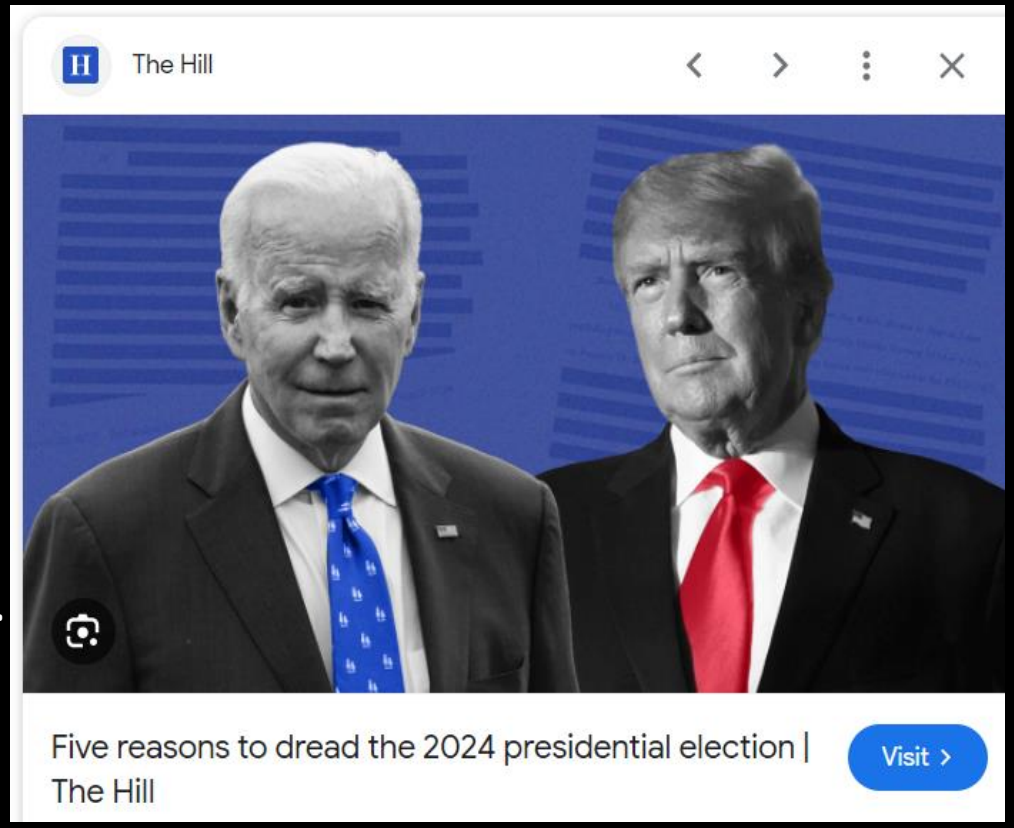
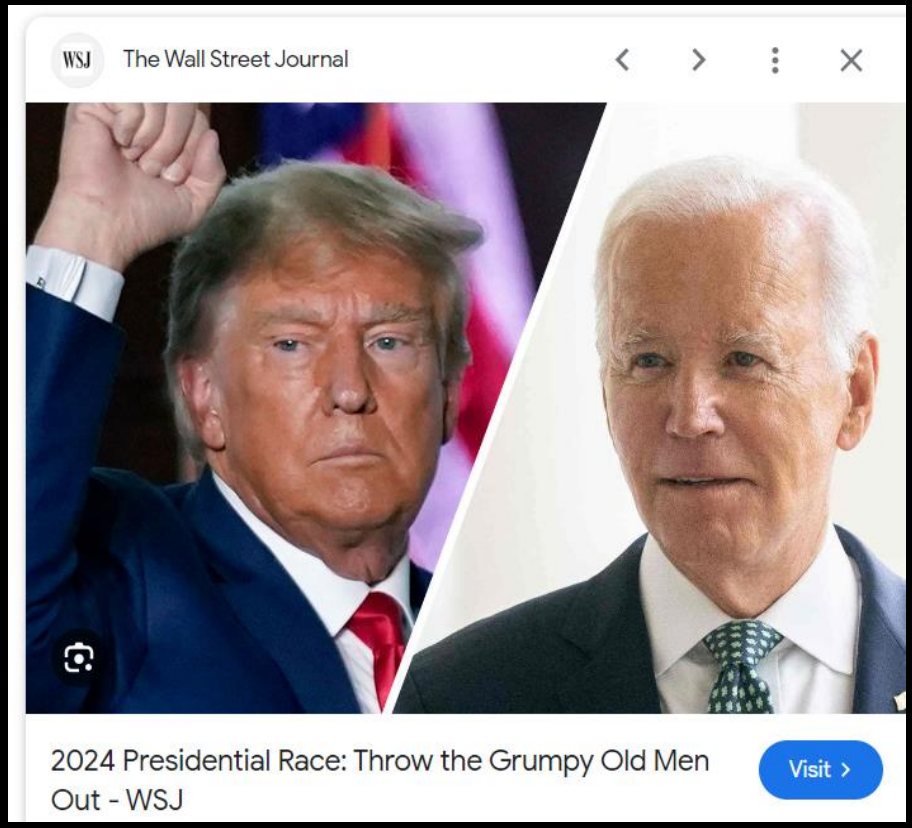
USA – P35+ REGISTERED LIKELY PRESIDENTIAL ELECTION VOTERS!

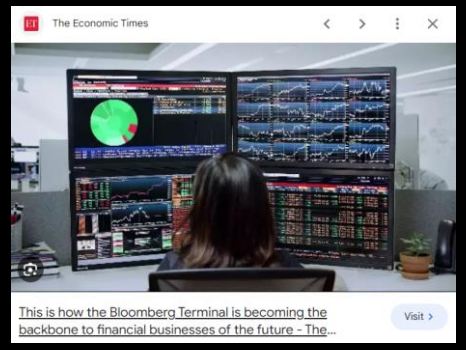
Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of of ALL P35+ Registered Likely (Always or Sometimes) Presidential Election Voters + DEMOCRATS, REPUBLICANS, INDEPENDENTS/NONE OF THESE.







[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes))]
[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Democrat OR Political party affiliation: Independent, but feel closer to Democrat))]
[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Republican OR Political party affiliation: Independent, but feel closer to Republican))]
[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Independent OR Political party affiliation: None of these))]

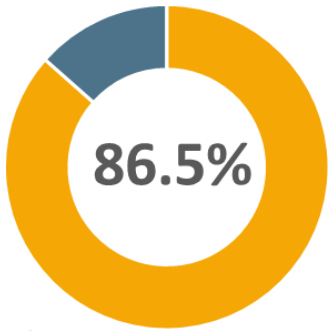
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB INC.

ALL LIKELY VOTERS

86.5% or 159,824,955 of USA Adults 35 or older are Registered Likely 2024 Presidential Election Voters. Typical Adults 35 or older who are Registered Likely 2024 Presidential Election Voters are 57.9 years old (1.3% older than average) and have a $96,152 (4.1% higher than average) annual household income.

Percent of Market: Adults 35 or older



- who are Registered Likely 2024 Presidential Election Voters
- Remainder of USA

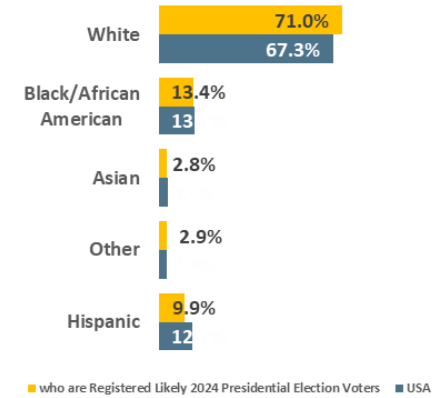
Total Persons:

159,824,955	24,929,330

Gender of Target vs. Market: Adults 35 or older

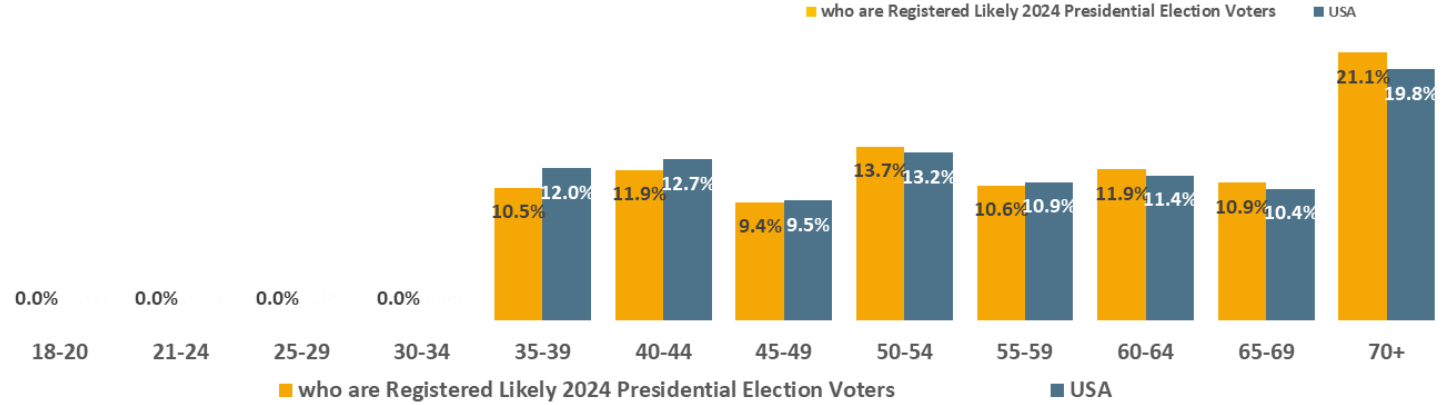
	Men	Men	Women	Women
%M vs. %F:	48.4%	48.2%	51.6%	51.8%
Average Age:	57.3	56.6	58.5	57.7
# Persons:	77,311,256	88,998,767	82,513,699	95,755,518

Ethnicity of Target vs. Market:

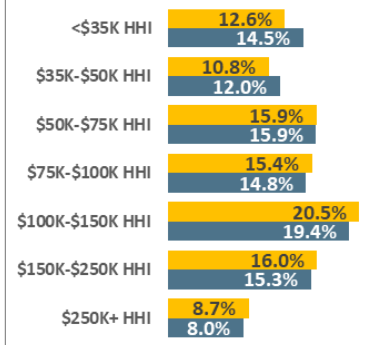


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 35 or older
	57.9
	57.2



HHI of Target vs. Market:



Avg HHI:	$96,152	$92,388

USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *8,507*

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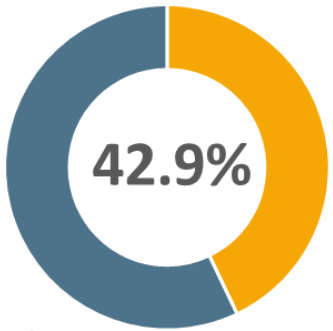
USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes))]

DEMOCRAT / LEAN DEMOCRAT

42.9% or 79,257,474 of USA Adults 35 or older are Rgstd Likely 2024 Presidential Election DEMOCRAT Voters. Typical Adults 35 or older who are Rgstd Likely 2024 Presidential Election DEMOCRAT Voters are 57.5 years old (.6% older than average) and have a $98,148 (6.2% higher than average) annual household income.

Percent of Market: Adults 35 or older



- who are Rgstd Likely 2024 Presidential Election DEMOCRAT Voters
- Remainder of USA

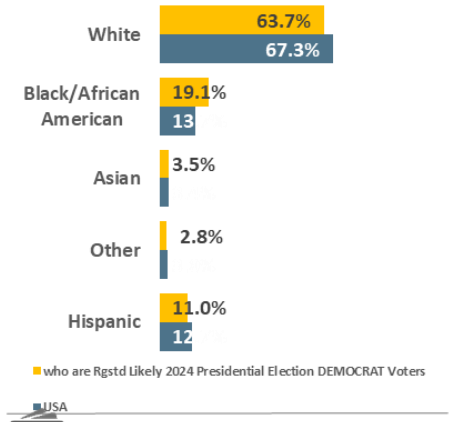
Total Persons:

79,257,474	105,496,812

Gender of Target vs. Market: Adults 35 or older

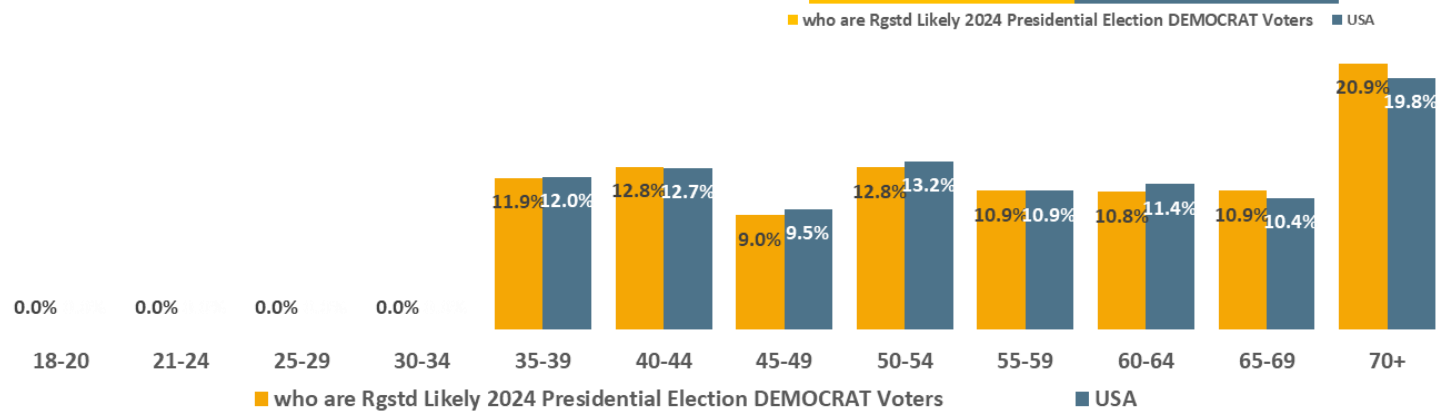
	Men	Men	Women	Women
%M vs. %F:	43.9%	48.2%	56.1%	51.8%
Average Age:	56.2	56.6	58.5	57.7
# Persons:	34,776,250	88,998,767	44,481,224	95,755,518

Ethnicity of Target vs. Market:

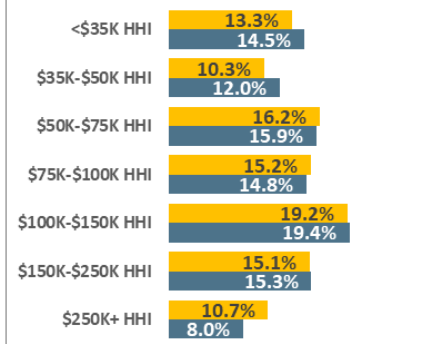


Age Cell Demographics of Target vs. Market:

Average Age:	Adults 35 or older	57.5	57.2



HHI of Target vs. Market:



Avg HHI:	$98,148	$92,388

USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *4,533*

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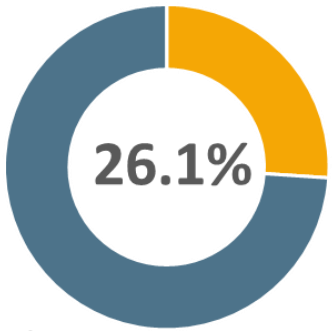
USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Democrat OR Political party affiliation: Independent, but feel closer to Democrat))]

REPUBLICAN / LEAN REPUBLICAN

26.1% or 48,139,025 of USA Adults 35 or older are Rgstd Likely 2024 Presidential Election REPUBLICAN Voters. Typical Adults 35 or older who are Rgstd Likely 2024 Presidential Election REPUBLICAN Voters are 57.7 years old (.9% older than average) and have a $100,332 (8.6% higher than average) annual household income.

Percent of Market: Adults 35 or older

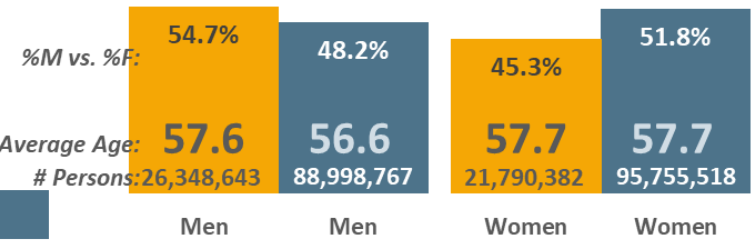


- who are Rgstd Likely 2024 Presidential Election REPUBLICAN Voters
- Remainder of USA

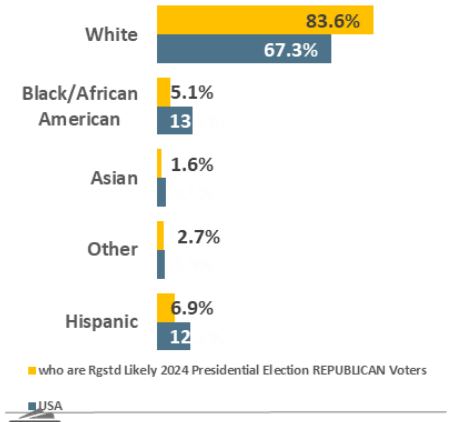
Total Persons:



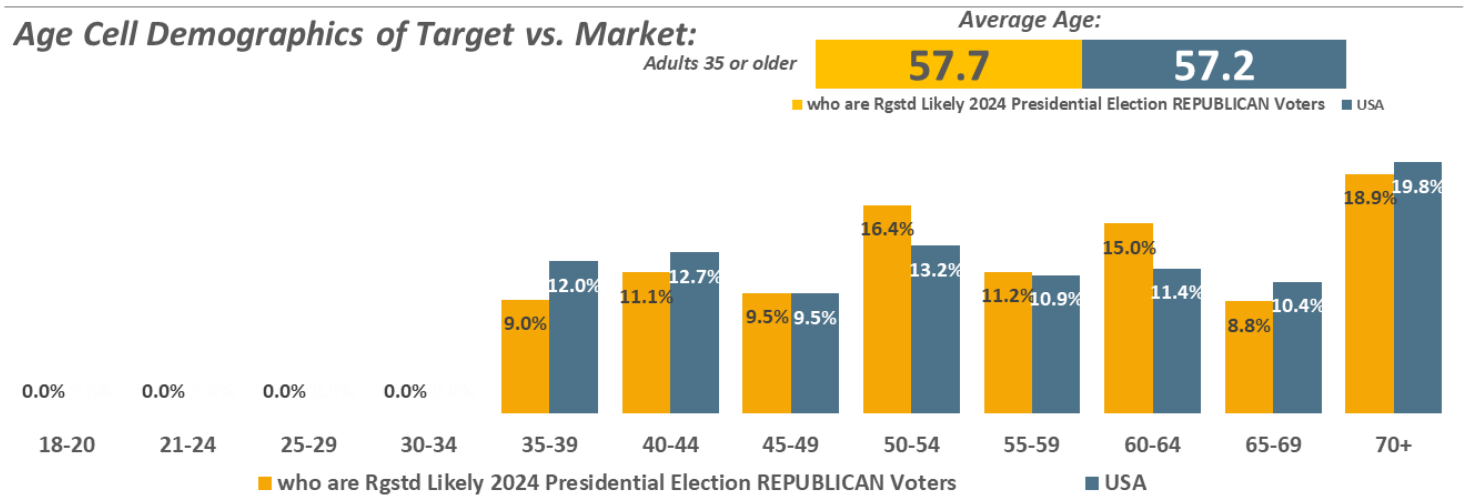
Gender of Target vs. Market: Adults 35 or older



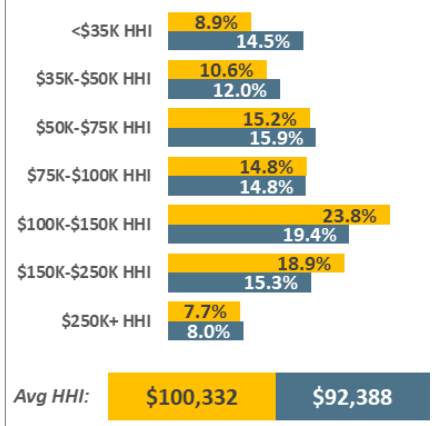
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $100,332 | $92,388

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,530

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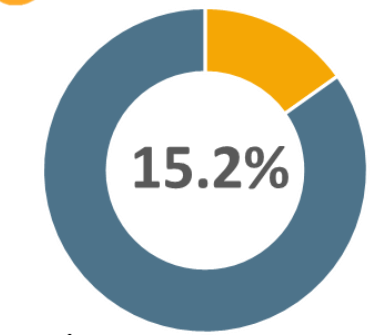
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Republican OR Political party affiliation: Independent, but feel closer to Republican))]

INDEPENDENT / NONE OF THESE

15.2% or 28,037,985 of USA Adults 35 or older are Rgstd Likely 2024 Presidential Election INDEPENDENT Voters. Typical Adults 35 or older who are Rgstd Likely 2024 Presidential Election INDEPENDENT Voters are 57. years old (.3% younger than average) and have a $86,961 (5.9% lower than average) annual household income.

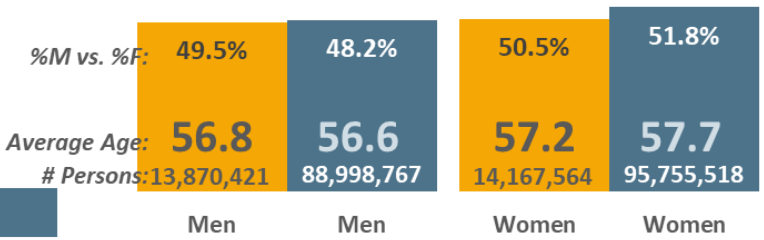
Percent of Market: Adults 35 or older



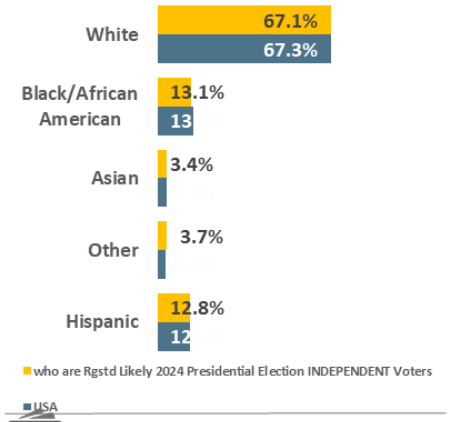
Total Persons:



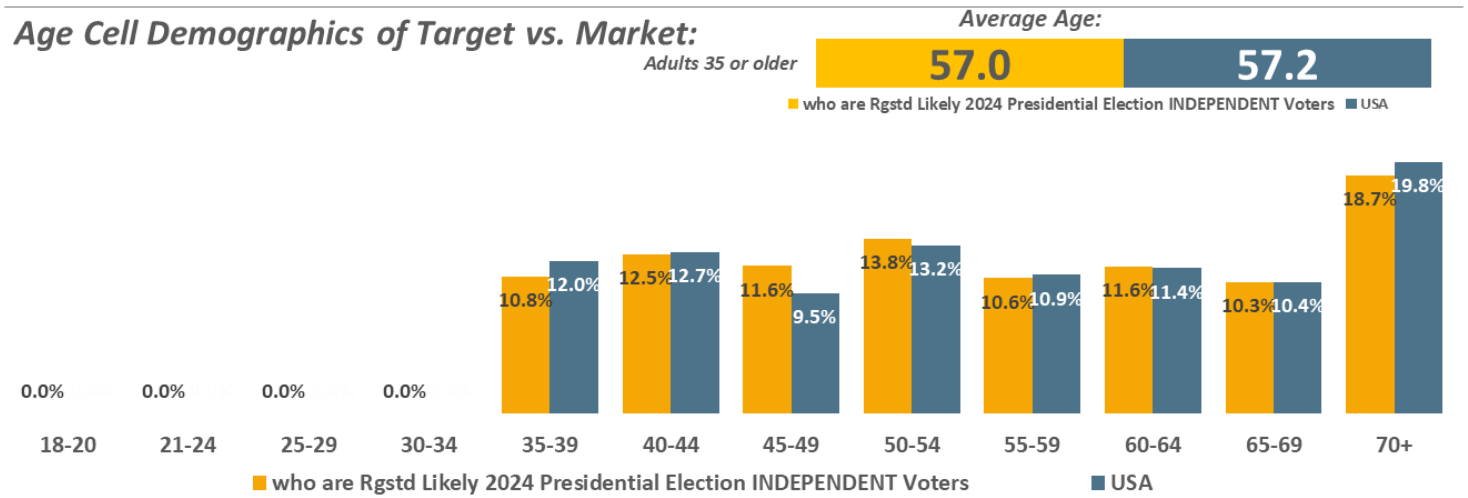
Gender of Target vs. Market: Adults 35 or older



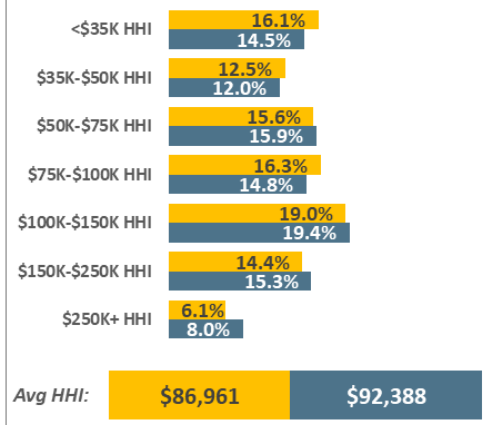
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $86,961 | $92,388

USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *1,444*

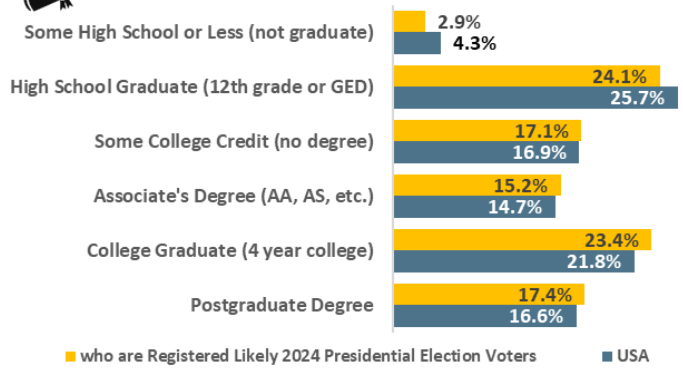
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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Independent OR Political party affiliation: None of these))]

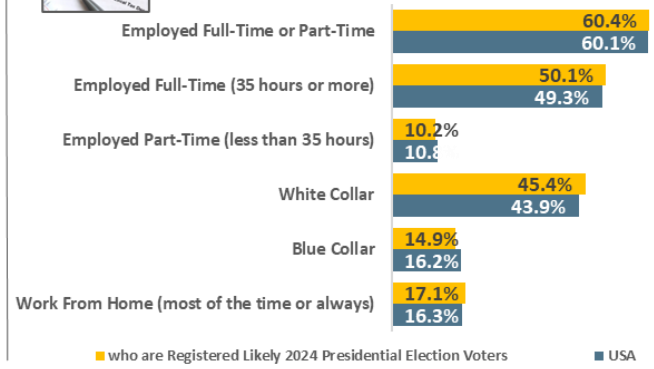
ALL LIKELY VOTERS

86.5% or 159,824,955 of USA Adults 35 or older are Registered Likely 2024 Presidential Election Voters. Adults 35 or older who are Registered Likely 2024 Presidential Election Voters are 6.1% more likely to be a college graduate, 1.7% more likely to work full-time, 2.6% more likely to be married, .9% more likely to be a grandparent of 1 or more children und

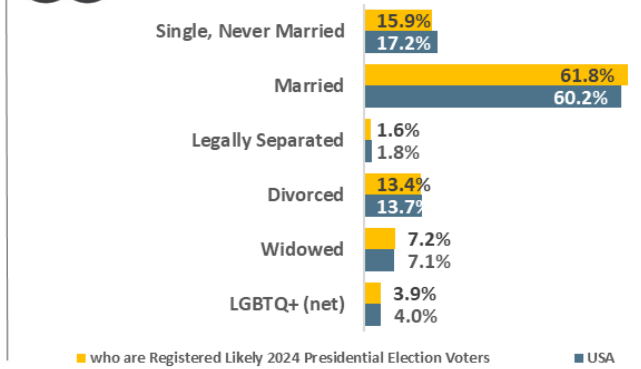
Education Levels: Adults 35 or older



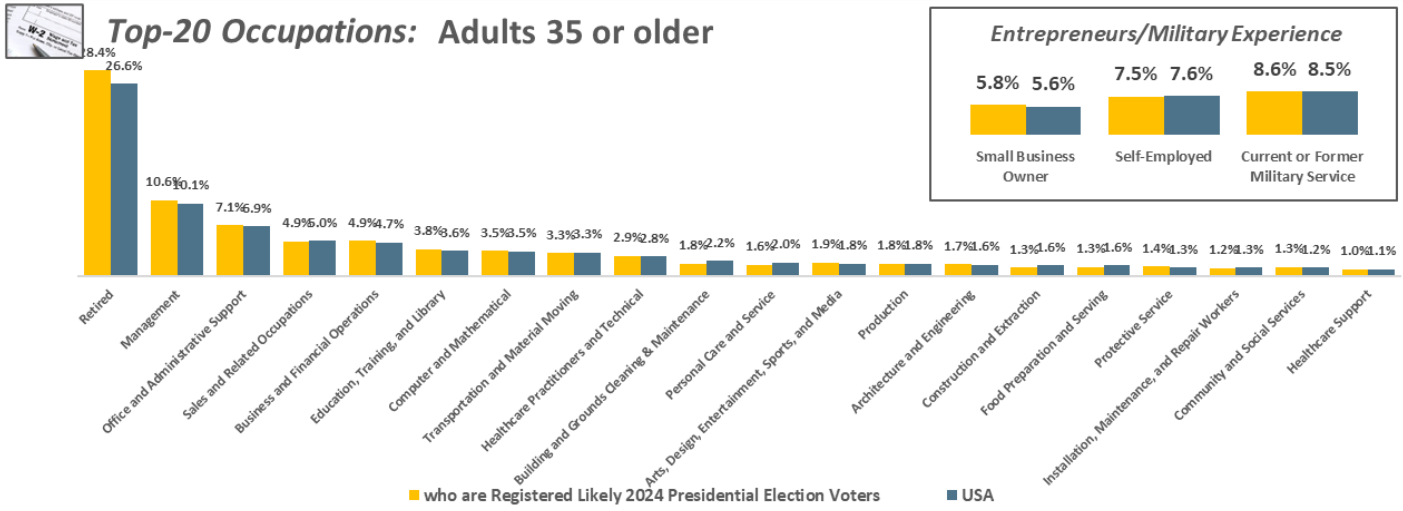
Employment: Adults 35 or older



Marital Status: Adults 35 or older

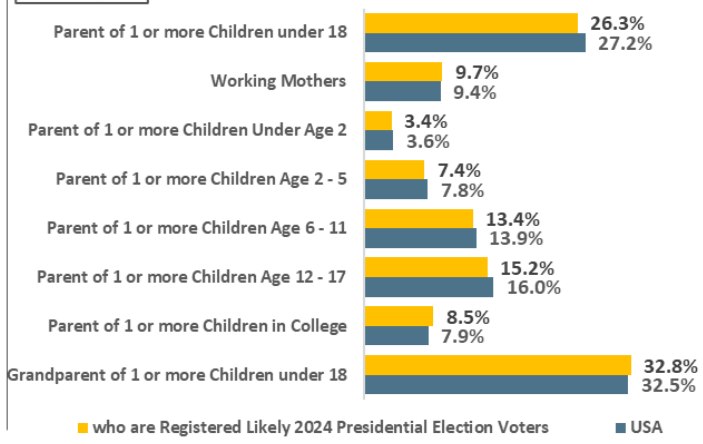


Top-20 Occupations: Adults 35 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 35 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 8,507

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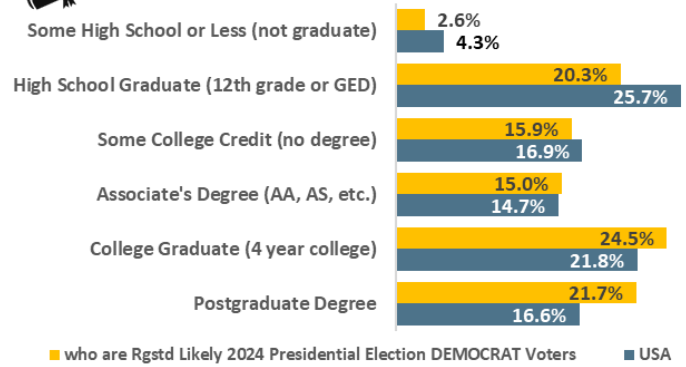
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes))]

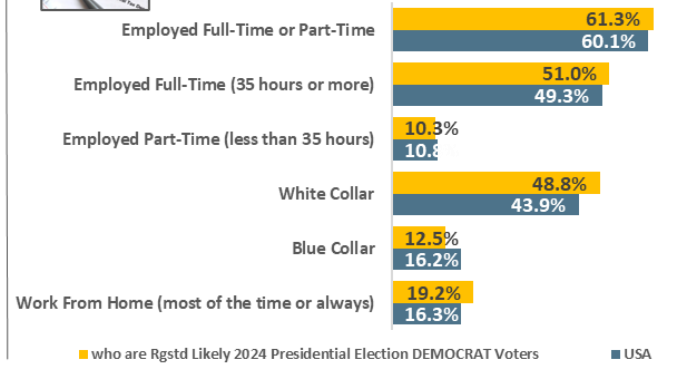
DEMOCRAT / LEAN DEMOCRAT

42.9% or 79,257,474 of USA Adults 35 or older are Rgstd Likely 2024 Presidential Election DEMOCRAT Voters. Adults 35 or older who are Rgstd Likely 2024 Presidential Election DEMOCRAT Voters are 20.4% more likely to be a college graduate, 3.4% more likely to work full-time, 2.7% less likely to be married, 10.5% less likely to be a grandparent of 1 or more child

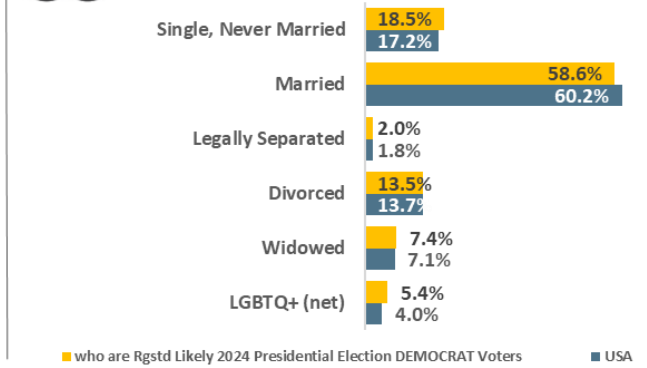
Education Levels: Adults 35 or older



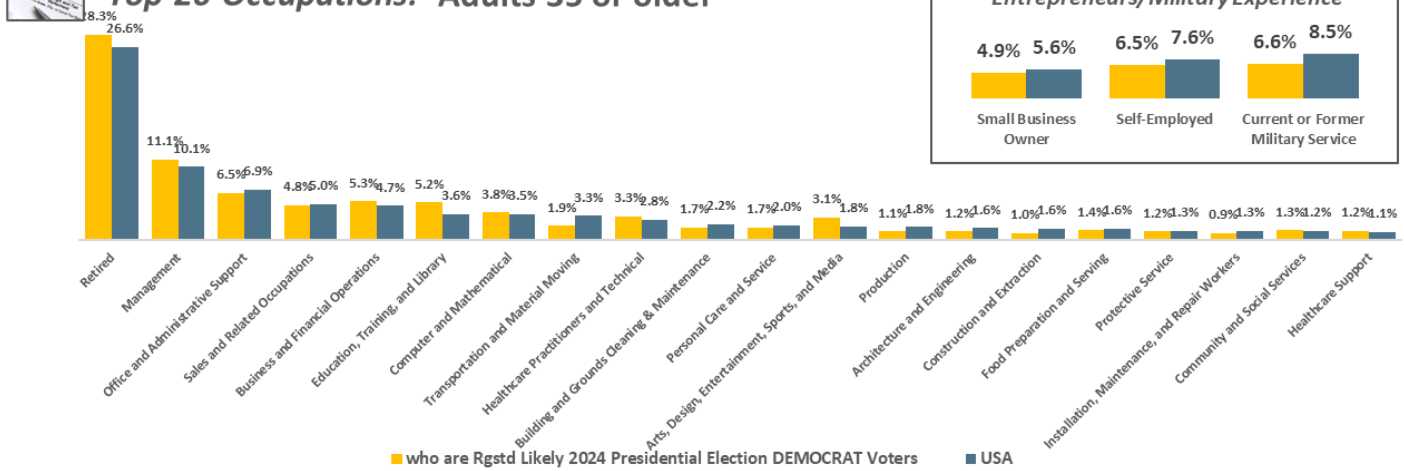
Employment: Adults 35 or older



Marital Status: Adults 35 or older

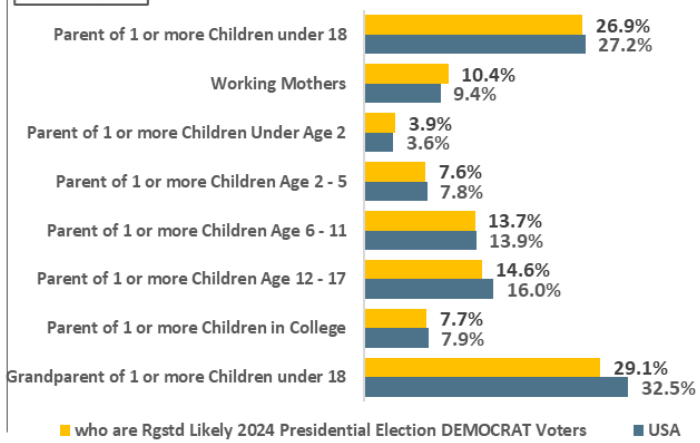


Top-20 Occupations: Adults 35 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 35 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,533

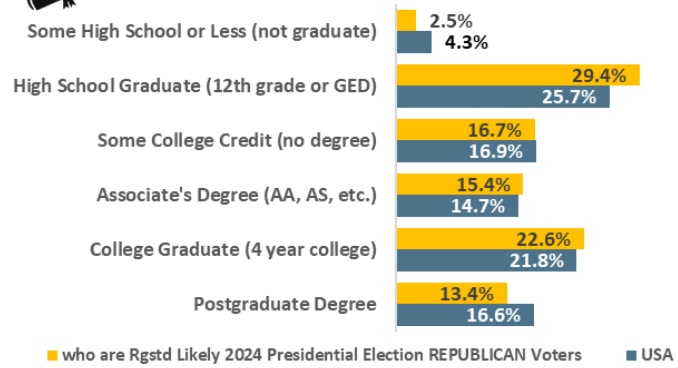
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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Democrat OR Political party affiliation: Independent, but feel closer to Democrat))]

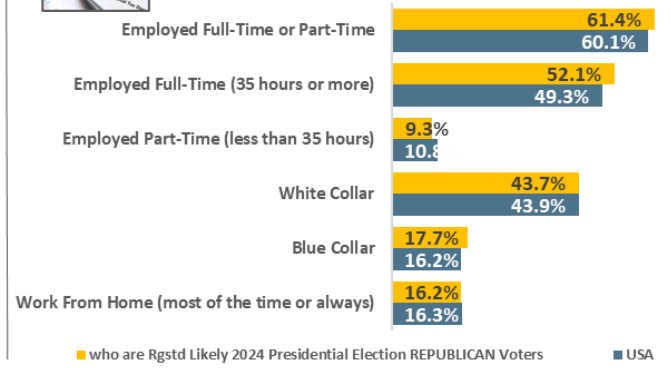
REPUBLICAN / LEAN REPUBLICAN

26.1% or 48,139,025 of USA Adults 35 or older are Rgstd Likely 2024 Presidential Election REPUBLICAN Voters. Adults 35 or older who are Rgstd Likely 2024 Presidential Election REPUBLICAN Voters are 6.% less likely to be a college graduate, 5.7% more likely to work full-time, 14.2% more likely to be married, 9.2% more likely to be a grandparent of 1 or more child

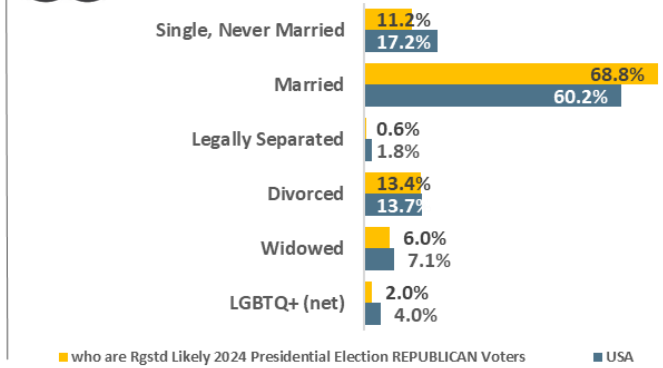
Education Levels: Adults 35 or older



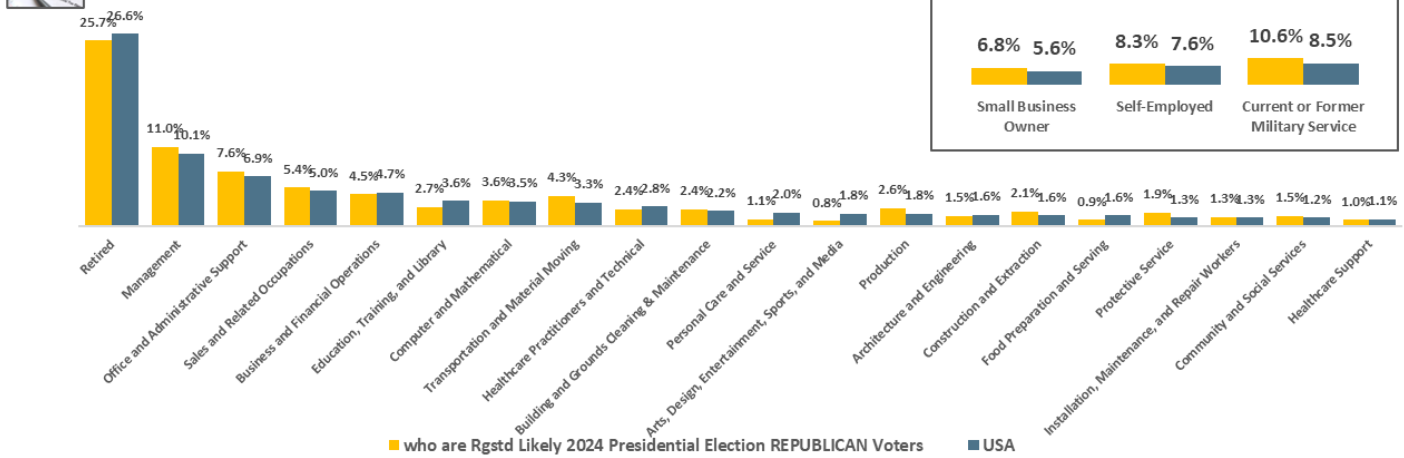
Employment: Adults 35 or older



Marital Status: Adults 35 or older

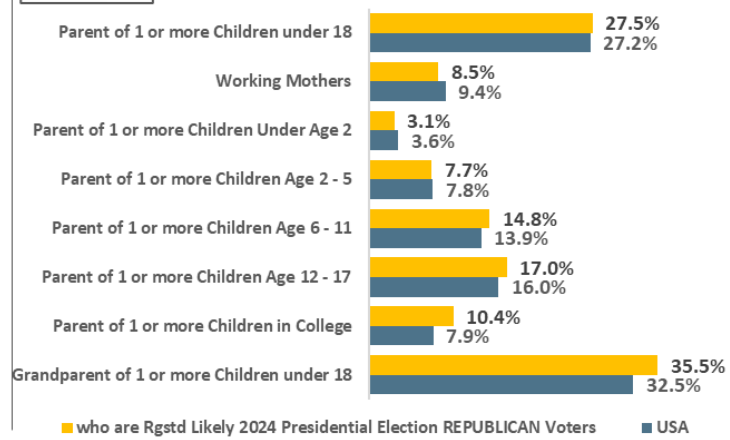


Top-20 Occupations: Adults 35 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 35 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,530

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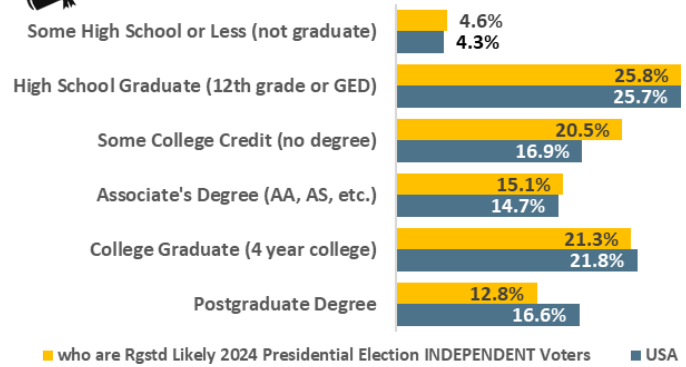
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Republican OR Political party affiliation: Independent, but feel closer to Republican))]

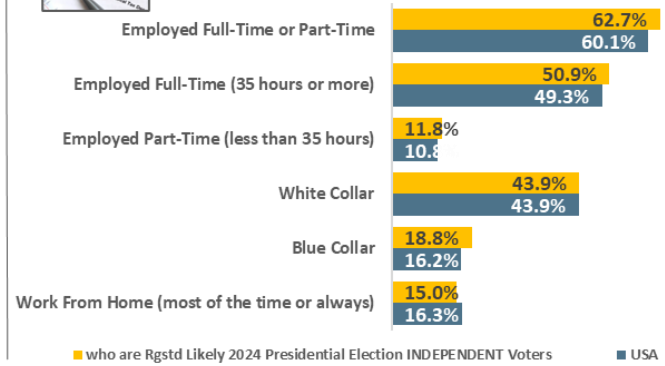
INDEPENDENT / NONE OF THESE

15.2% or 28,037,985 of USA Adults 35 or older are Rgstd Likely 2024 Presidential Election INDEPENDENT Voters. Adults 35 or older who are Rgstd Likely 2024 Presidential Election INDEPENDENT Voters are 11.4% less likely to be a college graduate, 3.3% more likely to work full-time, 3.3% less likely to be married, 5.7% more likely to be a grandparent of 1 or more chi

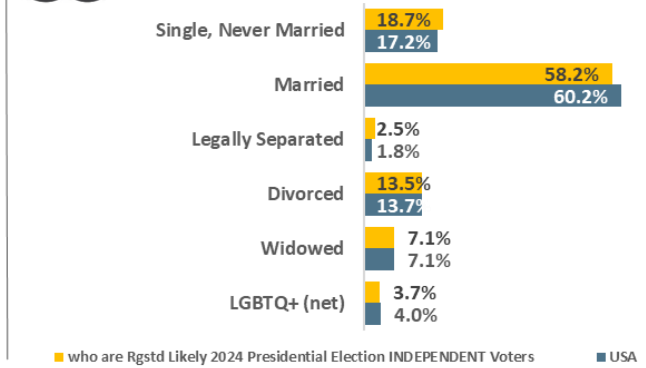
Education Levels: Adults 35 or older



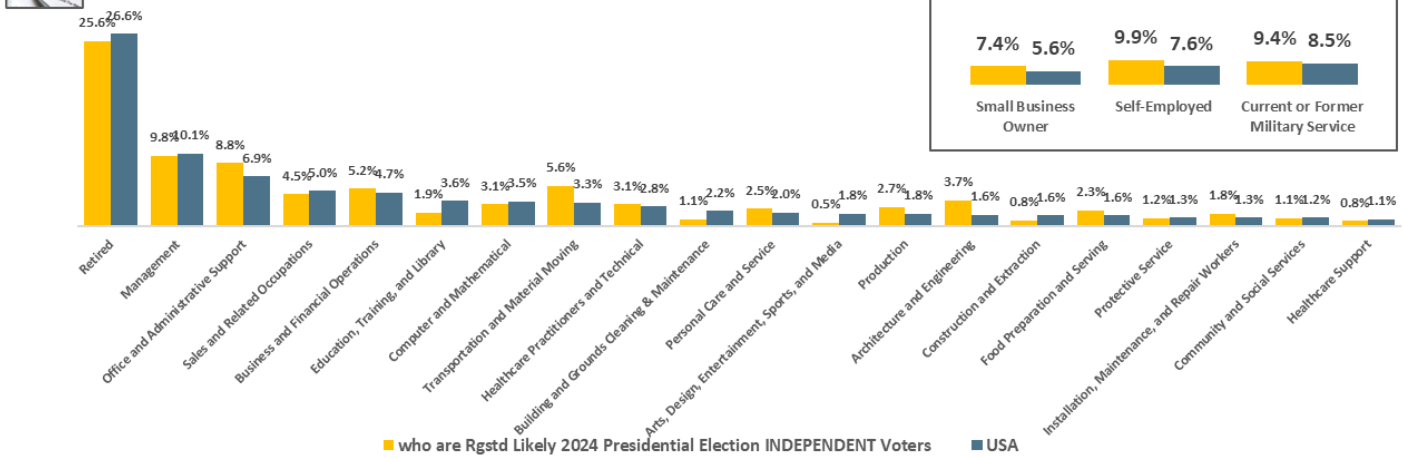
Employment: Adults 35 or older



Marital Status: Adults 35 or older

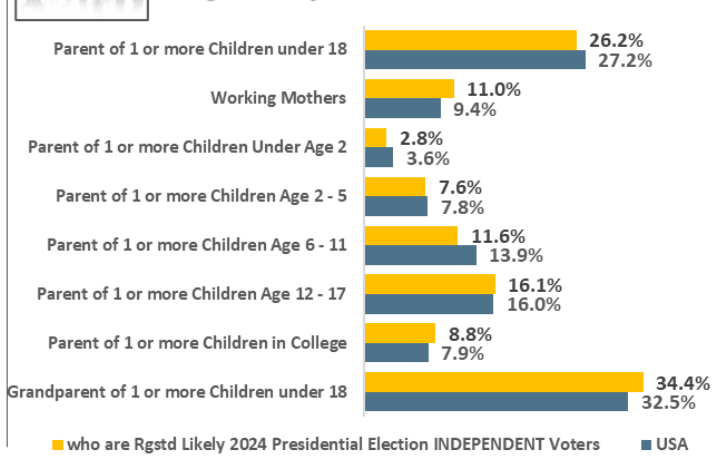


Top-20 Occupations: Adults 35 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 35 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,444

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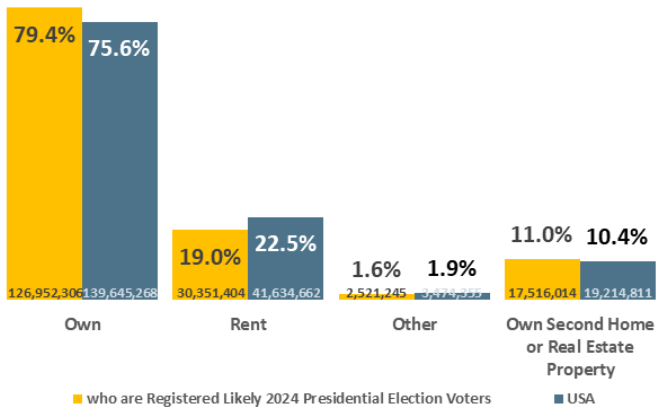
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Independent OR Political party affiliation: None of these))]

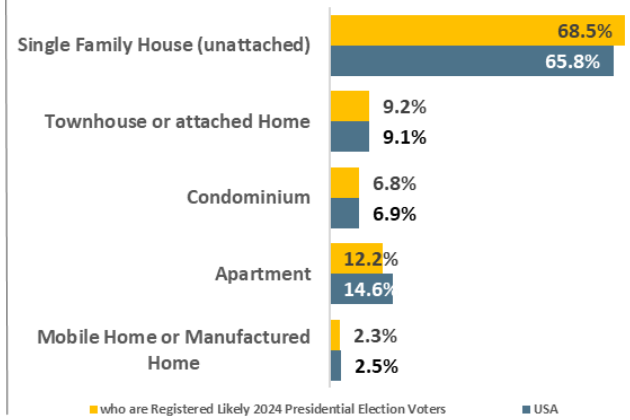
ALL LIKELY VOTERS

86.5% or 159,824,955 of USA Adults 35 or older are Registered Likely 2024 Presidential Election Voters. Adults 35 or older who are Registered Likely 2024 Presidential Election Voters are 5.1% more likely to own their home, 1.1% more likely to own a higher valued home, 4.1% more likely to have a single-family home, 2.9% more likely to have a dog.

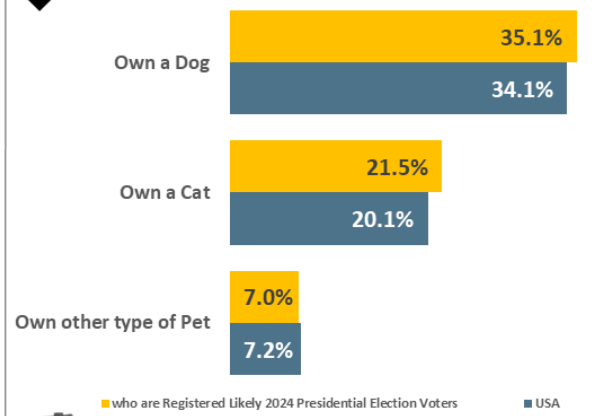
Own/Rent/Other: Adults 35 or older



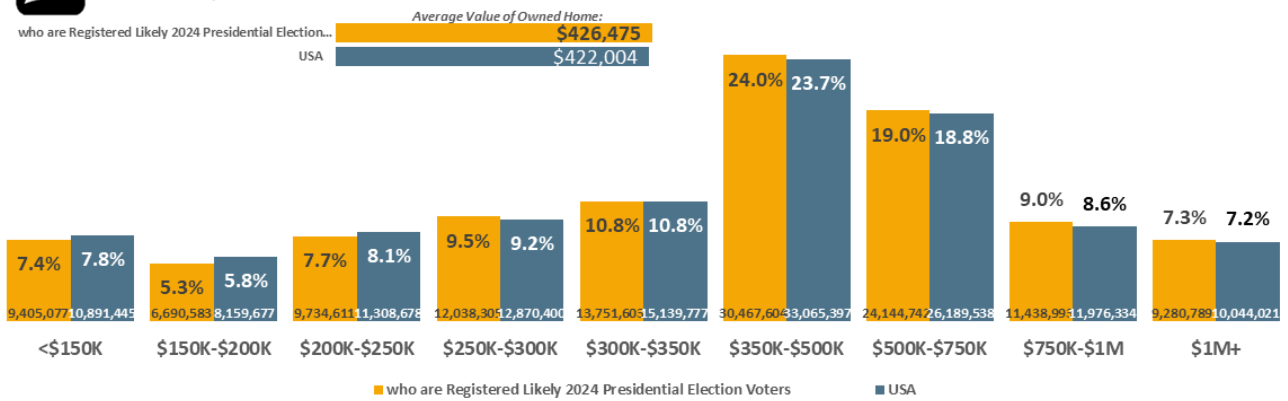
Type of Home: Adults 35 or older



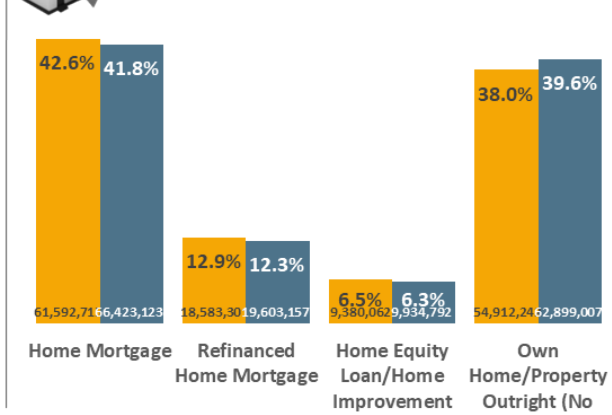
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *8,507*

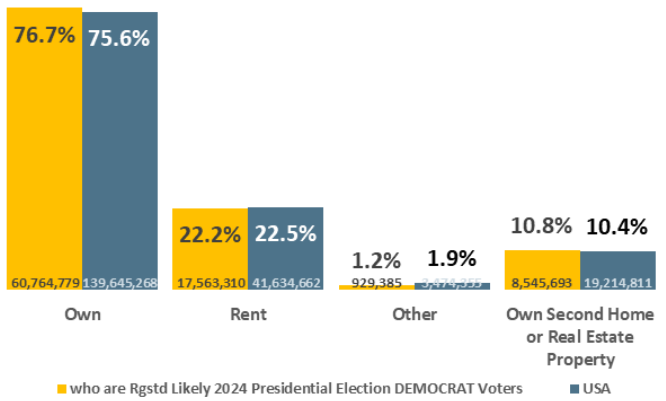
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Oct23* *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes))]

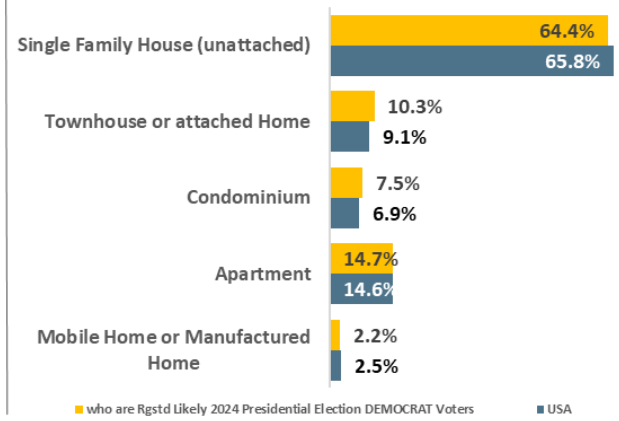
DEMOCRAT / LEAN DEMOCRAT

42.9% or 79,257,474 of USA Adults 35 or older are Rgstd Likely 2024 Presidential Election DEMOCRAT Voters. Adults 35 or older who are Rgstd Likely 2024 Presidential Election DEMOCRAT Voters are 1.4% more likely to own their home, 6.1% more likely to own a higher valued home, 2.1% less likely to have a single-family home, 2.8% less likely to have a dog.

