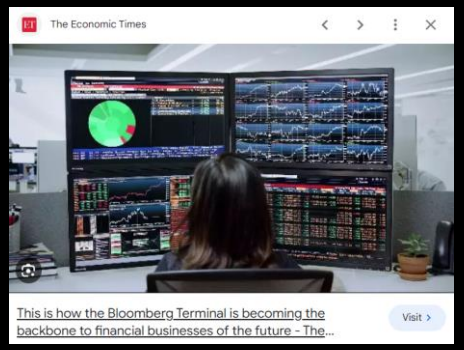
USA – past 30 days users of X (Formerly "Twitter") Aug23- Apr24!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of the P18+, P25-64, W25-64, M25-64, P35+ past 30 days users of X (Formerly "Twitter") vs. Same Demos of USA Avg.







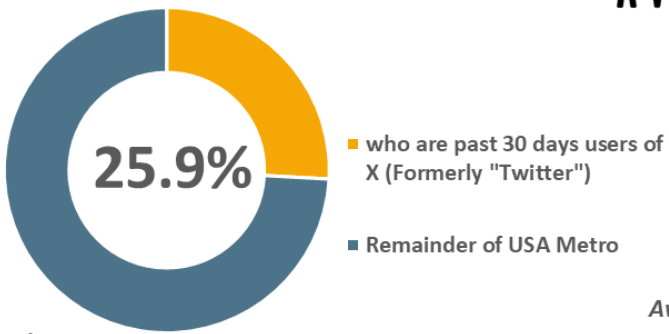
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

P18+

25.9% or 67,813,062 of USA Adults 18 or older are past 30 days users of X (Formerly "Twitter").
Typical Adults 18 or older who are past 30 days users of X (Formerly "Twitter") are 43.9 years old (10.% younger than average) and have a $114,315 (23.6% higher than average) annual household income.

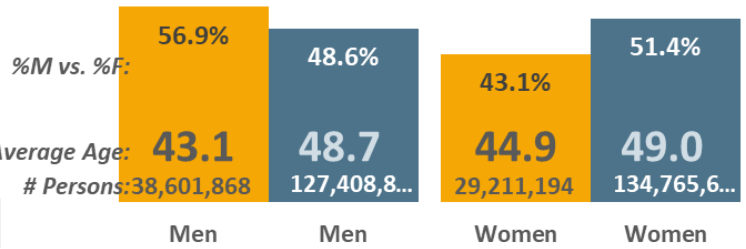
Percent of Market: Adults 18 or older



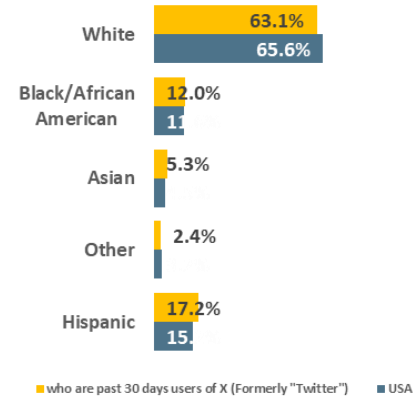
Total Persons:

67,813,062	194,361,438

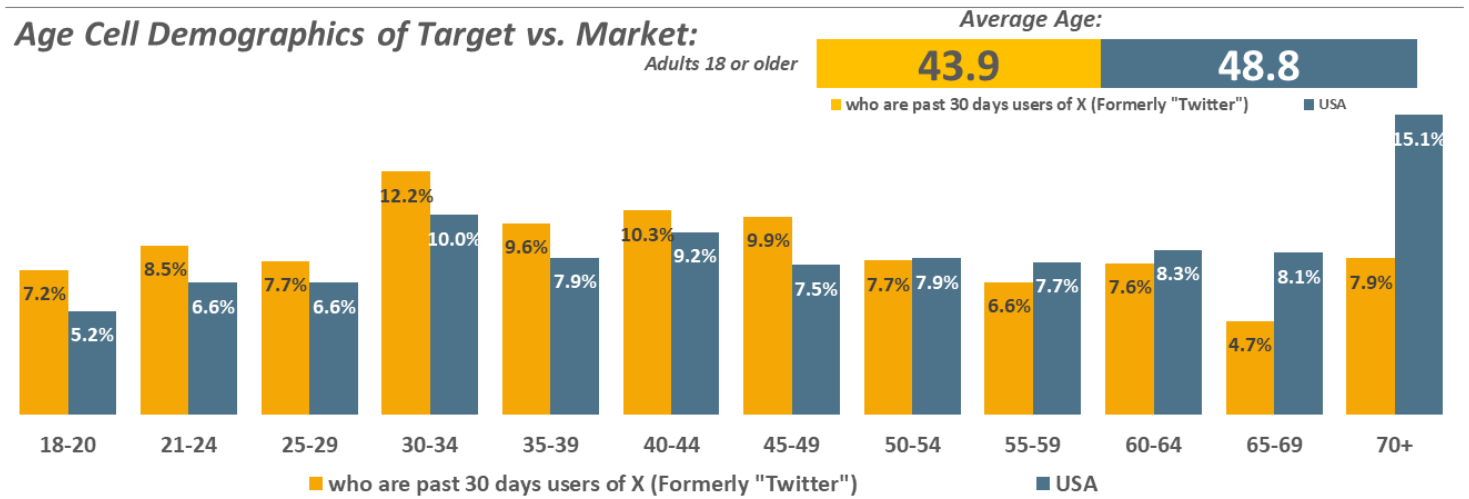
Gender of Target vs. Market: Adults 18 or older



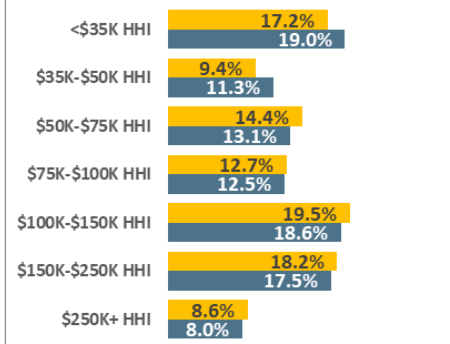
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:

$114,315	$92,464

USA *USA Projection* *Scarborough R1 2024: Aug23-Apr24* *Qual Intab* *2,706*

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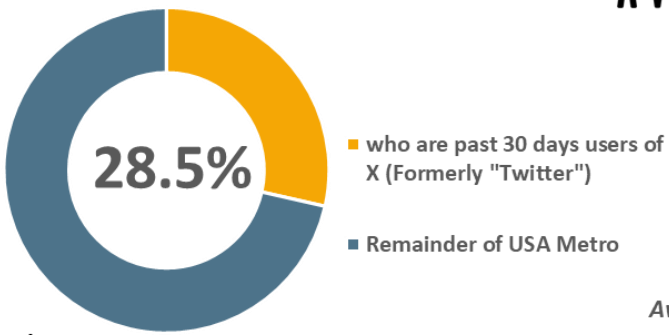
Scarborough R1 2024: Aug23-Apr24 *USA Projection*

Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

P25-64

28.5% or 48,633,884 of USA Adults 25 - 64 are past 30 days users of X (Formerly "Twitter").
Typical Adults 25 - 64 who are past 30 days users of X (Formerly "Twitter") are 43.8 years old (2.5% younger than average) and have a $123,864 (22.8% higher than average) annual household income.

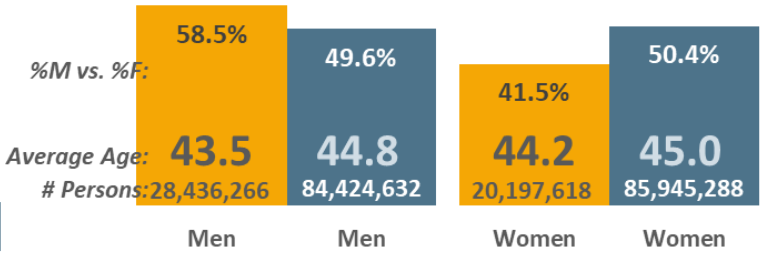
Percent of Market: Adults 25 - 64



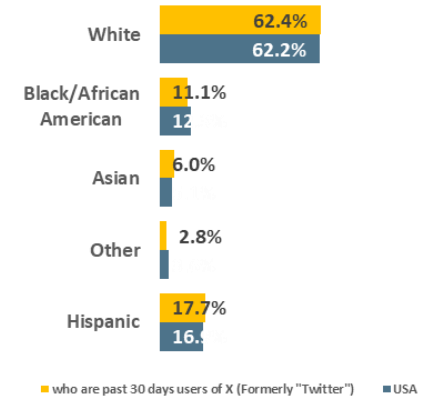
Total Persons:



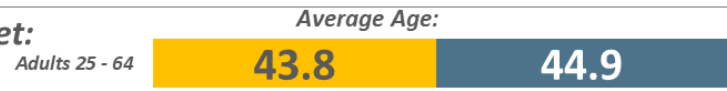
Gender of Target vs. Market: Adults 25 - 64

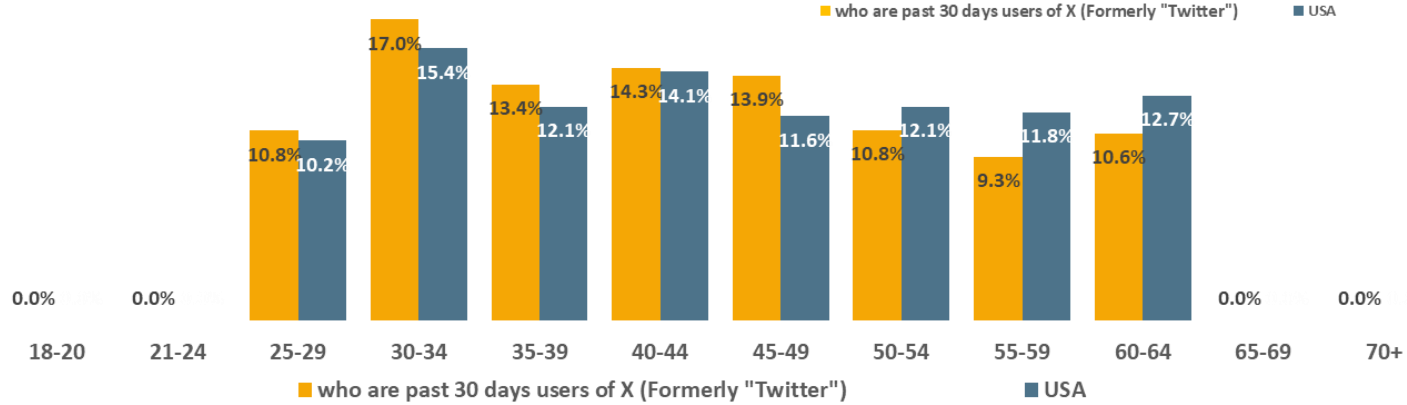


Ethnicity of Target vs. Market:

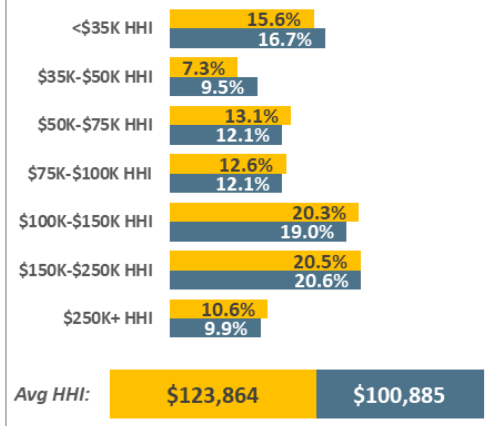


Age Cell Demographics of Target vs. Market:





HHI of Target vs. Market:



Avg HHI:

USA USA Projection Scarborough R1 2024: Aug23-Apr24 Qual Intab 2,706

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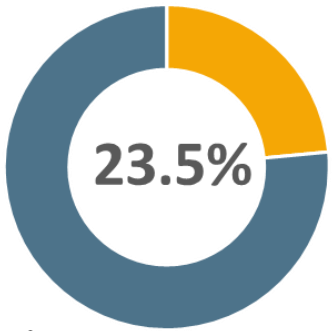
Scarborough R1 2024: Aug23-Apr24 USA Projection

Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

W25-64

23.5% or 20,197,618 of USA Women 25 - 64 are past 30 days users of X (Formerly "Twitter").
Typical Women 25 - 64 who are past 30 days users of X (Formerly "Twitter") are 44.2 years old (1.7% younger than average) and have a $105,815 (16.3% higher than average) annual household income.

Percent of Market: Women 25 - 64

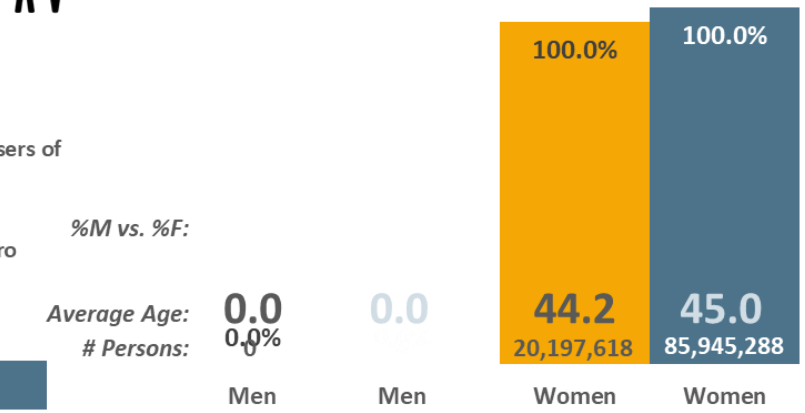


- who are past 30 days users of X (Formerly "Twitter")
- Remainder of USA Metro

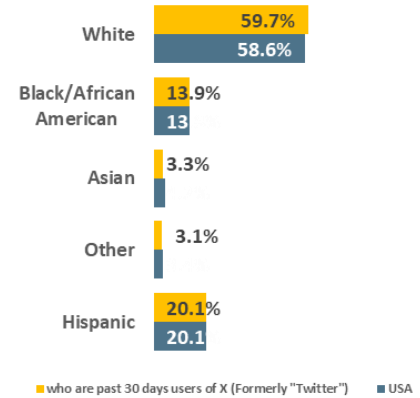
Total Persons:

20,197,618	65,747,670

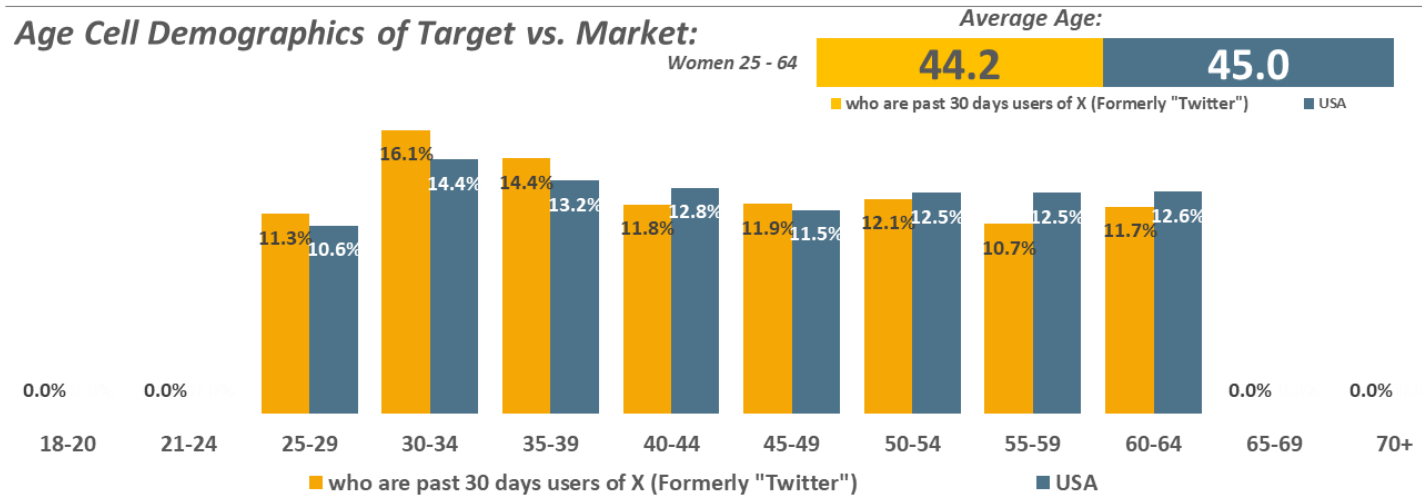
Gender of Target vs. Market: Women 25 - 64



Ethnicity of Target vs. Market:



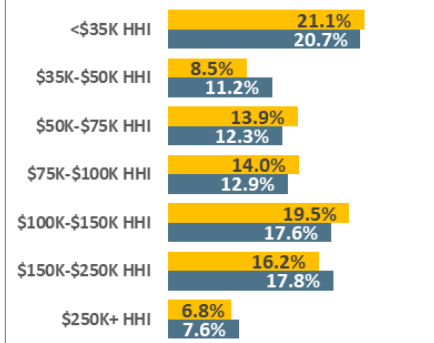
Age Cell Demographics of Target vs. Market:



USA USA Projection Scarborough R1 2024: Aug23-Apr24 Qual Intab 2,706

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HHI of Target vs. Market:



Avg HHI:	$105,815	$91,019

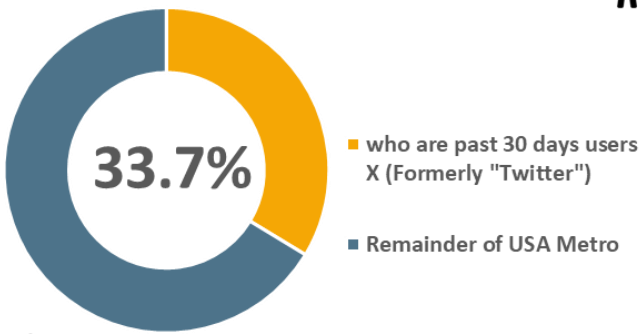
Scarborough R1 2024: Aug23-Apr24 USA Projection

Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

M25-64

33.7% or 28,436,266 of USA Men 25 - 64 are past 30 days users of X (Formerly "Twitter").
Typical Men 25 - 64 who are past 30 days users of X (Formerly "Twitter") are 43.5 years old (3.% younger than average) and have a $136,684 (23.2% higher than average) annual household income.

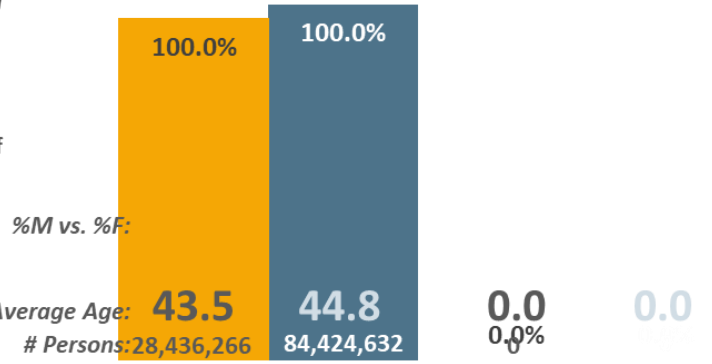
Percent of Market: Men 25 - 64



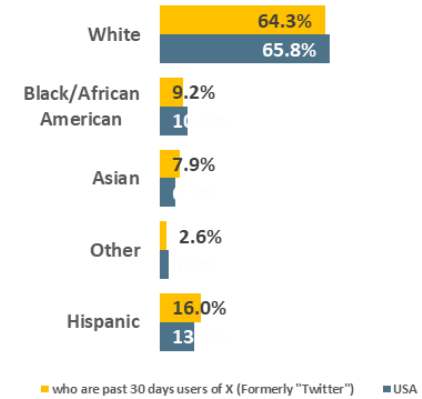
Total Persons:

28,436,266	55,988,366

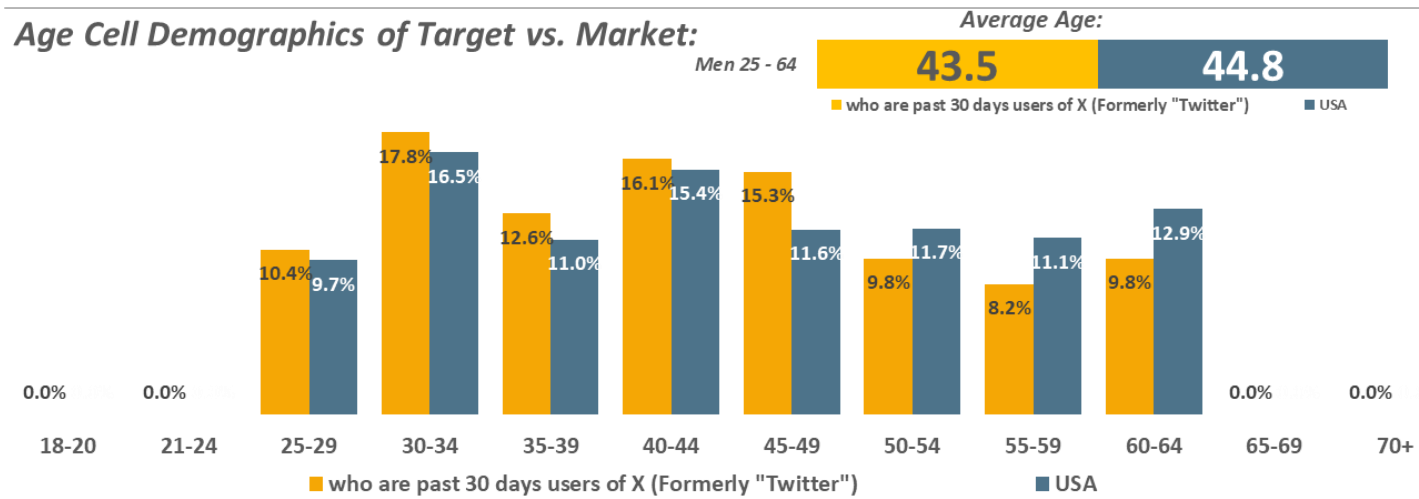
Gender of Target vs. Market: Men 25 - 64



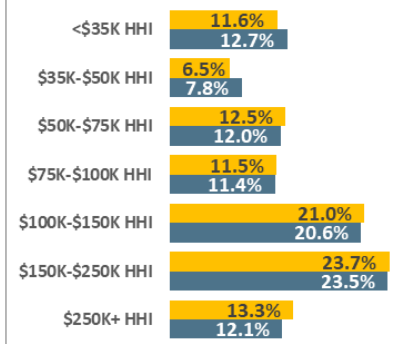
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:

$136,684	$110,930

USA USA Projection Scarborough R1 2024: Aug23-Apr24 Qual Intab 2,706

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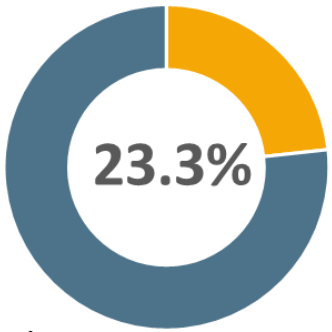
Scarborough R1 2024: Aug23-Apr24 USA Projection

Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

P35+

23.3% or 43,622,291 of USA Adults 35 or older are past 30 days users of X (Formerly "Twitter").
Typical Adults 35 or older who are past 30 days users of X (Formerly "Twitter") are 53.7 years old (6.9% younger than average) and have a $119,848 (26.8% higher than average) annual household income.

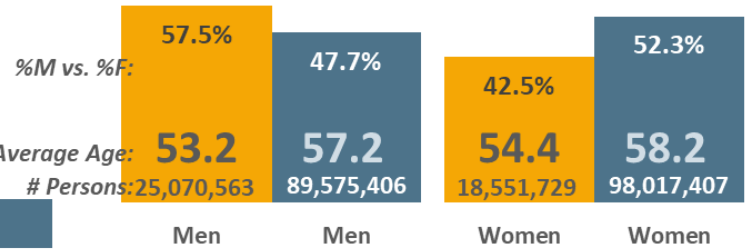
Percent of Market: Adults 35 or older



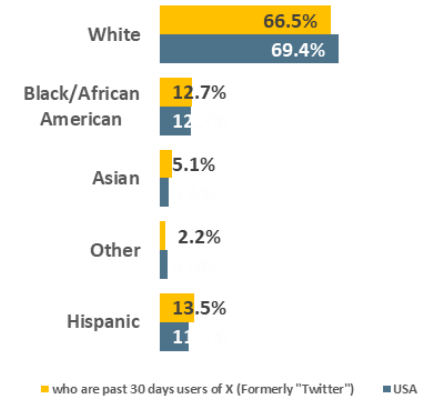
Total Persons:



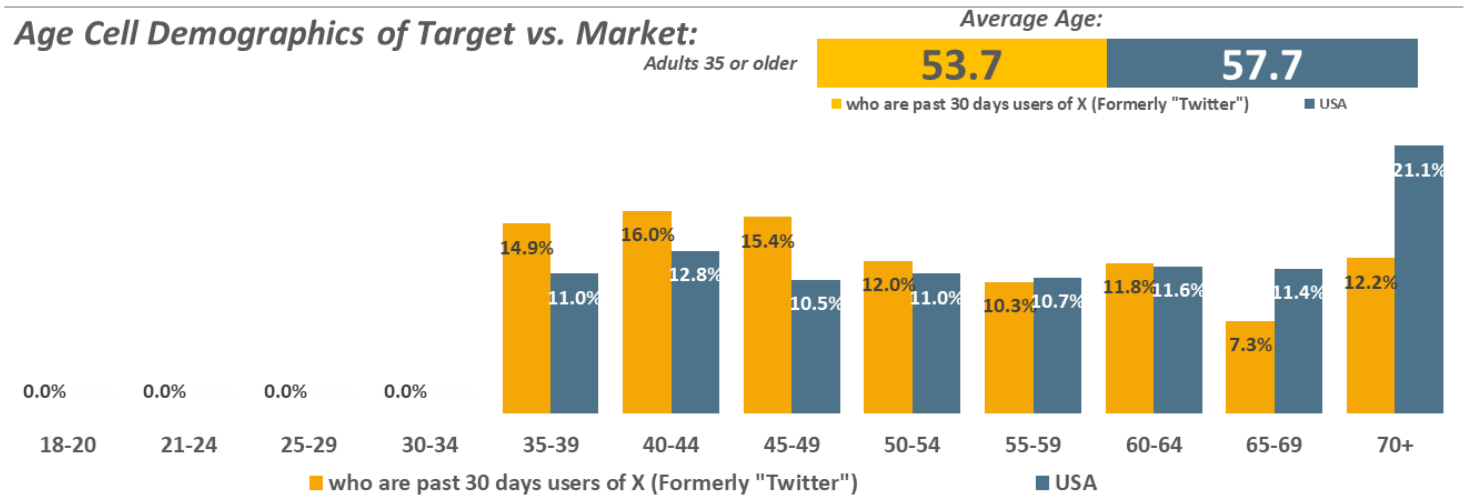
Gender of Target vs. Market: Adults 35 or older



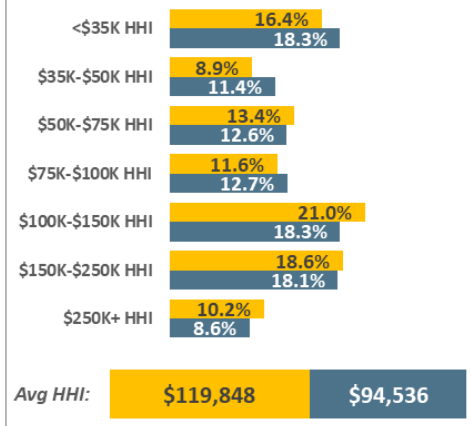
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $119,848 | $94,536

USA USA Projection Scarborough R1 2024: Aug23-Apr24 Qual Intab 2,706

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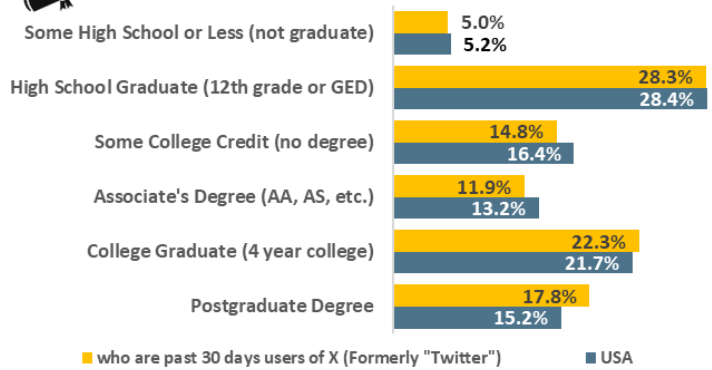
Scarborough R1 2024: Aug23-Apr24 USA Projection

Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

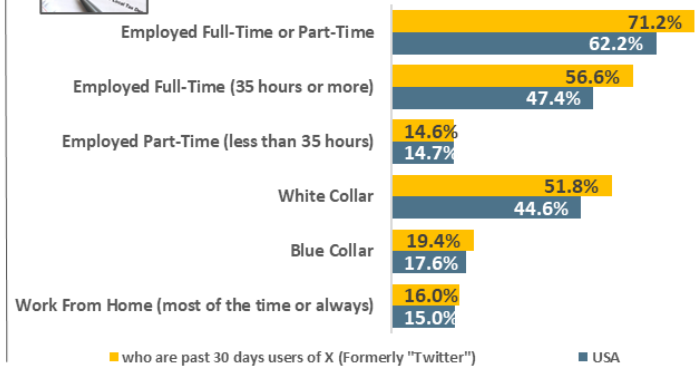
P18+

25.9% or 67,813,062 of USA Adults 18 or older are past 30 days users of X (Formerly "Twitter").
Adults 18 or older who are past 30 days users of X (Formerly "Twitter") are 8.7% more likely to be a college graduate, 19.3% more likely to work full-time, 1.7% more likely to be married, 21.6% more likely to be a parent of 1 or more children under 18.

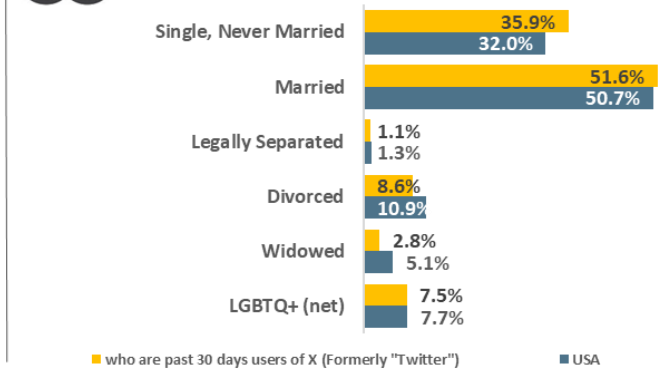
Education Levels: Adults 18 or older



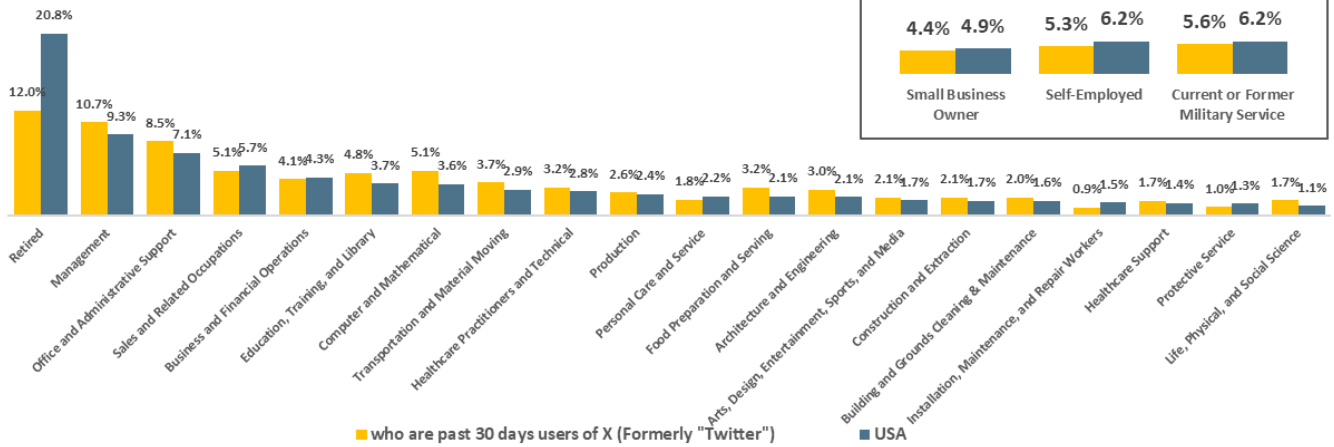
Employment: Adults 18 or older



Marital Status: Adults 18 or older

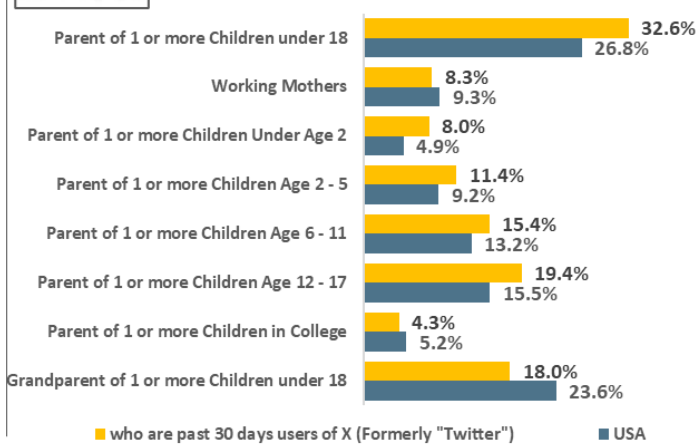


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Aug23-Apr24 Qual Intab 2,706

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Scarborough R1 2024: Aug23-Apr24 USA Projection

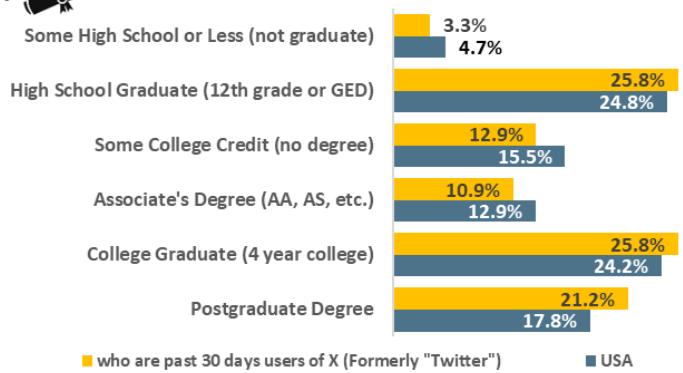
©

Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

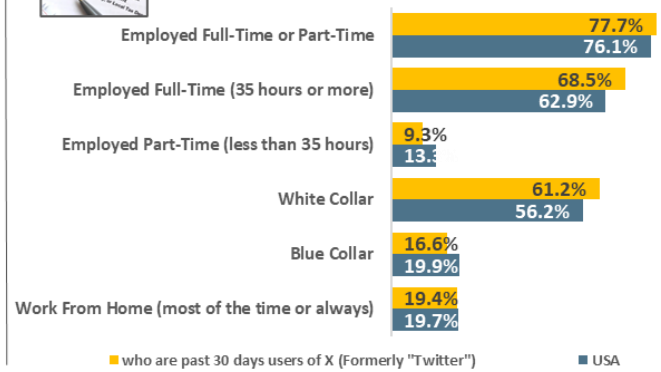
P25-64

28.5% or 48,633,884 of USA Adults 25 - 64 are past 30 days users of X (Formerly "Twitter").
Adults 25 - 64 who are past 30 days users of X (Formerly "Twitter") are 11.9% more likely to be a college graduate, 8.9% more likely to work full-time, 6.7% more likely to be married, 10.4% more likely to be a parent of 1 or more children under 18.

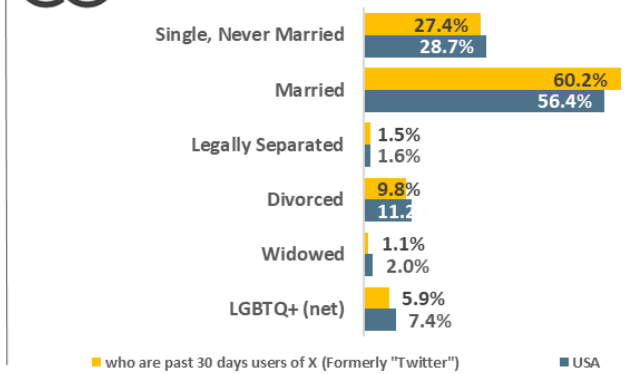
Education Levels: Adults 25 - 64



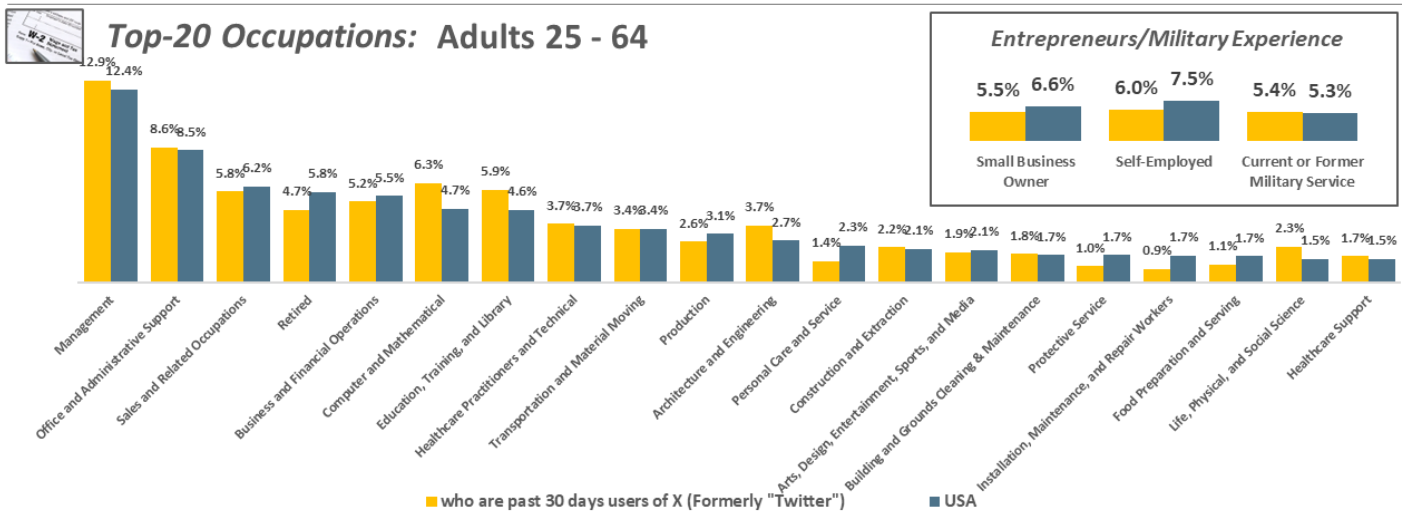
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

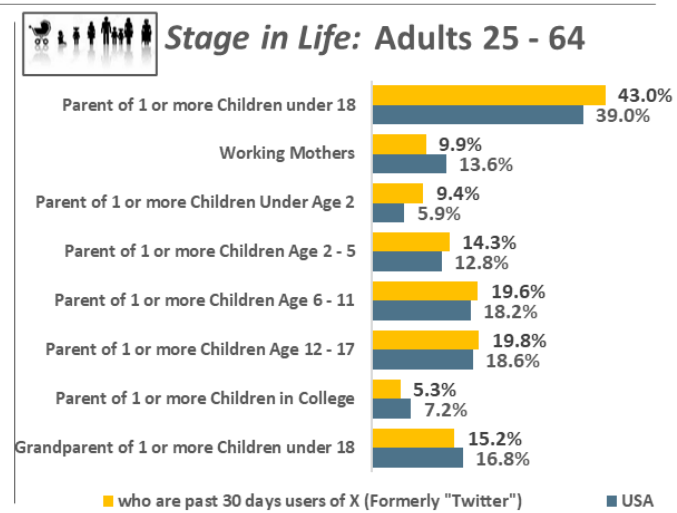


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R1 2024: Aug23-Apr24 Qual Intab 2,706

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Scarborough R1 2024: Aug23-Apr24 USA Projection

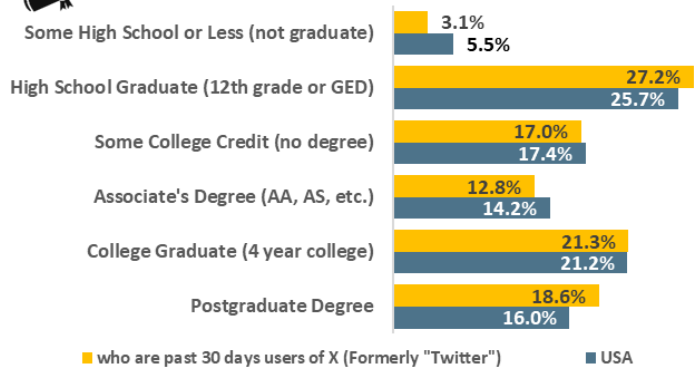
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

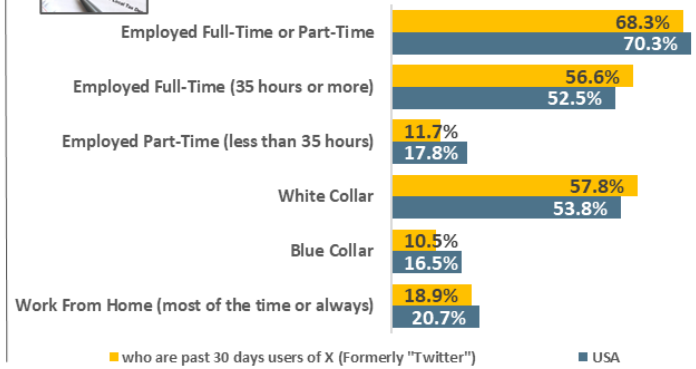
W25-64

23.5% or 20,197,618 of USA Women 25 - 64 are past 30 days users of X (Formerly "Twitter").
Women 25 - 64 who are past 30 days users of X (Formerly "Twitter") are 7.4% more likely to be a college graduate, 7.9% more likely to work full-time, 6.9% more likely to be married, 3.7% more likely to be a parent of 1 or more children under 18.

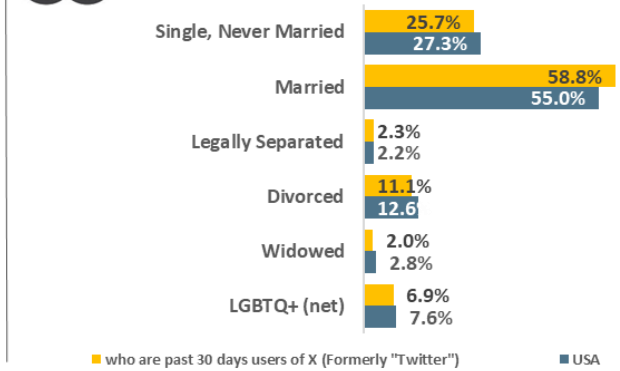
Education Levels: Women 25 - 64



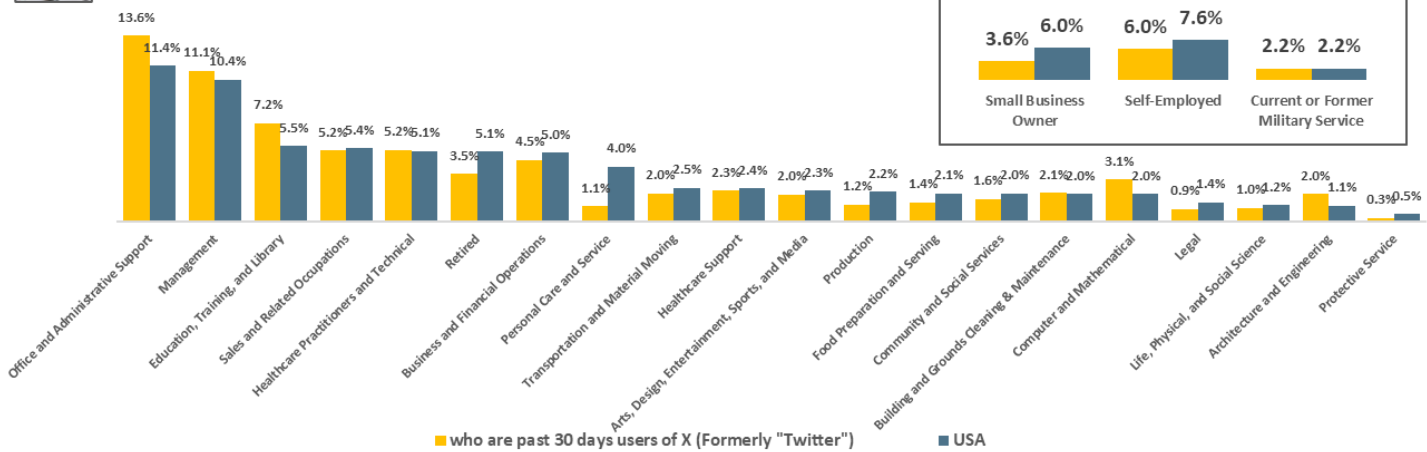
Employment: Women 25 - 64



Marital Status: Women 25 - 64

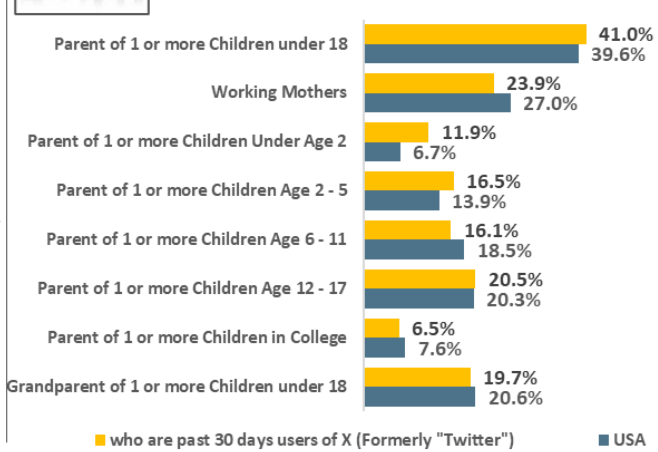


Top-20 Occupations: Women 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Women 25 - 64



USA USA Projection Scarborough R1 2024: Aug23-Apr24 Qual Intab 2,706

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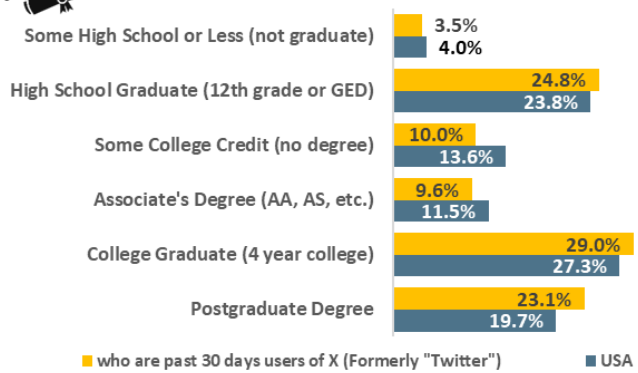
Scarborough R1 2024: Aug23-Apr24 USA Projection

Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

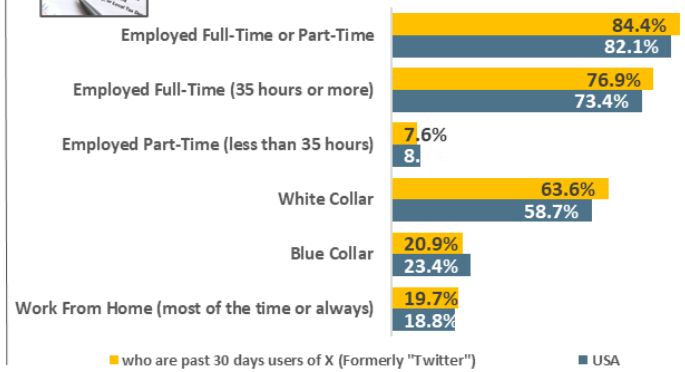
M25-64

33.7% or 28,436,266 of USA Men 25 - 64 are past 30 days users of X (Formerly "Twitter").
Men 25 - 64 who are past 30 days users of X (Formerly "Twitter") are 10.9% more likely to be a college graduate, 4.7% more likely to work full-time, 5.8% more likely to be married, 15.7% more likely to be a parent of 1 or more children under 18.

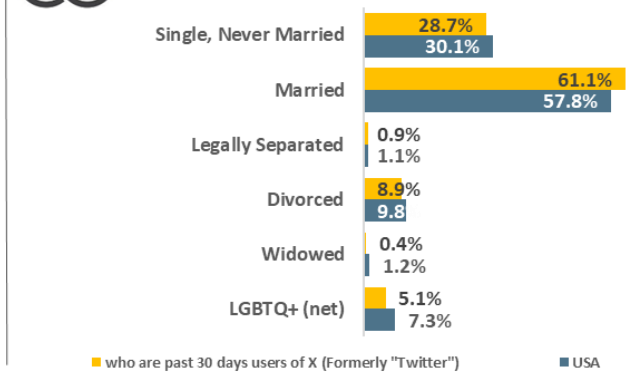
Education Levels: Men 25 - 64



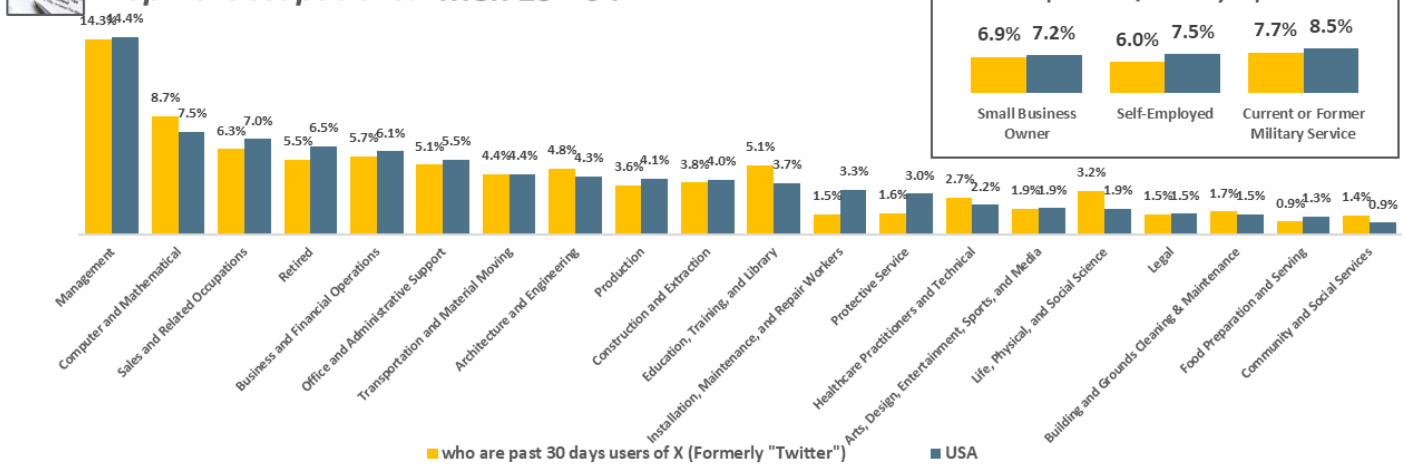
Employment: Men 25 - 64



Marital Status: Men 25 - 64

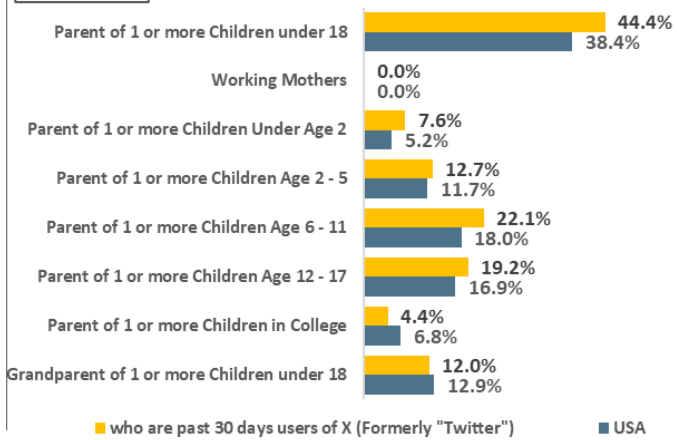


Top-20 Occupations: Men 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Men 25 - 64



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Scarborough R1 2024: Aug23-Apr24 USA Projection

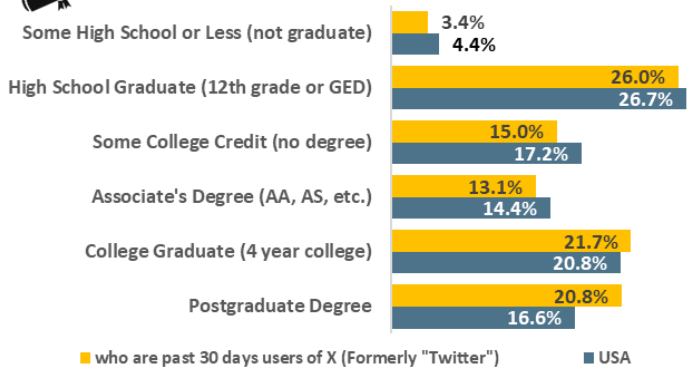
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

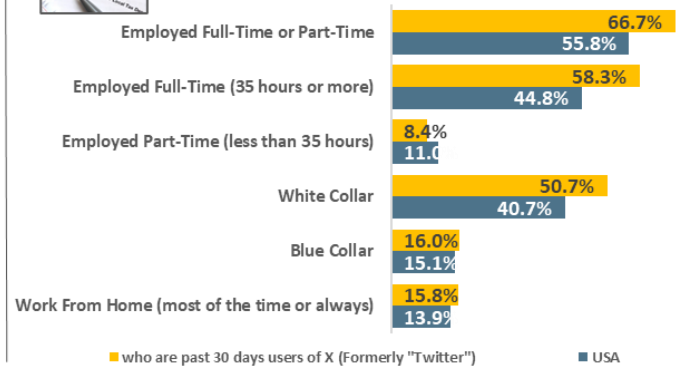
P35+

23.3% or 43,622,291 of USA Adults 35 or older are past 30 days users of X (Formerly "Twitter").
Adults 35 or older who are past 30 days users of X (Formerly "Twitter") are 13.7% more likely to be a college graduate, 30.2% more likely to work full-time, 8.6% more likely to be married, 15.6% less likely to be a grandparent of 1 or more children under

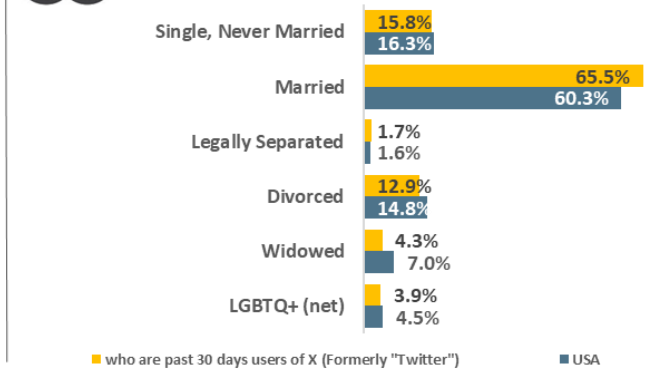
Education Levels: Adults 35 or older



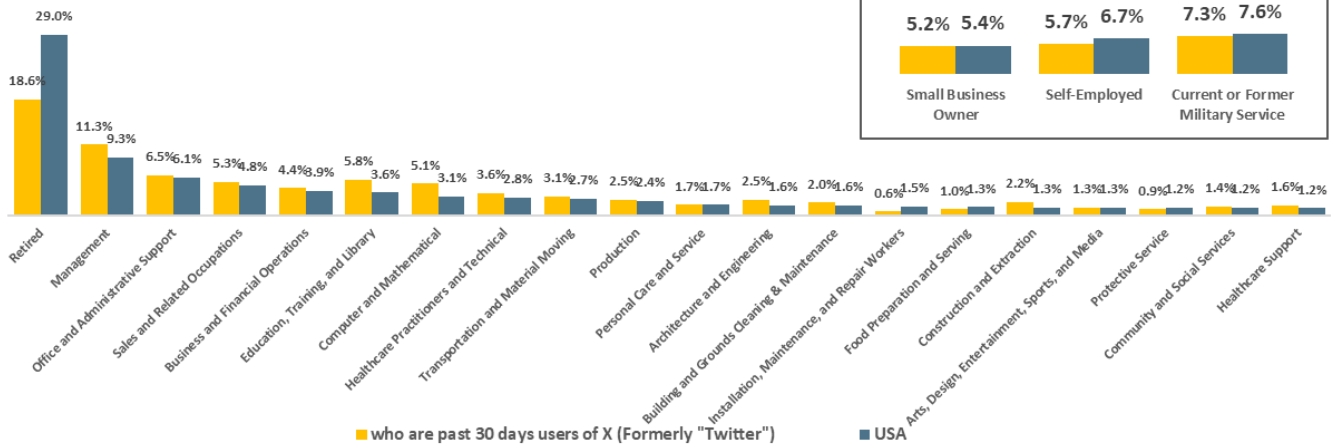
Employment: Adults 35 or older



Marital Status: Adults 35 or older

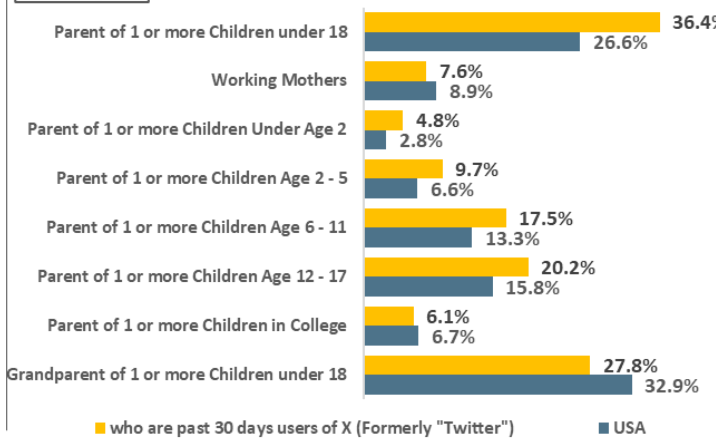


Top-20 Occupations: Adults 35 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 35 or older



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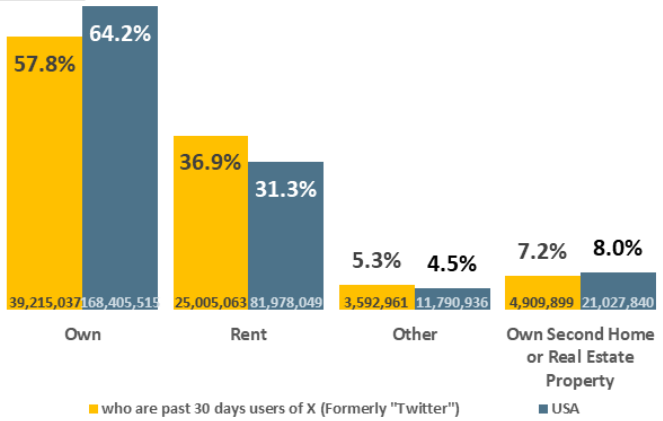
Scarborough R1 2024: Aug23-Apr24 USA Projection

Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

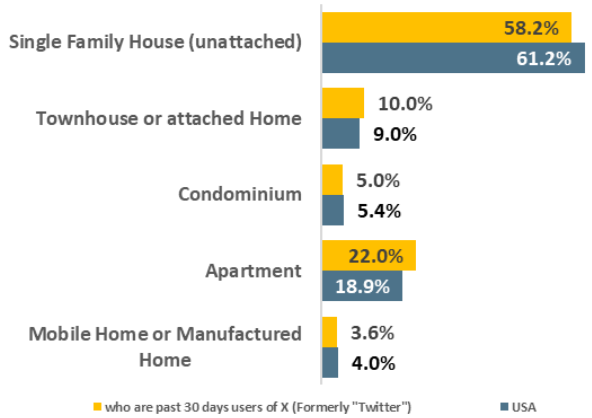
P18+

25.9% or 67,813,062 of USA Adults 18 or older are past 30 days users of X (Formerly "Twitter").
Adults 18 or older who are past 30 days users of X (Formerly "Twitter") are 10.% less likely to own their home, 18.% more likely to own a higher valued home, 4.9% less likely to have a single-family home, 2.7% less likely to have a dog.

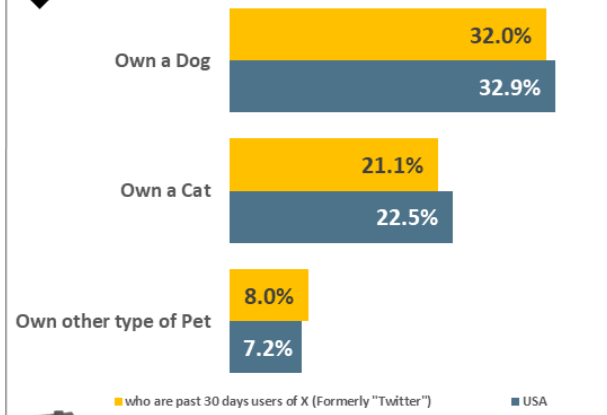
Own/Rent/Other: Adults 18 or older



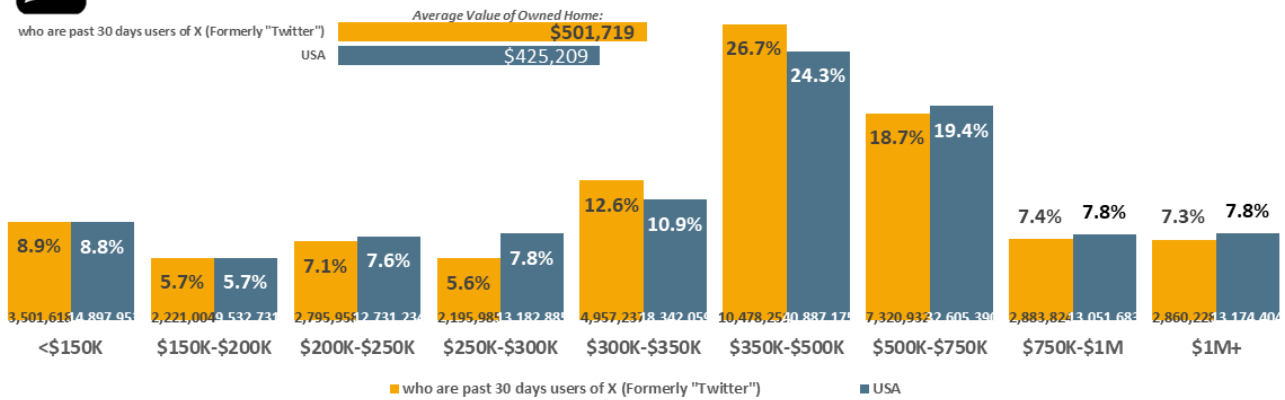
Type of Home: Adults 18 or older



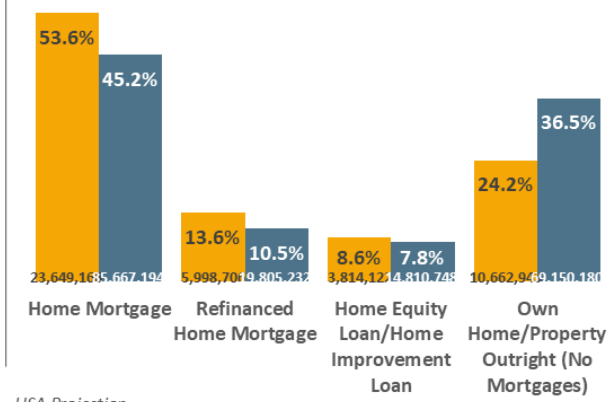
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



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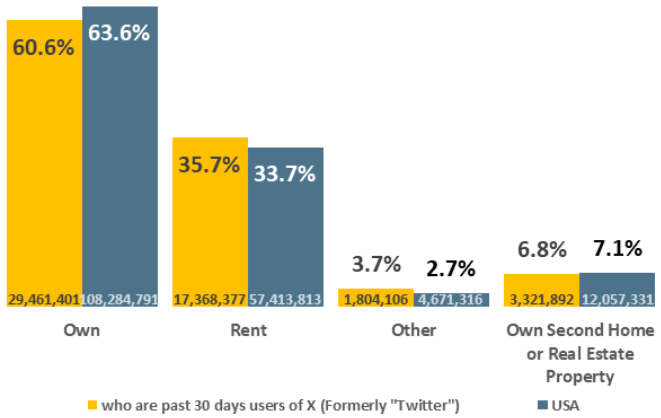
Scarborough R1 2024: Aug23-Apr24 *USA Projection*

Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

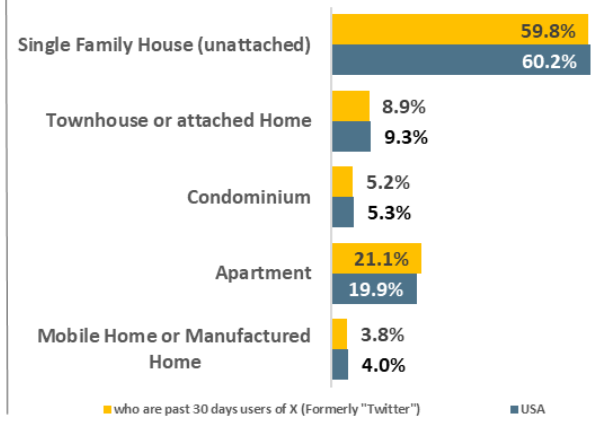
P25-64

28.5% or 48,633,884 of USA Adults 25 - 64 are past 30 days users of X (Formerly "Twitter").
Adults 25 - 64 who are past 30 days users of X (Formerly "Twitter") are 4.7% less likely to own their home, 20.8% more likely to own a higher valued home, .6% less likely to have a single-family home, 3.4% less likely to have a dog.

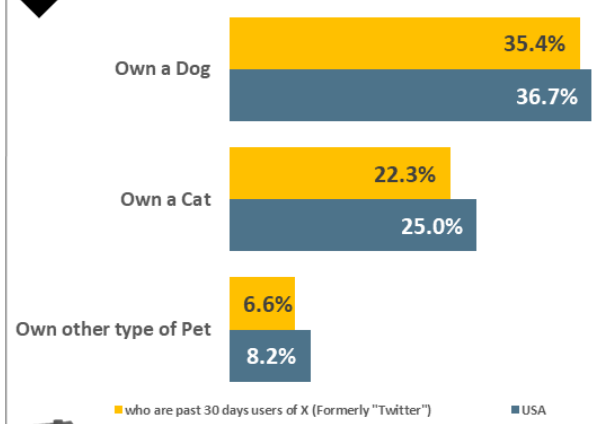
Own/Rent/Other: Adults 25 - 64



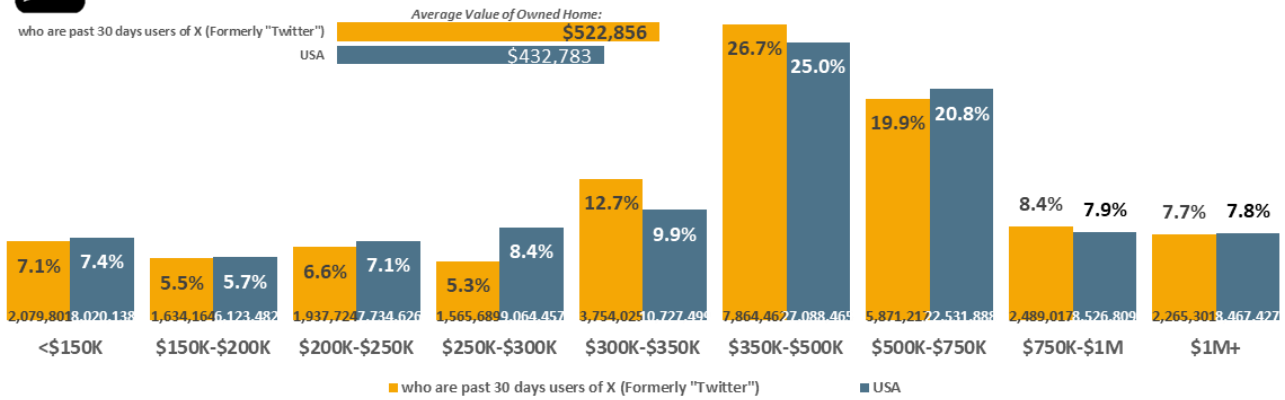
Type of Home: Adults 25 - 64



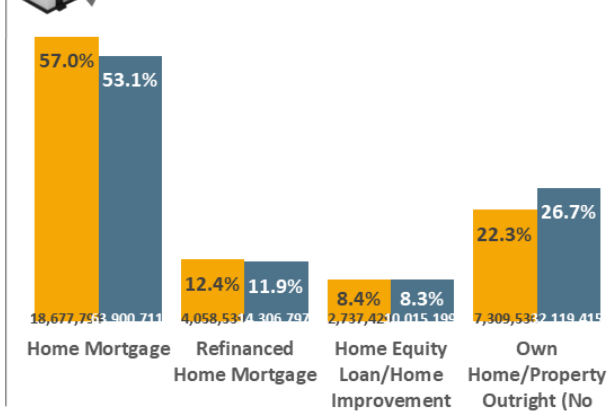
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



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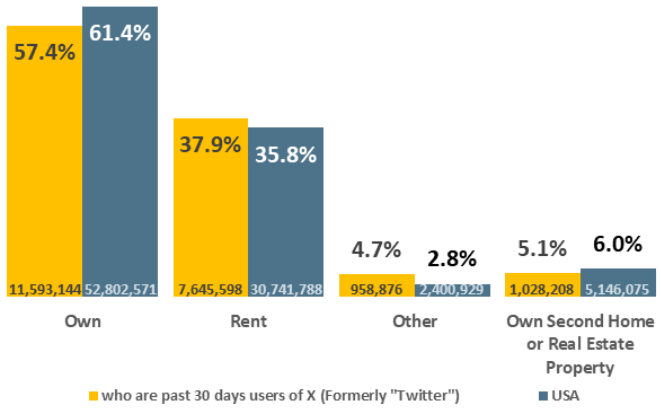
Scarborough R1 2024: Aug23-Apr24 *USA Projection*

Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

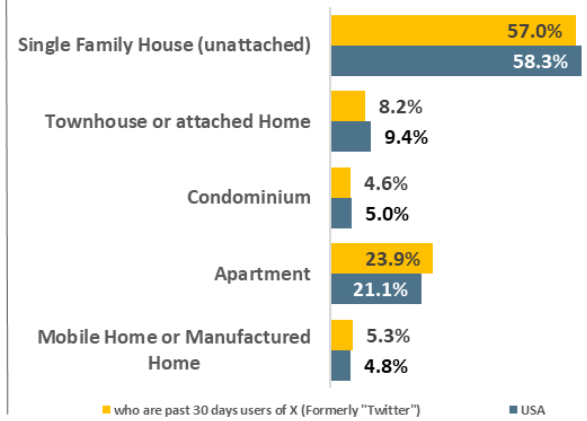
W25-64

23.5% or 20,197,618 of USA Women 25 - 64 are past 30 days users of X (Formerly "Twitter").
Women 25 - 64 who are past 30 days users of X (Formerly "Twitter") are 6.6% less likely to own their home, 17.5% more likely to own a higher valued home, 2.3% less likely to have a single-family home, 3.8% less likely to have a dog.

