USA+4 More DMAs – P18+ who use a Pre-Paid Smartphone from BOOST MOBILE!

Complete Demographic & Media Use Profiles



boost mobile

boost mobile USA

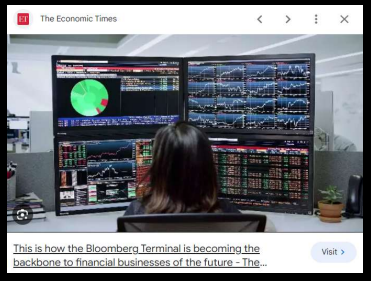
boost mobile MSP

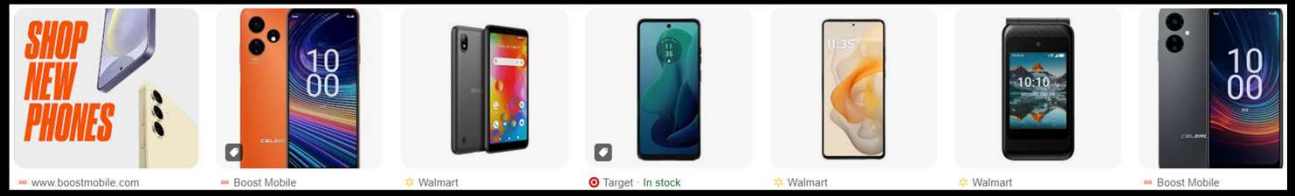
boost mobile STL

boost mobile CIN

boost mobile WPB

Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI** and **WEST PALM BEACH DMA** P18+ who use a **Pre-Paid Smartphone from BOOST MOBILE** as of March 31, 2025.





P18+

ECHOSTAR AT&T BlackRock Vanguard

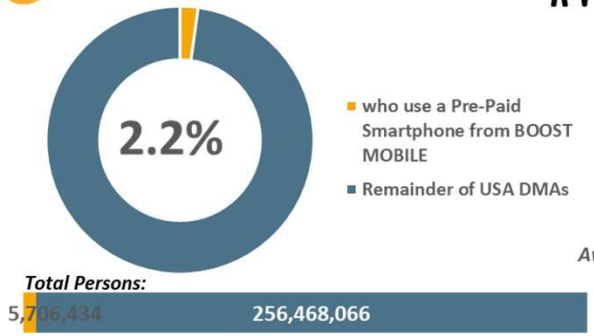
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB INC.

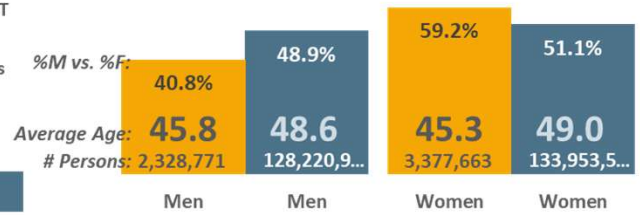
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

2.2% or 5,706,434 of USA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE.
Typical Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 45.5 years old (6.7% younger than average) and have a $52,275 (44.2% lower than average) annual household income.

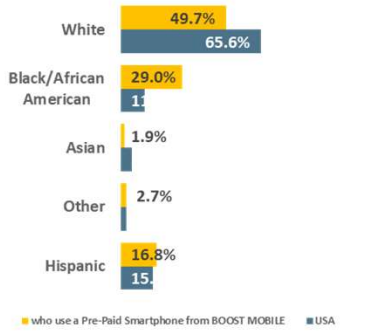
Percent of Market: Adults 18 or older



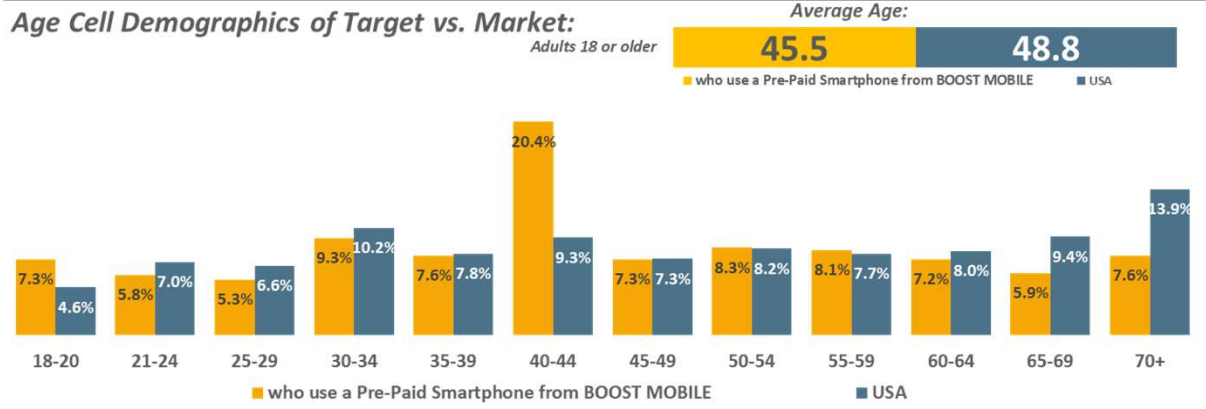
Gender of Target vs. Market: Adults 18 or older



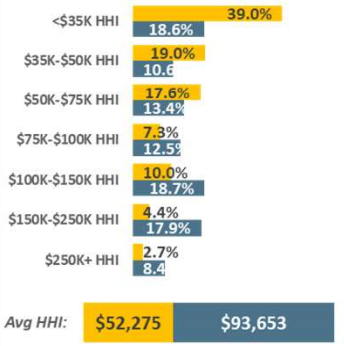
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 520

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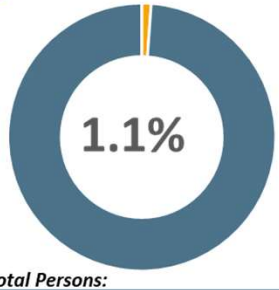
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

1.1% or 43,642 of MINNEAPOLIS DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Typical Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 44.5 years old (8.5% younger than average) and have a $52,803 (51.3% lower than average) annual household income.

Percent of Market: Adults 18 or older

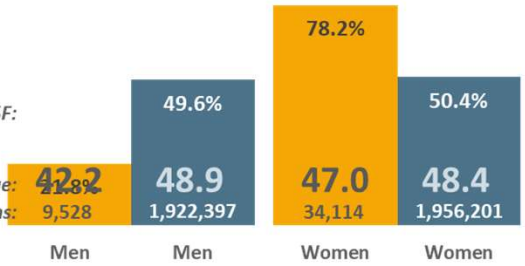


- who use a Pre-Paid Smartphone from BOOST MOBILE
- Remainder of MINNEAPOLIS DMA

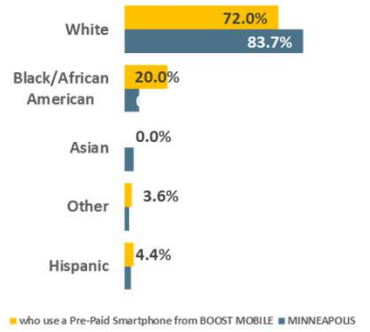
Total Persons:

43,642 | 3,834,956

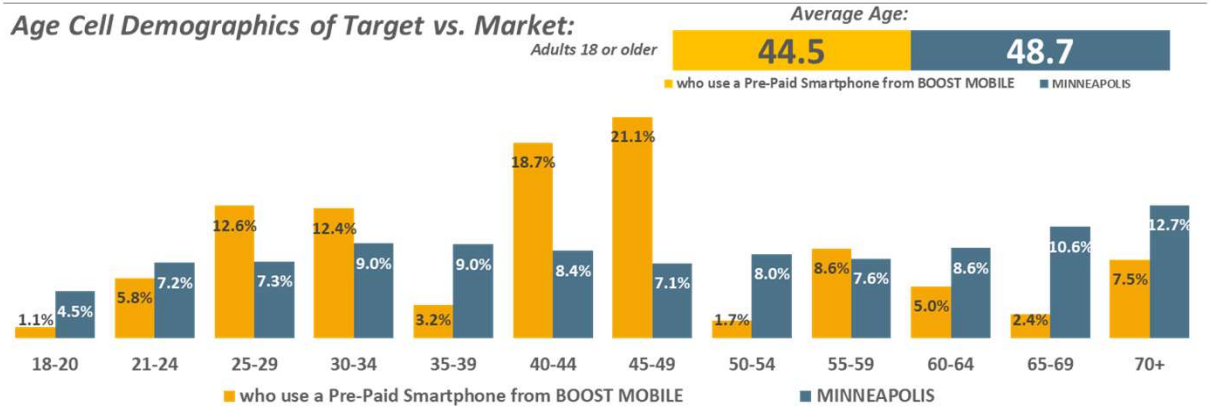
Gender of Target vs. Market: Adults 18 or older



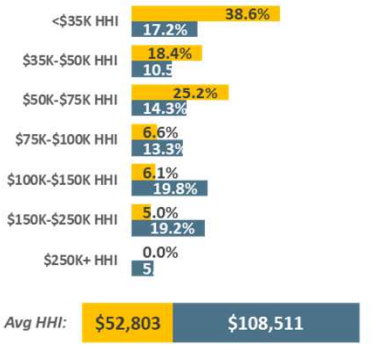
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 32

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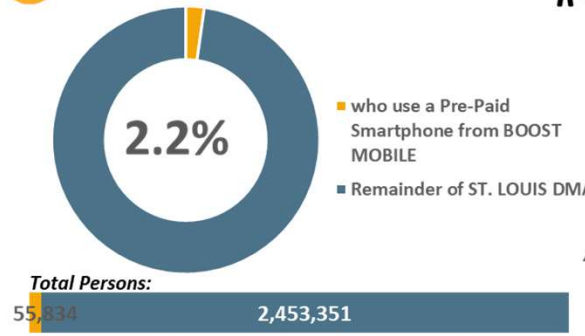
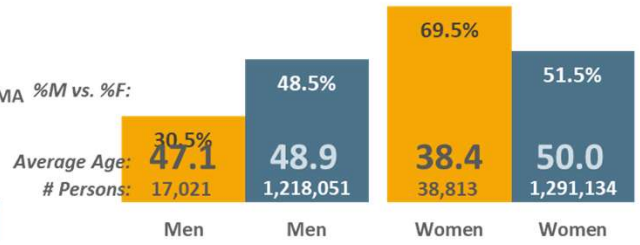
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

2.2% or 55,834 of ST. LOUIS DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Typical Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 42.5 years old (14.% younger than average) and have a $39,637 (59.2% lower than average) annual household income.

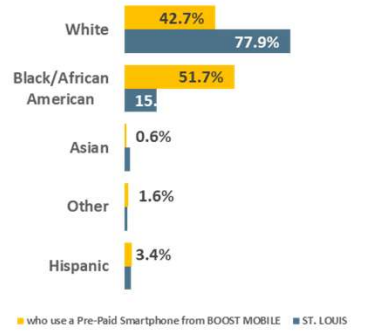
Percent of Market: Adults 18 or older



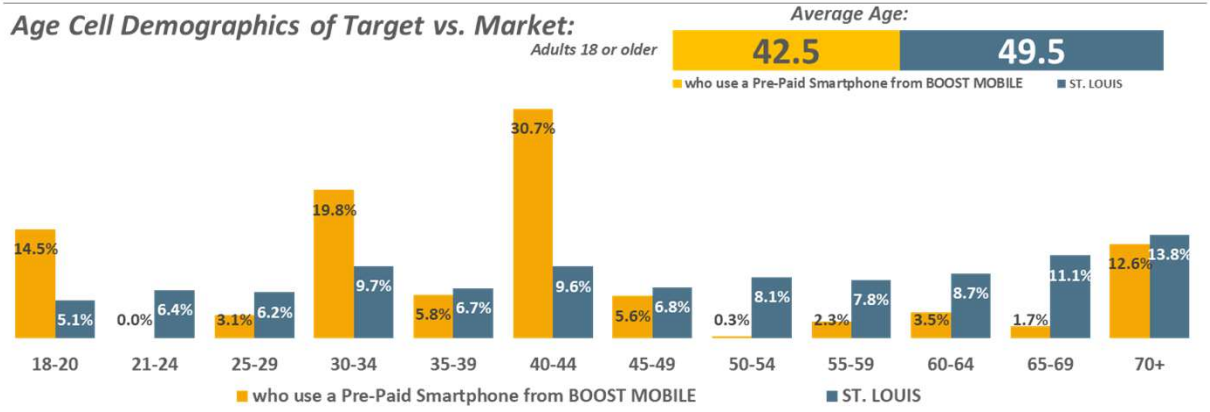
Gender of Target vs. Market: Adults 18 or older



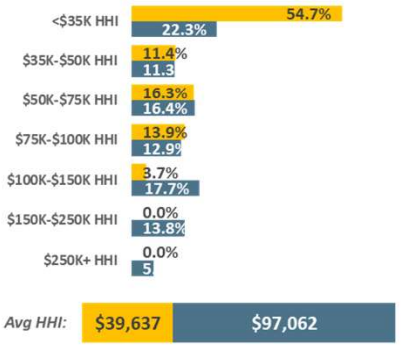
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 37

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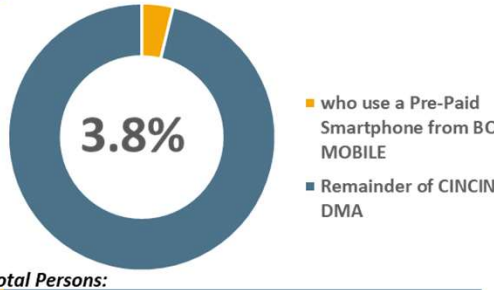
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

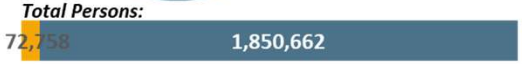
boost mobile CIN

3.8% or 72,758 of CINCINNATI DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Typical Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 47.8 years old (1.9% younger than average) and have a $43,380 (55.5% lower than average) annual household income.

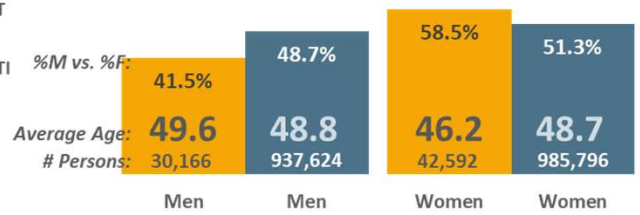
Percent of Market: Adults 18 or older



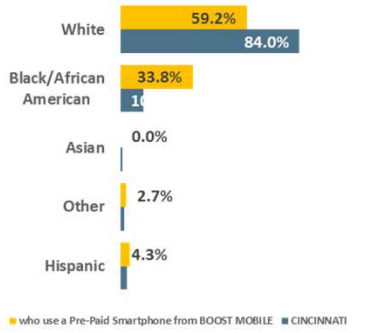
Total Persons:



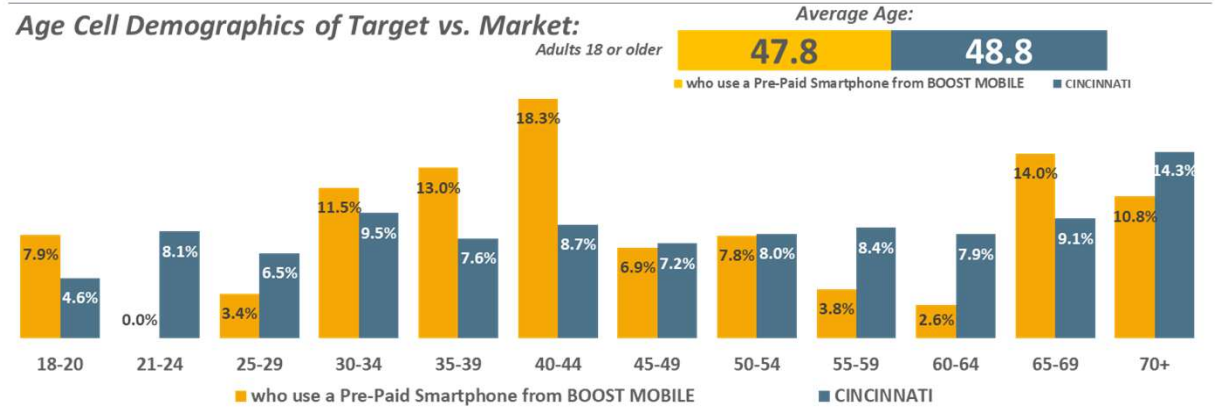
Gender of Target vs. Market: Adults 18 or older



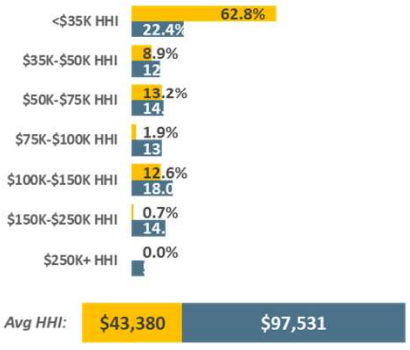
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 64

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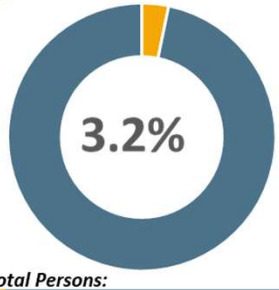
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

3.2% or 61,291 of WEST PALM BEACH DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Typical Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 39. years old (26.9% younger than average) and have a $64,534 (35.% lower than average) annual household income.

Percent of Market: Adults 18 or older

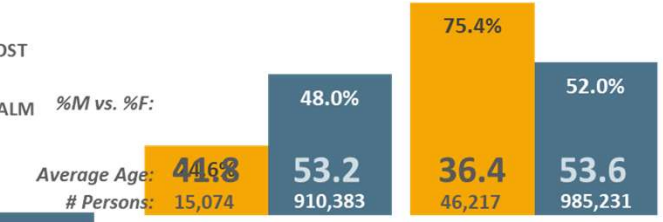


- who use a Pre-Paid Smartphone from BOOST MOBILE
- Remainder of WEST PALM BEACH DMA

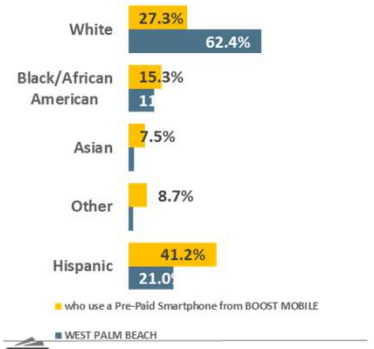
Total Persons:



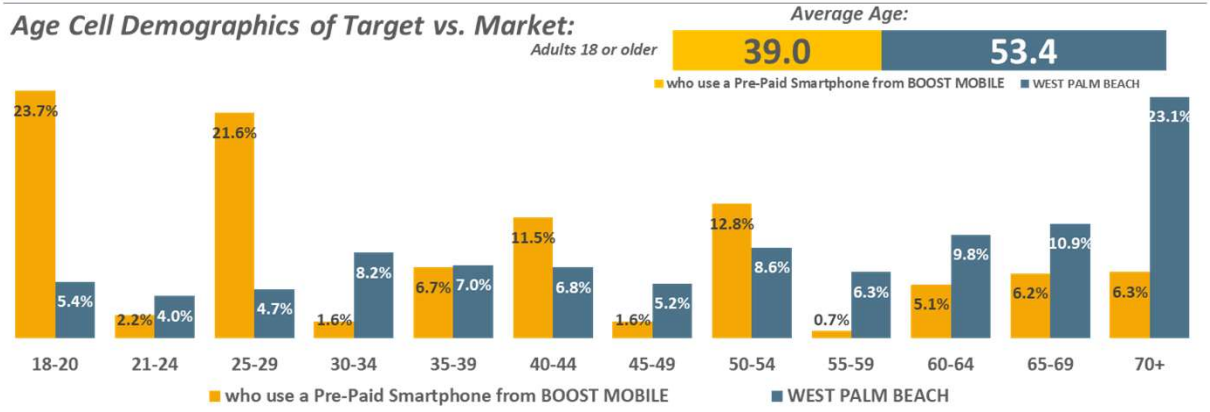
Gender of Target vs. Market: Adults 18 or older



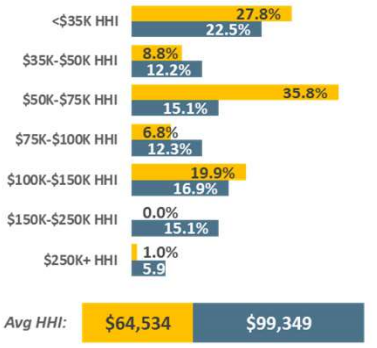
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 75

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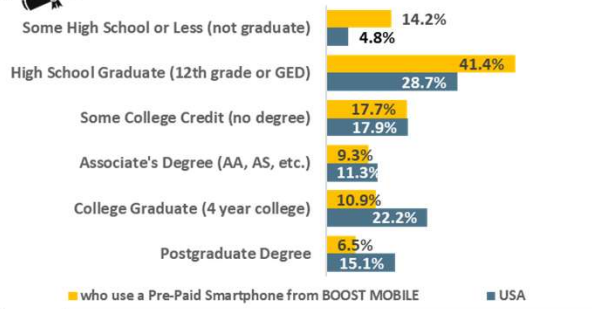
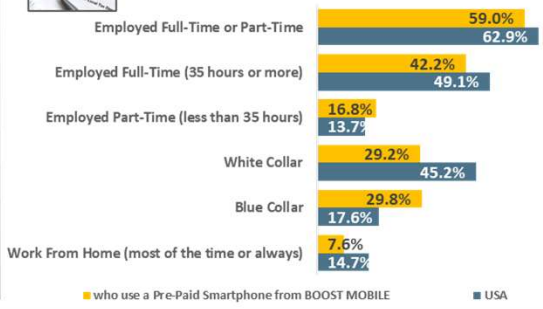
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

2.2% or 5,706,434 of USA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE.
Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 53.4% less likely to be a college graduate, 14.1% less likely to work full-time, 41.5% less likely to be married, 39.2% more likely to be a parent of 1 or more children under 18.

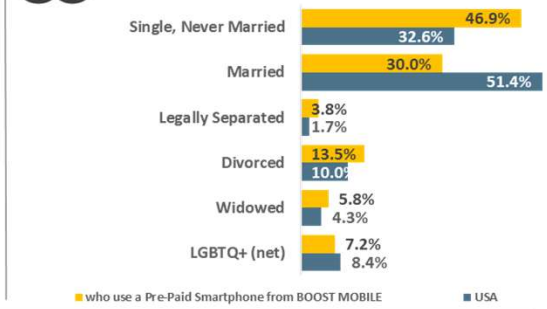
Education Levels: Adults 18 or older



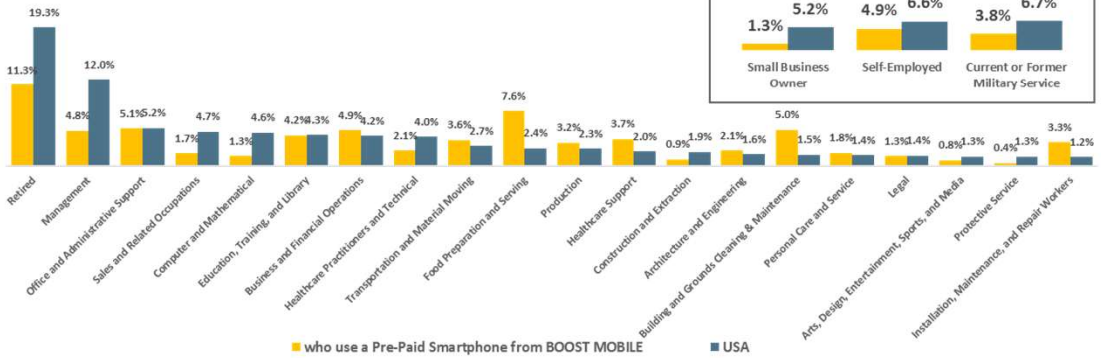
Employment: Adults 18 or older



Marital Status: Adults 18 or older

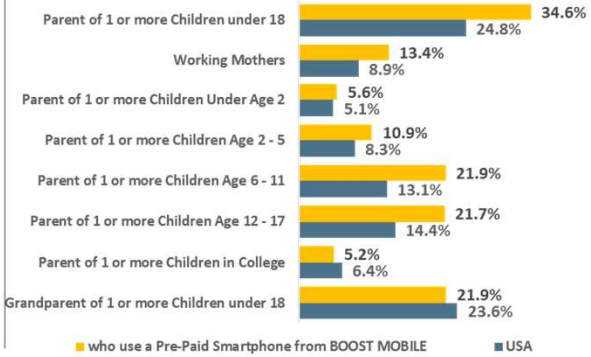


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 520

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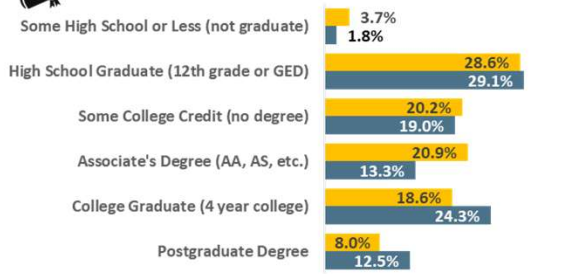
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

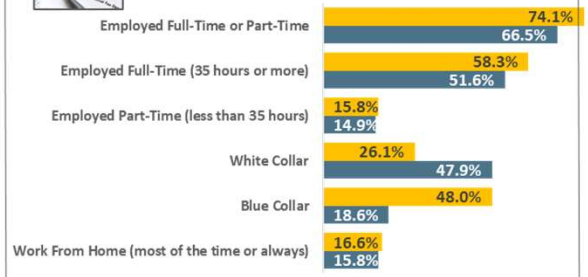
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

1.1% or 43,642 of MINNEAPOLIS DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 27.6% less likely to be a college graduate, 12.9% more likely to work full-time, 78.6% less likely to be married, 46.8% more likely to be a parent of 1 or more children under 18.

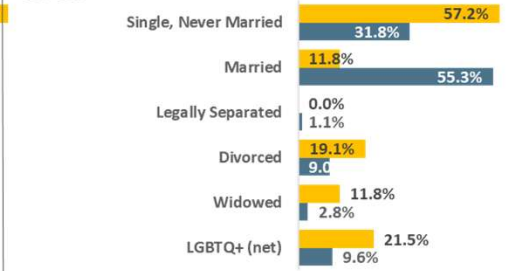
Education Levels: Adults 18 or older



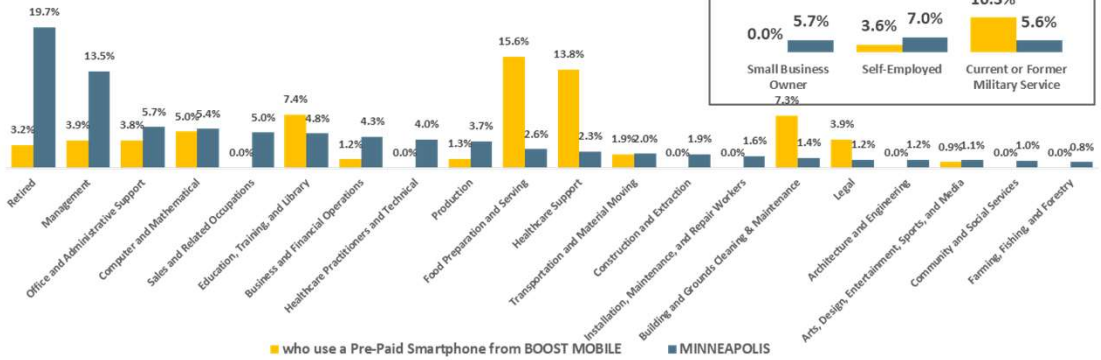
Employment: Adults 18 or older



Marital Status: Adults 18 or older

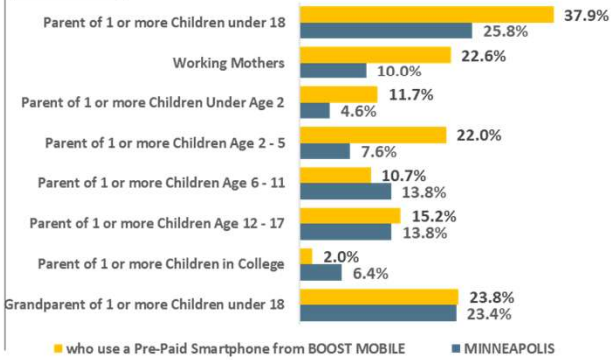


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 32

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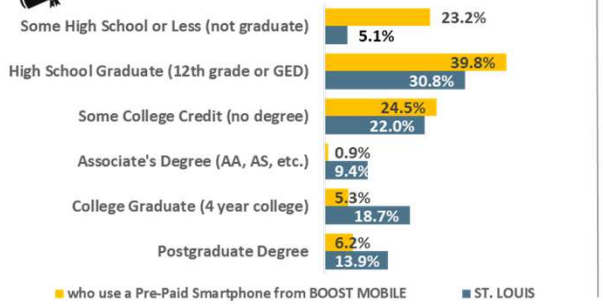
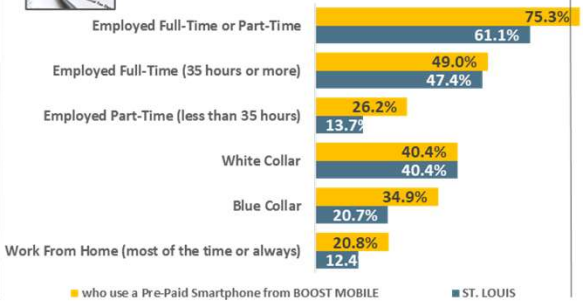
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

2.2% or 55,834 of ST. LOUIS DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 64.7% less likely to be a college graduate, 3.3% more likely to work full-time, 79.7% less likely to be married, 106.8% more likely to be a parent of 1 or more children under 18.

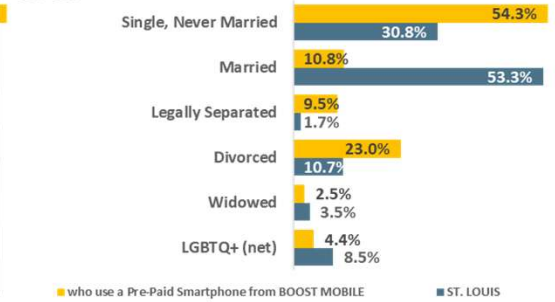
Education Levels: Adults 18 or older



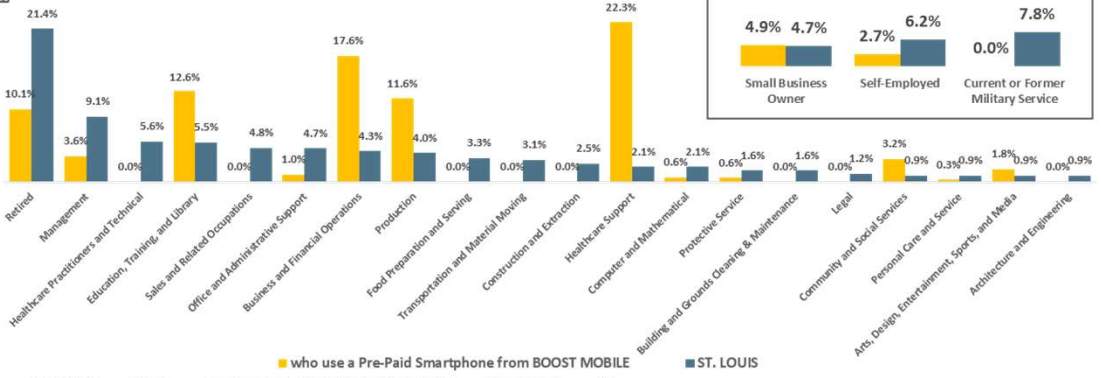
Employment: Adults 18 or older



Marital Status: Adults 18 or older

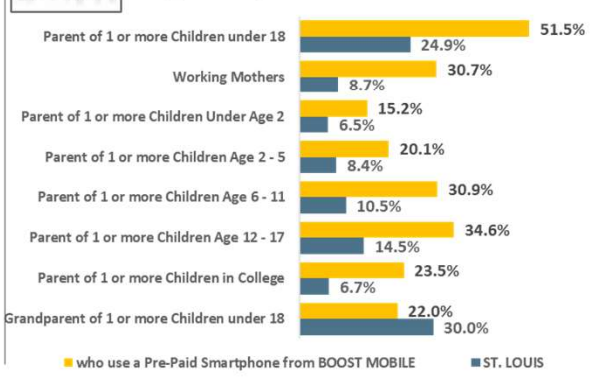


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



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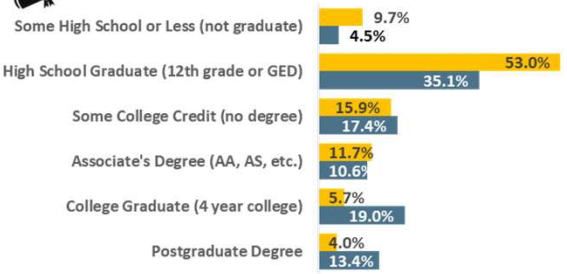
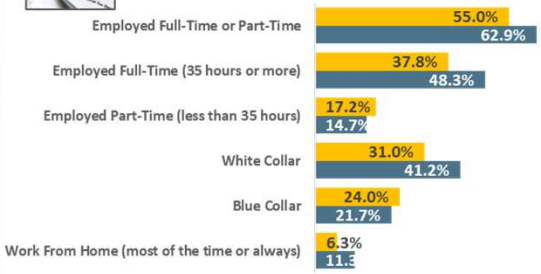
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

3.8% or 72,758 of CINCINNATI DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 69.9% less likely to be a college graduate, 21.6% less likely to work full-time, 28.4% less likely to be married, 48.8% more likely to be a parent of 1 or more children under 18.

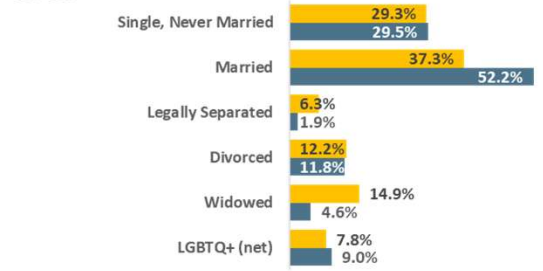
Education Levels: Adults 18 or older



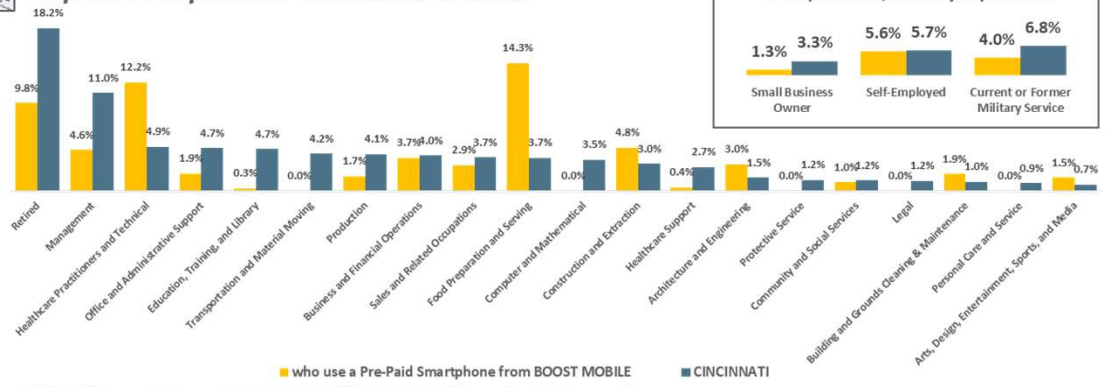
Employment: Adults 18 or older



Marital Status: Adults 18 or older

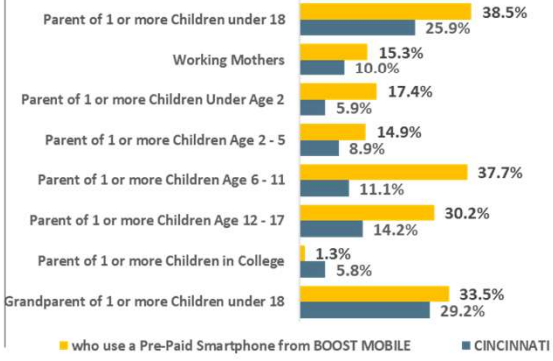


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 64

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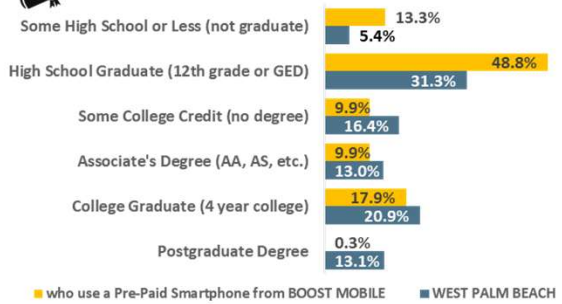
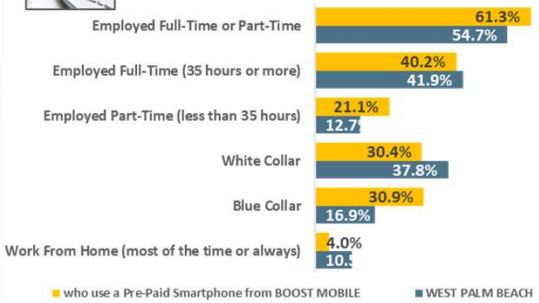
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

3.2% or 61,291 of WEST PALM BEACH DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 46.6% less likely to be a college graduate, 4.1% less likely to work full-time, 51.7% less likely to be married, 10.1% more likely to be a parent of 1 or more children under 18.

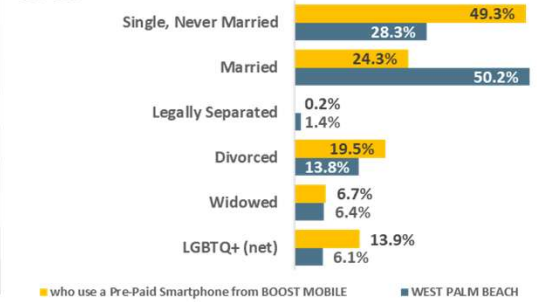
Education Levels: Adults 18 or older



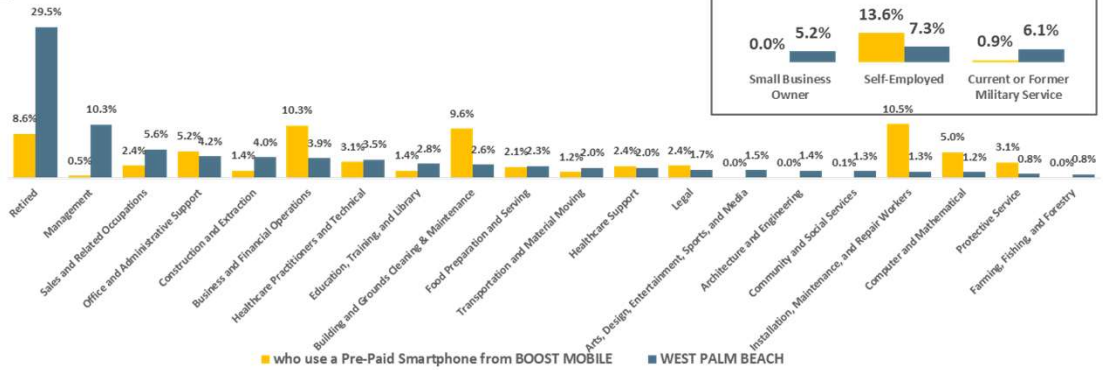
Employment: Adults 18 or older



Marital Status: Adults 18 or older

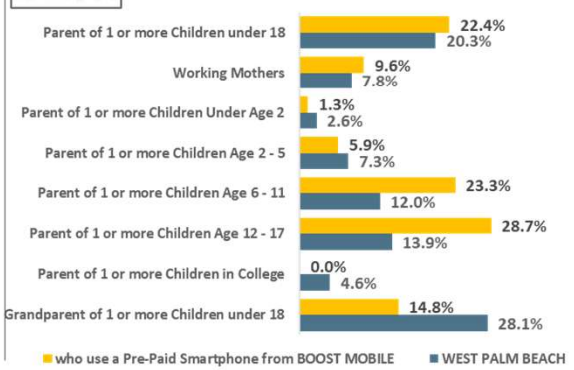


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



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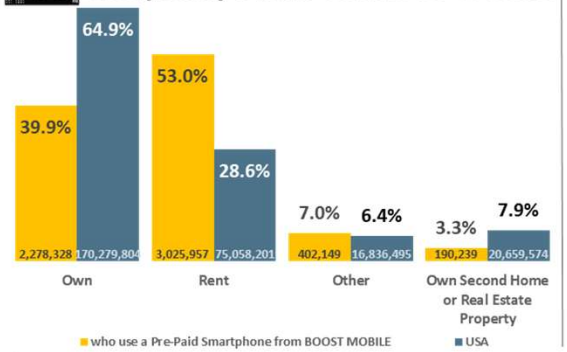
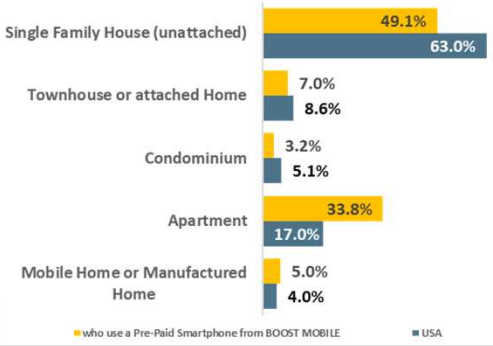
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

2.2% or 5,706,434 of USA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE.
Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 38.5% less likely to own their home, 10.6% more likely to own a lower valued home, 22.1% less likely to have a single-family home, 22.% less likely to have a dog.

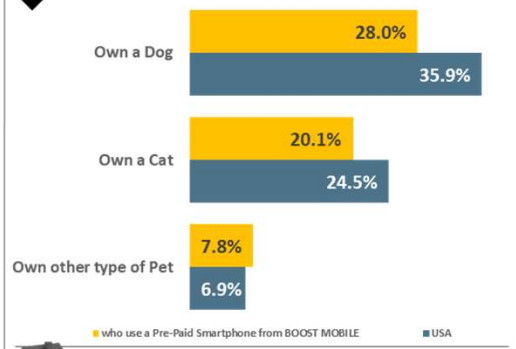
Own/Rent/Other: Adults 18 or older



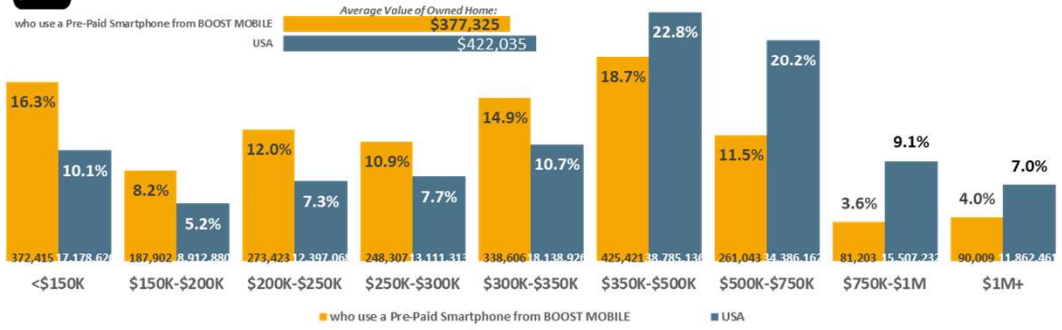
Type of Home: Adults 18 or older



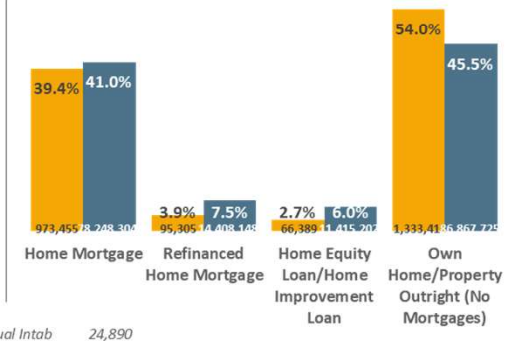
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 520

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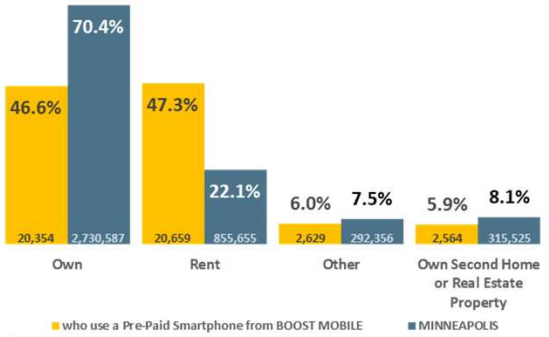
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

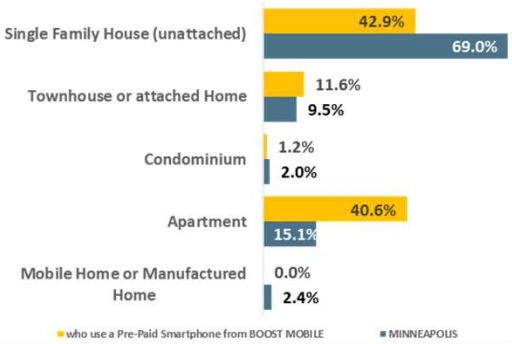
boost mobile MSP

1.1% or 43,642 of MINNEAPOLIS DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 33.8% less likely to own their home, 17.5% more likely to own a lower valued home, 37.8% less likely to have a single-family home, 25.7% less likely to have a dog.

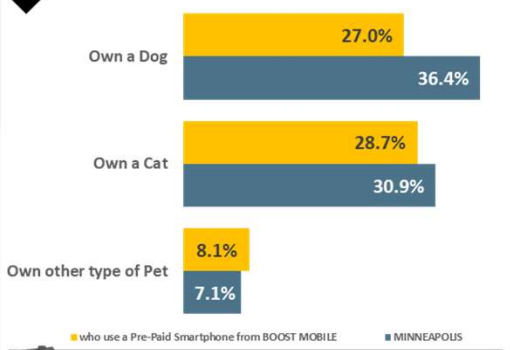
Own/Rent/Other: Adults 18 or older



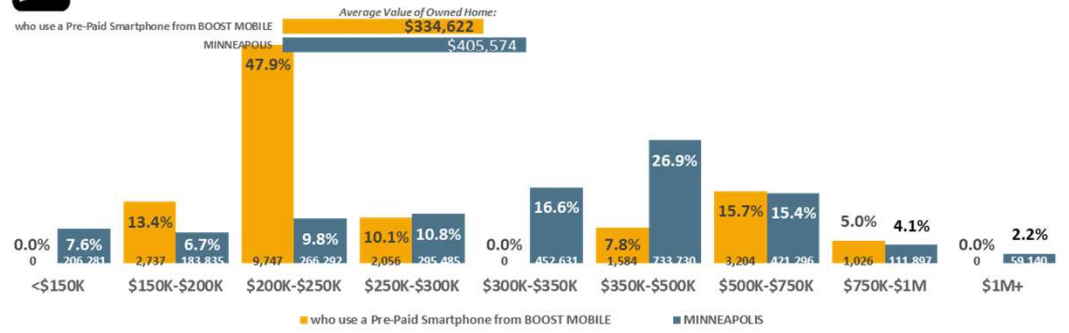
Type of Home: Adults 18 or older



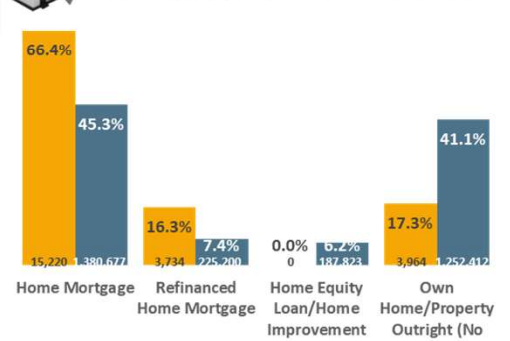
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 32

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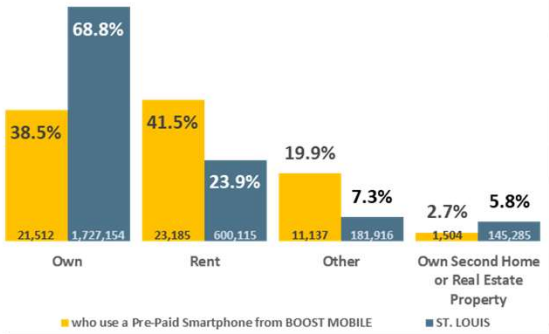
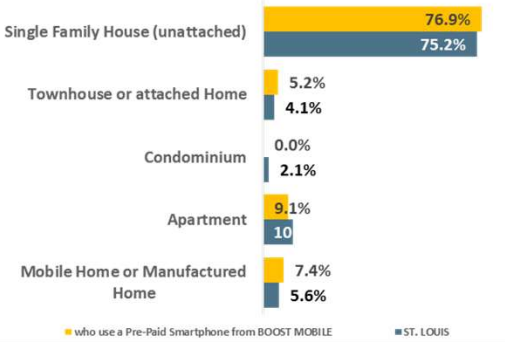
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

2.2% or 55,834 of ST. LOUIS DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 44.% less likely to own their home, 17.2% more likely to own a lower valued home, 2.3% more likely to have a single-family home, 20.3% less likely to have a dog.

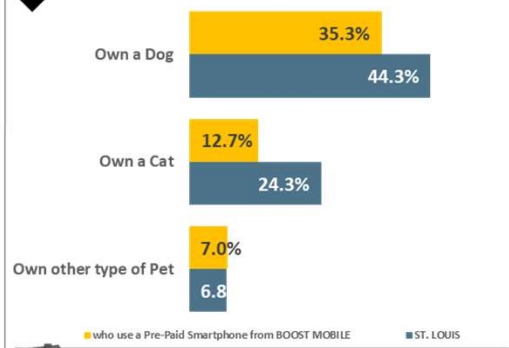
Own/Rent/Other: Adults 18 or older



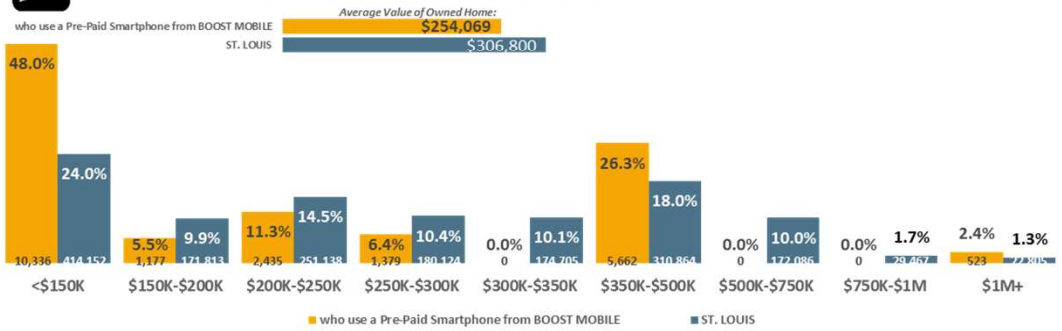
Type of Home: Adults 18 or older



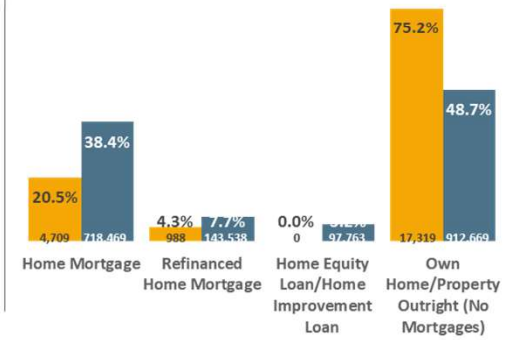
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 37

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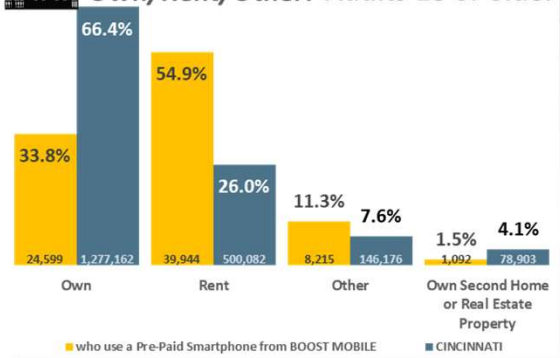
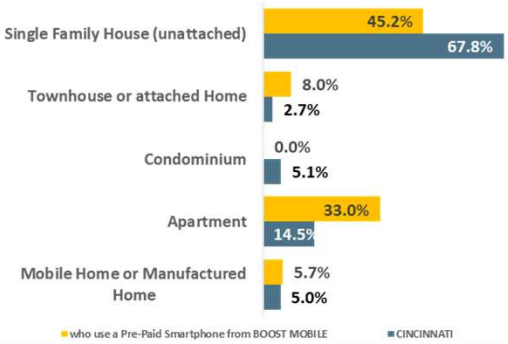
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

3.8% or 72,758 of CINCINNATI DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 49.1% less likely to own their home, 27.3% more likely to own a lower valued home, 33.3% less likely to have a single-family home, 8.3% less likely to have a dog.

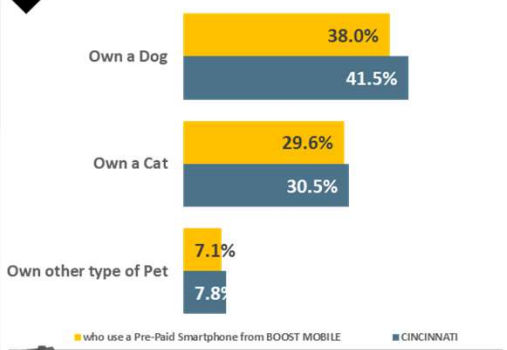
Own/Rent/Other: Adults 18 or older



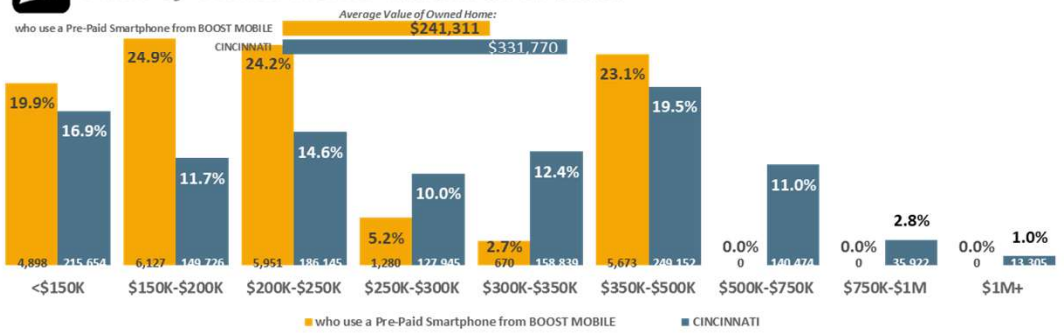
Type of Home: Adults 18 or older



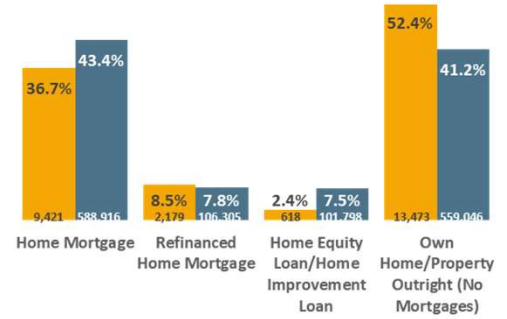
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 64

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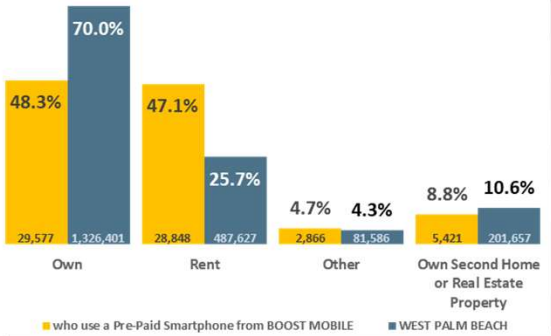
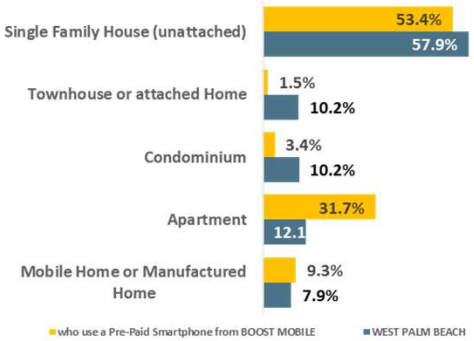
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

3.2% or 61,291 of WEST PALM BEACH DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 31.% less likely to own their home, 40.% more likely to own a lower valued home, 7.8% less likely to have a single-family home, .6% more likely to have a dog.

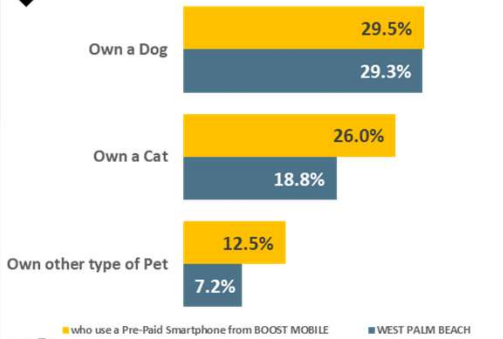
Own/Rent/Other: Adults 18 or older



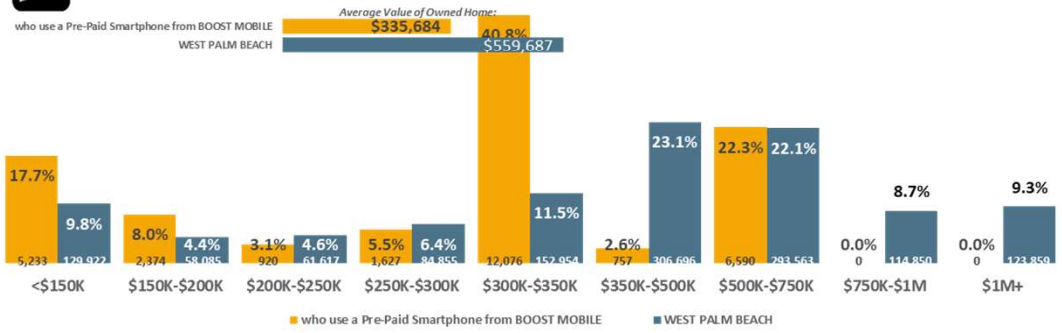
Type of Home: Adults 18 or older



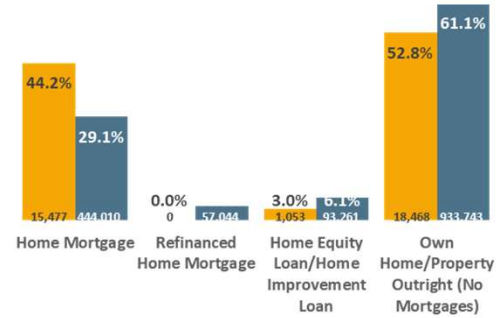
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 75

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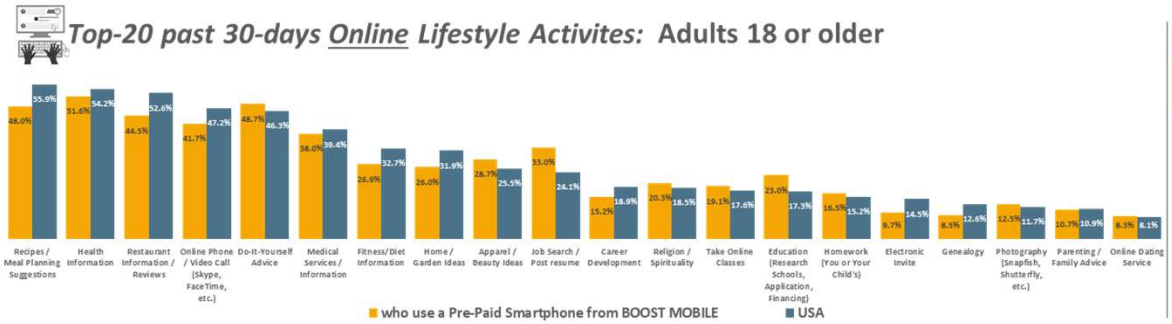
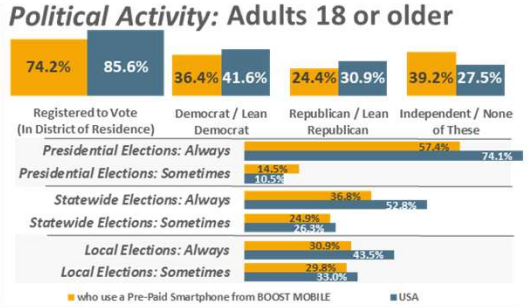
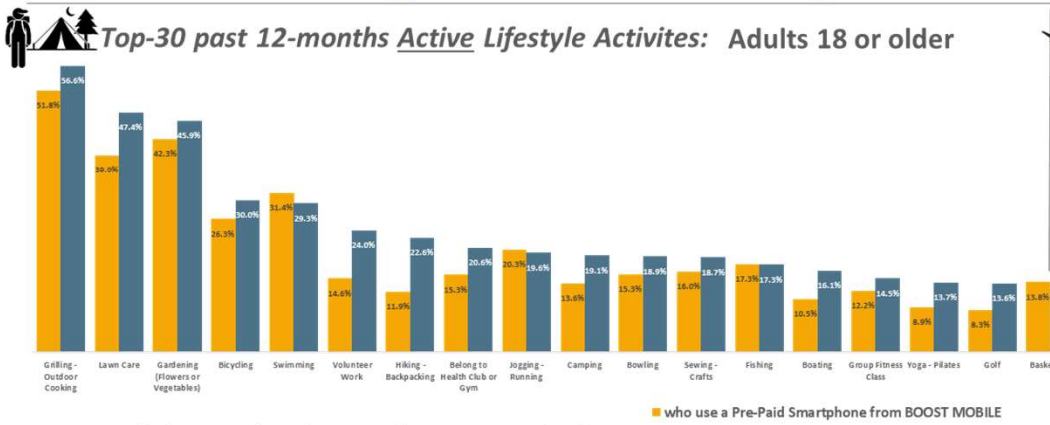
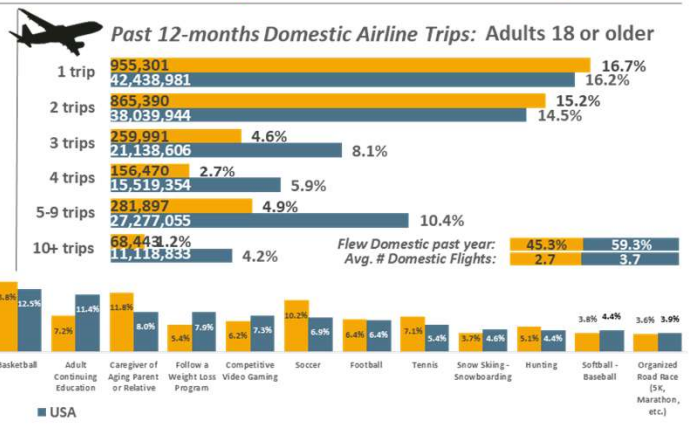
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

2.2% or 5,706,434 of USA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE.
Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 5.2% more likely to look up D-I-Y advice online, 28.9% less likely to always vote in local elections, 25.5% less likely to belong to a gym, 23.6% less likely to fly domestic past yr.









USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 520

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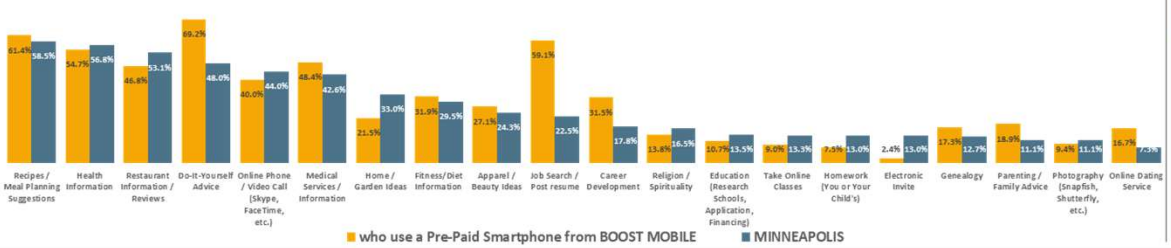
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

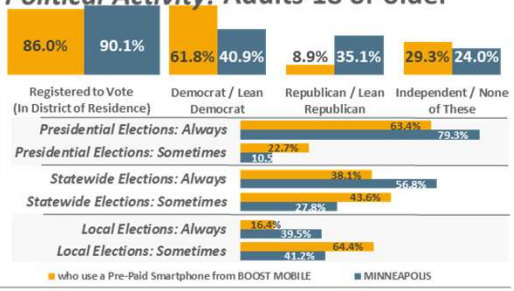
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

1.1% or 43,642 of MINNEAPOLIS DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 44.2% more likely to look up D-I-Y advice online, 58.5% less likely to always vote in local elections, 5.7% less likely to belong to a gym, 18.5% less likely to fly domestic past yr.

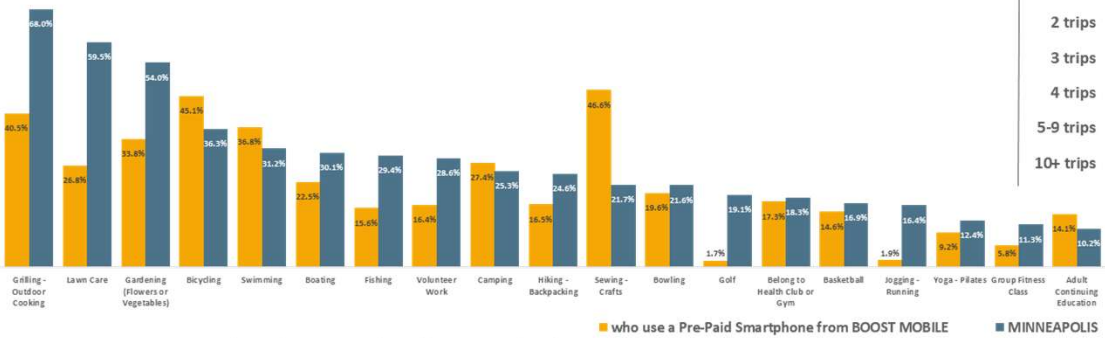
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



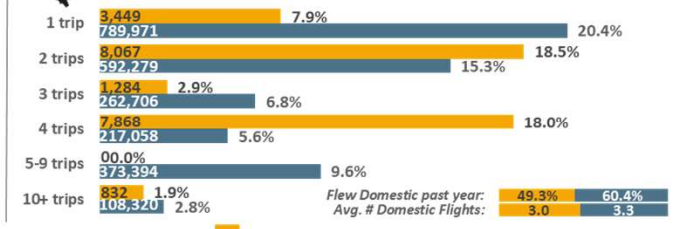
Political Activity: Adults 18 or older



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



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



MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 32

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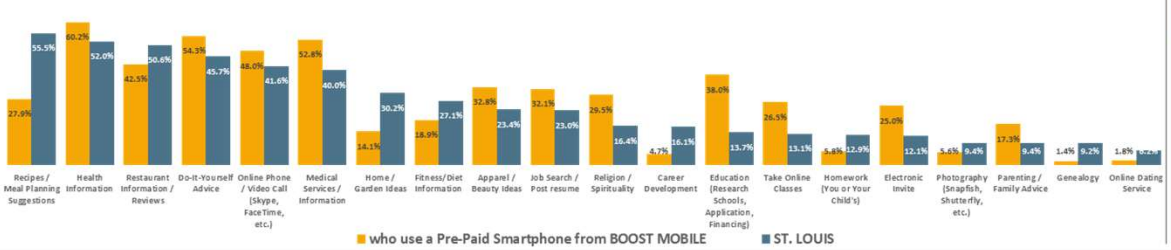
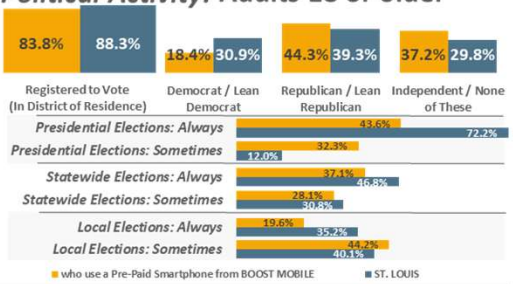
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

2.2% or 55,834 of ST. LOUIS DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 18.7% more likely to look up D-I-Y advice online, 44.4% less likely to always vote in local elections, 60.9% less likely to belong to a gym, 34.3% more likely to fly domestic past yr.

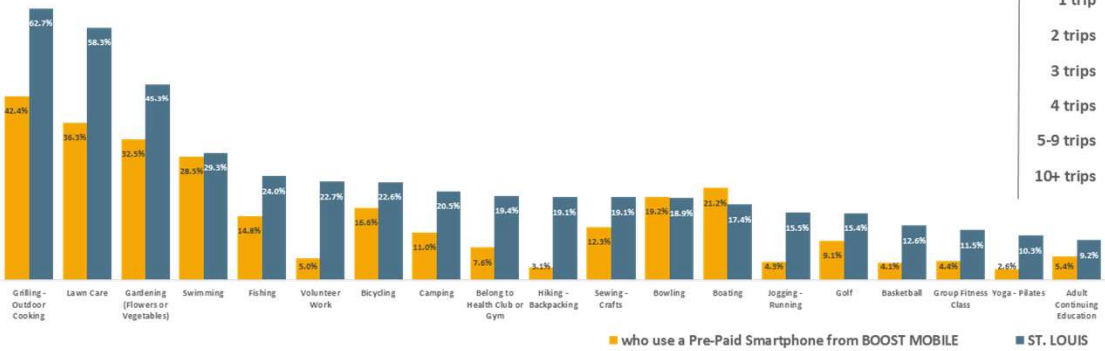
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



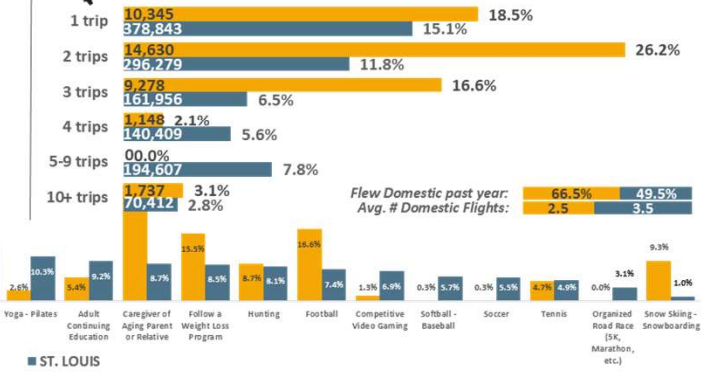
Political Activity: Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 37

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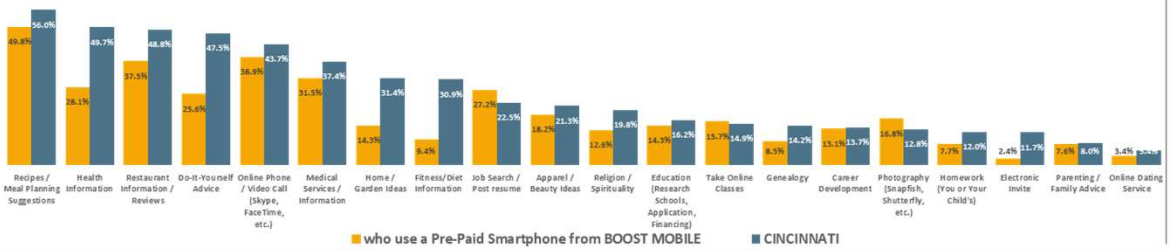
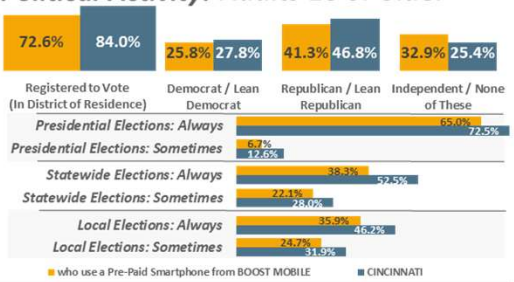
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

3.8% or 72,758 of CINCINNATI DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 46.2% less likely to look up D-I-Y advice online, 22.2% less likely to always vote in local elections, 32.6% less likely to belong to a gym, 28.1% less likely to fly domestic past yr.

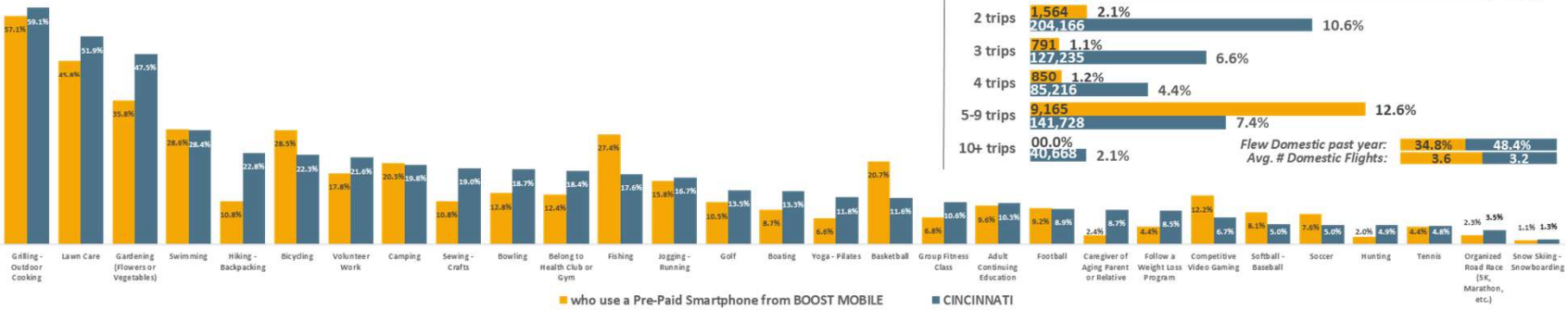
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 64

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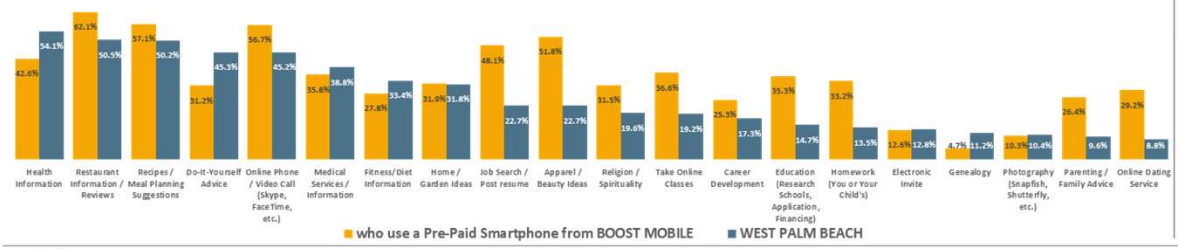
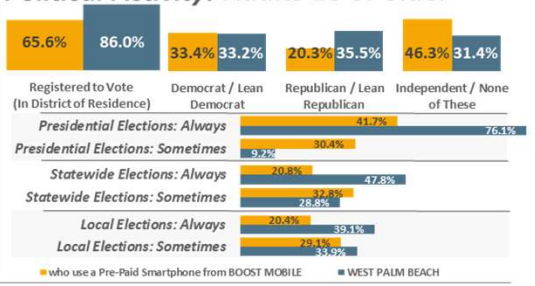
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

3.2% or 61,291 of WEST PALM BEACH DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 31.1% less likely to look up D-I-Y advice online, 47.8% less likely to always vote in local elections, 88.3% less likely to belong to a gym, 28.4% less likely to fly domestic past yr.

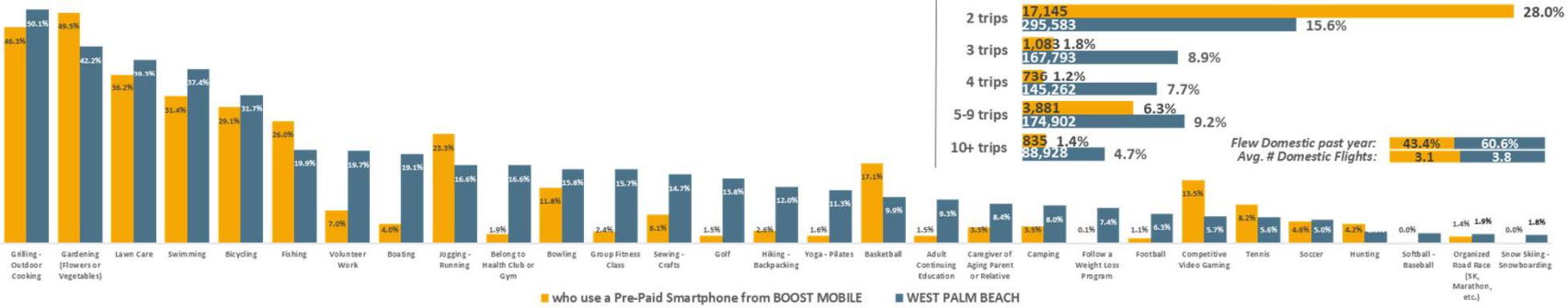
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

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[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

boost mobile USA

2.2% or 5,706,434 of USA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE.
Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 3.5% more likely to use QSRs past mo., 19.4% less likely to use Sit-Down Restaurants past mo., 13.4% less likely to use Casinos past yr., 144.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

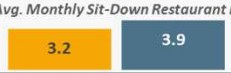
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

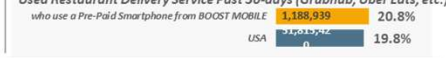


Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

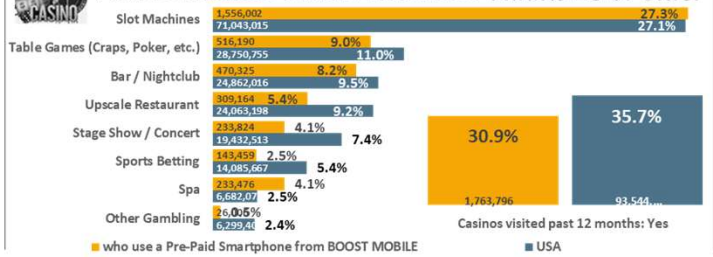


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 520

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

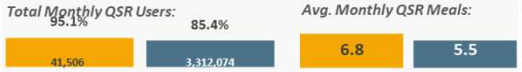
boost mobile MSP

1.1% or 43,642 of MINNEAPOLIS DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 11.4% more likely to use QSRs past mo., 16.8% less likely to use Sit-Down Restaurants past mo., 8.% more likely to use Casinos past yr., 88.8% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

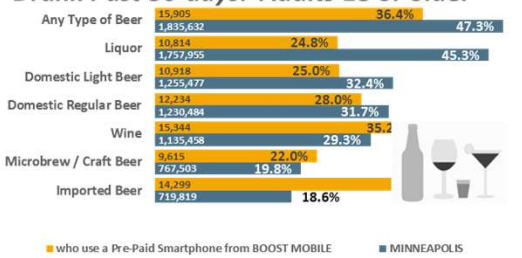
(Sit-Down Restaurants Used Past 30-days)



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

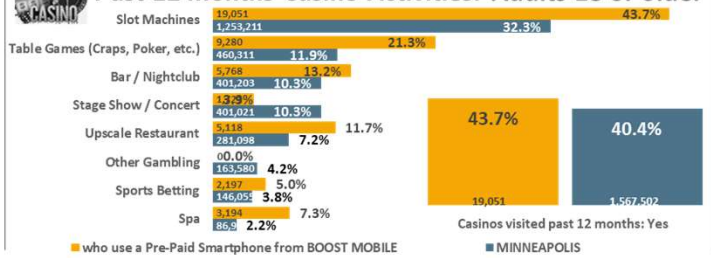


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 32

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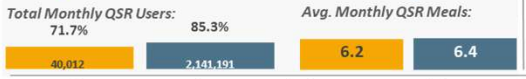
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

2.2% or 55,834 of ST. LOUIS DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 16.% less likely to use QSRs past mo., 22.% less likely to use Sit-Down Restaurants past mo., 43.9% more likely to use Casinos past yr., 242.3% more likely to smoke cigarettes.

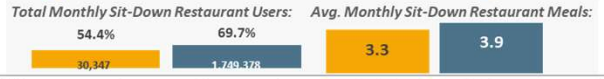
Past 30-days QSR Users: Adults 18 or older





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





Top-10 Cuisines: Adults 18 or older

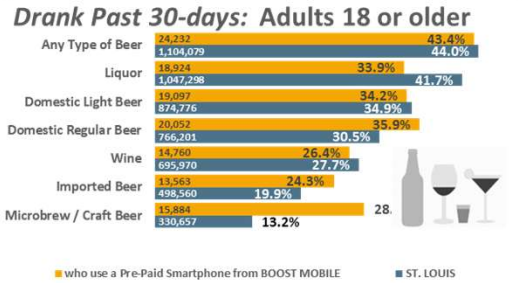
(Sit-Down Restaurants Used Past 30-days)



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



Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



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[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

boost mobile CIN

3.8% or 72,758 of CINCINNATI DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 2.7% less likely to use QSRs past mo., 7.9% less likely to use Sit-Down Restaurants past mo., 24.6% less likely to use Casinos past yr., 162.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 83.7% 60,899 | 86.0% 1,655,069

Avg. Monthly QSR Meals: 8.5 | 6.3

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



Total Monthly Sit-Down Restaurant Users: 69.7% 50,694 | 75.7% 1,455,206

Avg. Monthly Sit-Down Restaurant Meals: 4.9 | 3.9

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.)

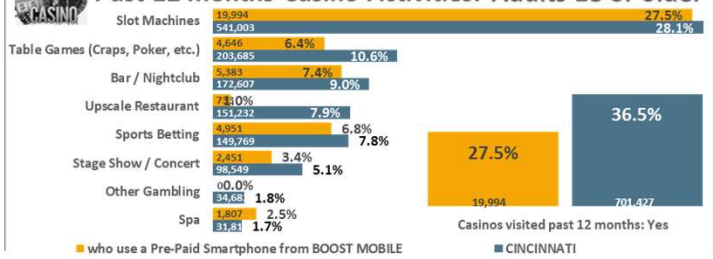
who use a Pre-Paid Smartphone from BOOST MOBILE	17,281	23.8%
CINCINNATI	343,889	17.9%

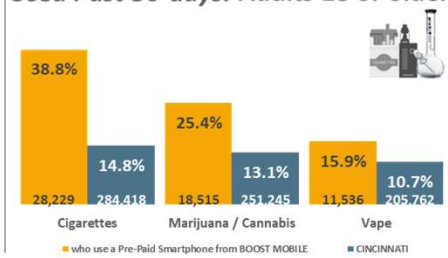
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older







Used Past 30-days: Adults 18 or older

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[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]



3.2% or 61,291 of WEST PALM BEACH DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 16.4% more likely to use QSRs past mo., 34.8% less likely to use Sit-Down Restaurants past mo., 33.8% less likely to use Casinos past yr., 260.8% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



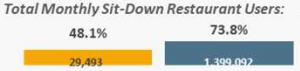
Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

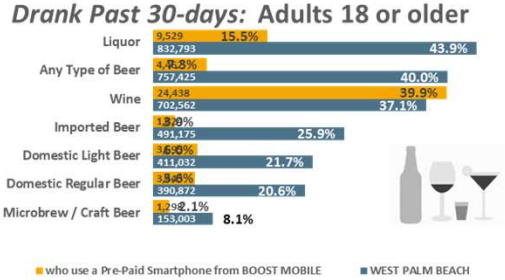
(Sit-Down Restaurants Used Past 30-days)



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



Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



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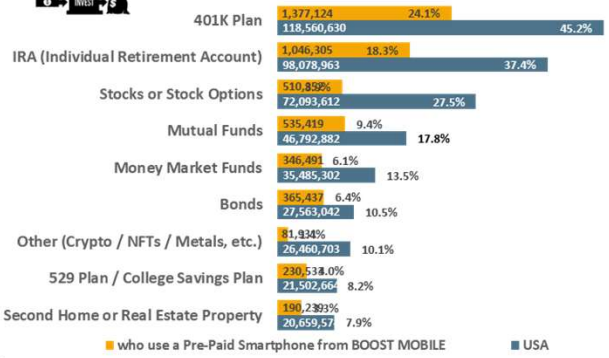
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

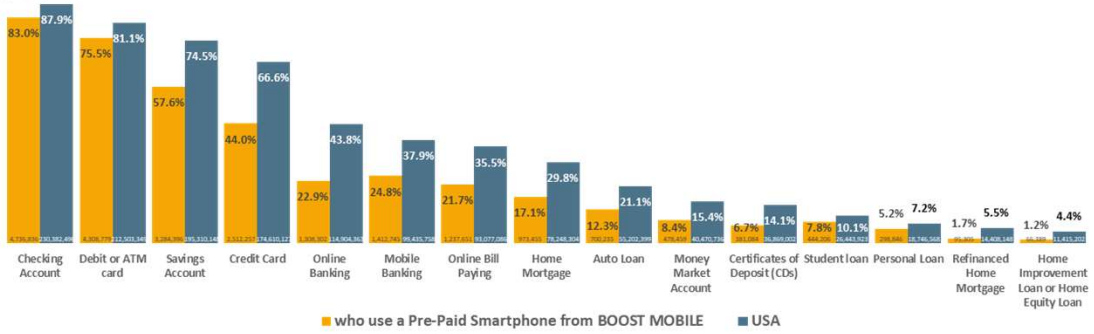
boost mobile USA

2.2% or 5,706,434 of USA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE.
Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 46.6% less likely to have a 401K, 41.7% less likely to have an Auto Loan, 48.5% less likely to Invest/Trade Stocks Online, 8.9% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

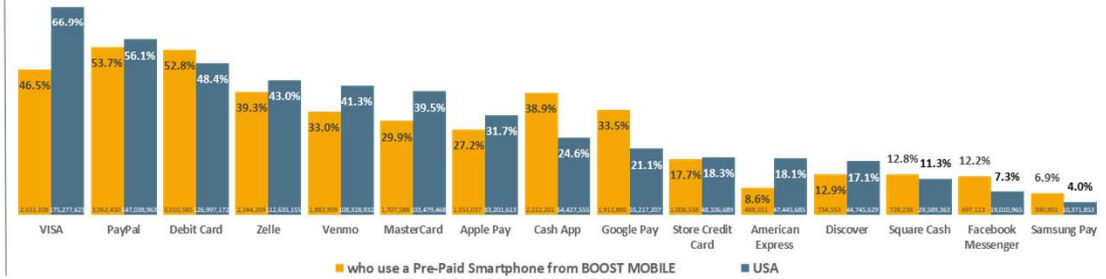


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 520

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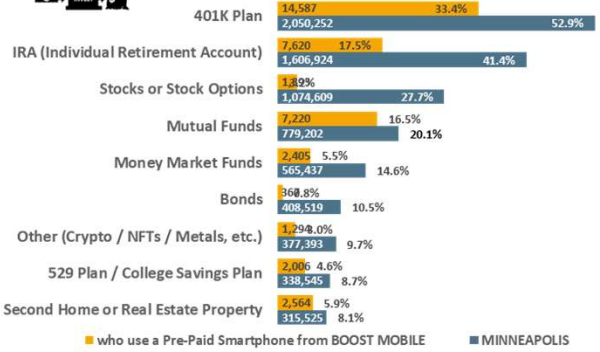
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

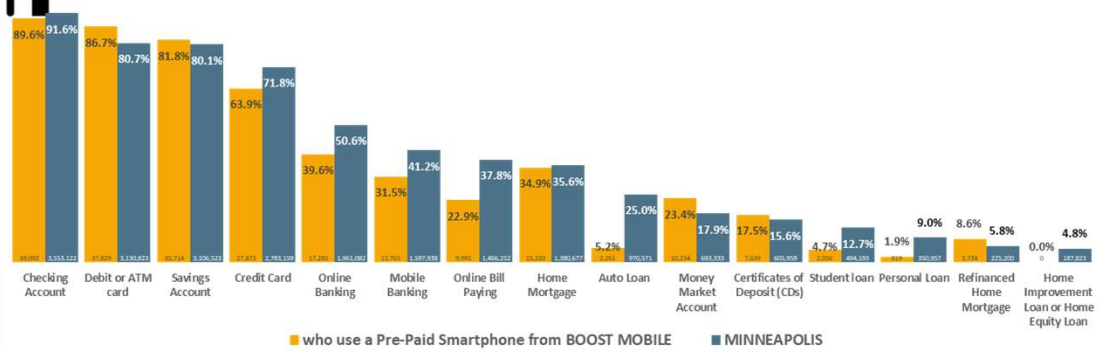
boost mobile MSP

1.1% or 43,642 of MINNEAPOLIS DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 36.8% less likely to have a 401K, 79.3% less likely to have an Auto Loan, 46.5% more likely to Invest/Trade Stocks Online, 44.3% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

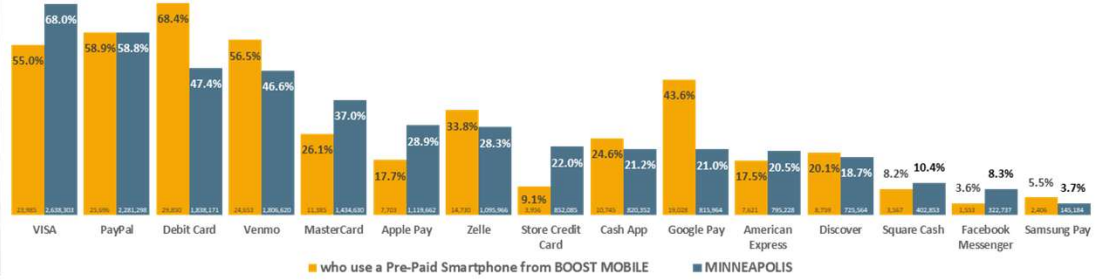


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



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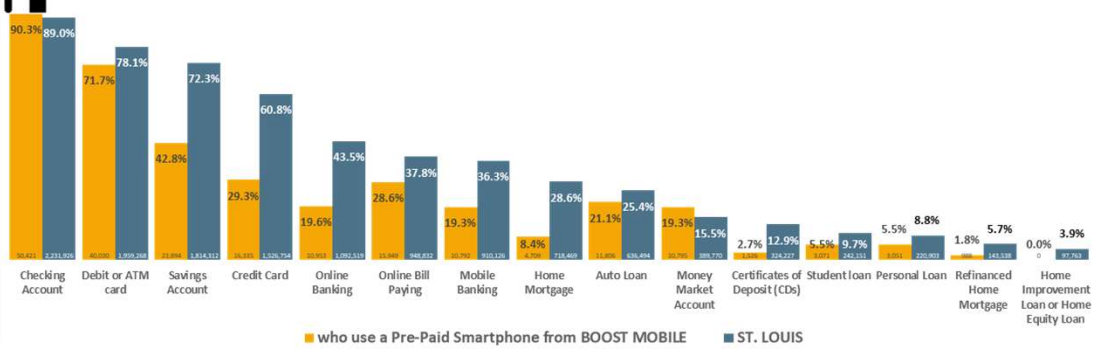
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

2.2% or 55,834 of ST. LOUIS DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE.
#DIV/0!

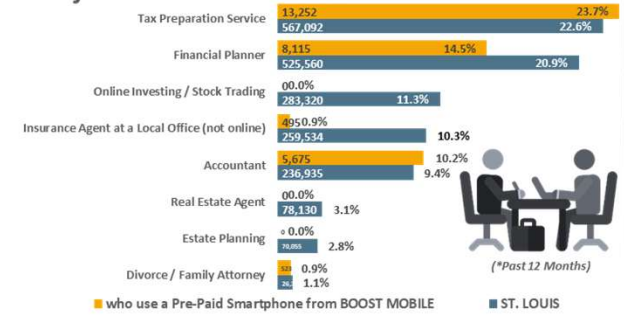
Investments Owned: Adults 18 or older



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

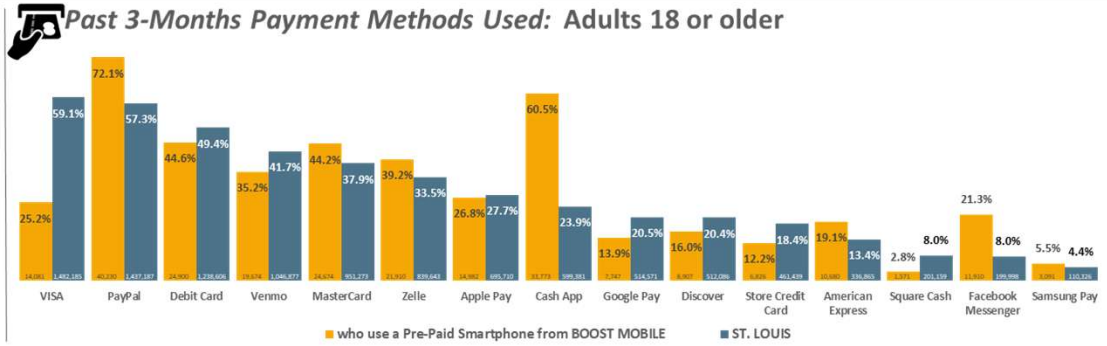


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



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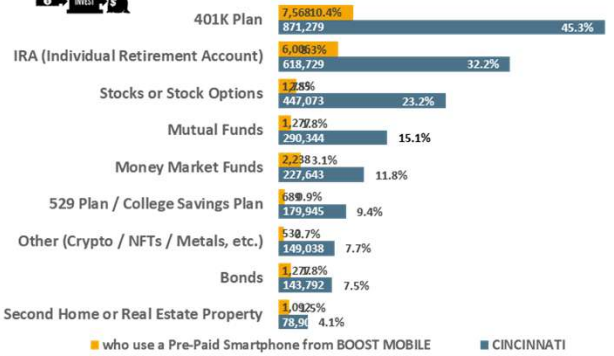
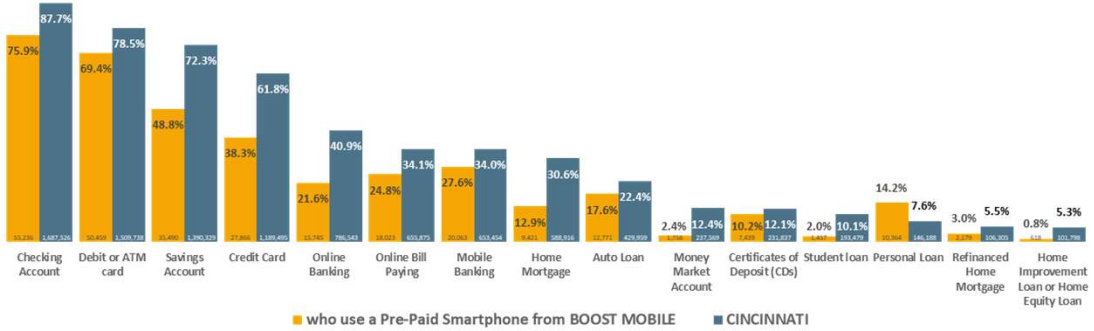
boost mobile CIN

3.8% or 72,758 of CINCINNATI DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 77.7% less likely to have a 401K, 21.5% less likely to have an Auto Loan, 82.5% less likely to Invest/Trade Stocks Online, 34.9% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

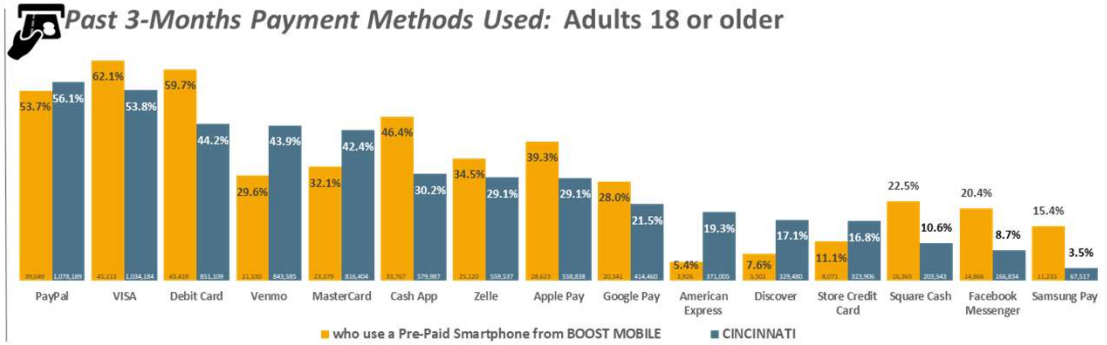


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



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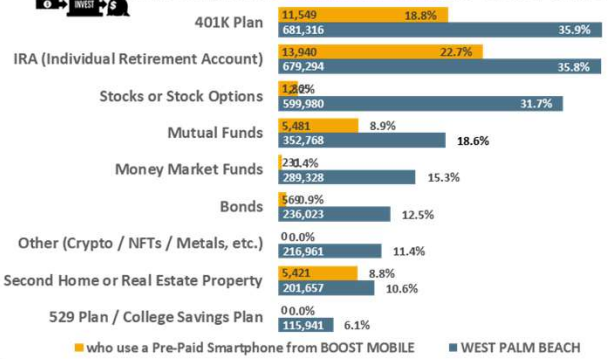
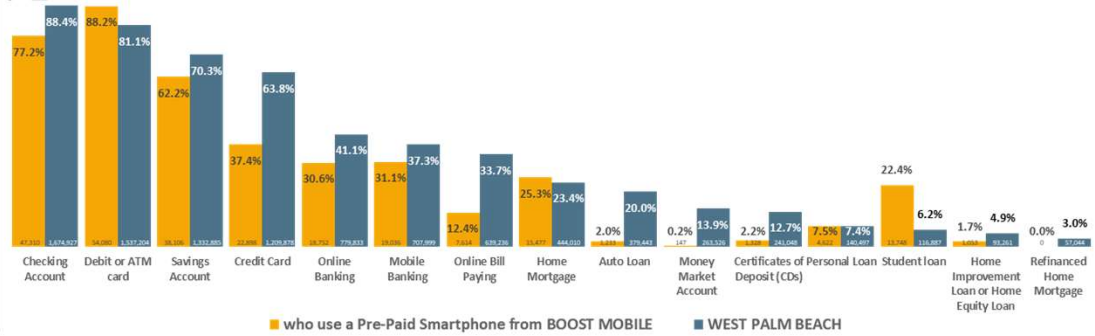
3.2% or 61,291 of WEST PALM BEACH DMA Adults 18 or older use a Pre-Paid Smartphone from BOOST MOBILE. Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE are 47.6% less likely to have a 401K, 89.9% less likely to have an Auto Loan, 96.9% less likely to Invest/Trade Stocks Online, 4.3% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



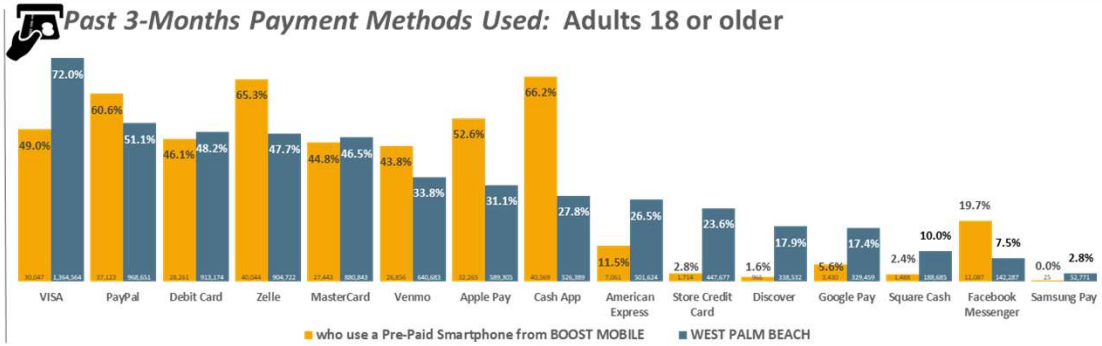
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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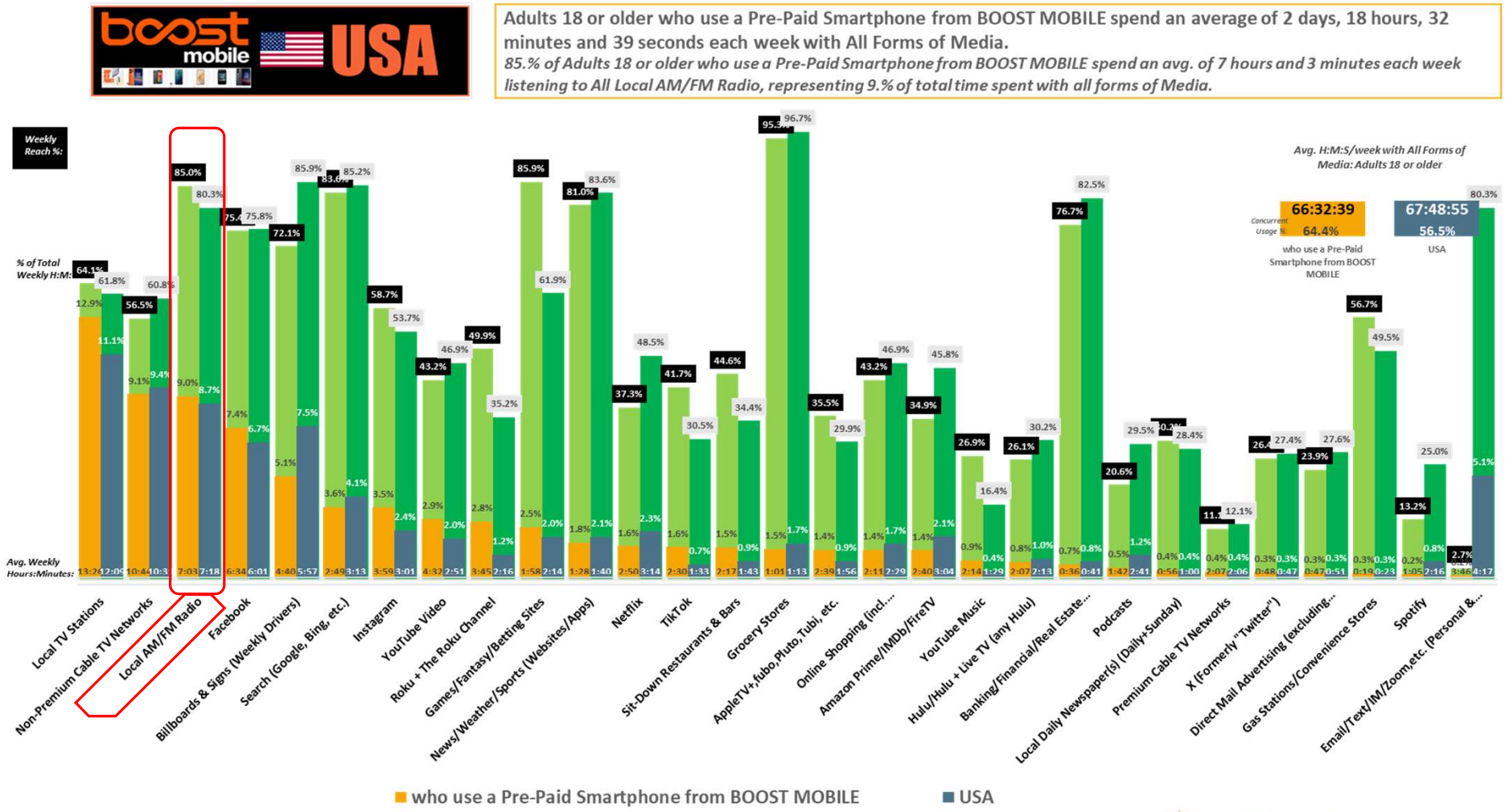
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 520 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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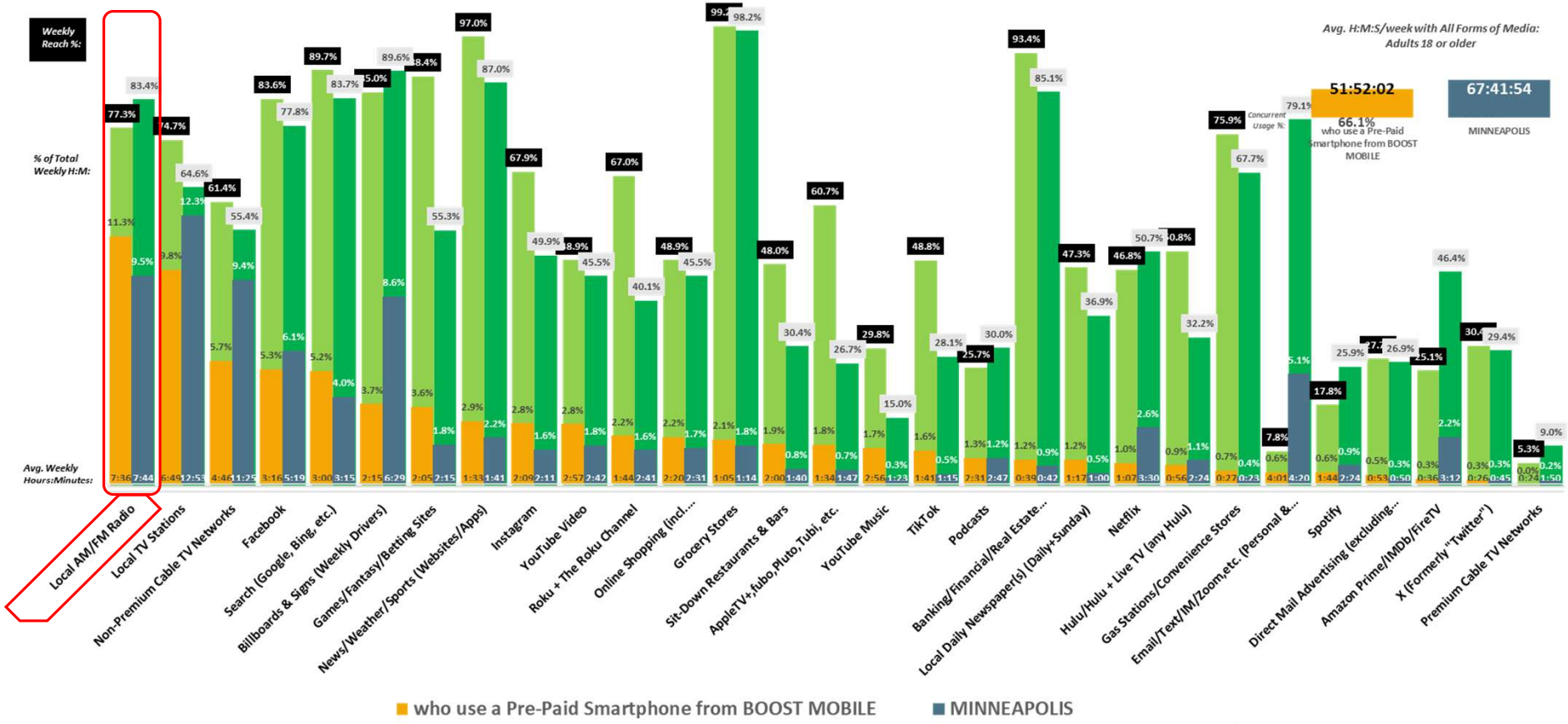
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 2 days, 3 hours, 52 minutes and 2 seconds each week with All Forms of Media.

77.3% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an avg. of 7 hours and 36 minutes each week listening to All Local AM/FM Radio, representing 11.3% of total time spent with all forms of Media.



MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 32 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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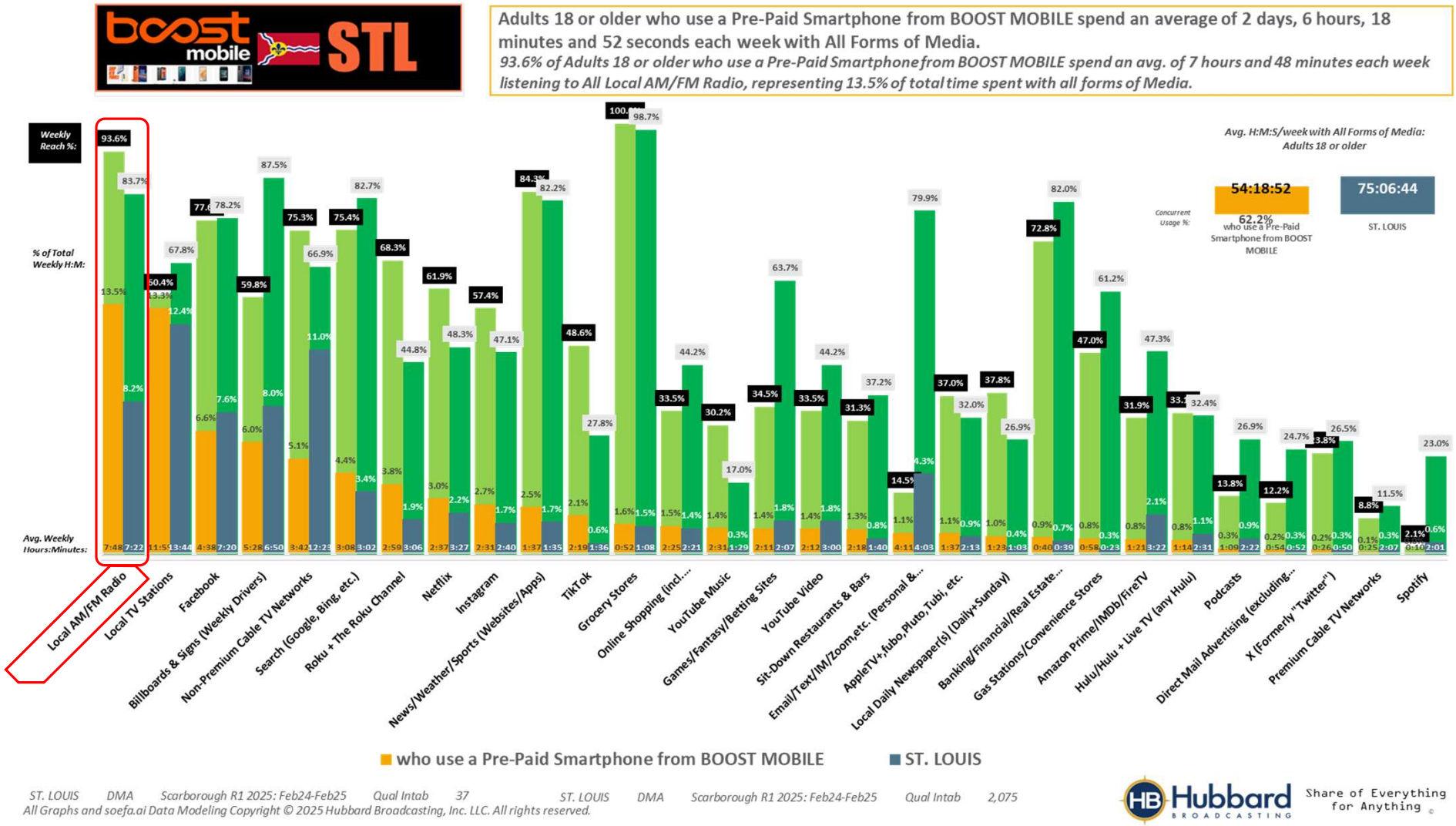
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 37 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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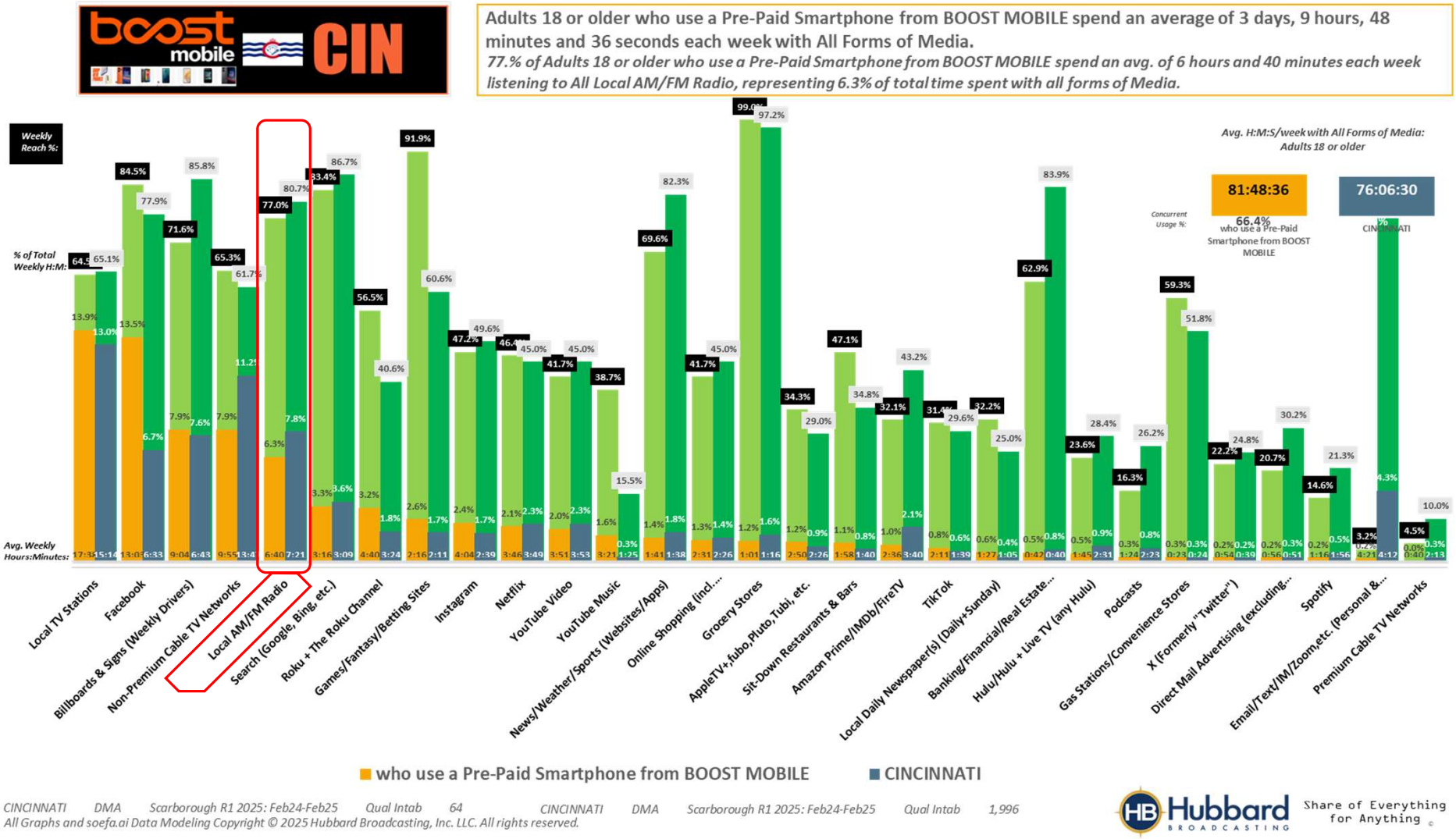
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 64 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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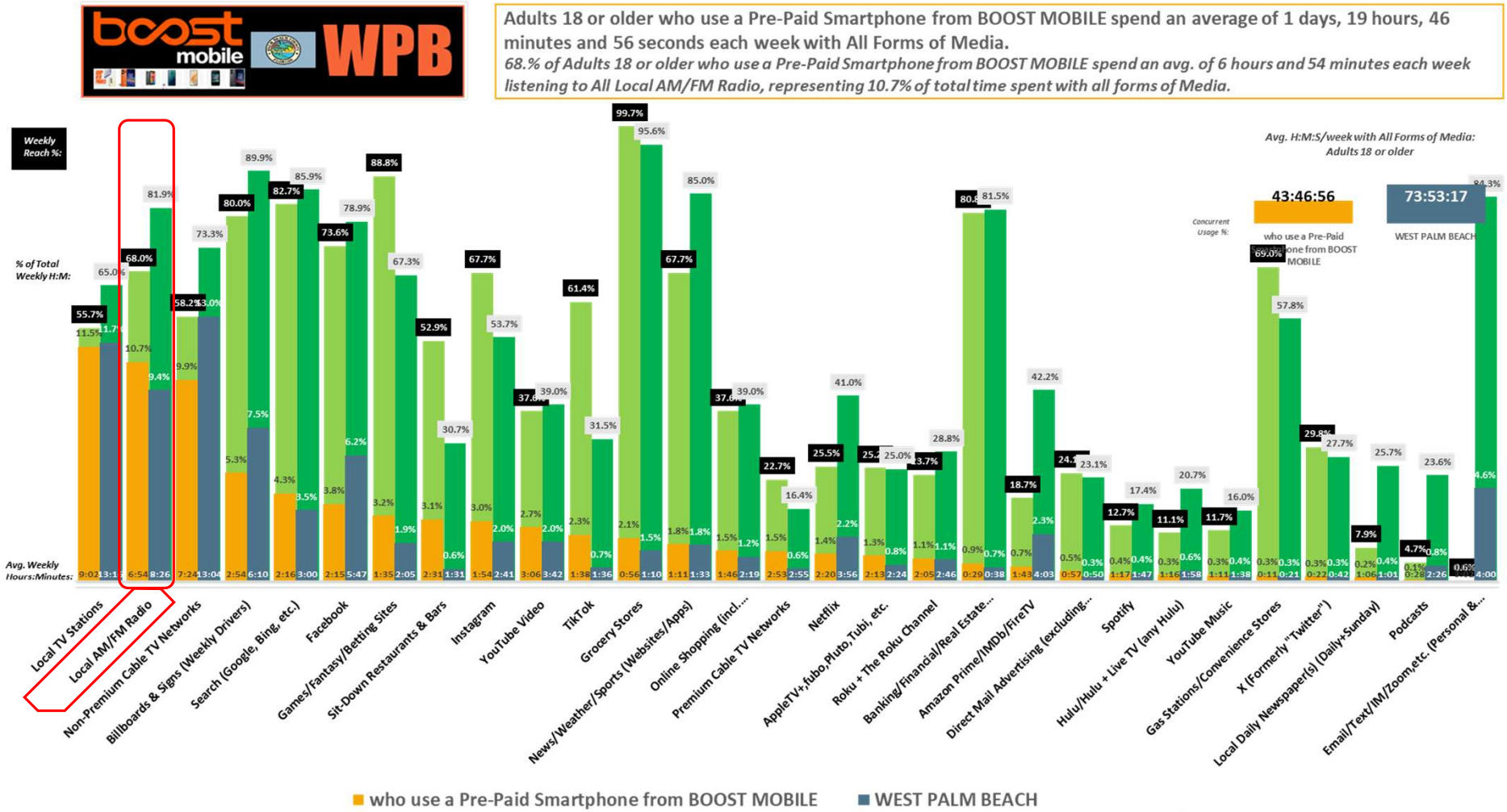
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]



WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 75 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

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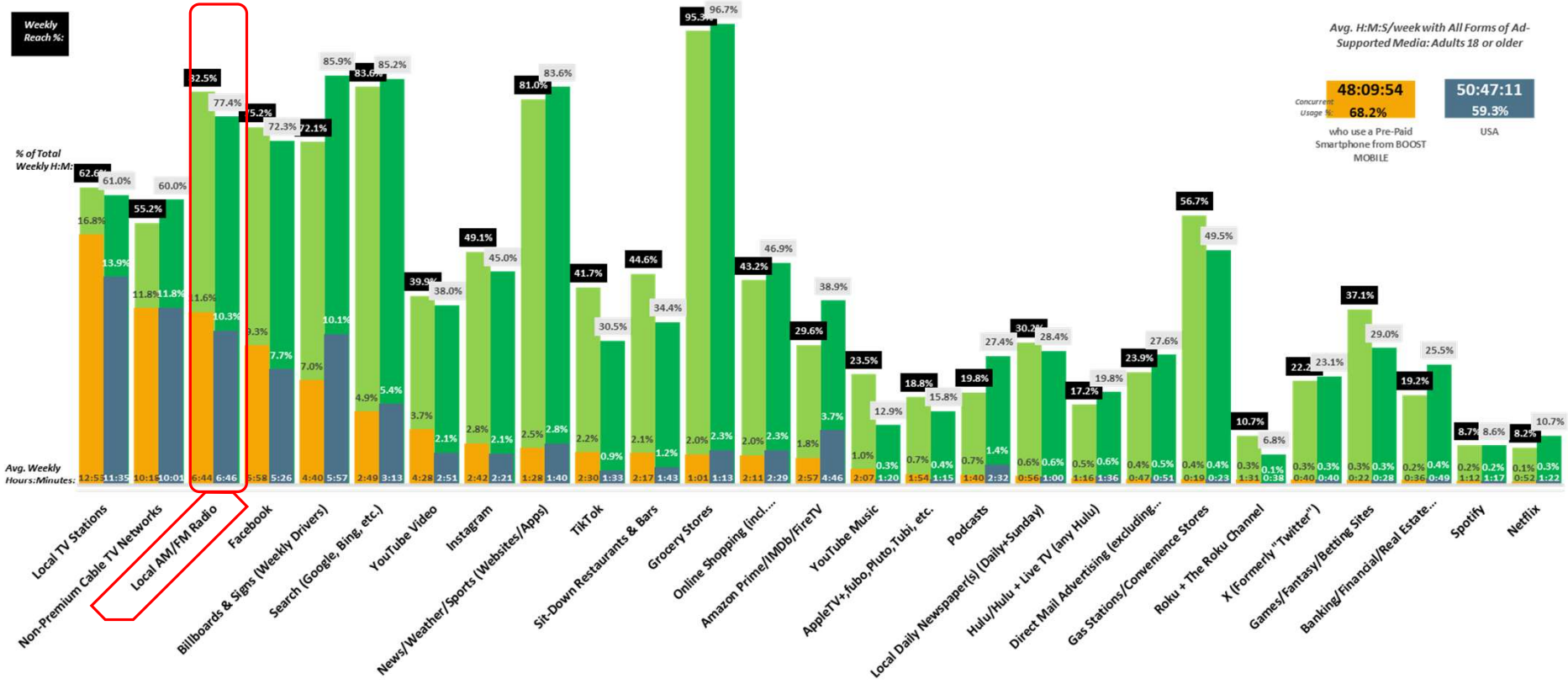
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 2 days, 0 hours, 9 minutes and 54 seconds each week with All Forms of Ad-Supported Media.

82.5% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an avg. of 6 hours and 44 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.6% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 520 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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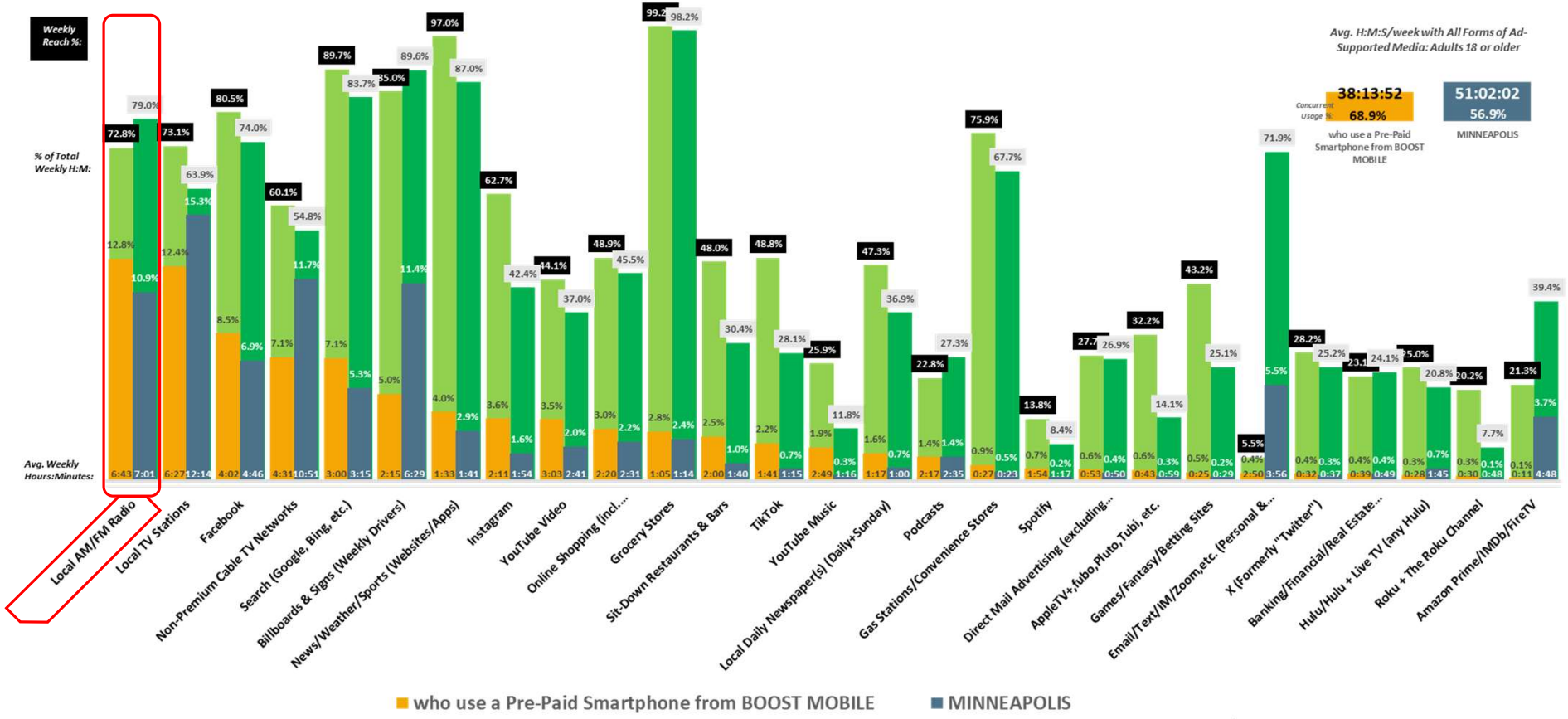
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 1 days, 14 hours, 13 minutes and 52 seconds each week with All Forms of Ad-Supported Media.

72.8% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an avg. of 6 hours and 43 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.8% of total time spent with all forms of Ad-Supported Media.



MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 32 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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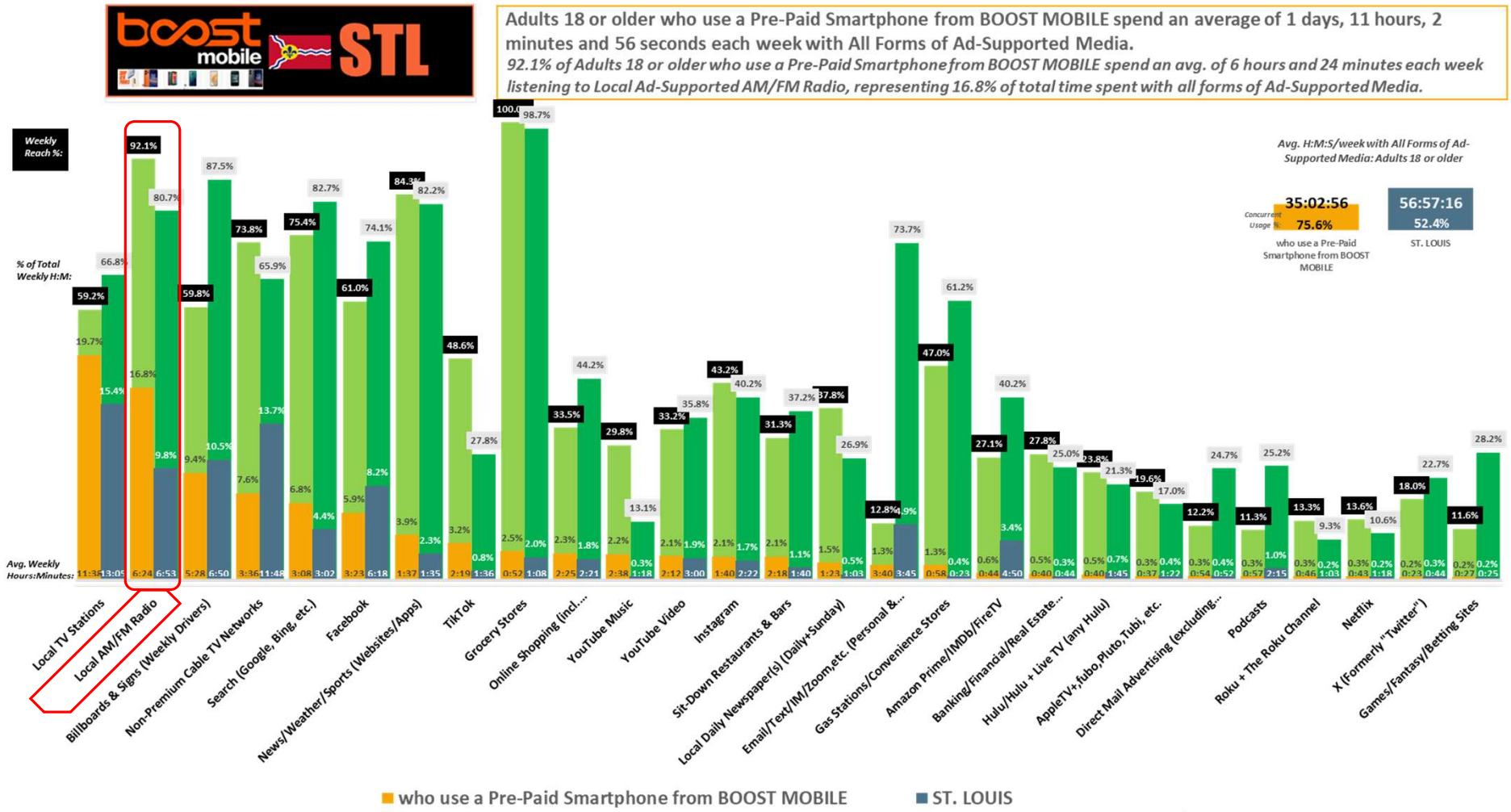
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 37 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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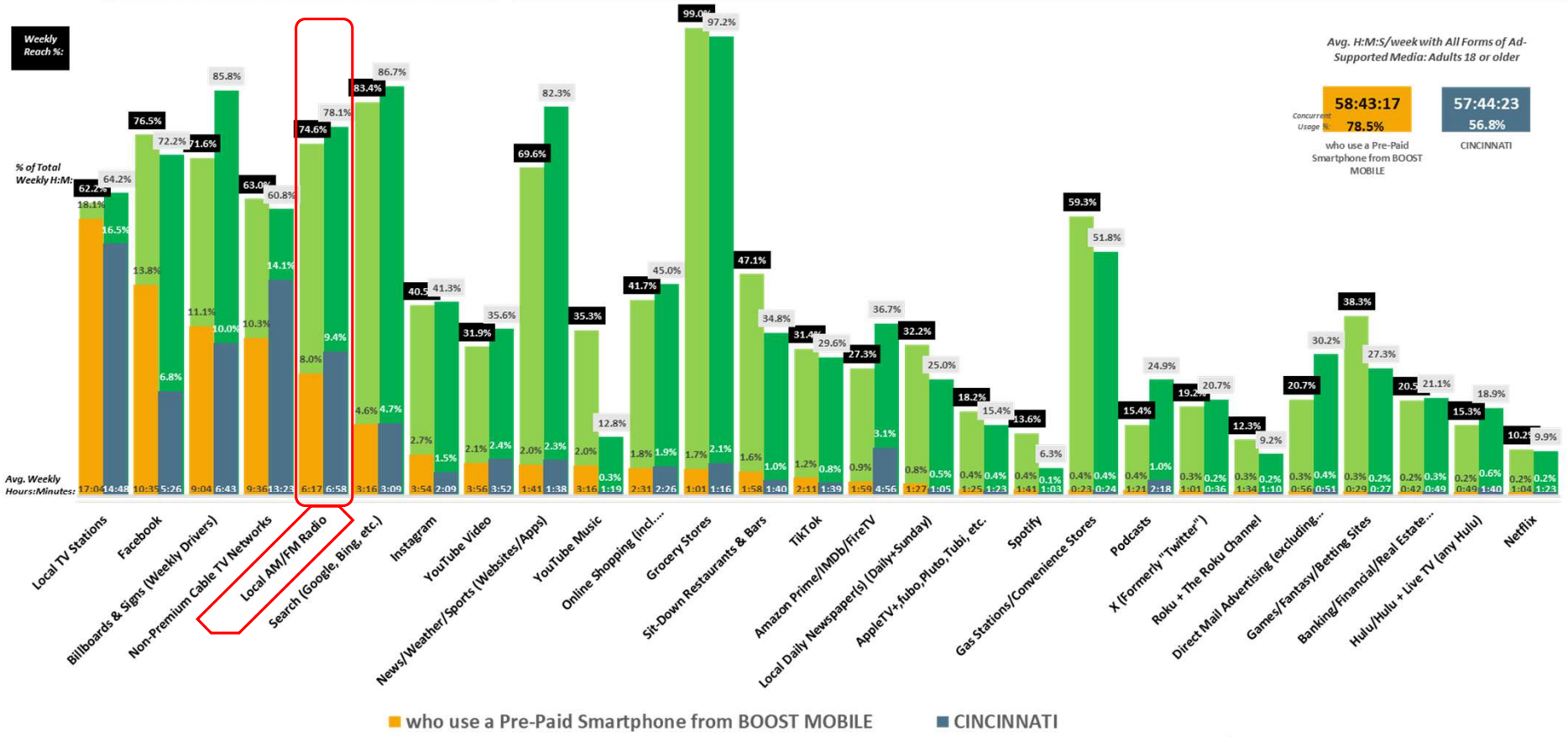
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 2 days, 10 hours, 43 minutes and 17 seconds each week with All Forms of Ad-Supported Media.

74.6% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an avg. of 6 hours and 17 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.% of total time spent with all forms of Ad-Supported Media.



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 64 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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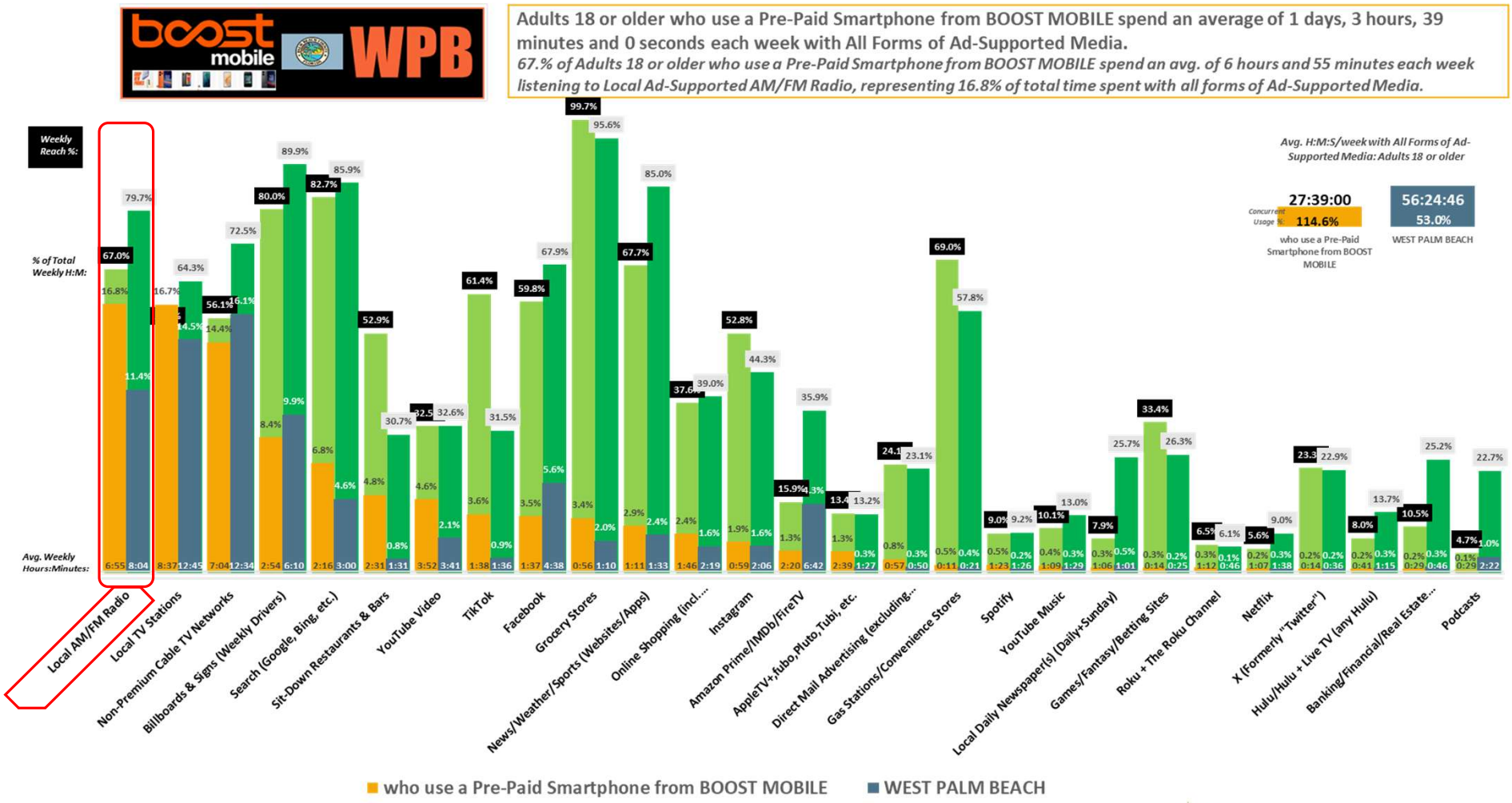
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]



WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 75 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

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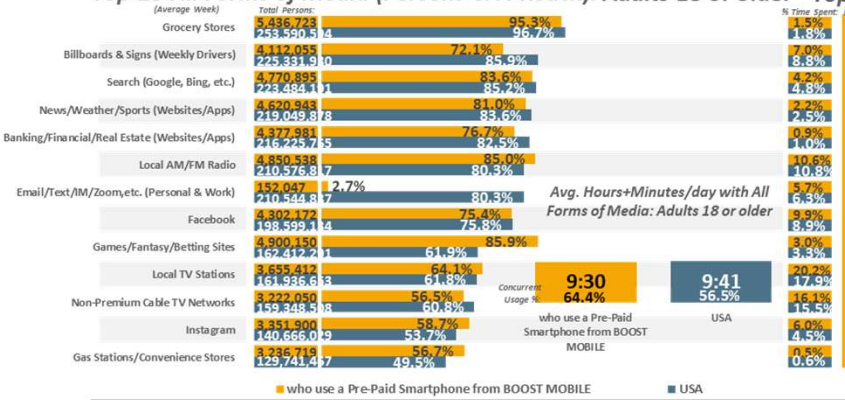
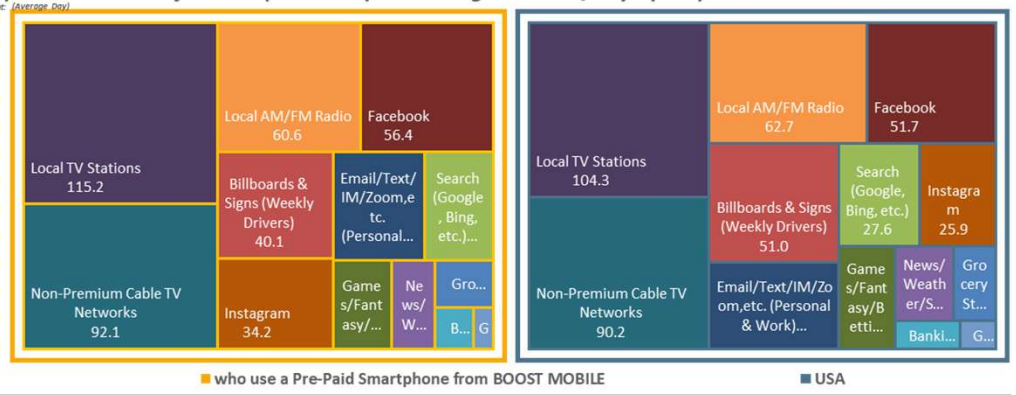
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 6 hours and 52 minutes each day with All Forms of Ad-Supported Media. 82.5% listen to Local AM/FM Radio for an avg. of 57.8 minutes/day. *(Local Radio delivers 11.6% of Time with Ad-Supported Media.)*

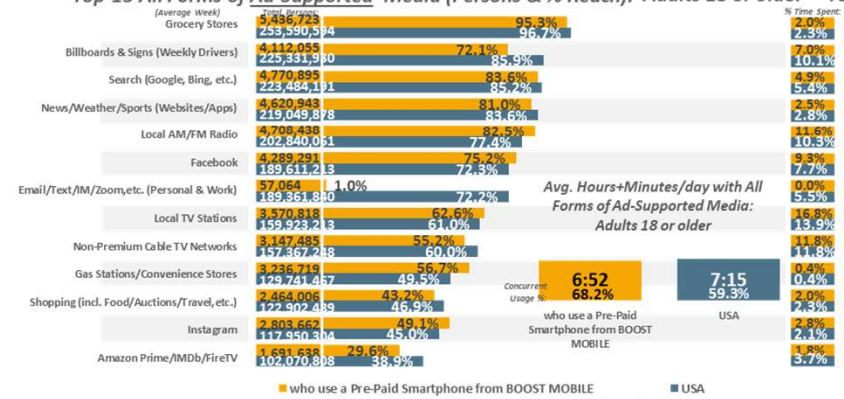
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



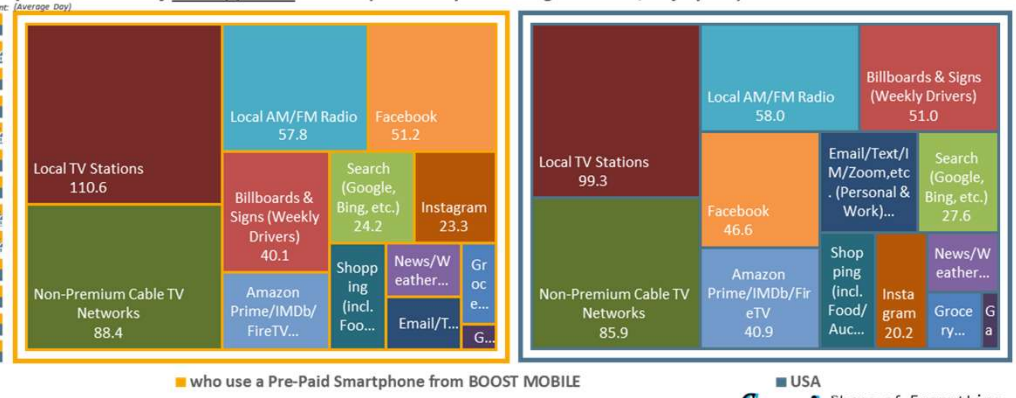
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2025: Feb24-Mar25 Qual Intab 520

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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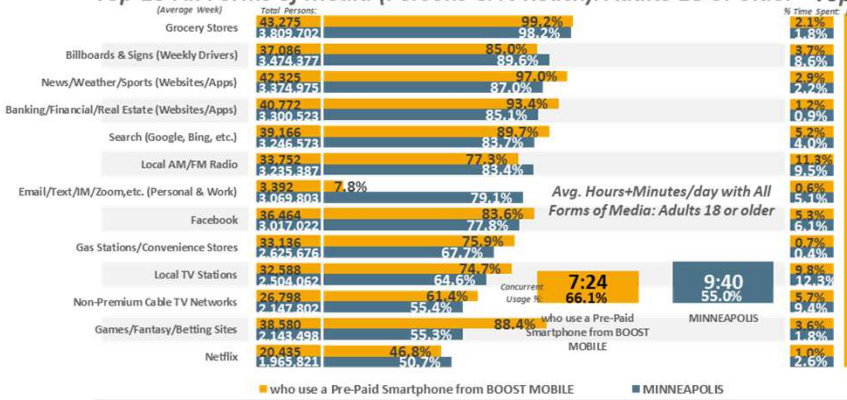
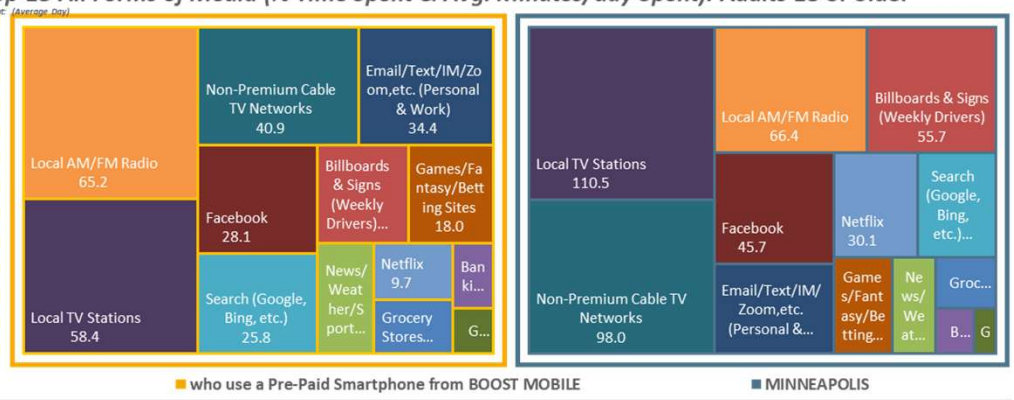
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 5 hours and 27 minutes each day with All Forms of Ad-Supported Media. 72.8% listen to Local AM/FM Radio for an avg. of 57.7 minutes/day. *(Local Radio delivers 12.8% of Time with Ad-Supported Media.)*

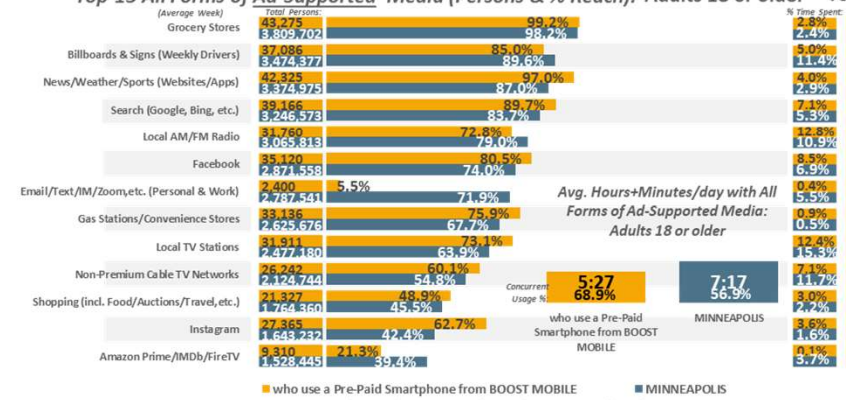
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



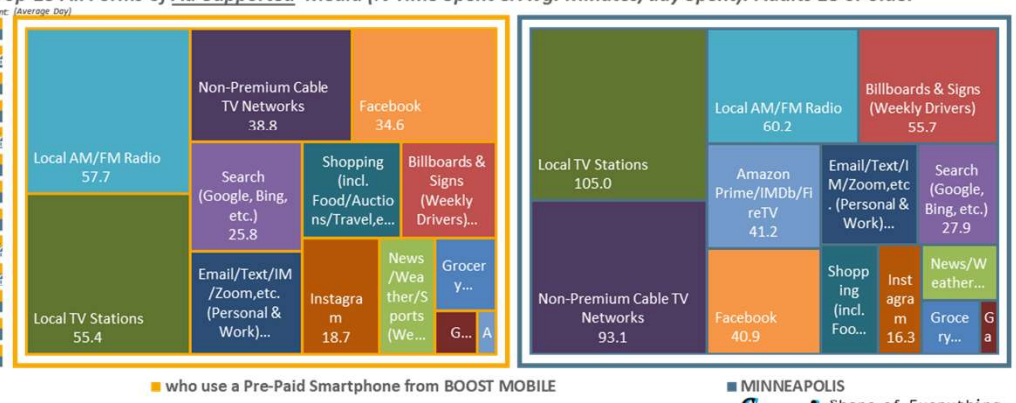
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 32

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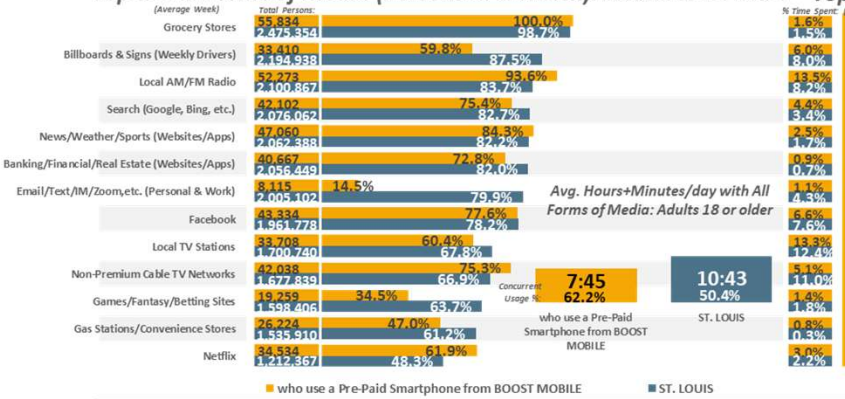
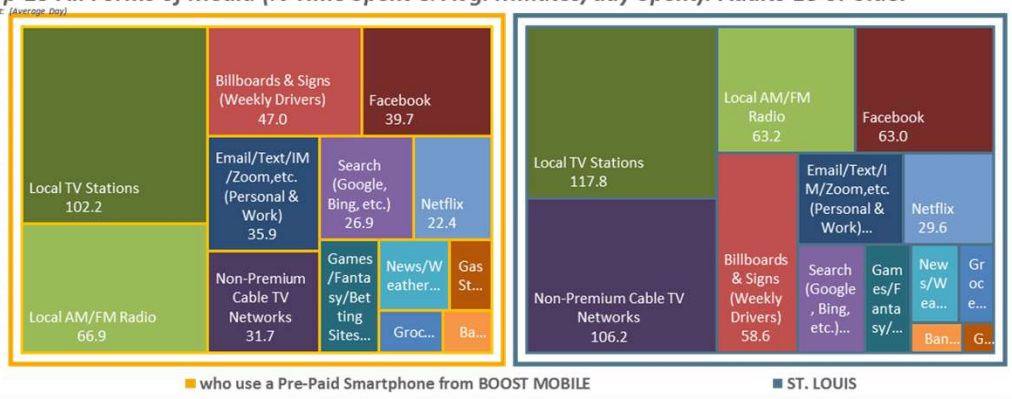
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 5 hours and 0 minutes each day with All Forms of Ad-Supported Media. 92.1% listen to Local AM/FM Radio for an avg. of 54.9 minutes/day. *(Local Radio delivers 16.8% of Time with Ad-Supported Media.)*

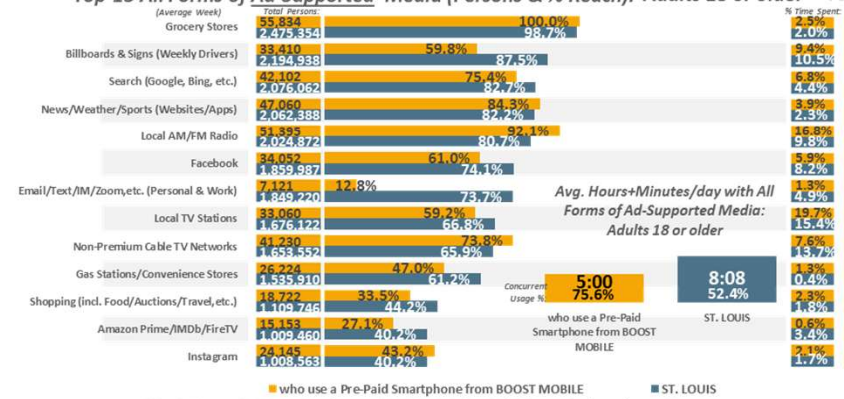
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



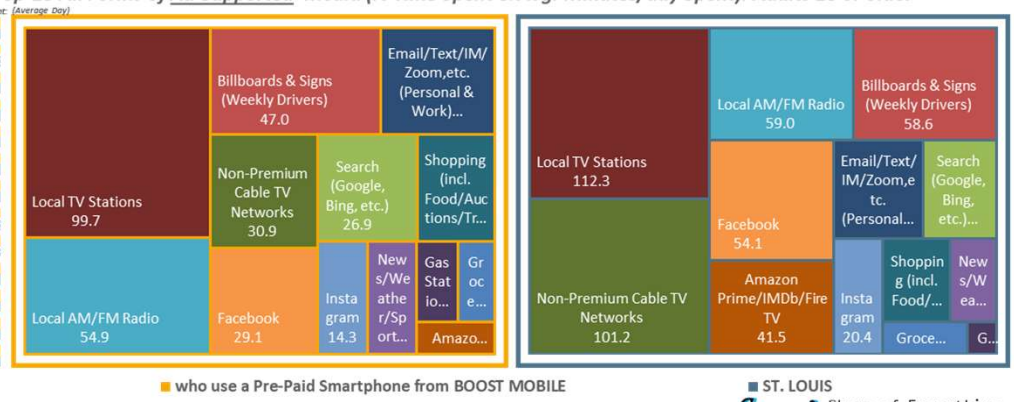
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 37

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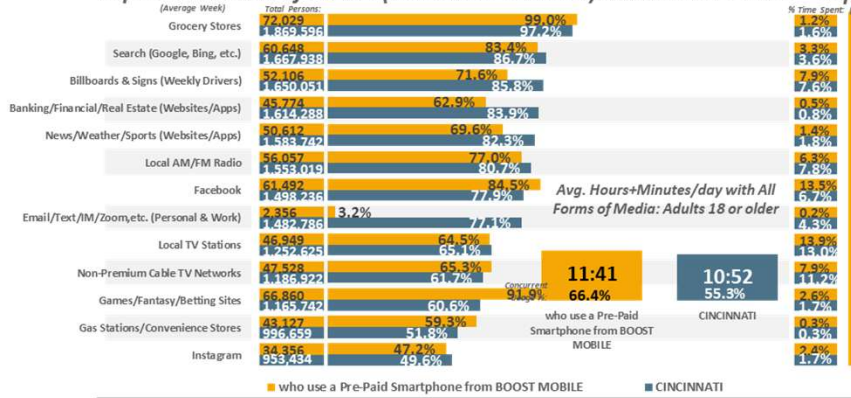
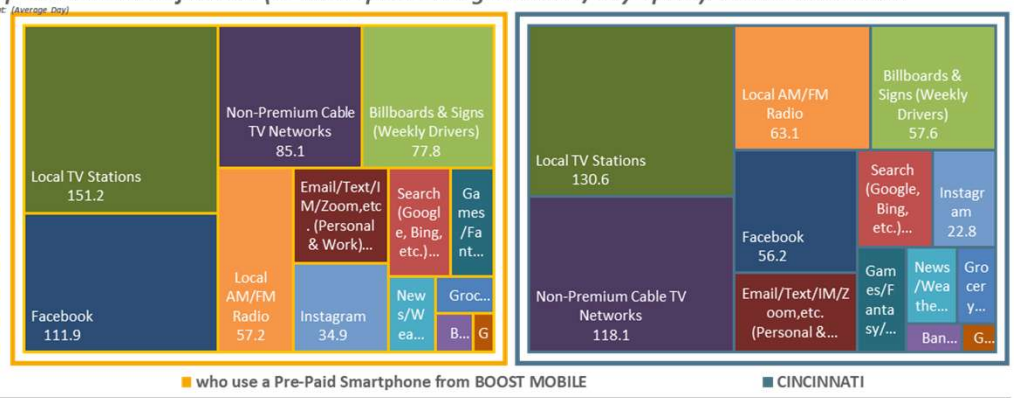
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 8 hours and 23 minutes each day with All Forms of Ad-Supported Media. 74.6% listen to Local AM/FM Radio for an avg. of 53.9 minutes/day. *(Local Radio delivers 8.% of Time with Ad-Supported Media.)*

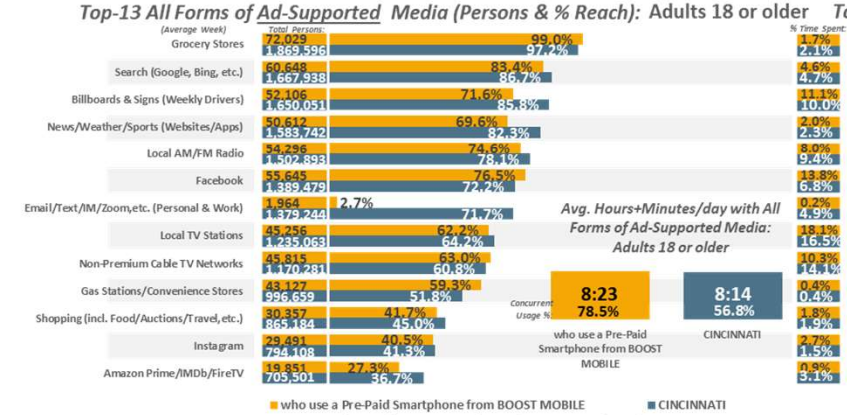
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



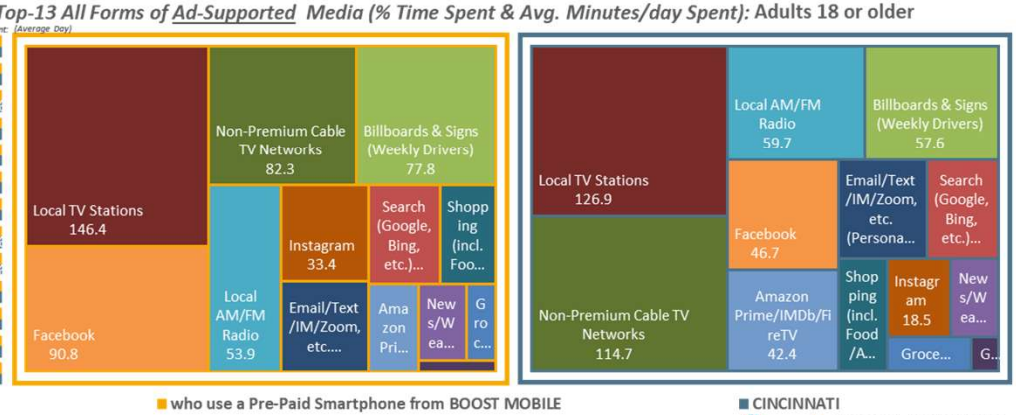
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 64

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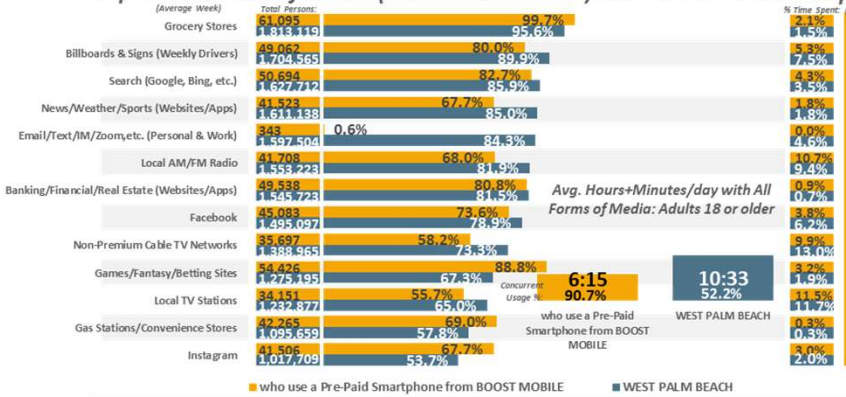
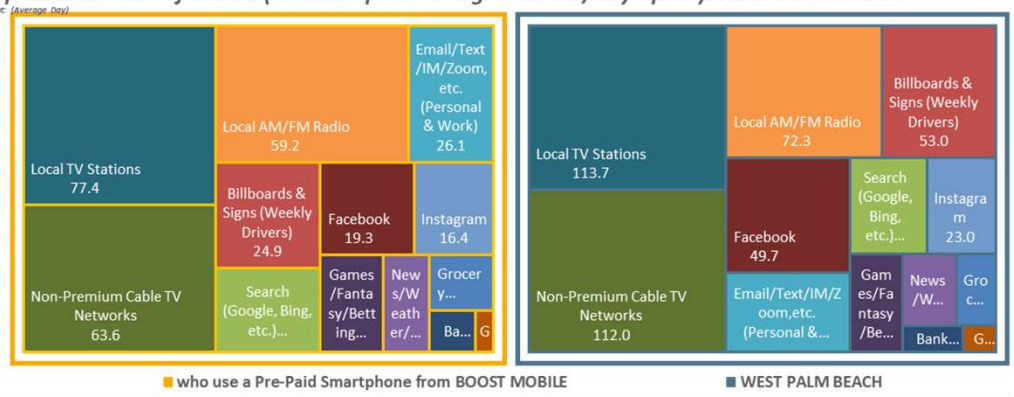
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 3 hours and 57 minutes each day with All Forms of Ad-Supported Media. 67.% listen to Local AM/FM Radio for an avg. of 59.3 minutes/day. *(Local Radio delivers 16.8% of Time with Ad-Supported Media.)*

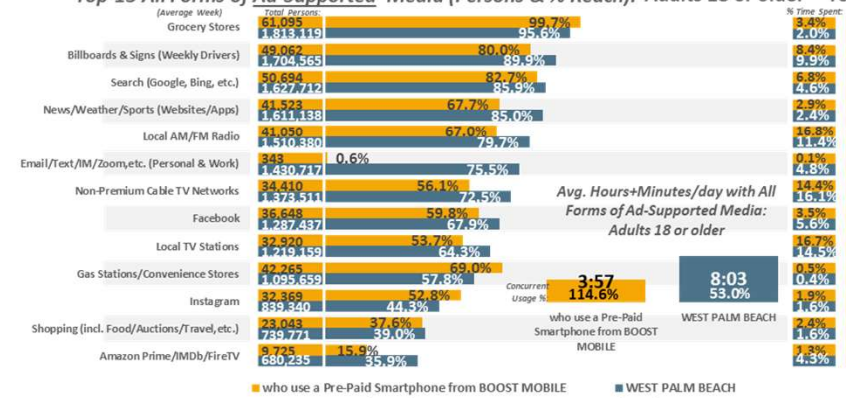
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



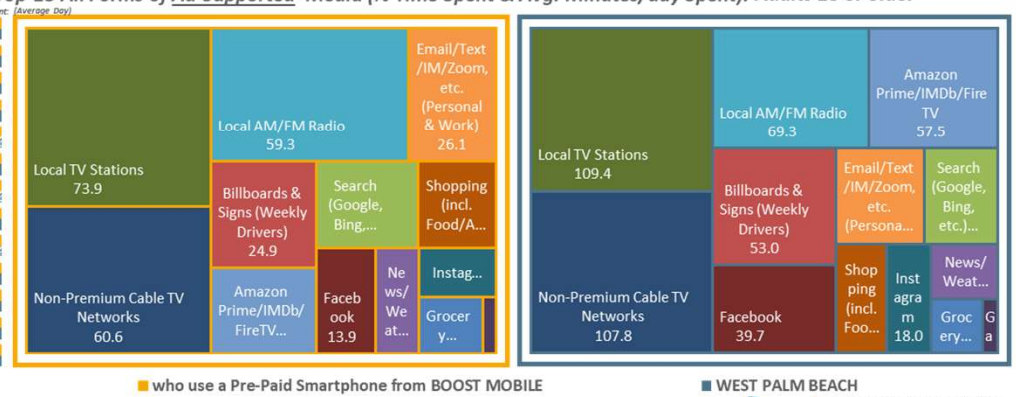
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 75

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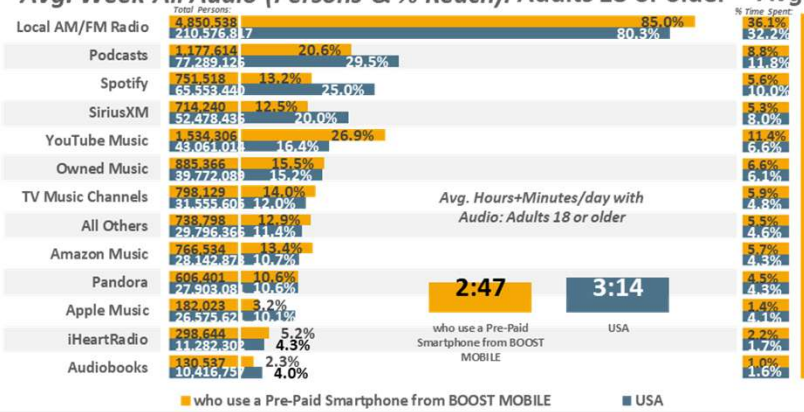
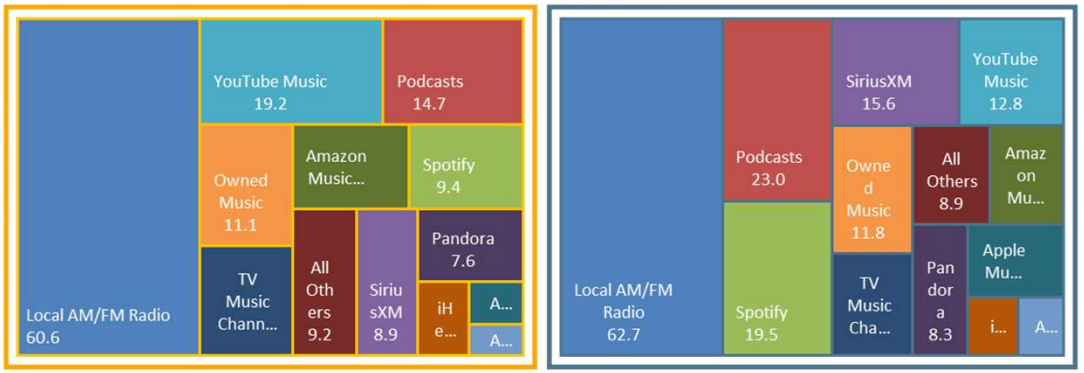
4,708,438 or 82.5% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE listen to Ad-Supported Local AM/FM Radio for an average of 57.8 minutes every day representing 41.5% of all time spent daily with Ad-Supported Audio.

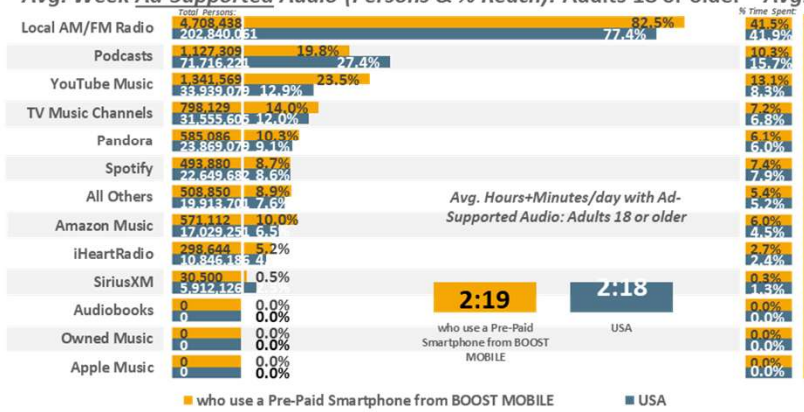
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



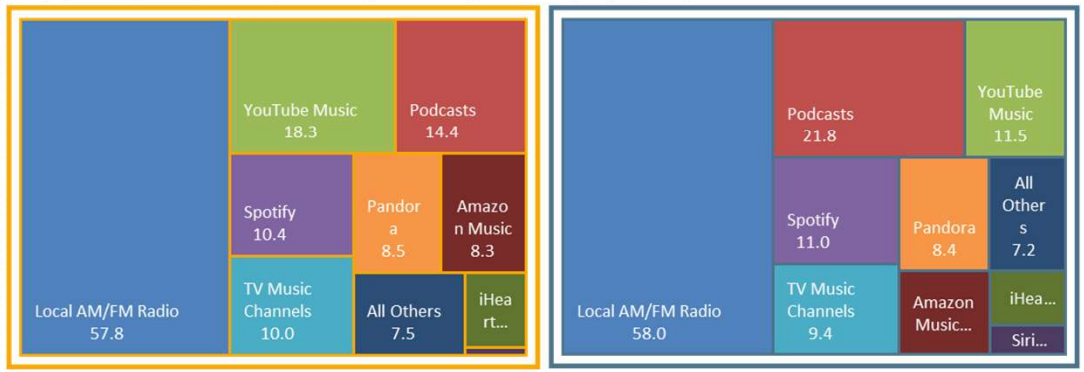
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2025: Feb24-Mar25 Qual Intab 520

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Scarborough R1 2025: Feb24-Mar25 USA Projection

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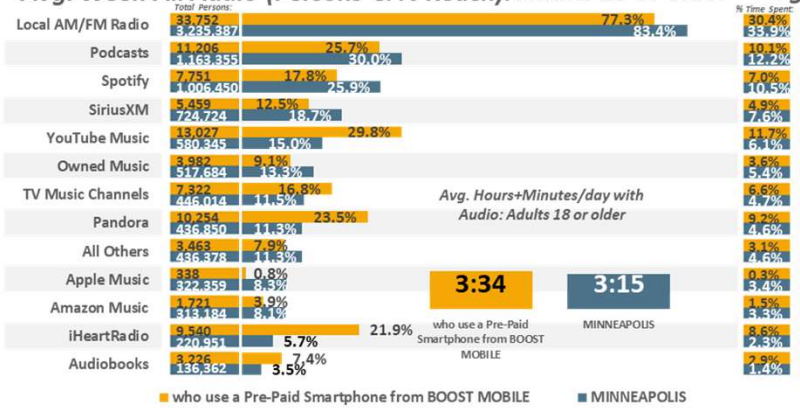
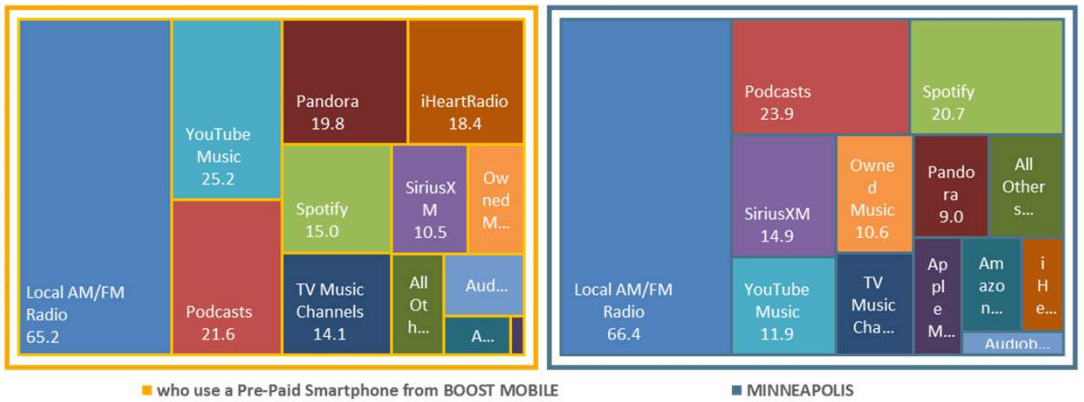
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

31,760 or 72.8% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE listen to Ad-Supported Local AM/FM Radio for an average of 57.7 minutes every day representing 31.3% of all time spent daily with Ad-Supported Audio.

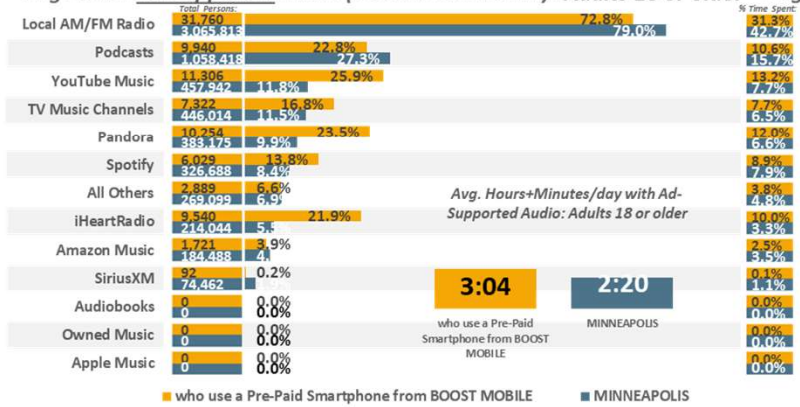
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



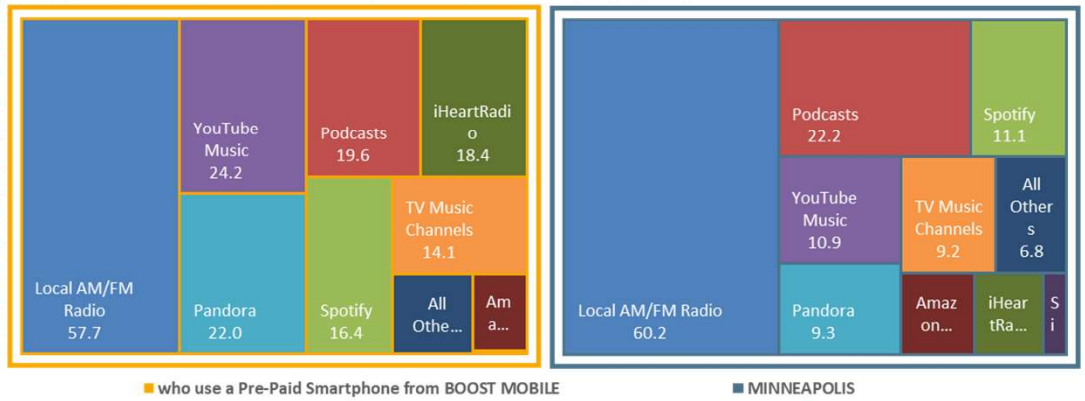
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 32

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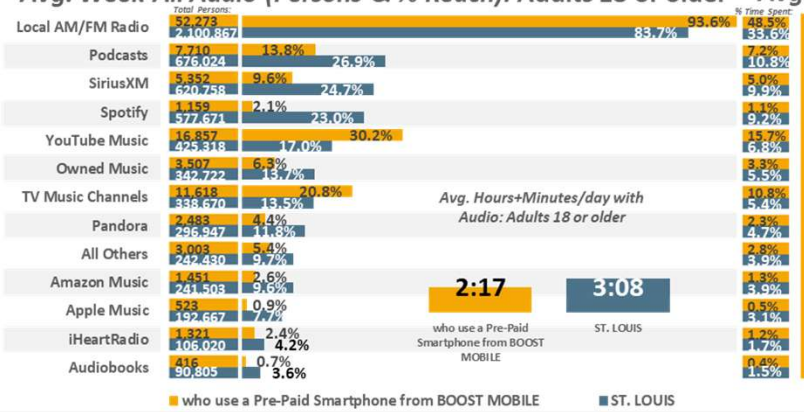
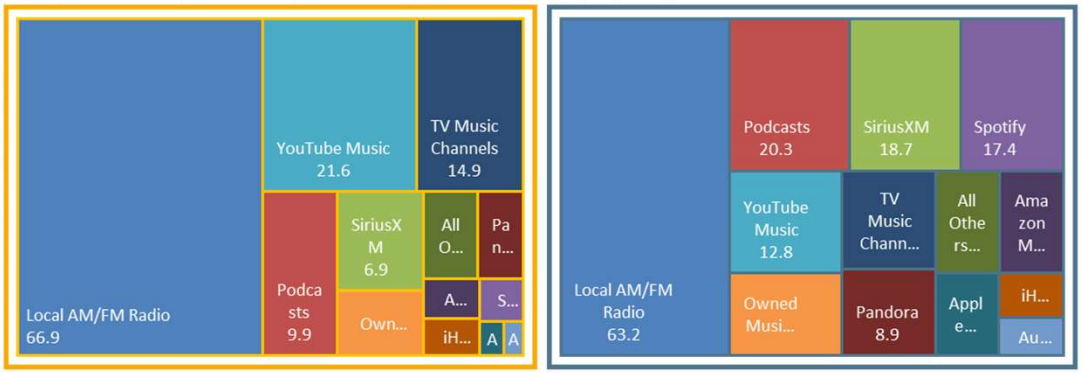
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

51,395 or 92.1% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE listen to Ad-Supported Local AM/FM Radio for an average of 54.9 minutes every day representing 46.6% of all time spent daily with Ad-Supported Audio.

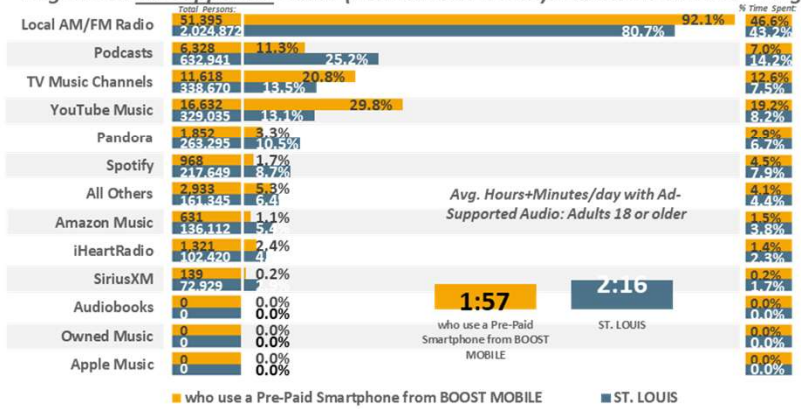
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



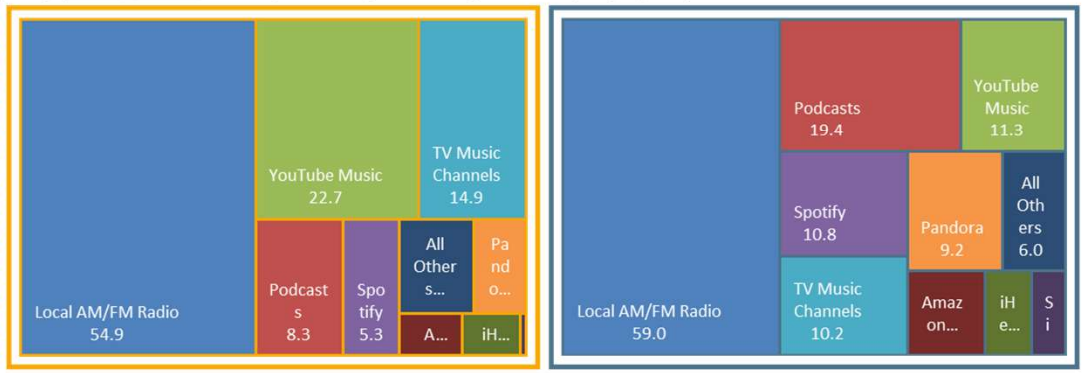
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 37

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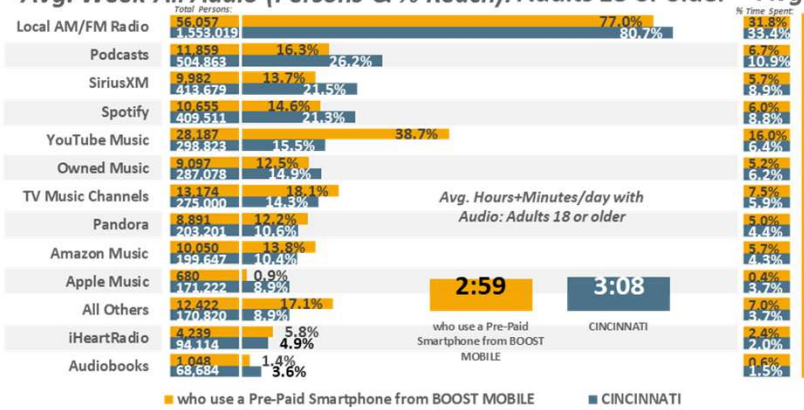
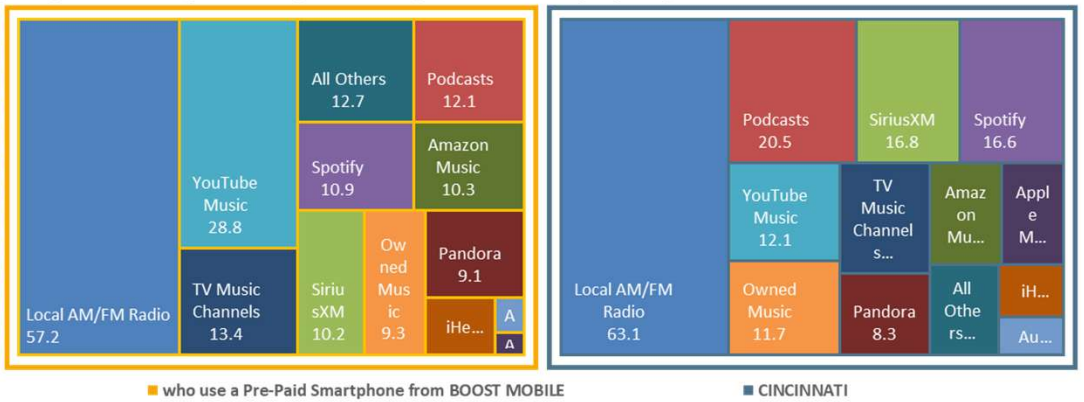
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

54,296 or 74.6% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE listen to Ad-Supported Local AM/FM Radio for an average of 53.9 minutes every day representing 33.7% of all time spent daily with Ad-Supported Audio.

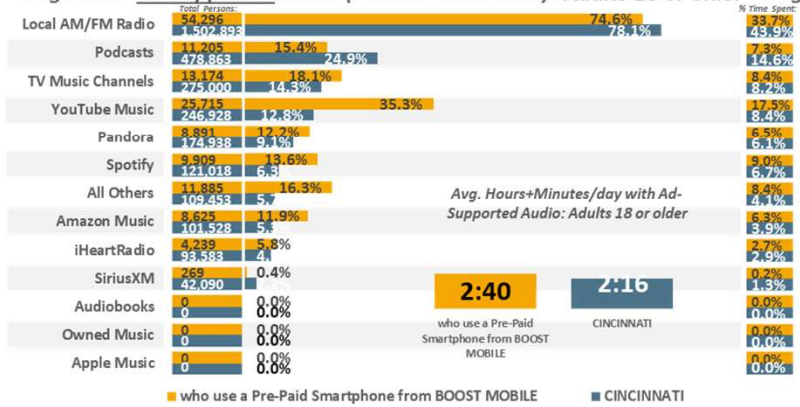
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



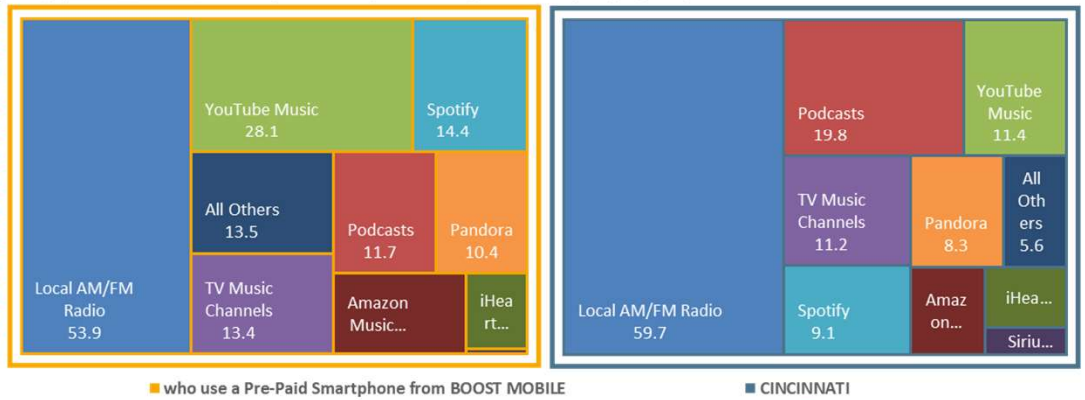
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 64

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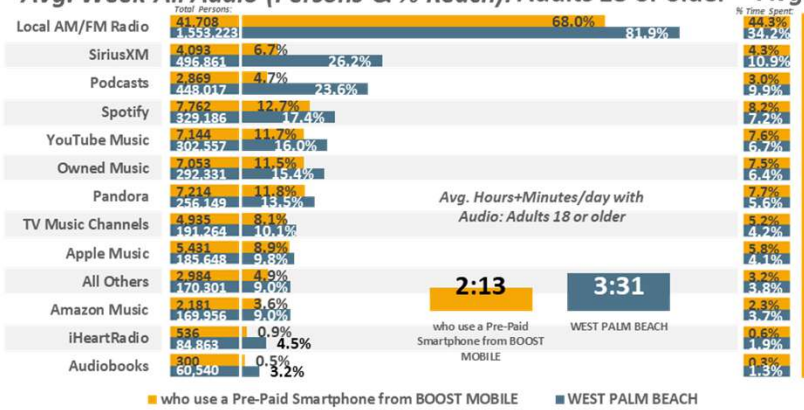
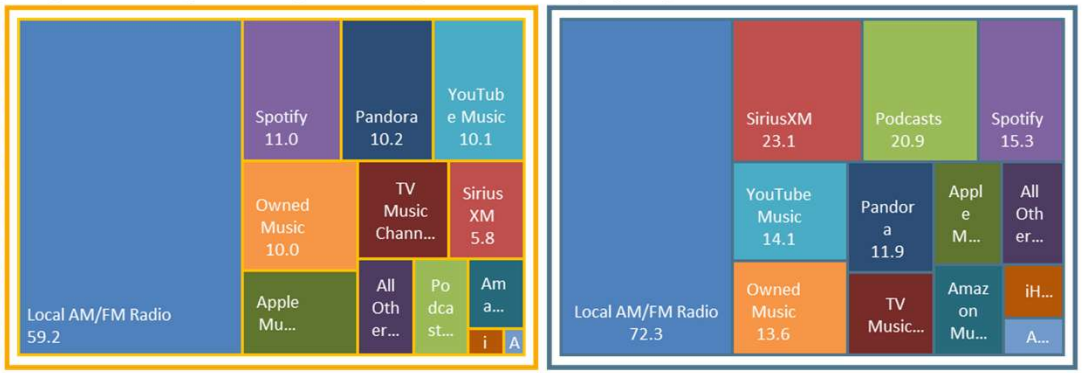
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

41,050 or 67.% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE listen to Ad-Supported Local AM/FM Radio for an average of 59.3 minutes every day representing 54.1% of all time spent daily with Ad-Supported Audio.

