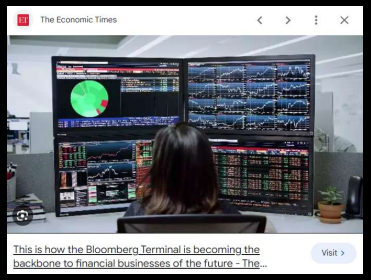
USA+4 More DMAs – P21+ who Attended a COMEDY CLUB in the past 12 mos!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P21+ who Attended a COMEDY CLUB in the past 12 months as of August 31, 2025.**



The Second City

Funny Bone



JP's COMEDY Club

WME

Laughs COMEDY CLUB Seattle

HELIUM COMEDY CLUB

DC IMPROV COMEDY'S BEST SINCE 1982 WASHINGTON D.C.

DON'T TELL YOUR FRIENDS RED LIGHT OF PALM BEACH

WME USA

MSP

HELIUM COMEDY CLUB STL

Funny Bone CIN

RED LIGHT WPB

P21+

ENDEAVOR GROUP HOLDINGS, INC. SILVER LAKE MUBADALA BlackRock

HUBBARD BROADCASTING INC. HB INC.

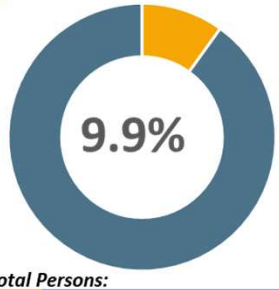
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

Events attended/places visited past 12 months: Comedy club



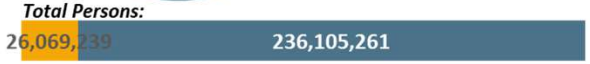
9.9% or 26,069,239 of USA Adults 18 or older Attended a COMEDY CLUB in the past 12 months.
Typical Adults 18 or older who Attended a COMEDY CLUB in the past 12 months are 45.3 years old (9.7% younger than average) and have a $147,256 (53.8% higher than average) annual household income.

Percent of Market: Adults 18 or older

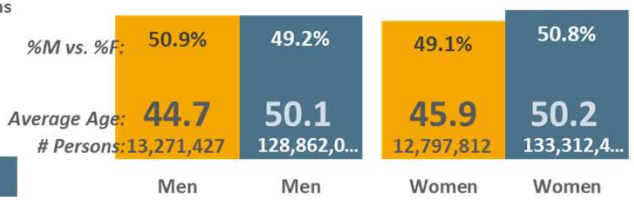


- who Attended a COMEDY CLUB in the past 12 months
- Remainder of USA DMAs

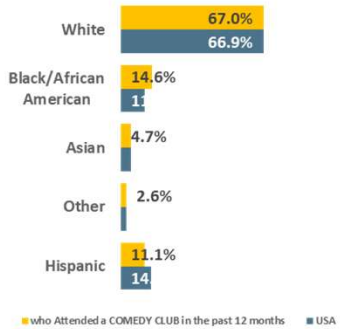
Total Persons:



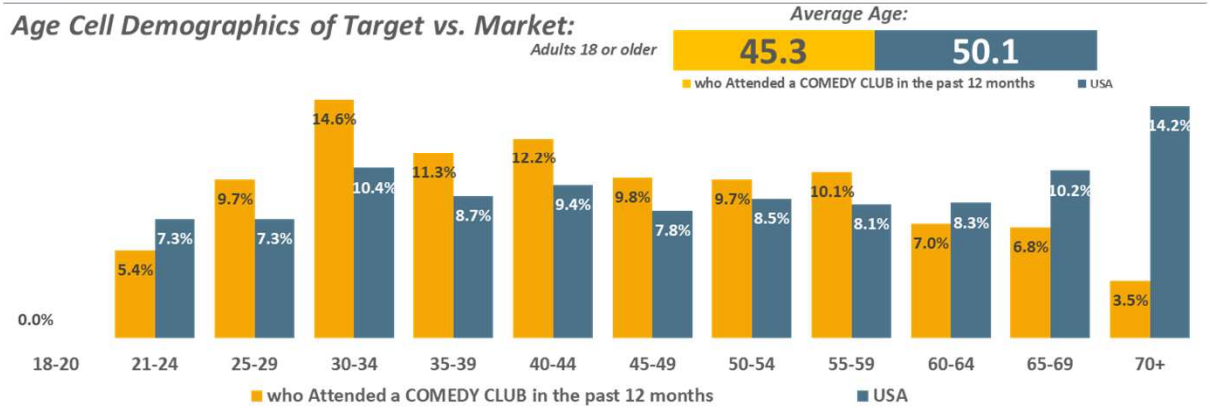
Gender of Target vs. Market: Adults 18 or older



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

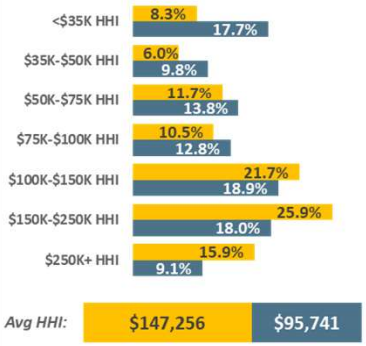


USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,635

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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

HHI of Target vs. Market:

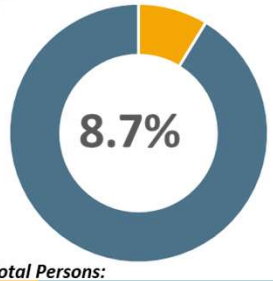


Events attended/places visited past 12 months: Comedy club



8.7% or 323,382 of MINNEAPOLIS-ST. PAUL DMA Adults 21 or older Attended a COMEDY CLUB in the past 12 months. Typical Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 47.1 years old (6.3% younger than average) and have a $140,742 (27.5% higher than average) annual household income.

Percent of Market: Adults 21 or older



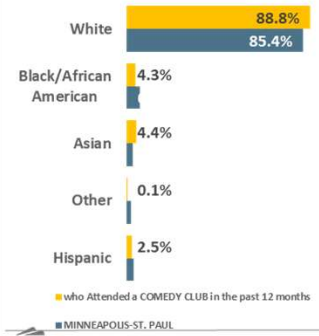
- who Attended a COMEDY CLUB in the past 12 months
- Remainder of MINNEAPOLIS-ST. PAUL DMA

	who Attended a COMEDY CLUB in the past 12 months	Remainder of MINNEAPOLIS-ST. PAUL DMA
Total Persons:	323,382	3,389,987

Gender of Target vs. Market: Adults 21 or older

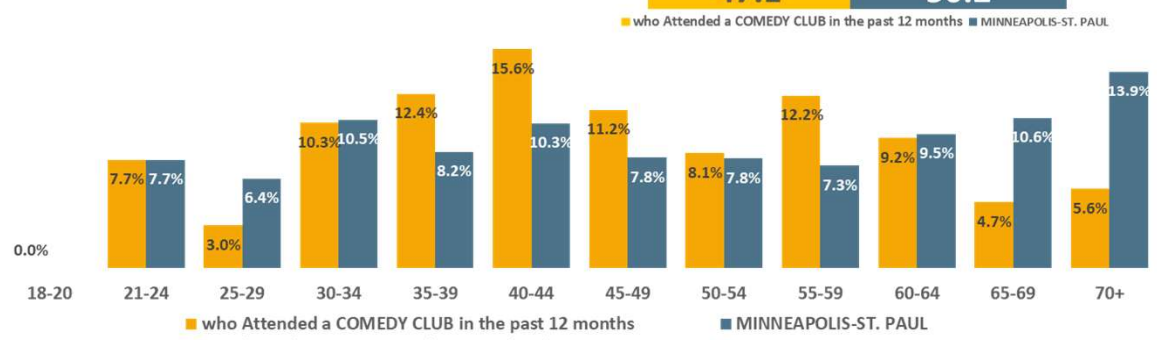
	Men	Men	Women	Women
%M vs. %F:	59.1%	49.9%	40.9%	50.1%
Average Age:	46.6	50.3	47.7	50.2
# Persons:	191,020	1,853,083	132,362	1,860,286

Ethnicity of Target vs. Market:

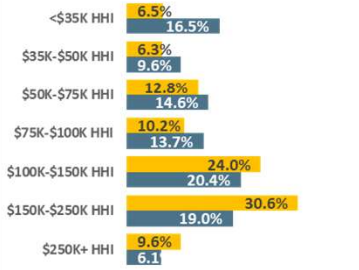


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 21 or older	47.1	50.2



HHI of Target vs. Market:



Avg HHI:	$140,742	$110,365

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 173

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Events attended/places visited past 12 months: Comedy club

10.1% or 246,253 of ST. LOUIS DMA Adults 21 or older Attended a COMEDY CLUB in the past 12 months. Typical Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 44.5 years old (11.6% younger than average) and have a $128,440 (28.8% higher than average) annual household income.

Percent of Market: Adults 21 or older

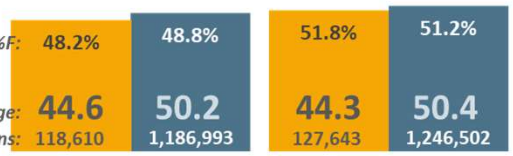


- who Attended a COMEDY CLUB in the past 12 months
- Remainder of ST. LOUIS DMA

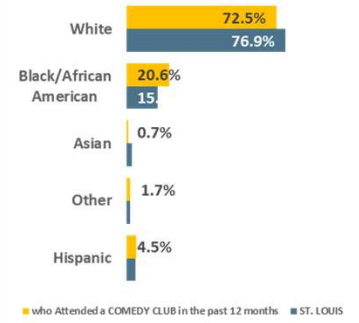
Total Persons:

246,253 | 2,187,242

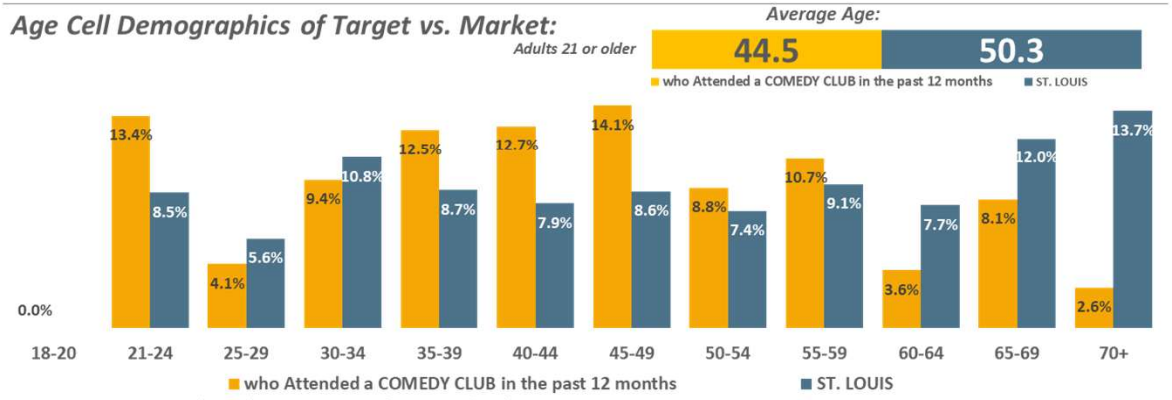
Gender of Target vs. Market: Adults 21 or older



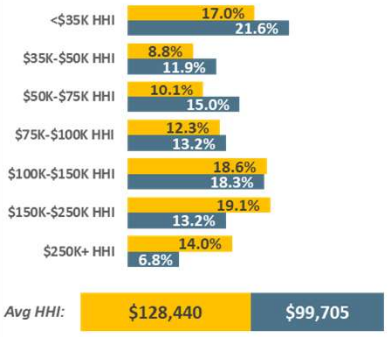
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 235

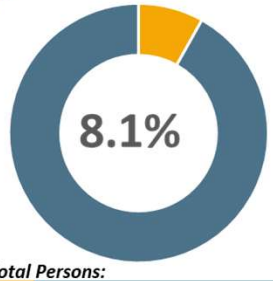
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Events attended/places visited past 12 months: Comedy club

Funny Bone CIN

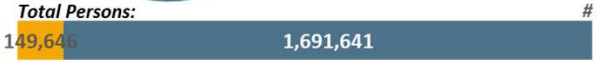
8.1% or 149,646 of CINCINNATI DMA Adults 21 or older Attended a COMEDY CLUB in the past 12 months. Typical Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 44.6 years old (11.1% younger than average) and have a $117,505 (18.3% higher than average) annual household income.

Percent of Market: Adults 21 or older

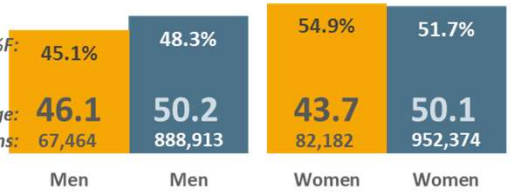


- who Attended a COMEDY CLUB in the past 12 months
- Remainder of CINCINNATI DMA

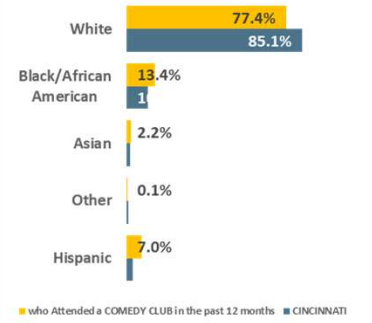
Total Persons:



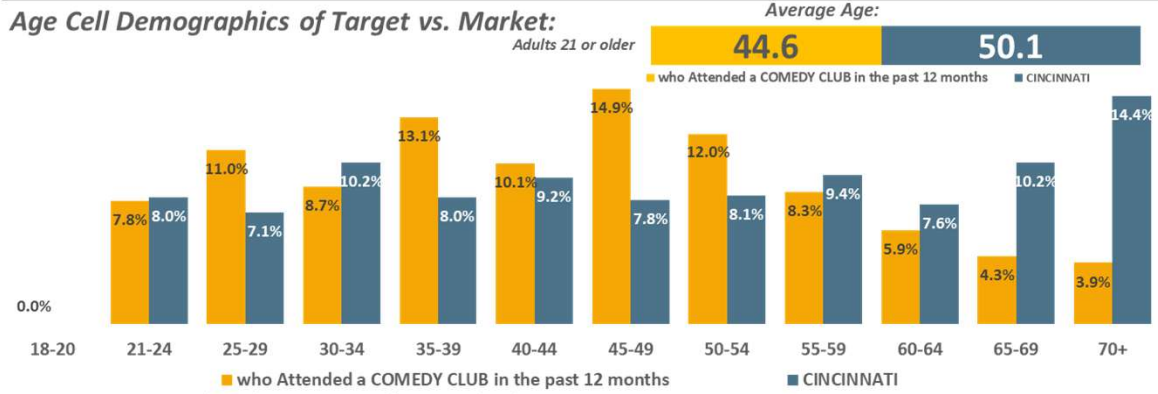
Gender of Target vs. Market: Adults 21 or older



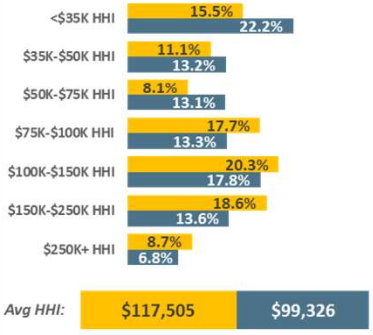
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



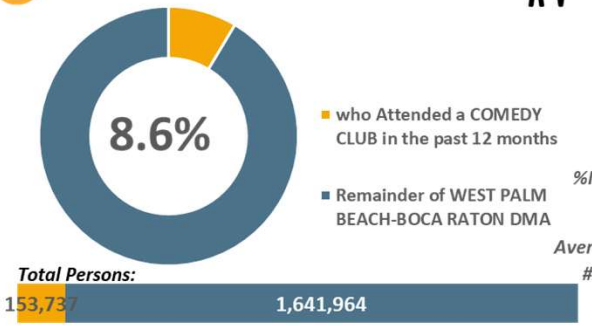
CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 179

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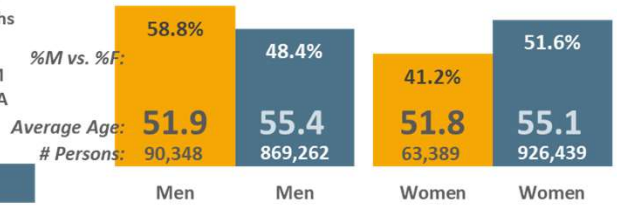
Events attended/places visited past 12 months: Comedy club

8.6% or 153,737 of WEST PALM BEACH-BOCA RATON DMA Adults 21 or older Attended a COMEDY CLUB in the past 12...
Typical Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 51.9 years old (6.2% younger than average) and have a $141,524 (36.1% higher than average) annual household income.

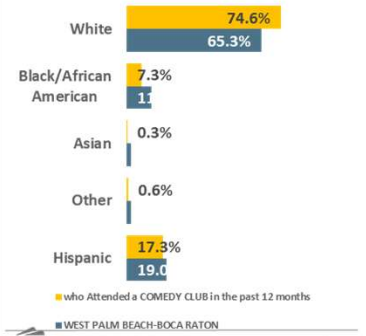
Percent of Market: Adults 21 or older



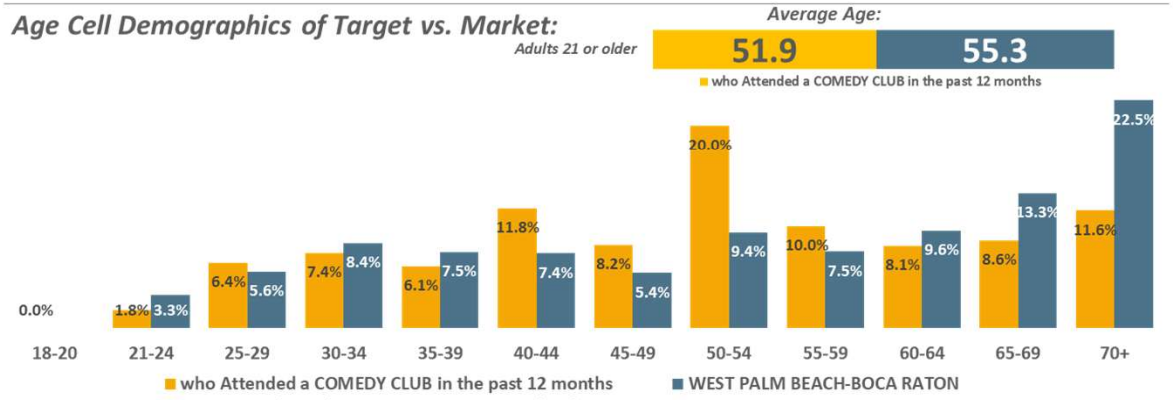
Gender of Target vs. Market: Adults 21 or older



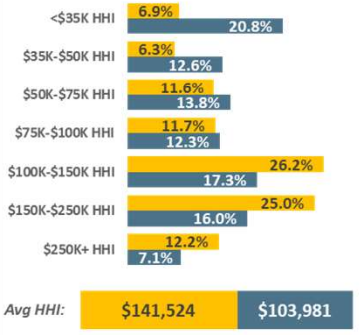
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 237

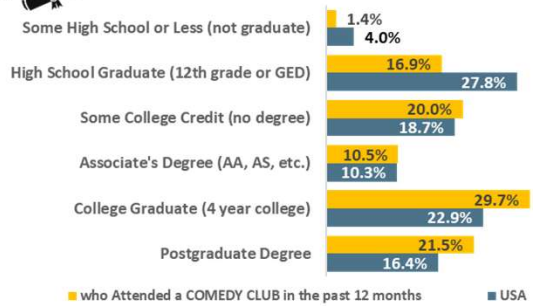
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Events attended/places visited past 12 months: Comedy club

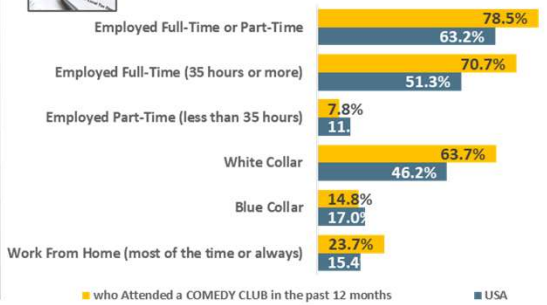


9.9% or 26,069,239 of USA Adults 18 or older Attended a COMEDY CLUB in the past 12 months.
Adults 18 or older who Attended a COMEDY CLUB in the past 12 months are 30.7% more likely to be a college graduate, 37.8% more likely to work full-time, 1.5% less likely to be married, 5.4% more likely to be a parent of 1 or more children under 18.

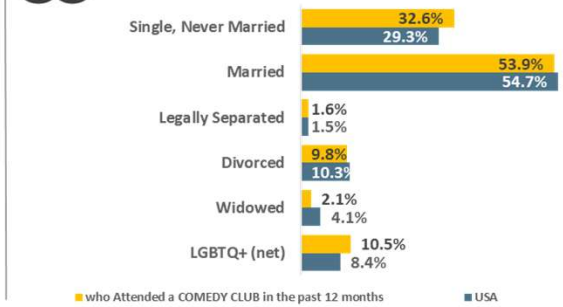
Education Levels: Adults 18 or older



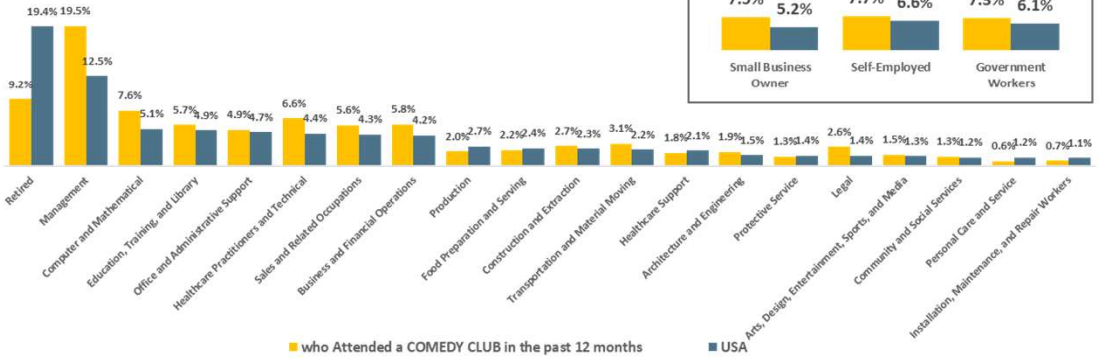
Employment: Adults 18 or older



Marital Status: Adults 18 or older

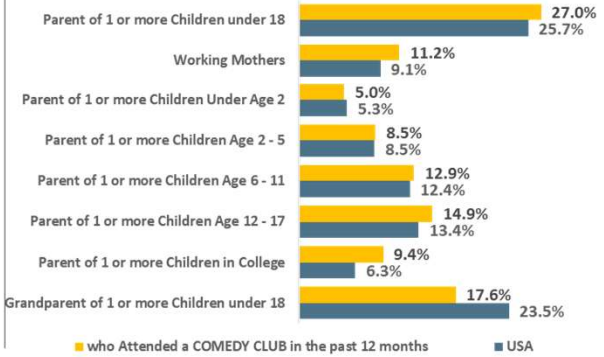


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,635

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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

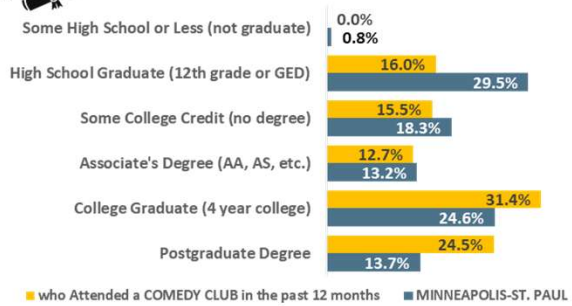
©

Events attended/places visited past 12 months: Comedy club

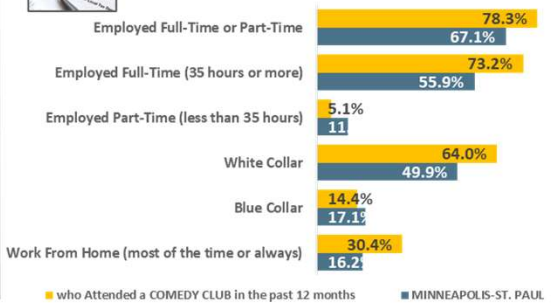


8.7% or 323,382 of MINNEAPOLIS-ST. PAUL DMA Adults 21 or older Attended a COMEDY CLUB in the past 12… Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 45.9% more likely to be a college graduate, 30.8% more likely to work full-time, 12.7% less likely to be married, 26.4% more likely to be a parent of 1 or more children under 18.

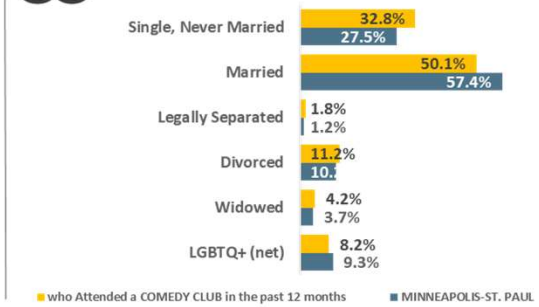
Education Levels: Adults 21 or older



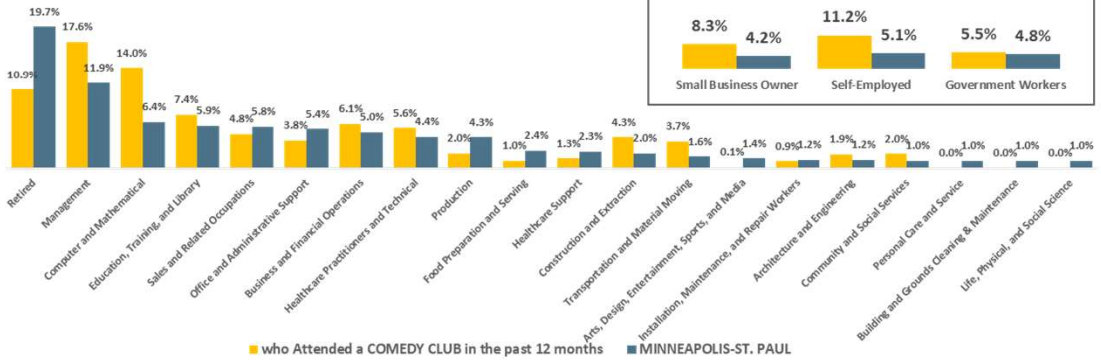
Employment: Adults 21 or older



Marital Status: Adults 21 or older

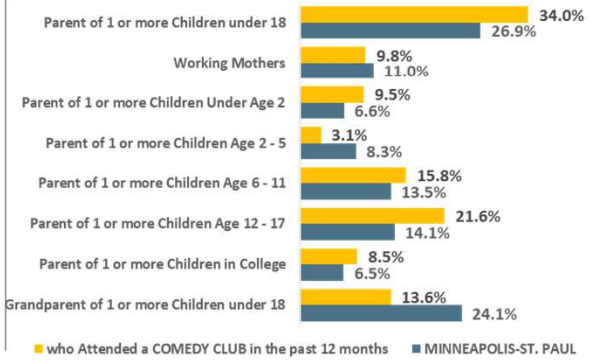


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 21 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 173

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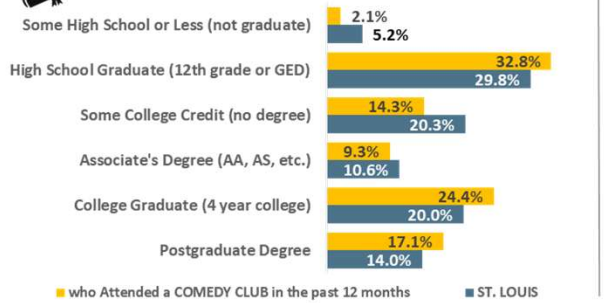
Events attended/places visited past 12 months: Comedy club

HELIUM COMEDY CLUB

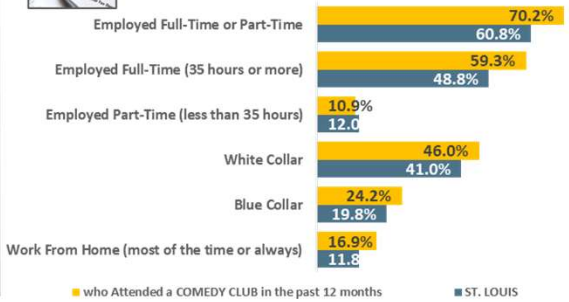
STL

10.1% or 246,253 of ST. LOUIS DMA Adults 21 or older Attended a COMEDY CLUB in the past 12 months. Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 22.1% more likely to be a college graduate, 21.5% more likely to work full-time, 8.6% less likely to be married, 22.2% more likely to be a parent of 1 or more children under 18.

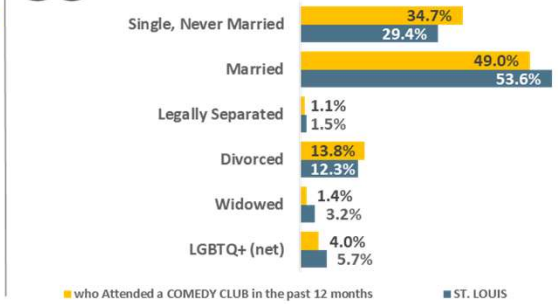
Education Levels: Adults 21 or older



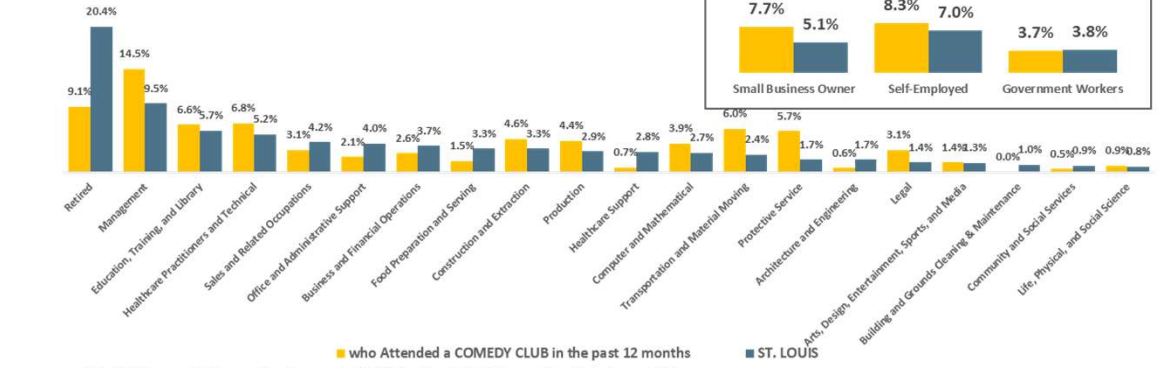
Employment: Adults 21 or older



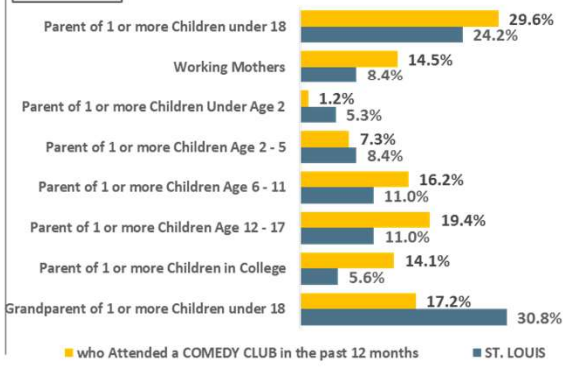
Marital Status: Adults 21 or older



Top-20 Occupations: Adults 21 or older



Stage in Life: Adults 21 or older



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 235

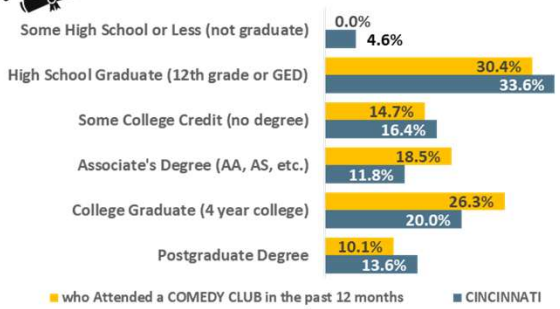
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Events attended/places visited past 12 months: Comedy club

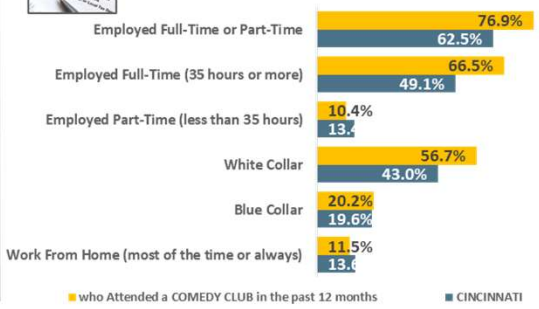
Funny Bone CIN

8.1% or 149,646 of CINCINNATI DMA Adults 21 or older Attended a COMEDY CLUB in the past 12 months. Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 8.4% more likely to be a college graduate, 35.3% more likely to work full-time, 4.2% less likely to be married, 28.1% more likely to be a parent of 1 or more children under 18.

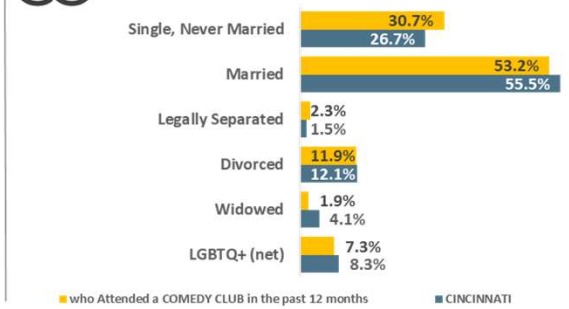
Education Levels: Adults 21 or older



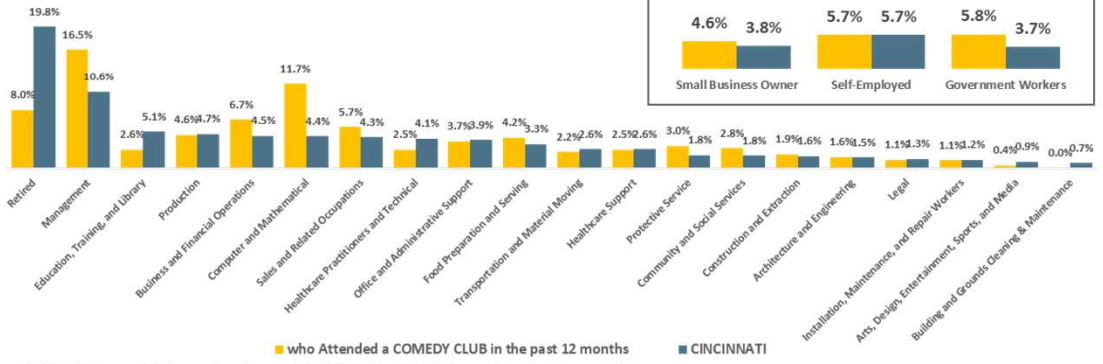
Employment: Adults 21 or older



Marital Status: Adults 21 or older

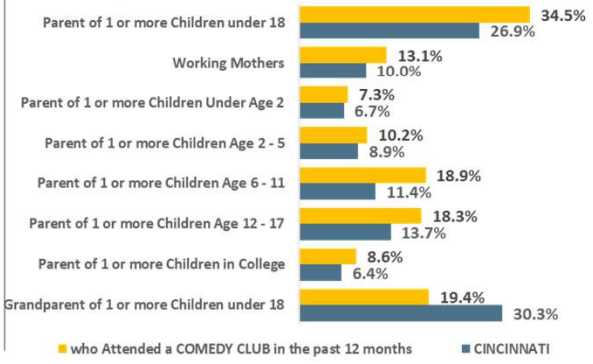


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 21 or older



CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 179

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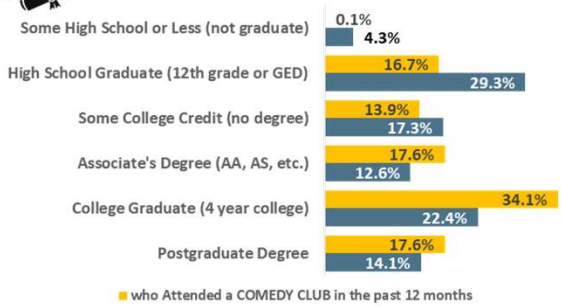
Events attended/places visited past 12 months: Comedy club

RED LIGHT OF PALM BEACH

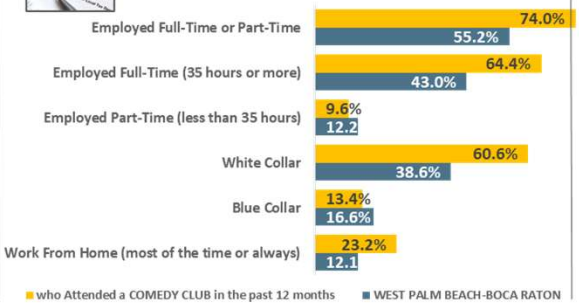
WPB

8.6% or 153,737 of WEST PALM BEACH-BOCA RATON DMA Adults 21 or older Attended a COMEDY CLUB in the... Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 41.4% more likely to be a college graduate, 49.6% more likely to work full-time, 17.9% more likely to be married, 14.1% less likely to be a parent of 1 or more children under 18.

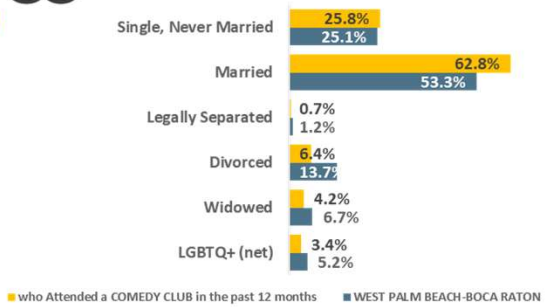
Education Levels: Adults 21 or older



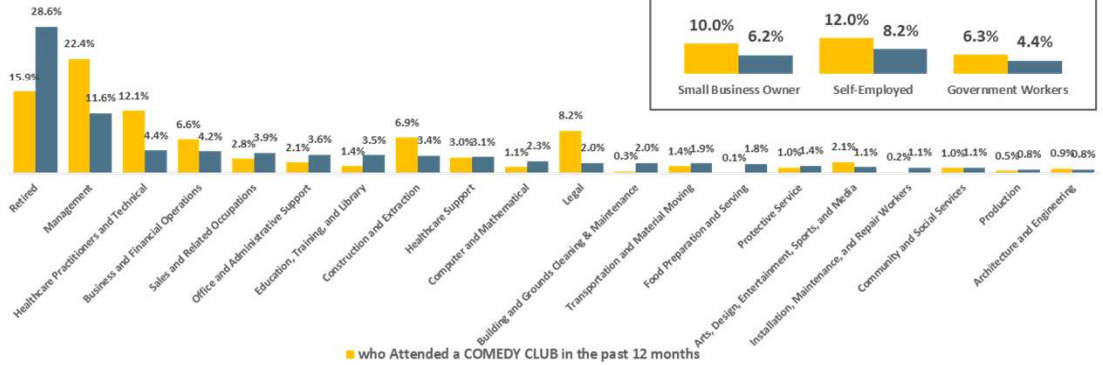
Employment: Adults 21 or older



Marital Status: Adults 21 or older

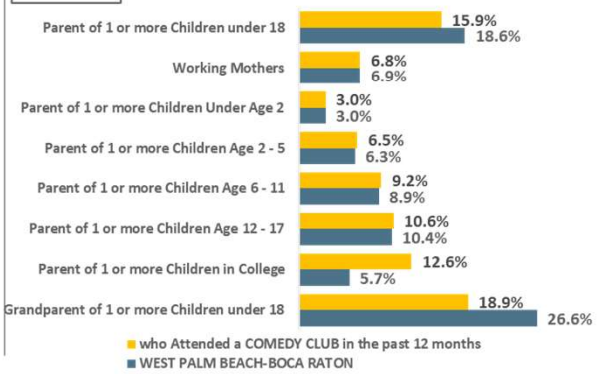


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 21 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 237

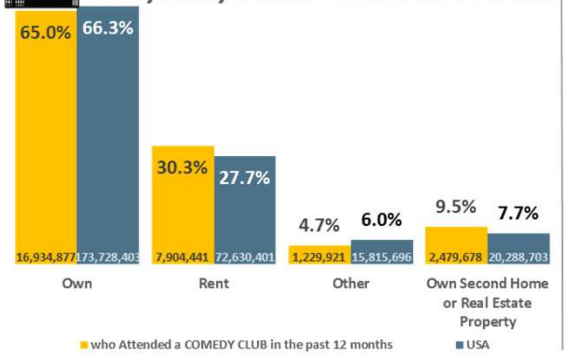
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Events attended/places visited past 12 months: Comedy club

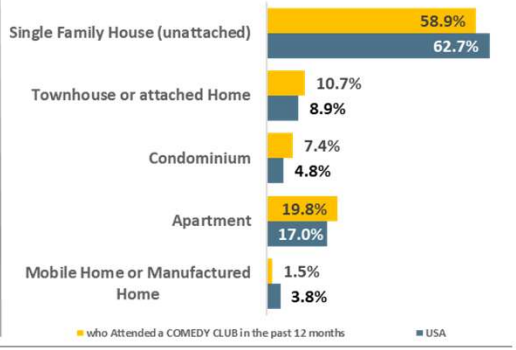
USA

9.9% or 26,069,239 of USA Adults 18 or older Attended a COMEDY CLUB in the past 12 months.
Adults 18 or older who Attended a COMEDY CLUB in the past 12 months are 2.4% less likely to own their home, 32.9% more likely to own a higher valued home, 6.2% less likely to have a single-family home, 19.8% more likely to have a dog.

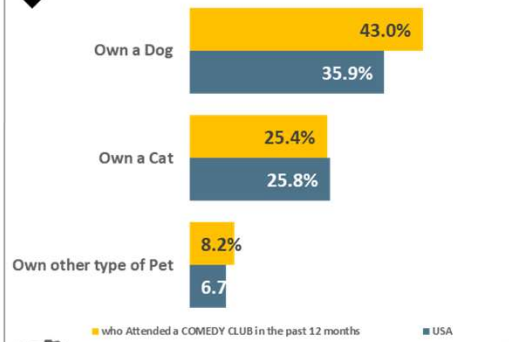
Own/Rent/Other: Adults 18 or older



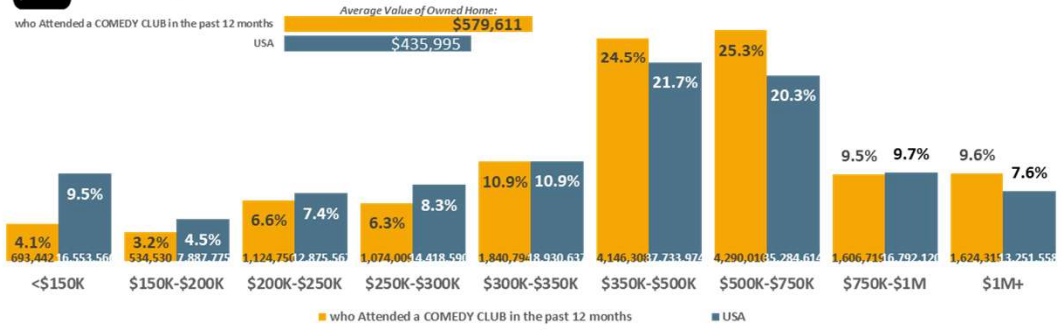
Type of Home: Adults 18 or older



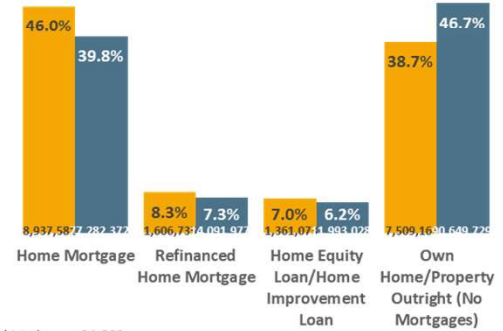
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R2 2025: Sep24-Aug25* *Qual Intab* *2,635*

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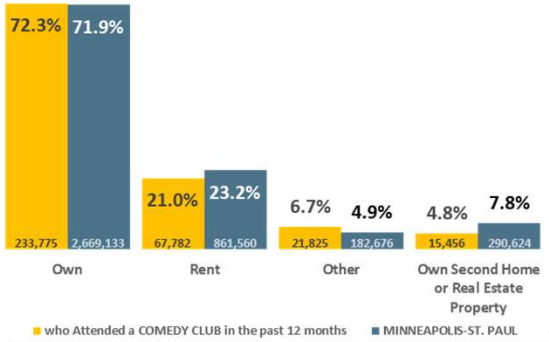
USA Projection *Scarborough R2 2025: Sep24-Aug25* *Qual Intab* *24,802*

Events attended/places visited past 12 months: Comedy club

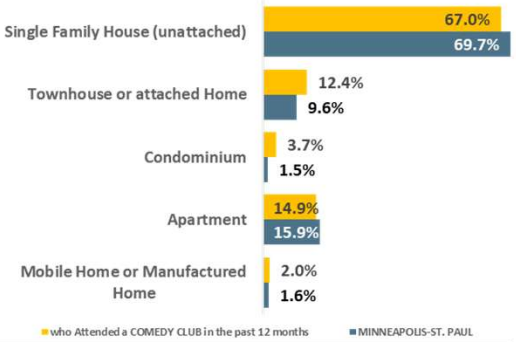


8.7% or 323,382 of MINNEAPOLIS-ST. PAUL DMA Adults 21 or older Attended a COMEDY CLUB in the past 12... Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are .6% more likely to own their home, 25.8% more likely to own a higher valued home, 3.8% less likely to have a single-family home, 33.6% more likely to have a dog.

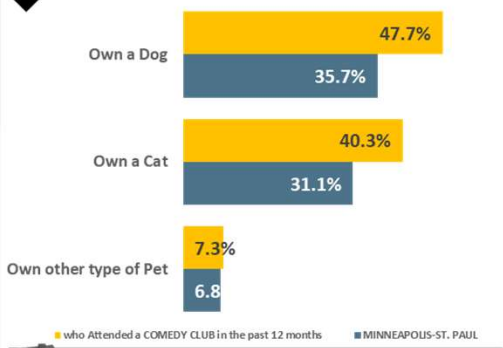
Own/Rent/Other: Adults 21 or older



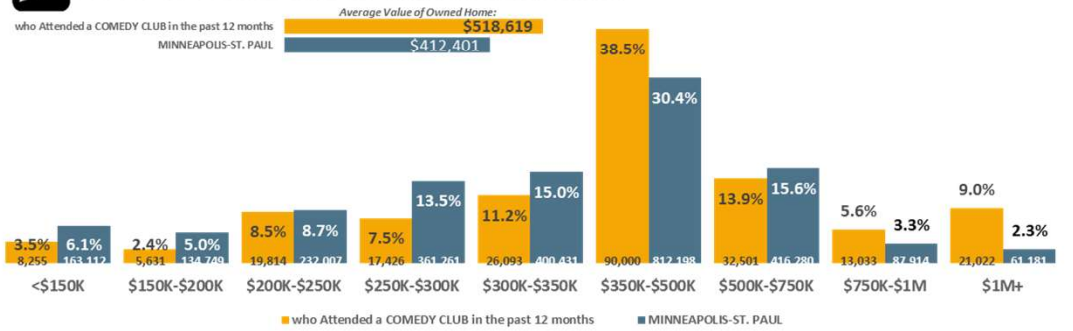
Type of Home: Adults 21 or older



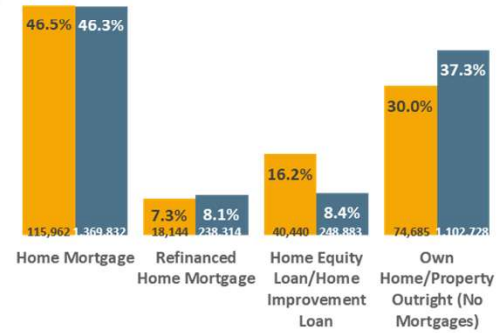
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 173

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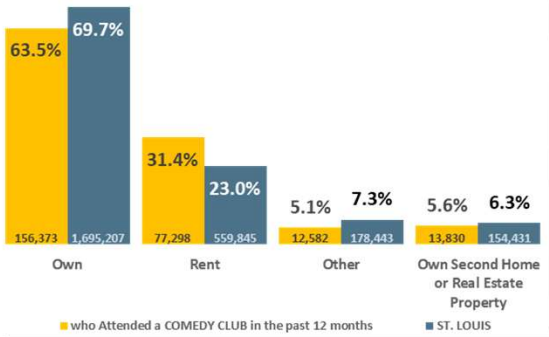
Events attended/places visited past 12 months: Comedy club

HELIUM COMEDY CLUB

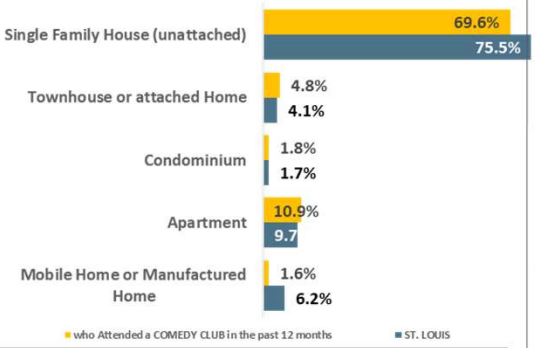
STL

10.1% or 246,253 of ST. LOUIS DMA Adults 21 or older Attended a COMEDY CLUB in the past 12 months. Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 8.8% less likely to own their home, 22.1% more likely to own a higher valued home, 7.7% less likely to have a single-family home, 17.3% more likely to have a dog.

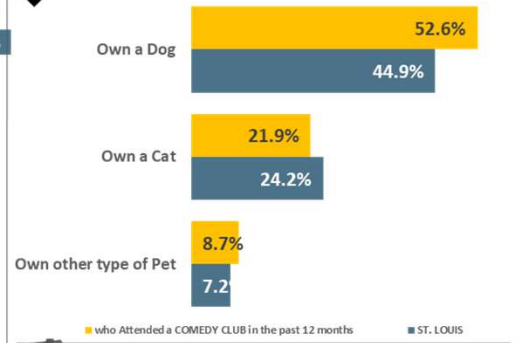
Own/Rent/Other: Adults 21 or older



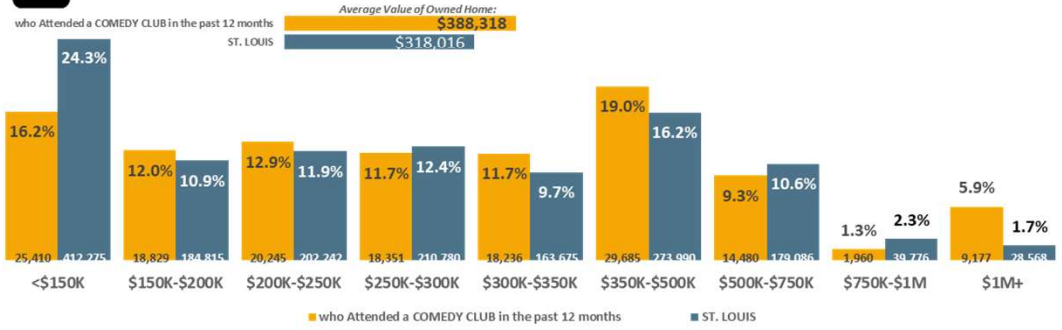
Type of Home: Adults 21 or older



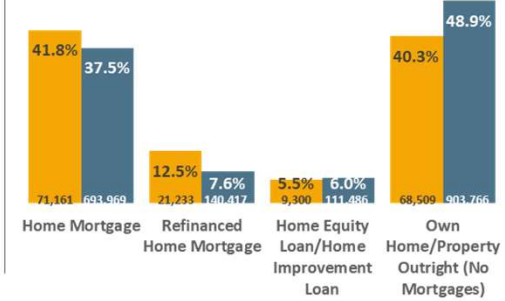
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 235

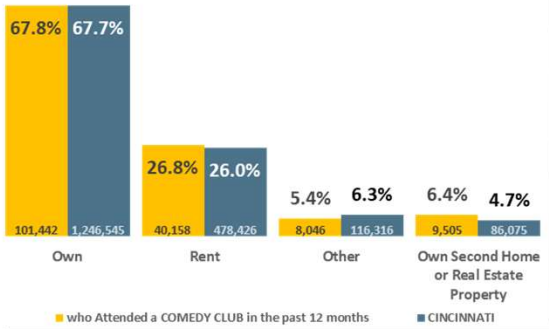
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Events attended/places visited past 12 months: Comedy club

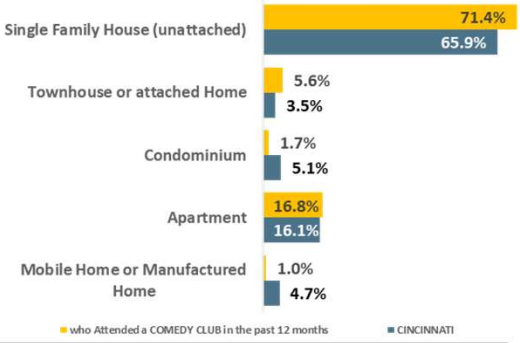
Funny Bone CIN

8.1% or 149,646 of CINCINNATI DMA Adults 21 or older Attended a COMEDY CLUB in the past 12 months. Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are .1% more likely to own their home, 3.5% more likely to own a lower valued home, 8.3% more likely to have a single-family home, 20.6% more likely to have a dog.

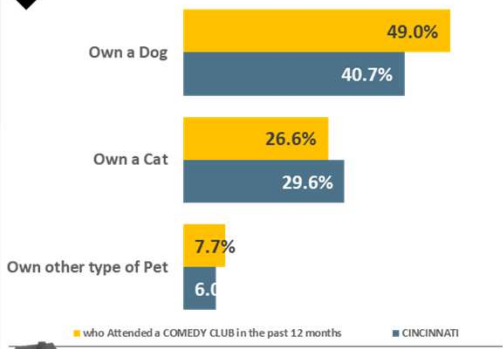
Own/Rent/Other: Adults 21 or older



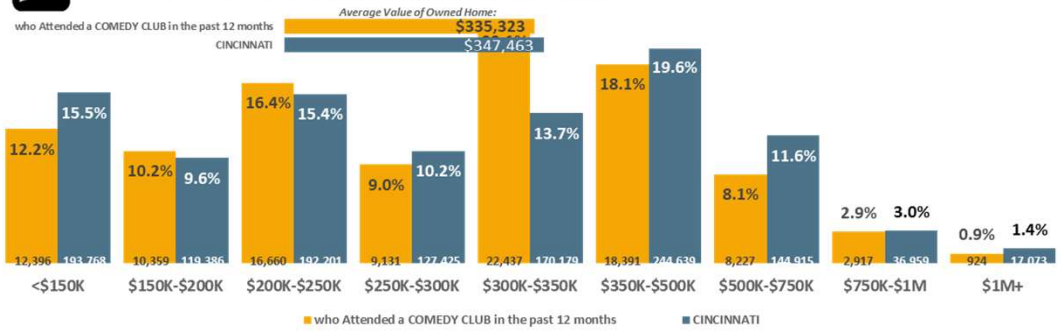
Type of Home: Adults 21 or older



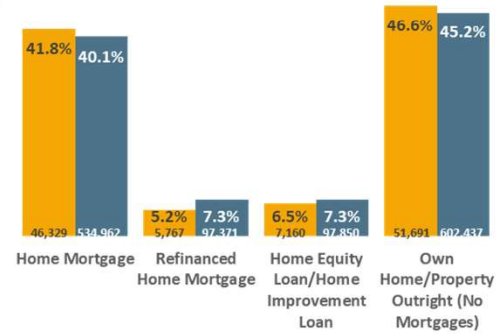
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



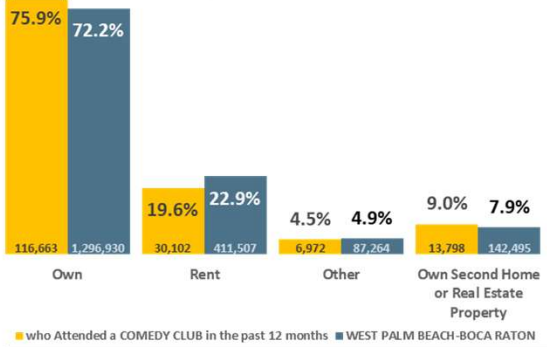
CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 179

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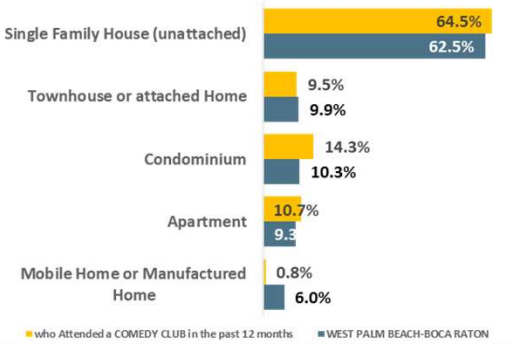
Events attended/places visited past 12 months: Comedy club

8.6% or 153,737 of WEST PALM BEACH-BOCA RATON DMA Adults 21 or older Attended a COMEDY CLUB in the... Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 5.1% more likely to own their home, 14.2% more likely to own a higher valued home, 3.3% more likely to have a single-family home, 55.% more likely to have a dog.

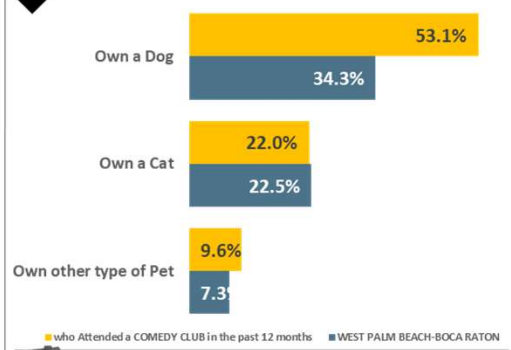
Own/Rent/Other: Adults 21 or older



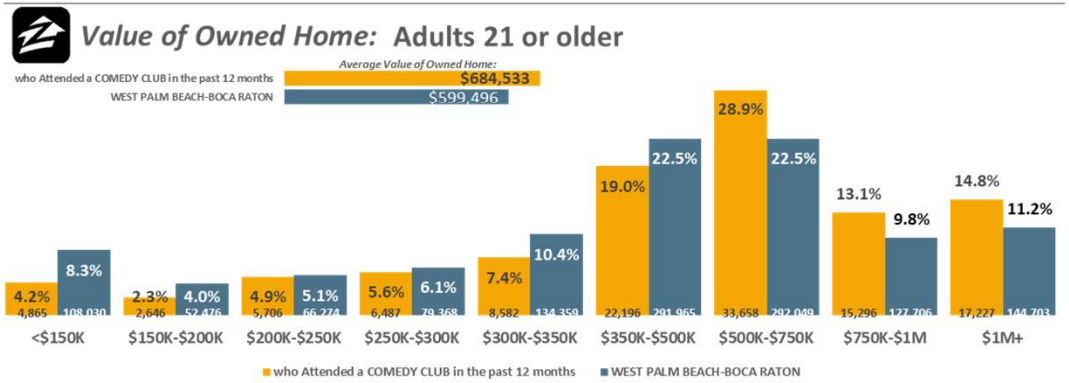
Type of Home: Adults 21 or older



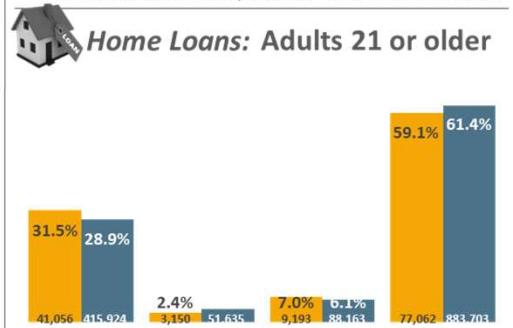
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 237

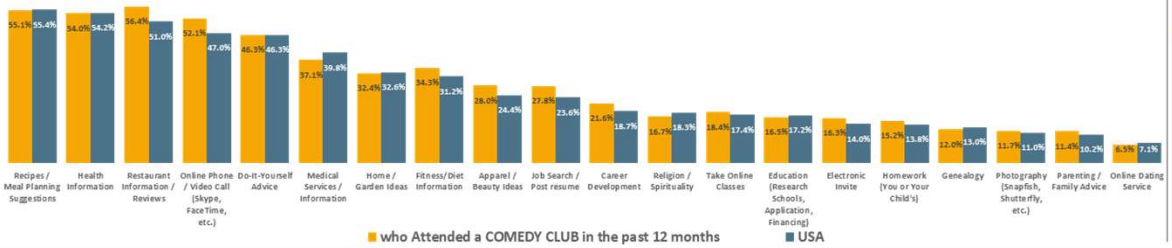
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Events attended/places visited past 12 months: Comedy club

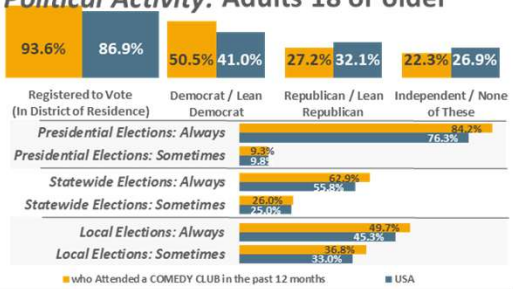


9.9% or 26,069,239 of USA Adults 18 or older Attended a COMEDY CLUB in the past 12 months.
Adults 18 or older who Attended a COMEDY CLUB in the past 12 months are .% less likely to look up D-I-Y advice online, 9.7% more likely to always vote in local elections, 63.4% more likely to belong to a gym, 38.5% more likely to fly domestic past yr.

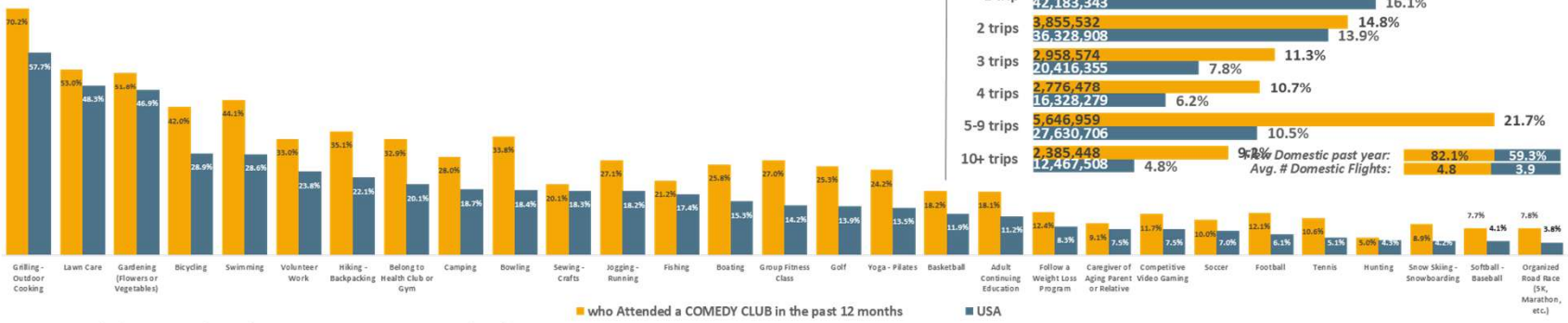
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA *USA Projection* *Scarborough R2 2025: Sep24-Aug25* *Qual Intab* *2,635*

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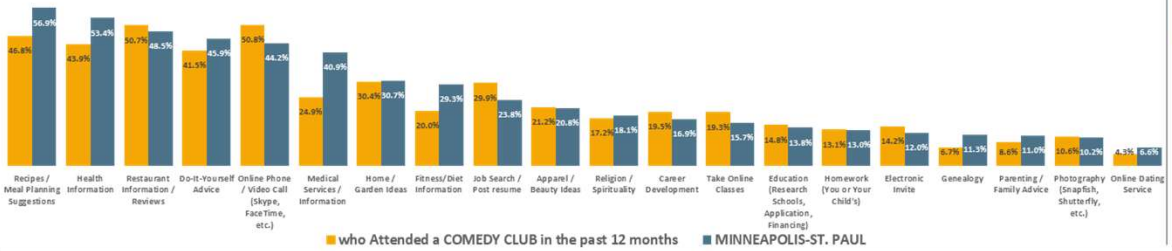
USA Projection *Scarborough R2 2025: Sep24-Aug25* *Qual Intab* *24,802*

Events attended/places visited past 12 months: Comedy club

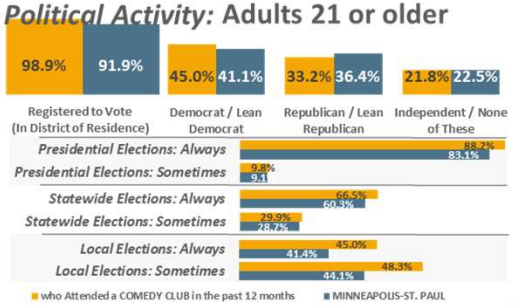


8.7% or 323,382 of MINNEAPOLIS-ST. PAUL DMA Adults 21 or older Attended a COMEDY CLUB in the past 12... Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 9.5% less likely to look up D-I-Y advice online, 8.5% more likely to always vote in local elections, 48.1% more likely to belong to a gym, 45.7% more likely to fly domestic past yr.

