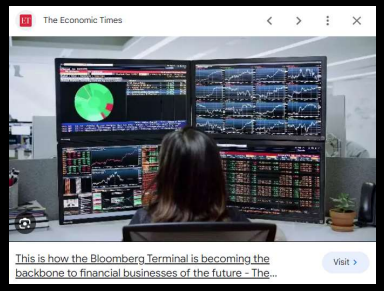
USA –P18+ past 3mos Users of 5 different CREDIT CARDS that Used 3+CREDIT CARDS past 3mos!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ past 3 months users of a VISA, MASTERCARD, DISCOVER, AMERICAN EXPRESS, or STORE CREDIT CARD who used 3+ CREDIT CARDS in the past 3 months as of April 2024!



U.S. Credit Card Debt Reaches $1.14 Trillion High: Find Out 4 Reasons Why and What To Do Next

By Melanie Lockert Reviewed By Claire Dickey

Updated August 20, 2024 at 9:34 am Newsweek VAULT



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

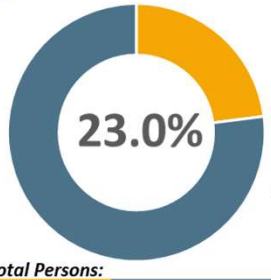
[((No. of credit cards used past 3 months: 3 credit cards OR No. of credit cards used past 3 months: 4 or more credit cards) AND Age summaries: Adults 18+)] AND...Credit cards/debit cards used past 3 months: VISA credit card OR Credit cards/debit cards used past 3 months: MasterCard credit card OR Credit cards/debit cards used past 3 months: Discover credit card OR Credit cards/debit cards used past 3 months: American Express credit card OR Credit cards/debit cards used past 3 months: Store credit card

HUBBARD BROADCASTING INC. HB



23.% or 60,290,005 of USA Adults 18 or older used 3+Credit Cards past 3mos including their VISA card. Typical Adults 18 or older who used 3+Credit Cards past 3mos including their VISA card are 52.5 years old (7.5% older than average) and have a $106,096 (18.3% higher than average) annual household income.

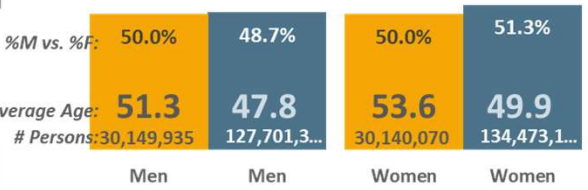
Percent of Market: Adults 18 or older



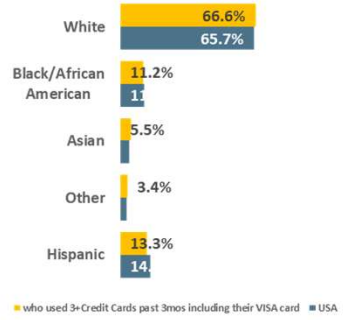
Total Persons:

60,290,005	201,884,495

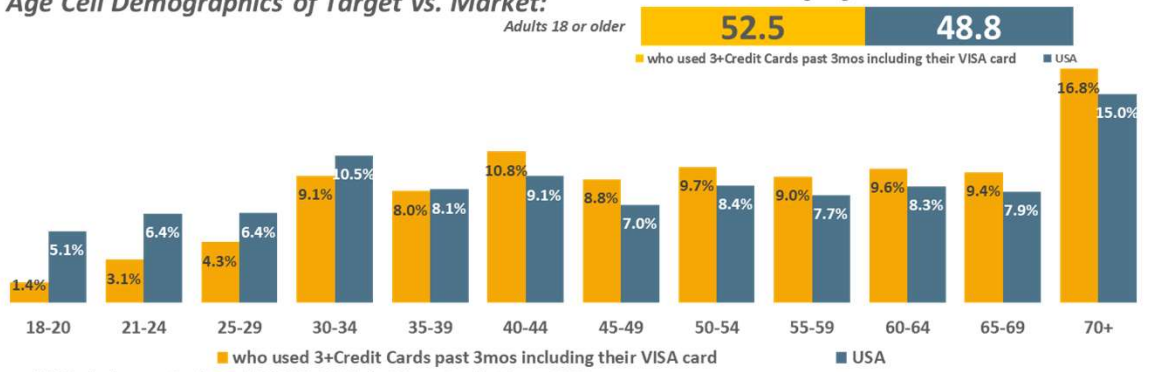
Gender of Target vs. Market: Adults 18 or older



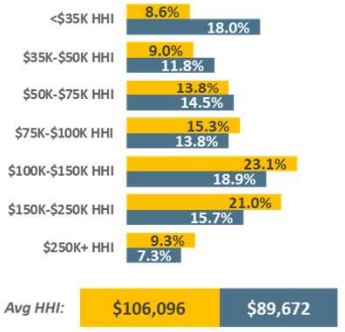
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$106,096	$89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 6,038

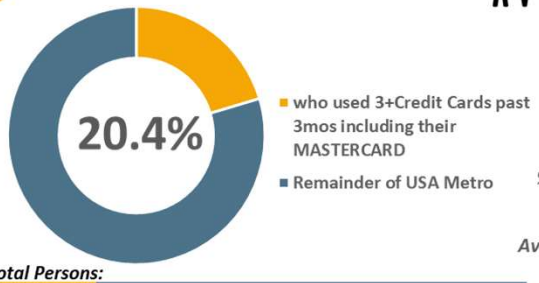
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[((No. of credit cards used past 3 months: 3 credit cards OR No. of credit cards used past 3 months: 4 or more credit cards) AND Age summaries: Adults 25 - 54)] AND...Credit cards/debit cards used past 3 months: VISA credit card



20.4% or 53,412,405 of USA Adults 18 or older used 3+Credit Cards past 3mos including their MASTERCARD. Typical Adults 18 or older who used 3+Credit Cards past 3mos including their MASTERCARD are 52.6 years old (7.7% older than average) and have a $104,863 (16.9% higher than average) annual household income.

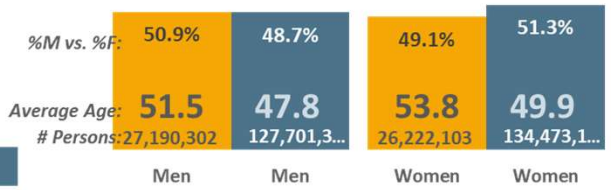
Percent of Market: Adults 18 or older



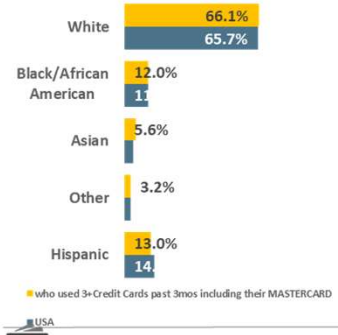
Total Persons:

53,412,405	208,762,095

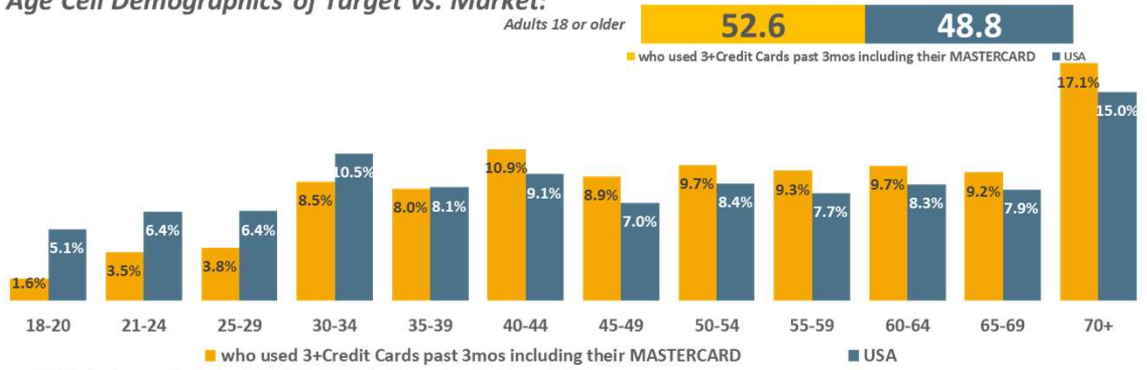
Gender of Target vs. Market: Adults 18 or older



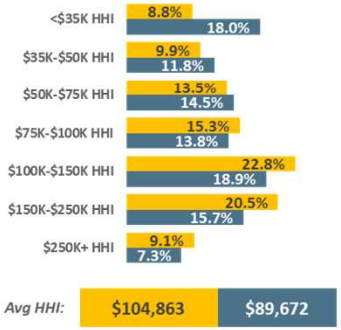
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$104,863	$89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 6,038

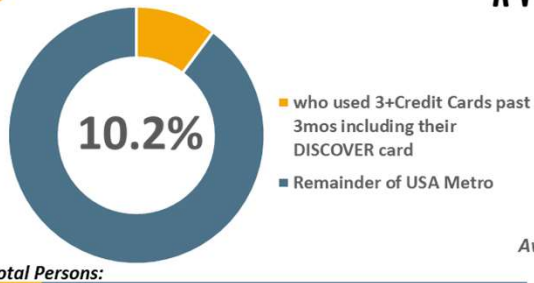
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[((No. of credit cards used past 3 months: 3 credit cards OR No. of credit cards used past 3 months: 4 or more credit cards) AND Age summaries: Adults 25 - 54)] AND...Credit cards/debit cards used past 3 months: MasterCard credit card

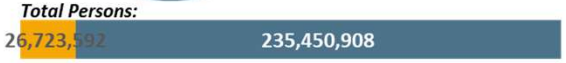


10.2% or 26,723,592 of USA Adults 18 or older used 3+Credit Cards past 3mos including their DISCOVER card. Typical Adults 18 or older who used 3+Credit Cards past 3mos including their DISCOVER card are 52. years old (6.5% older than average) and have a $106,185 (18.4% higher than average) annual household income.

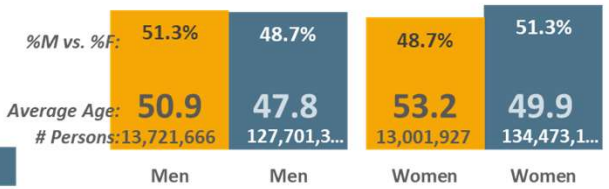
Percent of Market: Adults 18 or older



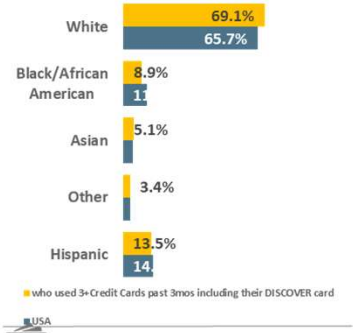
Total Persons:



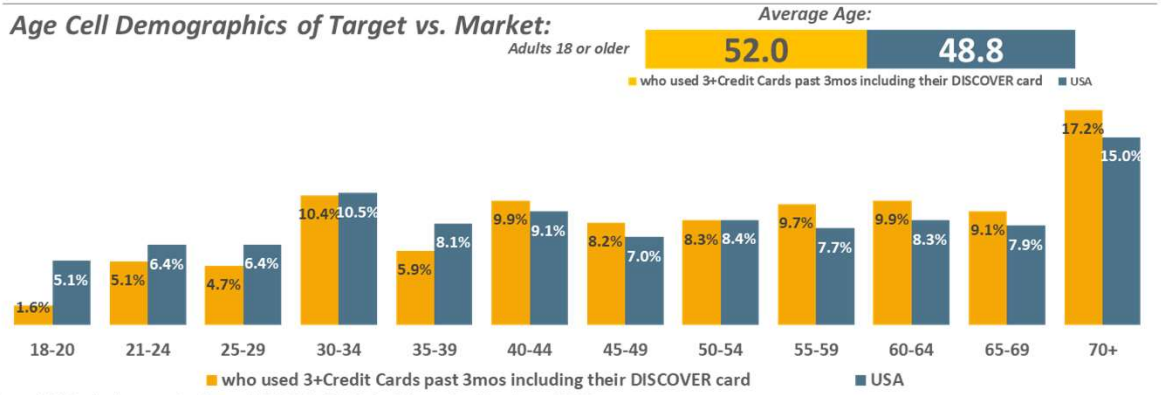
Gender of Target vs. Market: Adults 18 or older



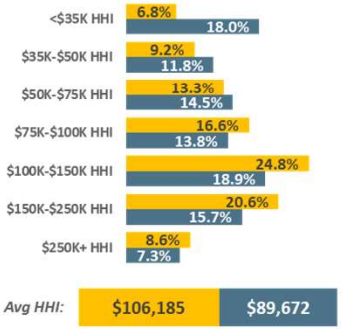
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 6,038

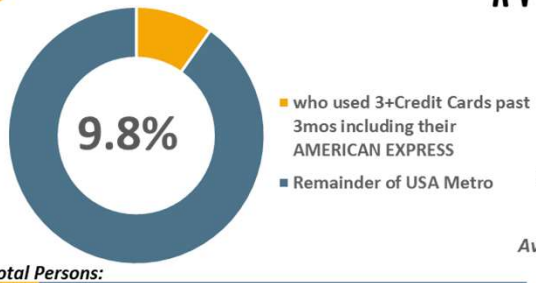
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[((No. of credit cards used past 3 months: 3 credit cards OR No. of credit cards used past 3 months: 4 or more credit cards) AND Age summaries: Adults 25 - 54)] AND...Credit cards/debit cards used past 3 months: Discover credit card



9.8% or 25,701,773 of USA Adults 18 or older used 3+Credit Cards past 3mos including their AMERICAN EXPRESS. Typical Adults 18 or older who used 3+Credit Cards past 3mos including their AMERICAN EXPRESS are 51.2 years old (4.9% older than average) and have a $121,383 (35.4% higher than average) annual household ...

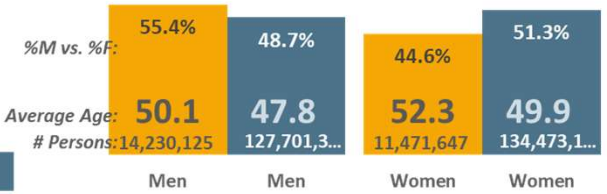
Percent of Market: Adults 18 or older



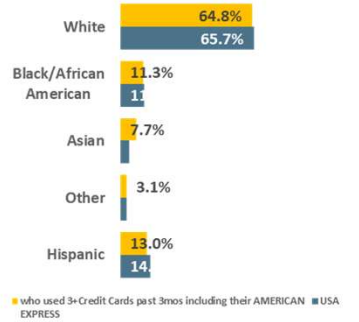
Total Persons:



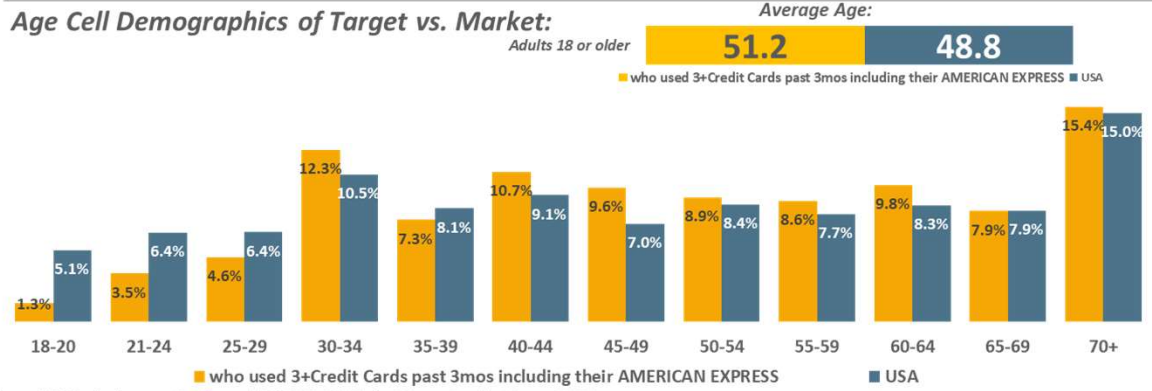
Gender of Target vs. Market: Adults 18 or older



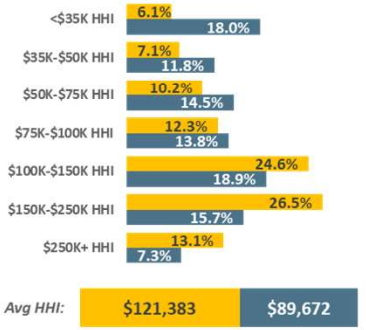
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 6,038

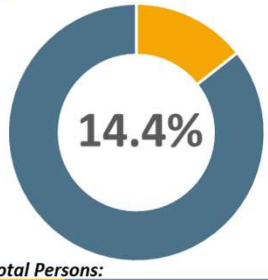
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[((No. of credit cards used past 3 months: 3 credit cards OR No. of credit cards used past 3 months: 4 or more credit cards) AND Age summaries: Adults 25 - 54)] AND...Credit cards/debit cards used past 3 months: American Express credit card



14.4% or 37,732,872 of USA Adults 18 or older used 3+Credit Cards past 3mos including their STORE CREDIT card. Typical Adults 18 or older who used 3+Credit Cards past 3mos including their STORE CREDIT card are 53.7 years old (9.9% older than average) and have a $103,076 (14.9% higher than average) annual household ...

Percent of Market: Adults 18 or older

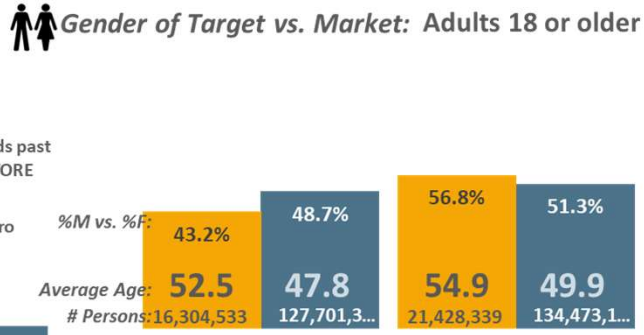


- who used 3+Credit Cards past 3mos including their STORE CREDIT card
- Remainder of USA Metro

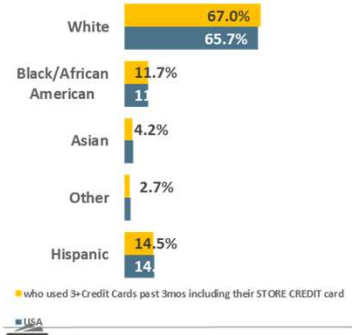
Total Persons:

37,732,872 | 224,441,628

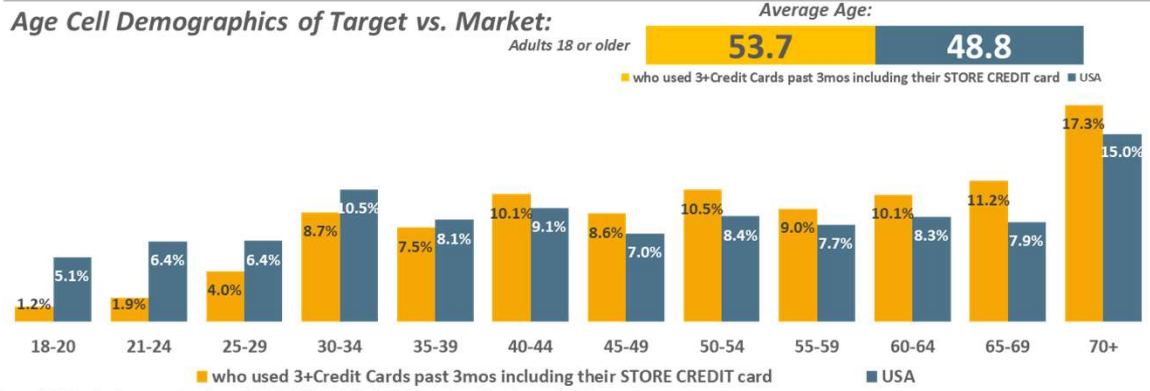
Gender of Target vs. Market: Adults 18 or older



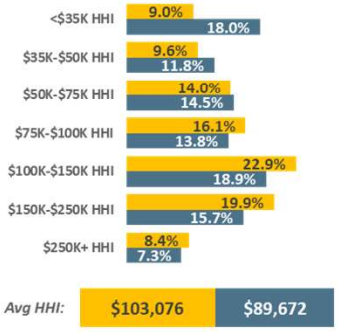
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 6,038

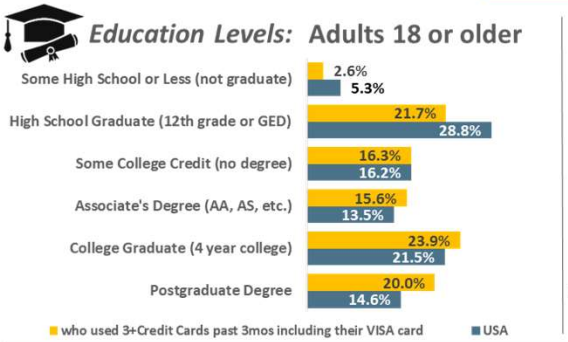
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[((No. of credit cards used past 3 months: 3 credit cards OR No. of credit cards used past 3 months: 4 or more credit cards) AND Age summaries: Adults 25 - 54)] AND...Credit cards/debit cards used past 3 months: Store credit card

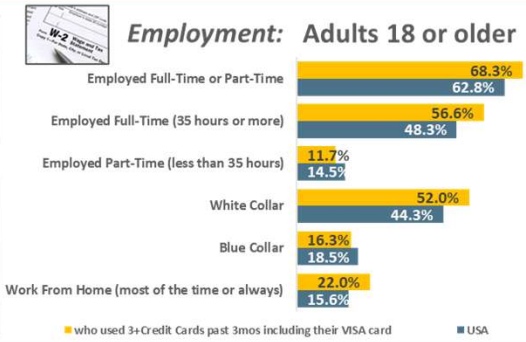


23.% or 60,290,005 of USA Adults 18 or older used 3+Credit Cards past 3mos including their VISA card. Adults 18 or older who used 3+Credit Cards past 3mos including their VISA card are 21.3% more likely to be a college graduate, 17.2% more likely to work full-time, 12.2% more likely to be married, .1% less likely to be a parent of 1 or more children under

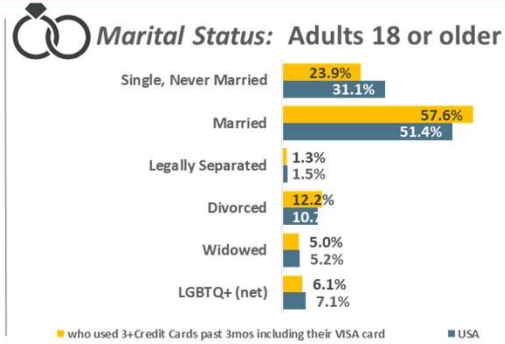
Education Levels: Adults 18 or older



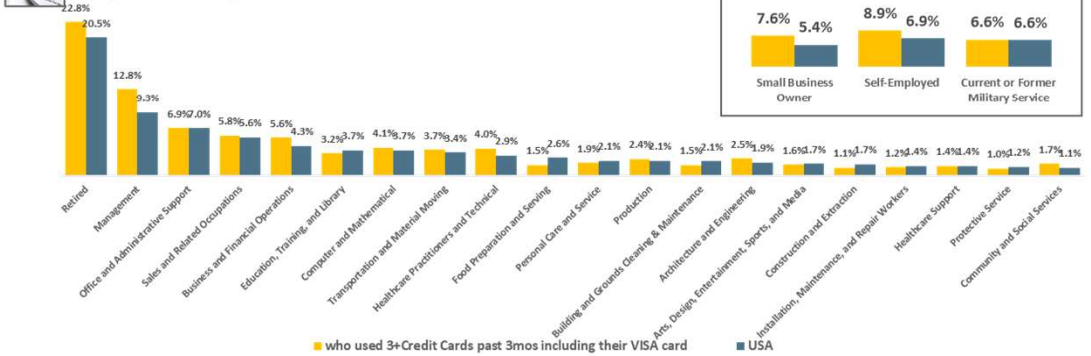
Employment: Adults 18 or older



Marital Status: Adults 18 or older

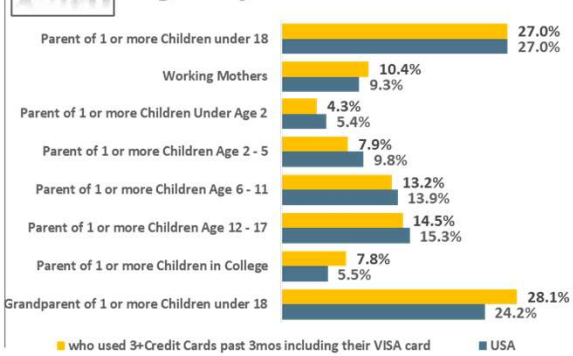


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 6,038

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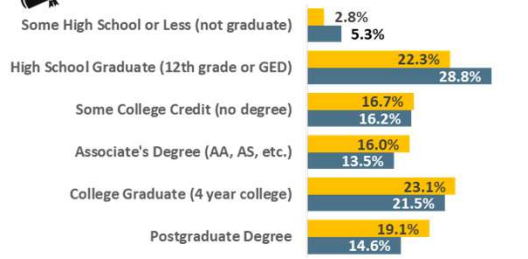
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

[((No. of credit cards used past 3 months: 3 credit cards OR No. of credit cards used past 3 months: 4 or more credit cards) AND Age summaries: Adults 25 - 54)] AND...Credit cards/debit cards used past 3 months: VISA credit card

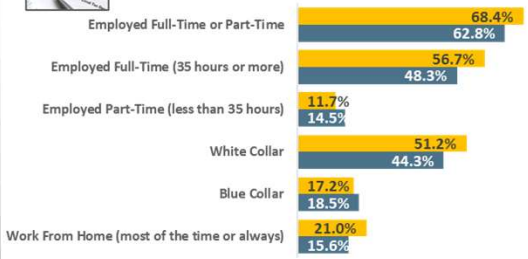


20.4% or 53,412,405 of USA Adults 18 or older used 3+Credit Cards past 3mos including their MASTERCARD. Adults 18 or older who used 3+Credit Cards past 3mos including their MASTERCARD are 16.9% more likely to be a college graduate, 17.4% more likely to work full-time, 10.4% more likely to be married, 2.% less likely to be a parent of 1 or more children unde

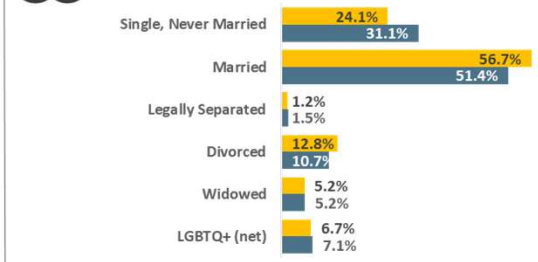
Education Levels: Adults 18 or older



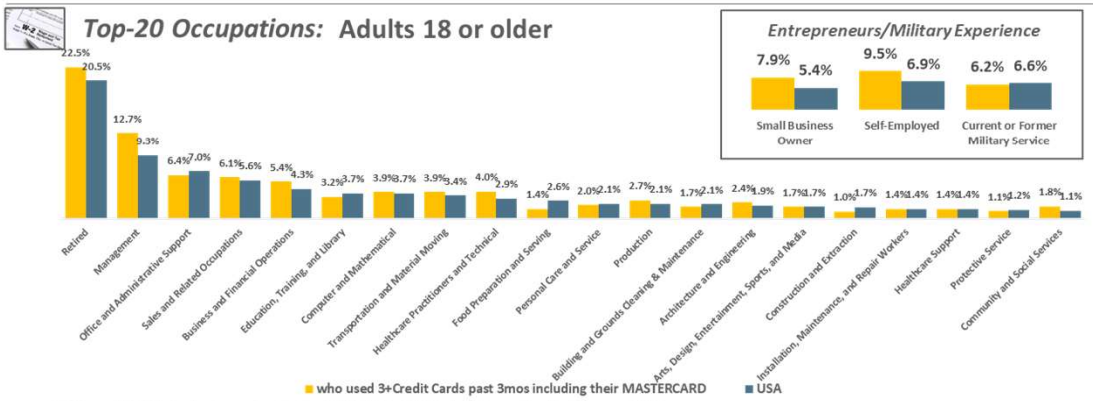
Employment: Adults 18 or older



Marital Status: Adults 18 or older

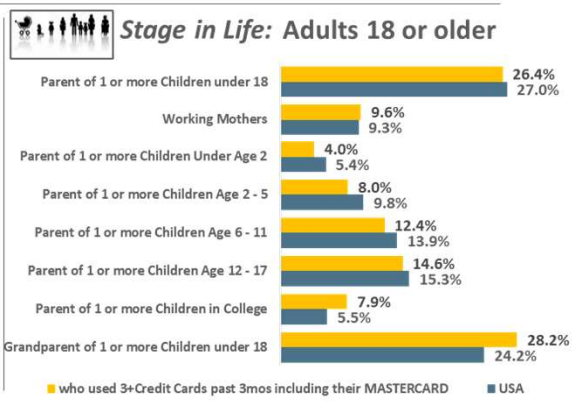


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 6,038

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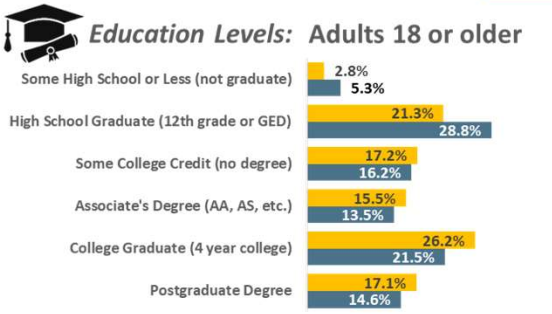
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

[((No. of credit cards used past 3 months: 3 credit cards OR No. of credit cards used past 3 months: 4 or more credit cards) AND Age summaries: Adults 25 - 54)] AND...Credit cards/debit cards used past 3 months: MasterCard credit card

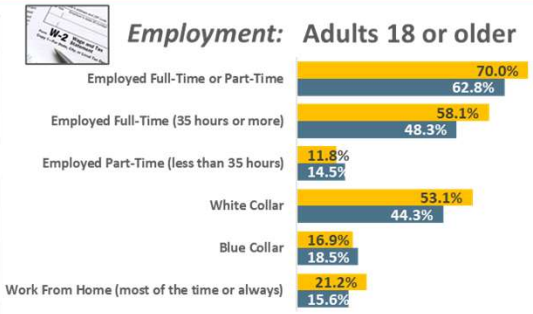


10.2% or 26,723,592 of USA Adults 18 or older used 3+Credit Cards past 3mos including their DISCOVER card. Adults 18 or older who used 3+Credit Cards past 3mos including their DISCOVER card are 19.6% more likely to be a college graduate, 20.4% more likely to work full-time, 10.9% more likely to be married, 10.% less likely to be a parent of 1 or more children

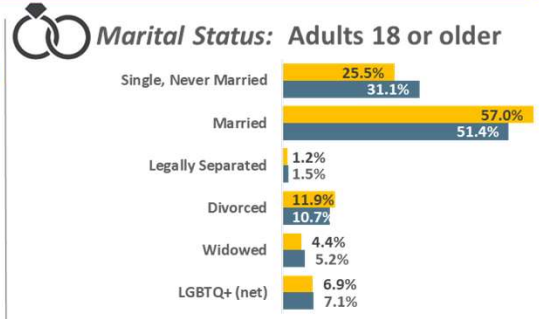
Education Levels: Adults 18 or older



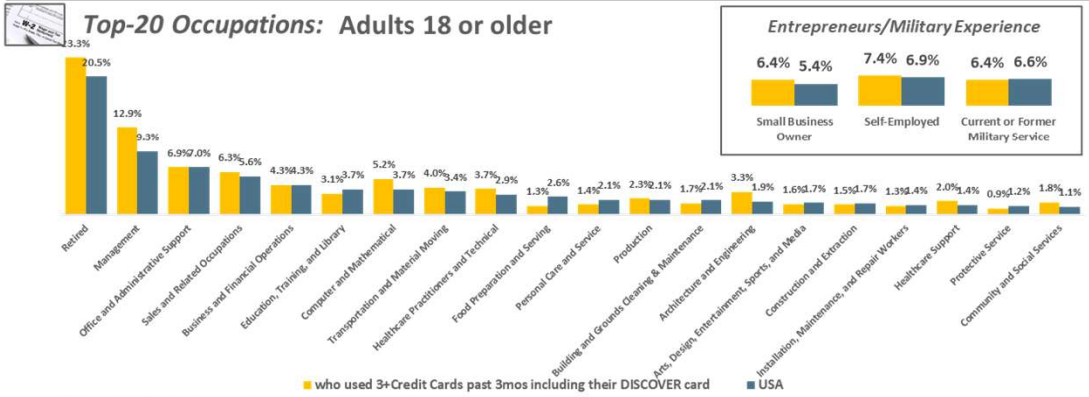
Employment: Adults 18 or older



Marital Status: Adults 18 or older

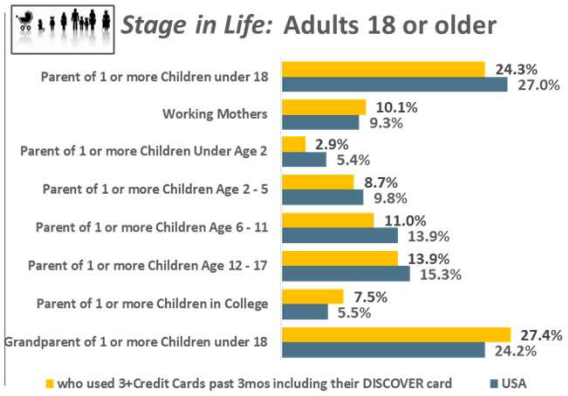


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 6,038

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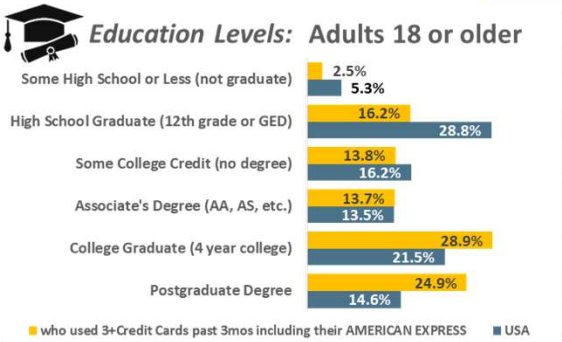
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

[((No. of credit cards used past 3 months: 3 credit cards OR No. of credit cards used past 3 months: 4 or more credit cards) AND Age summaries: Adults 25 - 54)] AND...Credit cards/debit cards used past 3 months: Discover credit card

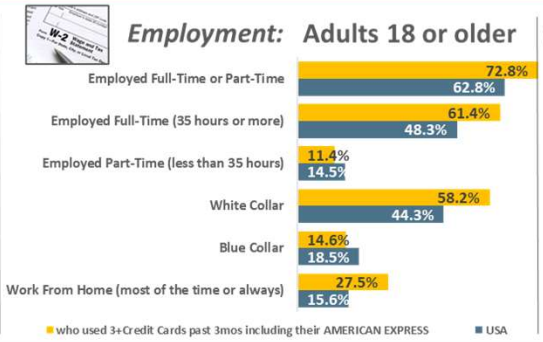


9.8% or 25,701,773 of USA Adults 18 or older used 3+Credit Cards past 3mos including their AMERICAN EXPRESS. Adults 18 or older who used 3+Credit Cards past 3mos including their AMERICAN EXPRESS are 49.% more likely to be a college graduate, 27.1% more likely to work full-time, 18.9% more likely to be married, 10.1% more likely to be a parent of 1 or more childr

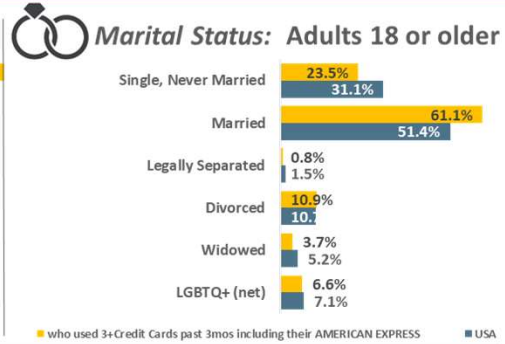
Education Levels: Adults 18 or older



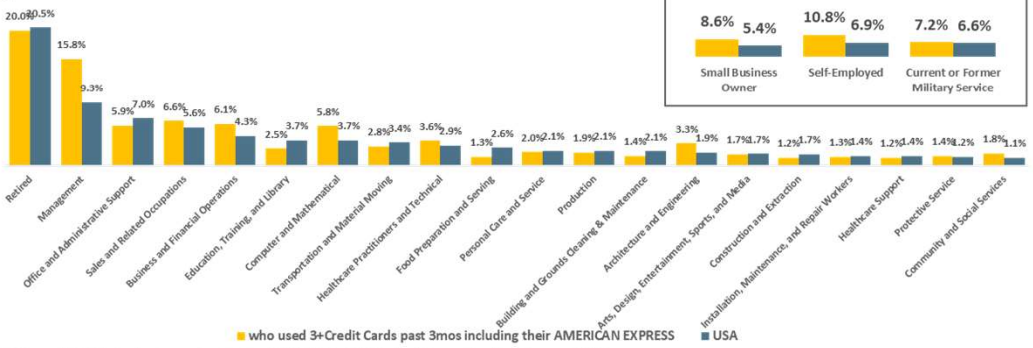
Employment: Adults 18 or older



Marital Status: Adults 18 or older

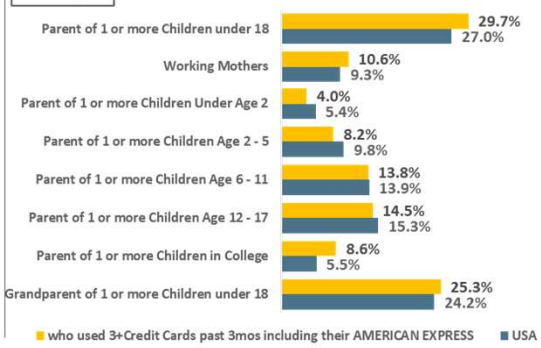


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 6,038

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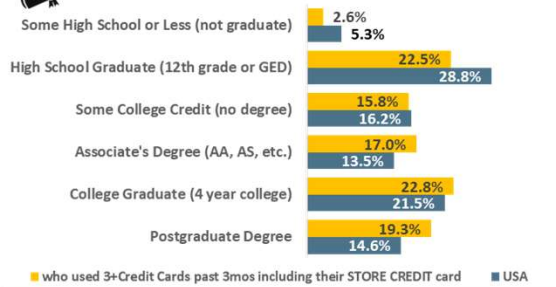
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

[((No. of credit cards used past 3 months: 3 credit cards OR No. of credit cards used past 3 months: 4 or more credit cards) AND Age summaries: Adults 25 - 54)] AND...Credit cards/debit cards used past 3 months: American Express credit card

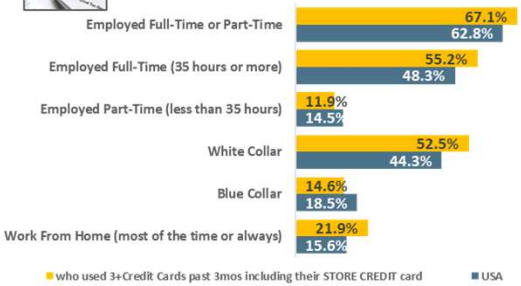


14.4% or 37,732,872 of USA Adults 18 or older used 3+Credit Cards past 3mos including their STORE CREDIT card. Adults 18 or older who used 3+Credit Cards past 3mos including their STORE CREDIT card are 16.7% more likely to be a college graduate, 14.3% more likely to work full-time, 14.8% more likely to be married, .1% less likely to be a parent of 1 or more childr

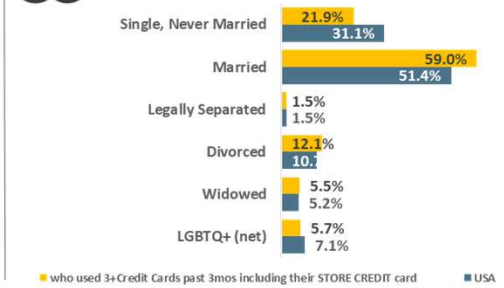
Education Levels: Adults 18 or older



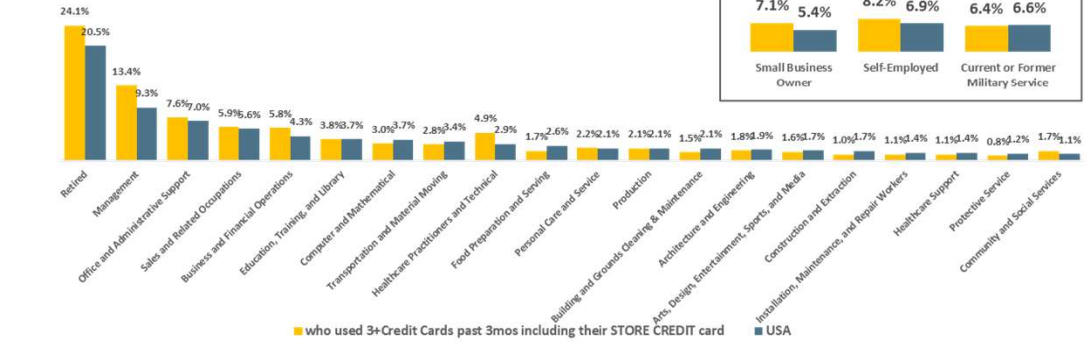
Employment: Adults 18 or older



Marital Status: Adults 18 or older

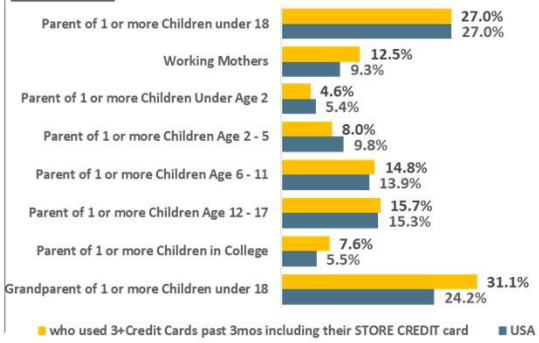


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 6,038

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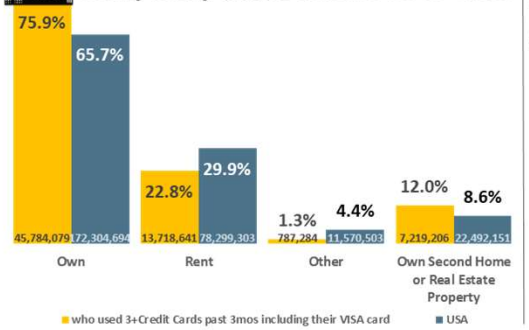
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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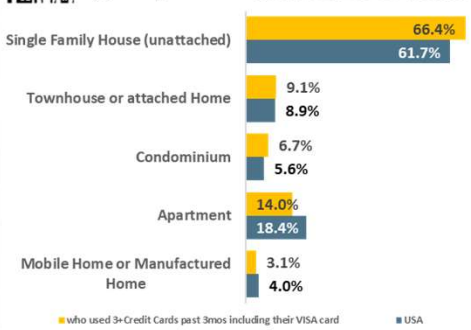


23.% or 60,290,005 of USA Adults 18 or older used 3+Credit Cards past 3mos including their VISA card. Adults 18 or older who used 3+Credit Cards past 3mos including their VISA card are 15.5% more likely to own their home, 1.9% more likely to own a higher valued home, 7.6% more likely to have a single-family home, 7.% more likely to have a dog.

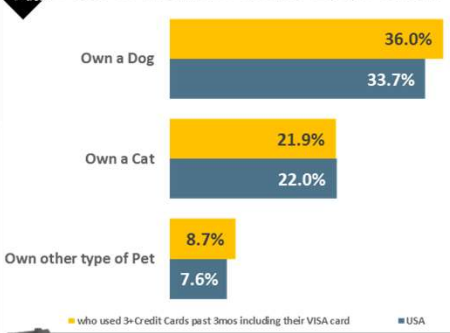
Own/Rent/Other: Adults 18 or older



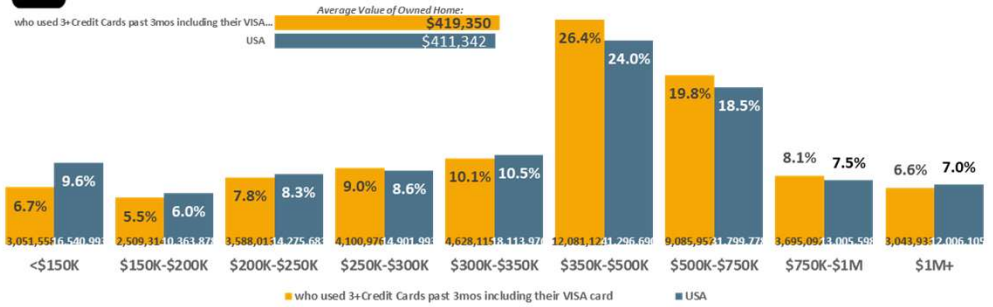
Type of Home: Adults 18 or older



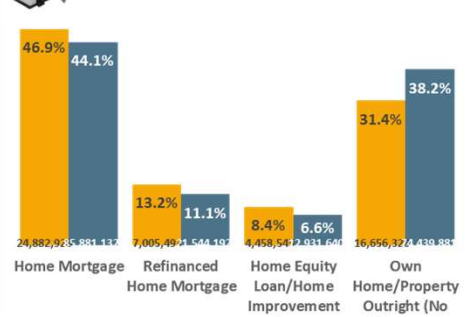
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *6,038*

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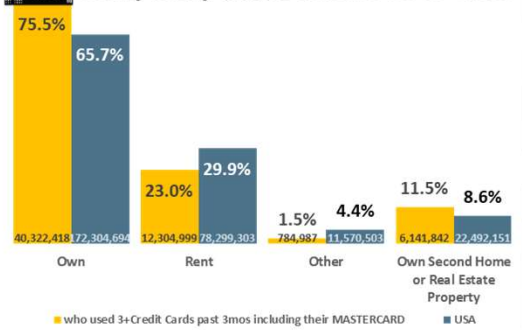
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

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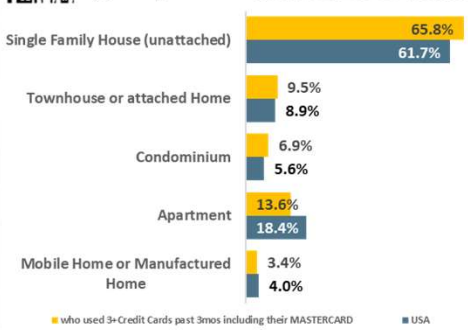


20.4% or 53,412,405 of USA Adults 18 or older used 3+Credit Cards past 3mos including their MASTERCARD. Adults 18 or older who used 3+Credit Cards past 3mos including their MASTERCARD are 14.9% more likely to own their home, .7% more likely to own a higher valued home, 6.6% more likely to have a single-family home, 4.3% more likely to have a dog.

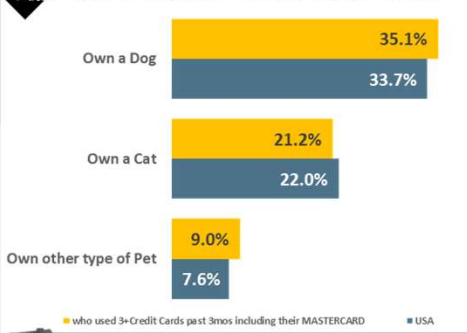
Own/Rent/Other: Adults 18 or older



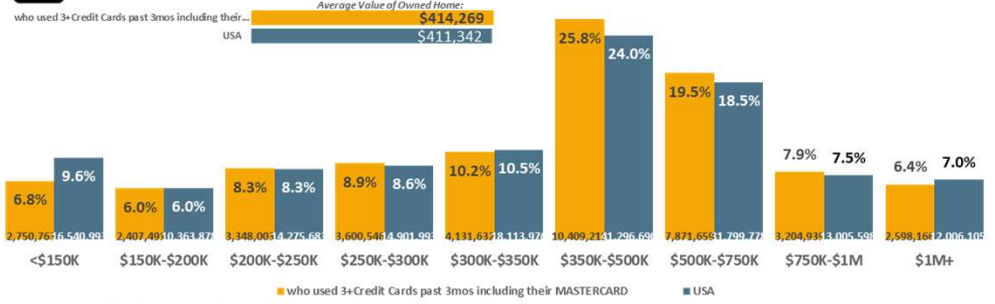
Type of Home: Adults 18 or older



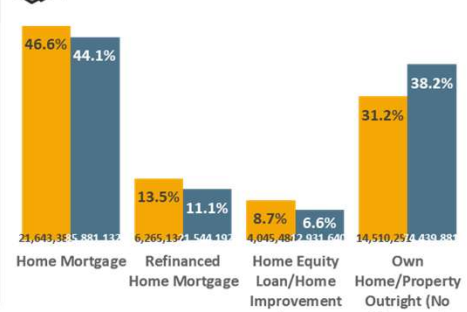
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *6,038*

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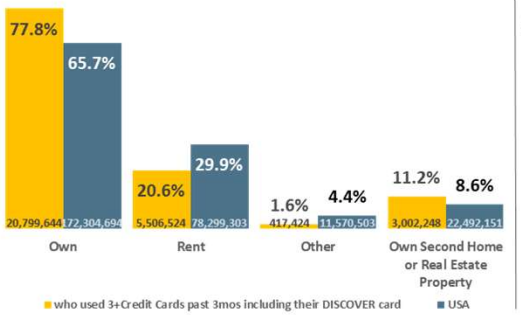
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

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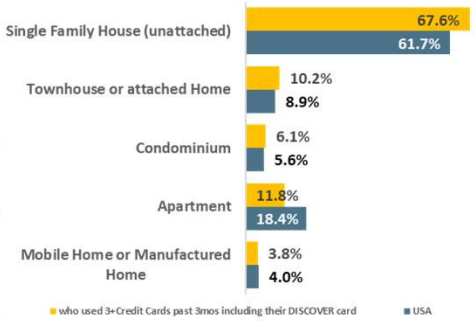


10.2% or 26,723,592 of USA Adults 18 or older used 3+Credit Cards past 3mos including their DISCOVER card. Adults 18 or older who used 3+Credit Cards past 3mos including their DISCOVER card are 18.4% more likely to own their home, 6.7% more likely to own a lower valued home, 9.6% more likely to have a single-family home, 6.8% more likely to have a dog.

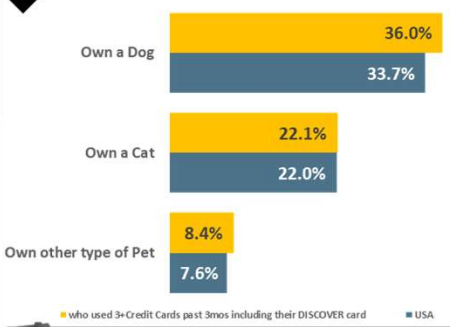
Own/Rent/Other: Adults 18 or older



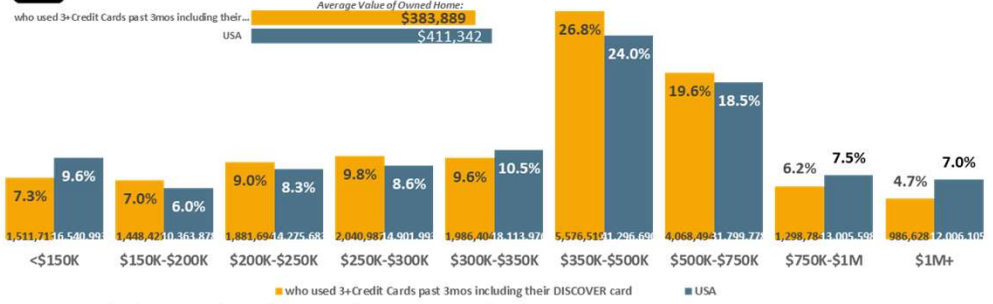
Type of Home: Adults 18 or older



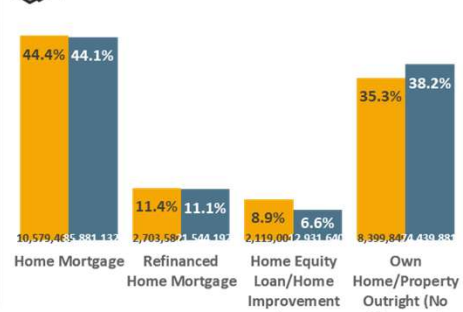
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 6,038

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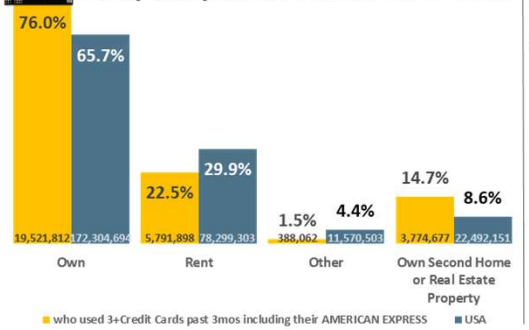
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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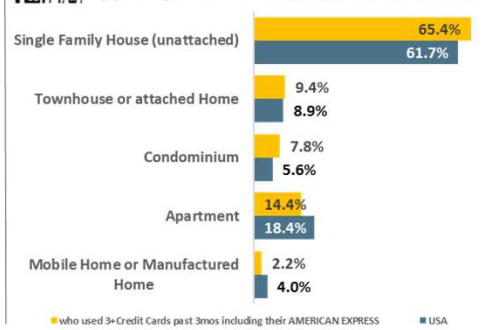


9.8% or 25,701,773 of USA Adults 18 or older used 3+Credit Cards past 3mos including their AMERICAN EXPRESS. Adults 18 or older who used 3+Credit Cards past 3mos including their AMERICAN EXPRESS are 15.6% more likely to own their home, 21.8% more likely to own a higher valued home, 6.% more likely to have a single-family home, 6.8% more likely to have a dog.