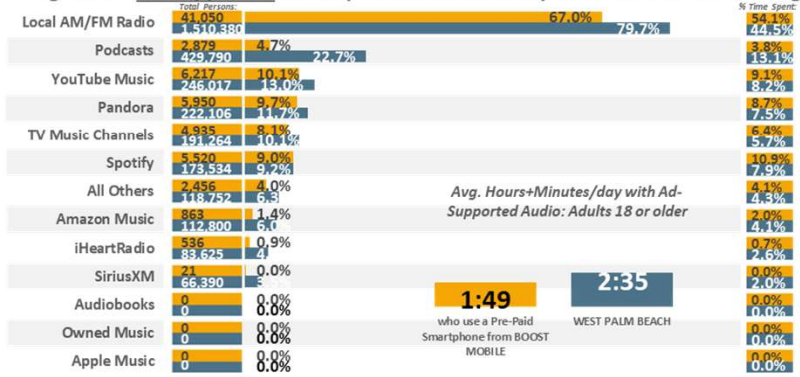
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



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



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



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



WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 75

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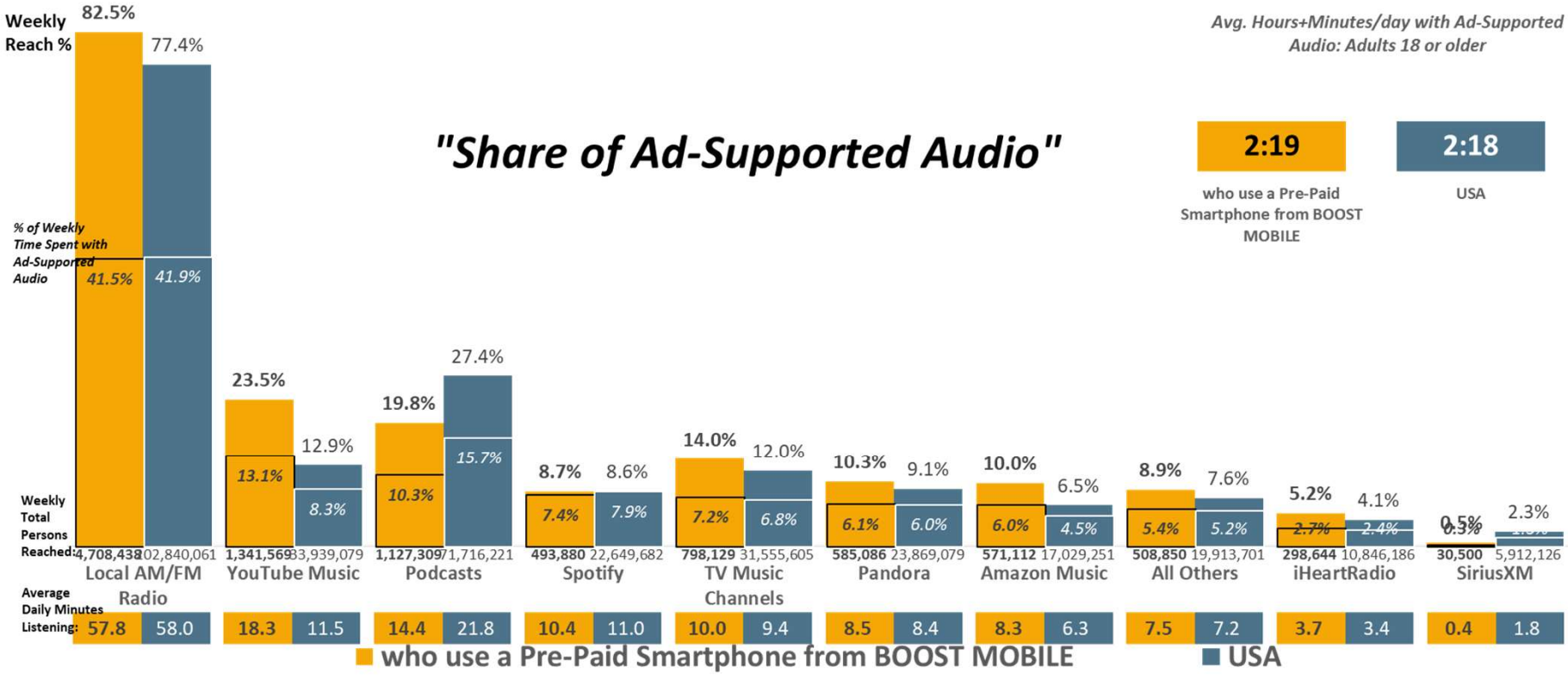
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

4,708,438 or 82.5% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE listen to Ad-Supported Local AM/FM Radio for an average of 57.8 minutes every day representing 41.5% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 520

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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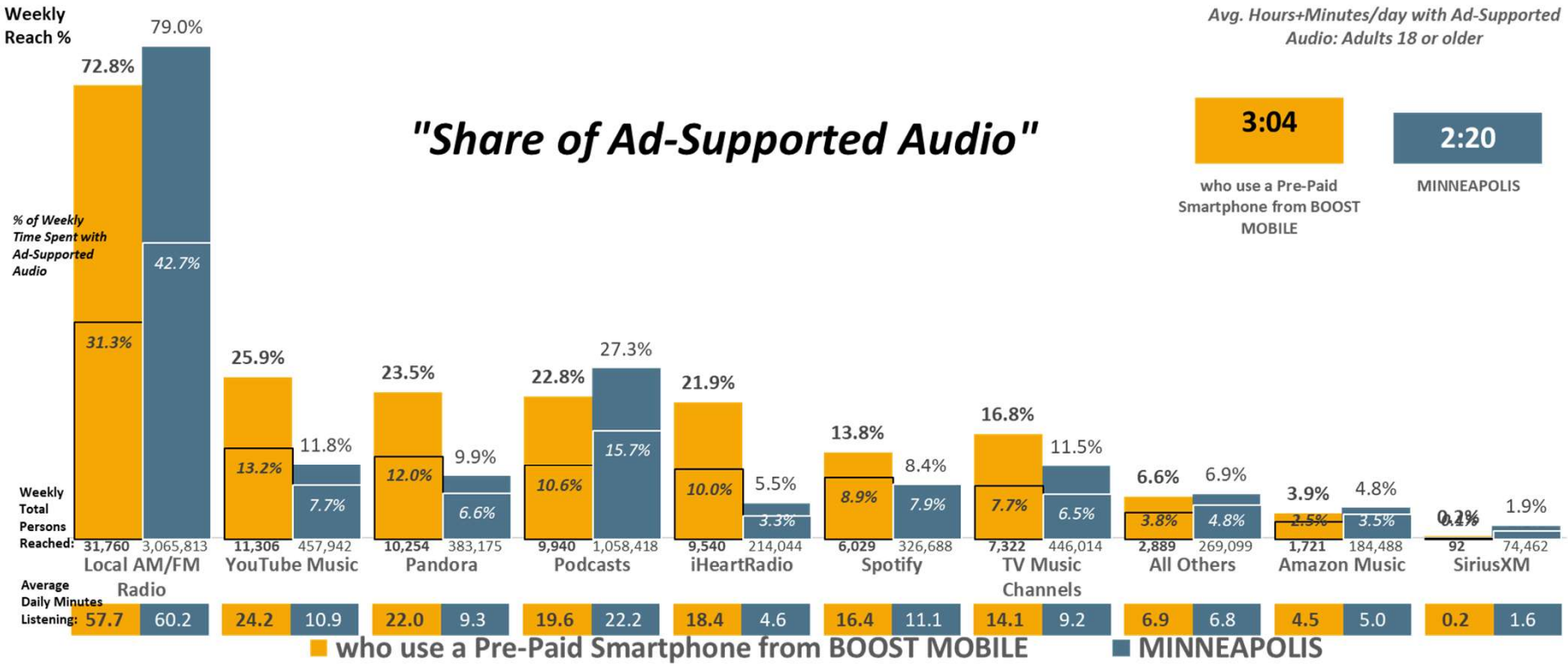
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

31,760 or 72.8% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE listen to Ad-Supported Local AM/FM Radio for an average of 57.7 minutes every day representing 31.3% of all time spent daily with Ad-Supported Audio.



MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 32 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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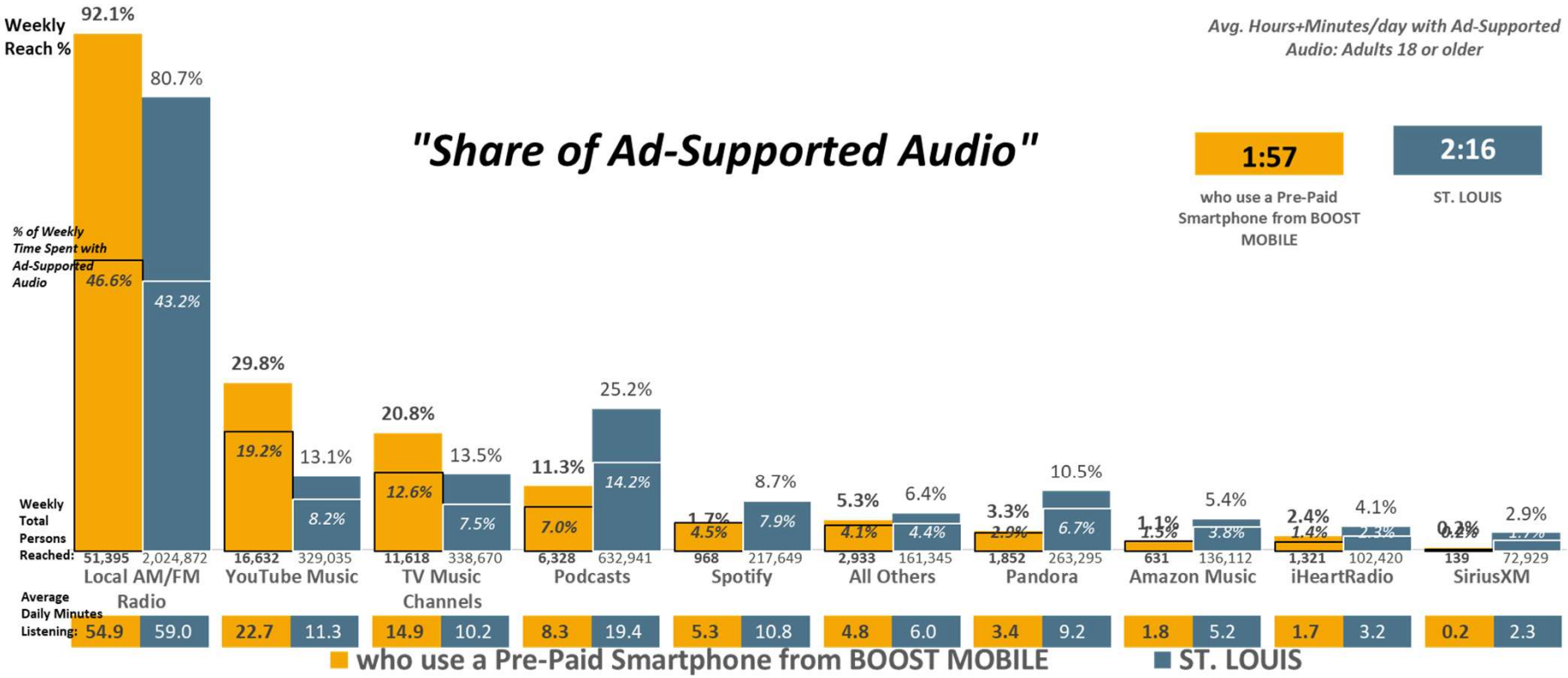
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

51,395 or 92.1% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE listen to Ad-Supported Local AM/FM Radio for an average of 54.9 minutes every day representing 46.6% of all time spent daily with Ad-Supported Audio.



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 37 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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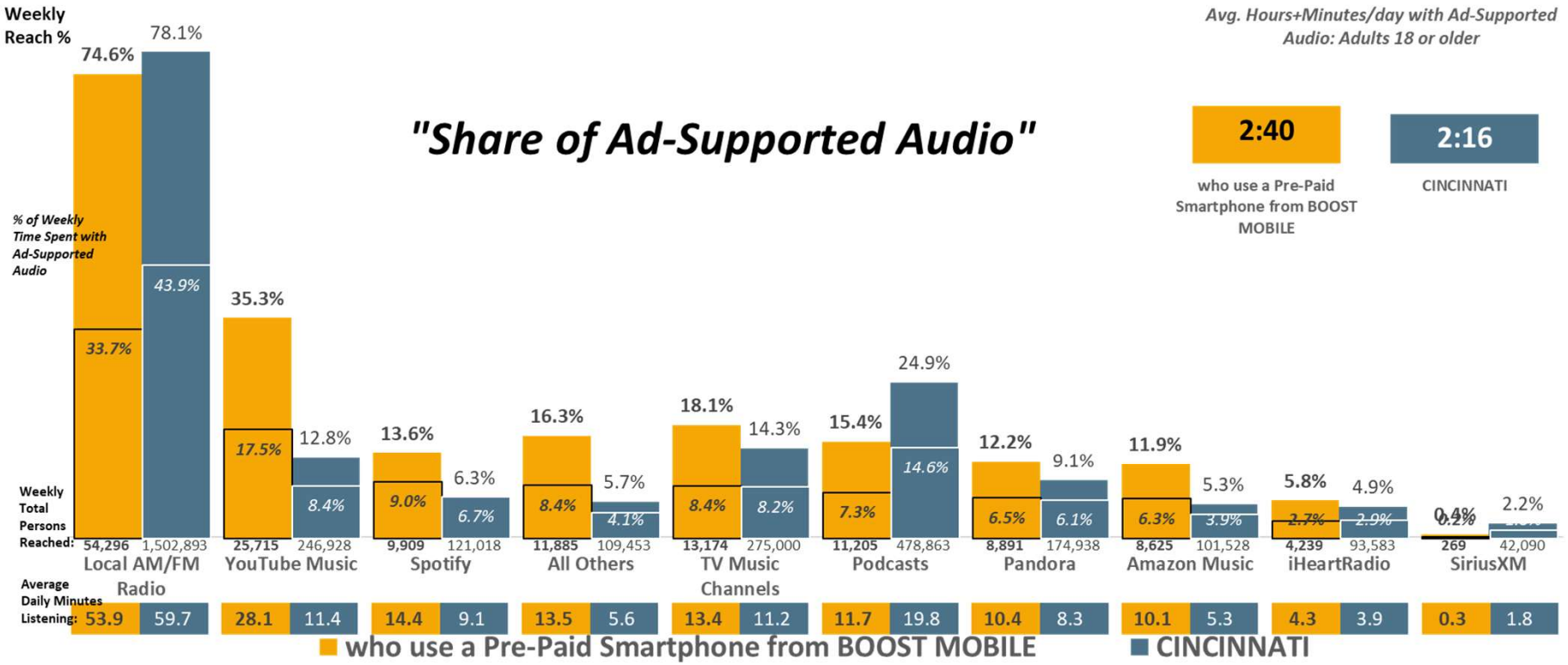
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

54,296 or 74.6% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE listen to Ad-Supported Local AM/FM Radio for an average of 53.9 minutes every day representing 33.7% of all time spent daily with Ad-Supported Audio.



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 64 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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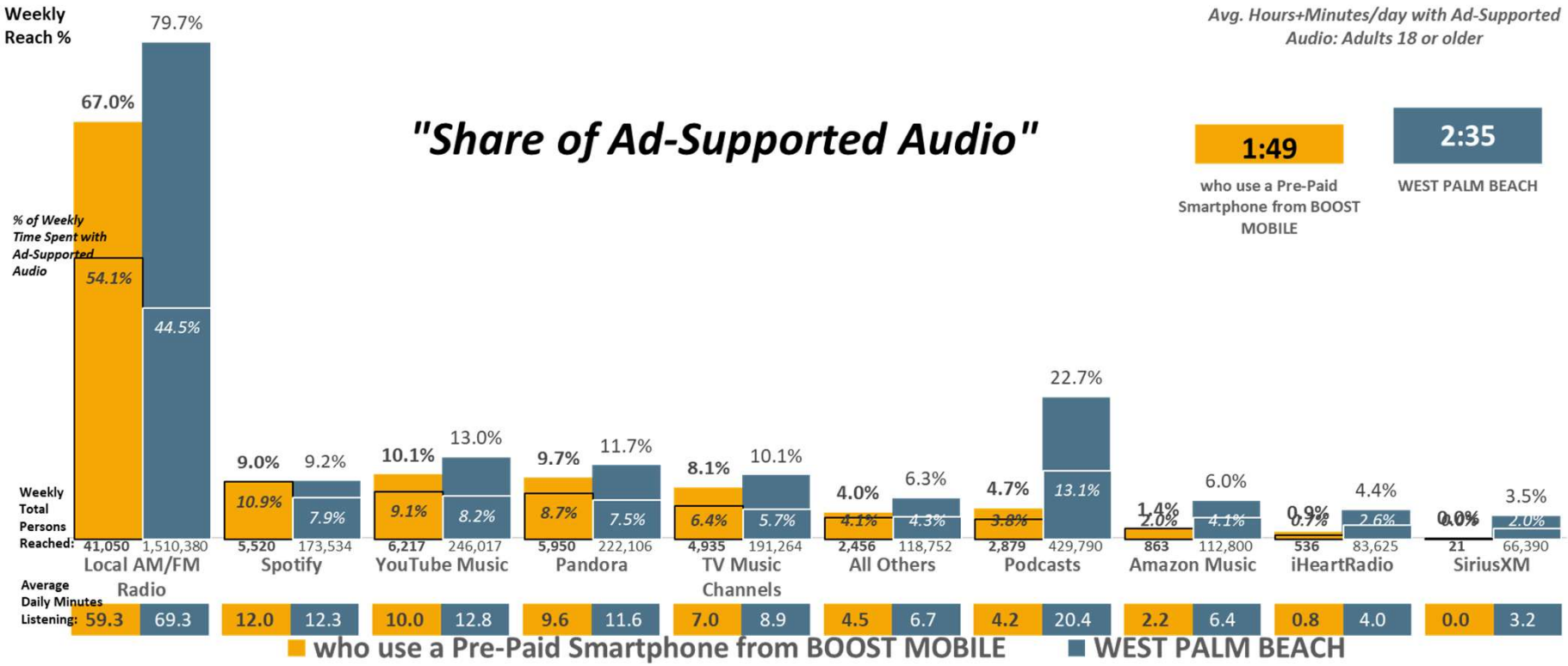
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

41,050 or 67.% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE listen to Ad-Supported Local AM/FM Radio for an average of 59.3 minutes every day representing 54.1% of all time spent daily with Ad-Supported Audio.



WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 75 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

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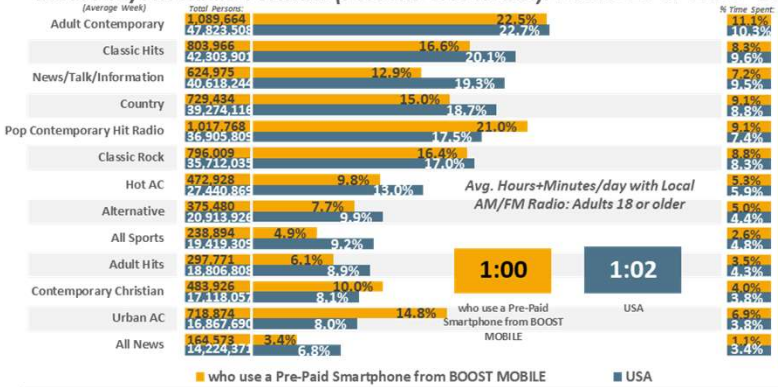
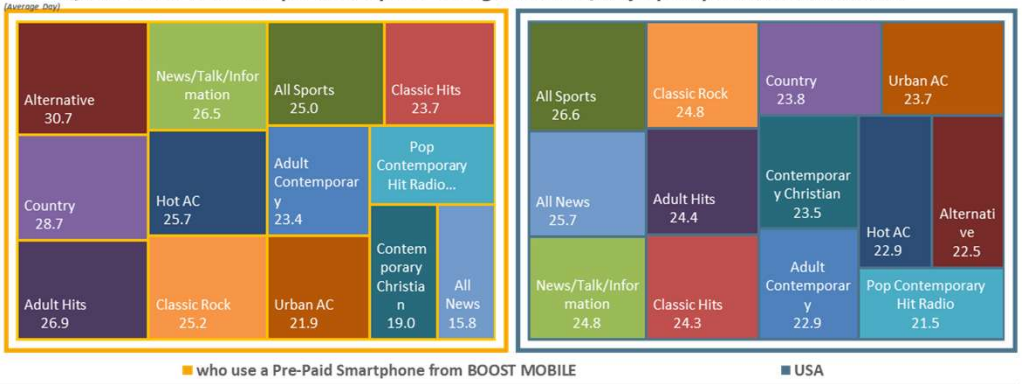
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

4,708,438 or 82.5% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Urban Contemporary, Classic Hits, and Classic Rock.

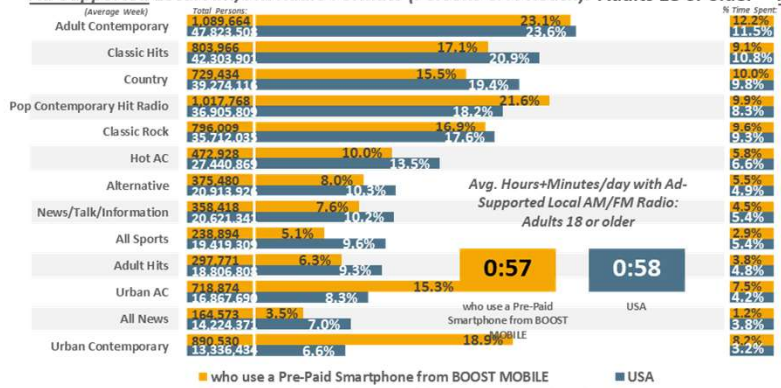
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



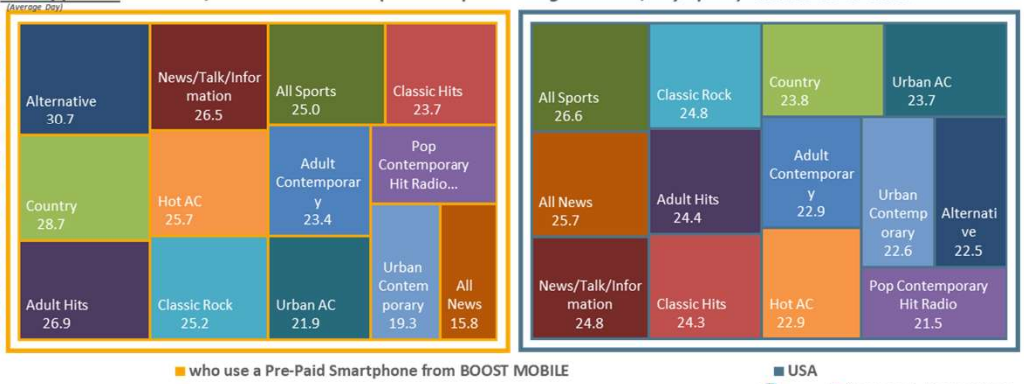
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2025: Feb24-Mar25 Qual Intab 520

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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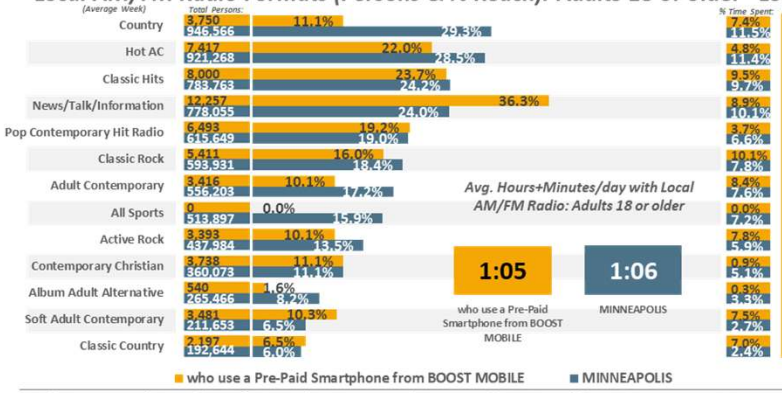
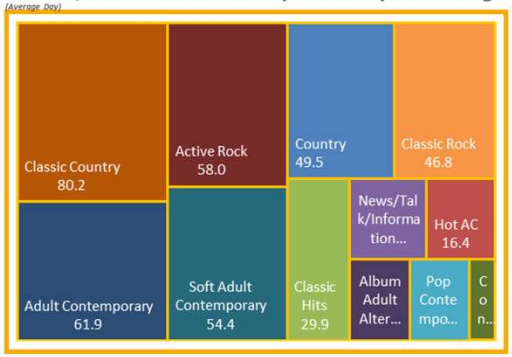
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

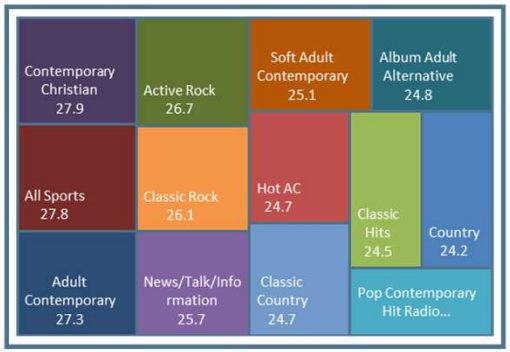
31,760 or 72.8% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Talk/Personality, Hot AC, News/Talk/Information, and Pop Contemporary Hit Radio.

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

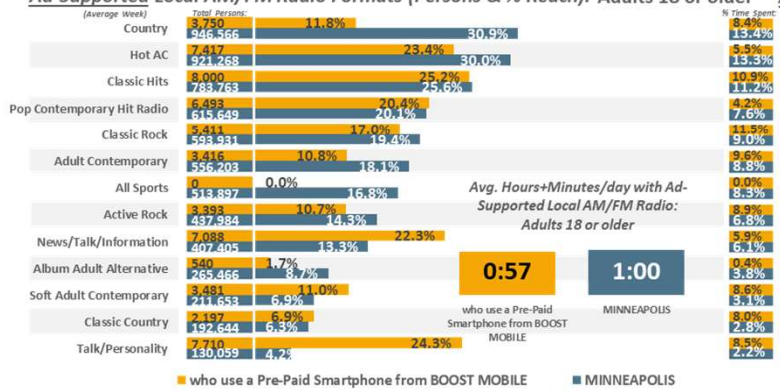


Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

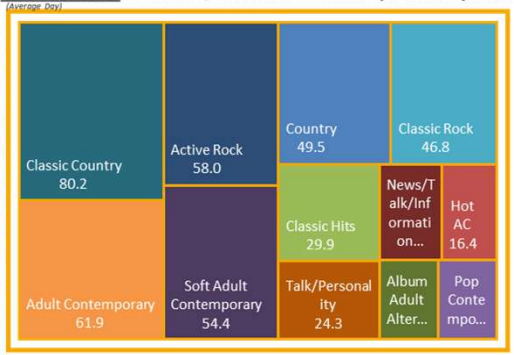


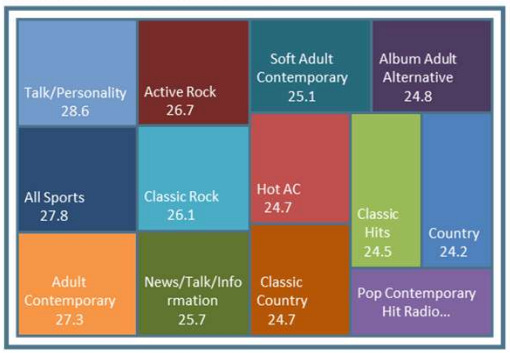


Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 32

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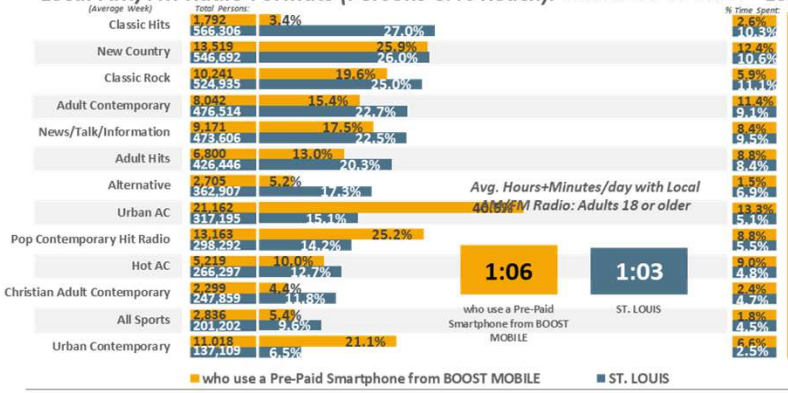
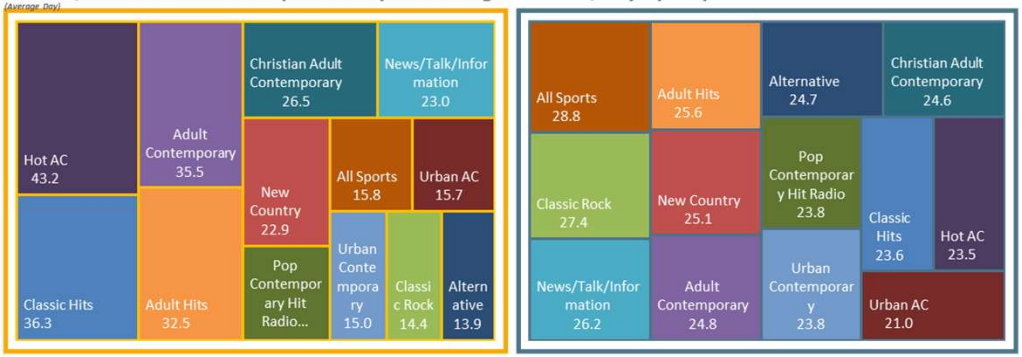
51,395 or 92.1% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, New Country, Pop Contemporary Hit Radio, Urban Contemporary, and Classic Rock.

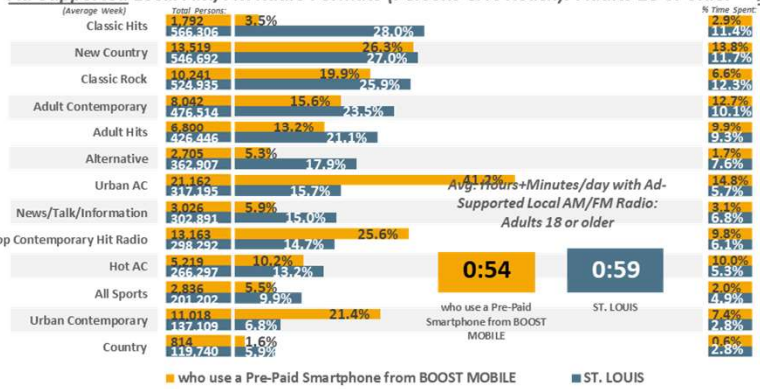
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



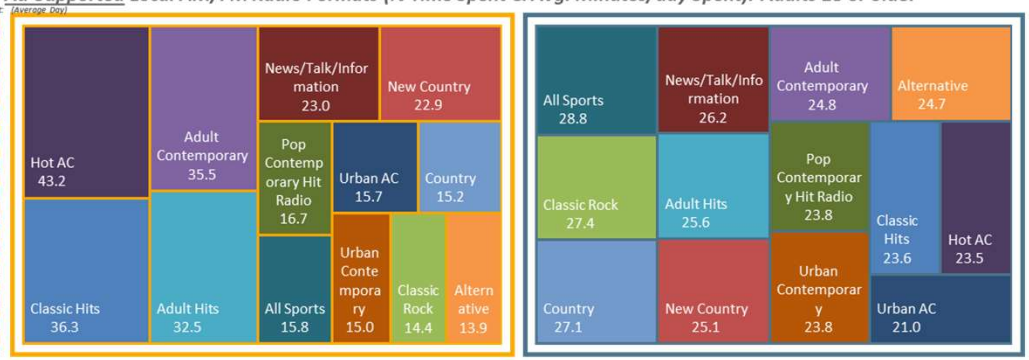
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 37

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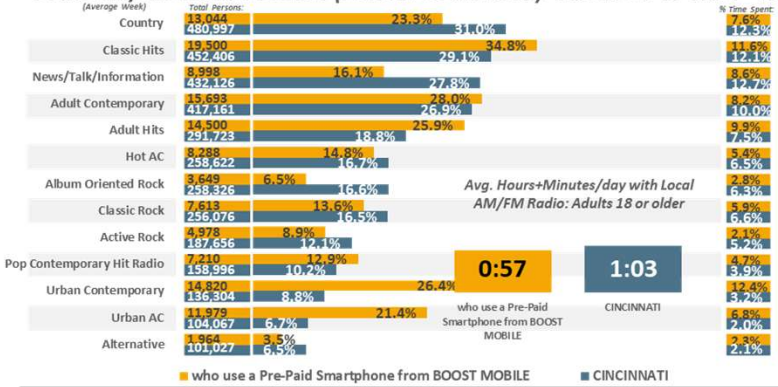
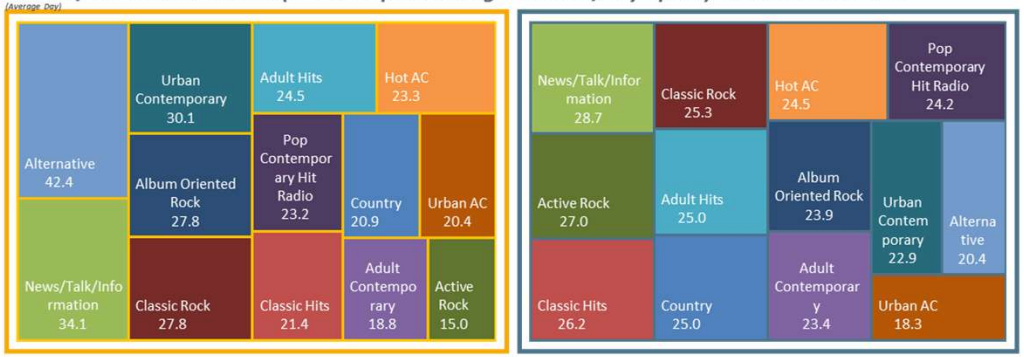
54,296 or 74.6% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Urban Contemporary, Adult Hits, and Country.

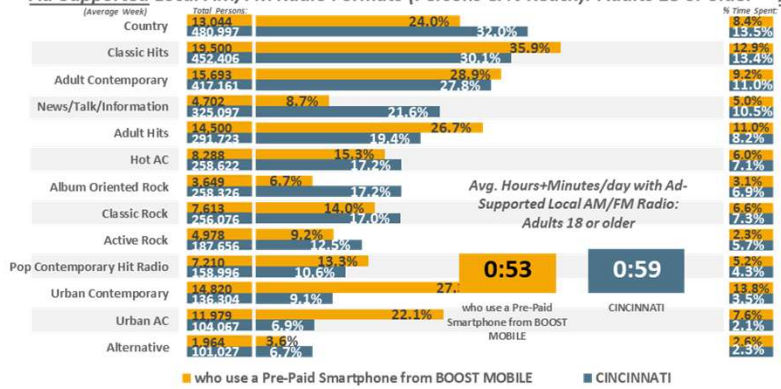
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



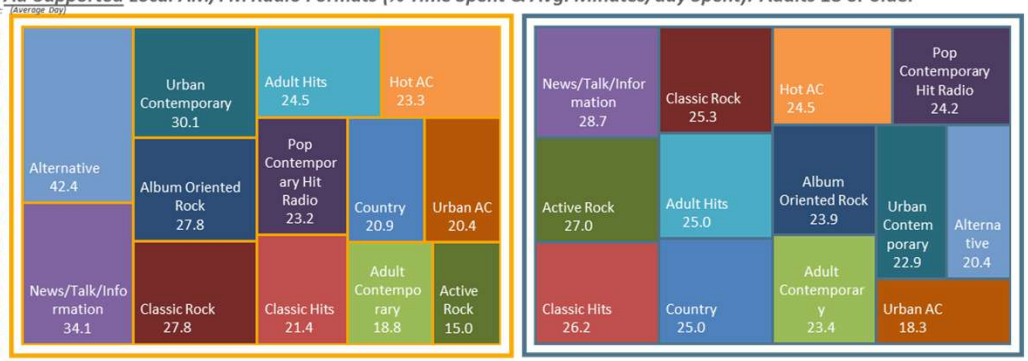
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 64

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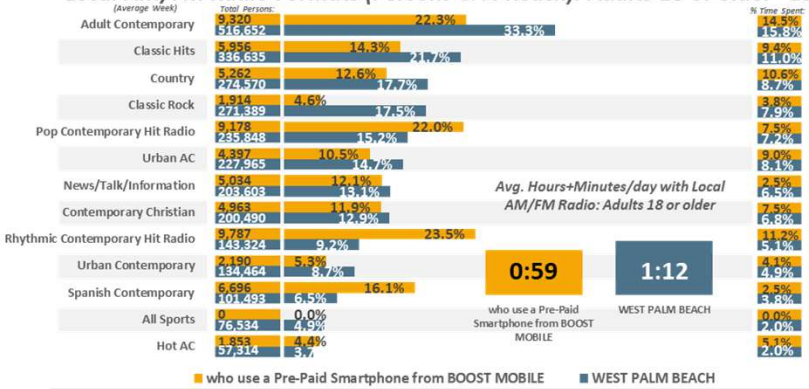
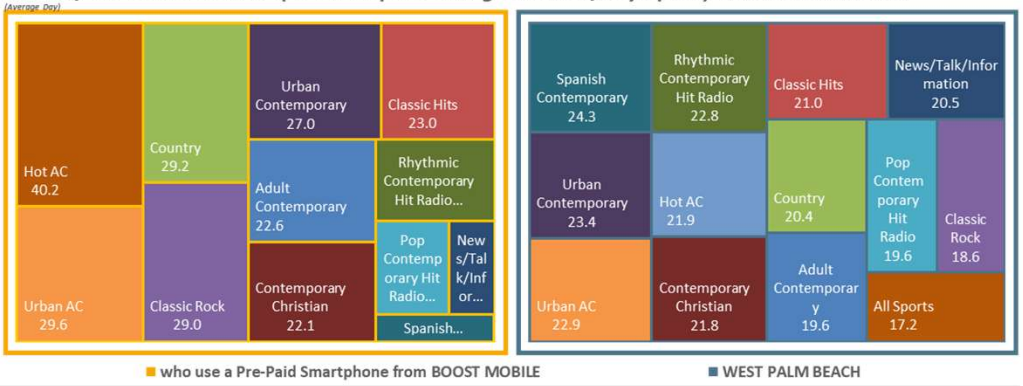
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

41,050 or 67.% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Rhythmic Contemporary Hit Radio, Adult Contemporary, Pop Contemporary Hit Radio, Mexican Regional, and Spa

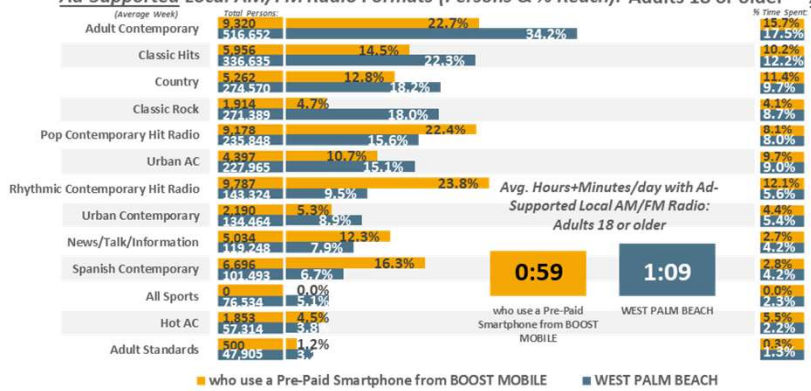
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



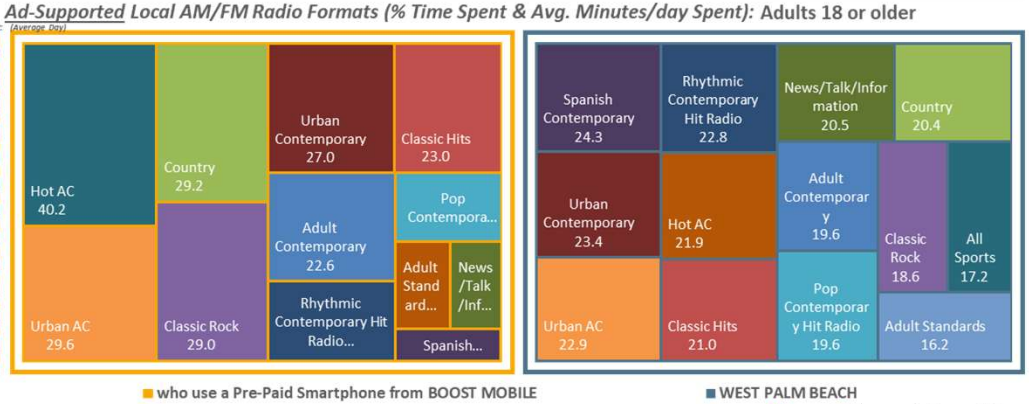
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 75

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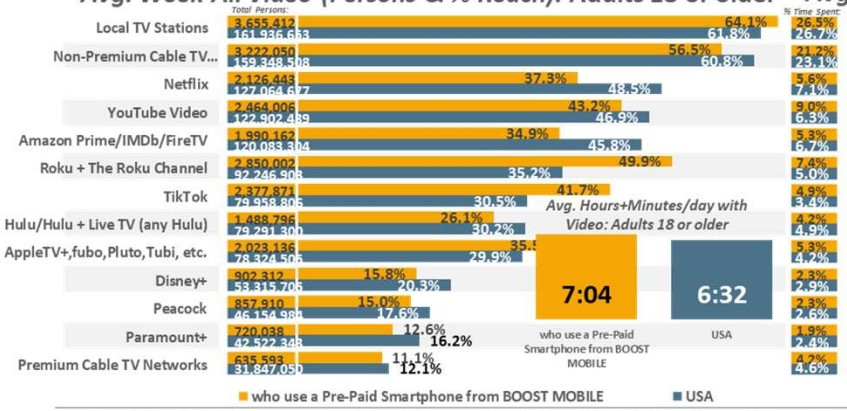
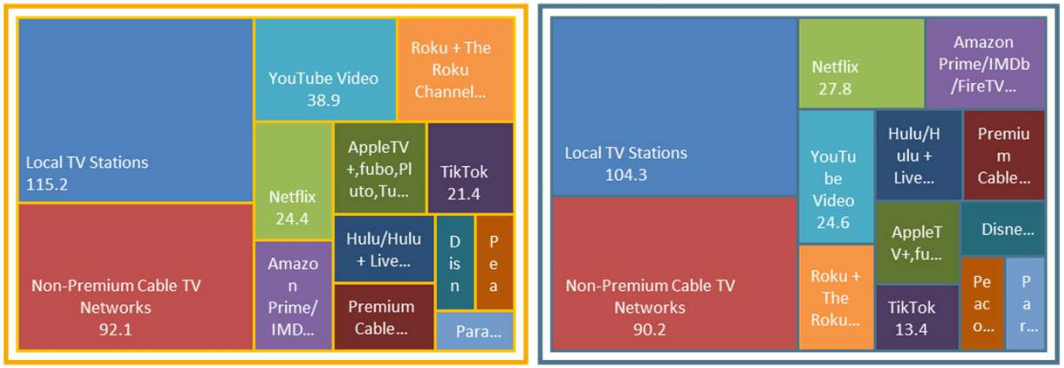
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

3,570,818 or 62.6% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE watch Ad-Supported Local TV Stations for an average of 110.6 minutes every day representing 32.4% of all time spent daily with Ad-Supported Video.

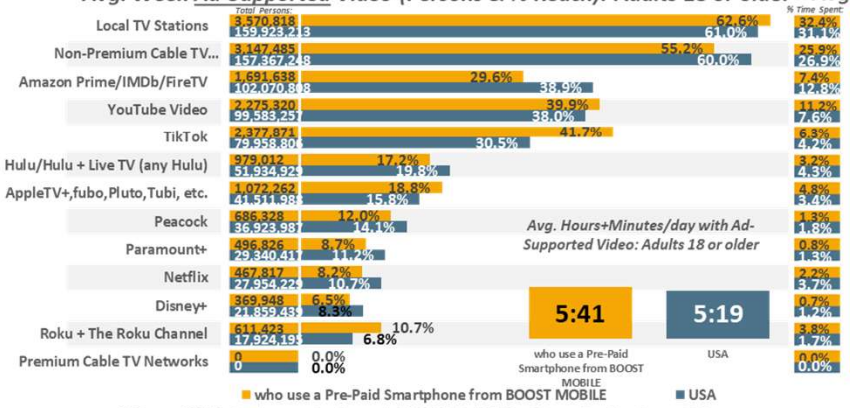
Avg. Week All Video (Persons & % Reach): Adults 18 or older



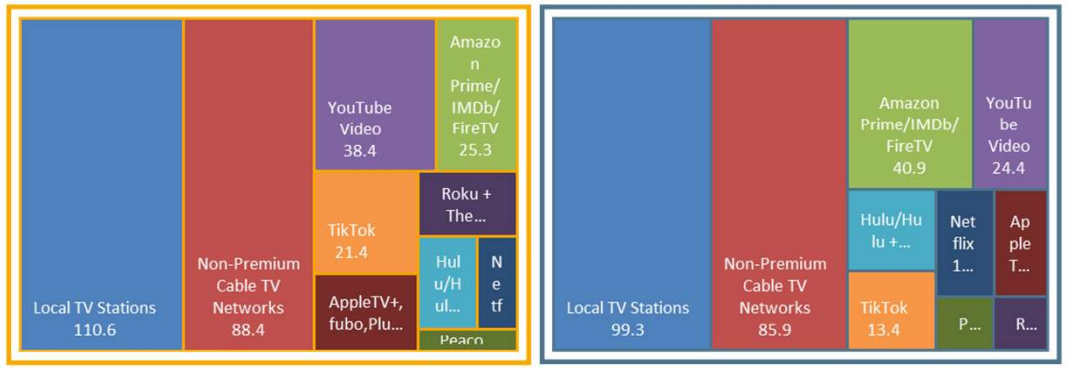
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 520

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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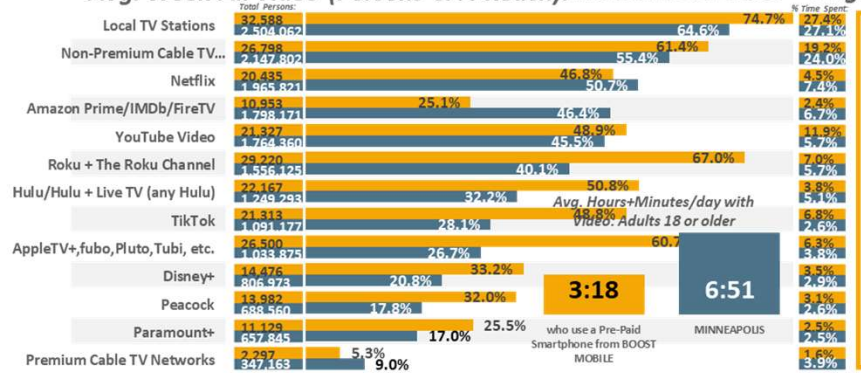
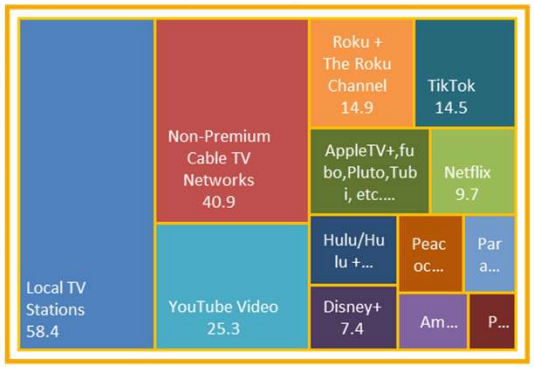
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

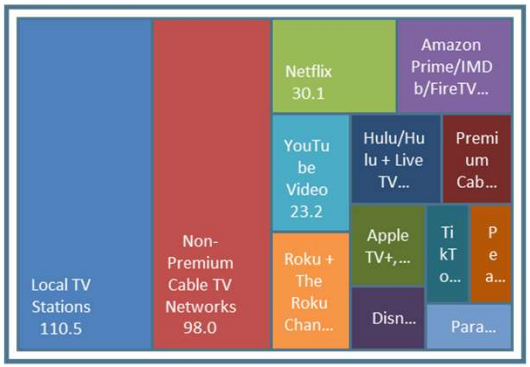
31,911 or 73.1% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE watch Ad-Supported Local TV Stations for an average of 55.4 minutes every day representing 35.% of all time spent daily with Ad-Supported Video.

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

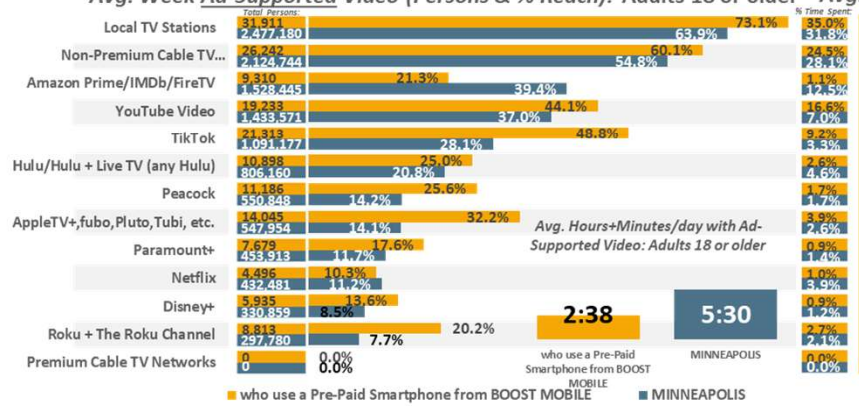


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

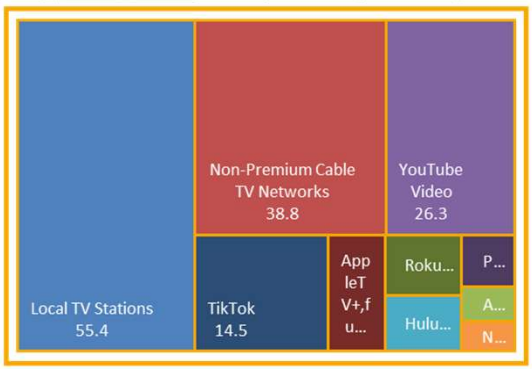


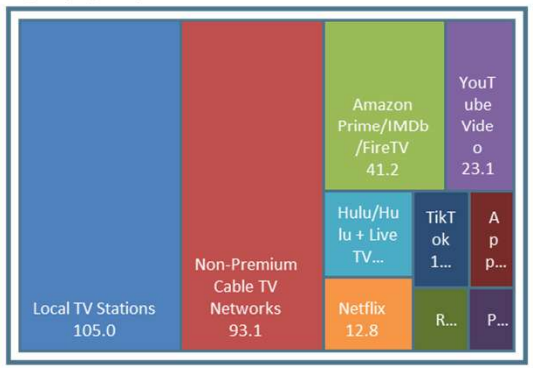


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 32

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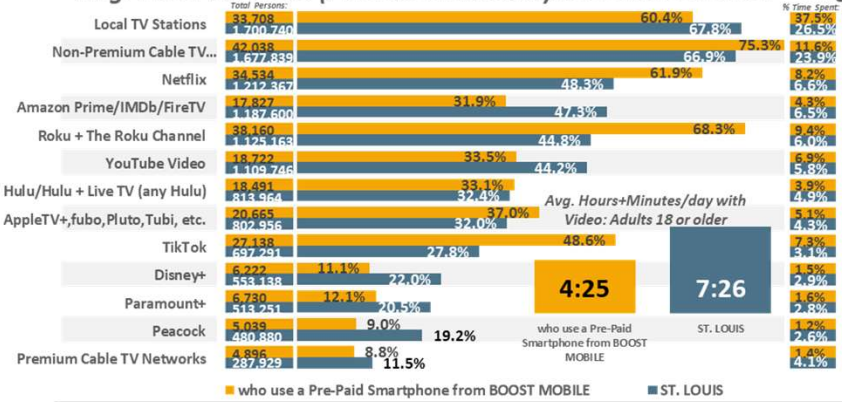
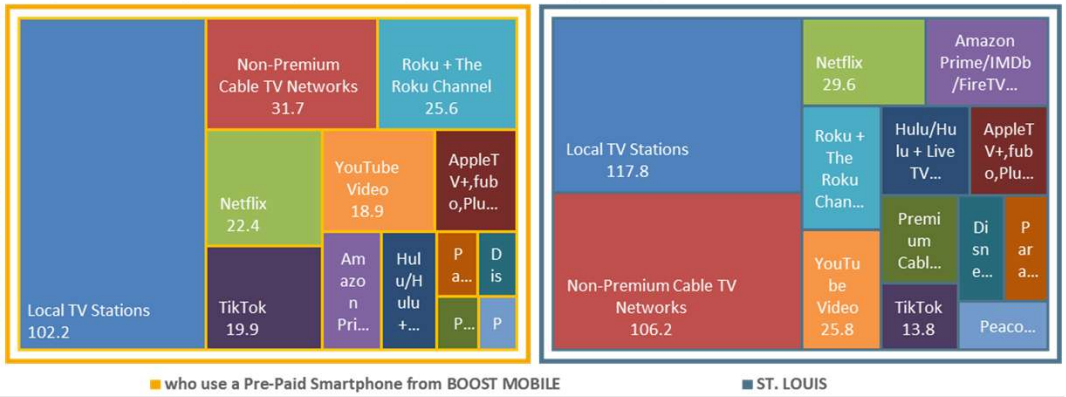
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

33,060 or 59.2% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE watch Ad-Supported Local TV Stations for an average of 99.7 minutes every day representing 49.5% of all time spent daily with Ad-Supported Video.

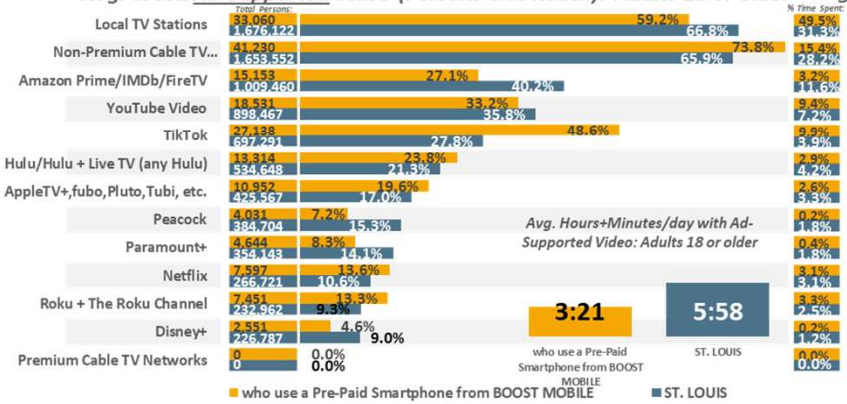
Avg. Week All Video (Persons & % Reach): Adults 18 or older



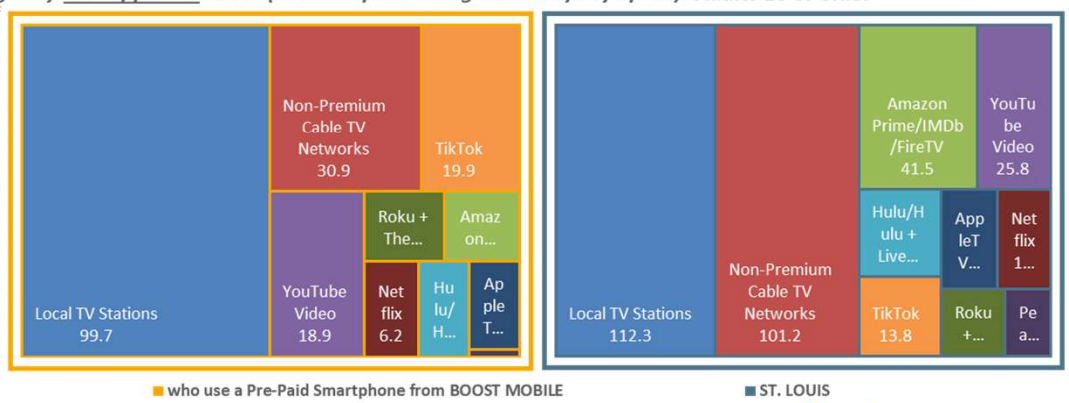
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 37

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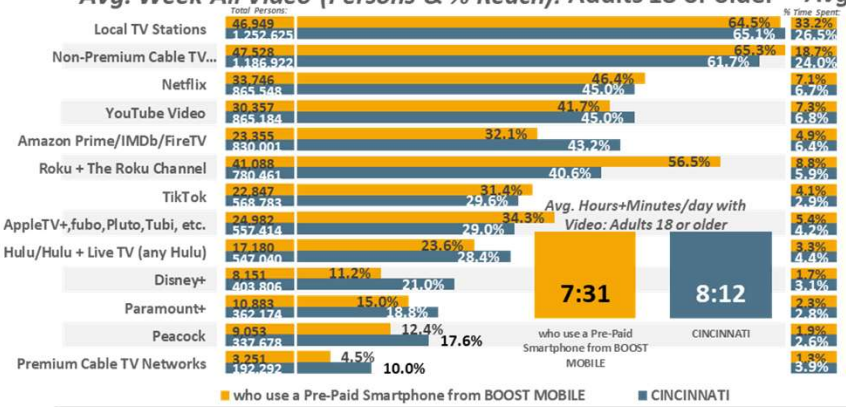
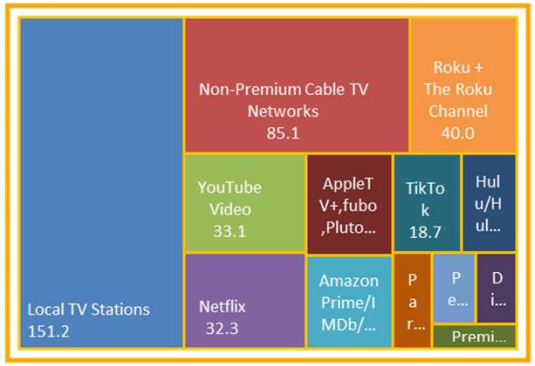
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

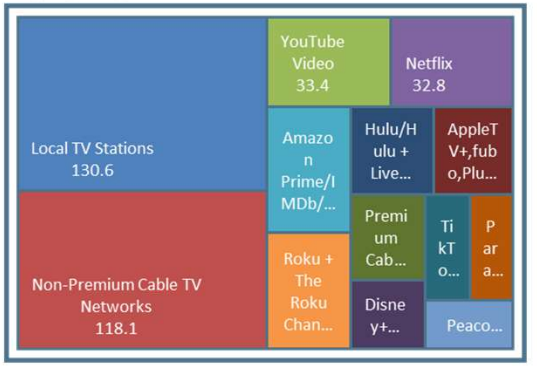
45,256 or 62.2% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE watch Ad-Supported Local TV Stations for an average of 146.4 minutes every day representing 42.2% of all time spent daily with Ad-Supported Video.

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

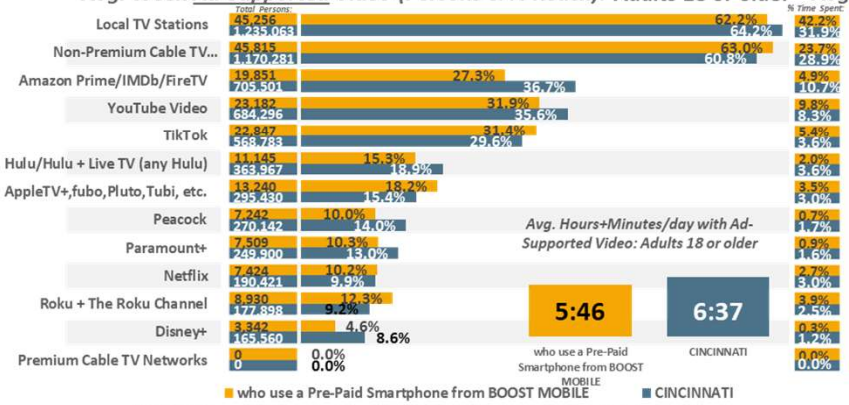


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

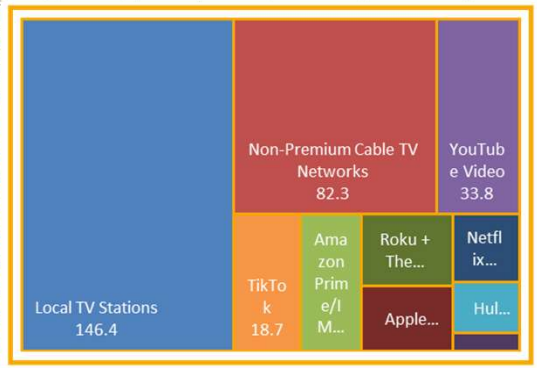


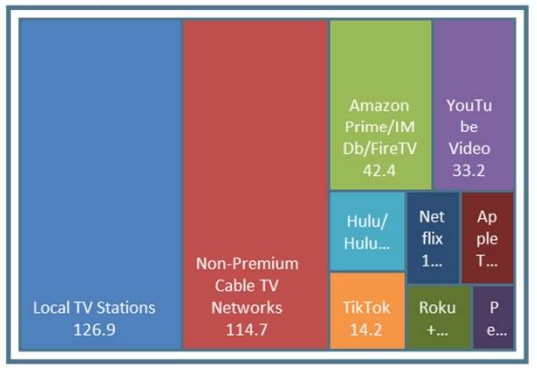


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 64

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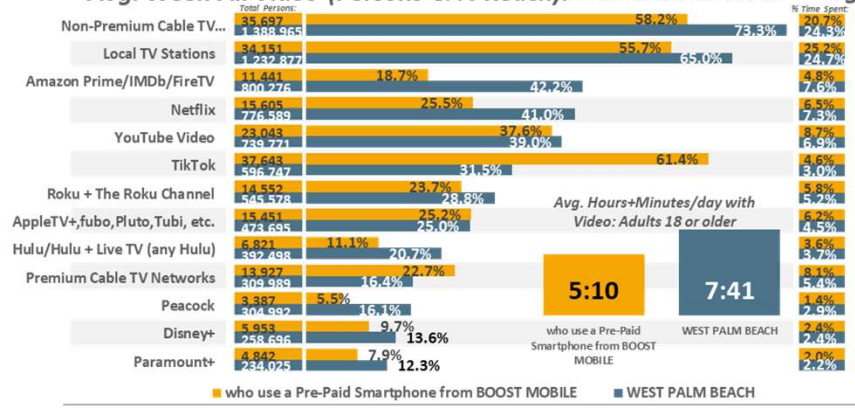
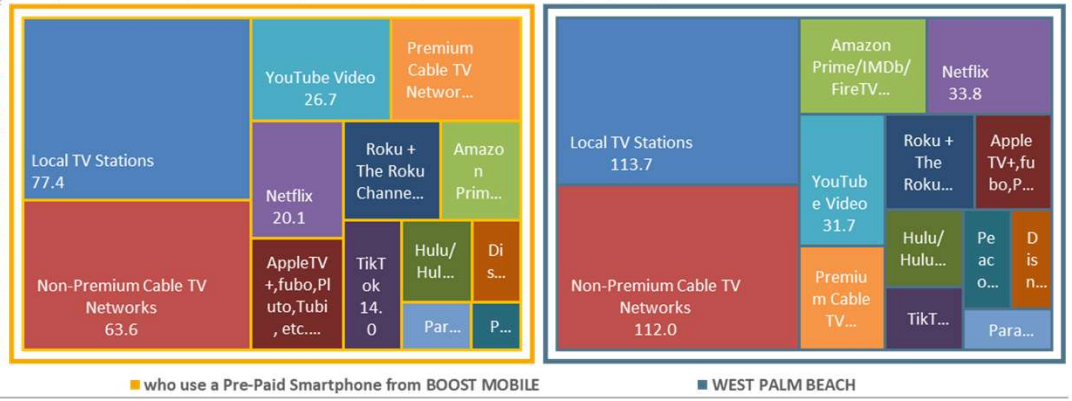
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

32,920 or 53.7% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE watch Ad-Supported Local TV Stations for an average of 73.9 minutes every day representing 28.7% of all time spent daily with Ad-Supported Video.