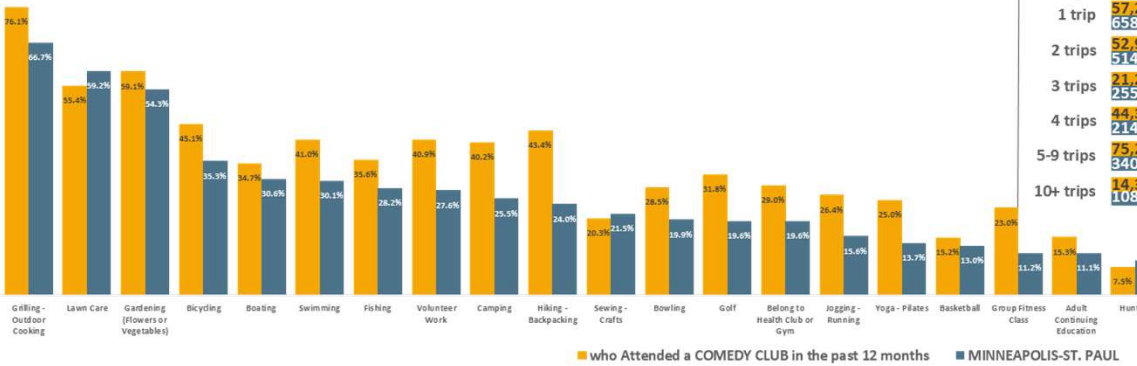
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



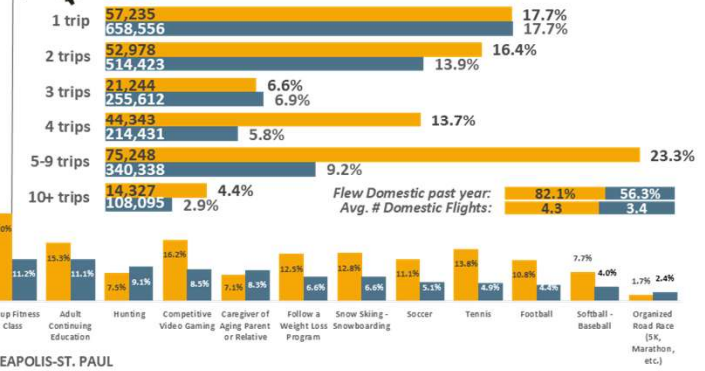
Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 173

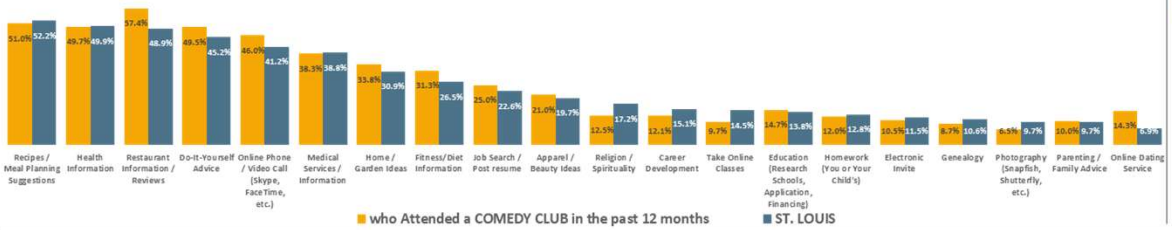
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Events attended/places visited past 12 months: Comedy club

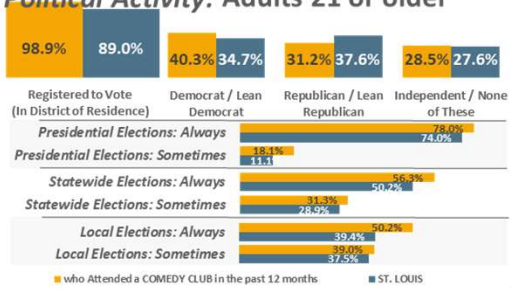
HELIUM COMEDY CLUB STL

10.1% or 246,253 of ST. LOUIS DMA Adults 21 or older Attended a COMEDY CLUB in the past 12 months. Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 9.4% more likely to look up D-I-Y advice online, 27.5% more likely to always vote in local elections, 90.4% more likely to belong to a gym, 41.3% more likely to fly domestic past yr.

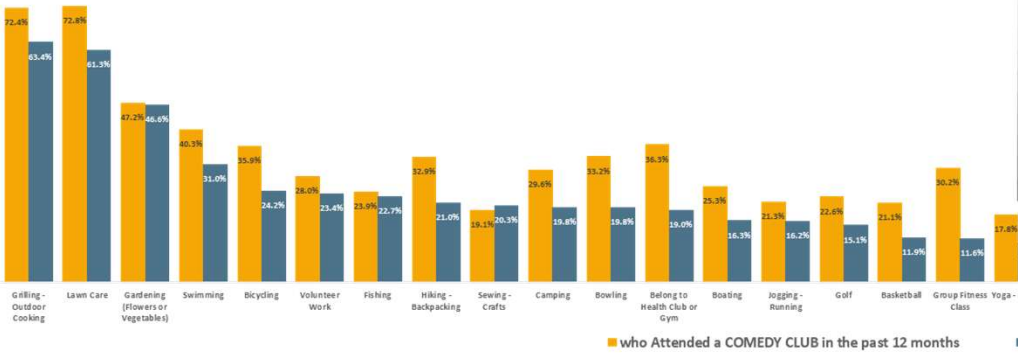
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



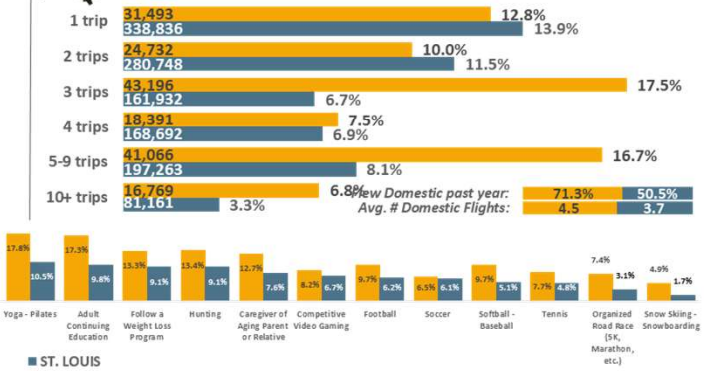
Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older



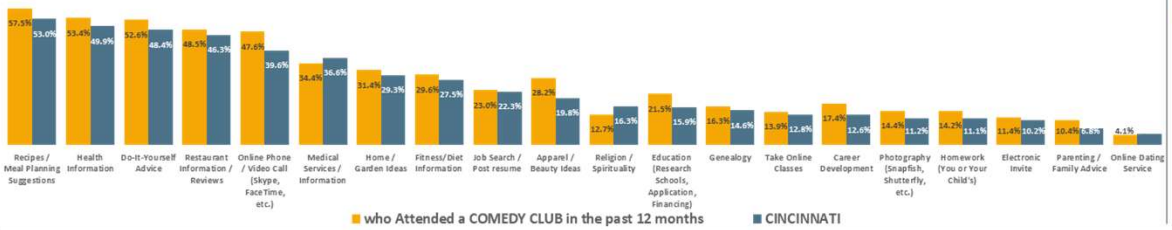
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 235

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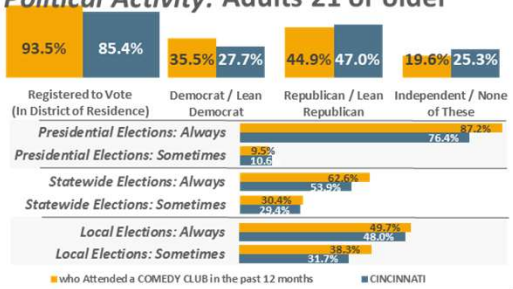
Events attended/places visited past 12 months: Comedy club

8.1% or 149,646 of CINCINNATI DMA Adults 21 or older Attended a COMEDY CLUB in the past 12 months. Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 8.8% more likely to look up D-I-Y advice online, 3.5% more likely to always vote in local elections, 42.% more likely to belong to a gym, 35.6% more likely to fly domestic past yr.

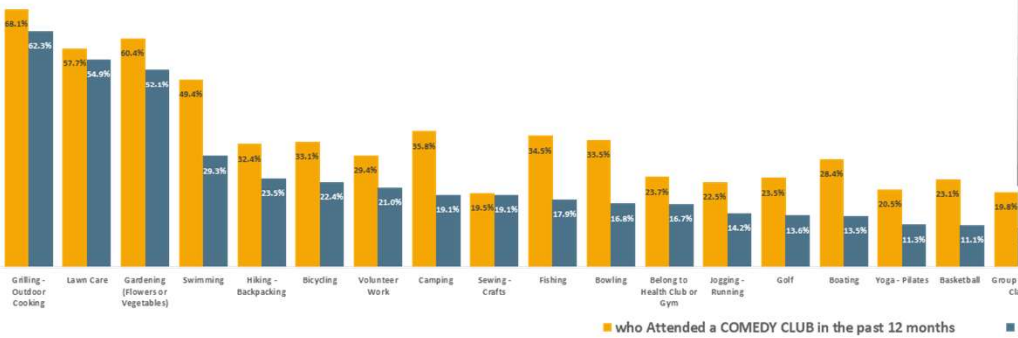
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



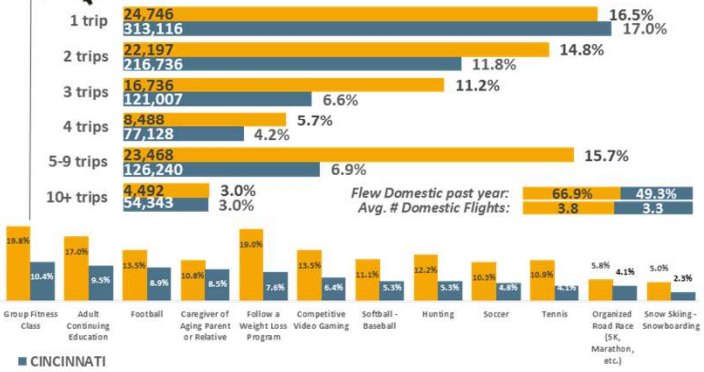
Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older



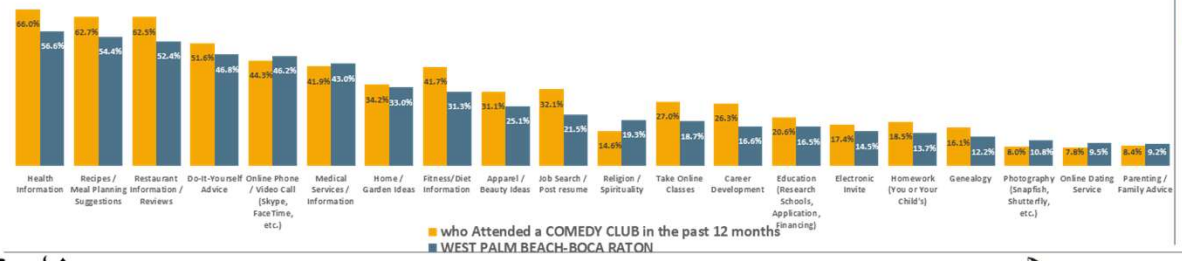
CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 179

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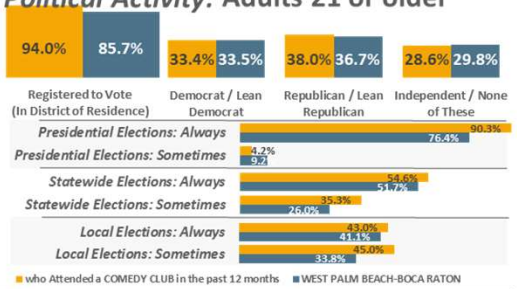
Events attended/places visited past 12 months: Comedy club

8.6% or 153,737 of WEST PALM BEACH-BOCA RATON DMA Adults 21 or older Attended a COMEDY CLUB in… Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 10.4% more likely to look up D-I-Y advice online, 4.8% more likely to always vote in local elections, 45.4% more likely to belong to a gym, 29.8% more likely to fly domestic past yr.

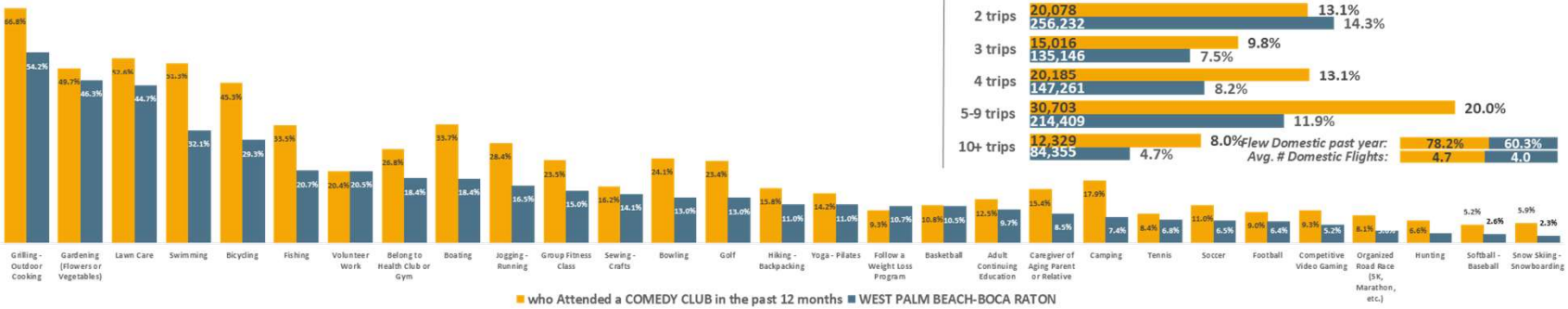
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 237

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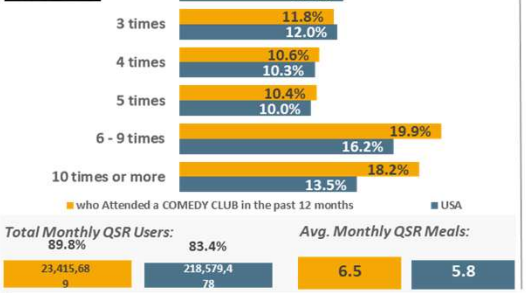
Events attended/places visited past 12 months: Comedy club



9.9% or 26,069,239 of USA Adults 18 or older Attended a COMEDY CLUB in the past 12 months.
Adults 18 or older who Attended a COMEDY CLUB in the past 12 months are 7.7% more likely to use QSRs past mo., 15.3% more likely to use Sit-Down Restaurants past mo., 50.2% more likely to use Casinos past yr., 20.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



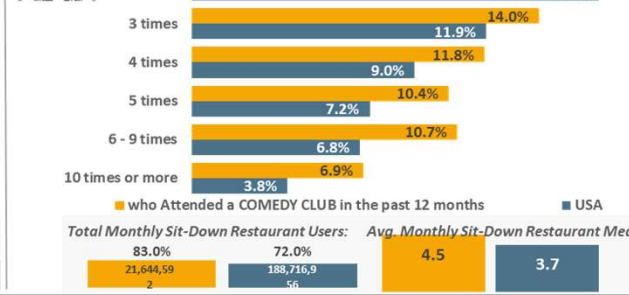


Total Monthly QSR Users: 89.8% 23,415,689 | 83.4% 218,579,478

Avg. Monthly QSR Meals: 6.5 | 5.8

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





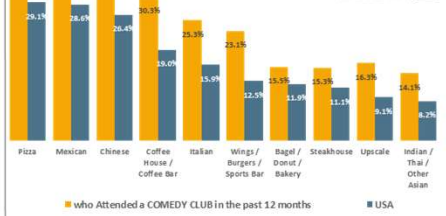
Total Monthly Sit-Down Restaurant Users: 83.0% 21,644,592 | 72.0% 188,716,956

Avg. Monthly Sit-Down Restaurant Meals: 4.5 | 3.7

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 Attended a COMEDY CLUB in the past 12 months 7,209,656 27.7%

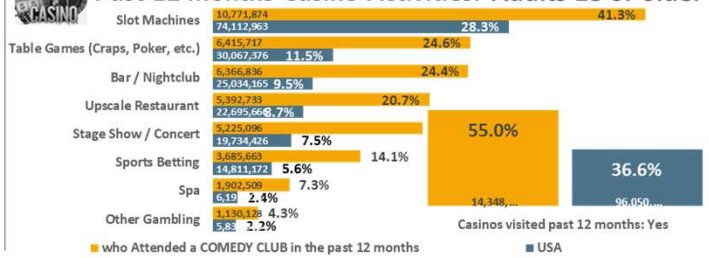
USA 19.2%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,635

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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

Events attended/places visited past 12 months: Comedy club



8.7% or 323,382 of MINNEAPOLIS-ST. PAUL DMA Adults 21 or older Attended a COMEDY CLUB in the past 12 months. Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 7.3% more likely to use QSRs past mo., 18.8% more likely to use Sit-Down Restaurants past mo., 57.7% more likely to use Casinos past yr., 68.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

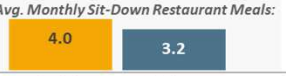
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)



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



Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



Used Past 30-days: Adults 21 or older



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Events attended/places visited past 12 months: Comedy club

HELIUM COMEDY CLUB STL

10.1% or 246,253 of ST. LOUIS DMA Adults 21 or older Attended a COMEDY CLUB in the past 12 months. Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 2.8% less likely to use QSRs past mo., 4.9% more likely to use Sit-Down Restaurants past mo., 82.9% more likely to use Casinos past yr., 3.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



	who Attended a COMEDY CLUB in the past 12 months	ST. LOUIS
1 time	7.0%	7.8%
2 times	7.0%	11.0%
3 times	6.6%	10.9%
4 times	6.8%	11.4%
5 times	13.1%	10.4%
6 - 9 times	17.3%	17.6%
10 times or more	26.2%	17.2%

Total Monthly QSR Users:	who Attended a COMEDY CLUB in the past 12 months	ST. LOUIS
	83.9%	86.4%
	206,706	2,102,436

Avg. Monthly QSR Meals:	who Attended a COMEDY CLUB in the past 12 months	ST. LOUIS
	7.8	6.4

Past 30-days Sit-Down Restaurant Users: Adults 21 or older



	who Attended a COMEDY CLUB in the past 12 months	ST. LOUIS
1 time	11.0%	16.4%
2 times	13.0%	17.0%
3 times	14.4%	11.0%
4 times	9.9%	7.6%
5 times	7.6%	8.0%
6 - 9 times	9.7%	7.1%
10 times or more	9.4%	4.4%

Total Monthly Sit-Down Restaurant Users:	who Attended a COMEDY CLUB in the past 12 months	ST. LOUIS
	75.0%	71.5%
	184,616	1,739,723

Avg. Monthly Sit-Down Restaurant Meals:	who Attended a COMEDY CLUB in the past 12 months	ST. LOUIS
	5.0	3.8

Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)



who Attended a COMEDY CLUB in the past 12 months ■ ST. LOUIS

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

who Attended a COMEDY CLUB in the past 12 months	65,223	26.5%
ST. LOUIS	436,752	17.9%

Drank Past 30-days: Adults 21 or older



	who Attended a COMEDY CLUB in the past 12 months		ST. LOUIS	
Liquor	144,263	58.6%	1,033,107	42.5%
Any Type of Beer	152,918	62.1%	1,029,871	42.3%
Domestic Light Beer	121,354	49.3%	801,978	33.0%
Domestic Regular Beer	123,133	50.0%	734,845	30.2%
Wine	86,441	35.1%	654,639	26.9%
Imported Beer	87,438	35.5%	450,903	18.5%
Microbrew / Craft Beer	42,526	17.3%	215,998	8.9%

who Attended a COMEDY CLUB in the past 12 months ■ ST. LOUIS

Past 12 months Casino Activities: Adults 21 or older



	who Attended a COMEDY CLUB in the past 12 months		ST. LOUIS	
Slot Machines	131,179	53.3%	712,063	29.3%
Table Games (Craps, Poker, etc.)	104,220	42.3%	312,142	12.8%
Bar / Nightclub	68,445	27.8%	206,038	8.5%
Upscale Restaurant	44,233	18.0%	176,758	7.3%
Sports Betting	72,230	29.3%	148,283	6.1%
Stage Show / Concert	31,414	12.8%	114,065	4.7%
Spa	21,057	8.6%	49	2.0%
Other Gambling	8,847	3.6%	43	1.8%

Casinos visited past 12 months: Yes	who Attended a COMEDY CLUB in the past 12 months	ST. LOUIS
	66.3%	36.2%
	163,215	881,771

Used Past 30-days: Adults 21 or older



who Attended a COMEDY CLUB in the past 12 months ■ ST. LOUIS

ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 235

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Events attended/places visited past 12 months: Comedy club

Funny Bone CIN

8.1% or 149,646 of CINCINNATI DMA Adults 21 or older Attended a COMEDY CLUB in the past 12 months. Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 7.2% more likely to use QSRs past mo., 5.1% more likely to use Sit-Down Restaurants past mo., 66.1% more likely to use Casinos past yr., 4.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 21 or older

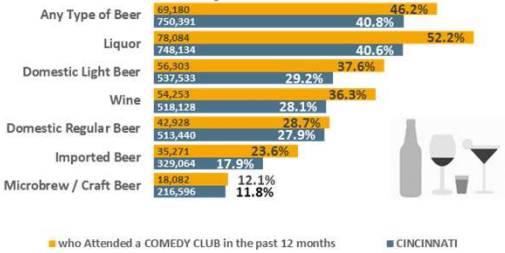
(Sit-Down Restaurants Used Past 30-days)



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

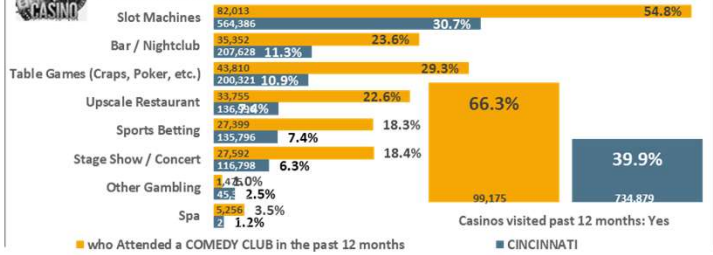


Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



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Events attended/places visited past 12 months: Comedy club

8.6% or 153,737 of WEST PALM BEACH-BOCA RATON DMA Adults 21 or older Attended a COMEDY CLUB in the past... Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 8.8% more likely to use QSRs past mo., 11.2% more likely to use Sit-Down Restaurants past mo., 77.9% more likely to use Casinos past yr., 32.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users: 82.9% 127,406 | 76.2% 1,367,676

Avg. Monthly QSR Meals: 5.5 | 5.3

Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users: 82.0% 126,126 | 73.8% 1,324,968

Avg. Monthly Sit-Down Restaurant Meals: 5.0 | 4.2

Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Attended a COMEDY CLUB in the past 12 months 37,871 24.6%

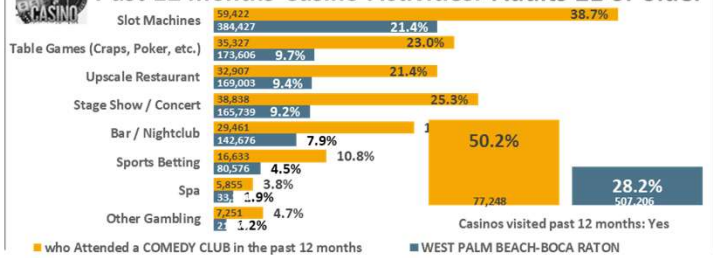
WEST PALM BEACH-BOCA RATON 295,796 16.5%

Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



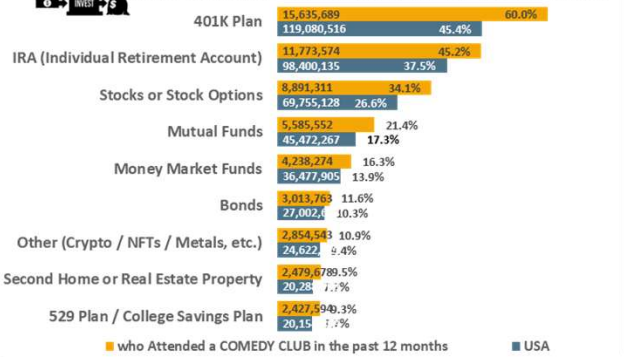
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Events attended/places visited past 12 months: Comedy club

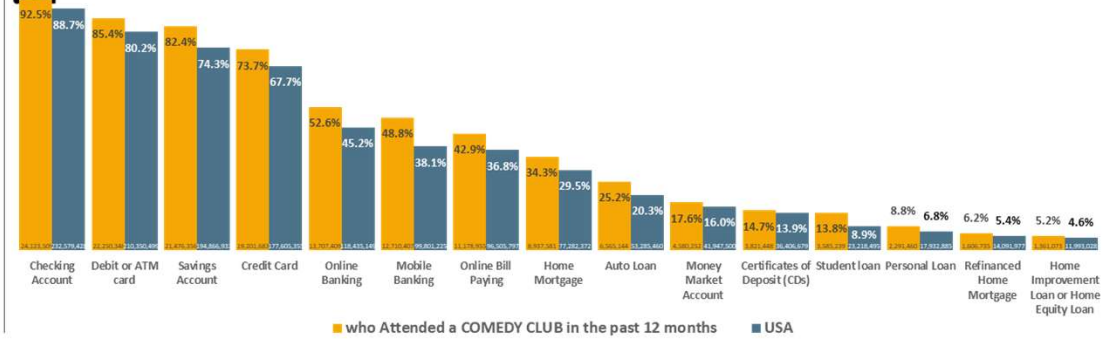


9.9% or 26,069,239 of USA Adults 18 or older Attended a COMEDY CLUB in the past 12 months.
Adults 18 or older who Attended a COMEDY CLUB in the past 12 months are 32.1% more likely to have a 401K, 23.9% more likely to have an Auto Loan, 49.6% more likely to Invest/Trade Stocks Online, 4.9% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



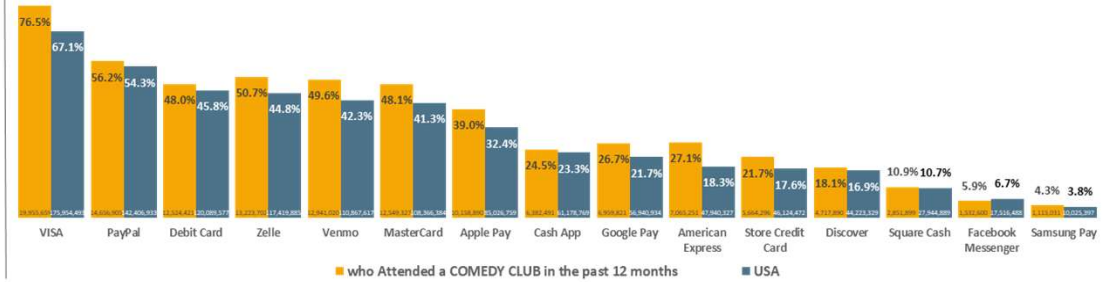
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,635

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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

Events attended/places visited past 12 months: Comedy club

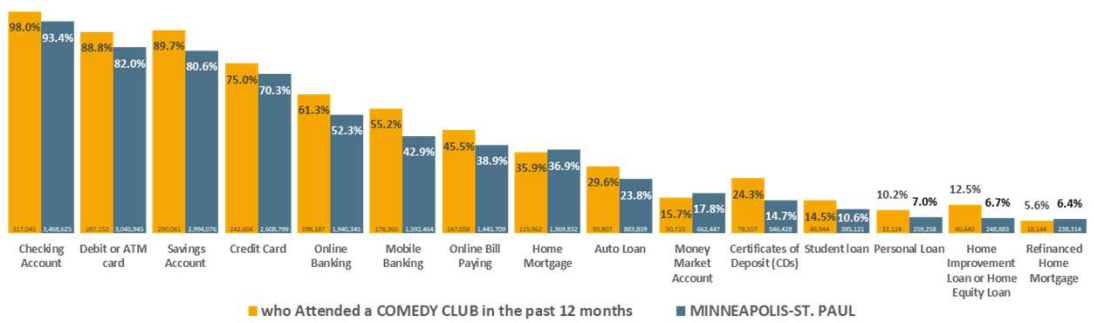


8.7% or 323,382 of MINNEAPOLIS-ST. PAUL DMA Adults 21 or older Attended a COMEDY CLUB in the past 12... Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 22.8% more likely to have a 401K, 24.5% more likely to have an Auto Loan, 85.4% more likely to Invest/Trade Stocks Online, 3.% more likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



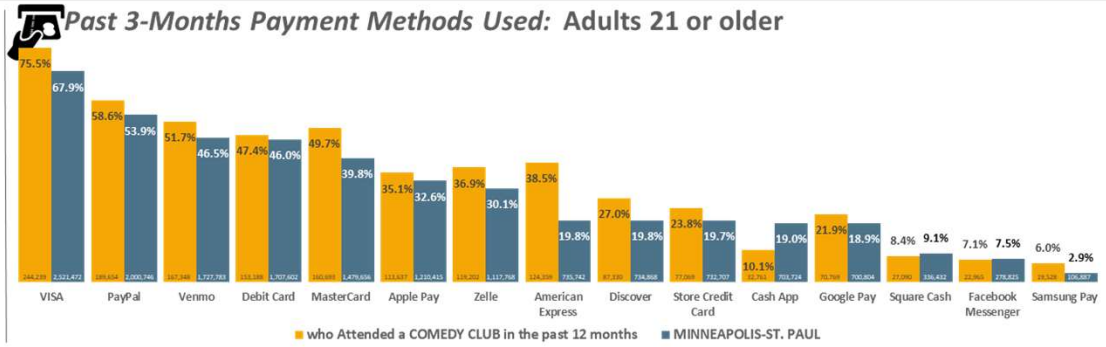
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



Past 3-Months Payment Methods Used: Adults 21 or older



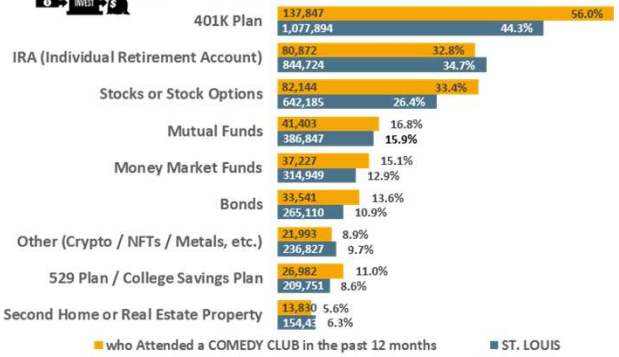
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Events attended/places visited past 12 months: Comedy club

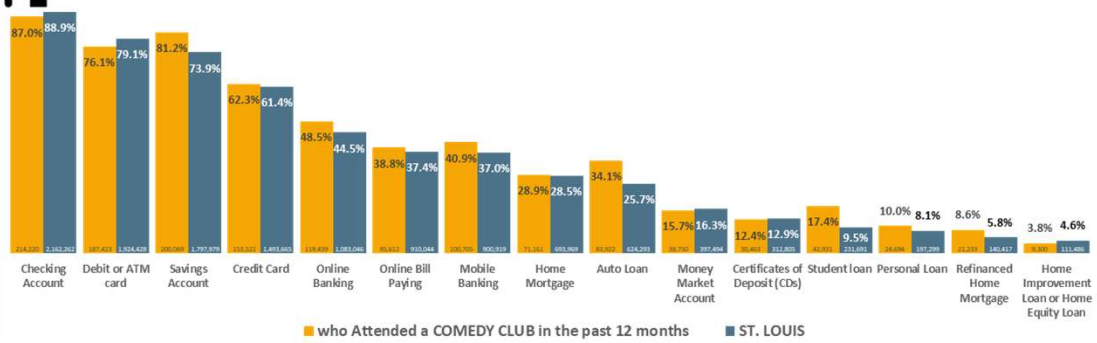
HELIUM COMEDY CLUB STL

10.1% or 246,253 of ST. LOUIS DMA Adults 21 or older Attended a COMEDY CLUB in the past 12 months. Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 26.4% more likely to have a 401K, 32.8% more likely to have an Auto Loan, 31.3% more likely to Invest/Trade Stocks Online, 15.7% less likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



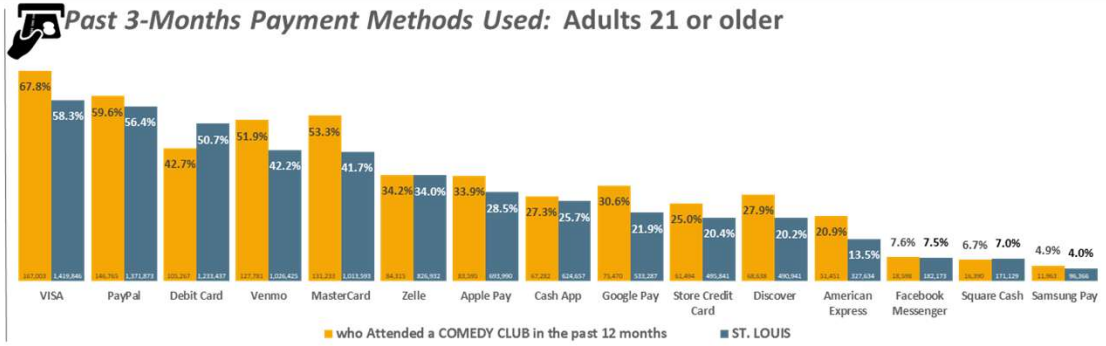
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



Past 3-Months Payment Methods Used: Adults 21 or older



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 235

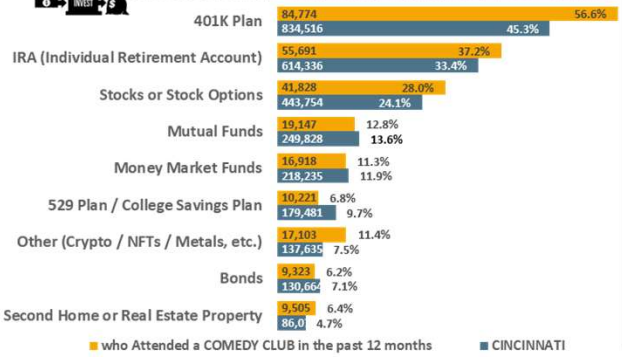
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Events attended/places visited past 12 months: Comedy club

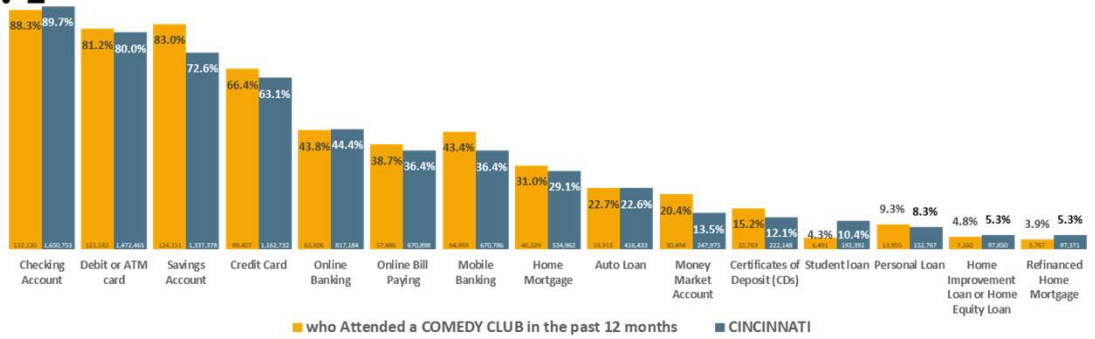
Funny Bone CIN

8.1% or 149,646 of CINCINNATI DMA Adults 21 or older Attended a COMEDY CLUB in the past 12 months. Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 25.% more likely to have a 401K, .2% more likely to have an Auto Loan, 7.2% more likely to Invest/Trade Stocks Online, 20.2% more likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



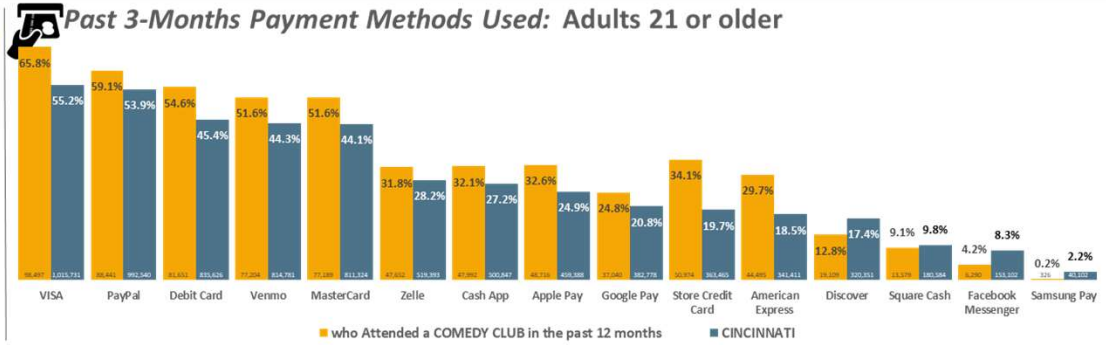
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



Past 3-Months Payment Methods Used: Adults 21 or older



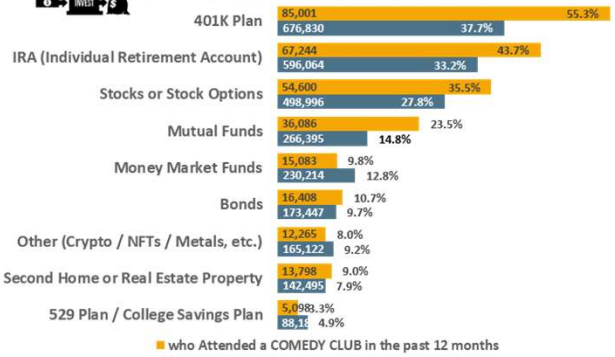
CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 179

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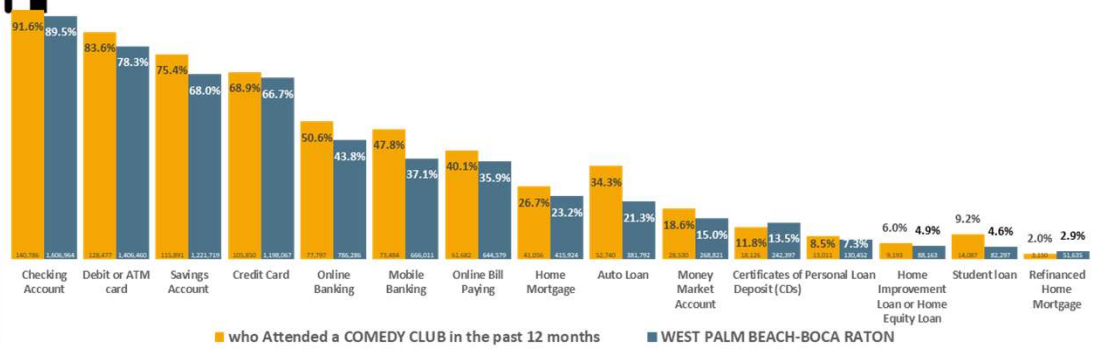
Events attended/places visited past 12 months: Comedy club

8.6% or 153,737 of WEST PALM BEACH-BOCA RATON DMA Adults 21 or older Attended a COMEDY CLUB in... Adults 21 or older who Attended a COMEDY CLUB in the past 12 months are 46.7% more likely to have a 401K, 61.3% more likely to have an Auto Loan, 48.9% more likely to Invest/Trade Stocks Online, 1.4% more likely to pay with their Debit Card.

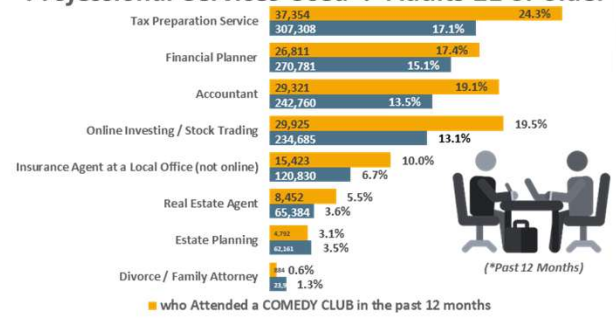
Investments Owned: Adults 21 or older



Financial Services Has and/or Uses: Adults 21 or older

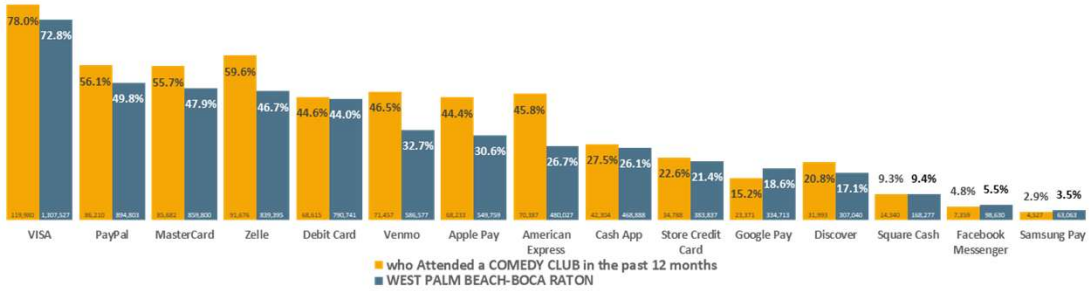


Professional Services Used:* Adults 21 or older



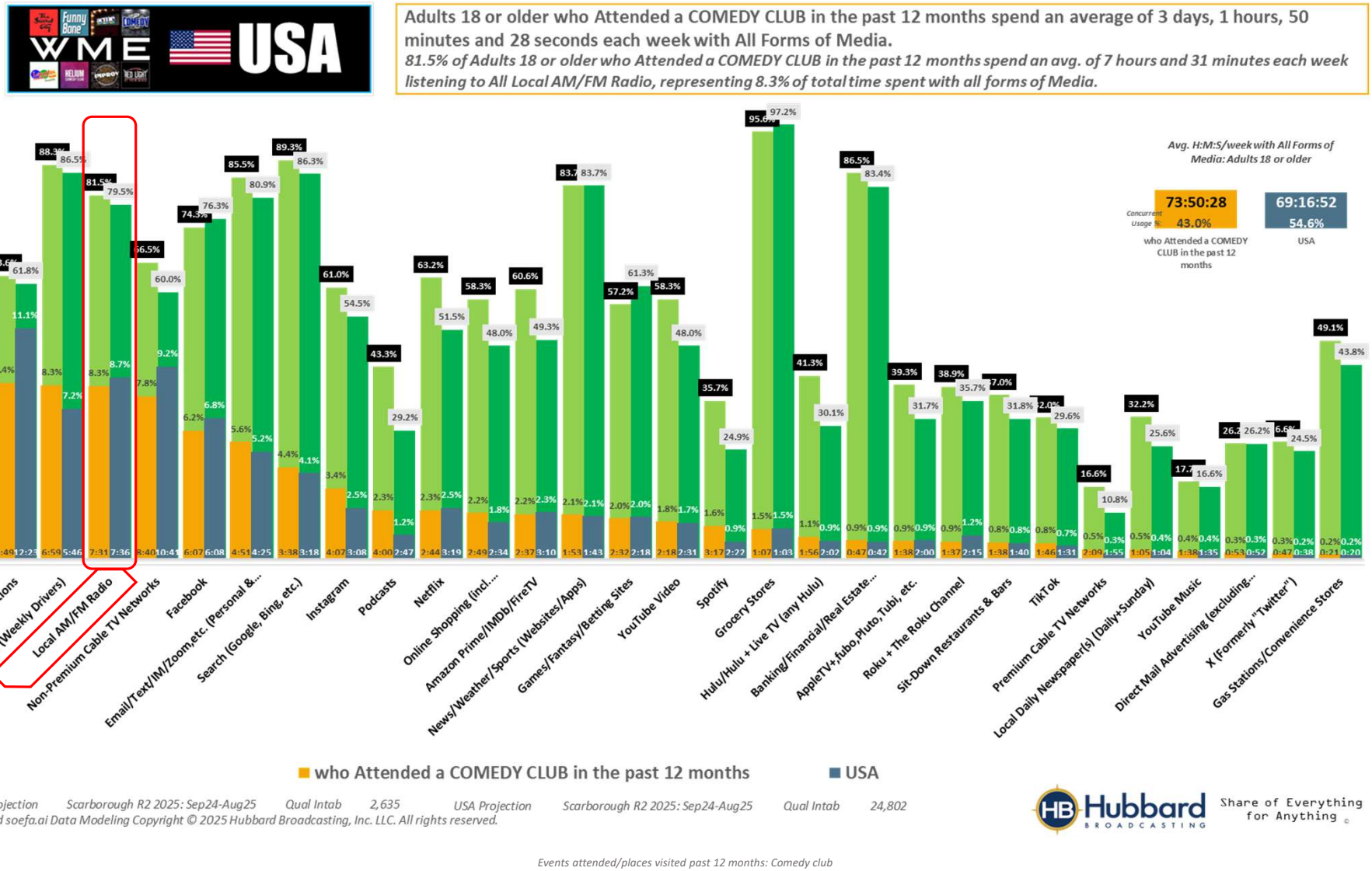
*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 21 or older



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Events attended/places visited past 12 months: Comedy club

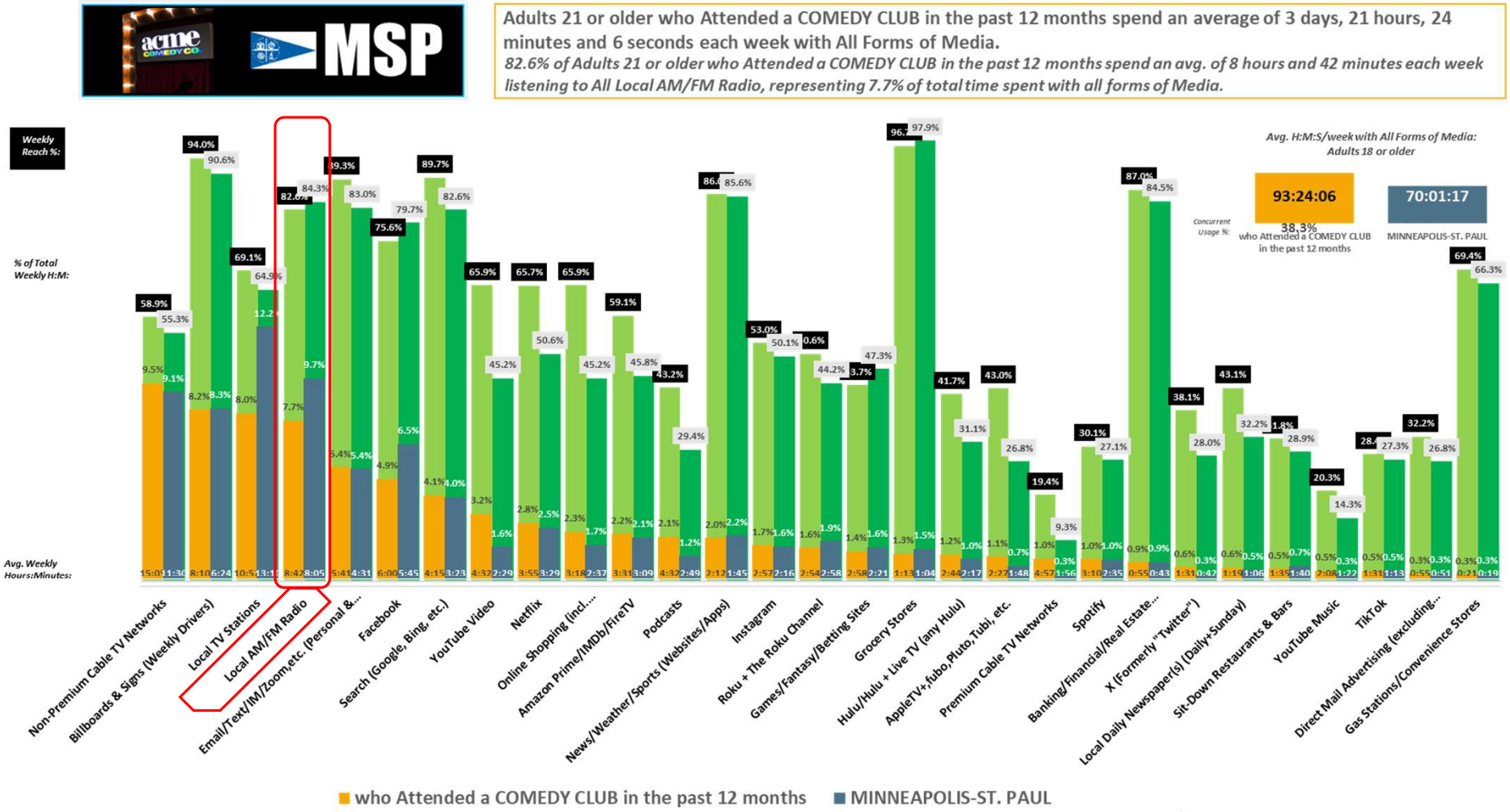


USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,635 USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

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Events attended/places visited past 12 months: Comedy club

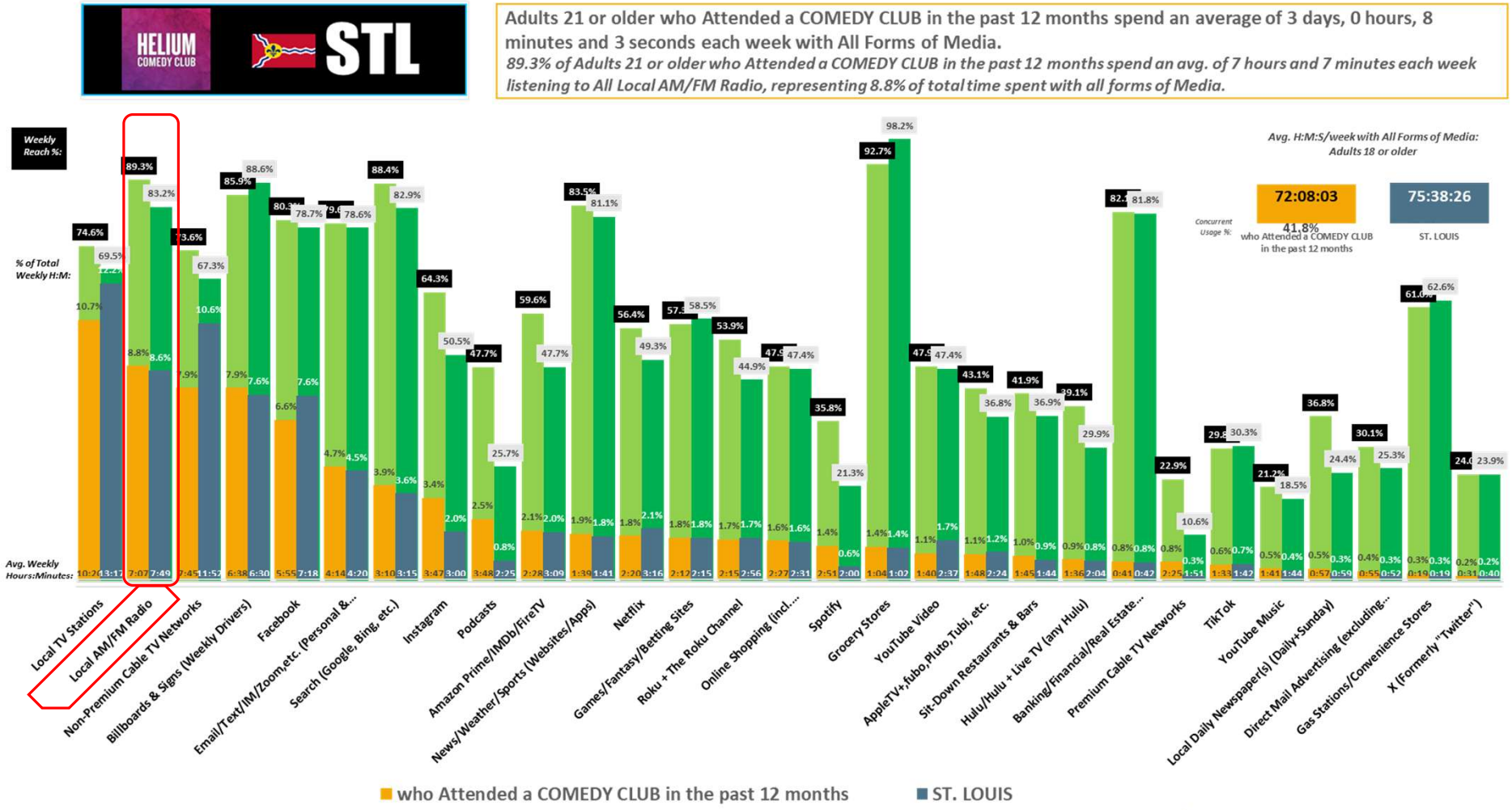


MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 173 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,024

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Events attended/places visited past 12 months: Comedy club



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 235 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,051

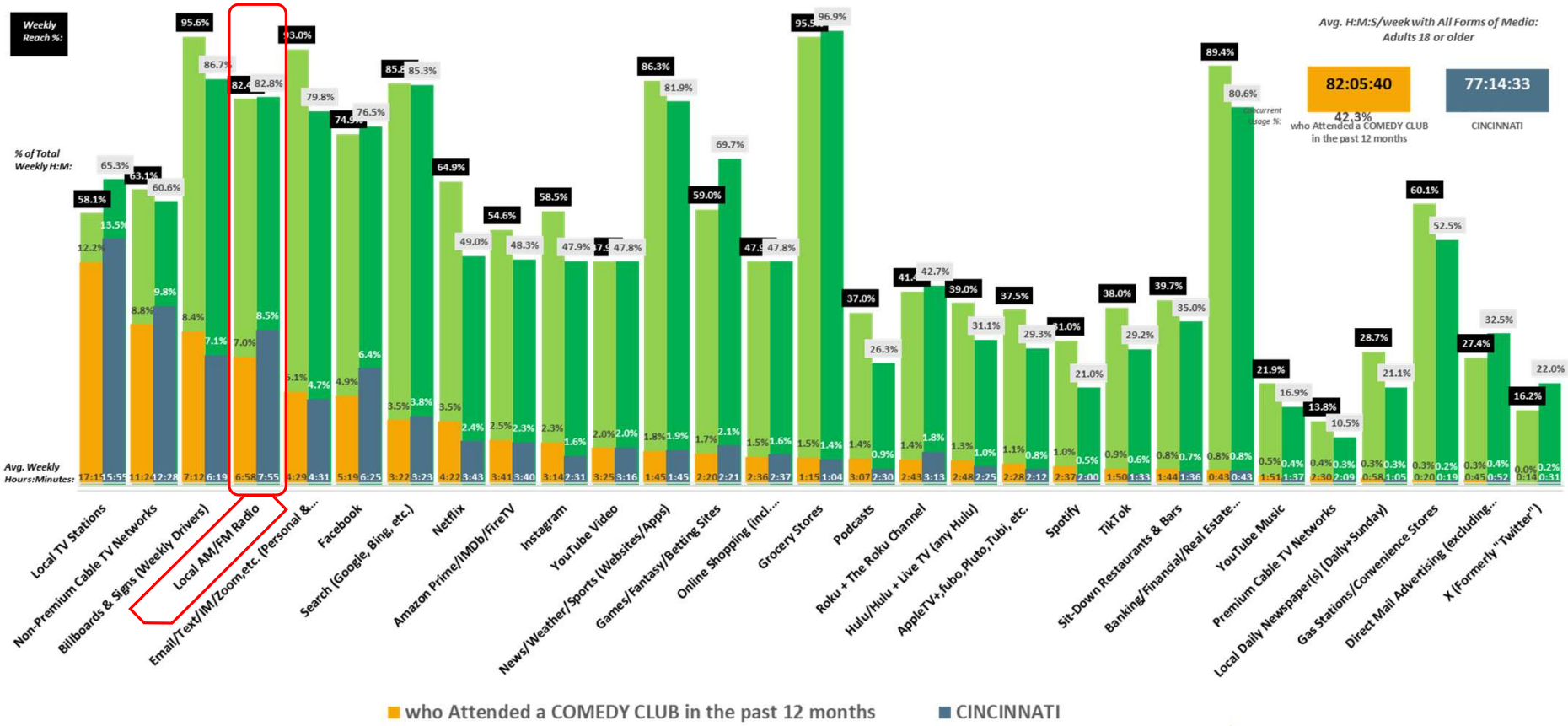
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Events attended/places visited past 12 months: Comedy club

Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 3 days, 10 hours, 5 minutes and 40 seconds each week with All Forms of Media.

82.4% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an avg. of 6 hours and 58 minutes each week listening to All Local AM/FM Radio, representing 7.7% of total time spent with all forms of Media.



CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 179 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,977

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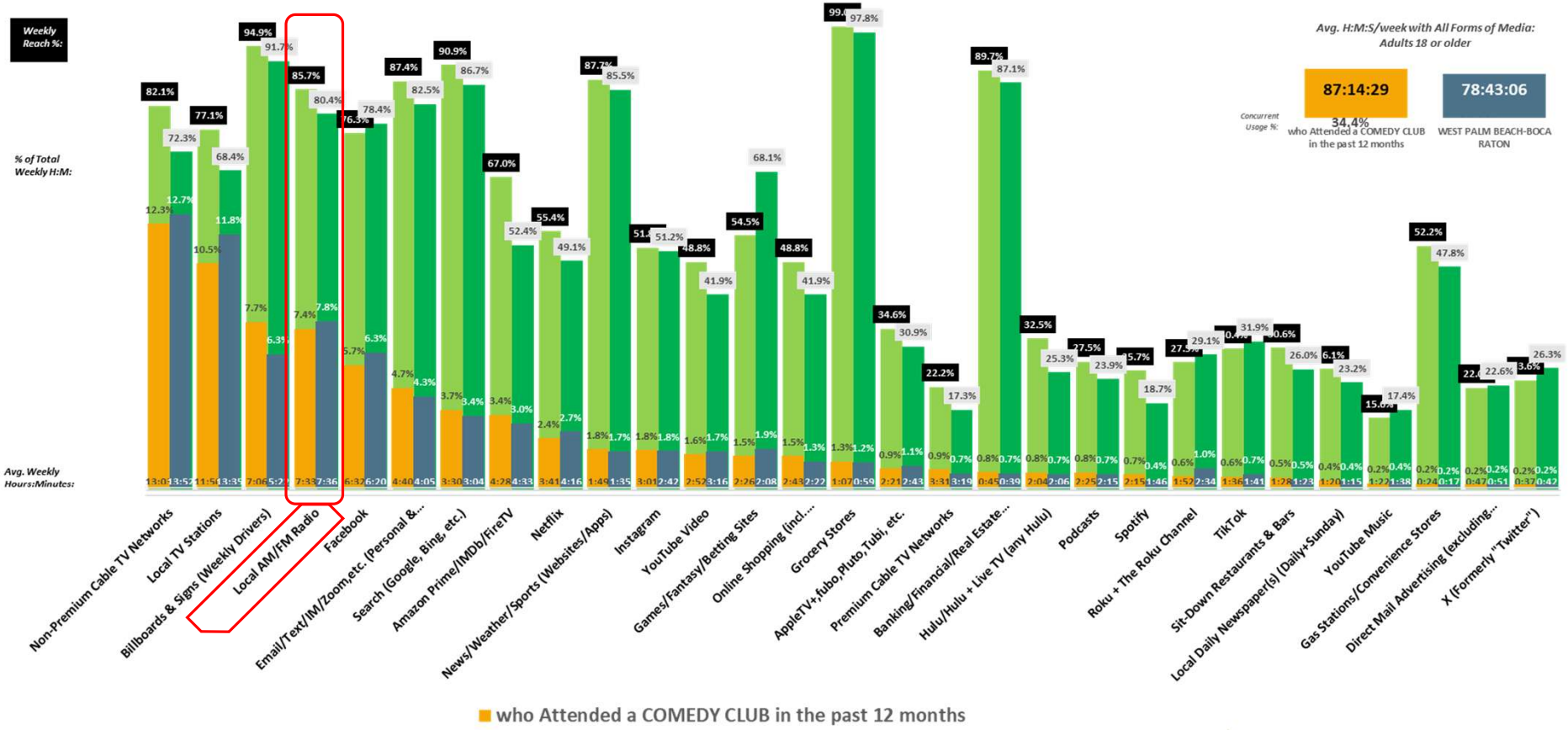
Events attended/places visited past 12 months: Comedy club

RED LIGHT OF PALM BEACH

WPB

Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 3 days, 15 hours, 14 minutes and 29 seconds each week with All Forms of Media.

85.7% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an avg. of 7 hours and 33 minutes each week listening to All Local AM/FM Radio, representing 7.4% of total time spent with all forms of Media.



