used past 30 days: Vape

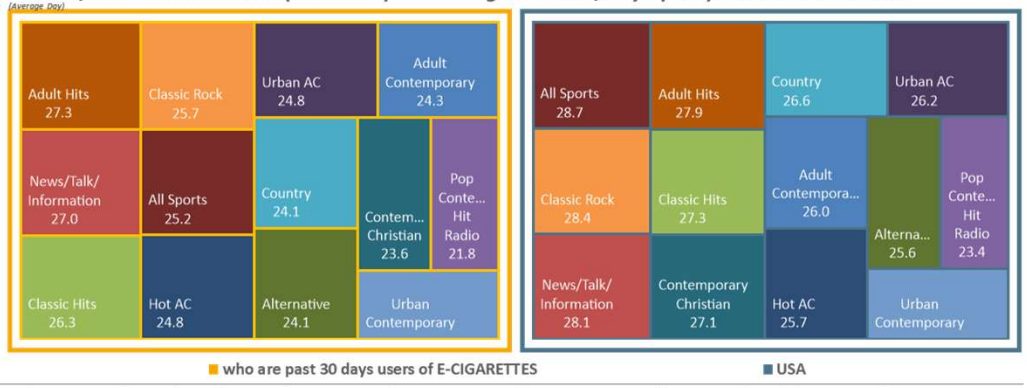


4,427,435 or 81.1% of Adults 18 or older who are past 30 days users of E-CIGARETTES listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Country, Classic Hits, and Hot AC.

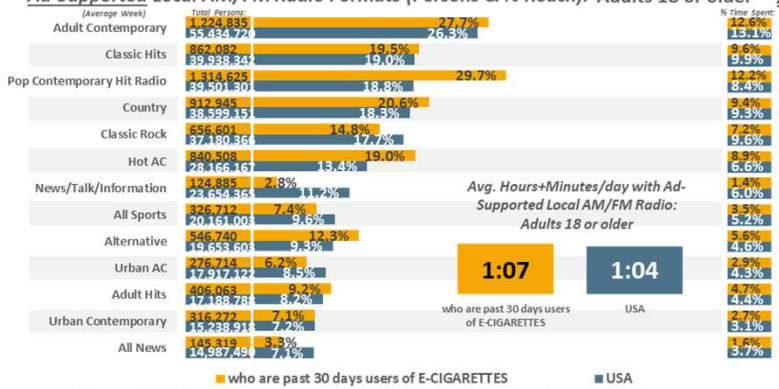
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



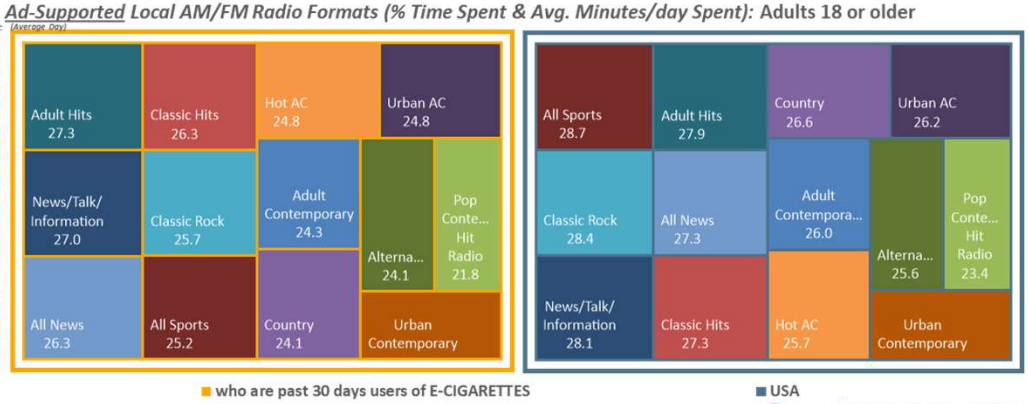
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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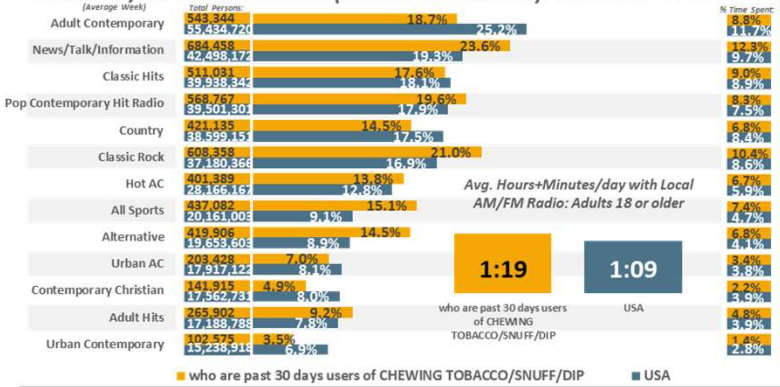
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Nicotine/other related products used past 30 days: Electronic cigarette (e-cigarette)

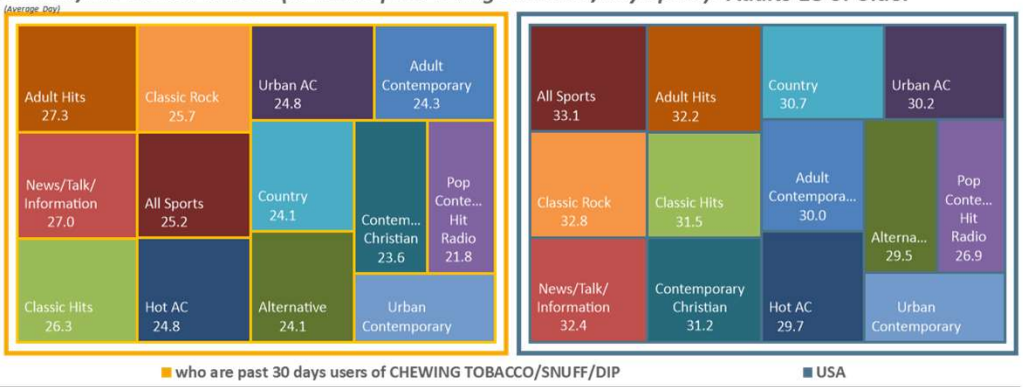


2,791,188 or 85.1% of Adults 18 or older who are past 30 days users of CHEWING TOBACCO/SNUFF/DIP listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Pop Contemporary Hit Radio, Adult Contemporary, Classic Hits, and All Sports.

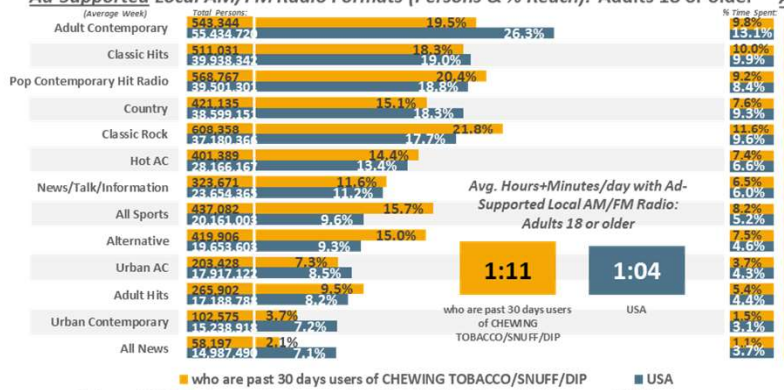
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



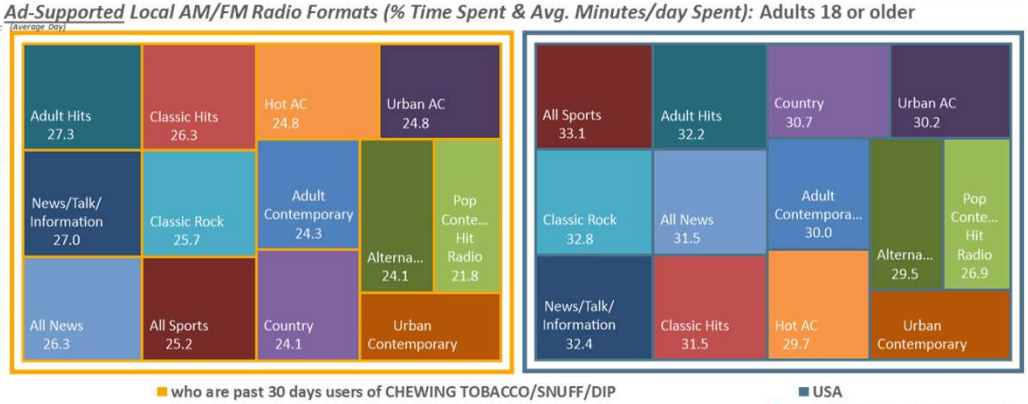
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

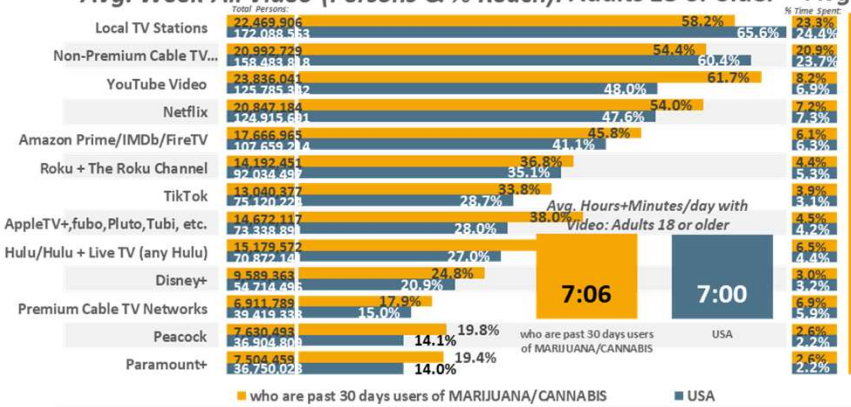
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Nicotine/other related products used past 30 days: Chewing tobacco, snuff, dip, or snus

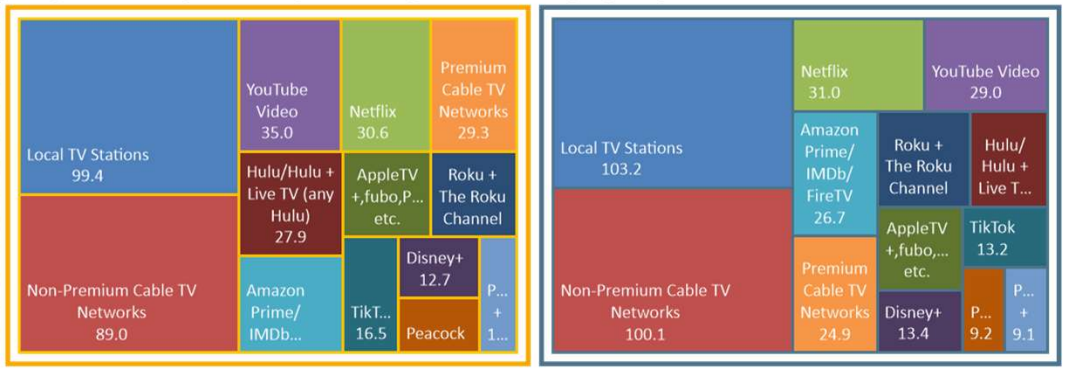


22,244,089 or 57.6% of Adults 18 or older who are past 30 days users of MARIJUANA/CANNABIS watch Ad-Supported Local TV Stations for an average of 95.5 minutes every day representing 27.6% of all time spent daily with Ad-Supported Video.

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

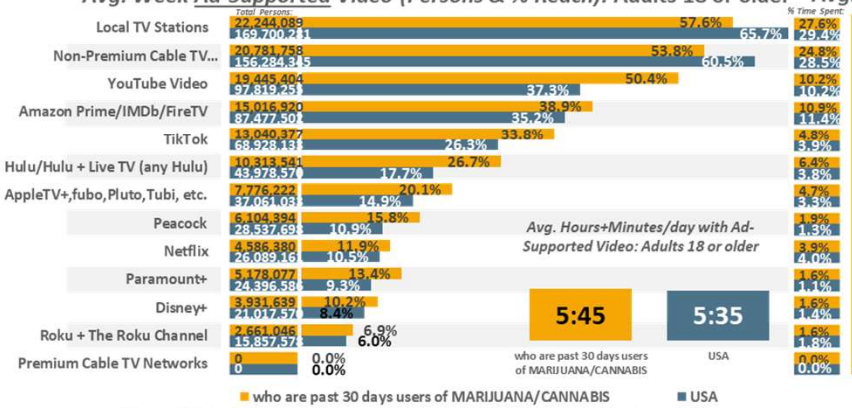


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

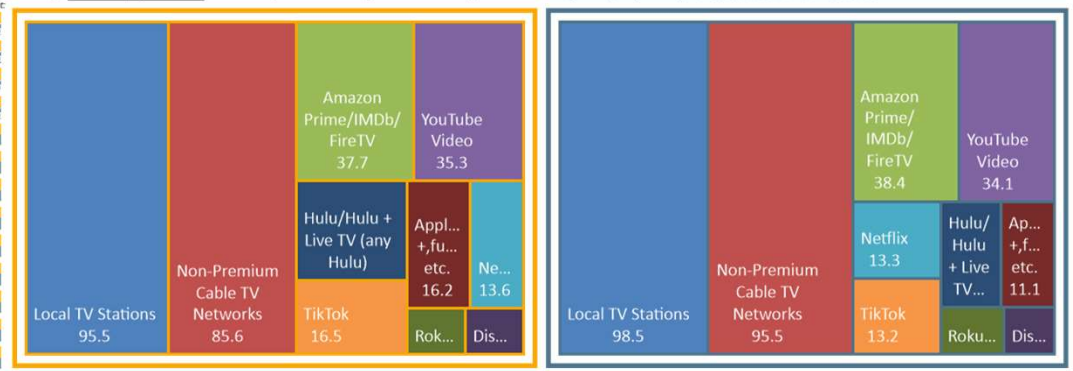


who are past 30 days users of MARIJUANA/CANNABIS ■ USA

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 are past 30 days users of MARIJUANA/CANNABIS ■ USA

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

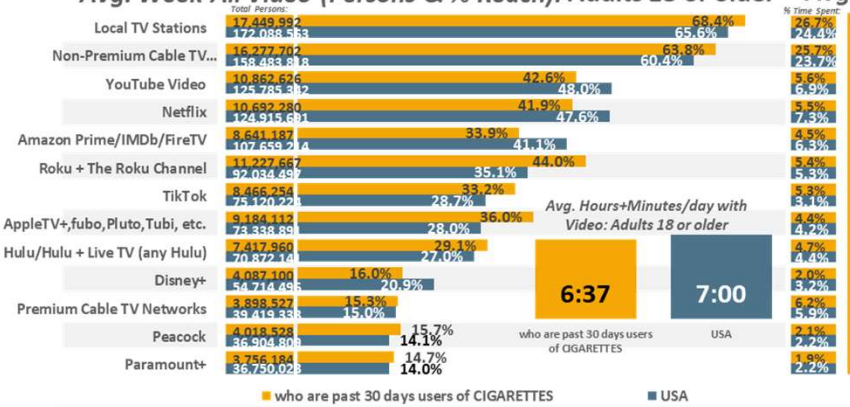
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Nicotine/other related products used past 30 days: Marijuana/cannabis (including edibles)

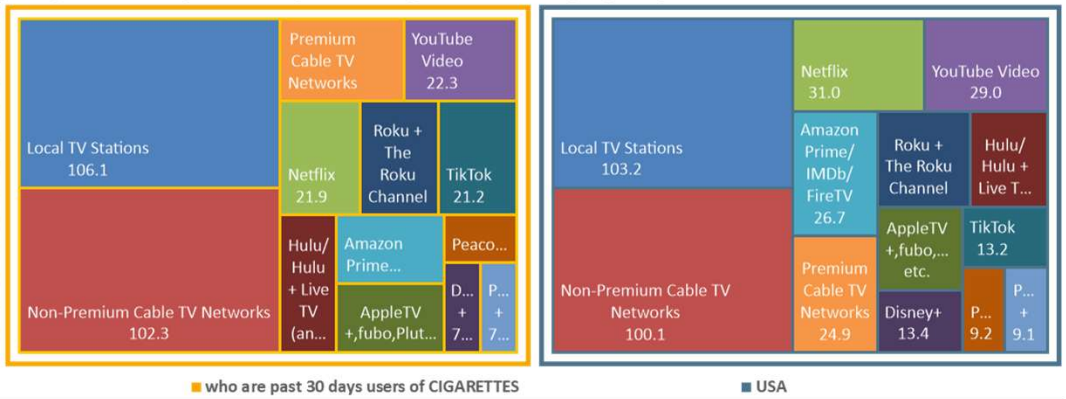


17,206,971 or 67.4% of Adults 18 or older who are past 30 days users of CIGARETTES watch Ad-Supported Local TV Stations for an average of 101.9 minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.

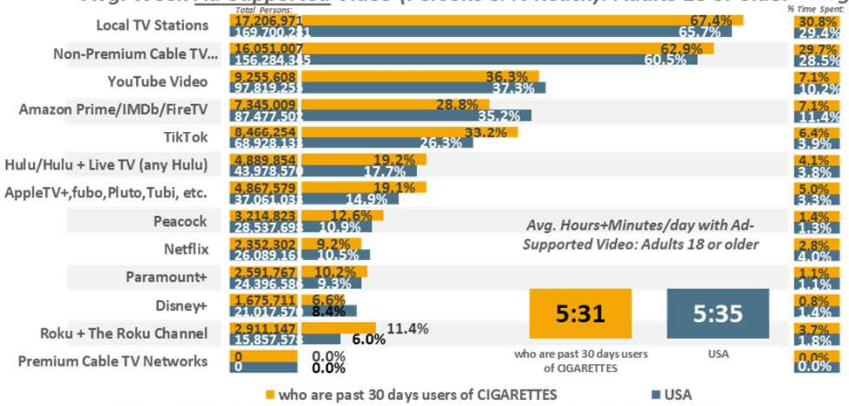
Avg. Week All Video (Persons & % Reach): Adults 18 or older



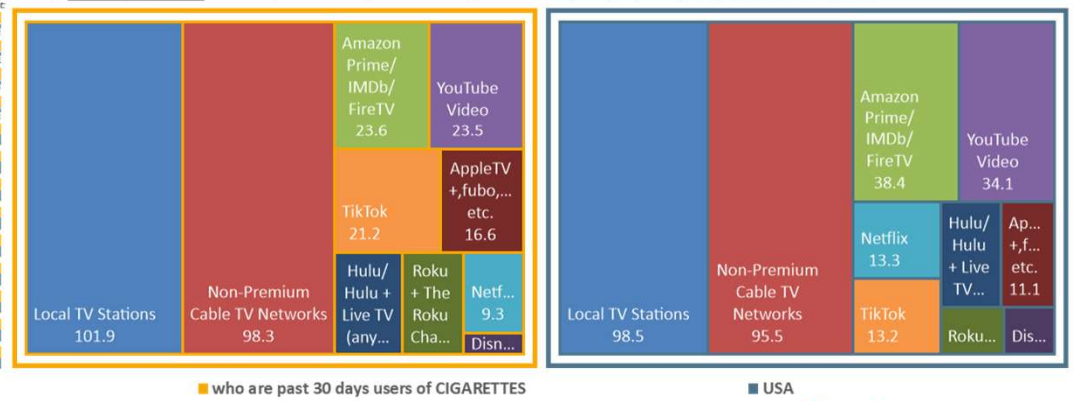
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

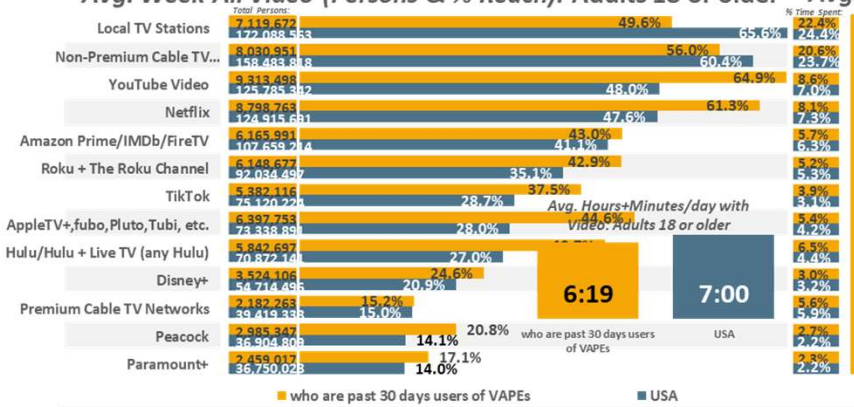
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Nicotine/other related products used past 30 days: Cigarette

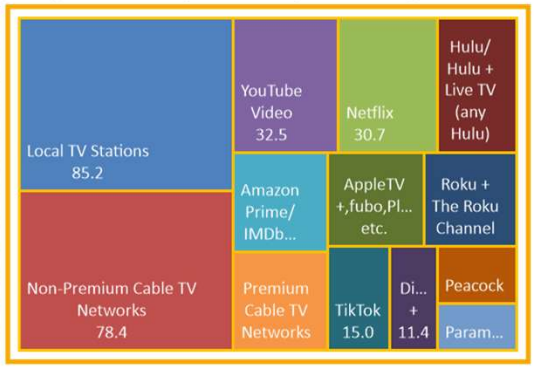


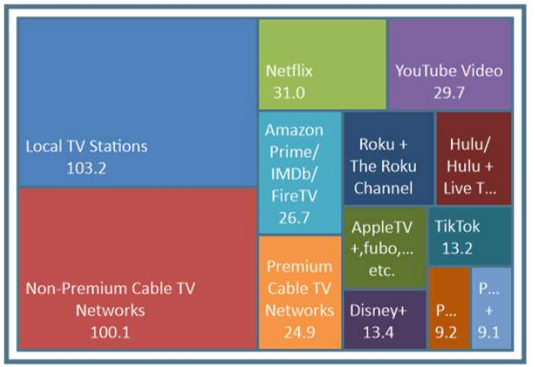
7,030,749 or 49.% of Adults 18 or older who are past 30 days users of VAPEs watch Ad-Supported Local TV Stations for an average of 81.2 minutes every day representing 27.2% of all time spent daily with Ad-Supported Video.

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



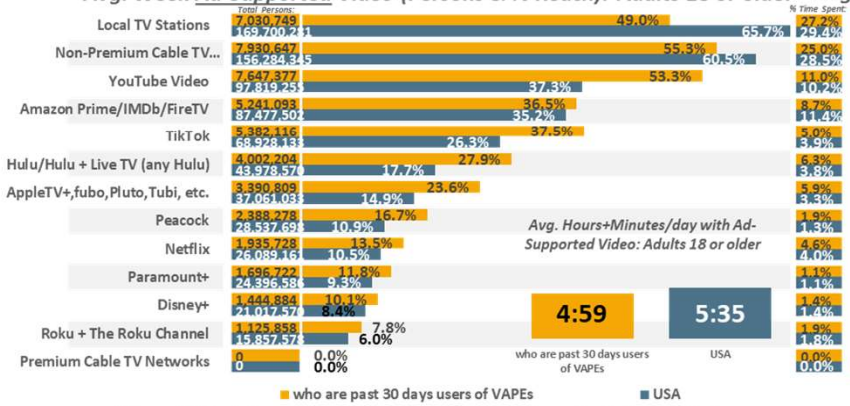
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



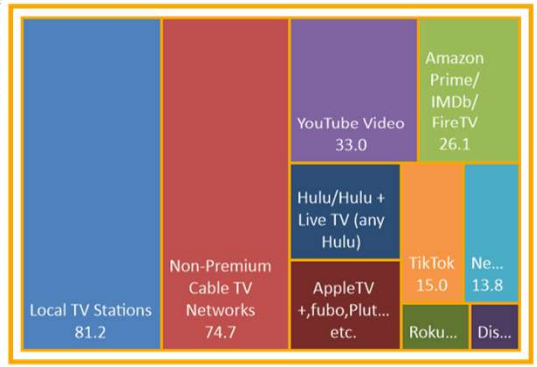


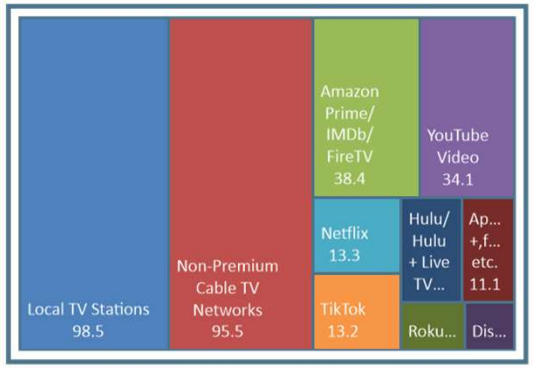
who are past 30 days users of VAPEs ■ USA

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 are past 30 days users of VAPEs ■ USA

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,018

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

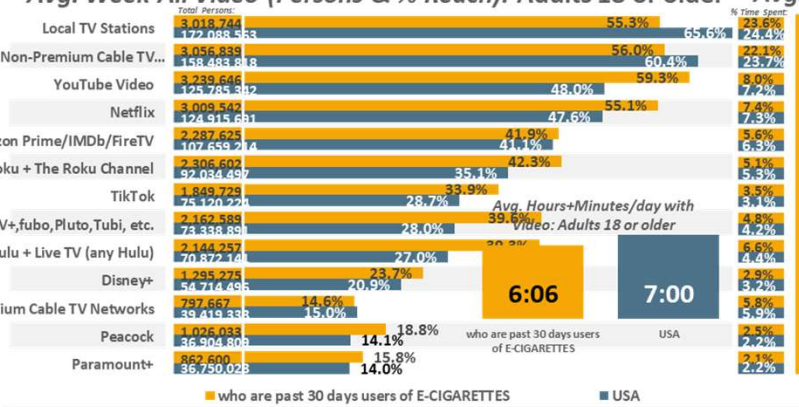
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Nicotine/other related products used past 30 days: Vape

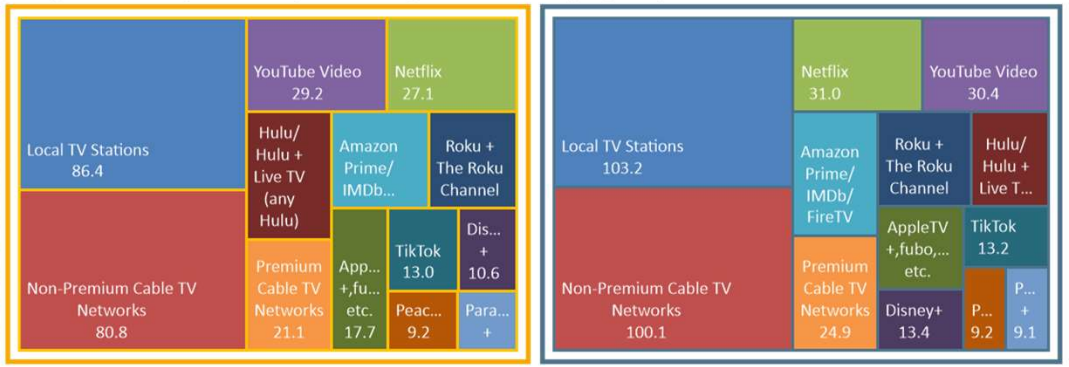


2,950,221 or 54.% of Adults 18 or older who are past 30 days users of E-CIGARETTES watch Ad-Supported Local TV Stations for an average of 82.7 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

