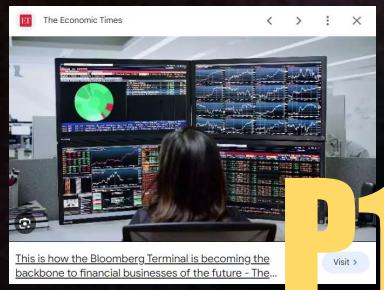
USA+4 Shane Co. DMAs– P18+ who Plan to GET MARRIED in the next 12 months!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, SEATTLE-TACOMA, PHOENIX, MINNEAPOLIS-ST. PAUL, and ST. LOUIS DMA P18+ who Plan to GET MARRIED in the next 12 months as of SEPTEMBER 2024.



Shane Co.

YOUR FRIEND & JEWELER

USA

SEA

PHX

MSP

STL

P18+

(Private) Tom Shane, Founder and CEO

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

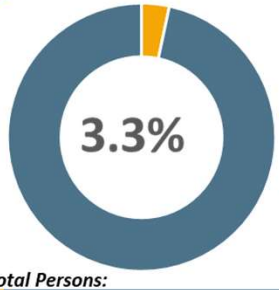
Lifestyle changes/events personally plan to do next 12 mths: Get married

HUBBARD BROADCASTING INC. HB INC.

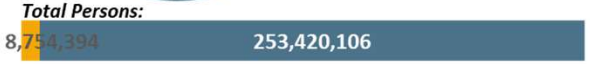
USA

3.3% or 8,754,394 of USA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos.
Typical Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 35.2 years old (27.8% younger than average) and have a $89,814 (2.9% lower than average) annual household income.

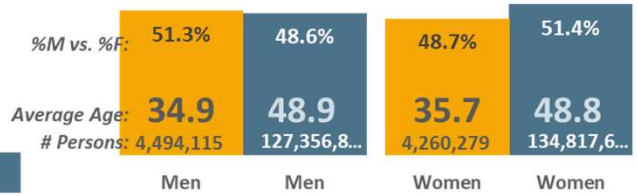
Percent of Market: Adults 18 or older



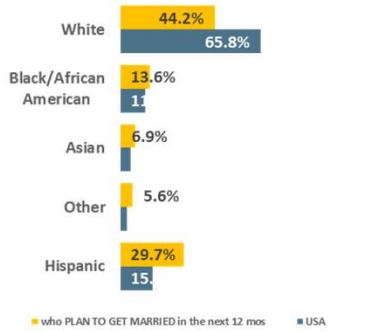
Total Persons:



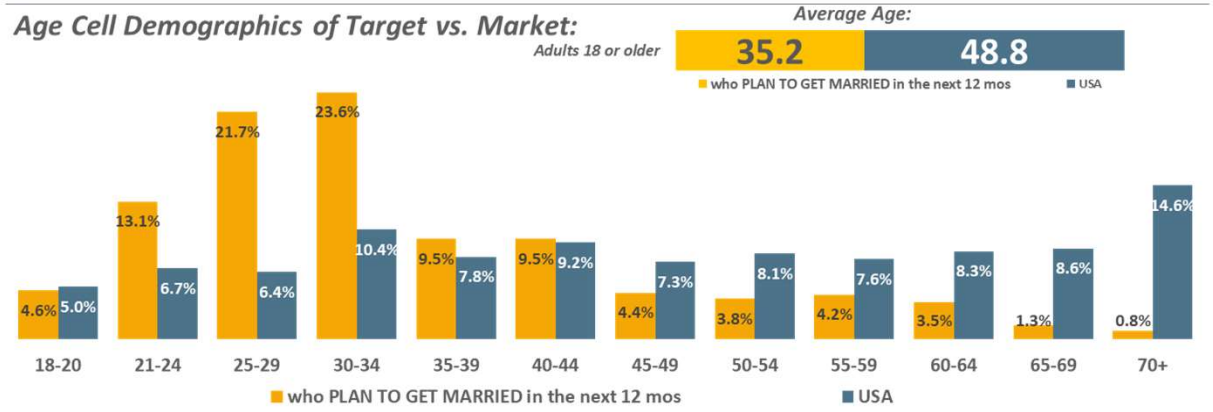
Gender of Target vs. Market: Adults 18 or older



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

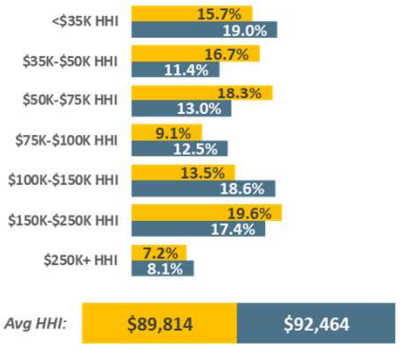


USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 592

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

HHI of Target vs. Market:

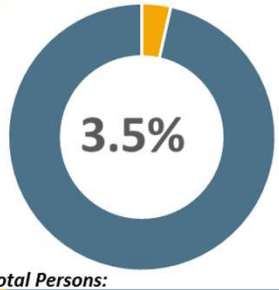


Avg HHI:



3.5% or 157,746 of SEATTLE-TACOMA DMA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos. Typical Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 34.2 years old (29.2% younger than average) and have a $121,636 (.8% lower than average) annual household income.

Percent of Market: Adults 18 or older



- who PLAN TO GET MARRIED in the next 12 mos
- Remainder of SEATTLE-TACOMA DMA

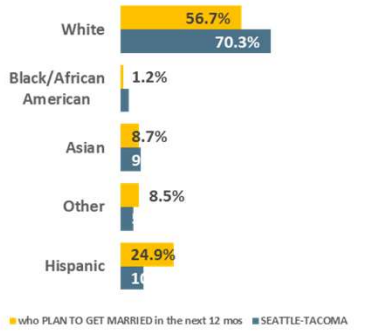
Total Persons:



Gender of Target vs. Market: Adults 18 or older

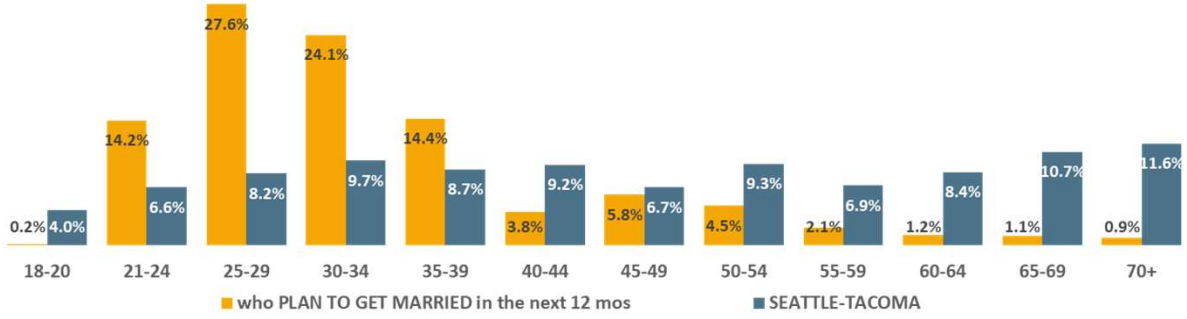
	Men	Men	Women	Women
%M vs. %F:	52.0%	49.5%	48.0%	50.5%
Average Age:	34.0	48.3	34.6	48.3
# Persons:	82,044	2,231,123	75,702	2,273,477

Ethnicity of Target vs. Market:

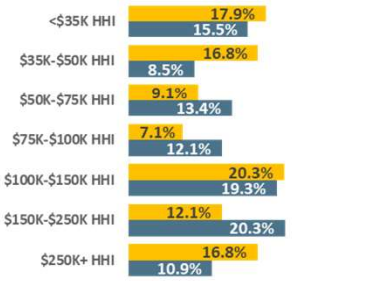


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 18 or older	34.2	48.3



HHI of Target vs. Market:



Avg HHI:	$121,636	$122,671

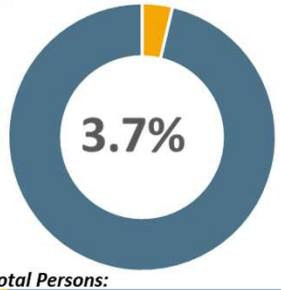
SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 118

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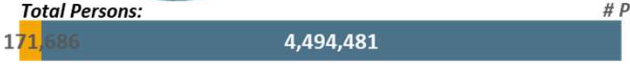
Lifestyle changes/events personally plan to do next 12 mths: Get married

3.7% or 171,686 of PHOENIX DMA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos.
Typical Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 32. years old (35.4% younger than average) and have a $60,348 (39.% lower than average) annual household income.

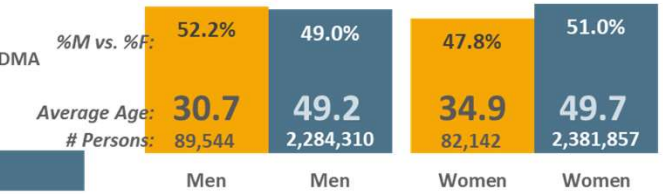
Percent of Market: Adults 18 or older



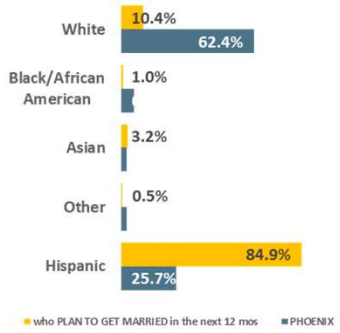
Total Persons:



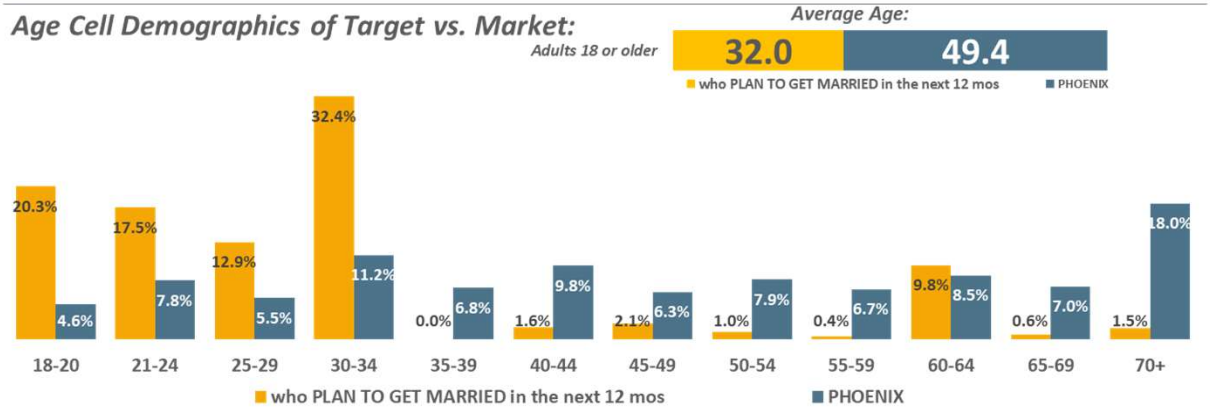
Gender of Target vs. Market: Adults 18 or older



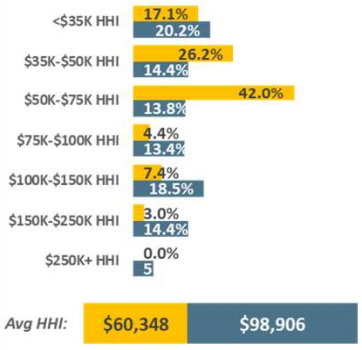
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $60,348 | $98,906

PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 33

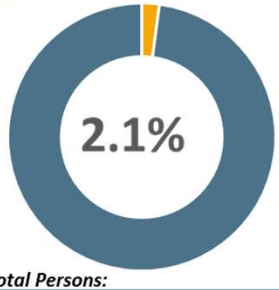
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Lifestyle changes/events personally plan to do next 12 mths: Get married

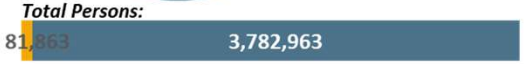
MSP

2.1% or 81,863 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos. Typical Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 34.7 years old (28.9% younger than average) and have a $120,035 (12.1% higher than average) annual household income.

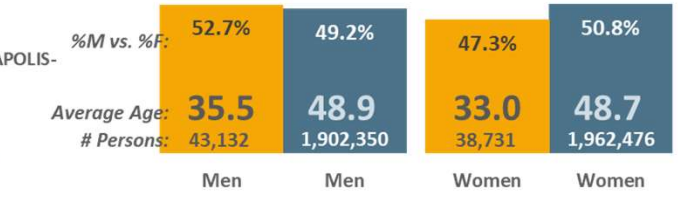
Percent of Market: Adults 18 or older



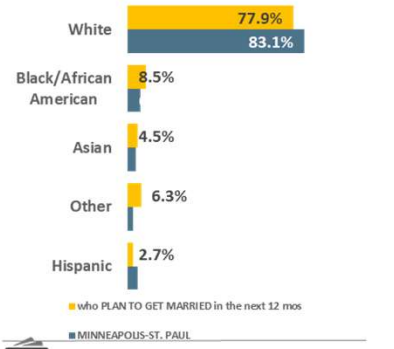
Total Persons:



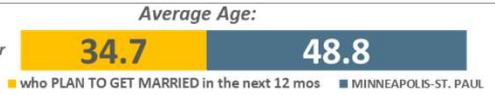
Gender of Target vs. Market: Adults 18 or older

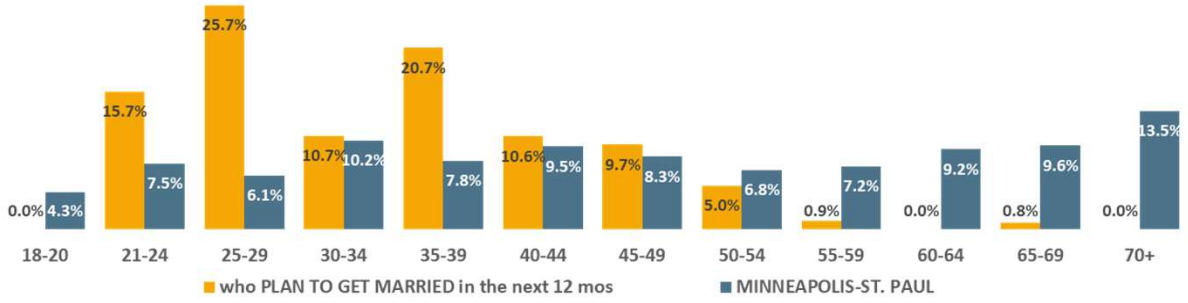


Ethnicity of Target vs. Market:

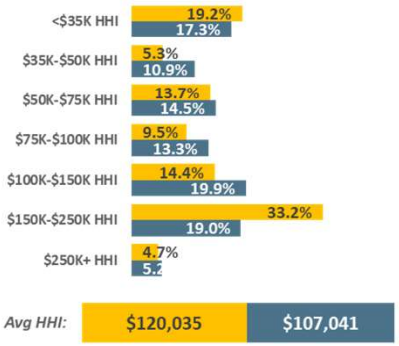


Age Cell Demographics of Target vs. Market:





HHI of Target vs. Market:



Avg HHI: $120,035 | $107,041

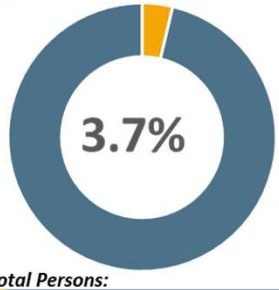
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 37

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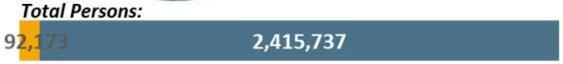
Lifestyle changes/events personally plan to do next 12 mths: Get married

3.7% or 92,173 of ST. LOUIS DMA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos.
Typical Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 34.5 years old (30.4% younger than average) and have a $63,614 (32.6% lower than average) annual household income.

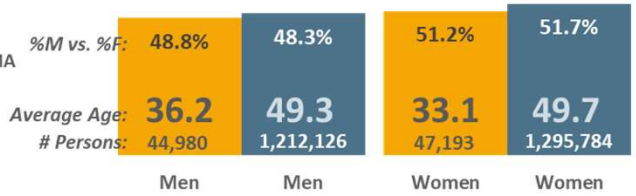
Percent of Market: Adults 18 or older



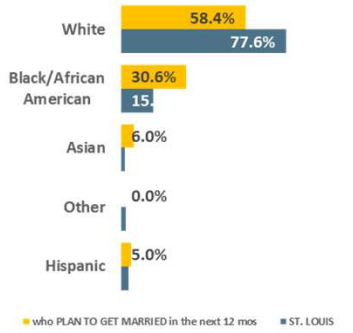
Total Persons:



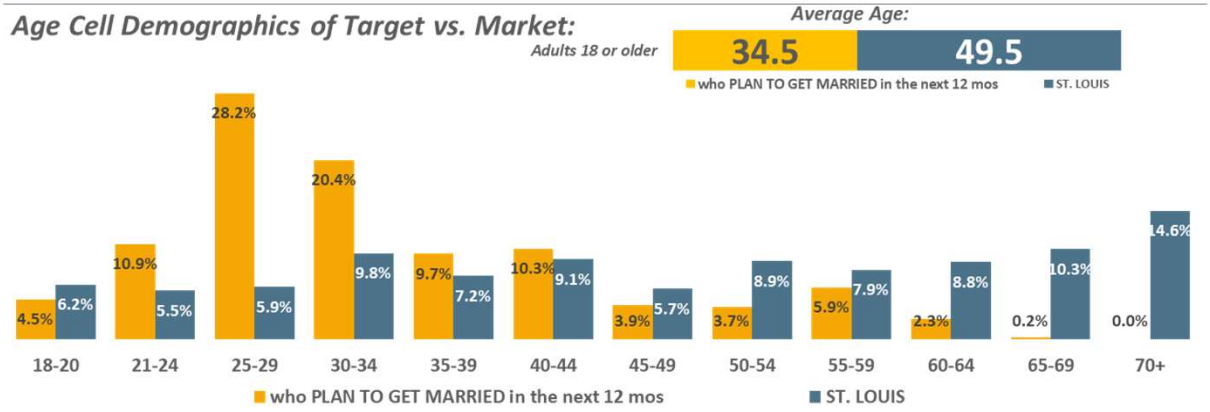
Gender of Target vs. Market: Adults 18 or older



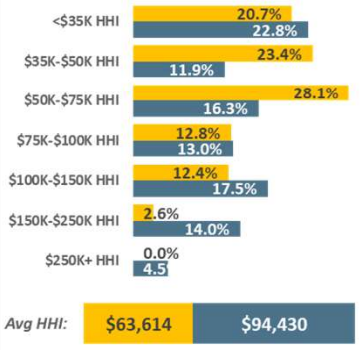
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



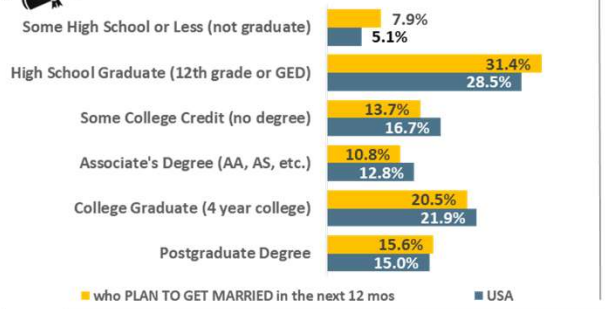
ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 51

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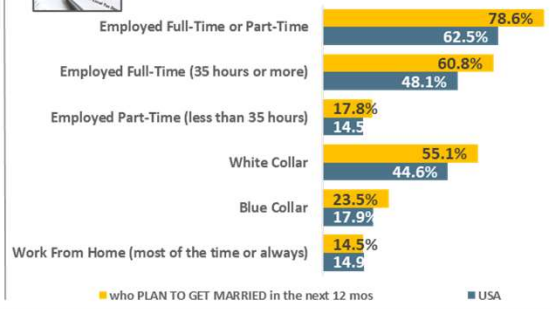


3.3% or 8,754,394 of USA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos.
Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 1.9% less likely to be a college graduate, 26.6% more likely to work full-time, 100.% less likely to be married, 30.6% more likely to be a parent of 1 or more children under 18.

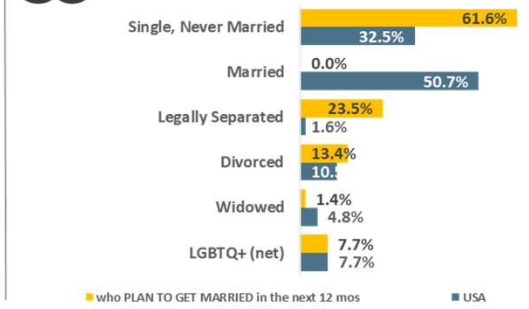
Education Levels: Adults 18 or older



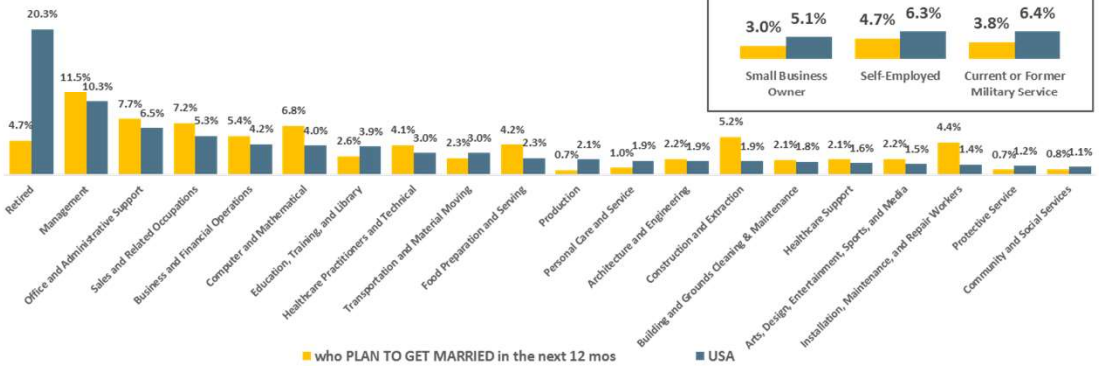
Employment: Adults 18 or older



Marital Status: Adults 18 or older

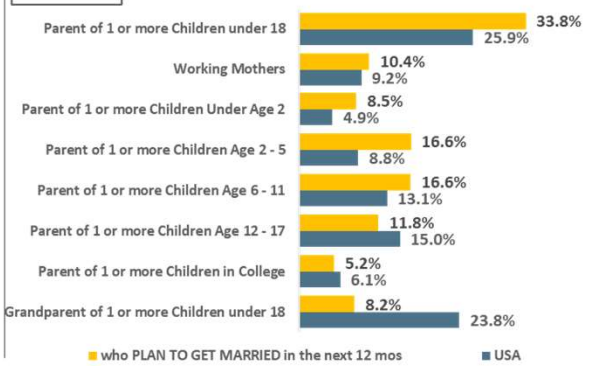


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 592

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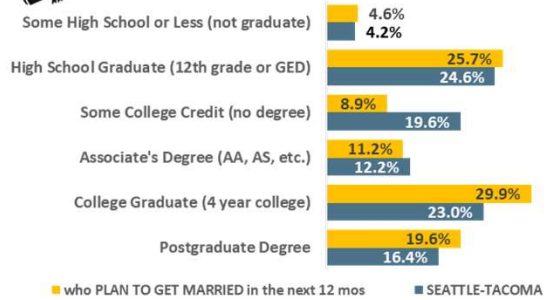
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

Lifestyle changes/events personally plan to do next 12 mths: Get married

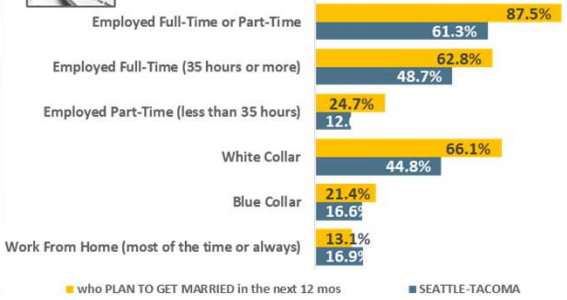


3.5% or 157,746 of SEATTLE-TACOMA DMA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos. Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 25.8% more likely to be a college graduate, 28.9% more likely to work full-time, 100.% less likely to be married, 45.9% more likely to be a parent of 1 or more children under 18.

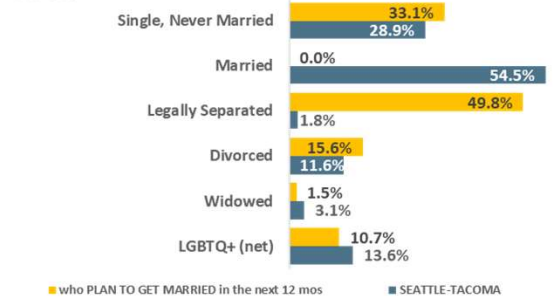
Education Levels: Adults 18 or older



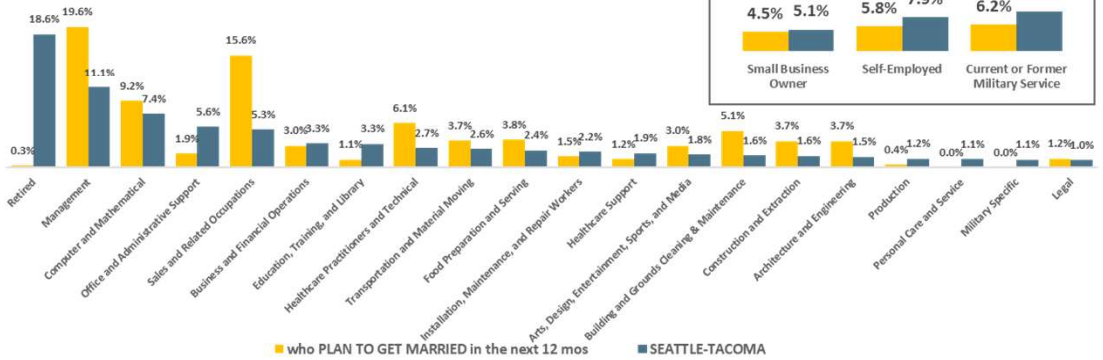
Employment: Adults 18 or older



Marital Status: Adults 18 or older

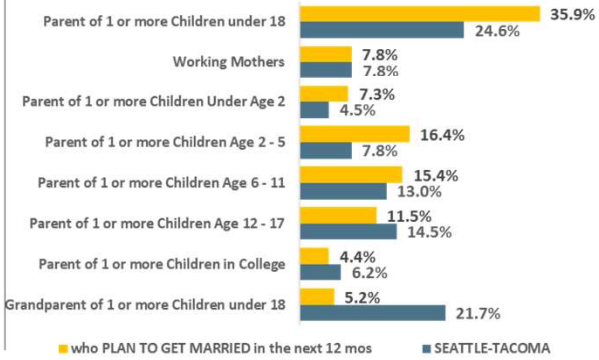


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 118

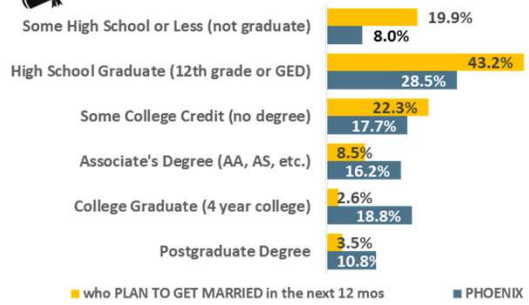
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Lifestyle changes/events personally plan to do next 12 mths: Get married

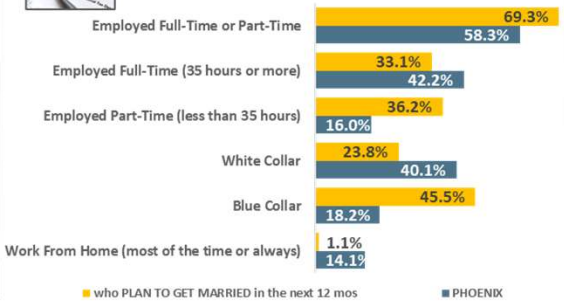


3.7% or 171,686 of PHOENIX DMA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos. Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 79.3% less likely to be a college graduate, 21.6% less likely to work full-time, 100.% less likely to be married, 108.5% more likely to be a parent of 1 or more children under 18.

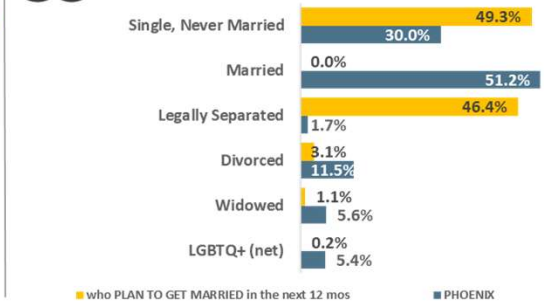
Education Levels: Adults 18 or older



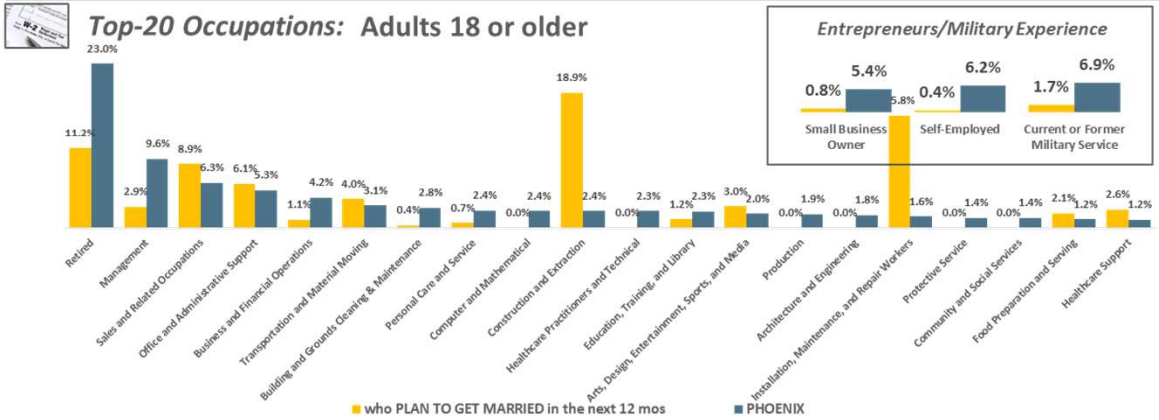
Employment: Adults 18 or older



Marital Status: Adults 18 or older

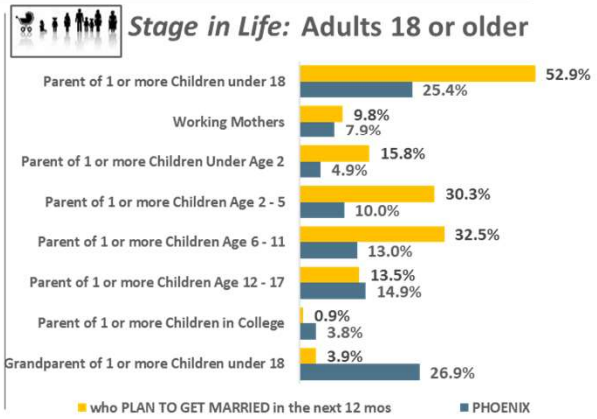


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



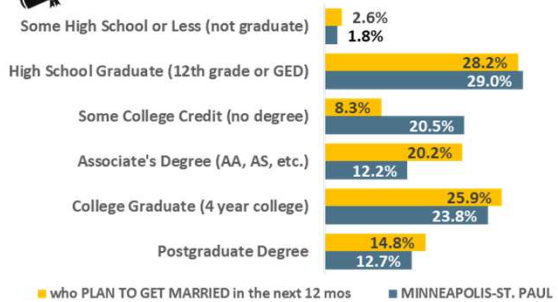
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Lifestyle changes/events personally plan to do next 12 mths: Get married

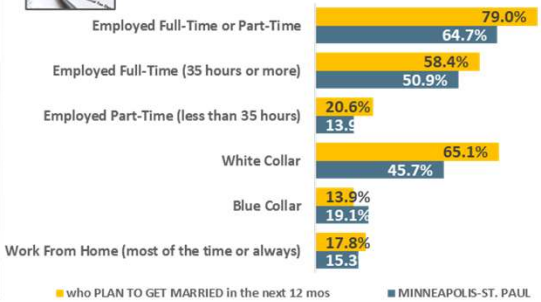
MSP

2.1% or 81,863 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos. Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 11.4% more likely to be a college graduate, 14.8% more likely to work full-time, 100.% less likely to be married, 41.6% more likely to be a parent of 1 or more children under 18.

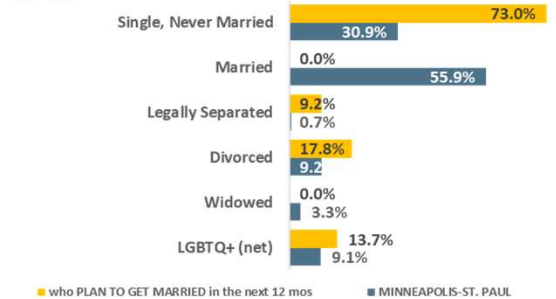
Education Levels: Adults 18 or older



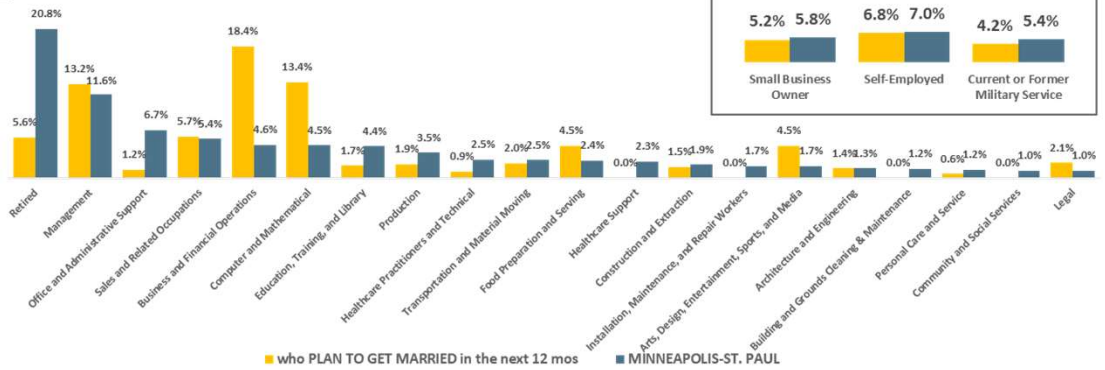
Employment: Adults 18 or older



Marital Status: Adults 18 or older

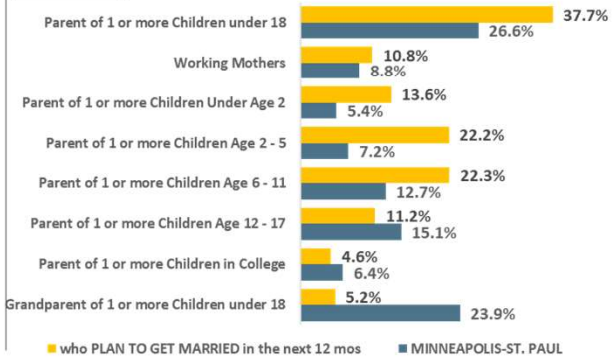


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older

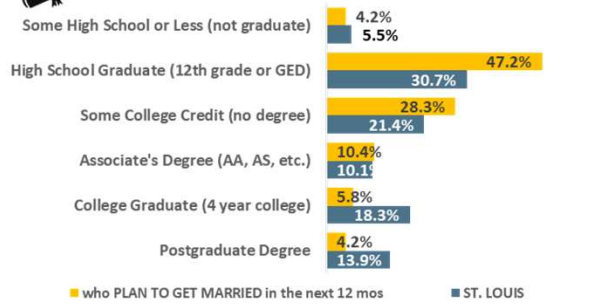


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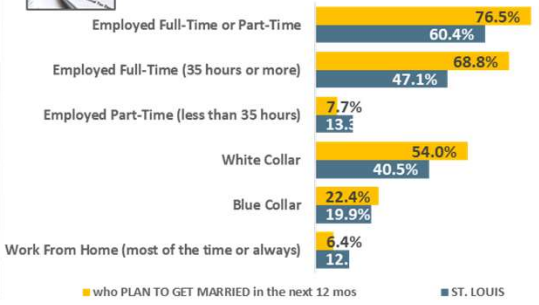
Lifestyle changes/events personally plan to do next 12 mths: Get married

3.7% or 92,173 of ST. LOUIS DMA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos.
Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 69.1% less likely to be a college graduate, 46.2% more likely to work full-time, 100.% less likely to be married, 31.2% more likely to be a parent of 1 or more children under 18.

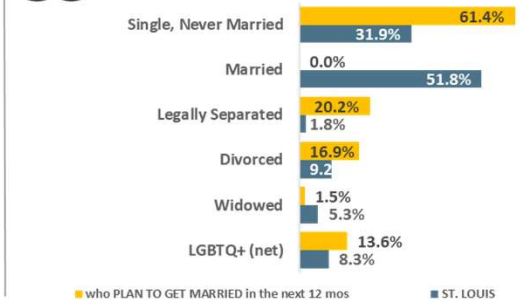
Education Levels: Adults 18 or older



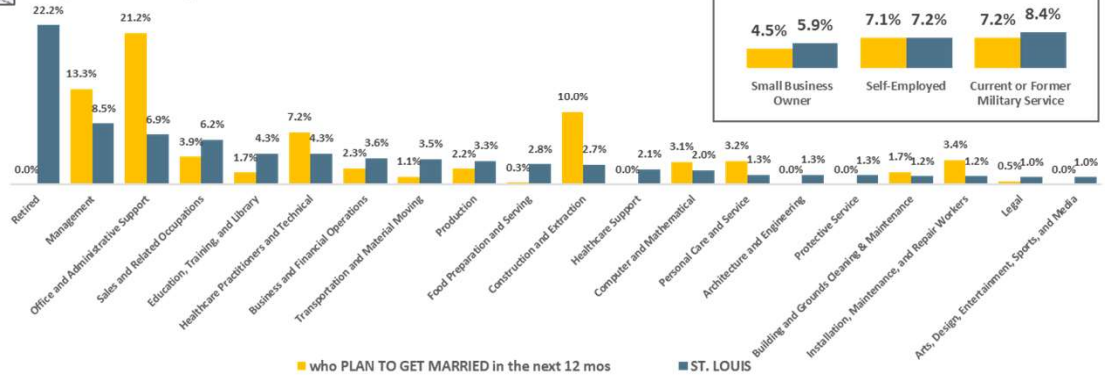
Employment: Adults 18 or older



Marital Status: Adults 18 or older

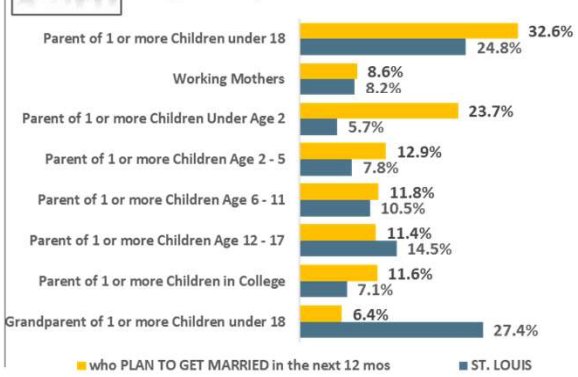


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



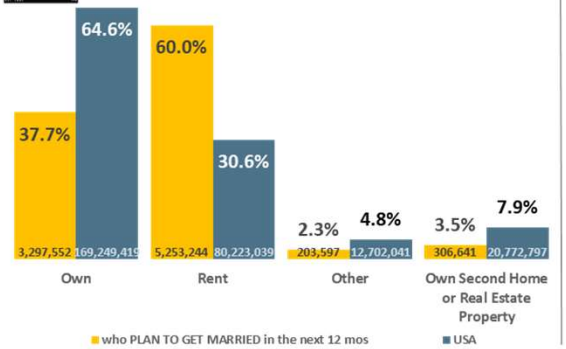
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Lifestyle changes/events personally plan to do next 12 mths: Get married

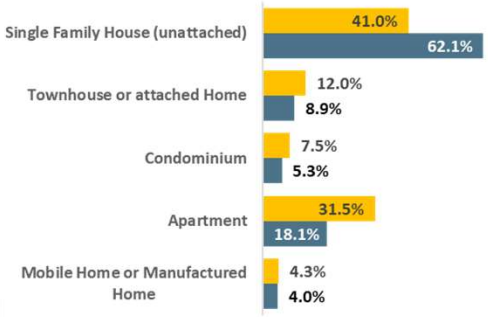
USA

3.3% or 8,754,394 of USA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos.
Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 41.7% less likely to own their home, 5.4% more likely to own a higher valued home, 34.% less likely to have a single-family home, 11.4% less likely to have a dog.

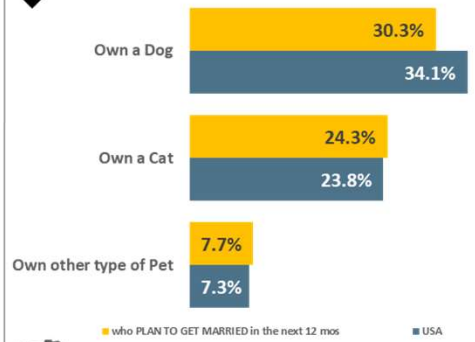
Own/Rent/Other: Adults 18 or older



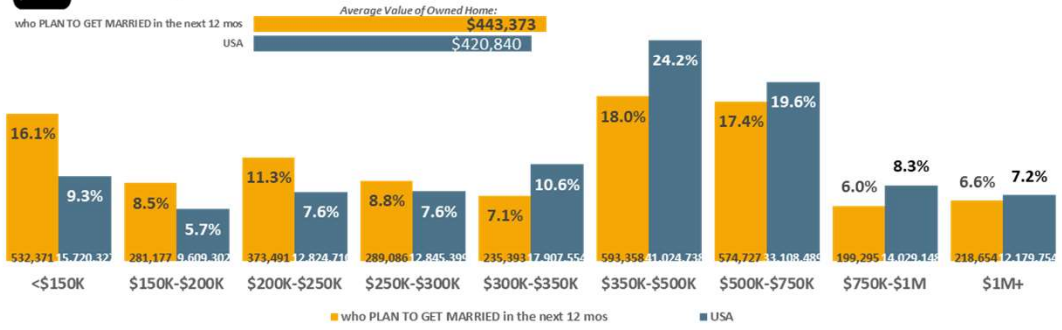
Type of Home: Adults 18 or older



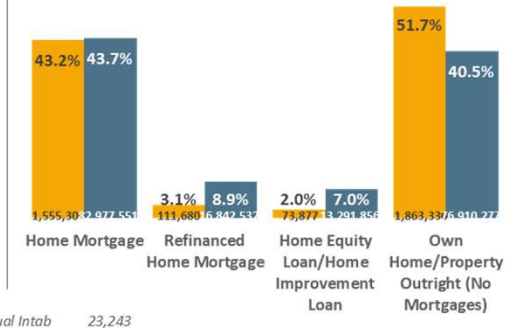
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *592*

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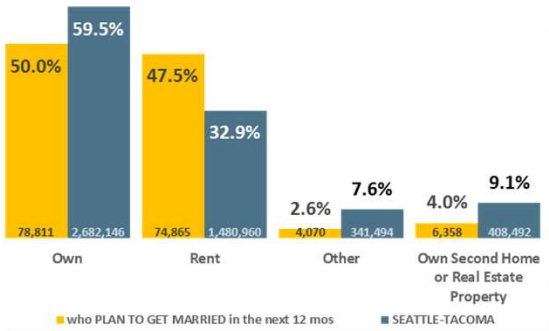
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

Lifestyle changes/events personally plan to do next 12 mths: Get married

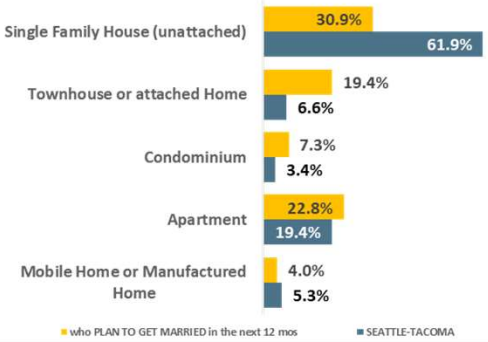


3.5% or 157,746 of SEATTLE-TACOMA DMA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos. Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 16.1% less likely to own their home, 21.% more likely to own a lower valued home, 50.1% less likely to have a single-family home, 2.9% less likely to have a dog.

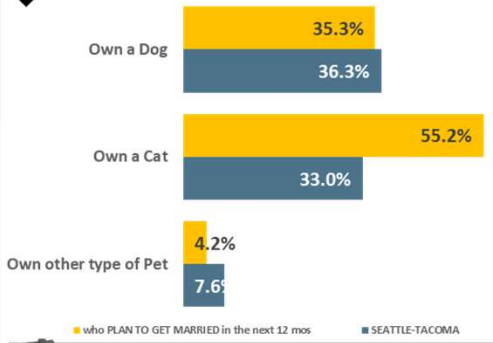
Own/Rent/Other: Adults 18 or older



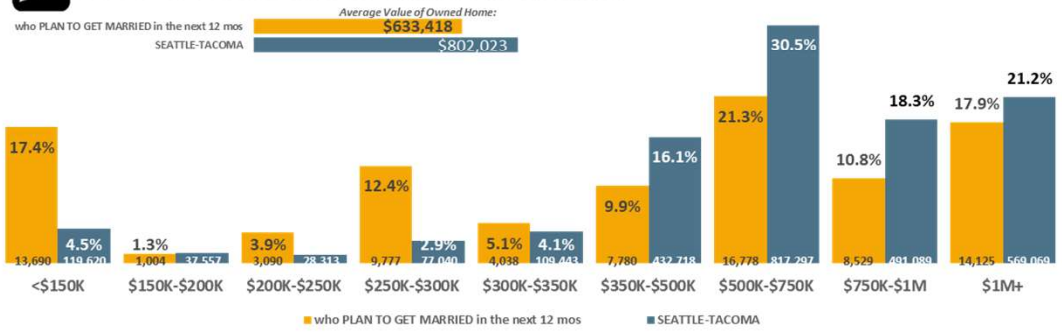
Type of Home: Adults 18 or older



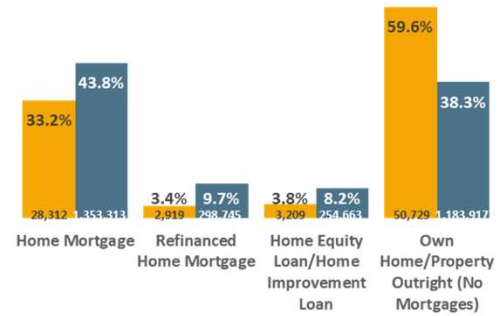
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 118

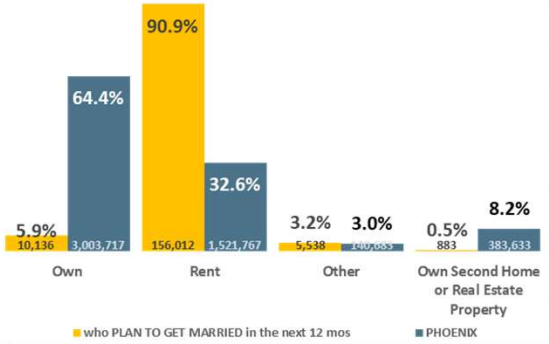
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Lifestyle changes/events personally plan to do next 12 mths: Get married

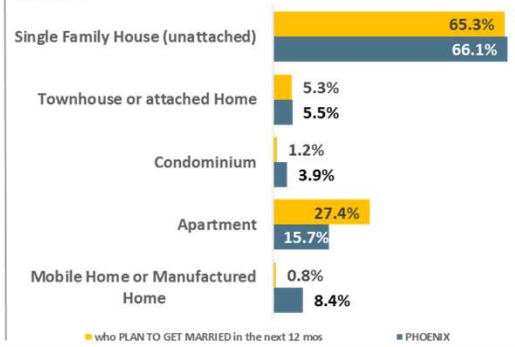


3.7% or 171,686 of PHOENIX DMA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos.
Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 90.8% less likely to own their home, 12.2% more likely to own a lower valued home, 1.2% less likely to have a single-family home, 22.8% less likely to have a dog.

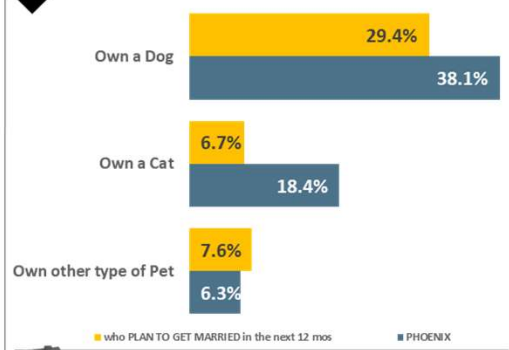
Own/Rent/Other: Adults 18 or older



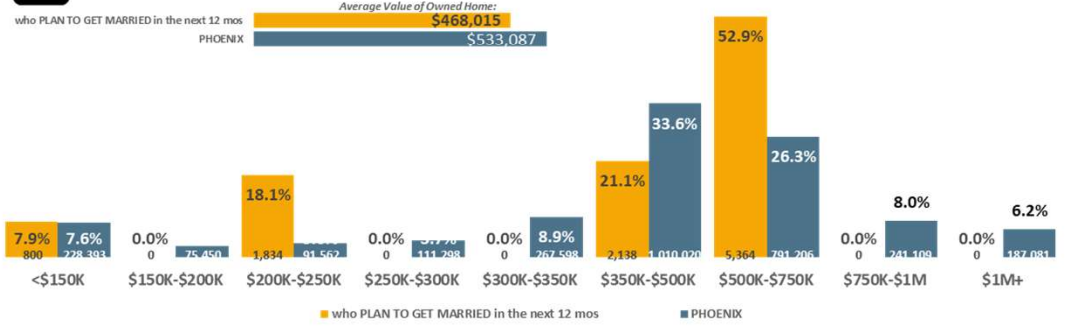
Type of Home: Adults 18 or older



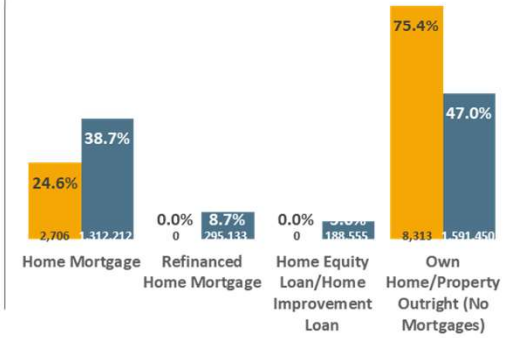
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 33

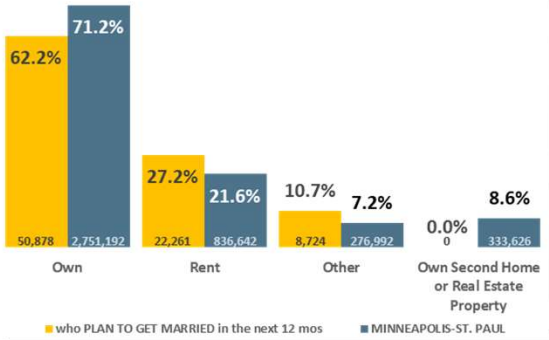
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Lifestyle changes/events personally plan to do next 12 mths: Get married

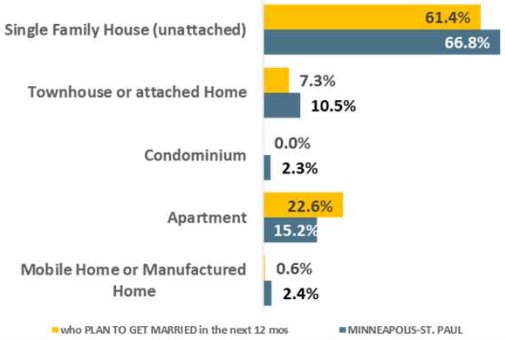


2.1% or 81,863 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos. Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 12.7% less likely to own their home, 2.3% more likely to own a higher valued home, 8.2% less likely to have a single-family home, 19.3% less likely to have a dog.

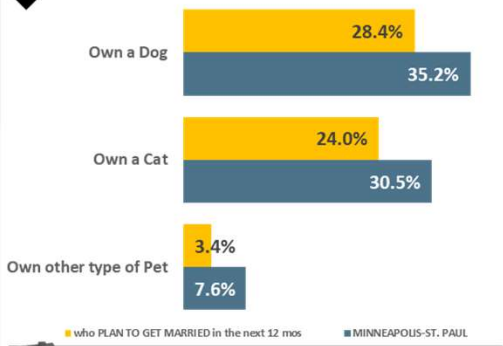
Own/Rent/Other: Adults 18 or older



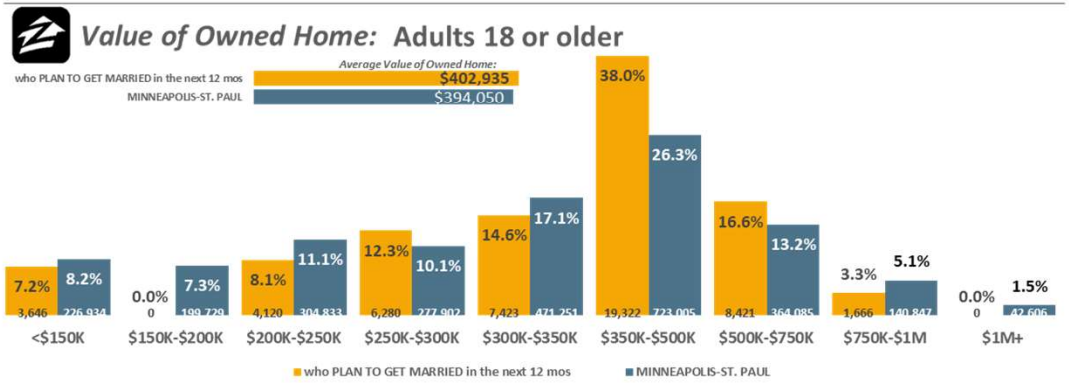
Type of Home: Adults 18 or older



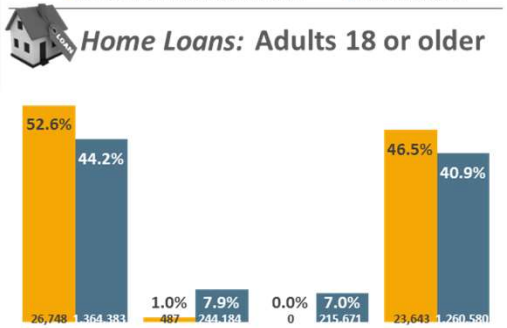
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



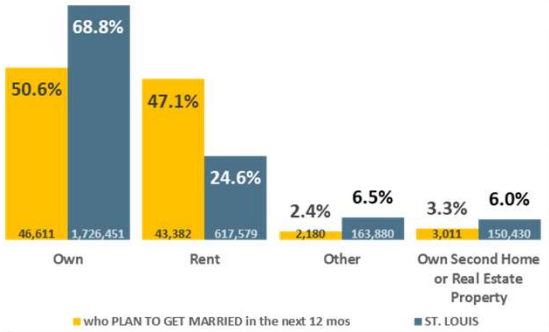
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 37

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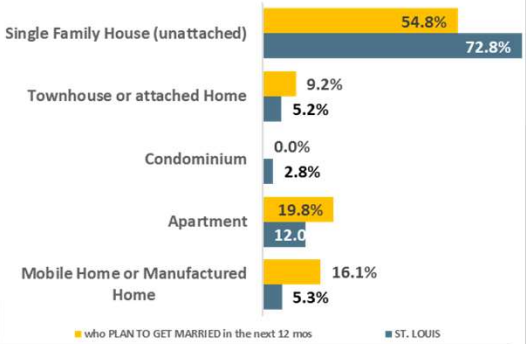
Lifestyle changes/events personally plan to do next 12 mths: Get married

3.7% or 92,173 of ST. LOUIS DMA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos.
Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 26.5% less likely to own their home, 36.4% more likely to own a lower valued home, 24.7% less likely to have a single-family home, 23.4% less likely to have a dog.

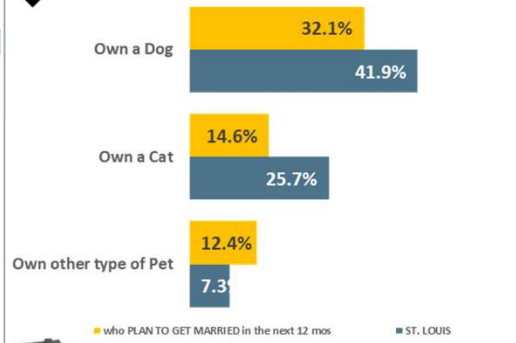
Own/Rent/Other: Adults 18 or older



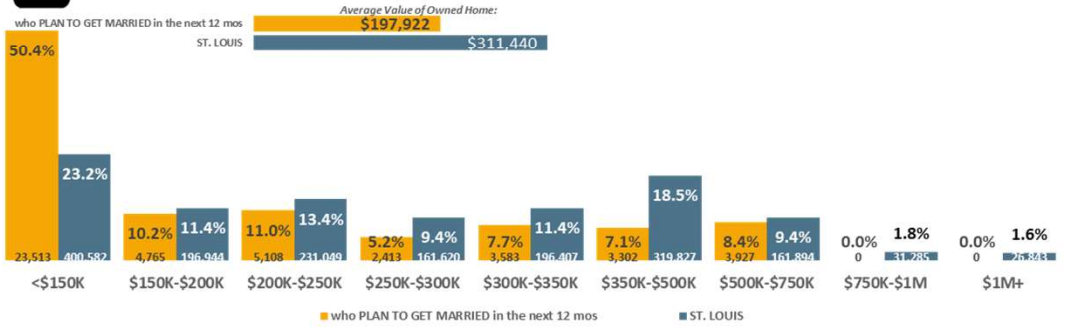
Type of Home: Adults 18 or older



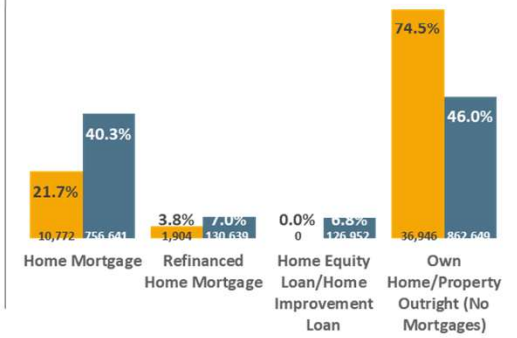
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 51

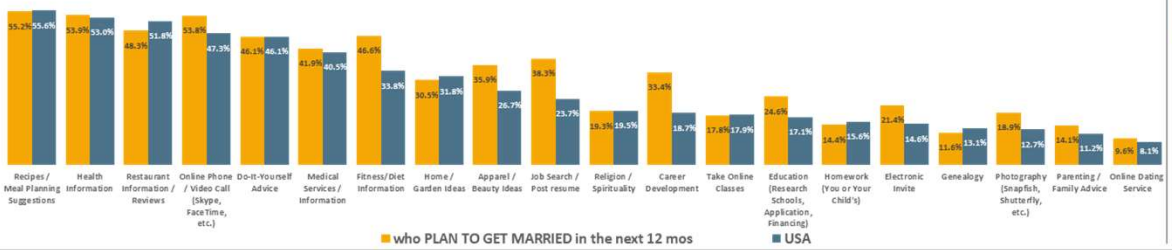
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Lifestyle changes/events personally plan to do next 12 mths: Get married

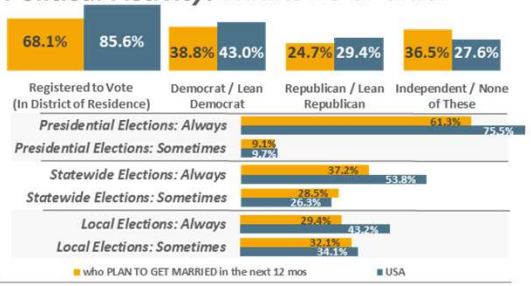


3.3% or 8,754,394 of USA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos.
Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are .% more likely to look up D-I-Y advice online, 31.9% less likely to always vote in local elections, 51.3% more likely to belong to a gym, .1% less likely to fly domestic past yr.