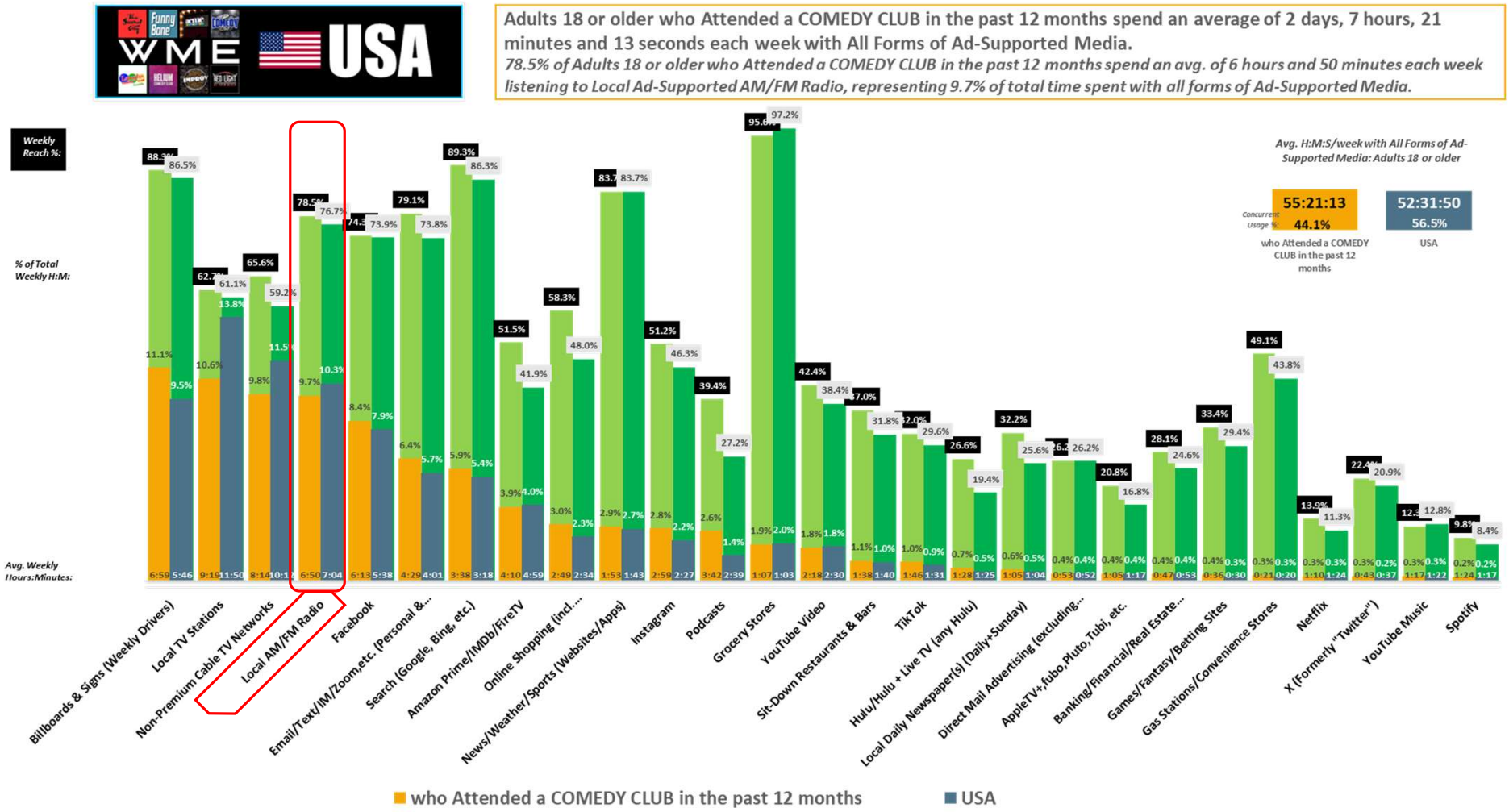
■ who Attended a COMEDY CLUB in the past 12 months

WEST PALM BEACH-BOCA RATON DMA | WEST PALM BEACH-BOCA RATON DMA | Scarborough R2 2025: Aug24-Jun25 | Qual Intab | 2,593

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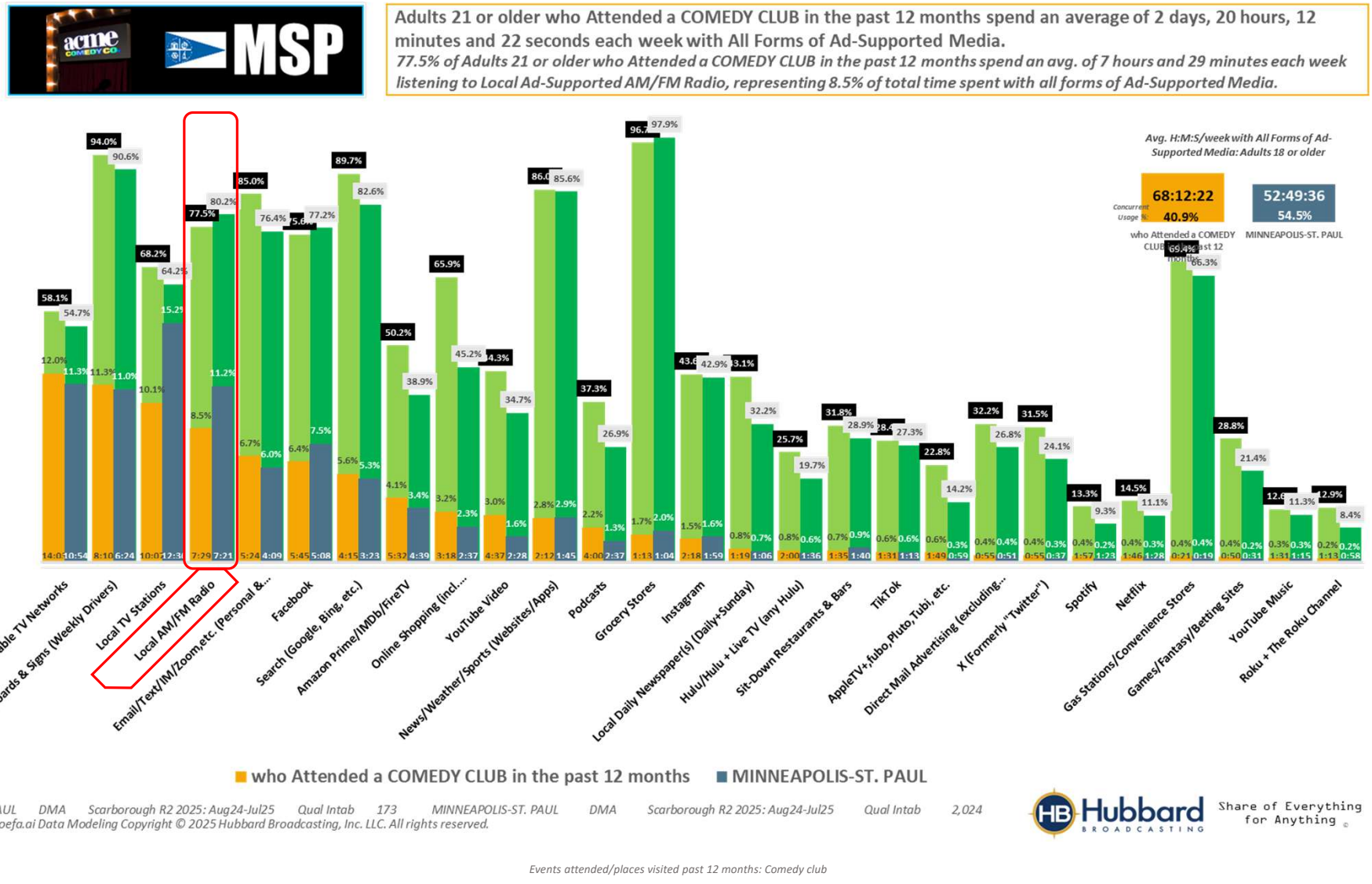
Events attended/places visited past 12 months: Comedy club



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,635 USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802
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Events attended/places visited past 12 months: Comedy club

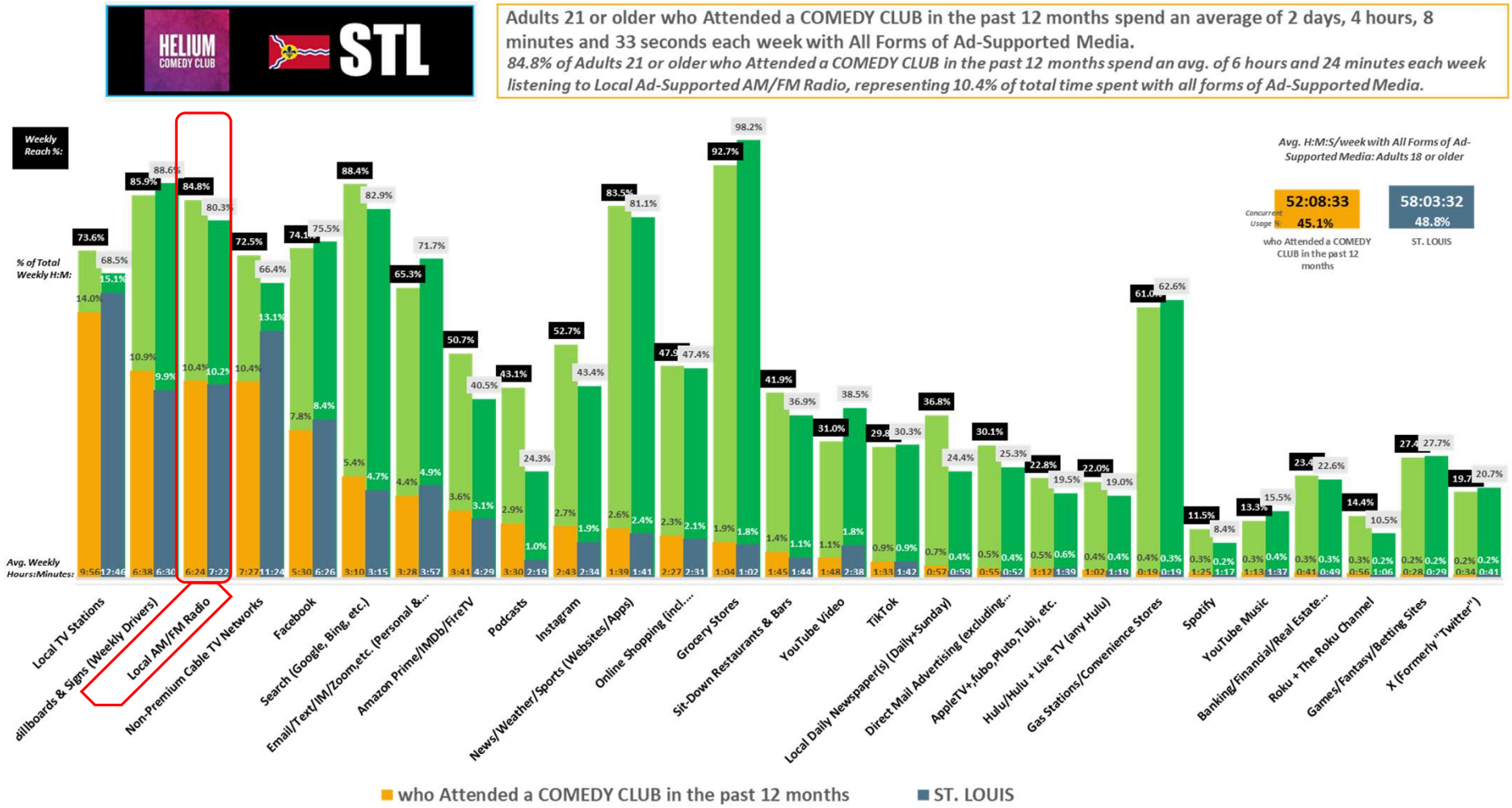


MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 173 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,024

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Events attended/places visited past 12 months: Comedy club



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 235 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,051

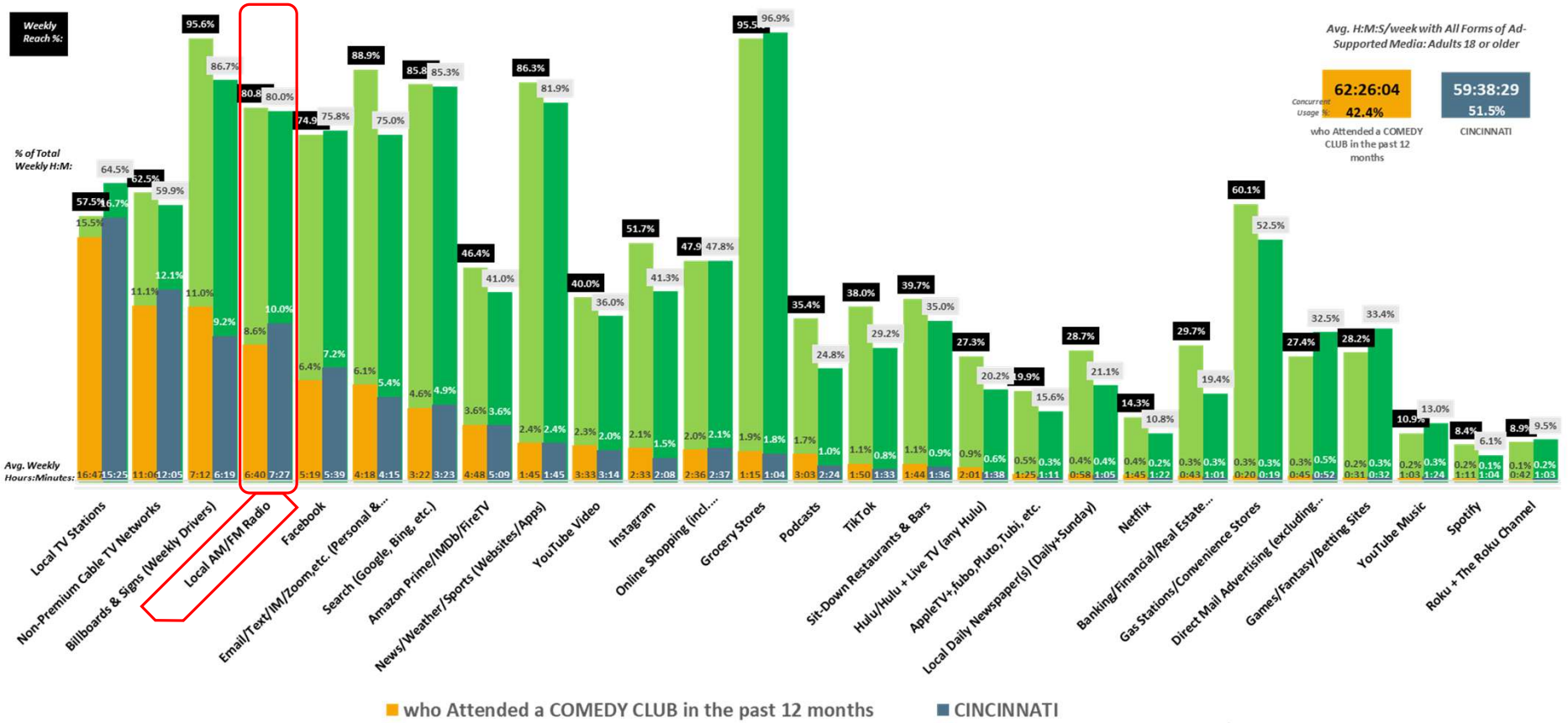
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Events attended/places visited past 12 months: Comedy club

Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 2 days, 14 hours, 26 minutes and 4 seconds each week with All Forms of Ad-Supported Media.

80.8% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an avg. of 6 hours and 40 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.6% of total time spent with all forms of Ad-Supported Media.



CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 179 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,977

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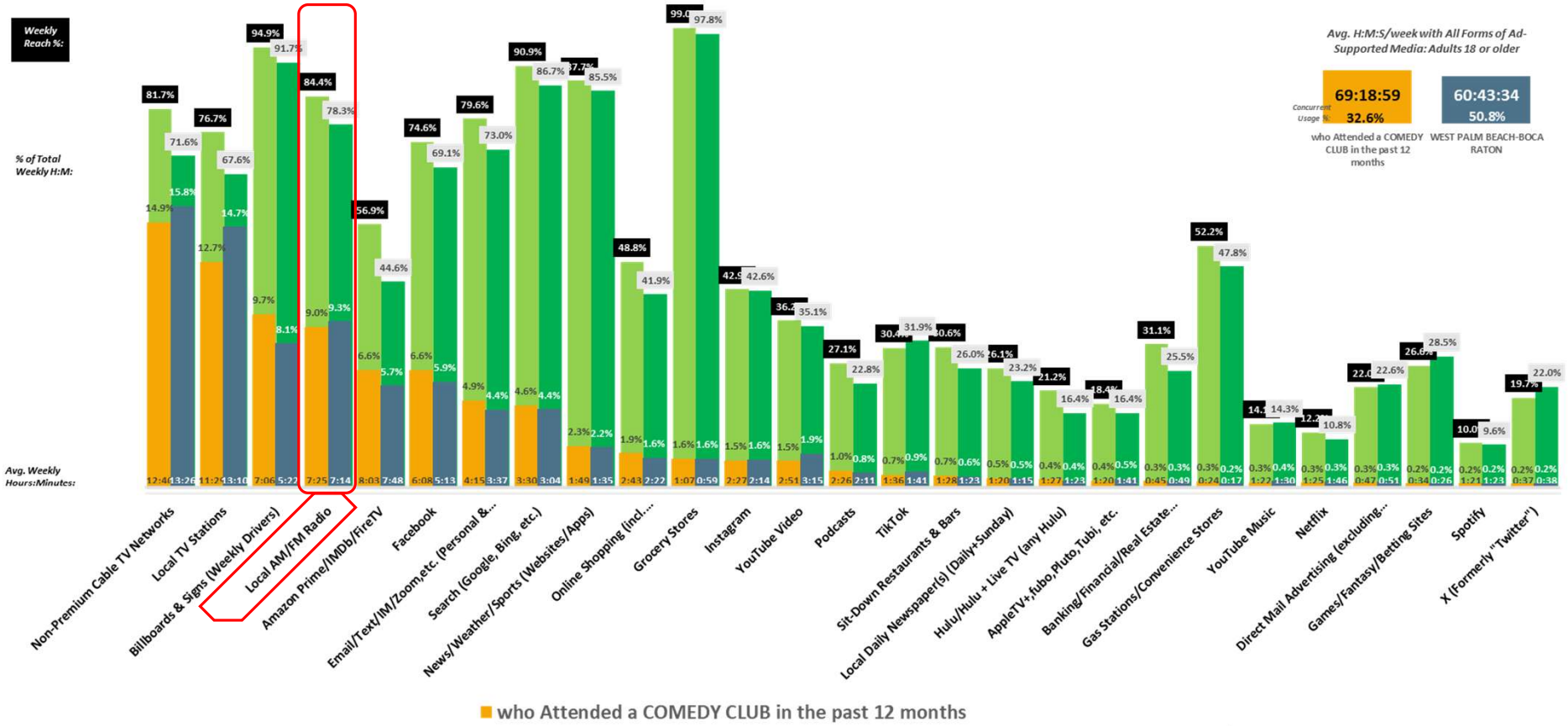
Events attended/places visited past 12 months: Comedy club

RED LIGHT ST. PALM BEACH

WPB

Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 2 days, 21 hours, 18 minutes and 59 seconds each week with All Forms of Ad-Supported Media.

84.4% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an avg. of 7 hours and 25 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.% of total time spent with all forms of Ad-Supported Media.



WEST PALM BEACH-BOCA RATON DMA WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,593

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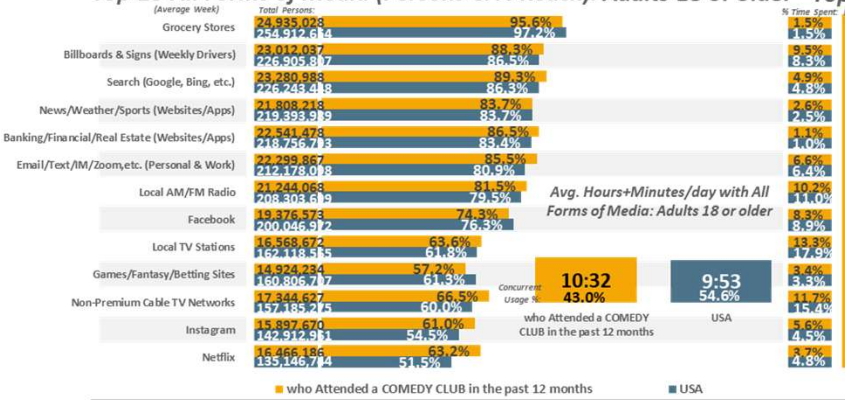
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Events attended/places visited past 12 months: Comedy club

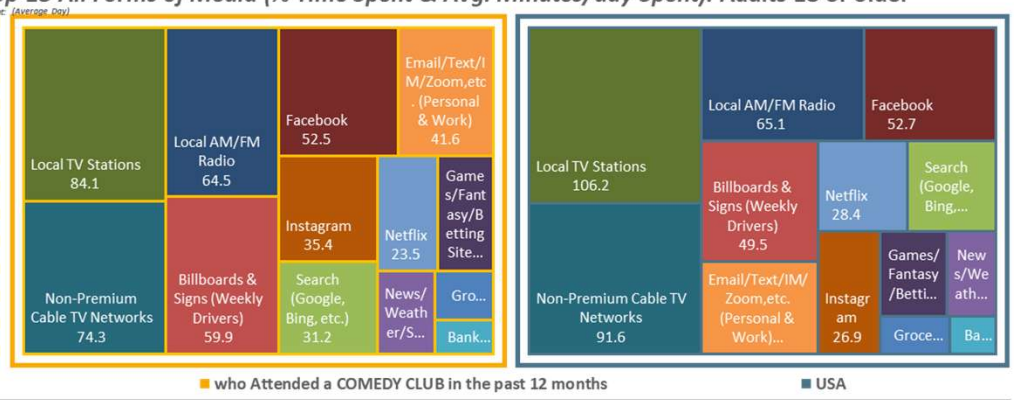


Adults 18 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 7 hours and 54 minutes each day with All Forms of Ad-Supported Media. 78.5% listen to Local AM/FM Radio for an avg. of 58.6 minutes/day. *(Local Radio delivers 9.7% of Time with Ad-Supported Media.)*

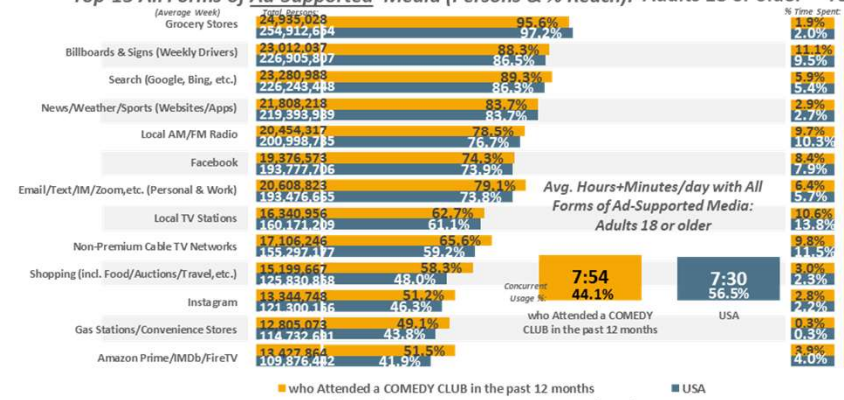
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



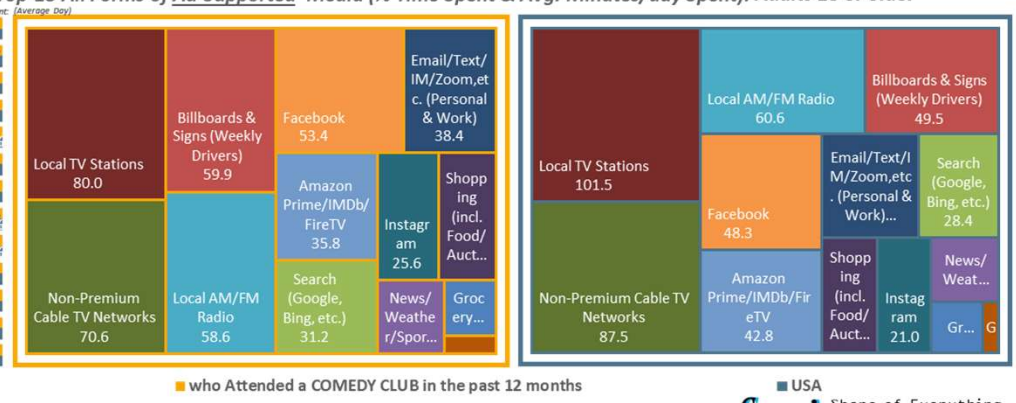
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,635

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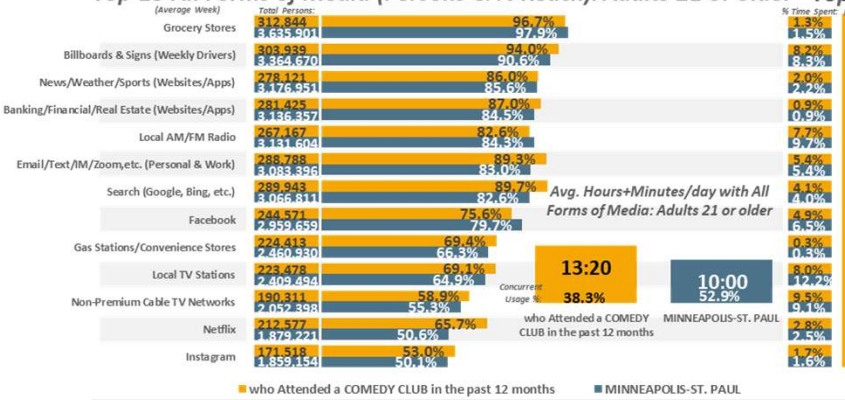
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

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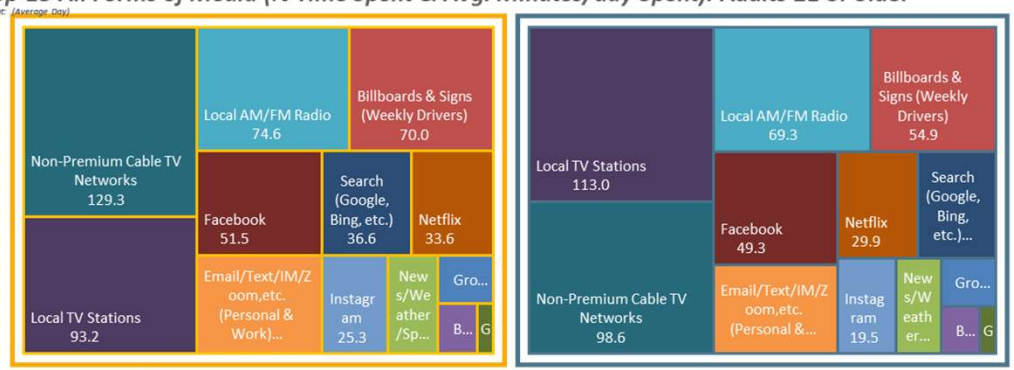
Events attended/places visited past 12 months: Comedy club

Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 9 hours and 44 minutes each day with All Forms of Ad-Supported Media. 77.5% listen to Local AM/FM Radio for an avg. of 64.2 minutes/day. *(Local Radio delivers 8.5% of Time with Ad-Supported Media.)*

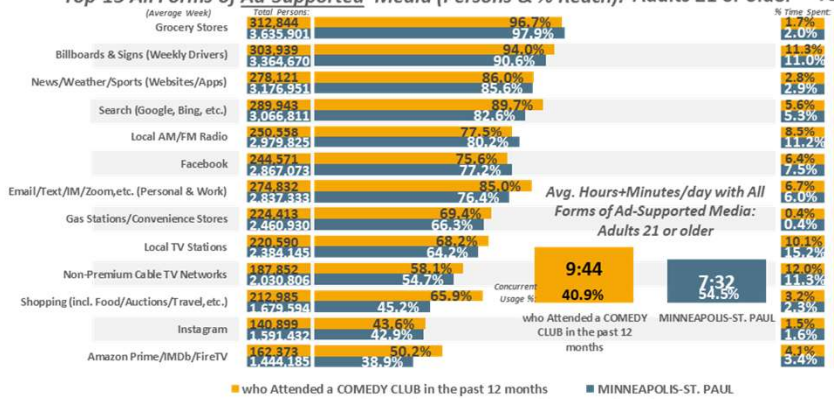
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



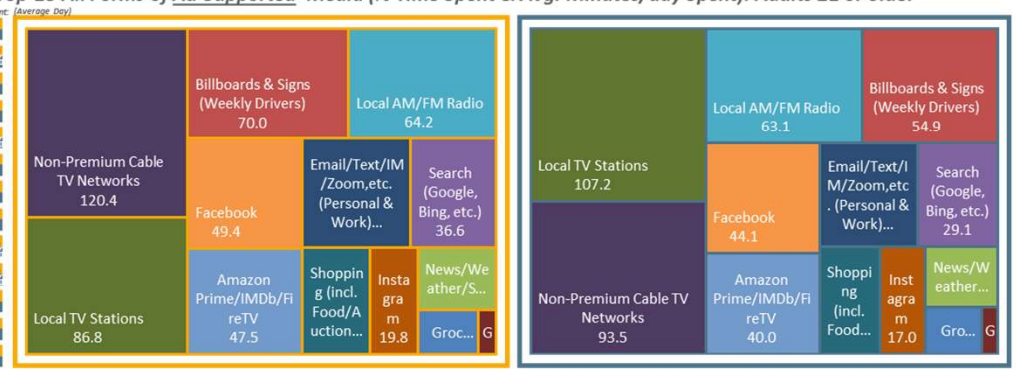
Top-13 All Forms of (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 173

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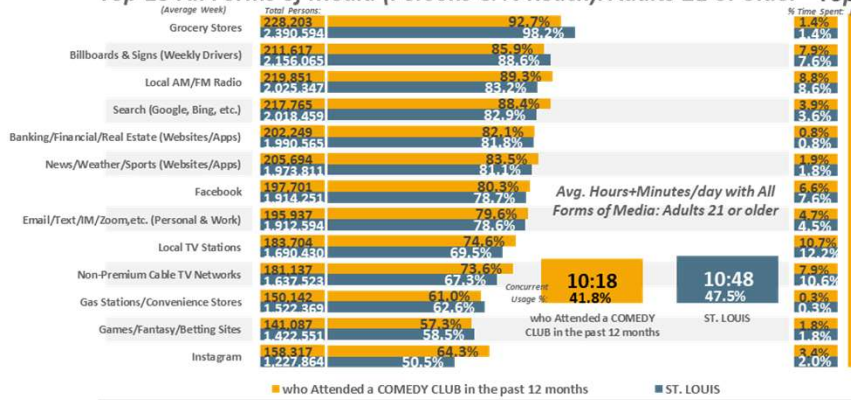
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Events attended/places visited past 12 months: Comedy club

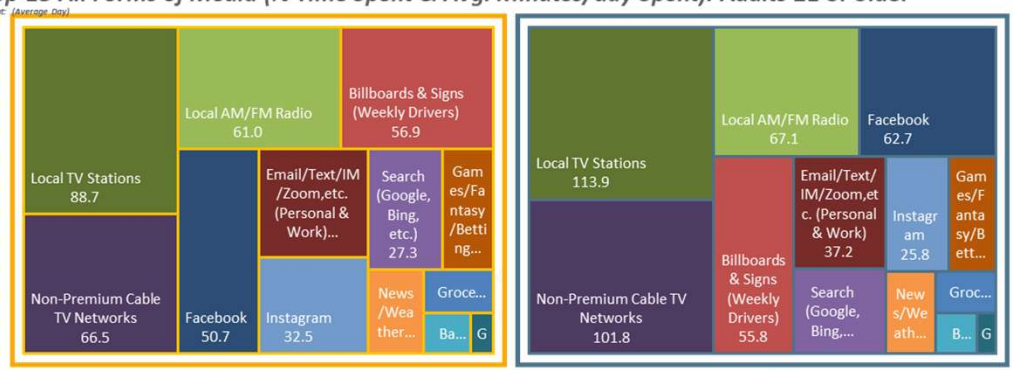
HELIUM COMEDY CLUB STL

Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 7 hours and 26 minutes each day with All Forms of Ad-Supported Media. 84.8% listen to Local AM/FM Radio for an avg. of 54.9 minutes/day. *(Local Radio delivers 10.4% of Time with Ad-Supported Media.)*

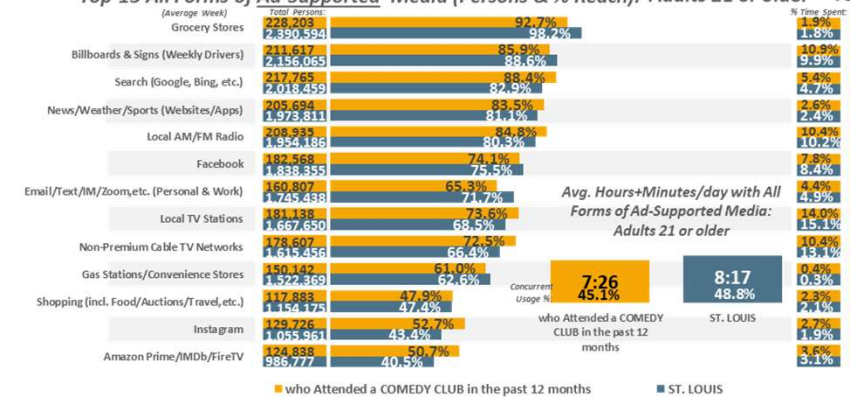
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



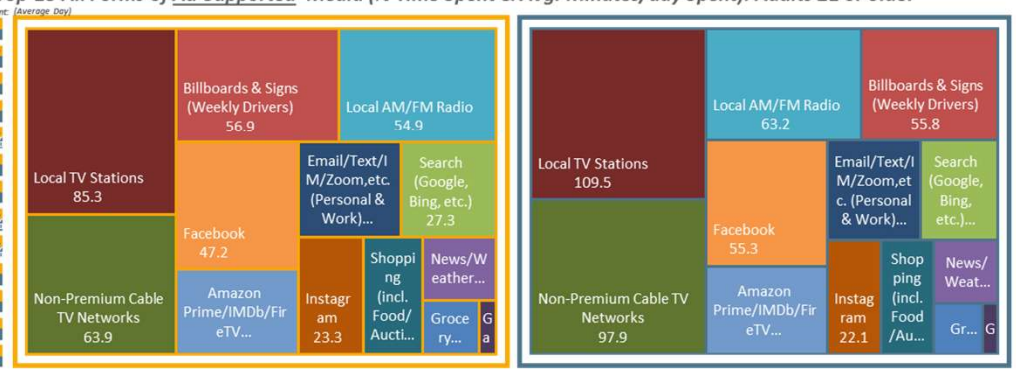
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 235

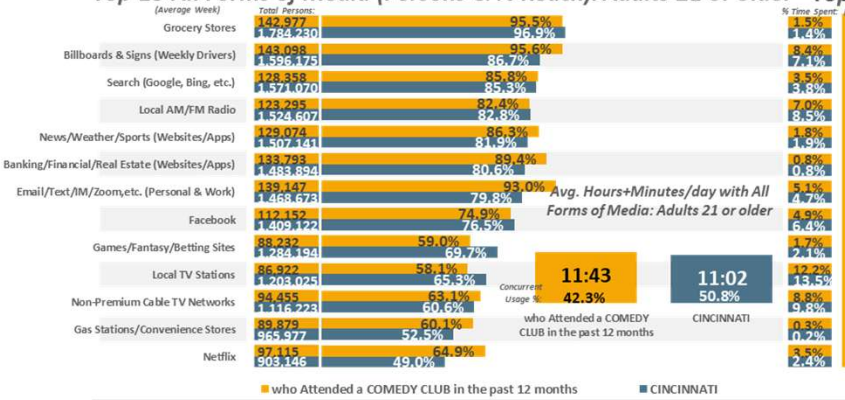
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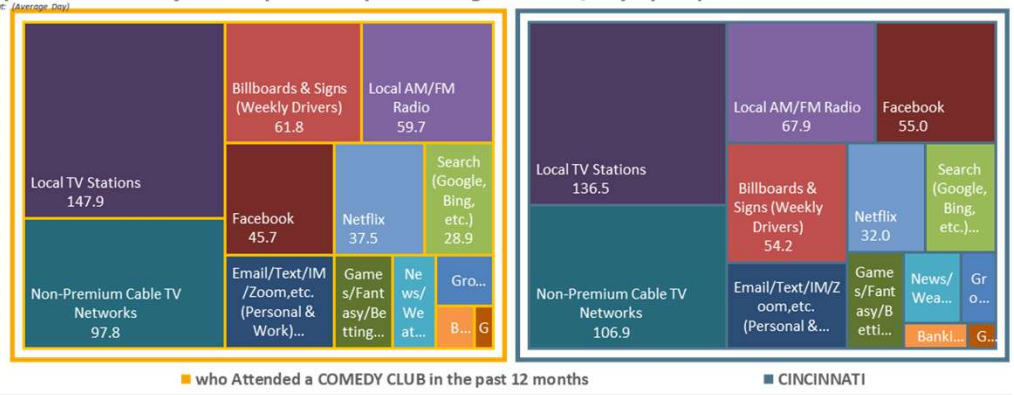
Events attended/places visited past 12 months: Comedy club

Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 8 hours and 55 minutes each day with All Forms of Ad-Supported Media. 80.8% listen to Local AM/FM Radio for an avg. of 57.2 minutes/day. *(Local Radio delivers 8.6% of Time with Ad-Supported Media.)*

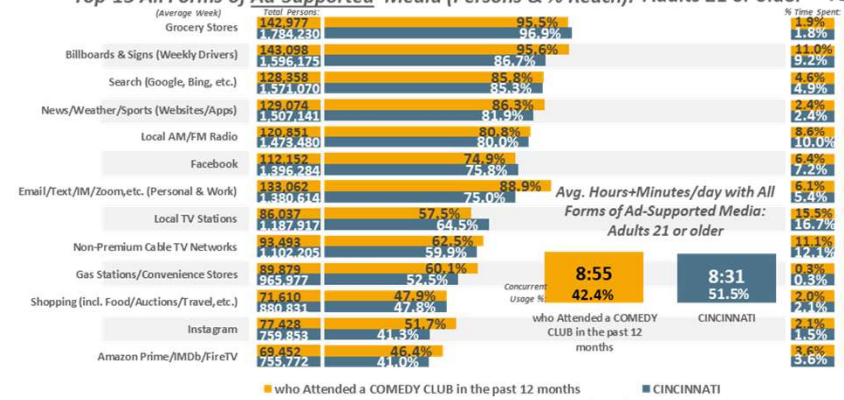
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



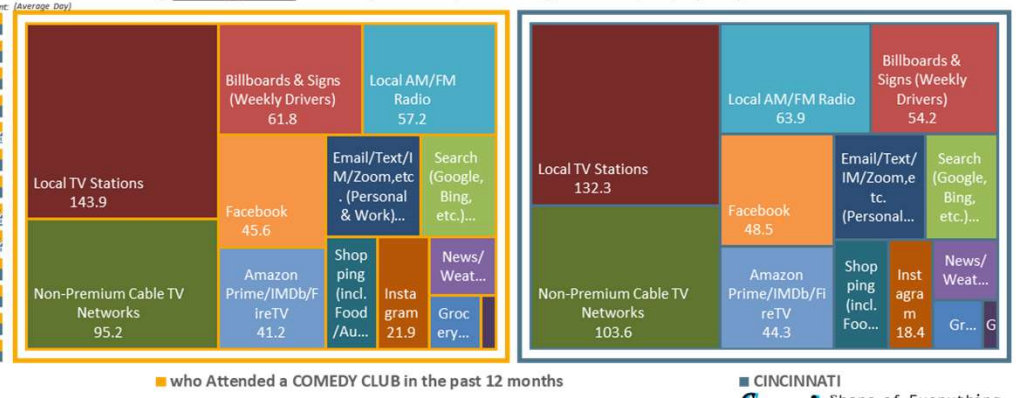
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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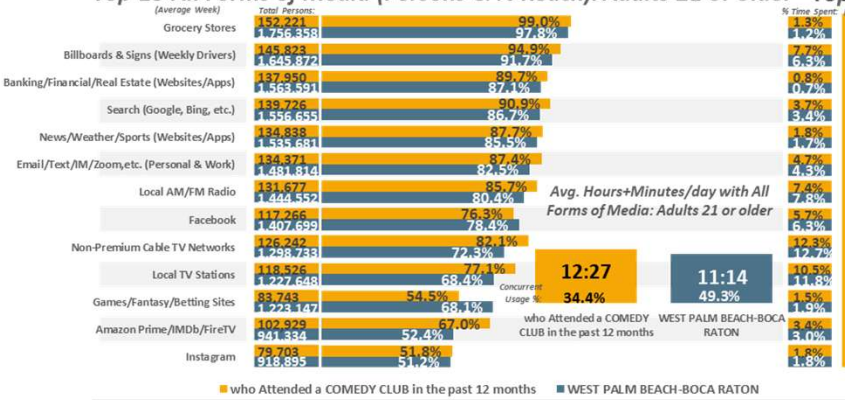
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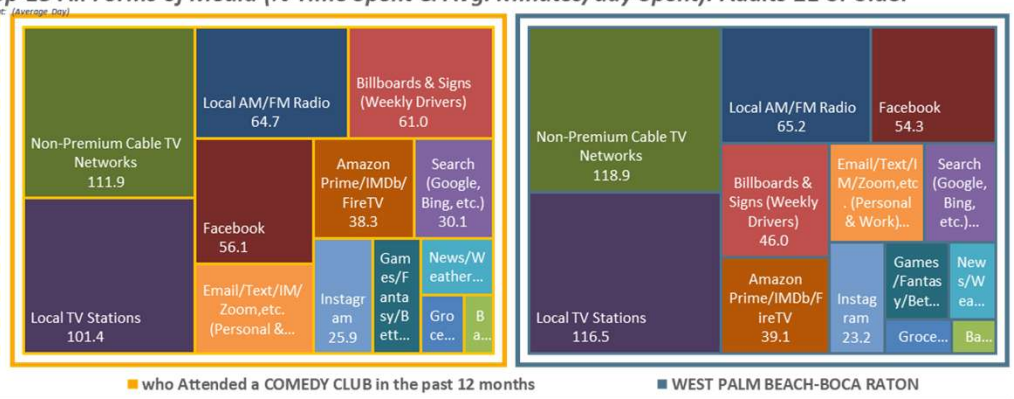
Events attended/places visited past 12 months: Comedy club

Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 9 hours and 54 minutes each day with All Forms of Ad-Supported Media. 84.4% listen to Local AM/FM Radio for an avg. of 63.6 minutes/day. *(Local Radio delivers 9.% of Time with Ad-Supported Media.)*

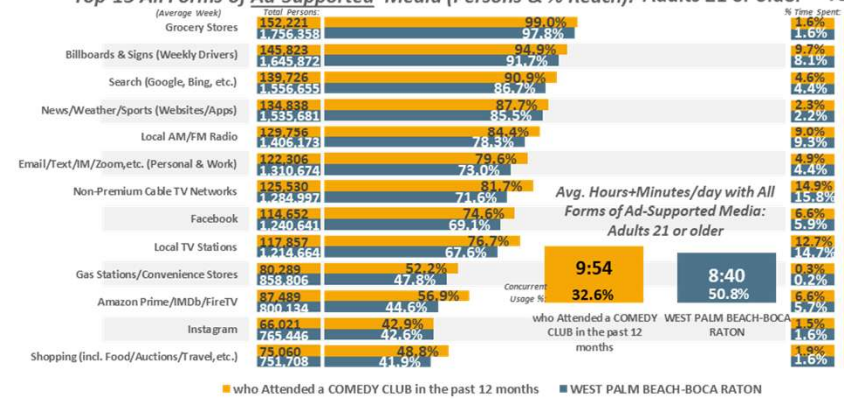
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



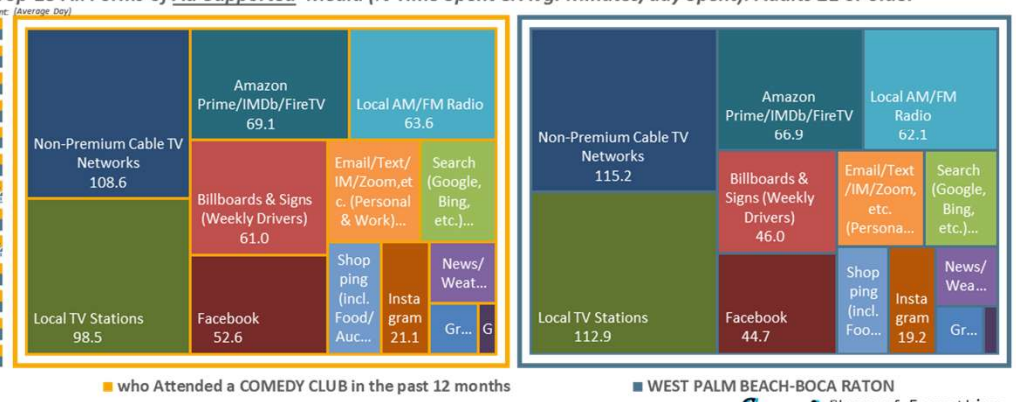
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WEST PALM BEACH-BOCA RATON DMA

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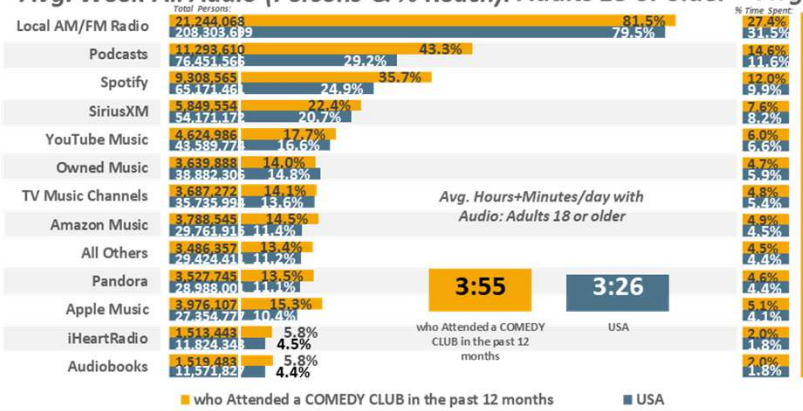
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Events attended/places visited past 12 months: Comedy club

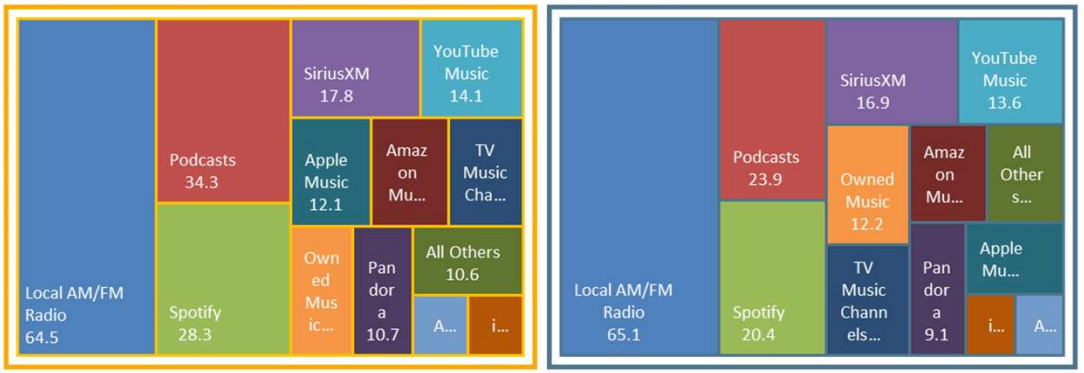


20,454,317 or 78.5% of Adults 18 or older who Attended a COMEDY CLUB in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 58.6 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.

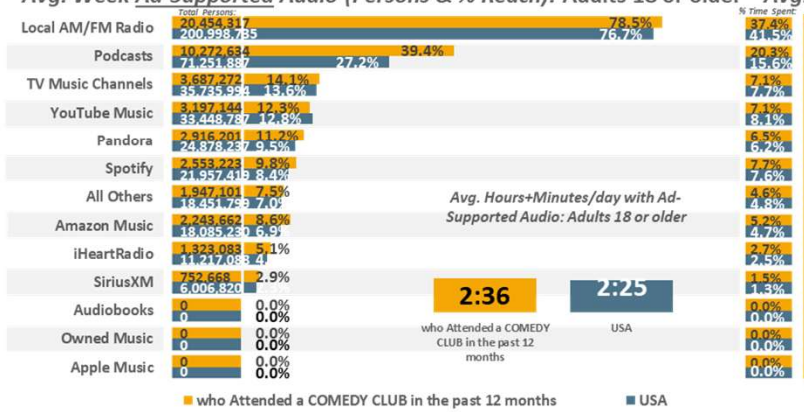
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



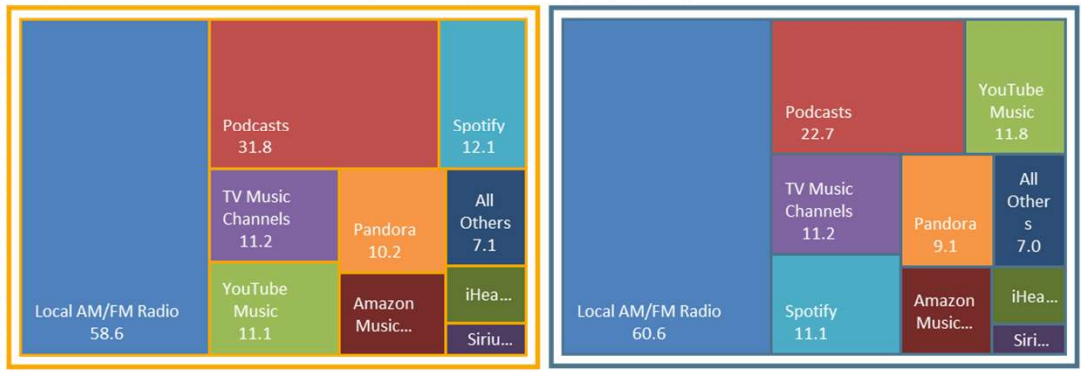
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA *USA Projection* *Scarborough R2 2025: Sep24-Aug25* *Qual Intab* *2,635*

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Scarborough R2 2025: Sep24-Aug25 *USA Projection*

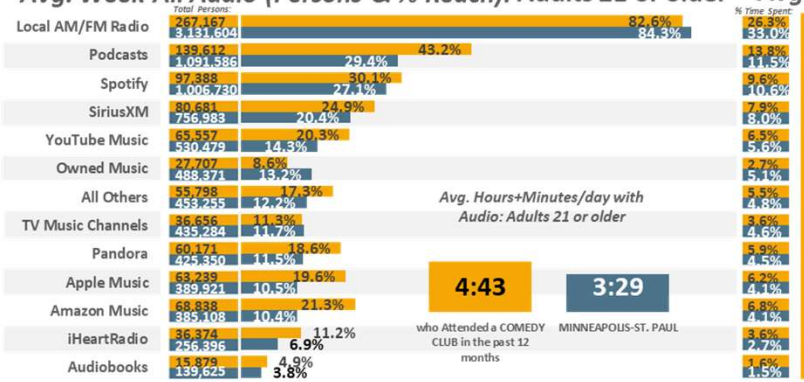
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Events attended/places visited past 12 months: Comedy club

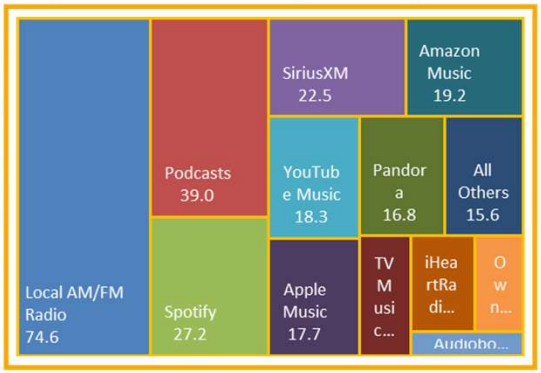


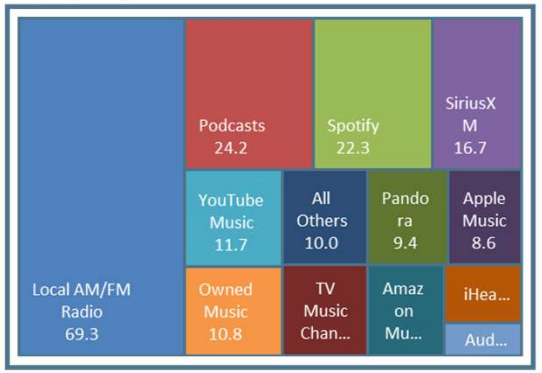
250,558 or 77.5% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 64.2 minutes every day representing 33.% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 21 or older

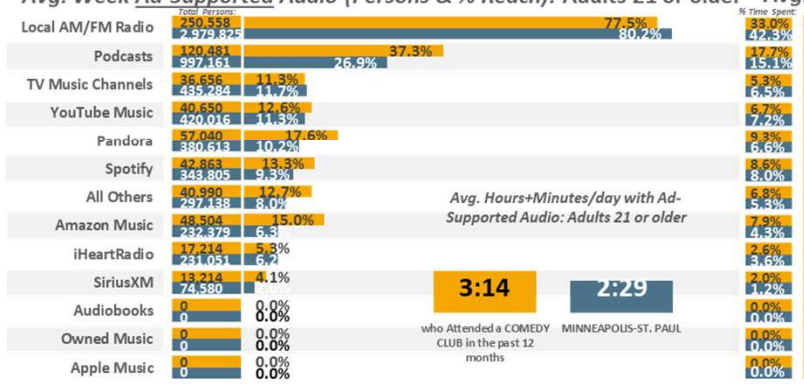


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

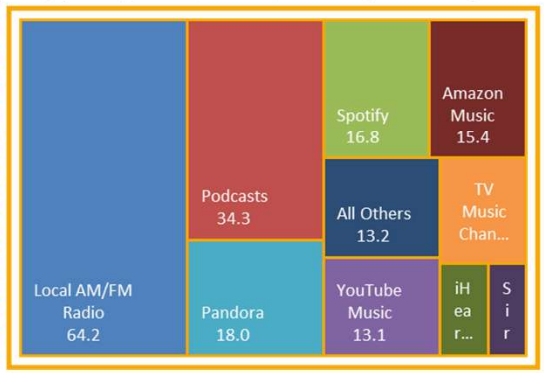


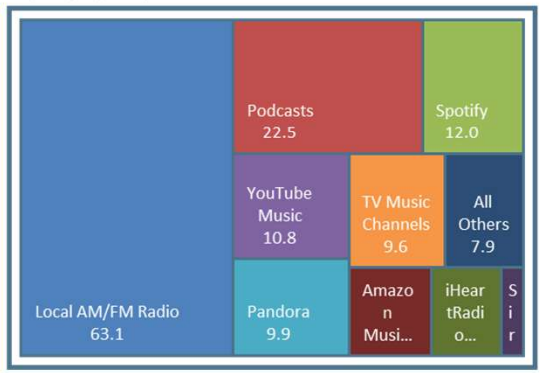


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 173

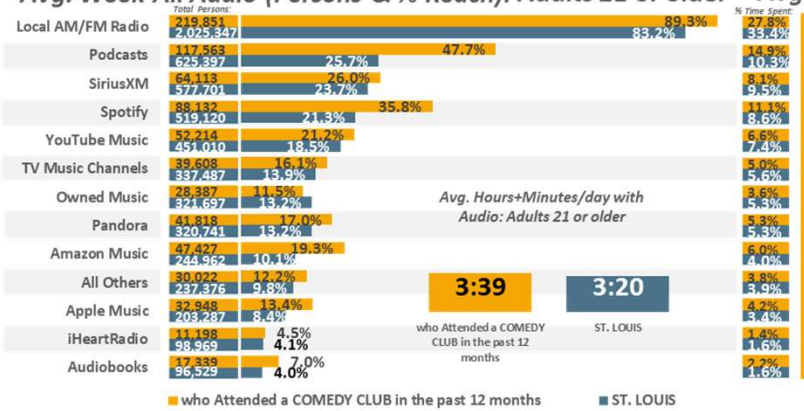
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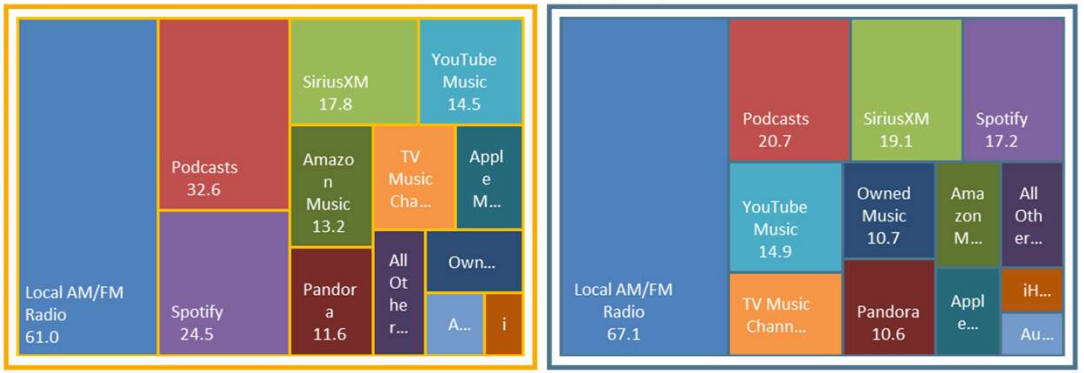
Events attended/places visited past 12 months: Comedy club

208,935 or 84.8% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 54.9 minutes every day representing 36.3% of all time spent daily with Ad-Supported Audio.

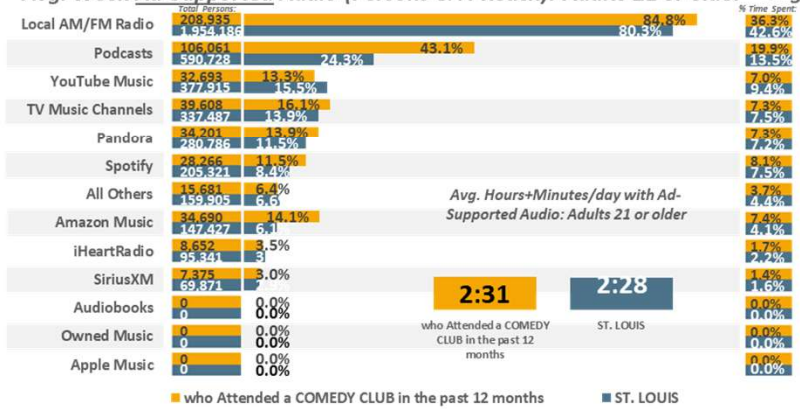
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



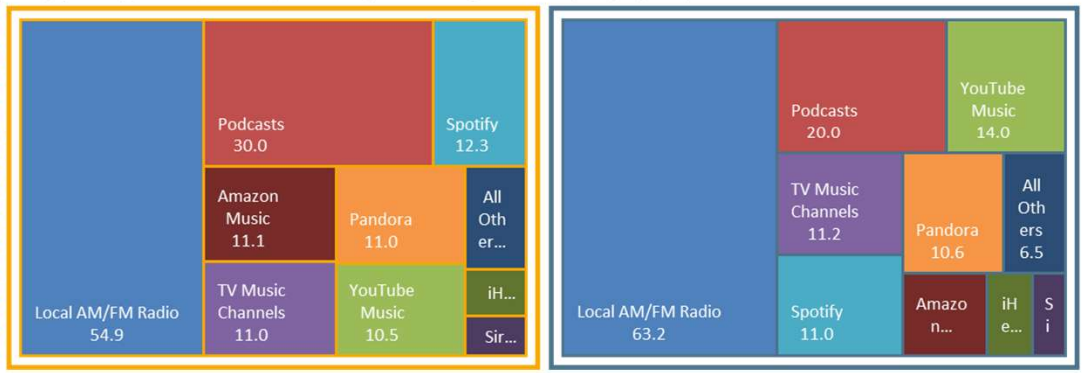
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 235

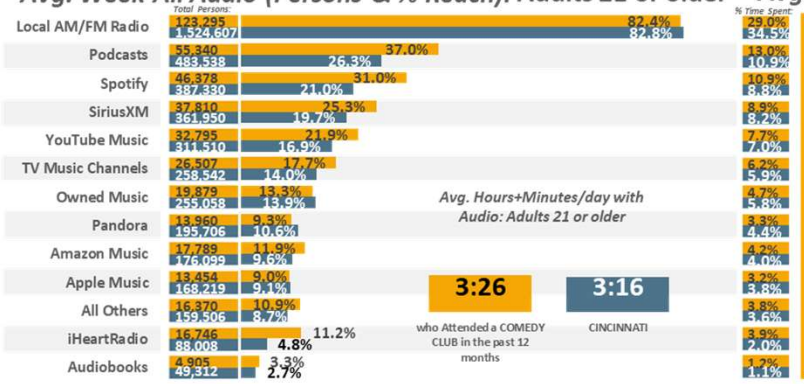
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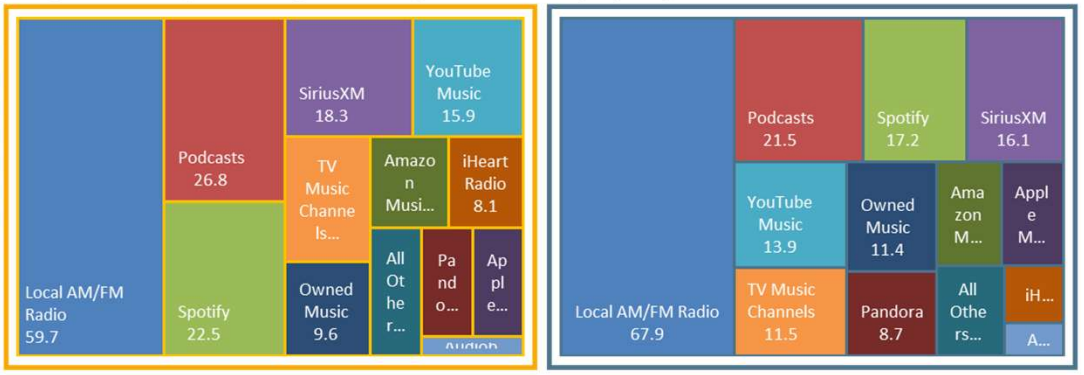
Events attended/places visited past 12 months: Comedy club

120,851 or 80.8% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 57.2 minutes every day representing 40.3% of all time spent daily with Ad-Supported Audio.