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

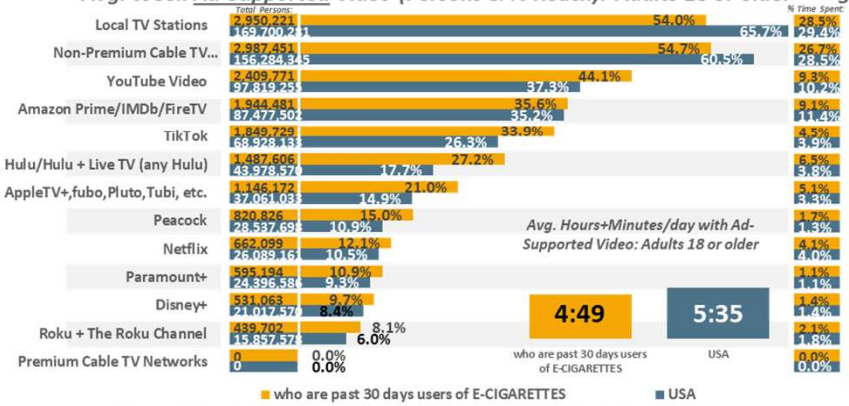


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

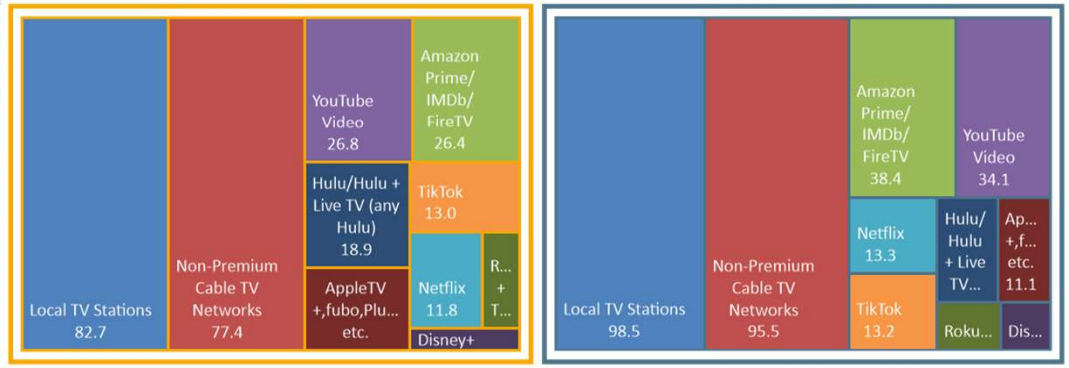


who are past 30 days users of E-CIGARETTES ■ USA

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 are past 30 days users of E-CIGARETTES ■ USA

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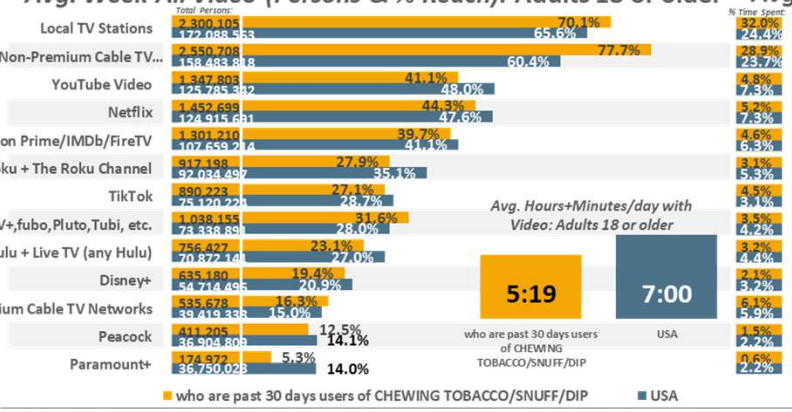
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Nicotine/other related products used past 30 days: Electronic cigarette (e-cigarette)

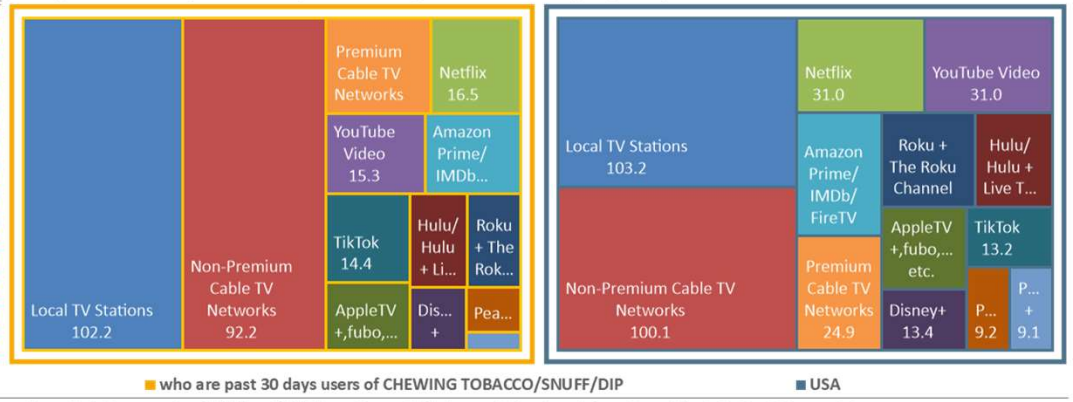


2,246,892 or 68.5% of Adults 18 or older who are past 30 days users of CHEWING TOBACCO/SNUFF/DIP watch Ad-Supported Local TV Stations for an average of 95.2 minutes every day representing 34.2% of all time spent daily with Ad-Supported Video.

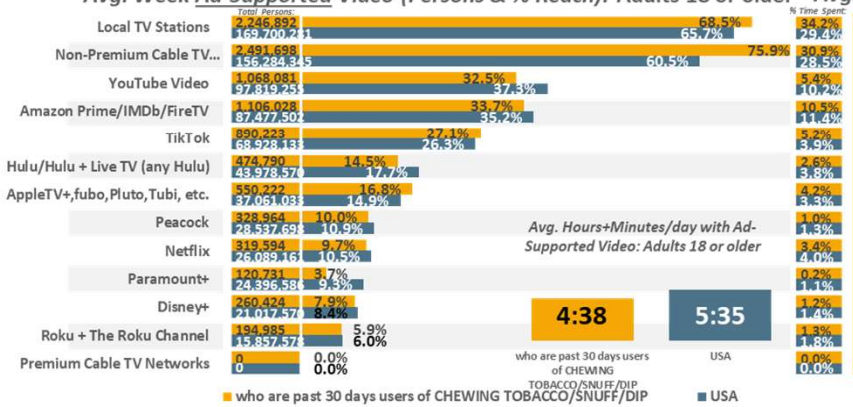
Avg. Week All Video (Persons & % Reach): Adults 18 or older



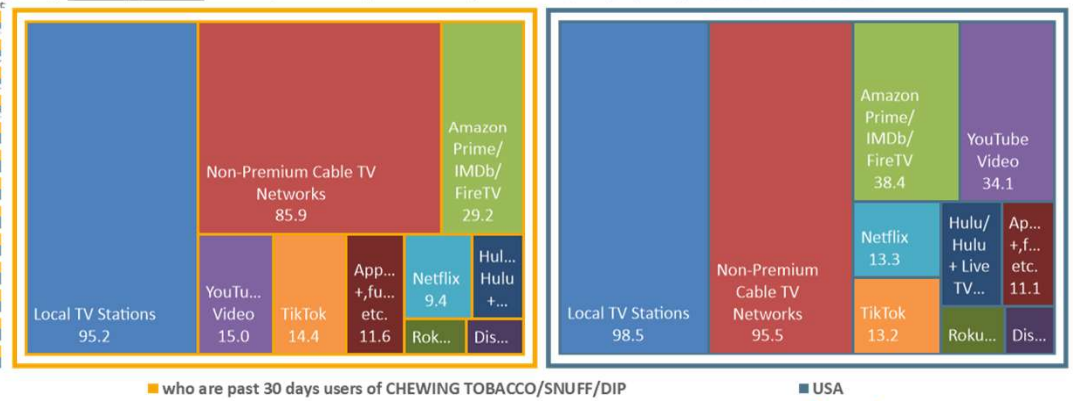
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,018

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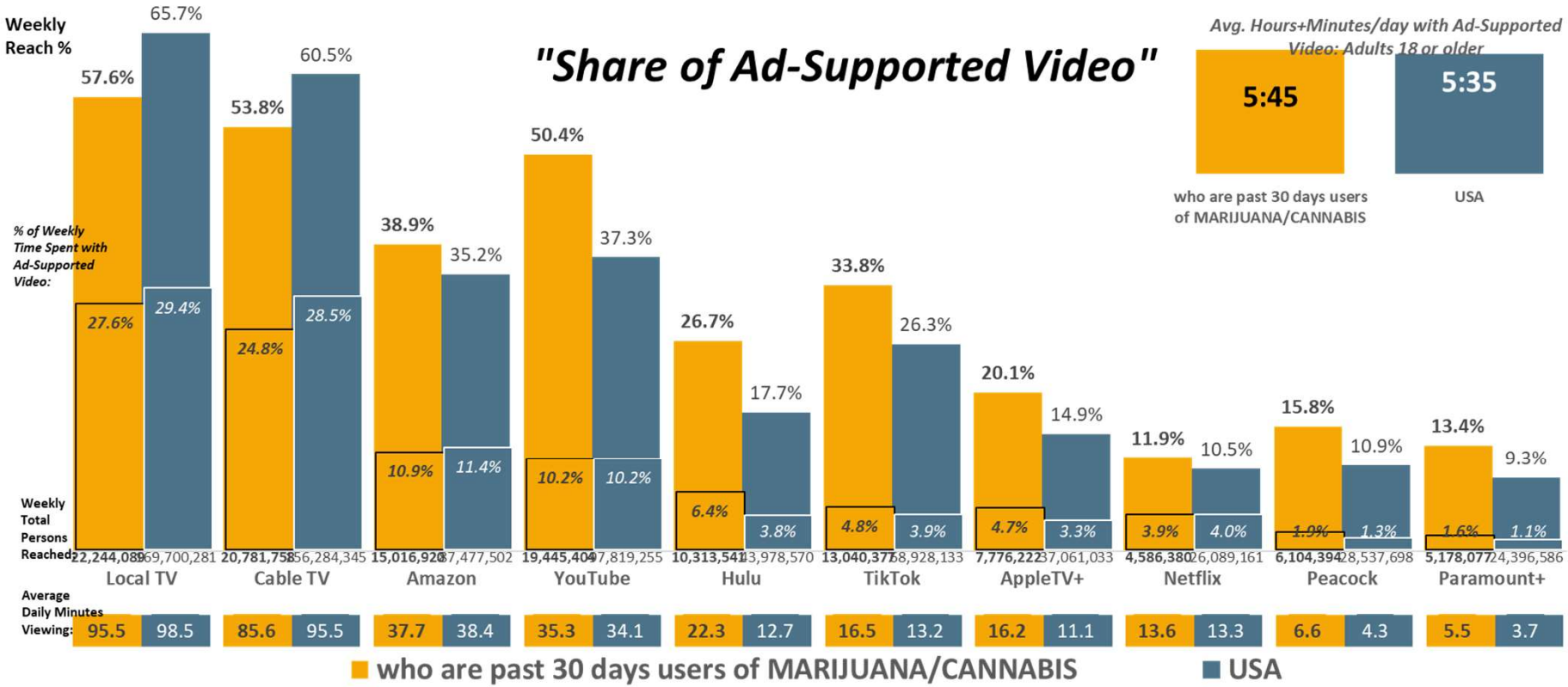
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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Nicotine/other related products used past 30 days: Chewing tobacco, snuff, dip, or snus



22,244,089 or 57.6% of Adults 18 or older who are past 30 days users of MARIJUANA/CANNABIS watch Ad-Supported Local TV Stations for an average of 95.5 minutes every day representing 27.6% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,018

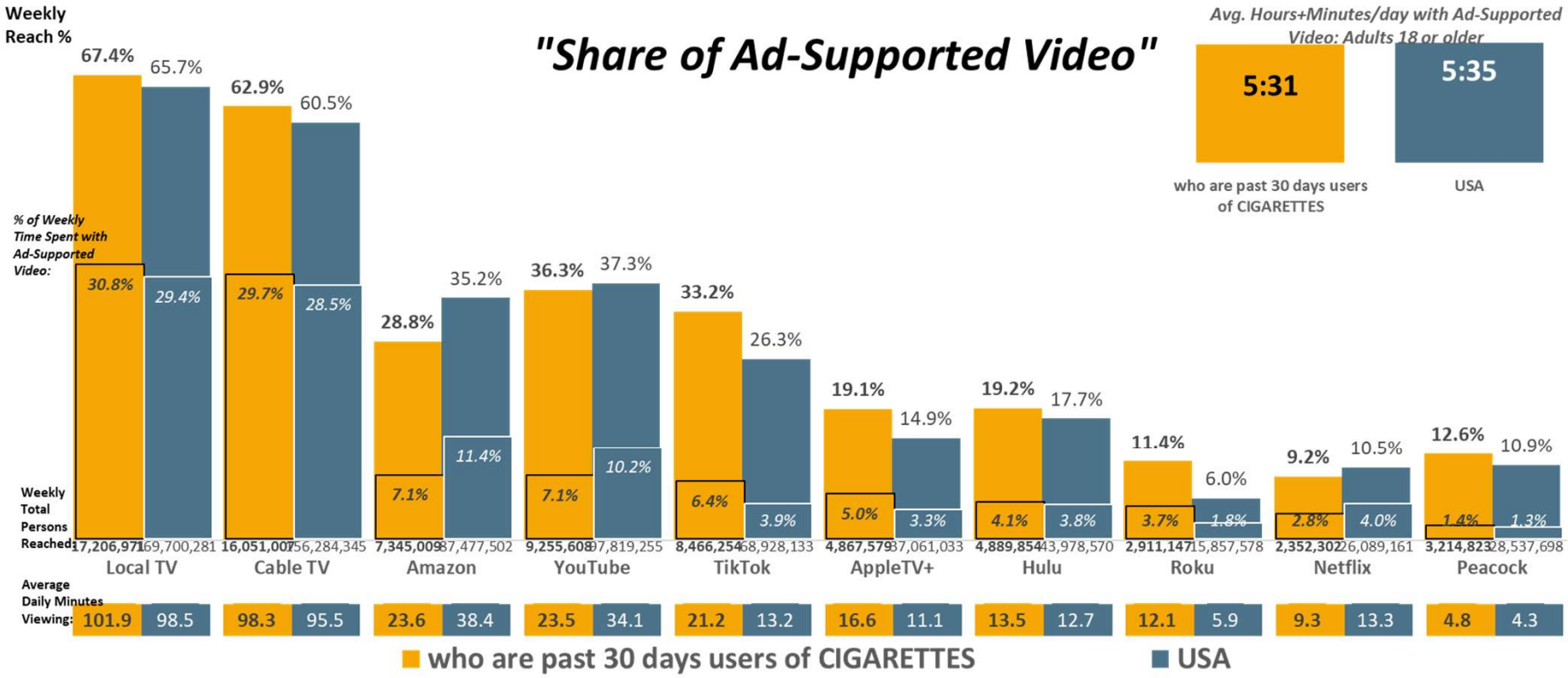
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Nicotine/other related products used past 30 days: Marijuana/cannabis (including edibles)



17,206,971 or 67.4% of Adults 18 or older who are past 30 days users of CIGARETTES watch Ad-Supported Local TV Stations for an average of 101.9 minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,018

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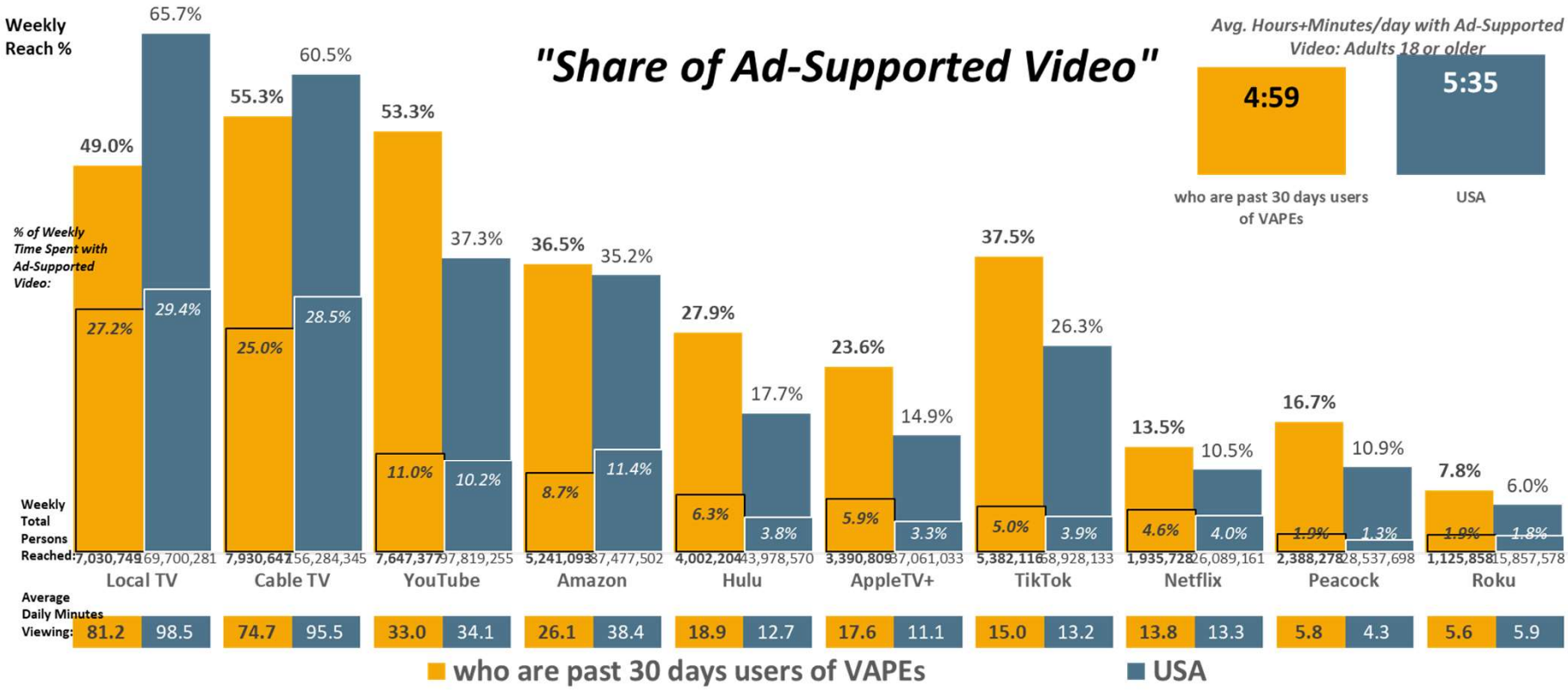
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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Nicotine/other related products used past 30 days: Cigarette



7,030,749 or 49.% of Adults 18 or older who are past 30 days users of VAPEs watch Ad-Supported Local TV Stations for an average of 81.2 minutes every day representing 27.2% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,018

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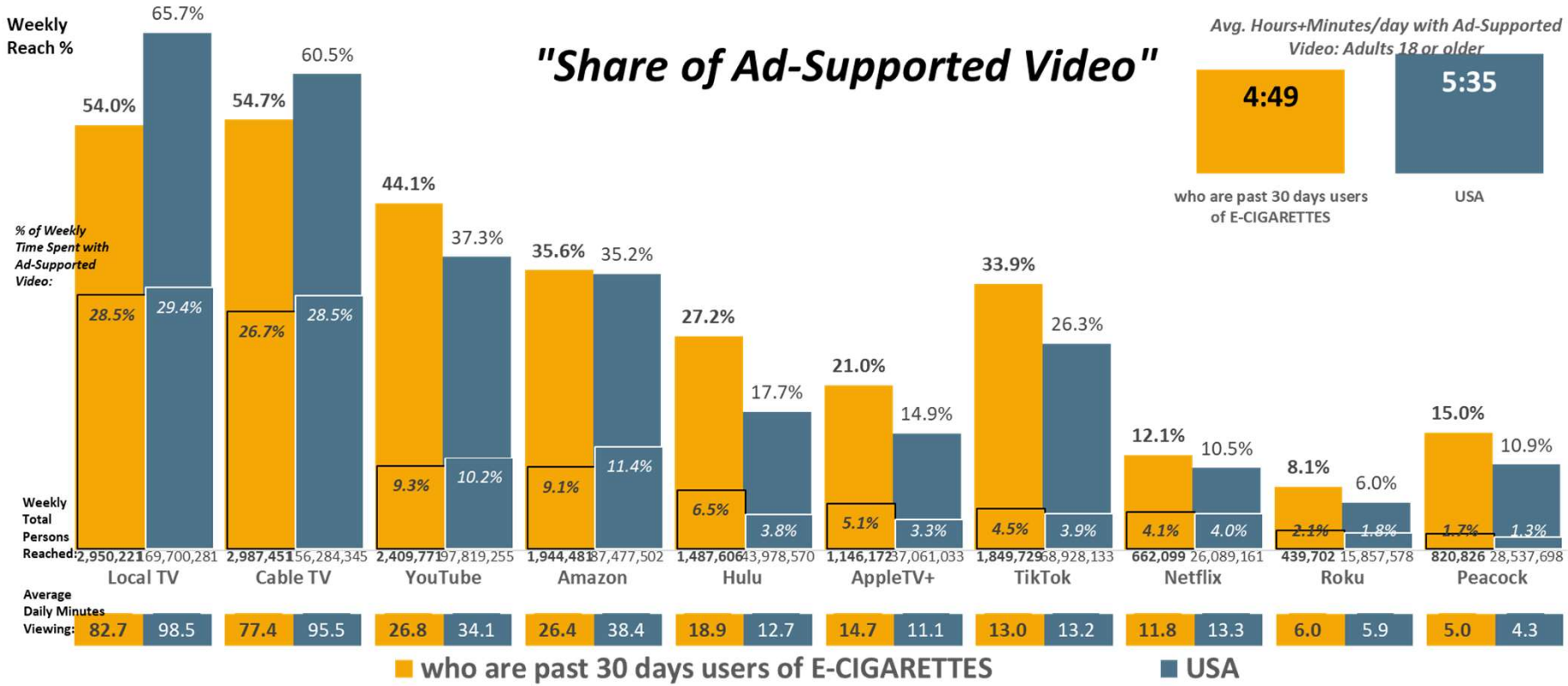
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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Nicotine/other related products used past 30 days: Vape



2,950,221 or 54.% of Adults 18 or older who are past 30 days users of E-CIGARETTES watch Ad-Supported Local TV Stations for an average of 82.7 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,018

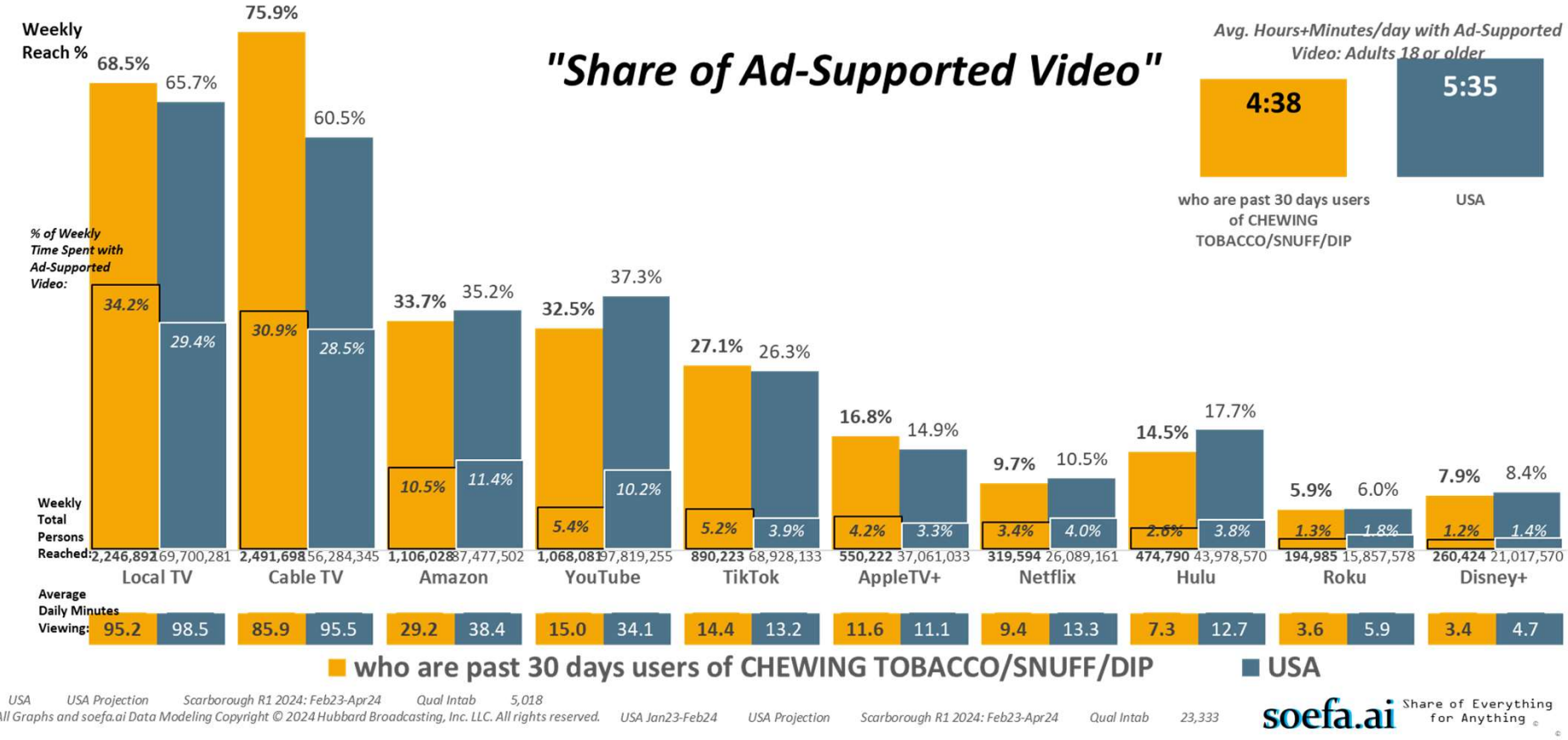
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Nicotine/other related products used past 30 days: Electronic cigarette (e-cigarette)



2,246,892 or 68.5% of Adults 18 or older who are past 30 days users of CHEWING TOBACCO/SNUFF/DIP watch Ad-Supported Local TV Stations for an average of 95.2 minutes every day representing 34.2% of all time spent daily with Ad-Supported Video.



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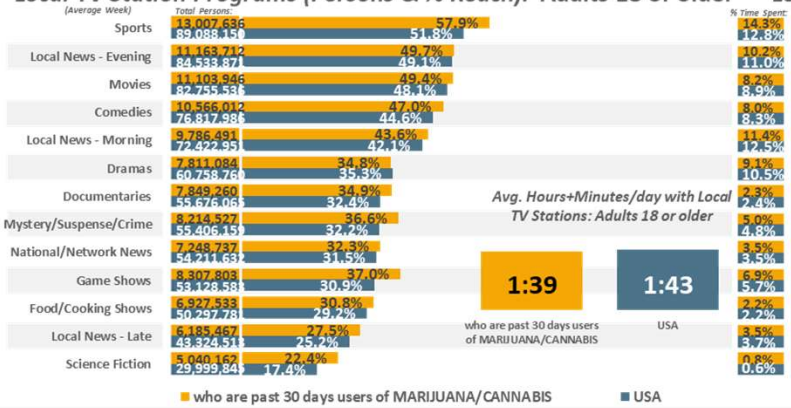
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Nicotine/other related products used past 30 days: Chewing tobacco, snuff, dip, or snus

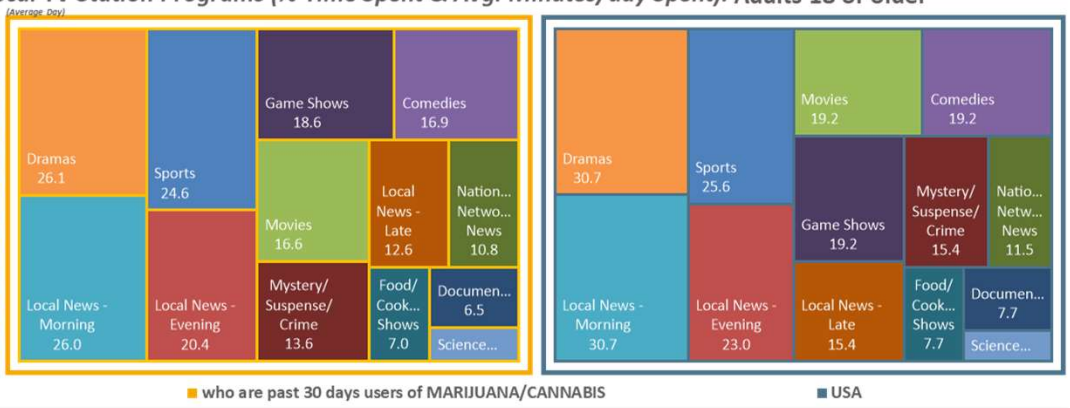


22,244,089 or 57.6% of Adults 18 or older who are past 30 days users of MARIJUANA/CANNABIS watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, Local News - Morning, and Game Shows.

