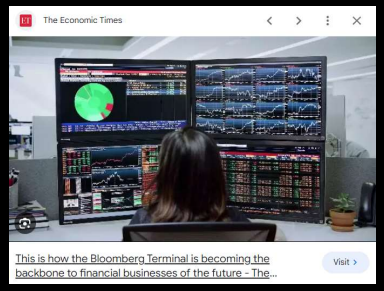
USA –P25-54 past 3mos Users of 5 different CREDIT CARDS that Used 3+CREDIT CARDS past 3mos!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of P25-54 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



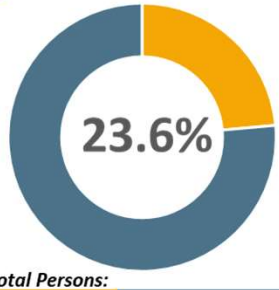
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

[((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 25 - 54)] 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



23.6% or 30,600,319 of USA Adults 25 - 54 used 3+Credit Cards past 3mos including their VISA card.
Typical Adults 25 - 54 who used 3+Credit Cards past 3mos including their VISA card are 41.4 years old (3.5% older than average) and have a $141,951 (42.3% higher than average) annual household income.

Percent of Market: Adults 25 - 54



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

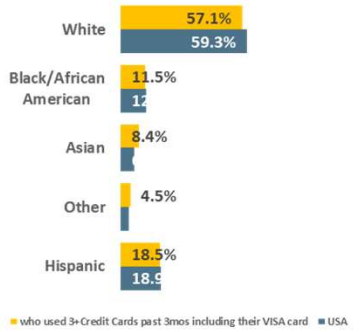
Total Persons:

30,600,319	99,195,377

Gender of Target vs. Market: Adults 25 - 54

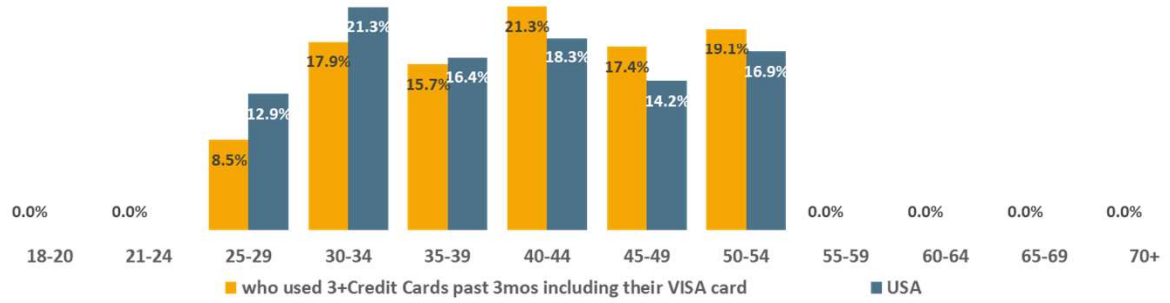
	Men	Men	Women	Women
%M vs. %F:	51.9%	50.1%	48.1%	49.9%
Average Age:	41.8	39.9	41.0	40.1
# Persons:	15,883,810	65,030,439	14,716,509	64,765,256

Ethnicity of Target vs. Market:

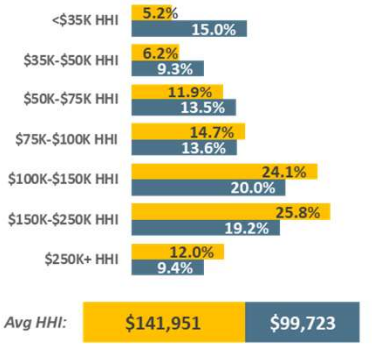


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 25 - 54	USA
	41.4	40.0



HHI of Target vs. Market:



Avg HHI:	$141,951	$99,723

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

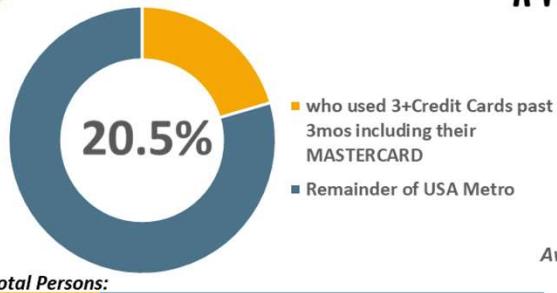
USA Jan23-Feb24 USA Projection Qual Intab 9,480

[((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



20.5% or 26,584,402 of USA Adults 25 - 54 used 3+Credit Cards past 3mos including their MASTERCARD. Typical Adults 25 - 54 who used 3+Credit Cards past 3mos including their MASTERCARD are 41.7 years old (4.2% older than average) and have a $140,924 (41.3% higher than average) annual household income.

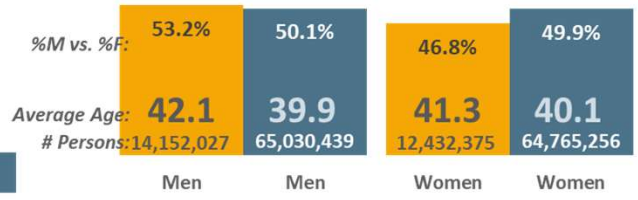
Percent of Market: Adults 25 - 54



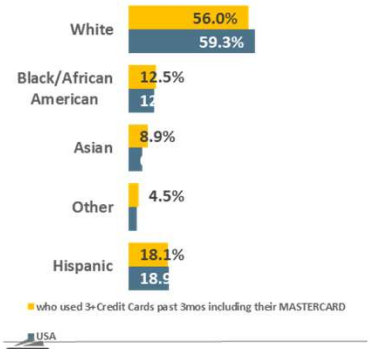
Total Persons:

26,584,402	103,211,293

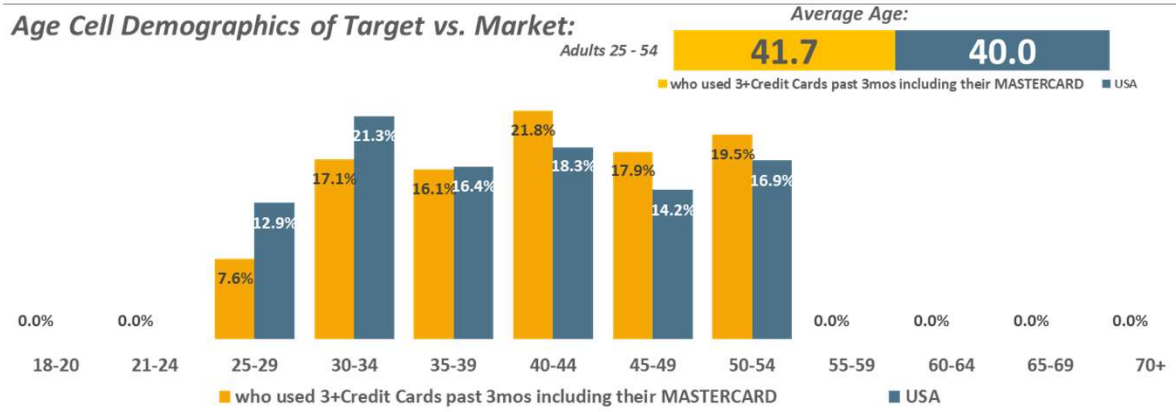
Gender of Target vs. Market: Adults 25 - 54



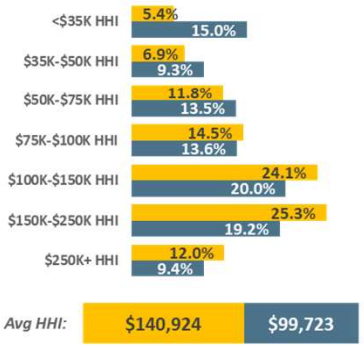
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$140,924	$99,723

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

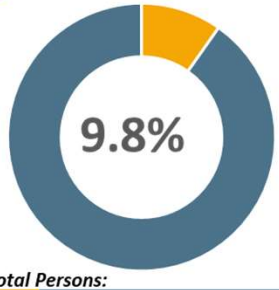
USA Jan23-Feb24 USA Projection Qual Intab 9,480

[((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



9.8% or 12,676,064 of USA Adults 25 - 54 used 3+Credit Cards past 3mos including their DISCOVER card. Typical Adults 25 - 54 who used 3+Credit Cards past 3mos including their DISCOVER card are 40.8 years old (2.% older than average) and have a $142,668 (43.1% higher than average) annual household income.

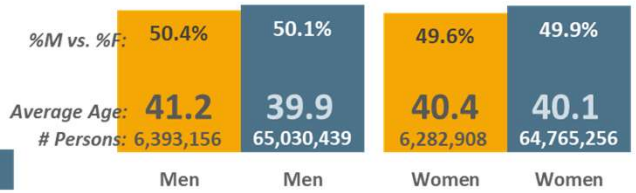
Percent of Market: Adults 25 - 54



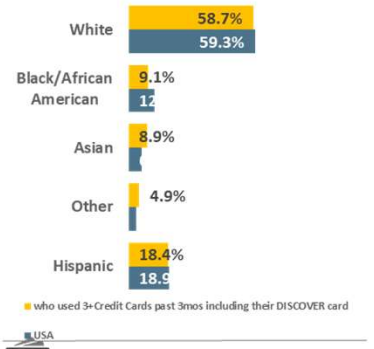
Total Persons:



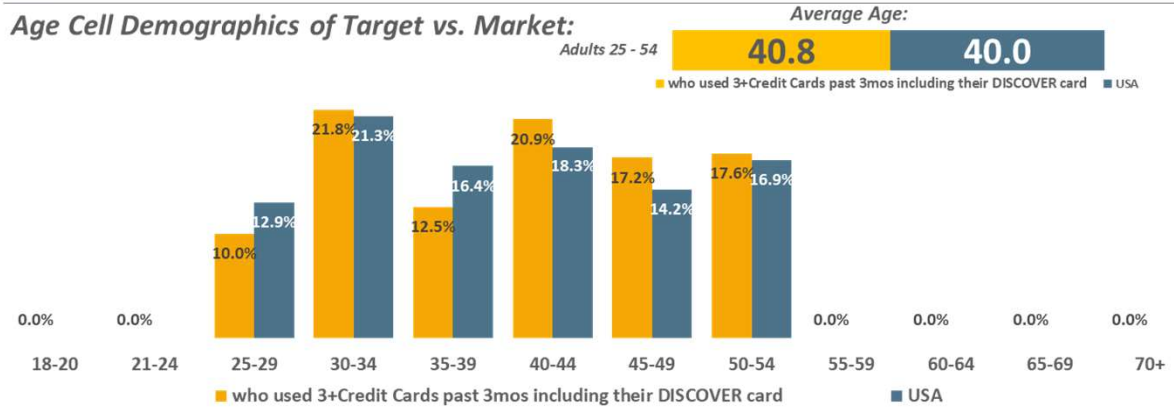
Gender of Target vs. Market: Adults 25 - 54



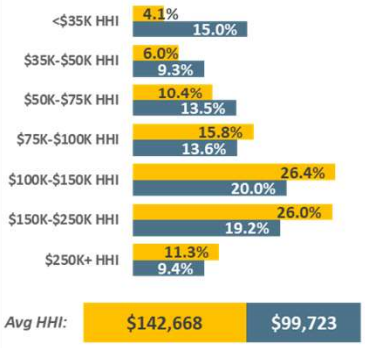
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $142,668 | $99,723

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

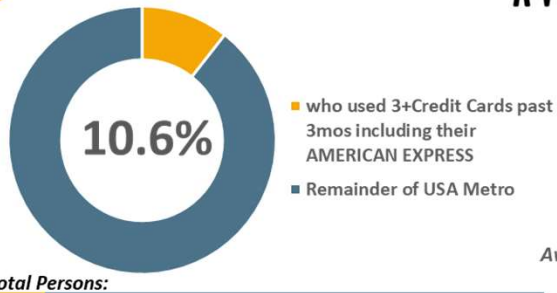
USA Jan23-Feb24 USA Projection Qual Intab 9,480

[((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

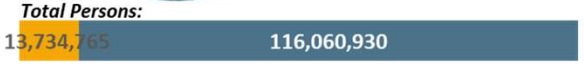


10.6% or 13,734,765 of USA Adults 25 - 54 used 3+Credit Cards past 3mos including their AMERICAN EXPRESS. Typical Adults 25 - 54 who used 3+Credit Cards past 3mos including their AMERICAN EXPRESS are 40.8 years old (1.9% older than average) and have a $158,190 (58.6% higher than average) annual household income.

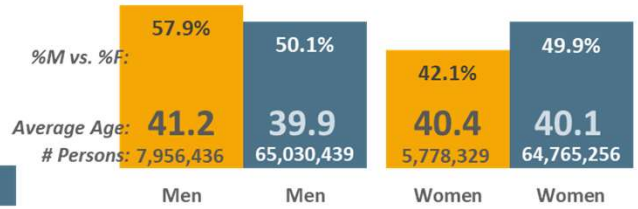
Percent of Market: Adults 25 - 54



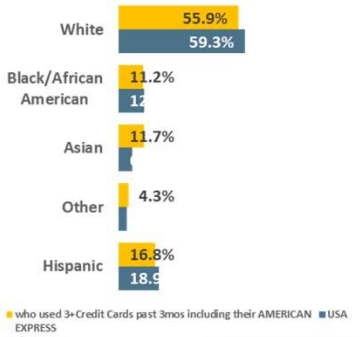
Total Persons:



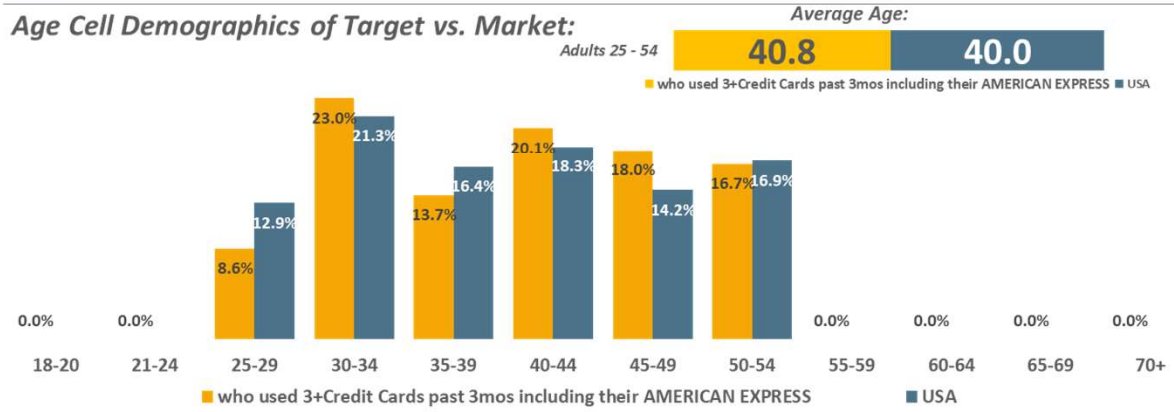
Gender of Target vs. Market: Adults 25 - 54



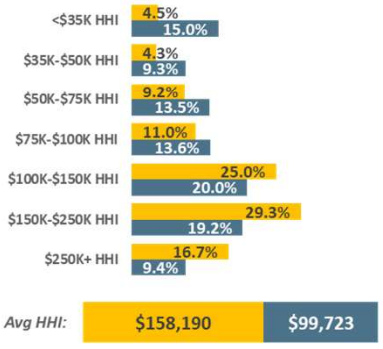
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

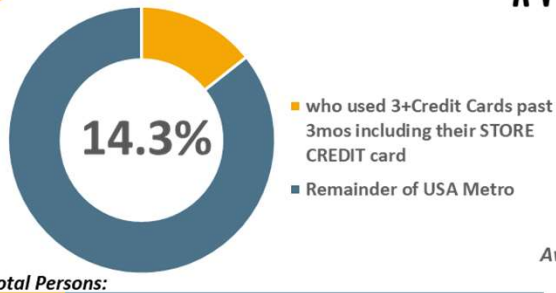
USA Jan23-Feb24 USA Projection Qual Intab 9,480

[((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



14.3% or 18,622,395 of USA Adults 25 - 54 used 3+Credit Cards past 3mos including their STORE CREDIT card. Typical Adults 25 - 54 who used 3+Credit Cards past 3mos including their STORE CREDIT card are 41.8 years old (4.4% older than average) and have a $138,359 (38.7% higher than average) annual household income.

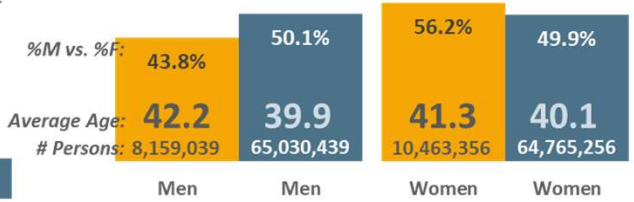
Percent of Market: Adults 25 - 54



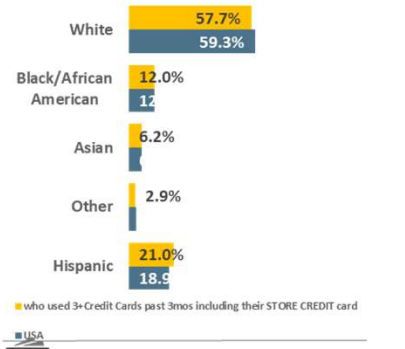
Total Persons:



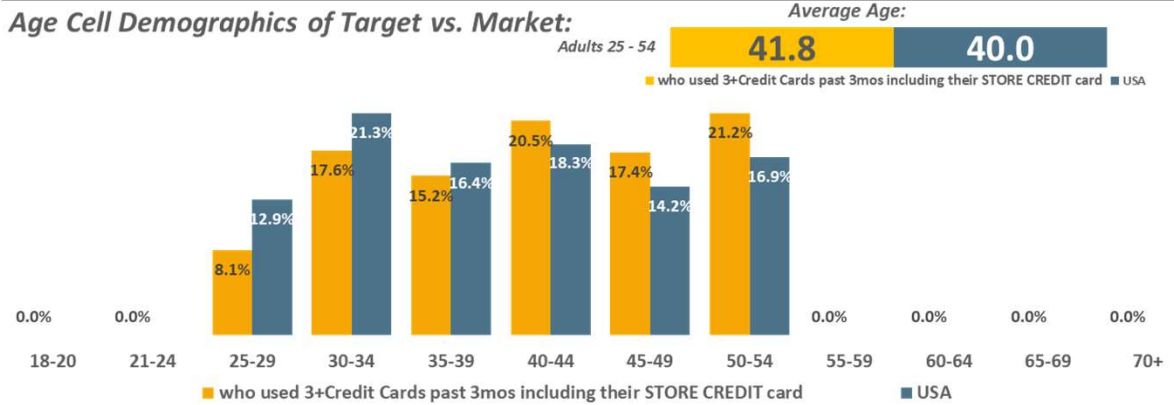
Gender of Target vs. Market: Adults 25 - 54



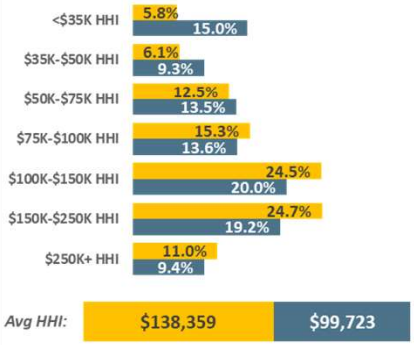
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

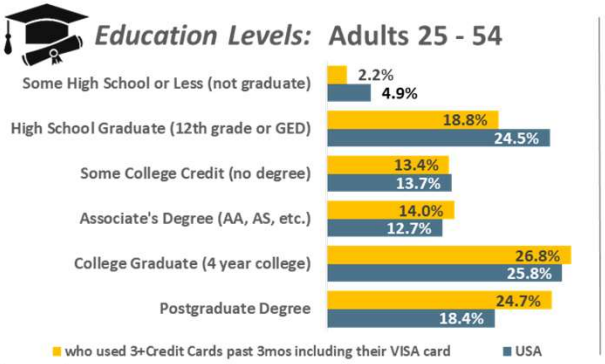
USA Jan23-Feb24 USA Projection Qual Intab 9,480

[((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

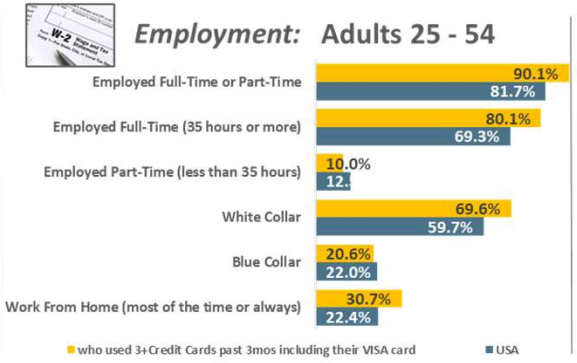


23.6% or 30,600,319 of USA Adults 25 - 54 used 3+Credit Cards past 3mos including their VISA card. Adults 25 - 54 who used 3+Credit Cards past 3mos including their VISA card are 16.3% more likely to be a college graduate, 15.7% more likely to work full-time, 3.1% more likely to be married, .8% less likely to be a parent of 1 or more children under 18.

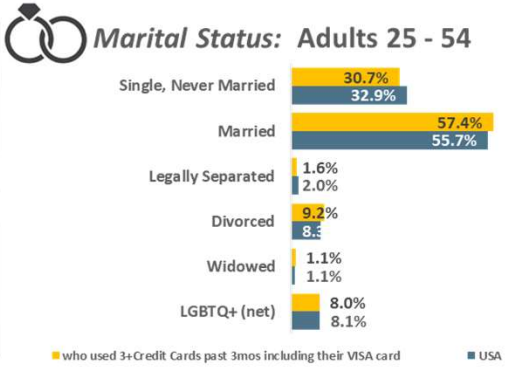
Education Levels: Adults 25 - 54



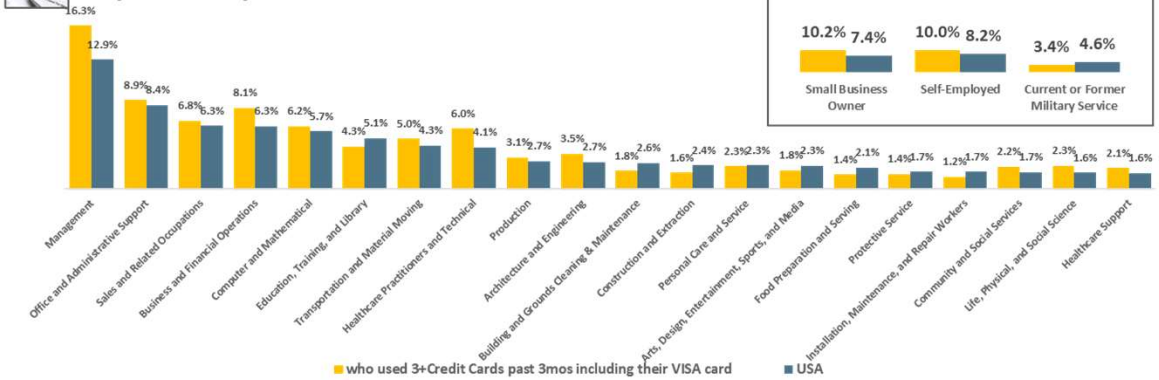
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

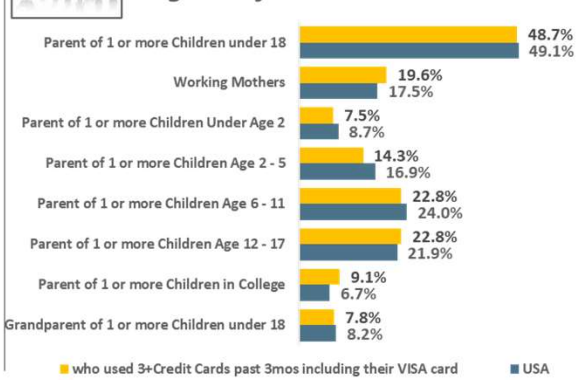


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

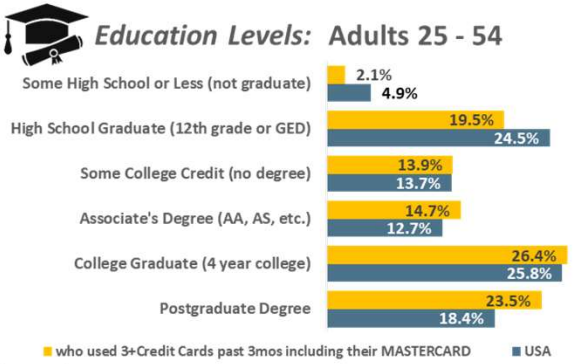
USA Jan23-Feb24 USA Projection Qual Intab 9,480

[((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

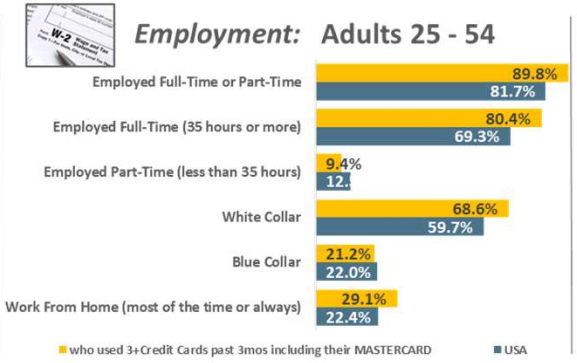


20.5% or 26,584,402 of USA Adults 25 - 54 used 3+Credit Cards past 3mos including their MASTERCARD. Adults 25 - 54 who used 3+Credit Cards past 3mos including their MASTERCARD are 12.7% more likely to be a college graduate, 16.% more likely to work full-time, 2.4% more likely to be married, 2.5% less likely to be a parent of 1 or more children under 18.

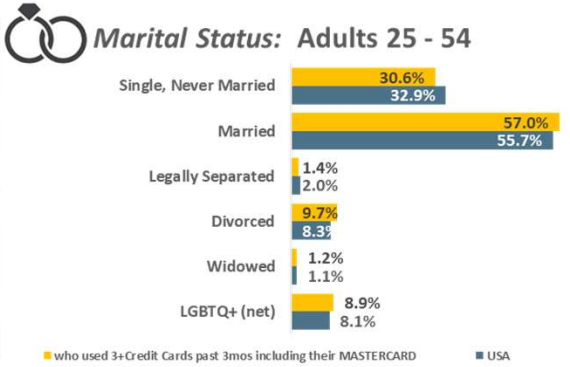
Education Levels: Adults 25 - 54



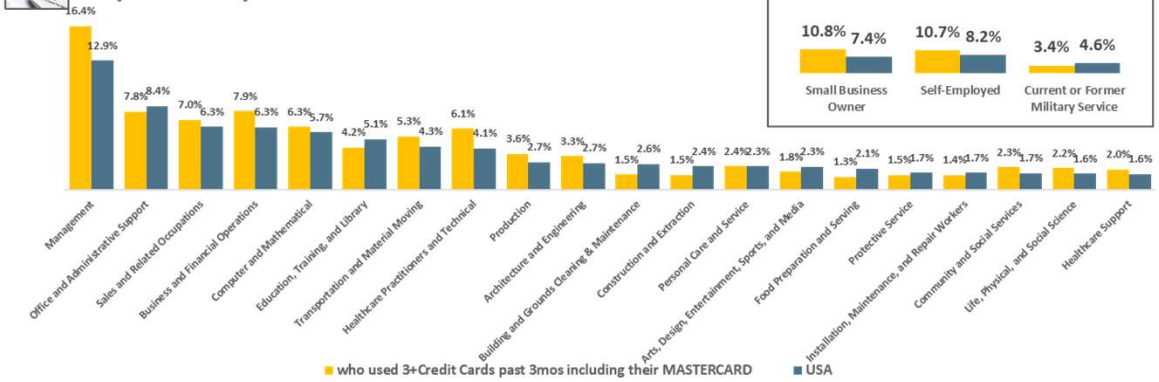
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

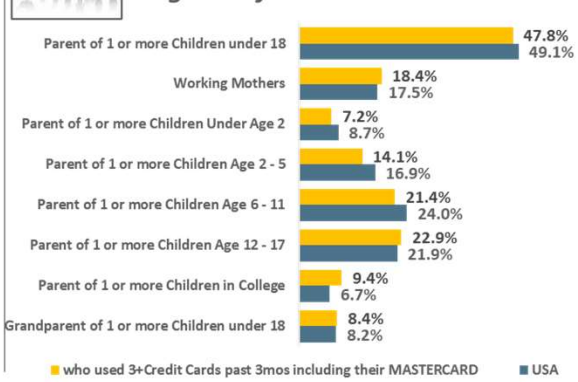


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

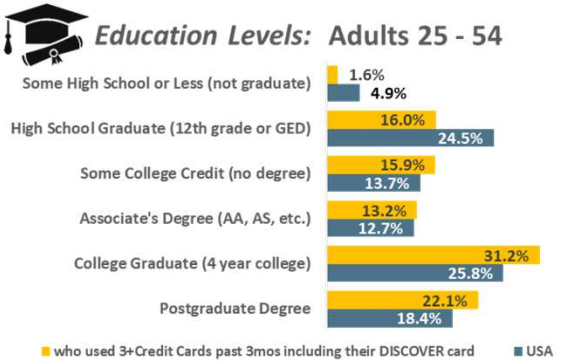
USA Jan23-Feb24 USA Projection Qual Intab 9,480

[((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

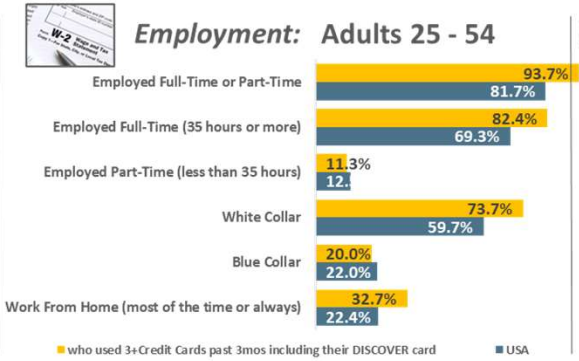


9.8% or 12,676,064 of USA Adults 25 - 54 used 3+Credit Cards past 3mos including their DISCOVER card. Adults 25 - 54 who used 3+Credit Cards past 3mos including their DISCOVER card are 20.4% more likely to be a college graduate, 19.% more likely to work full-time, 1.1% more likely to be married, 8.9% less likely to be a parent of 1 or more children under

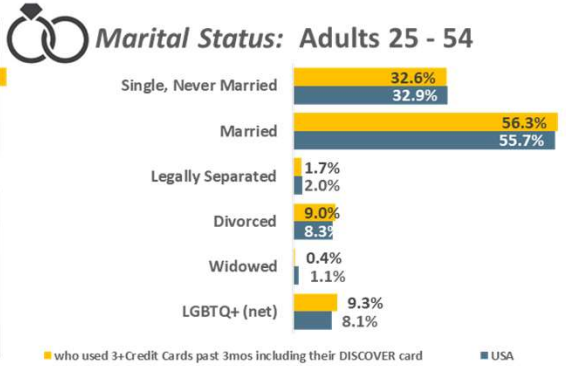
Education Levels: Adults 25 - 54



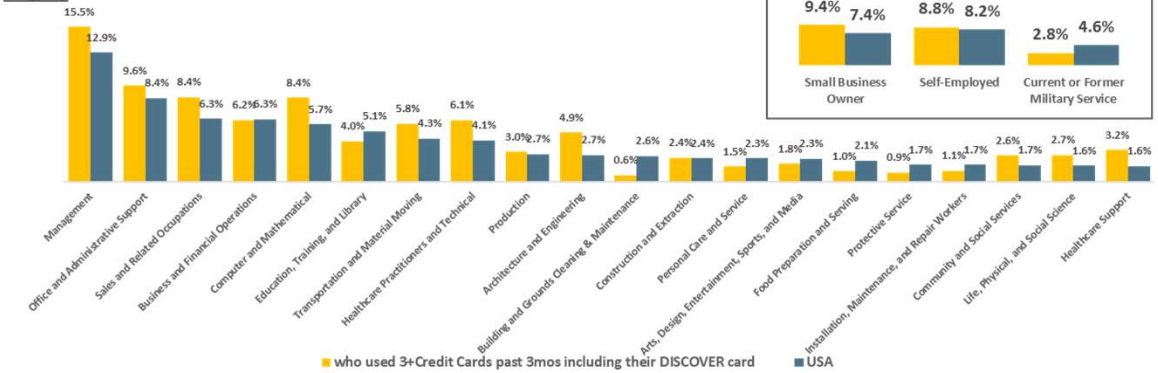
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

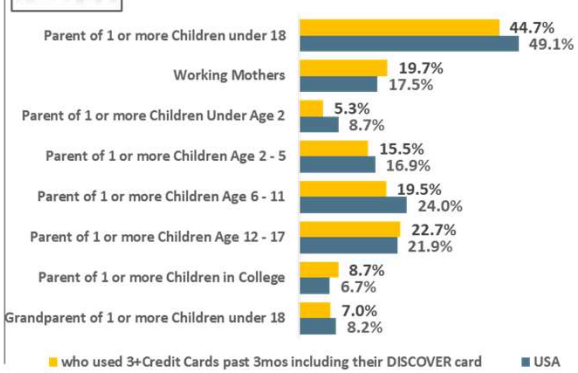


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

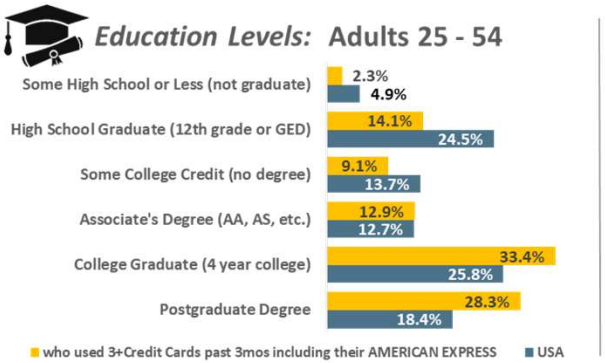
USA Jan23-Feb24 USA Projection Qual Intab 9,480

[((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

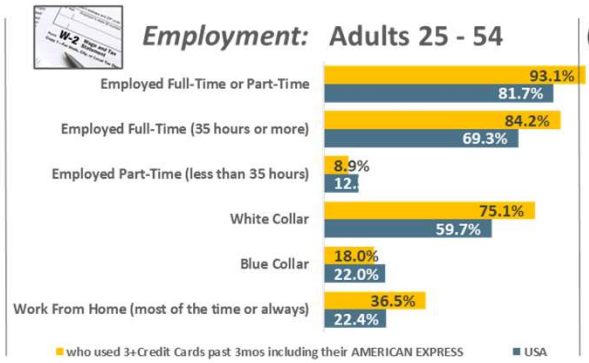


10.6% or 13,734,765 of USA Adults 25 - 54 used 3+Credit Cards past 3mos including their AMERICAN EXPRESS. Adults 25 - 54 who used 3+Credit Cards past 3mos including their AMERICAN EXPRESS are 39.4% more likely to be a college graduate, 21.5% more likely to work full-time, 5.6% more likely to be married, 2.1% more likely to be a parent of 1 or more children un

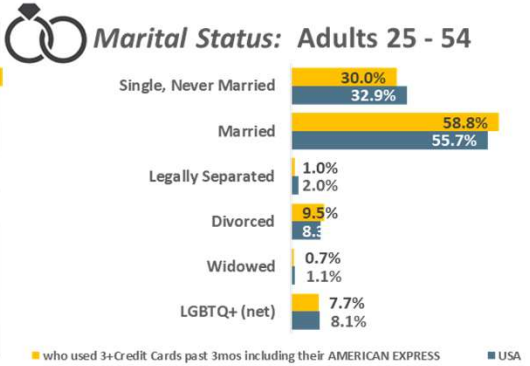
Education Levels: Adults 25 - 54



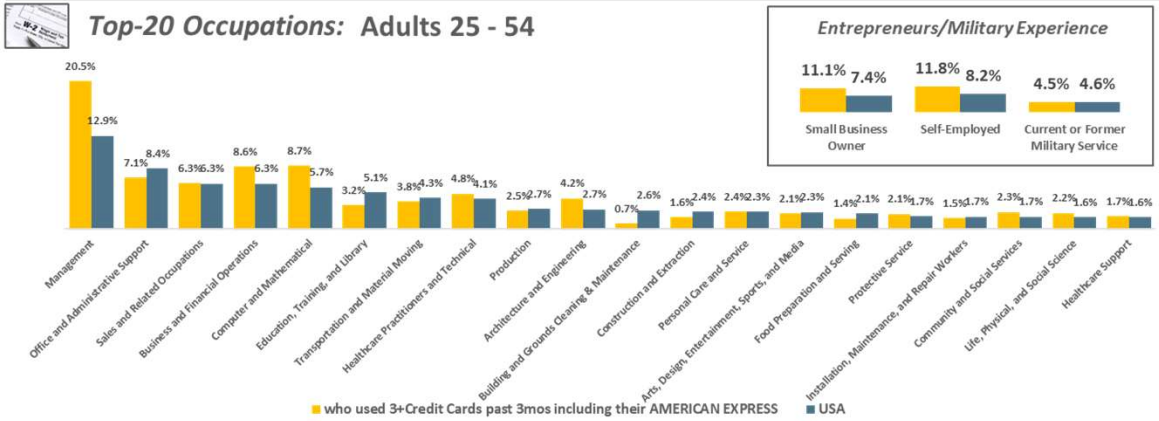
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

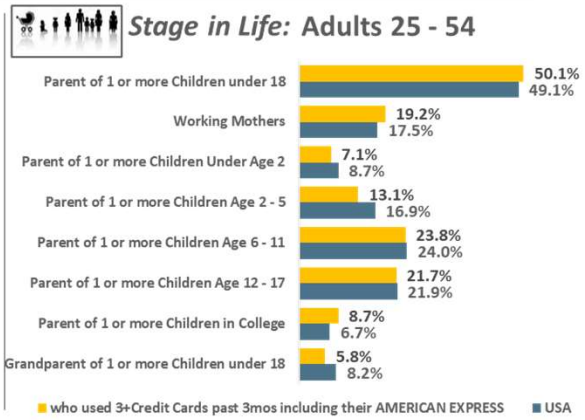


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

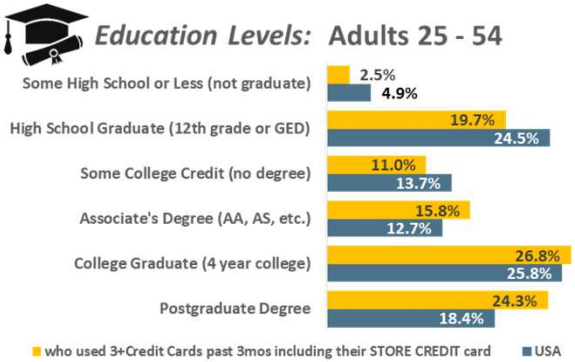
USA Jan23-Feb24 USA Projection Qual Intab 9,480

[((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

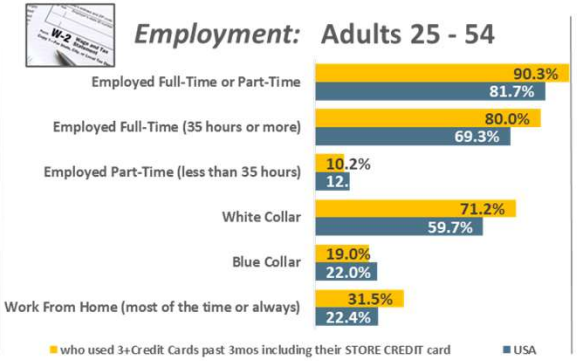


14.3% or 18,622,395 of USA Adults 25 - 54 used 3+Credit Cards past 3mos including their STORE CREDIT card. Adults 25 - 54 who used 3+Credit Cards past 3mos including their STORE CREDIT card are 15.4% more likely to be a college graduate, 15.5% more likely to work full-time, 7.7% more likely to be married, 3.% more likely to be a parent of 1 or more children un

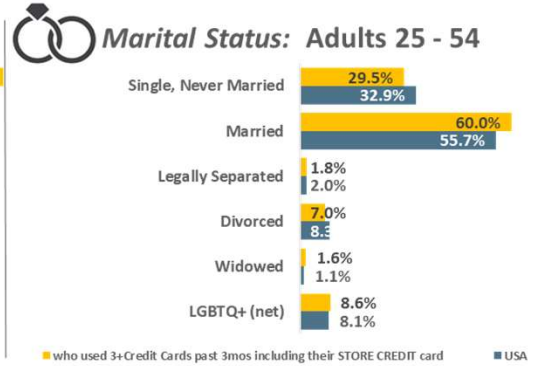
Education Levels: Adults 25 - 54



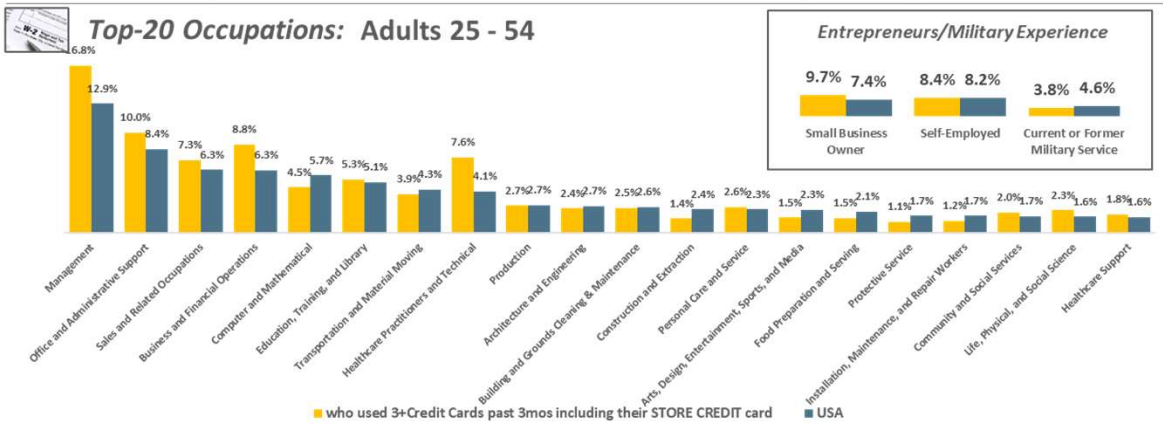
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

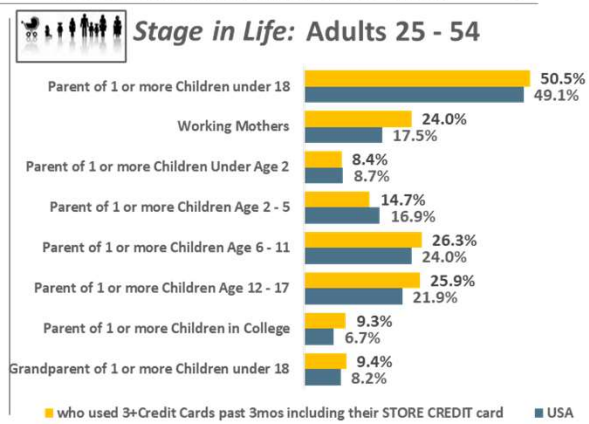


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

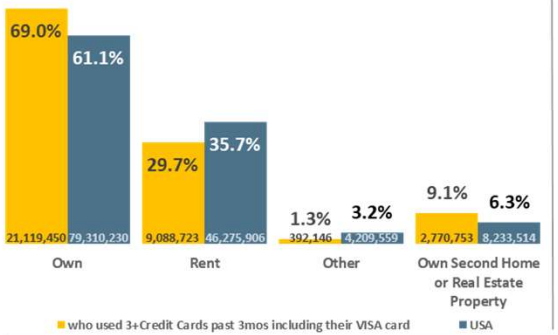
USA Jan23-Feb24 USA Projection Qual Intab 9,480

[((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

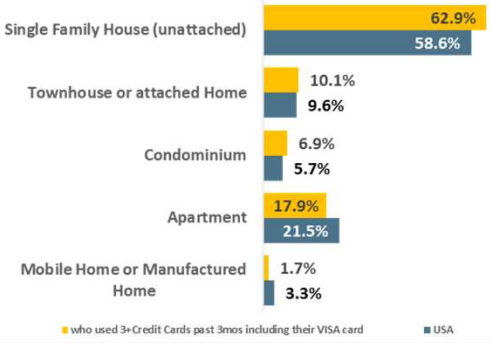


23.6% or 30,600,319 of USA Adults 25 - 54 used 3+Credit Cards past 3mos including their VISA card. Adults 25 - 54 who used 3+Credit Cards past 3mos including their VISA card are 13.% more likely to own their home, 21.2% more likely to own a higher valued home, 7.3% more likely to have a single-family home, 12.4% more likely to have a dog.

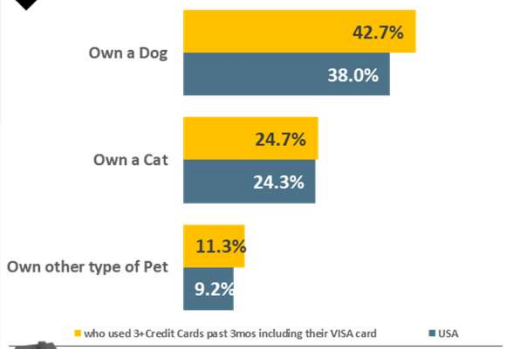
Own/Rent/Other: Adults 25 - 54



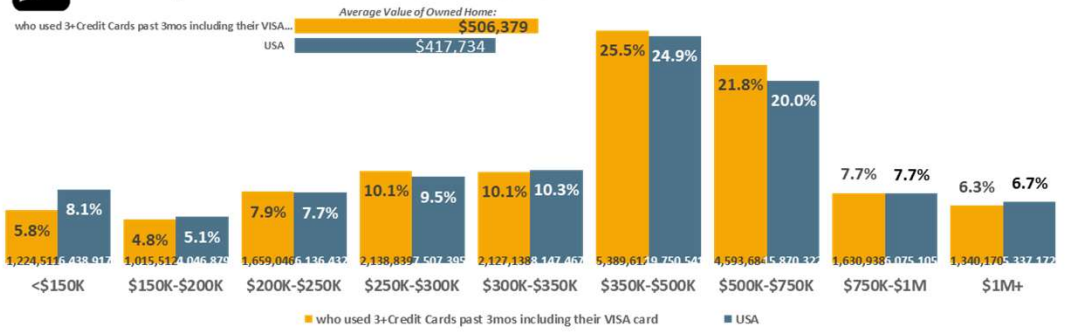
Type of Home: Adults 25 - 54



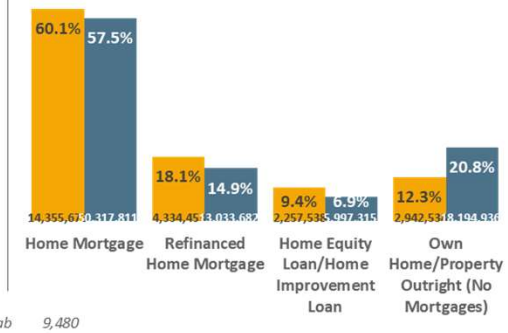
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *2,448*

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

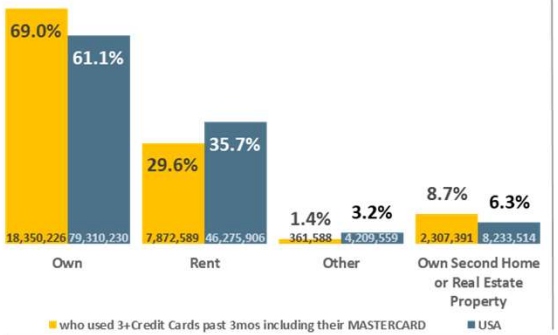
USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

[((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

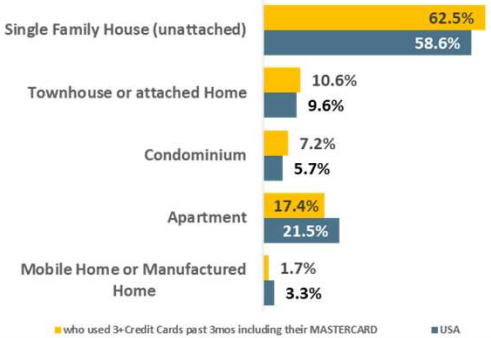


20.5% or 26,584,402 of USA Adults 25 - 54 used 3+Credit Cards past 3mos including their MASTERCARD. Adults 25 - 54 who used 3+Credit Cards past 3mos including their MASTERCARD are 13.% more likely to own their home, 19.9% more likely to own a higher valued home, 6.6% more likely to have a single-family home, 10.3% more likely to have a dog.

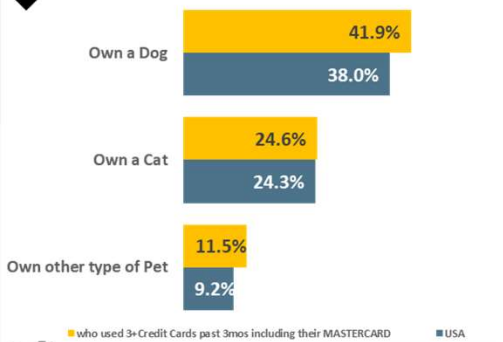
Own/Rent/Other: Adults 25 - 54



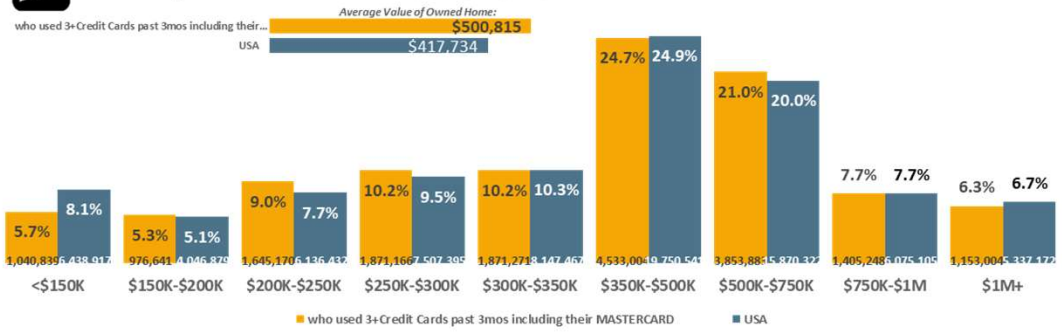
Type of Home: Adults 25 - 54



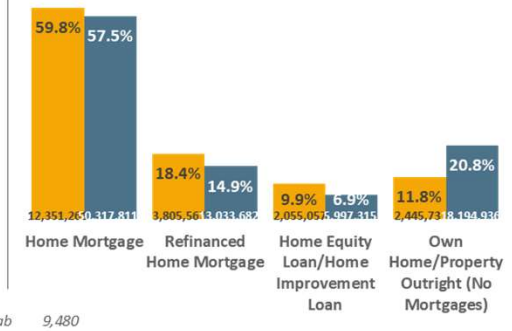
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *2,448*

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

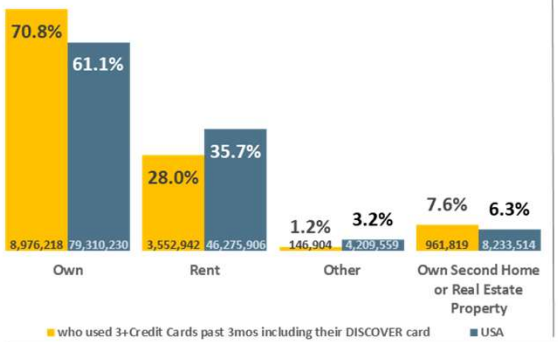
USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

[((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

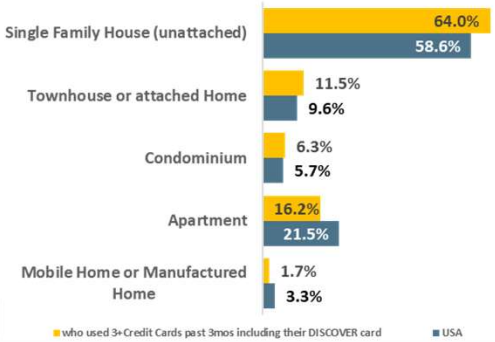


9.8% or 12,676,064 of USA Adults 25 - 54 used 3+Credit Cards past 3mos including their DISCOVER card. Adults 25 - 54 who used 3+Credit Cards past 3mos including their DISCOVER card are 15.9% more likely to own their home, 7.9% more likely to own a higher valued home, 9.2% more likely to have a single-family home, 15.6% more likely to have a dog.