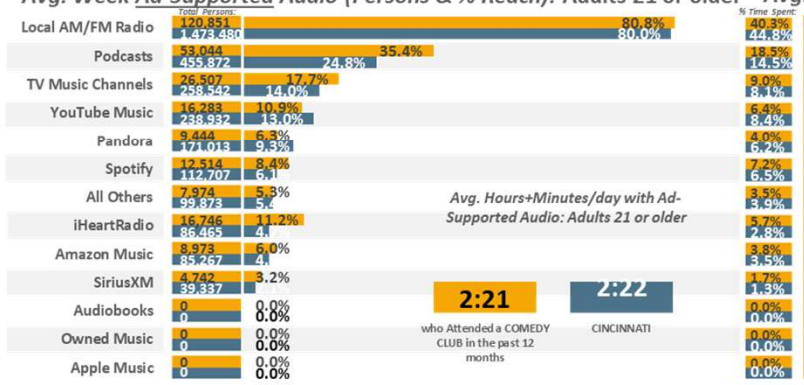
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



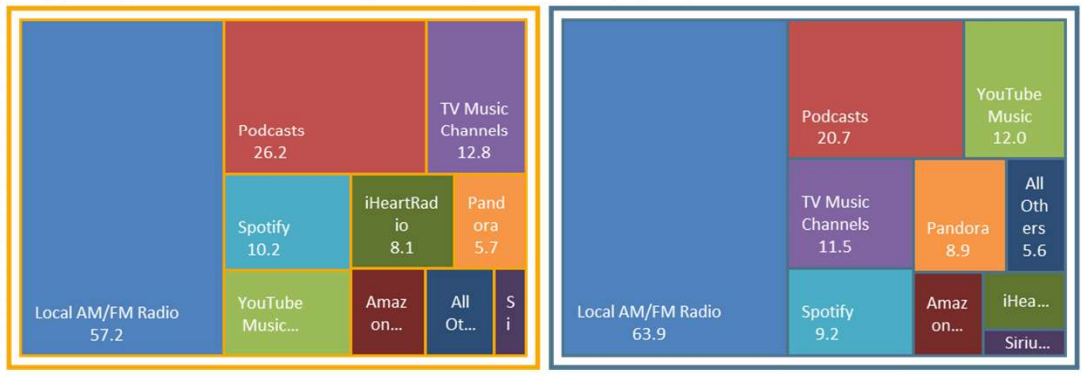
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 179

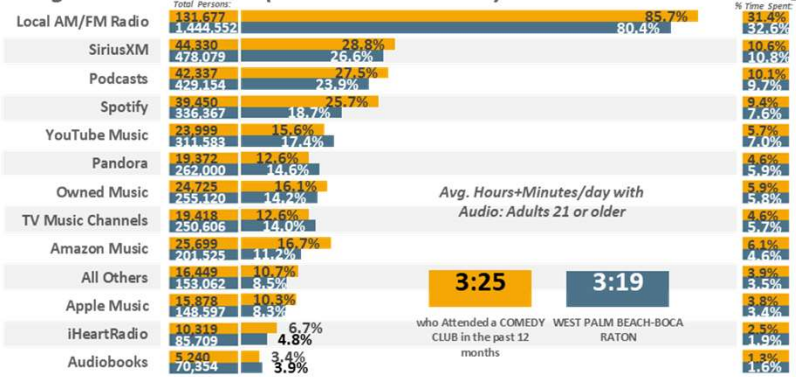
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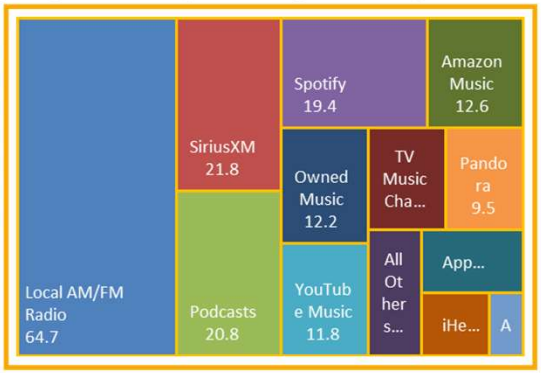
Events attended/places visited past 12 months: Comedy club

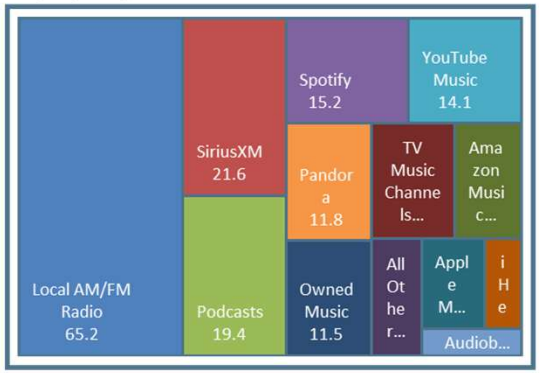
129,756 or 84.4% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 63.6 minutes every day representing 43.5% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 21 or older

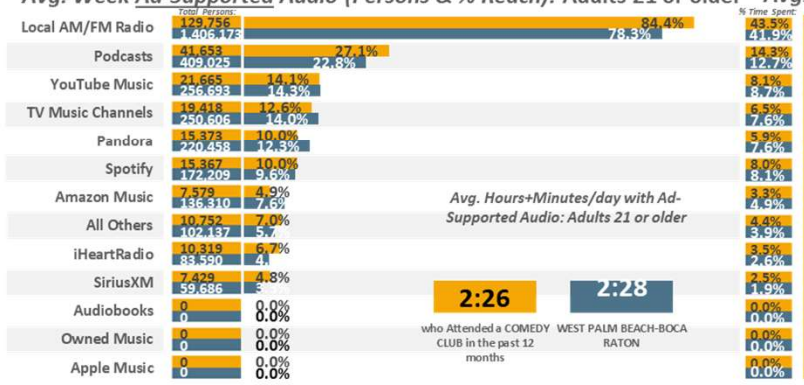


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

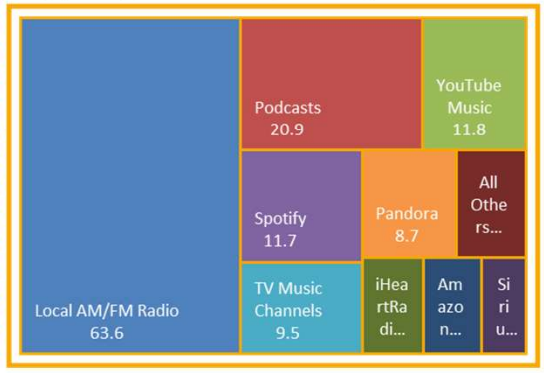


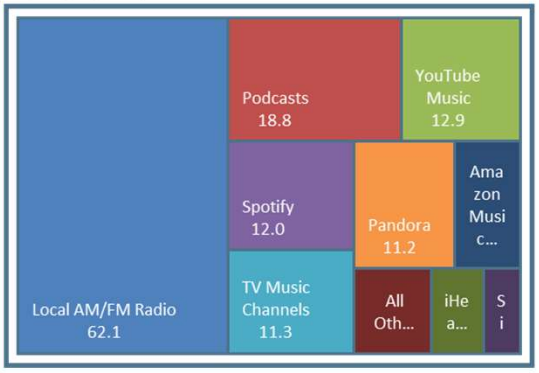


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 237

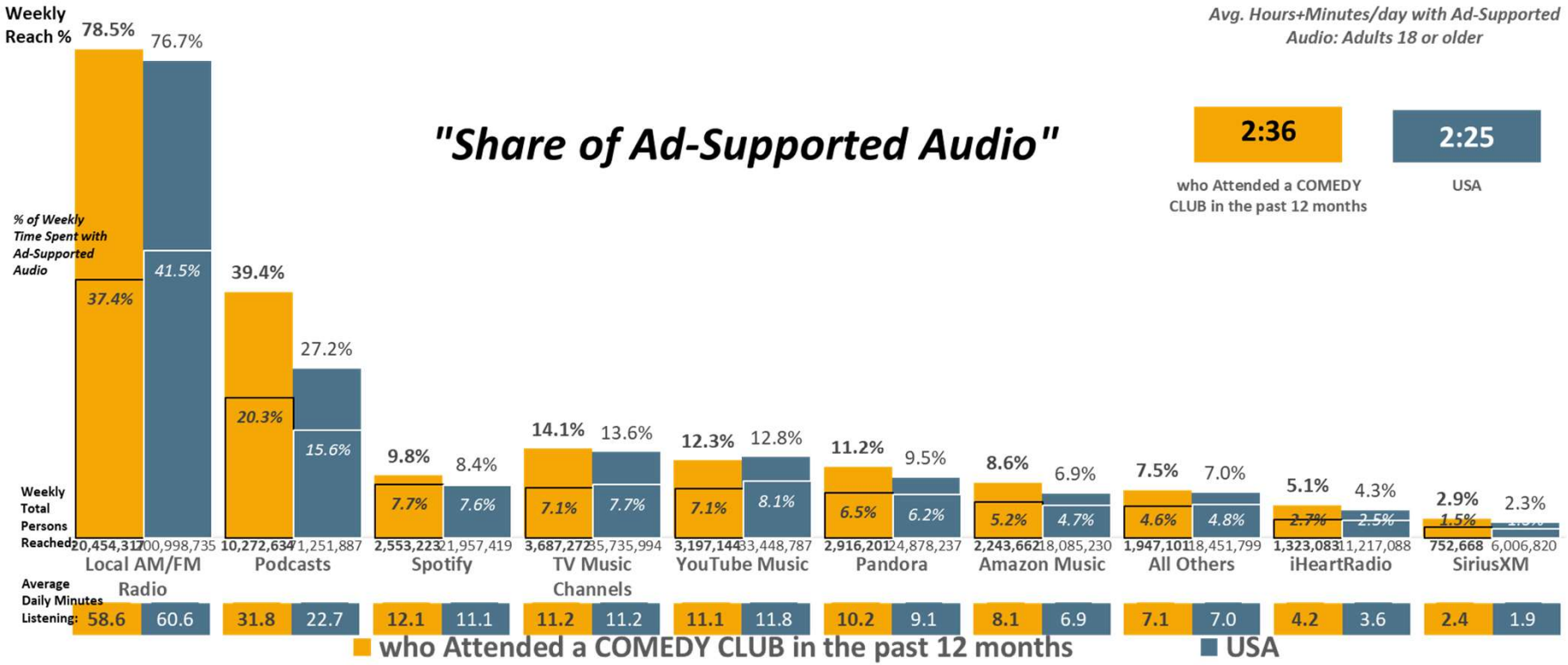
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Events attended/places visited past 12 months: Comedy club



20,454,317 or 78.5% of Adults 18 or older who Attended a COMEDY CLUB in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 58.6 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,635

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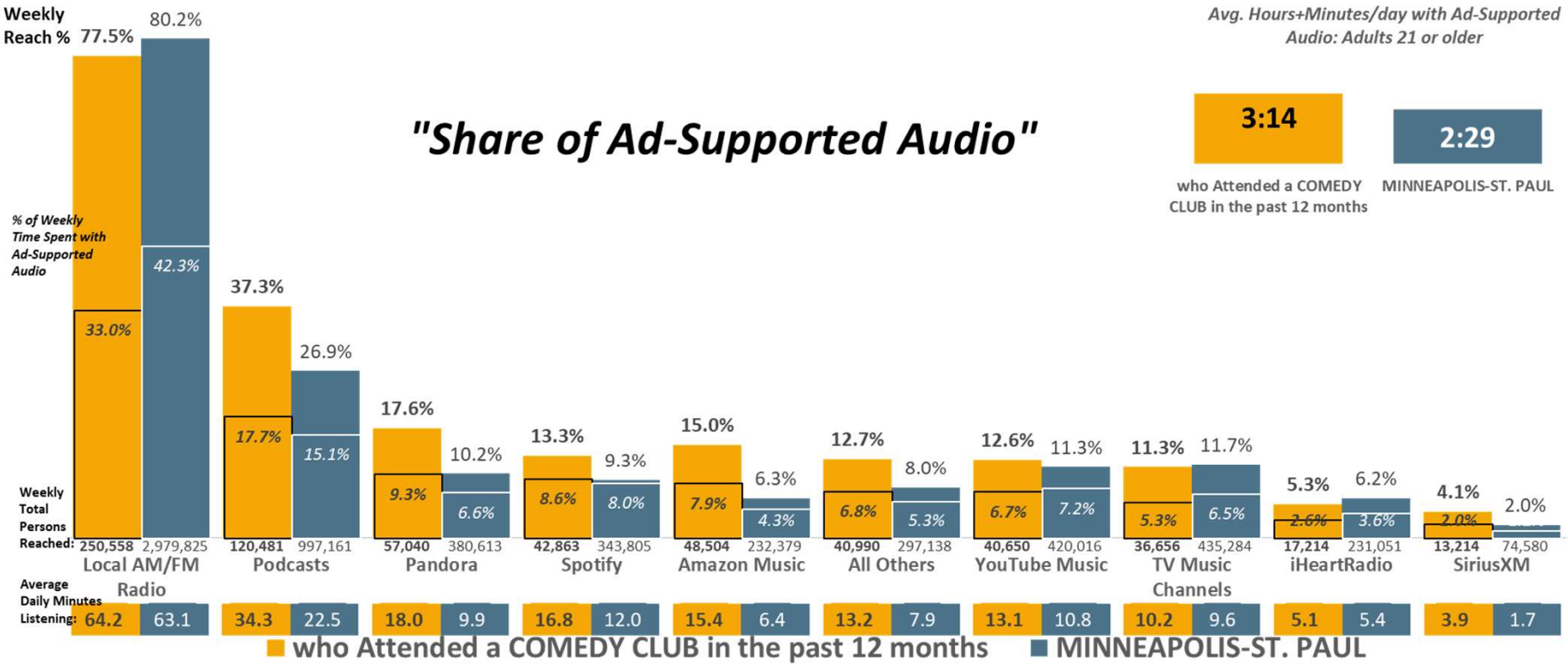
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

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Events attended/places visited past 12 months: Comedy club



250,558 or 77.5% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 64.2 minutes every day representing 33.% of all time spent daily with Ad-Supported Audio.



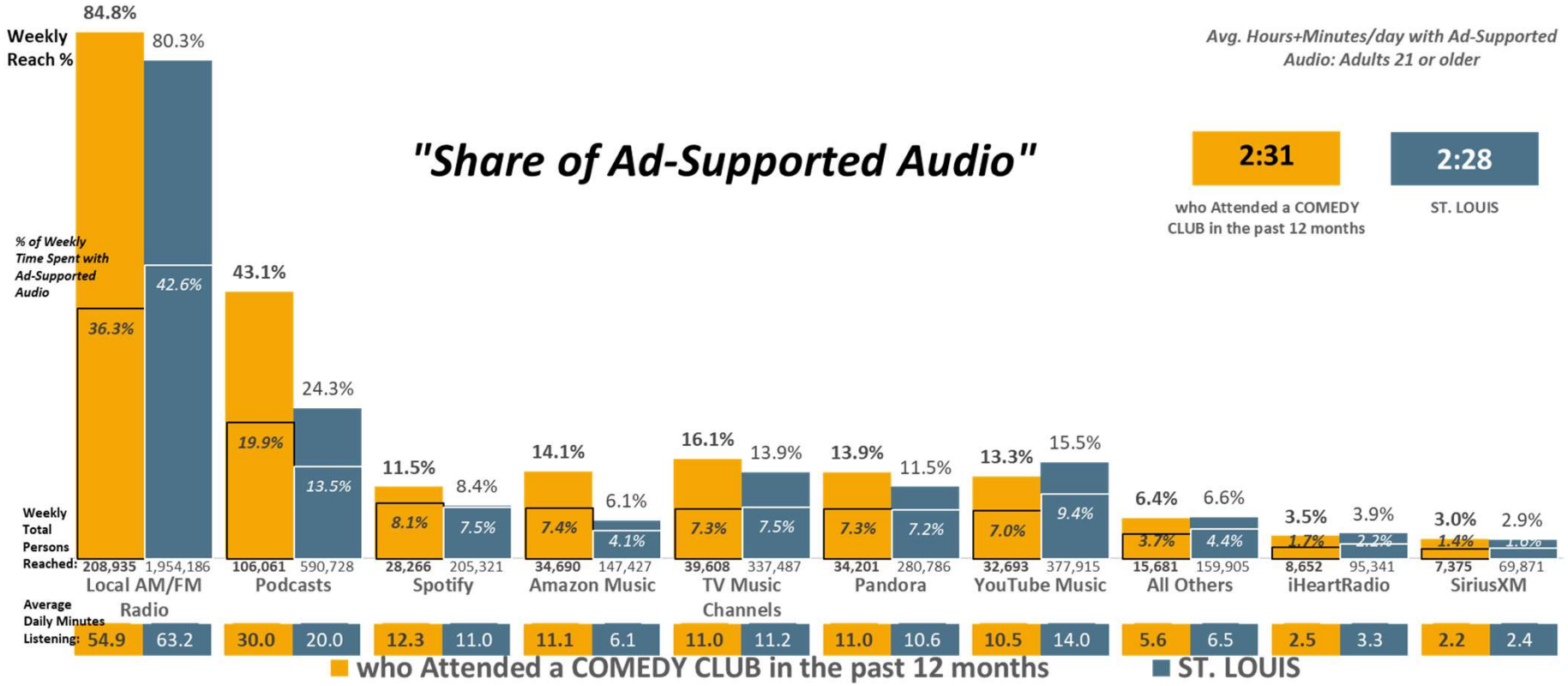
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 173 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,024

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Events attended/places visited past 12 months: Comedy club

208,935 or 84.8% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 54.9 minutes every day representing 36.3% of all time spent daily with Ad-Supported Audio.



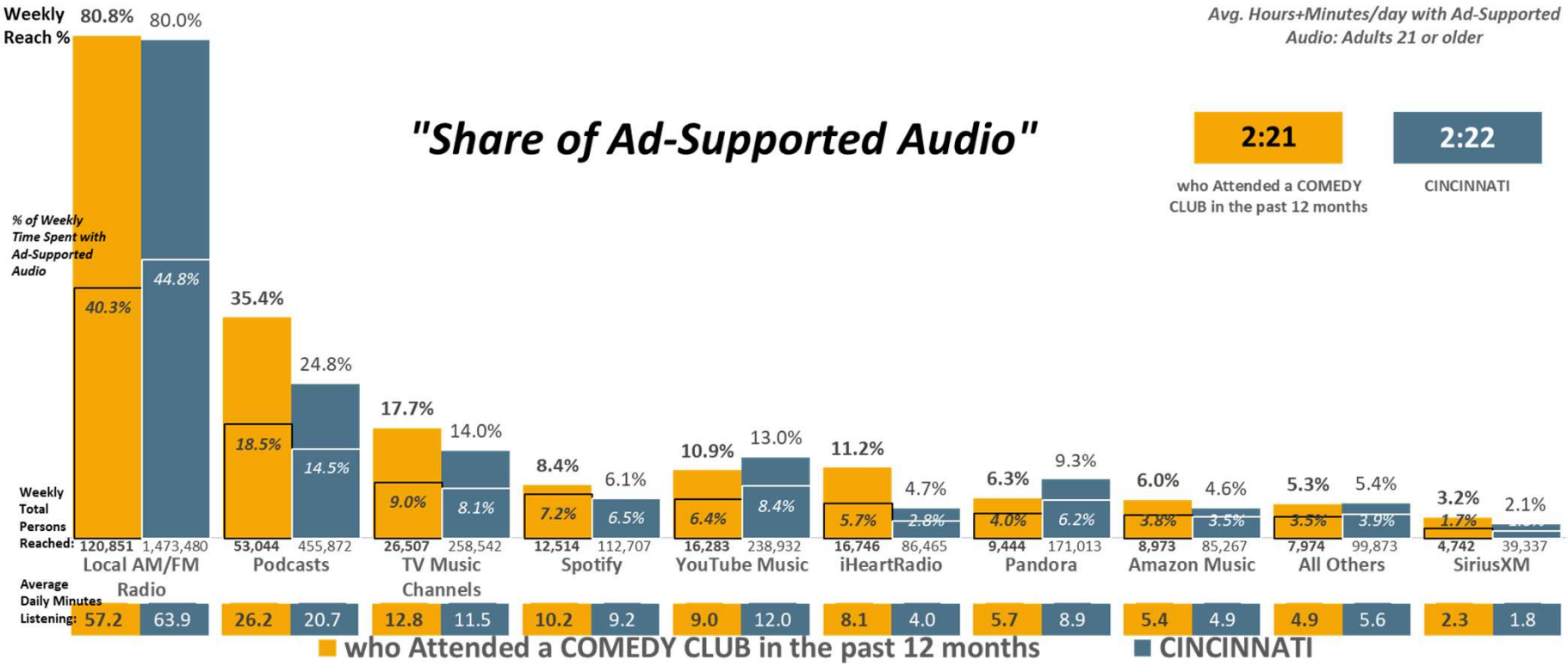
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 235 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,051

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Events attended/places visited past 12 months: Comedy club

120,851 or 80.8% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 57.2 minutes every day representing 40.3% of all time spent daily with Ad-Supported Audio.



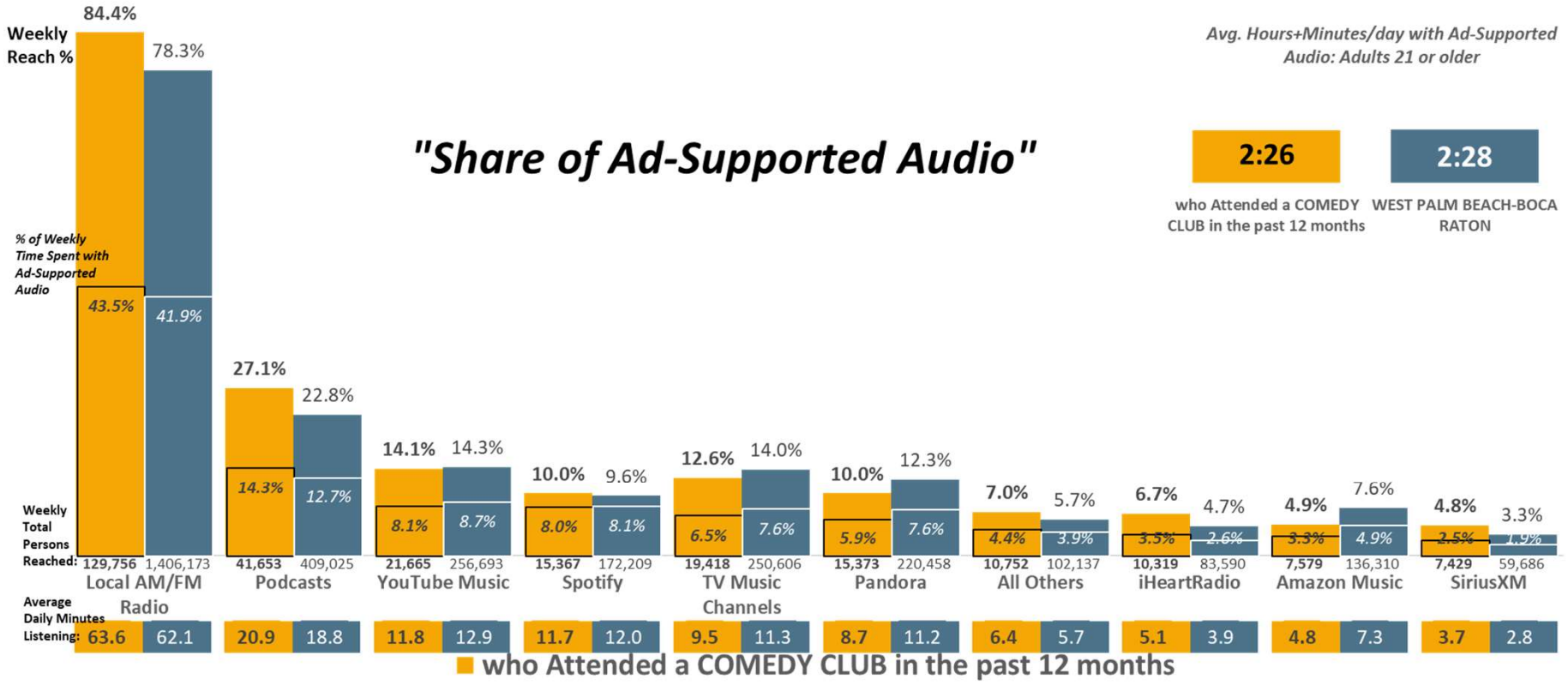
CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 179 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,977

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Events attended/places visited past 12 months: Comedy club

129,756 or 84.4% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months listen to Ad-Supported Local AM/FM Radio for an average of 63.6 minutes every day representing 43.5% of all time spent daily with Ad-Supported Audio.



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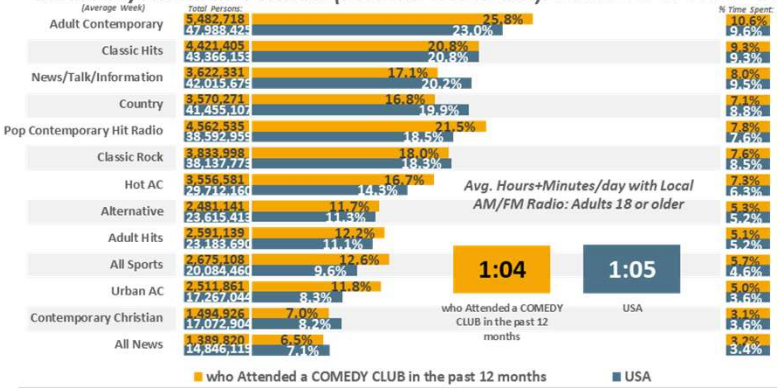
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Events attended/places visited past 12 months: Comedy club

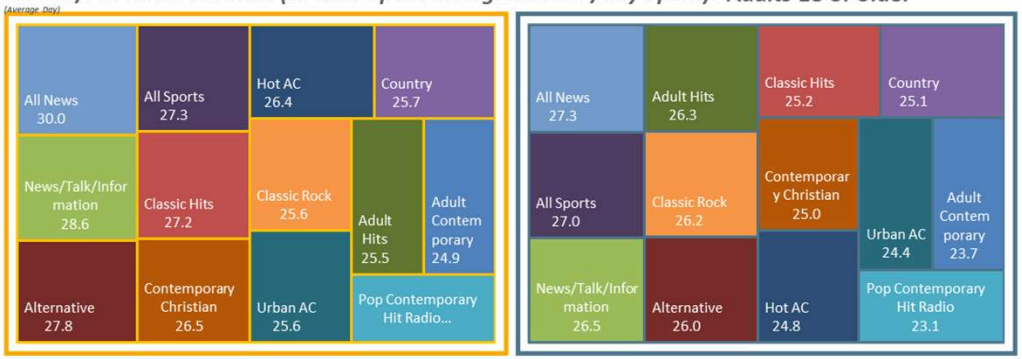


20,454,317 or 78.5% of Adults 18 or older who Attended a COMEDY CLUB in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Classic Rock, and Country.

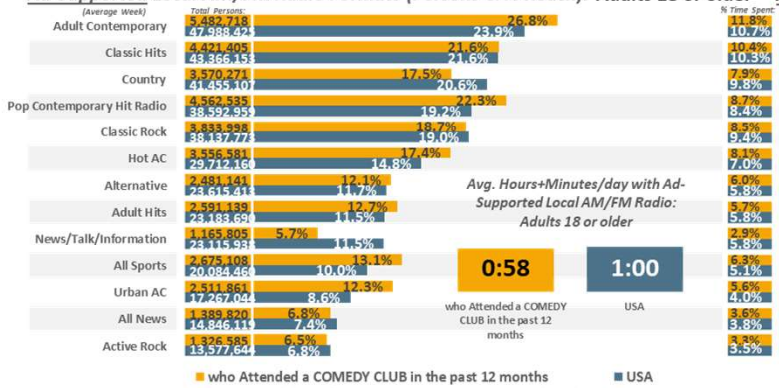
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



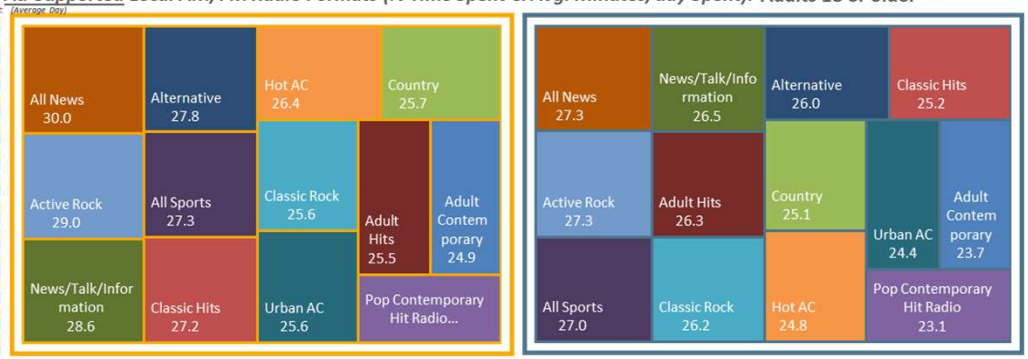
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA *USA Projection* *Scarborough R2 2025: Sep24-Aug25* *Qual Intab* *2,635*

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USA Projection *Scarborough R2 2025: Sep24-Aug25* *Qual Intab* *24,802*

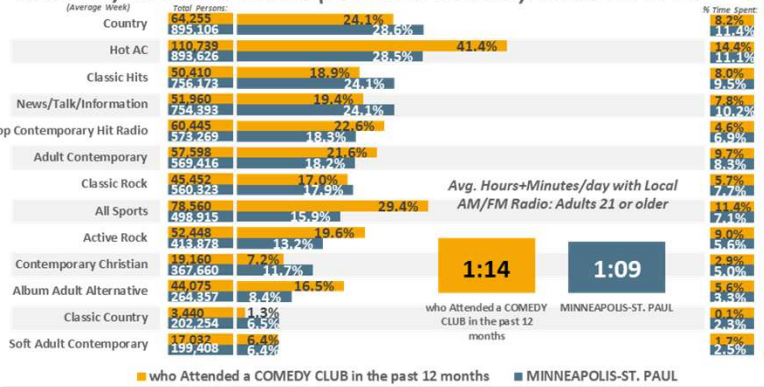
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Events attended/places visited past 12 months: Comedy club

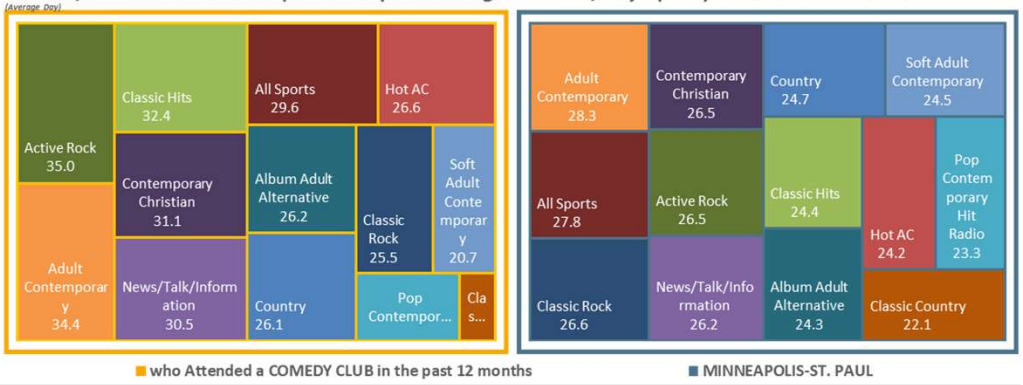


250,558 or 77.5% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, All Sports, Country, Pop Contemporary Hit Radio, and Adult Contemporary.

Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



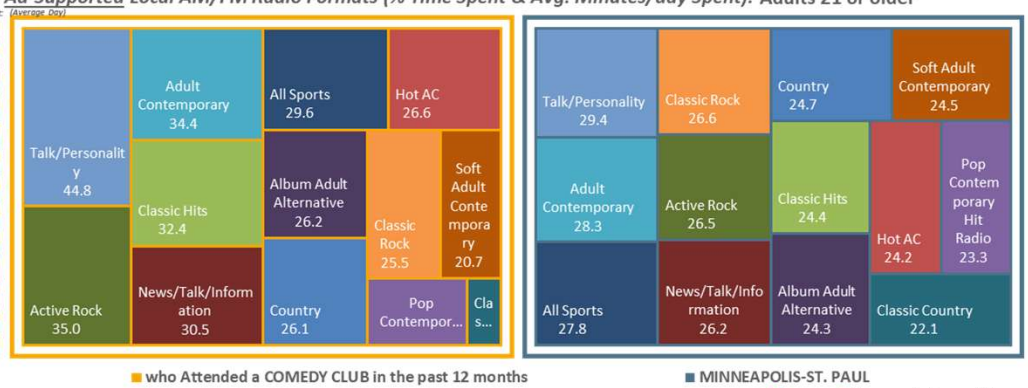
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 173

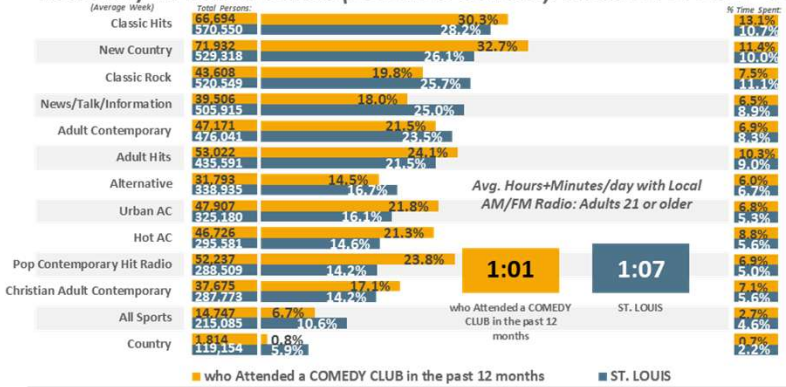
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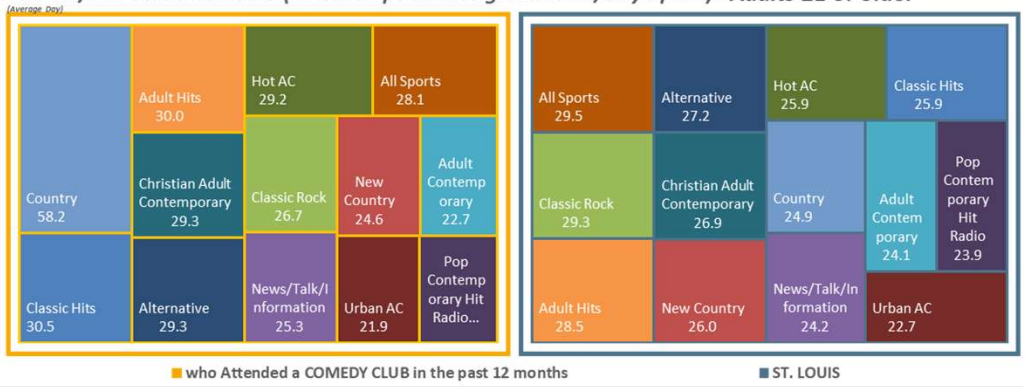
Events attended/places visited past 12 months: Comedy club

208,935 or 84.8% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are New Country, Classic Hits, Adult Hits, Pop Contemporary Hit Radio, and Urban AC.

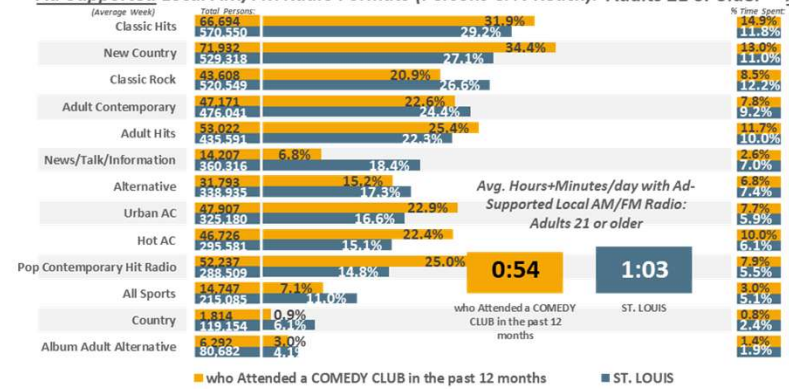
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



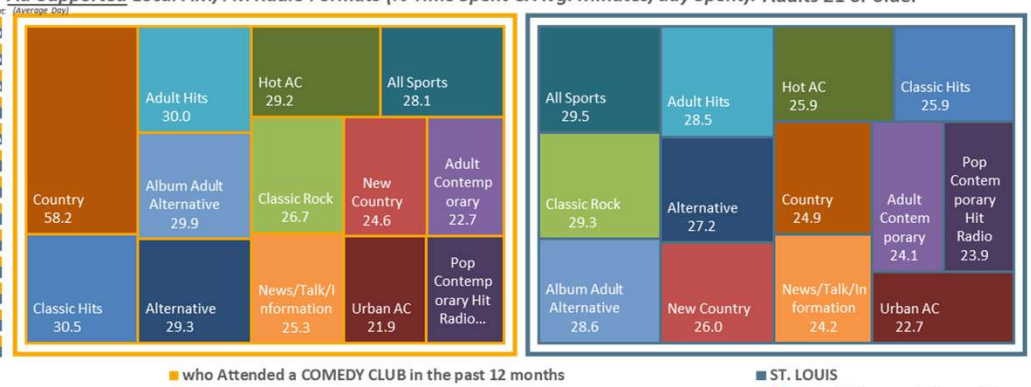
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 235

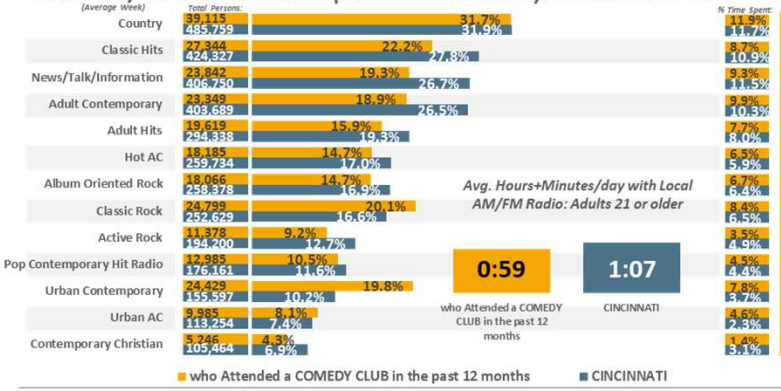
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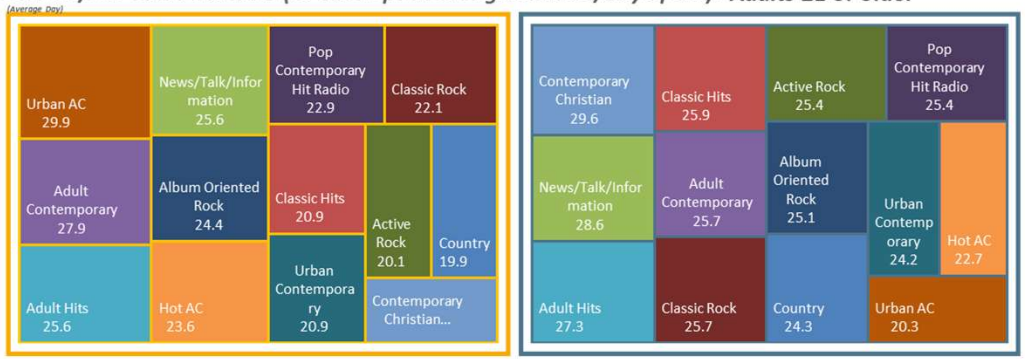
Events attended/places visited past 12 months: Comedy club

120,851 or 80.8% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Classic Rock, Urban Contemporary, and Adult Contemporary.

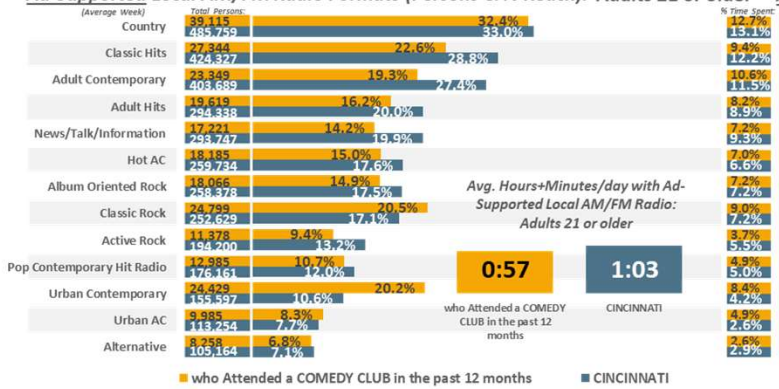
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



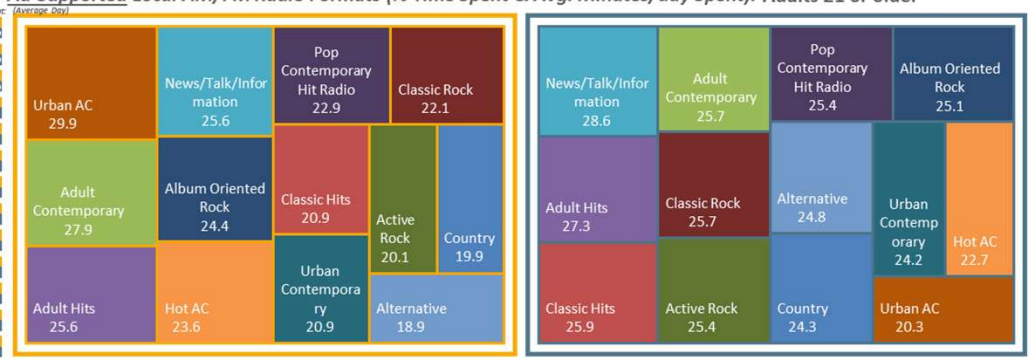
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 179

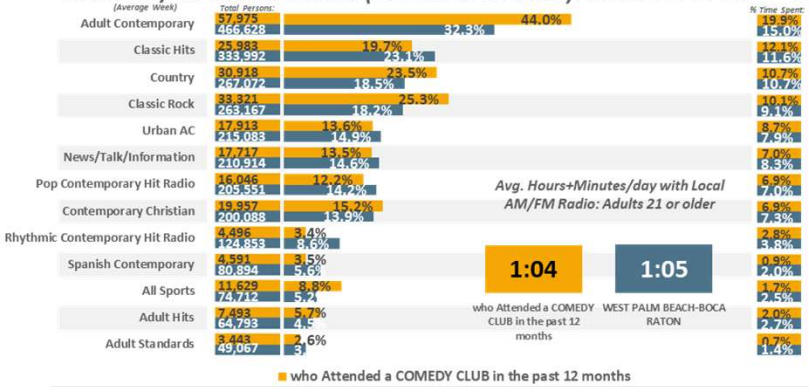
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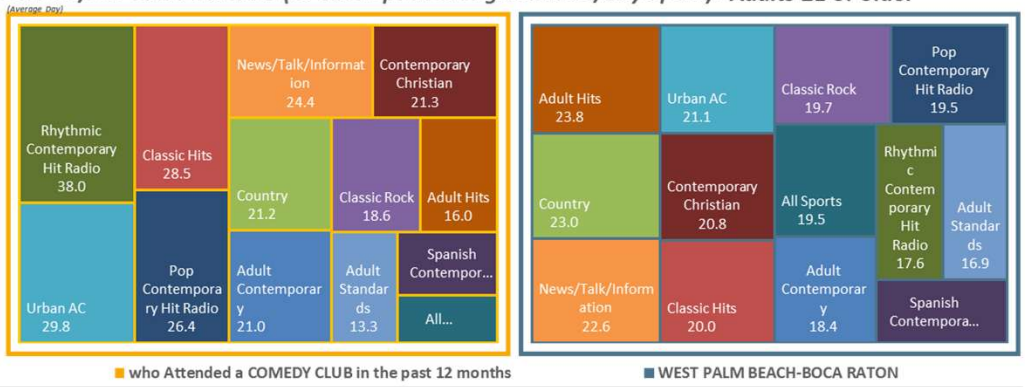
Events attended/places visited past 12 months: Comedy club

129,756 or 84.4% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Country, Classic Hits, and Urban AC.

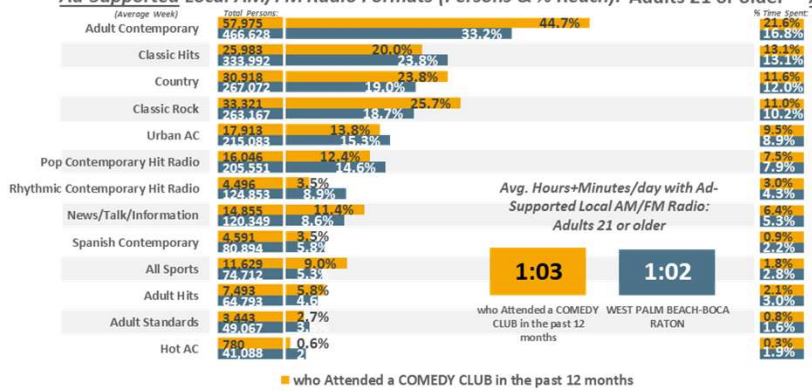
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



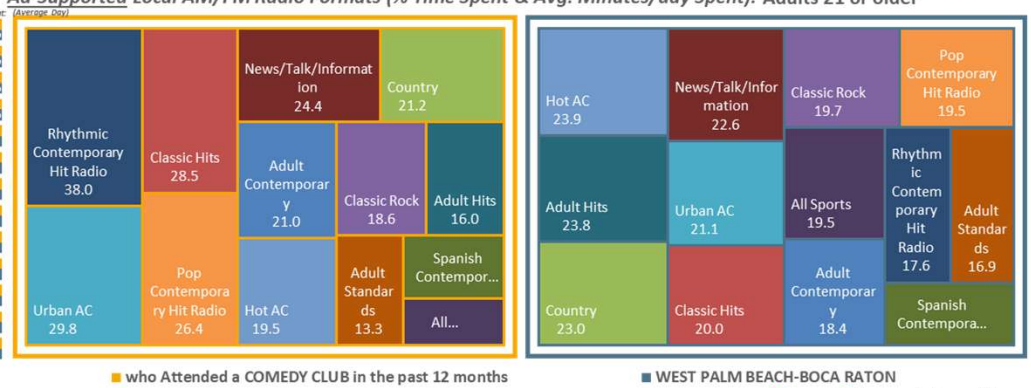
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 237

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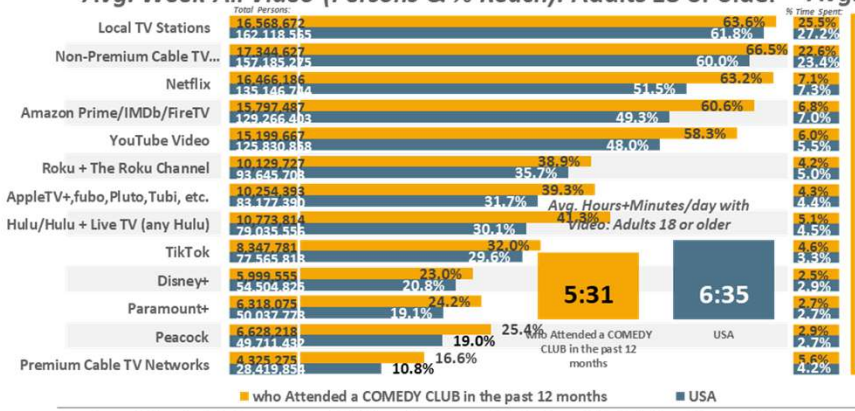
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Events attended/places visited past 12 months: Comedy club

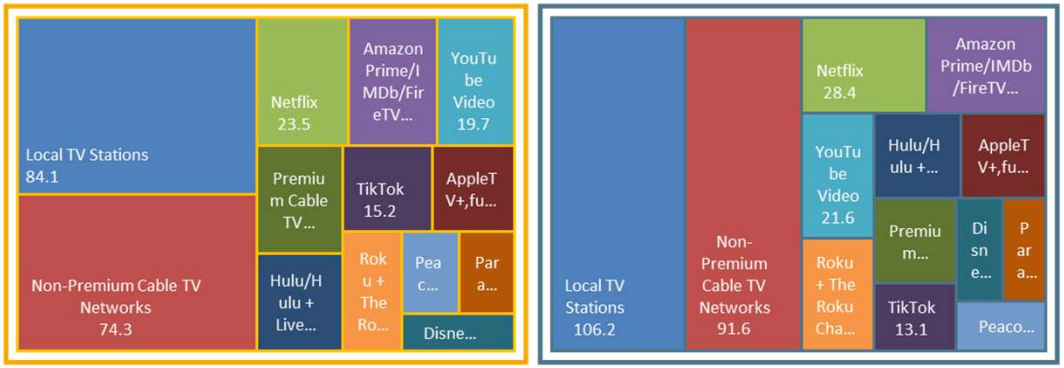


16,340,956 or 62.7% of Adults 18 or older who Attended a COMEDY CLUB in the past 12 months watch Ad-Supported Local TV Stations for an average of 80. minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.

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

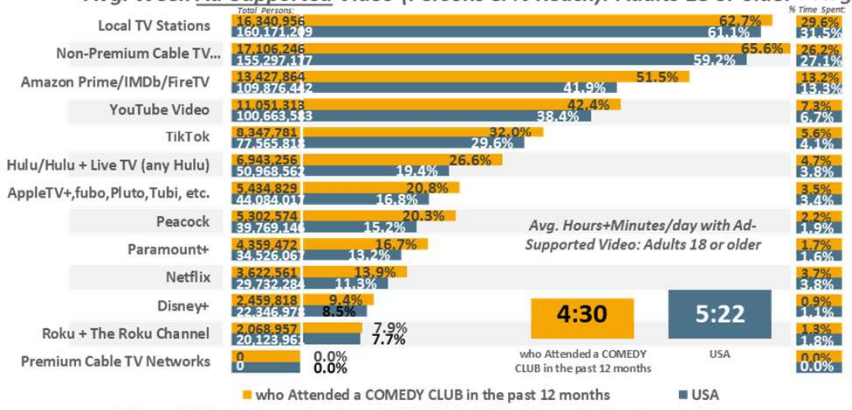


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

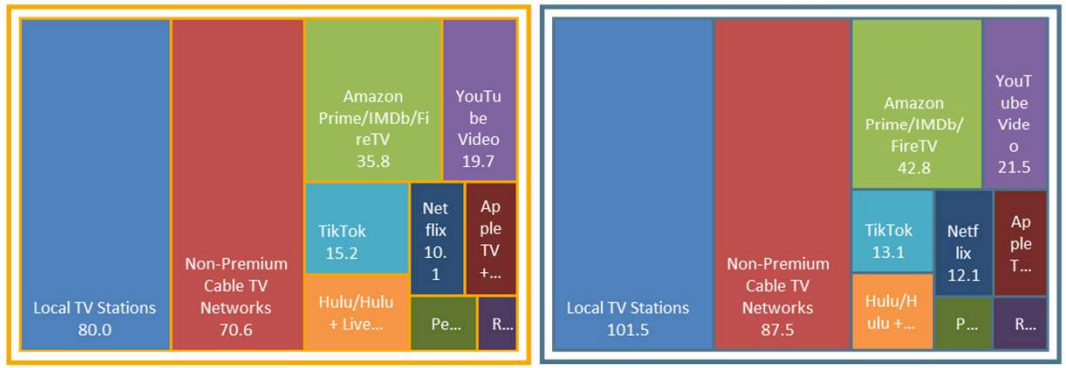


who Attended a COMEDY CLUB in the past 12 months ■ USA

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



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



who Attended a COMEDY CLUB in the past 12 months ■ USA

USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,635

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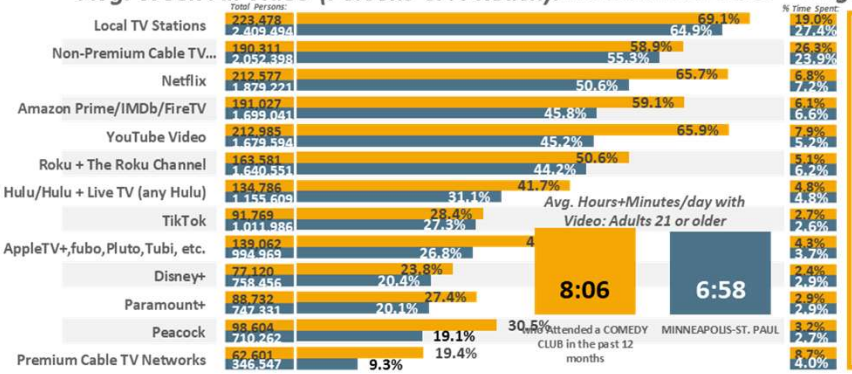
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

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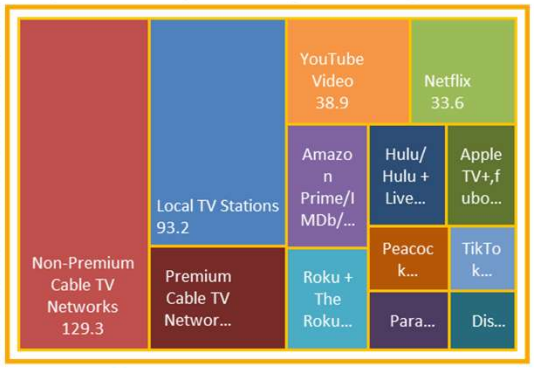
Events attended/places visited past 12 months: Comedy club

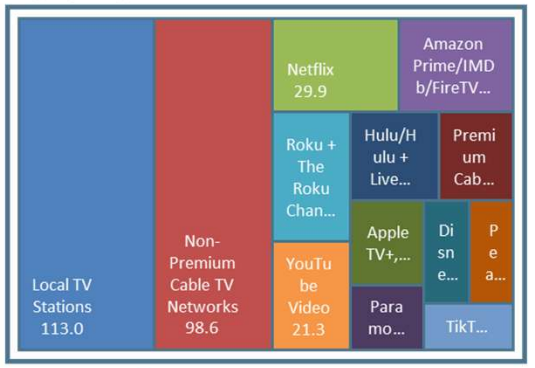
220,590 or 68.2% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months watch Ad-Supported Local TV Stations for an average of 86.8 minutes every day representing 22.3% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 21 or older



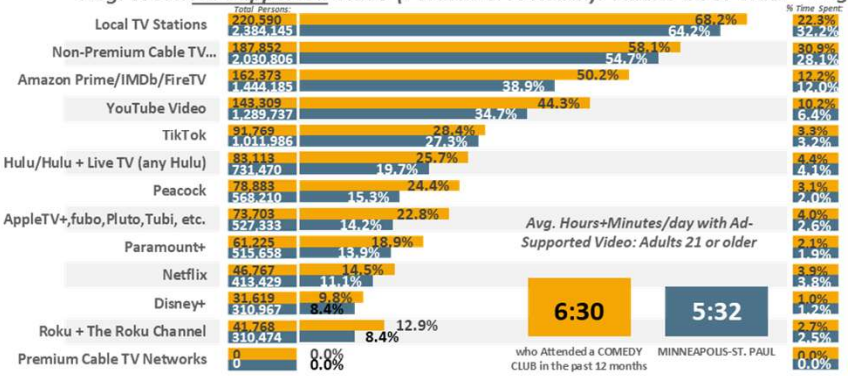
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



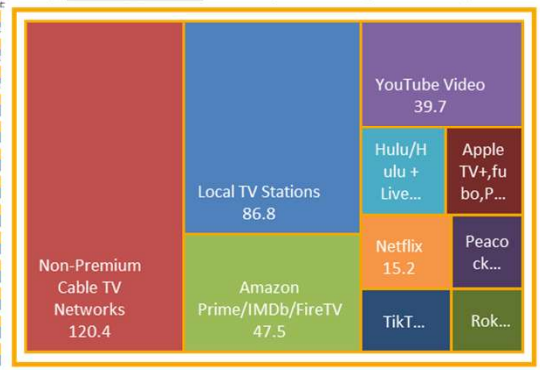


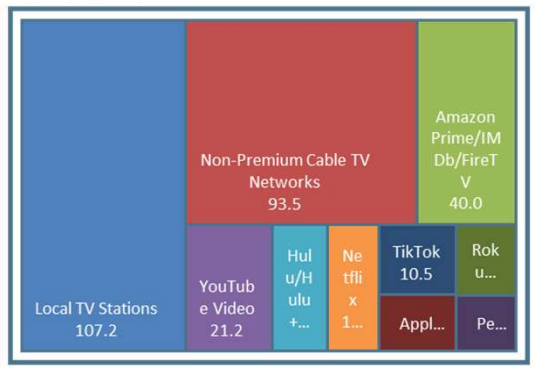
who Attended a COMEDY CLUB in the past 12 months ■ MINNEAPOLIS-ST. PAUL

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





who Attended a COMEDY CLUB in the past 12 months ■ MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 173

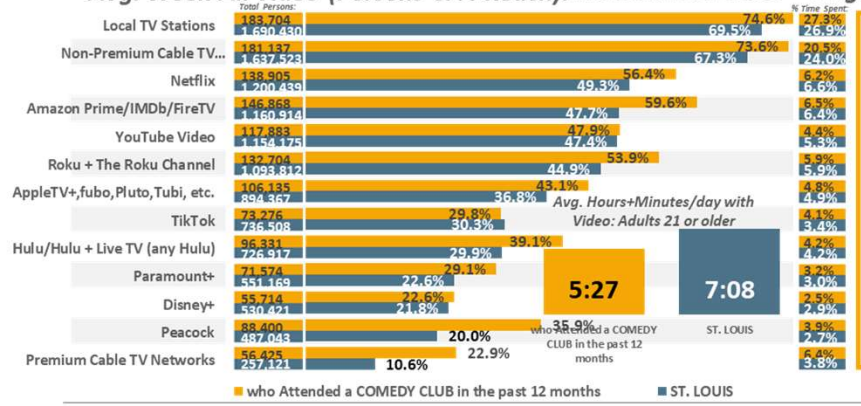
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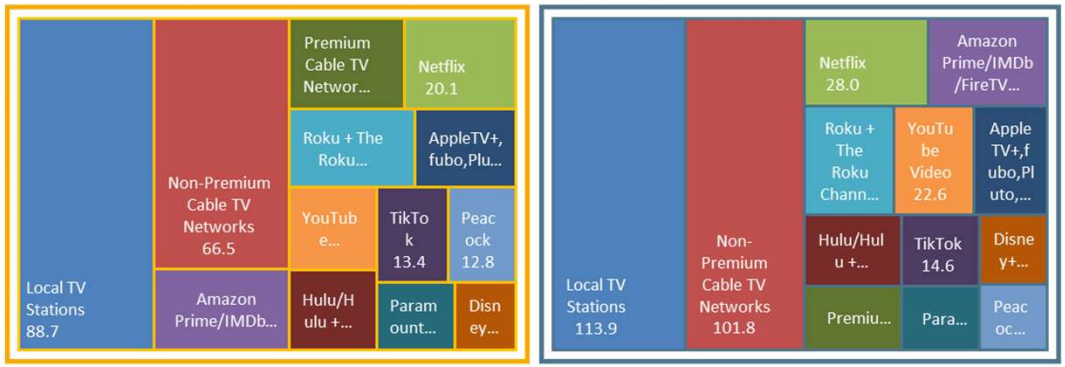
Events attended/places visited past 12 months: Comedy club

181,138 or 73.6% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months watch Ad-Supported Local TV Stations for an average of 85.3 minutes every day representing 32.3% of all time spent daily with Ad-Supported Video.