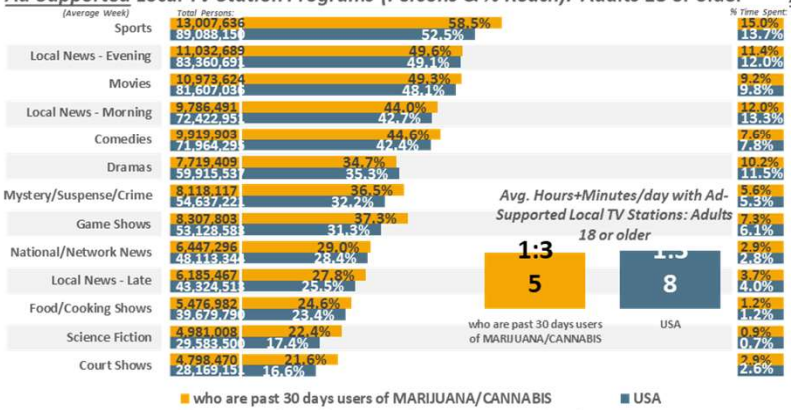
Local TV Station Programs (Persons & % Reach): Adults 18 or older



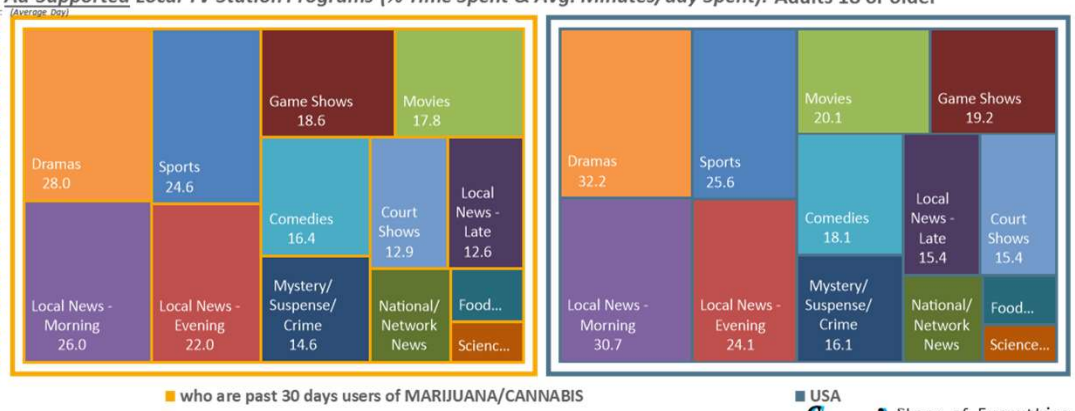
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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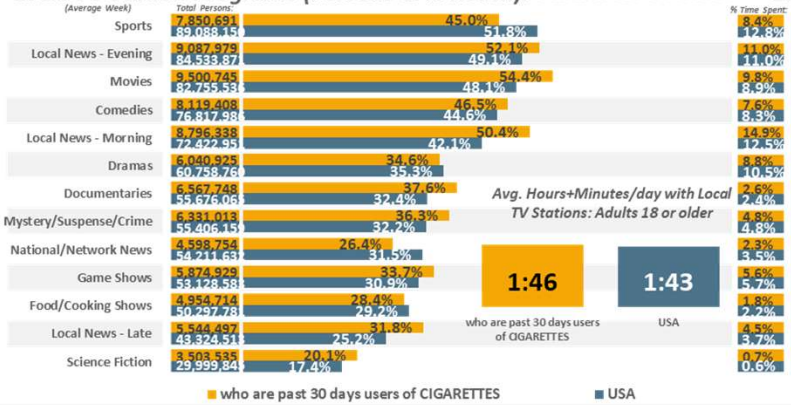
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Nicotine/other related products used past 30 days: Marijuana/cannabis (including edibles)

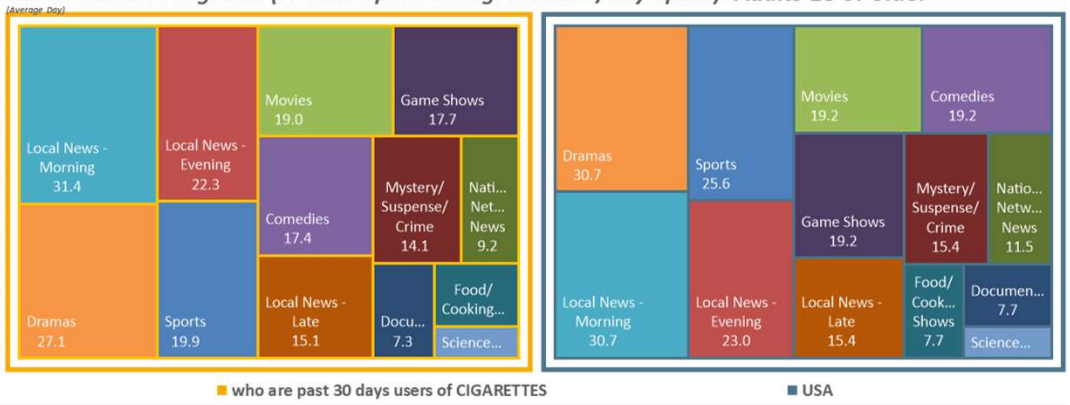


17,206,971 or 67.4% of Adults 18 or older who are past 30 days users of CIGARETTES watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Local News - Evening, Local News - Morning, Sports, Comedies, and Mystery/Suspense/Crime.

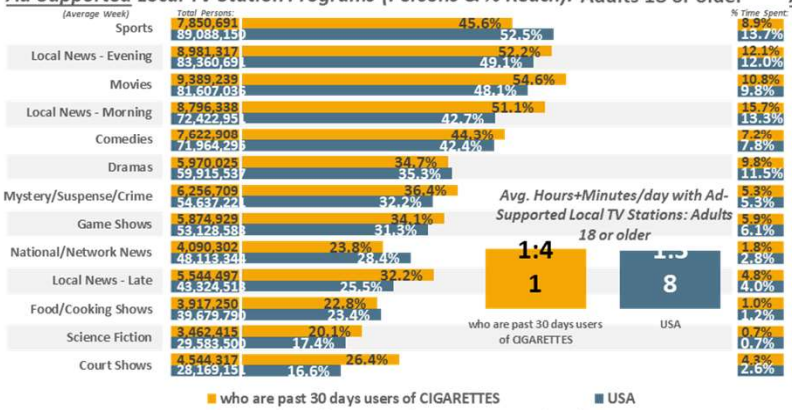
Local TV Station Programs (Persons & % Reach): Adults 18 or older



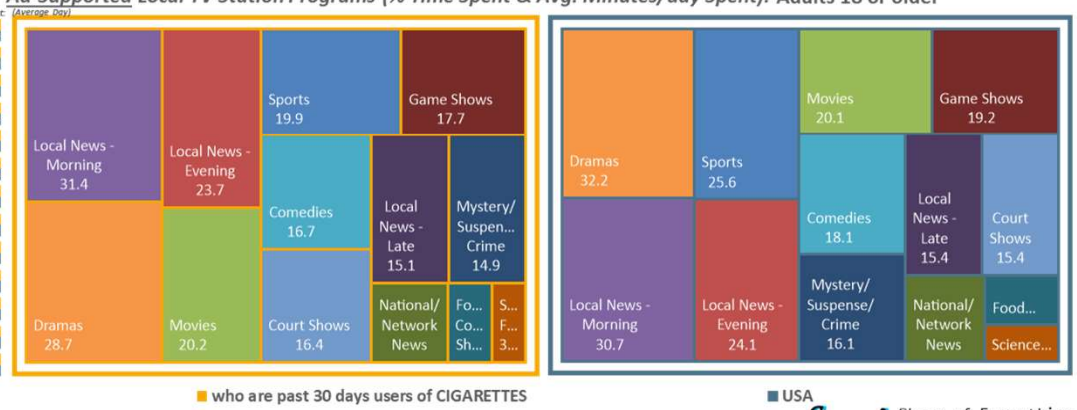
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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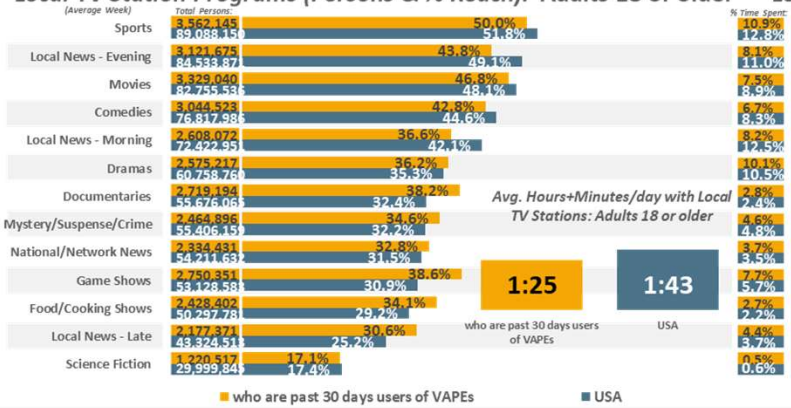
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Nicotine/other related products used past 30 days: Cigarette

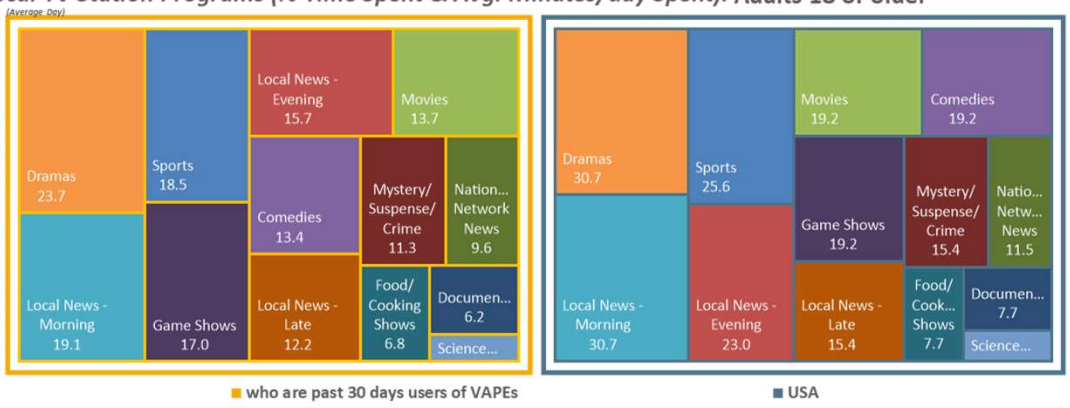


7,030,749 or 49.% of Adults 18 or older who are past 30 days users of VAPEs watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Game Shows, and Local News - Morning.

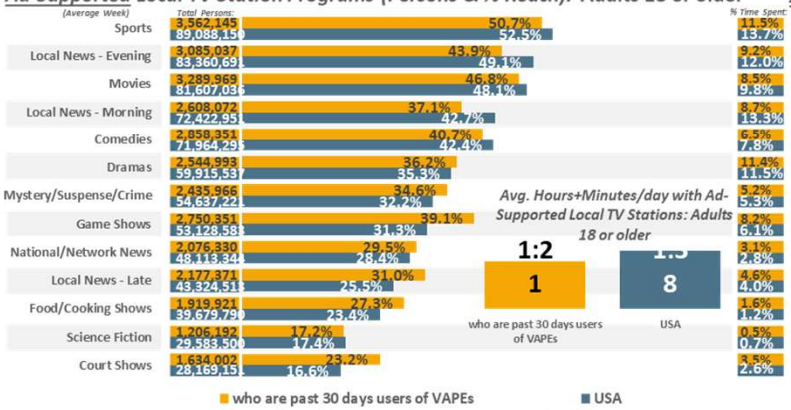
Local TV Station Programs (Persons & % Reach): Adults 18 or older



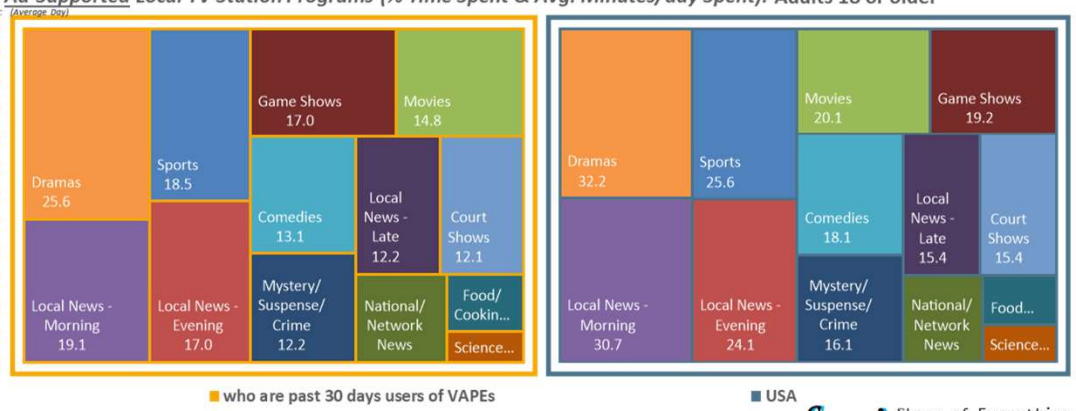
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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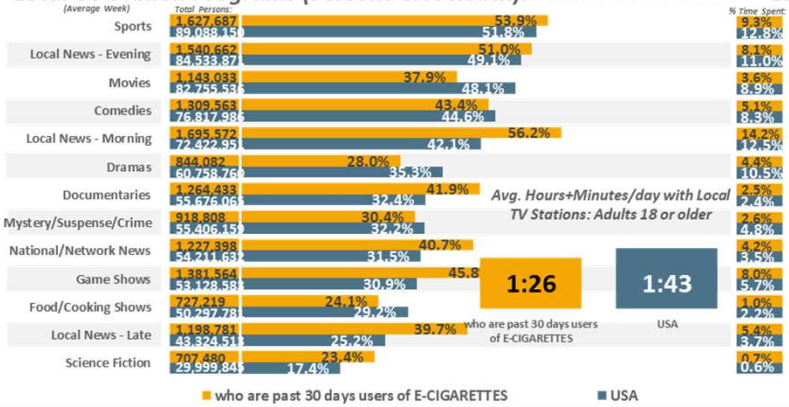
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Nicotine/other related products used past 30 days: Vape

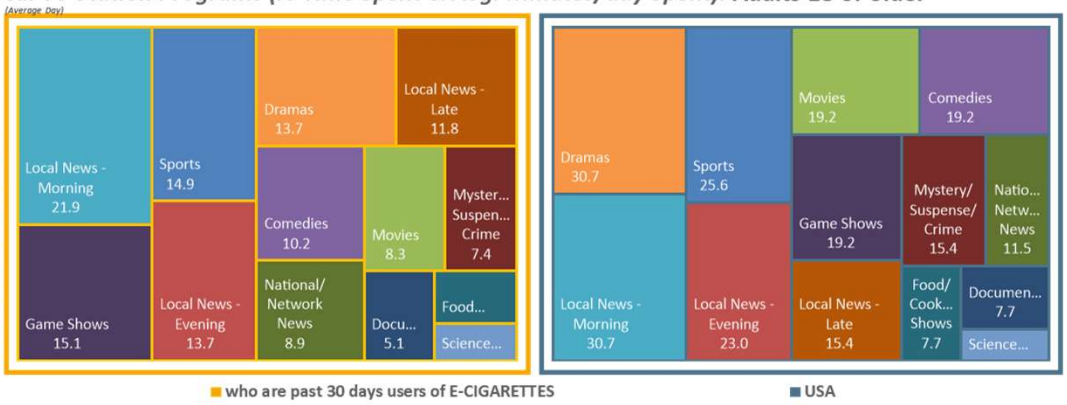


2,950,221 or 54.% of Adults 18 or older who are past 30 days users of E-CIGARETTES watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Sports, Local News - Evening, Game Shows, Comedies, and Local News - Late.

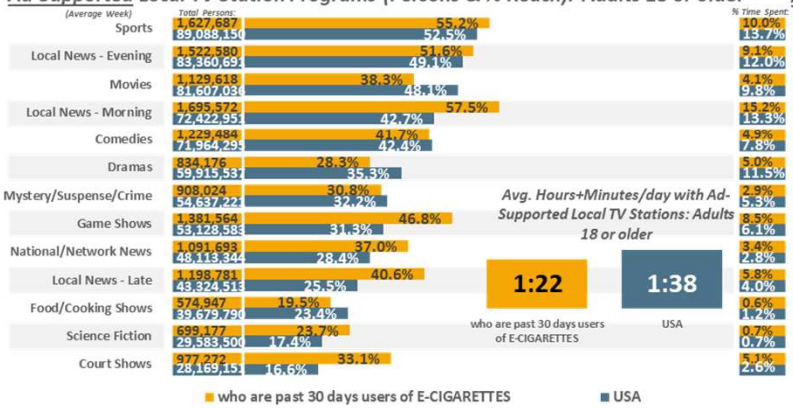
Local TV Station Programs (Persons & % Reach): Adults 18 or older



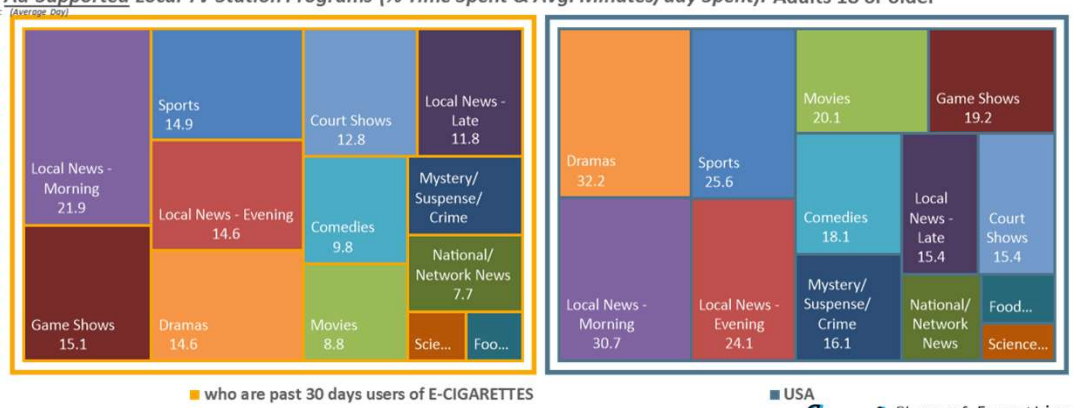
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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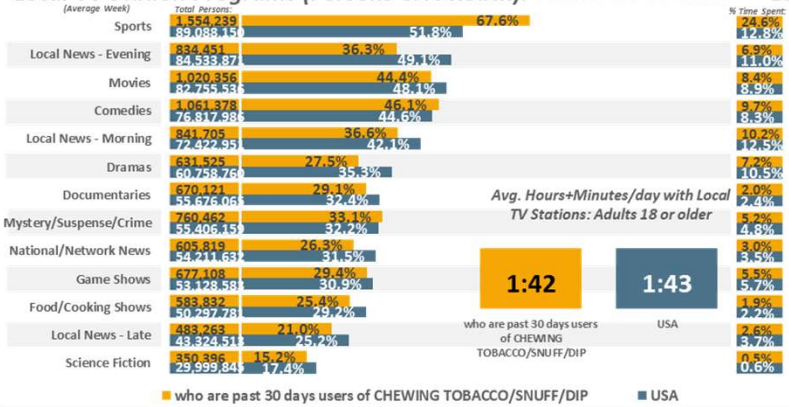
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Nicotine/other related products used past 30 days: Electronic cigarette (e-cigarette)

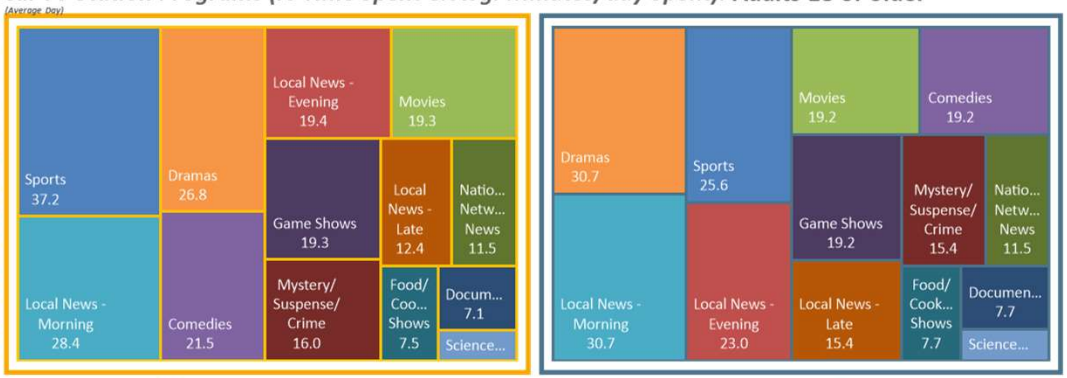


2,246,892 or 68.5% of Adults 18 or older who are past 30 days users of CHEWING TOBACCO/SNUFF/DIP watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Morning, Local News - Evening, and Mystery/Suspense/Crime.

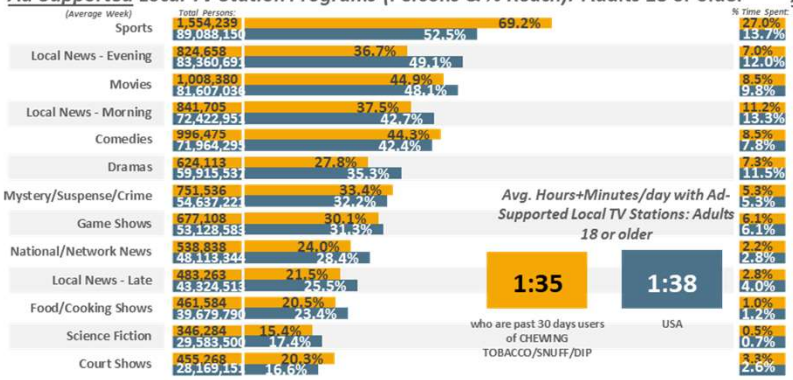
Local TV Station Programs (Persons & % Reach): Adults 18 or older



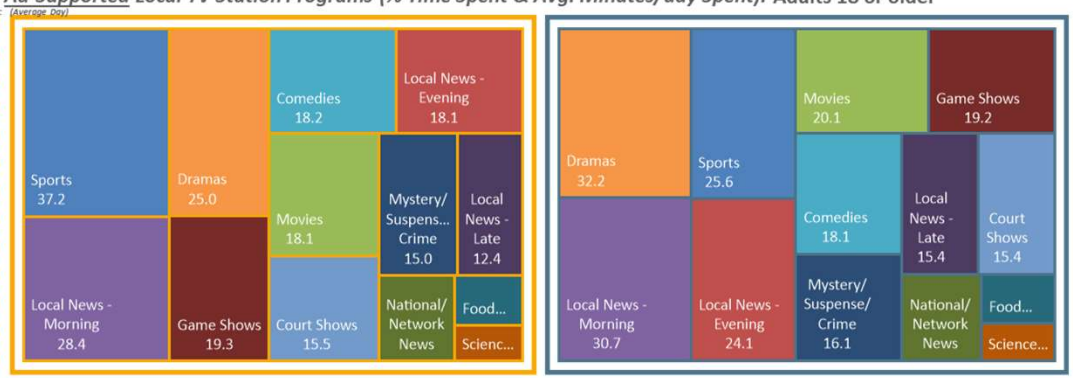
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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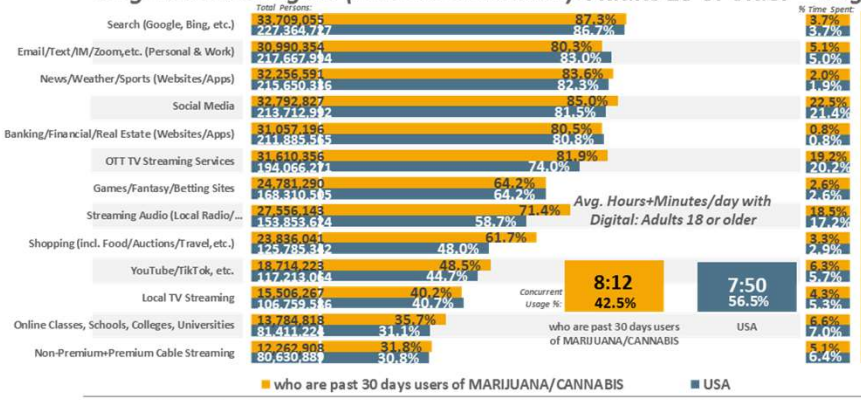
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Nicotine/other related products used past 30 days: Chewing tobacco, snuff, dip, or snus

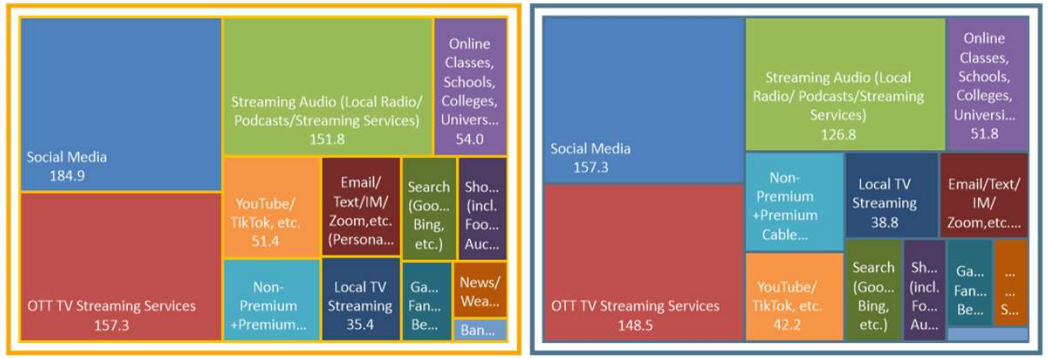


29,246,135 or 75.8% of Adults 18 or older who are past 30 days users of MARIJUANA/CANNABIS use Ad-Supported Social Media for an average of 170.1 minutes every day representing 27.6% of all time spent daily with Ad-Supported Digital Media.