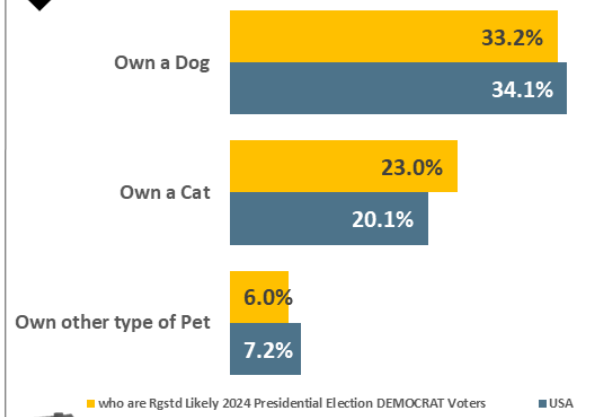
Own/Rent/Other: Adults 35 or older



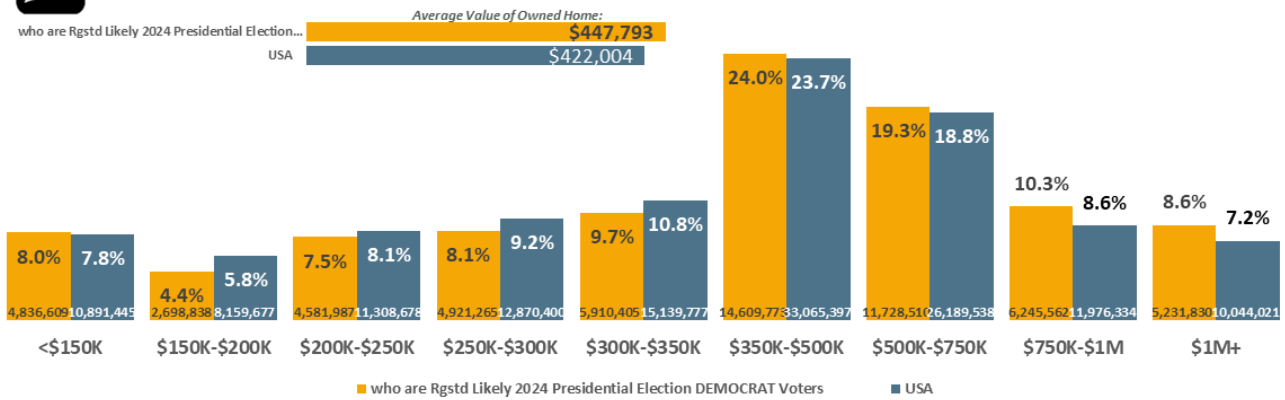
Type of Home: Adults 35 or older



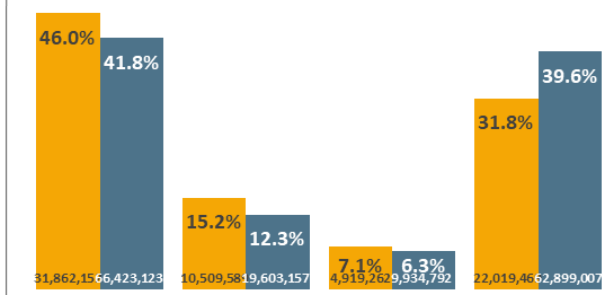
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *4,533*

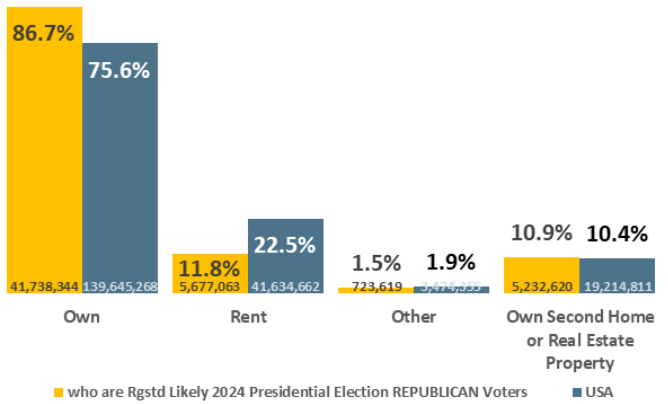
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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Democrat OR Political party affiliation: Independent, but feel closer to Democrat))]

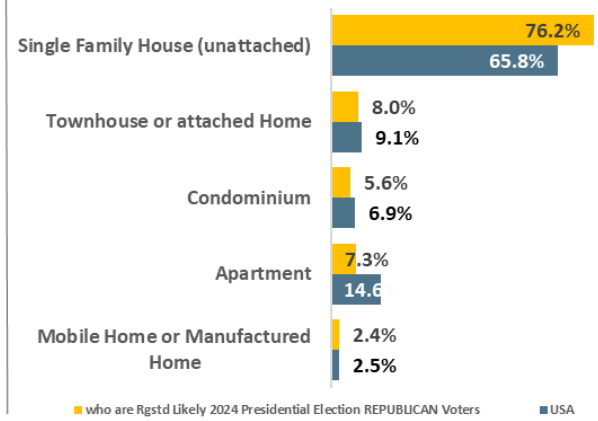
REPUBLICAN / LEAN REPUBLICAN

26.1% or 48,139,025 of USA Adults 35 or older are Rgstd Likely 2024 Presidential Election REPUBLICAN Voters. Adults 35 or older who are Rgstd Likely 2024 Presidential Election REPUBLICAN Voters are 14.7% more likely to own their home, 6.3% more likely to own a lower valued home, 15.8% more likely to have a single-family home, 17.7% more likely to have a dog.

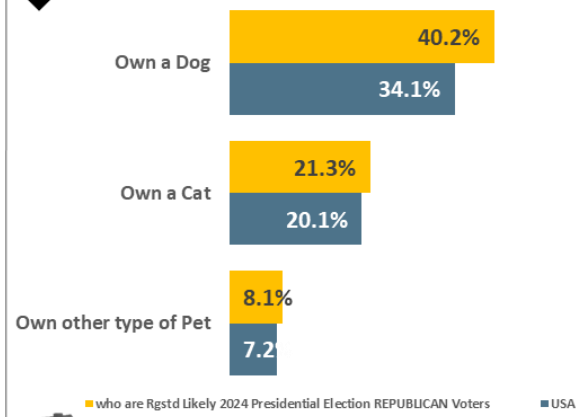
Own/Rent/Other: Adults 35 or older



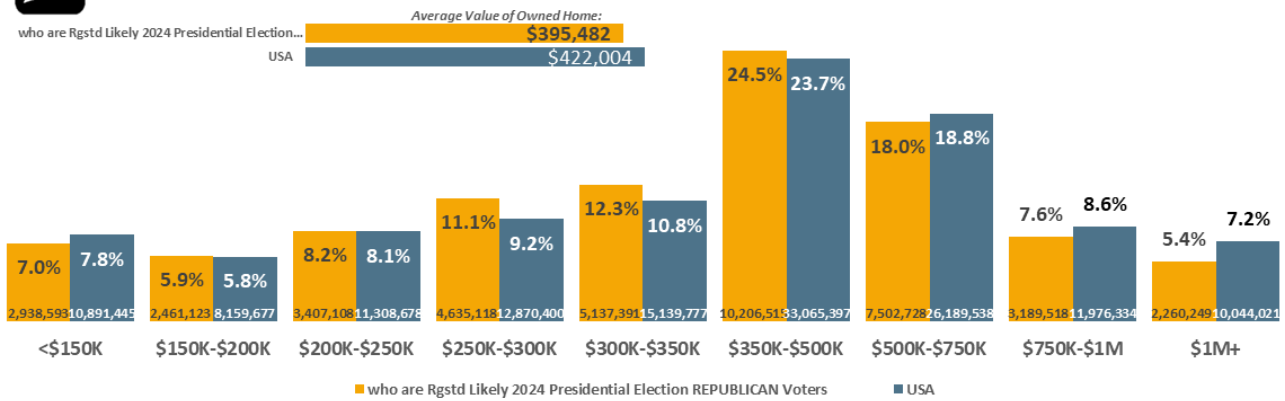
Type of Home: Adults 35 or older



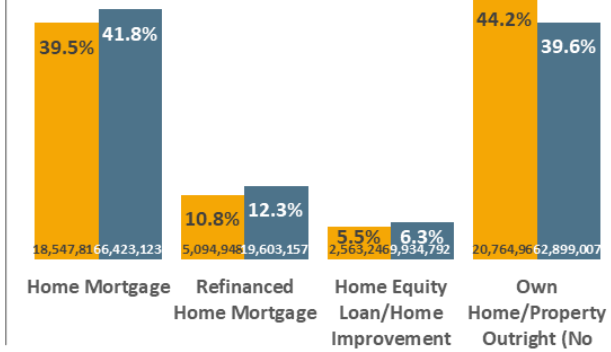
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *2,530*

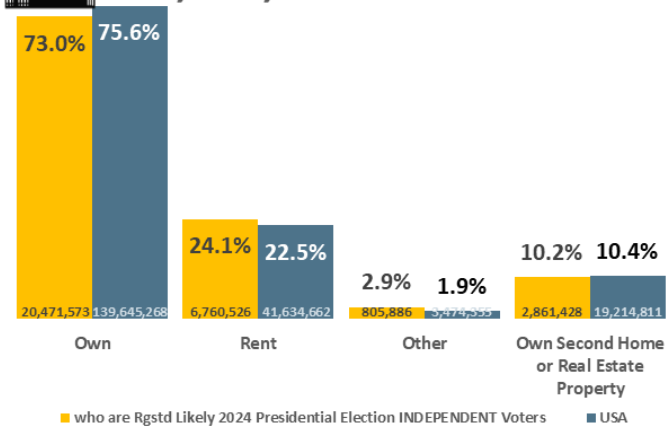
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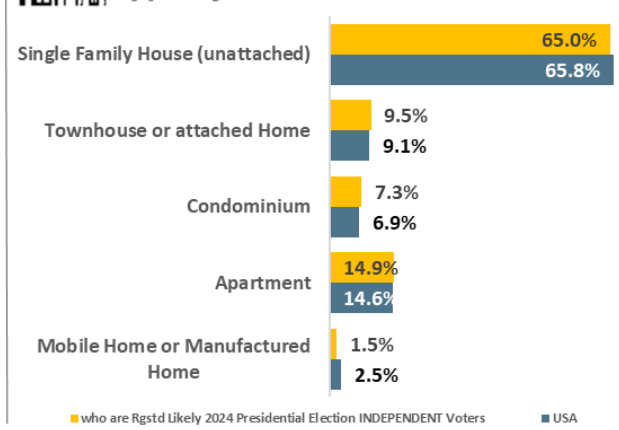
INDEPENDENT / NONE OF THESE

15.2% or 28,037,985 of USA Adults 35 or older are Rgstd Likely 2024 Presidential Election INDEPENDENT Voters. Adults 35 or older who are Rgstd Likely 2024 Presidential Election INDEPENDENT Voters are 3.4% less likely to own their home, 4.6% more likely to own a lower valued home, 1.2% less likely to have a single-family home, 5.4% less likely to have a dog.

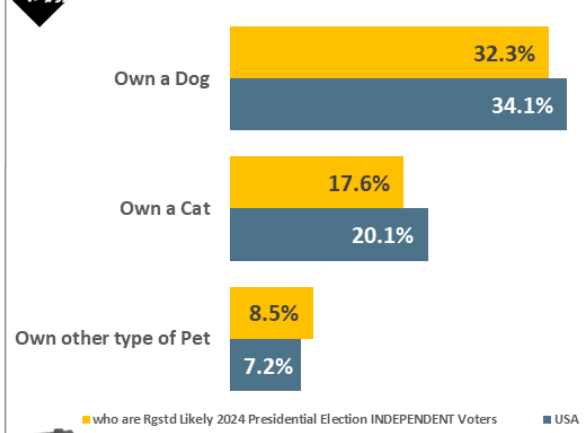
Own/Rent/Other: Adults 35 or older



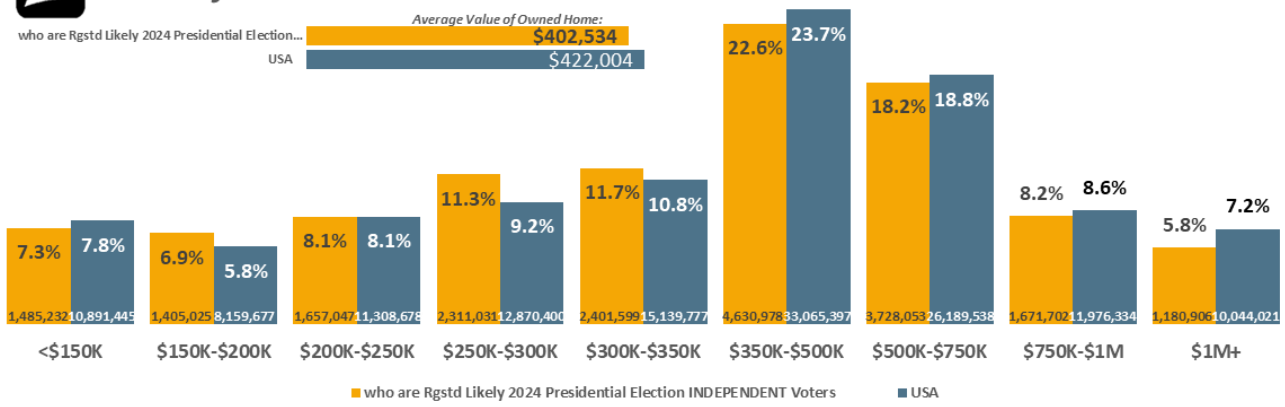
Type of Home: Adults 35 or older



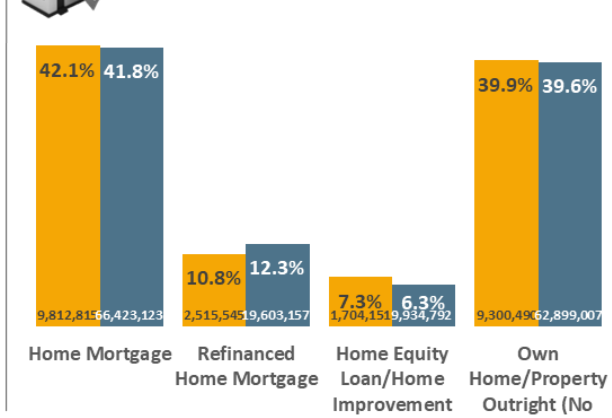
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *1,444*

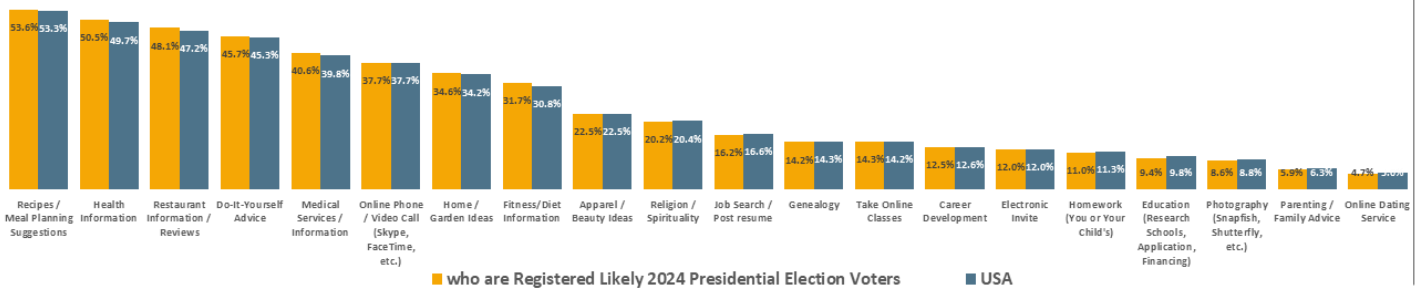
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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Independent OR Political party affiliation: None of these))]

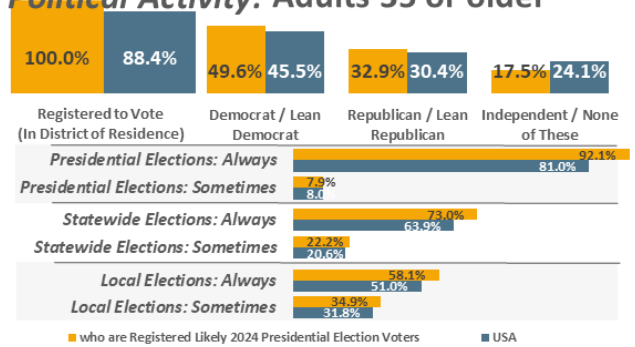
ALL LIKELY VOTERS

86.5% or 159,824,955 of USA Adults 35 or older are Registered Likely 2024 Presidential Election Voters. Adults 35 or older who are Registered Likely 2024 Presidential Election Voters are .9% more likely to look up D-I-Y advice online, 13.9% more likely to always vote in local elections, 6.% more likely to belong to a gym, 3.8% more likely to fly domestic pa

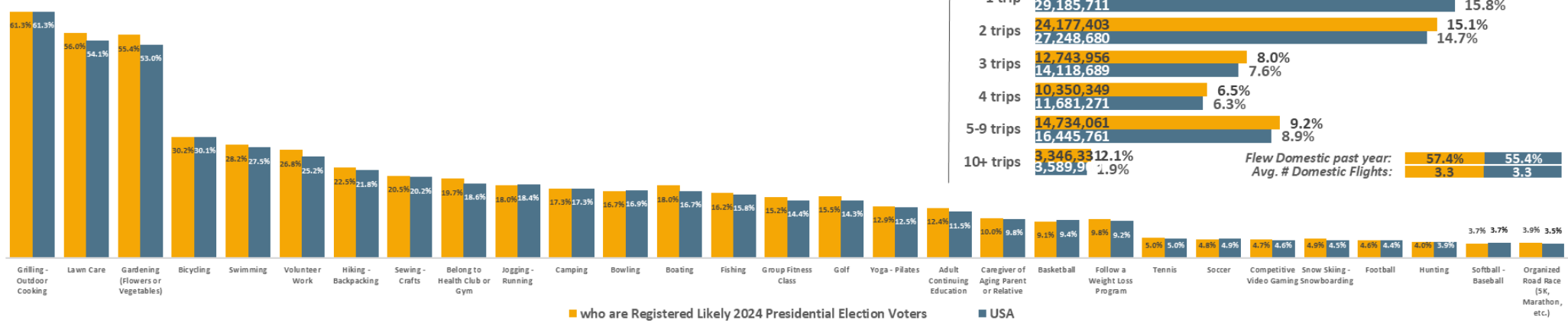
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



Political Activity: Adults 35 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 35 or older



Past 12-months Domestic Airline Trips: Adults 35 or older

USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *8,507*

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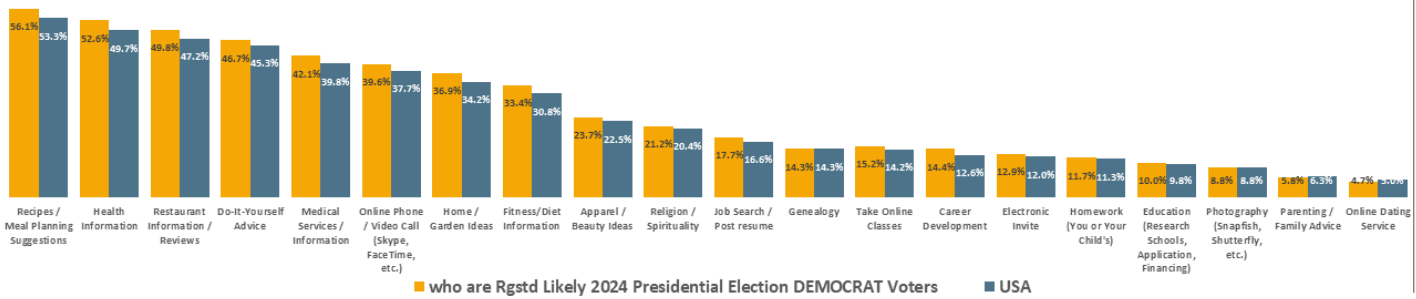
USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes))]

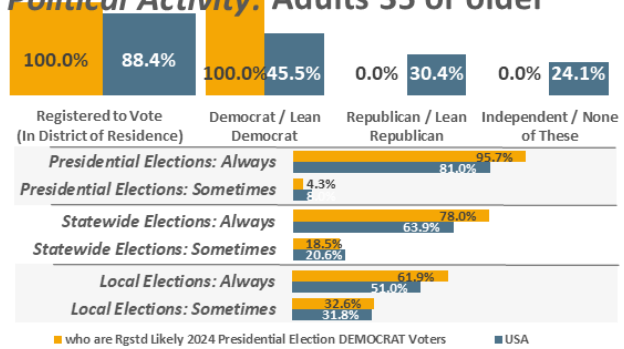
DEMOCRAT / LEAN DEMOCRAT

42.9% or 79,257,474 of USA Adults 35 or older are Rgstd Likely 2024 Presidential Election DEMOCRAT Voters. Adults 35 or older who are Rgstd Likely 2024 Presidential Election DEMOCRAT Voters are 3.1% more likely to look up D-I-Y advice online, 21.4% more likely to always vote in local elections, 6.5% more likely to belong to a gym, 6.6% more likely to fly domes

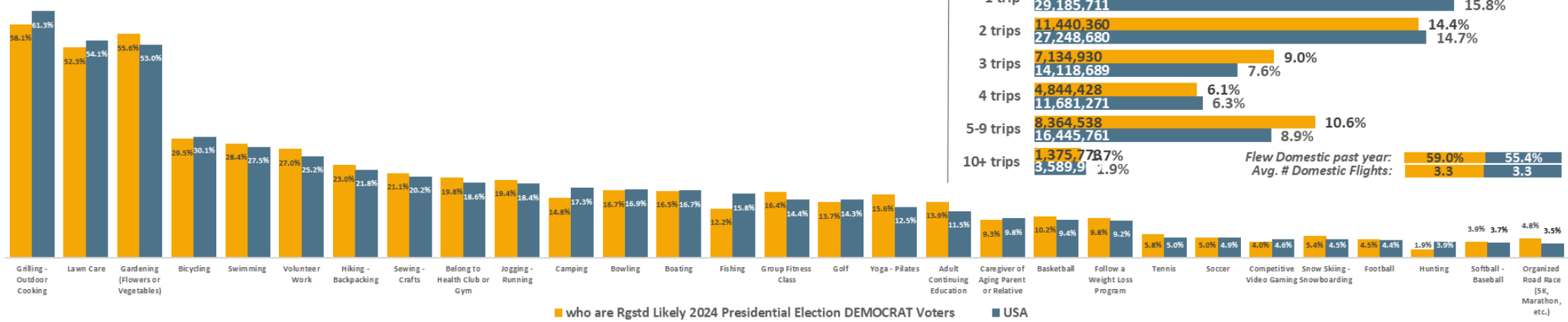
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



Political Activity: Adults 35 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 35 or older



Past 12-months Domestic Airline Trips: Adults 35 or older

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,533

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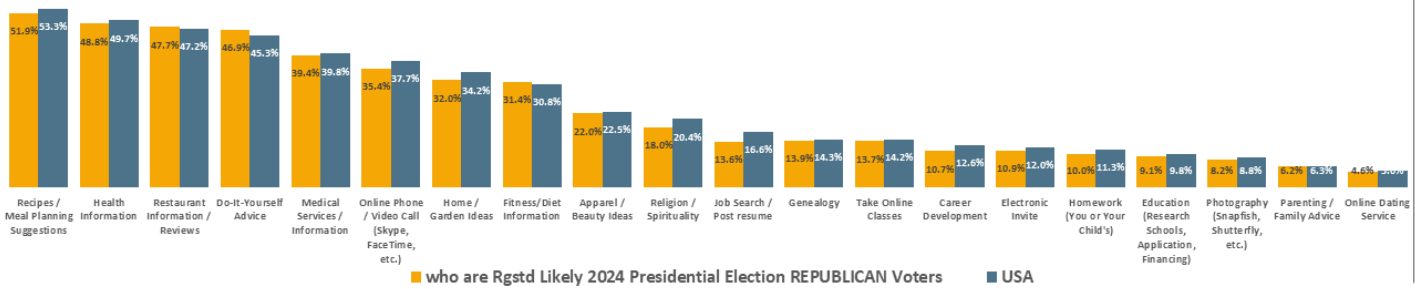
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Democrat OR Political party affiliation: Independent, but feel closer to Democrat))]

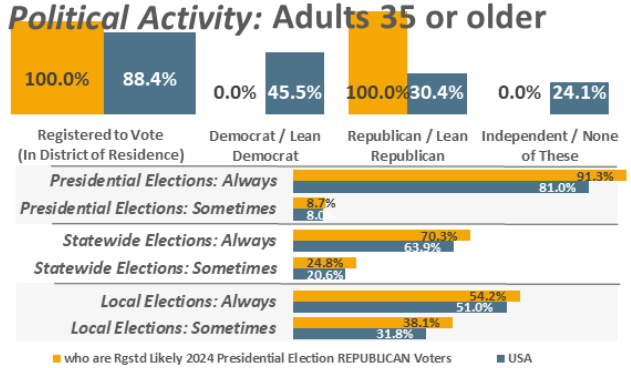
REPUBLICAN / LEAN REPUBLICAN

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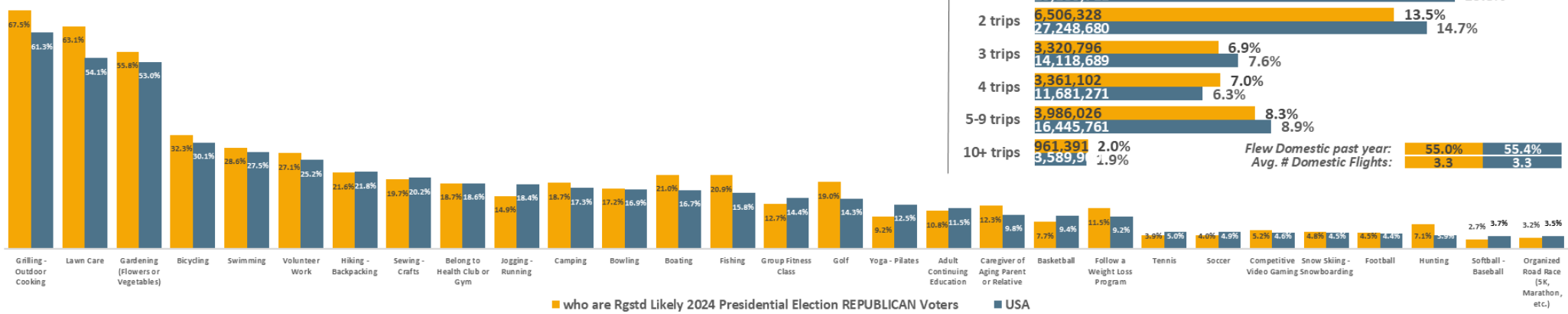
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



Political Activity: Adults 35 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 35 or older



Past 12-months Domestic Airline Trips: Adults 35 or older

USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *2,530*

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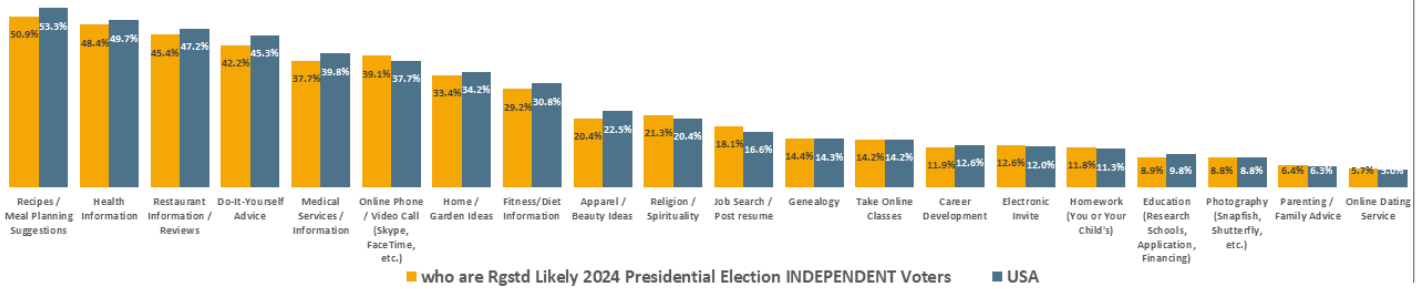
USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

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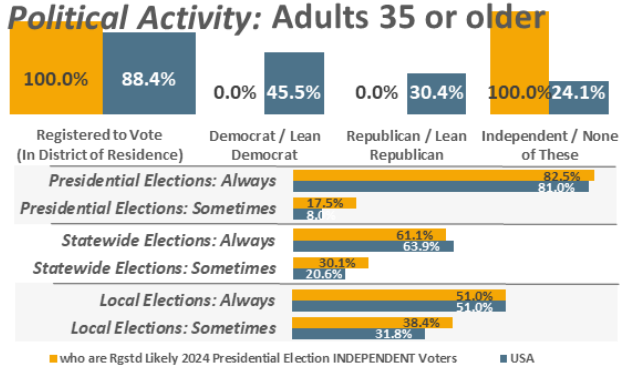
INDEPENDENT / NONE OF THESE

15.2% or 28,037,985 of USA Adults 35 or older are Rgstd Likely 2024 Presidential Election INDEPENDENT…
Adults 35 or older who are Rgstd Likely 2024 Presidential Election INDEPENDENT Voters are 6.7% less likely to look up D-I-Y advice online, .1% more likely to always vote in local elections, 16.5% more likely to belong to a gym, 5.8% more likely to fly dom

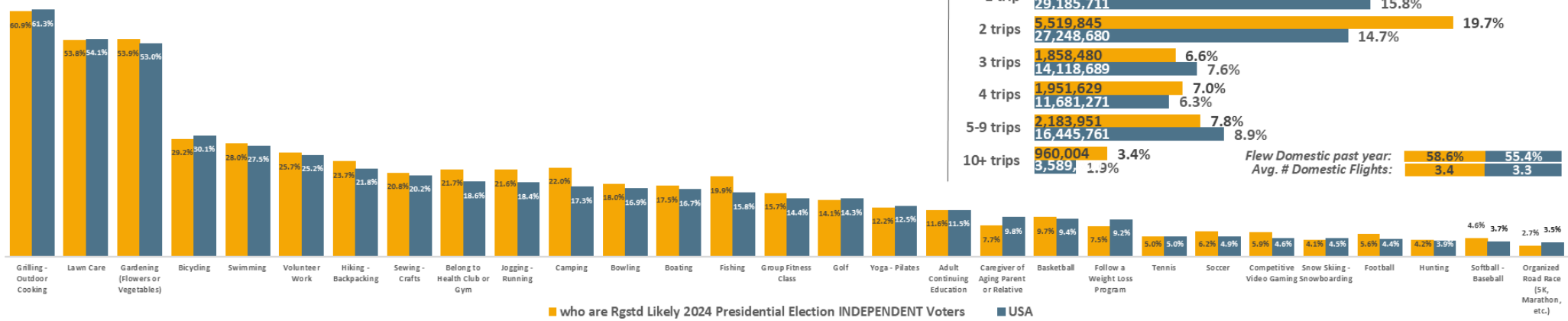
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



Political Activity: Adults 35 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 35 or older



Past 12-months Domestic Airline Trips: Adults 35 or older

USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *1,444*

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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

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ALL LIKELY VOTERS

86.5% or 159,824,955 of USA Adults 35 or older are Registered Likely 2024 Presidential Election Voters. Adults 35 or older who are Registered Likely 2024 Presidential Election Voters are .6% more likely to use QSRs past mo., 2.3% more likely to use Sit-Down Restaurants past mo., .5% more likely to use Casinos past yr., 33.6% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 or older



Total Monthly QSR Users: 87.5% (139,873,508) | 87.0% (160,671,629)

Avg. Monthly QSR Meals: 6.3 | 6.3

Past 30-days Sit-Down Restaurant Users: Adults 35 or older



Total Monthly Sit-Down Restaurant Users: 78.0% (124,599,814) | 76.2% (140,747,238)

Avg. Monthly Sit-Down Restaurant Meals: 4.1 | 4.0

Top-10 Cuisines: Adults 35 or older

(Sit-Down Restaurants Used Past 30-days)



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

who are Registered Likely 2024 Presidential Election... 23,505,875 — 14.7%

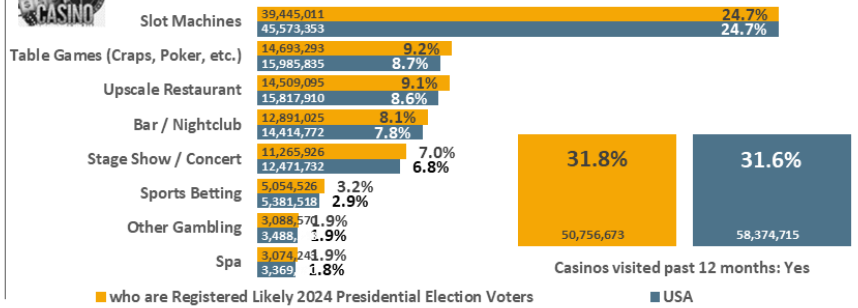
USA 27,578,194 — 14.9%

Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older





Used Past 30-days: Adults 35 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *8,507*

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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

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Past 30-days QSR Users: Adults 35 or older



Total Monthly QSR Users:

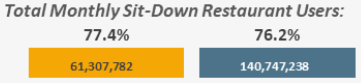


Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 35 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

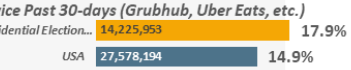


Top-10 Cuisines: Adults 35 or older

(Sit-Down Restaurants Used Past 30-days)



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

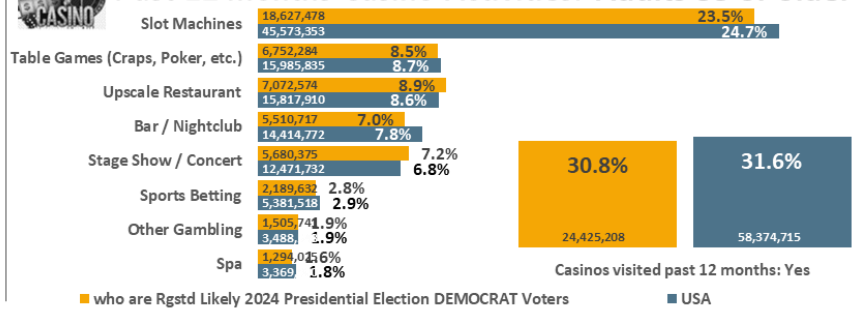


Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older





Used Past 30-days: Adults 35 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *4,533*

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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Democrat OR Political party affiliation: Independent, but feel closer to Democrat))]

REPUBLICAN / LEAN REPUBLICAN

26.1% or 48,139,025 of USA Adults 35 or older are Rgstd Likely 2024 Presidential Election REPUBLICAN Voters. Adults 35 or older who are Rgstd Likely 2024 Presidential Election REPUBLICAN Voters are 2.1% more likely to use QSRs past mo., 6.% more likely to use Sit-Down Restaurants past mo., 1.4% less likely to use Casinos past yr., 39.3% less likely to smoke ciga

Past 30-days QSR Users: Adults 35 or older



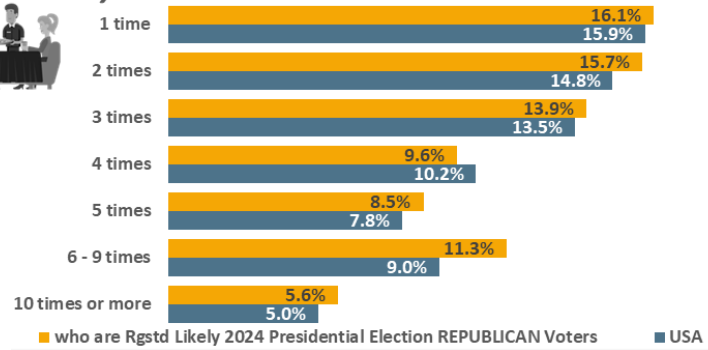
Total Monthly QSR Users:



Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 35 or older





Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 35 or older

(Sit-Down Restaurants Used Past 30-days)



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

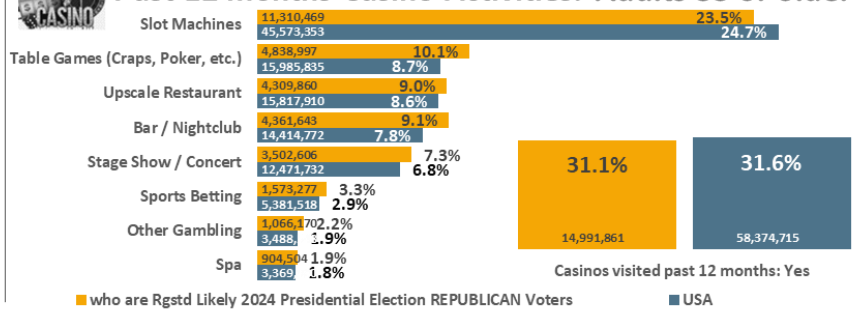


Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older





Used Past 30-days: Adults 35 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *2,530*

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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Republican OR Political party affiliation: Independent, but feel closer to Republican))]

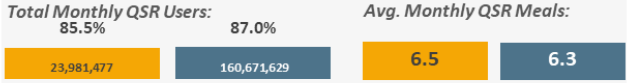
INDEPENDENT / NONE OF THESE

15.2% or 28,037,985 of USA Adults 35 or older are Rgstd Likely 2024 Presidential Election INDEPENDENT Voters. Adults 35 or older who are Rgstd Likely 2024 Presidential Election INDEPENDENT Voters are 1.6% less likely to use QSRs past mo., 1.2% less likely to use Sit-Down Restaurants past mo., 10.7% more likely to use Casinos past yr., 24.4% less likely to smoke c

Past 30-days QSR Users: Adults 35 or older



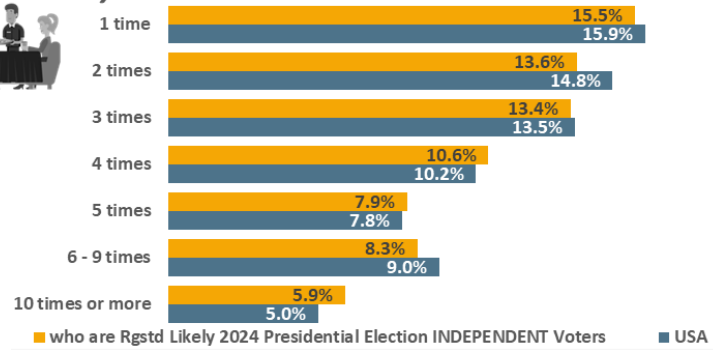
Total Monthly QSR Users:



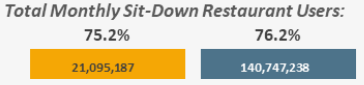
Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 35 or older

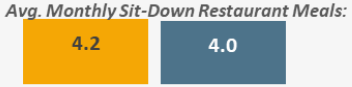




Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 35 or older

(Sit-Down Restaurants Used Past 30-days)



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

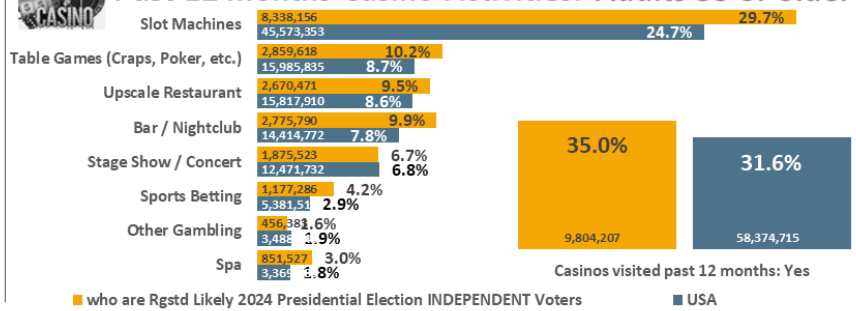


Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older





Used Past 30-days: Adults 35 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,444

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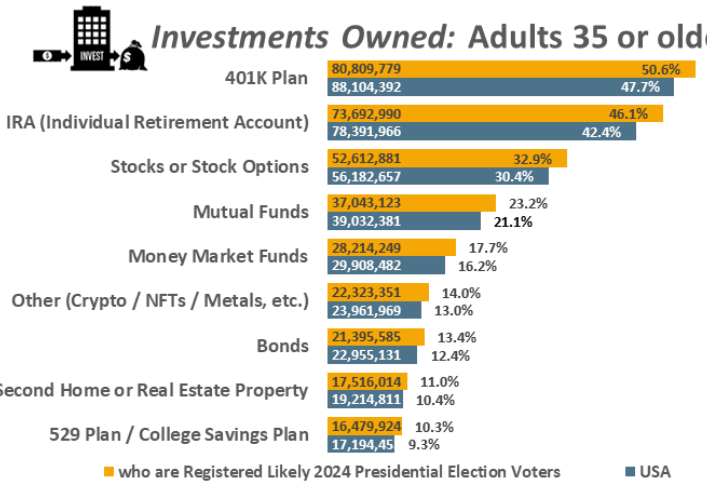
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Independent OR Political party affiliation: None of these))]

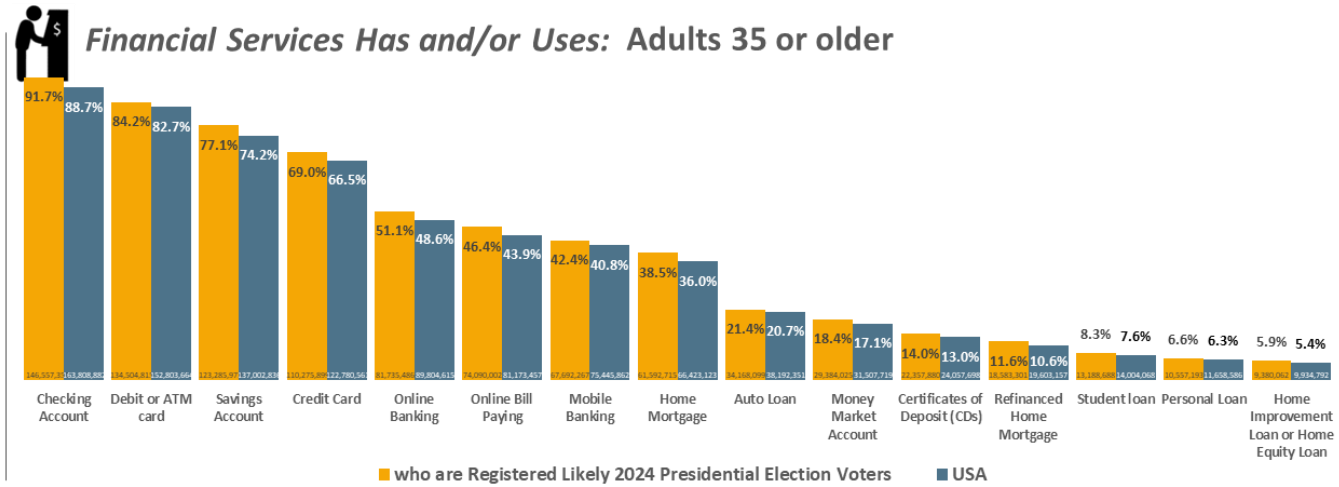
ALL LIKELY VOTERS

86.5% or 159,824,955 of USA Adults 35 or older are Registered Likely 2024 Presidential Election Voters. Adults 35 or older who are Registered Likely 2024 Presidential Election Voters are 6.% more likely to have a 401K, 3.4% more likely to have an Auto Loan, 8.8% more likely to Invest/Trade Stocks Online, .9% more likely to pay with their Debit Card.

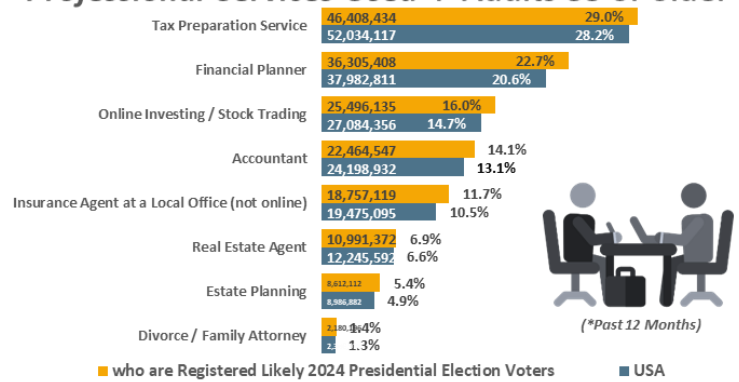
Investments Owned: Adults 35 or older



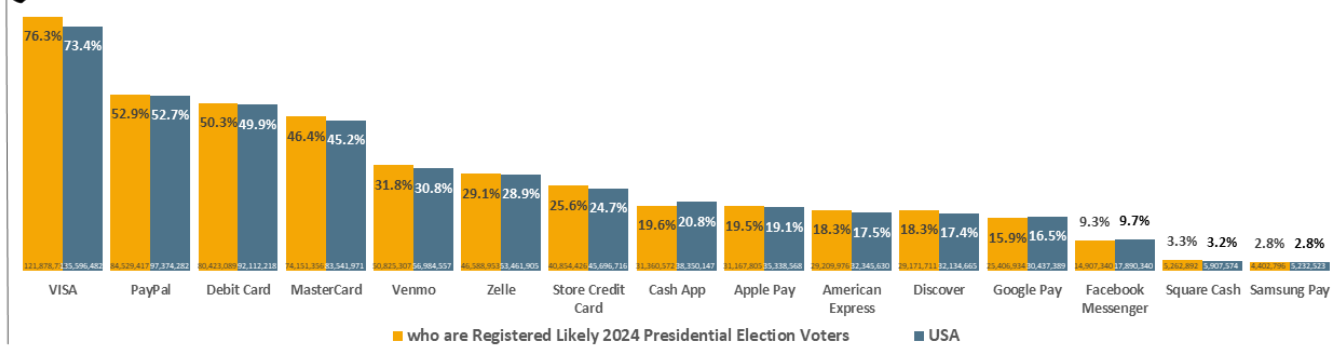
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used:* Adults 35 or older



Past 3-Months Payment Methods Used: Adults 35 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 8,507

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes))]

DEMOCRAT / LEAN DEMOCRAT

42.9% or 79,257,474 of USA Adults 35 or older are Rgstd Likely 2024 Presidential Election DEMOCRAT Voters. Adults 35 or older who are Rgstd Likely 2024 Presidential Election DEMOCRAT Voters are 8.2% more likely to have a 401K, 7.8% more likely to have an Auto Loan, 1.5% more likely to Invest/Trade Stocks Online, 2.6% more likely to pay with their Debit Card.

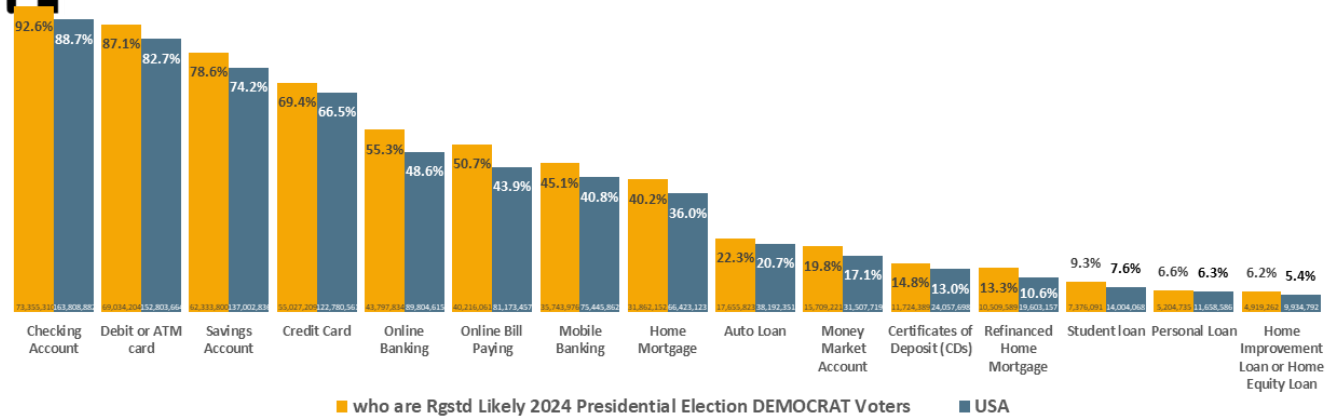
Investments Owned: Adults 35 or older



	who are Rgstd Likely 2024 Presidential Election DEMOCRAT Voters		USA	
401K Plan	40,913,335	51.6%	88,104,392	47.7%
IRA (Individual Retirement Account)	37,741,861	47.6%	78,391,966	42.4%
Stocks or Stock Options	27,124,585	34.2%	56,182,657	30.4%
Mutual Funds	18,560,308	23.4%	39,032,381	21.1%
Money Market Funds	14,771,555	18.6%	29,908,482	16.2%
Other (Crypto / NFTs / Metals, etc.)	10,306,018	13.0%	23,961,969	13.0%
Bonds	10,655,984	13.4%	22,955,131	12.4%
Second Home or Real Estate Property	8,545,693	10.8%	19,214,811	10.4%
529 Plan / College Savings Plan	8,858,589	11.2%	17,194,45	9.3%

Financial Services Has and/or Uses: Adults 35 or older





Professional Services Used:* Adults 35 or older

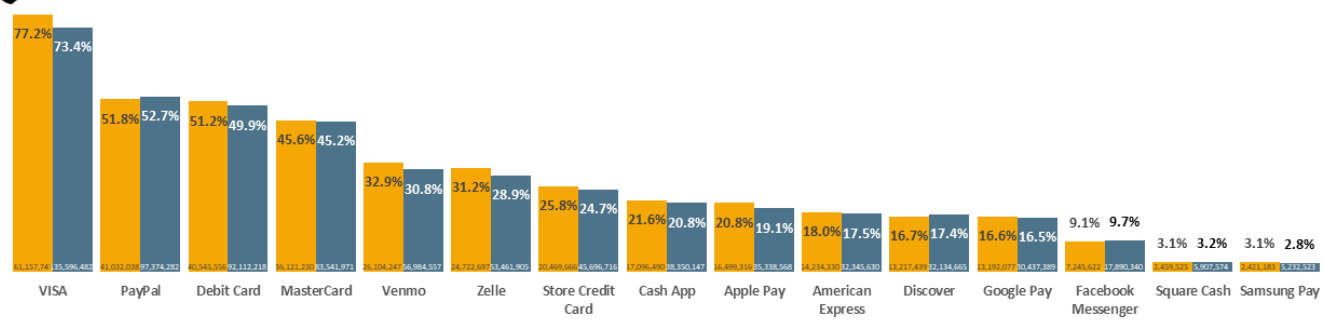


	who are Rgstd Likely 2024 Presidential Election DEMOCRAT Voters		USA	
Tax Preparation Service	22,567,652	28.5%	52,034,117	28.2%
Financial Planner	18,107,969	22.8%	37,982,811	20.6%
Online Investing / Stock Trading	11,790,808	14.9%	27,084,356	14.7%
Accountant	11,114,177	14.0%	24,198,932	13.1%
Insurance Agent at a Local Office (not online)	8,403,438	10.6%	19,475,095	10.5%
Real Estate Agent	5,458,105	6.9%	12,245,592	6.6%
Estate Planning	3,811,611	4.8%	8,986,882	4.9%
Divorce / Family Attorney	1,112,194	1.4%	2,3	1.3%

*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 35 or older





USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *4,533*

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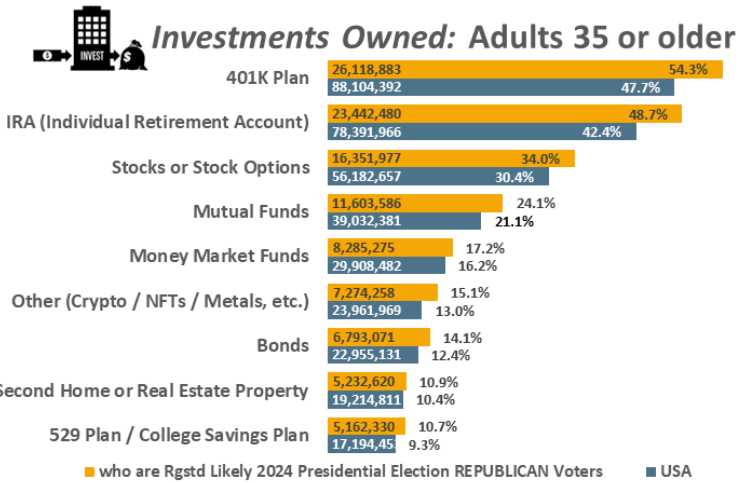
USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Democrat OR Political party affiliation: Independent, but feel closer to Democrat))]

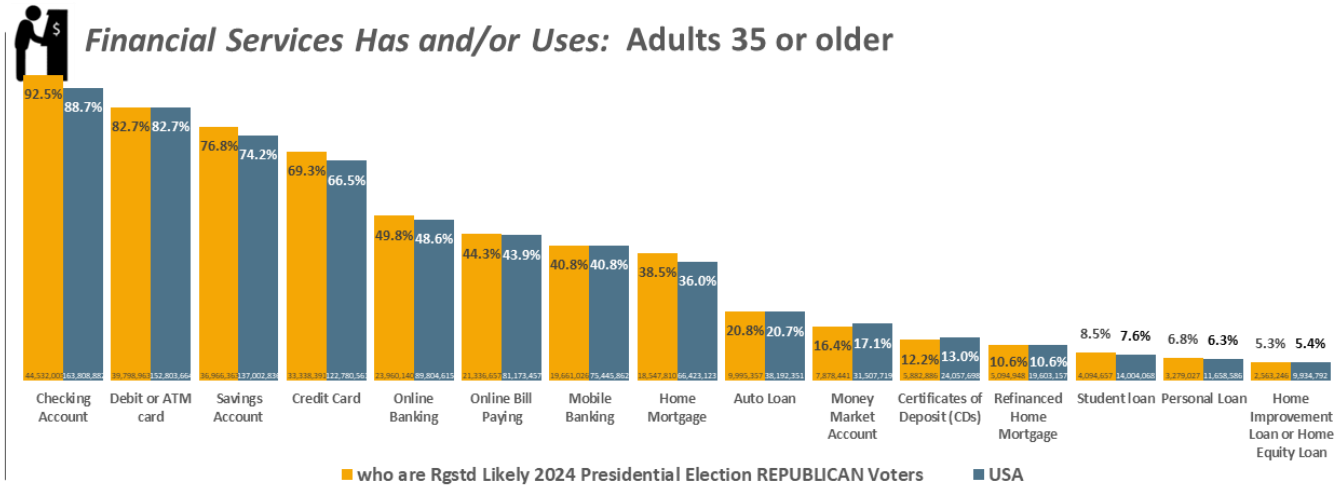
REPUBLICAN / LEAN REPUBLICAN

26.1% or 48,139,025 of USA Adults 35 or older are Rgstd Likely 2024 Presidential Election REPUBLICAN Voters. Adults 35 or older who are Rgstd Likely 2024 Presidential Election REPUBLICAN Voters are 13.8% more likely to have a 401K, .4% more likely to have an Auto Loan, 24.7% more likely to Invest/Trade Stocks Online, 3.1% more likely to pay with their Debit Card

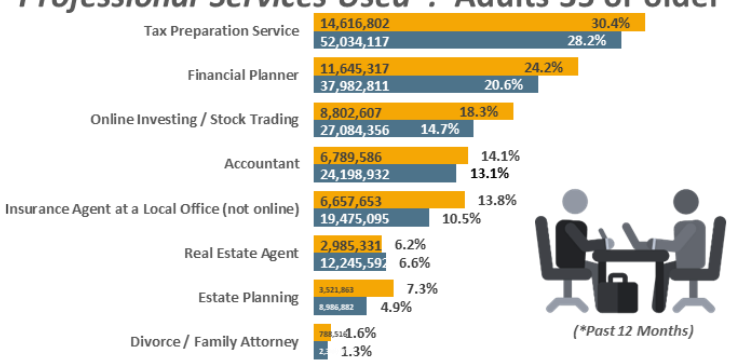
Investments Owned: Adults 35 or older



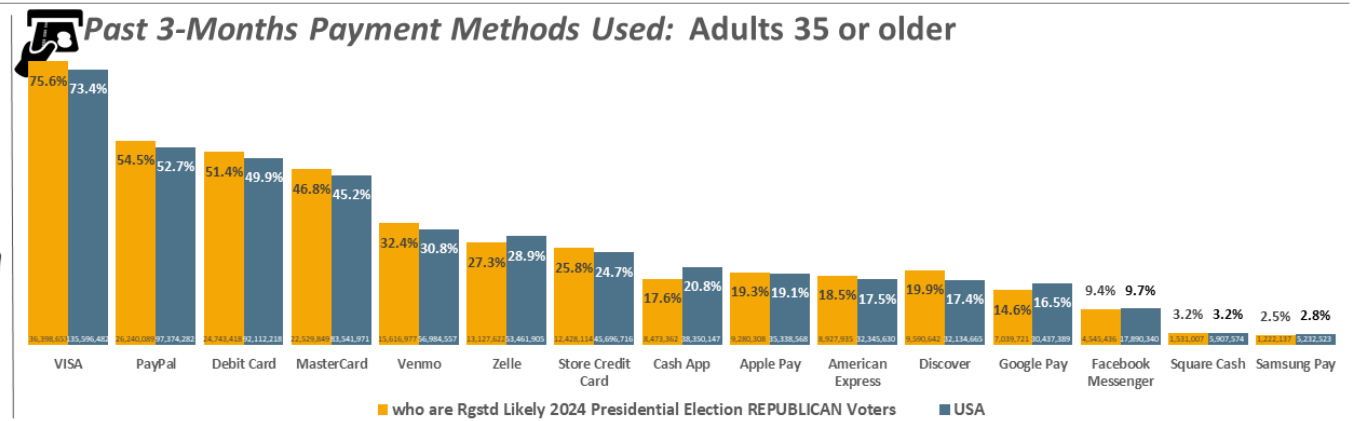
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used:* Adults 35 or older



Past 3-Months Payment Methods Used: Adults 35 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,530

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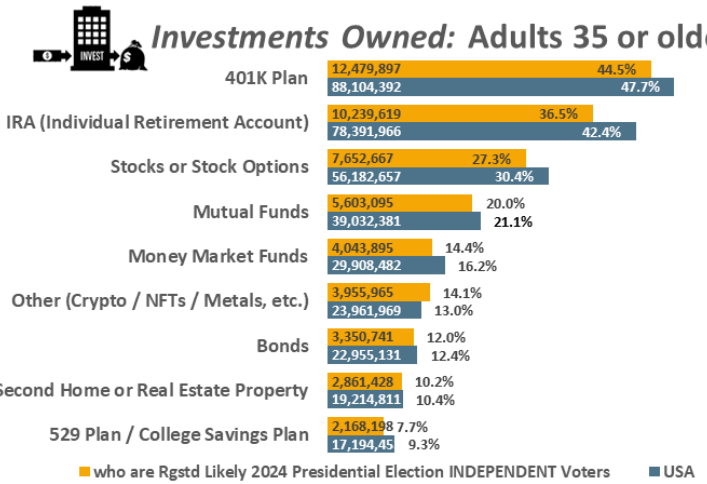
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Republican OR Political party affiliation: Independent, but feel closer to Republican))]

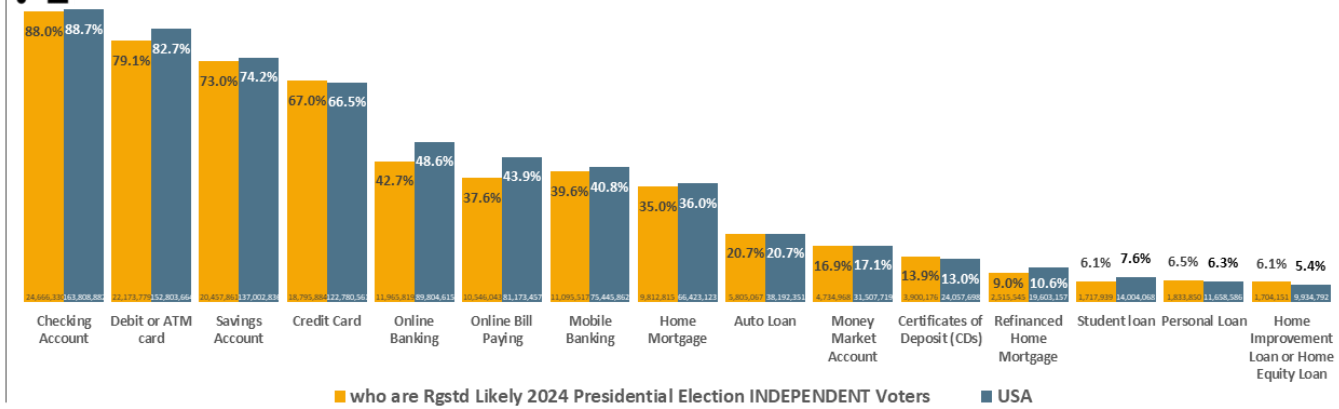
INDEPENDENT / NONE OF THESE

15.2% or 28,037,985 of USA Adults 35 or older are Rgstd Likely 2024 Presidential Election INDEPENDENT… Adults 35 or older who are Rgstd Likely 2024 Presidential Election INDEPENDENT Voters are 6.7% less likely to have a 401K, .2% more likely to have an Auto Loan, 1.7% more likely to Invest/Trade Stocks Online, 9.% less likely to pay with their Debit Card.