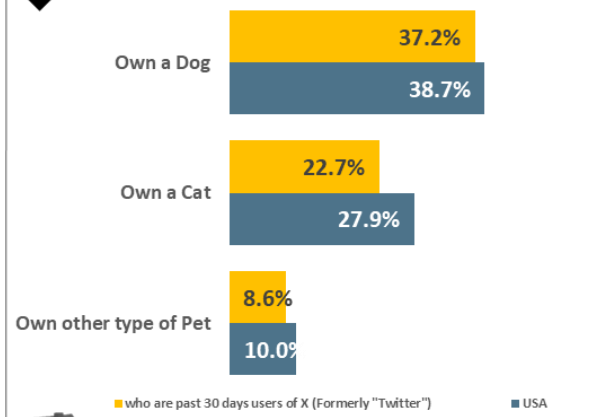
Own/Rent/Other: Women 25 - 64



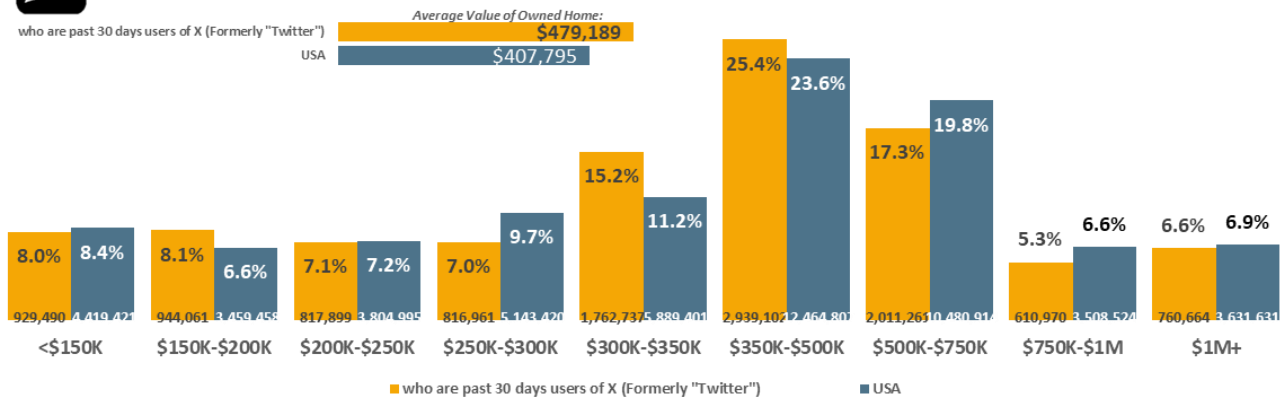
Type of Home: Women 25 - 64



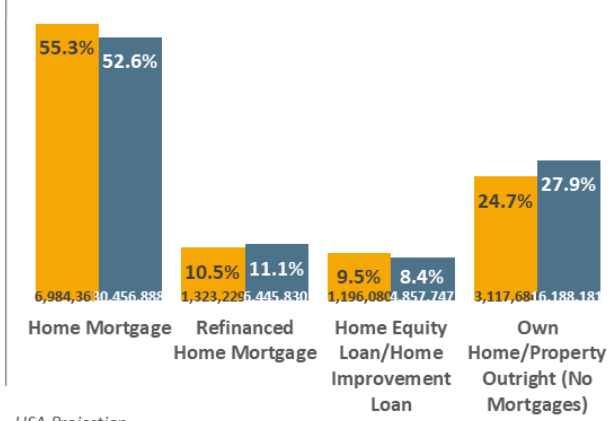
Pets in Home: Women 25 - 64



Value of Owned Home: Women 25 - 64



Home Loans: Women 25 - 64



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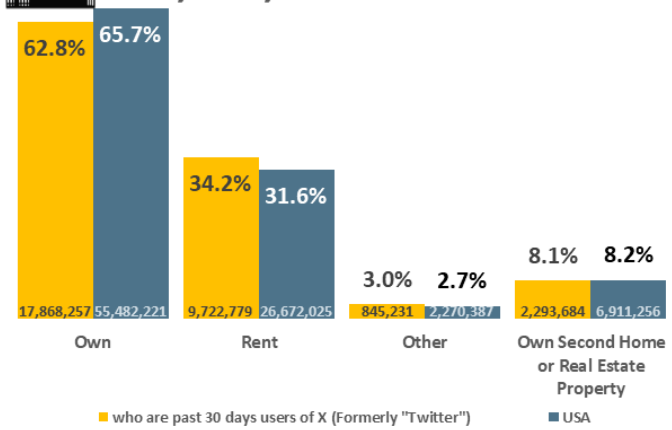
Scarborough R1 2024: Aug23-Apr24 *USA Projection*

Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

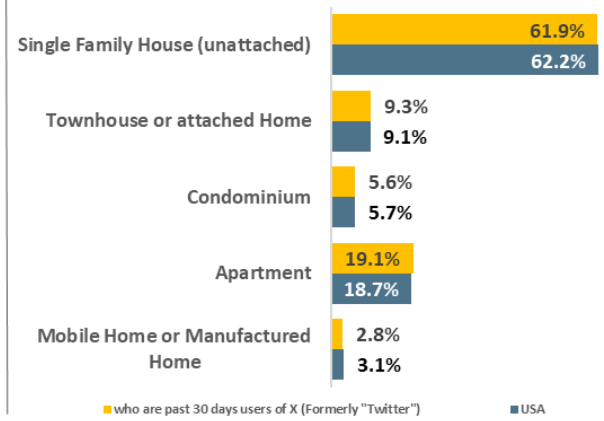
M25-64

33.7% or 28,436,266 of USA Men 25 - 64 are past 30 days users of X (Formerly "Twitter").
Men 25 - 64 who are past 30 days users of X (Formerly "Twitter") are 4.4% less likely to own their home, 20.7% more likely to own a higher valued home, .5% less likely to have a single-family home, 1.2% less likely to have a dog.

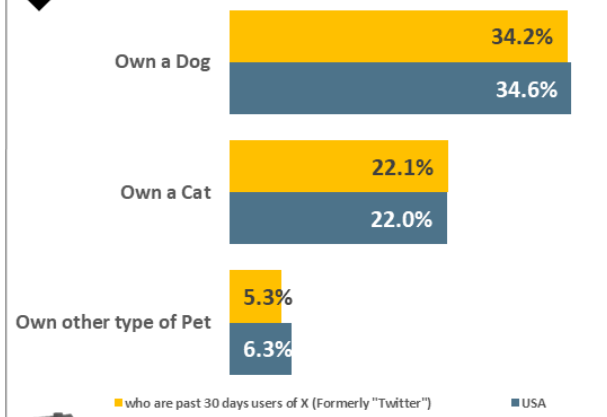
Own/Rent/Other: Men 25 - 64



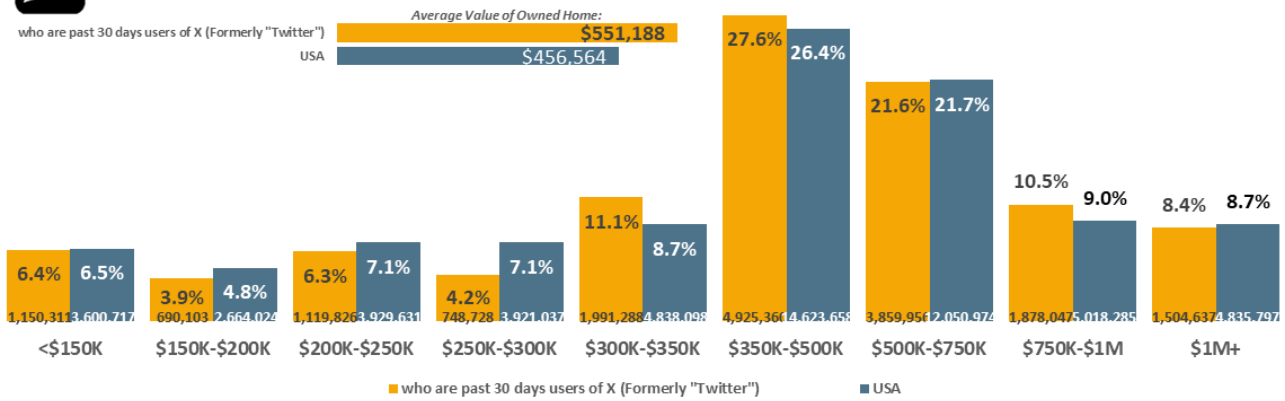
Type of Home: Men 25 - 64



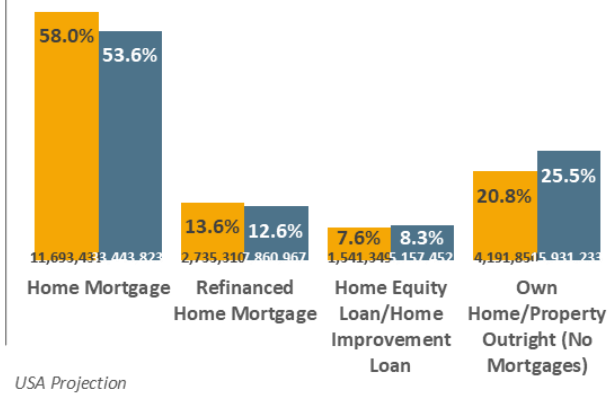
Pets in Home: Men 25 - 64



Value of Owned Home: Men 25 - 64



Home Loans: Men 25 - 64



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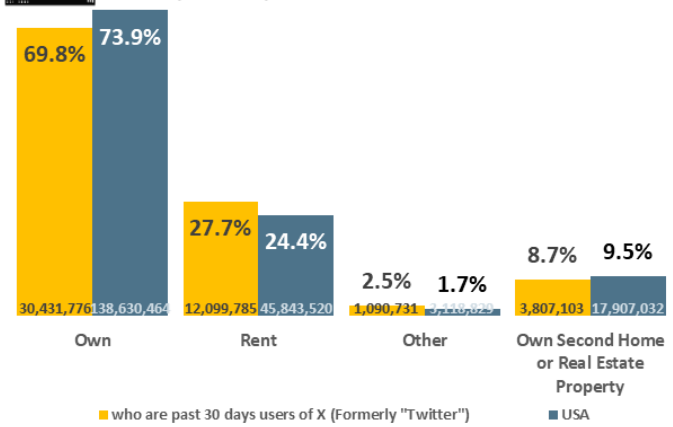
Scarborough R1 2024: Aug23-Apr24 *USA Projection*

Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

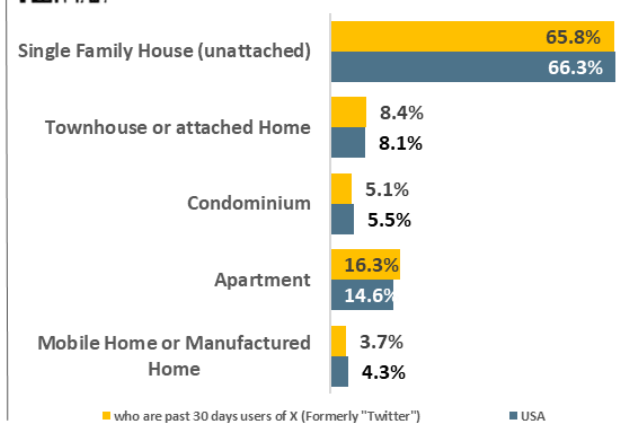
P35+

23.3% or 43,622,291 of USA Adults 35 or older are past 30 days users of X (Formerly "Twitter").
Adults 35 or older who are past 30 days users of X (Formerly "Twitter") are 5.6% less likely to own their home, 19.6% more likely to own a higher valued home, .7% less likely to have a single-family home, .1% less likely to have a dog.

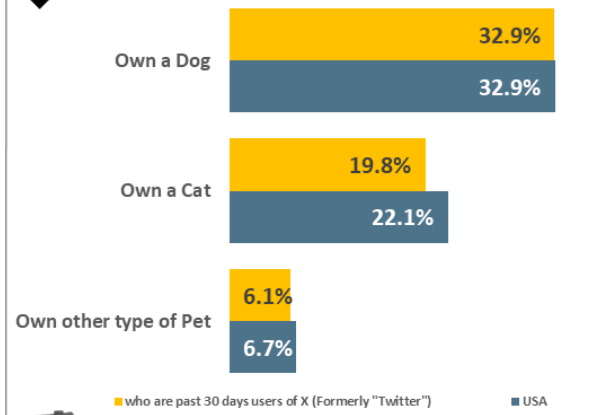
Own/Rent/Other: Adults 35 or older



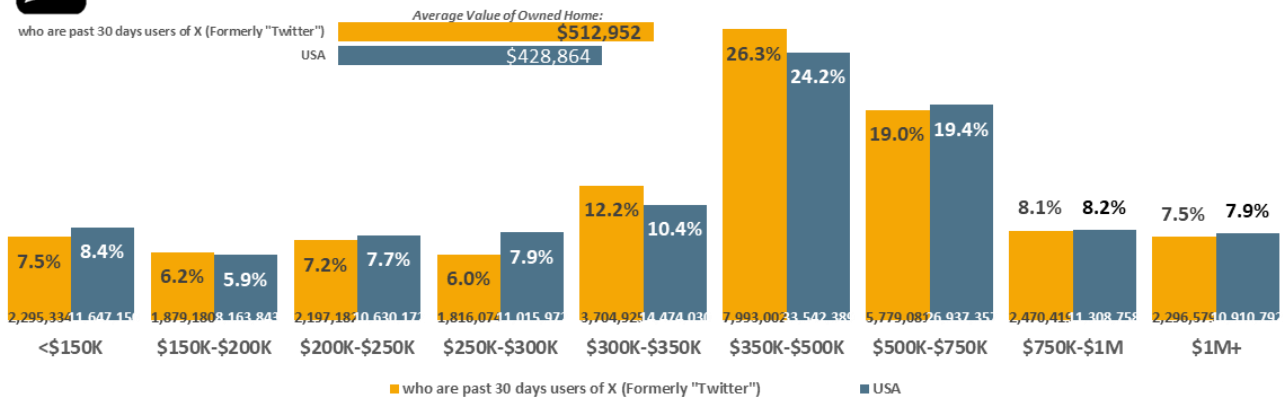
Type of Home: Adults 35 or older



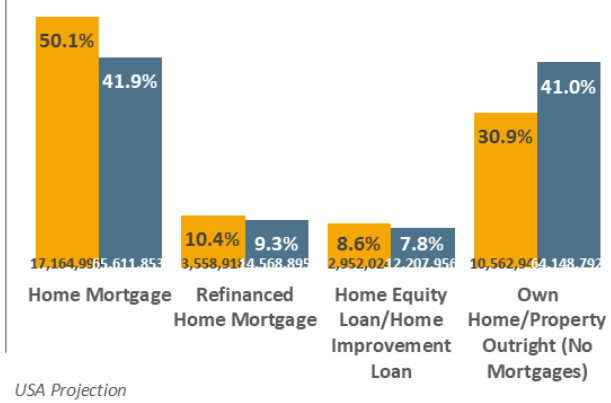
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



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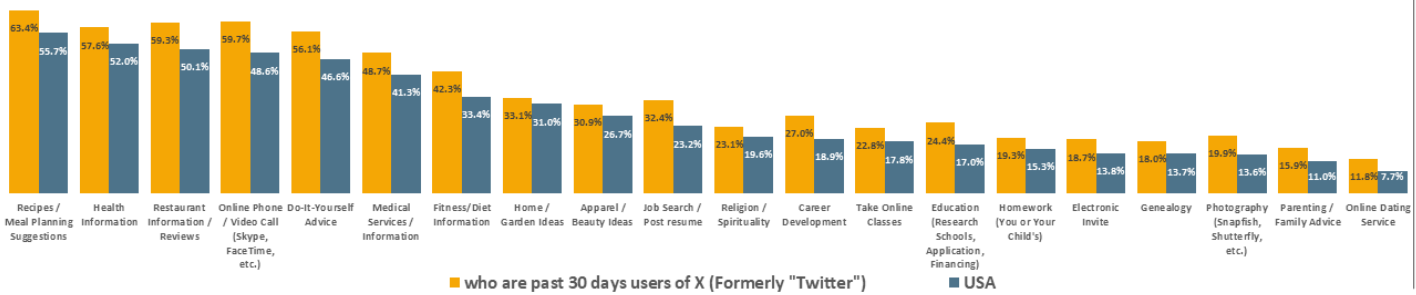
Scarborough R1 2024: Aug23-Apr24 *USA Projection*

Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

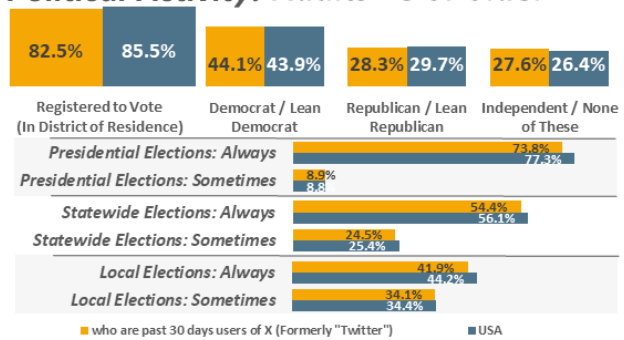
P18+

25.9% or 67,813,062 of USA Adults 18 or older are past 30 days users of X (Formerly "Twitter").
Adults 18 or older who are past 30 days users of X (Formerly "Twitter") are 20.5% more likely to look up D-I-Y advice online, 5.2% less likely to always vote in local elections, 1.2% less likely to belong to a gym, 1.2% more likely to fly domestic past yr

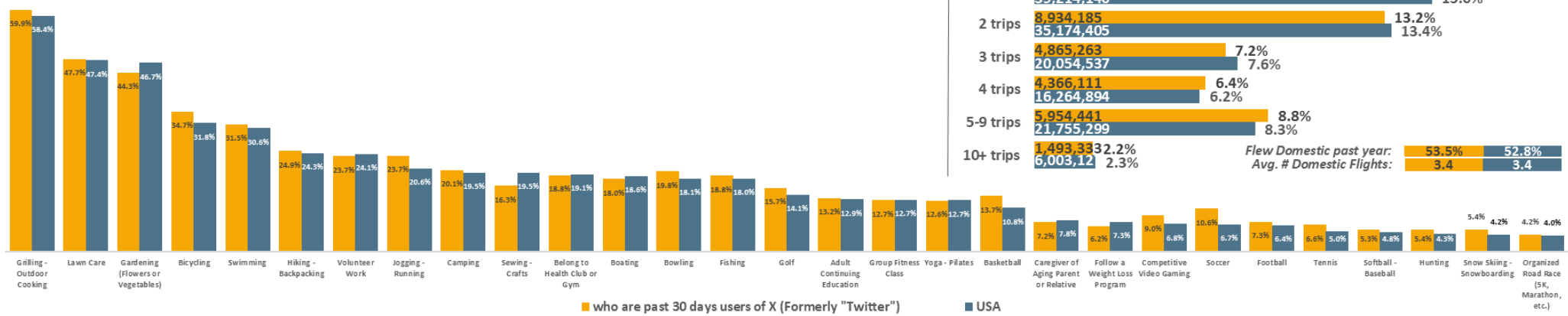
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

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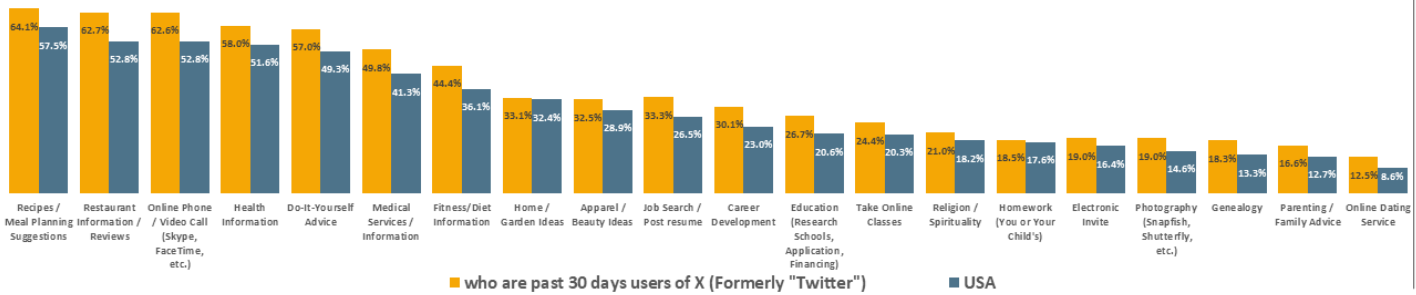
Scarborough R1 2024: Aug23-Apr24 USA Projection

Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

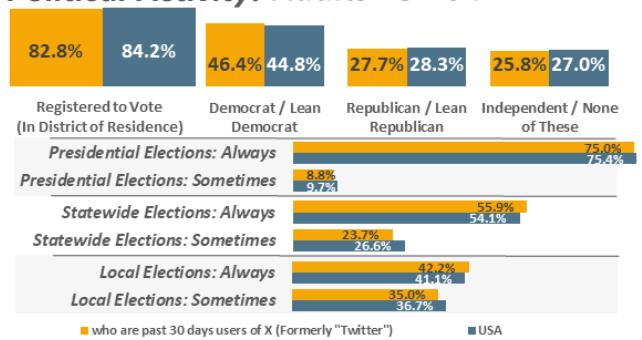
P25-64

28.5% or 48,633,884 of USA Adults 25 - 64 are past 30 days users of X (Formerly "Twitter").
Adults 25 - 64 who are past 30 days users of X (Formerly "Twitter") are 15.7% more likely to look up D-I-Y advice online, 2.5% more likely to always vote in local elections, 2.9% less likely to belong to a gym, 1.% less likely to fly domestic past yr.

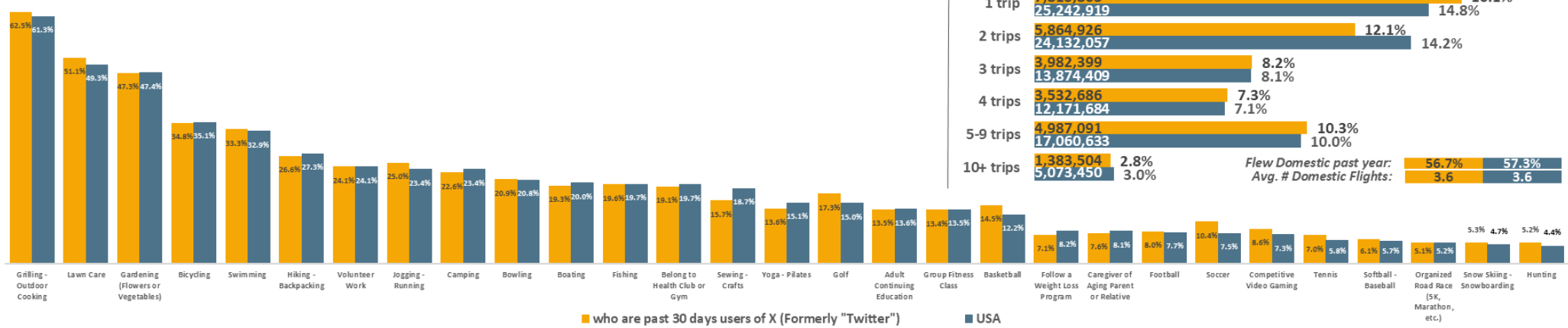
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

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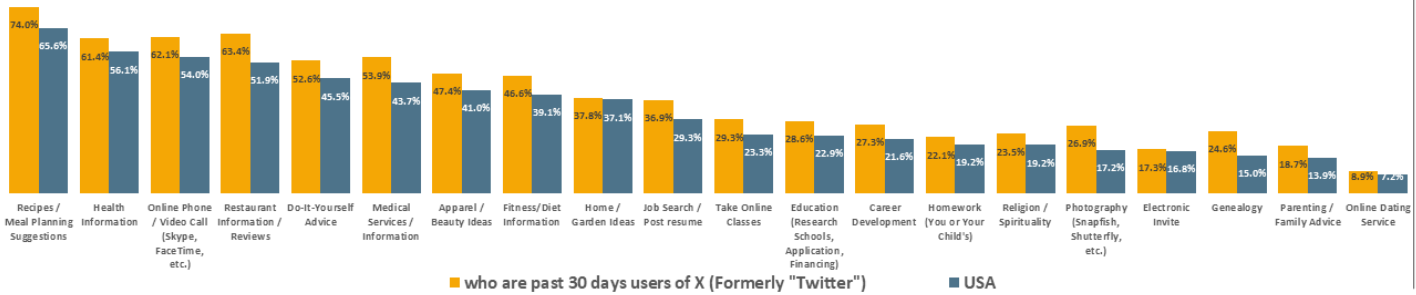
Scarborough R1 2024: Aug23-Apr24 USA Projection

Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

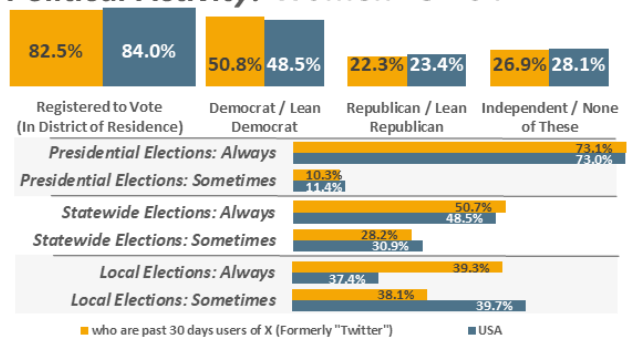
W25-64

23.5% or 20,197,618 of USA Women 25 - 64 are past 30 days users of X (Formerly "Twitter").
Women 25 - 64 who are past 30 days users of X (Formerly "Twitter") are 15.5% more likely to look up D-I-Y advice online, 5.3% more likely to always vote in local elections, 24.7% less likely to belong to a gym, 2.4% less likely to fly domestic past yr.

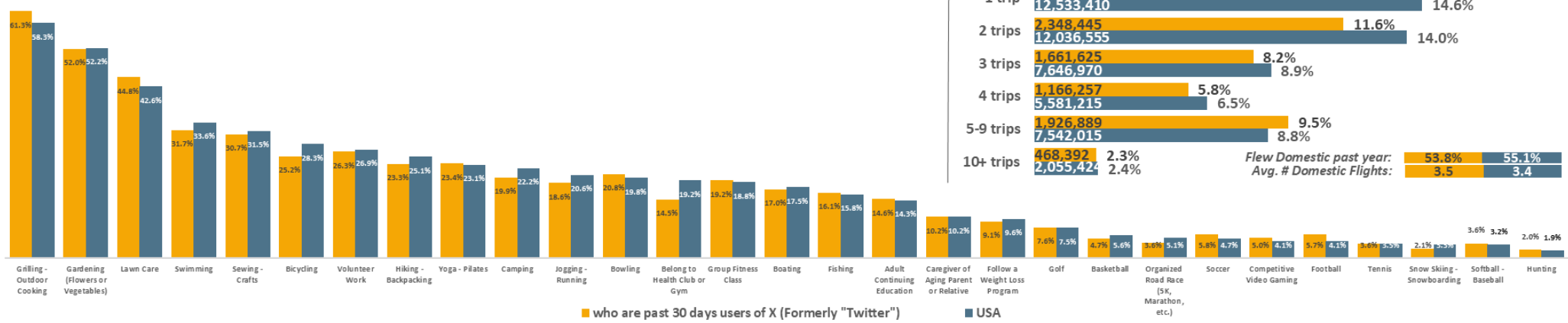
Top-20 past 30-days Online Lifestyle Activites: Women 25 - 64



Political Activity: Women 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Women 25 - 64



Past 12-months Domestic Airline Trips: Women 25 - 64

USA USA Projection Scarborough R1 2024: Aug23-Apr24 Qual Intab 2,706

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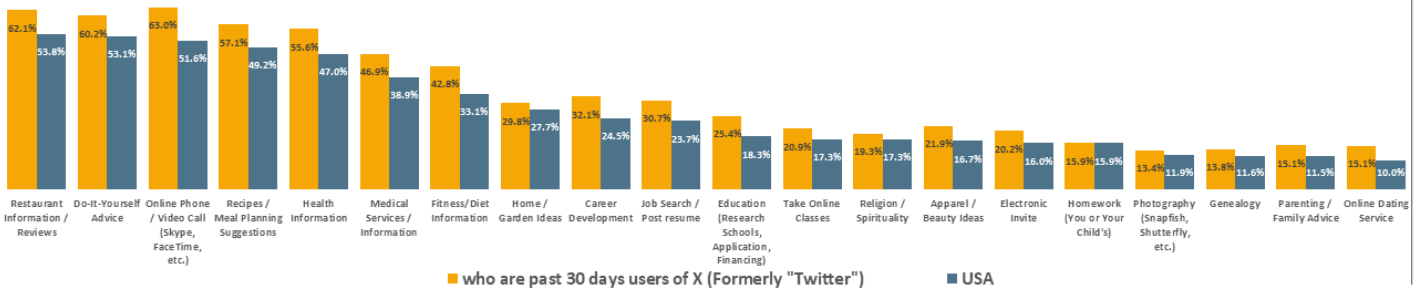
Scarborough R1 2024: Aug23-Apr24 USA Projection

Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

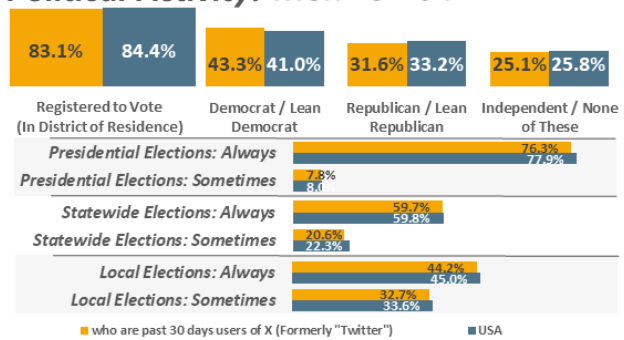
M25-64

33.7% or 28,436,266 of USA Men 25 - 64 are past 30 days users of X (Formerly "Twitter").
Men 25 - 64 who are past 30 days users of X (Formerly "Twitter") are 13.4% more likely to look up D-I-Y advice online, 1.8% less likely to always vote in local elections, 11.3% more likely to belong to a gym, 1.2% less likely to fly domestic past yr.

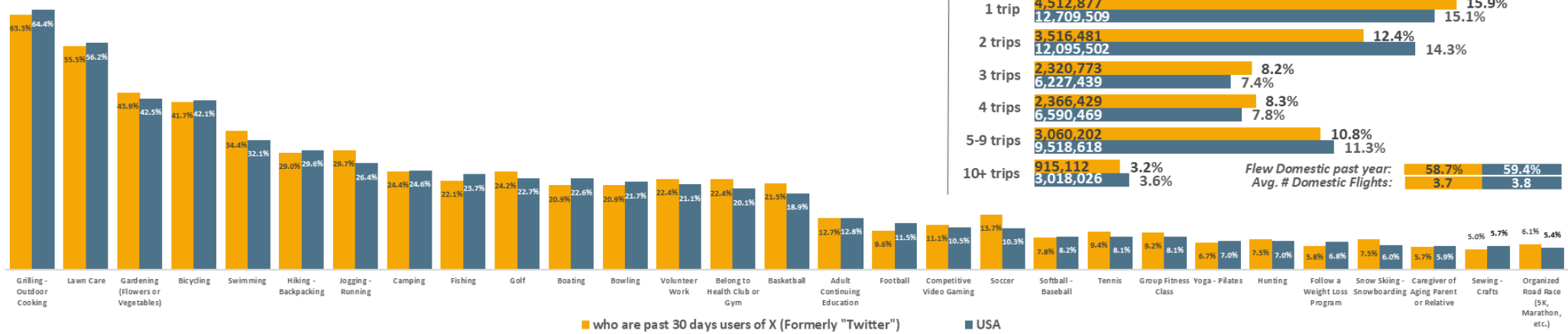
Top-20 past 30-days Online Lifestyle Activites: Men 25 - 64



Political Activity: Men 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Men 25 - 64



Past 12-months Domestic Airline Trips: Men 25 - 64

USA USA Projection Scarborough R1 2024: Aug23-Apr24 Qual Intab 2,706

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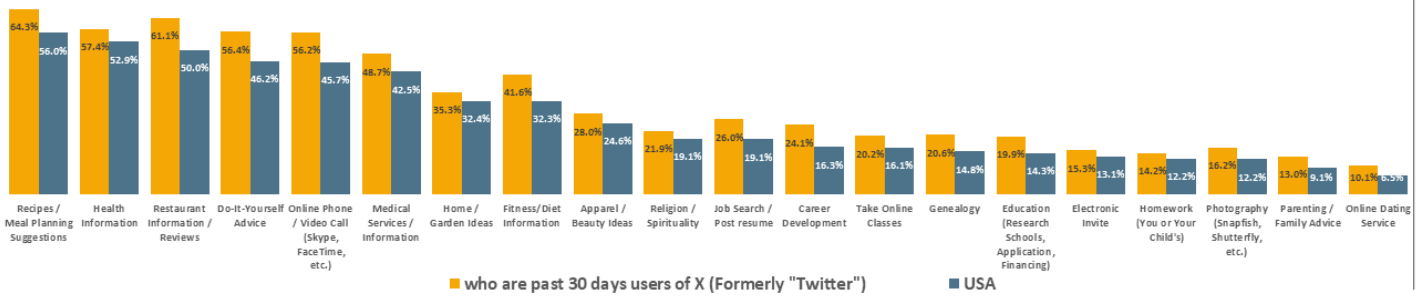
Scarborough R1 2024: Aug23-Apr24 USA Projection

Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

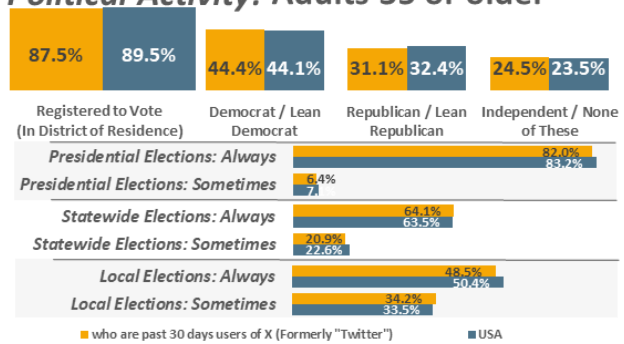
P35+

23.3% or 43,622,291 of USA Adults 35 or older are past 30 days users of X (Formerly "Twitter").
Adults 35 or older who are past 30 days users of X (Formerly "Twitter") are 22.2% more likely to look up D-I-Y advice online, 3.7% less likely to always vote in local elections, 4.8% more likely to belong to a gym, 4.2% more likely to fly domestic past yr

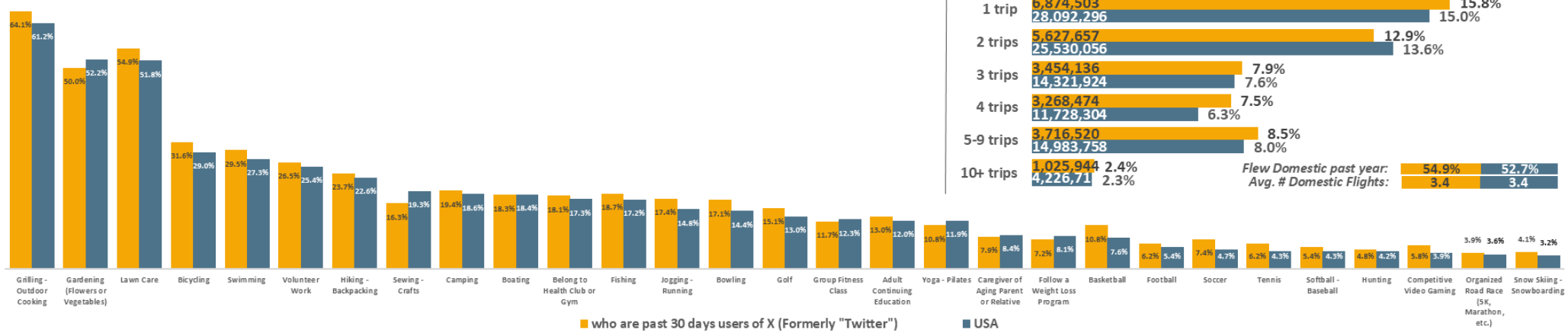
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



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

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Scarborough R1 2024: Aug23-Apr24 USA Projection

Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

P18+

25.9% or 67,813,062 of USA Adults 18 or older are past 30 days users of X (Formerly "Twitter").
Adults 18 or older who are past 30 days users of X (Formerly "Twitter") are 1.% more likely to use QSRs past mo., .8% more likely to use Sit-Down Restaurants past mo., 2.8% less likely to use Casinos past yr., 1.% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
89.7% 88.7%
60,794,93 1
232,648,7 37

Avg. Monthly QSR Meals:
6.4 6.4

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



Total Monthly Sit-Down Restaurant Users:
76.1% 75.5%
51,623,99 4
198,017,9 03

Avg. Monthly Sit-Down Restaurant Meals:
3.6 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



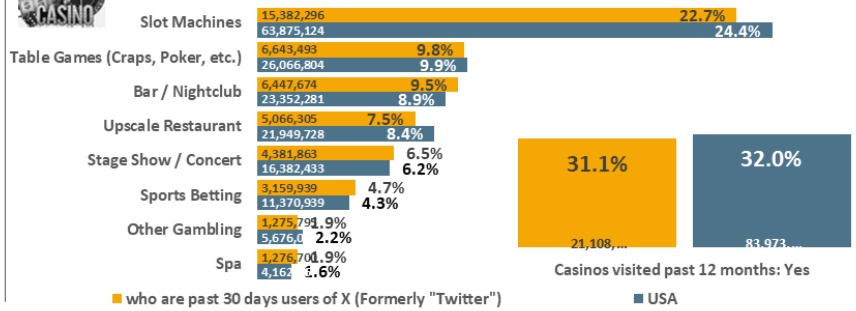
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who are past 30 days users of X (Formerly "Twitter") 18.4%
USA 17.1%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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Scarborough R1 2024: Aug23-Apr24 USA Projection

Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

P25-64

28.5% or 48,633,884 of USA Adults 25 - 64 are past 30 days users of X (Formerly "Twitter").
Adults 25 - 64 who are past 30 days users of X (Formerly "Twitter") are .2% less likely to use QSRs past mo., 1.4% more likely to use Sit-Down Restaurants past mo., 8.5% less likely to use Casinos past yr., 9.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users: 89.6% 43,578,253 | 89.8% 153,020,749

Avg. Monthly QSR Meals: 6.6 | 6.7

Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



Total Monthly Sit-Down Restaurant Users: 77.3% 37,597,903 | 76.2% 129,897,801

Avg. Monthly Sit-Down Restaurant Meals: 3.7 | 4.0

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

who are past 30 days users of X (Formerly "Twitter") 9,983,288 20.5%

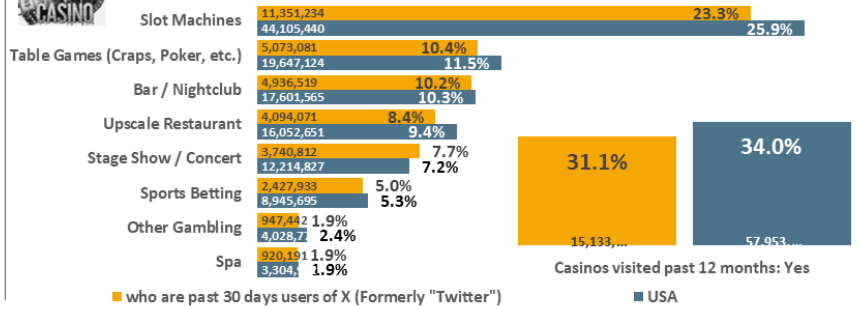
USA 19.8%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2024: Aug23-Apr24* *Qual Intab* *2,706*

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Scarborough R1 2024: Aug23-Apr24 *USA Projection*

Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

W25-64

23.5% or 20,197,618 of USA Women 25 - 64 are past 30 days users of X (Formerly "Twitter").
Women 25 - 64 who are past 30 days users of X (Formerly "Twitter") are .2% more likely to use QSRs past mo., 1.8% more likely to use Sit-Down Restaurants past mo., .4% more likely to use Casinos past yr., .6% less likely to smoke cigarettes.

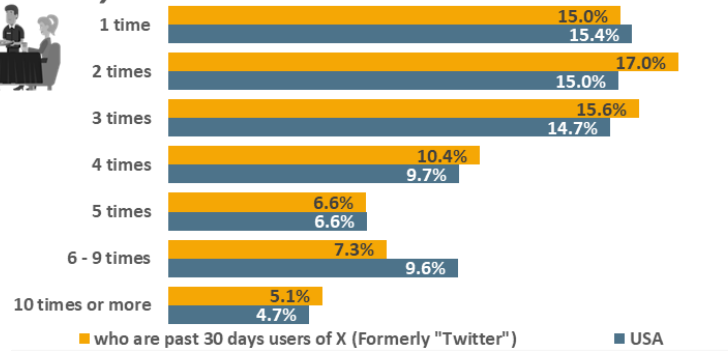
Past 30-days QSR Users: Women 25 - 64



Total Monthly QSR Users: 90.6% 18,300,939 | 90.4% 77,729,176
Avg. Monthly QSR Meals: 6.8 | 6.6

Past 30-days Sit-Down Restaurant Users: Women 25 - 64





Total Monthly Sit-Down Restaurant Users: 77.0% 15,545,268 | 75.6% 64,993,629
Avg. Monthly Sit-Down Restaurant Meals: 3.9 | 4.0

Top-10 Cuisines: Women 25 - 64

(Sit-Down Restaurants Used Past 30-days)



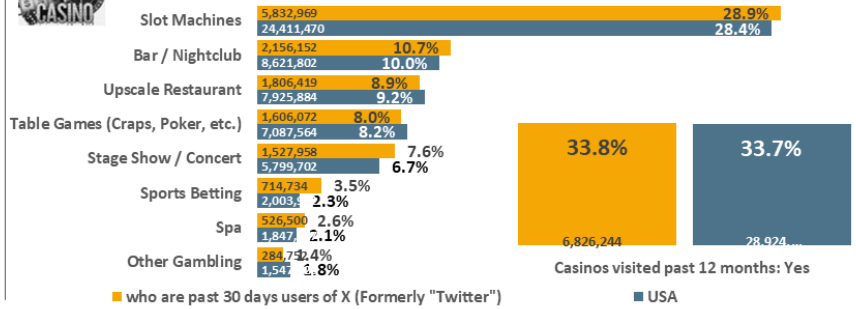
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who are past 30 days users of X (Formerly "Twitter") 4,964,789 24.6%
USA 22.5%

Drank Past 30-days: Women 25 - 64



Past 12 months Casino Activities: Women 25 - 64





Used Past 30-days: Women 25 - 64



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Scarborough R1 2024: Aug23-Apr24 *USA Projection*

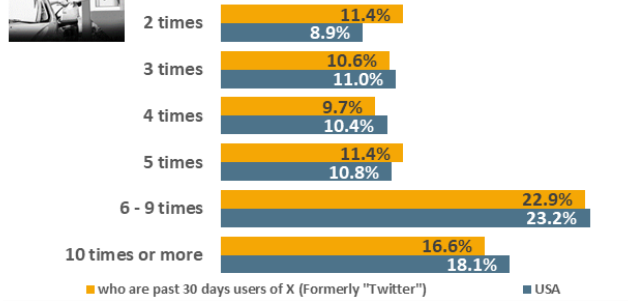
Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

M25-64

33.7% or 28,436,266 of USA Men 25 - 64 are past 30 days users of X (Formerly "Twitter").
Men 25 - 64 who are past 30 days users of X (Formerly "Twitter") are .3% less likely to use QSRs past mo., .9% more likely to use Sit-Down Restaurants past mo., 15.% less likely to use Casinos past yr., 14.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Men 25 - 64

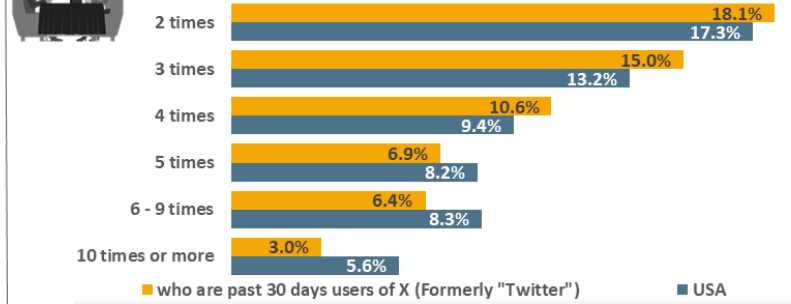




Total Monthly QSR Users:		*Avg. Monthly QSR Meals:*	
88.9%	89.2%		
25,277,314	75,291,573	6.5	6.7

Past 30-days Sit-Down Restaurant Users: Men 25 - 64





Total Monthly Sit-Down Restaurant Users:		*Avg. Monthly Sit-Down Restaurant Meals:*	
77.6%	76.9%		
22,052,635	64,904,171	3.5	4.1

Top-10 Cuisines: Men 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

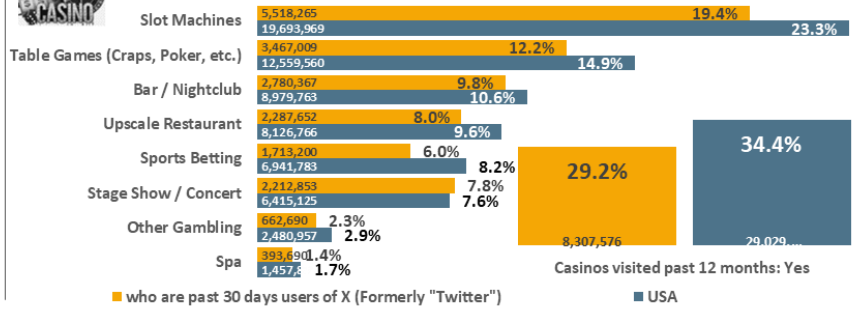
who are past 30 days users of X (Formerly "Twitter")	5,018,499	17.6%
USA	14,599,947	17.1%

Drank Past 30-days: Men 25 - 64



Past 12 months Casino Activities: Men 25 - 64





Used Past 30-days: Men 25 - 64



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Scarborough R1 2024: Aug23-Apr24 *USA Projection*

Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

P35+

23.3% or 43,622,291 of USA Adults 35 or older are past 30 days users of X (Formerly "Twitter").
Adults 35 or older who are past 30 days users of X (Formerly "Twitter") are 1.4% more likely to use QSRs past mo., 1.5% more likely to use Sit-Down Restaurants past mo., 3.7% less likely to use Casinos past yr., .2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 or older



Total Monthly QSR Users: 88.7% 87.5% 38,712,618 164,176,098

Avg. Monthly QSR Meals: 6.2 6.1

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



Total Monthly Sit-Down Restaurant Users: 76.8% 75.6% 33,504,318 141,889,893

Avg. Monthly Sit-Down Restaurant Meals: 3.6 4.1

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 past 30 days users of X (Formerly "Twitter") 6,319,361 14.5%

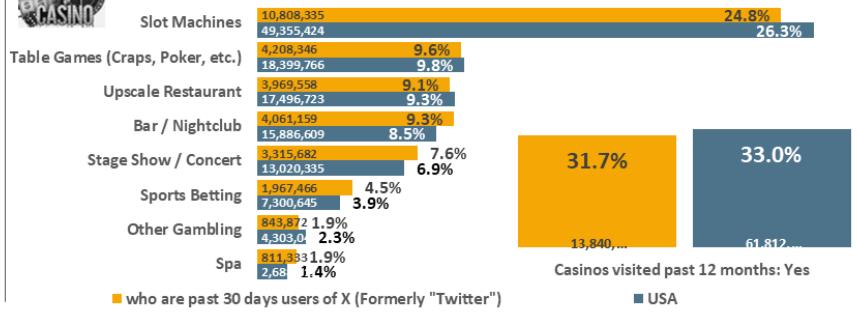
USA 24,454,063 13.0%

Drank Past 30-days: Adults 35 or older



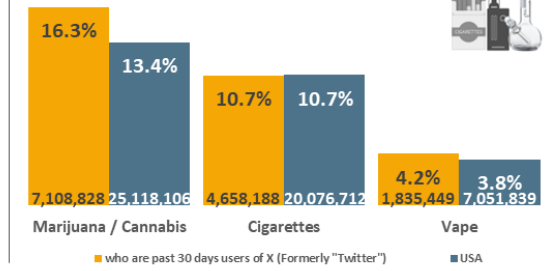
Past 12 months Casino Activities: Adults 35 or older





Used Past 30-days: Adults 35 or older





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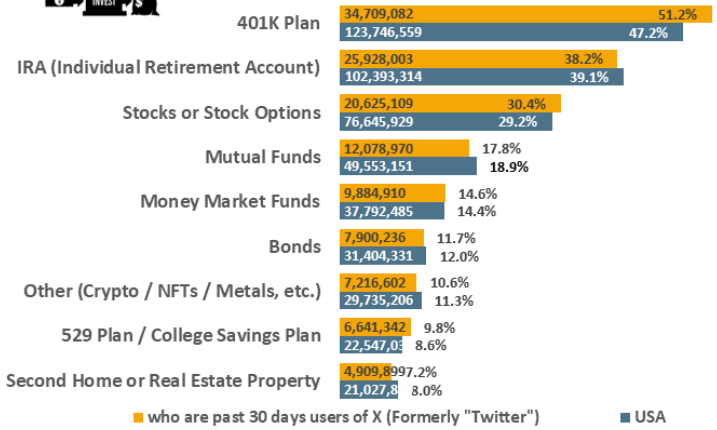
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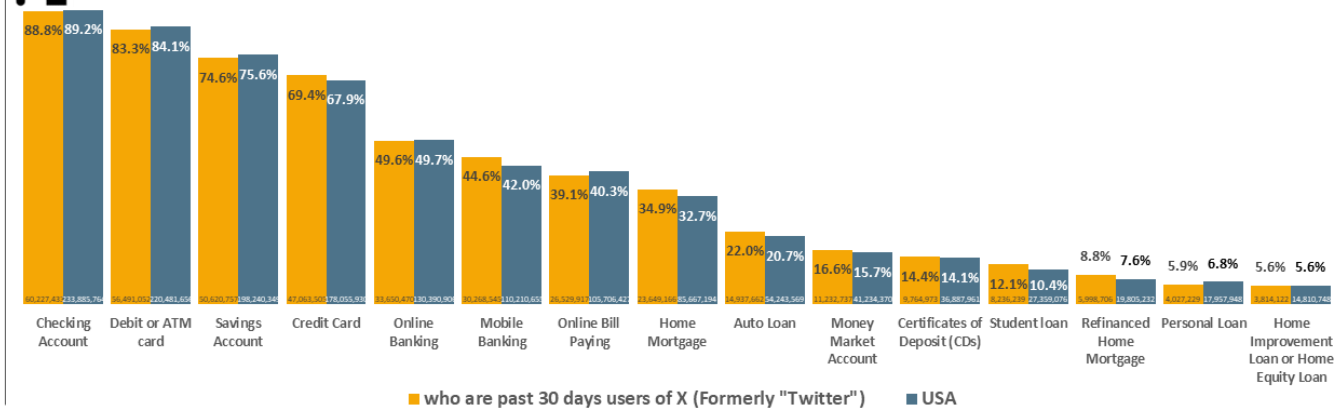
P18+

25.9% or 67,813,062 of USA Adults 18 or older are past 30 days users of X (Formerly "Twitter").
Adults 18 or older who are past 30 days users of X (Formerly "Twitter") are 8.4% more likely to have a 401K, 6.5% more likely to have an Auto Loan, 7.1% more likely to Invest/Trade Stocks Online, 5.5% less likely to pay with their Debit Card.

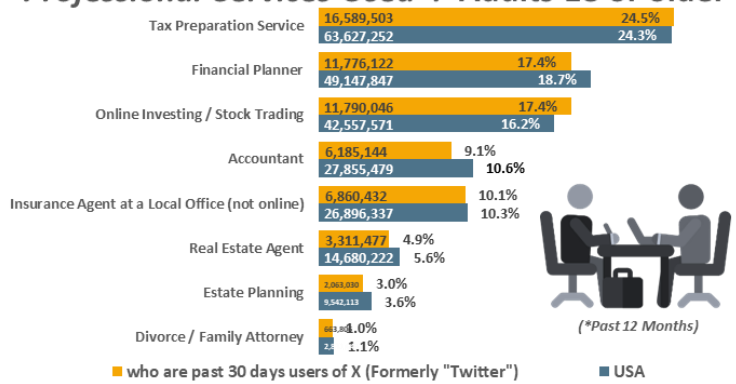
Investments Owned: Adults 18 or older



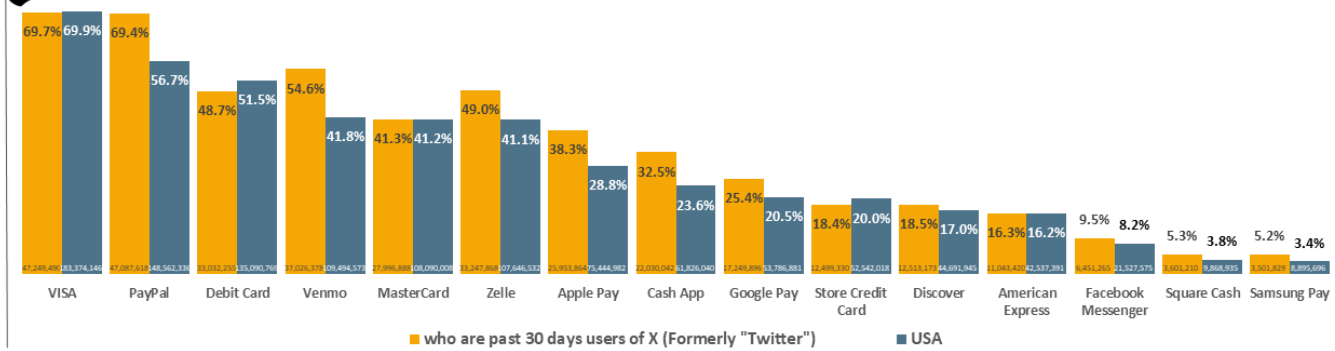
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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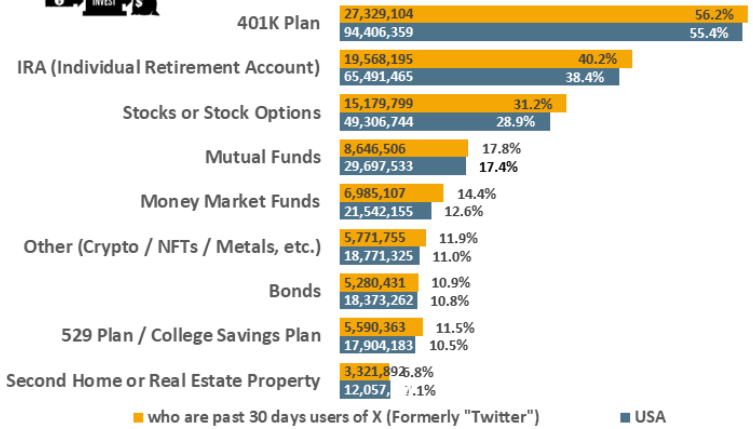
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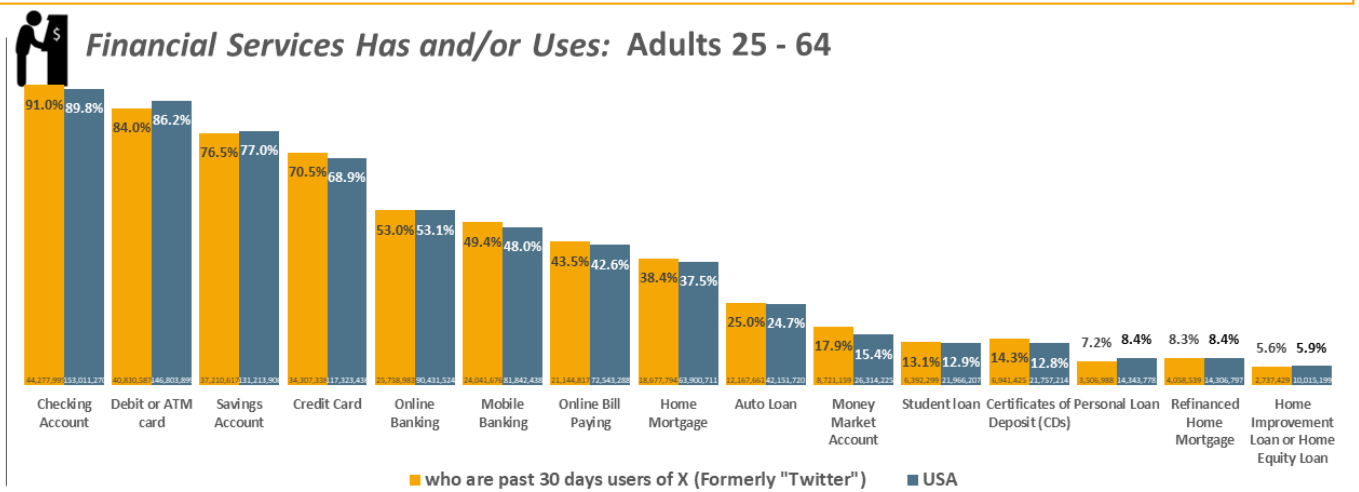
P25-64

28.5% or 48,633,884 of USA Adults 25 - 64 are past 30 days users of X (Formerly "Twitter").
Adults 25 - 64 who are past 30 days users of X (Formerly "Twitter") are 1.4% more likely to have a 401K, 1.1% more likely to have an Auto Loan, 2.6% more likely to Invest/Trade Stocks Online, 6.7% less likely to pay with their Debit Card.

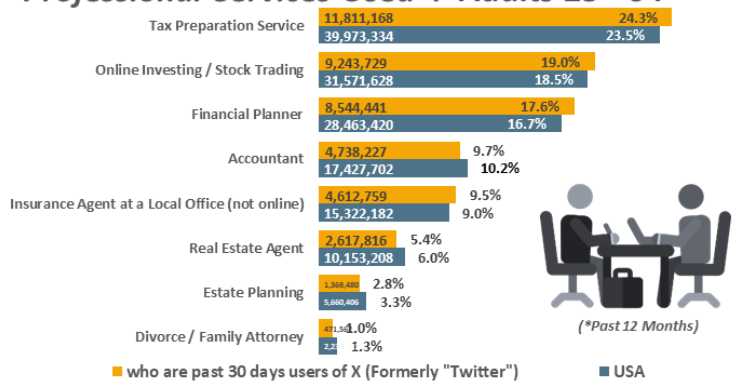
Investments Owned: Adults 25 - 64



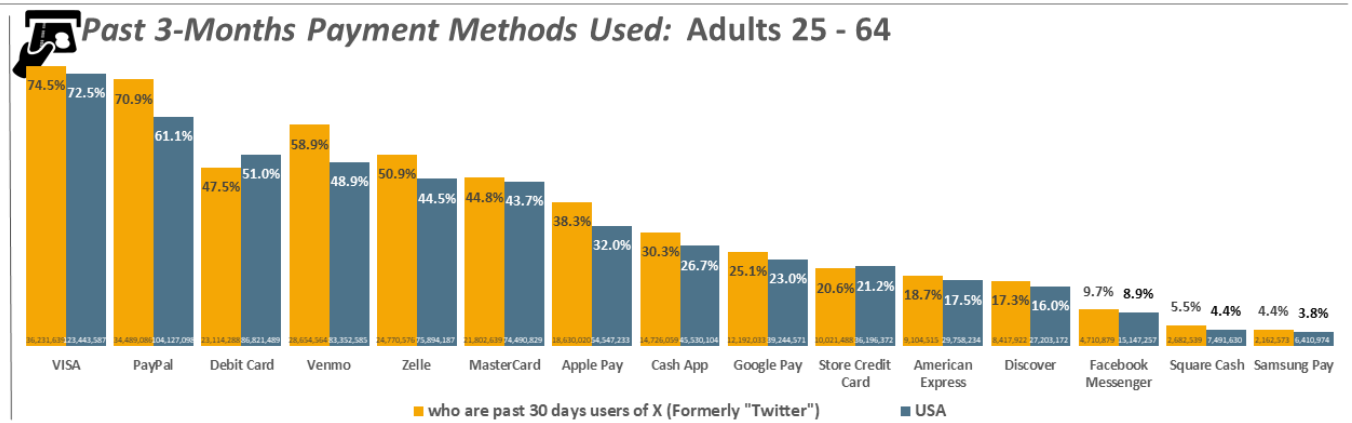
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



Past 3-Months Payment Methods Used: Adults 25 - 64



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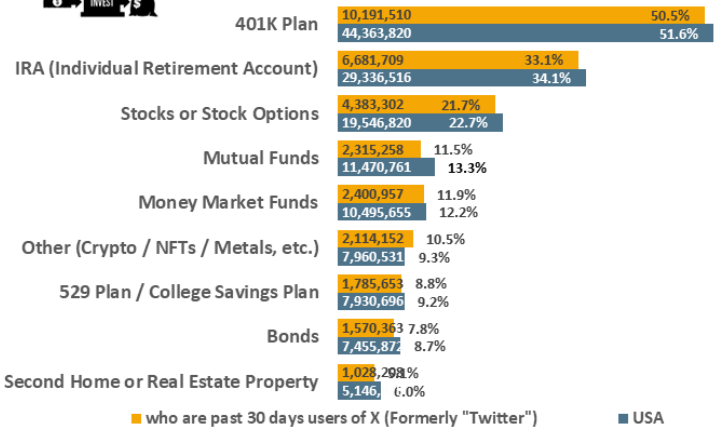
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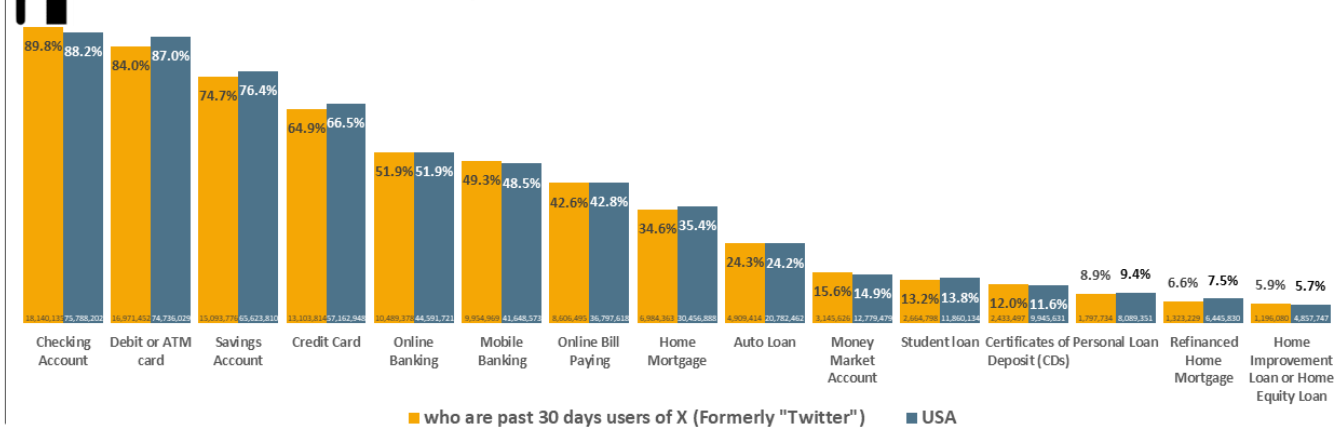
W25-64

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Women 25 - 64 who are past 30 days users of X (Formerly "Twitter") are 2.2% less likely to have a 401K, .5% more likely to have an Auto Loan, .3% less likely to Invest/Trade Stocks Online, .5% less likely to pay with their Debit Card.