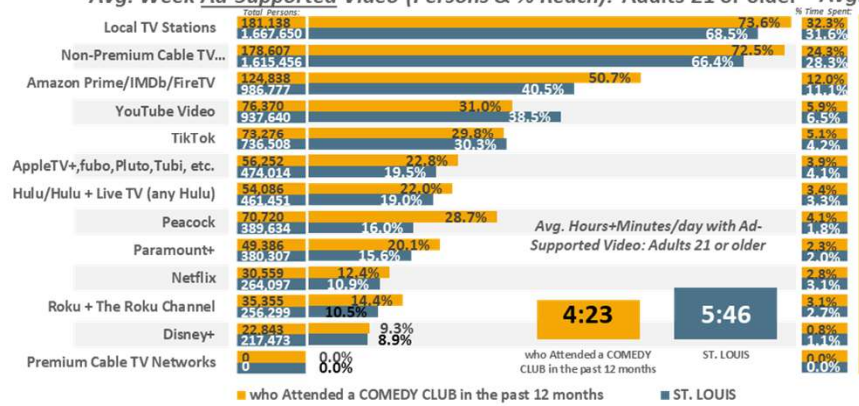
Avg. Week All Video (Persons & % Reach): Adults 21 or older



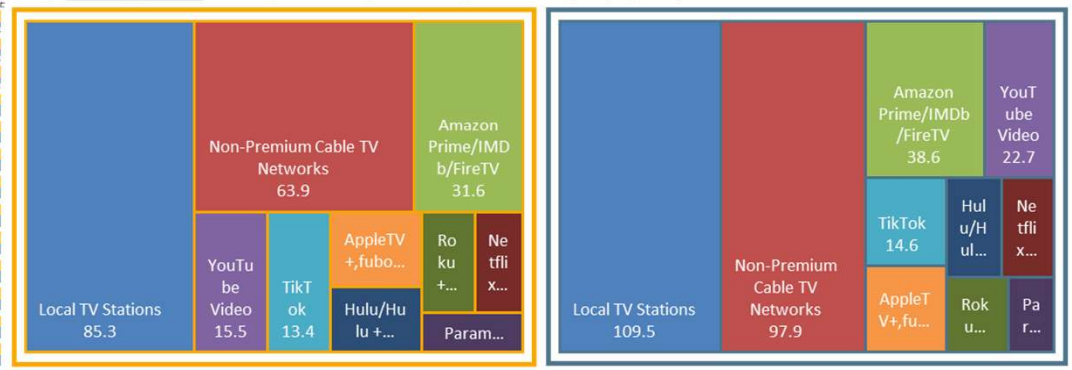
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 235

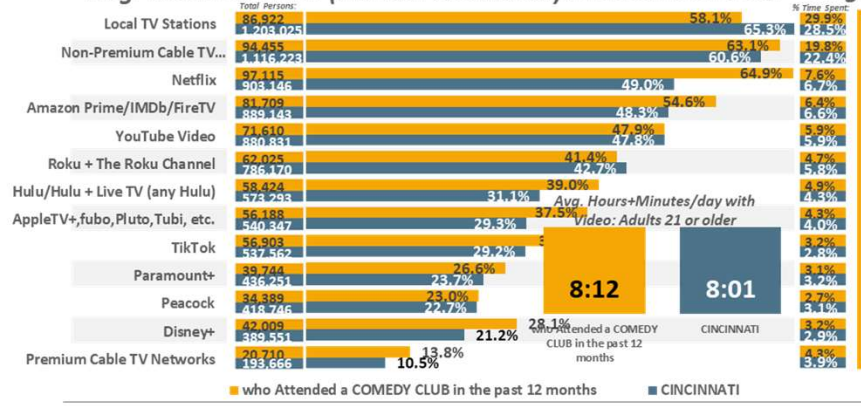
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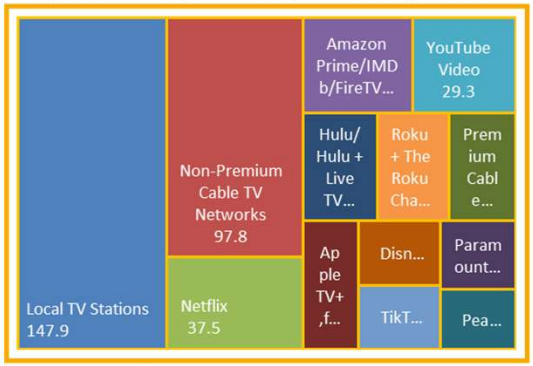
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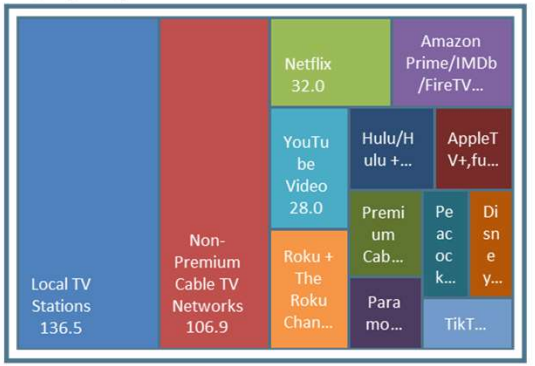
Events attended/places visited past 12 months: Comedy club

86,037 or 57.5% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months watch Ad-Supported Local TV Stations for an average of 143.9 minutes every day representing 36.2% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 21 or older

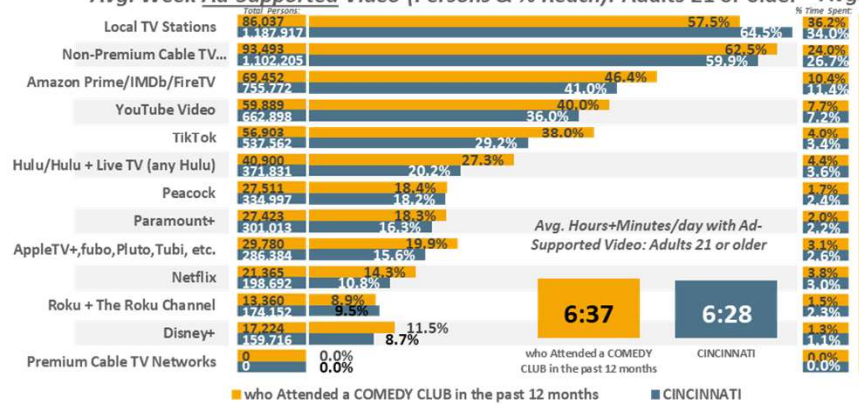


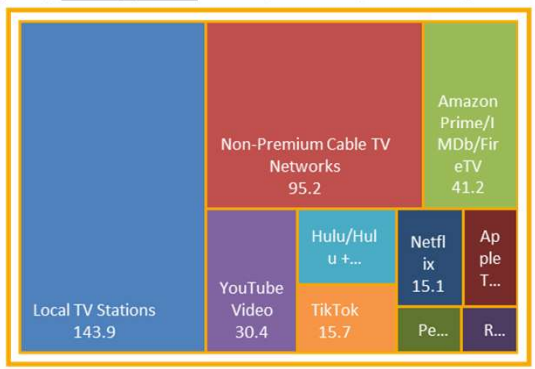


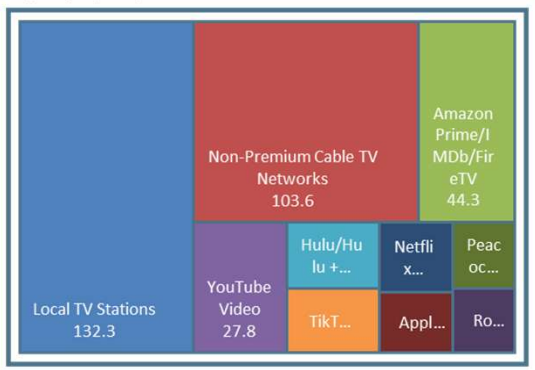


who Attended a COMEDY CLUB in the past 12 months ■ CINCINNATI

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older







who Attended a COMEDY CLUB in the past 12 months ■ CINCINNATI

CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 179

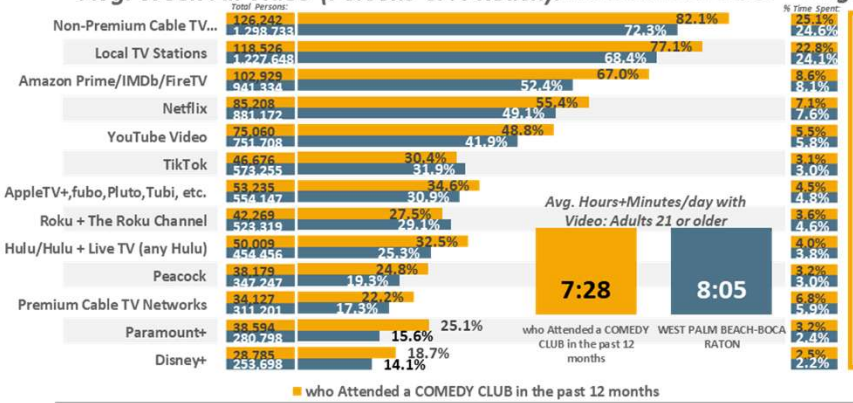
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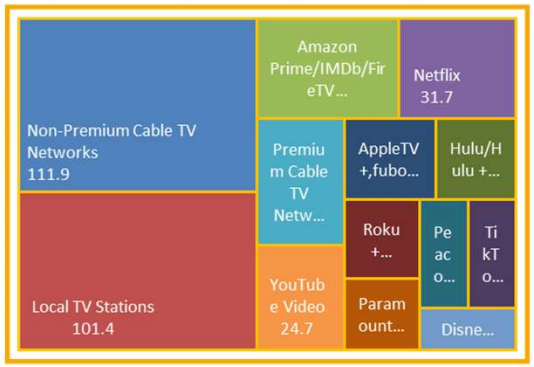
Events attended/places visited past 12 months: Comedy club

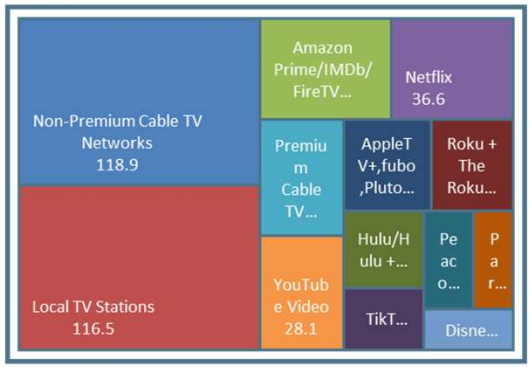
117,857 or 76.7% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months watch Ad-Supported Local TV Stations for an average of 98.5 minutes every day representing 26.4% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 21 or older

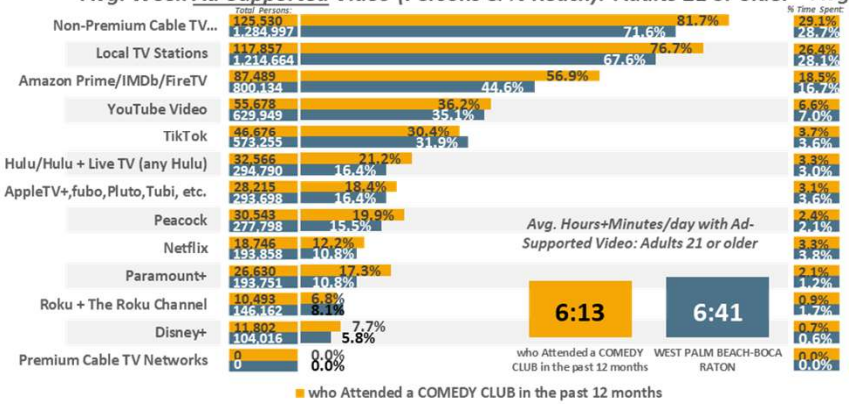


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

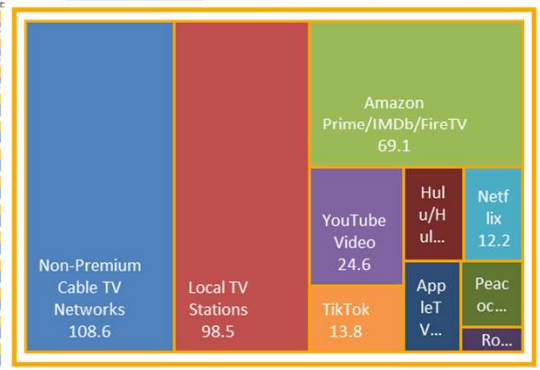


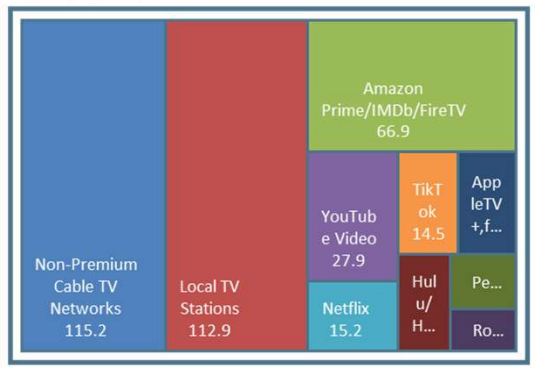


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 237

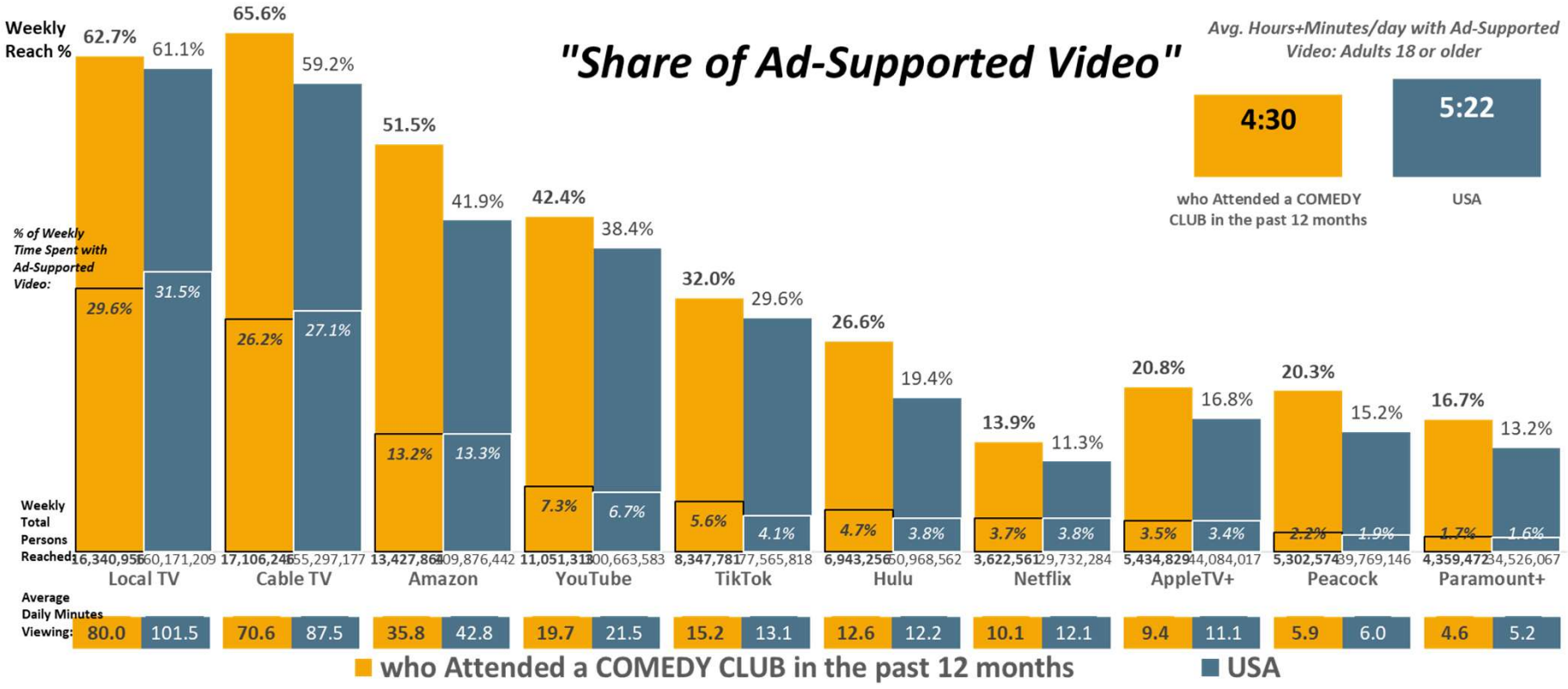
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Events attended/places visited past 12 months: Comedy club



16,340,956 or 62.7% of Adults 18 or older who Attended a COMEDY CLUB in the past 12 months watch Ad-Supported Local TV Stations for an average of 80. minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,635

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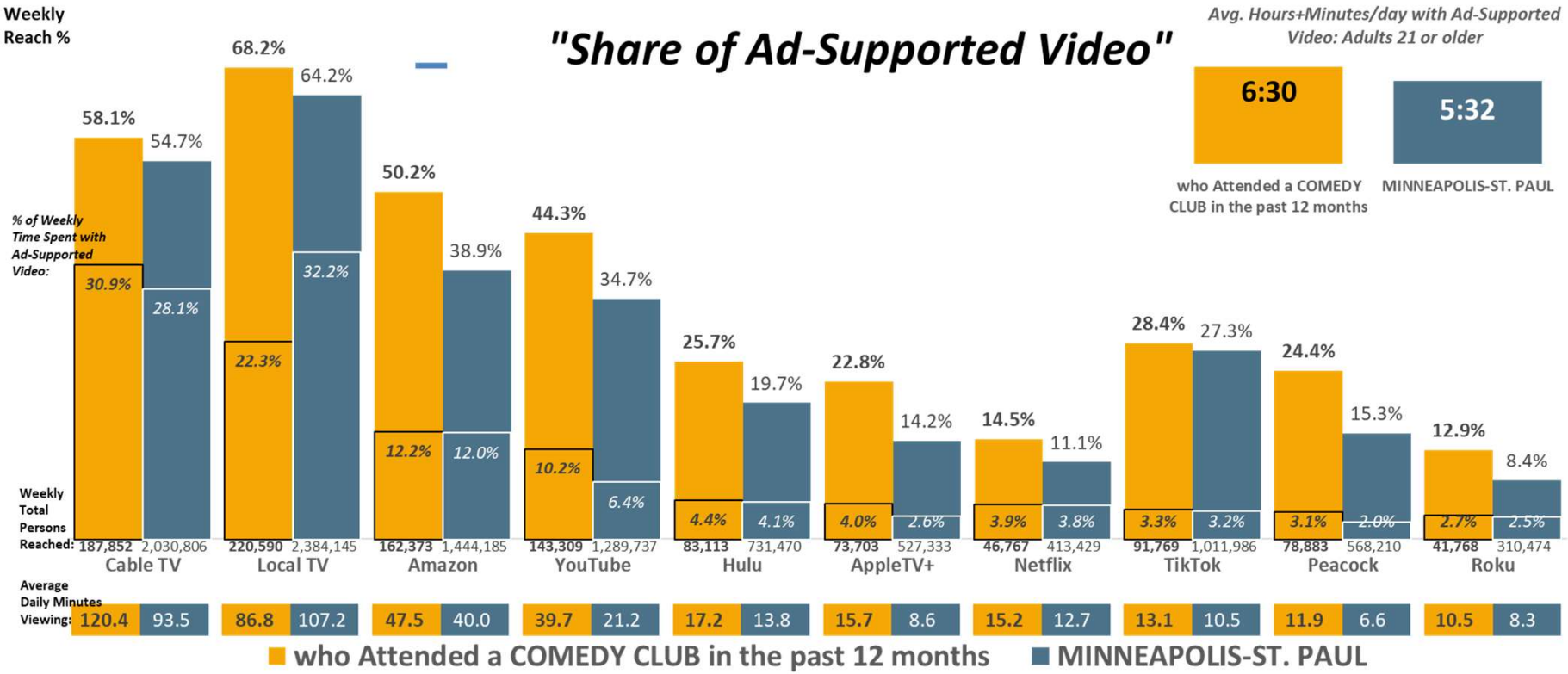
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

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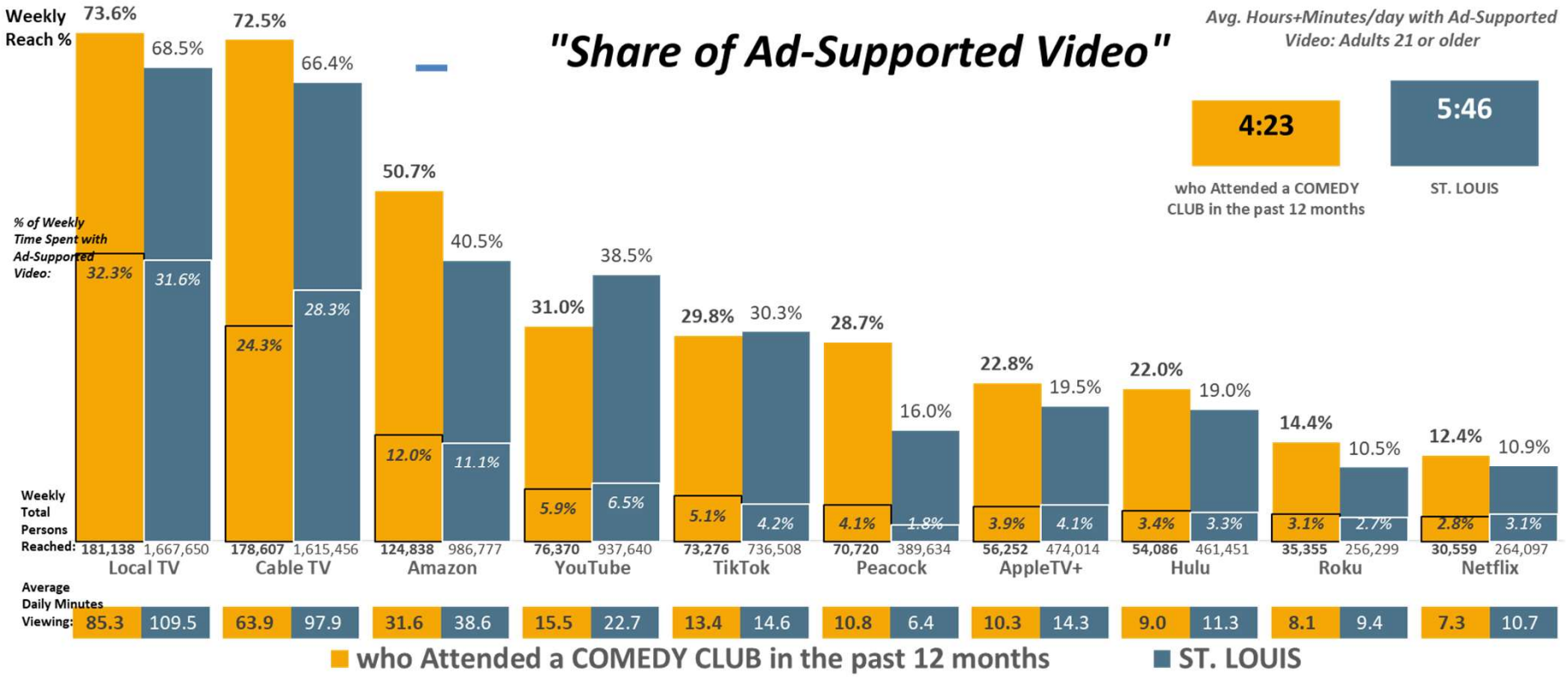
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 173 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,024

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Events attended/places visited past 12 months: Comedy club

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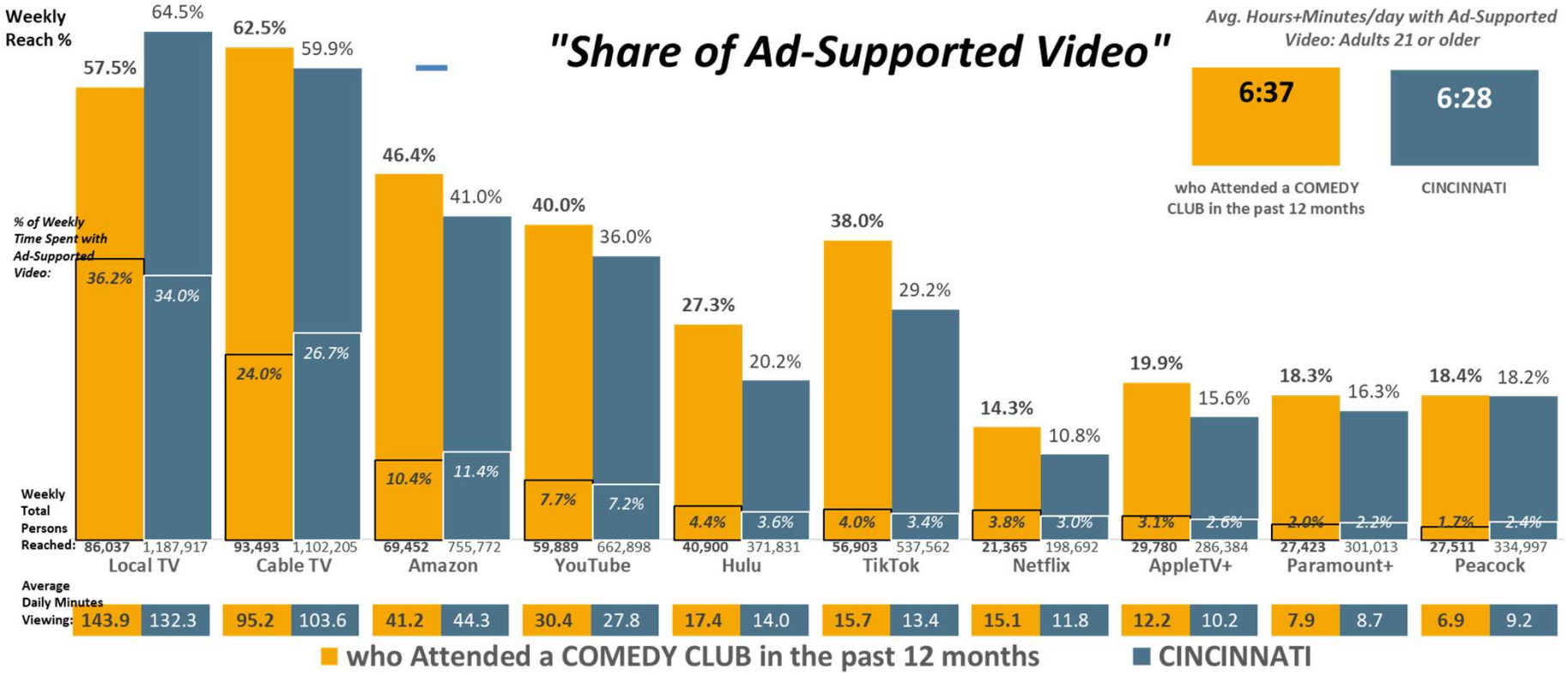
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 235 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,051

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Events attended/places visited past 12 months: Comedy club

86,037 or 57.5% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months watch Ad-Supported Local TV Stations for an average of 143.9 minutes every day representing 36.2% of all time spent daily with Ad-Supported Video.



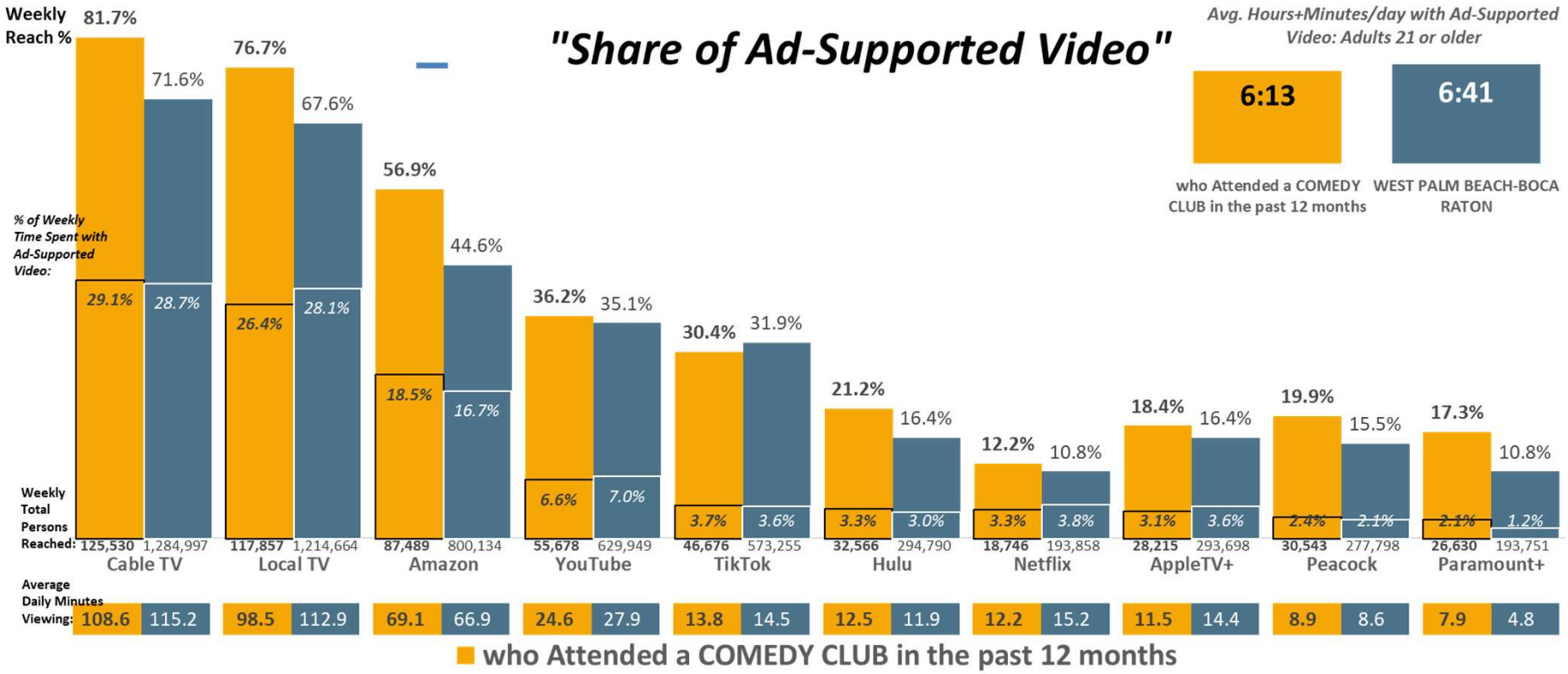
CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 179 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,977

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Events attended/places visited past 12 months: Comedy club

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WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 237 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,593

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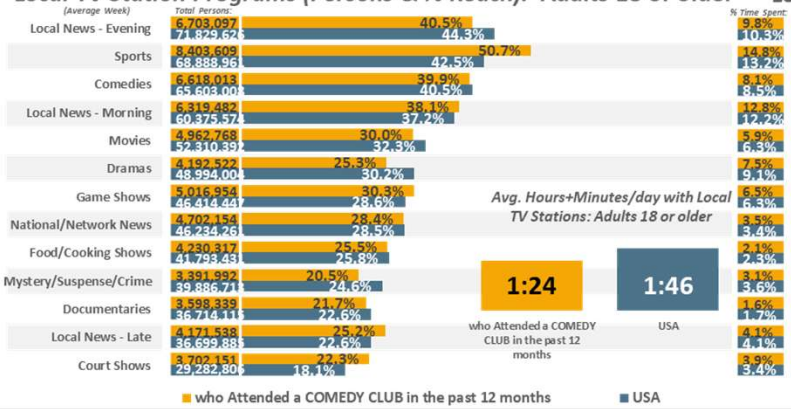
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Events attended/places visited past 12 months: Comedy club

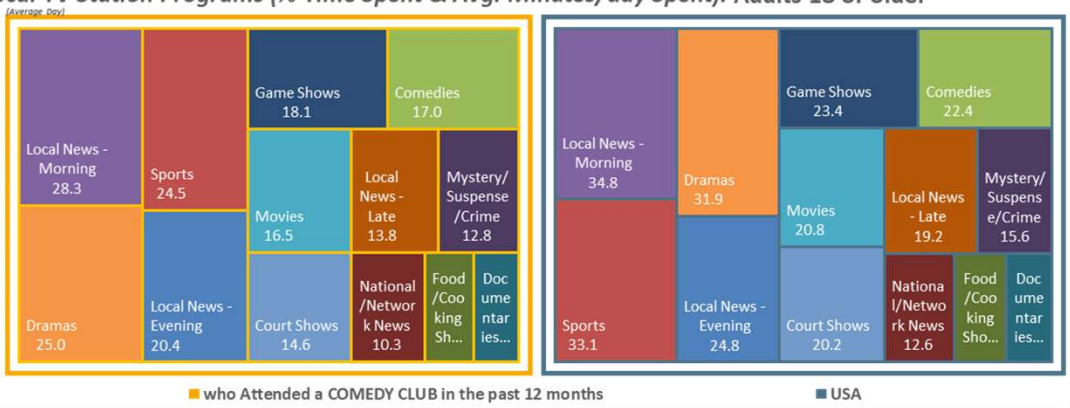


16,340,956 or 62.7% of Adults 18 or older who Attended a COMEDY CLUB in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Movies.

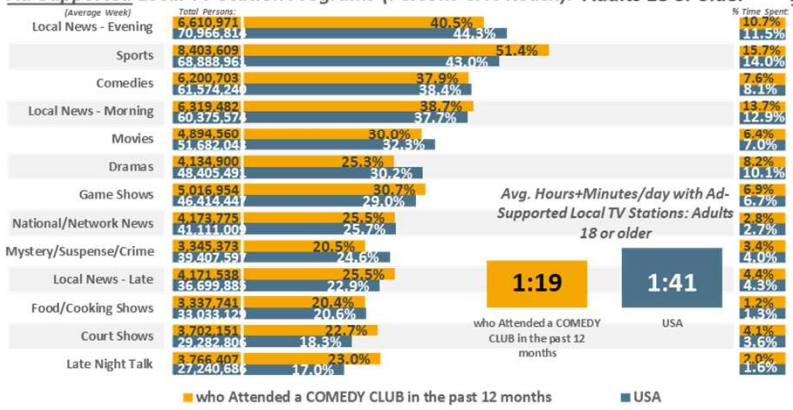
Local TV Station Programs (Persons & % Reach): Adults 18 or older



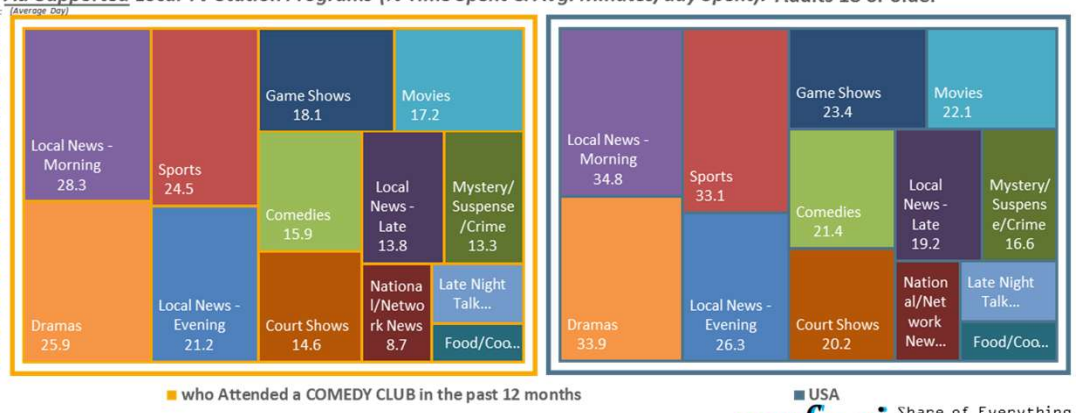
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,635

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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

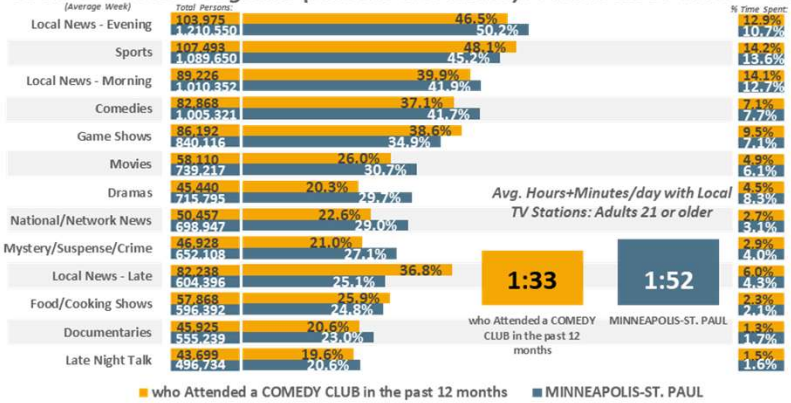
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Events attended/places visited past 12 months: Comedy club

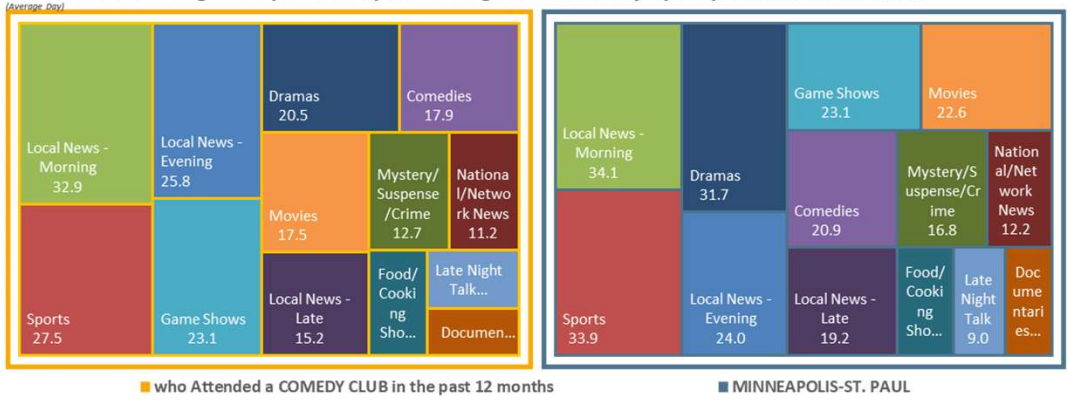


220,590 or 68.2% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Game Shows, Local News - Late, and Comedies.

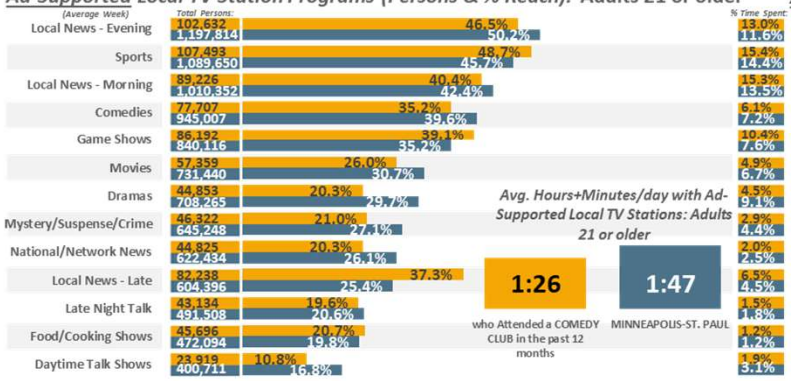
Local TV Station Programs (Persons & % Reach): Adults 21 or older



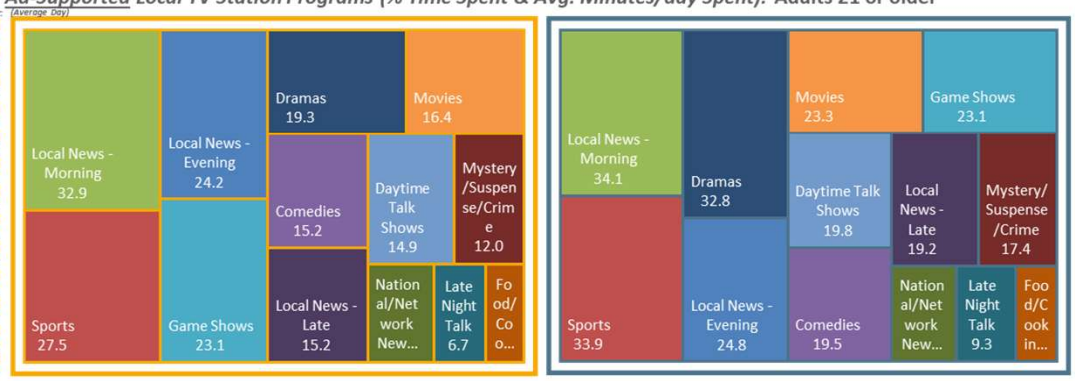
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 173

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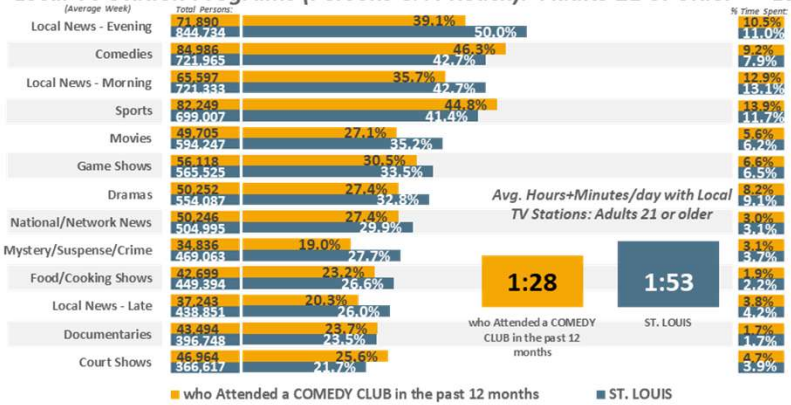
Events attended/places visited past 12 months: Comedy club

HELIUM COMEDY CLUB

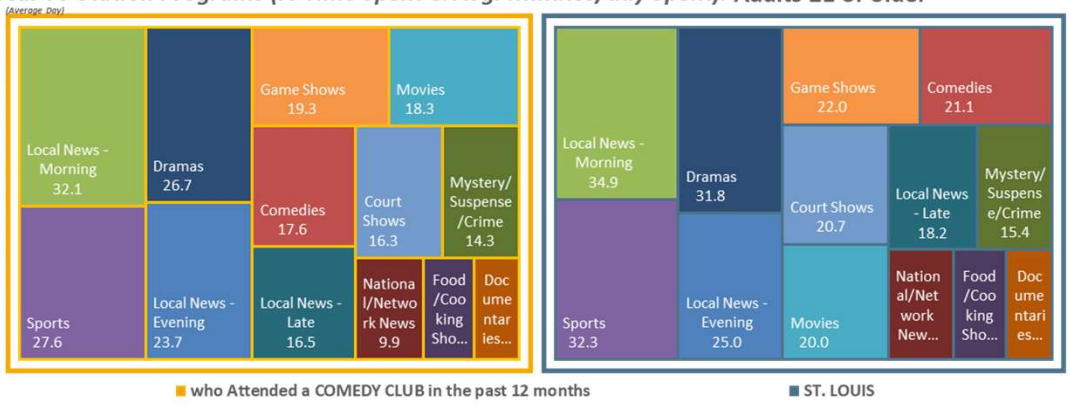
STL

181,138 or 73.6% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Game Shows, and Dramas.

Local TV Station Programs (Persons & % Reach): Adults 21 or older



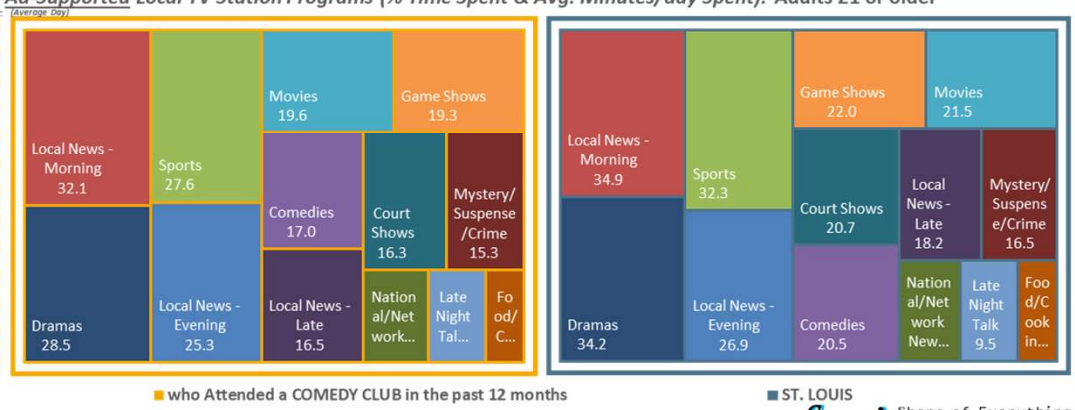
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 235

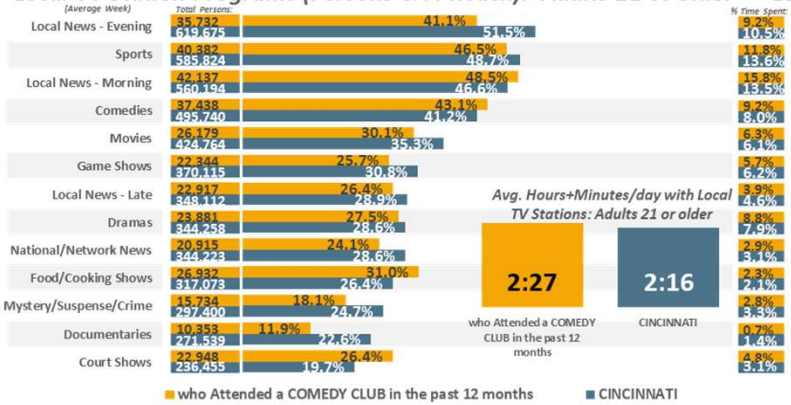
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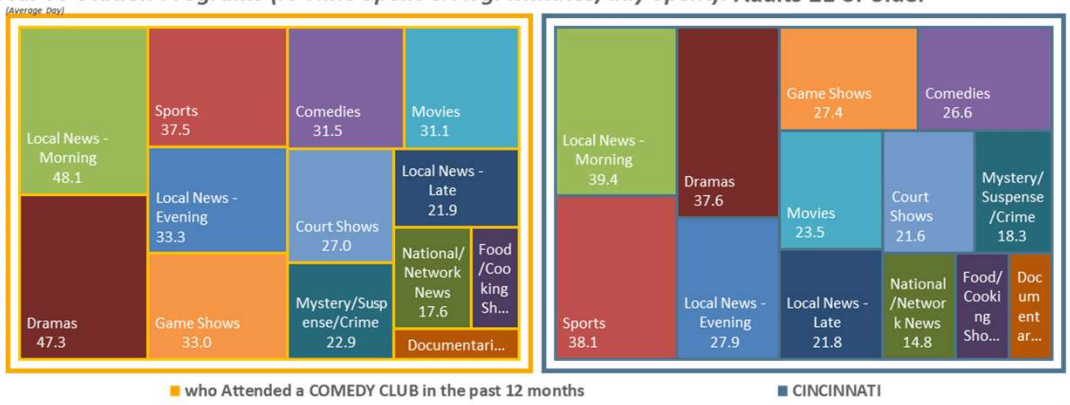
Events attended/places visited past 12 months: Comedy club

86,037 or 57.5% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Sports, Local News - Evening, Comedies, Movies, and Dramas.

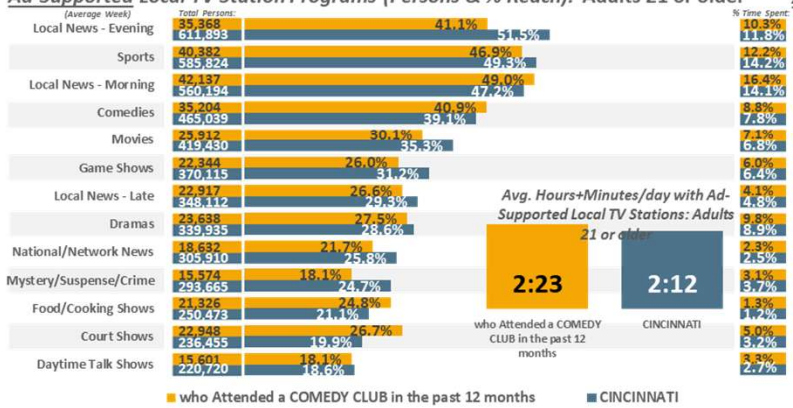
Local TV Station Programs (Persons & % Reach): Adults 21 or older



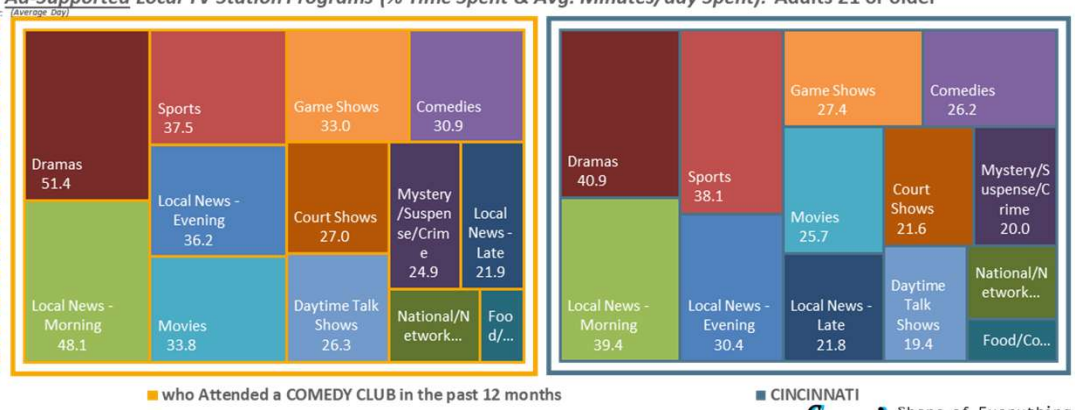
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 179

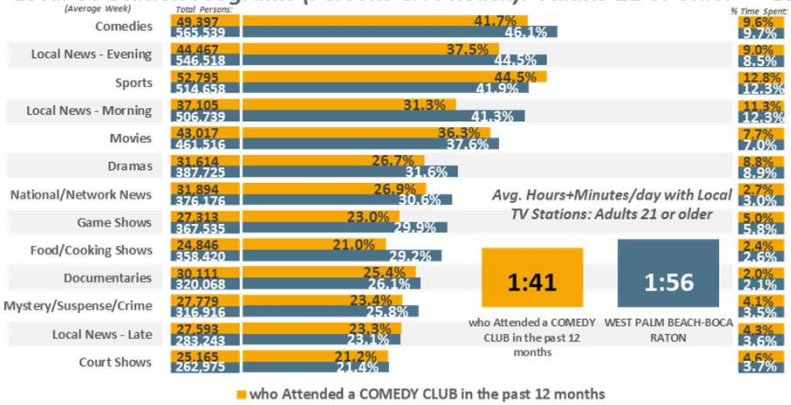
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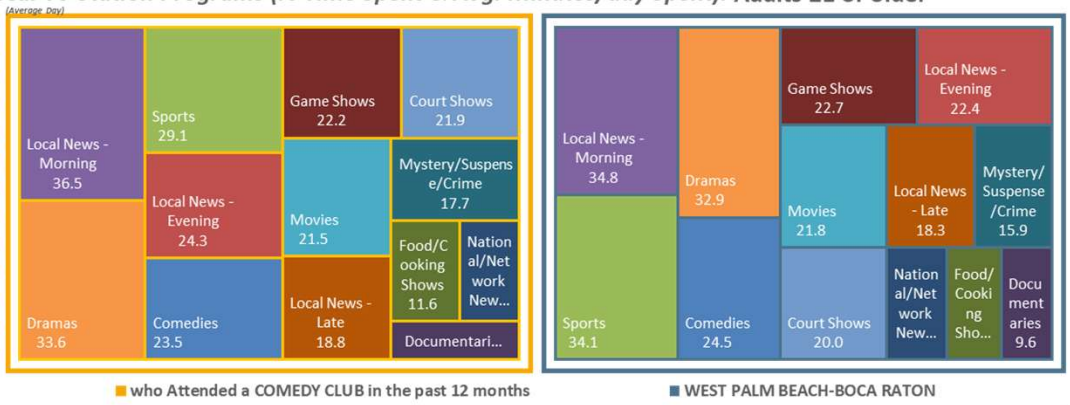
Events attended/places visited past 12 months: Comedy club

117,857 or 76.7% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Movies, Local News - Morning, and Dramas.

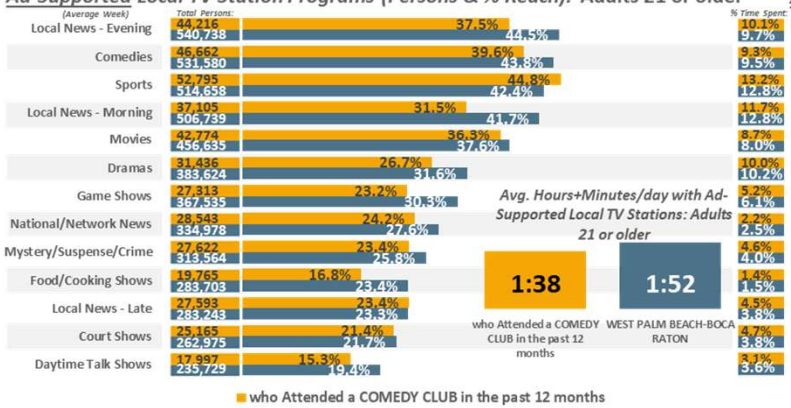
Local TV Station Programs (Persons & % Reach): Adults 21 or older



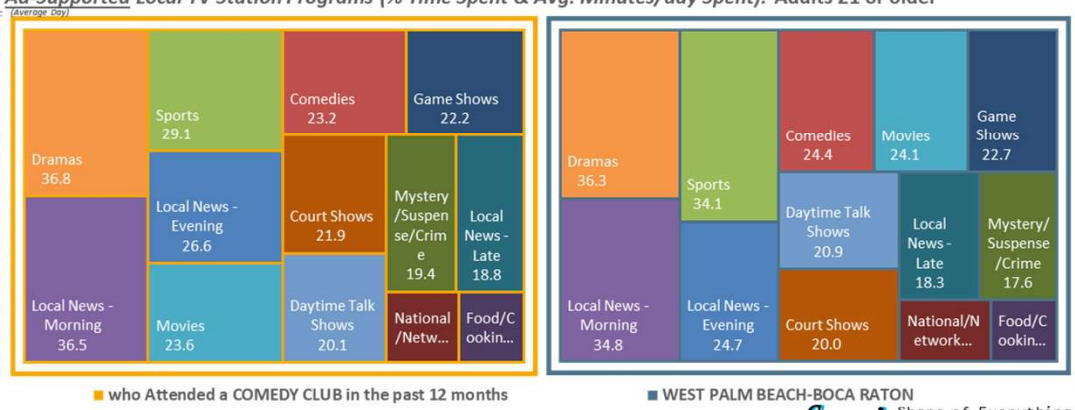
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 237

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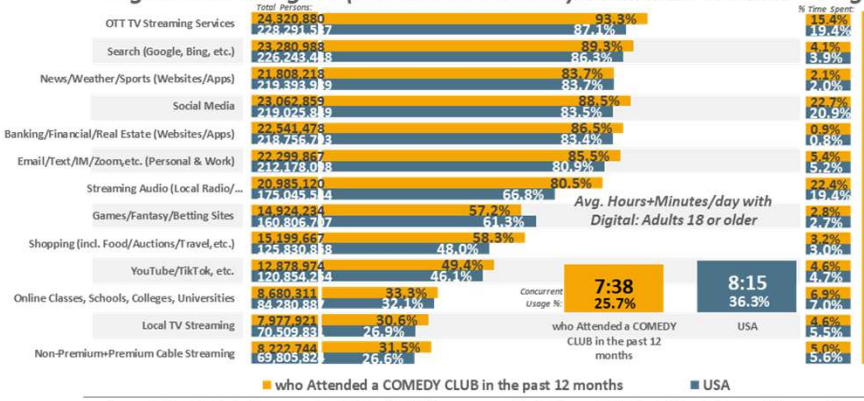
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Events attended/places visited past 12 months: Comedy club

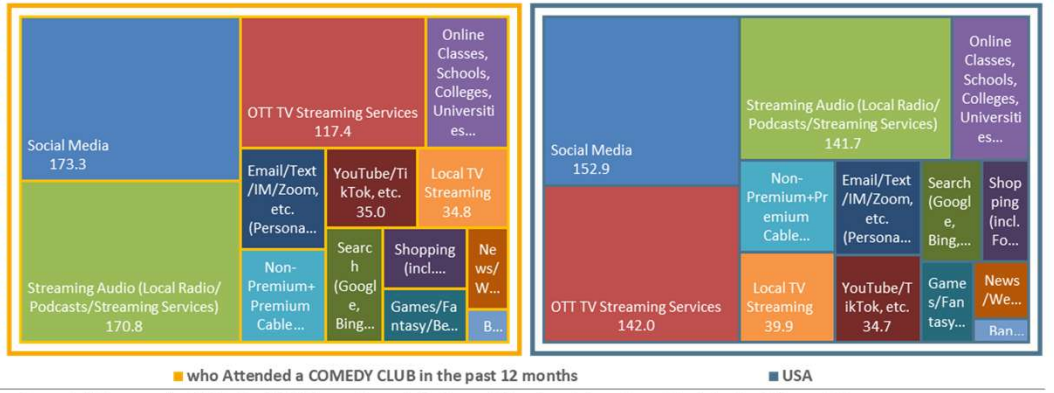


20,179,424 or 77.4% of Adults 18 or older who Attended a COMEDY CLUB in the past 12 months use Ad-Supported Social Media for an average of 151.7 minutes every day representing 27.4% of all time spent daily with Ad-Supported Digital Media.

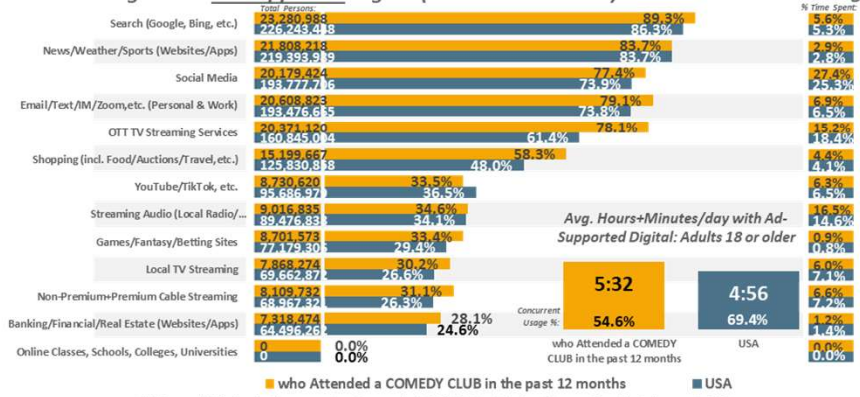
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



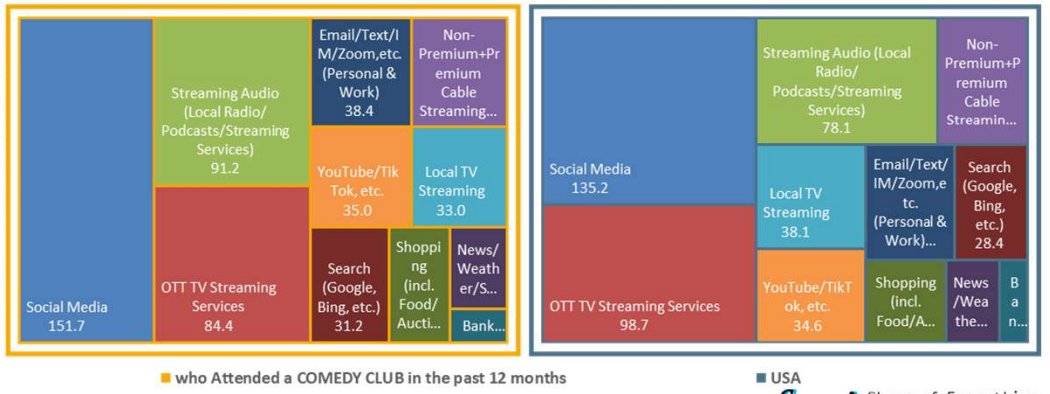
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,635

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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

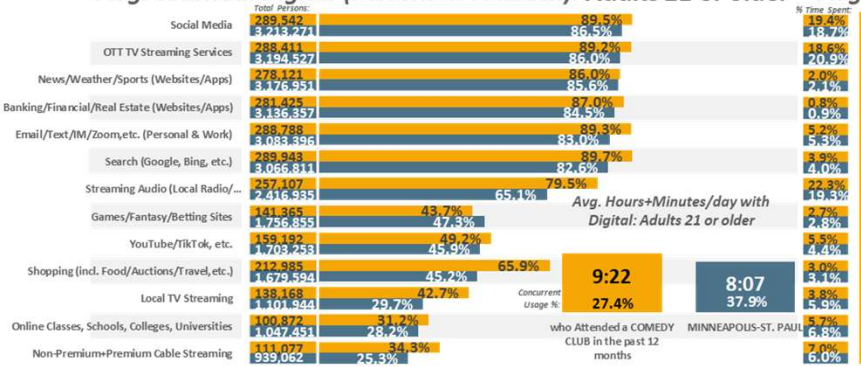
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Events attended/places visited past 12 months: Comedy club

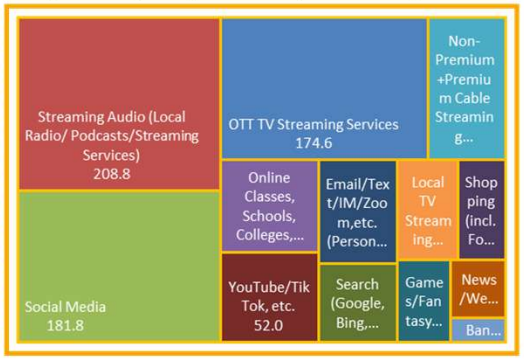


247,930 or 76.7% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months use Ad-Supported Social Media for an average of 155.7 minutes every day representing 22.2% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 21 or older



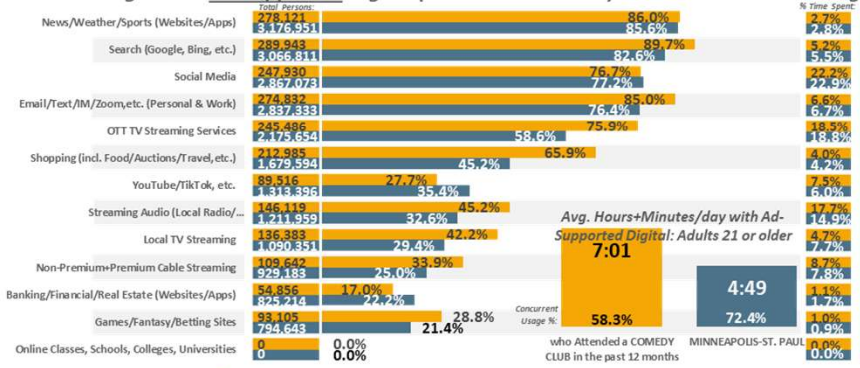
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



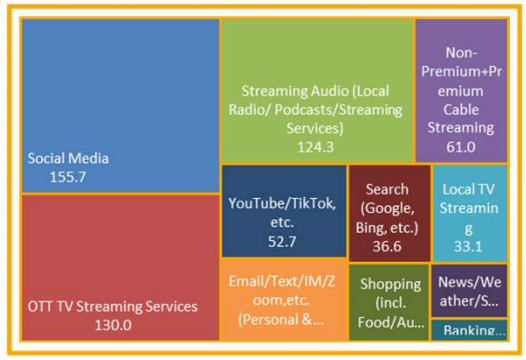


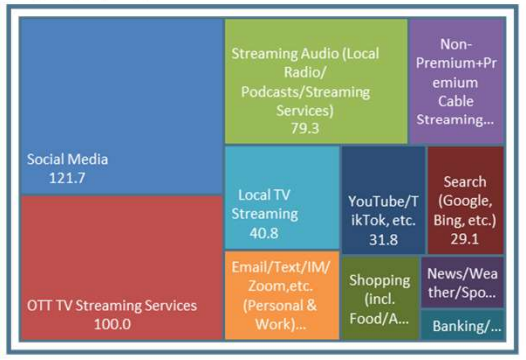
■ who Attended a COMEDY CLUB in the past 12 months ■ MINNEAPOLIS-ST. PAUL

Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





■ who Attended a COMEDY CLUB in the past 12 months ■ MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 173

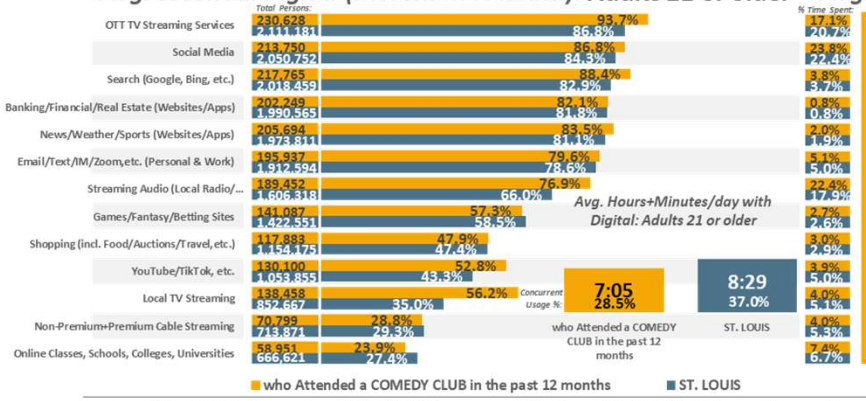
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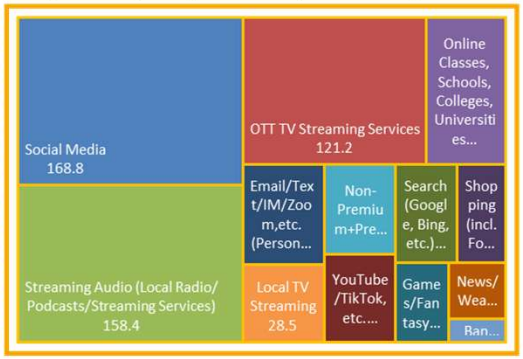
Events attended/places visited past 12 months: Comedy club

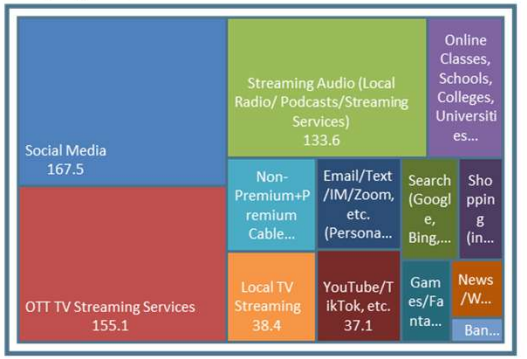
182,568 or 74.1% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months use Ad-Supported Social Media for an average of 144.2 minutes every day representing 28.6% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 21 or older

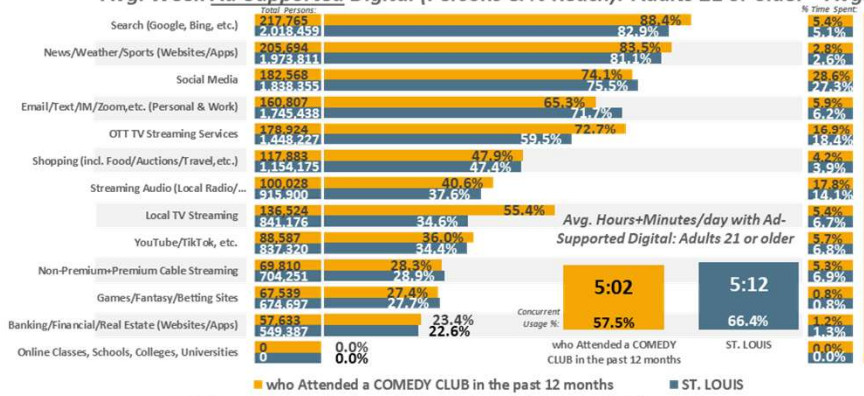


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

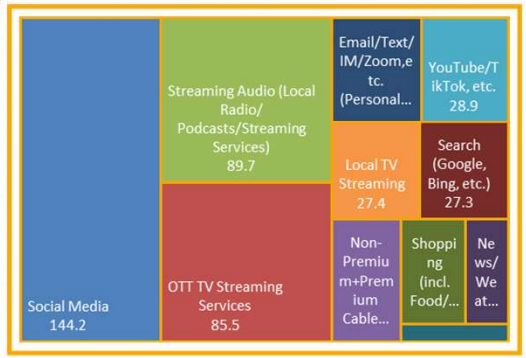


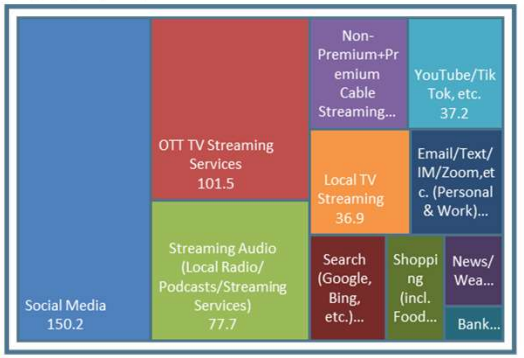


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 235

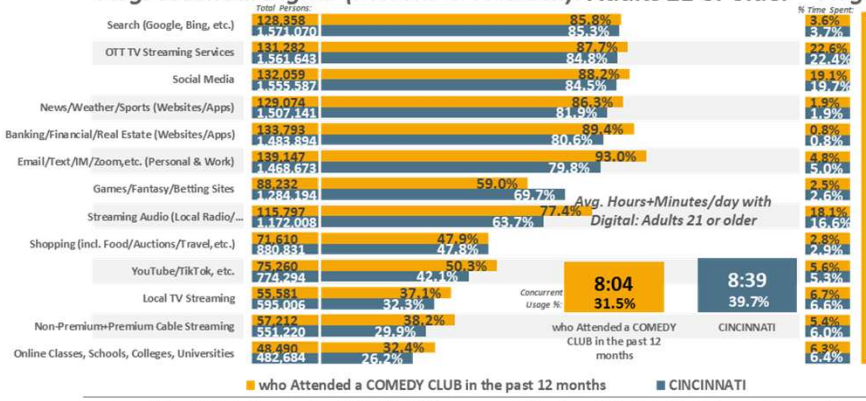
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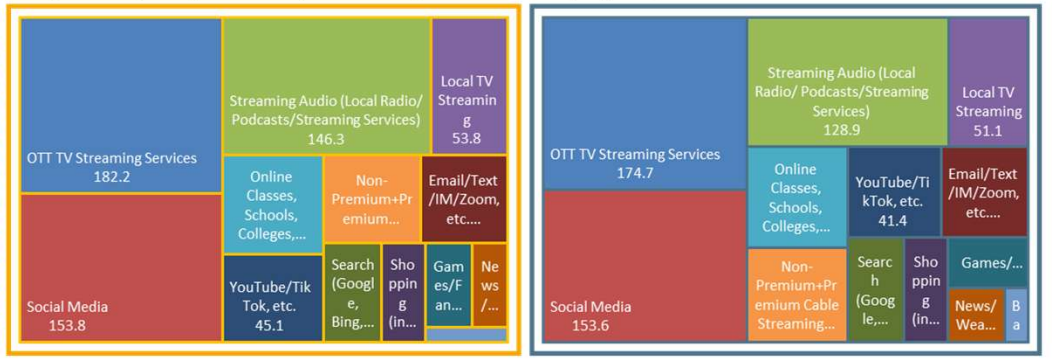
Events attended/places visited past 12 months: Comedy club

121,739 or 81.4% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months use Ad-Supported Social Media for an average of 141.8 minutes every day representing 24.2% of all time spent daily with Ad-Supported Digital Media.