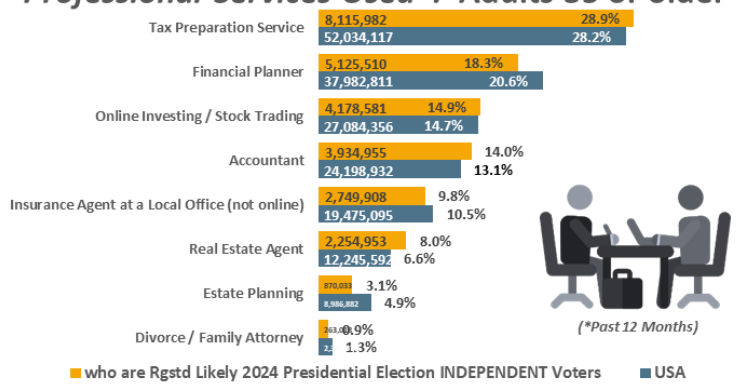
Investments Owned: Adults 35 or older



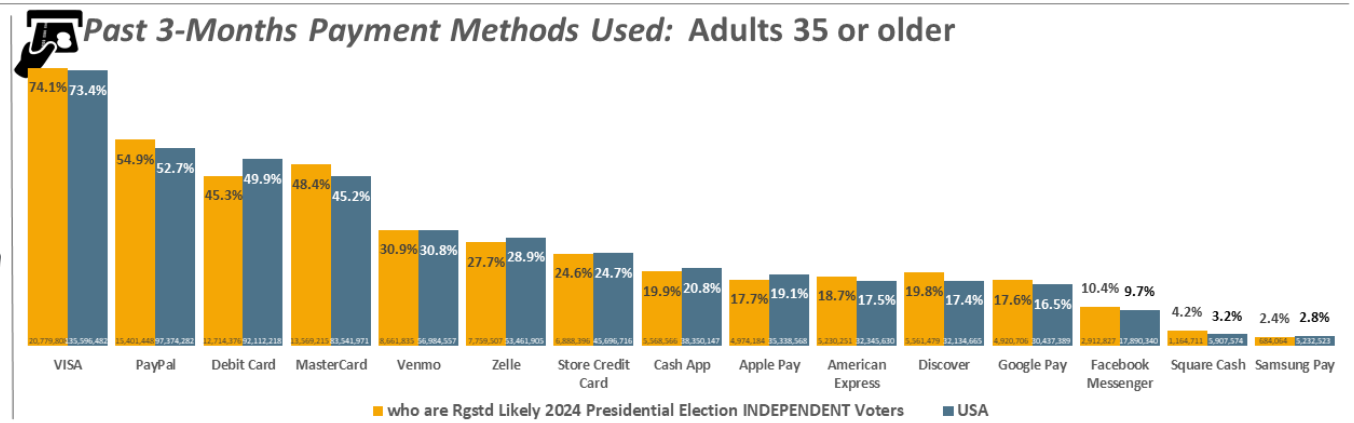
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used:* Adults 35 or older



Past 3-Months Payment Methods Used: Adults 35 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,444

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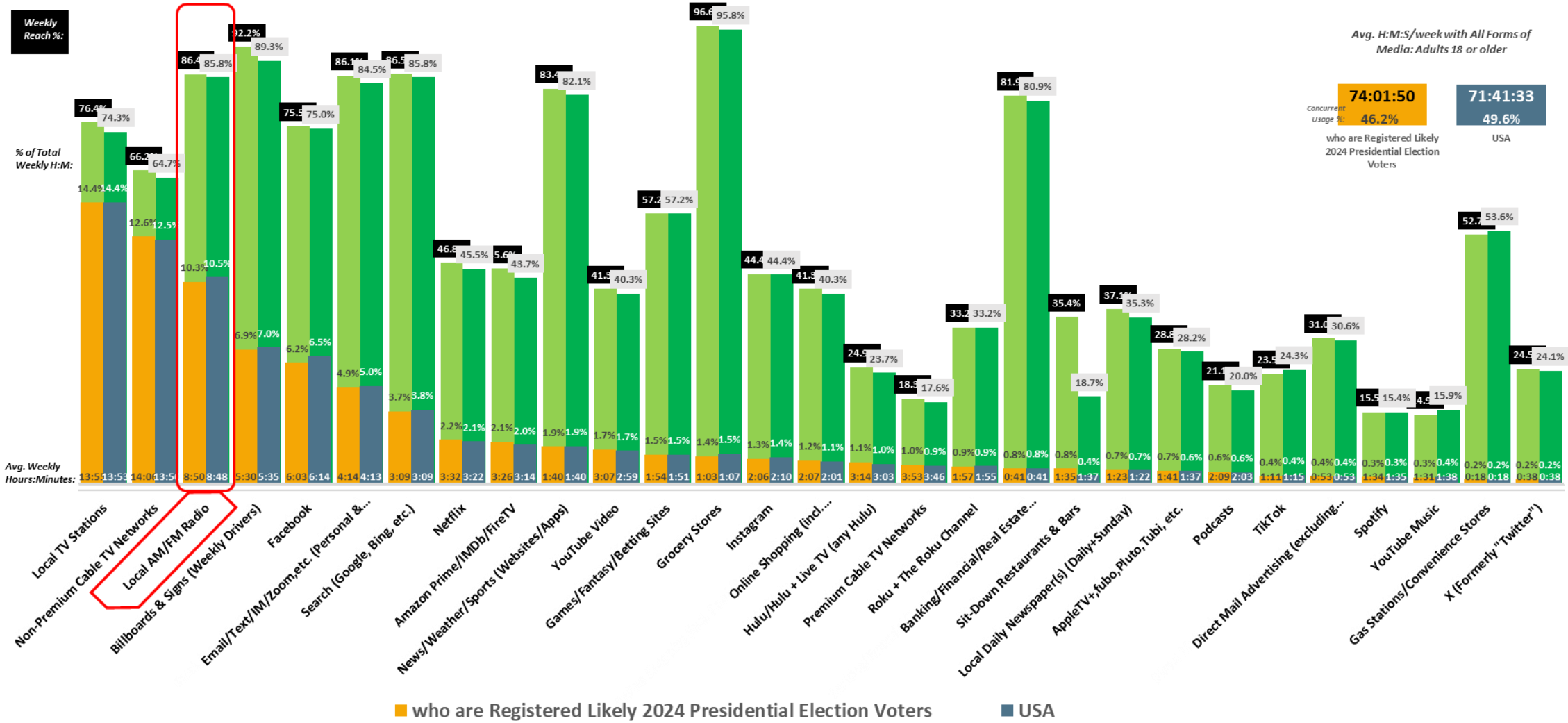
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Independent OR Political party affiliation: None of these))]

ALL LIKELY VOTERS

Adults 35 or older who are Registered Likely 2024 Presidential Election Voters spend an average of 3 days, 2 hours, 1 minutes and 50 seconds each week with All Forms of Media.

86.4% of Adults 35 or older who are Registered Likely 2024 Presidential Election Voters spend an avg. of 8 hours and 50 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 R2 2023: Jan23-Oct23 Qual Intab 8,507 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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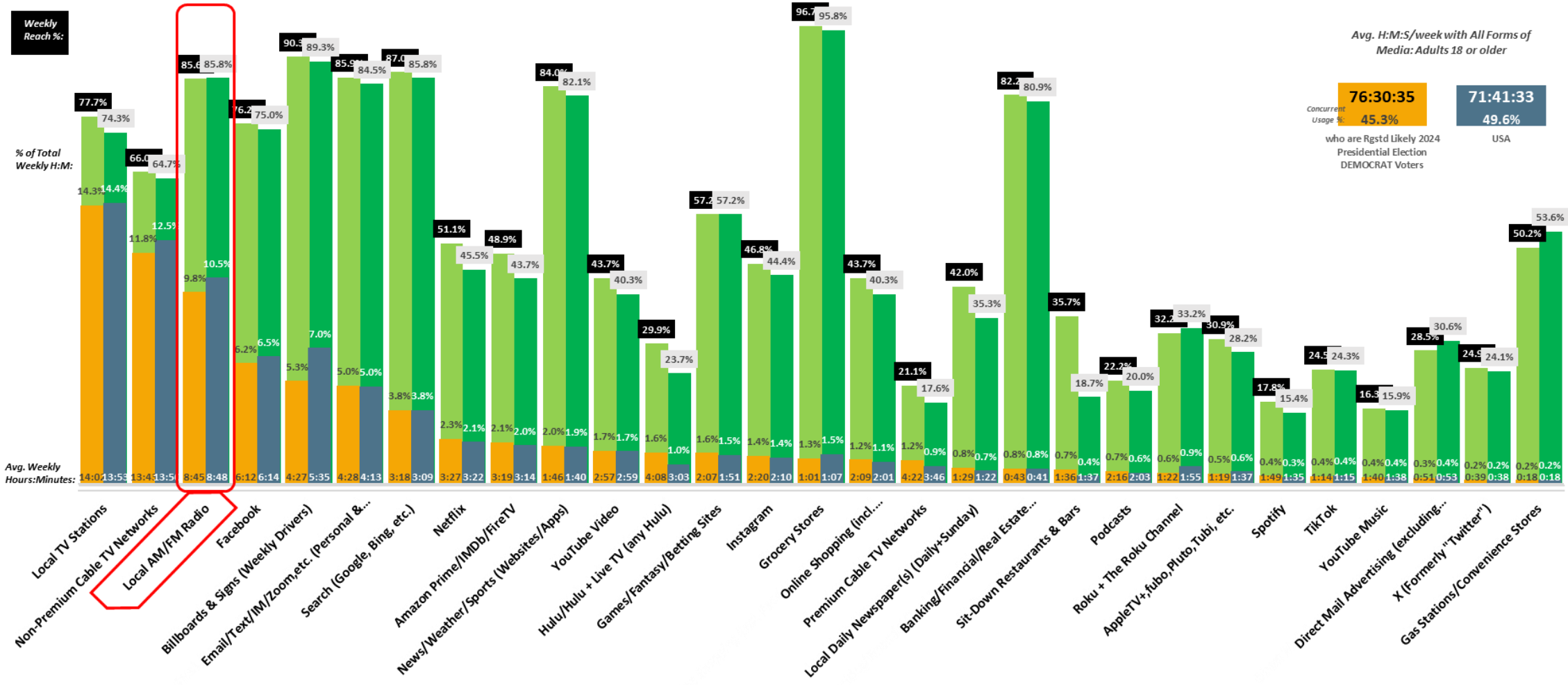
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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes))]

DEMOCRAT / LEAN DEMOCRAT

Adults 35 or older who are Rgstd Likely 2024 Presidential Election DEMOCRAT Voters spend an average of 3 days, 4 hours, 30 minutes and 35 seconds each week with All Forms of Media.

85.6% of Adults 35 or older who are Rgstd Likely 2024 Presidential Election DEMOCRAT Voters spend an avg. of 8 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,533 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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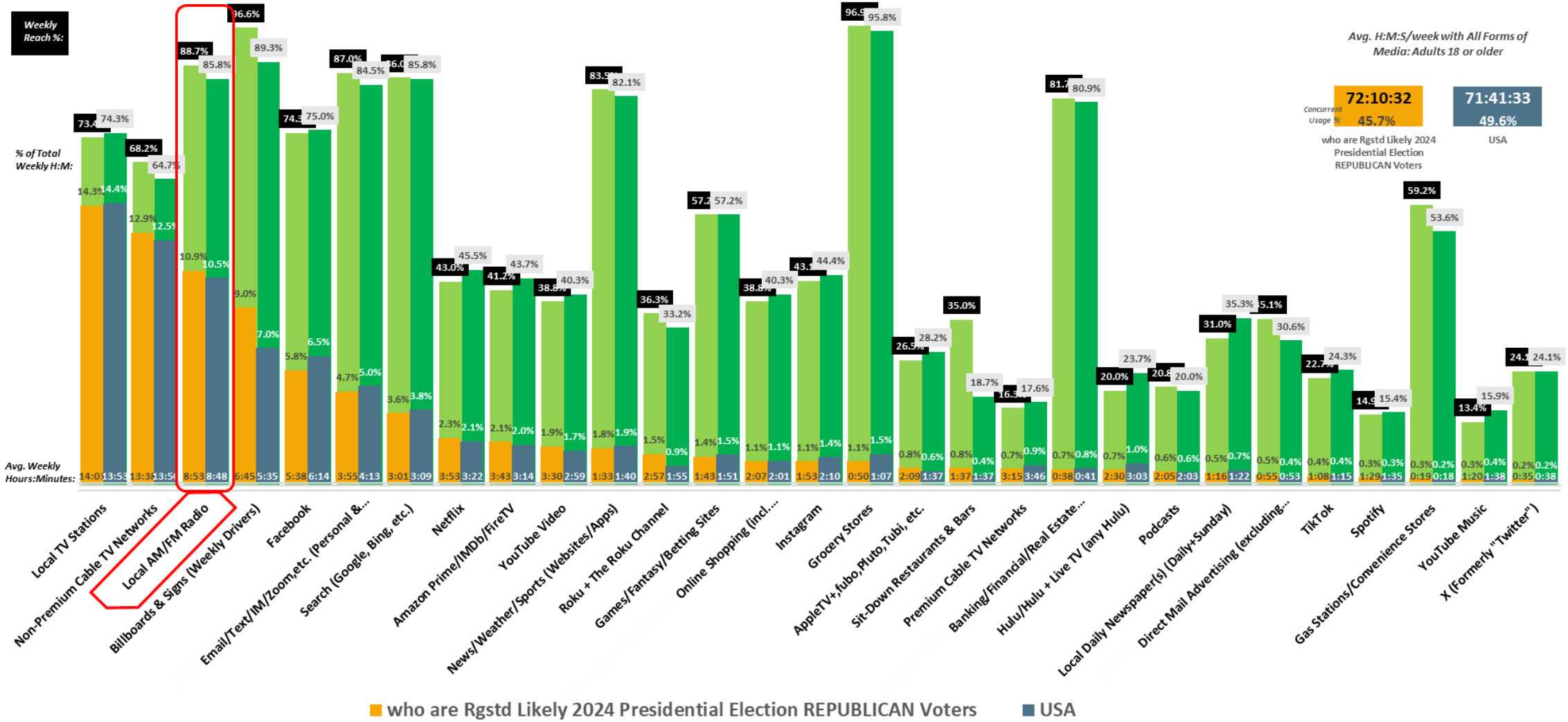
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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Democrat OR Political party affiliation: Independent, but feel closer to Democrat))]

REPUBLICAN / LEAN REPUBLICAN

Adults 35 or older who are Rgstd Likely 2024 Presidential Election REPUBLICAN Voters spend an average of 3 days, 0 hours, 10 minutes and 32 seconds each week with All Forms of Media.

88.7% of Adults 35 or older who are Rgstd Likely 2024 Presidential Election REPUBLICAN Voters spend an avg. of 8 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 10.9% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,530 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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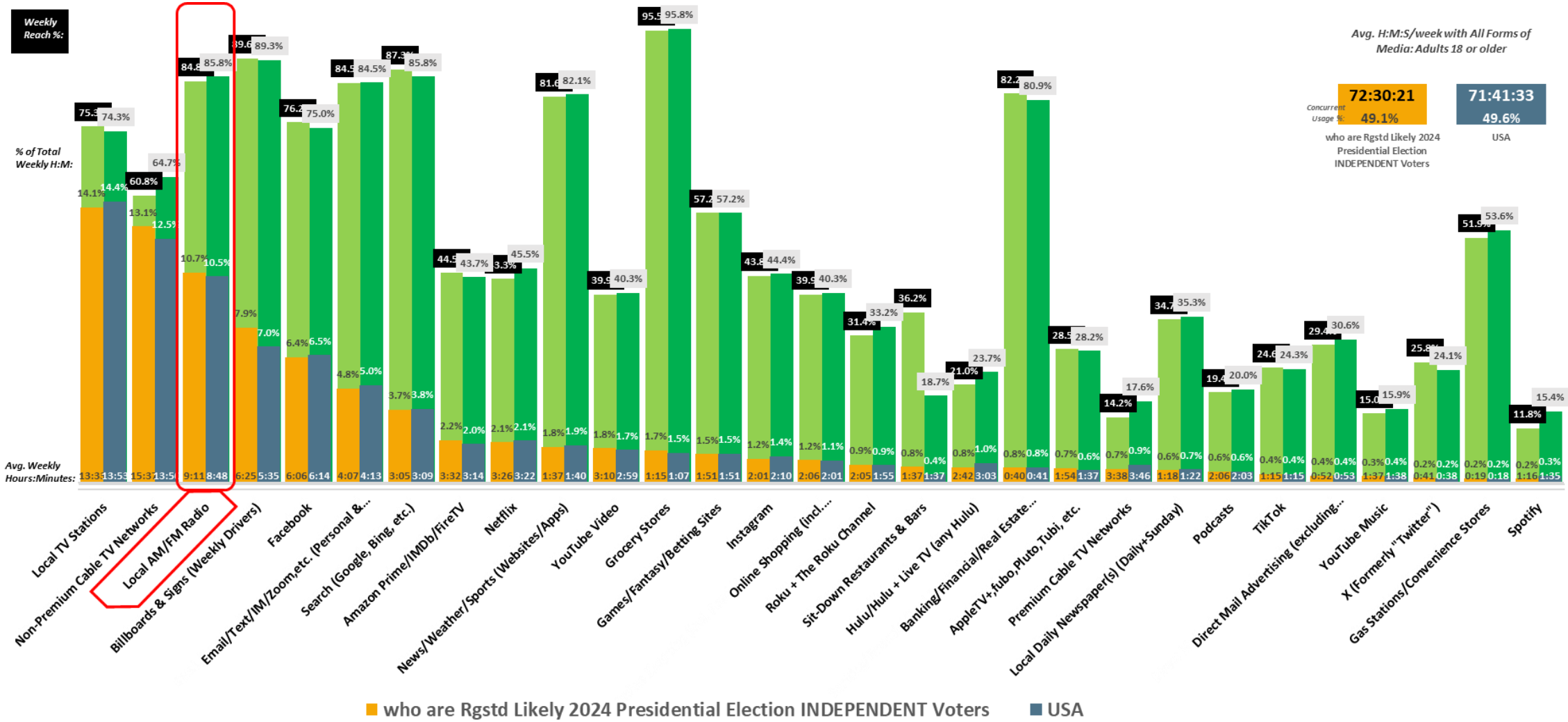
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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Republican OR Political party affiliation: Independent, but feel closer to Republican))]

INDEPENDENT / NONE OF THESE

Adults 35 or older who are Rgstd Likely 2024 Presidential Election INDEPENDENT Voters spend an average of 3 days, 0 hours, 30 minutes and 21 seconds each week with All Forms of Media.

84.8% of Adults 35 or older who are Rgstd Likely 2024 Presidential Election INDEPENDENT Voters spend an avg. of 9 hours and 11 minutes each week listening to All Local AM/FM Radio, representing 10.7% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,444 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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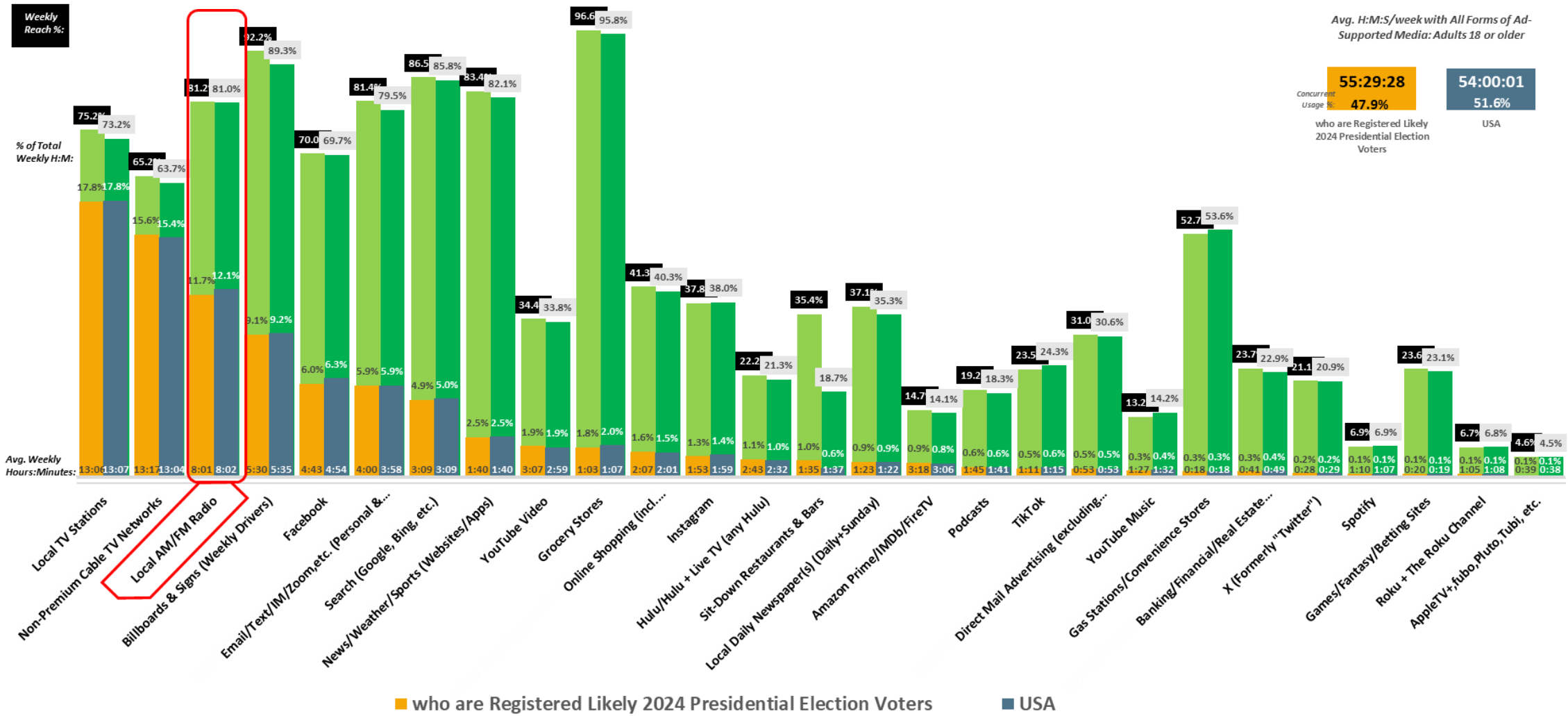
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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Independent OR Political party affiliation: None of these))]

ALL LIKELY VOTERS

Adults 35 or older who are Registered Likely 2024 Presidential Election Voters spend an average of 2 days, 7 hours, 29 minutes and 28 seconds each week with All Forms of Ad-Supported Media.

81.2% of Adults 35 or older who are Registered Likely 2024 Presidential Election Voters spend an avg. of 8 hours and 1 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.7% of total time spent with all forms of Ad-Supported Med



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 8,507 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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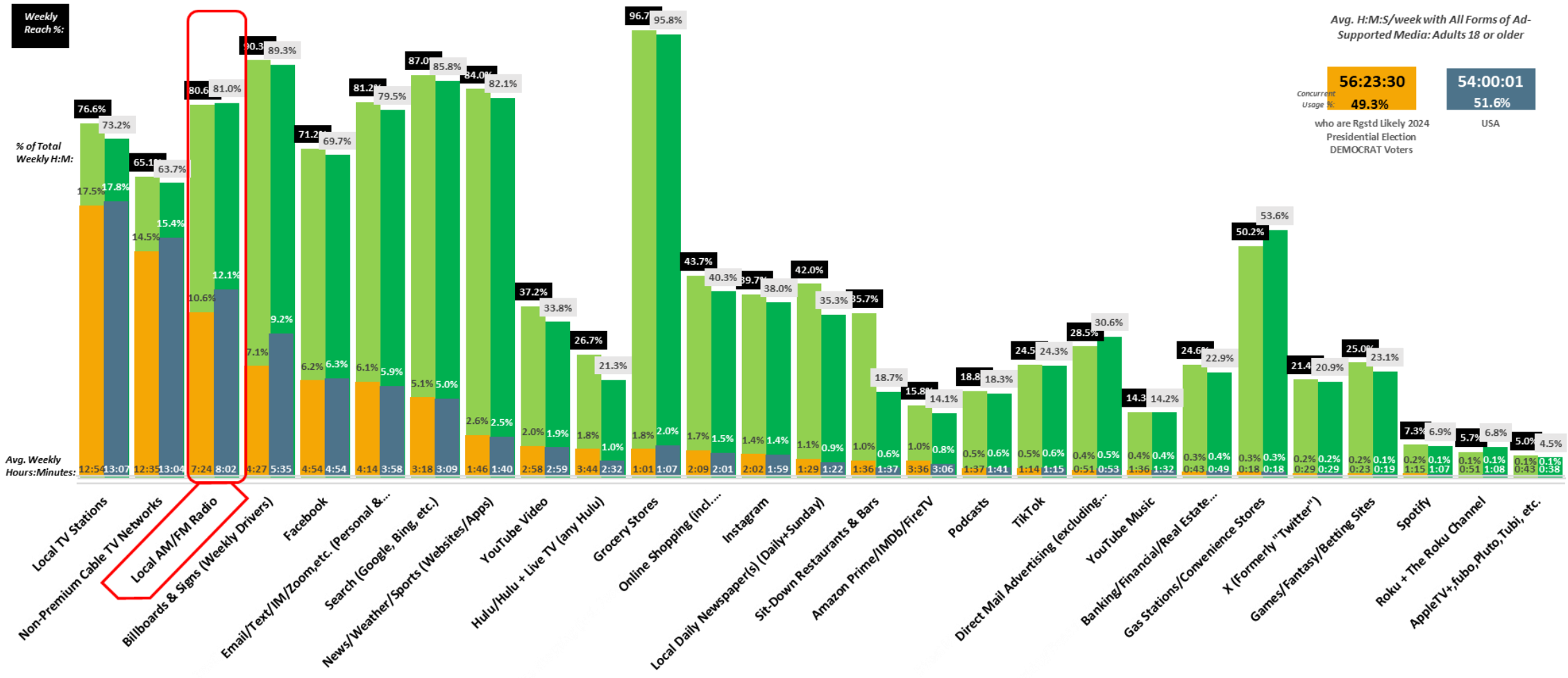
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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes))]

DEMOCRAT / LEAN DEMOCRAT

Adults 35 or older who are Rgstd Likely 2024 Presidential Election DEMOCRAT Voters spend an average of 2 days, 8 hours, 23 minutes and 30 seconds each week with All Forms of Ad-Supported Media.

80.6% of Adults 35 or older who are Rgstd Likely 2024 Presidential Election DEMOCRAT Voters spend an avg. of 7 hours and 24 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Supporte



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,533 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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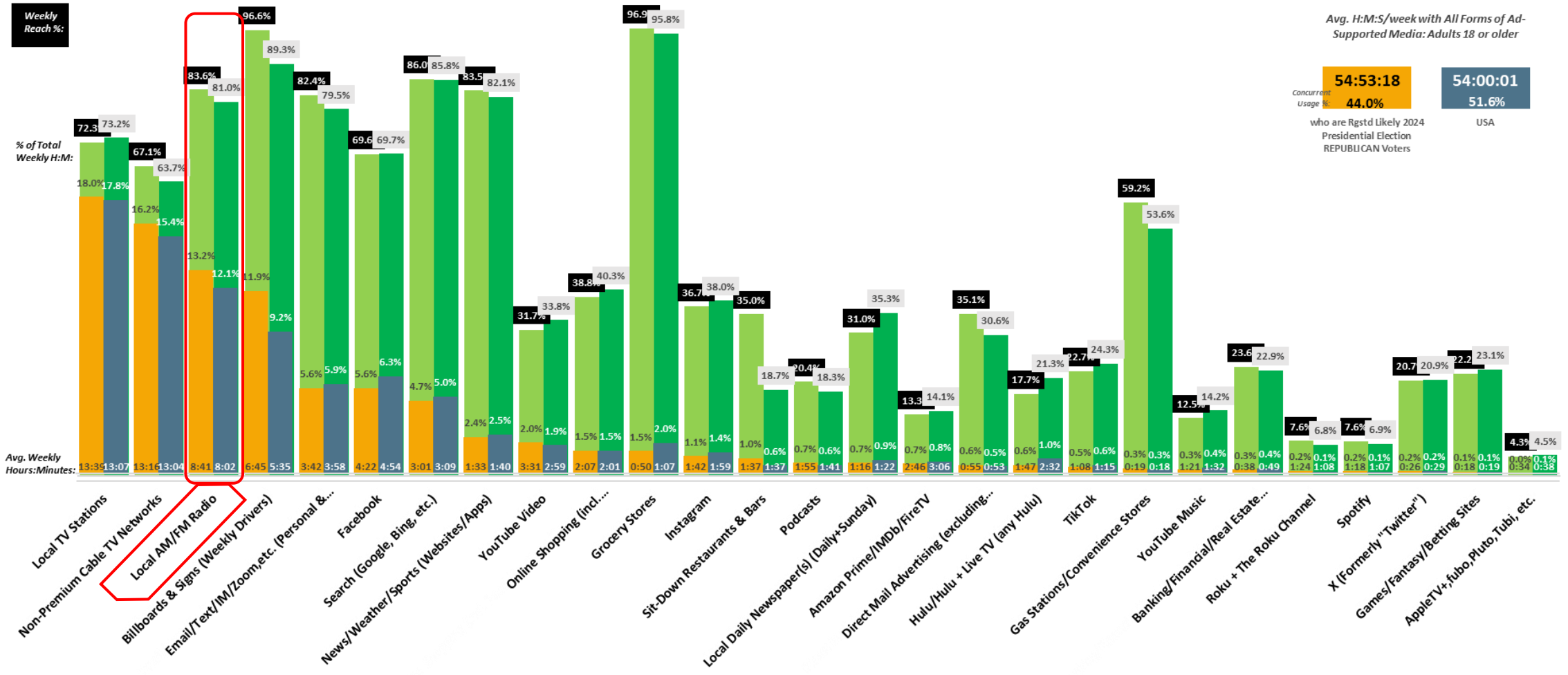
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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Democrat OR Political party affiliation: In dependent, but feel closer to Democrat))]

REPUBLICAN / LEAN REPUBLICAN

Adults 35 or older who are Rgstd Likely 2024 Presidential Election REPUBLICAN Voters spend an average of 2 days, 6 hours, 53 minutes and 18 seconds each week with All Forms of Ad-Supported Media.

83.6% of Adults 35 or older who are Rgstd Likely 2024 Presidential Election REPUBLICAN Voters spend an avg. of 8 hours and 41 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.2% of total time spent with all forms of Ad-Suppor



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,530 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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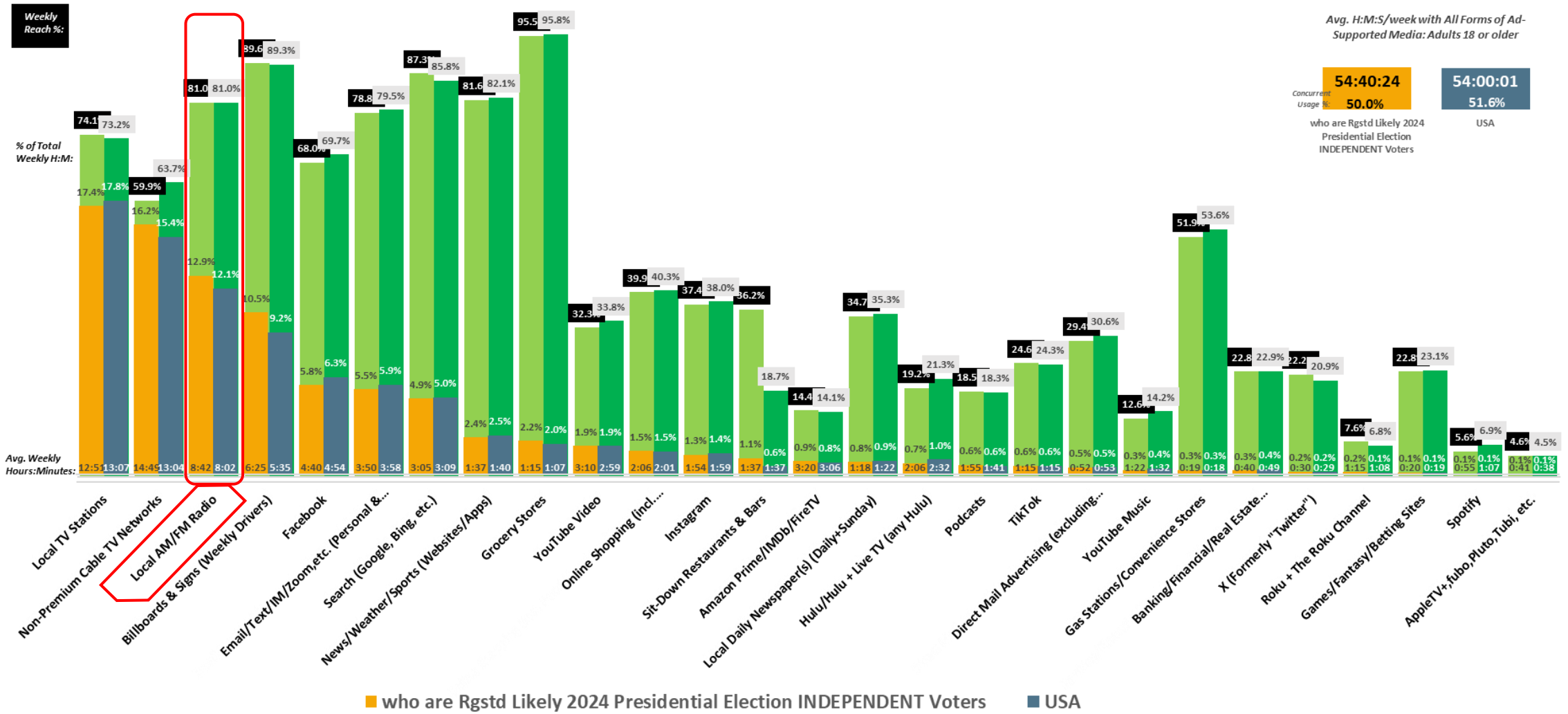
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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Republican OR Political party affiliation: Independent, but feel closer to Republican))]

INDEPENDENT / NONE OF THESE

Adults 35 or older who are Rgstd Likely 2024 Presidential Election INDEPENDENT Voters spend an average of 2 days, 6 hours, 40 minutes and 24 seconds each week with All Forms of Ad-Supported Media.

81.% of Adults 35 or older who are Rgstd Likely 2024 Presidential Election INDEPENDENT Voters spend an avg. of 8 hours and 42 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.9% of total time spent with all forms of Ad-Suppor



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,444 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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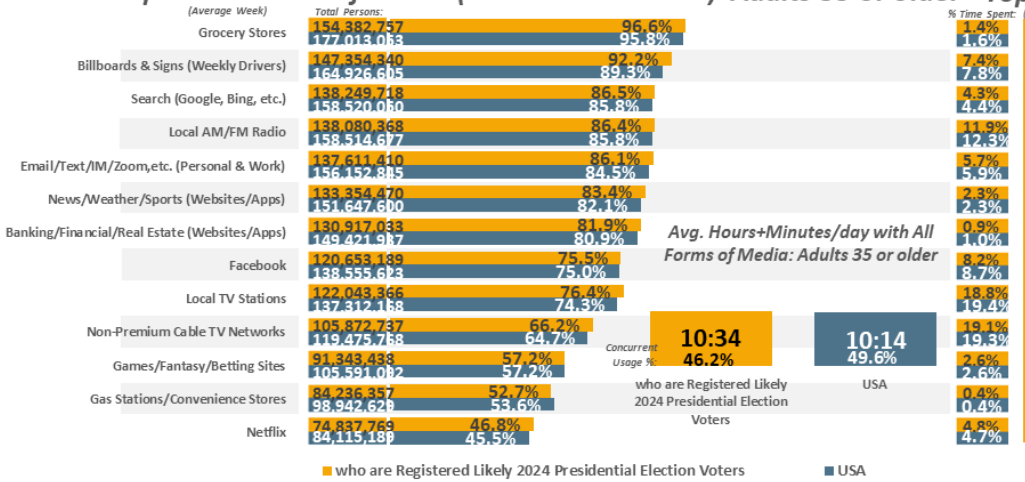
Hubbard BROADCASTING Share of Everything for Anything ©

[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Independent OR Political party affiliation: None of these))]

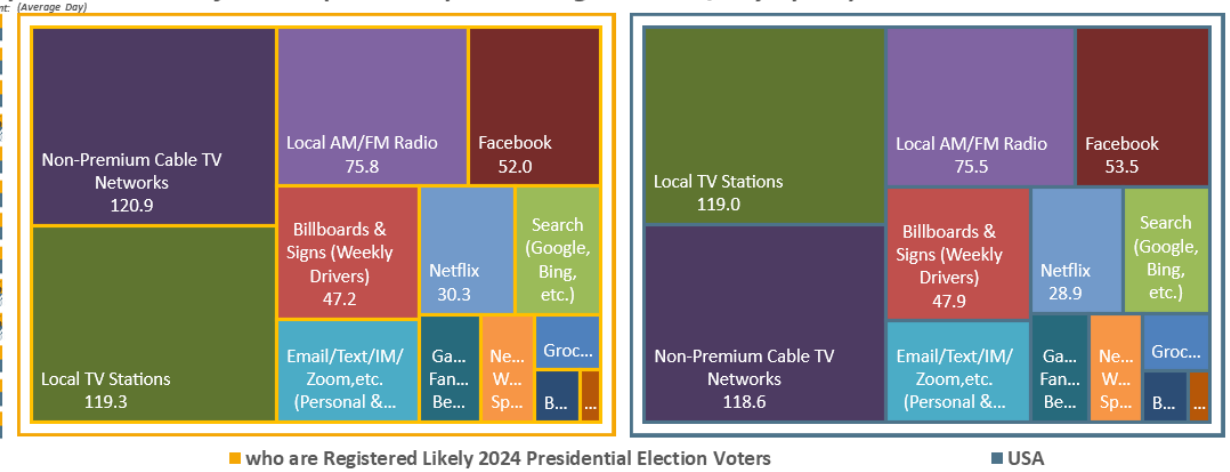
ALL LIKELY VOTERS

Adults 35 or older who are Registered Likely 2024 Presidential Election Voters spend an average of 7 hours and 55 minutes each day with All Forms of Ad-Supported Media. 81.2% listen to Local AM/FM Radio for an avg. of 68.7 minutes/day. *(Local Radio delivers 11.7% of Time with Ad-Supported Media.)*

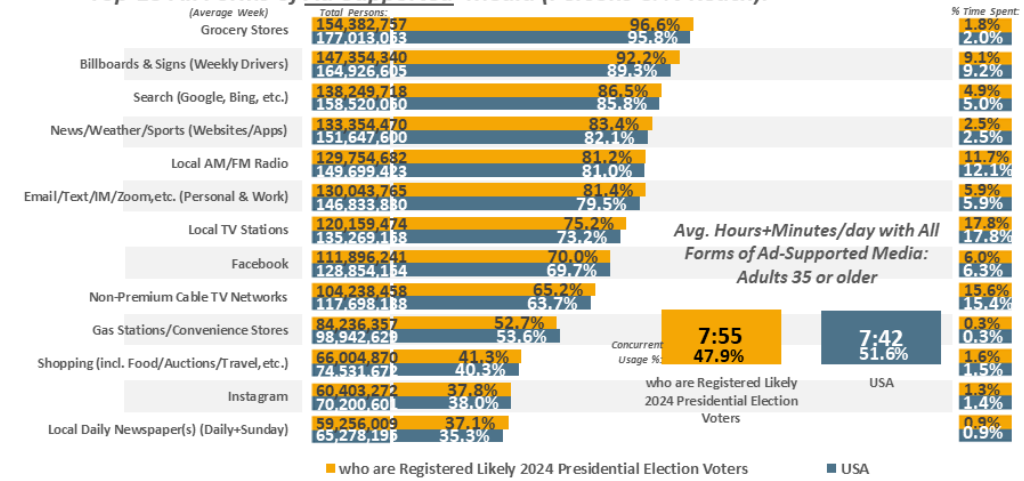
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older



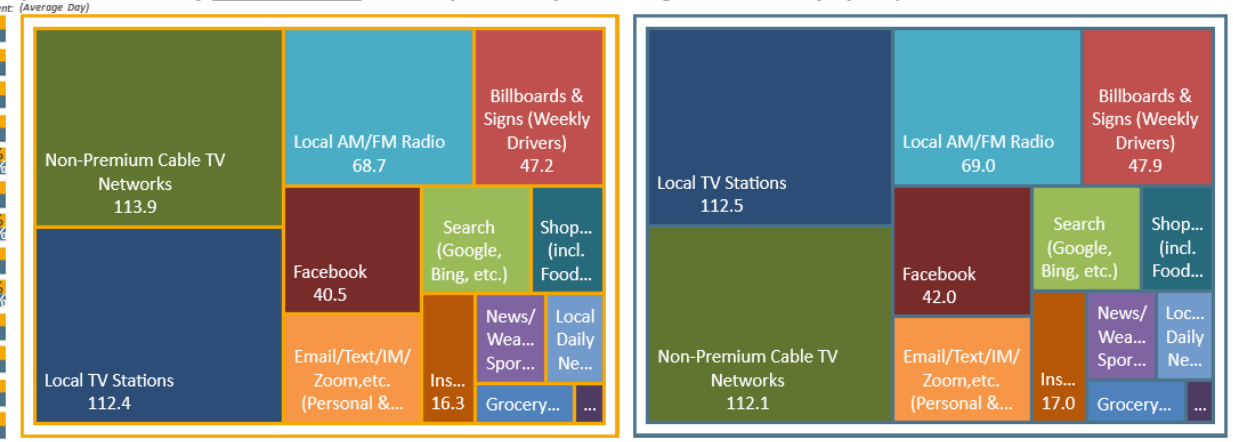
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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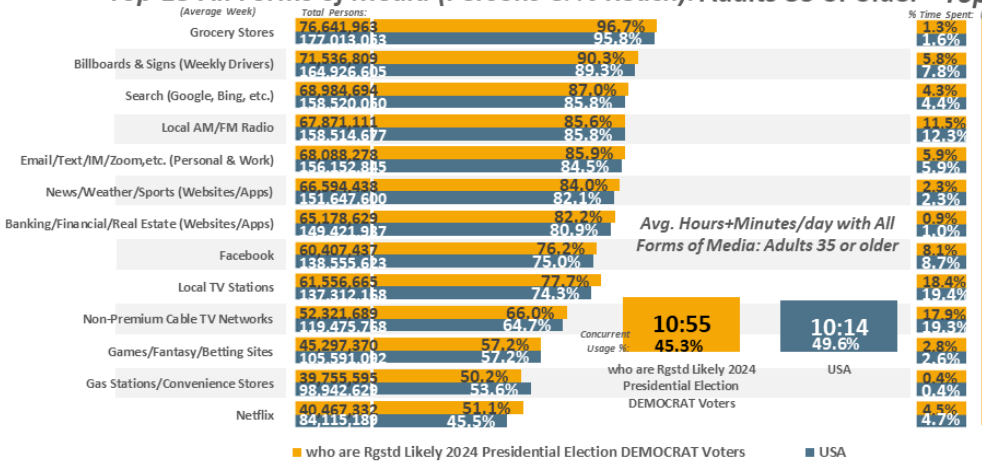
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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes))]

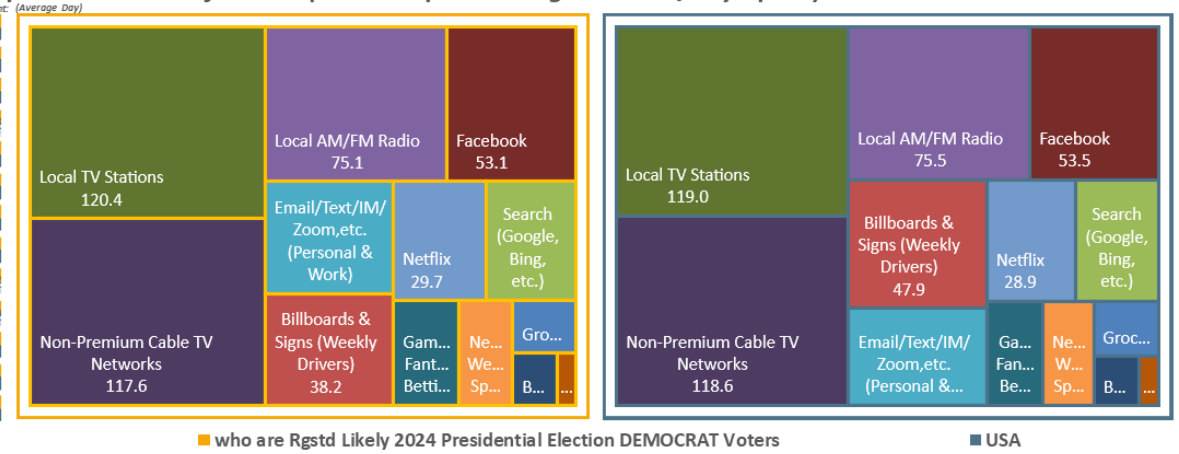
DEMOCRAT / LEAN DEMOCRAT

Adults 35 or older who are Rgstd Likely 2024 Presidential Election DEMOCRAT Voters spend an average of 8 hours and 3 minutes each day with All Forms of Ad-Supported Media. 80.6% listen to Local AM/FM Radio for an avg. of 63.5 minutes/day. *(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

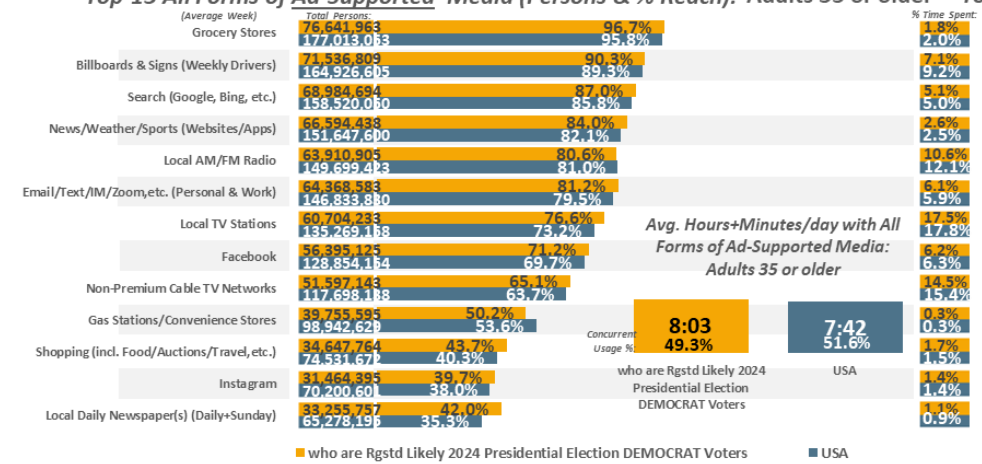
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older



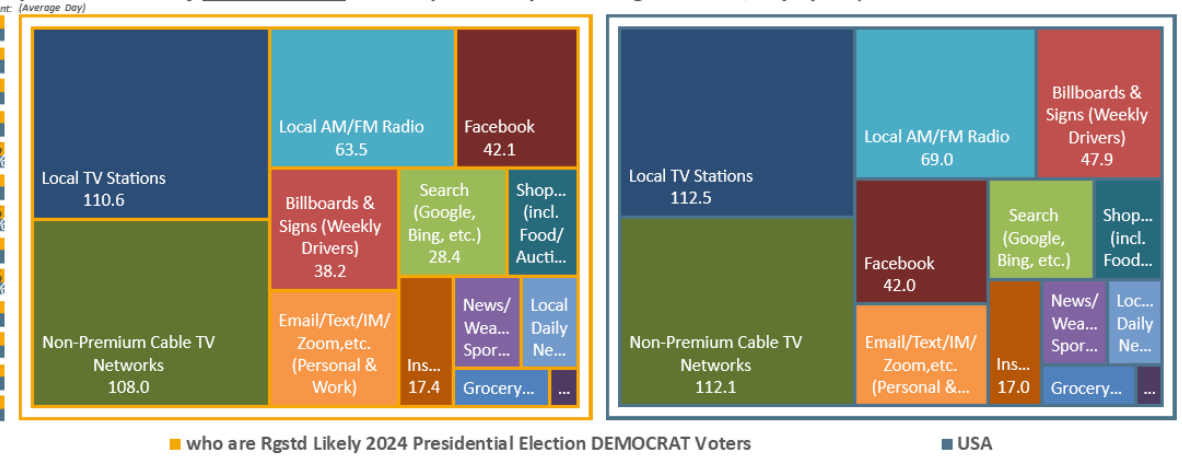
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,533