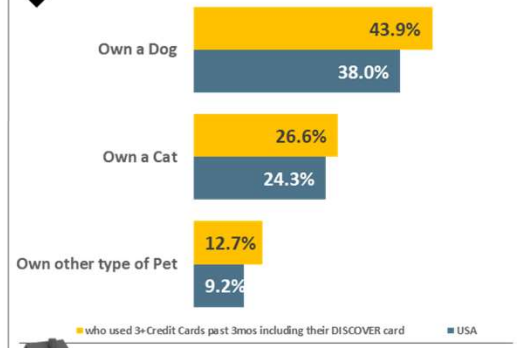
Own/Rent/Other: Adults 25 - 54



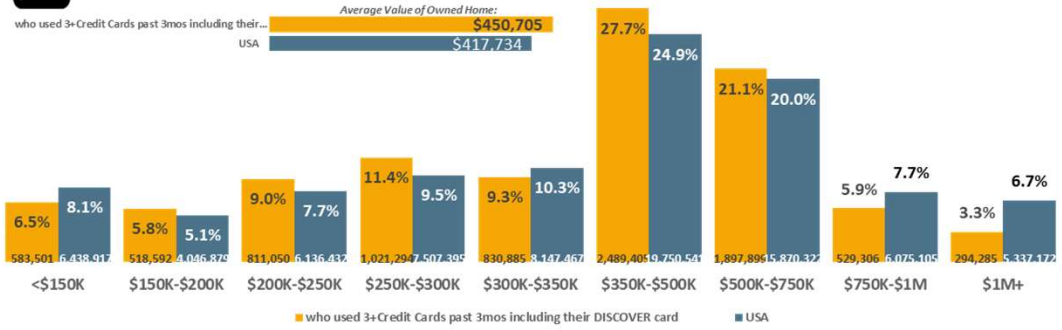
Type of Home: Adults 25 - 54



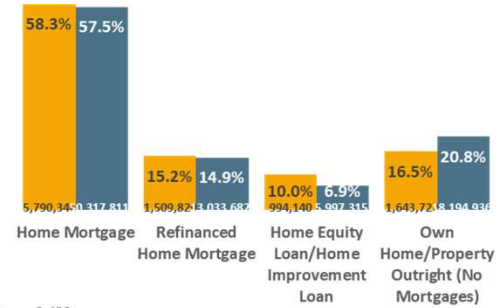
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *2,448*

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

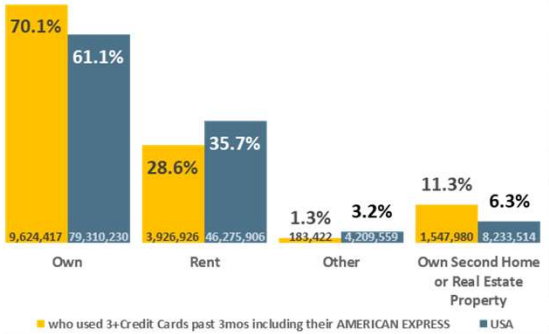
USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

[((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

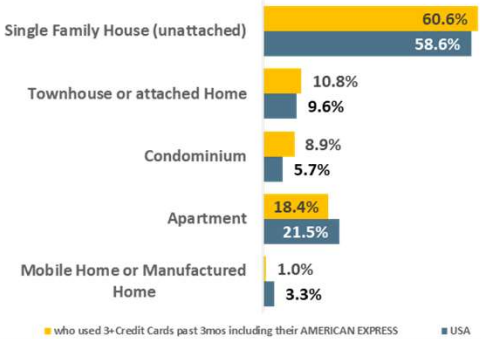


10.6% or 13,734,765 of USA Adults 25 - 54 used 3+Credit Cards past 3mos including their AMERICAN EXPRESS. Adults 25 - 54 who used 3+Credit Cards past 3mos including their AMERICAN EXPRESS are 14.7% more likely to own their home, 43.4% more likely to own a higher valued home, 3.5% more likely to have a single-family home, 3.8% more likely to have a dog.

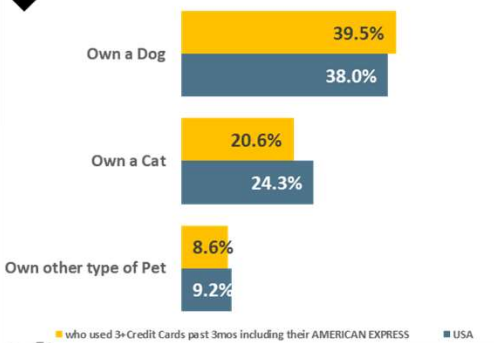
Own/Rent/Other: Adults 25 - 54



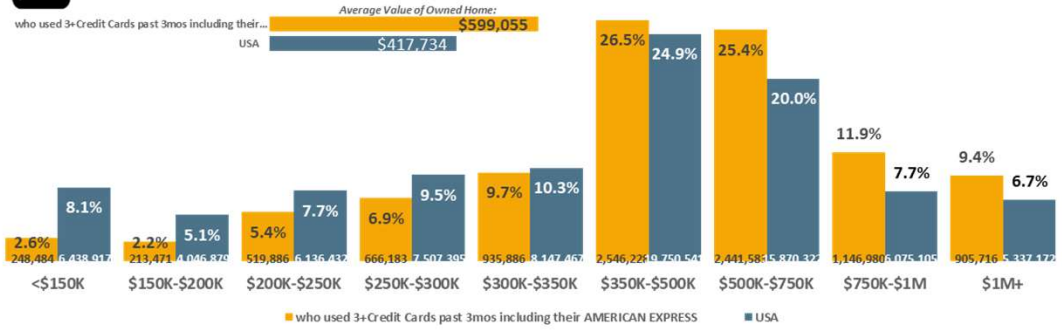
Type of Home: Adults 25 - 54



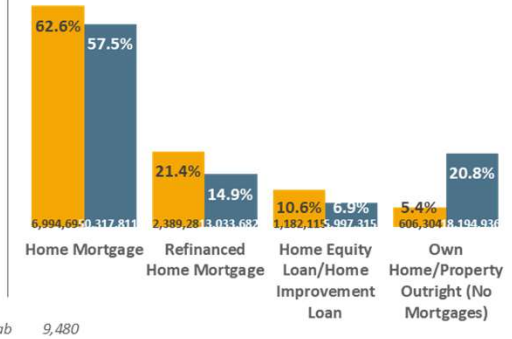
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *2,448*

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

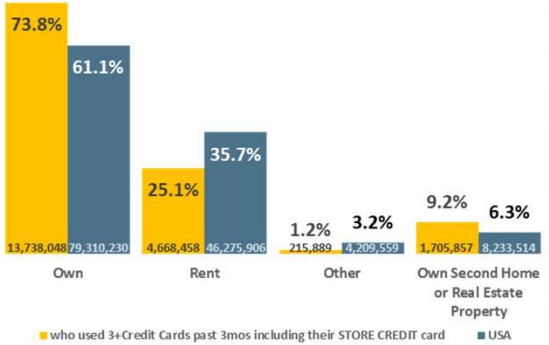
USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

[((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

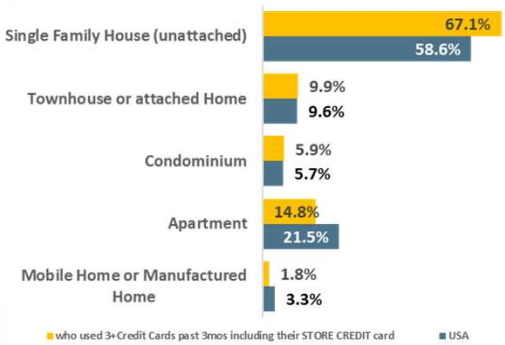


14.3% or 18,622,395 of USA Adults 25 - 54 used 3+Credit Cards past 3mos including their STORE CREDIT card. Adults 25 - 54 who used 3+Credit Cards past 3mos including their STORE CREDIT card are 20.7% more likely to own their home, 14.6% more likely to own a higher valued home, 14.5% more likely to have a single-family home, 23.3% more likely to have a dog.

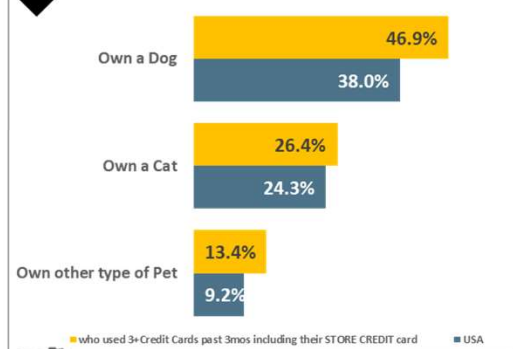
Own/Rent/Other: Adults 25 - 54



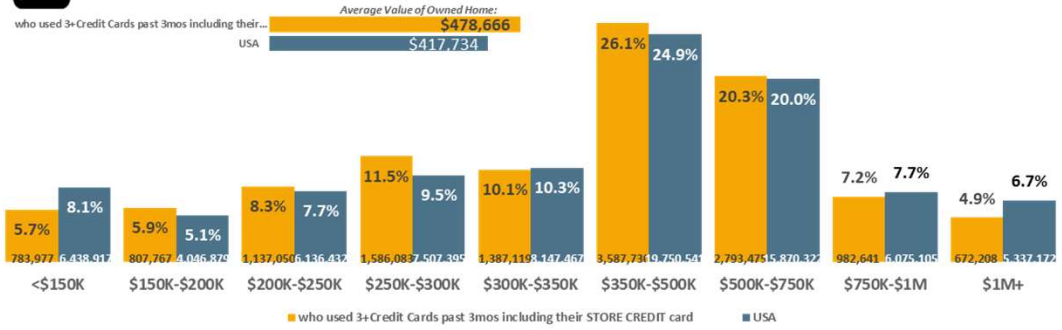
Type of Home: Adults 25 - 54



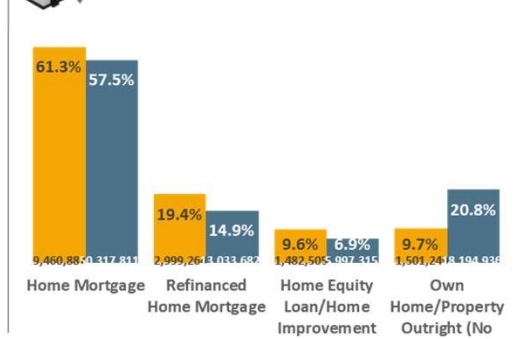
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *2,448*

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

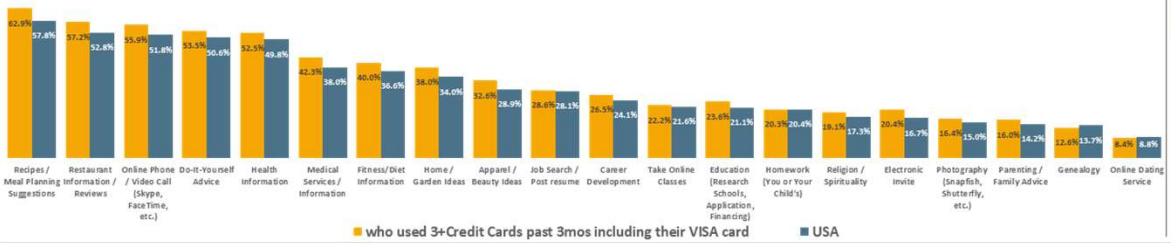
USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

[((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

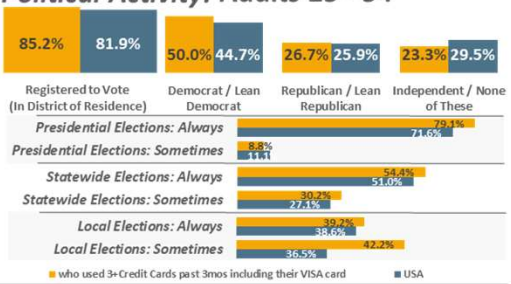


23.6% or 30,600,319 of USA Adults 25 - 54 used 3+Credit Cards past 3mos including their VISA card. Adults 25 - 54 who used 3+Credit Cards past 3mos including their VISA card are 5.7% more likely to look up D-I-Y advice online, 1.5% more likely to always vote in local elections, 26.5% more likely to belong to a gym, 16.% more likely to fly domestic past

Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

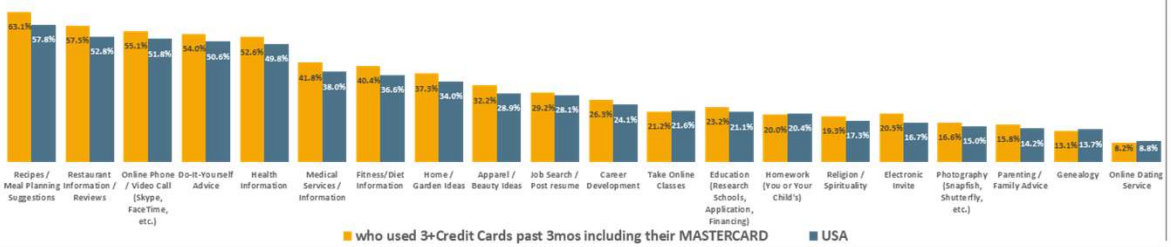
USA Jan23-Feb24 USA Projection Qual Intab 9,480

[((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

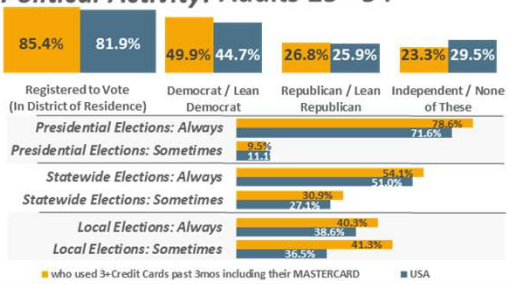


20.5% or 26,584,402 of USA Adults 25 - 54 used 3+Credit Cards past 3mos including their MASTERCARD. Adults 25 - 54 who used 3+Credit Cards past 3mos including their MASTERCARD are 6.6% more likely to look up D-I-Y advice online, 4.2% more likely to always vote in local elections, 25.9% more likely to belong to a gym, 15.5% more likely to fly domestic pa

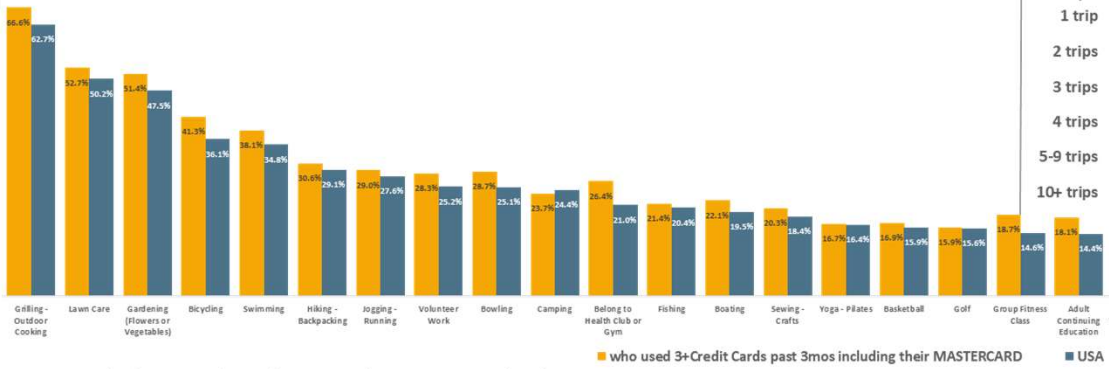
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



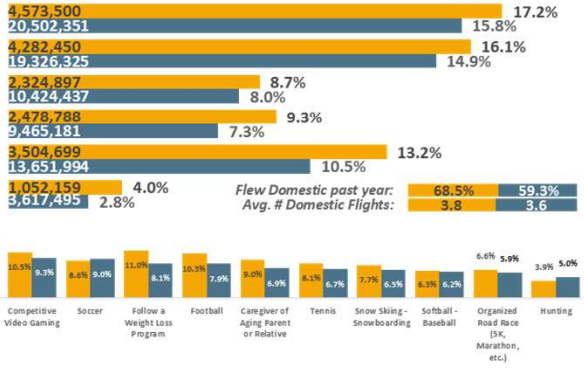
Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

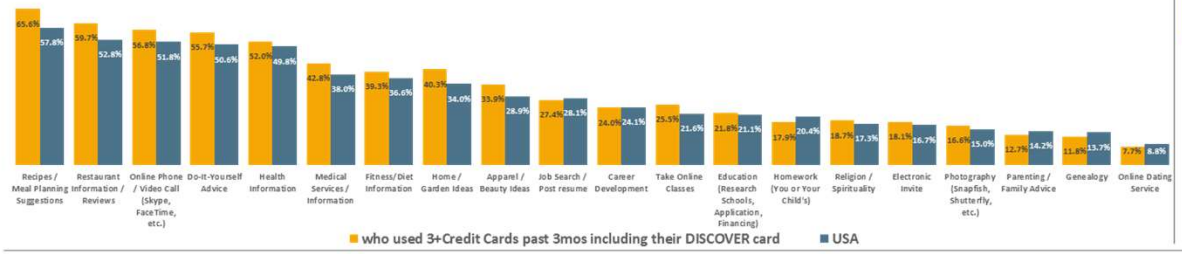
USA Jan23-Feb24 USA Projection Qual Intab 9,480

[((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

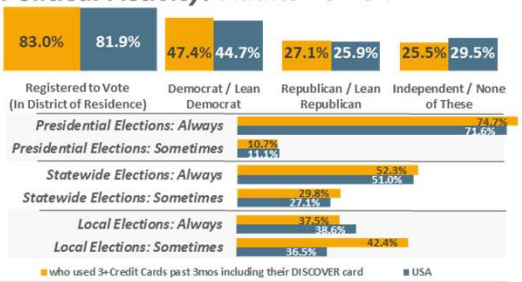


9.8% or 12,676,064 of USA Adults 25 - 54 used 3+Credit Cards past 3mos including their DISCOVER card. Adults 25 - 54 who used 3+Credit Cards past 3mos including their DISCOVER card are 10.1% more likely to look up D-I-Y advice online, 3.% less likely to always vote in local elections, 15.5% more likely to belong to a gym, 21.2% more likely to fly domestic

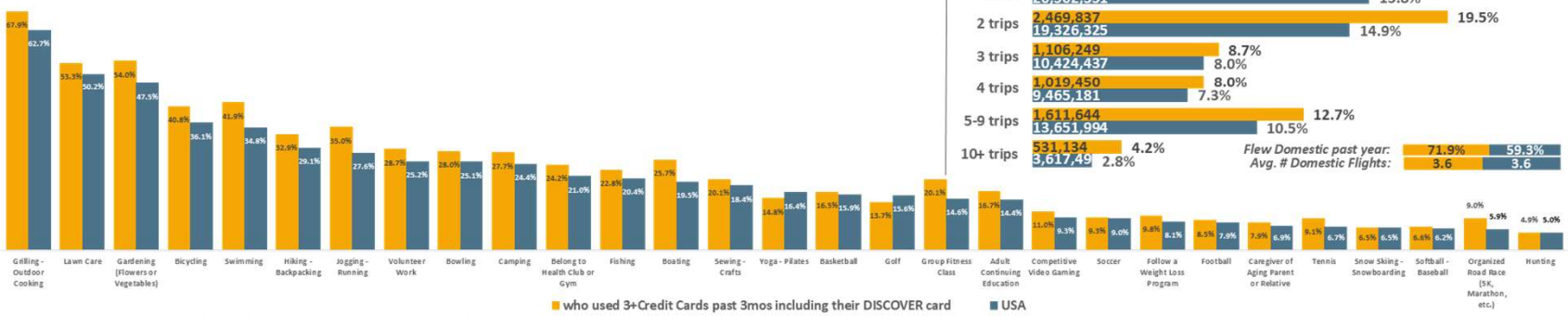
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

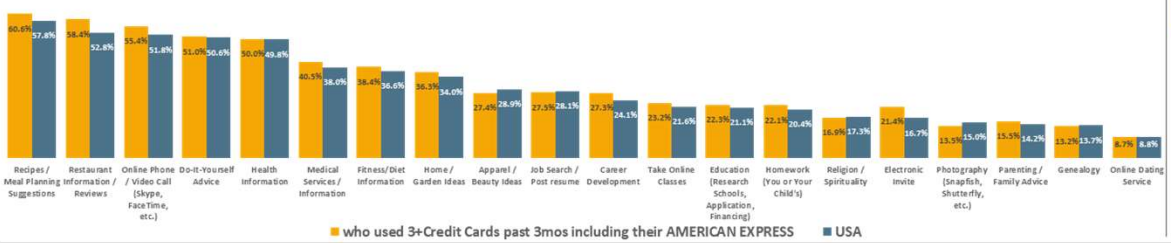
USA Jan23-Feb24 USA Projection Qual Intab 9,480

[((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

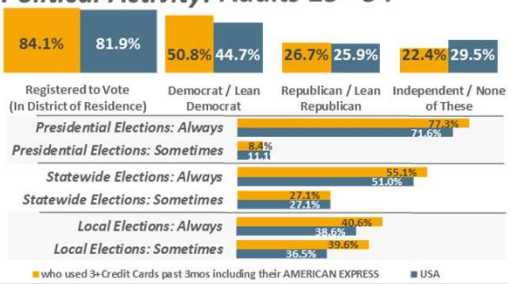


10.6% or 13,734,765 of USA Adults 25 - 54 used 3+Credit Cards past 3mos including their AMERICAN EXPRESS. Adults 25 - 54 who used 3+Credit Cards past 3mos including their AMERICAN EXPRESS are .6% more likely to look up D-I-Y advice online, 5.% more likely to always vote in local elections, 37.9% more likely to belong to a gym, 29.1% more likely to fly domesti

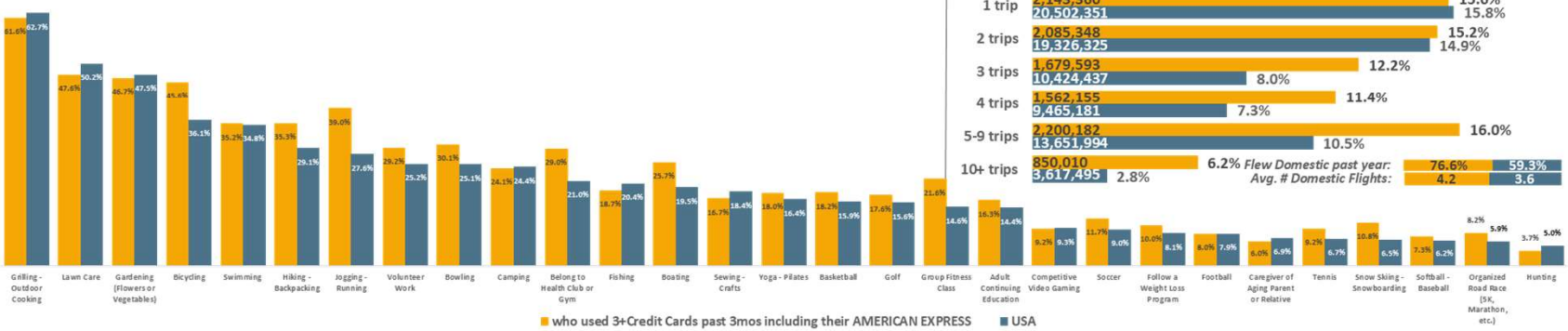
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

USA Jan23-Feb24 USA Projection Qual Intab 9,480

[((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

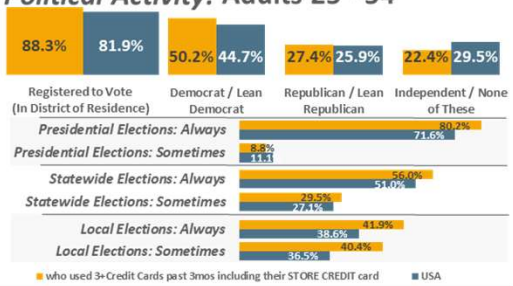


14.3% or 18,622,395 of USA Adults 25 - 54 used 3+Credit Cards past 3mos including their STORE CREDIT card. Adults 25 - 54 who used 3+Credit Cards past 3mos including their STORE CREDIT card are 3.3% more likely to look up D-I-Y advice online, 8.4% more likely to always vote in local elections, 27.3% more likely to belong to a gym, 9.6% more likely to fly domes

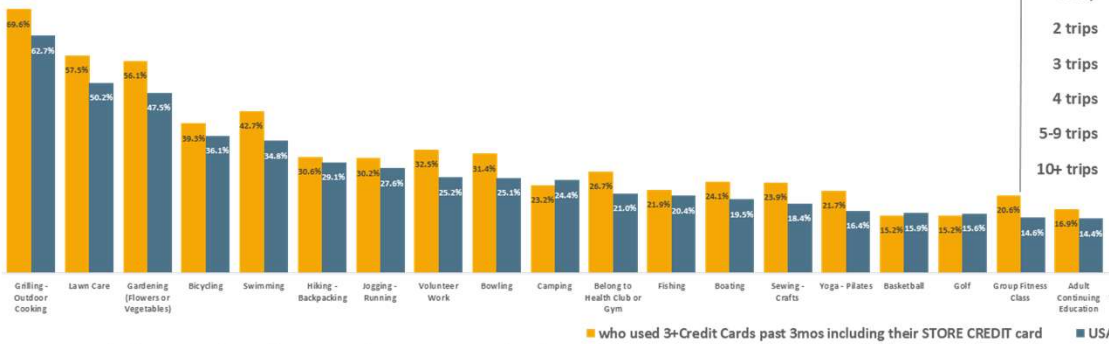
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



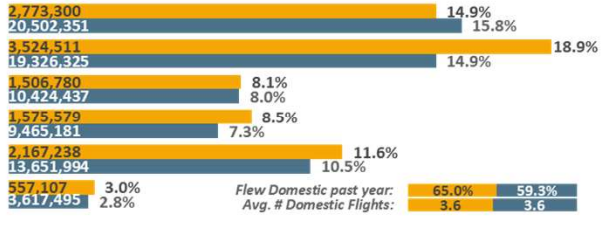
Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

USA Jan23-Feb24 USA Projection Qual Intab 9,480

[((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



23.6% or 30,600,319 of USA Adults 25 - 54 used 3+Credit Cards past 3mos including their VISA card. Adults 25 - 54 who used 3+Credit Cards past 3mos including their VISA card are 2.8% more likely to use QSRs past mo., 12.8% more likely to use Sit-Down Restaurants past mo., 14.4% more likely to use Casinos past yr., 36.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users: 93.8% 28,698,659 | 91.3% 118,456,647

Avg. Monthly QSR Meals: 7.8 | 6.8

Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users: 87.2% 26,674,896 | 77.3% 100,319,383

Avg. Monthly Sit-Down Restaurant Meals: 4.4 | 4.0

Top-10 Cuisines: Adults 25 - 54

(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... 8,798,852 28.8%

USA 22.6%

Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *2,448*

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

USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

[((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



20.5% or 26,584,402 of USA Adults 25 - 54 used 3+Credit Cards past 3mos including their MASTERCARD. Adults 25 - 54 who used 3+Credit Cards past 3mos including their MASTERCARD are 3.4% more likely to use QSRs past mo., 12.6% more likely to use Sit-Down Restaurants past mo., 15.3% more likely to use Casinos past yr., 35.8% less likely to smoke cigarettes

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users: 94.4% | 91.3% | 25,086,088 | 118,456,647

Avg. Monthly QSR Meals: 7.9 | 6.8

Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users: 87.0% | 77.3% | 23,127,000 | 100,319,383

Avg. Monthly Sit-Down Restaurant Meals: 4.4 | 4.0

Top-10 Cuisines: Adults 25 - 54

(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... 7,919,029 | 29.8%

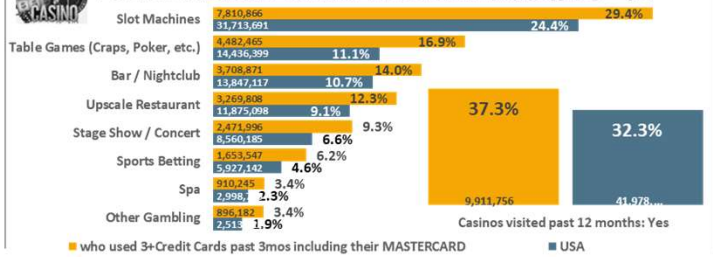
USA [illegible] | 22.6%

Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *2,448*

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

USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

[((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



9.8% or 12,676,064 of USA Adults 25 - 54 used 3+Credit Cards past 3mos including their DISCOVER card. Adults 25 - 54 who used 3+Credit Cards past 3mos including their DISCOVER card are 1.5% more likely to use QSRs past mo., 11.4% more likely to use Sit-Down Restaurants past mo., 11.3% more likely to use Casinos past yr., 51.6% less likely to smoke cigaret

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users: 92.7% 11,745,094 | 91.3% 118,456,647

Avg. Monthly QSR Meals: 8.3 | 6.8

Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users: 86.1% 10,912,972 | 77.3% 100,319,383

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

Top-10 Cuisines: Adults 25 - 54

(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... 3,426,335 27.0%

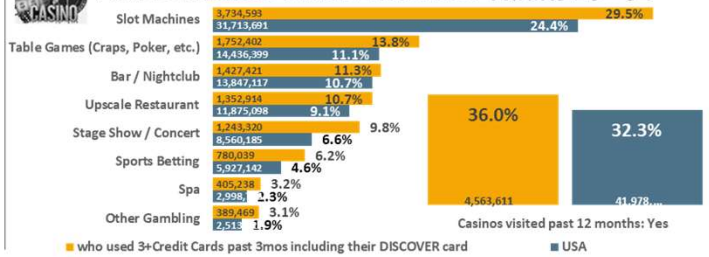
USA 22.6%

Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *2,448*

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

USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

[((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



10.6% or 13,734,765 of USA Adults 25 - 54 used 3+Credit Cards past 3mos including their AMERICAN EXPRESS. Adults 25 - 54 who used 3+Credit Cards past 3mos including their AMERICAN EXPRESS are 1.9% more likely to use QSRs past mo., 15.3% more likely to use Sit-Down Restaurants past mo., 33.9% more likely to use Casinos past yr., 59.6% less likely to smoke ciga

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users: 93.0% 12,768,256 | 91.3% 118,456,647

Avg. Monthly QSR Meals: 7.5 | 6.8

Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users: 89.1% 12,237,123 | 77.3% 100,319,383

Avg. Monthly Sit-Down Restaurant Meals: 4.5 | 4.0

Top-10 Cuisines: Adults 25 - 54

(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... 4,518,602 32.9%

USA 22.6%

Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54



Used Past 30-days: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

USA Jan23-Feb24 USA Projection Qual Intab 9,480

[((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



14.3% or 18,622,395 of USA Adults 25 - 54 used 3+Credit Cards past 3mos including their STORE CREDIT card. Adults 25 - 54 who used 3+Credit Cards past 3mos including their STORE CREDIT card are 5.5% more likely to use QSRs past mo., 13.9% more likely to use Sit-Down Restaurants past mo., 12.9% more likely to use Casinos past yr., 39.5% less likely to smoke cig

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

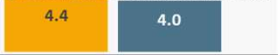
Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

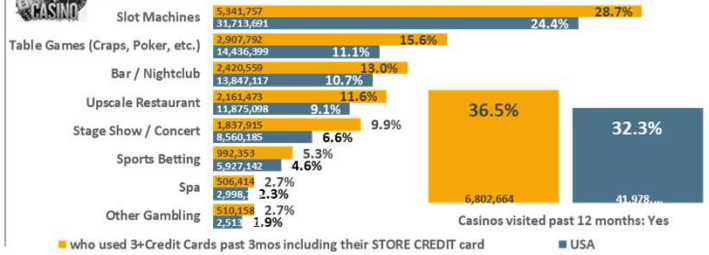


Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

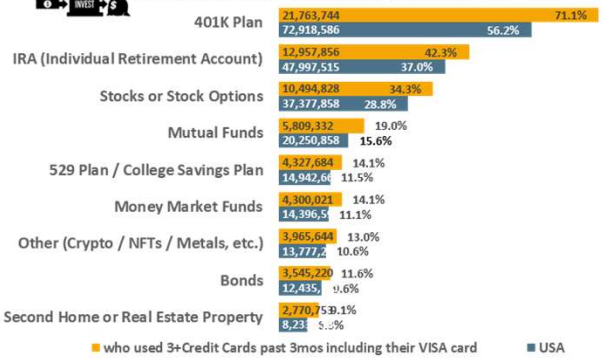
USA Jan23-Feb24 USA Projection Qual Intab 9,480

[((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

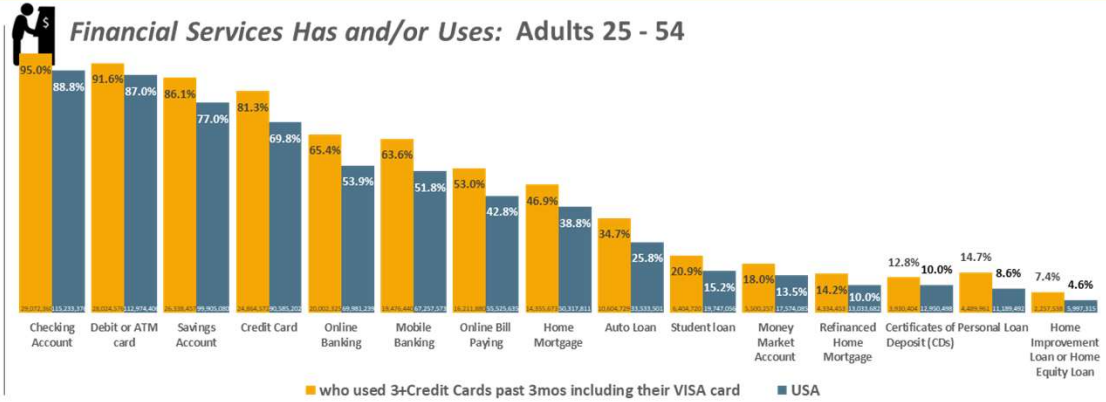


23.6% or 30,600,319 of USA Adults 25 - 54 used 3+Credit Cards past 3mos including their VISA card. Adults 25 - 54 who used 3+Credit Cards past 3mos including their VISA card are 26.6% more likely to have a 401K, 34.1% more likely to have an Auto Loan, 47.6% more likely to Invest/Trade Stocks Online, .6% more likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



Financial Services Has and/or Uses: Adults 25 - 54

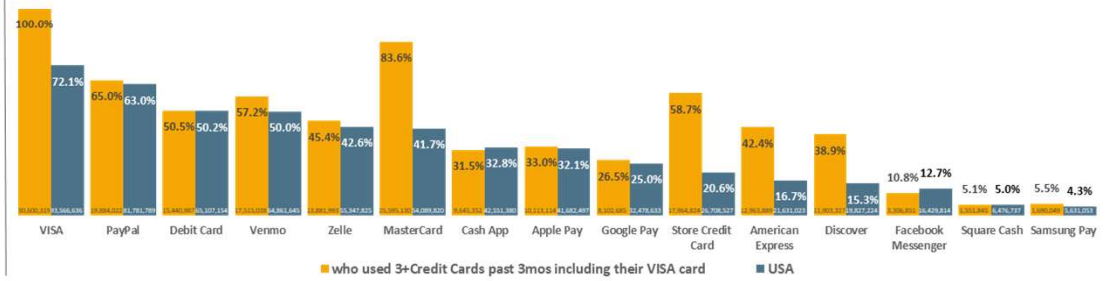


Professional Services Used:* Adults 25 - 54



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

USA Jan23-Feb24 USA Projection Qual Intab 9,480

[((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

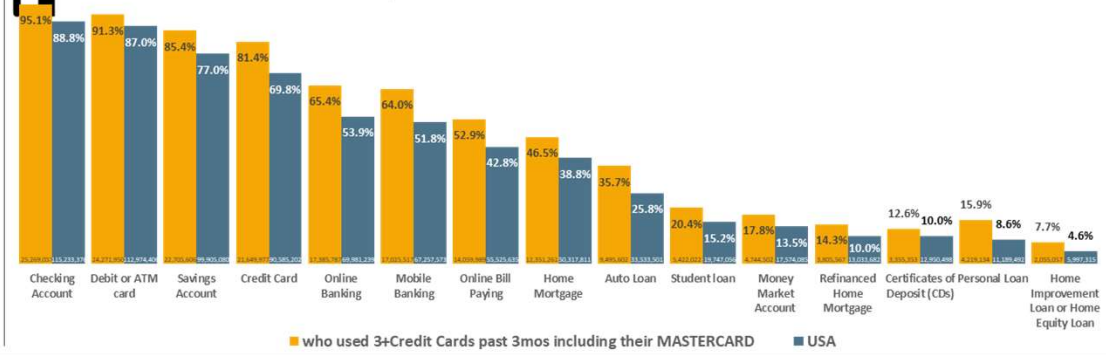


20.5% or 26,584,402 of USA Adults 25 - 54 used 3+Credit Cards past 3mos including their MASTERCARD. Adults 25 - 54 who used 3+Credit Cards past 3mos including their MASTERCARD are 25.5% more likely to have a 401K, 38.3% more likely to have an Auto Loan, 47.9% more likely to Invest/Trade Stocks Online, 3.5% more likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



Financial Services Has and/or Uses: Adults 25 - 54

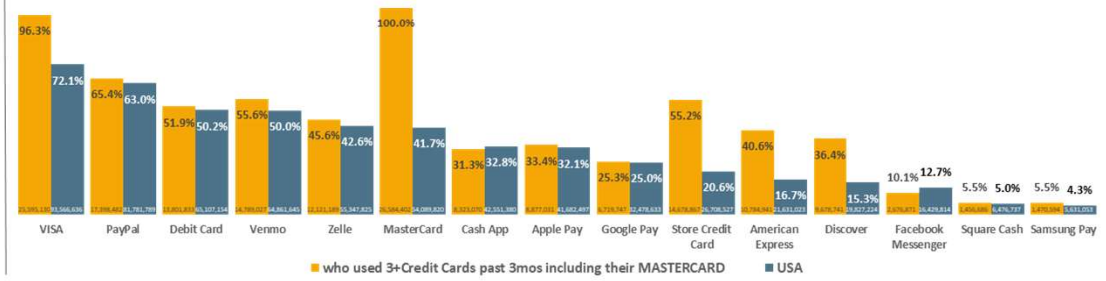


Professional Services Used:* Adults 25 - 54



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

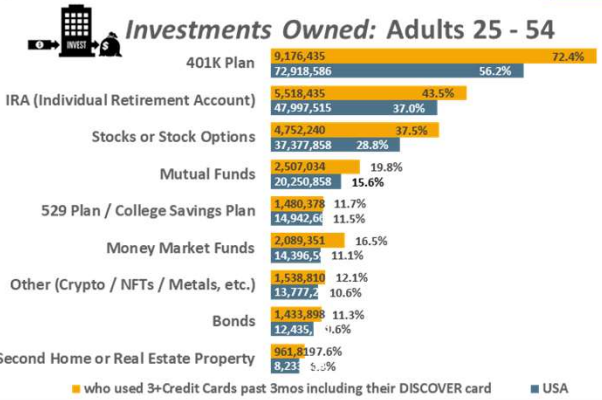
USA Jan23-Feb24 USA Projection Qual Intab 9,480

[((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

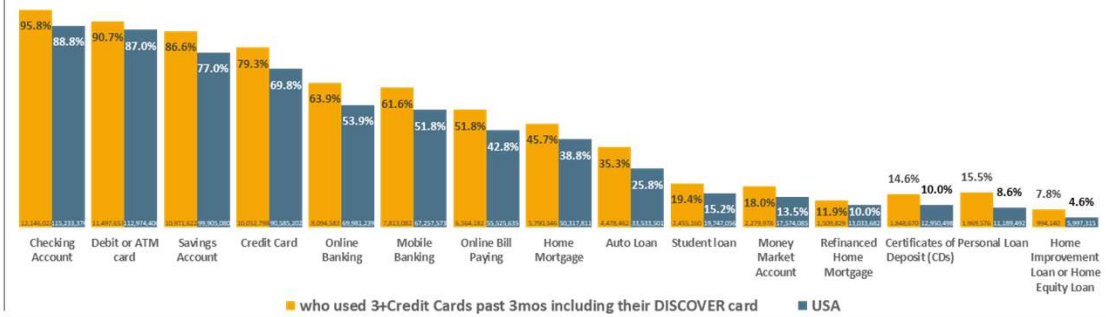


9.8% or 12,676,064 of USA Adults 25 - 54 used 3+Credit Cards past 3mos including their DISCOVER card. Adults 25 - 54 who used 3+Credit Cards past 3mos including their DISCOVER card are 28.9% more likely to have a 401K, 36.7% more likely to have an Auto Loan, 53.8% more likely to Invest/Trade Stocks Online, 6.4% less likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



Financial Services Has and/or Uses: Adults 25 - 54

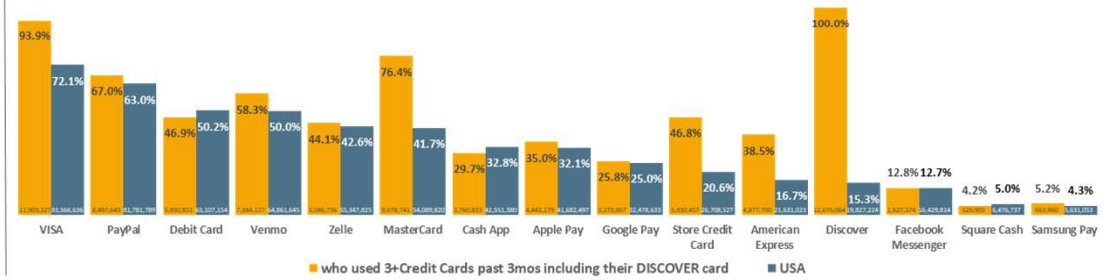


Professional Services Used:* Adults 25 - 54



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

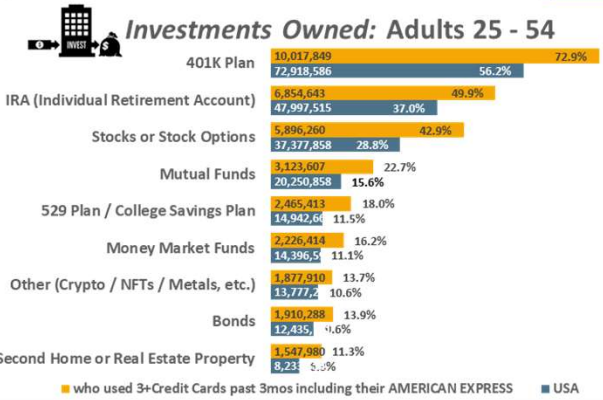
USA Jan23-Feb24 USA Projection Qual Intab 9,480

[((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

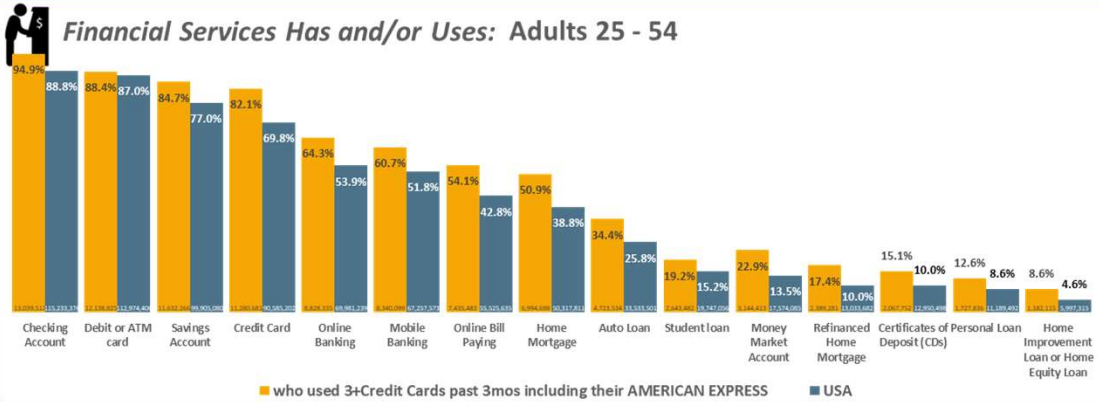


10.6% or 13,734,765 of USA Adults 25 - 54 used 3+Credit Cards past 3mos including their AMERICAN EXPRESS. Adults 25 - 54 who used 3+Credit Cards past 3mos including their AMERICAN EXPRESS are 29.8% more likely to have a 401K, 33.1% more likely to have an Auto Loan, 73.% more likely to Invest/Trade Stocks Online, 16.2% less likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



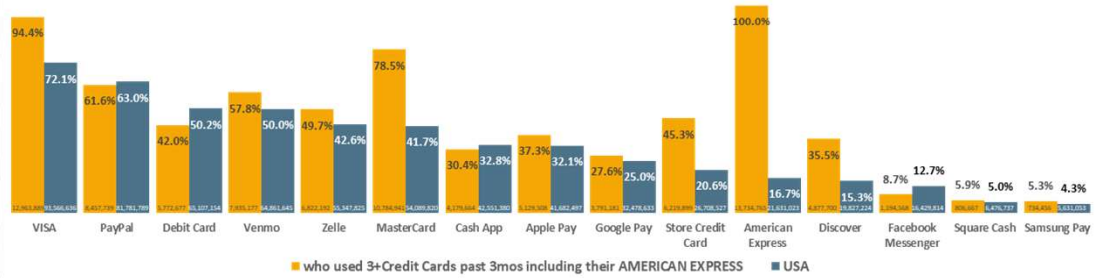
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used:* Adults 25 - 54



Past 3-Months Payment Methods Used: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

USA Jan23-Feb24 USA Projection Qual Intab 9,480

[((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

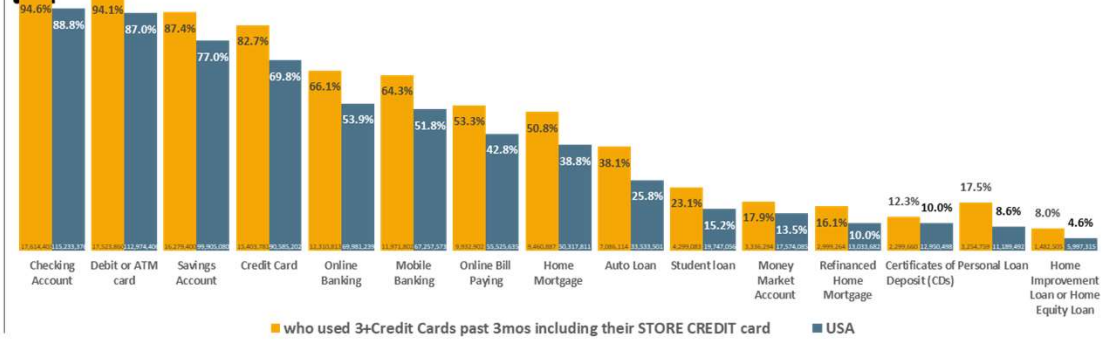


14.3% or 18,622,395 of USA Adults 25 - 54 used 3+Credit Cards past 3mos including their STORE CREDIT card. Adults 25 - 54 who used 3+Credit Cards past 3mos including their STORE CREDIT card are 30.2% more likely to have a 401K, 47.3% more likely to have an Auto Loan, 31.3% more likely to Invest/Trade Stocks Online, 11.2% more likely to pay with their Debit Car

Investments Owned: Adults 25 - 54



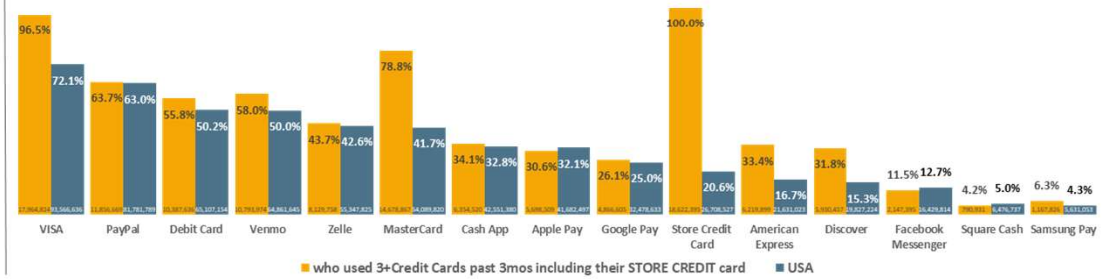
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used:* Adults 25 - 54



Past 3-Months Payment Methods Used: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

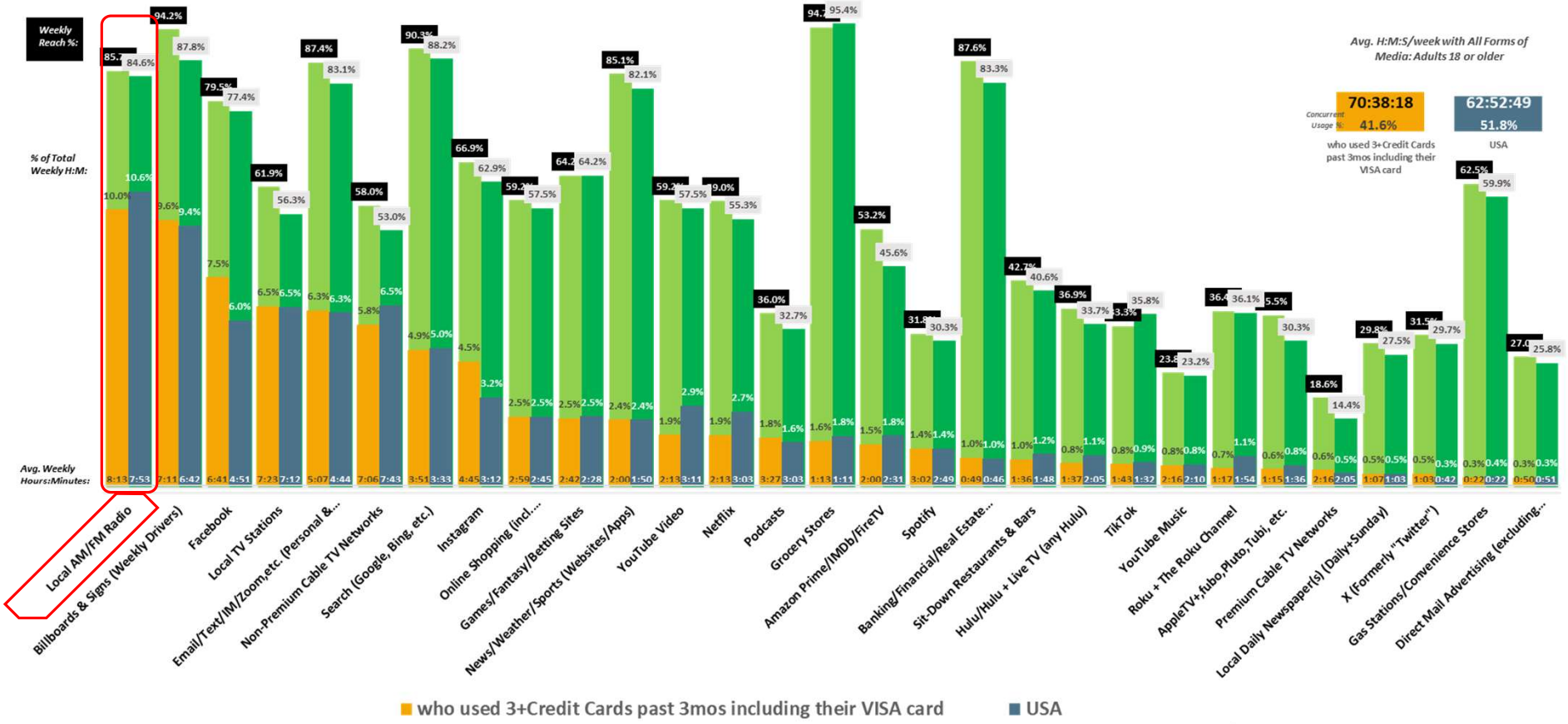
USA Jan23-Feb24 USA Projection Qual Intab 9,480

[((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



Adults 25 - 54 who used 3+Credit Cards past 3mos including their VISA card spend an average of 2 days, 22 hours, 38 minutes and 18 seconds each week with All Forms of Media.

85.7% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their VISA card spend an avg. of 8 hours and 13 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448 USA Jan23-Feb24 USA Projection Qual Intab 9,480

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

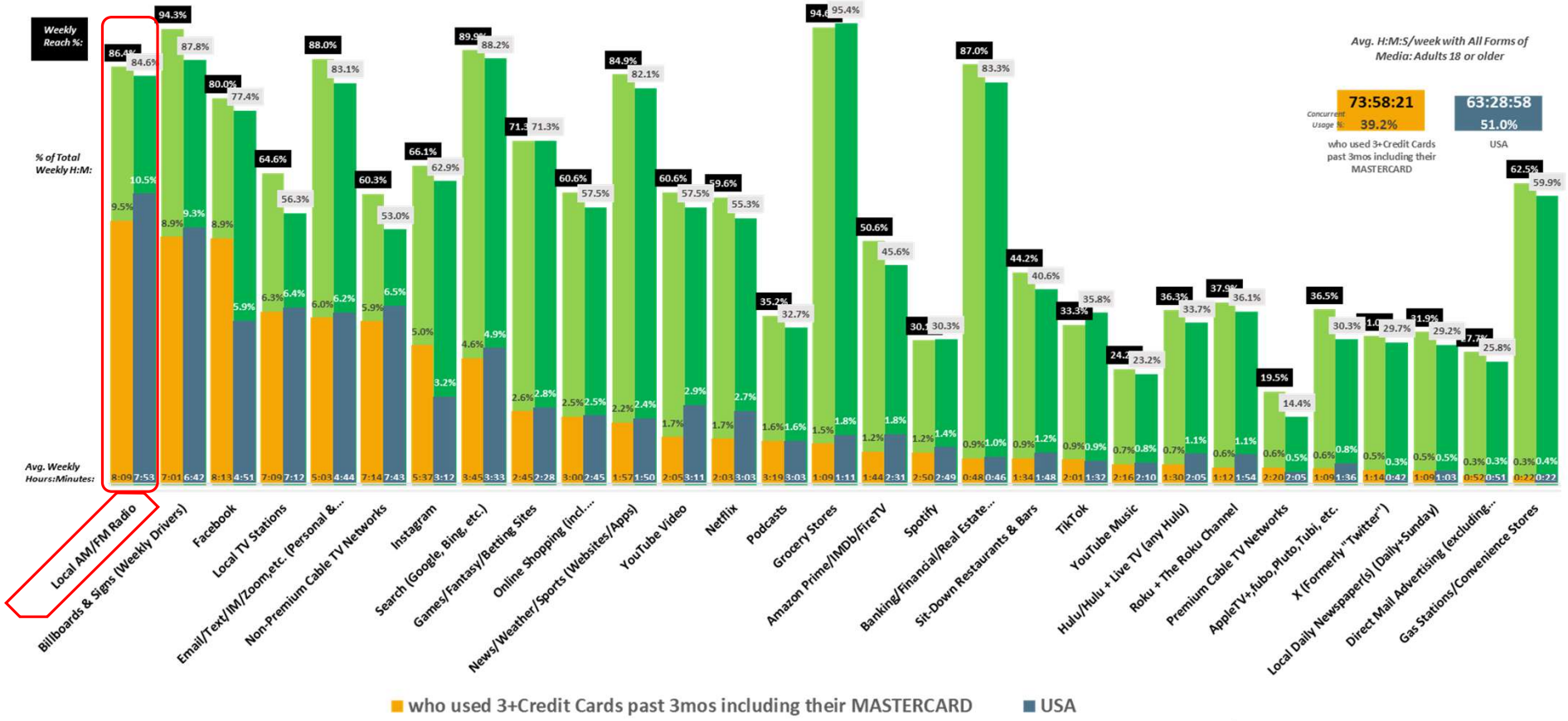
Hubbard BROADCASTING Share of Everything for Anything ©

[((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 25 - 54 who used 3+Credit Cards past 3mos including their MASTERCARD spend an average of 3 days, 1 hours, 58 minutes and 21 seconds each week with All Forms of Media.