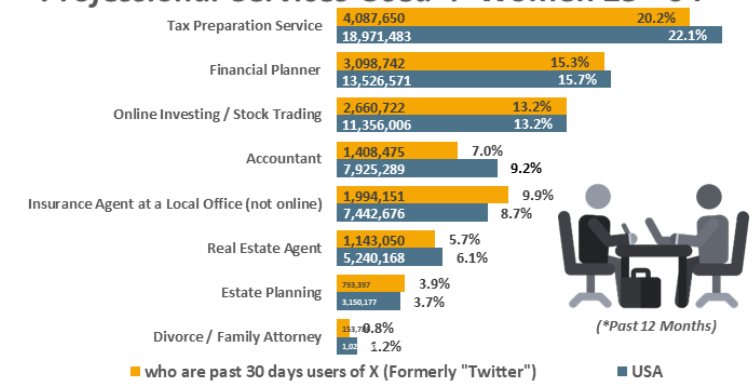
Investments Owned: Women 25 - 64



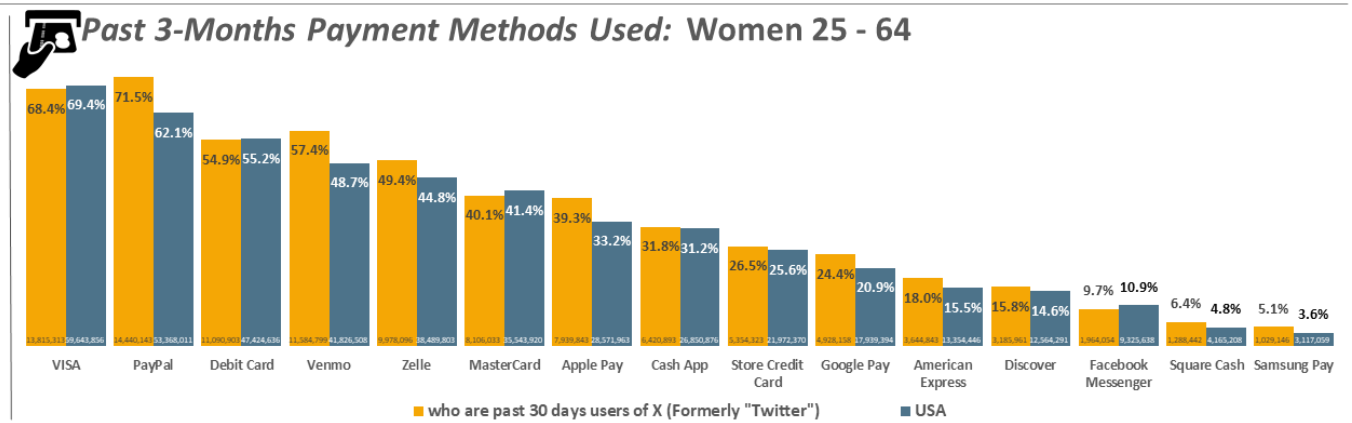
Financial Services Has and/or Uses: Women 25 - 64



Professional Services Used:* Women 25 - 64



Past 3-Months Payment Methods Used: Women 25 - 64



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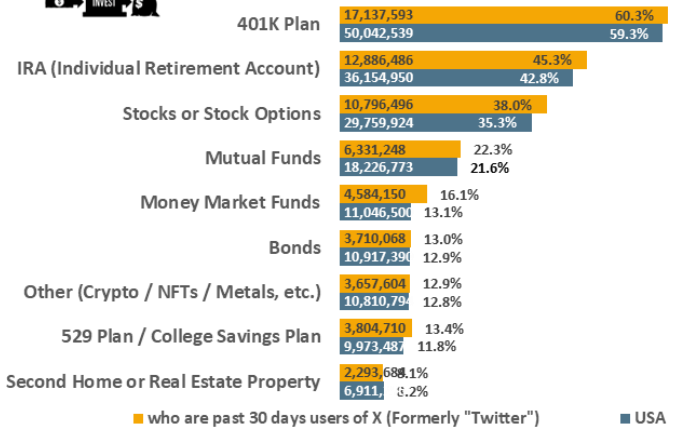
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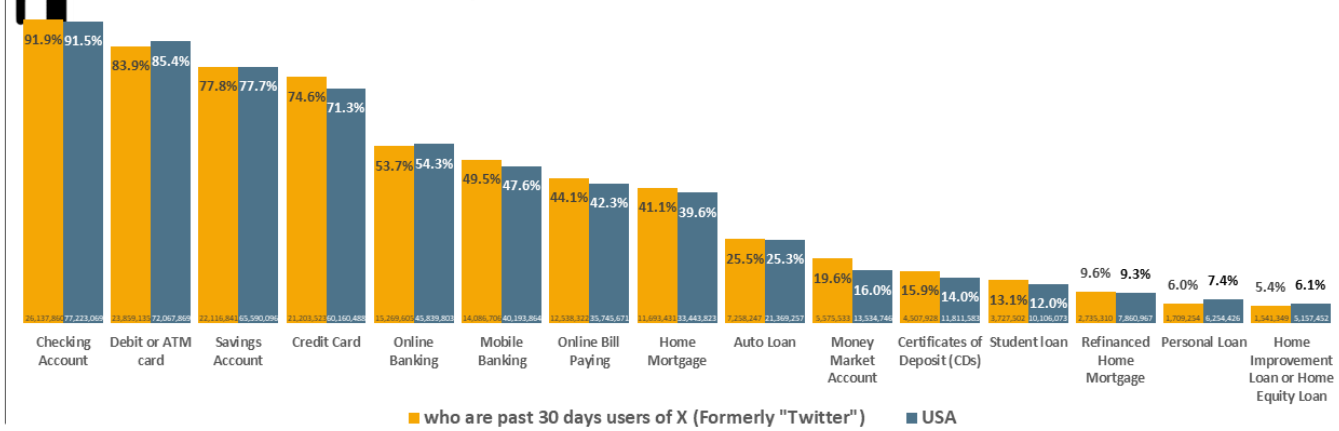
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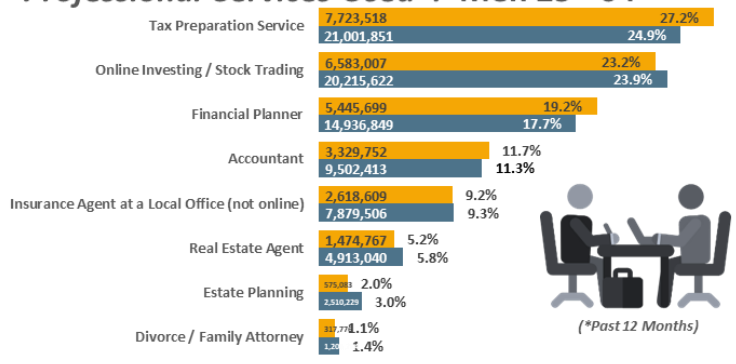
Investments Owned: Men 25 - 64



Financial Services Has and/or Uses: Men 25 - 64

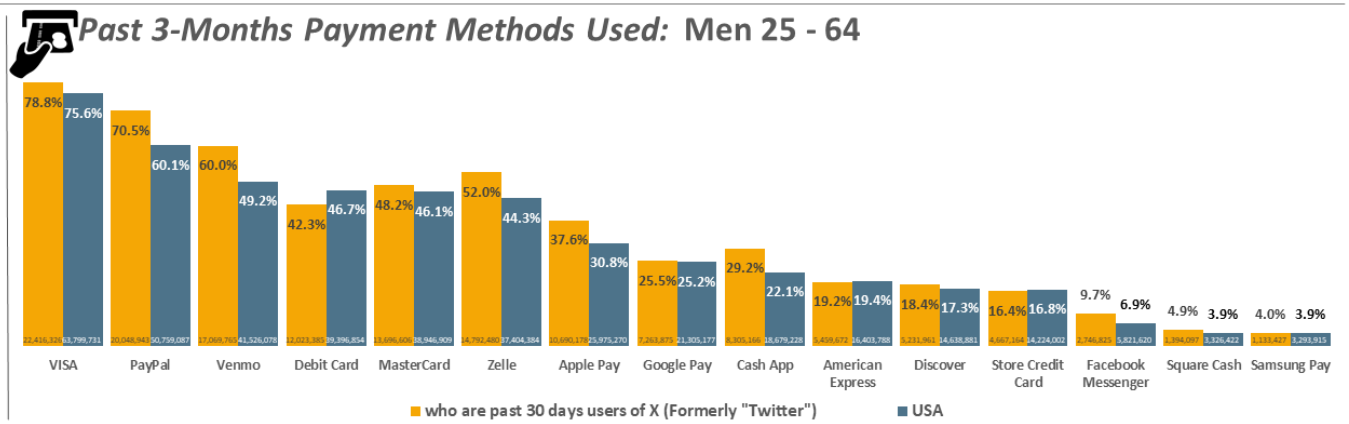


Professional Services Used:* Men 25 - 64



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Men 25 - 64



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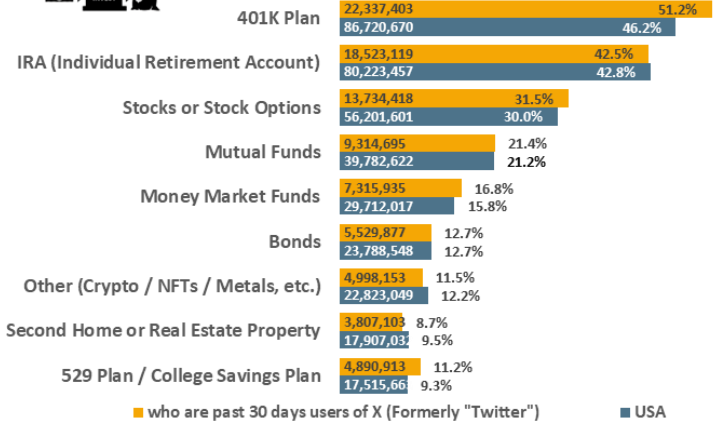
Scarborough R1 2024: Aug23-Apr24 USA Projection

Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

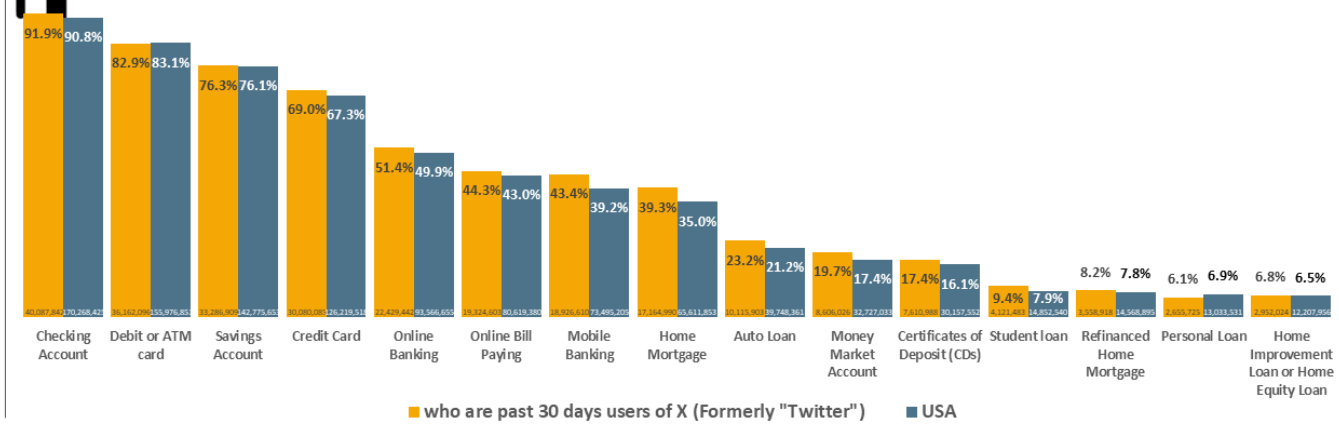
P35+

23.3% or 43,622,291 of USA Adults 35 or older are past 30 days users of X (Formerly "Twitter").
Adults 35 or older who are past 30 days users of X (Formerly "Twitter") are 10.8% more likely to have a 401K, 9.4% more likely to have an Auto Loan, 12.4% more likely to Invest/Trade Stocks Online, 5.6% less likely to pay with their Debit Card.

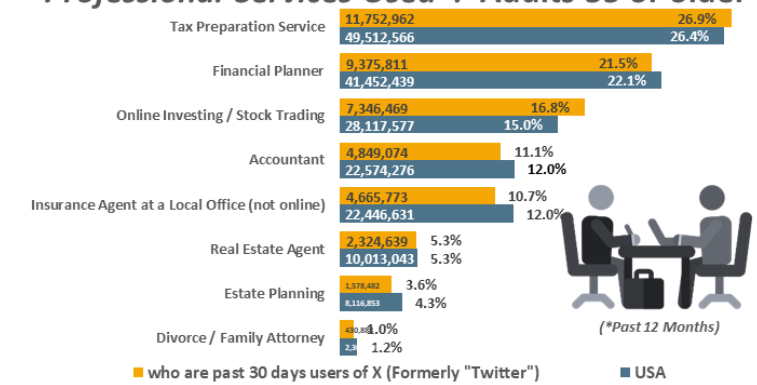
Investments Owned: Adults 35 or older



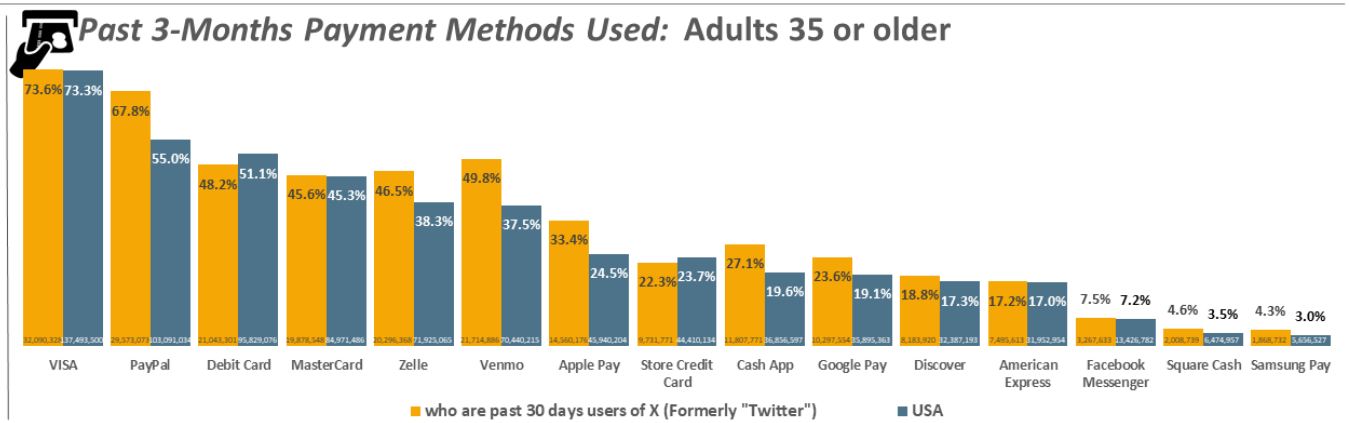
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used:* Adults 35 or older



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



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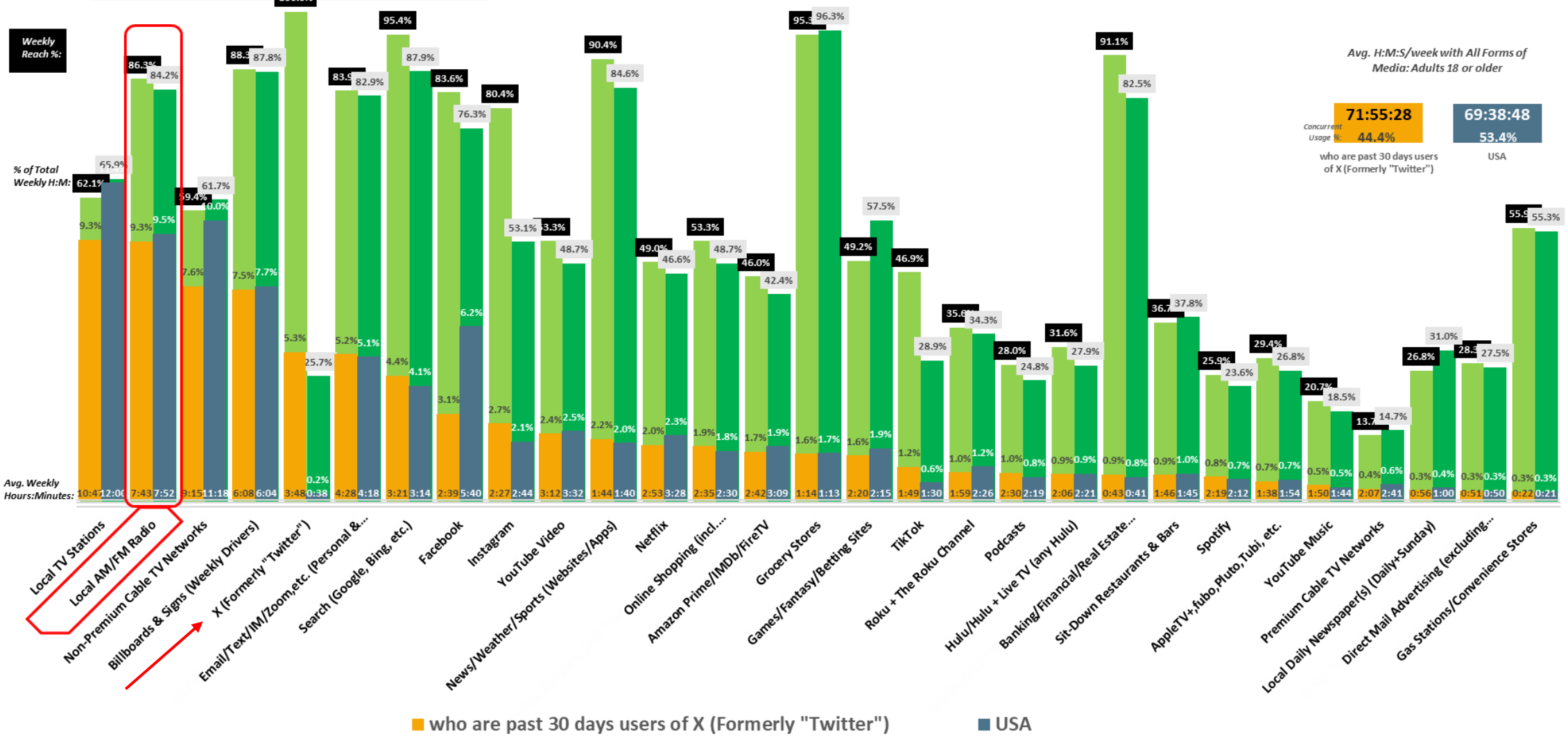
Scarborough R1 2024: Aug23-Apr24 USA Projection

Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

P18+

Adults 18 or older who are past 30 days users of X (Formerly "Twitter") spend an average of 2 days, 23 hours, 55 minutes and 28 seconds each week with All Forms of Media.

86.3% of Adults 18 or older who are past 30 days users of X (Formerly "Twitter") spend an avg. of 7 hours and 43 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.



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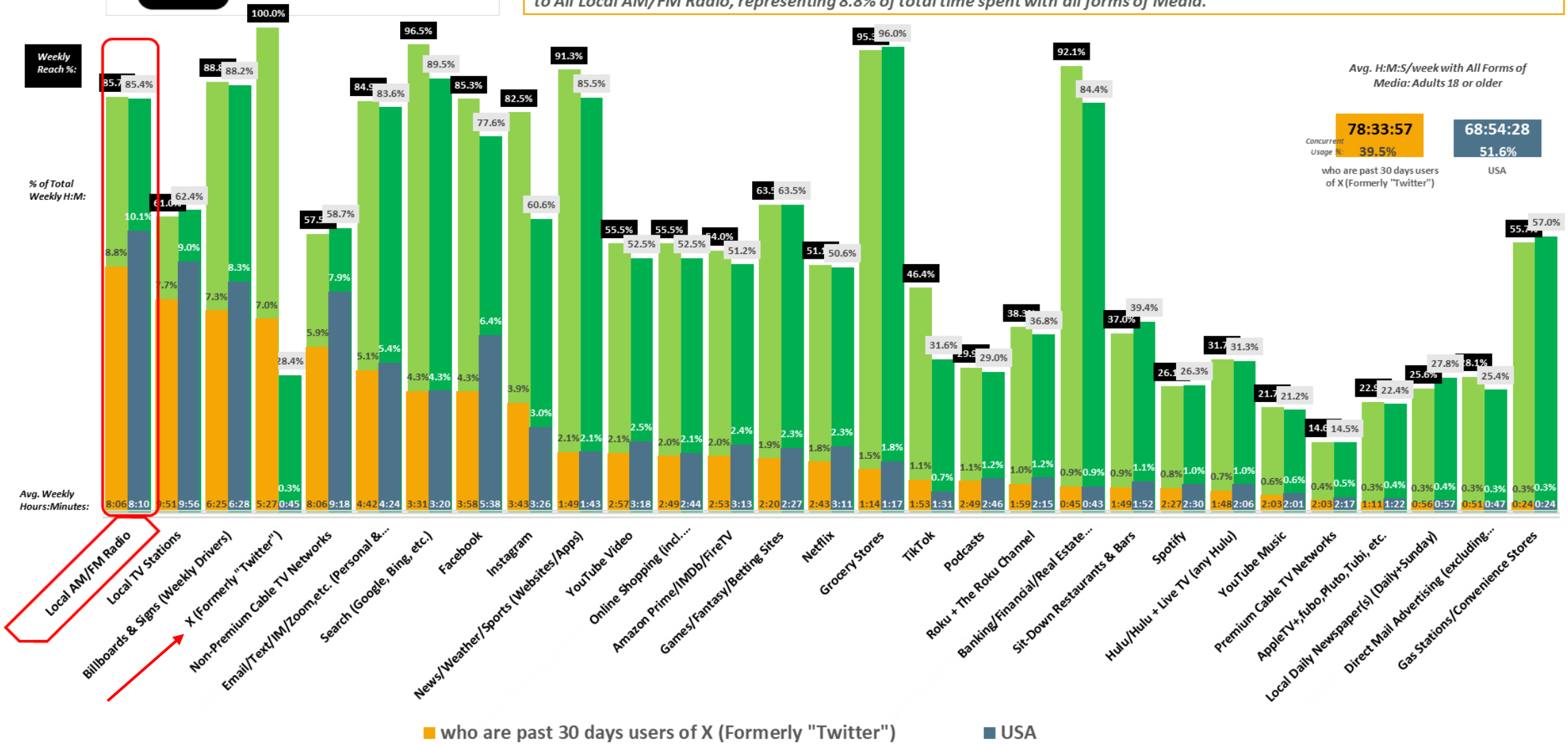
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

P25-64

Adults 25 - 64 who are past 30 days users of X (Formerly "Twitter") spend an average of 3 days, 6 hours, 33 minutes and 57 seconds each week with All Forms of Media.

85.7% of Adults 25 - 64 who are past 30 days users of X (Formerly "Twitter") spend an avg. of 8 hours and 6 minutes each week listening to All Local AM/FM Radio, representing 8.8% of total time spent with all forms of Media.



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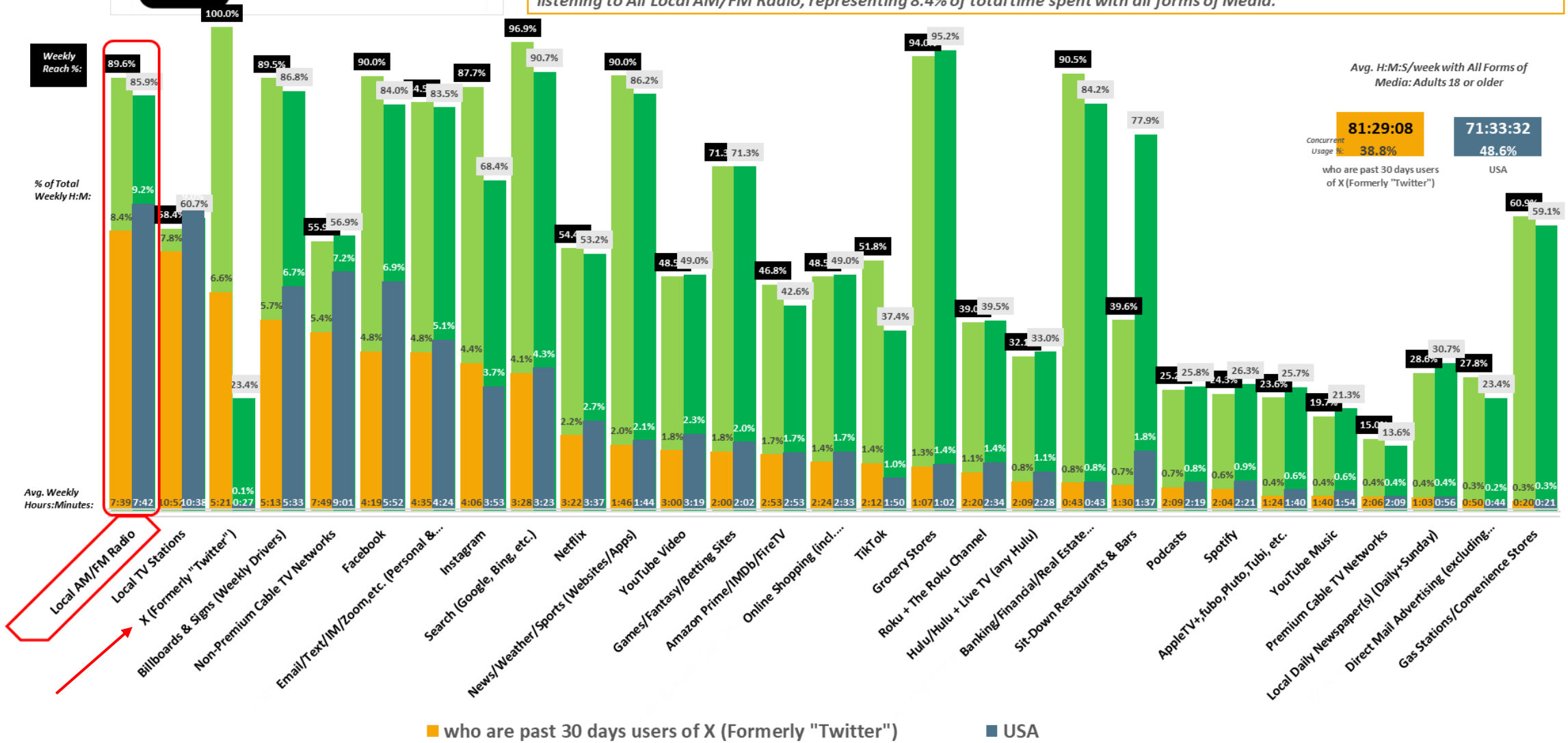
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

W25-64

Women 25 - 64 who are past 30 days users of X (Formerly "Twitter") spend an average of 3 days, 9 hours, 29 minutes and 8 seconds each week with All Forms of Media.

89.6% of Women 25 - 64 who are past 30 days users of X (Formerly "Twitter") spend an avg. of 7 hours and 39 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.



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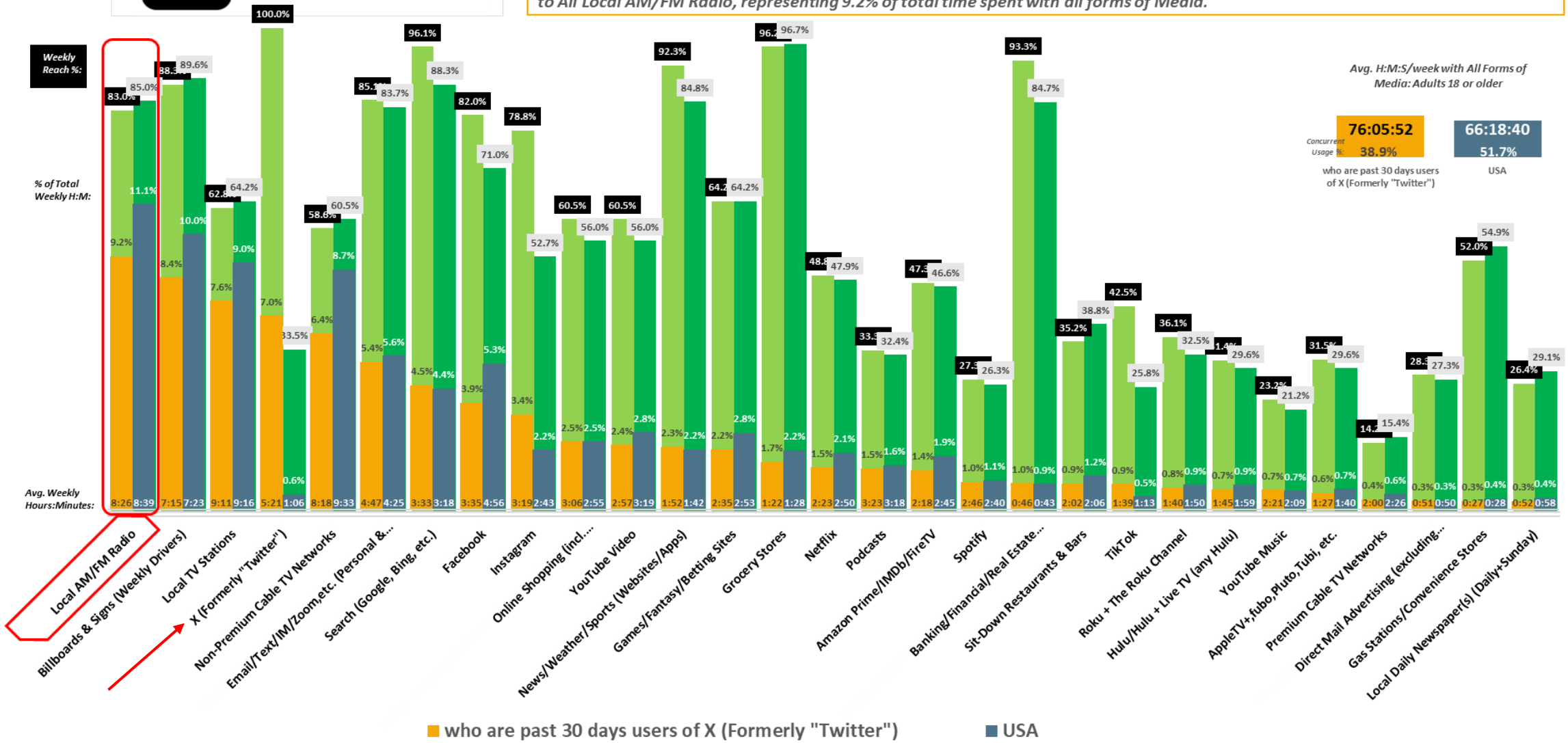
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

M25-64

Men 25 - 64 who are past 30 days users of X (Formerly "Twitter") spend an average of 3 days, 4 hours, 5 minutes and 52 seconds each week with All Forms of Media.

83.% of Men 25 - 64 who are past 30 days users of X (Formerly "Twitter") spend an avg. of 8 hours and 26 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



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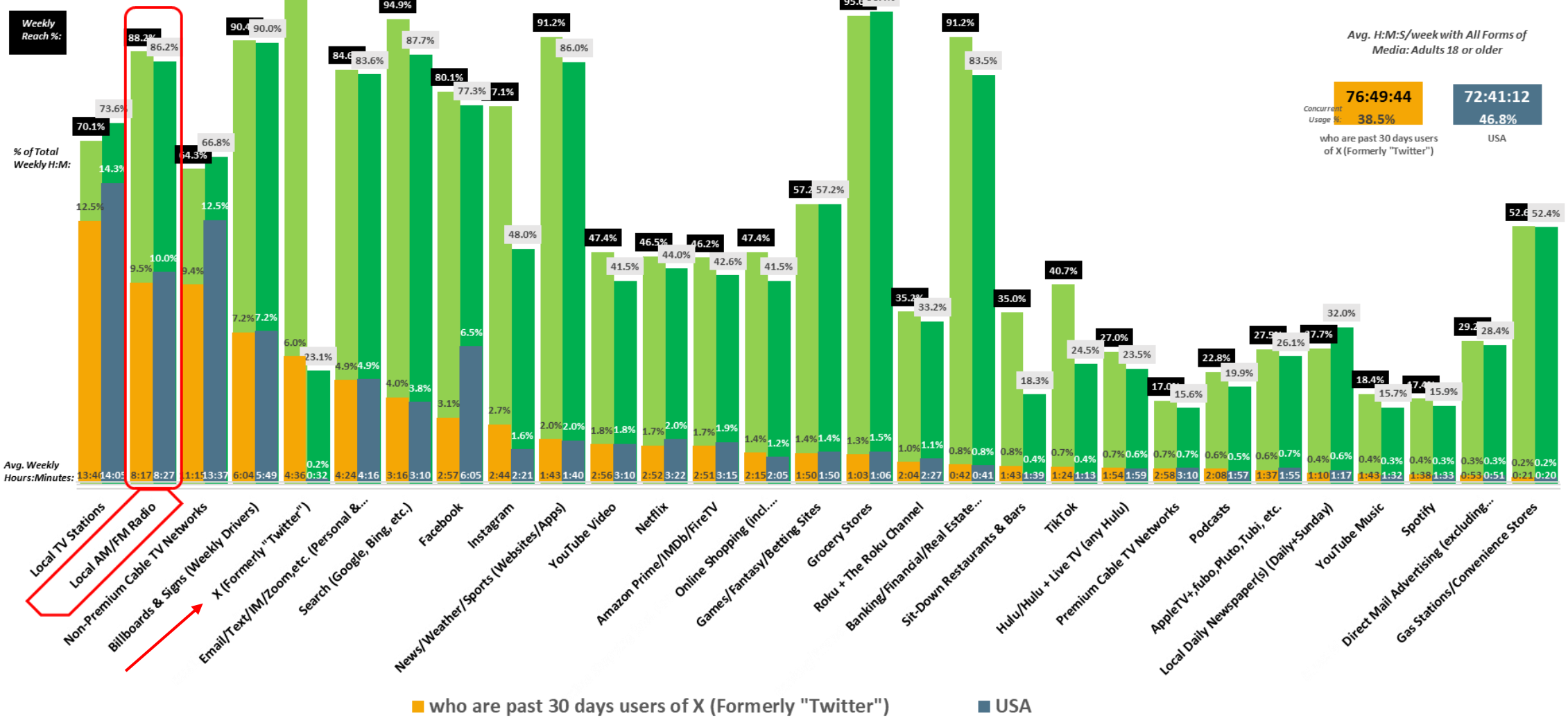
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

P35+

Adults 35 or older who are past 30 days users of X (Formerly "Twitter") spend an average of 3 days, 4 hours, 49 minutes and 44 seconds each week with All Forms of Media.

88.2% of Adults 35 or older who are past 30 days users of X (Formerly "Twitter") spend an avg. of 8 hours and 17 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.



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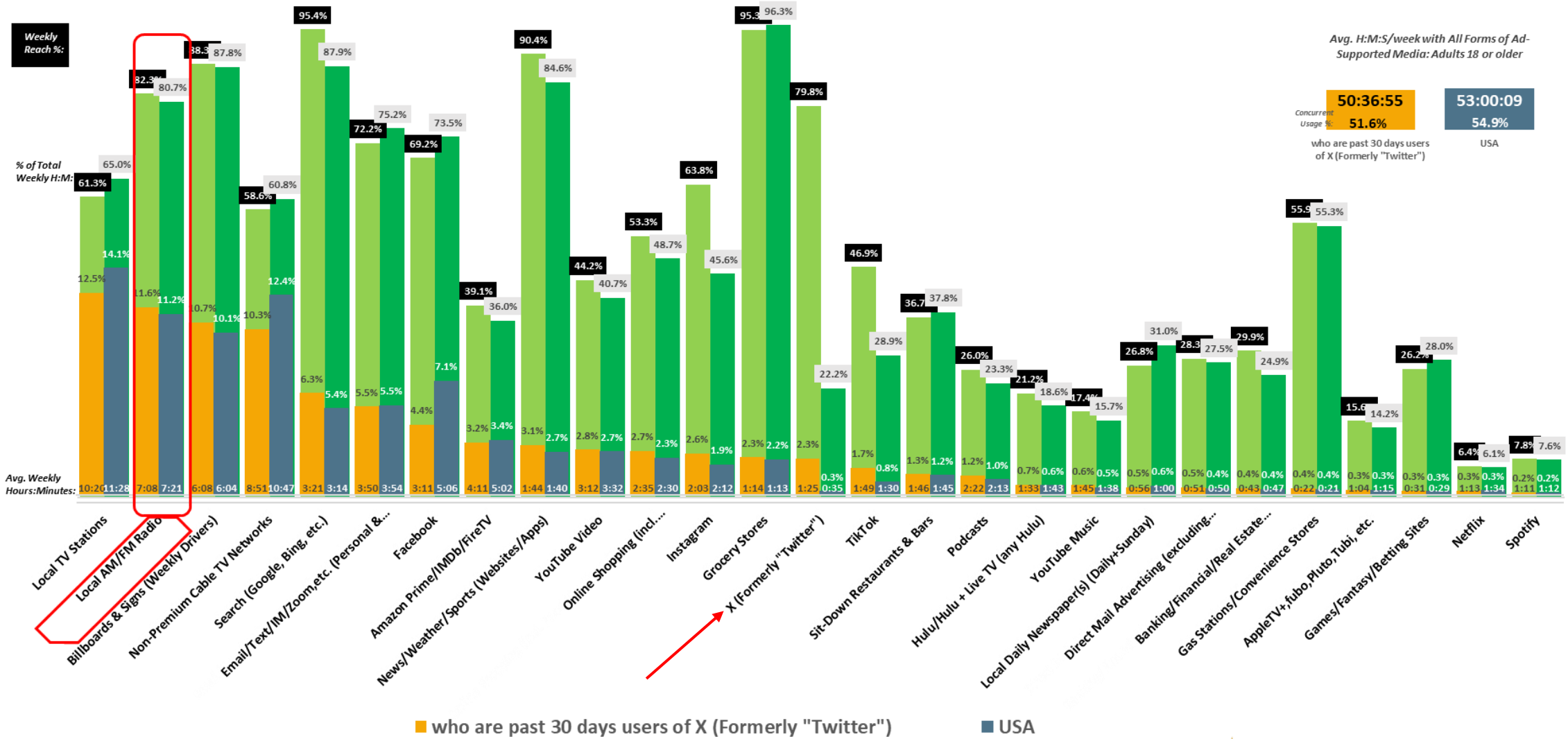
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

P18+

Adults 18 or older who are past 30 days users of X (Formerly "Twitter") spend an average of 2 days, 2 hours, 36 minutes and 55 seconds each week with All Forms of Ad-Supported Media.

82.3% of Adults 18 or older who are past 30 days users of X (Formerly "Twitter") spend an avg. of 7 hours and 8 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.6% of total time spent with all forms of Ad-Supported Media.



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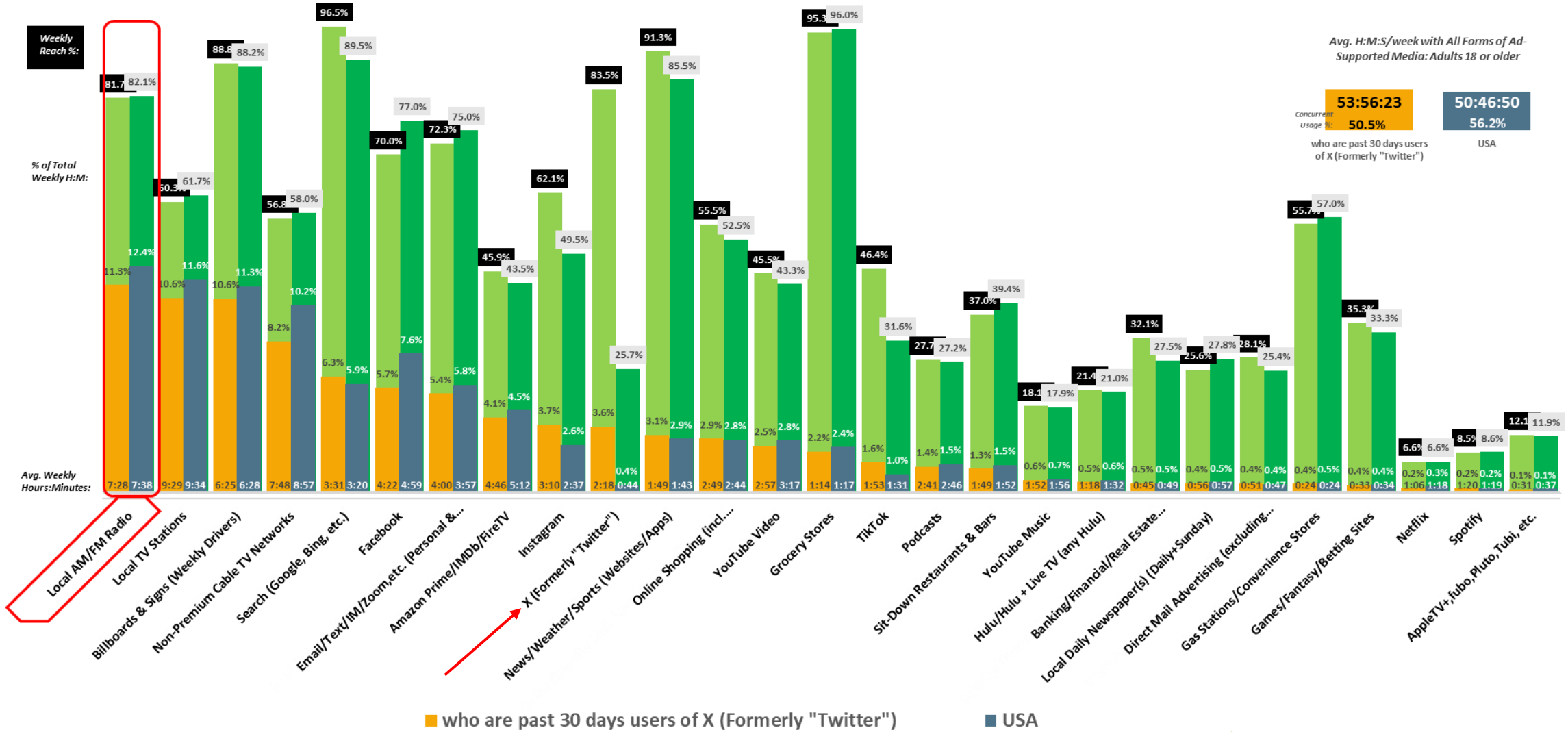
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

P25-64

Adults 25 - 64 who are past 30 days users of X (Formerly "Twitter") spend an average of 2 days, 5 hours, 56 minutes and 23 seconds each week with All Forms of Ad-Supported Media.

81.7% of Adults 25 - 64 who are past 30 days users of X (Formerly "Twitter") spend an avg. of 7 hours and 28 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.3% of total time spent with all forms of Ad-Supported Media.



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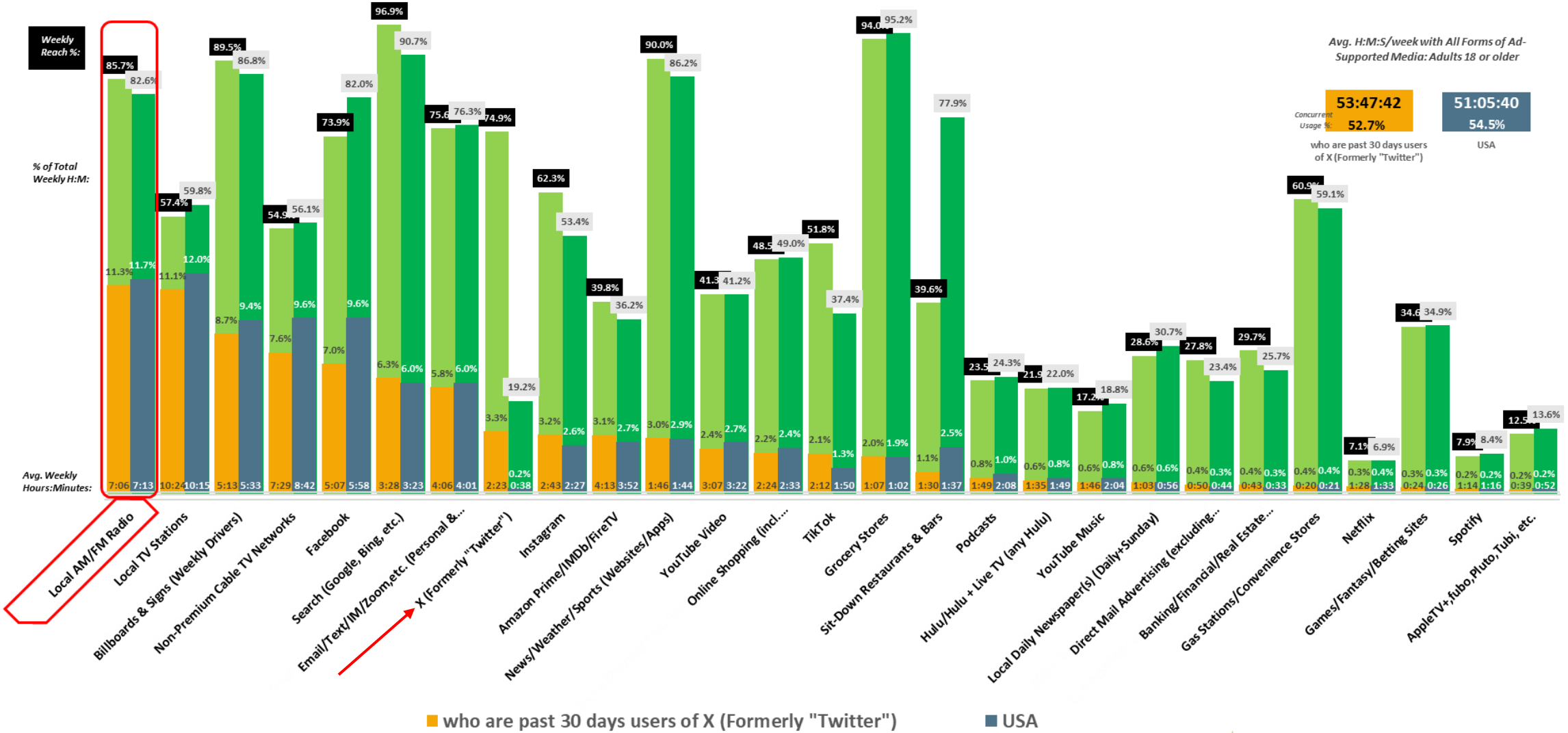
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

W25-64

Women 25 - 64 who are past 30 days users of X (Formerly "Twitter") spend an average of 2 days, 5 hours, 47 minutes and 42 seconds each week with All Forms of Ad-Supported Media.

85.7% of Women 25 - 64 who are past 30 days users of X (Formerly "Twitter") spend an avg. of 7 hours and 6 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.3% of total time spent with all forms of Ad-Supported Media.



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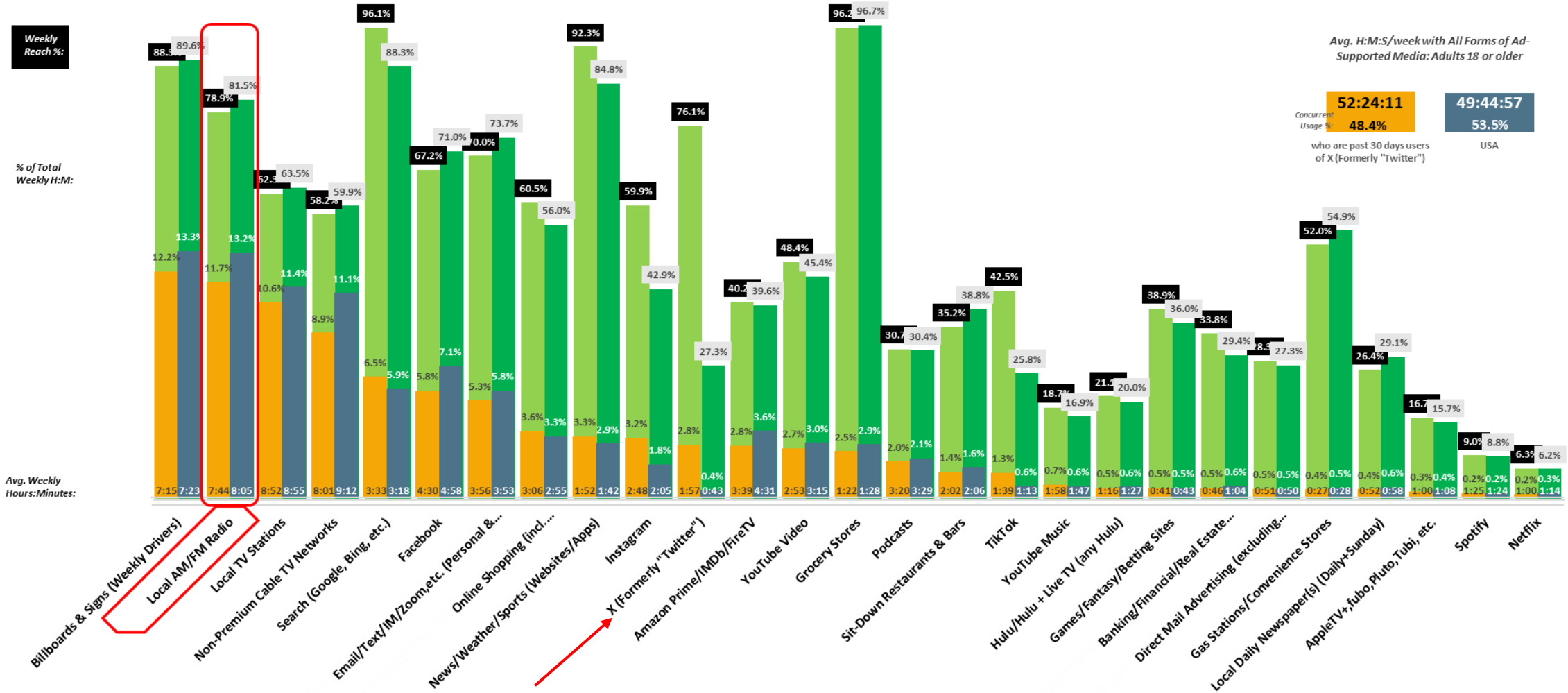
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

M25-64

Men 25 - 64 who are past 30 days users of X (Formerly "Twitter") spend an average of 2 days, 4 hours, 24 minutes and 11 seconds each week with All Forms of Ad-Supported Media.

78.9% of Men 25 - 64 who are past 30 days users of X (Formerly "Twitter") spend an avg. of 7 hours and 44 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.7% of total time spent with all forms of Ad-Supported Media.



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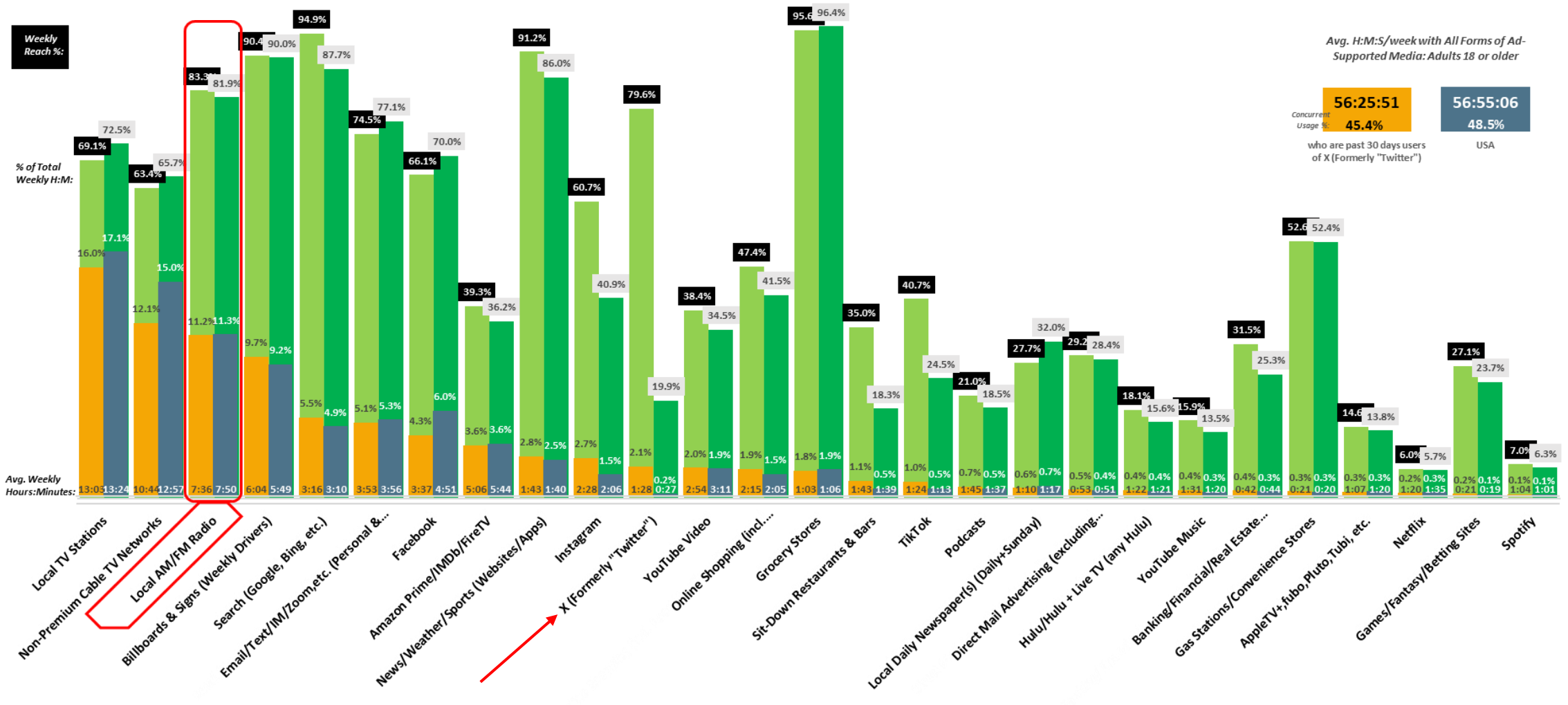
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

P35+

Adults 35 or older who are past 30 days users of X (Formerly "Twitter") spend an average of 2 days, 8 hours, 25 minutes and 51 seconds each week with All Forms of Ad-Supported Media.

83.3% of Adults 35 or older who are past 30 days users of X (Formerly "Twitter") spend an avg. of 7 hours and 36 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.2% of total time spent with all forms of Ad-Supported Media.



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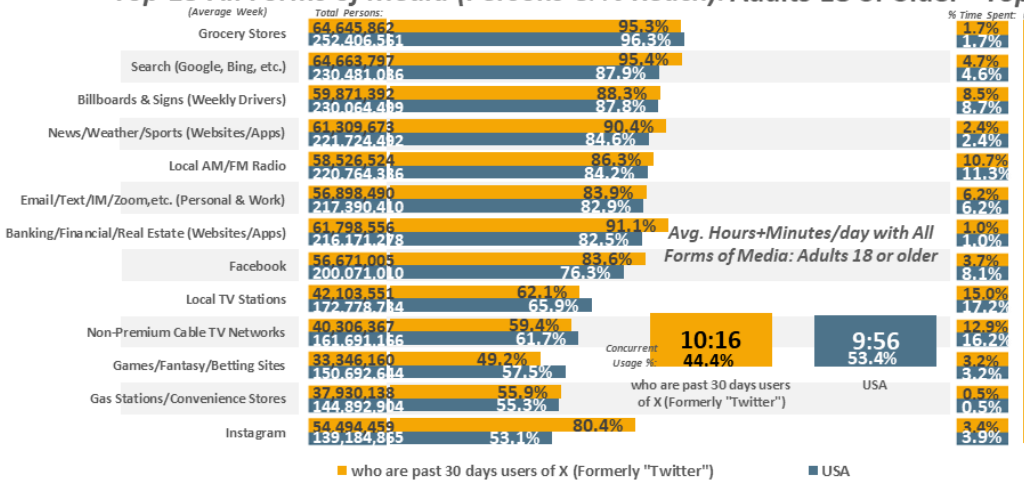
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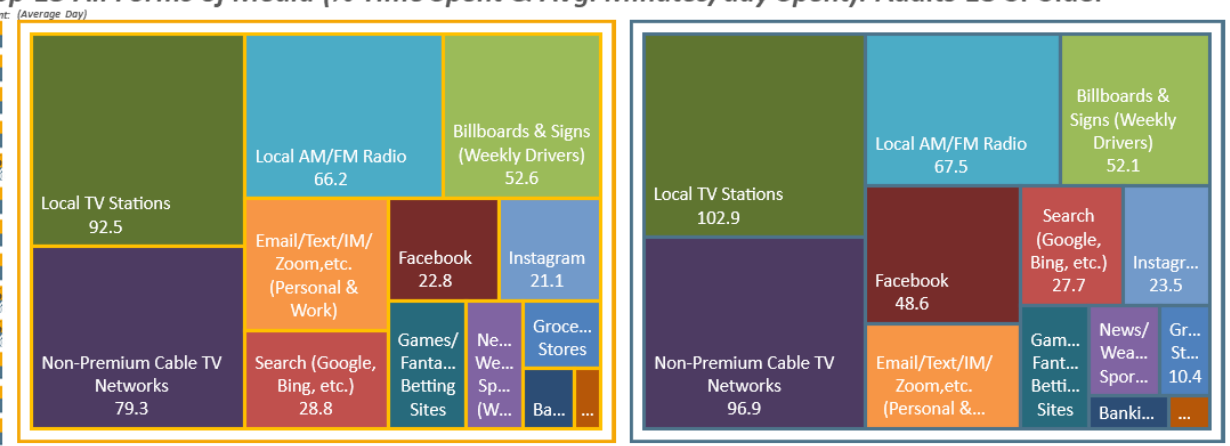
Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

P18+

Adults 18 or older who are past 30 days users of X (Formerly "Twitter") spend an average of 7 hours and 13 minutes each day with All Forms of Ad-Supported Media. 82.3% listen to Local AM/FM Radio for an avg. of 61.2 minutes/day. *(Local Radio delivers 11.6% of Time with Ad-Supported Media.)*

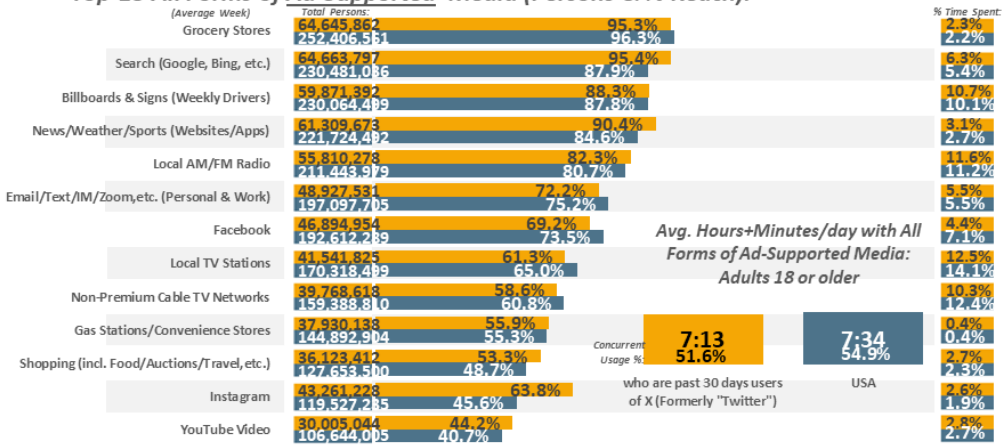
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

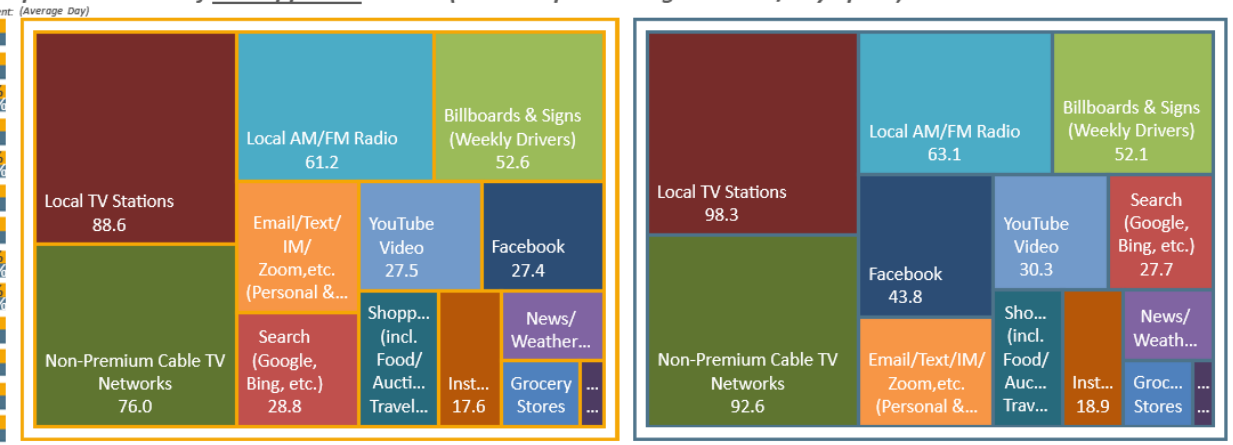




■ who are past 30 days users of X (Formerly "Twitter") ■ USA

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





■ who are past 30 days users of X (Formerly "Twitter") ■ USA

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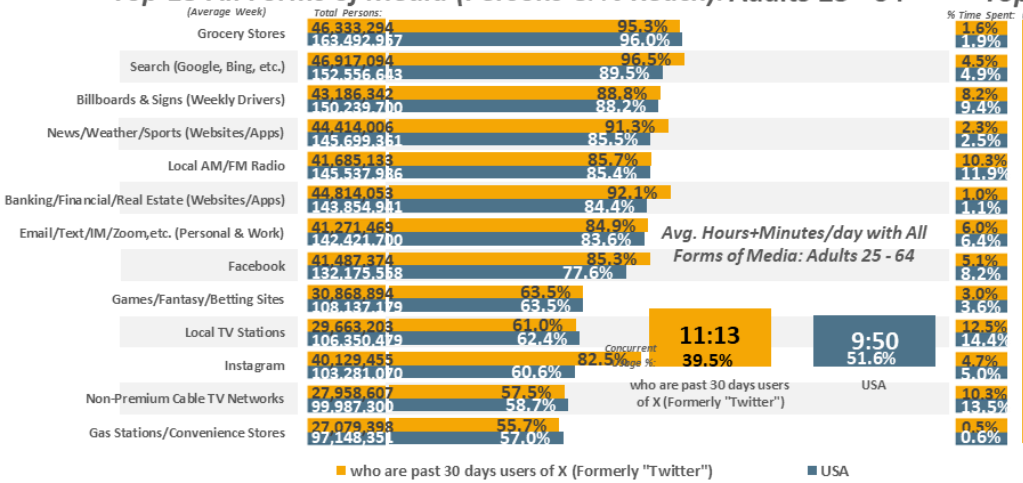
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

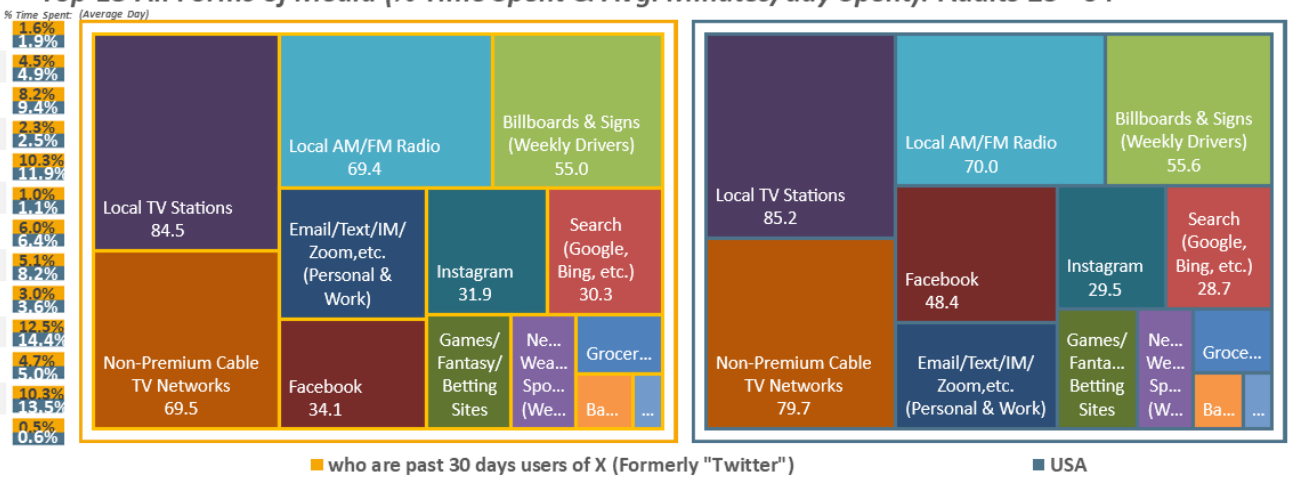
P25-64

Adults 25 - 64 who are past 30 days users of X (Formerly "Twitter") spend an average of 7 hours and 42 minutes each day with All Forms of Ad-Supported Media. 81.7% listen to Local AM/FM Radio for an avg. of 64. minutes/day. *(Local Radio delivers 11.3% of Time with Ad-Supported Media.)*

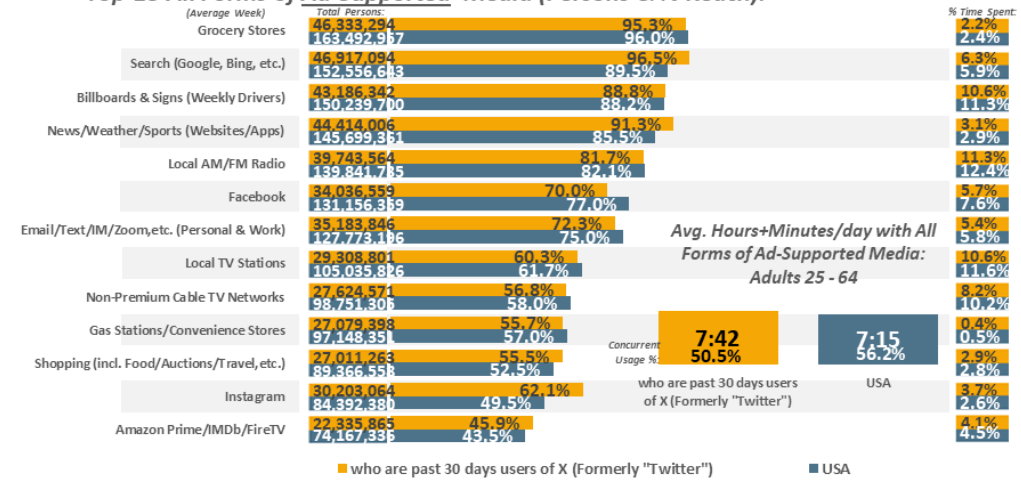
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



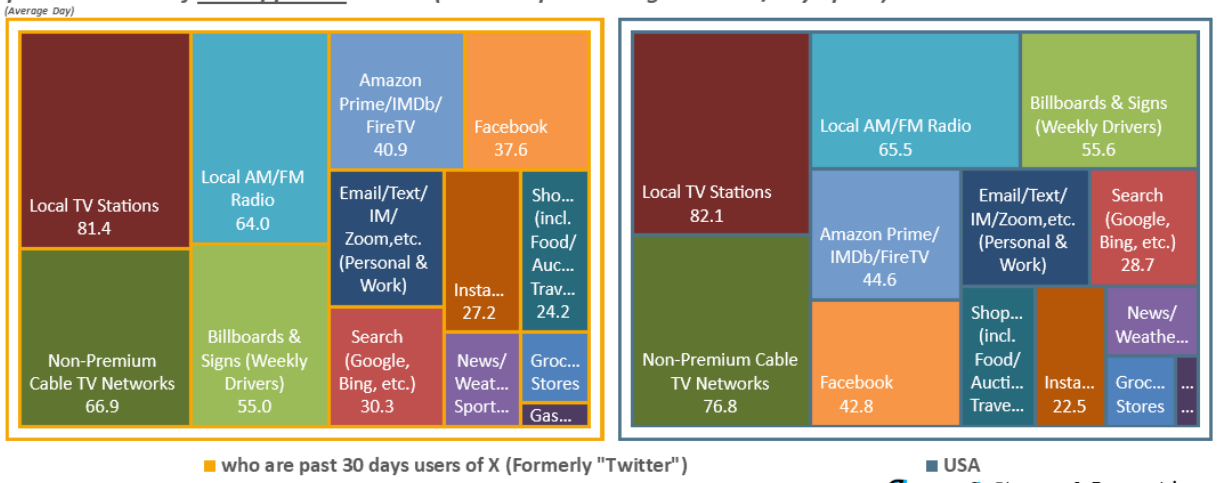
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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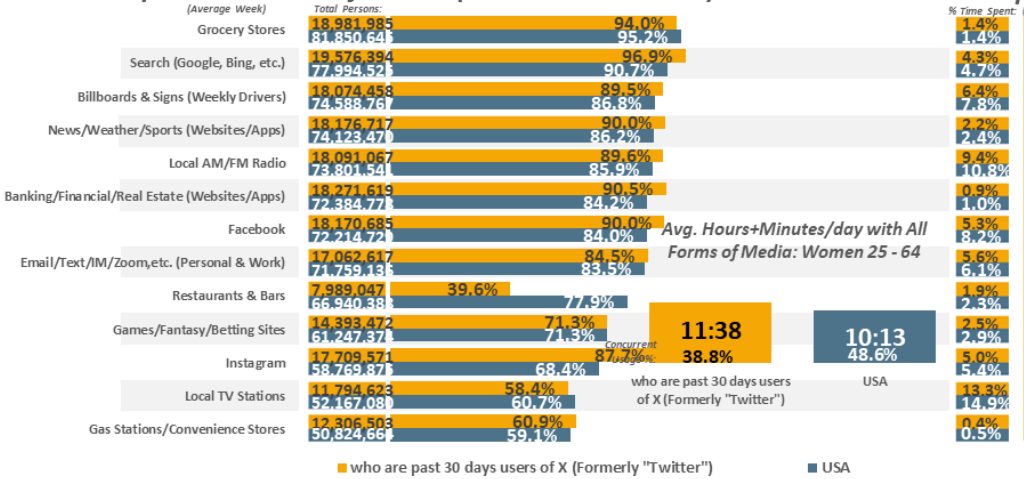
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

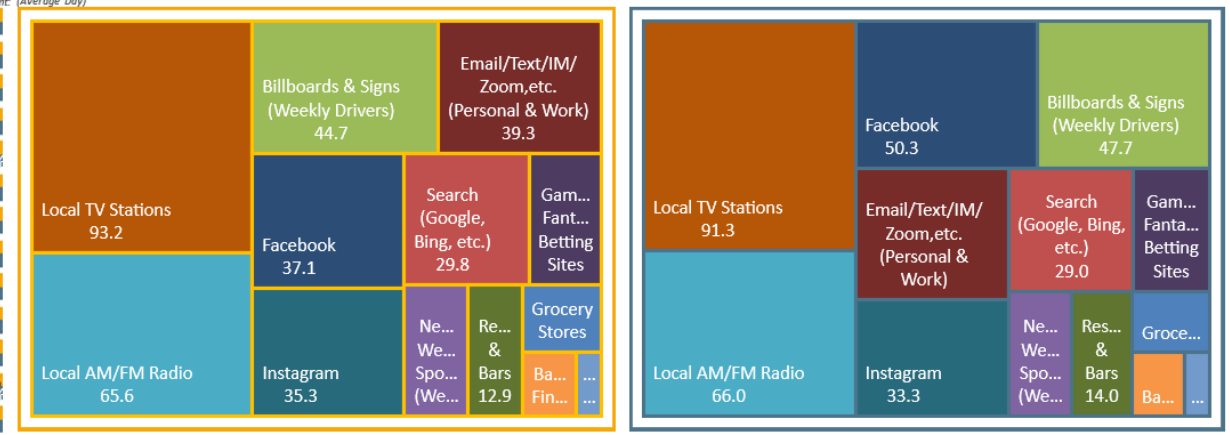
W25-64

Women 25 - 64 who are past 30 days users of X (Formerly "Twitter") spend an average of 7 hours and 41 minutes each day with All Forms of Ad-Supported Media. 85.7% listen to Local AM/FM Radio for an avg. of 61. minutes/day. *(Local Radio delivers 11.3% of Time with Ad-Supported Media.)*

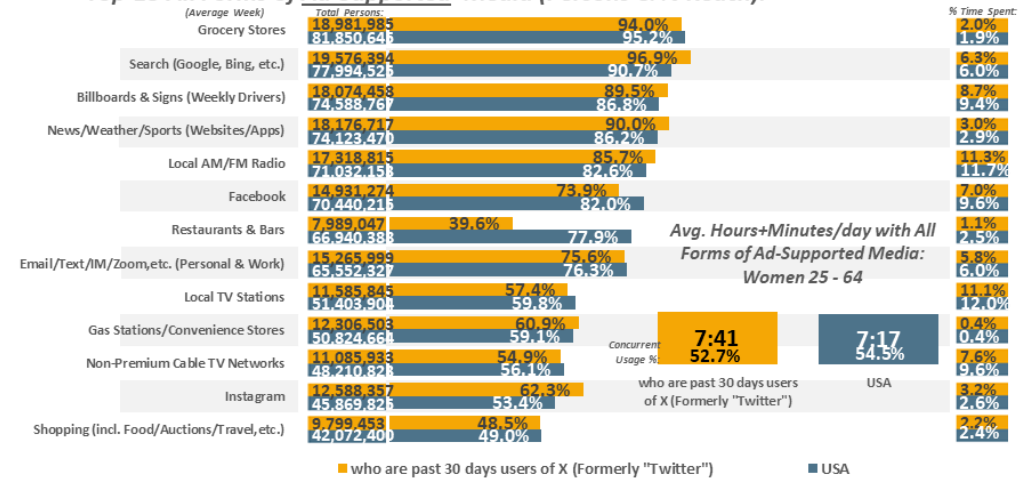
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 64