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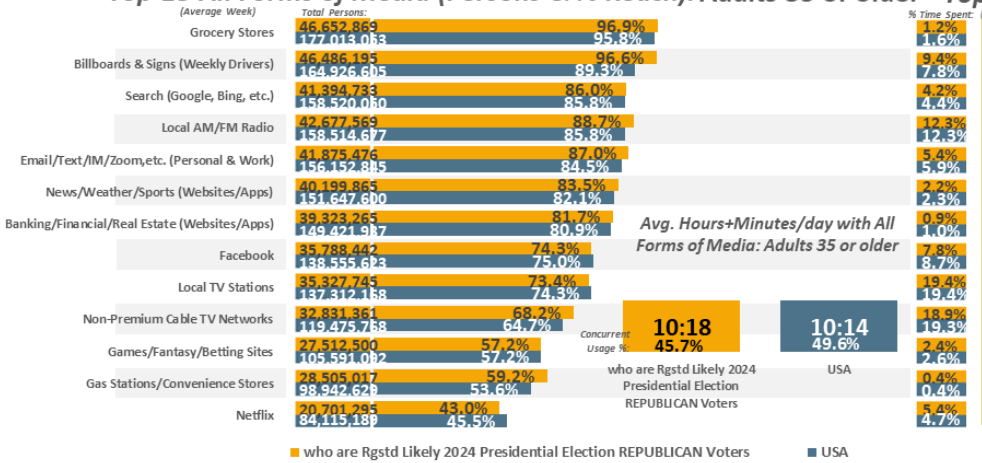
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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Democrat OR Political party affiliation: Independent, but feel closer to Democrat))]

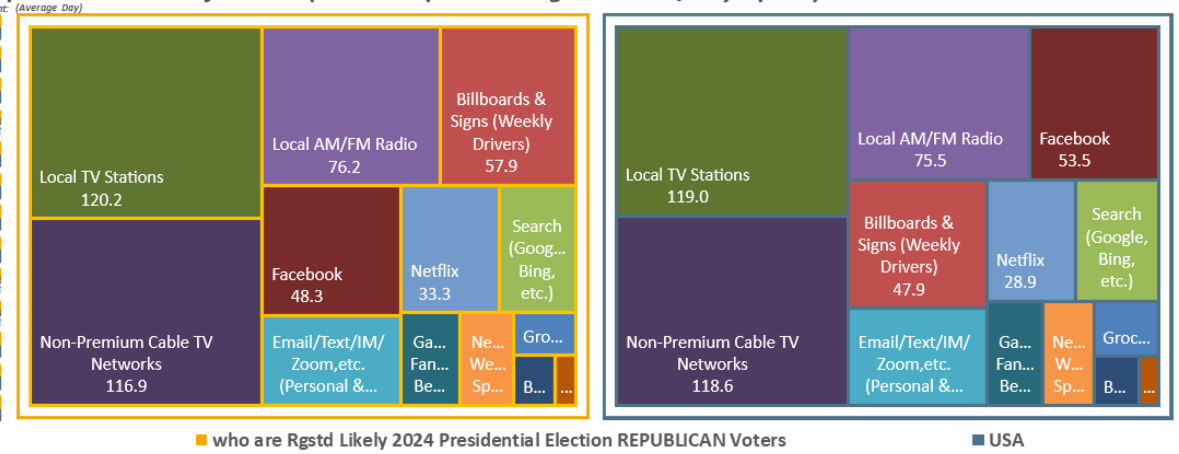
REPUBLICAN / LEAN REPUBLICAN

Adults 35 or older who are Rgstd Likely 2024 Presidential Election REPUBLICAN Voters spend an average of 7 hours and 50 minutes each day with All Forms of Ad-Supported Media. 83.6% listen to Local AM/FM Radio for an avg. of 74.5 minutes/day. *(Local Radio delivers 13.2% of Time with Ad-Supported Media.)*

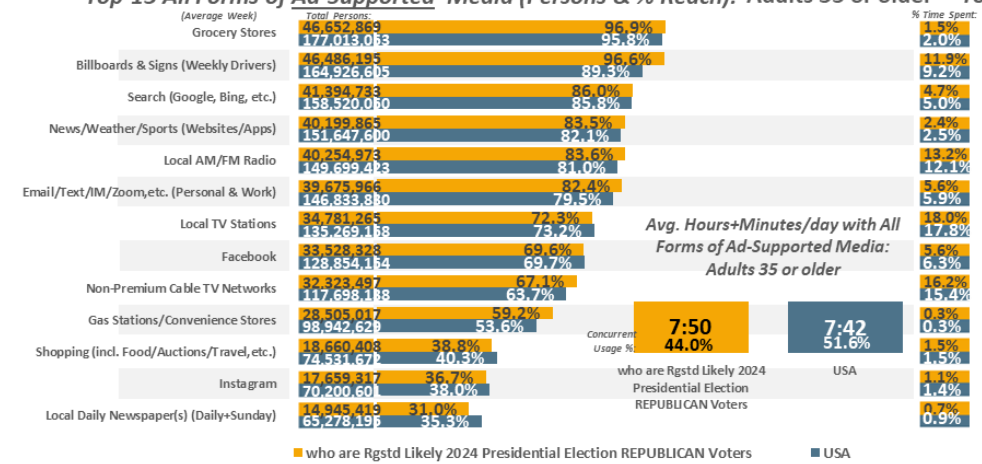
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older



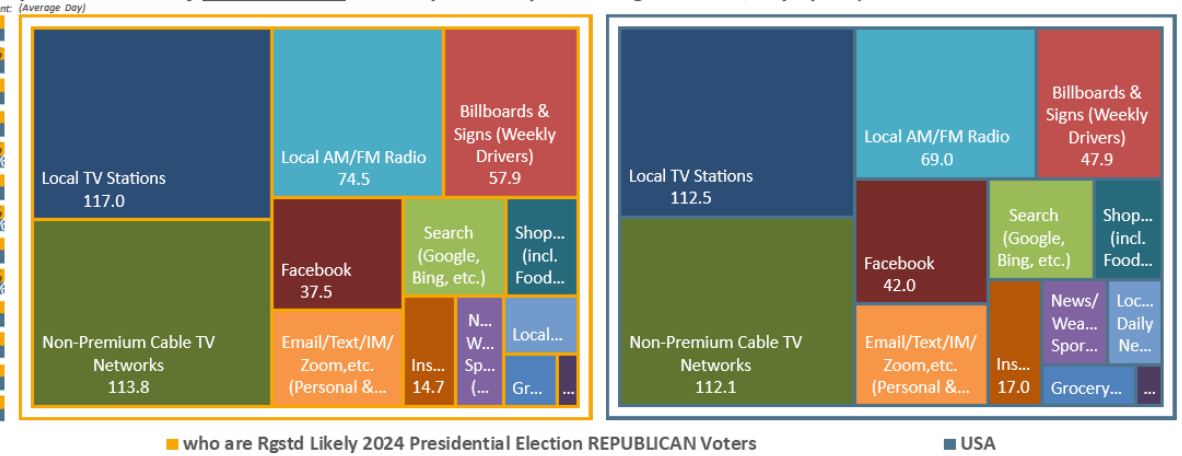
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,530

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

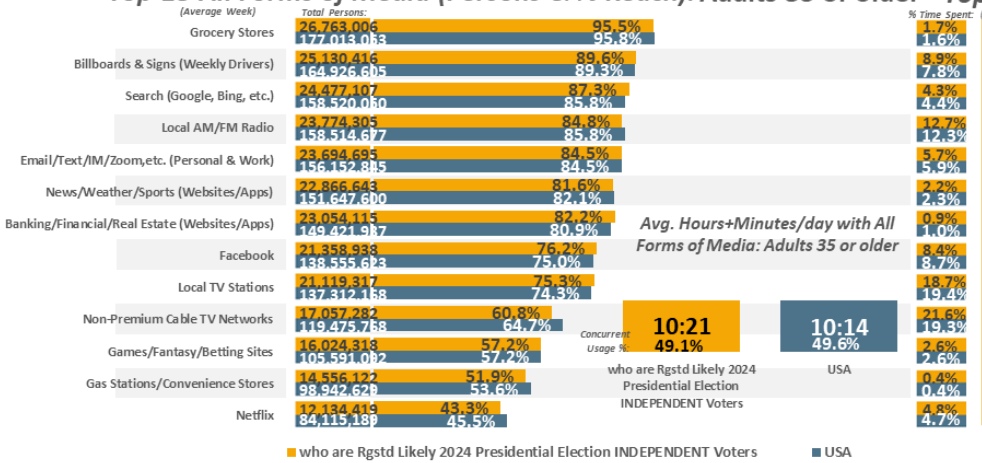
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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Republican OR Political party affiliation: Independent, but feel closer to Republican))]

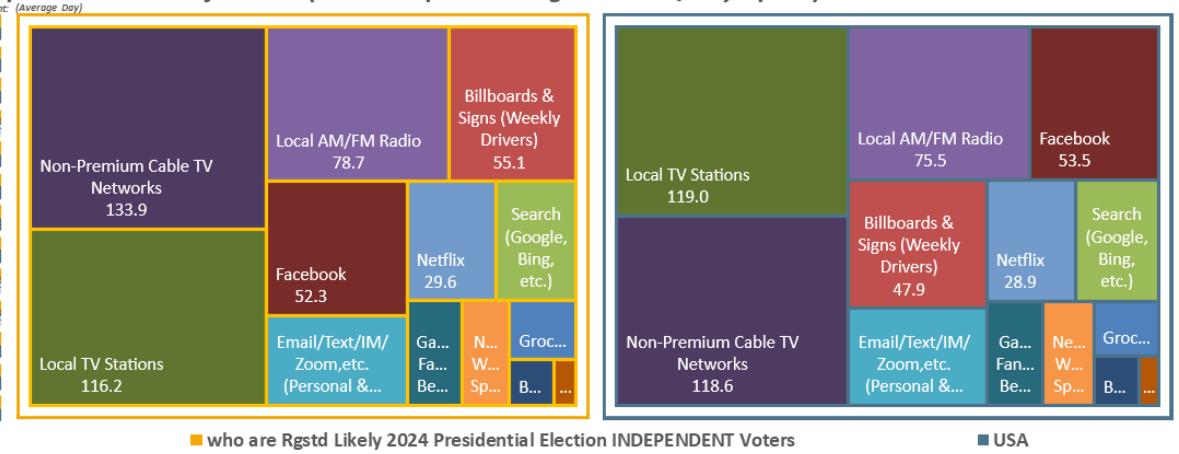
INDEPENDENT / NONE OF THESE

Adults 35 or older who are Rgstd Likely 2024 Presidential Election INDEPENDENT Voters spend an average of 7 hours and 48 minutes each day with All Forms of Ad-Supported Media. 81.% listen to Local AM/FM Radio for an avg. of 74.7 minutes/day. *(Local Radio delivers 12.9% of Time with Ad-Supported Media.)*

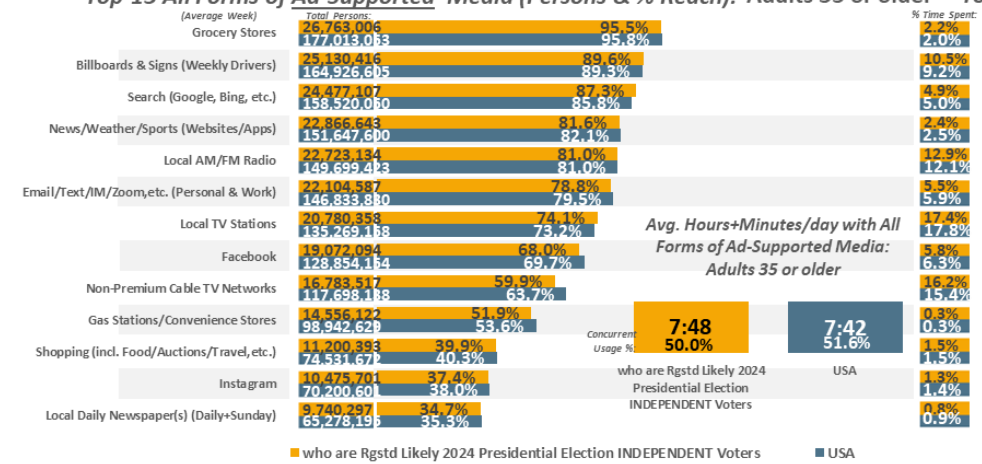
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older



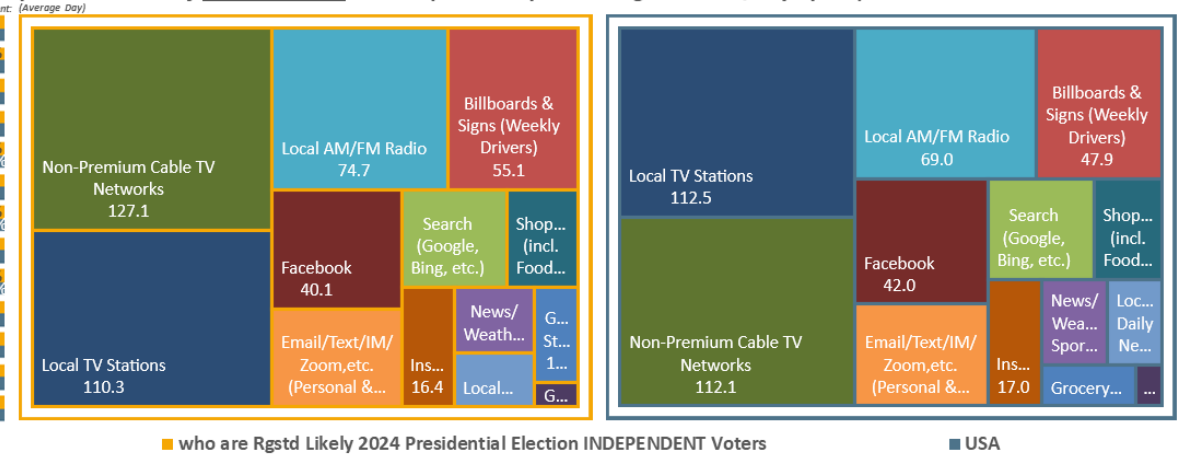
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,444

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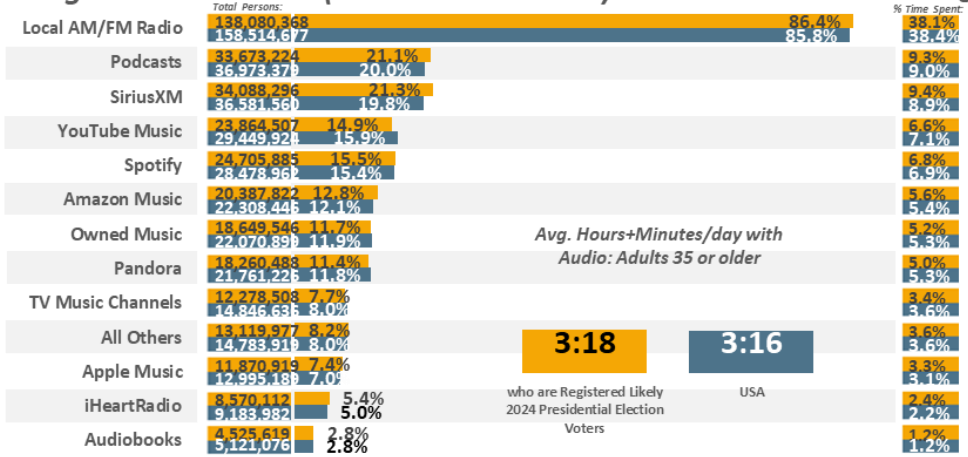
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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Independent OR Political party affiliation: None of these))]

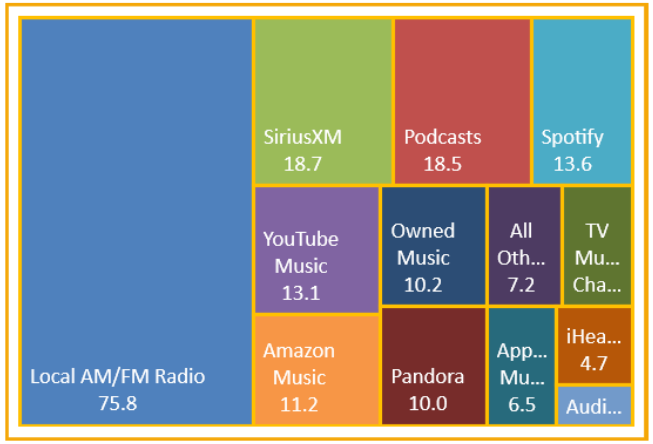
ALL LIKELY VOTERS

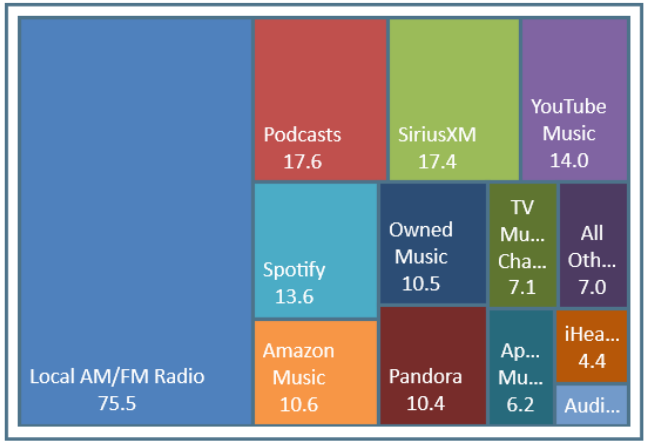
129,754,682 or 81.2% of Adults 35 or older who are Registered Likely 2024 Presidential Election Voters listen to Ad-Supported Local AM/FM Radio for an average of 68.7 minutes every day representing 45.4% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 35 or older

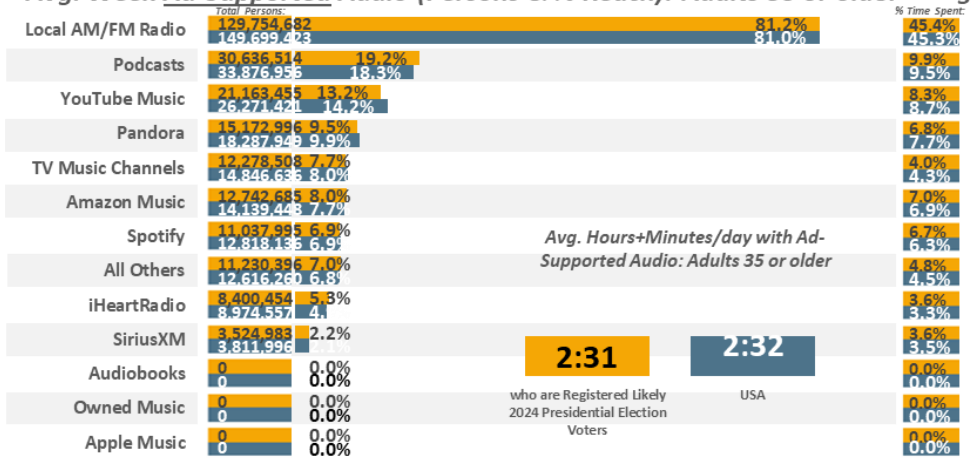


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

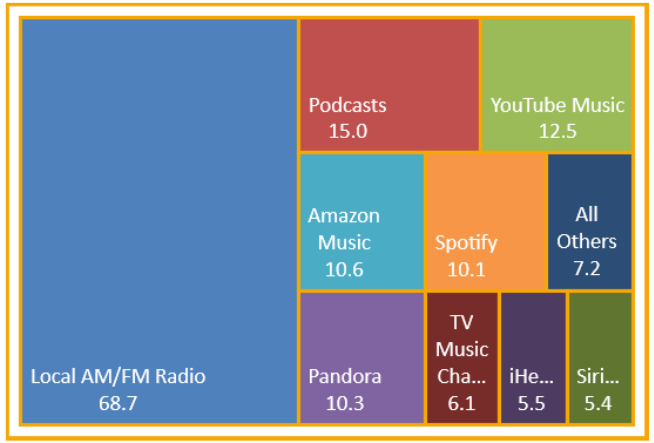


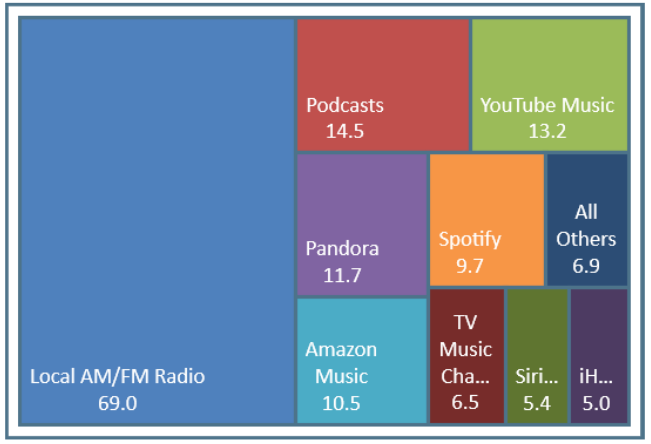


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *8,507*

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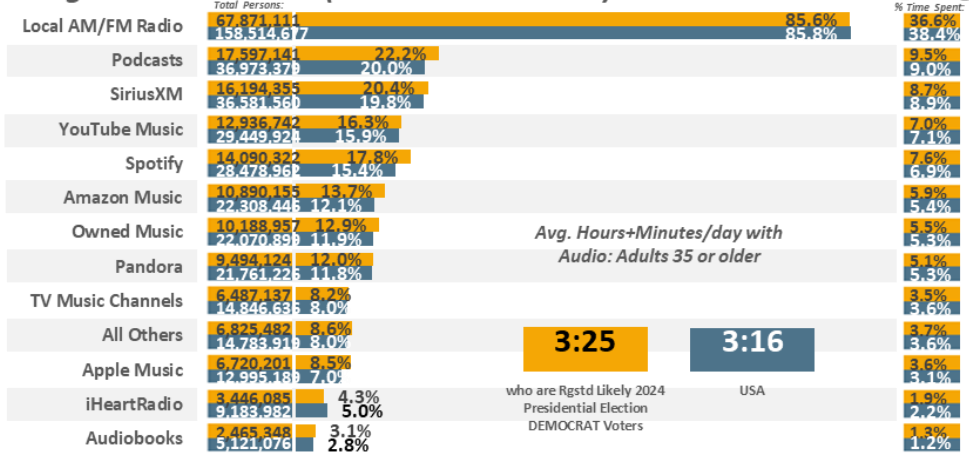
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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes))]

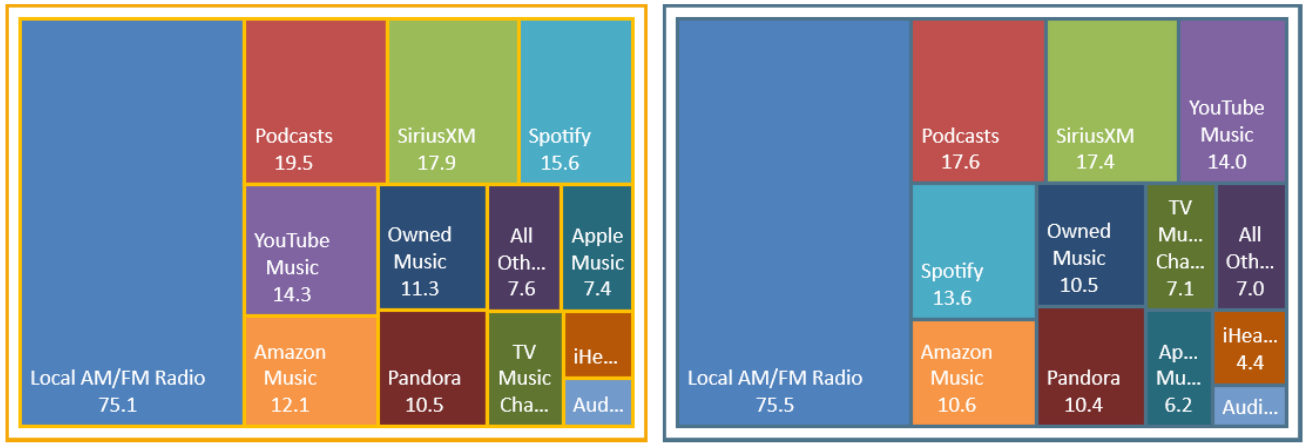
DEMOCRAT / LEAN DEMOCRAT

63,910,905 or 80.6% of Adults 35 or older who are Rgstd Likely 2024 Presidential Election DEMOCRAT Voters listen to Ad-Supported Local AM/FM Radio for an average of 63.5 minutes every day representing 43.% of all time spent daily with Ad-Supported Audio.

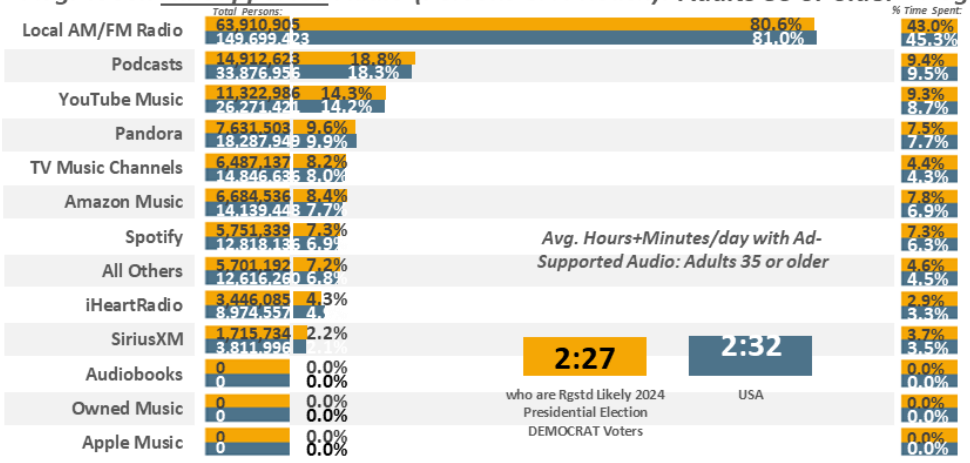
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



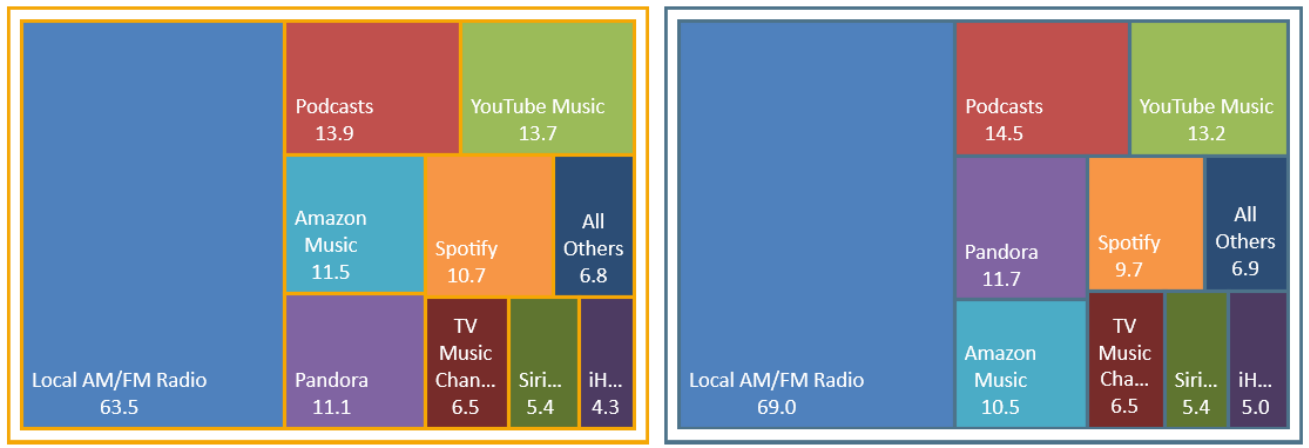
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,533

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

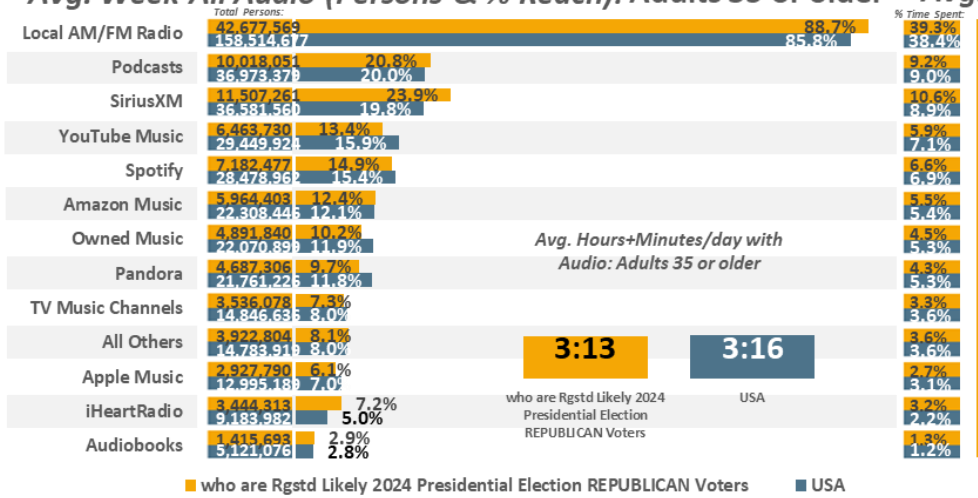
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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Democrat OR Political party affiliation: Independent, but feel closer to Democrat))]

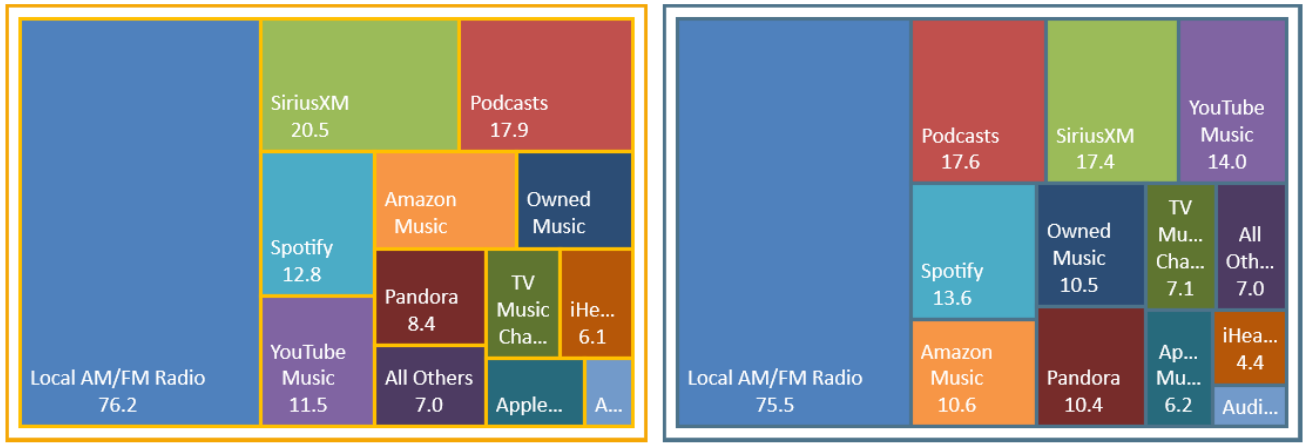
REPUBLICAN / LEAN REPUBLICAN

40,254,973 or 83.6% of Adults 35 or older who are Rgstd Likely 2024 Presidential Election REPUBLICAN Voters listen to Ad-Supported Local AM/FM Radio for an average of 74.5 minutes every day representing 47.1% of all time spent daily with Ad-Supported Audi

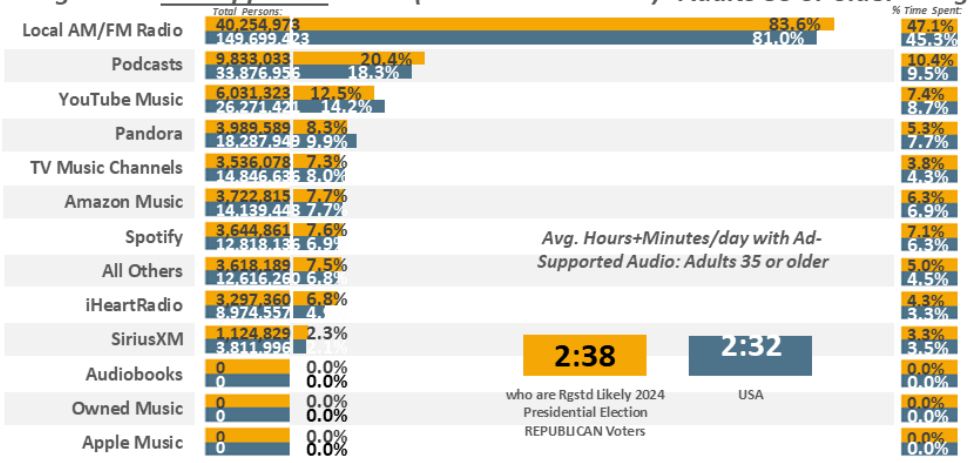
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



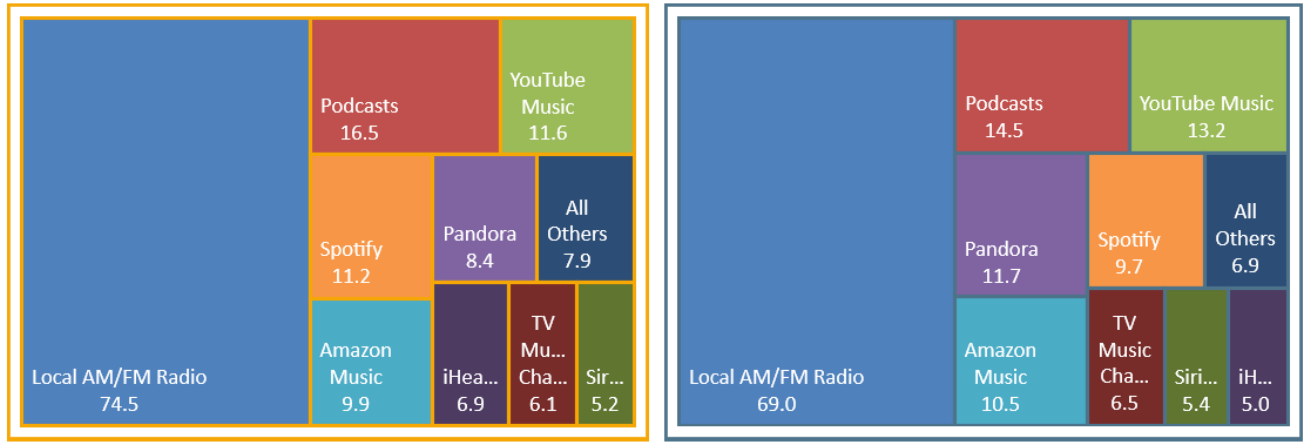
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,530

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

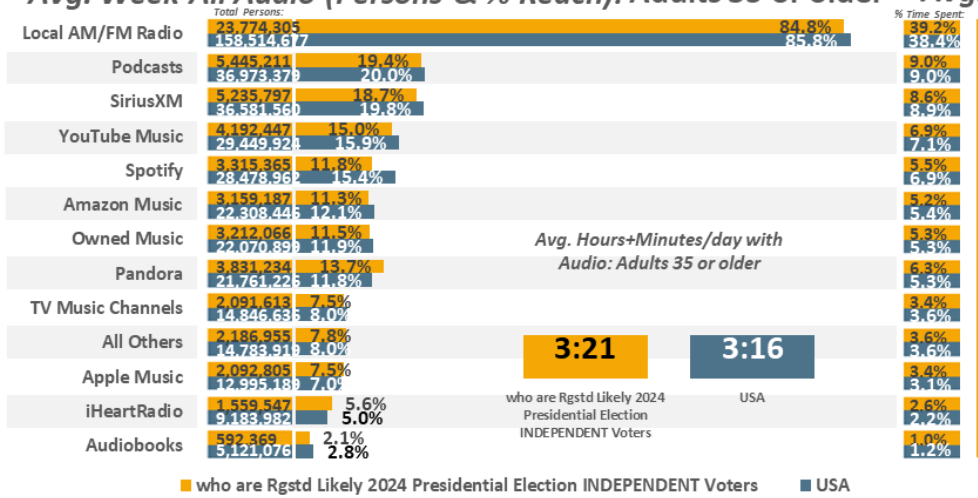
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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Republican OR Political party affiliation: Independent, but feel closer to Republican))]

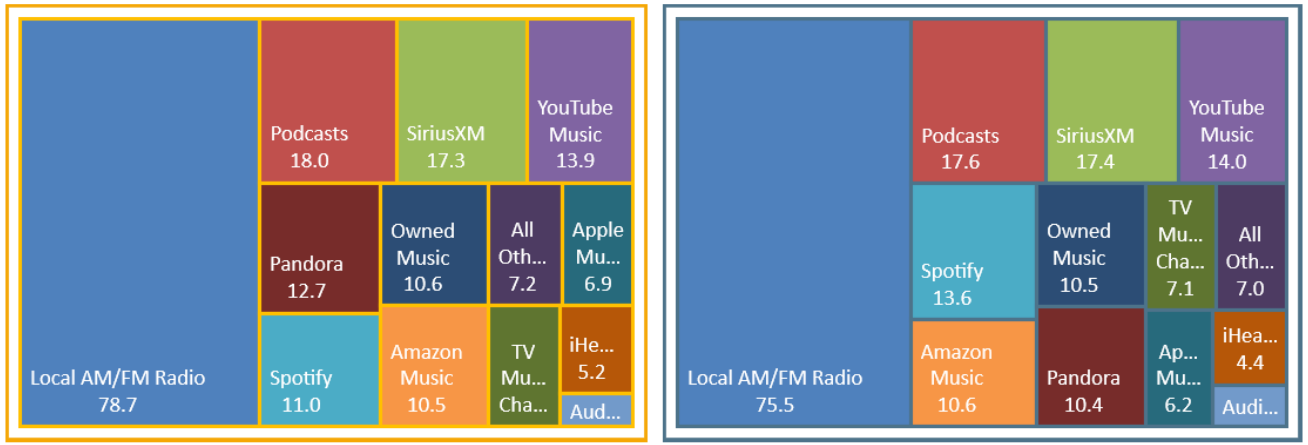
INDEPENDENT / NONE OF THESE

22,723,134 or 81.% of Adults 35 or older who are Rgstd Likely 2024 Presidential Election INDEPENDENT Voters listen to Ad-Supported Local AM/FM Radio for an average of 74.7 minutes every day representing 46.9% of all time spent daily with Ad-Supported Audi

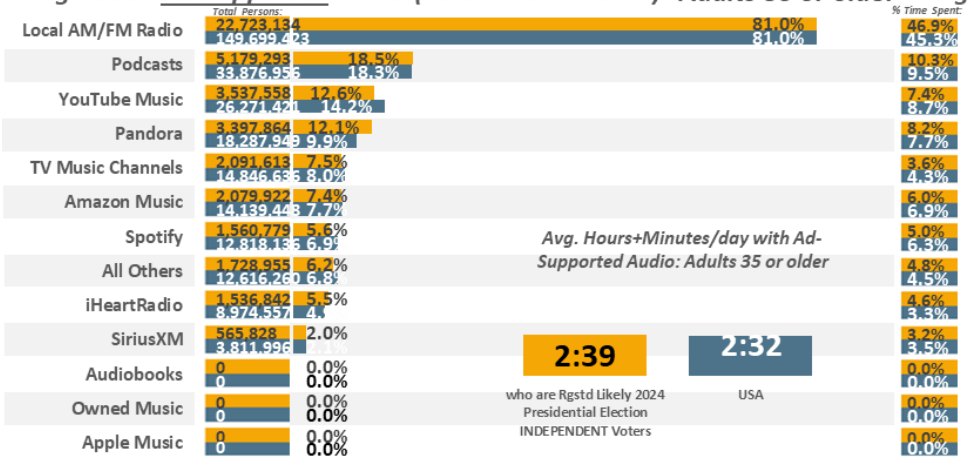
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



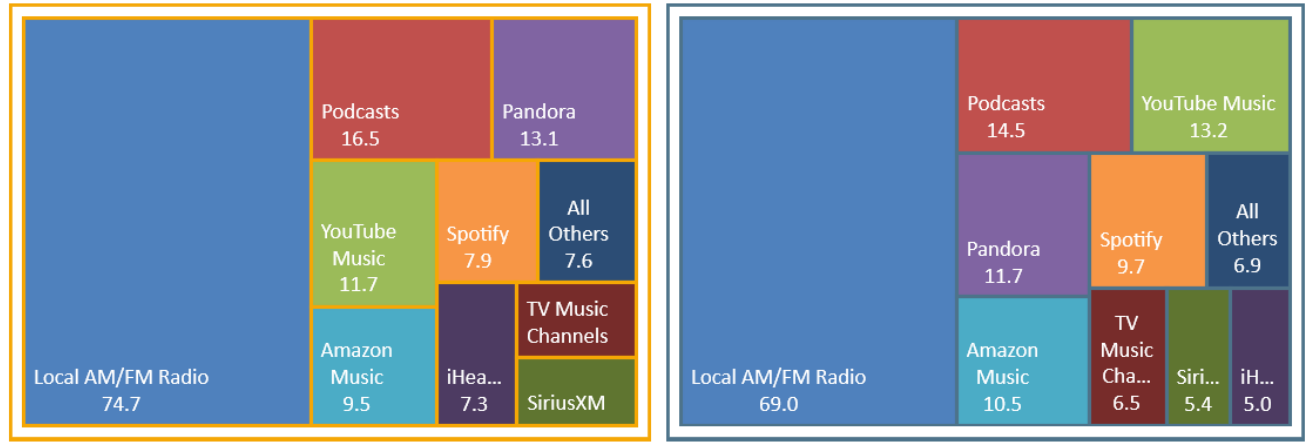
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,444

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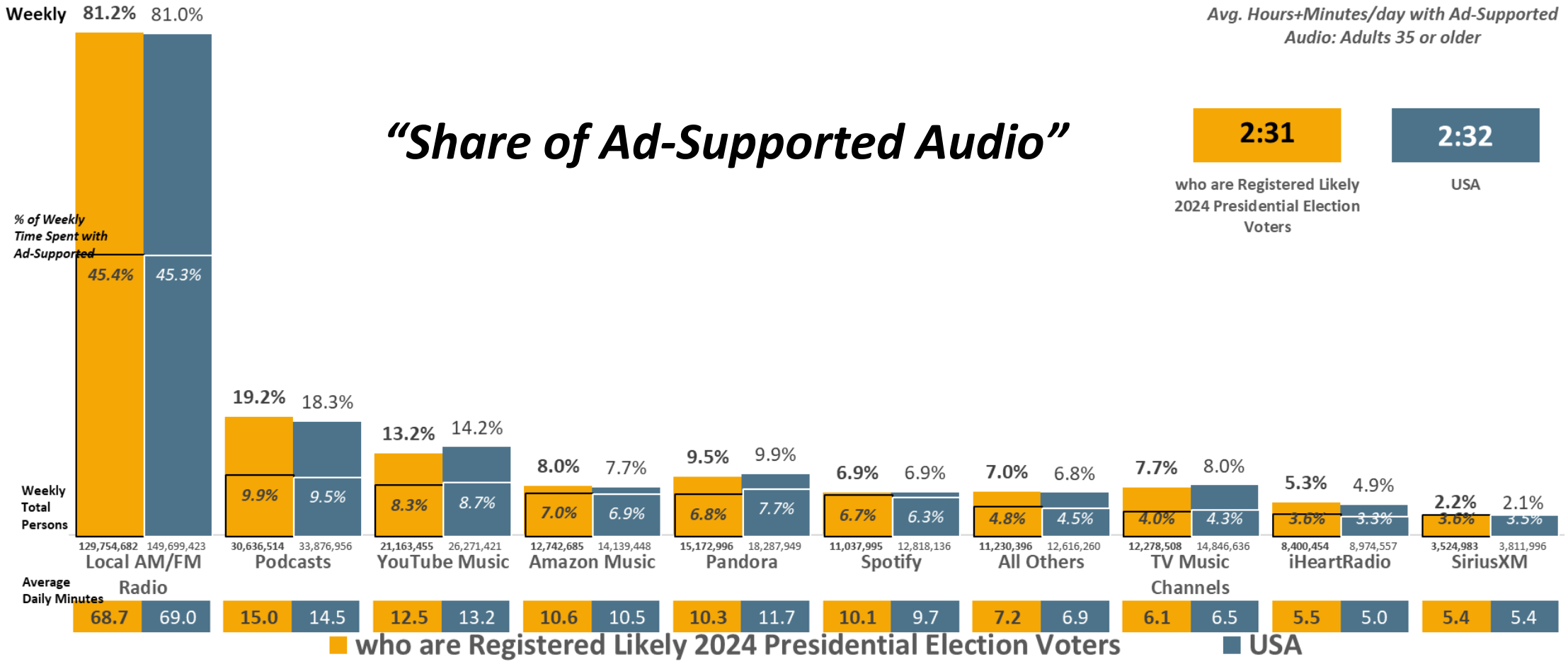
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Independent OR Political party affiliation: None of these))]

ALL LIKELY VOTERS

129,754,682 or 81.2% of Adults 35 or older who are Registered Likely 2024 Presidential Election Voters listen to Ad-Supported Local AM/FM Radio for an average of 68.7 minutes every day representing 45.4% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 8,507

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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes))]

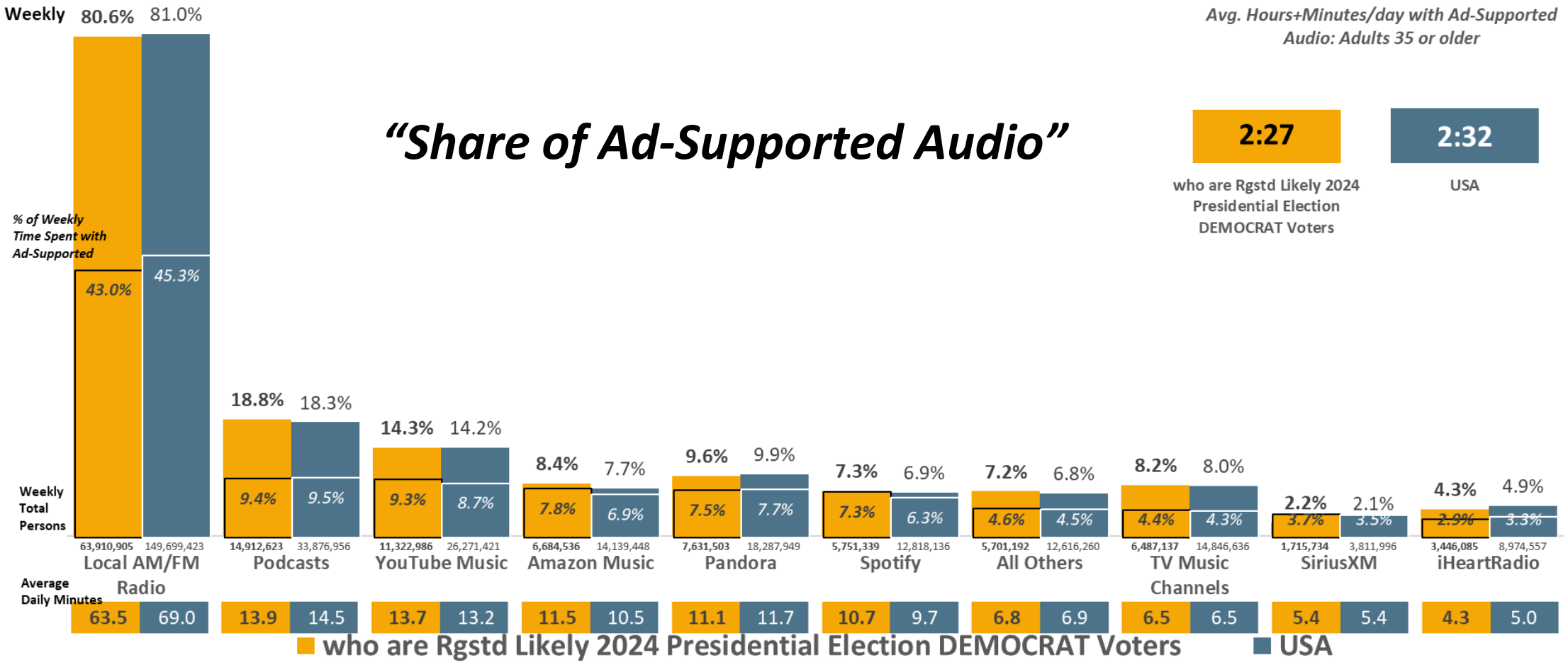
DEMOCRAT / LEAN DEMOCRAT

63,910,905 or 80.6% of Adults 35 or older who are Rgstd Likely 2024 Presidential Election DEMOCRAT Voters listen to Ad-Supported Local AM/FM Radio for an average of 63.5 minutes every day representing 43.% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 35 or older

who are Rgstd Likely 2024 Presidential Election DEMOCRAT Voters	USA
2:27	2:32



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,533

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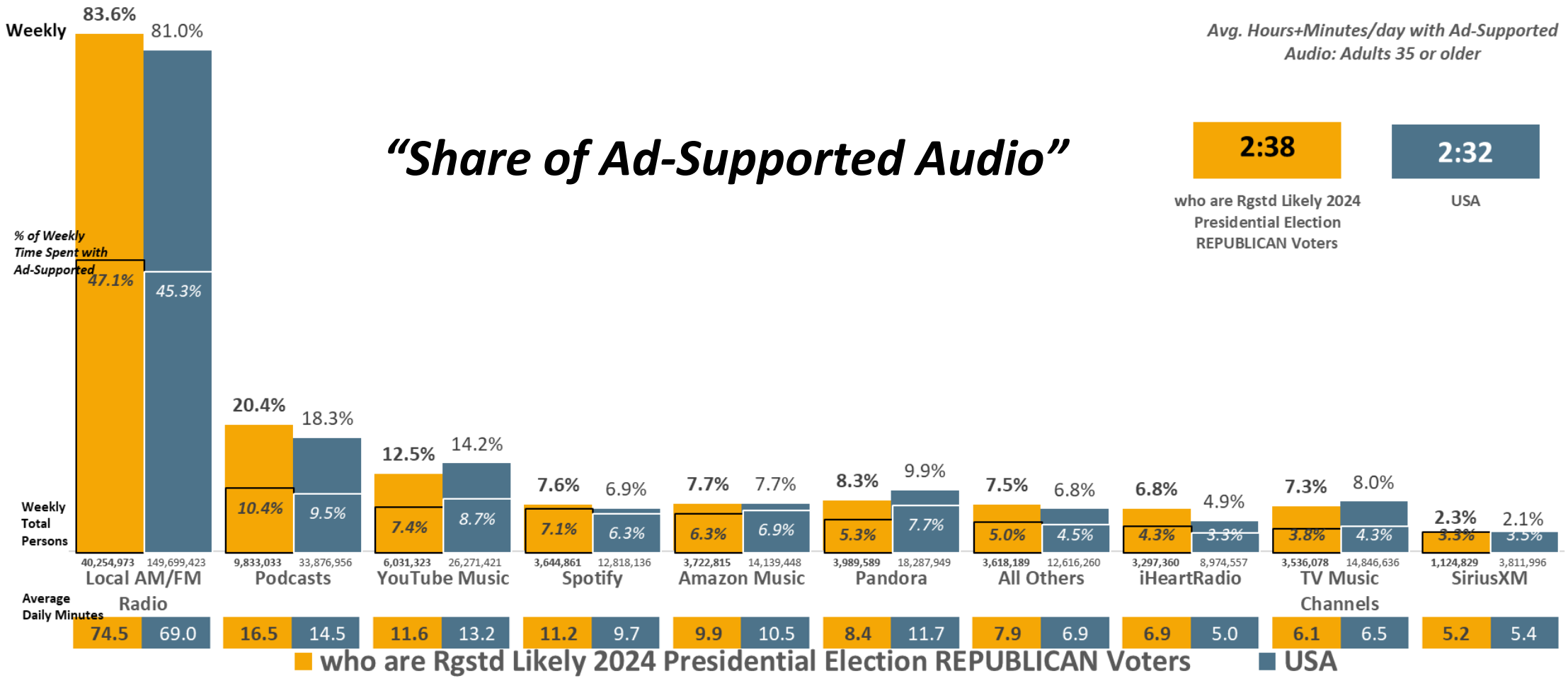
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Democrat OR Political party affiliation: Independent, but feel closer to Democrat))]

REPUBLICAN / LEAN REPUBLICAN

40,254,973 or 83.6% of Adults 35 or older who are Rgstd Likely 2024 Presidential Election REPUBLICAN Voters listen to Ad-Supported Local AM/FM Radio for an average of 74.5 minutes every day representing 47.1% of all time spent daily with Ad-Supported Audi



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,530

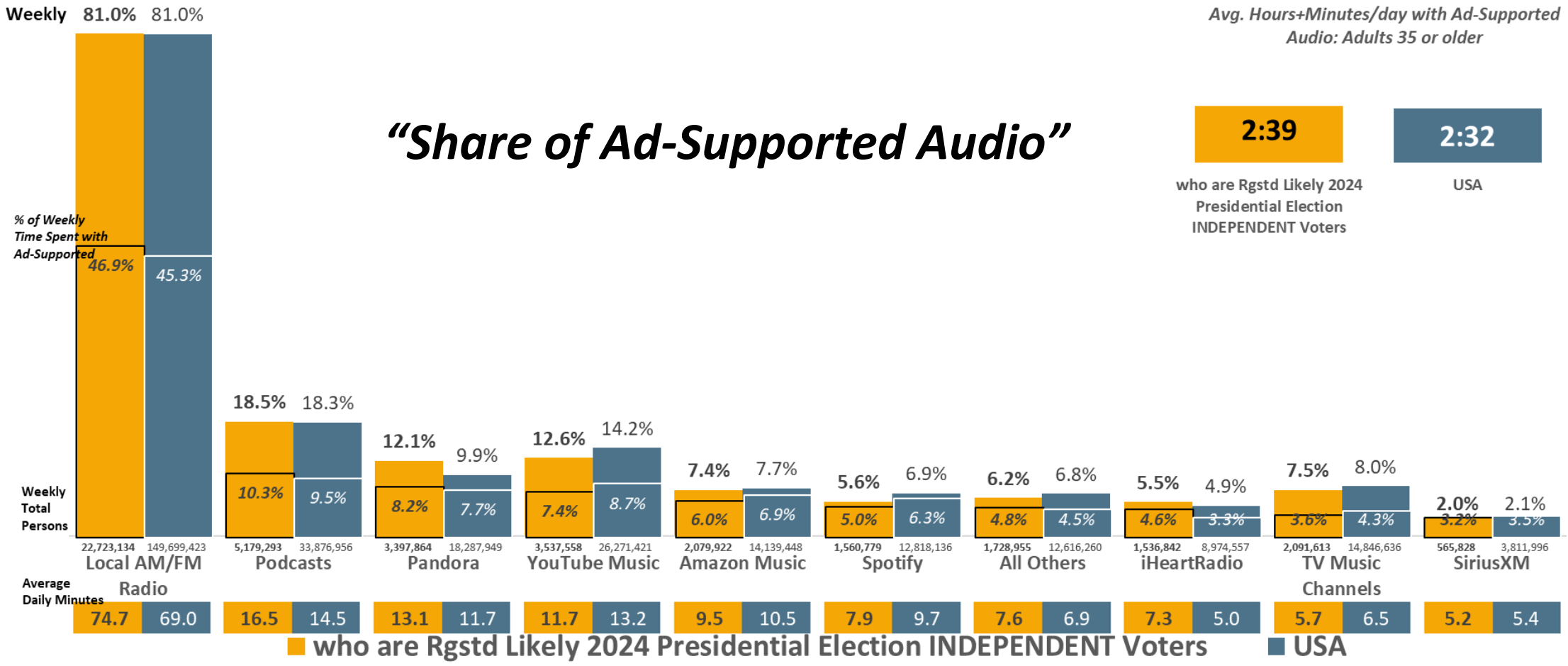
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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Republican OR Political party affiliation: Independent, but feel closer to Republican))]

INDEPENDENT / NONE OF THESE

22,723,134 or 81.% of Adults 35 or older who are Rgstd Likely 2024 Presidential Election INDEPENDENT Voters listen to Ad-Supported Local AM/FM Radio for an average of 74.7 minutes every day representing 46.9% of all time spent daily with Ad-Supported Audi



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,444

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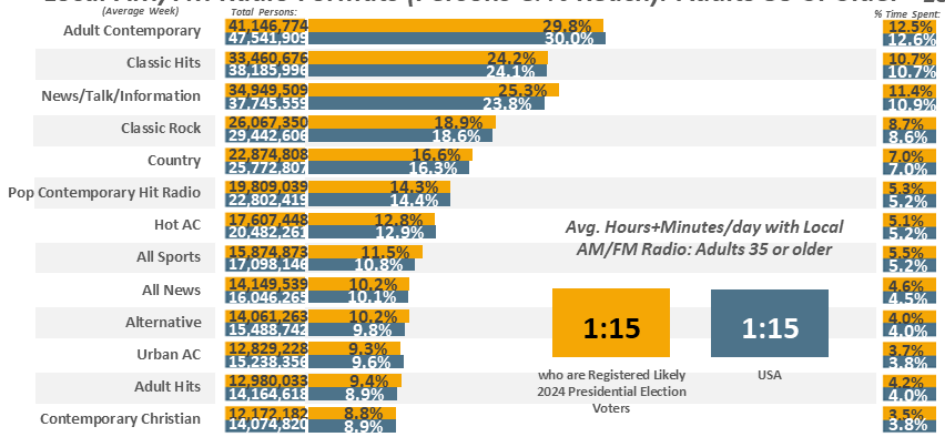
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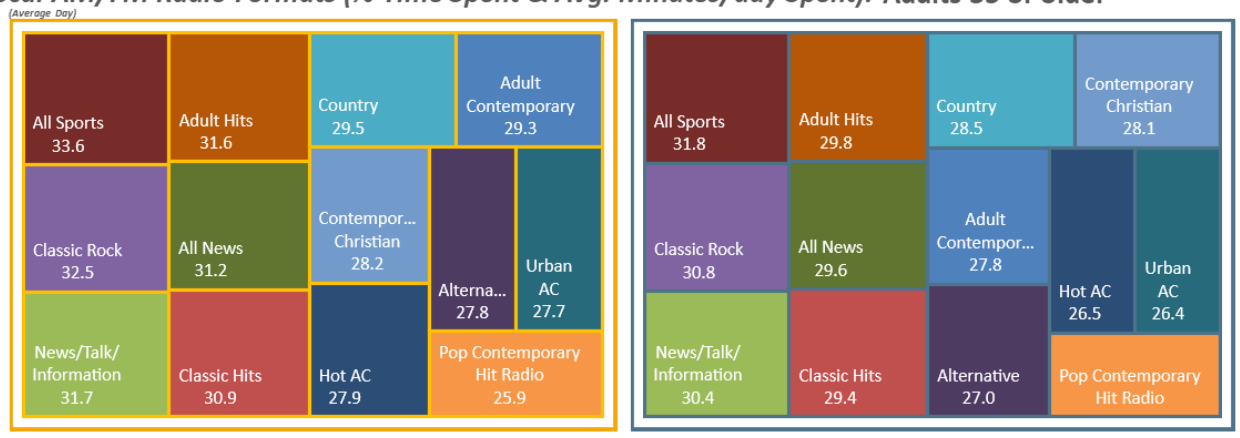
ALL LIKELY VOTERS

129,754,682 or 81.2% of Adults 35 or older who are Registered Likely 2024 Presidential Election Voters listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Country, and Pop Contemporary Hit Radio.