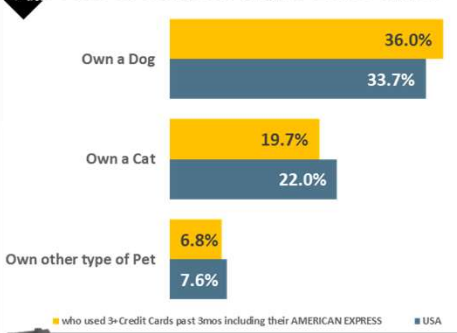
Own/Rent/Other: Adults 18 or older



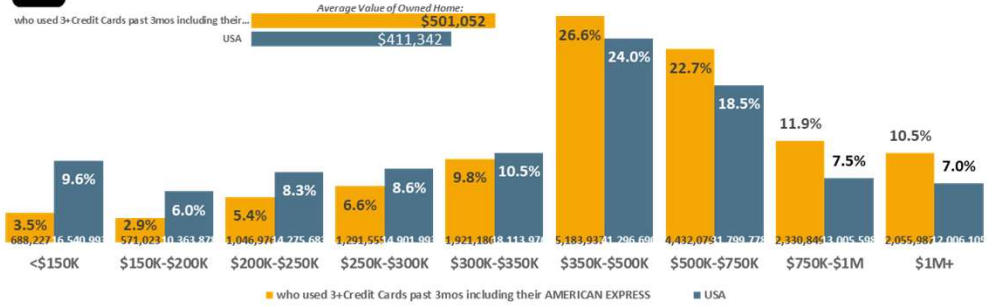
Type of Home: Adults 18 or older



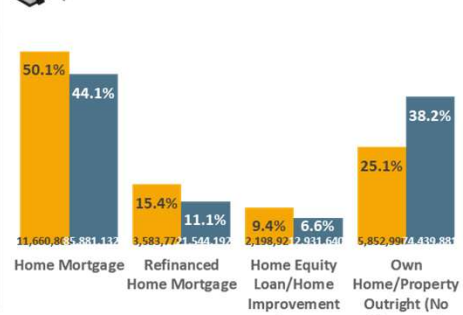
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 6,038

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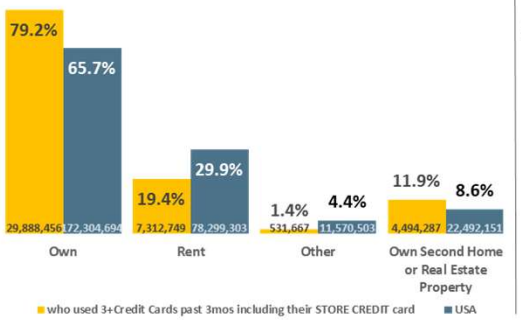
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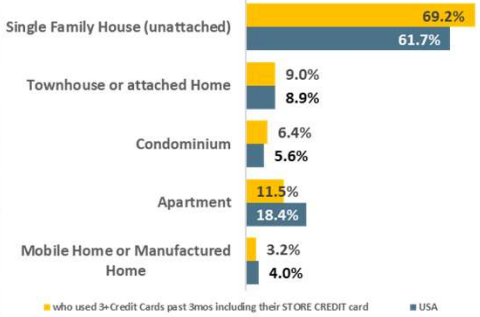


14.4% or 37,732,872 of USA Adults 18 or older used 3+Credit Cards past 3mos including their STORE CREDIT card. Adults 18 or older who used 3+Credit Cards past 3mos including their STORE CREDIT card are 20.5% more likely to own their home, 3.% more likely to own a lower valued home, 12.2% more likely to have a single-family home, 13.6% more likely to have a dog.

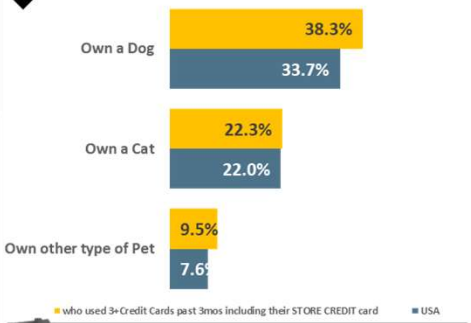
Own/Rent/Other: Adults 18 or older



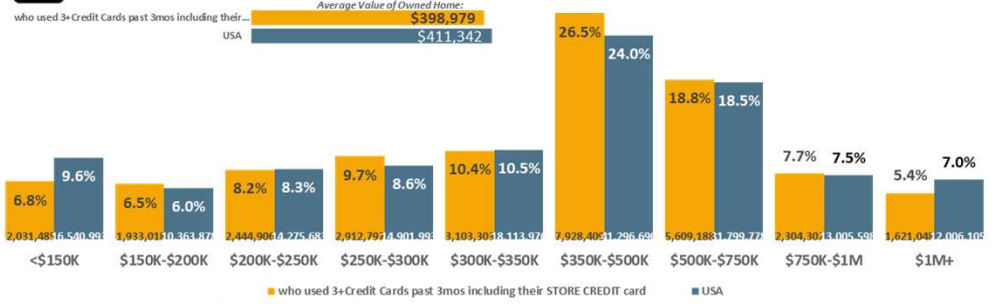
Type of Home: Adults 18 or older



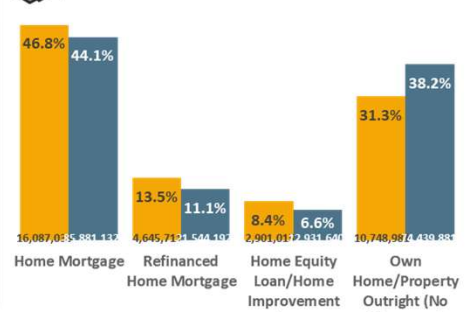
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *6,038*

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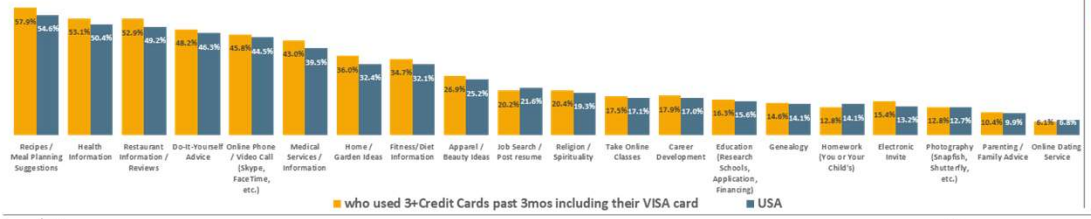
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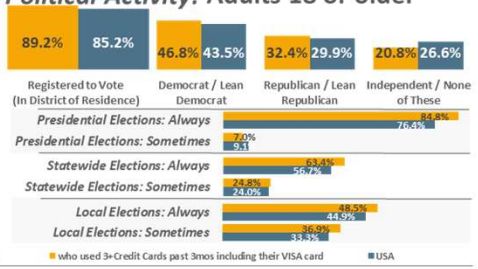


23.% or 60,290,005 of USA Adults 18 or older used 3+Credit Cards past 3mos including their VISA card. Adults 18 or older who used 3+Credit Cards past 3mos including their VISA card are 4.% more likely to look up D-I-Y advice online, 8.1% more likely to always vote in local elections, 19.6% more likely to belong to a gym, 18.% more likely to fly domestic p

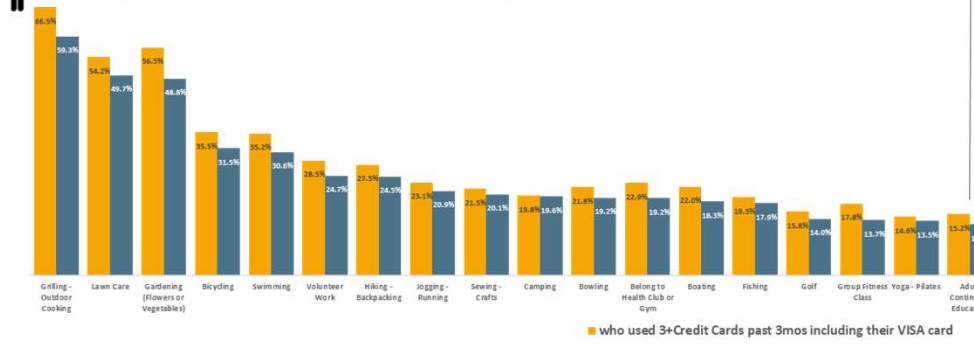
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



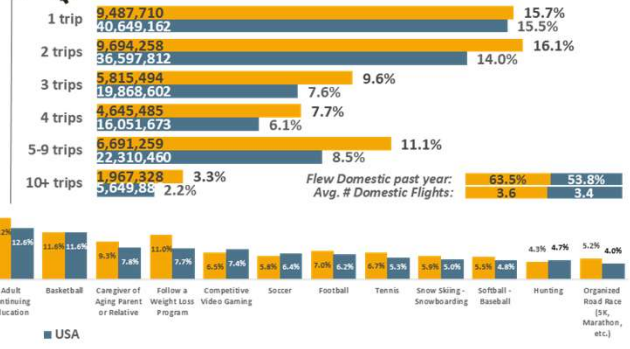
Political Activity: Adults 18 or older



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 6,038

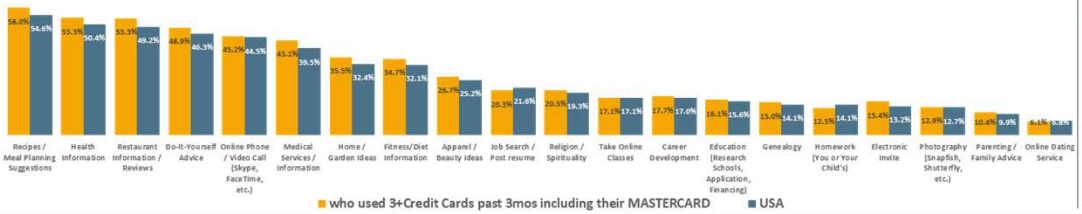
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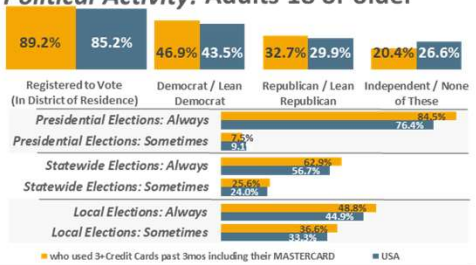


20.4% or 53,412,405 of USA Adults 18 or older used 3+Credit Cards past 3mos including their MASTERCARD. Adults 18 or older who used 3+Credit Cards past 3mos including their MASTERCARD are 5.5% more likely to look up D-I-Y advice online, 8.8% more likely to always vote in local elections, 18.2% more likely to belong to a gym, 16.9% more likely to fly domesti

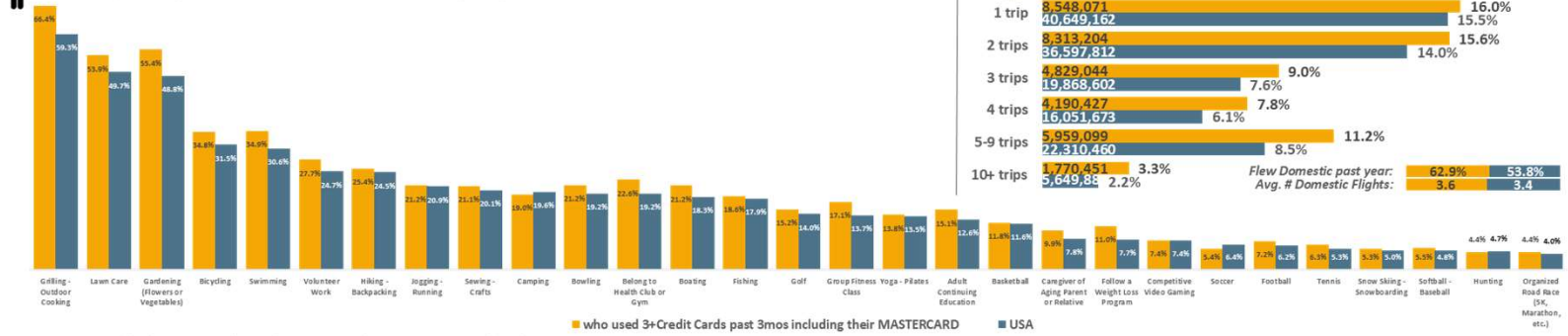
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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 6,038

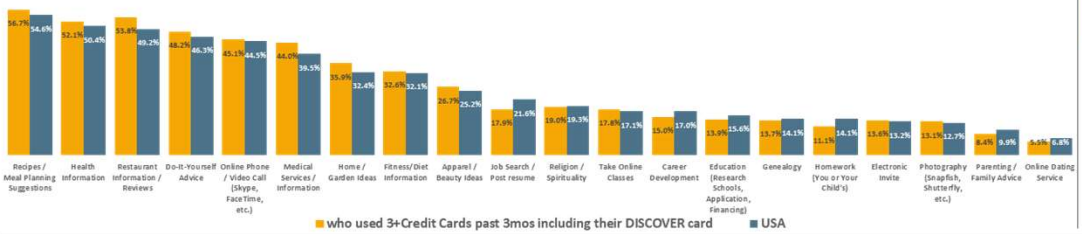
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[((No. of credit cards used past 3 months: 3 credit cards OR No. of credit cards used past 3 months: 4 or more credit cards) AND Age summaries: Adults 25 - 54)] AND...Credit cards/debit cards used past 3 months: MasterCard credit card

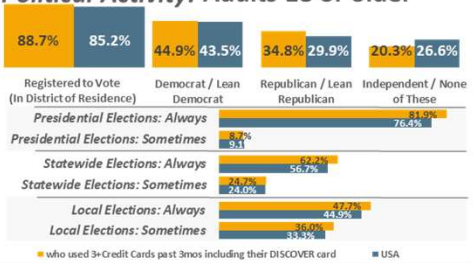


10.2% or 26,723,592 of USA Adults 18 or older used 3+Credit Cards past 3mos including their DISCOVER card. Adults 18 or older who used 3+Credit Cards past 3mos including their DISCOVER card are 4.1% more likely to look up D-I-Y advice online, 6.4% more likely to always vote in local elections, 19.9% more likely to belong to a gym, 18.% more likely to fly domes

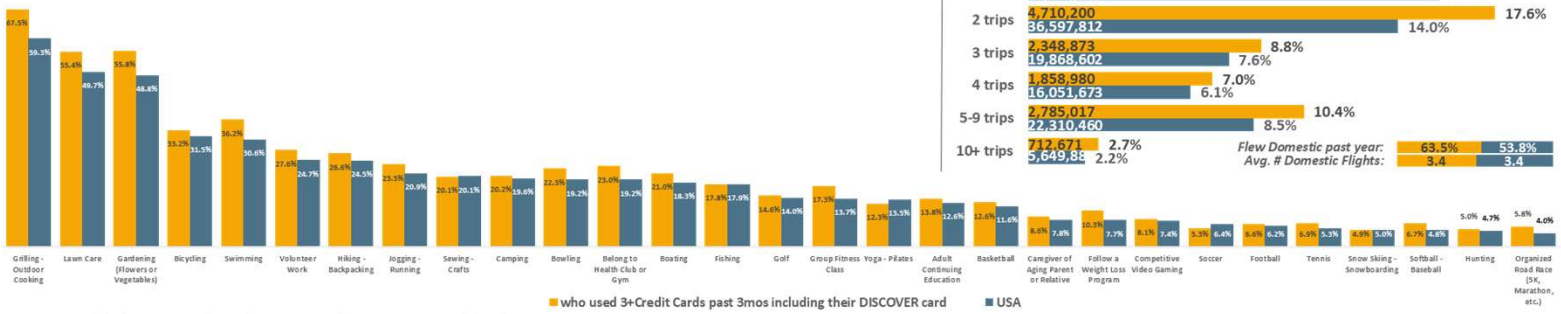
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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 6,038

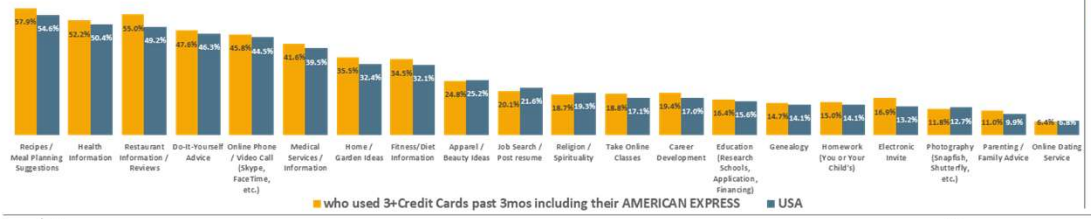
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[((No. of credit cards used past 3 months: 3 credit cards OR No. of credit cards used past 3 months: 4 or more credit cards) AND Age summaries: Adults 25 - 54)] AND...Credit cards/debit cards used past 3 months: Discover credit card

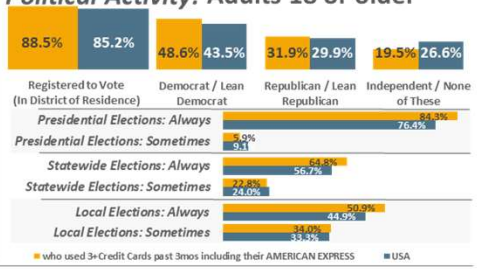


9.8% or 25,701,773 of USA Adults 18 or older used 3+Credit Cards past 3mos including their AMERICAN EXPRESS. Adults 18 or older who used 3+Credit Cards past 3mos including their AMERICAN EXPRESS are 2.8% more likely to look up D-I-Y advice online, 13.4% more likely to always vote in local elections, 39.6% more likely to belong to a gym, 35.4% more likely to fly

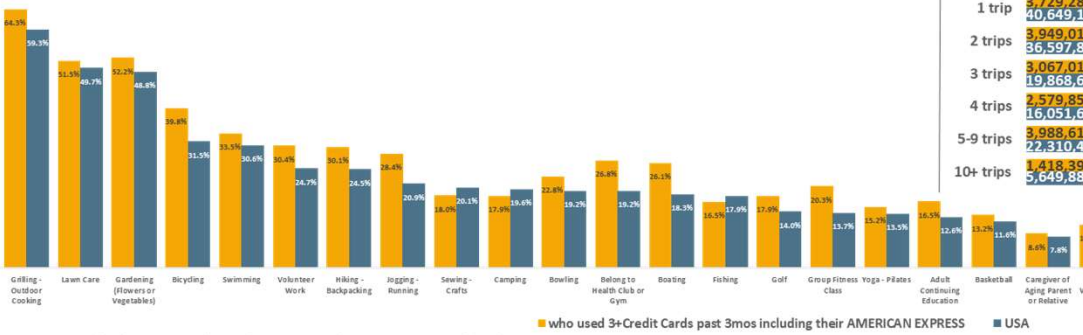
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



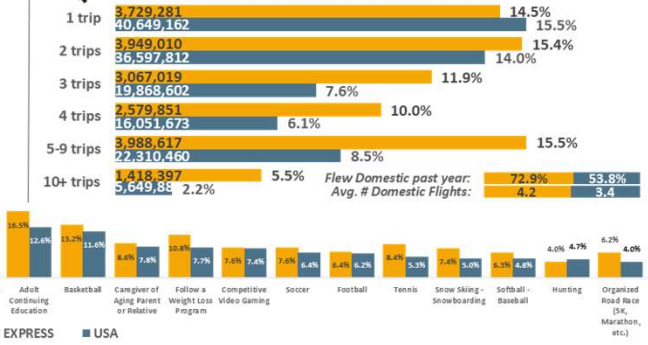
Political Activity: Adults 18 or older



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* *6,038*

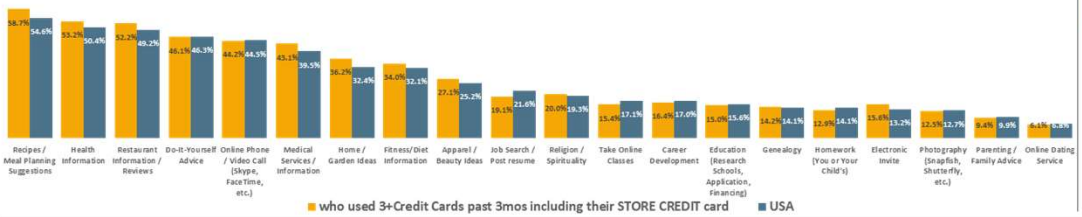
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[((No. of credit cards used past 3 months: 3 credit cards OR No. of credit cards used past 3 months: 4 or more credit cards) AND Age summaries: Adults 25 - 54)] AND...Credit cards/debit cards used past 3 months: American Express credit card

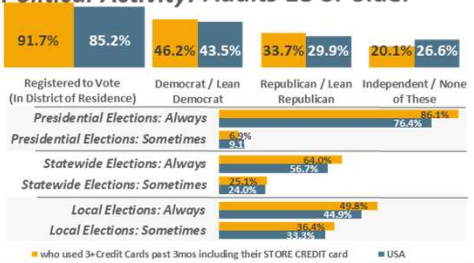


14.4% or 37,732,872 of USA Adults 18 or older used 3+Credit Cards past 3mos including their STORE CREDIT card. Adults 18 or older who used 3+Credit Cards past 3mos including their STORE CREDIT card are .5% less likely to look up D-I-Y advice online, 11.1% more likely to always vote in local elections, 22.7% more likely to belong to a gym, 13.8% more likely to fly

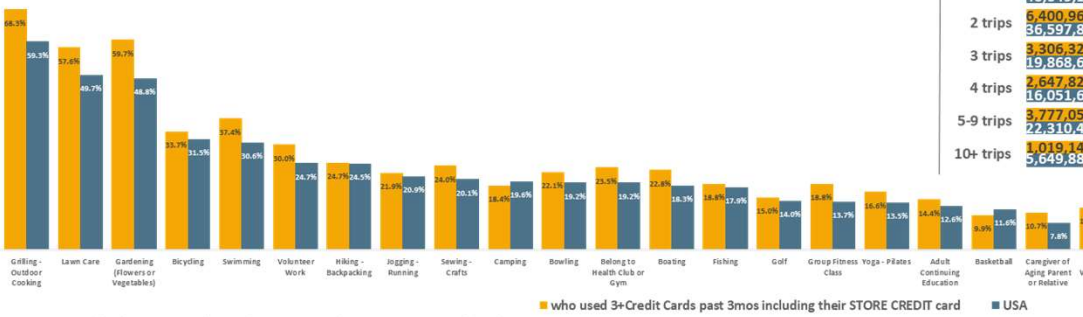
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



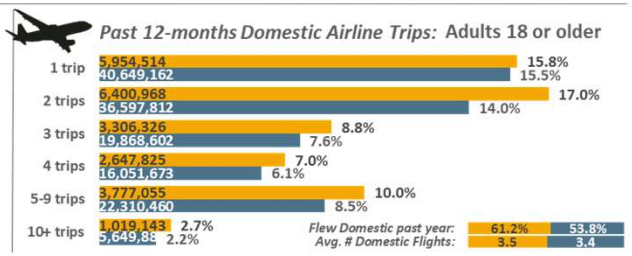
Political Activity: Adults 18 or older



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 6,038

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[((No. of credit cards used past 3 months: 3 credit cards OR No. of credit cards used past 3 months: 4 or more credit cards) AND Age summaries: Adults 25 - 54)] AND...Credit cards/debit cards used past 3 months: Store credit card



23.% or 60,290,005 of USA Adults 18 or older used 3+Credit Cards past 3mos including their VISA card. Adults 18 or older who used 3+Credit Cards past 3mos including their VISA card are 2.6% more likely to use QSRs past mo., 11.3% more likely to use Sit-Down Restaurants past mo., 23.1% more likely to use Casinos past yr., 36.7% less likely to smoke cigaret

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 90.9% 88.7% 54,832,839 232,489,836

Avg. Monthly QSR Meals: 7.1 6.4

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



Total Monthly Sit-Down Restaurant Users: 84.6% 76.1% 51,031,202 199,395,8

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 used 3+Credit Cards past 3mos including their... 20.7%

USA 17.4%

Drank Past 30-days: Adults 18 or older



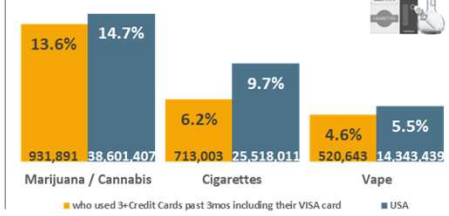
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 6,038

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[((No. of credit cards used past 3 months: 3 credit cards OR No. of credit cards used past 3 months: 4 or more credit cards) AND Age summaries: Adults 25 - 54)] AND...Credit cards/debit cards used past 3 months: VISA credit card



20.4% or 53,412,405 of USA Adults 18 or older used 3+Credit Cards past 3mos including their MASTERCARD. Adults 18 or older who used 3+Credit Cards past 3mos including their MASTERCARD are 3.1% more likely to use QSRs past mo., 10.8% more likely to use Sit-Down Restaurants past mo., 23.3% more likely to use Casinos past yr., 36.1% less likely to smoke cigare

Past 30-days QSR Users: Adults 18 or older



	who used 3+Credit Cards past 3mos including their MASTERCARD	USA
1 time	7.0%	8.4%
2 times	9.2%	10.4%
3 times	10.4%	11.0%
4 times	9.4%	10.6%
5 times	9.6%	10.4%
6 - 9 times	22.9%	20.8%
10 times or more	22.9%	17.2%

Total Monthly QSR Users:		*Avg. Monthly QSR Meals:*	
91.4%	88.7%		
48,828,182	232,489,836	7.2	6.4

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



	who used 3+Credit Cards past 3mos including their MASTERCARD	USA
1 time	14.6%	15.9%
2 times	15.8%	16.1%
3 times	15.1%	13.3%
4 times	11.2%	9.6%
5 times	9.9%	7.5%
6 - 9 times	10.9%	8.7%
10 times or more	6.7%	4.9%

Total Monthly Sit-Down Restaurant Users:		*Avg. Monthly Sit-Down Restaurant Meals:*	
84.3%	76.1%		
45,010,752	199,395,8	4.4	4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



	who used 3+Credit Cards past 3mos including their MASTERCARD	USA
Mexican	39.0%	33.5%
Pizza	39.1%	32.7%
Chinese	39.1%	32.1%
Coffee House / Coffee Bar	23.7%	21.1%
Italian	23.1%	17.6%
Indian / Thai / Other Asian	21.0%	16.5%
Wings / Burgers / Sports Bar	18.3%	15.1%
Bagel / Donut / Bakery	18.0%	13.8%
Upscale	19.5%	13.4%
Steakhouse	17.9%	11.8%

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

who used 3+Credit Cards past 3mos including their... 21.4%

USA 17.4%

Drank Past 30-days: Adults 18 or older



	who used 3+Credit Cards past 3mos including their MASTERCARD	USA
Liquor	27,039,670 50.6%	118,471,405 45.2%
Any Type of Beer	24,986,950 46.8%	109,122,068 41.6%
Wine	20,948,635 39.2%	86,745,851 33.1%
Domestic Regular Beer	14,101,714 26.4%	61,439,313 23.4%
Domestic Light Beer	14,110,844 26.4%	59,731,345 22.8%
Imported Beer	13,227,300 24.8%	56,347,213 21.5%
Microbrew / Craft Beer	5,904,816 11.1%	28,044,613 10.7%

Past 12 months Casino Activities: Adults 18 or older



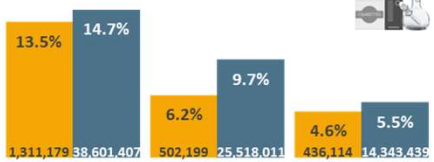
	who used 3+Credit Cards past 3mos including their MASTERCARD	USA
Slot Machines	16,712,374 31.3%	63,444,275 24.2%
Table Games (Craps, Poker, etc.)	7,846,688 14.7%	24,514,895 9.4%
Bar / Nightclub	6,306,641 11.8%	22,189,836 8.5%
Upscale Restaurant	6,539,115 12.2%	21,936,734 8.4%
Stage Show / Concert	5,259,050 9.8%	16,180,278 6.2%
Sports Betting	2,874,775 5.4%	9,617,827 3.7%
Other Gambling	1,537,201 2.9%	4,957,1 1.9%
Spa	1,436,648 2.7%	4,46 1.7%



Casinos visited past 12 months: Yes

Used Past 30-days: Adults 18 or older





Marijuana / Cannabis | Cigarettes | Vape

who used 3+Credit Cards past 3mos including their MASTERCARD | USA

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 6,038

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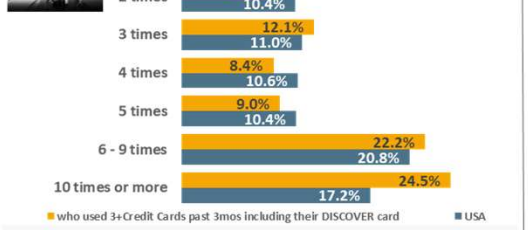
[((No. of credit cards used past 3 months: 3 credit cards OR No. of credit cards used past 3 months: 4 or more credit cards) AND Age summaries: Adults 25 - 54)] AND...Credit cards/debit cards used past 3 months: MasterCard credit card



10.2% or 26,723,592 of USA Adults 18 or older used 3+Credit Cards past 3mos including their DISCOVER card. Adults 18 or older who used 3+Credit Cards past 3mos including their DISCOVER card are 1.8% more likely to use QSRs past mo., 10.7% more likely to use Sit-Down Restaurants past mo., 22.4% more likely to use Casinos past yr., 46.9% less likely to smoke cig

Past 30-days QSR Users: Adults 18 or older



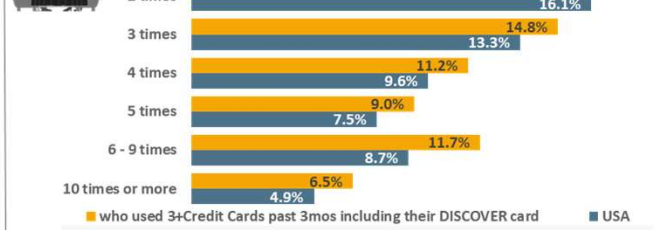


Total Monthly QSR Users: 90.3% 24,125,523 | 88.7% 232,489,836

Avg. Monthly QSR Meals: 7.4 | 6.4

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





Total Monthly Sit-Down Restaurant Users: 84.2% 22,499,704 | 76.1% 199,395,818

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

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who used 3+Credit Cards past 3mos including their... 5,187,640 19.4%

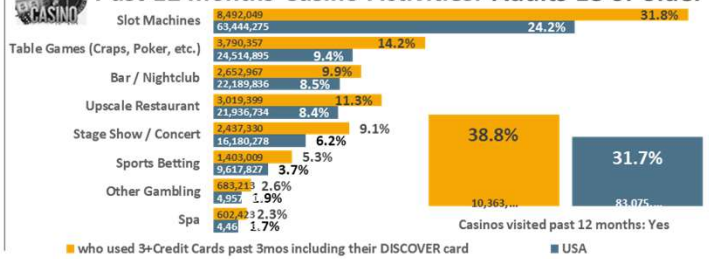
USA [illegible] 17.4%

Drank Past 30-days: Adults 18 or older



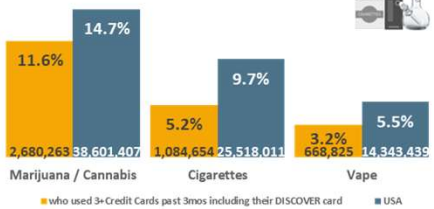
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





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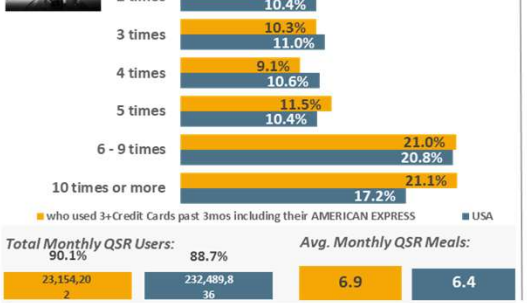
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9.8% or 25,701,773 of USA Adults 18 or older used 3+Credit Cards past 3mos including their AMERICAN EXPRESS. Adults 18 or older who used 3+Credit Cards past 3mos including their AMERICAN EXPRESS are 1.6% more likely to use QSRs past mo., 16.1% more likely to use Sit-Down Restaurants past mo., 31.2% more likely to use Casinos past yr., 53.4% less likely to smoke

Past 30-days QSR Users: Adults 18 or older



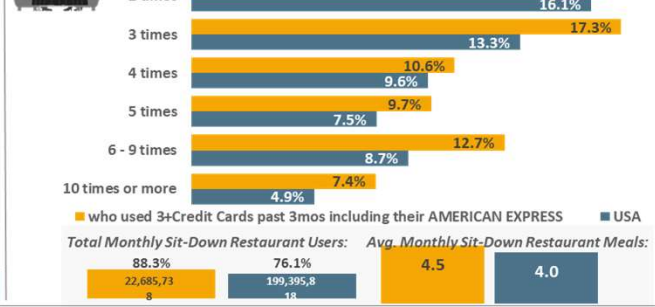


Total Monthly QSR Users: 90.1% 88.7% — 23,154,202 — 232,489,836

Avg. Monthly QSR Meals: 6.9 — 6.4

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





Total Monthly Sit-Down Restaurant Users: 88.3% 76.1% — 22,685,738 — 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 used 3+Credit Cards past 3mos including their... 6,026,385 — 23.4%

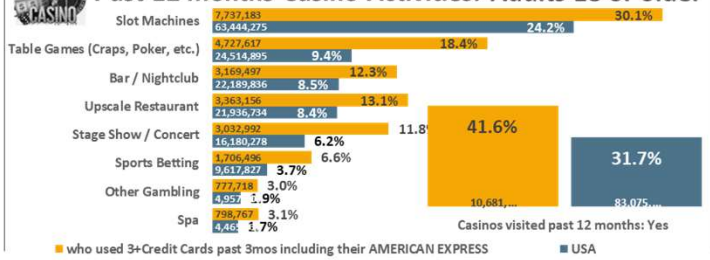
USA — 17.4%

Drank Past 30-days: Adults 18 or older



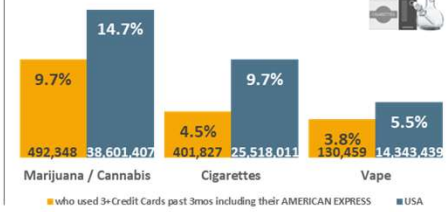
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





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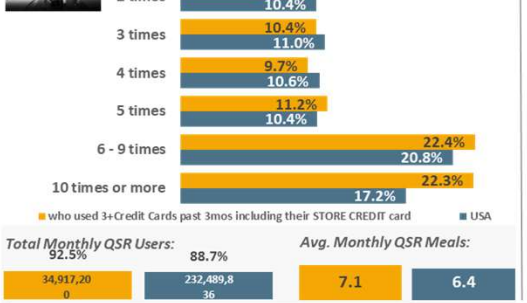
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Past 30-days QSR Users: Adults 18 or older



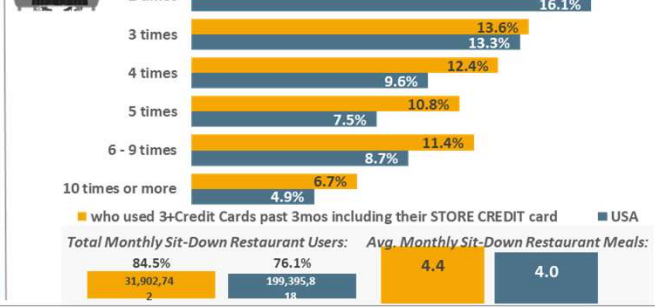


Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



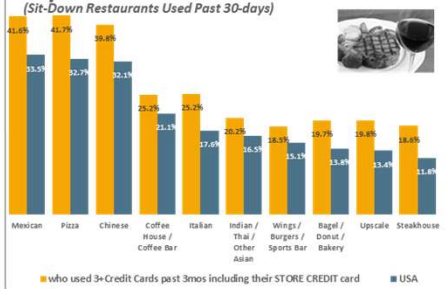


Total Monthly Sit-Down Restaurant Users:

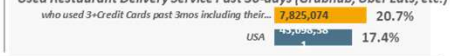
Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

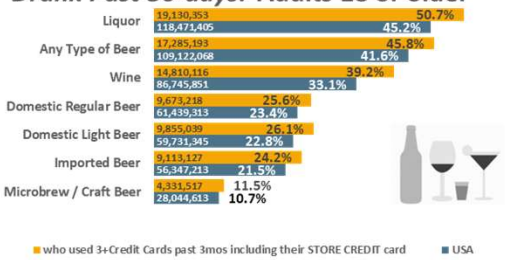
(Sit-Down Restaurants Used Past 30-days)



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

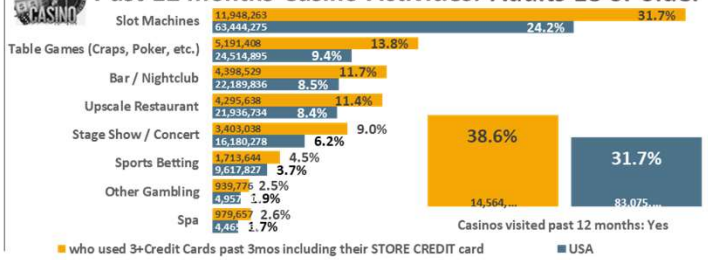


Drank Past 30-days: Adults 18 or older



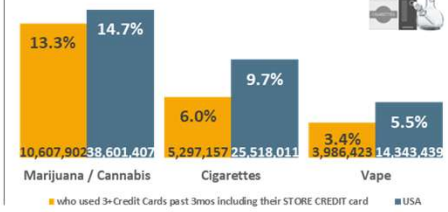
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 6,038

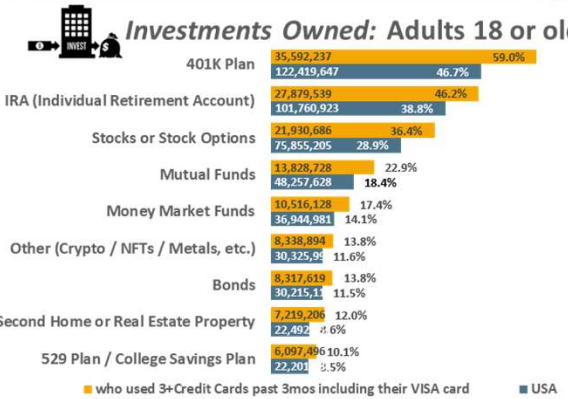
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[((No. of credit cards used past 3 months: 3 credit cards OR No. of credit cards used past 3 months: 4 or more credit cards) AND Age summaries: Adults 25 - 54)] AND...Credit cards/debit cards used past 3 months: Store credit card

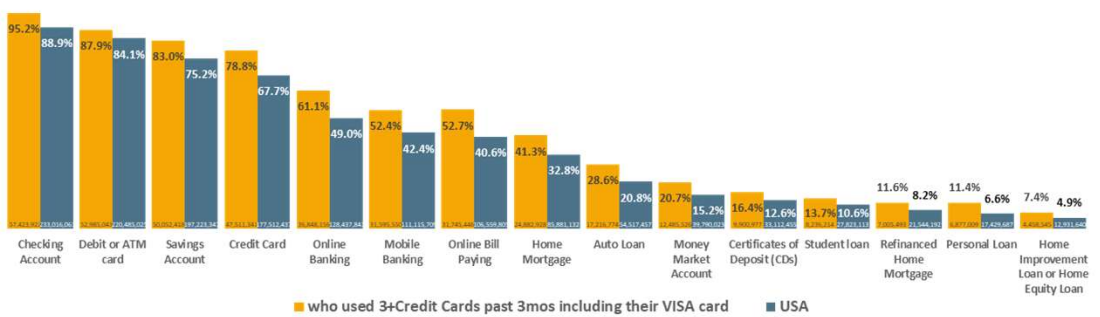


23.% or 60,290,005 of USA Adults 18 or older used 3+Credit Cards past 3mos including their VISA card. Adults 18 or older who used 3+Credit Cards past 3mos including their VISA card are 26.4% more likely to have a 401K, 37.3% more likely to have an Auto Loan, 43.7% more likely to Invest/Trade Stocks Online, .3% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



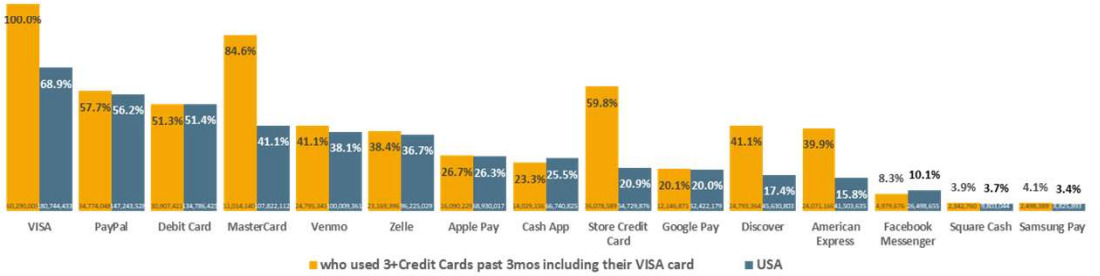
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 6,038

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[((No. of credit cards used past 3 months: 3 credit cards OR No. of credit cards used past 3 months: 4 or more credit cards) AND Age summaries: Adults 25 - 54)] AND...Credit cards/debit cards used past 3 months: VISA credit card



20.4% or 53,412,405 of USA Adults 18 or older used 3+Credit Cards past 3mos including their MASTERCARD. Adults 18 or older who used 3+Credit Cards past 3mos including their MASTERCARD are 24.9% more likely to have a 401K, 42.7% more likely to have an Auto Loan, 44.5% more likely to Invest/Trade Stocks Online, 2.8% more likely to pay with their Debit Card.

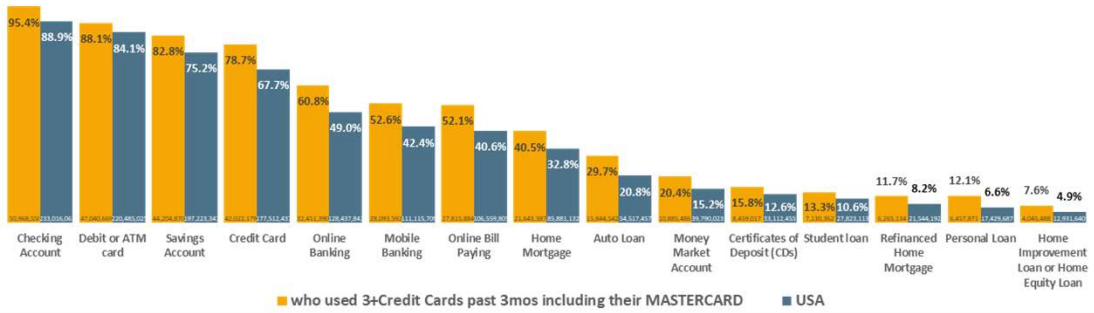
Investments Owned: Adults 18 or older





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



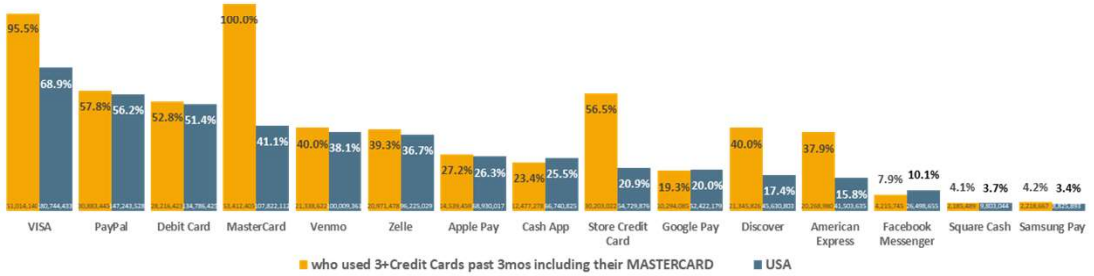


Professional Services Used:* Adults 18 or older



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





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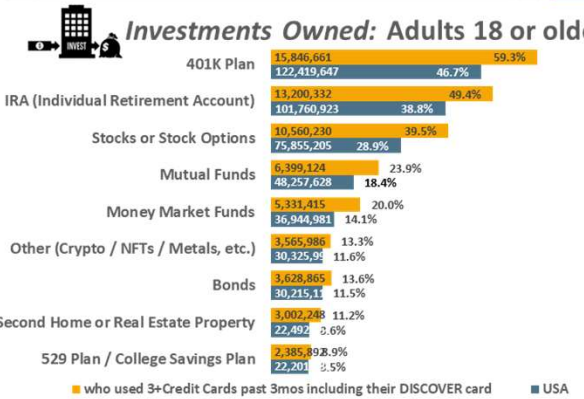
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[((No. of credit cards used past 3 months: 3 credit cards OR No. of credit cards used past 3 months: 4 or more credit cards) AND Age summaries: Adults 25 - 54)] AND...Credit cards/debit cards used past 3 months: MasterCard credit card

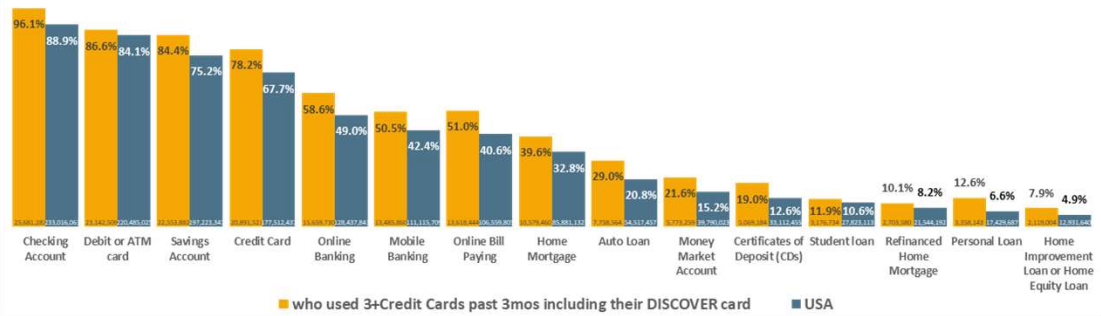


10.2% or 26,723,592 of USA Adults 18 or older used 3+Credit Cards past 3mos including their DISCOVER card. Adults 18 or older who used 3+Credit Cards past 3mos including their DISCOVER card are 27.% more likely to have a 401K, 39.6% more likely to have an Auto Loan, 53.9% more likely to Invest/Trade Stocks Online, 5.5% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



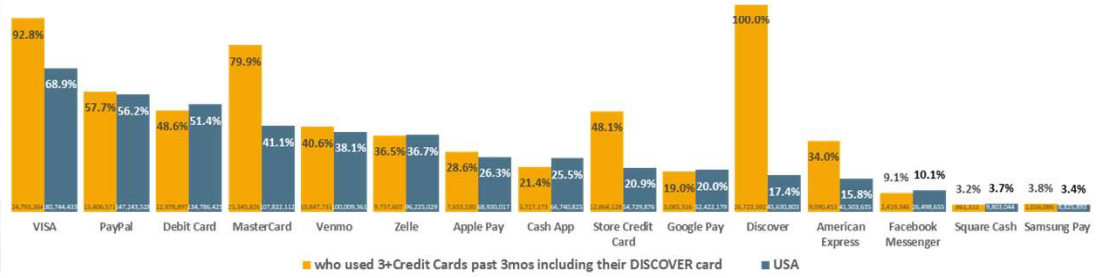
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 6,038

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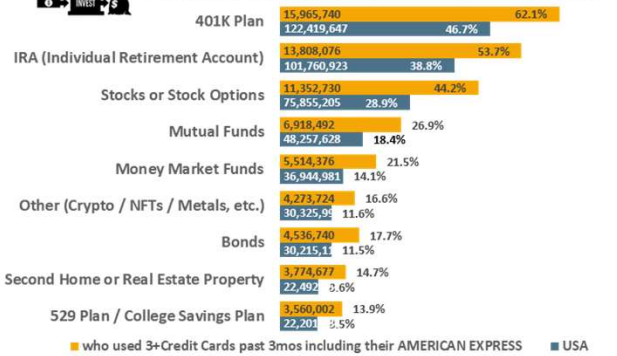
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[((No. of credit cards used past 3 months: 3 credit cards OR No. of credit cards used past 3 months: 4 or more credit cards) AND Age summaries: Adults 25 - 54)] AND...Credit cards/debit cards used past 3 months: Discover credit card

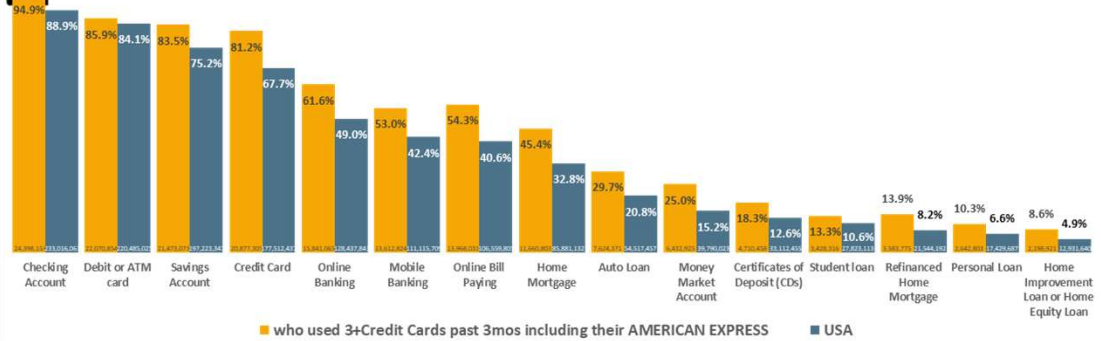


9.8% or 25,701,773 of USA Adults 18 or older used 3+Credit Cards past 3mos including their AMERICAN… Adults 18 or older who used 3+Credit Cards past 3mos including their AMERICAN EXPRESS are 33.% more likely to have a 401K, 42.7% more likely to have an Auto Loan, 73.1% more likely to Invest/Trade Stocks Online, 14.4% less likely to pay with their Debit C

Investments Owned: Adults 18 or older



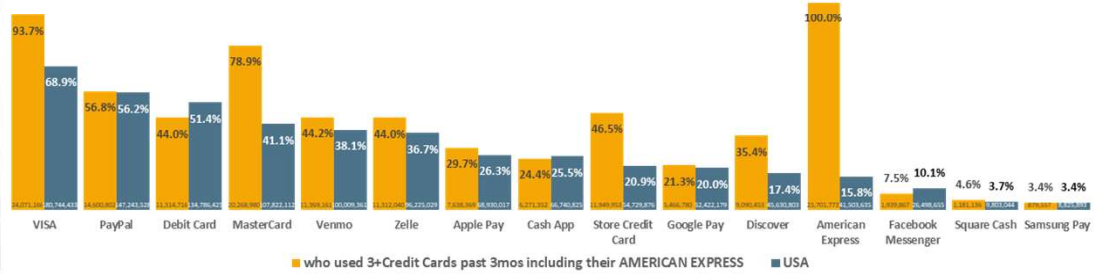
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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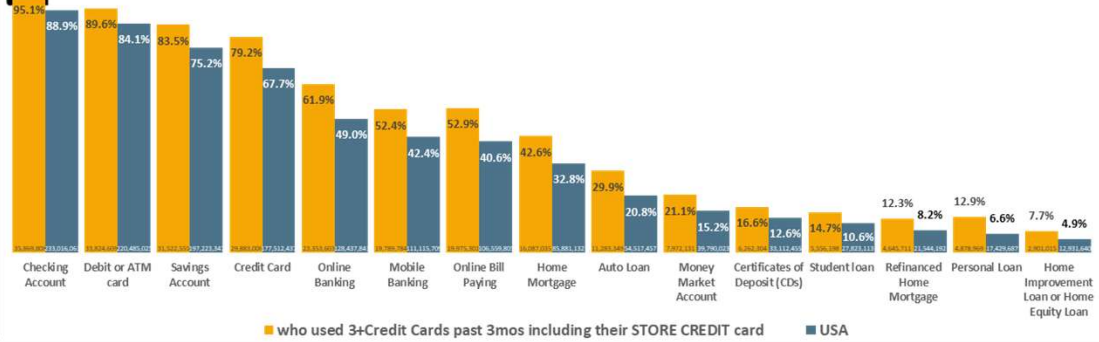


14.4% or 37,732,872 of USA Adults 18 or older used 3+Credit Cards past 3mos including their STORE CREDIT… Adults 18 or older who used 3+Credit Cards past 3mos including their STORE CREDIT card are 28.% more likely to have a 401K, 43.8% more likely to have an Auto Loan, 31.4% more likely to Invest/Trade Stocks Online, 10.1% more likely to pay with their Debit

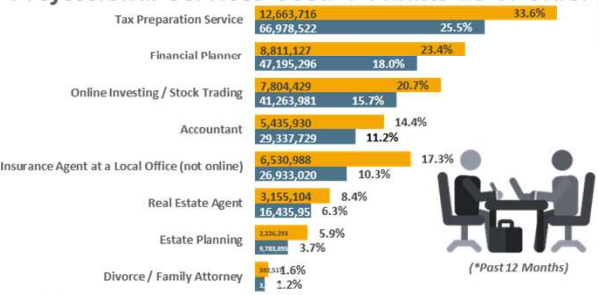
Investments Owned: Adults 18 or older



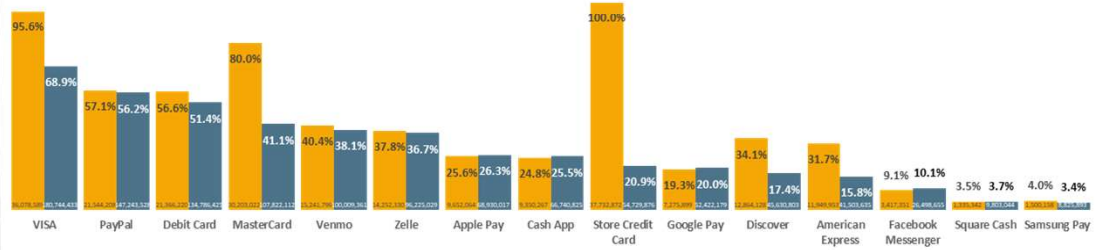
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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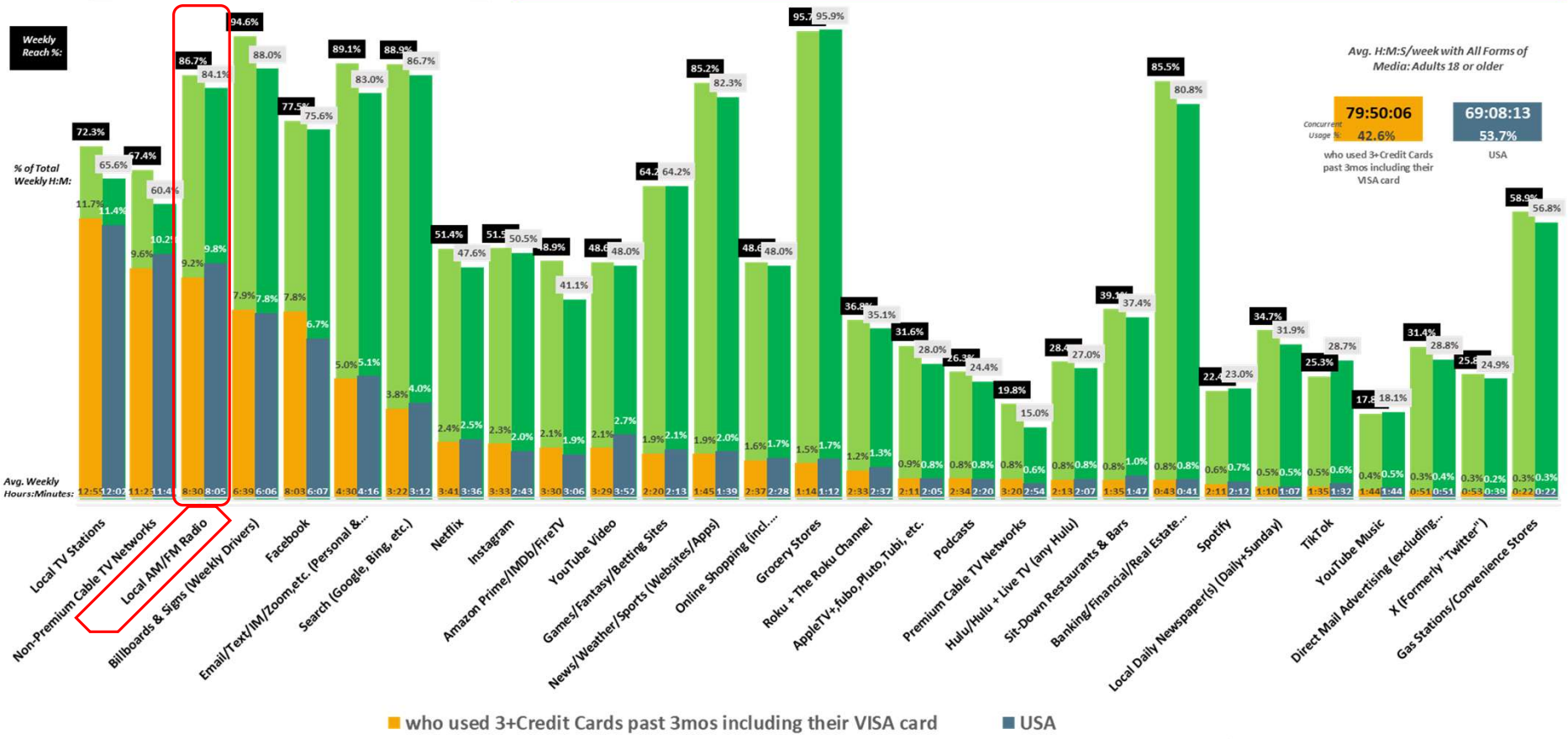
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Adults 18 or older who used 3+Credit Cards past 3mos including their VISA card spend an average of 3 days, 7 hours, 50 minutes and 6 seconds each week with All Forms of Media.