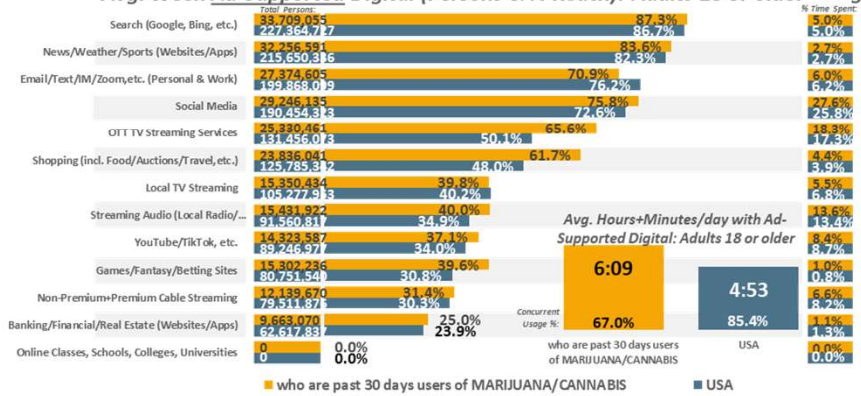
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



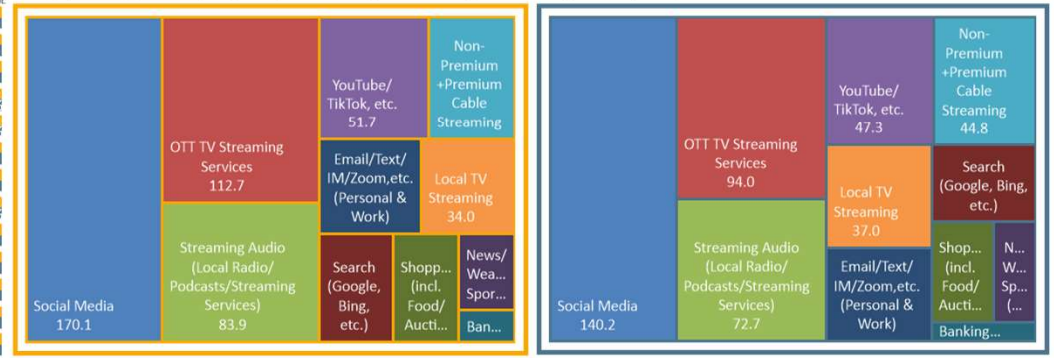
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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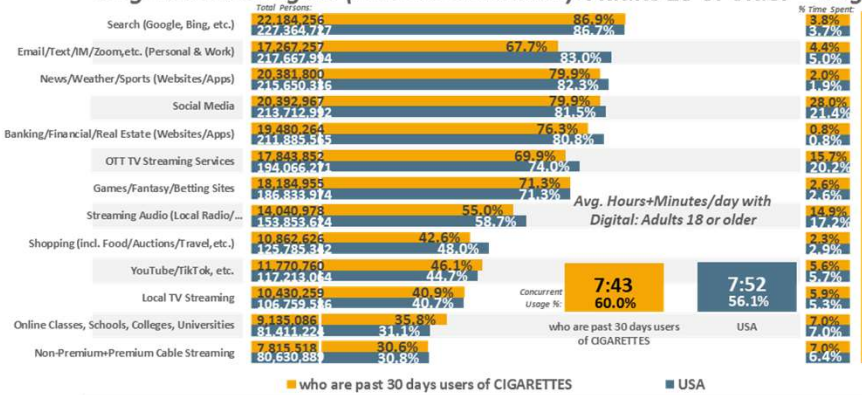
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Nicotine/other related products used past 30 days: Marijuana/cannabis (including edibles)

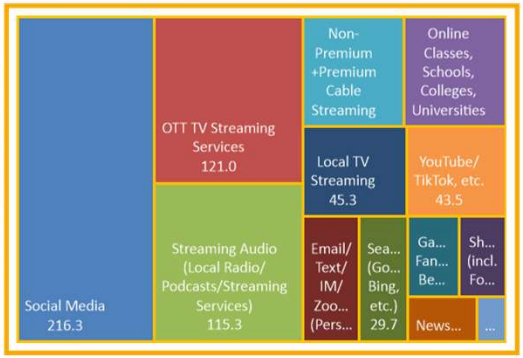


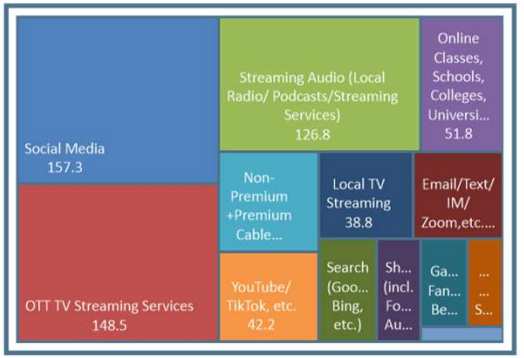
18,133,278 or 71.1% of Adults 18 or older who are past 30 days users of CIGARETTES use Ad-Supported Social Media for an average of 199. minutes every day representing 33.2% of all time spent daily with Ad-Supported Digital Media.

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

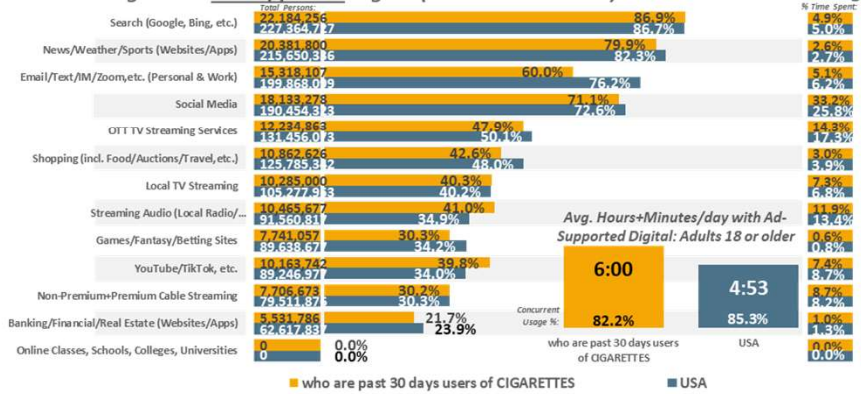


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

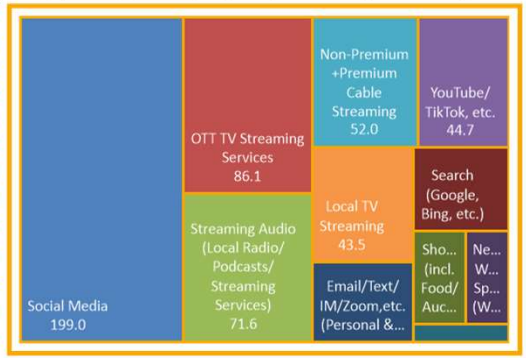


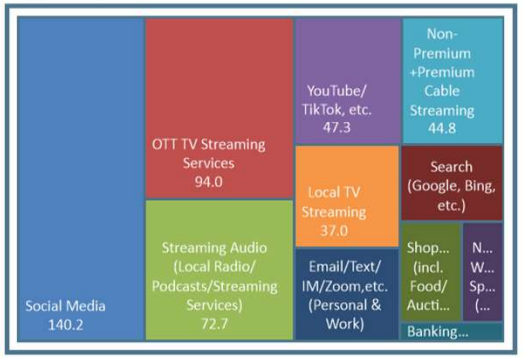


Avg. Week <u>Ad-Supported</u> Digital (Persons & % Reach): Adults 18 or older



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





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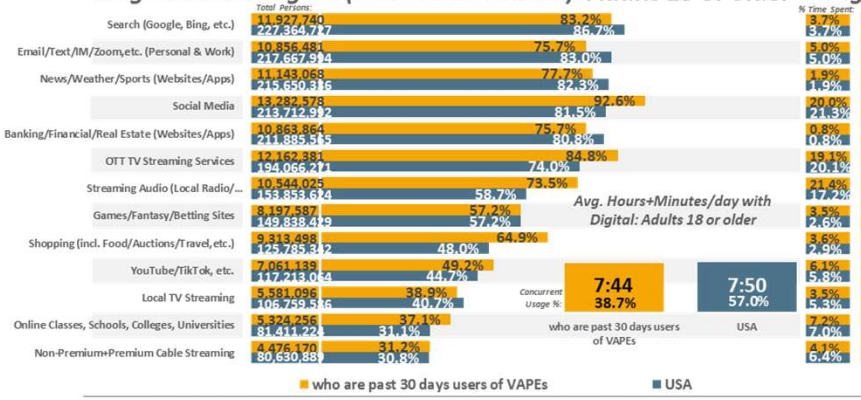
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Nicotine/other related products used past 30 days: Cigarette

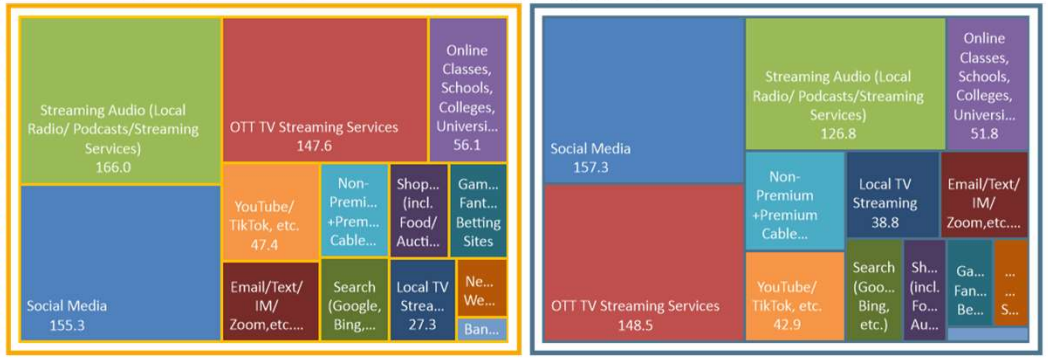


11,744,415 or 81.9% of Adults 18 or older who are past 30 days users of VAPEs use Ad-Supported Social Media for an average of 142.9 minutes every day representing 25.7% of all time spent daily with Ad-Supported Digital Media.

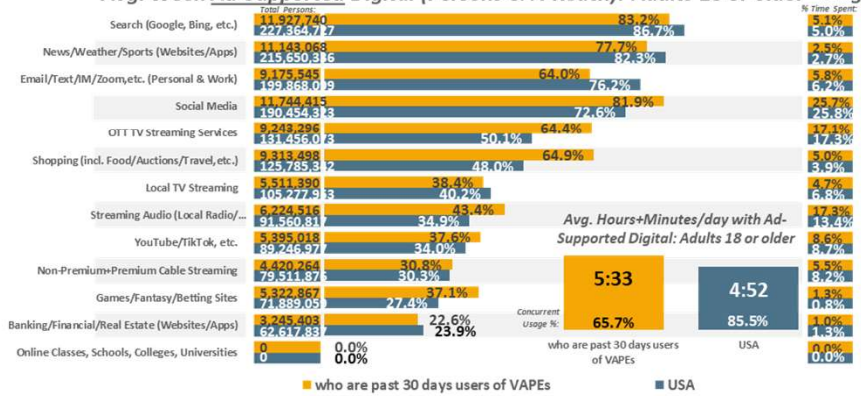
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



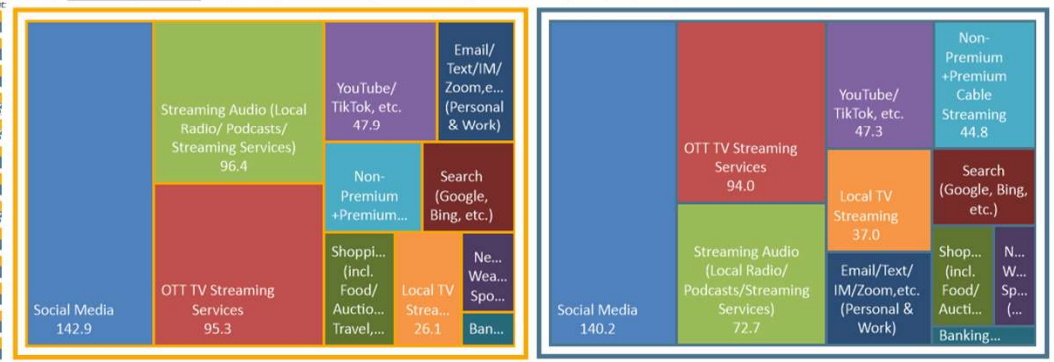
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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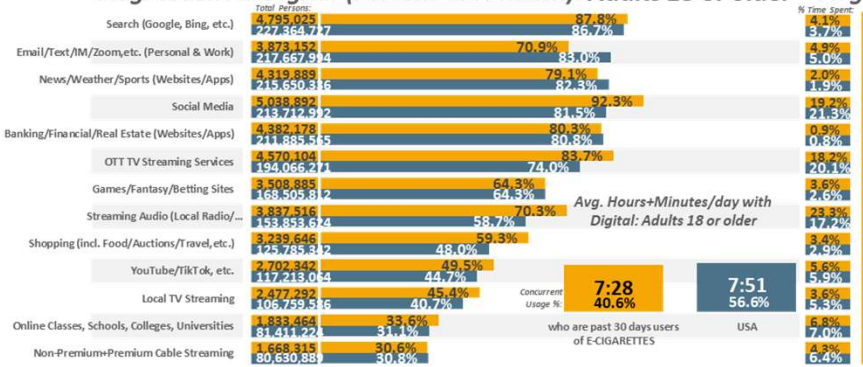
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Nicotine/other related products used past 30 days: Vape

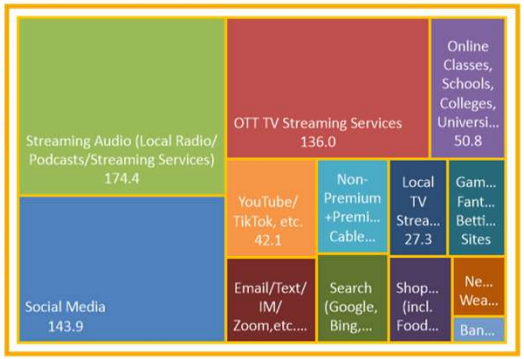


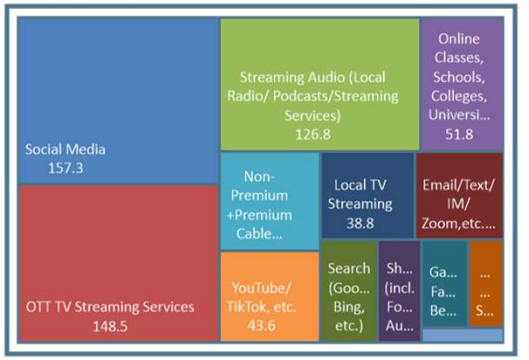
4,523,034 or 82.8% of Adults 18 or older who are past 30 days users of E-CIGARETTES use Ad-Supported Social Media for an average of 132.4 minutes every day representing 24.6% of all time spent daily with Ad-Supported Digital Media.

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

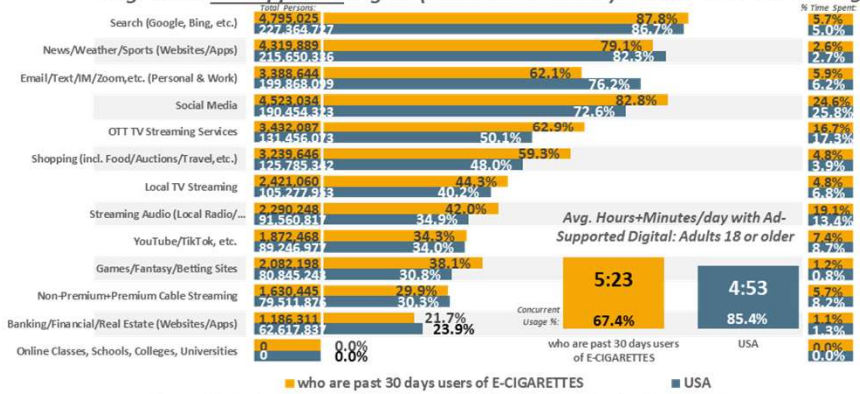


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

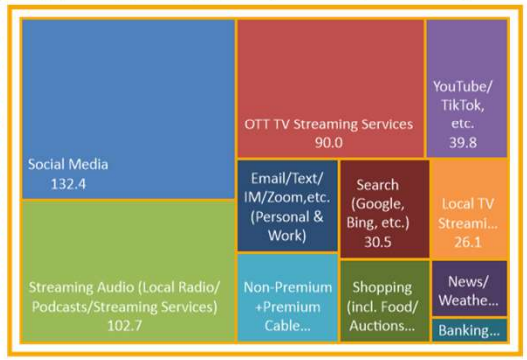


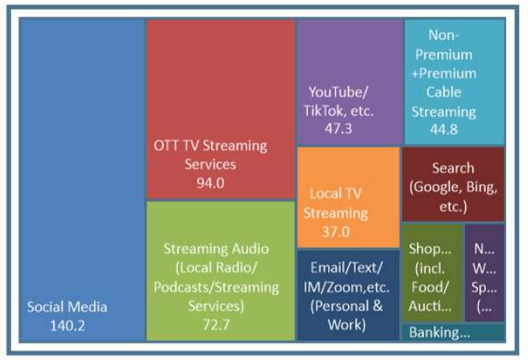


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,018

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

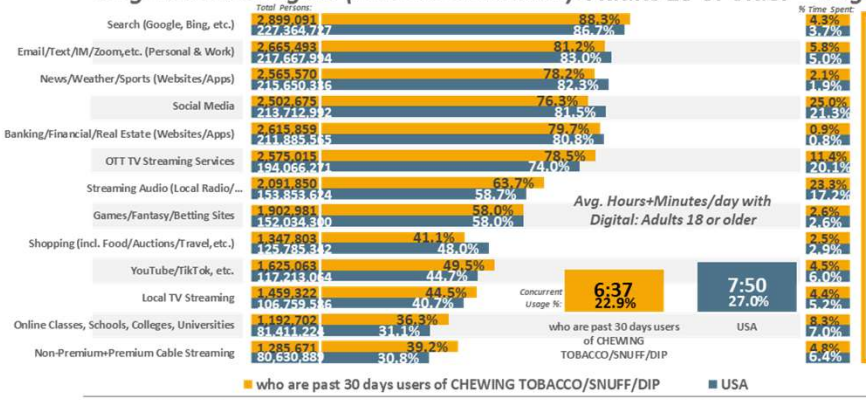
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Nicotine/other related products used past 30 days: Electronic cigarette (e-cigarette)

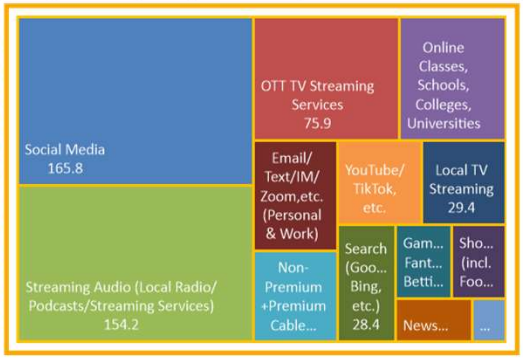


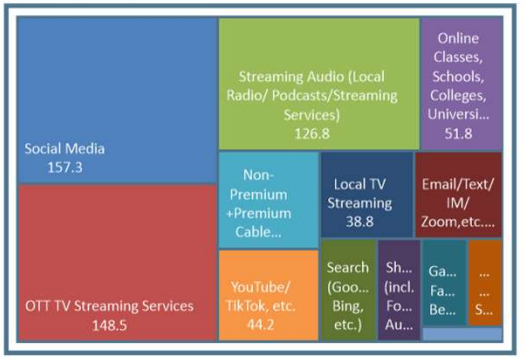
2,108,119 or 64.2% of Adults 18 or older who are past 30 days users of CHEWING TOBACCO/SNUFF/DIP use Ad-Supported Social Media for an average of 139.7 minutes every day representing 29.2% of all time spent daily with Ad-Supported Digital Media.

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



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

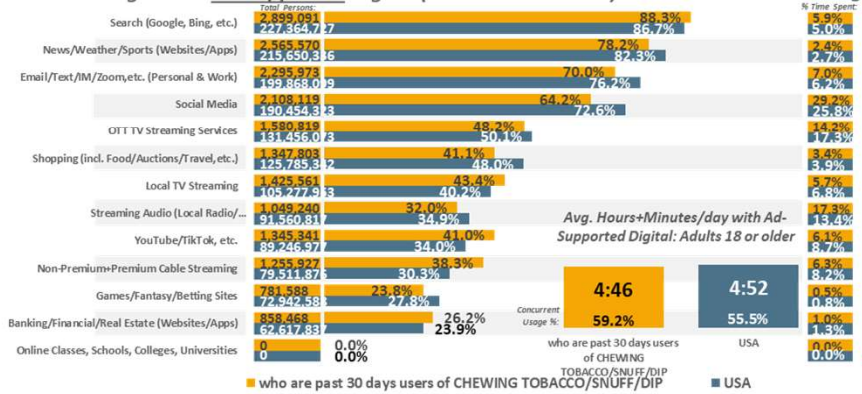




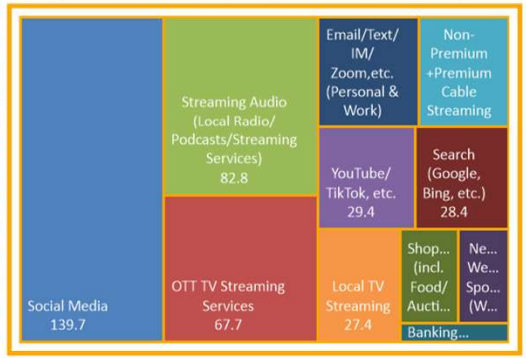
■ who are past 30 days users of CHEWING TOBACCO/SNUFF/DIP ■ USA

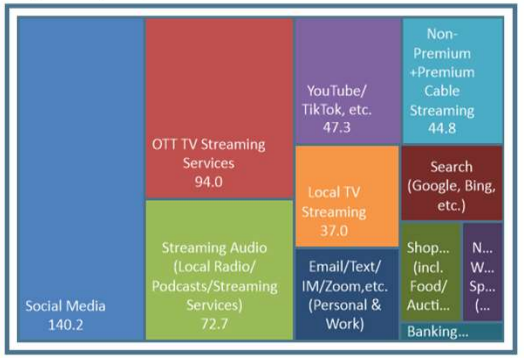
■ who are past 30 days users of CHEWING TOBACCO/SNUFF/DIP ■ USA

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



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





■ who are past 30 days users of CHEWING TOBACCO/SNUFF/DIP ■ USA

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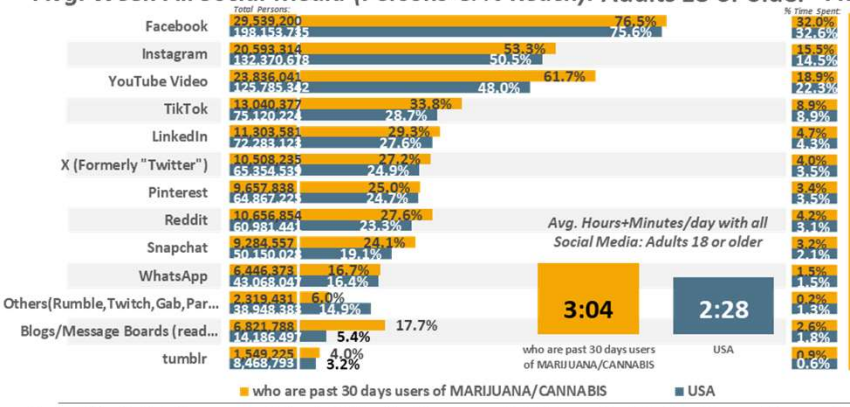
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Nicotine/other related products used past 30 days: Chewing tobacco, snuff, dip, or snus

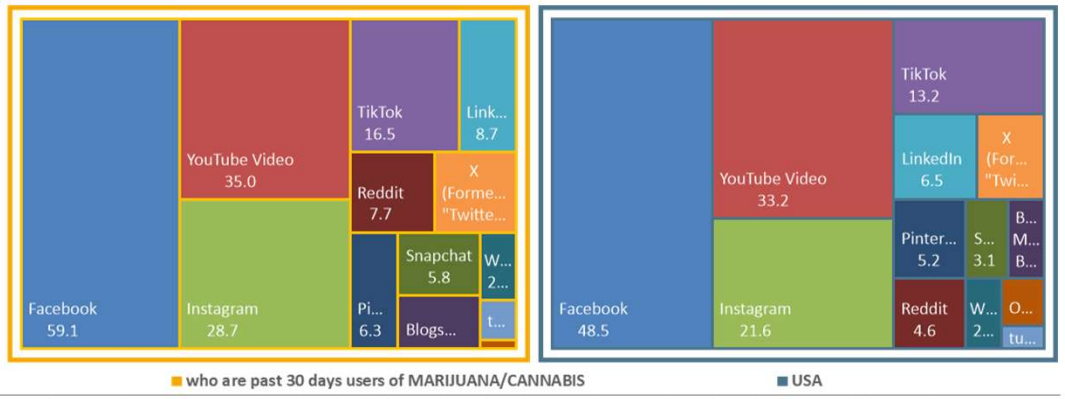


29,246,135 or 75.8% of Adults 18 or older who are past 30 days users of MARIJUANA/CANNABIS use Ad-Supported Facebook for an average of 53.8 minutes every day representing 32.6% of all time spent daily with Ad-Supported Social Media.

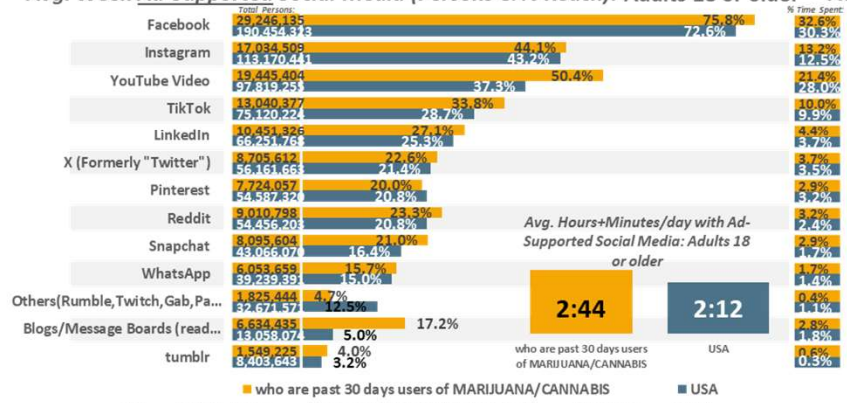
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



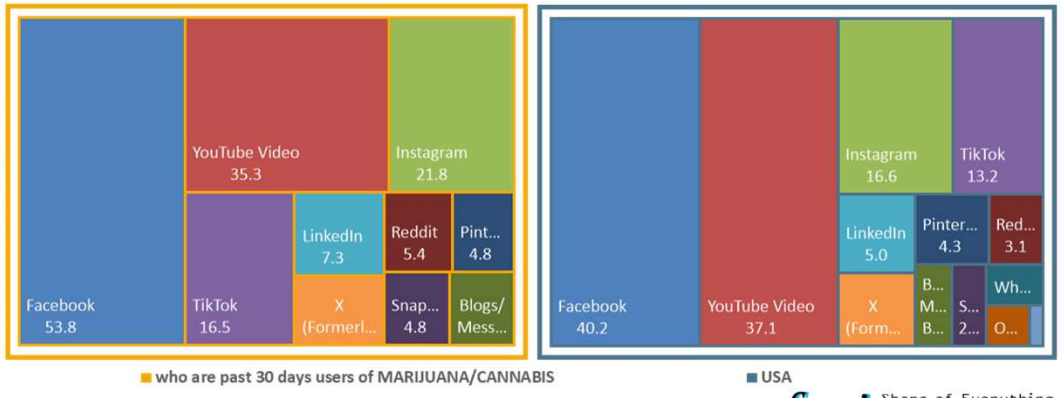
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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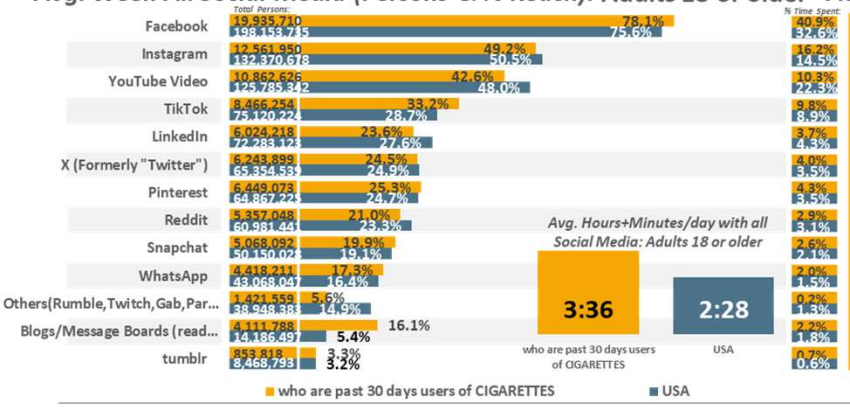
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Nicotine/other related products used past 30 days: Marijuana/cannabis (including edibles)

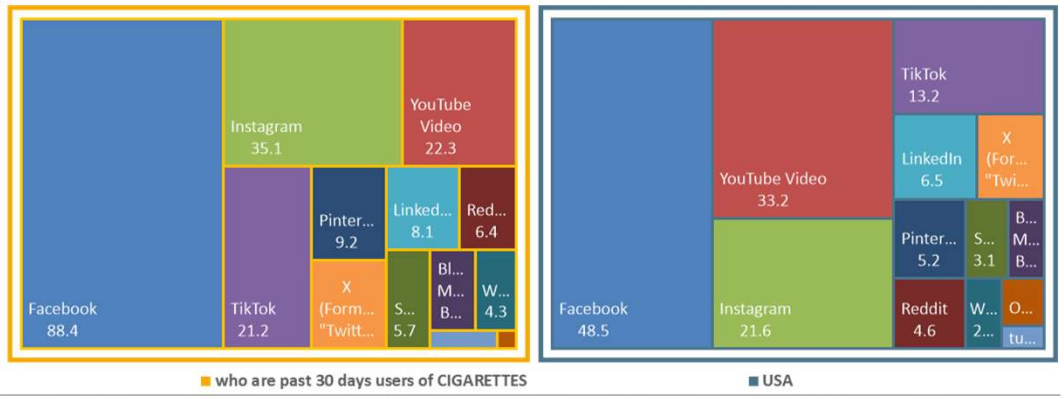


18,133,278 or 71.1% of Adults 18 or older who are past 30 days users of CIGARETTES use Ad-Supported Facebook for an average of 74.3 minutes every day representing 38.6% of all time spent daily with Ad-Supported Social Media.