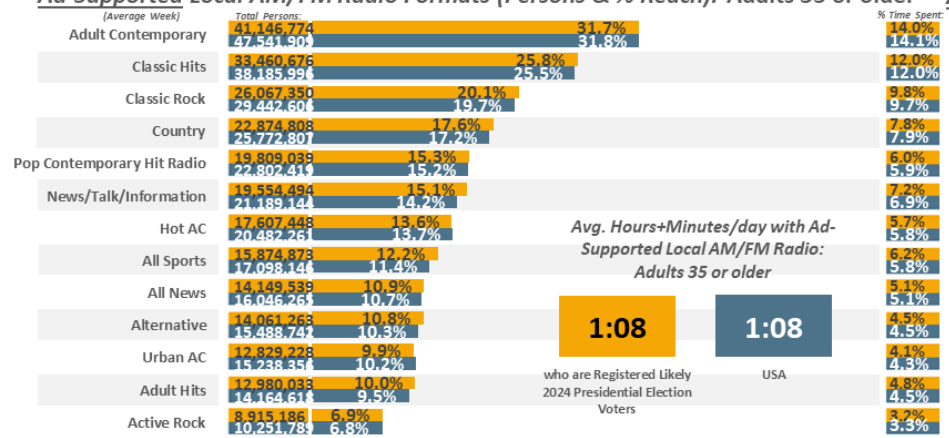
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



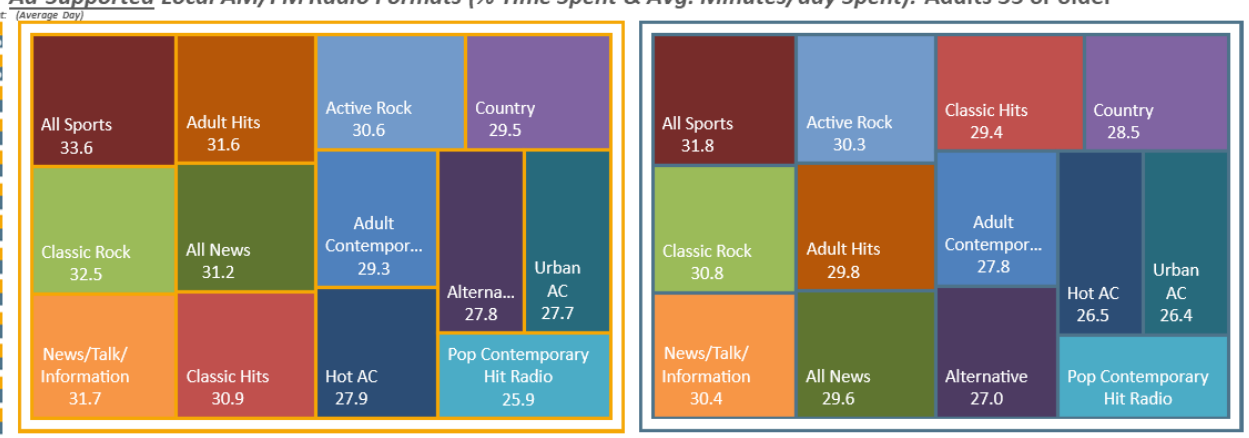
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 8,507

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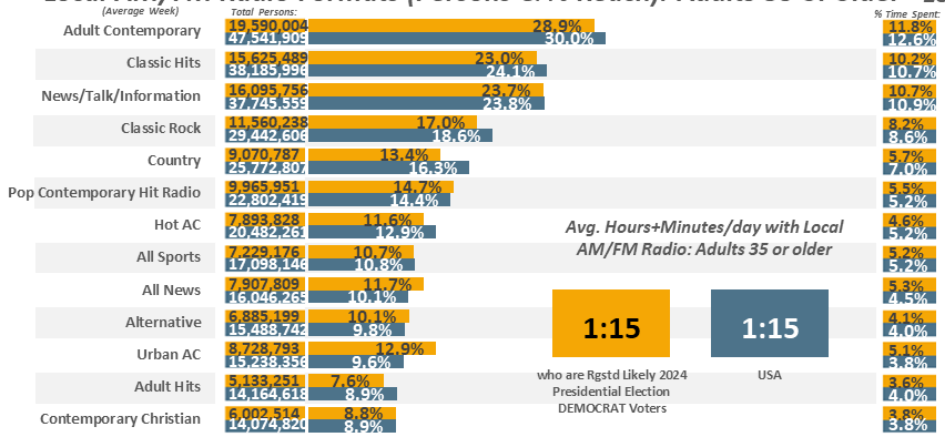
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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes))]

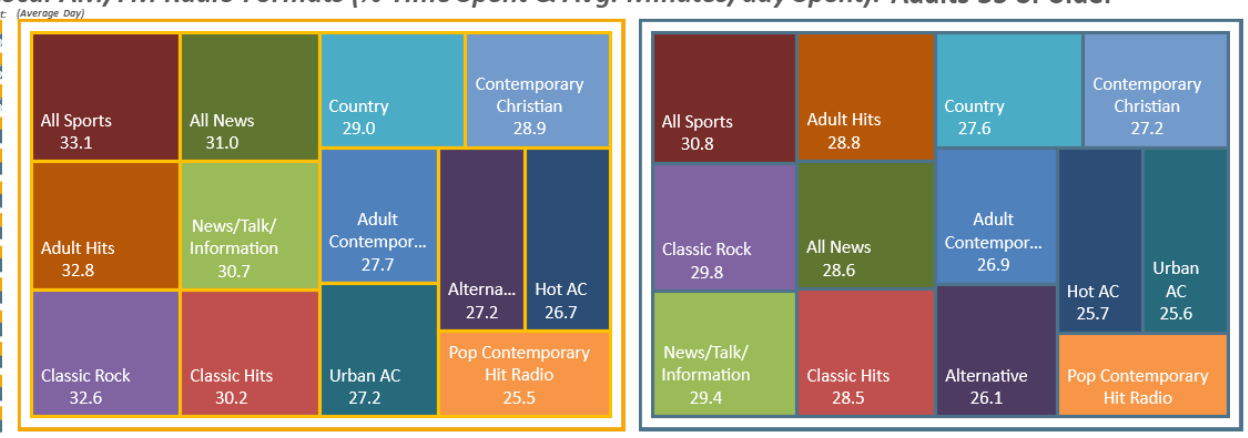
DEMOCRAT / LEAN DEMOCRAT

63,910,905 or 80.6% of Adults 35 or older who are Rgstd Likely 2024 Presidential Election DEMOCRAT Voters listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Pop Contemporary Hit Radio, and Count

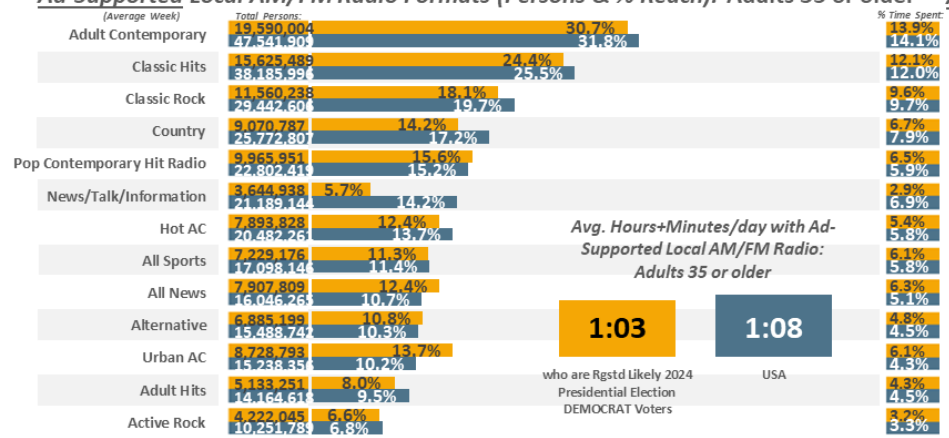
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



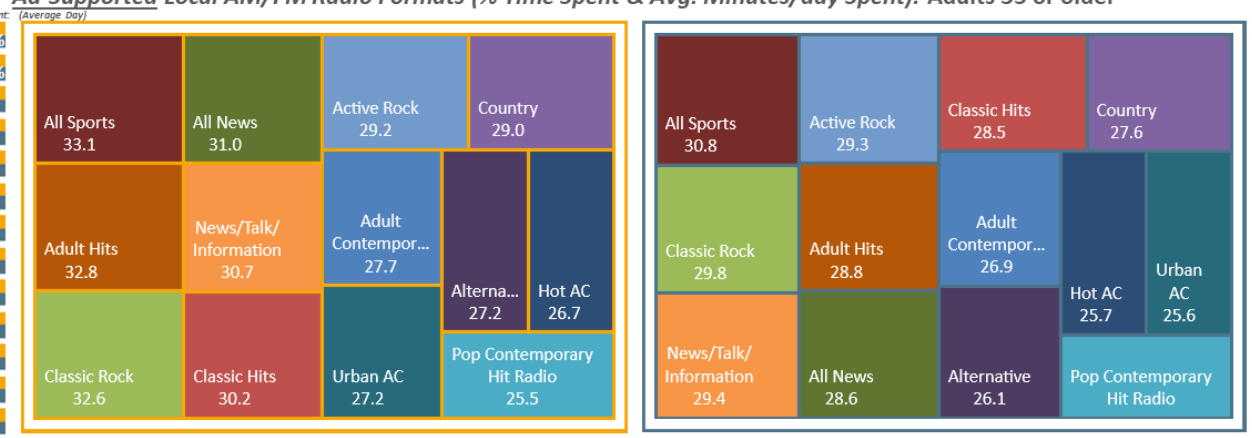
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,533

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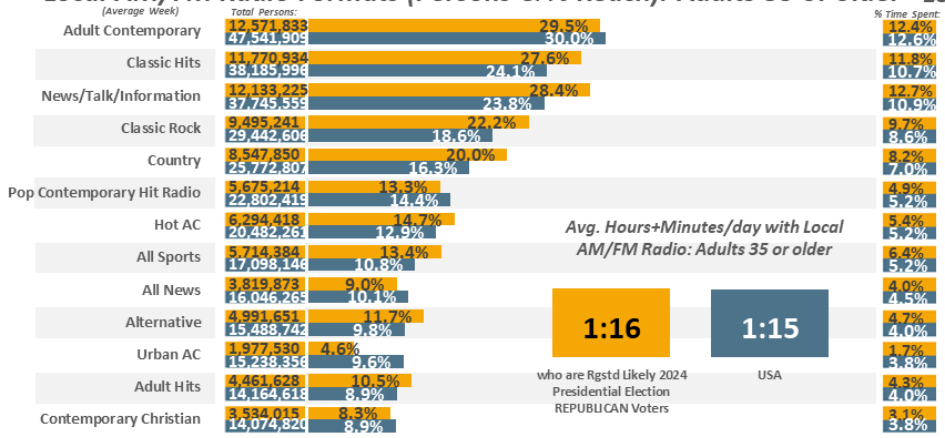
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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Democrat OR Political party affiliation: Independent, but feel closer to Democrat))]

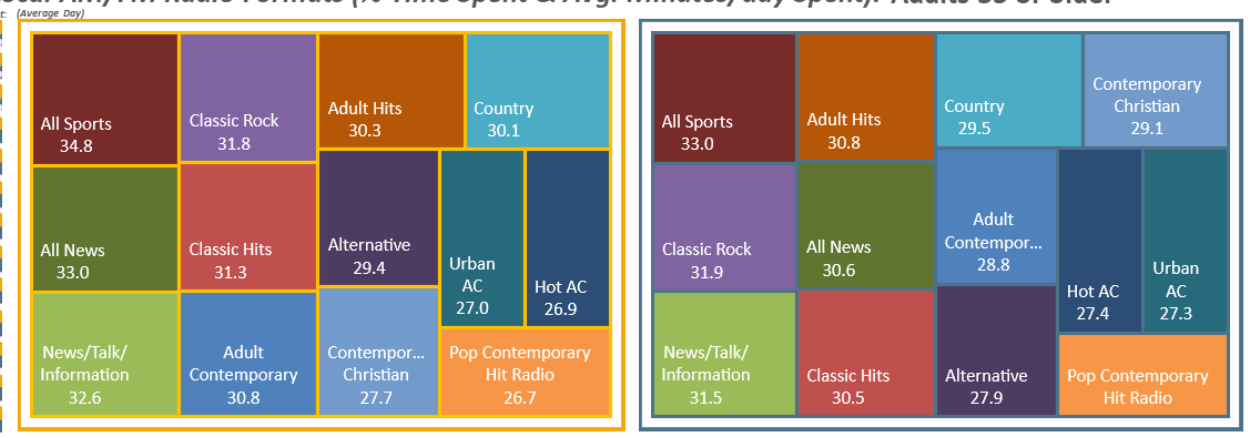
REPUBLICAN / LEAN REPUBLICAN

40,254,973 or 83.6% of Adults 35 or older who are Rgstd Likely 2024 Presidential Election REPUBLICAN Voters listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, News/Talk/Information, Classic Rock, and Country.

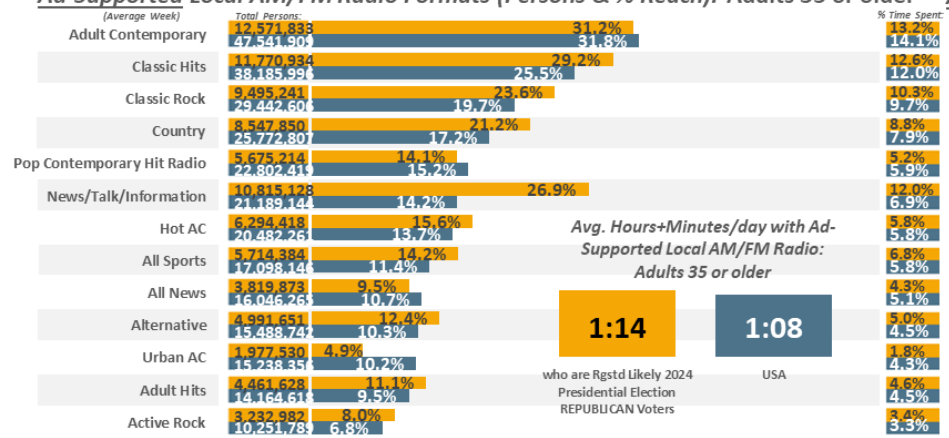
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



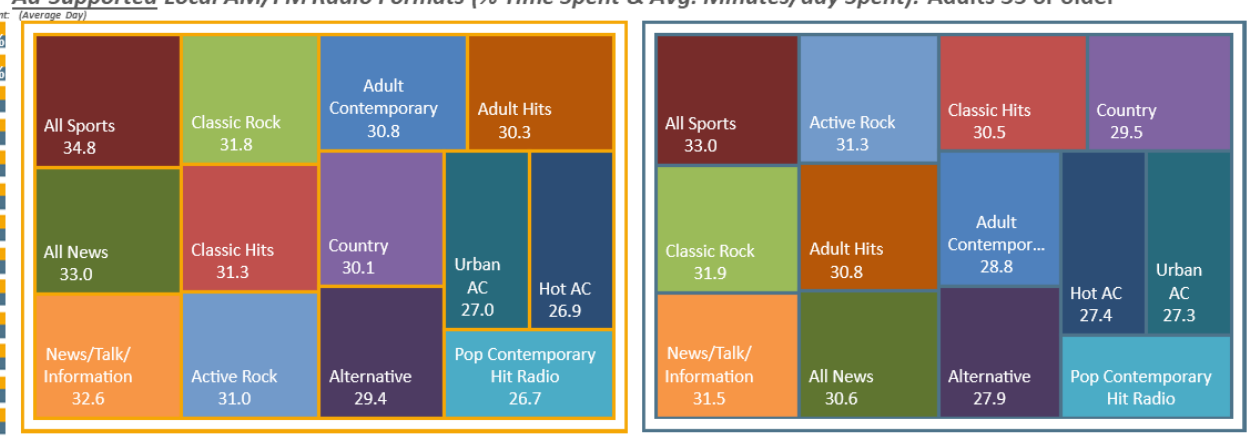
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,530

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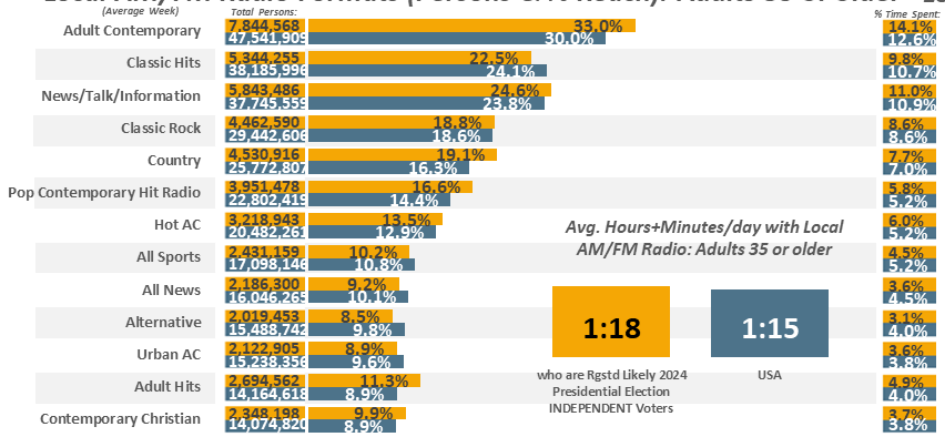
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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Republican OR Political party affiliation: Independent, but feel closer to Republican))]

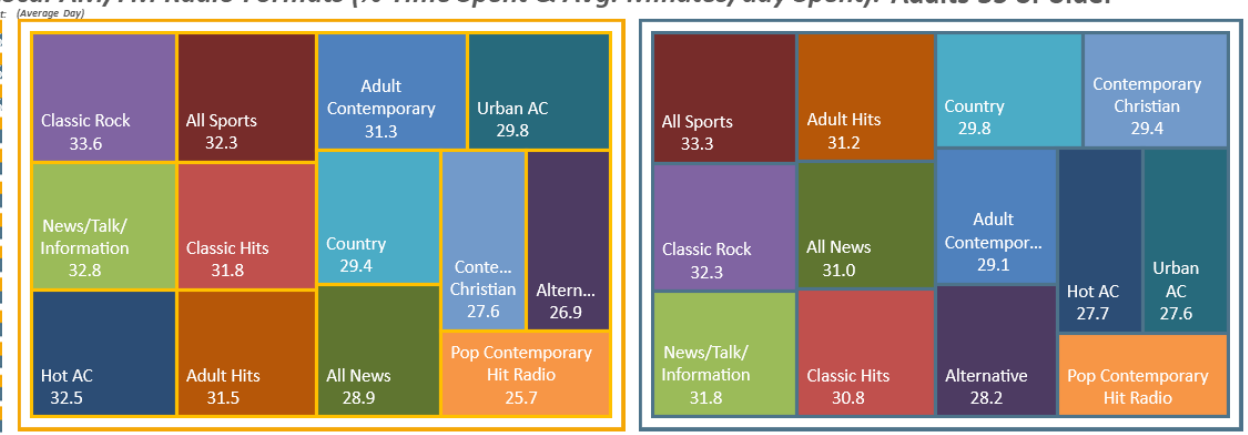
INDEPENDENT / NONE OF THESE

22,723,134 or 81.% of Adults 35 or older who are Rgstd Likely 2024 Presidential Election INDEPENDENT Voters listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and News/Talk/Information.

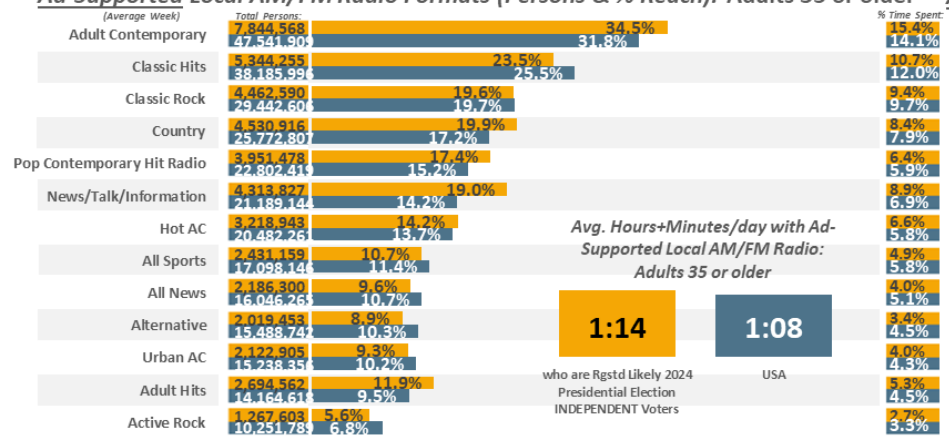
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



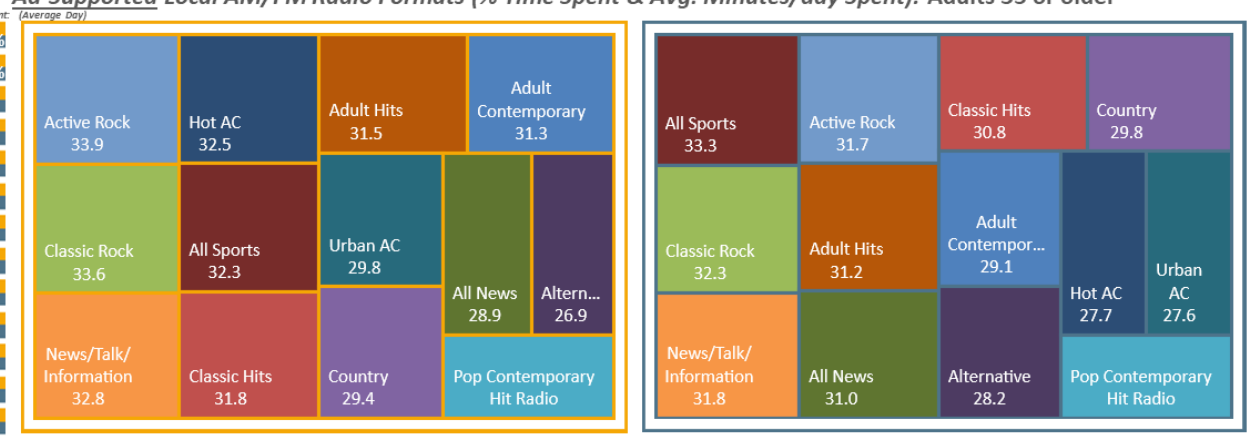
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,444

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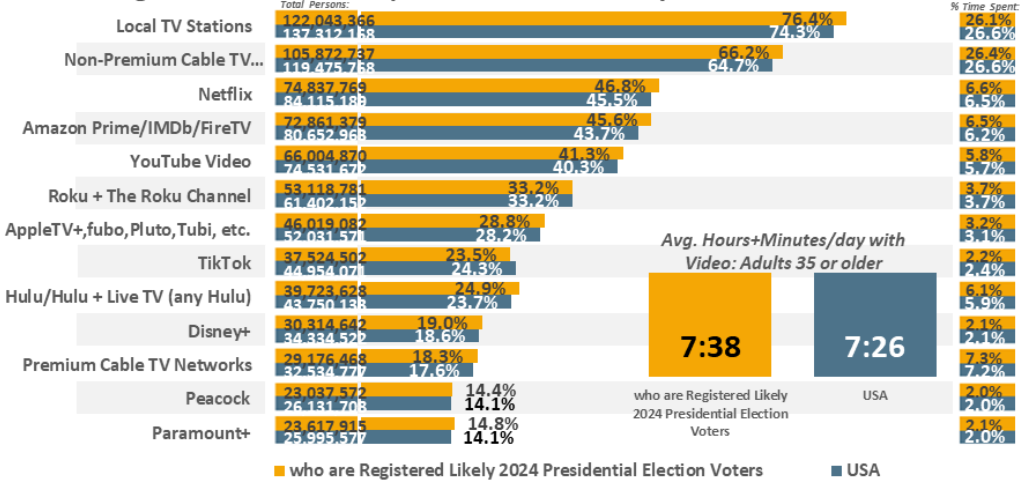
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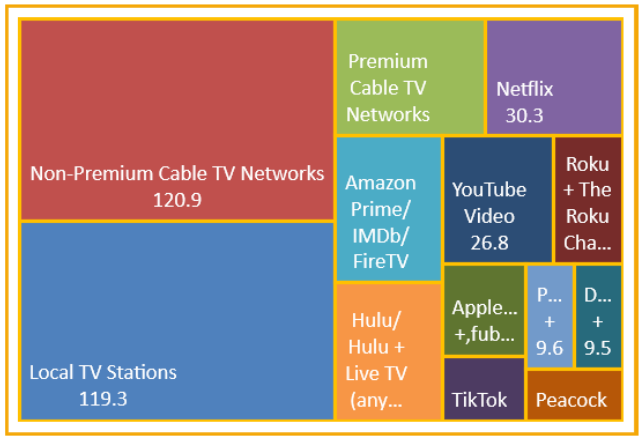
ALL LIKELY VOTERS

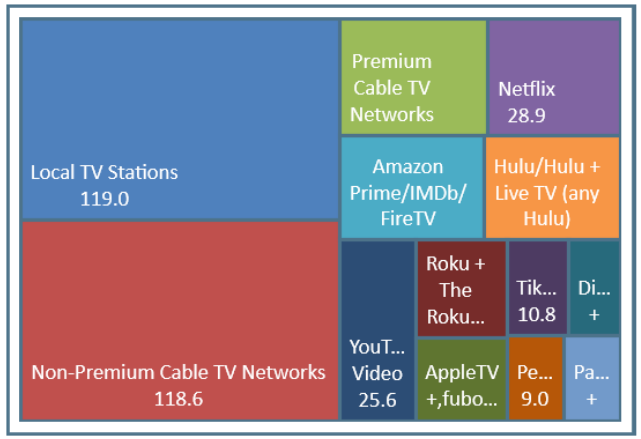
120,159,474 or 75.2% of Adults 35 or older who are Registered Likely 2024 Presidential Election Voters watch Ad-Supported Local TV Stations for an average of 112.4 minutes every day representing 32.3% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 35 or older



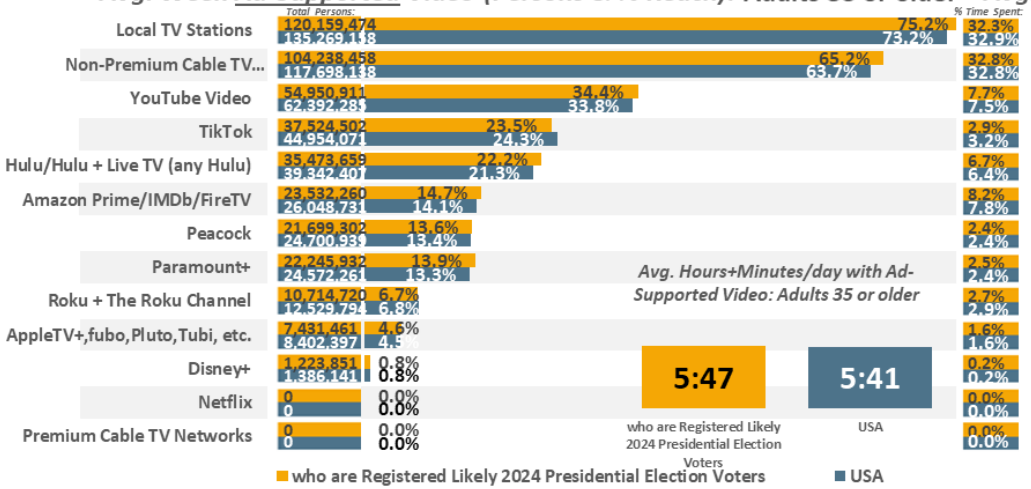
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



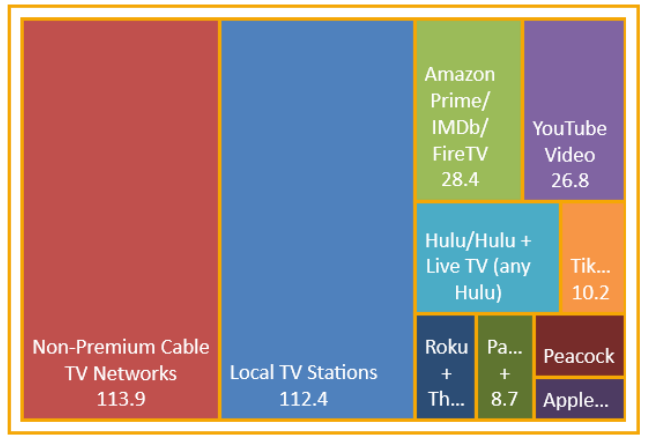


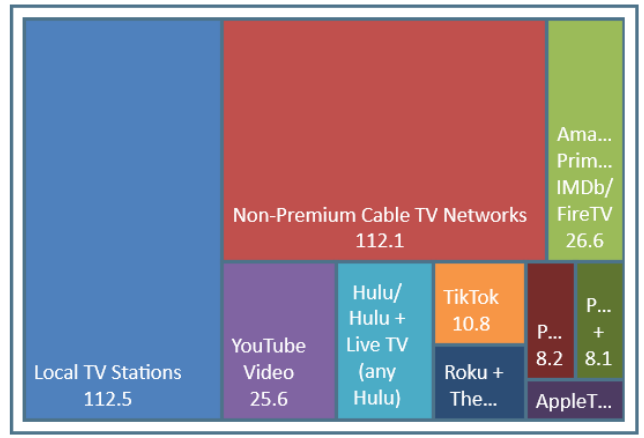
who are Registered Likely 2024 Presidential Election Voters ■ USA

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





who are Registered Likely 2024 Presidential Election Voters ■ USA

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 8,507

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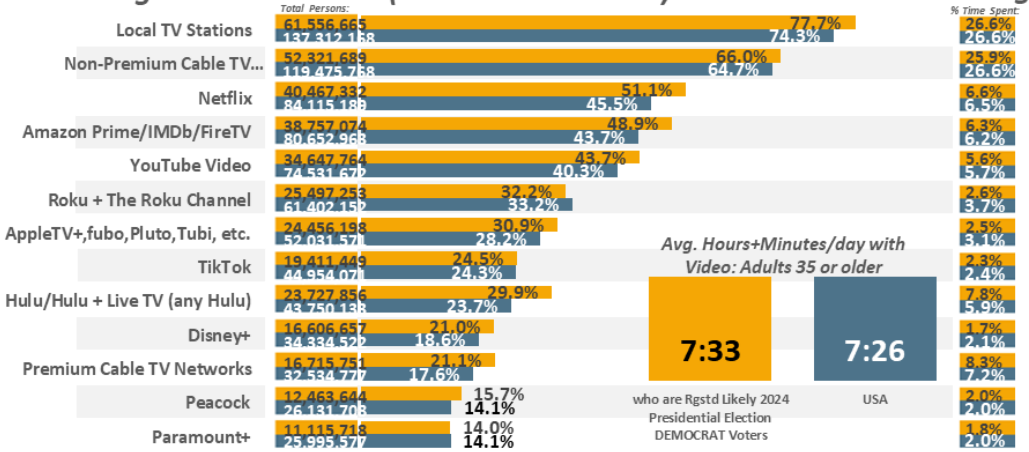
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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes))]

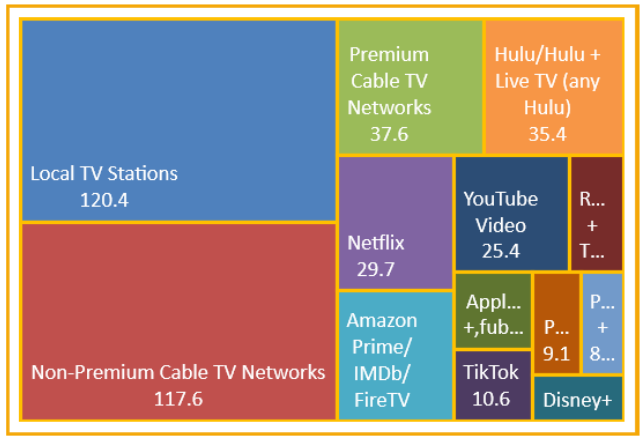
DEMOCRAT / LEAN DEMOCRAT

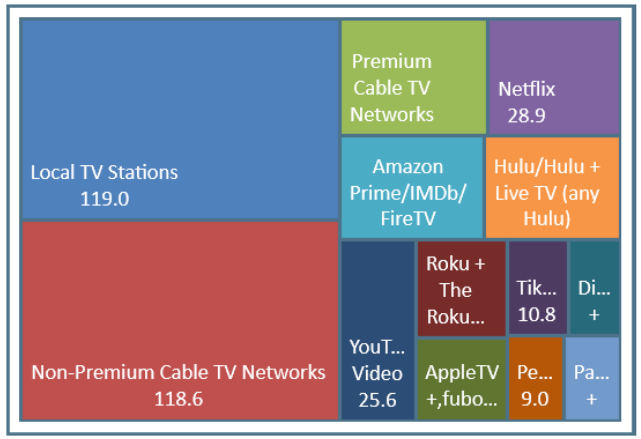
60,704,233 or 76.6% of Adults 35 or older who are Rgstd Likely 2024 Presidential Election DEMOCRAT Voters watch Ad-Supported Local TV Stations for an average of 110.6 minutes every day representing 31.8% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 35 or older



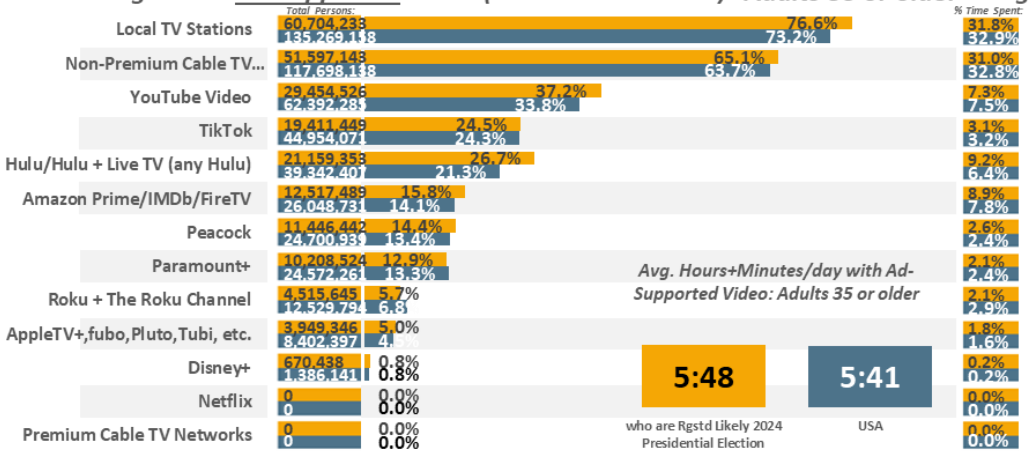
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



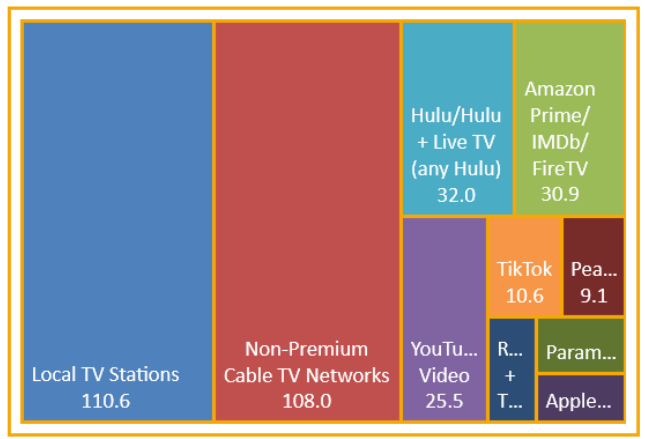


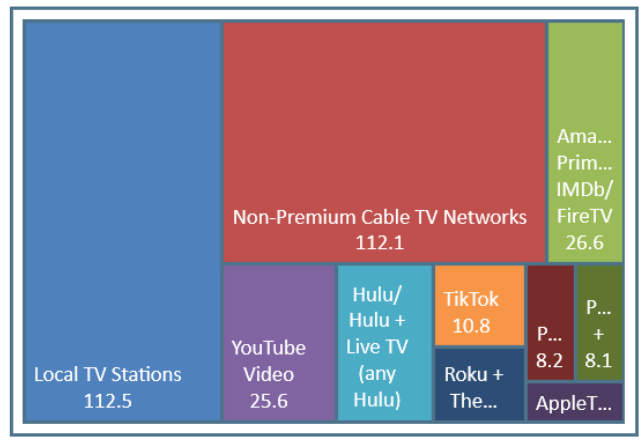
who are Rgstd Likely 2024 Presidential Election DEMOCRAT Voters ■ USA

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





who are Rgstd Likely 2024 Presidential Election DEMOCRAT Voters ■ USA

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,533

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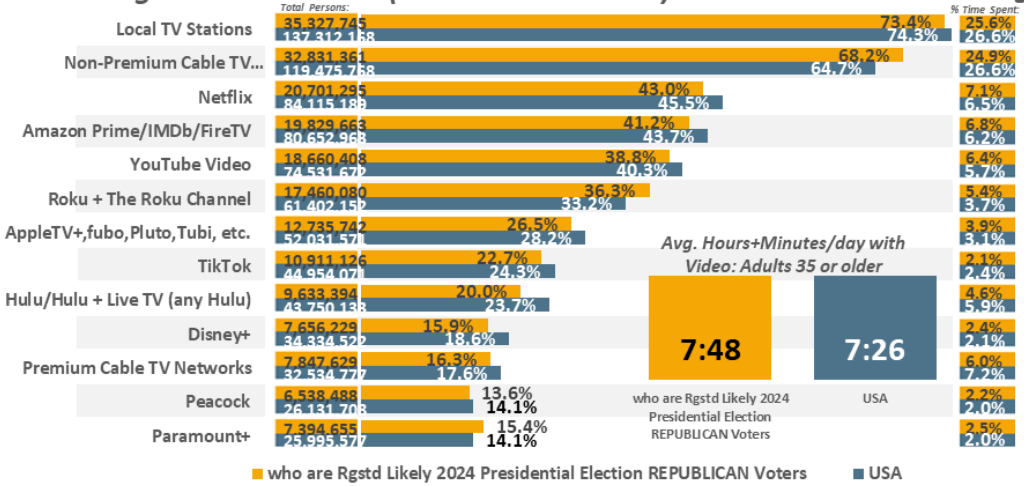
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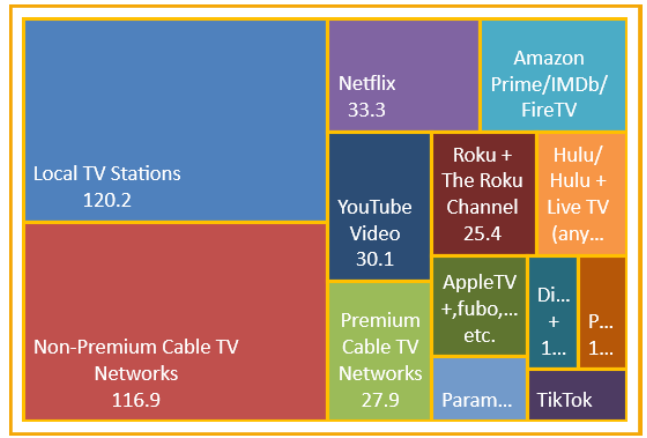
[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Democrat OR Political party affiliation: Independent, but feel closer to Democrat))]

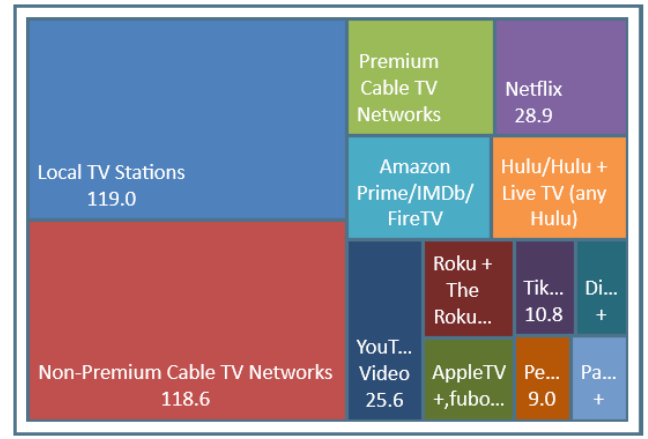
REPUBLICAN / LEAN REPUBLICAN

34,781,265 or 72.3% of Adults 35 or older who are Rgstd Likely 2024 Presidential Election REPUBLICAN Voters watch Ad-Supported Local TV Stations for an average of 117. minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 35 or older

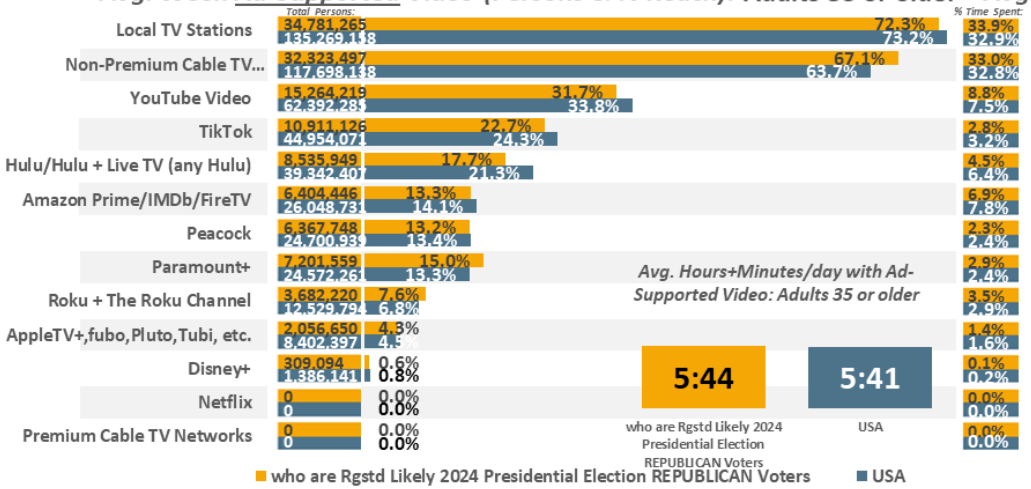


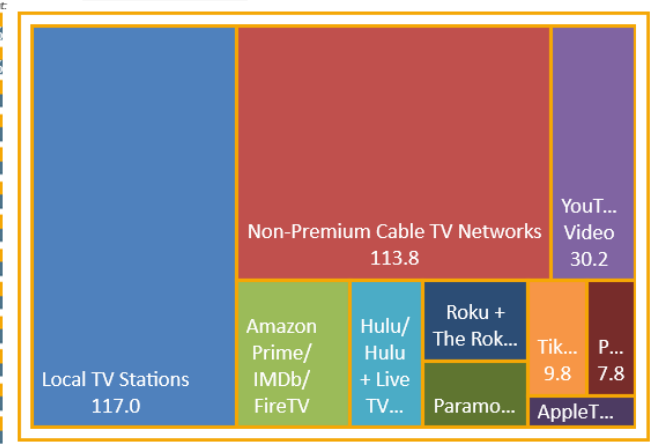


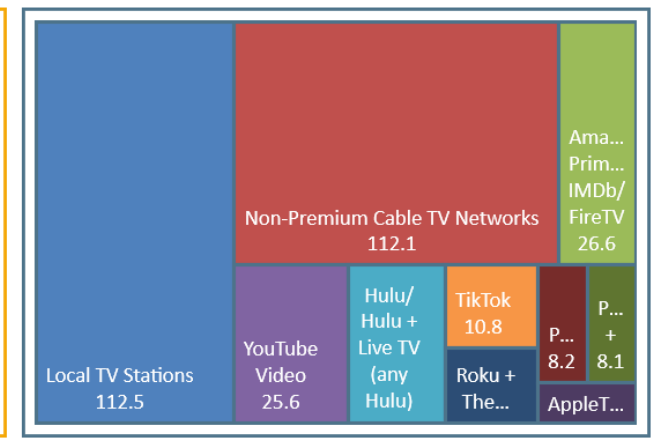


who are Rgstd Likely 2024 Presidential Election REPUBLICAN Voters ■ USA

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 or older







who are Rgstd Likely 2024 Presidential Election REPUBLICAN Voters ■ USA

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,530

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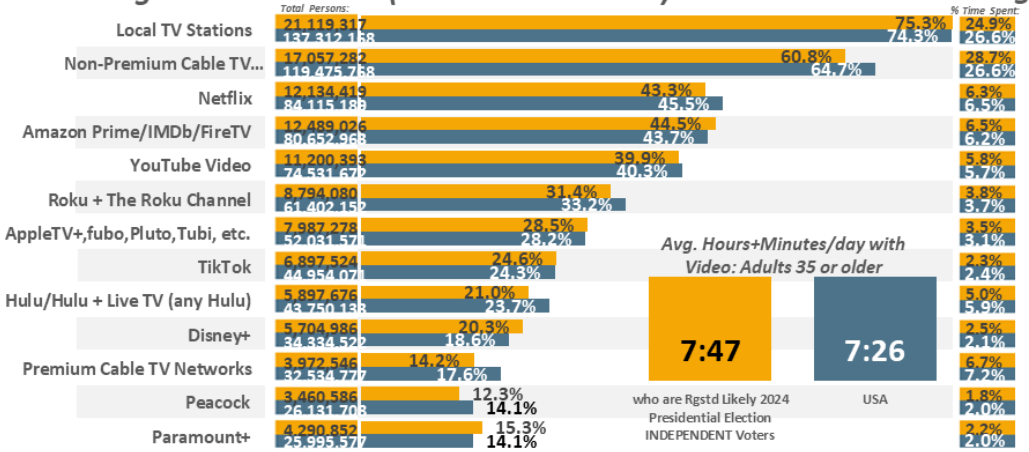
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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Republican OR Political party affiliation: Independent, but feel closer to Republican))]

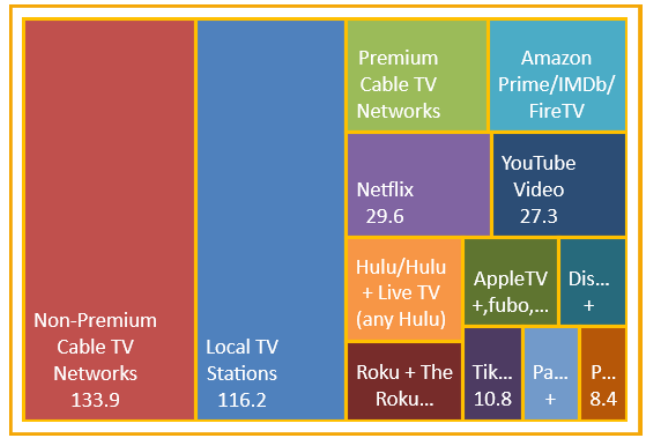
INDEPENDENT / NONE OF THESE

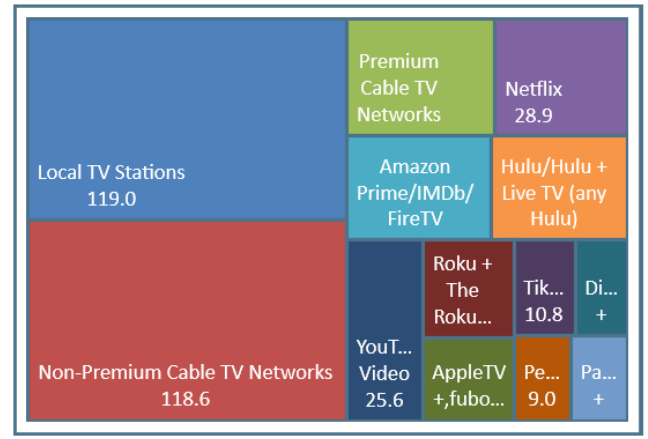
20,780,358 or 74.1% of Adults 35 or older who are Rgstd Likely 2024 Presidential Election INDEPENDENT Voters watch Ad-Supported Local TV Stations for an average of 110.3 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 35 or older

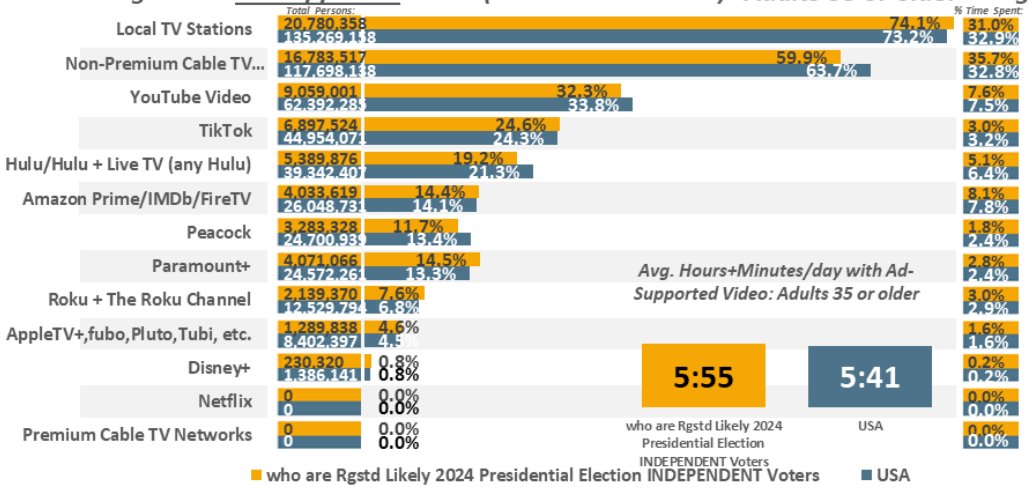


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

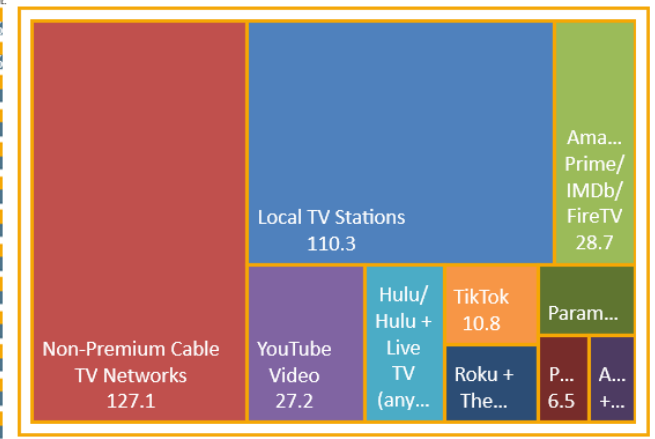


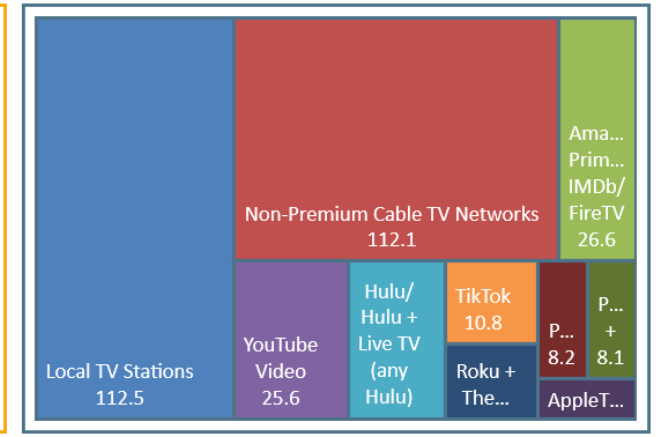


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,444

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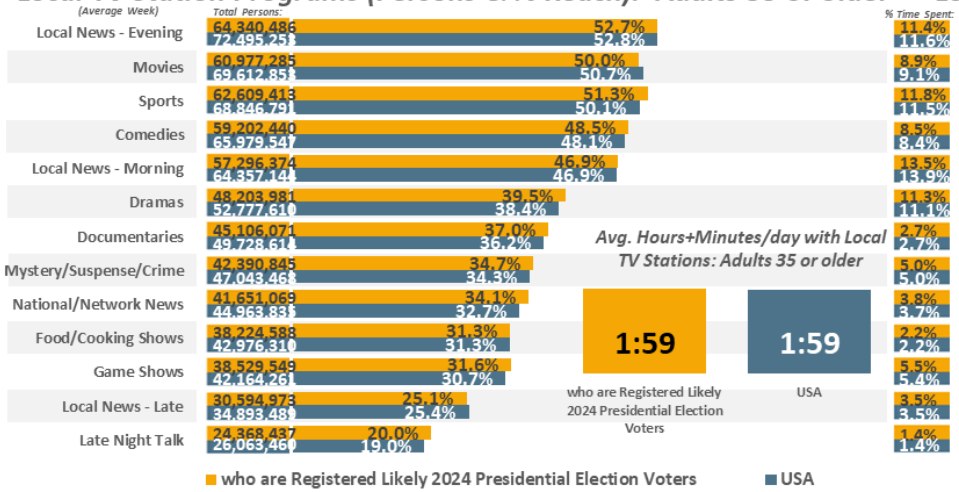
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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Independent OR Political party affiliation: None of these))]

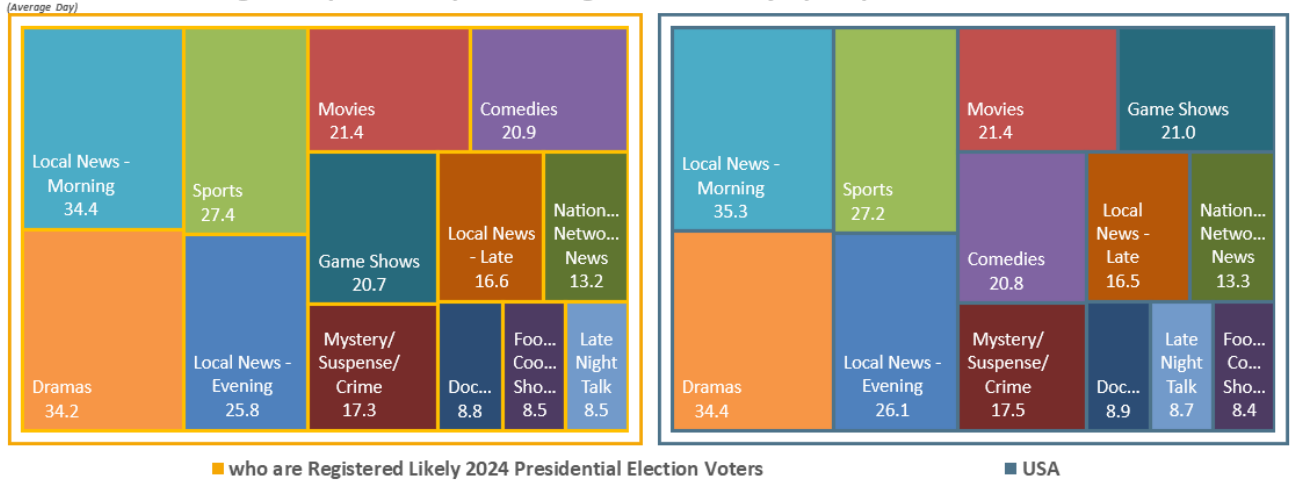
ALL LIKELY VOTERS

120,159,474 or 75.2% of Adults 35 or older who are Registered Likely 2024 Presidential Election Voters watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Local News - Morning, Comedies, and Dramas.