86.7% of Adults 18 or older who used 3+Credit Cards past 3mos including their VISA card spend an avg. of 8 hours and 30 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



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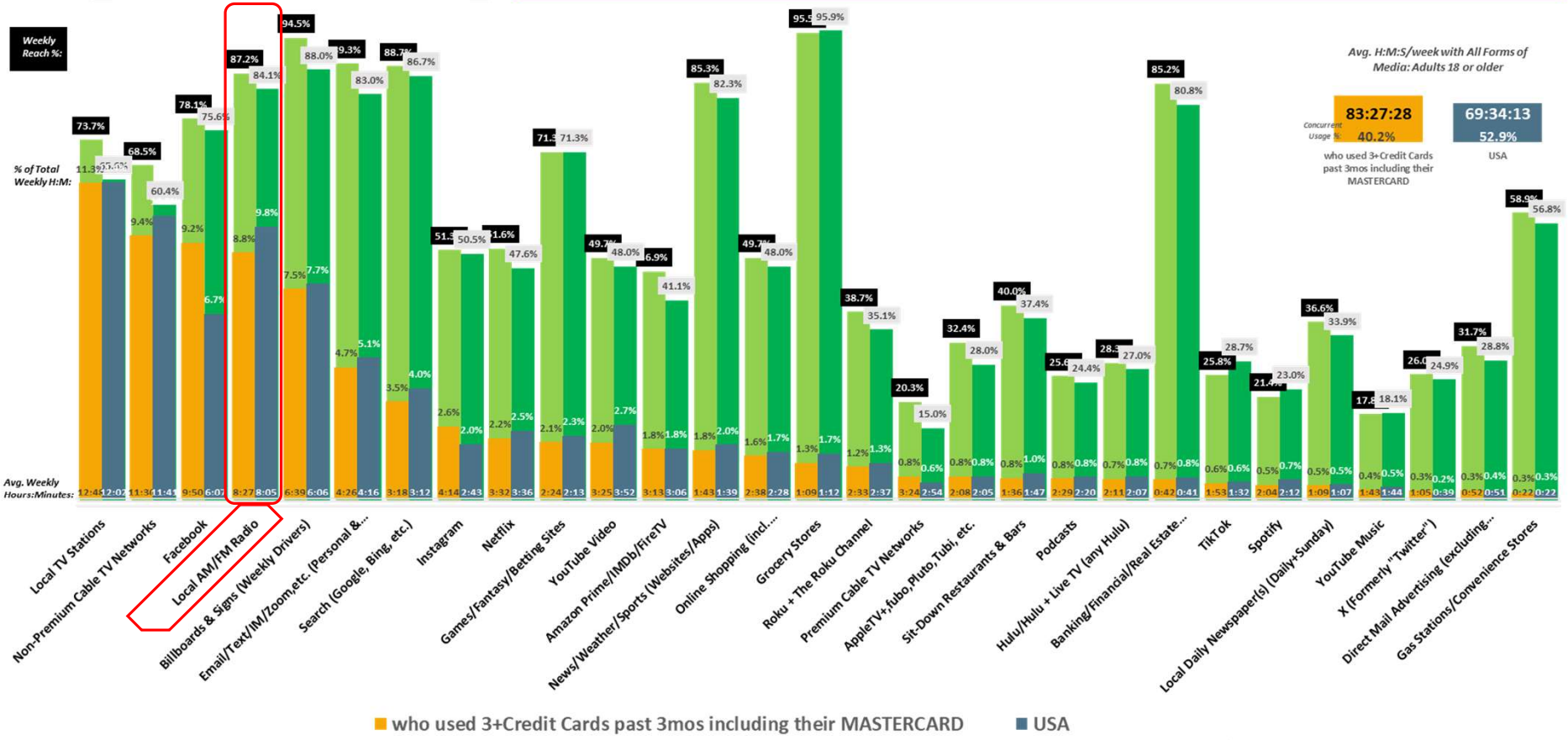
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Adults 18 or older who used 3+Credit Cards past 3mos including their MASTERCARD spend an average of 3 days, 11 hours, 27 minutes and 28 seconds each week with All Forms of Media.

87.2% of Adults 18 or older who used 3+Credit Cards past 3mos including their MASTERCARD spend an avg. of 8 hours and 27 minutes each week listening to All Local AM/FM Radio, representing 8.8% of total time spent with all forms of Media.



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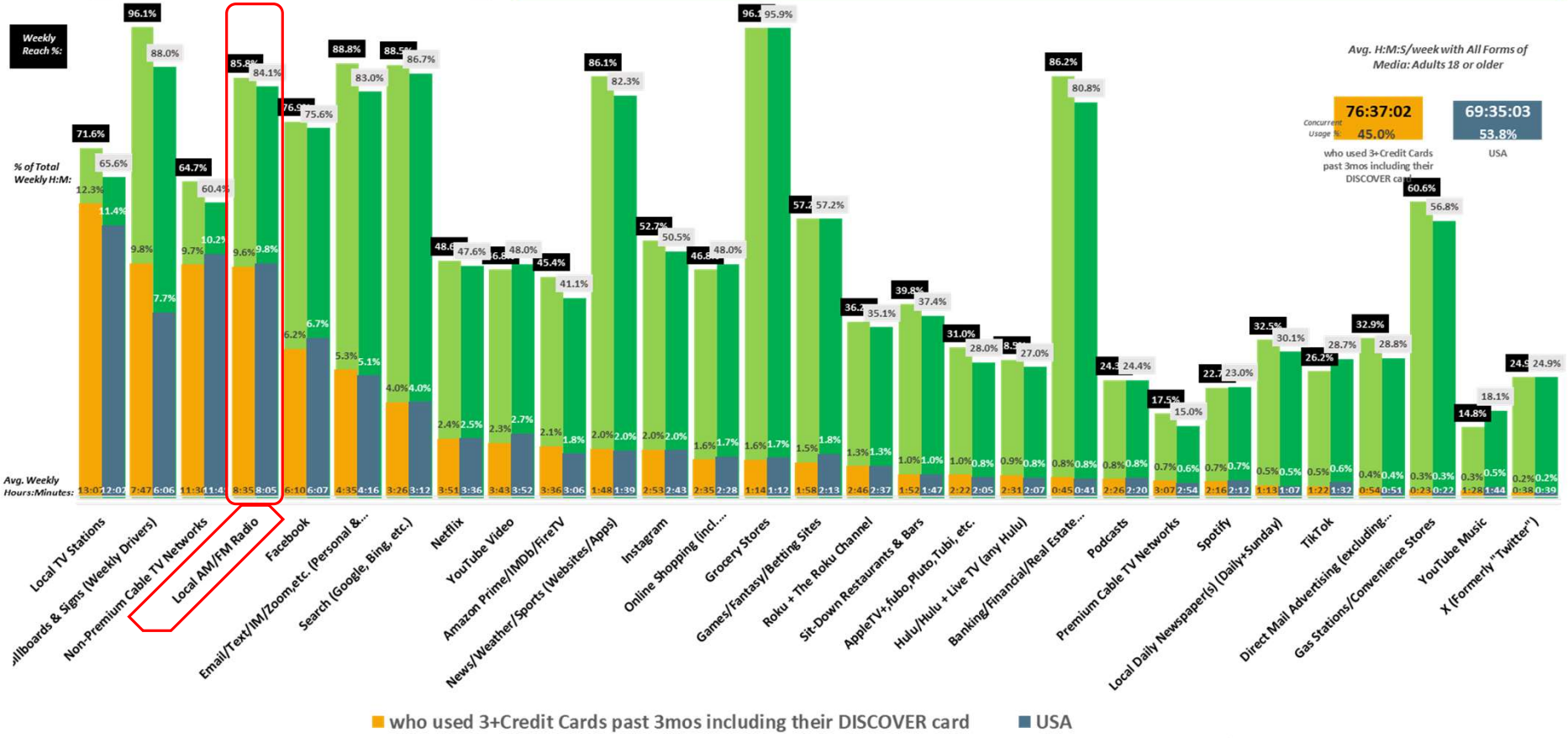
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Adults 18 or older who used 3+Credit Cards past 3mos including their DISCOVER card spend an average of 3 days, 4 hours, 37 minutes and 2 seconds each week with All Forms of Media.

85.8% of Adults 18 or older who used 3+Credit Cards past 3mos including their DISCOVER card spend an avg. of 8 hours and 35 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.



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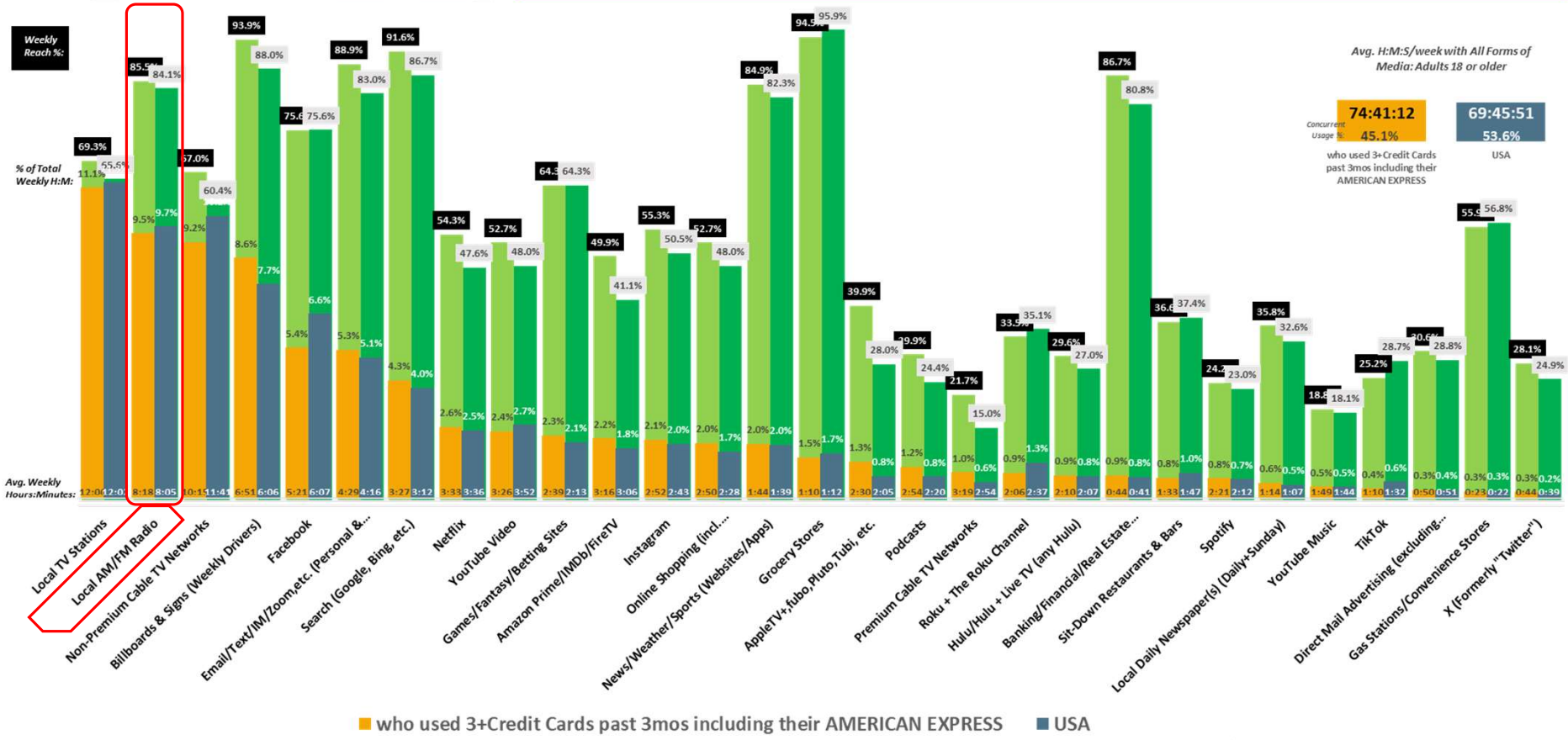
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Adults 18 or older who used 3+Credit Cards past 3mos including their AMERICAN EXPRESS spend an average of 3 days, 2 hours, 41 minutes and 12 seconds each week with All Forms of Media.

85.5% of Adults 18 or older who used 3+Credit Cards past 3mos including their AMERICAN EXPRESS spend an avg. of 8 hours and 18 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.



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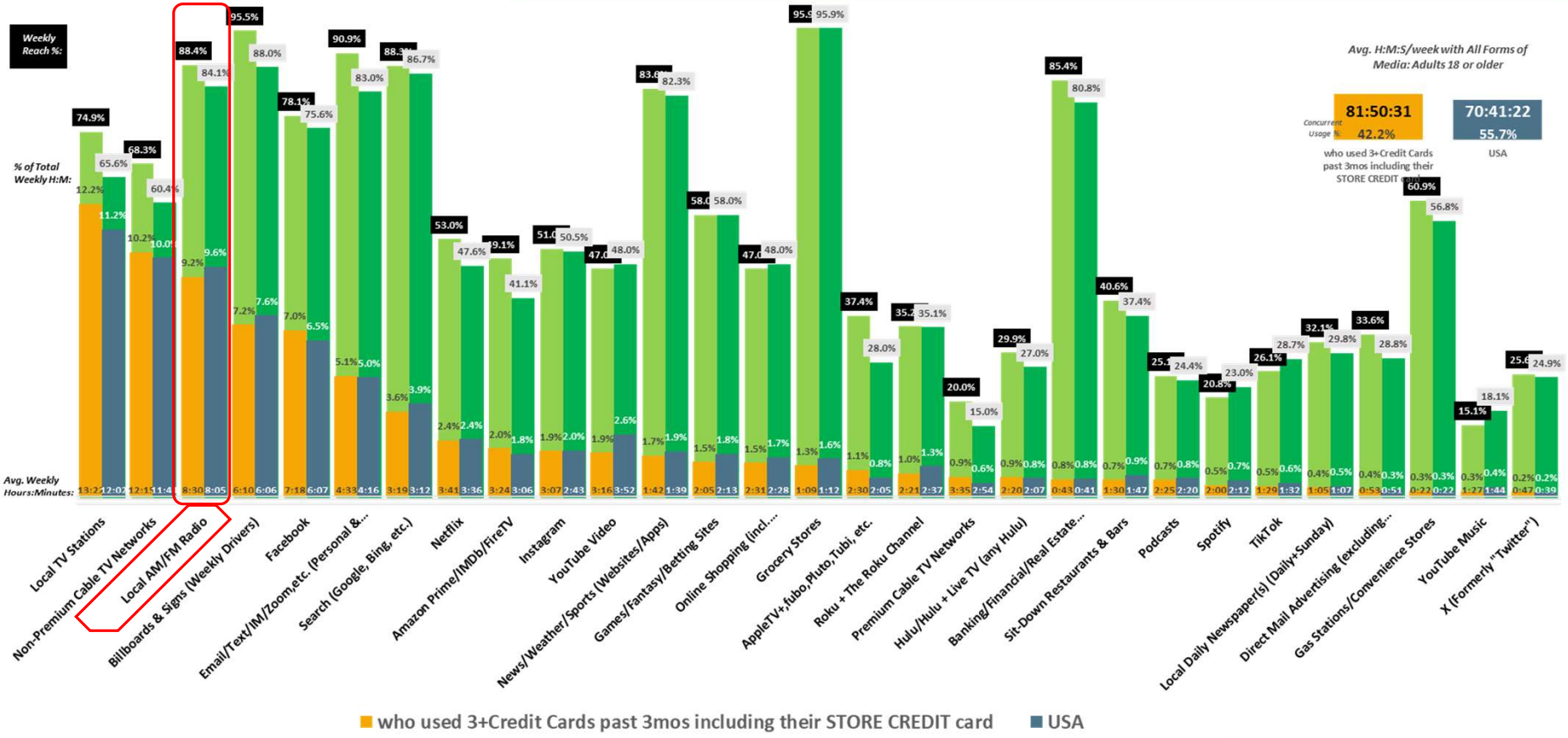
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Adults 18 or older who used 3+Credit Cards past 3mos including their STORE CREDIT card spend an average of 3 days, 9 hours, 50 minutes and 31 seconds each week with All Forms of Media.

88.4% of Adults 18 or older who used 3+Credit Cards past 3mos including their STORE CREDIT card spend an avg. of 8 hours and 30 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



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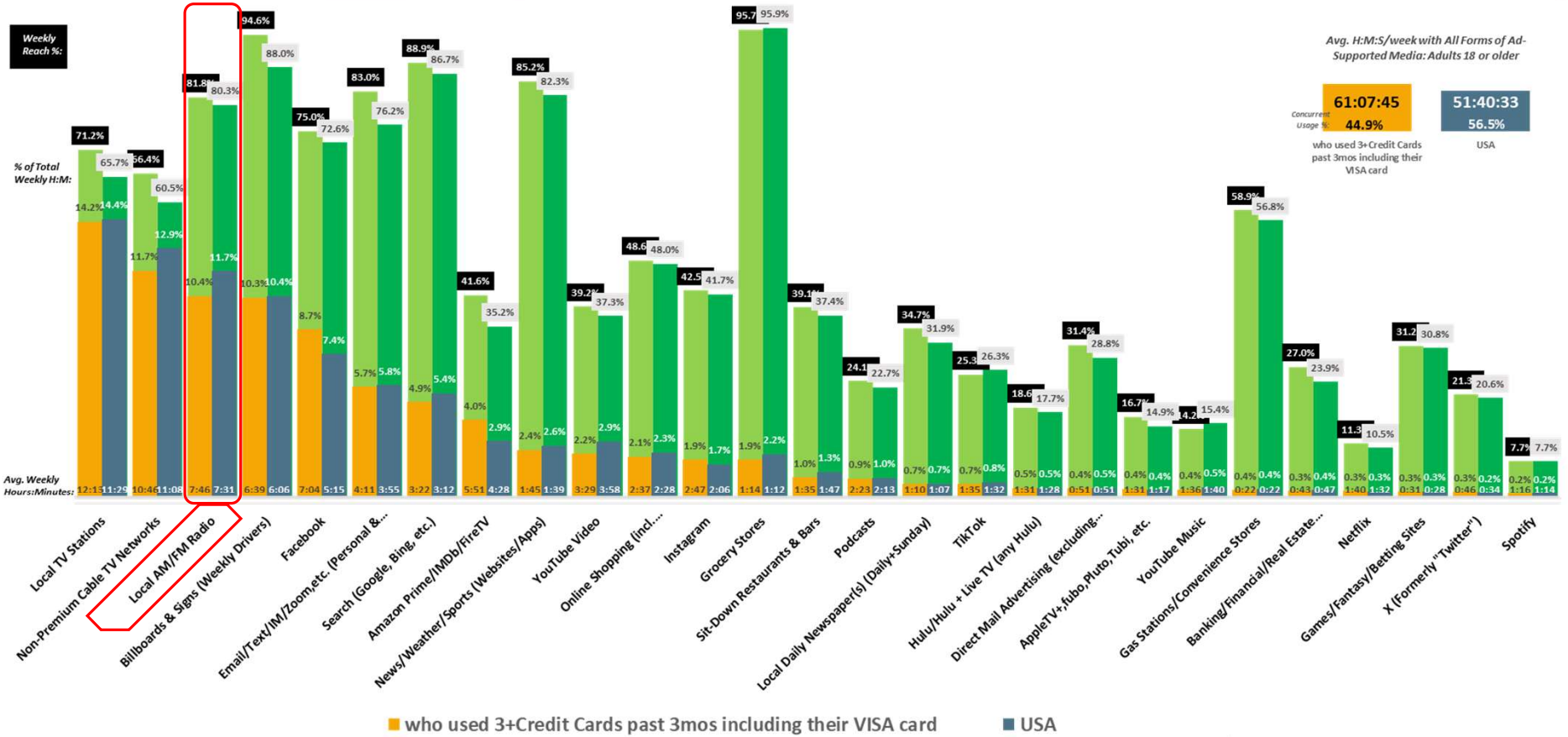
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Adults 18 or older who used 3+Credit Cards past 3mos including their VISA card spend an average of 2 days, 13 hours, 7 minutes and 45 seconds each week with All Forms of Ad-Supported Media.

81.8% of Adults 18 or older who used 3+Credit Cards past 3mos including their VISA card spend an avg. of 7 hours and 46 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.4% of total time spent with all forms of Ad-Supported Me



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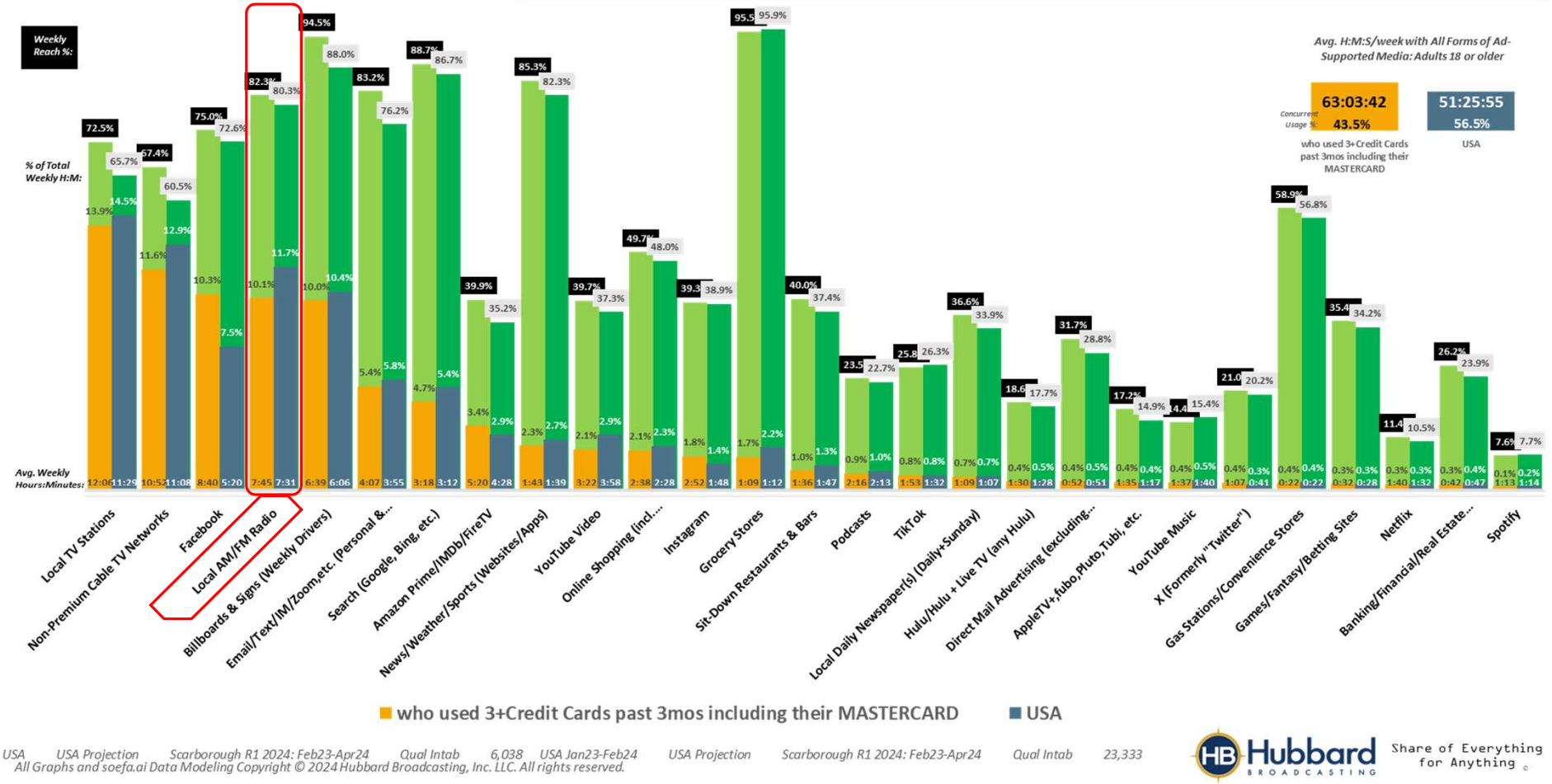
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Adults 18 or older who used 3+Credit Cards past 3mos including their MASTERCARD spend an average of 2 days, 15 hours, 3 minutes and 42 seconds each week with All Forms of Ad-Supported Media.

82.3% of Adults 18 or older who used 3+Credit Cards past 3mos including their MASTERCARD spend an avg. of 7 hours and 45 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.1% of total time spent with all forms of Ad-Supported M



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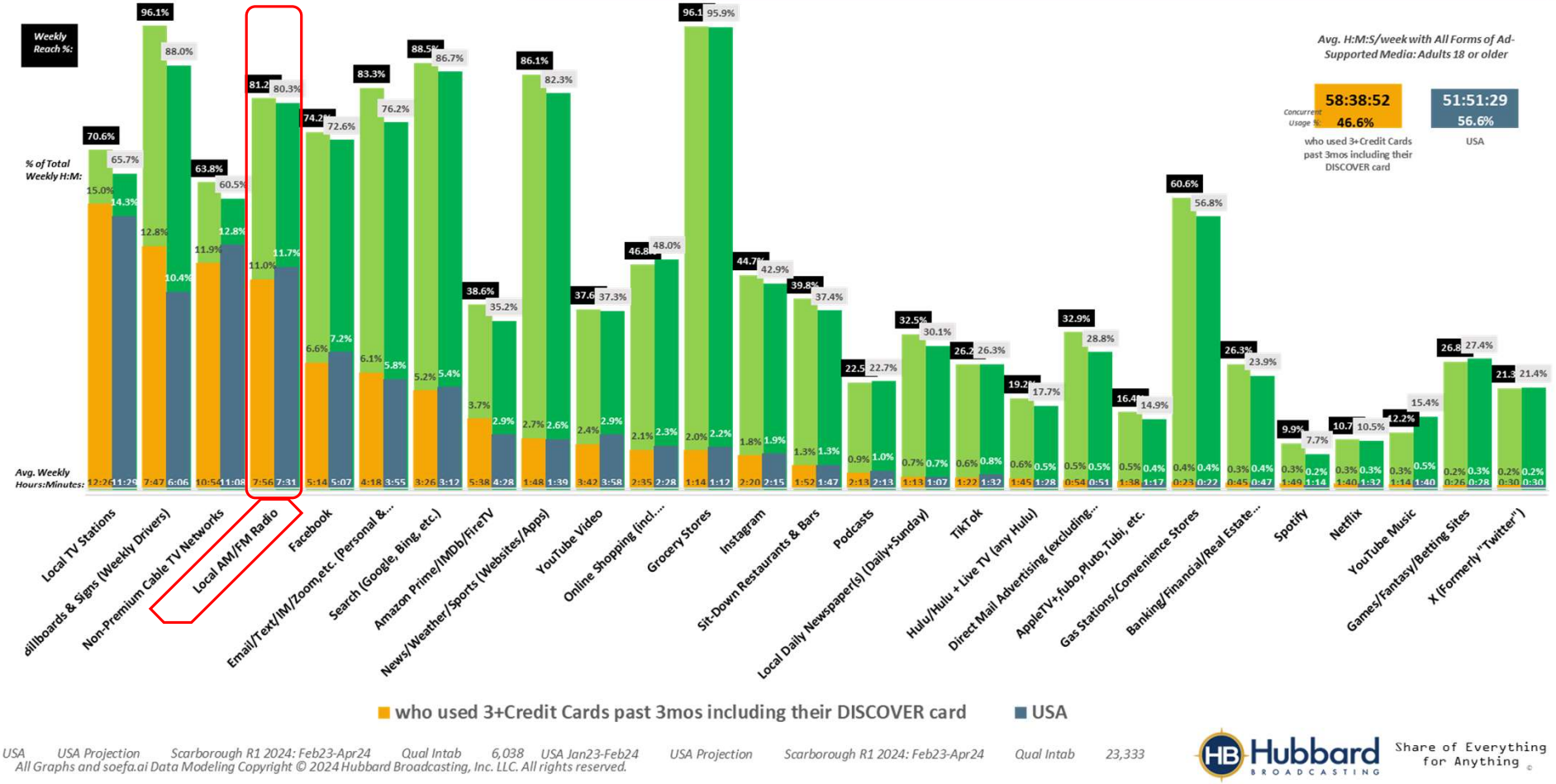
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Adults 18 or older who used 3+Credit Cards past 3mos including their DISCOVER card spend an average of 2 days, 10 hours, 38 minutes and 52 seconds each week with All Forms of Ad-Supported Media.

81.2% of Adults 18 or older who used 3+Credit Cards past 3mos including their DISCOVER card spend an avg. of 7 hours and 56 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.% of total time spent with all forms of Ad-Supported



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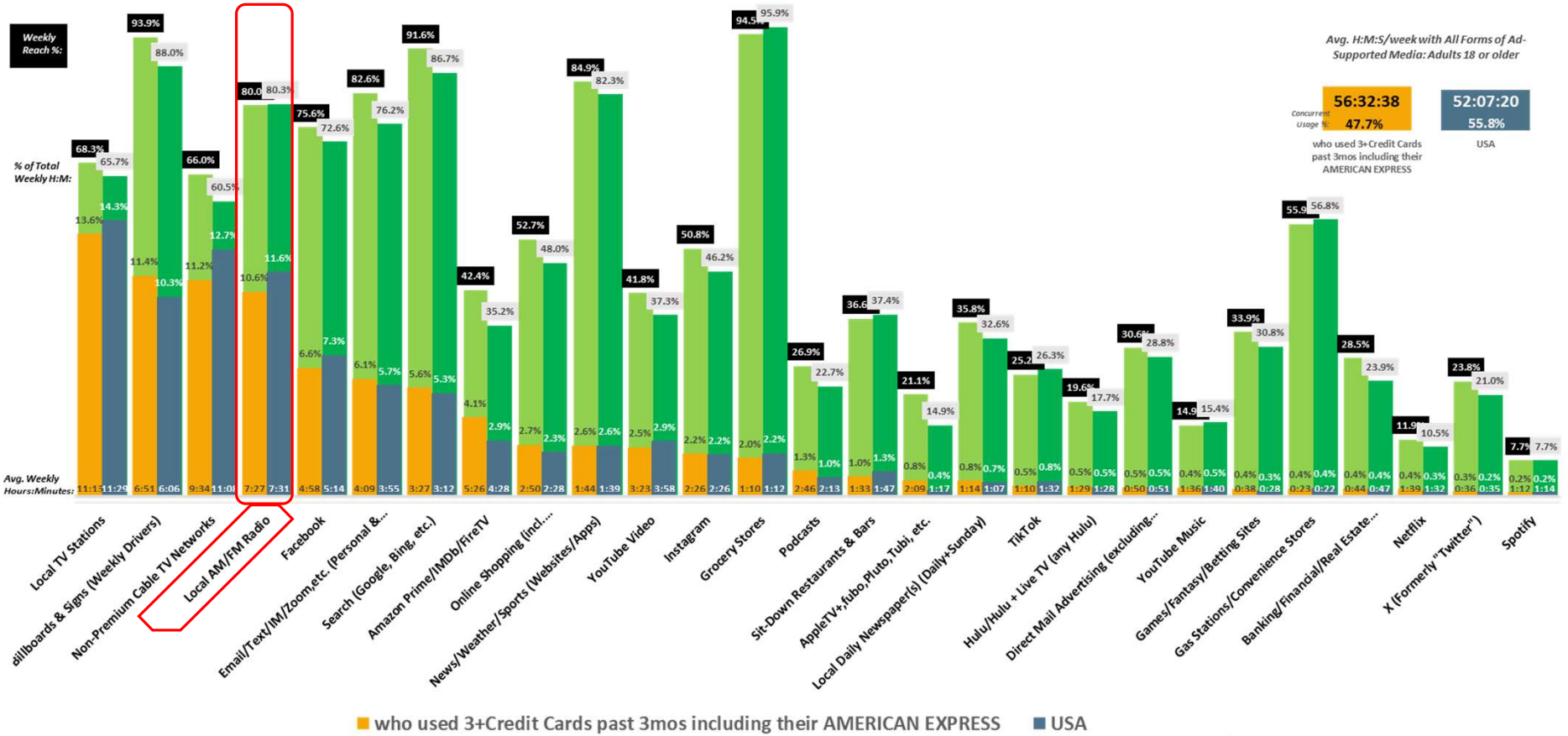
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Adults 18 or older who used 3+Credit Cards past 3mos including their AMERICAN EXPRESS spend an average of 2 days, 8 hours, 32 minutes and 38 seconds each week with All Forms of Ad-Supported Media.

80.% of Adults 18 or older who used 3+Credit Cards past 3mos including their AMERICAN EXPRESS spend an avg. of 7 hours and 27 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Suppor



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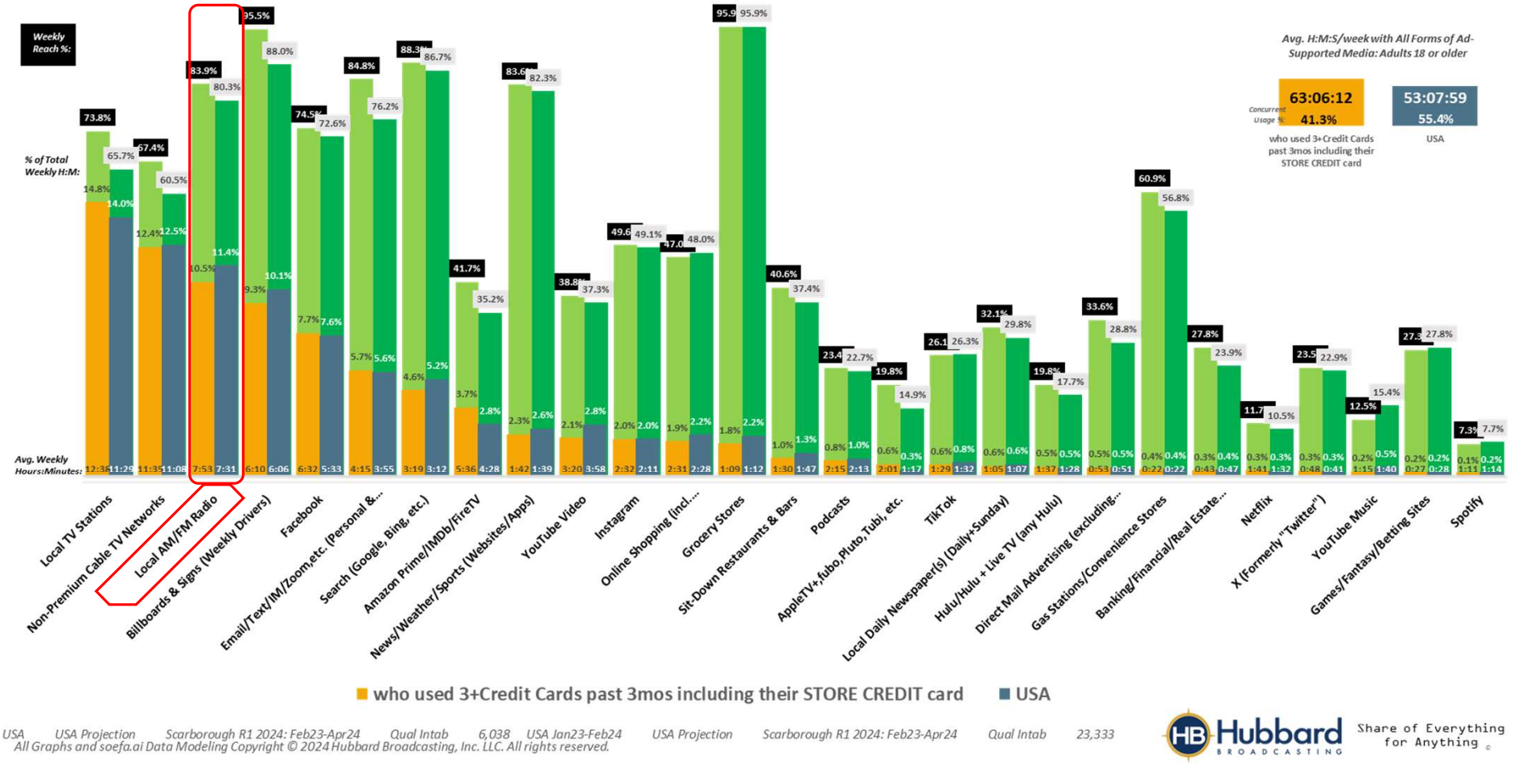
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Adults 18 or older who used 3+Credit Cards past 3mos including their STORE CREDIT card spend an average of 2 days, 15 hours, 6 minutes and 12 seconds each week with All Forms of Ad-Supported Media.

83.9% of Adults 18 or older who used 3+Credit Cards past 3mos including their STORE CREDIT card spend an avg. of 7 hours and 53 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supp



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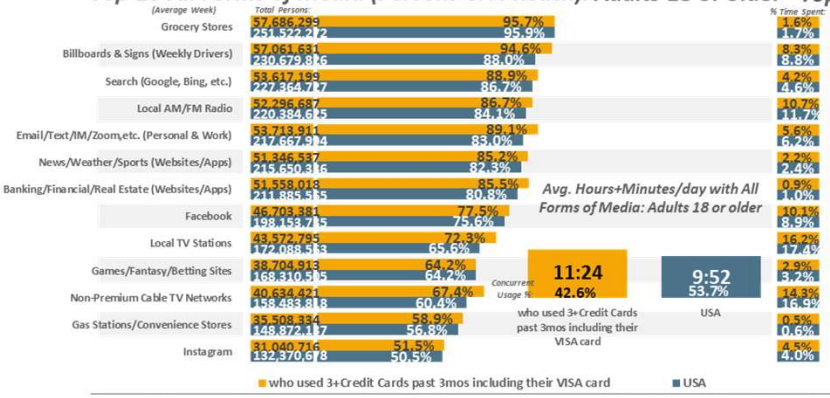
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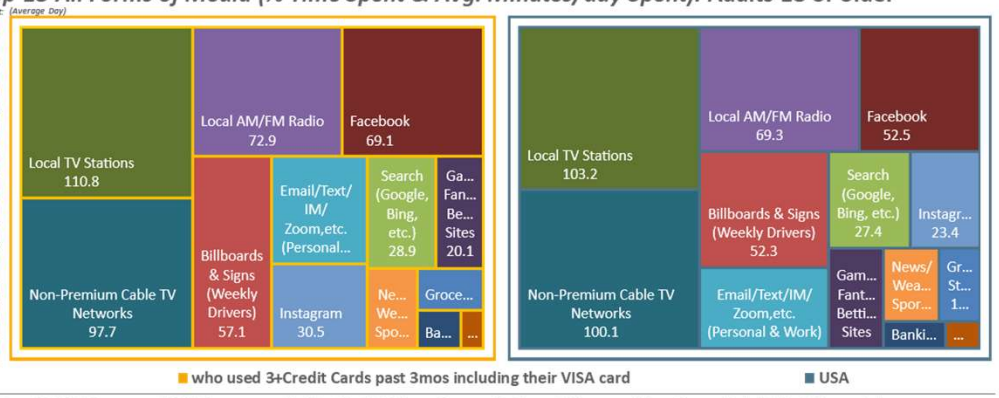


Adults 18 or older who used 3+Credit Cards past 3mos including their VISA card spend an average of 8 hours and 43 minutes each day with All Forms of Ad-Supported Media. 81.8% listen to Local AM/FM Radio for an avg. of 66.6 minutes/day. *(Local Radio delivers 10.4% of Time with Ad-Supported Media.)*

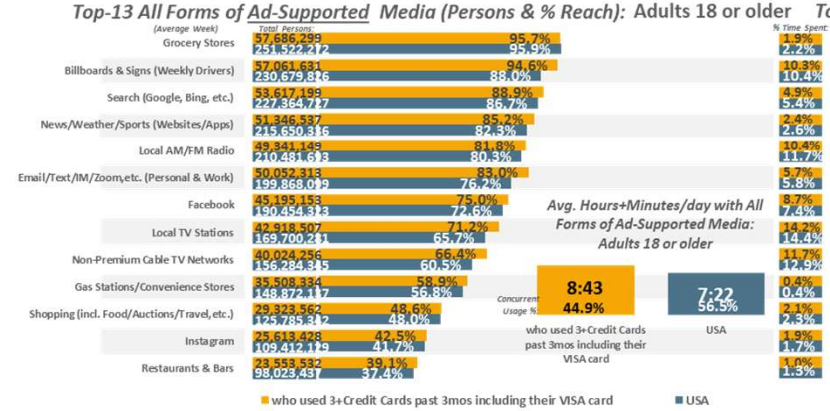
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



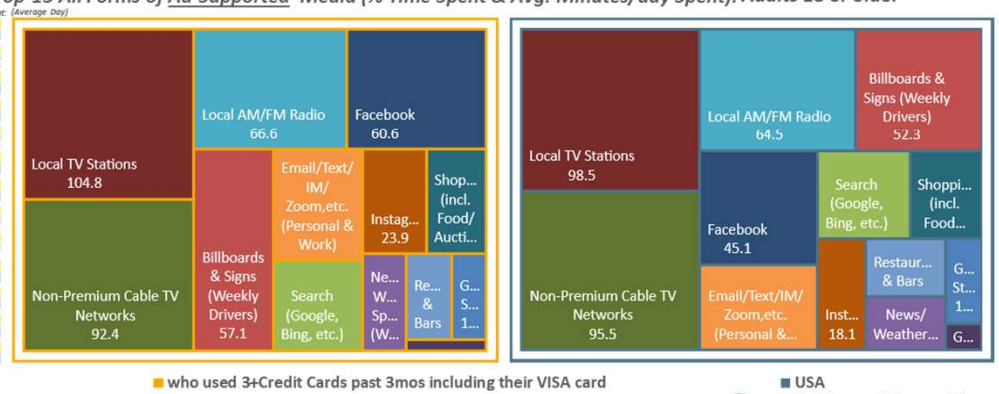
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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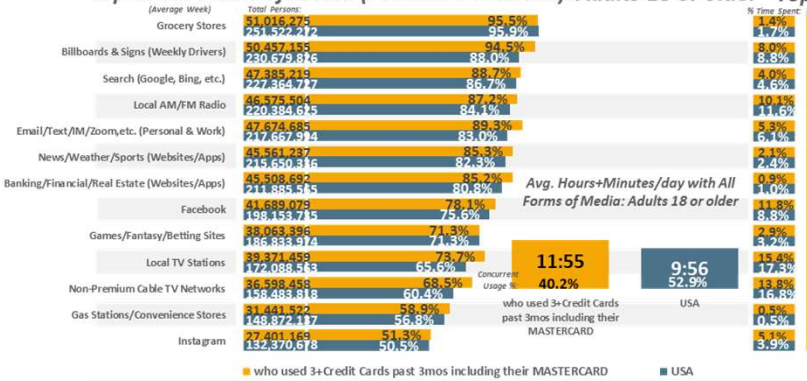
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[((No. of credit cards used past 3 months: 3 credit cards OR No. of credit cards used past 3 months: 4 or more credit cards) AND Age summaries: Adults 25 - 54)] AND...Credit cards/debit cards used past 3 months: VISA credit card

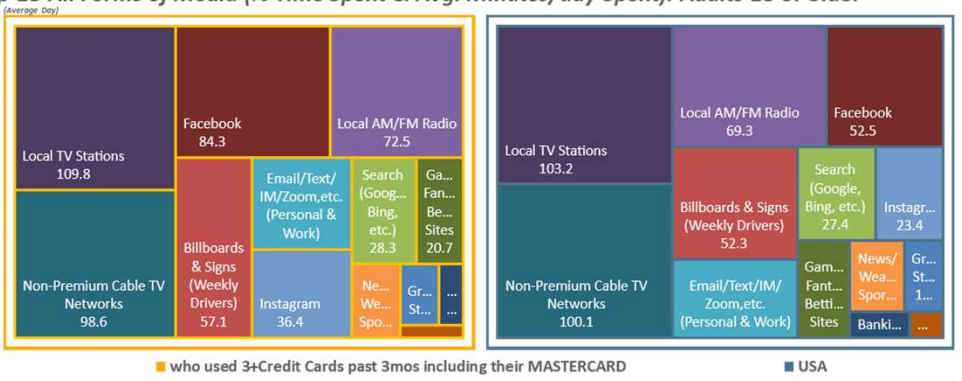


Adults 18 or older who used 3+Credit Cards past 3mos including their MASTERCARD spend an average of 9 hours and 0 minutes each day with All Forms of Ad-Supported Media. 82.3% listen to Local AM/FM Radio for an avg. of 66.4 minutes/day. *(Local Radio delivers 10.1% of Time with Ad-Supported Media.)*

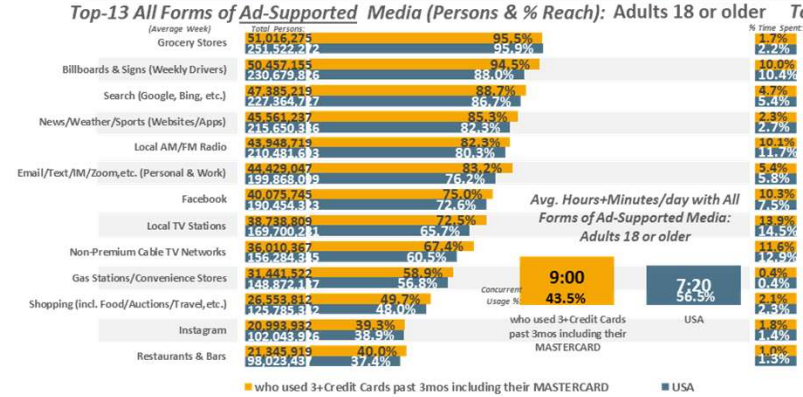
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



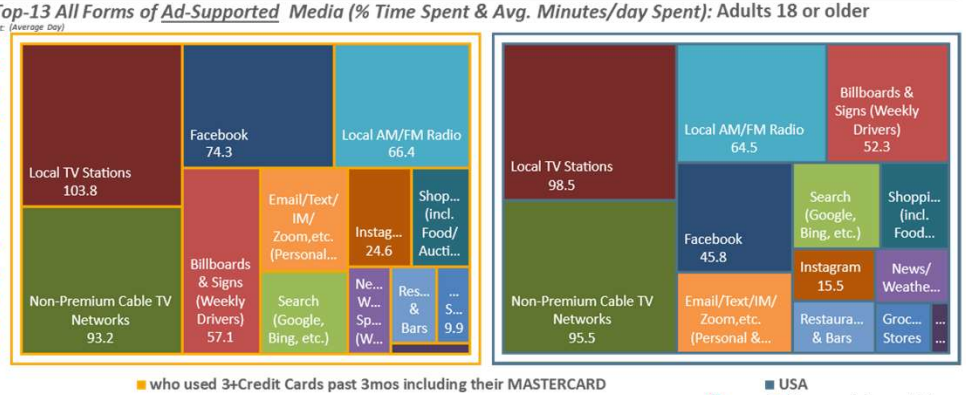
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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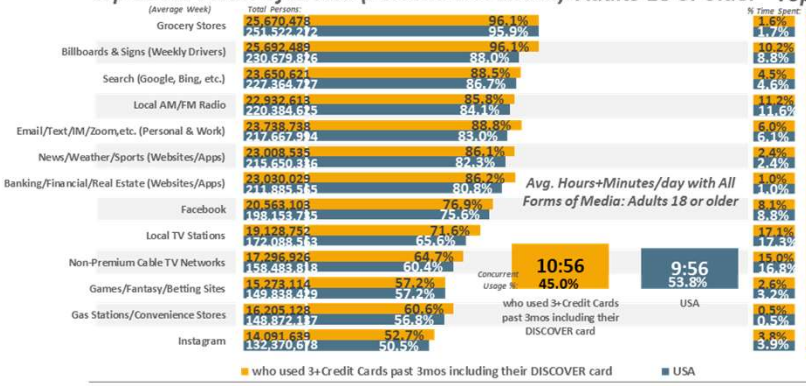
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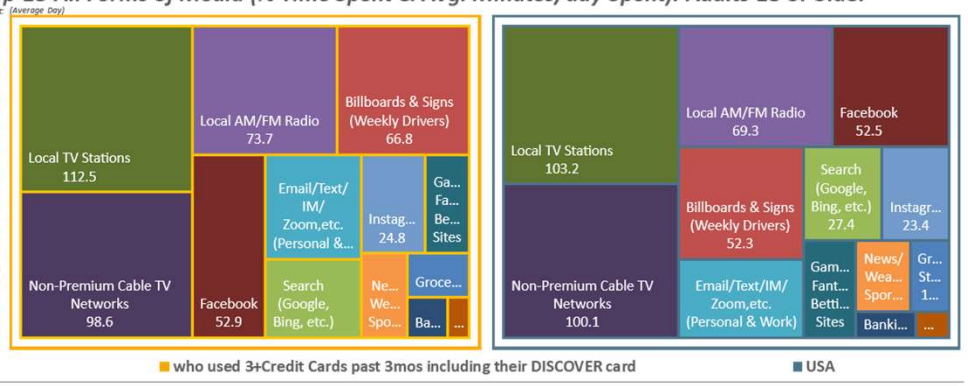


Adults 18 or older who used 3+Credit Cards past 3mos including their DISCOVER card spend an average of 8 hours and 22 minutes each day with All Forms of Ad-Supported Media. 81.2% listen to Local AM/FM Radio for an avg. of 68.1 minutes/day. *(Local Radio delivers 11.% of Time with Ad-Supported Media.)*

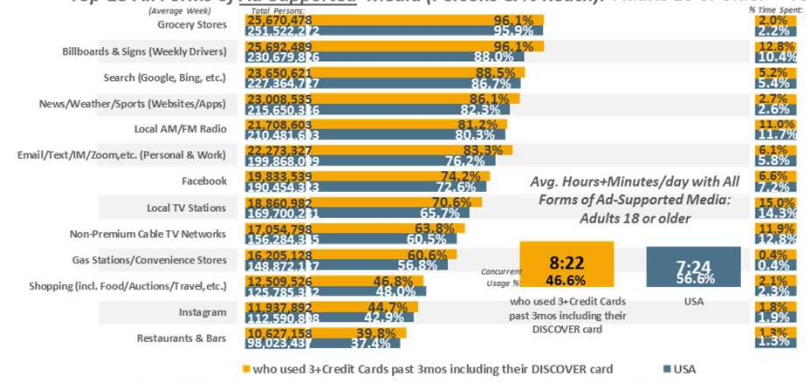
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