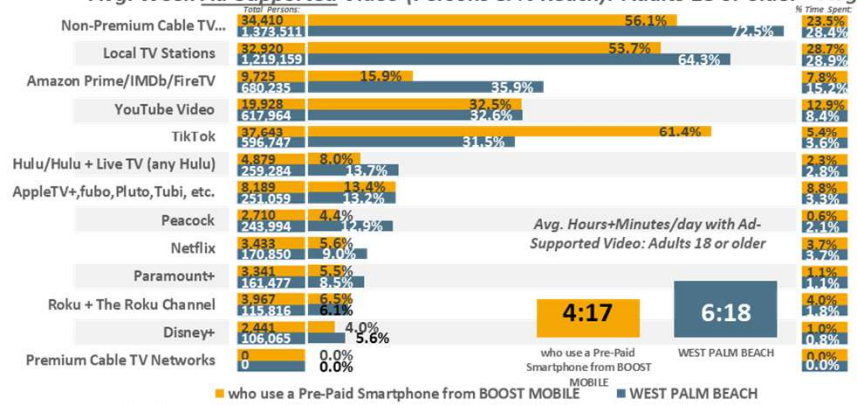
Avg. Week All Video (Persons & % Reach): Adults 18 or older



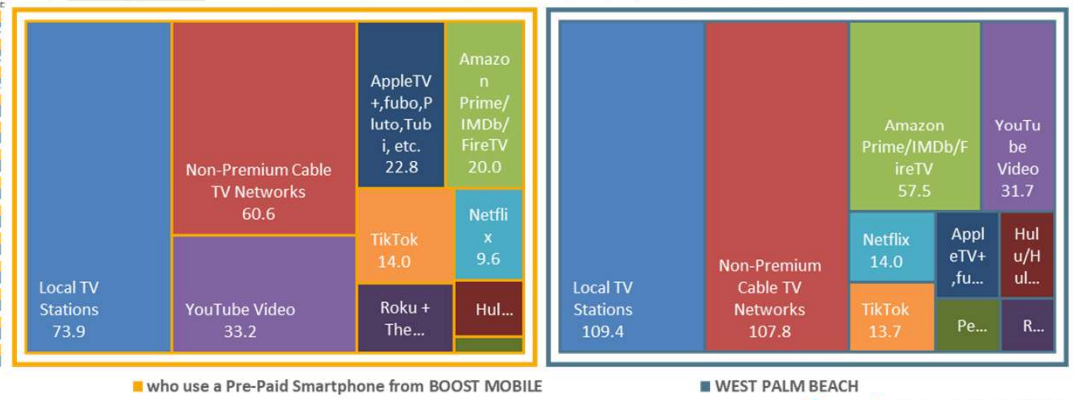
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 75

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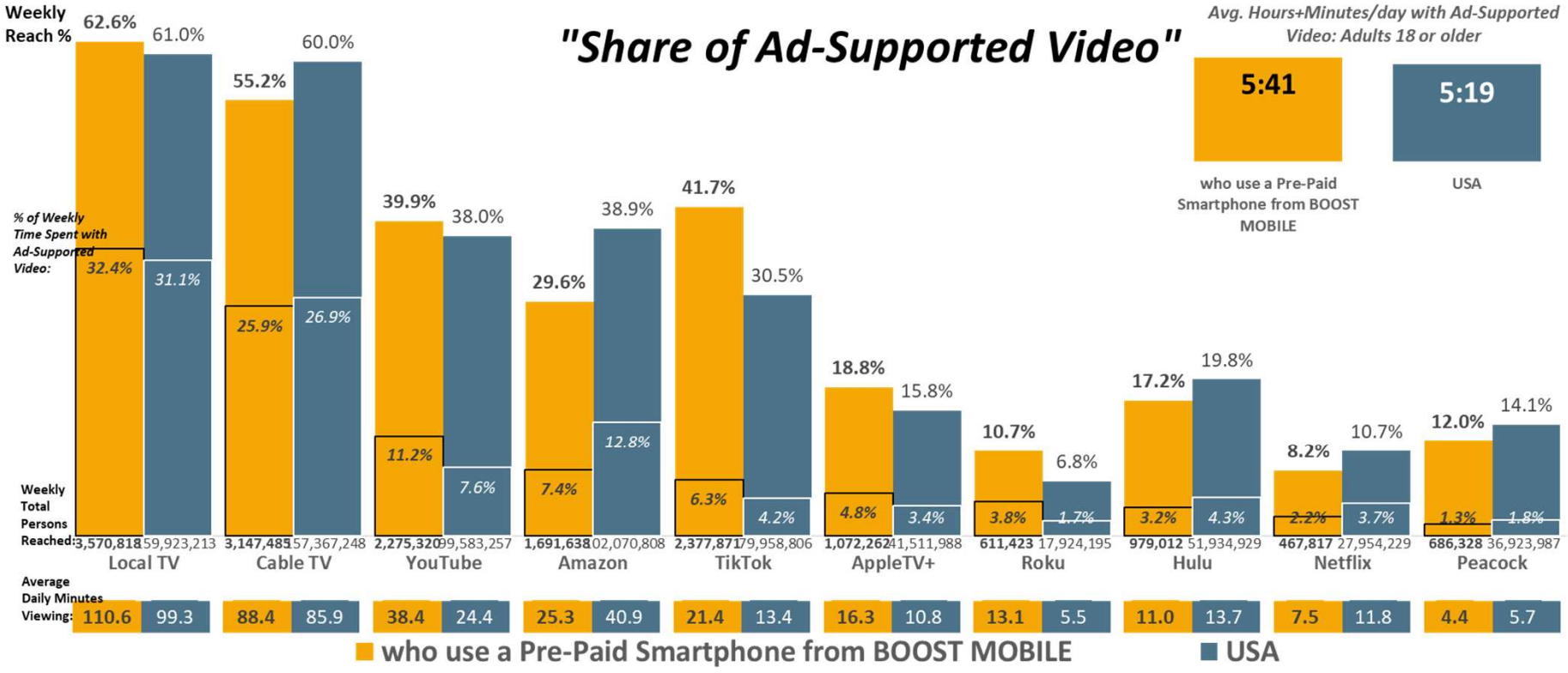
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

3,570,818 or 62.6% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE watch Ad-Supported Local TV Stations for an average of 110.6 minutes every day representing 32.4% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 520

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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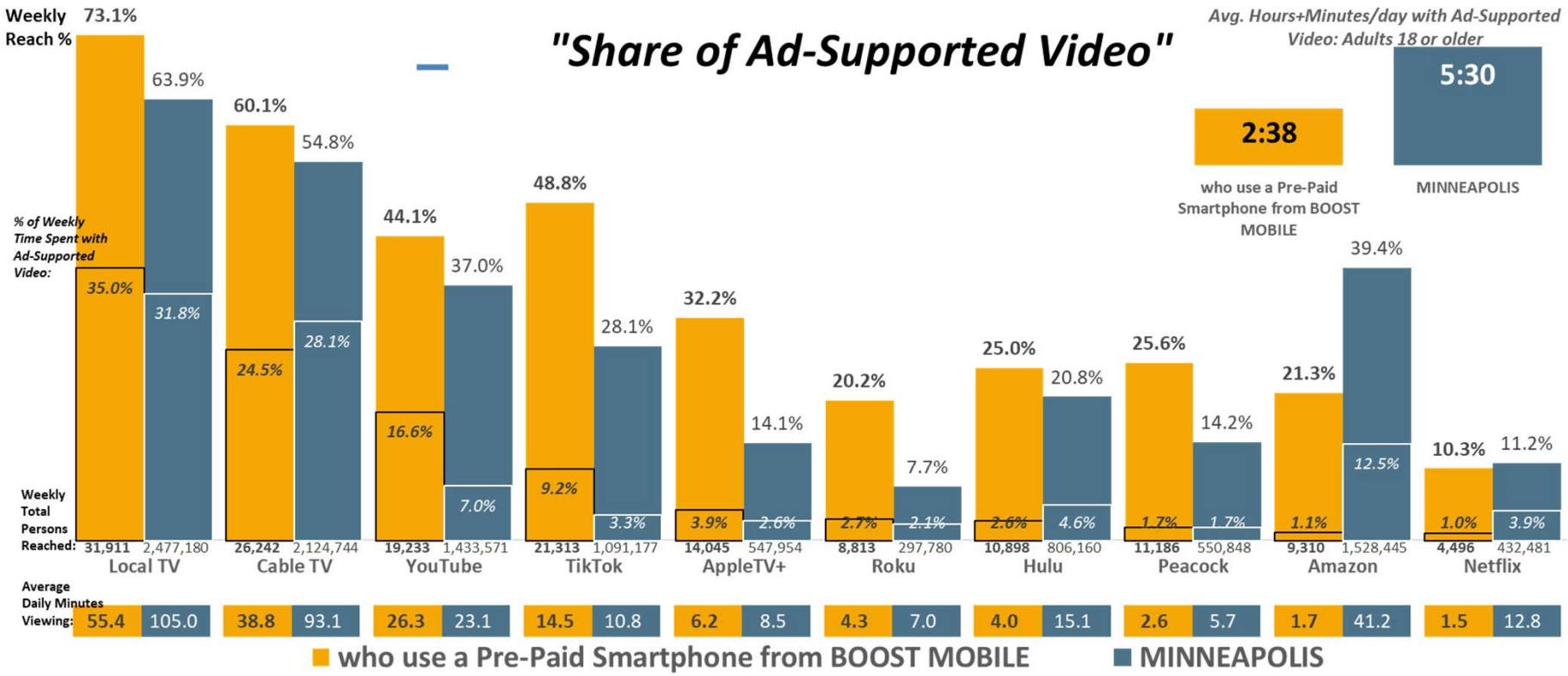
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

31,911 or 73.1% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE watch Ad-Supported Local TV Stations for an average of 55.4 minutes every day representing 35.% of all time spent daily with Ad-Supported Video.



MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 32 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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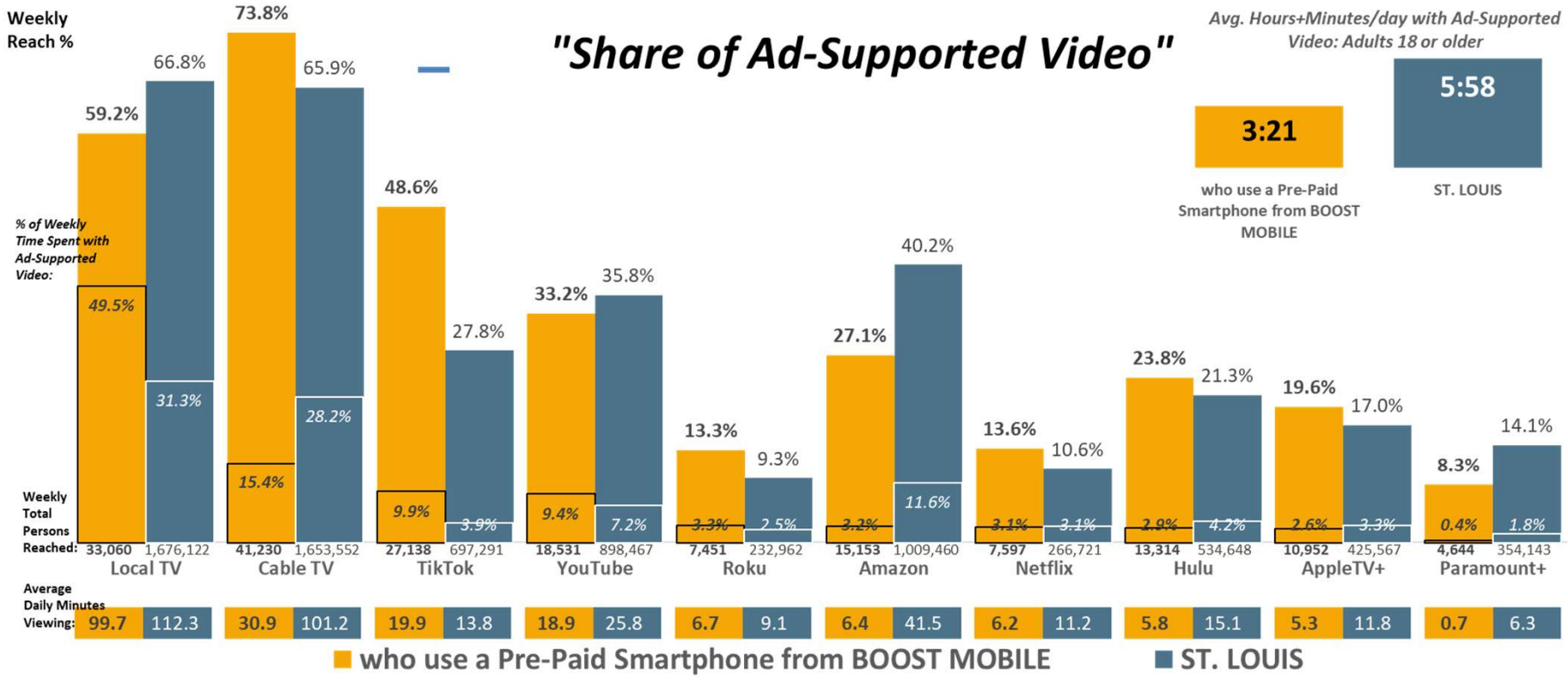
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

33,060 or 59.2% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE watch Ad-Supported Local TV Stations for an average of 99.7 minutes every day representing 49.5% of all time spent daily with Ad-Supported Video.



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 37 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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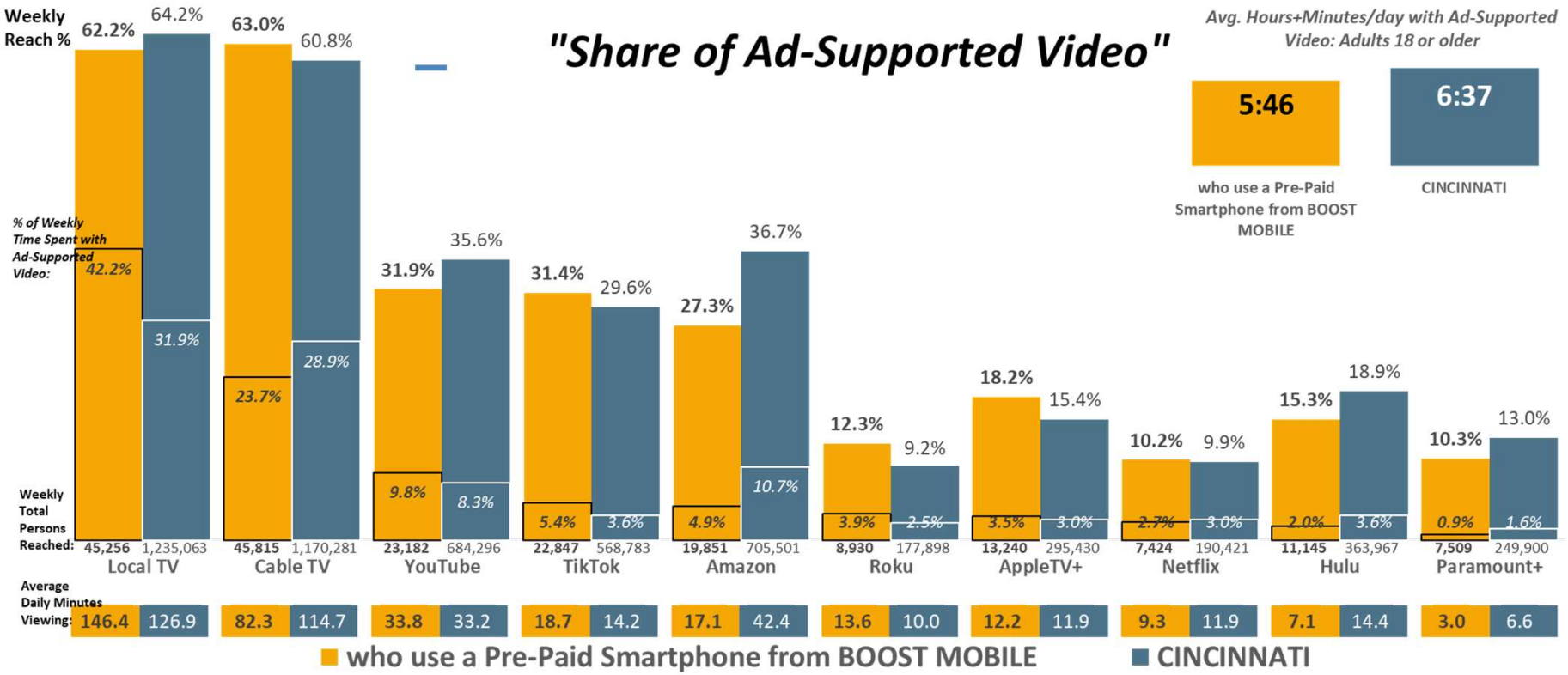
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

45,256 or 62.2% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE watch Ad-Supported Local TV Stations for an average of 146.4 minutes every day representing 42.2% of all time spent daily with Ad-Supported Video.



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 64 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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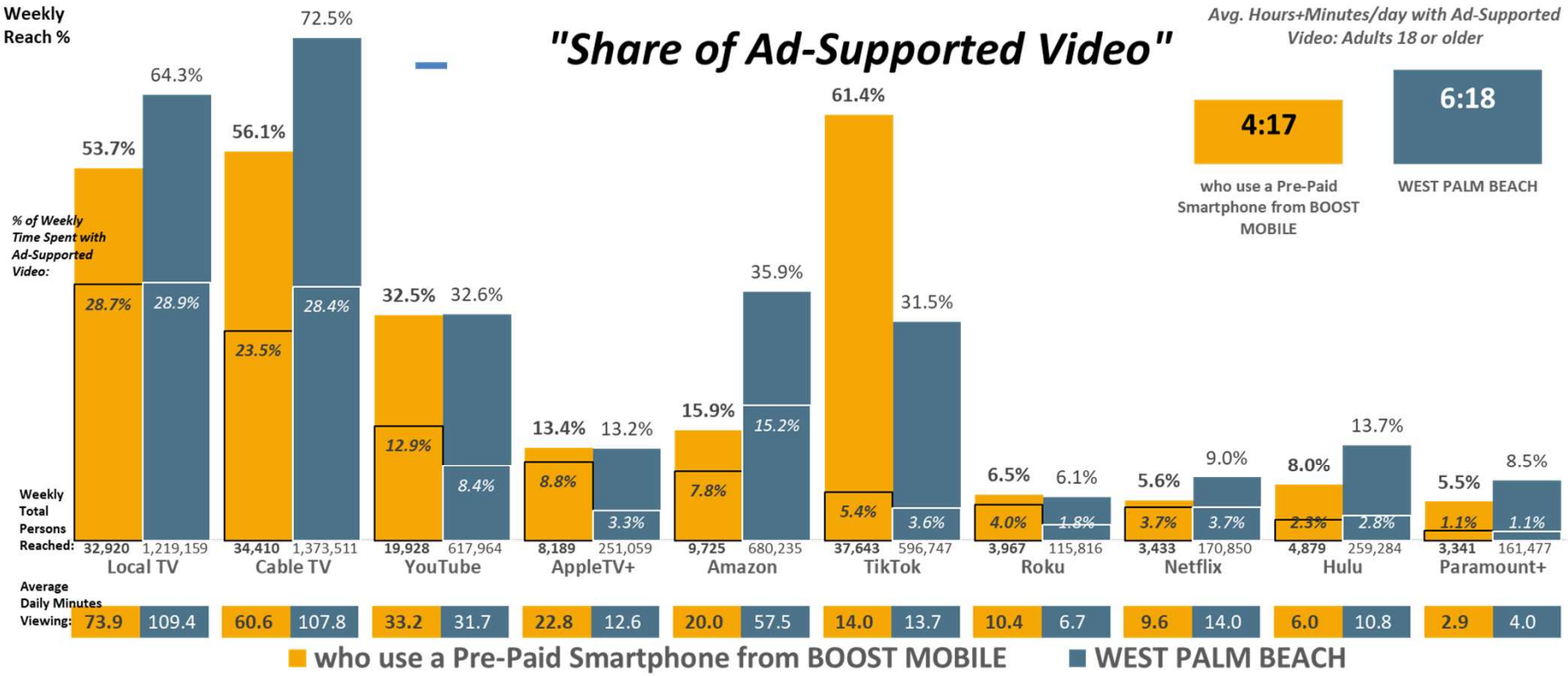
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

32,920 or 53.7% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE watch Ad-Supported Local TV Stations for an average of 73.9 minutes every day representing 28.7% of all time spent daily with Ad-Supported Video.



WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 75 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

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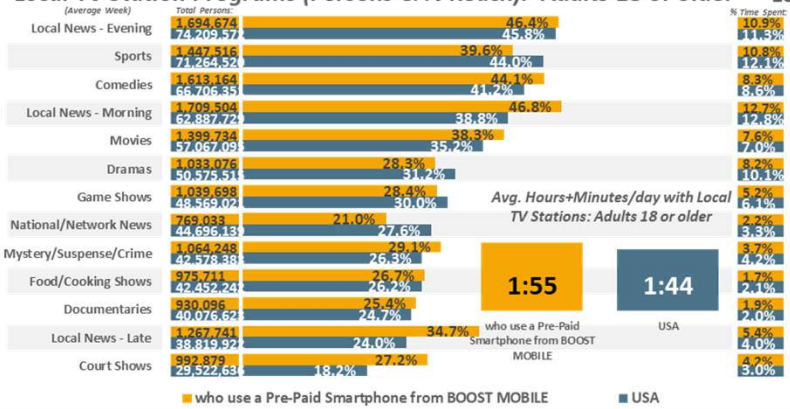
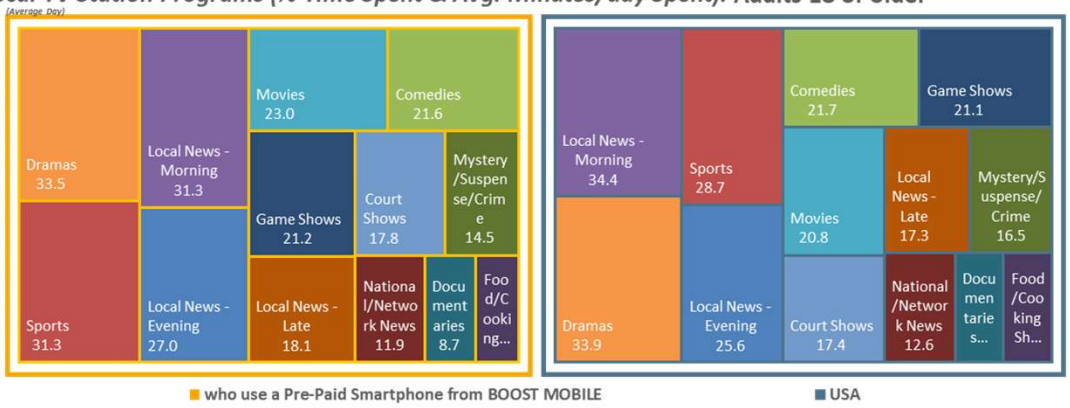
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

3,570,818 or 62.6% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Comedies, Sports, Movies, and Local News - Late.

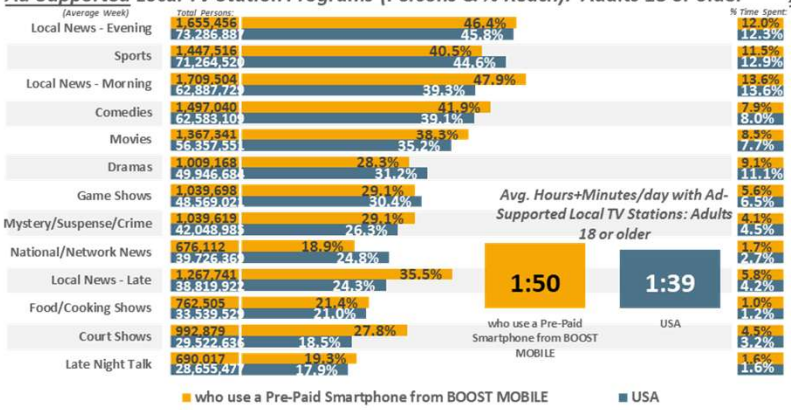
Local TV Station Programs (Persons & % Reach): Adults 18 or older



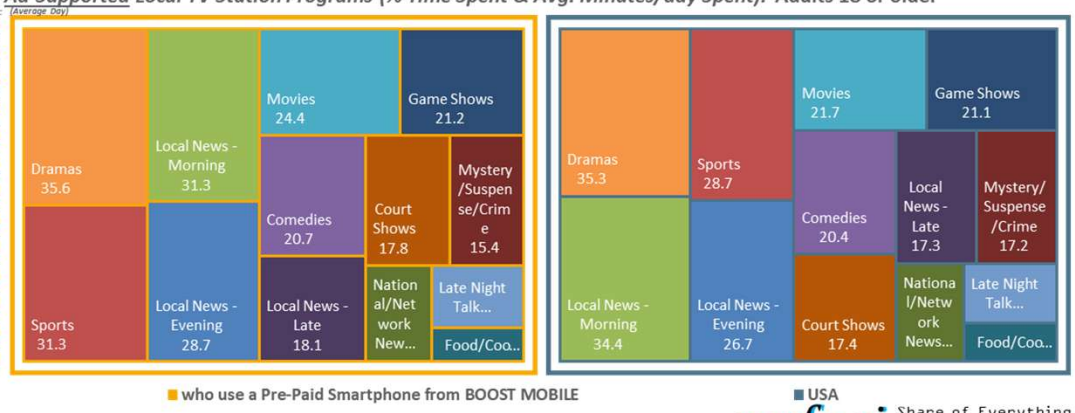
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2025: Feb24-Mar25 Qual Intab 520

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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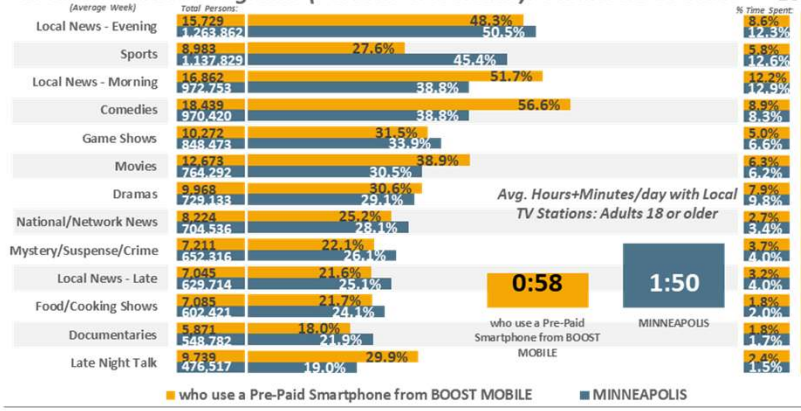
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

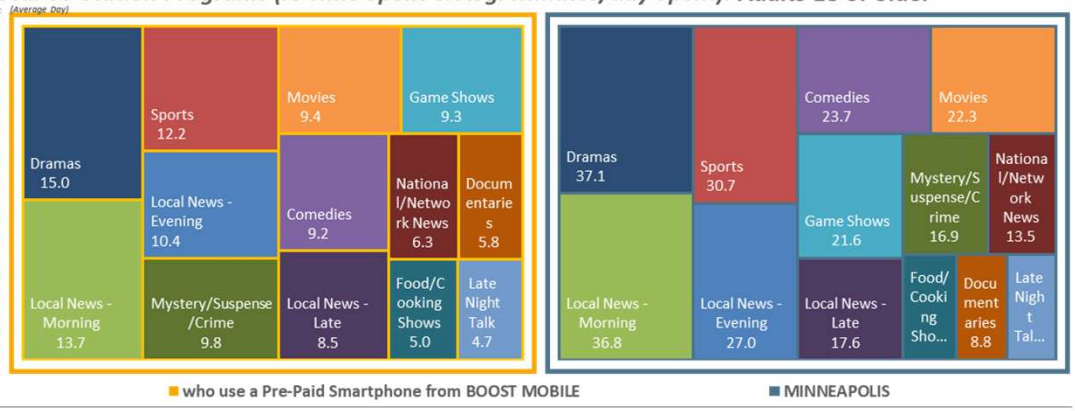
boost mobile MSP

31,911 or 73.1% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Morning, Local News - Evening, Daytime Talk Shows, Movies, and Game Shows.

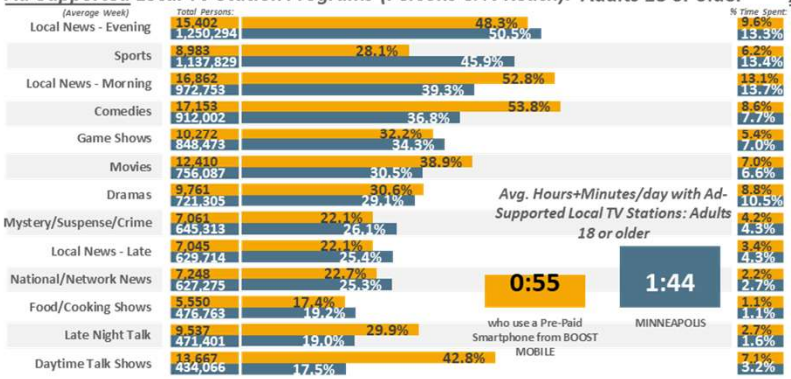
Local TV Station Programs (Persons & % Reach): Adults 18 or older



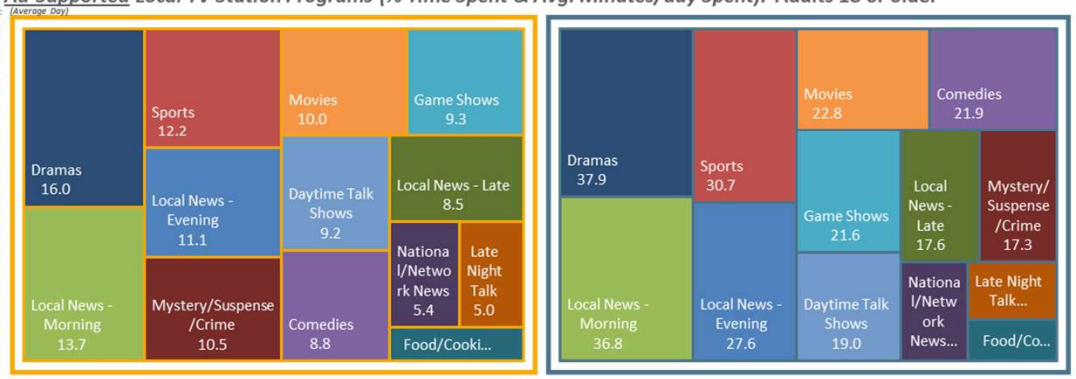
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 32

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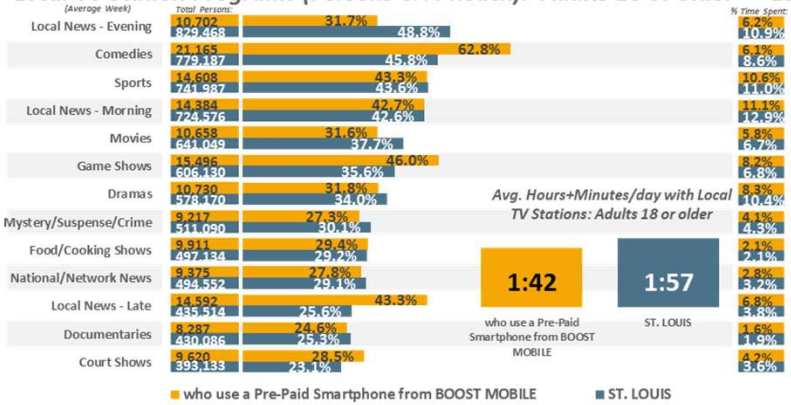
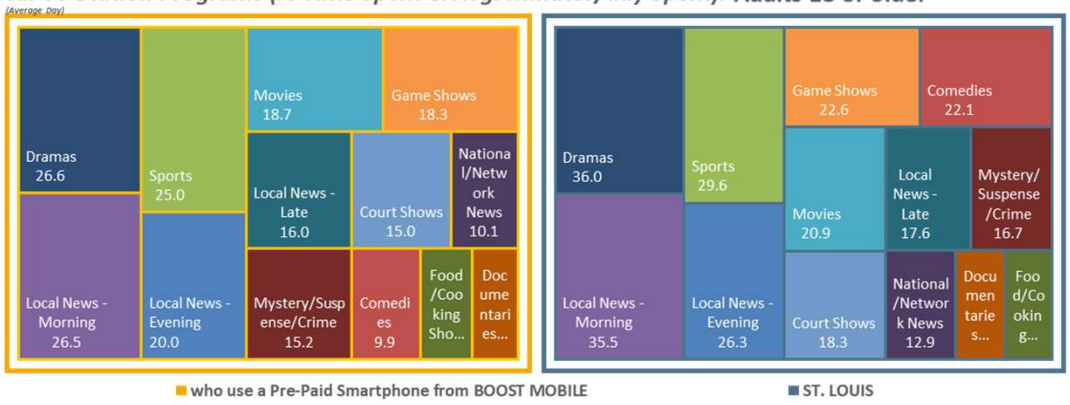
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

33,060 or 59.2% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Game Shows, Sports, Local News - Late, Late Night Talk, and Local News - Morning.

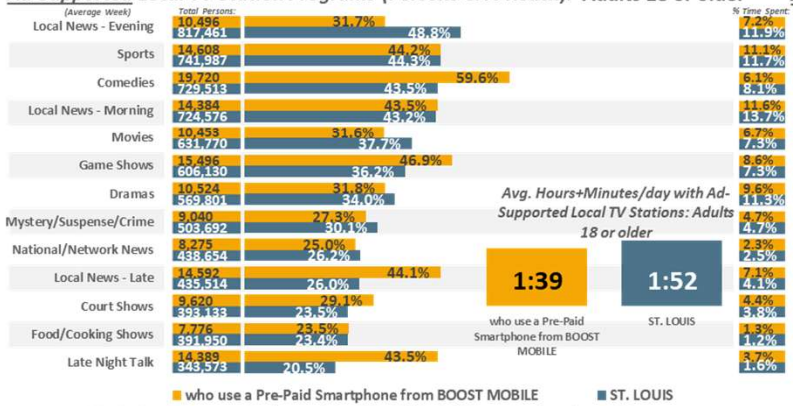
Local TV Station Programs (Persons & % Reach): Adults 18 or older



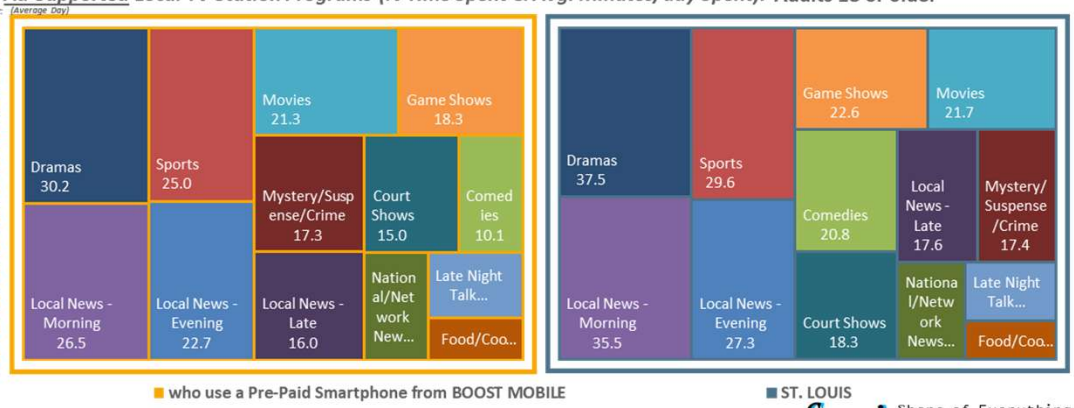
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 37

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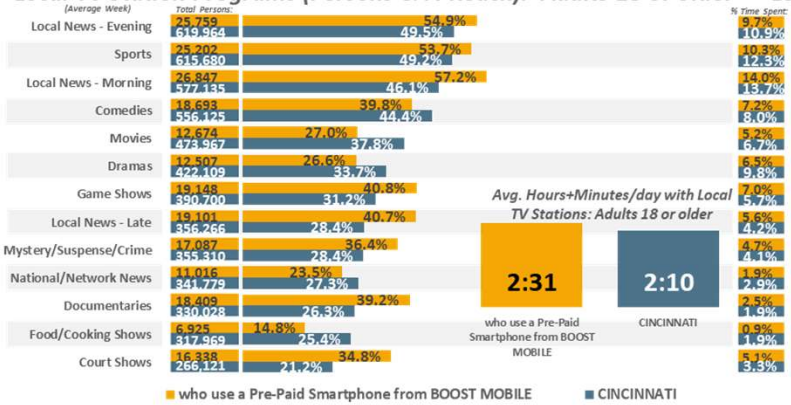
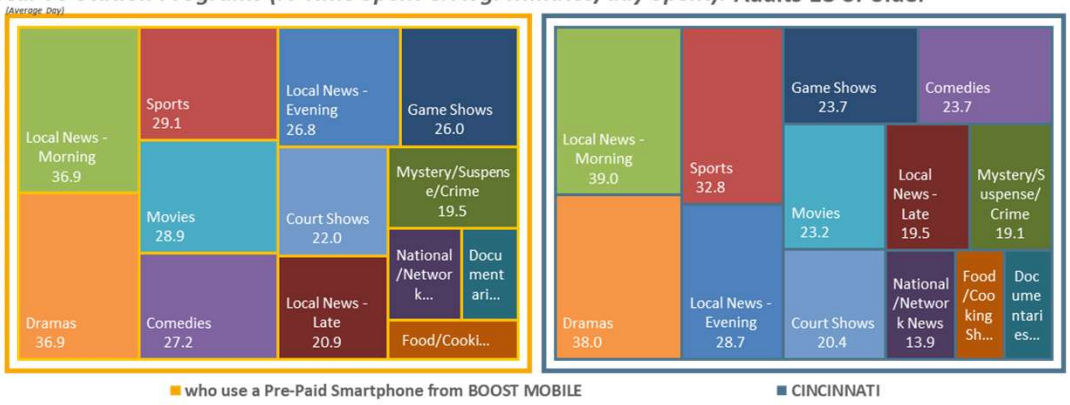
45,256 or 62.2% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Sports, Local News - Evening, Game Shows, Local News - Late, and Comedies.

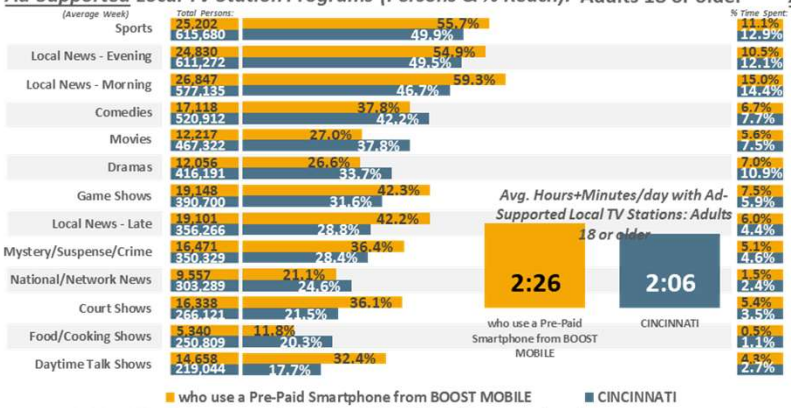
Local TV Station Programs (Persons & % Reach): Adults 18 or older



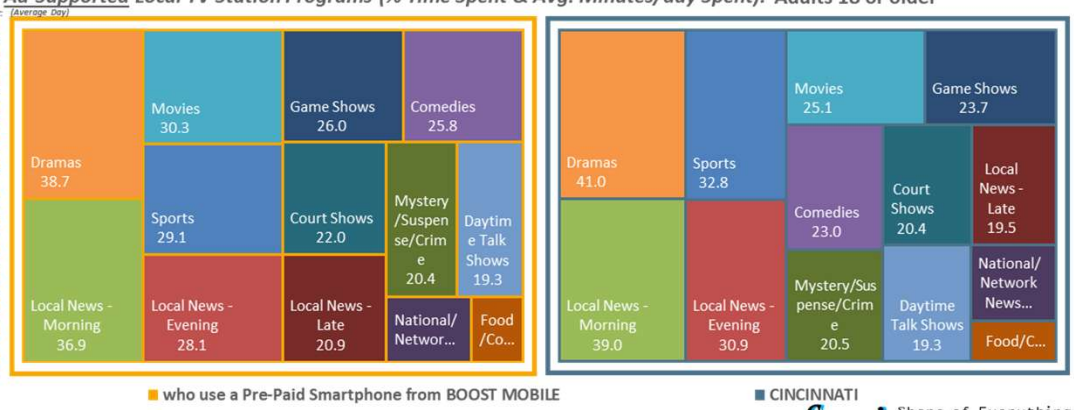
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 64

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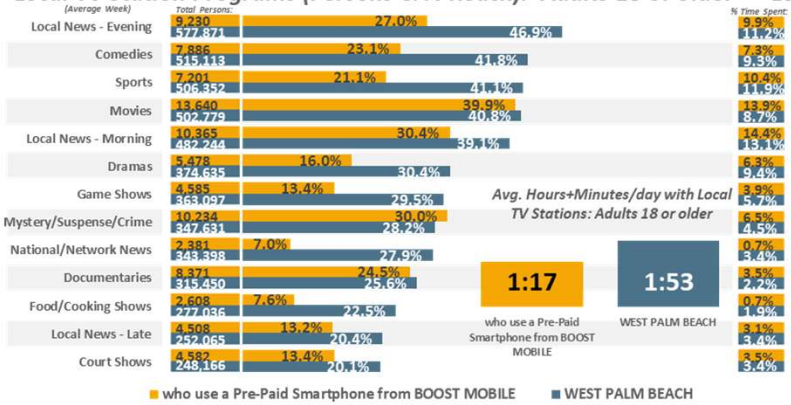
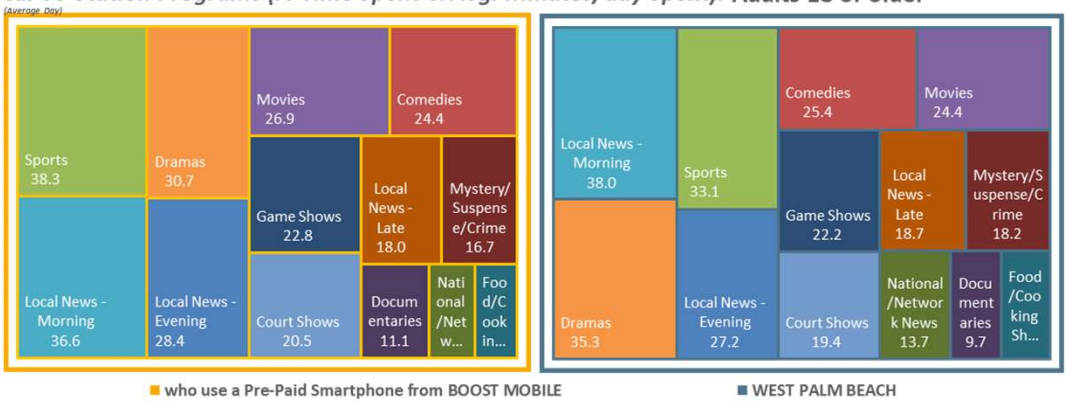
32,920 or 53.7% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Local News - Morning, Mystery/Suspense/Crime, Local News - Evening, Comedies, and Sports.

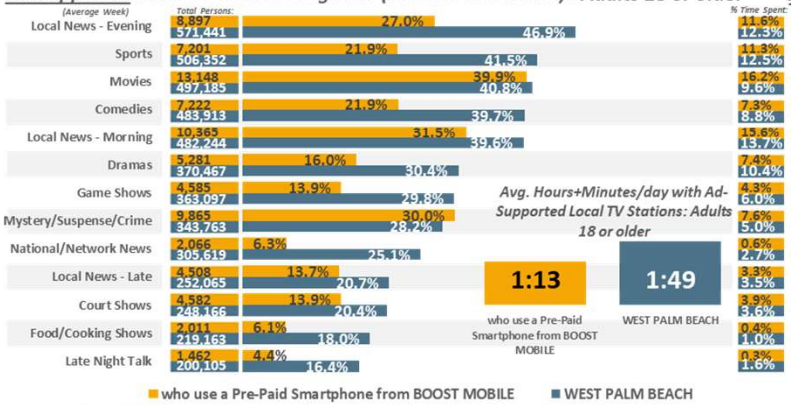
Local TV Station Programs (Persons & % Reach): Adults 18 or older



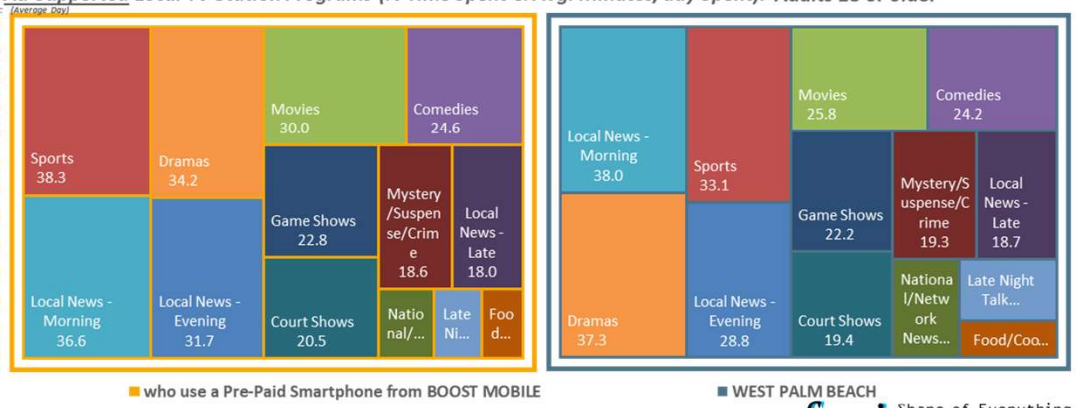
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 75

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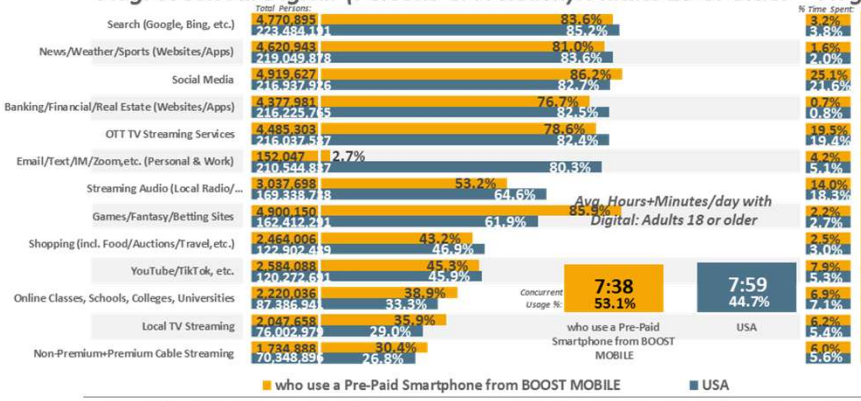
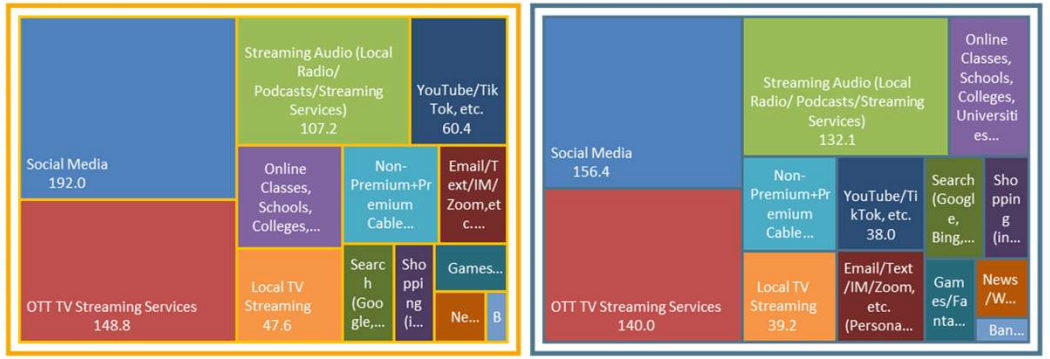
4,289,291 or 75.2% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE use Ad-Supported Social Media for an average of 167.4 minutes every day representing 30.5% of all time spent daily with Ad-Supported Digital Media.

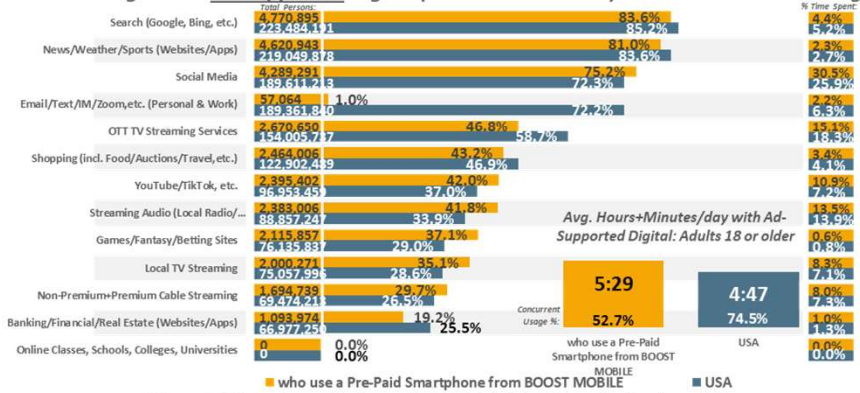
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



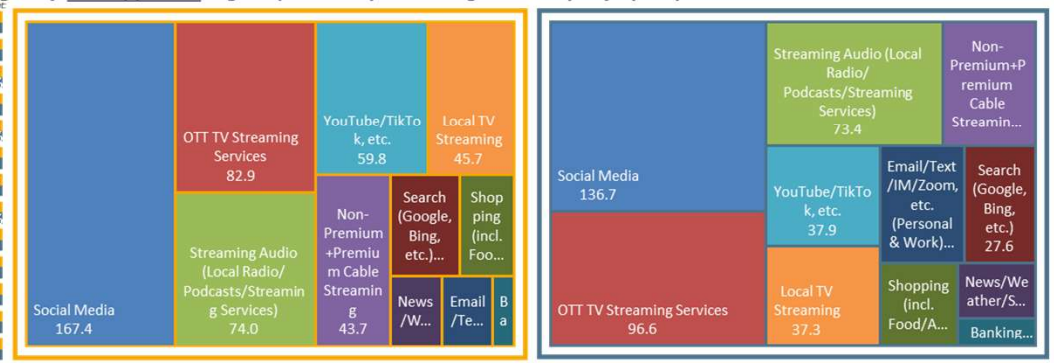
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 520

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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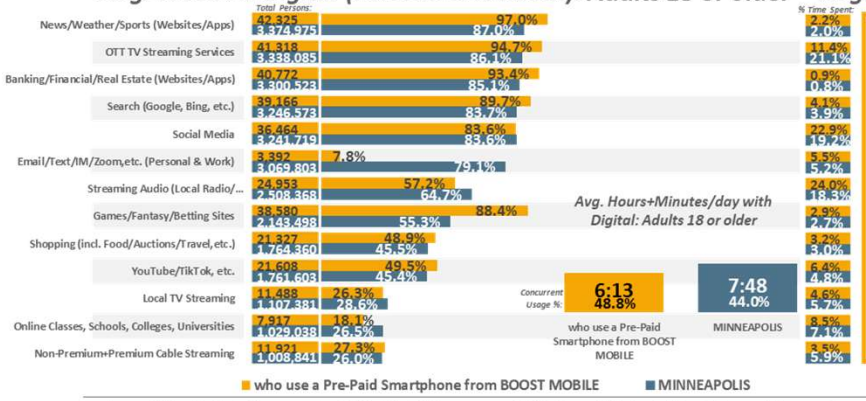
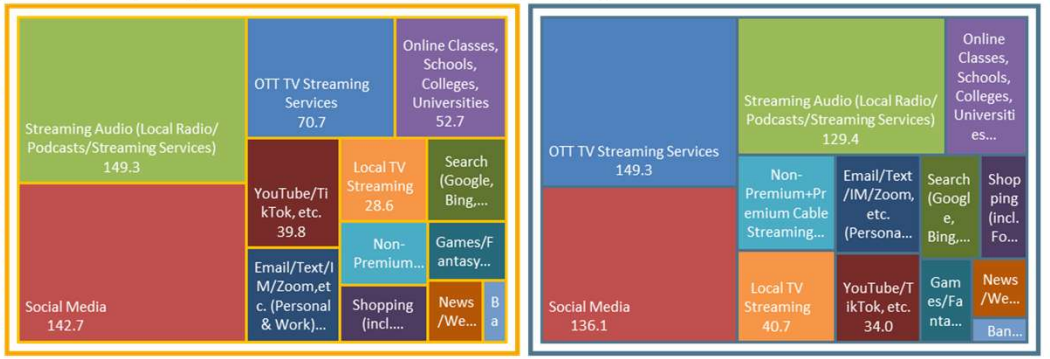
35,120 or 80.5% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE use Ad-Supported Social Media for an average of 137.5 minutes every day representing 29.7% of all time spent daily with Ad-Supported Digital Media.

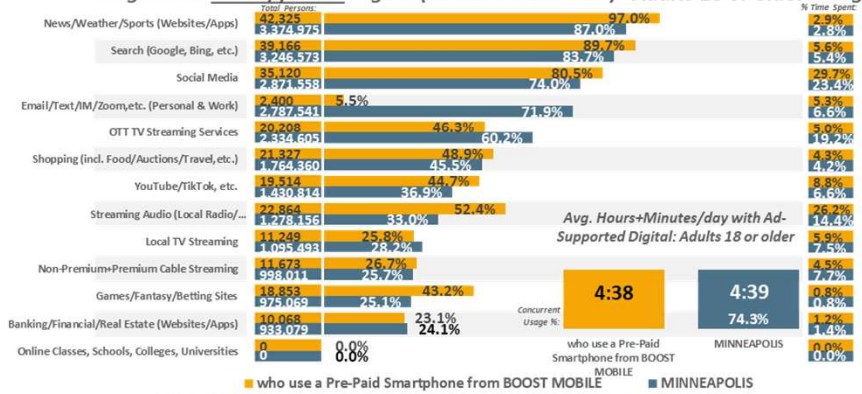
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



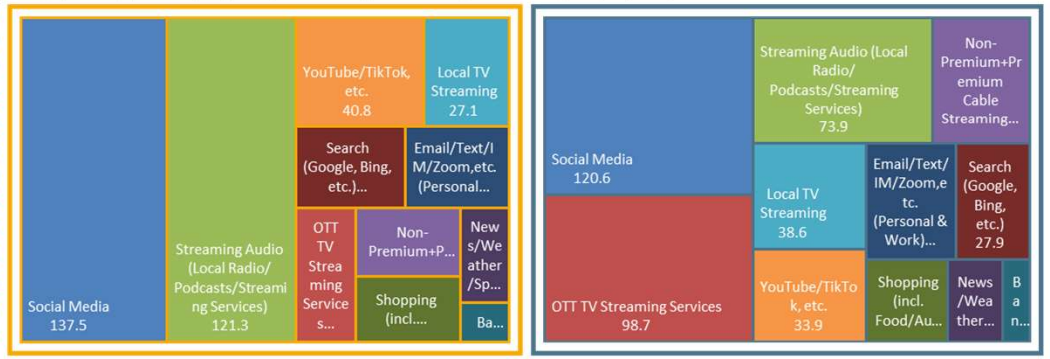
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 32

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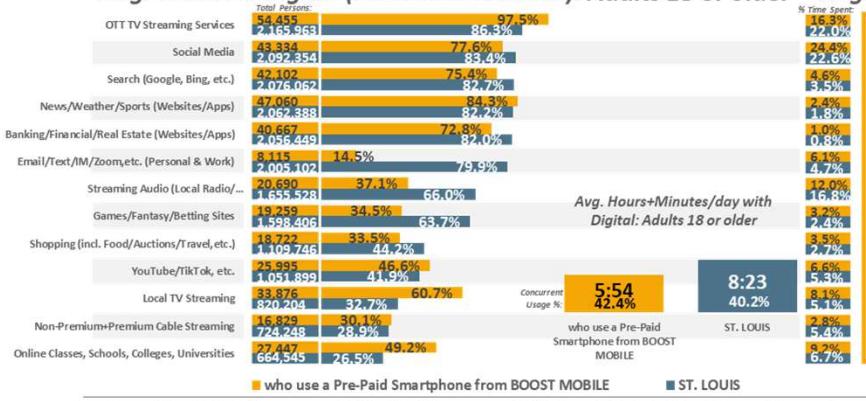
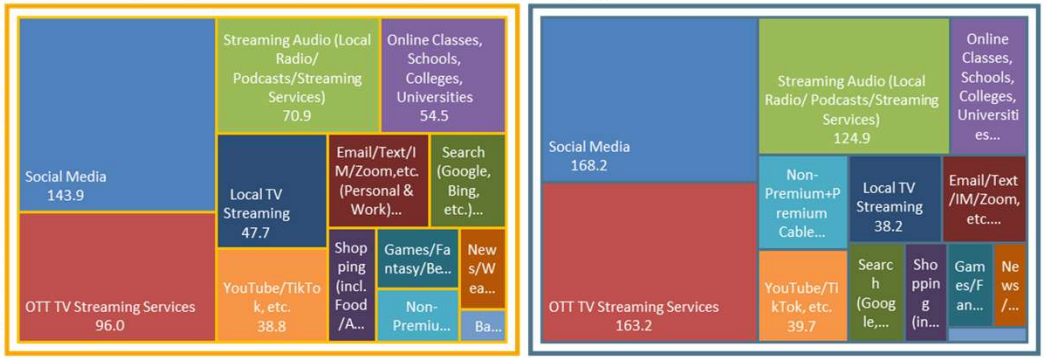
34,052 or 61.% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE use Ad-Supported Social Media for an average of 113.1 minutes every day representing 27.9% of all time spent daily with Ad-Supported Digital Media.

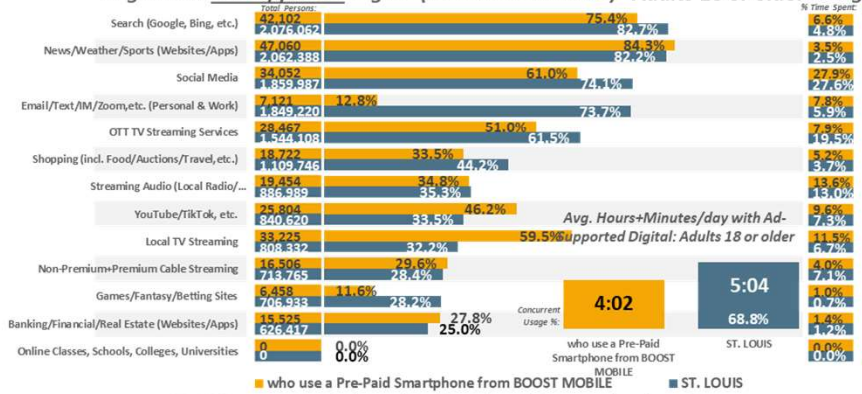
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



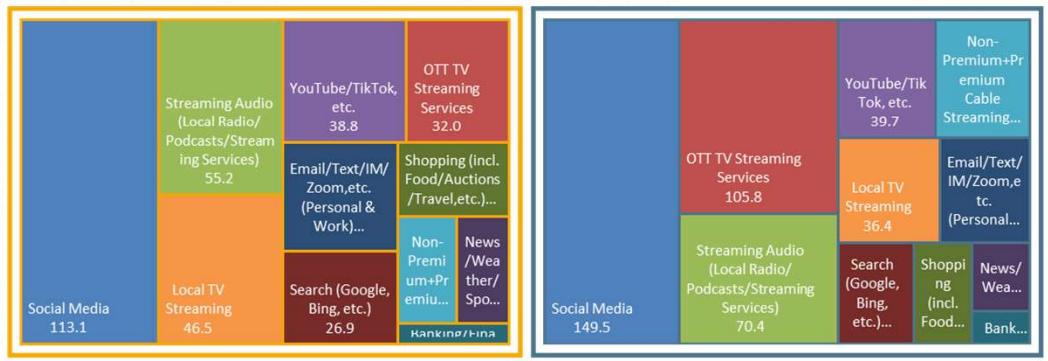
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 37

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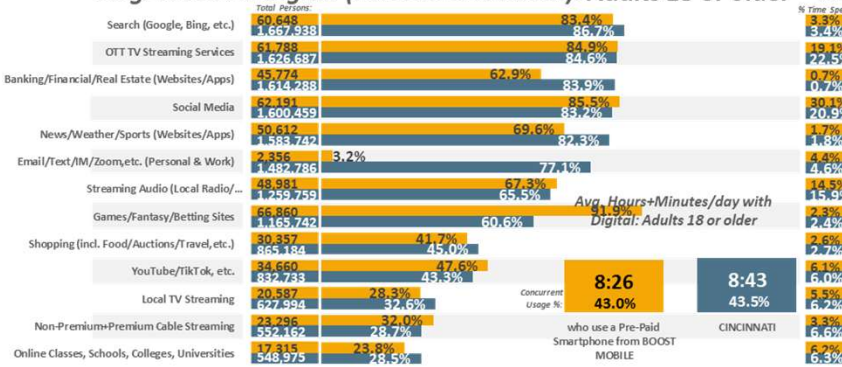
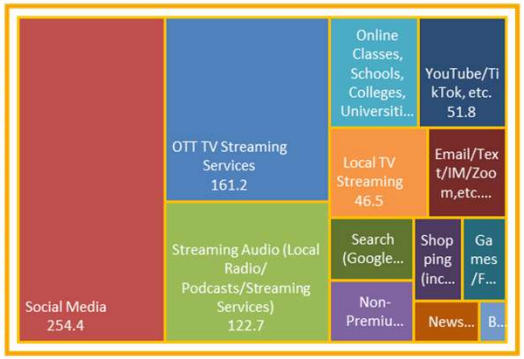
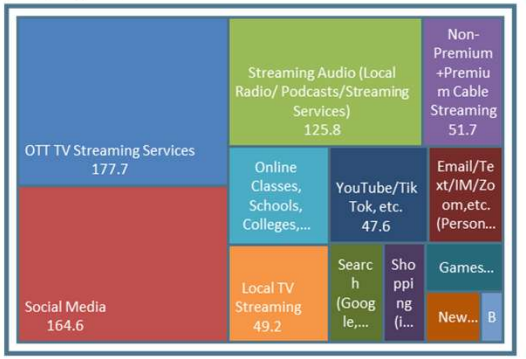
55,645 or 76.5% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE use Ad-Supported Social Media for an average of 227.6 minutes every day representing 36.6% of all time spent daily with Ad-Supported Digital Media.

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

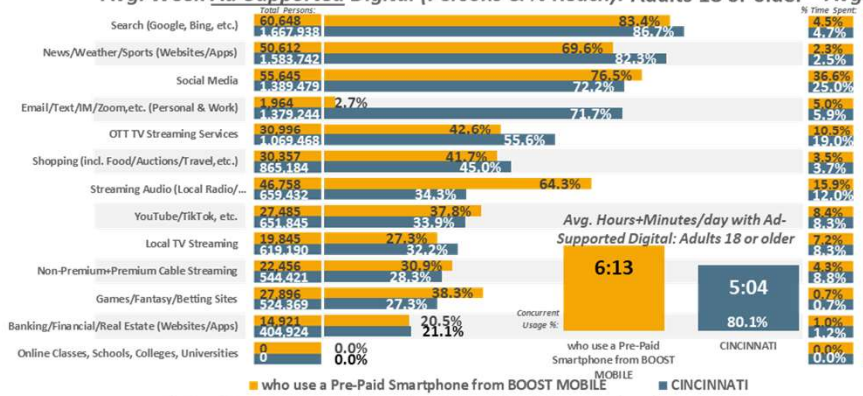


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

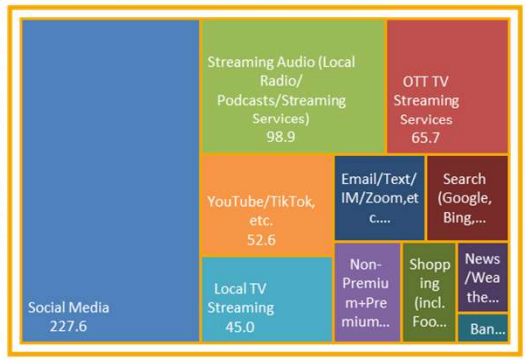


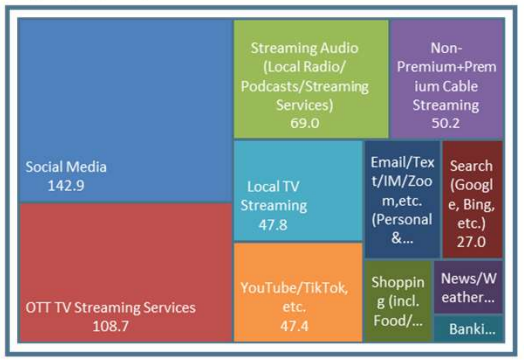


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 64

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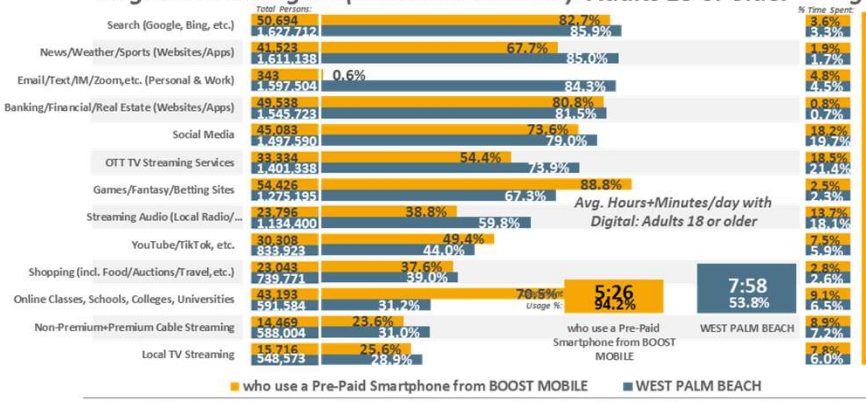
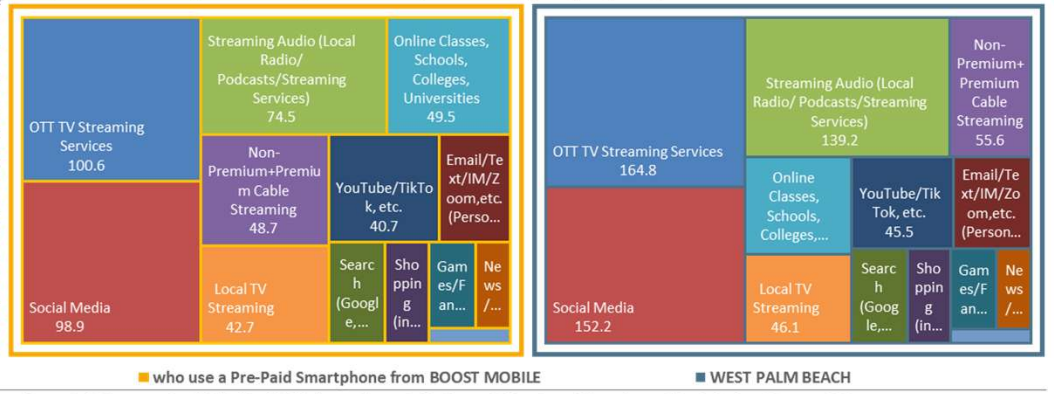
36,648 or 59.8% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE use Ad-Supported Social Media for an average of 80.4 minutes every day representing 19.6% of all time spent daily with Ad-Supported Digital Media.