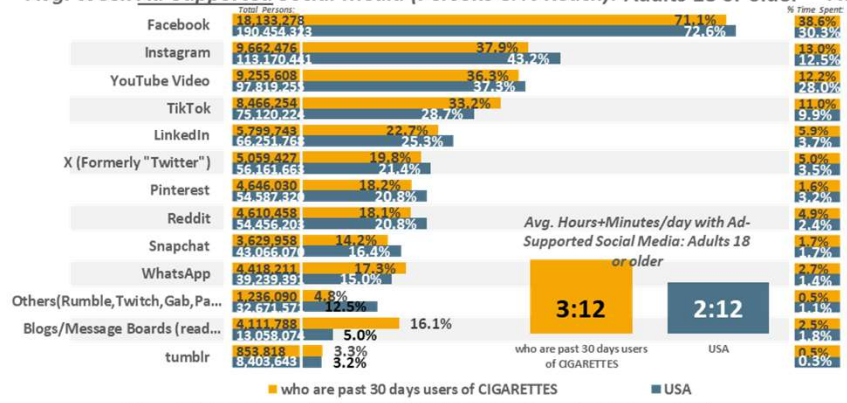
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



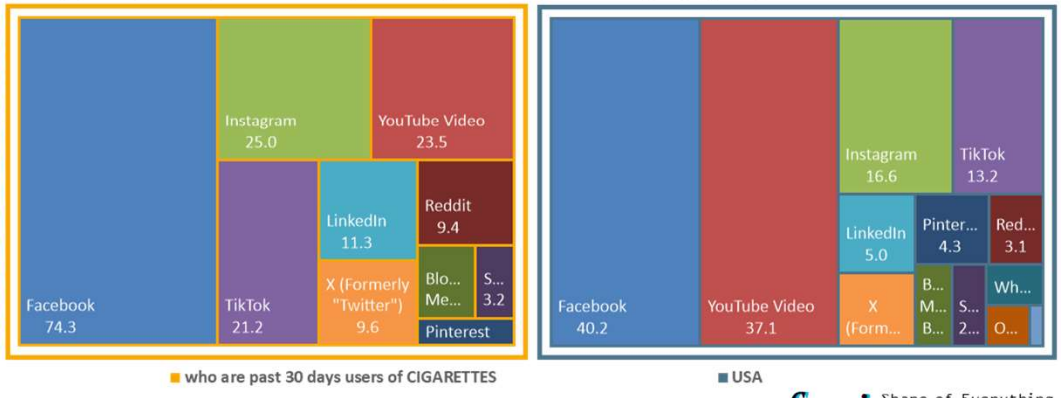
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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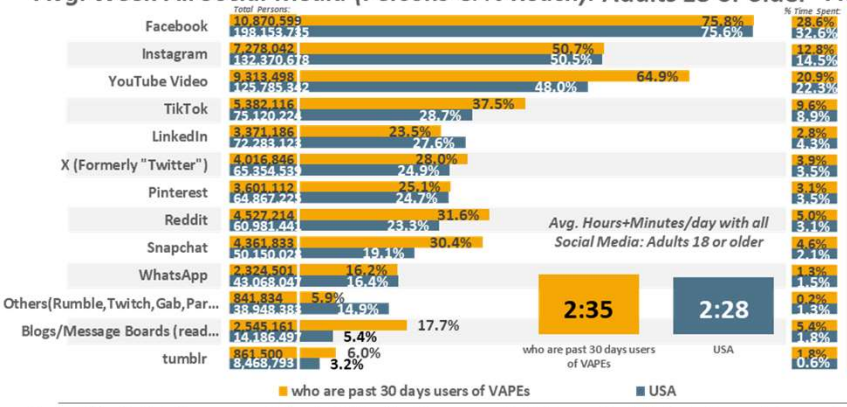
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Nicotine/other related products used past 30 days: Cigarette

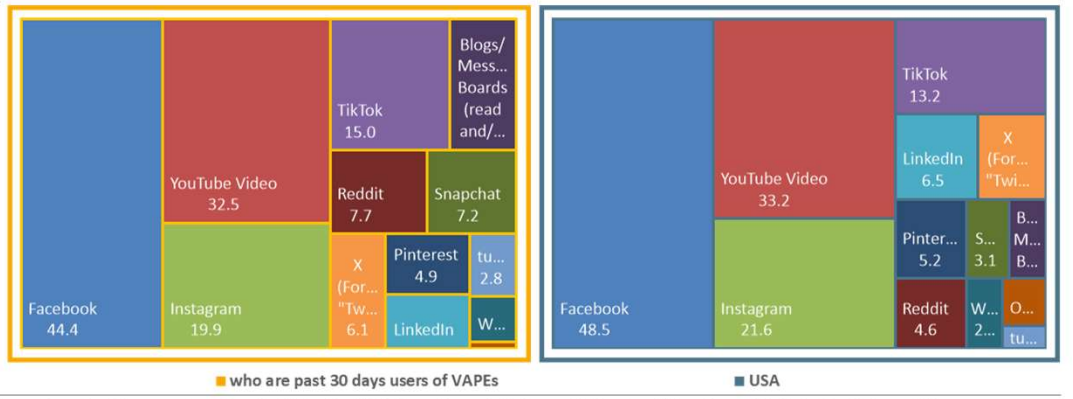


10,870,599 or 75.8% of Adults 18 or older who are past 30 days users of VAPEs use Ad-Supported Facebook for an average of 39.3 minutes every day representing 28.6% of all time spent daily with Ad-Supported Social Media.

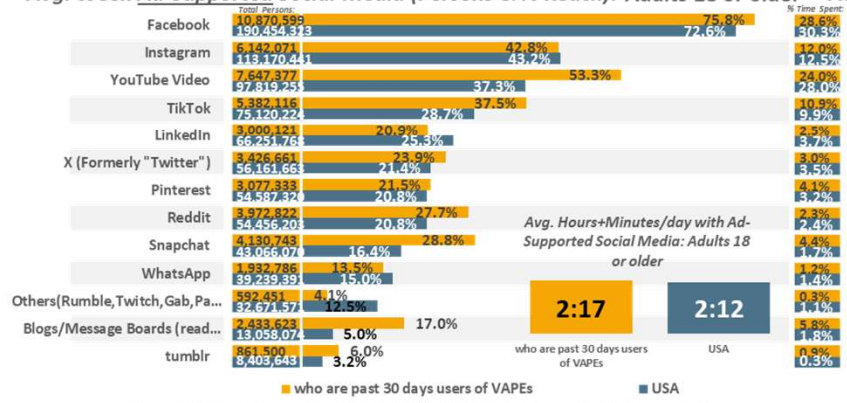
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



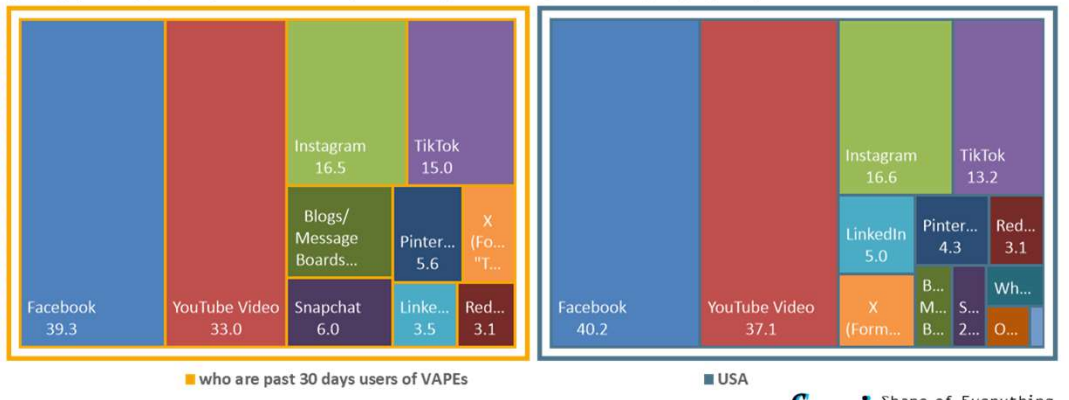
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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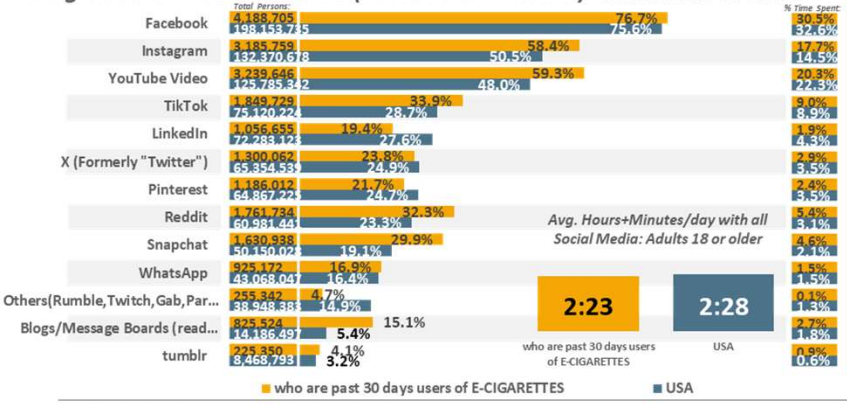
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Nicotine/other related products used past 30 days: Vape

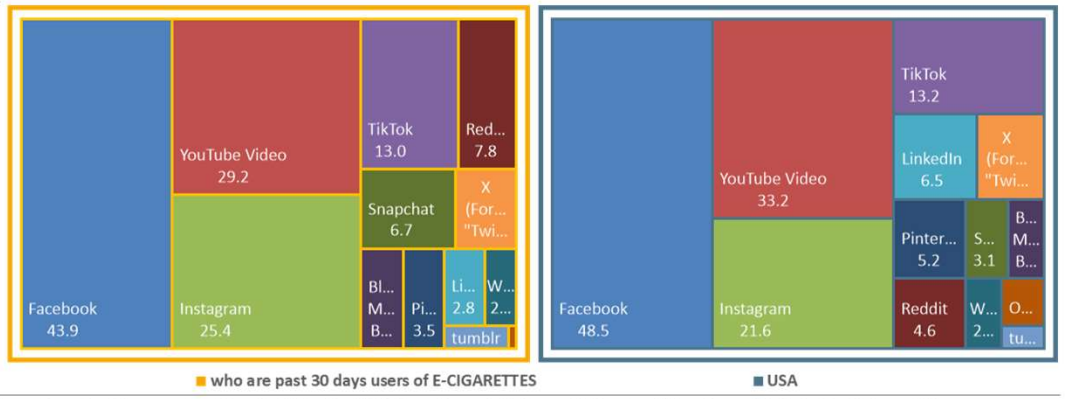


4,188,705 or 76.7% of Adults 18 or older who are past 30 days users of E-CIGARETTES use Ad-Supported Facebook for an average of 42.4 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.

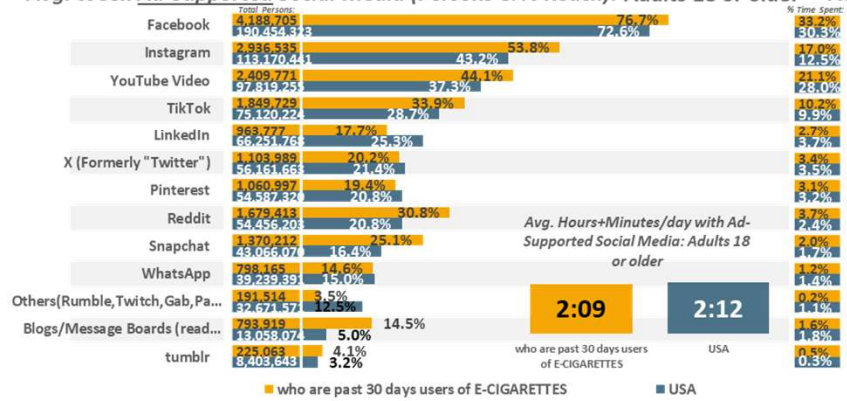
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



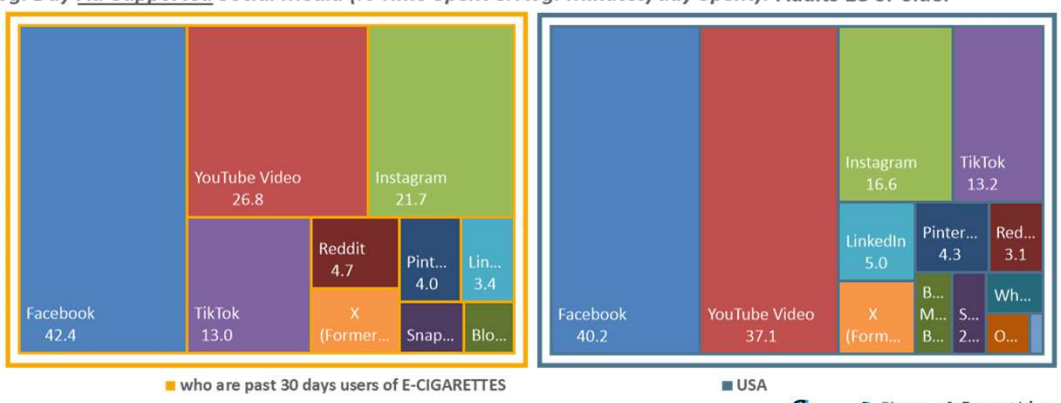
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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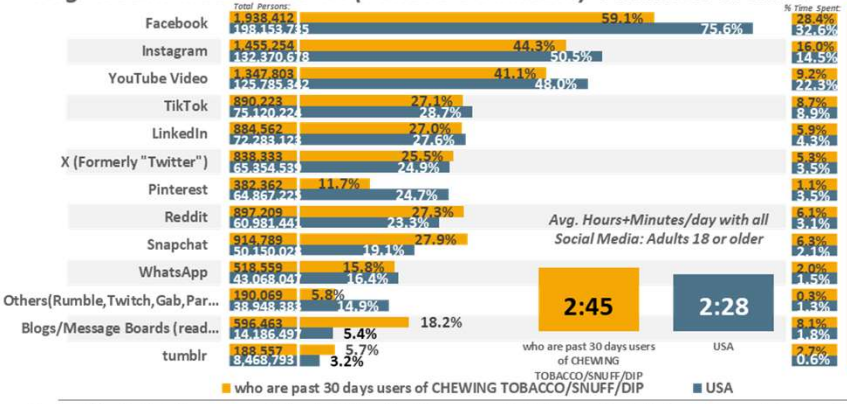
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Nicotine/other related products used past 30 days: Electronic cigarette (e-cigarette)

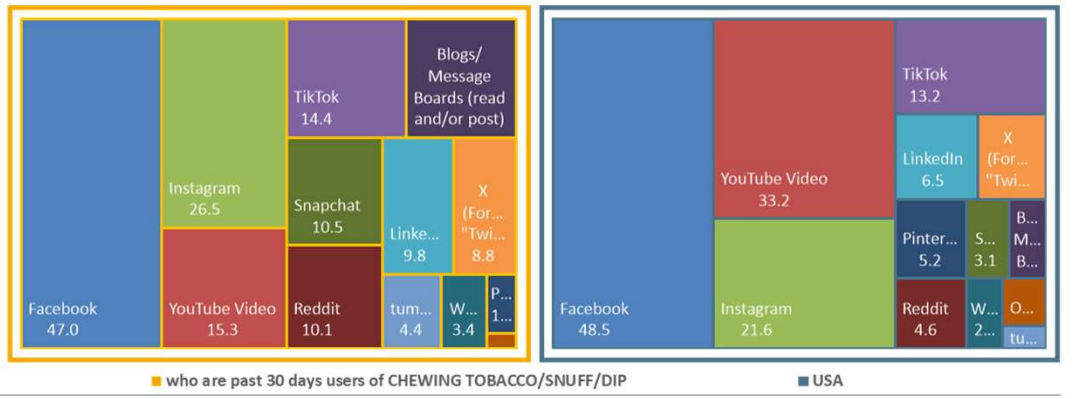


1,938,412 or 59.1% of Adults 18 or older who are past 30 days users of CHEWING TOBACCO/SNUFF/DIP use Ad-Supported Facebook for an average of 51.1 minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.

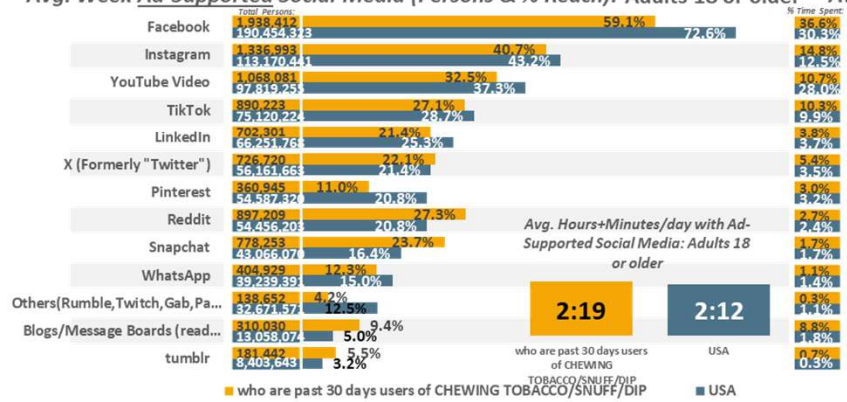
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



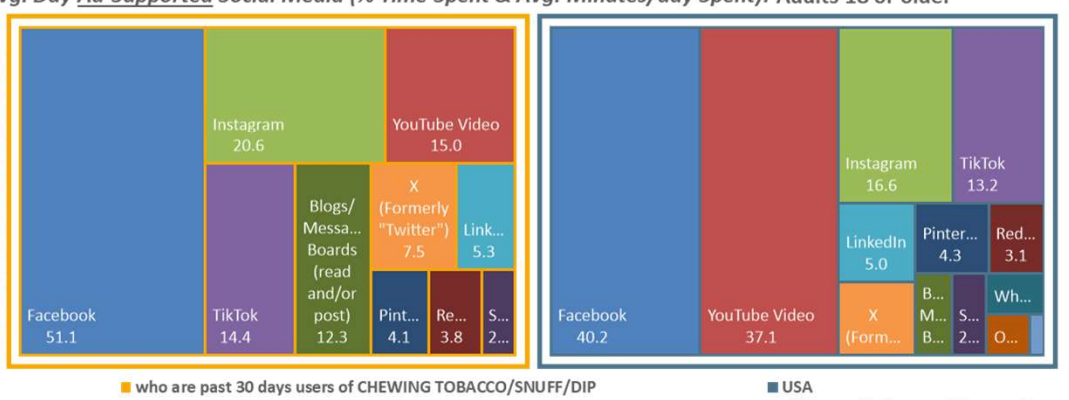
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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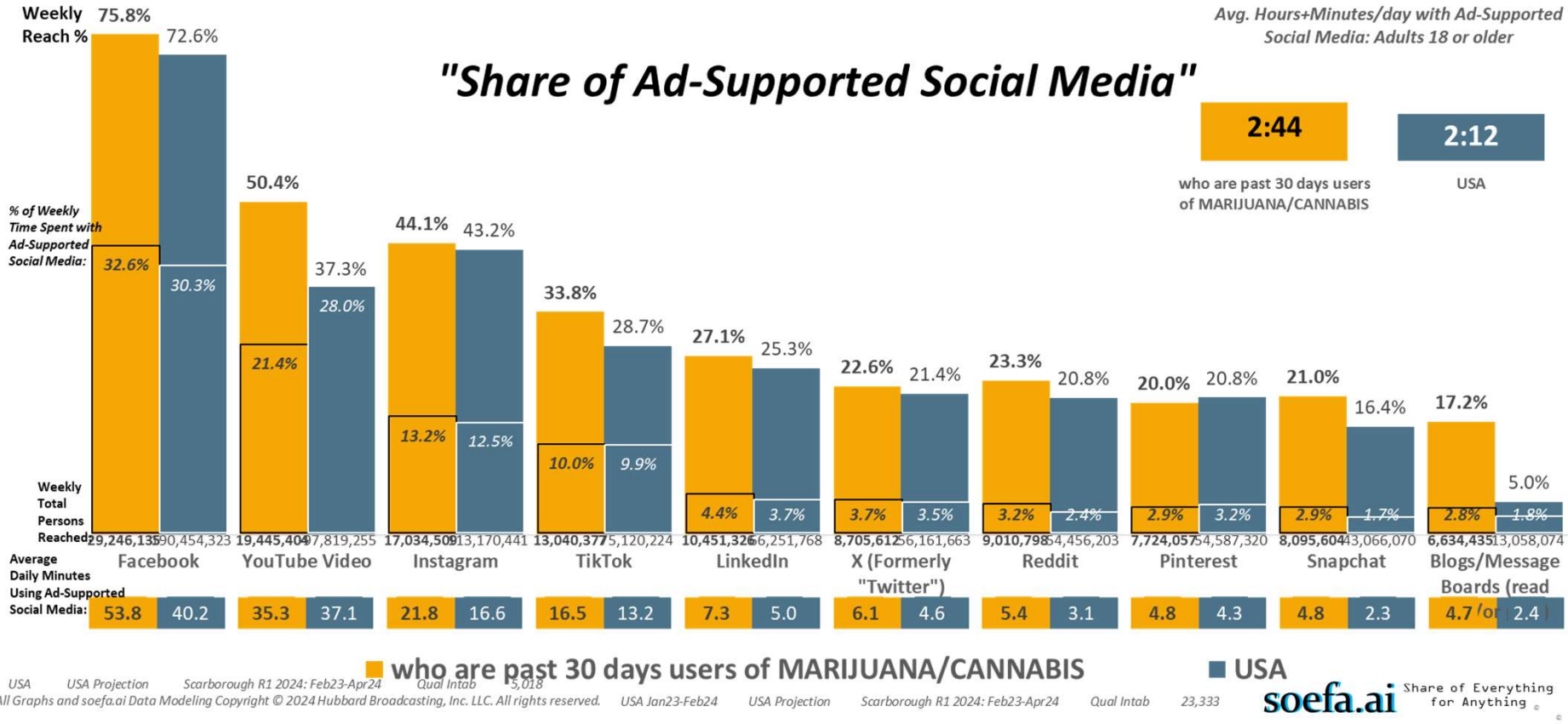
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Nicotine/other related products used past 30 days: Chewing tobacco, snuff, dip, or snus



29,246,135 or 75.8% of Adults 18 or older who are past 30 days users of MARIJUANA/CANNABIS use Ad-Supported Facebook for an average of 53.8 minutes every day representing 32.6% of all time spent daily with Ad-Supported Social Media.



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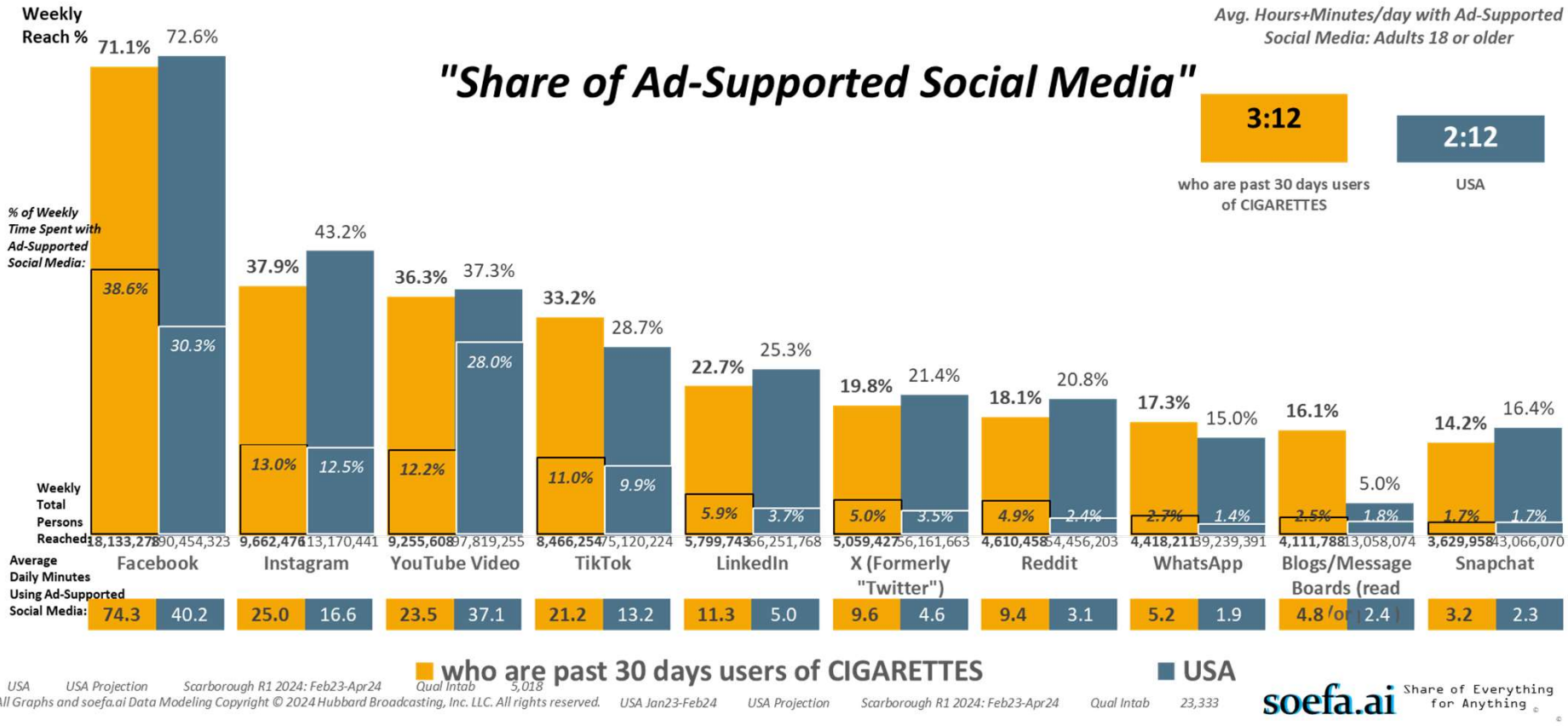
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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Nicotine/other related products used past 30 days: Marijuana/cannabis (including edibles)



18,133,278 or 71.1% of Adults 18 or older who are past 30 days users of CIGARETTES use Ad-Supported Facebook for an average of 74.3 minutes every day representing 38.6% of all time spent daily with Ad-Supported Social Media.