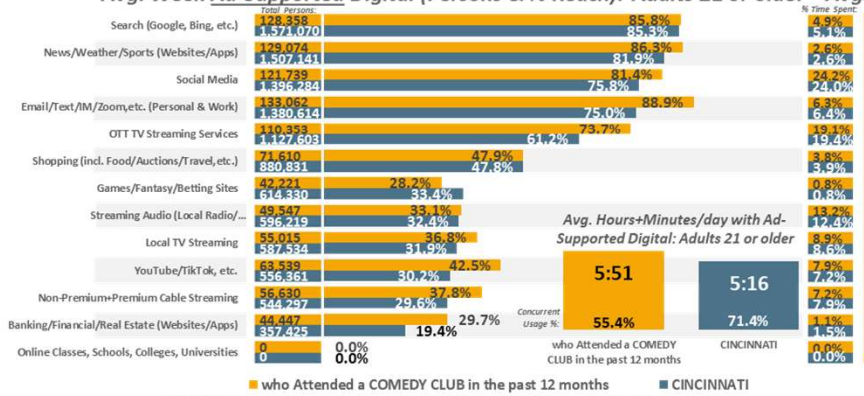
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



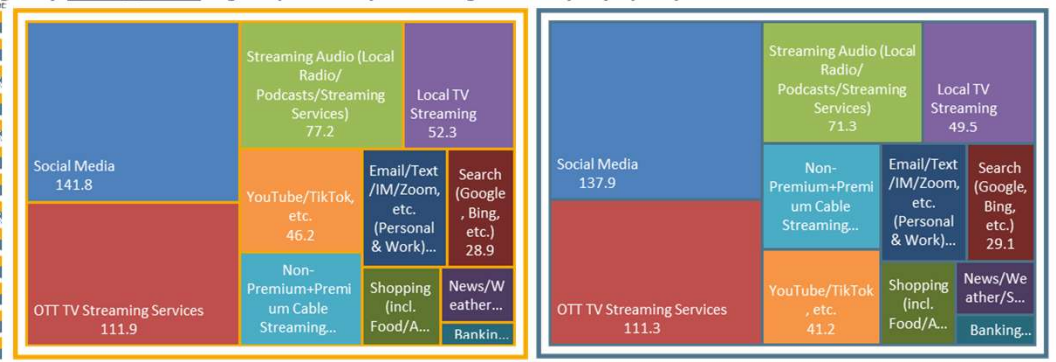
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 179

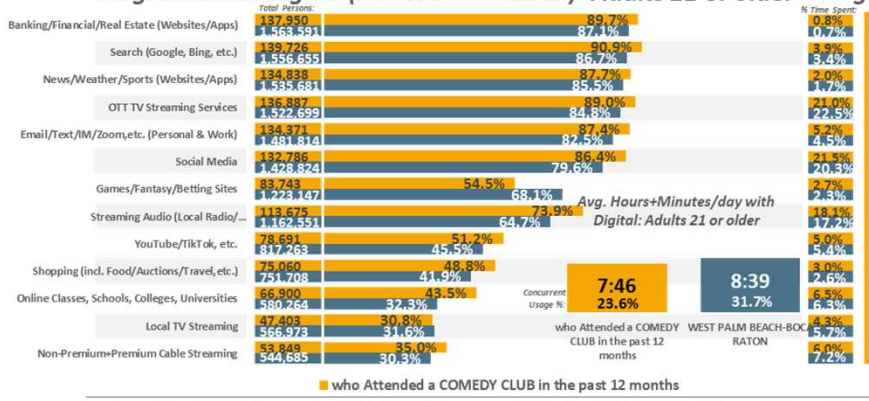
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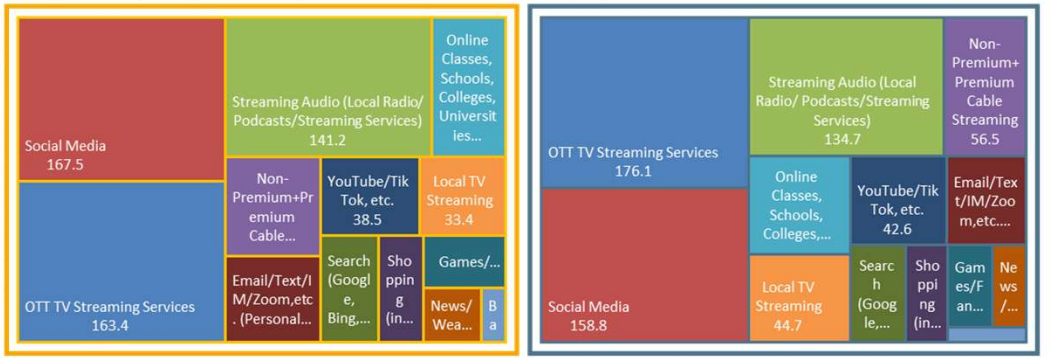
Events attended/places visited past 12 months: Comedy club

114,652 or 74.6% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months use Ad-Supported Social Media for an average of 144.6 minutes every day representing 24.9% of all time spent daily with Ad-Supported Digital Media.

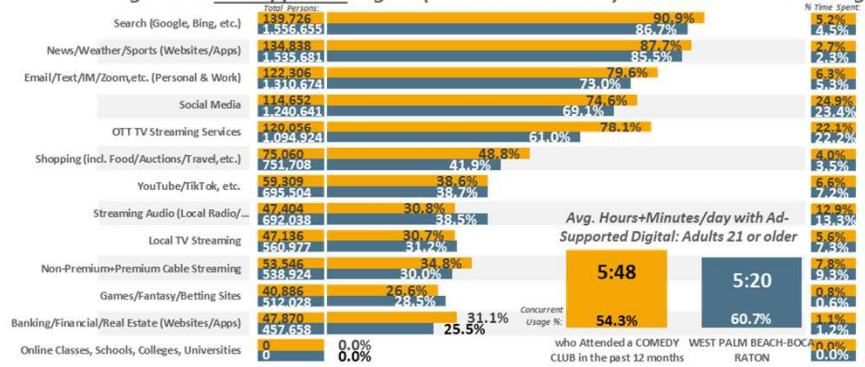
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



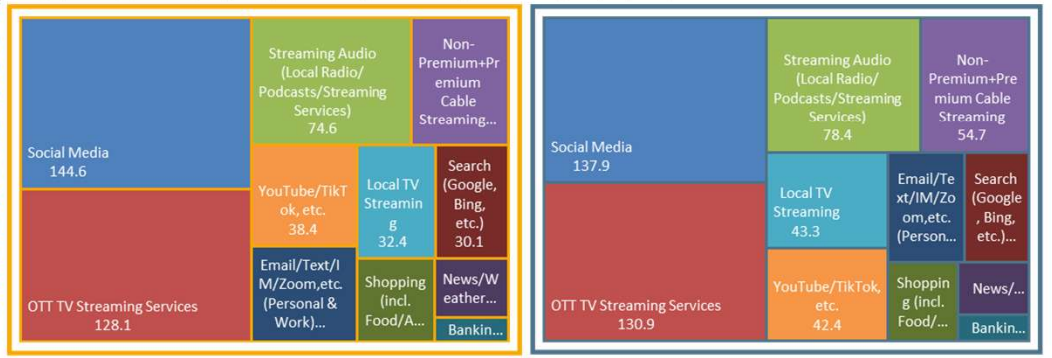
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 237

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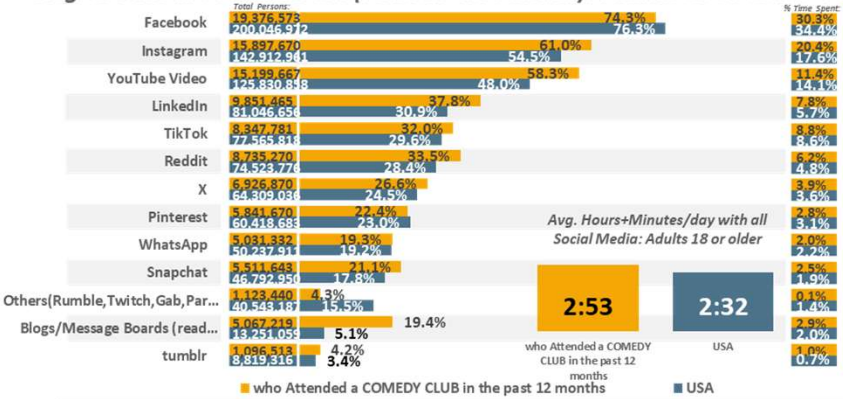
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Events attended/places visited past 12 months: Comedy club

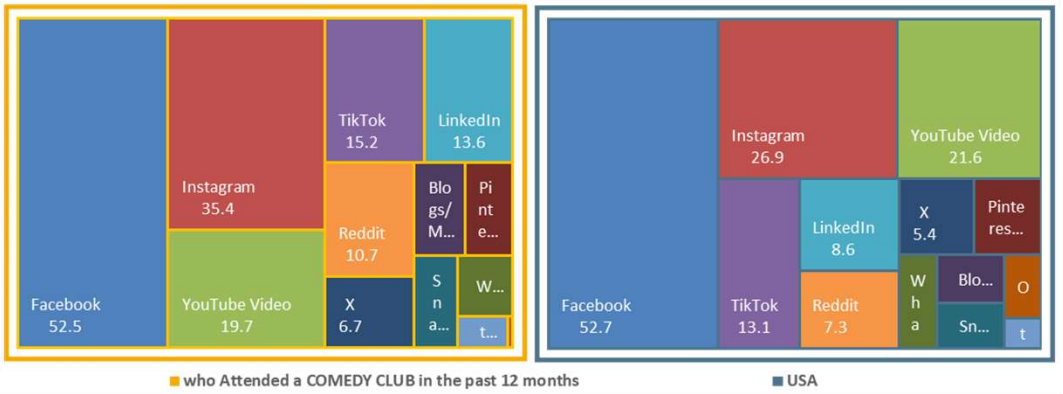


19,376,573 or 74.3% of Adults 18 or older who Attended a COMEDY CLUB in the past 12 months use Ad-Supported Facebook for an average of 53.4 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.

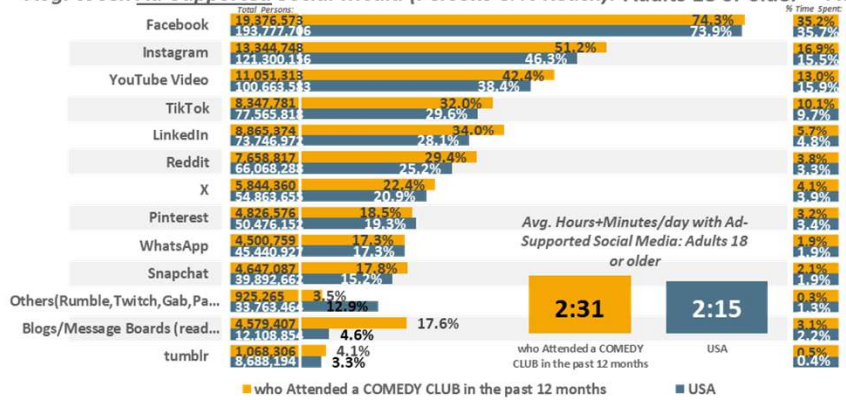
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



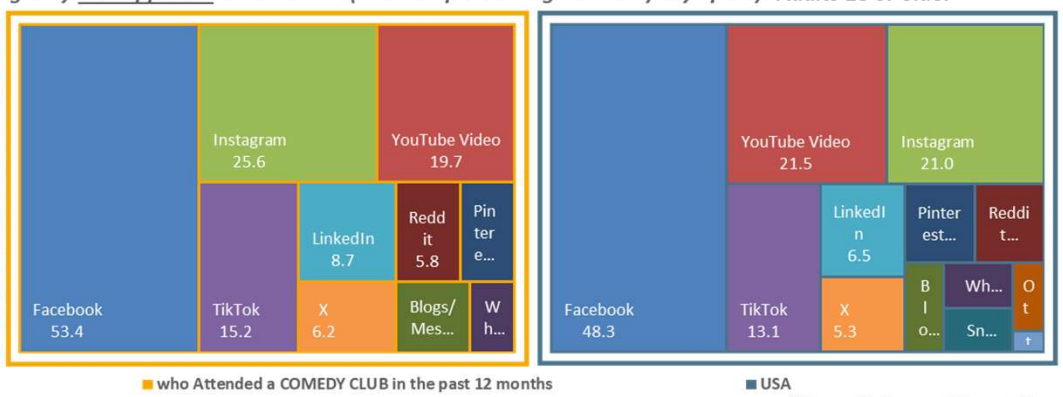
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,635

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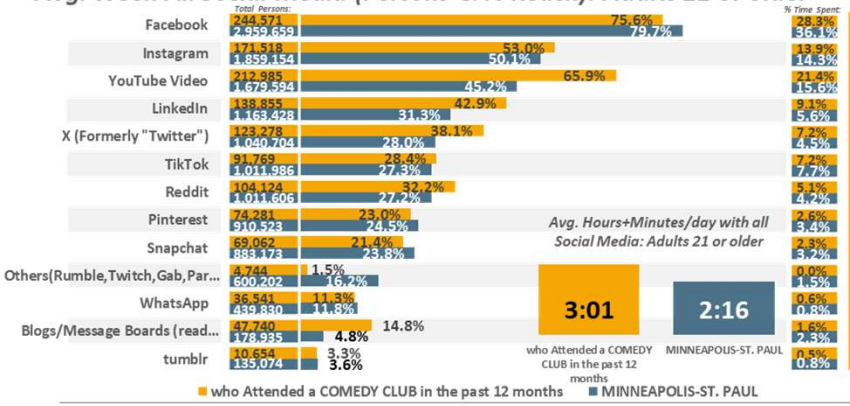
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

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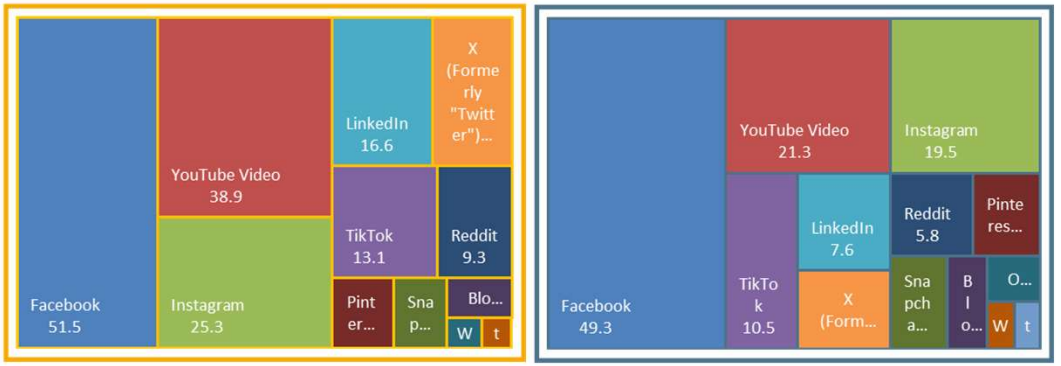
Events attended/places visited past 12 months: Comedy club

244,571 or 75.6% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months use Ad-Supported Facebook for an average of 49.4 minutes every day representing 31.7% of all time spent daily with Ad-Supported Social Media.

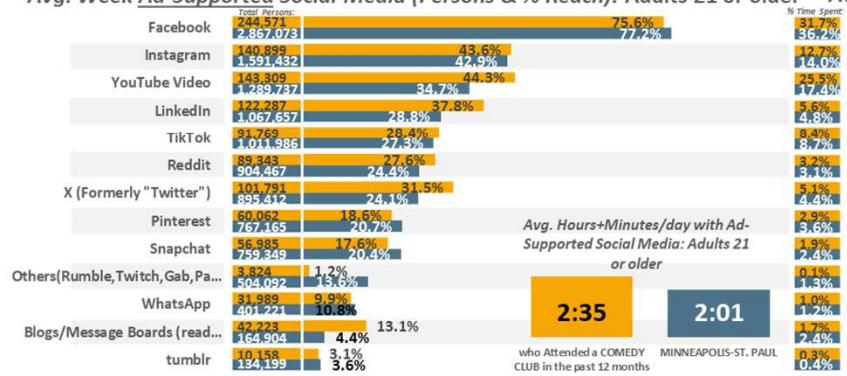
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



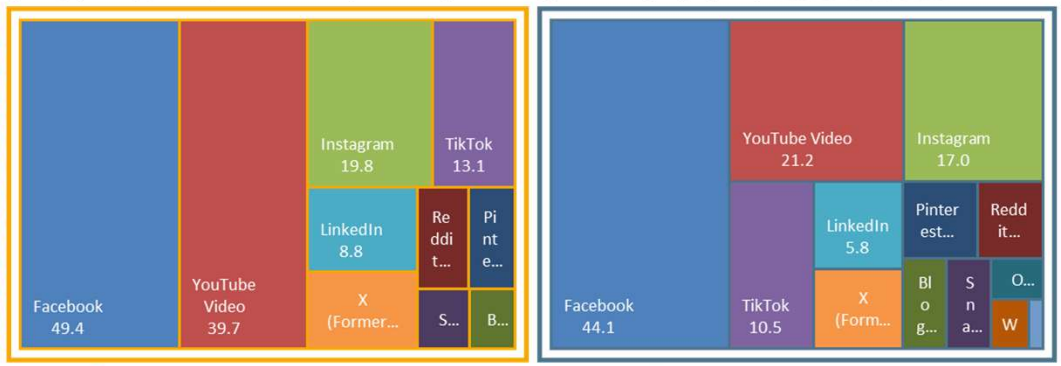
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 173

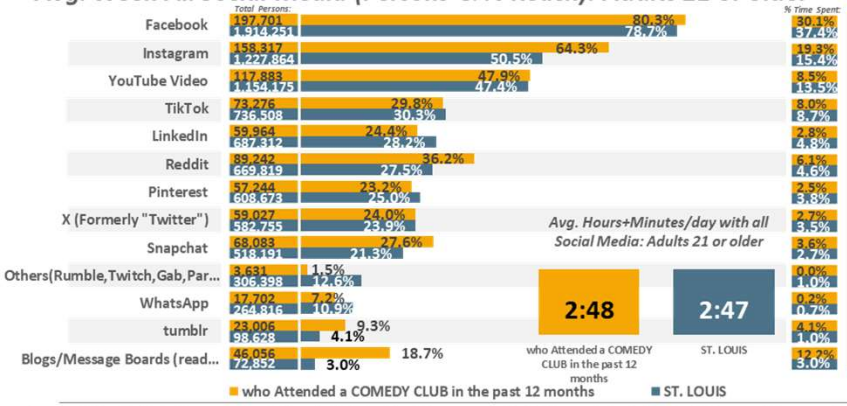
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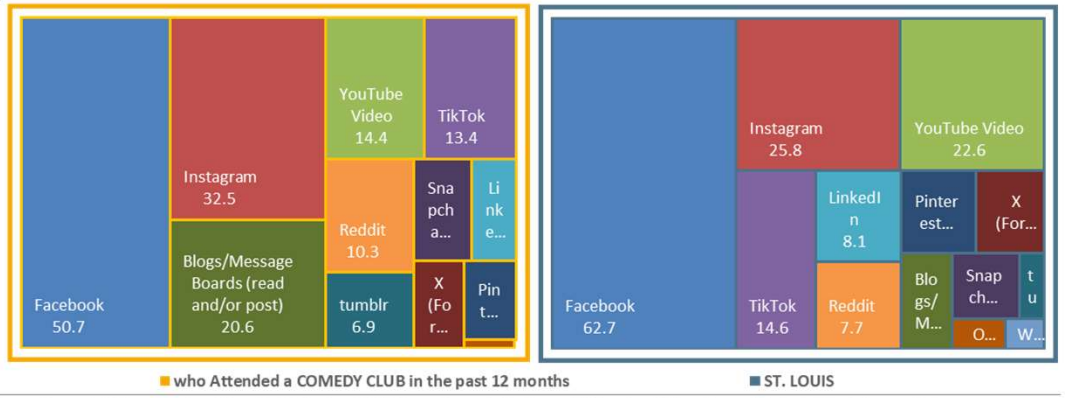
Events attended/places visited past 12 months: Comedy club

182,568 or 74.1% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months use Ad-Supported Facebook for an average of 47.2 minutes every day representing 32.7% of all time spent daily with Ad-Supported Social Media.

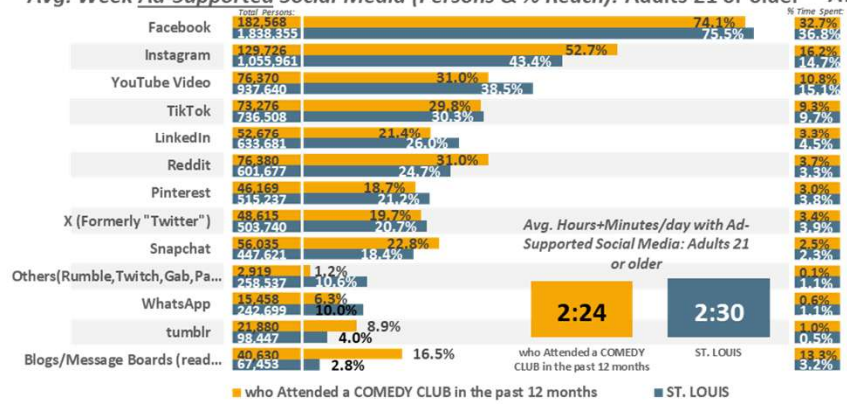
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



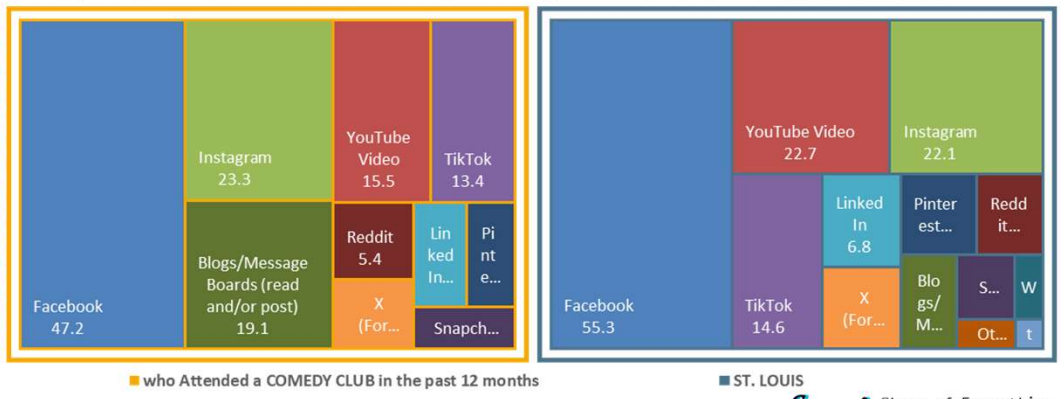
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 235

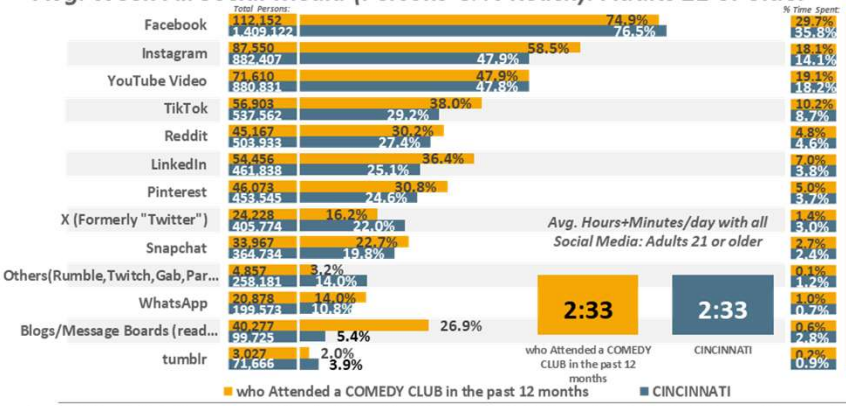
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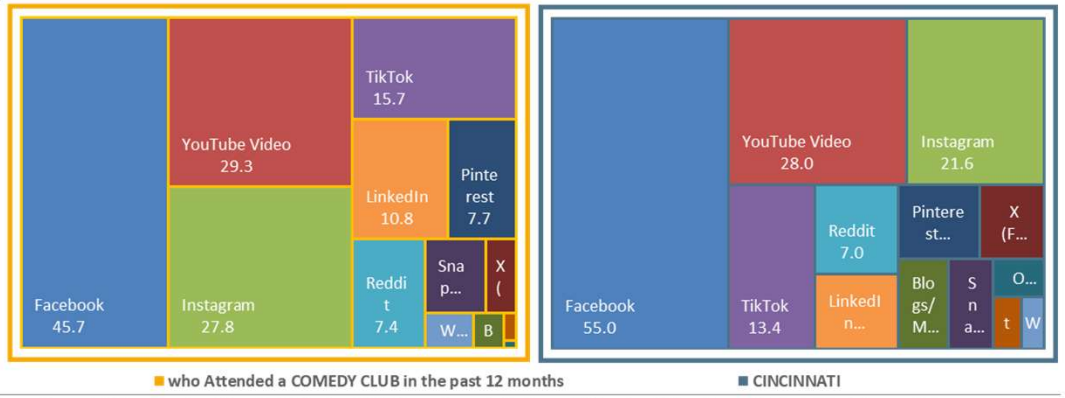
Events attended/places visited past 12 months: Comedy club

112,152 or 74.9% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months use Ad-Supported Facebook for an average of 45.6 minutes every day representing 32.2% of all time spent daily with Ad-Supported Social Media.

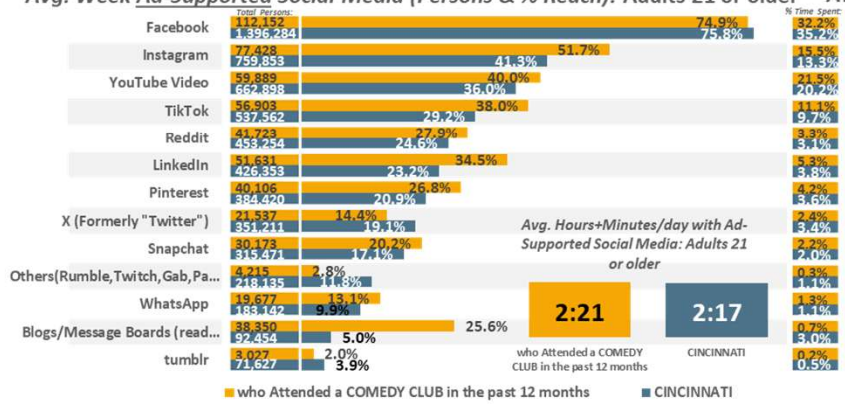
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



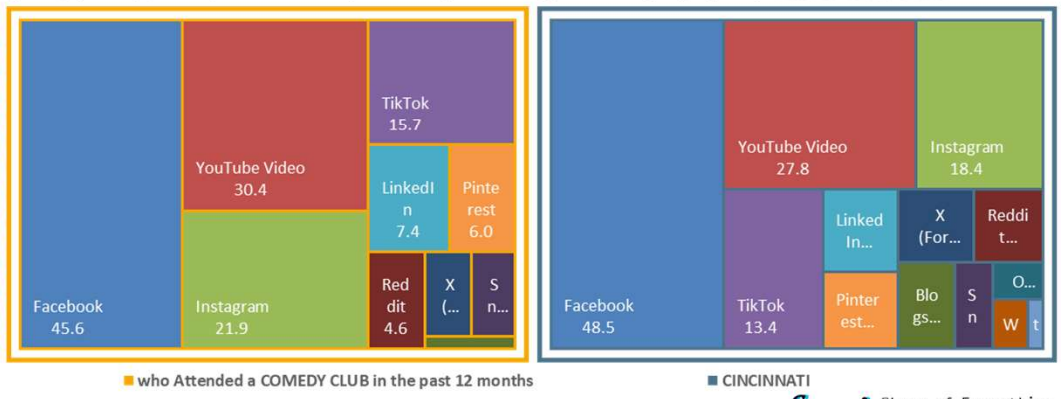
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 179

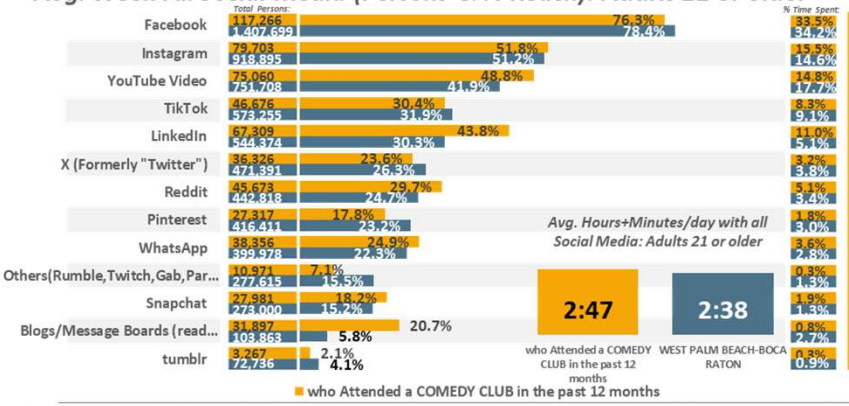
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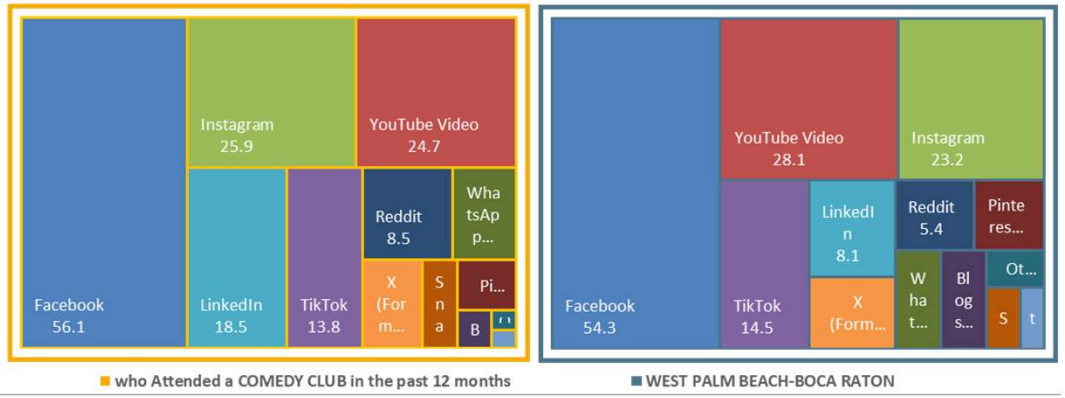
Events attended/places visited past 12 months: Comedy club

114,652 or 74.6% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months use Ad-Supported Facebook for an average of 52.6 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

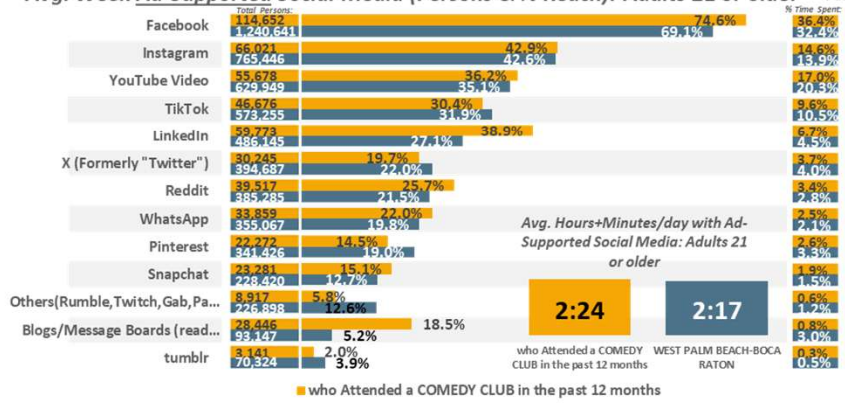
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



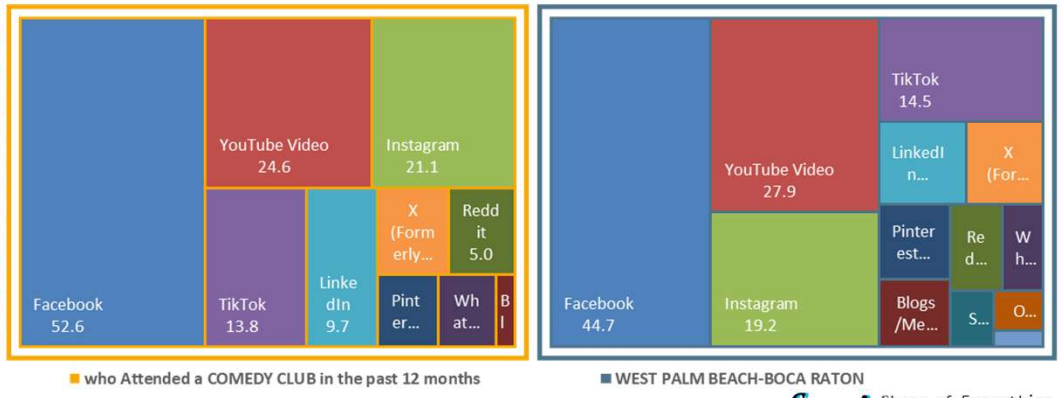
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 237

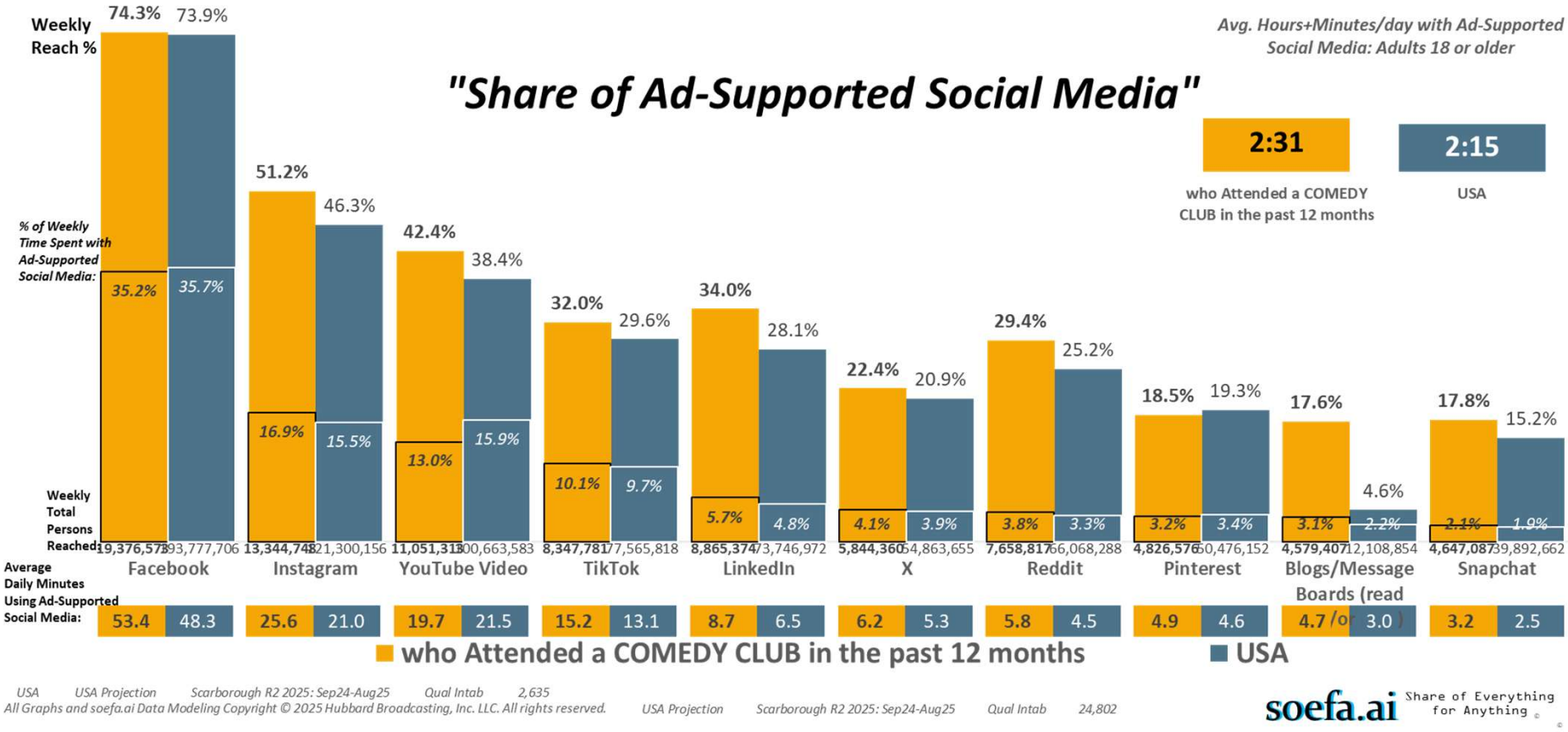
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Events attended/places visited past 12 months: Comedy club



19,376,573 or 74.3% of Adults 18 or older who Attended a COMEDY CLUB in the past 12 months use Ad-Supported Facebook for an average of 53.4 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,635

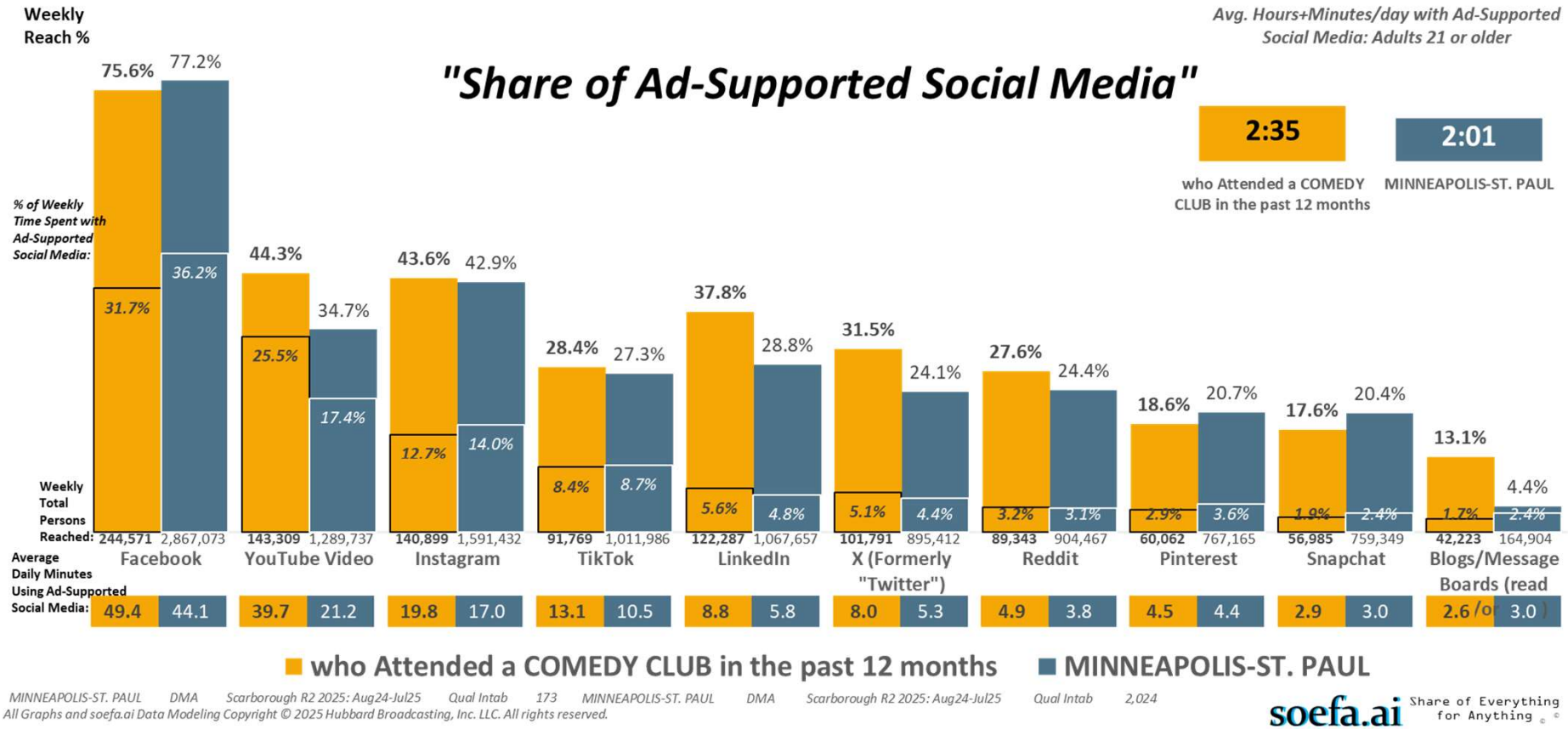
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

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Events attended/places visited past 12 months: Comedy club

244,571 or 75.6% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months use Ad-Supported Facebook for an average of 49.4 minutes every day representing 31.7% of all time spent daily with Ad-Supported Social Media.



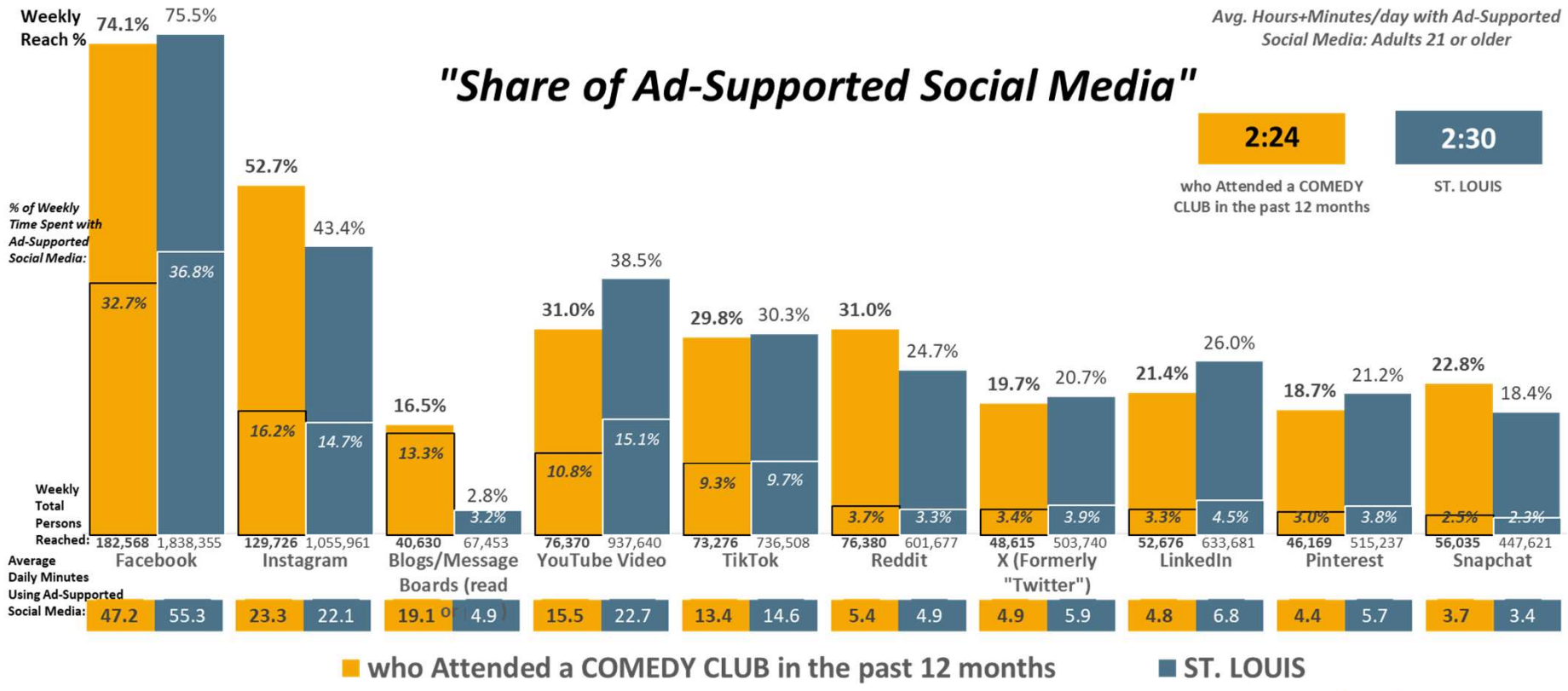
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 173 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,024

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Events attended/places visited past 12 months: Comedy club

182,568 or 74.1% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months use Ad-Supported Facebook for an average of 47.2 minutes every day representing 32.7% of all time spent daily with Ad-Supported Social Media.



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 235 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,051

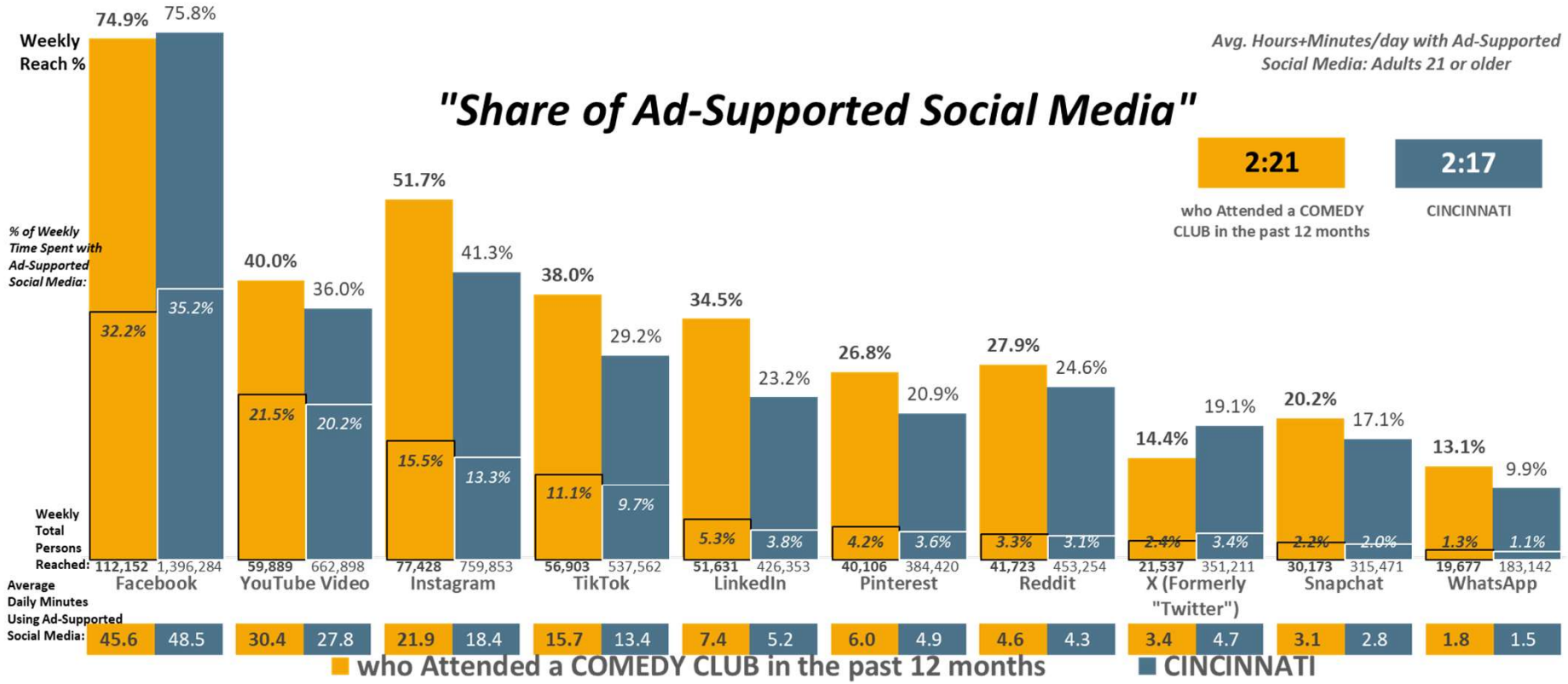
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Events attended/places visited past 12 months: Comedy club

Funny Bone CIN

112,152 or 74.9% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months use Ad-Supported Facebook for an average of 45.6 minutes every day representing 32.2% of all time spent daily with Ad-Supported Social Media.



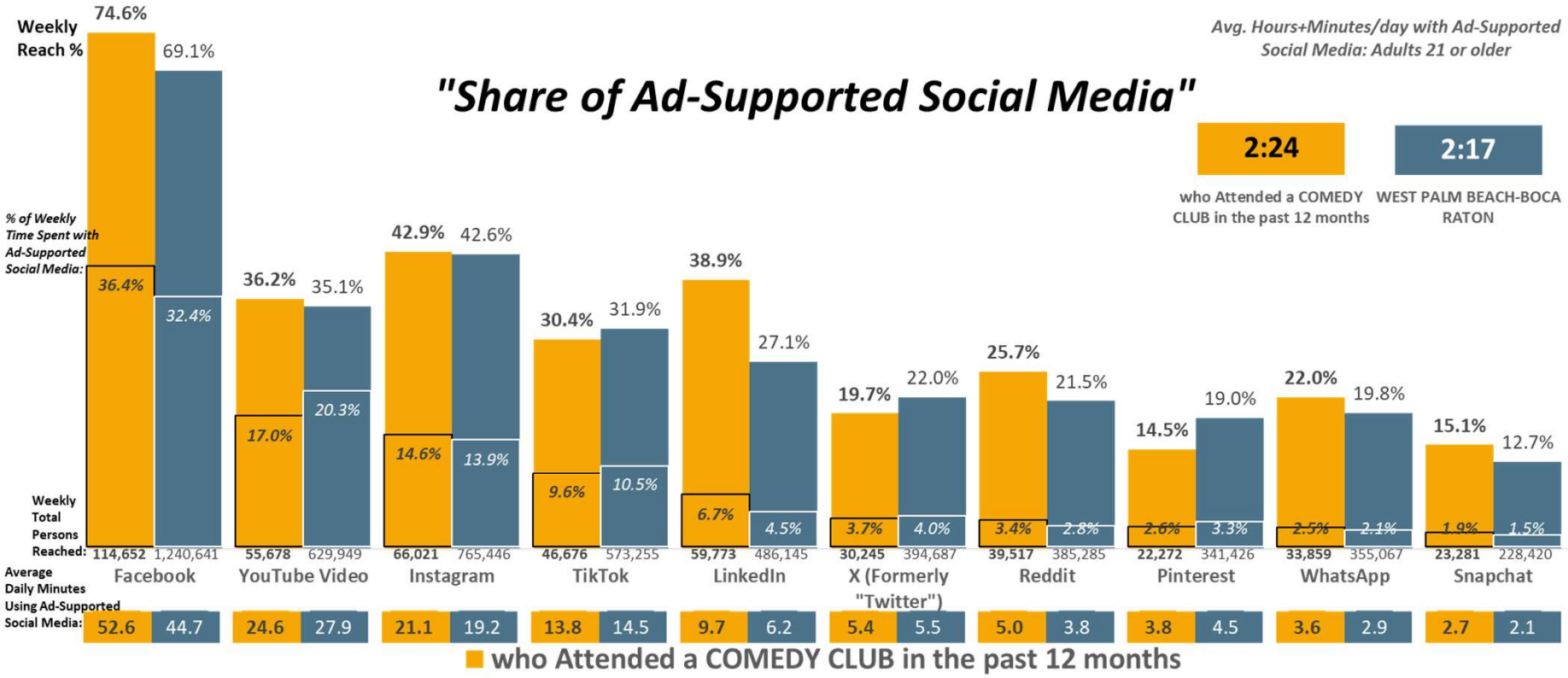
CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 179 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,977

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Events attended/places visited past 12 months: Comedy club

114,652 or 74.6% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months use Ad-Supported Facebook for an average of 52.6 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.



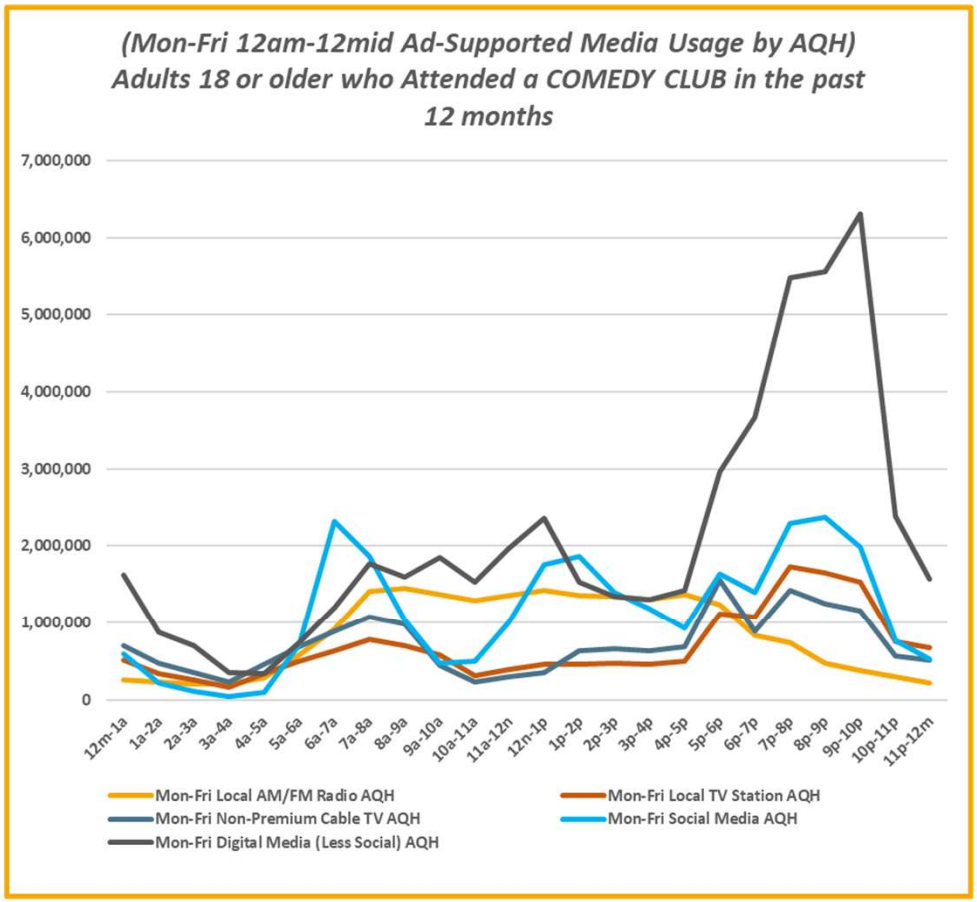
WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 237WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,593

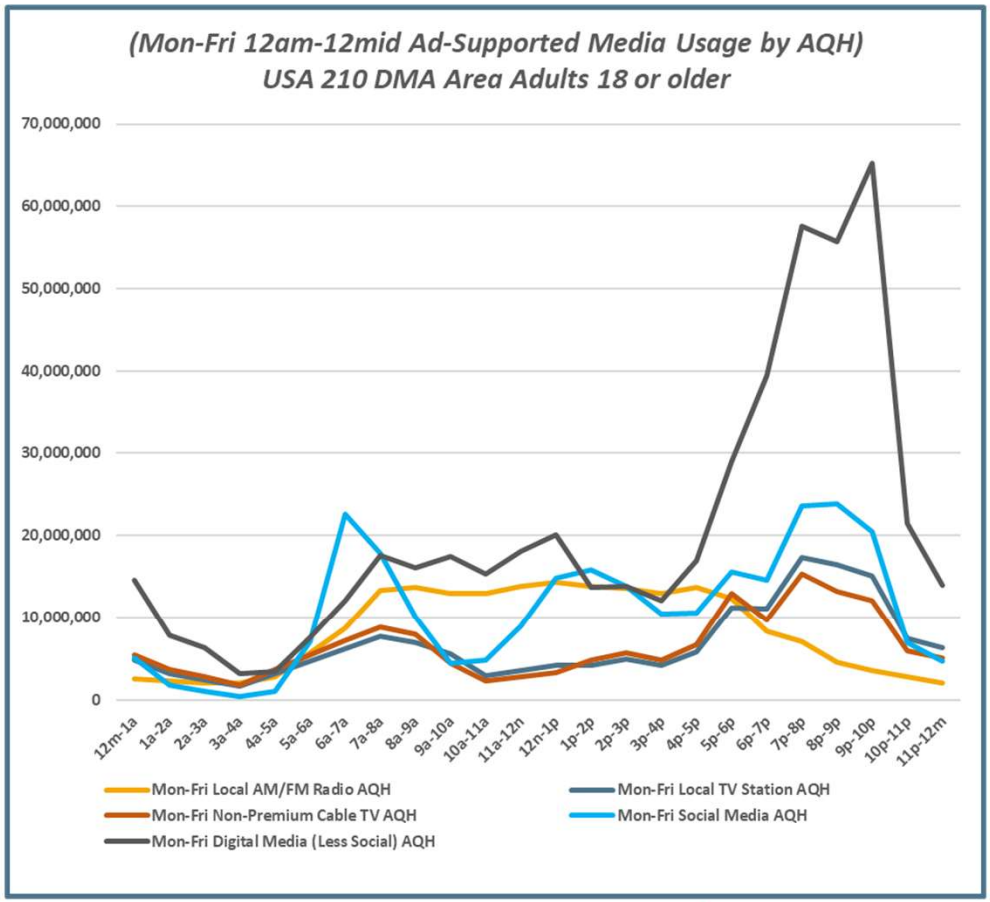
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Events attended/places visited past 12 months: Comedy club

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,885,045; Social Media: 1,331,920; Local Radio: 1,278,638; Non-Prem. Cable: 715,572; Local TV: 609,279 reaching Adults 18 or older who Attended a COMEDY CLUB in the past





USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,635

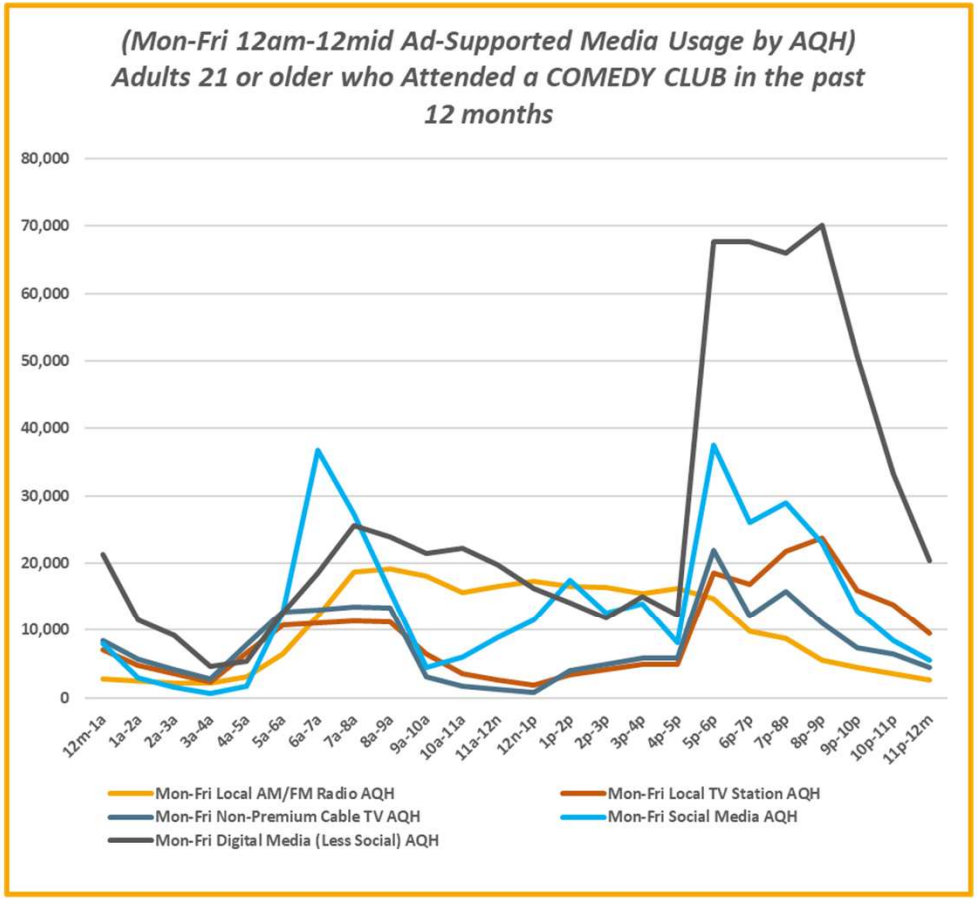
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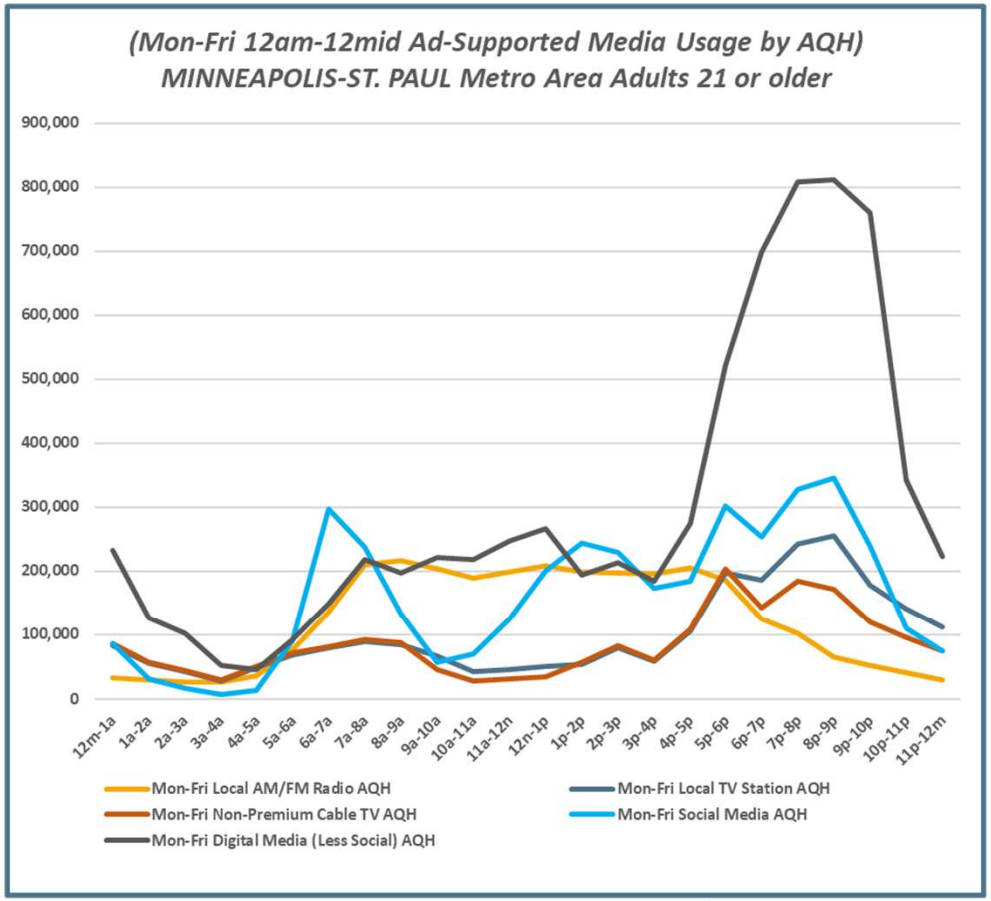
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

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Events attended/places visited past 12 months: Comedy club

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 25,880; Social Media: 17,407; Local Radio: 15,899; Non-Prem. Cable: 7,790; Local TV: 7,755 reaching Adults 21 or older who Attended a COMEDY CLUB in the past 12 months.





MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 173

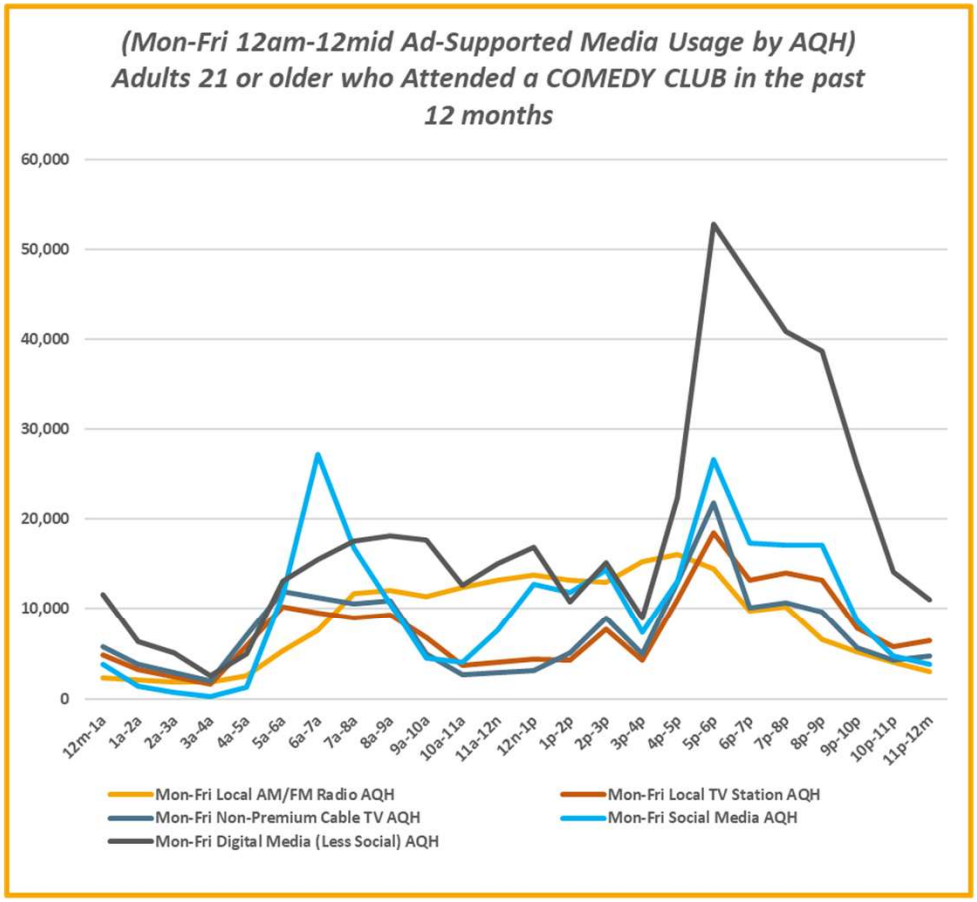
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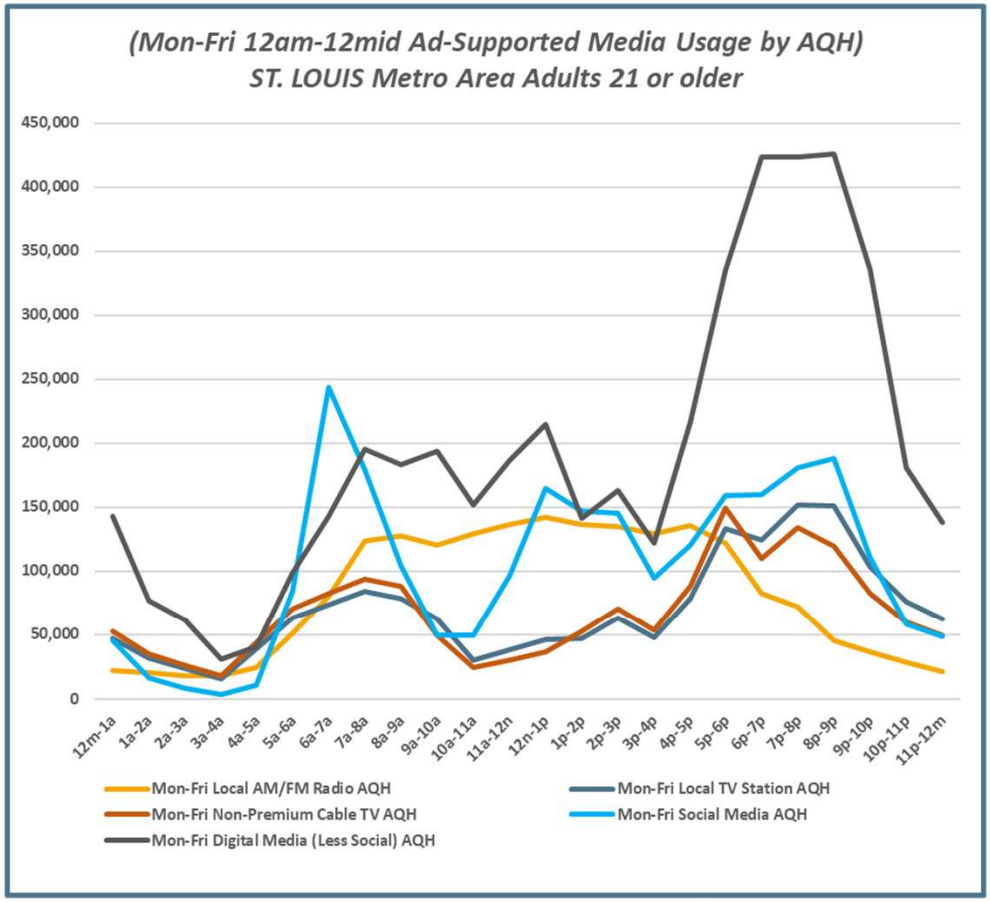
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Events attended/places visited past 12 months: Comedy club

HELIUM COMEDY CLUB STL

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 20,823; Social Media: 13,401; Local Radio: 12,613; Non-Prem. Cable: 8,495; Local TV: 8,128 reaching Adults 21 or older who Attended a COMEDY CLUB in the past 12 months.





ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 235

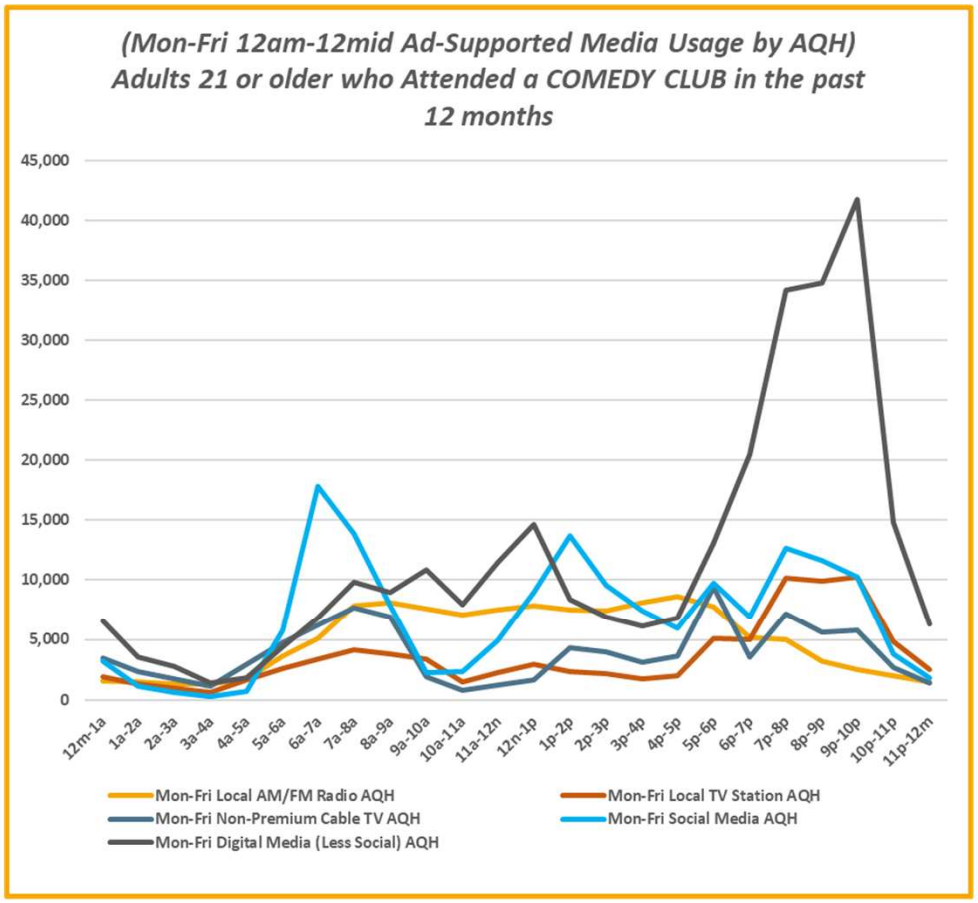
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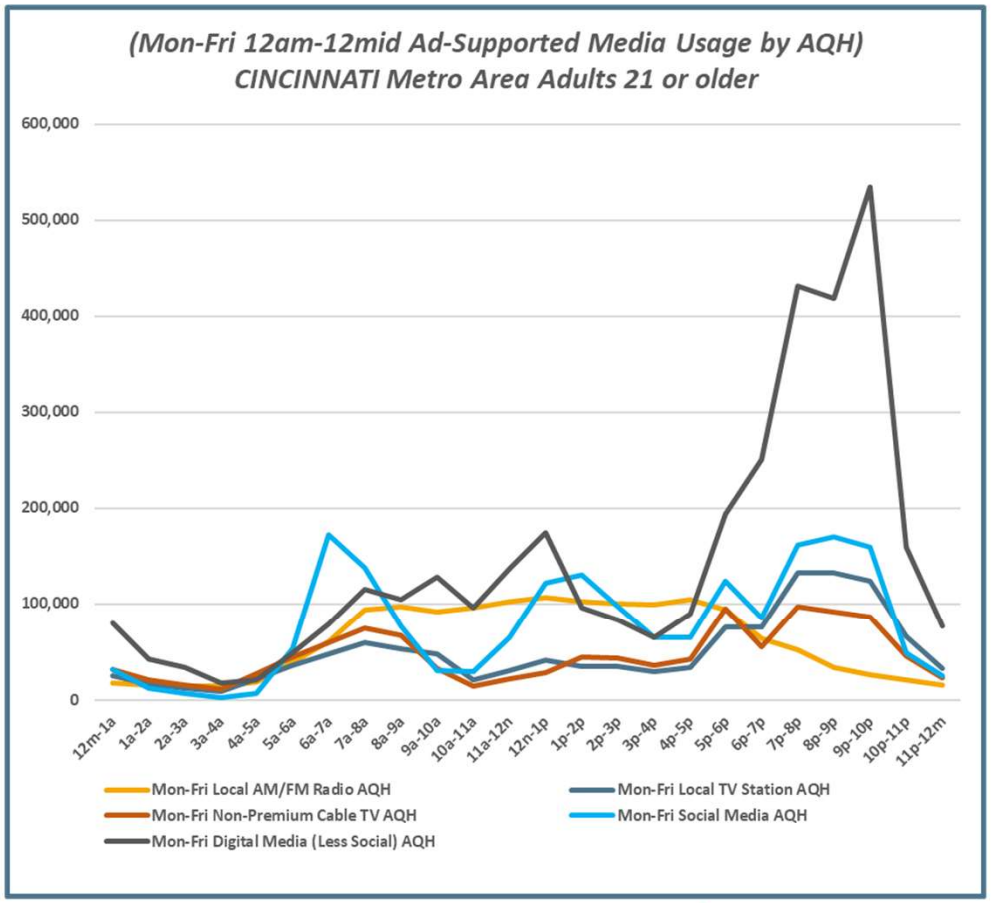
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Events attended/places visited past 12 months: Comedy club

Funny Bone CIN

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,184; Social Media: 8,563; Local Radio: 7,366; Non-Prem. Cable: 4,185; Local TV: 3,039 reaching Adults 21 or older who Attended a COMEDY CLUB in the past 12 months.





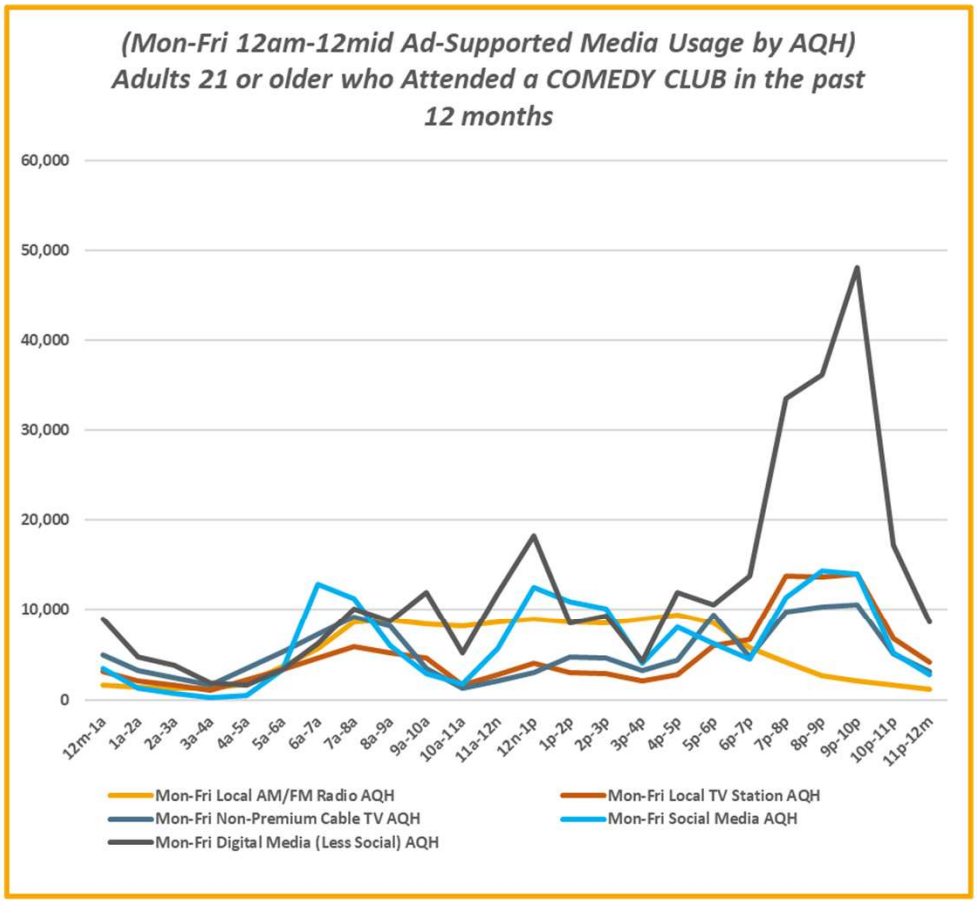
CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 179

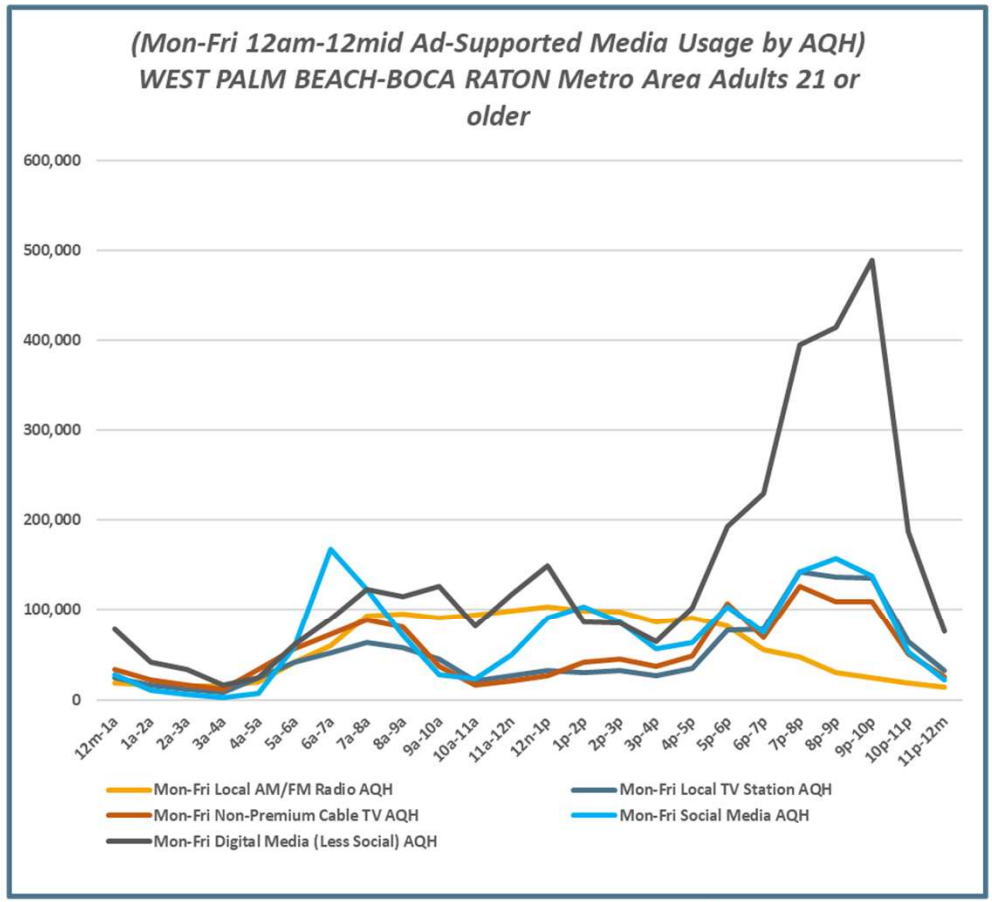
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Events attended/places visited past 12 months: Comedy club

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,040; Local Radio: 8,240; Social Media: 7,425; Non-Prem. Cable: 5,047; Local TV: 4,011 reaching Adults 21 or older who Attended a COMEDY CLUB in the past 12 months.





WEST PALM BEACH-BOCA RATON DMA

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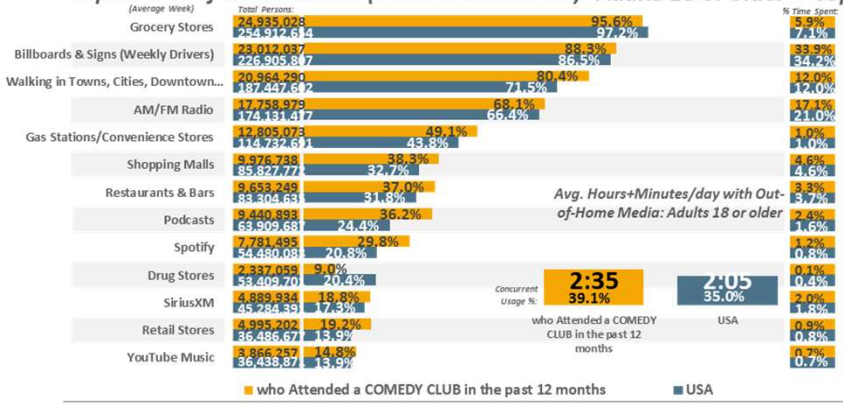
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Events attended/places visited past 12 months: Comedy club

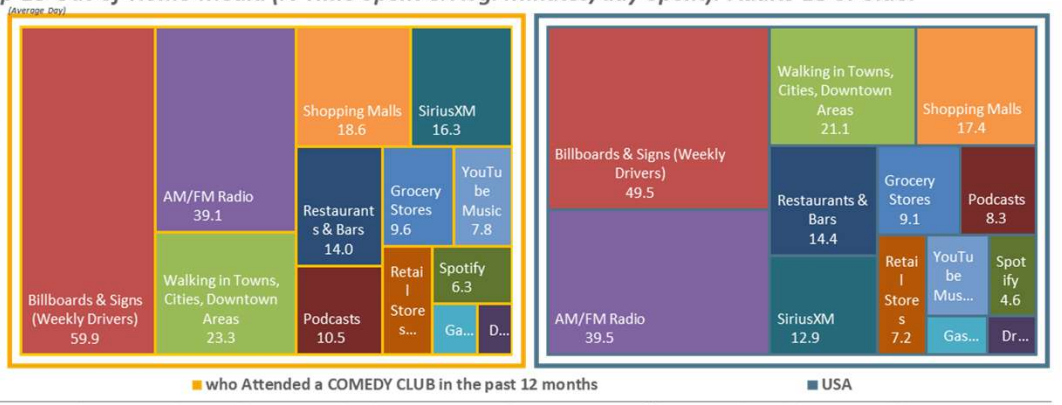


23,012,037 or 88.3% of Adults 18 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 59.9 minutes per day driving, seeing Billboards and Signs. 65.6% Listen to Local Radio Stations Out-of-Home for an average of 35.5 minutes/day.

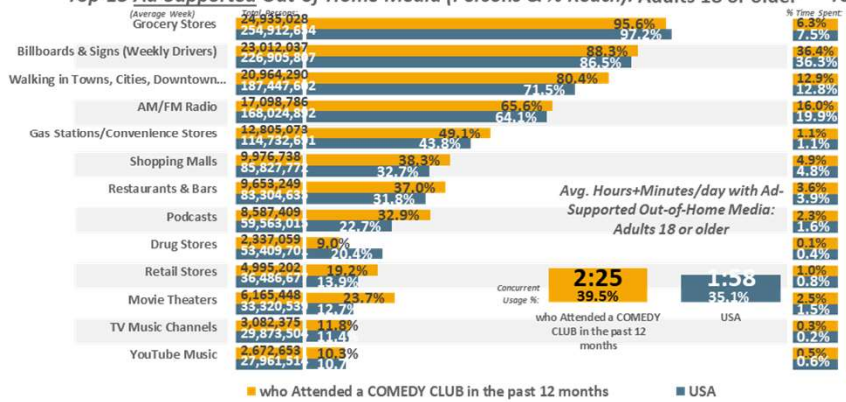
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



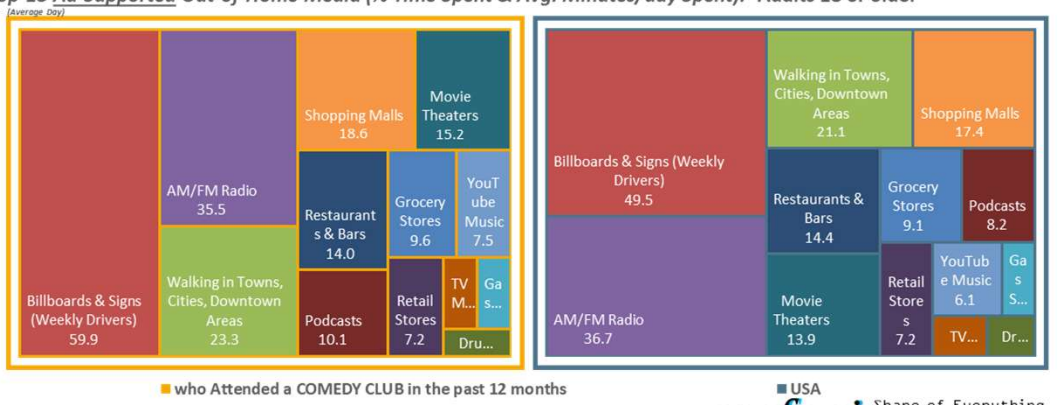
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,635

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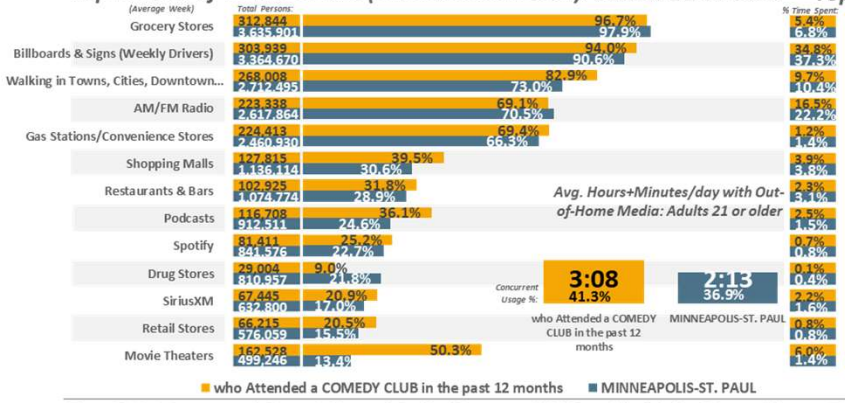
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

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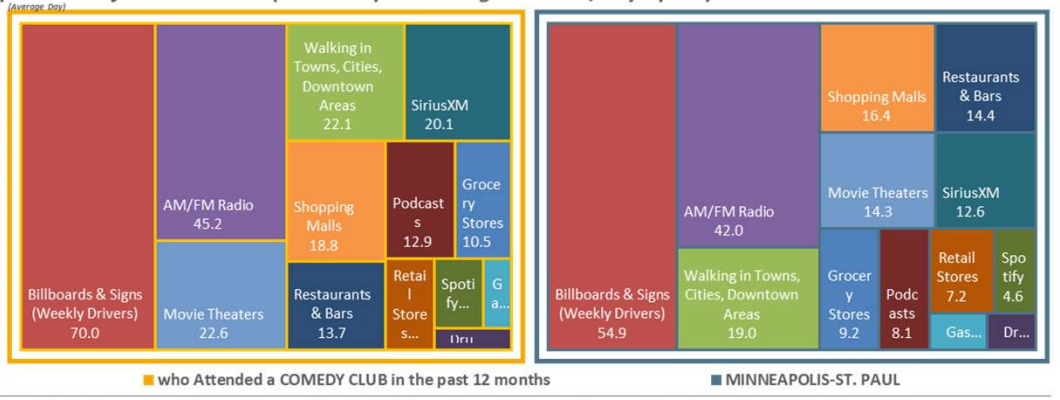
Events attended/places visited past 12 months: Comedy club

303,939 or 94.% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 70. minutes per day driving, seeing Billboards and Signs. 64.8% Listen to Local Radio Stations Out-of-Home for an average of 38.9 minutes/day.

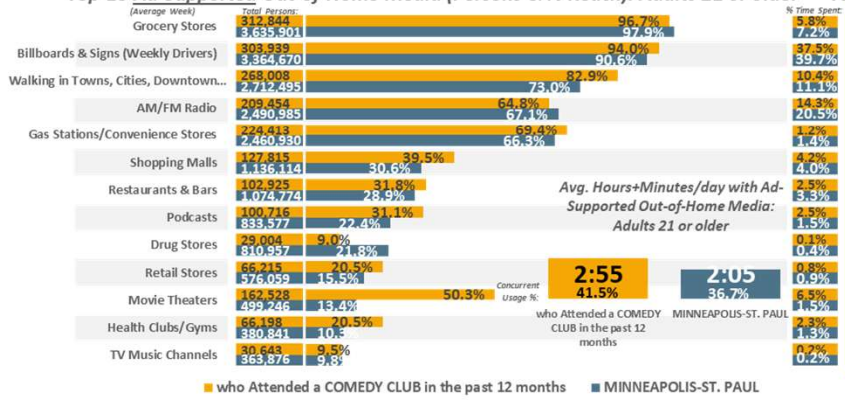
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



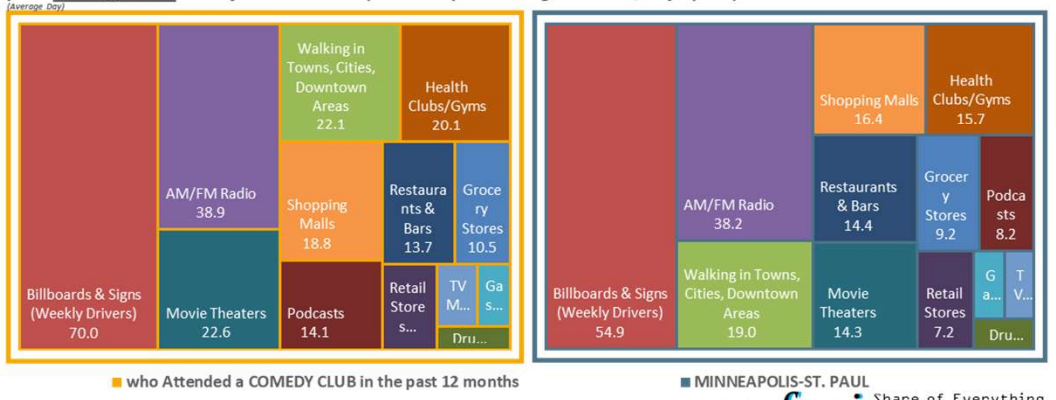
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 173

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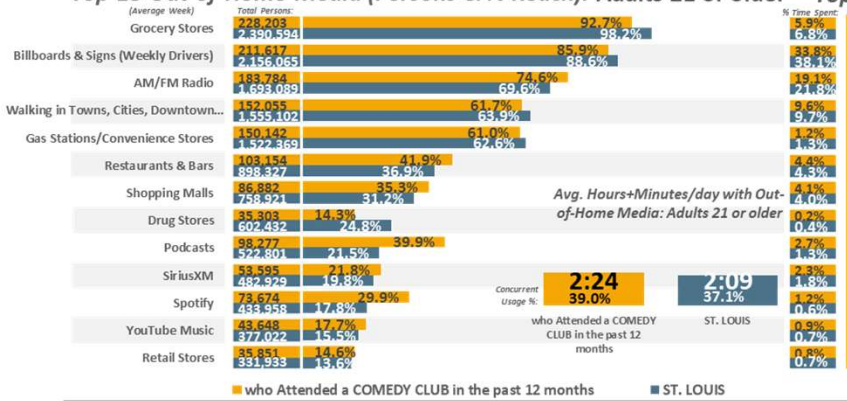
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Events attended/places visited past 12 months: Comedy club

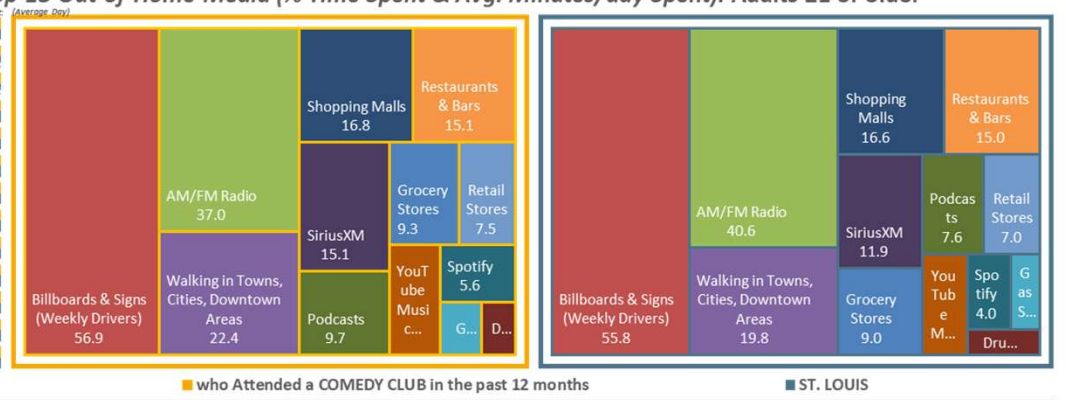
HELIUM COMEDY CLUB STL

211,617 or 85.9% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 56.9 minutes per day driving, seeing Billboards and Signs. 70.9% Listen to Local Radio Stations Out-of-Home for an average of 33.3 minutes/day.

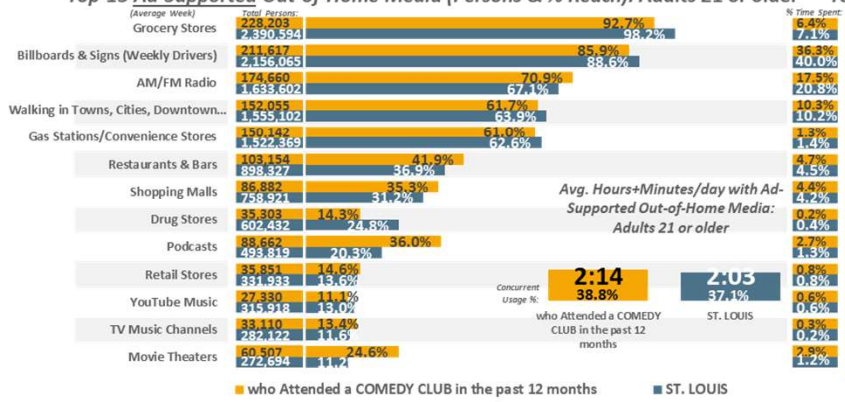
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



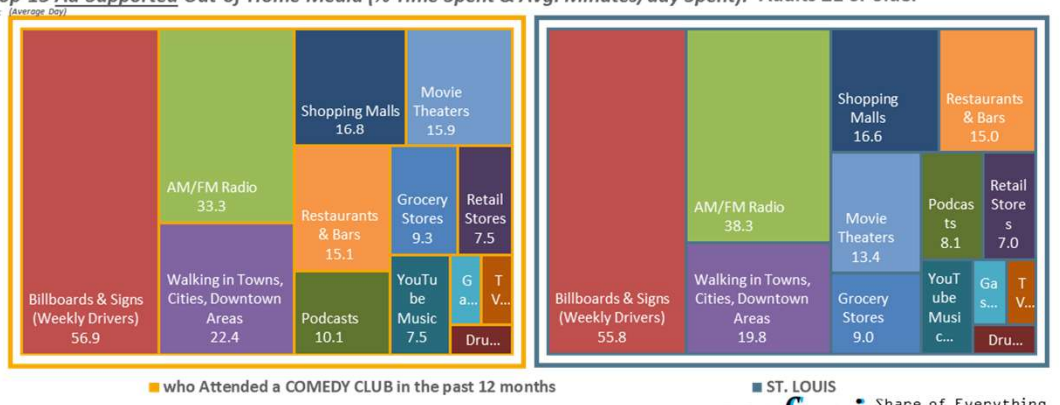
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 235

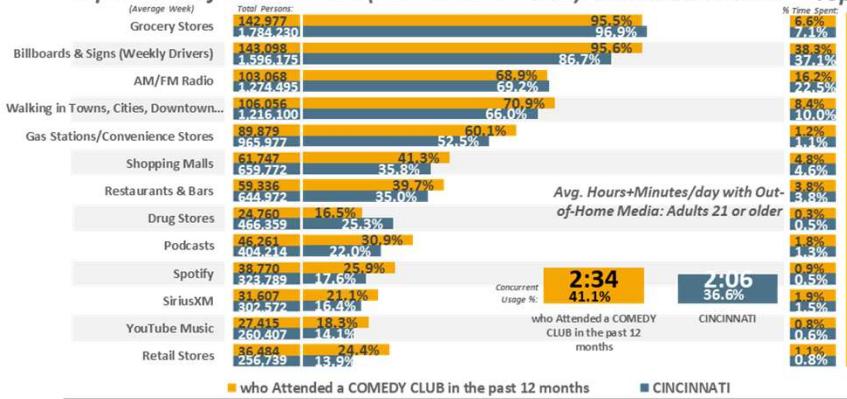
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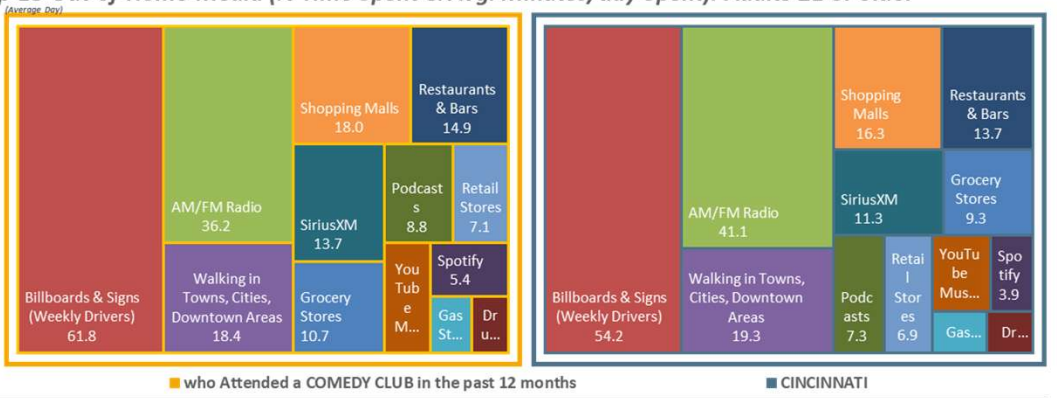
Events attended/places visited past 12 months: Comedy club

143,098 or 95.6% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 61.8 minutes per day driving, seeing Billboards and Signs. 67.5% Listen to Local Radio Stations Out-of-Home for an average of 34.6 minutes/day.

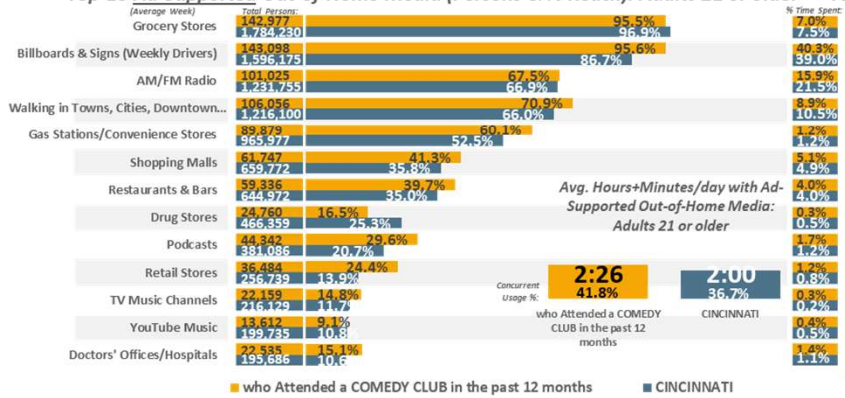
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 179

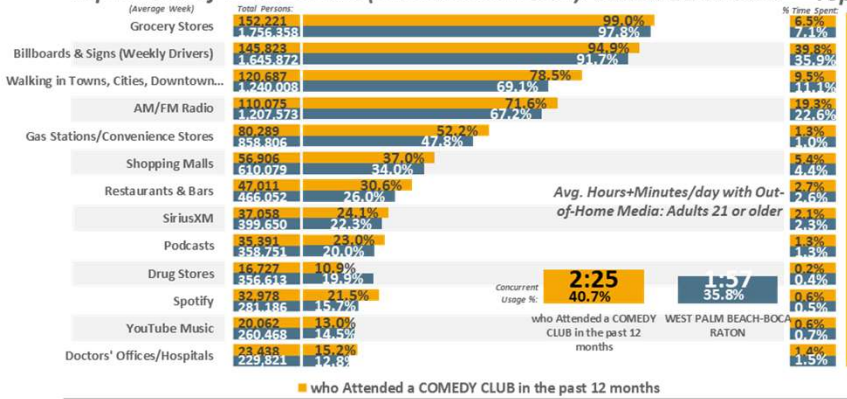
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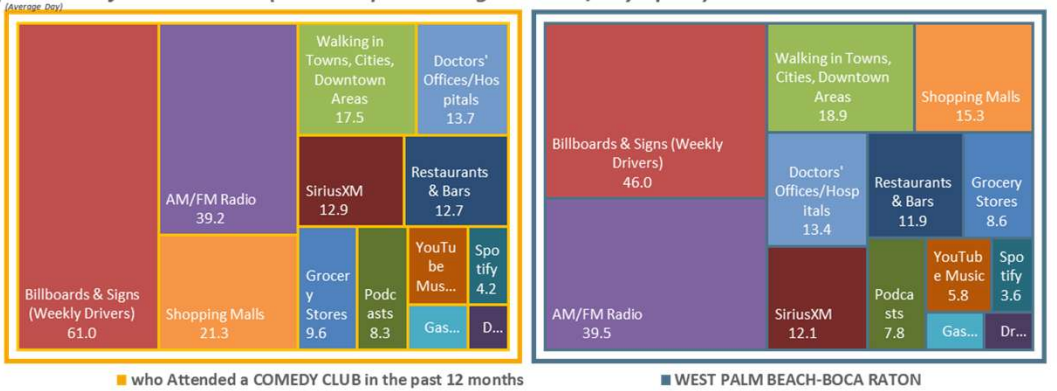
Events attended/places visited past 12 months: Comedy club

145,823 or 94.9% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 61. minutes per day driving, seeing Billboards and Signs. 70.6% Listen to Local Radio Stations Out-of-Home for an average of 38.5 minutes/day.

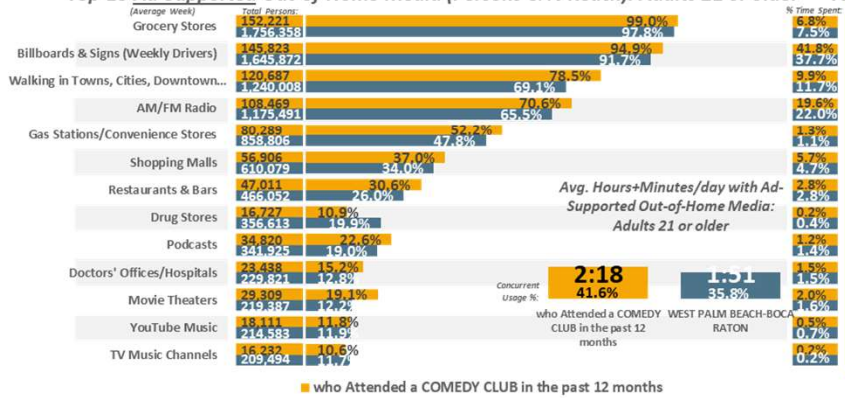
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



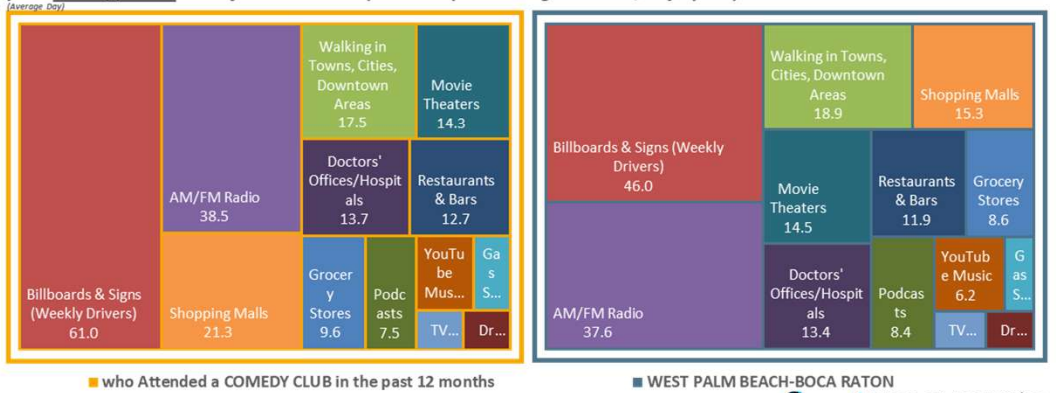
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 237

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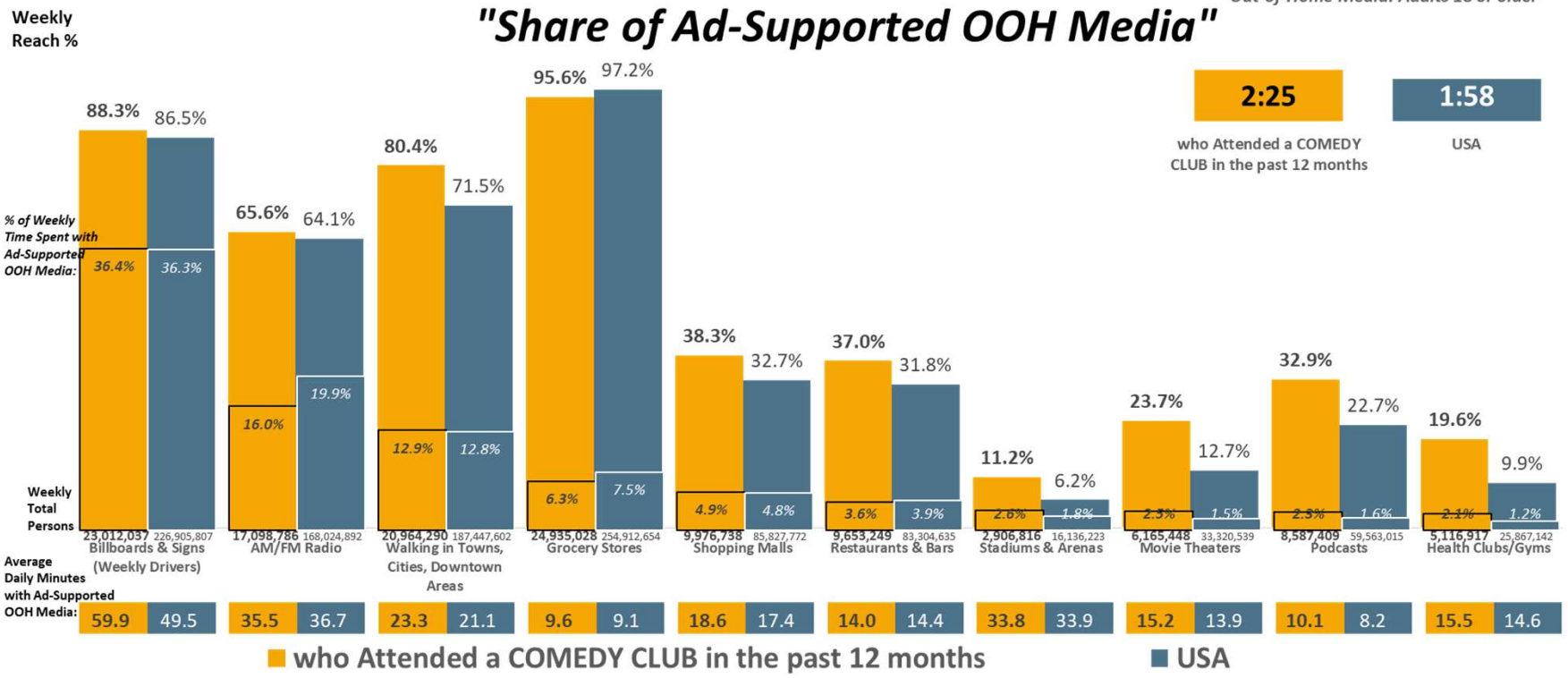
Events attended/places visited past 12 months: Comedy club



23,012,037 or 88.3% of Adults 18 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 59.9 minutes per day driving, seeing Billboards and Signs representing 36.4% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,635

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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

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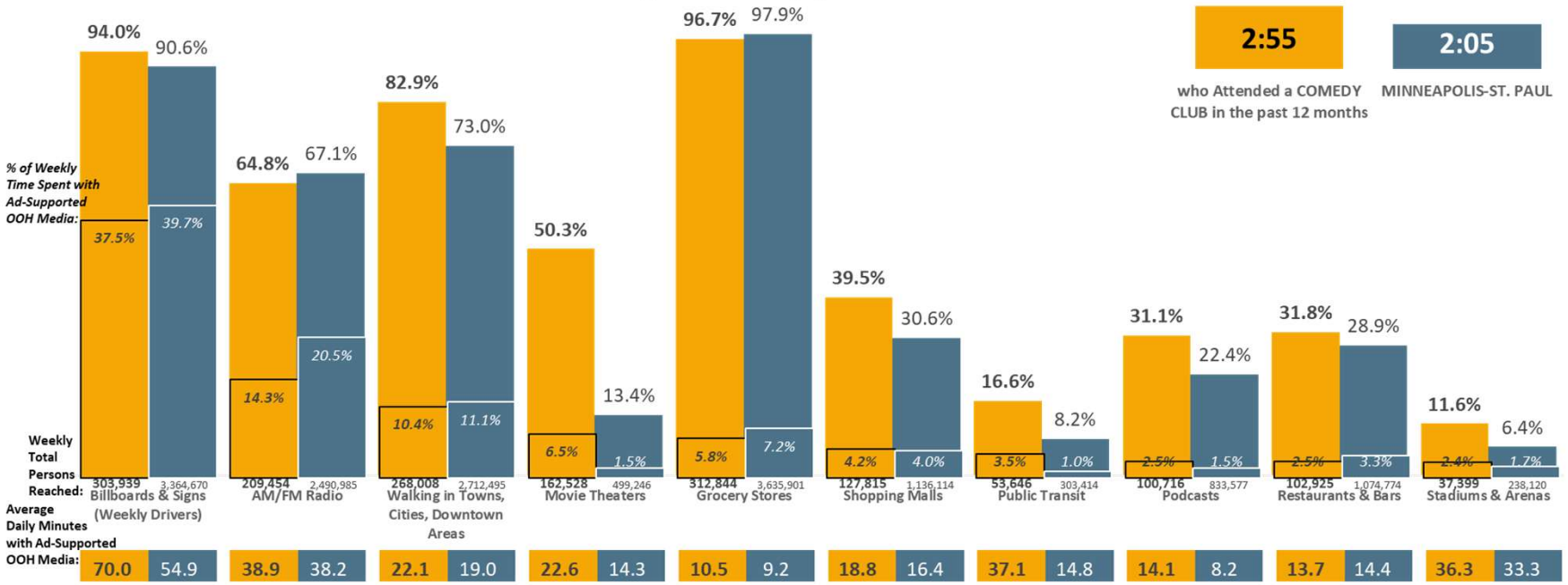
Events attended/places visited past 12 months: Comedy club



303,939 or 94.% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 70. minutes per day driving, seeing Billboards and Signs representing 37.5% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 21 or older

"Share of Ad-Supported OOH Media"



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 173 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,024

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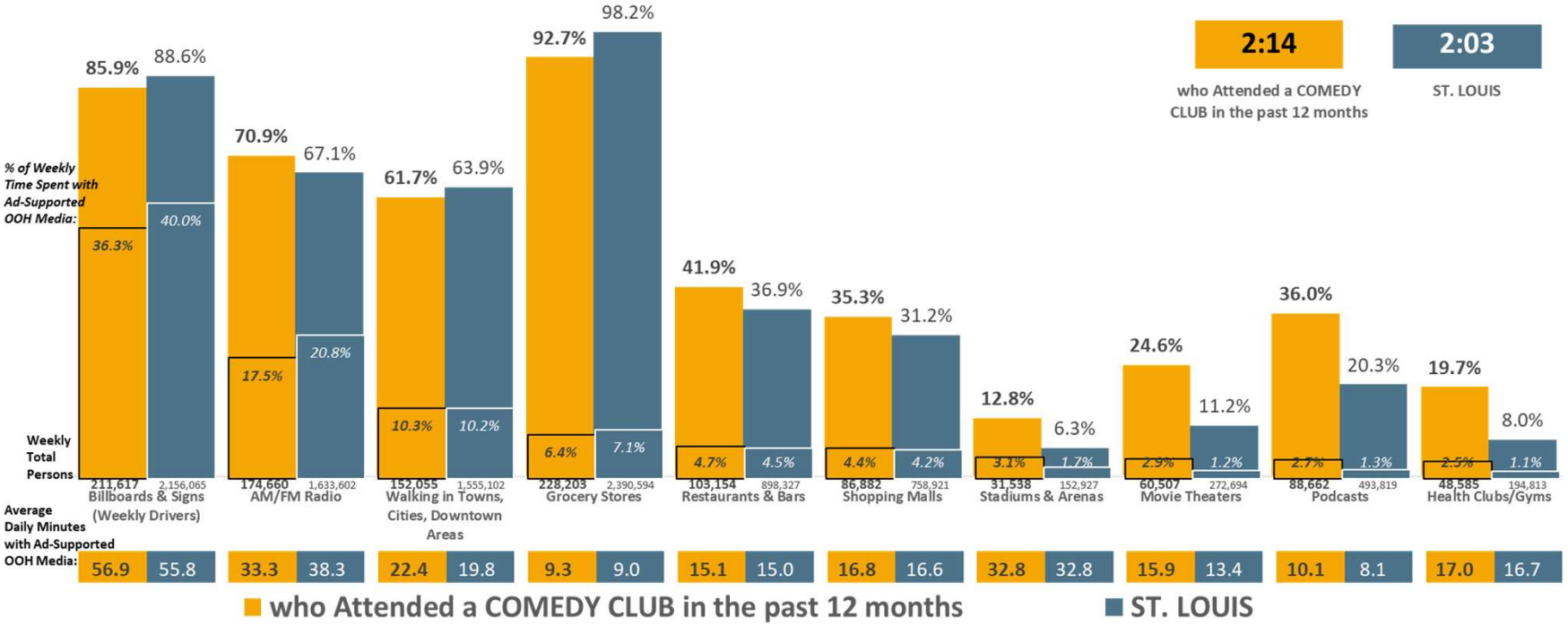
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Events attended/places visited past 12 months: Comedy club

211,617 or 85.9% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 56.9 minutes per day driving, seeing Billboards and Signs representing 36.3% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 21 or older

"Share of Ad-Supported OOH Media"



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 235 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,051

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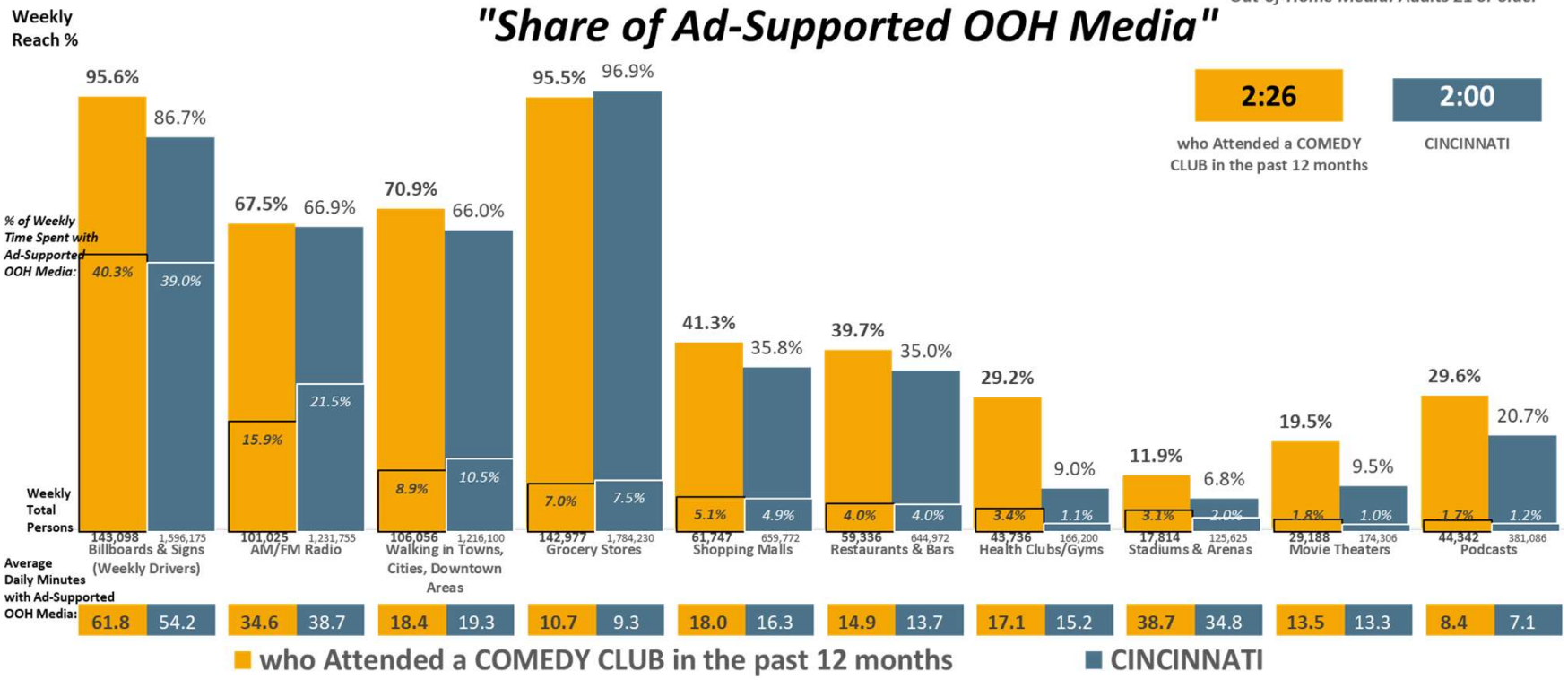
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Events attended/places visited past 12 months: Comedy club

143,098 or 95.6% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 61.8 minutes per day driving, seeing Billboards and Signs representing 40.3% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 21 or older

"Share of Ad-Supported OOH Media"



CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 179 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,977

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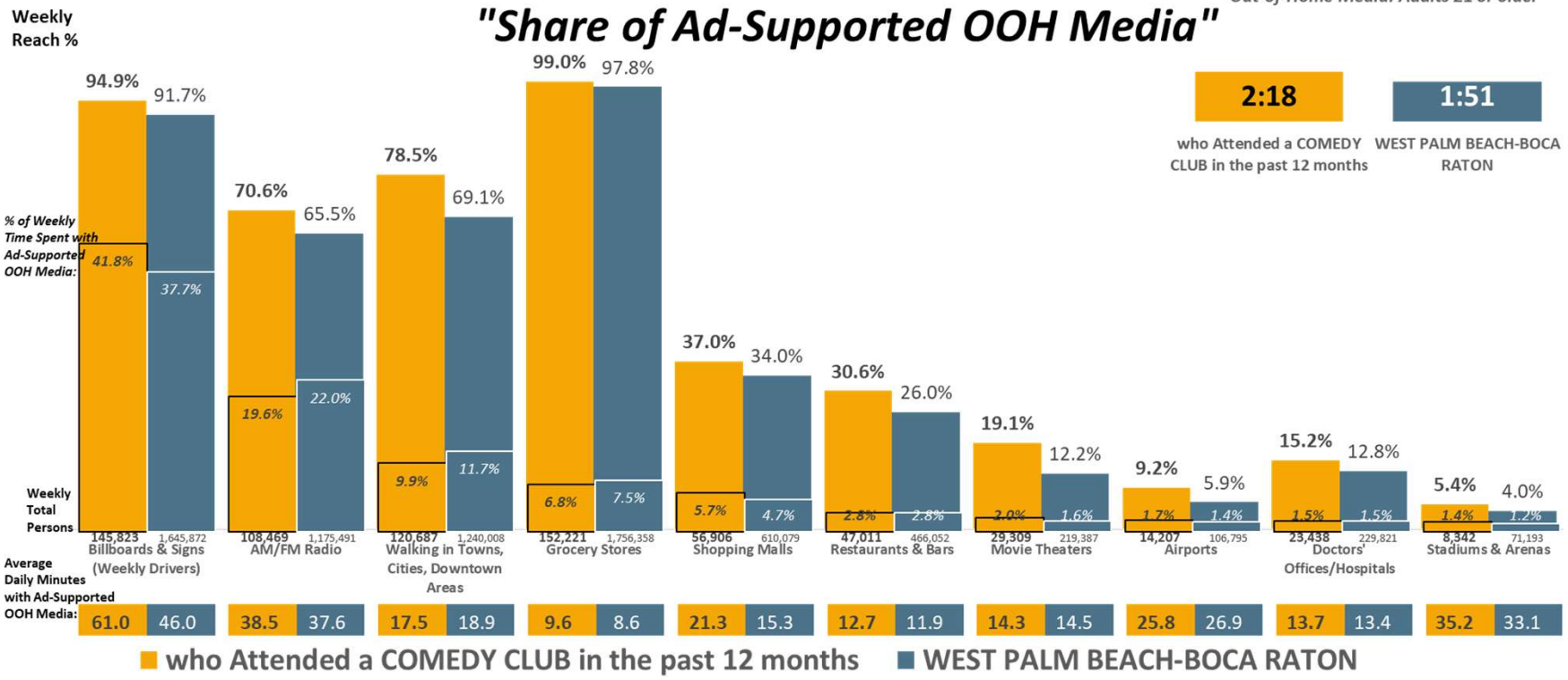
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Events attended/places visited past 12 months: Comedy club

145,823 or 94.9% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 61. minutes per day driving, seeing Billboards and Signs representing 41.8% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 21 or older

"Share of Ad-Supported OOH Media"



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 237 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,593

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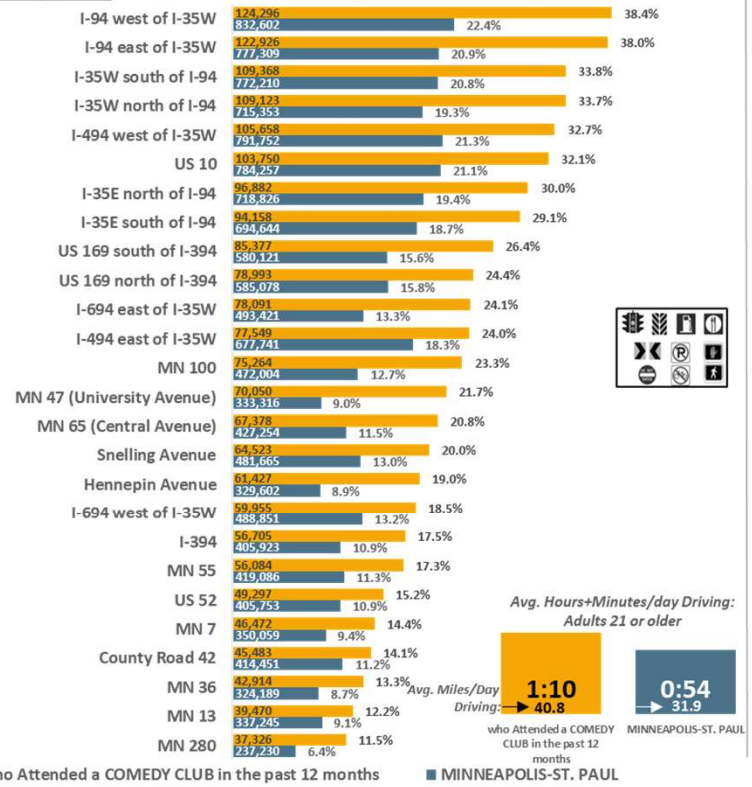
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Events attended/places visited past 12 months: Comedy club



303,939 or 94.% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 70. minutes per day driving an average of 40.8 miles each day and are 141.3% more likely to use MN 47 (University Avenue) than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



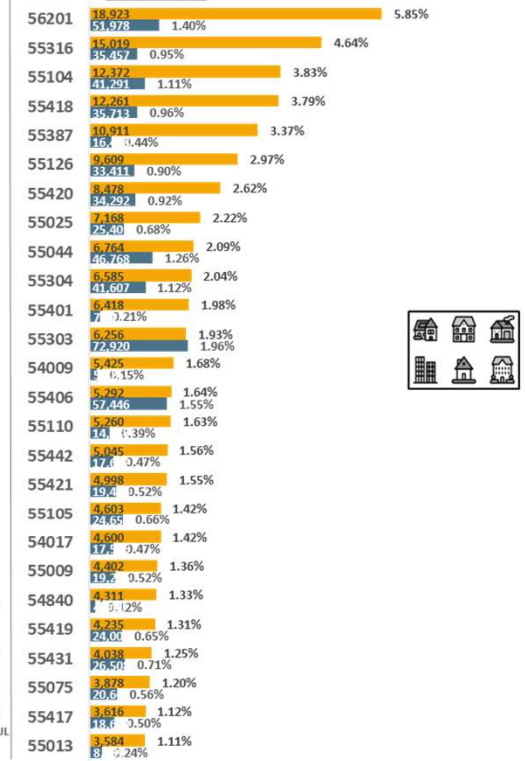
Avg. Hours+Minutes/day Driving: Adults 21 or older

Avg. Miles/Day Driving: → 40.8

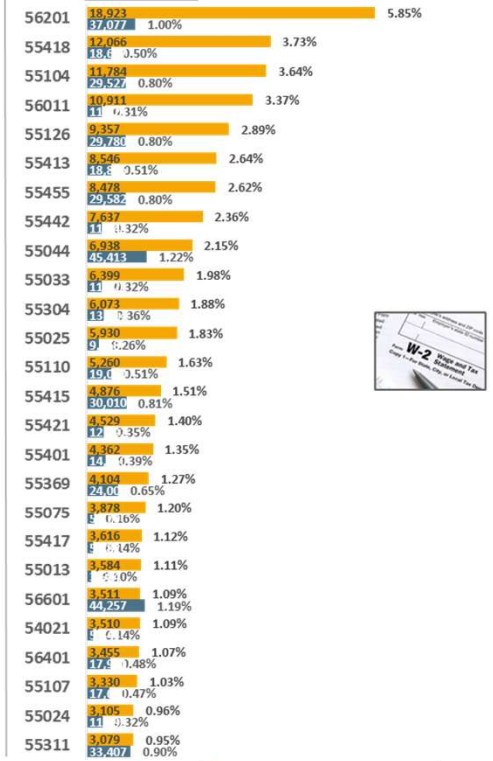
1:10 — who Attended a COMEDY CLUB in the past 12 months

0:54 → 31.9 — MINNEAPOLIS-ST. PAUL

Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 173

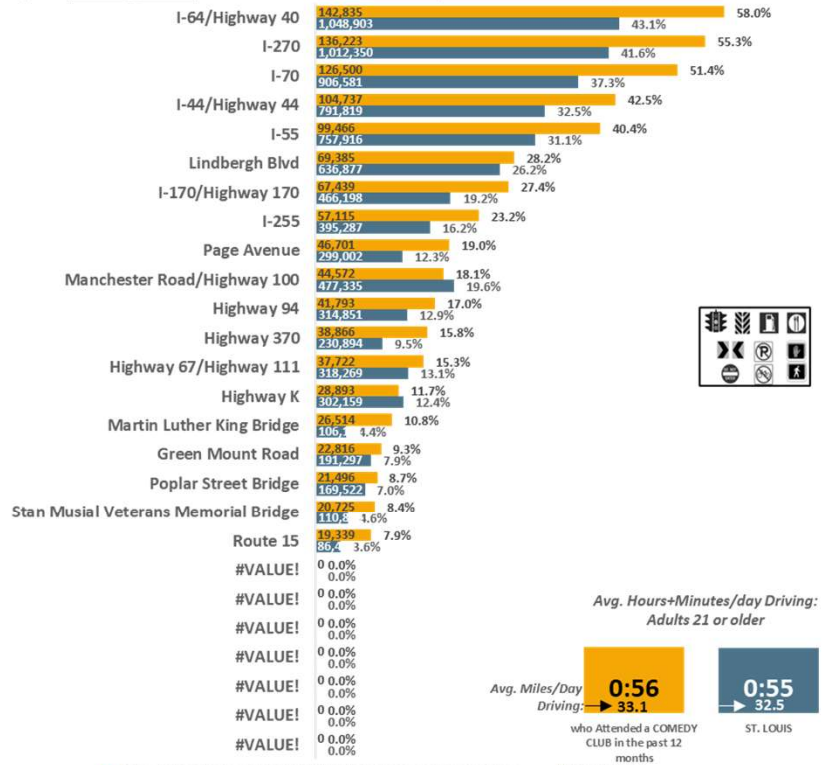
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Events attended/places visited past 12 months: Comedy club

HELIUM COMEDY CLUB STL

211,617 or 85.9% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 56.9 minutes per day driving an average of 33.1 miles each day and are 146.9% more likely to use Martin Luther King Bridge than the Metro average.