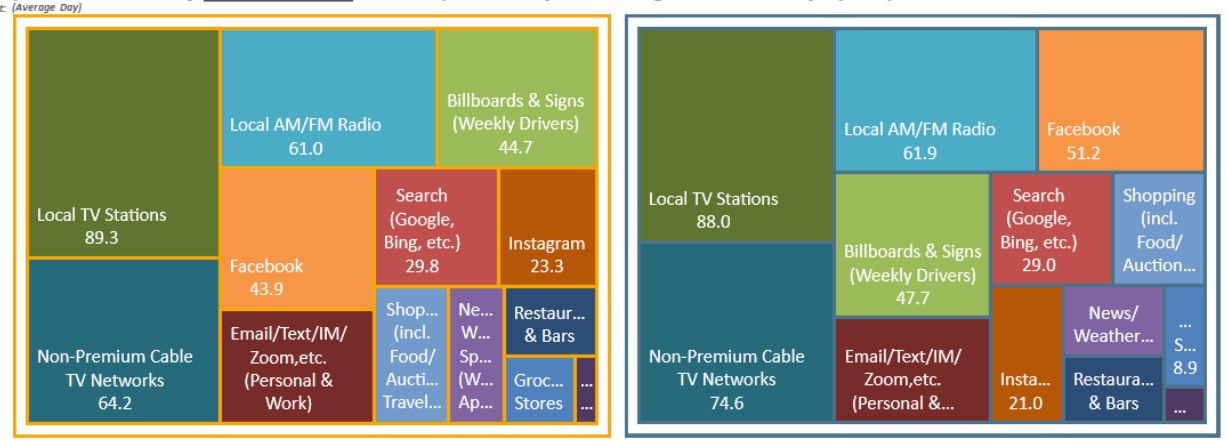
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Women 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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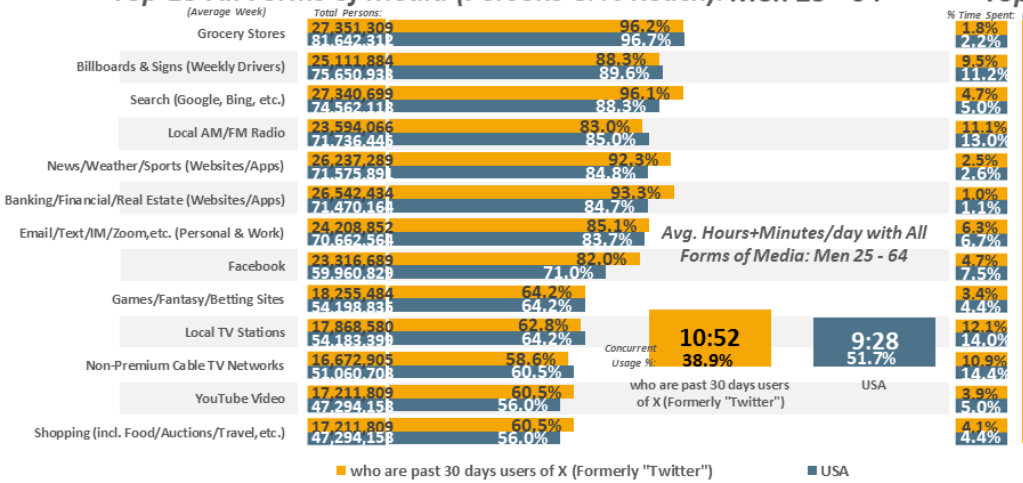
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

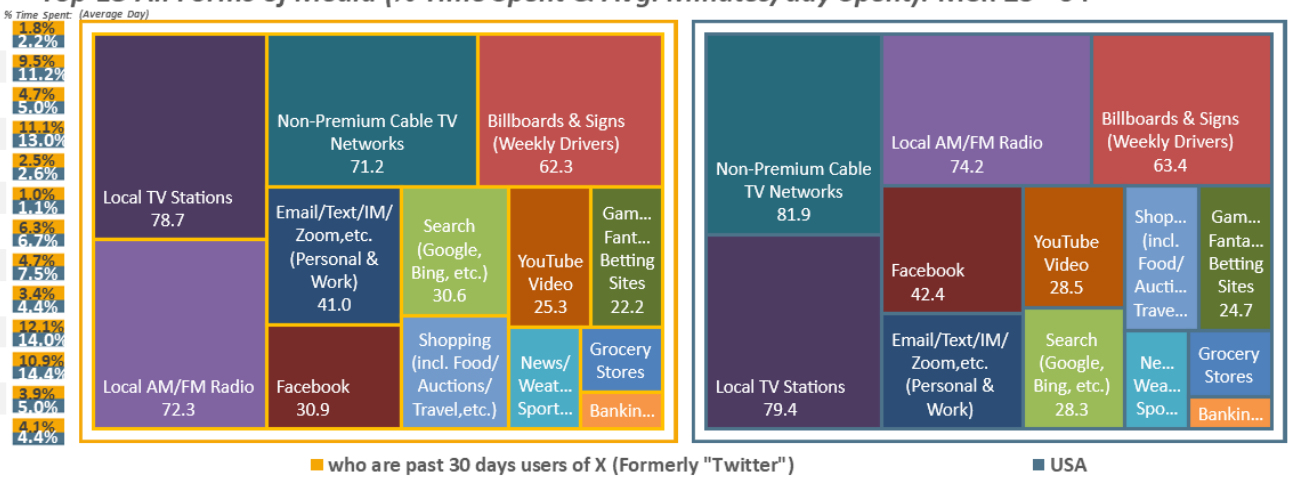
M25-64

Men 25 - 64 who are past 30 days users of X (Formerly "Twitter") spend an average of 7 hours and 29 minutes each day with All Forms of Ad-Supported Media. 78.9% listen to Local AM/FM Radio for an avg. of 66.4 minutes/day. *(Local Radio delivers 11.7% of Time with Ad-Supported Media.)*

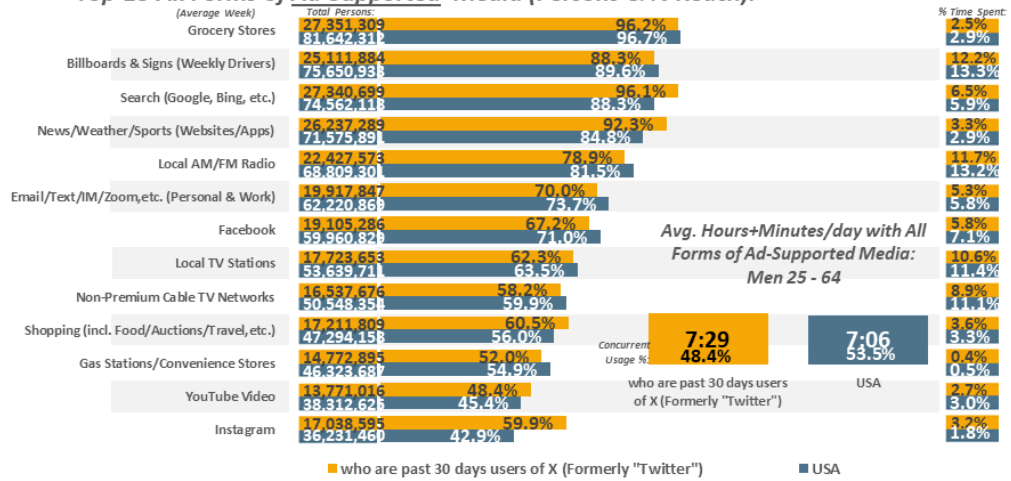
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 64



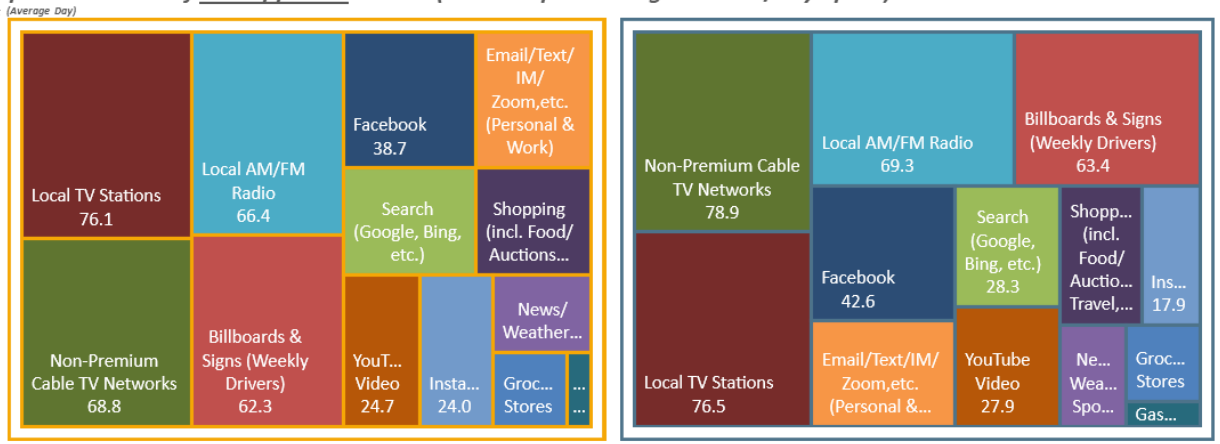
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Men 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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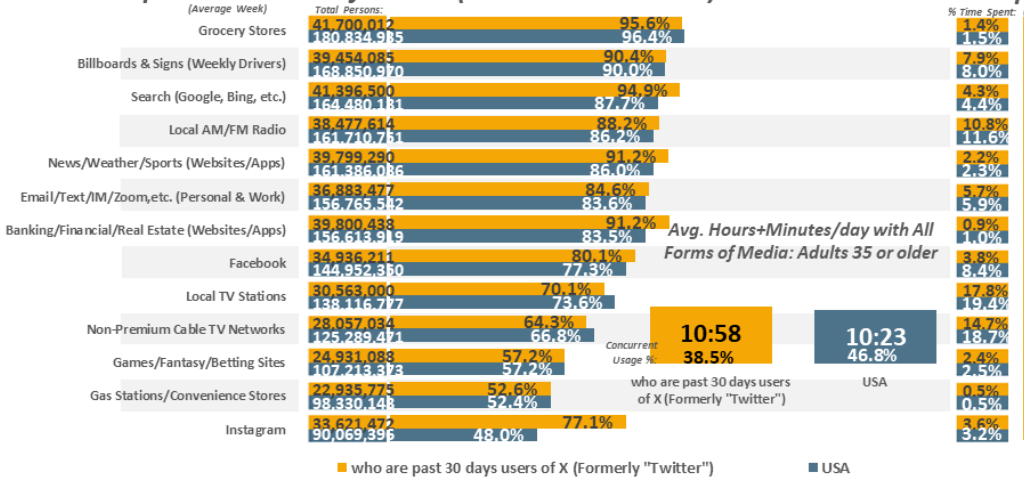
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

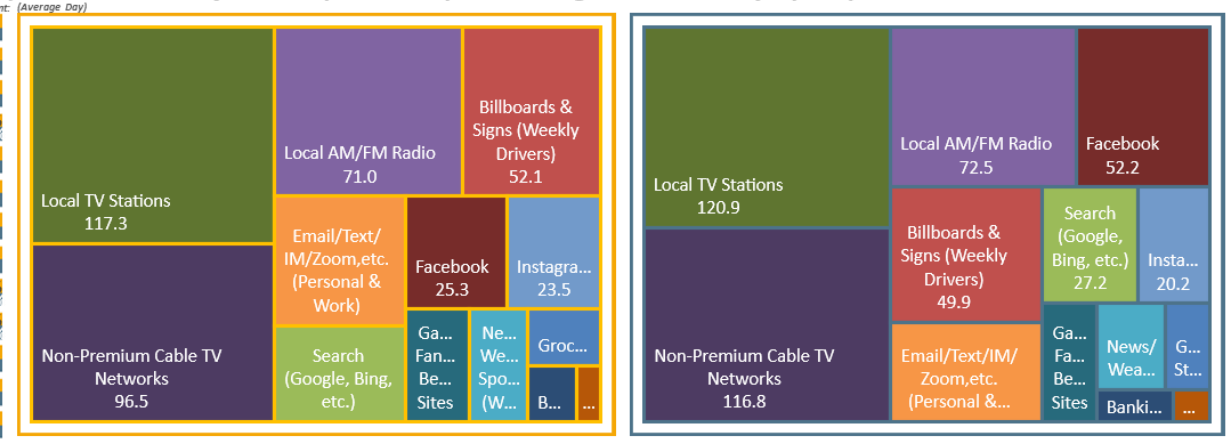
P35+

Adults 35 or older who are past 30 days users of X (Formerly "Twitter") spend an average of 8 hours and 3 minutes each day with All Forms of Ad-Supported Media. 83.3% listen to Local AM/FM Radio for an avg. of 65.2 minutes/day. *(Local Radio delivers 11.2% of Time with Ad-Supported Media.)*

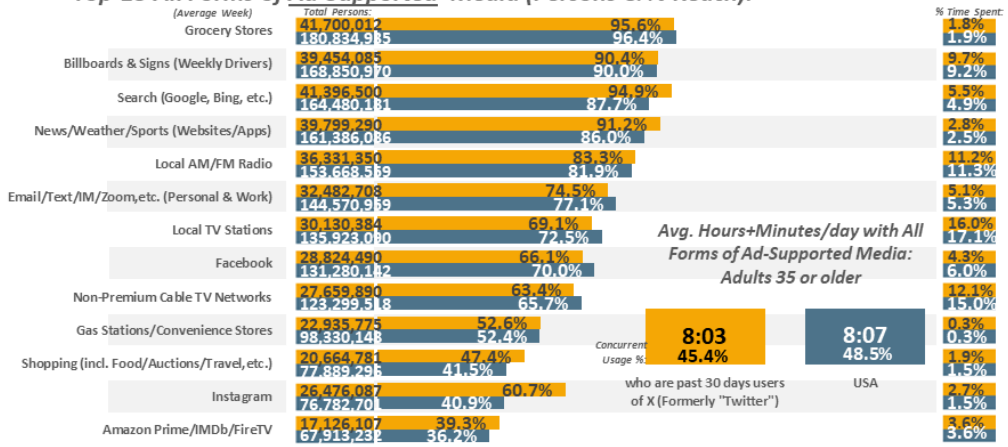
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older



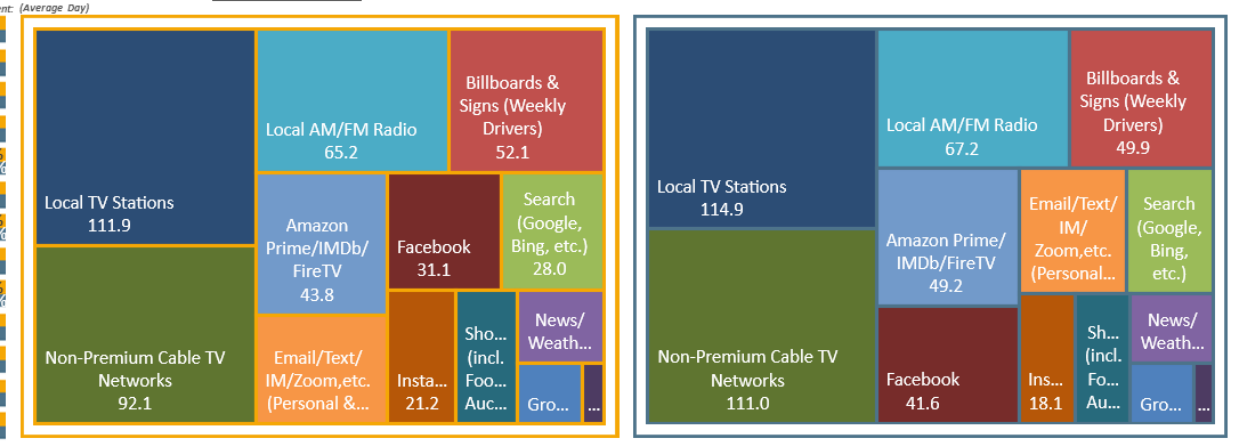
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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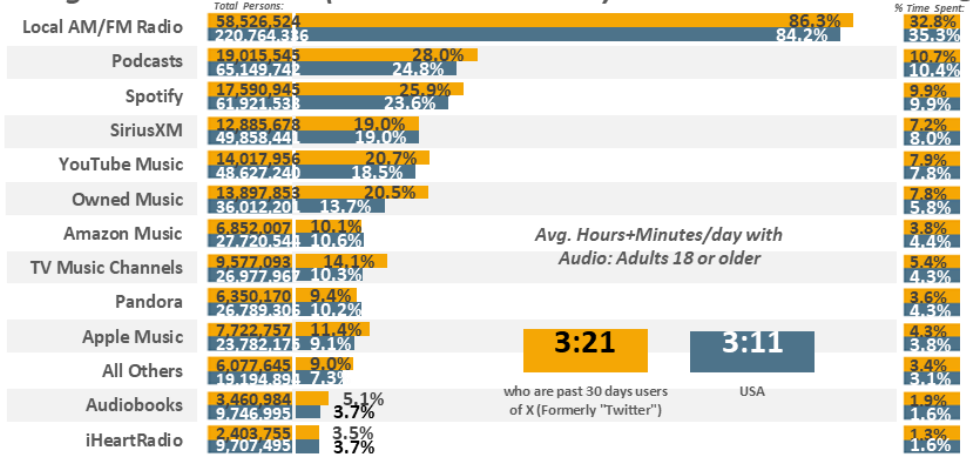
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

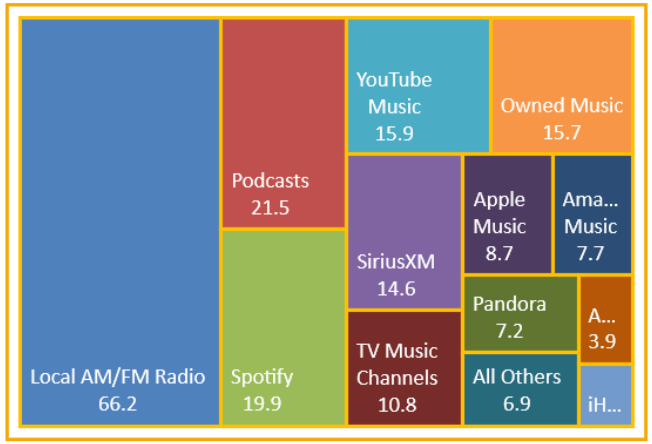
P18+

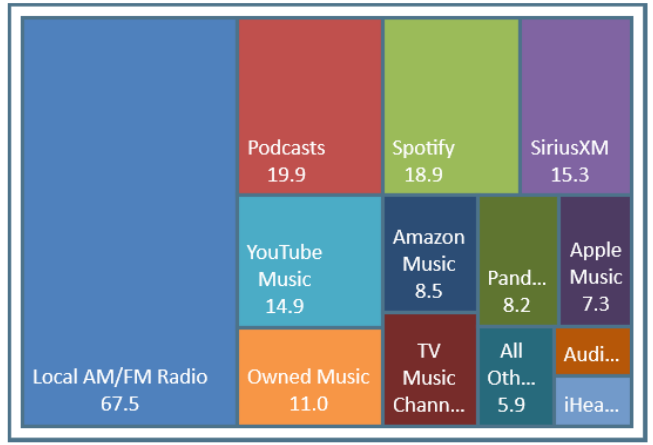
55,810,278 or 82.3% of Adults 18 or older who are past 30 days users of X (Formerly "Twitter") listen to Ad-Supported Local AM/FM Radio for an average of 61.2 minutes every day representing 43.1% of all time spent daily with Ad-Supported Audio.

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

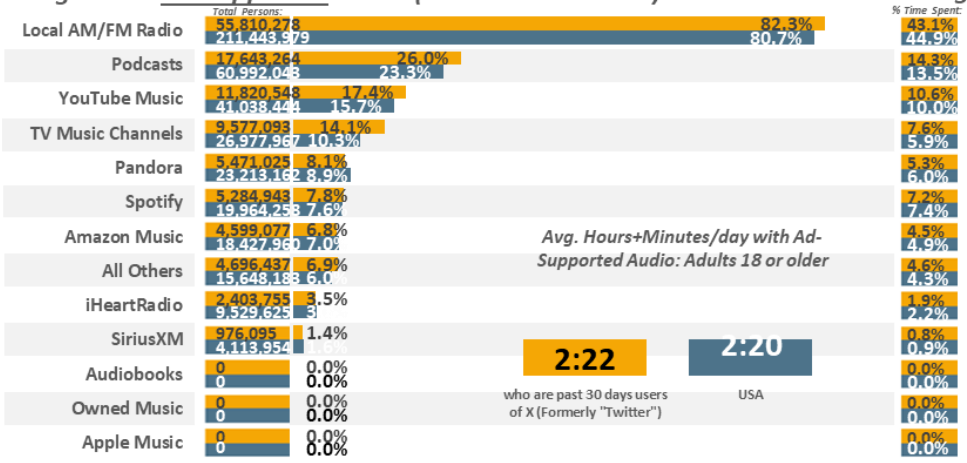


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

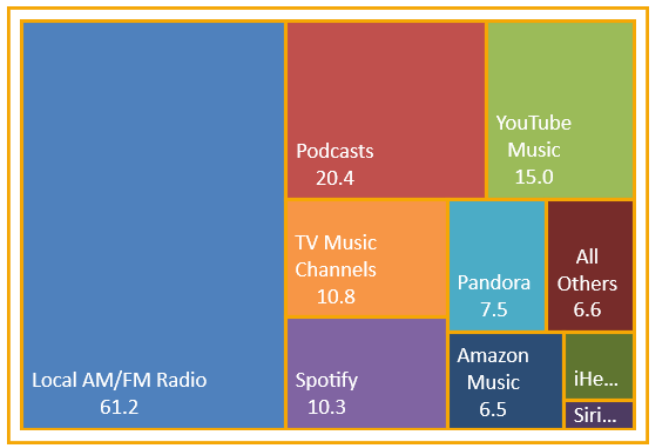


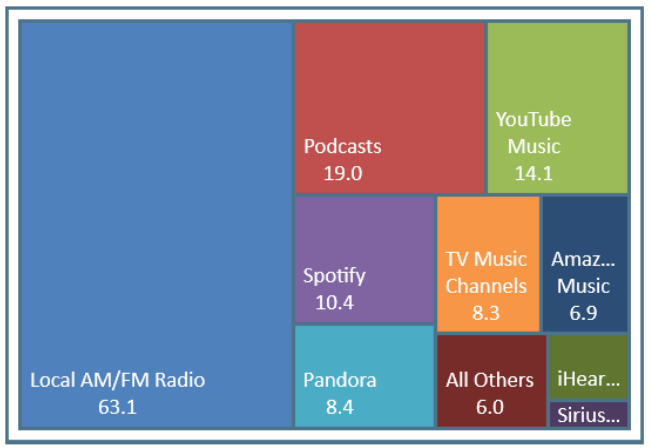


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





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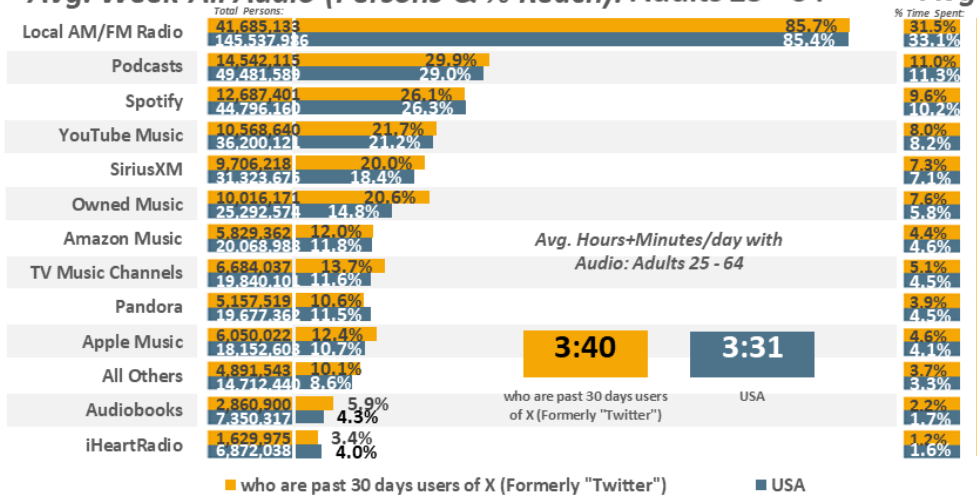
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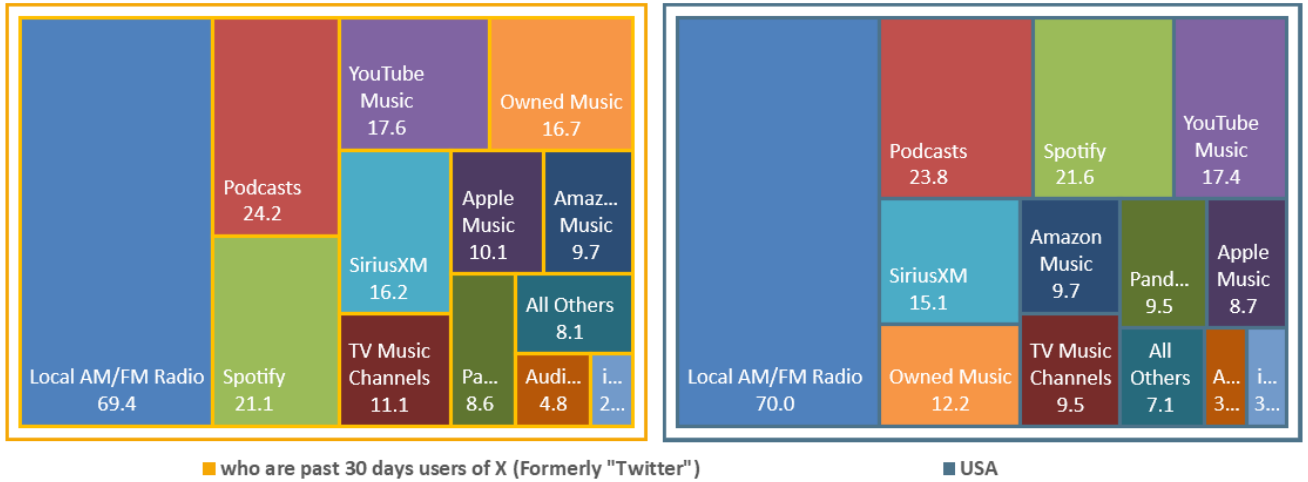
P25-64

39,743,564 or 81.7% of Adults 25 - 64 who are past 30 days users of X (Formerly "Twitter") listen to Ad-Supported Local AM/FM Radio for an average of 64. minutes every day representing 39.9% of all time spent daily with Ad-Supported Audio.

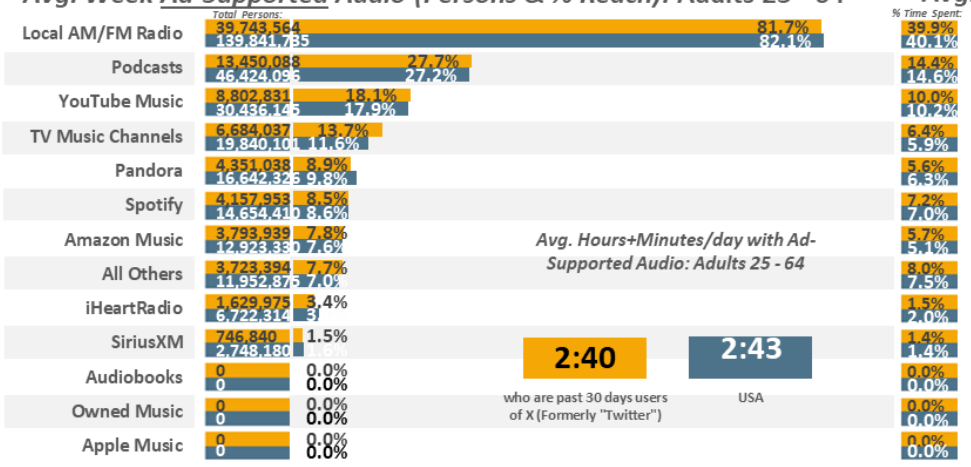
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



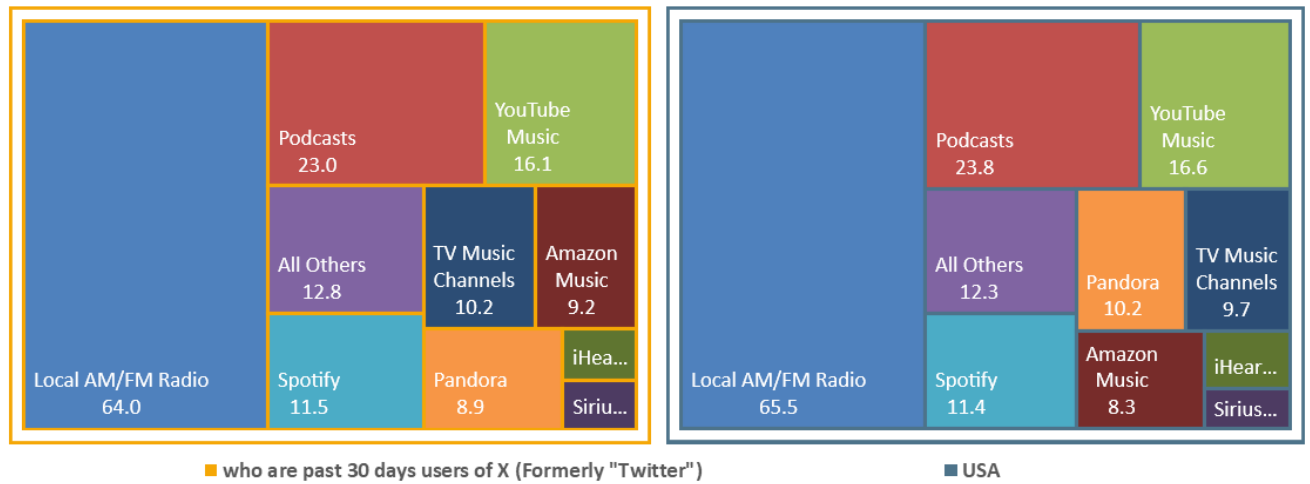
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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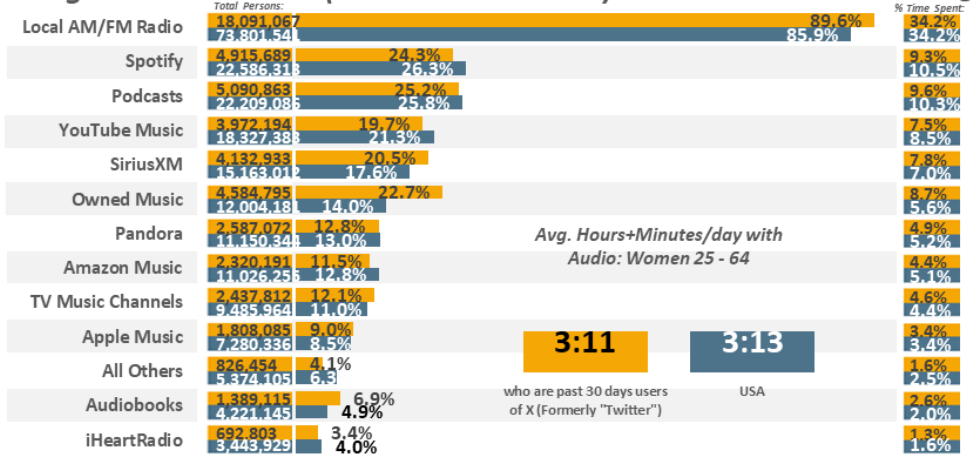
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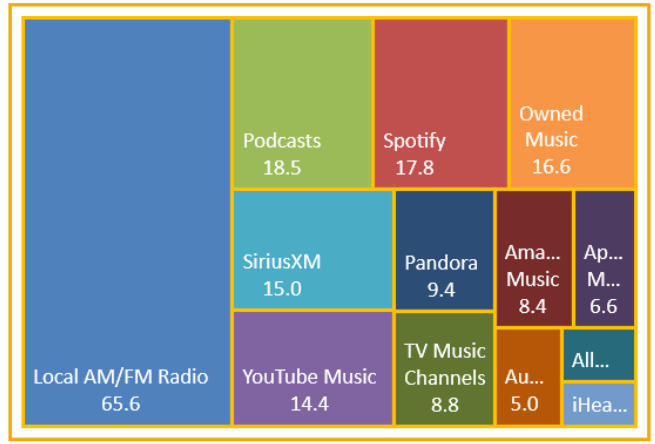
W25-64

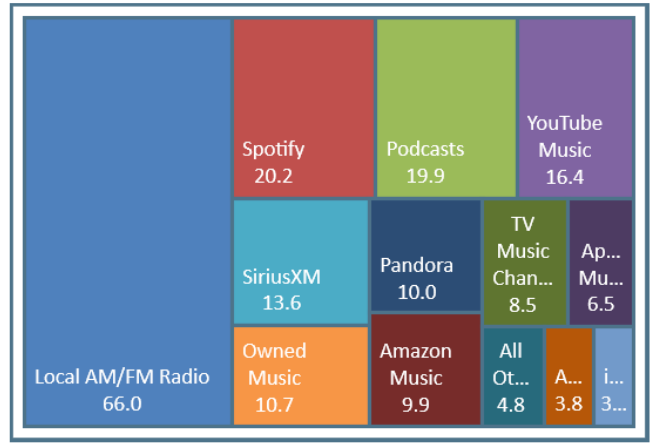
17,318,815 or 85.7% of Women 25 - 64 who are past 30 days users of X (Formerly "Twitter") listen to Ad-Supported Local AM/FM Radio for an average of 61. minutes every day representing 43.8% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Women 25 - 64

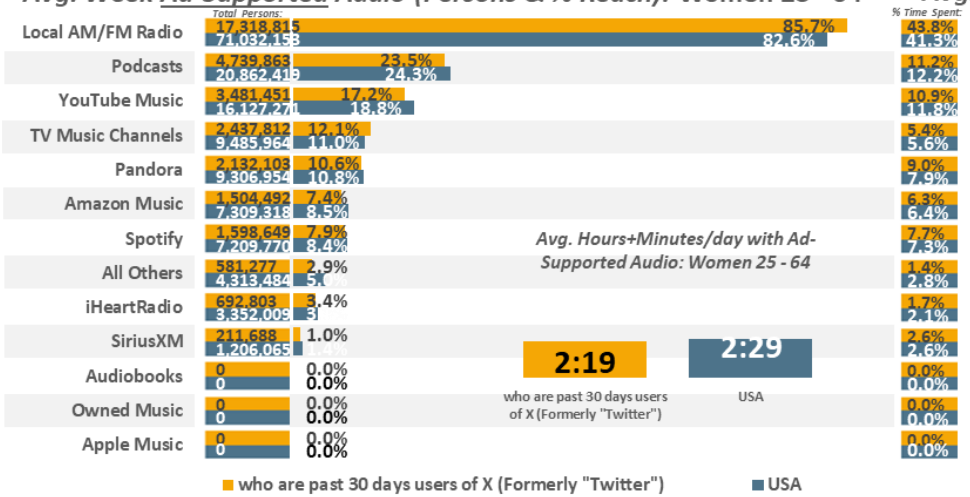


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64

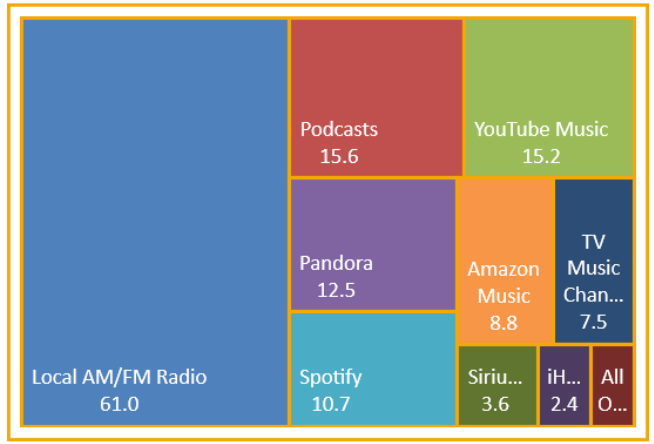


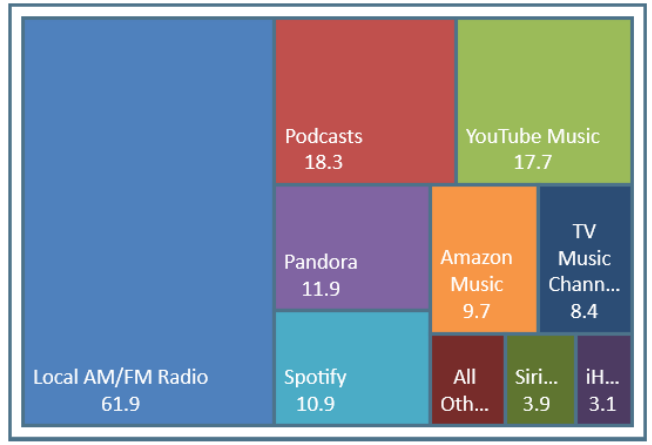


Avg. Week Ad-Supported Audio (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64





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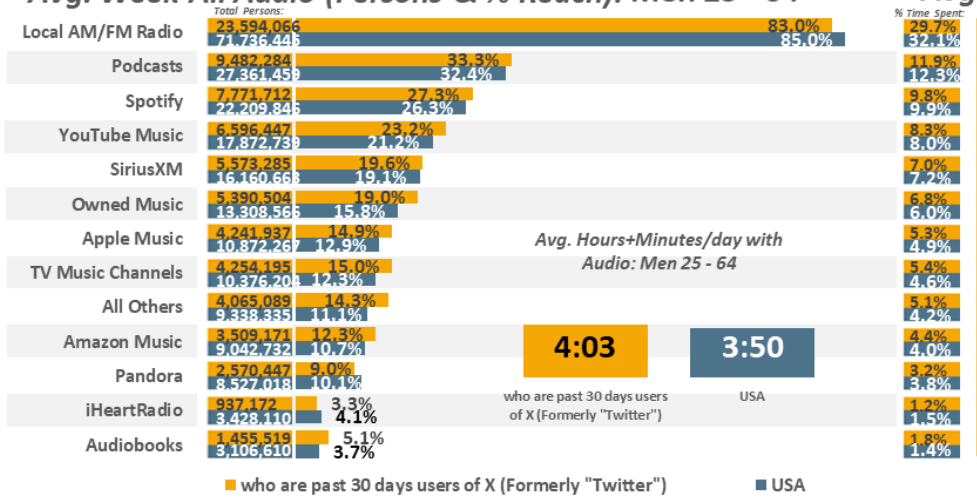
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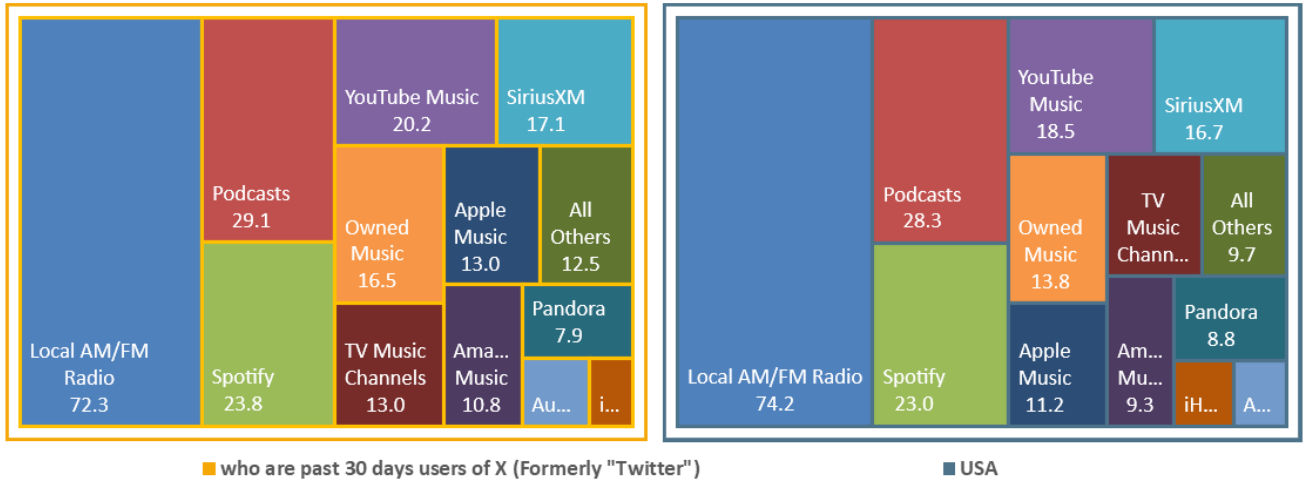
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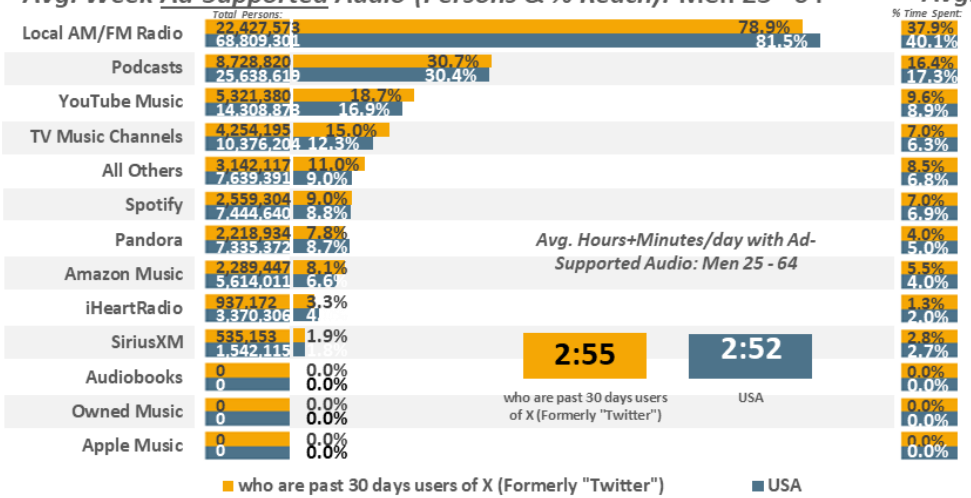
Avg. Week All Audio (Persons & % Reach): Men 25 - 64



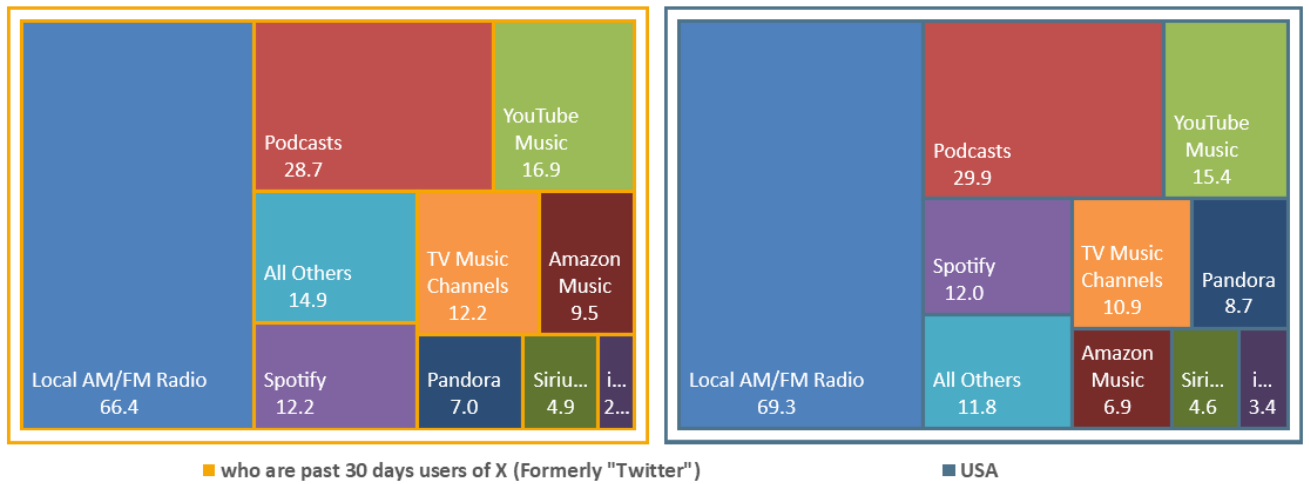
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Men 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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Scarborough R1 2024: Aug23-Apr24 *USA Projection*

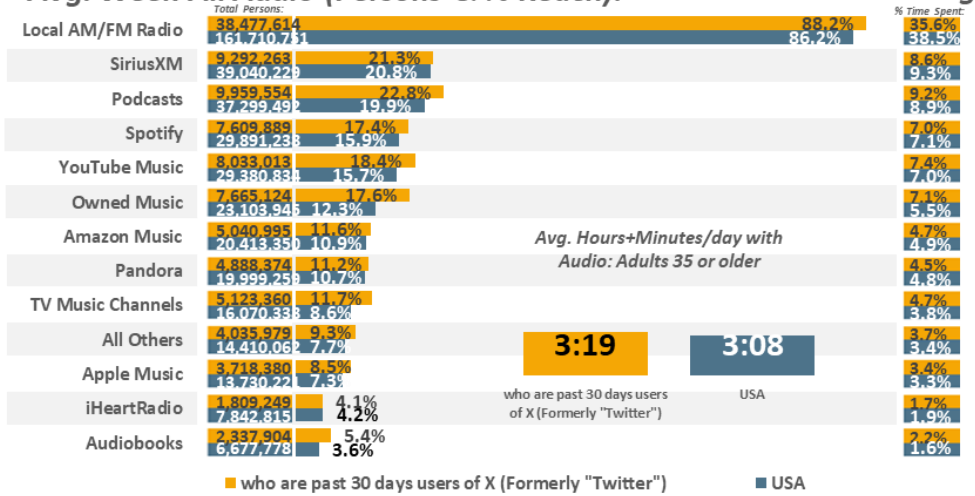
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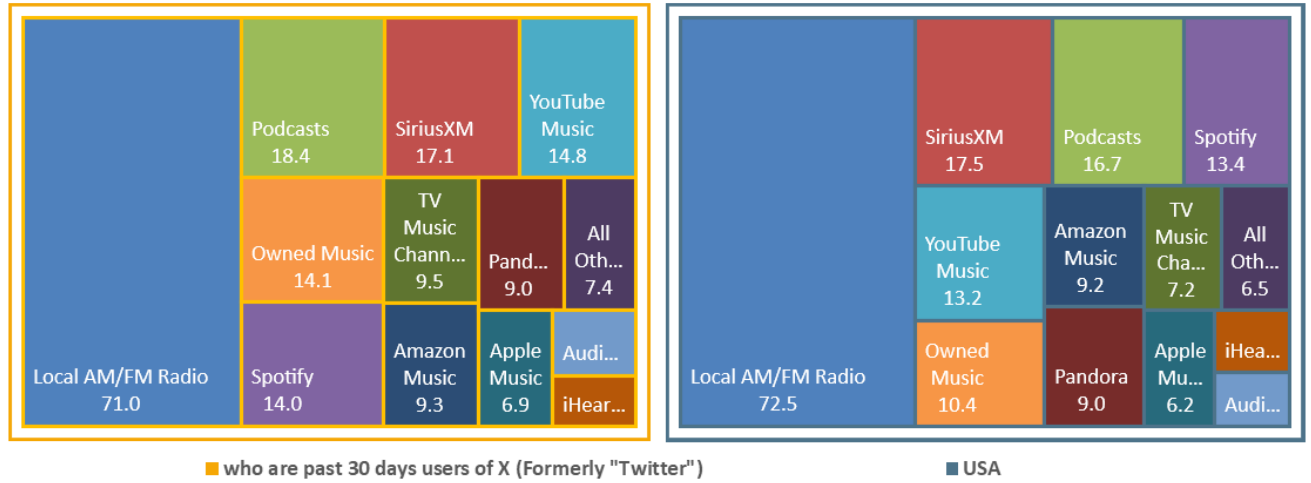
P35+

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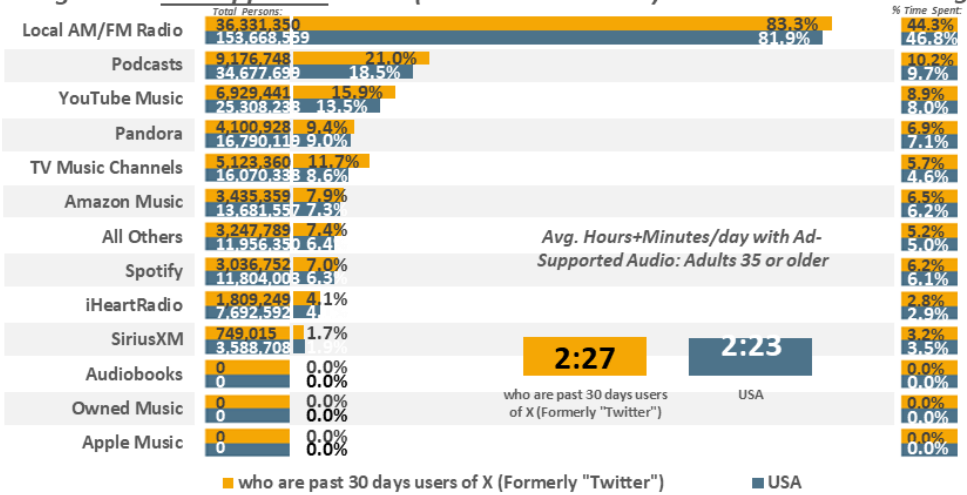
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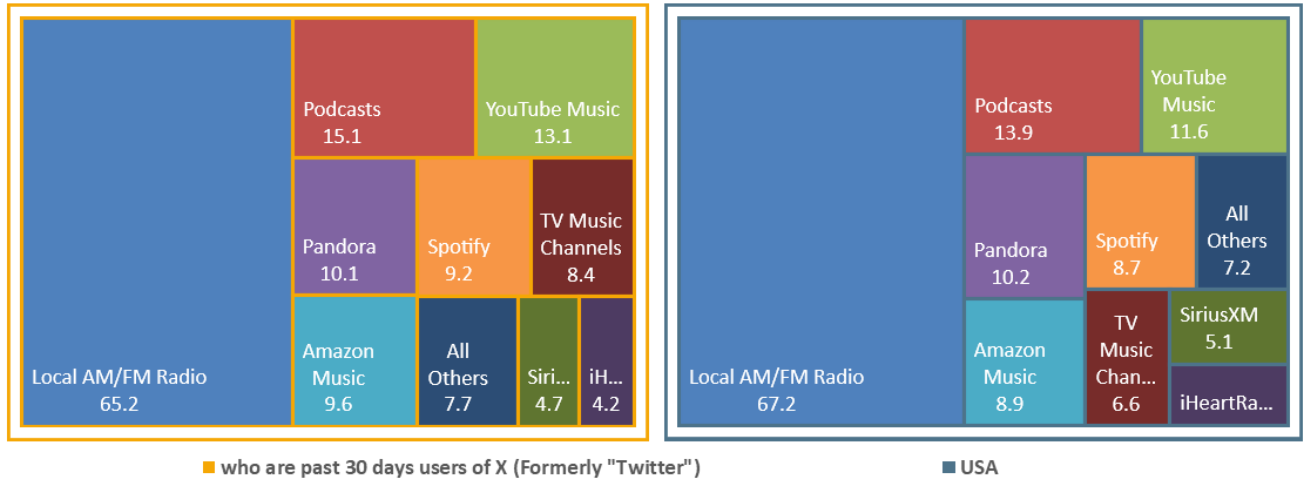
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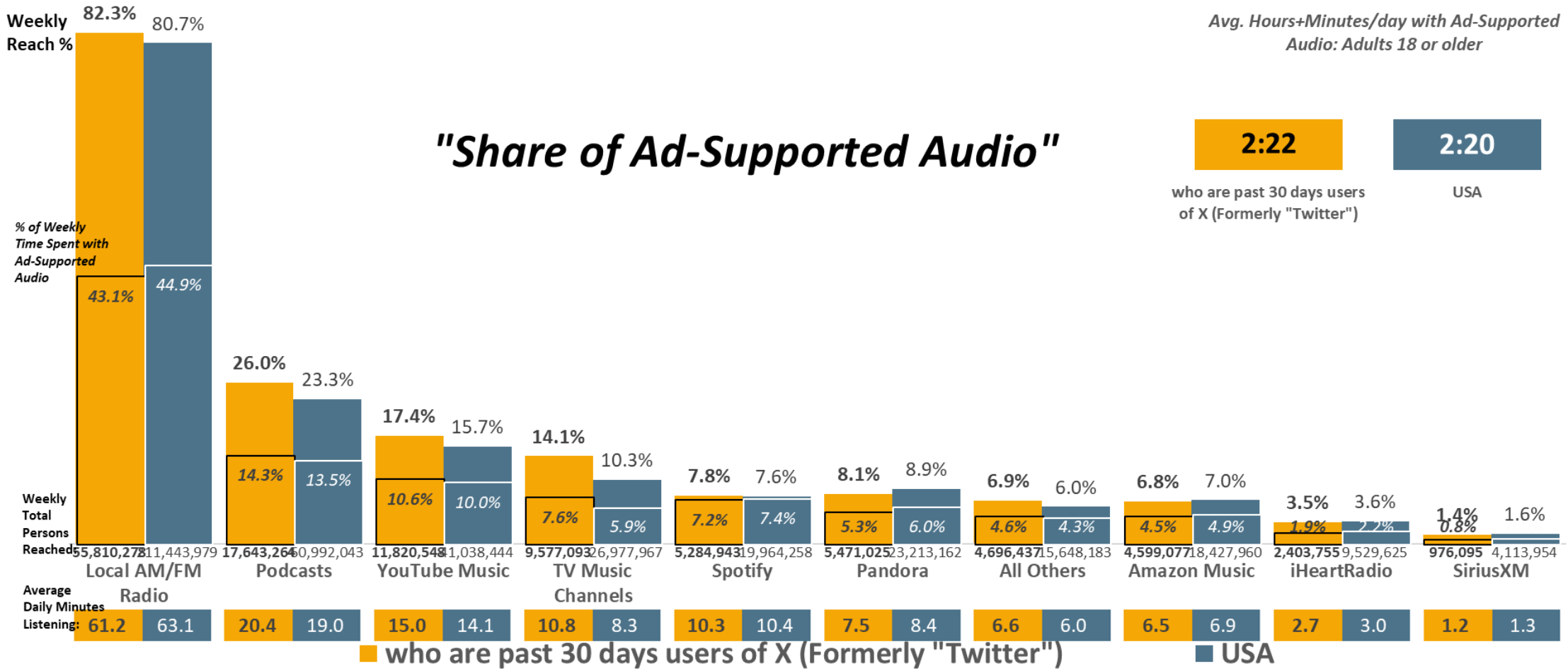
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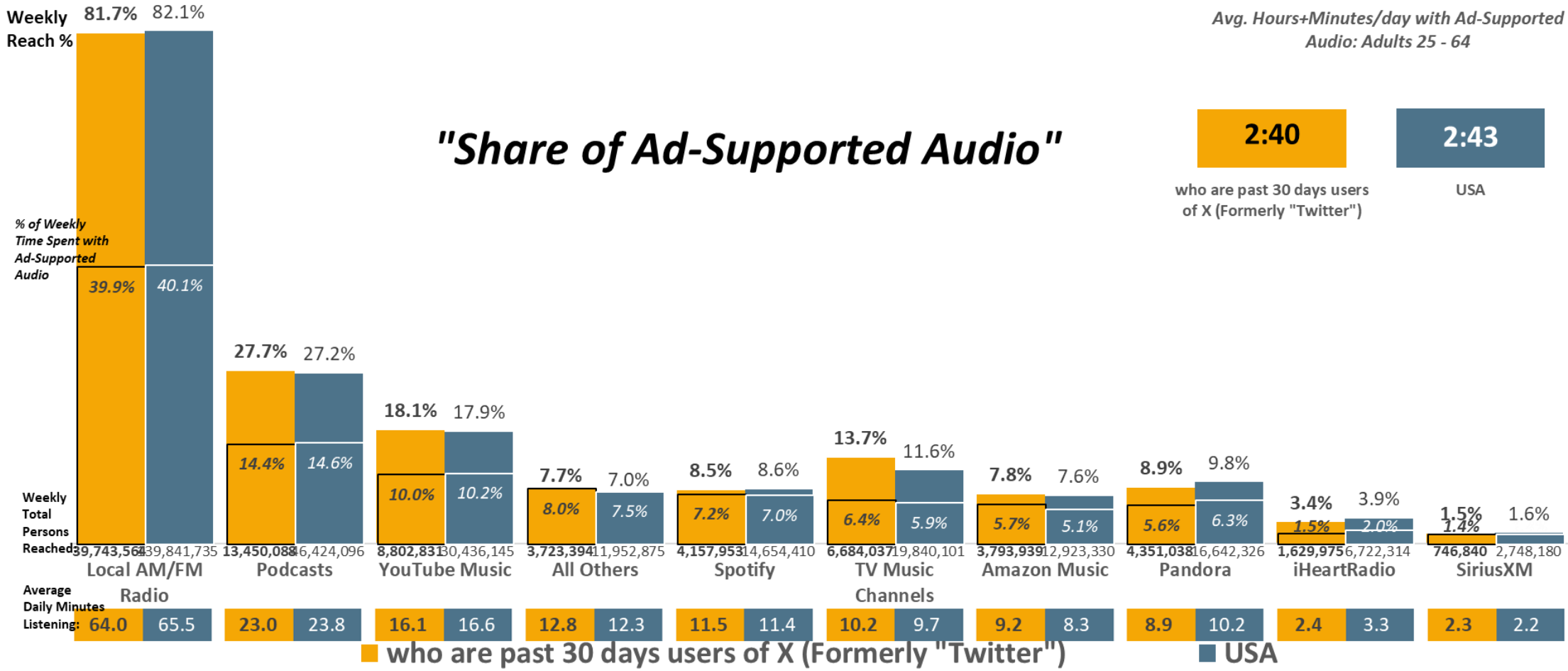
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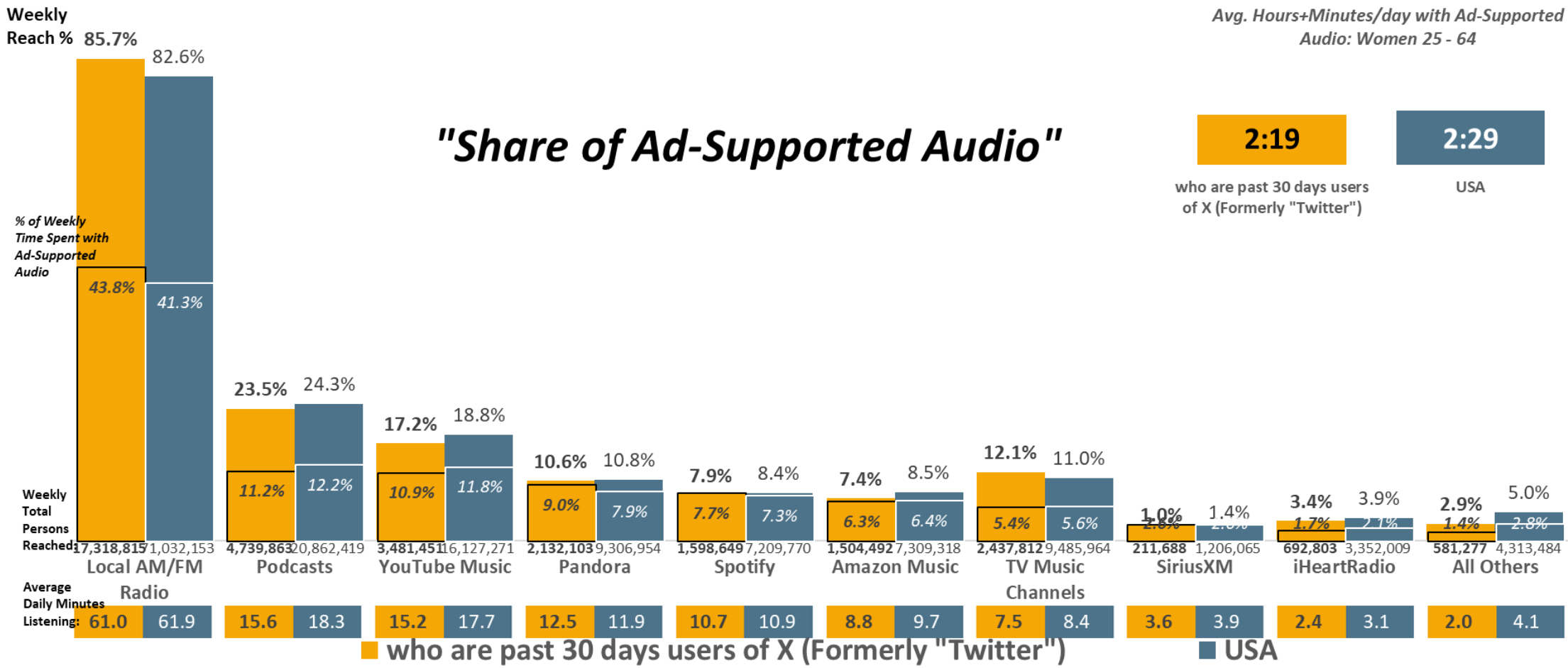
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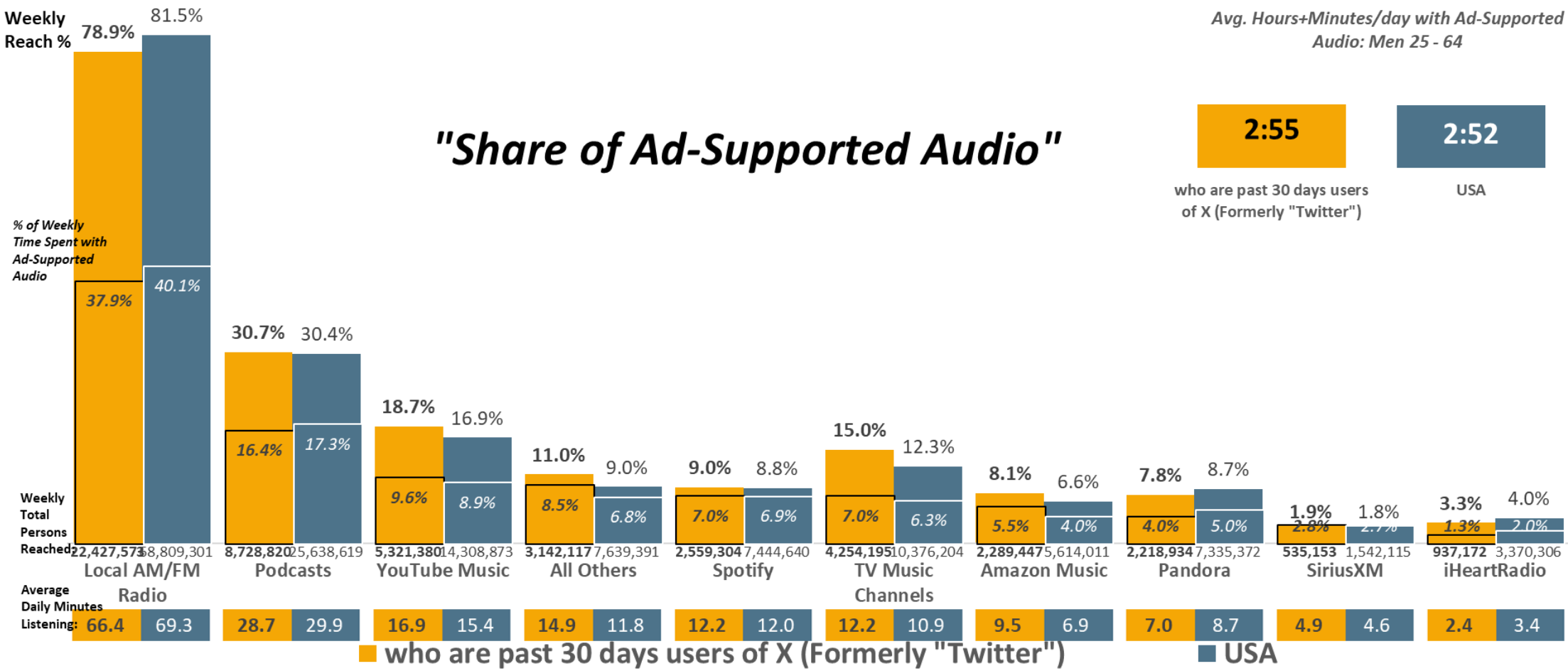
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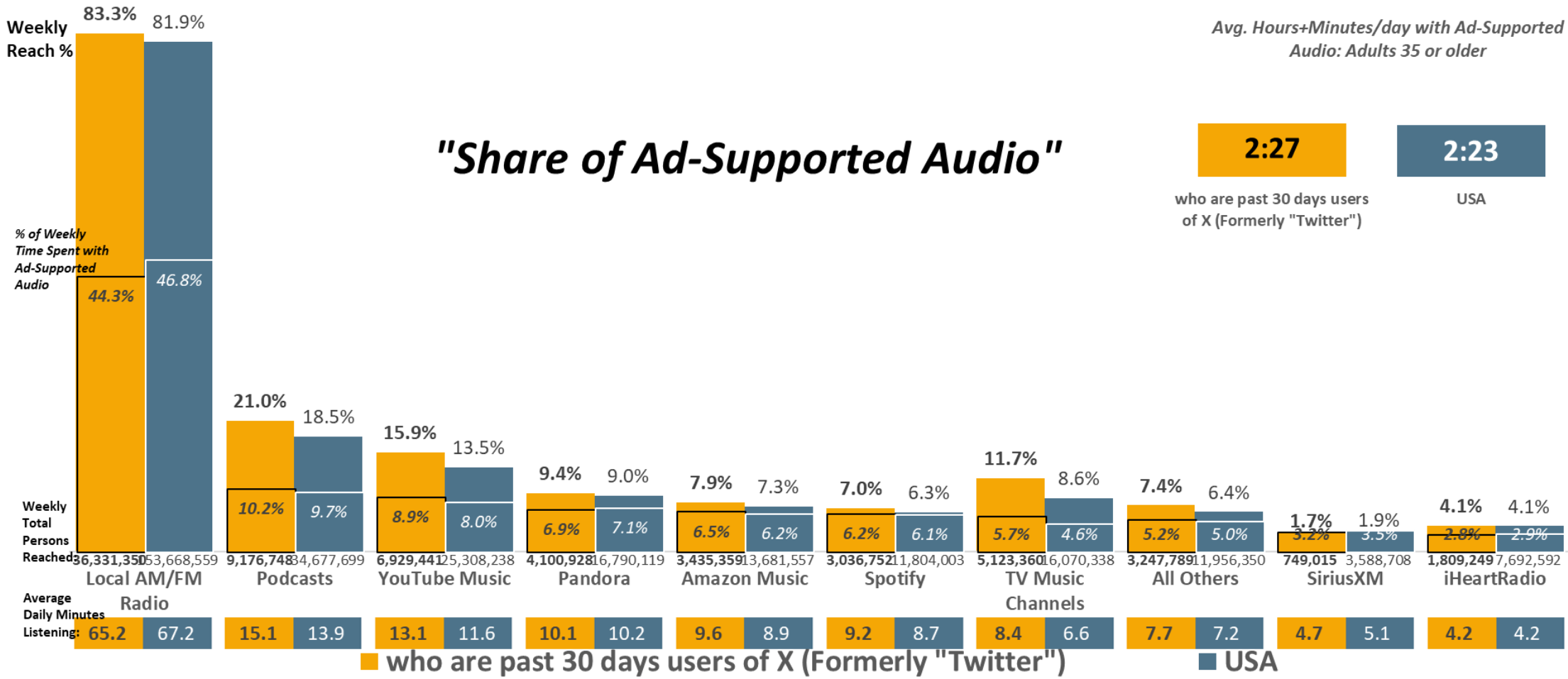
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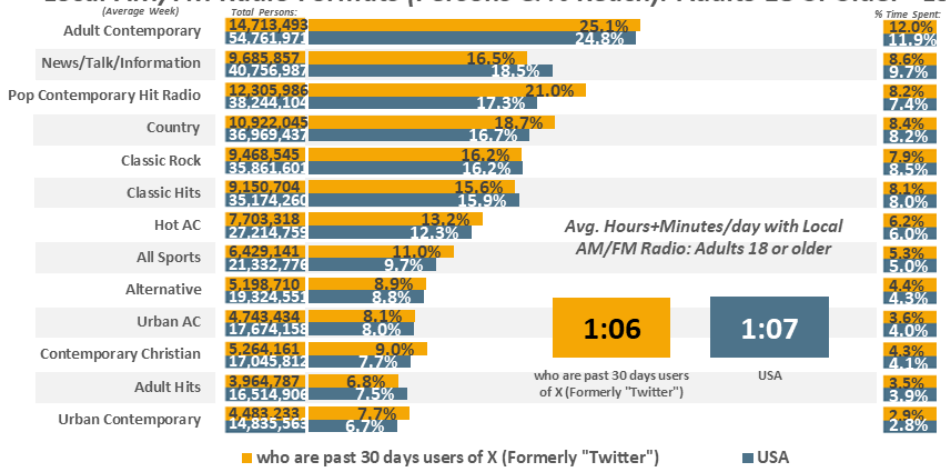
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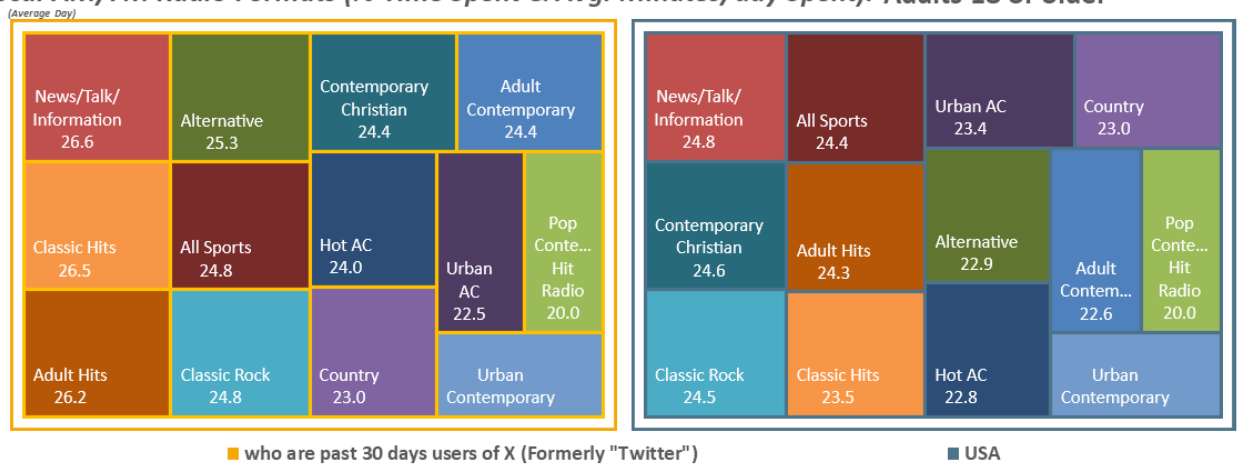
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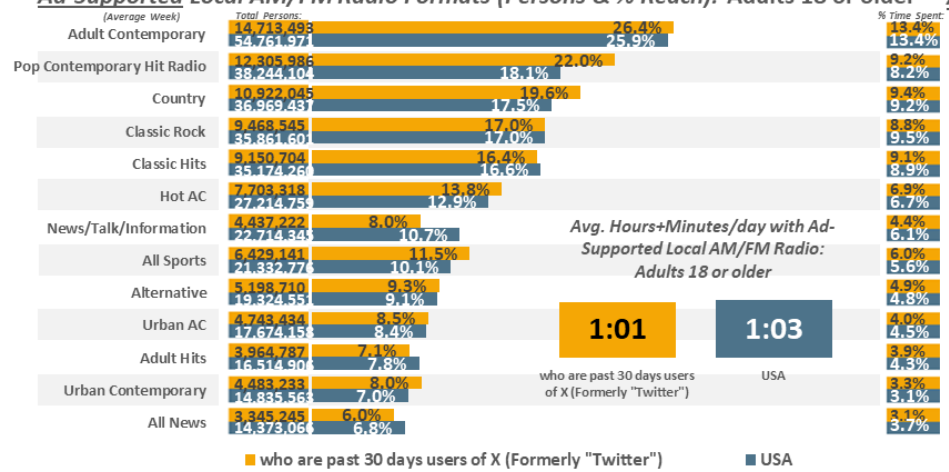
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