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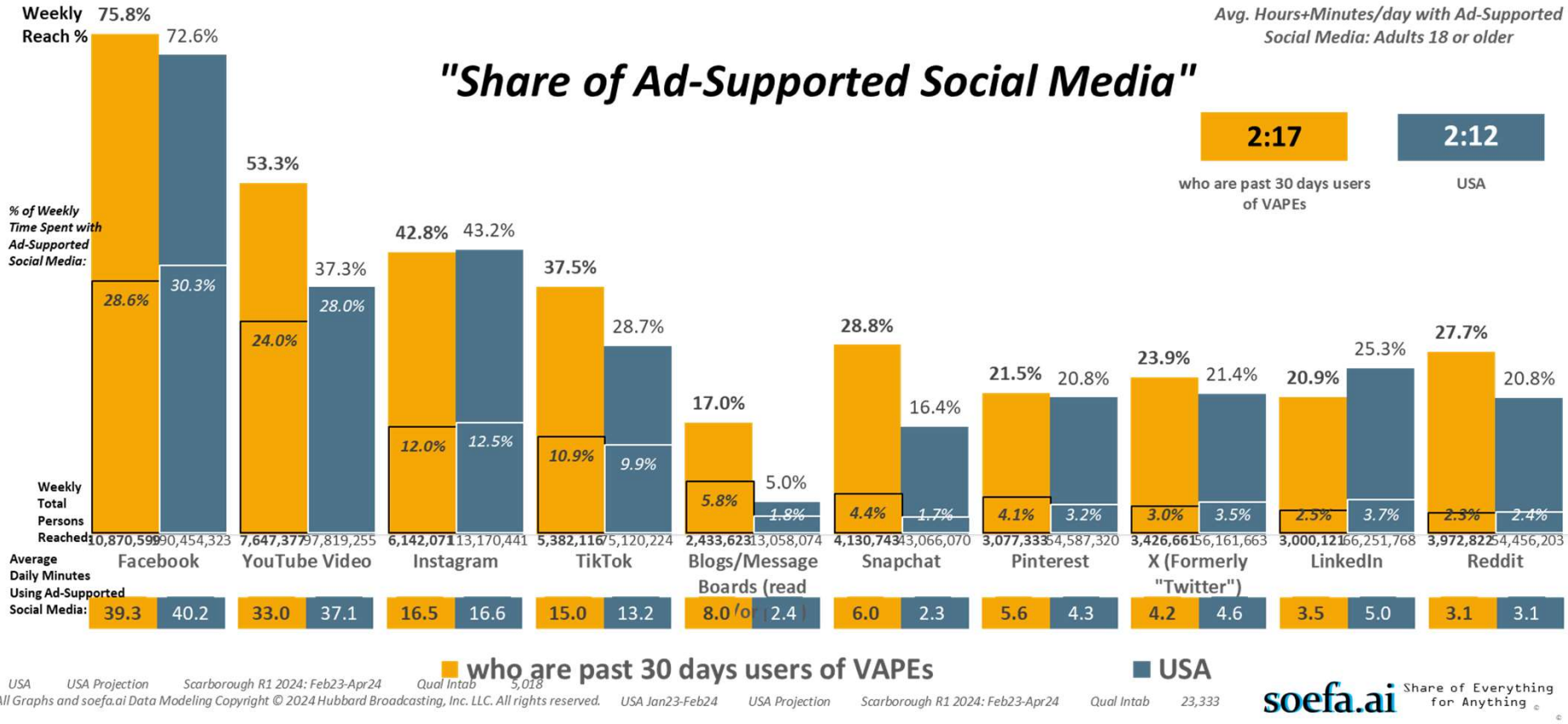
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Nicotine/other related products used past 30 days: Cigarette



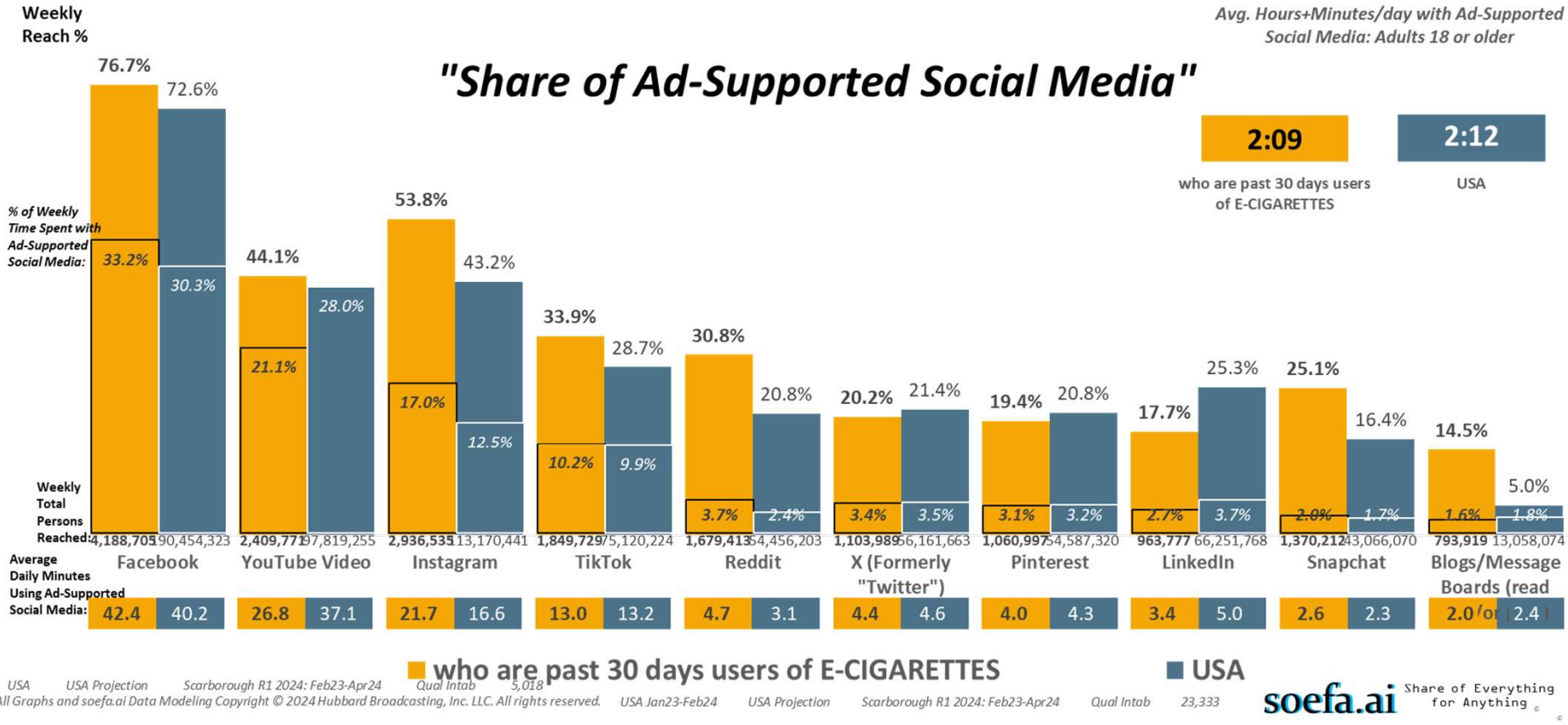
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Nicotine/other related products used past 30 days: Vape



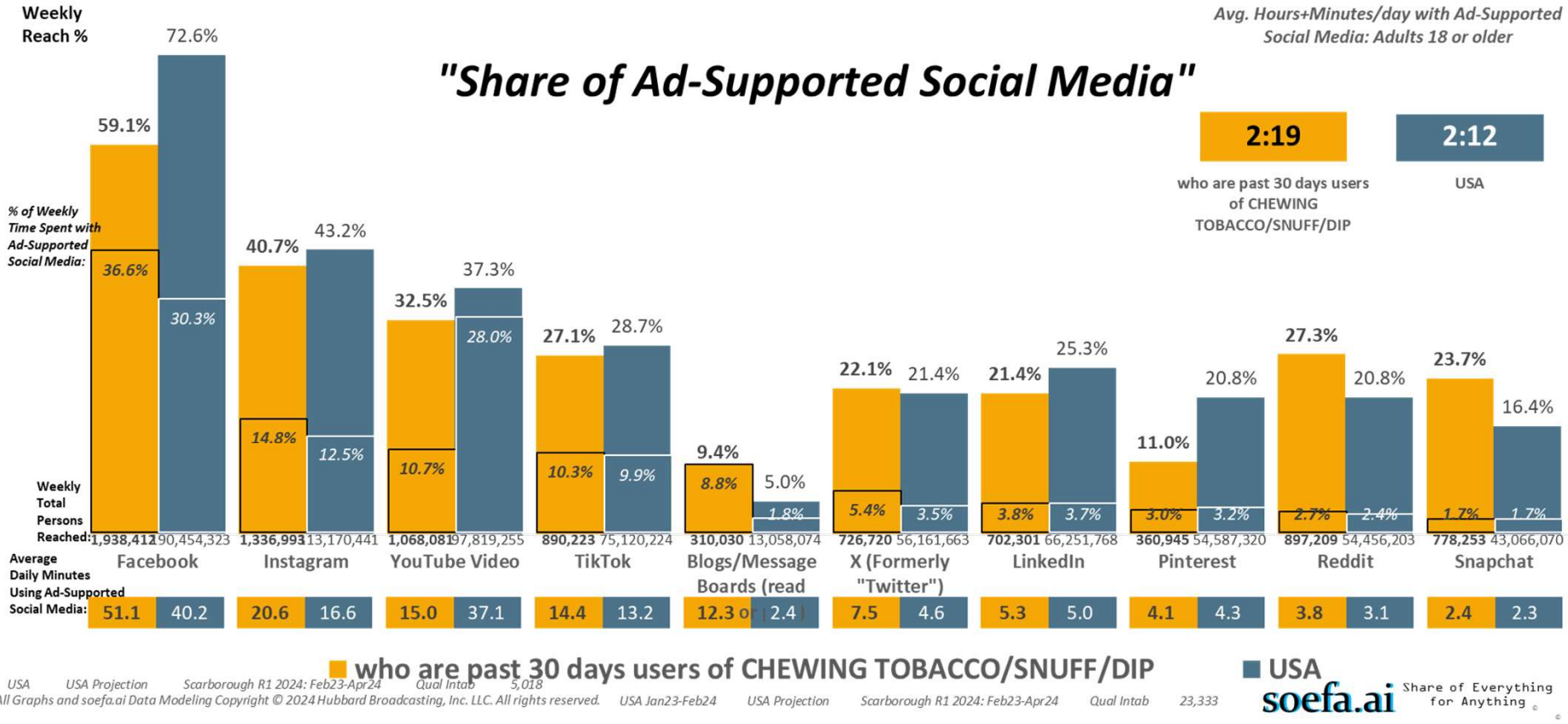
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Nicotine/other related products used past 30 days: Electronic cigarette (e-cigarette)



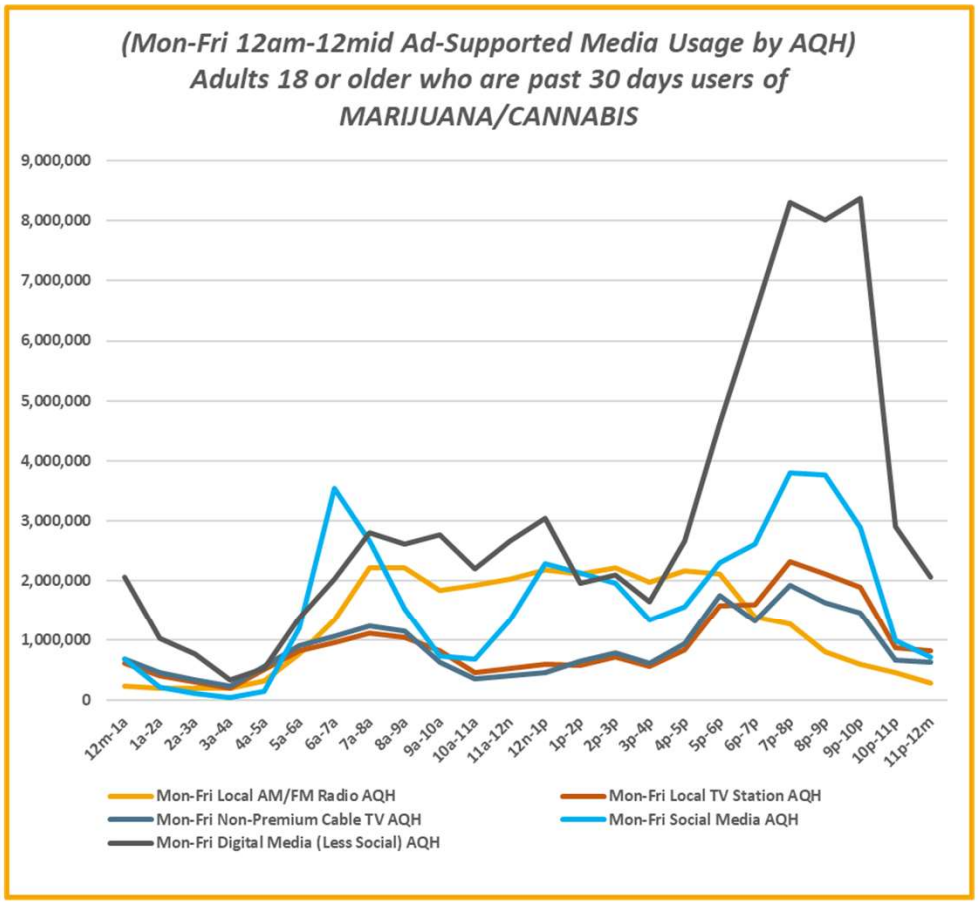
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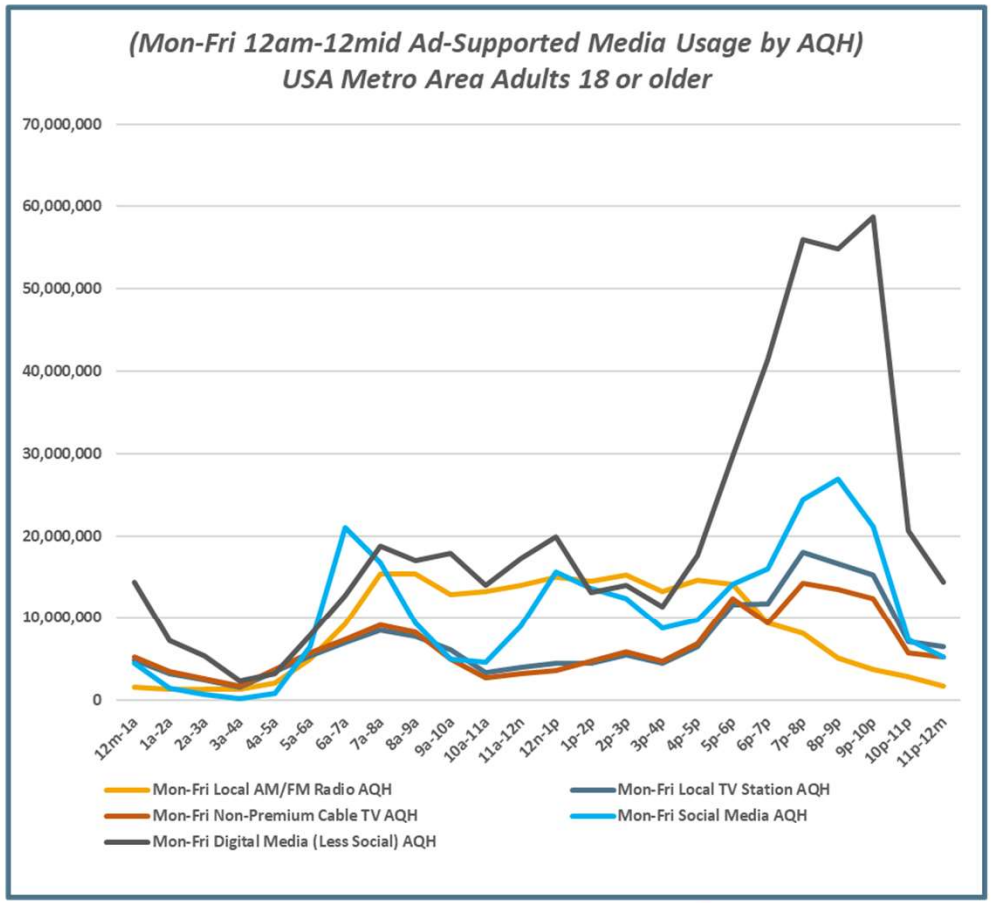


Nicotine/other related products used past 30 days: Chewing tobacco, snuff, dip, or snus



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,886,400; Local Radio: 1,975,918; Social Media: 1,896,363; Local TV: 874,974; Non-Prem. Cable: 872,513 reaching Adults 18 or older who are past 30 days users of MARIJUAN





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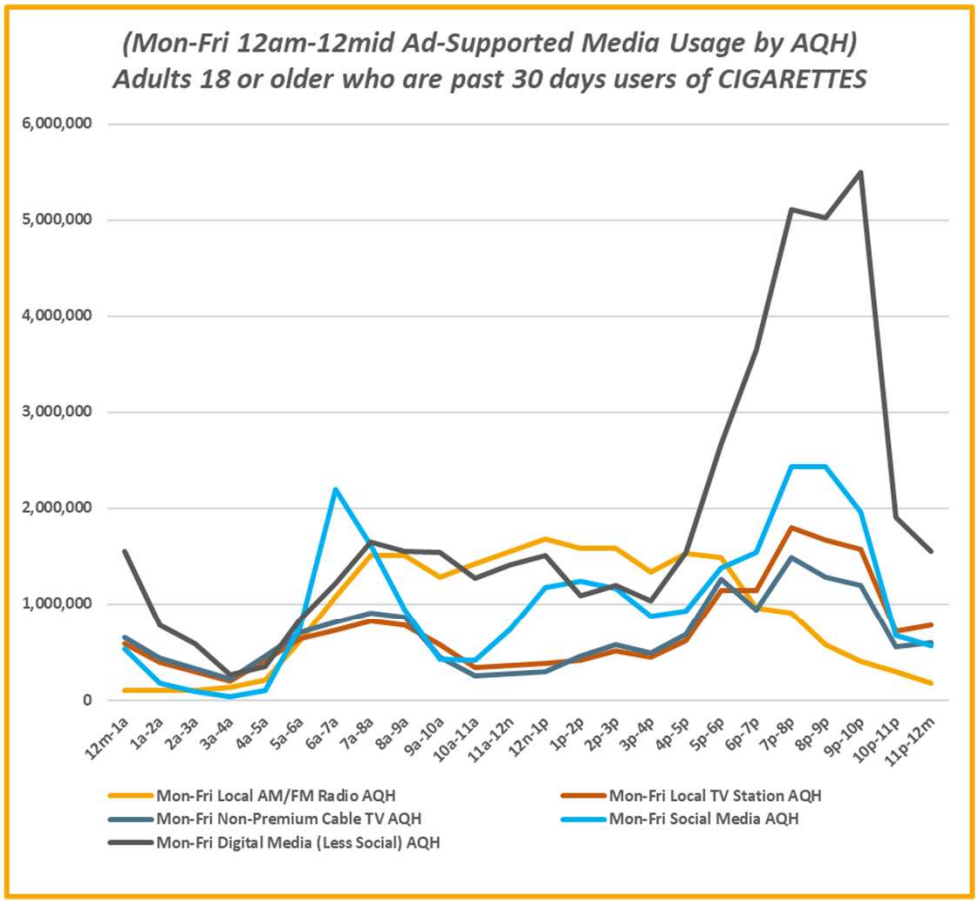
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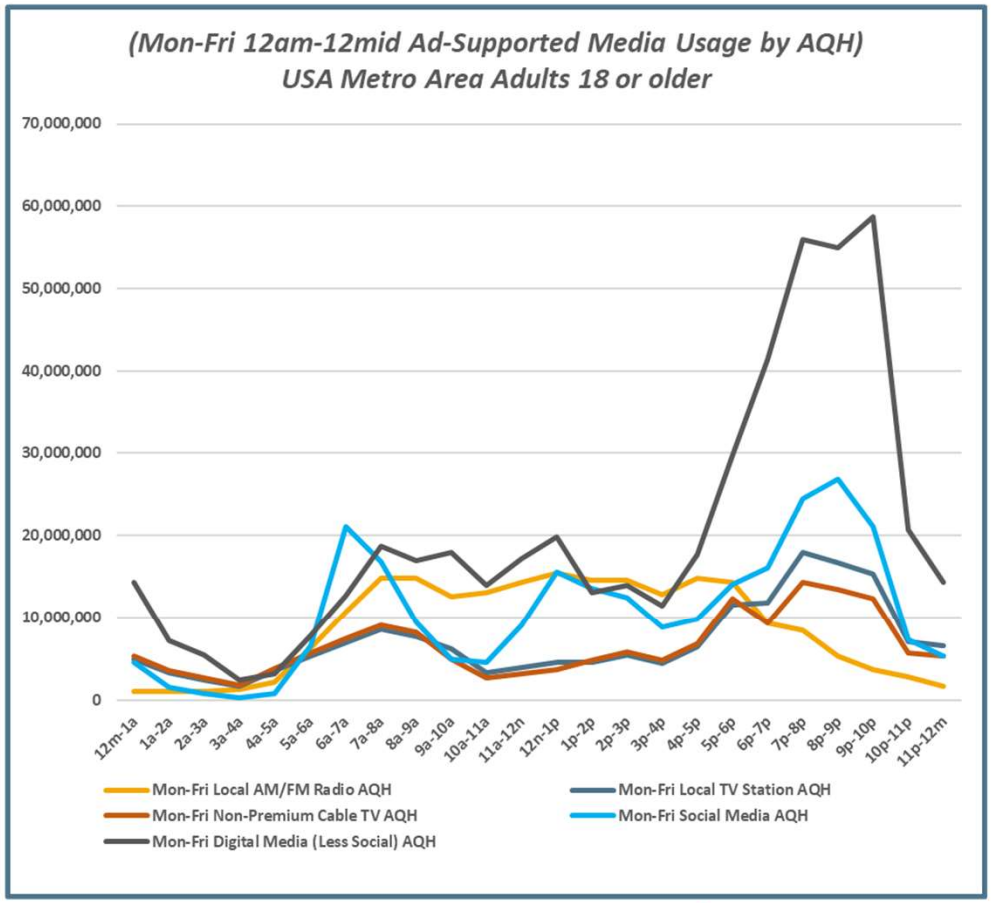
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Nicotine/other related products used past 30 days: Marijuana/cannabis (including edibles)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,637,163; Local Radio: 1,422,689; Social Media: 1,121,196; Non-Prem. Cable: 631,143; Local TV: 630,803 reaching Adults 18 or older who are past 30 days users of CIGARETT





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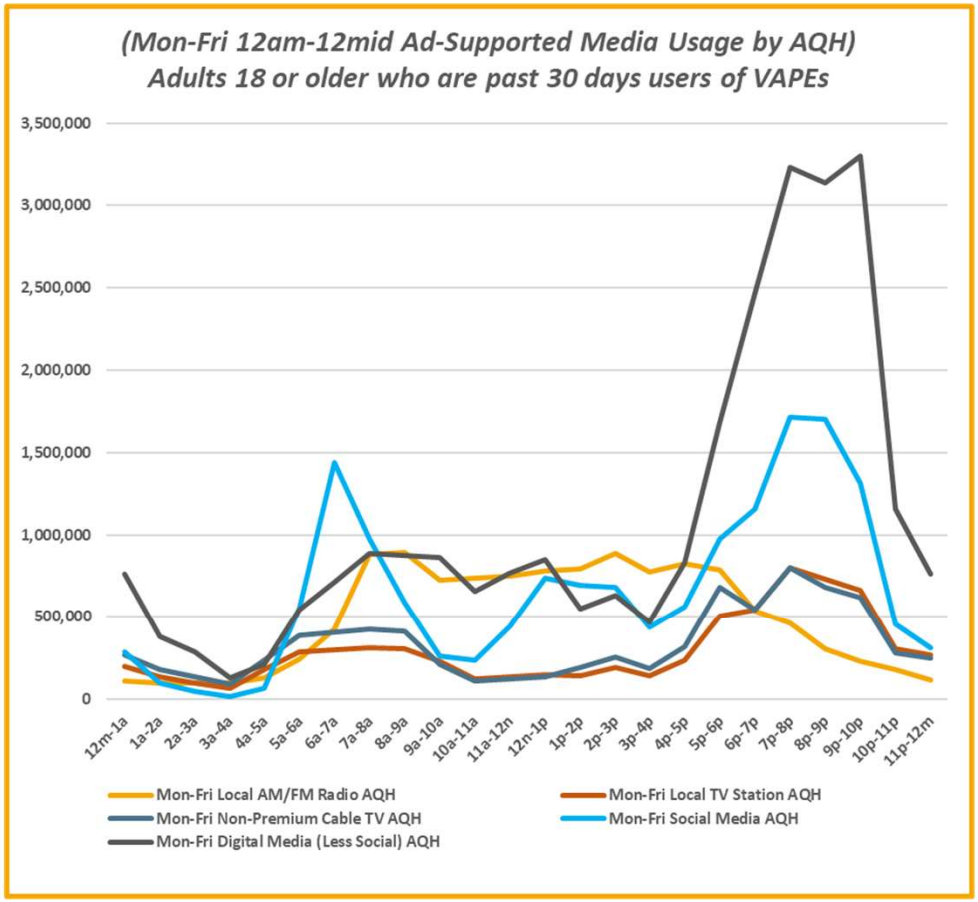
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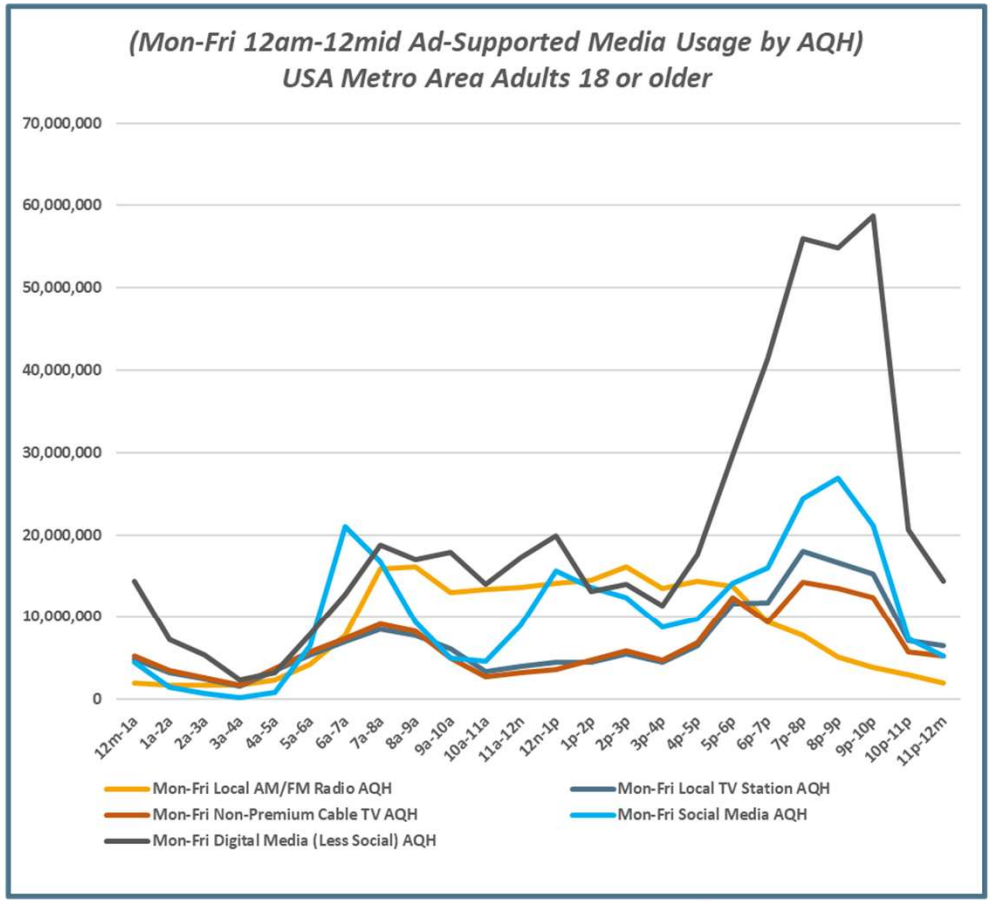
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Nicotine/other related products used past 30 days: Cigarette



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 941,082; Local Radio: 753,993; Social Media: 706,693; Non-Prem. Cable: 307,911; Local TV: 254,033 reaching Adults 18 or older who are past 30 days users of VAPEs.