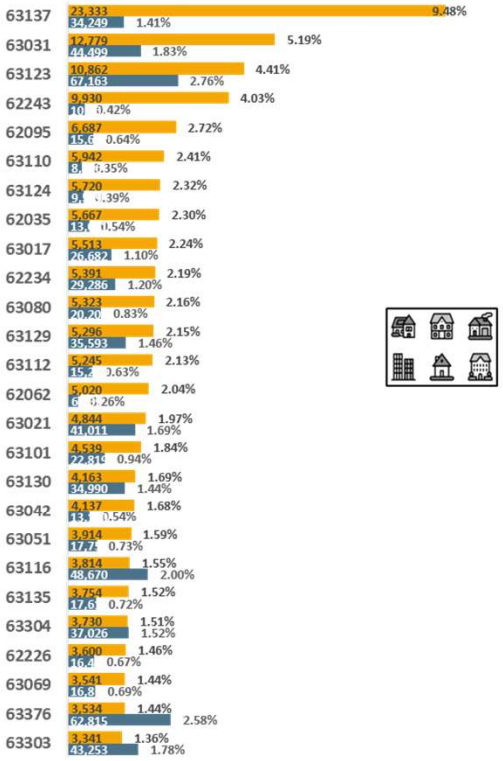
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



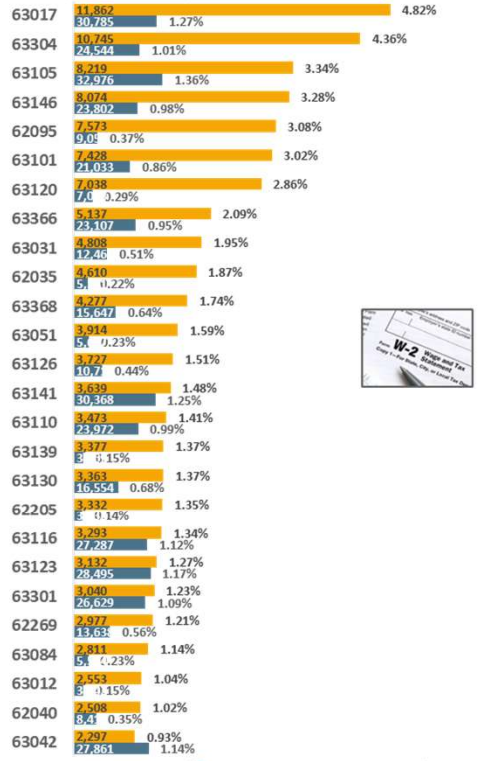
Avg. Hours+Minutes/day Driving: Adults 21 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 235

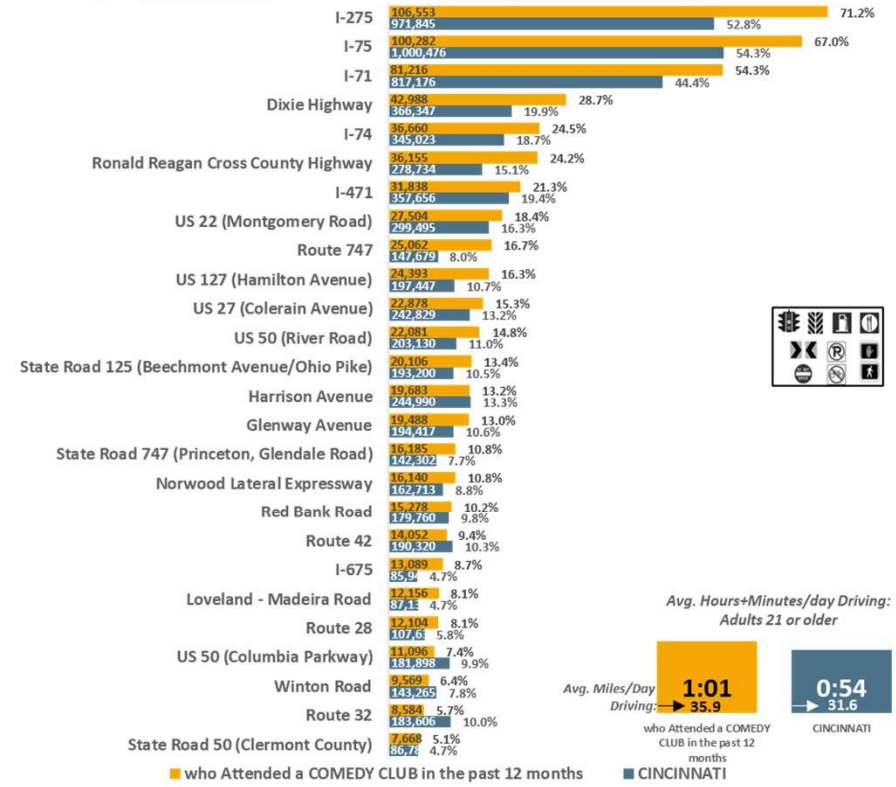
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Events attended/places visited past 12 months: Comedy club

Funny Bone CIN

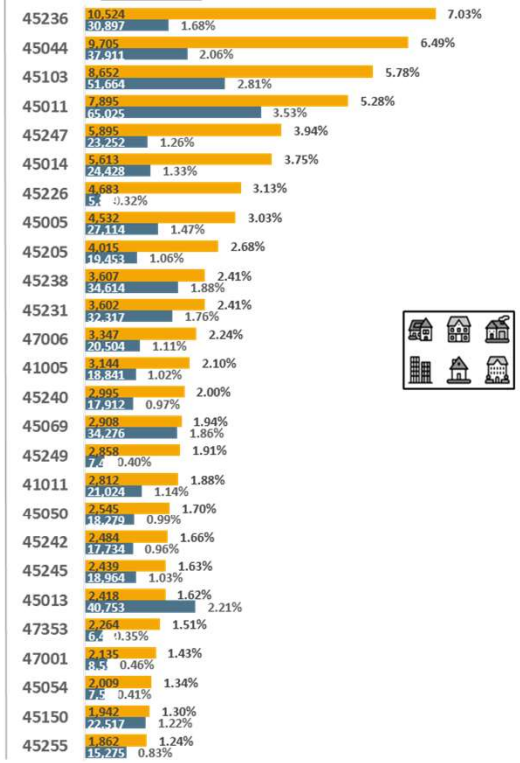
143,098 or 95.6% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 61.8 minutes per day driving an average of 35.9 miles each day and are 108.8% more likely to use Route 747 than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older

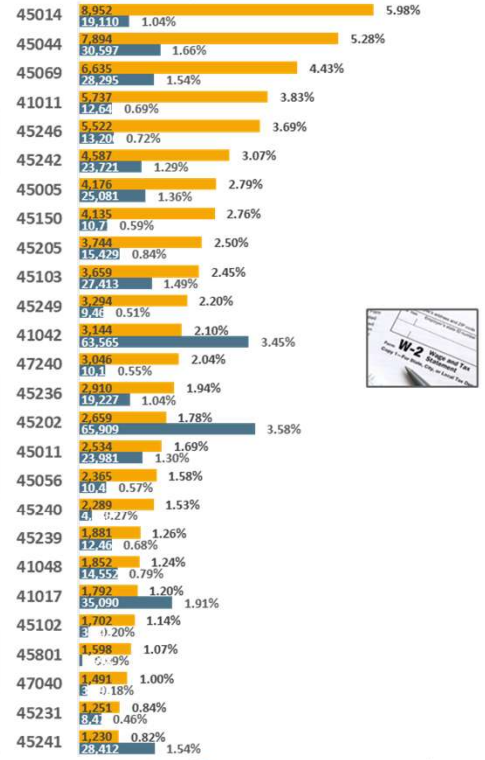


Avg. Hours+Minutes/day Driving: Adults 21 or older

Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 179

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Events attended/places visited past 12 months: Comedy club

RED LIGHT OF PALM BEACH — WPB

145,823 or 94.9% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months spend an average of 61. minutes per day driving an average of 35.5 miles each day and are 134.9% more likely to use US 710/Beeline Highway than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older

	who Attended a COMEDY CLUB in the past 12 months		WEST PALM BEACH-BOCA RATON	
I-95	115,692	75.3%	1,197,410	66.7%
US 1	90,397	58.8%	905,242	50.4%
Military Trail	72,896	47.4%	755,777	42.1%
Florida Turnpike	72,082	46.9%	547,629	30.5%
US 441	68,272	44.4%	591,618	32.9%
Congress Avenue	56,145	36.5%	525,964	29.3%
Okeechobee Blvd	51,681	33.6%	375,386	20.9%
Southern Blvd	46,291	30.1%	347,677	19.4%
Northlake Blvd	43,353	28.2%	283,789	15.8%
PGA Blvd	43,000	28.0%	282,859	15.8%
Palm Beach Lakes Blvd	41,861	27.2%	276,675	15.4%
Glades Road	37,590	24.5%	268,141	14.9%
Forest Hill Blvd	36,528	23.8%	322,991	18.0%
Local/surface streets mostly	34,588	22.5%	471,819	26.3%
Boynton Beach Road	28,779	18.7%	291,830	16.3%
Donald Ross Road	27,468	17.9%	176,970	9.9%
Indiantown Road	26,459	17.2%	158,505	8.8%
Lake Worth Road	26,070	17.0%	284,289	15.8%
US 710/Beeline Highway	25,607	16.7%	127,324	7.1%
45th Street	24,741	16.1%	196,249	10.9%
Port St Lucie Blvd	24,483	15.9%	212,483	11.8%
St Lucie West Blvd	22,357	14.5%	205,166	11.4%
Blue Heron Blvd	21,491	14.0%	158,499	8.8%
Atlantic Avenue	21,303	13.9%	234,673	13.1%
Hypoluxo Road	20,393	13.3%	223,411	12.4%
Gateway Blvd	19,714	12.8%	178,064	9.9%

Avg. Hours+Minutes/day Driving: Adults 21 or older

Avg. Miles/Day Driving: 1:01 → 35.5 (who Attended a COMEDY CLUB in the past 12 months) | 0:46 → 26.8 (WEST PALM BEACH-BOCA RATON)

Top-26 Residential Zip Codes: Adults 21 or older

	who Attended a COMEDY CLUB in the past 12 months		WEST PALM BEACH-BOCA RATON	
33411	16,122	10.49%	66,816	3.72%
33470	8,011	5.21%	38,999	2.17%
33407	6,040	3.93%	43,400	2.42%
33458	5,740	3.73%	50,720	2.82%
33433	5,643	3.67%	32,984	1.84%
32967	5,633	3.66%	23,79	1.32%
33405	5,122	3.33%	15,8	0.88%
33428	5,070	3.30%	82,499	4.59%
33415	4,750	3.09%	33,977	1.88%
33467	4,492	2.92%	57,761	3.22%
34987	4,093	2.66%	28,896	1.61%
33418	3,957	2.57%	29,405	1.64%
33446	3,923	2.55%	31,201	1.74%
34949	3,908	2.54%	7	0.40%
33426	3,907	2.54%	11	0.64%
34990	3,785	2.46%	23,72	1.32%
33473	3,144	2.05%	10	0.57%
32968	2,841	1.85%	21,29	1.19%
34997	2,675	1.74%	46,814	2.61%
34957	2,388	1.55%	20,68	1.15%
33460	2,348	1.53%	31,357	1.75%
33406	2,211	1.44%	24,28	1.35%
33432	2,200	1.43%	15,9	0.88%
33445	2,125	1.38%	13,9	0.78%
33449	2,091	1.36%	9,9	0.55%
33401	2,075	1.35%	18,92	1.05%

Top-26 Employment Zip Codes: Adults 21 or older

	who Attended a COMEDY CLUB in the past 12 months		WEST PALM BEACH-BOCA RATON	
33411	14,652	9.53%	52,569	2.93%
33410	9,086	5.91%	40,849	2.27%
34990	4,395	2.86%	15,7	0.88%
33487	4,260	2.77%	30,316	1.69%
33467	3,626	2.36%	19,9	1.11%
33426	3,601	2.34%	12	0.72%
33418	3,463	2.25%	19,2	1.07%
33458	3,411	2.22%	29,475	1.64%
33431	3,310	2.15%	12	0.69%
32958	3,141	2.04%	13	0.75%
34987	2,963	1.93%	14	0.78%
32967	2,918	1.90%	9	0.53%
33434	2,605	1.69%	5	0.30%
33407	2,532	1.65%	22,20	1.24%
33404	2,486	1.62%	14	0.83%
33460	2,348	1.53%	17,7	0.99%
32960	2,165	1.41%	13	0.77%
33449	2,091	1.36%	8	0.48%
33486	2,031	1.32%	7	0.44%
33433	1,837	1.19%	14	0.81%
33409	1,792	1.17%	8	0.48%
33478	1,689	1.10%	8	0.50%
33415	1,688	1.10%	14	0.81%
34994	1,659	1.08%	15	0.89%
34997	1,566	1.02%	18,9	1.02%
33432	1,560	1.01%	9	0.53%

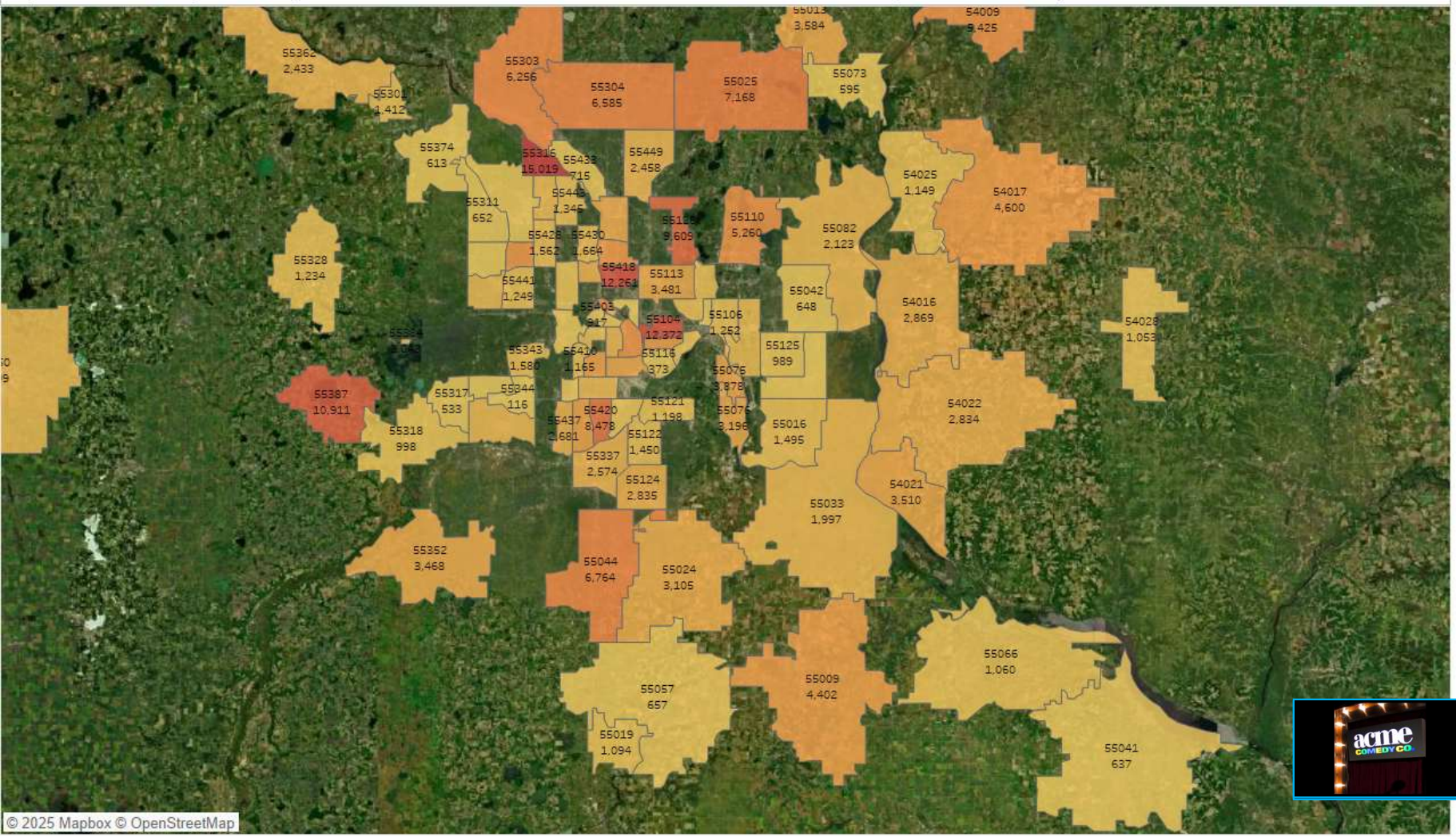
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WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 237

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Events attended/places visited past 12 months: Comedy club

Top Residential Zip Codes: (Adults 21 or older who Attended a COMEDY CLUB in the past 12 months)



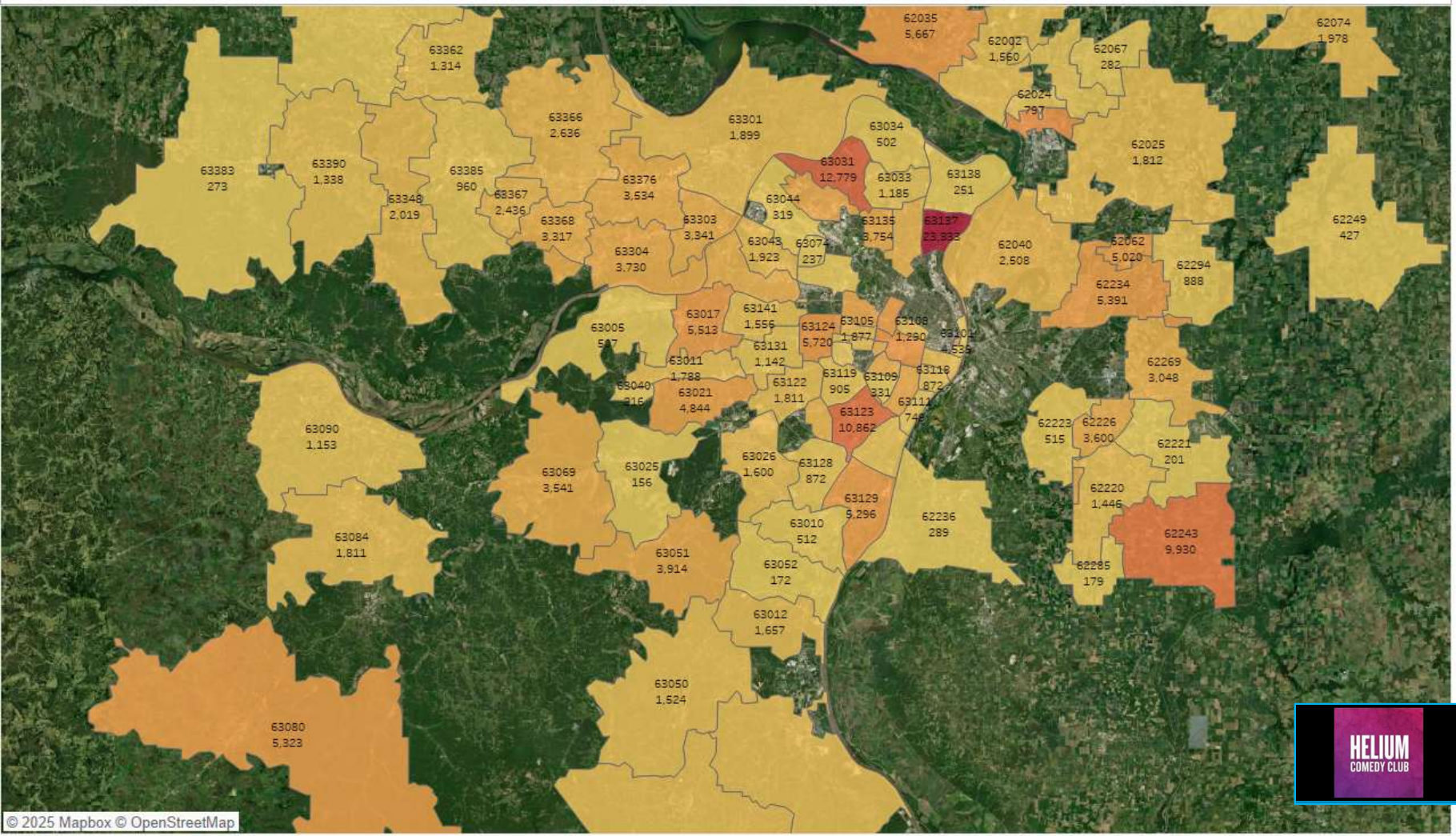
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 173

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Events attended/places visited past 12 months: Comedy club

Top Residential Zip Codes: (Adults 21 or older who Attended a COMEDY CLUB in the past 12 months)

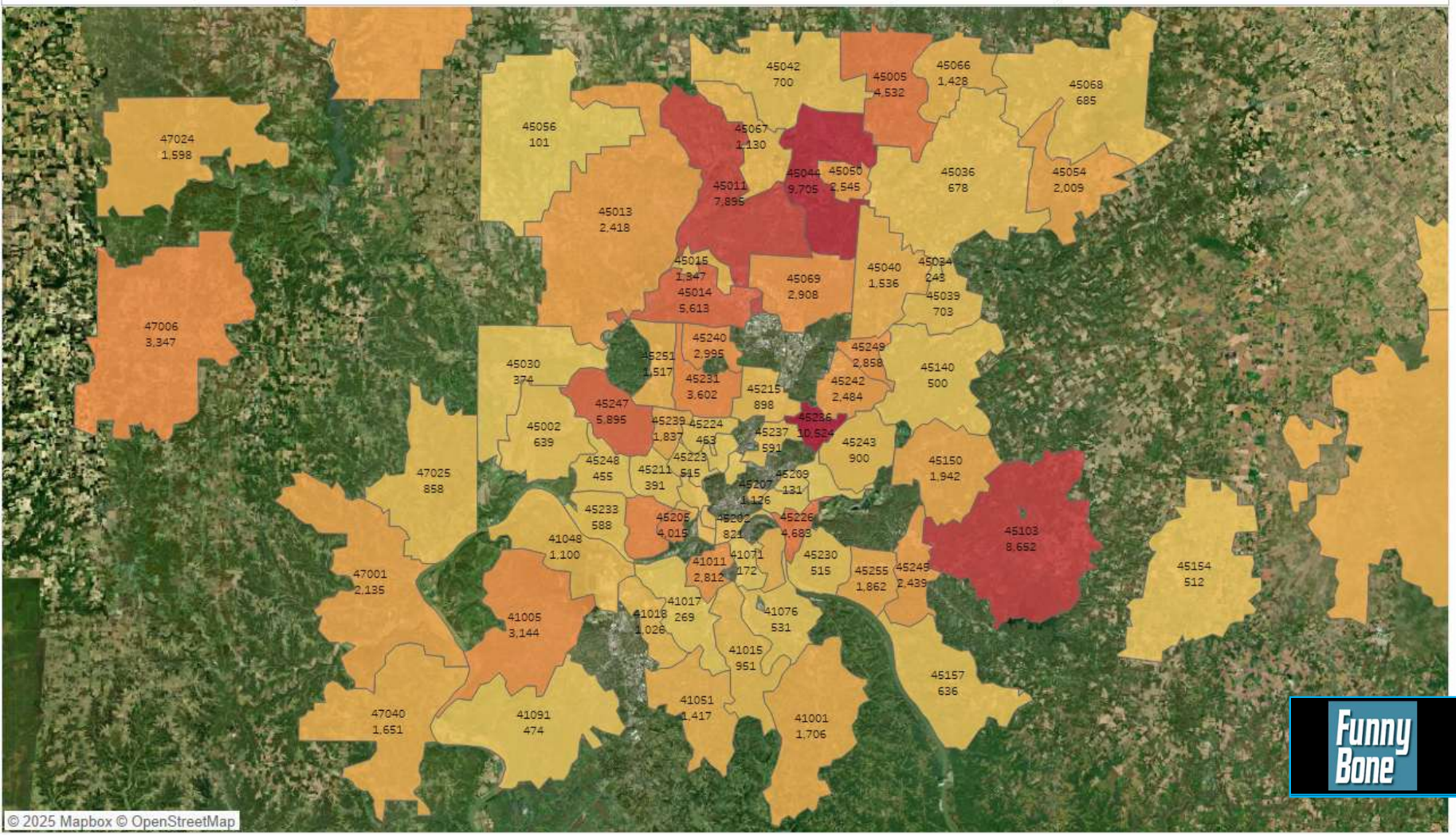


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Events attended/places visited past 12 months: Comedy club

Top Residential Zip Codes: (Adults 21 or older who Attended a COMEDY CLUB in the past 12 months)

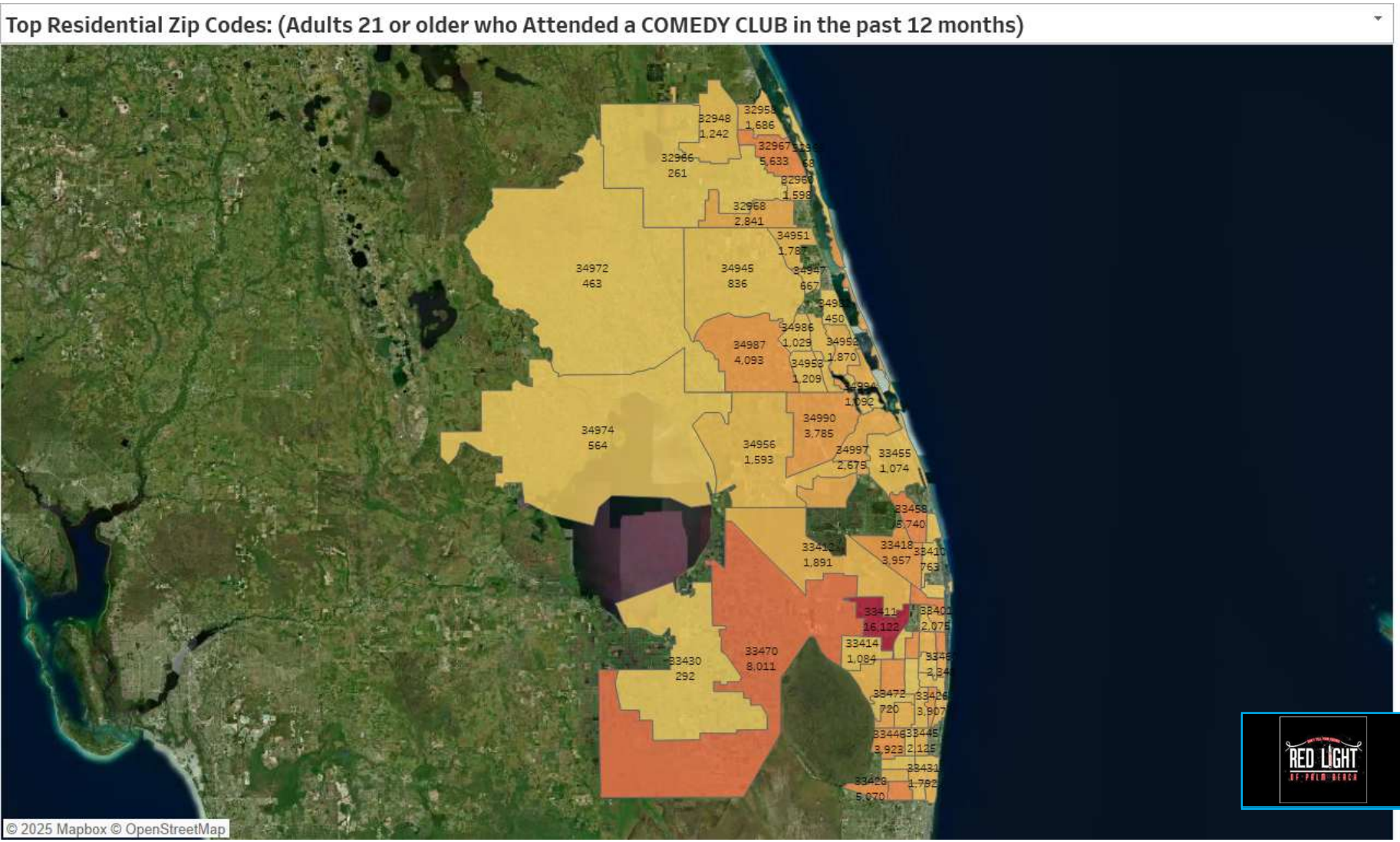


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Events attended/places visited past 12 months: Comedy club

Top Residential Zip Codes: (Adults 21 or older who Attended a COMEDY CLUB in the past 12 months)



Events attended/places visited past 12 months: Comedy club



8,393,299 or 32.2% of Adults 18 or older who Attended a COMEDY CLUB in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 31.1% of all time spent daily with All forms of Print Media.

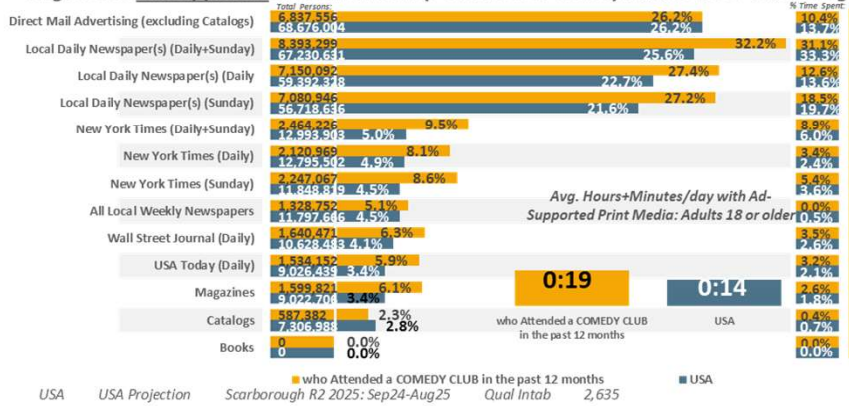
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 2,635

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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

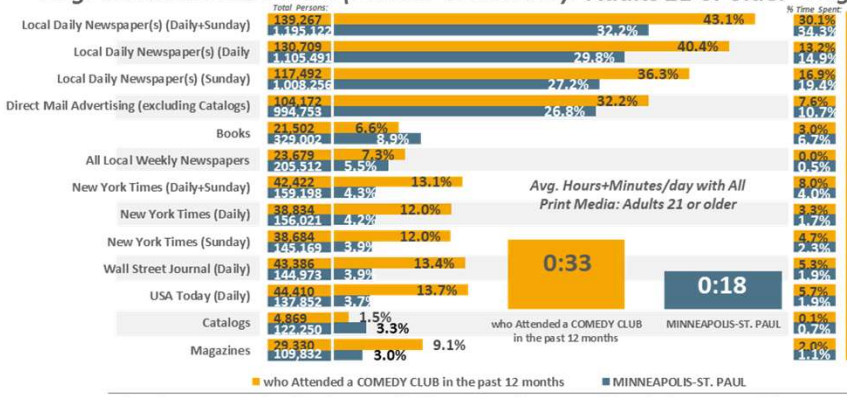
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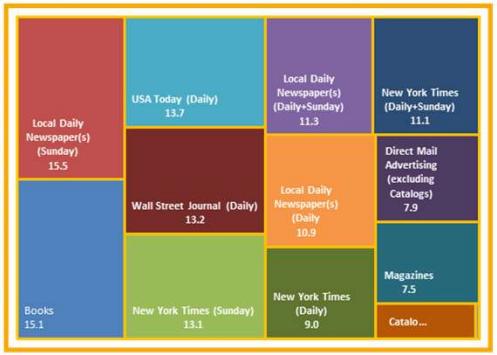
Events attended/places visited past 12 months: Comedy club

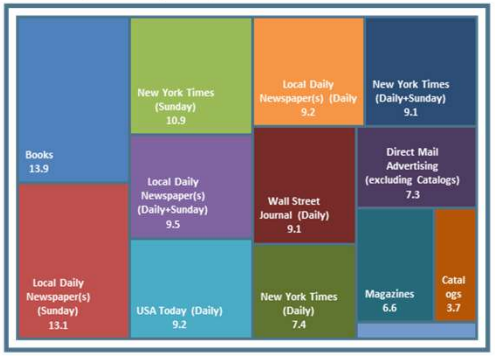


139,267 or 43.1% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.3 minutes every day representing 31.% of all time spent daily with All forms of Print Media.

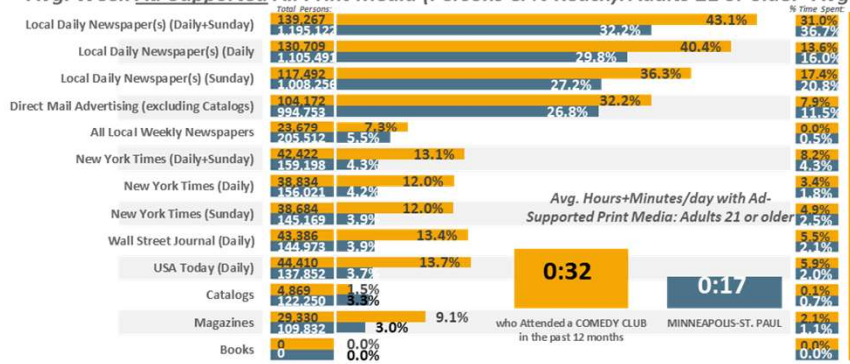
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older

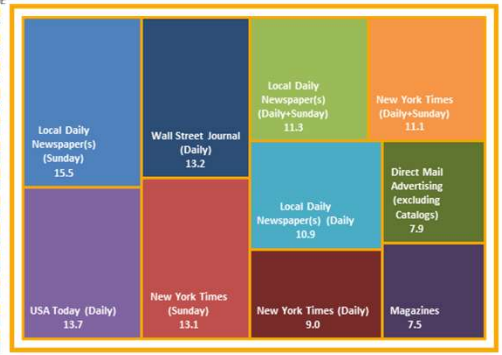


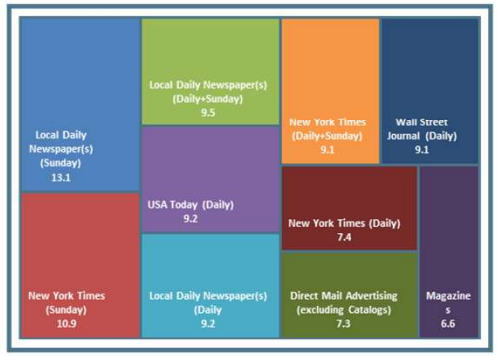




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older







MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 173

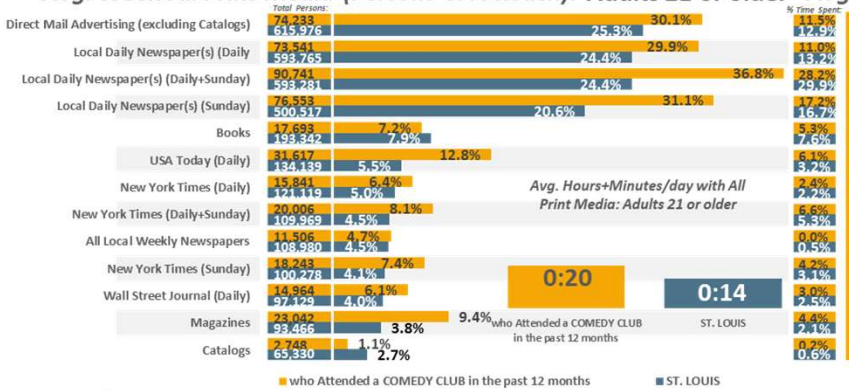
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Events attended/places visited past 12 months: Comedy club

90,741 or 36.8% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 29.7% of all time spent daily with All forms of Print Media.

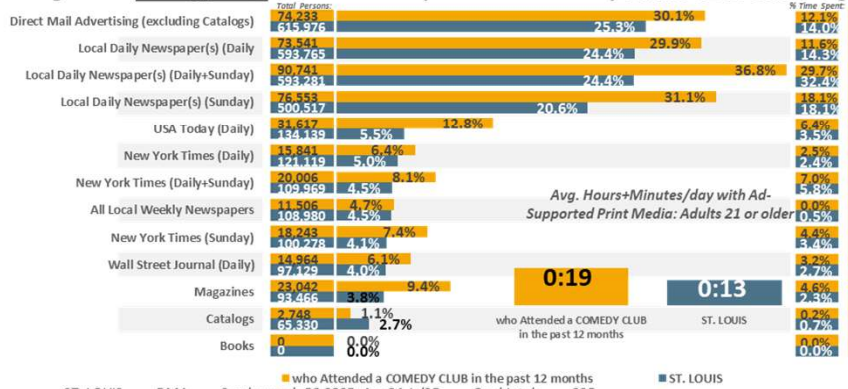
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



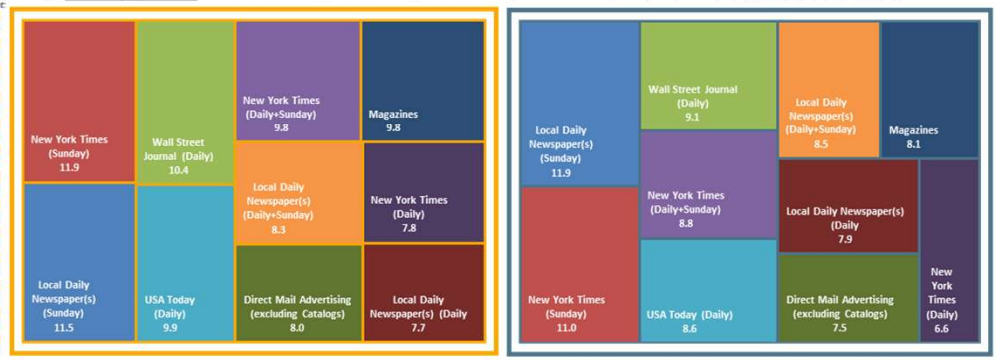
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 235

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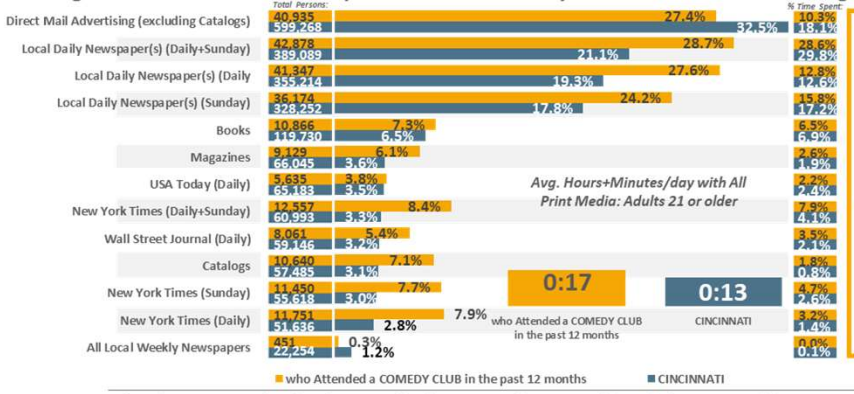
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Events attended/places visited past 12 months: Comedy club

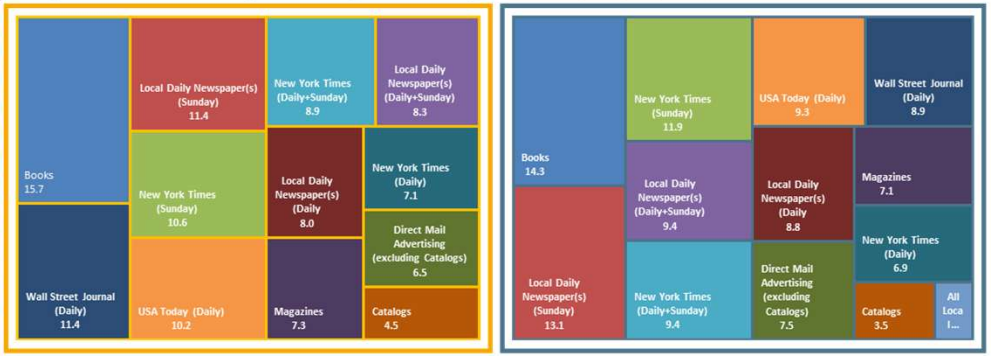
Funny Bone CIN

42,878 or 28.7% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 30.6% of all time spent daily with All forms of Print Media.

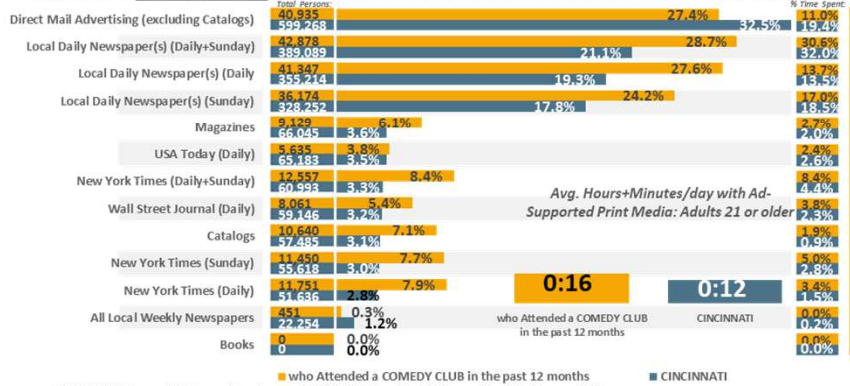
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 179

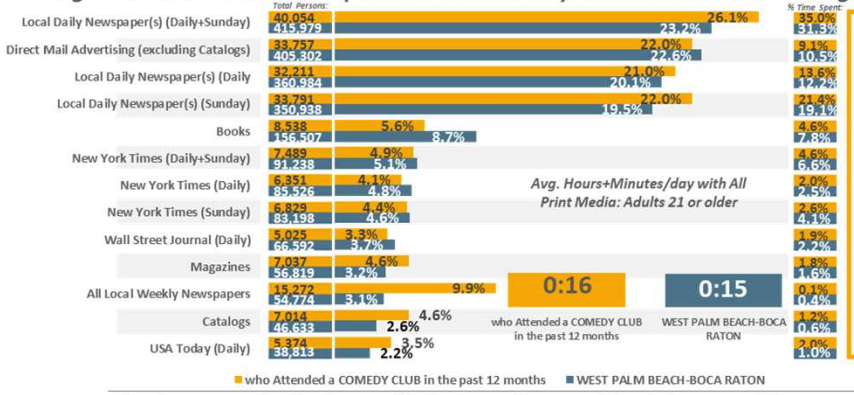
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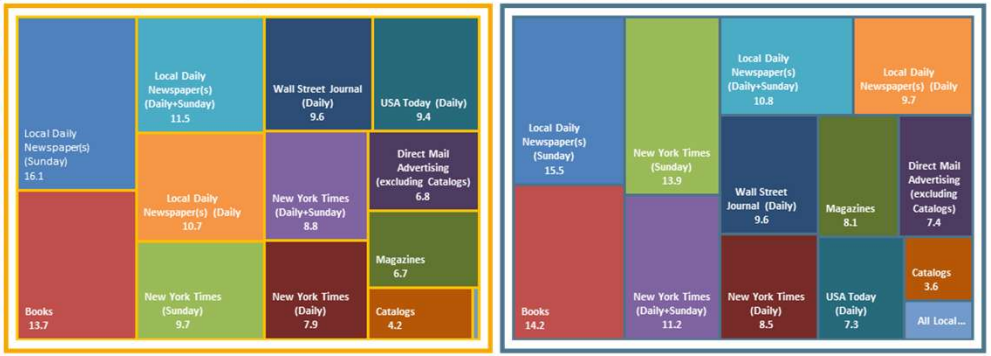
Events attended/places visited past 12 months: Comedy club

40,054 or 26.1% of Adults 21 or older who Attended a COMEDY CLUB in the past 12 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.5 minutes every day representing 36.7% of all time spent daily with All forms of Print Media.

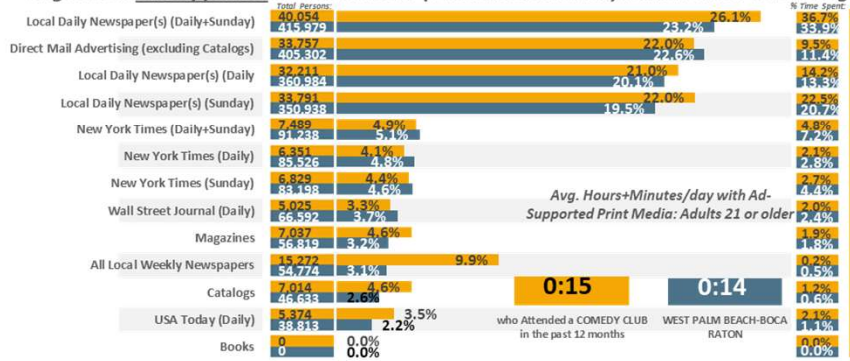
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 237

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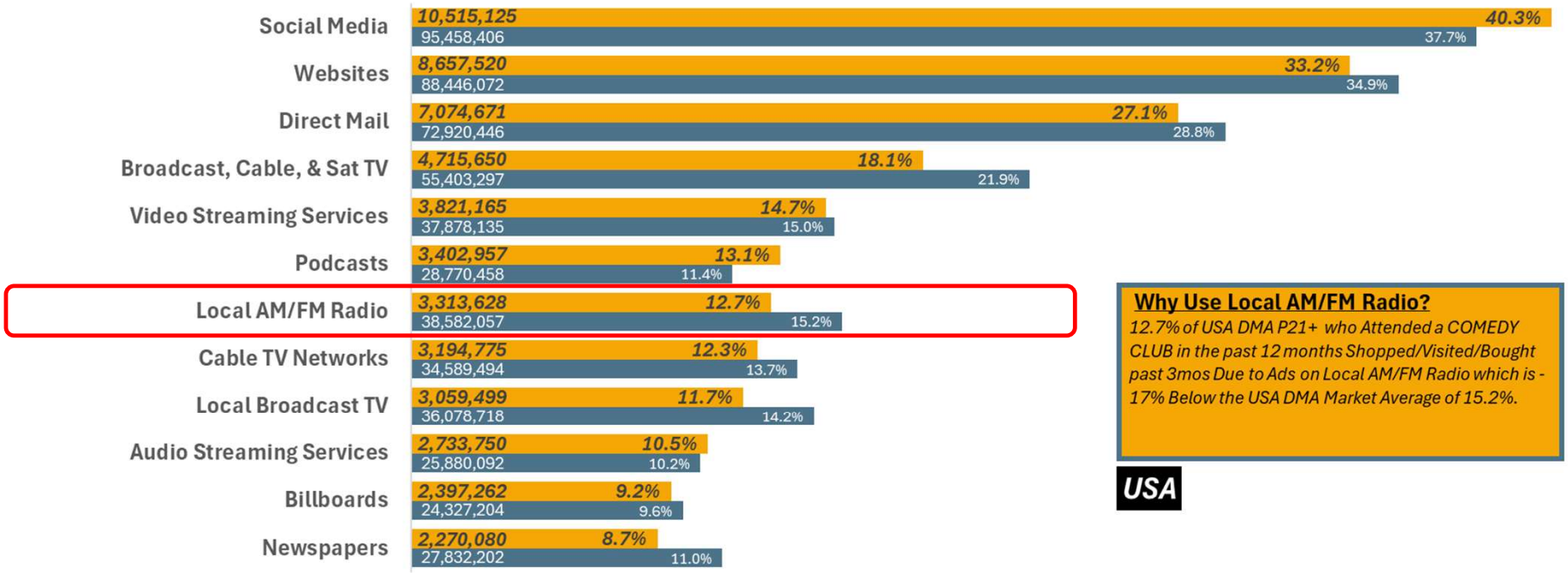
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Events attended/places visited past 12 months: Comedy club

WME USA

"Advertising Actions"

P21+ who Attended a COMEDY CLUB in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

12.7% of USA DMA P21+ who Attended a COMEDY CLUB in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -17% Below the USA DMA Market Average of 15.2%.

USA

USA DMA Scarborough R2 2025: Sep24-Aug25 Qual Intab: 2635

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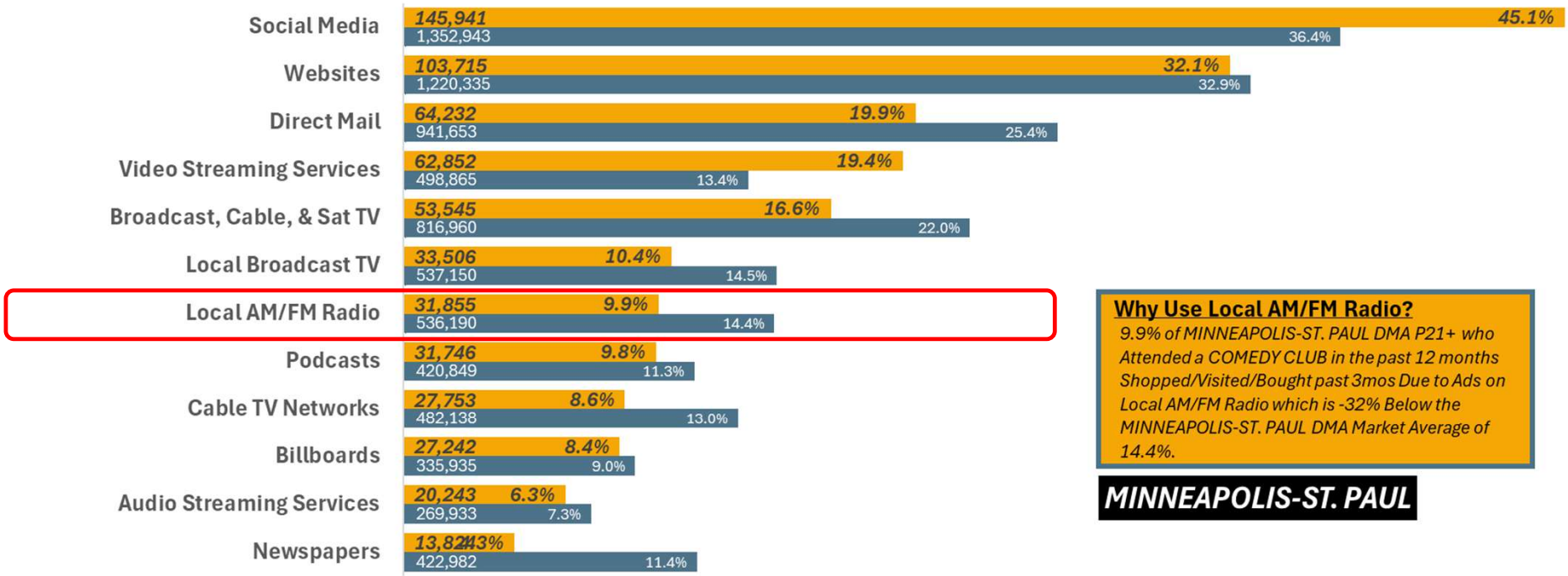
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Events attended/places visited past 12 months: Comedy club

MSP

"Advertising Actions"

P21+ who Attended a COMEDY CLUB in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

9.9% of MINNEAPOLIS-ST. PAUL DMA P21+ who Attended a COMEDY CLUB in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -32% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 14.4%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 173

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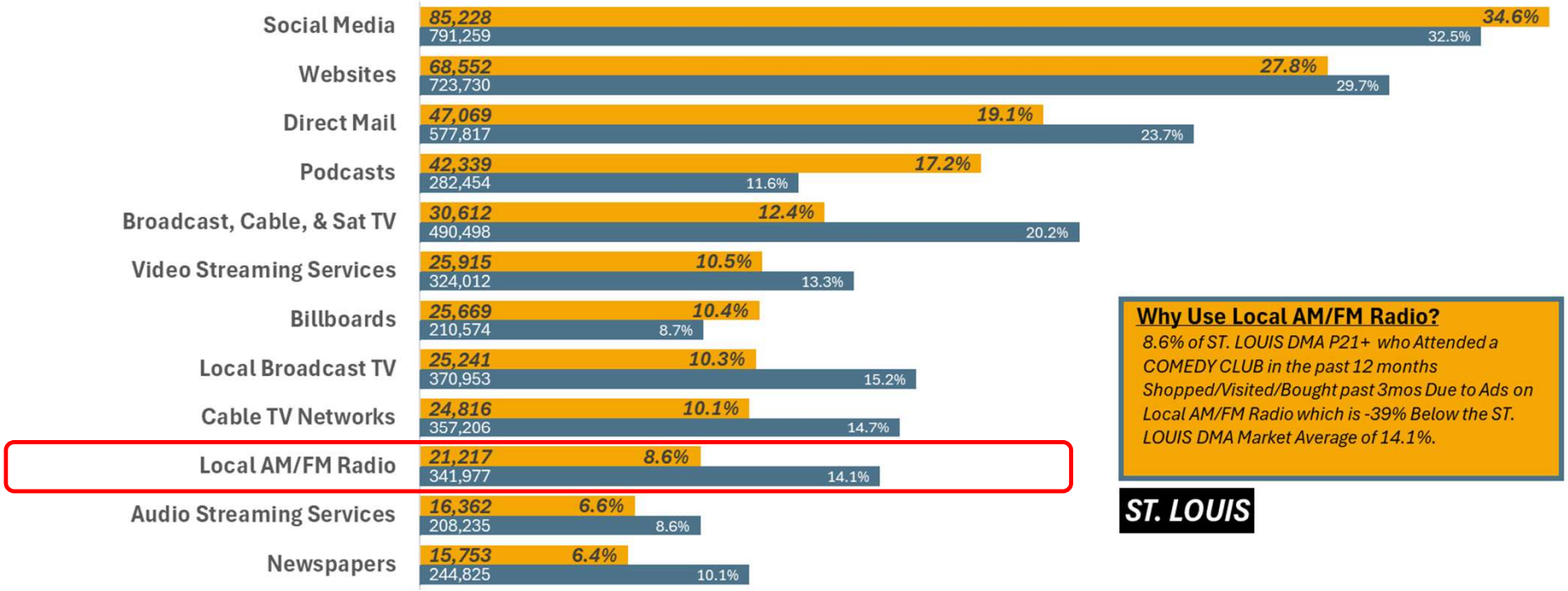
Events attended/places visited past 12 months: Comedy club

HELIUM COMEDY CLUB

STL

"Advertising Actions"

P21+ who Attended a COMEDY CLUB in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

8.6% of ST. LOUIS DMA P21+ who Attended a COMEDY CLUB in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -39% Below the ST. LOUIS DMA Market Average of 14.1%.

ST. LOUIS

ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 235

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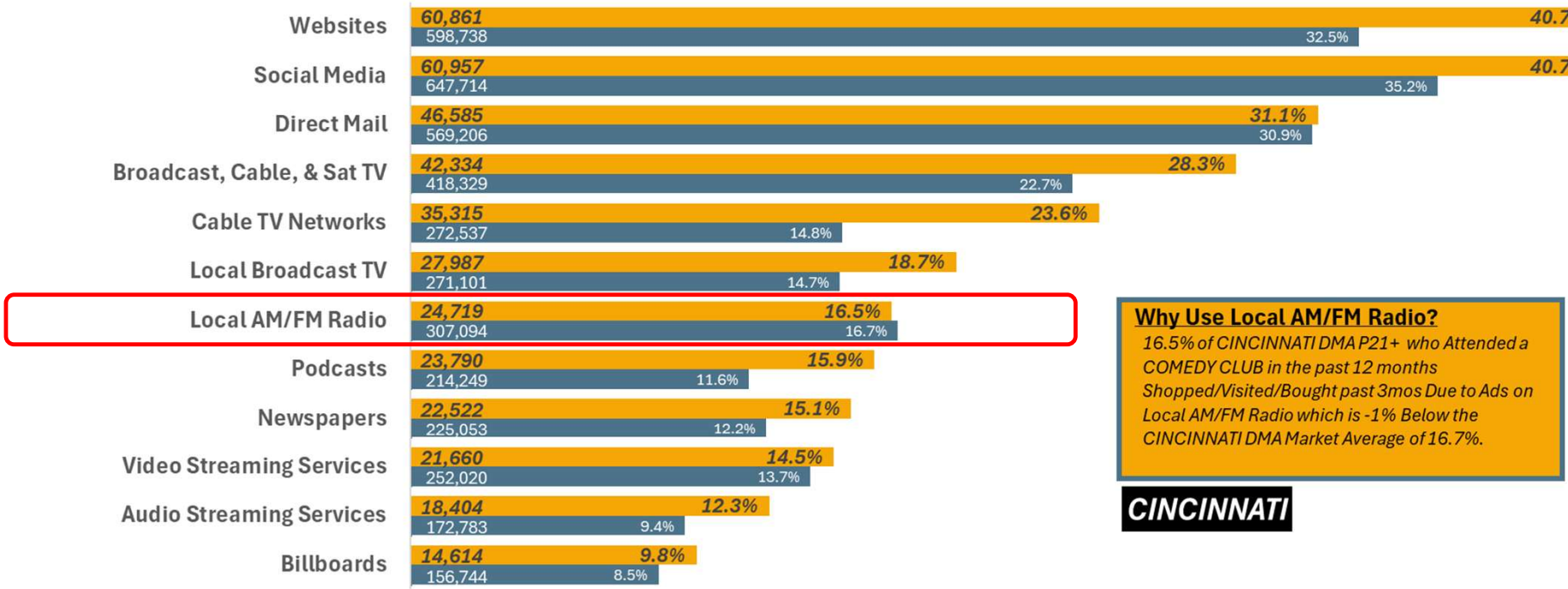
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Events attended/places visited past 12 months: Comedy club

Funny Bone CIN

"Advertising Actions"

P21+ who Attended a COMEDY CLUB in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.5% of CINCINNATI DMA P21+ who Attended a COMEDY CLUB in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -1% Below the CINCINNATI DMA Market Average of 16.7%.

CINCINNATI

CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 179

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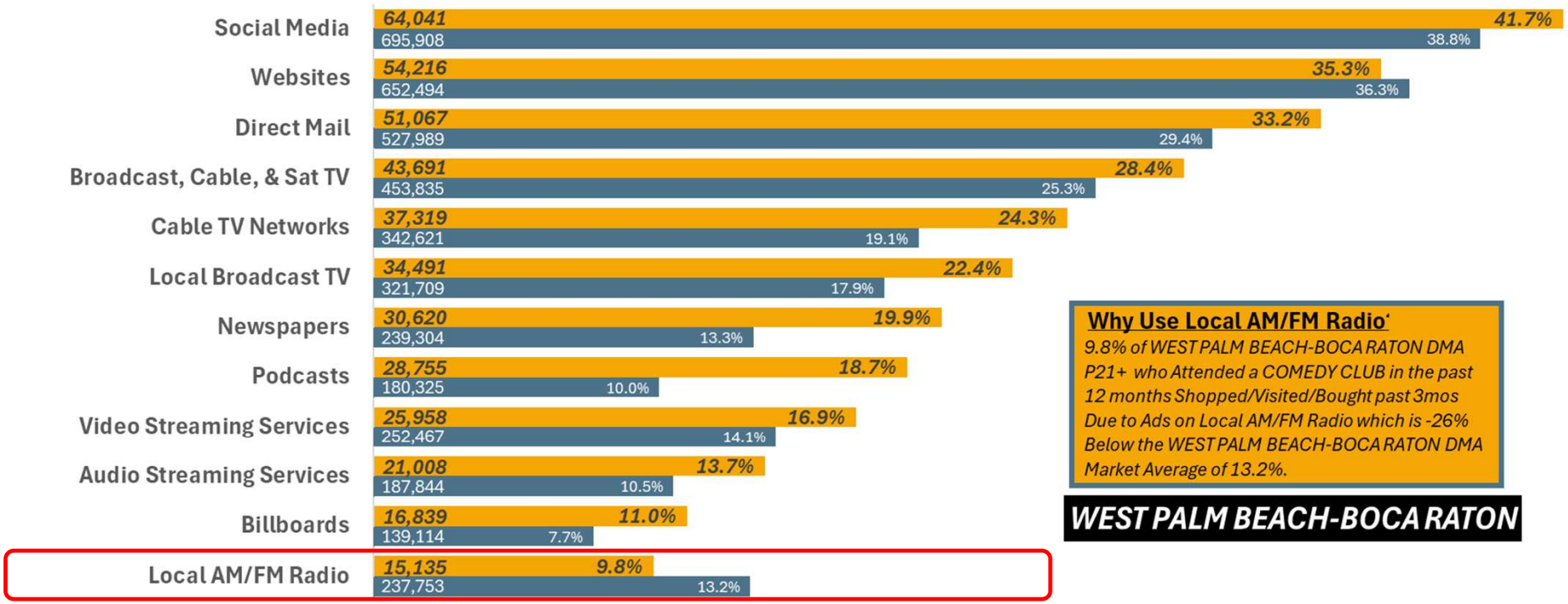
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Events attended/places visited past 12 months: Comedy club

RED LIGHT OF PALM BEACH WPB

"Advertising Actions"

P21+ who Attended a COMEDY CLUB in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio'

9.8% of WEST PALM BEACH-BOCA RATON DMA P21+ who Attended a COMEDY CLUB in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -26% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.2%.

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 237

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Events attended/places visited past 12 months: Comedy club