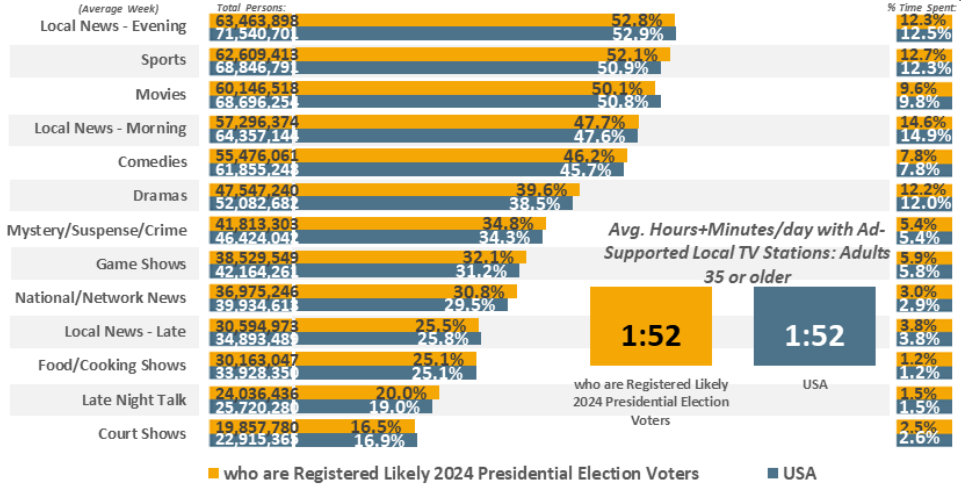
Local TV Station Programs (Persons & % Reach): Adults 35 or older



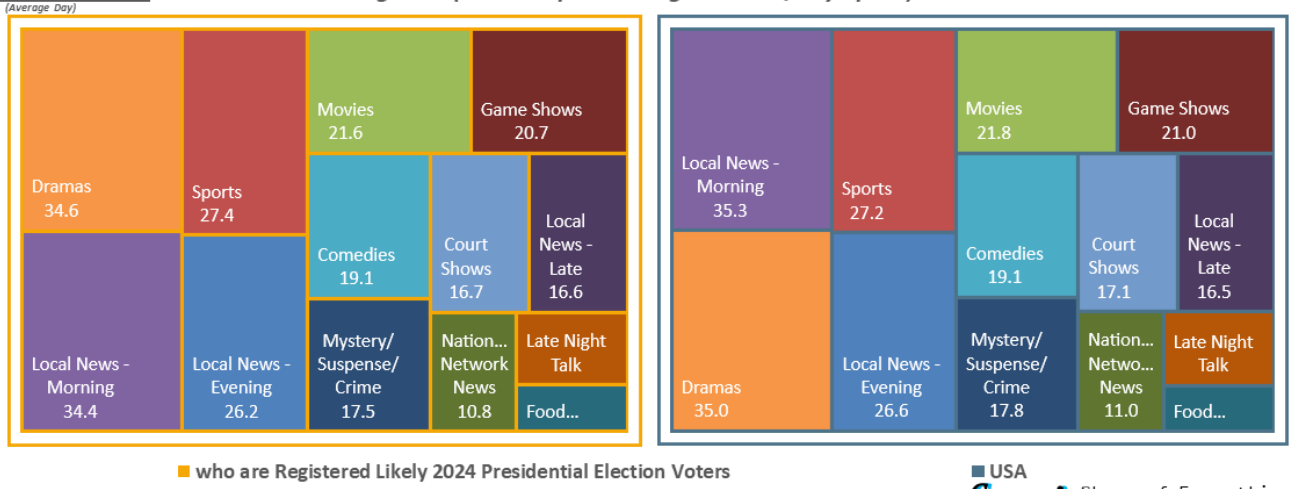
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *8,507*

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USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

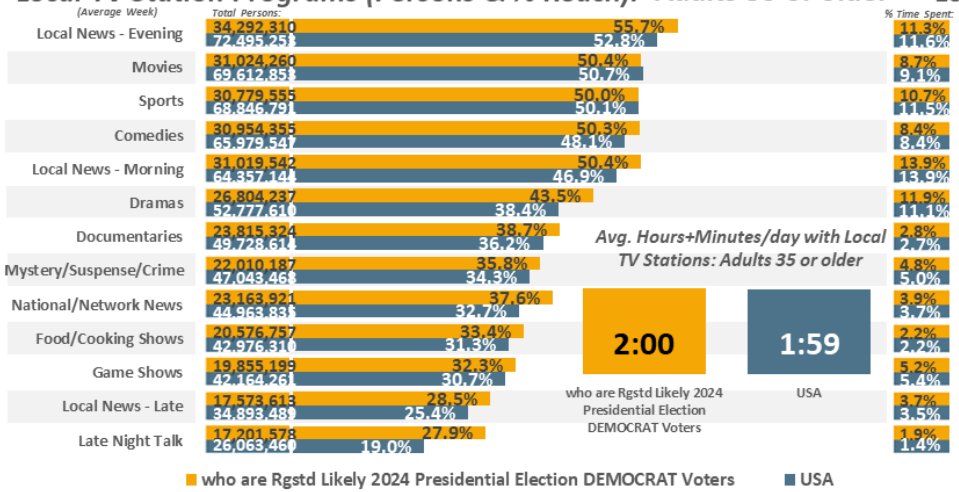
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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes))]

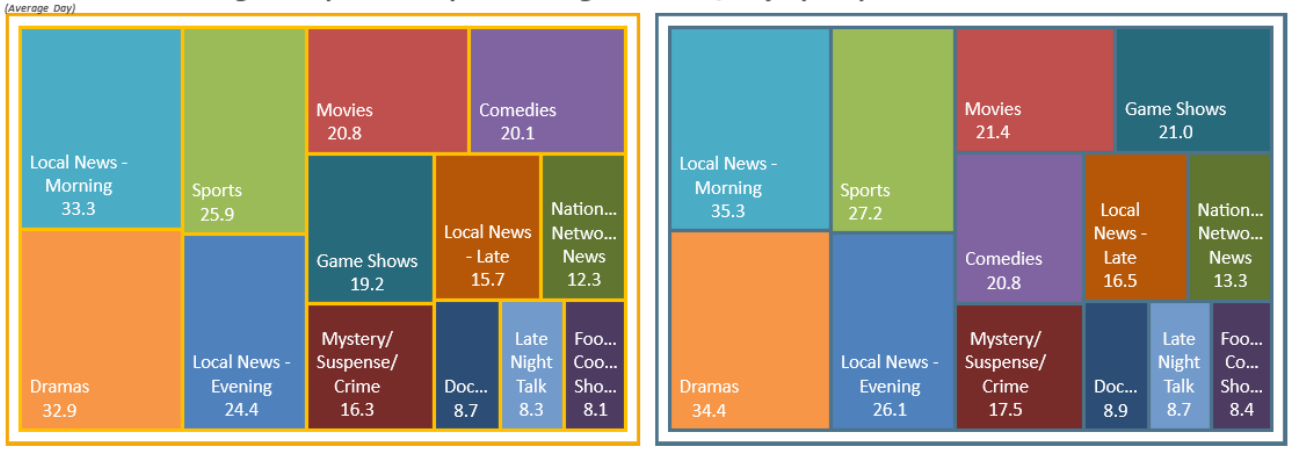
DEMOCRAT / LEAN DEMOCRAT

60,704,233 or 76.6% of Adults 35 or older who are Rgstd Likely 2024 Presidential Election DEMOCRAT Voters watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Movies, Comedies, and Dramas.

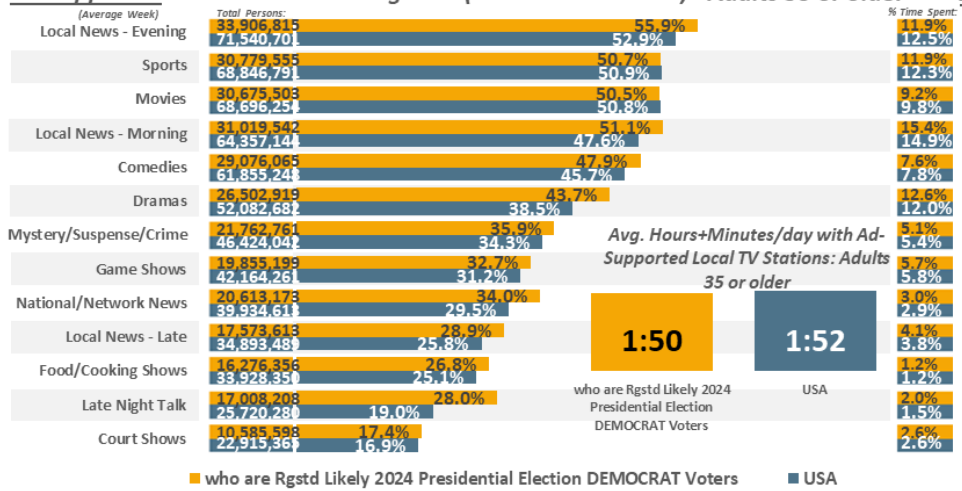
Local TV Station Programs (Persons & % Reach): Adults 35 or older



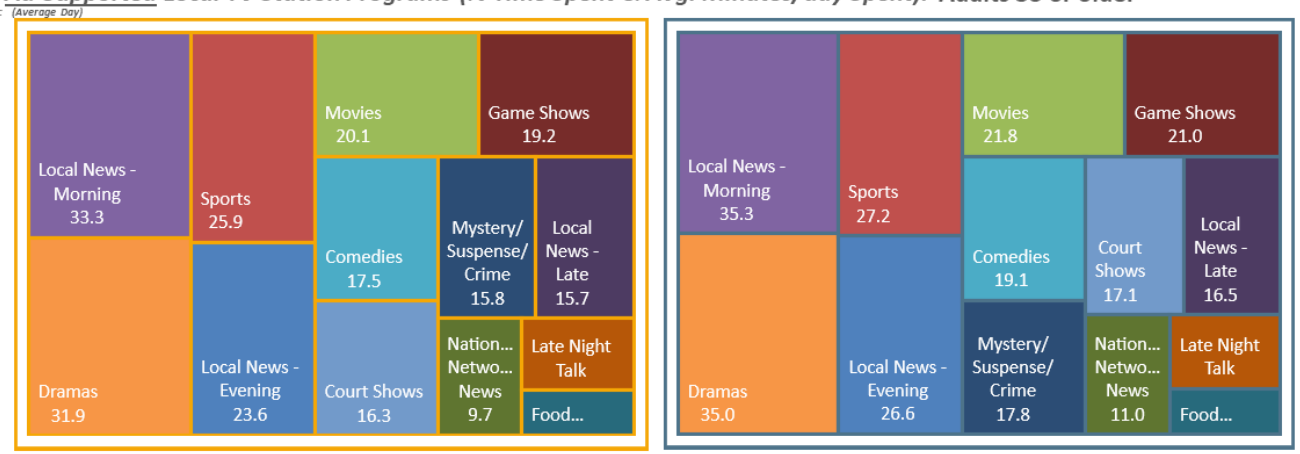
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,533

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

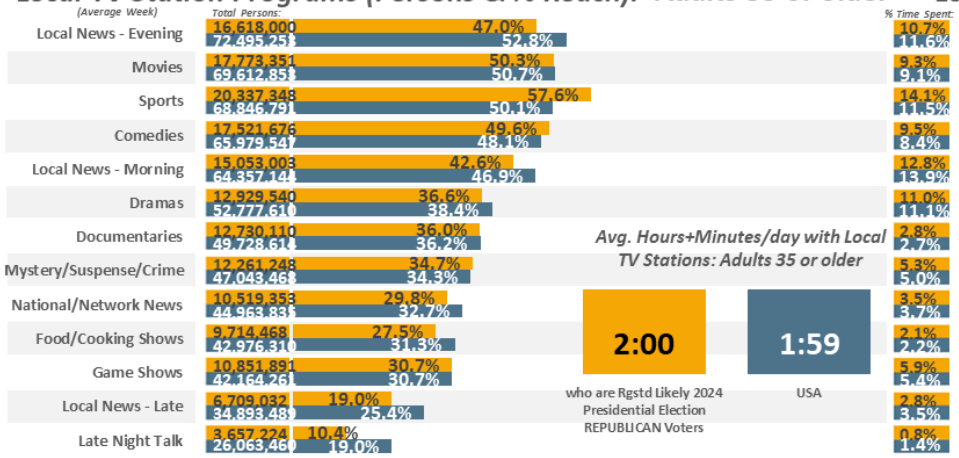
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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Democrat OR Political party affiliation: Independent, but feel closer to Democrat))]

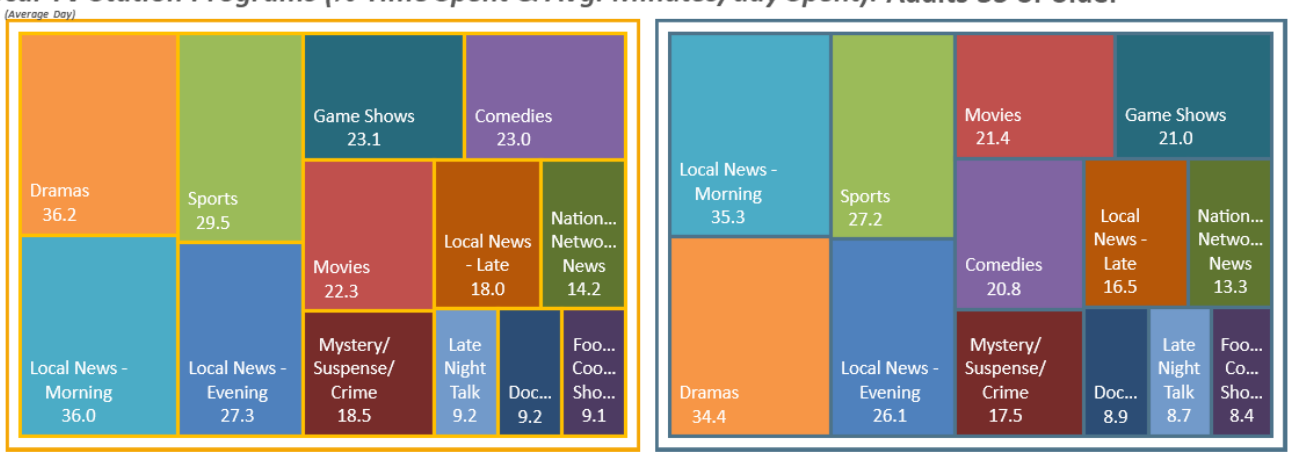
REPUBLICAN / LEAN REPUBLICAN

34,781,265 or 72.3% of Adults 35 or older who are Rgstd Likely 2024 Presidential Election REPUBLICAN Voters watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Evening, Local News - Morning, and Dramas.

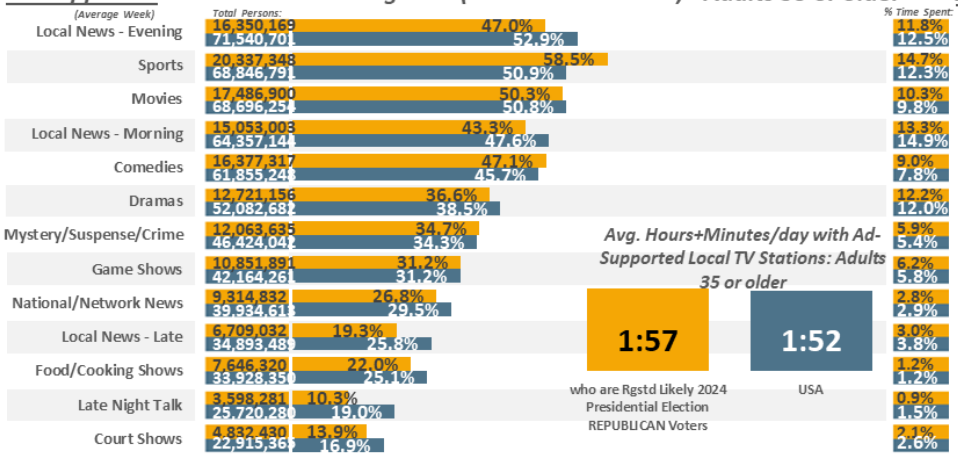
Local TV Station Programs (Persons & % Reach): Adults 35 or older



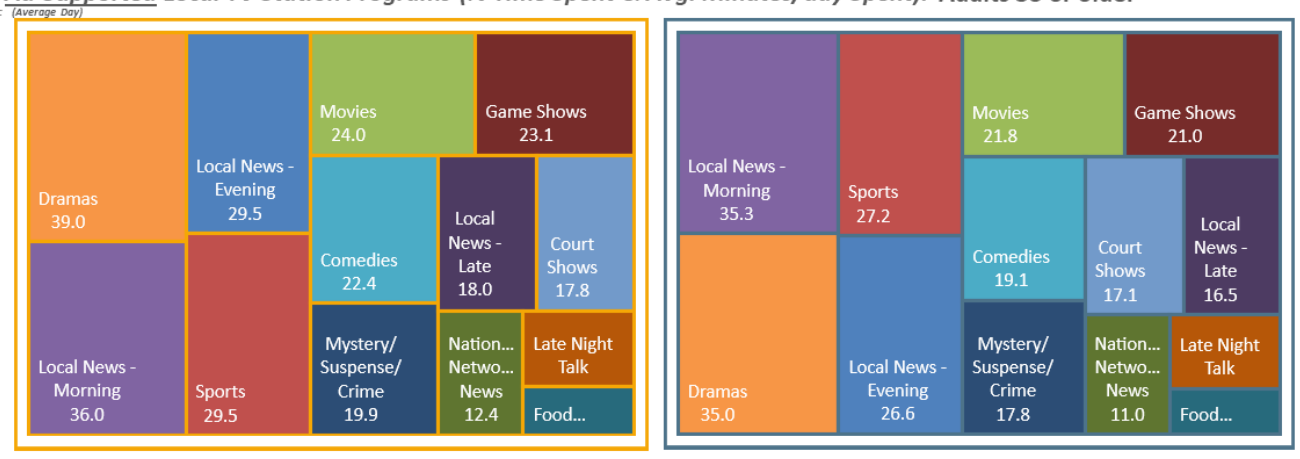
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,530

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

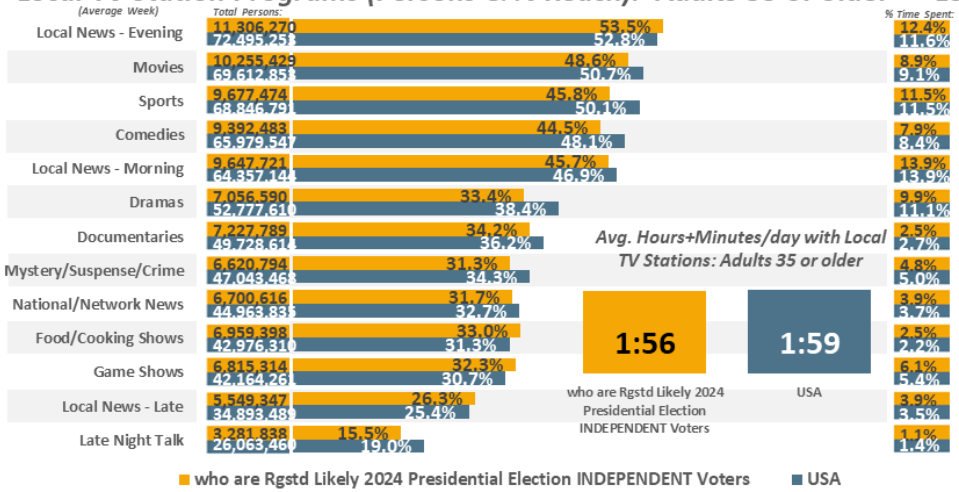
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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Republican OR Political party affiliation: Independent, but feel closer to Republican))]

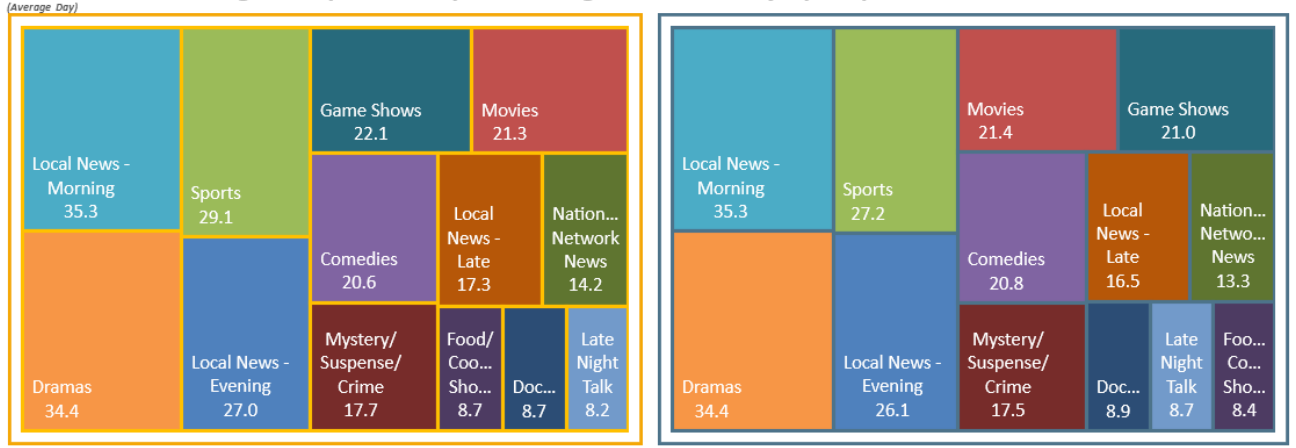
INDEPENDENT / NONE OF THESE

20,780,358 or 74.1% of Adults 35 or older who are Rgstd Likely 2024 Presidential Election INDEPENDENT Voters watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Sports, Local News - Morning, Comedies, and Dramas.

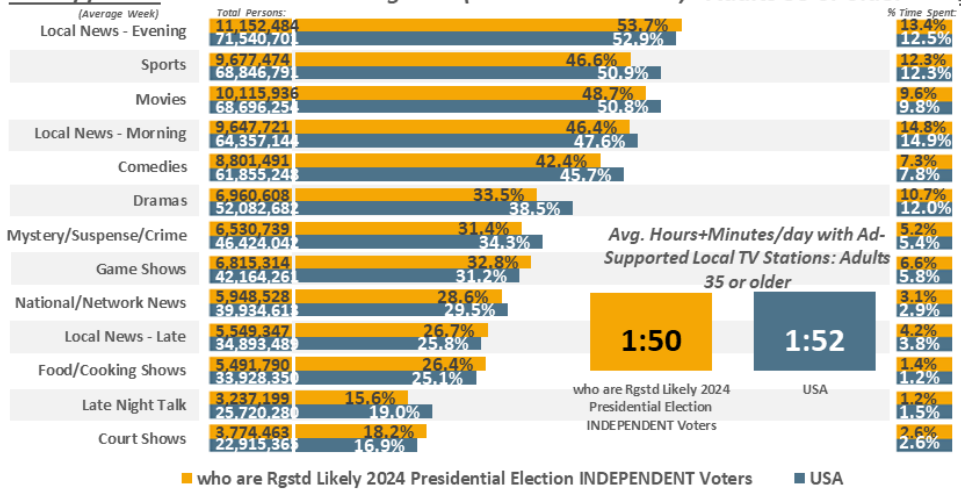
Local TV Station Programs (Persons & % Reach): Adults 35 or older



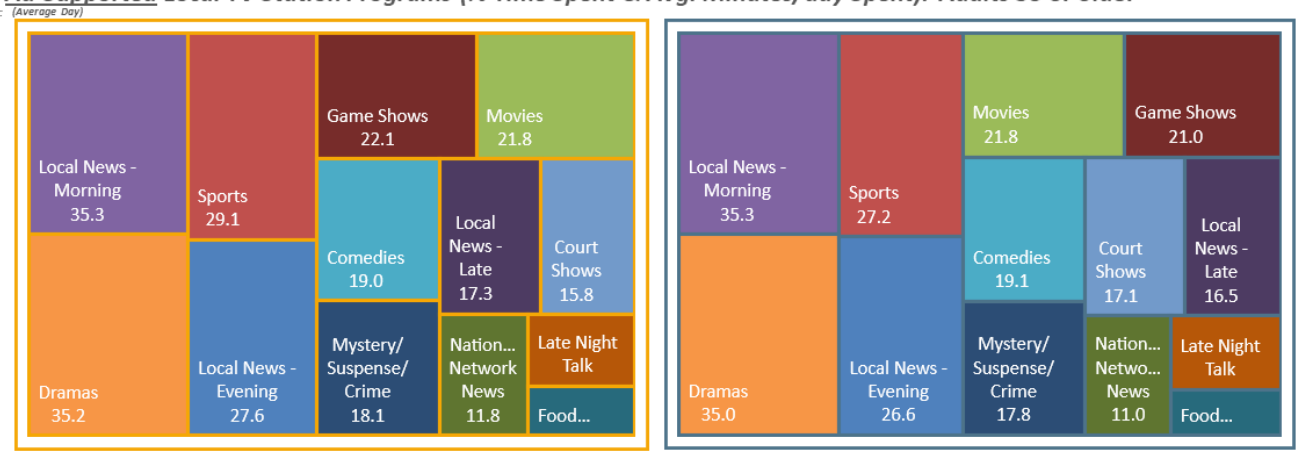
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,444

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

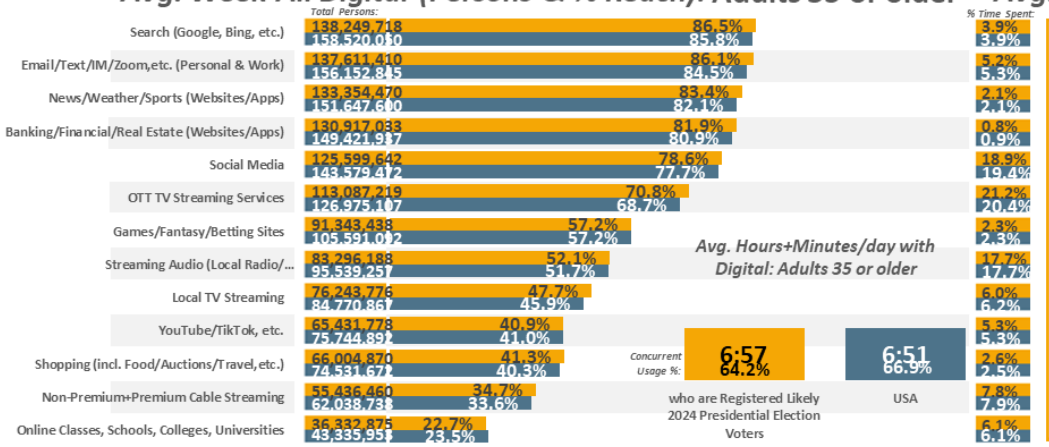
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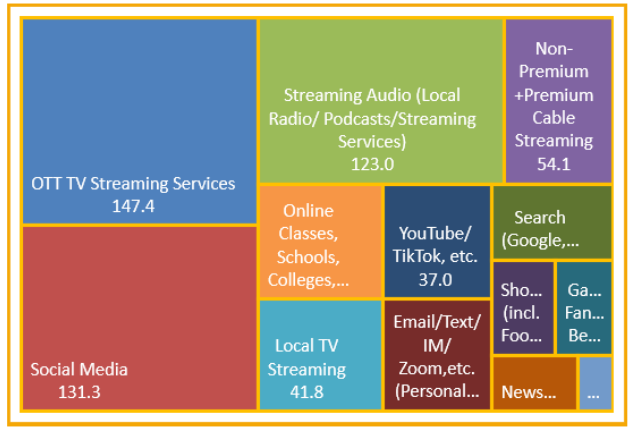
[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Independent OR Political party affiliation: None of these))]

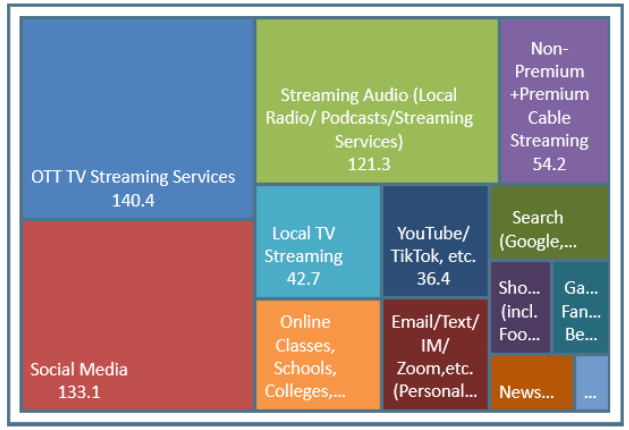
ALL LIKELY VOTERS

111,896,241 or 70.% of Adults 35 or older who are Registered Likely 2024 Presidential Election Voters use Ad-Supported Social Media for an average of 120.8 minutes every day representing 23.7% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 35 or older

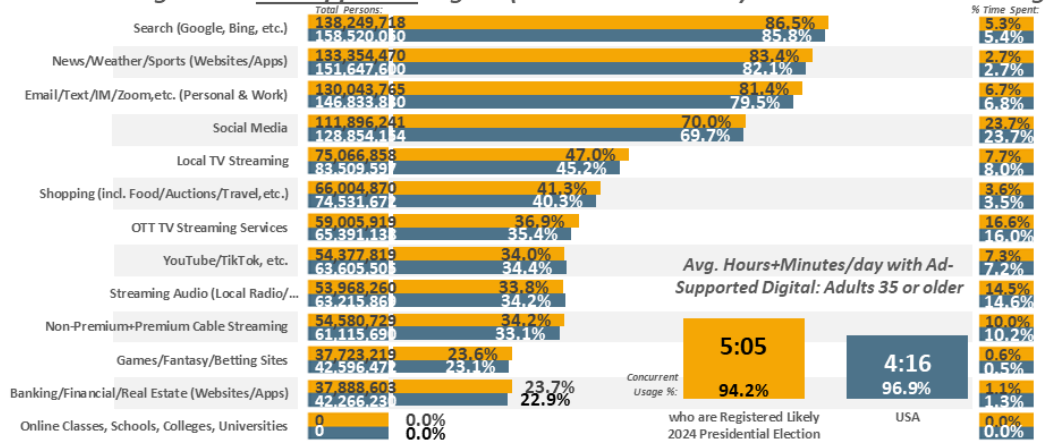


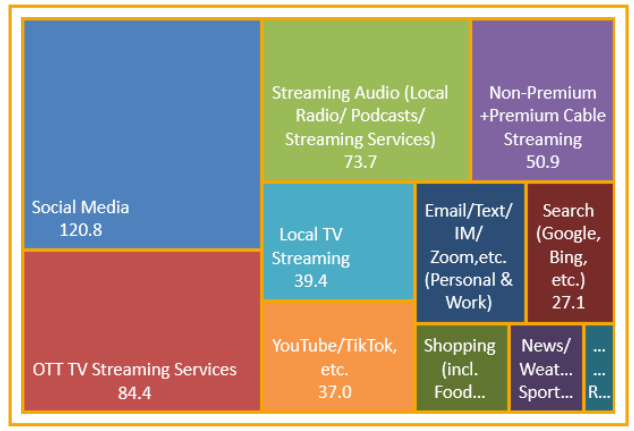


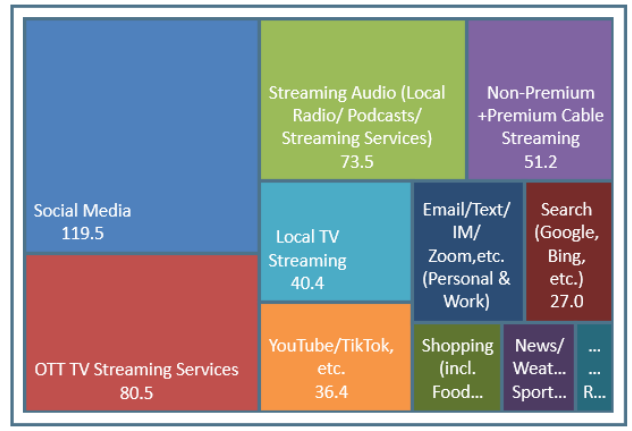


who are Registered Likely 2024 Presidential Election Voters ■ USA

Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 or older







who are Registered Likely 2024 Presidential Election Voters ■ USA

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 8,507

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

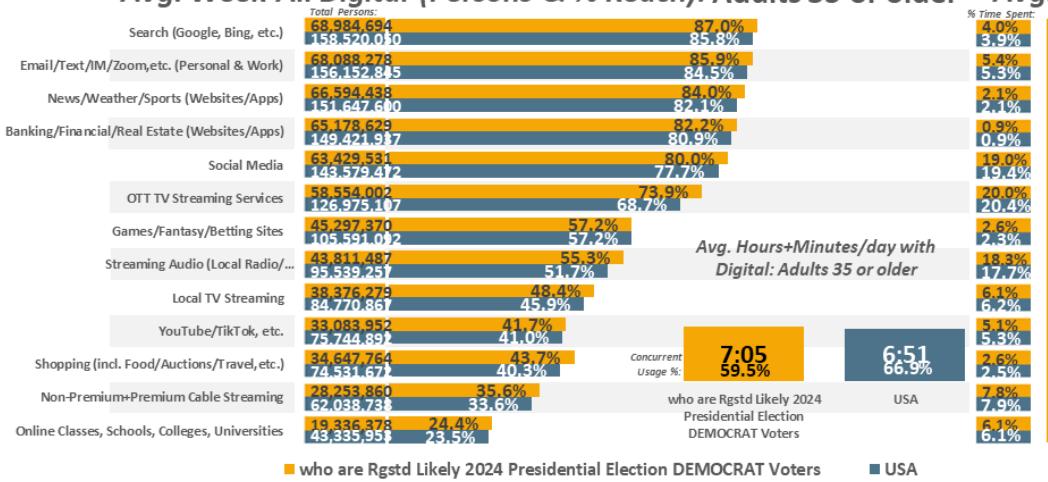
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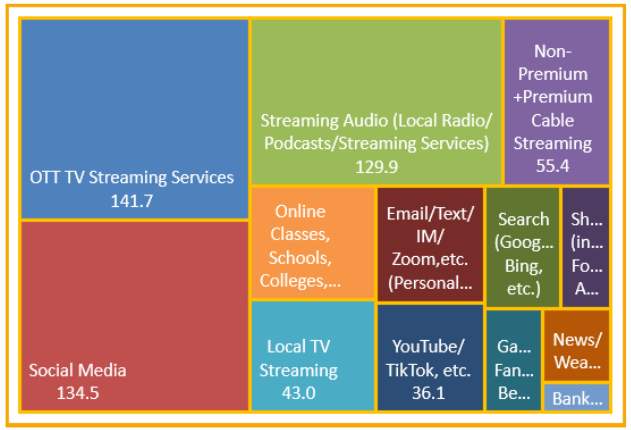
[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes))]

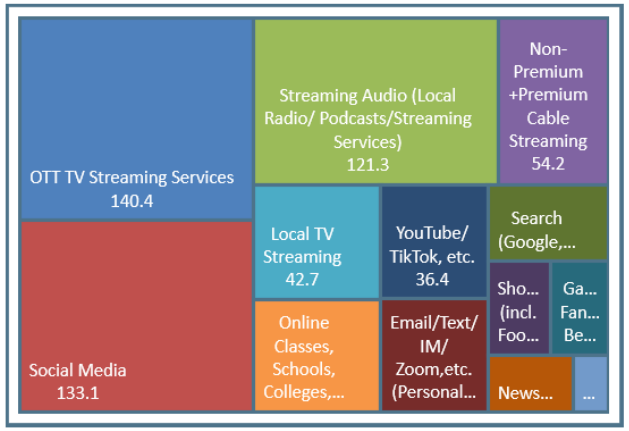
DEMOCRAT / LEAN DEMOCRAT

56,395,125 or 71.2% of Adults 35 or older who are Rgstd Likely 2024 Presidential Election DEMOCRAT Voters use Ad-Supported Social Media for an average of 123.7 minutes every day representing 23.5% of all time spent daily with Ad-Supported Digital Media.

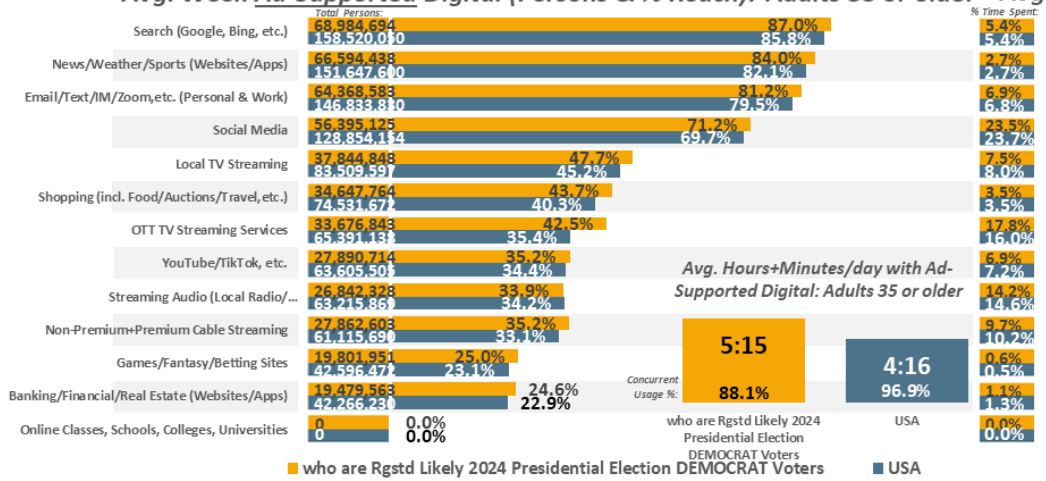
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

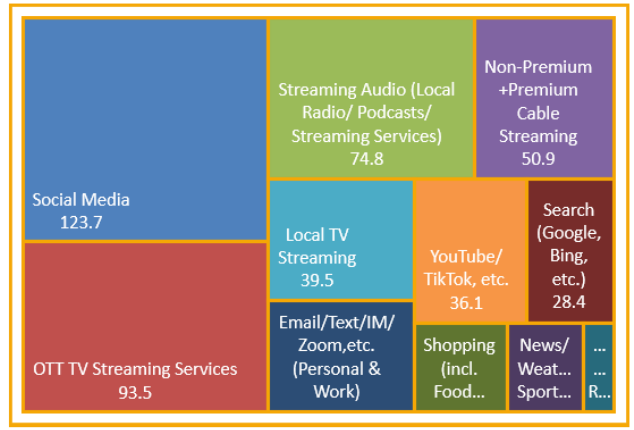


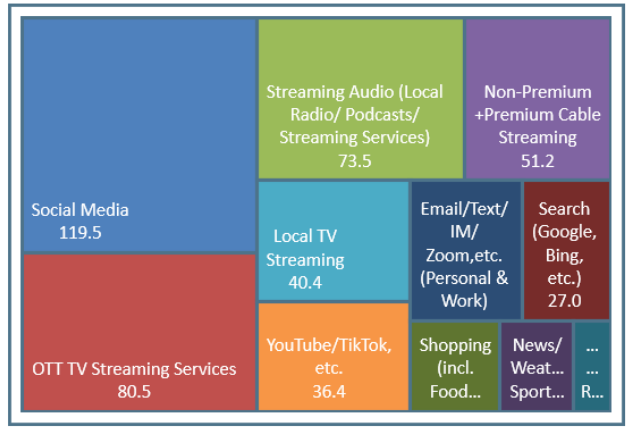




Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 or older







USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,533

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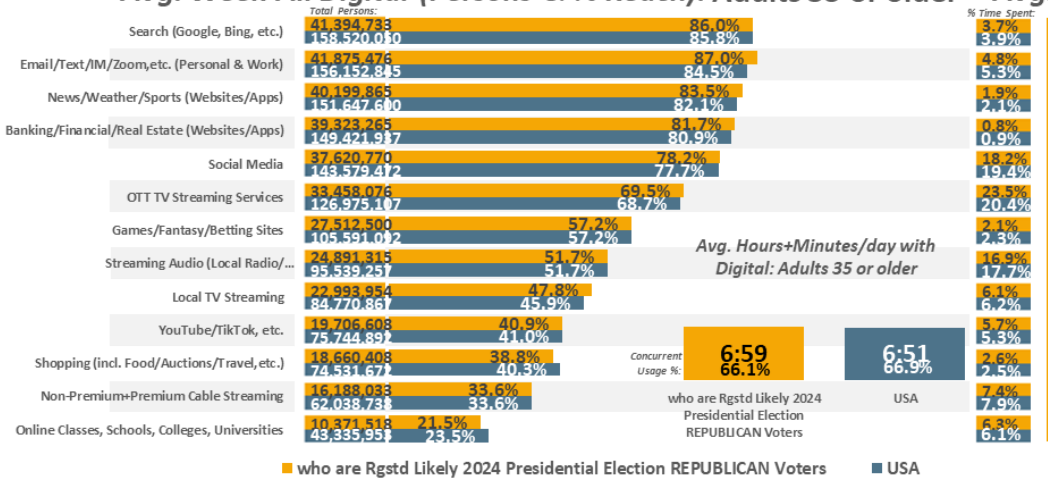
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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Democrat OR Political party affiliation: Independent, but feel closer to Democrat))]

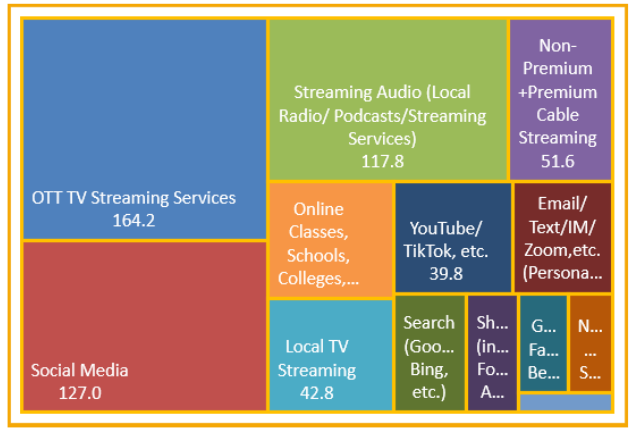
REPUBLICAN / LEAN REPUBLICAN

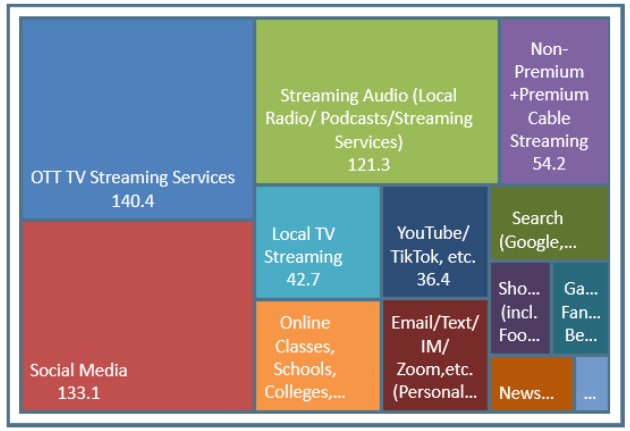
33,528,328 or 69.6% of Adults 35 or older who are Rgstd Likely 2024 Presidential Election REPUBLICAN Voters use Ad-Supported Social Media for an average of 116.8 minutes every day representing 23.7% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 35 or older

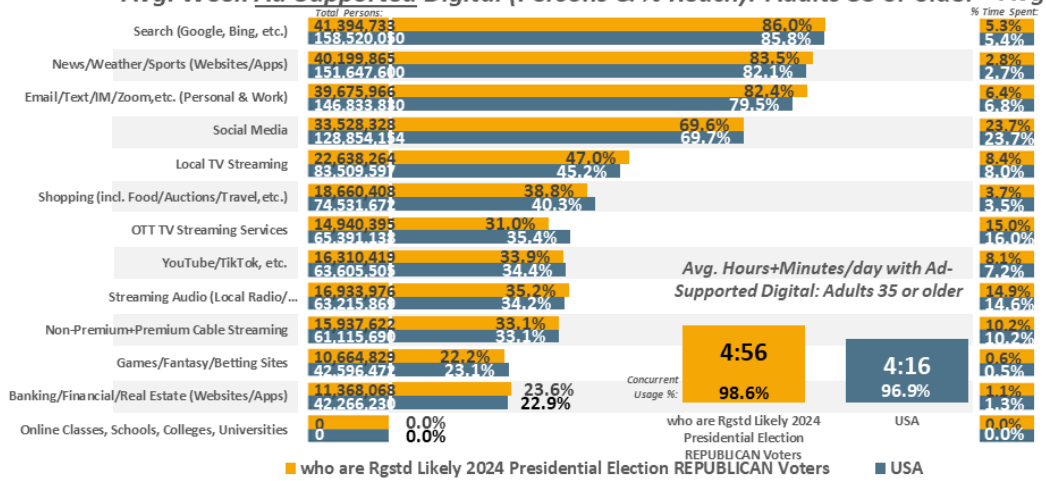


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

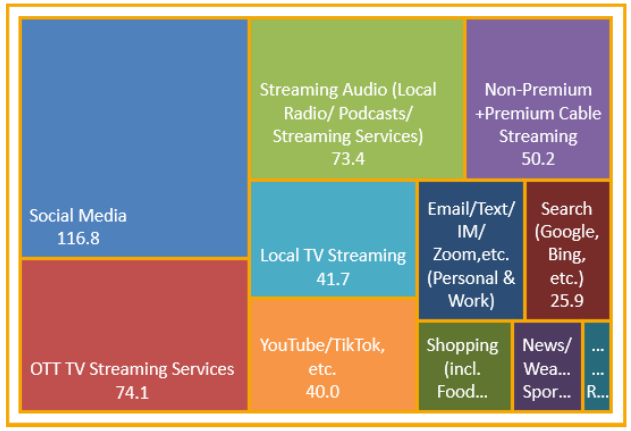


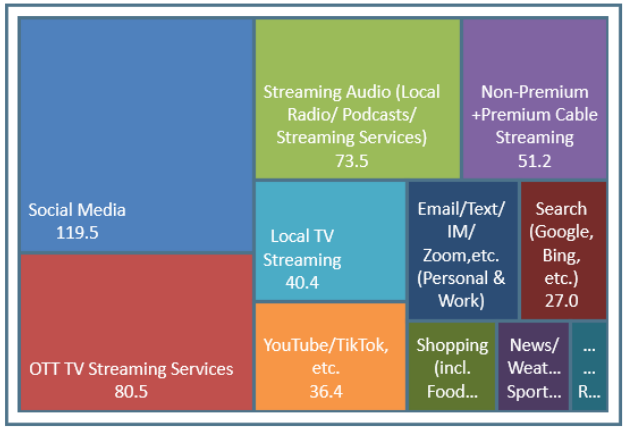


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,530

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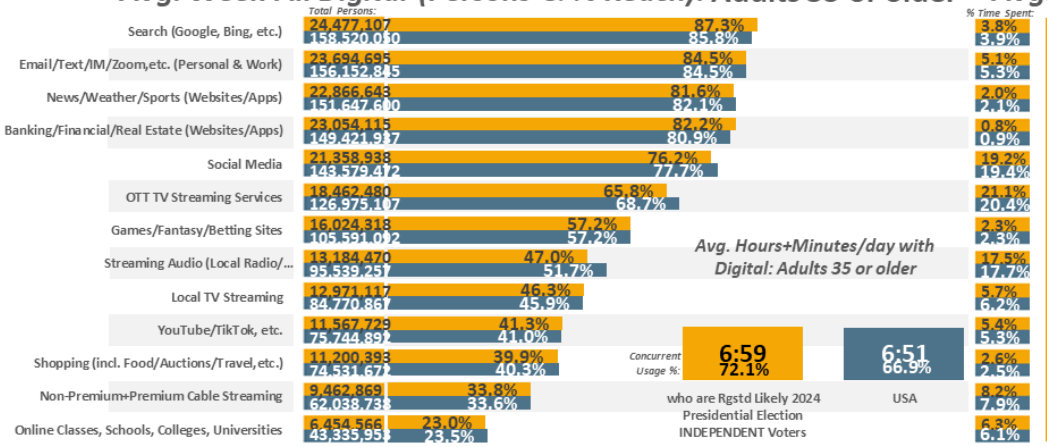
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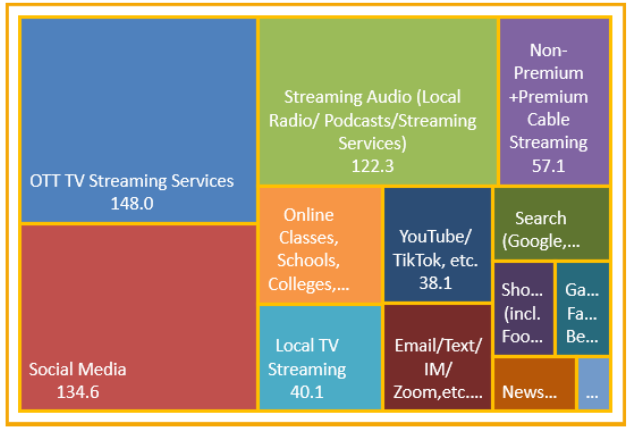
[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Republican OR Political party affiliation: Independent, but feel closer to Republican))]

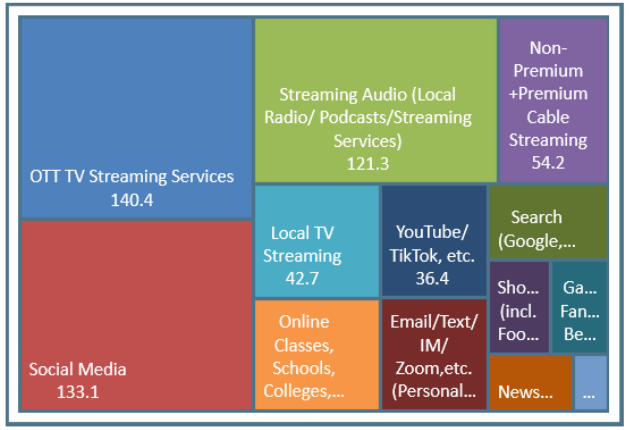
INDEPENDENT / NONE OF THESE

19,072,094 or 68.% of Adults 35 or older who are Rgstd Likely 2024 Presidential Election INDEPENDENT Voters use Ad-Supported Social Media for an average of 123.8 minutes every day representing 24.3% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 35 or older

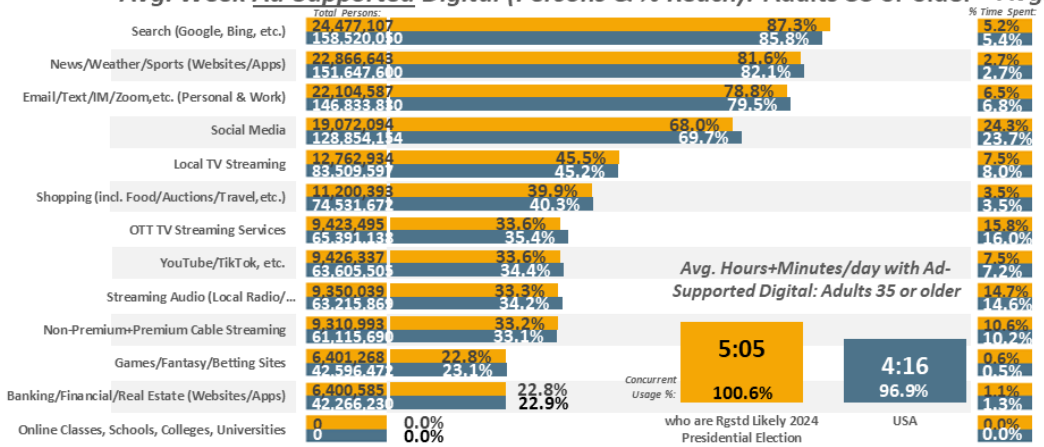


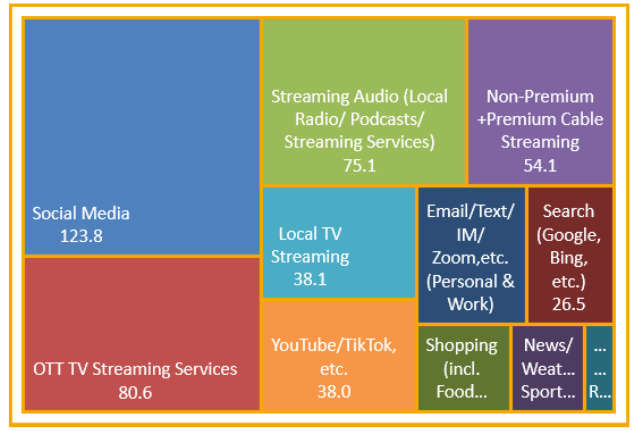


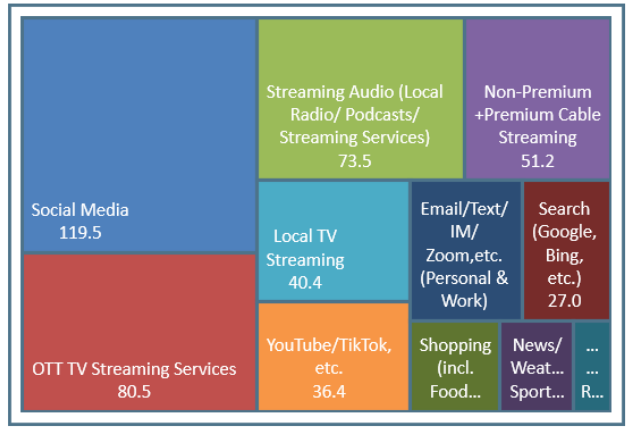


■ who are Rgstd Likely 2024 Presidential Election INDEPENDENT Voters ■ USA

Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 or older







■ who are Rgstd Likely 2024 Presidential Election INDEPENDENT Voters ■ USA

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,444

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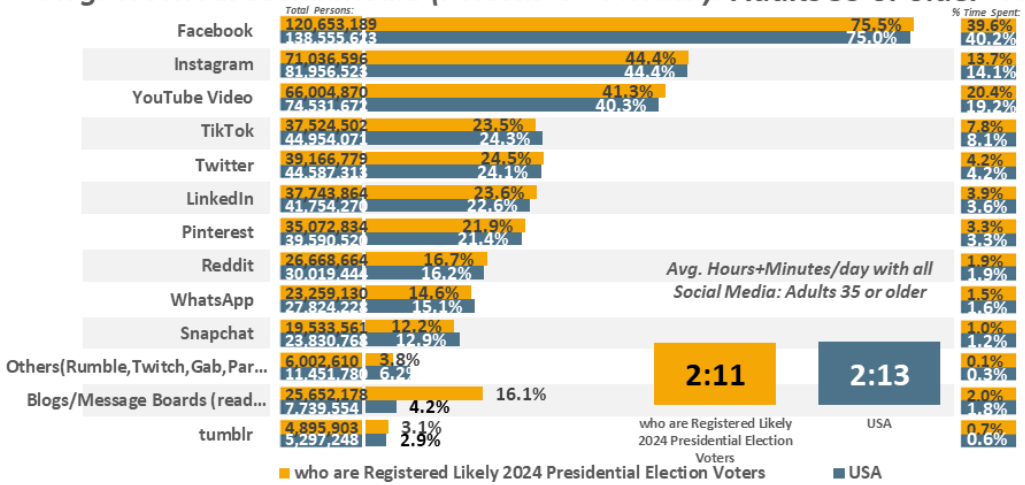
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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Independent OR Political party affiliation: None of these))]

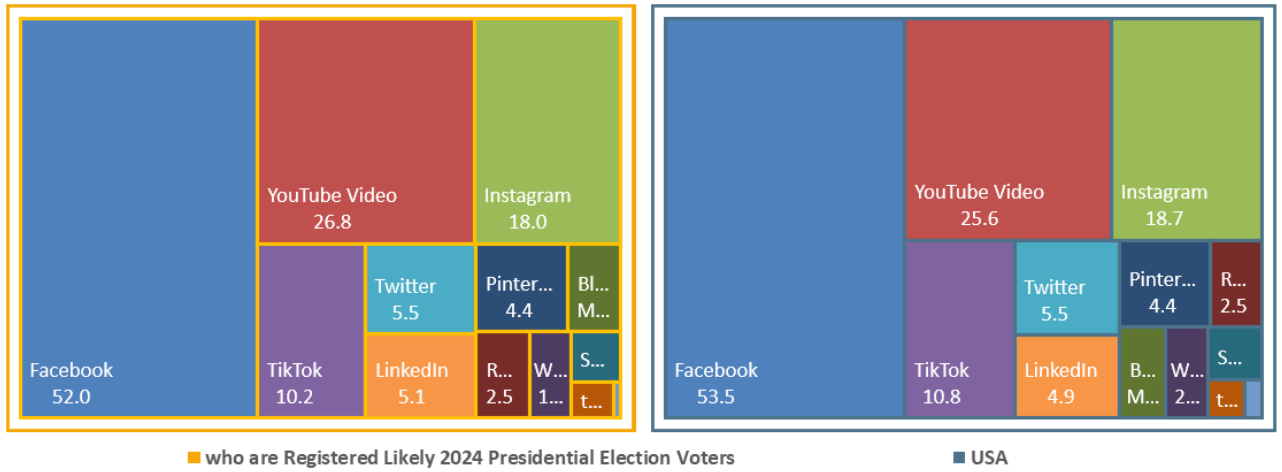
ALL LIKELY VOTERS

111,896,241 or 70.% of Adults 35 or older who are Registered Likely 2024 Presidential Election Voters use Ad-Supported Facebook for an average of 40.5 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.