86.4% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their MASTERCARD spend an avg. of 8 hours and 9 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448 USA Jan23-Feb24 USA Projection Qual Intab 9,480

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

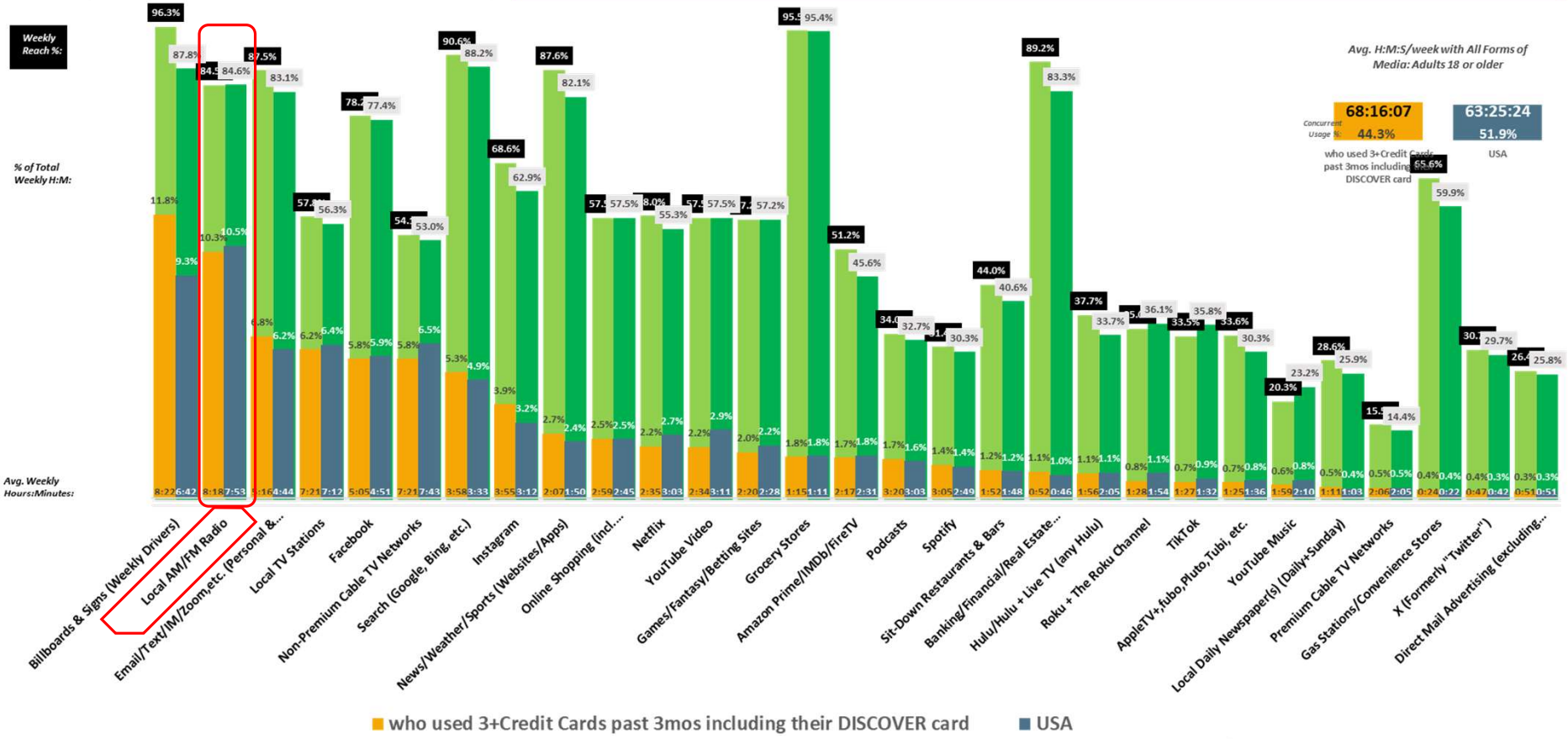
Hubbard BROADCASTING Share of Everything for Anything ©

[((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



Adults 25 - 54 who used 3+Credit Cards past 3mos including their DISCOVER card spend an average of 2 days, 20 hours, 16 minutes and 7 seconds each week with All Forms of Media.

84.5% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their DISCOVER card spend an avg. of 8 hours and 18 minutes each week listening to All Local AM/FM Radio, representing 10.3% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448 USA Jan23-Feb24 USA Projection Qual Intab 9,480

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

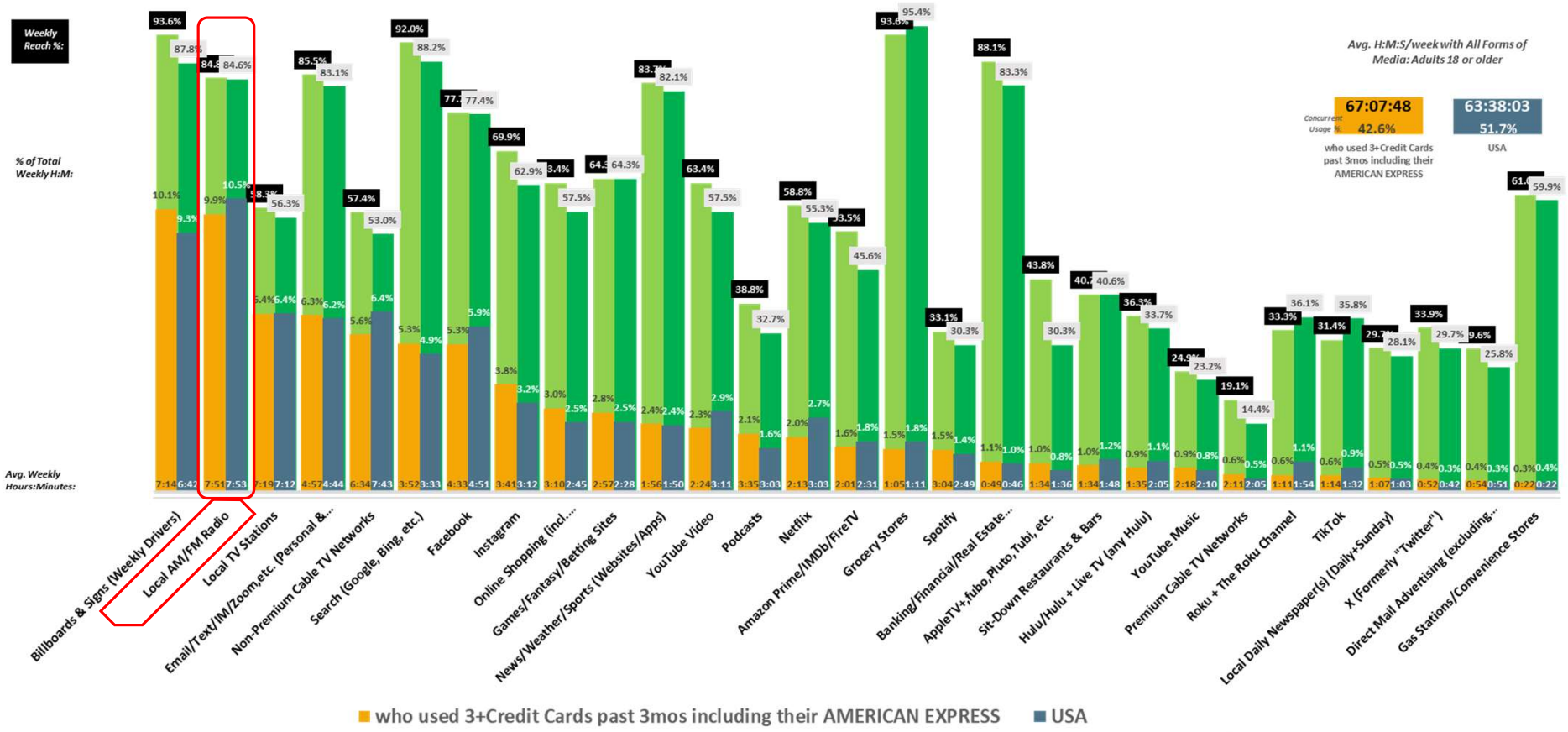
Hubbard BROADCASTING — Share of Everything for Anything ©

[((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



Adults 25 - 54 who used 3+Credit Cards past 3mos including their AMERICAN EXPRESS spend an average of 2 days, 19 hours, 7 minutes and 48 seconds each week with All Forms of Media.

84.8% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their AMERICAN EXPRESS spend an avg. of 7 hours and 51 minutes each week listening to All Local AM/FM Radio, representing 9.9% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448 USA Jan23-Feb24 USA Projection Qual Intab 9,480

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

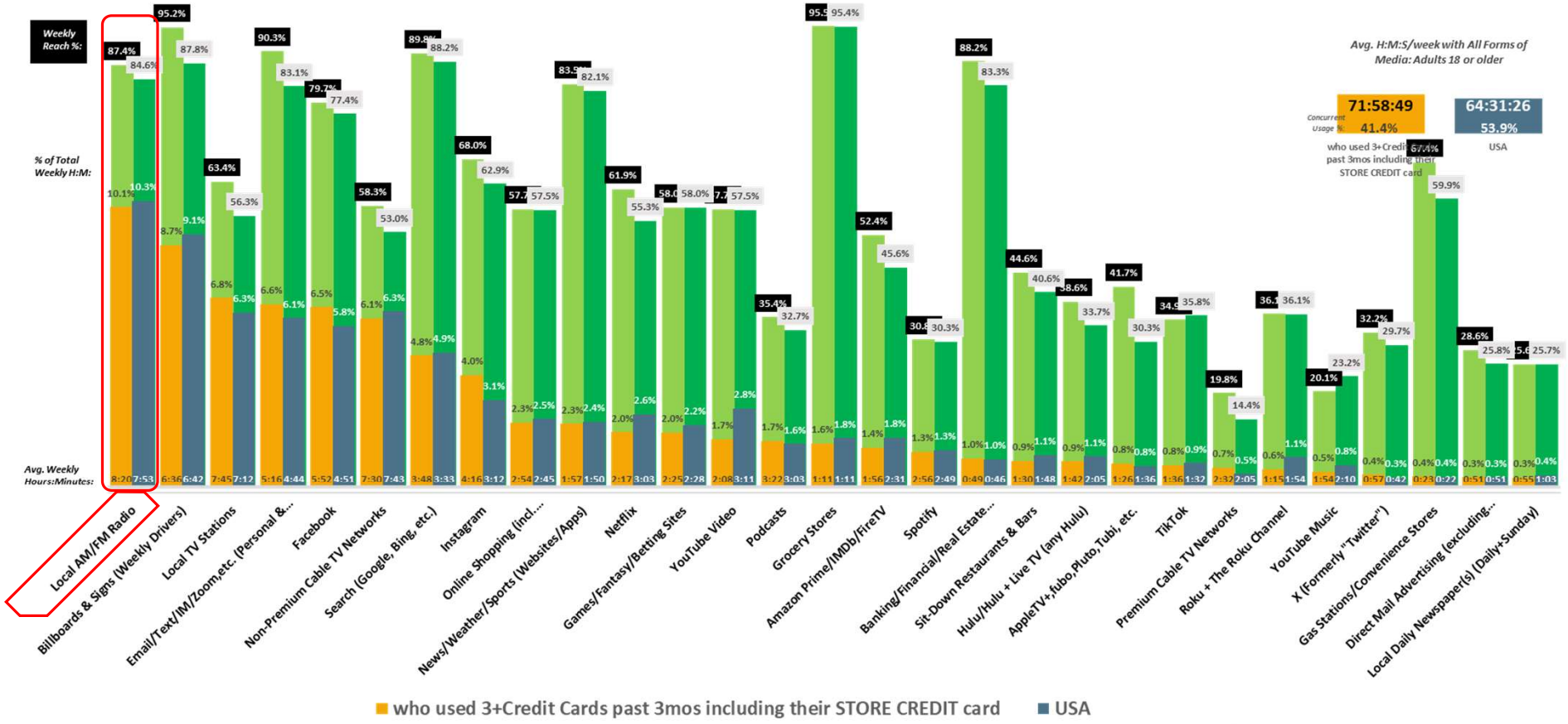
Hubbard BROADCASTING Share of Everything for Anything ©

[((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



Adults 25 - 54 who used 3+Credit Cards past 3mos including their STORE CREDIT card spend an average of 2 days, 23 hours, 58 minutes and 49 seconds each week with All Forms of Media.

87.4% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their STORE CREDIT card spend an avg. of 8 hours and 20 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448 USA Jan23-Feb24 USA Projection Qual Intab 9,480

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

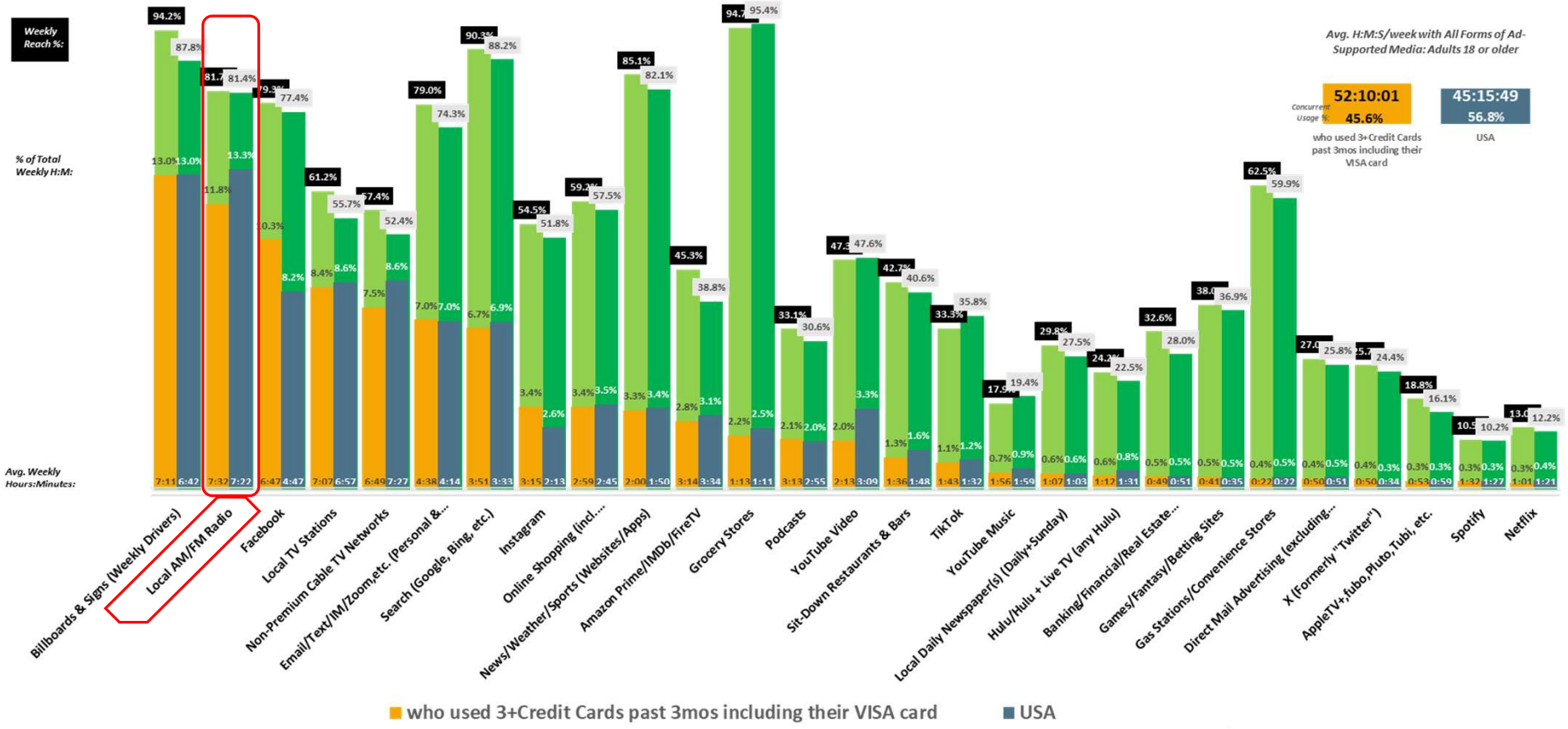
Hubbard BROADCASTING Share of Everything for Anything ©

[((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



Adults 25 - 54 who used 3+Credit Cards past 3mos including their VISA card spend an average of 2 days, 4 hours, 10 minutes and 1 seconds each week with All Forms of Ad-Supported Media.

81.7% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their VISA card spend an avg. of 7 hours and 32 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.8% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448 USA Jan23-Feb24 USA Projection Qual Intab 9,480

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

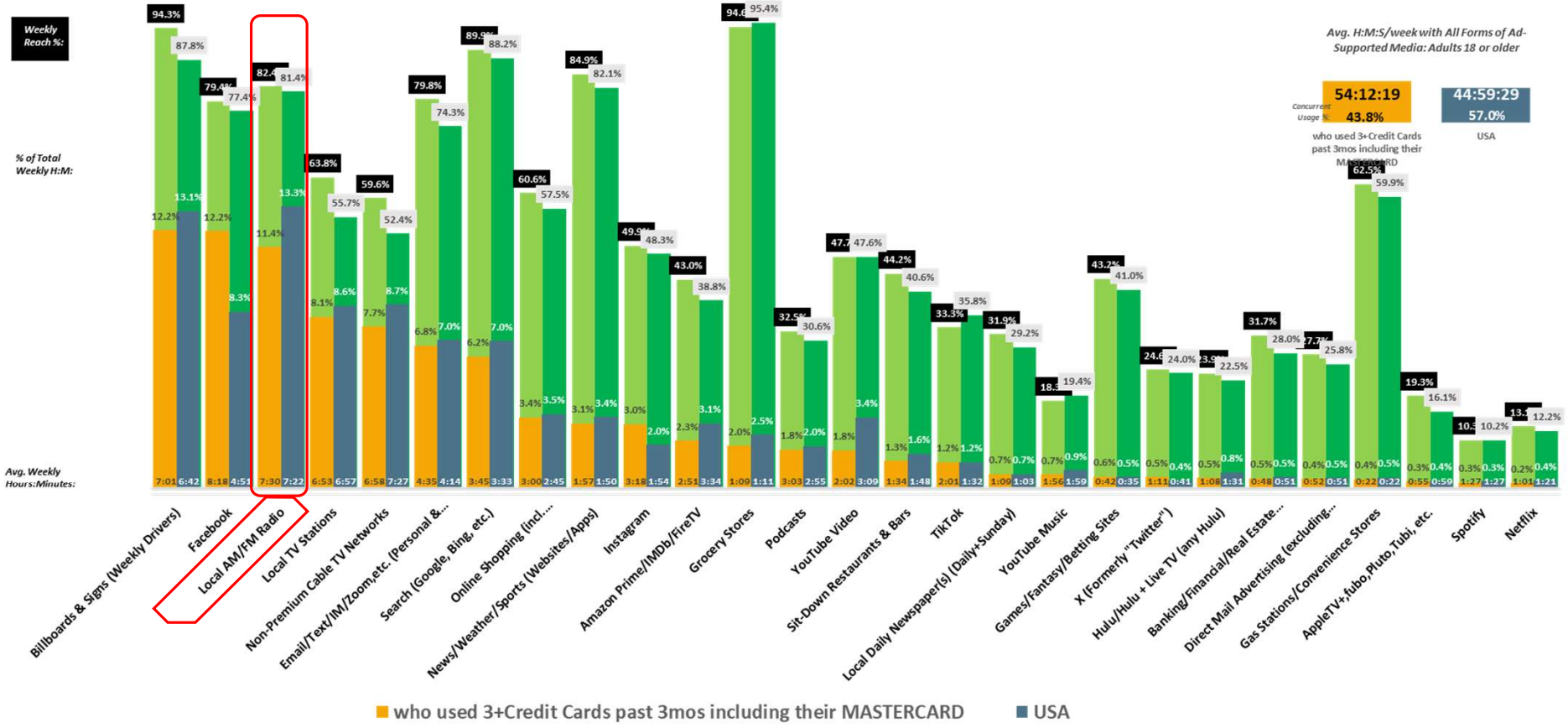
Hubbard BROADCASTING Share of Everything for Anything ©

[((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 25 - 54 who used 3+Credit Cards past 3mos including their MASTERCARD spend an average of 2 days, 6 hours, 12 minutes and 19 seconds each week with All Forms of Ad-Supported Media.

82.4% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their MASTERCARD spend an avg. of 7 hours and 30 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.4% of total time spent with all forms of Ad-Supported Media



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448 USA Jan23-Feb24 USA Projection Qual Intab 9,480

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

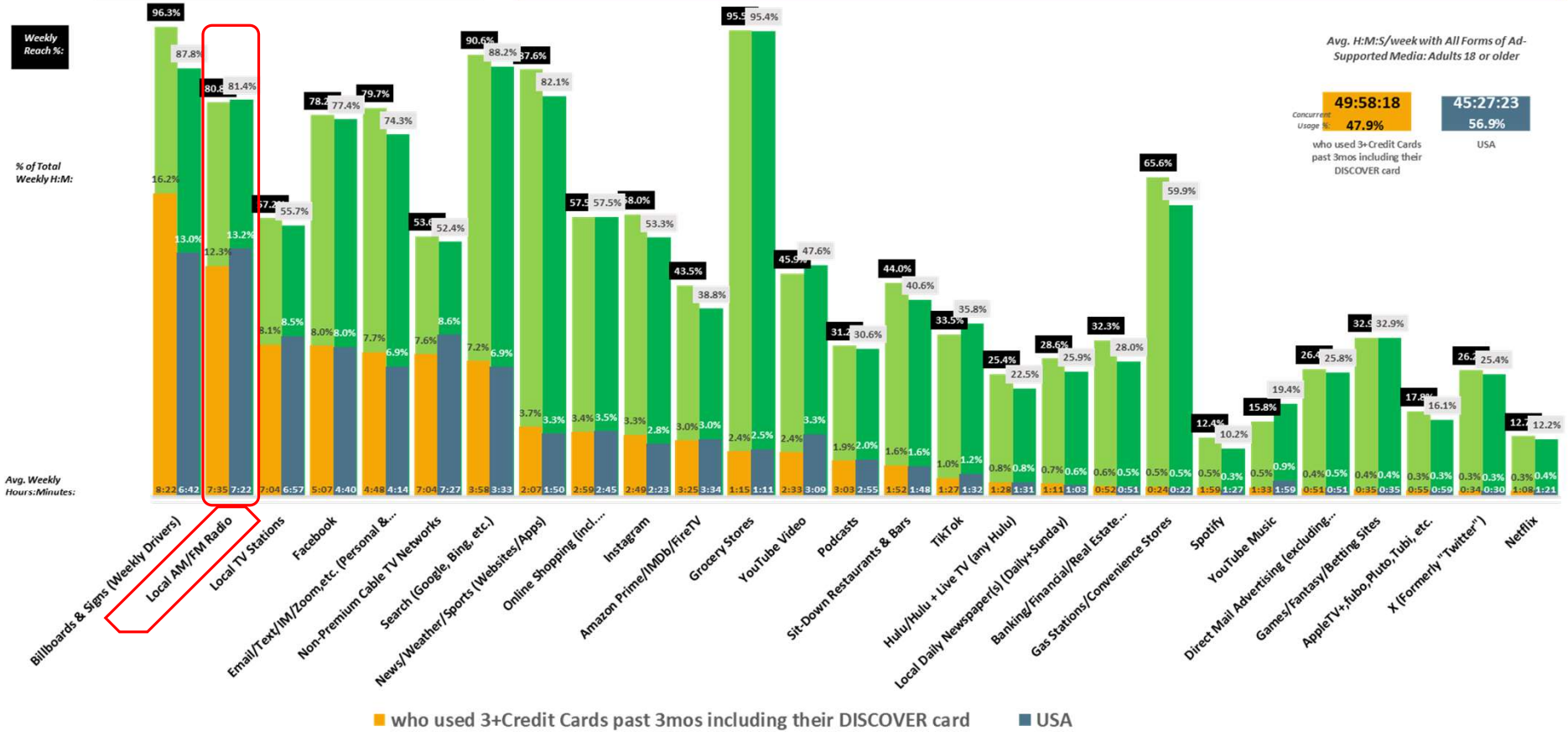
Hubbard BROADCASTING — Share of Everything for Anything ©

[((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



Adults 25 - 54 who used 3+Credit Cards past 3mos including their DISCOVER card spend an average of 2 days, 1 hours, 58 minutes and 18 seconds each week with All Forms of Ad-Supported Media.

80.8% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their DISCOVER card spend an avg. of 7 hours and 35 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.3% of total time spent with all forms of Ad-Supported Me



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448 USA Jan23-Feb24 USA Projection Qual Intab 9,480

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

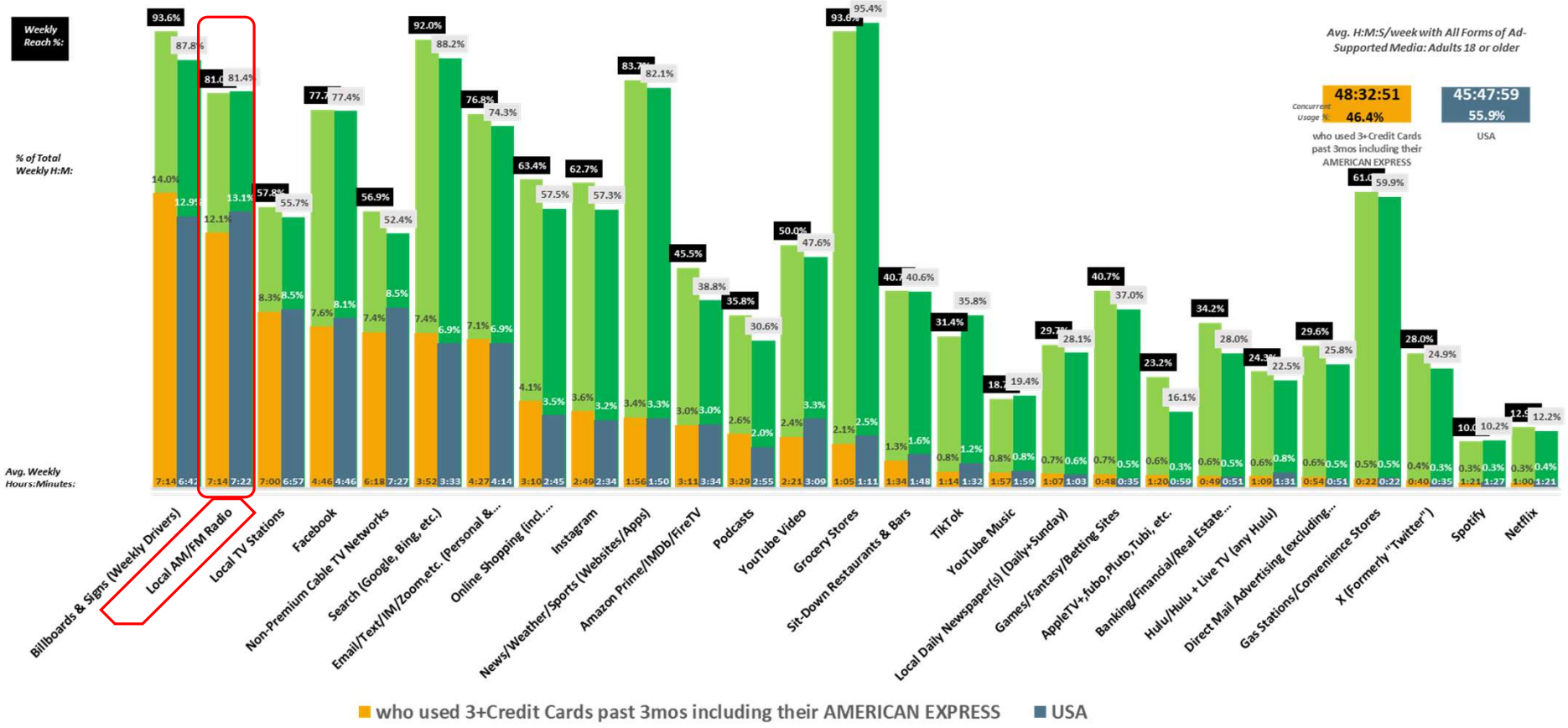
Hubbard BROADCASTING — Share of Everything for Anything ©

[((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



Adults 25 - 54 who used 3+Credit Cards past 3mos including their AMERICAN EXPRESS spend an average of 2 days, 0 hours, 32 minutes and 51 seconds each week with All Forms of Ad-Supported Media.

81.% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their AMERICAN EXPRESS spend an avg. of 7 hours and 14 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.1% of total time spent with all forms of Ad-Supported



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448 USA Jan23-Feb24 USA Projection Qual Intab 9,480

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

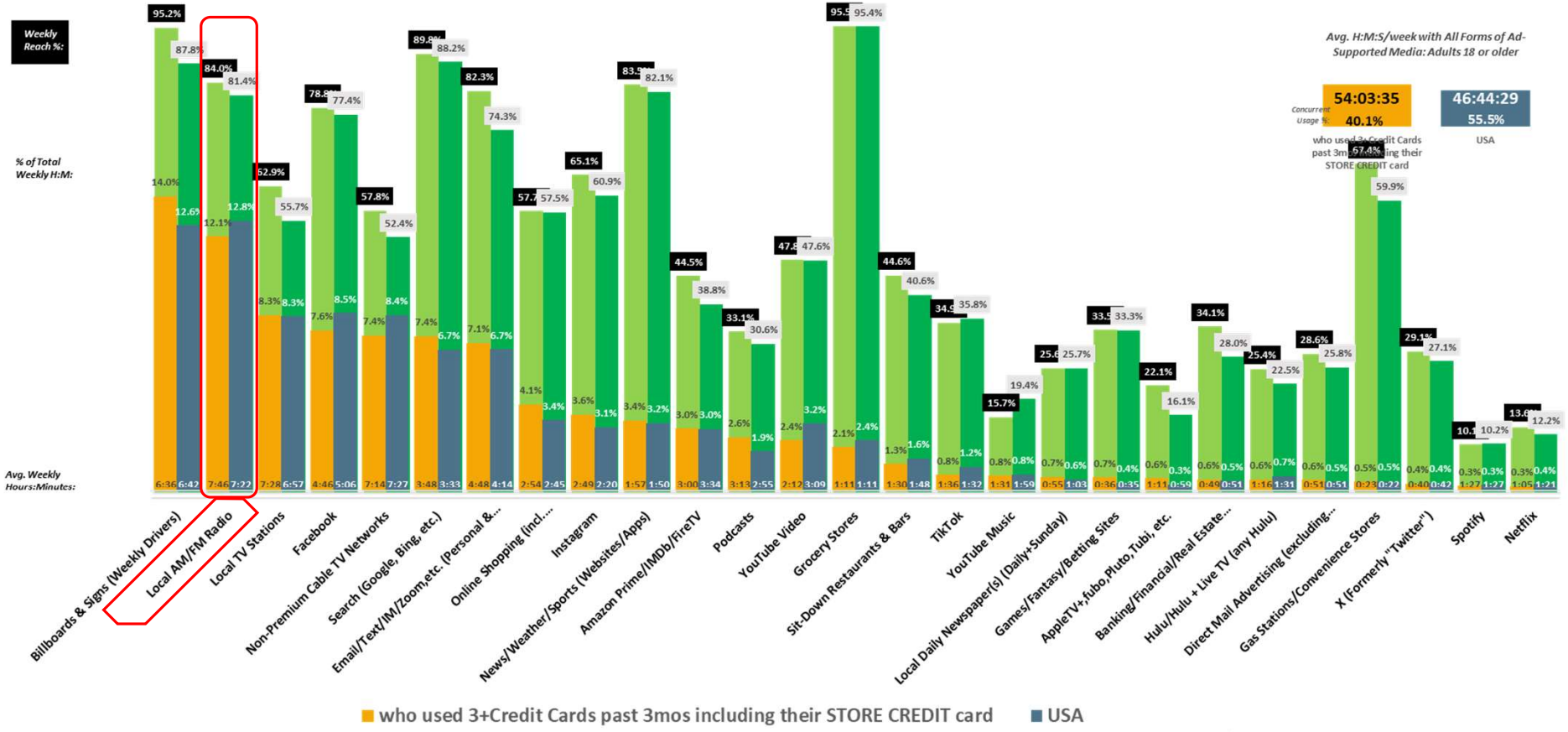
Hubbard BROADCASTING — Share of Everything for Anything ©

[((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



Adults 25 - 54 who used 3+Credit Cards past 3mos including their STORE CREDIT card spend an average of 2 days, 0 hours, 32 minutes and 51 seconds each week with All Forms of Ad-Supported Media.

84.% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their STORE CREDIT card spend an avg. of 7 hours and 46 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.1% of total time spent with all forms of Ad-Supported



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448 USA Jan23-Feb24 USA Projection Qual Intab 9,480

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

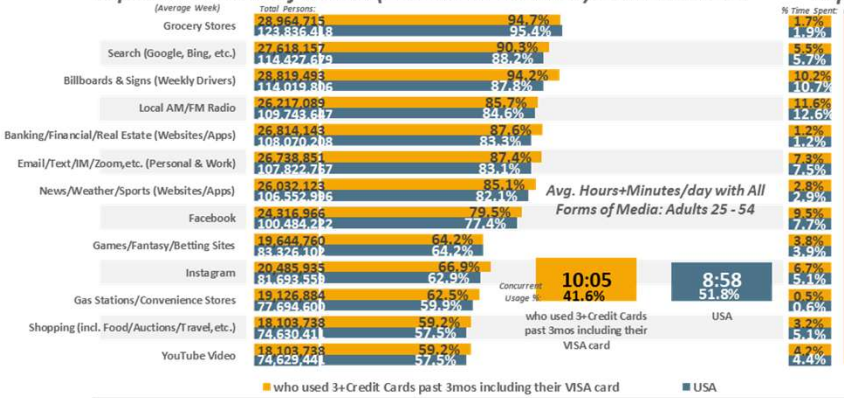
Hubbard BROADCASTING Share of Everything for Anything ©

[((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

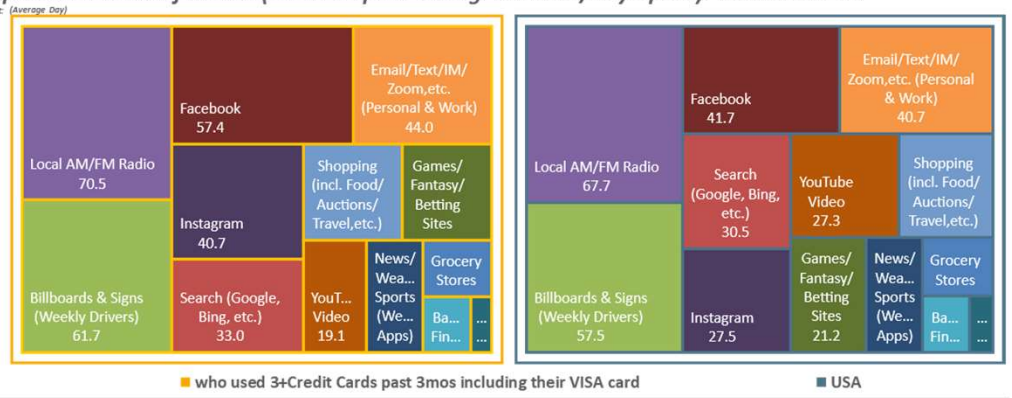


Adults 25 - 54 who used 3+Credit Cards past 3mos including their VISA card spend an average of 7 hours and 27 minutes each day with All Forms of Ad-Supported Media. 81.7% listen to Local AM/FM Radio for an avg. of 64.7 minutes/day.*(Local Radio delivers 11.8% of Time with Ad-Supported Media.)*

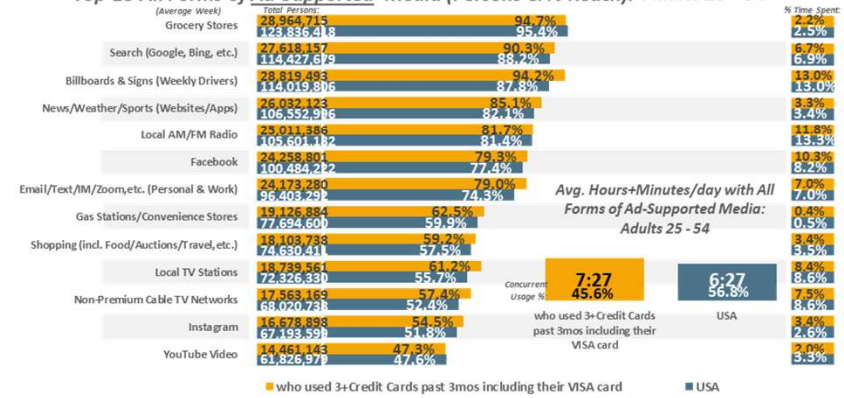
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



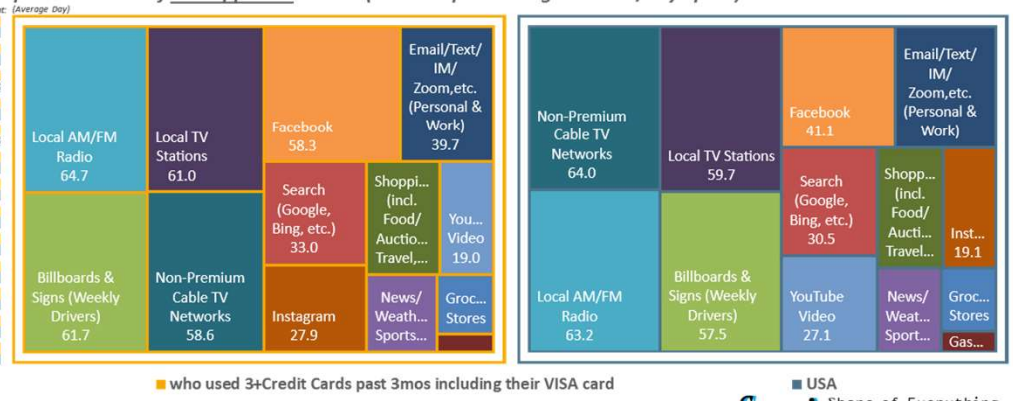
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

USA Jan23-Feb24 USA Projection Qual Intab 9,480

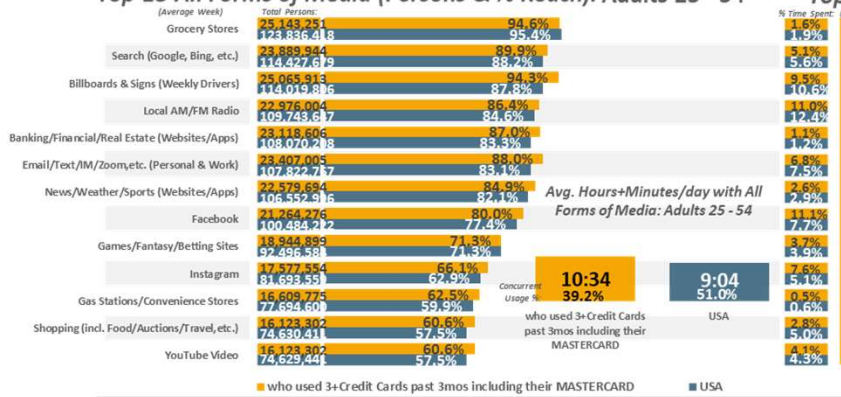
soefa.ai Share of Everything for Anything ©

[((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

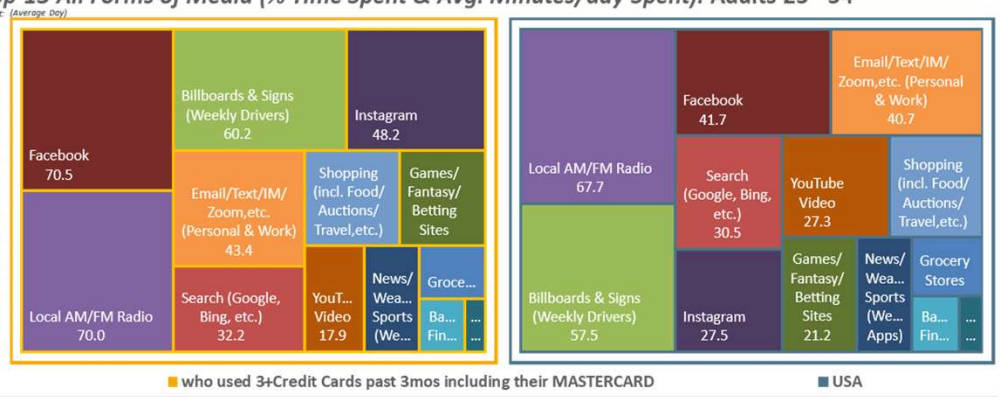


Adults 25 - 54 who used 3+Credit Cards past 3mos including their MASTERCARD spend an average of 7 hours and 44 minutes each day with All Forms of Ad-Supported Media. 82.4% listen to Local AM/FM Radio for an avg. of 64.3 minutes/day. *(Local Radio delivers 11.4% of Time with Ad-Supported Media.)*

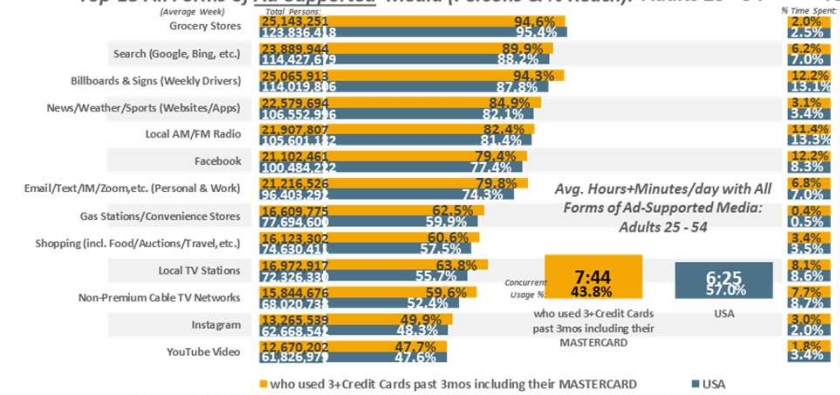
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



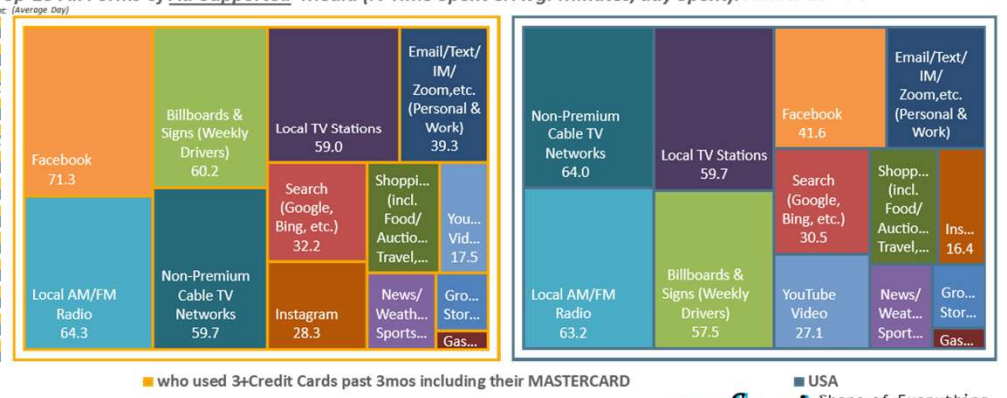
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *2,448*

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

USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

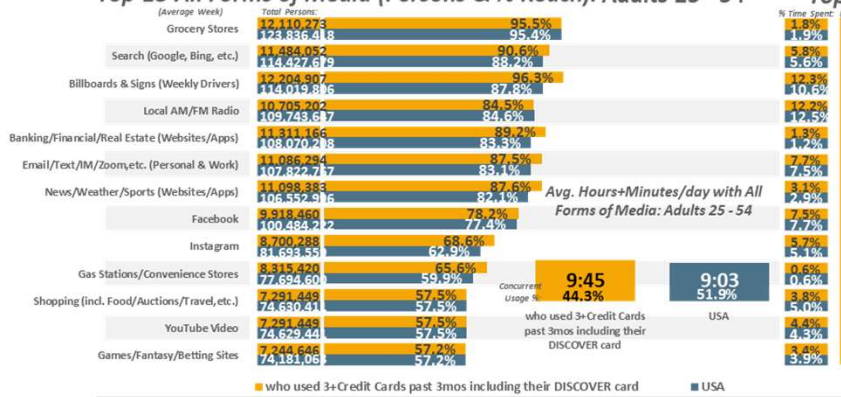
soefa.ai Share of Everything for Anything ©

[((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

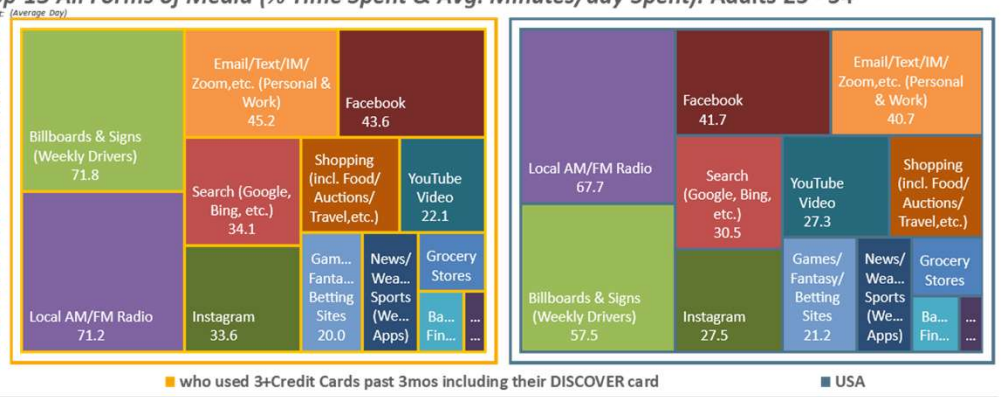


Adults 25 - 54 who used 3+Credit Cards past 3mos including their DISCOVER card spend an average of 7 hours and 8 minutes each day with All Forms of Ad-Supported Media. 80.8% listen to Local AM/FM Radio for an avg. of 65.1 minutes/day. *(Local Radio delivers 12.3% of Time with Ad-Supported Media.)*

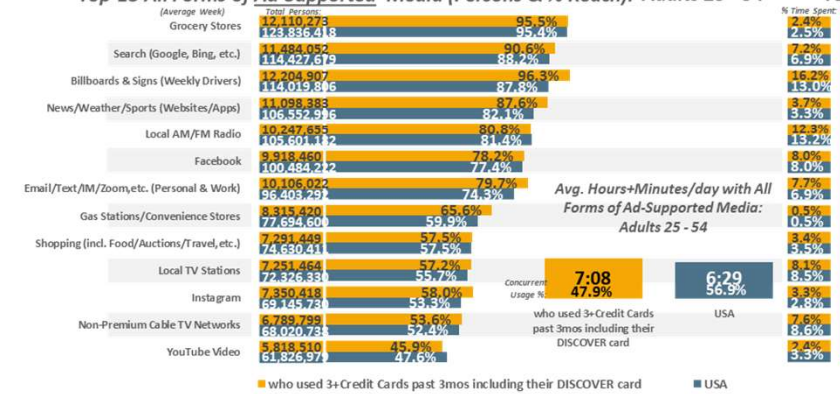
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



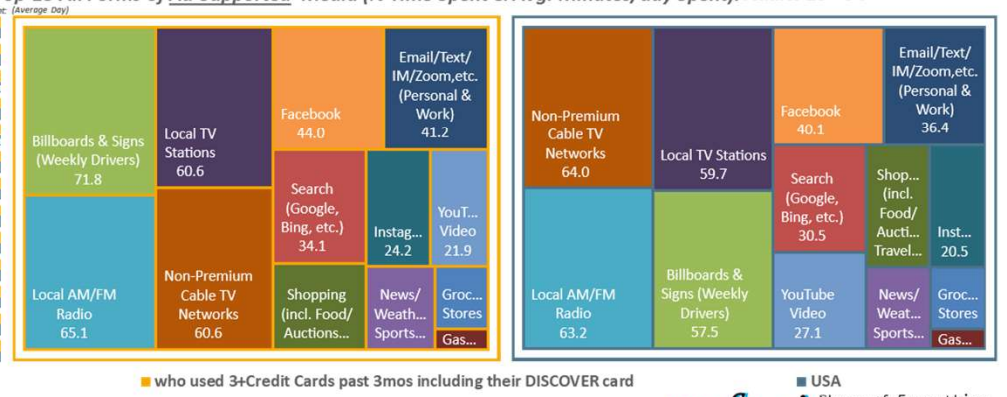
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *2,448*

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

USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

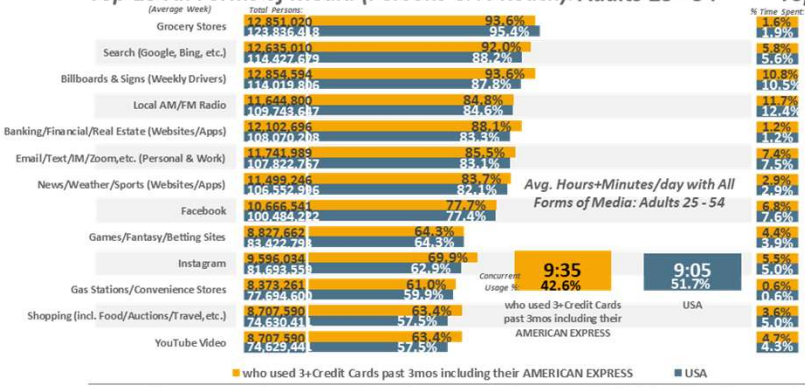
soefa.ai Share of Everything for Anything ©

[((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

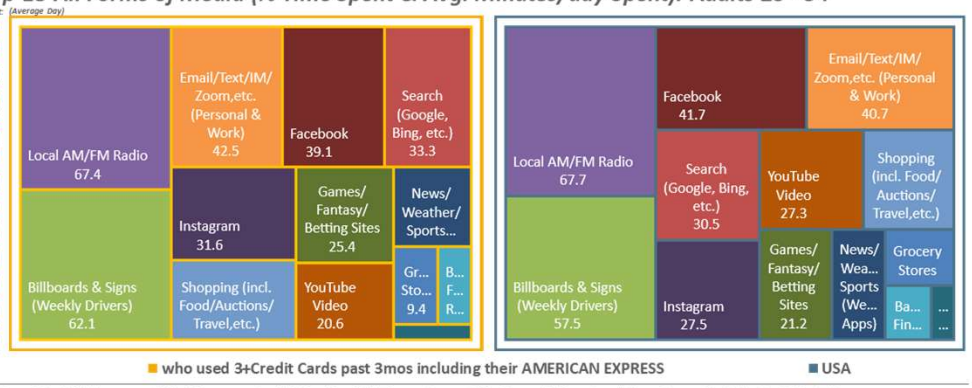


Adults 25 - 54 who used 3+Credit Cards past 3mos including their AMERICAN EXPRESS spend an average of 6 hours and 56 minutes each day with All Forms of Ad-Supported Media. 81.% listen to Local AM/FM Radio for an avg. of 62.1 minutes/day. *(Local Radio delivers 12.1% of Time with Ad-Supported Media.)*

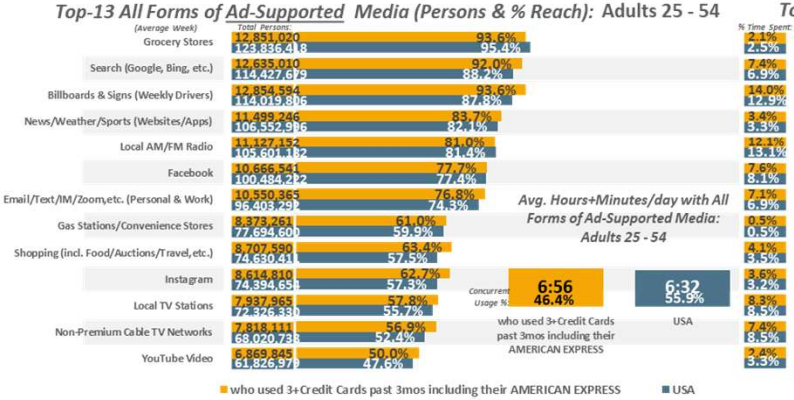
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



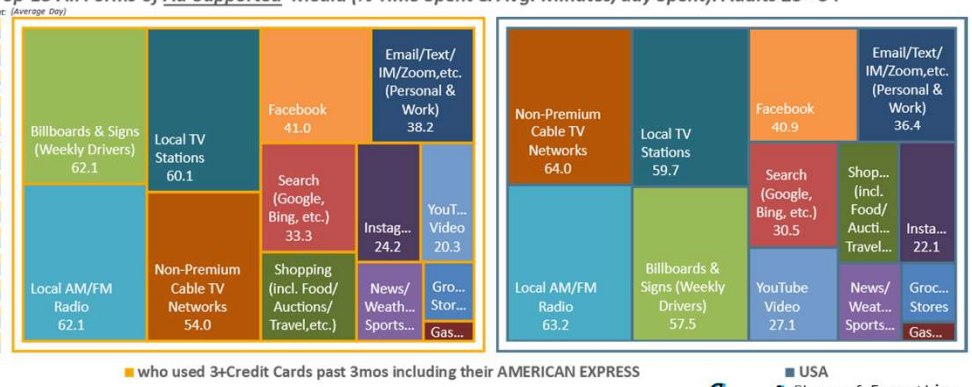
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *2,448*

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

USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

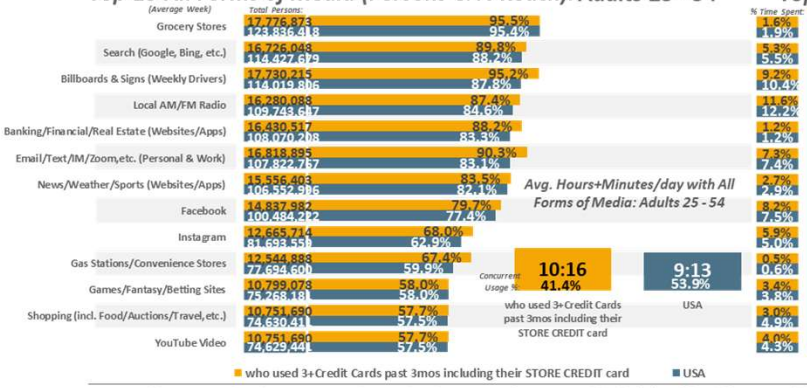
soefa.ai Share of Everything for Anything ©

[((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

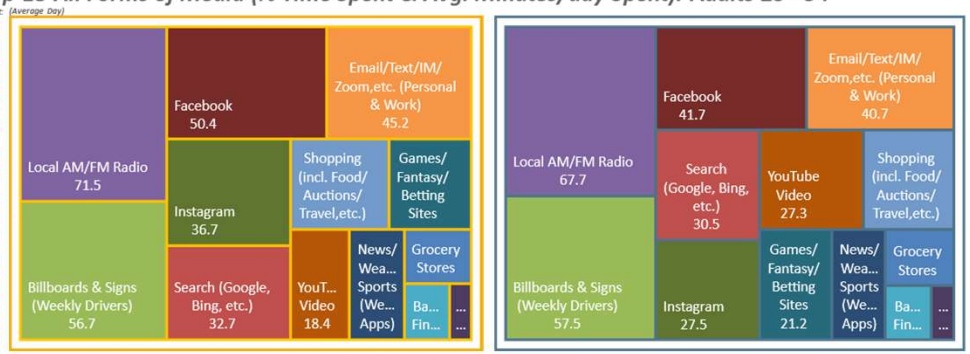


Adults 25 - 54 who used 3+Credit Cards past 3mos including their STORE CREDIT card spend an average of 6 hours and 56 minutes each day with All Forms of Ad-Supported Media. 84.% listen to Local AM/FM Radio for an avg. of 66.7 minutes/day. *(Local Radio delivers 12.1% of Time with Ad-Supported Media.)*

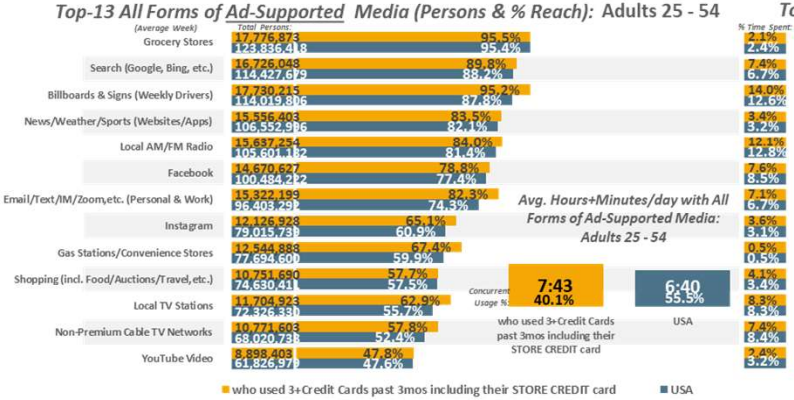
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



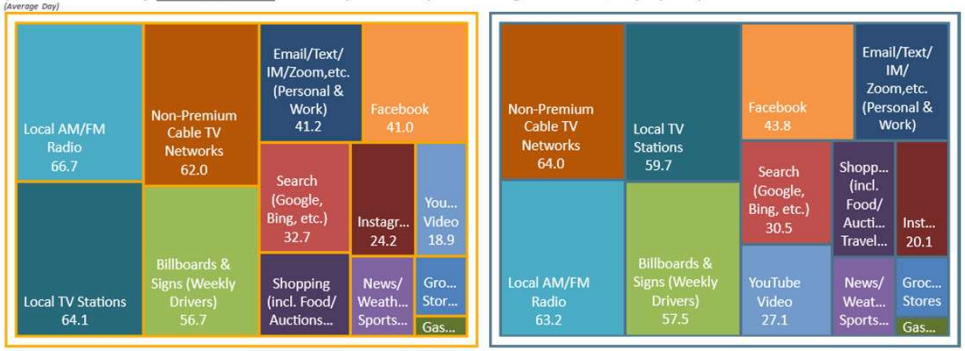
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *2,448*

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

USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

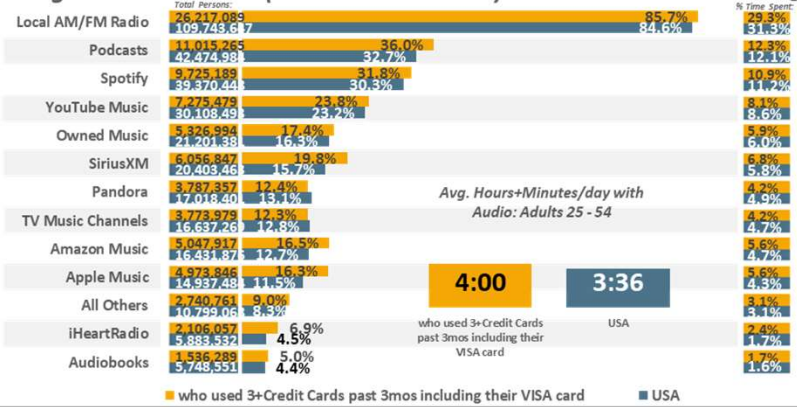
soefa.ai Share of Everything for Anything ©

[((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

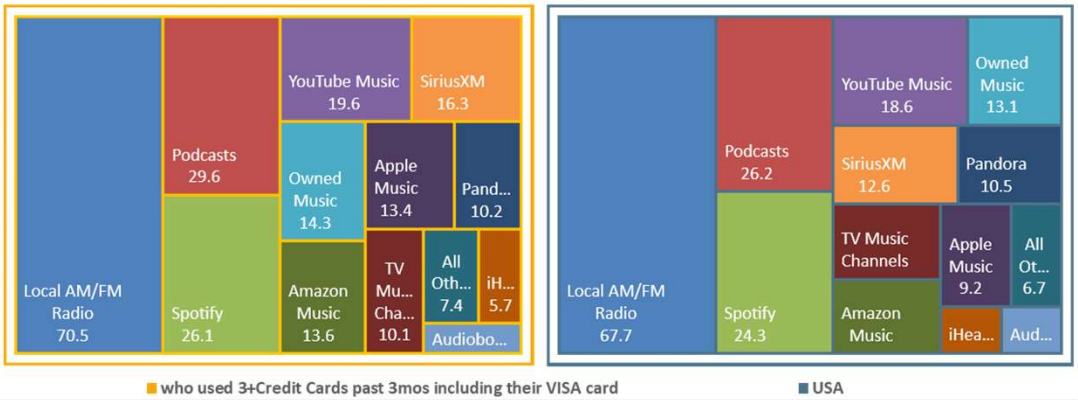


25,011,386 or 81.7% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their VISA card listen to Ad-Supported Local AM/FM Radio for an average of 64.7 minutes every day representing 37.9% of all time spent daily with Ad-Supported Audio.