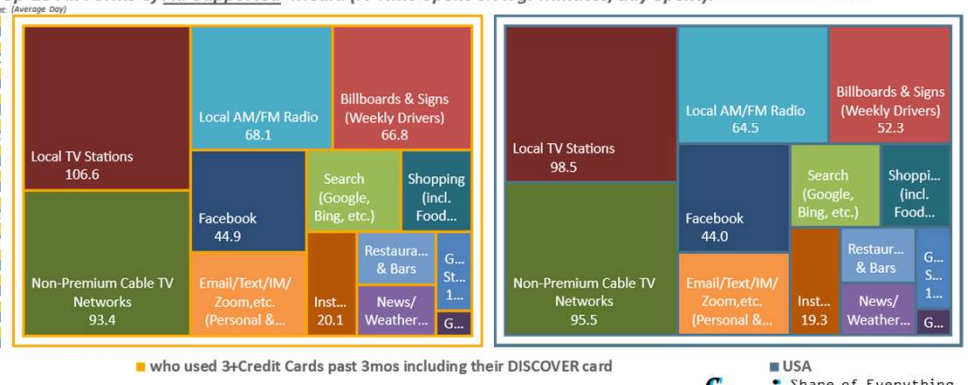
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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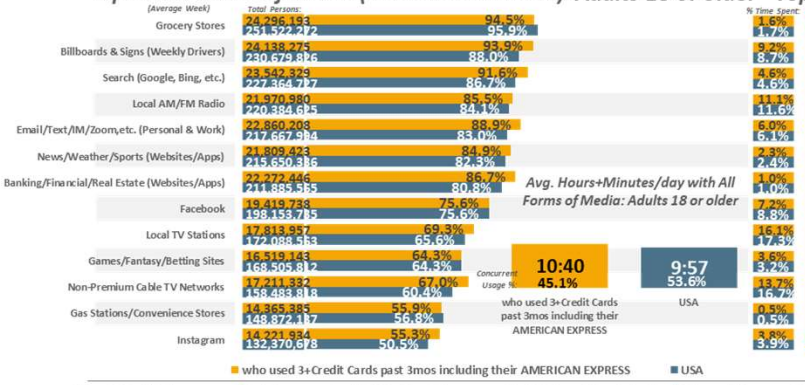
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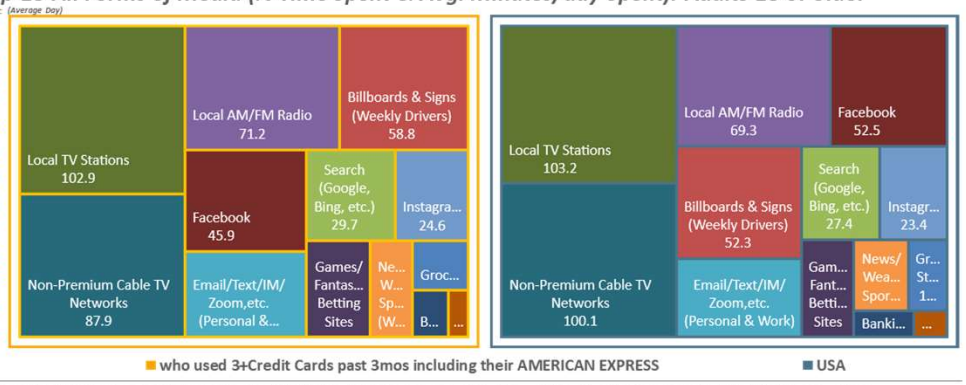


Adults 18 or older who used 3+Credit Cards past 3mos including their AMERICAN EXPRESS spend an average of 8 hours and 4 minutes each day with All Forms of Ad-Supported Media. 80.% listen to Local AM/FM Radio for an avg. of 63.9 minutes/day. *(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

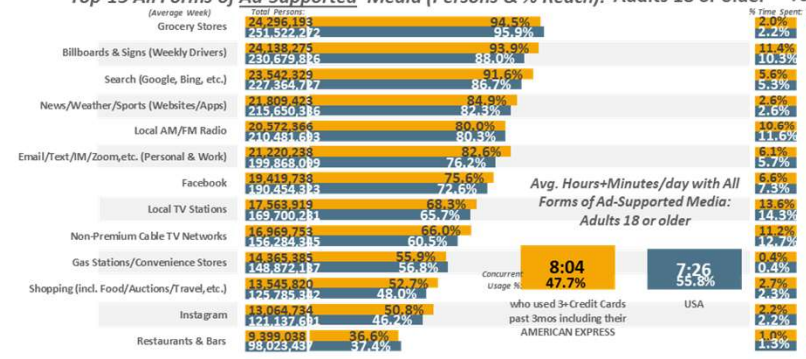
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



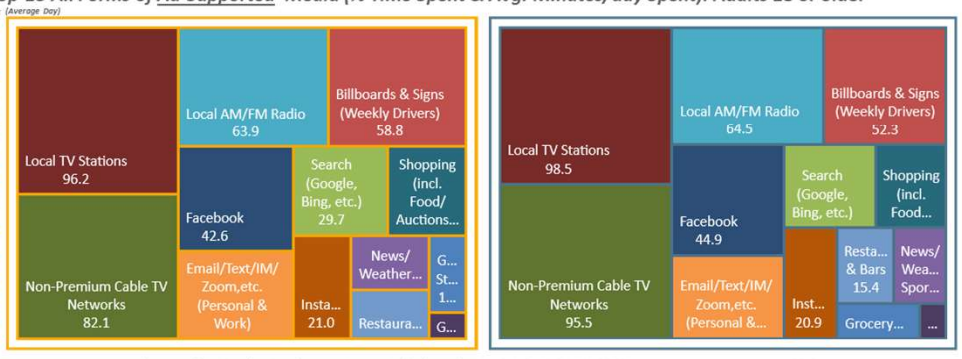
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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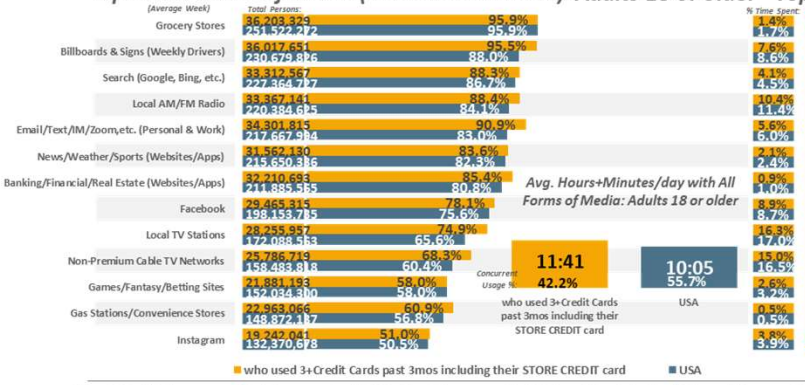
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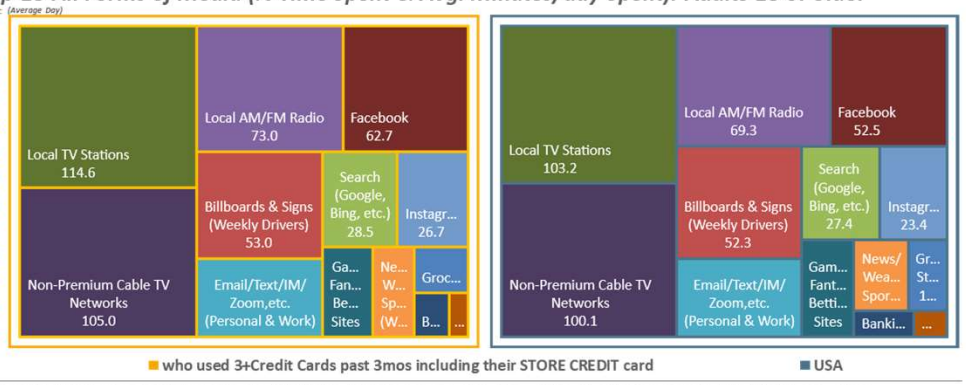


Adults 18 or older who used 3+Credit Cards past 3mos including their STORE CREDIT card spend an average of 9 hours and 0 minutes each day with All Forms of Ad-Supported Media. 83.9% listen to Local AM/FM Radio for an avg. of 67.6 minutes/day. *(Local Radio delivers 10.5% of Time with Ad-Supported Media.)*

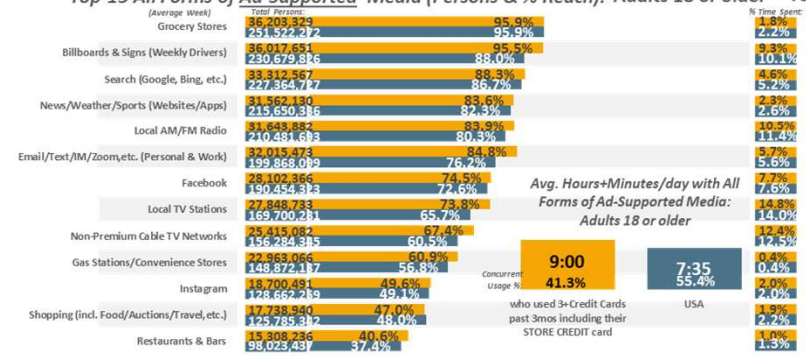
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



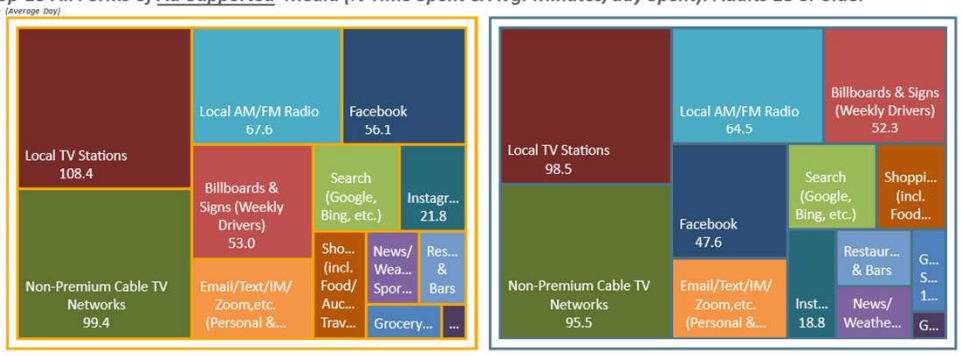
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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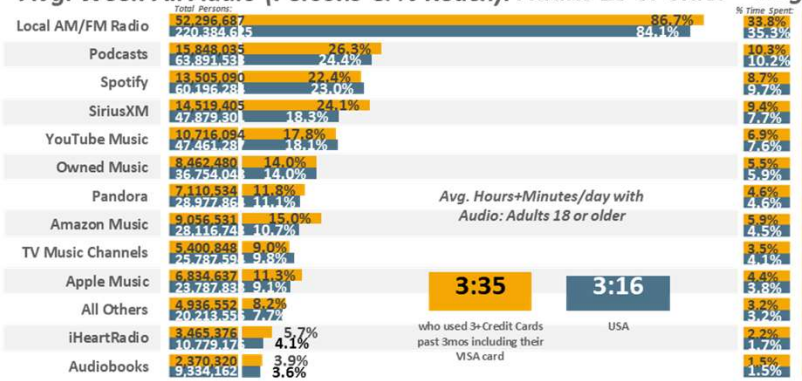
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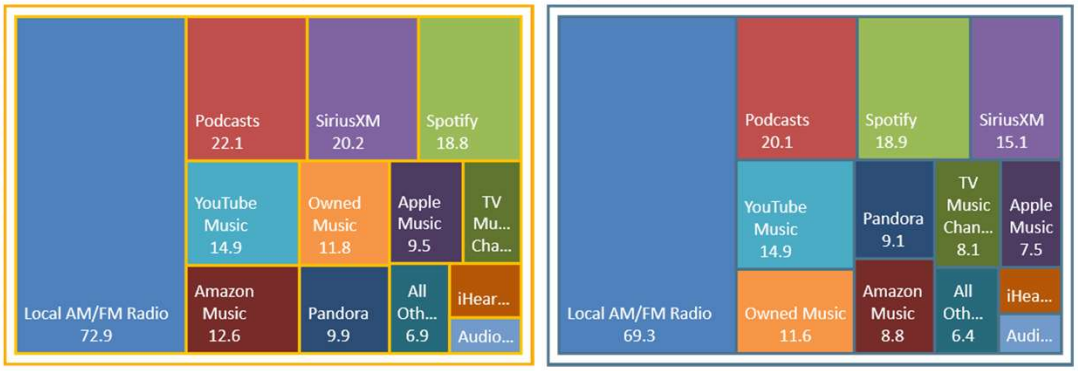


49,341,149 or 81.8% of Adults 18 or older who used 3+Credit Cards past 3mos including their VISA card listen to Ad-Supported Local AM/FM Radio for an average of 66.6 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.

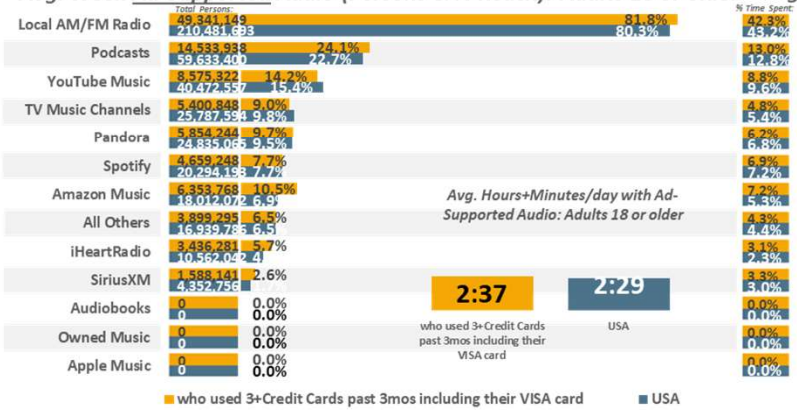
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



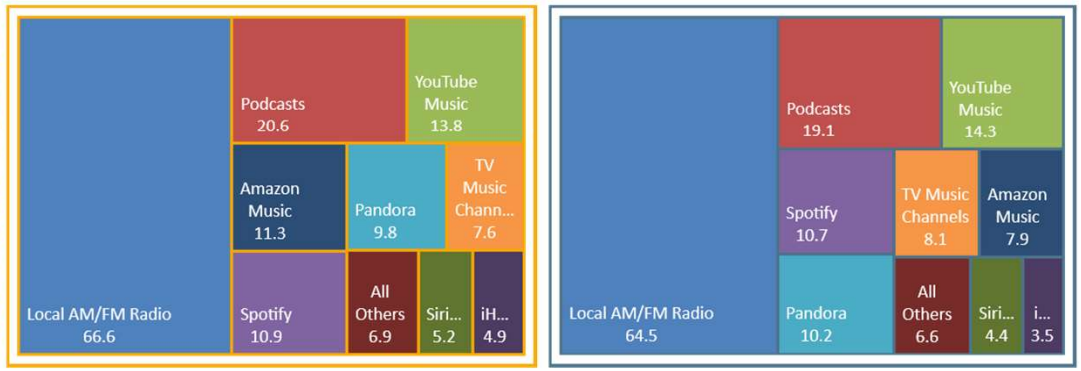
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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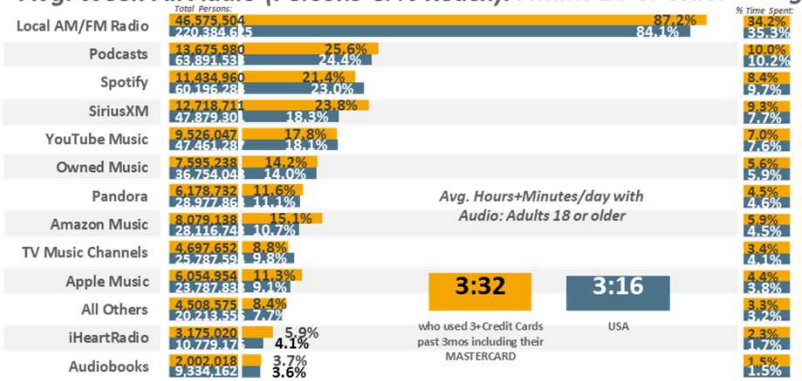
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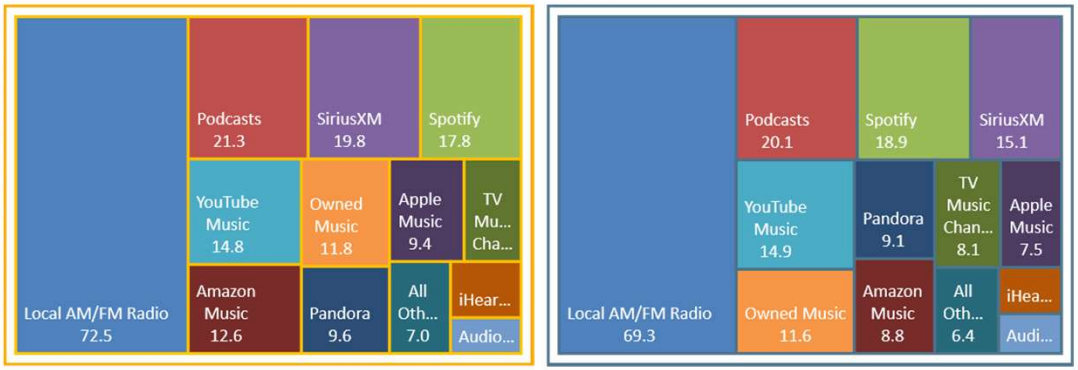


43,948,719 or 82.3% of Adults 18 or older who used 3+Credit Cards past 3mos including their MASTERCARD listen to Ad-Supported Local AM/FM Radio for an average of 66.4 minutes every day representing 42.6% of all time spent daily with Ad-Supported Audio.

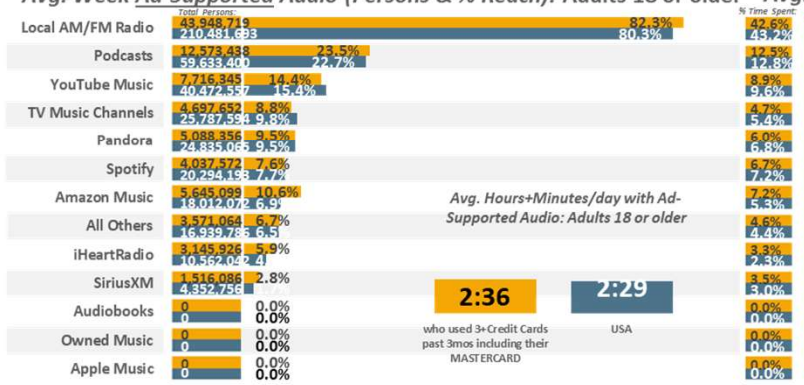
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



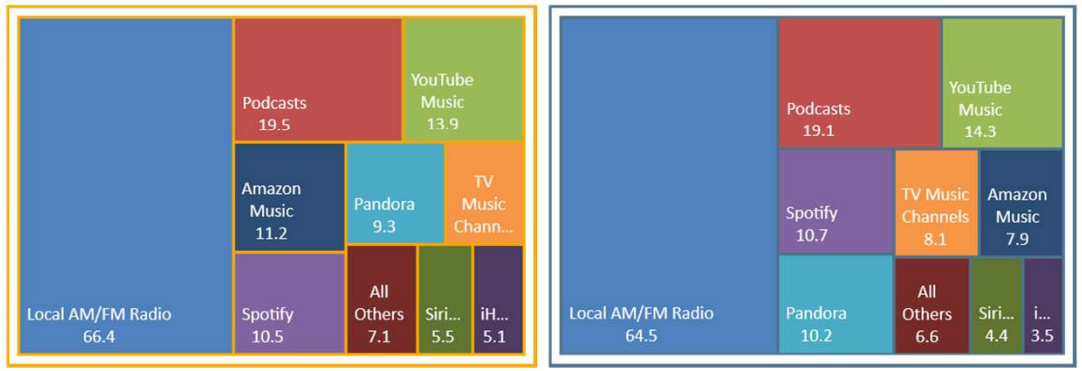
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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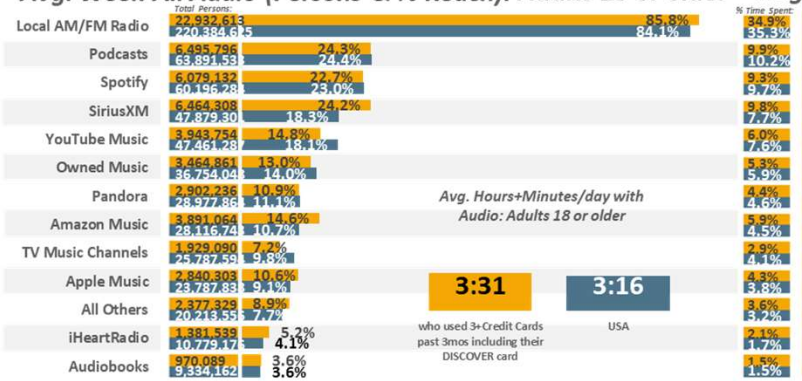
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[((No. of credit cards used past 3 months: 3 credit cards OR No. of credit cards used past 3 months: 4 or more credit cards) AND Age summaries: Adults 25 - 54)] AND...Credit cards/debit cards used past 3 months: MasterCard credit card

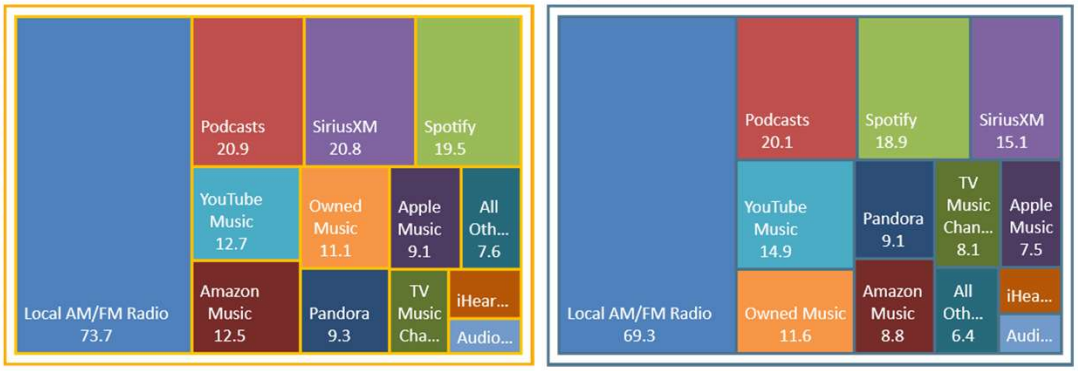


21,708,603 or 81.2% of Adults 18 or older who used 3+Credit Cards past 3mos including their DISCOVER card listen to Ad-Supported Local AM/FM Radio for an average of 68.1 minutes every day representing 43.1% of all time spent daily with Ad-Supported Audio.

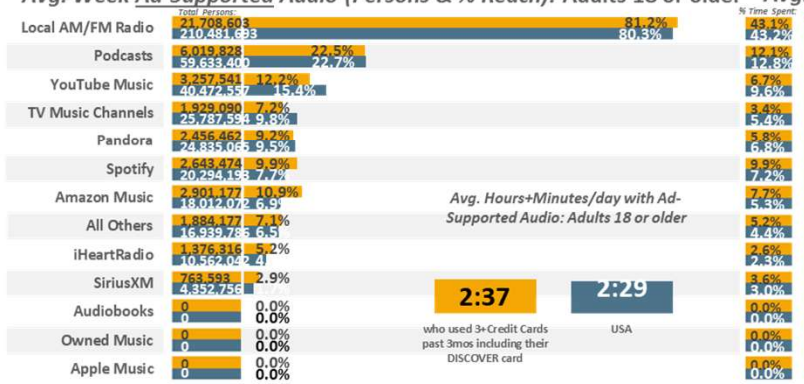
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



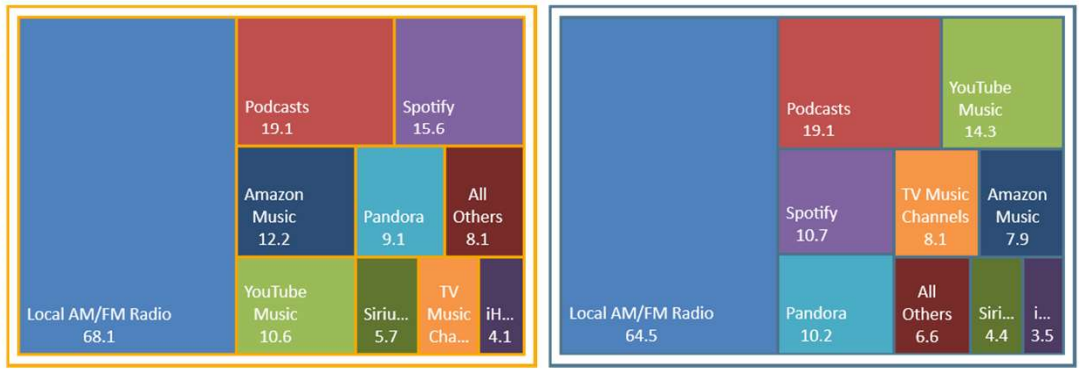
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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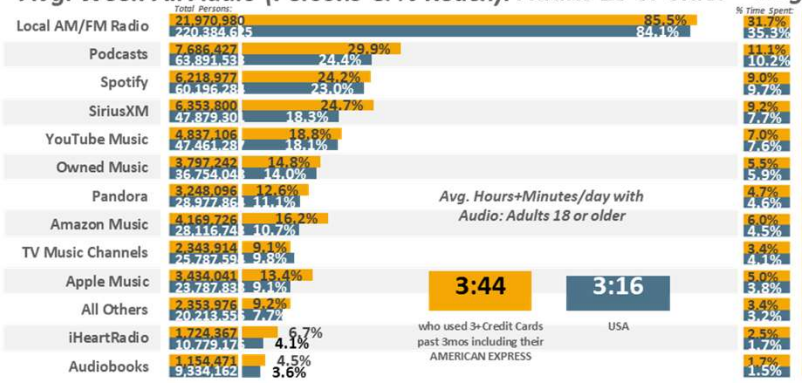
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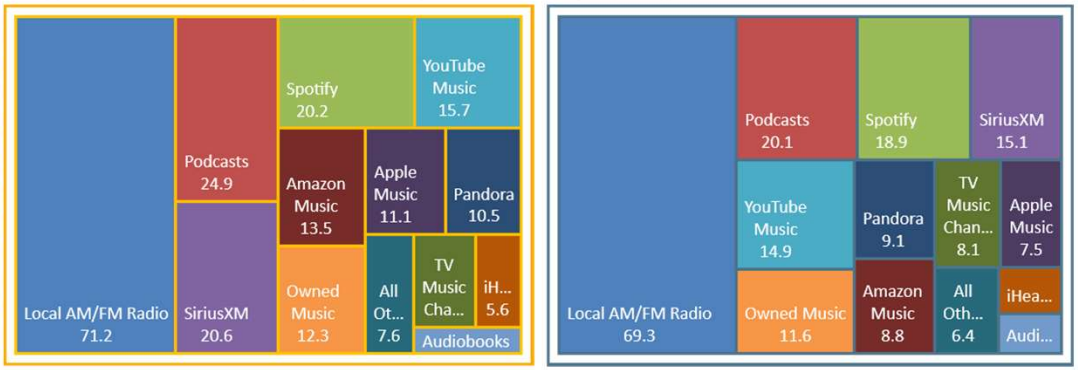


20,572,366 or 80.% of Adults 18 or older who used 3+Credit Cards past 3mos including their AMERICAN EXPRESS listen to Ad-Supported Local AM/FM Radio for an average of 63.9 minutes every day representing 39.6% of all time spent daily with Ad-Supported Audi

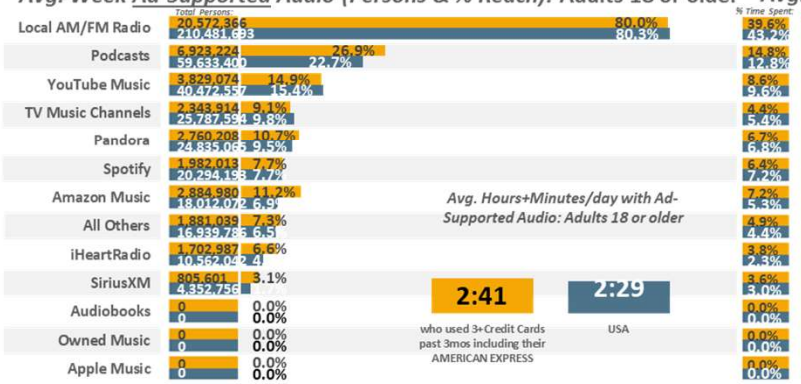
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



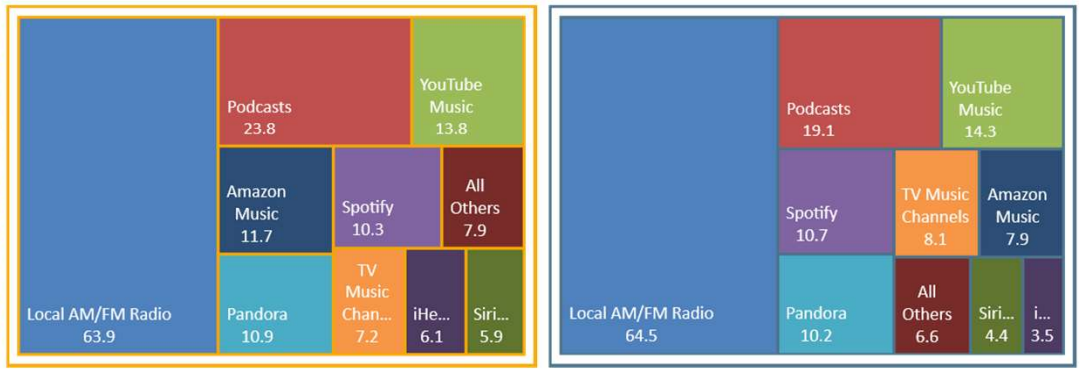
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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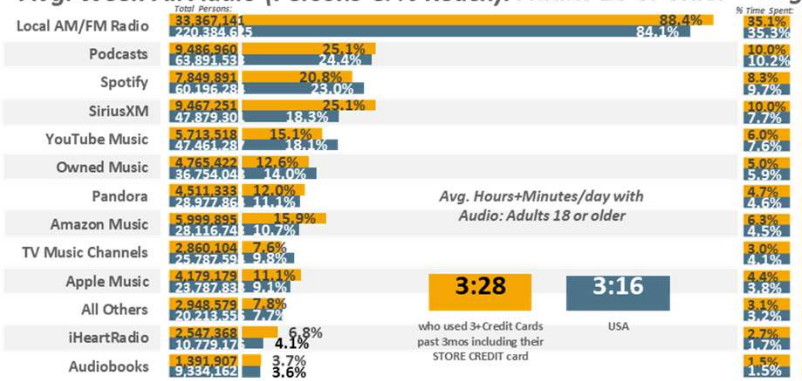
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[((No. of credit cards used past 3 months: 3 credit cards OR No. of credit cards used past 3 months: 4 or more credit cards) AND Age summaries: Adults 25 - 54)] AND...Credit cards/debit cards used past 3 months: American Express credit card

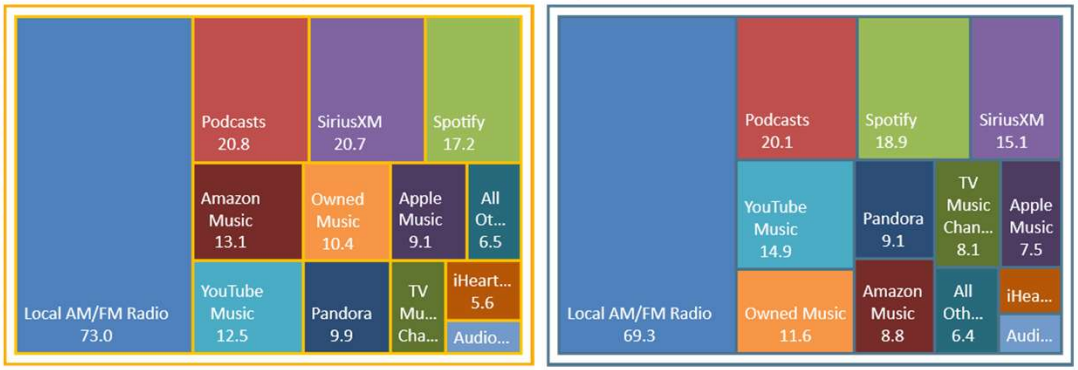


31,643,882 or 83.9% of Adults 18 or older who used 3+Credit Cards past 3mos including their STORE CREDIT card listen to Ad-Supported Local AM/FM Radio for an average of 67.6 minutes every day representing 44.1% of all time spent daily with Ad-Supported Au

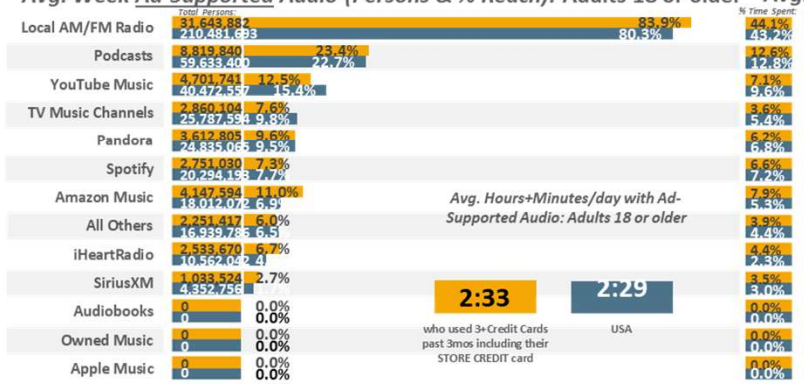
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



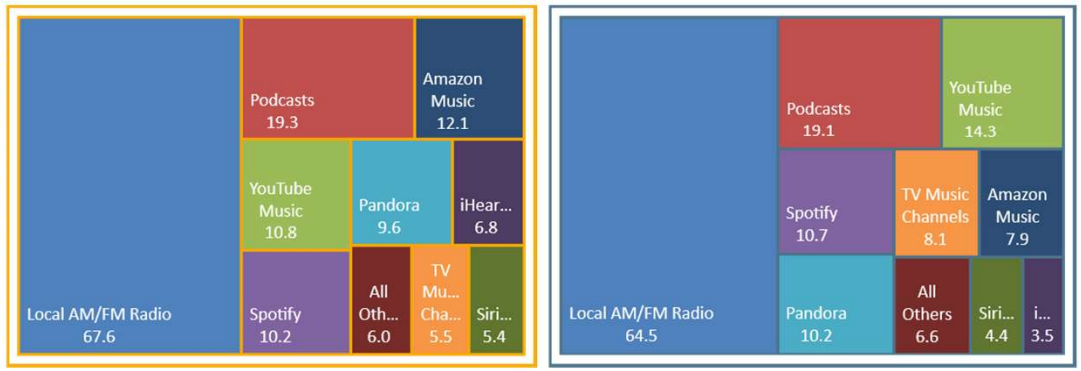
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 6,038

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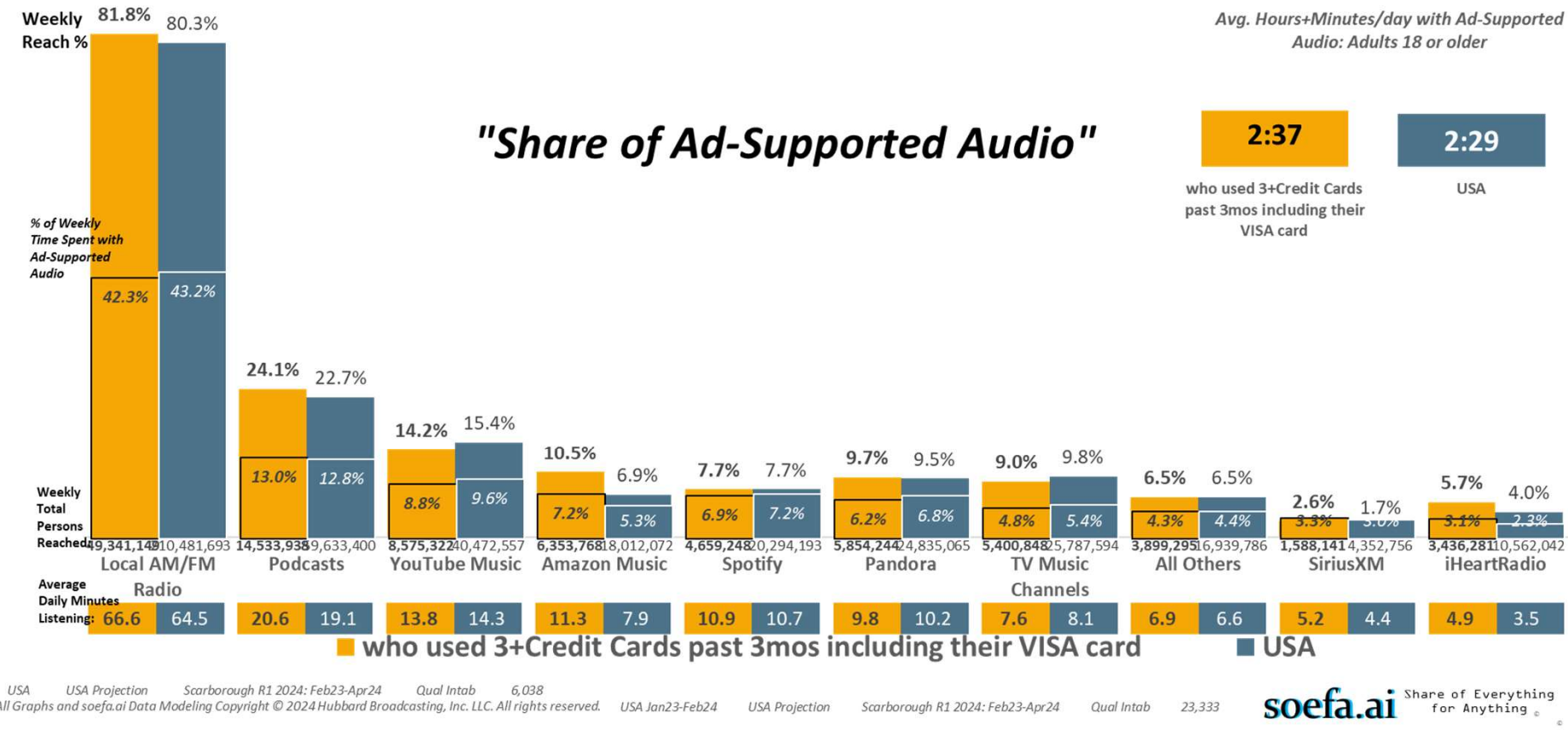
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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[((No. of credit cards used past 3 months: 3 credit cards OR No. of credit cards used past 3 months: 4 or more credit cards) AND Age summaries: Adults 25 - 54)] AND...Credit cards/debit cards used past 3 months: Store credit card



49,341,149 or 81.8% of Adults 18 or older who used 3+Credit Cards past 3mos including their VISA card listen to Ad-Supported Local AM/FM Radio for an average of 66.6 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 6,038

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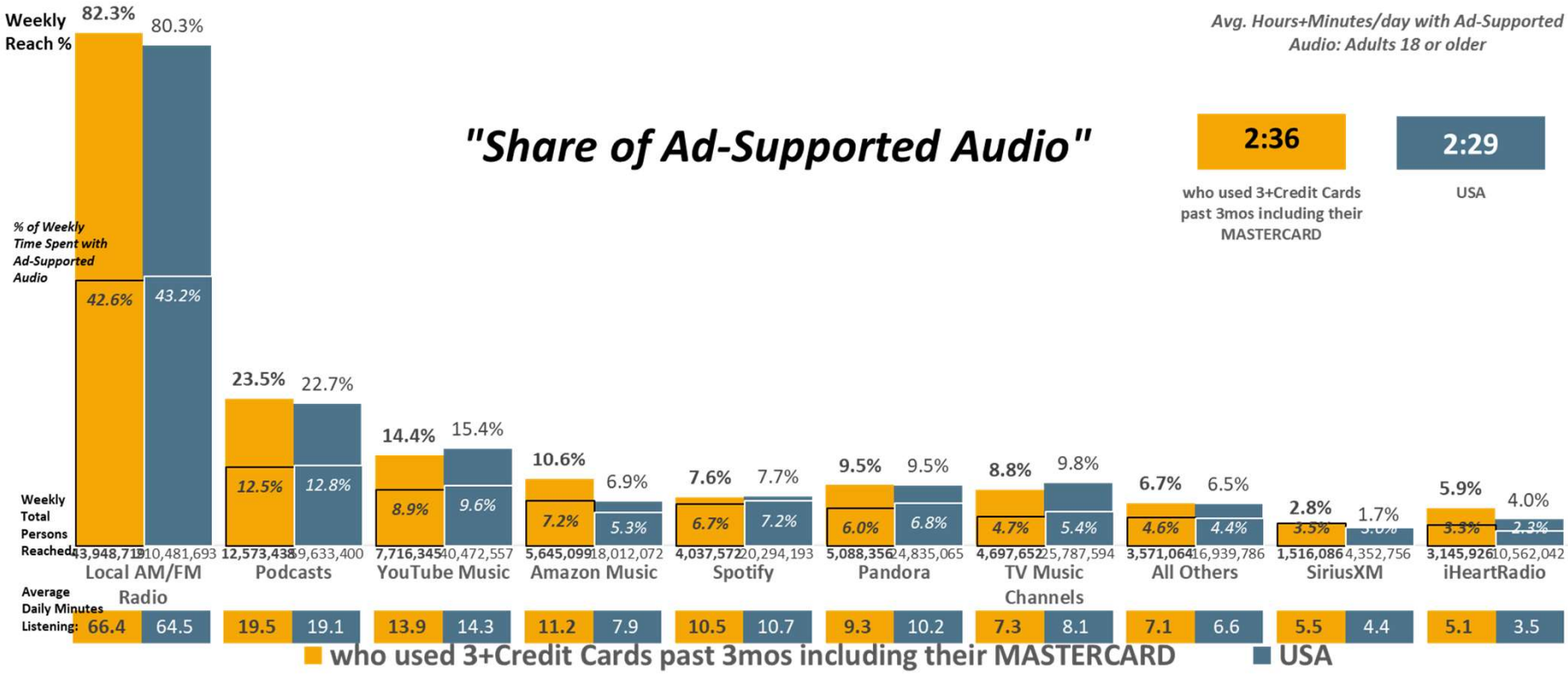
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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[((No. of credit cards used past 3 months: 3 credit cards OR No. of credit cards used past 3 months: 4 or more credit cards) AND Age summaries: Adults 25 - 54)] AND...Credit cards/debit cards used past 3 months: VISA credit card



43,948,719 or 82.3% of Adults 18 or older who used 3+Credit Cards past 3mos including their MASTERCARD listen to Ad-Supported Local AM/FM Radio for an average of 66.4 minutes every day representing 42.6% of all time spent daily with Ad-Supported Audio.



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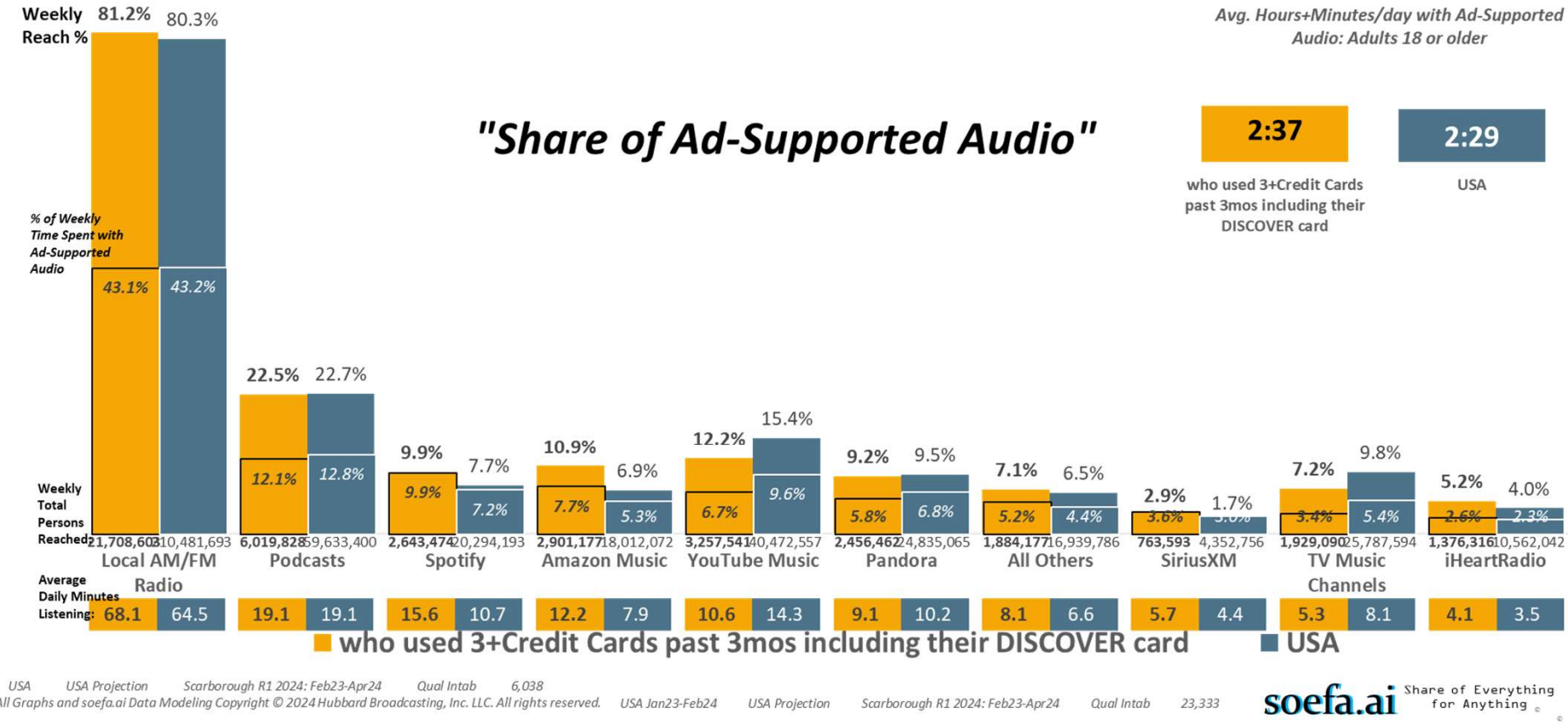
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21,708,603 or 81.2% of Adults 18 or older who used 3+Credit Cards past 3mos including their DISCOVER card listen to Ad-Supported Local AM/FM Radio for an average of 68.1 minutes every day representing 43.1% of all time spent daily with Ad-Supported Audio.



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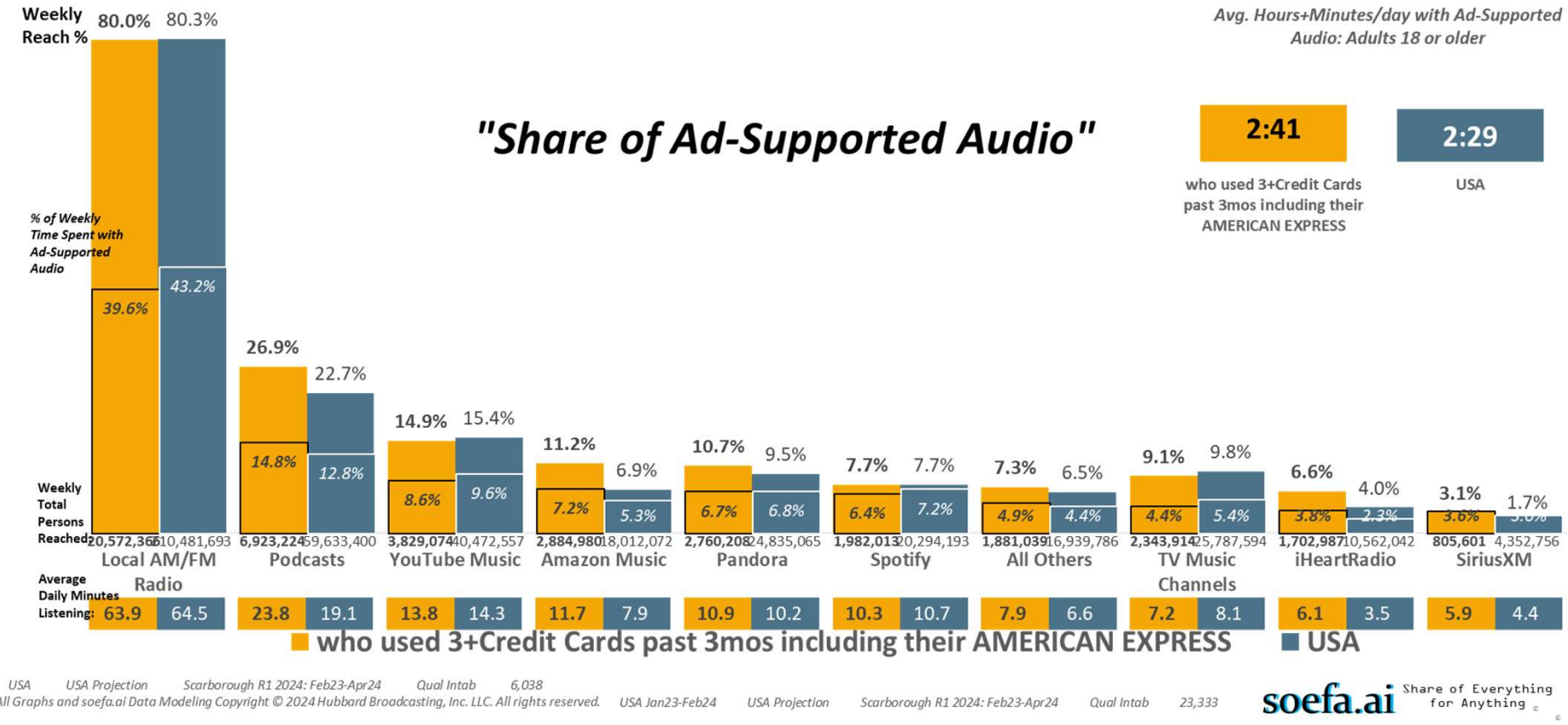
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20,572,366 or 80.% of Adults 18 or older who used 3+Credit Cards past 3mos including their AMERICAN EXPRESS listen to Ad-Supported Local AM/FM Radio for an average of 63.9 minutes every day representing 39.6% of all time spent daily with Ad-Supported Audi



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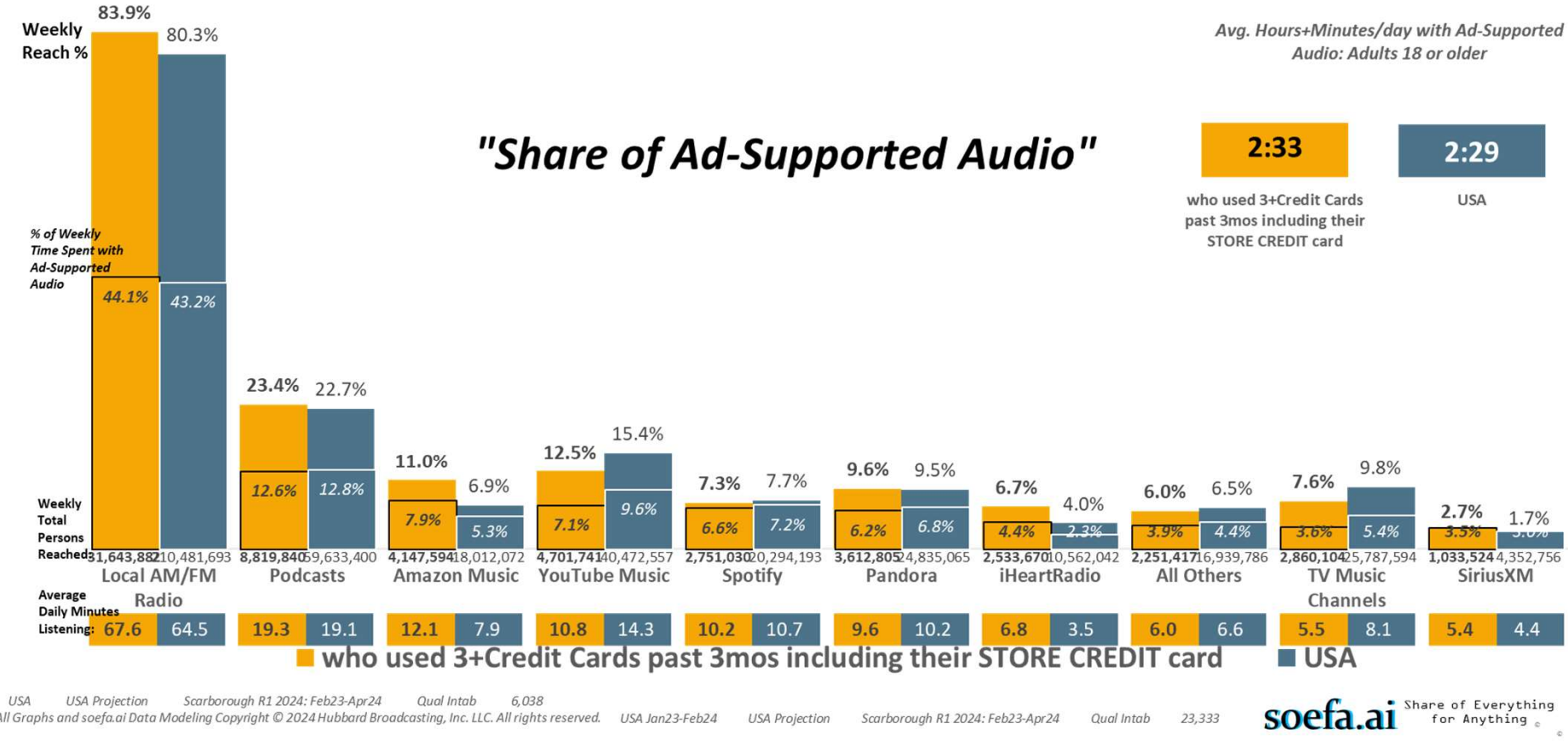
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31,643,882 or 83.9% of Adults 18 or older who used 3+Credit Cards past 3mos including their STORE CREDIT card listen to Ad-Supported Local AM/FM Radio for an average of 67.6 minutes every day representing 44.1% of all time spent daily with Ad-Supported Au



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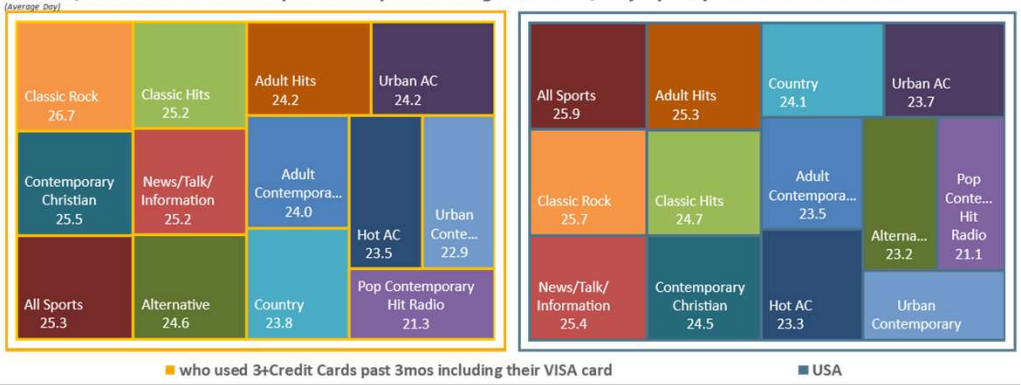


49,341,149 or 81.8% of Adults 18 or older who used 3+Credit Cards past 3mos including their VISA card listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and Pop Contemporary Hit Radio.