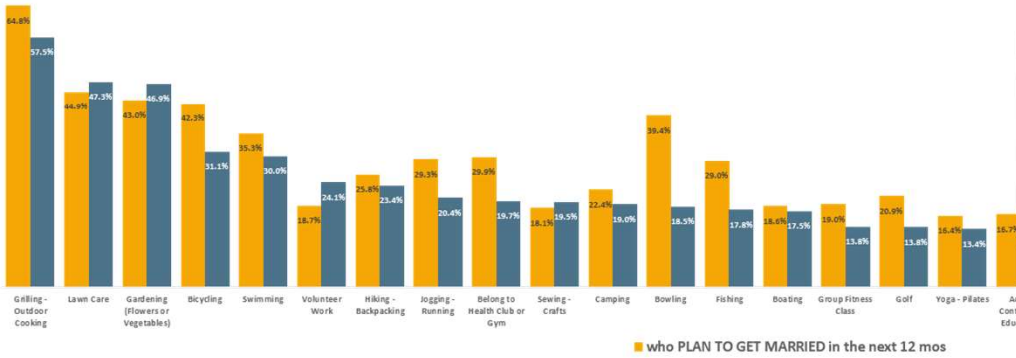
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



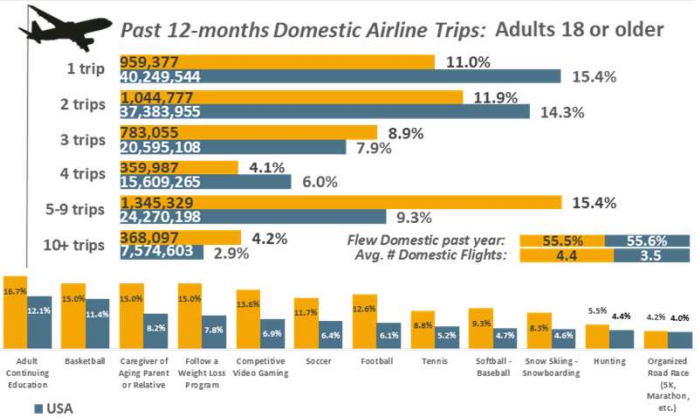
Political Activity: Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 592

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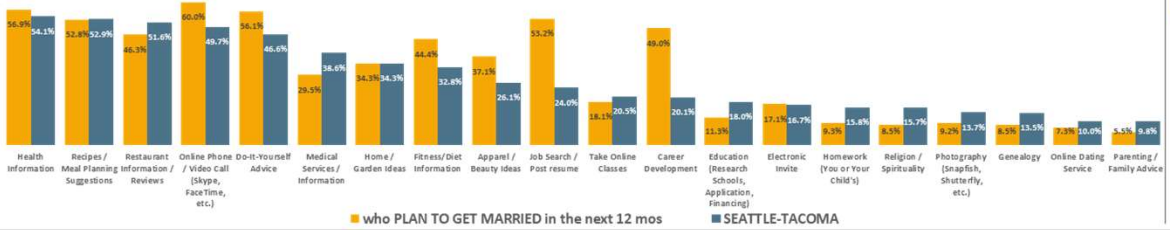
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

Lifestyle changes/events personally plan to do next 12 mths: Get married

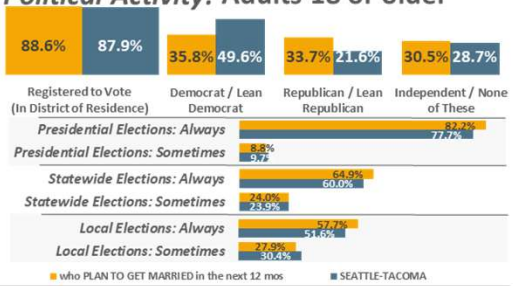


3.5% or 157,746 of SEATTLE-TACOMA DMA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos. Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 20.3% more likely to look up D-I-Y advice online, 11.7% more likely to always vote in local elections, 91.% more likely to belong to a gym, 1.1% more likely to fly domestic past yr.

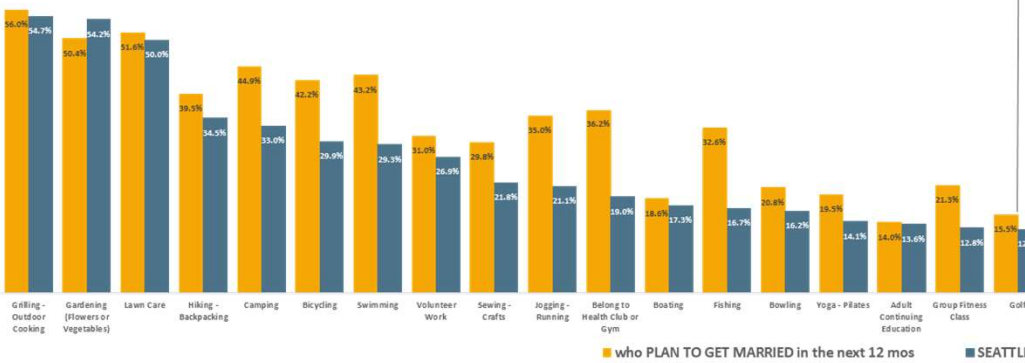
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



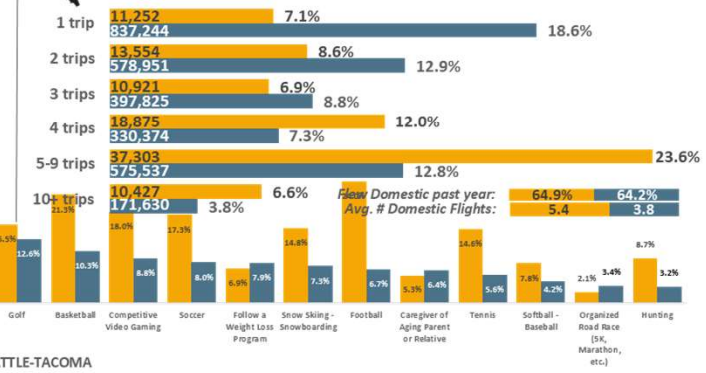
Political Activity: Adults 18 or older



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



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 118

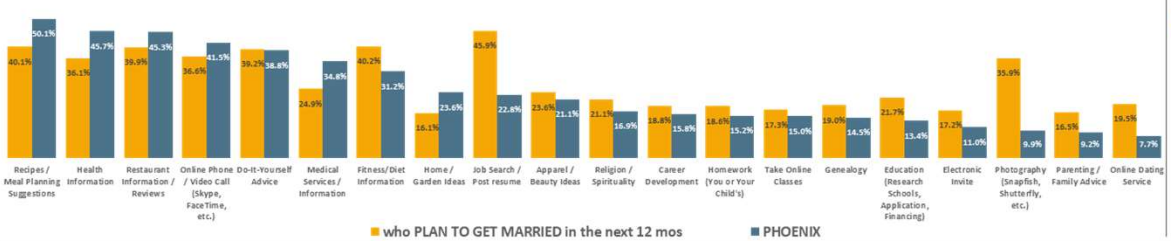
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Lifestyle changes/events personally plan to do next 12 mths: Get married

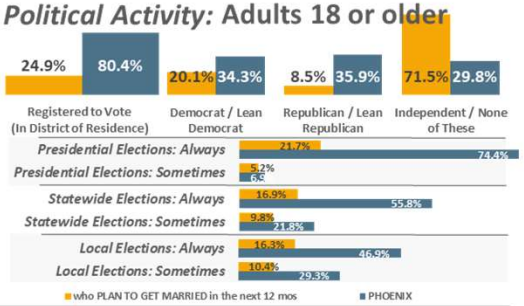


3.7% or 171,686 of PHOENIX DMA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos.
Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 1.% more likely to look up D-I-Y advice online, 65.2% less likely to always vote in local elections, 59.9% less likely to belong to a gym, 59.4% less likely to fly domestic past yr.

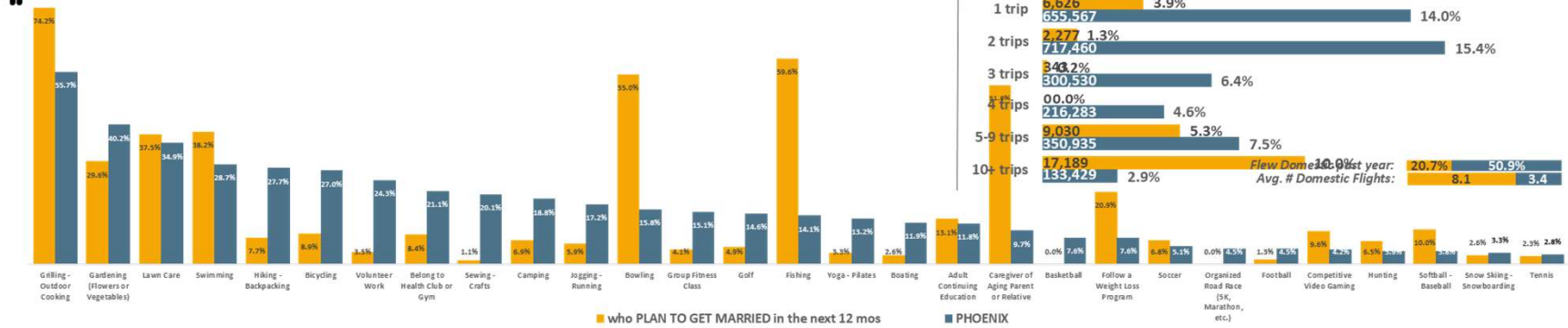
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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

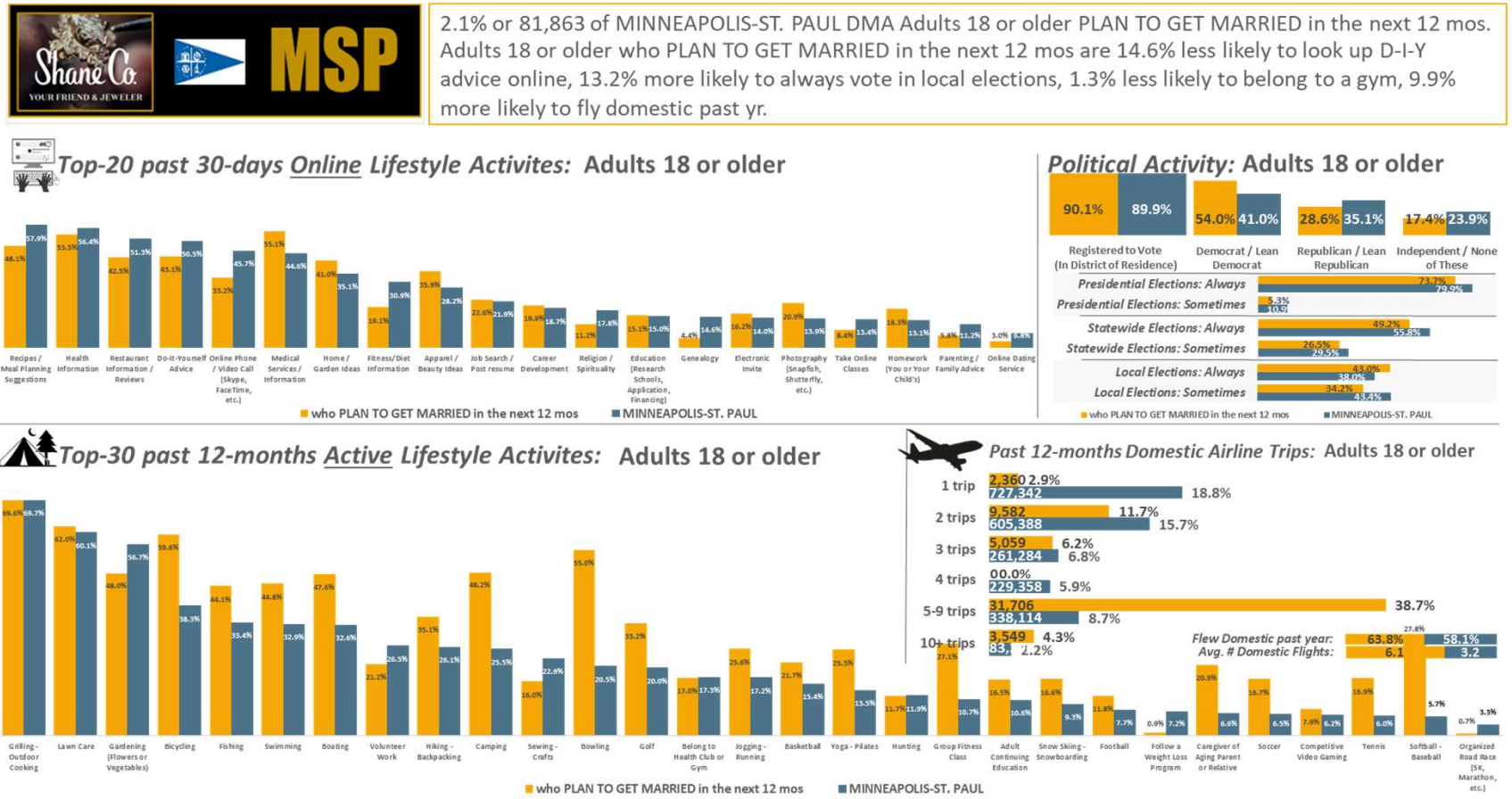


Past 12-months Domestic Airline Trips: Adults 18 or older

PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 33

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Lifestyle changes/events personally plan to do next 12 mths: Get married



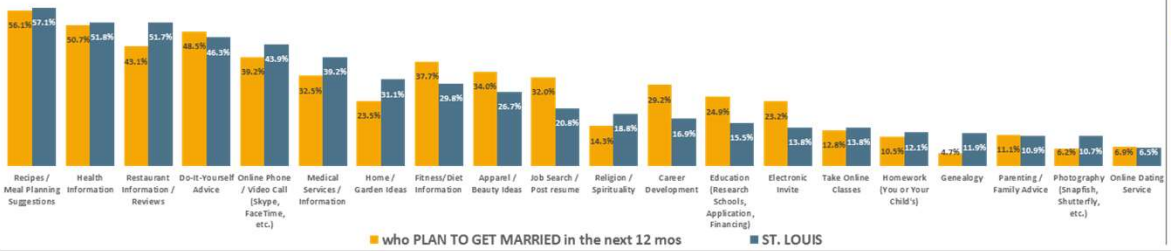
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 37

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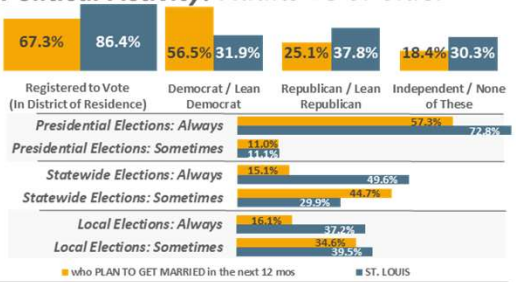
Lifestyle changes/events personally plan to do next 12 mths: Get married

3.7% or 92,173 of ST. LOUIS DMA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos.
Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 4.7% more likely to look up D-I-Y advice online, 56.7% less likely to always vote in local elections, 10.2% more likely to belong to a gym, 19.5% more likely to fly domestic past yr.

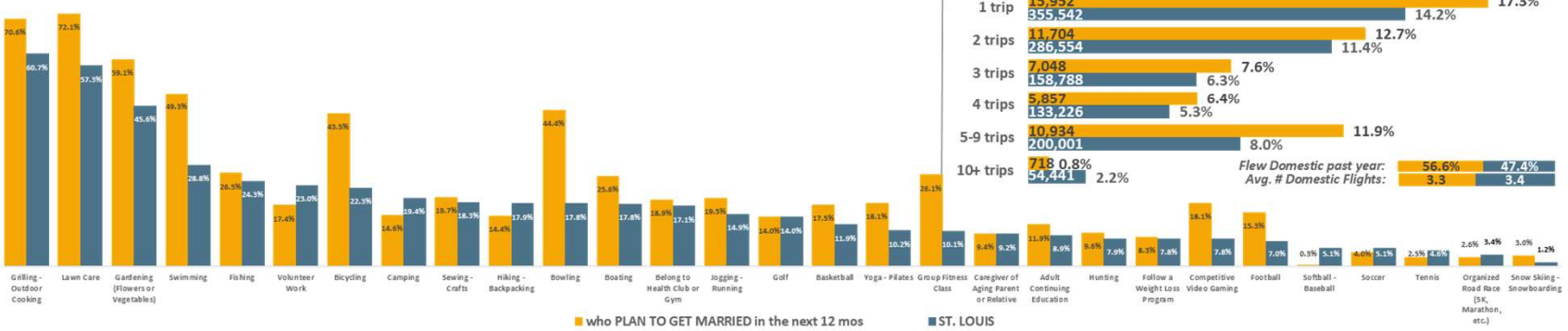
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 51

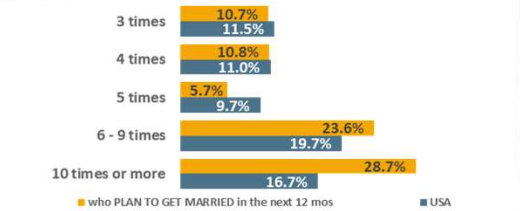
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3.3% or 8,754,394 of USA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos.
Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 4.2% more likely to use QSRs past mo., 11.7% more likely to use Sit-Down Restaurants past mo., 18.4% more likely to use Casinos past yr., 62.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



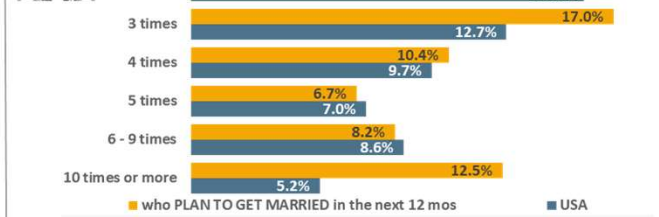


Total Monthly QSR Users: 91.4% 87.7% — 7,998,630 — 229,822,149

Avg. Monthly QSR Meals: 8.0 — 6.3

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





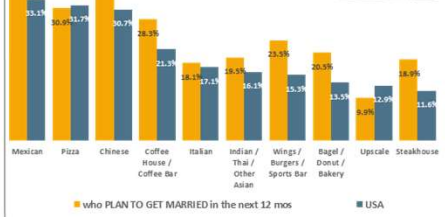
Total Monthly Sit-Down Restaurant Users: 83.4% 74.7% — 7,302,245 — 195,761,148

Avg. Monthly Sit-Down Restaurant Meals: 5.1 — 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)





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

who PLAN TO GET MARRIED in the next 12 mos 2,422,338 — 27.7%

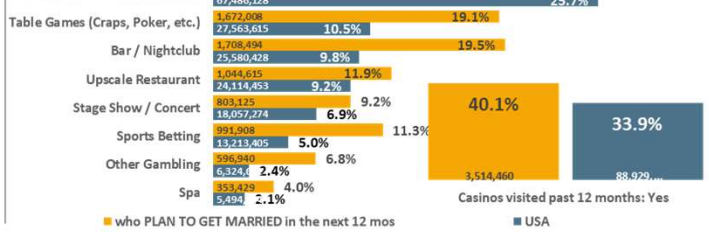
USA [illegible] — 18.6%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





40.1% — 3,514,460

33.9% — 88,929,...

Casinos visited past 12 months: Yes

Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 592

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

Lifestyle changes/events personally plan to do next 12 mths: Get married



3.5% or 157,746 of SEATTLE-TACOMA DMA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos. Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 6.4% more likely to use QSRs past mo., 14.5% more likely to use Sit-Down Restaurants past mo., 56.7% more likely to use Casinos past yr., 110.3% 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

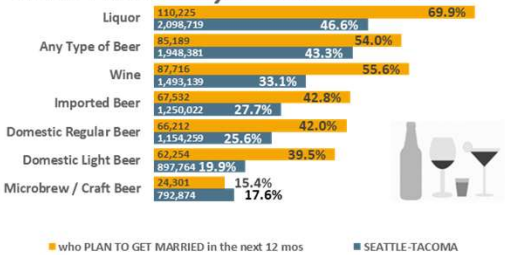
(Sit-Down Restaurants Used Past 30-days)



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

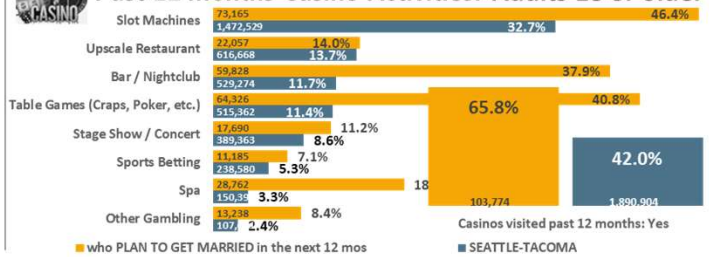


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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Lifestyle changes/events personally plan to do next 12 mths: Get married



3.7% or 171,686 of PHOENIX DMA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos.
Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 1.4% less likely to use QSRs past mo., 7.1% more likely to use Sit-Down Restaurants past mo., 52.6% less likely to use Casinos past yr., 68.8% less 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

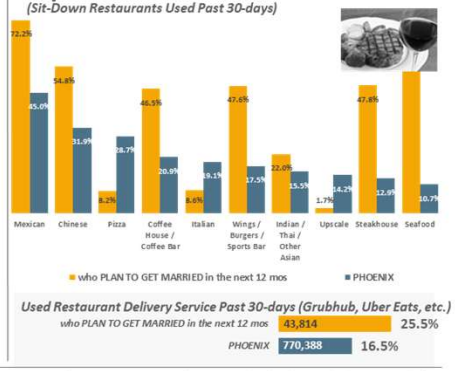


Total Monthly Sit-Down Restaurant Users:

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.)

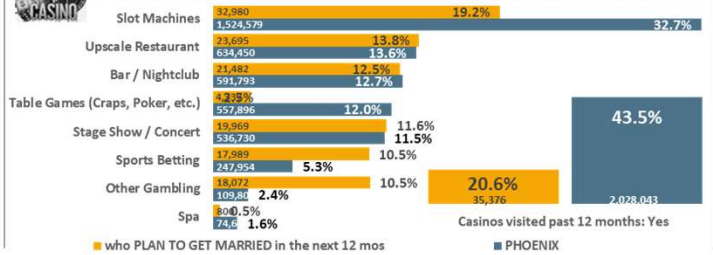
who PLAN TO GET MARRIED in the next 12 mos	43,814	25.5%
PHOENIX	770,388	16.5%

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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Lifestyle changes/events personally plan to do next 12 mths: Get married



2.1% or 81,863 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos. Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are .9% more likely to use QSRs past mo., 18.2% more likely to use Sit-Down Restaurants past mo., 40.8% more likely to use Casinos past yr., 268.6% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 86.5% 70,793 | 85.7% 3,313,829

Avg. Monthly QSR Meals: 6.9 | 5.4

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



Total Monthly Sit-Down Restaurant Users: 86.4% 70,749 | 73.1% 2,825,334

Avg. Monthly Sit-Down Restaurant Meals: 3.8 | 3.4

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.)

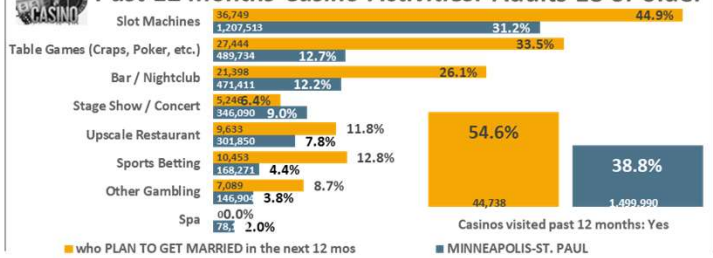
who PLAN TO GET MARRIED in the next 12 mos	18,005	22.0%
MINNEAPOLIS-ST. PAUL	461,358	11.9%

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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Lifestyle changes/events personally plan to do next 12 mths: Get married



3.7% or 92,173 of ST. LOUIS DMA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos. Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 12.4% more likely to use QSRs past mo., 26.6% more likely to use Sit-Down Restaurants past mo., 97.8% more likely to use Casinos past yr., 86.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 99.3% (91,488) vs 88.3% (2,214,811)

Avg. Monthly QSR Meals: 8.3 vs 6.3

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



Total Monthly Sit-Down Restaurant Users: 93.2% (85,931) vs 73.6% (1,846,832)

Avg. Monthly Sit-Down Restaurant Meals: 4.1 vs 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 PLAN TO GET MARRIED in the next 12 mos 21,545 — 23.4%

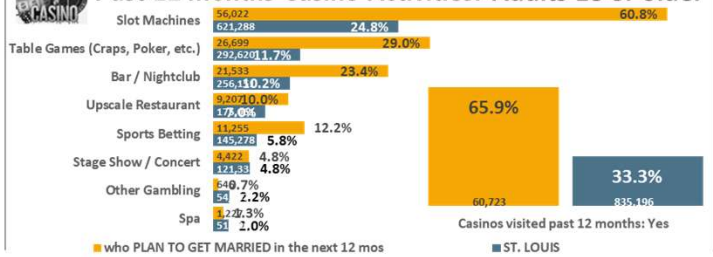
ST. LOUIS 341,559 — 13.6%

Drank Past 30-days: Adults 18 or older

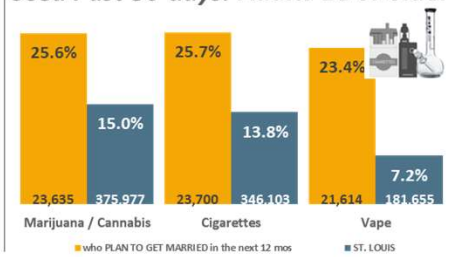


Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



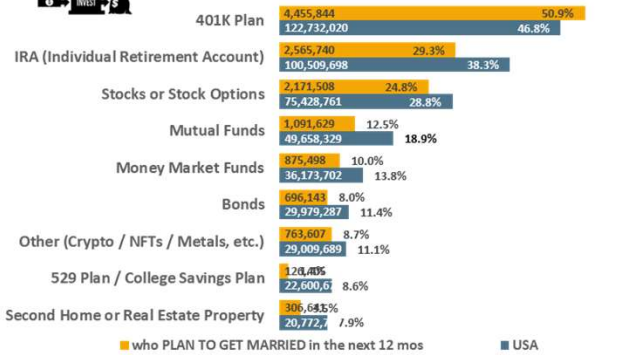
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Lifestyle changes/events personally plan to do next 12 mths: Get married

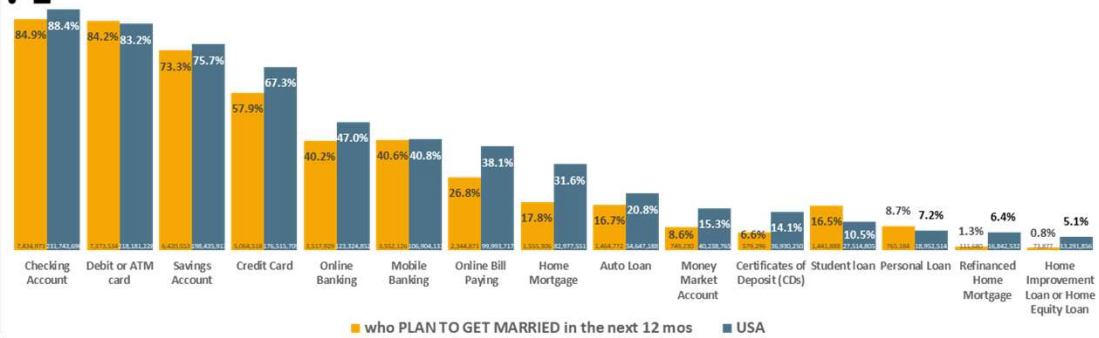


3.3% or 8,754,394 of USA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos.
Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 8.7% more likely to have a 401K, 19.7% less likely to have an Auto Loan, 17.7% more likely to Invest/Trade Stocks Online, 16.2% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



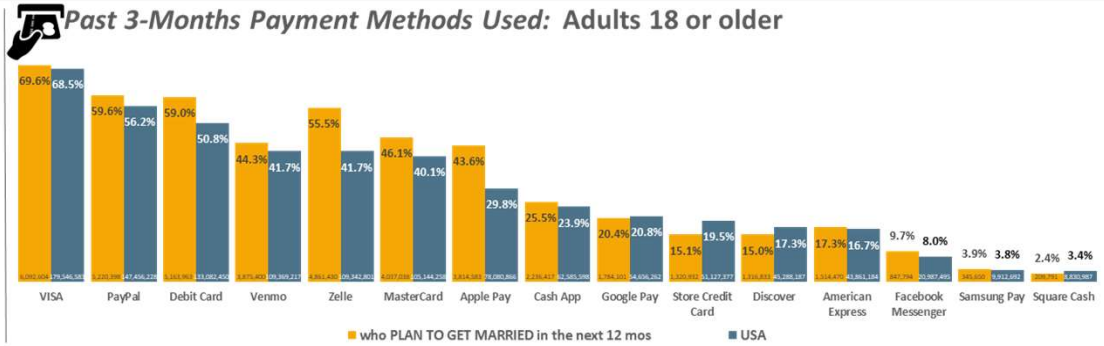
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 592

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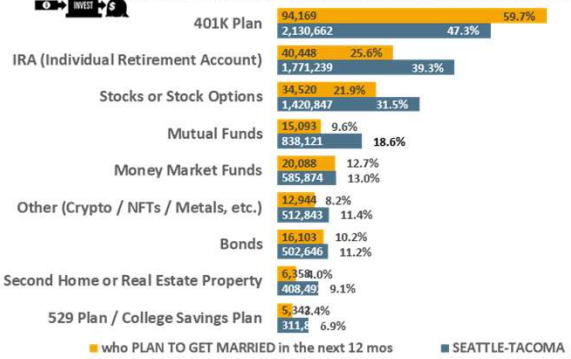
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

Lifestyle changes/events personally plan to do next 12 mths: Get married

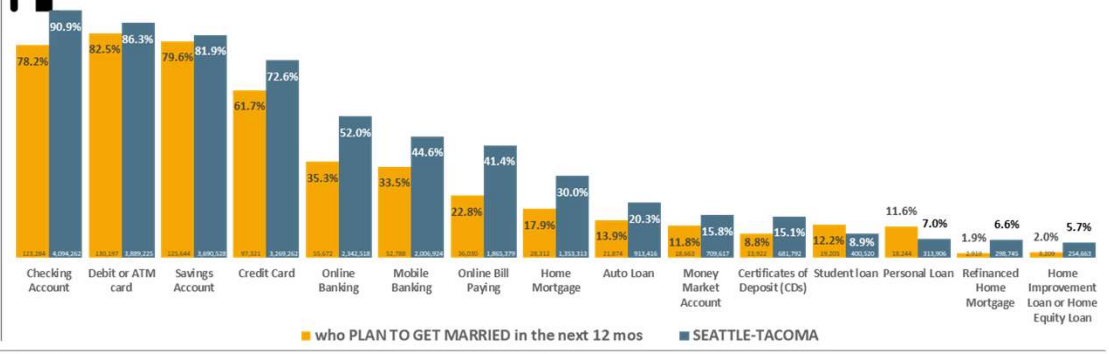


3.5% or 157,746 of SEATTLE-TACOMA DMA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos. Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 26.2% more likely to have a 401K, 31.6% less likely to have an Auto Loan, 6.2% more likely to Invest/Trade Stocks Online, 22.5% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



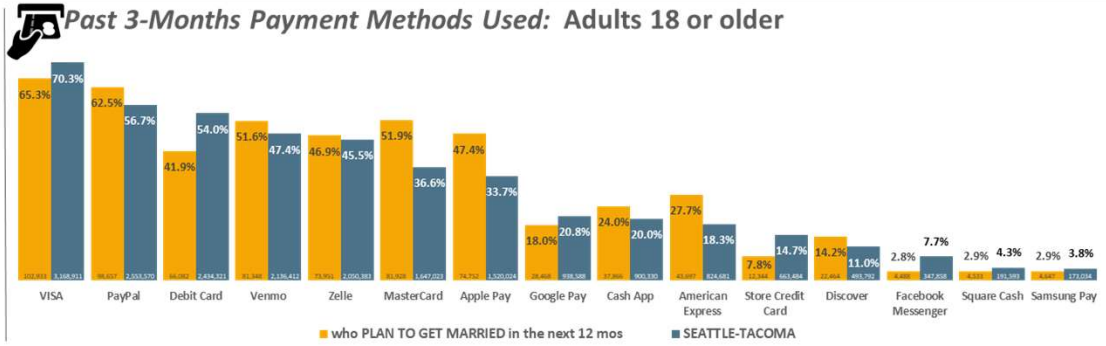
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



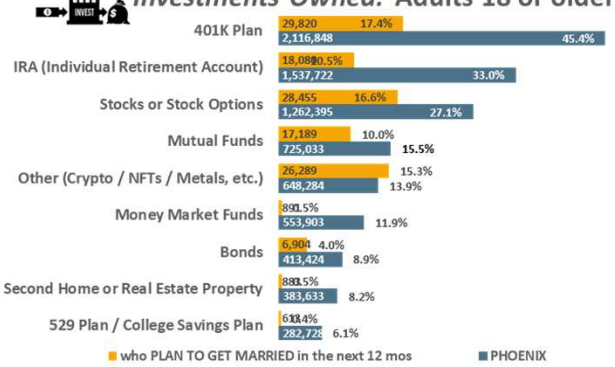
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Lifestyle changes/events personally plan to do next 12 mths: Get married

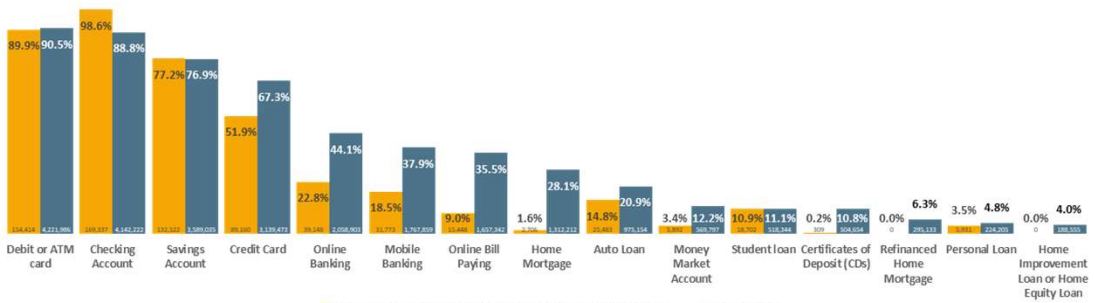


3.7% or 171,686 of PHOENIX DMA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos.
Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 61.7% less likely to have a 401K, 29.% less likely to have an Auto Loan, 73.6% less likely to Invest/Trade Stocks Online, 49.6% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

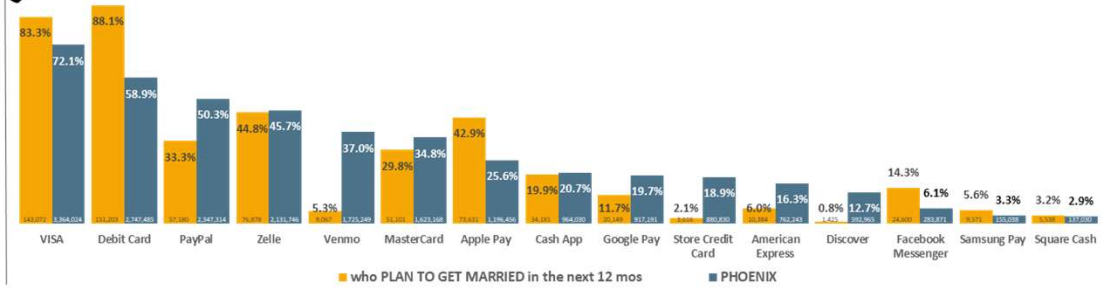


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



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Lifestyle changes/events personally plan to do next 12 mths: Get married

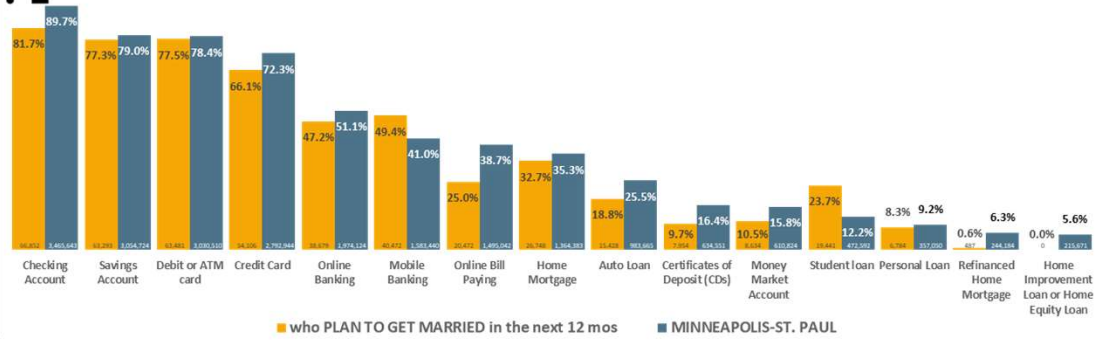


2.1% or 81,863 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos. Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 28.7% more likely to have a 401K, 26.% less likely to have an Auto Loan, 38.5% more likely to Invest/Trade Stocks Online, 1.2% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



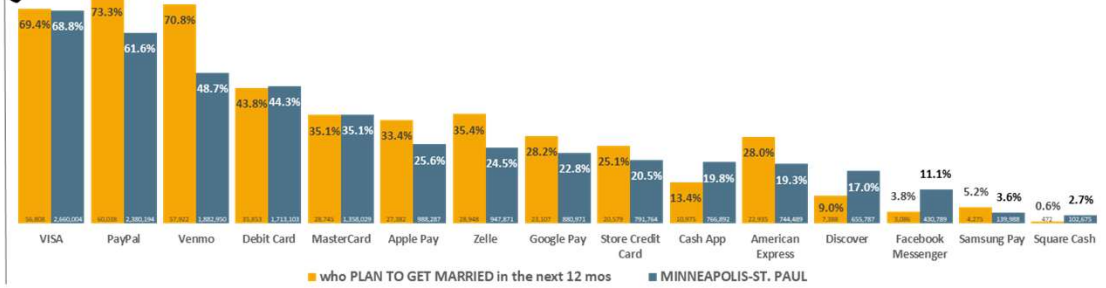
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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

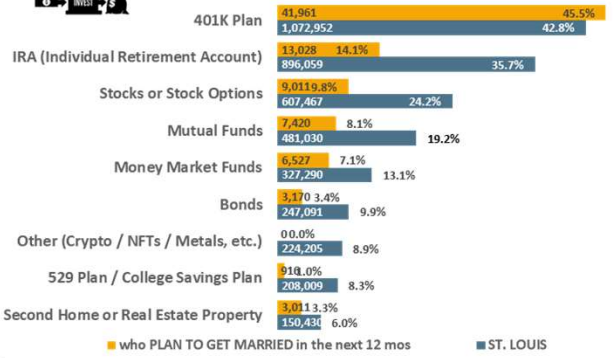


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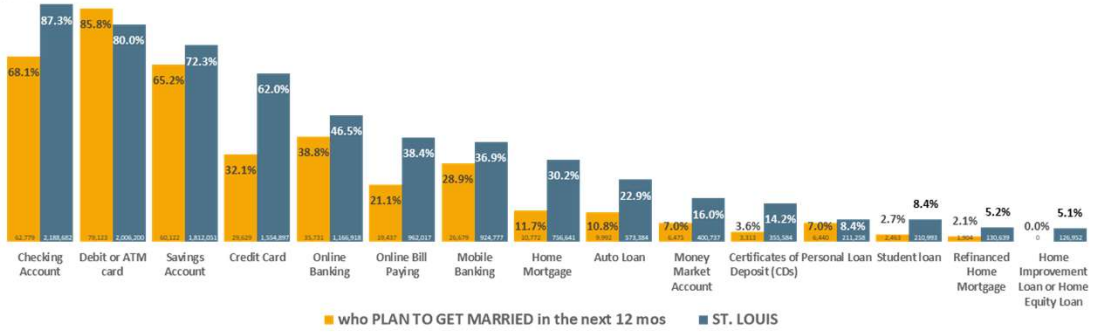
Lifestyle changes/events personally plan to do next 12 mths: Get married

3.7% or 92,173 of ST. LOUIS DMA Adults 18 or older PLAN TO GET MARRIED in the next 12 mos.
Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos are 6.4% more likely to have a 401K, 52.6% less likely to have an Auto Loan, 81.5% less likely to Invest/Trade Stocks Online, 10.% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

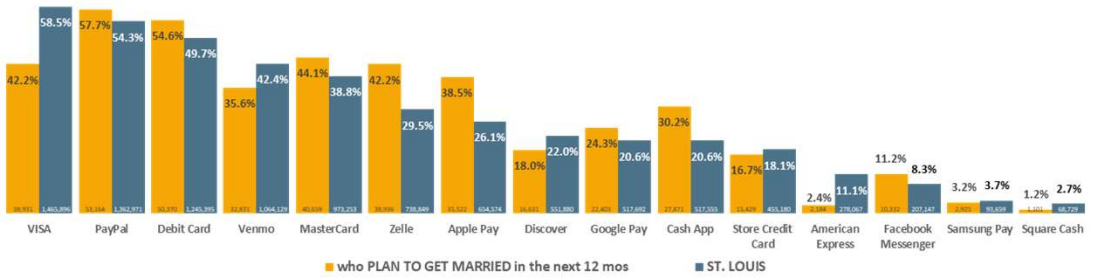


Professional Services Used:* Adults 18 or older



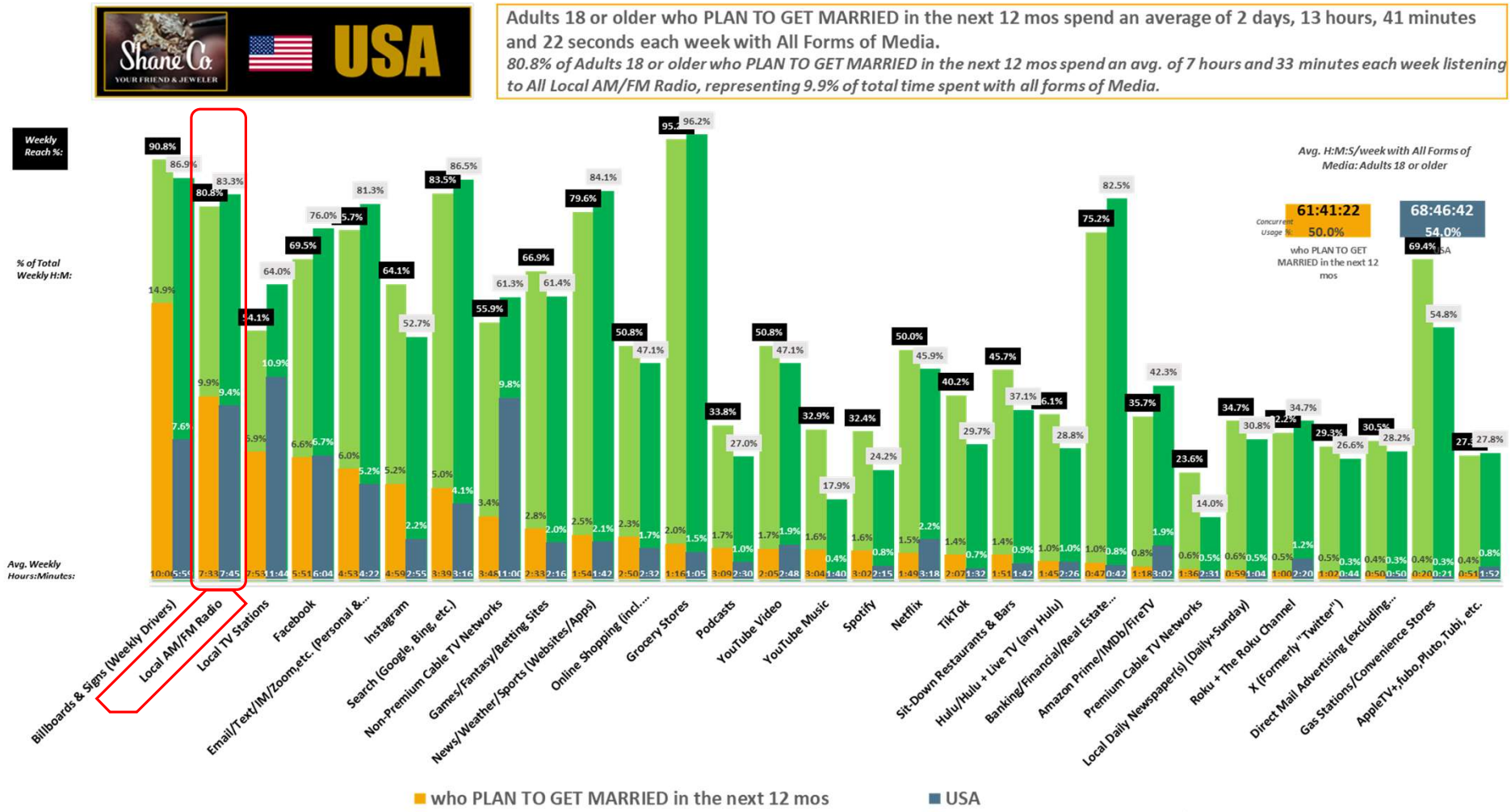
*(*Past 12 Months)*

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



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Lifestyle changes/events personally plan to do next 12 mths: Get married

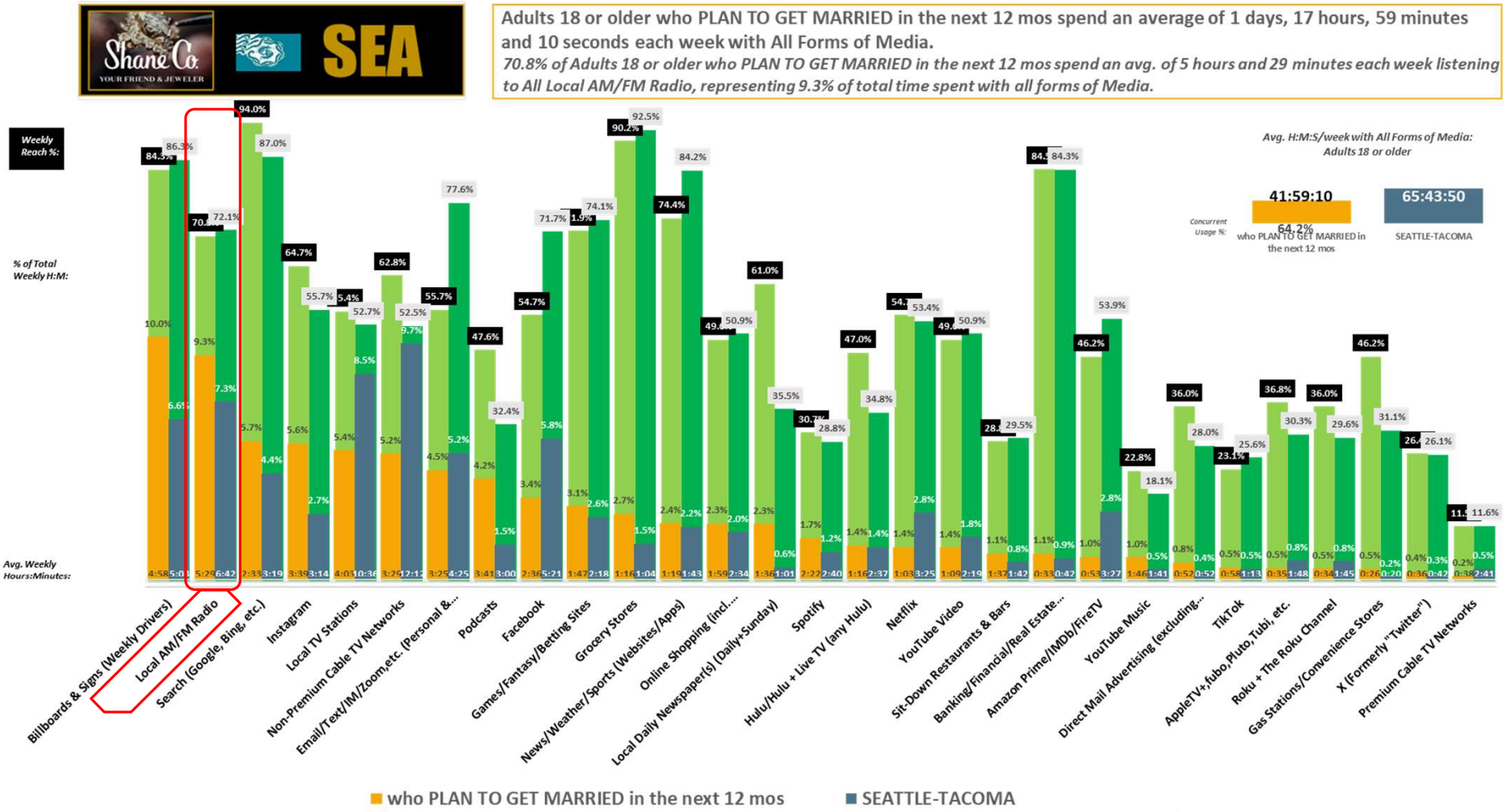


USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 592 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Lifestyle changes/events personally plan to do next 12 mths: Get married

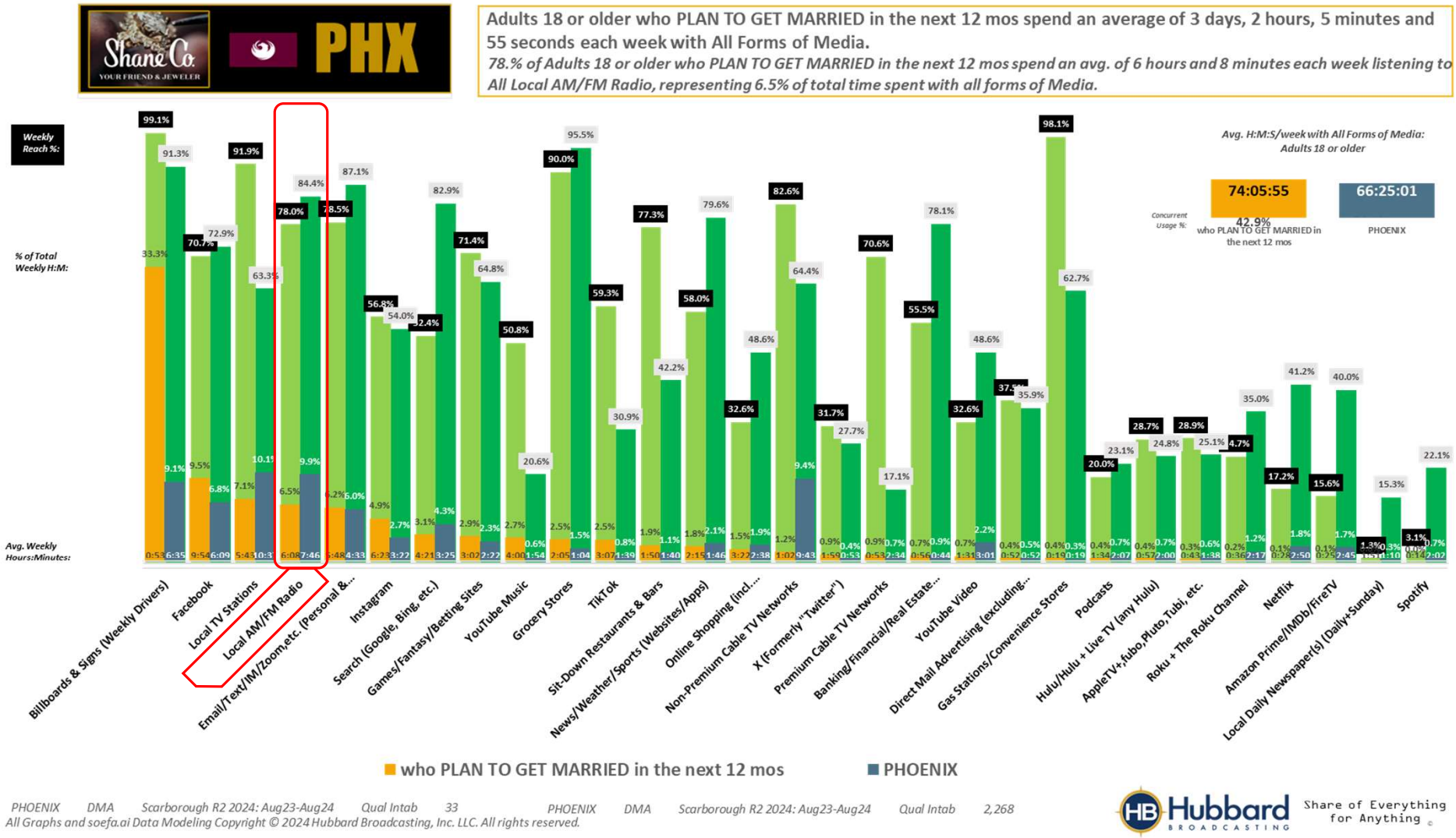


SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 118 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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Lifestyle changes/events personally plan to do next 12 mths: Get married

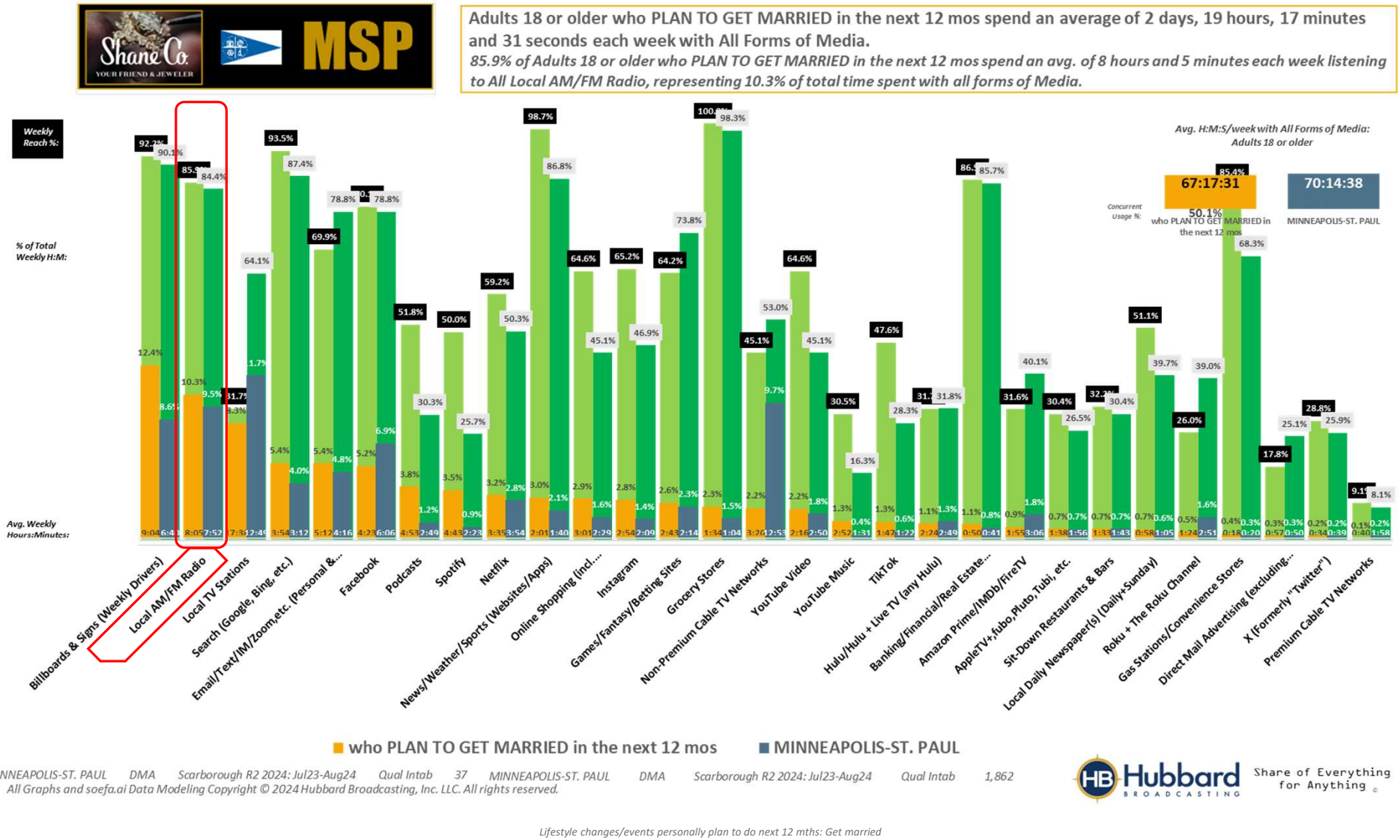


PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 33 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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Lifestyle changes/events personally plan to do next 12 mths: Get married