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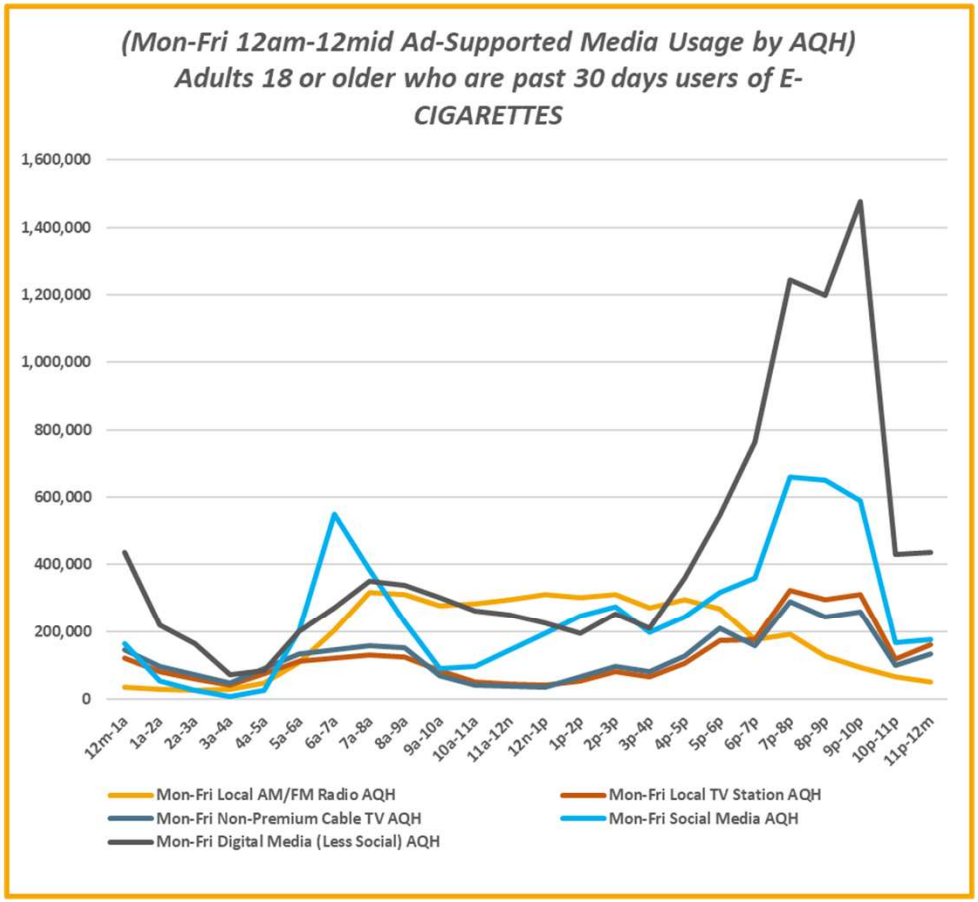
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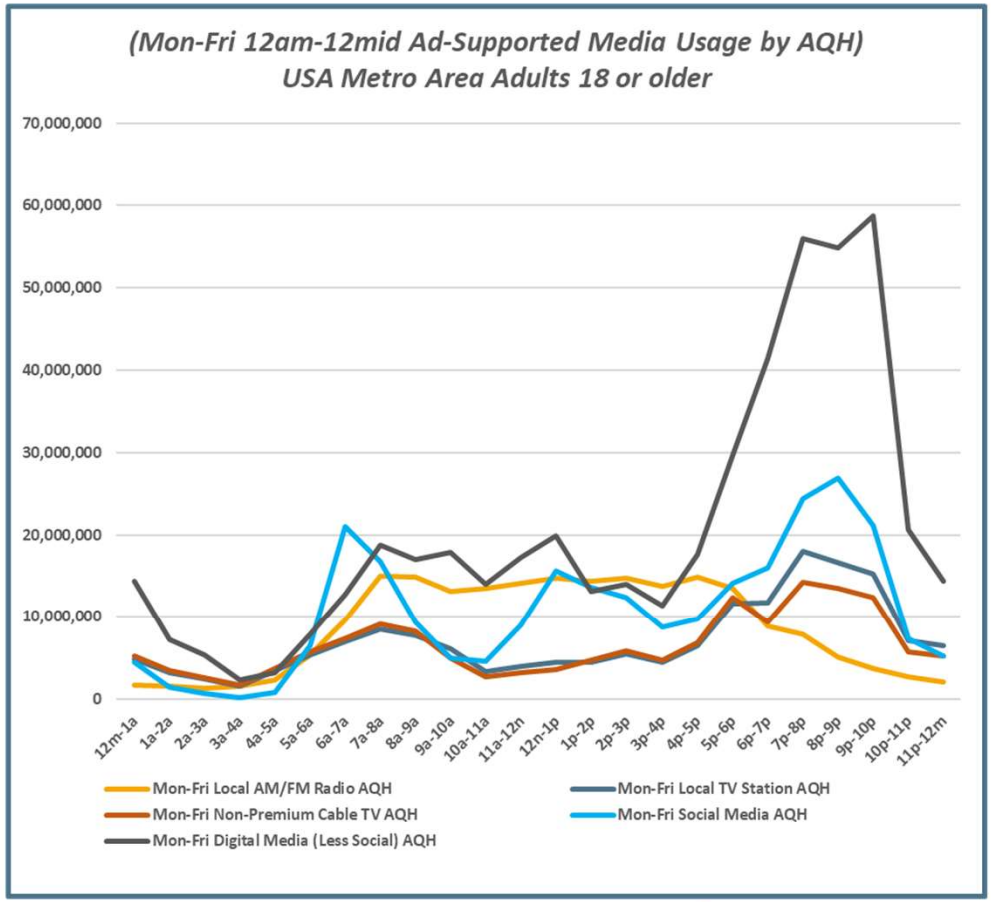
soefa.ai Share of Everything for Anything ©

Nicotine/other related products used past 30 days: Vape



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 333,241; Local Radio: 278,380; Social Media: 256,155; Non-Prem. Cable: 105,605; Local TV: 96,355 reaching Adults 18 or older who are past 30 days users of E-CIGARETTES.





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,018

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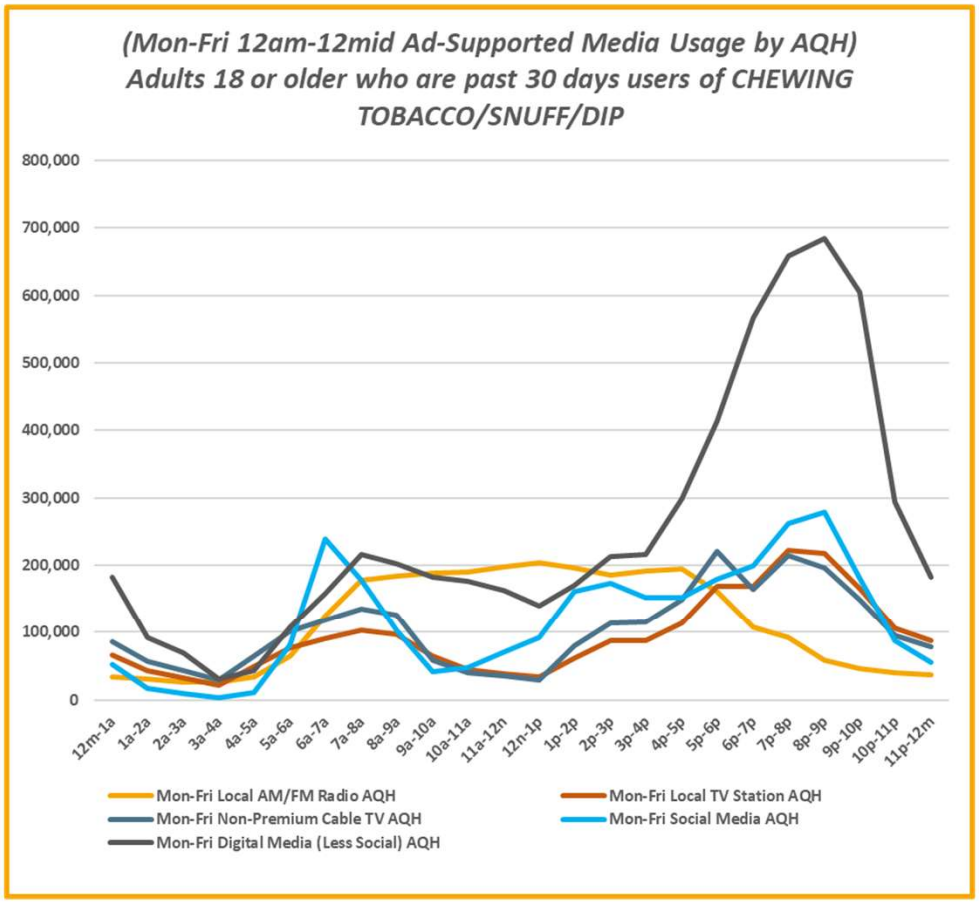
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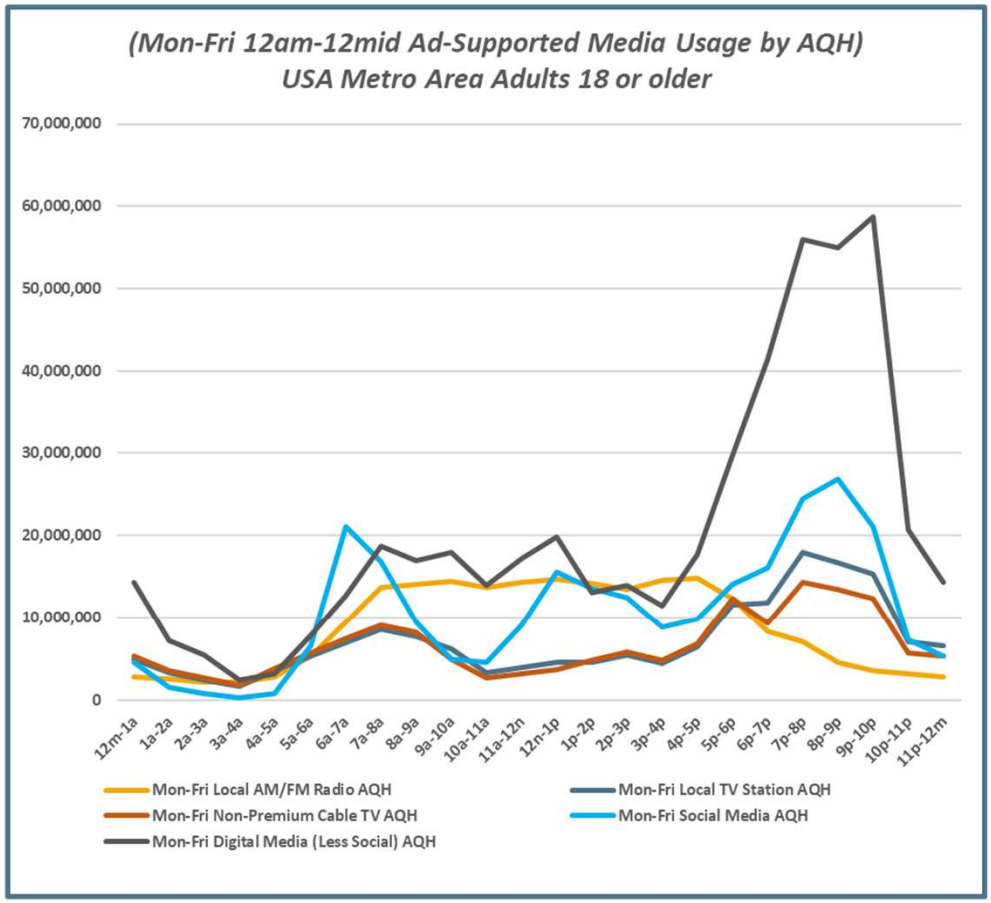
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Nicotine/other related products used past 30 days: Electronic cigarette (e-cigarette)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 239,518; Local Radio: 177,180; Social Media: 137,543; Non-Prem. Cable: 106,273; Local TV: 89,187 reaching Adults 18 or older who are past 30 days users of CHEWING TOBACCO





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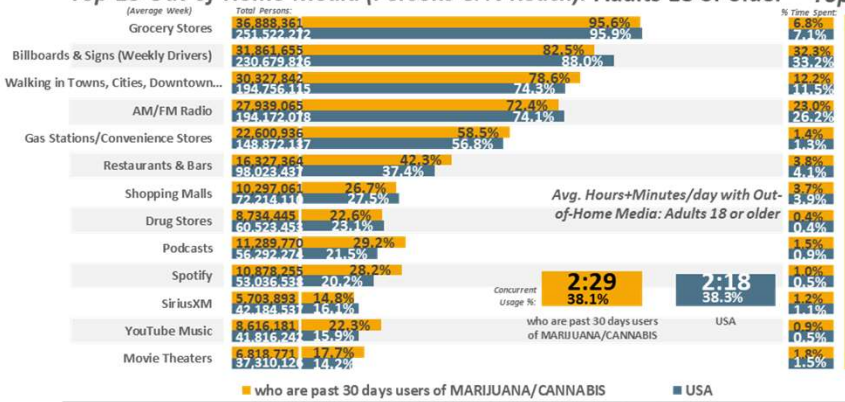
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Nicotine/other related products used past 30 days: Chewing tobacco, snuff, dip, or snus

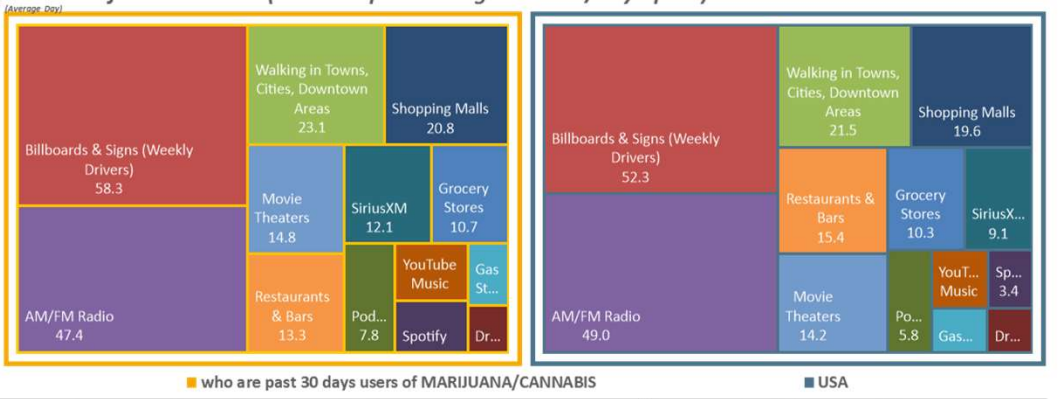


31,861,655 or 82.5% of Adults 18 or older who are past 30 days users of MARIJUANA/CANNABIS spend an average of 58.3 minutes per day driving, seeing Billboards and Signs. 70.8% Listen to Local Radio Stations Out-of-Home for an average of 43.6 minutes/day.

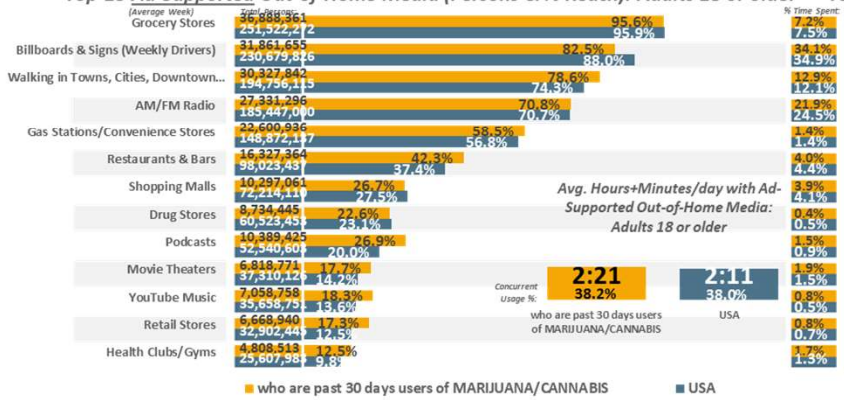
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



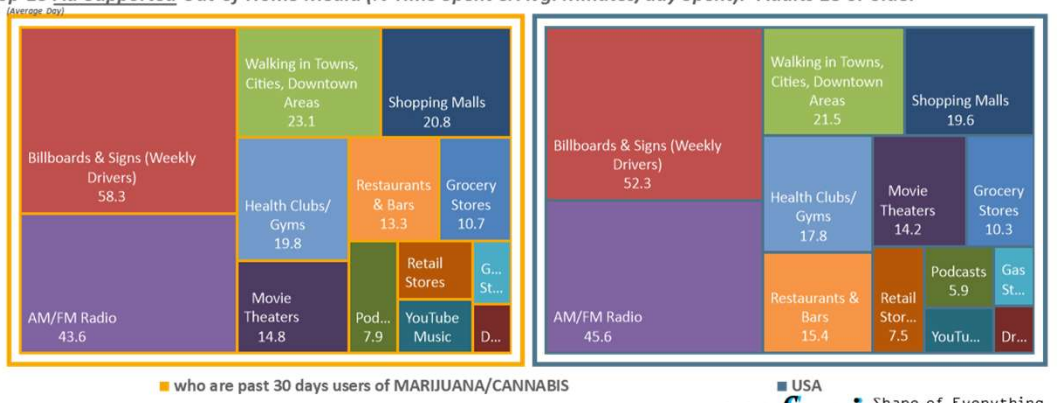
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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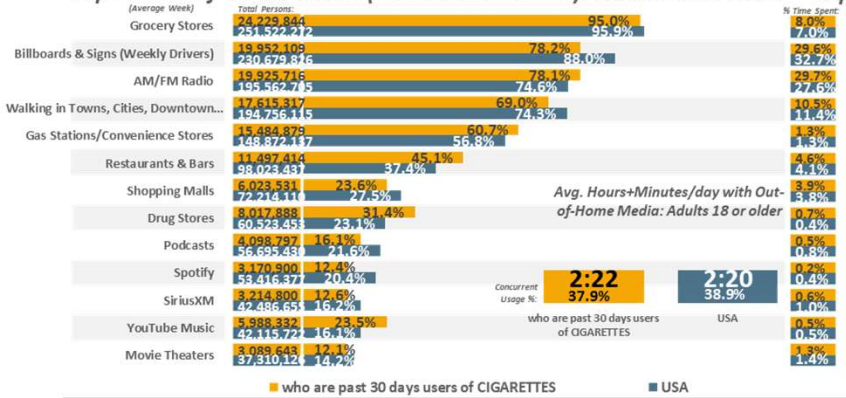
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Nicotine/other related products used past 30 days: Marijuana/cannabis (including edibles)

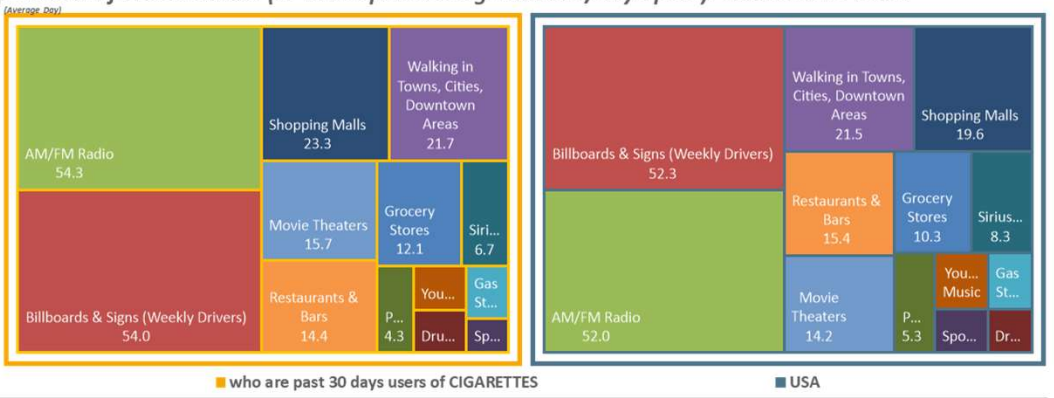


19,952,109 or 78.2% of Adults 18 or older who are past 30 days users of CIGARETTES spend an average of 54. minutes per day driving, seeing Billboards and Signs. 76.7% Listen to Local Radio Stations Out-of-Home for an average of 52. minutes/day.

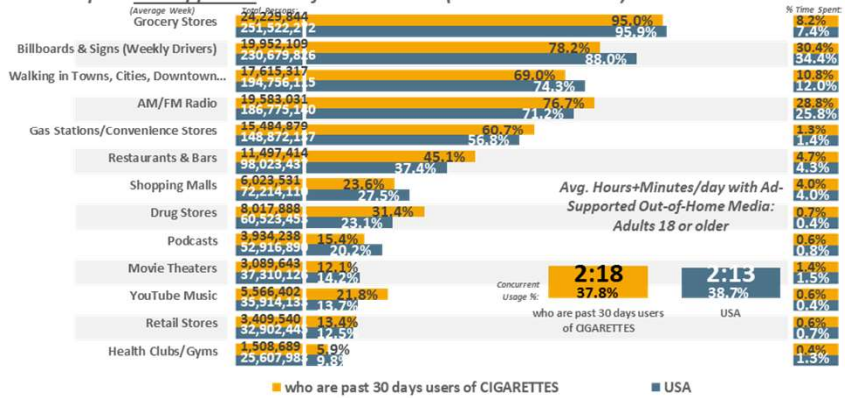
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



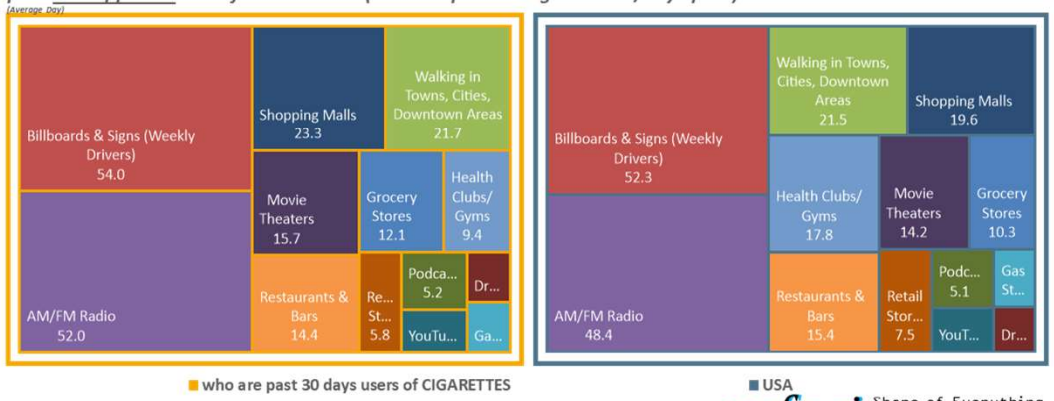
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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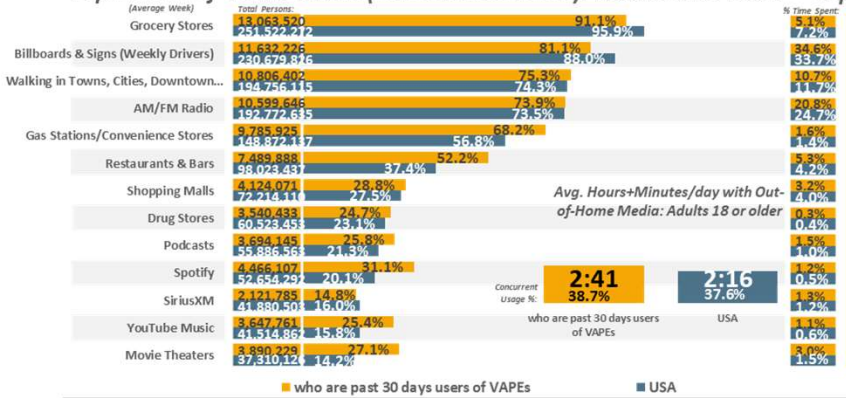
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Nicotine/other related products used past 30 days: Cigarette

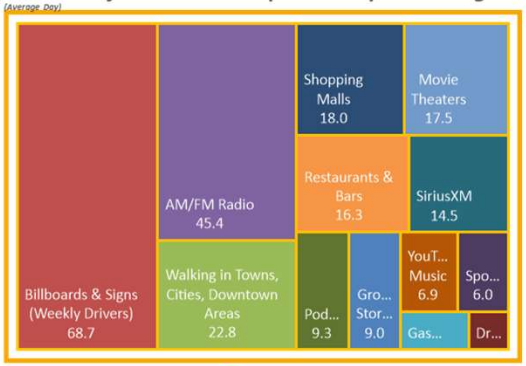


11,632,226 or 81.1% of Adults 18 or older who are past 30 days users of VAPEs spend an average of 68.7 minutes per day driving, seeing Billboards and Signs. 72.3% Listen to Local Radio Stations Out-of-Home for an average of 41.7 minutes/day.