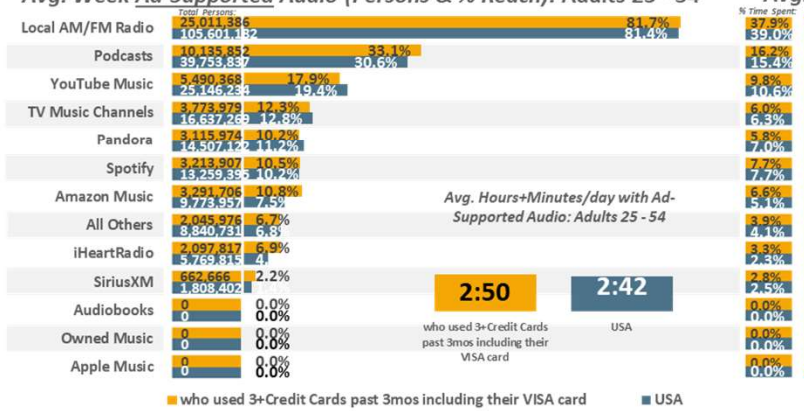
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



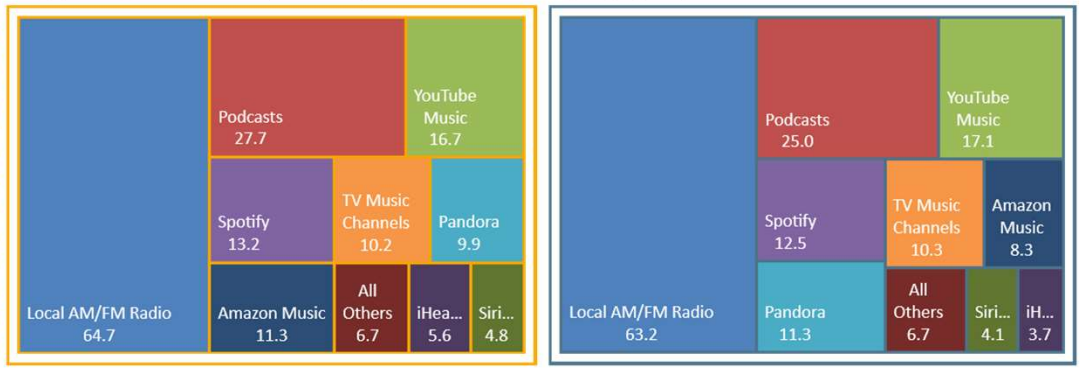
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

USA Jan23-Feb24 USA Projection Qual Intab 9,480

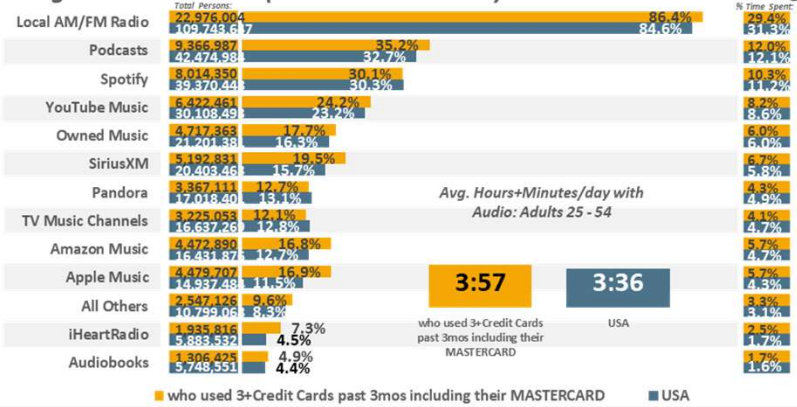
soefa.ai Share of Everything for Anything ©

[((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

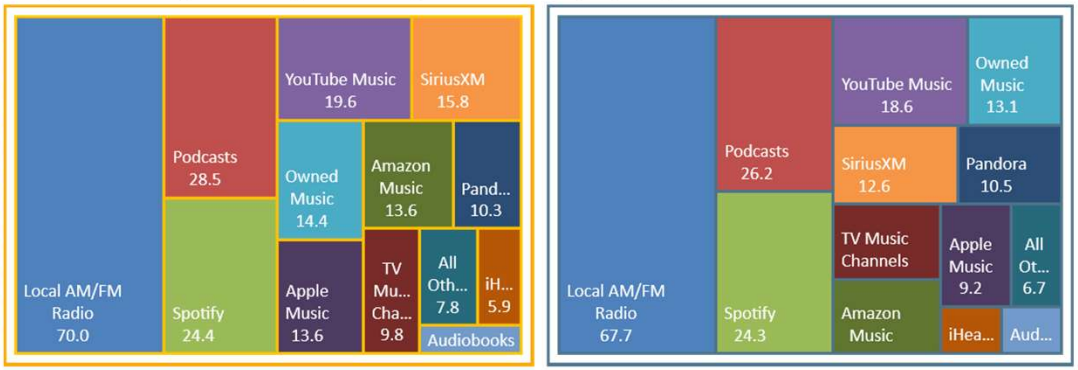


21,907,807 or 82.4% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their MASTERCARD listen to Ad-Supported Local AM/FM Radio for an average of 64.3 minutes every day representing 38.% of all time spent daily with Ad-Supported Audio.

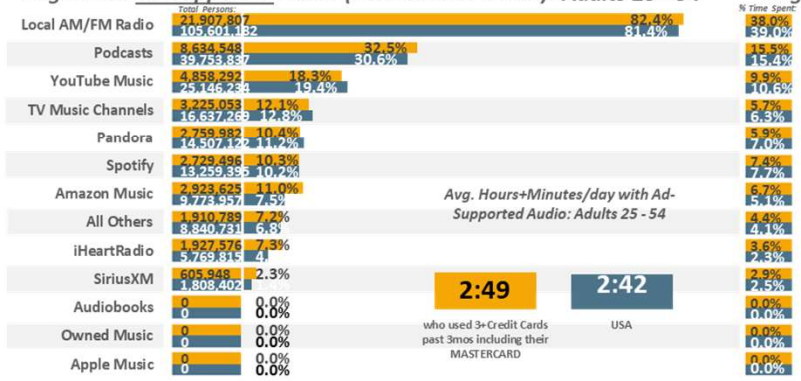
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



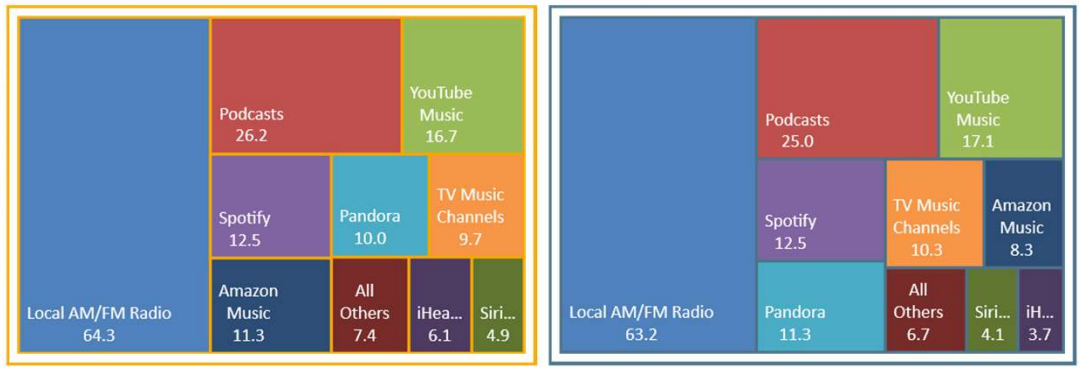
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

USA Jan23-Feb24 USA Projection Qual Intab 9,480

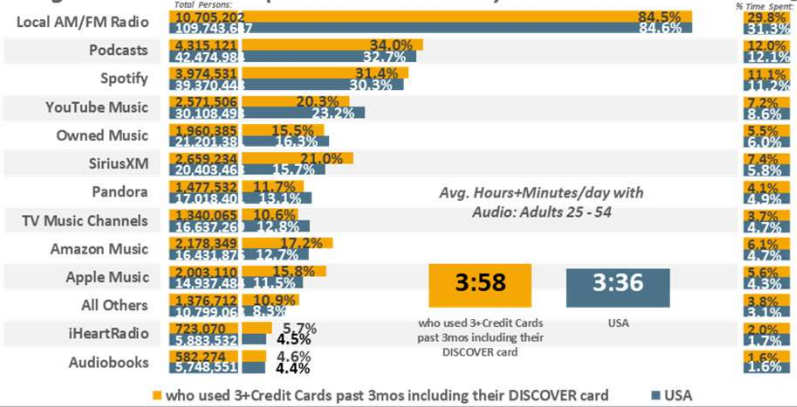
soefa.ai Share of Everything for Anything ©

[((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

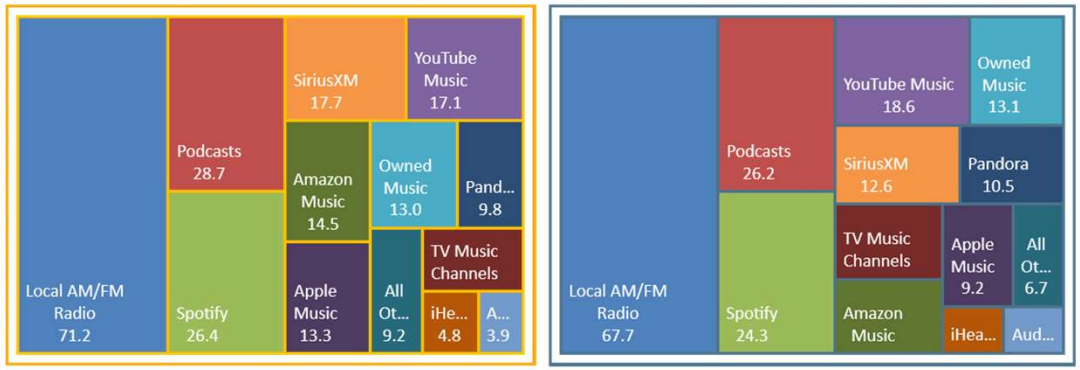


10,247,655 or 80.8% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their DISCOVER card listen to Ad-Supported Local AM/FM Radio for an average of 65.1 minutes every day representing 38.1% of all time spent daily with Ad-Supported Audio.

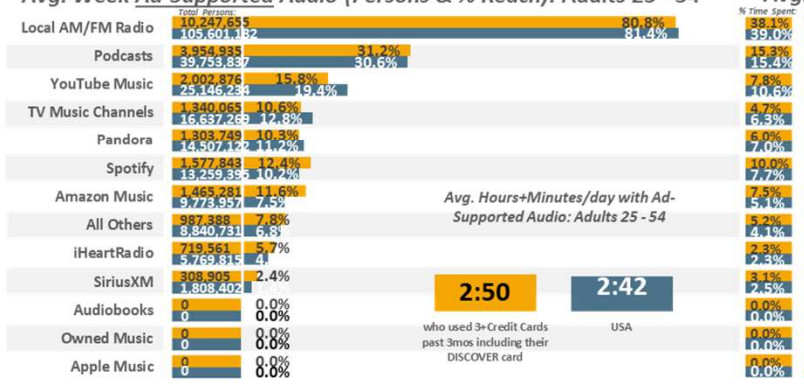
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



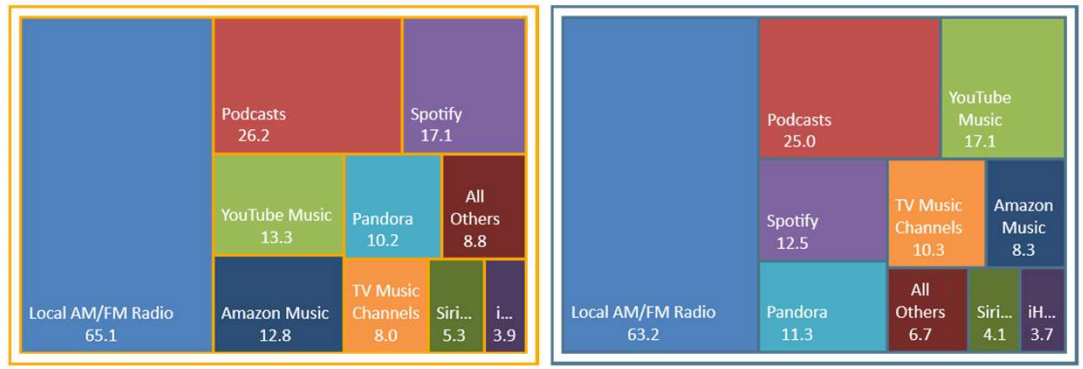
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

USA Jan23-Feb24 USA Projection Qual Intab 9,480

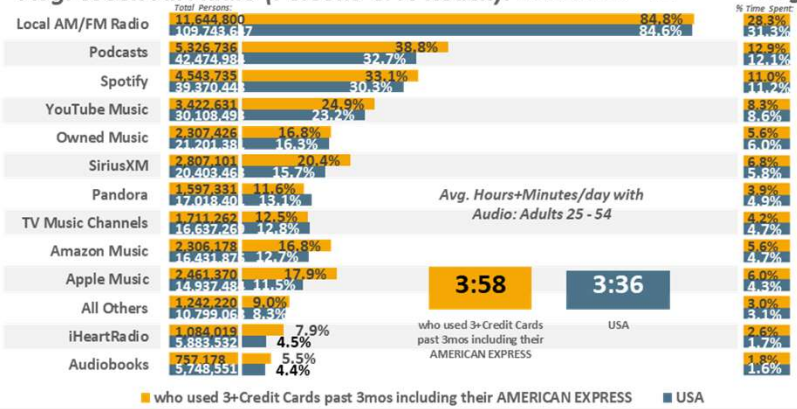
soefa.ai Share of Everything for Anything ©

[((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

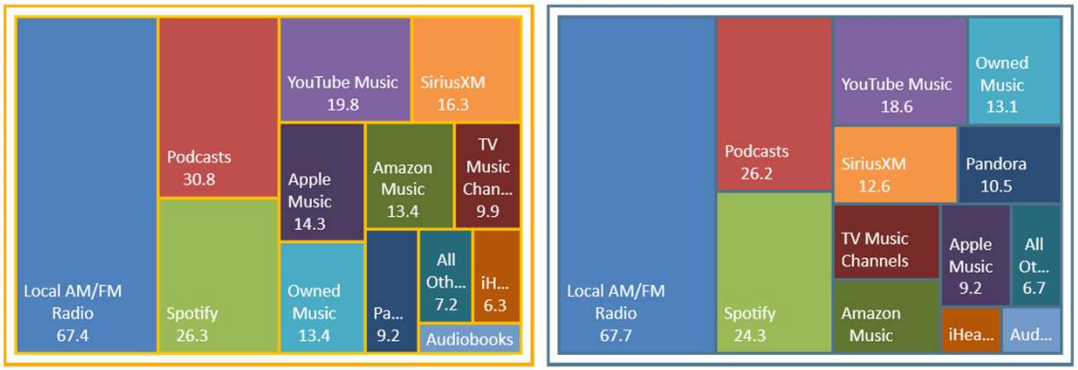


11,127,152 or 81.% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their AMERICAN EXPRESS listen to Ad-Supported Local AM/FM Radio for an average of 62.1 minutes every day representing 36.8% of all time spent daily with Ad-Supported Audio.

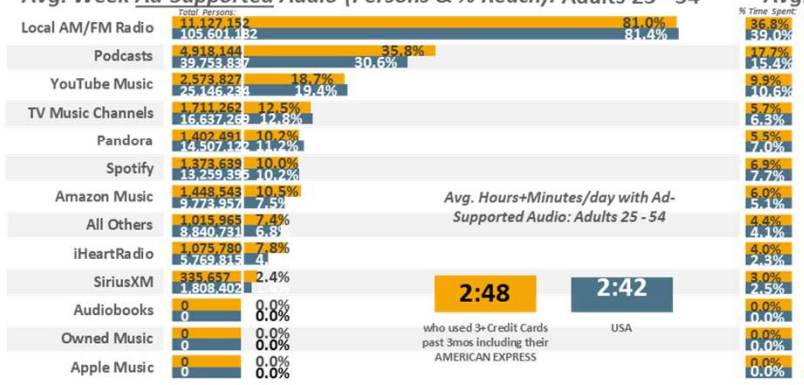
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



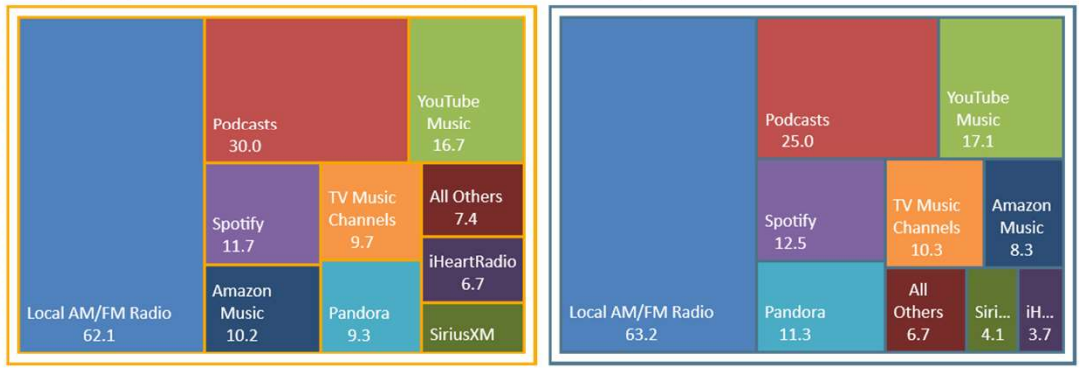
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

USA Jan23-Feb24 USA Projection Qual Intab 9,480

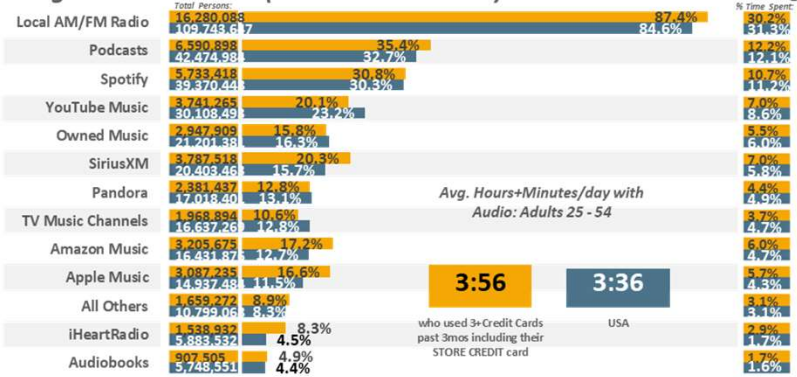
soefa.ai Share of Everything for Anything ©

[((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

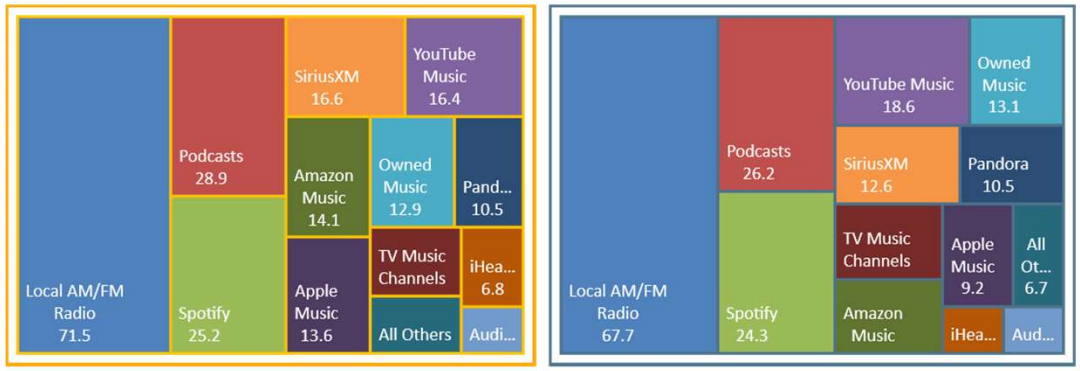


15,637,254 or 84.% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their STORE CREDIT card listen to Ad-Supported Local AM/FM Radio for an average of 66.7 minutes every day representing 39.7% of all time spent daily with Ad-Supported Audio.

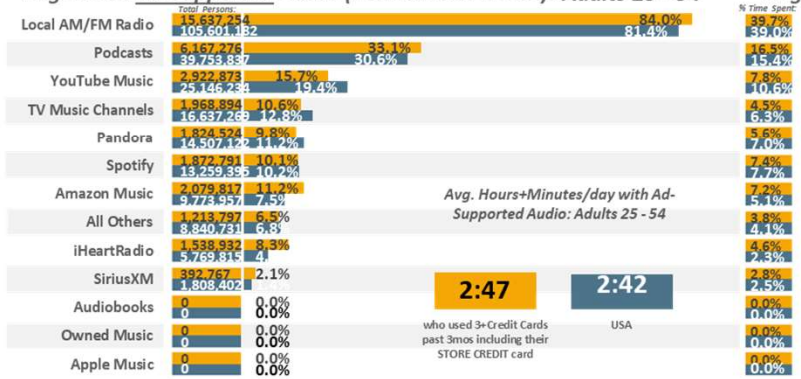
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



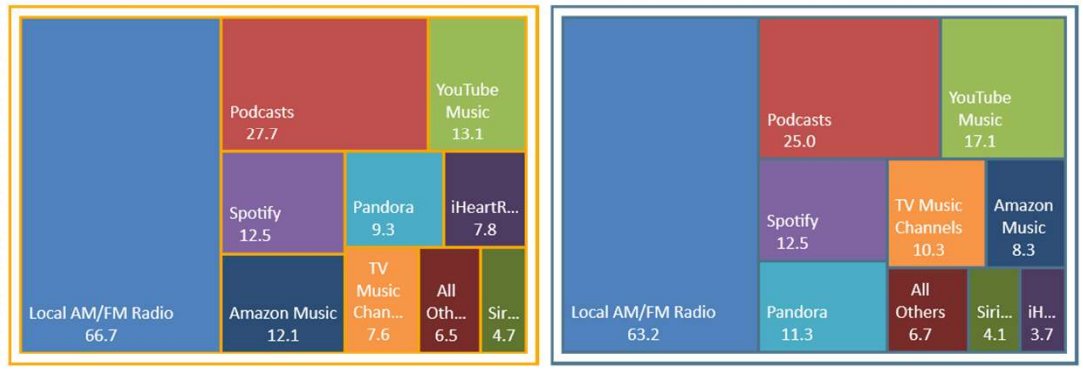
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

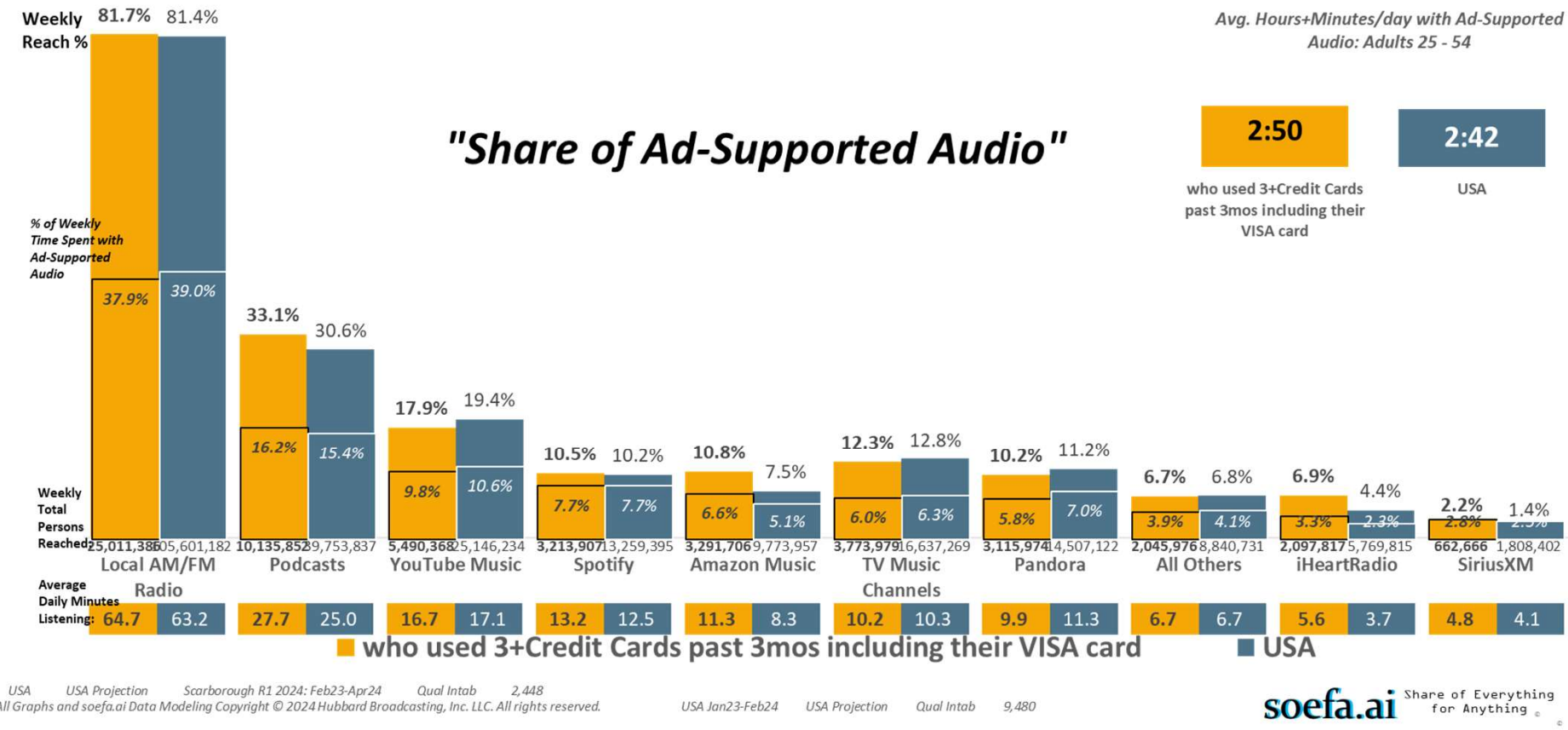
USA Jan23-Feb24 USA Projection Qual Intab 9,480

soefa.ai Share of Everything for Anything ©

[((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



25,011,386 or 81.7% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their VISA card listen to Ad-Supported Local AM/FM Radio for an average of 64.7 minutes every day representing 37.9% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

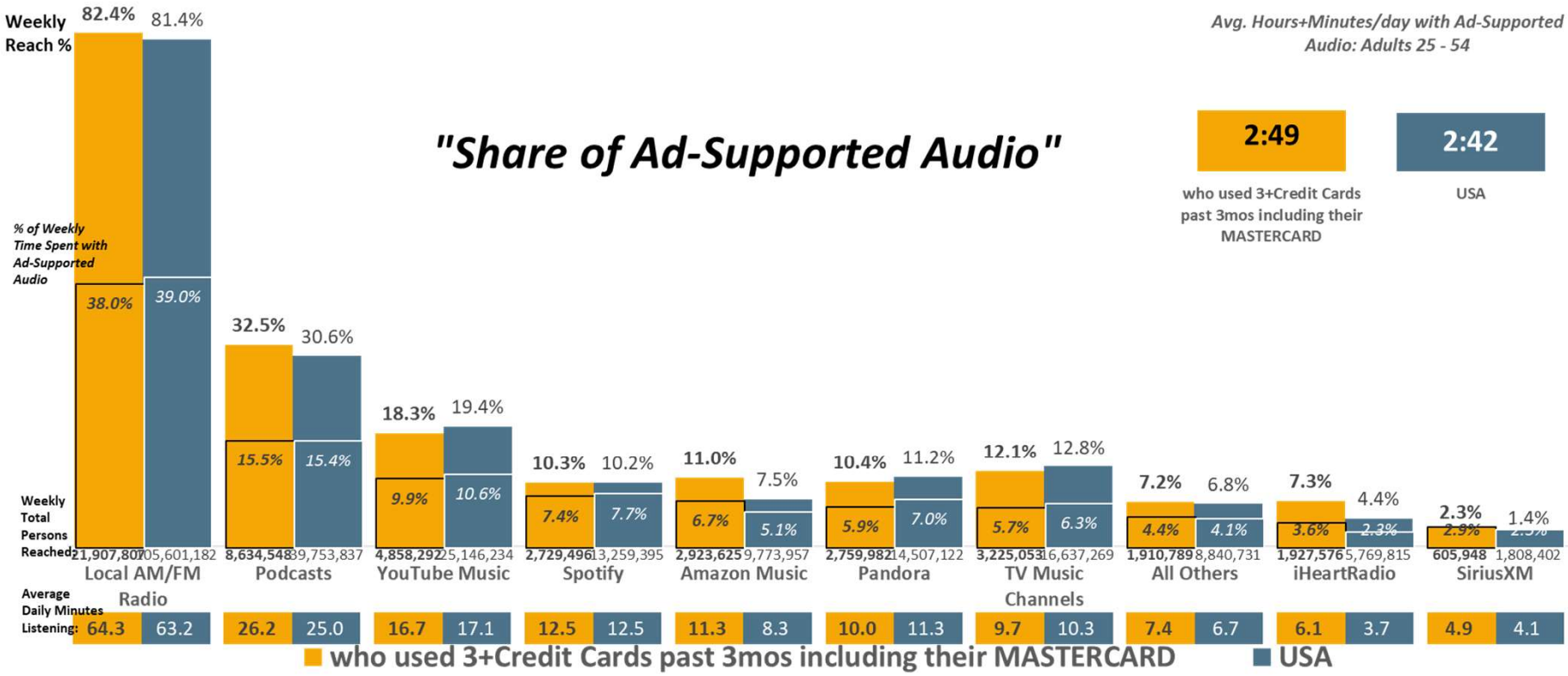
USA Jan23-Feb24 USA Projection Qual Intab 9,480

soefa.ai Share of Everything for Anything ©

[((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



21,907,807 or 82.4% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their MASTERCARD listen to Ad-Supported Local AM/FM Radio for an average of 64.3 minutes every day representing 38.% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

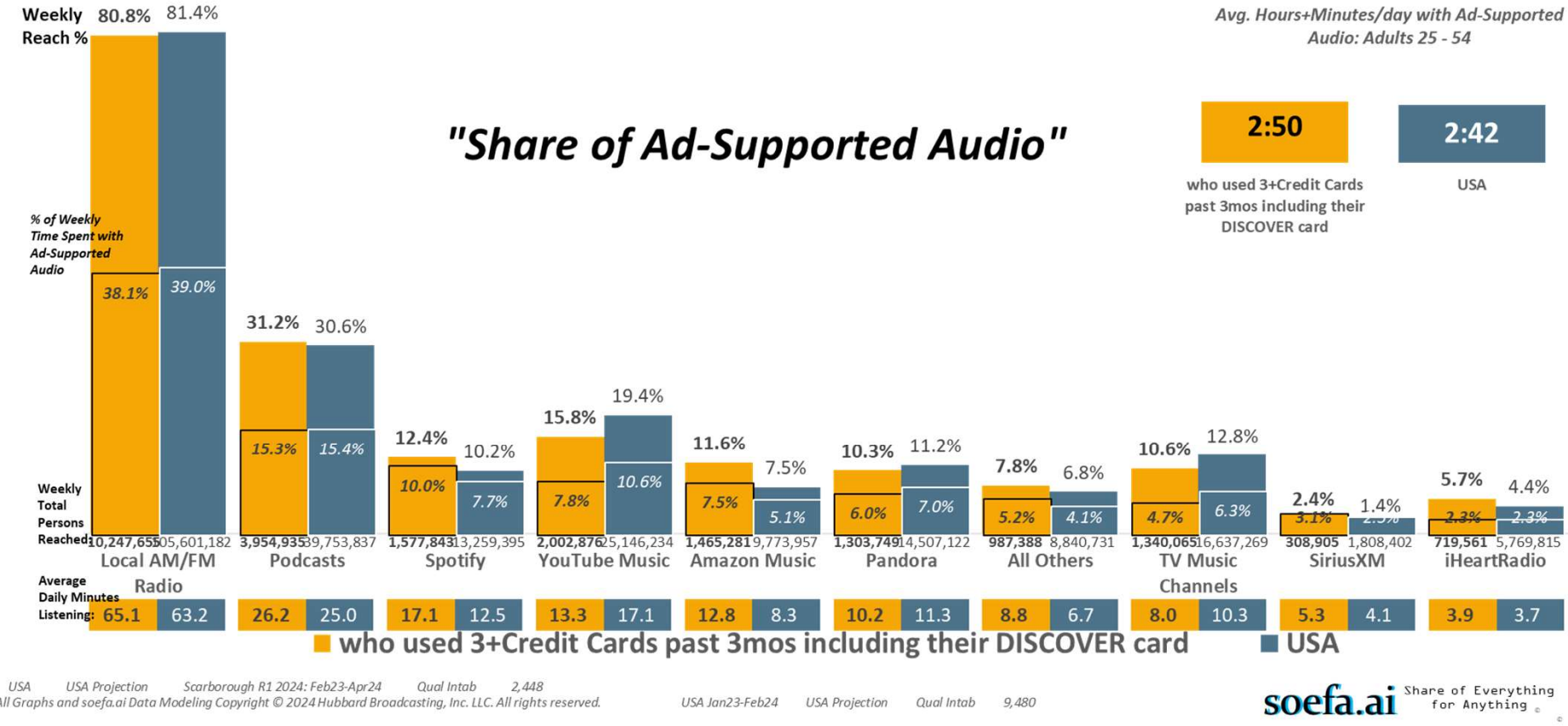
USA Jan23-Feb24 USA Projection Qual Intab 9,480

soefa.ai Share of Everything for Anything ©

[((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



10,247,655 or 80.8% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their DISCOVER card listen to Ad-Supported Local AM/FM Radio for an average of 65.1 minutes every day representing 38.1% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

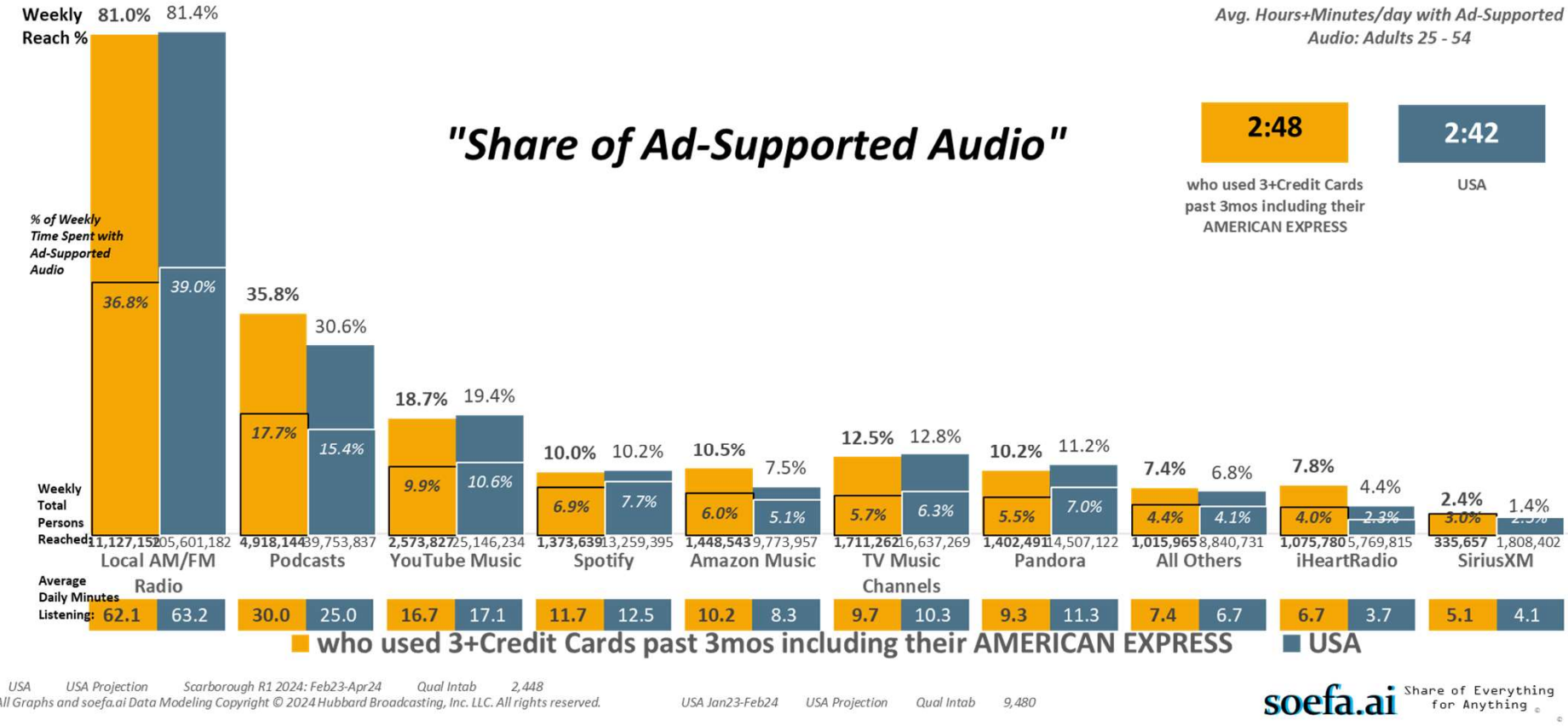
USA Jan23-Feb24 USA Projection Qual Intab 9,480

soefa.ai Share of Everything for Anything ©

[((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



11,127,152 or 81.% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their AMERICAN EXPRESS listen to Ad-Supported Local AM/FM Radio for an average of 62.1 minutes every day representing 36.8% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

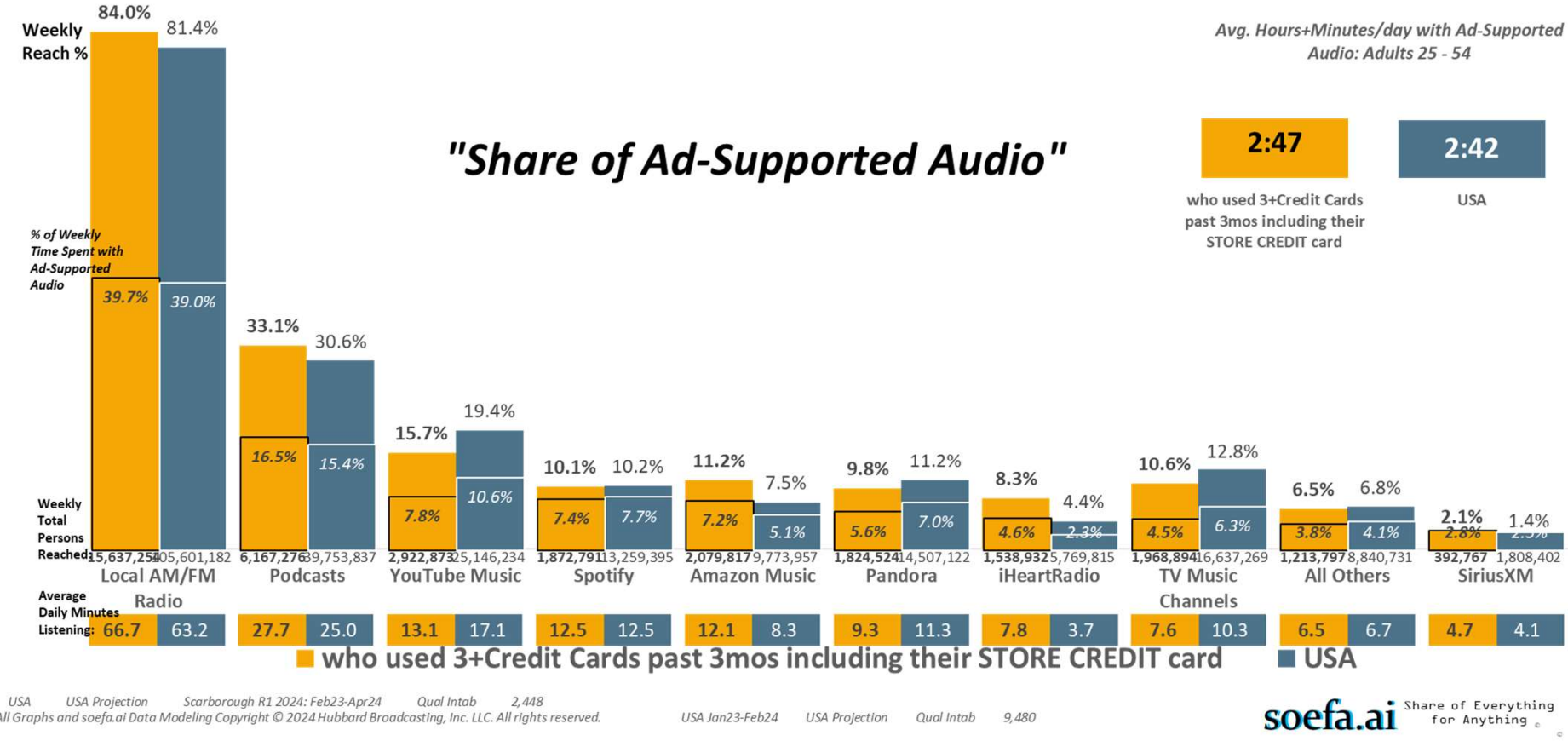
USA Jan23-Feb24 USA Projection Qual Intab 9,480

soefa.ai Share of Everything for Anything ©

[((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



15,637,254 or 84.% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their STORE CREDIT card listen to Ad-Supported Local AM/FM Radio for an average of 66.7 minutes every day representing 39.7% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

USA Jan23-Feb24 USA Projection Qual Intab 9,480

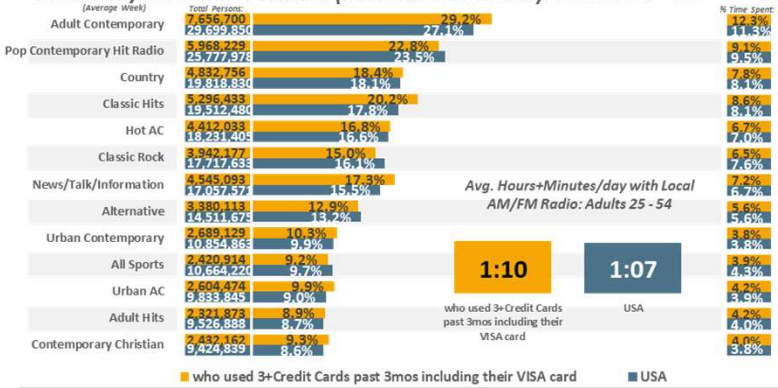
soefa.ai Share of Everything for Anything ©

[((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

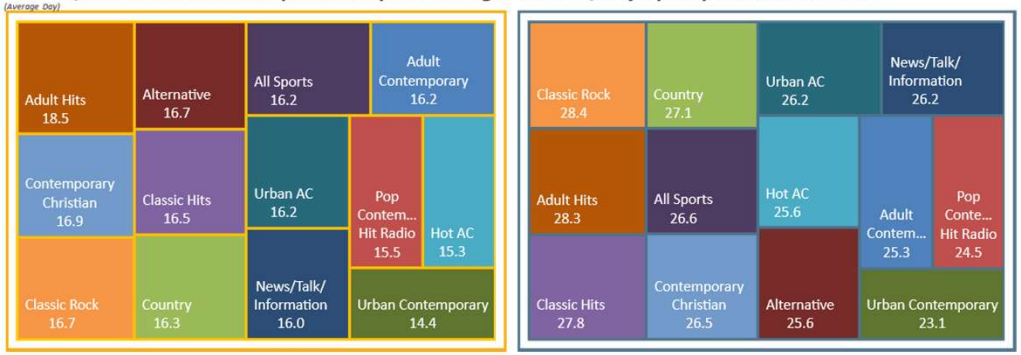


25,011,386 or 81.7% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their VISA card listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Hot AC.

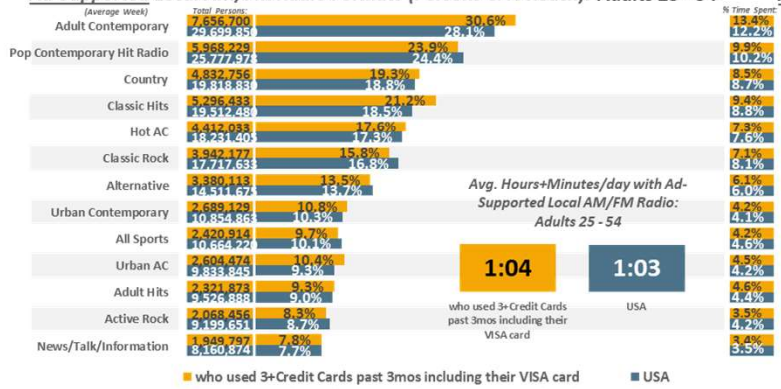
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



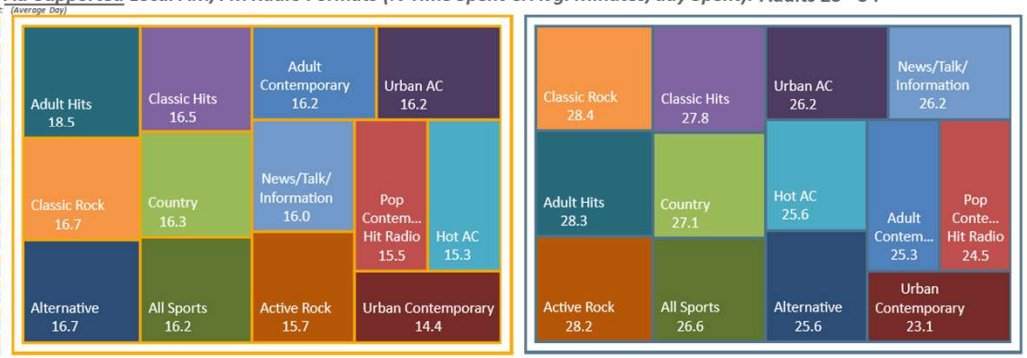
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

USA Jan23-Feb24 USA Projection Qual Intab 9,480

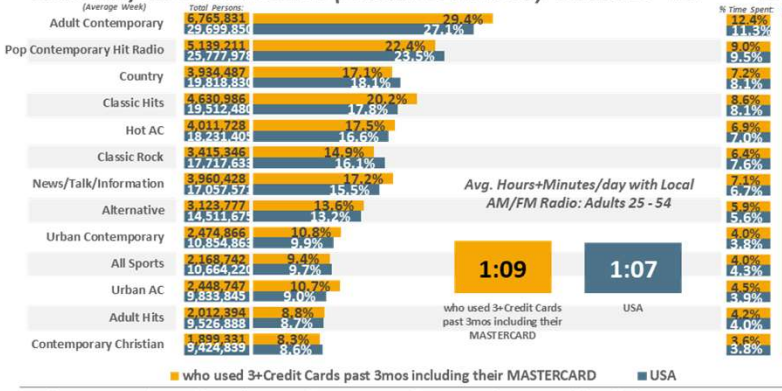
soefa.ai Share of Everything for Anything ©

[((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

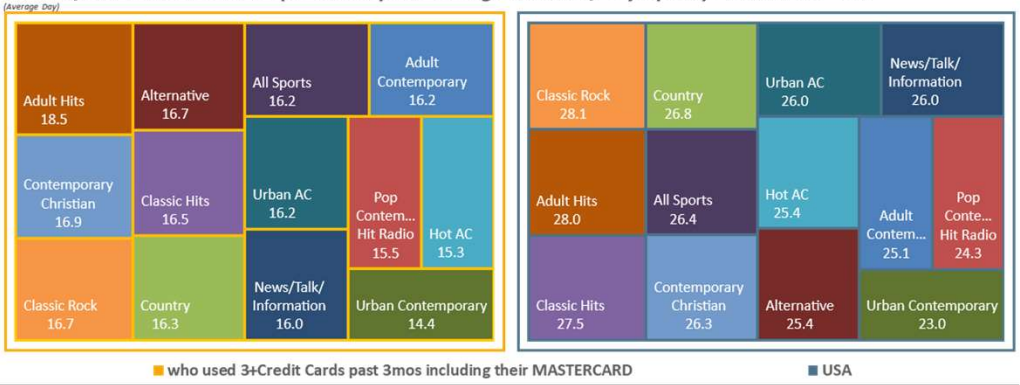


21,907,807 or 82.4% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their MASTERCARD listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Hot AC, and Country.