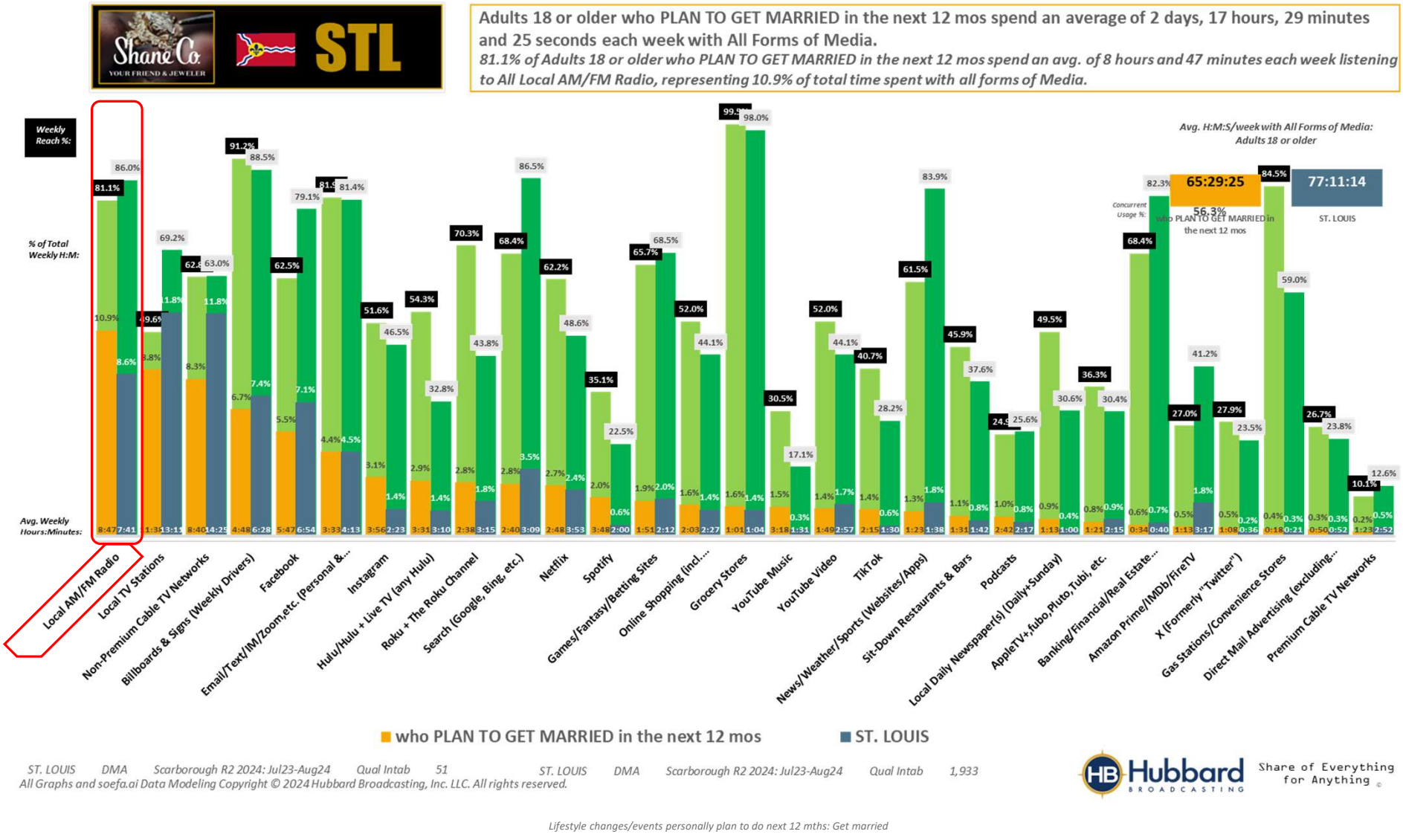


MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 37 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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Lifestyle changes/events personally plan to do next 12 mths: Get married

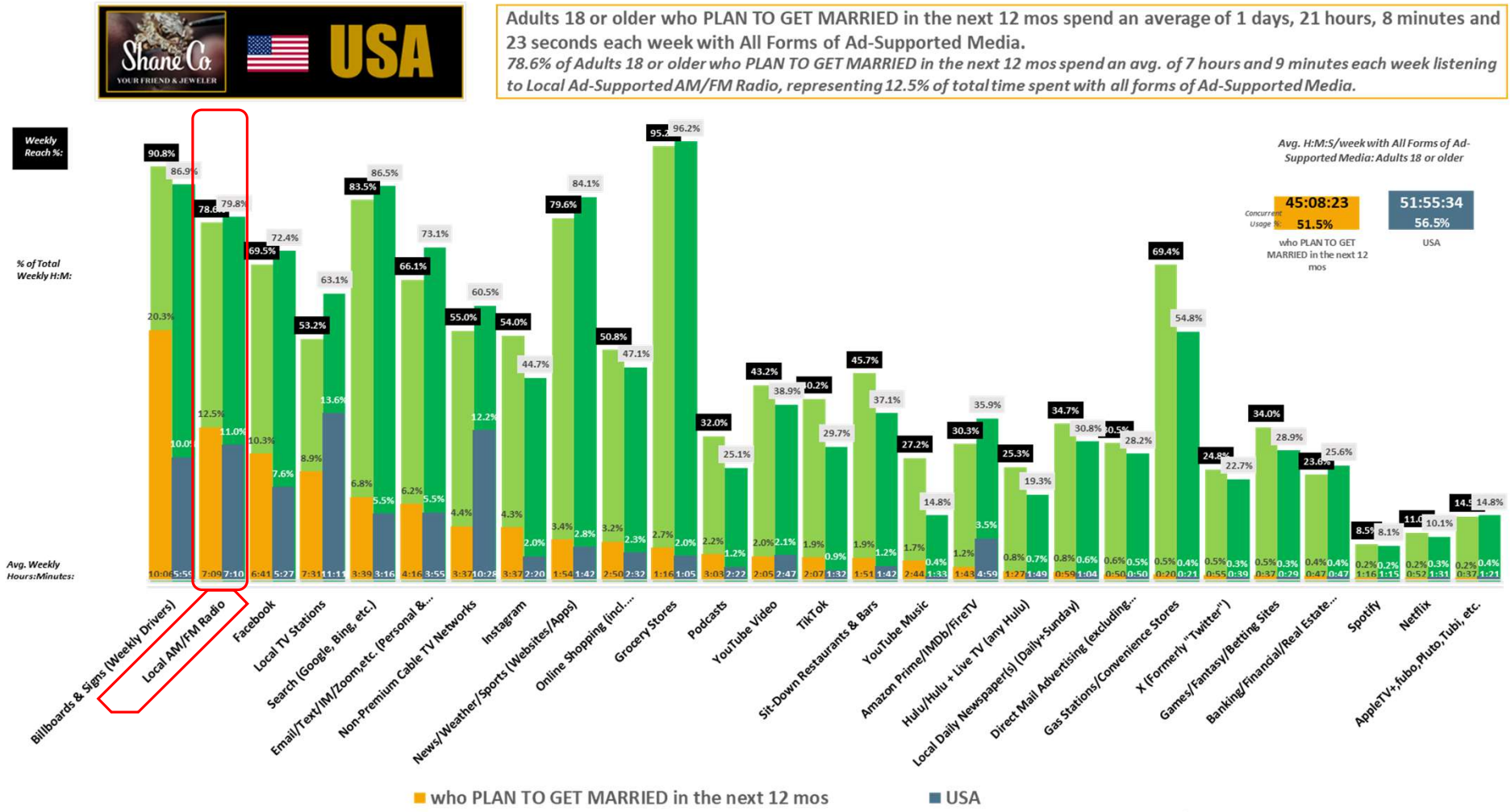


ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 51 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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Lifestyle changes/events personally plan to do next 12 mths: Get married

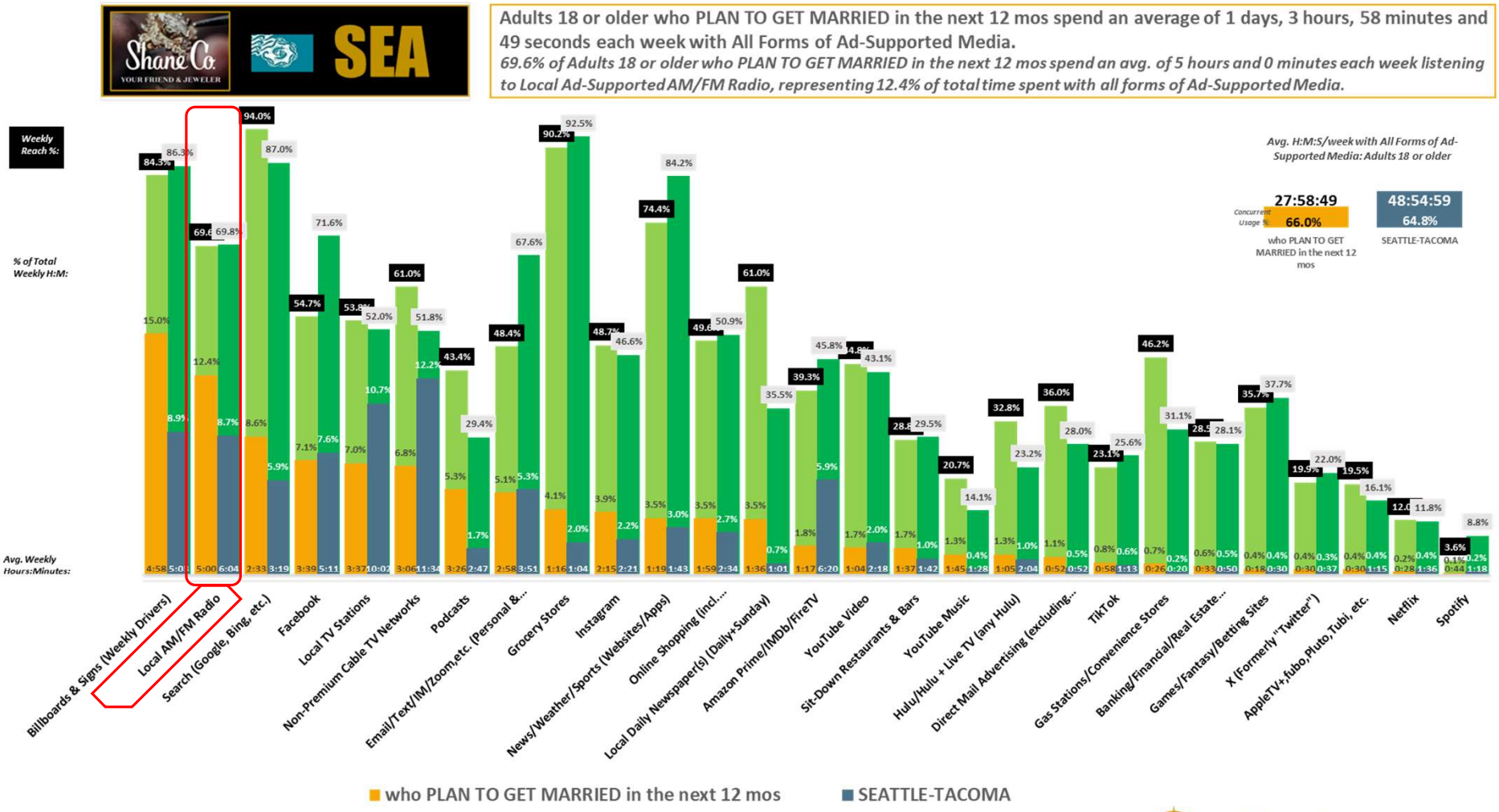


USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 592 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Lifestyle changes/events personally plan to do next 12 mths: Get married

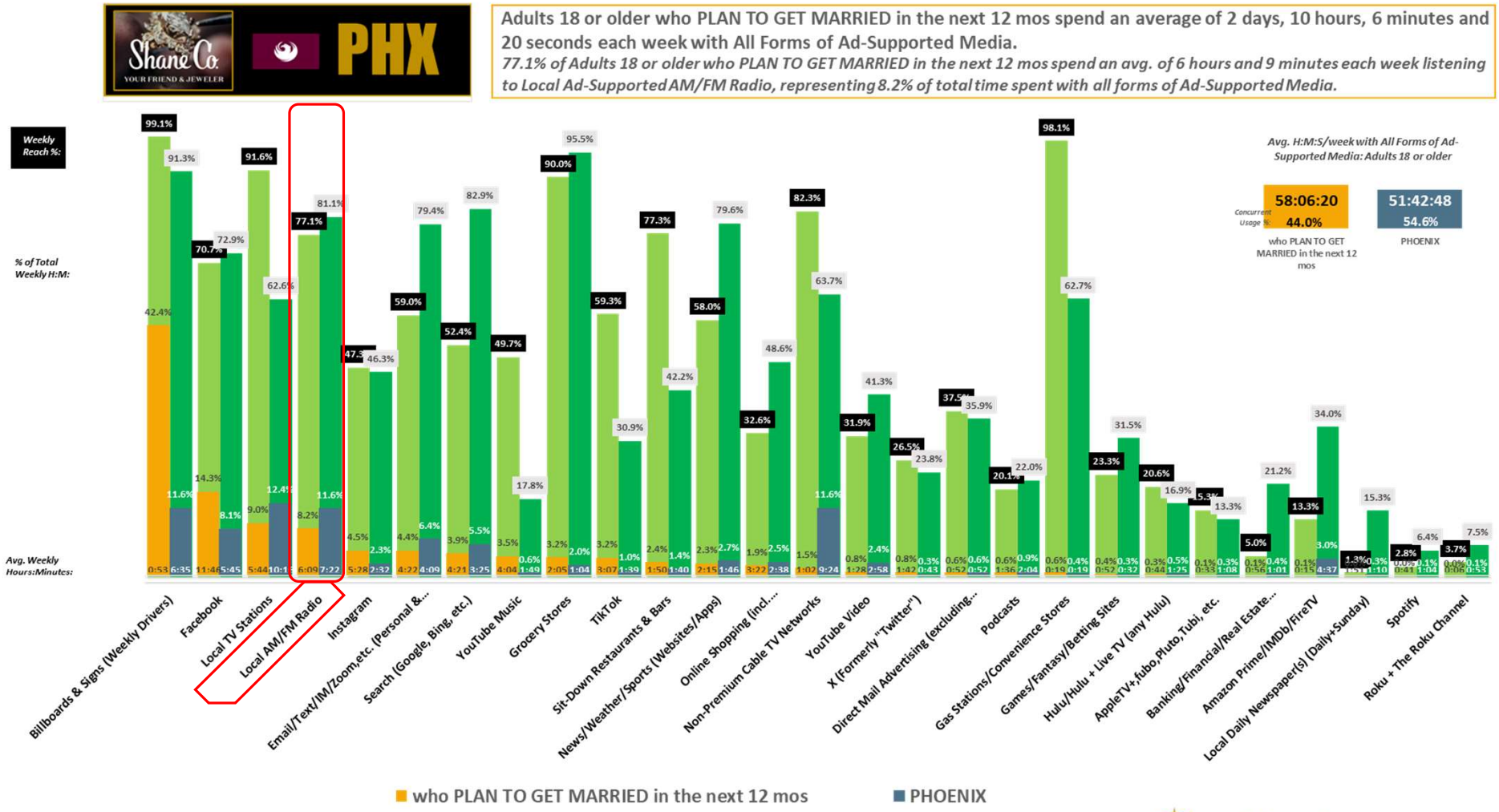


SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 118 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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Lifestyle changes/events personally plan to do next 12 mths: Get married

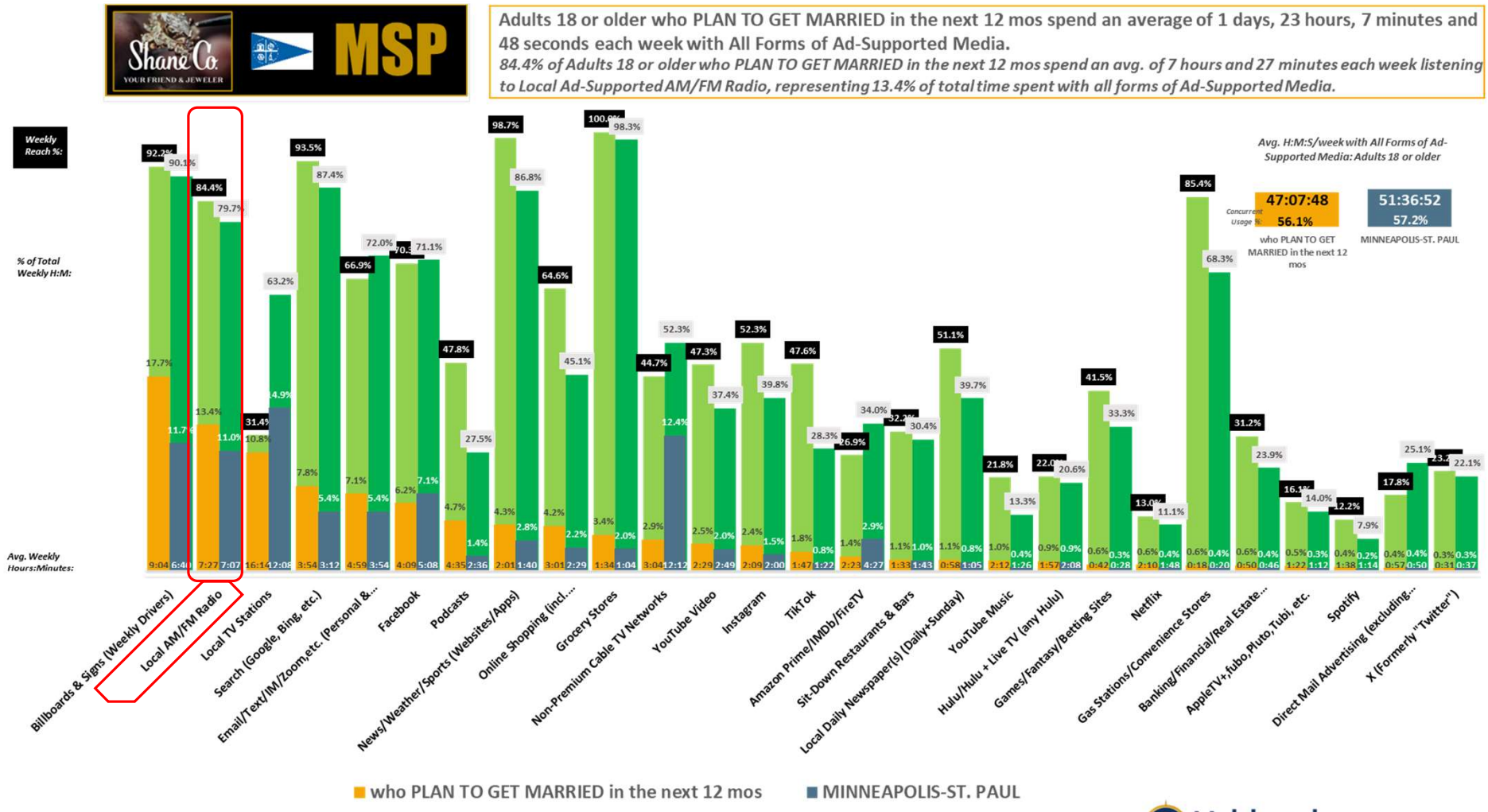


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Lifestyle changes/events personally plan to do next 12 mths: Get married

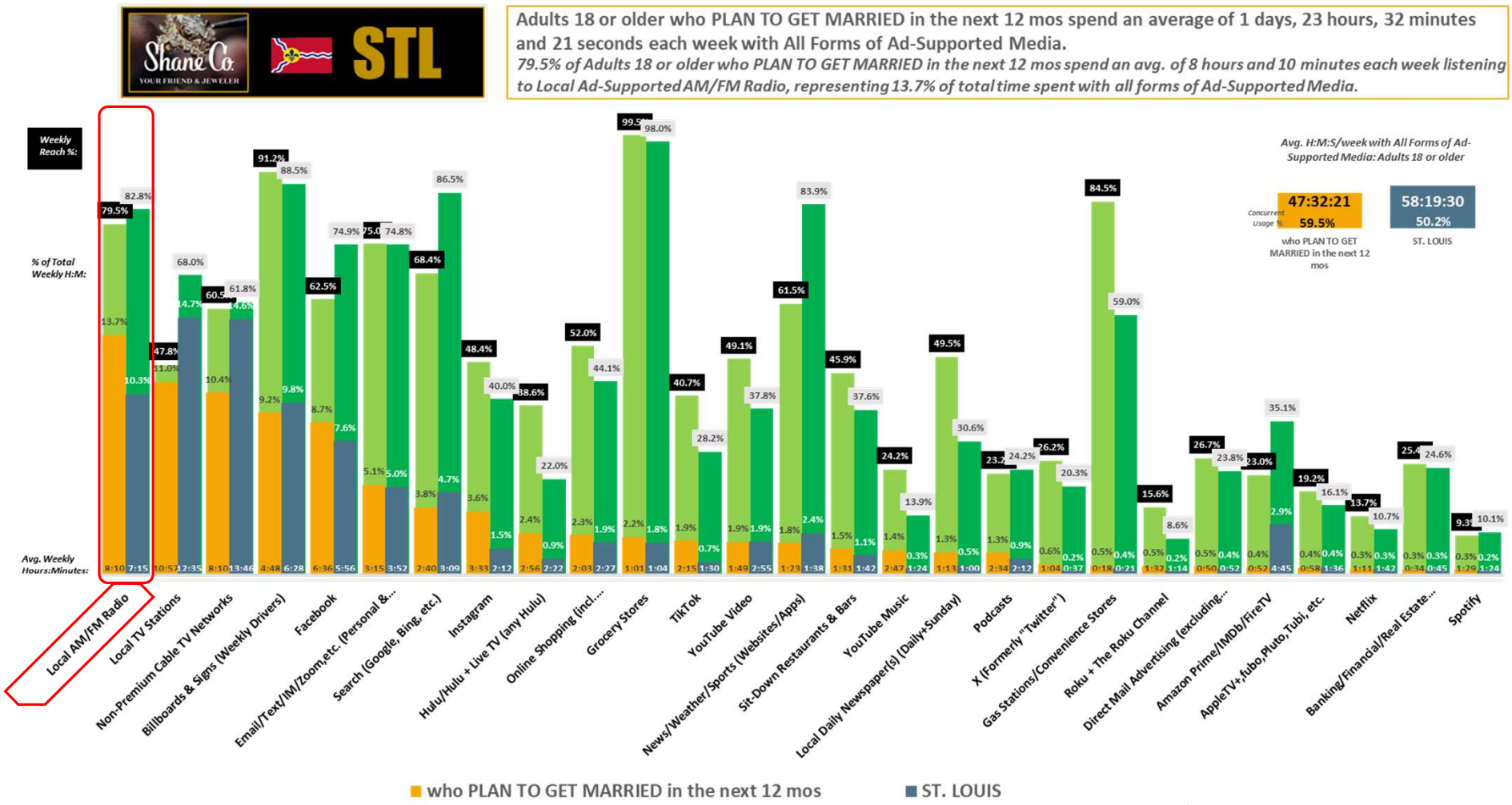


MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 37 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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Lifestyle changes/events personally plan to do next 12 mths: Get married



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 51 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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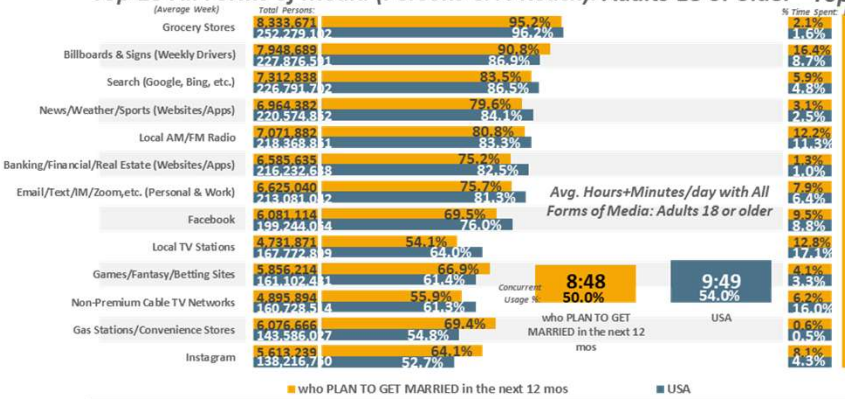
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Lifestyle changes/events personally plan to do next 12 mths: Get married

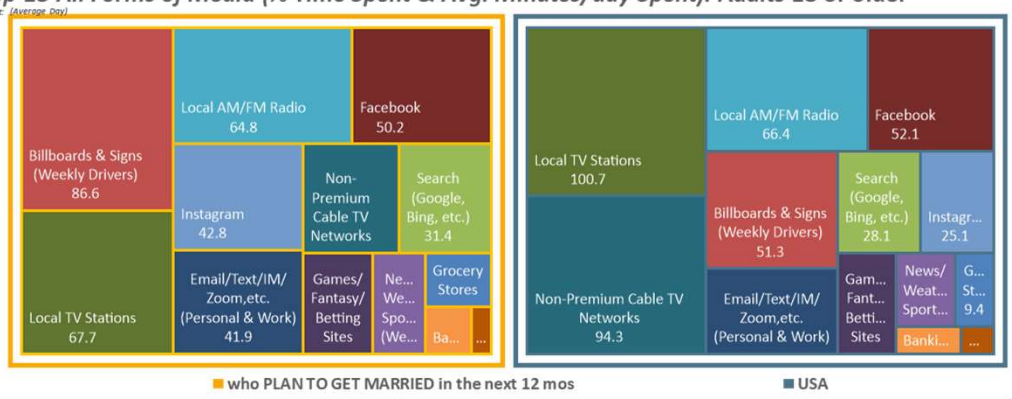


Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos spend an average of 6 hours and 26 minutes each day with All Forms of Ad-Supported Media. 78.6% listen to Local AM/FM Radio for an avg. of 61.3 minutes/day. *(Local Radio delivers 12.5% of Time with Ad-Supported Media.)*

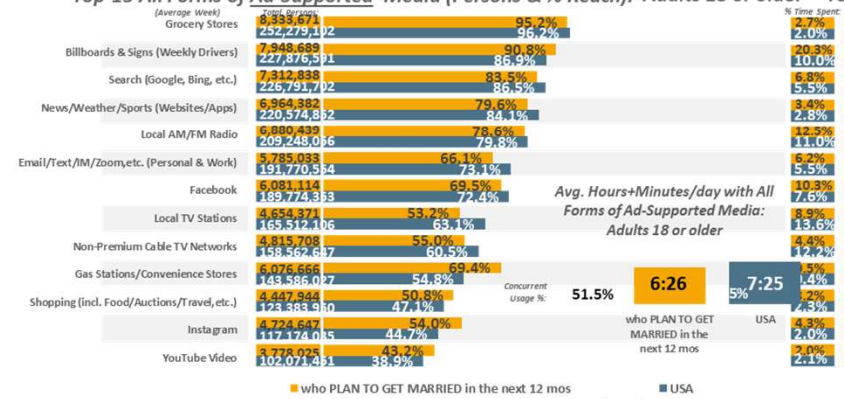
***Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older**



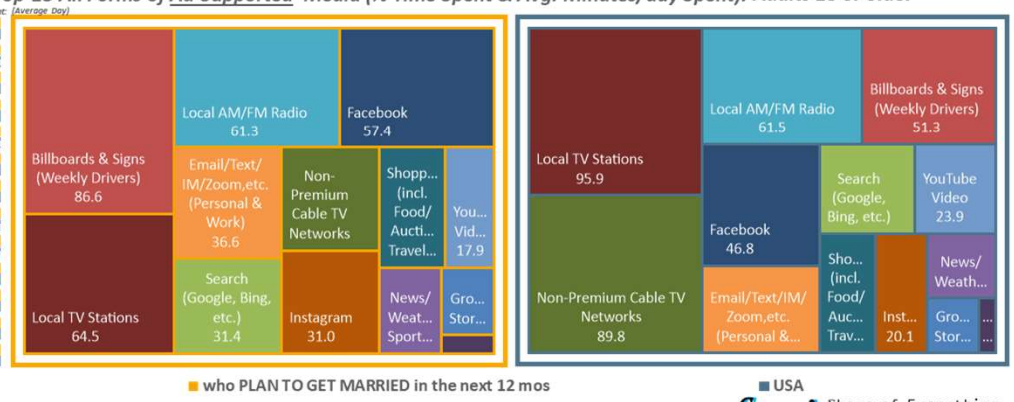
***Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older**



***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 2024: Jan23-Aug24 Qual Intab 592

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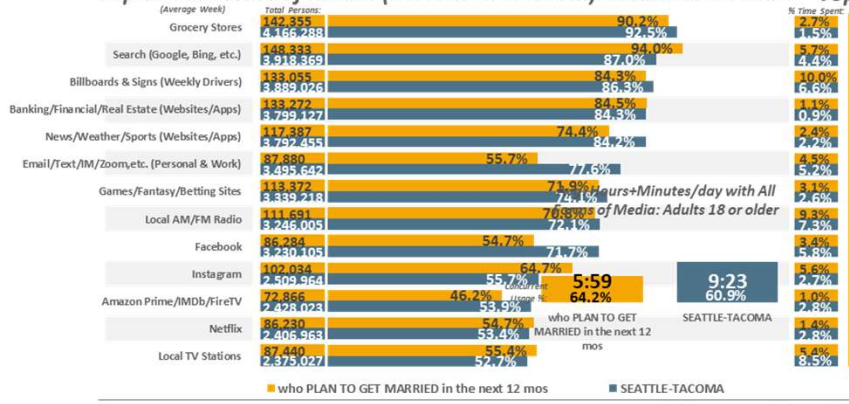
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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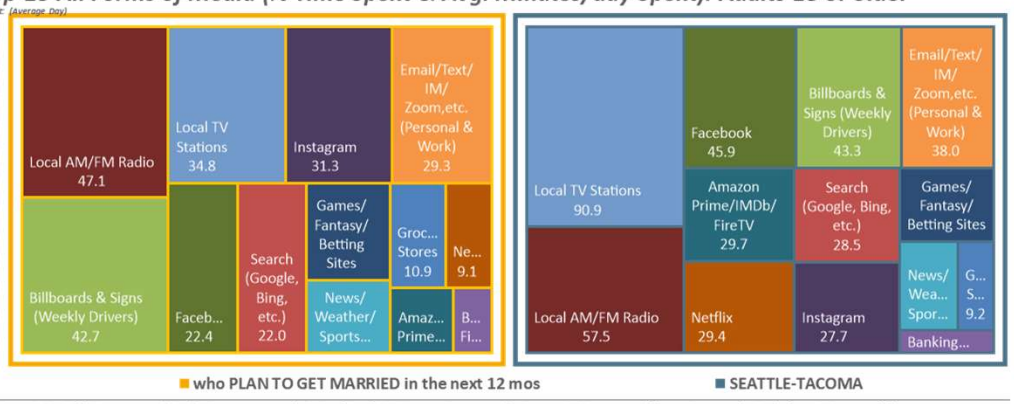
Lifestyle changes/events personally plan to do next 12 mths: Get married

Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos spend an average of 3 hours and 59 minutes each day with All Forms of Ad-Supported Media. 69.6% listen to Local AM/FM Radio for an avg. of 42.9 minutes/day. *(Local Radio delivers 12.4% of Time with Ad-Supported Media.)*

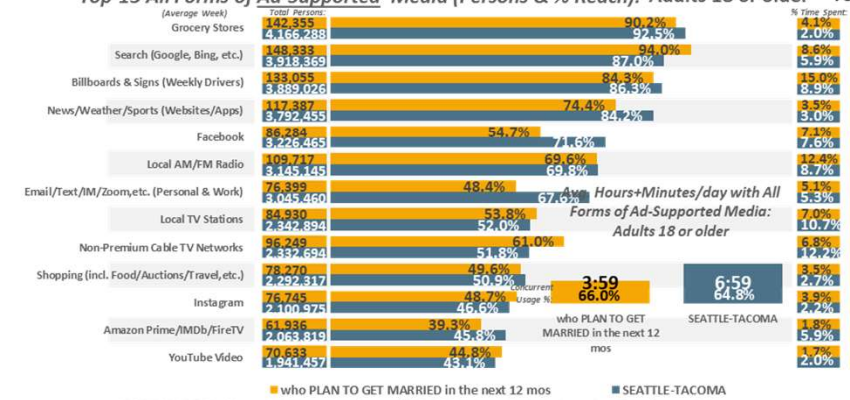
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



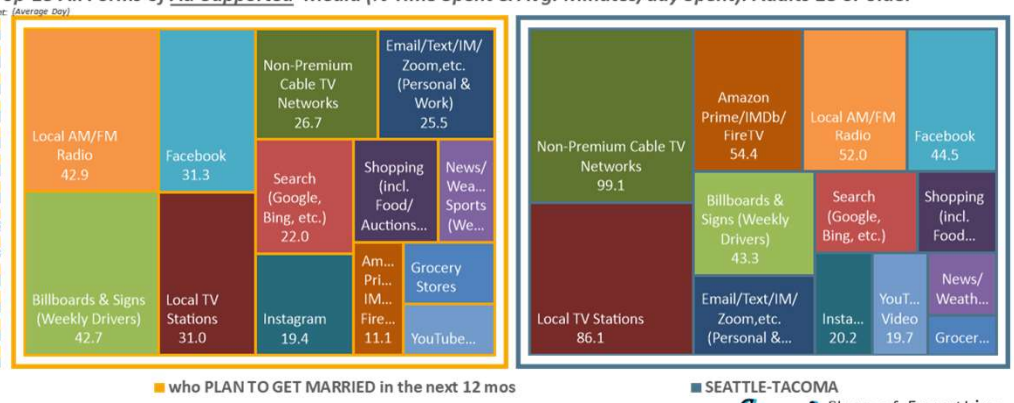
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 118

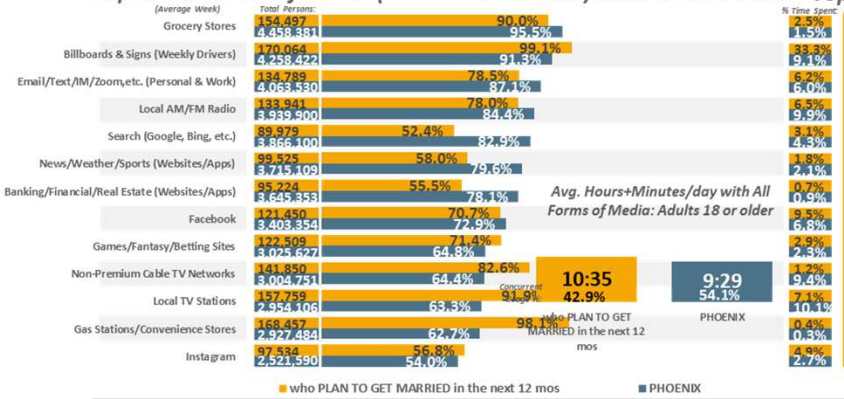
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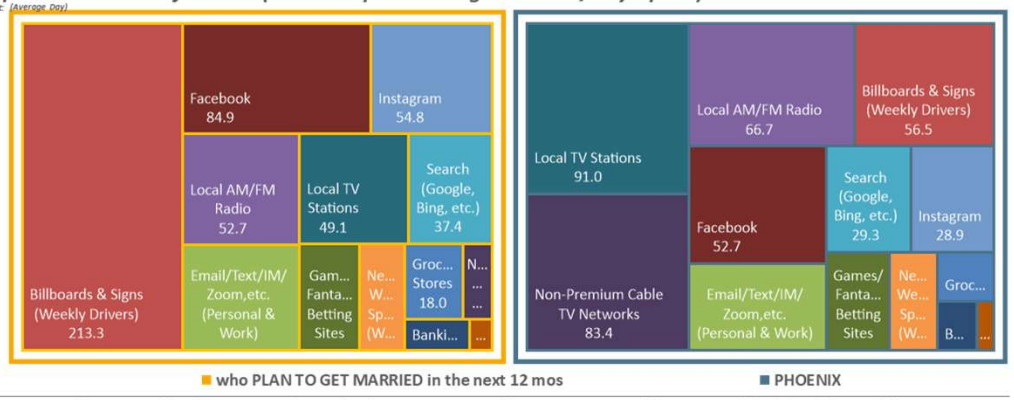
Lifestyle changes/events personally plan to do next 12 mths: Get married

Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos spend an average of 8 hours and 18 minutes each day with All Forms of Ad-Supported Media. 77.1% listen to Local AM/FM Radio for an avg. of 52.8 minutes/day. *(Local Radio delivers 8.2% of Time with Ad-Supported Media.)*

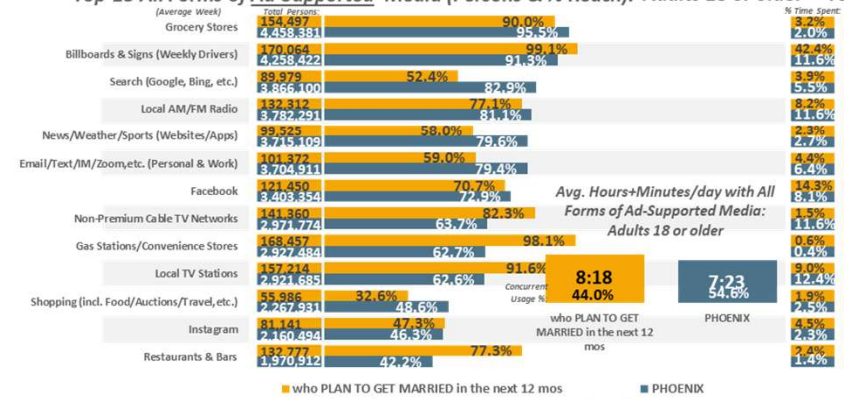
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



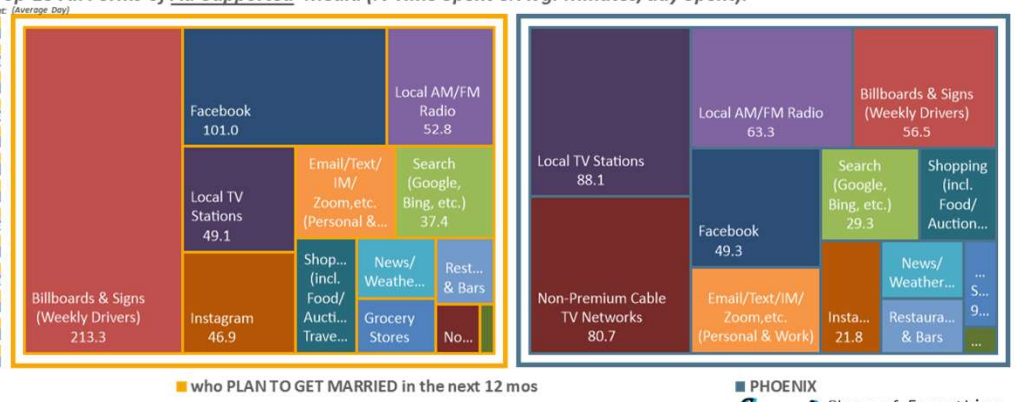
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 33

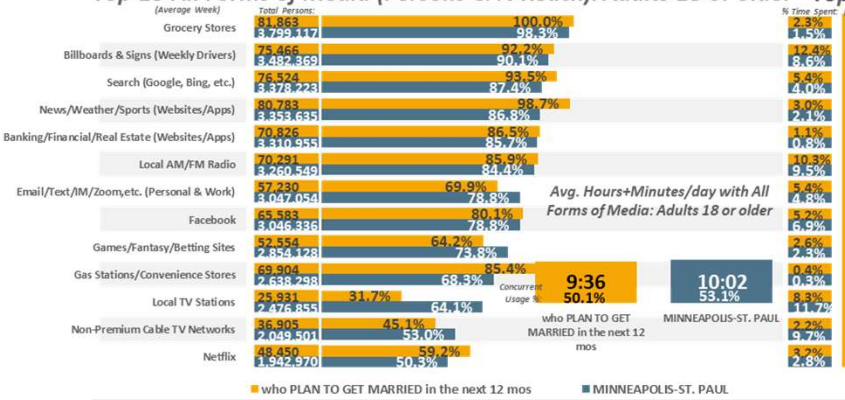
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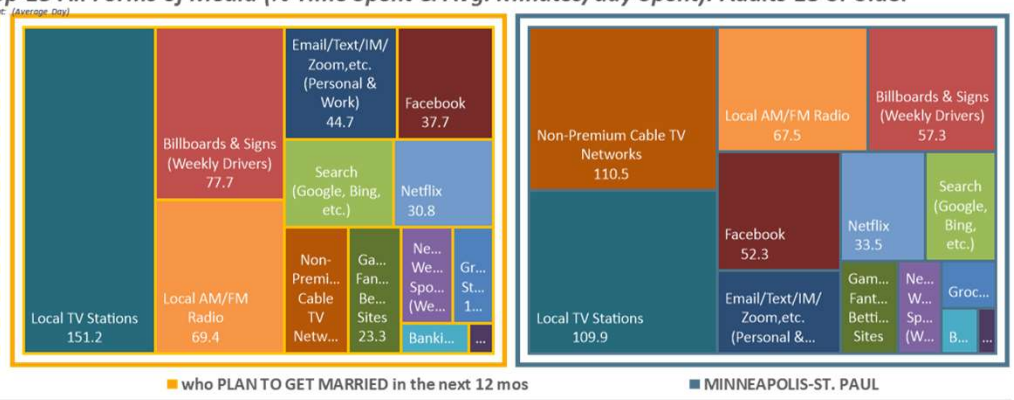
Lifestyle changes/events personally plan to do next 12 mths: Get married

Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos spend an average of 6 hours and 43 minutes each day with All Forms of Ad-Supported Media. 84.4% listen to Local AM/FM Radio for an avg. of 63.9 minutes/day. *(Local Radio delivers 13.4% of Time with Ad-Supported Media.)*

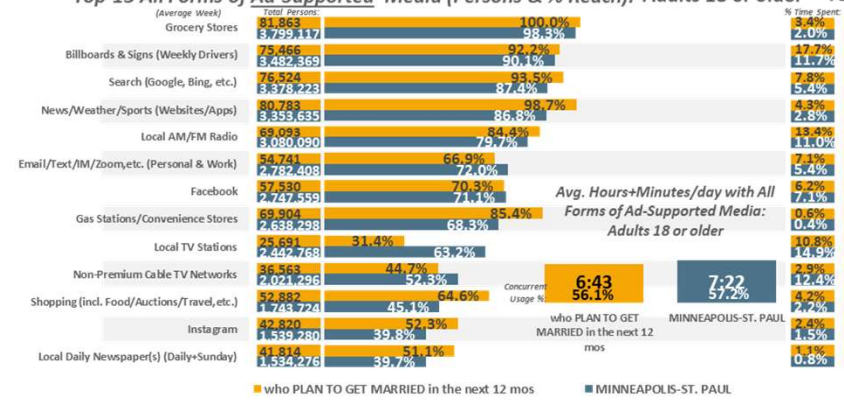
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



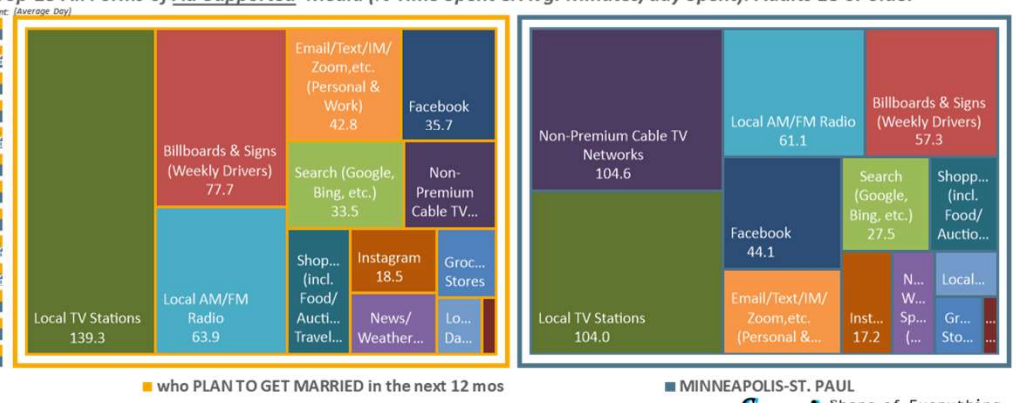
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 37

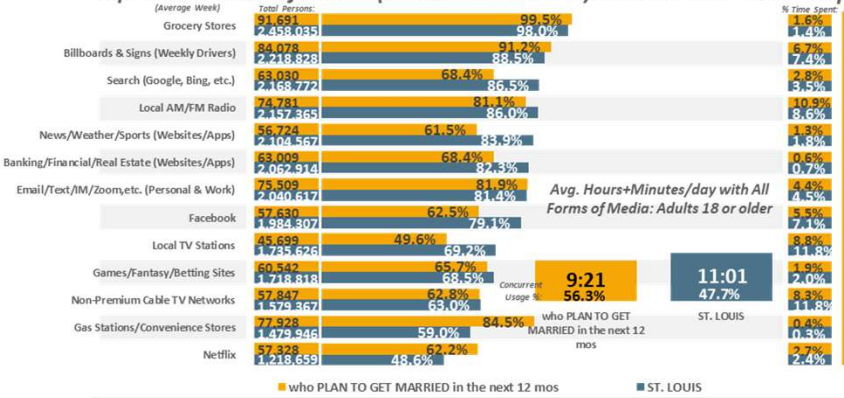
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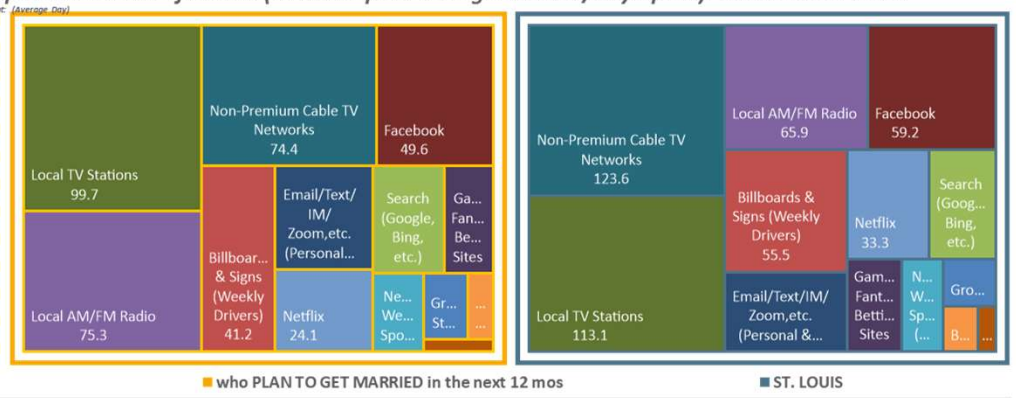
Lifestyle changes/events personally plan to do next 12 mths: Get married

Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos spend an average of 6 hours and 47 minutes each day with All Forms of Ad-Supported Media. 79.5% listen to Local AM/FM Radio for an avg. of 70.1 minutes/day. *(Local Radio delivers 13.7% of Time with Ad-Supported Media.)*

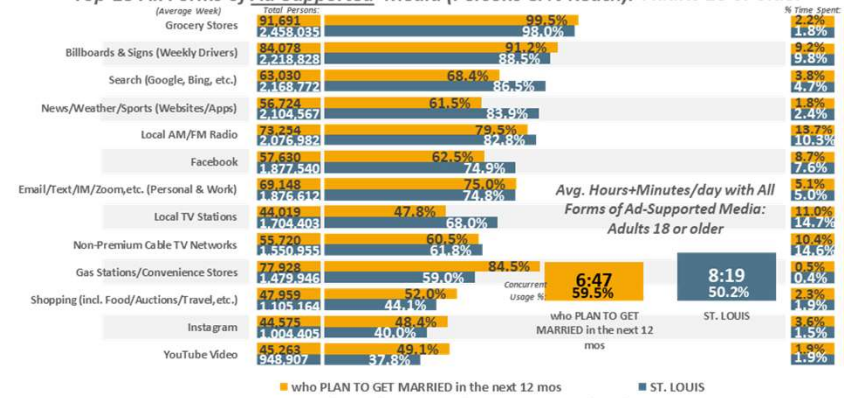
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



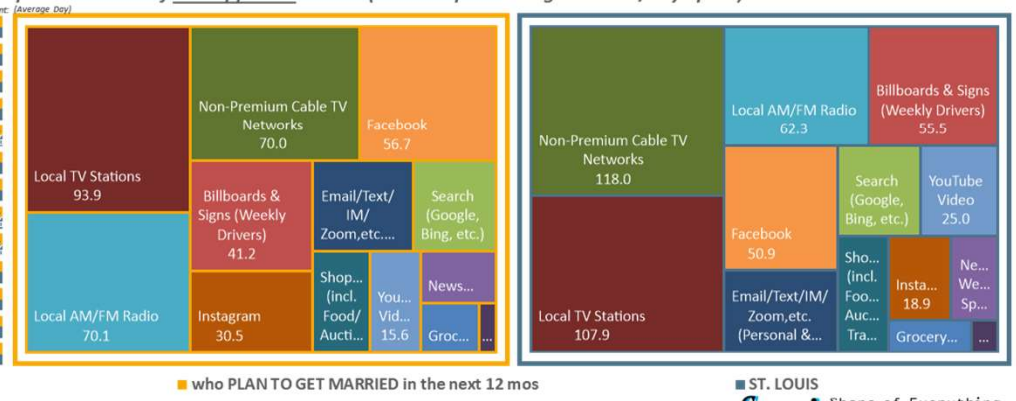
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 51

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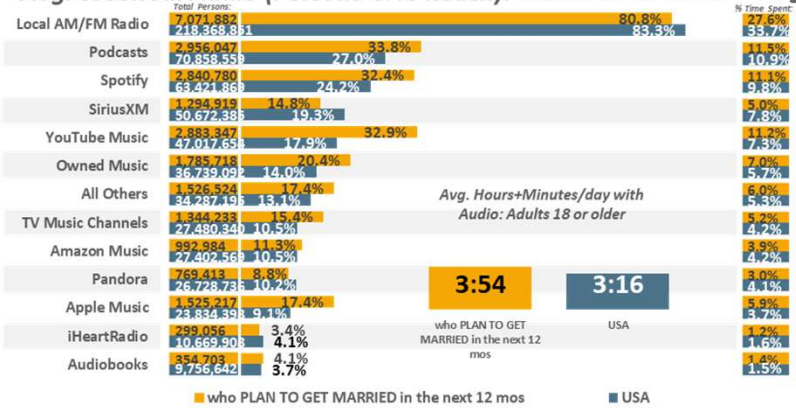
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Lifestyle changes/events personally plan to do next 12 mths: Get married

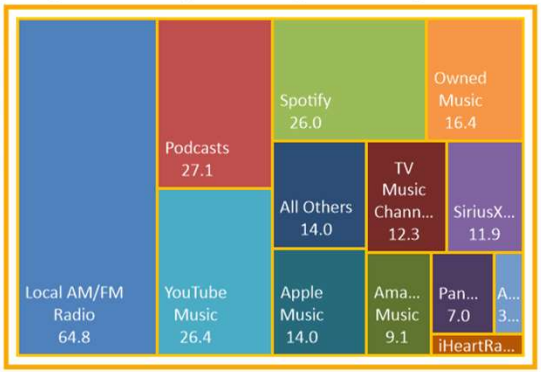


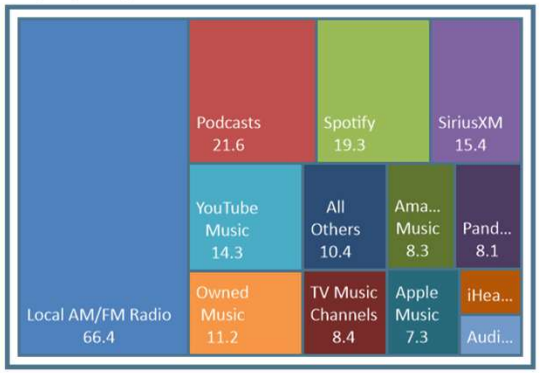
6,880,439 or 78.6% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 61.3 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.

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

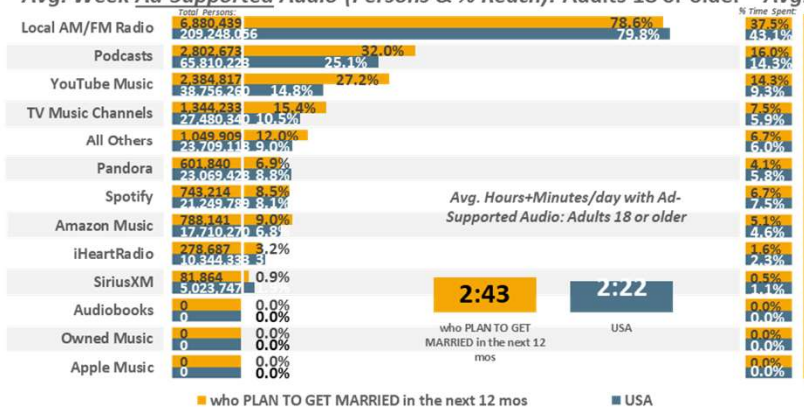


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

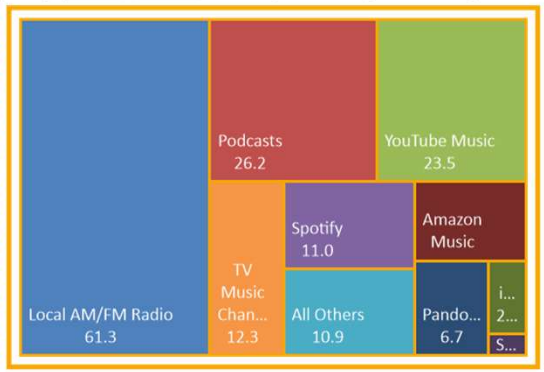


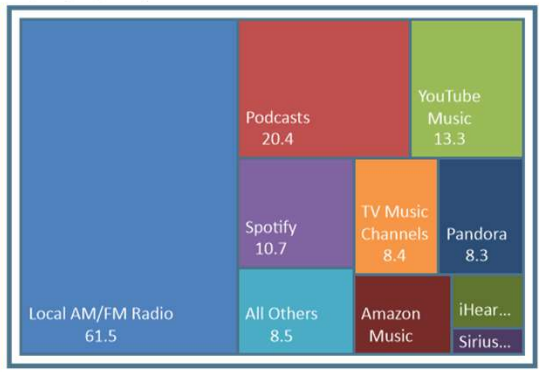


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 592

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Scarborough R1 2024: Jan23-Aug24 USA Projection Scarborough R1 2024: Jan23-Aug24

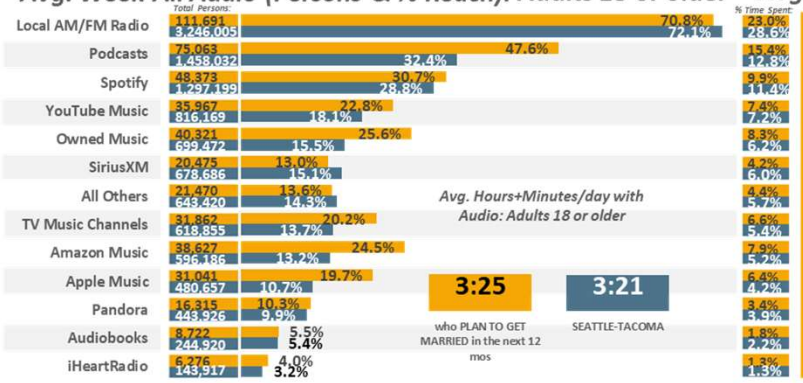
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Lifestyle changes/events personally plan to do next 12 mths: Get married

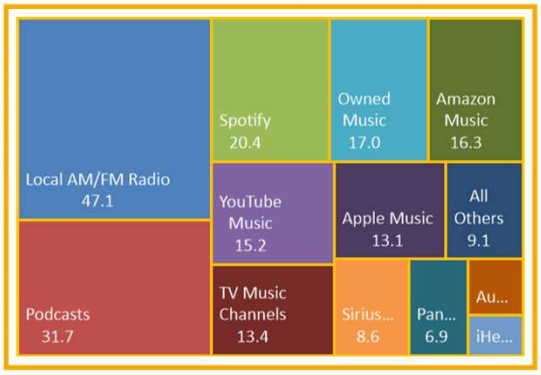


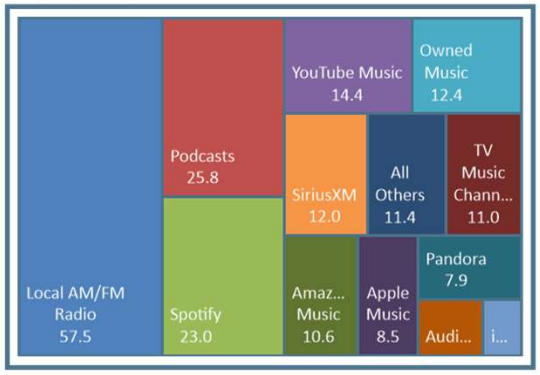
109,717 or 69.6% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 42.9 minutes every day representing 31.3% of all time spent daily with Ad-Supported Audio.