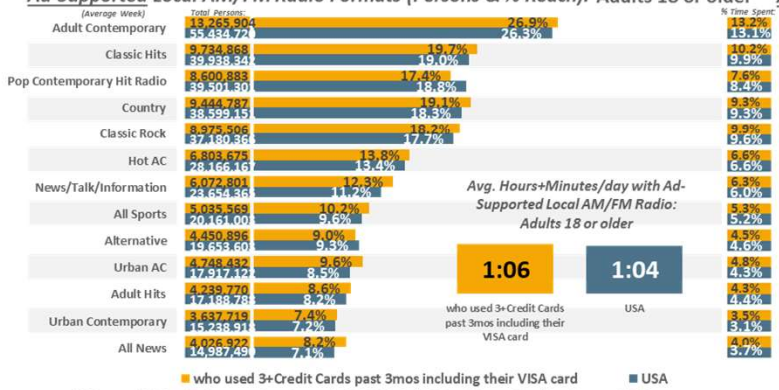
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



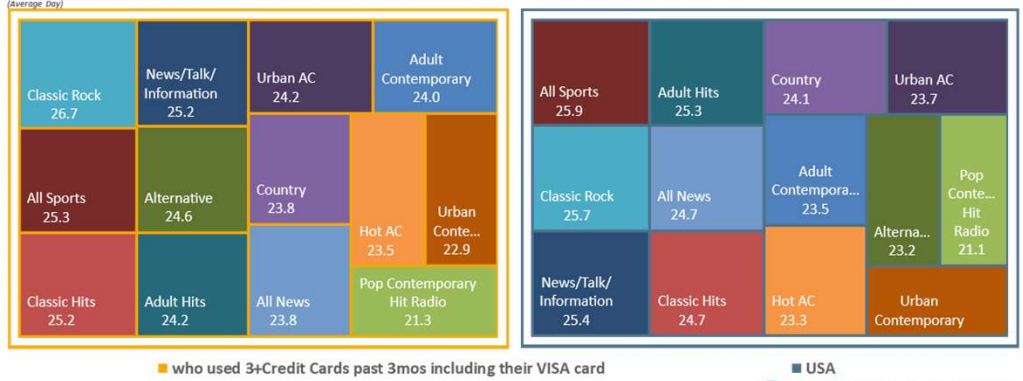
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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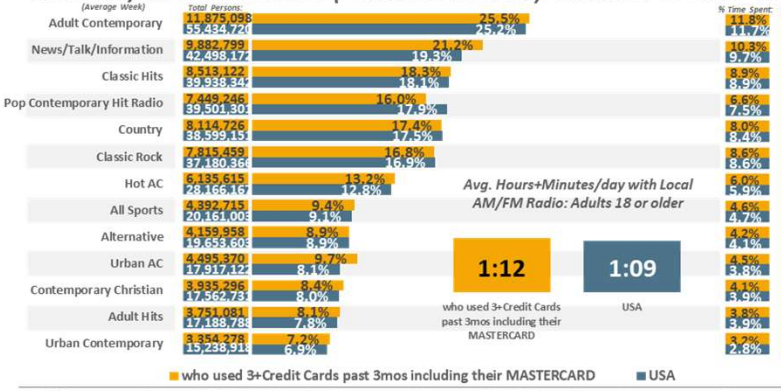
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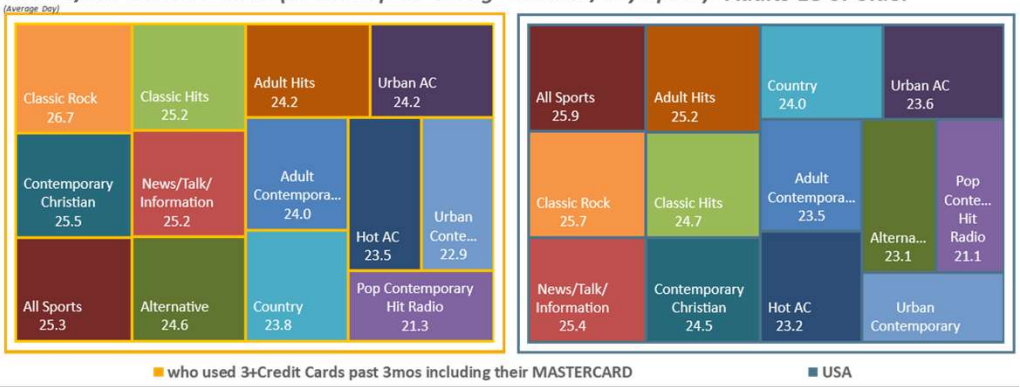


43,948,719 or 82.3% of Adults 18 or older who used 3+Credit Cards past 3mos including their MASTERCARD listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and Pop Contemporary Hit Radio.

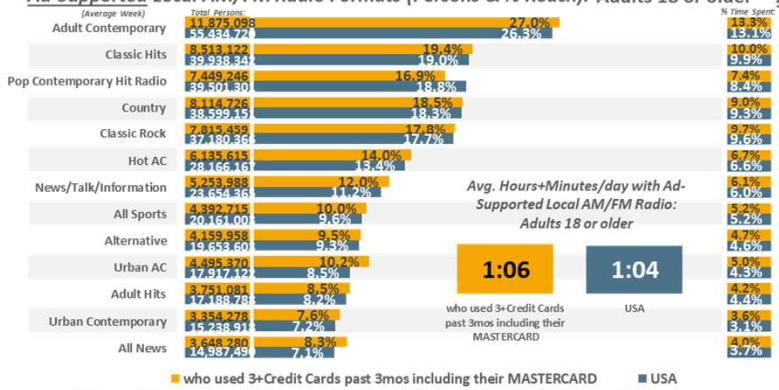
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



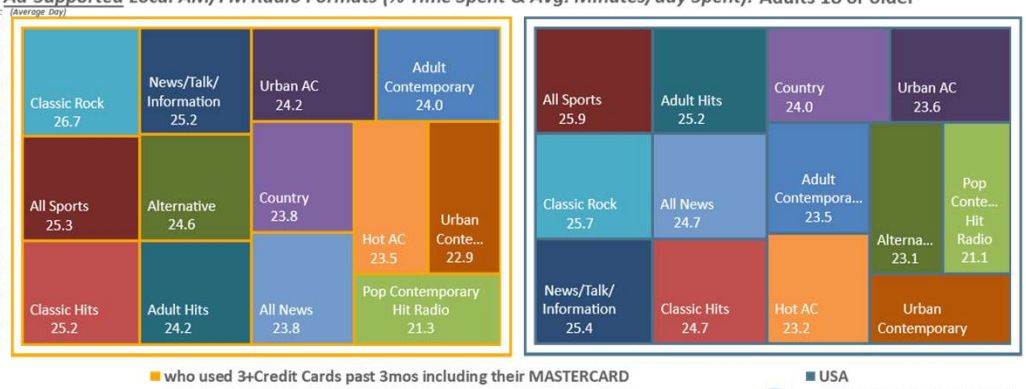
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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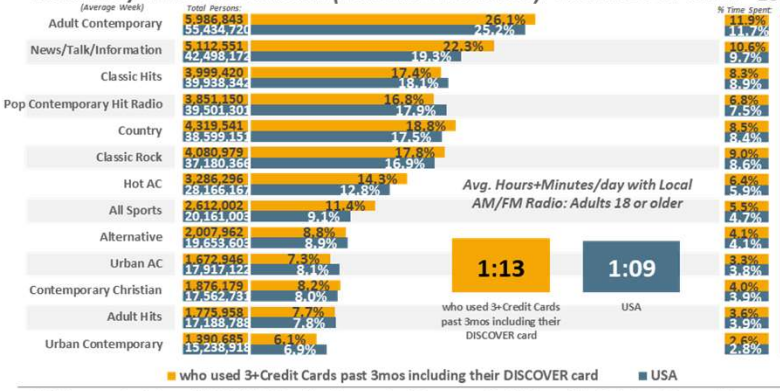
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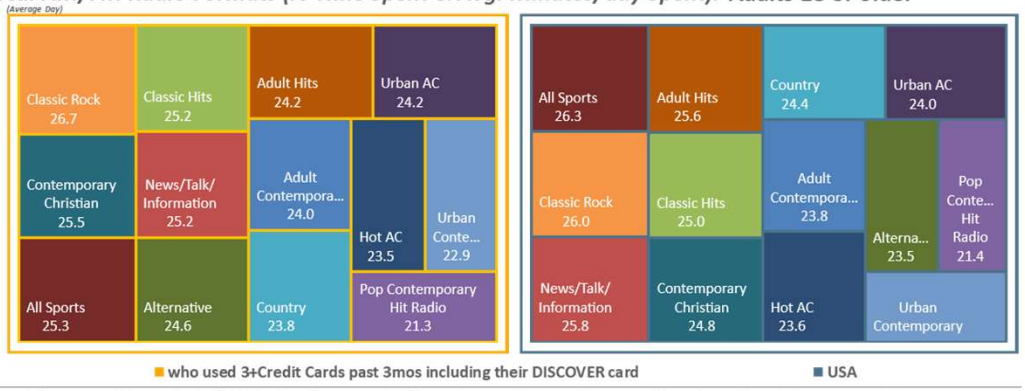


21,708,603 or 81.2% of Adults 18 or older who used 3+Credit Cards past 3mos including their DISCOVER card listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Rock, Classic Hits, and Pop Contemporary Hit Rad

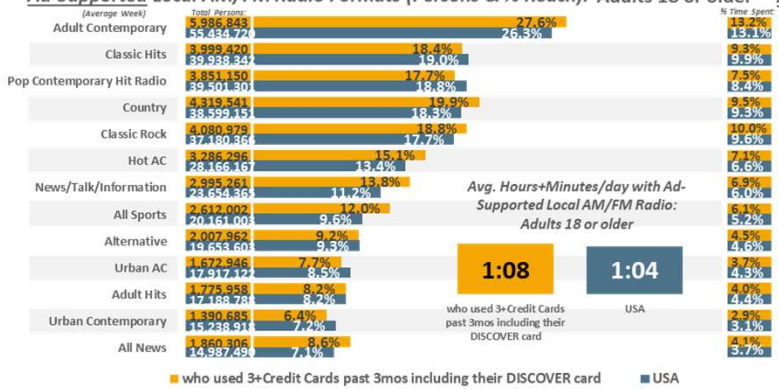
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



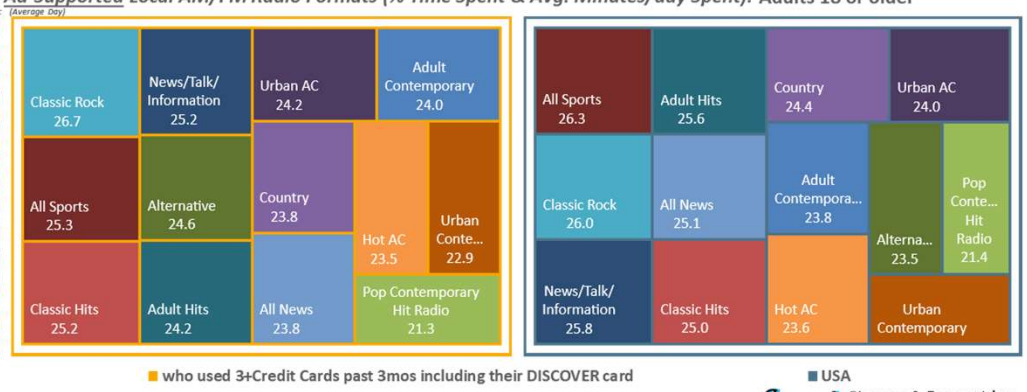
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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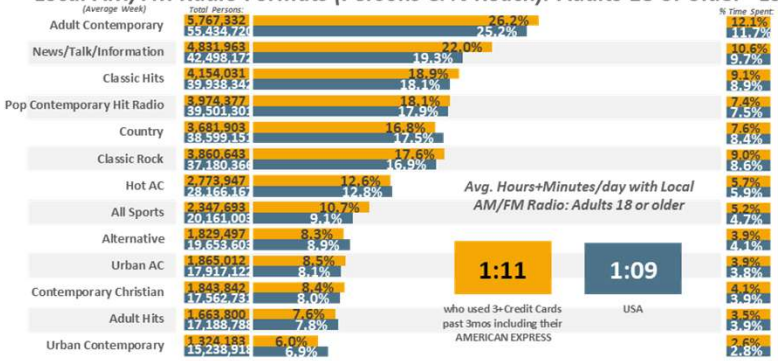
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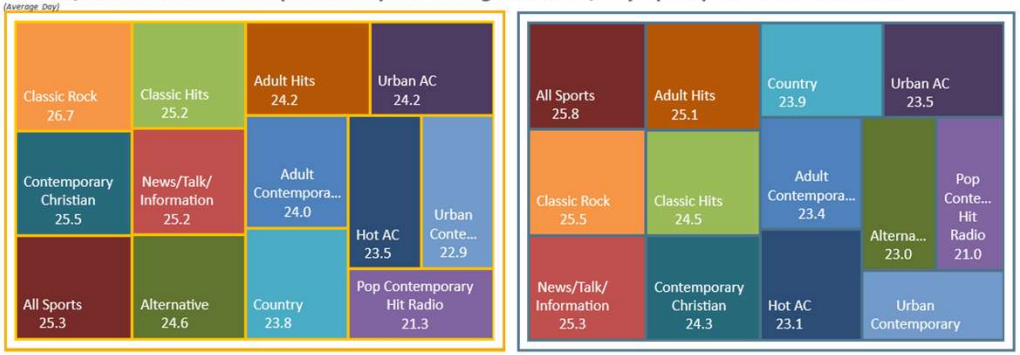


20,572,366 or 80.% of Adults 18 or older who used 3+Credit Cards past 3mos including their AMERICAN EXPRESS listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Classic Rock, and Cou

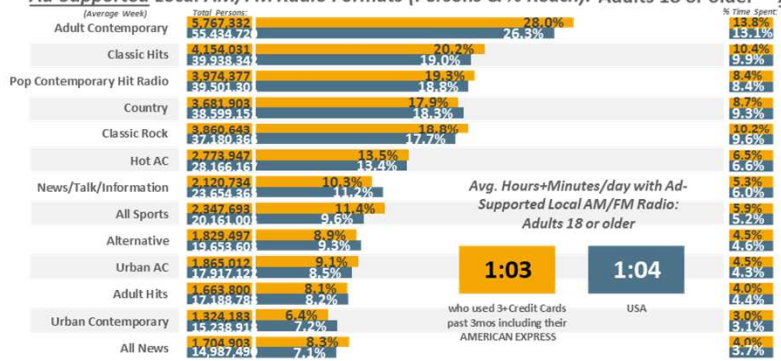
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



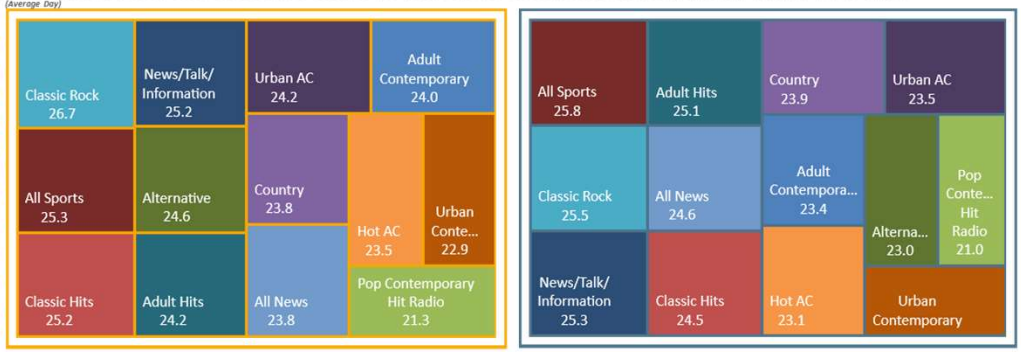
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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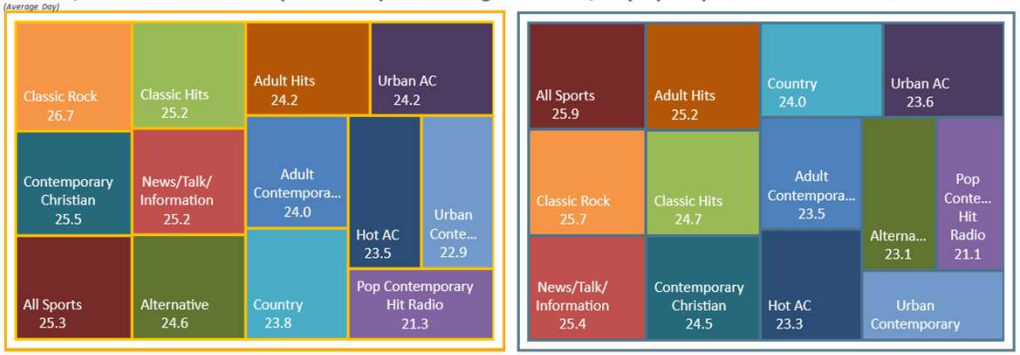


31,643,882 or 83.9% of Adults 18 or older who used 3+Credit Cards past 3mos including their STORE CREDIT card listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and Pop Contemporary Hit

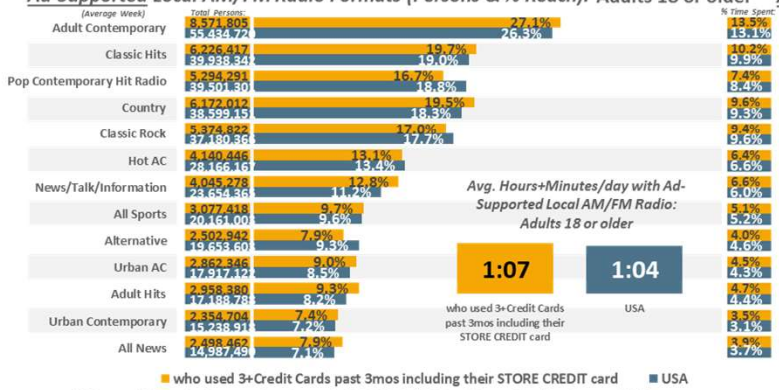
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



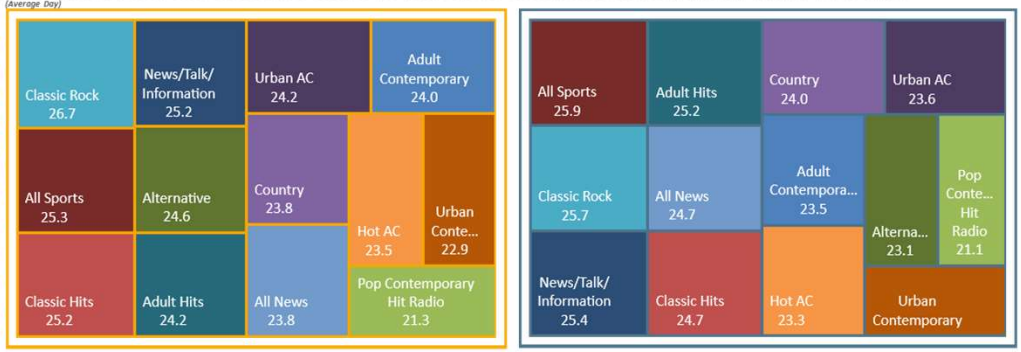
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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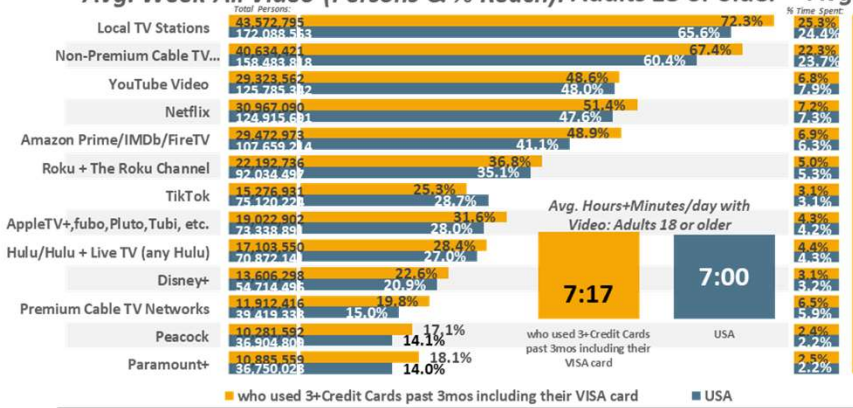
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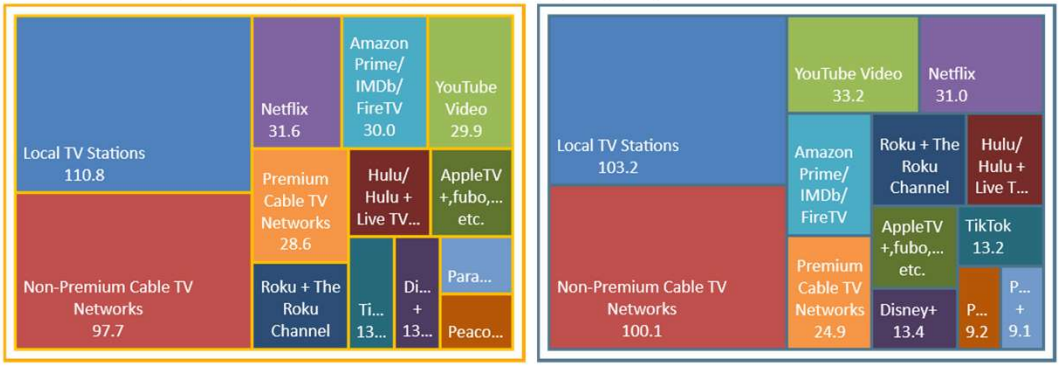


42,918,507 or 71.2% of Adults 18 or older who used 3+Credit Cards past 3mos including their VISA card watch Ad-Supported Local TV Stations for an average of 104.8 minutes every day representing 29.5% of all time spent daily with Ad-Supported Video.

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

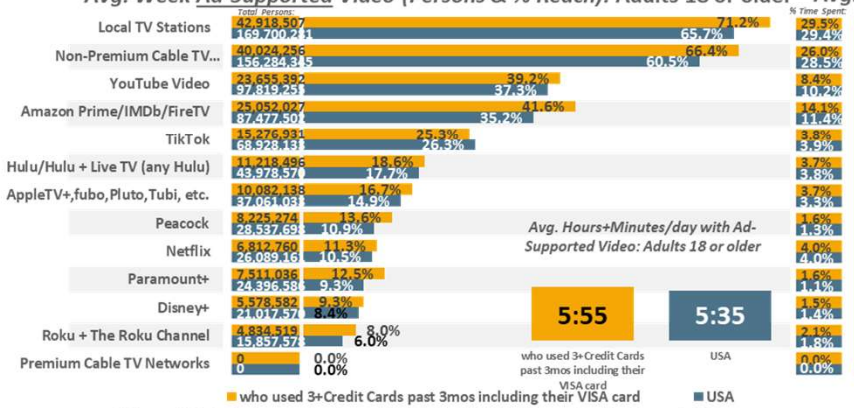


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

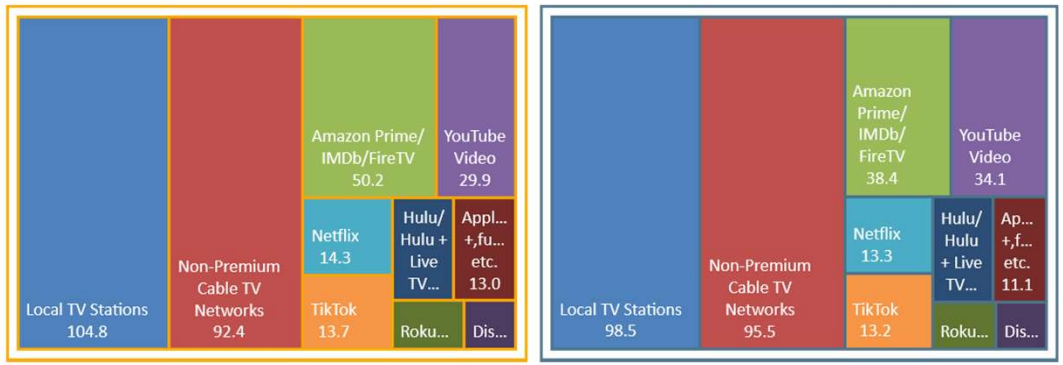


who used 3+Credit Cards past 3mos including their VISA card ■ USA

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 used 3+Credit Cards past 3mos including their VISA card ■ USA

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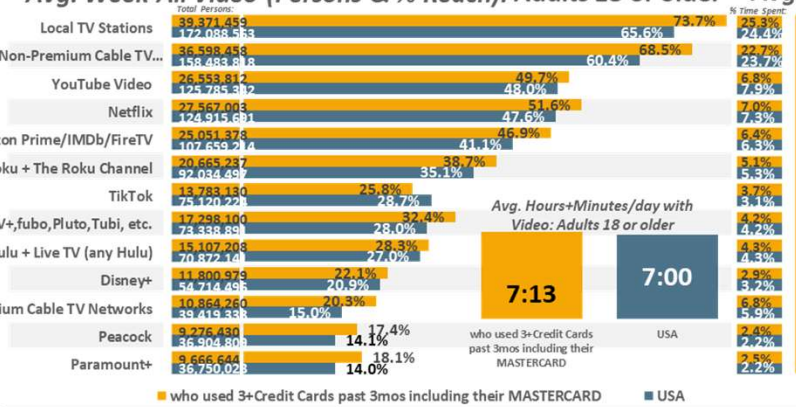
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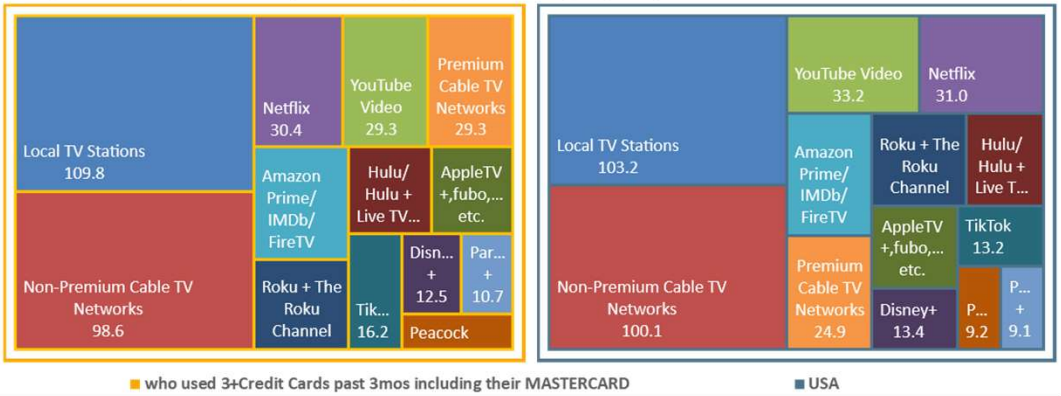


38,738,809 or 72.5% of Adults 18 or older who used 3+Credit Cards past 3mos including their MASTERCARD watch Ad-Supported Local TV Stations for an average of 103.8 minutes every day representing 29.4% of all time spent daily with Ad-Supported Video.

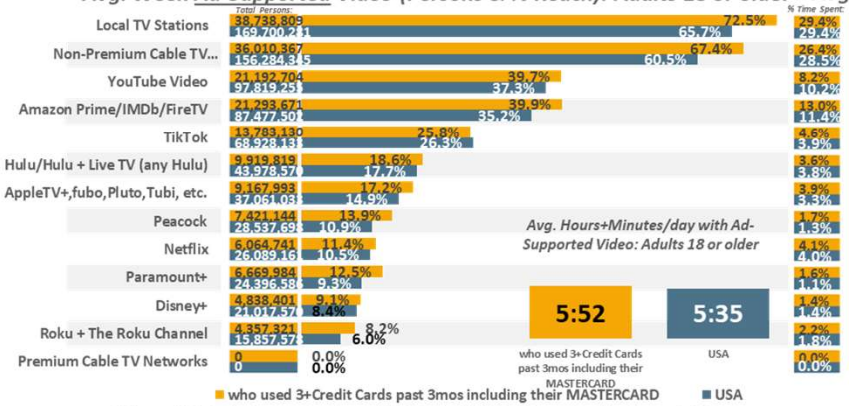
Avg. Week All Video (Persons & % Reach): Adults 18 or older



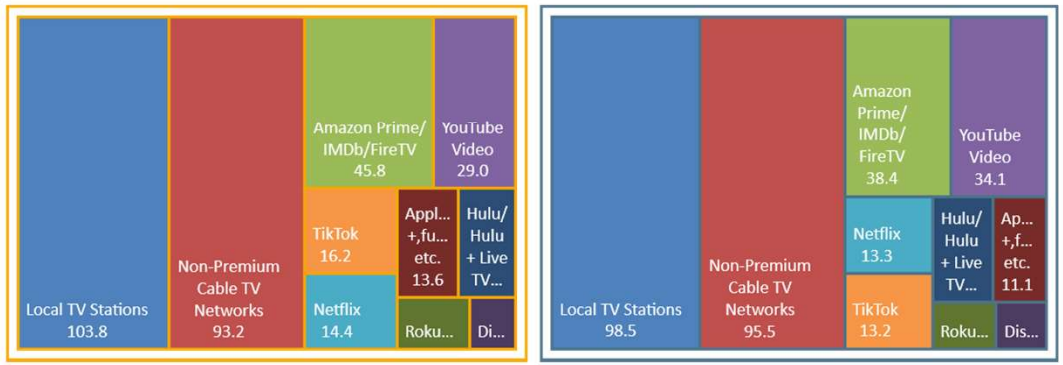
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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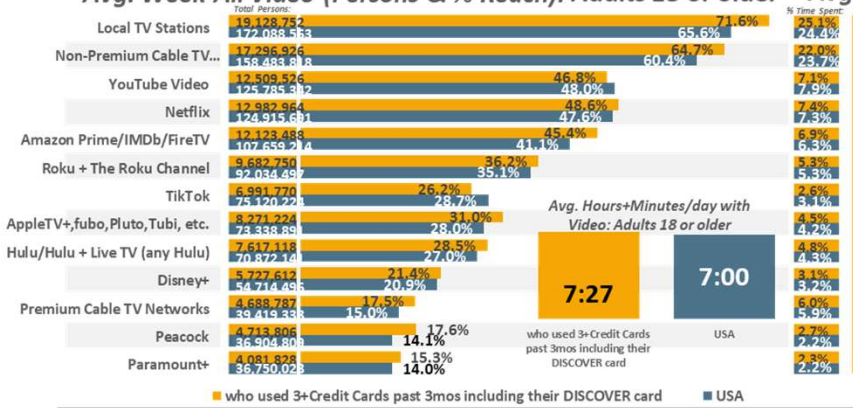
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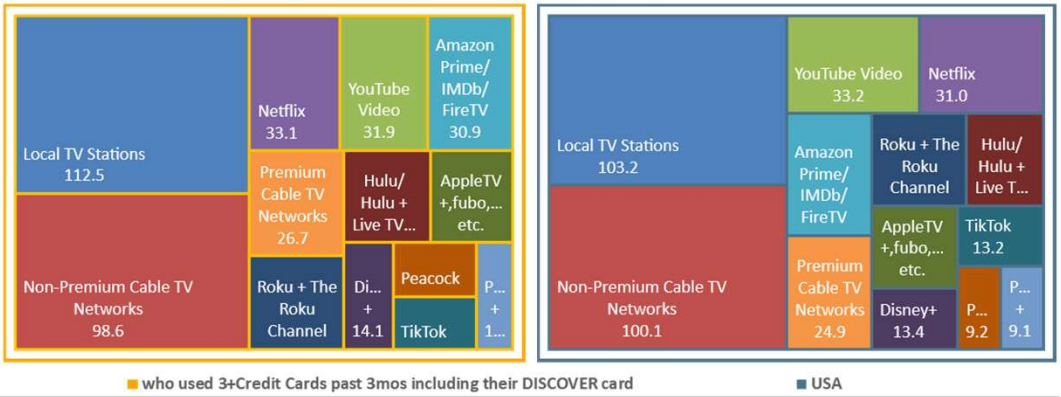


18,860,982 or 70.6% of Adults 18 or older who used 3+Credit Cards past 3mos including their DISCOVER card watch Ad-Supported Local TV Stations for an average of 106.6 minutes every day representing 29.5% of all time spent daily with Ad-Supported Video.

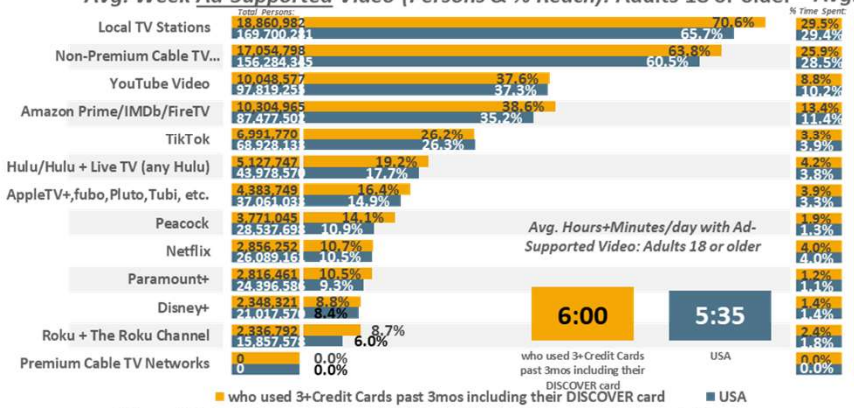
Avg. Week All Video (Persons & % Reach): Adults 18 or older



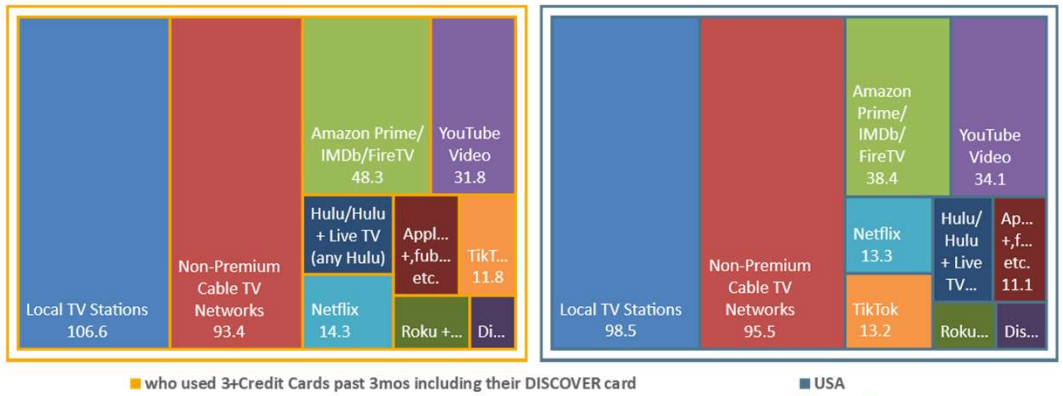
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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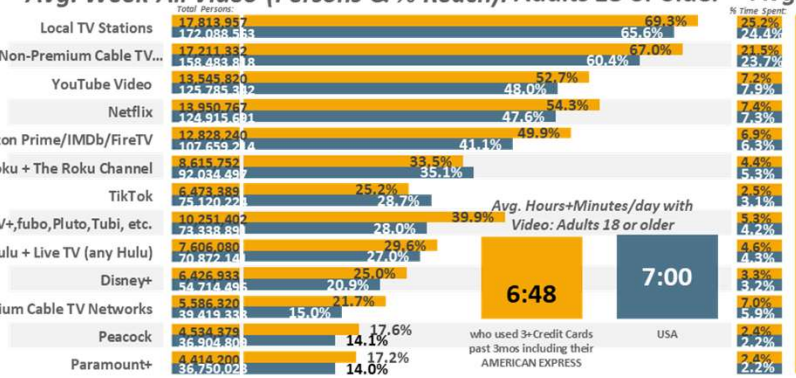
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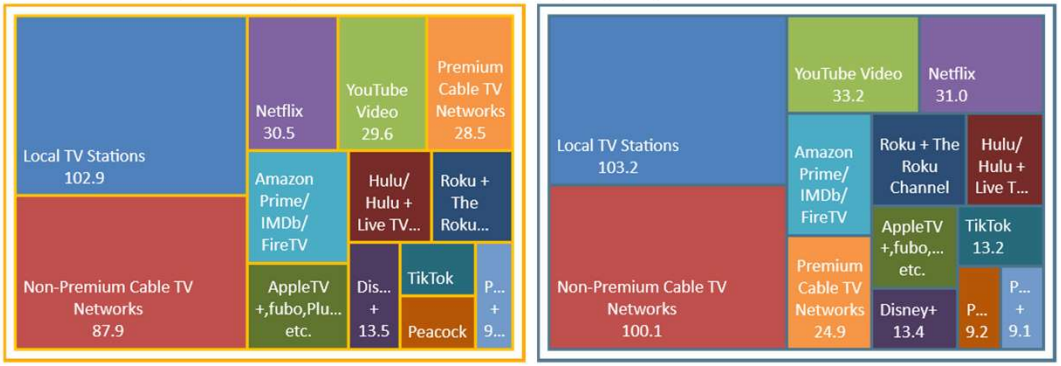


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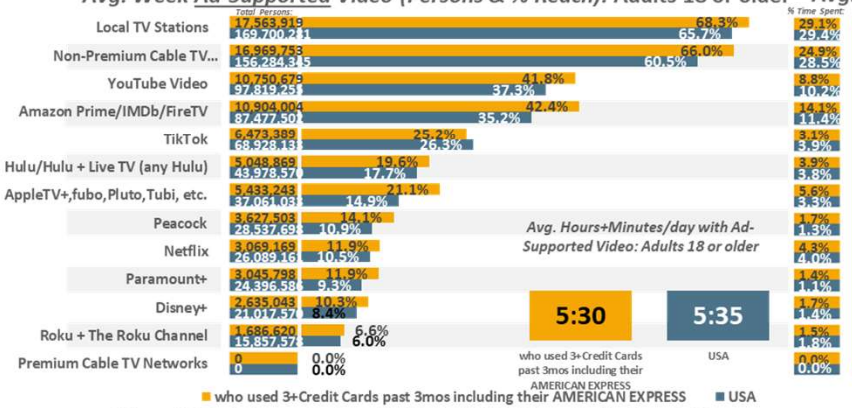
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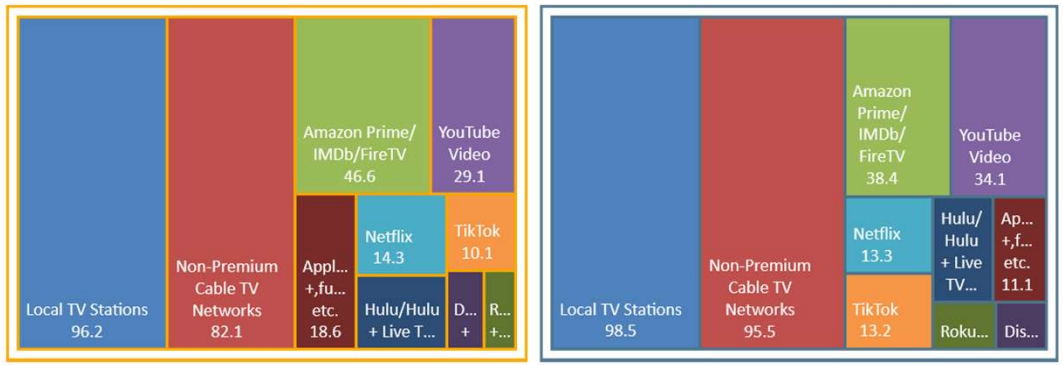
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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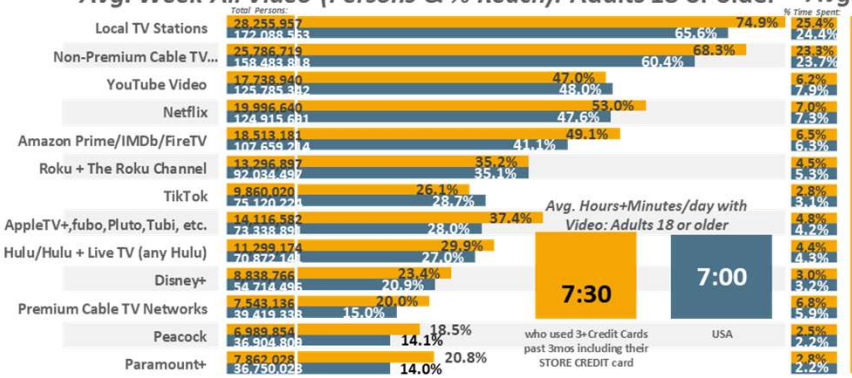
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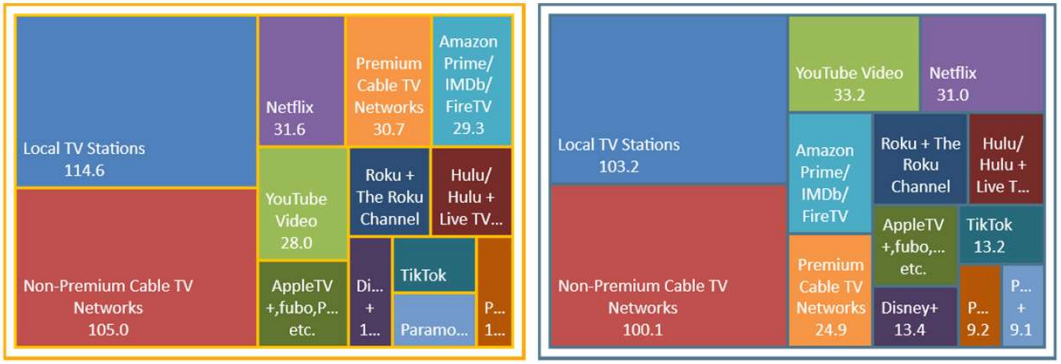


27,848,733 or 73.8% of Adults 18 or older who used 3+Credit Cards past 3mos including their STORE CREDIT card watch Ad-Supported Local TV Stations for an average of 108.4 minutes every day representing 29.4% of all time spent daily with Ad-Supported Video

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

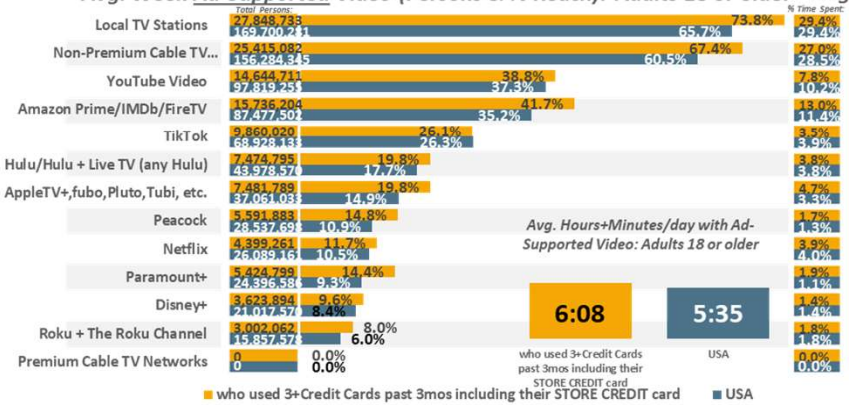


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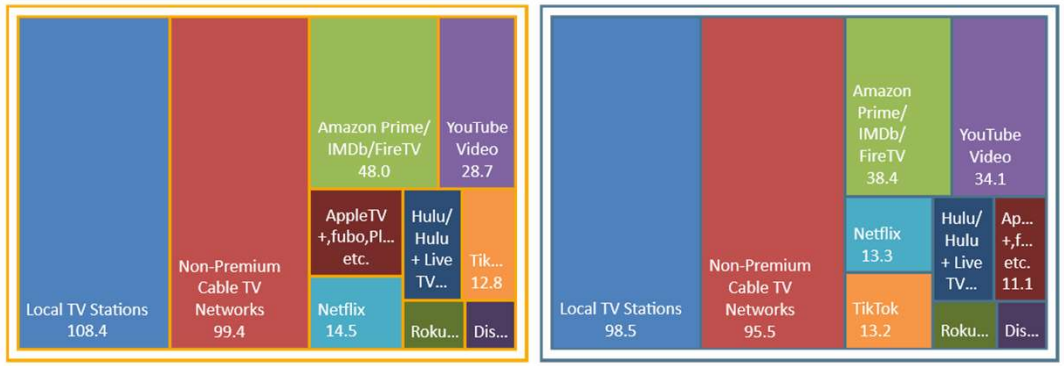


■ who used 3+Credit Cards past 3mos including their STORE CREDIT card ■ USA

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 used 3+Credit Cards past 3mos including their STORE CREDIT card ■ USA

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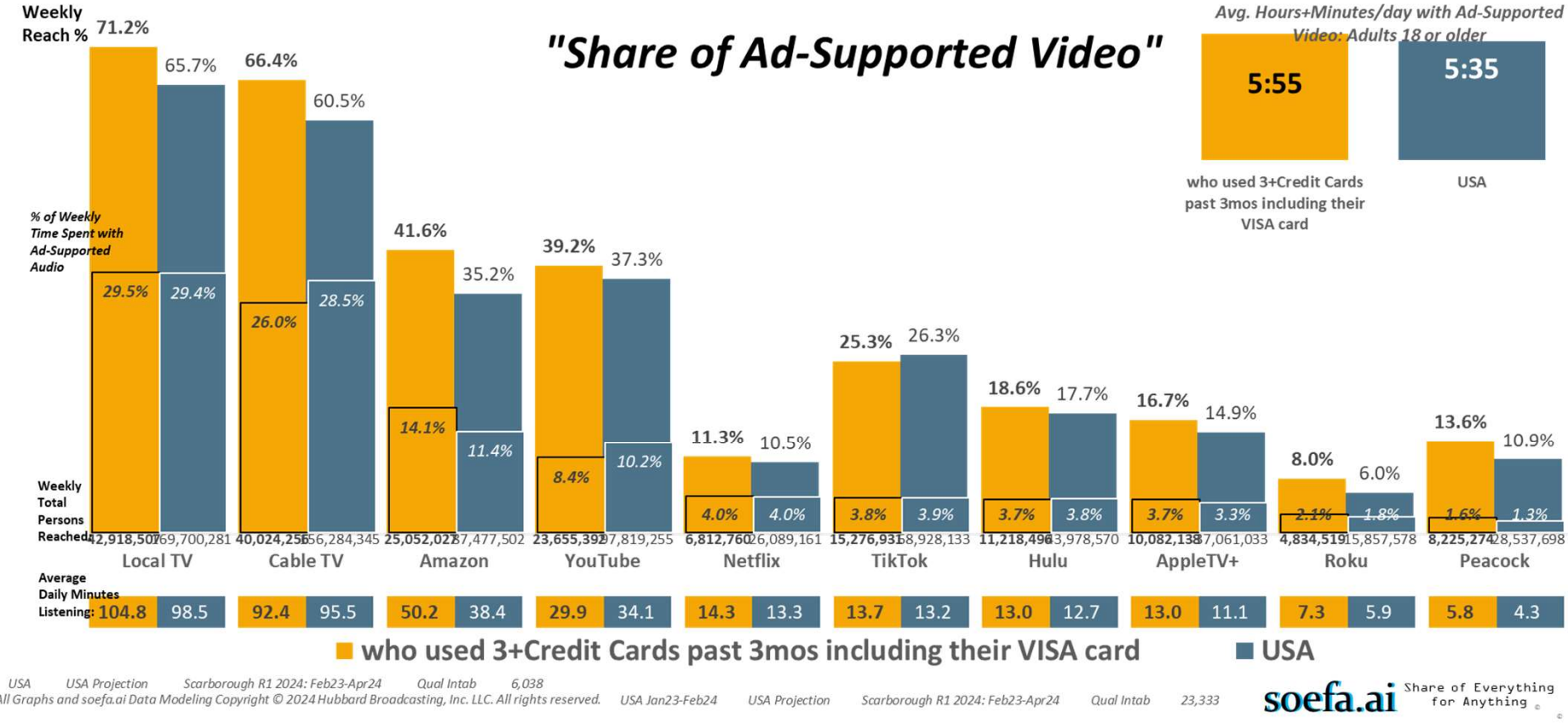
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42,918,507 or 71.2% of Adults 18 or older who used 3+Credit Cards past 3mos including their VISA card watch Ad-Supported Local TV Stations for an average of 104.8 minutes every day representing 29.5% of all time spent daily with Ad-Supported Video.



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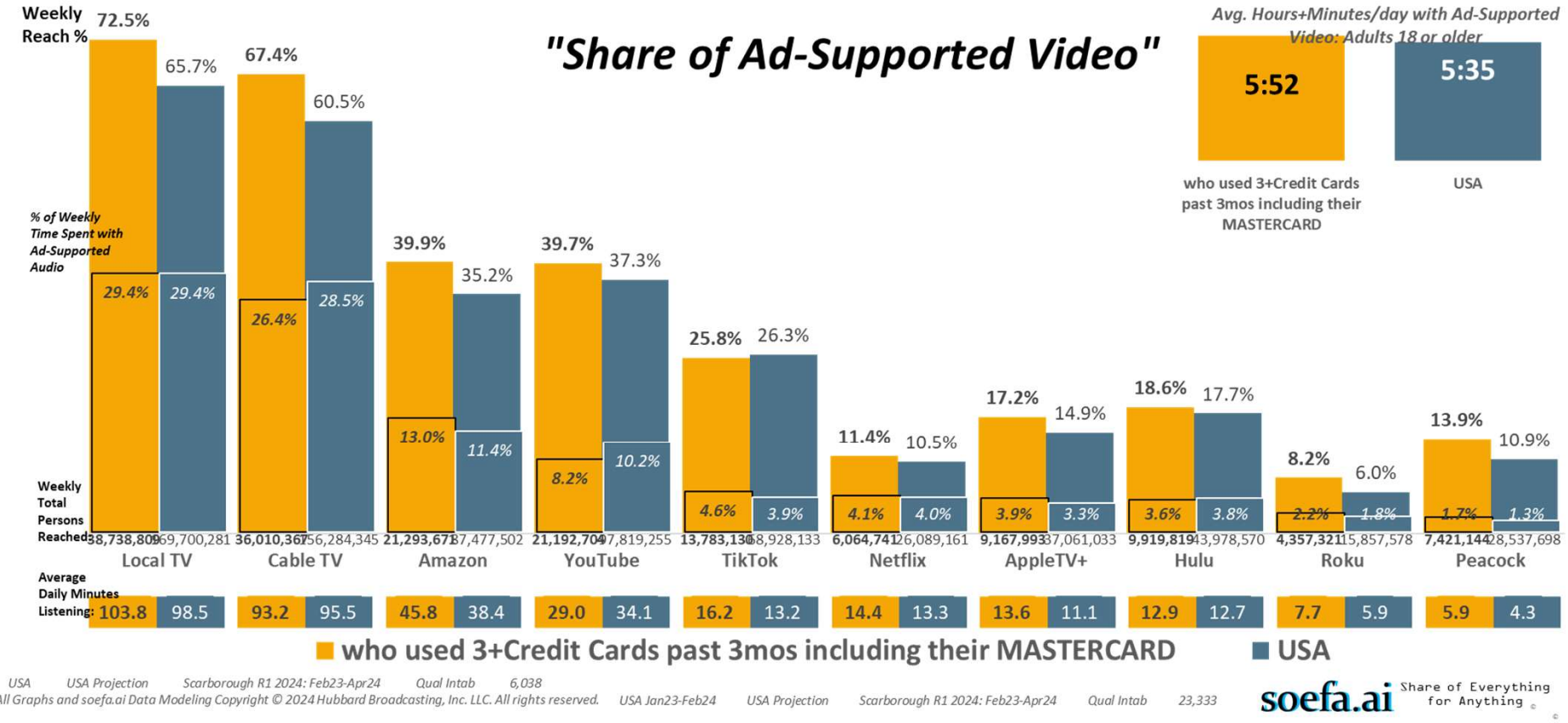
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38,738,809 or 72.5% of Adults 18 or older who used 3+Credit Cards past 3mos including their MASTERCARD watch Ad-Supported Local TV Stations for an average of 103.8 minutes every day representing 29.4% of all time spent daily with Ad-Supported Video.