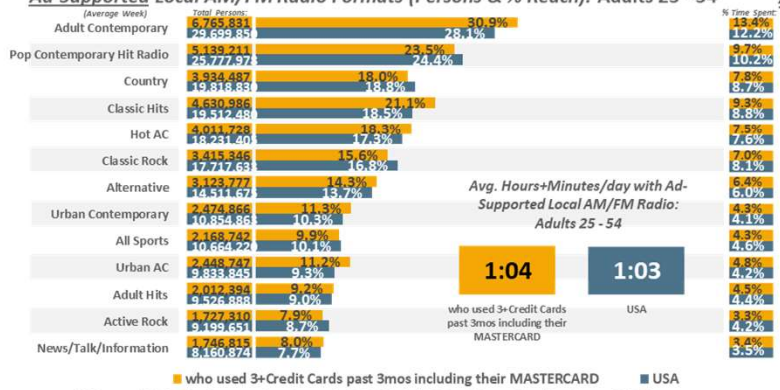
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



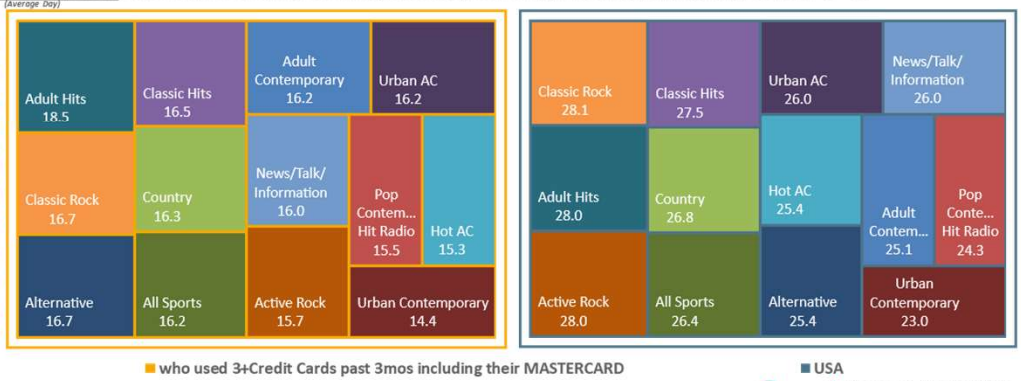
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

USA Jan23-Feb24 USA Projection Qual Intab 9,480

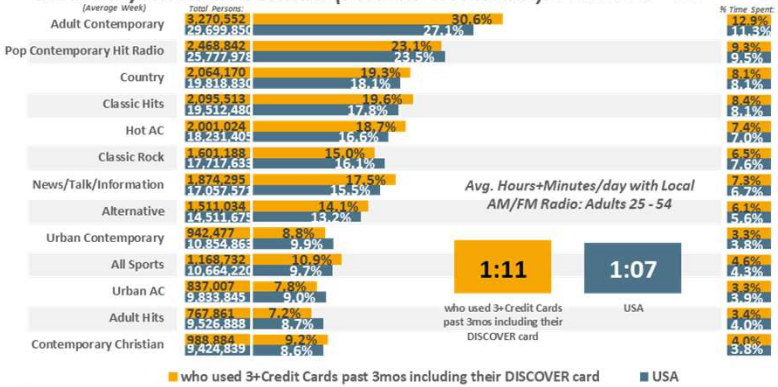
soefa.ai Share of Everything for Anything

[((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

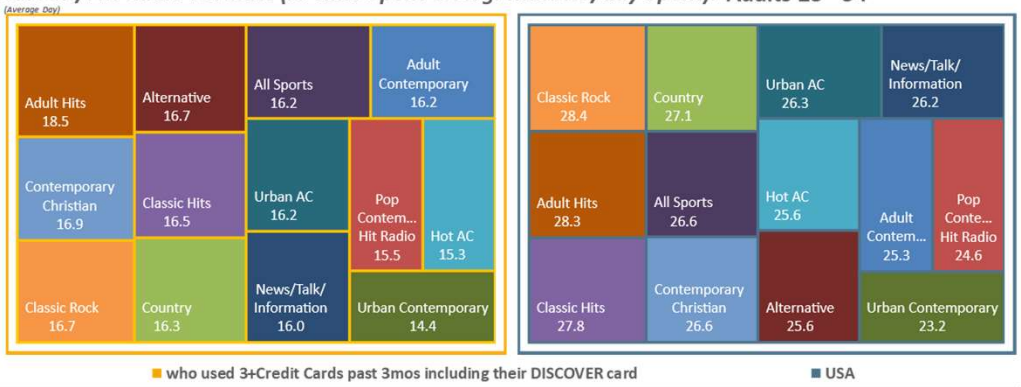


10,247,655 or 80.8% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their DISCOVER card listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Hot AC.

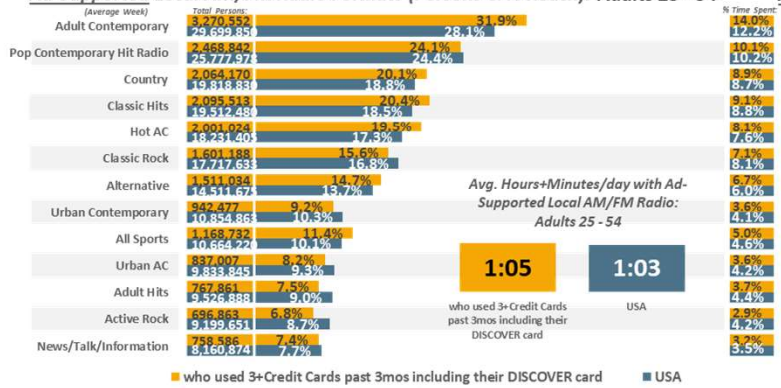
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



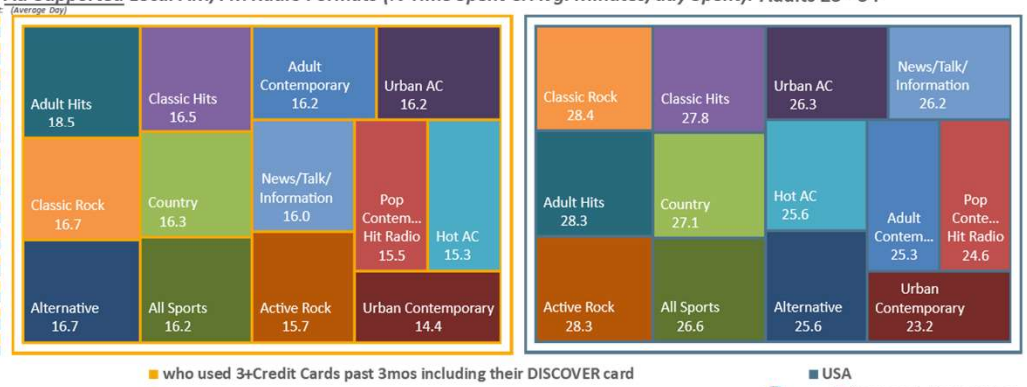
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

USA Jan23-Feb24 USA Projection Qual Intab 9,480

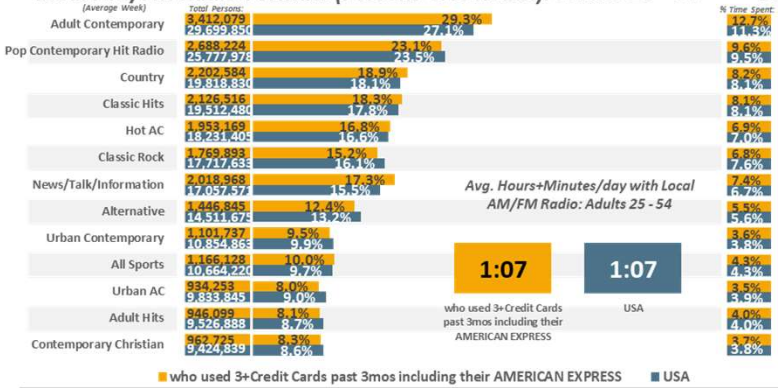
soefa.ai Share of Everything for Anything ©

[((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

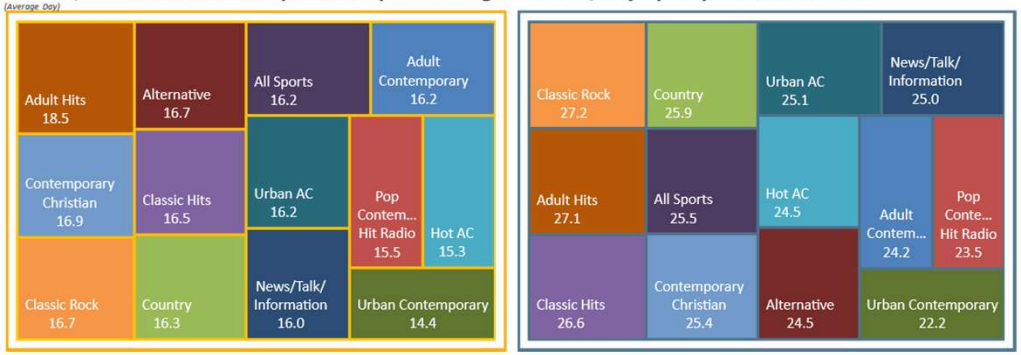


11,127,152 or 81.% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their AMERICAN EXPRESS listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Hits, and Hot AC.

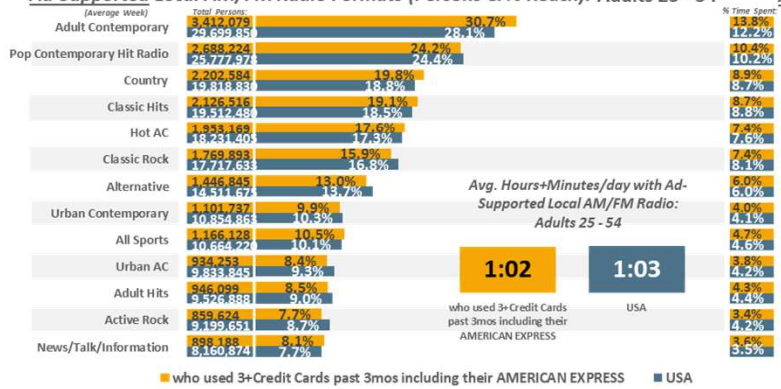
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



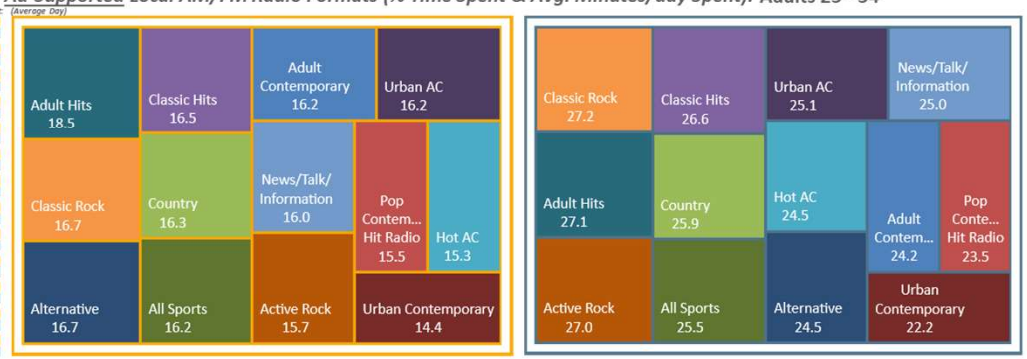
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

USA Jan23-Feb24 USA Projection Qual Intab 9,480

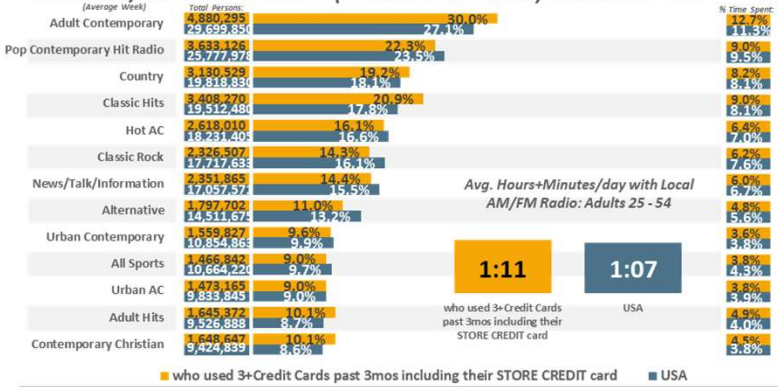
soefa.ai Share of Everything for Anything ©

[((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

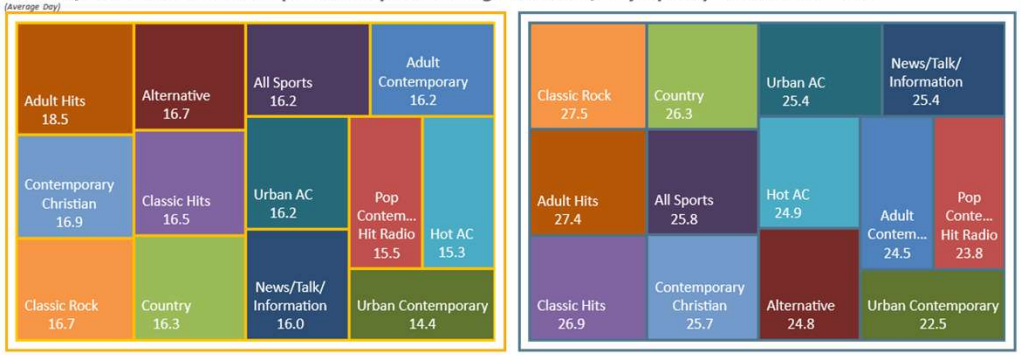


15,637,254 or 84.% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their STORE CREDIT card listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Hot AC.

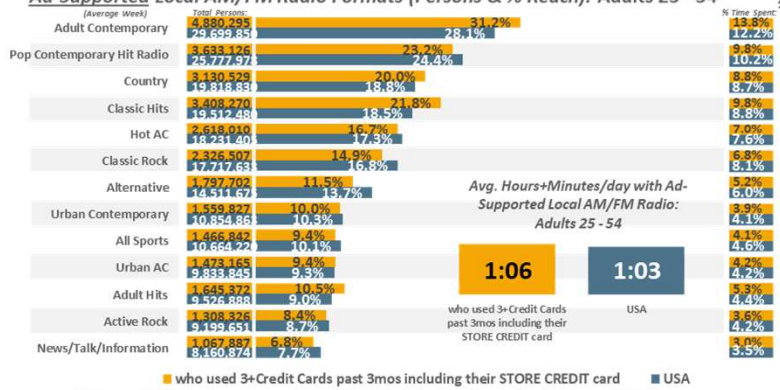
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



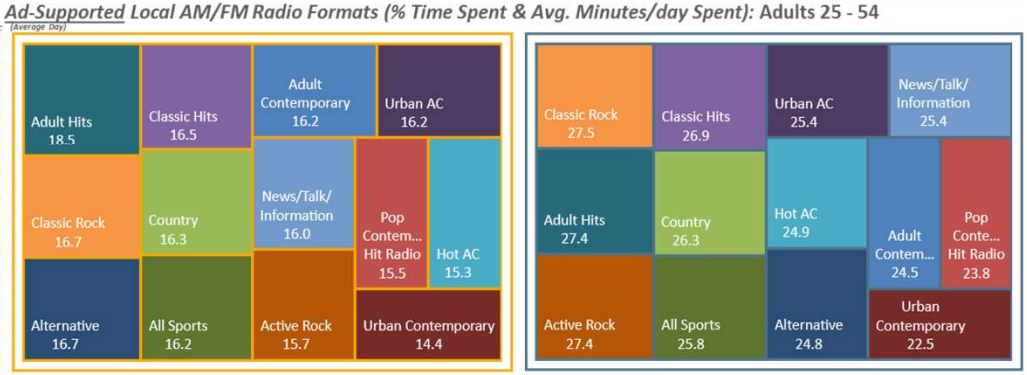
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

USA Jan23-Feb24 USA Projection Qual Intab 9,480

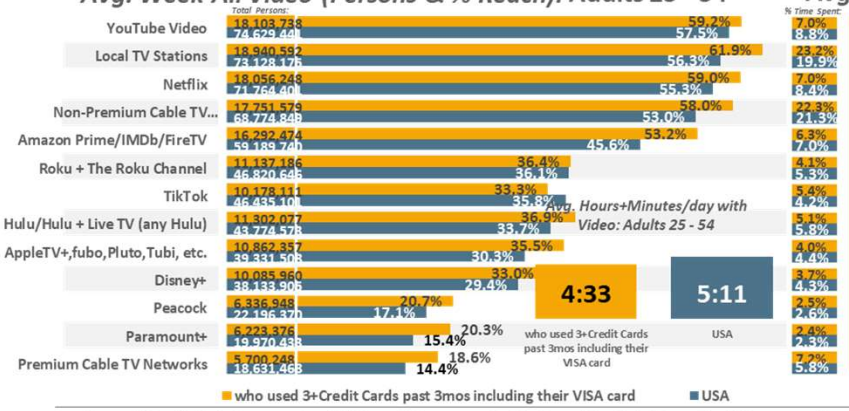
soefa.ai Share of Everything for Anything

[((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

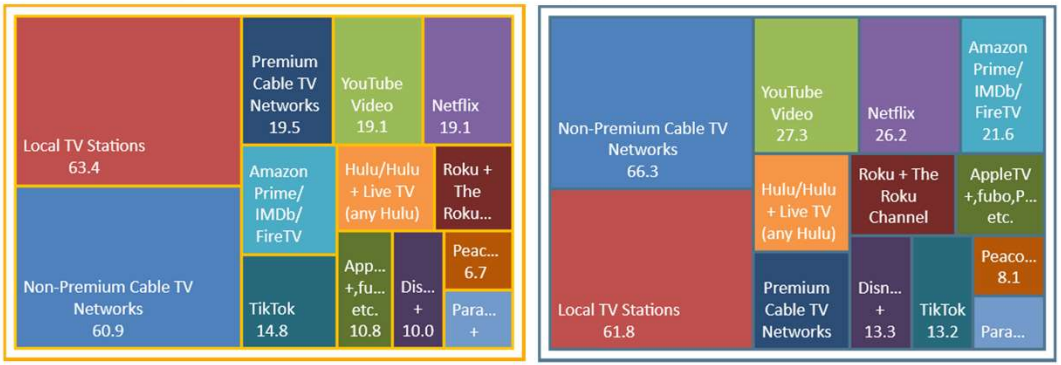


18,739,561 or 61.2% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their VISA card watch Ad-Supported Local TV Stations for an average of 61. minutes every day representing 27.3% of all time spent daily with Ad-Supported Video.

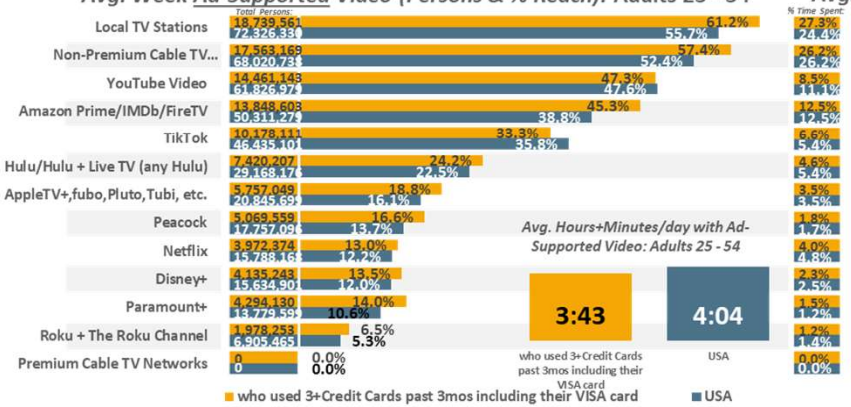
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



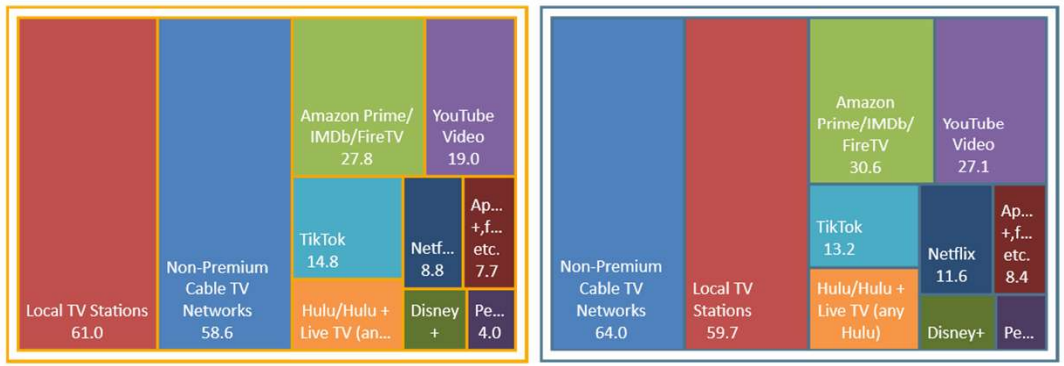
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

USA Jan23-Feb24 USA Projection Qual Intab 9,480

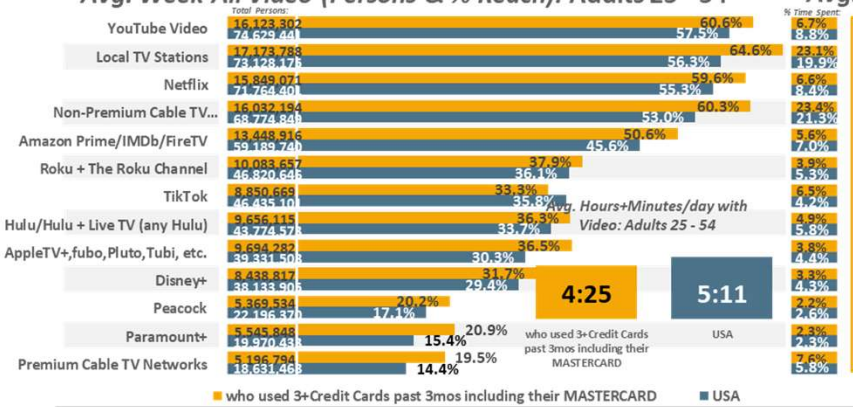
soefa.ai Share of Everything for Anything ©

[((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

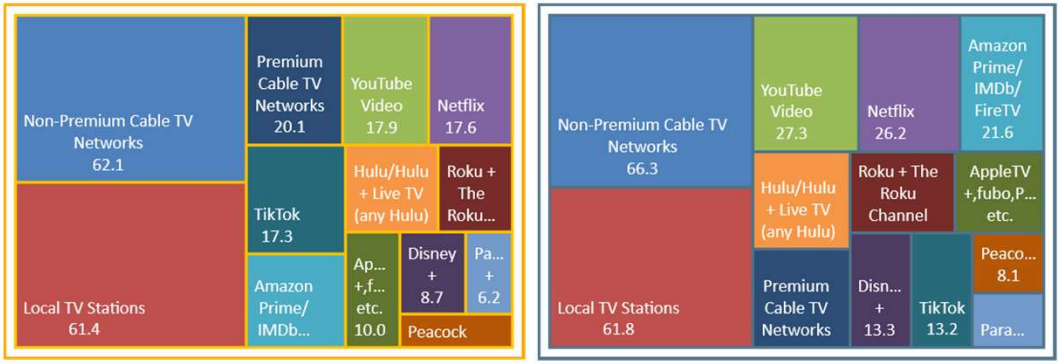


16,972,917 or 63.8% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their MASTERCARD watch Ad-Supported Local TV Stations for an average of 59. minutes every day representing 27.% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 - 54

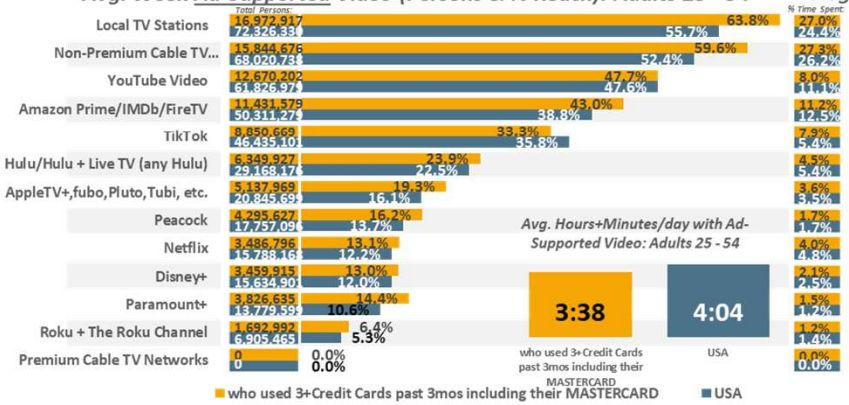


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

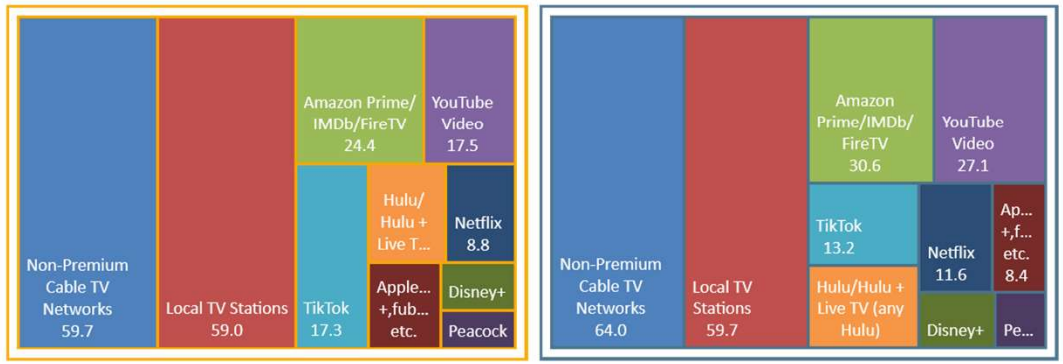


■ who used 3+Credit Cards past 3mos including their MASTERCARD ■ USA

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

USA Jan23-Feb24 USA Projection Qual Intab 9,480

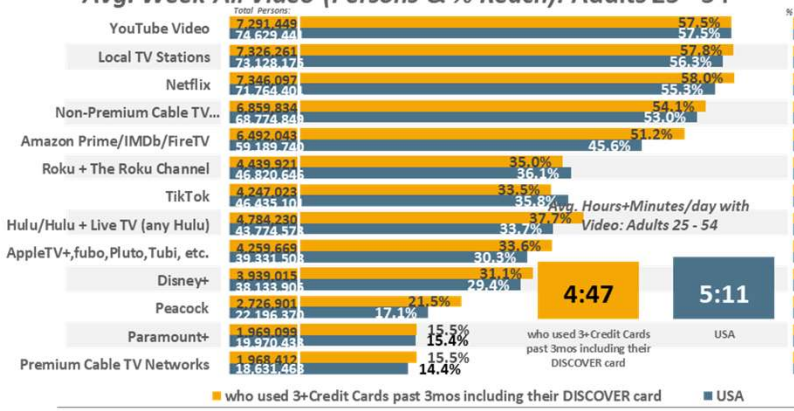
soefa.ai Share of Everything for Anything ©

[((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

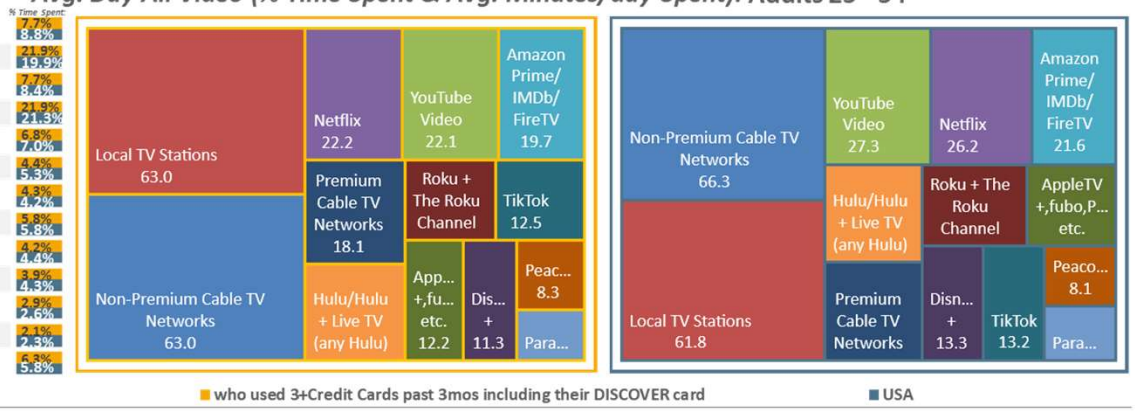


7,251,464 or 57.2% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their DISCOVER card watch Ad-Supported Local TV Stations for an average of 60.6 minutes every day representing 26.3% of all time spent daily with Ad-Supported Video.

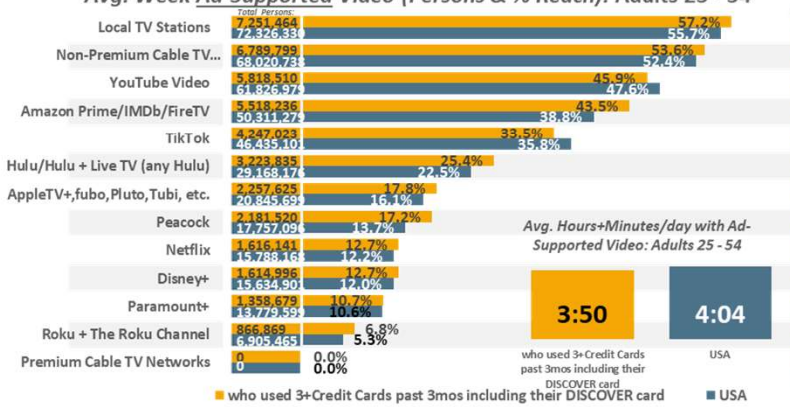
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



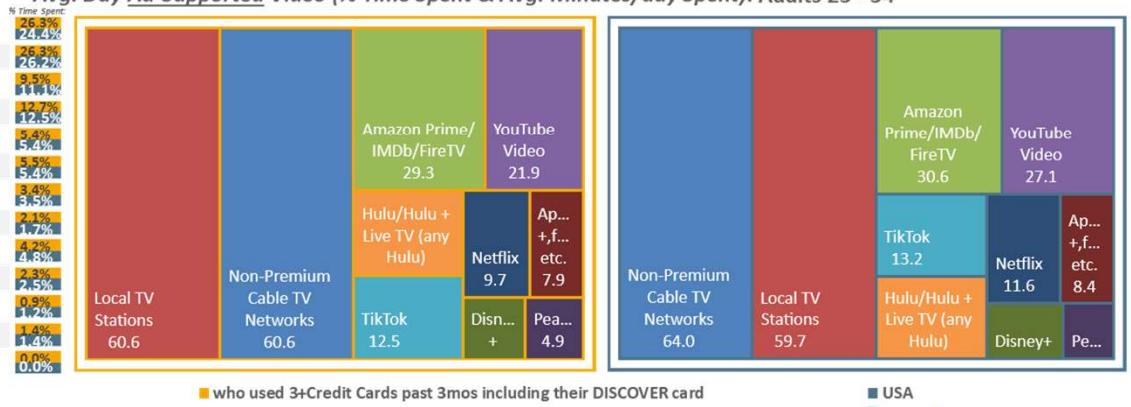
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

USA Jan23-Feb24 USA Projection Qual Intab 9,480

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

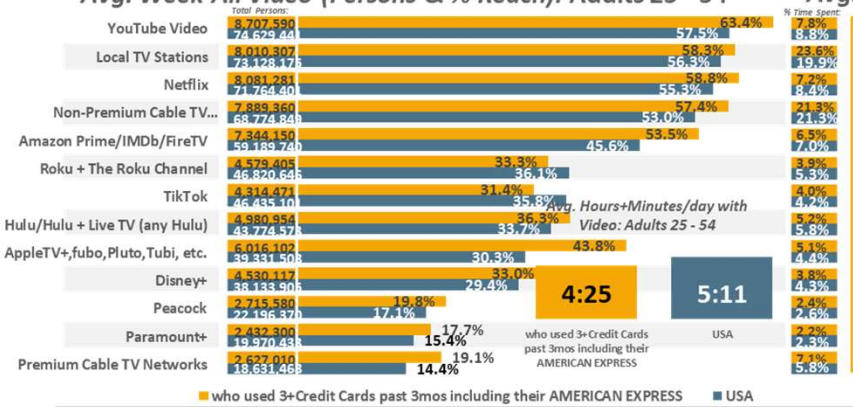
soefa.ai Share of Everything for Anything ©

[((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

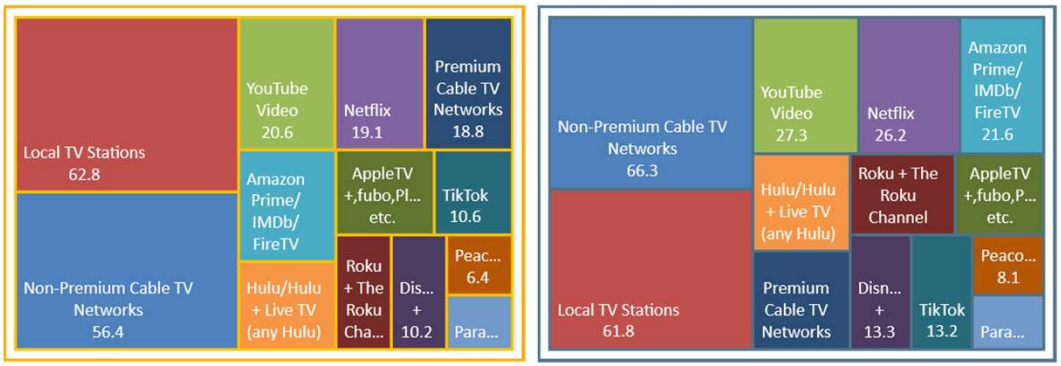


7,937,965 or 57.8% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their AMERICAN EXPRESS watch Ad-Supported Local TV Stations for an average of 60.1 minutes every day representing 27.9% of all time spent daily with Ad-Supported Video.

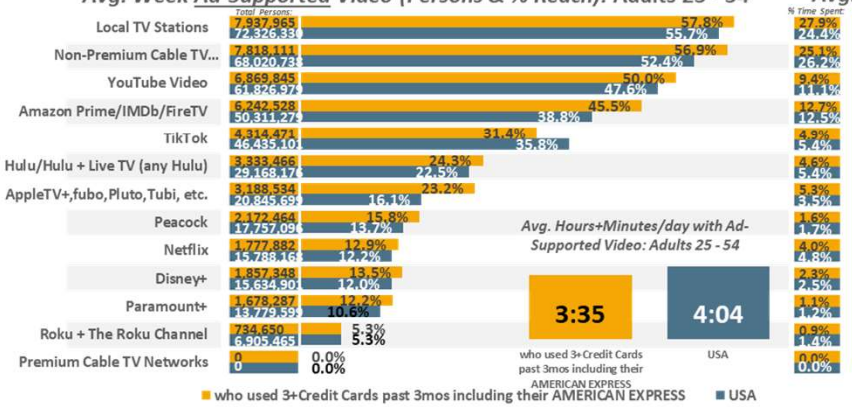
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



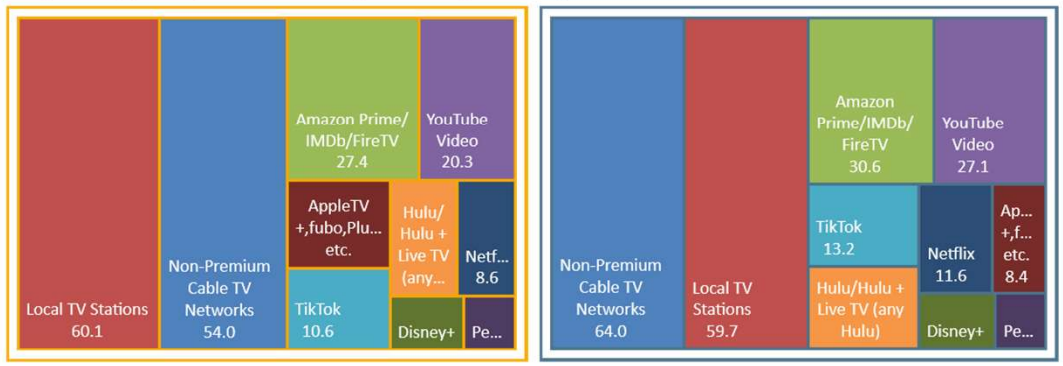
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *2,448*

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

USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

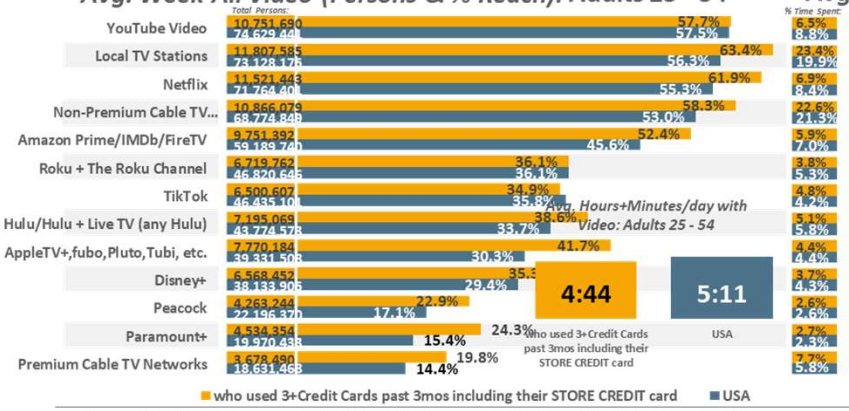
soefa.ai Share of Everything for Anything ©

[((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

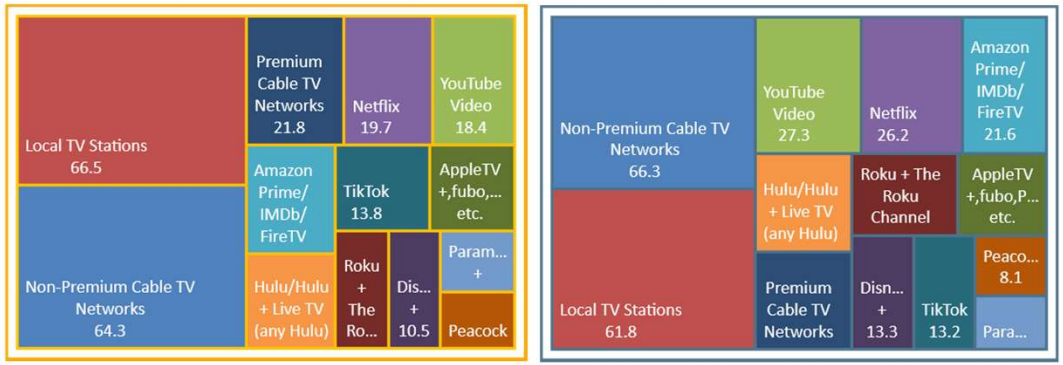


11,704,923 or 62.9% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their STORE CREDIT card watch Ad-Supported Local TV Stations for an average of 64.1 minutes every day representing 27.6% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 - 54

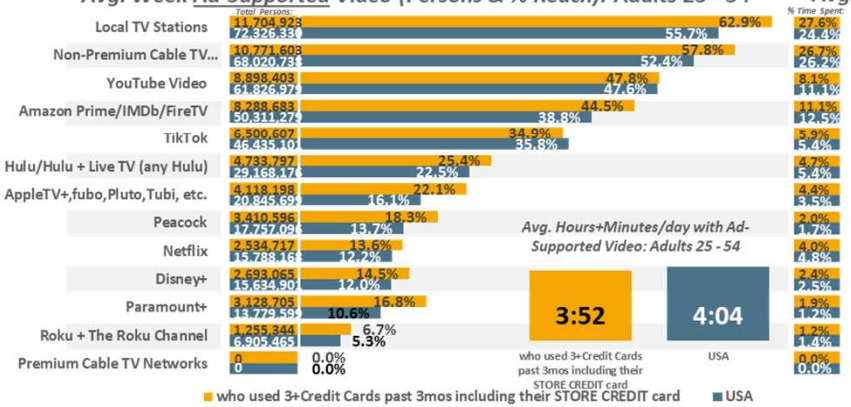


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

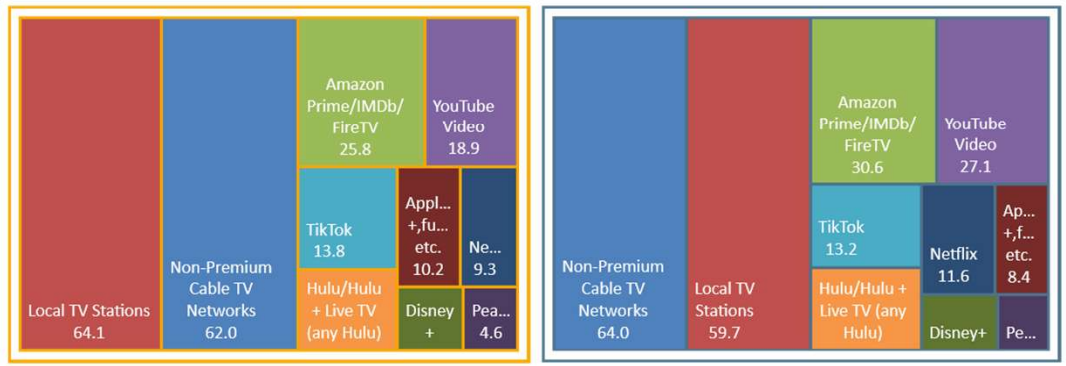


who used 3+Credit Cards past 3mos including their STORE CREDIT card ■ USA

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

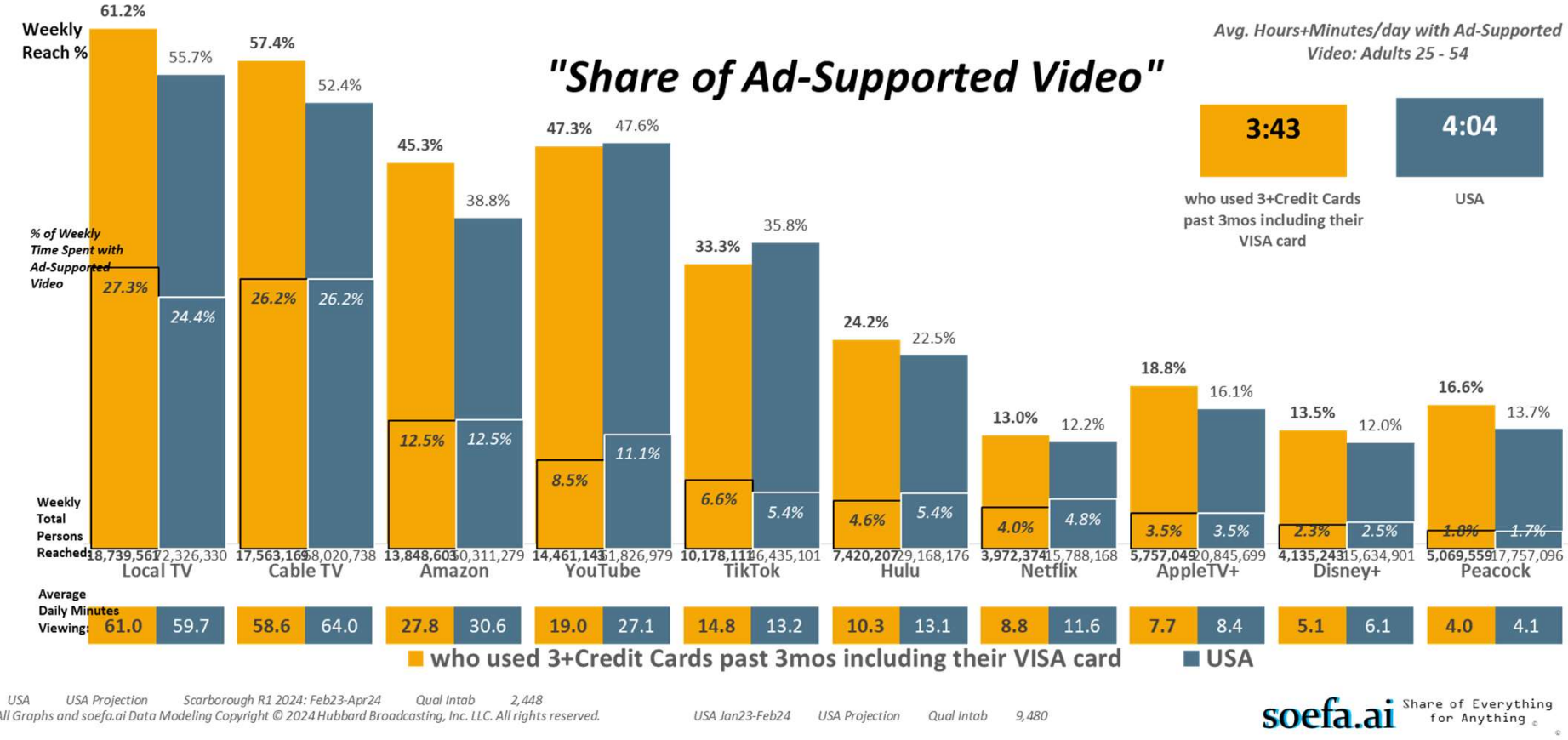
USA Jan23-Feb24 USA Projection Qual Intab 9,480

soefa.ai Share of Everything for Anything ©

[((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



18,739,561 or 61.2% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their VISA card watch Ad-Supported Local TV Stations for an average of 61. minutes every day representing 27.3% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

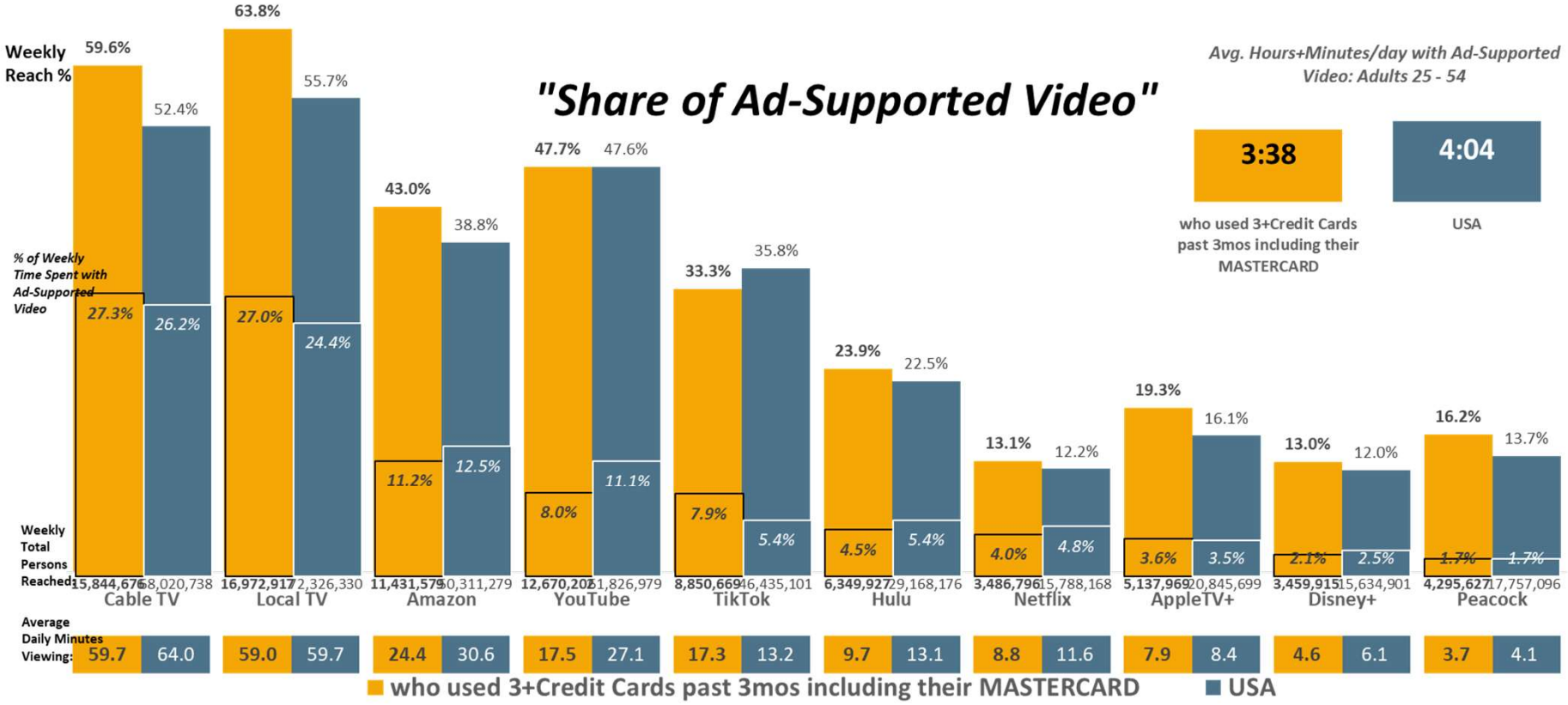
USA Jan23-Feb24 USA Projection Qual Intab 9,480

soefa.ai Share of Everything for Anything ©

[((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



16,972,917 or 63.8% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their MASTERCARD watch Ad-Supported Local TV Stations for an average of 59. minutes every day representing 27.% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

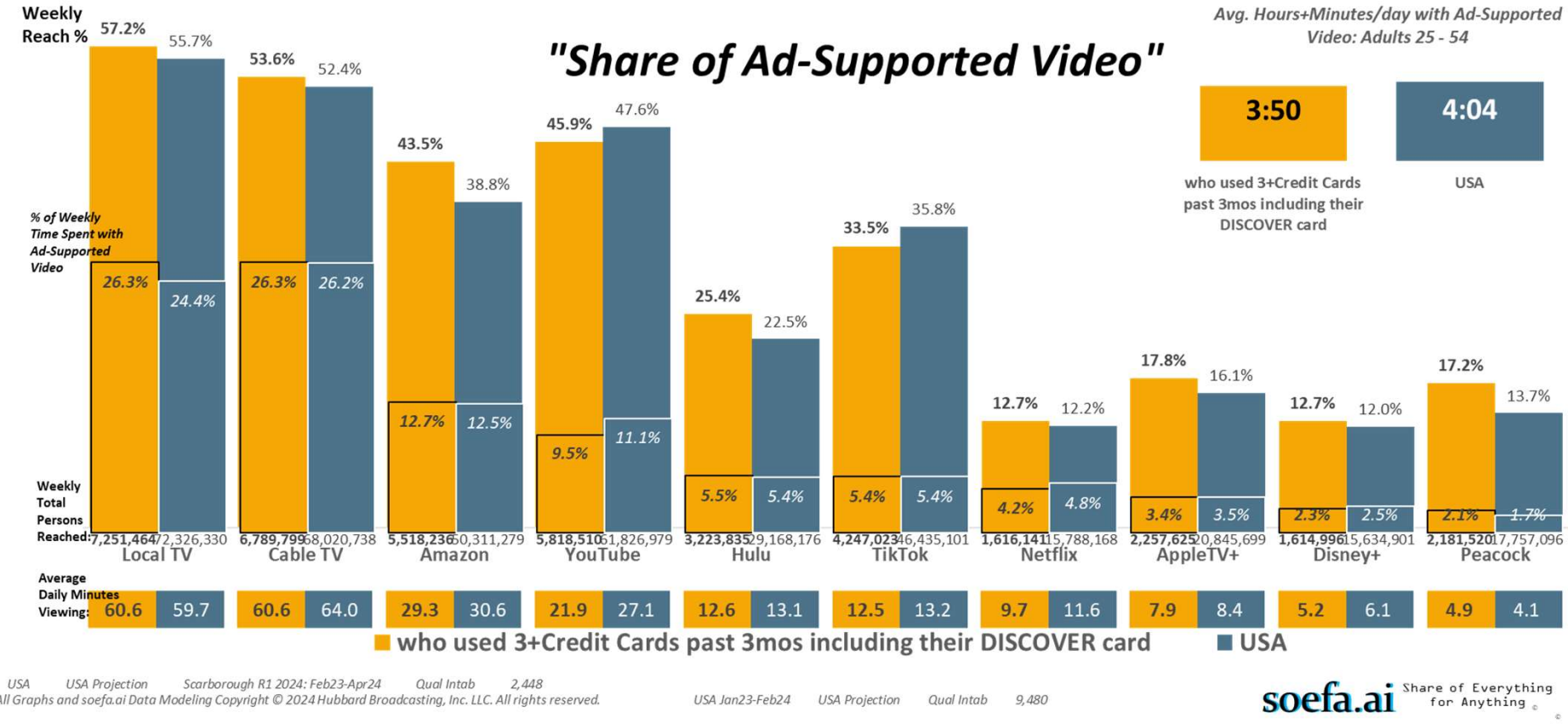
USA Jan23-Feb24 USA Projection Qual Intab 9,480

soefa.ai Share of Everything for Anything ©

[((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



7,251,464 or 57.2% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their DISCOVER card watch Ad-Supported Local TV Stations for an average of 60.6 minutes every day representing 26.3% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