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

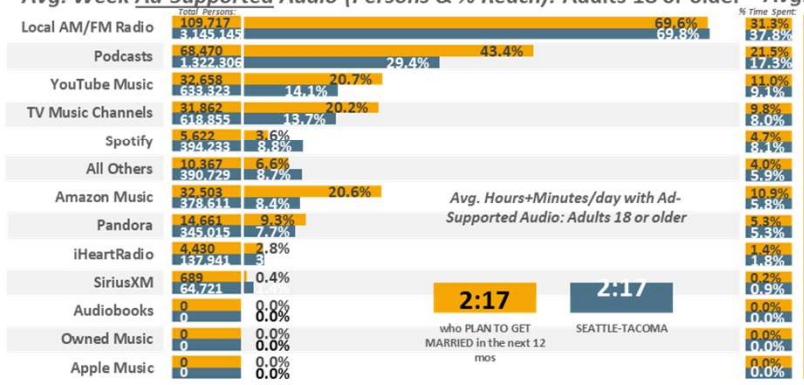


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

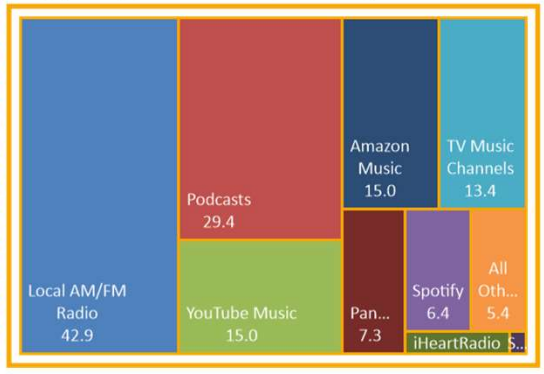


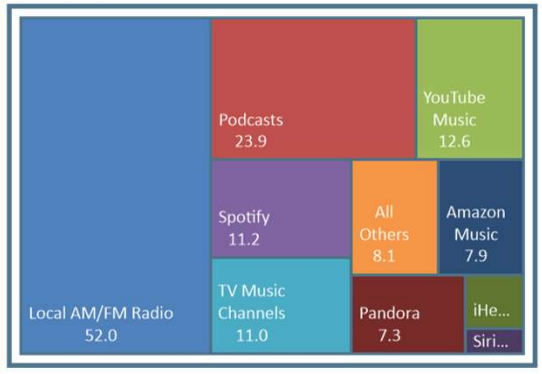


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 118

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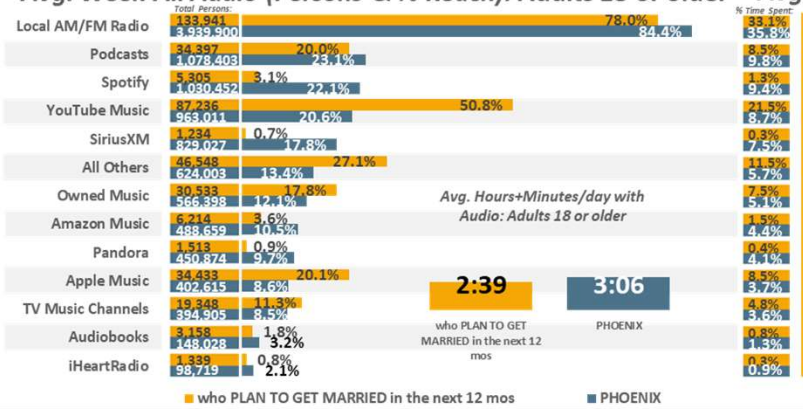
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Lifestyle changes/events personally plan to do next 12 mths: Get married

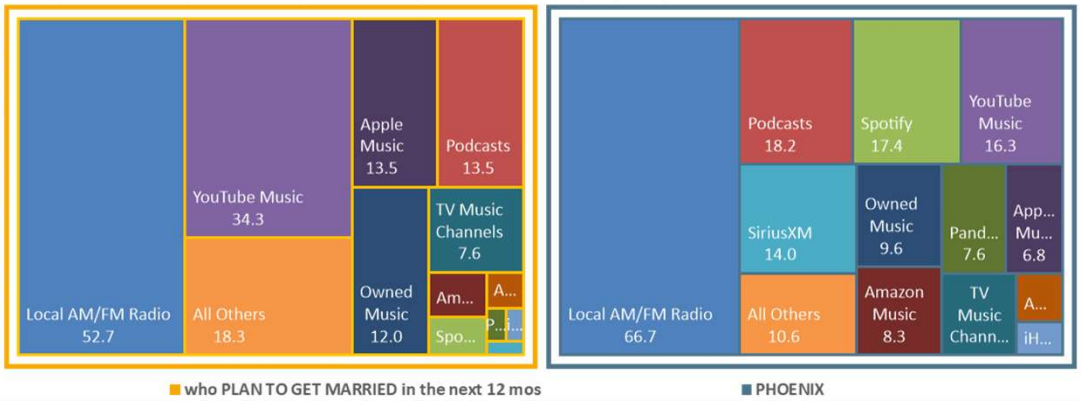


132,312 or 77.1% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 52.8 minutes every day representing 37.7% of all time spent daily with Ad-Supported Audio.

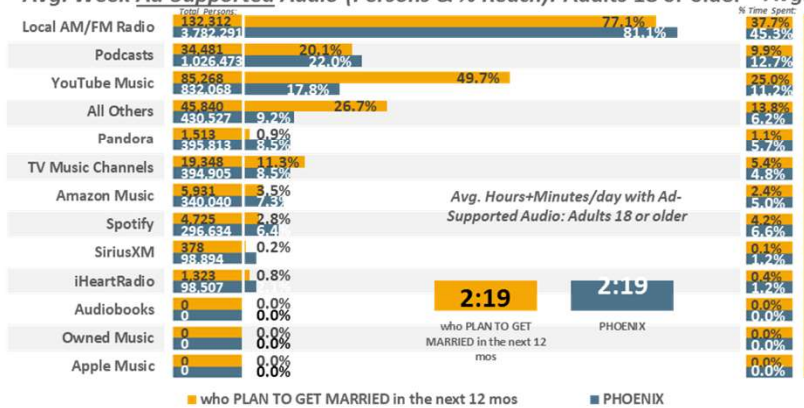
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 33

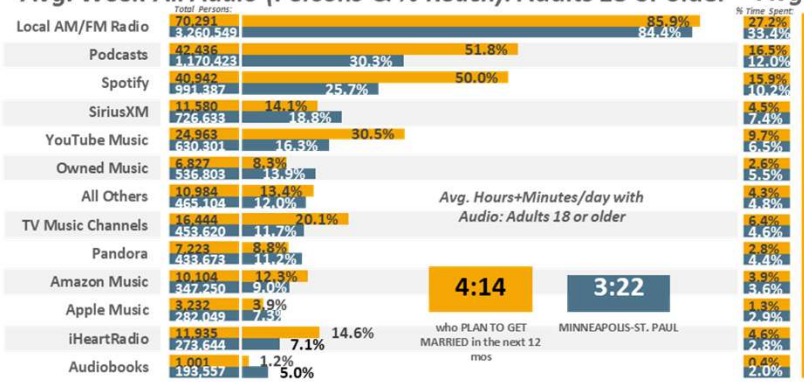
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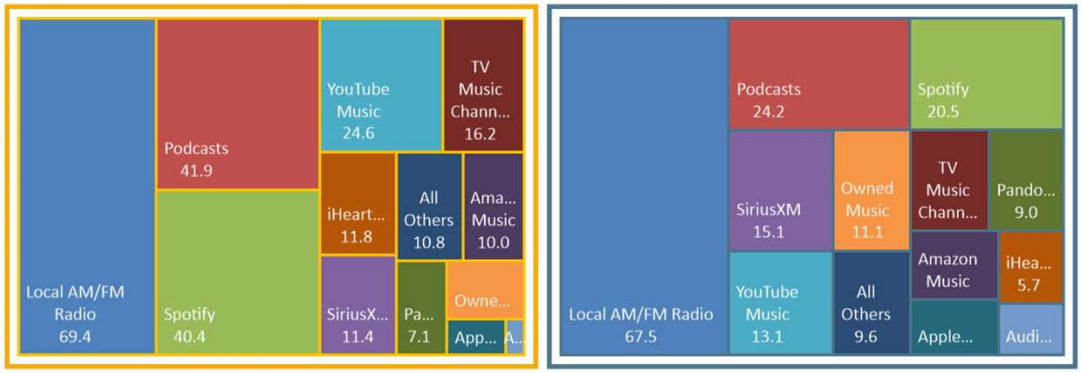
Lifestyle changes/events personally plan to do next 12 mths: Get married

69,093 or 84.4% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 63.9 minutes every day representing 33.9% of all time spent daily with Ad-Supported Audio.

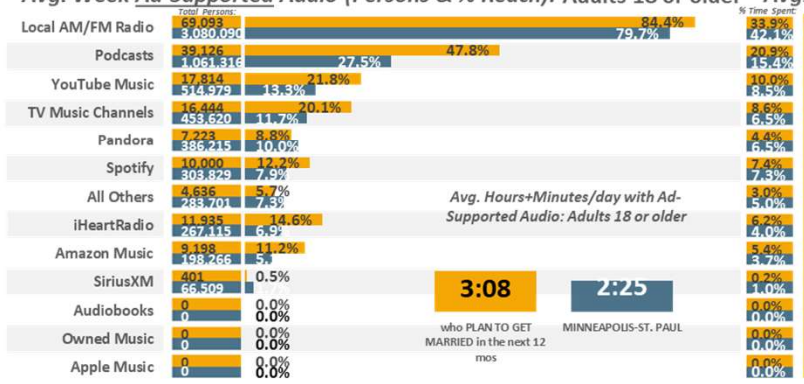
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



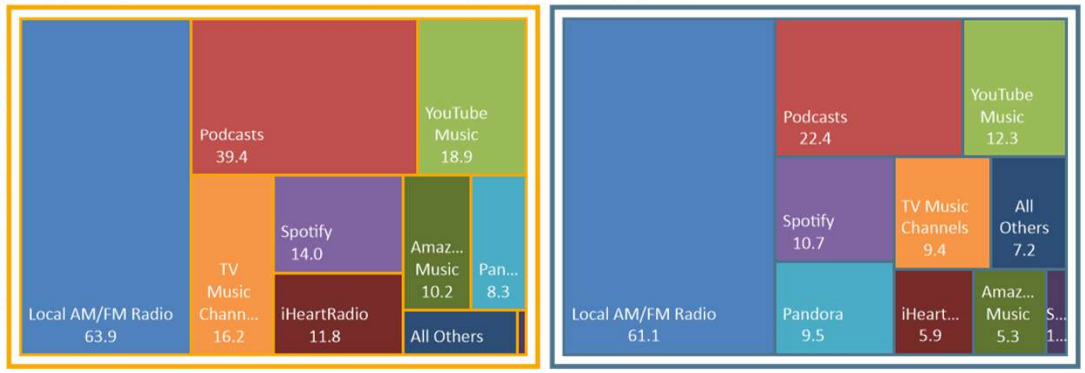
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 37

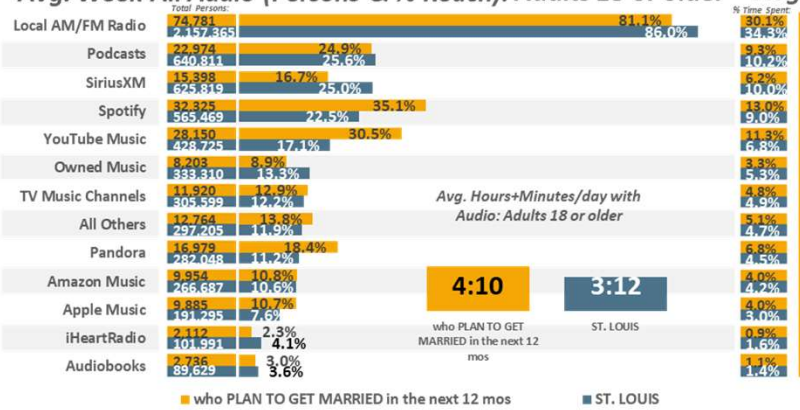
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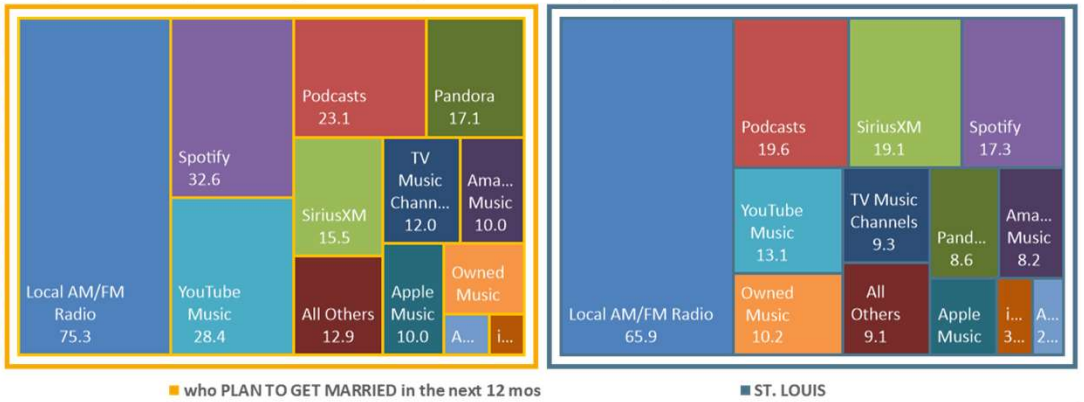
Lifestyle changes/events personally plan to do next 12 mths: Get married

73,254 or 79.5% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 70.1 minutes every day representing 40.1% of all time spent daily with Ad-Supported Audio.

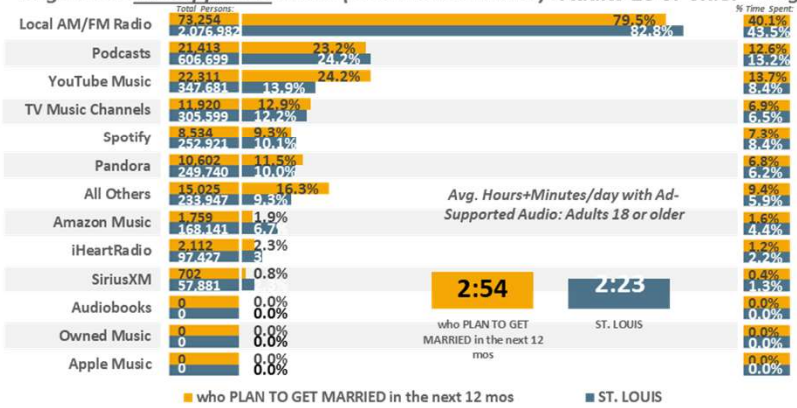
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



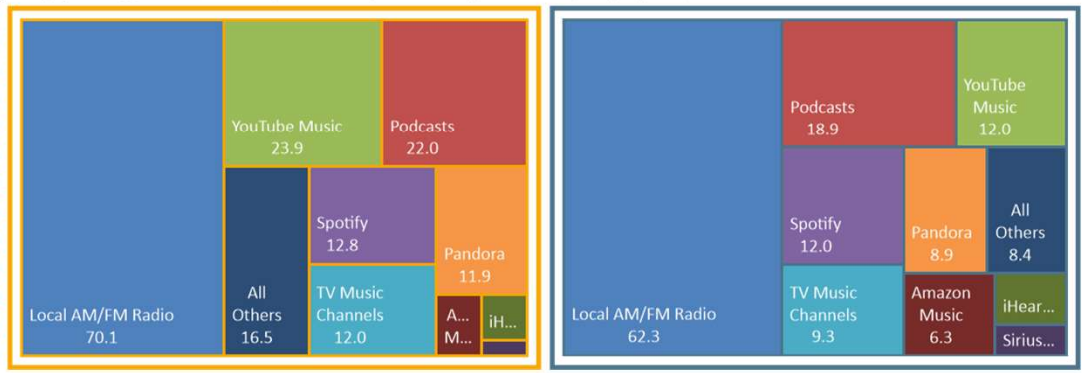
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 51

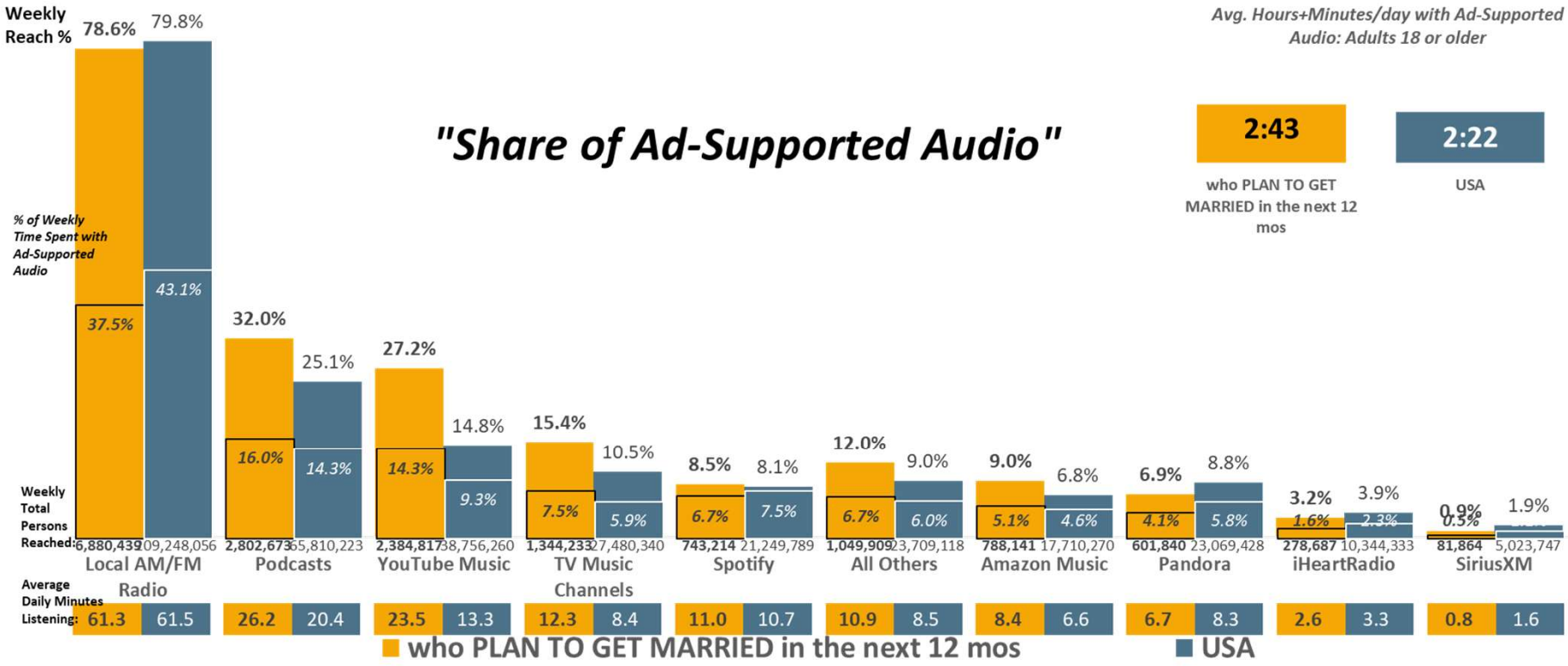
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Lifestyle changes/events personally plan to do next 12 mths: Get married



6,880,439 or 78.6% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 61.3 minutes every day representing 37.5% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 592

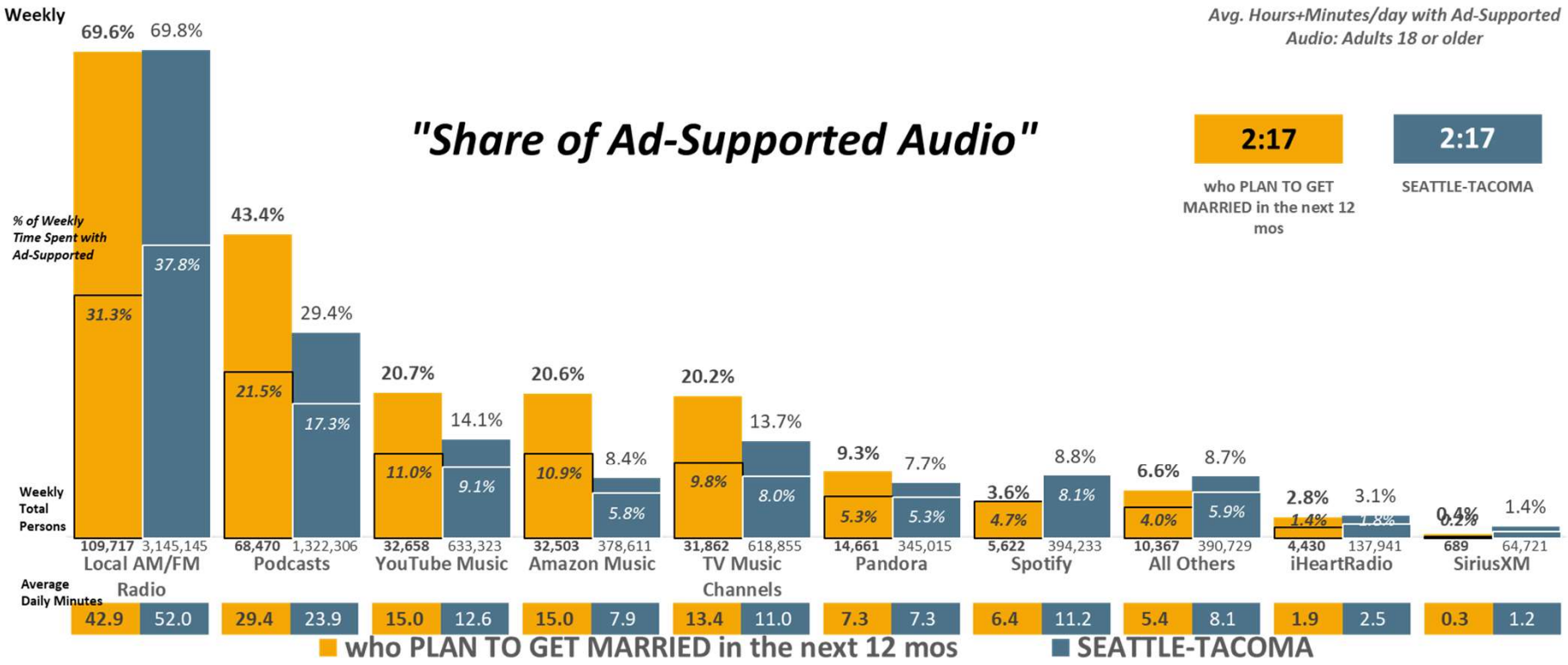
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Lifestyle changes/events personally plan to do next 12 mths: Get married

109,717 or 69.6% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 42.9 minutes every day representing 31.3% of all time spent daily with Ad-Supported Audio.



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 118 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

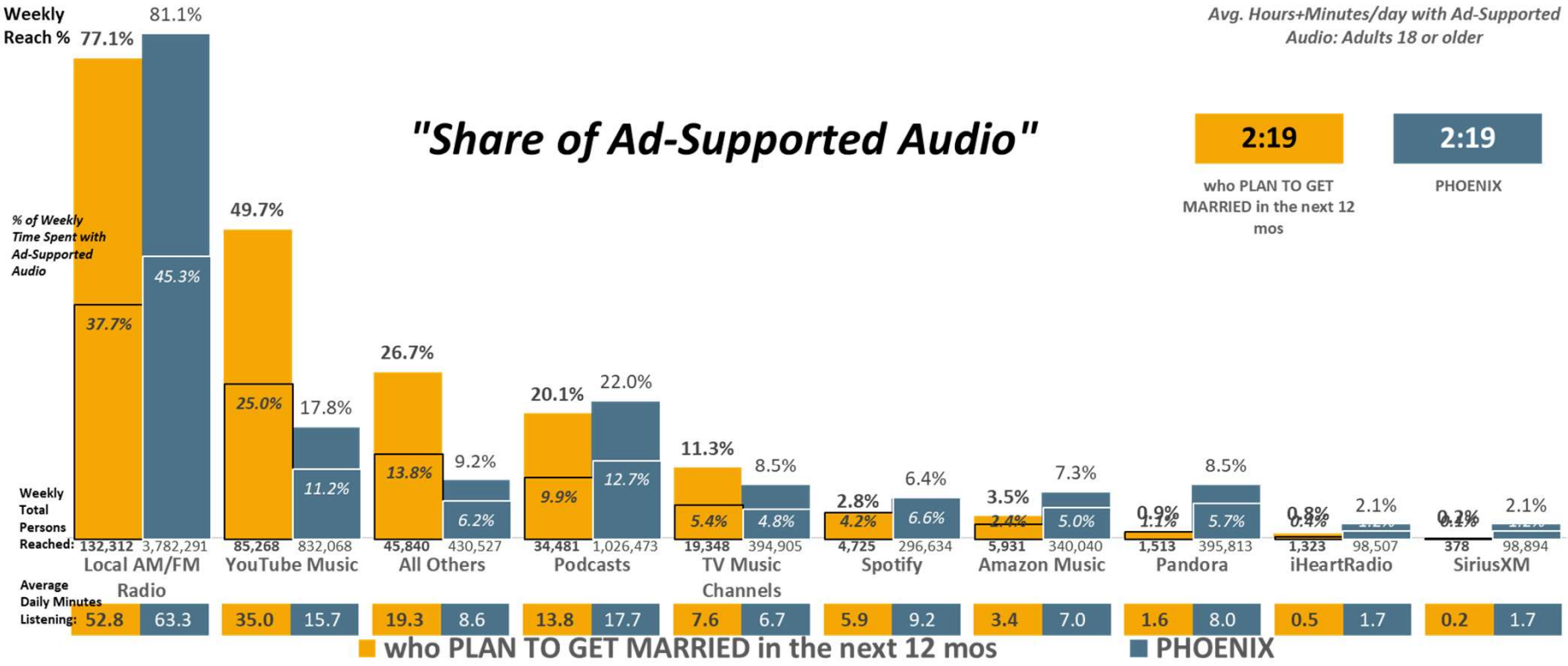
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Lifestyle changes/events personally plan to do next 12 mths: Get married



132,312 or 77.1% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 52.8 minutes every day representing 37.7% of all time spent daily with Ad-Supported Audio.



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 33 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

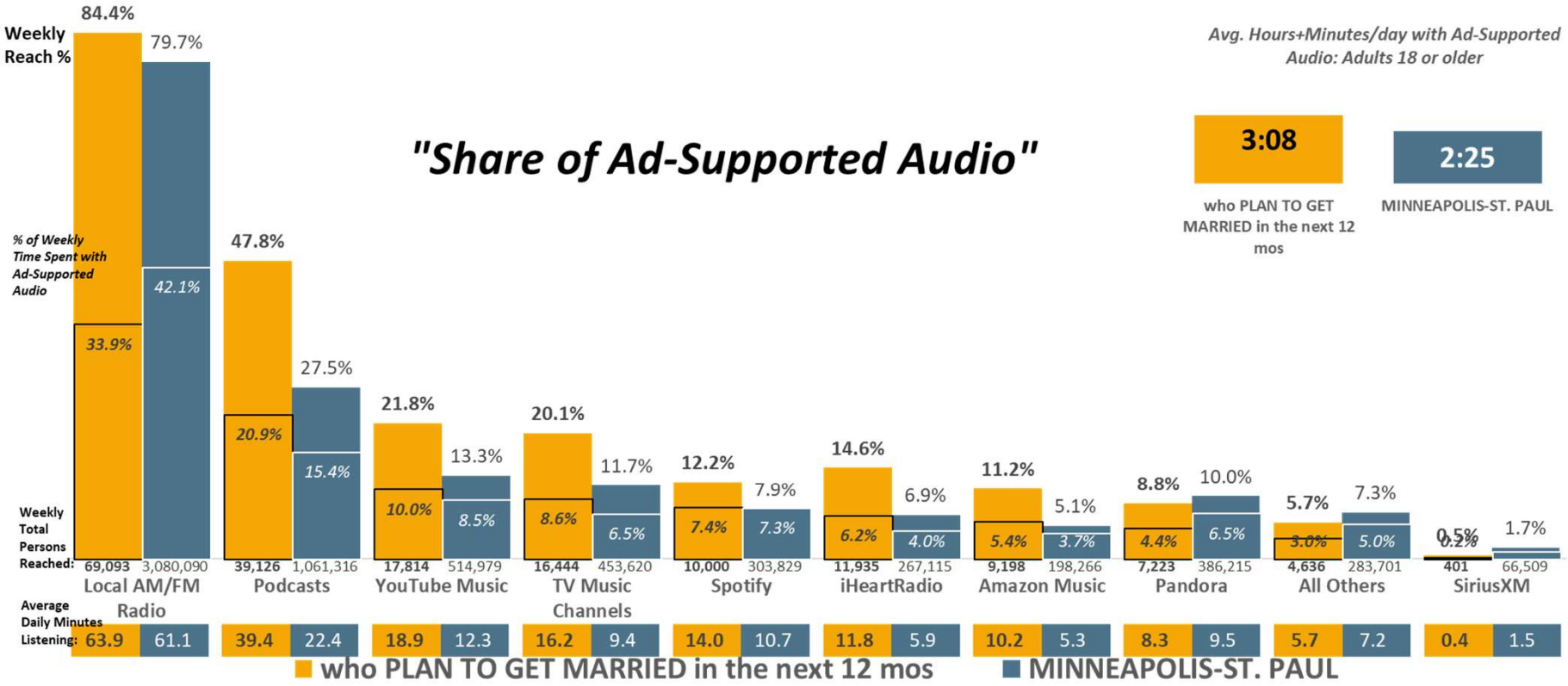
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Lifestyle changes/events personally plan to do next 12 mths: Get married



69,093 or 84.4% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 63.9 minutes every day representing 33.9% of all time spent daily with Ad-Supported Audio.



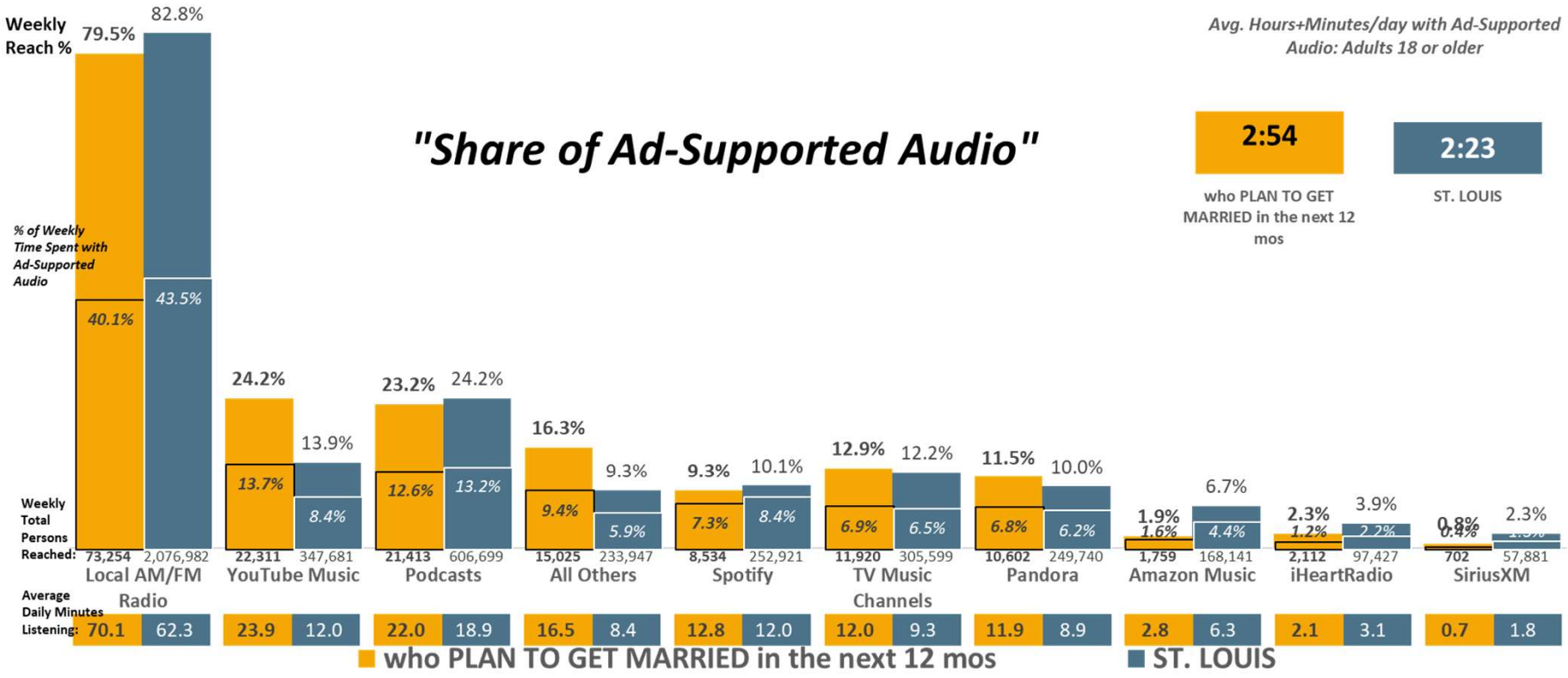
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 37 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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Lifestyle changes/events personally plan to do next 12 mths: Get married

73,254 or 79.5% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos listen to Ad-Supported Local AM/FM Radio for an average of 70.1 minutes every day representing 40.1% of all time spent daily with Ad-Supported Audio.



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 51 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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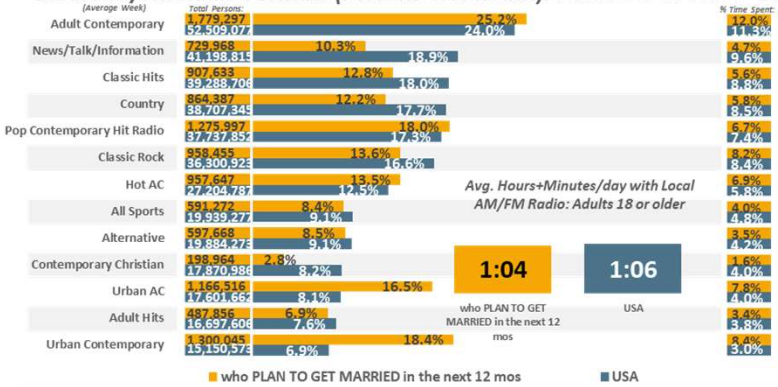
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Lifestyle changes/events personally plan to do next 12 mths: Get married

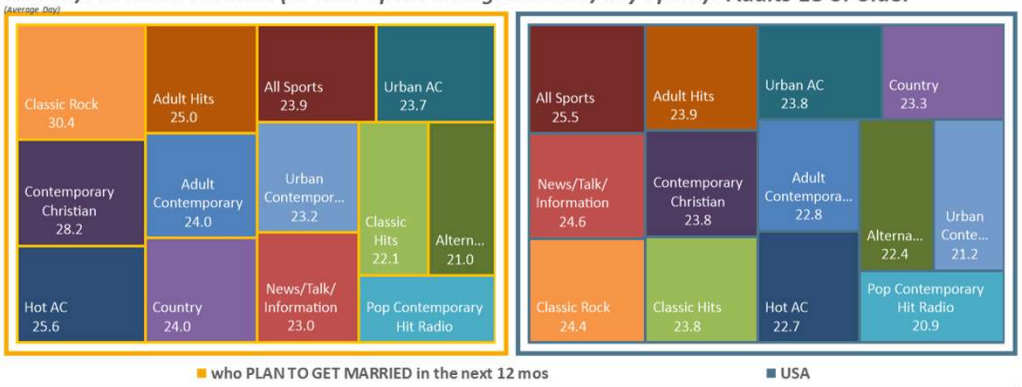


6,880,439 or 78.6% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Urban Contemporary, Pop Contemporary Hit Radio, Urban AC, and Classic Rock.

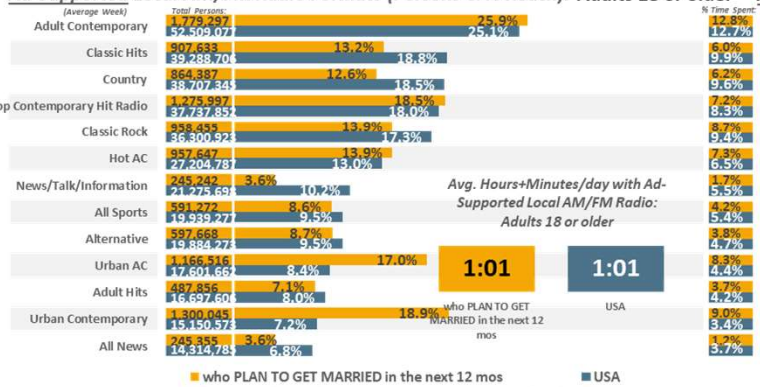
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



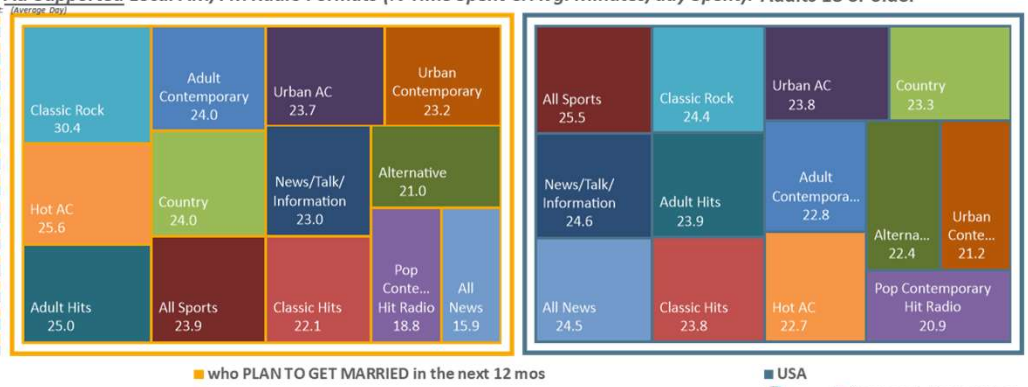
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2024: Jan23-Aug24 Qual Intab 592

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

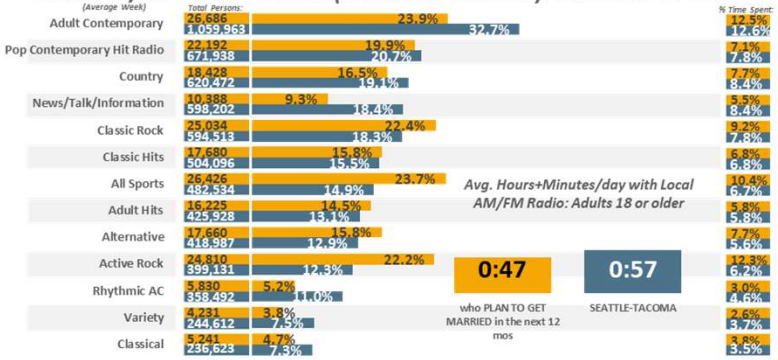
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Lifestyle changes/events personally plan to do next 12 mths: Get married

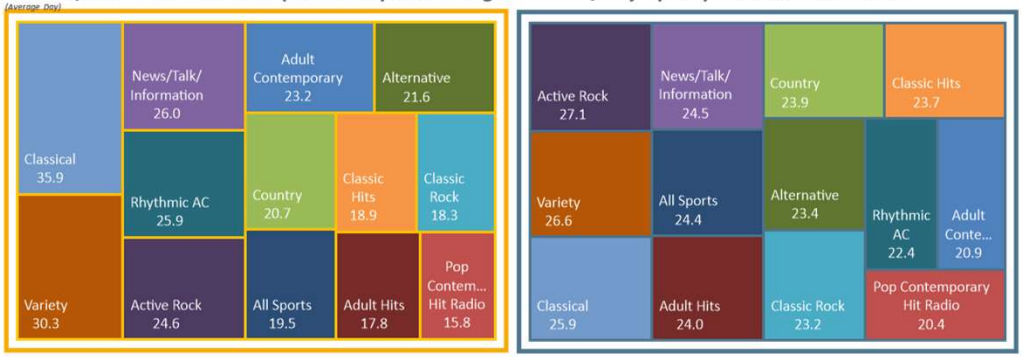


109,717 or 69.6% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, All Sports, Classic Rock, Active Rock, and Pop Contemporary Hit Radio.

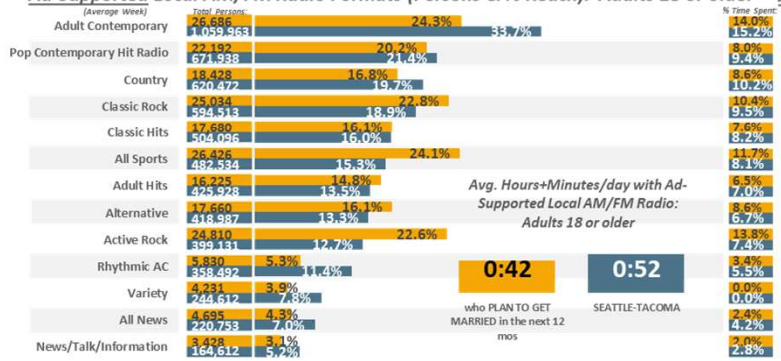
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



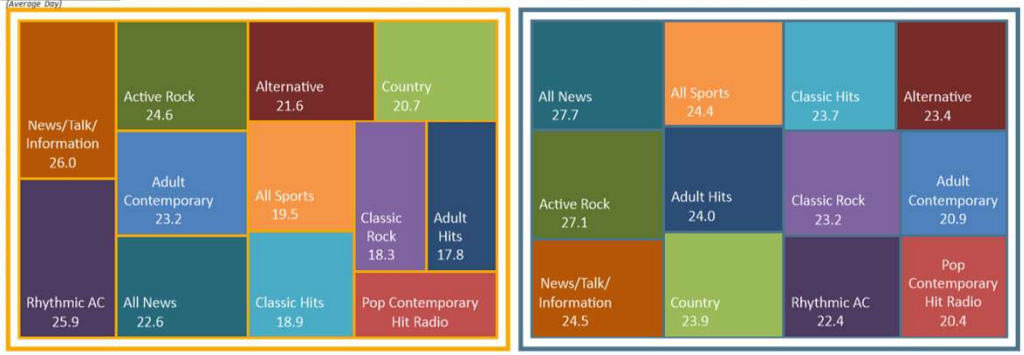
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 118

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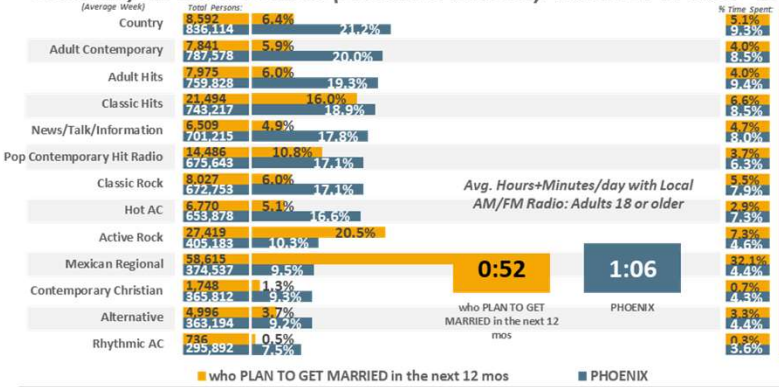
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Lifestyle changes/events personally plan to do next 12 mths: Get married

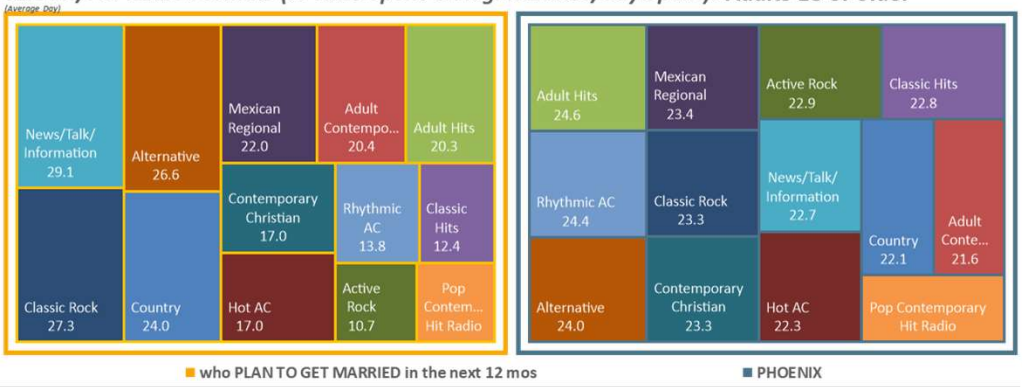


132,312 or 77.1% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Mexican Regional, Spanish Adult Hits, Active Rock, Classic Hits, and Pop Contemporary Hit Radio.

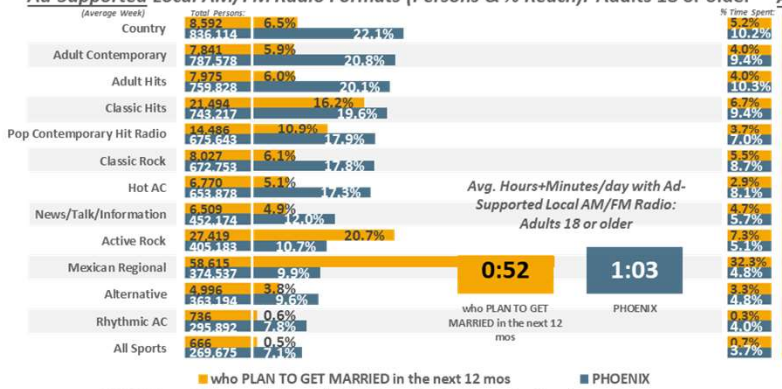
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



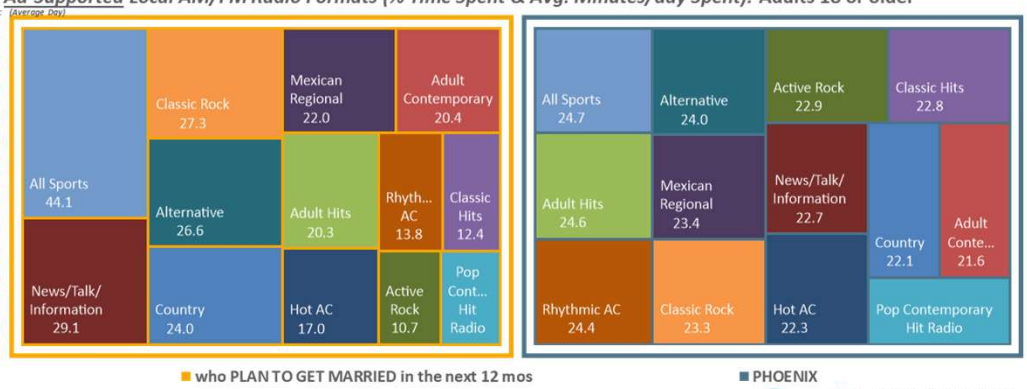
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 33

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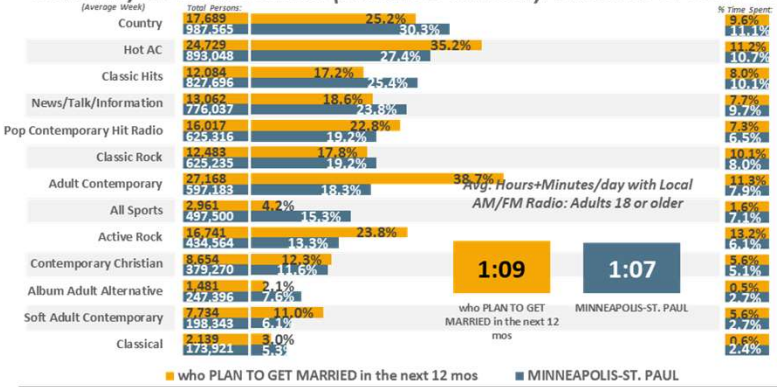
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Lifestyle changes/events personally plan to do next 12 mths: Get married

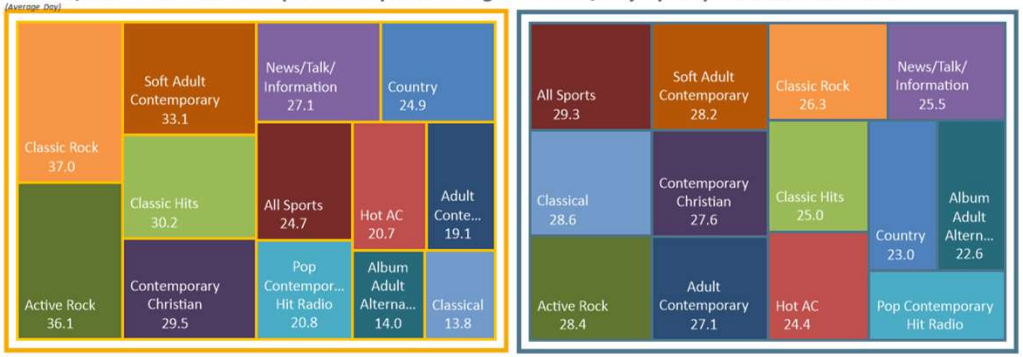


69,093 or 84.4% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Hot AC, Country, Active Rock, and Pop Contemporary Hit Radio.

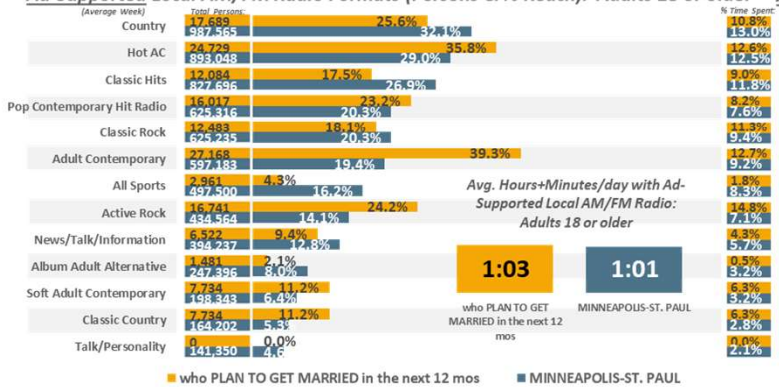
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



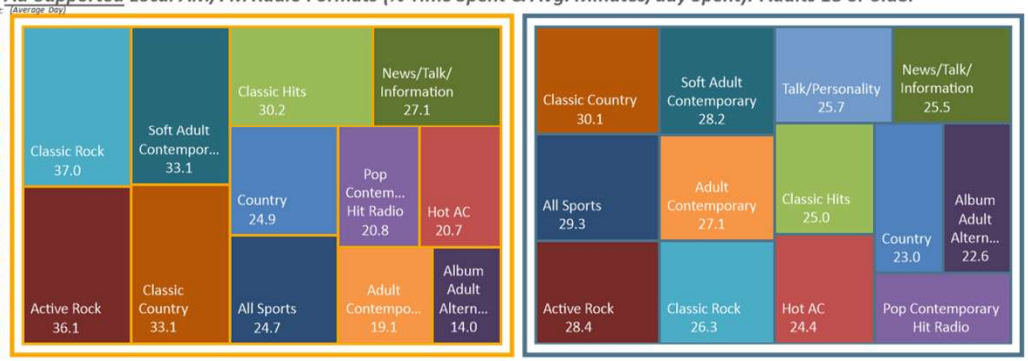
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 37

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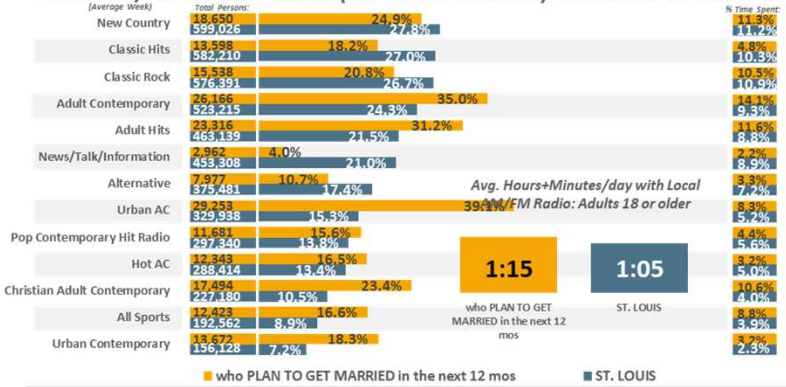
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Lifestyle changes/events personally plan to do next 12 mths: Get married

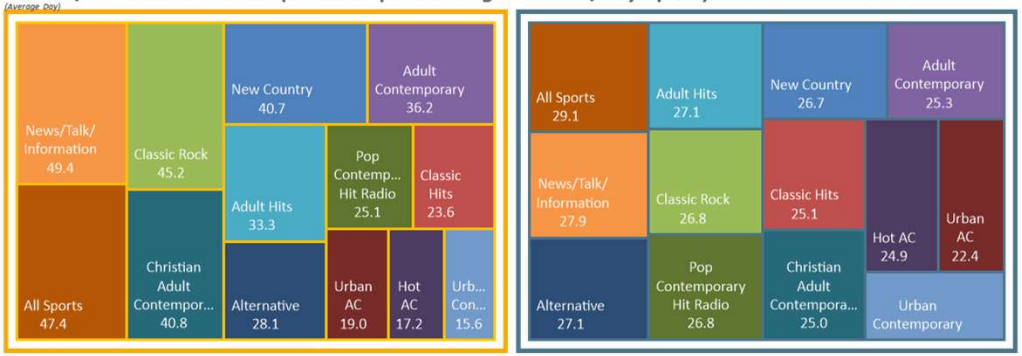


73,254 or 79.5% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, Adult Contemporary, Adult Hits, New Country, and Classic Rock.

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



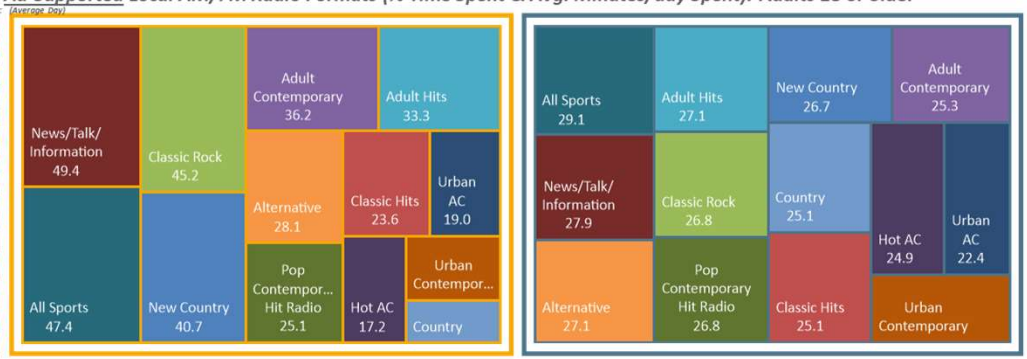
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2024: Jul23-Aug24 Qual Intab 51

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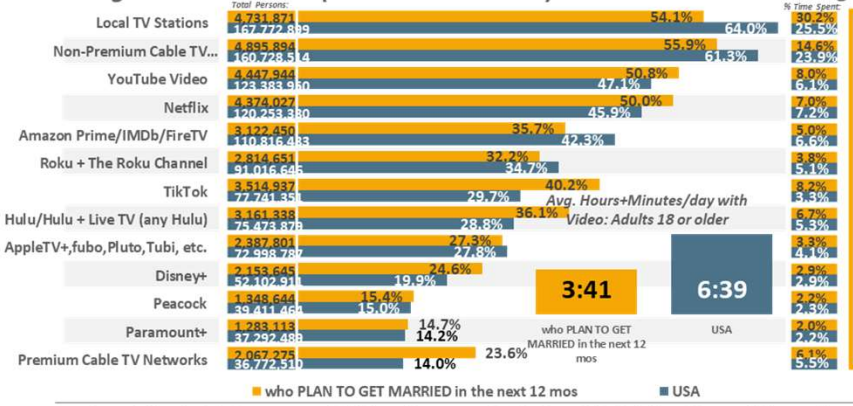
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Lifestyle changes/events personally plan to do next 12 mths: Get married

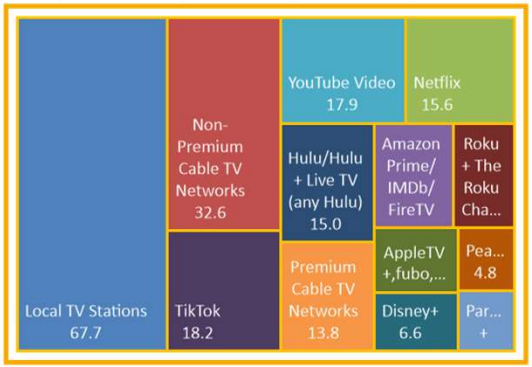


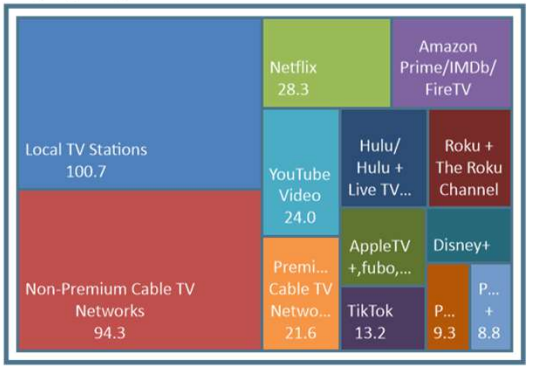
4,654,371 or 53.2% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos watch Ad-Supported Local TV Stations for an average of 64.5 minutes every day representing 35.3% of all time spent daily with Ad-Supported Video.

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

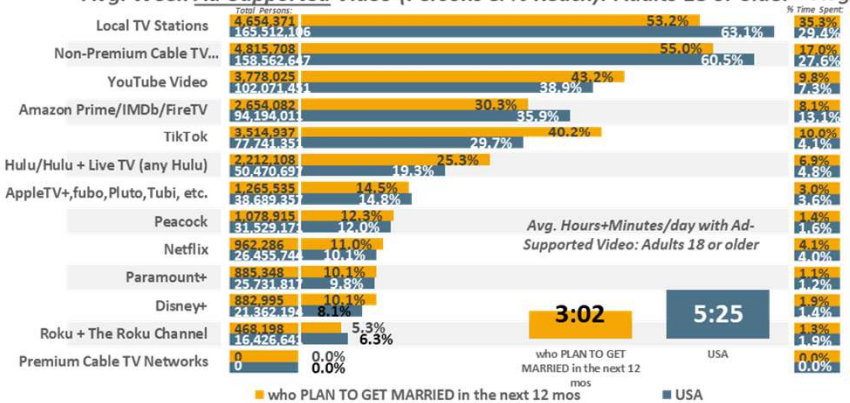


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

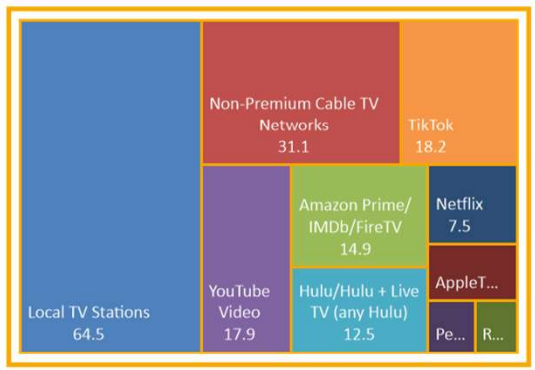


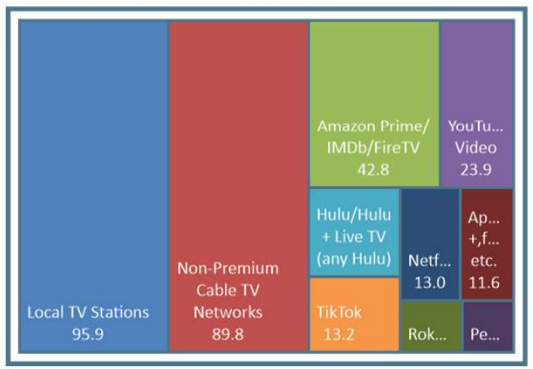


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 592

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

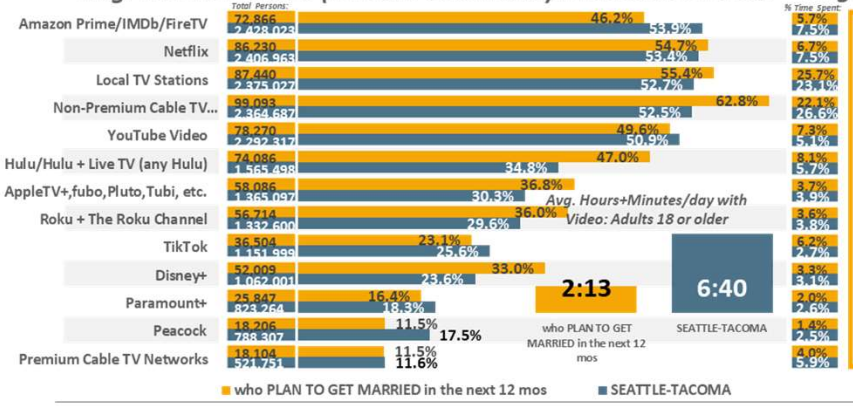
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Lifestyle changes/events personally plan to do next 12 mths: Get married

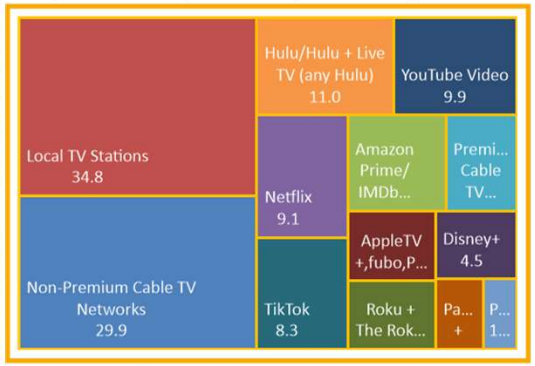


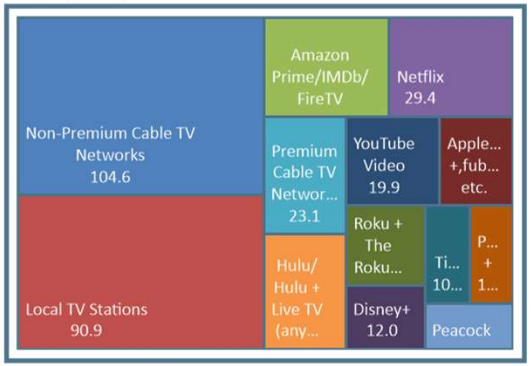
84,930 or 53.8% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos watch Ad-Supported Local TV Stations for an average of 31. minutes every day representing 28.3% of all time spent daily with Ad-Supported Video.