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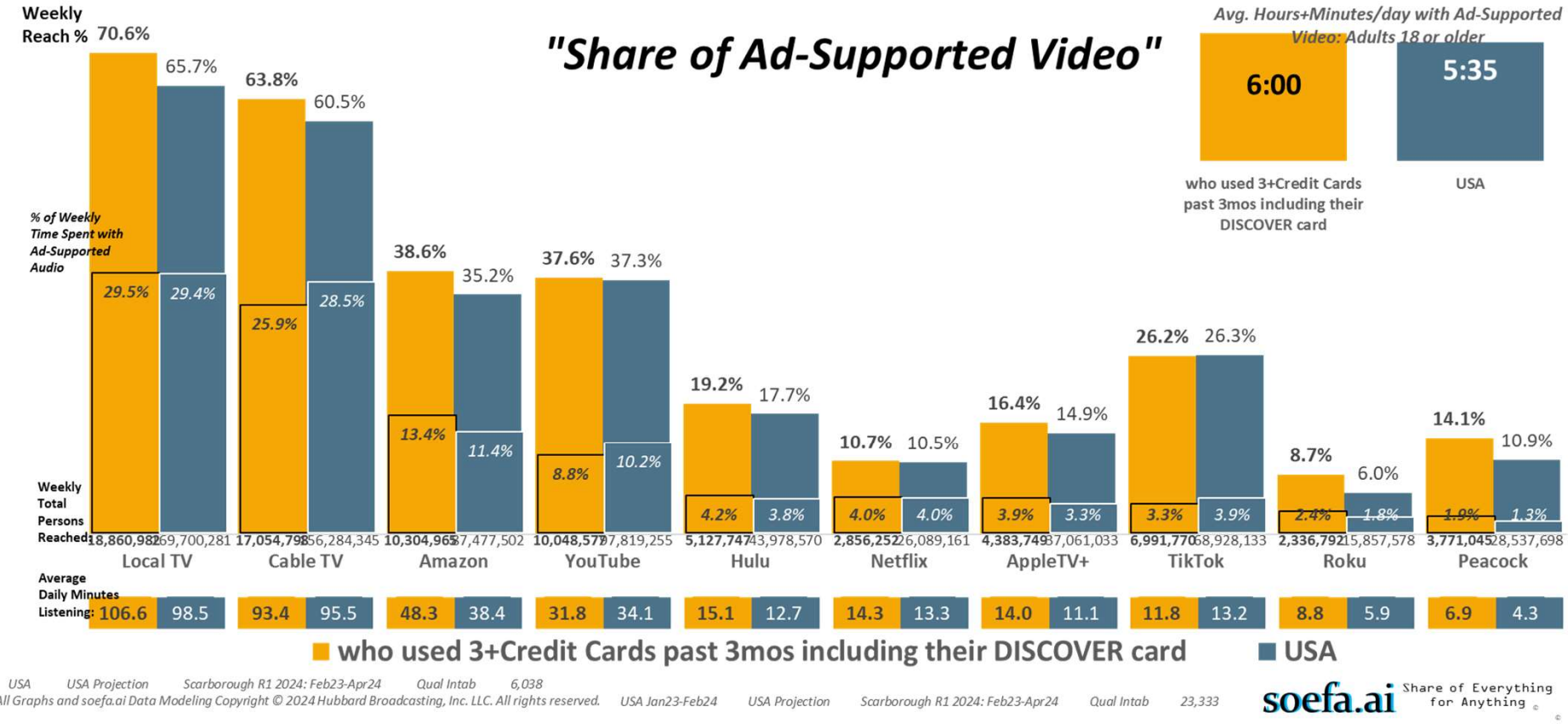
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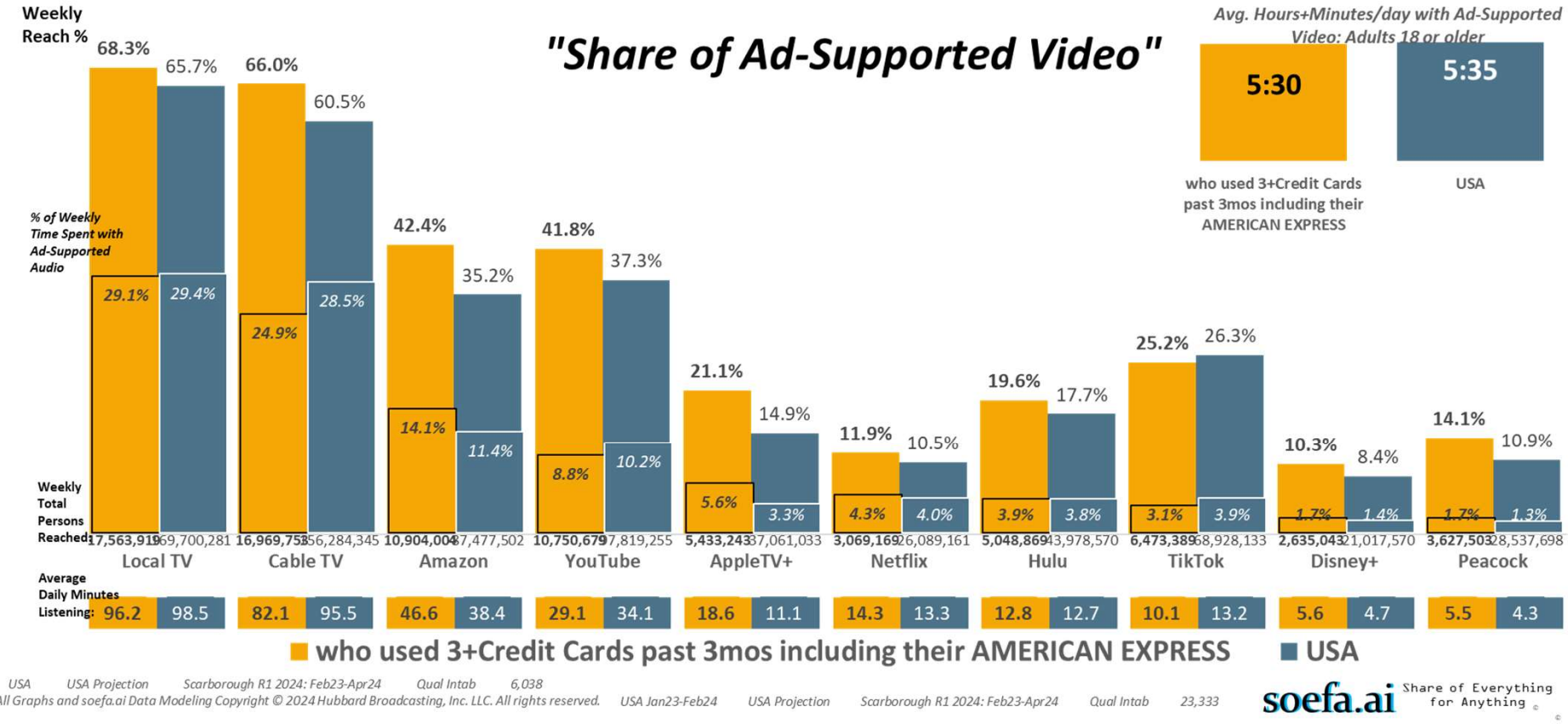
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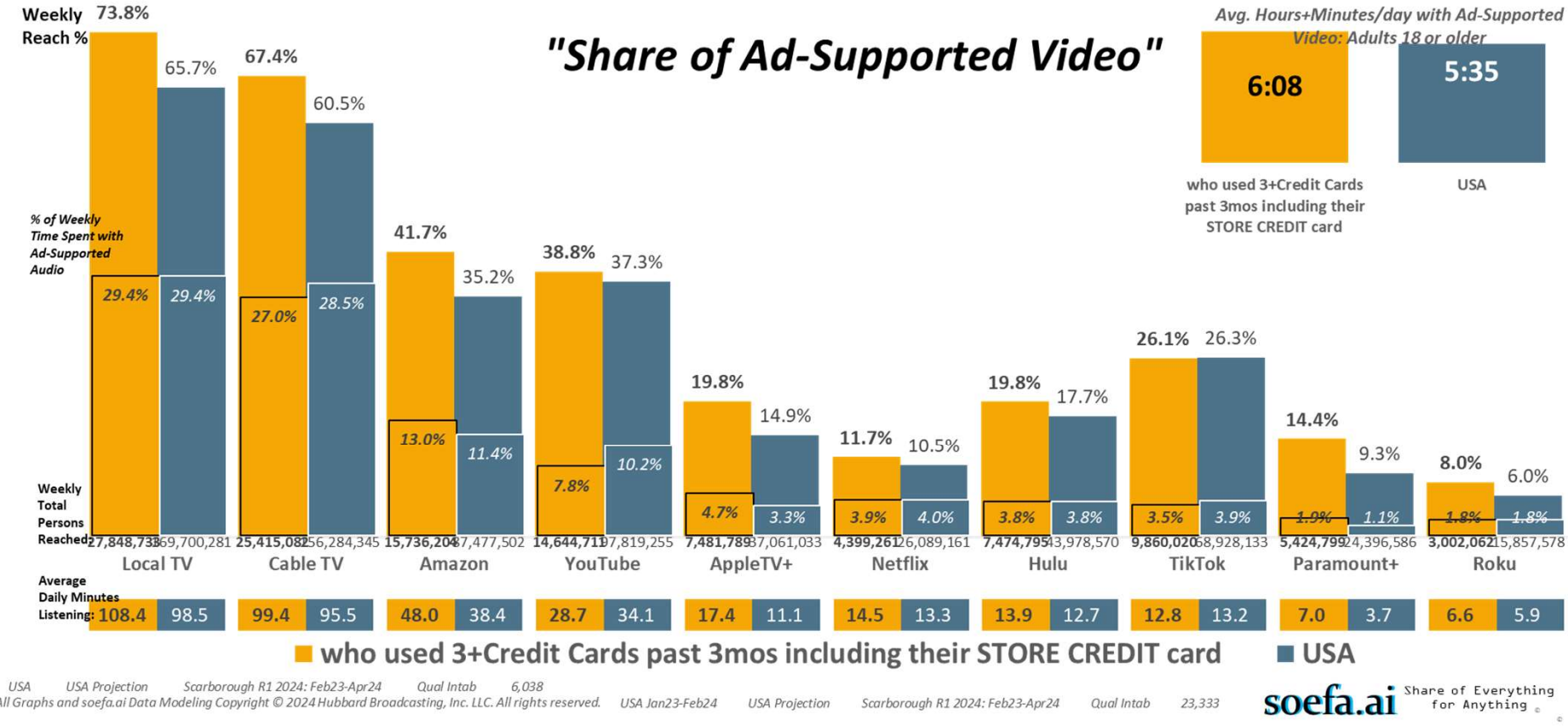
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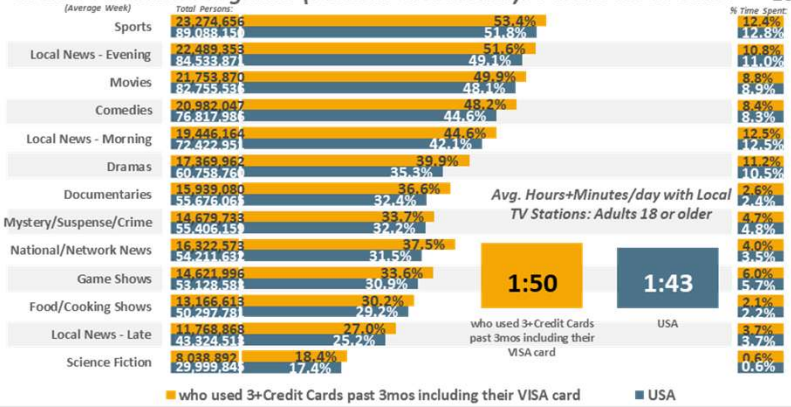
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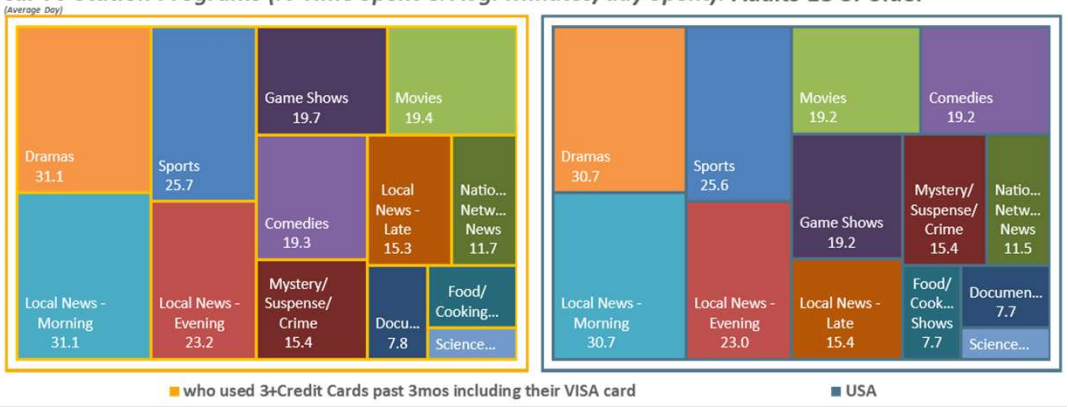


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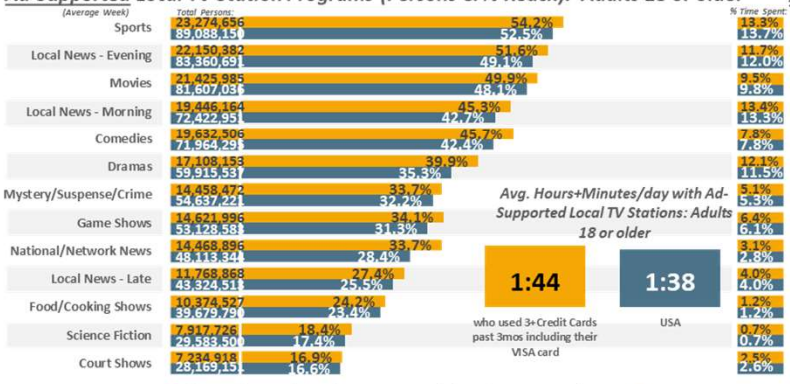
Local TV Station Programs (Persons & % Reach): Adults 18 or older



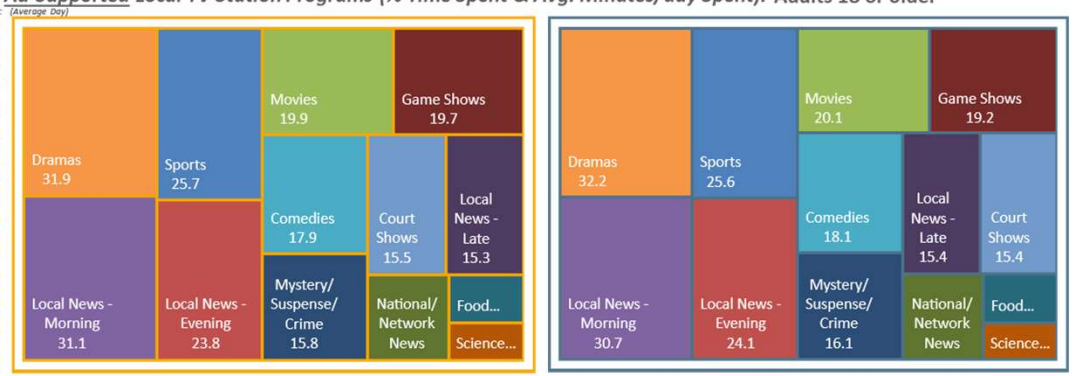
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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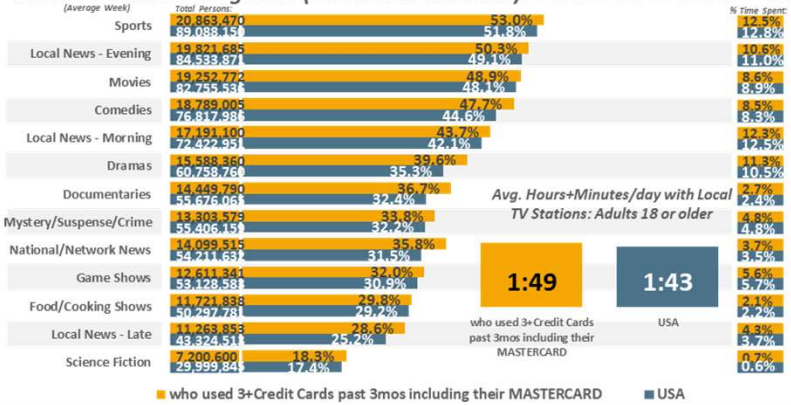
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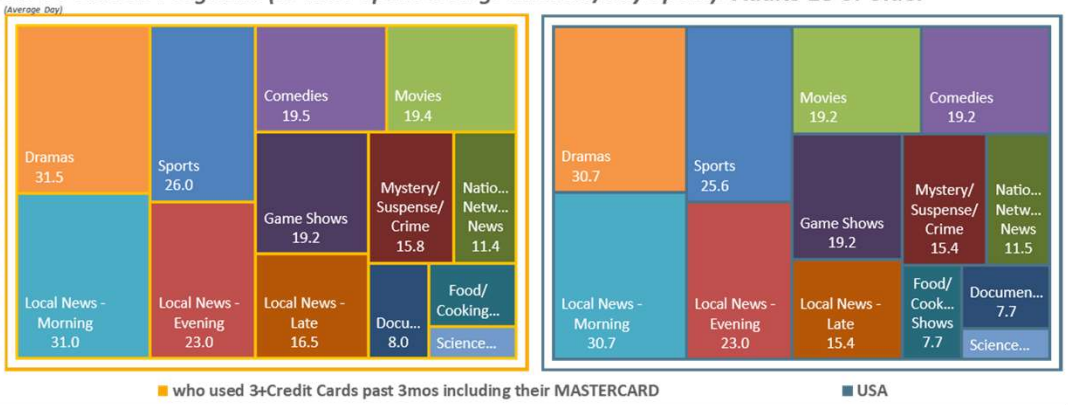


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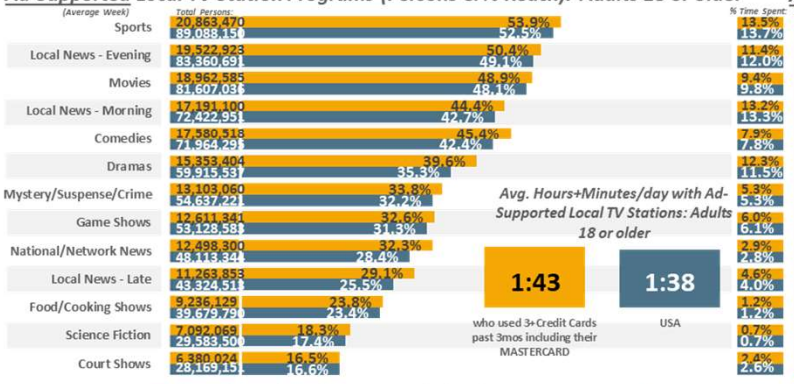
Local TV Station Programs (Persons & % Reach): Adults 18 or older



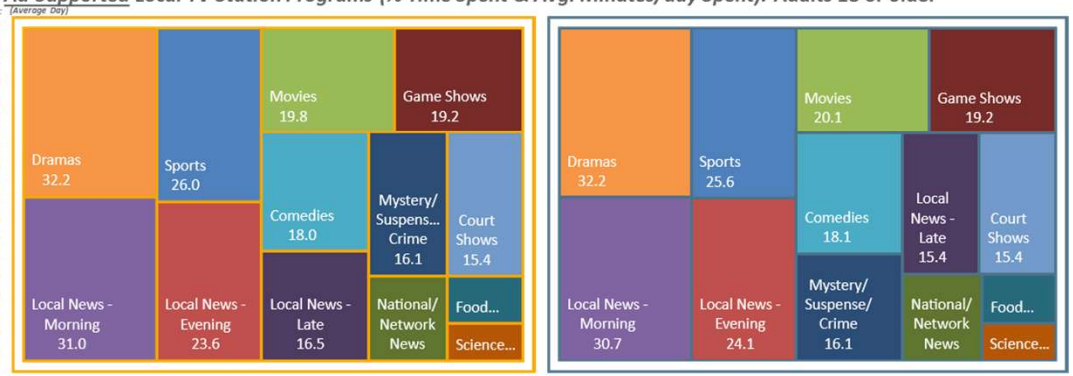
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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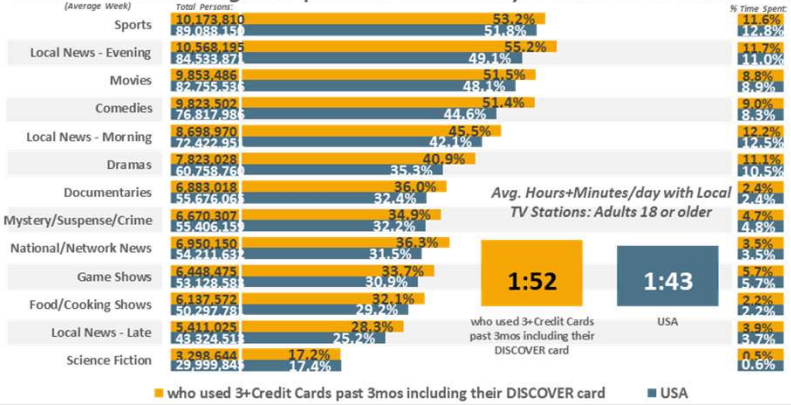
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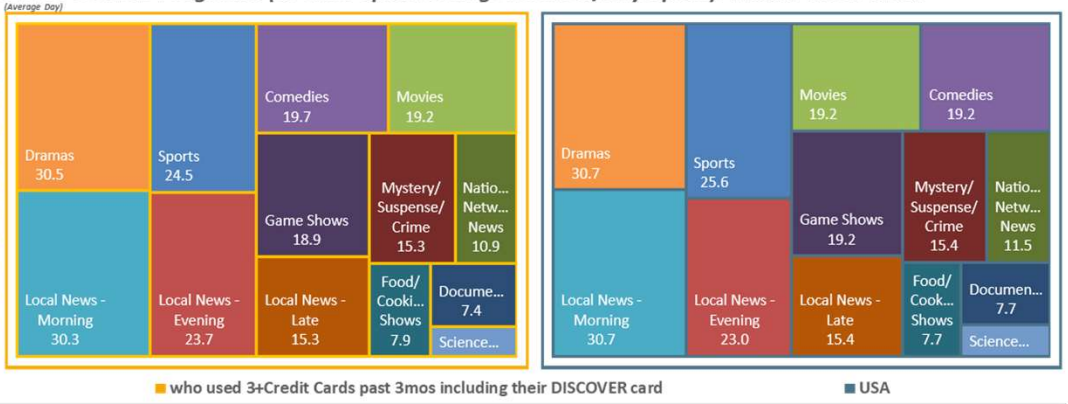


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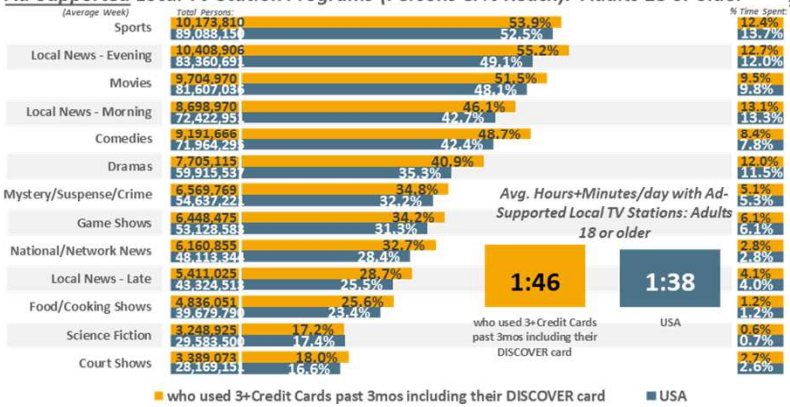
Local TV Station Programs (Persons & % Reach): Adults 18 or older



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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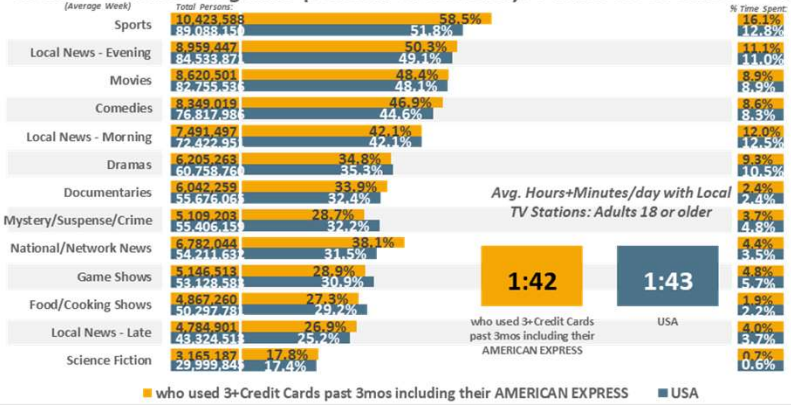
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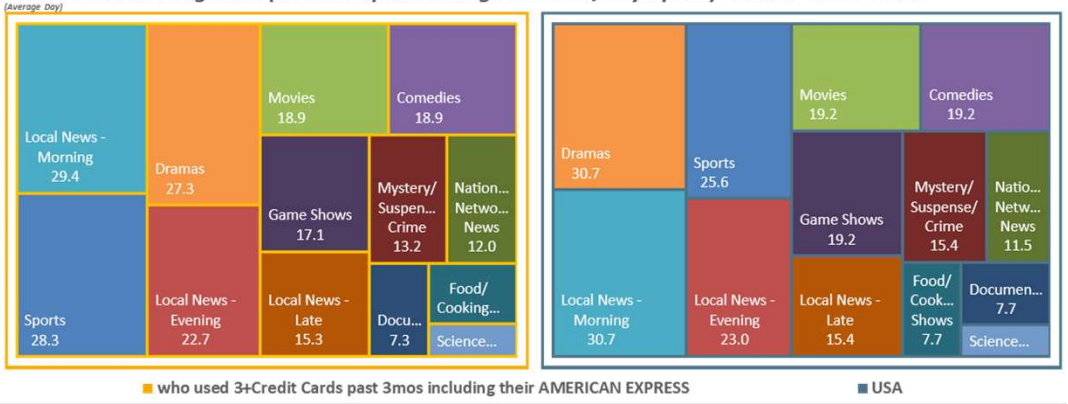


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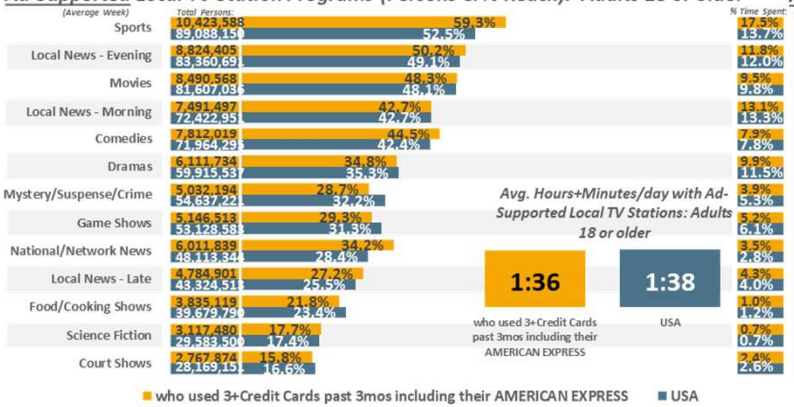
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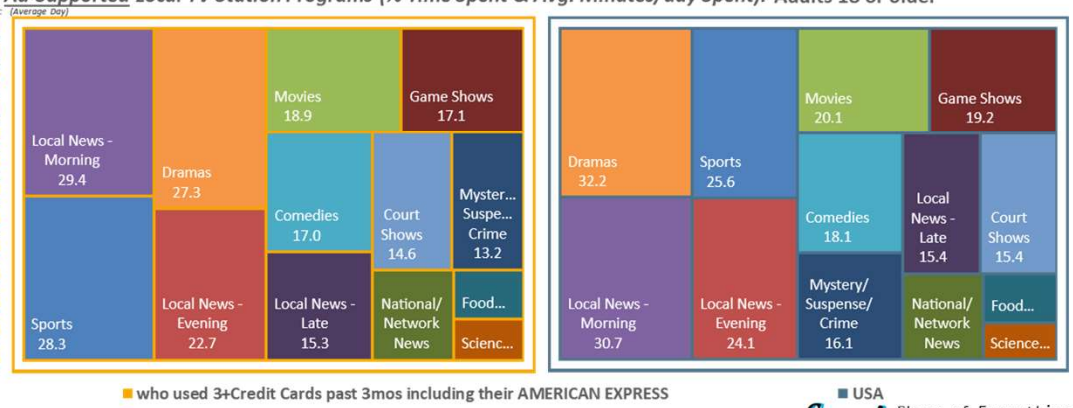
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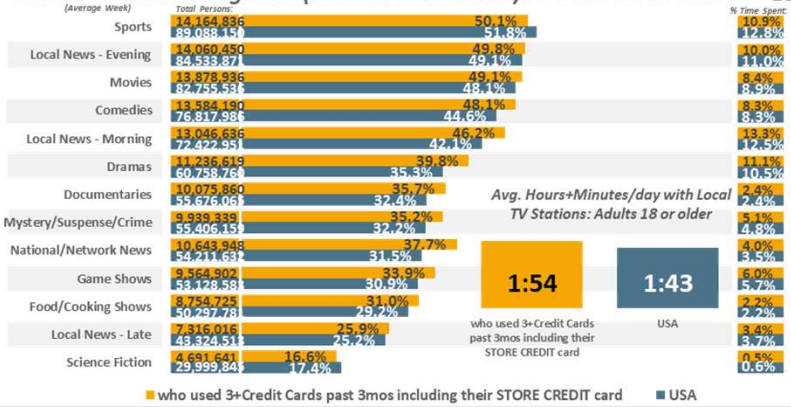
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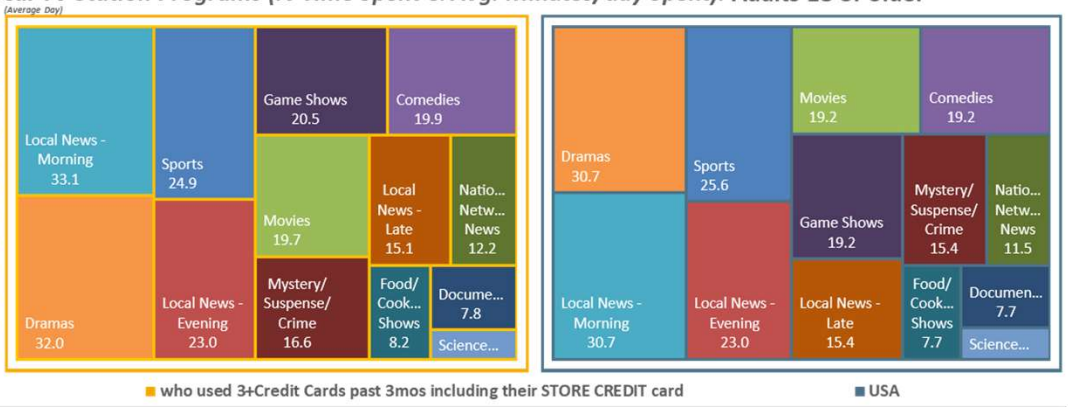


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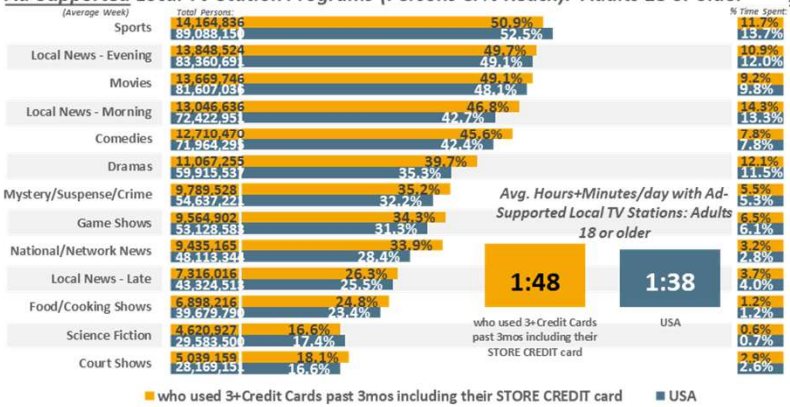
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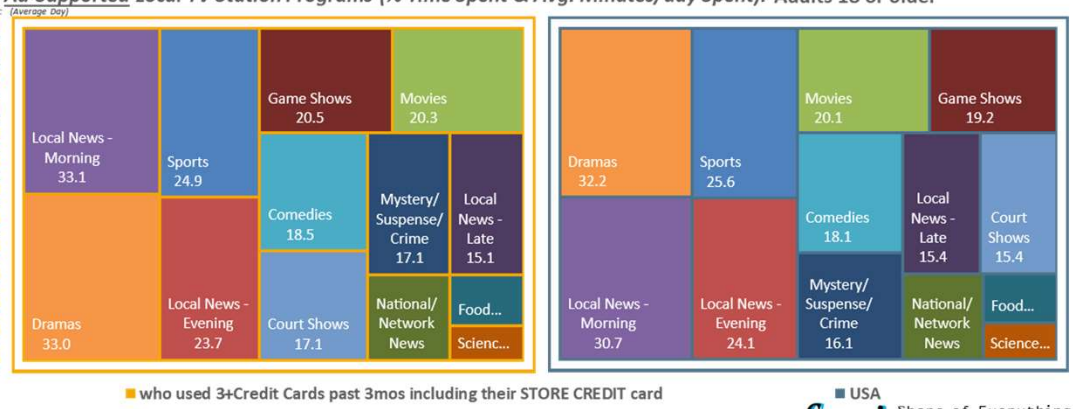
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Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

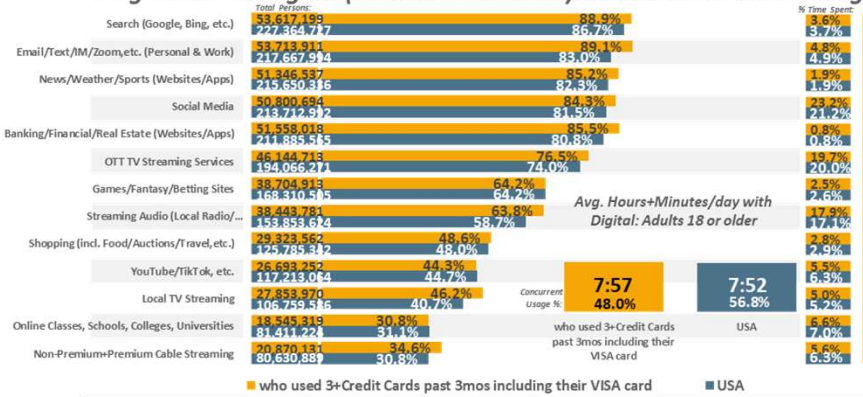
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[((No. of credit cards used past 3 months: 3 credit cards OR No. of credit cards used past 3 months: 4 or more credit cards) AND Age summaries: Adults 25 - 54)] AND...Credit cards/debit cards used past 3 months: Store credit card

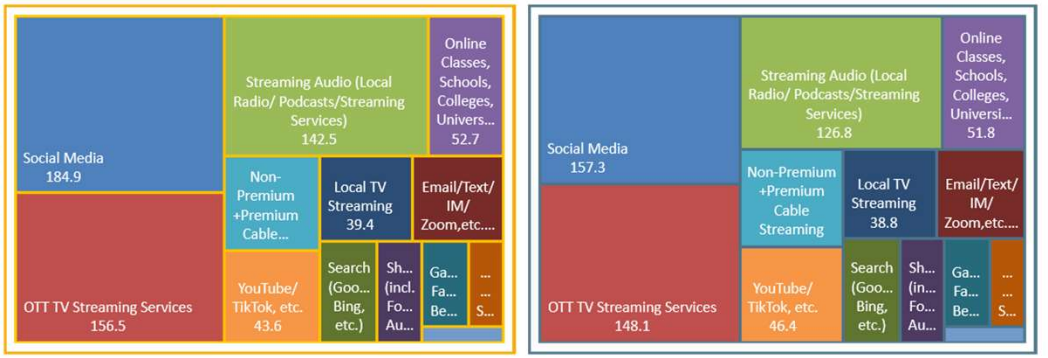


45,195,153 or 75.% of Adults 18 or older who used 3+Credit Cards past 3mos including their VISA card use Ad-Supported Social Media for an average of 170.1 minutes every day representing 28.3% of all time spent daily with Ad-Supported Digital Media.

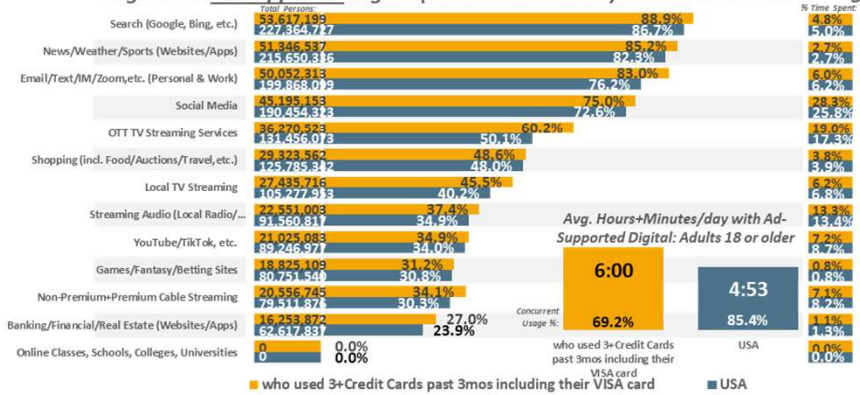
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



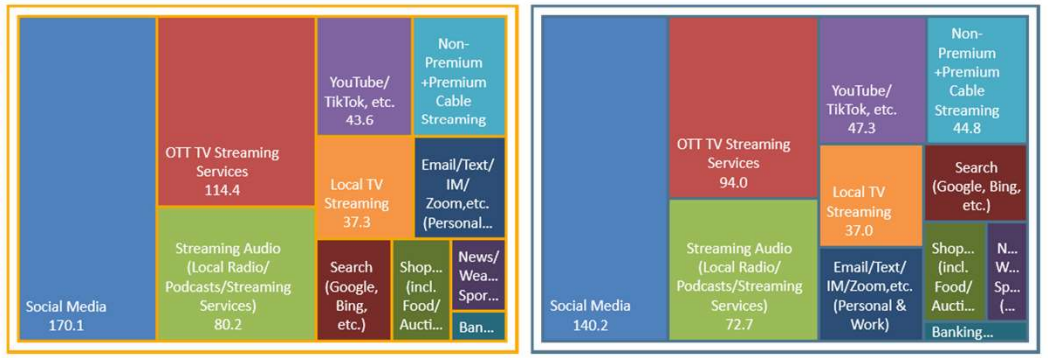
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 6,038

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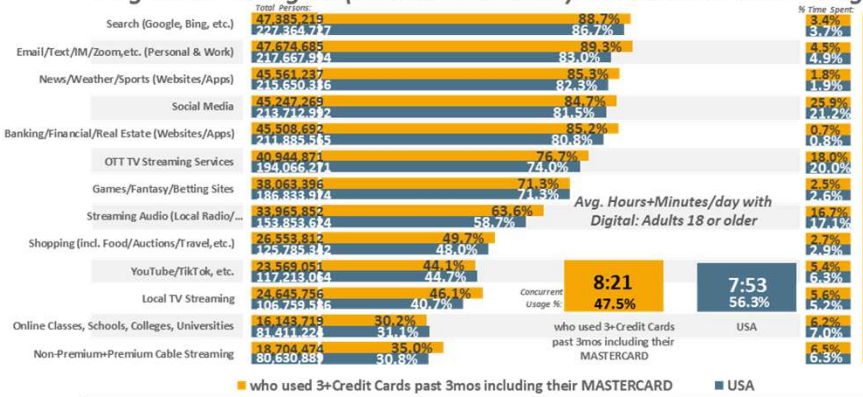
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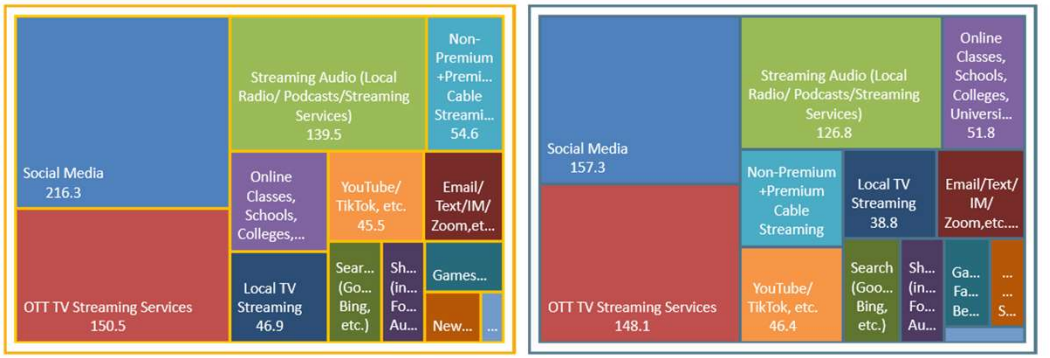


40,075,745 or 75.% of Adults 18 or older who used 3+Credit Cards past 3mos including their MASTERCARD use Ad-Supported Social Media for an average of 199. minutes every day representing 31.% of all time spent daily with Ad-Supported Digital Media.

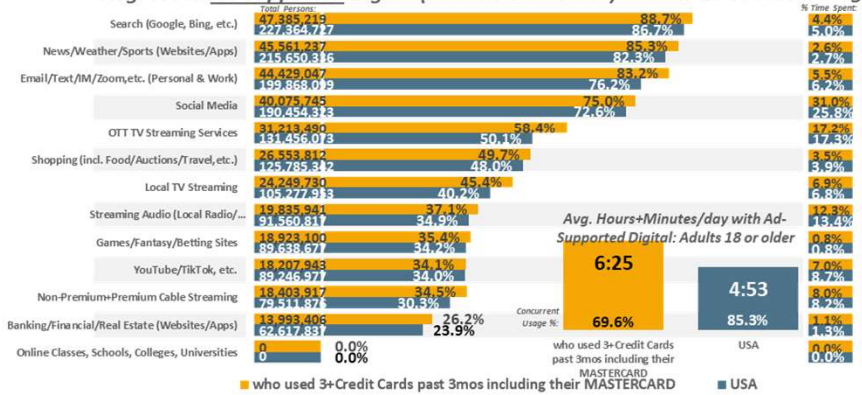
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



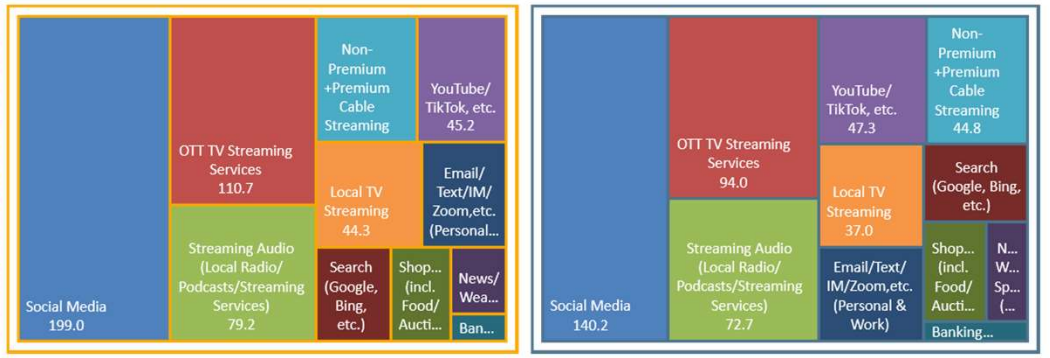
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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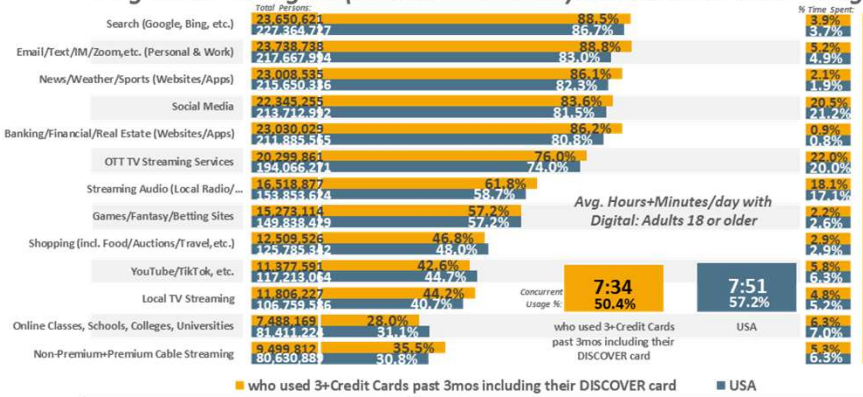
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[((No. of credit cards used past 3 months: 3 credit cards OR No. of credit cards used past 3 months: 4 or more credit cards) AND Age summaries: Adults 25 - 54)] AND...Credit cards/debit cards used past 3 months: MasterCard credit card

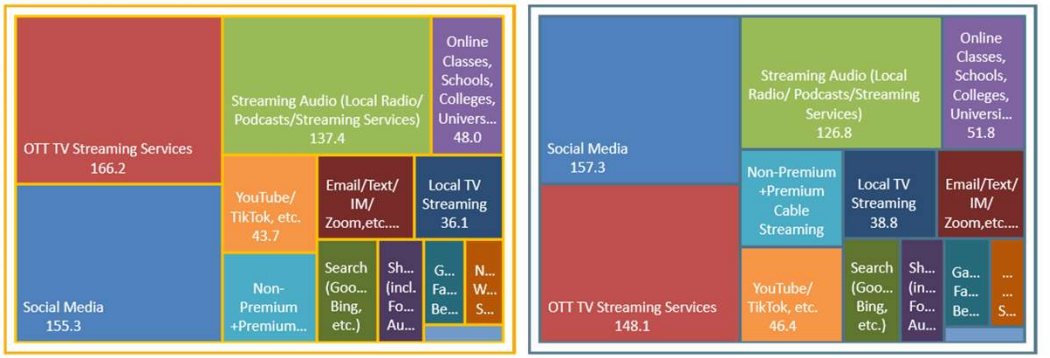


19,833,539 or 74.2% of Adults 18 or older who used 3+Credit Cards past 3mos including their DISCOVER card use Ad-Supported Social Media for an average of 142.9 minutes every day representing 25.1% of all time spent daily with Ad-Supported Digital Media.

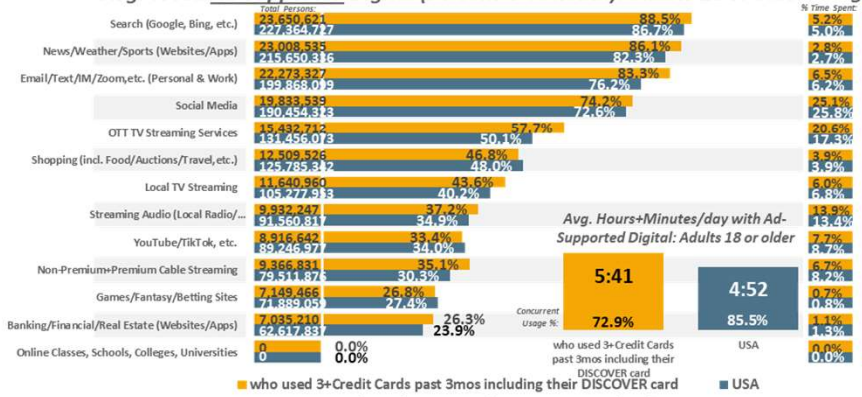
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



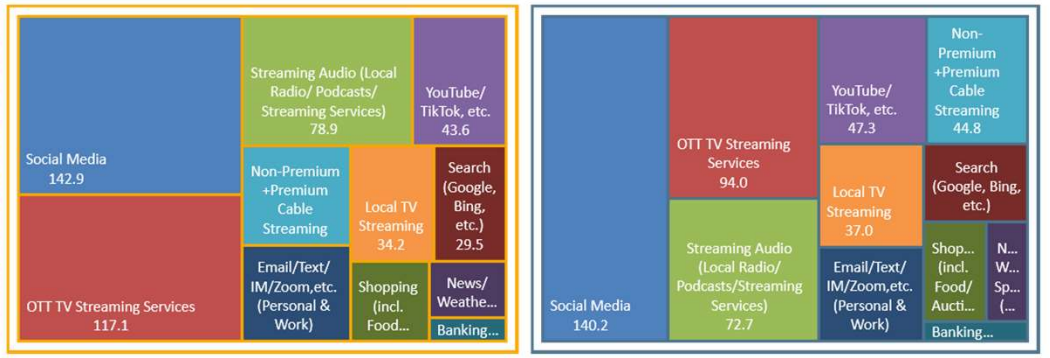
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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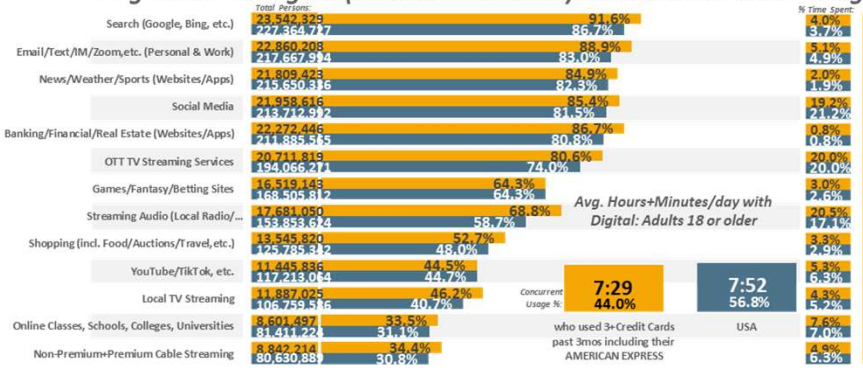
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[((No. of credit cards used past 3 months: 3 credit cards OR No. of credit cards used past 3 months: 4 or more credit cards) AND Age summaries: Adults 25 - 54)] AND...Credit cards/debit cards used past 3 months: Discover credit card

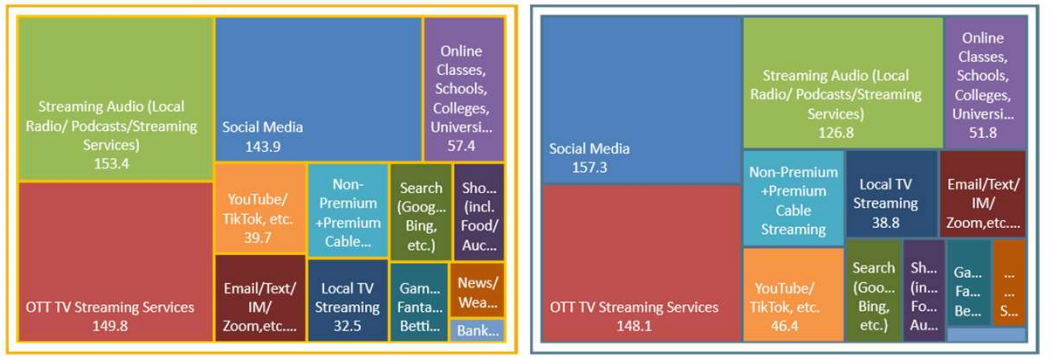


19,643,519 or 76.4% of Adults 18 or older who used 3+Credit Cards past 3mos including their AMERICAN EXPRESS use Ad-Supported Social Media for an average of 132.4 minutes every day representing 24.% of all time spent daily with Ad-Supported Digital Media.