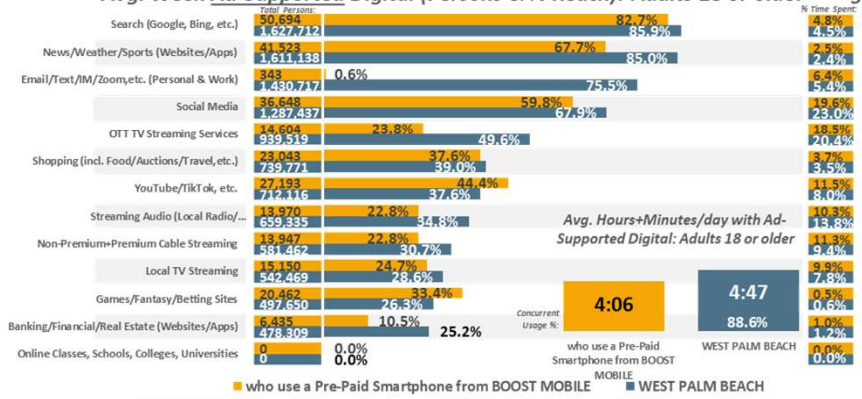
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



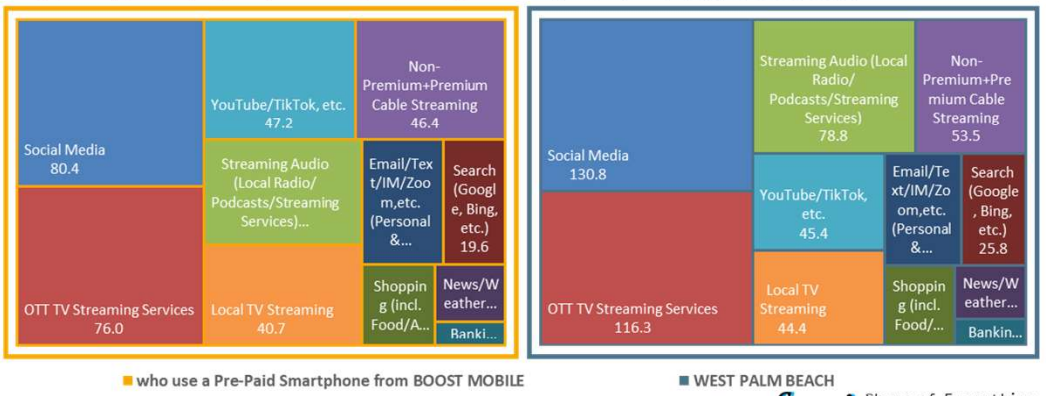
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 75

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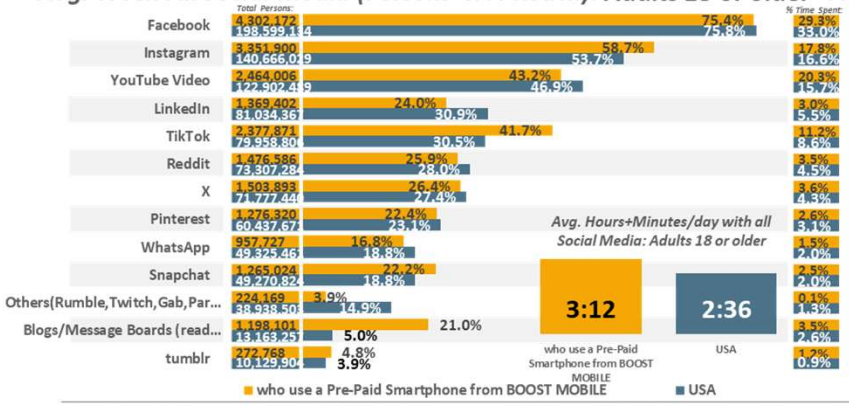
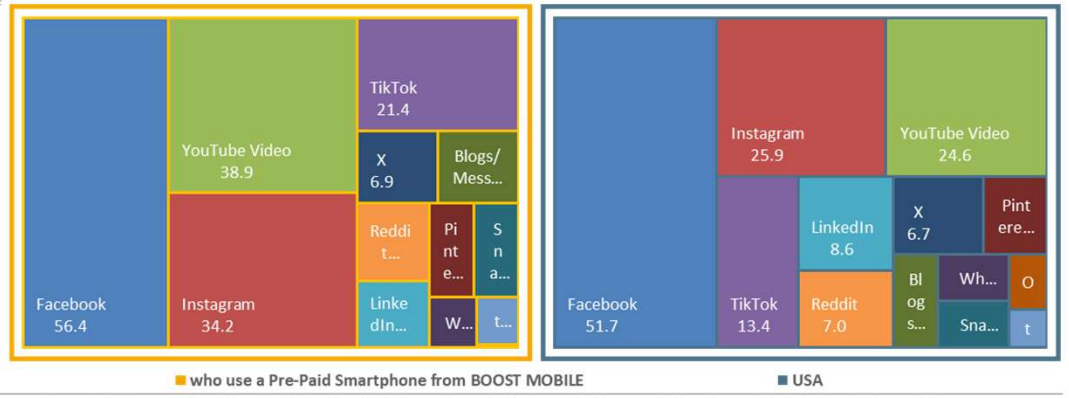
4,289,291 or 75.2% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE use Ad-Supported Facebook for an average of 51.2 minutes every day representing 30.6% of all time spent daily with Ad-Supported Social Media.

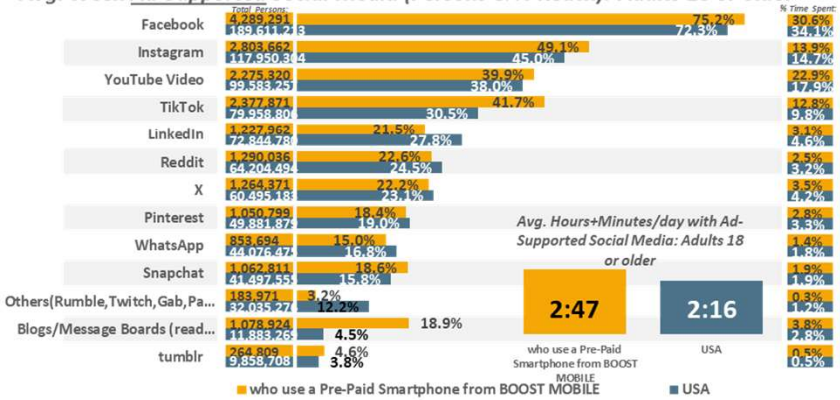
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



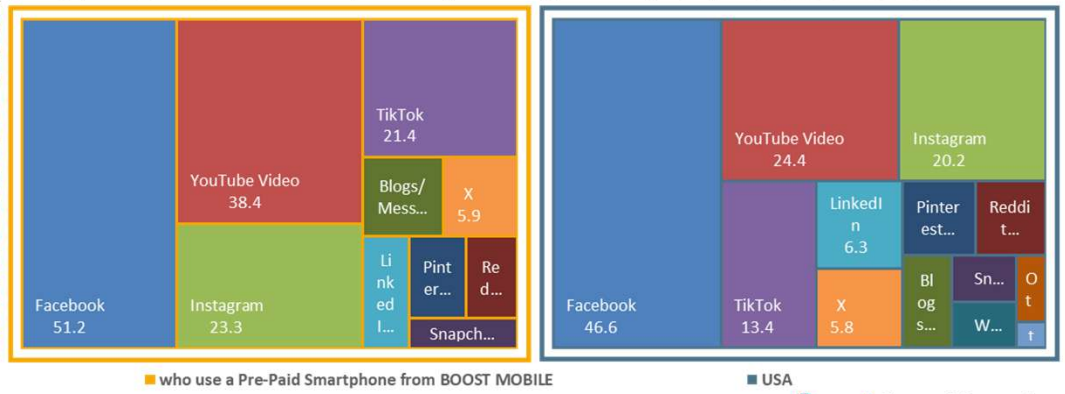
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 520

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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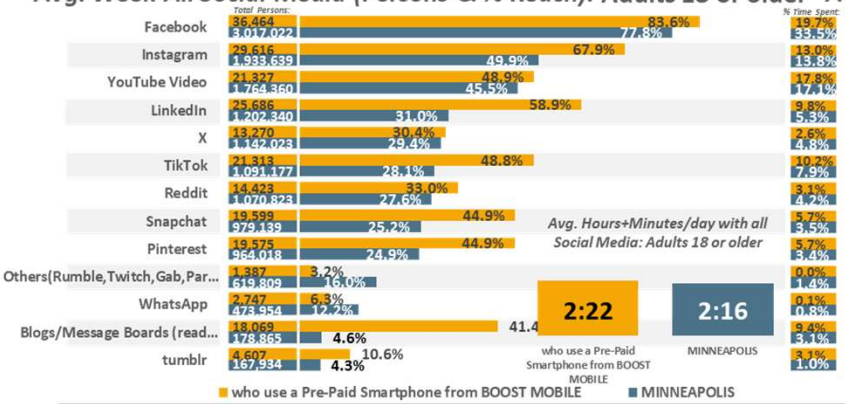
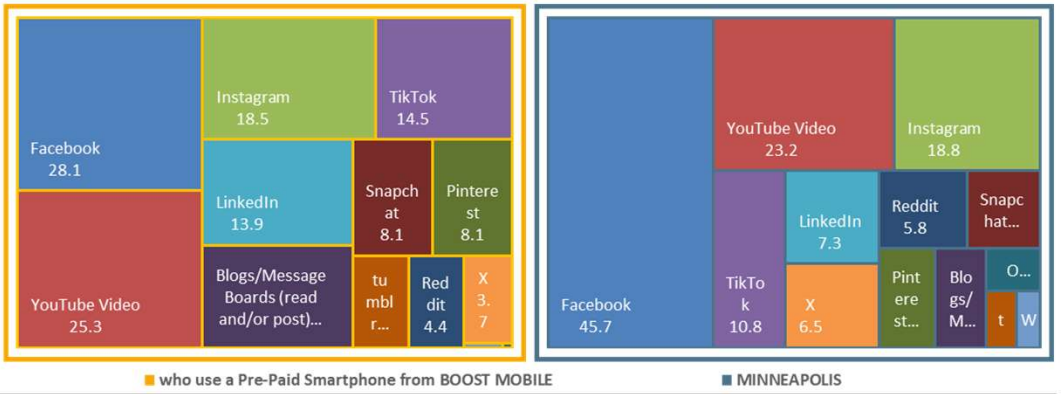
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

35,120 or 80.5% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE use Ad-Supported Facebook for an average of 34.6 minutes every day representing 25.2% of all time spent daily with Ad-Supported Social Media.

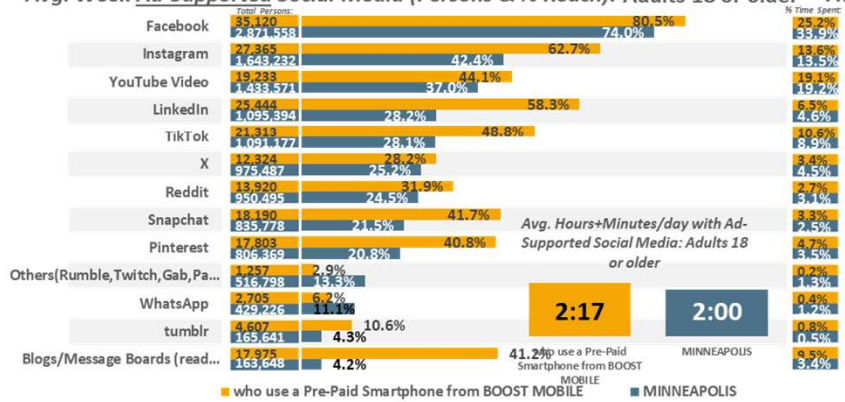
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



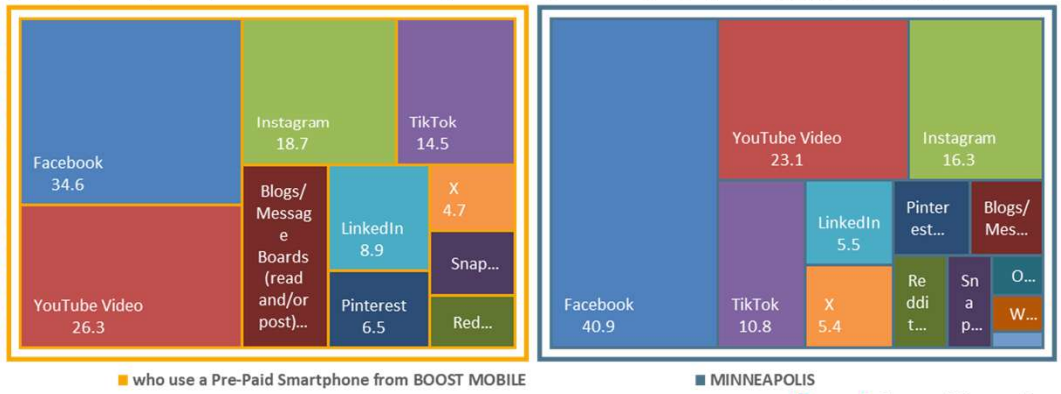
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 32

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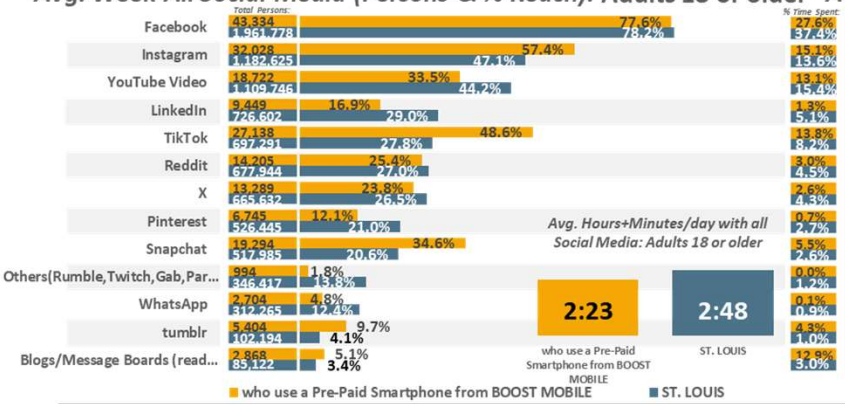
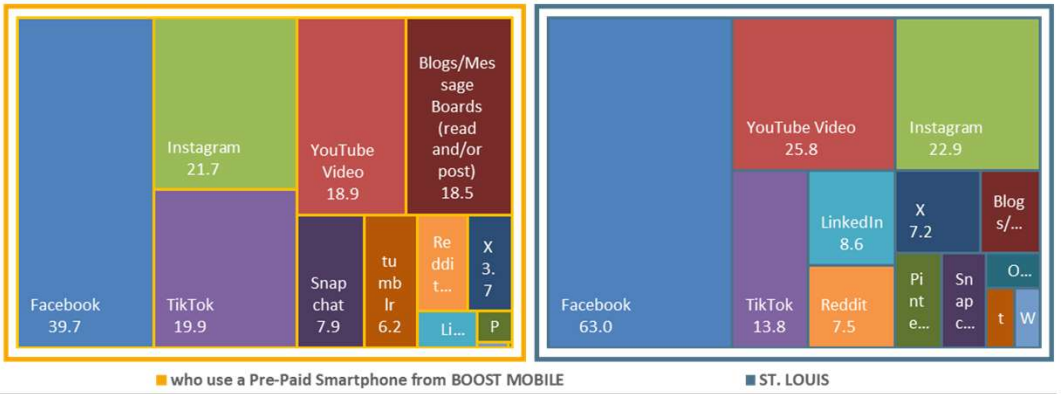
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

34,052 or 61.% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE use Ad-Supported Facebook for an average of 29.1 minutes every day representing 25.7% of all time spent daily with Ad-Supported Social Media.

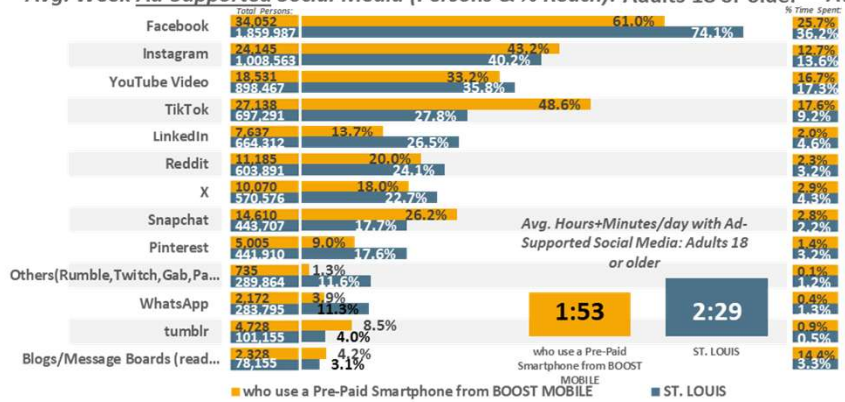
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



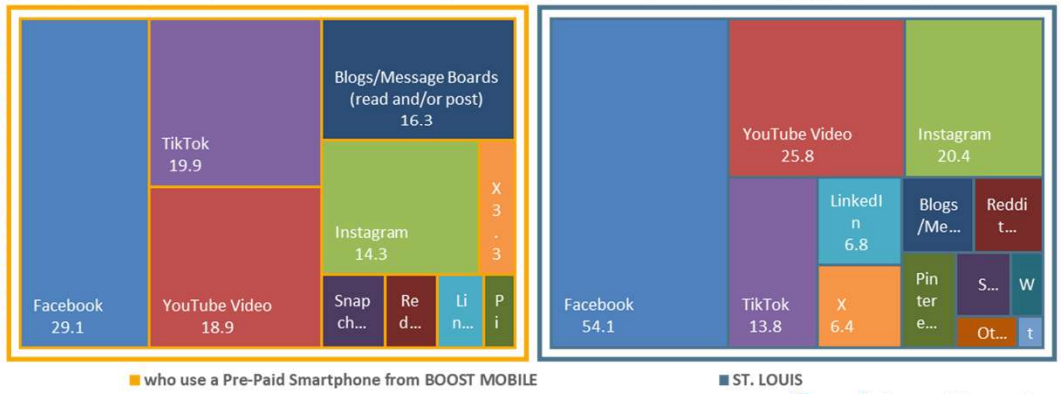
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 37

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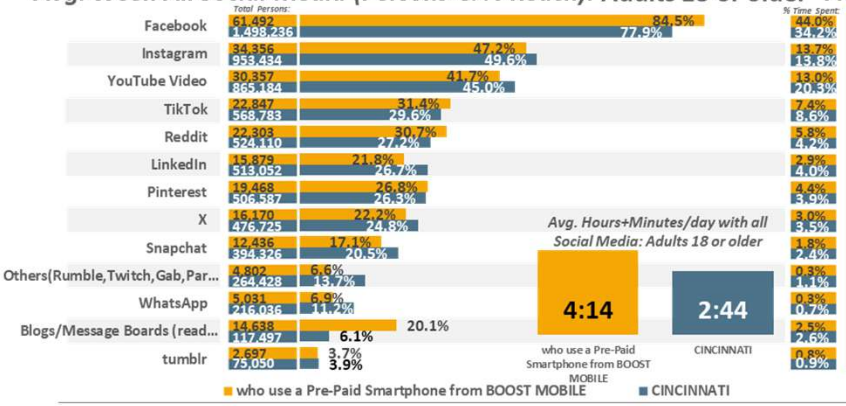
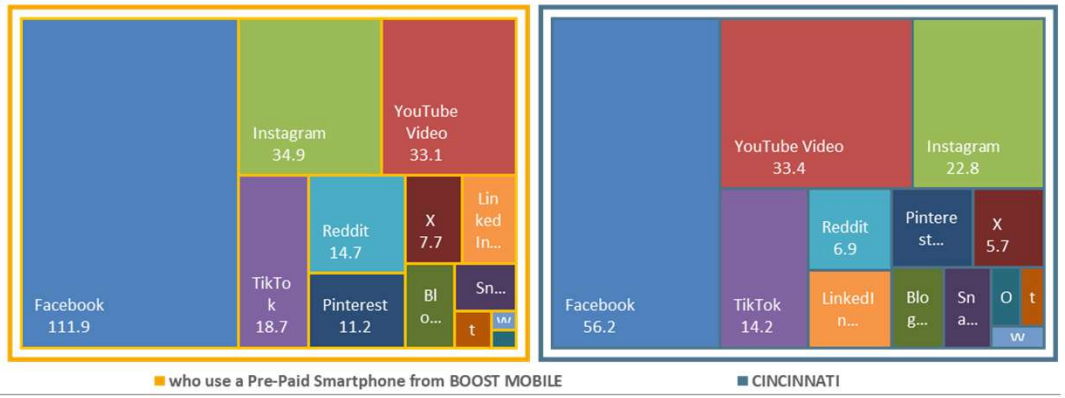
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

55,645 or 76.5% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE use Ad-Supported Facebook for an average of 90.8 minutes every day representing 39.9% of all time spent daily with Ad-Supported Social Media.

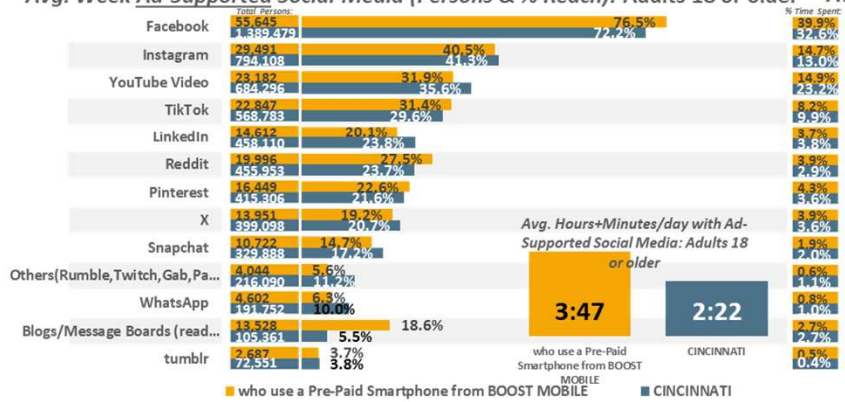
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



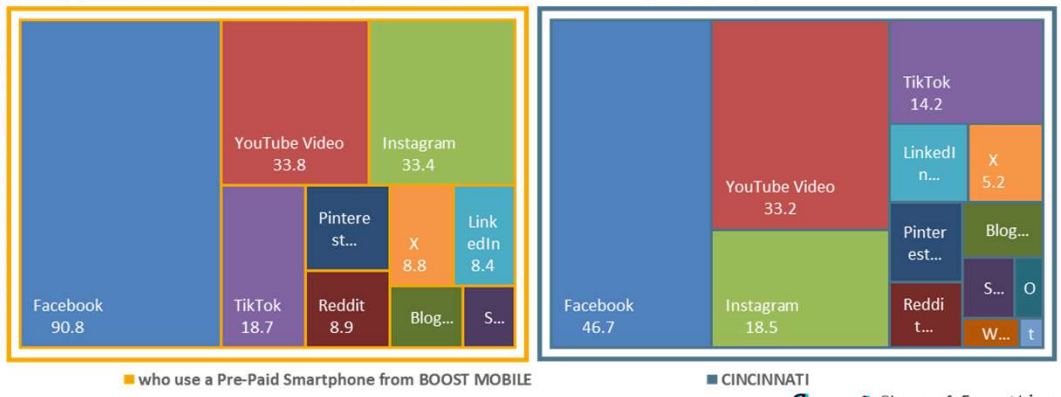
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 64

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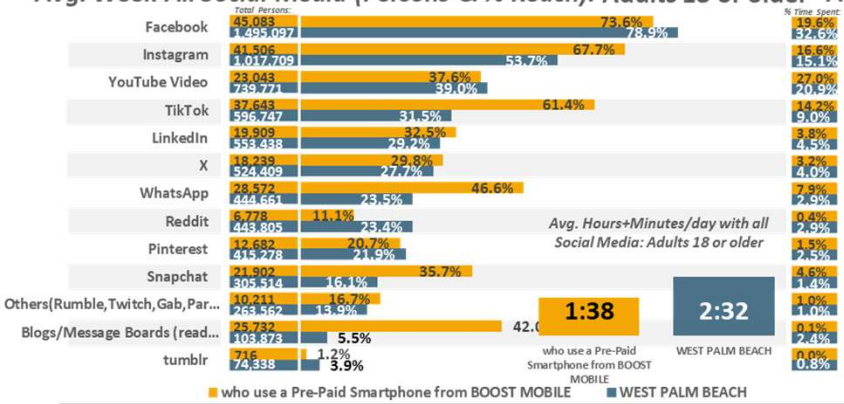
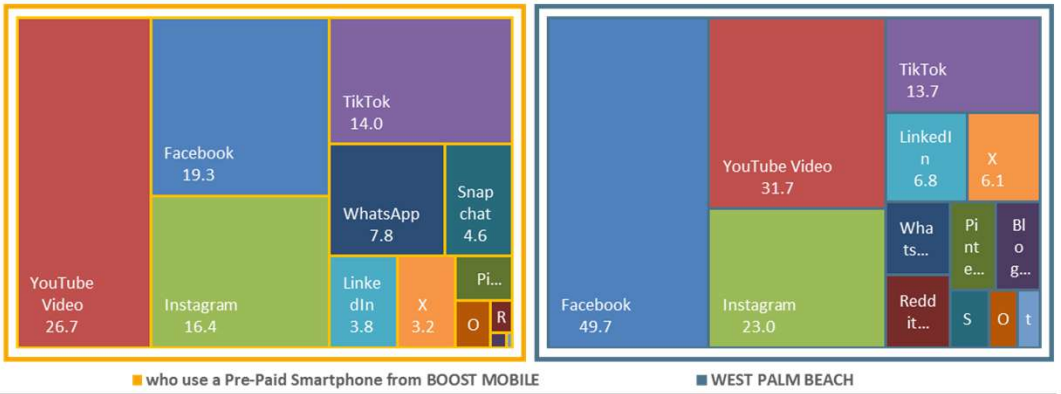
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

19,928 or 32.5% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE use Ad-Supported YouTube Video for an average of 33.2 minutes every day representing 41.3% of all time spent daily with Ad-Supported Social Media.

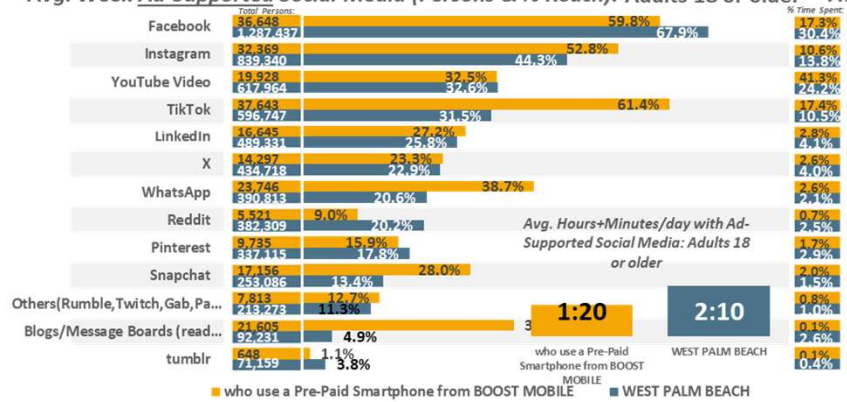
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



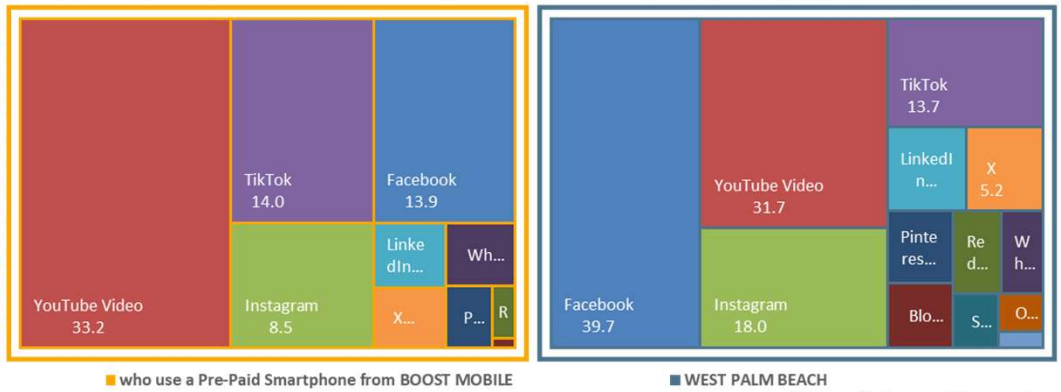
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 75

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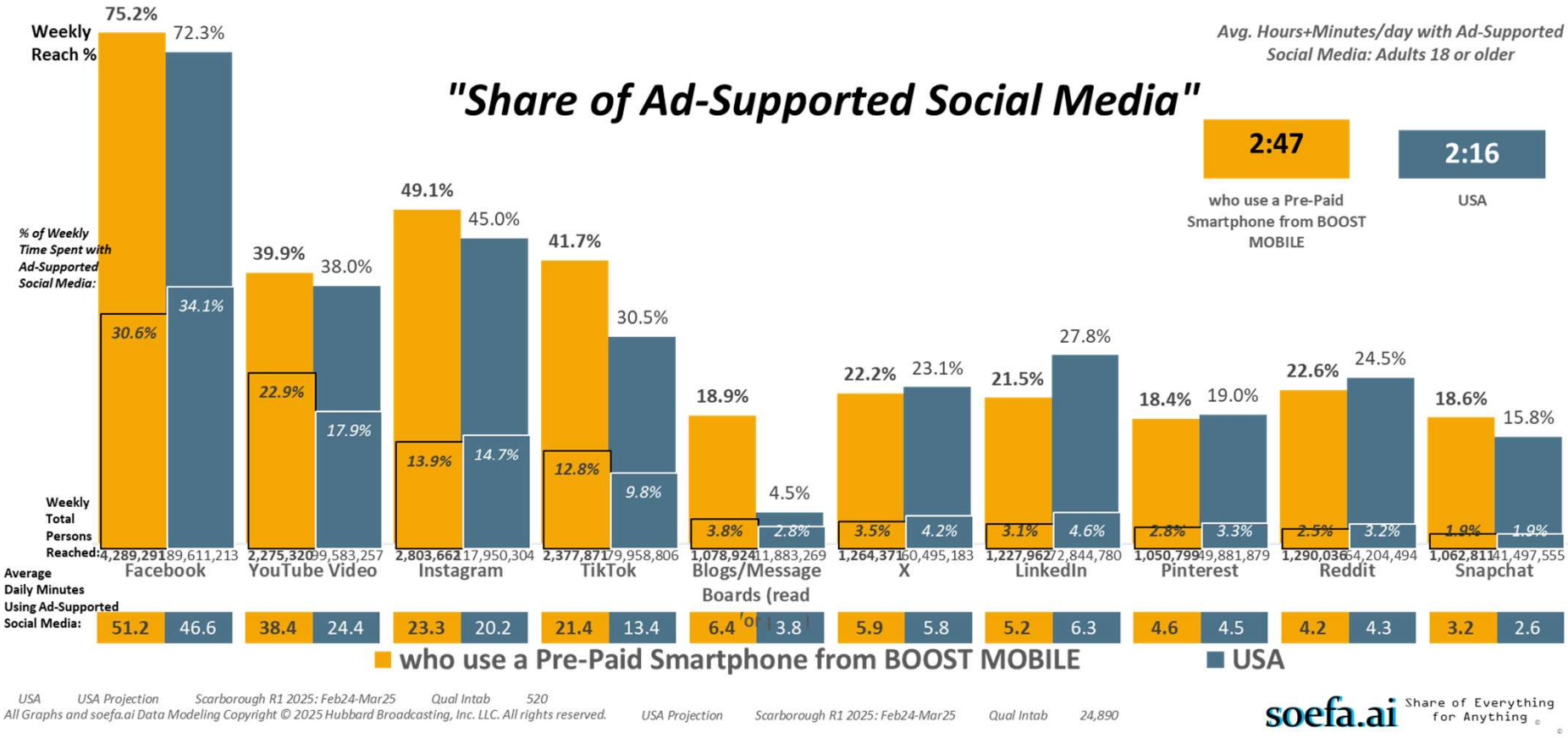
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

4,289,291 or 75.2% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE use Ad-Supported Facebook for an average of 51.2 minutes every day representing 30.6% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 520

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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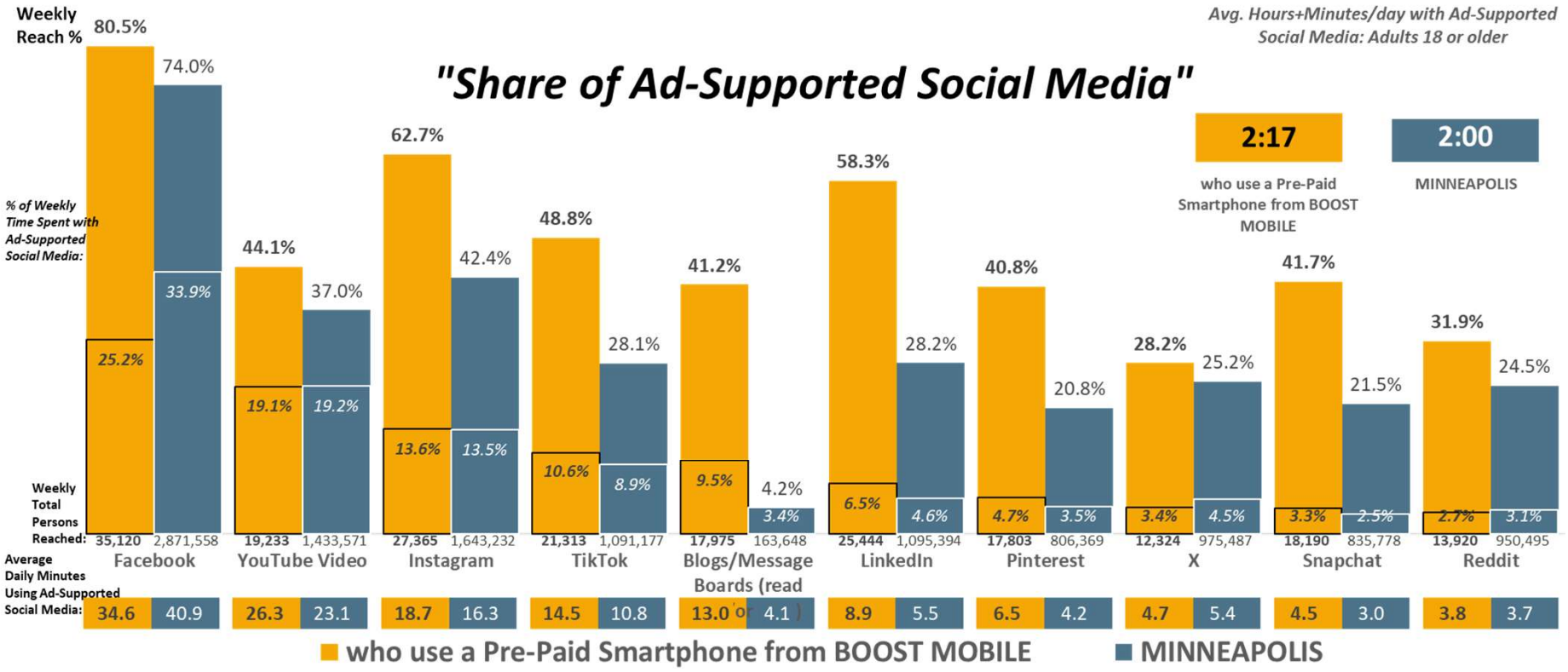
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

35,120 or 80.5% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE use Ad-Supported Facebook for an average of 34.6 minutes every day representing 25.2% of all time spent daily with Ad-Supported Social Media.



MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 32 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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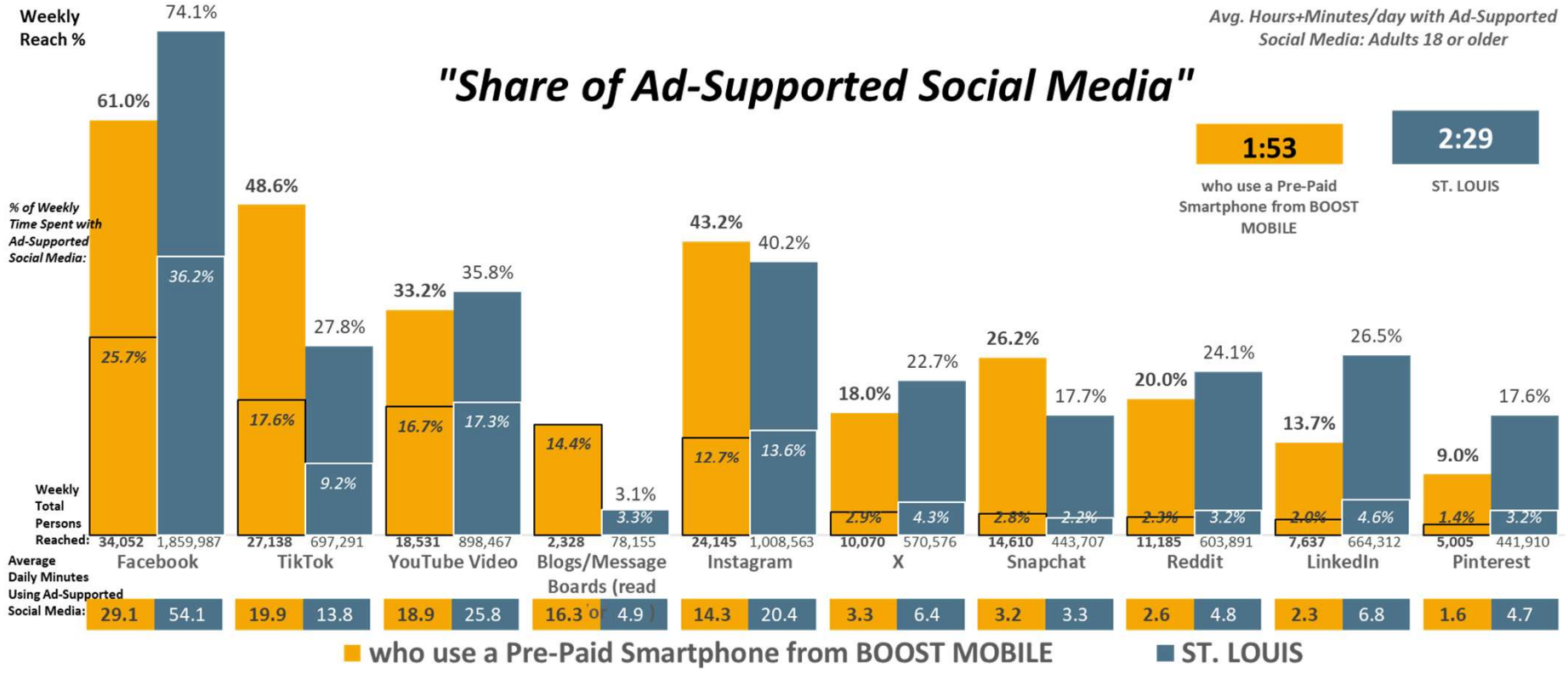
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

34,052 or 61.% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE use Ad-Supported Facebook for an average of 29.1 minutes every day representing 25.7% of all time spent daily with Ad-Supported Social Media.



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 37 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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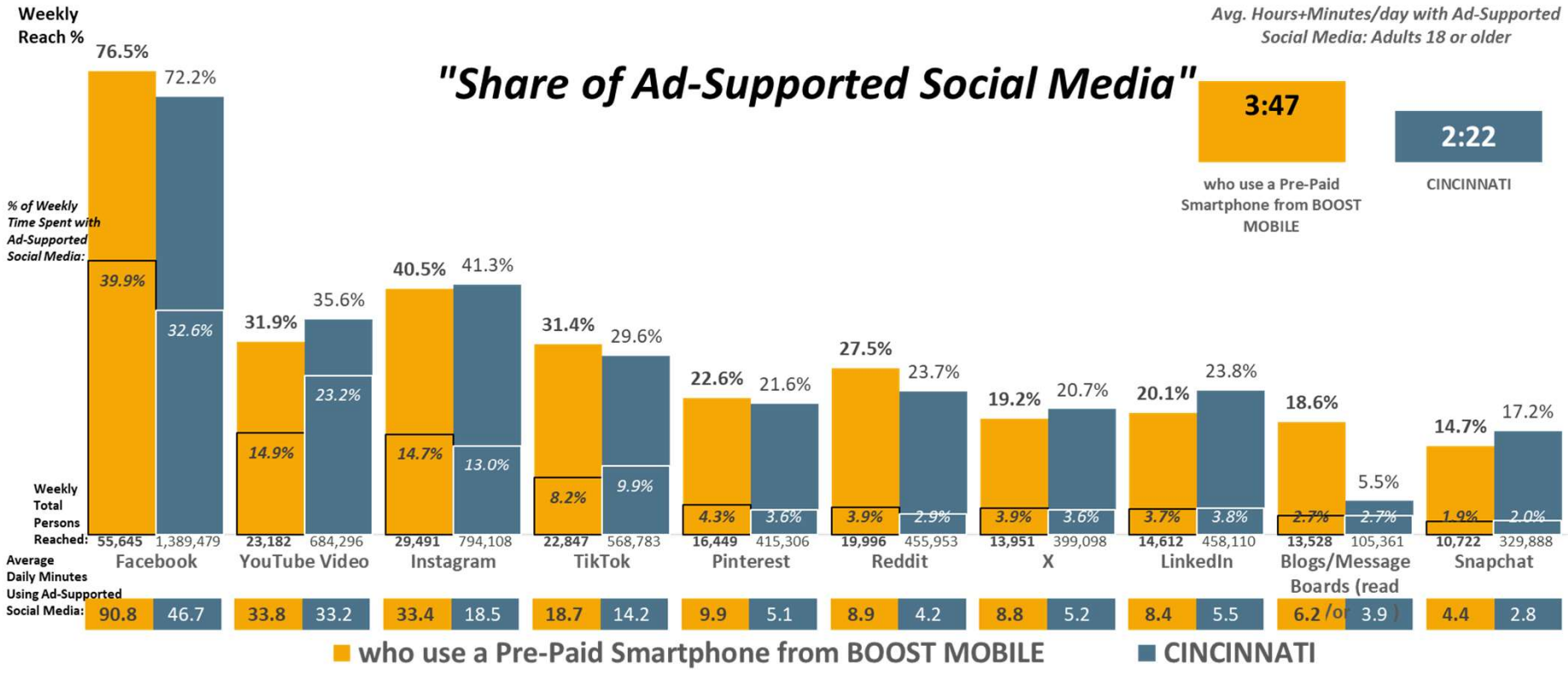
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

55,645 or 76.5% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE use Ad-Supported Facebook for an average of 90.8 minutes every day representing 39.9% of all time spent daily with Ad-Supported Social Media.



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 64 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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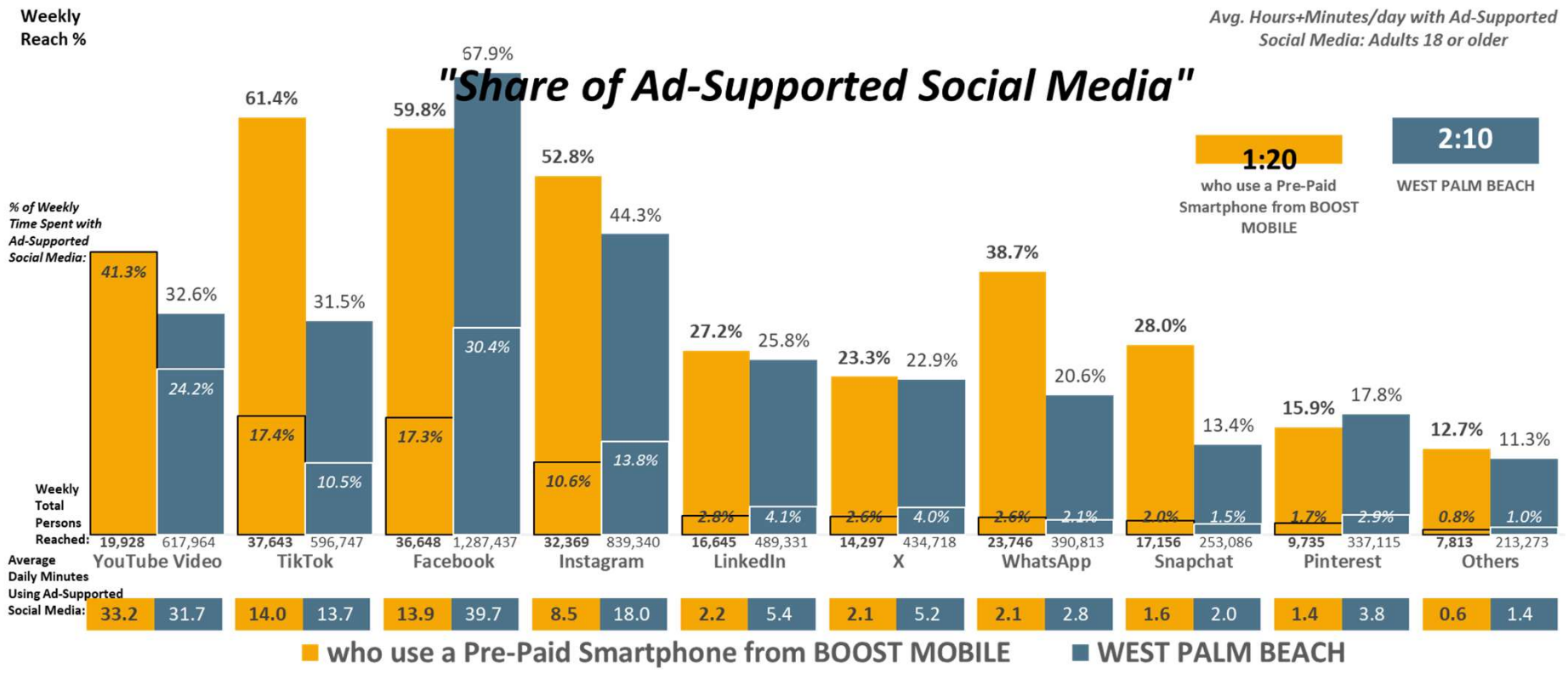
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

19,928 or 32.5% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE use Ad-Supported YouTube Video for an average of 33.2 minutes every day representing 41.3% of all time spent daily with Ad-Supported Social Media.



WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 75 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

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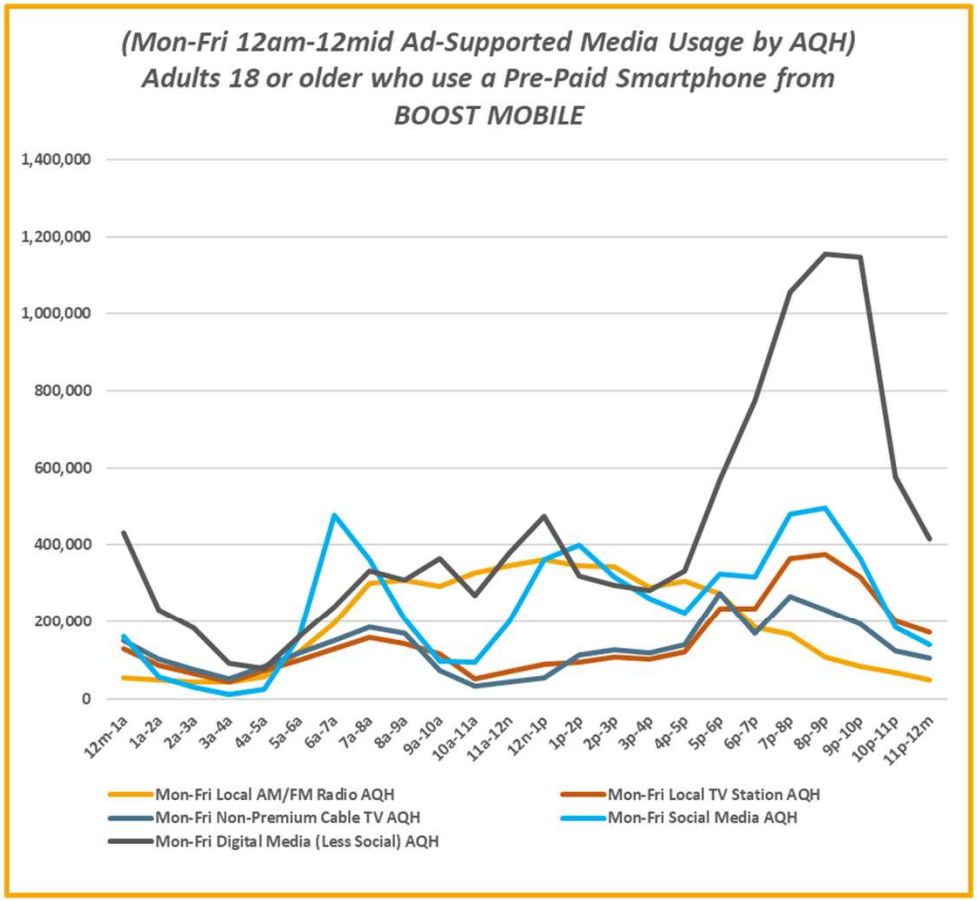
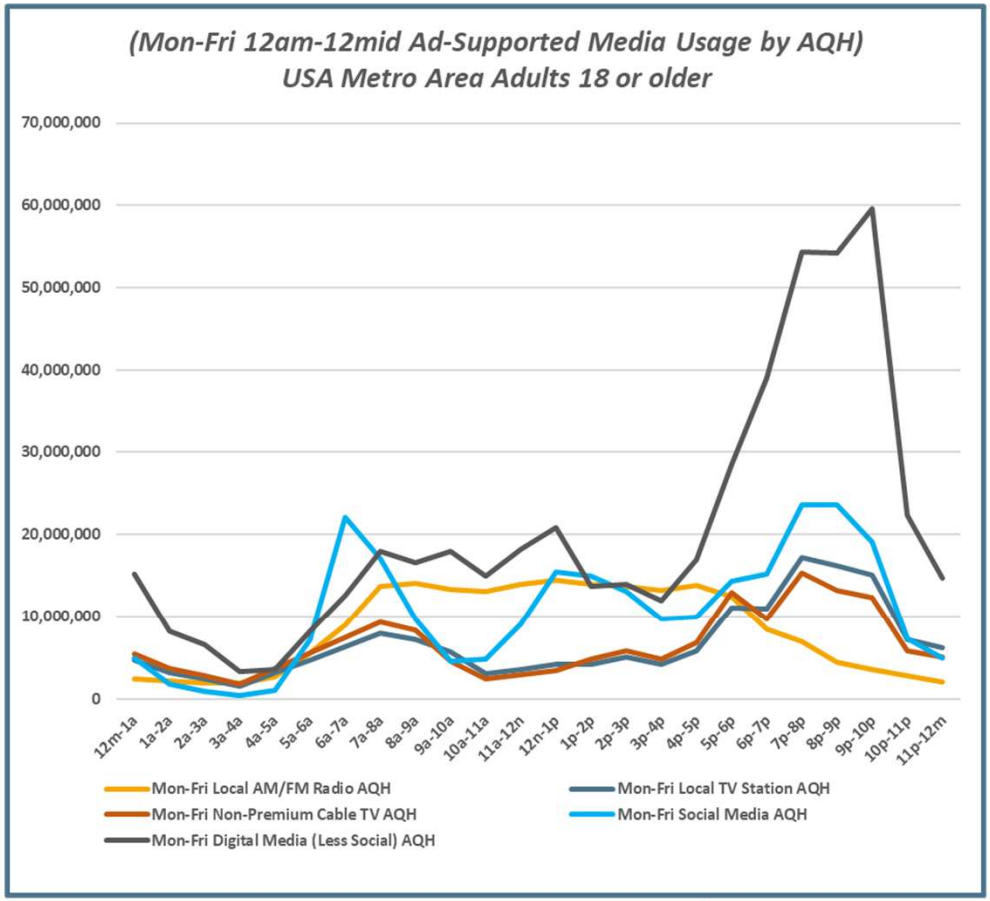
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 379,774; Local Radio: 298,085; Social Media: 279,831; Local TV: 126,730; Non-Prem. Cable: 126,662 reaching Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOB





USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 520

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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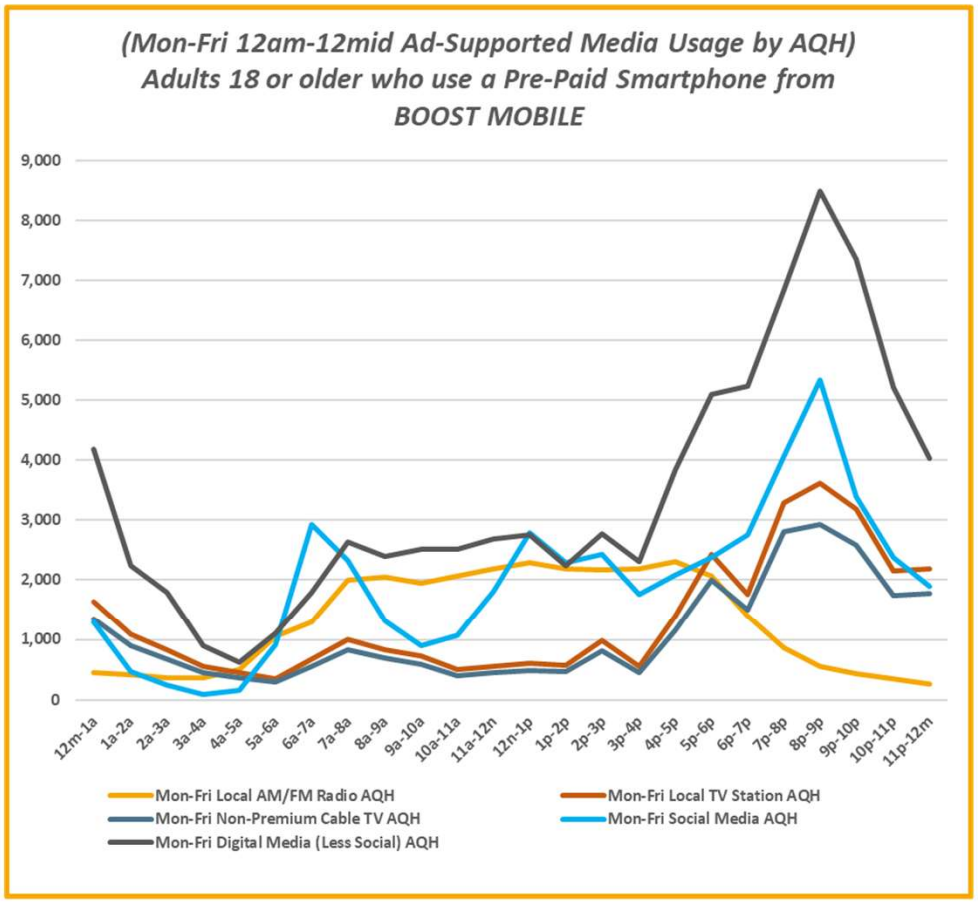
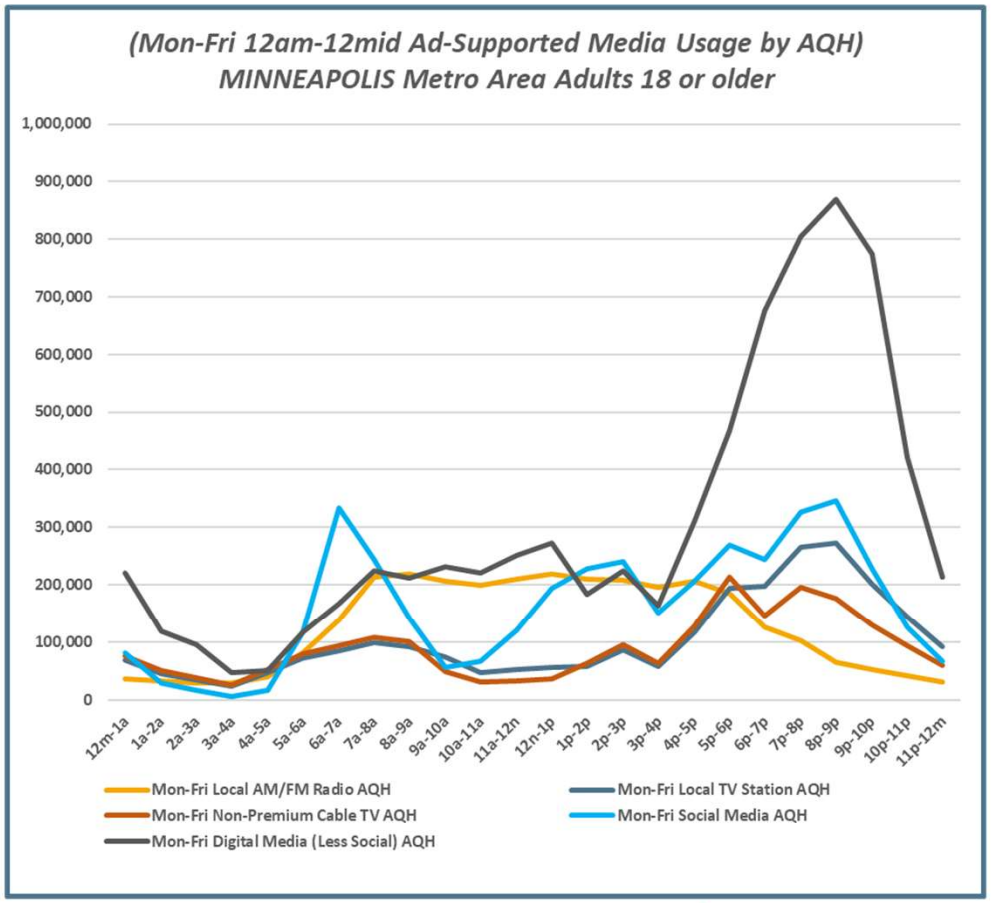
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,981; Social Media: 2,064; Local Radio: 2,014; Local TV: 968; Non-Prem. Cable: 798 reaching Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE.





MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 32

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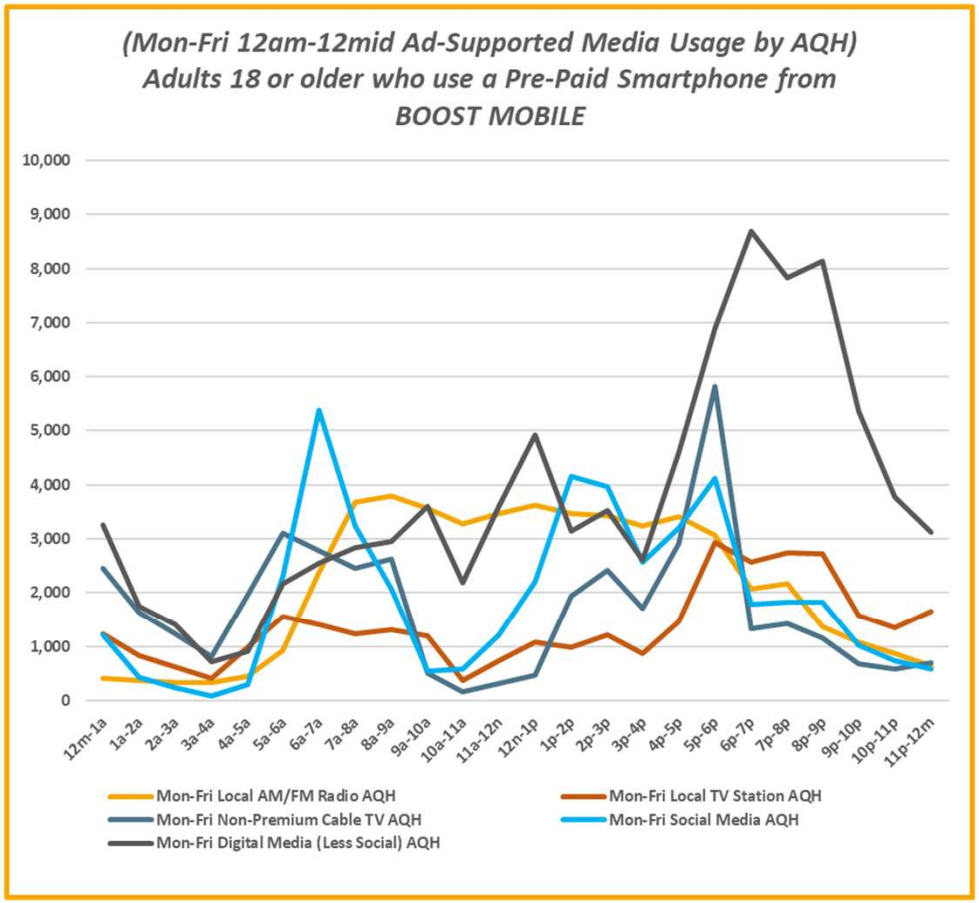
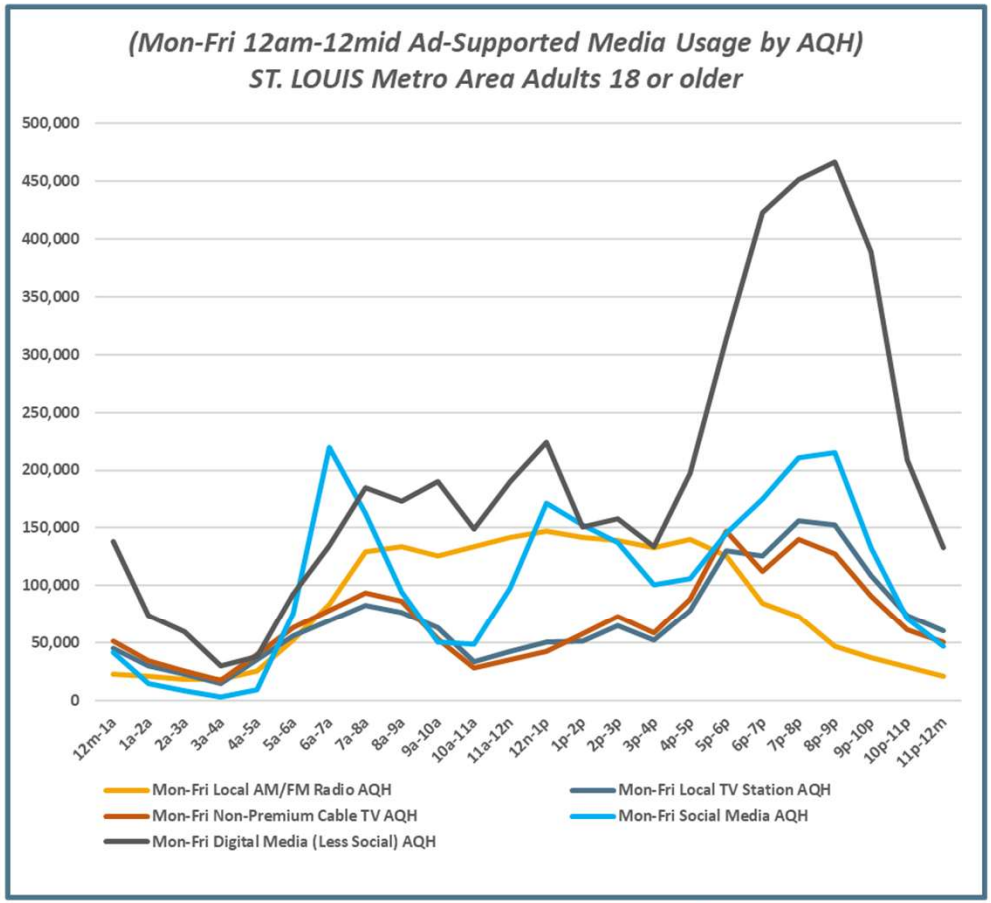
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,009; Local Radio: 3,268; Social Media: 2,699; Non-Prem. Cable: 1,959; Local TV: 1,337 reaching Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE.





ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 37

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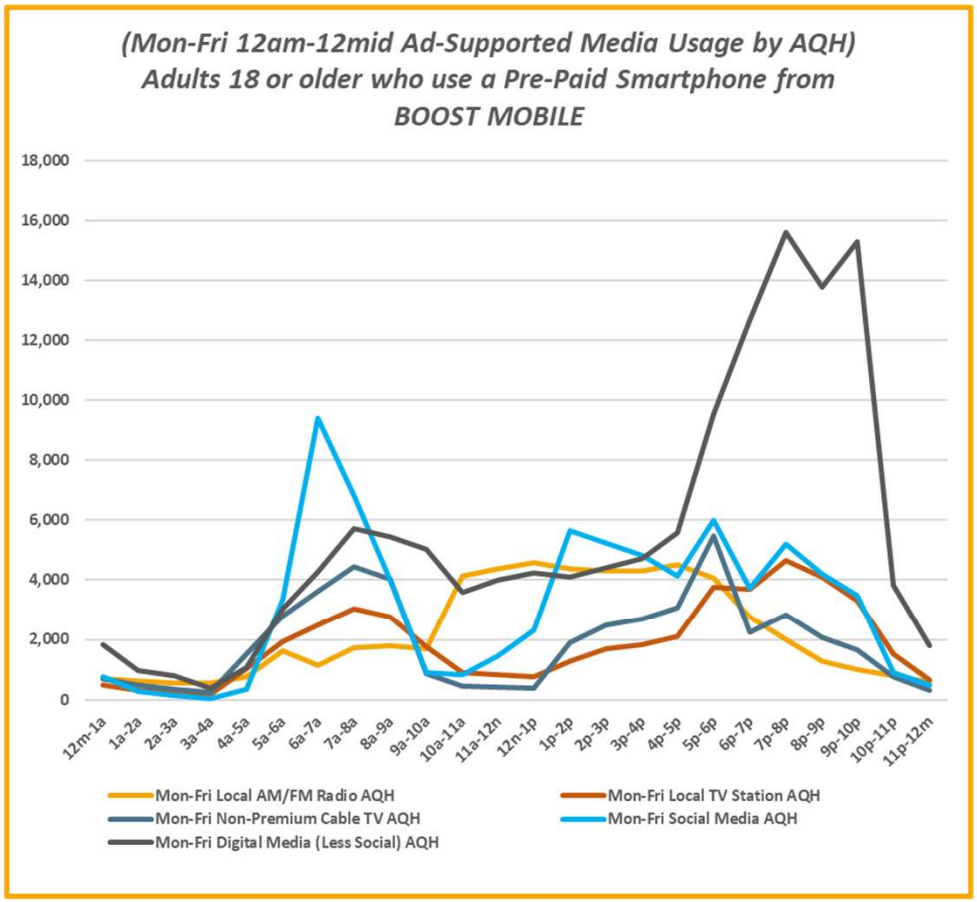
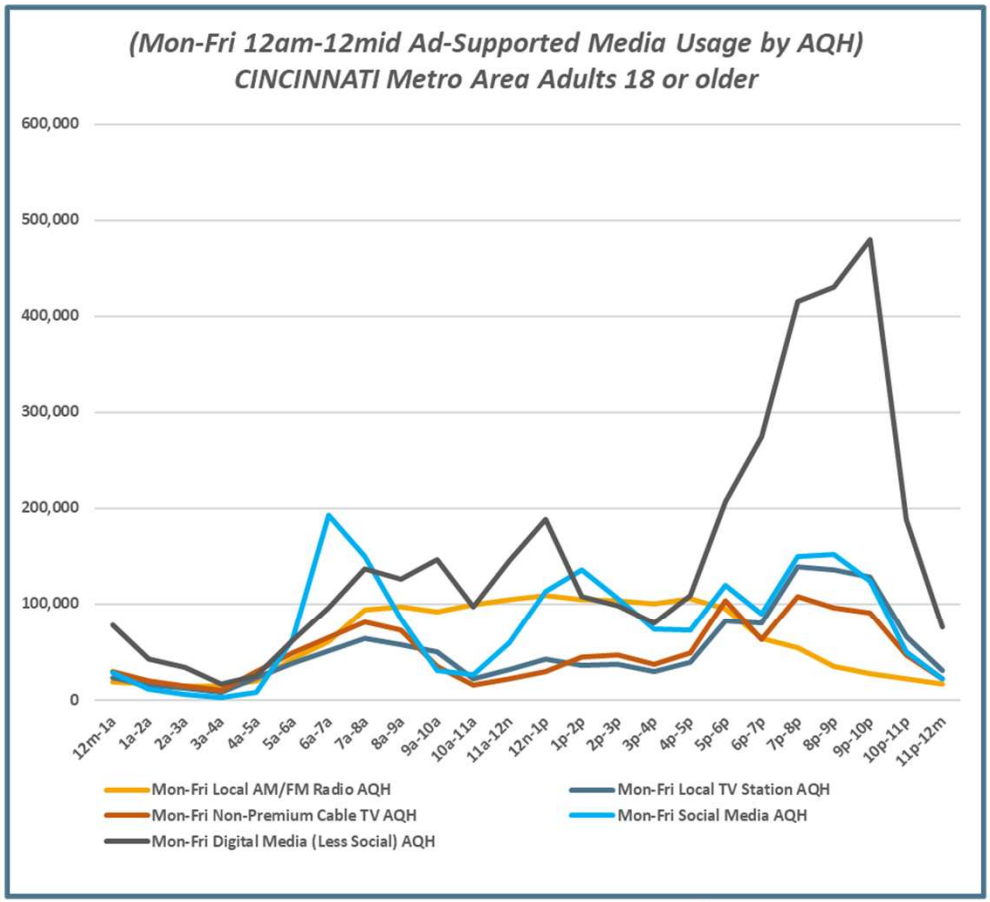
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,640; Social Media: 4,257; Local Radio: 3,367; Non-Prem. Cable: 2,466; Local TV: 2,064 reaching Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE.





CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 64

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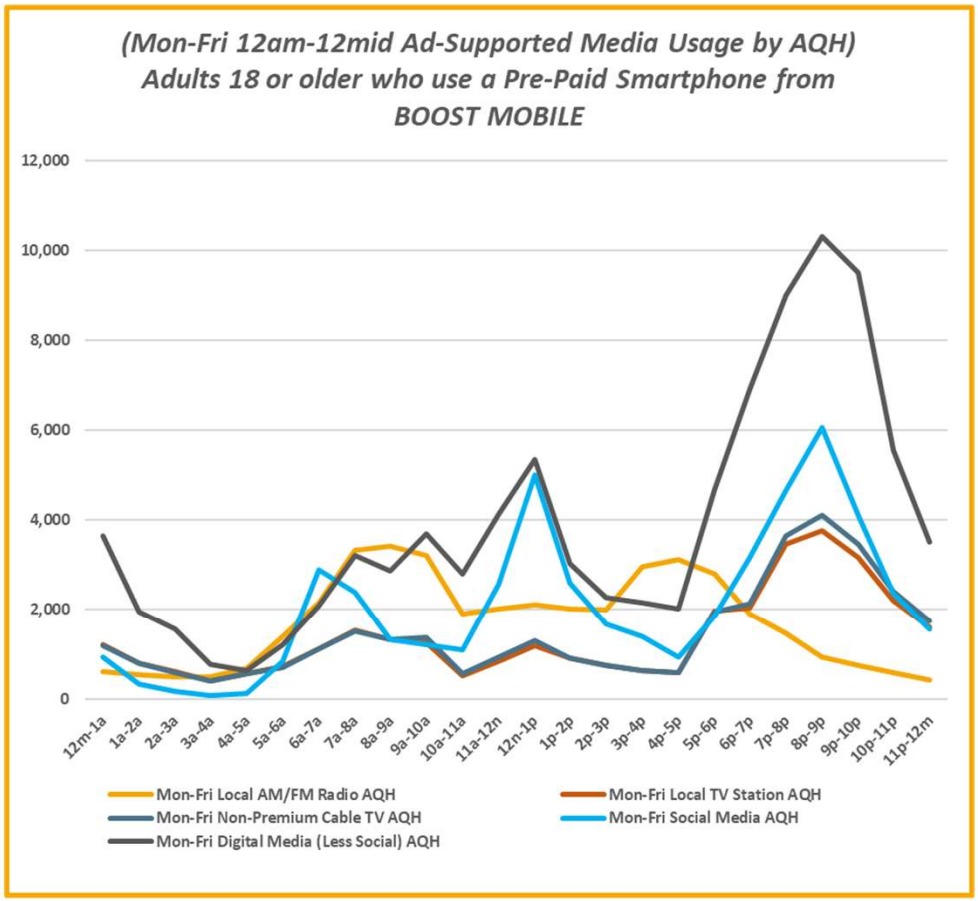
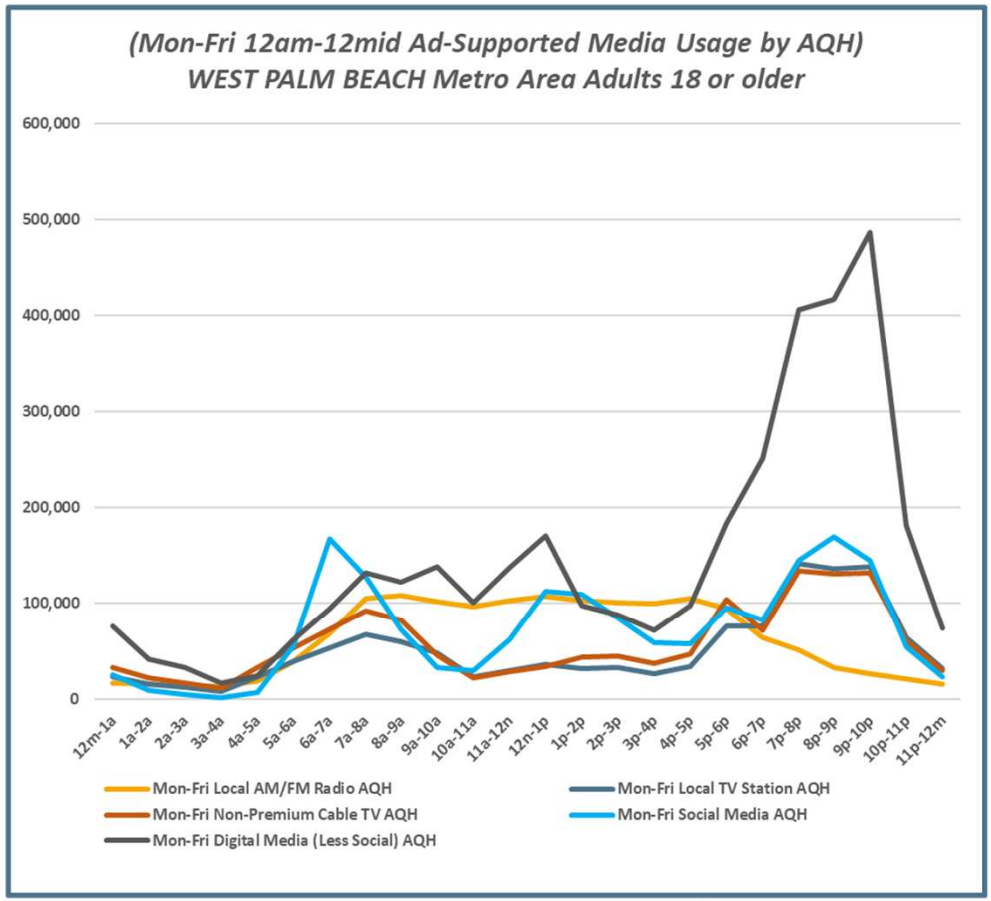
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,464; Local Radio: 2,520; Social Media: 2,150; Non-Prem. Cable: 1,146; Local TV: 1,118 reaching Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE.





WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 75

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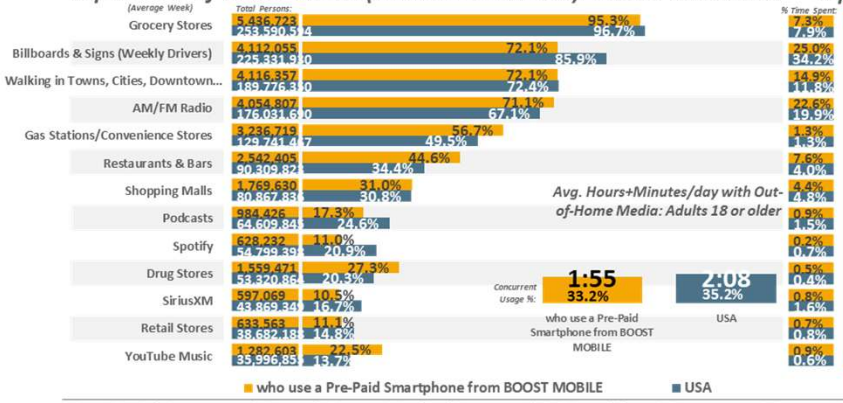
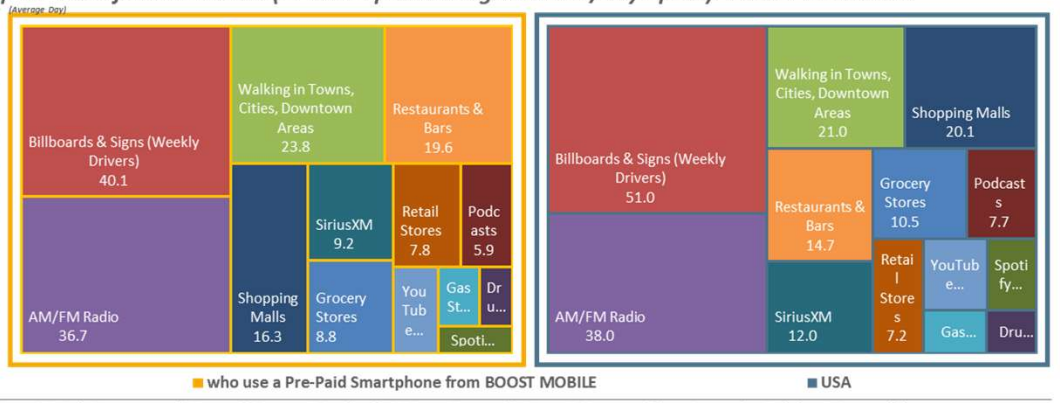
4,112,055 or 72.1% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 40.1 minutes per day driving, seeing Billboards and Signs. 69.% Listen to Local Radio Stations Out-of-Home for an average of 35.1 minutes/day.

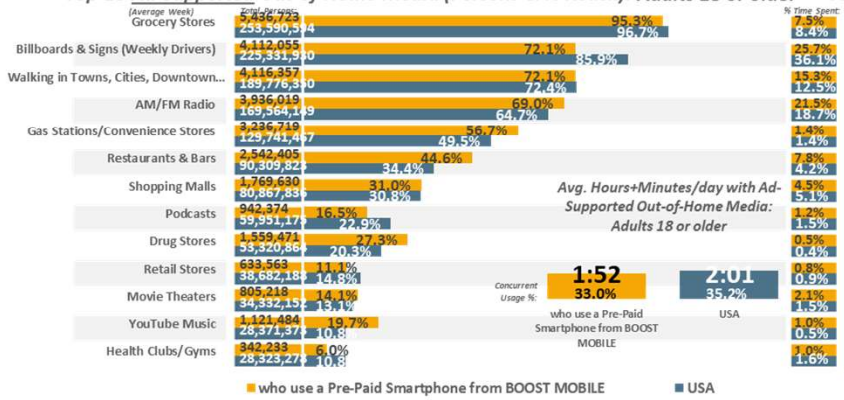
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



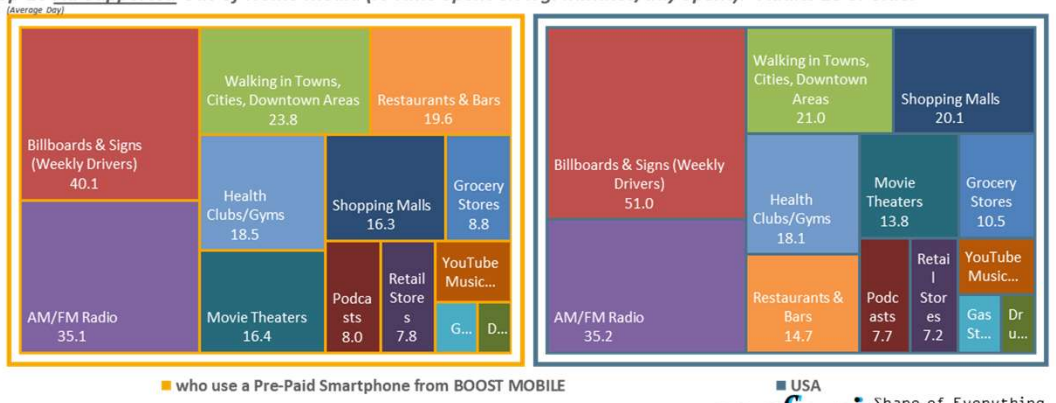
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2025: Feb24-Mar25 Qual Intab 520

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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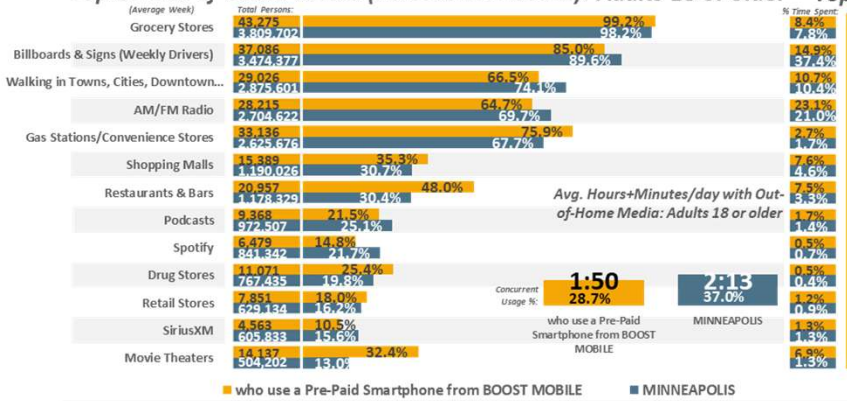
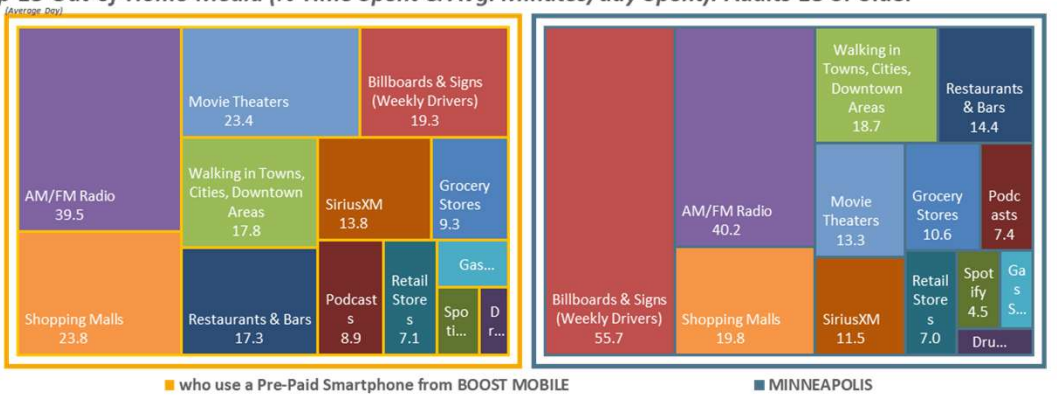
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

37,086 or 85.% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 19.3 minutes per day driving, seeing Billboards and Signs. 60.8% Listen to Local Radio Stations Out-of-Home for an average of 34.9 minutes/day.

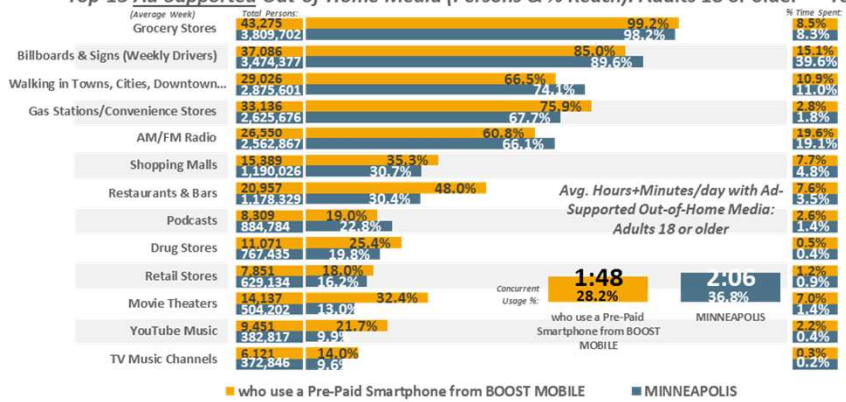
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



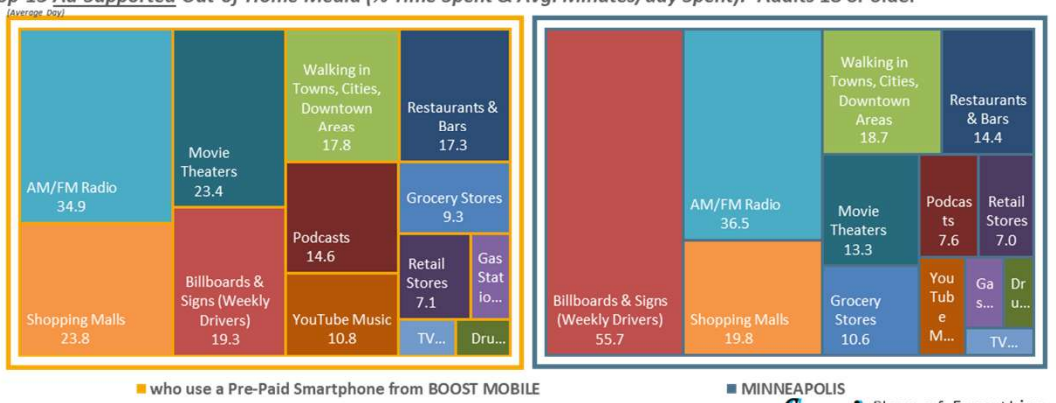
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 32

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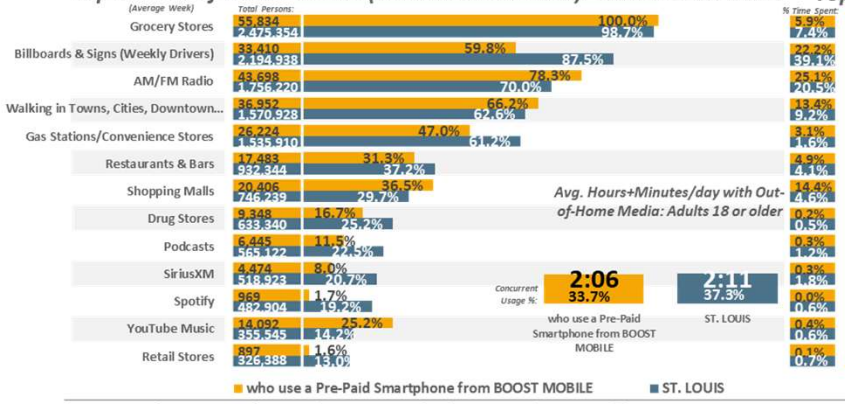
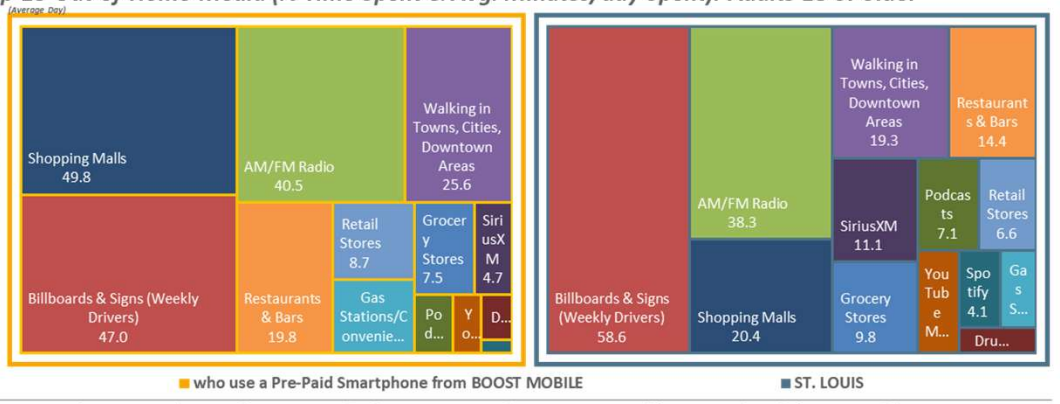
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

33,410 or 59.8% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 47. minutes per day driving, seeing Billboards and Signs. 76.9% Listen to Local Radio Stations Out-of-Home for an average of 33.3 minutes/day.

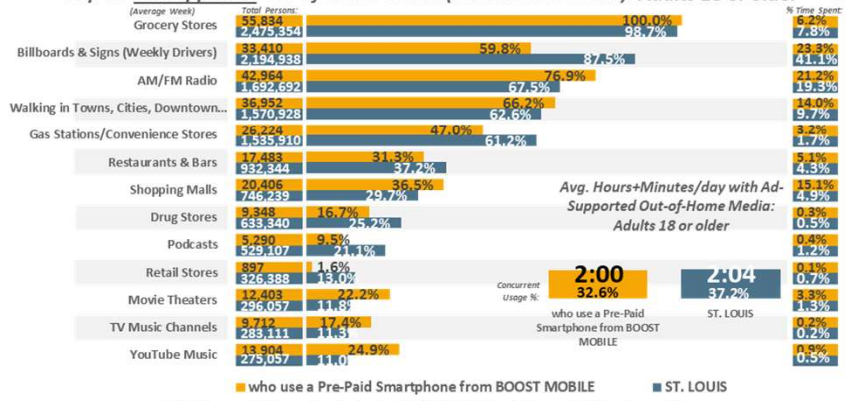
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



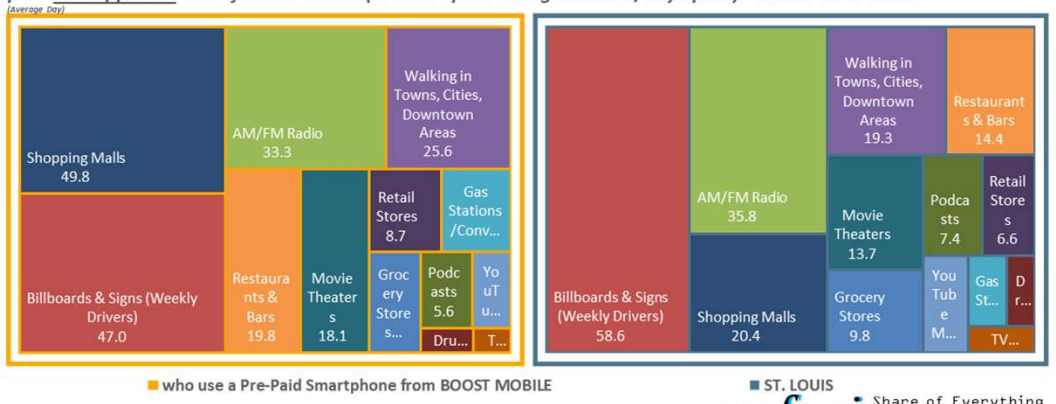
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 37

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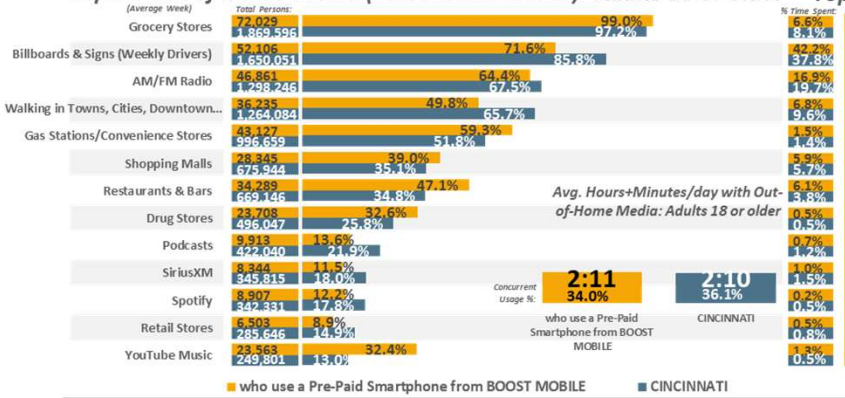
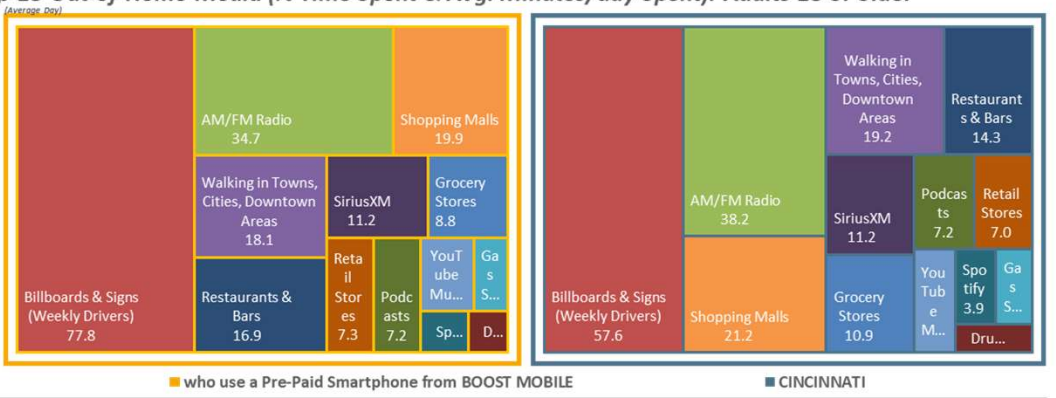
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

52,106 or 71.6% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 77.8 minutes per day driving, seeing Billboards and Signs. 62.4% Listen to Local Radio Stations Out-of-Home for an average of 32.7 minutes/day.

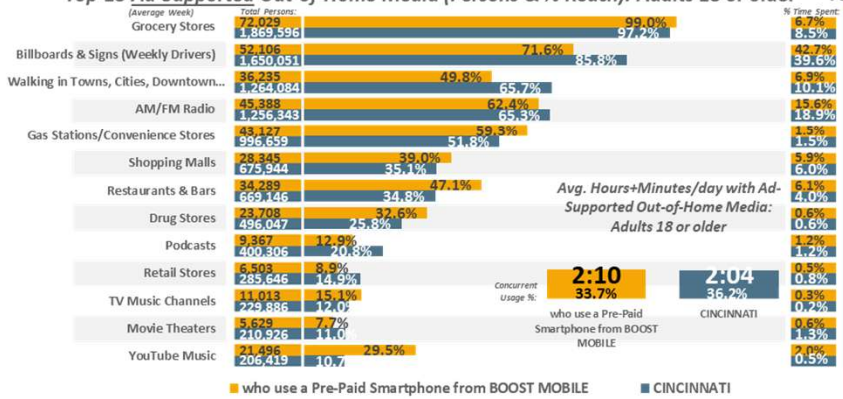
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



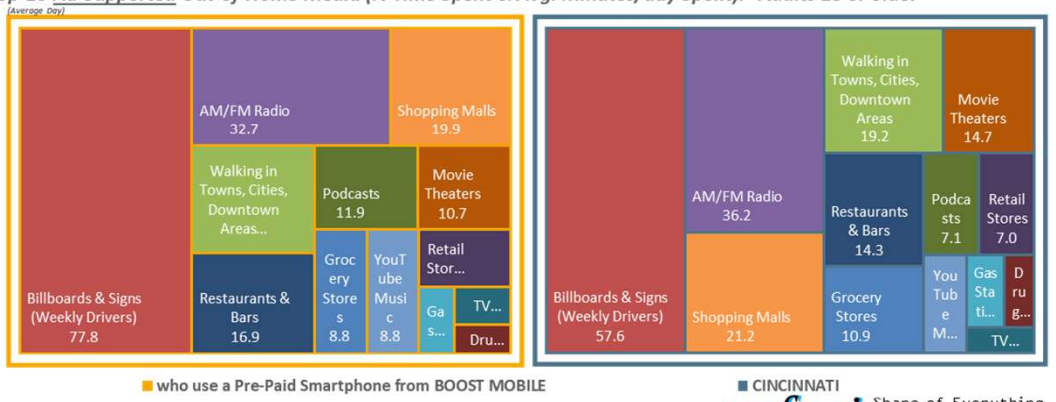
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 64

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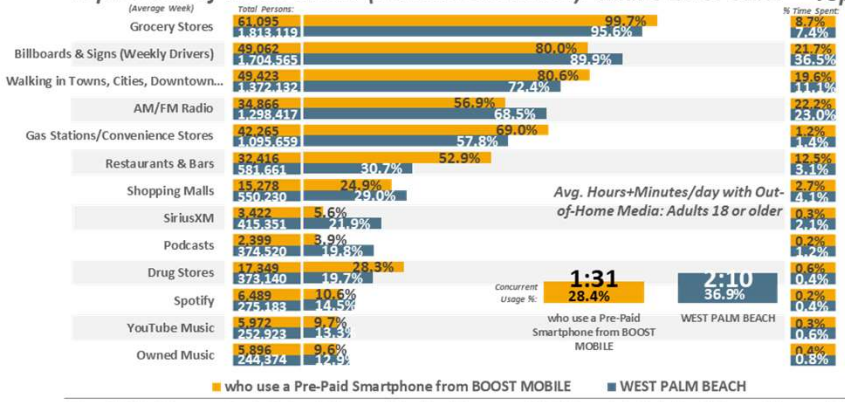
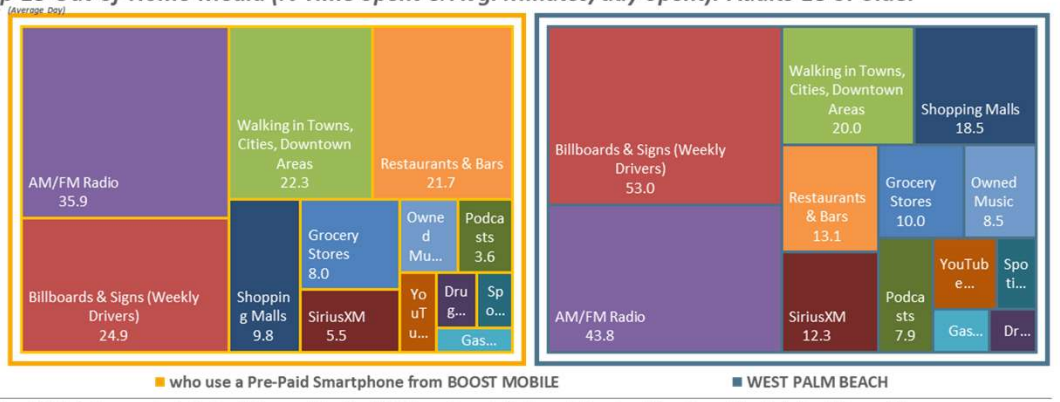
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

49,062 or 80.% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 24.9 minutes per day driving, seeing Billboards and Signs. 56.% Listen to Local Radio Stations Out-of-Home for an average of 35.9 minutes/day.

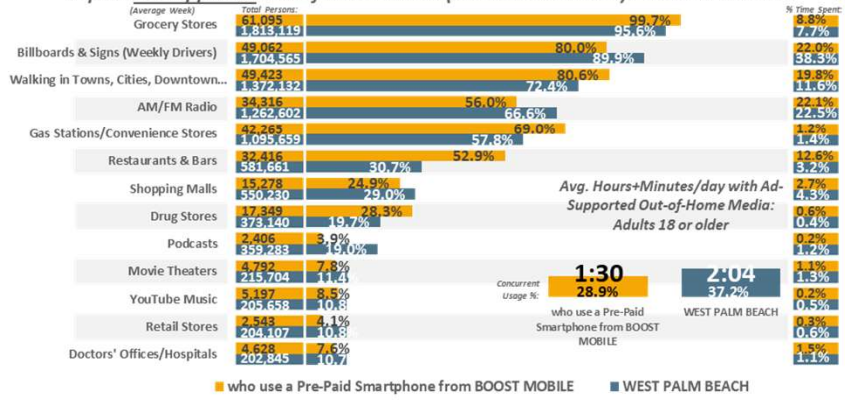
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



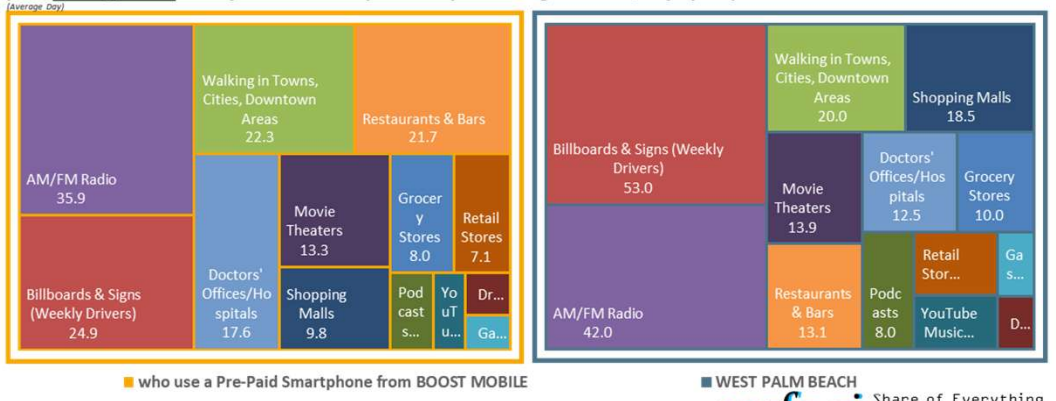
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 75

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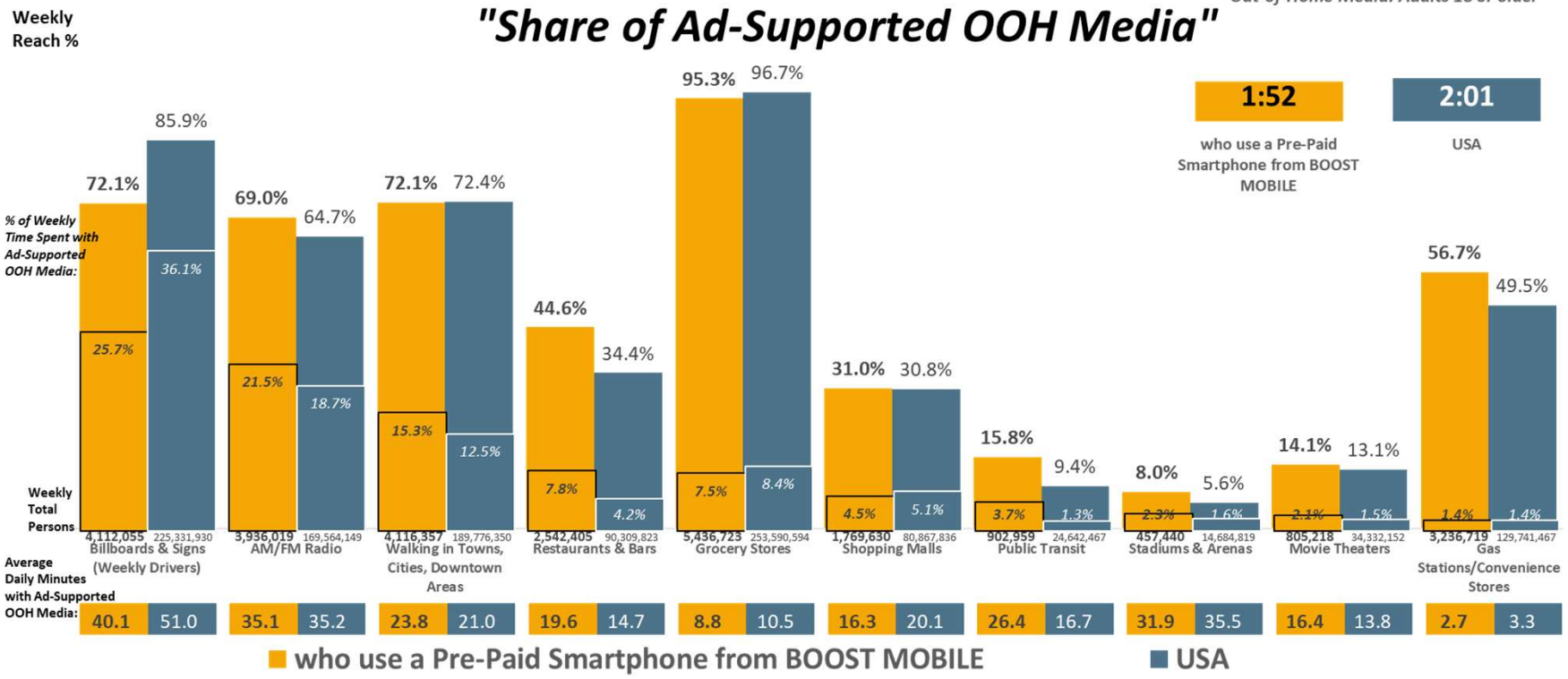
4,112,055 or 72.1% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 40.1 minutes per day driving, seeing Billboards and Signs representing 25.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 520

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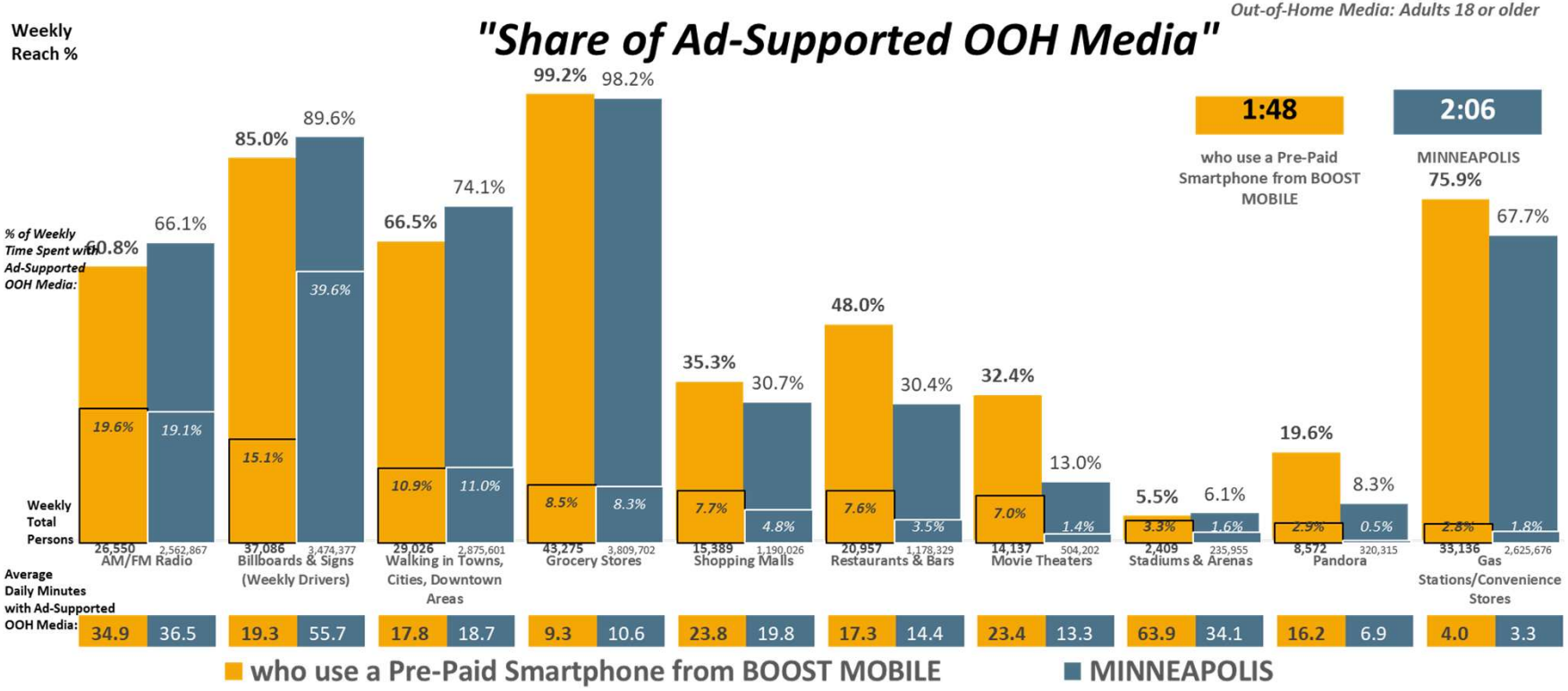
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

37,086 or 85.% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 19.3 minutes per day driving, seeing Billboards and Signs representing 15.1% 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"



MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 32 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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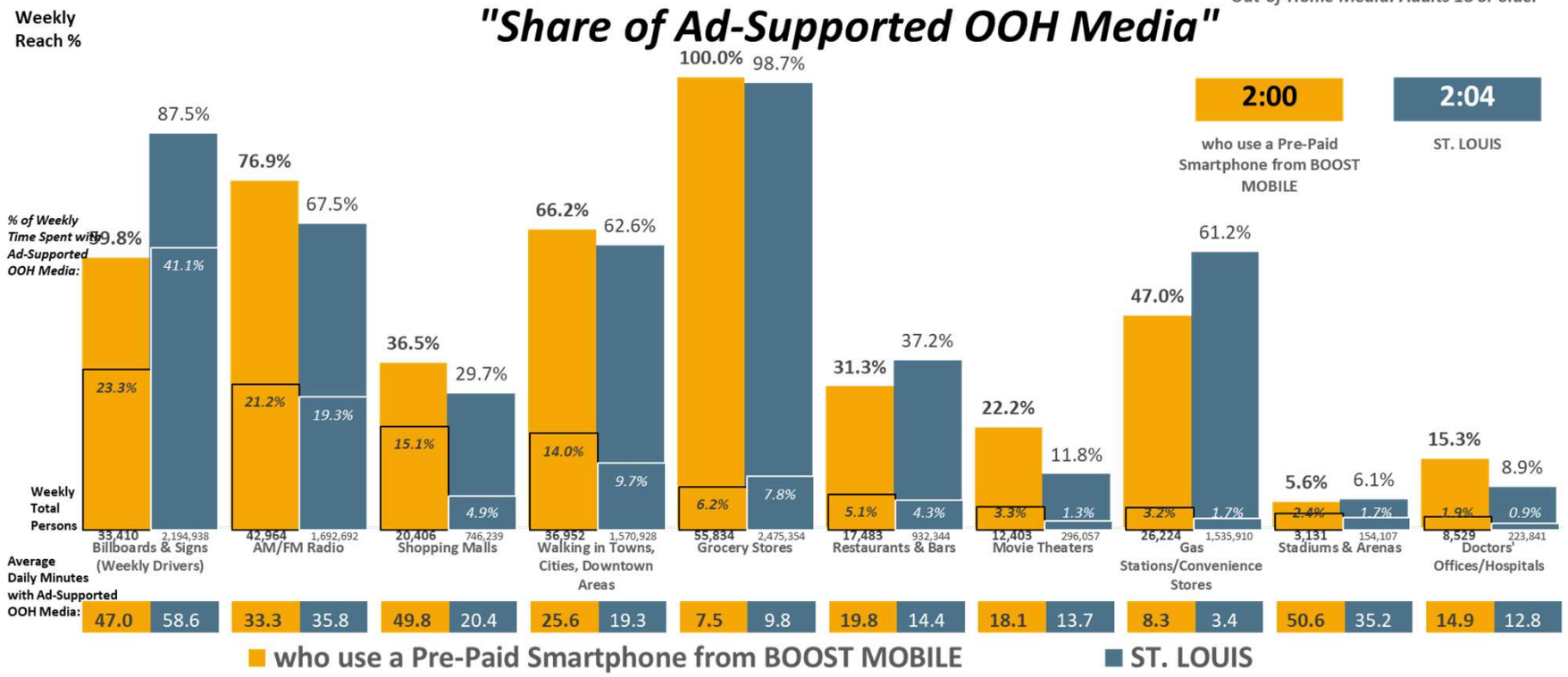
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

33,410 or 59.8% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 47. minutes per day driving, seeing Billboards and Signs representing 23.3% 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"



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 37 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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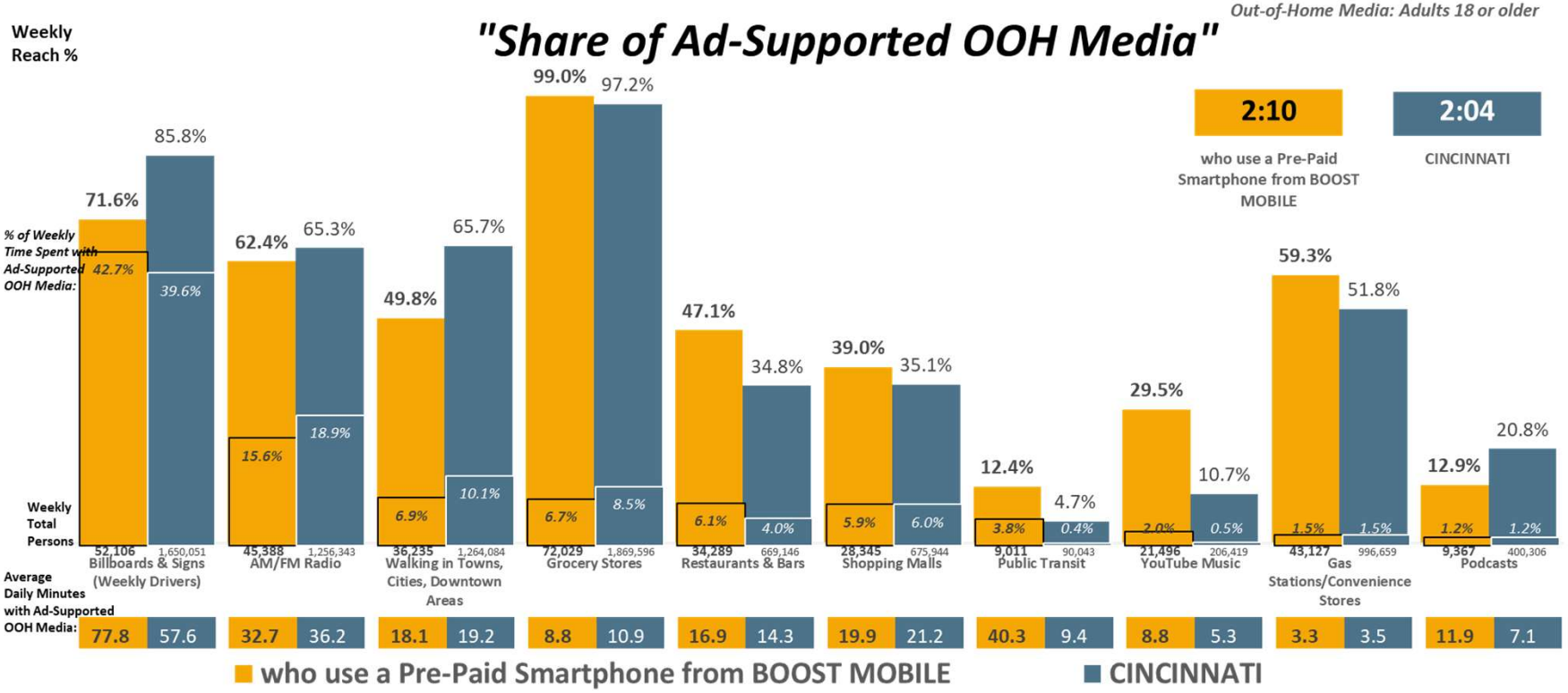
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

52,106 or 71.6% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 77.8 minutes per day driving, seeing Billboards and Signs representing 42.7% 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



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 64 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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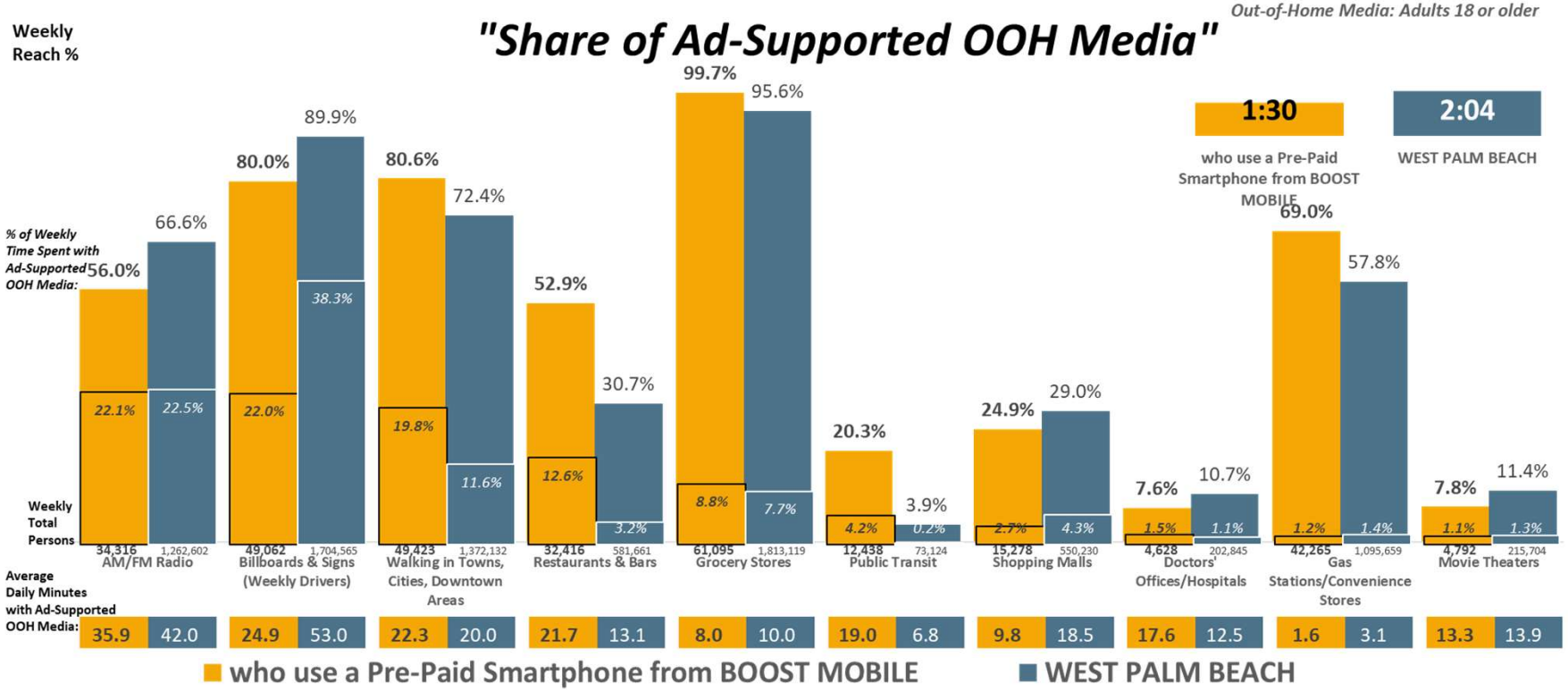
49,062 or 80.% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 24.9 minutes per day driving, seeing Billboards and Signs representing 22.% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 75 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

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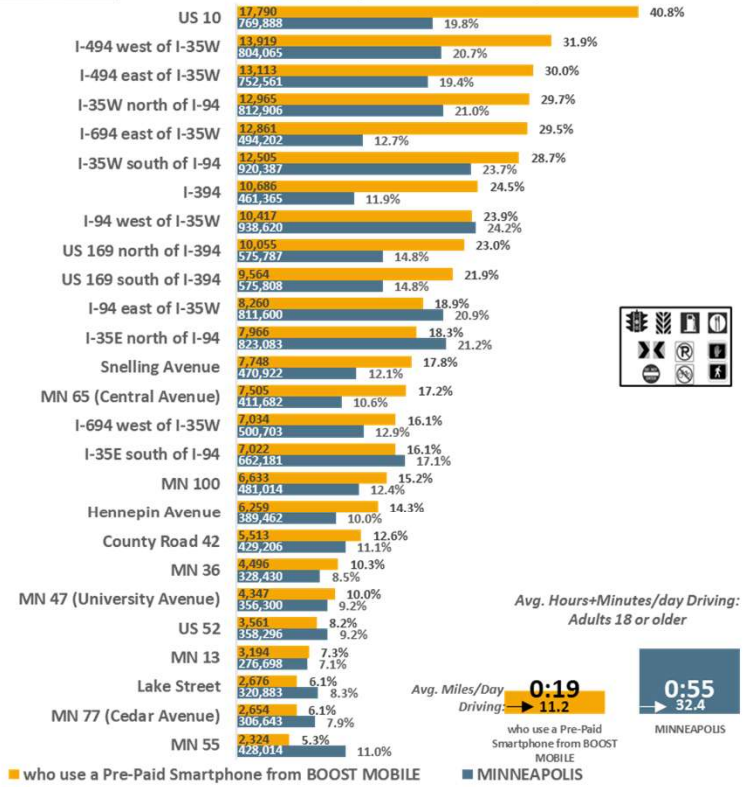
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

boost mobile MSP

37,086 or 85.% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 19.3 minutes per day driving an average of 11.2 miles each day and are 131.3% more likely to use I-694 east of I-35W than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older

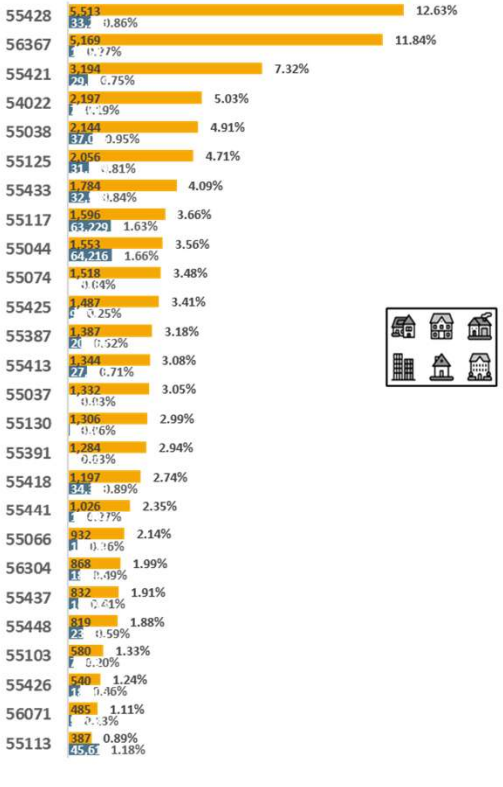


Avg. Hours+Minutes/day Driving: Adults 18 or older

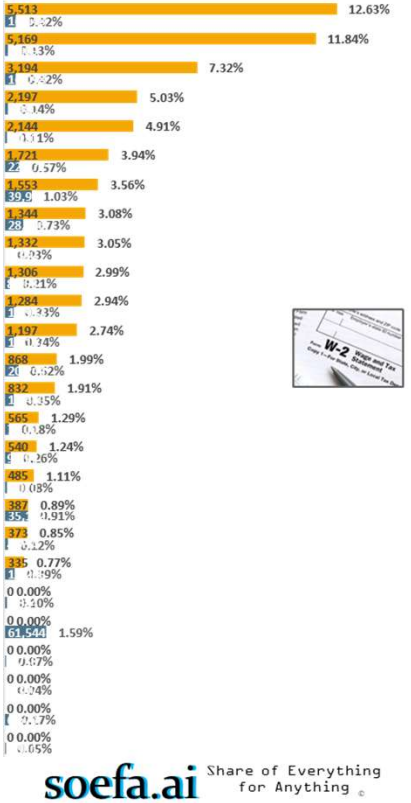
Avg. Miles/Day Driving: 0:19 → 11.2 who use a Pre-Paid Smartphone from BOOST MOBILE

0:55 → 32.4 MINNEAPOLIS

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 32

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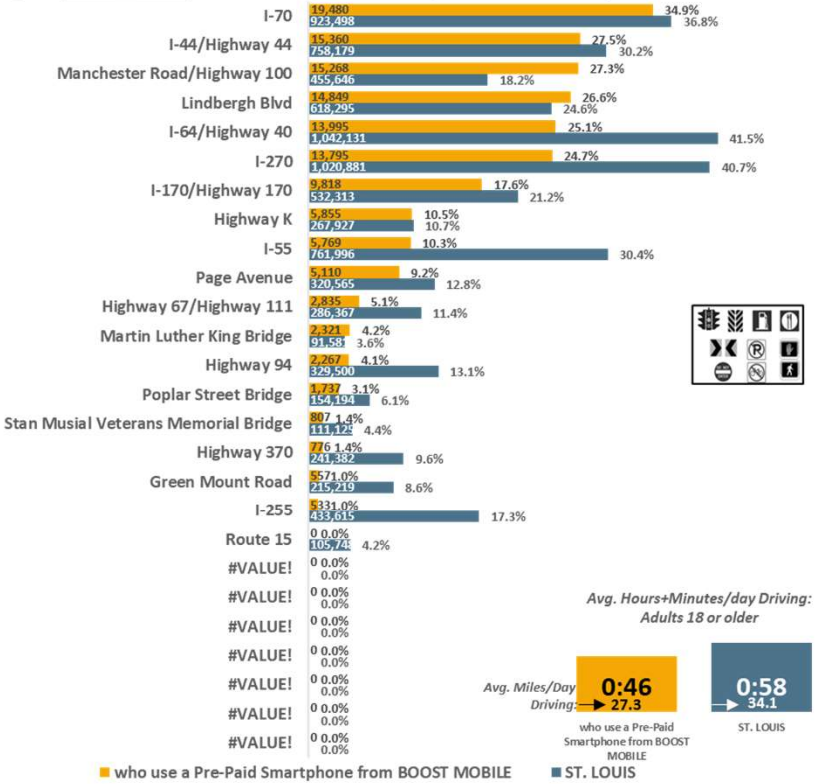
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

33,410 or 59.8% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 47. minutes per day driving an average of 27.3 miles each day and are 50.6% more likely to use Manchester Road/Highway 100 than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