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

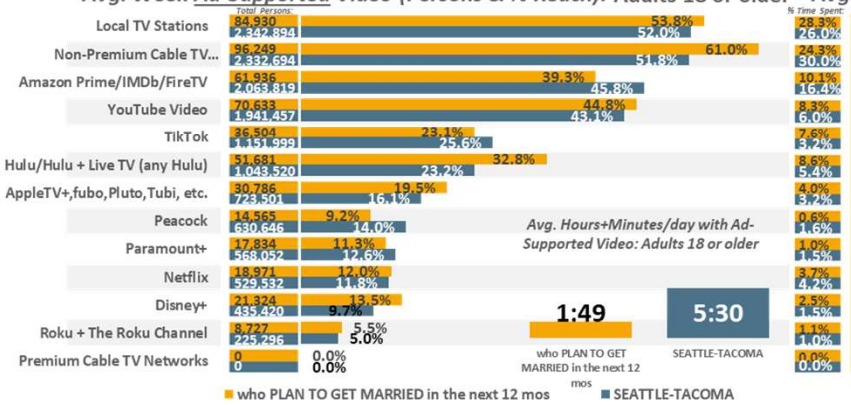


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

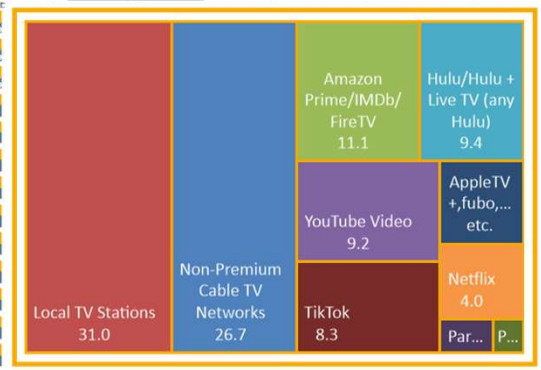


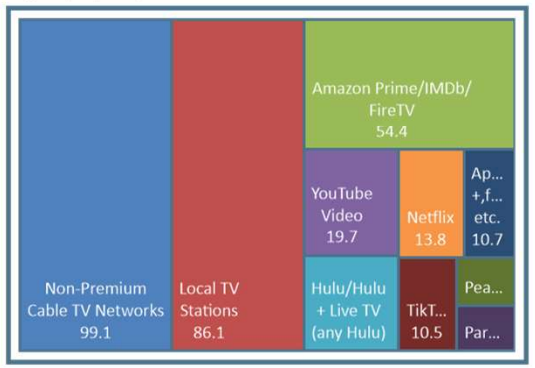


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 118

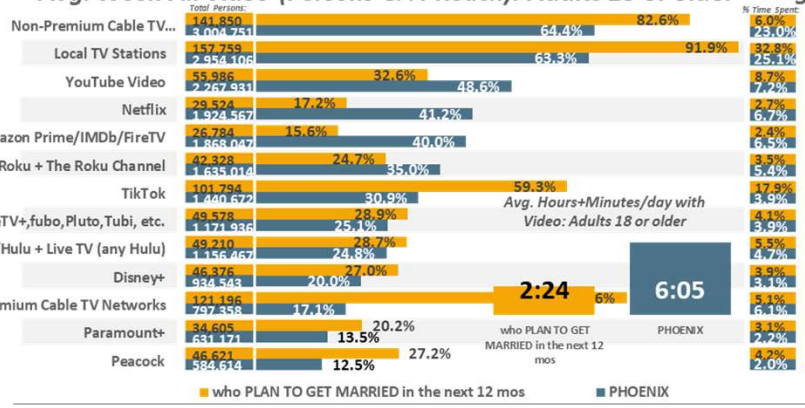
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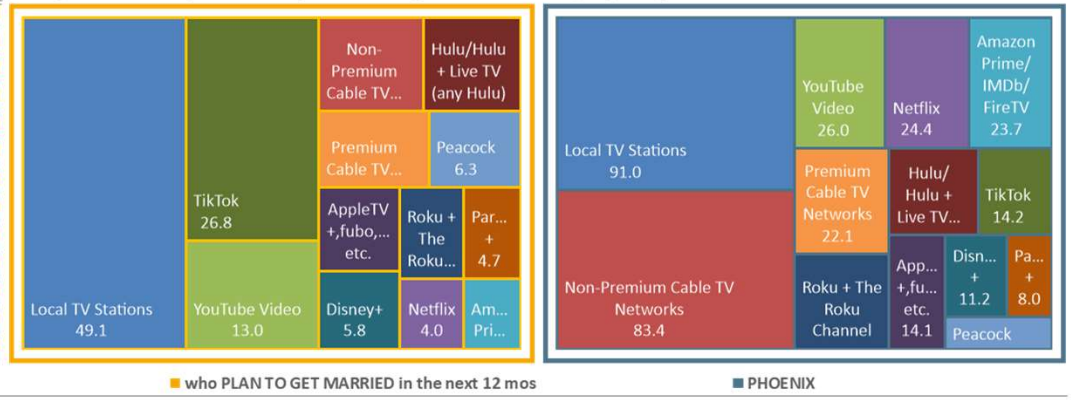
Lifestyle changes/events personally plan to do next 12 mths: Get married

157,214 or 91.6% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos watch Ad-Supported Local TV Stations for an average of 49.1 minutes every day representing 39.3% of all time spent daily with Ad-Supported Video.

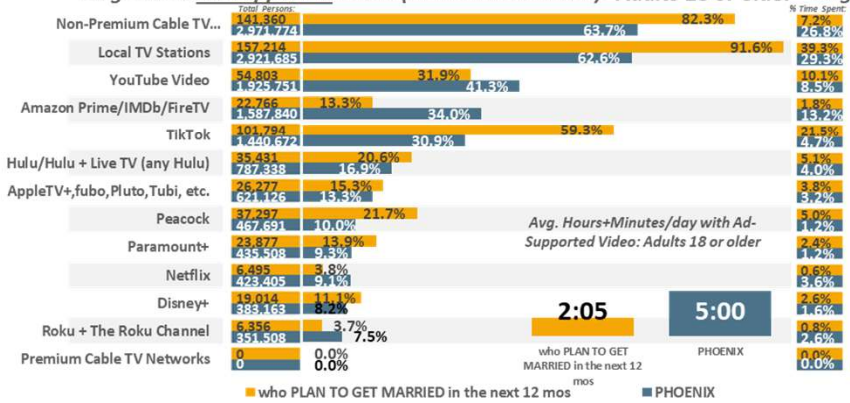
Avg. Week All Video (Persons & % Reach): Adults 18 or older



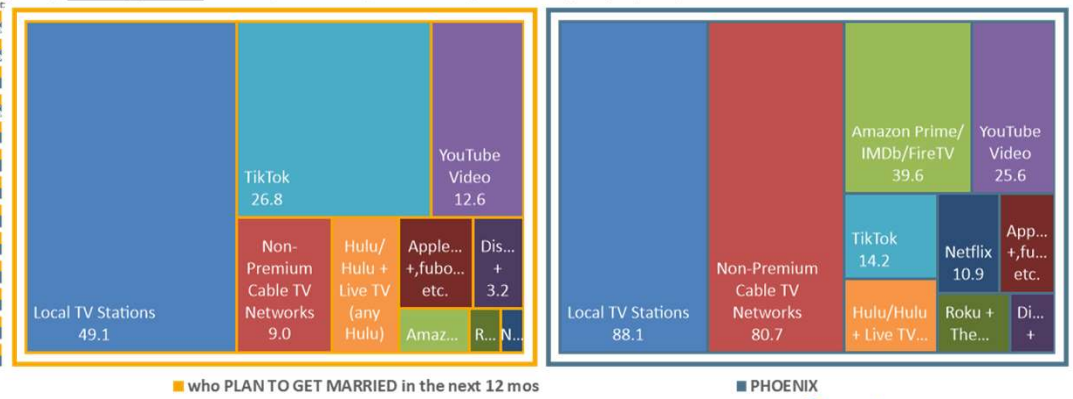
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 33

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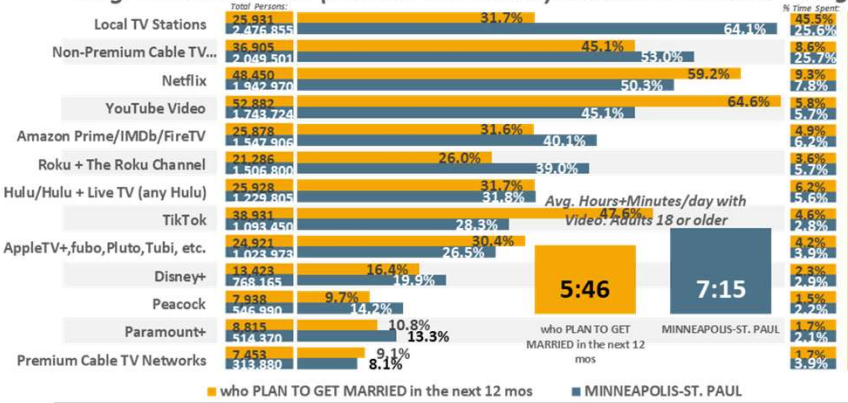
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Lifestyle changes/events personally plan to do next 12 mths: Get married

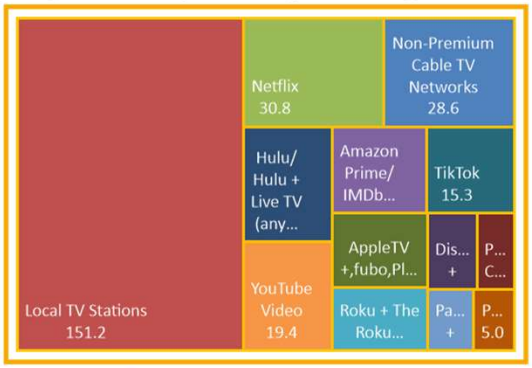


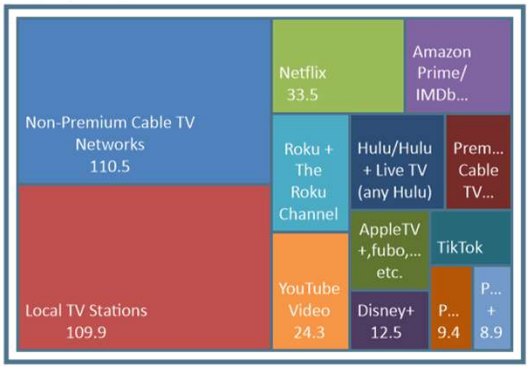
25,691 or 31.4% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos watch Ad-Supported Local TV Stations for an average of 139.3 minutes every day representing 50.2% of all time spent daily with Ad-Supported Video.

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

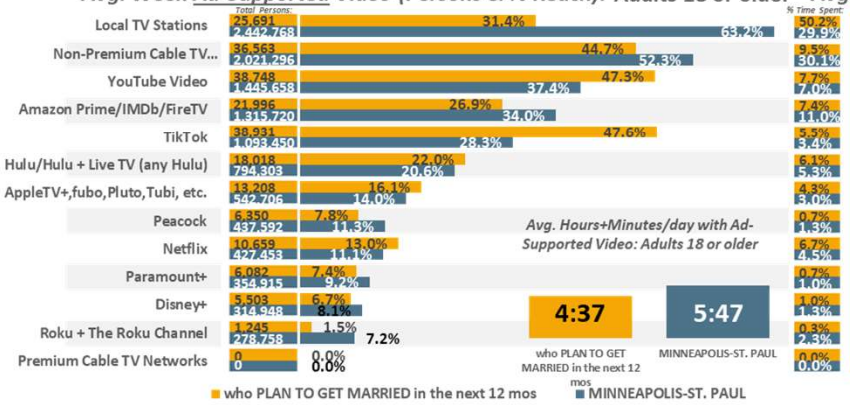


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

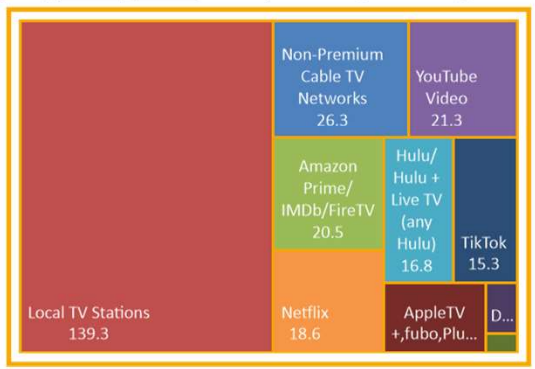


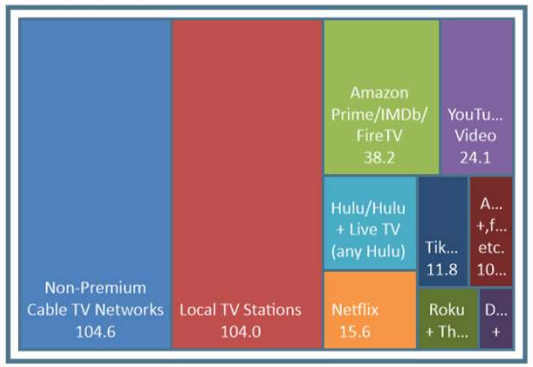


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 37

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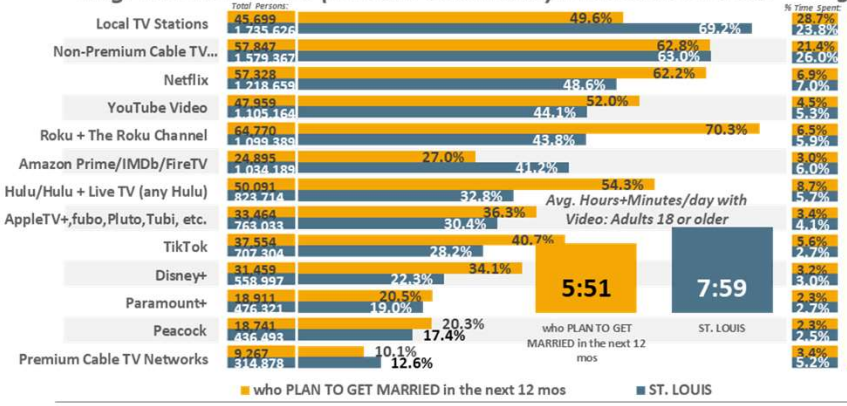
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Lifestyle changes/events personally plan to do next 12 mths: Get married

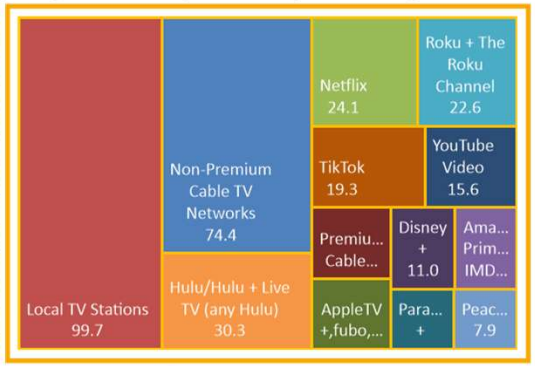


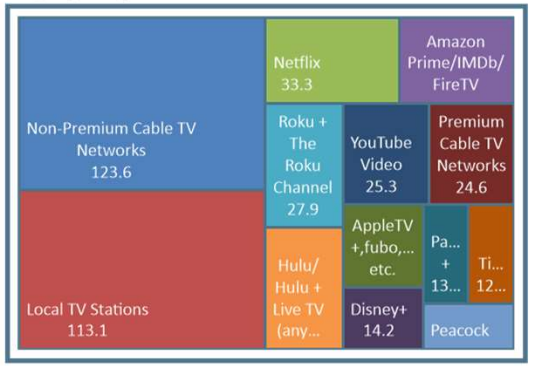
44,019 or 47.8% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos watch Ad-Supported Local TV Stations for an average of 93.9 minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.

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

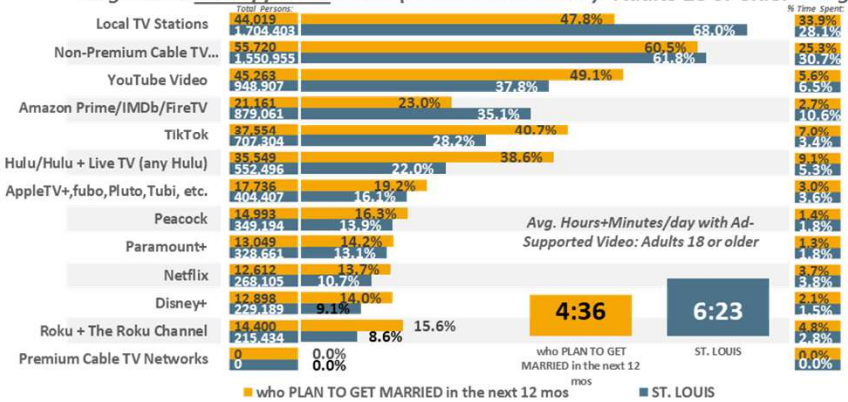


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

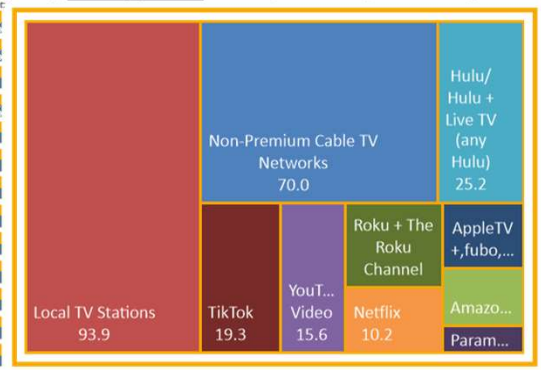


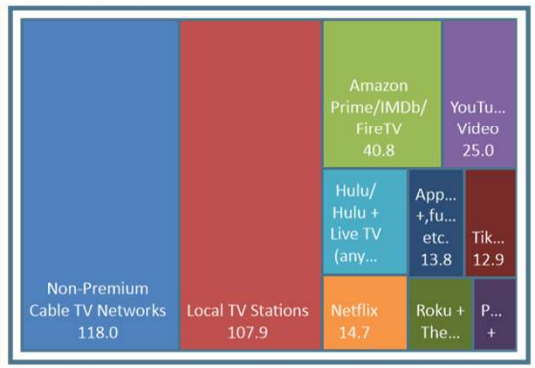


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 51

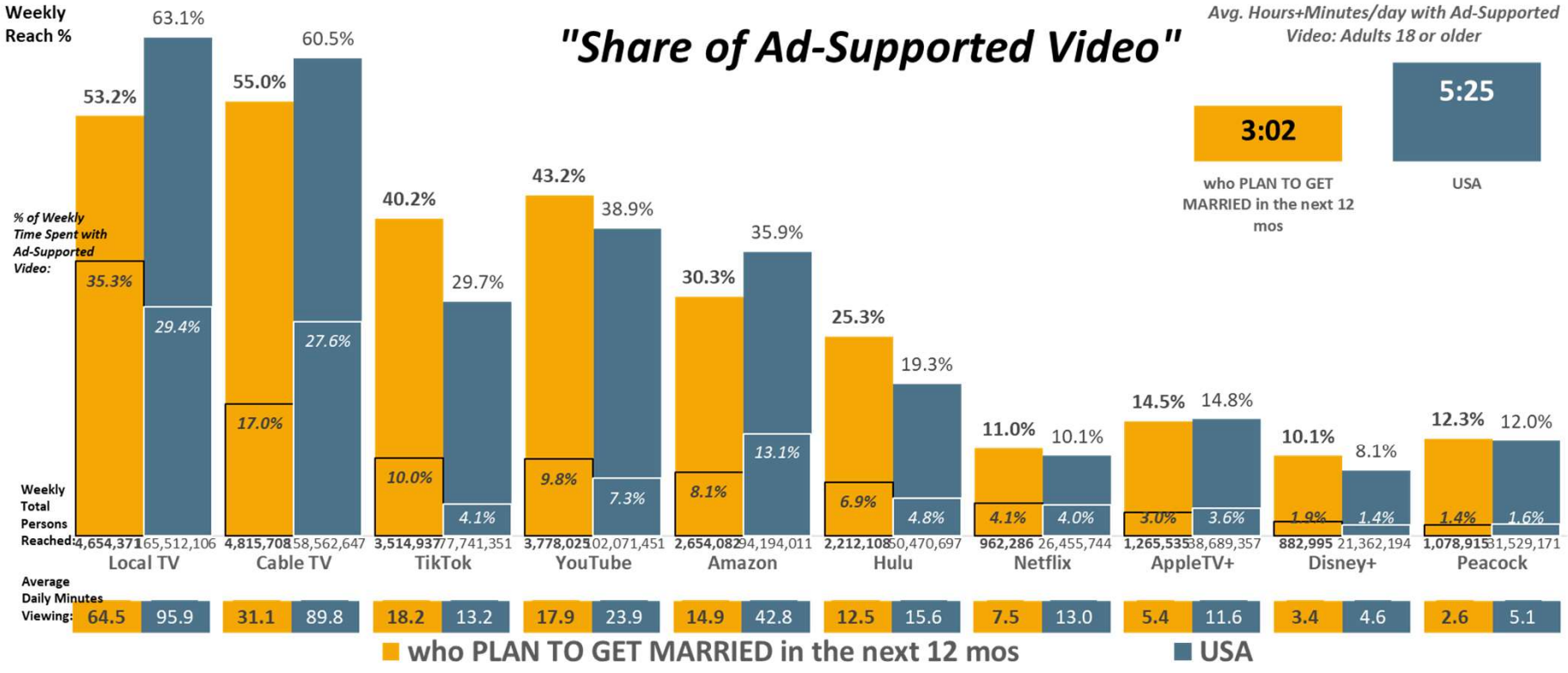
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Lifestyle changes/events personally plan to do next 12 mths: Get married



4,654,371 or 53.2% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos watch Ad-Supported Local TV Stations for an average of 64.5 minutes every day representing 35.3% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 592

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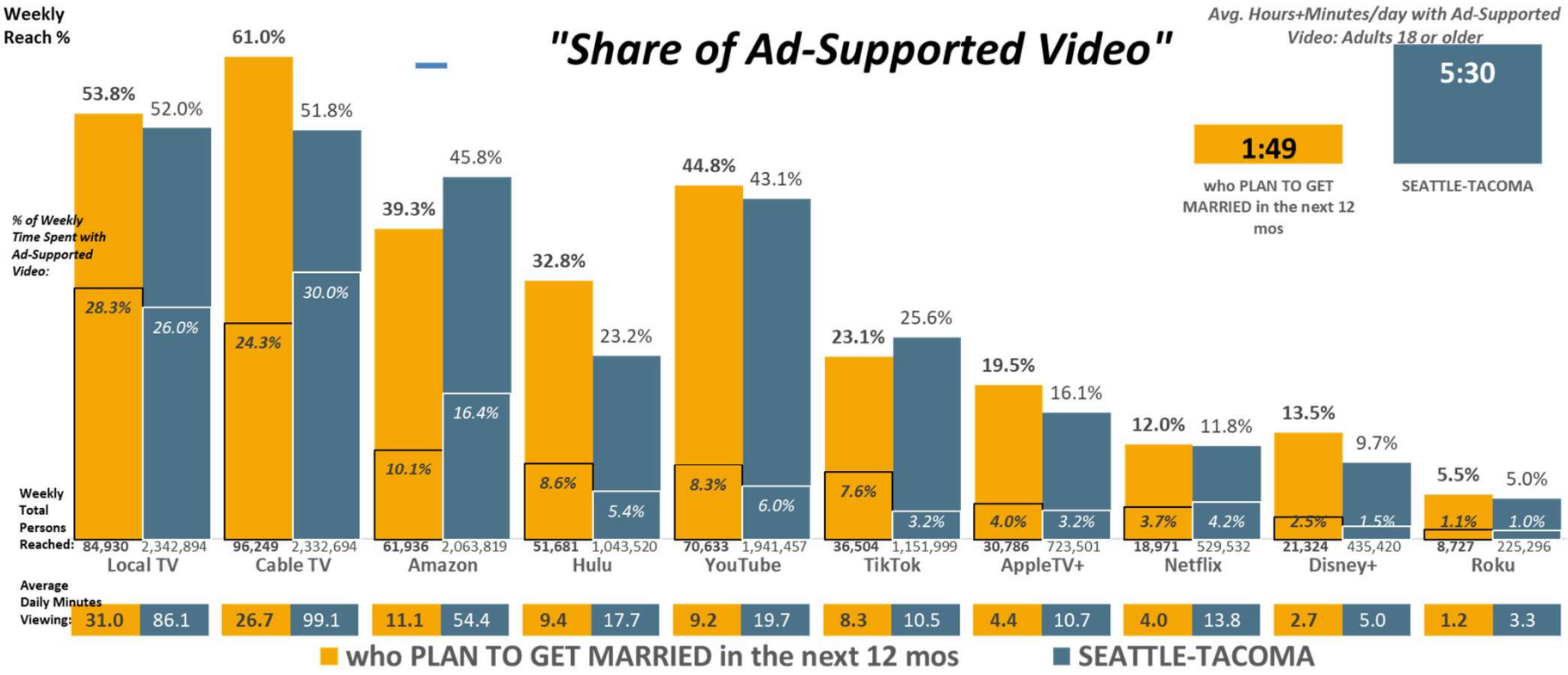
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Lifestyle changes/events personally plan to do next 12 mths: Get married



84,930 or 53.8% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos watch Ad-Supported Local TV Stations for an average of 31. minutes every day representing 28.3% of all time spent daily with Ad-Supported Video.



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 118 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

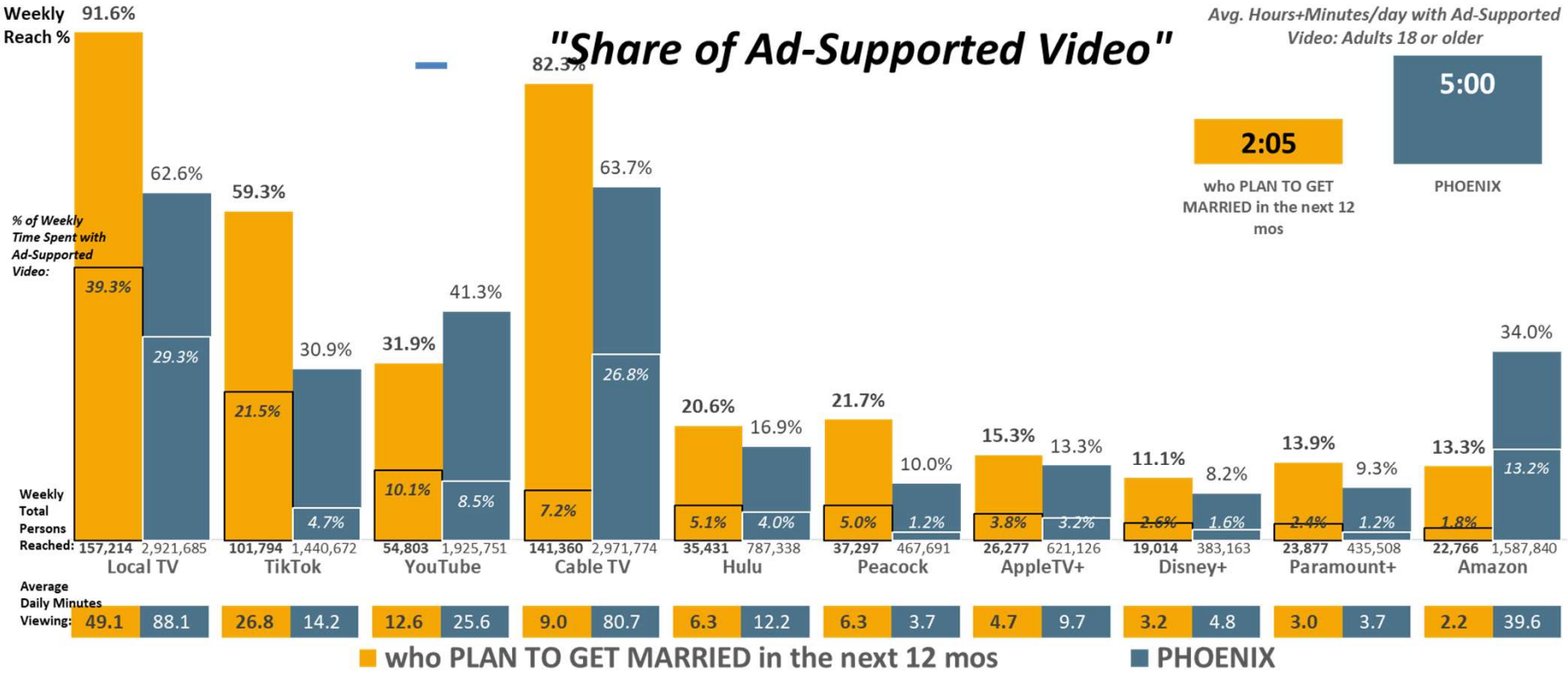
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Lifestyle changes/events personally plan to do next 12 mths: Get married



157,214 or 91.6% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos watch Ad-Supported Local TV Stations for an average of 49.1 minutes every day representing 39.3% of all time spent daily with Ad-Supported Video.



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 33 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

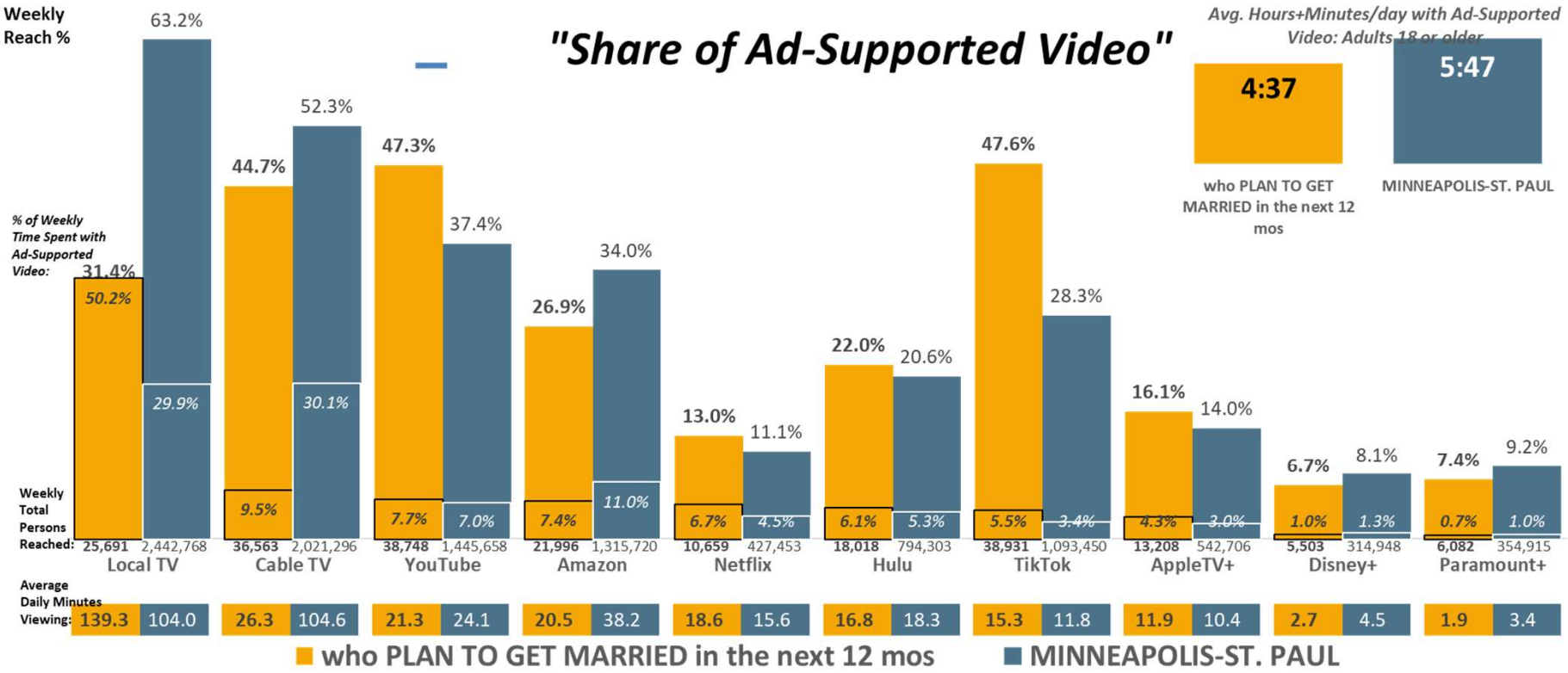
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Lifestyle changes/events personally plan to do next 12 mths: Get married



25,691 or 31.4% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos watch Ad-Supported Local TV Stations for an average of 139.3 minutes every day representing 50.2% of all time spent daily with Ad-Supported Video.



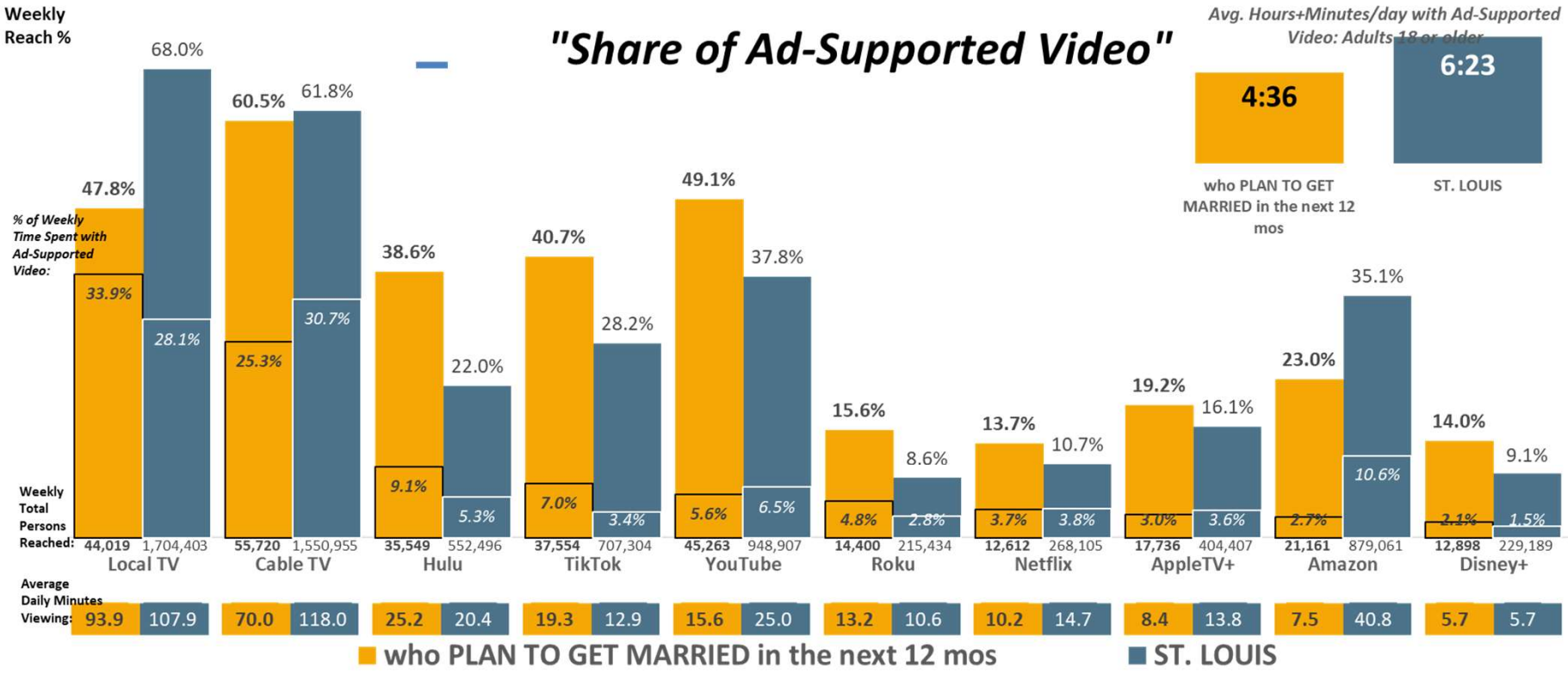
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 37 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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Lifestyle changes/events personally plan to do next 12 mths: Get married

44,019 or 47.8% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos watch Ad-Supported Local TV Stations for an average of 93.9 minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 51 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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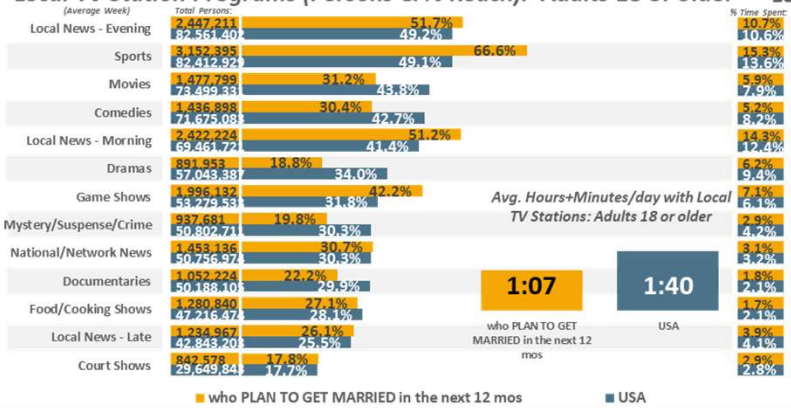
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Lifestyle changes/events personally plan to do next 12 mths: Get married

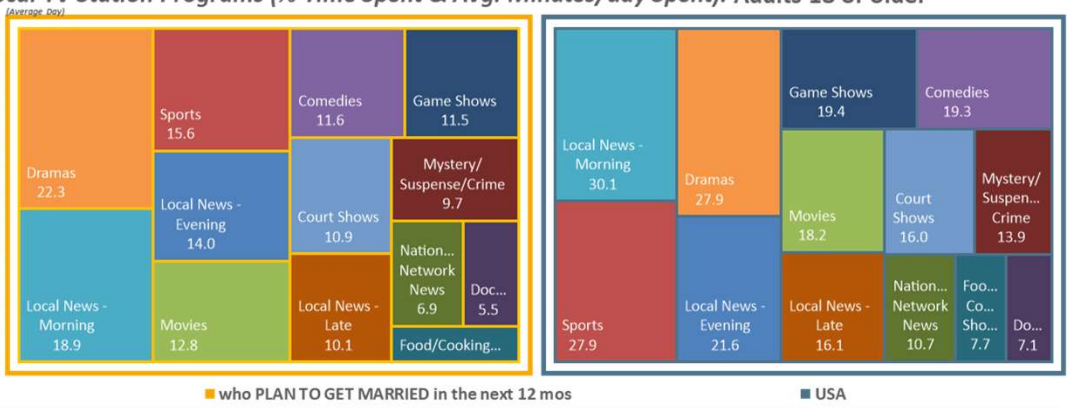


4,654,371 or 53.2% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Game Shows, Movies, and Comedies.

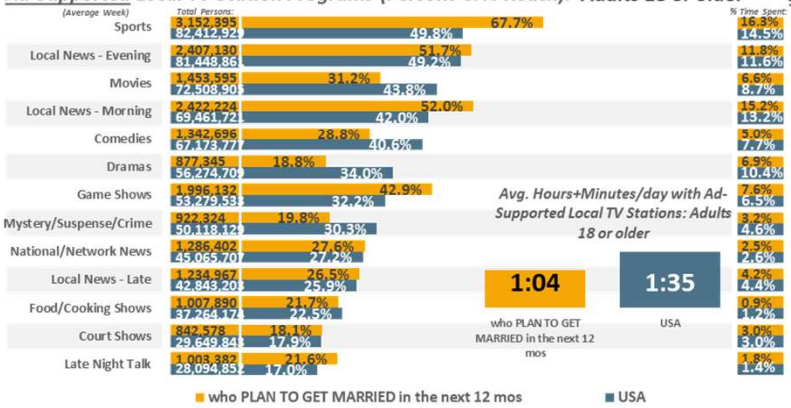
Local TV Station Programs (Persons & % Reach): Adults 18 or older



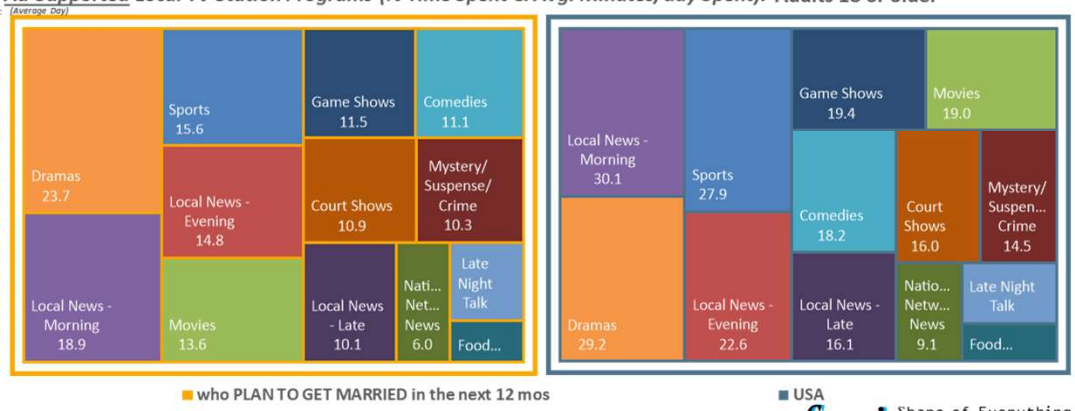
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 592

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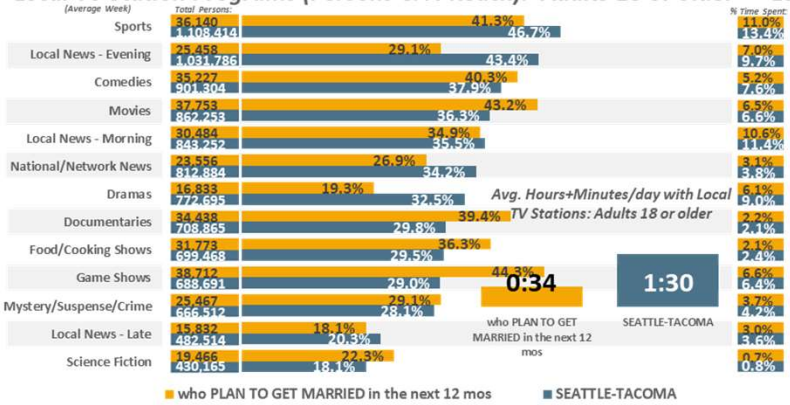
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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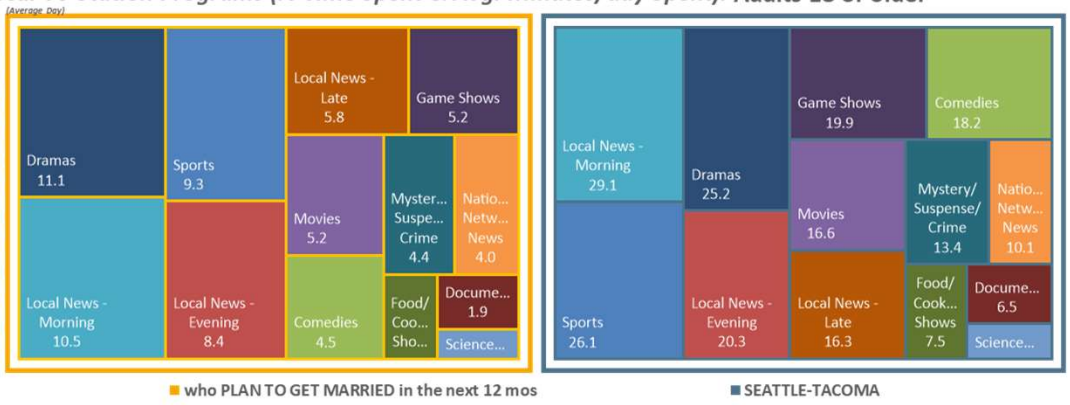
Lifestyle changes/events personally plan to do next 12 mths: Get married

84,930 or 53.8% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Daytime Soap Operas, Daytime Talk Shows, Game Shows, Movies, Sports, and Late Night Talk.

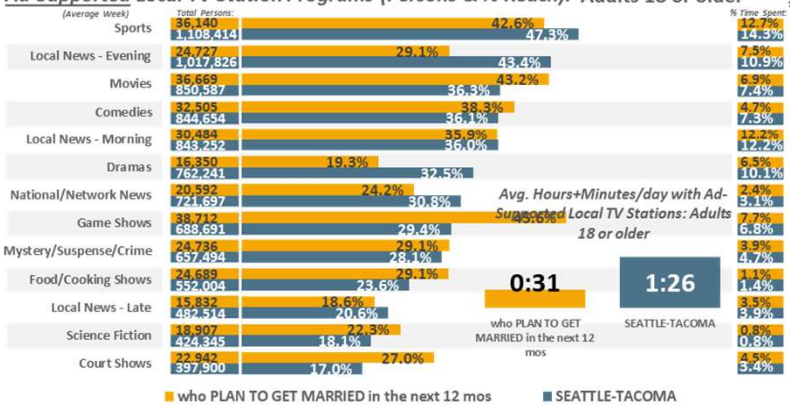
Local TV Station Programs (Persons & % Reach): Adults 18 or older



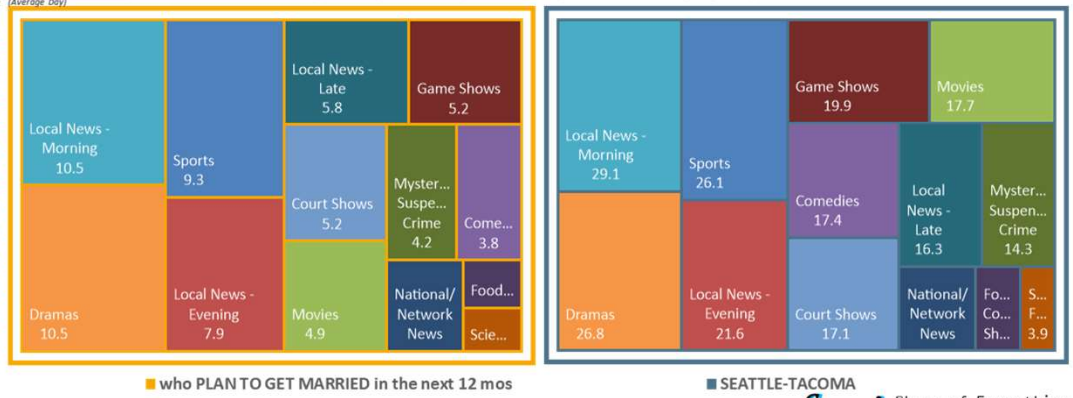
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 118

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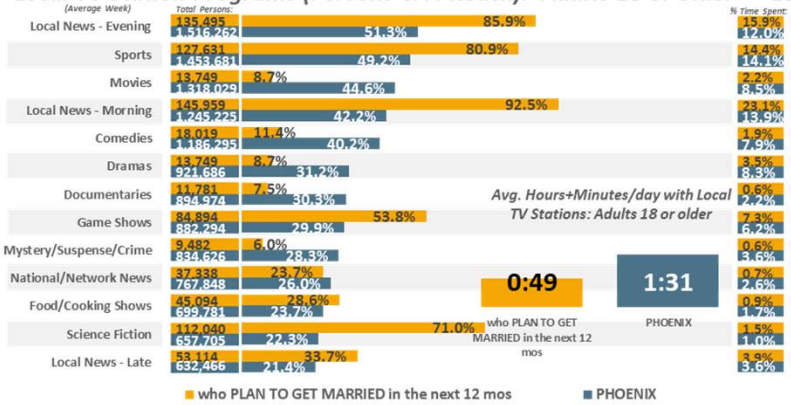
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Lifestyle changes/events personally plan to do next 12 mths: Get married

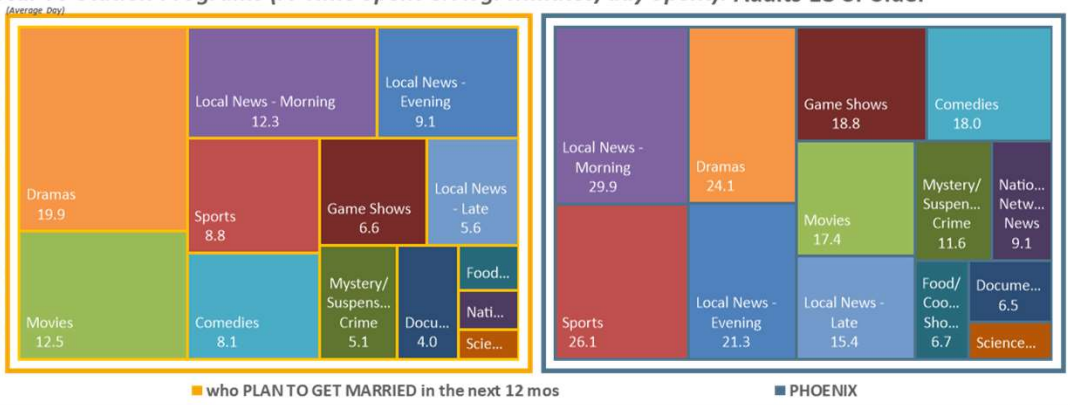


157,214 or 91.6% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Sports, Science Fiction, Game Shows, and Reality - Adventure.

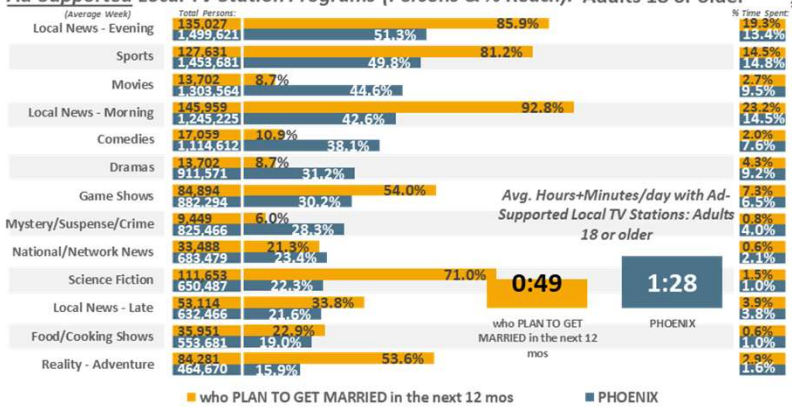
Local TV Station Programs (Persons & % Reach): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 33

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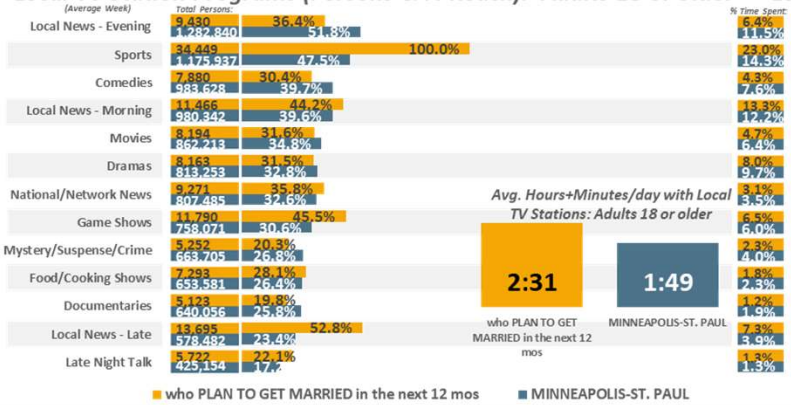
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Lifestyle changes/events personally plan to do next 12 mths: Get married

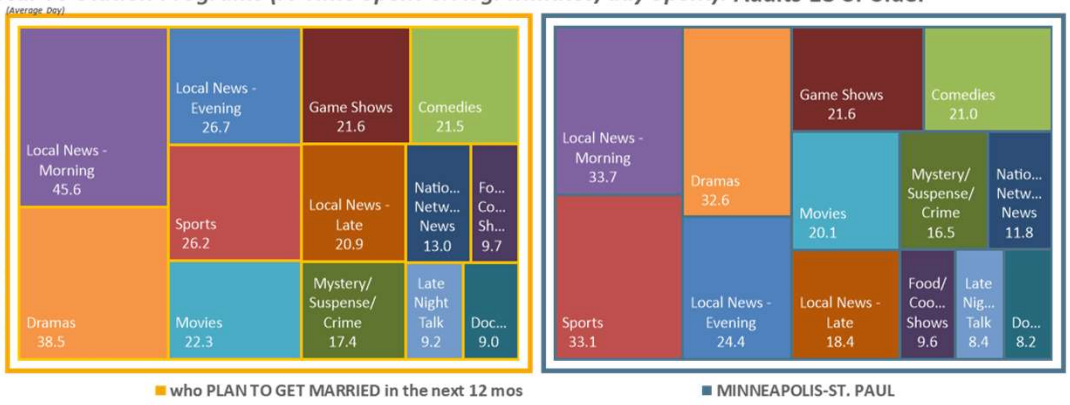


25,691 or 31.4% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Late, Court Shows, Game Shows, Local News - Morning, and Local News - Evening.

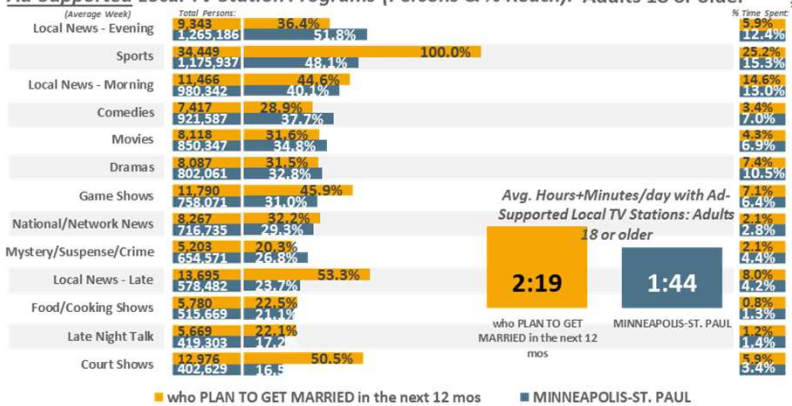
Local TV Station Programs (Persons & % Reach): Adults 18 or older



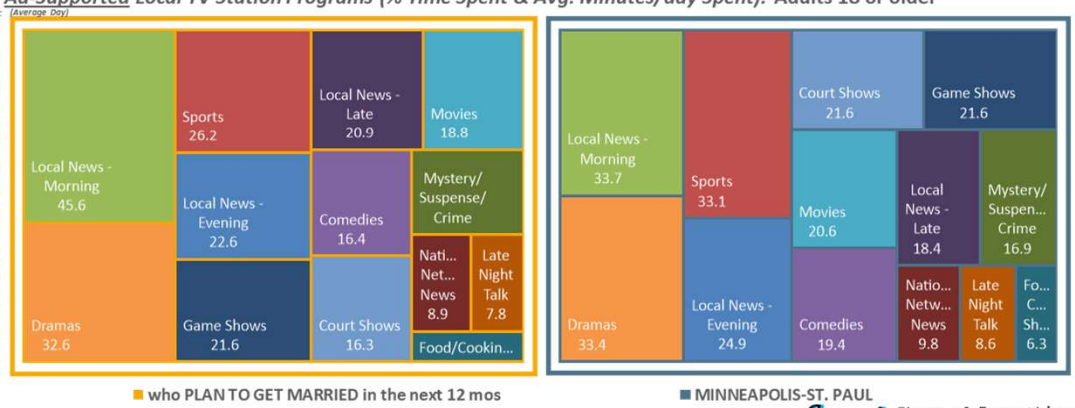
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 37

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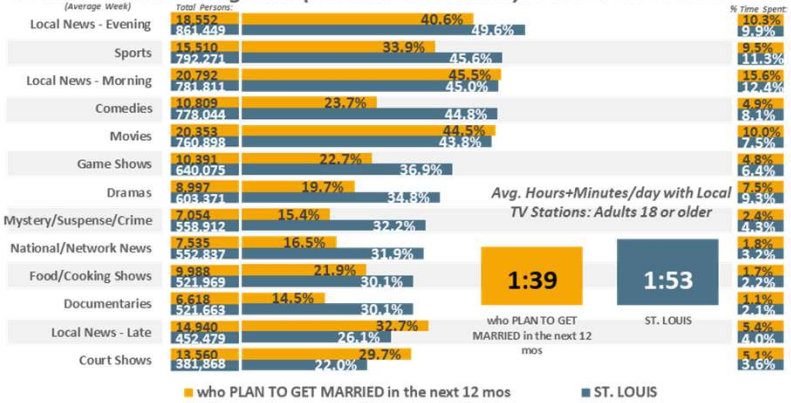
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Lifestyle changes/events personally plan to do next 12 mths: Get married

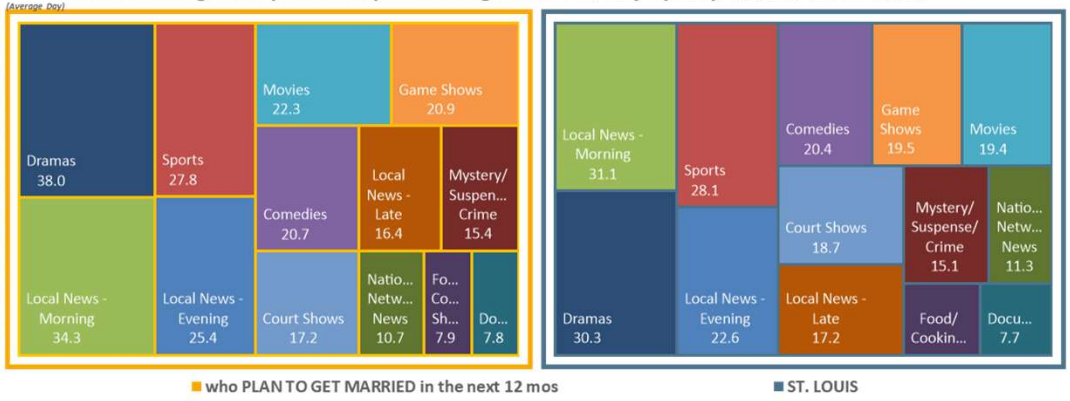


44,019 or 47.8% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Movies, Local News - Evening, Sports, Local News - Late, and Daytime Soap Operas.