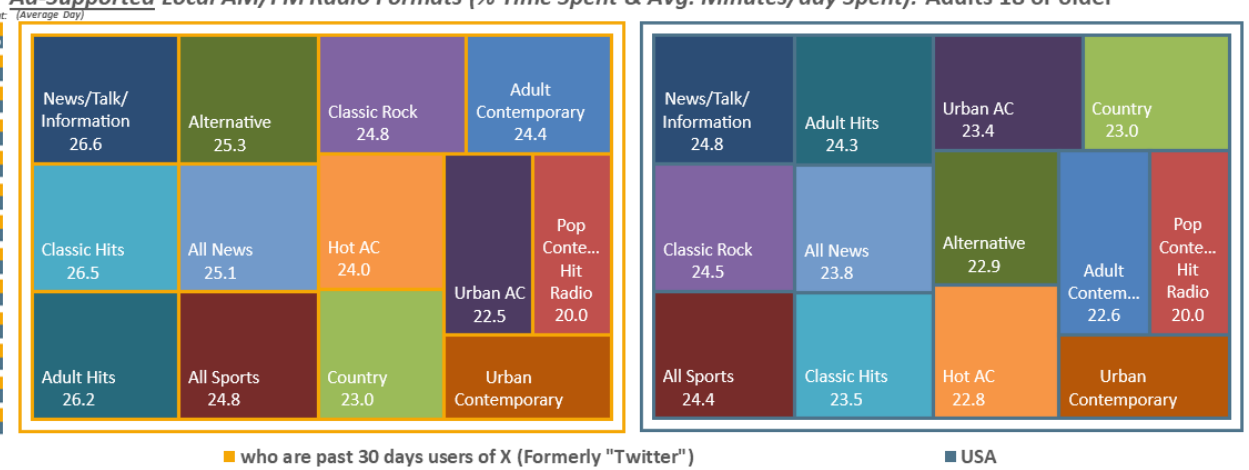
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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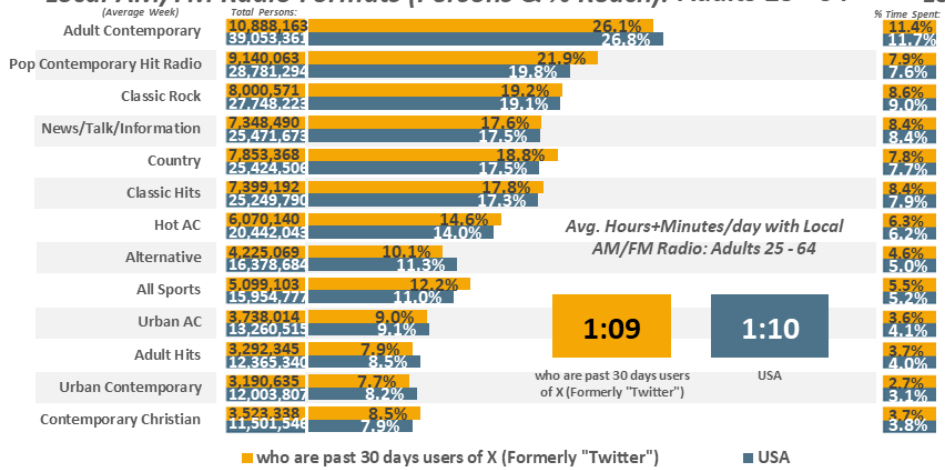
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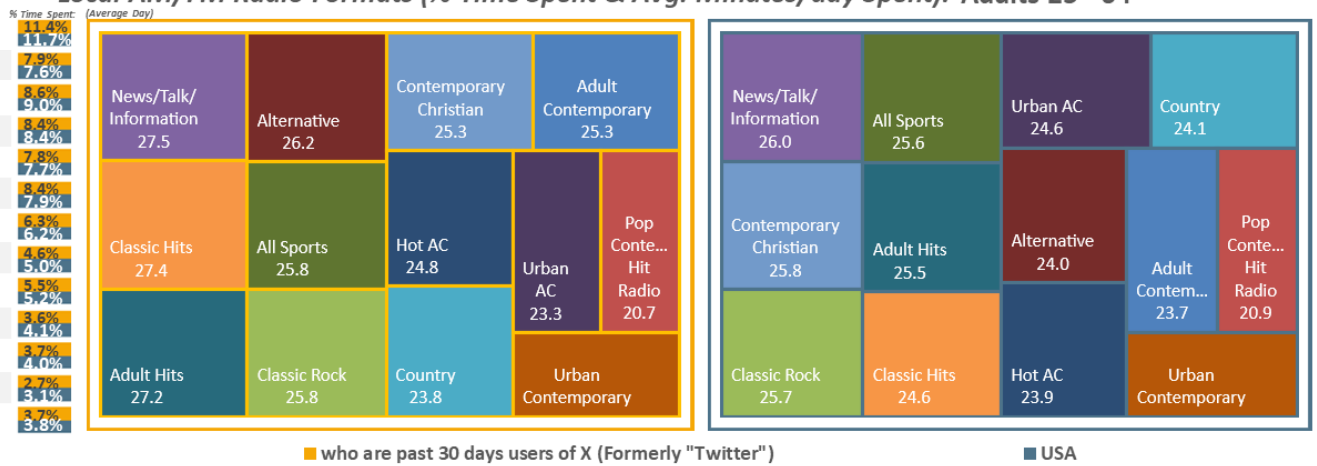
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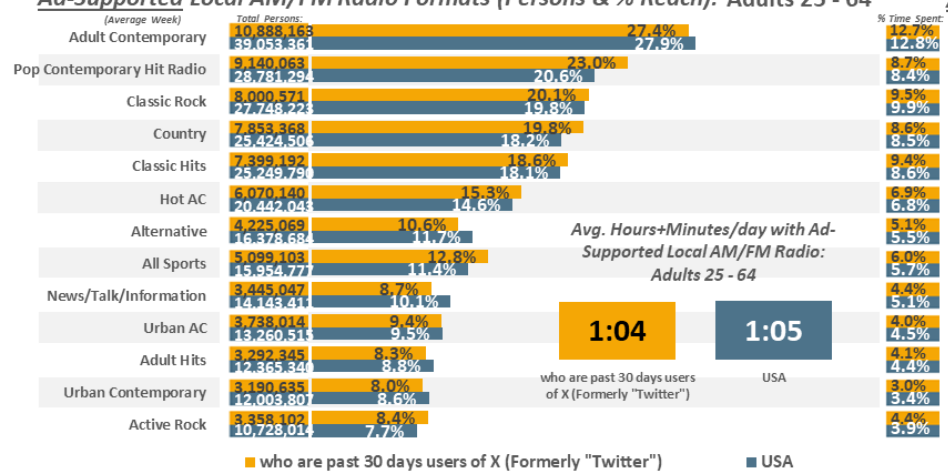
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



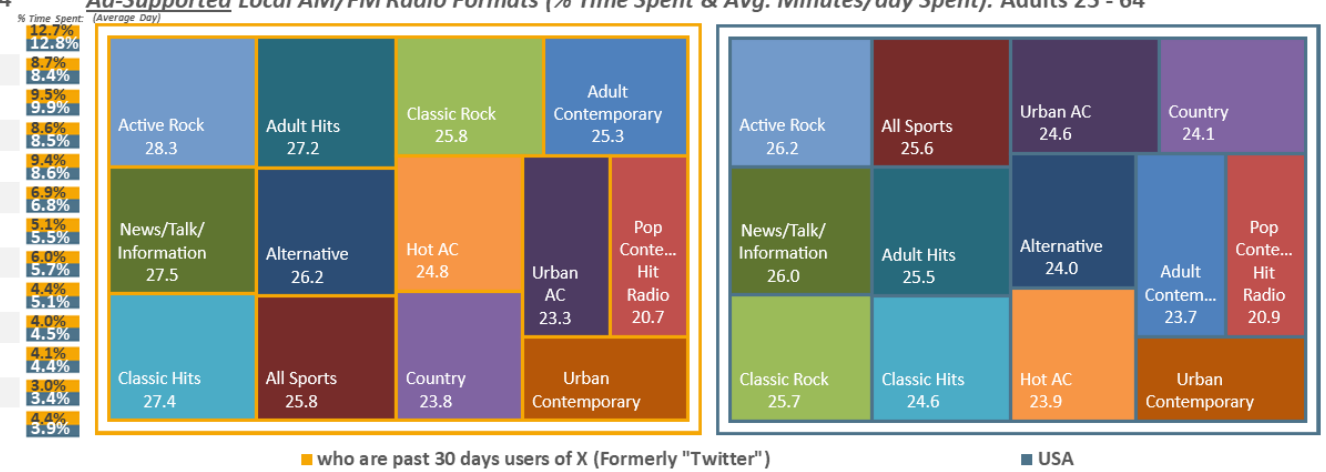
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



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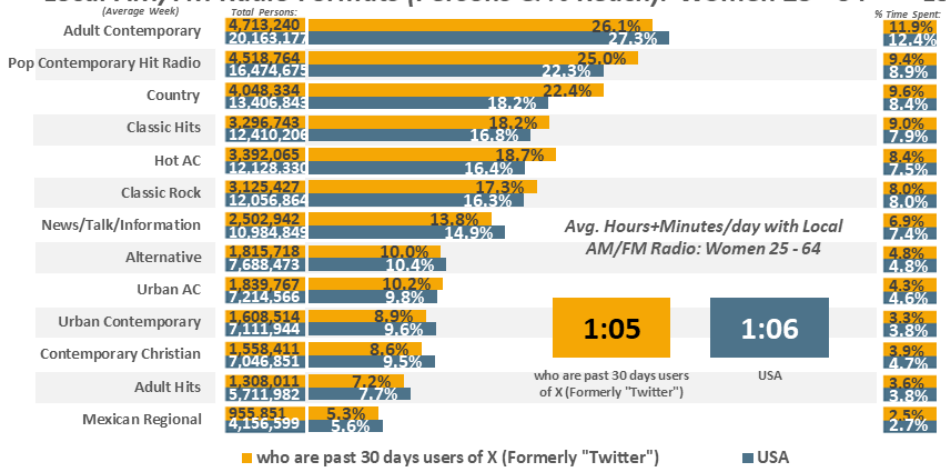
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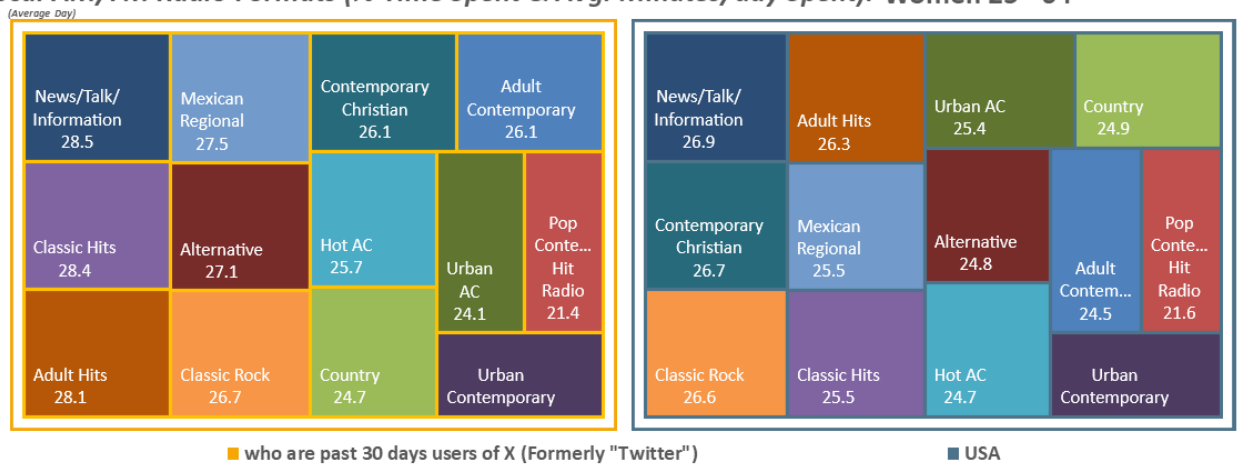
W25-64

17,318,815 or 85.7% of Women 25 - 64 who are past 30 days users of X (Formerly "Twitter") listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Hot AC, and Classic Hits.

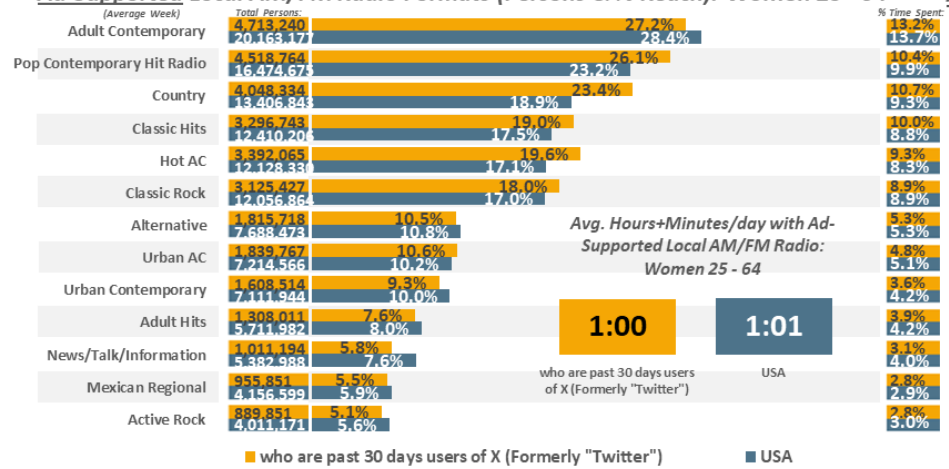
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 64



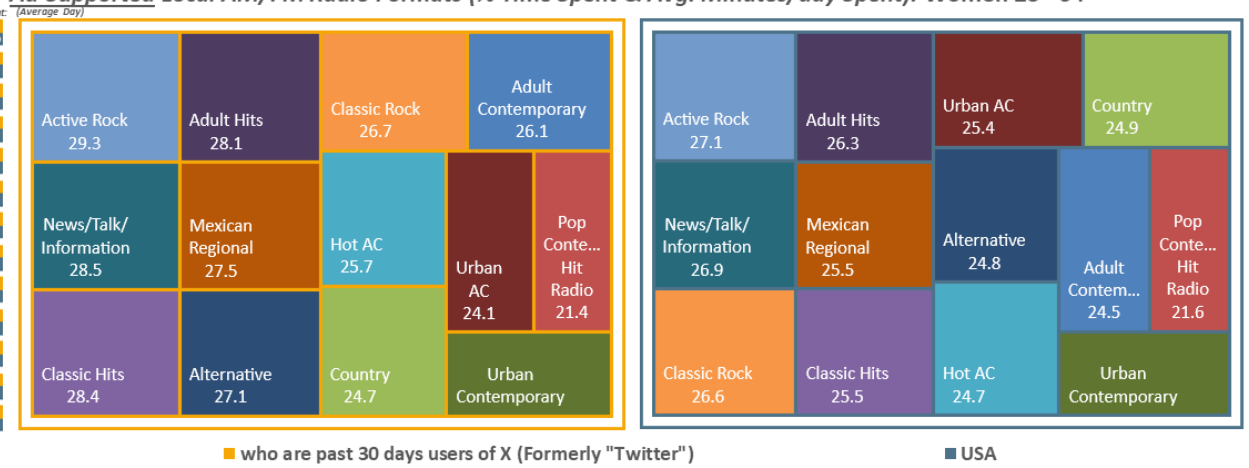
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



USA USA Projection Scarborough R1 2024: Aug23-Apr24 Qual Intab 2,706

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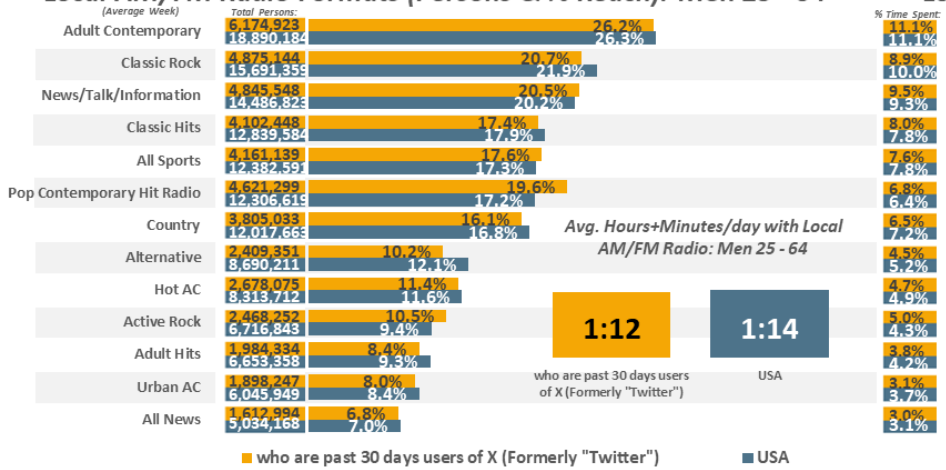
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

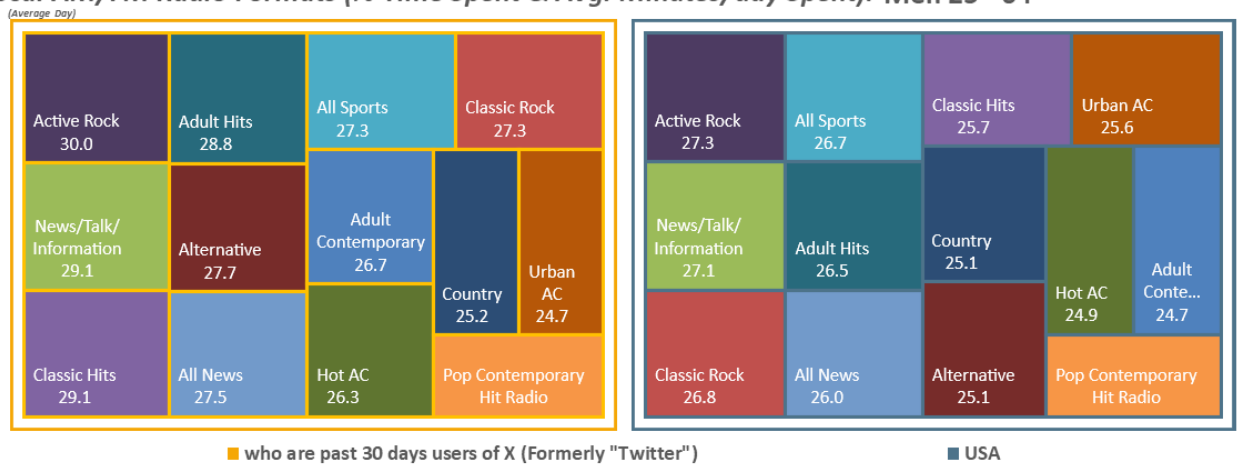
M25-64

22,427,573 or 78.9% of Men 25 - 64 who are past 30 days users of X (Formerly "Twitter") listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Pop Contemporary Hit Radio, All Sports, and Classic Hits.

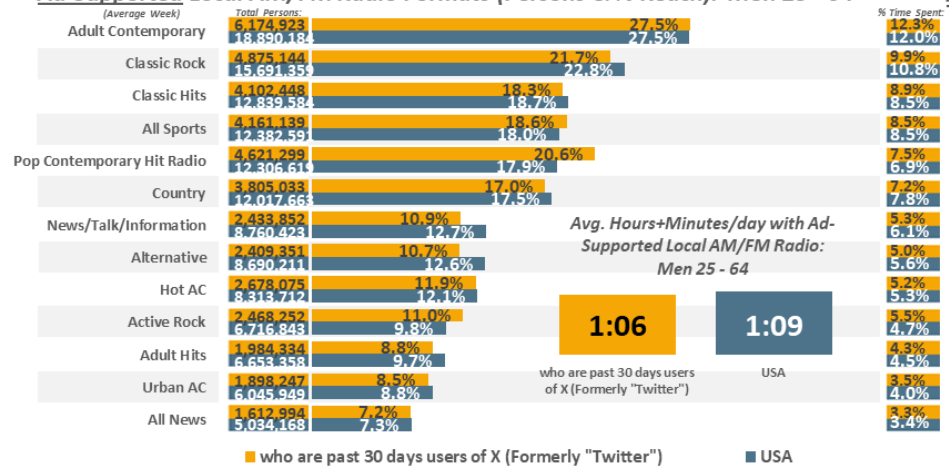
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 64



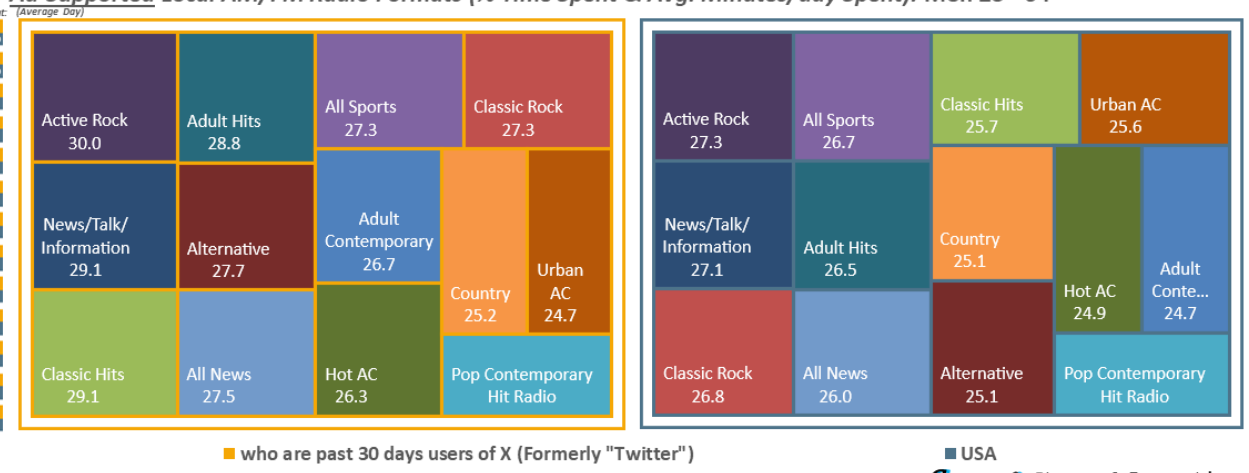
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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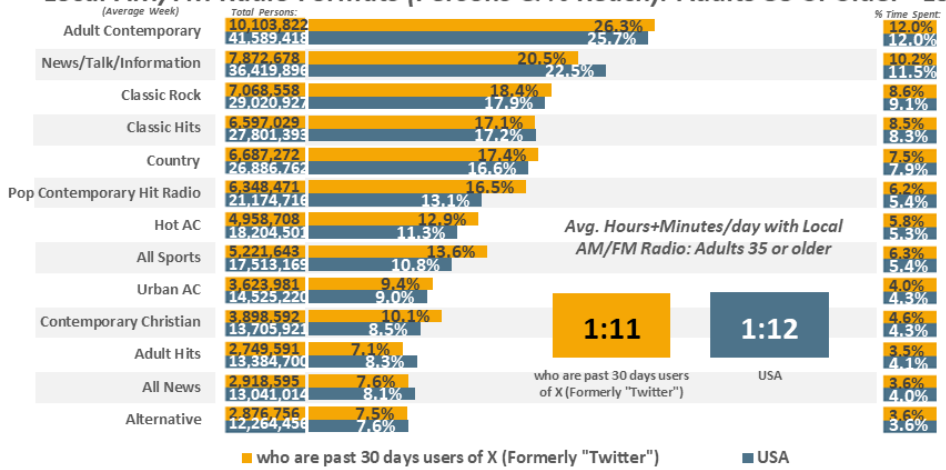
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

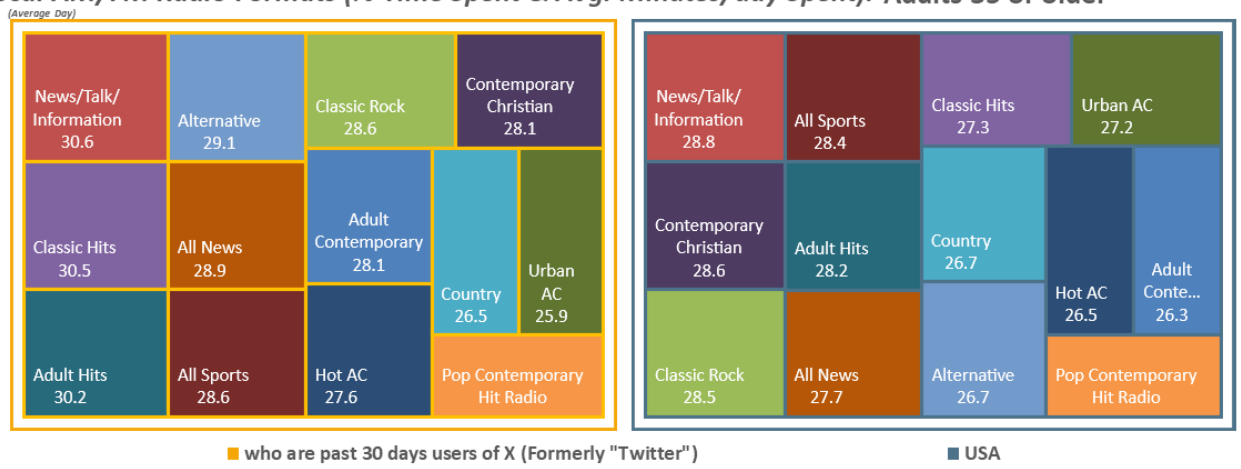
P35+

36,331,350 or 83.3% of Adults 35 or older who are past 30 days users of X (Formerly "Twitter") listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Country, Classic Hits, and Pop Contemporary Hit Radio.

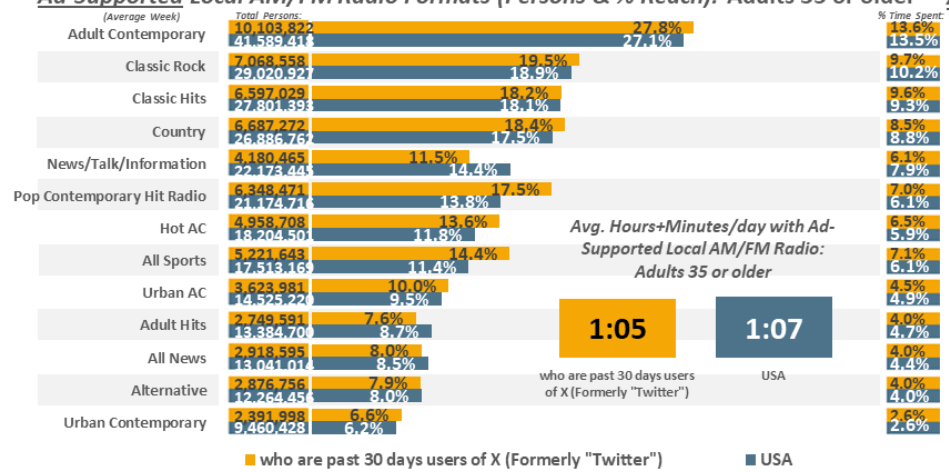
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



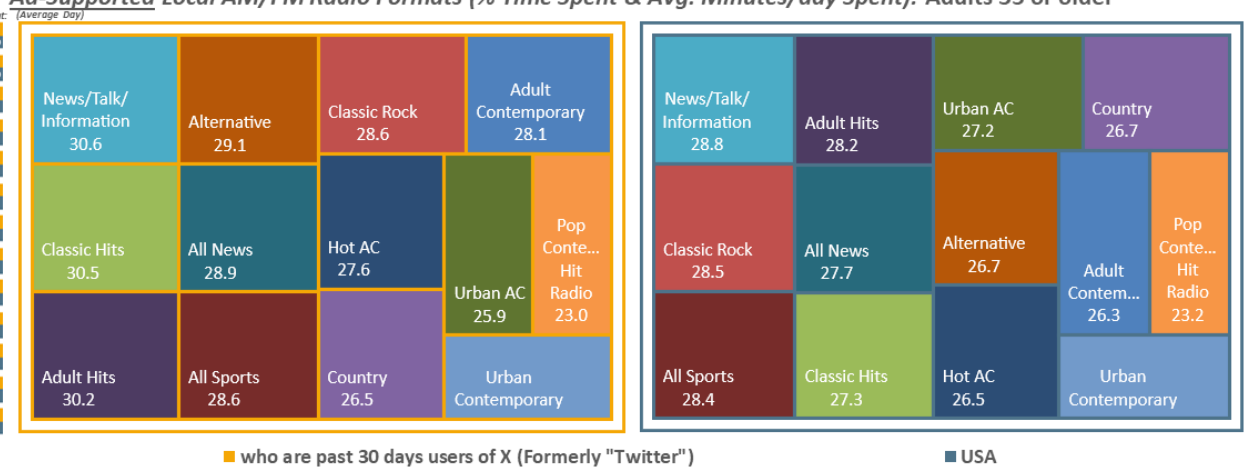
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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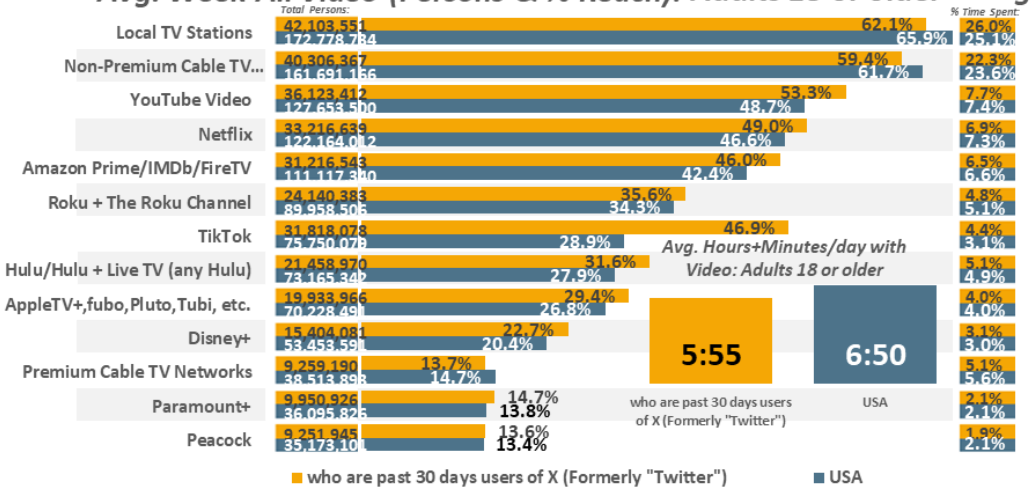
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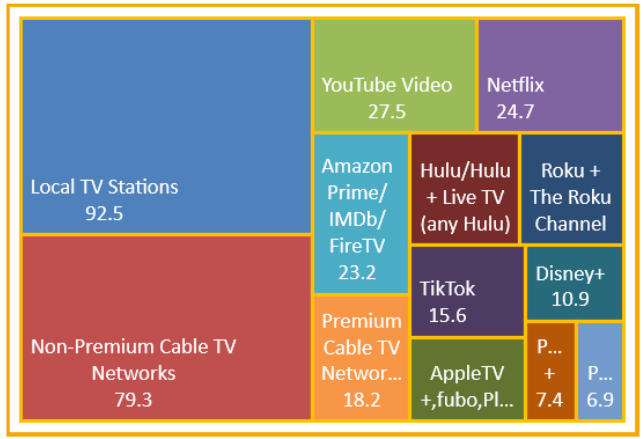
Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

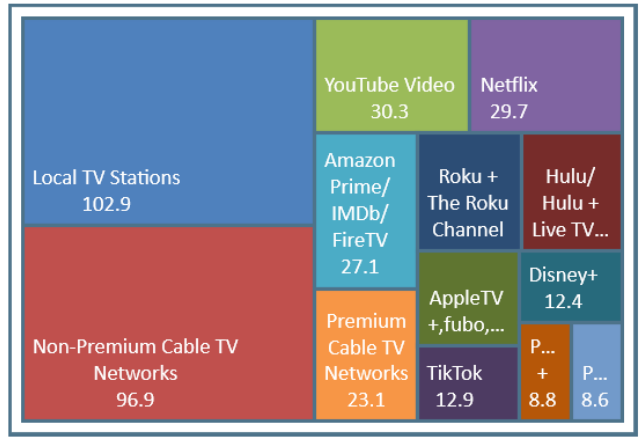
P18+

41,541,825 or 61.3% of Adults 18 or older who are past 30 days users of X (Formerly "Twitter") watch Ad-Supported Local TV Stations for an average of 88.6 minutes every day representing 30.4% of all time spent daily with Ad-Supported Video.

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





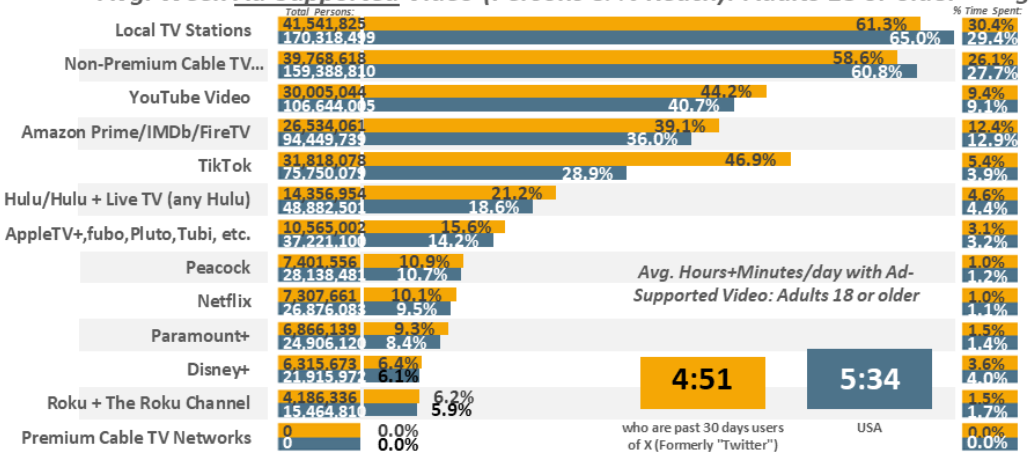


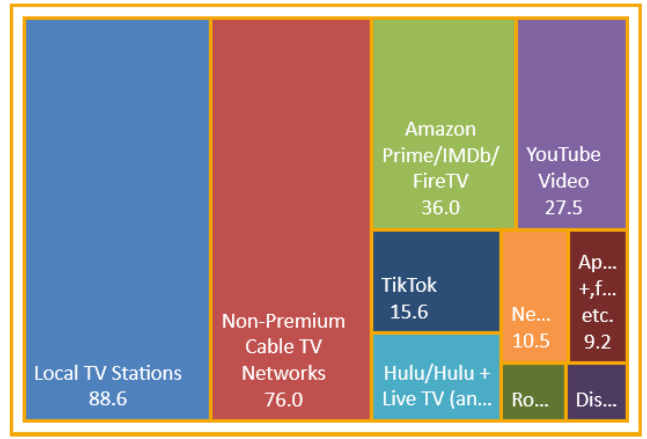
who are past 30 days users of X (Formerly "Twitter") ■ USA

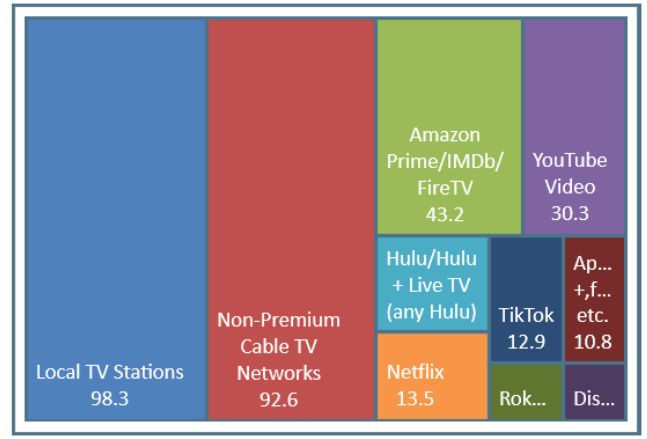
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

who are past 30 days users of X (Formerly "Twitter") ■ USA

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







who are past 30 days users of X (Formerly "Twitter") ■ USA

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

who are past 30 days users of X (Formerly "Twitter") ■ USA

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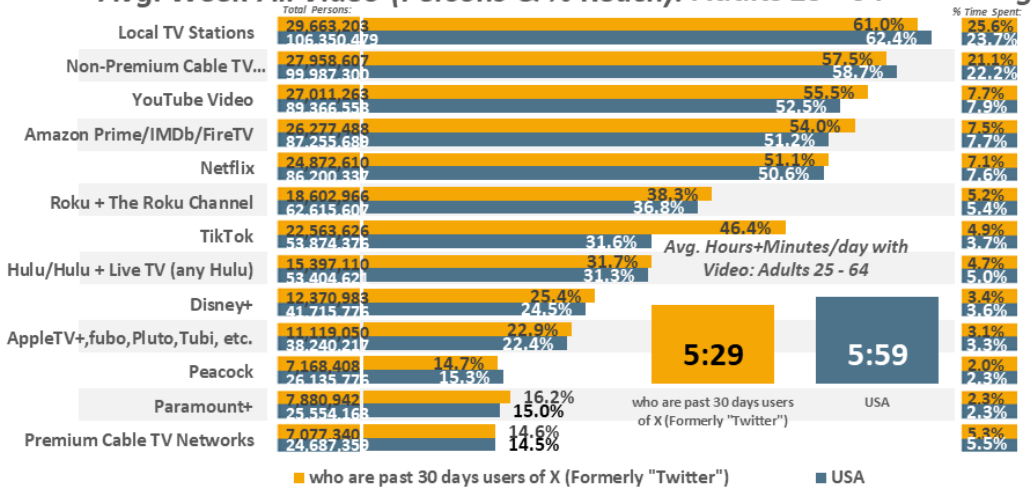
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

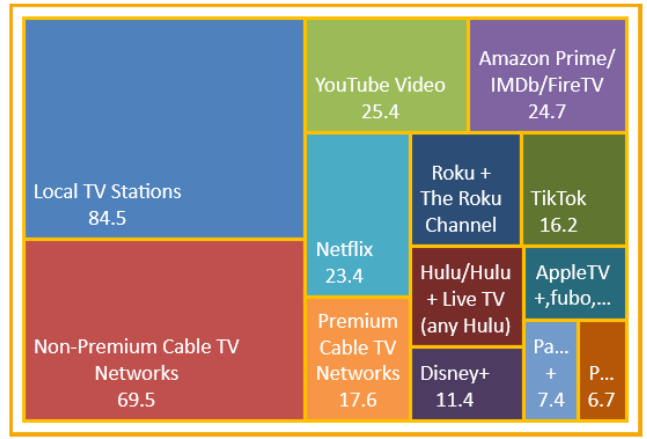
P25-64

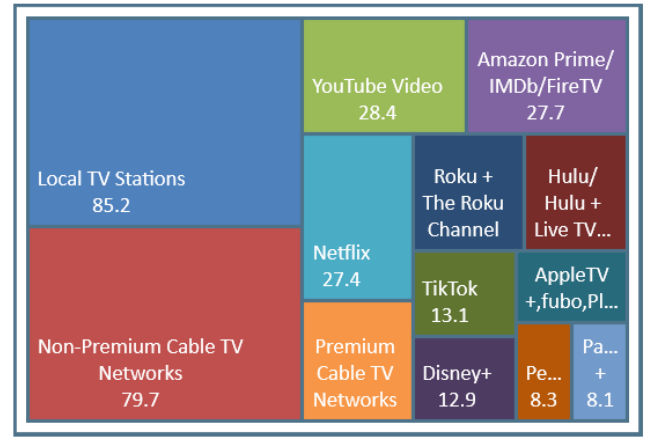
29,308,801 or 60.3% of Adults 25 - 64 who are past 30 days users of X (Formerly "Twitter") watch Ad-Supported Local TV Stations for an average of 81.4 minutes every day representing 30.1% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 - 64

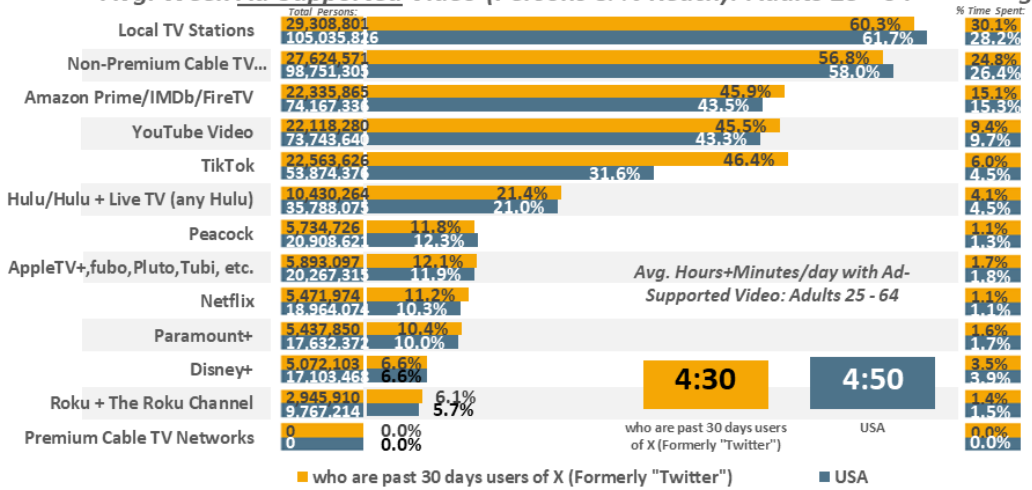


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

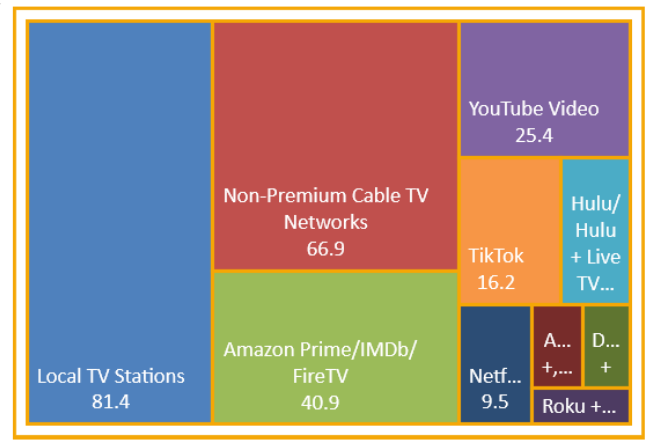


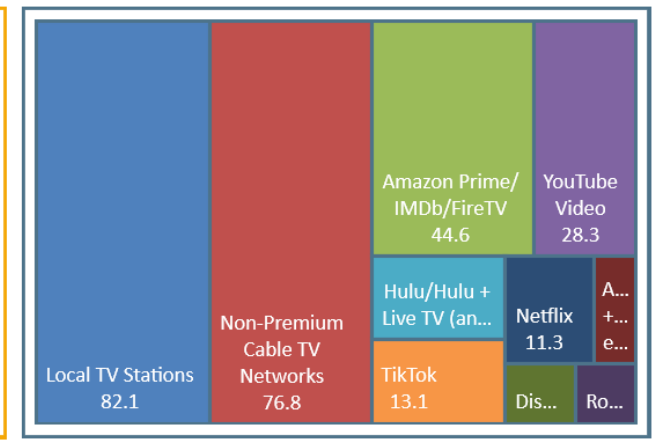


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





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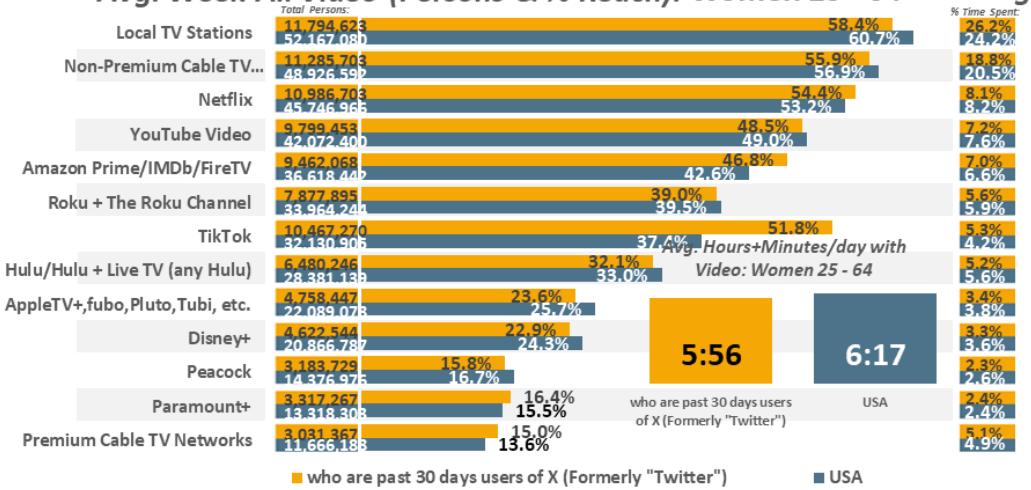
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

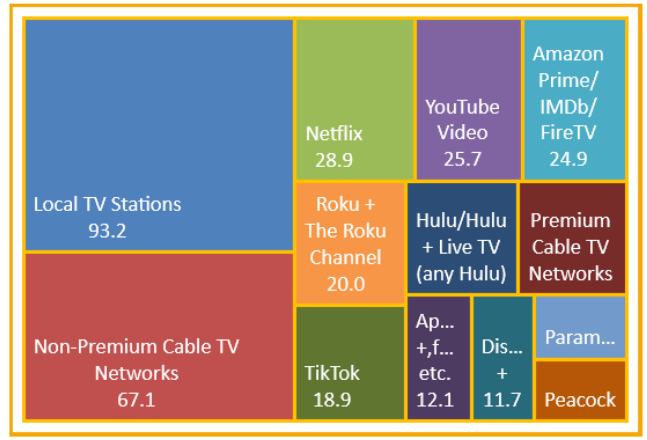
W25-64

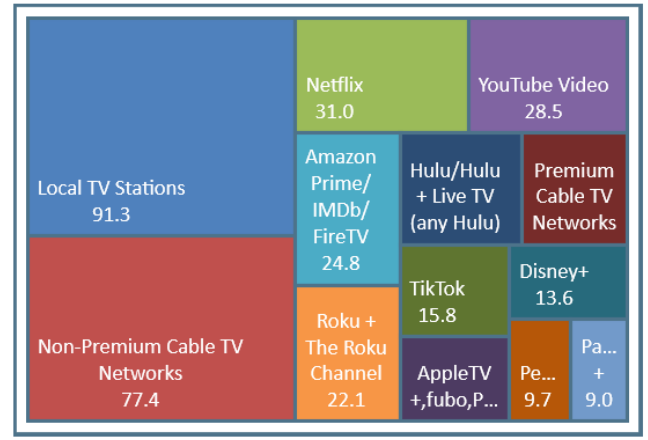
11,585,845 or 57.4% of Women 25 - 64 who are past 30 days users of X (Formerly "Twitter") watch Ad-Supported Local TV Stations for an average of 89.3 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Women 25 - 64

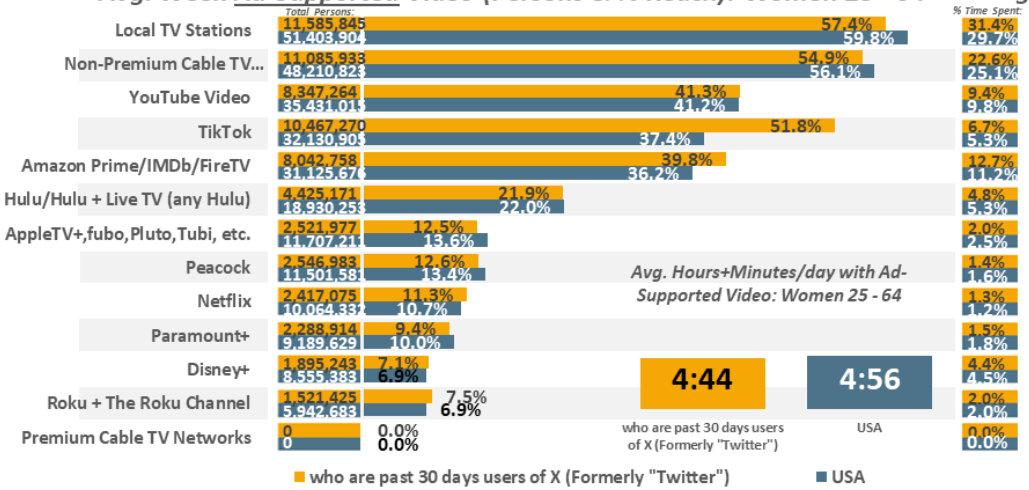


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64

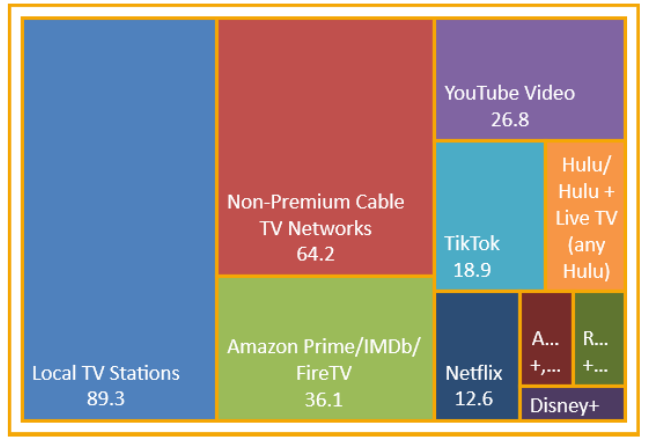


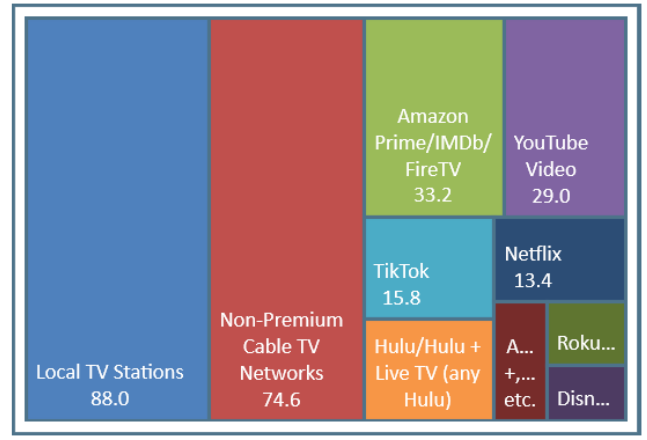


Avg. Week Ad-Supported Video (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64





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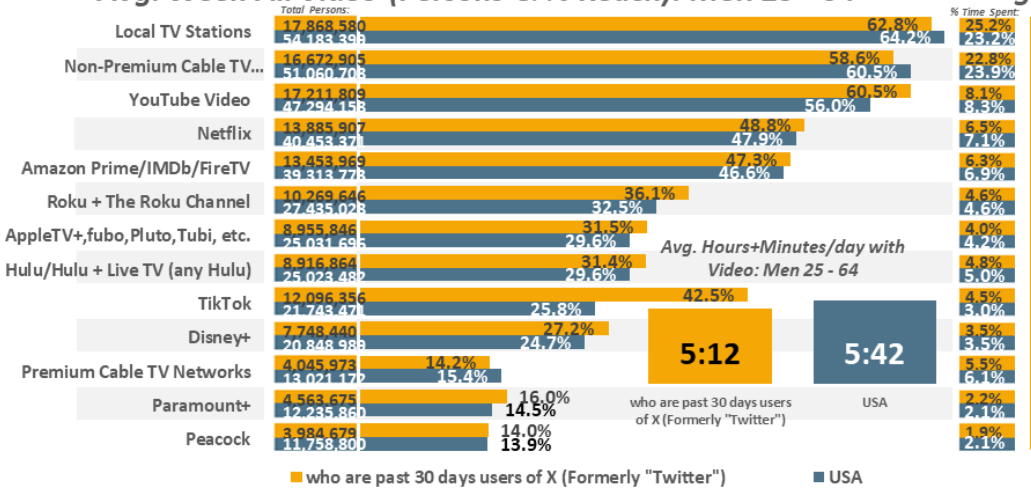
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

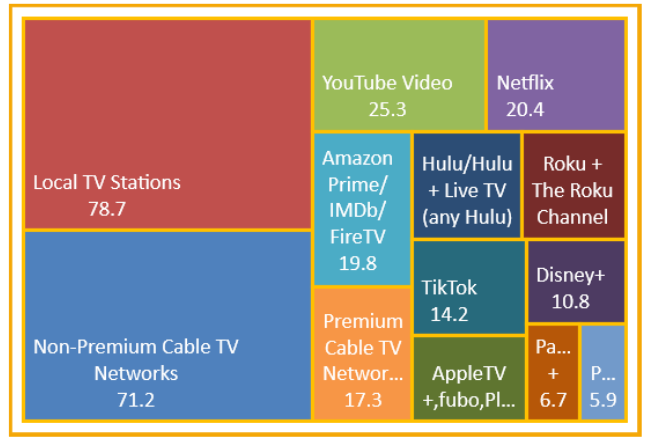
M25-64

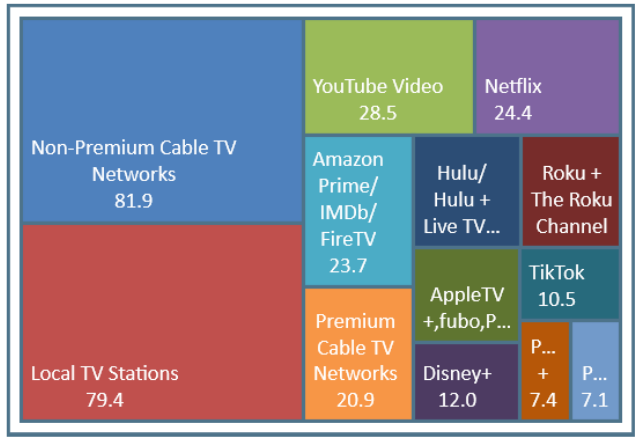
17,723,653 or 62.3% of Men 25 - 64 who are past 30 days users of X (Formerly "Twitter") watch Ad-Supported Local TV Stations for an average of 76.1 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Men 25 - 64

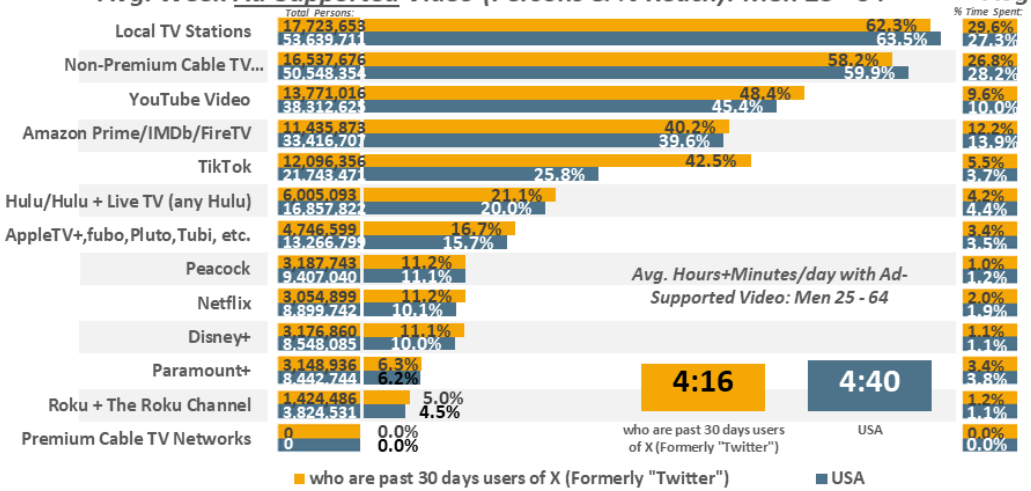


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64

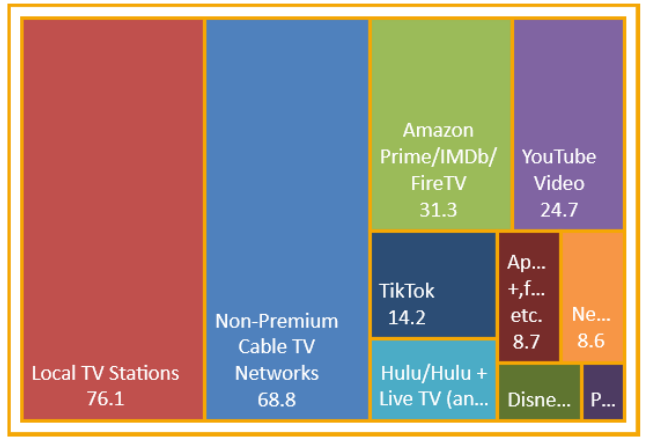


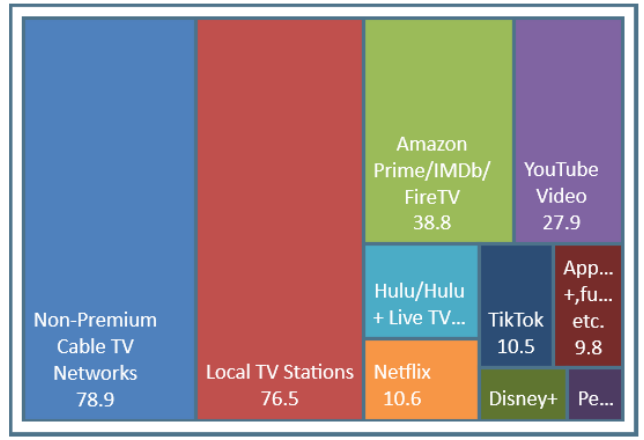


Avg. Week Ad-Supported Video (Persons & % Reach): Men 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64





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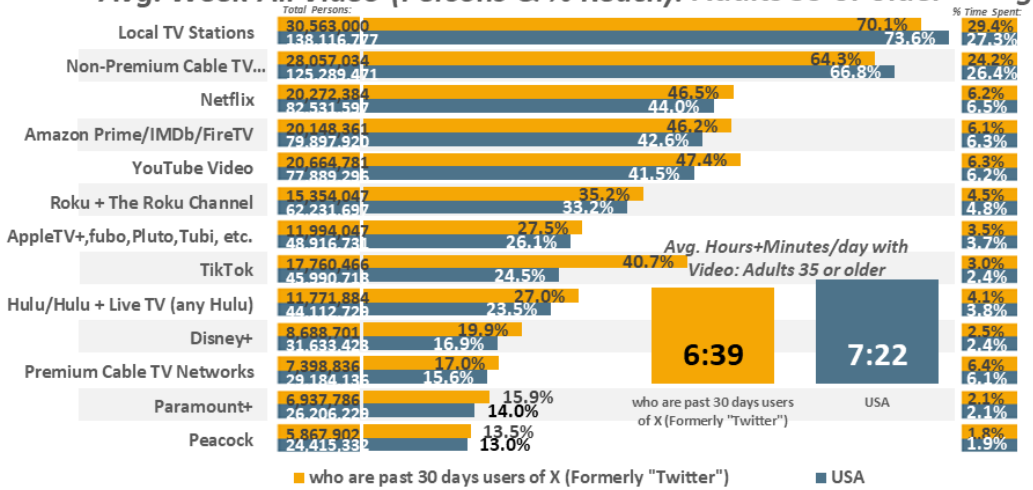
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

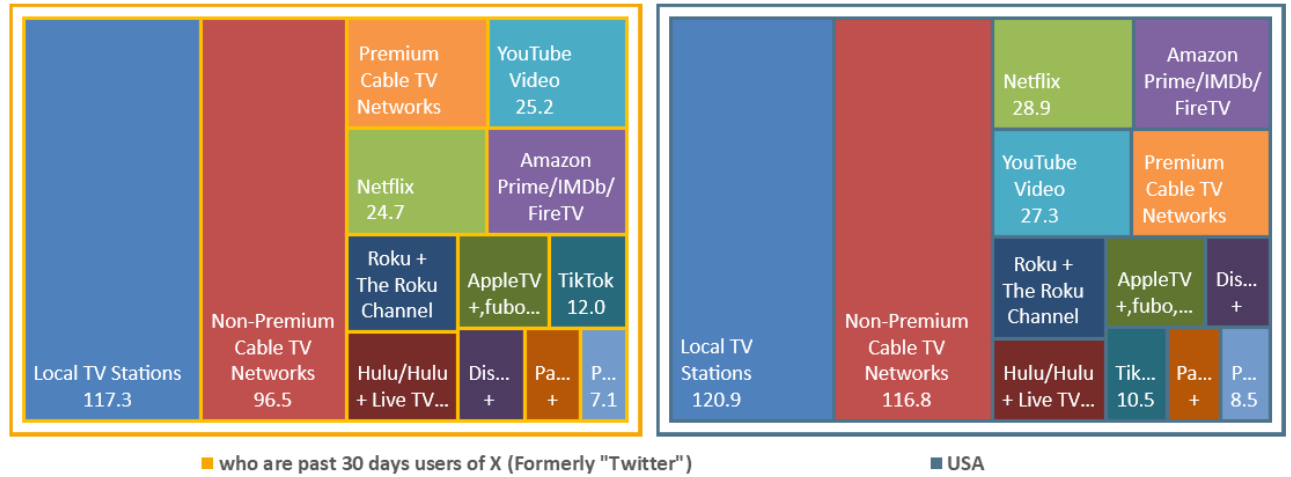
P35+

30,130,384 or 69.1% of Adults 35 or older who are past 30 days users of X (Formerly "Twitter") watch Ad-Supported Local TV Stations for an average of 111.9 minutes every day representing 33.4% of all time spent daily with Ad-Supported Video.

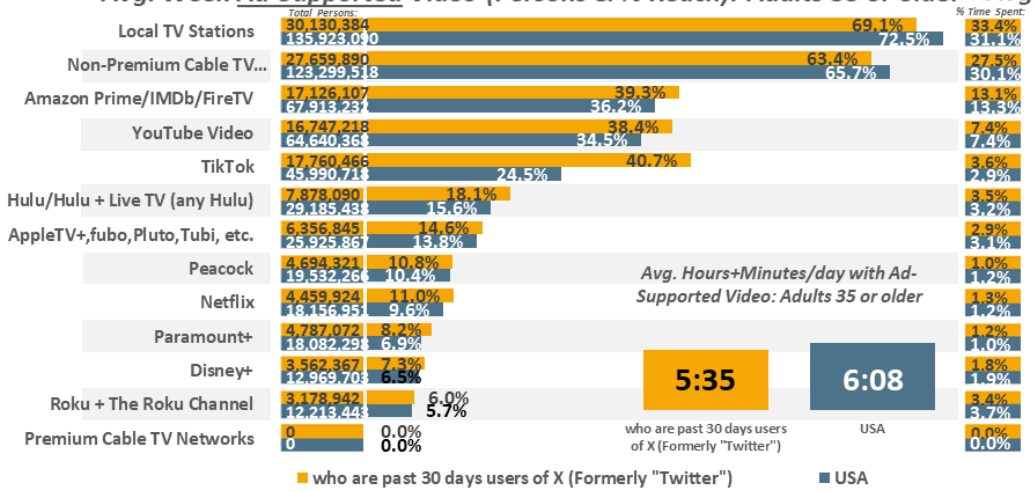
Avg. Week All Video (Persons & % Reach): Adults 35 or older



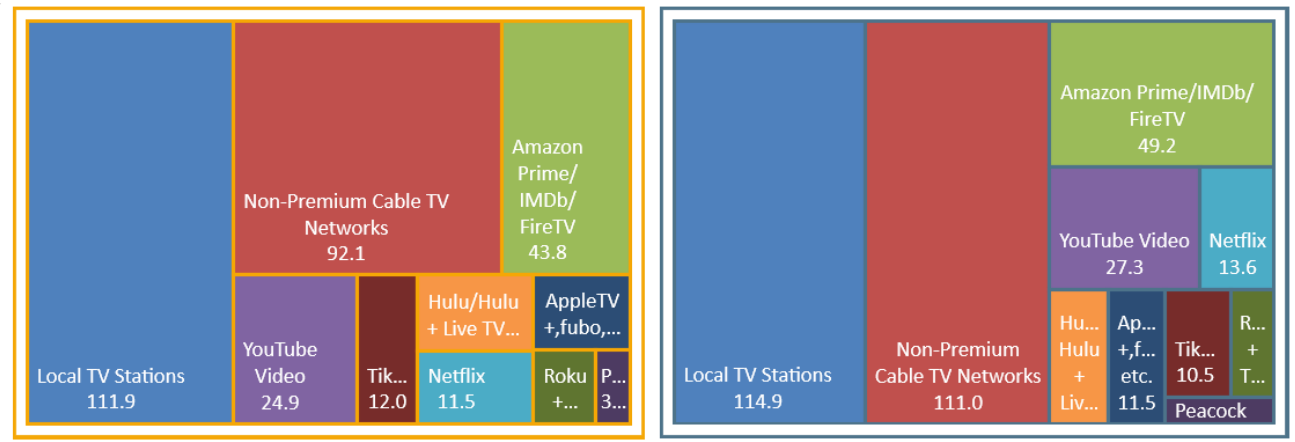
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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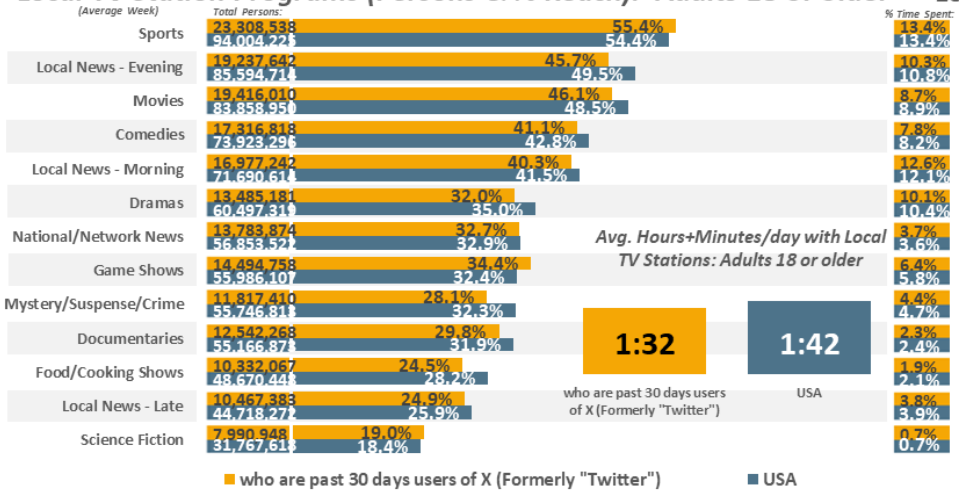
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

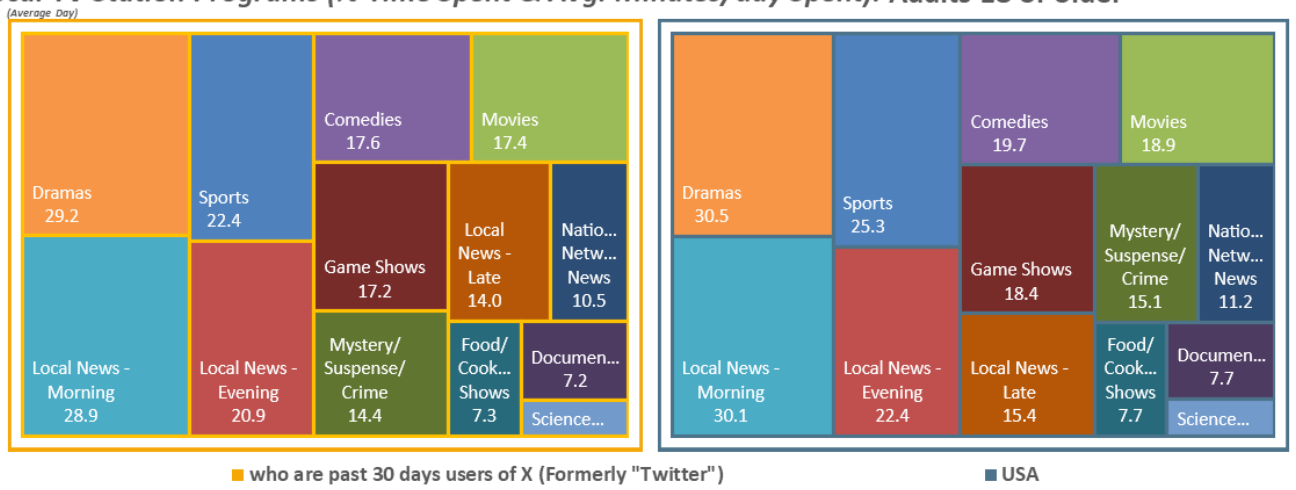
P18+

41,541,825 or 61.3% of Adults 18 or older who are past 30 days users of X (Formerly "Twitter") watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Local News - Morning, Comedies, and Game Shows.