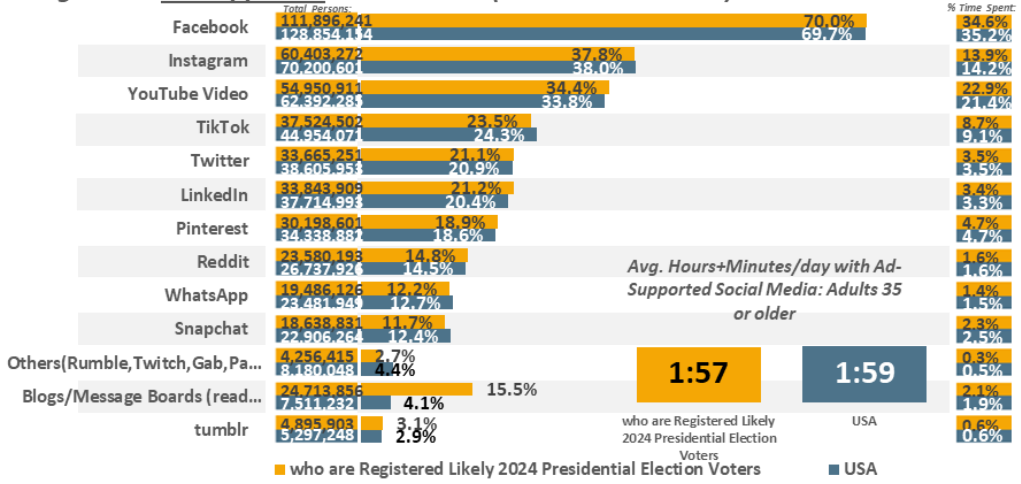
Avg. Week All Social Media (Persons & % Reach): Adults 35 or older



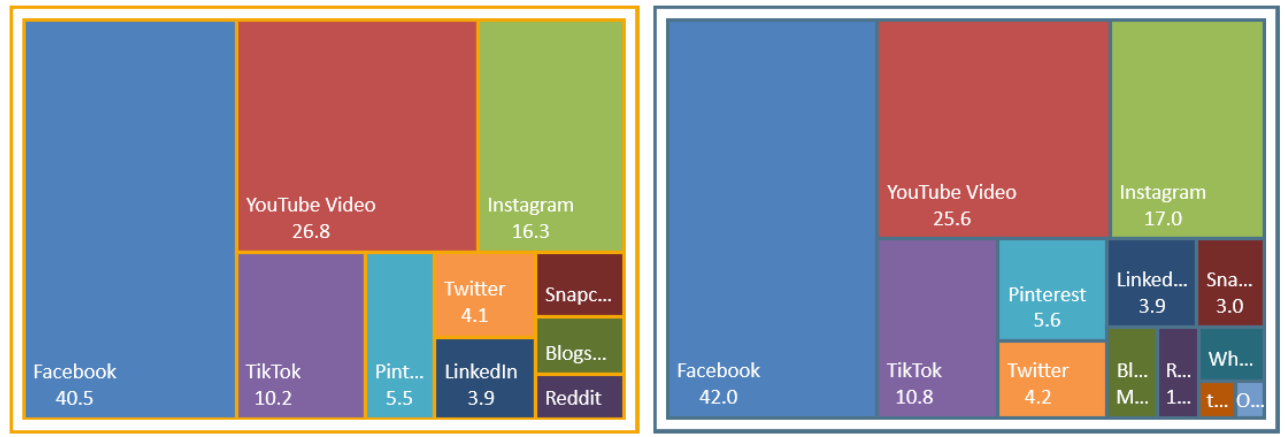
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 8,507

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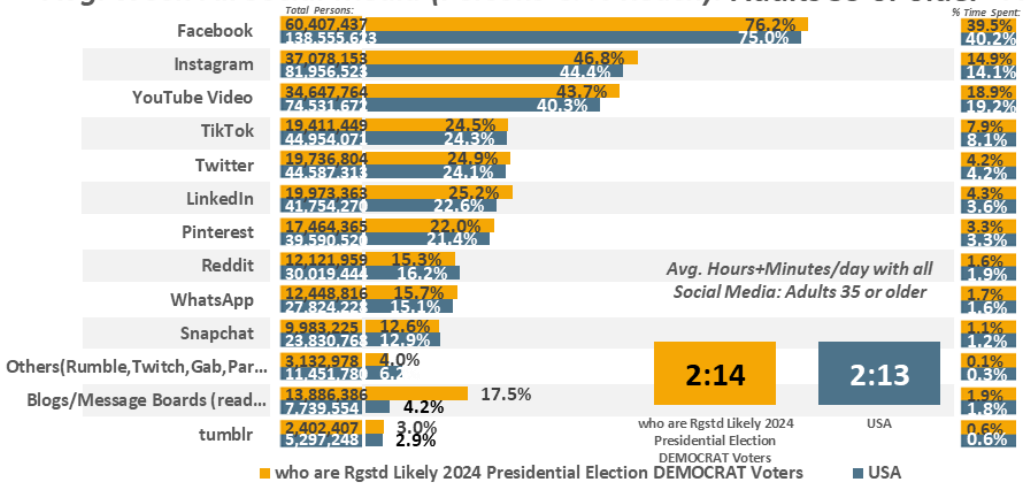
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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes))]

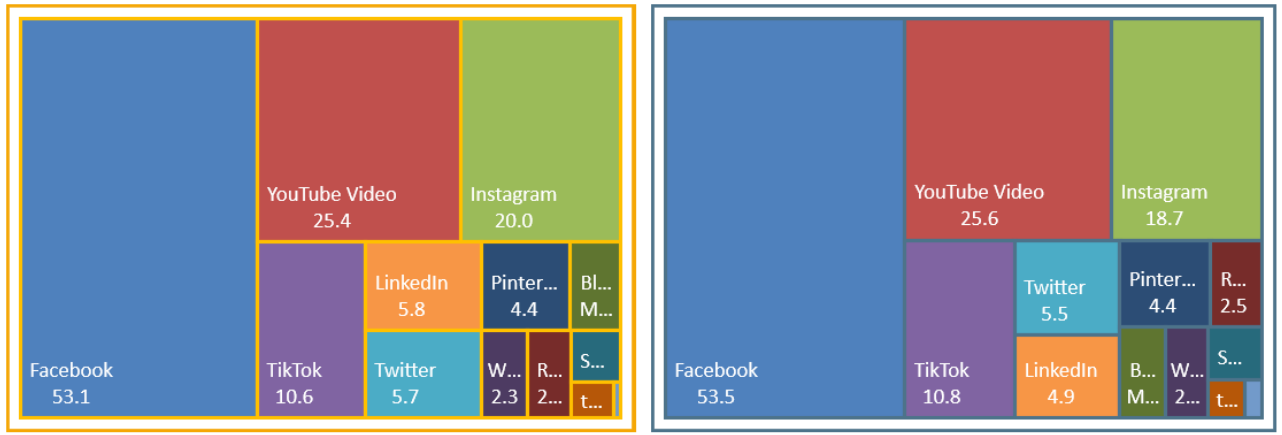
DEMOCRAT / LEAN DEMOCRAT

56,395,125 or 71.2% of Adults 35 or older who are Rgstd Likely 2024 Presidential Election DEMOCRAT Voters use Ad-Supported Facebook for an average of 42.1 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.

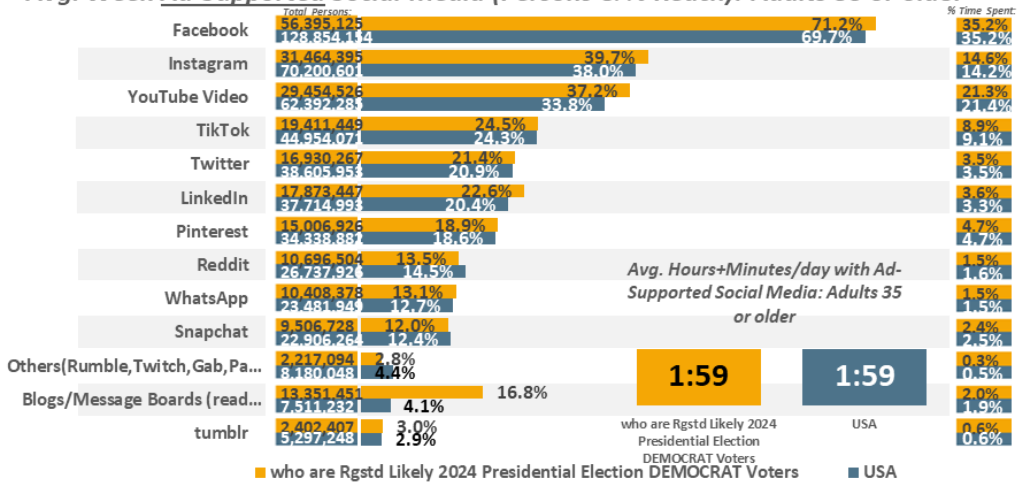
Avg. Week All Social Media (Persons & % Reach): Adults 35 or older



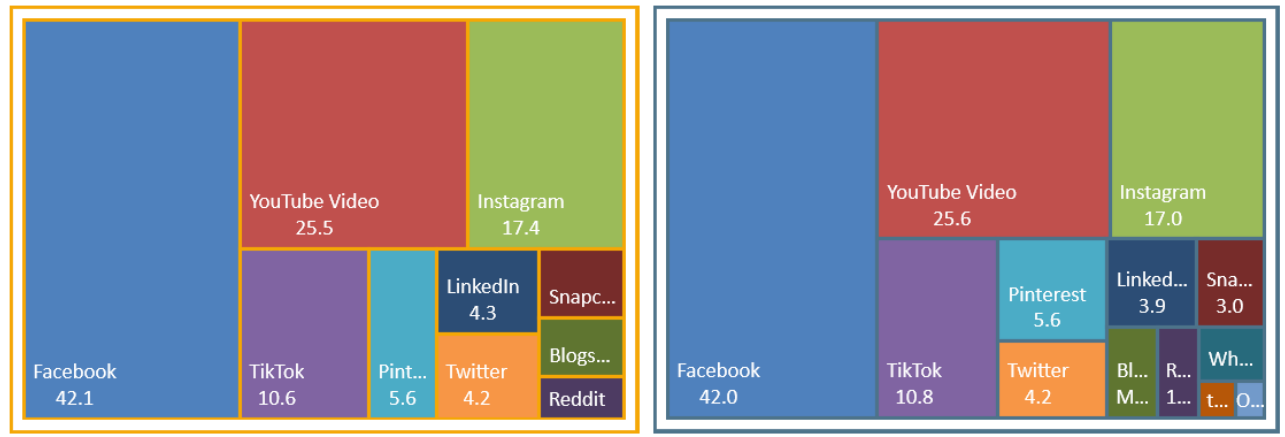
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,533

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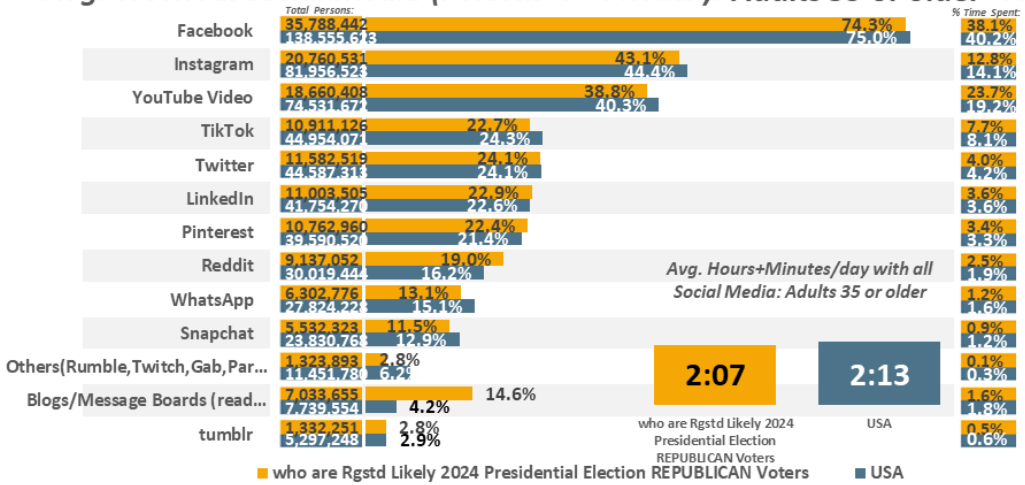
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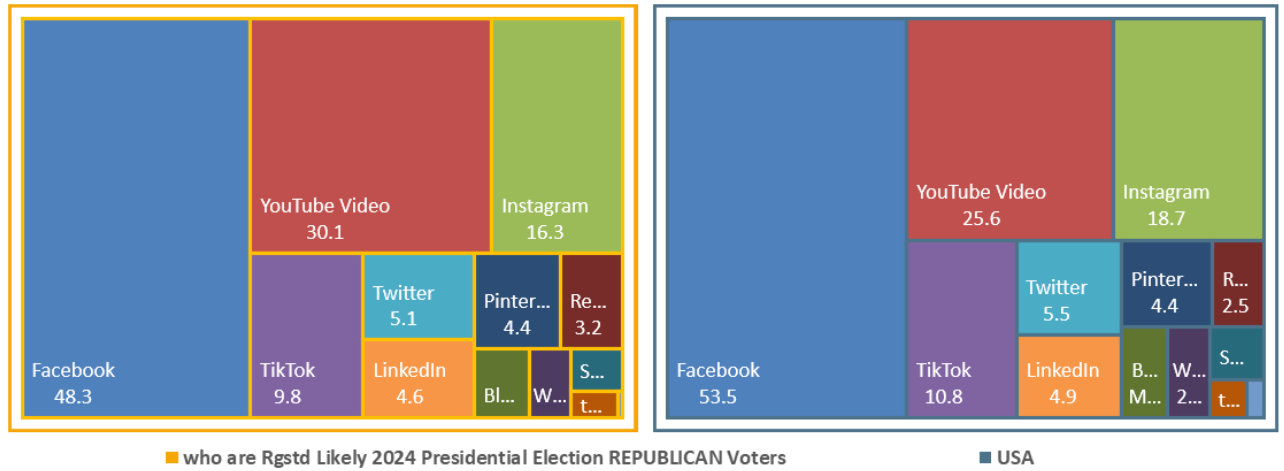
REPUBLICAN / LEAN REPUBLICAN

33,528,328 or 69.6% of Adults 35 or older who are Rgstd Likely 2024 Presidential Election REPUBLICAN Voters use Ad-Supported Facebook for an average of 37.5 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.

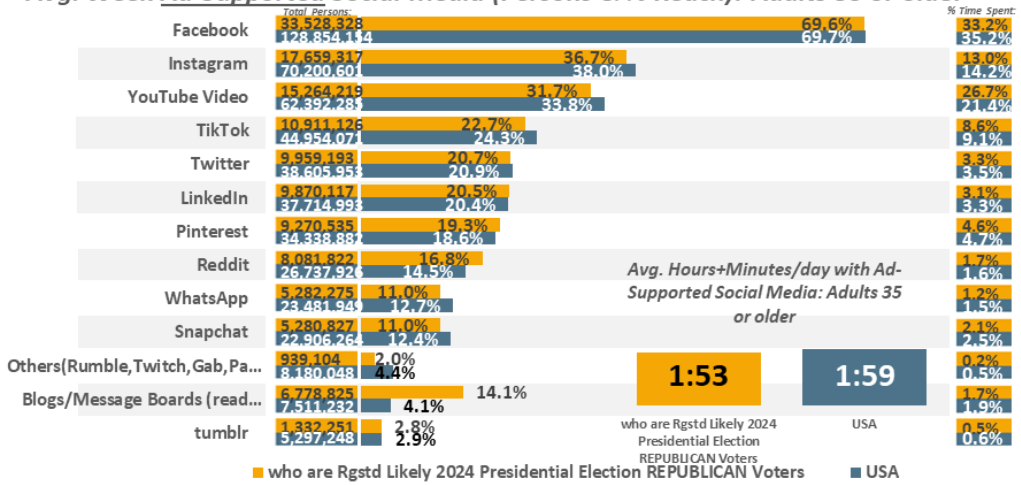
Avg. Week All Social Media (Persons & % Reach): Adults 35 or older



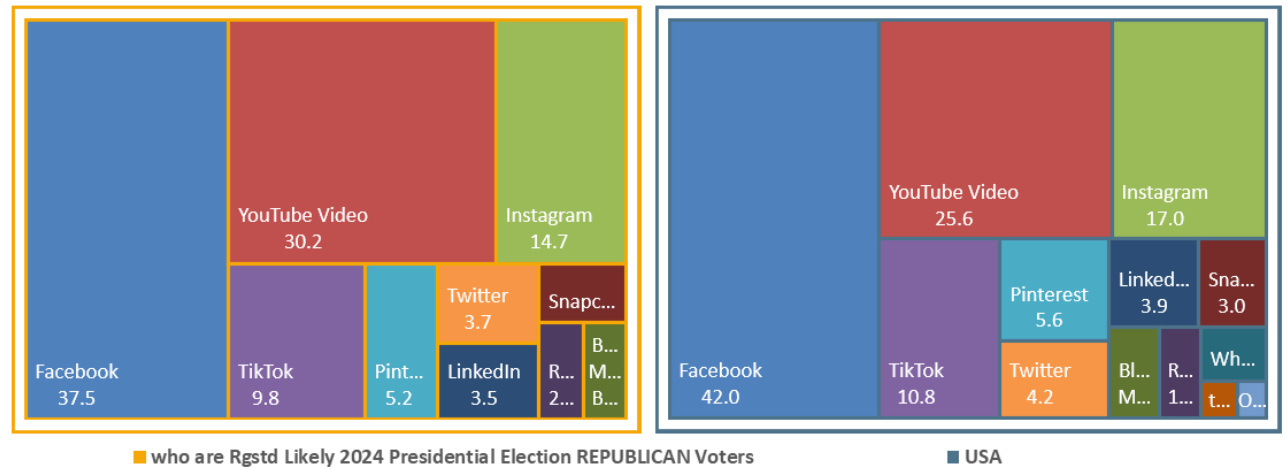
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,530

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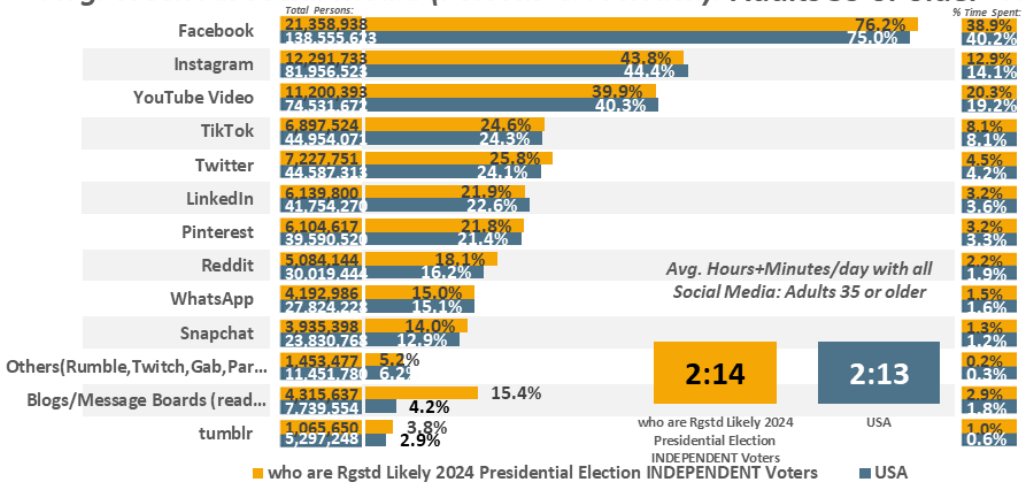
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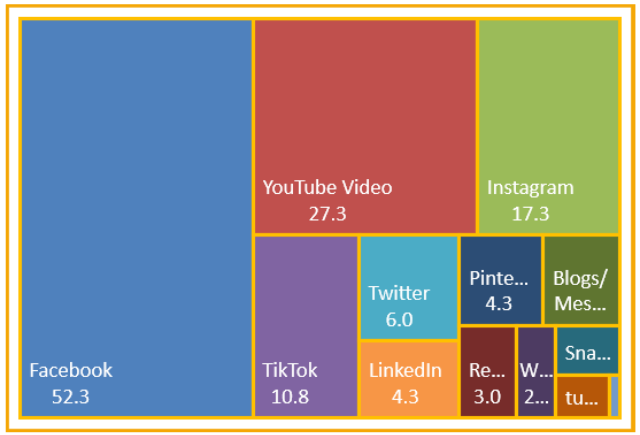
INDEPENDENT / NONE OF THESE

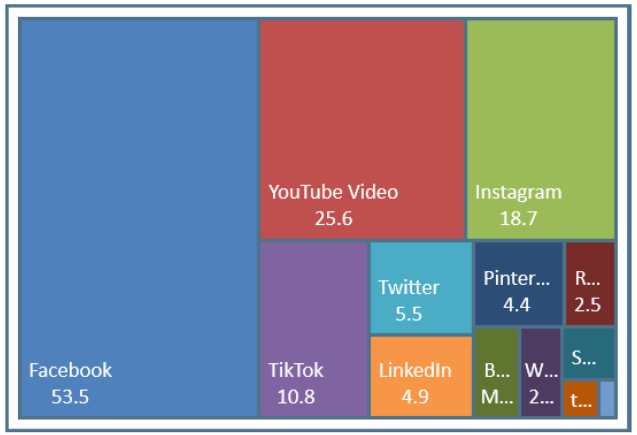
19,072,094 or 68.% of Adults 35 or older who are Rgstd Likely 2024 Presidential Election INDEPENDENT Voters use Ad-Supported Facebook for an average of 40.1 minutes every day representing 33.4% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 35 or older

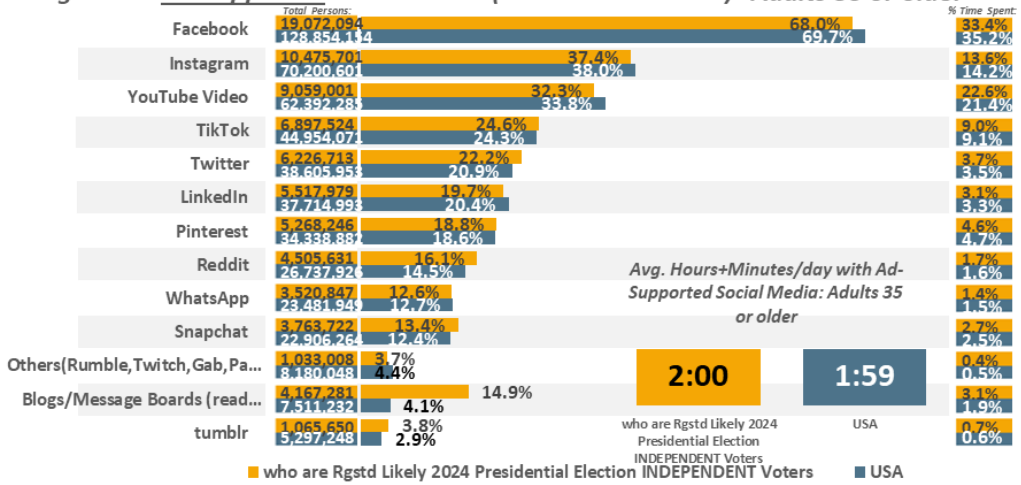


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

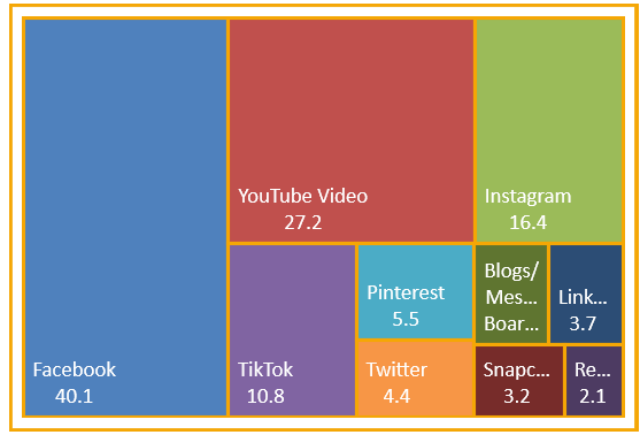


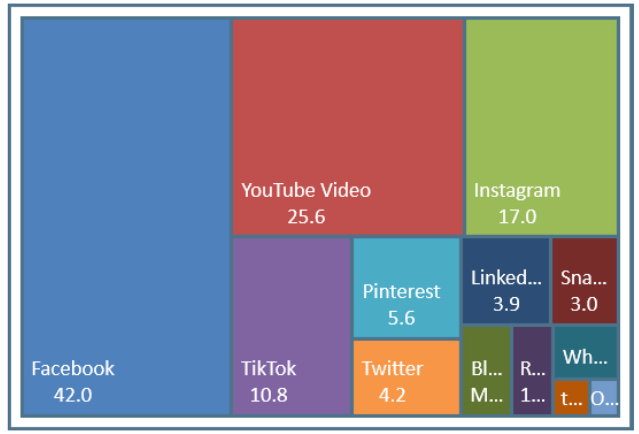


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,444

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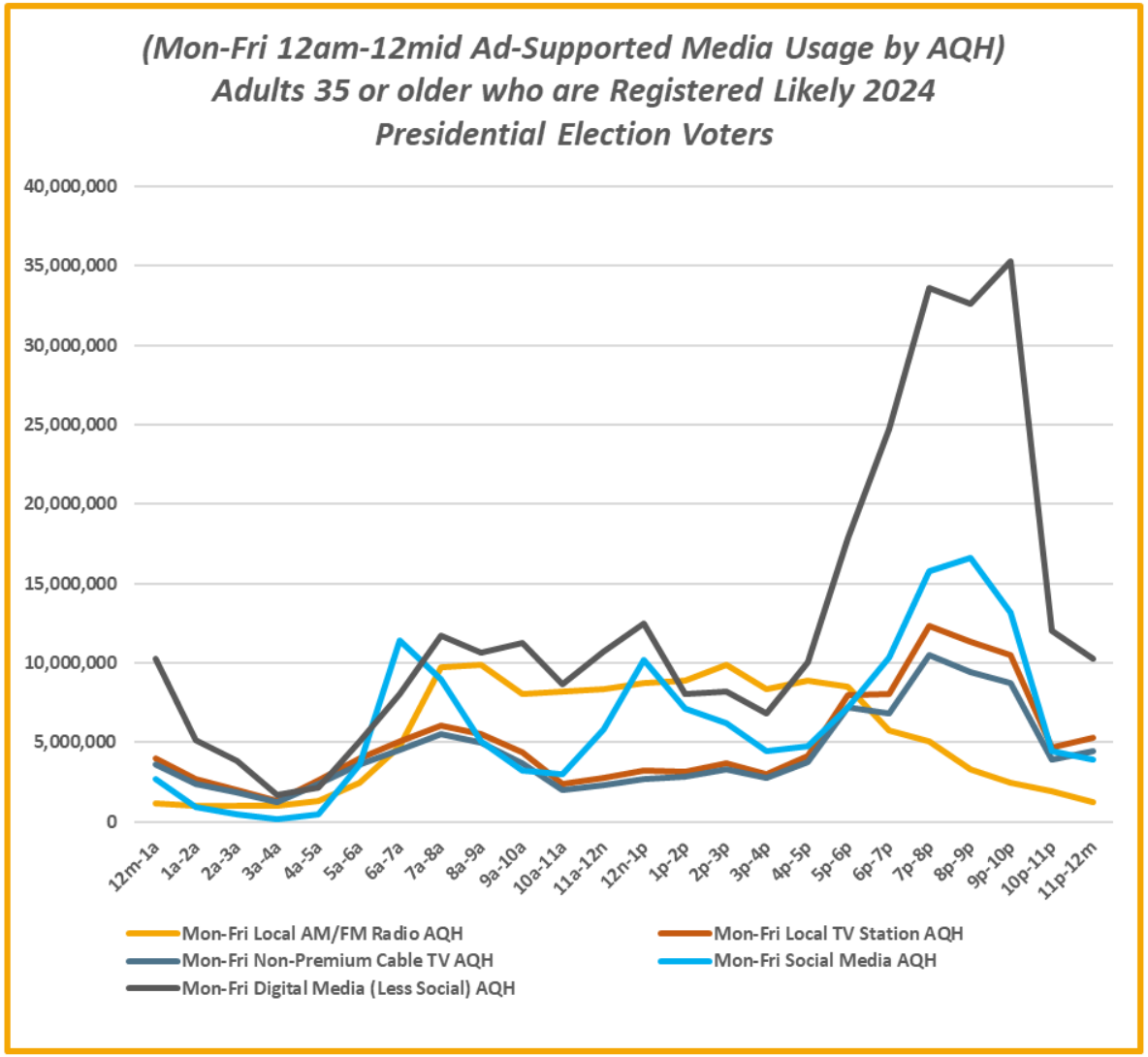
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

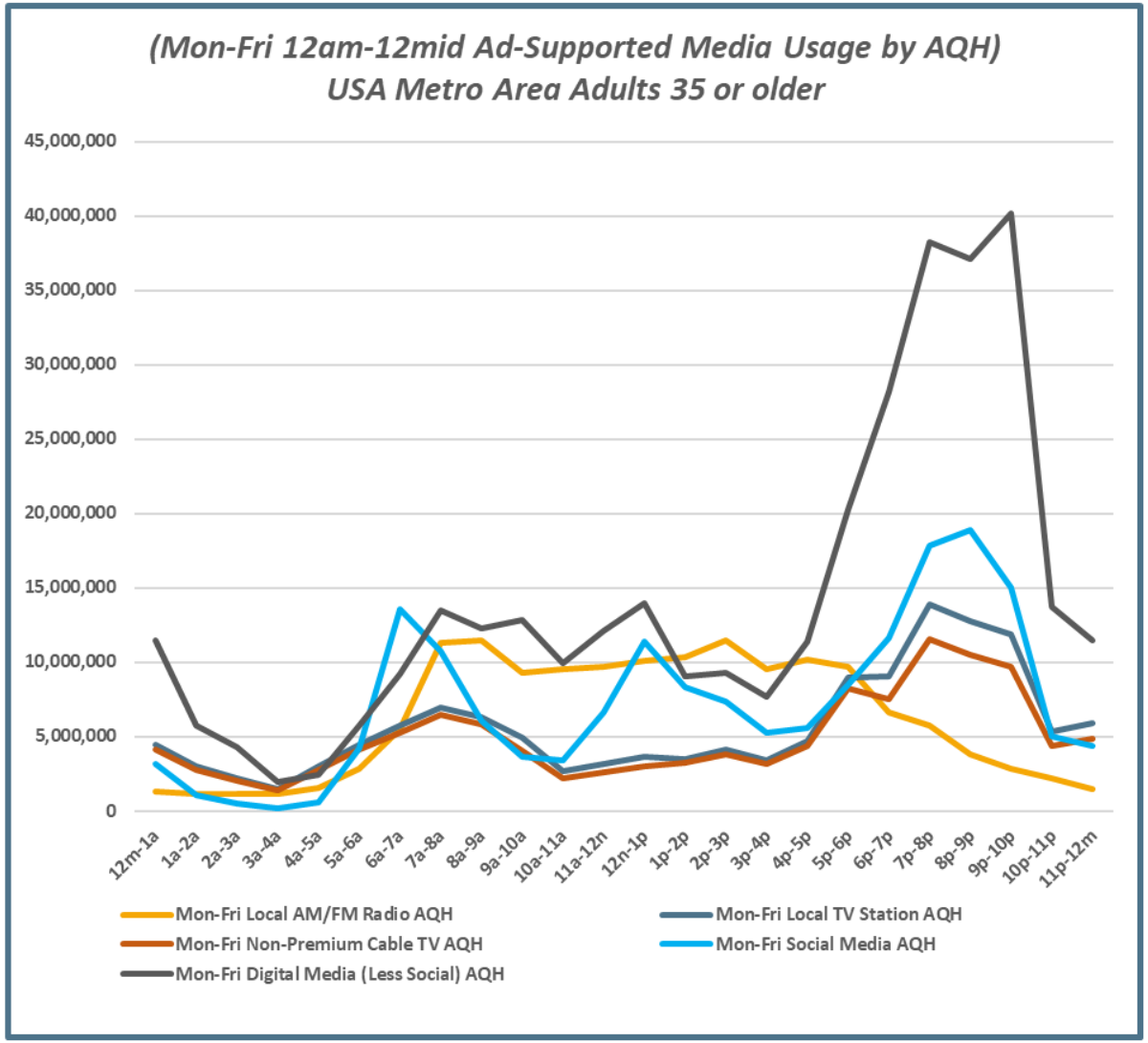
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ALL LIKELY VOTERS

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,479,929; Local Radio: 8,299,851; Social Media: 6,751,119; Local TV: 4,570,956; Non-Prem. Cable: 4,024,979 reaching Adults 35 or older who are Registered Likely 2024 Pr





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 8,507

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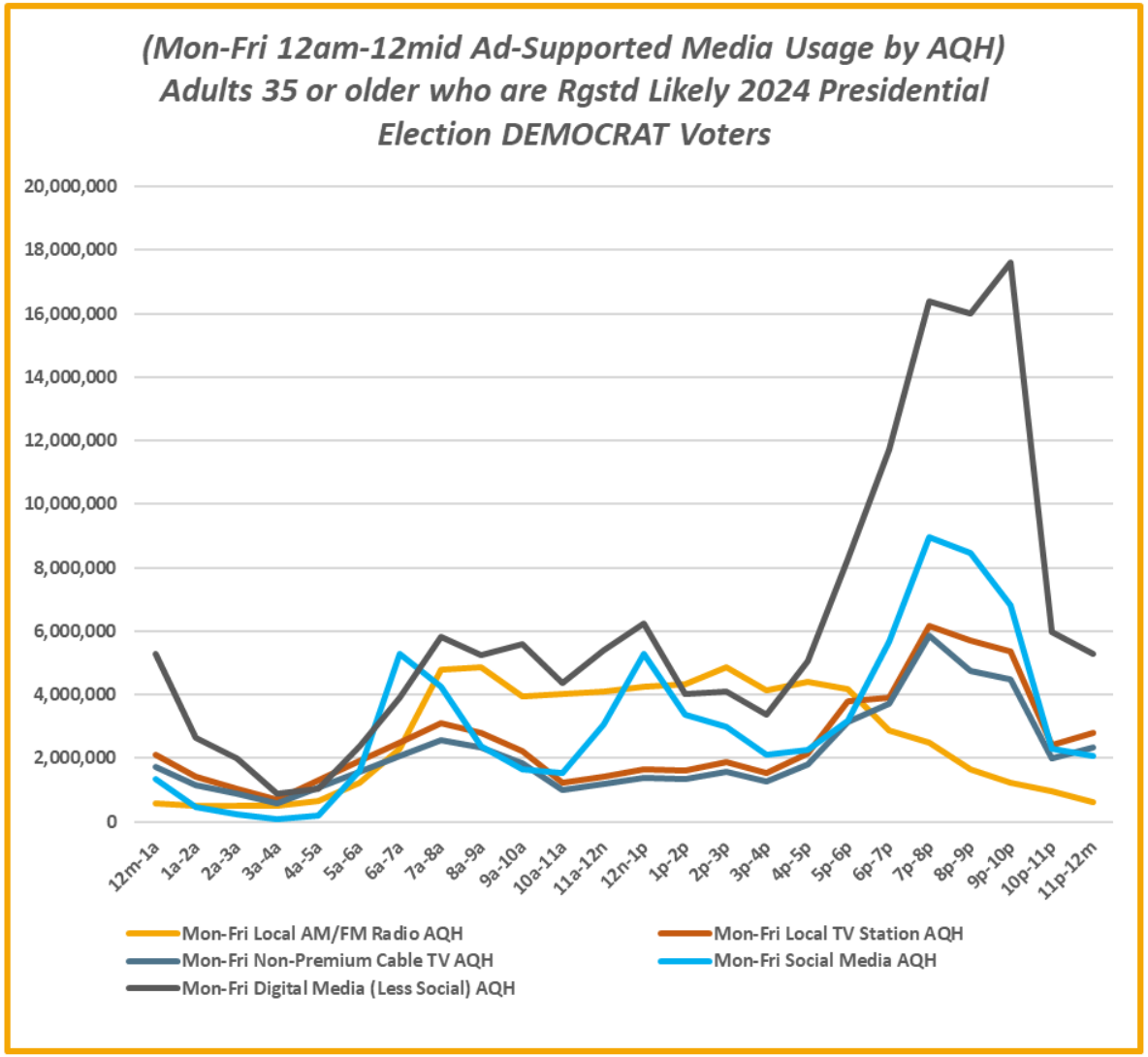
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

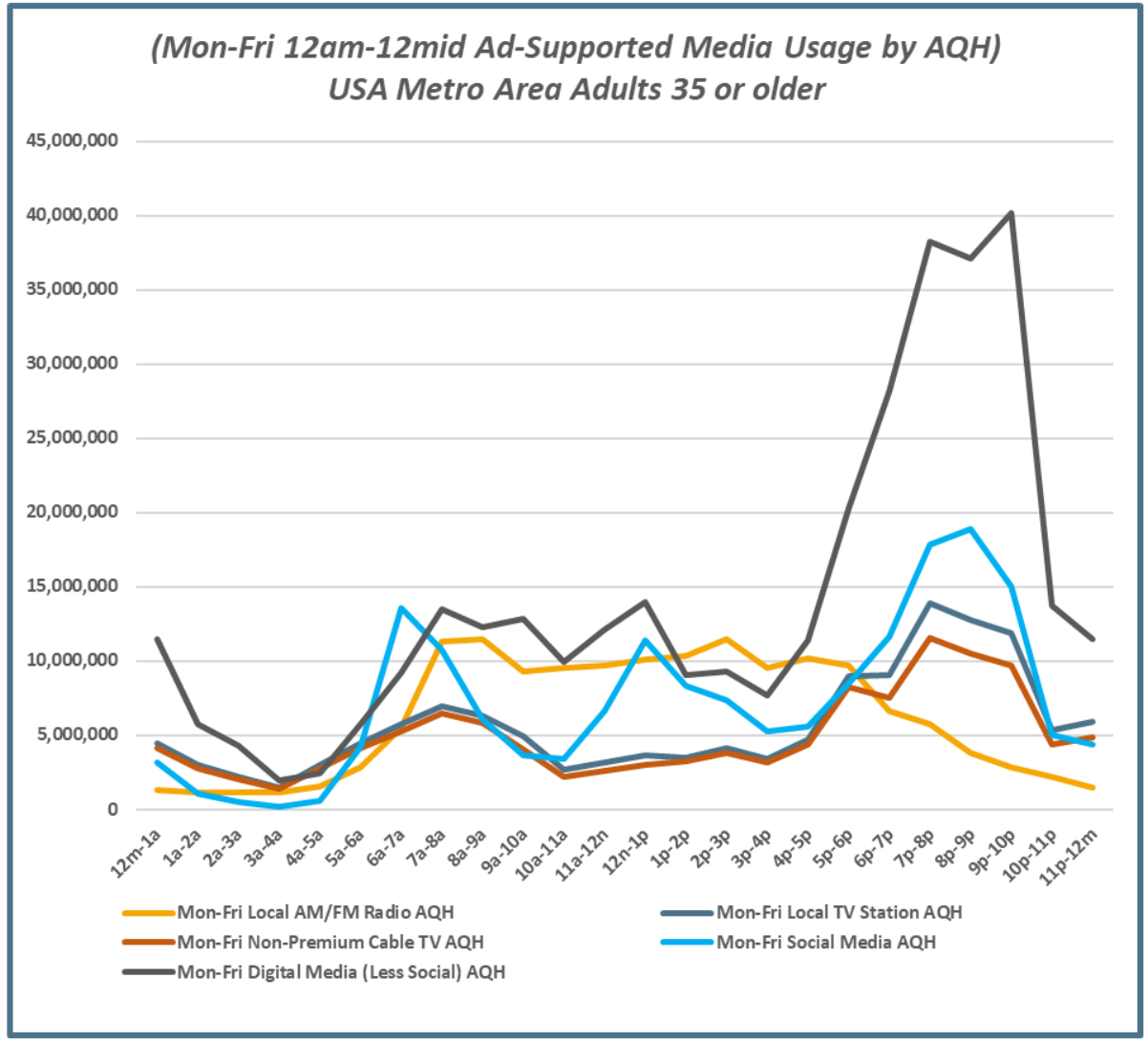
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DEMOCRAT / LEAN DEMOCRAT

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,624,951; Local Radio: 4,081,881; Social Media: 3,312,109; Local TV: 2,293,444; Non-Prem. Cable: 1,937,793 reaching Adults 35 or older who are Rgstd Likely 2024 Presiden





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,533

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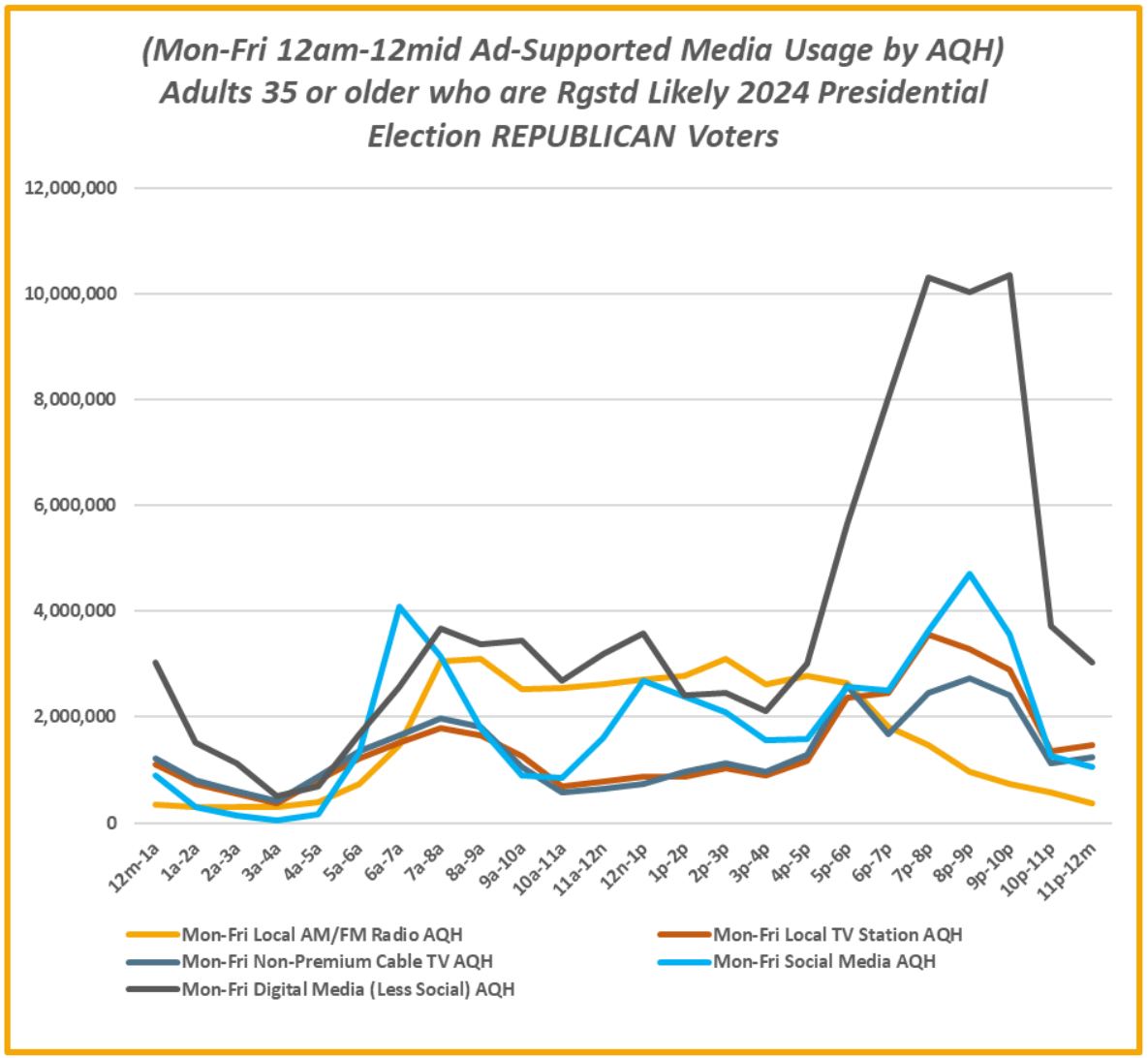
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

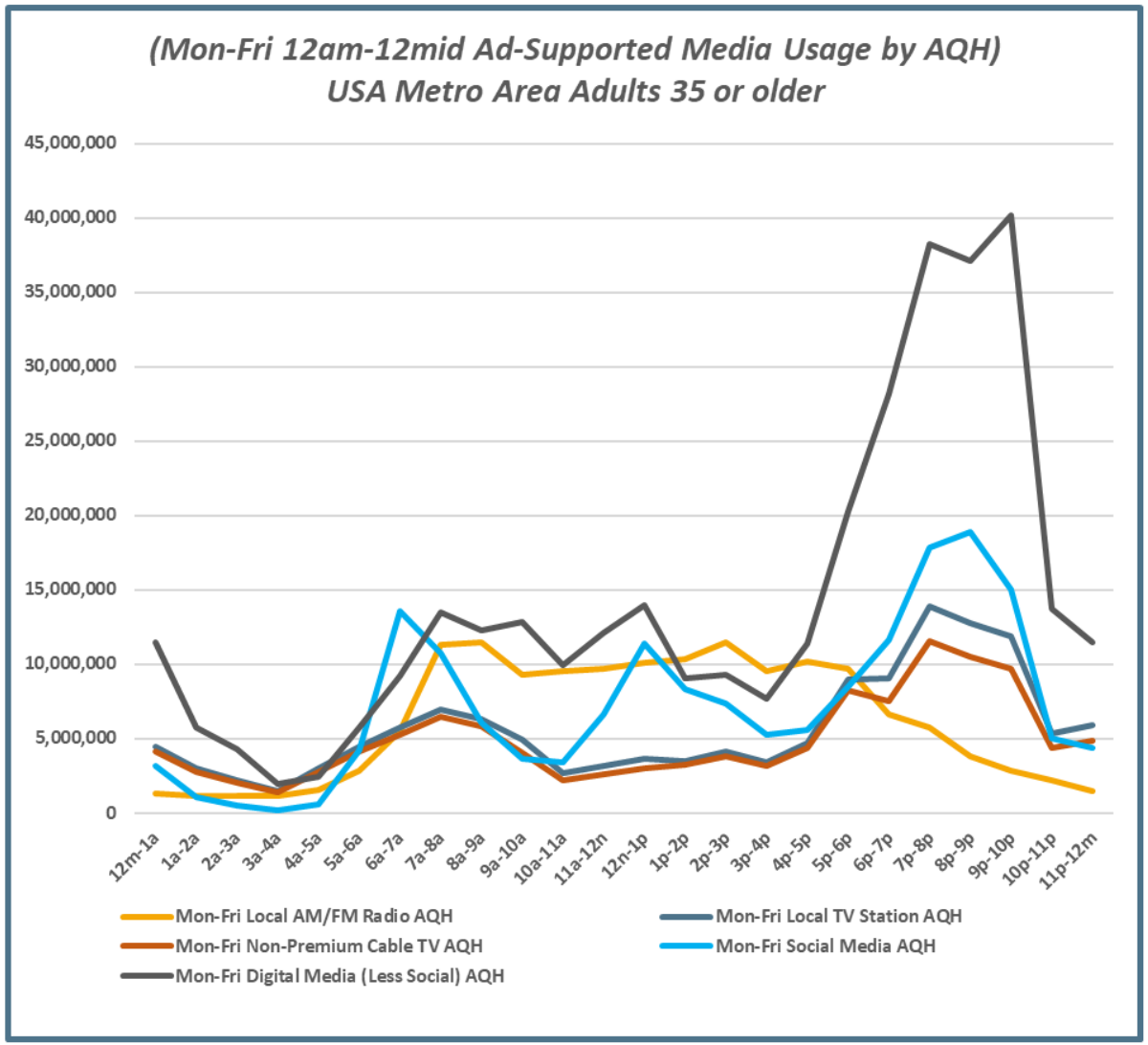
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REPUBLICAN / LEAN REPUBLICAN

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,554,679; Local Radio: 2,599,088; Social Media: 2,138,516; Local TV: 1,337,124; Non-Prem. Cable: 1,315,247 reaching Adults 35 or older who are Rgstd Likely 2024 Presiden





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,530

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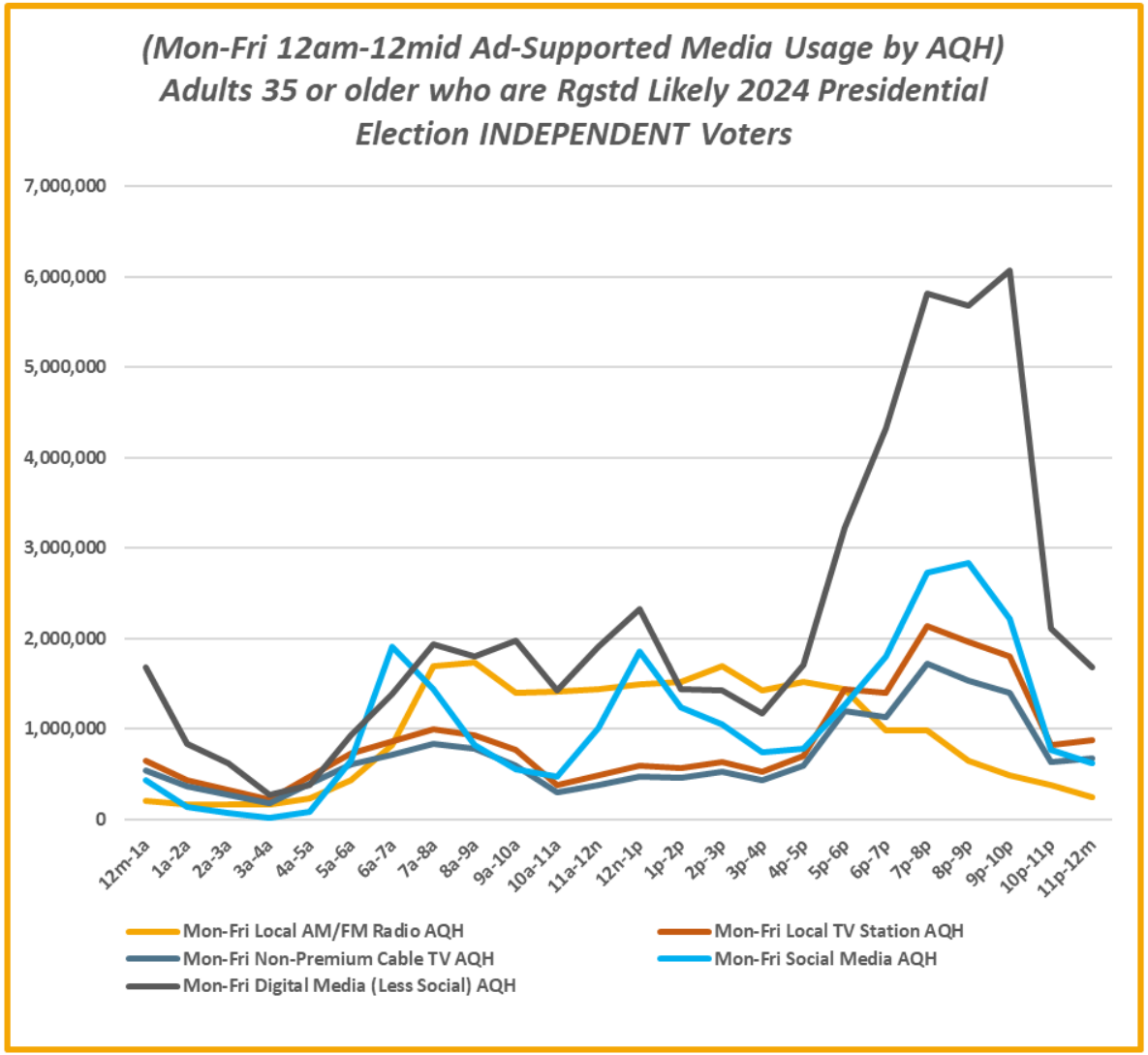
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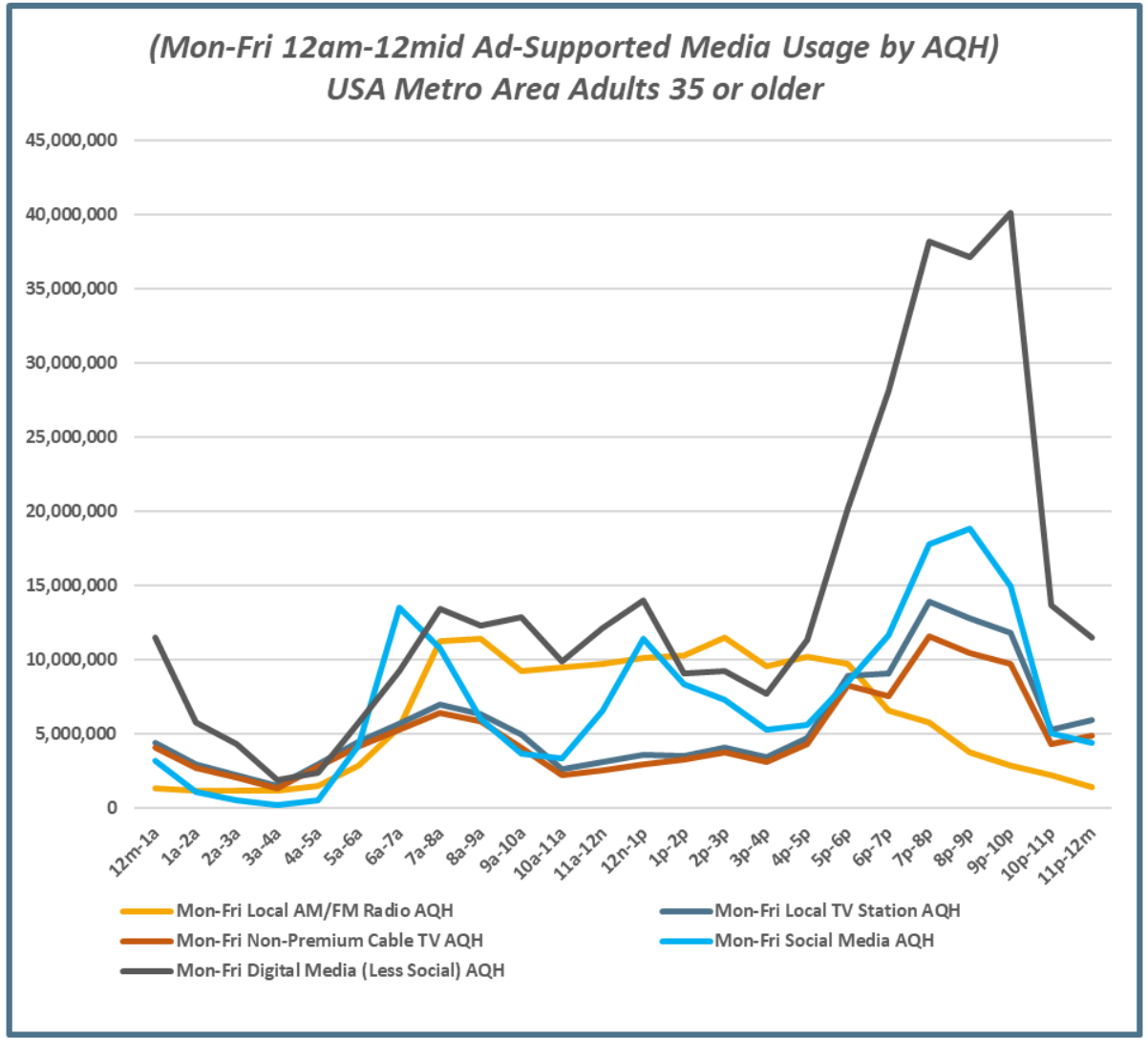
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INDEPENDENT / NONE OF THESE