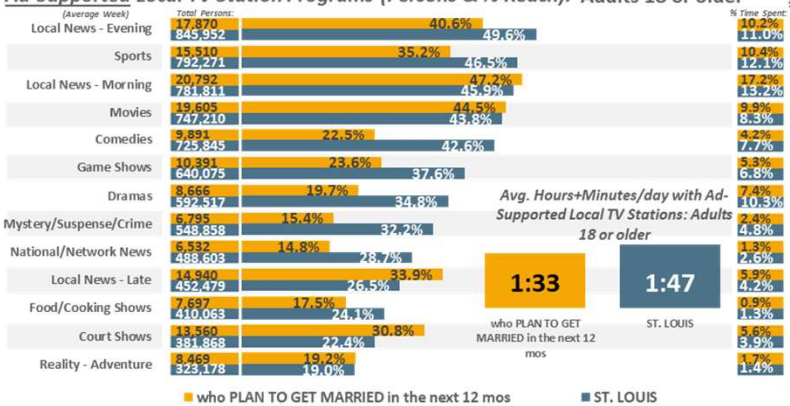
Local TV Station Programs (Persons & % Reach): Adults 18 or older



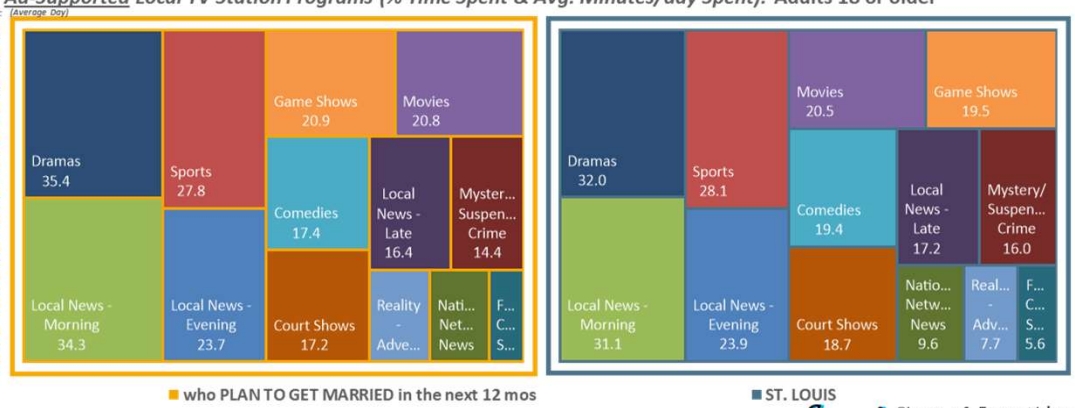
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2024: Jul23-Aug24 Qual Intab 51

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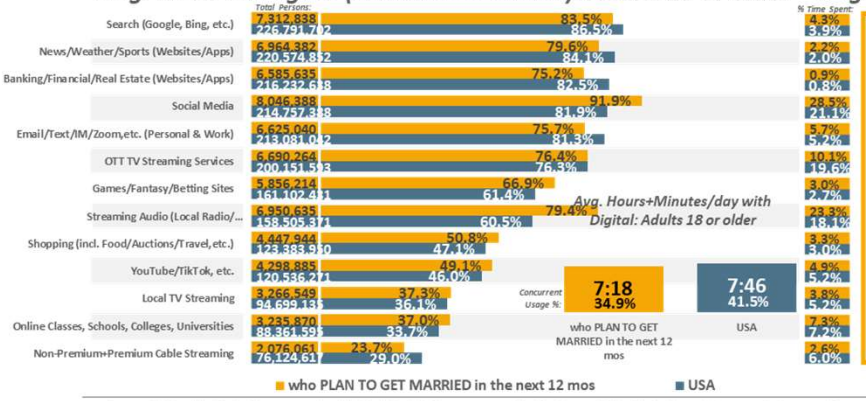
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Lifestyle changes/events personally plan to do next 12 mths: Get married

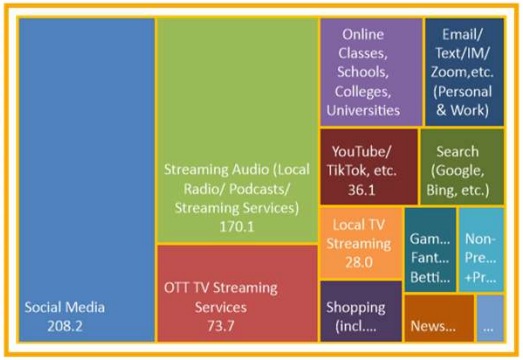


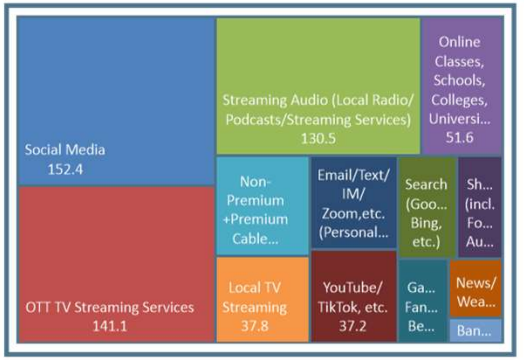
7,059,526 or 80.6% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos use Ad-Supported Social Media for an average of 182.7 minutes every day representing 34.5% of all time spent daily with Ad-Supported Digital Media.

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

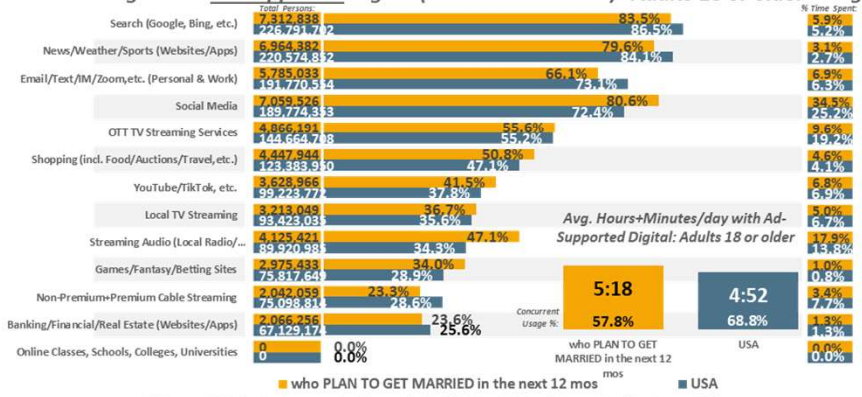


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

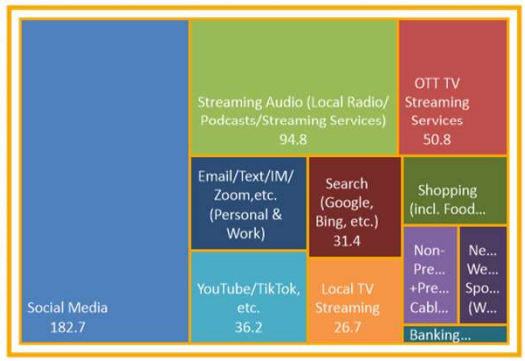


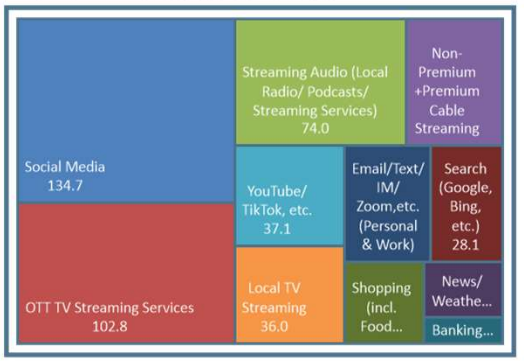


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 592

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

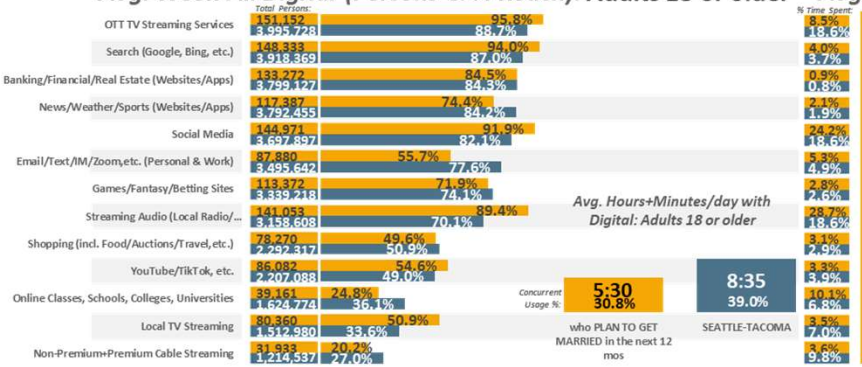
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Lifestyle changes/events personally plan to do next 12 mths: Get married

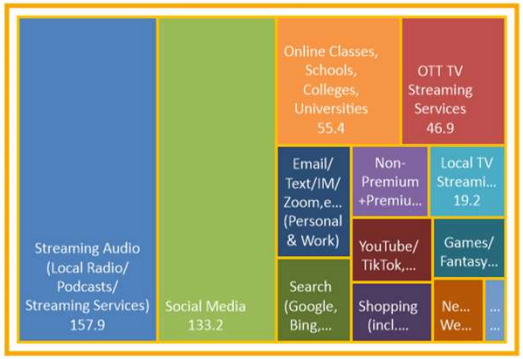


113,659 or 72.1% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos use Ad-Supported Social Media for an average of 104.5 minutes every day representing 29.% of all time spent daily with Ad-Supported Digital Media.

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

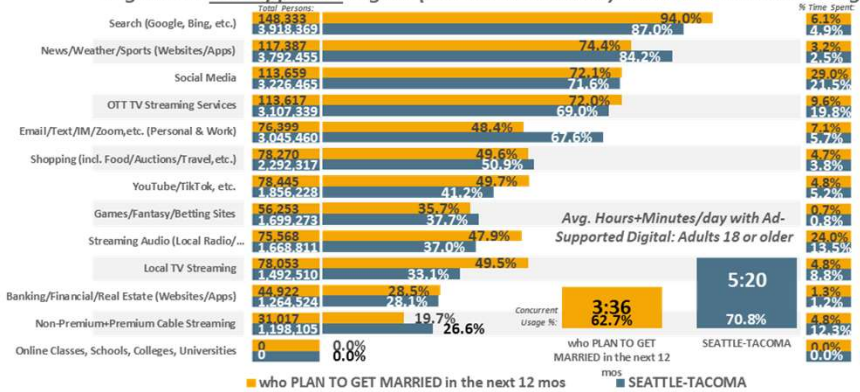


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

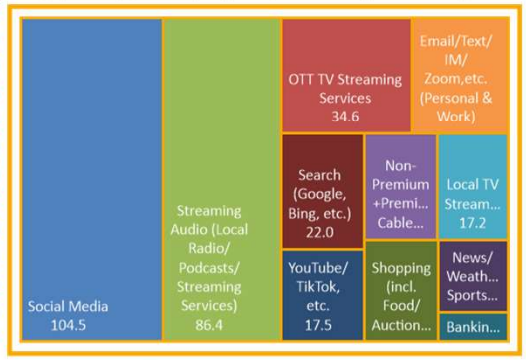


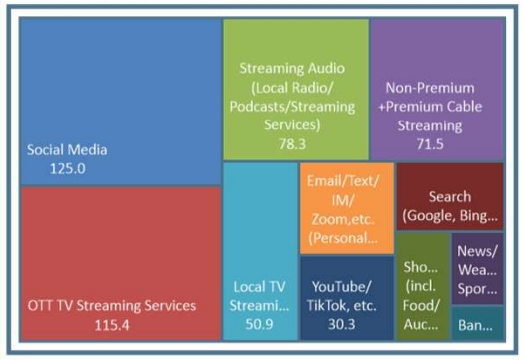


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 118

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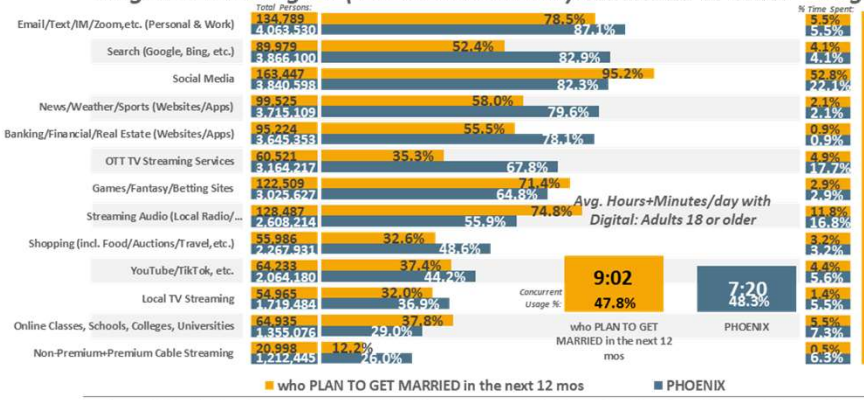
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Lifestyle changes/events personally plan to do next 12 mths: Get married

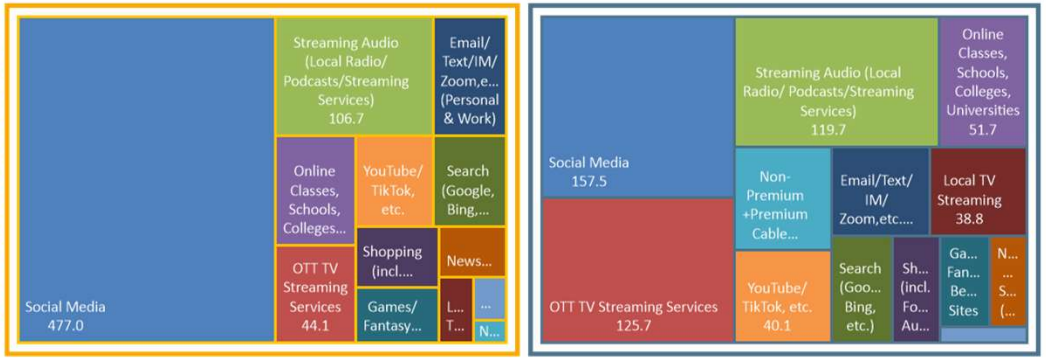


141,736 or 82.6% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos use Ad-Supported Social Media for an average of 413.6 minutes every day representing 57.8% of all time spent daily with Ad-Supported Digital Media.

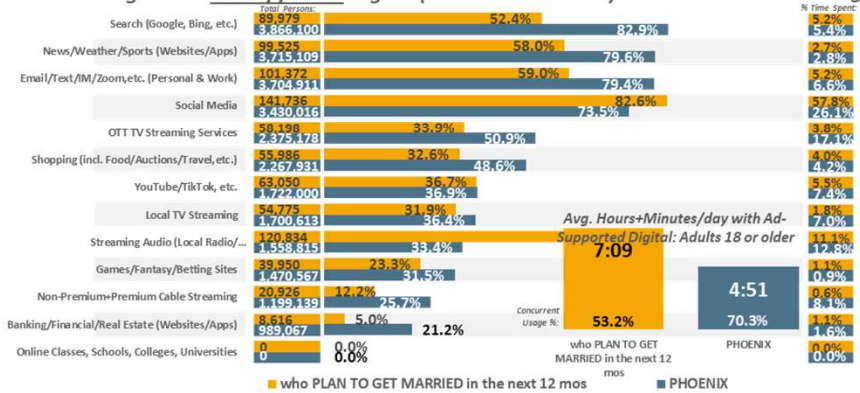
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



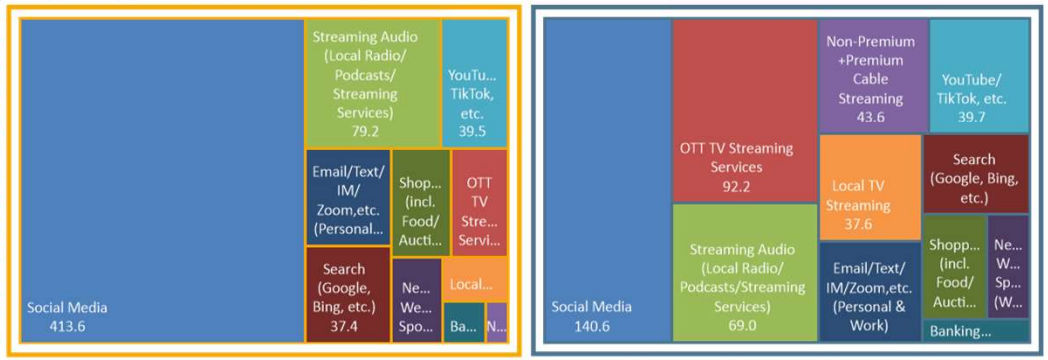
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 33

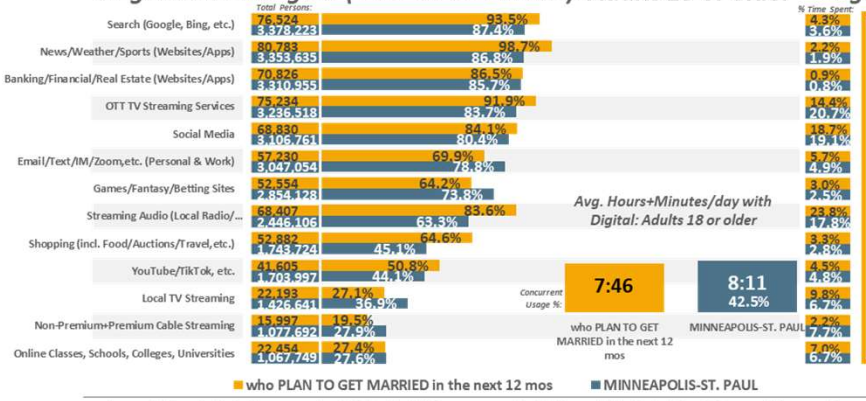
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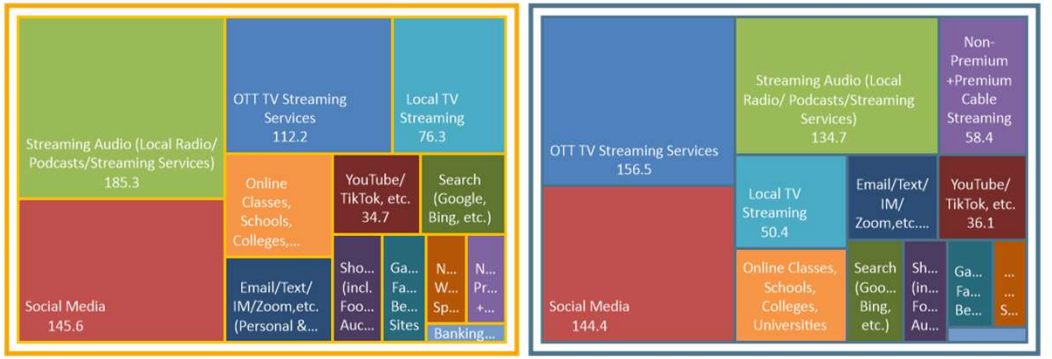
Lifestyle changes/events personally plan to do next 12 mths: Get married

57,530 or 70.3% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos use Ad-Supported Social Media for an average of 121.7 minutes every day representing 21.4% of all time spent daily with Ad-Supported Digital Media.

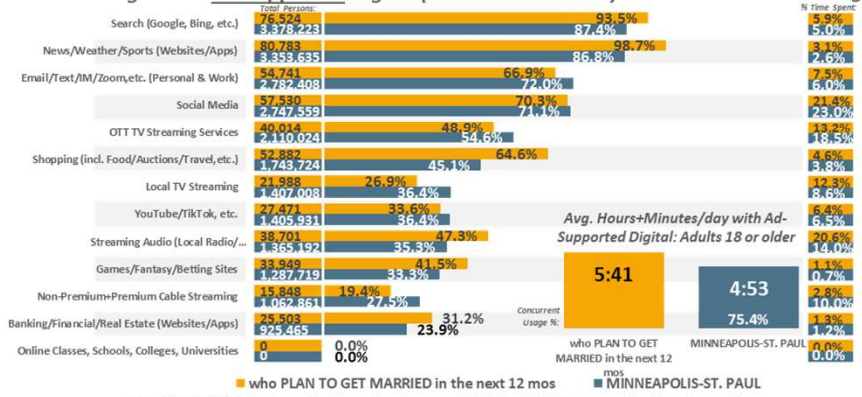
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



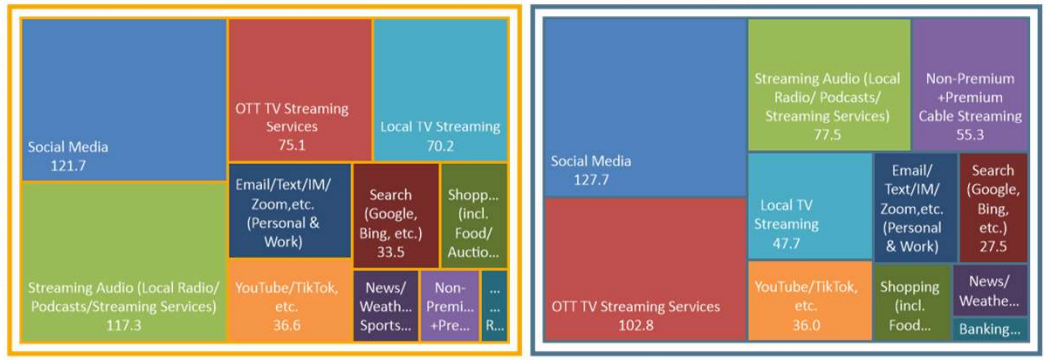
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



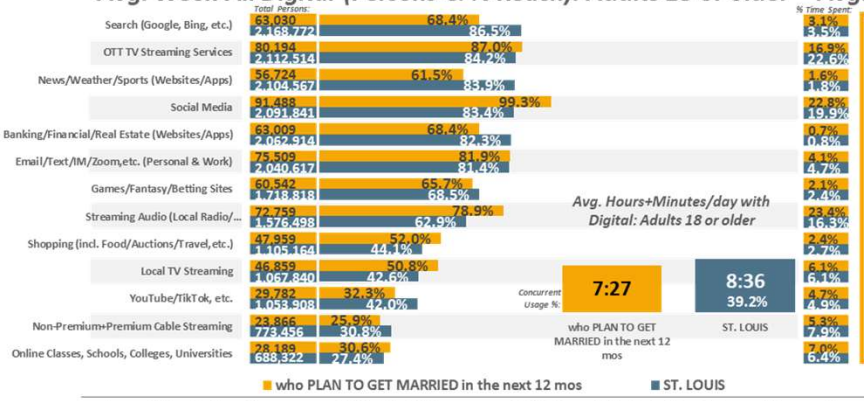
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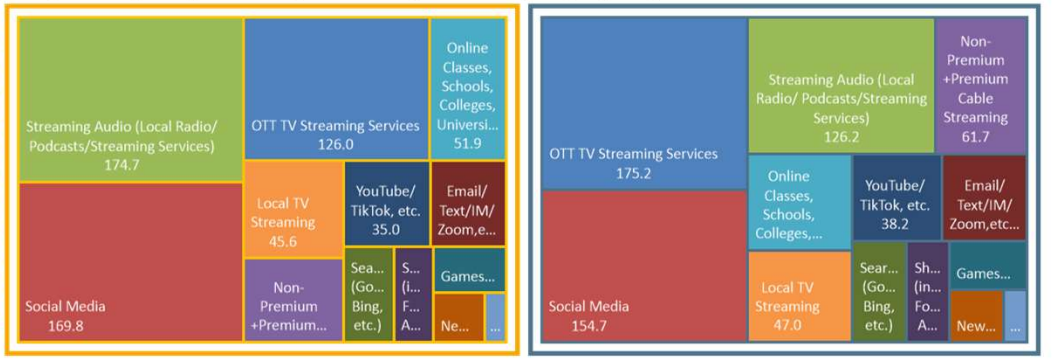
Lifestyle changes/events personally plan to do next 12 mths: Get married

89,308 or 96.9% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos use Ad-Supported Social Media for an average of 165.8 minutes every day representing 30.5% of all time spent daily with Ad-Supported Digital Media.

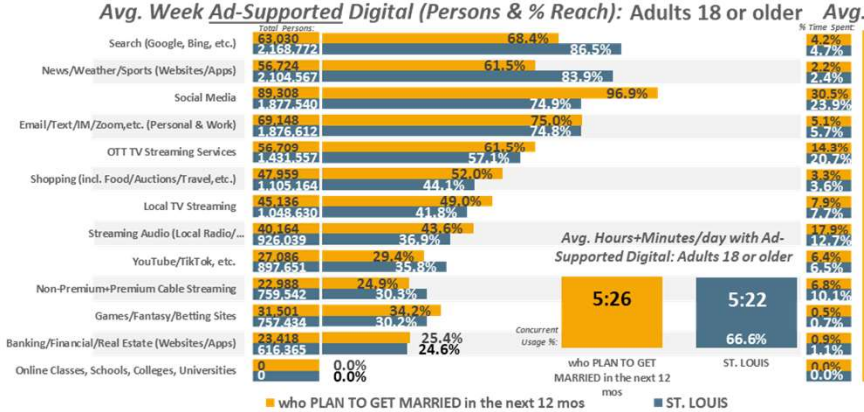
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



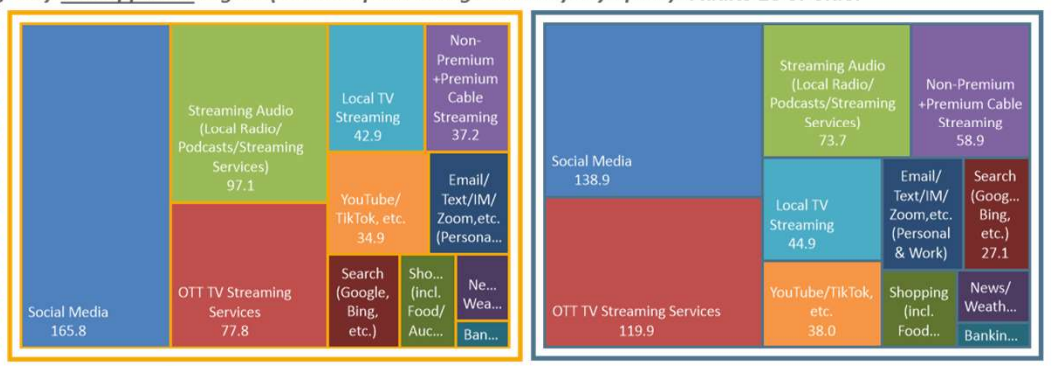
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 51

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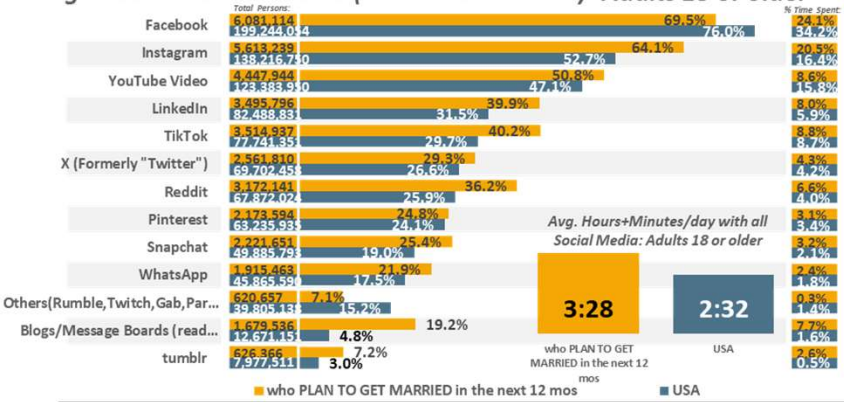
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Lifestyle changes/events personally plan to do next 12 mths: Get married

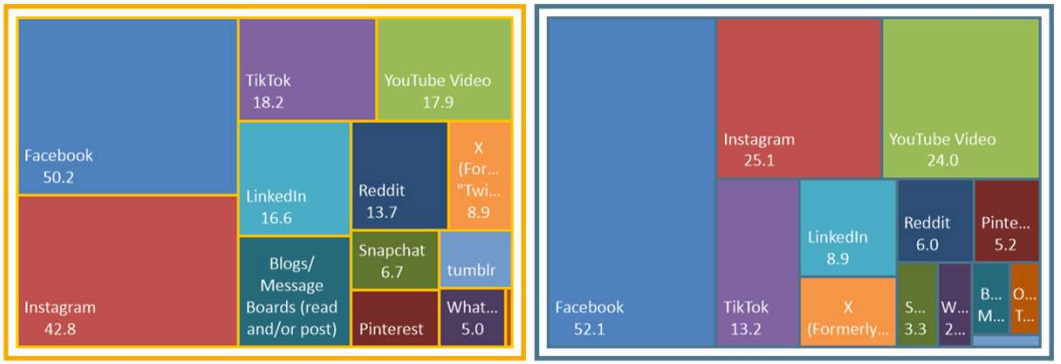


6,081,114 or 69.5% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos use Ad-Supported Facebook for an average of 57.4 minutes every day representing 31.4% of all time spent daily with Ad-Supported Social Media.

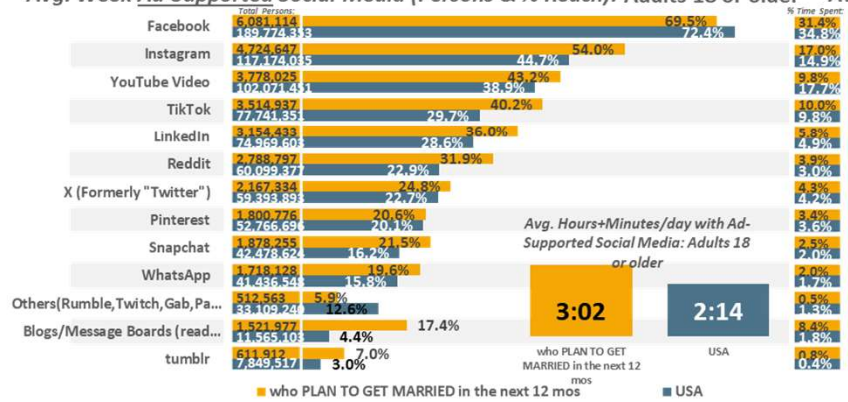
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



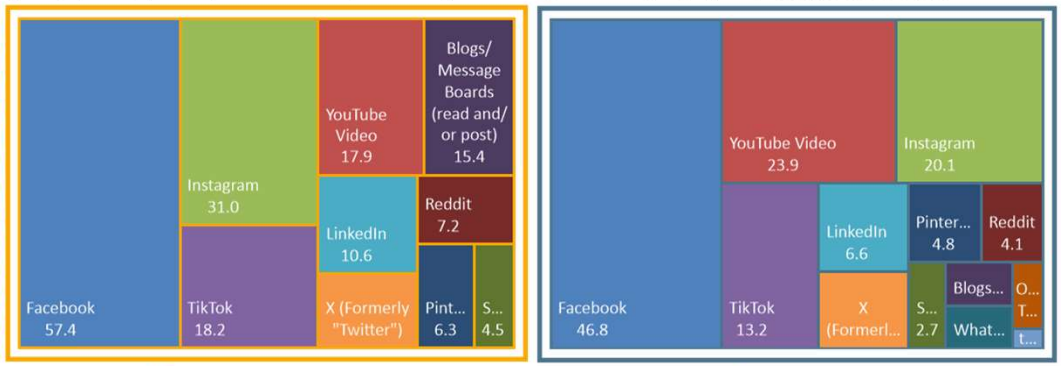
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2024: Jan23-Aug24 Qual Intab 592

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

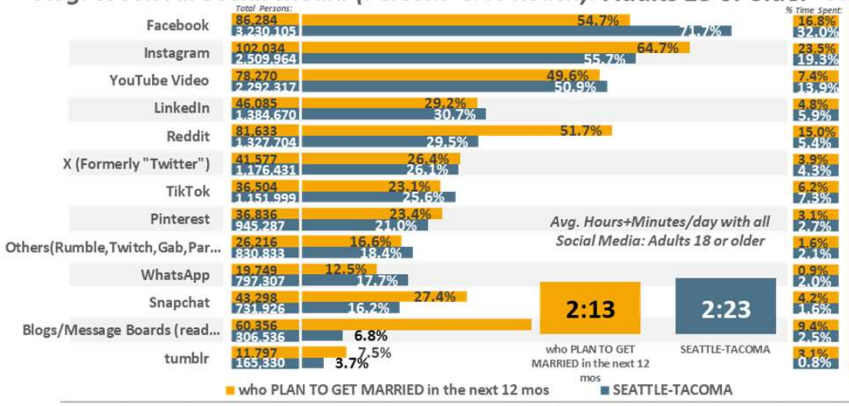
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Lifestyle changes/events personally plan to do next 12 mths: Get married

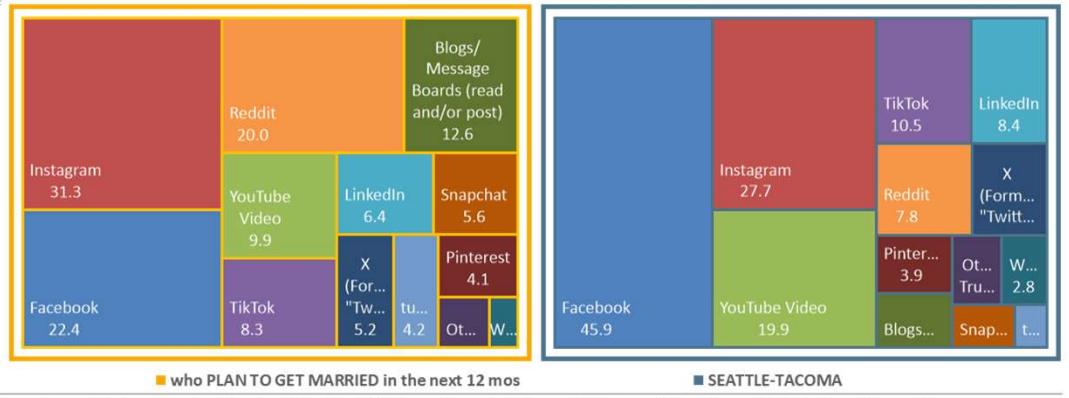


86,284 or 54.7% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos use Ad-Supported Facebook for an average of 31.3 minutes every day representing 30.% of all time spent daily with Ad-Supported Social Media.

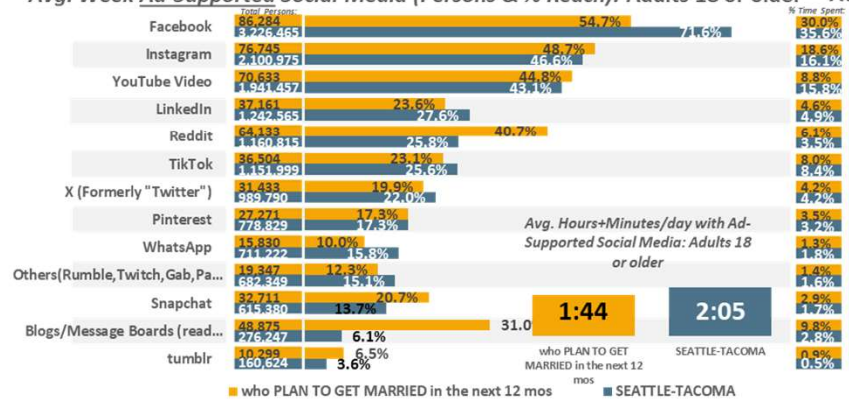
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



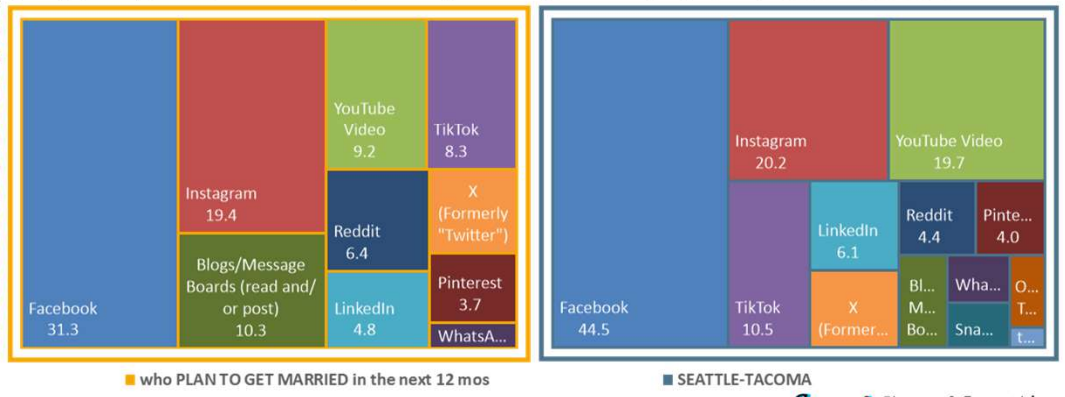
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 118

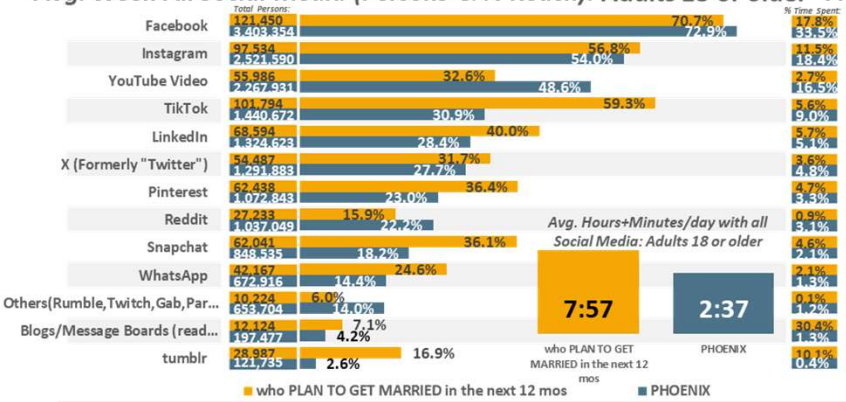
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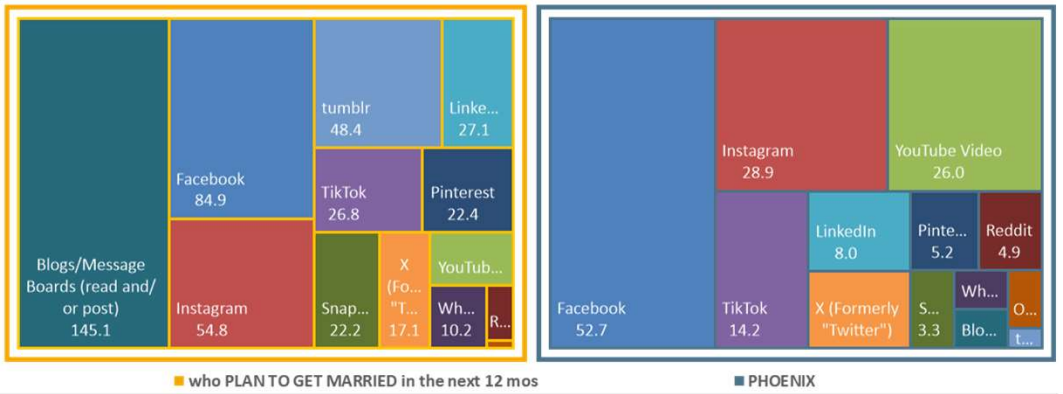
Lifestyle changes/events personally plan to do next 12 mths: Get married

10,859 or 6.3% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 147.1 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

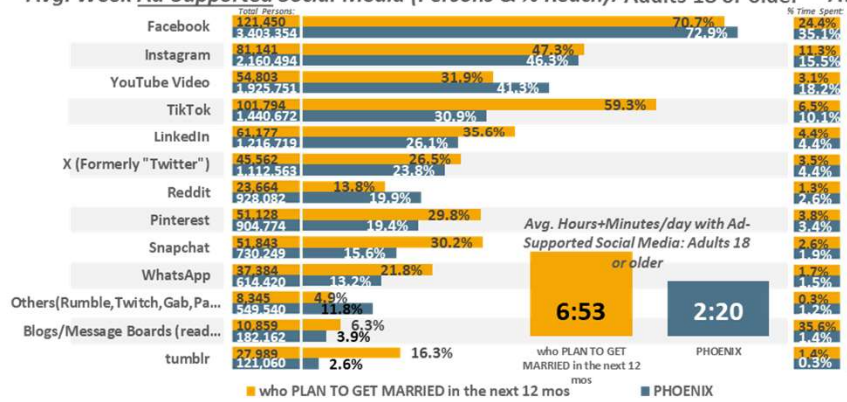
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



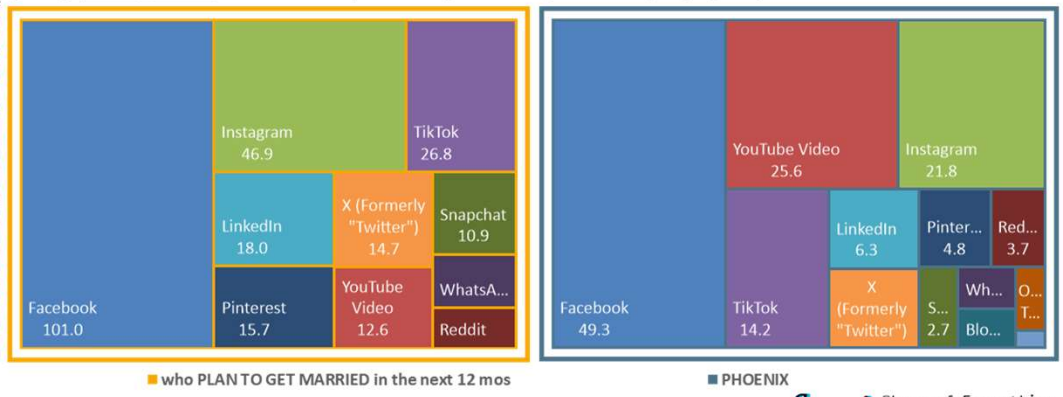
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 33

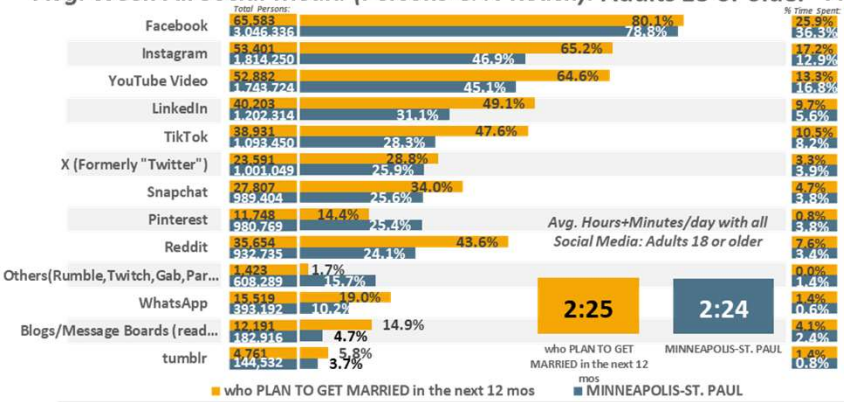
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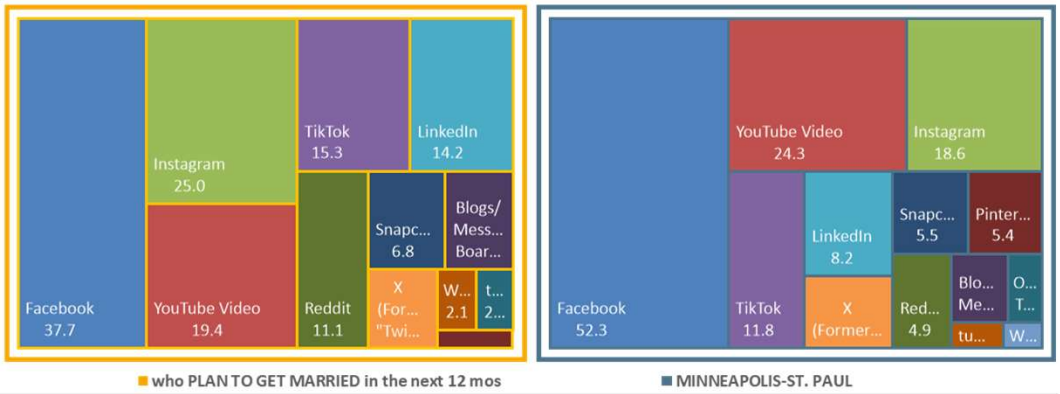
Lifestyle changes/events personally plan to do next 12 mths: Get married

57,530 or 70.3% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos use Ad-Supported Facebook for an average of 35.7 minutes every day representing 29.3% of all time spent daily with Ad-Supported Social Media.

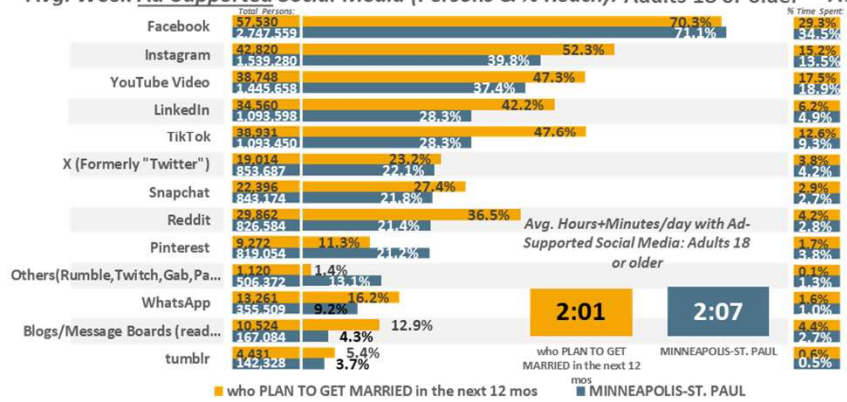
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



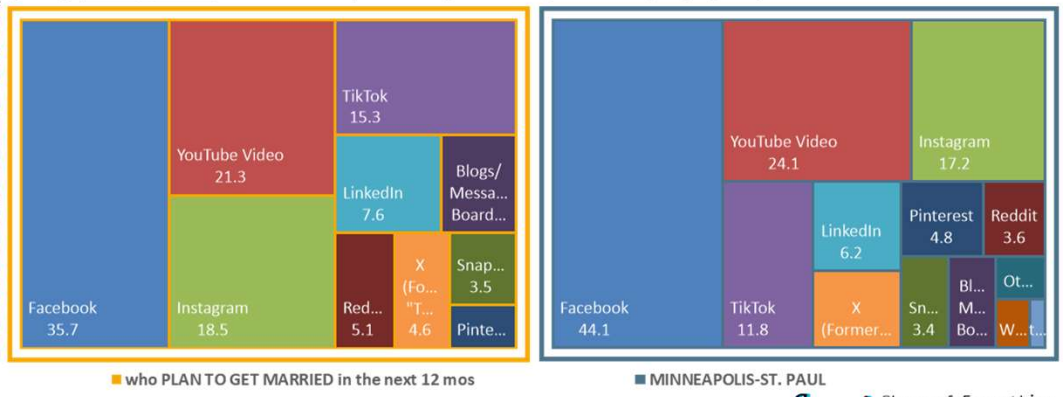
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 37

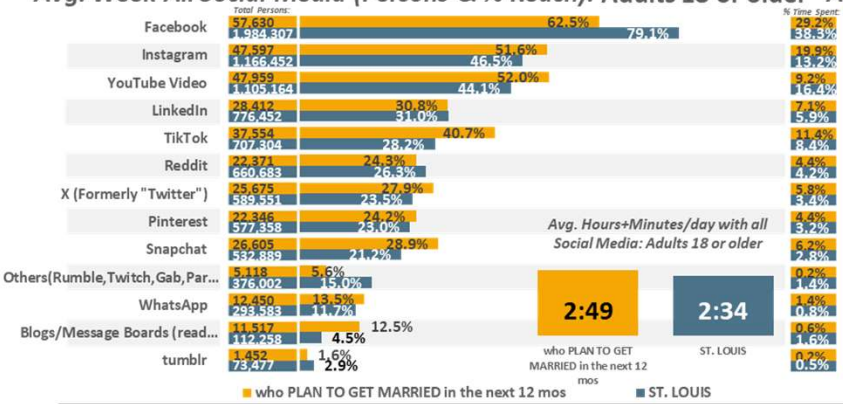
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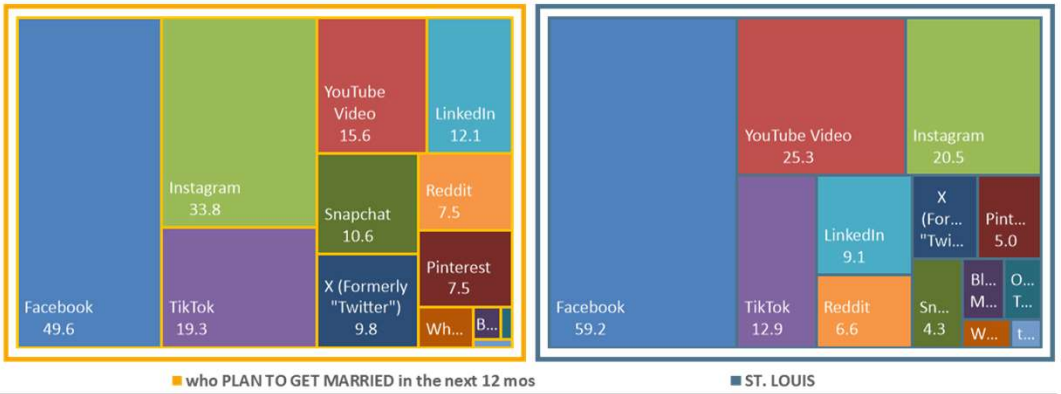
Lifestyle changes/events personally plan to do next 12 mths: Get married

57,630 or 62.5% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos use Ad-Supported Facebook for an average of 56.7 minutes every day representing 34.2% of all time spent daily with Ad-Supported Social Media.

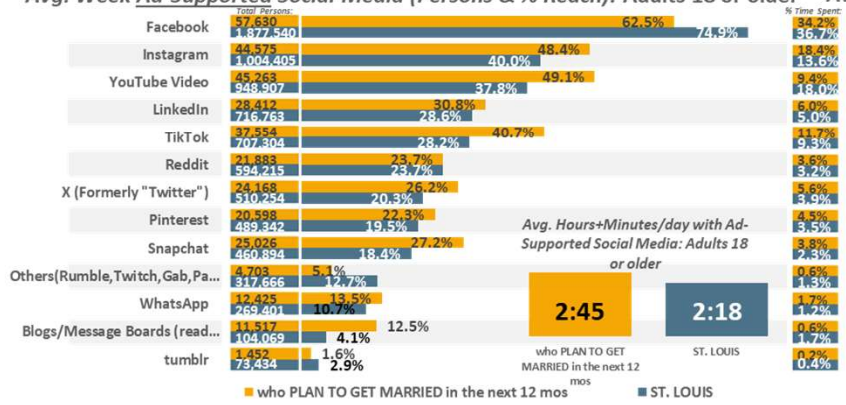
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



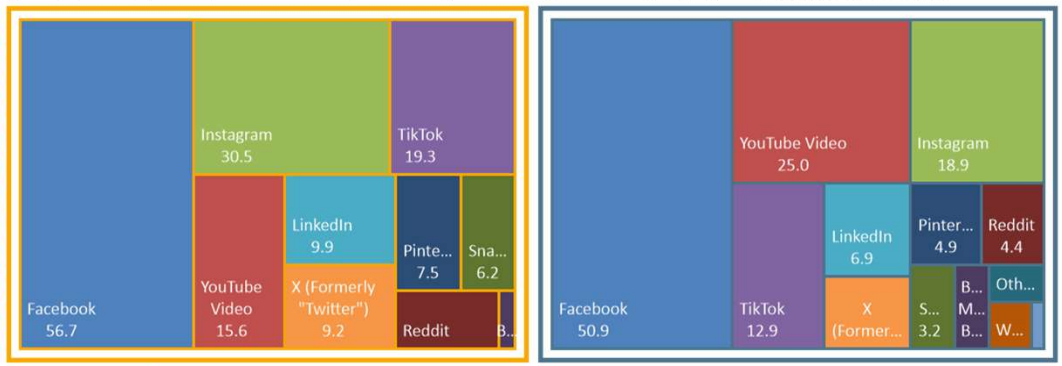
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 51

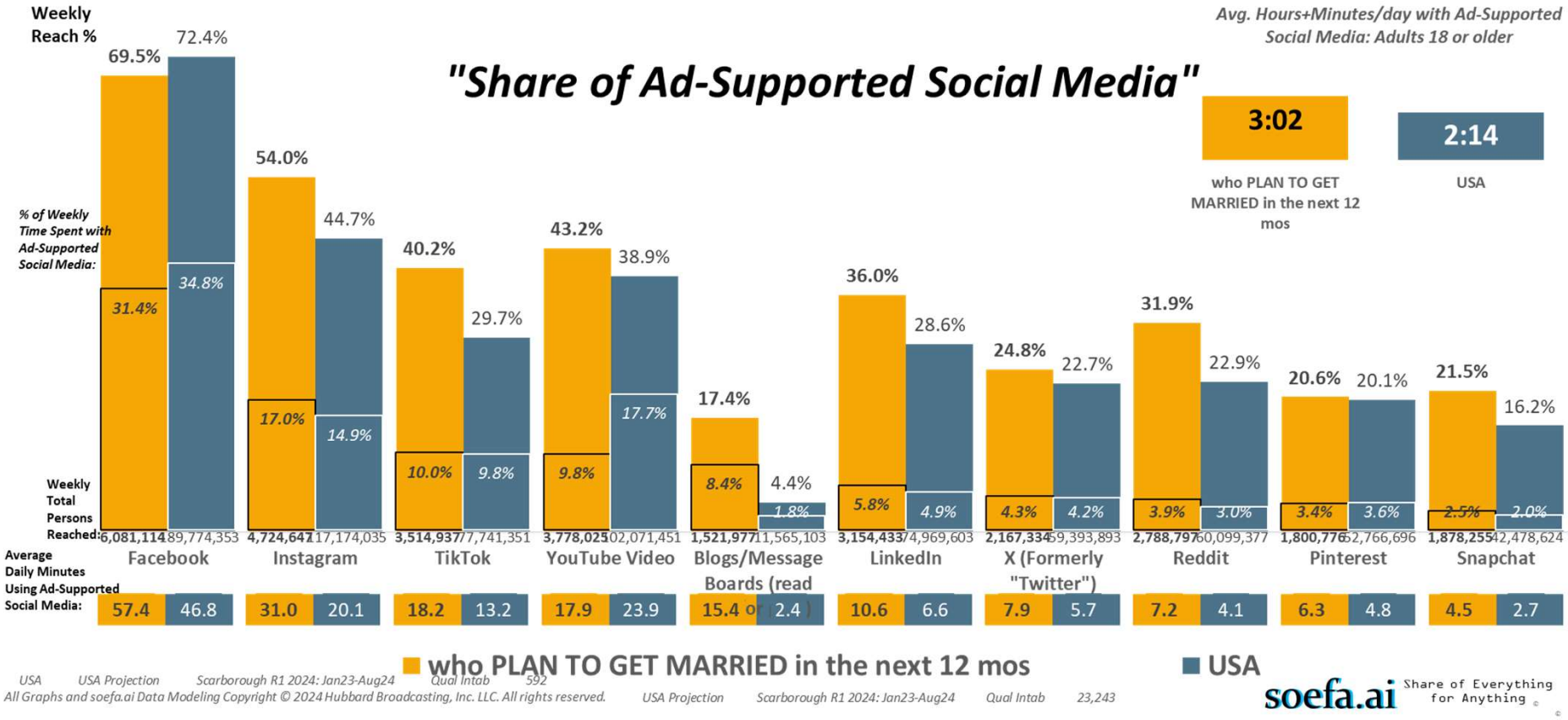
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Lifestyle changes/events personally plan to do next 12 mths: Get married



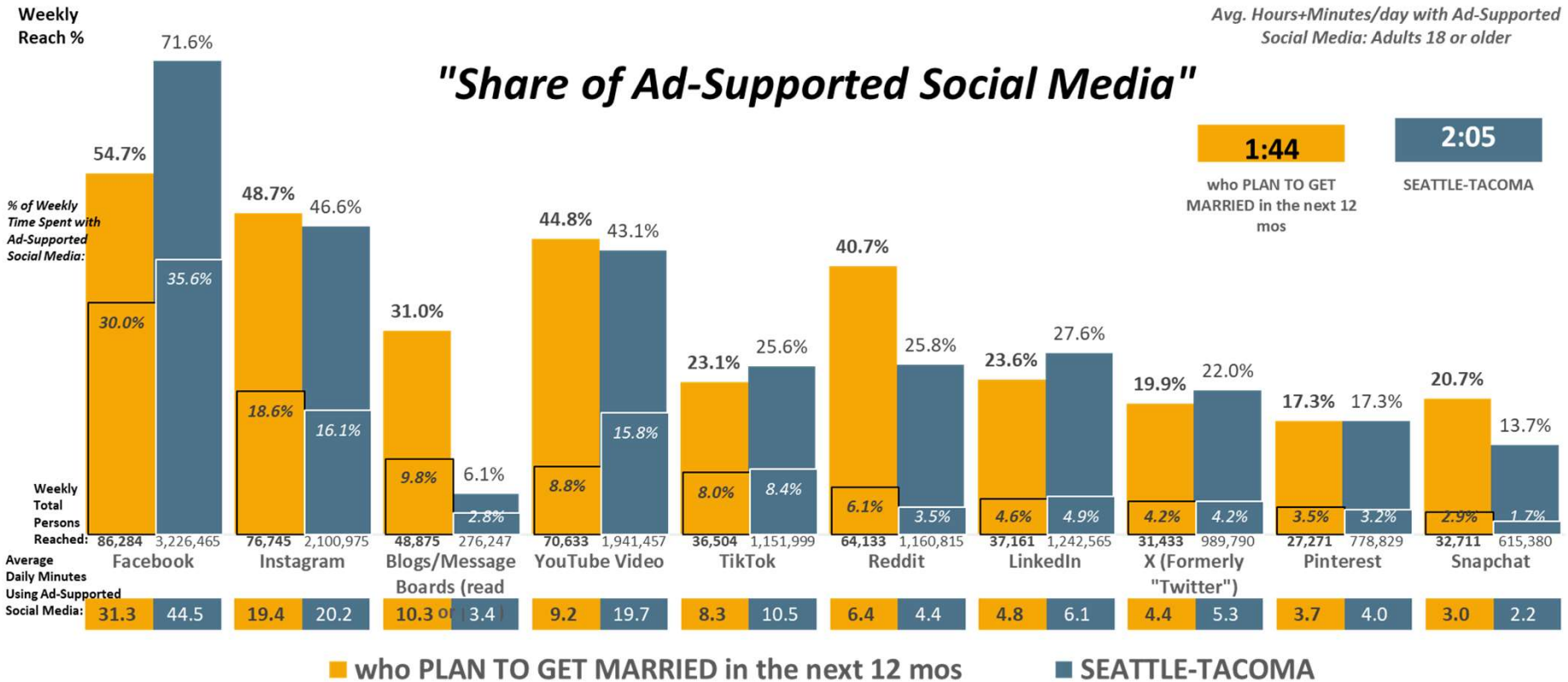
6,081,114 or 69.5% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos use Ad-Supported Facebook for an average of 57.4 minutes every day representing 31.4% of all time spent daily with Ad-Supported Social Media.