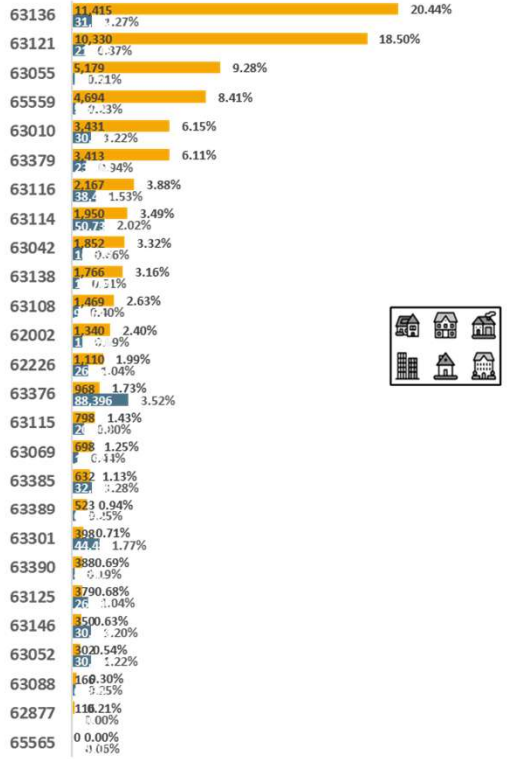
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 27.3

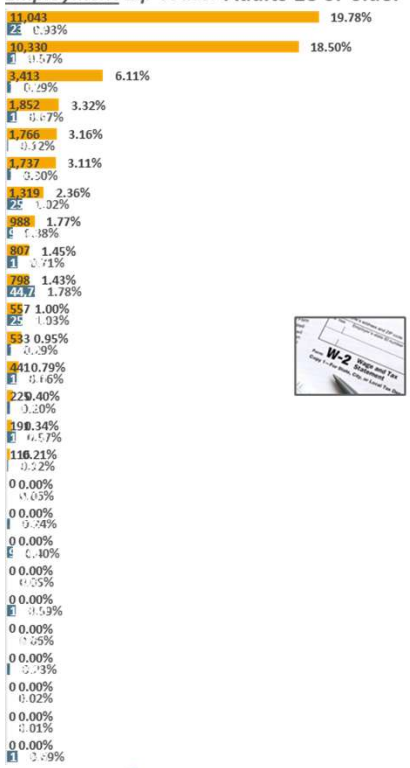
0:46 who use a Pre-Paid Smartphone from BOOST MOBILE

0:58 → 34.1 ST. LOUIS

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 37

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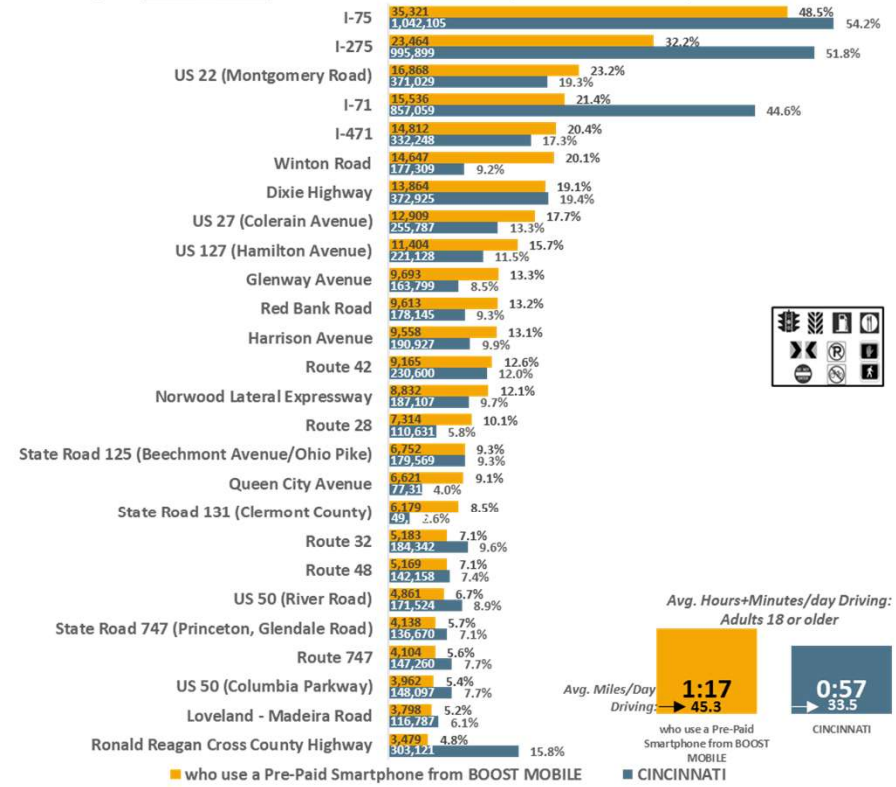
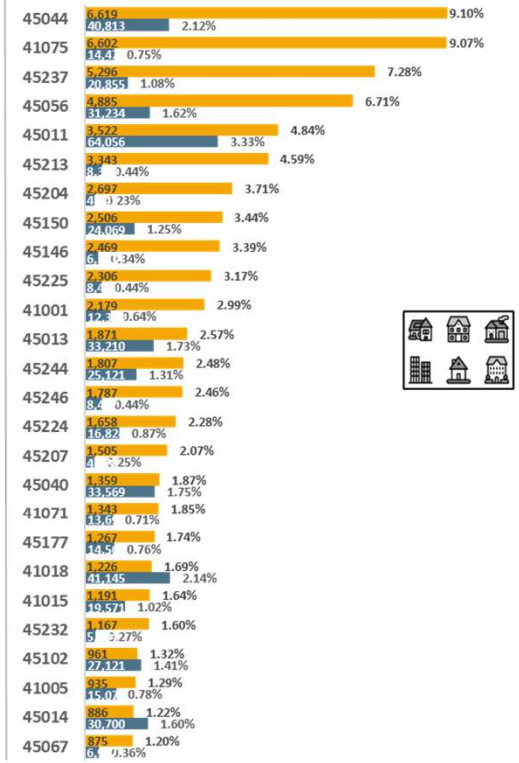
52,106 or 71.6% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 77.8 minutes per day driving an average of 45.3 miles each day and are 228.4% more likely to use State Road 131 (Clermont County) than the Metro aver

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older

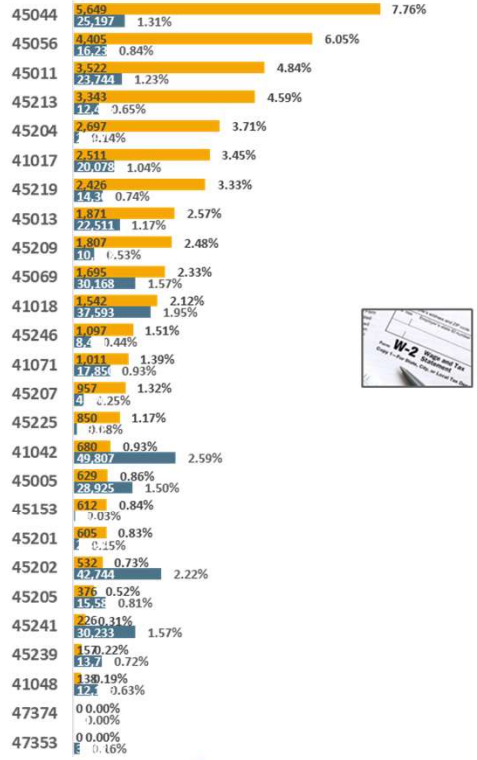


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 64

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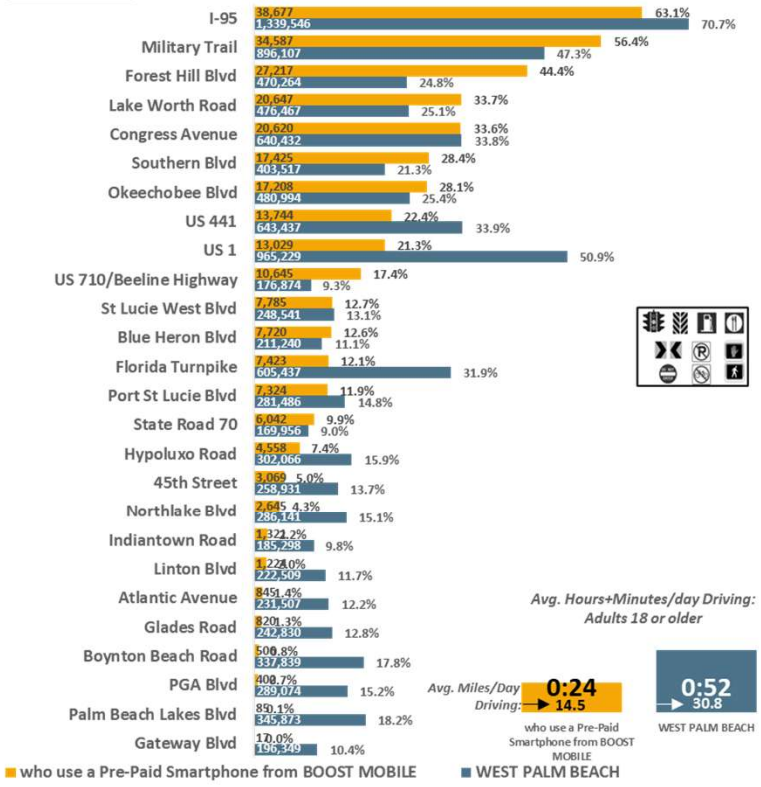
boost mobile WPB

49,062 or 80.% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE spend an average of 24.9 minutes per day driving an average of 14.5 miles each day and are 86.1% more likely to use US 710/Beeline Highway than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older

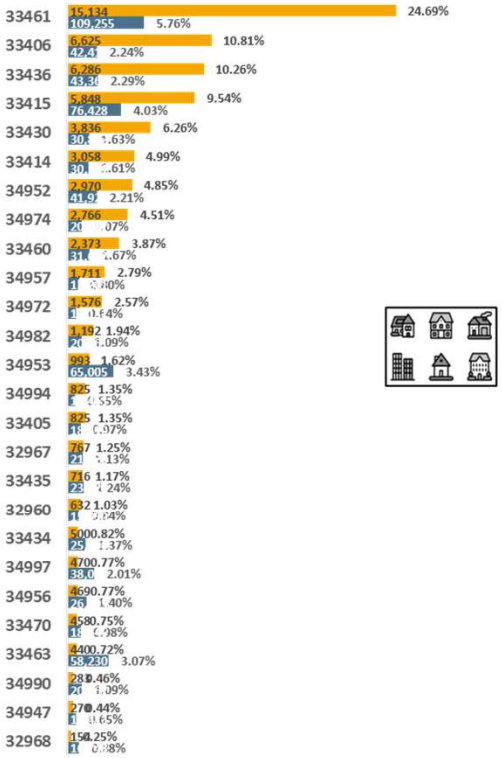


Avg. Hours+Minutes/day Driving: Adults 18 or older

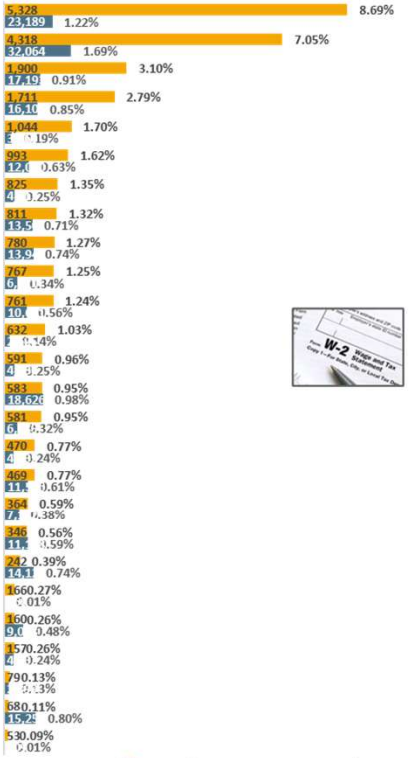
Avg. Miles/Day Driving: 0:24 → 14.5 who use a Pre-Paid Smartphone from BOOST MOBILE

0:52 → 30.8 WEST PALM BEACH

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 75

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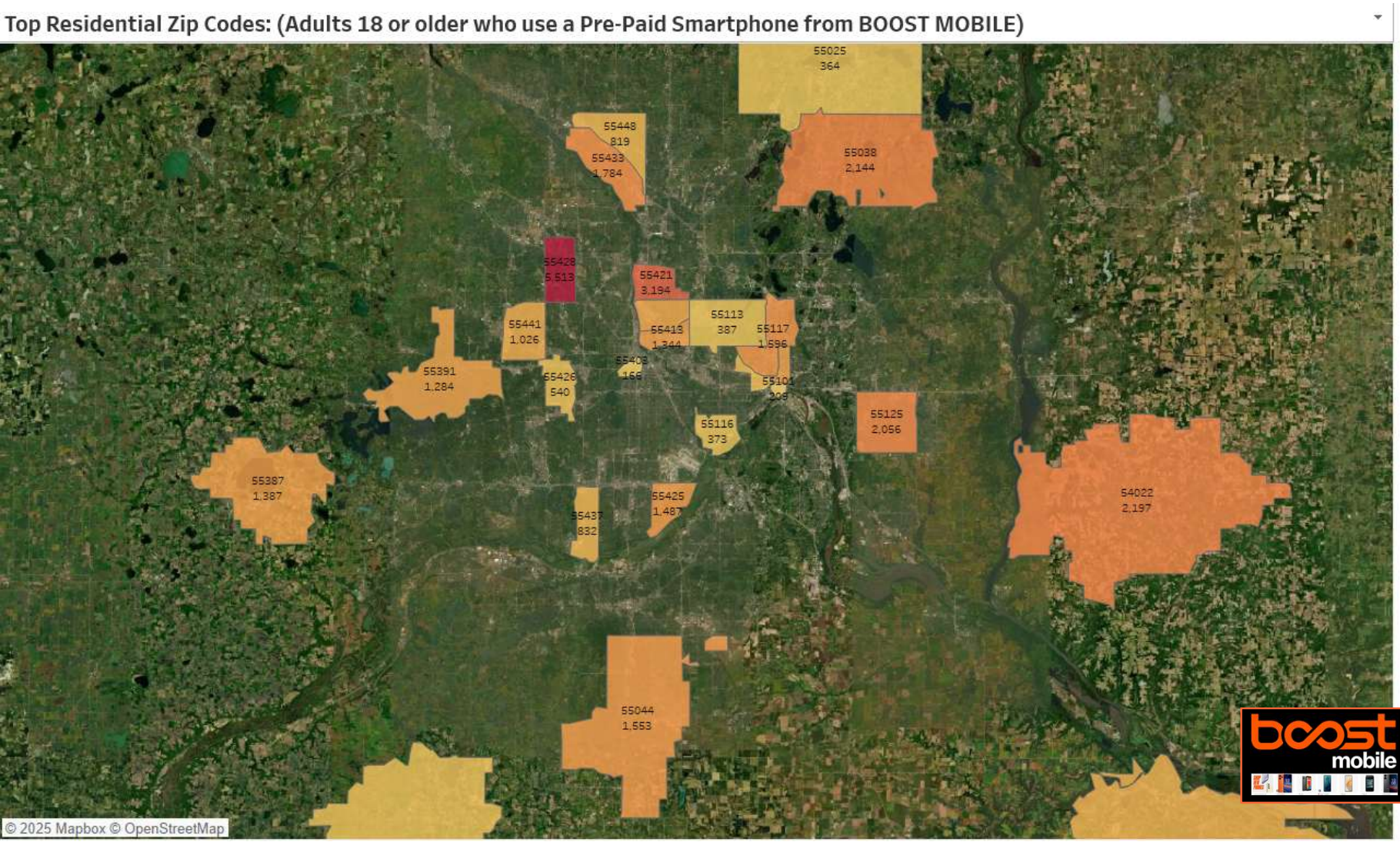
Top Residential Zip Codes: (Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE)



boost mobile MSP

MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 32

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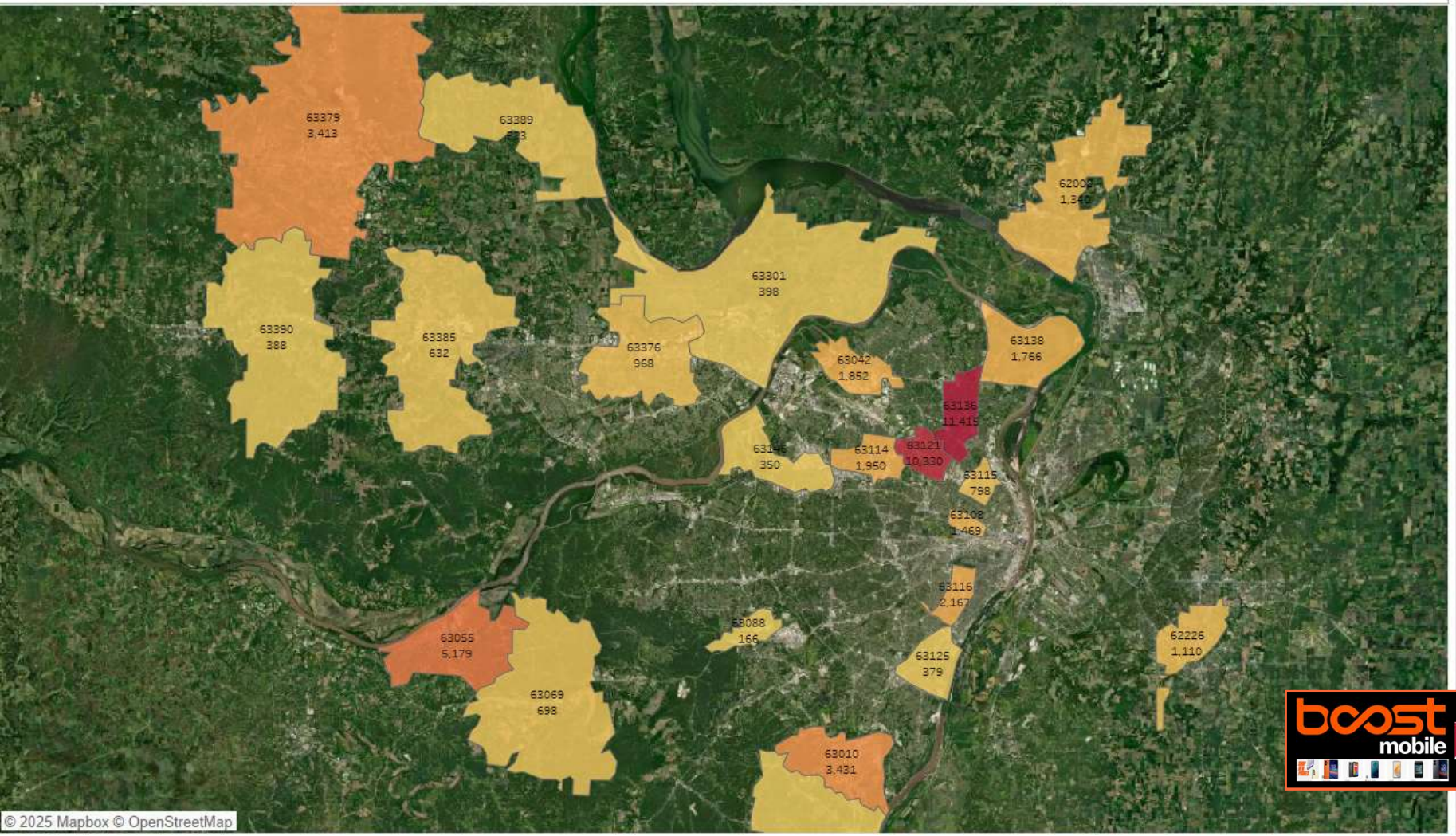
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

Top Residential Zip Codes: (Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE)



SUM(Adults 18 or older ...

116 11,415

boost mobile STL

ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 37

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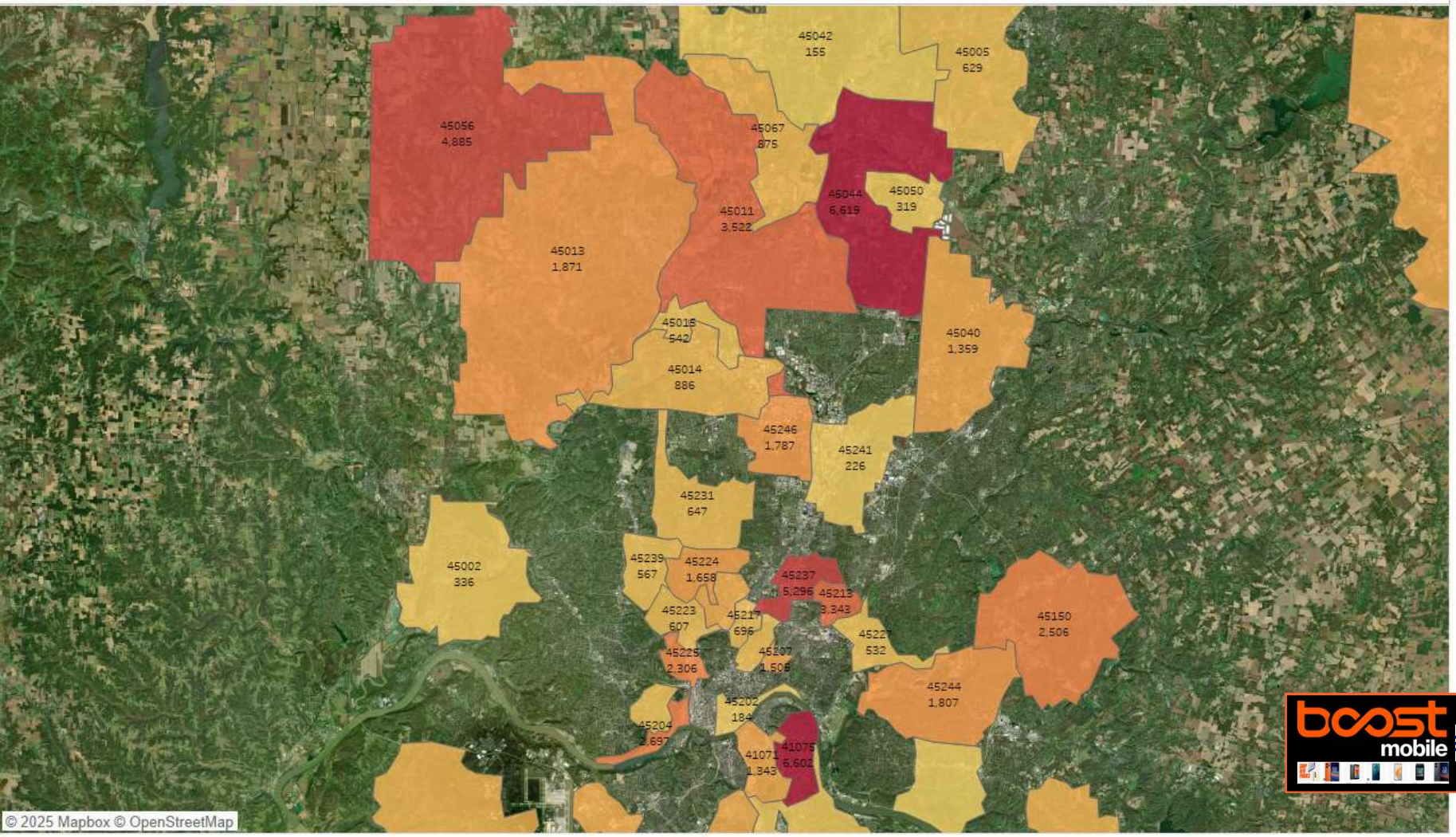
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

Top Residential Zip Codes: (Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE)



SUM(Adults 18 or older ...

52 6,619

boost mobile CIN

CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 64

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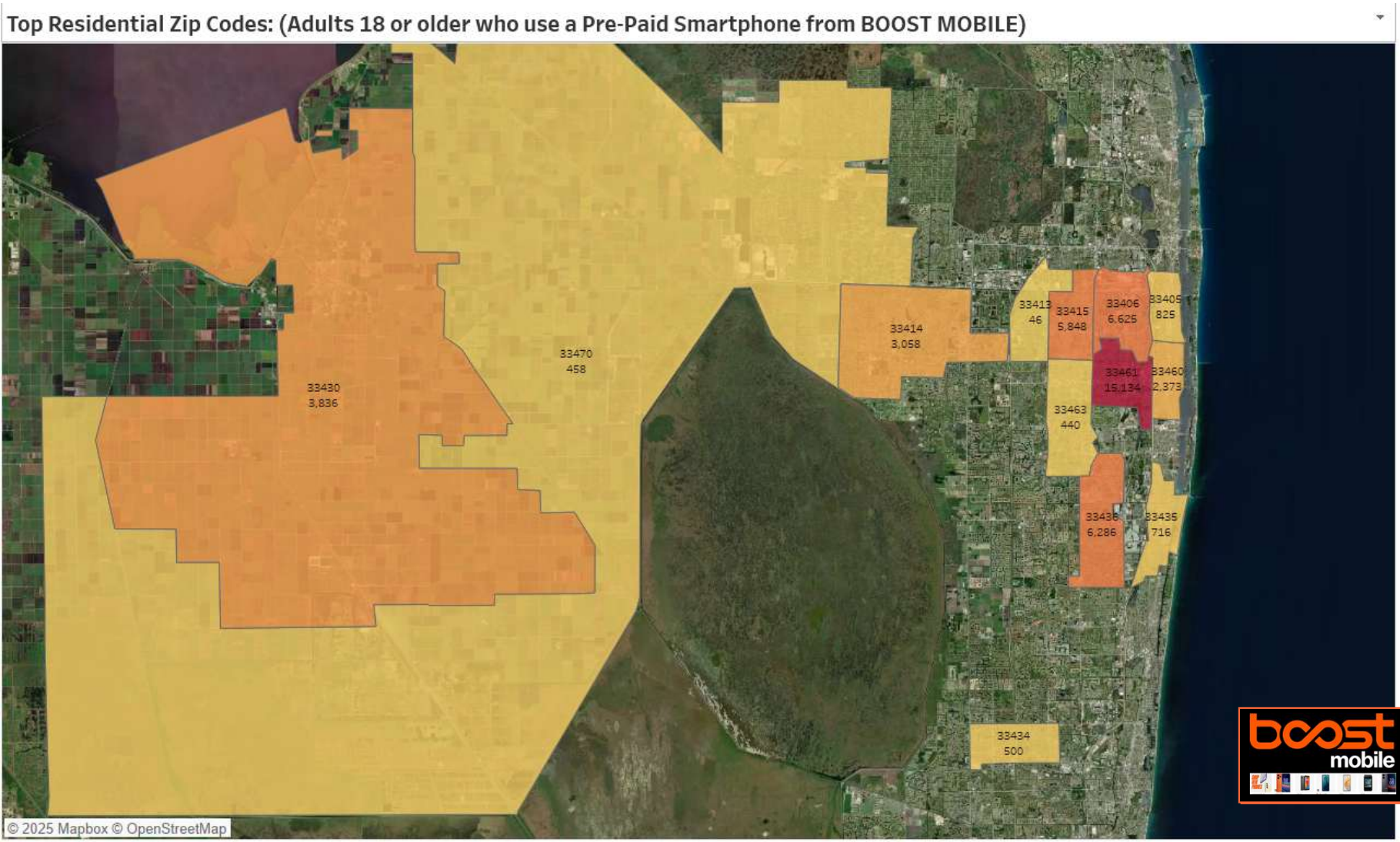
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

Top Residential Zip Codes: (Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE)



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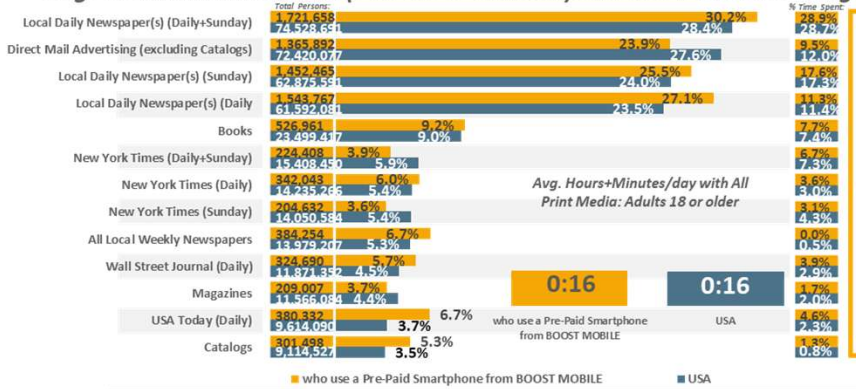
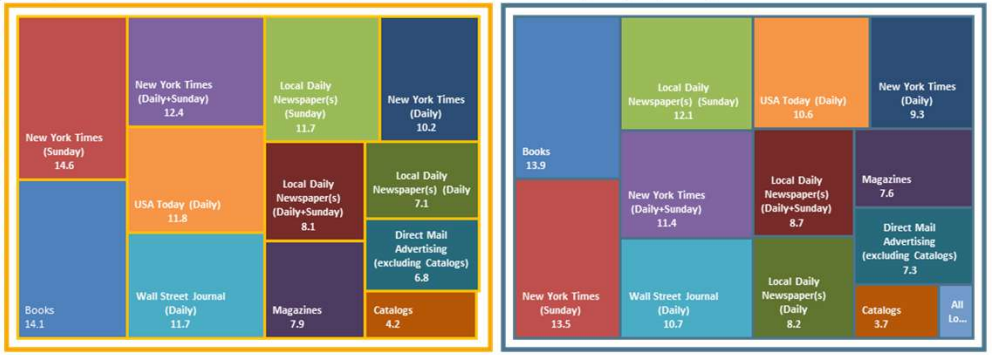
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

1,721,658 or 30.2% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 31.3% of all time spent daily with All forms of Print Media.

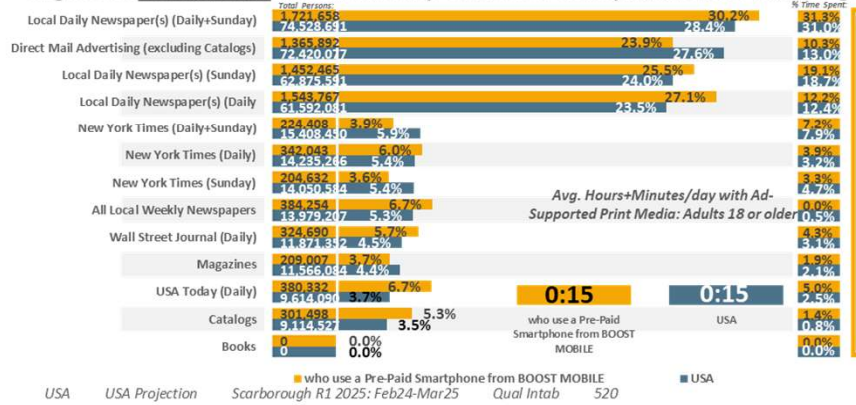
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



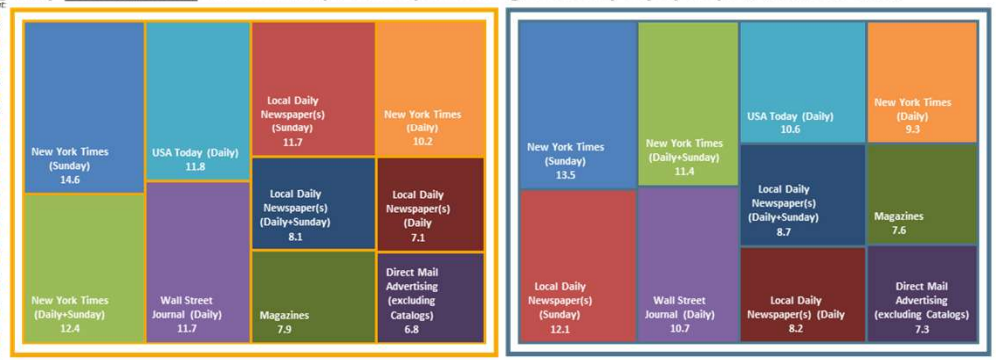
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R1 2025: Feb24-Mar25 Qual Intab 520

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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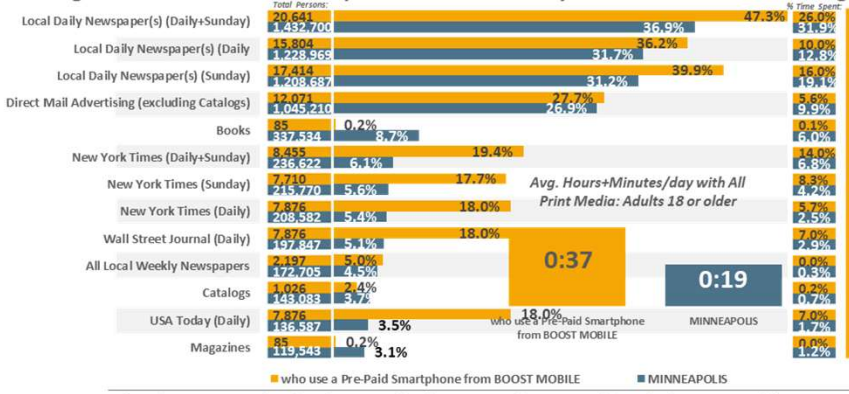
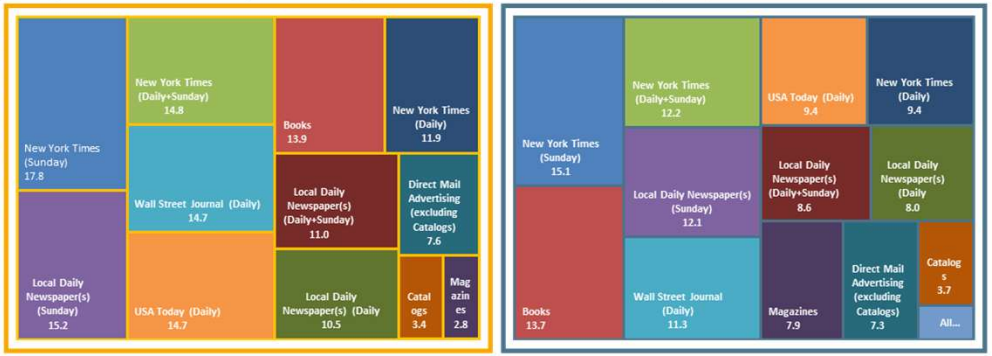
20,641 or 47.3% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11. minutes every day representing 26.1% of all time spent daily with All forms of Print Media.

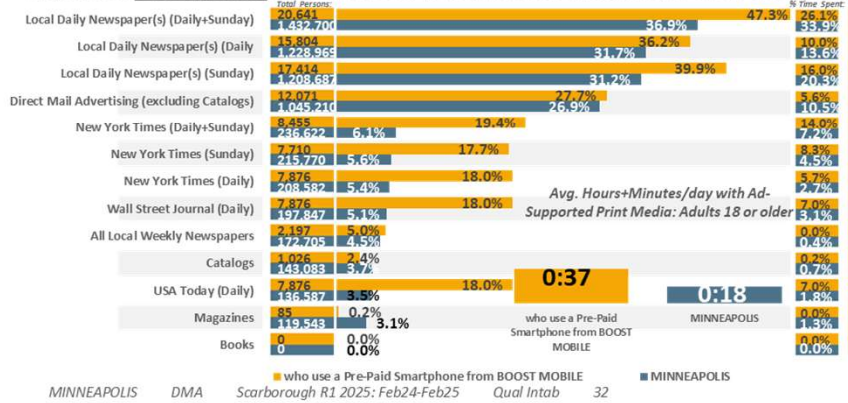
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



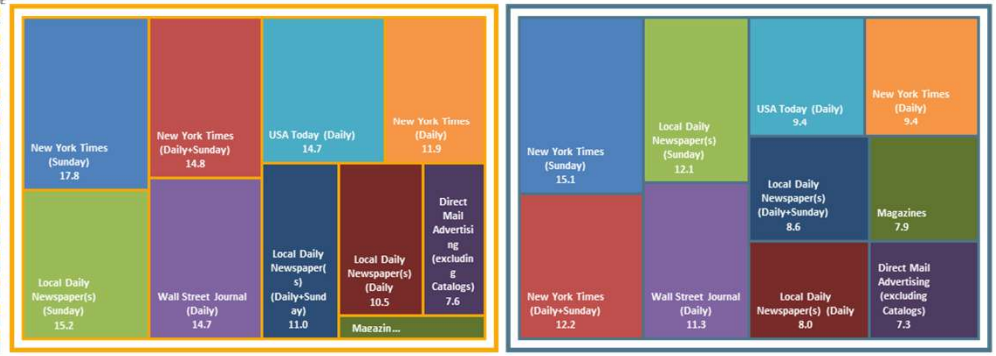
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 32

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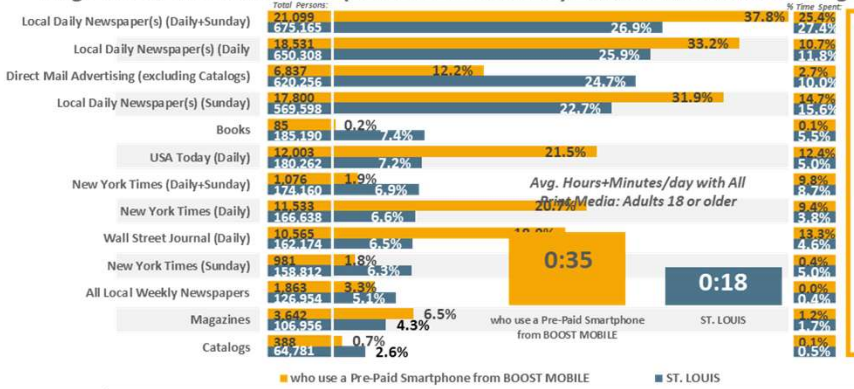
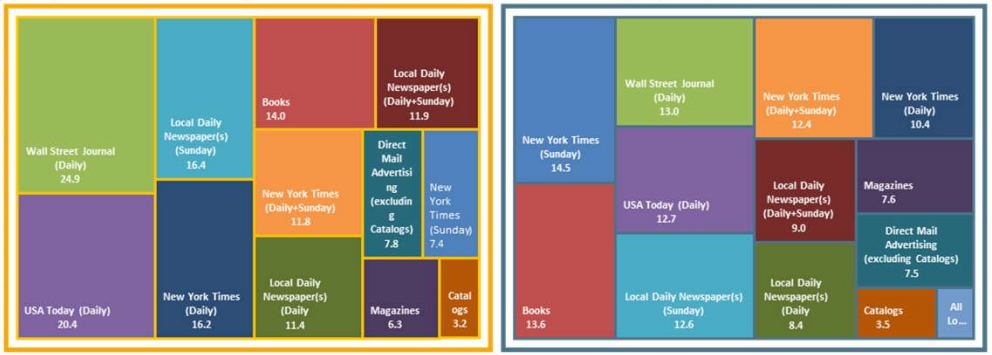
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

21,099 or 37.8% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.9 minutes every day representing 25.4% of all time spent daily with All forms of Print Media.

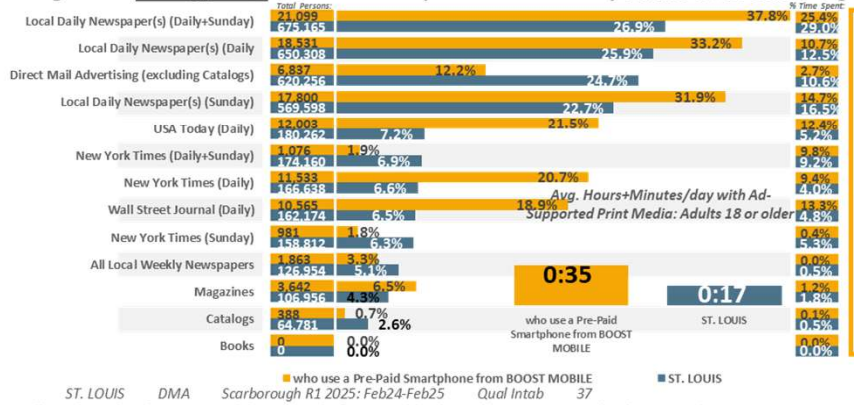
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 37

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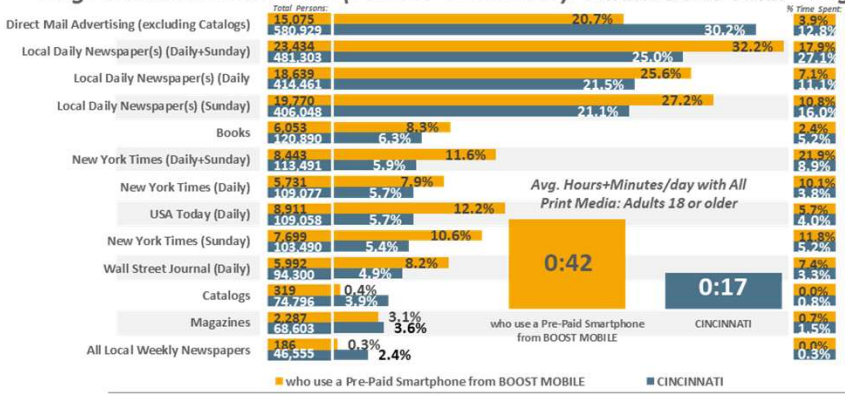
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

8,443 or 11.6% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE read New York Times (Daily+Sunday) for an average of 51.6 minutes every day representing 22.5% of all time spent daily with All forms of Print Media.

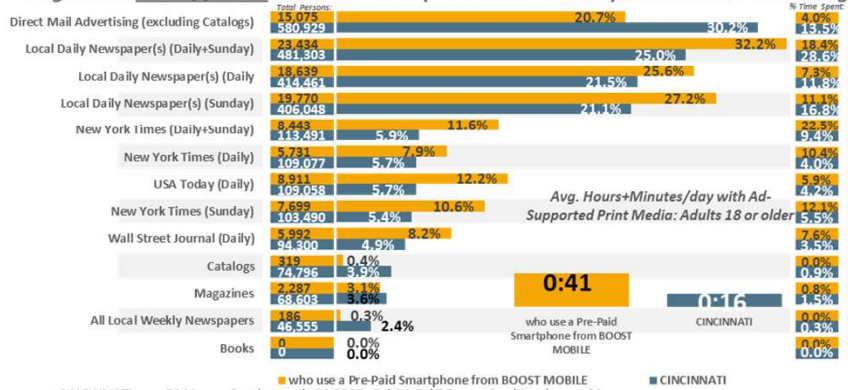
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 64

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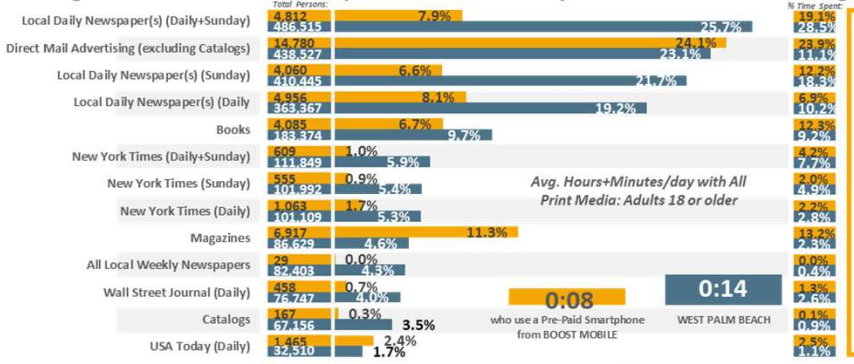
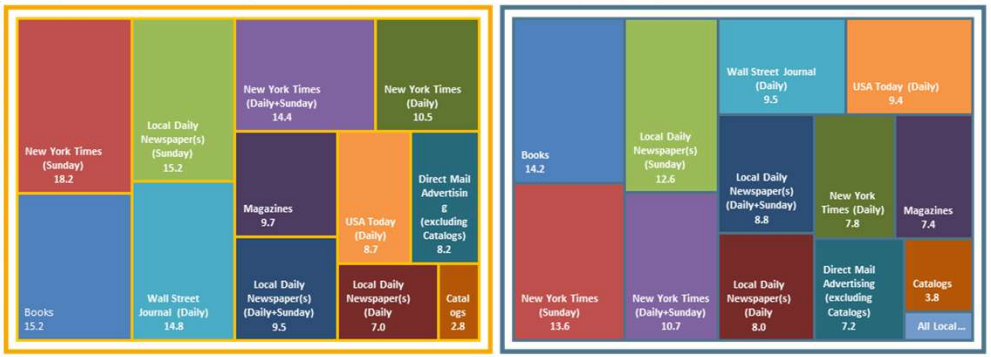
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

14,780 or 24.1% of Adults 18 or older who use a Pre-Paid Smartphone from BOOST MOBILE read Direct Mail Advertising (excluding Catalogs) for an average of 8.2 minutes every day representing 27.2% of all time spent daily with All forms of Print Media.

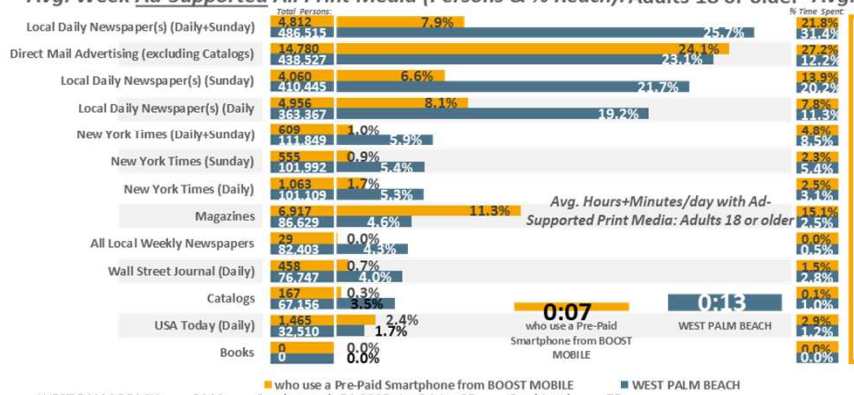
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



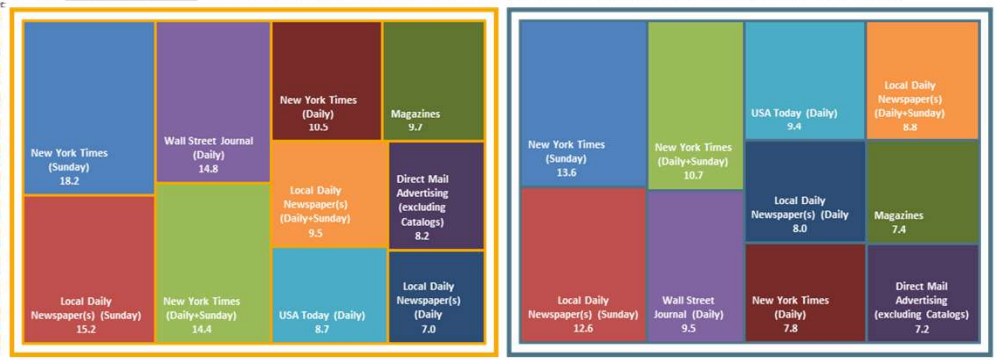
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WEST PALM BEACH DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 75

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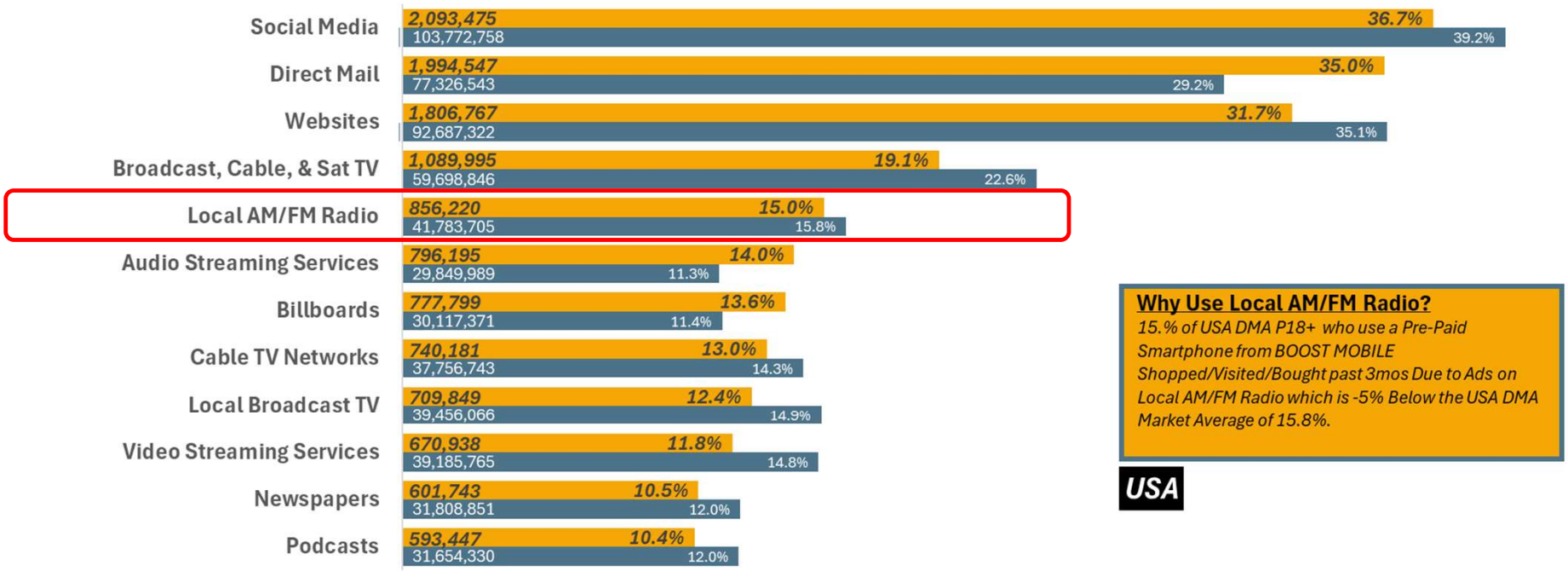
boost mobile USA

"Advertising Actions"

P18+ who use a Pre-Paid Smartphone from BOOST MOBILE (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.% of USA DMA P18+ who use a Pre-Paid Smartphone from BOOST MOBILE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -5% Below the USA DMA Market Average of 15.8%.

USA

USA DMA Scarborough R1 2025: Feb24-Mar25 Qual Intab: 520

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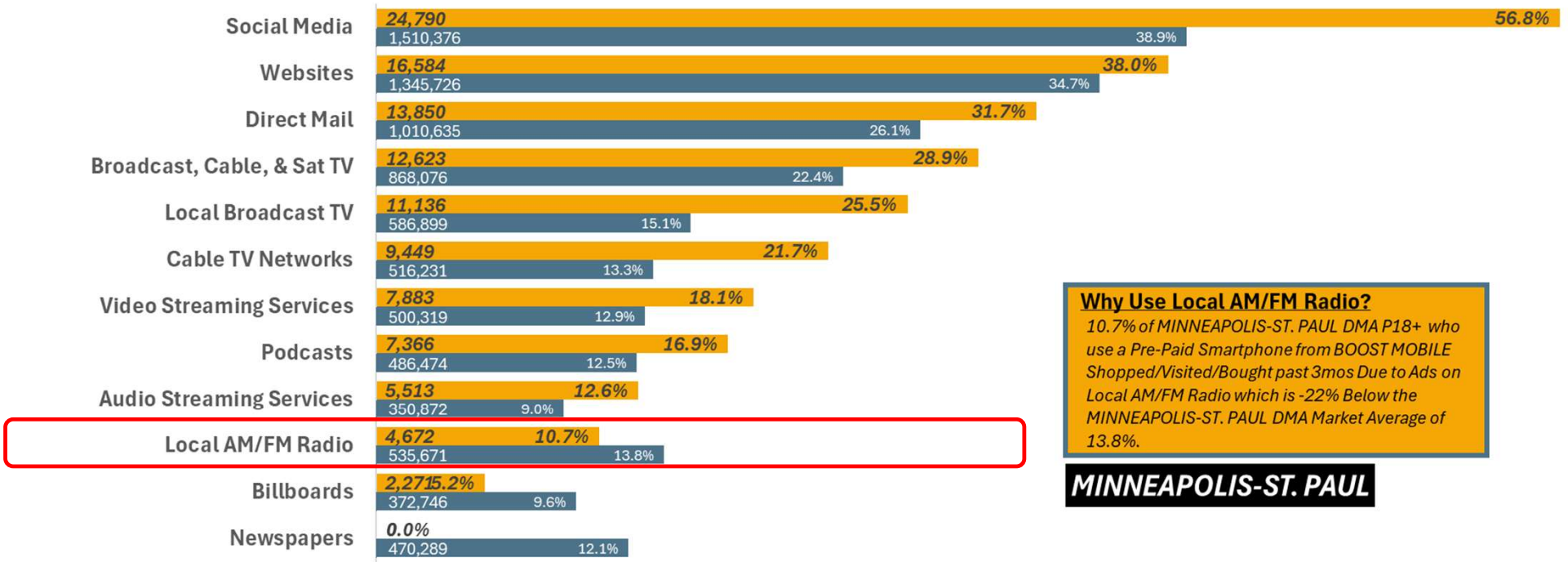
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

"Advertising Actions"

P18+ who use a Pre-Paid Smartphone from BOOST MOBILE (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

10.7% of MINNEAPOLIS-ST. PAUL DMA P18+ who use a Pre-Paid Smartphone from BOOST MOBILE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -22% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 13.8%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 32

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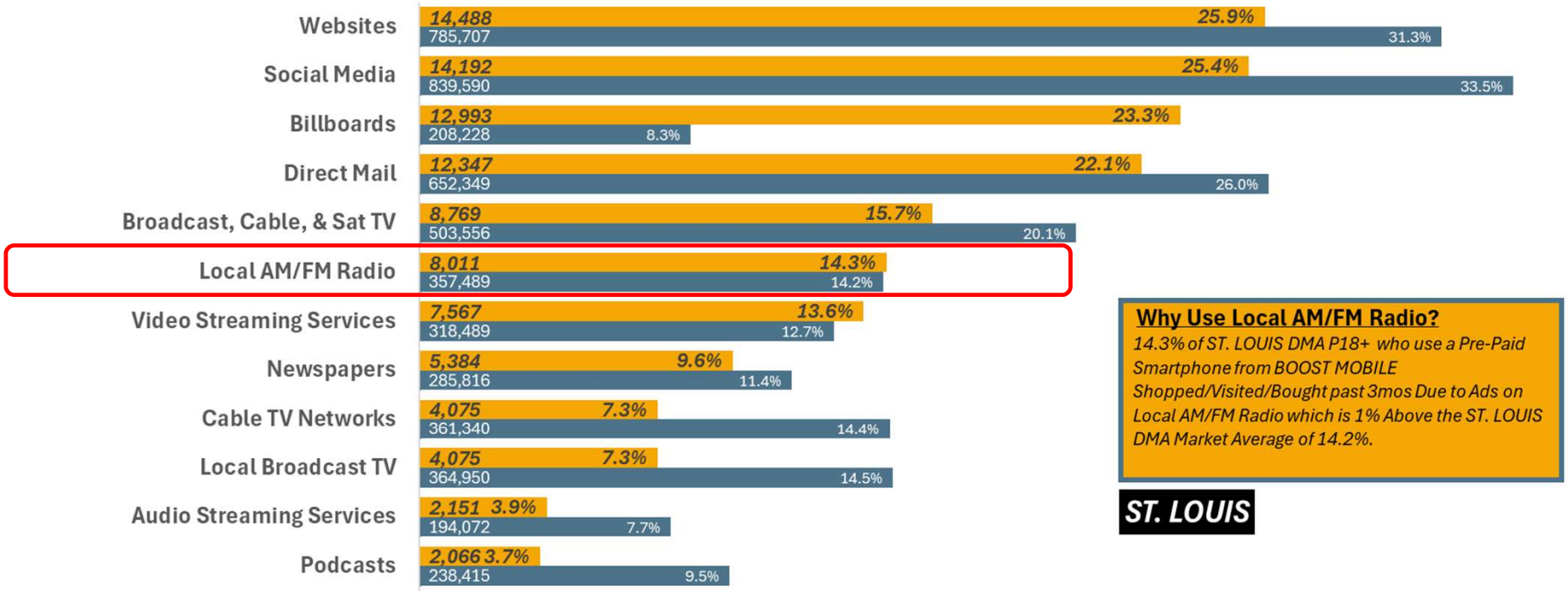
[((Cell phone payment plan currently use: Prepaid usage AND Items/services household currently has (HHLD): Smartphone) AND Cell phone carriers currently use: Boost Mobile)]

boost mobile STL

"Advertising Actions"

P18+ who use a Pre-Paid Smartphone from BOOST MOBILE (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

14.3% of ST. LOUIS DMA P18+ who use a Pre-Paid Smartphone from BOOST MOBILE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 1% Above the ST. LOUIS DMA Market Average of 14.2%.

ST. LOUIS

ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 37

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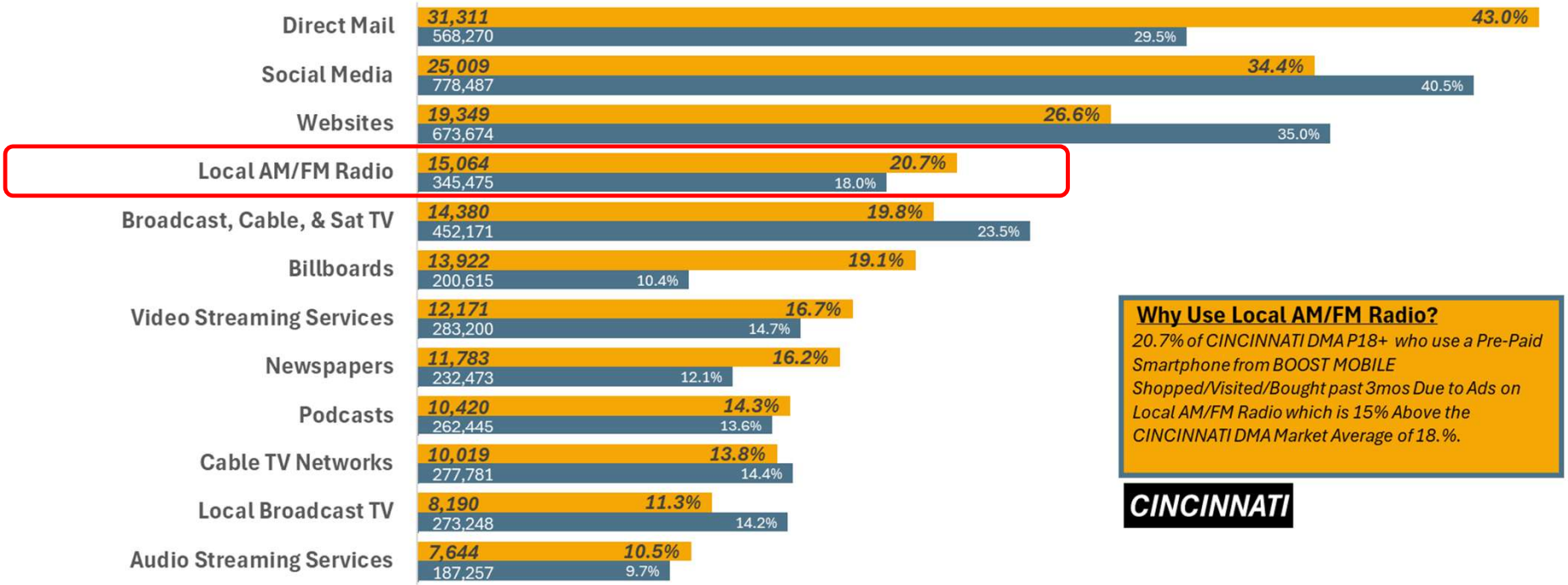
boost mobile CIN

"Advertising Actions"

P18+ who use a Pre-Paid Smartphone from BOOST MOBILE (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

20.7% of CINCINNATI DMA P18+ who use a Pre-Paid Smartphone from BOOST MOBILE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 15% Above the CINCINNATI DMA Market Average of 18.%.

CINCINNATI

CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 64

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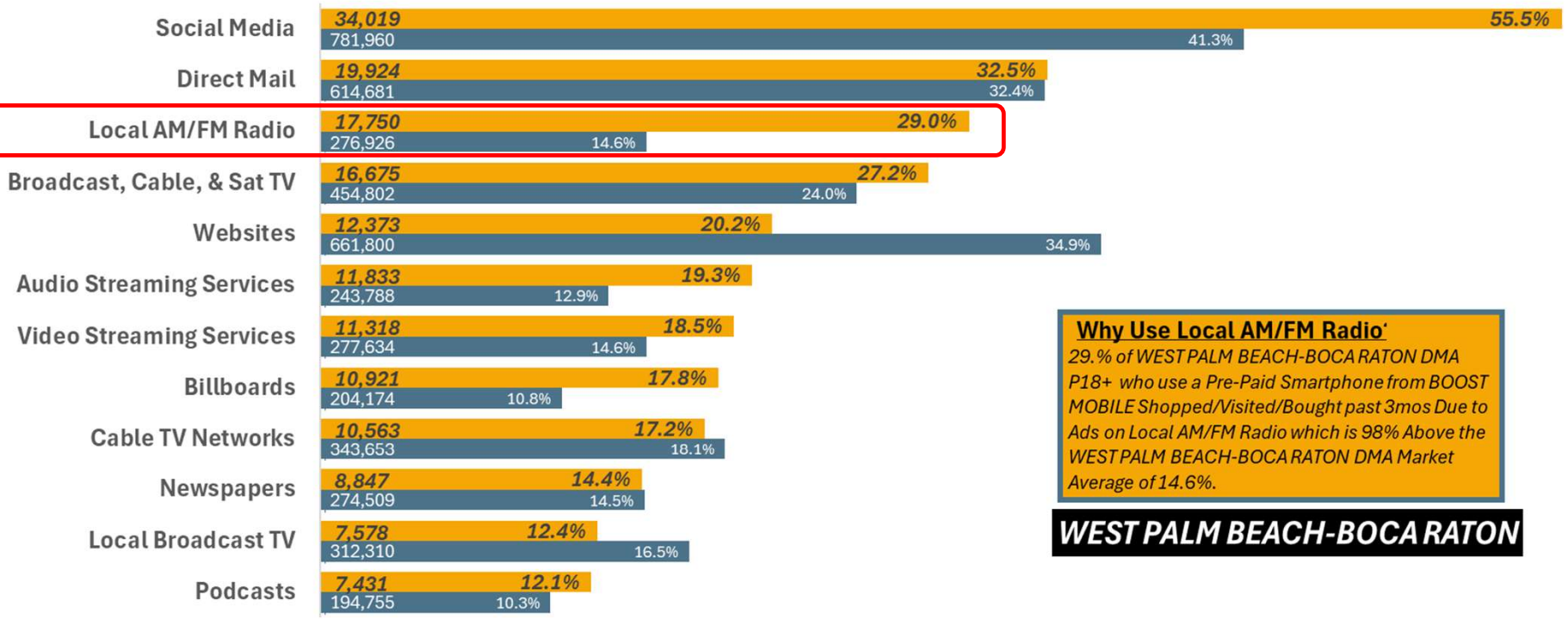
boost mobile WPB

"Advertising Actions"

P18+ who use a Pre-Paid Smartphone from BOOST MOBILE (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio

29.% of WEST PALM BEACH-BOCA RATON DMA P18+ who use a Pre-Paid Smartphone from BOOST MOBILE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 98% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 14.6%.

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab: 75

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