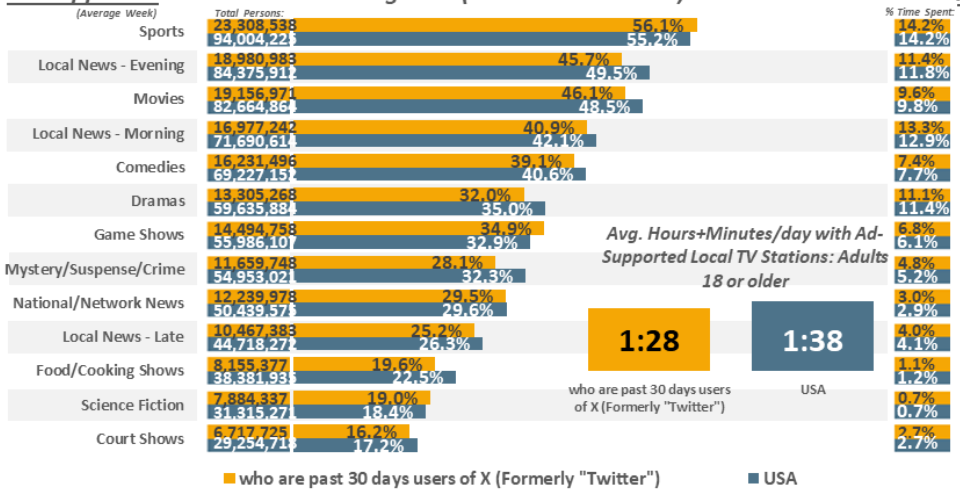
Local TV Station Programs (Persons & % Reach): Adults 18 or older



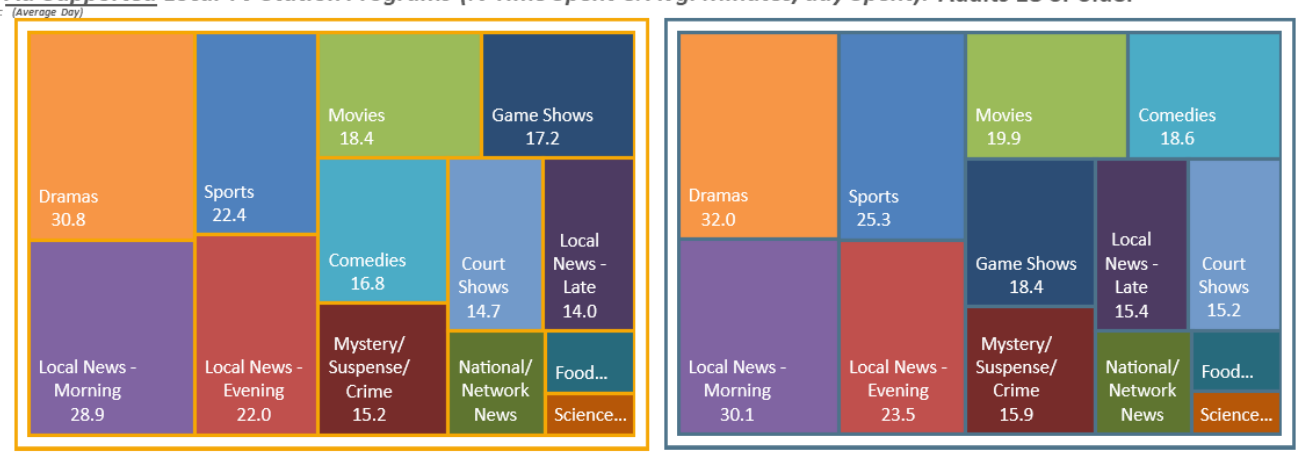
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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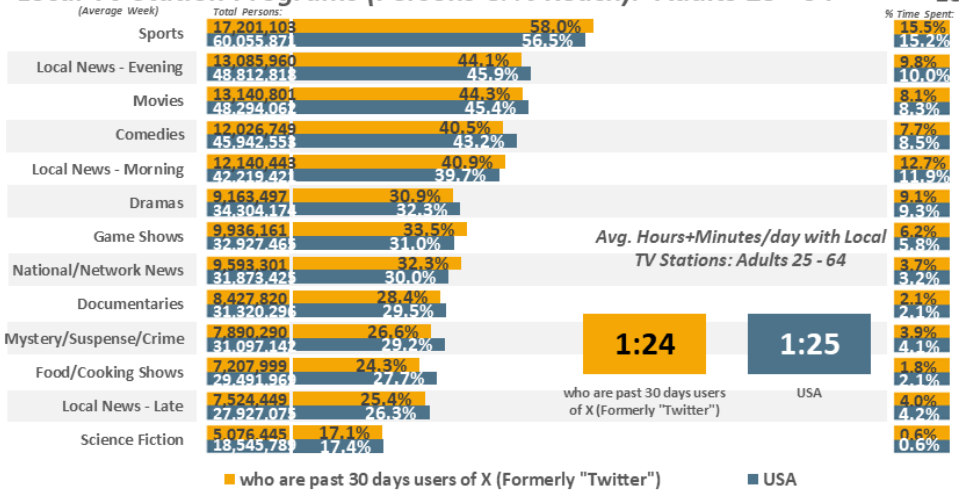
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

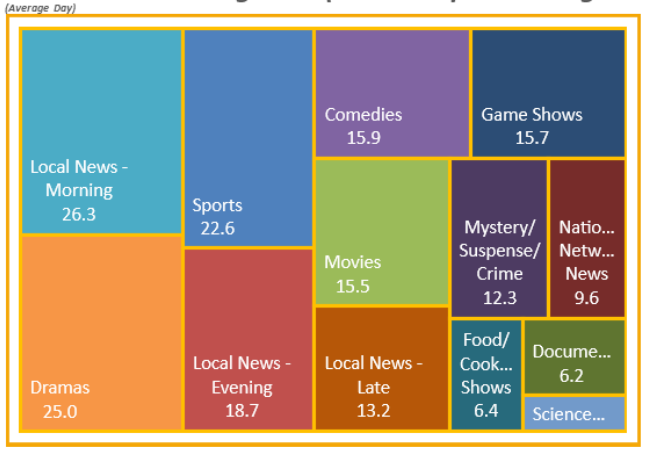
P25-64

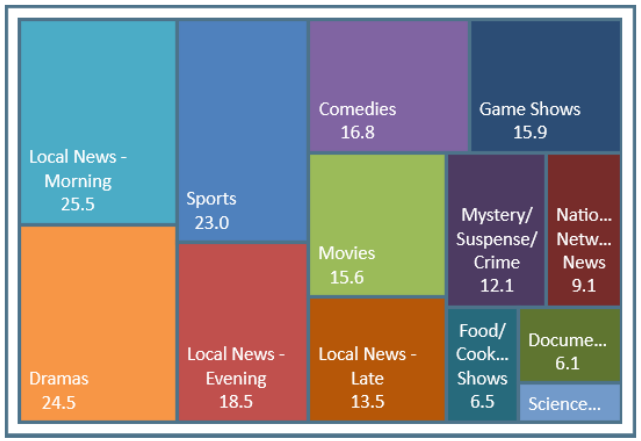
29,308,801 or 60.3% of Adults 25 - 64 who are past 30 days users of X (Formerly "Twitter") watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Local News - Morning, Comedies, and Game Shows.

Local TV Station Programs (Persons & % Reach): Adults 25 - 64

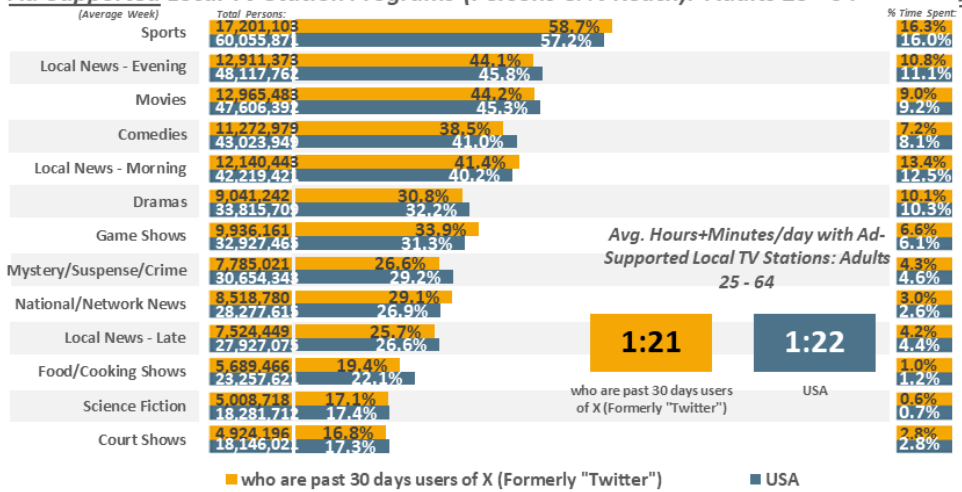


Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

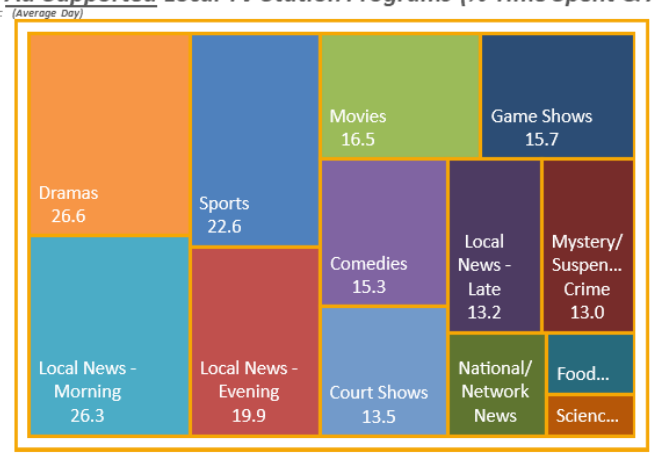


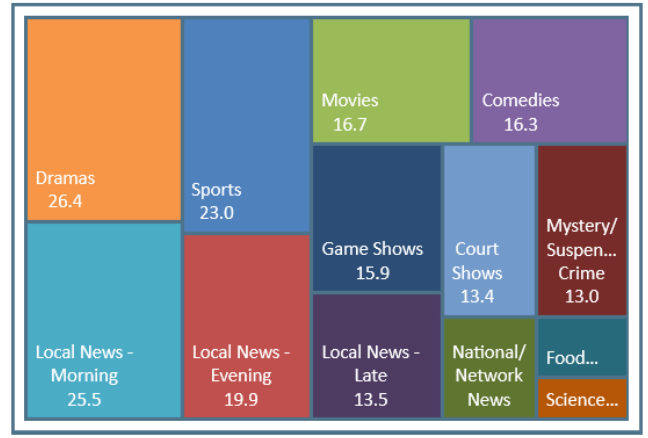


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





USA USA Projection Scarborough R1 2024: Aug23-Apr24 Qual Intab 2,706

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Scarborough R1 2024: Aug23-Apr24 USA Projection

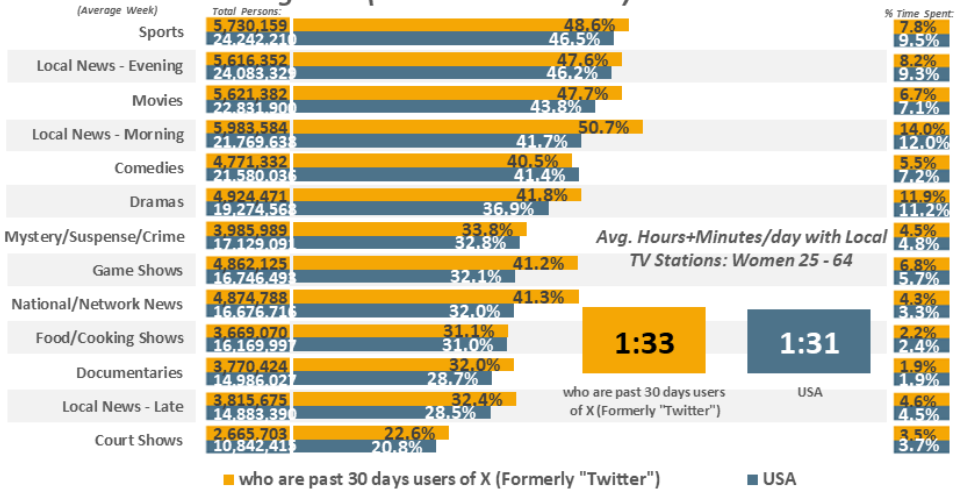
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

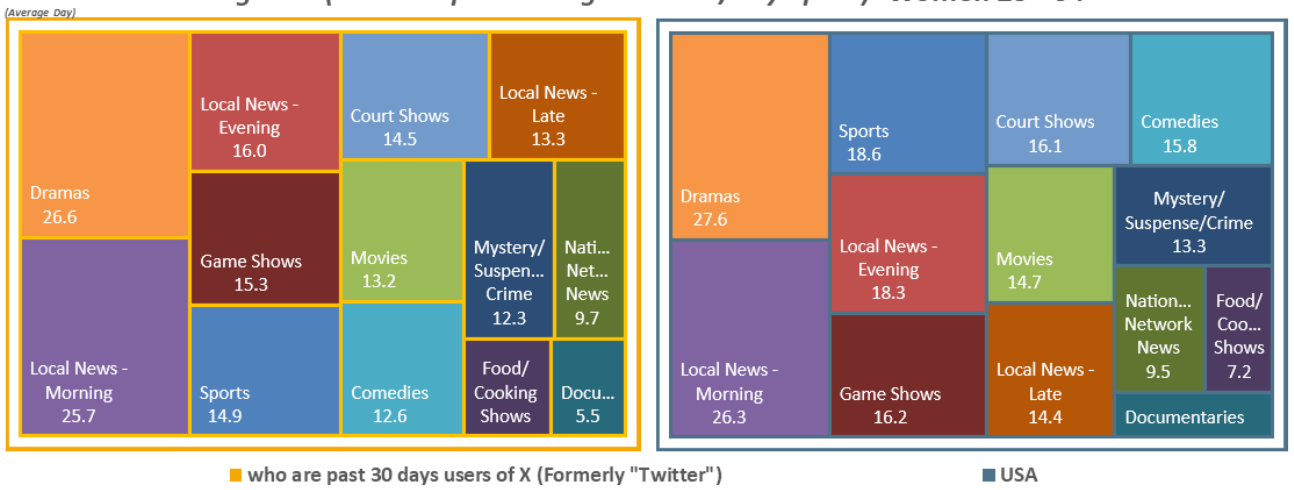
W25-64

11,585,845 or 57.4% of Women 25 - 64 who are past 30 days users of X (Formerly "Twitter") watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Sports, Movies, Local News - Evening, Game Shows, and Dramas.

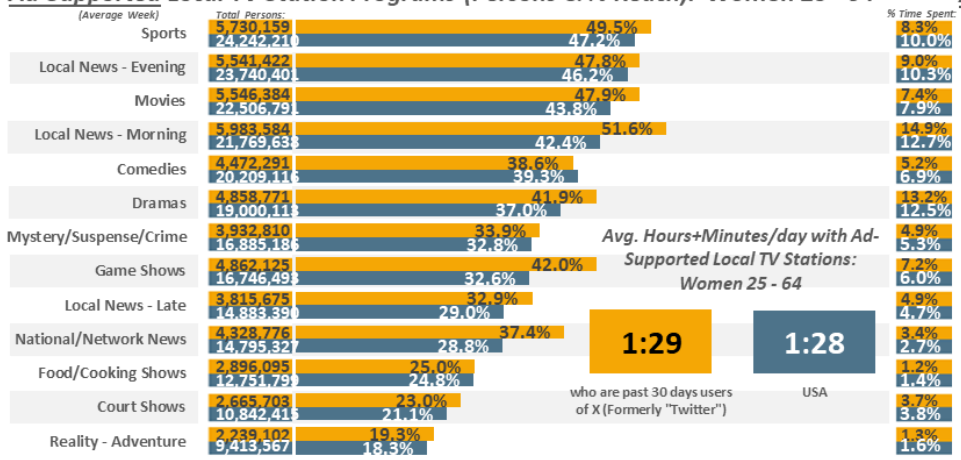
Local TV Station Programs (Persons & % Reach): Women 25 - 64



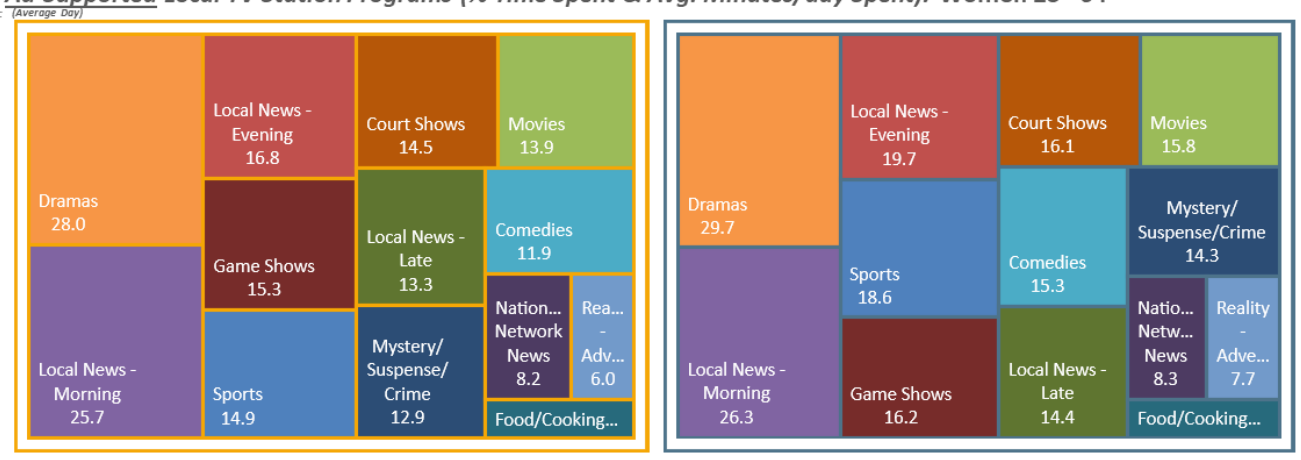
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Women 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



USA *USA Projection* *Scarborough R1 2024: Aug23-Apr24* *Qual Intab* *2,706*

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Scarborough R1 2024: Aug23-Apr24 *USA Projection*

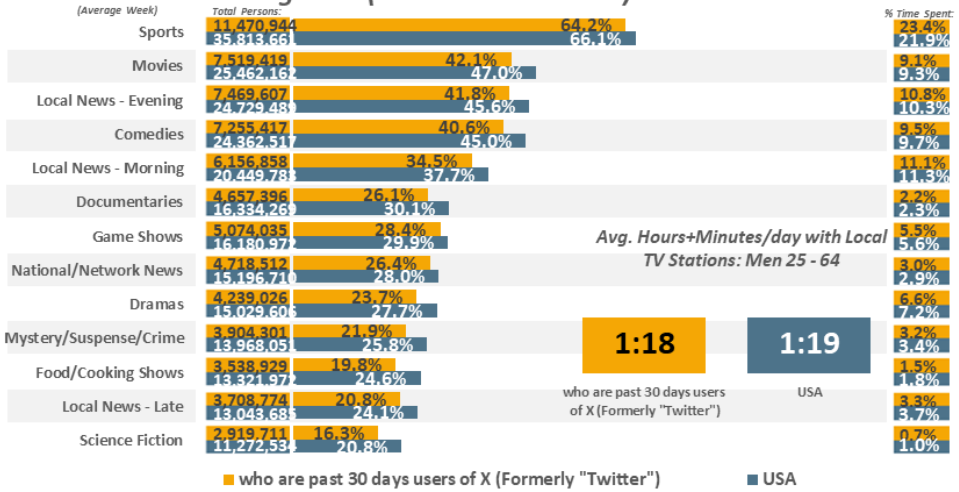
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

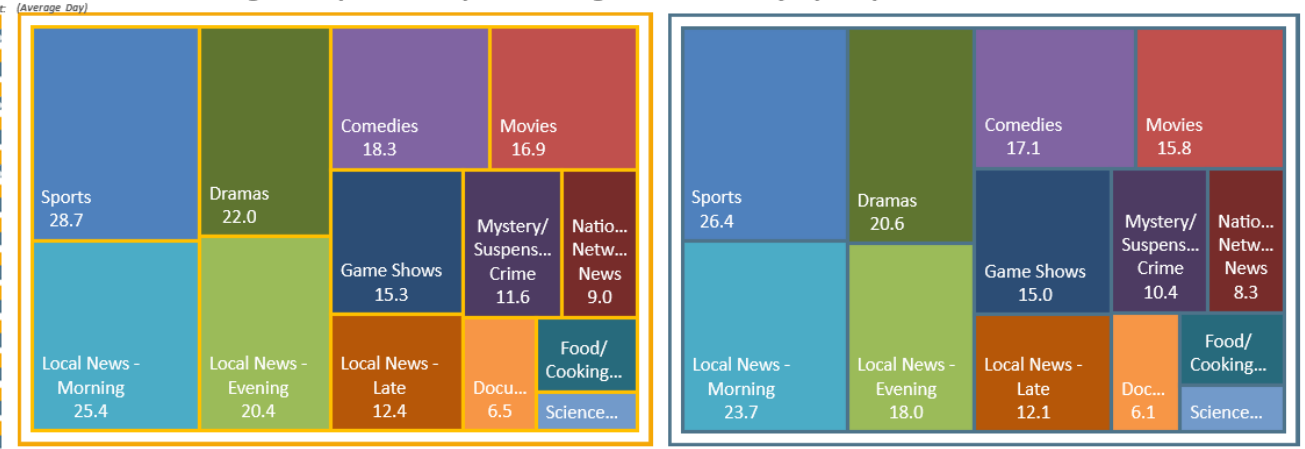
M25-64

17,723,653 or 62.3% of Men 25 - 64 who are past 30 days users of X (Formerly "Twitter") watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Local News - Morning, and Game Shows.

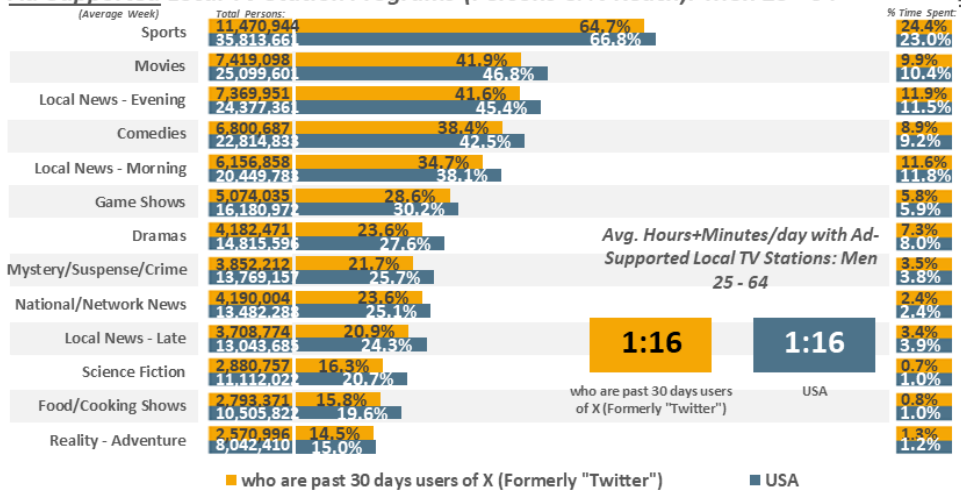
Local TV Station Programs (Persons & % Reach): Men 25 - 64



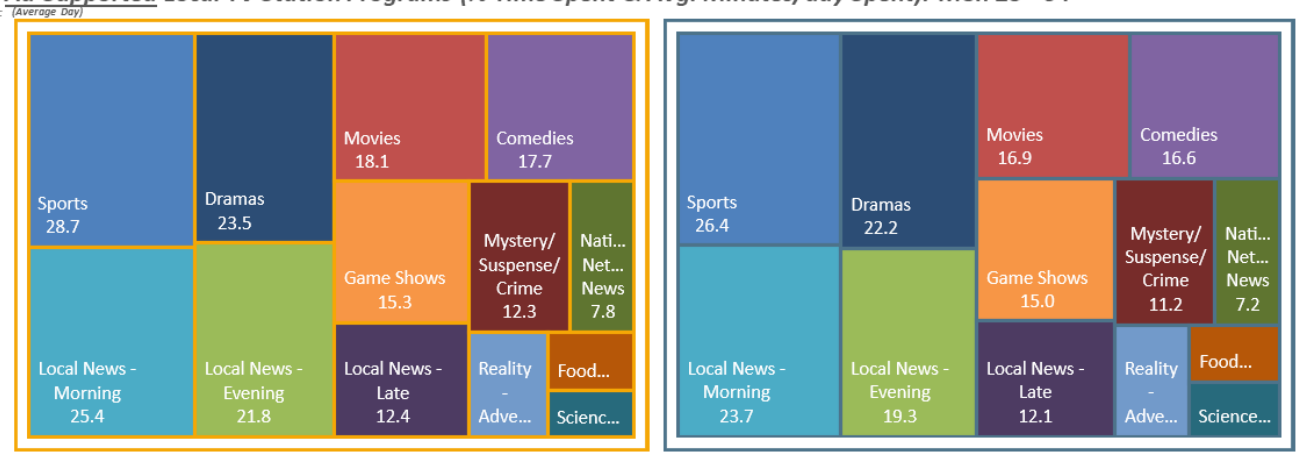
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Men 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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Scarborough R1 2024: Aug23-Apr24 *USA Projection*

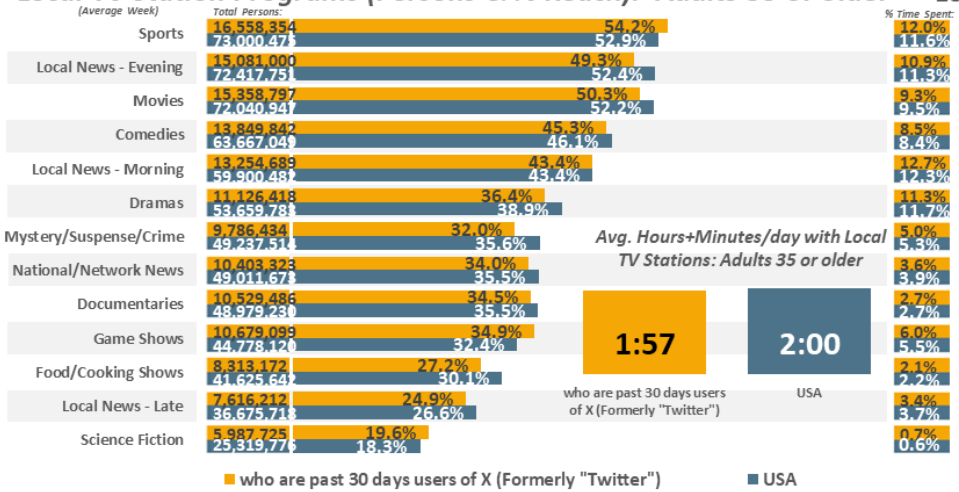
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

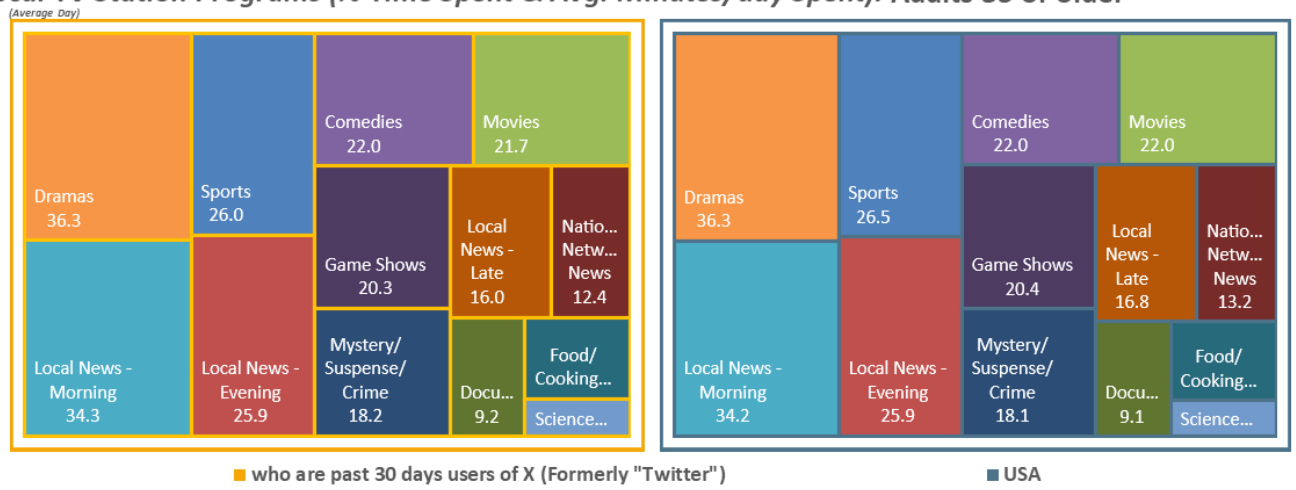
P35+

30,130,384 or 69.1% of Adults 35 or older who are past 30 days users of X (Formerly "Twitter") watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Local News - Morning, Comedies, and Dramas.

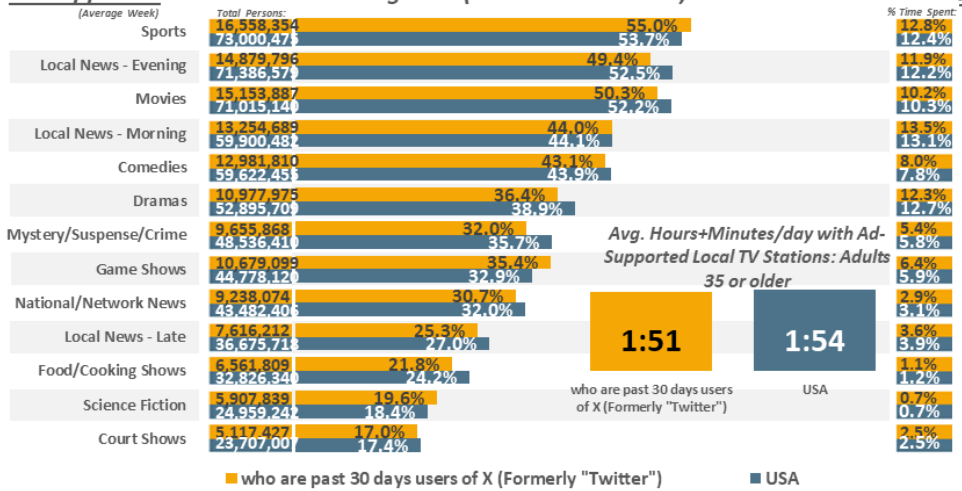
Local TV Station Programs (Persons & % Reach): Adults 35 or older



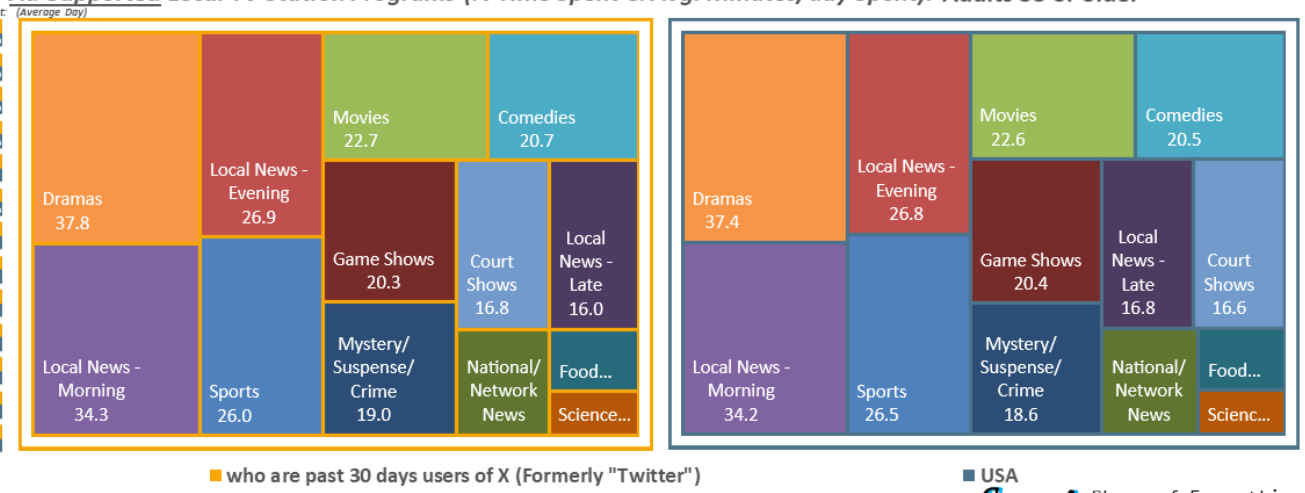
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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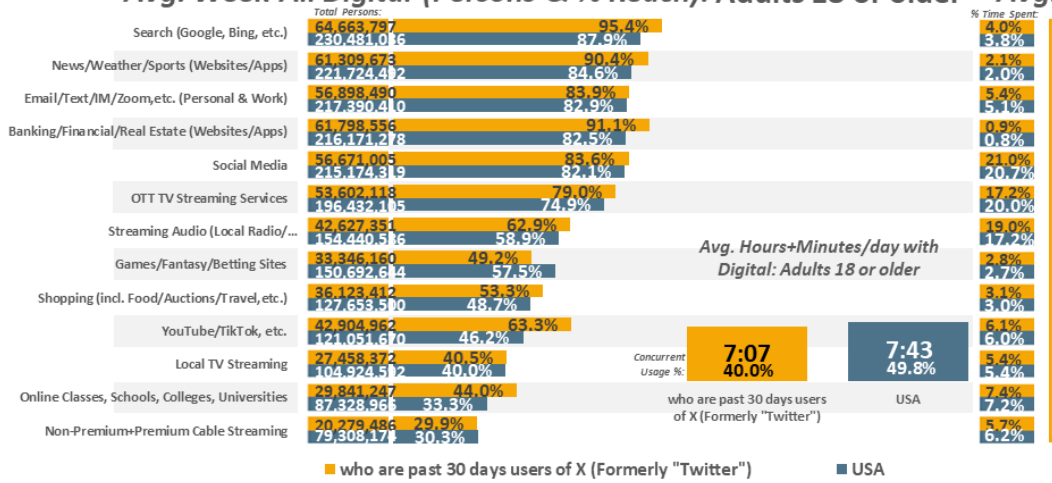
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

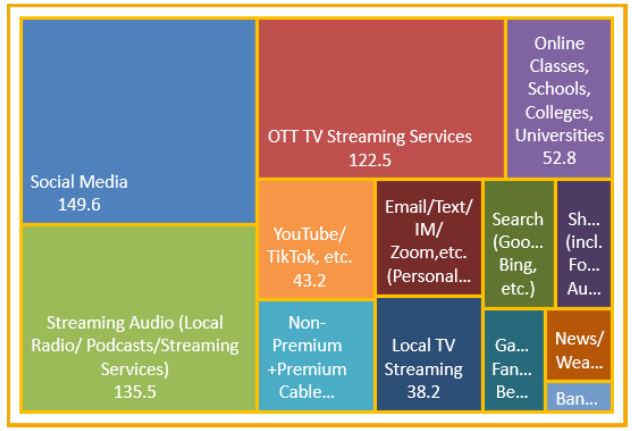
P18+

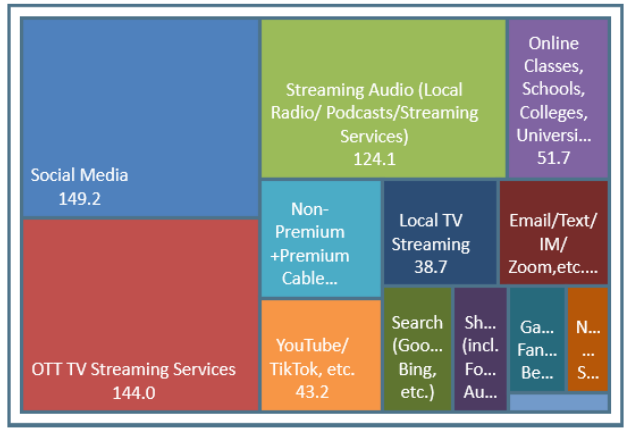
46,894,954 or 69.2% of Adults 18 or older who are past 30 days users of X (Formerly "Twitter") use Ad-Supported Social Media for an average of 123.8 minutes every day representing 24.3% of all time spent daily with Ad-Supported Digital Media.

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



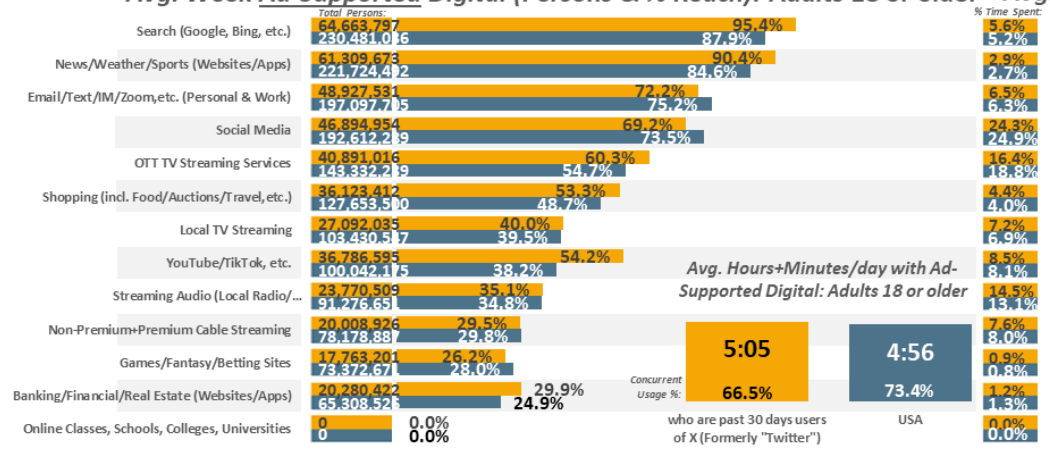
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



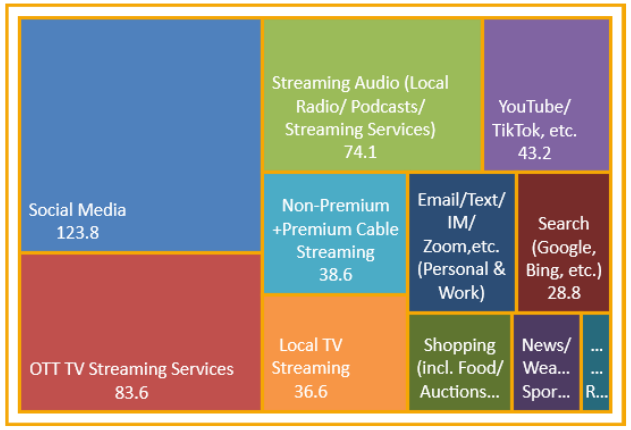


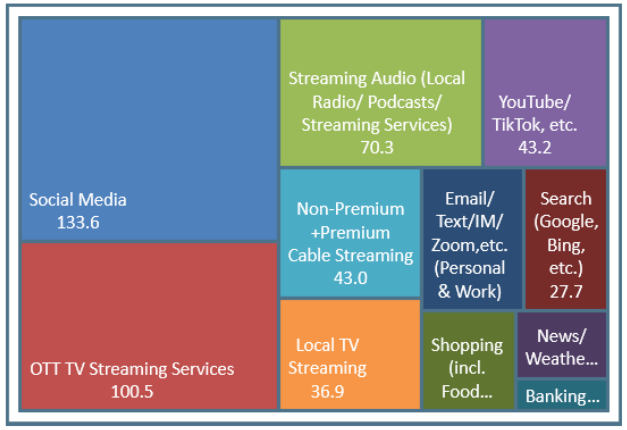
who are past 30 days users of X (Formerly "Twitter") ■ USA

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



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





who are past 30 days users of X (Formerly "Twitter") ■ USA

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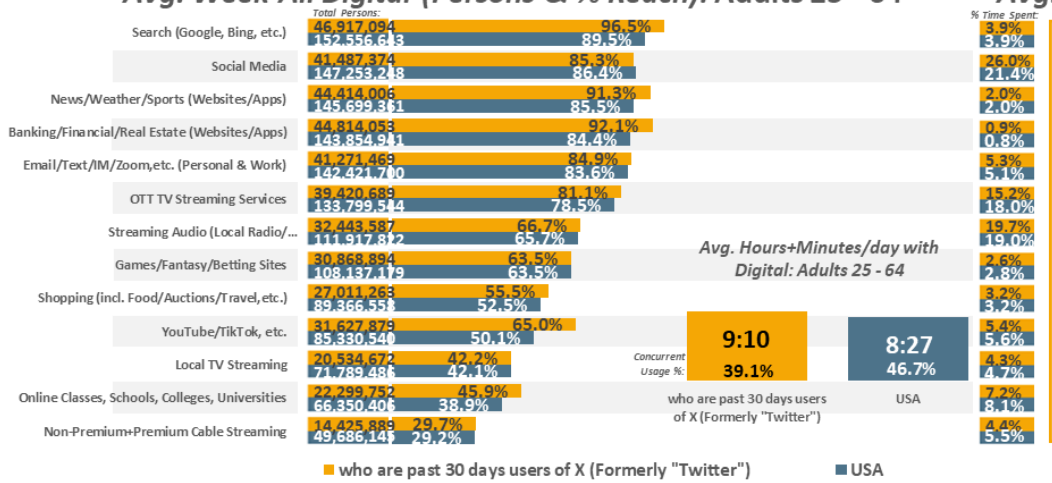
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

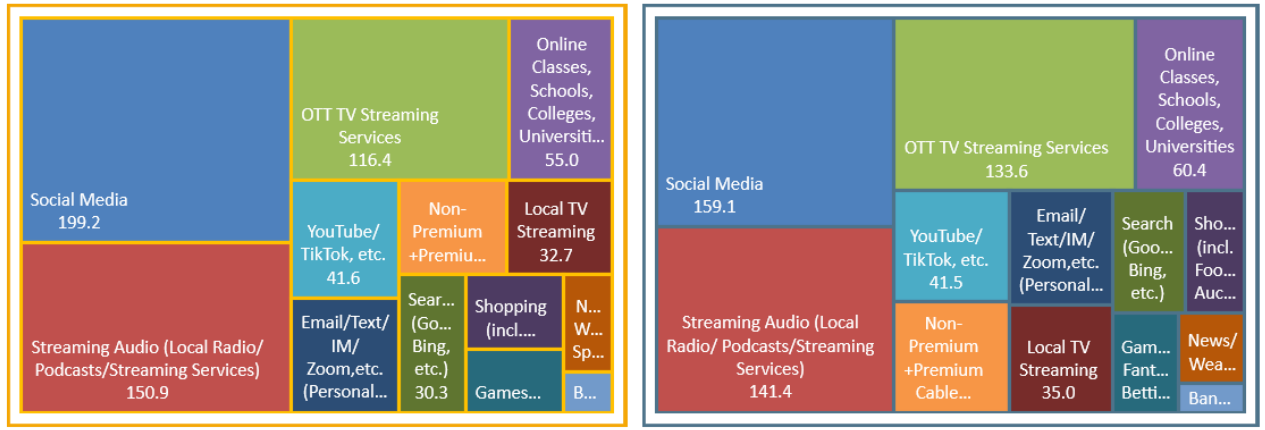
P25-64

34,036,559 or 70.% of Adults 25 - 64 who are past 30 days users of X (Formerly "Twitter") use Ad-Supported Social Media for an average of 183.3 minutes every day representing 32.3% of all time spent daily with Ad-Supported Digital Media.

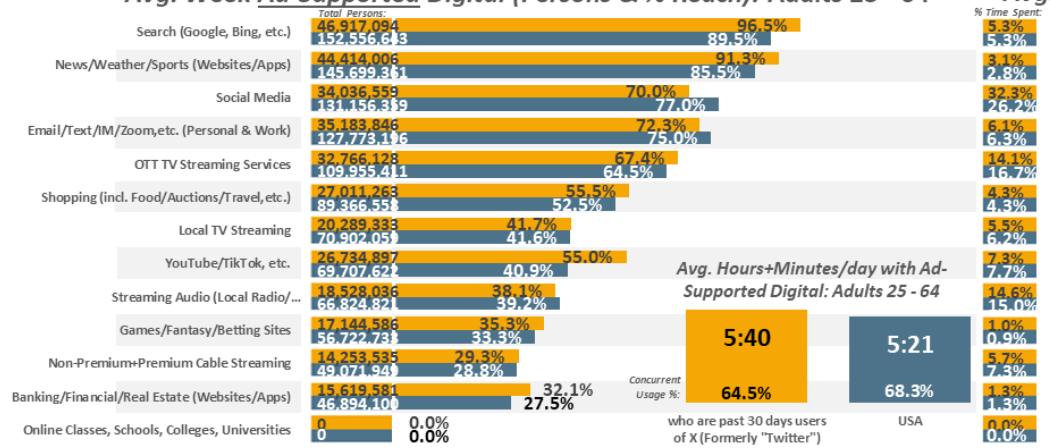
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



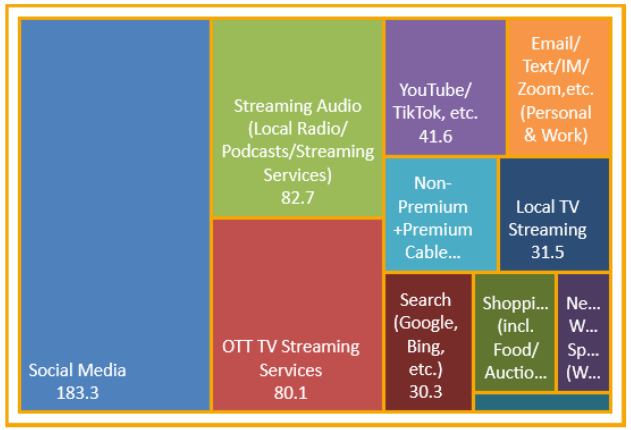
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

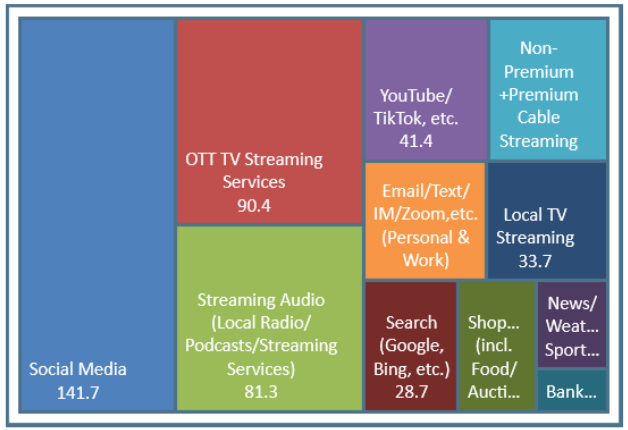


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





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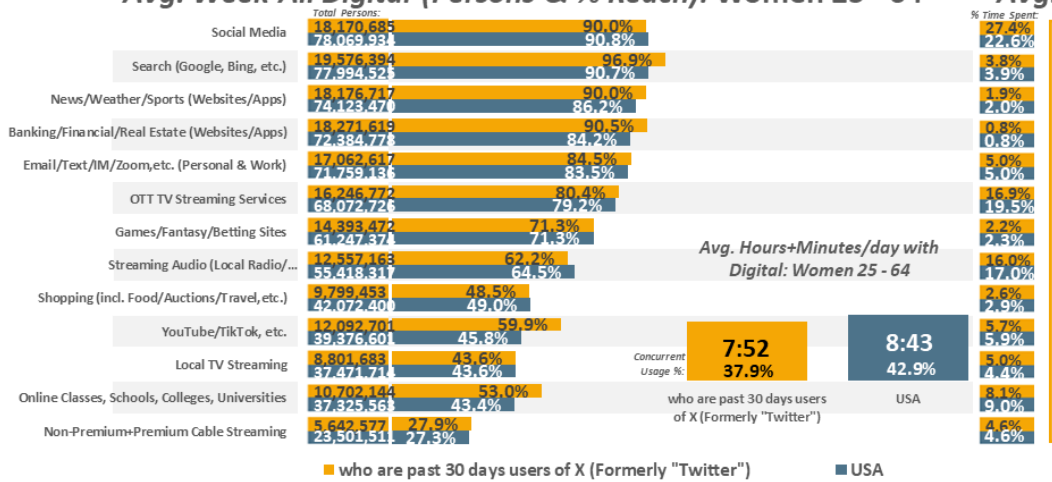
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

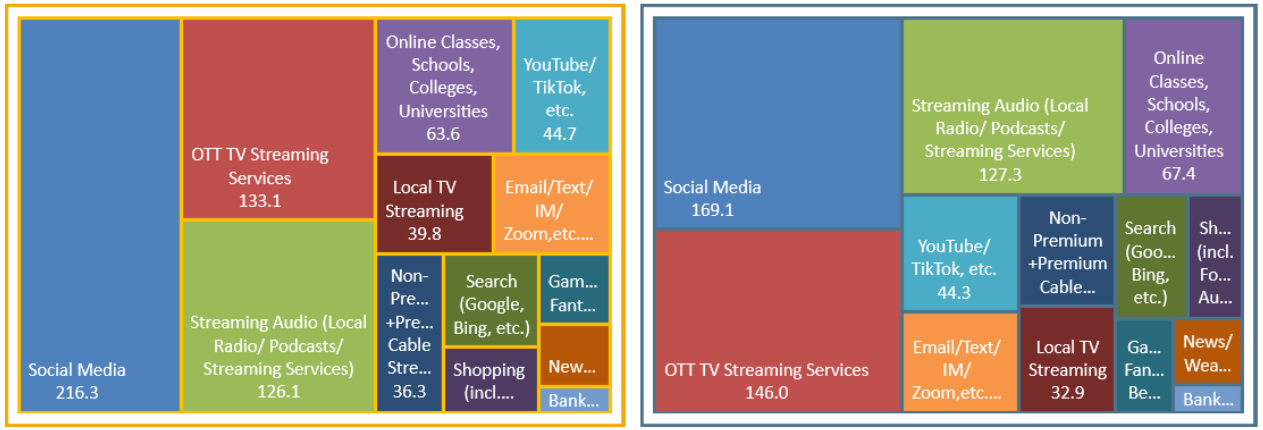
W25-64

14,931,274 or 73.9% of Women 25 - 64 who are past 30 days users of X (Formerly "Twitter") use Ad-Supported Social Media for an average of 199. minutes every day representing 34.3% of all time spent daily with Ad-Supported Digital Media.

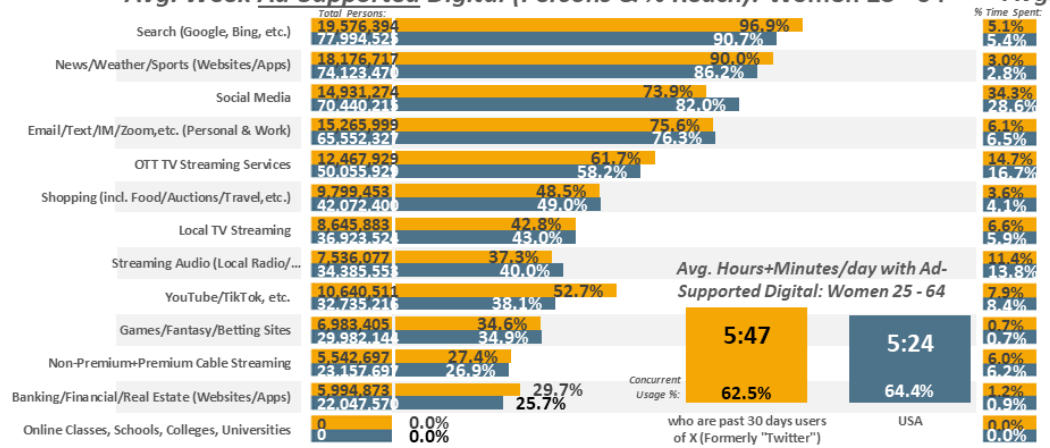
Avg. Week All Digital (Persons & % Reach): Women 25 - 64



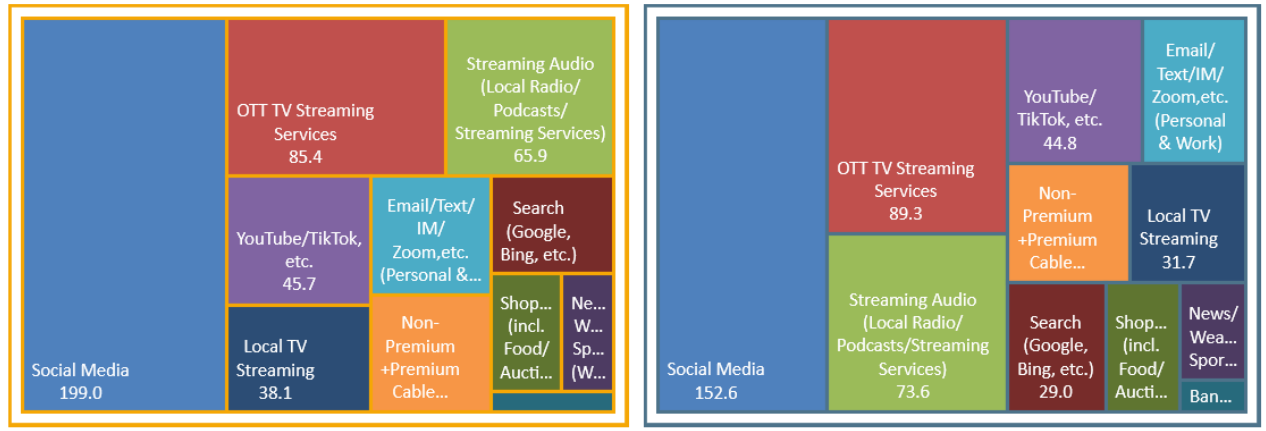
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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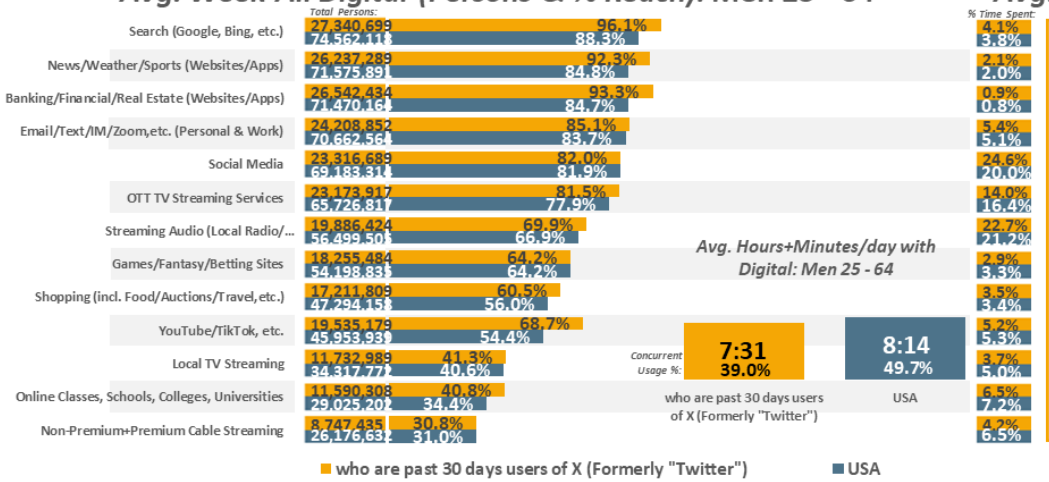
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

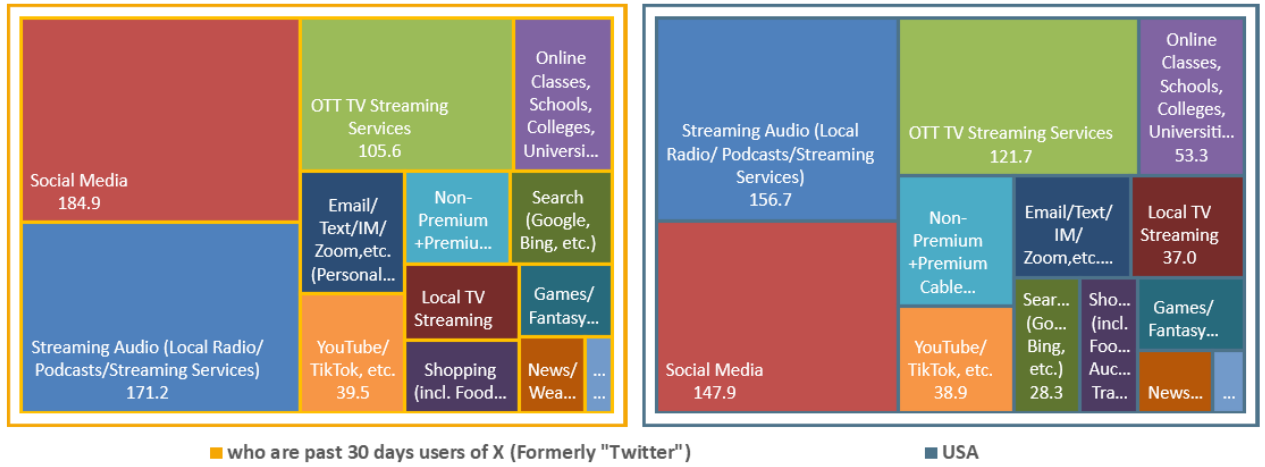
M25-64

19,105,286 or 67.2% of Men 25 - 64 who are past 30 days users of X (Formerly "Twitter") use Ad-Supported Social Media for an average of 170.1 minutes every day representing 30.6% of all time spent daily with Ad-Supported Digital Media.

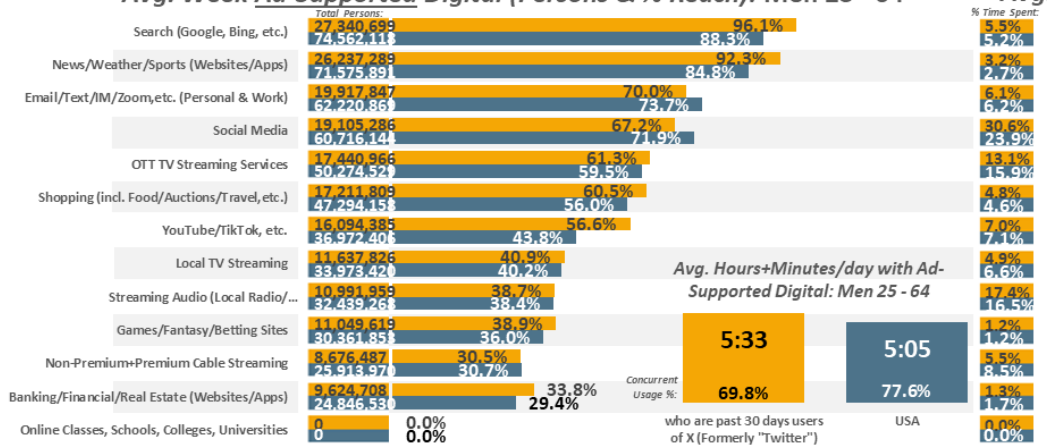
Avg. Week All Digital (Persons & % Reach): Men 25 - 64



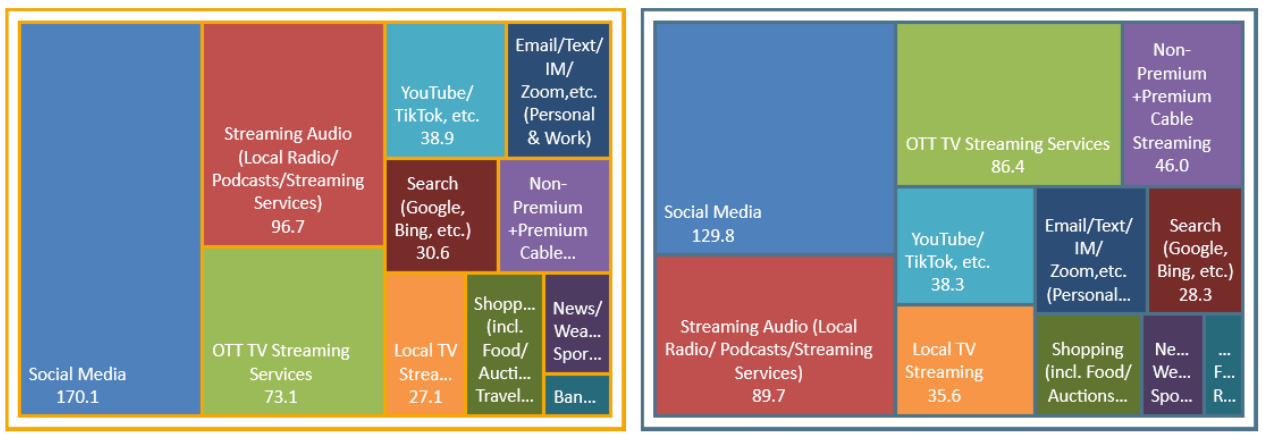
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Men 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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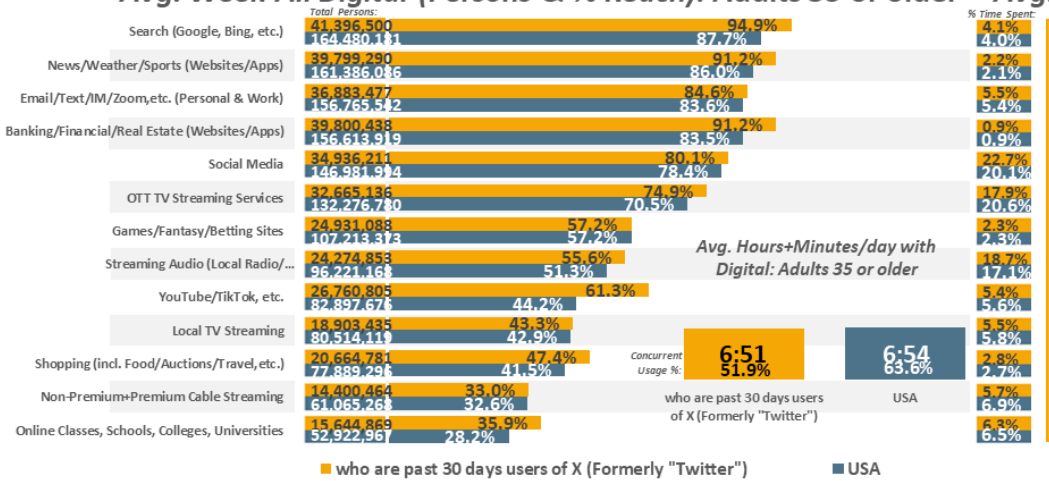
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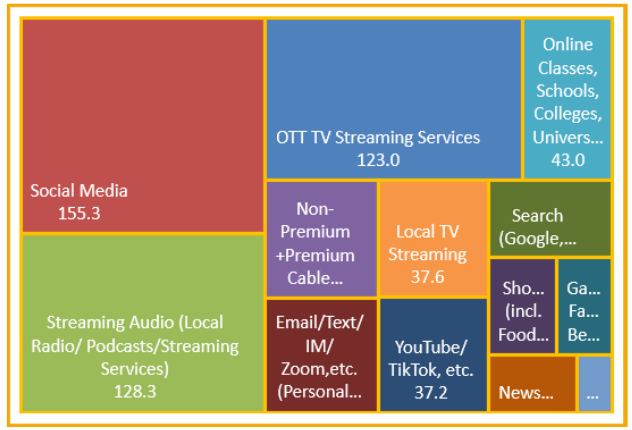
Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

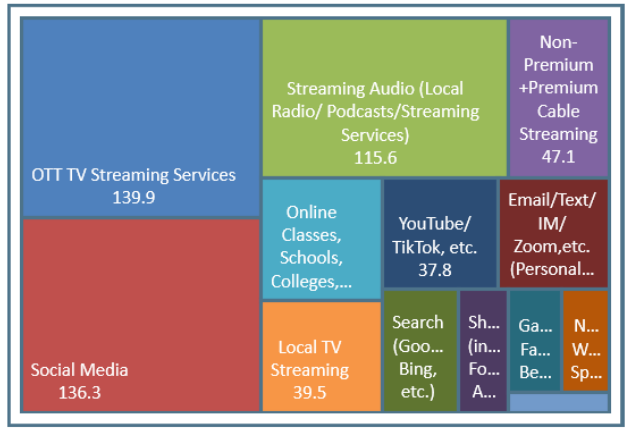
P35+

28,824,490 or 66.1% of Adults 35 or older who are past 30 days users of X (Formerly "Twitter") use Ad-Supported Social Media for an average of 142.9 minutes every day representing 27.2% of all time spent daily with Ad-Supported Digital Media.

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



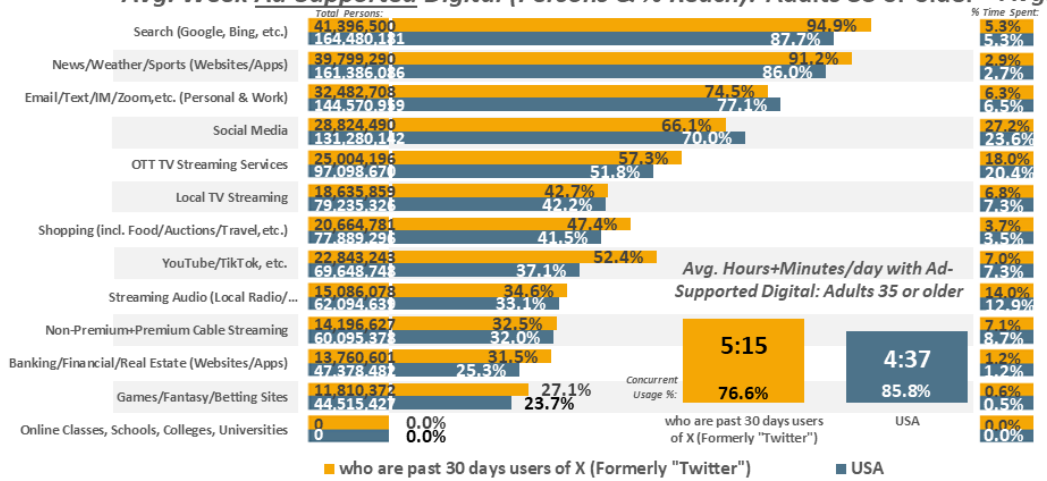


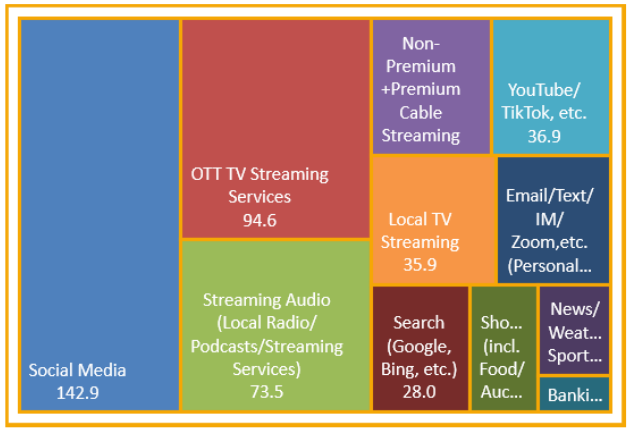


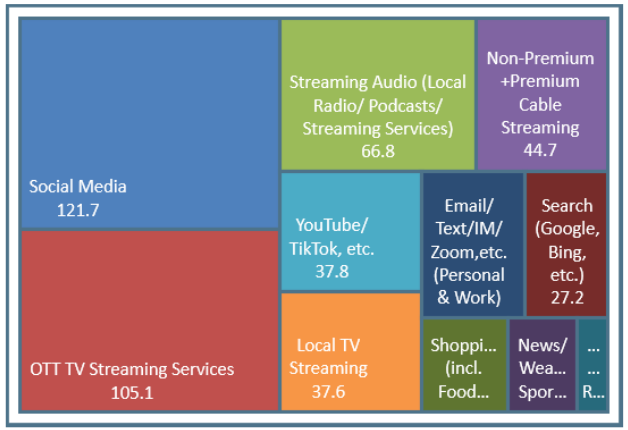
who are past 30 days users of X (Formerly "Twitter") ■ USA

who are past 30 days users of X (Formerly "Twitter") ■ USA

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







who are past 30 days users of X (Formerly "Twitter") ■ USA

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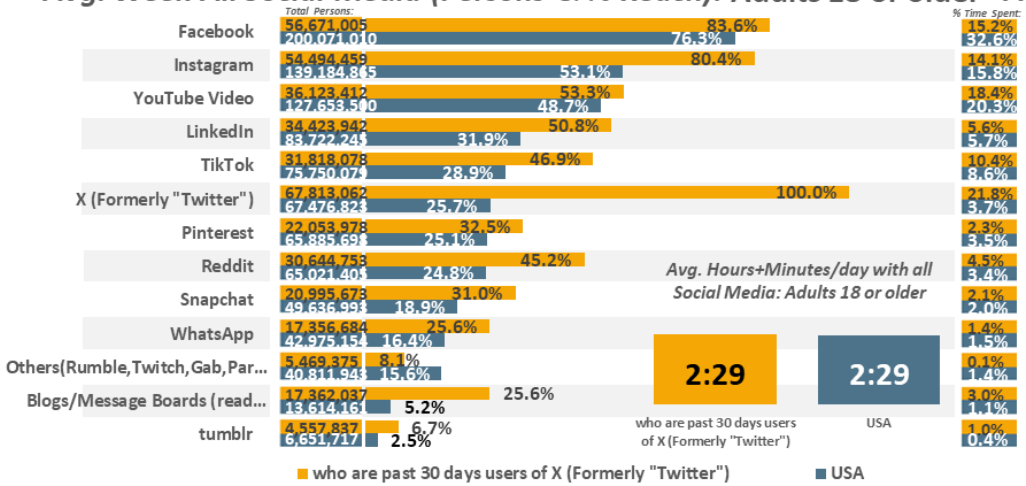
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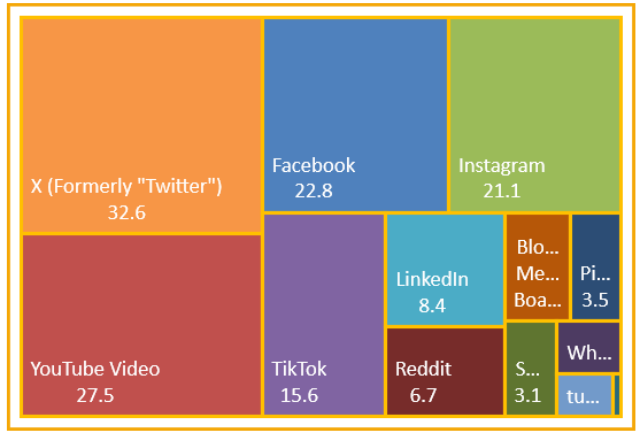
Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

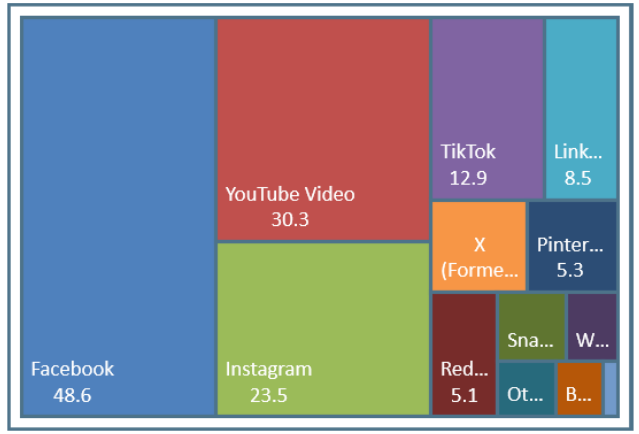
P18+

30,005,044 or 44.2% of Adults 18 or older who are past 30 days users of X (Formerly "Twitter") use Ad-Supported YouTube Video for an average of 27.5 minutes every day representing 22.2% of all time spent daily with Ad-Supported Social Media.