Lifestyle changes/events personally plan to do next 12 mths: Get married



86,284 or 54.7% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos use Ad-Supported Facebook for an average of 31.3 minutes every day representing 30.% of all time spent daily with Ad-Supported Social Media.



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 118 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

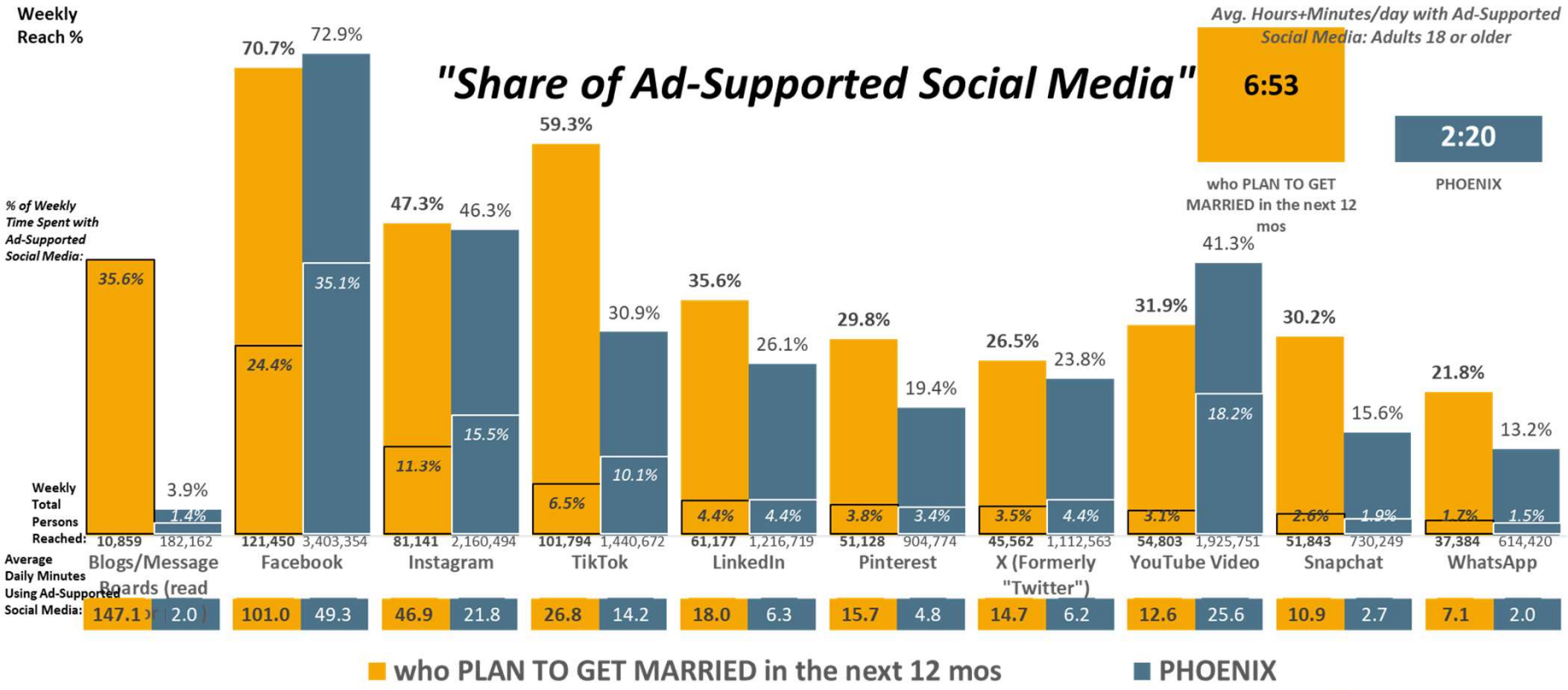
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Lifestyle changes/events personally plan to do next 12 mths: Get married



10,859 or 6.3% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 147.1 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 33 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

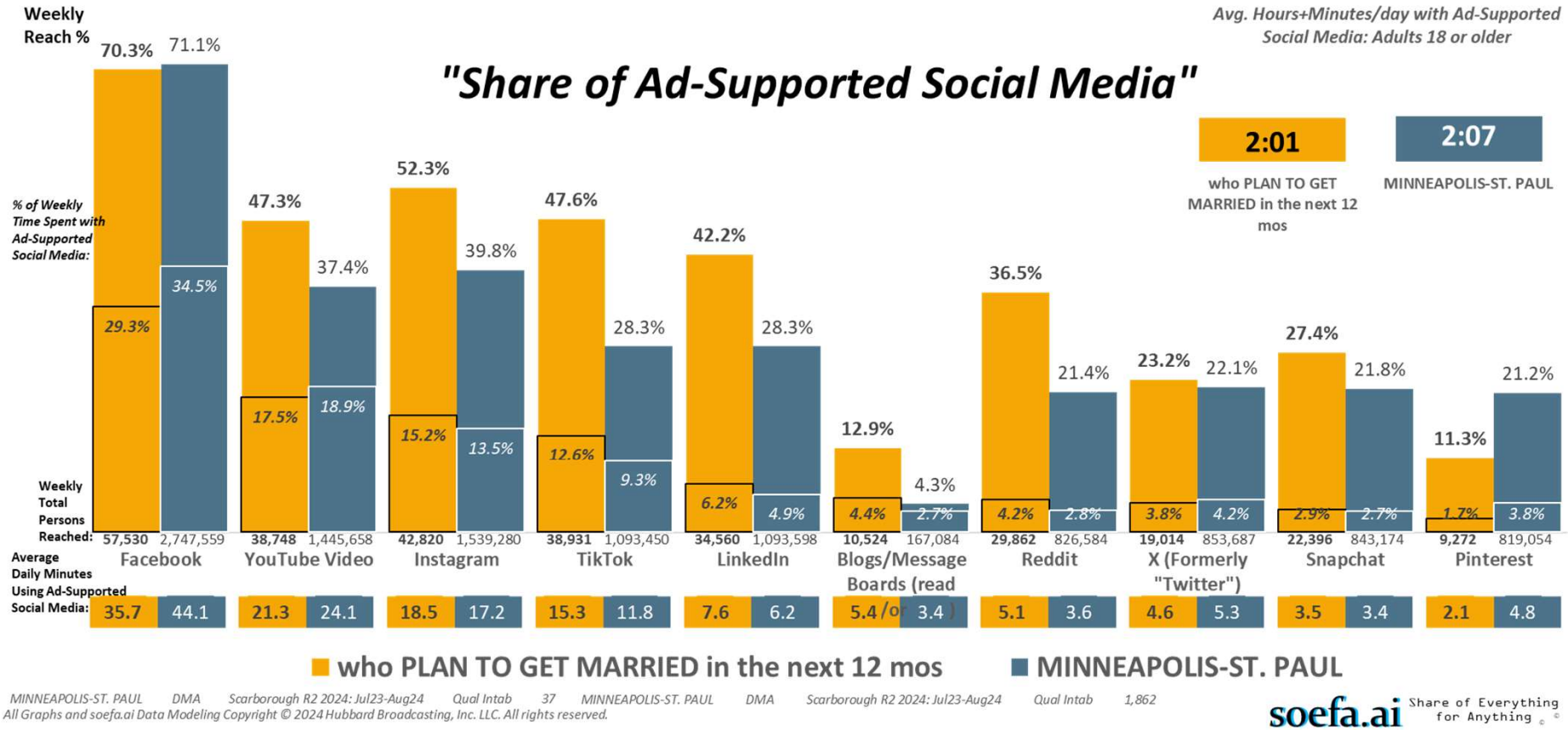
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Lifestyle changes/events personally plan to do next 12 mths: Get married



57,530 or 70.3% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos use Ad-Supported Facebook for an average of 35.7 minutes every day representing 29.3% of all time spent daily with Ad-Supported Social Media.



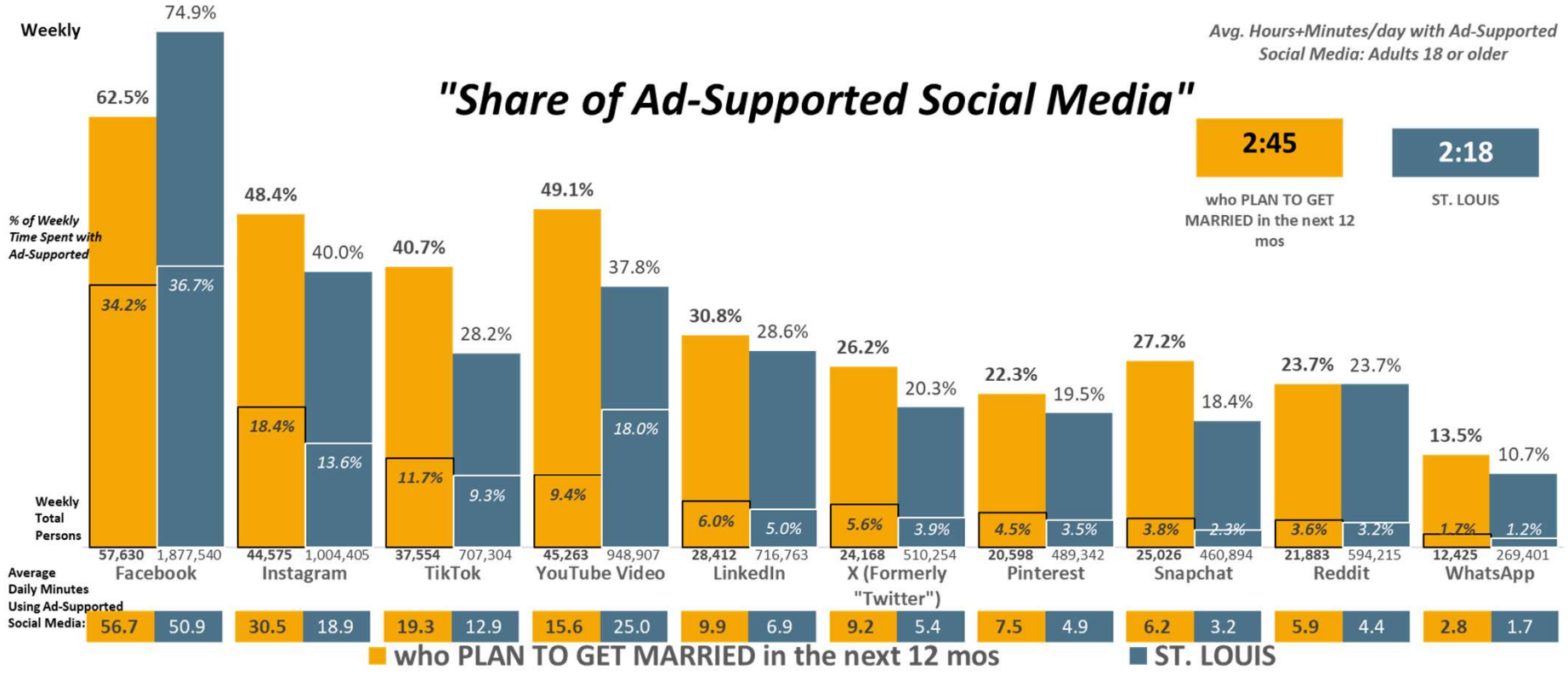
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 37 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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Lifestyle changes/events personally plan to do next 12 mths: Get married

57,630 or 62.5% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos use Ad-Supported Facebook for an average of 56.7 minutes every day representing 34.2% of all time spent daily with Ad-Supported Social Media.



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 51 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

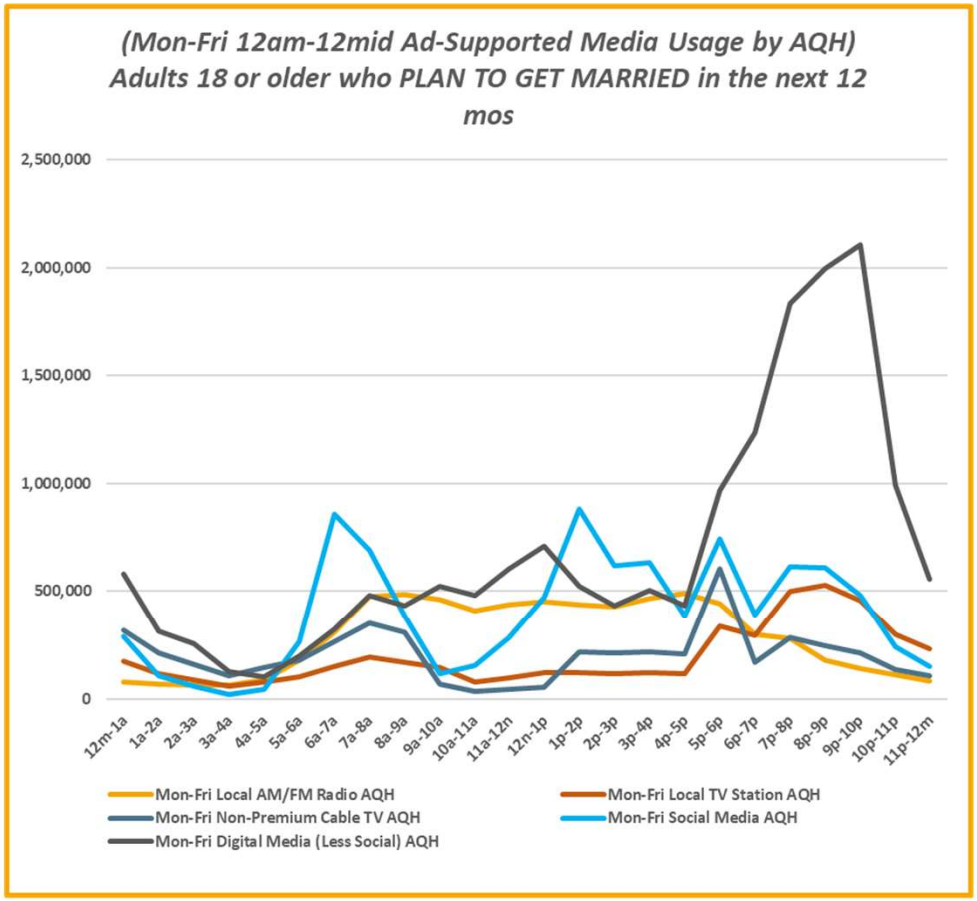
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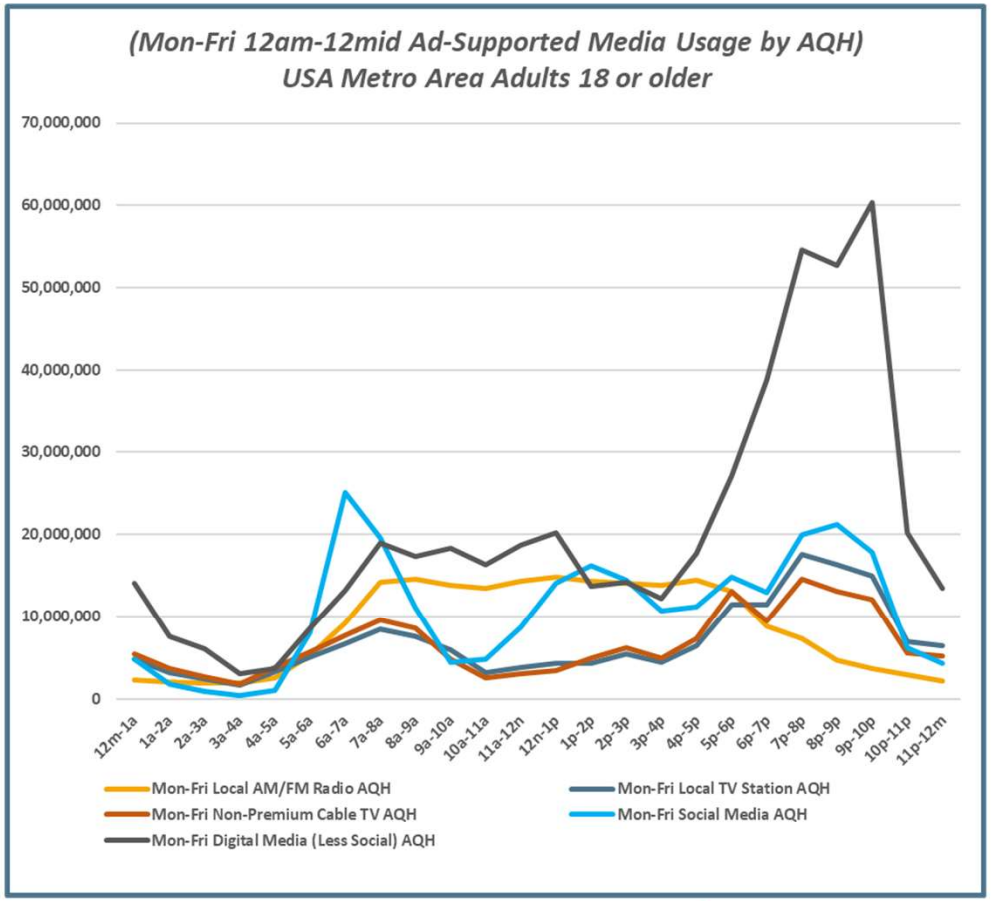
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Lifestyle changes/events personally plan to do next 12 mths: Get married



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 587,273; Social Media: 507,664; Local Radio: 427,991; Non-Prem. Cable: 210,055; Local TV: 156,389 reaching Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos.





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 592

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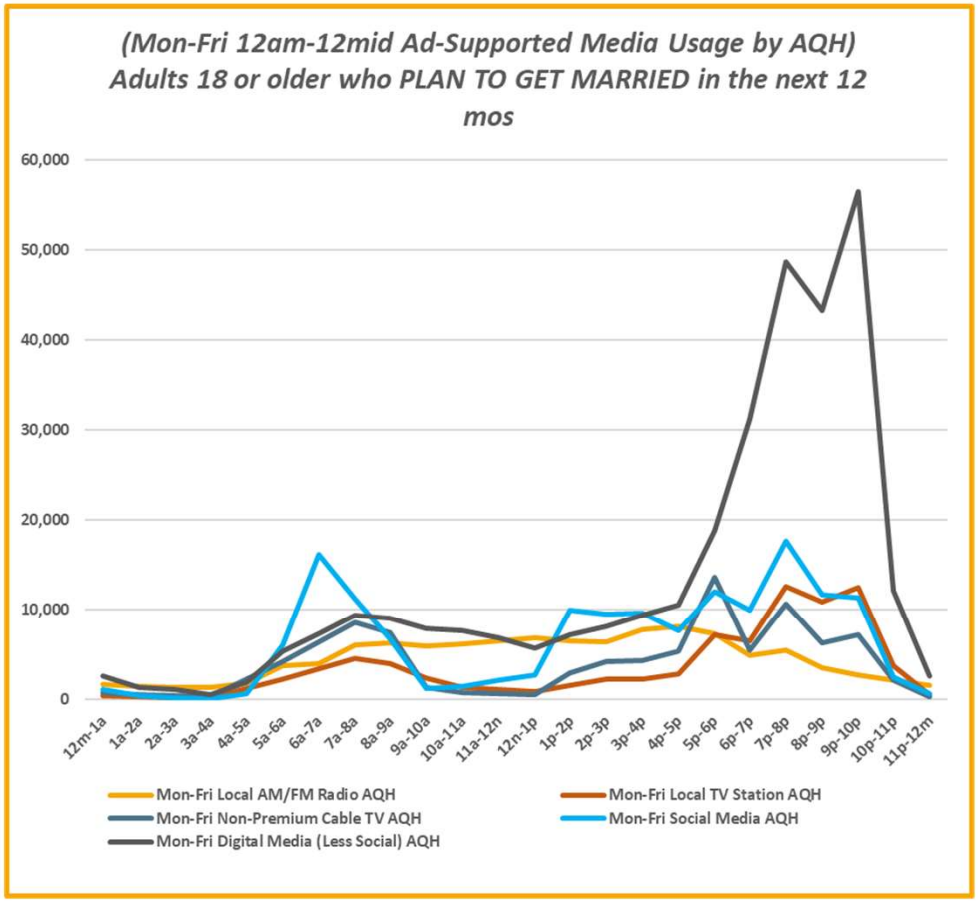
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

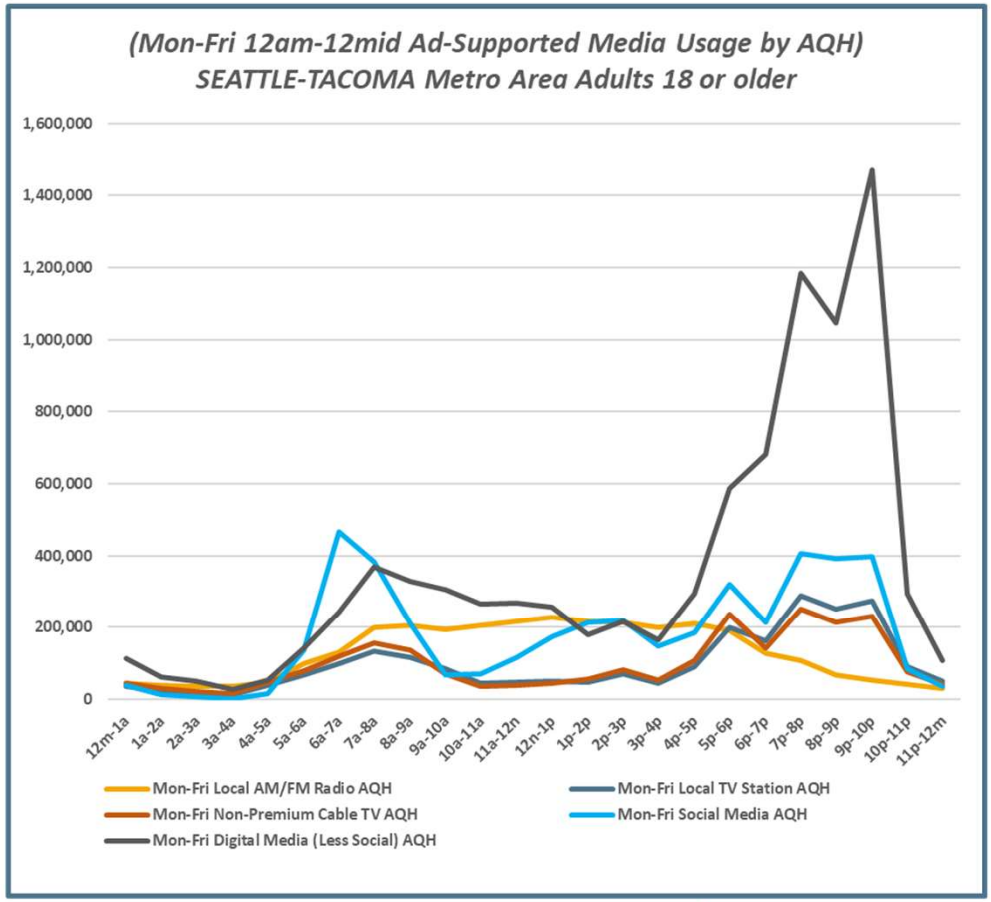
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Lifestyle changes/events personally plan to do next 12 mths: Get married



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,677; Social Media: 7,715; Local Radio: 6,374; Non-Prem. Cable: 4,719; Local TV: 3,082 reaching Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos.





SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 118

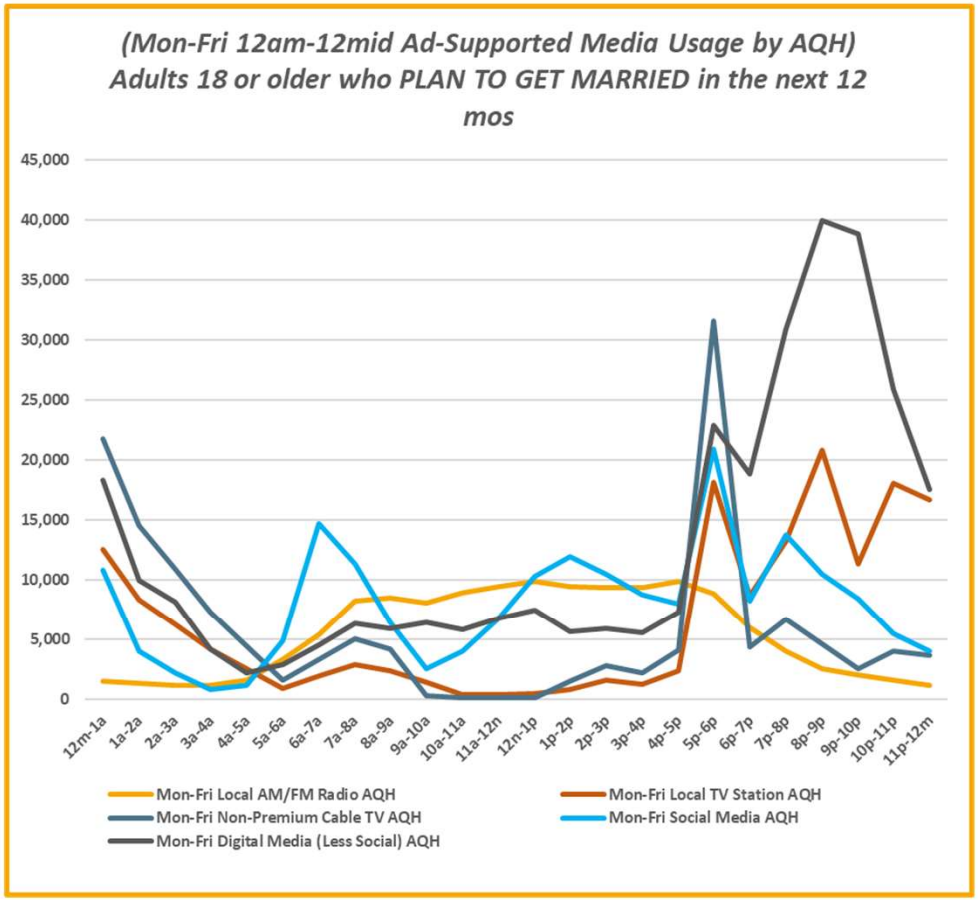
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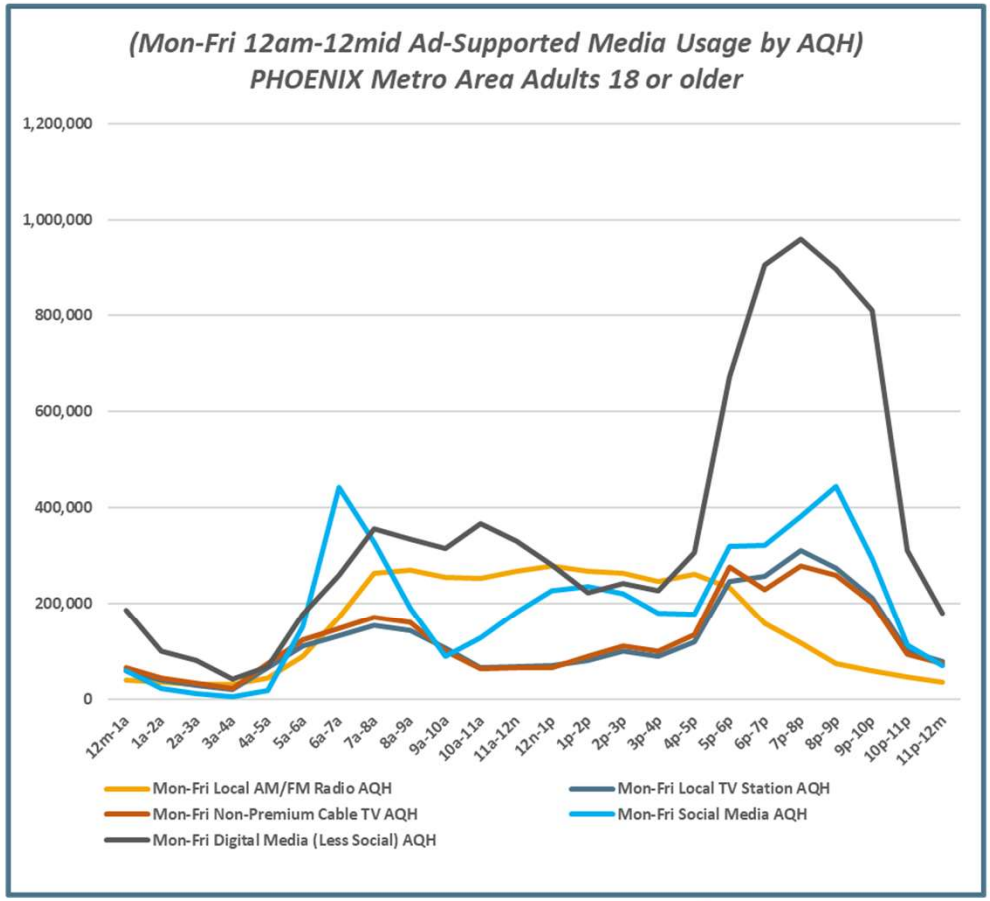
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Lifestyle changes/events personally plan to do next 12 mths: Get married



M-F 6a-7p Avg. Available Impressions per 15-min. are... Social Media: 9,548; Local Radio: 8,545; All Other Digital Media: 8,380; Non-Prem. Cable: 4,571; Local TV: 3,263 reaching Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos.





PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 33

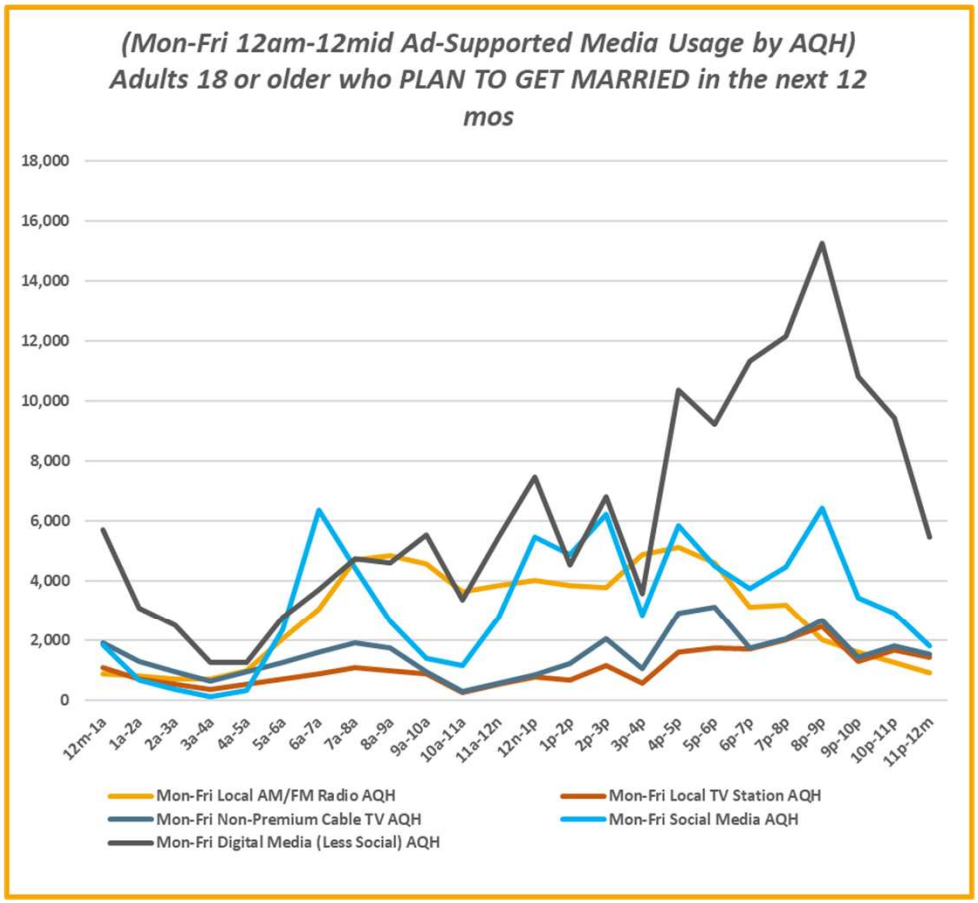
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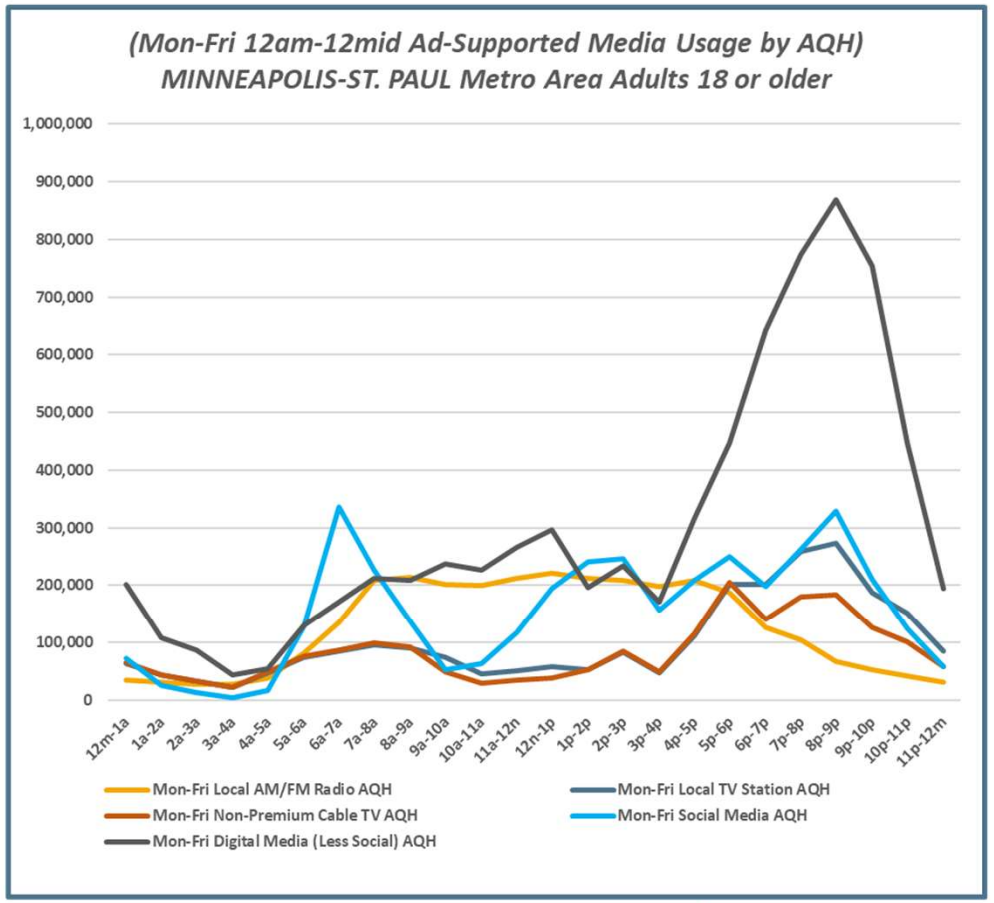
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Lifestyle changes/events personally plan to do next 12 mths: Get married



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,209; Local Radio: 4,151; Social Media: 4,022; Non-Prem. Cable: 1,544; Local TV: 993 reaching Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos.





MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 37

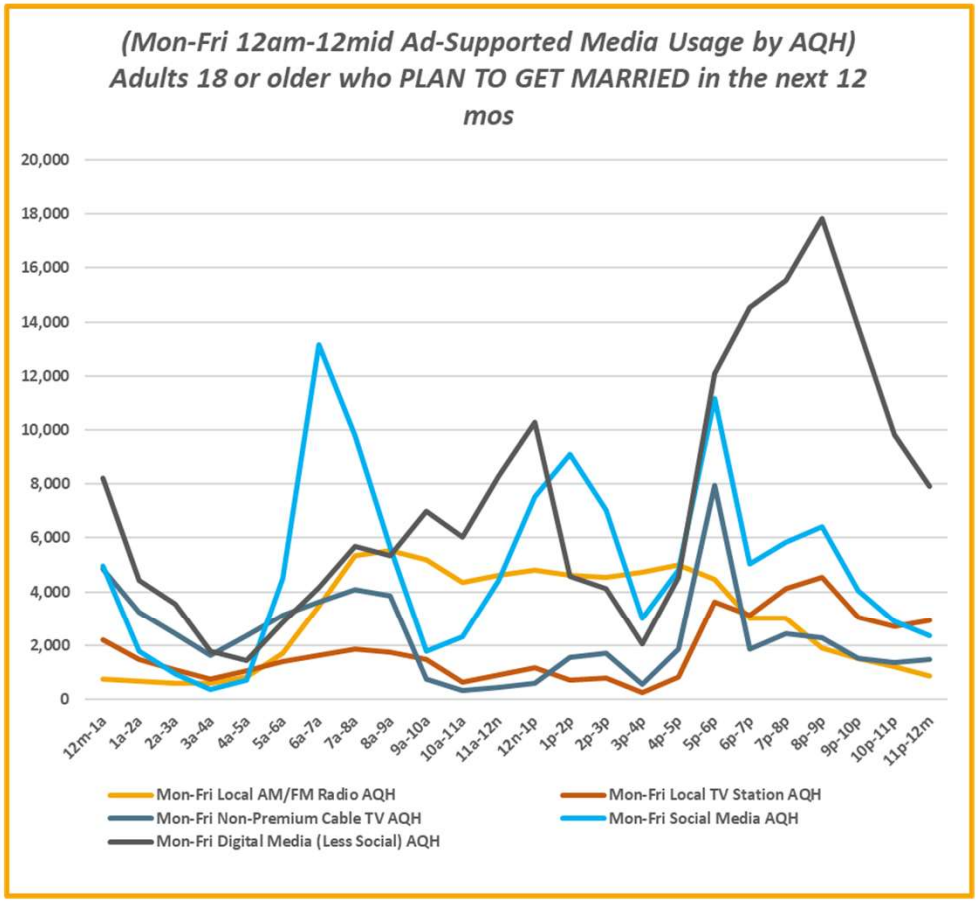
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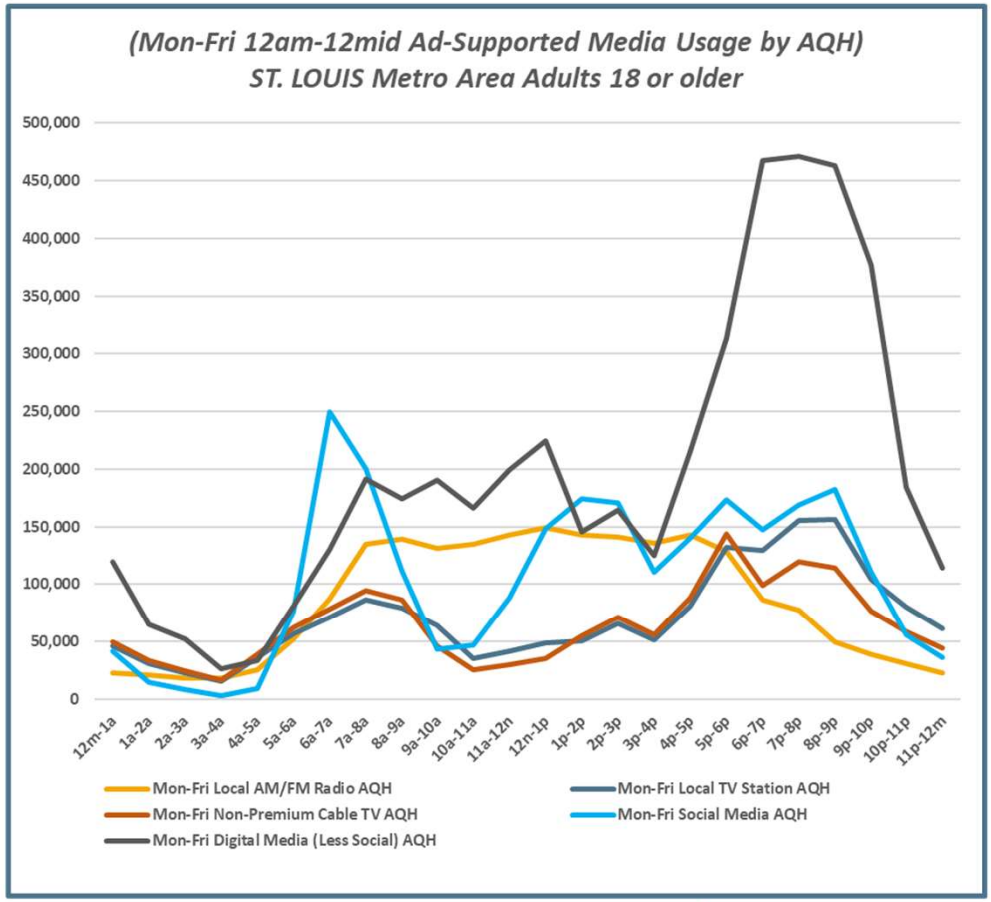
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Lifestyle changes/events personally plan to do next 12 mths: Get married



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,822; Social Media: 6,525; Local Radio: 4,588; Non-Prem. Cable: 2,239; Local TV: 1,438 reaching Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos.





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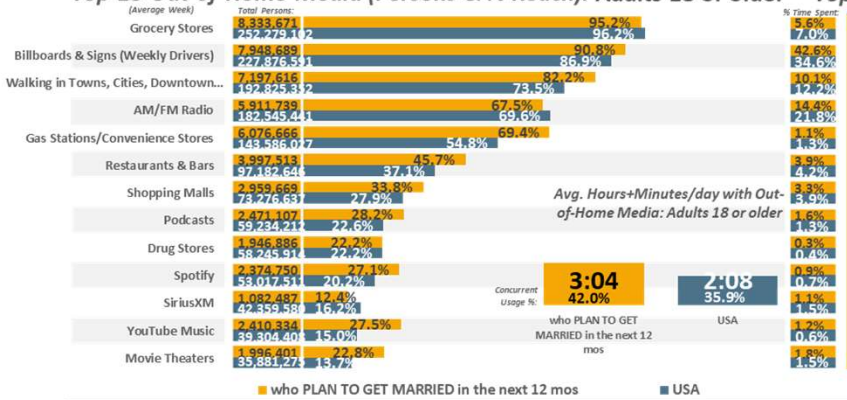
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Lifestyle changes/events personally plan to do next 12 mths: Get married

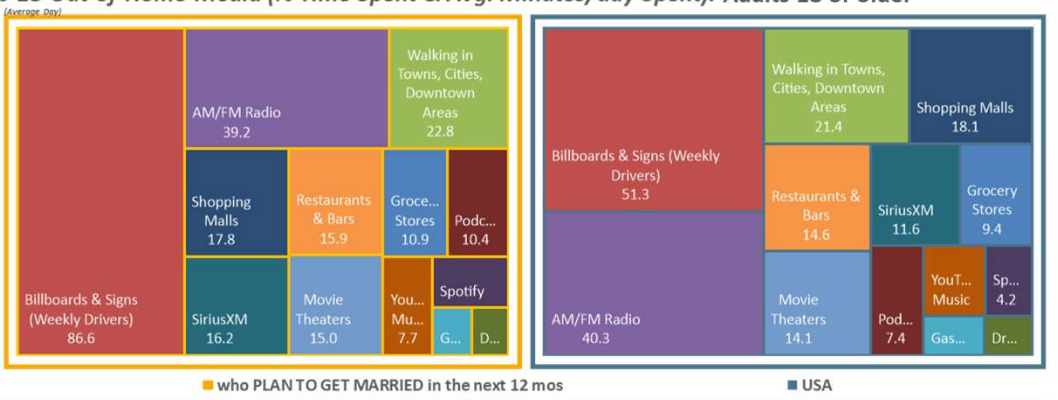


7,948,689 or 90.8% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos spend an average of 86.6 minutes per day driving, seeing Billboards and Signs. 65.7% Listen to Local Radio Stations Out-of-Home for an average of 37.1 minutes/day.

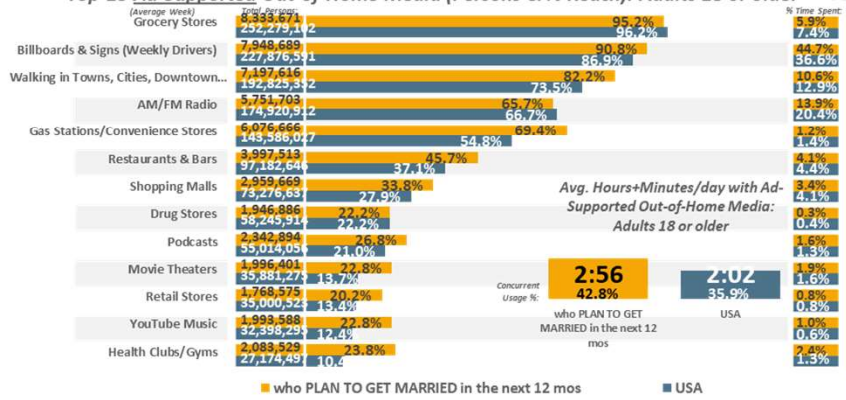
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



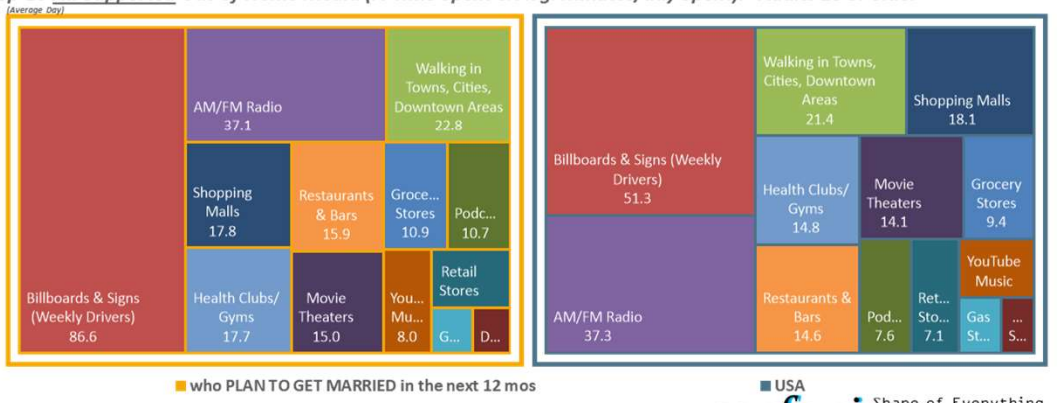
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2024: Jan23-Aug24 Qual Intab 592

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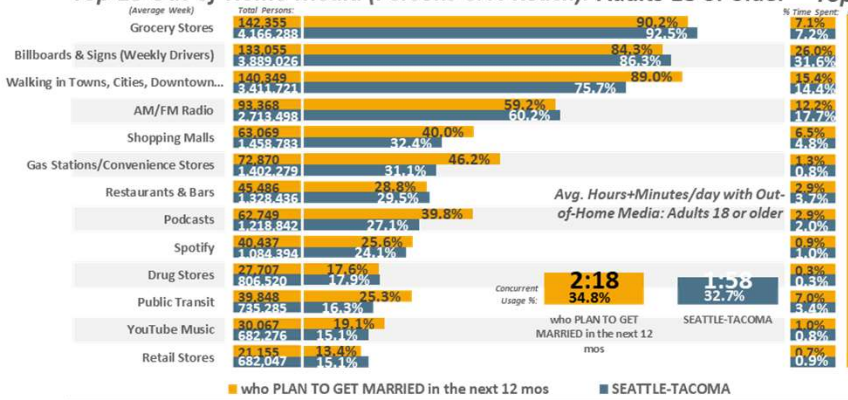
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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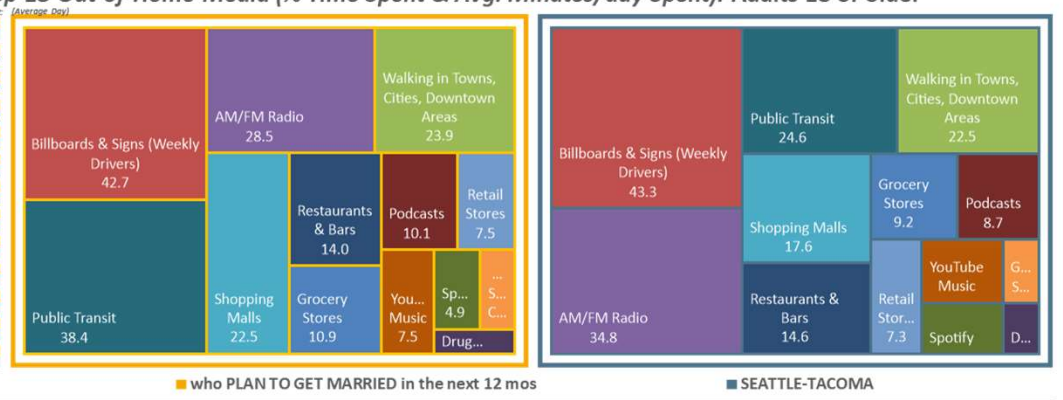
Lifestyle changes/events personally plan to do next 12 mths: Get married

133,055 or 84.3% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos spend an average of 42.7 minutes per day driving, seeing Billboards and Signs. 58.1% Listen to Local Radio Stations Out-of-Home for an average of 26. minutes/day.

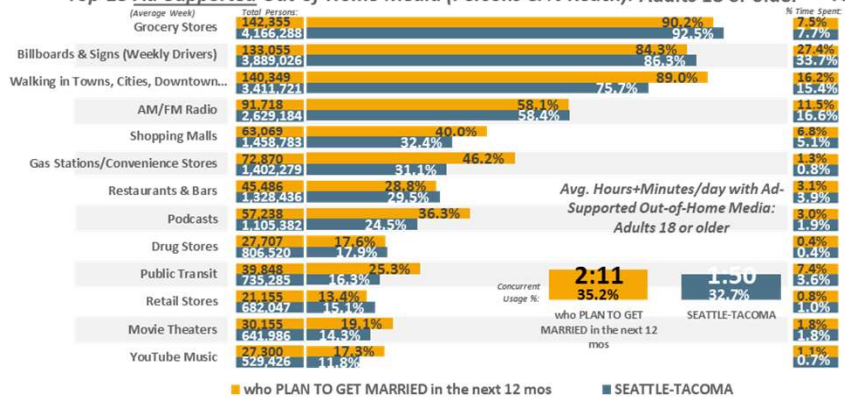
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



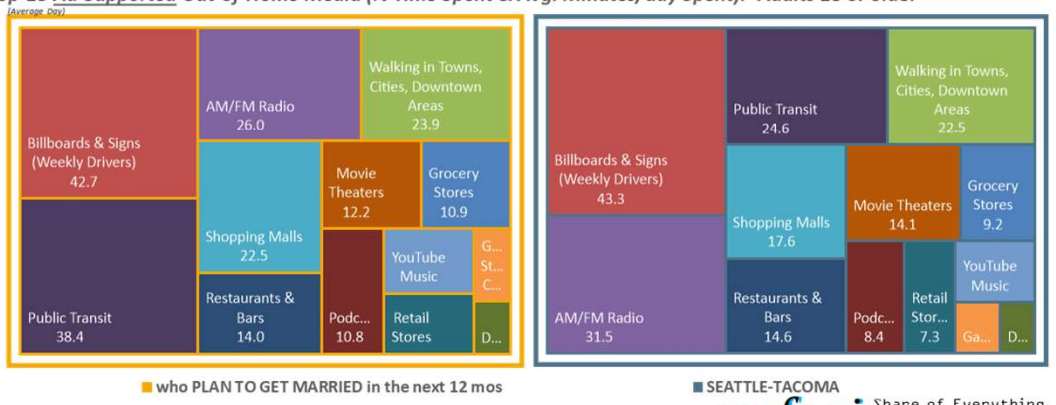
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 118

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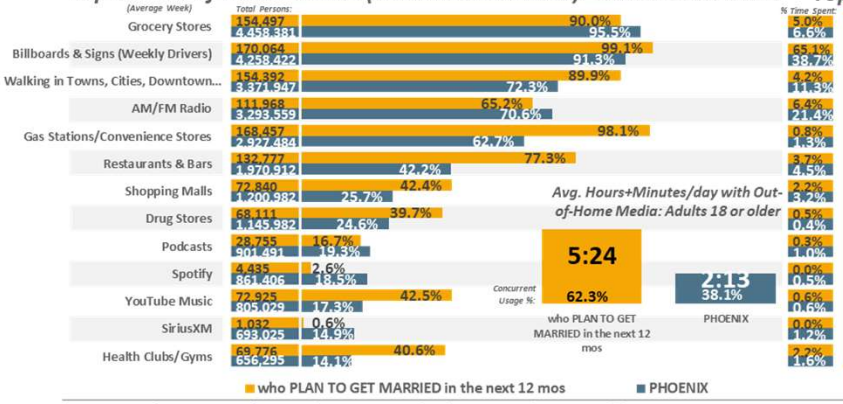
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Lifestyle changes/events personally plan to do next 12 mths: Get married

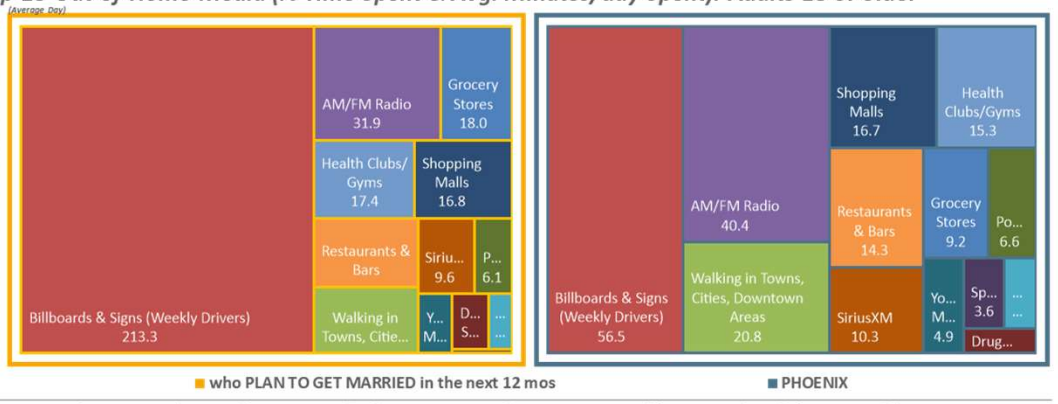


170,064 or 99.1% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos spend an average of 213.3 minutes per day driving, seeing Billboards and Signs. 64.4% Listen to Local Radio Stations Out-of-Home for an average of 32. minutes/day.