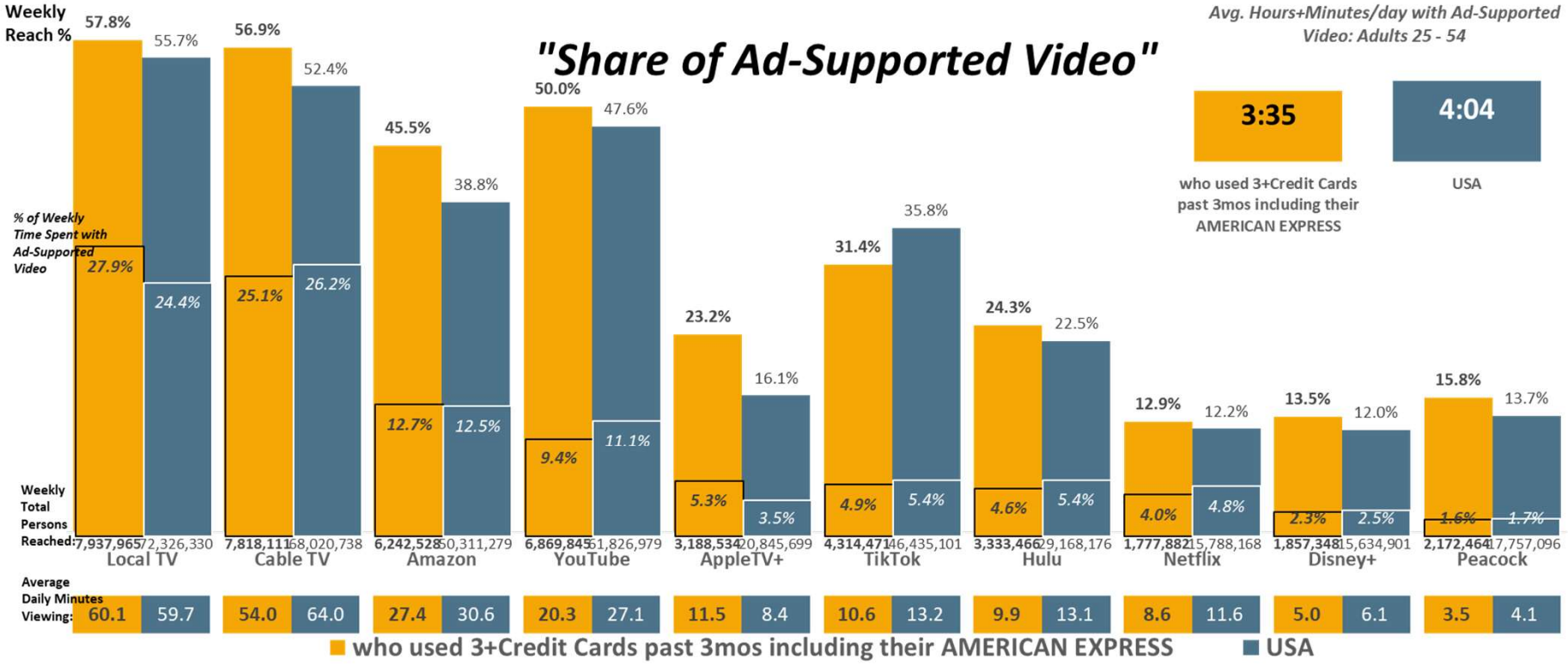
USA Jan23-Feb24 USA Projection Qual Intab 9,480

soefa.ai Share of Everything for Anything ©

[((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



7,937,965 or 57.8% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their AMERICAN EXPRESS watch Ad-Supported Local TV Stations for an average of 60.1 minutes every day representing 27.9% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

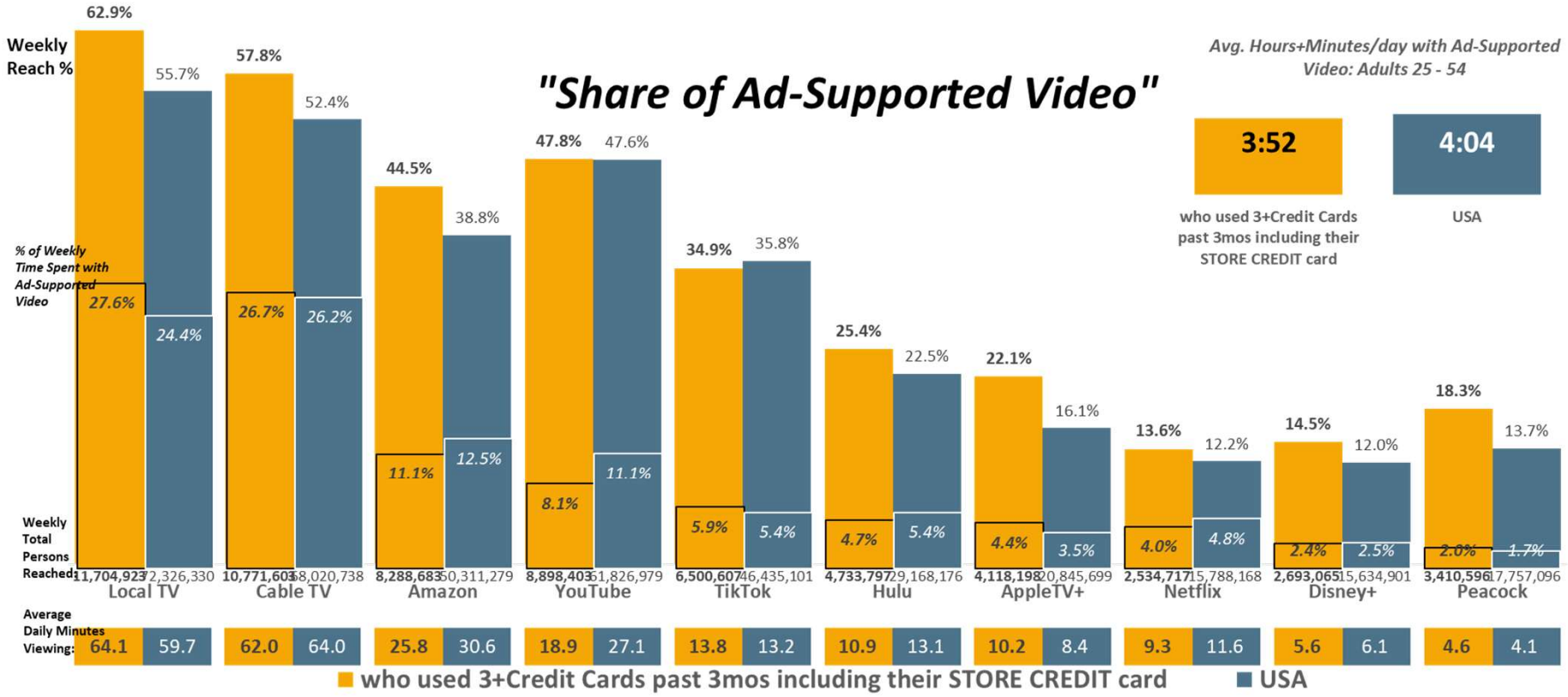
USA Jan23-Feb24 USA Projection Qual Intab 9,480

soefa.ai Share of Everything for Anything ©

[((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



11,704,923 or 62.9% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their STORE CREDIT card watch Ad-Supported Local TV Stations for an average of 64.1 minutes every day representing 27.6% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

USA Jan23-Feb24 USA Projection Qual Intab 9,480

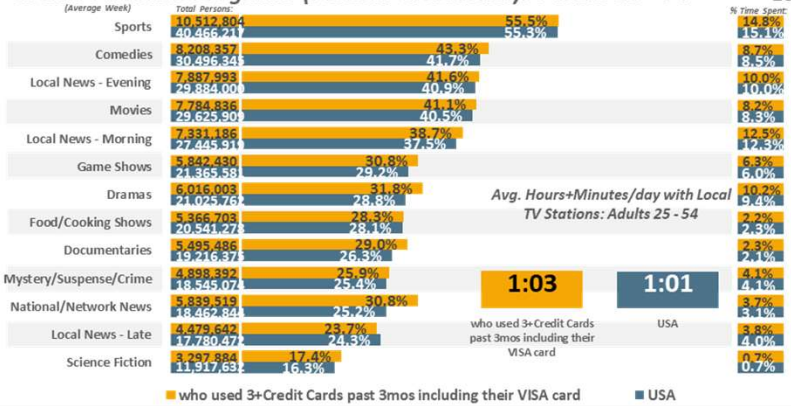
soefa.ai Share of Everything for Anything ©

[((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

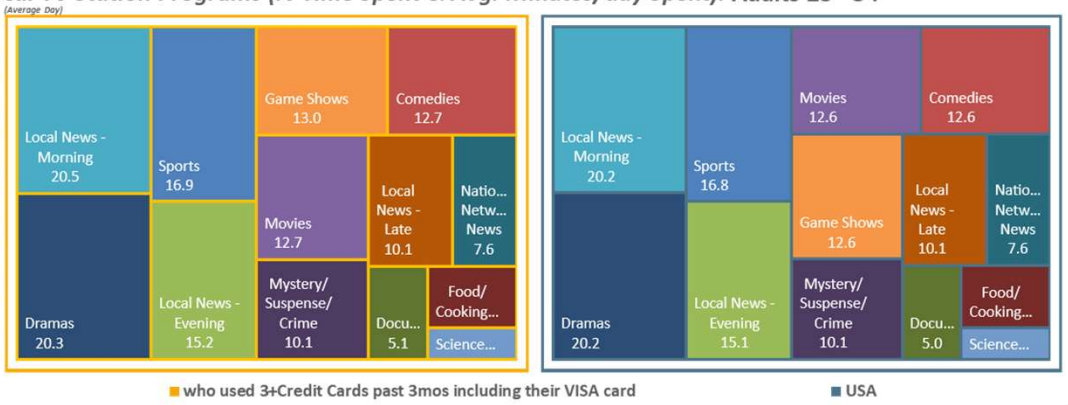


18,739,561 or 61.2% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their VISA card watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Movies, Local News - Morning, and Dramas.

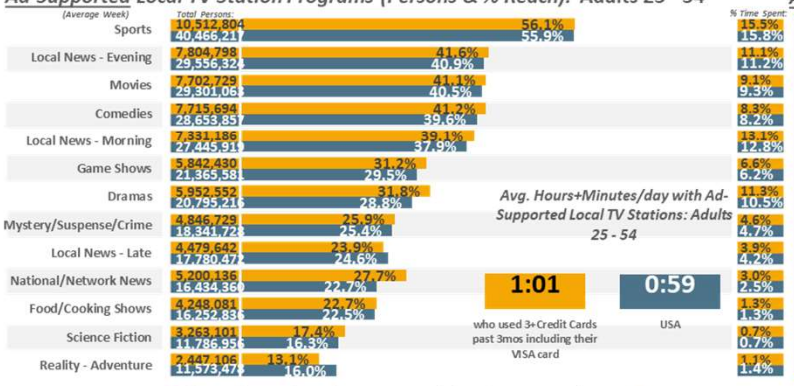
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



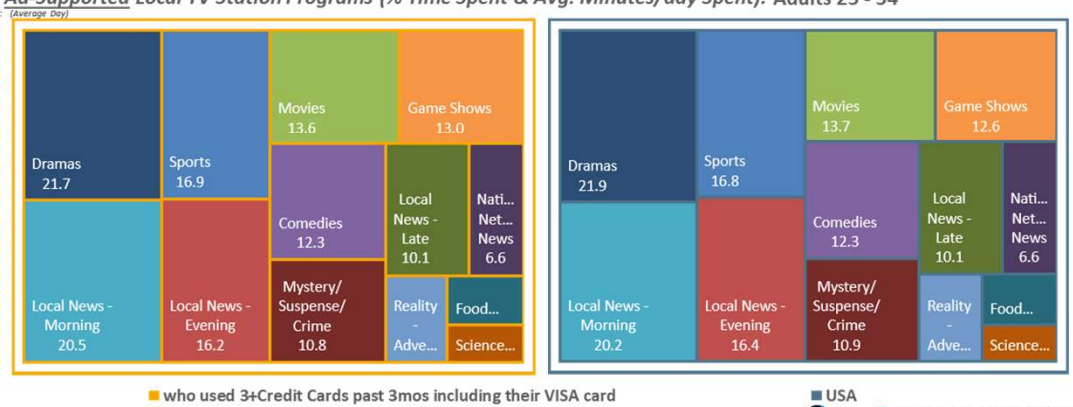
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *2,448*

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

USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

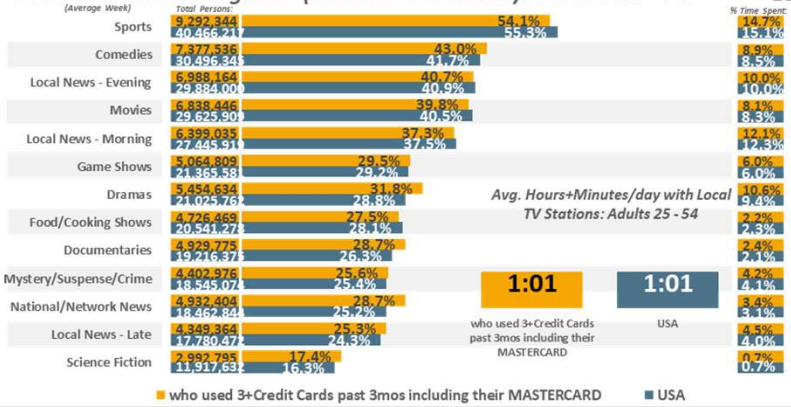
soefa.ai Share of Everything for Anything ©

[((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

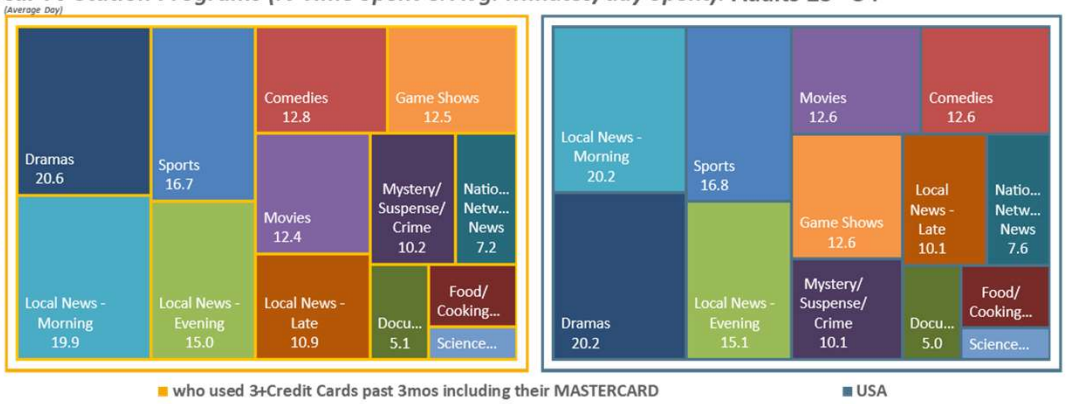


16,972,917 or 63.8% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their MASTERCARD watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Movies, Local News - Morning, and Dramas.

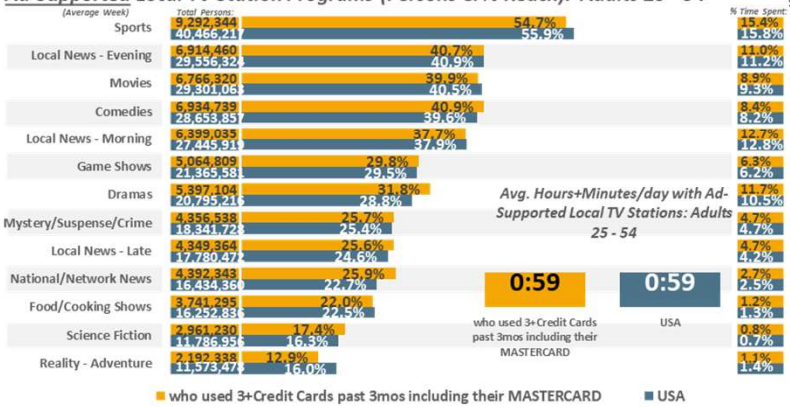
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



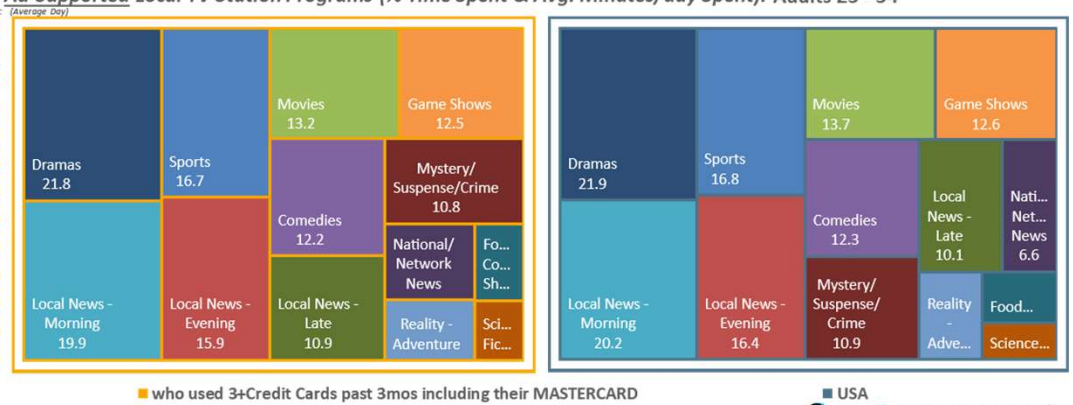
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *2,448*

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

USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

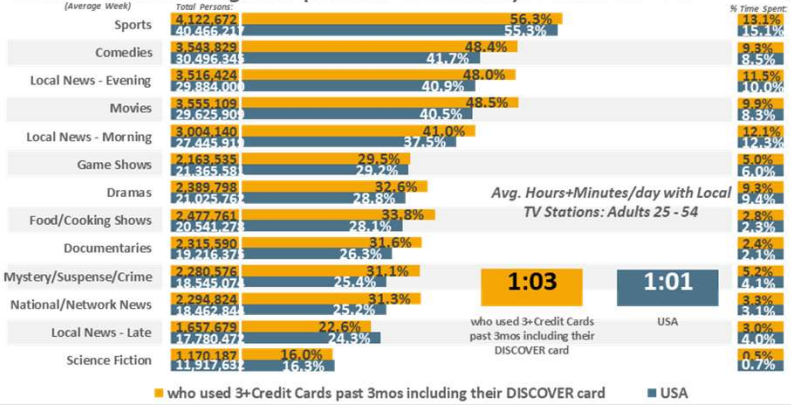
soefa.ai Share of Everything for Anything ©

[((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

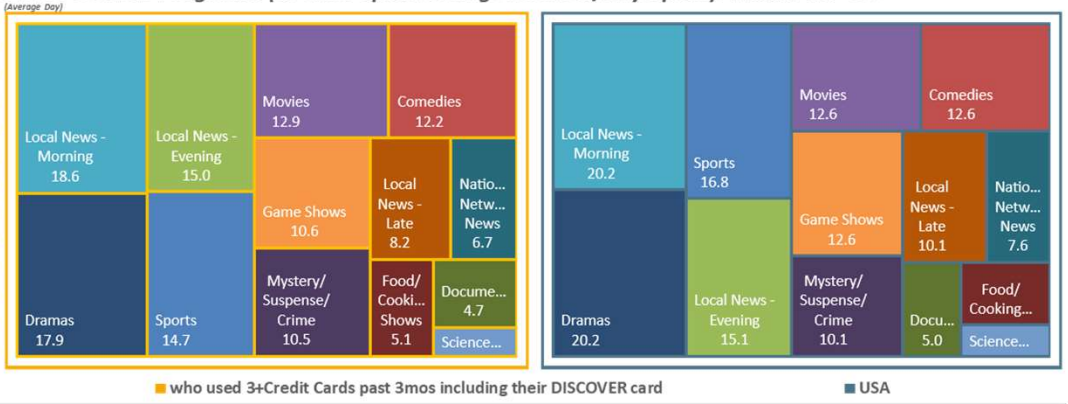


7,251,464 or 57.2% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their DISCOVER card watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Local News - Morning, and Dramas.

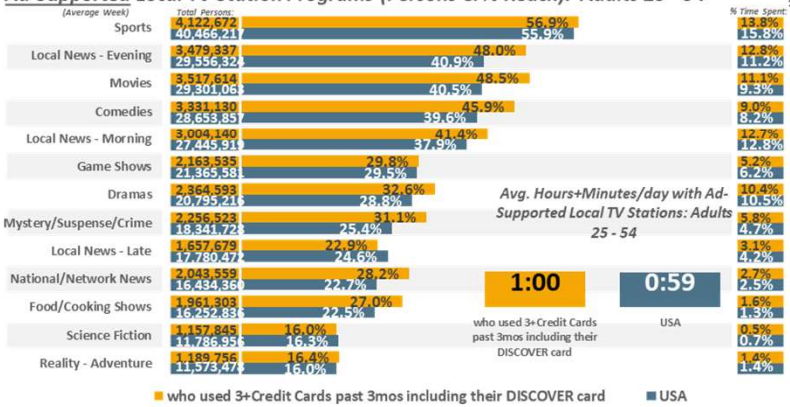
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



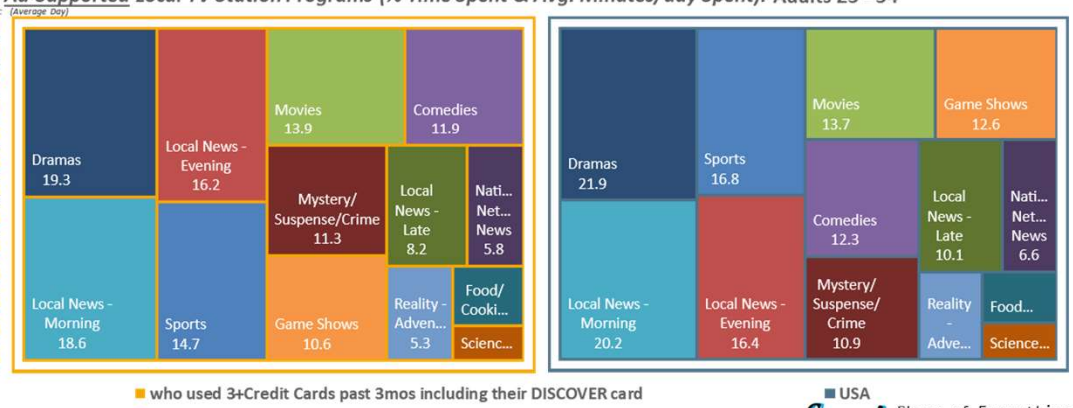
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

USA Jan23-Feb24 USA Projection Qual Intab 9,480

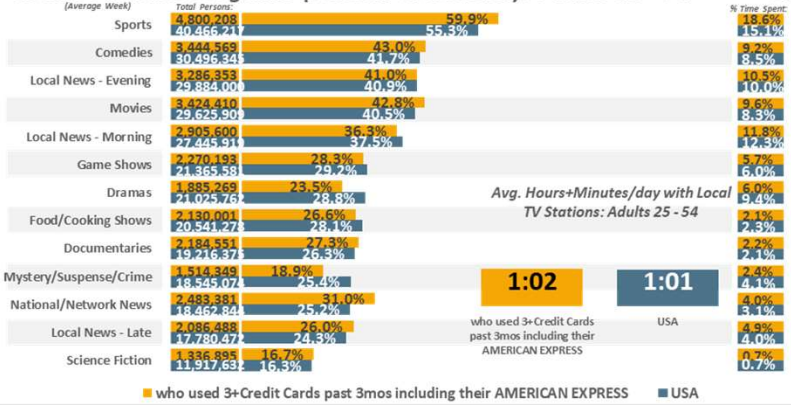
soefa.ai Share of Everything for Anything ©

[((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

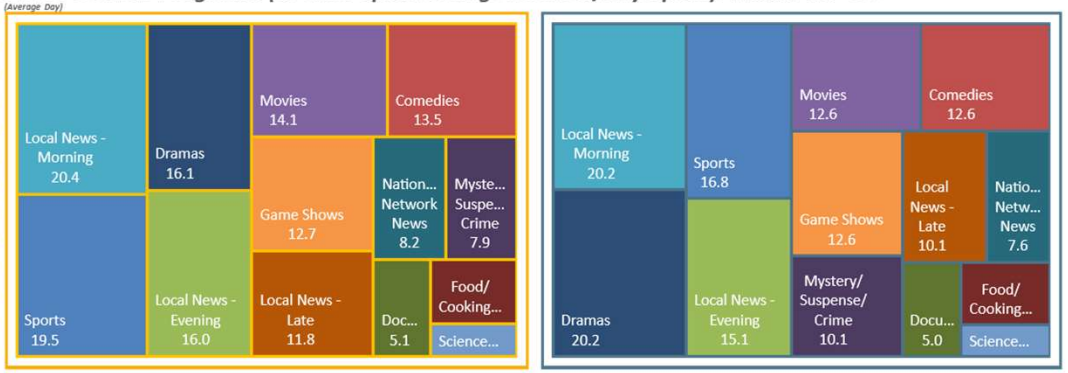


7,937,965 or 57.8% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their AMERICAN EXPRESS watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Local News - Morning, and Game Shows.

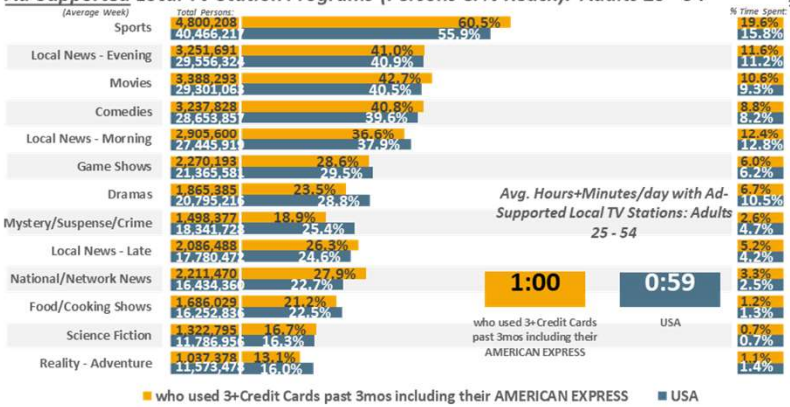
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



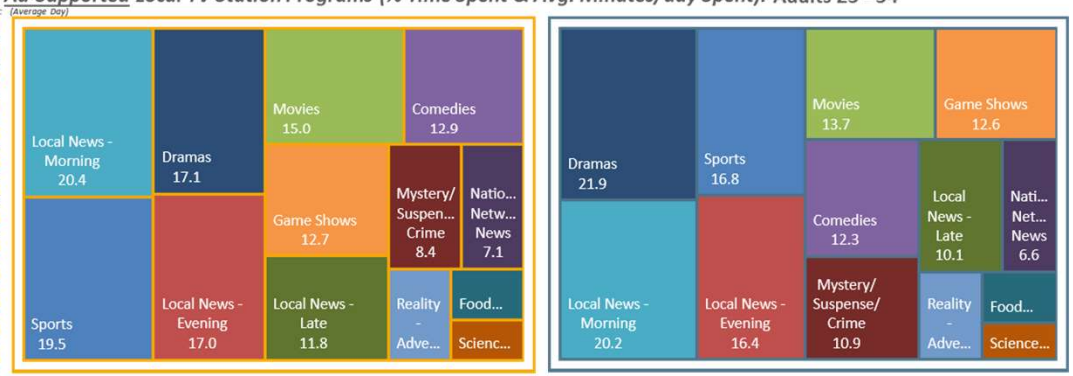
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *2,448*

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

USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

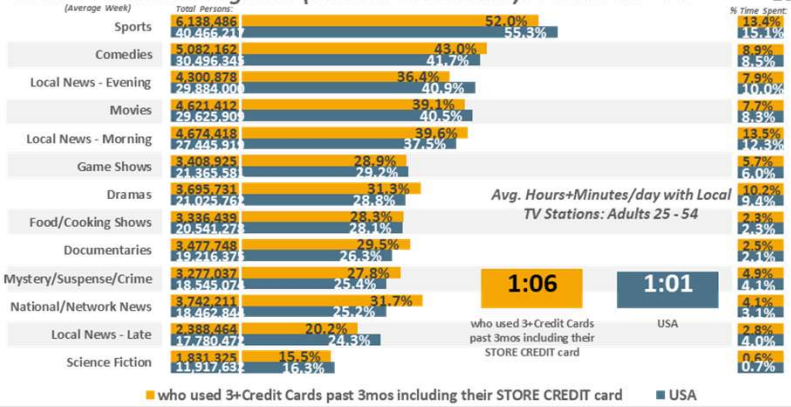
soefa.ai Share of Everything for Anything ©

[((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

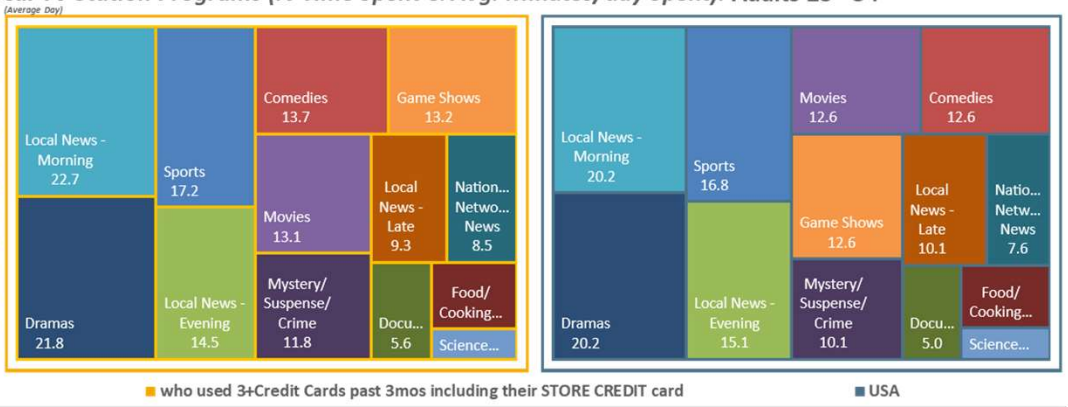


11,704,923 or 62.9% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their STORE CREDIT card watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Movies, Local News - Evening, and Dramas.

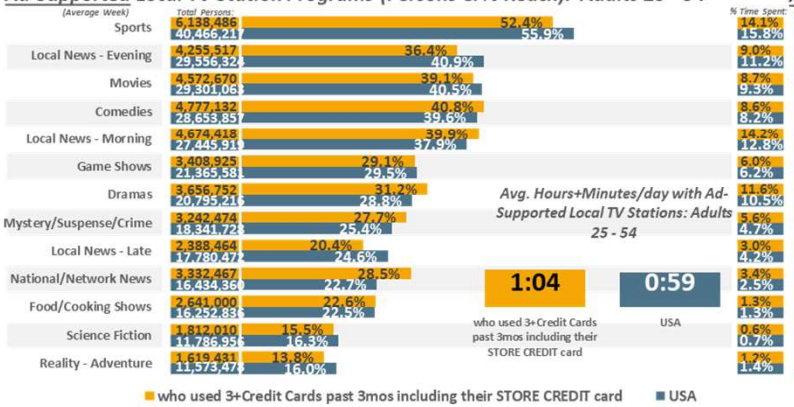
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



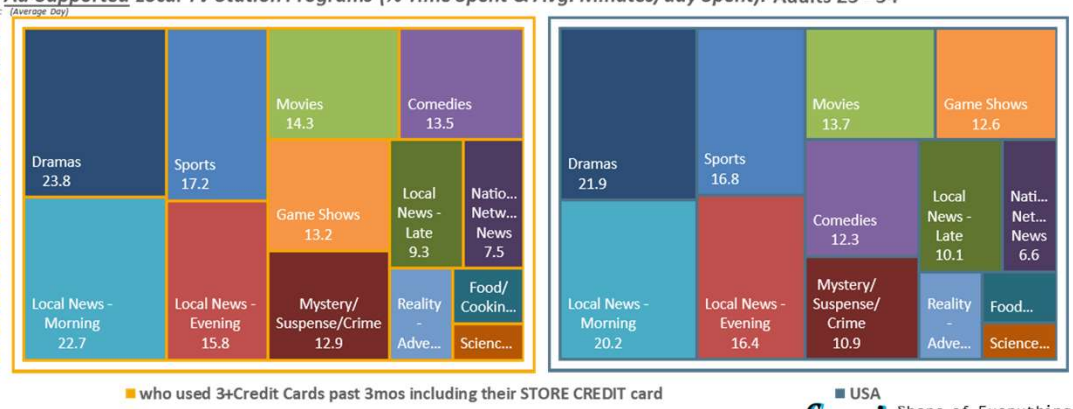
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

USA Jan23-Feb24 USA Projection Qual Intab 9,480

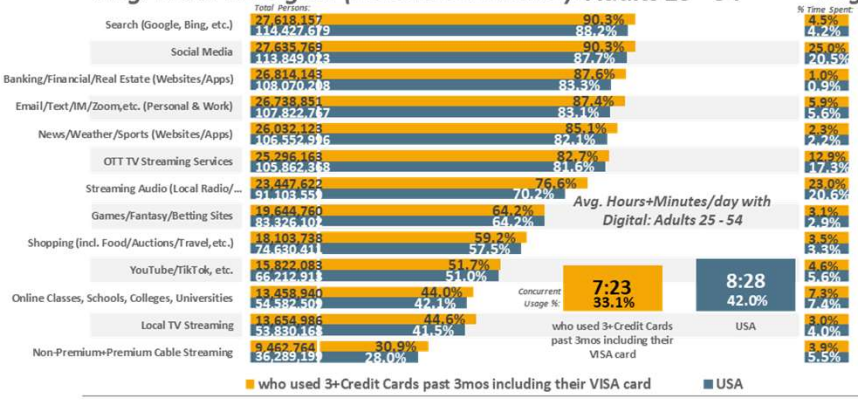
soefa.ai Share of Everything for Anything ©

[((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

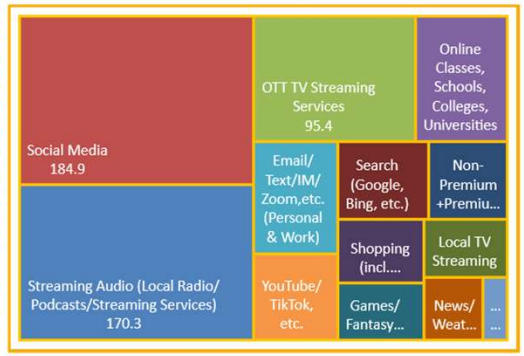


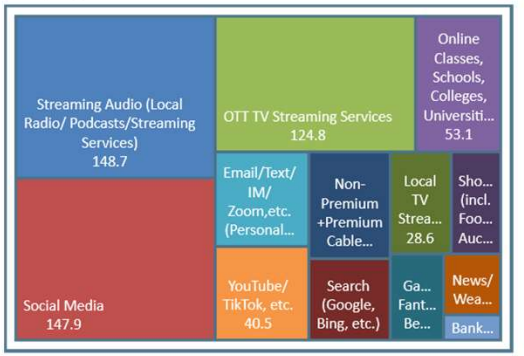
24,258,801 or 79.3% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their VISA card use Ad-Supported Social Media for an average of 170.1 minutes every day representing 31.1% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 - 54

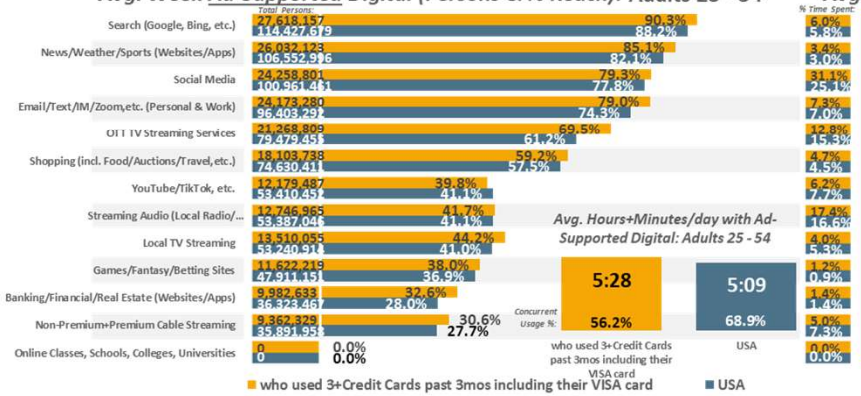


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

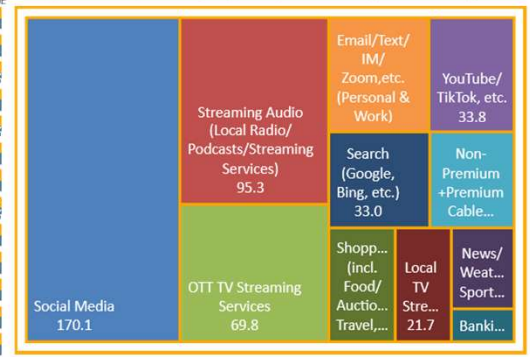


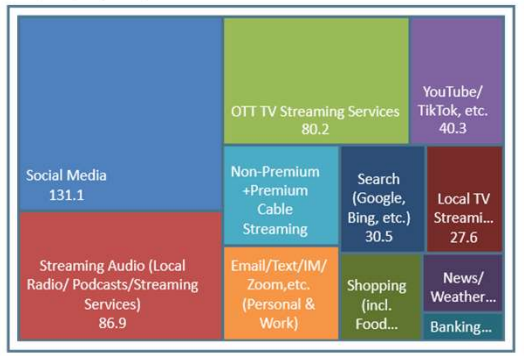


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

USA Jan23-Feb24 USA Projection Qual Intab 9,480

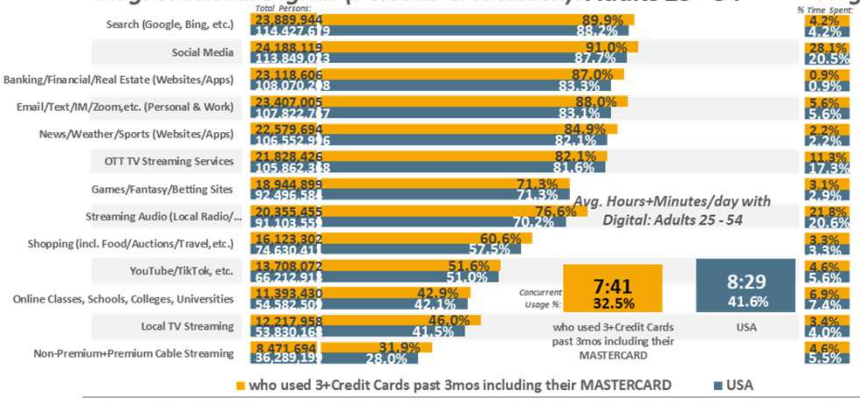
soefa.ai Share of Everything for Anything ©

[((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

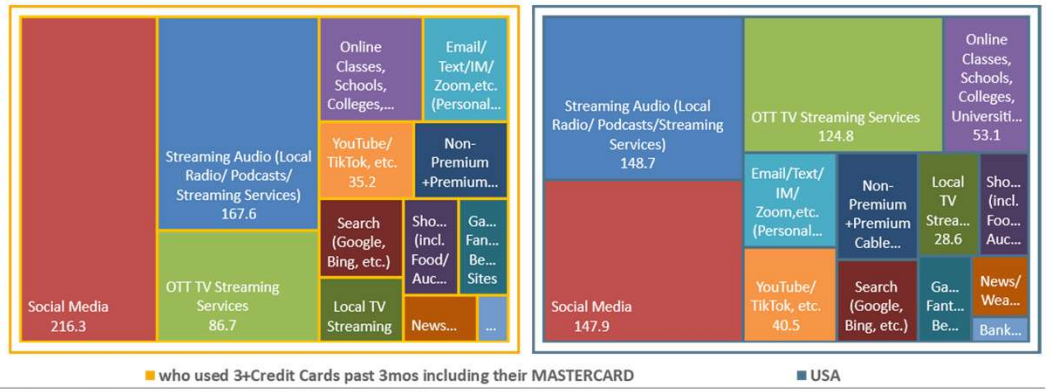


21,102,461 or 79.4% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their MASTERCARD use Ad-Supported Social Media for an average of 199. minutes every day representing 34.3% of all time spent daily with Ad-Supported Digital Media.

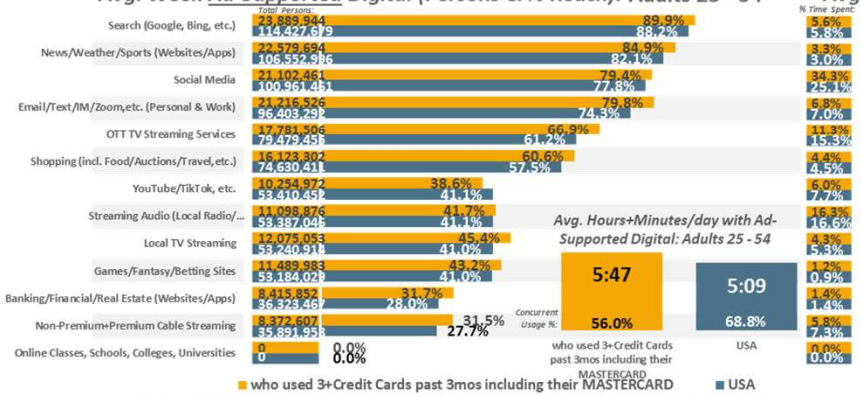
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



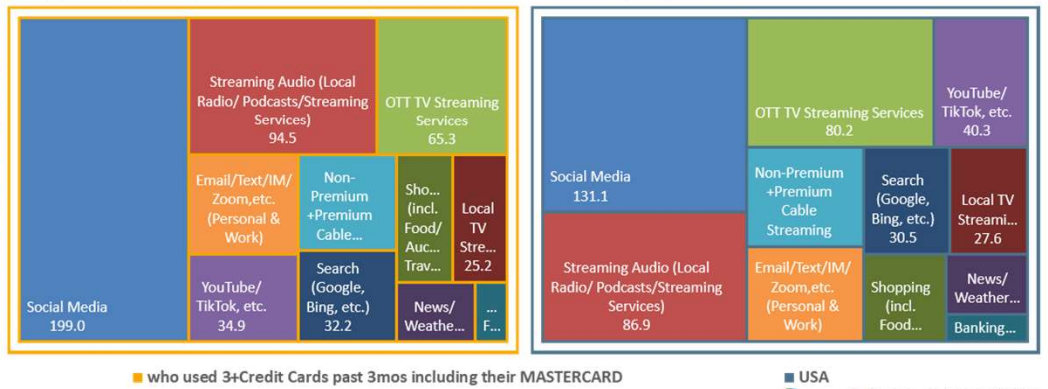
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *2,448*

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

USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

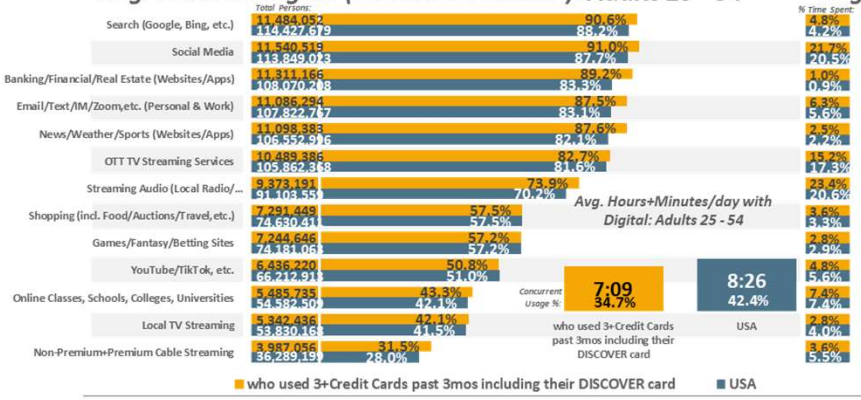
soefa.ai Share of Everything for Anything ©

[((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

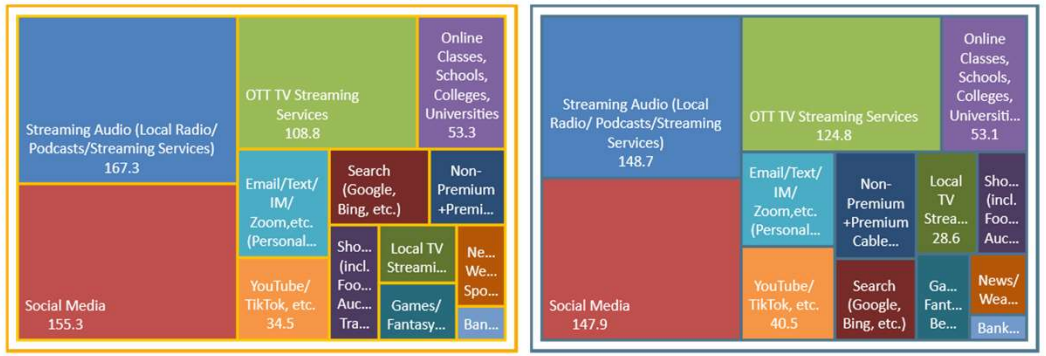


10,215,333 or 80.6% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their DISCOVER card use Ad-Supported Social Media for an average of 142.9 minutes every day representing 27.3% of all time spent daily with Ad-Supported Digital Media.

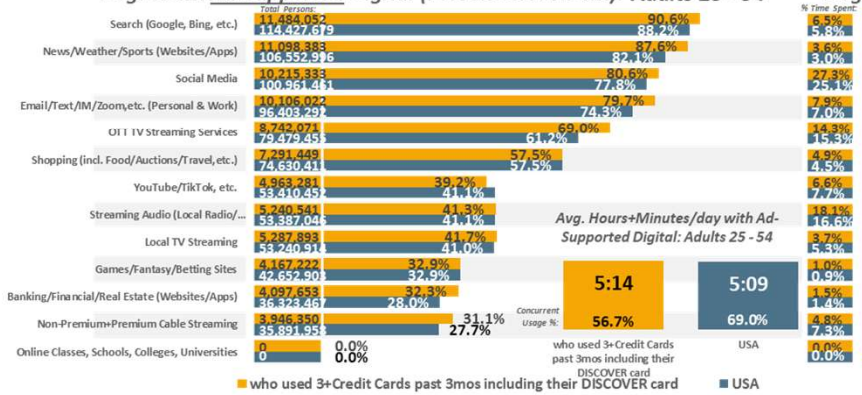
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



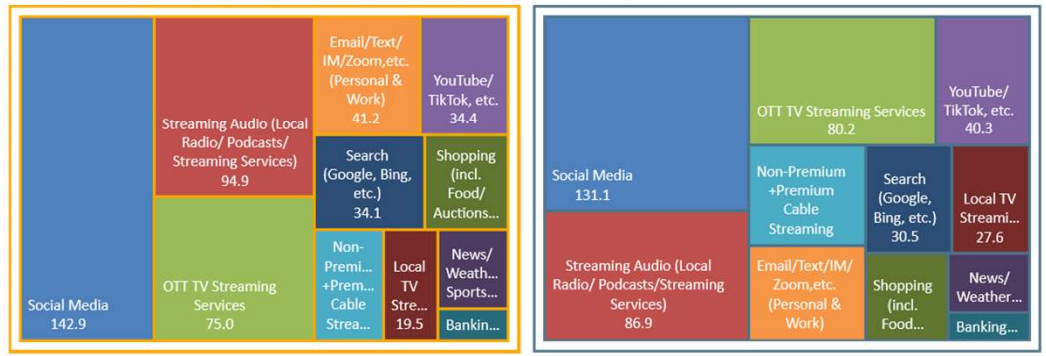
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *2,448*

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

USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

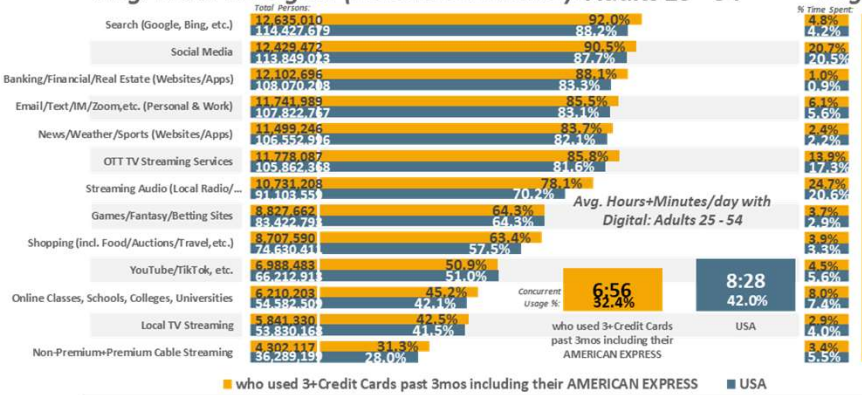
soefa.ai Share of Everything for Anything ©

[((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

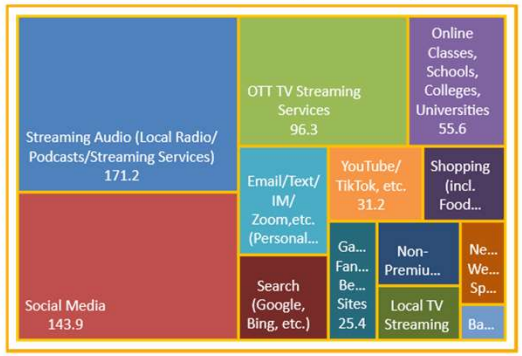


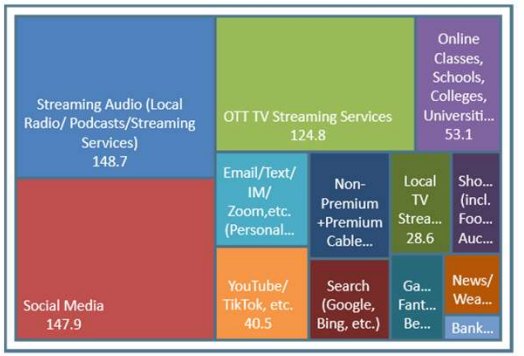
10,866,233 or 79.1% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their AMERICAN EXPRESS use Ad-Supported Social Media for an average of 132.4 minutes every day representing 26.4% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 - 54

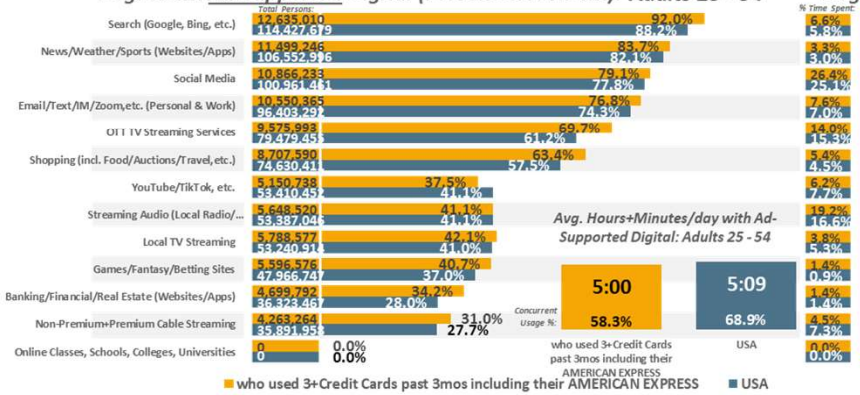


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

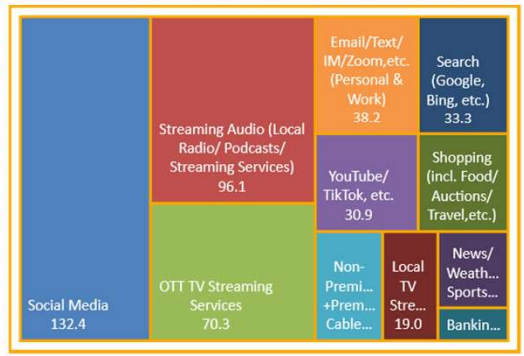


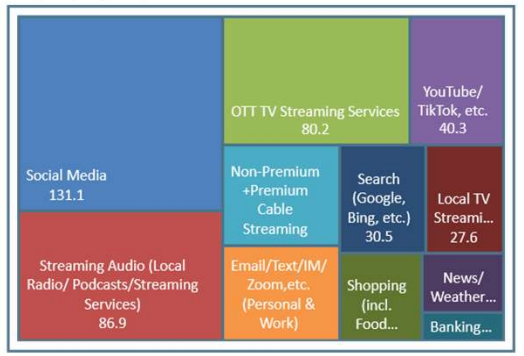


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

USA Jan23-Feb24 USA Projection Qual Intab 9,480

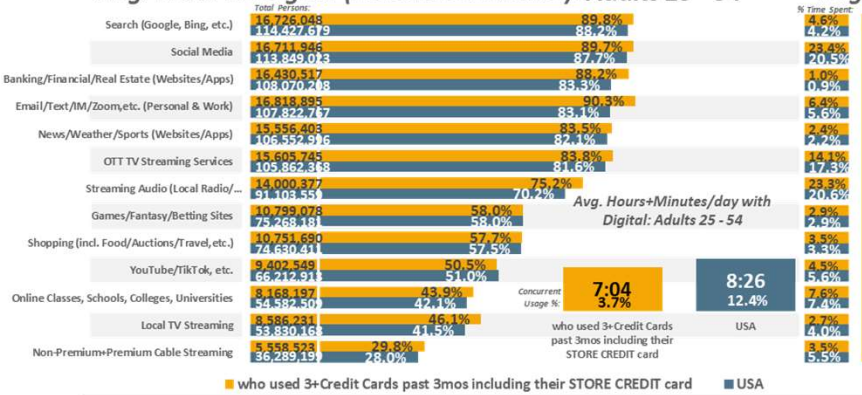
soefa.ai Share of Everything for Anything ©

[((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

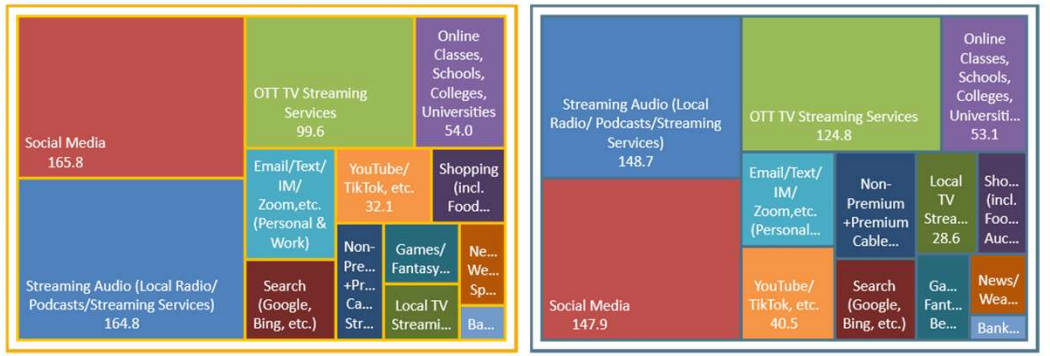


14,670,627 or 78.8% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their STORE CREDIT card use Ad-Supported Social Media for an average of 145.5 minutes every day representing 28.4% of all time spent daily with Ad-Supported Digital Media.