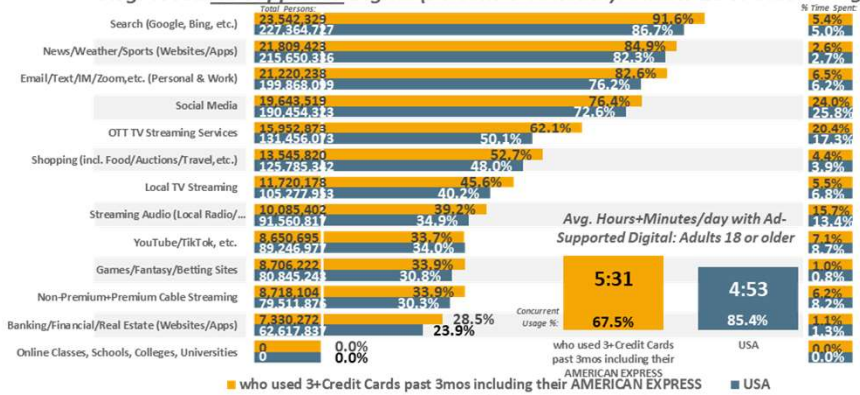
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



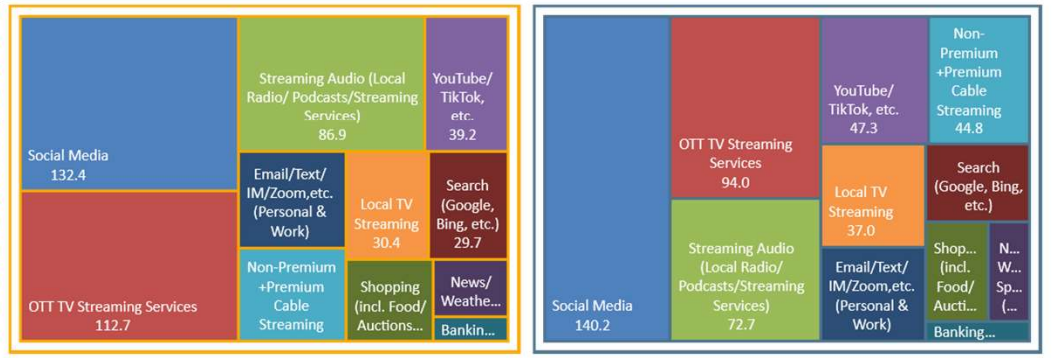
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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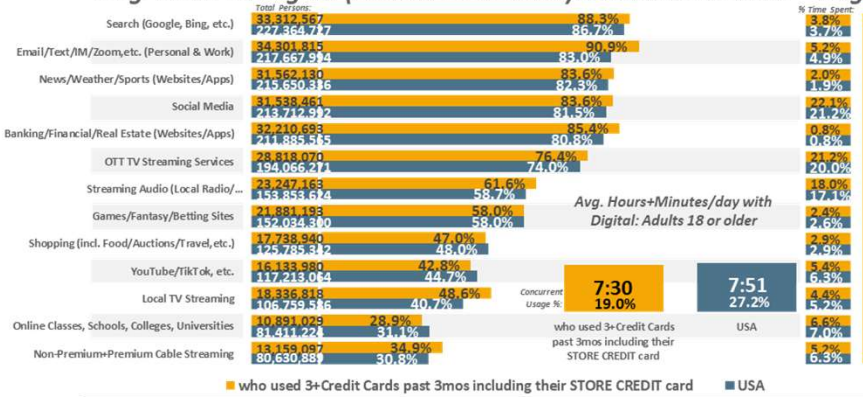
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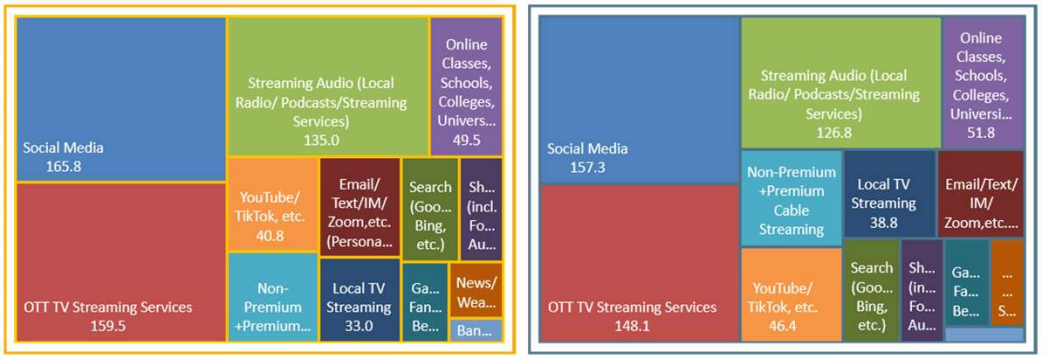


28,102,366 or 74.5% of Adults 18 or older who used 3+Credit Cards past 3mos including their STORE CREDIT card use Ad-Supported Social Media for an average of 147.7 minutes every day representing 26.2% of all time spent daily with Ad-Supported Digital Medi

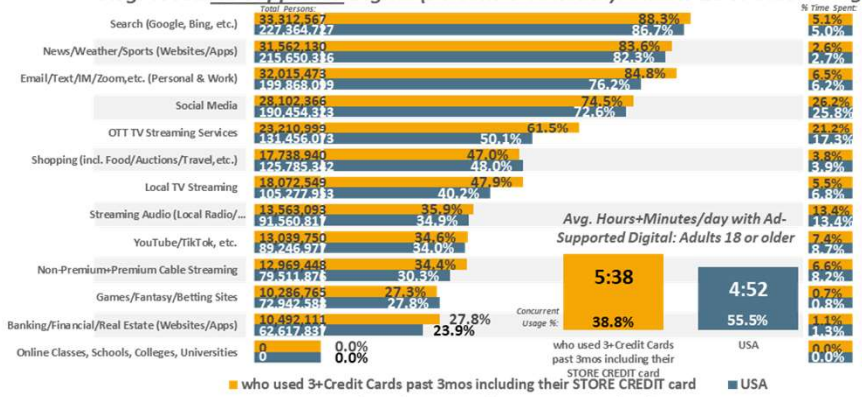
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



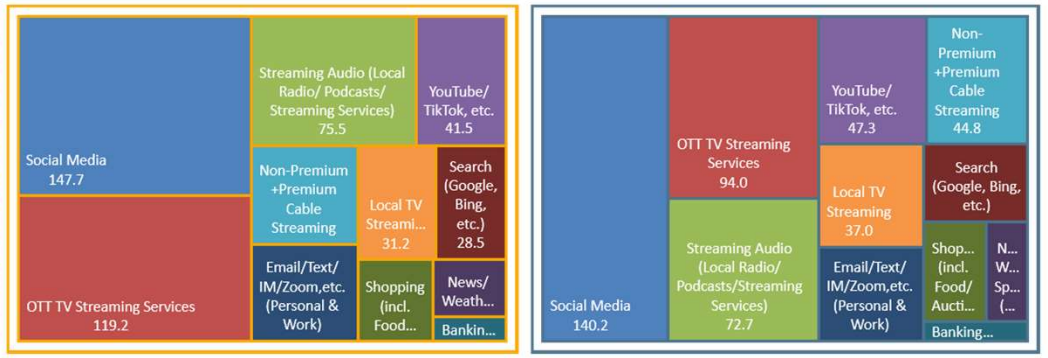
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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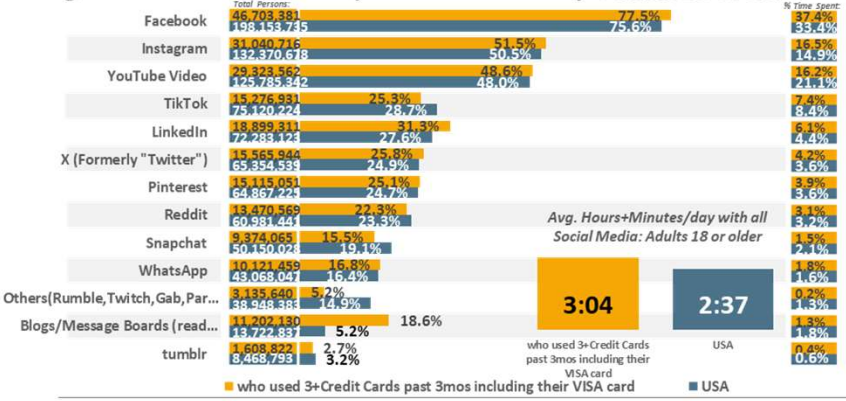
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[((No. of credit cards used past 3 months: 3 credit cards OR No. of credit cards used past 3 months: 4 or more credit cards) AND Age summaries: Adults 25 - 54)] AND...Credit cards/debit cards used past 3 months: Store credit card

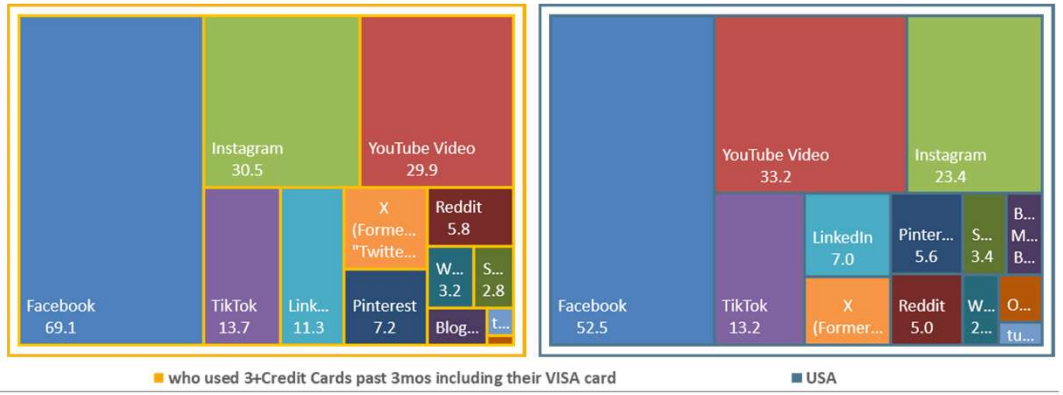


45,195,153 or 75.% of Adults 18 or older who used 3+Credit Cards past 3mos including their VISA card use Ad-Supported Facebook for an average of 60.6 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.

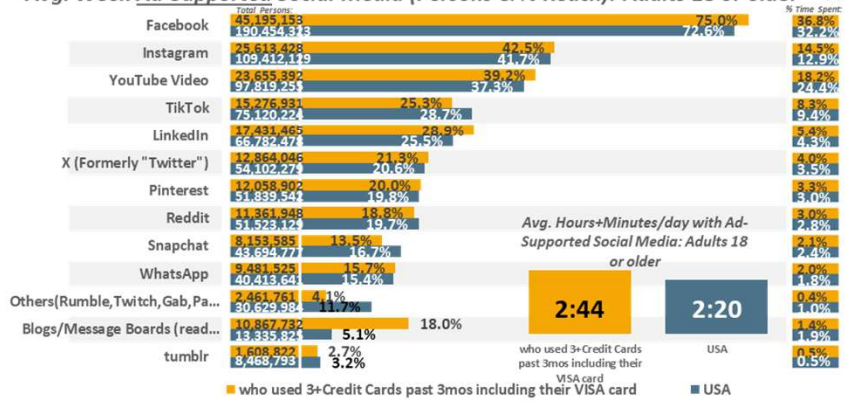
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



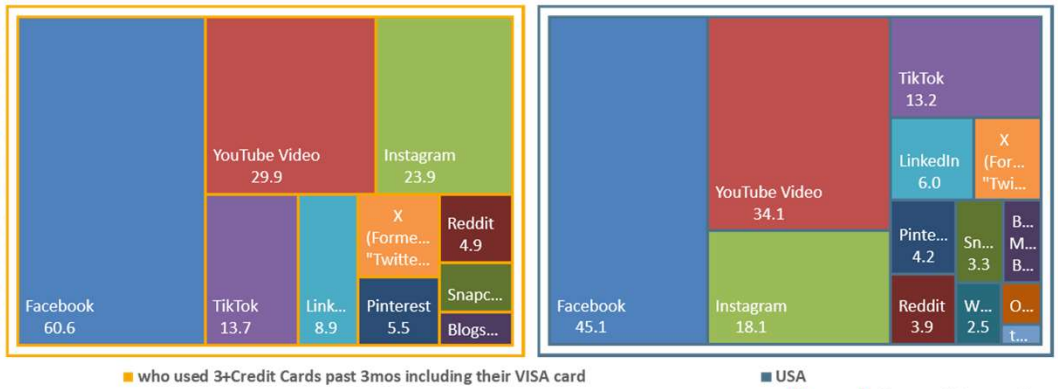
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 6,038

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

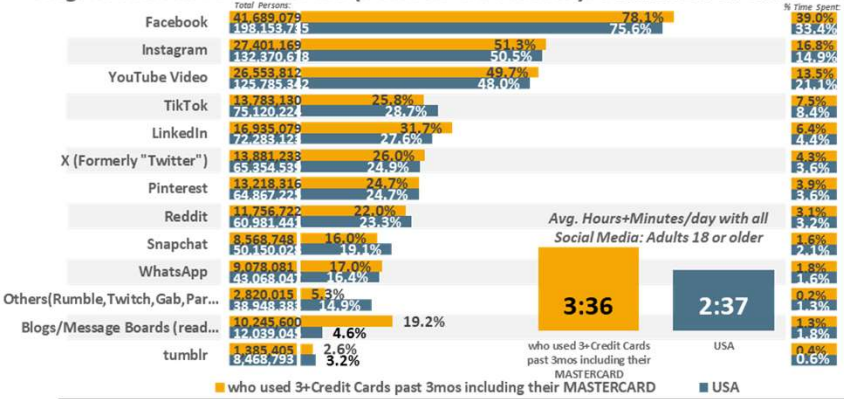
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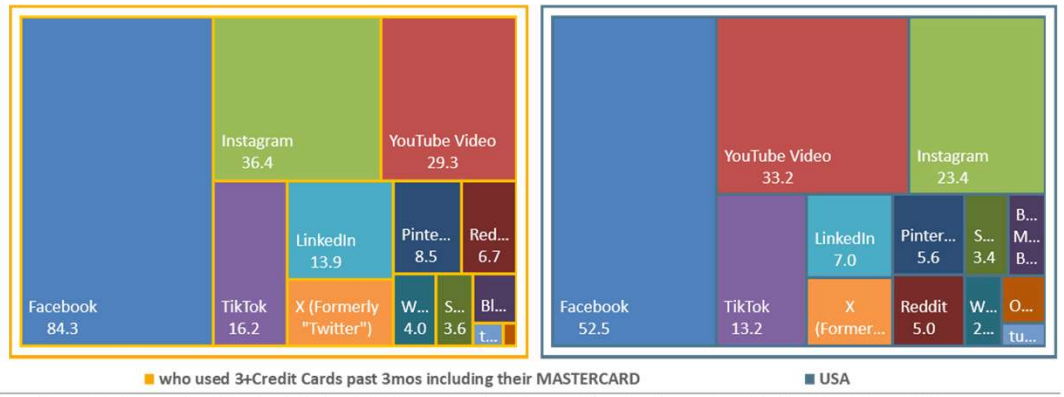


40,075,745 or 75.% of Adults 18 or older who used 3+Credit Cards past 3mos including their MASTERCARD use Ad-Supported Facebook for an average of 74.3 minutes every day representing 38.8% of all time spent daily with Ad-Supported Social Media.

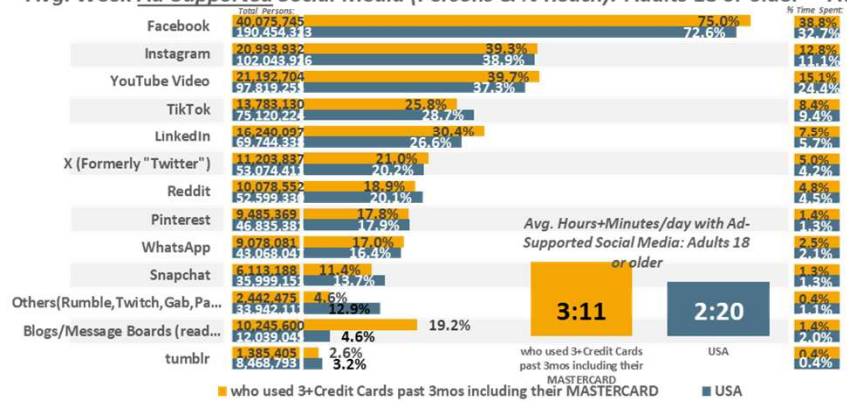
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



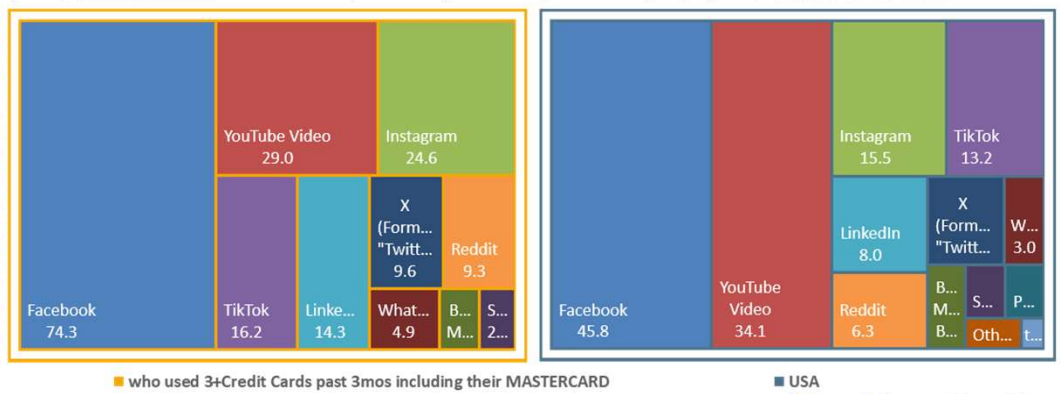
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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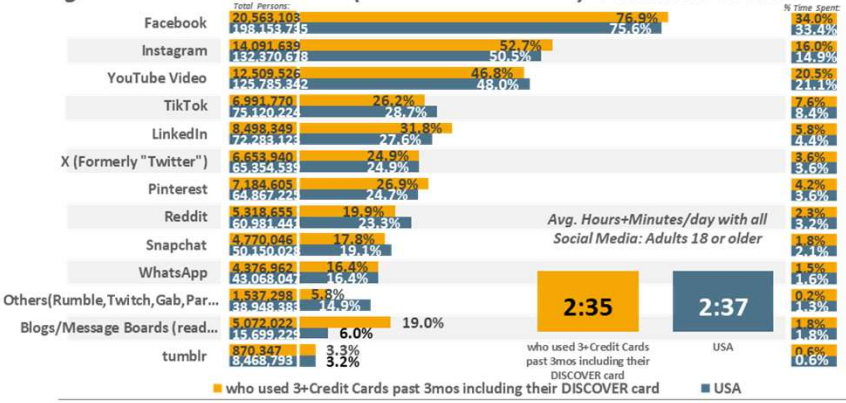
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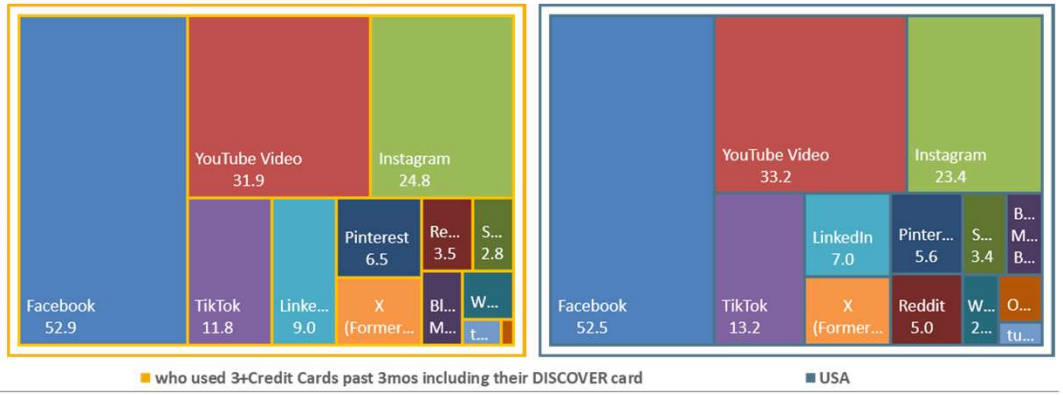


19,833,539 or 74.2% of Adults 18 or older who used 3+Credit Cards past 3mos including their DISCOVER card use Ad-Supported Facebook for an average of 44.9 minutes every day representing 32.6% of all time spent daily with Ad-Supported Social Media.

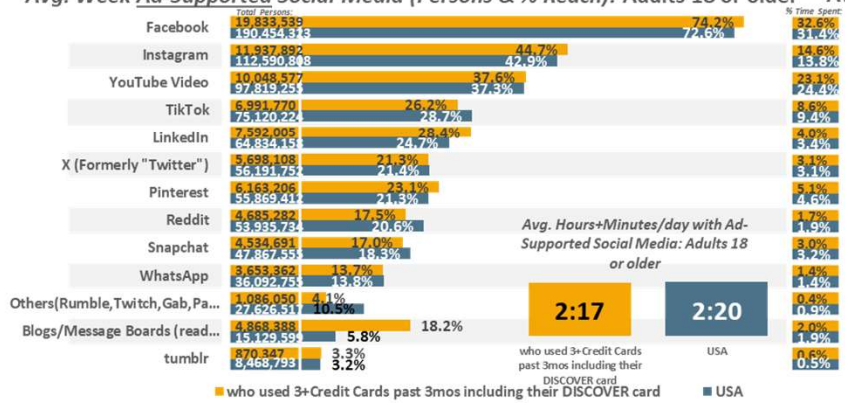
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



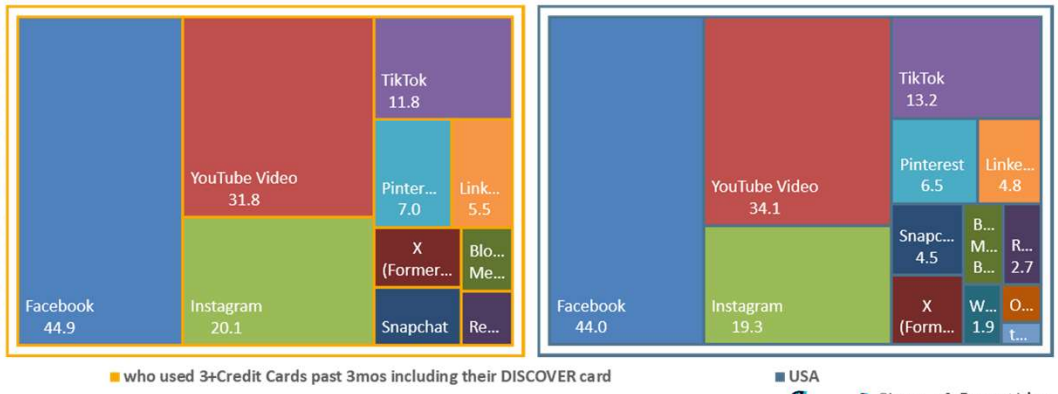
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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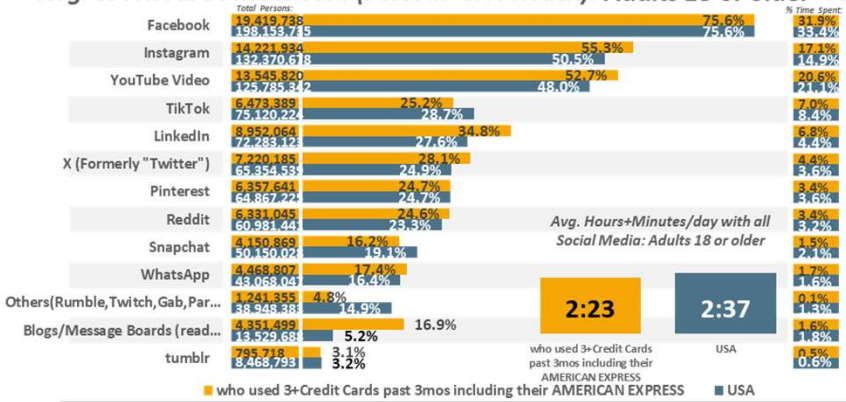
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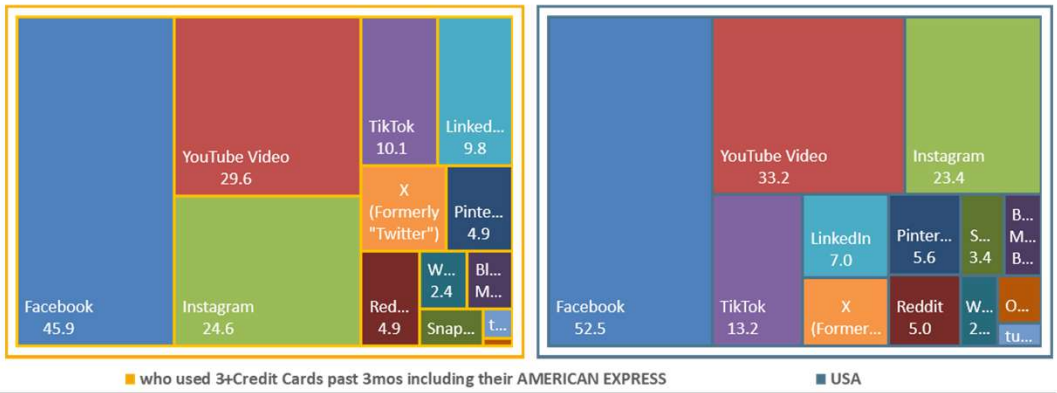


19,419,738 or 75.6% of Adults 18 or older who used 3+Credit Cards past 3mos including their AMERICAN EXPRESS use Ad-Supported Facebook for an average of 42.6 minutes every day representing 33.4% of all time spent daily with Ad-Supported Social Media.

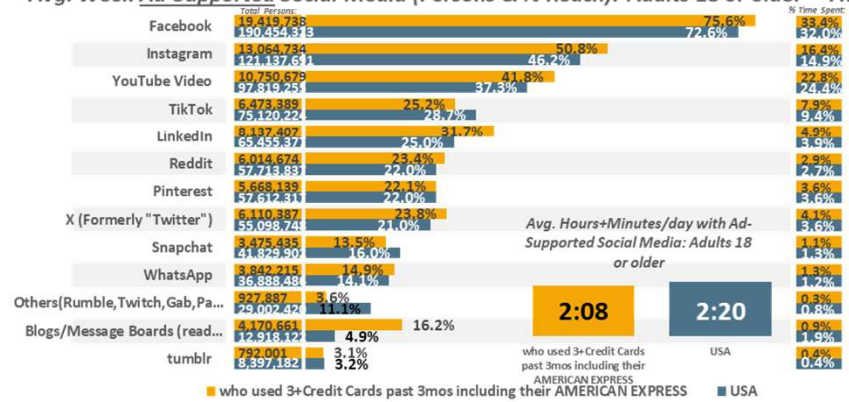
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



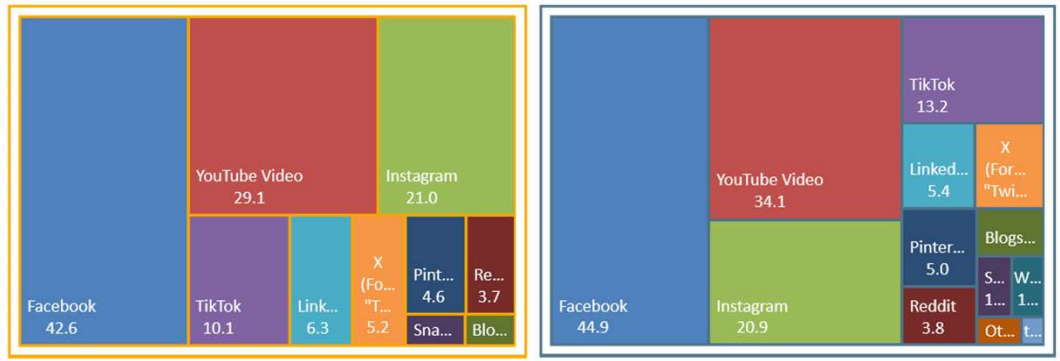
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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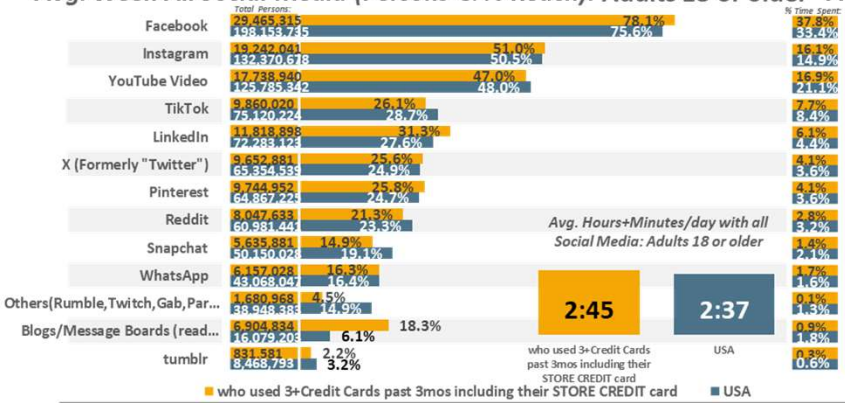
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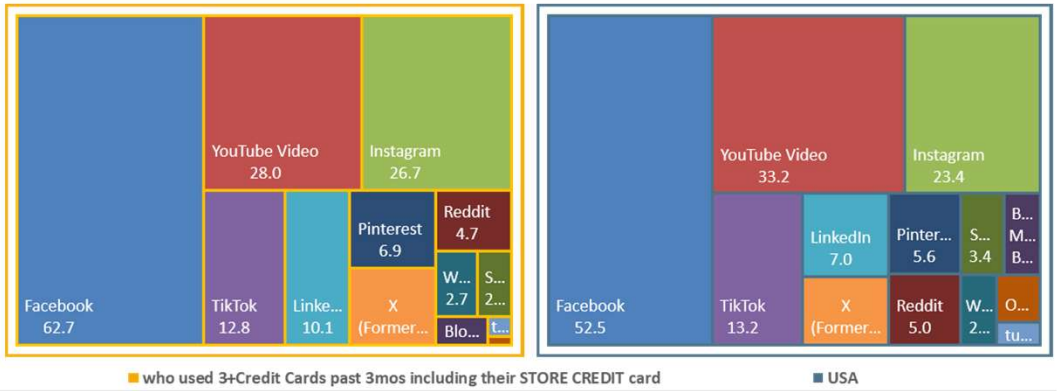


28,102,366 or 74.5% of Adults 18 or older who used 3+Credit Cards past 3mos including their STORE CREDIT card use Ad-Supported Facebook for an average of 56.1 minutes every day representing 38.% of all time spent daily with Ad-Supported Social Media.

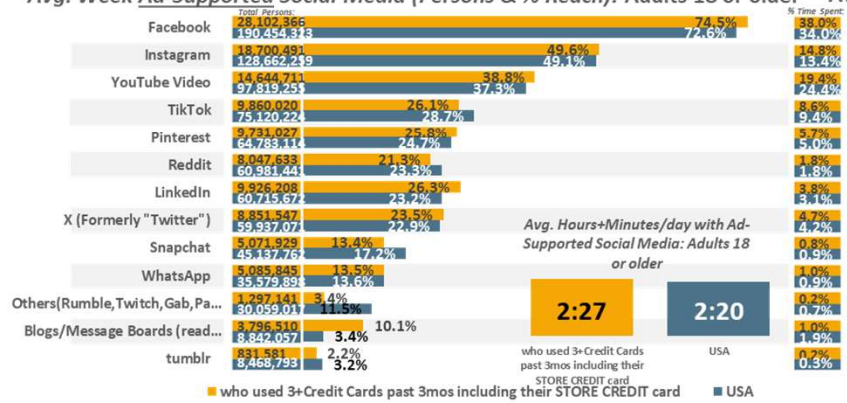
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



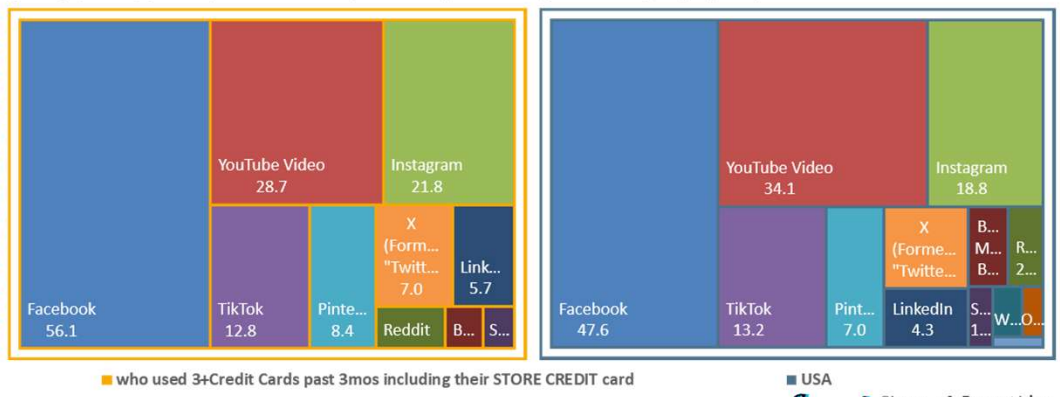
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 6,038

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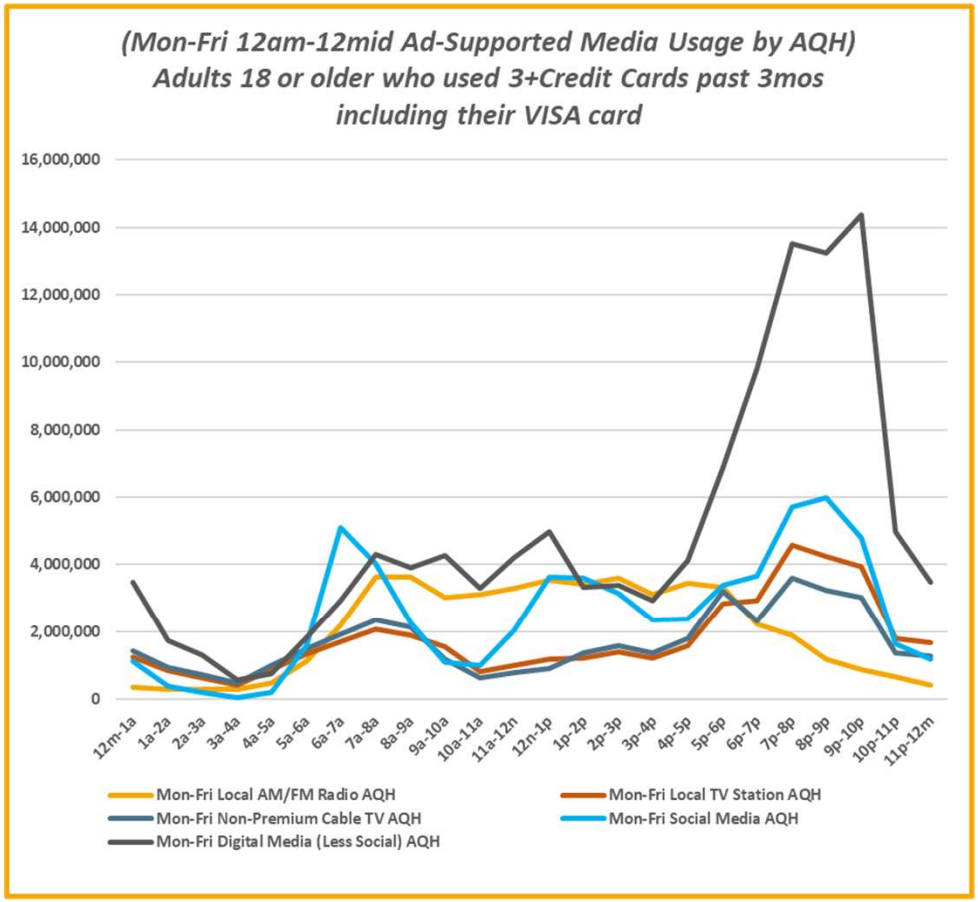
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

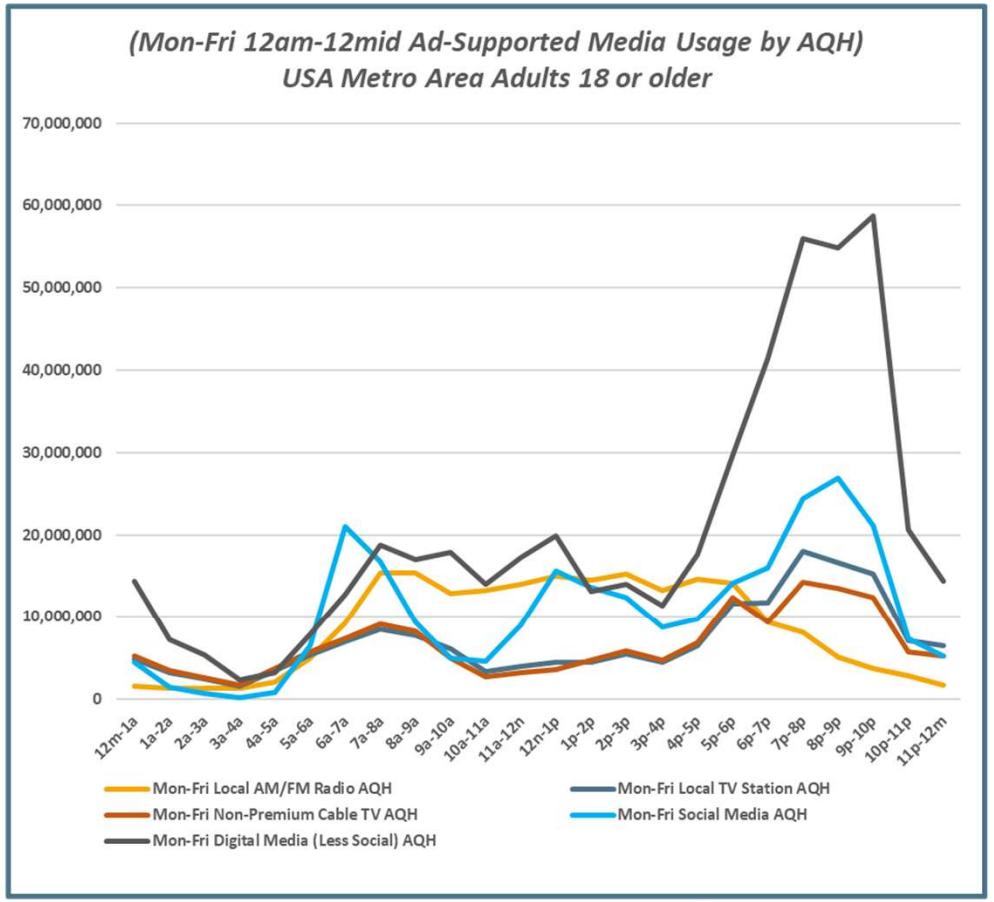
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[((No. of credit cards used past 3 months: 3 credit cards OR No. of credit cards used past 3 months: 4 or more credit cards) AND Age summaries: Adults 25 - 54)] AND...Credit cards/debit cards used past 3 months: Store credit card



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,486,938; Local Radio: 3,192,886; Social Media: 2,899,697; Non-Prem. Cable: 1,653,577; Local TV: 1,642,870 reaching Adults 18 or older who used 3+Credit Cards past 3mos





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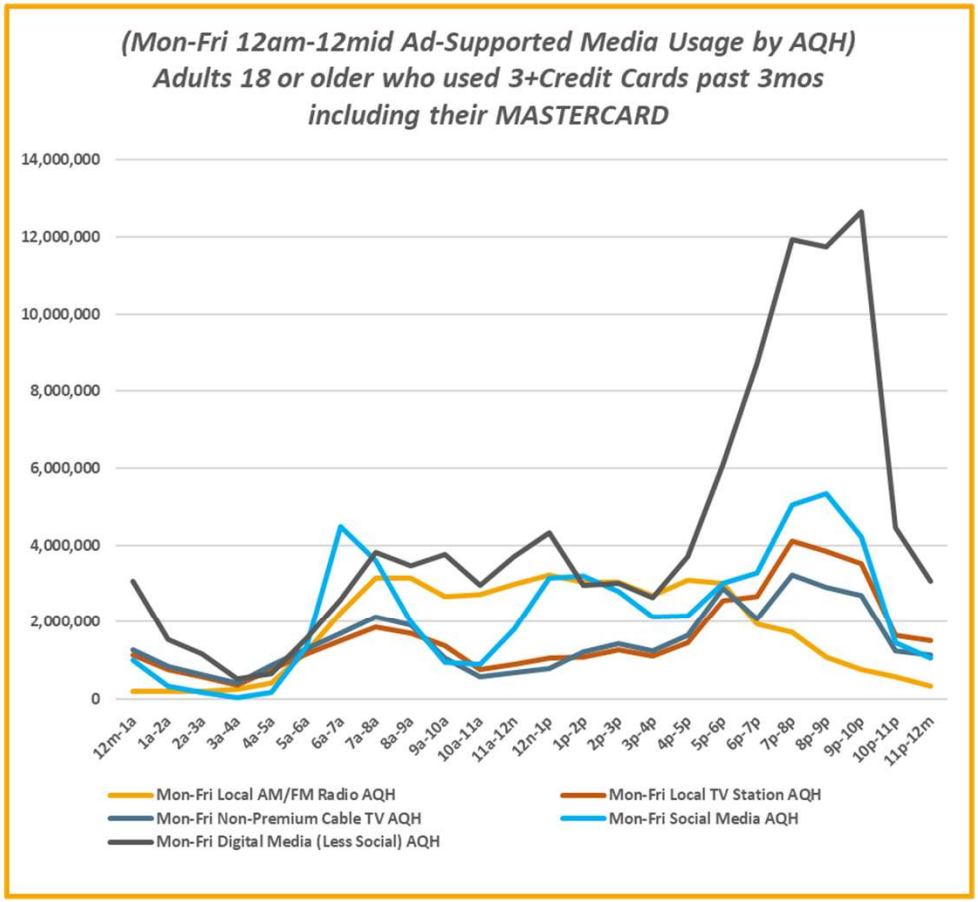
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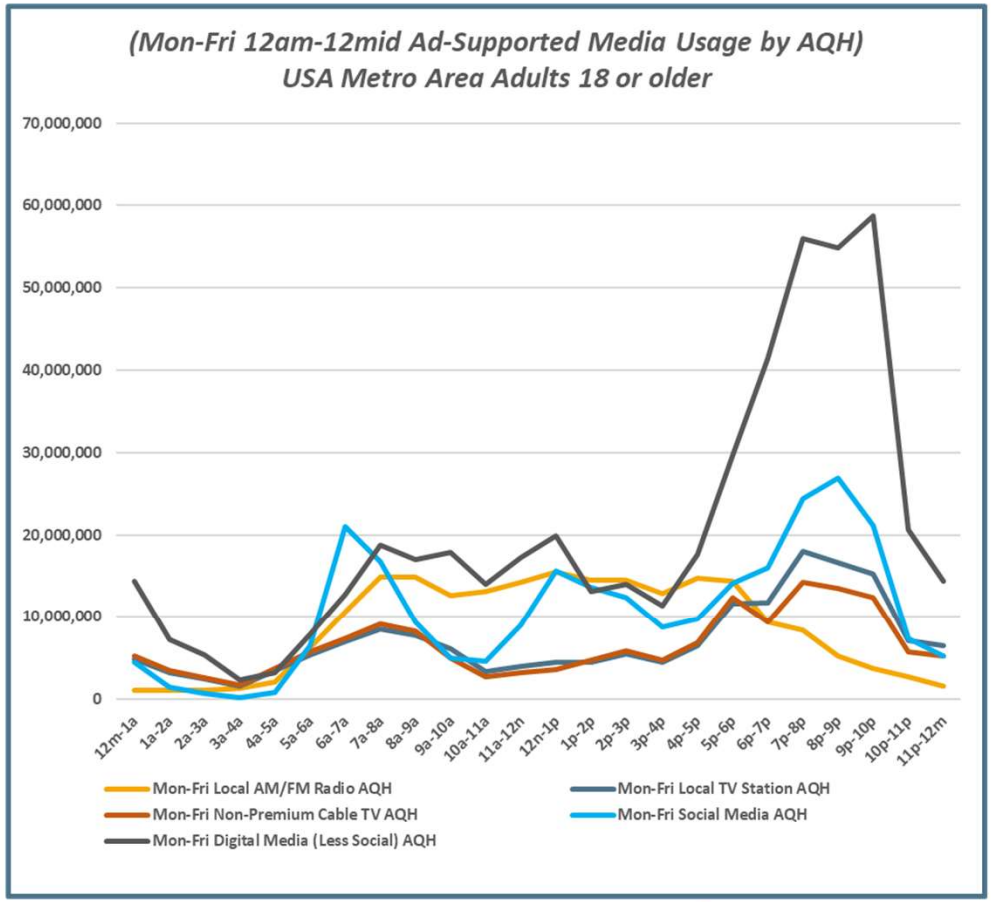
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,982,197; Local Radio: 2,843,640; Social Media: 2,574,969; Non-Prem. Cable: 1,492,691; Local TV: 1,487,142 reaching Adults 18 or older who used 3+Credit Cards past 3mos





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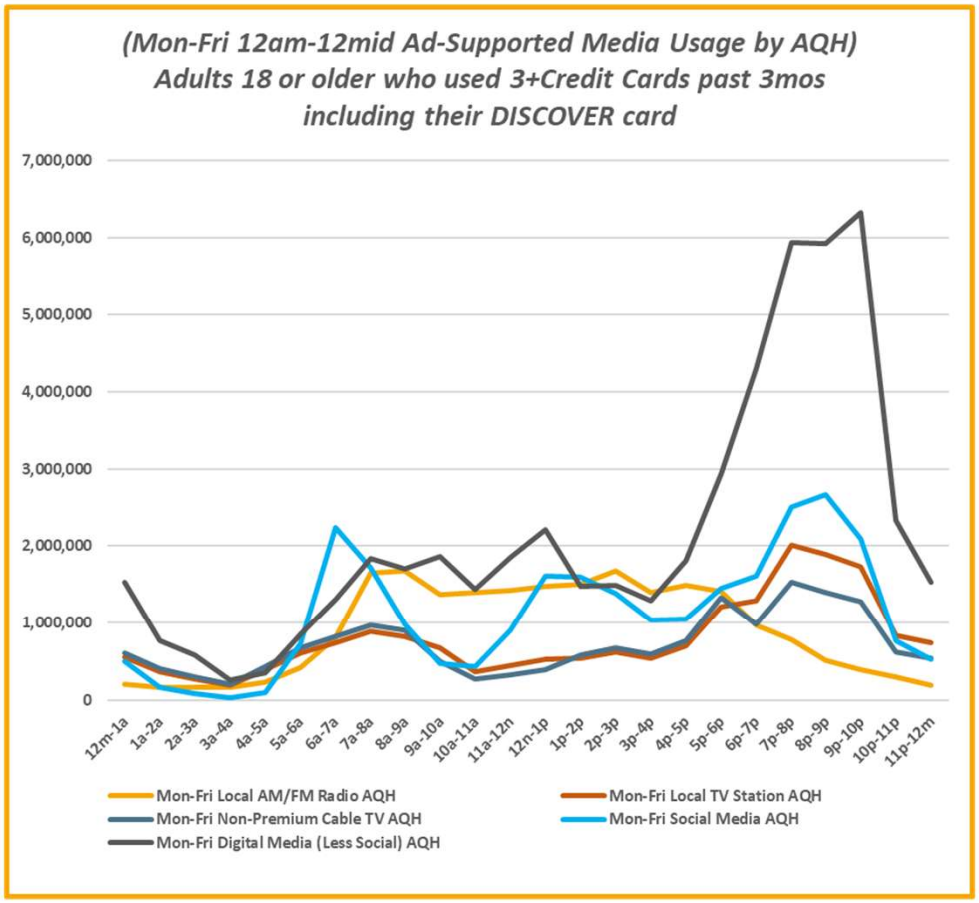
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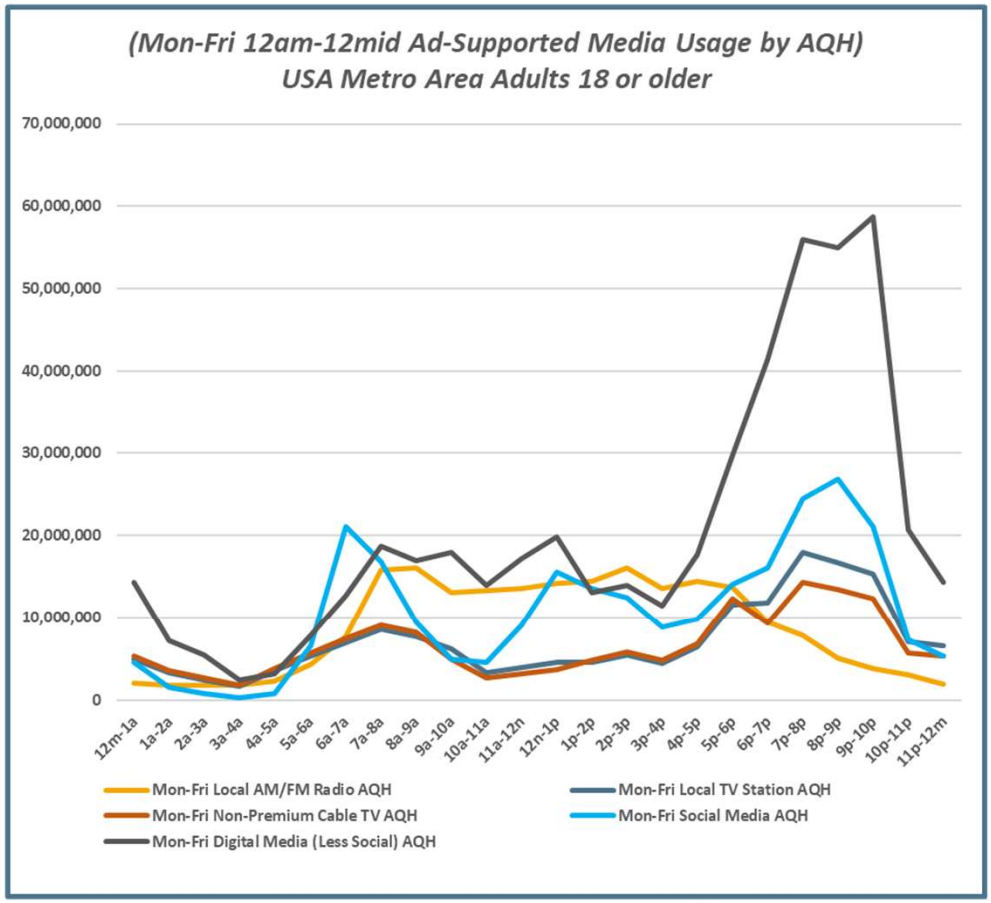
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[((No. of credit cards used past 3 months: 3 credit cards OR No. of credit cards used past 3 months: 4 or more credit cards) AND Age summaries: Adults 25 - 54)] AND...Credit cards/debit cards used past 3 months: MasterCard credit card



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,962,190; Local Radio: 1,400,613; Social Media: 1,264,465; Local TV: 714,954; Non-Prem. Cable: 697,912 reaching Adults 18 or older who used 3+Credit Cards past 3mos incl





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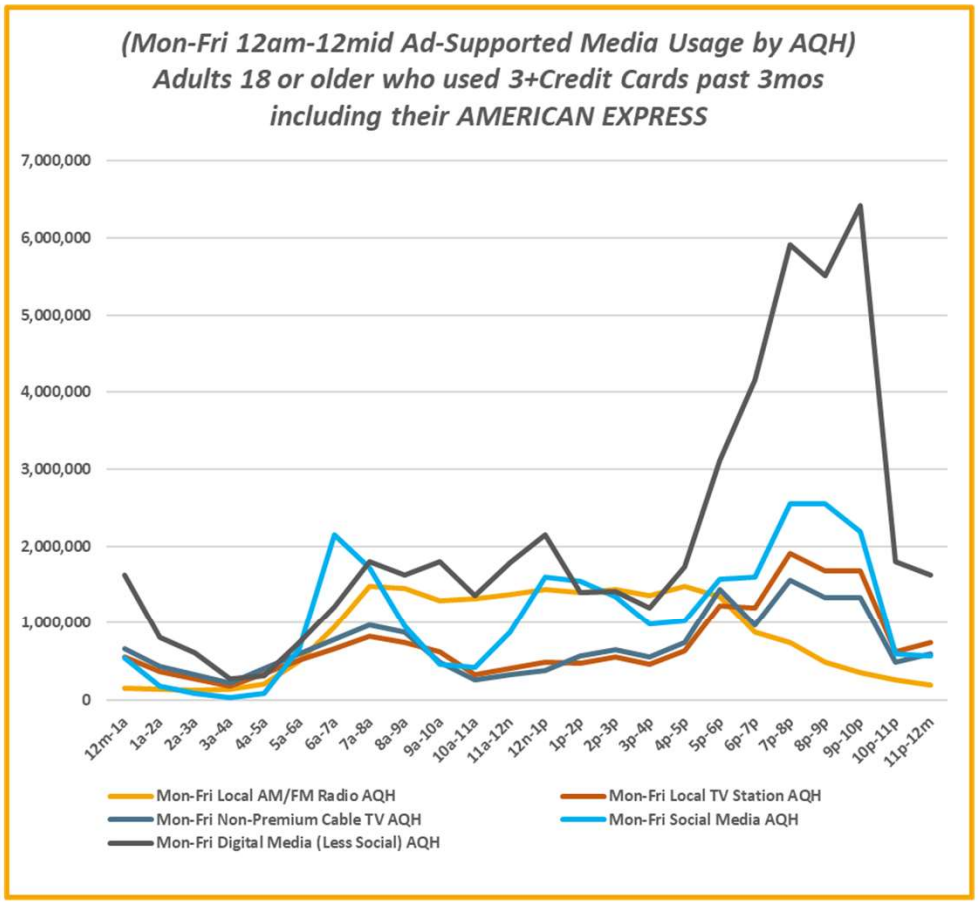
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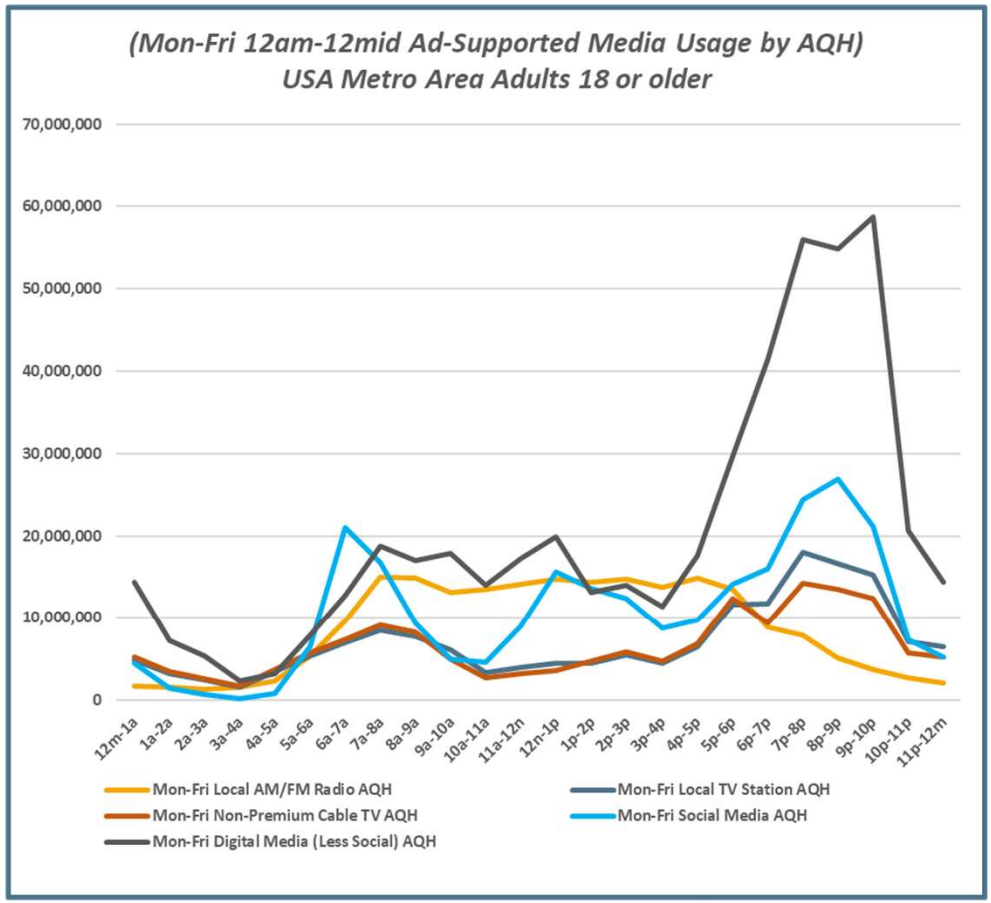
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[((No. of credit cards used past 3 months: 3 credit cards OR No. of credit cards used past 3 months: 4 or more credit cards) AND Age summaries: Adults 25 - 54)] AND...Credit cards/debit cards used past 3 months: Discover credit card



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,903,545; Local Radio: 1,324,862; Social Media: 1,251,541; Non-Prem. Cable: 693,197; Local TV: 665,146 reaching Adults 18 or older who used 3+Credit Cards past 3mos incl