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

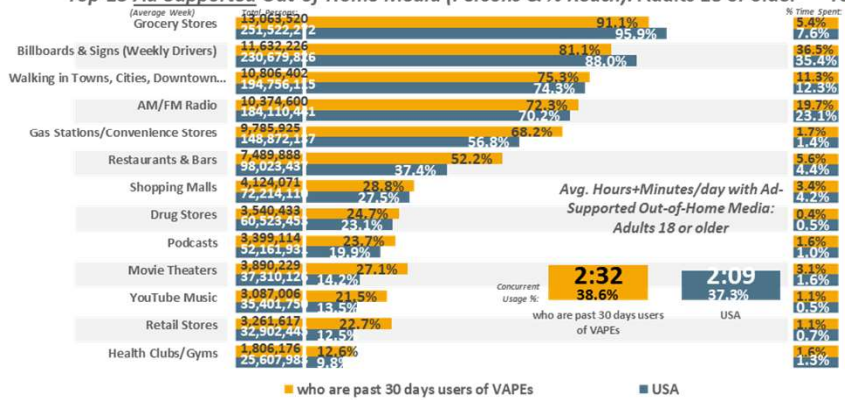


Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

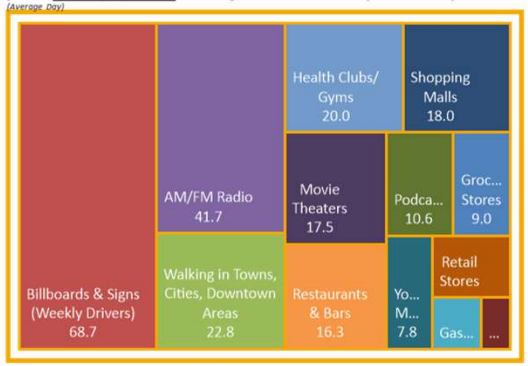


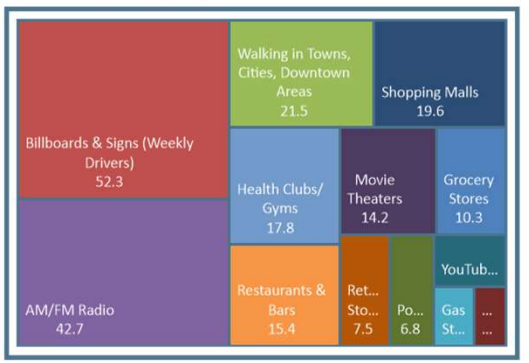


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



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





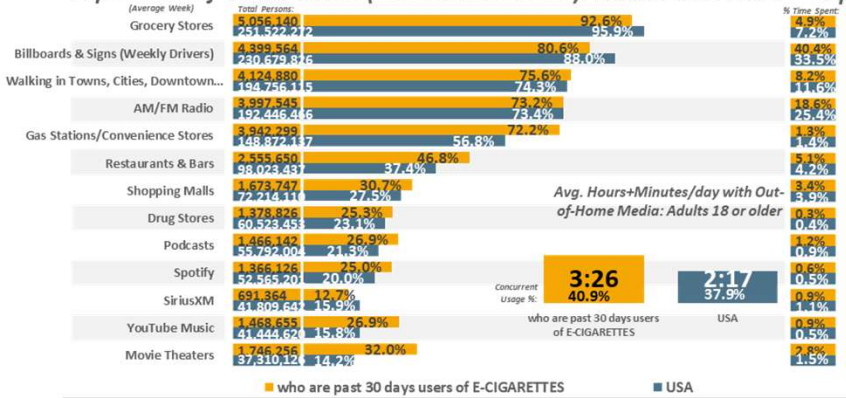
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Nicotine/other related products used past 30 days: Vape

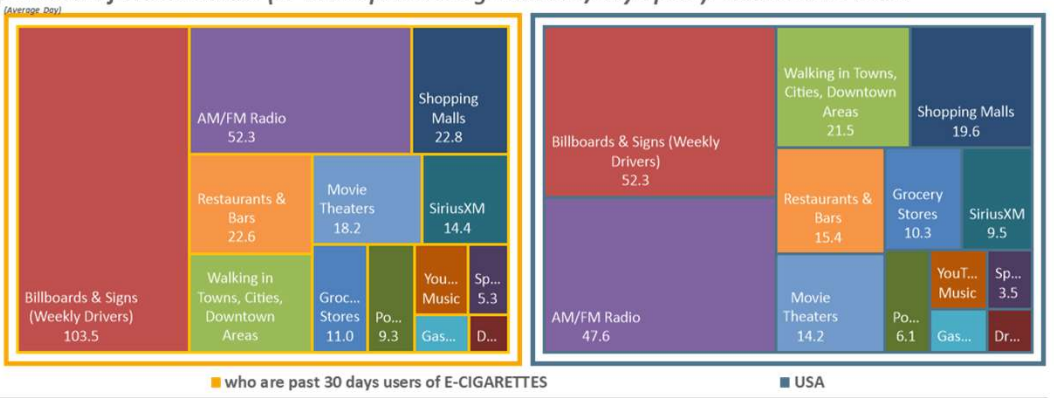


4,399,564 or 80.6% of Adults 18 or older who are past 30 days users of E-CIGARETTES spend an average of 103.5 minutes per day driving, seeing Billboards and Signs. 70.8% Listen to Local Radio Stations Out-of-Home for an average of 46.6 minutes/day.

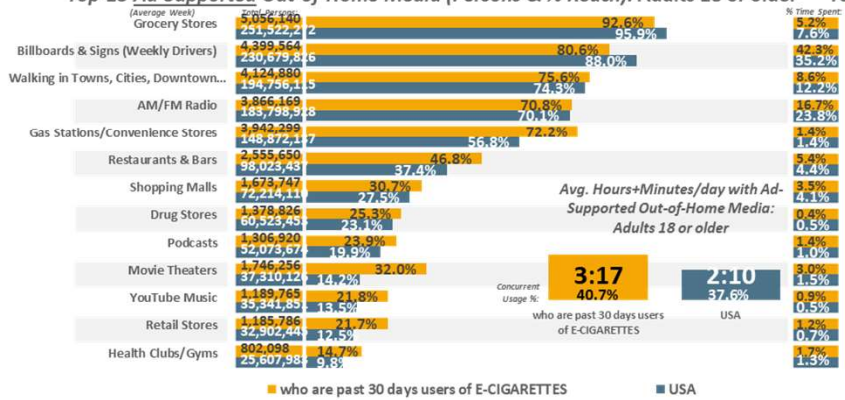
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



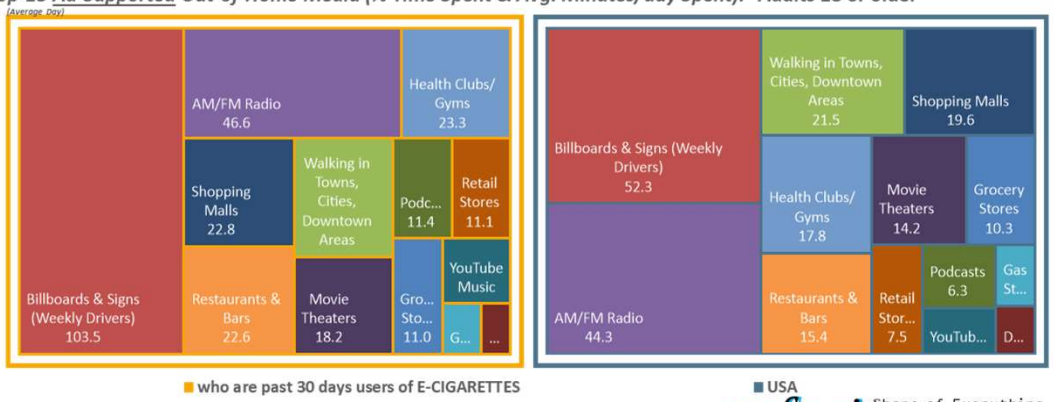
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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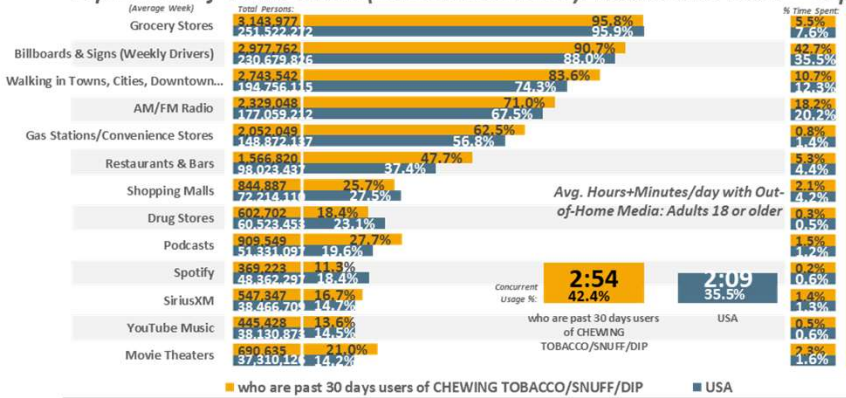
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Nicotine/other related products used past 30 days: Electronic cigarette (e-cigarette)

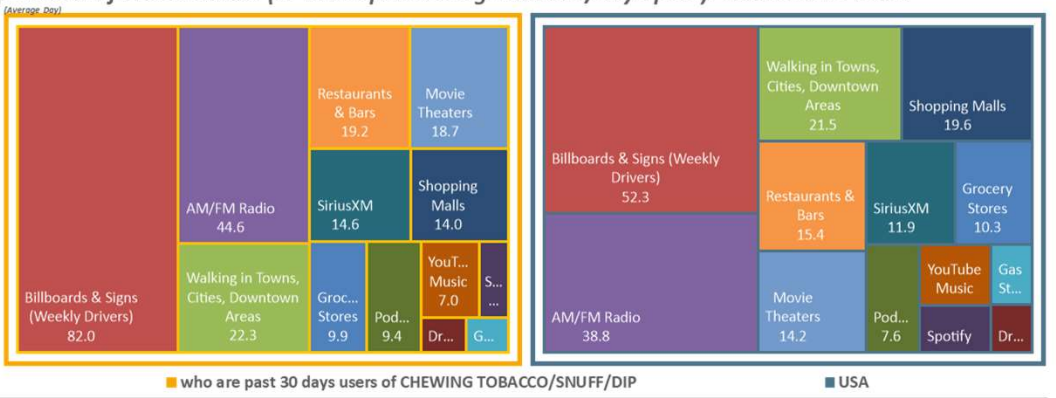


2,977,762 or 90.7% of Adults 18 or older who are past 30 days users of CHEWING TOBACCO/SNUFF/DIP spend an average of 82. minutes per day driving, seeing Billboards and Signs. 68.3% Listen to Local Radio Stations Out-of-Home for an average of 39.8 minutes/

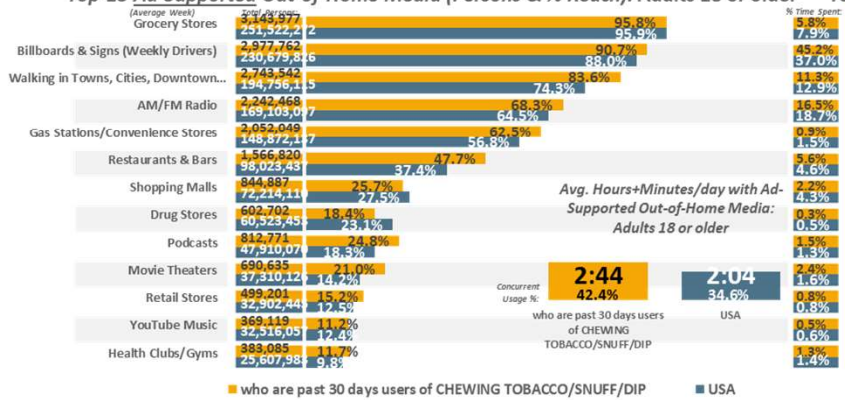
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



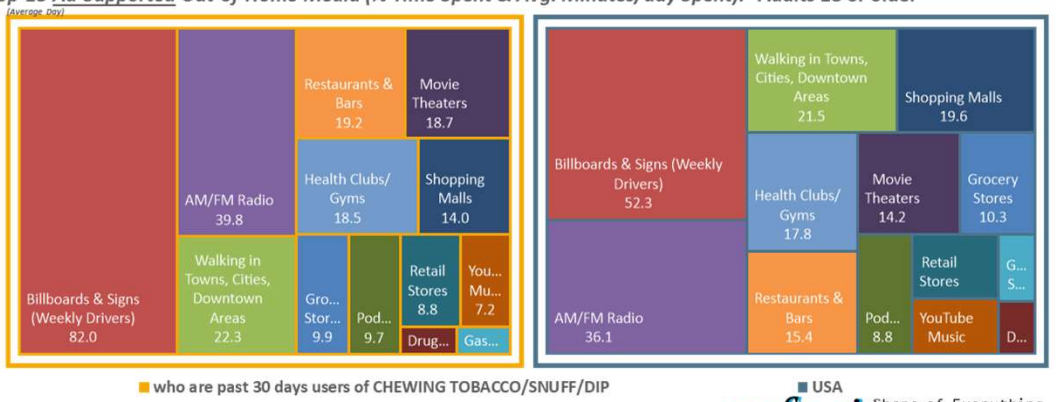
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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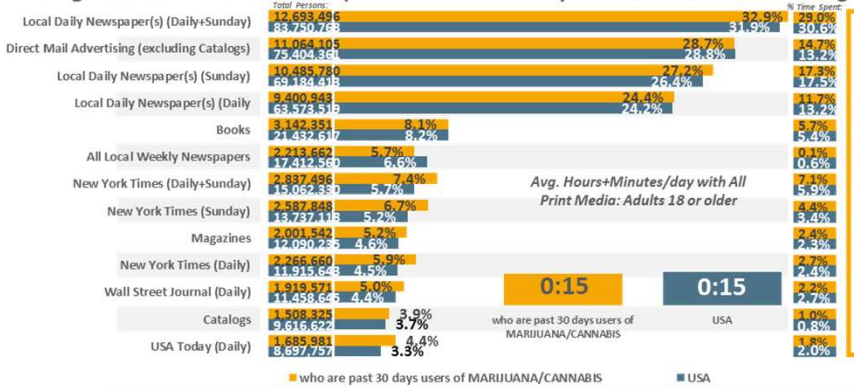
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Nicotine/other related products used past 30 days: Chewing tobacco, snuff, dip, or snus

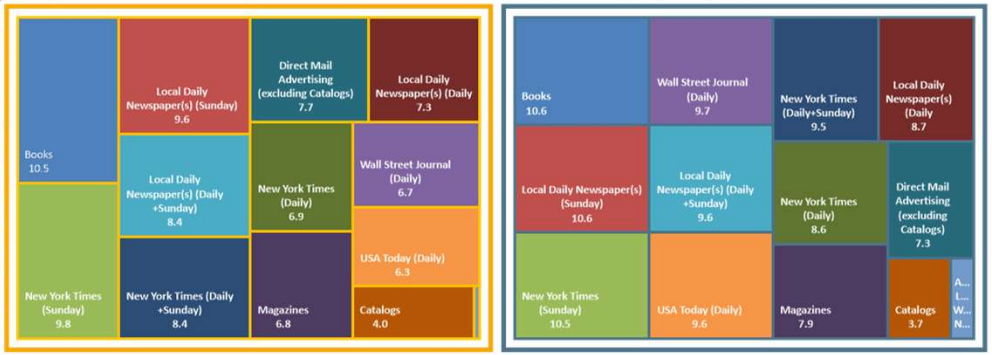


12,693,496 or 32.9% of Adults 18 or older who are past 30 days users of MARIJUANA/CANNABIS read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 30.7% of all time spent daily with All forms of Print Media.

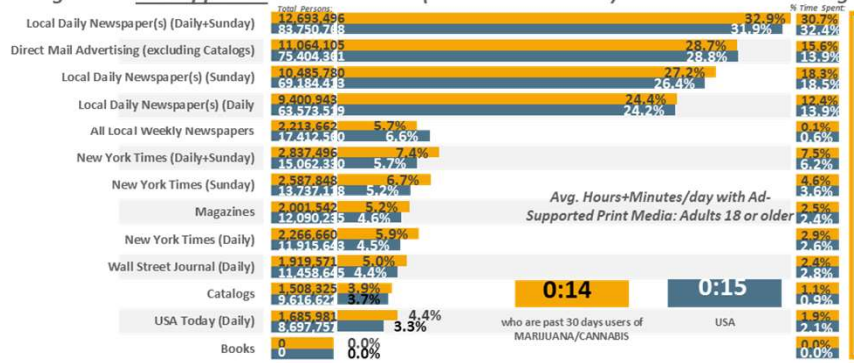
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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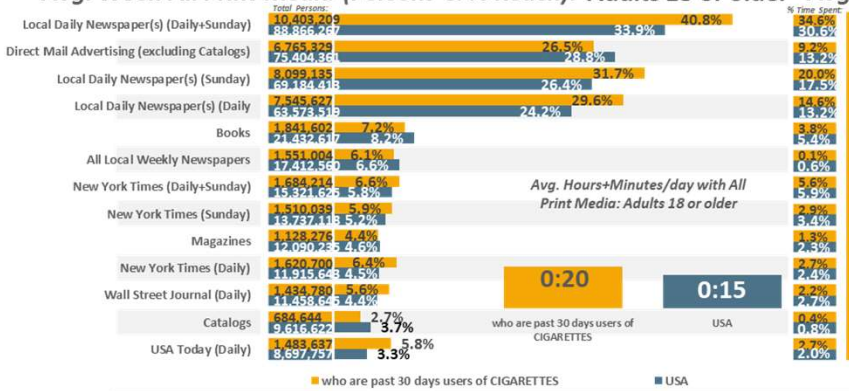
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Nicotine/other related products used past 30 days: Marijuana/cannabis (including edibles)

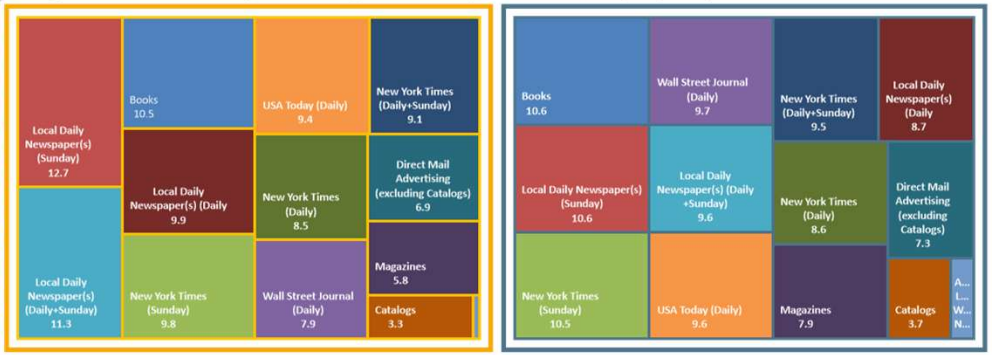


10,403,209 or 40.8% of Adults 18 or older who are past 30 days users of CIGARETTES read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.3 minutes every day representing 36.% of all time spent daily with All forms of Print Media.

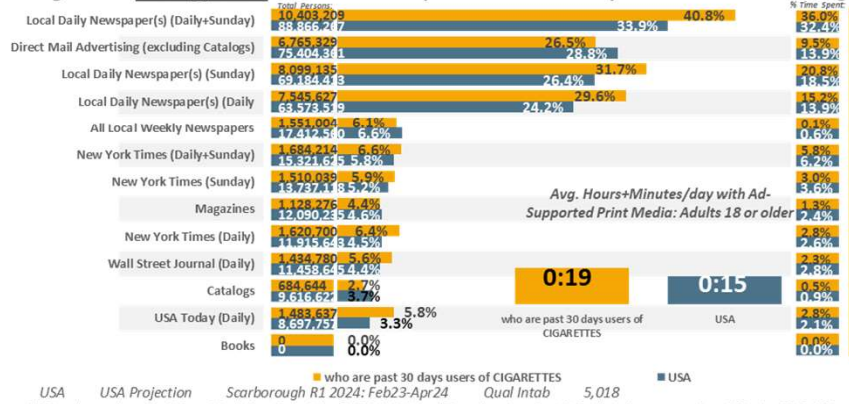
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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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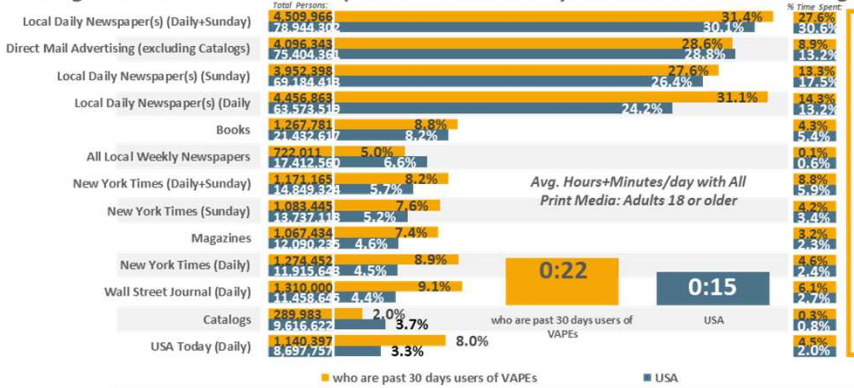
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Nicotine/other related products used past 30 days: Cigarette



4,509,966 or 31.4% of Adults 18 or older who are past 30 days users of VAPEs read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.7 minutes every day representing 28.8% of all time spent daily with All forms of Print Media.

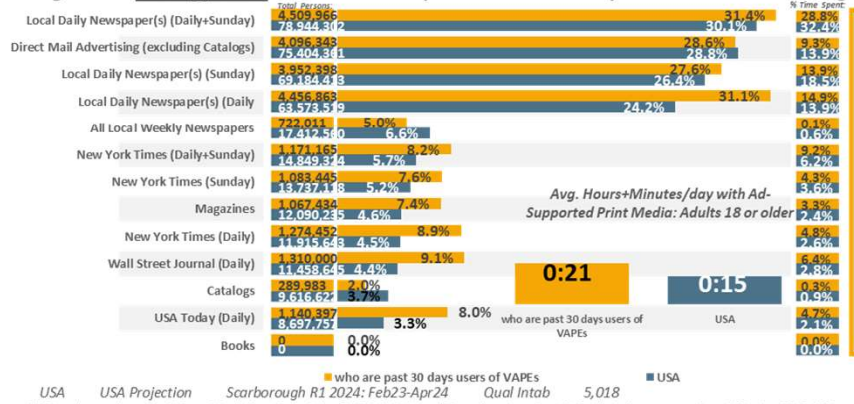
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



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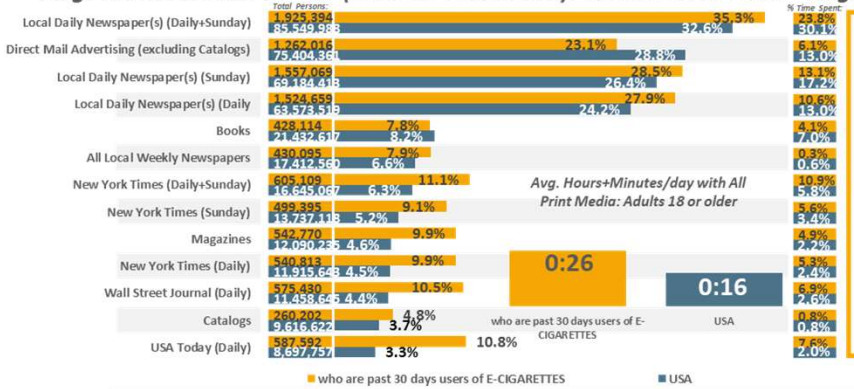
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Nicotine/other related products used past 30 days: Vape

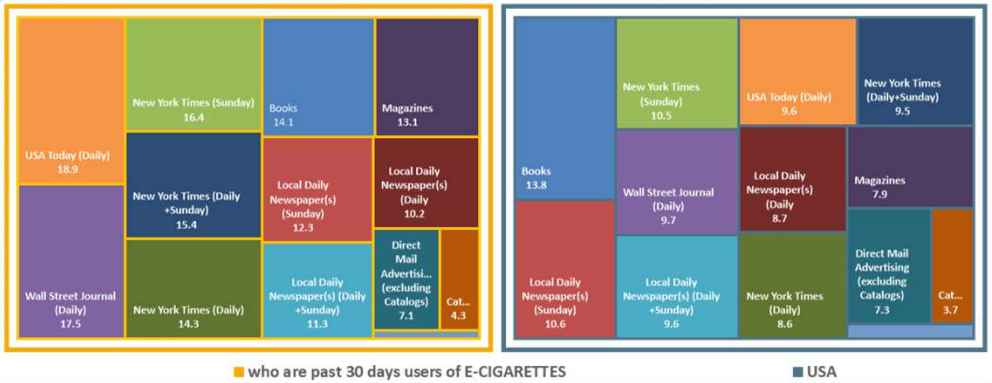


1,925,394 or 35.3% of Adults 18 or older who are past 30 days users of E-CIGARETTES read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.3 minutes every day representing 24.8% of all time spent daily with All forms of Print Media.

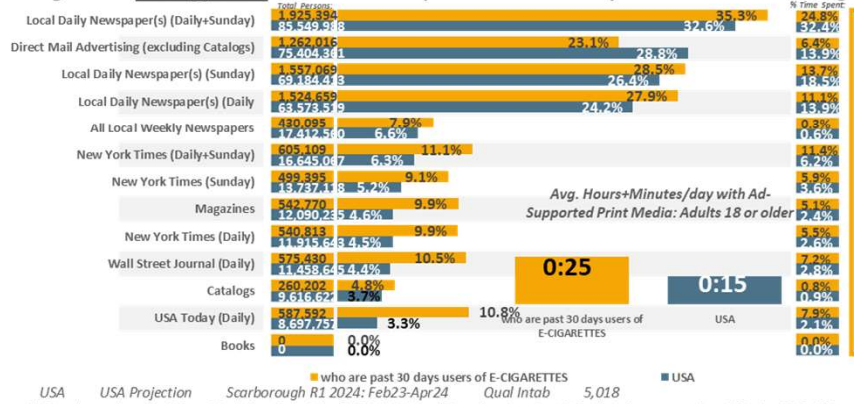
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



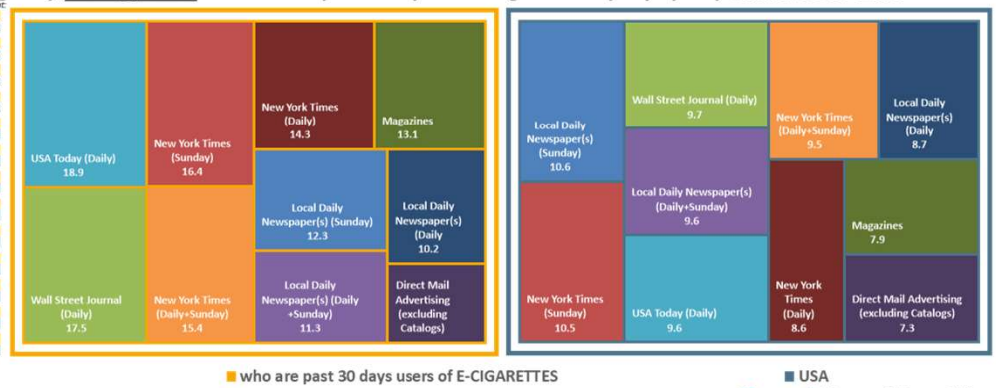
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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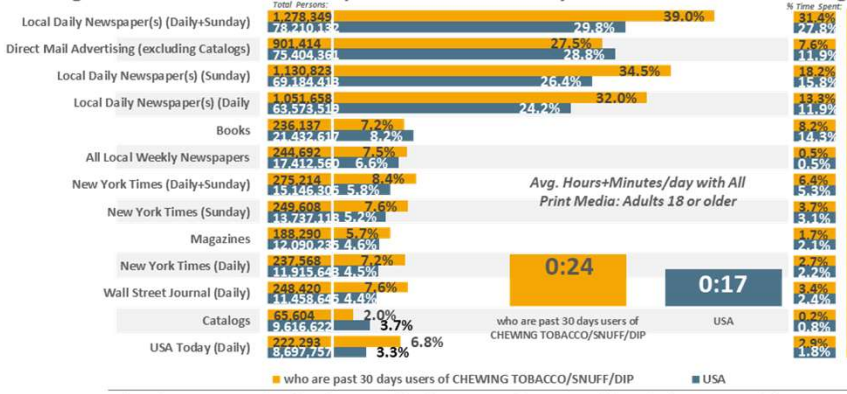
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Nicotine/other related products used past 30 days: Electronic cigarette (e-cigarette)



1,278,349 or 39.% of Adults 18 or older who are past 30 days users of CHEWING TOBACCO/SNUFF/DIP read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.7 minutes every day representing 34.2% of all time spent daily with All forms of Print Media

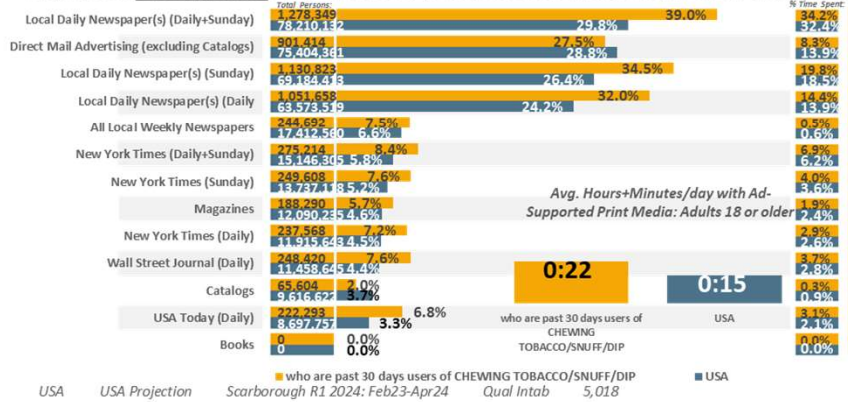
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,018

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Nicotine/other related products used past 30 days: Chewing tobacco, snuff, dip, or snus