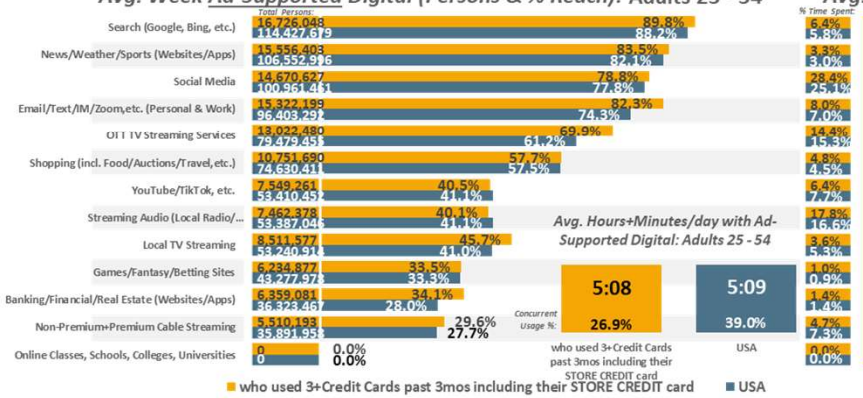
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



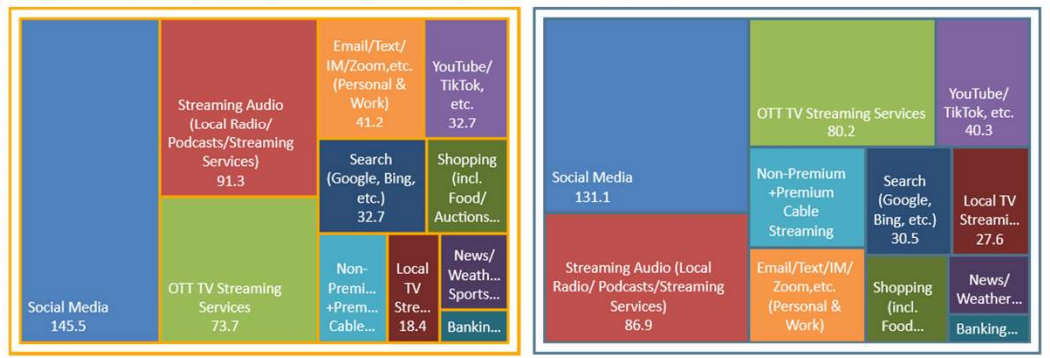
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

USA Jan23-Feb24 USA Projection Qual Intab 9,480

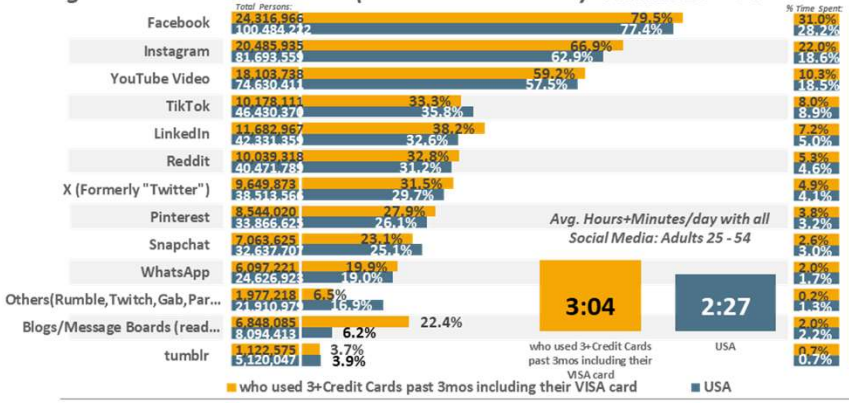
soefa.ai Share of Everything for Anything ©

[((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

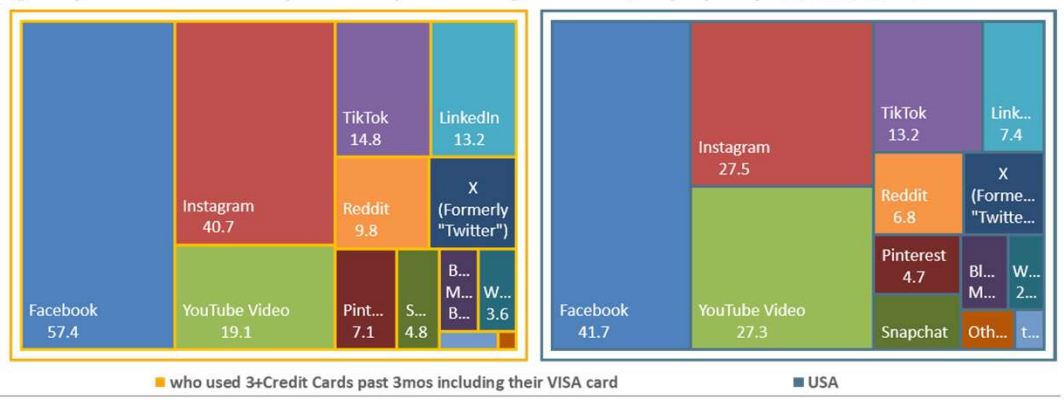


24,258,801 or 79.3% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their VISA card use Ad-Supported Facebook for an average of 58.3 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

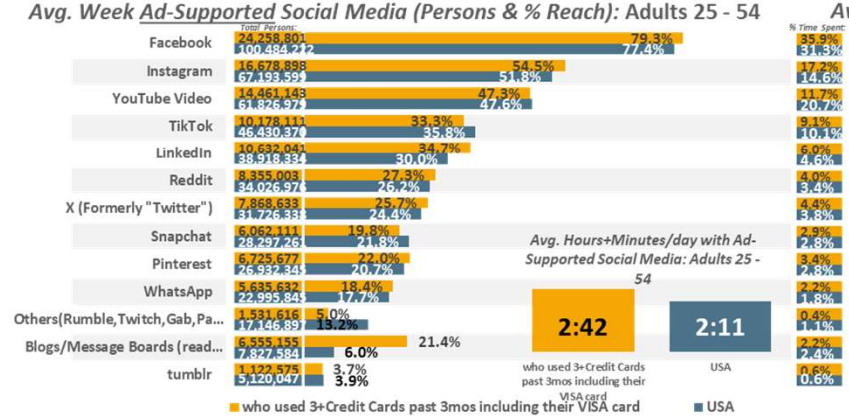
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



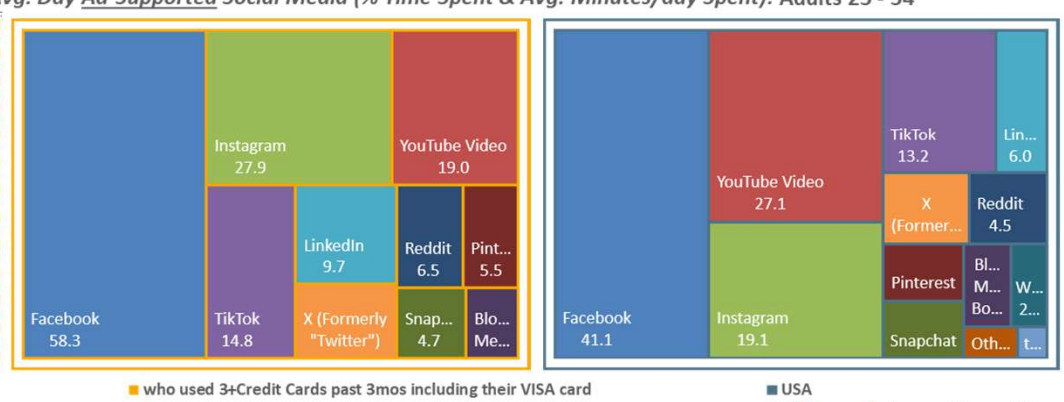
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

USA Jan23-Feb24 USA Projection Qual Intab 9,480

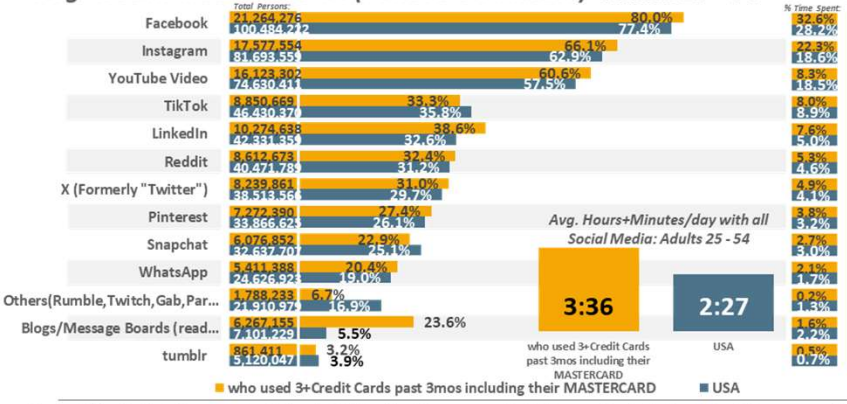
soefa.ai Share of Everything for Anything ©

[((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

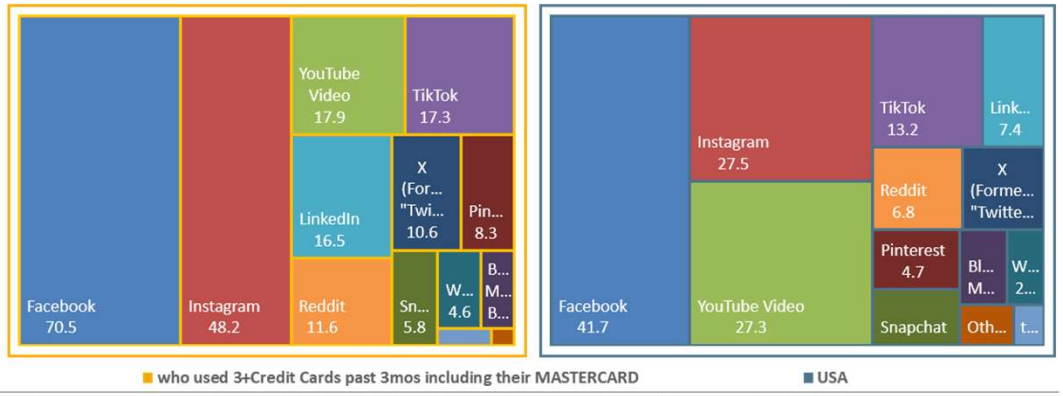


21,102,461 or 79.4% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their MASTERCARD use Ad-Supported Facebook for an average of 71.3 minutes every day representing 37.8% of all time spent daily with Ad-Supported Social Media.

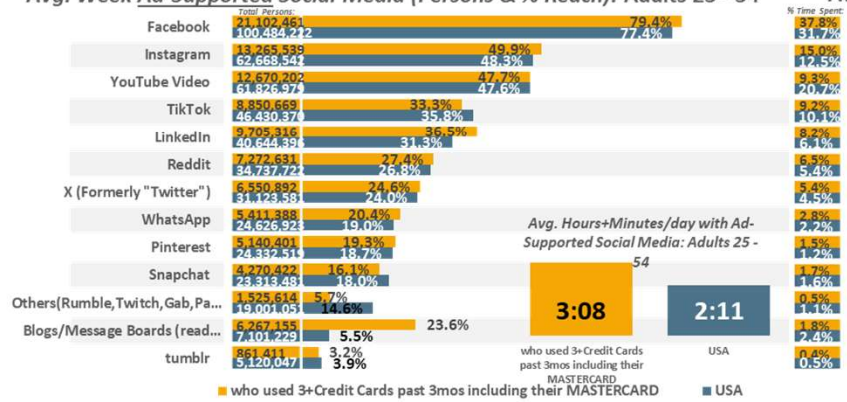
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



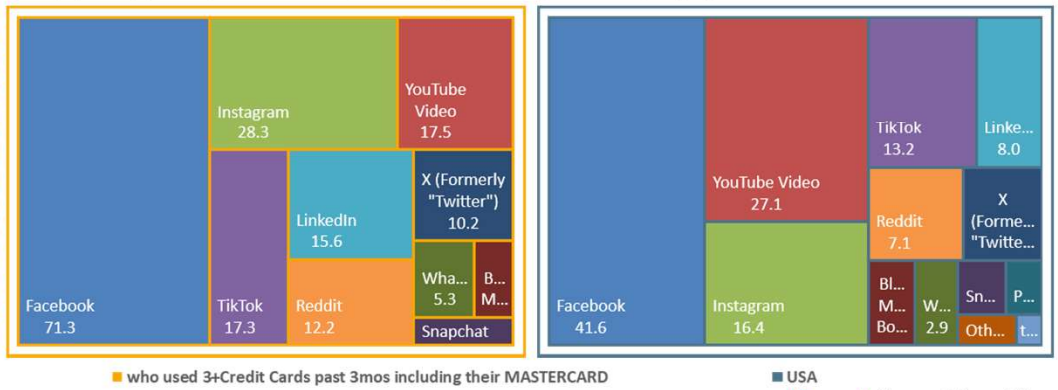
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

USA Jan23-Feb24 USA Projection Qual Intab 9,480

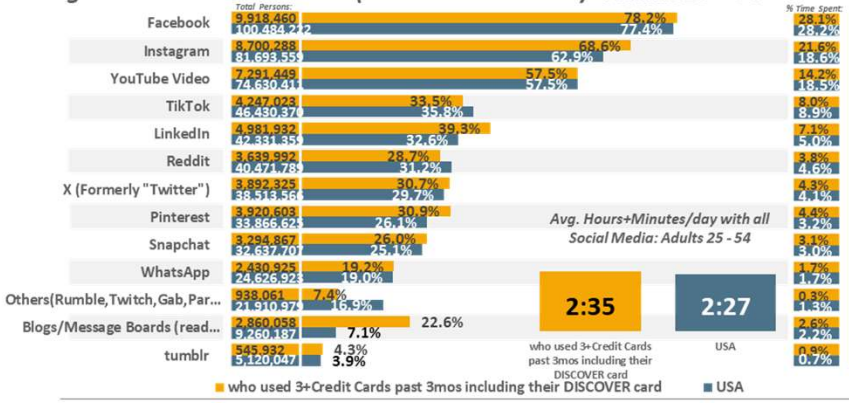
soefa.ai Share of Everything for Anything ©

[((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

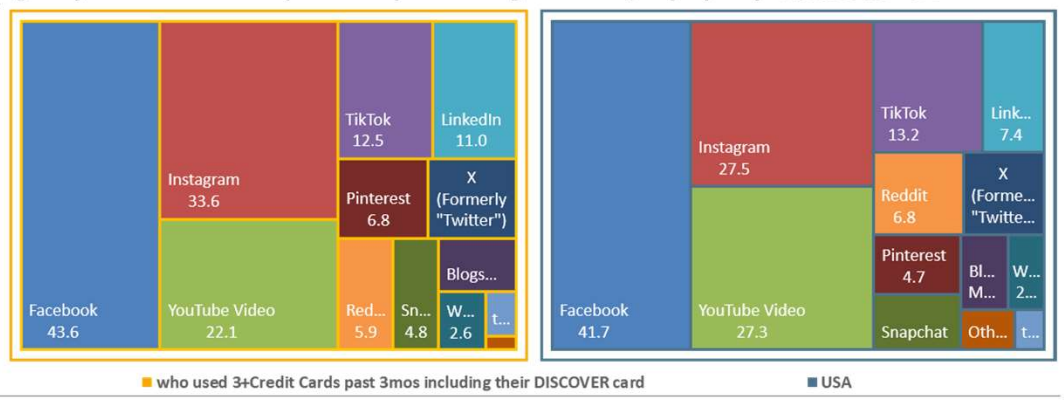


9,918,460 or 78.2% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their DISCOVER card use Ad-Supported Facebook for an average of 44. minutes every day representing 32.% of all time spent daily with Ad-Supported Social Media.

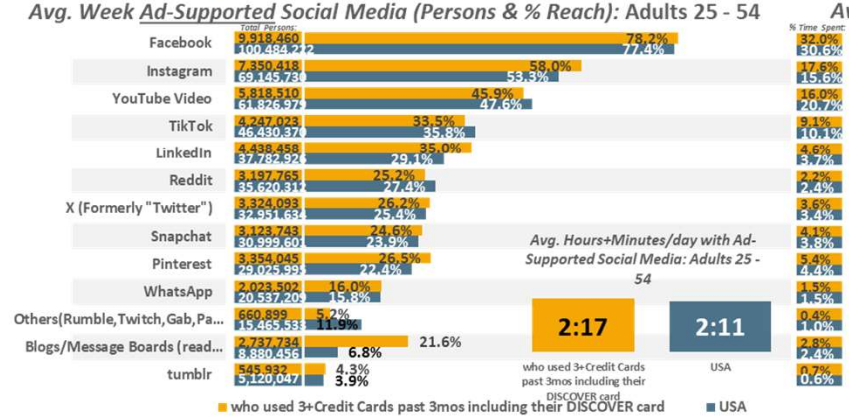
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



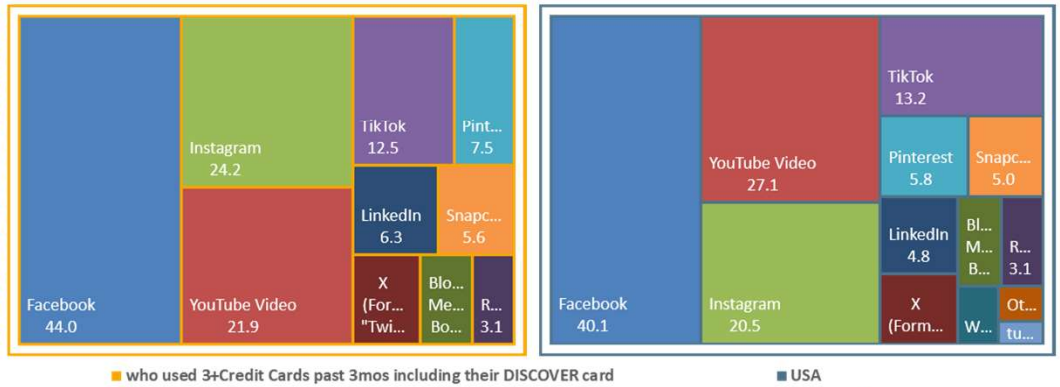
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

USA Jan23-Feb24 USA Projection Qual Intab 9,480

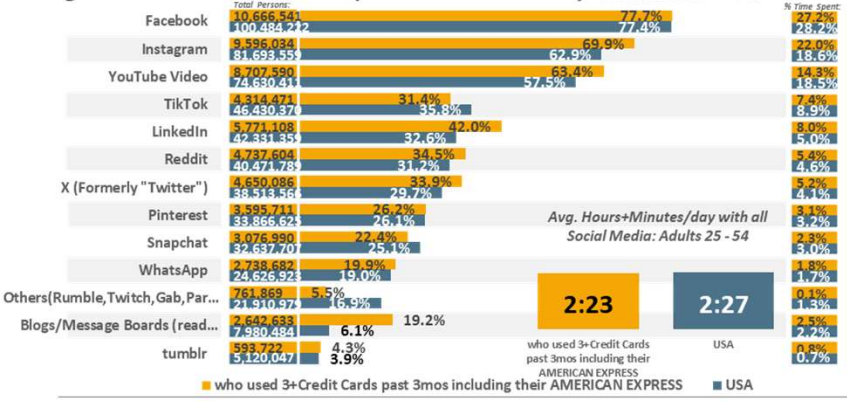
soefa.ai Share of Everything for Anything ©

[((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

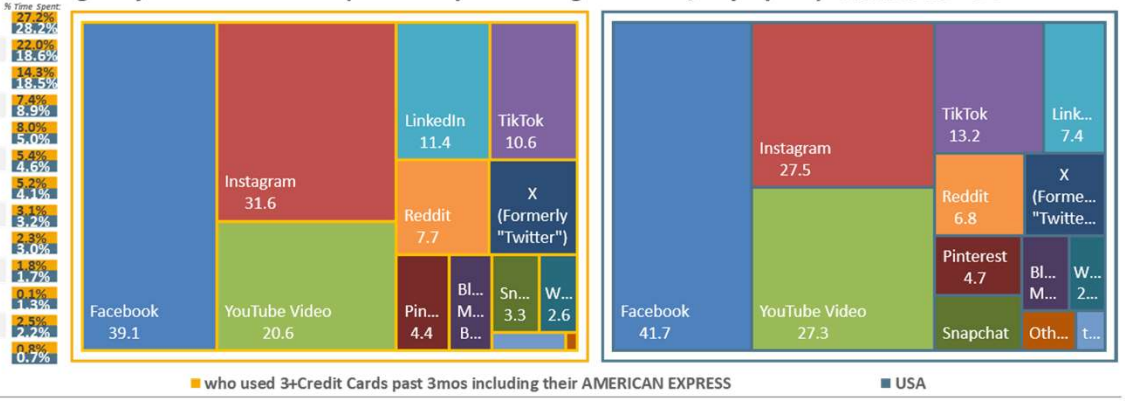


10,666,541 or 77.7% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their AMERICAN EXPRESS use Ad-Supported Facebook for an average of 41. minutes every day representing 32.9% of all time spent daily with Ad-Supported Social Media.

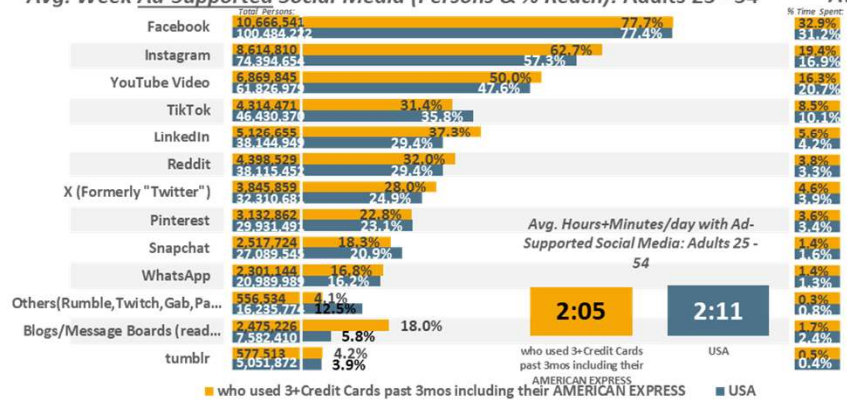
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



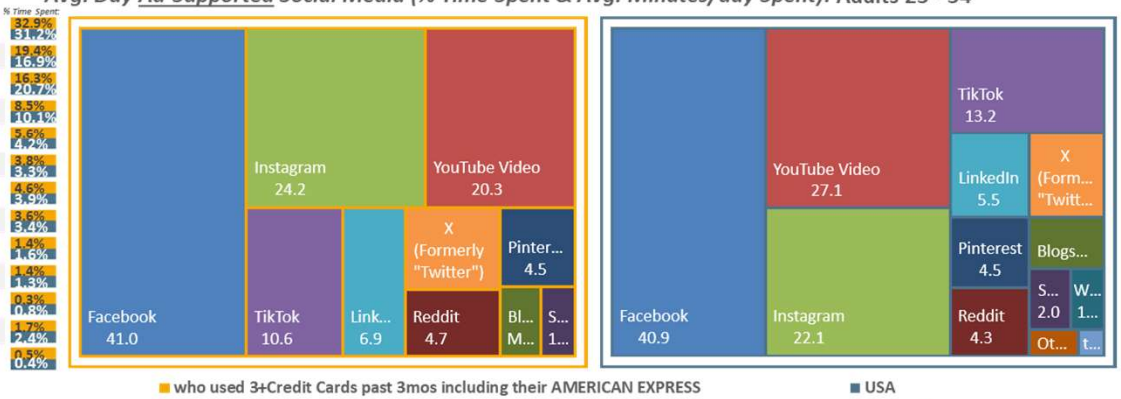
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

USA Jan23-Feb24 USA Projection Qual Intab 9,480

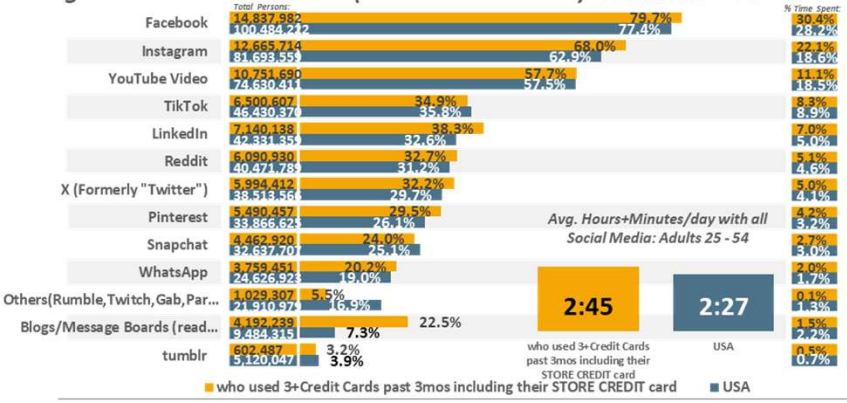
soefa.ai Share of Everything for Anything ©

[((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

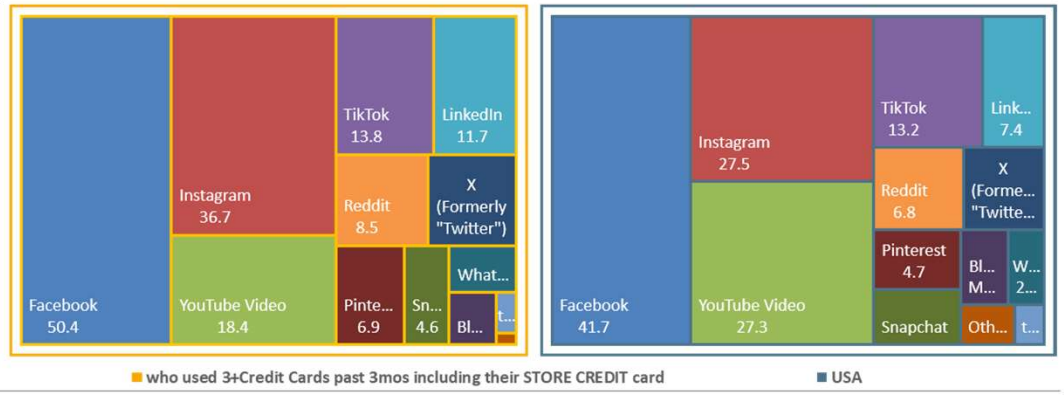


10,666,541 or 77.7% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their STORE CREDIT card use Ad-Supported Facebook for an average of 41. minutes every day representing 32.9% of all time spent daily with Ad-Supported Social Media.

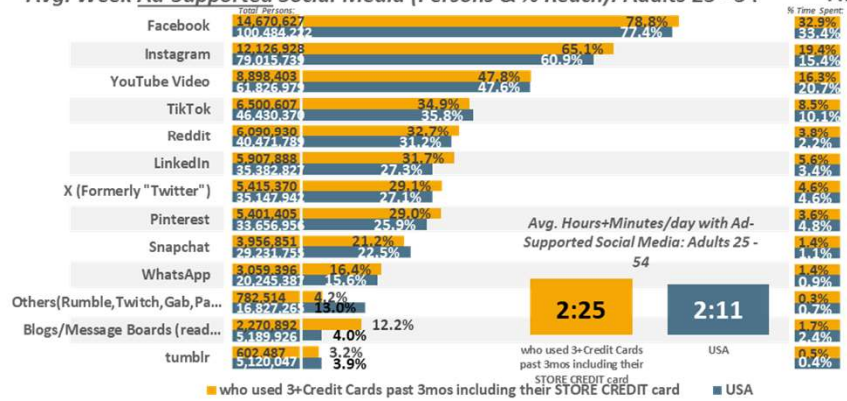
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



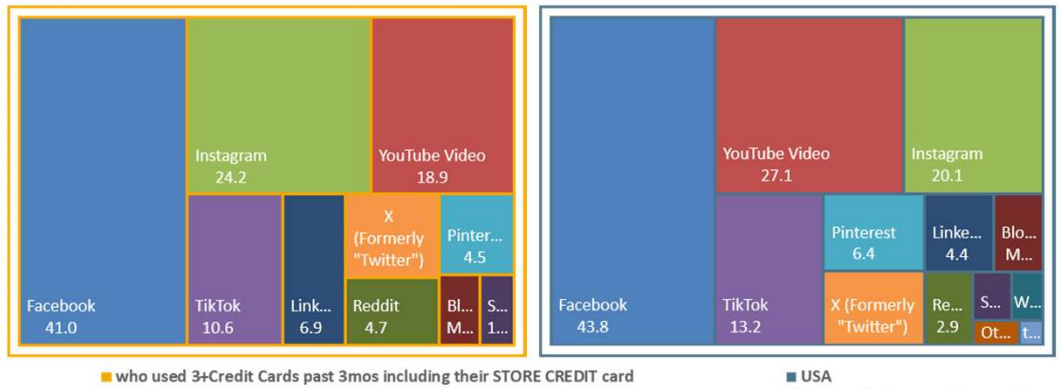
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

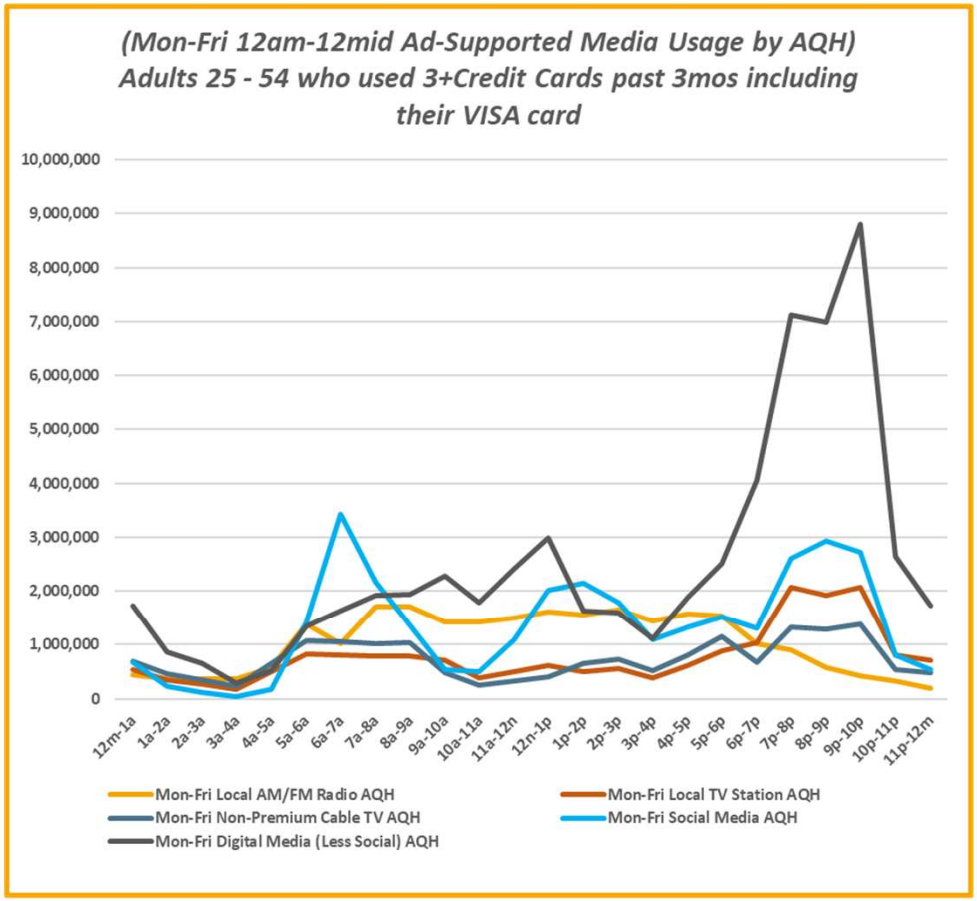
USA Jan23-Feb24 USA Projection Qual Intab 9,480

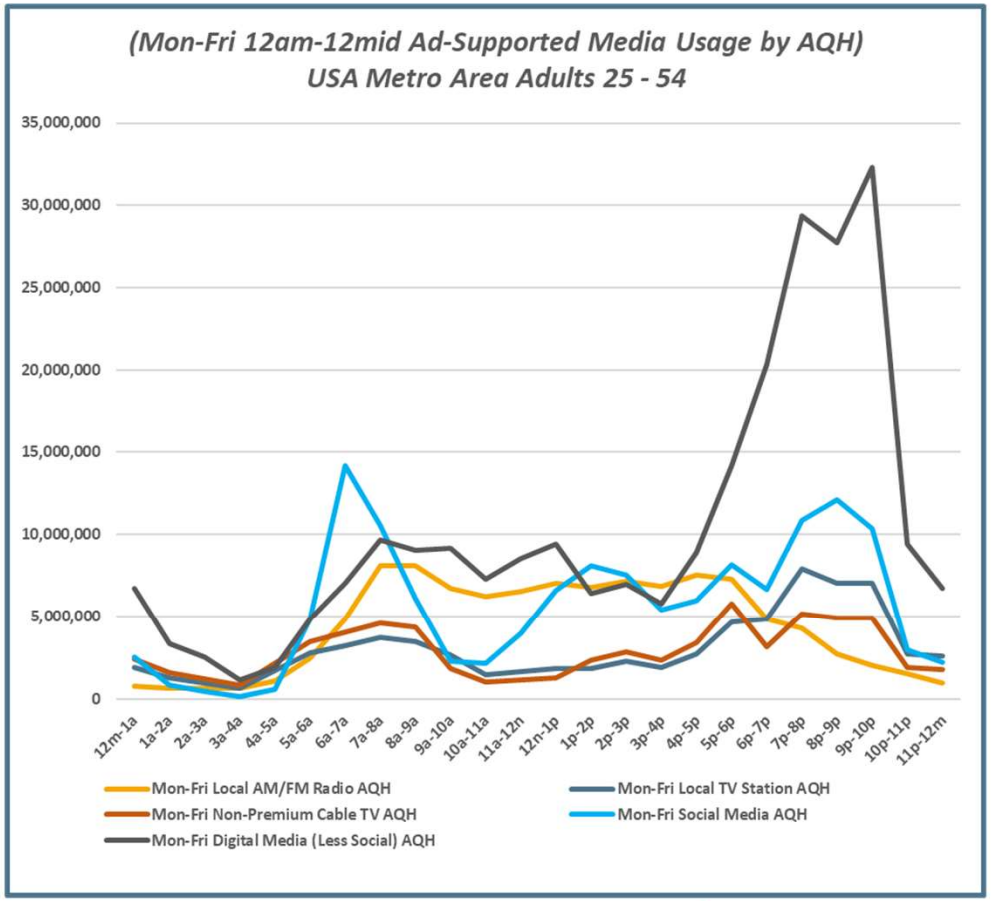
soefa.ai Share of Everything for Anything ©

[((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: 2,132,823; Social Media: 1,558,797; Local Radio: 1,471,913; Non-Prem. Cable: 699,346; Local TV: 657,523 reaching Adults 25 - 54 who used 3+Credit Cards past 3mos includin





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

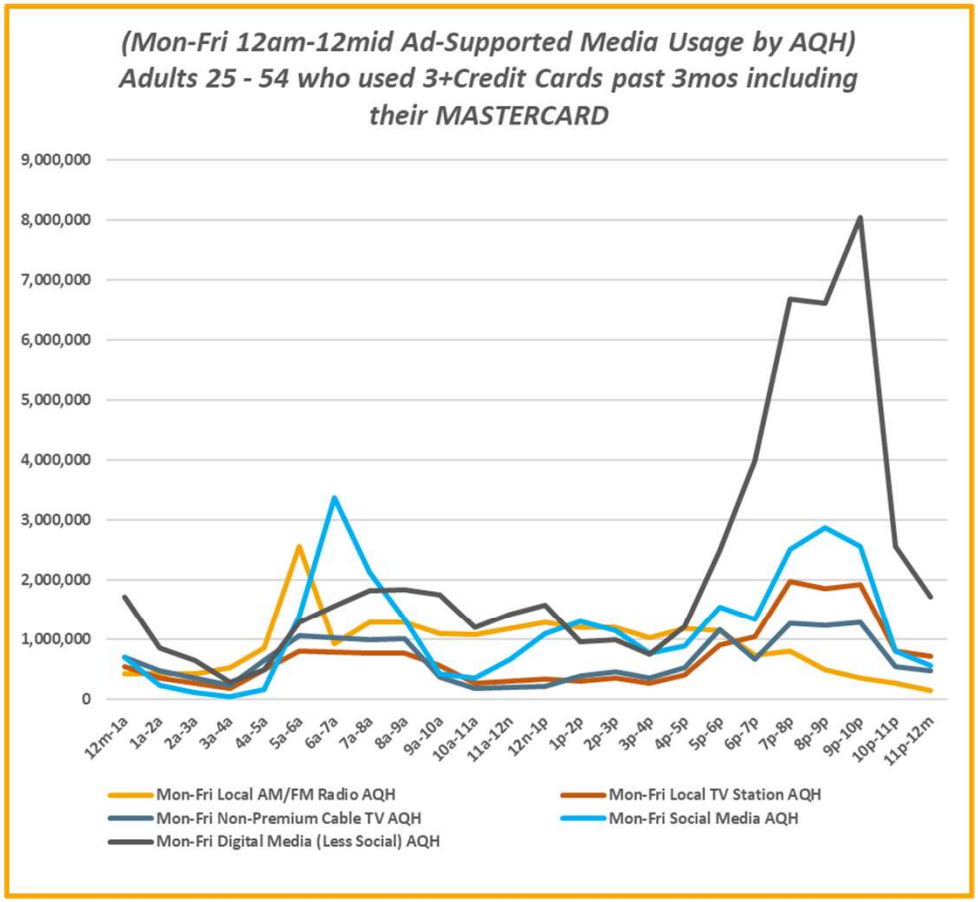
USA Jan23-Feb24 USA Projection Qual Intab 9,480

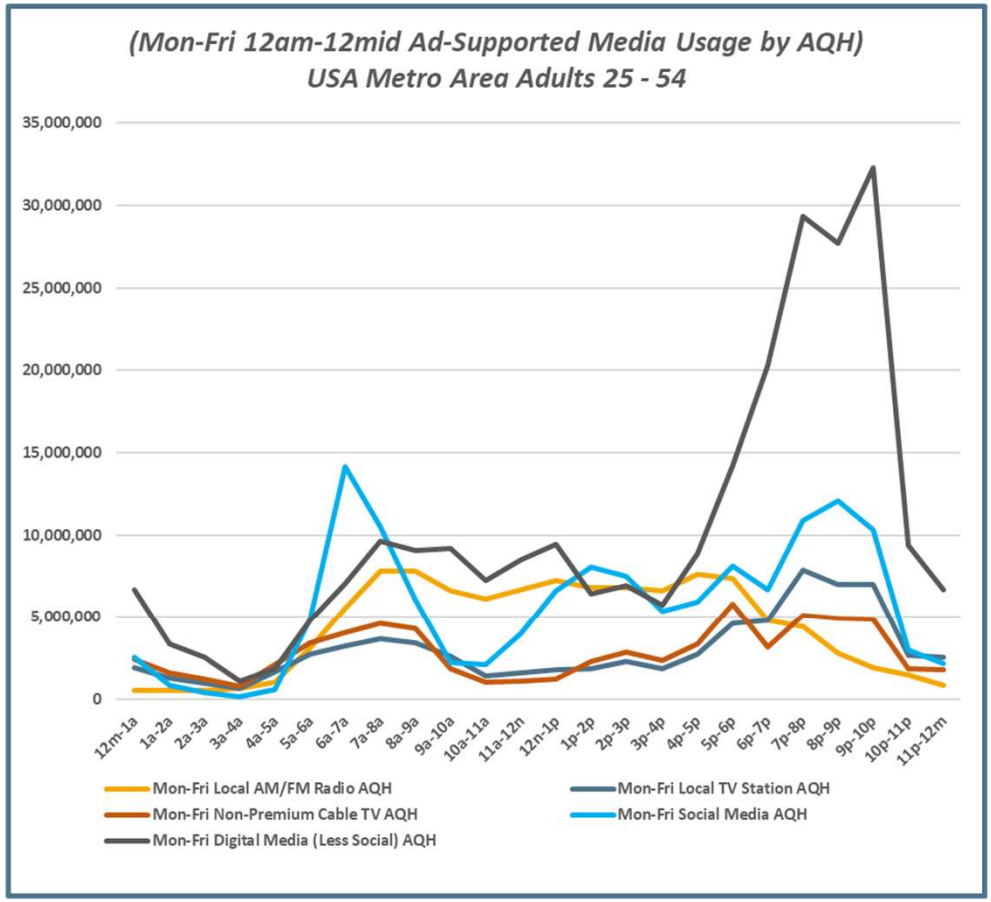
soefa.ai Share of Everything for Anything ©

[((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



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,659,429; Social Media: 1,256,554; Local Radio: 1,124,476; Non-Prem. Cable: 582,346; Local TV: 541,804 reaching Adults 25 - 54 who used 3+Credit Cards past 3mos includin





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

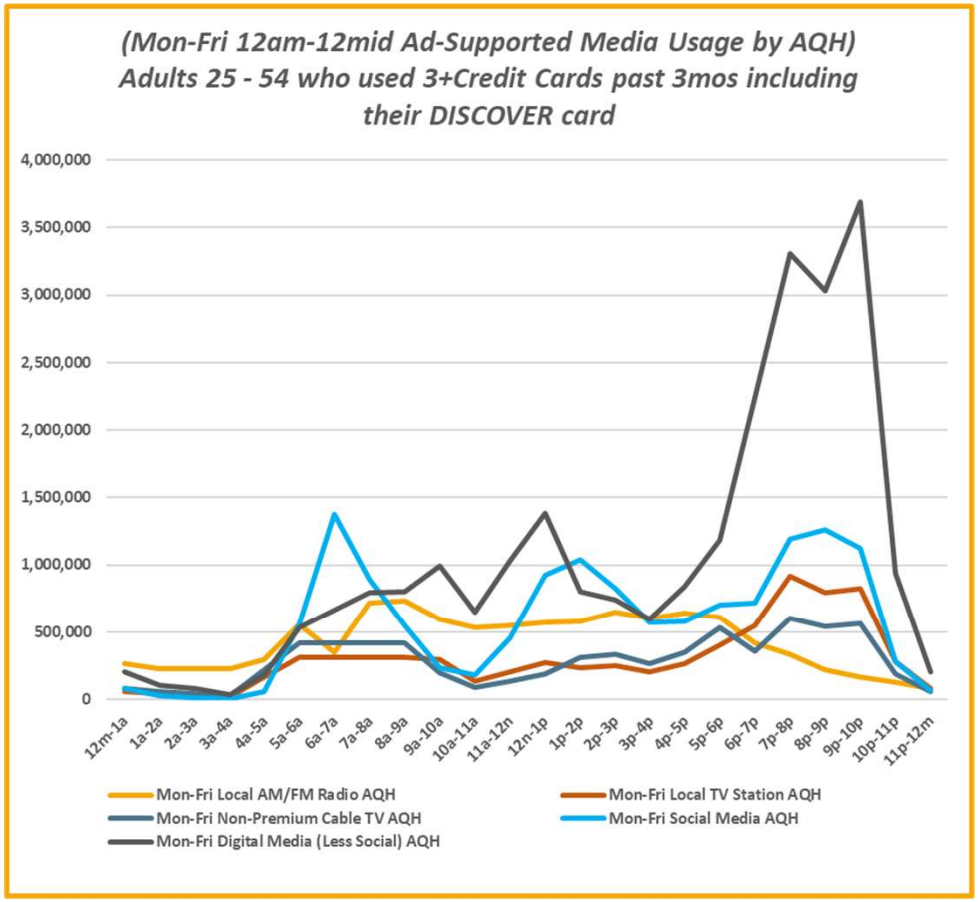
USA Jan23-Feb24 USA Projection Qual Intab 9,480

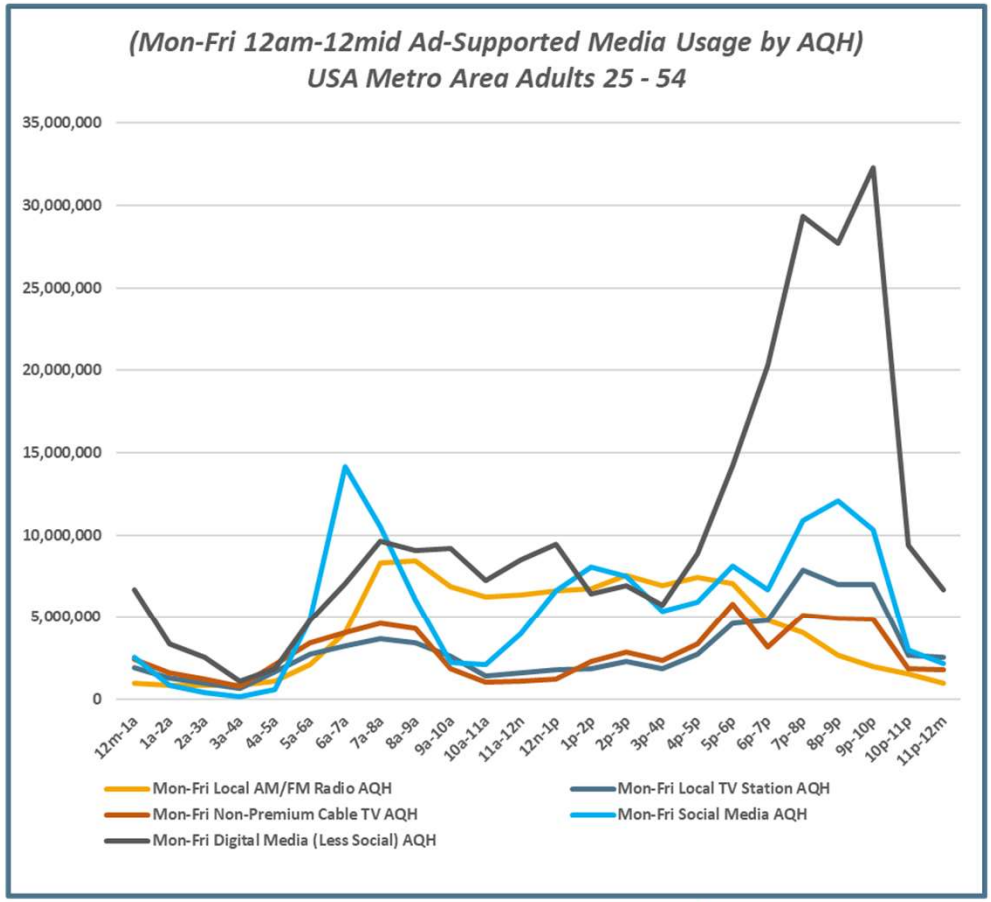
soefa.ai Share of Everything for Anything ©

[((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: 977,651; Social Media: 695,124; Local Radio: 579,701; Non-Prem. Cable: 307,847; Local TV: 286,786 reaching Adults 25 - 54 who used 3+Credit Cards past 3mos including thei





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

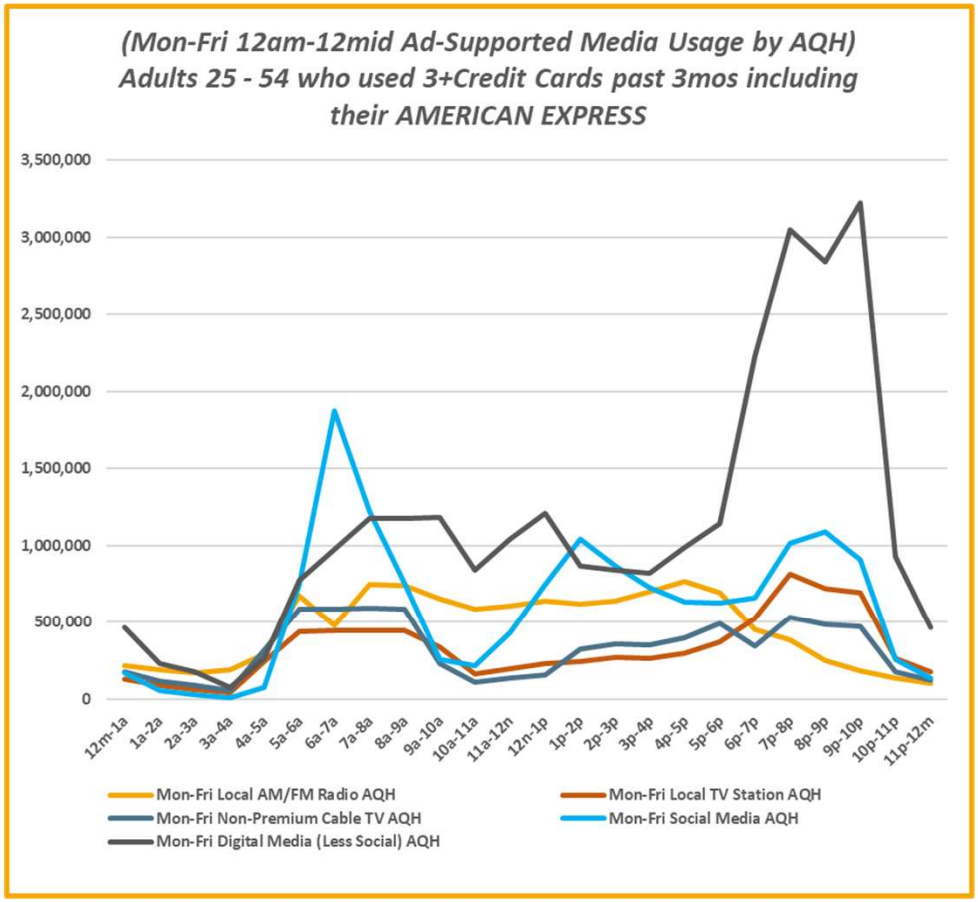
USA Jan23-Feb24 USA Projection Qual Intab 9,480

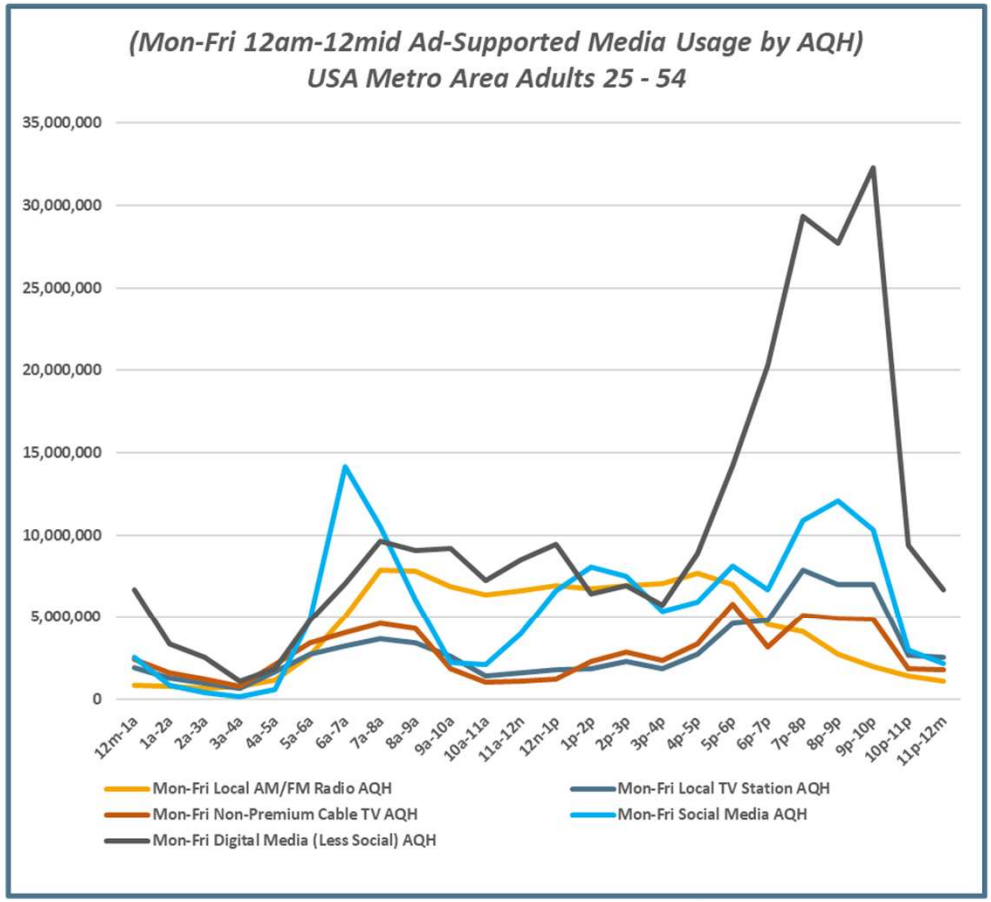
soefa.ai Share of Everything for Anything ©