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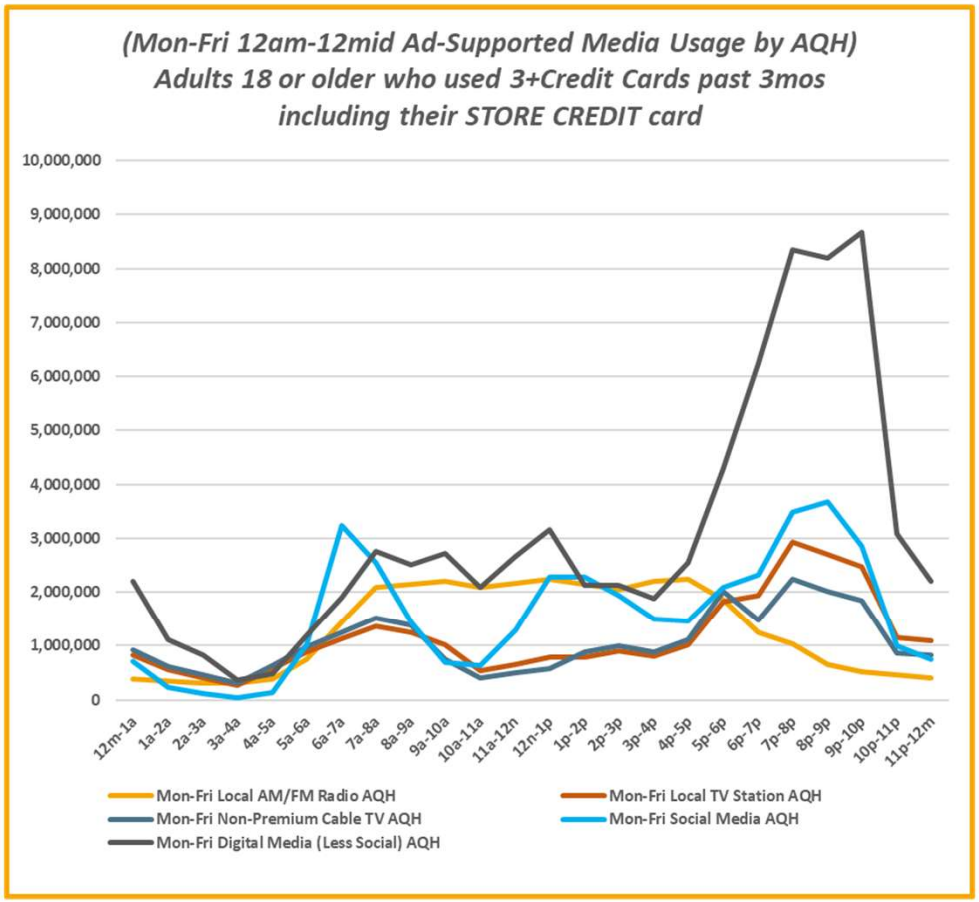
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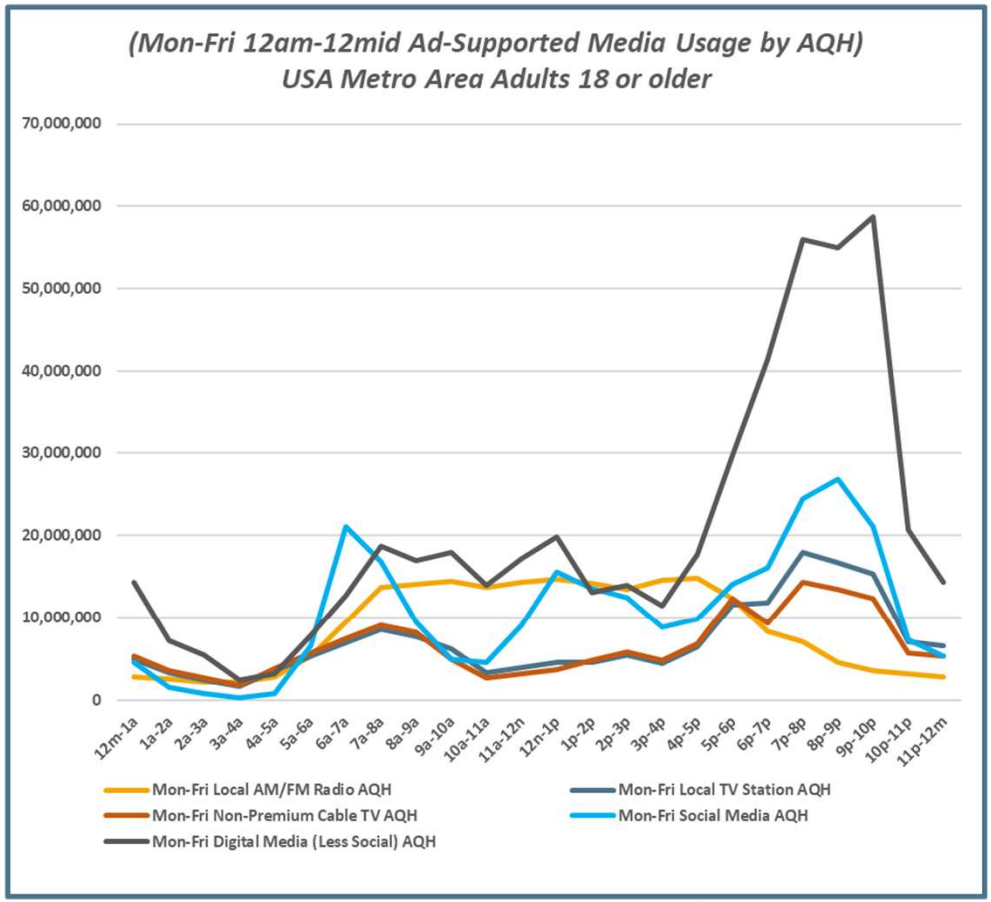
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[((No. of credit cards used past 3 months: 3 credit cards OR No. of credit cards used past 3 months: 4 or more credit cards) AND Age summaries: Adults 25 - 54)] AND...Credit cards/debit cards used past 3 months: American Express credit card



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,842,196; Local Radio: 2,006,572; Social Media: 1,818,965; Local TV: 1,075,893; Non-Prem. Cable: 1,057,386 reaching Adults 18 or older who used 3+Credit Cards past 3mos





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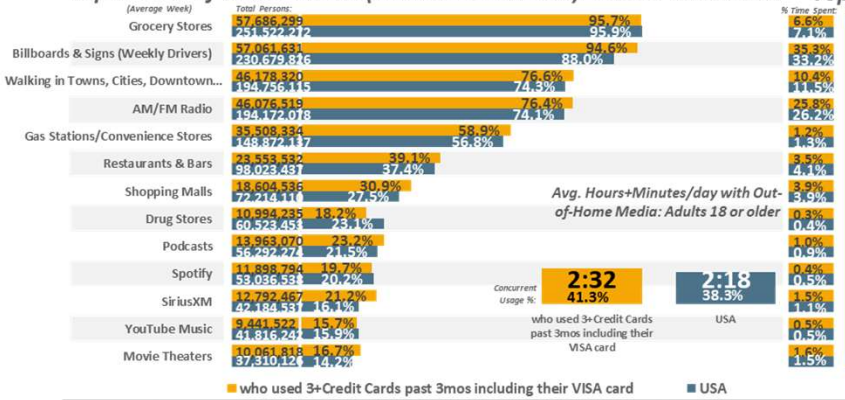
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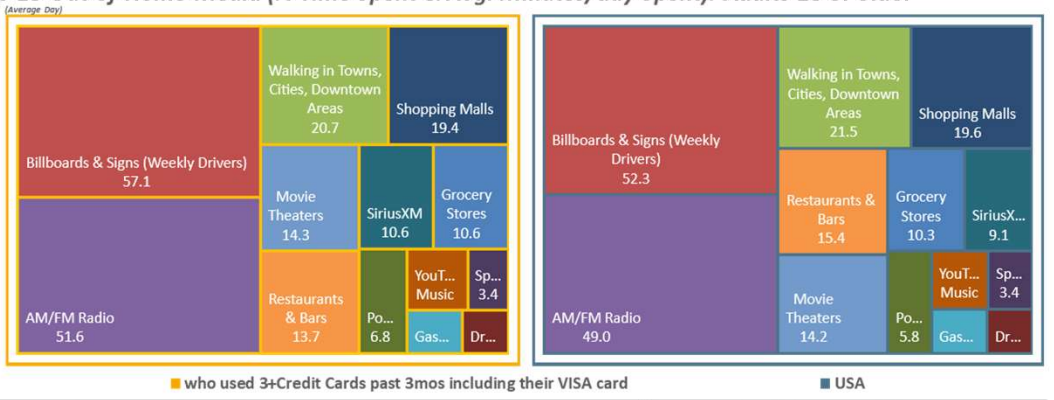


57,061,631 or 94.6% of Adults 18 or older who used 3+Credit Cards past 3mos including their VISA card spend an average of 57.1 minutes per day driving, seeing Billboards and Signs. 72.1% Listen to Local Radio Stations Out-of-Home for an average of 47.1 mi

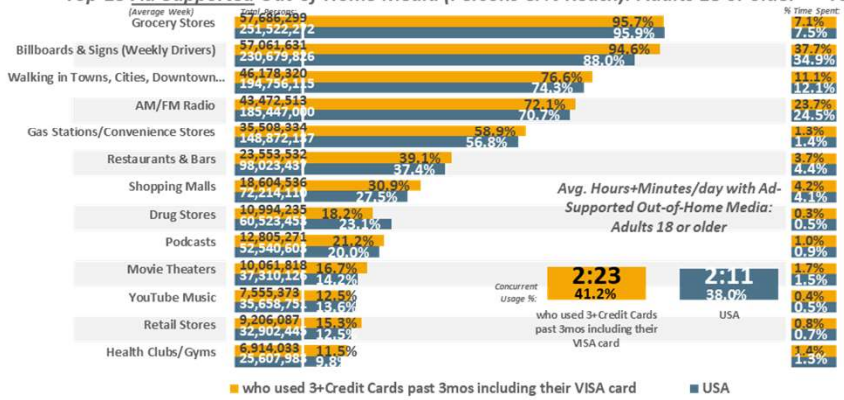
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



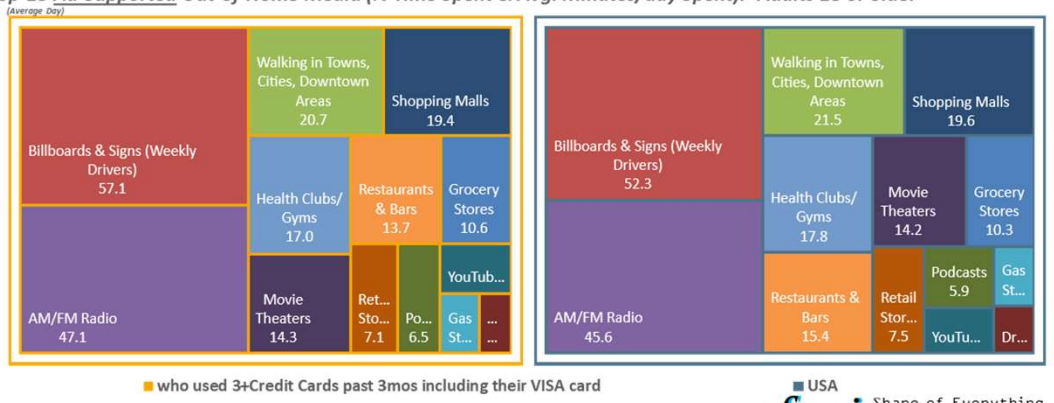
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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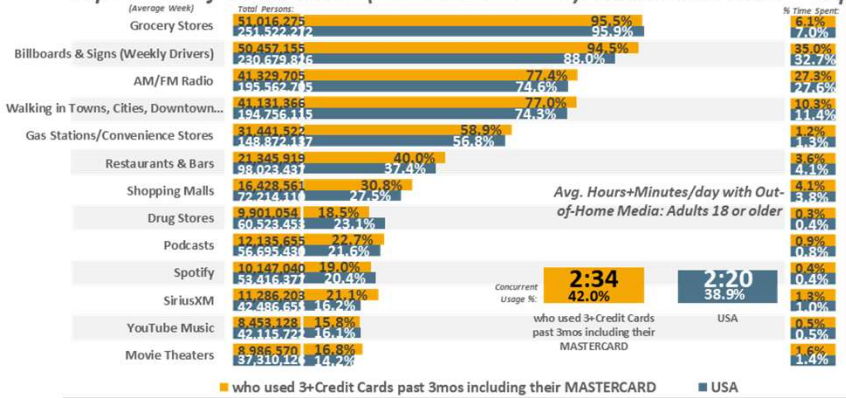
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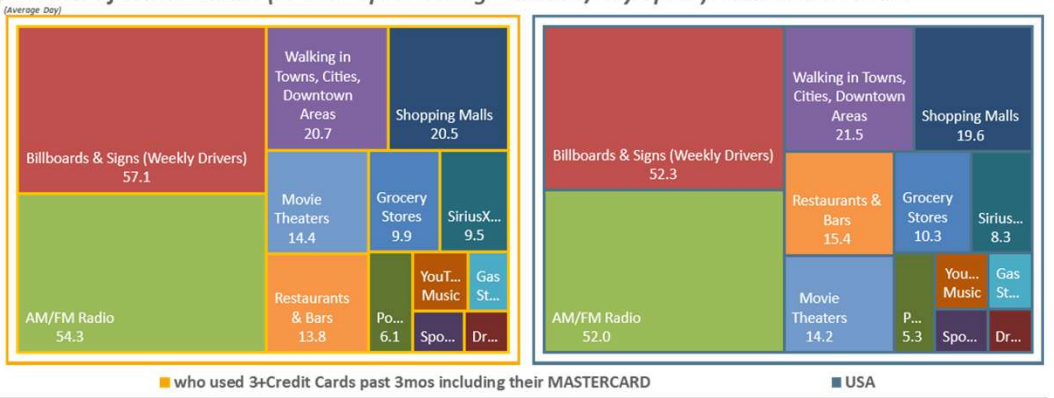


50,457,155 or 94.5% of Adults 18 or older who used 3+Credit Cards past 3mos including their MASTERCARD spend an average of 57.1 minutes per day driving, seeing Billboards and Signs. 73.% Listen to Local Radio Stations Out-of-Home for an average of 49.8 mi

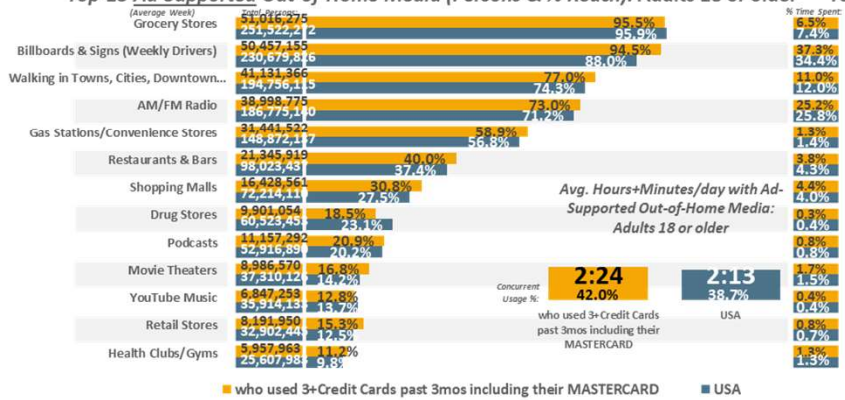
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



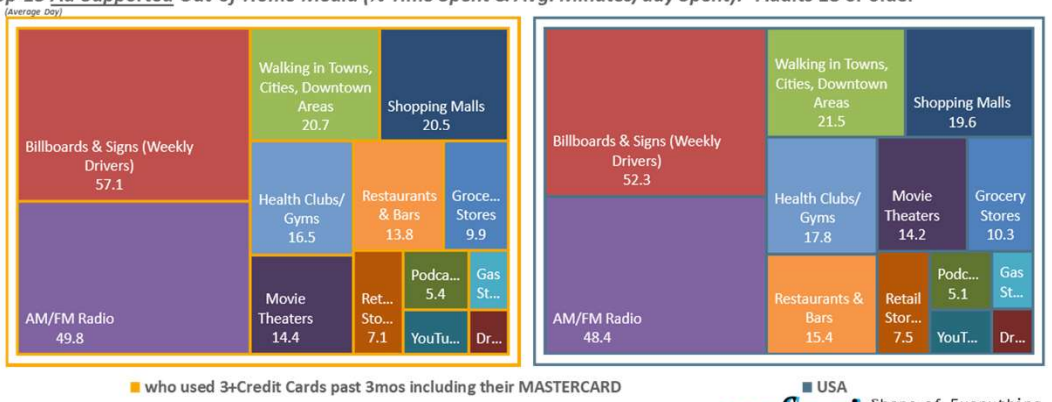
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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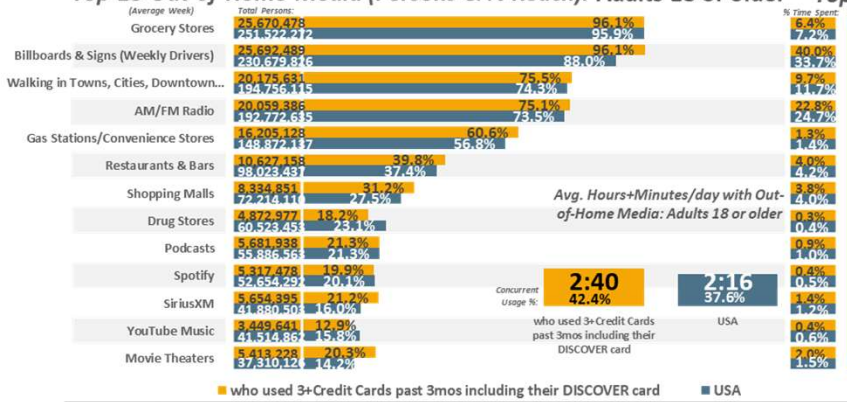
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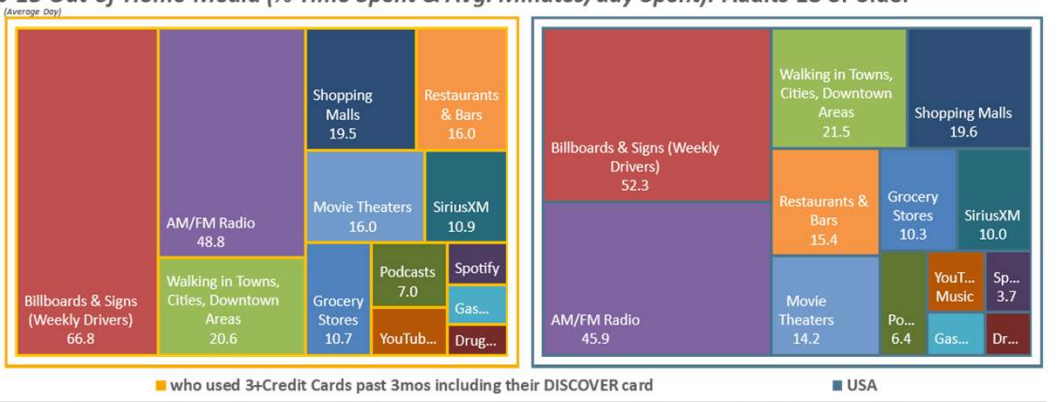


25,692,489 or 96.1% of Adults 18 or older who used 3+Credit Cards past 3mos including their DISCOVER card spend an average of 66.8 minutes per day driving, seeing Billboards and Signs. 71.1% Listen to Local Radio Stations Out-of-Home for an average of 45.

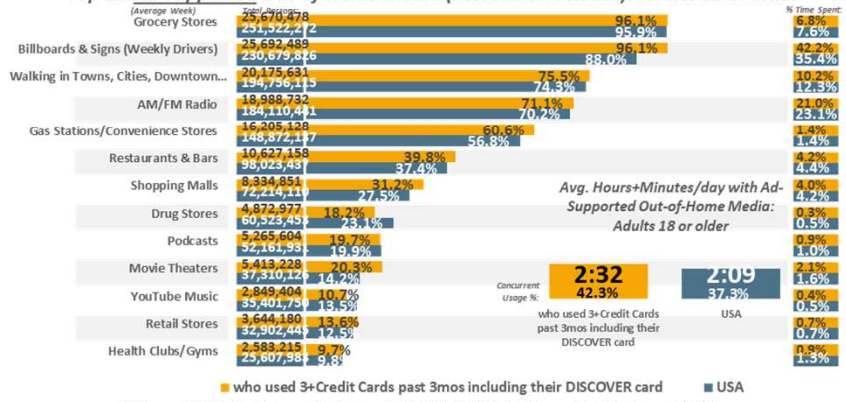
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



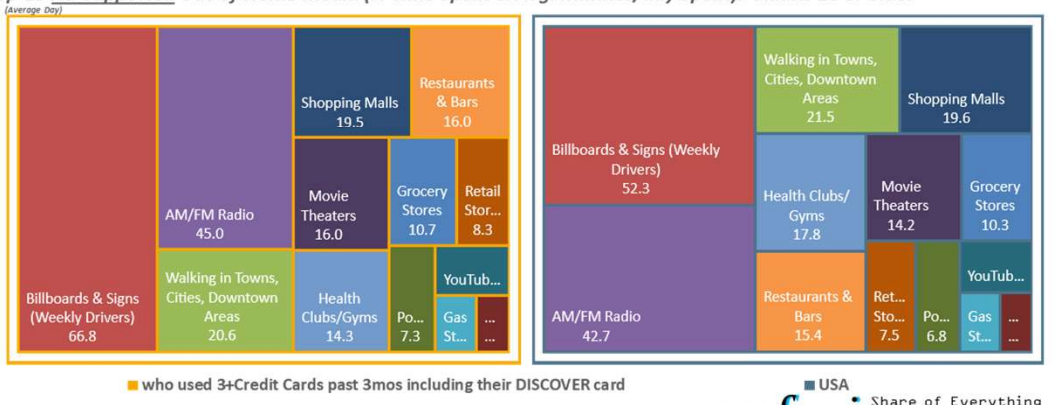
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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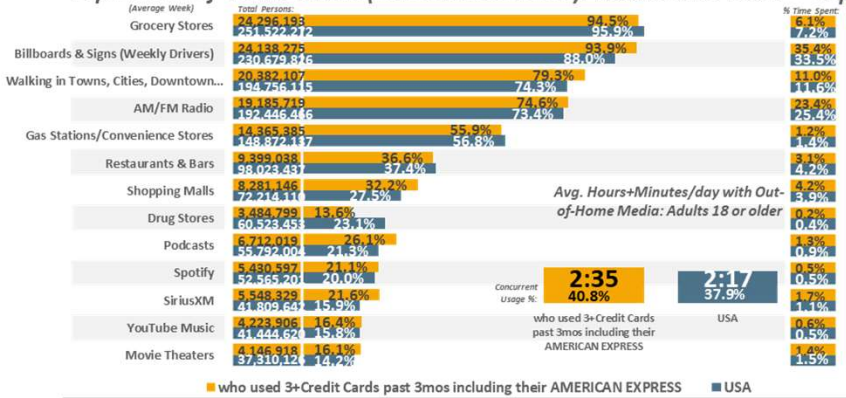
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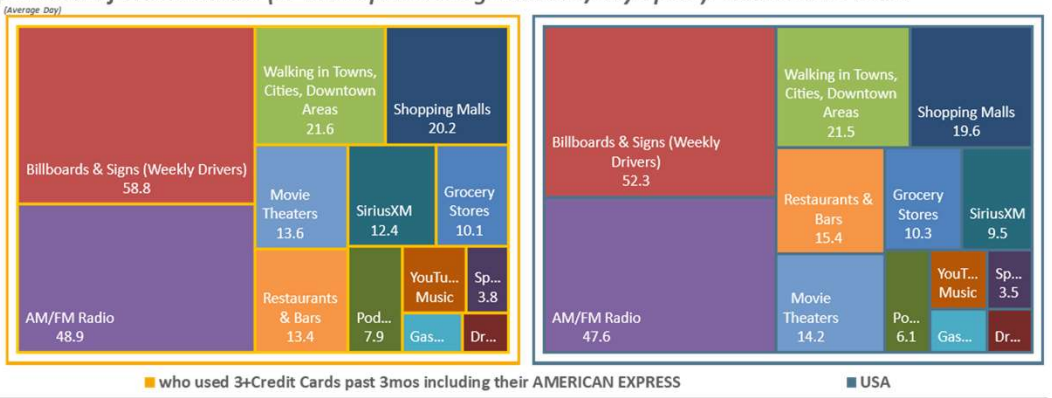


24,138,275 or 93.9% of Adults 18 or older who used 3+Credit Cards past 3mos including their AMERICAN EXPRESS spend an average of 58.8 minutes per day driving, seeing Billboards and Signs. 69.9% Listen to Local Radio Stations Out-of-Home for an average of

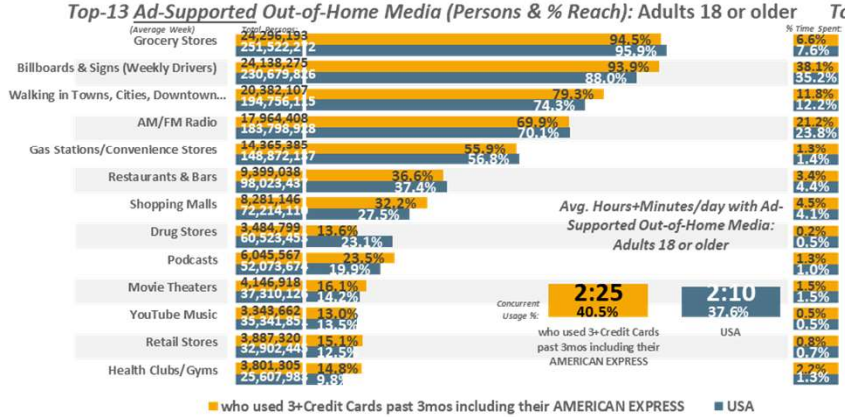
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



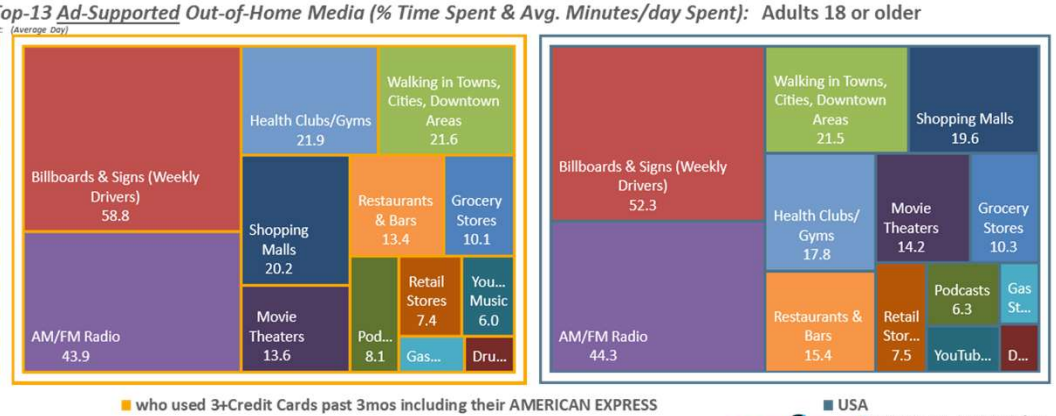
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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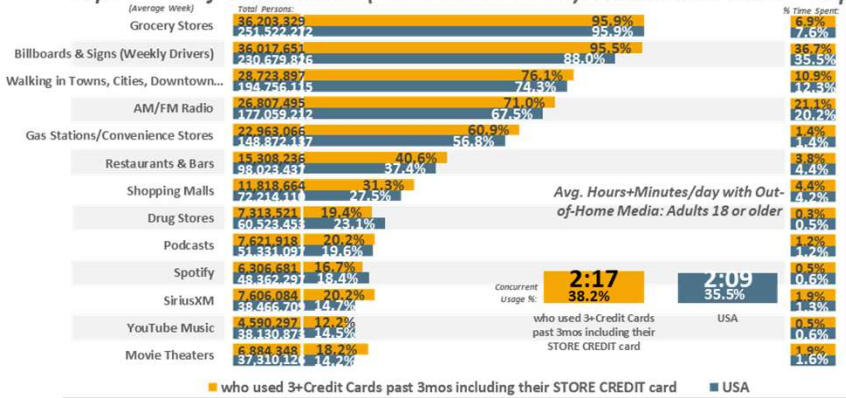
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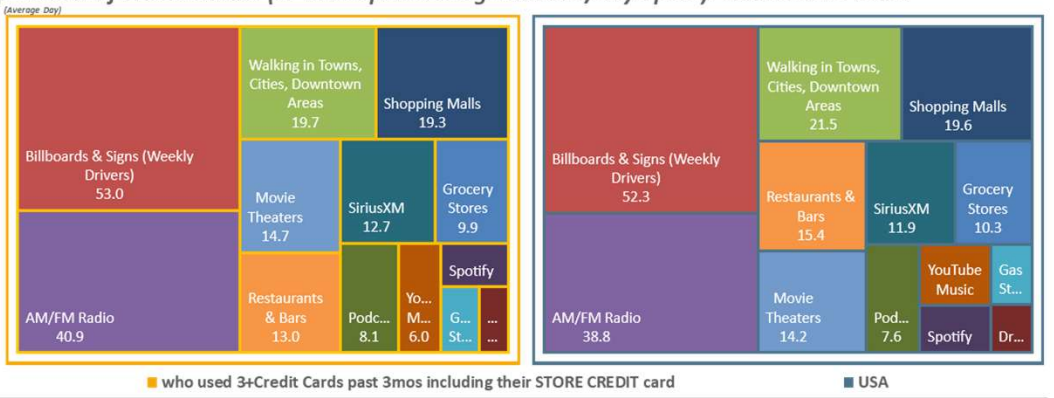


36,017,651 or 95.5% of Adults 18 or older who used 3+Credit Cards past 3mos including their STORE CREDIT card spend an average of 53. minutes per day driving, seeing Billboards and Signs. 67.4% Listen to Local Radio Stations Out-of-Home for an average of

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



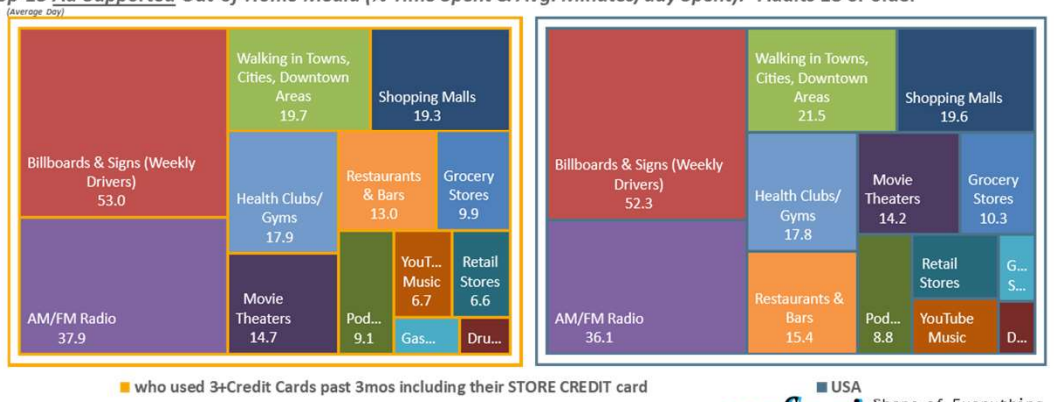
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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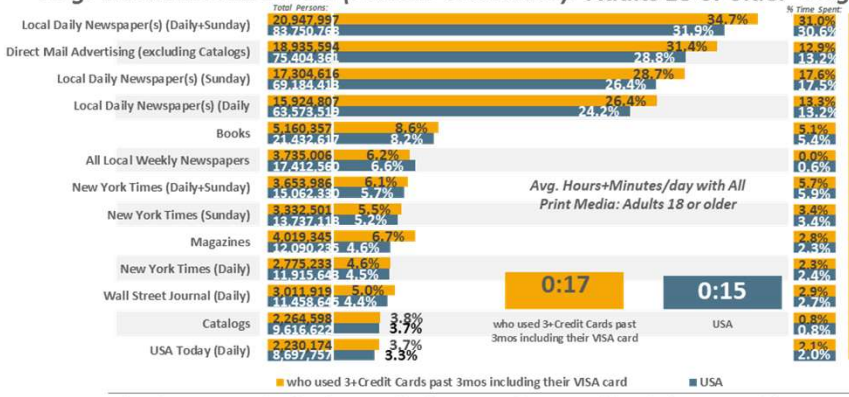
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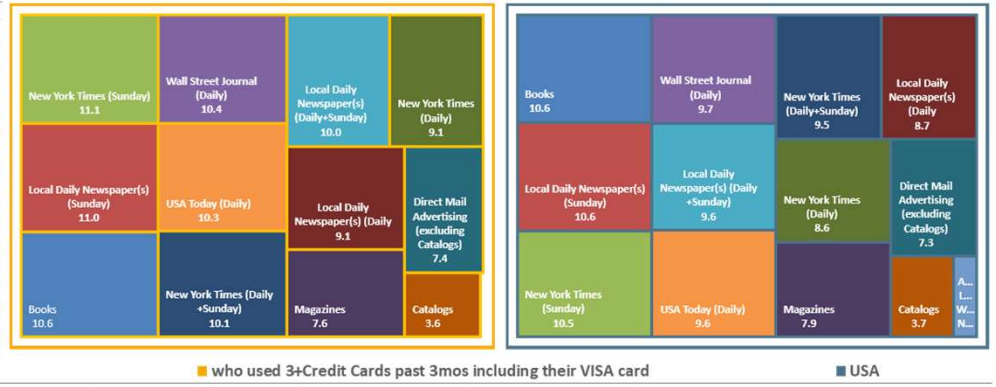


20,947,997 or 34.7% of Adults 18 or older who used 3+Credit Cards past 3mos including their VISA card read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 32.6% of all time spent daily with All forms of Print

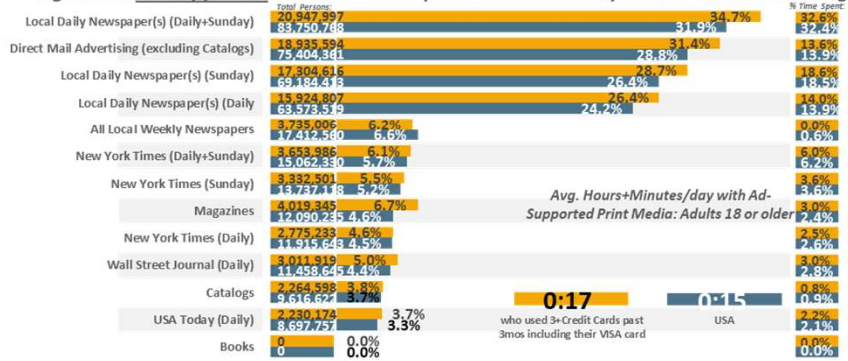
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



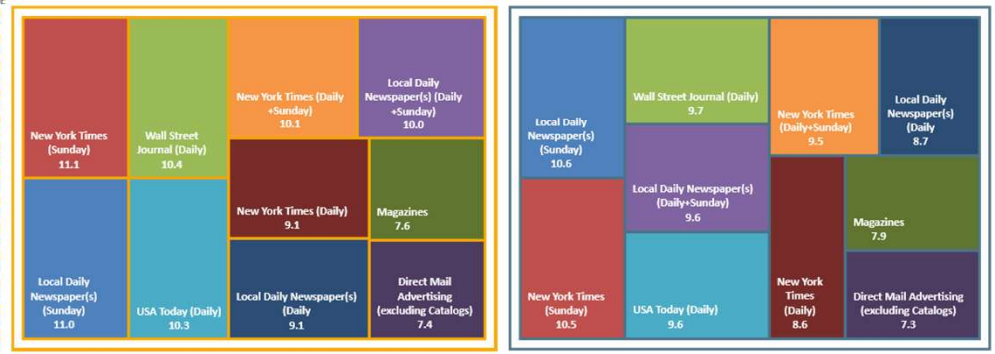
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 6,038

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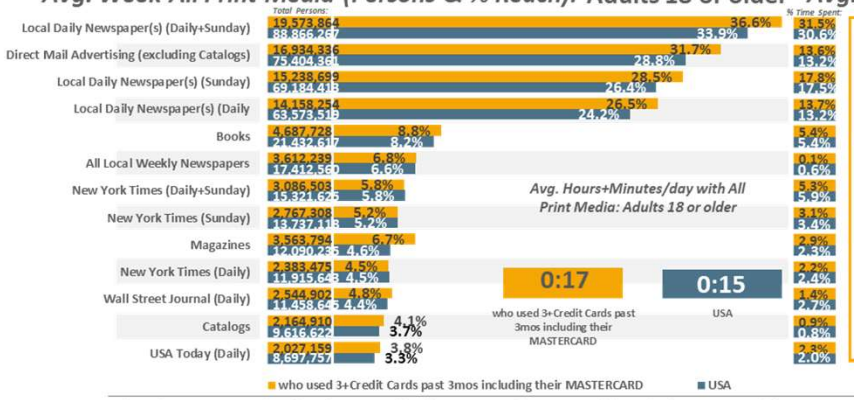
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[((No. of credit cards used past 3 months: 3 credit cards OR No. of credit cards used past 3 months: 4 or more credit cards) AND Age summaries: Adults 25 - 54)] AND...Credit cards/debit cards used past 3 months: VISA credit card

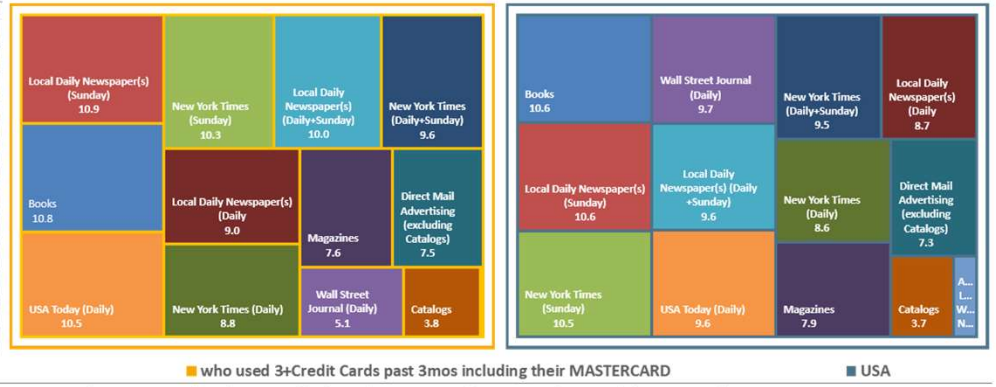


19,573,864 or 36.6% of Adults 18 or older who used 3+Credit Cards past 3mos including their MASTERCARD read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 33.3% of all time spent daily with All forms of Print

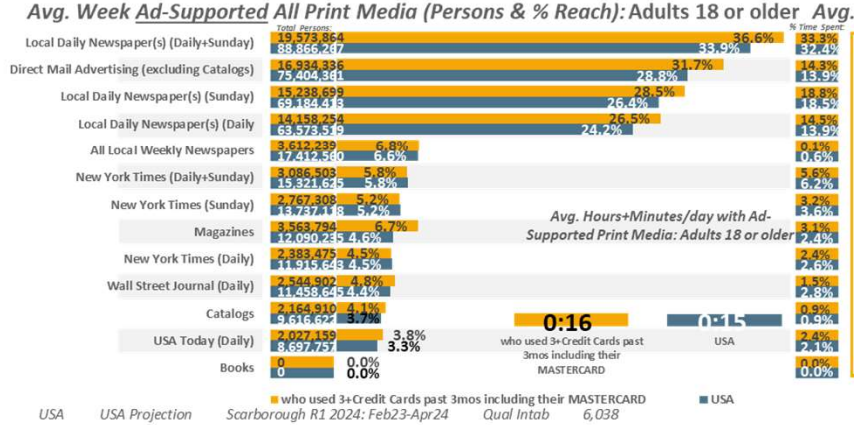
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



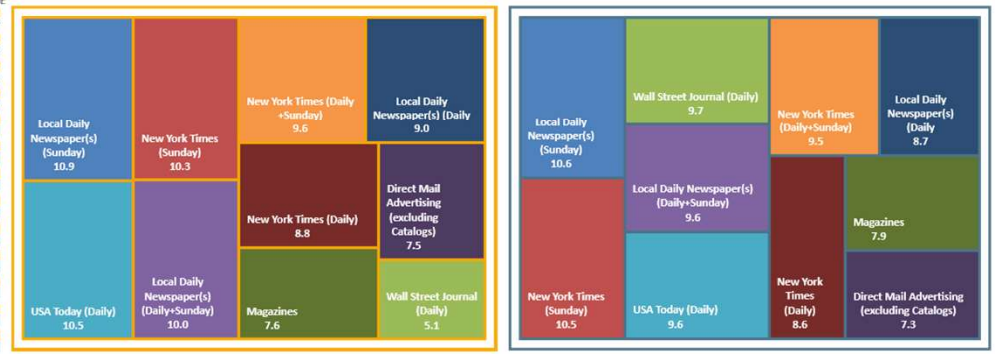
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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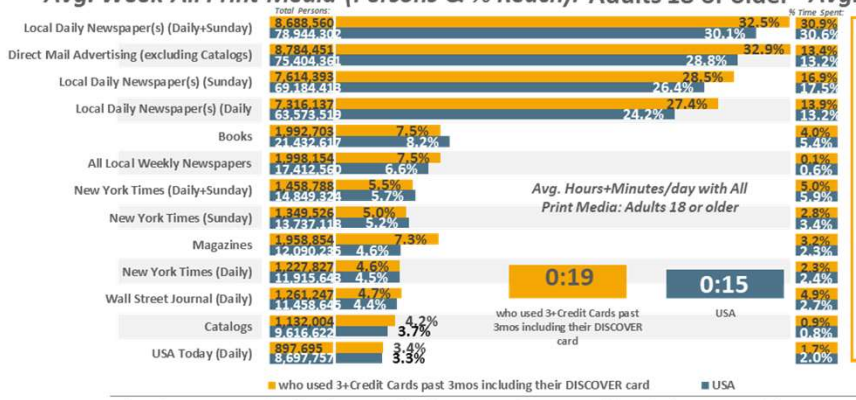
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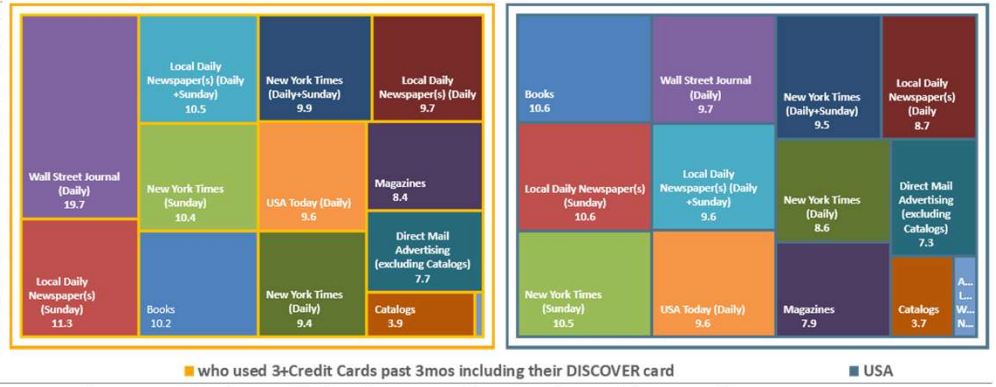


8,688,560 or 32.5% of Adults 18 or older who used 3+Credit Cards past 3mos including their DISCOVER card read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.5 minutes every day representing 32.2% of all time spent daily with All forms of Pr

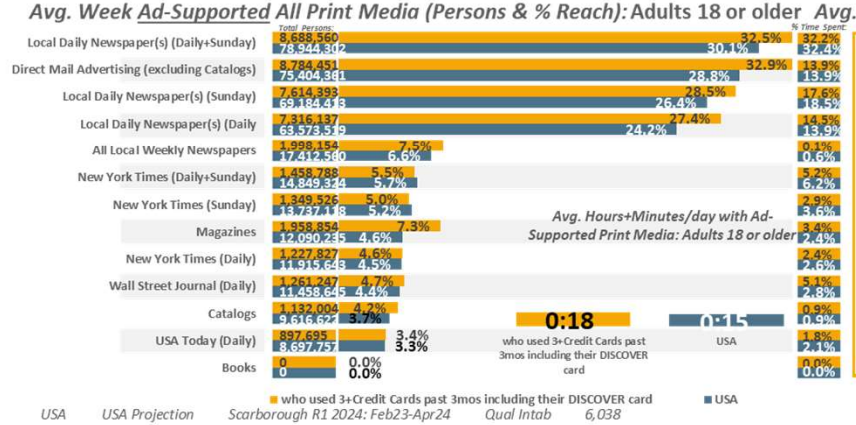
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



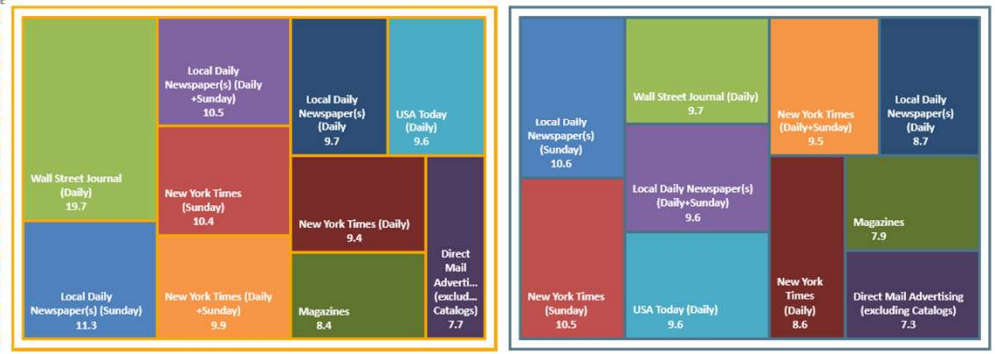
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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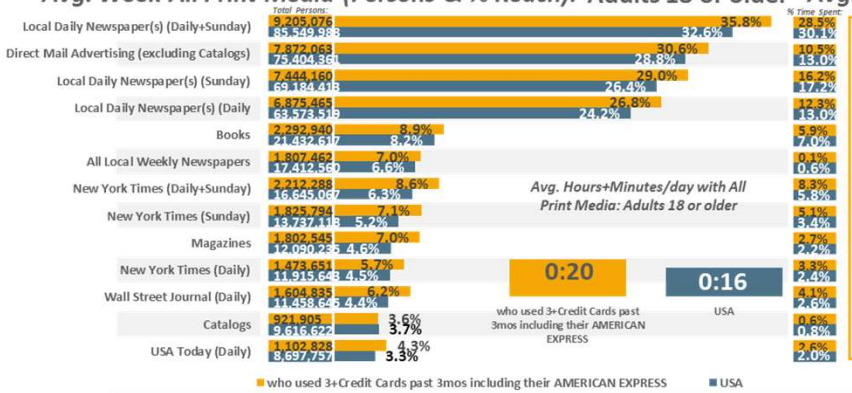
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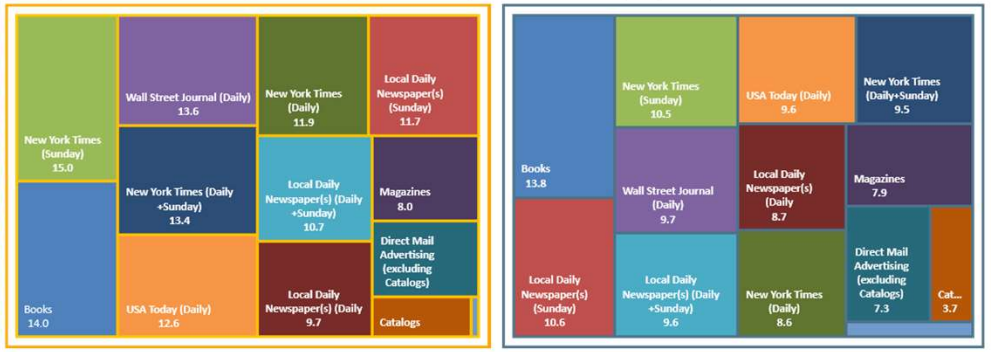


9,205,076 or 35.8% of Adults 18 or older who used 3+Credit Cards past 3mos including their AMERICAN EXPRESS read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.7 minutes every day representing 30.3% of all time spent daily with All forms of

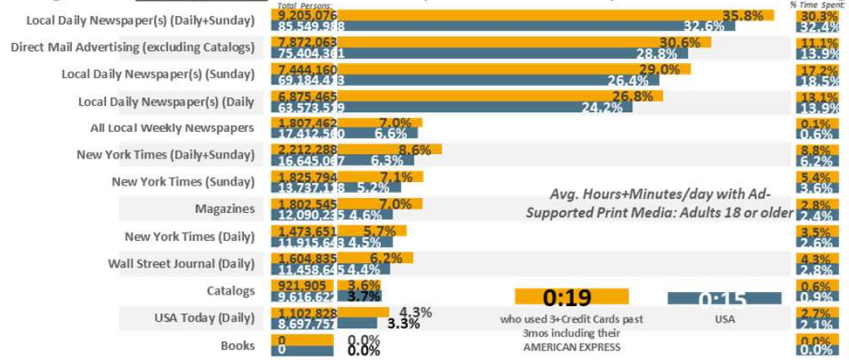
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



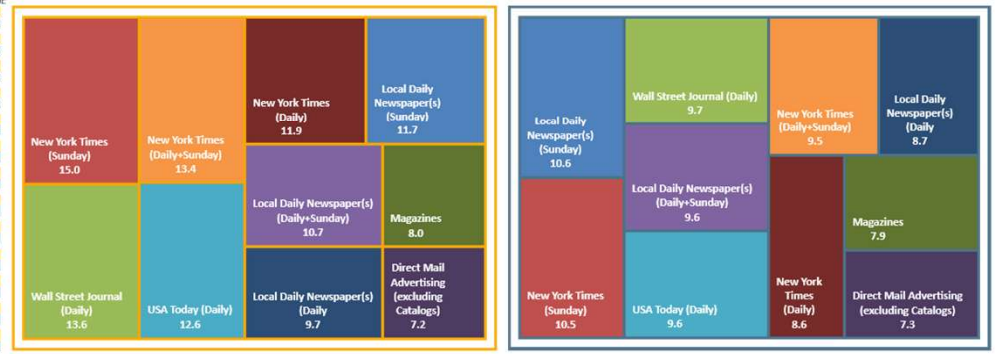
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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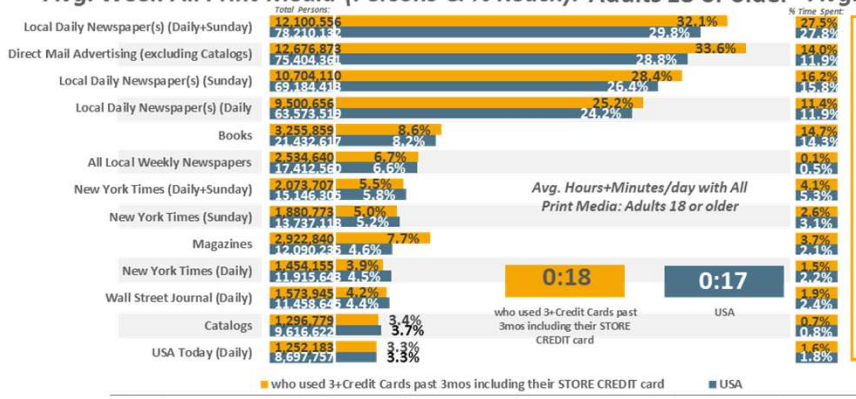
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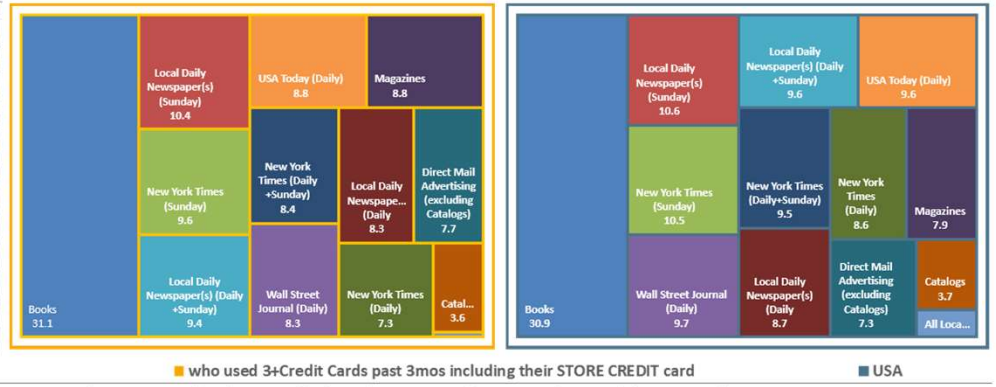


12,100,556 or 32.1% of Adults 18 or older who used 3+Credit Cards past 3mos including their STORE CREDIT card read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 32.3% of all time spent daily with All forms o

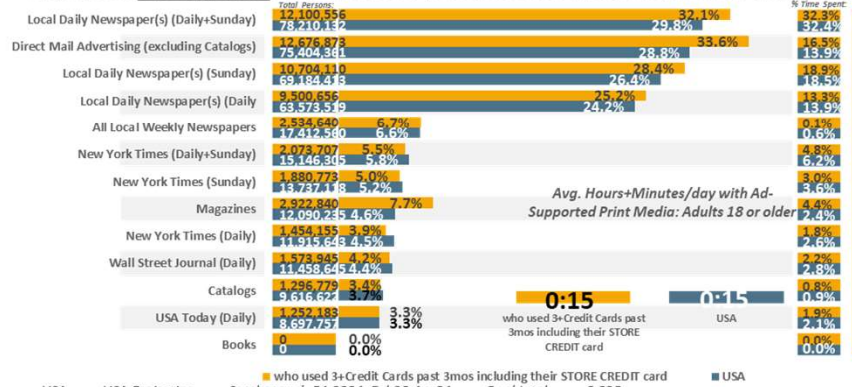
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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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