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



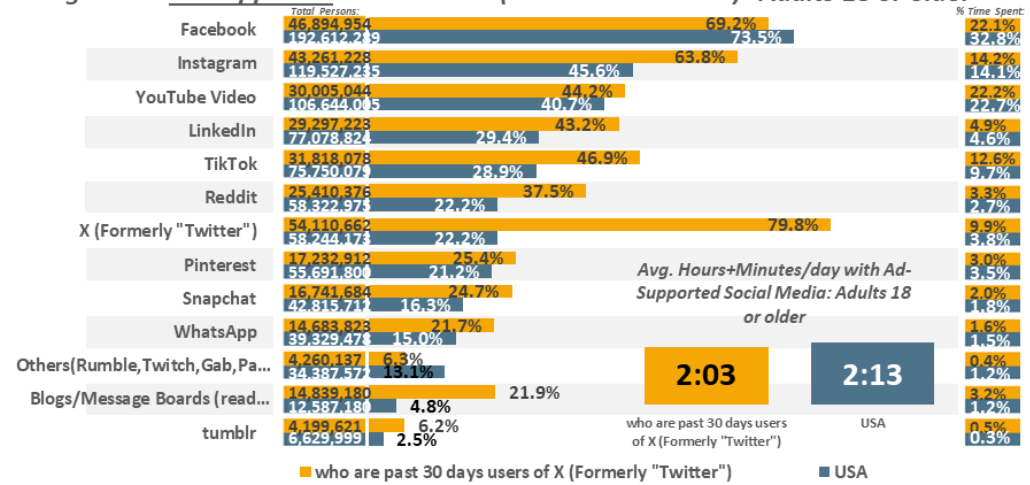


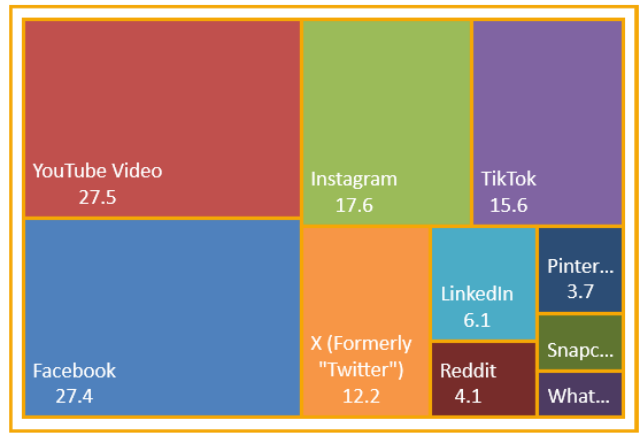


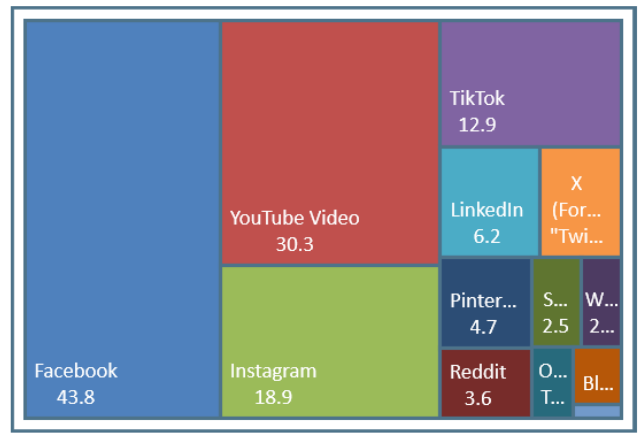
who are past 30 days users of X (Formerly "Twitter") ■ USA

who are past 30 days users of X (Formerly "Twitter") ■ USA

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







who are past 30 days users of X (Formerly "Twitter") ■ USA

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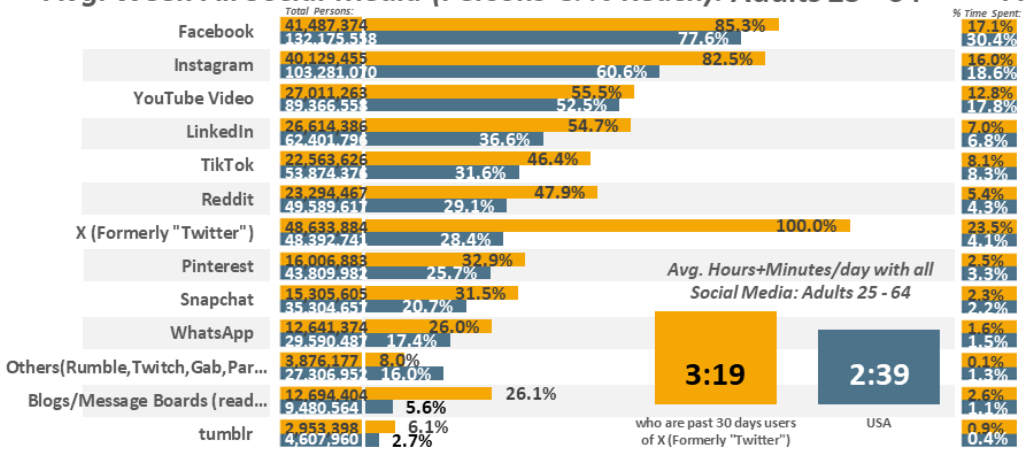
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

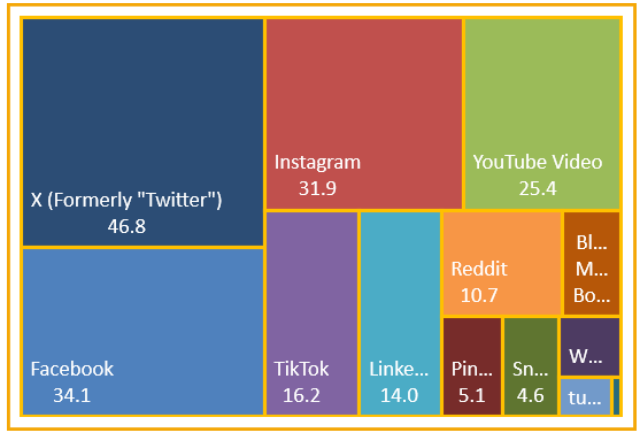
P25-64

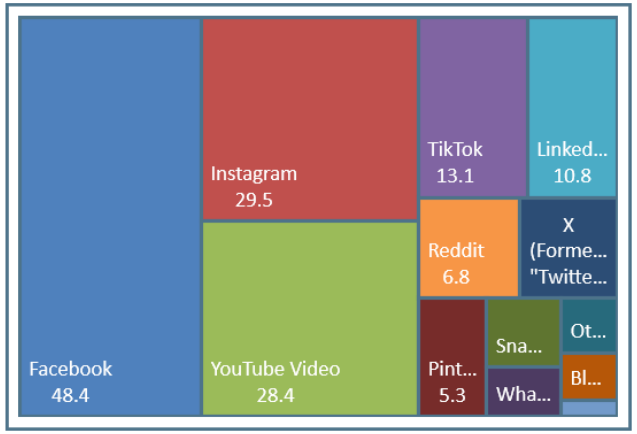
34,036,559 or 70.% of Adults 25 - 64 who are past 30 days users of X (Formerly "Twitter") use Ad-Supported Facebook for an average of 37.6 minutes every day representing 23.% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64

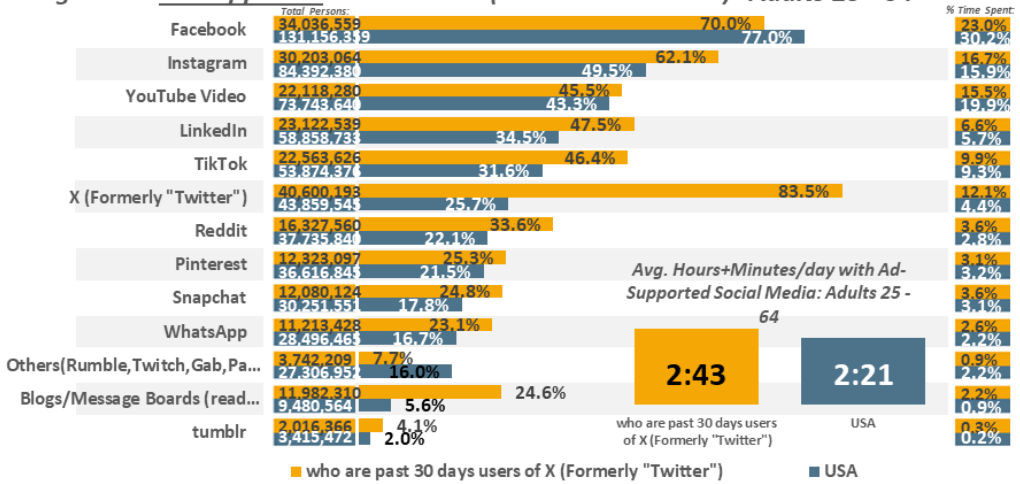


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

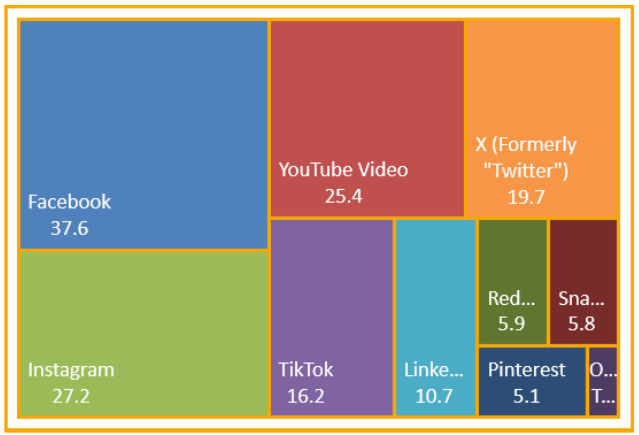


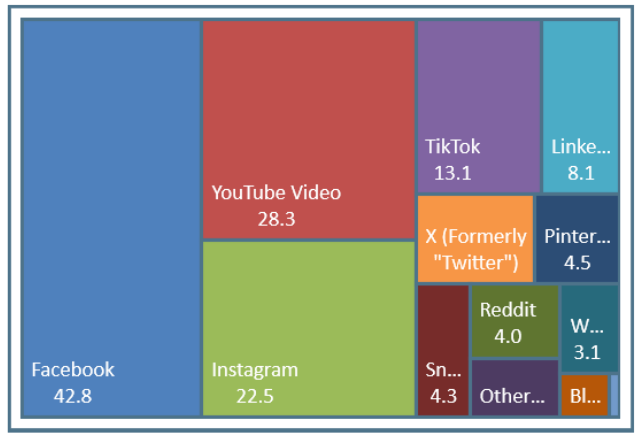


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





USA USA Projection Scarborough R1 2024: Aug23-Apr24 Qual Intab 2,706

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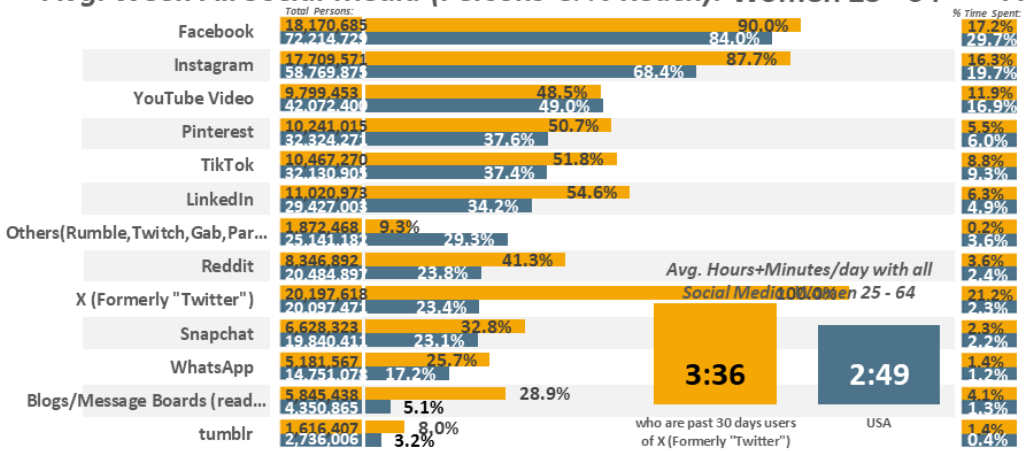
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

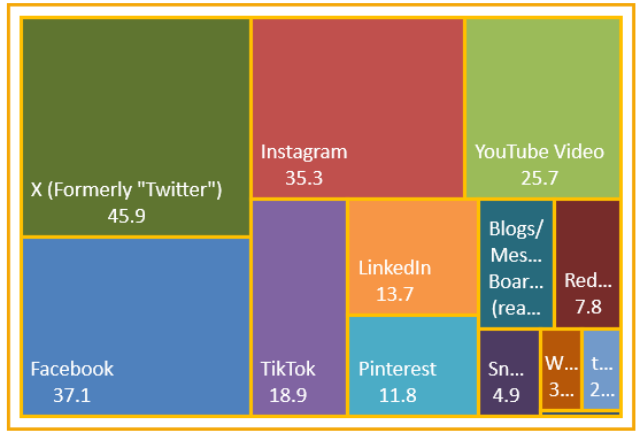
W25-64

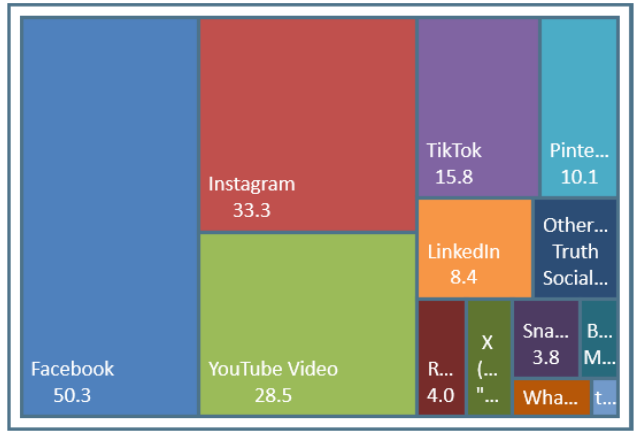
14,931,274 or 73.9% of Women 25 - 64 who are past 30 days users of X (Formerly "Twitter") use Ad-Supported Facebook for an average of 43.9 minutes every day representing 24.7% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Women 25 - 64



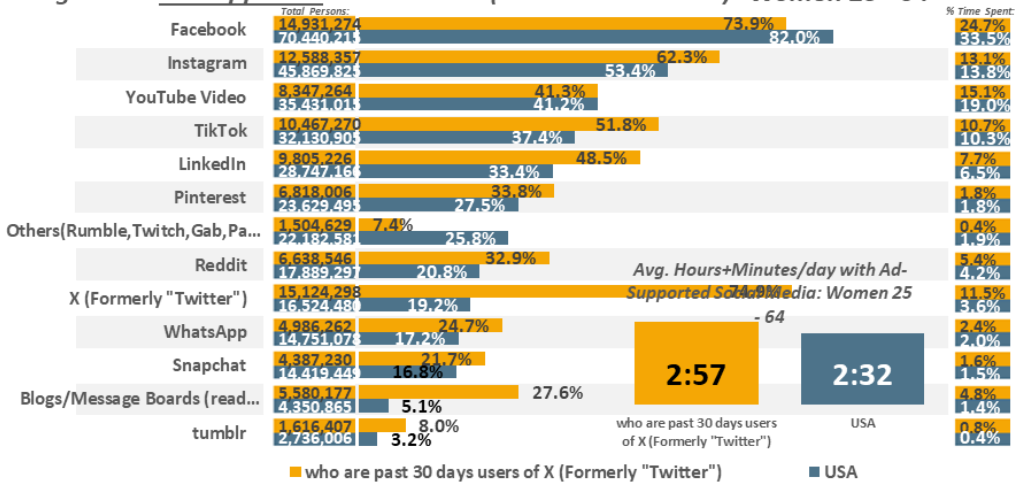
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



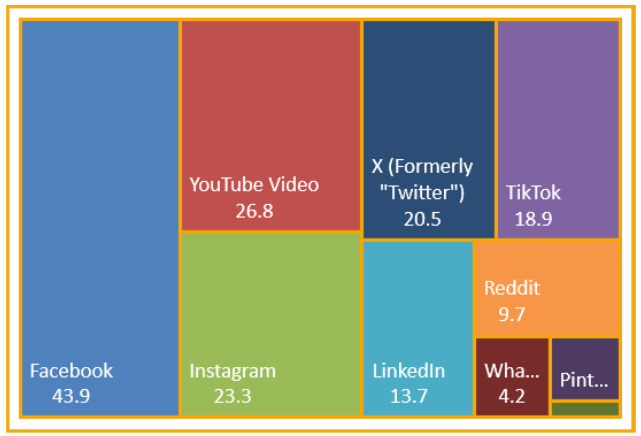


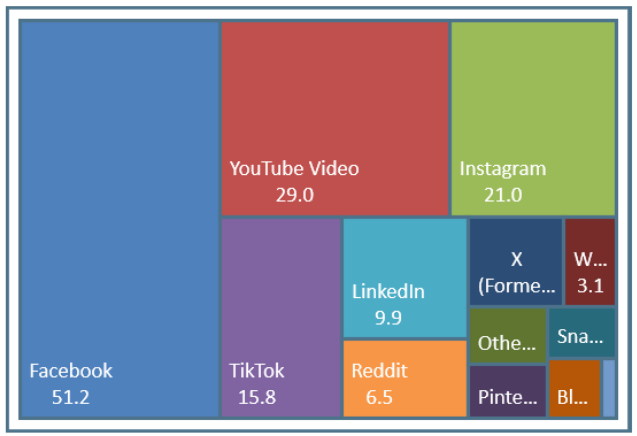
who are past 30 days users of X (Formerly "Twitter") ■ USA

Avg. Week Ad-Supported Social Media (Persons & % Reach): Women 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64





who are past 30 days users of X (Formerly "Twitter") ■ USA

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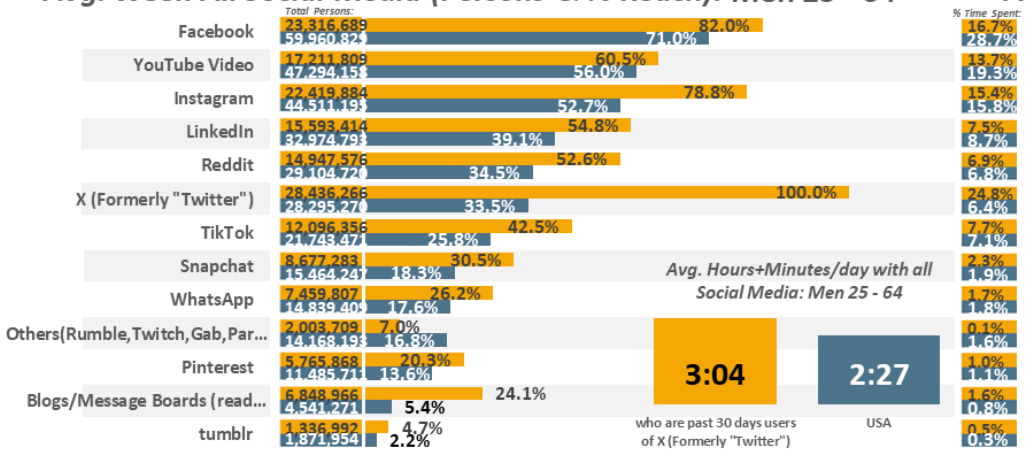
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

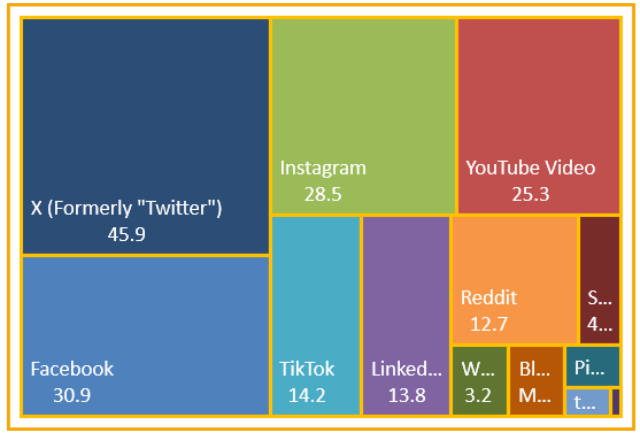
M25-64

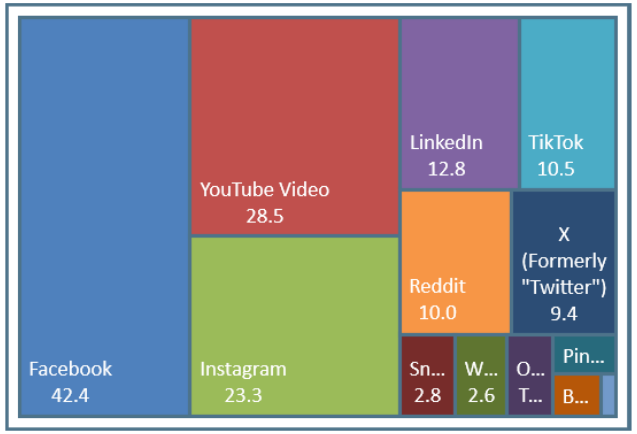
19,105,286 or 67.2% of Men 25 - 64 who are past 30 days users of X (Formerly "Twitter") use Ad-Supported Facebook for an average of 38.7 minutes every day representing 25.5% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Men 25 - 64

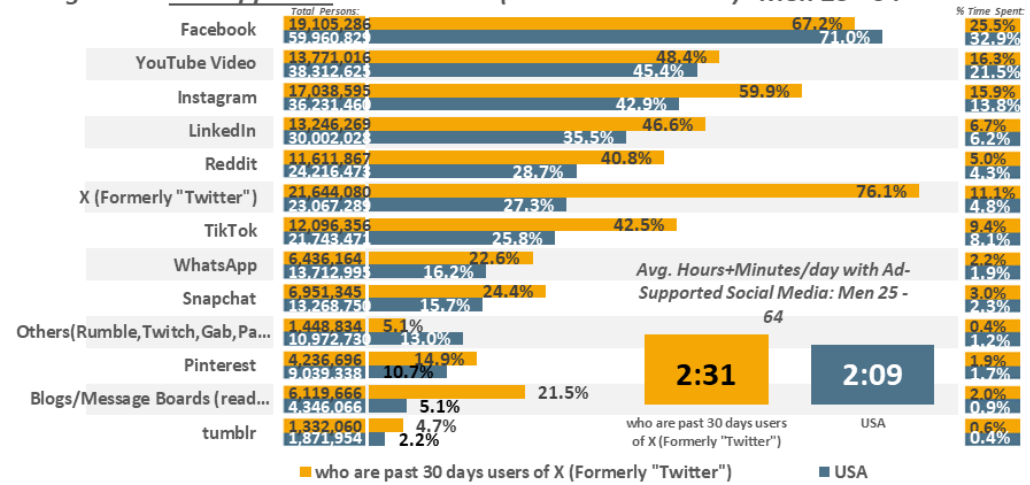


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64

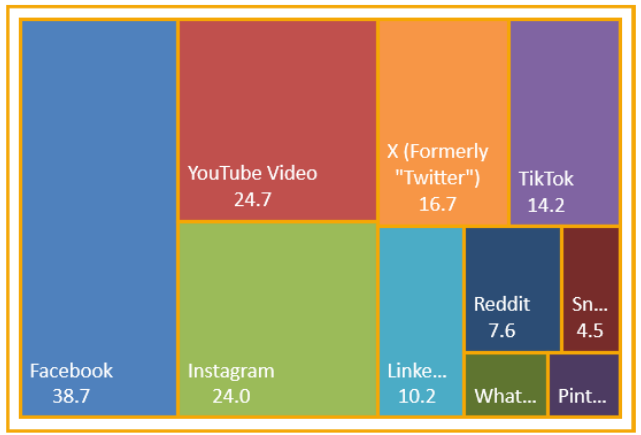


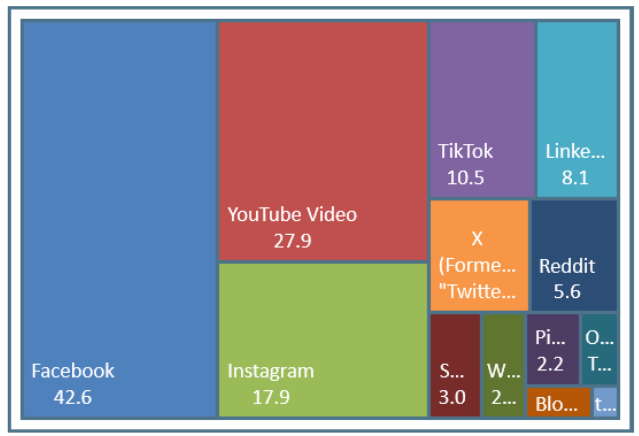


Avg. Week Ad-Supported Social Media (Persons & % Reach): Men 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64





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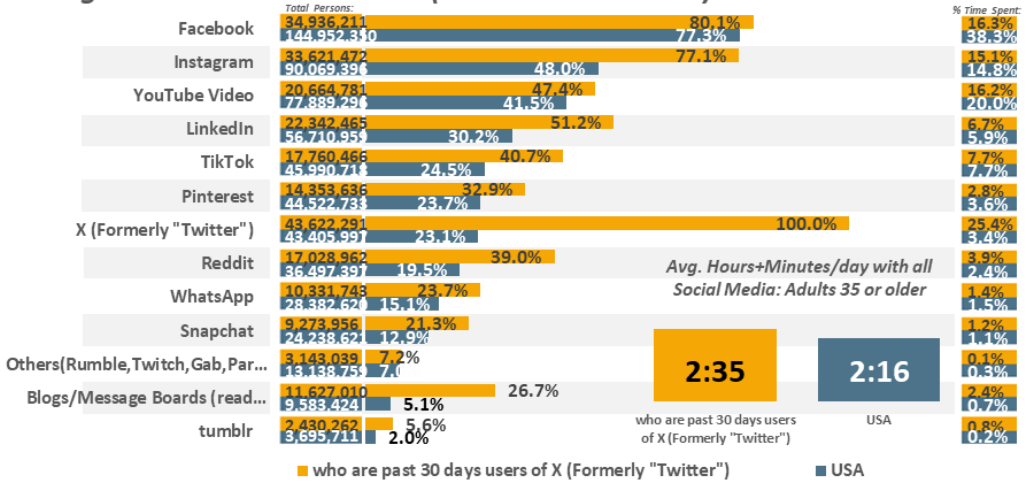
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

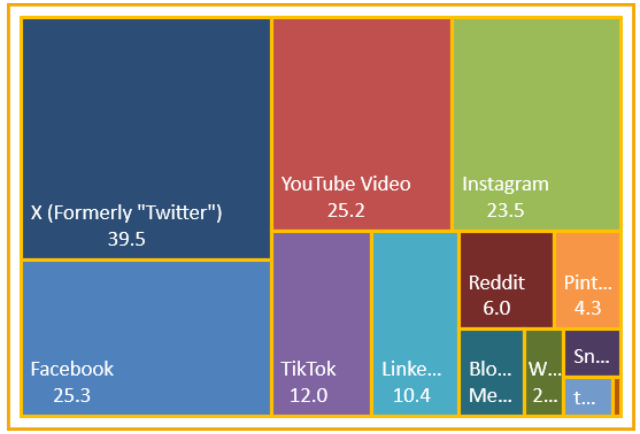
P35+

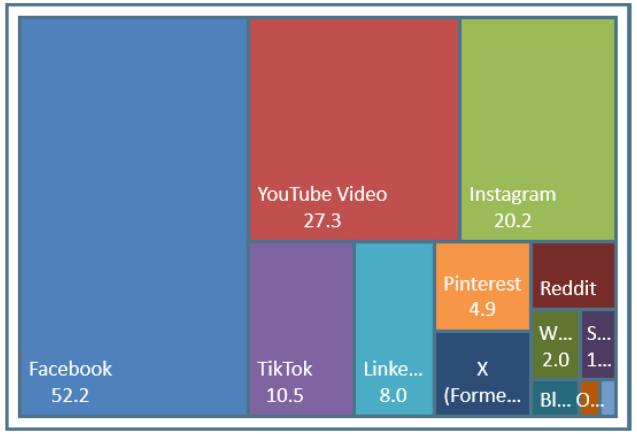
28,824,490 or 66.1% of Adults 35 or older who are past 30 days users of X (Formerly "Twitter") use Ad-Supported Facebook for an average of 31.1 minutes every day representing 24.3% of all time spent daily with Ad-Supported Social Media.

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

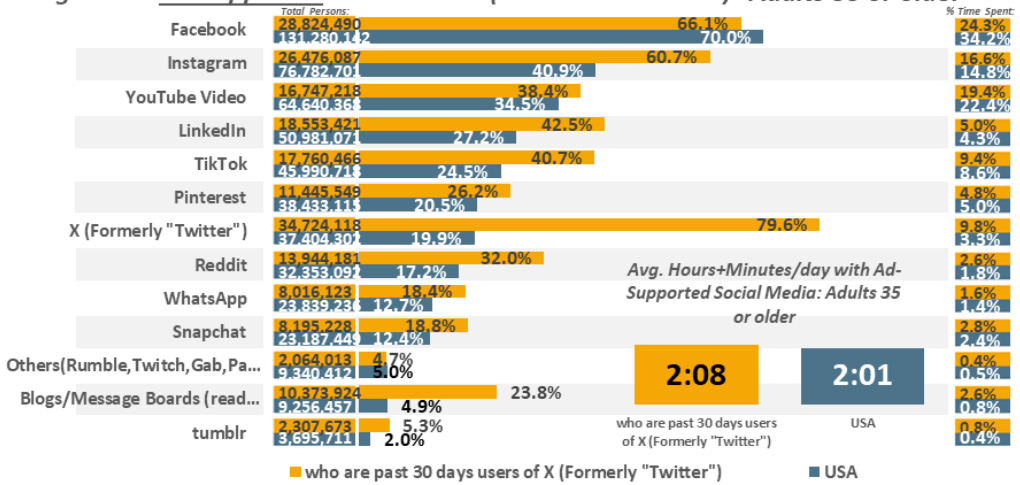


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

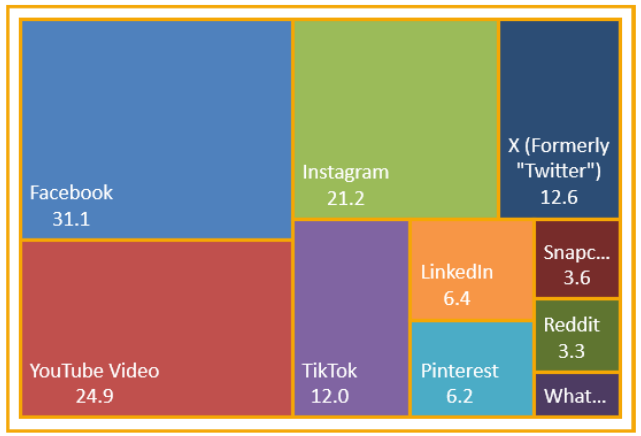


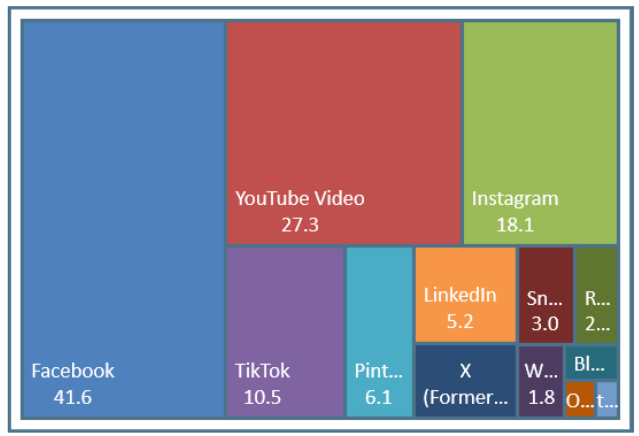


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older



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





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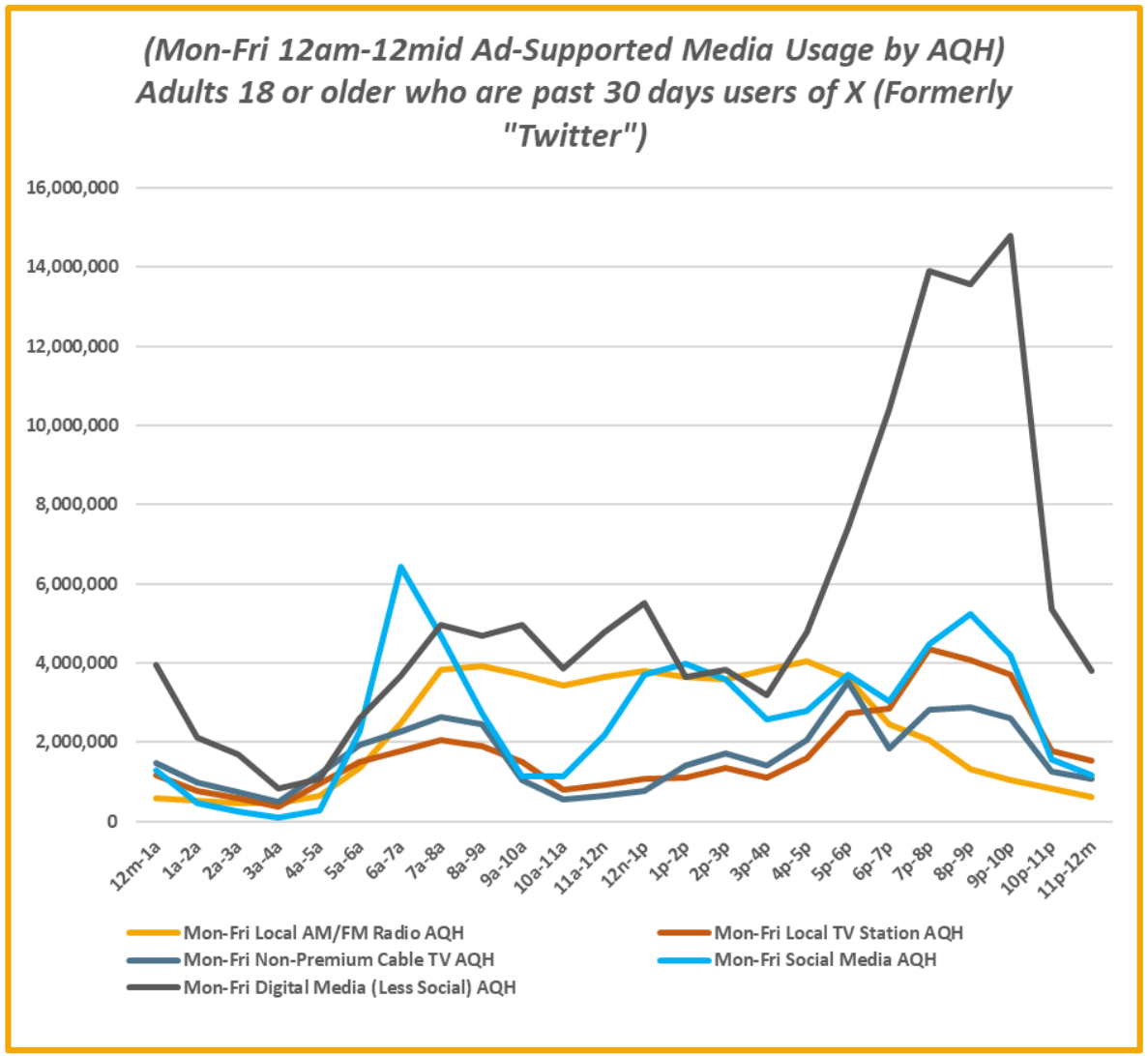
Scarborough R1 2024: Aug23-Apr24 USA Projection

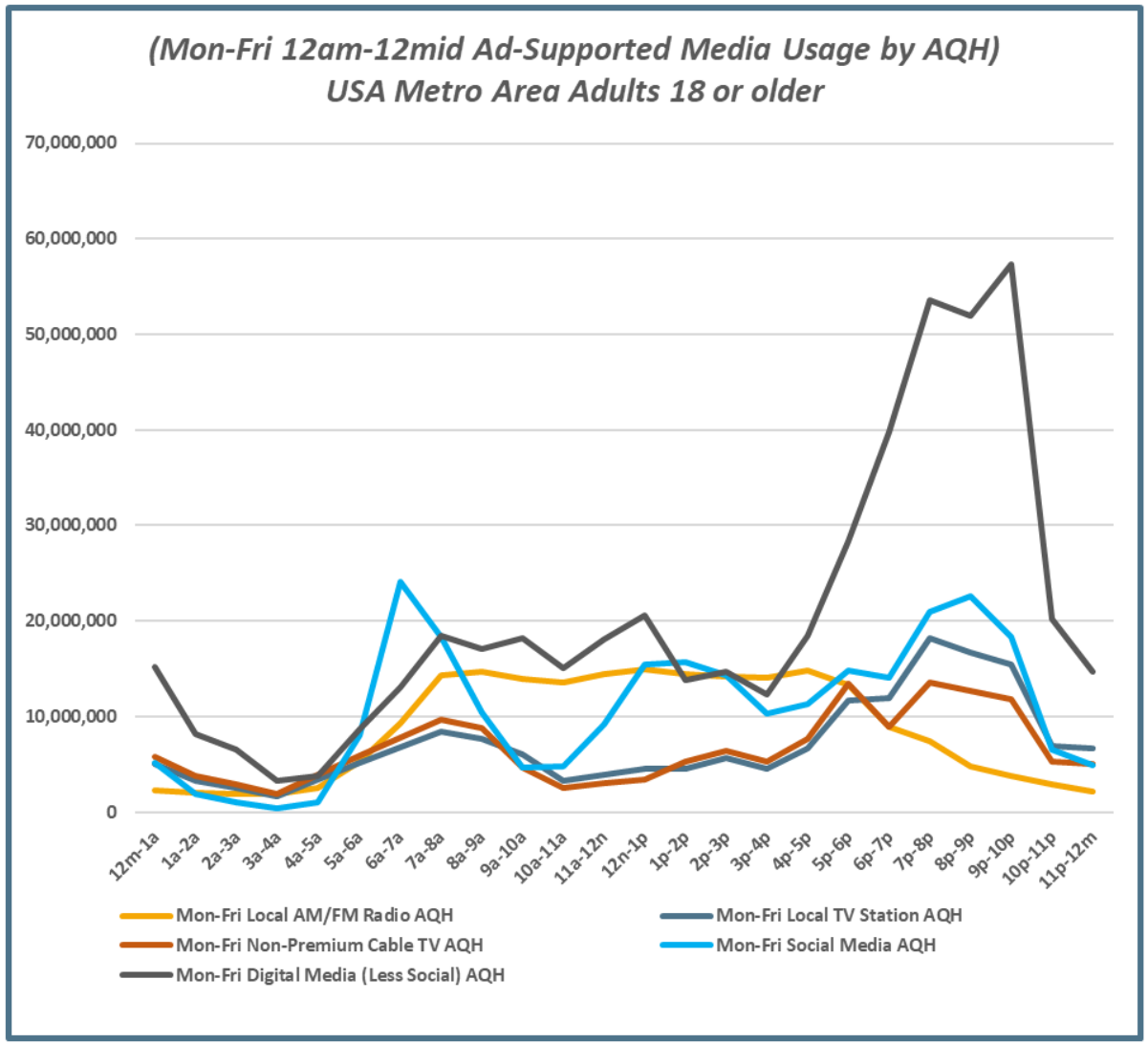
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

P18+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,055,296; Local Radio: 3,533,216; Social Media: 3,200,248; Non-Prem. Cable: 1,716,622; Local TV: 1,594,779 reaching Adults 18 or older who are past 30 days users of X (F





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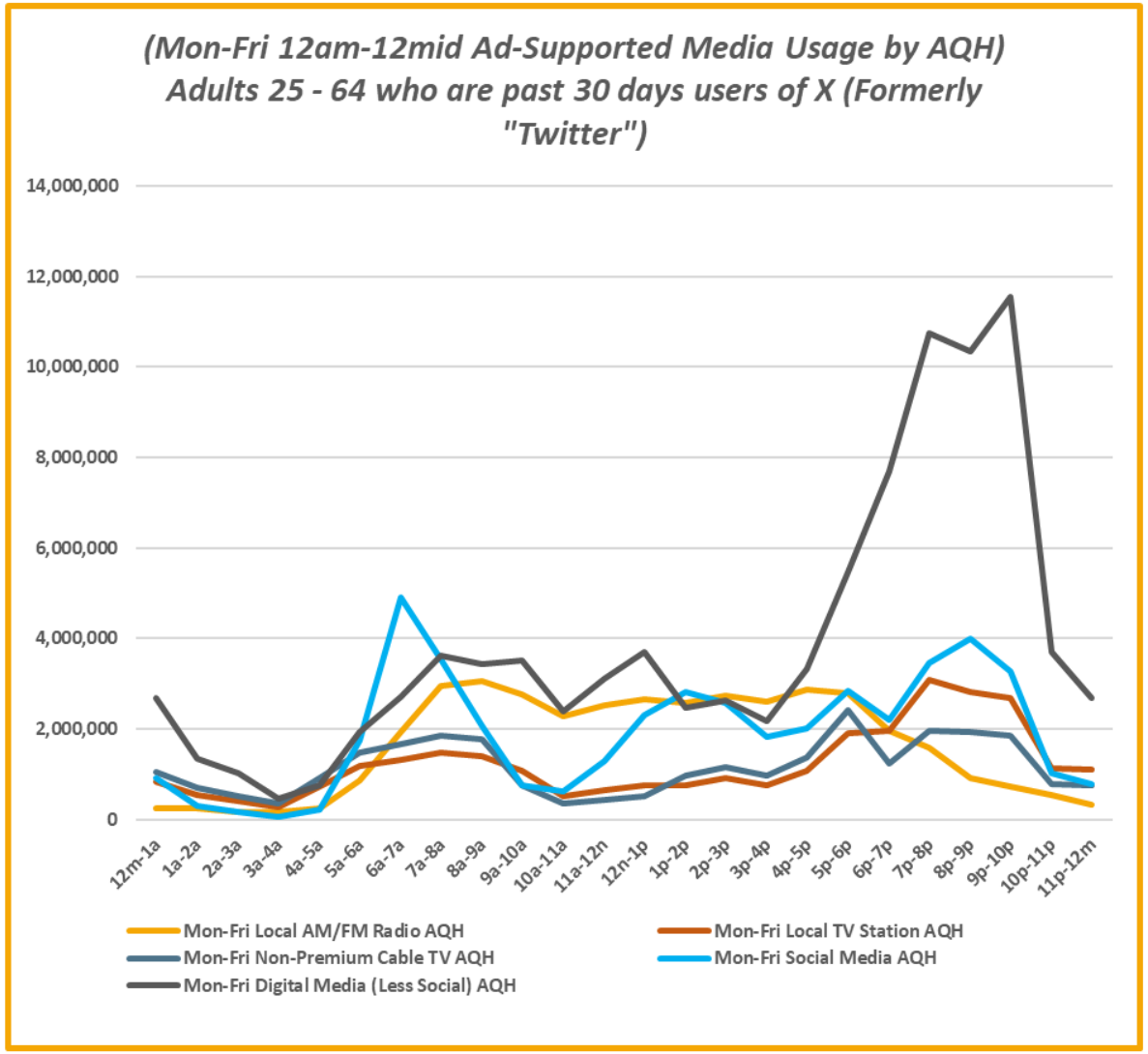
Scarborough R1 2024: Aug23-Apr24 USA Projection

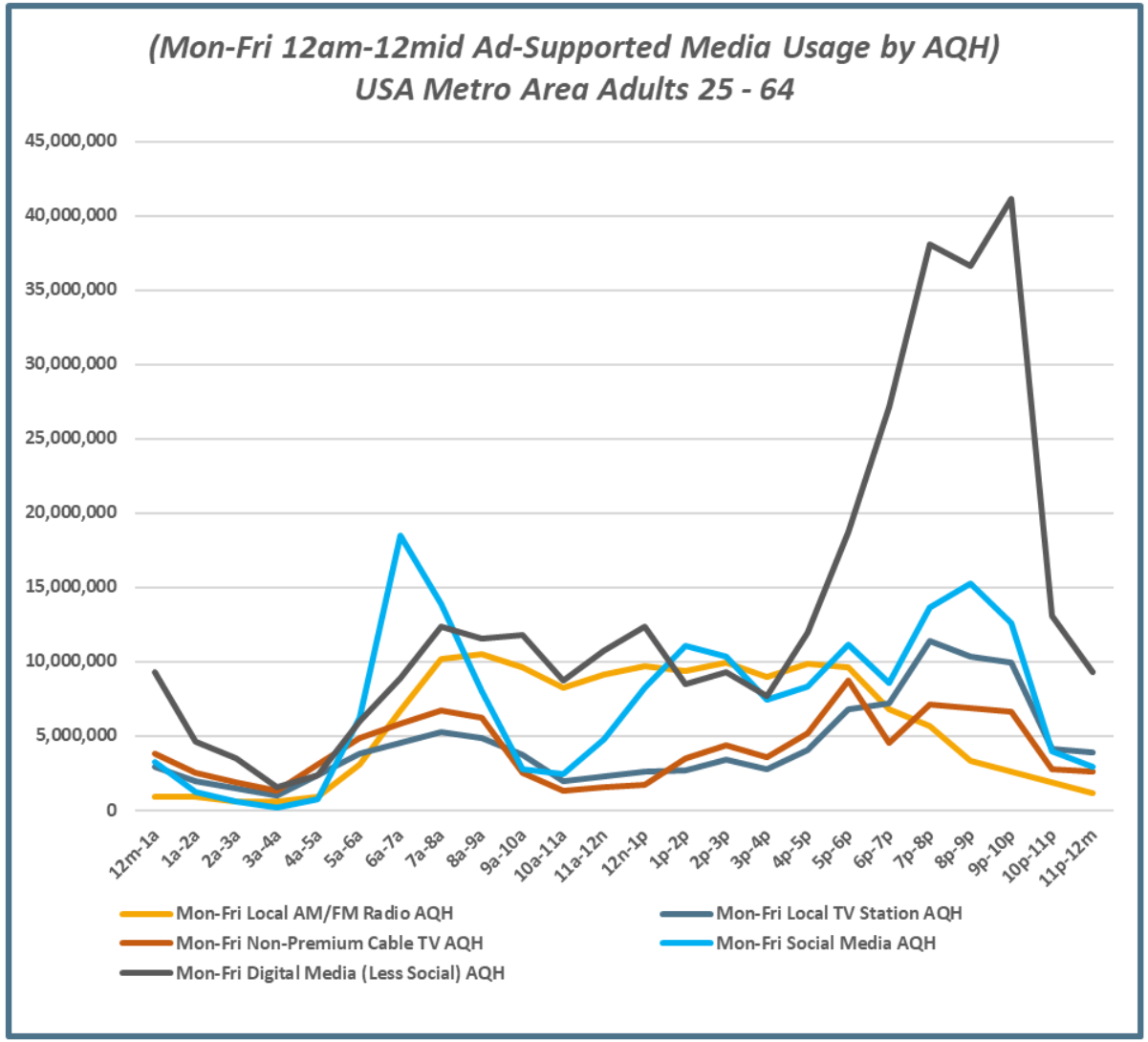
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

P25-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,559,791; Local Radio: 2,592,529; Social Media: 2,286,520; Non-Prem. Cable: 1,184,008; Local TV: 1,119,210 reaching Adults 25 - 64 who are past 30 days users of X (Forme





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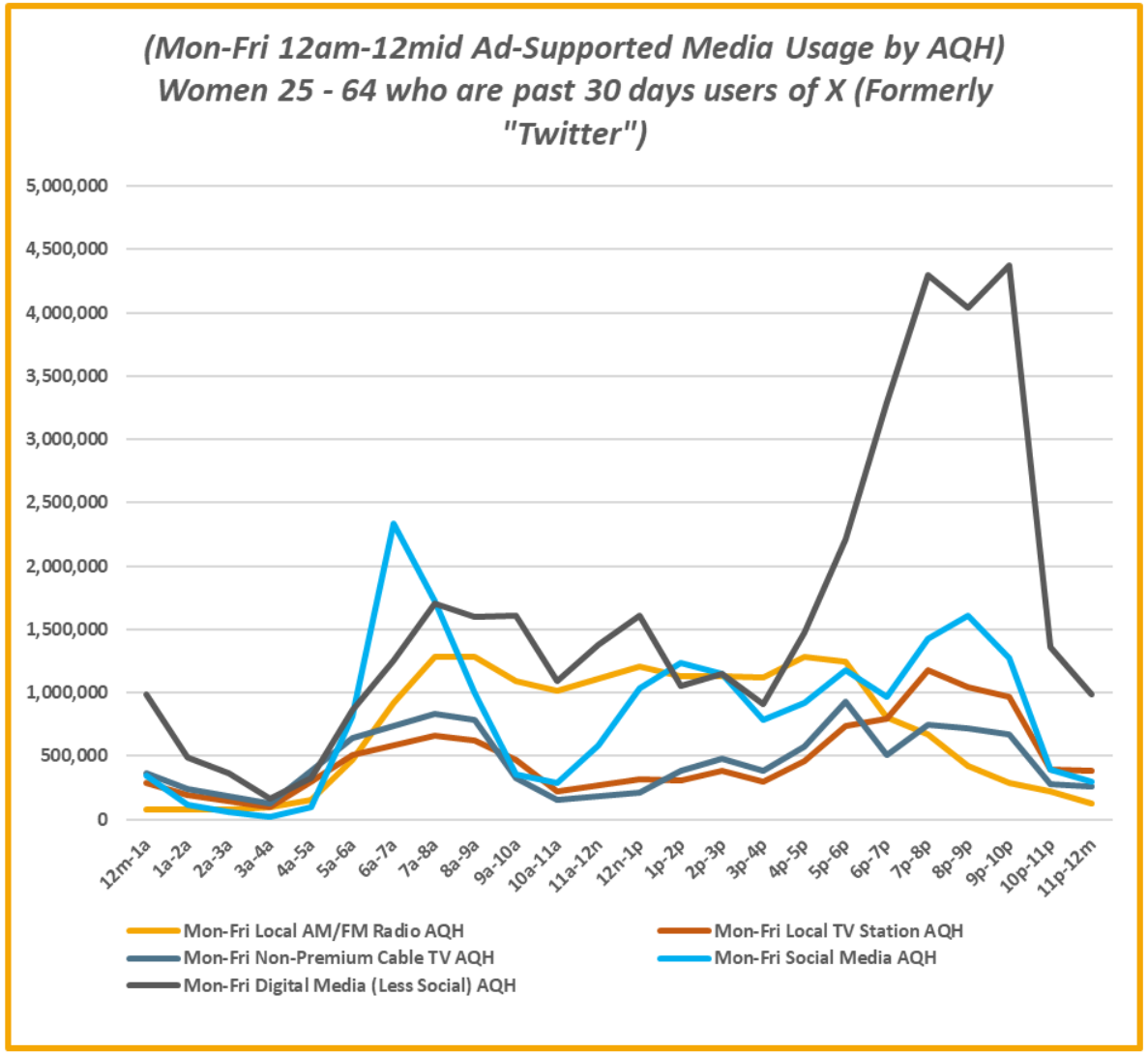
Scarborough R1 2024: Aug23-Apr24 USA Projection

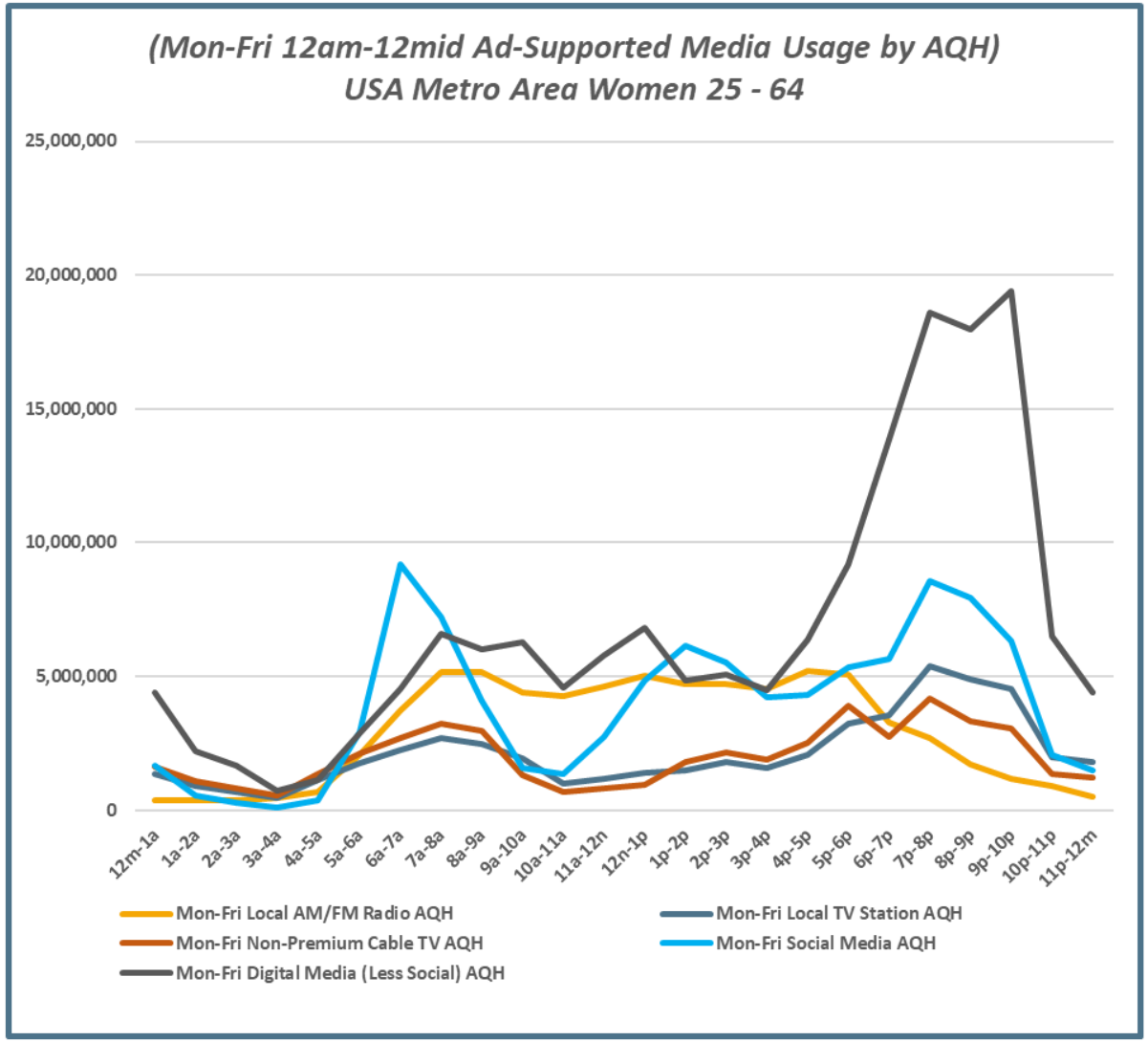
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

W25-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,564,603; Local Radio: 1,125,475; Social Media: 1,044,428; Non-Prem. Cable: 499,691; Local TV: 469,779 reaching Women 25 - 64 who are past 30 days users of X (Formerly "





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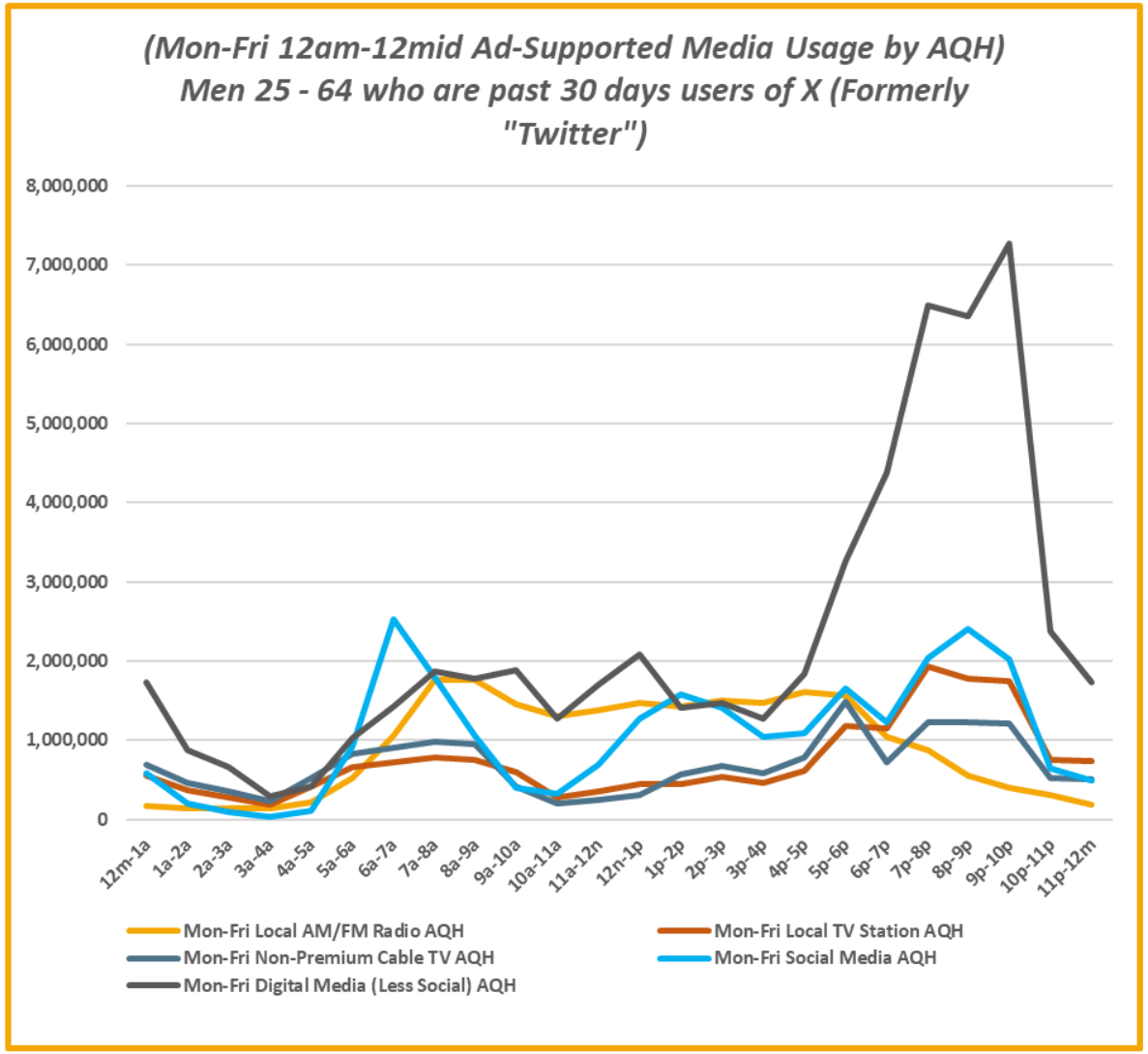
Scarborough R1 2024: Aug23-Apr24 USA Projection

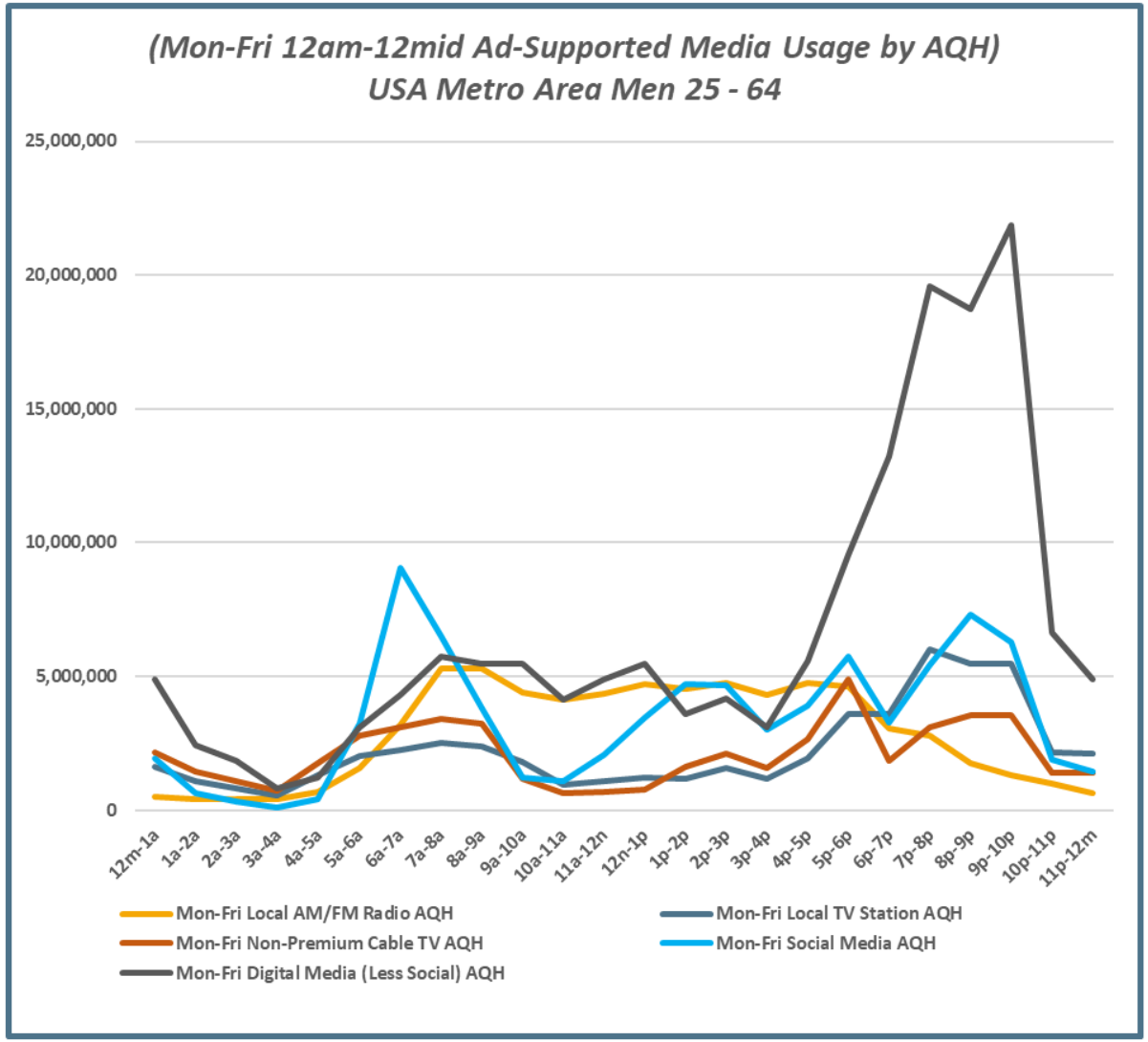
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

M25-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,973,447; Local Radio: 1,444,131; Social Media: 1,235,365; Non-Prem. Cable: 676,185; Local TV: 640,231 reaching Men 25 - 64 who are past 30 days users of X (Formerly "Tw





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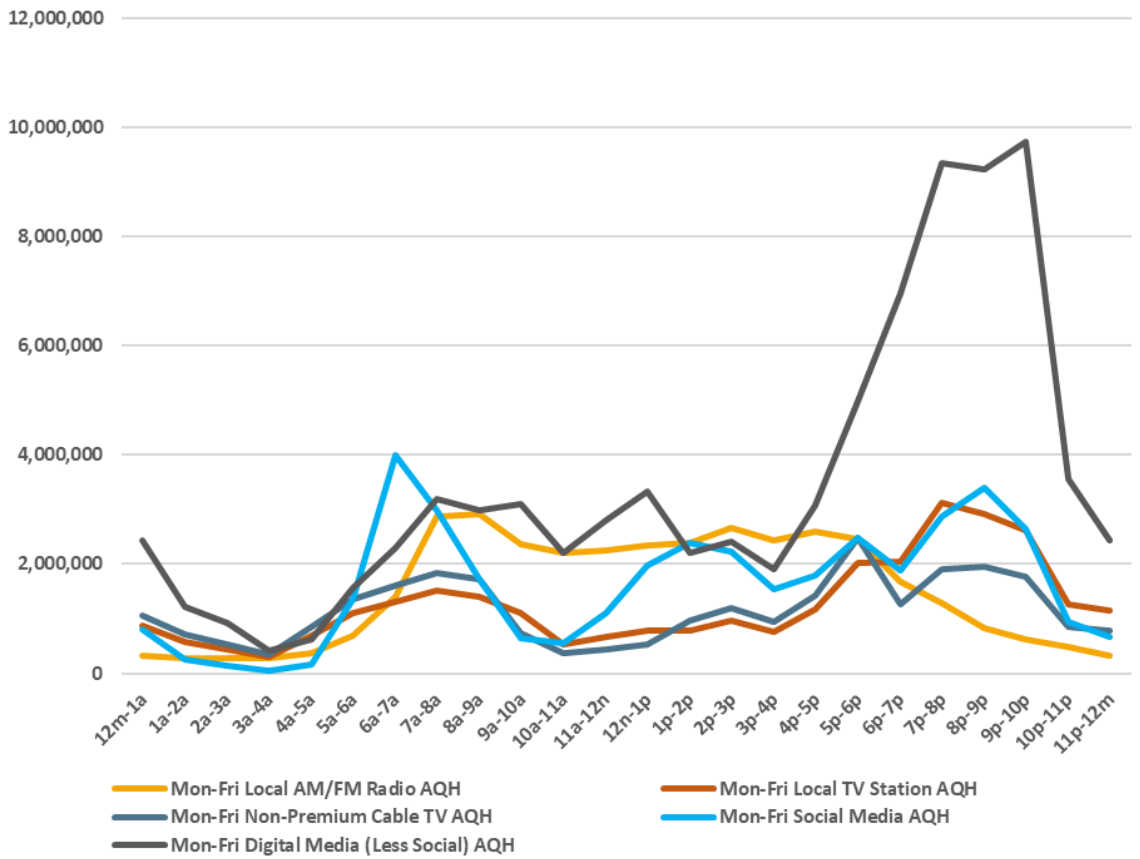
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

P35+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,189,081; Local Radio: 2,351,454; Social Media: 1,947,550; Non-Prem. Cable: 1,194,588; Local TV: 1,160,202 reaching Adults 35 or older who are past 30 days users of X (F