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,006,145; Local Radio: 1,430,740; Social Media: 1,151,872; Local TV: 795,460; Non-Prem. Cable: 649,684 reaching Adults 35 or older who are Rgstd Likely 2024 Presidential





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,444

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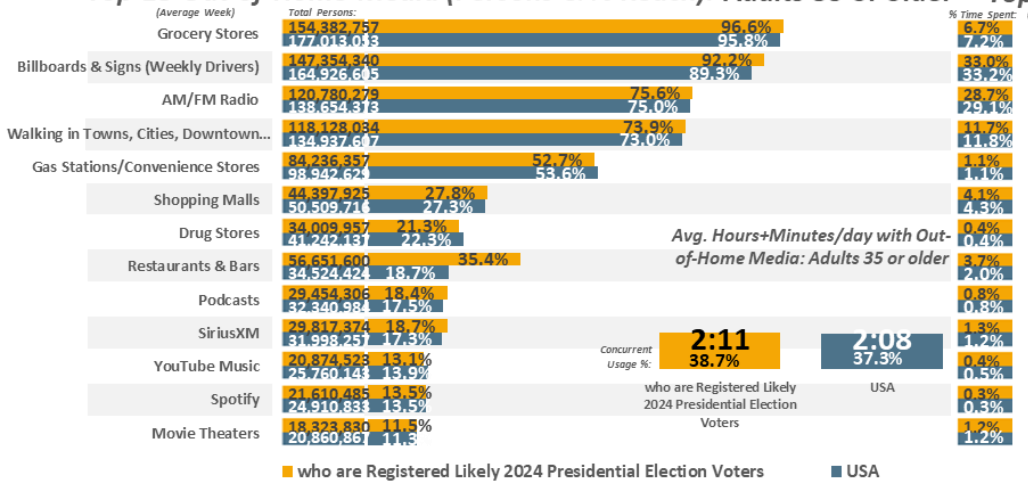
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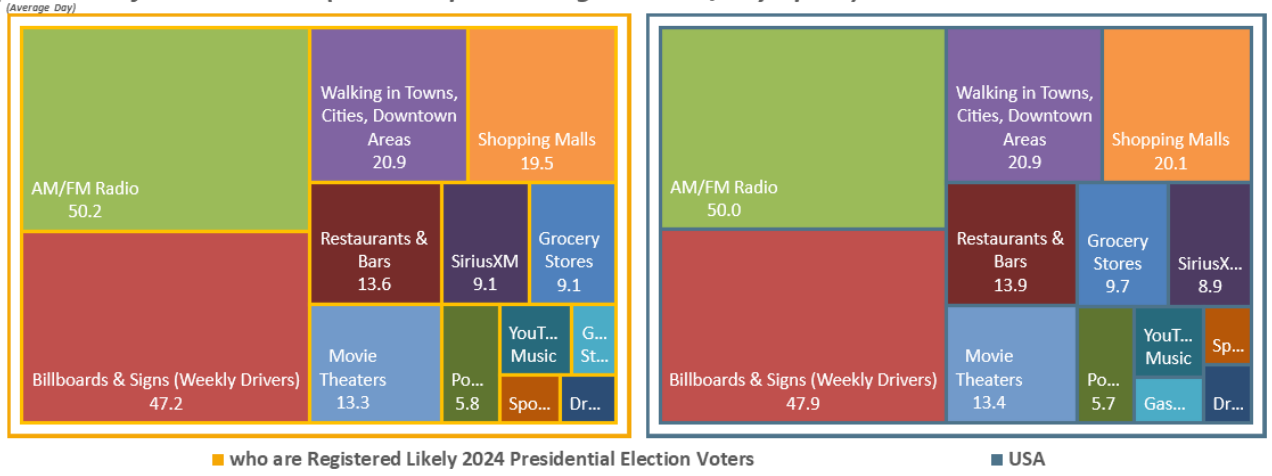
ALL LIKELY VOTERS

147,354,340 or 92.2% of Adults 35 or older who are Registered Likely 2024 Presidential Election Voters spend an average of 47.2 minutes per day driving, seeing Billboards and Signs. 71.% Listen to Local Radio Stations Out-of-Home for an average of 45.5 mi

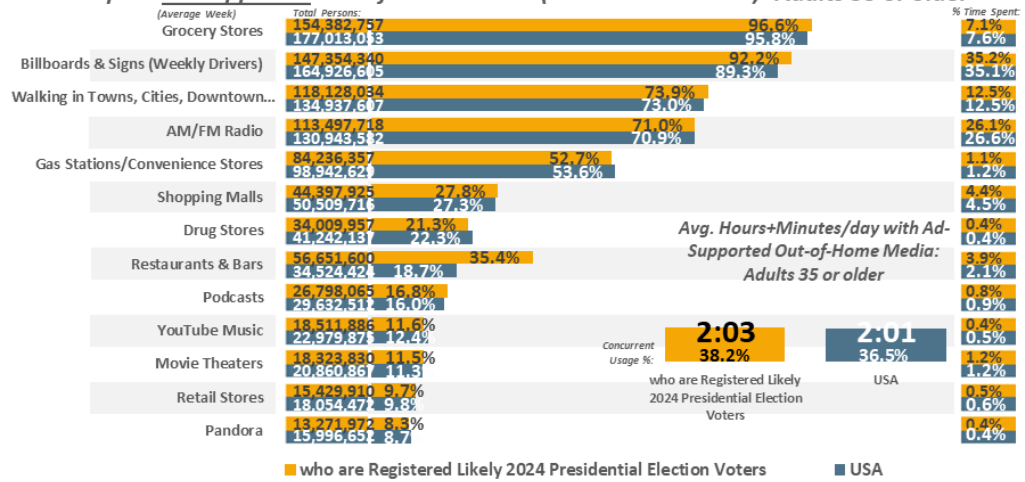
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



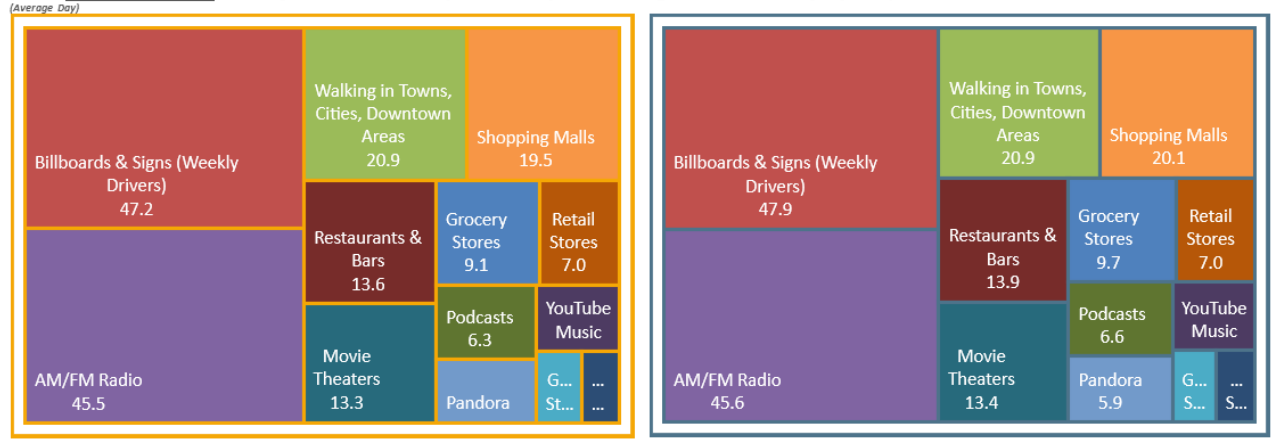
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 8,507

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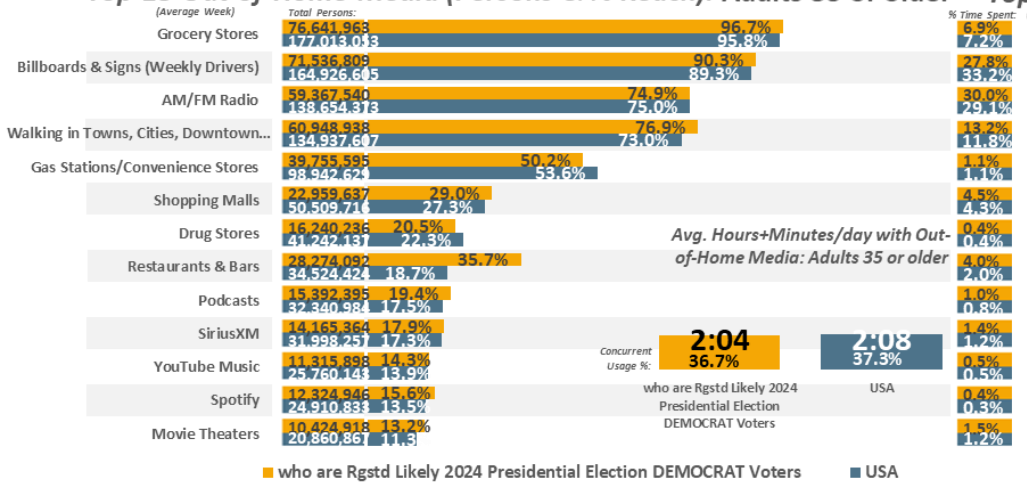
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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes))]

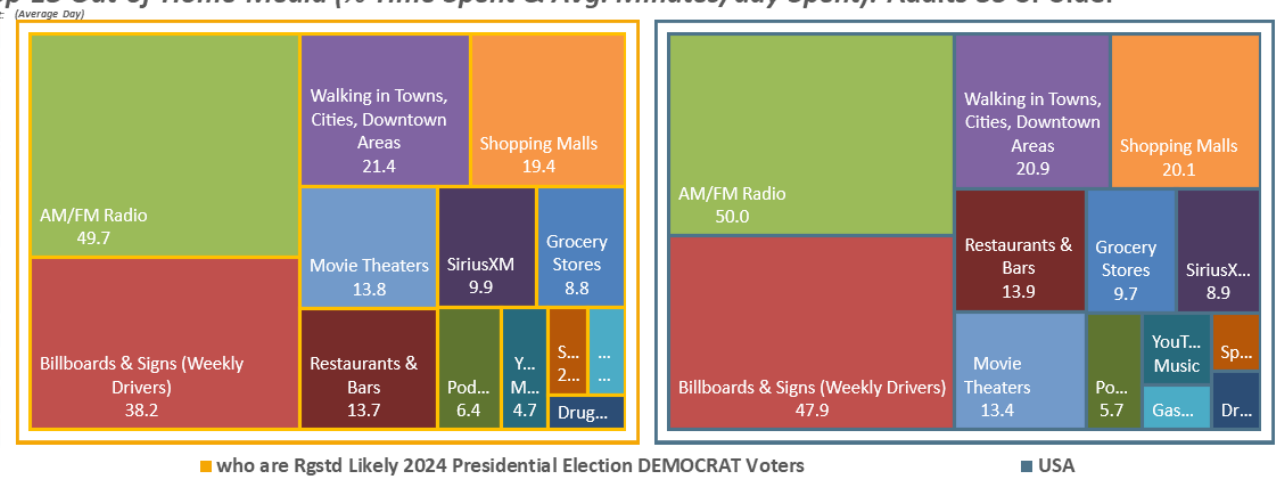
DEMOCRAT / LEAN DEMOCRAT

71,536,809 or 90.3% of Adults 35 or older who are Rgstd Likely 2024 Presidential Election DEMOCRAT Voters spend an average of 38.2 minutes per day driving, seeing Billboards and Signs. 70.5% Listen to Local Radio Stations Out-of-Home for an average of 42.

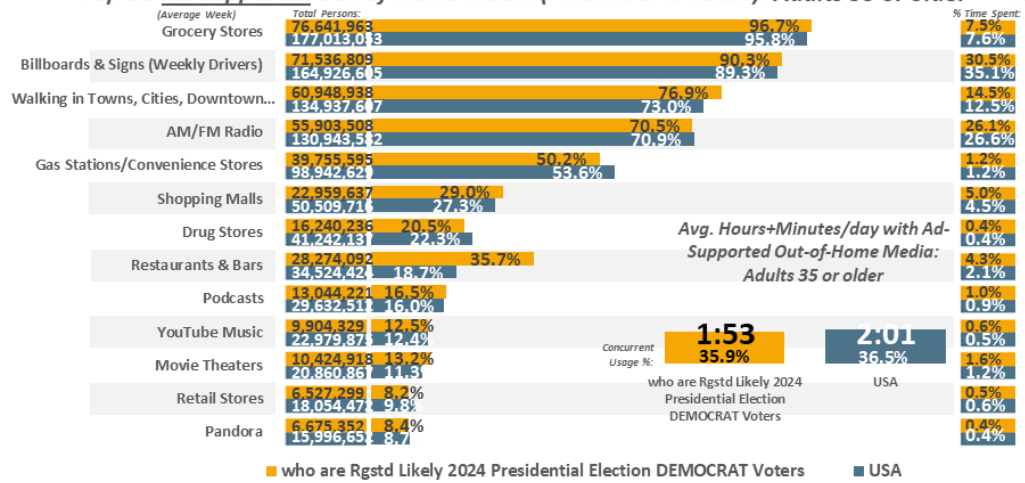
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



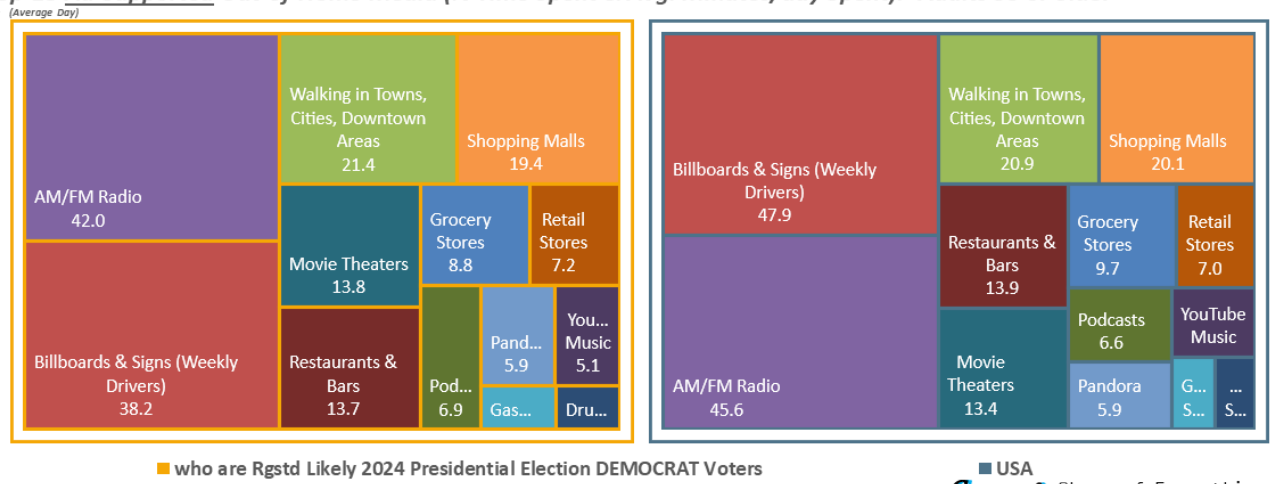
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,533

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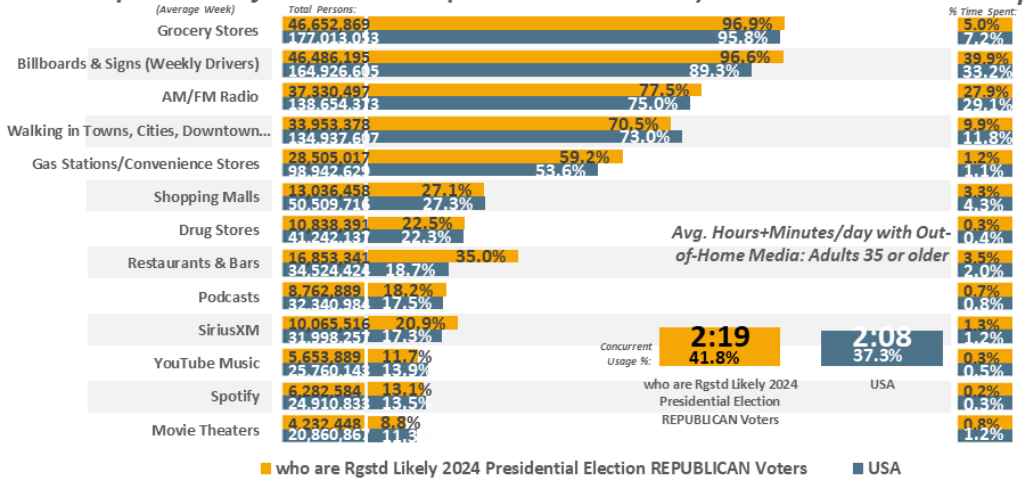
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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Democrat OR Political party affiliation: Independent, but feel closer to Democrat))]

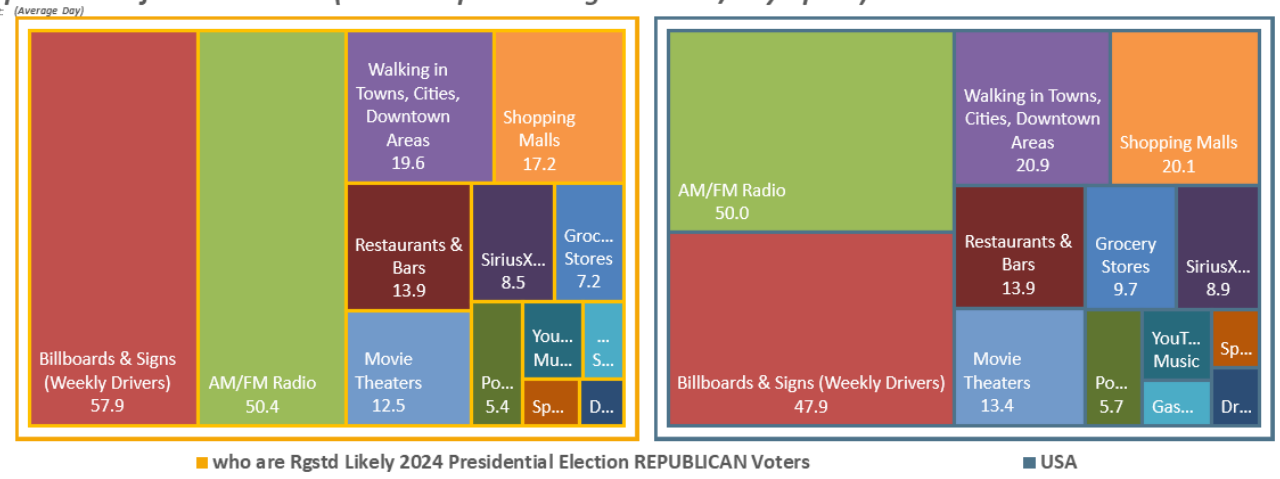
REPUBLICAN / LEAN REPUBLICAN

46,486,195 or 96.6% of Adults 35 or older who are Rgstd Likely 2024 Presidential Election REPUBLICAN Voters spend an average of 57.9 minutes per day driving, seeing Billboards and Signs.
73.1% Listen to Local Radio Stations Out-of-Home for an average of 4

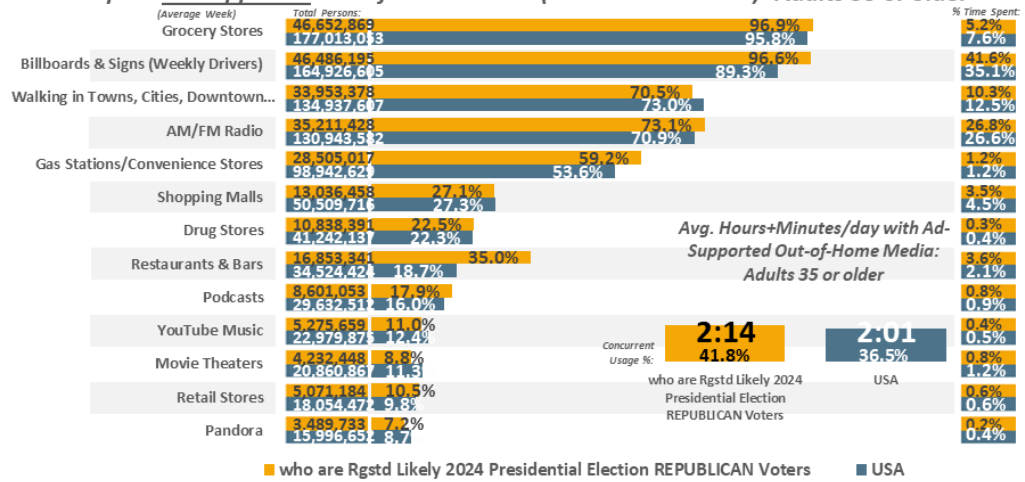
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



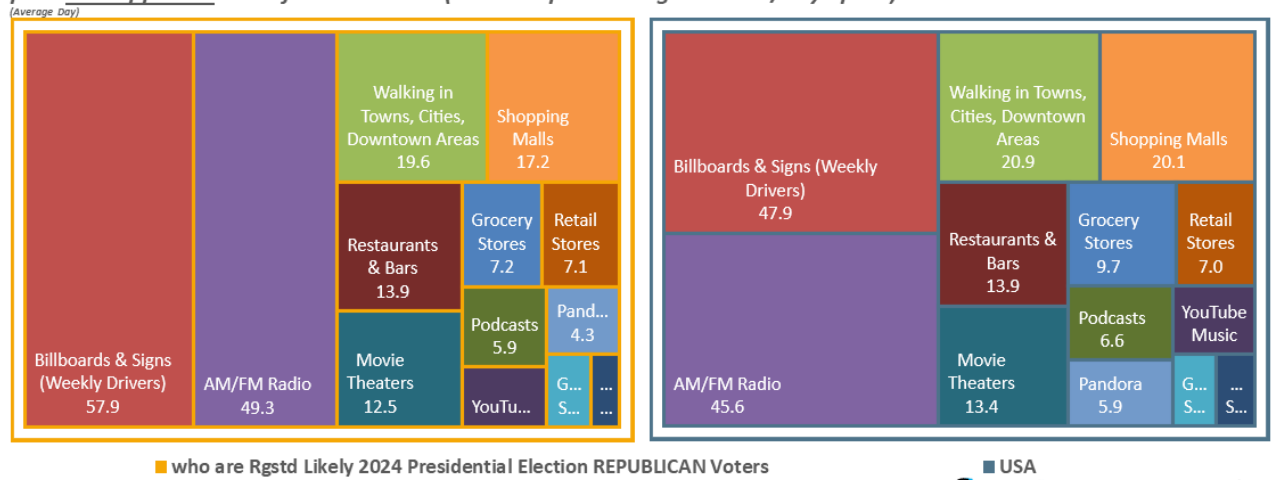
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,530

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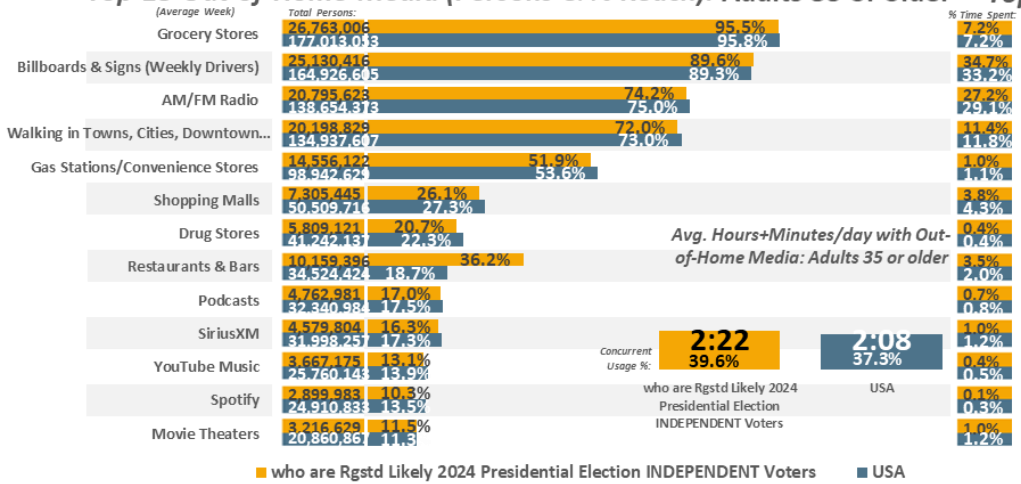
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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Republican OR Political party affiliation: Independent, but feel closer to Republican))]

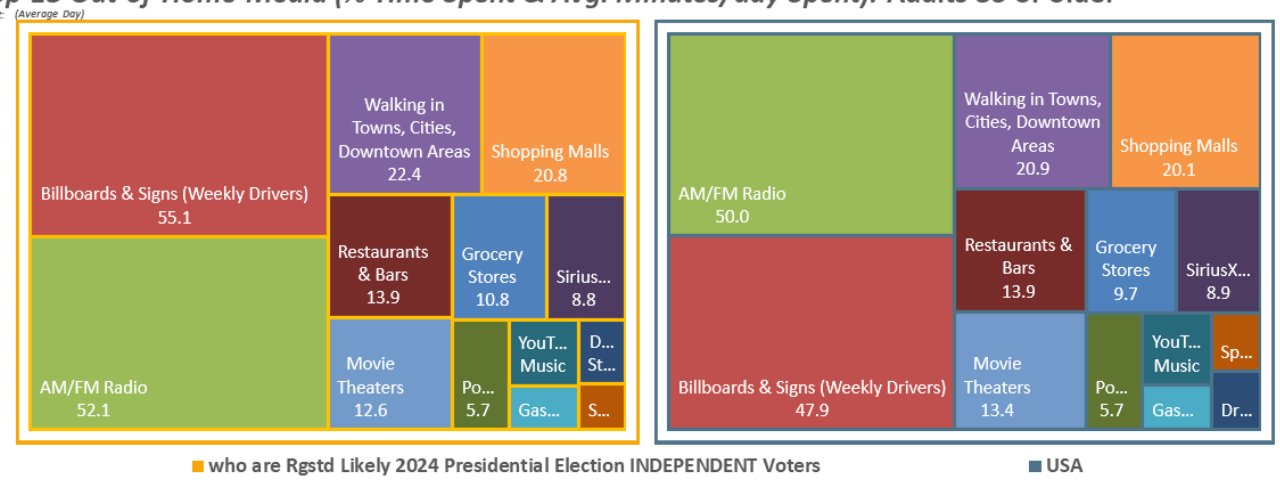
INDEPENDENT / NONE OF THESE

25,130,416 or 89.6% of Adults 35 or older who are Rgstd Likely 2024 Presidential Election INDEPENDENT Voters spend an average of 55.1 minutes per day driving, seeing Billboards and Signs. 70.9% Listen to Local Radio Stations Out-of-Home for an average of

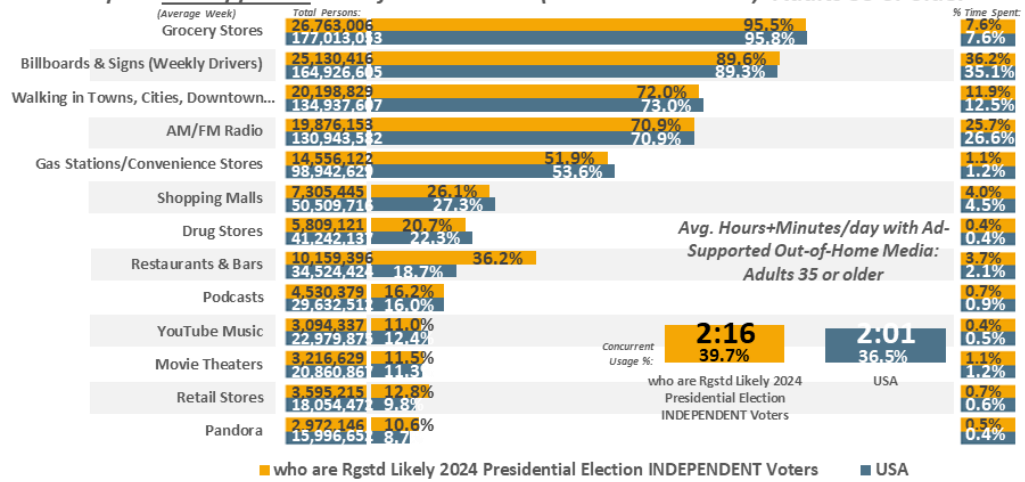
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



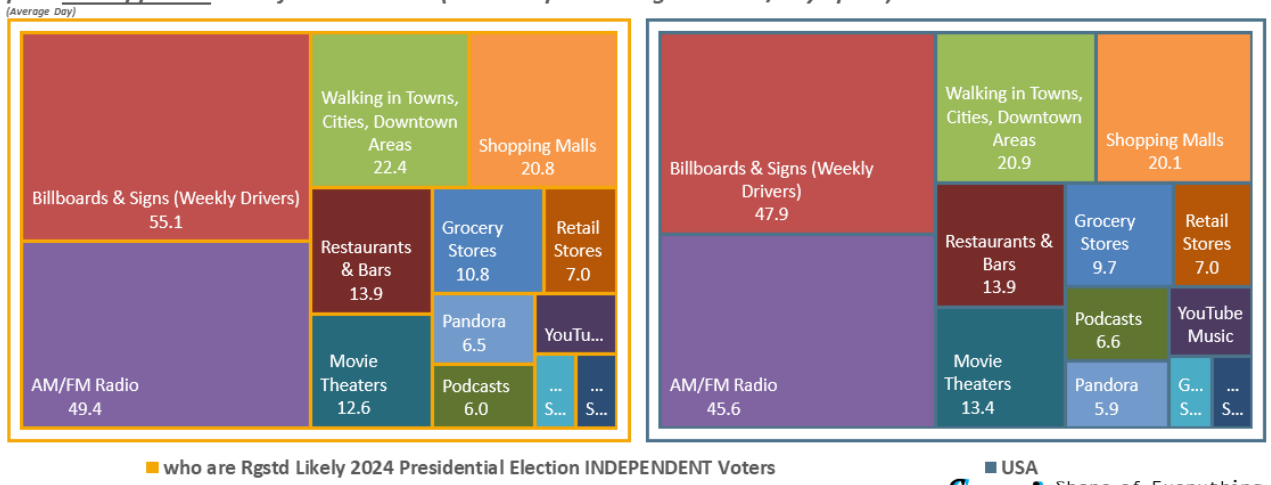
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,444

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USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

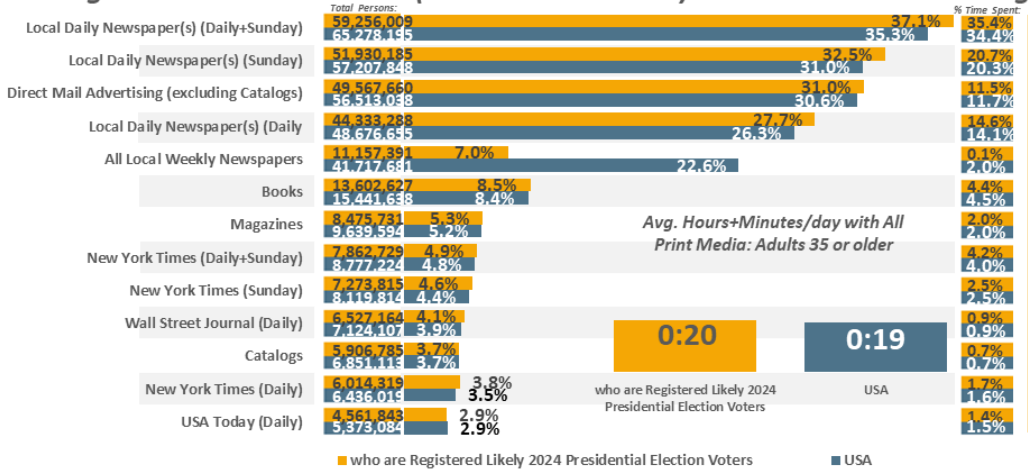
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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Independent OR Political party affiliation: None of these))]

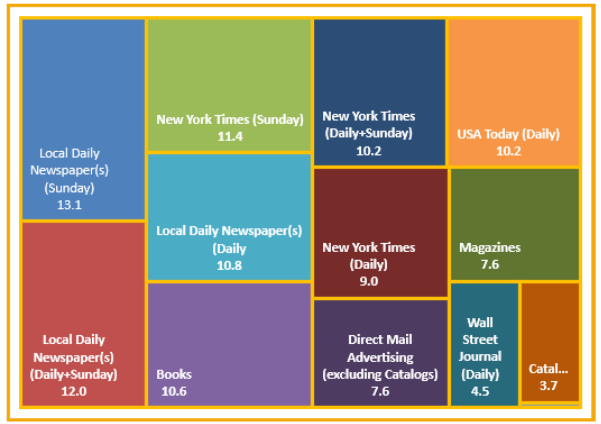
ALL LIKELY VOTERS

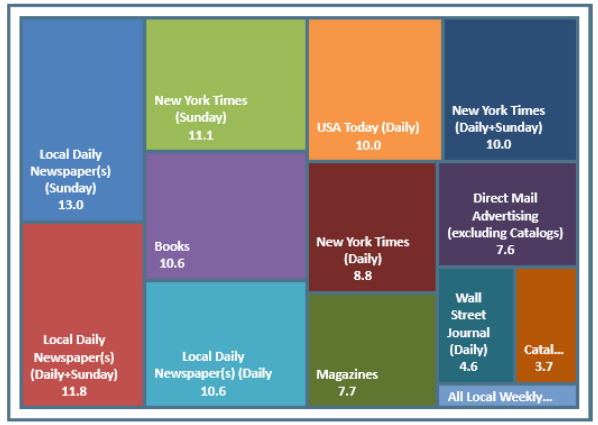
59,256,009 or 37.1% of Adults 35 or older who are Registered Likely 2024 Presidential Election Voters read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12. minutes every day representing 37.% of all time spent daily with All forms of Print M

Avg. Week All Print Media (Persons & % Reach): Adults 35 or older

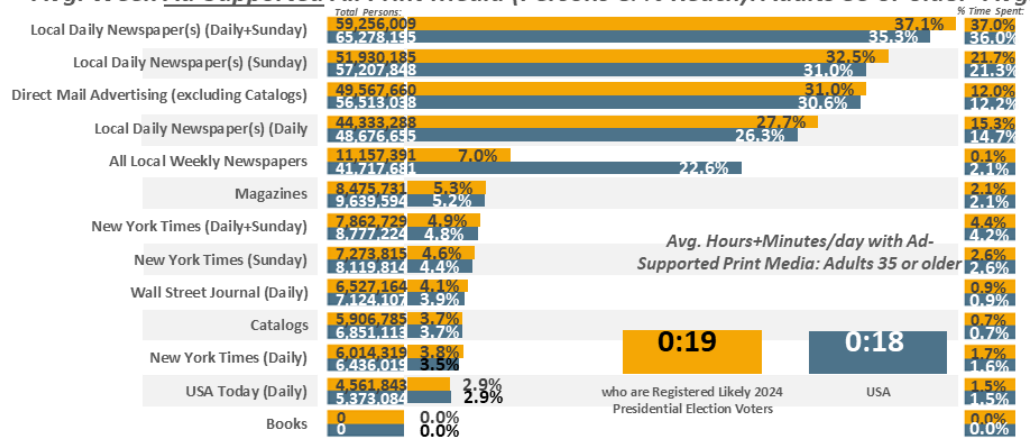


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

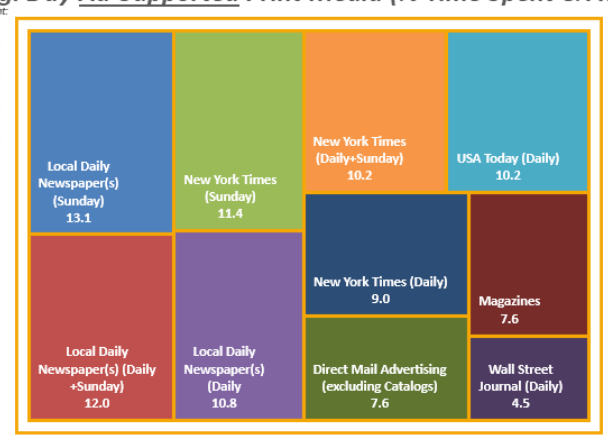


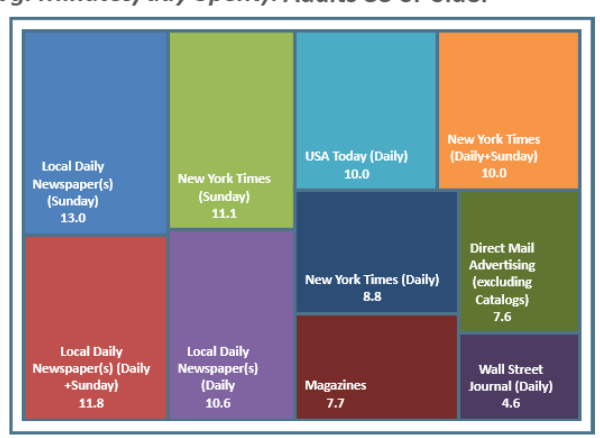


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 8,507

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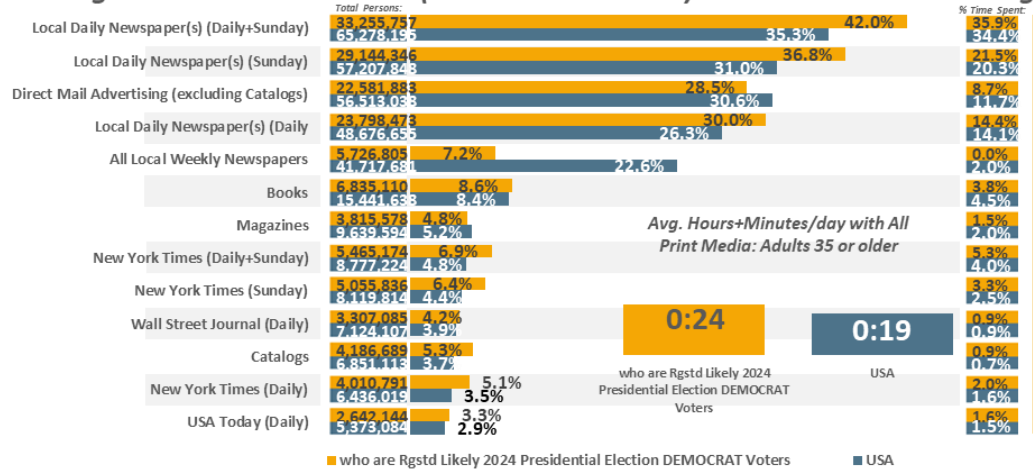
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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes))]

DEMOCRAT / LEAN DEMOCRAT

33,255,757 or 42.% of Adults 35 or older who are Rgstd Likely 2024 Presidential Election DEMOCRAT Voters read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.9 minutes every day representing 37.4% of all time spent daily with All forms of Pr

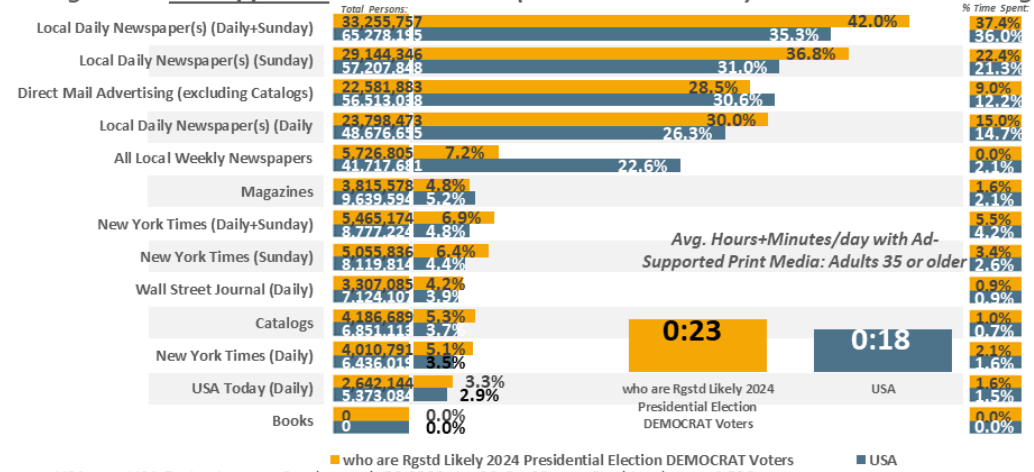
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 4,533

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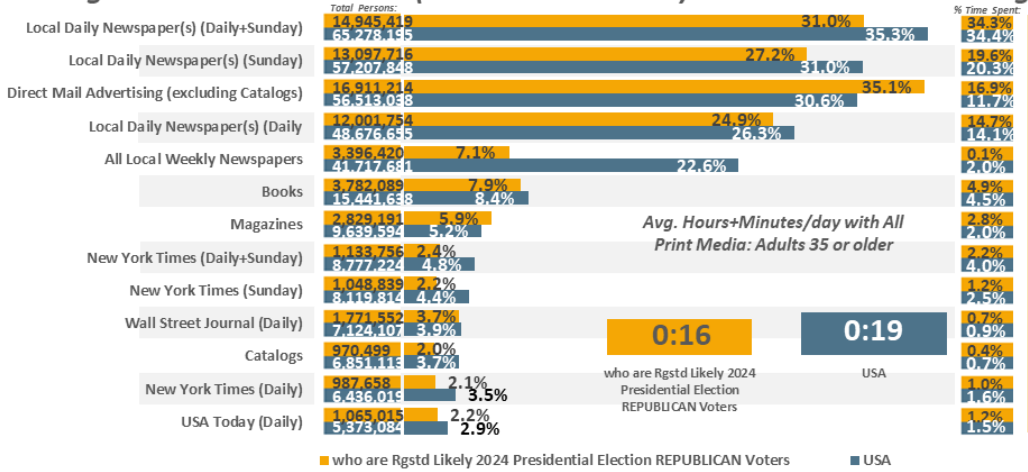
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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Democrat OR Political party affiliation: Independent, but feel closer to Democrat))]

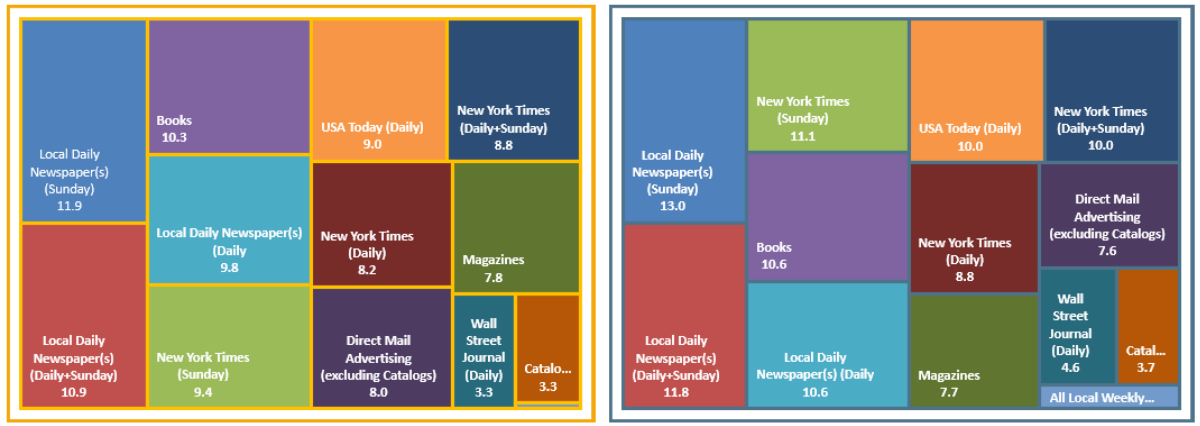
REPUBLICAN / LEAN REPUBLICAN

14,945,419 or 31.% of Adults 35 or older who are Rgstd Likely 2024 Presidential Election REPUBLICAN Voters read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.9 minutes every day representing 36.1% of all time spent daily with All forms of

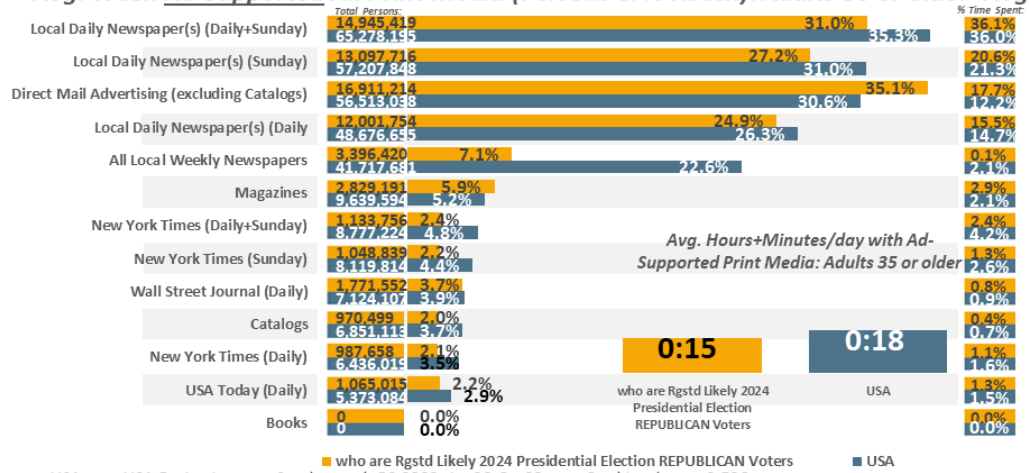
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



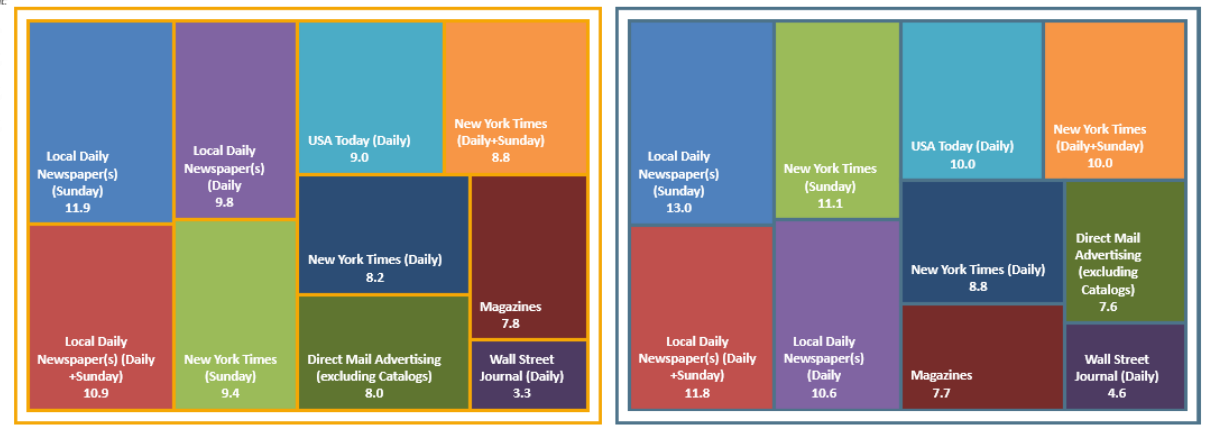
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,530

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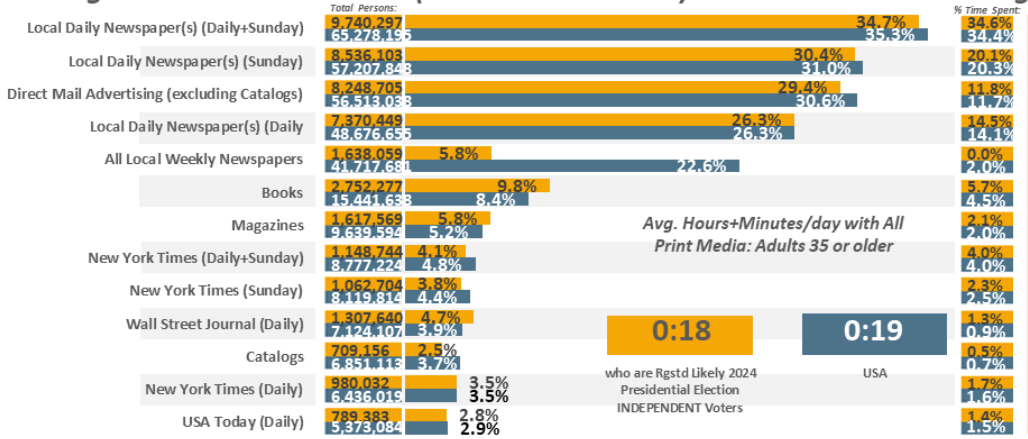
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[(Registered to vote in district of residence: Yes AND (How often usually vote in presidential elections: Always OR How often usually vote in presidential elections: Sometimes AND (Political party affiliation: Republican OR Political party affiliation: Independent, but feel closer to Republican))]

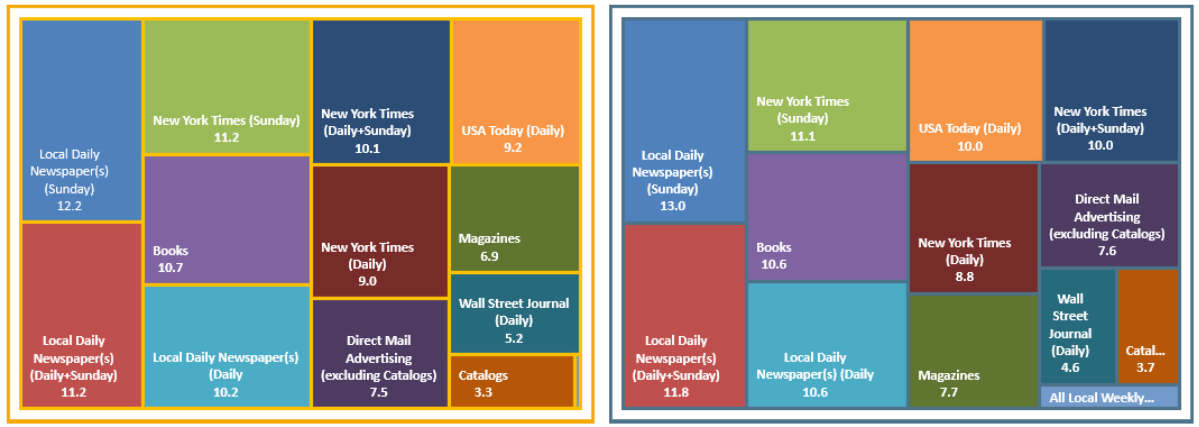
INDEPENDENT / NONE OF THESE

9,740,297 or 34.7% of Adults 35 or older who are Rgstd Likely 2024 Presidential Election INDEPENDENT Voters read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.2 minutes every day representing 36.7% of all time spent daily with All forms of

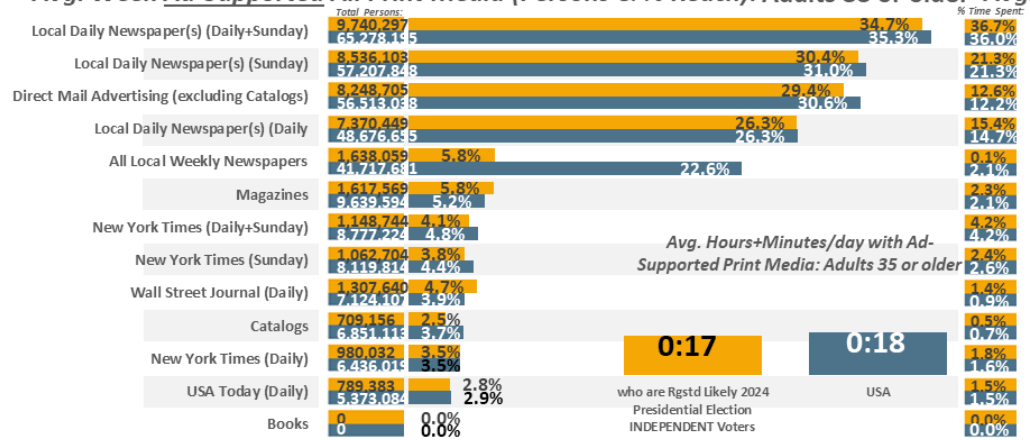
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



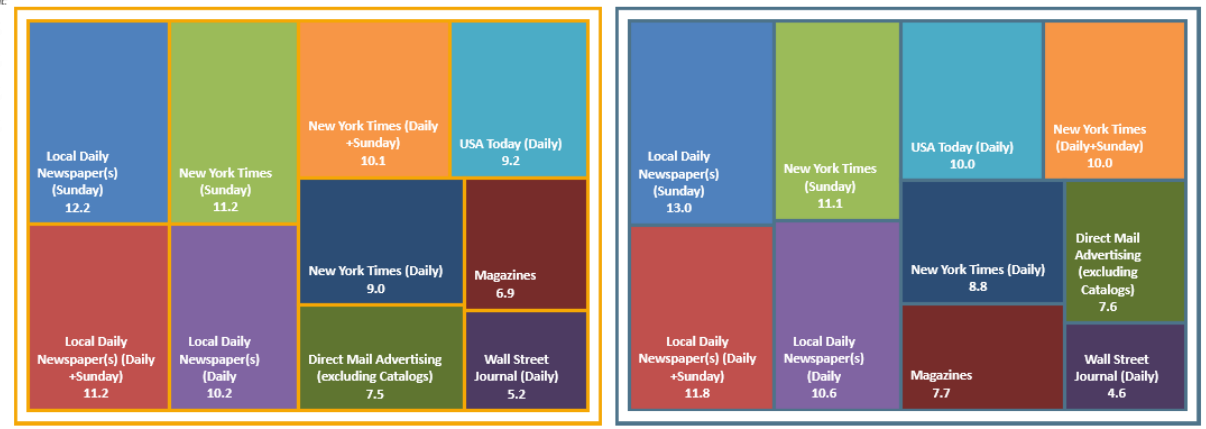
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,444

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