[((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: 1,115,800; Social Media: 773,884; Local Radio: 641,108; Non-Prem. Cable: 359,575; Local TV: 326,877 reaching Adults 25 - 54 who used 3+Credit Cards past 3mos including th





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

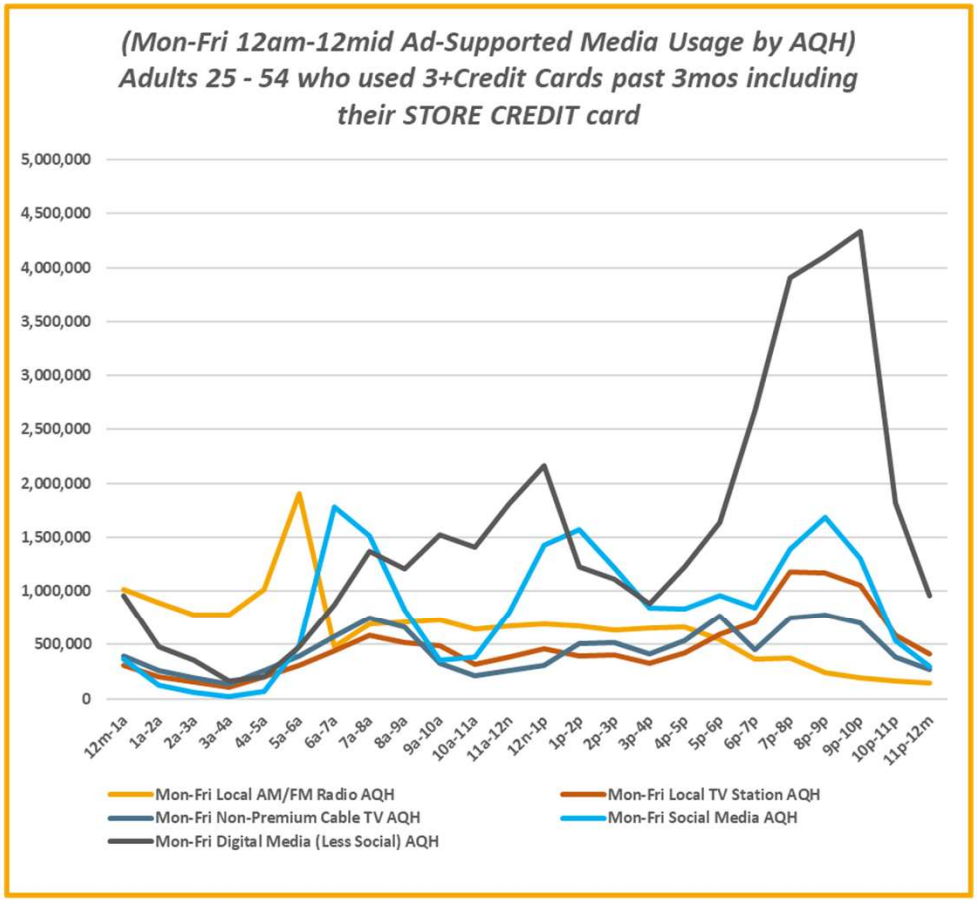
USA Jan23-Feb24 USA Projection Qual Intab 9,480

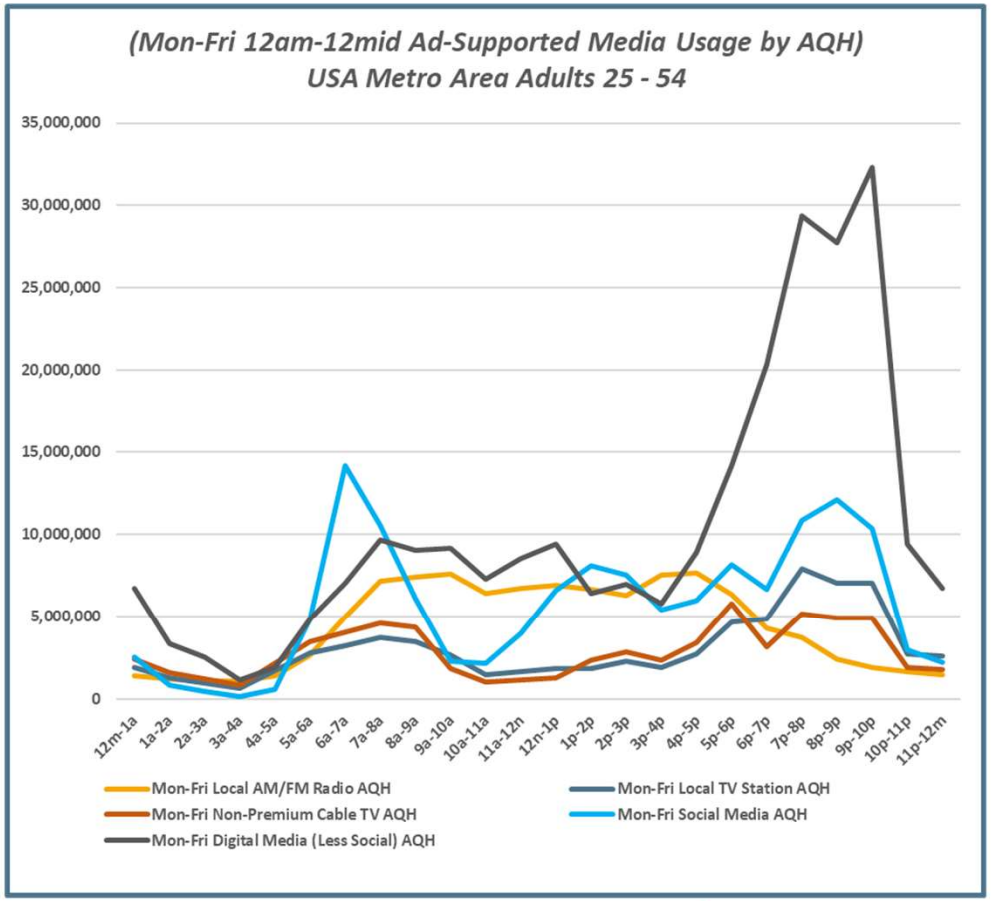
soefa.ai Share of Everything for Anything ©

[((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: 1,467,340; Social Media: 1,024,851; Local Radio: 626,157; Non-Prem. Cable: 481,712; Local TV: 464,350 reaching Adults 25 - 54 who used 3+Credit Cards past 3mos including





USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

USA Jan23-Feb24 USA Projection Qual Intab 9,480

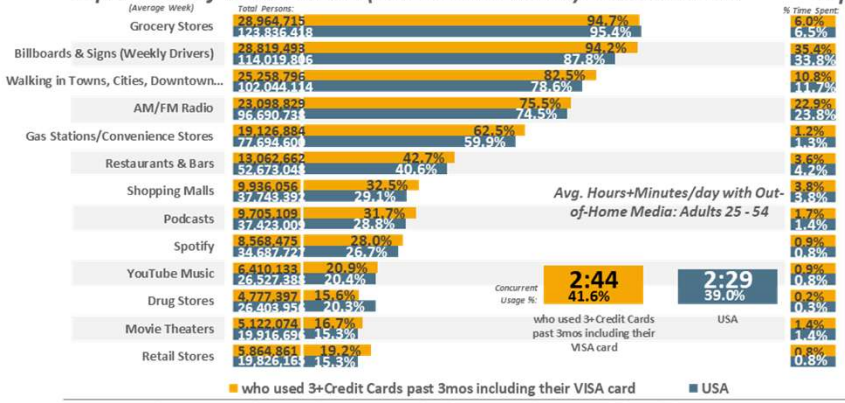
soefa.ai Share of Everything for Anything ©

[((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

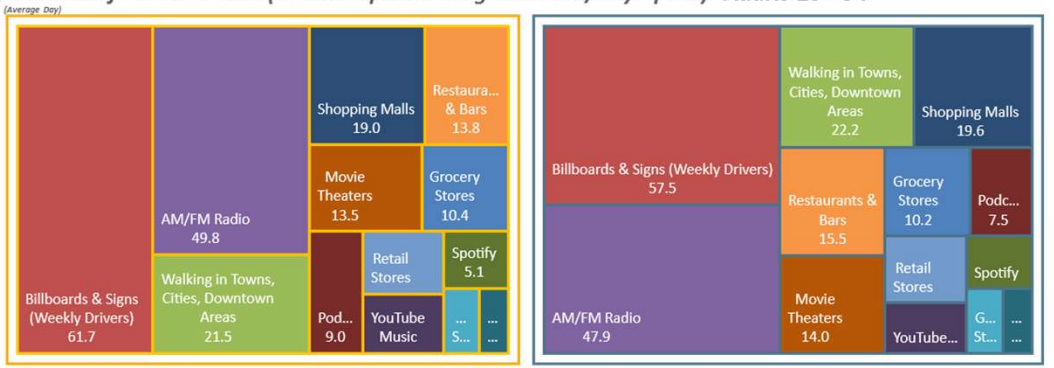


28,819,493 or 94.2% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their VISA card spend an average of 61.7 minutes per day driving, seeing Billboards and Signs. 72.% Listen to Local Radio Stations Out-of-Home for an average of 45.7 minutes

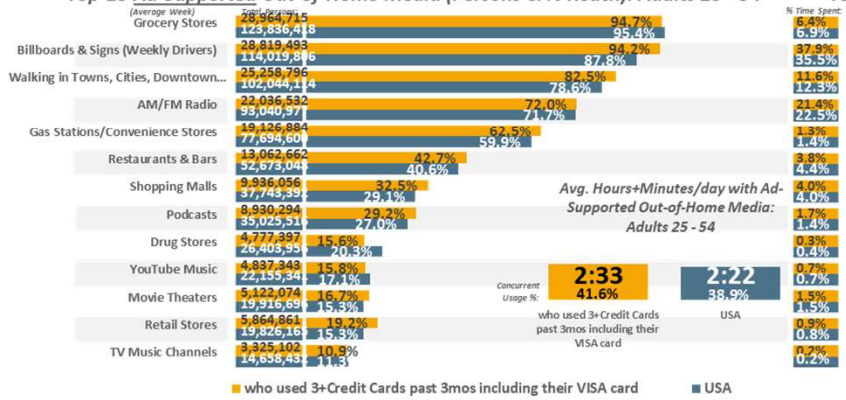
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



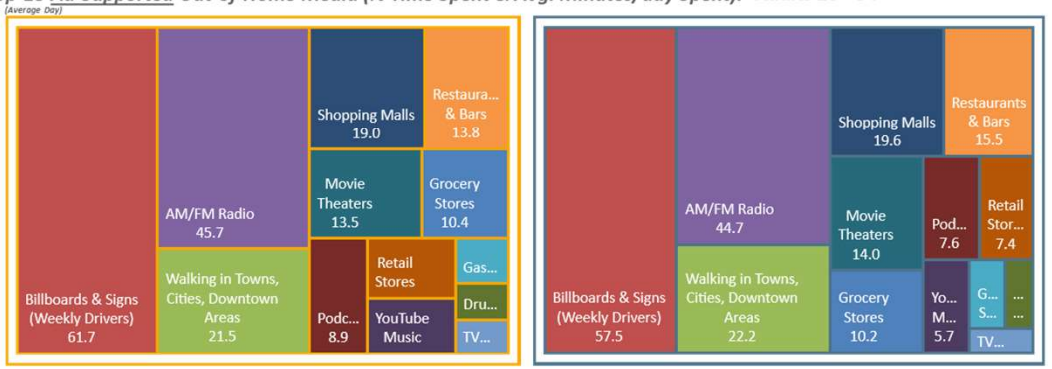
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

USA Jan23-Feb24 USA Projection Qual Intab 9,480

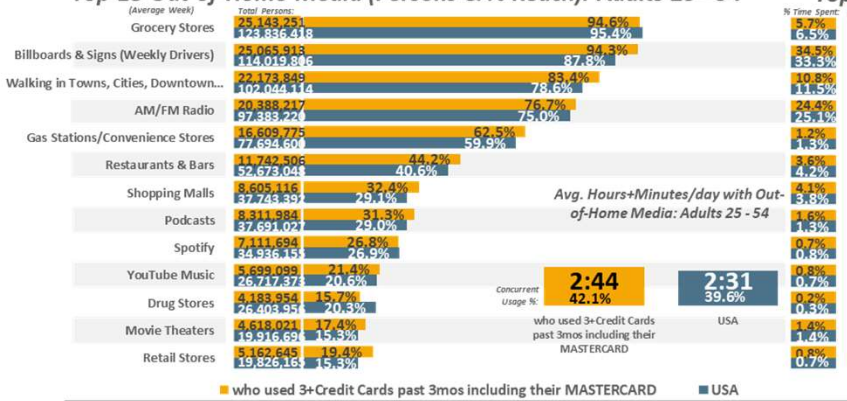
soefa.ai Share of Everything for Anything ©

[((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

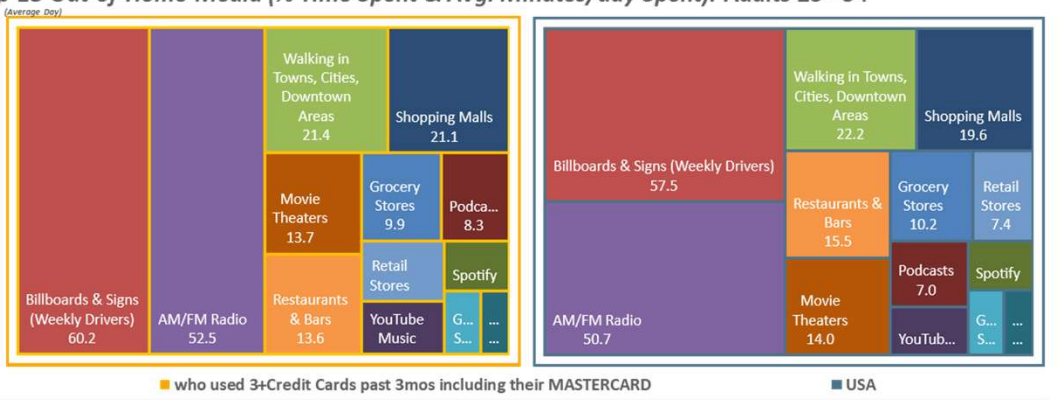


25,065,913 or 94.3% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their MASTERCARD spend an average of 60.2 minutes per day driving, seeing Billboards and Signs. 73.1% Listen to Local Radio Stations Out-of-Home for an average of 48.2 minut

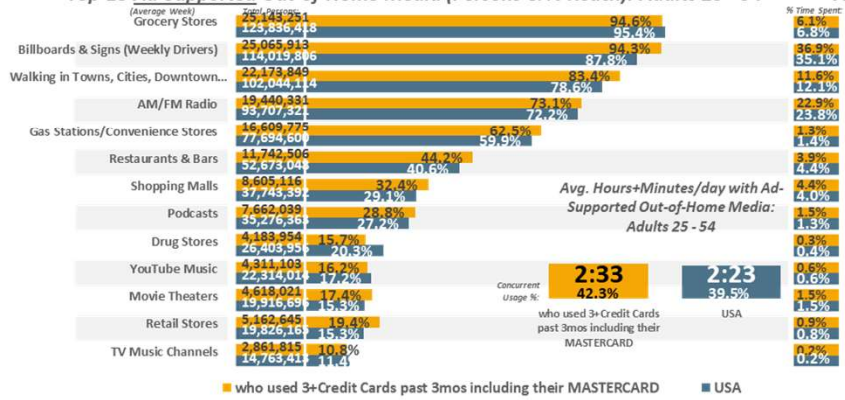
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



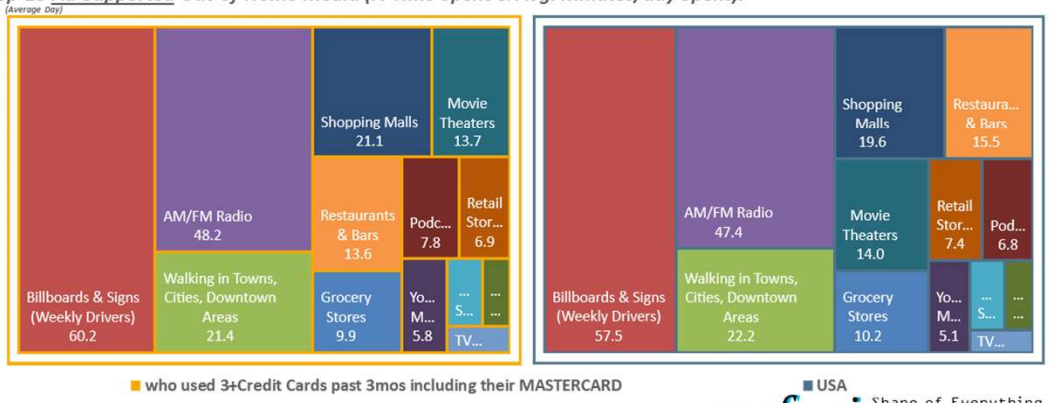
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

USA Jan23-Feb24 USA Projection Qual Intab 9,480

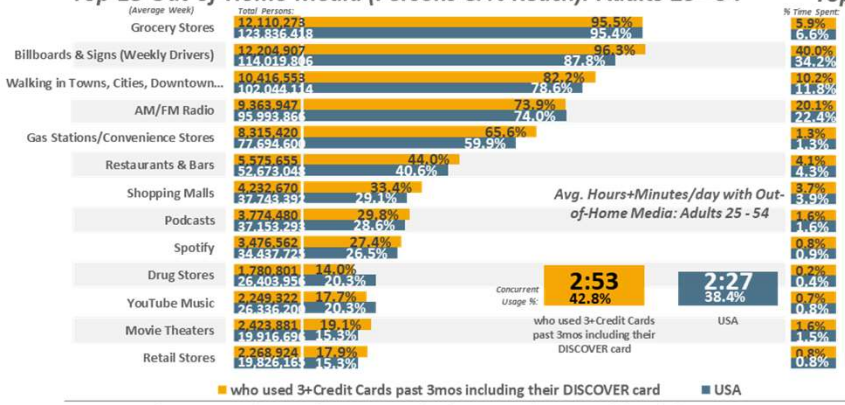
soefa.ai Share of Everything for Anything ©

[((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

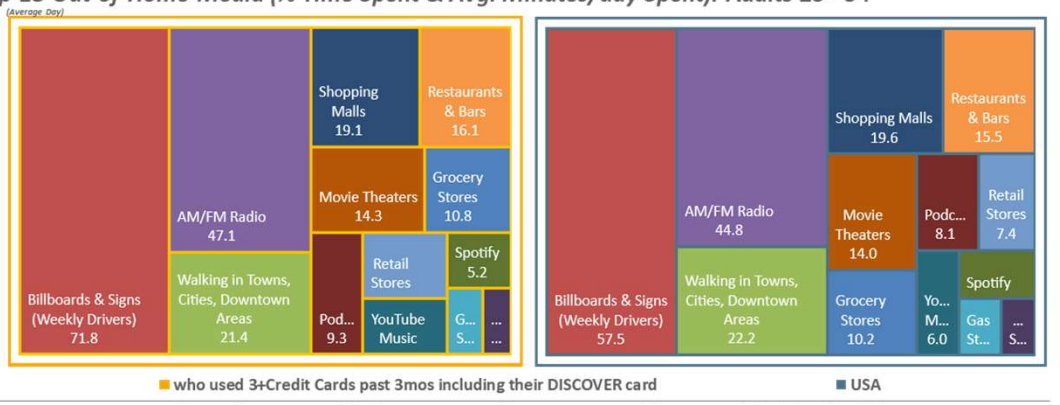


12,204,907 or 96.3% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their DISCOVER card spend an average of 71.8 minutes per day driving, seeing Billboards and Signs. 70.7% Listen to Local Radio Stations Out-of-Home for an average of 43.1 mi

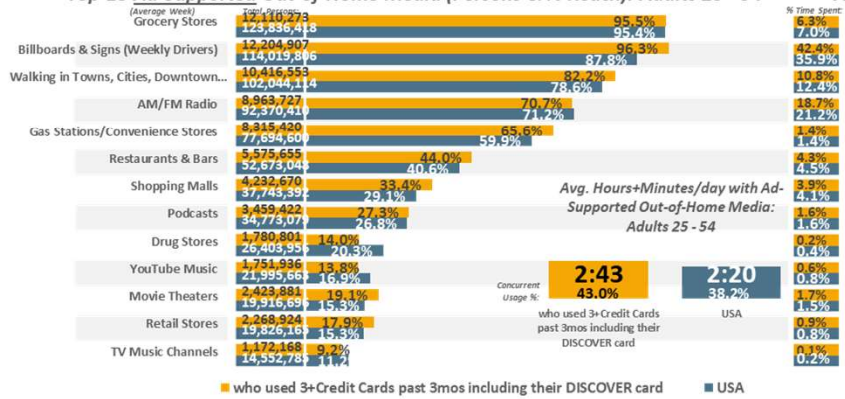
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



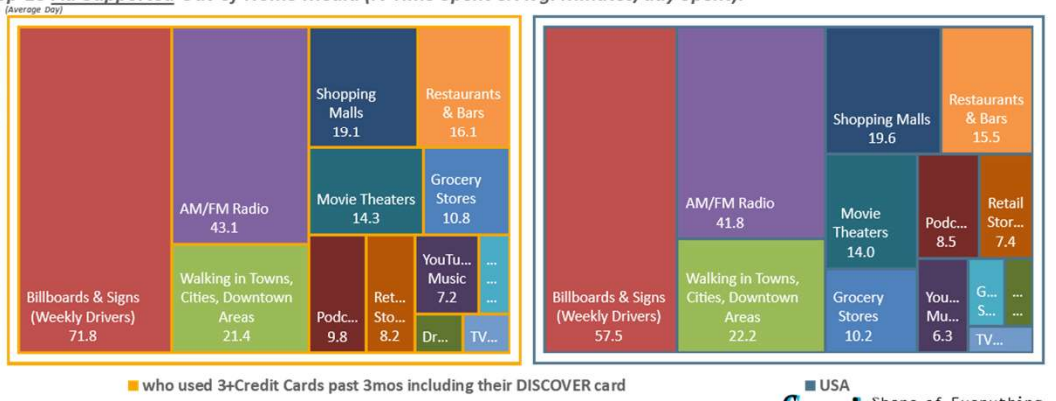
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

USA Jan23-Feb24 USA Projection Qual Intab 9,480

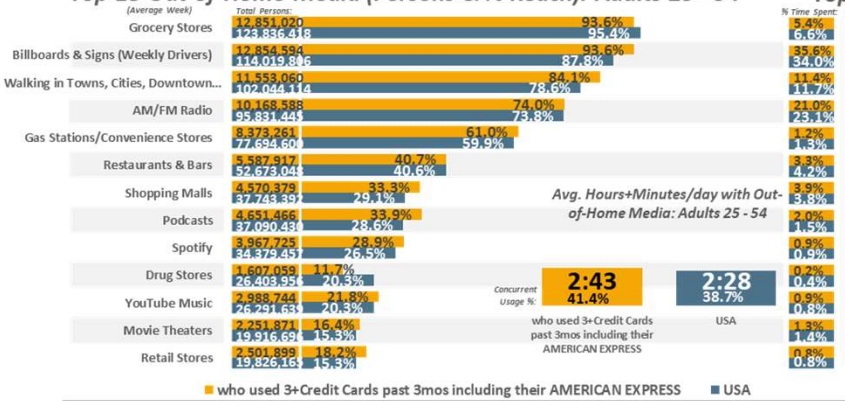
soefa.ai Share of Everything for Anything ©

[((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

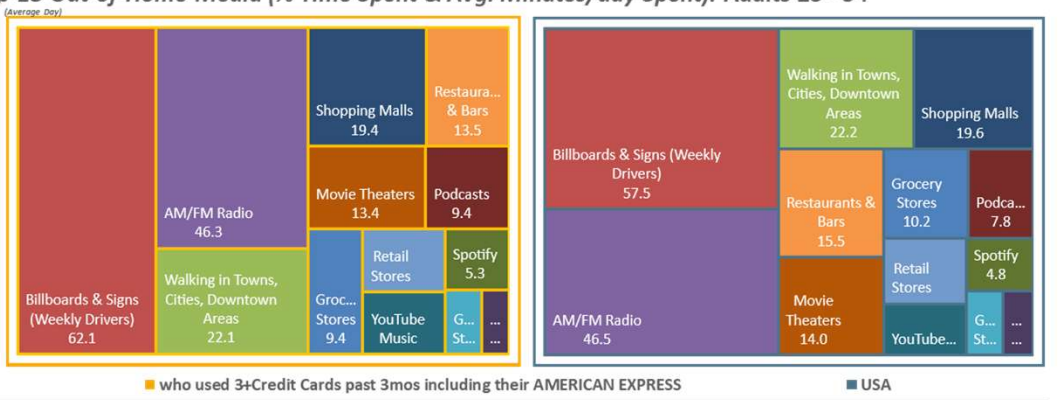


12,854,594 or 93.6% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their AMERICAN EXPRESS spend an average of 62.1 minutes per day driving, seeing Billboards and Signs. 70.7% Listen to Local Radio Stations Out-of-Home for an average of 42.7

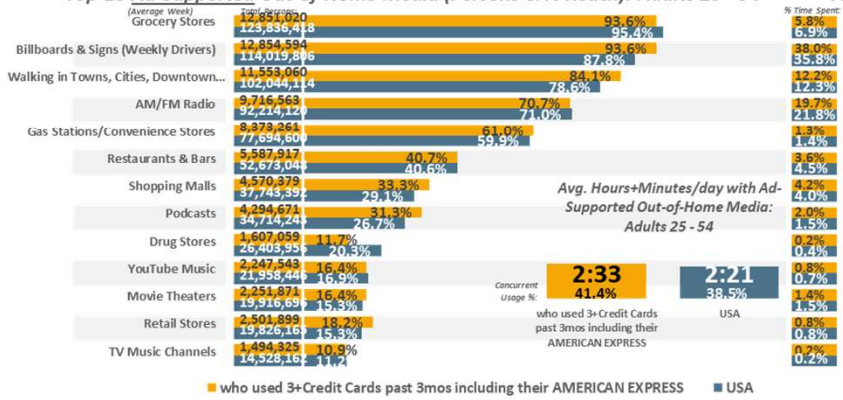
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



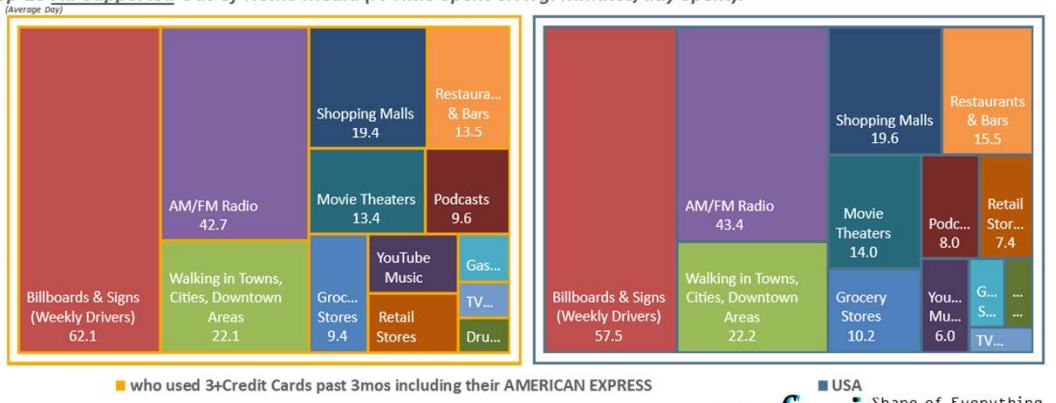
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

USA Jan23-Feb24 USA Projection Qual Intab 9,480

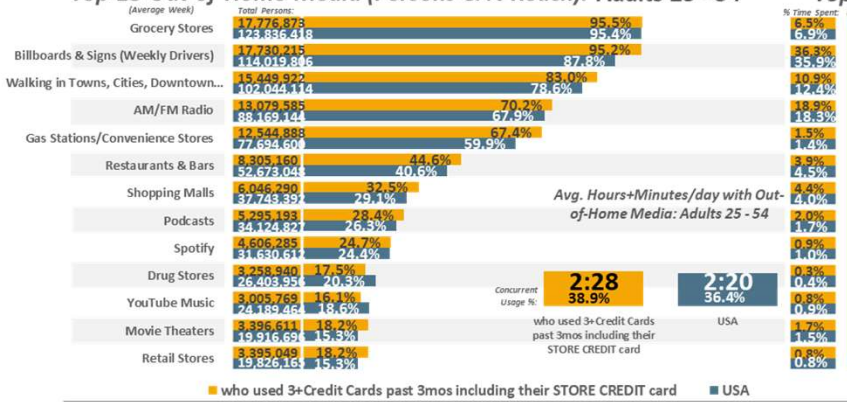
soefa.ai Share of Everything for Anything ©

[((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

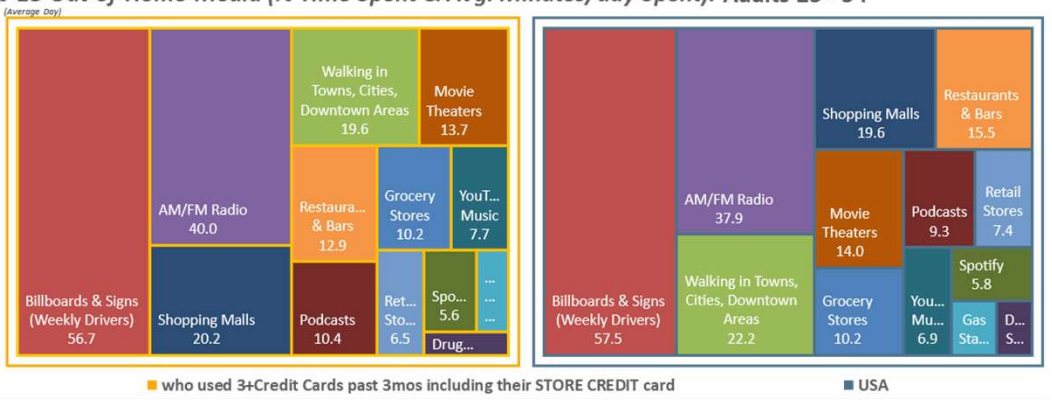


17,730,215 or 95.2% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their STORE CREDIT card spend an average of 56.7 minutes per day driving, seeing Billboards and Signs. 67.5% Listen to Local Radio Stations Out-of-Home for an average of 37.

Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



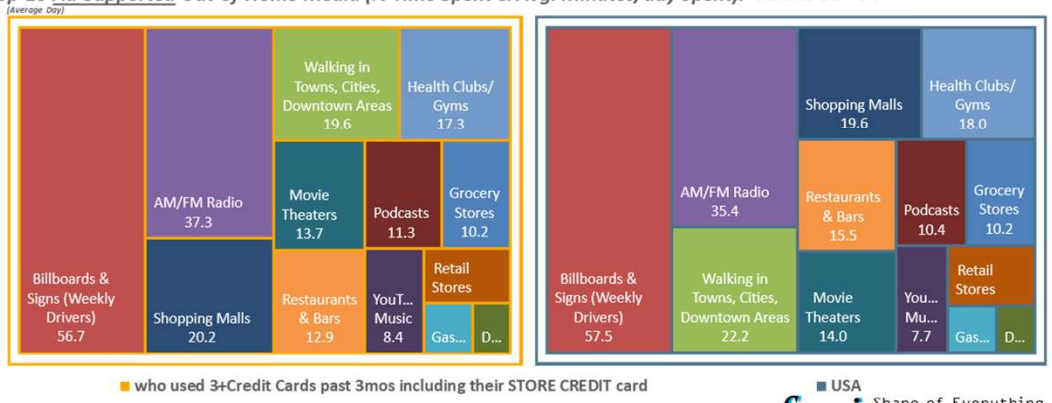
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *2,448*

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

USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

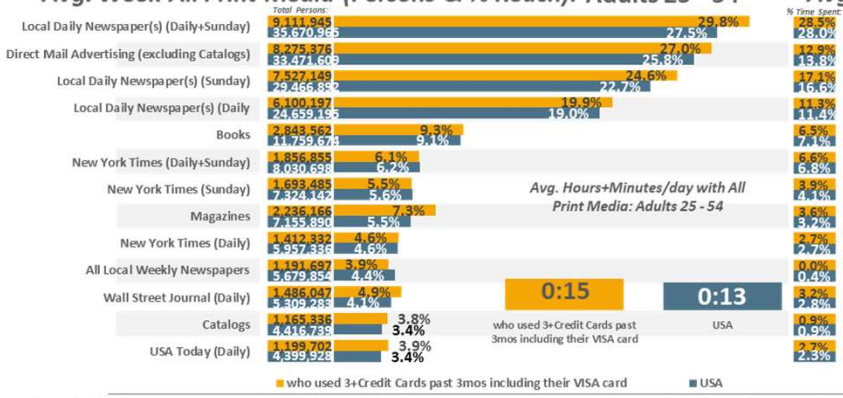
soefa.ai Share of Everything for Anything ©

[((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

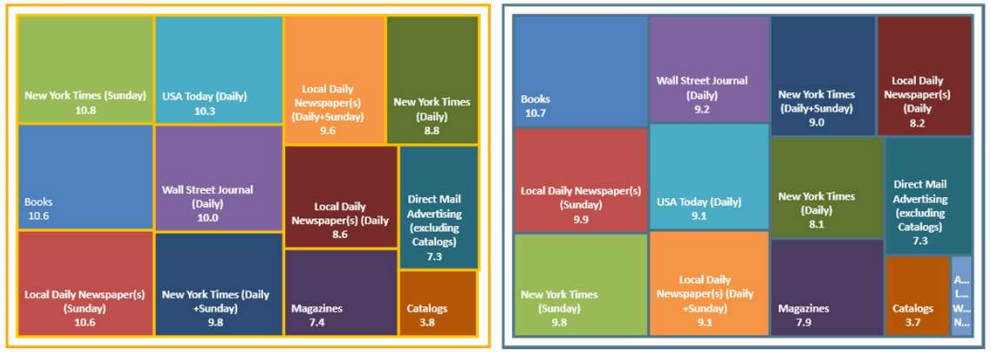


9,111,945 or 29.8% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their VISA card read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 30.4% of all time spent daily with All forms of Print Media

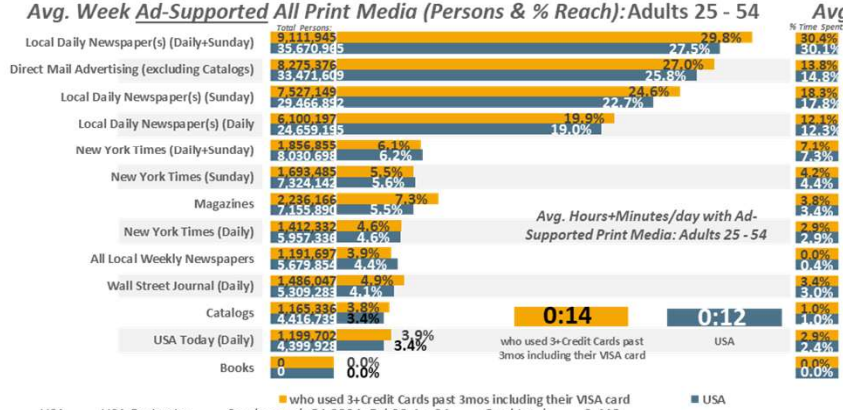
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



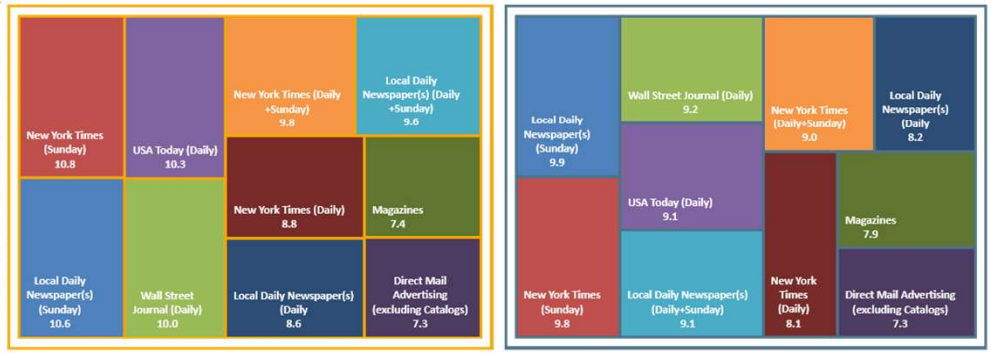
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *2,448*

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

USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

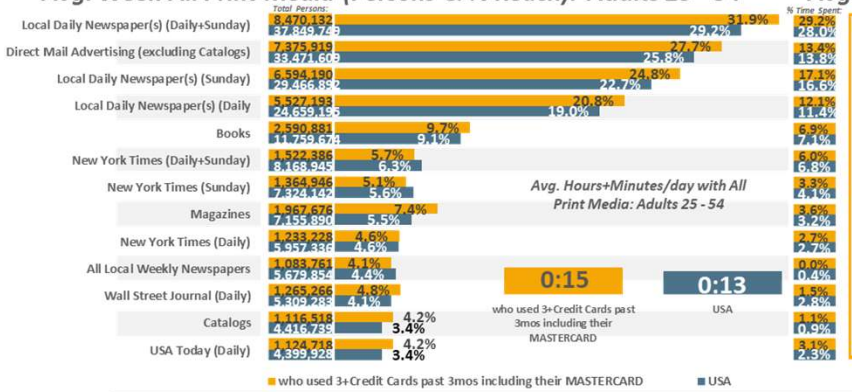
soefa.ai Share of Everything for Anything ©

[((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

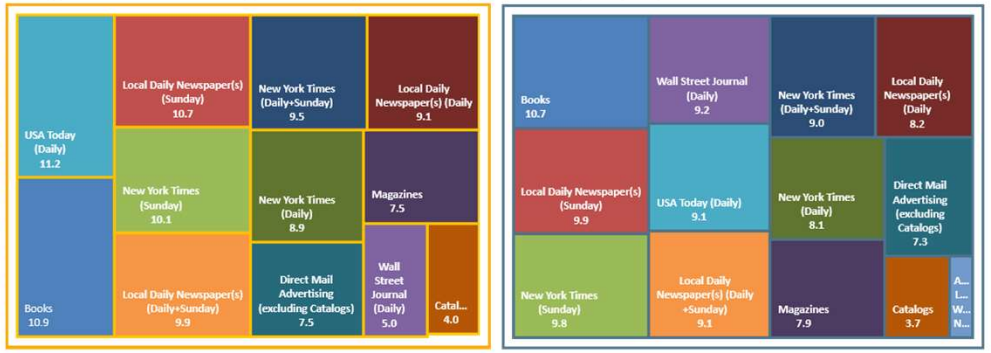


8,470,132 or 31.9% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their MASTERCARD read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 31.4% of all time spent daily with All forms of Print Medi

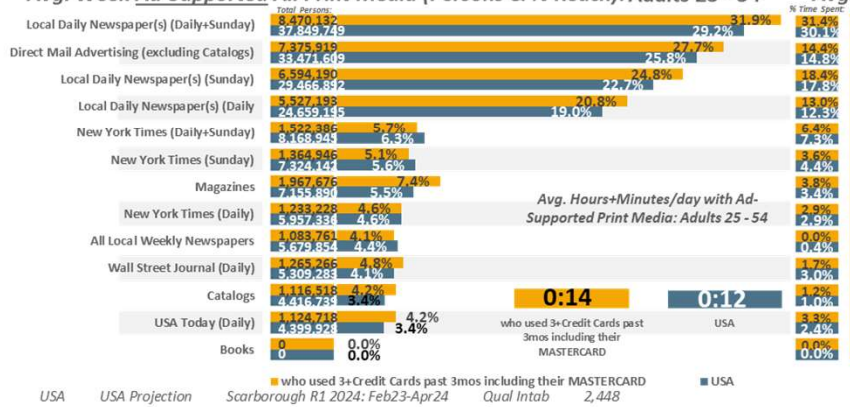
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



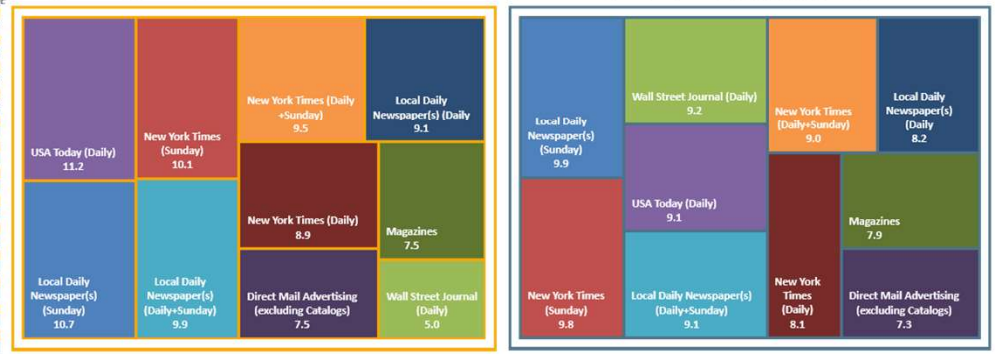
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *2,448*

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

USA Jan23-Feb24 *USA Projection* *Qual Intab* *9,480*

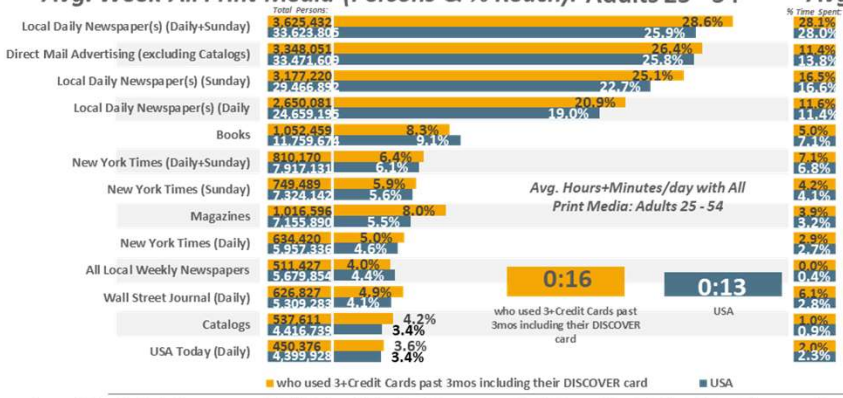
soefa.ai Share of Everything for Anything ©

[((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

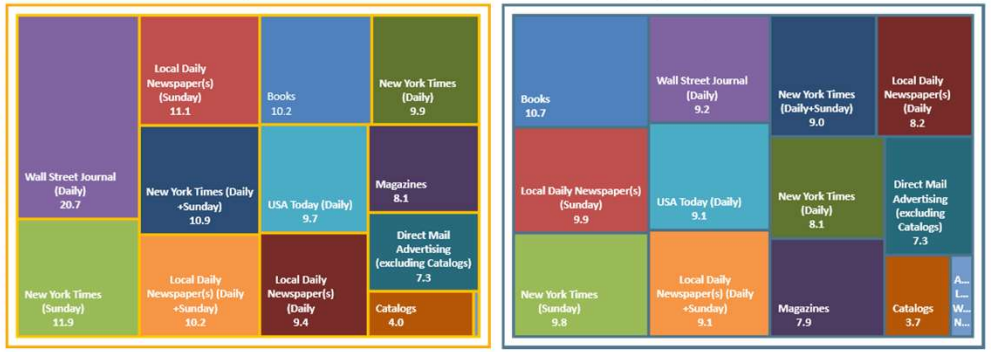


3,625,432 or 28.6% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their DISCOVER card read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.2 minutes every day representing 29.6% of all time spent daily with All forms of Print

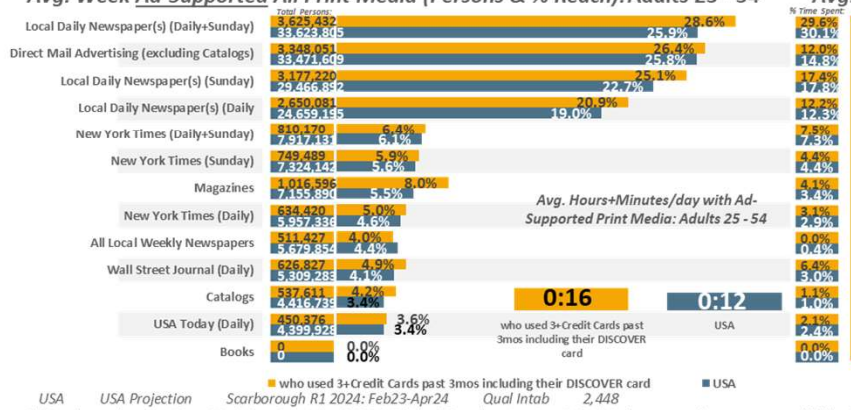
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

USA Jan23-Feb24 USA Projection Qual Intab 9,480

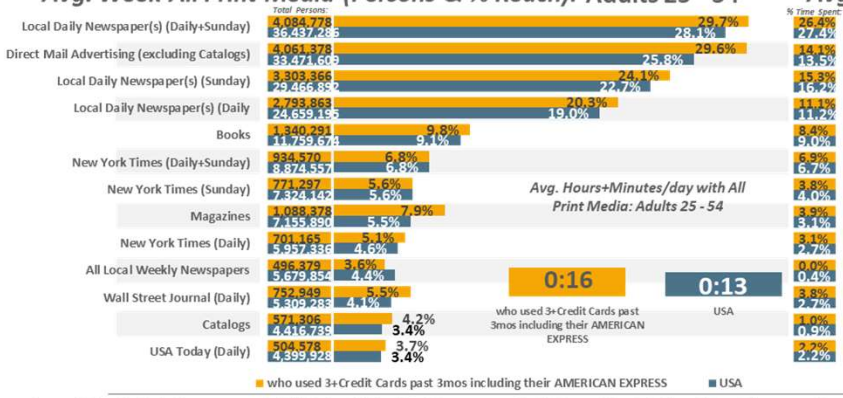
soefa.ai Share of Everything for Anything ©

[((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

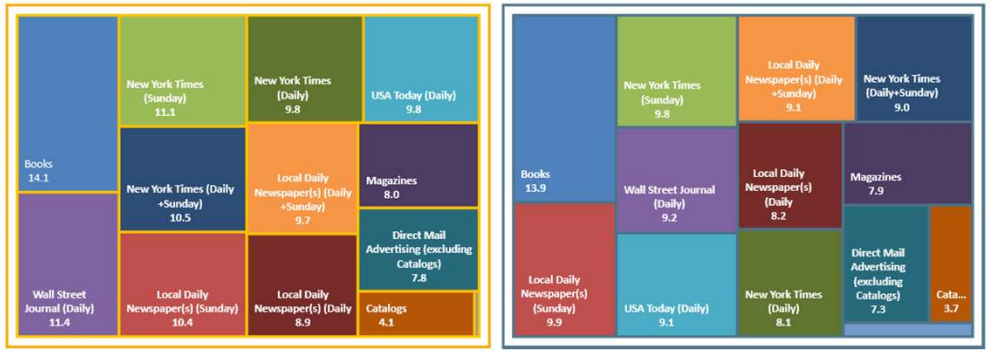


4,084,778 or 29.7% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their AMERICAN EXPRESS read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 28.8% of all time spent daily with All forms of Prin

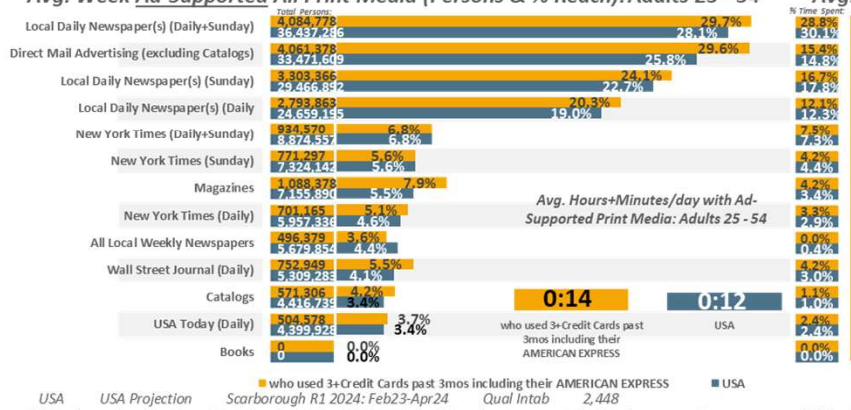
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



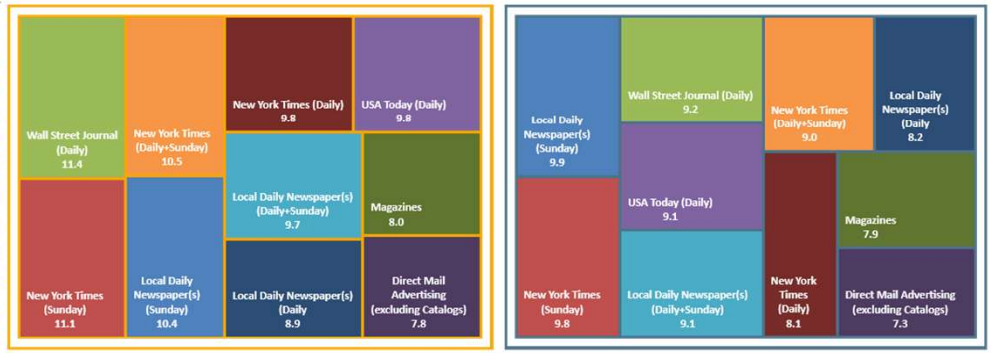
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

USA Jan23-Feb24 USA Projection Qual Intab 9,480

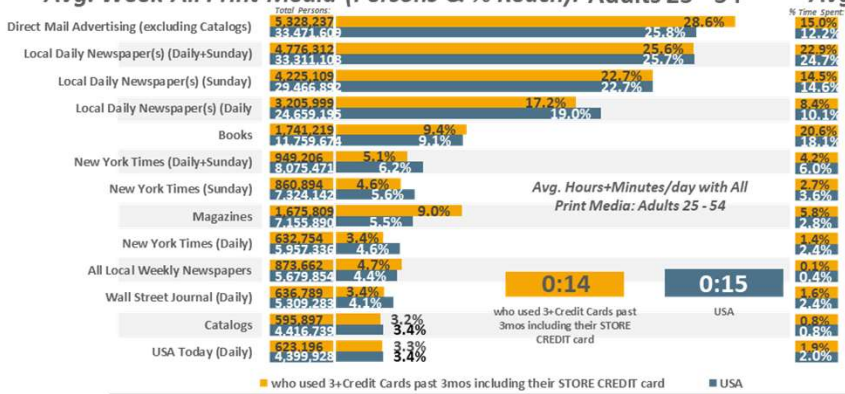
soefa.ai Share of Everything for Anything ©

[((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



4,776,312 or 25.6% of Adults 25 - 54 who used 3+Credit Cards past 3mos including their STORE CREDIT card read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.9 minutes every day representing 28.9% of all time spent daily with All forms of Pri

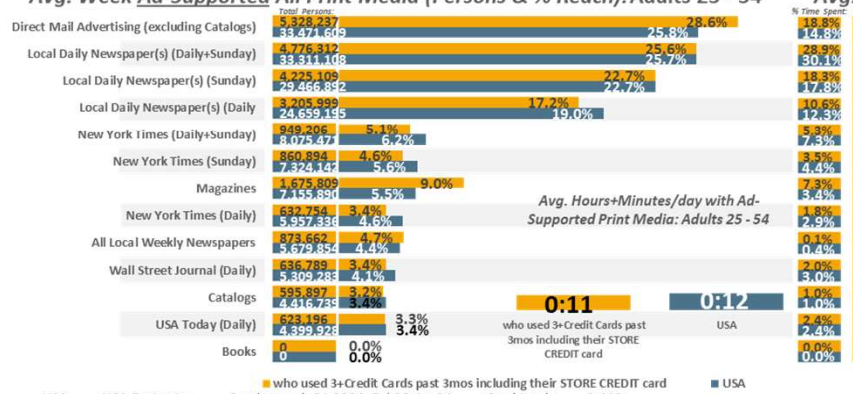
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



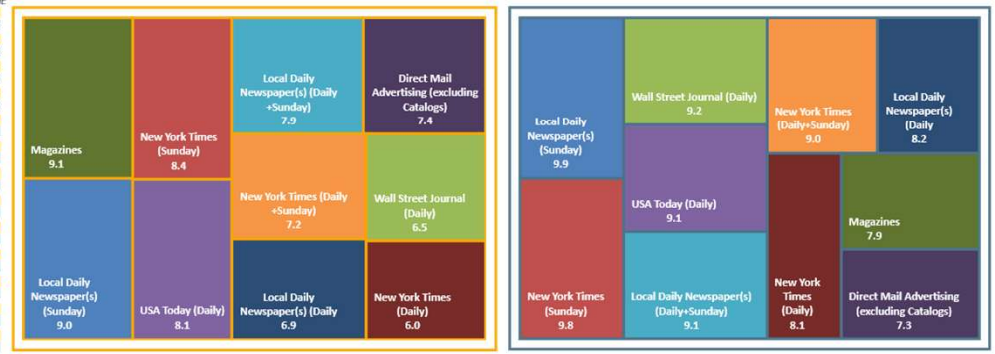
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 2,448

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

USA Jan23-Feb24 USA Projection Qual Intab 9,480

soefa.ai Share of Everything for Anything ©

[((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