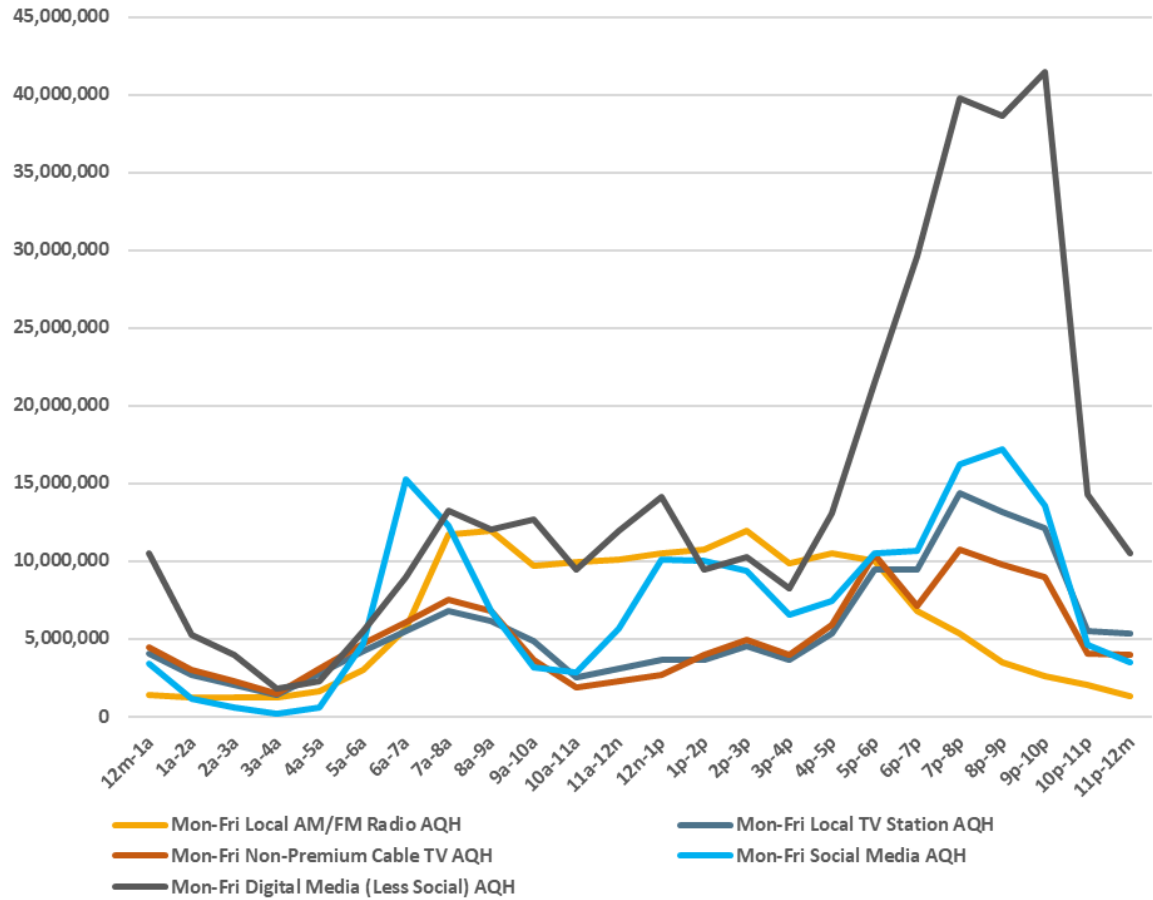
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 35 or older who are past 30 days users of X (Formerly "Twitter")



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(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 35 or older



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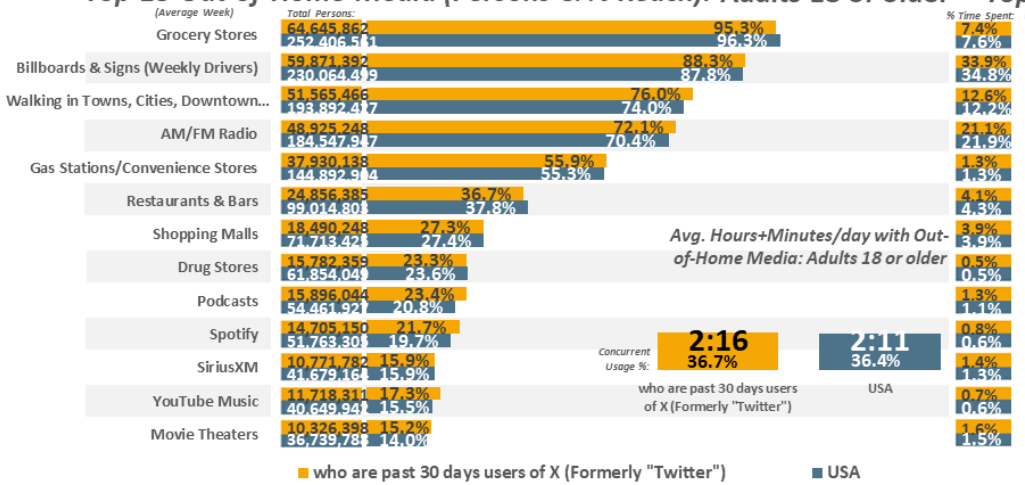
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

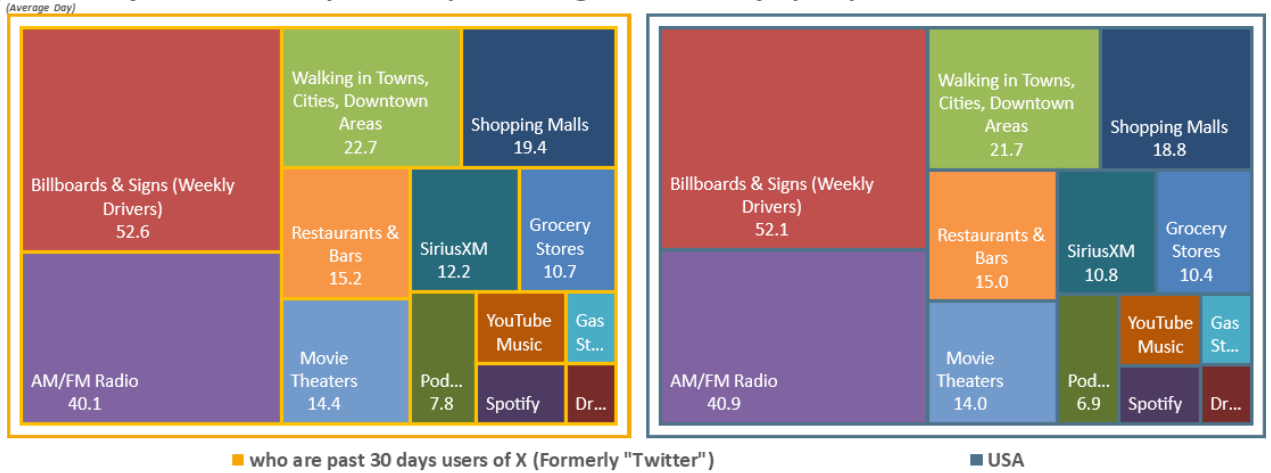
P18+

59,871,392 or 88.3% of Adults 18 or older who are past 30 days users of X (Formerly "Twitter") spend an average of 52.6 minutes per day driving, seeing Billboards and Signs. 68.8% Listen to Local Radio Stations Out-of-Home for an average of 37.1 minutes/d

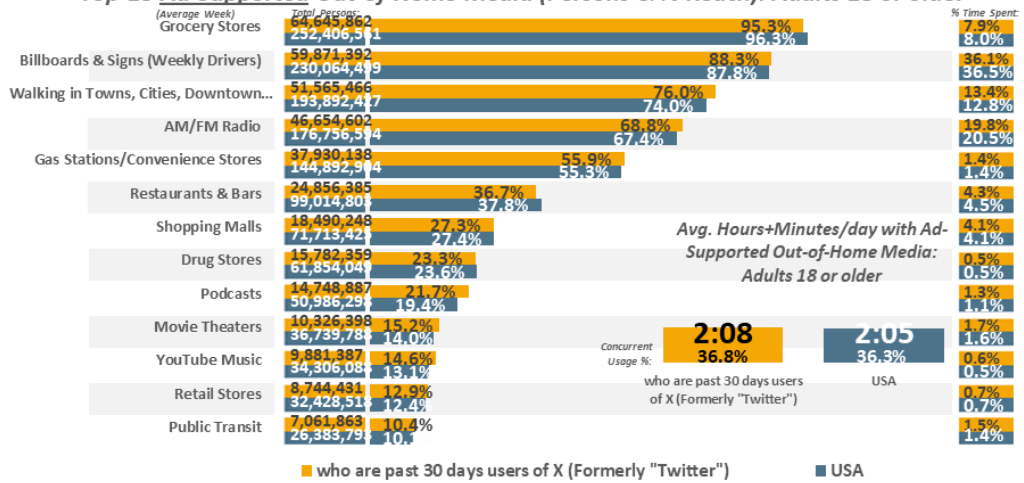
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



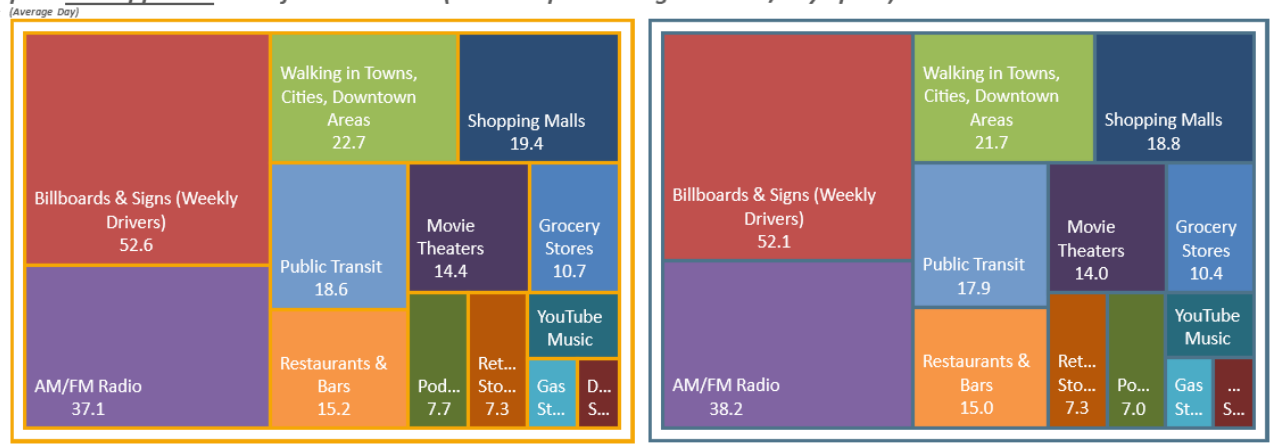
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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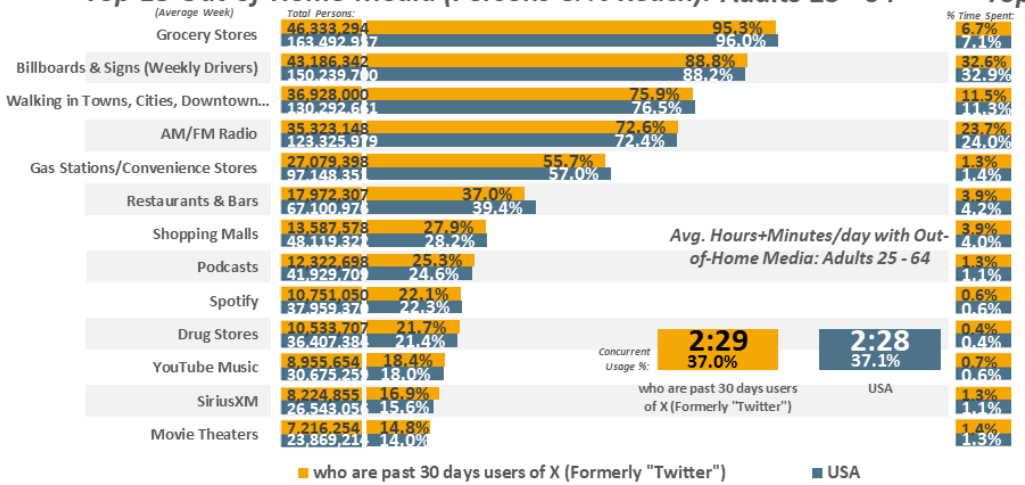
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

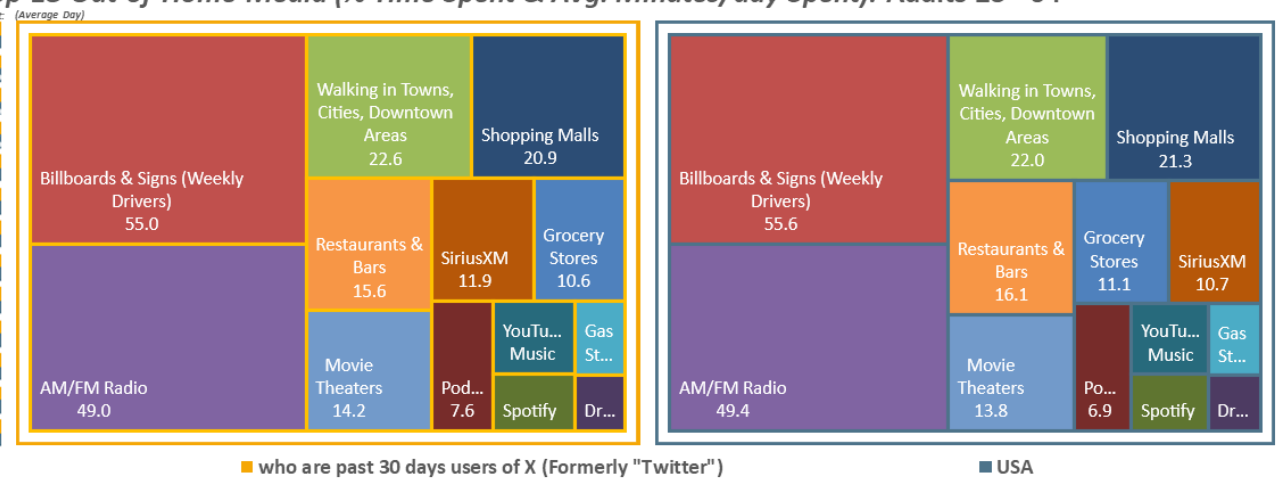
P25-64

43,186,342 or 88.8% of Adults 25 - 64 who are past 30 days users of X (Formerly "Twitter") spend an average of 55. minutes per day driving, seeing Billboards and Signs. 69.2% Listen to Local Radio Stations Out-of-Home for an average of 45.2 minutes/day.

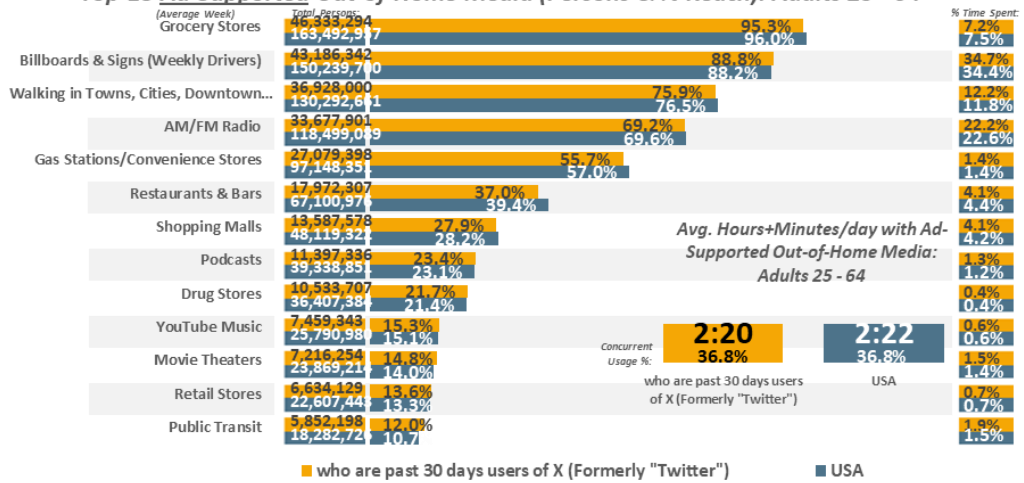
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



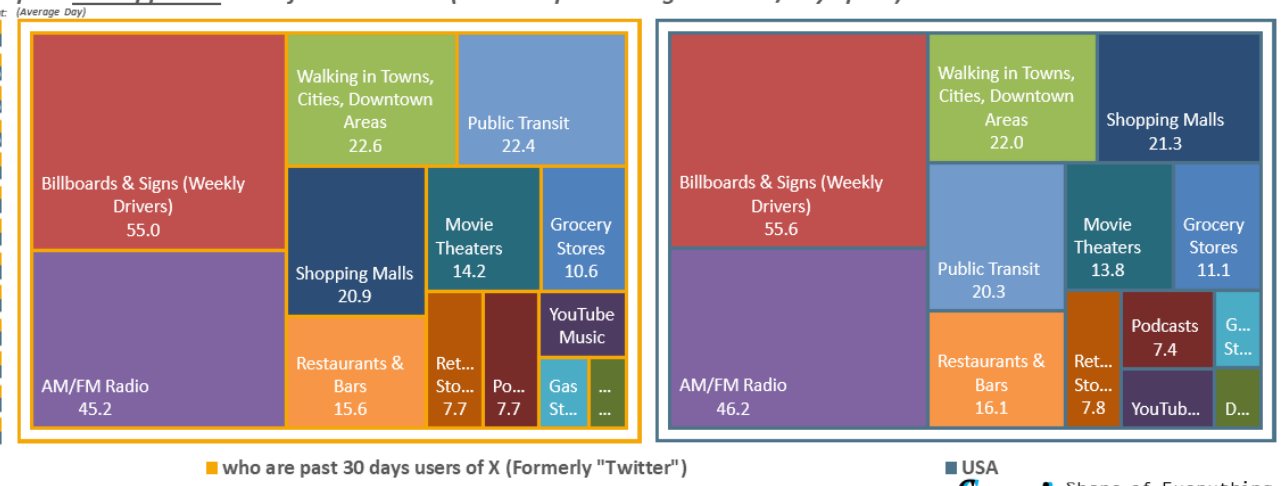
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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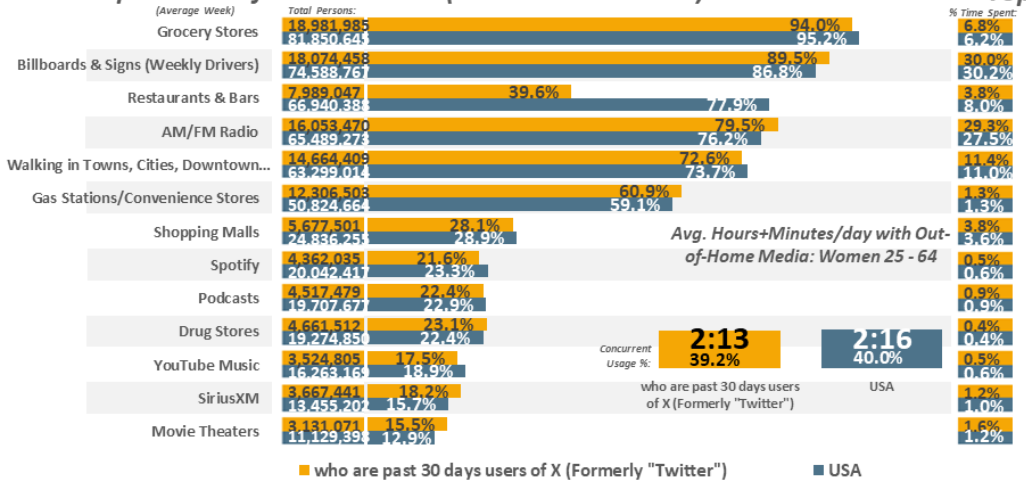
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

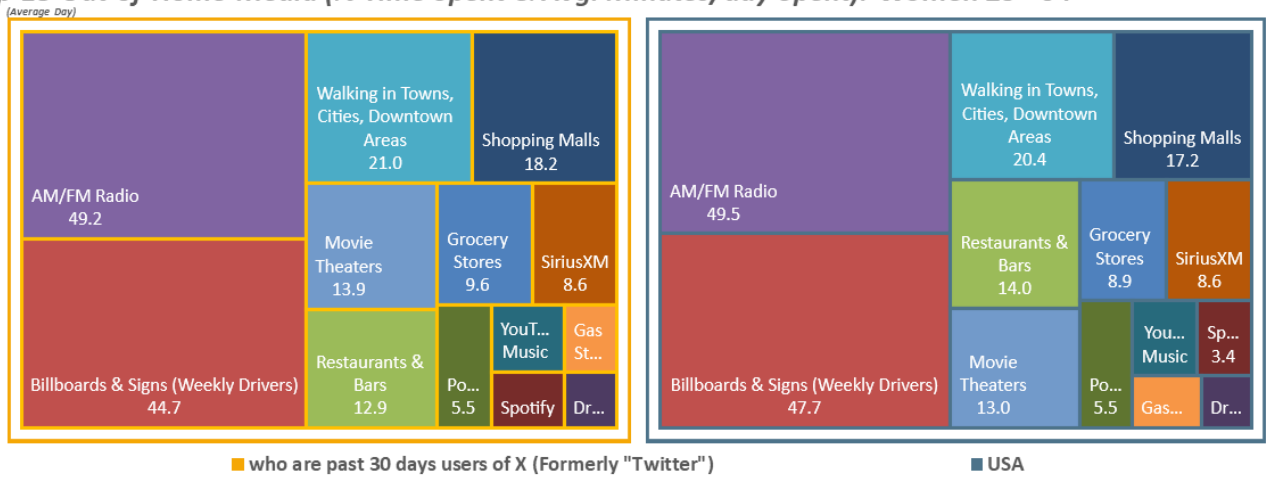
W25-64

18,074,458 or 89.5% of Women 25 - 64 who are past 30 days users of X (Formerly "Twitter") spend an average of 44.7 minutes per day driving, seeing Billboards and Signs. 76.1% Listen to Local Radio Stations Out-of-Home for an average of 45.7 minutes/day.

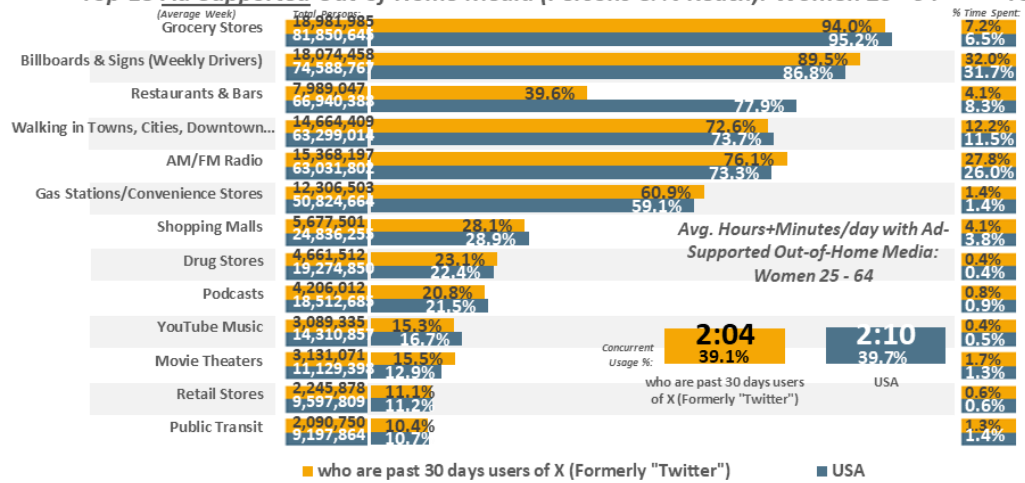
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 64



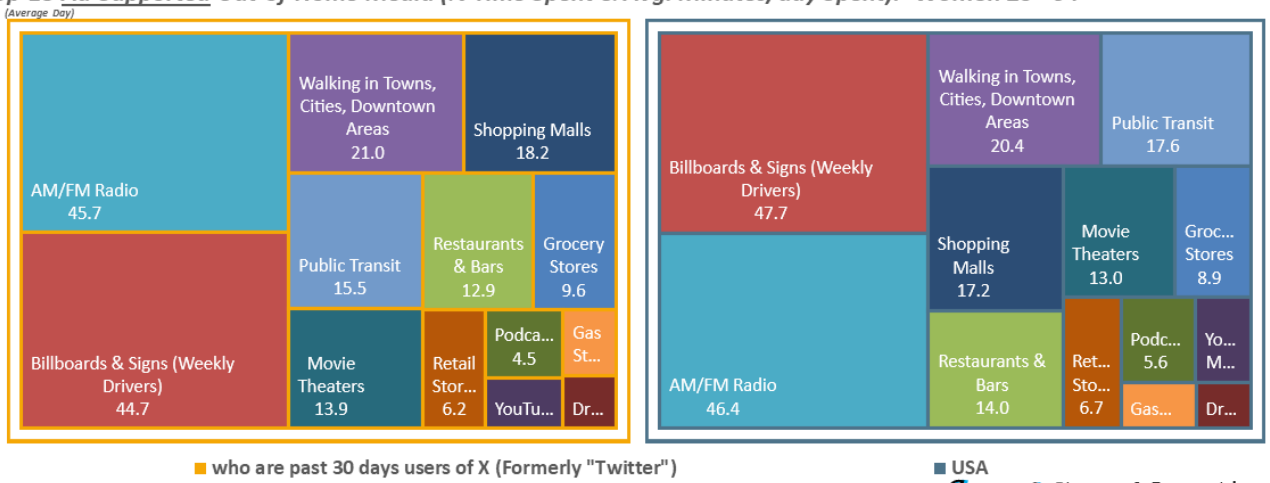
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Women 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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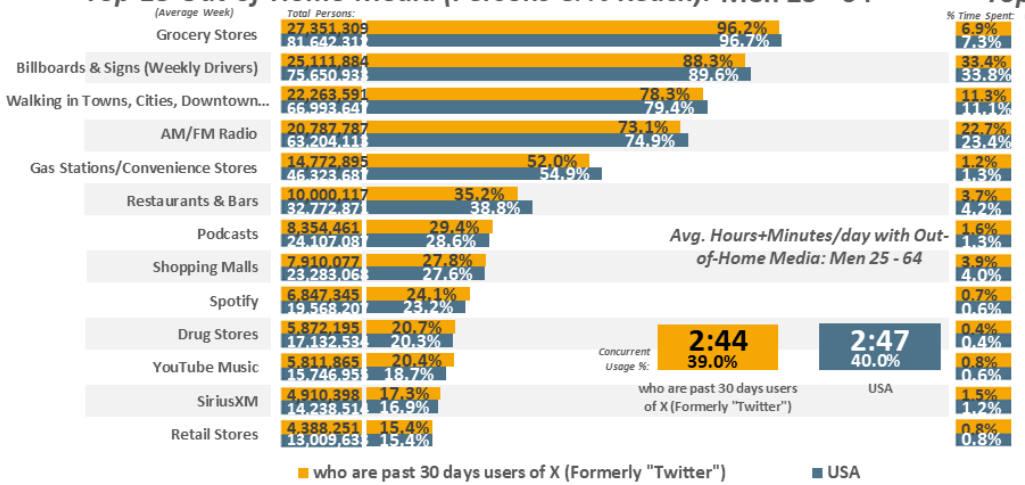
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

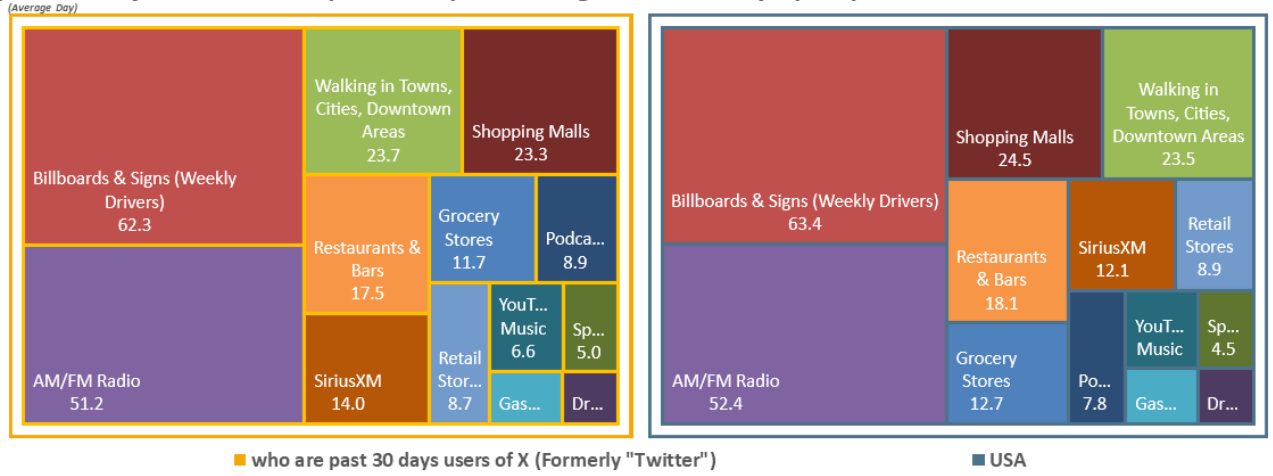
M25-64

25,111,884 or 88.3% of Men 25 - 64 who are past 30 days users of X (Formerly "Twitter") spend an average of 62.3 minutes per day driving, seeing Billboards and Signs. 69.5% Listen to Local Radio Stations Out-of-Home for an average of 47. minutes/day.

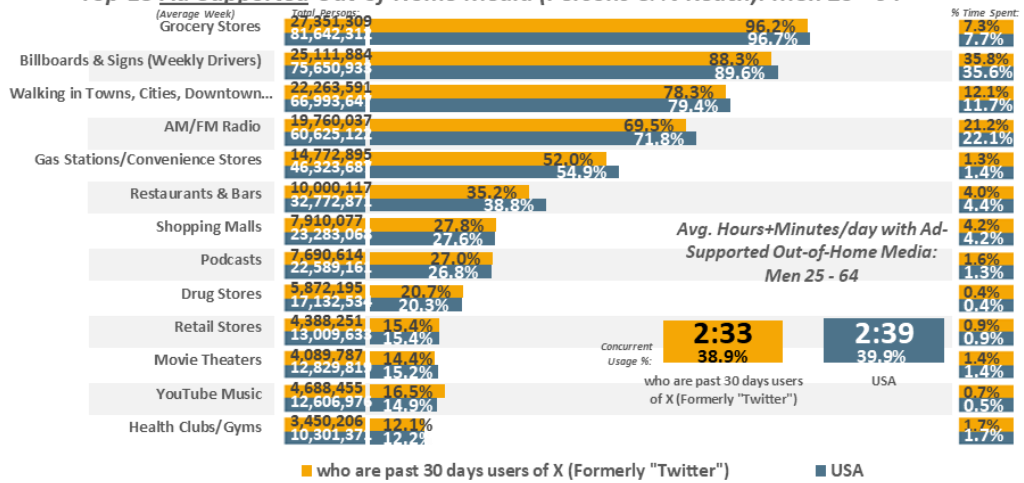
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 64



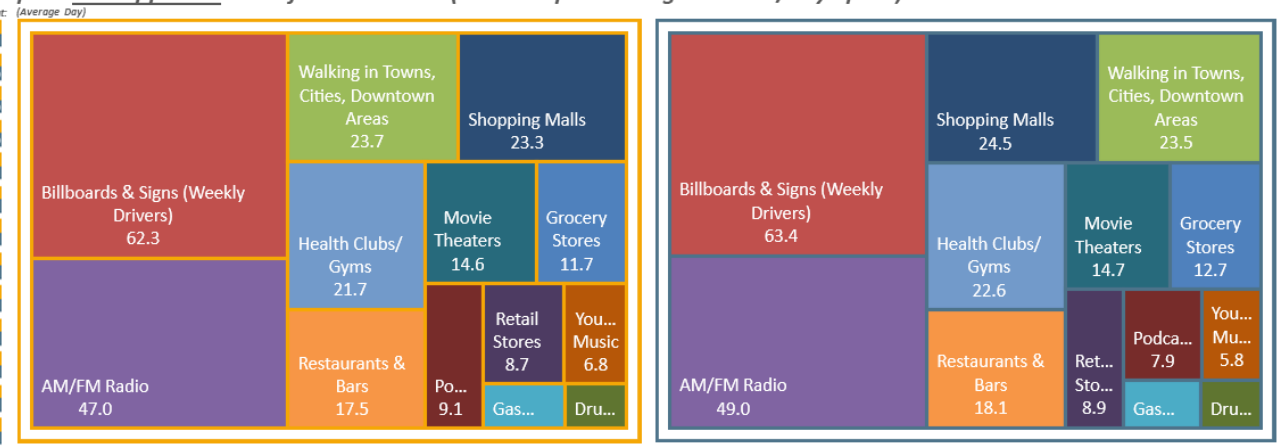
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Men 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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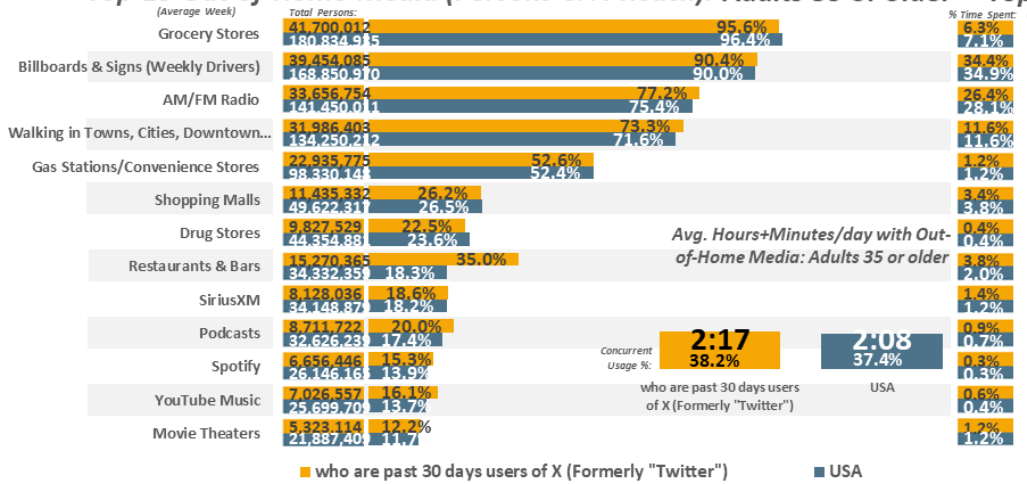
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

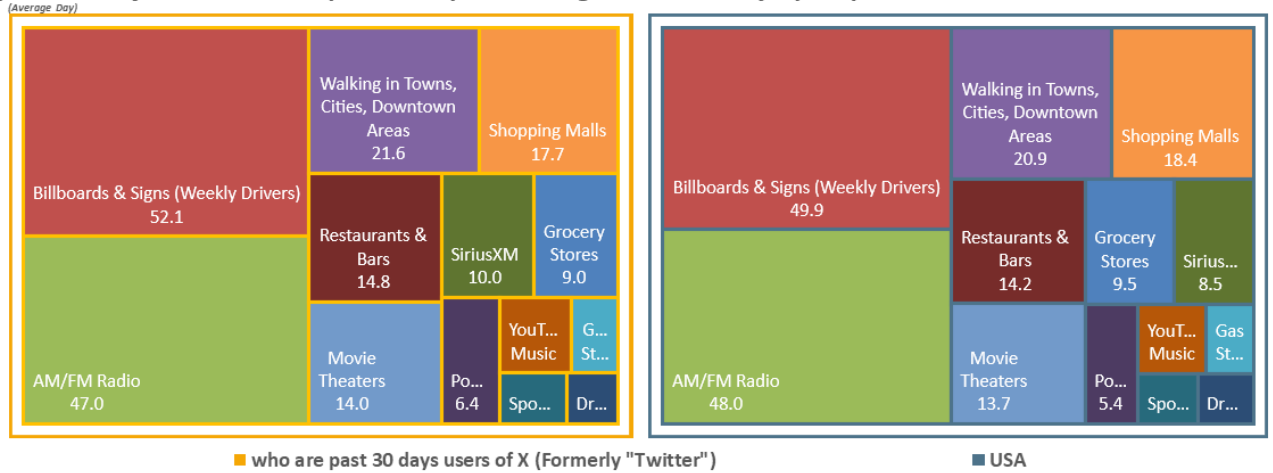
P35+

39,454,085 or 90.4% of Adults 35 or older who are past 30 days users of X (Formerly "Twitter") spend an average of 52.1 minutes per day driving, seeing Billboards and Signs. 72.9% Listen to Local Radio Stations Out-of-Home for an average of 43.1 minutes/d

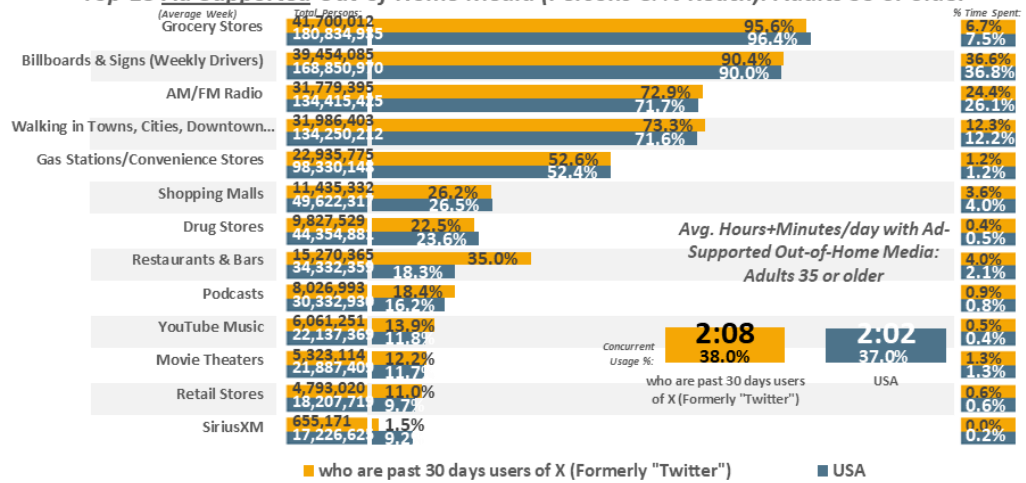
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



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



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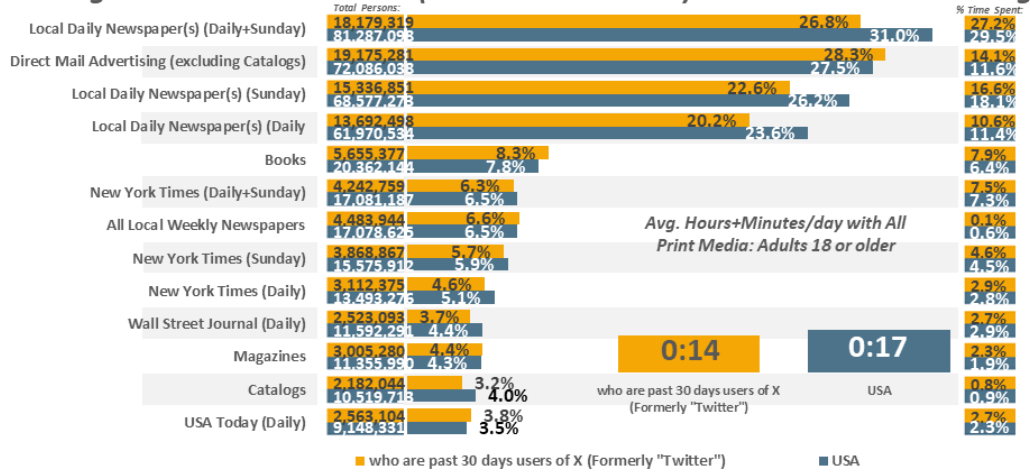
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

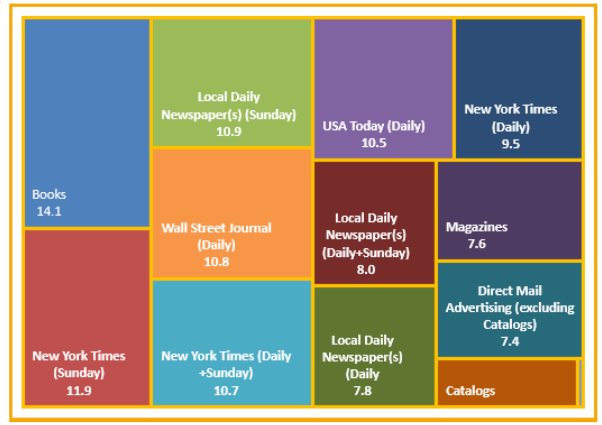
P18+

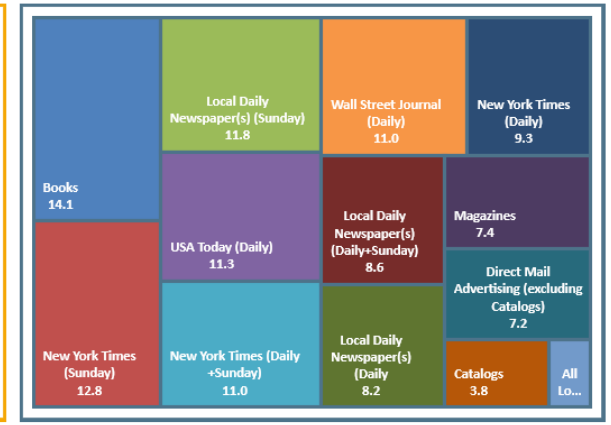
18,179,319 or 26.8% of Adults 18 or older who are past 30 days users of X (Formerly "Twitter") read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8. minutes every day representing 29.6% of all time spent daily with All forms of Print Media.

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

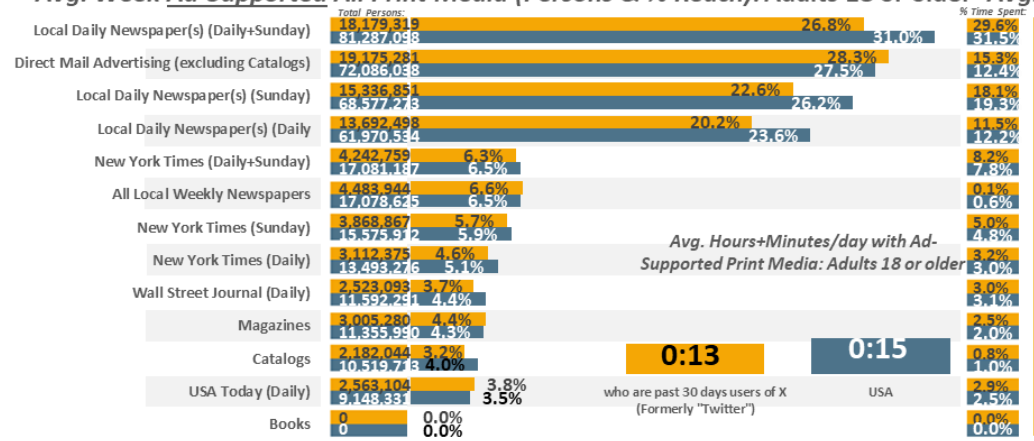


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

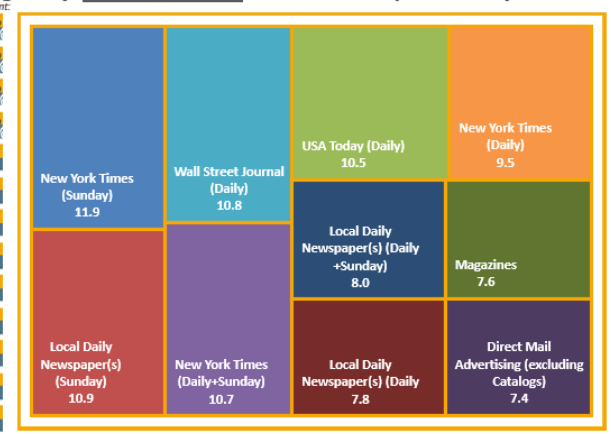


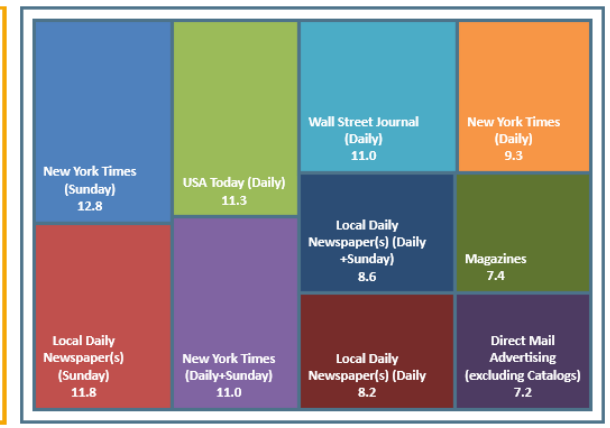


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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





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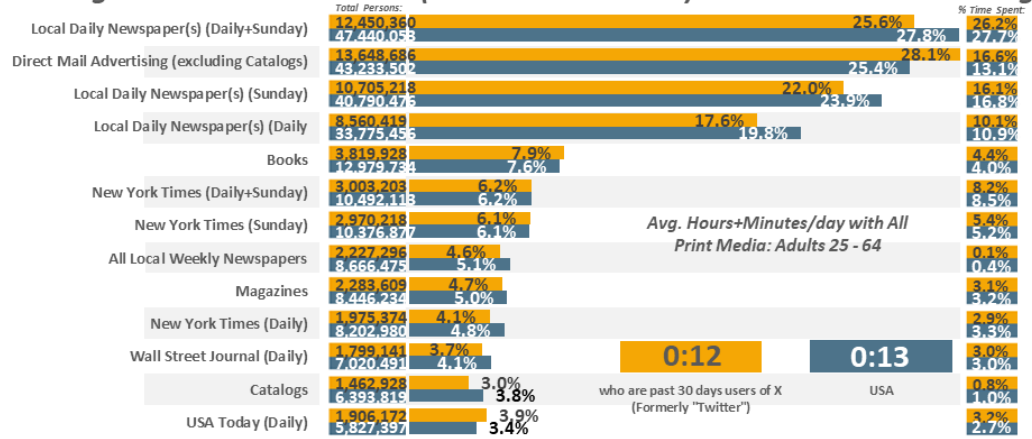
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

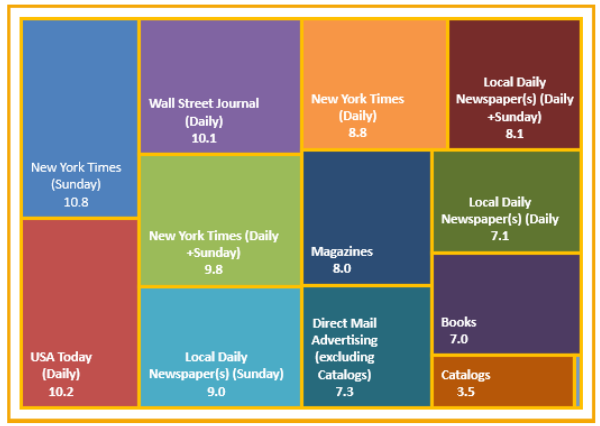
P25-64

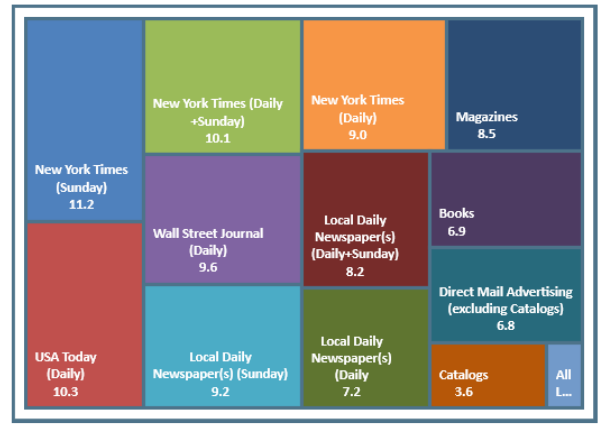
12,450,360 or 25.6% of Adults 25 - 64 who are past 30 days users of X (Formerly "Twitter") read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 27.4% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64

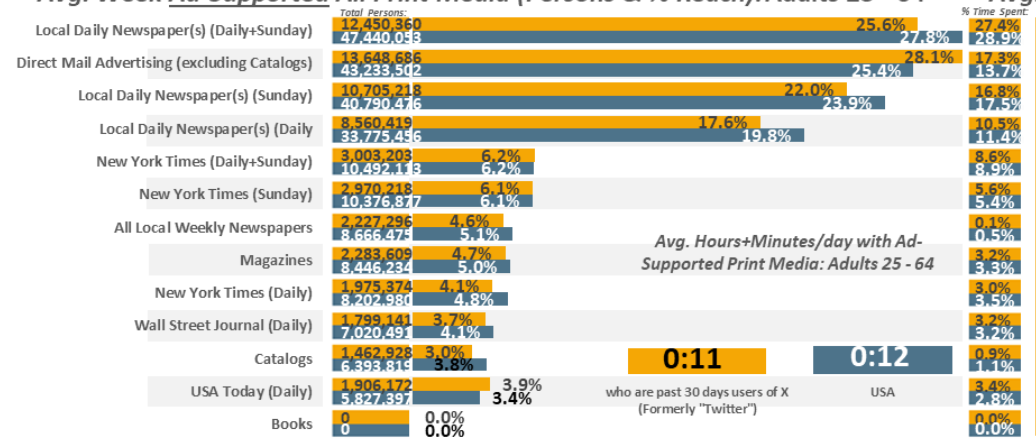


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

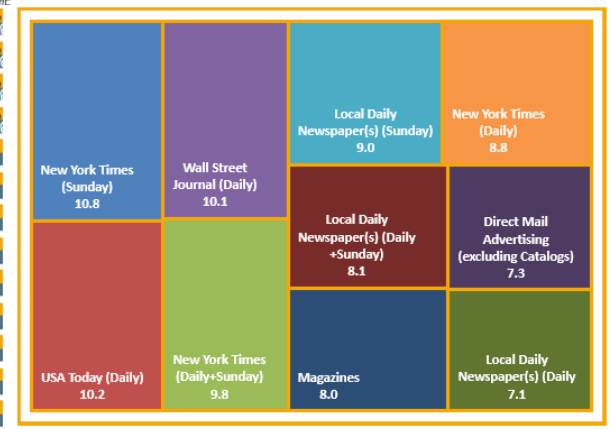


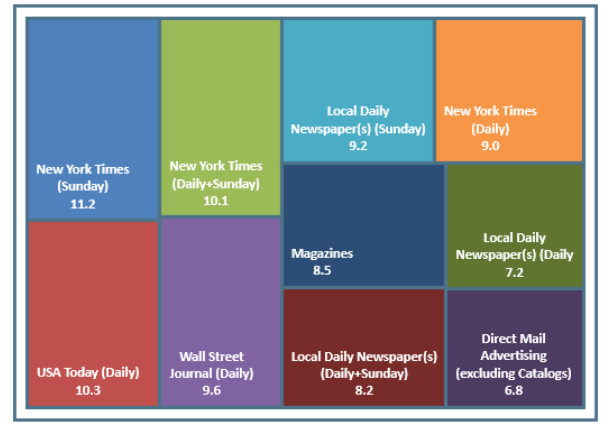


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





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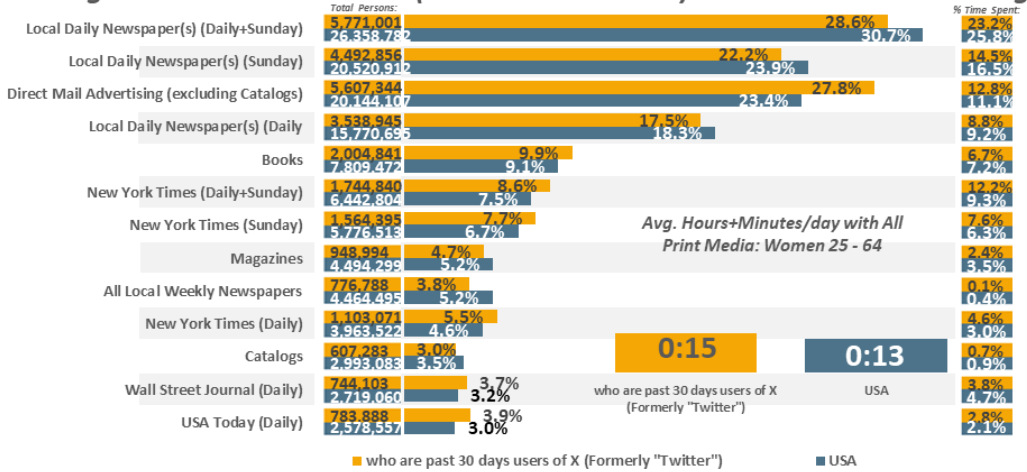
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

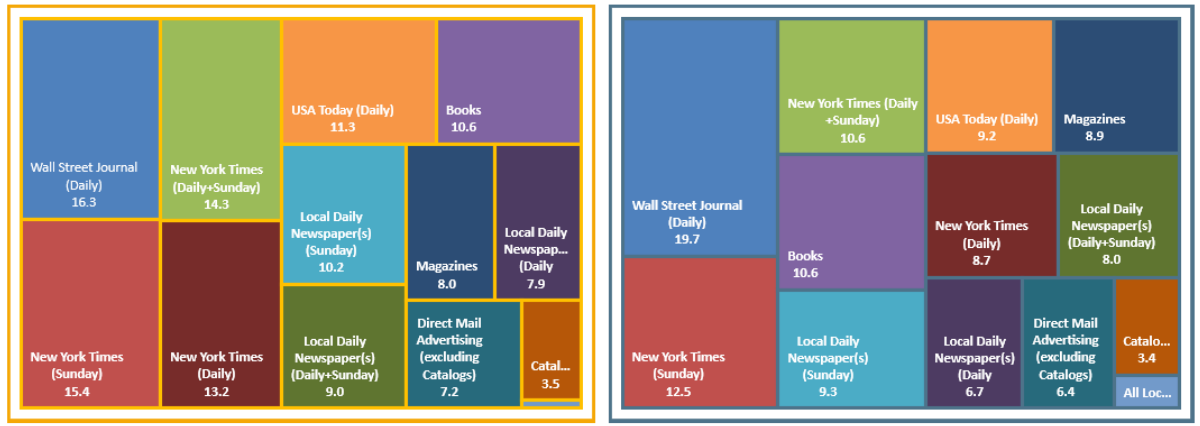
W25-64

5,771,001 or 28.6% of Women 25 - 64 who are past 30 days users of X (Formerly "Twitter") read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 24.9% of all time spent daily with All forms of Print Media.

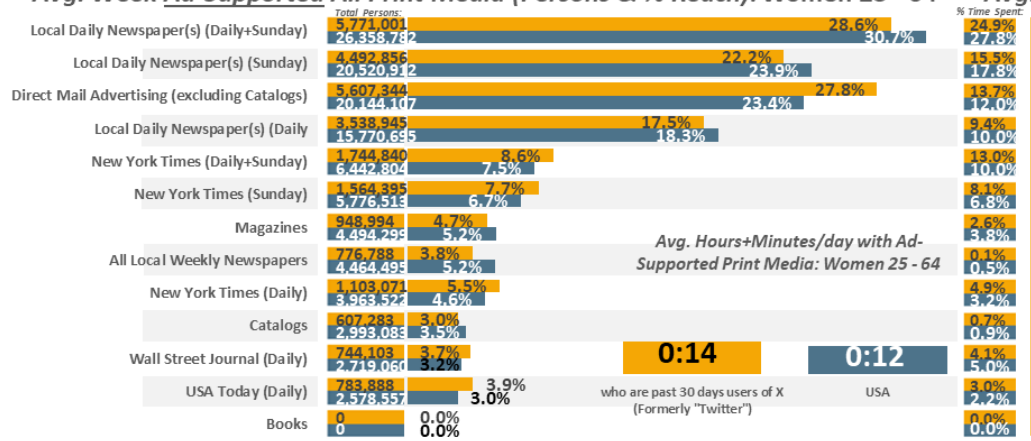
Avg. Week All Print Media (Persons & % Reach): Women 25 - 64



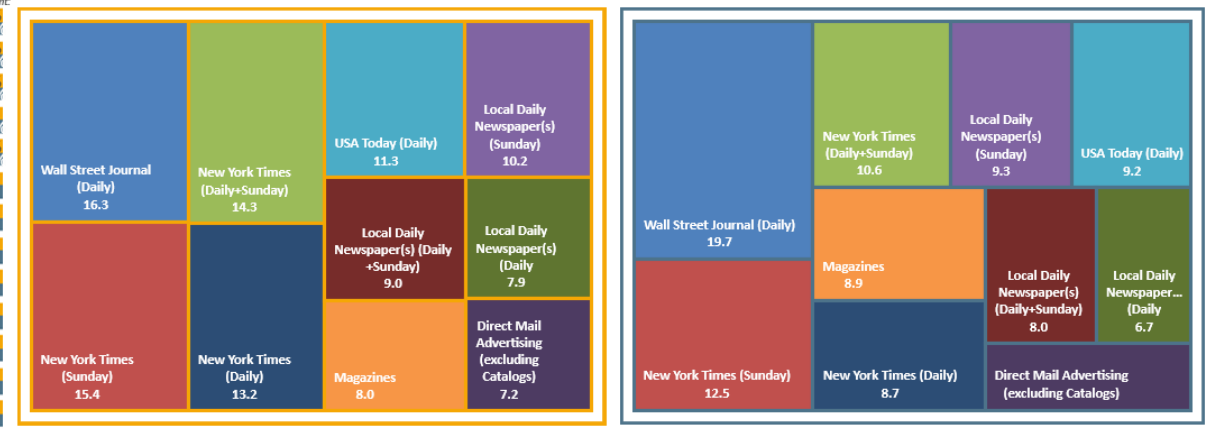
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



Avg. Week <u>Ad-Supported</u> All Print Media (Persons & % Reach): Women 25 - 64



Avg. Day <u>Ad-Supported</u> Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 64



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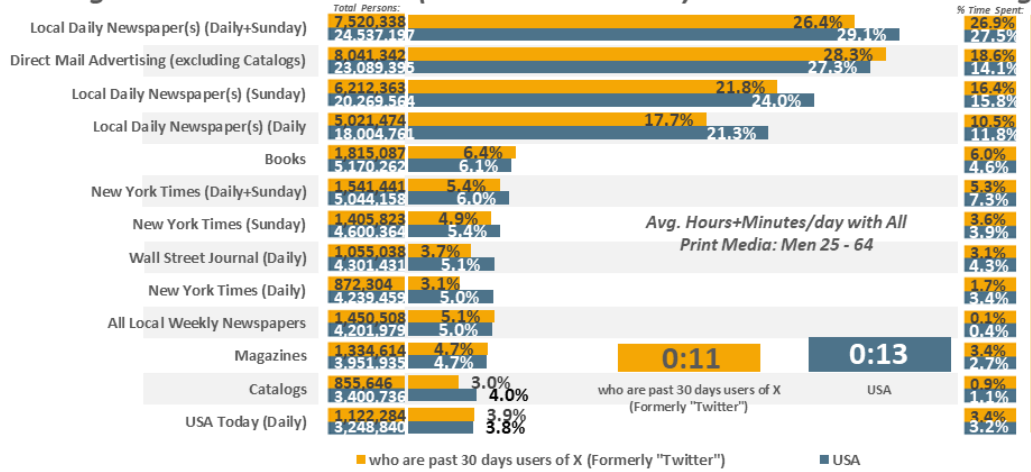
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

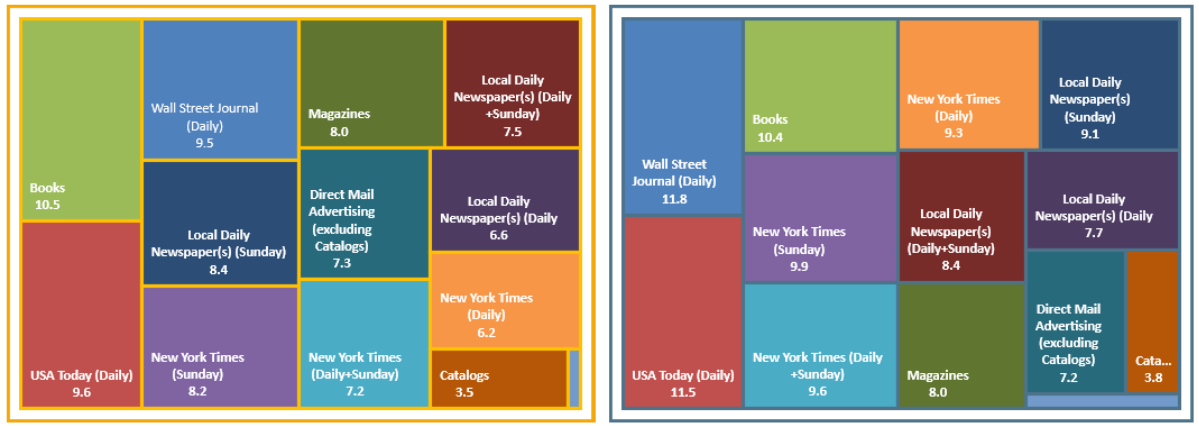
M25-64

7,520,338 or 26.4% of Men 25 - 64 who are past 30 days users of X (Formerly "Twitter") read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.5 minutes every day representing 28.6% of all time spent daily with All forms of Print Media.

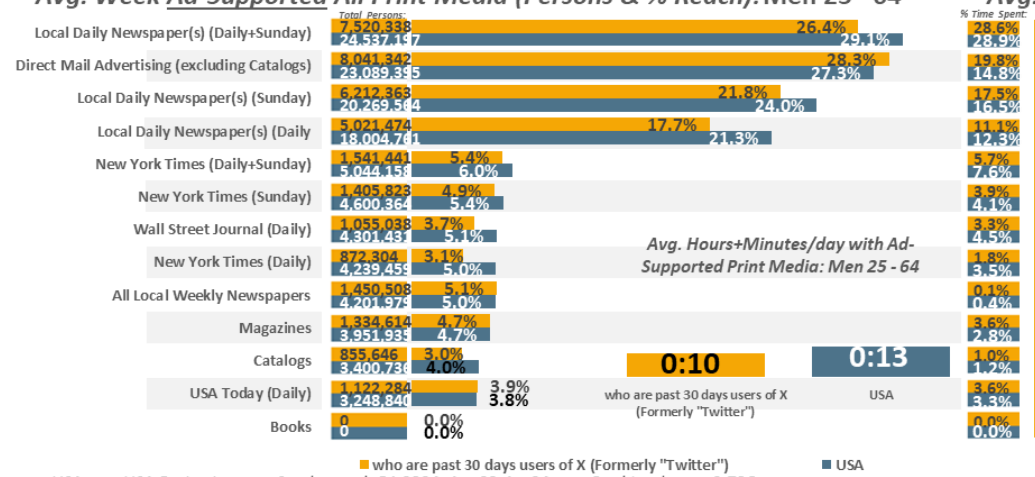
Avg. Week All Print Media (Persons & % Reach): Men 25 - 64



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Men 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 64



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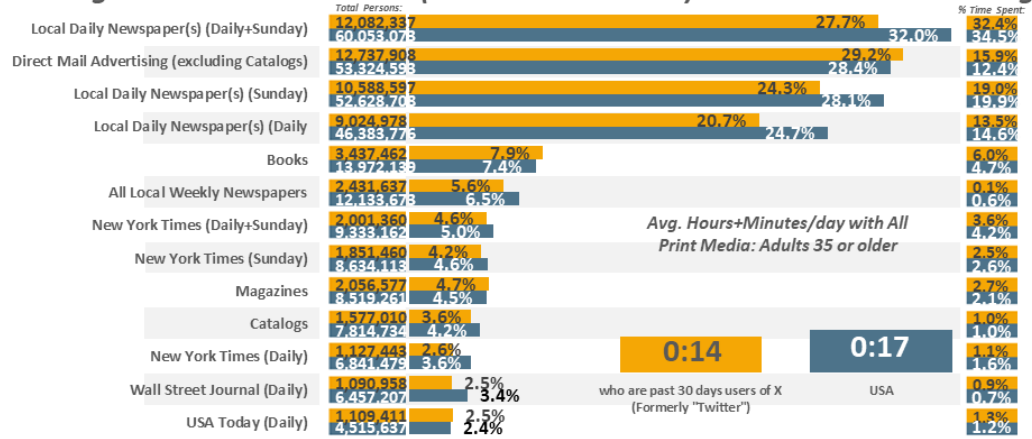
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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)

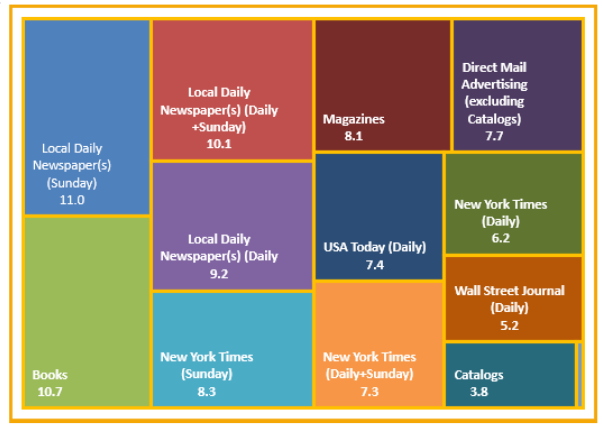
P35+

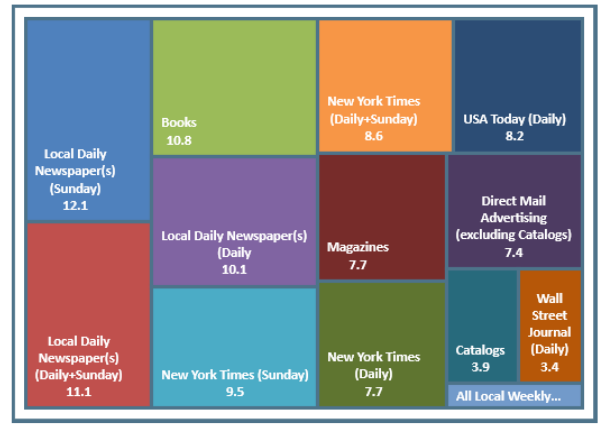
12,082,337 or 27.7% of Adults 35 or older who are past 30 days users of X (Formerly "Twitter") read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 34.5% of all time spent daily with All forms of Print Media.

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

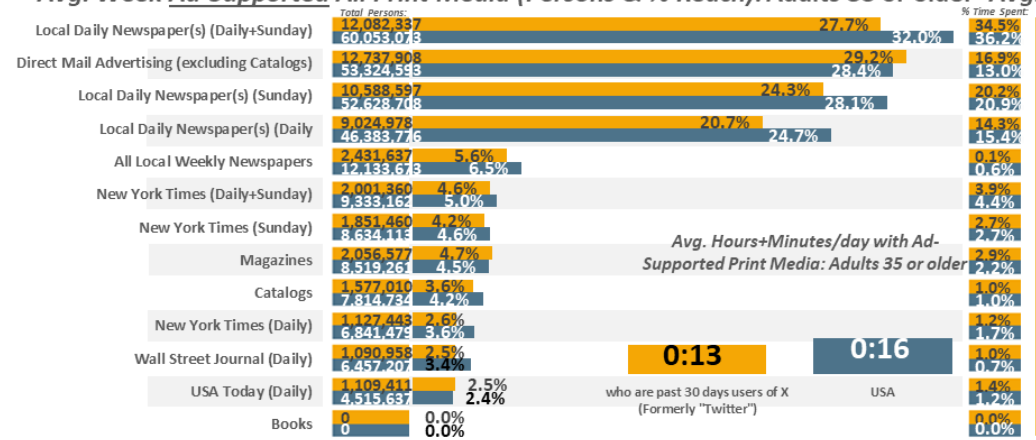


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

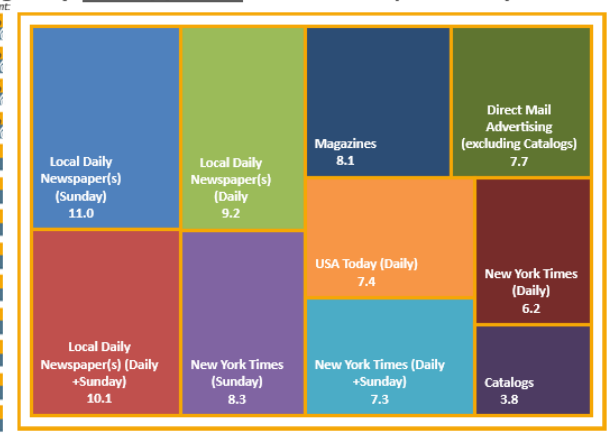


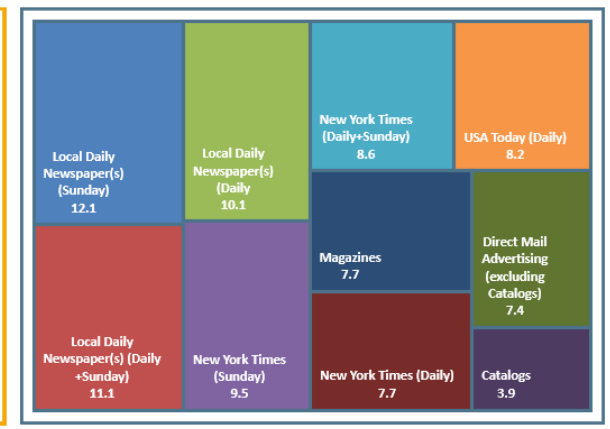


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older



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





USA USA Projection Scarborough R1 2024: Aug23-Apr24 Qual Intab 2,706

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Apps or websites used or visited past 30 days:Social media: X (formerly Twitter)