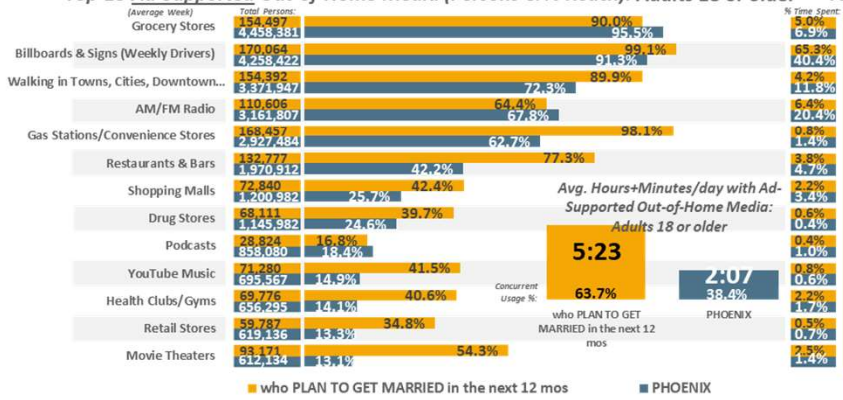
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



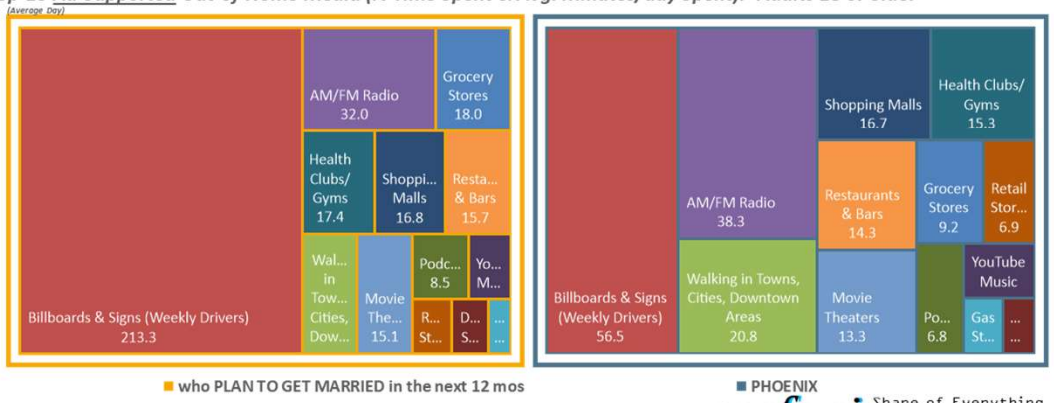
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 33

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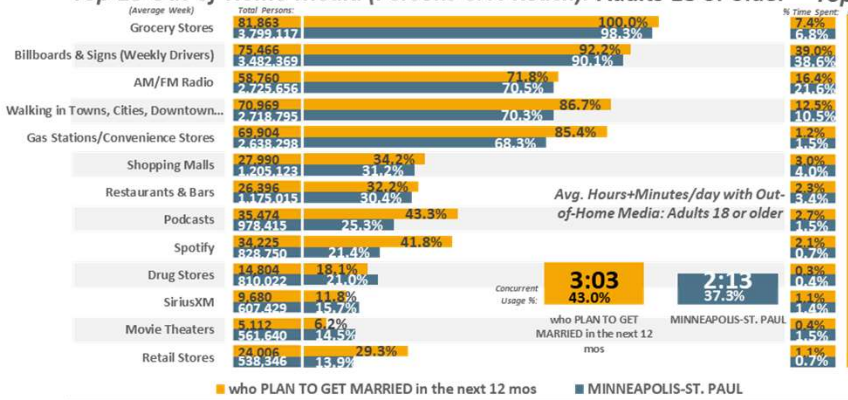
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Lifestyle changes/events personally plan to do next 12 mths: Get married

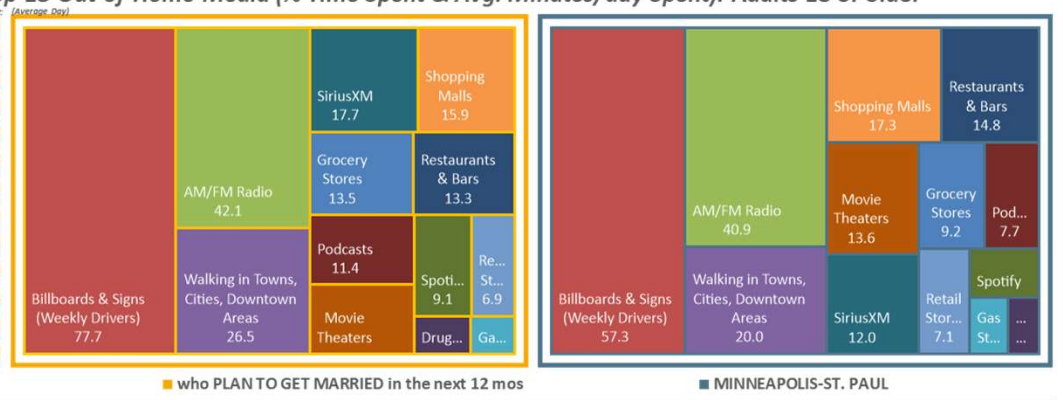


75,466 or 92.2% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos spend an average of 77.7 minutes per day driving, seeing Billboards and Signs. 70.6% Listen to Local Radio Stations Out-of-Home for an average of 38.7 minutes/day.

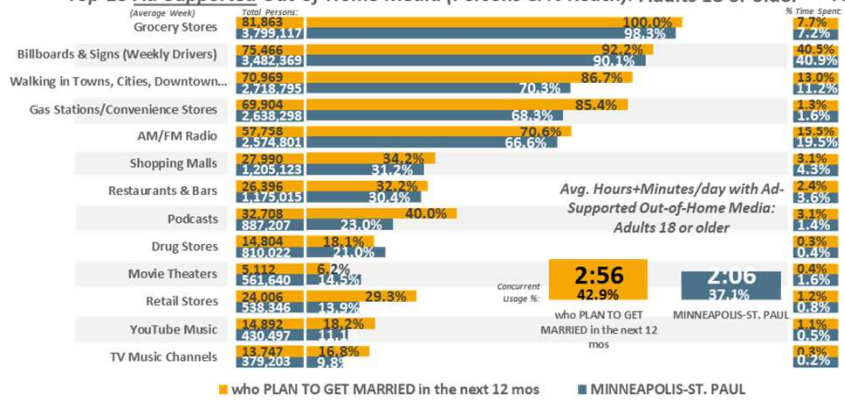
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



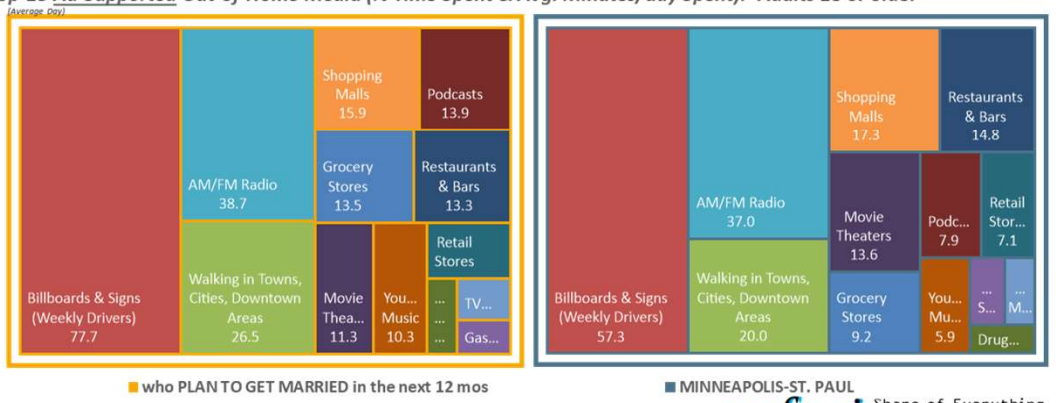
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 37

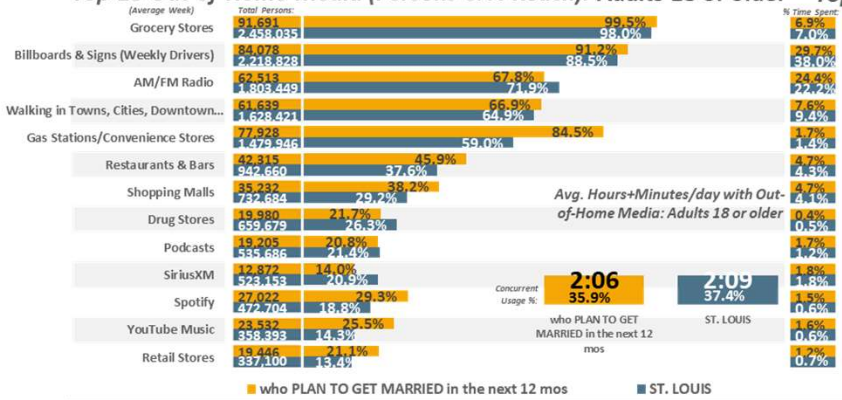
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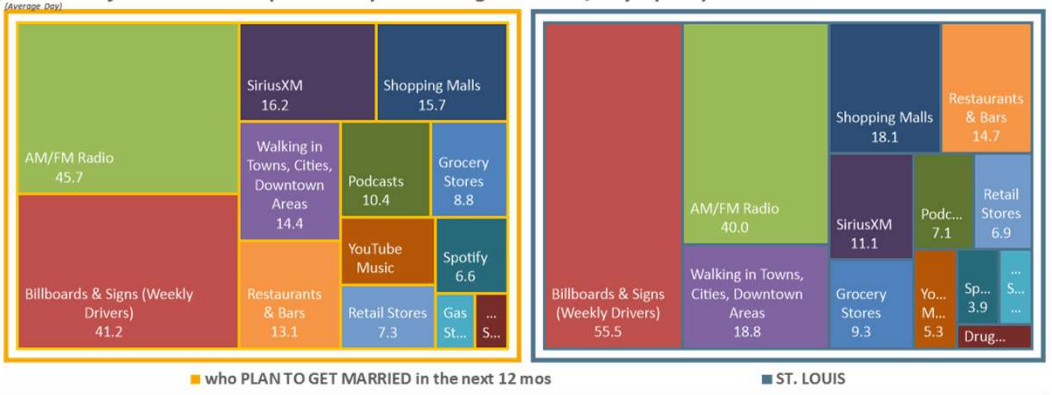
Lifestyle changes/events personally plan to do next 12 mths: Get married

84,078 or 91.2% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos spend an average of 41.2 minutes per day driving, seeing Billboards and Signs. 66.4% Listen to Local Radio Stations Out-of-Home for an average of 42.5 minutes/day.

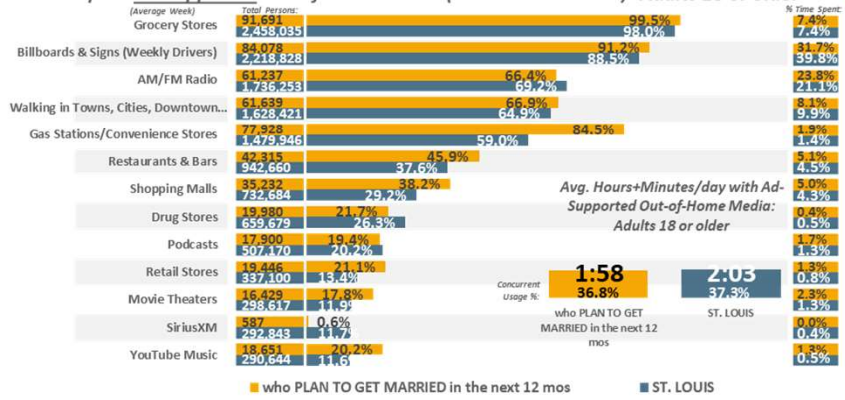
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



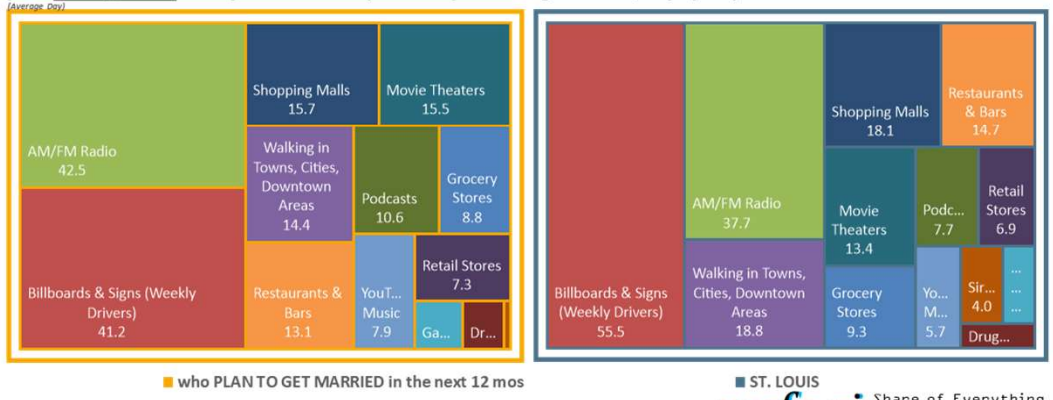
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 51

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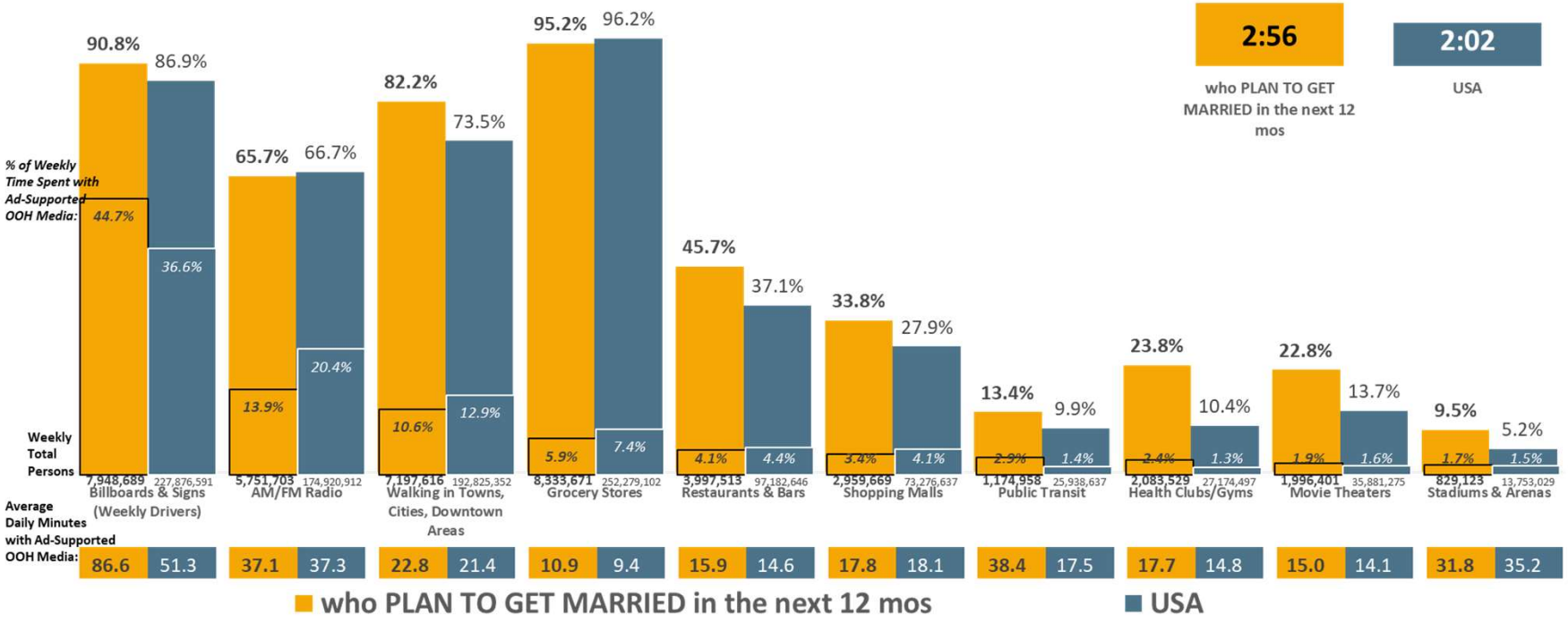
Lifestyle changes/events personally plan to do next 12 mths: Get married



7,948,689 or 90.8% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos spend an average of 86.6 minutes per day driving, seeing Billboards and Signs representing 44.7% 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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 592

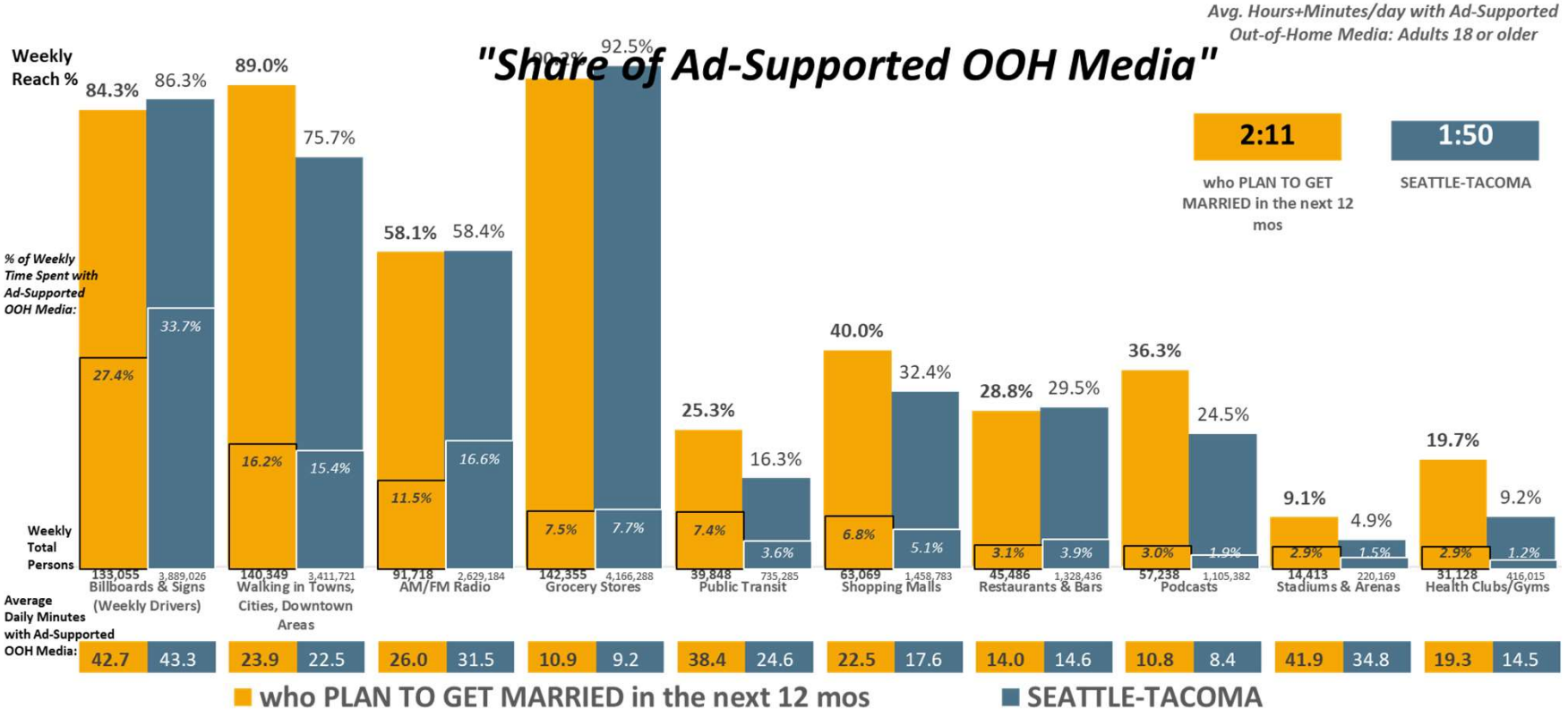
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Lifestyle changes/events personally plan to do next 12 mths: Get married

133,055 or 84.3% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos spend an average of 42.7 minutes per day driving, seeing Billboards and Signs representing 27.4% of all Time Spent with Ad-Supported Out-of-Home Media.



SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 118 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

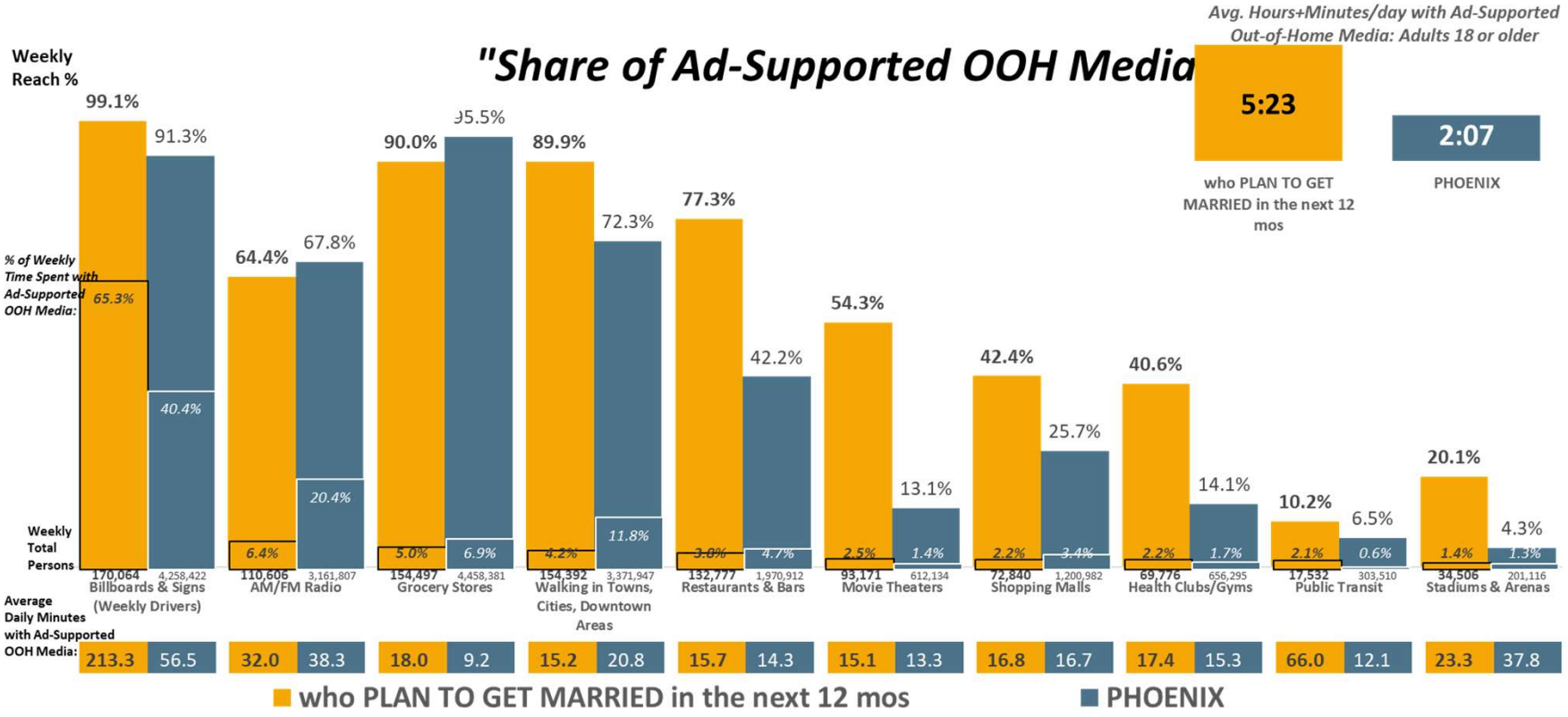
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Lifestyle changes/events personally plan to do next 12 mths: Get married



170,064 or 99.1% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos spend an average of 213.3 minutes per day driving, seeing Billboards and Signs representing 65.3% of all Time Spent with Ad-Supported Out-of-Home Media.



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 33 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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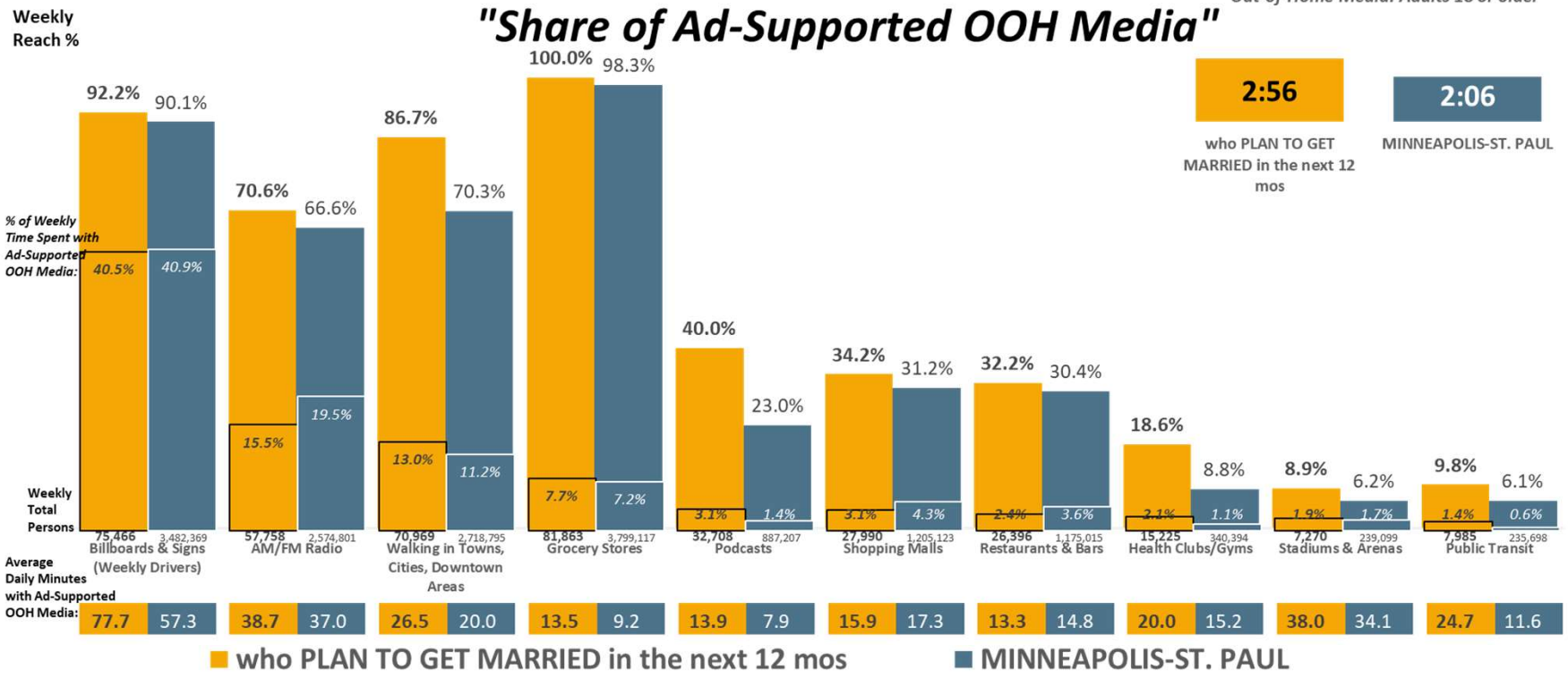
Lifestyle changes/events personally plan to do next 12 mths: Get married



75,466 or 92.2% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos spend an average of 77.7 minutes per day driving, seeing Billboards and Signs representing 40.5% 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-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 37 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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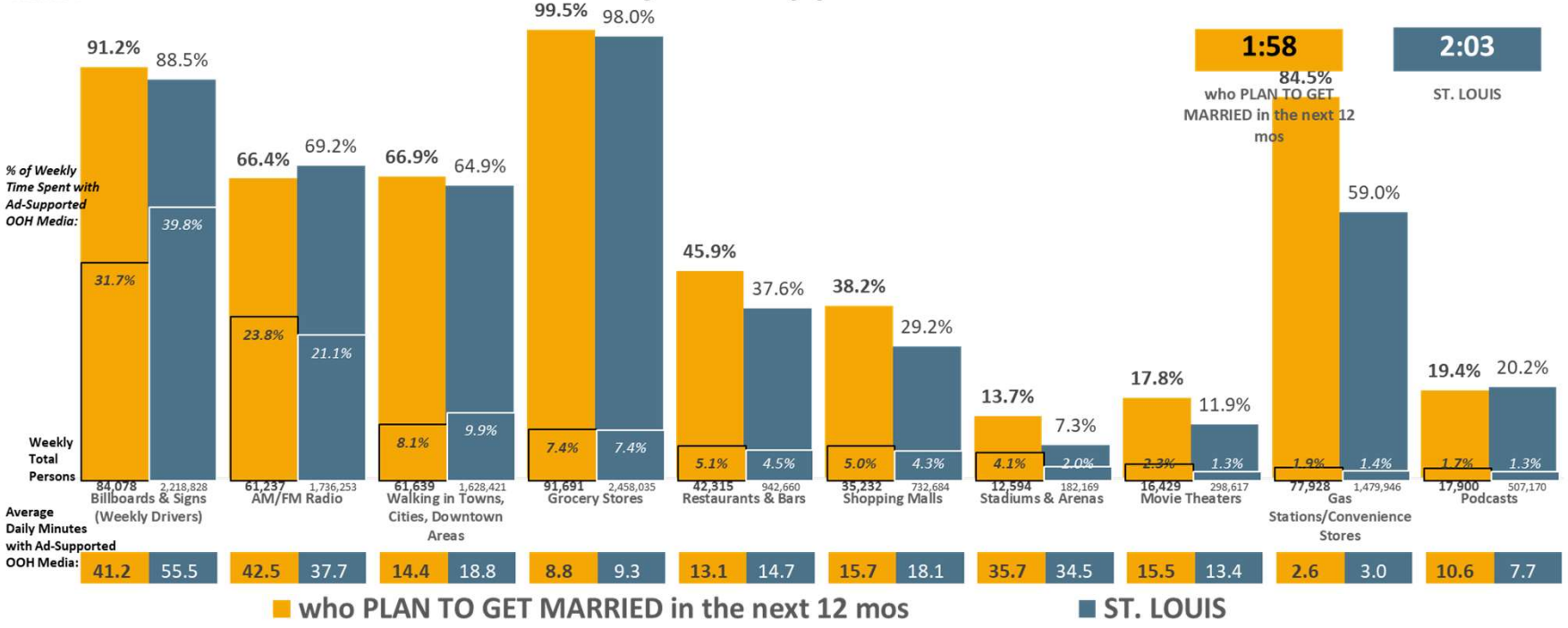
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Lifestyle changes/events personally plan to do next 12 mths: Get married

84,078 or 91.2% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos spend an average of 41.2 minutes per day driving, seeing Billboards and Signs representing 31.7% 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

"Share of Ad-Supported OOH Media"



ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 51 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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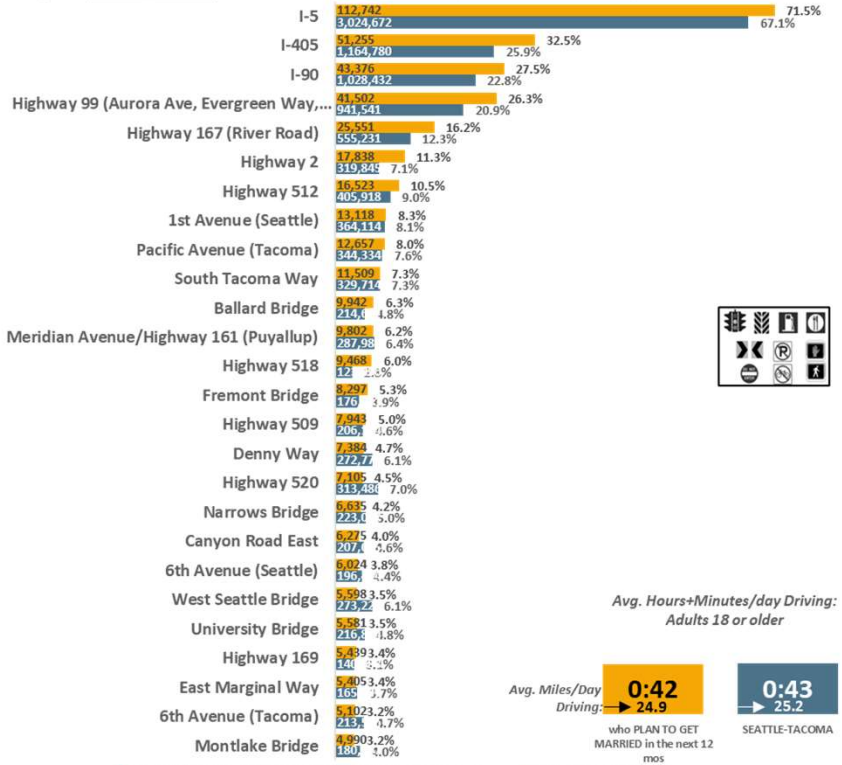
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Lifestyle changes/events personally plan to do next 12 mths: Get married



133,055 or 84.3% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos spend an average of 42.7 minutes per day driving an average of 24.9 miles each day and are 118.2% more likely to use Highway 518 than the Metro average.

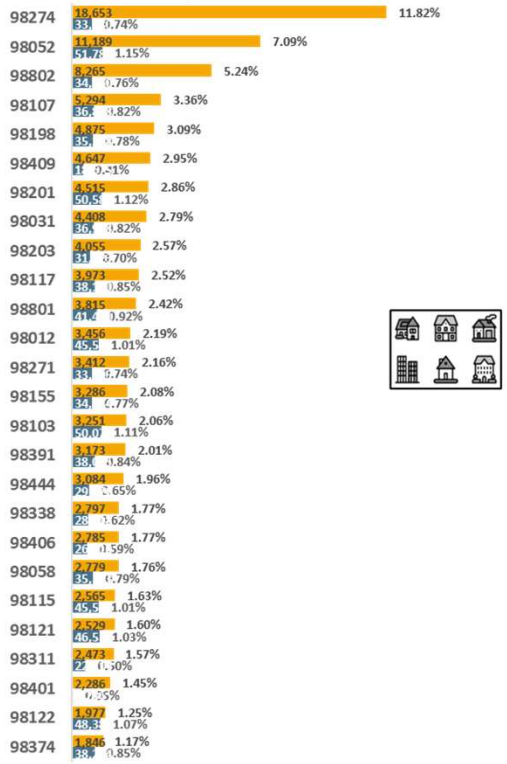
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



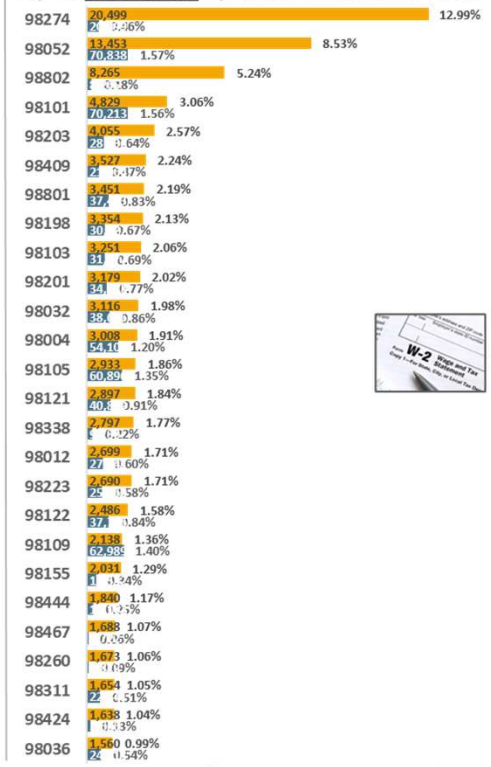
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 118

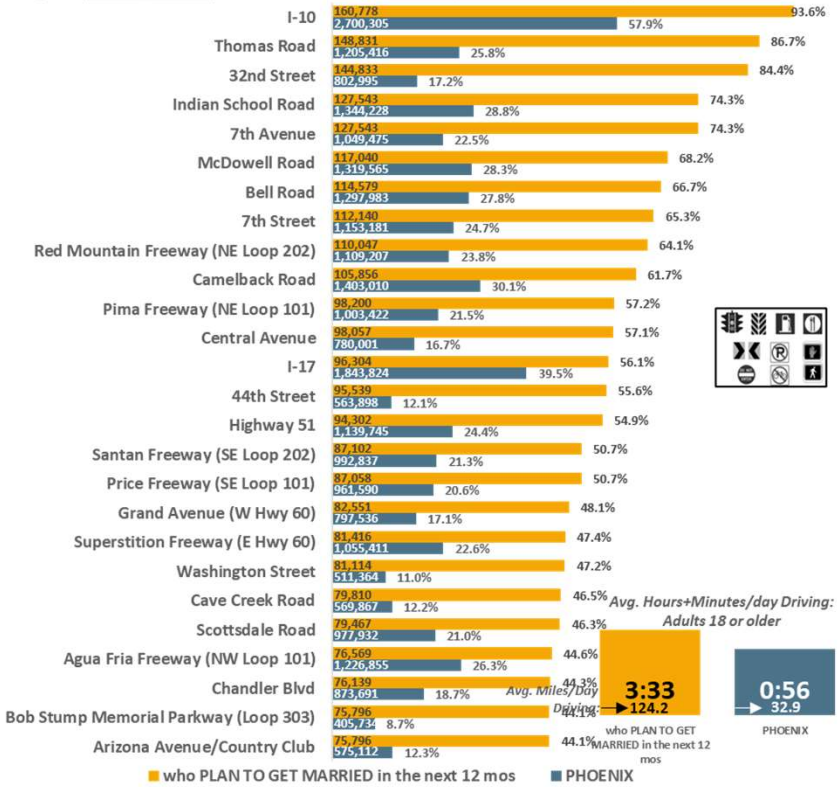
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Lifestyle changes/events personally plan to do next 12 mths: Get married

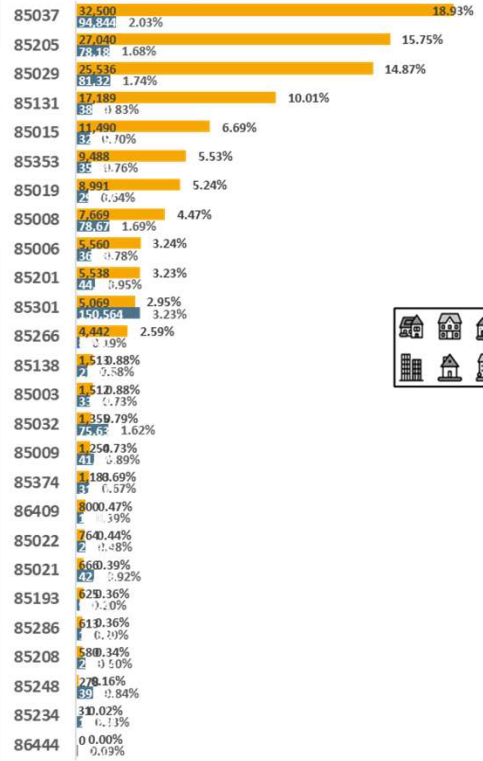


170,064 or 99.1% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos spend an average of 213.3 minutes per day driving an average of 124.2 miles each day and are 390.2% more likely to use 32nd Street than the Metro average.

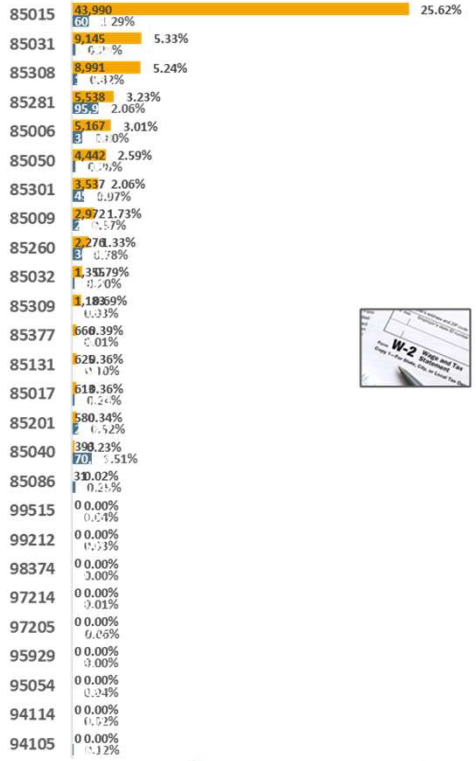
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 33

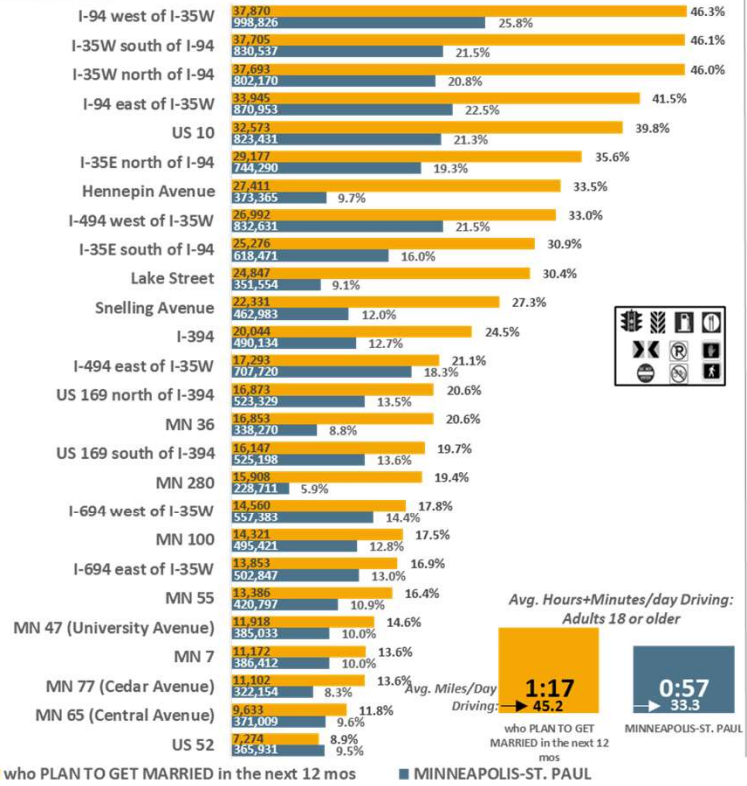
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Lifestyle changes/events personally plan to do next 12 mths: Get married

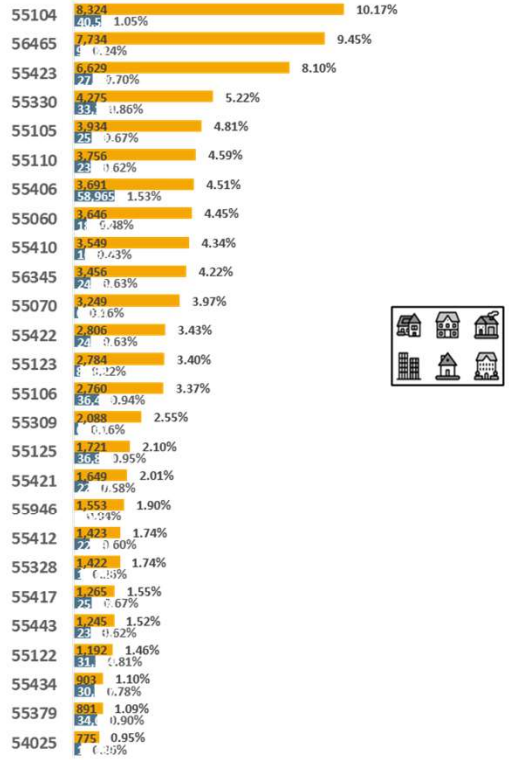


75,466 or 92.2% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos spend an average of 77.7 minutes per day driving an average of 45.2 miles each day and are 246.6% more likely to use Hennepin Avenue than the Metro average.

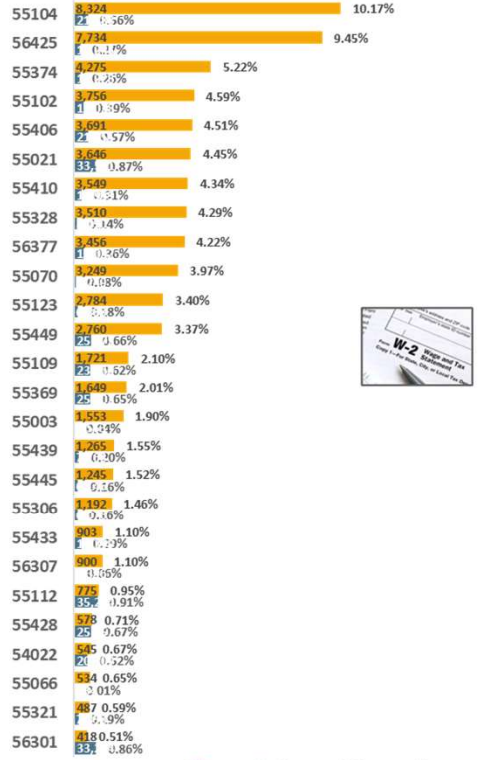
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



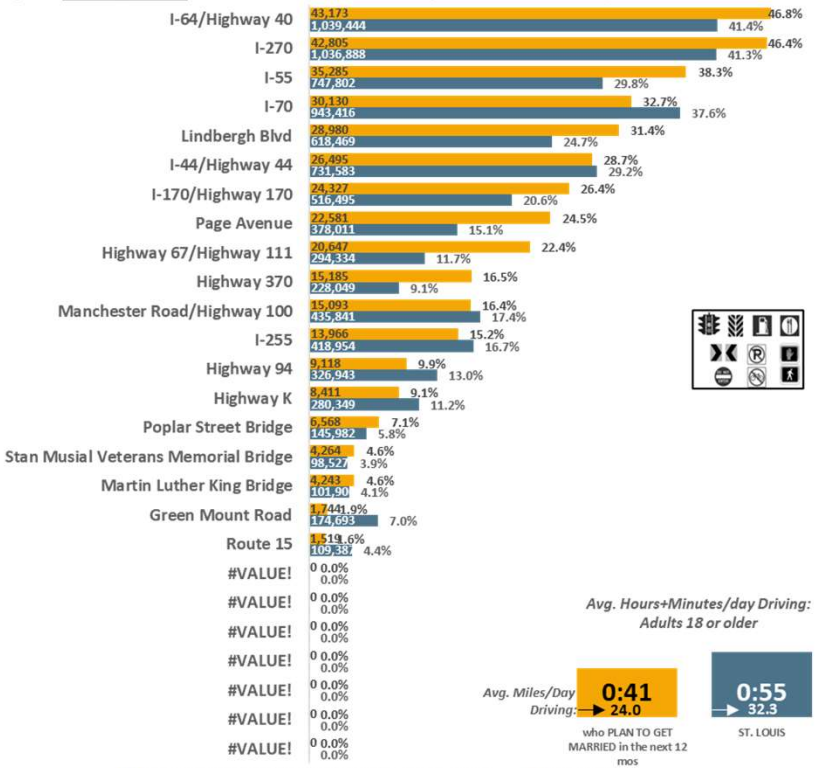
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MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 37
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Lifestyle changes/events personally plan to do next 12 mths: Get married

84,078 or 91.2% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos spend an average of 41.2 minutes per day driving an average of 24. miles each day and are 90.9% more likely to use Highway 67/Highway 111 than the Metro average.

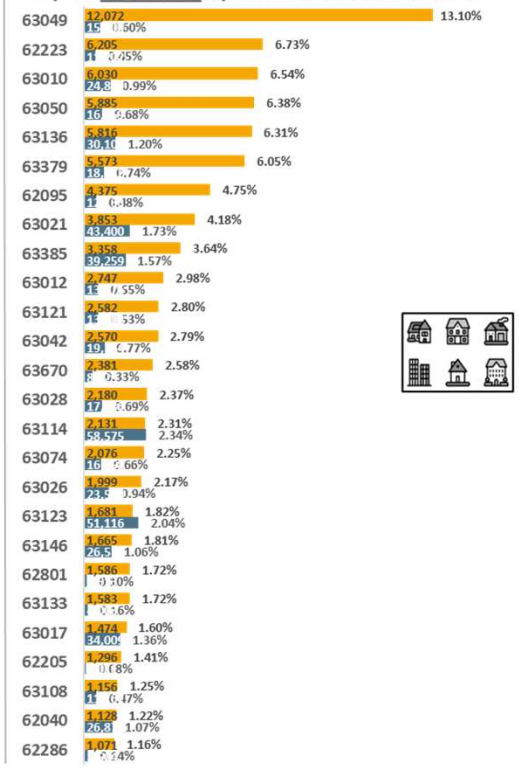
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



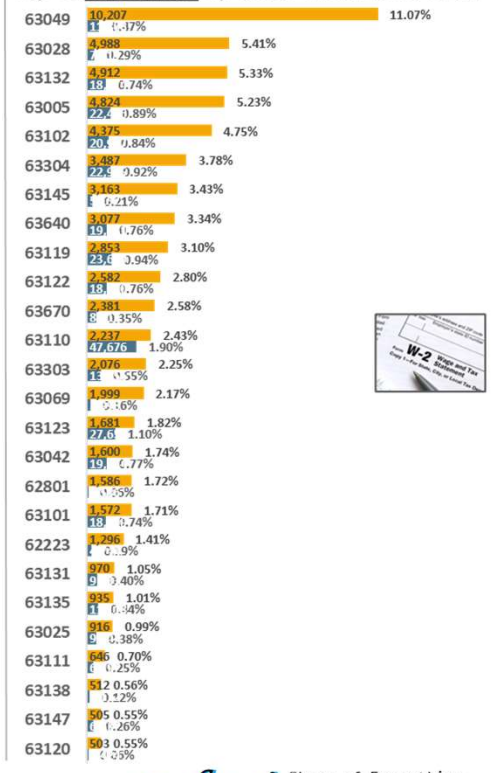
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



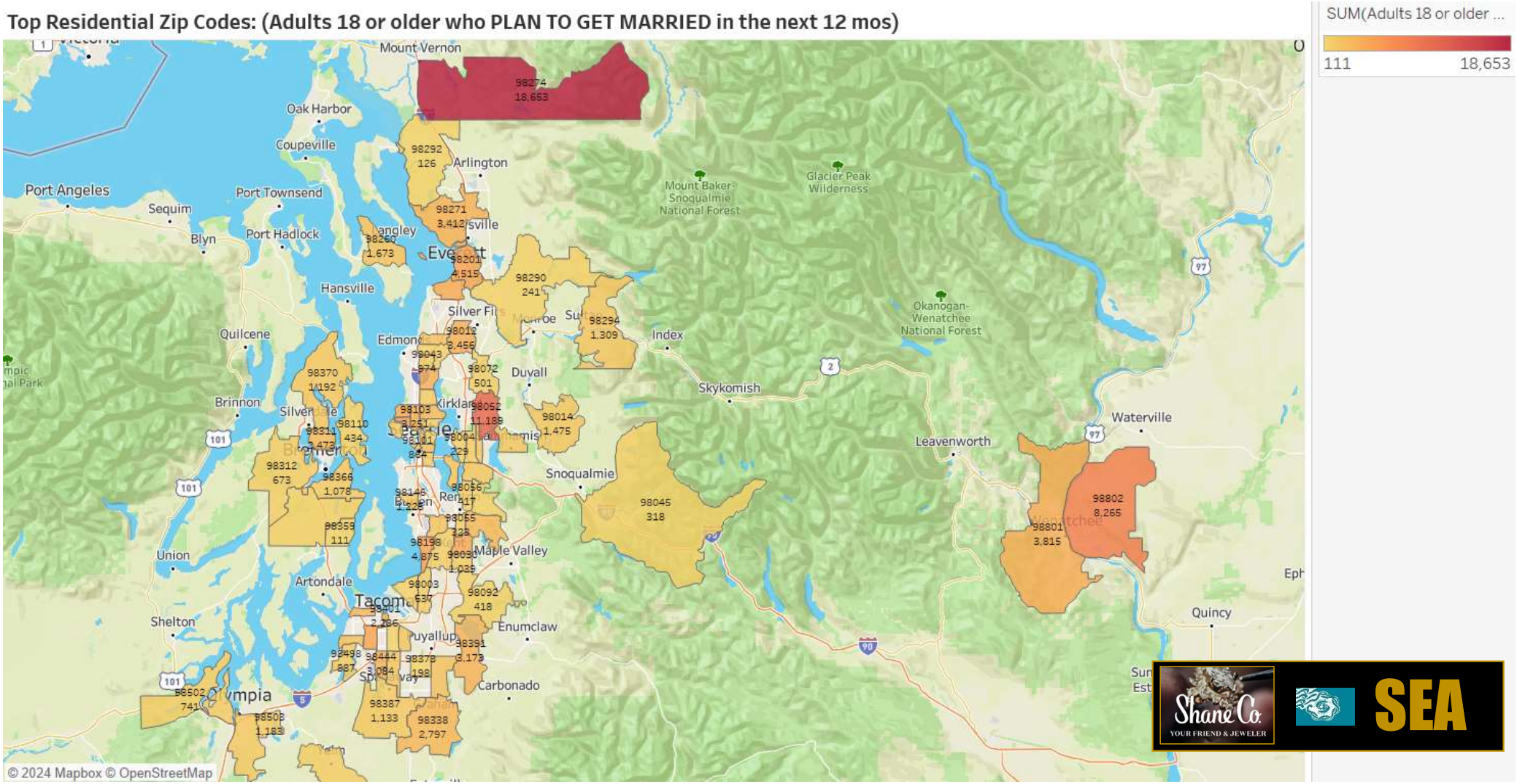
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Lifestyle changes/events personally plan to do next 12 mths: Get married

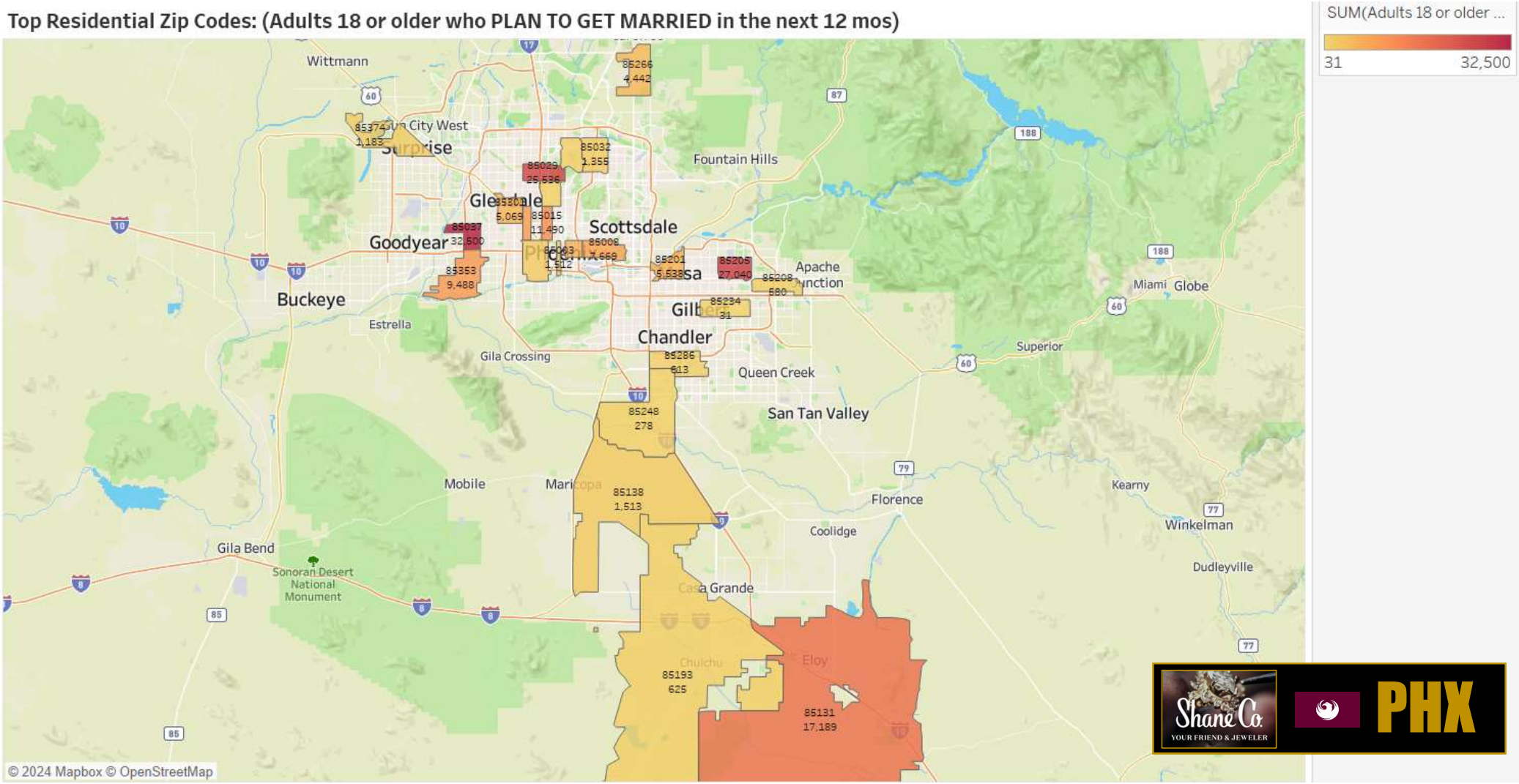
Top Residential Zip Codes: (Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos)



Shane Co.
YOUR FRIEND & JEWELER
SEA

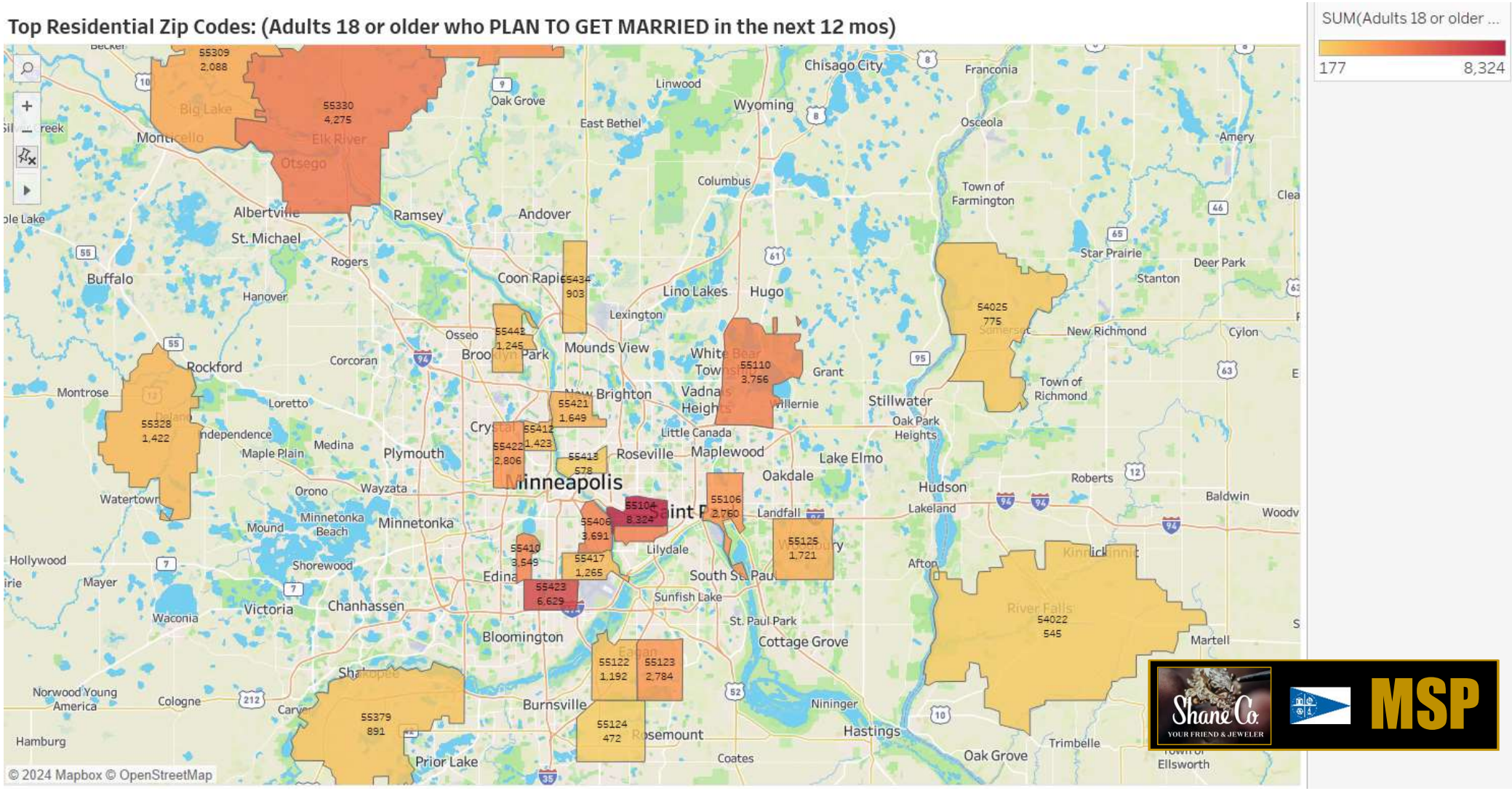
Lifestyle changes/events personally plan to do next 12 mths: Get married

Top Residential Zip Codes: (Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos)



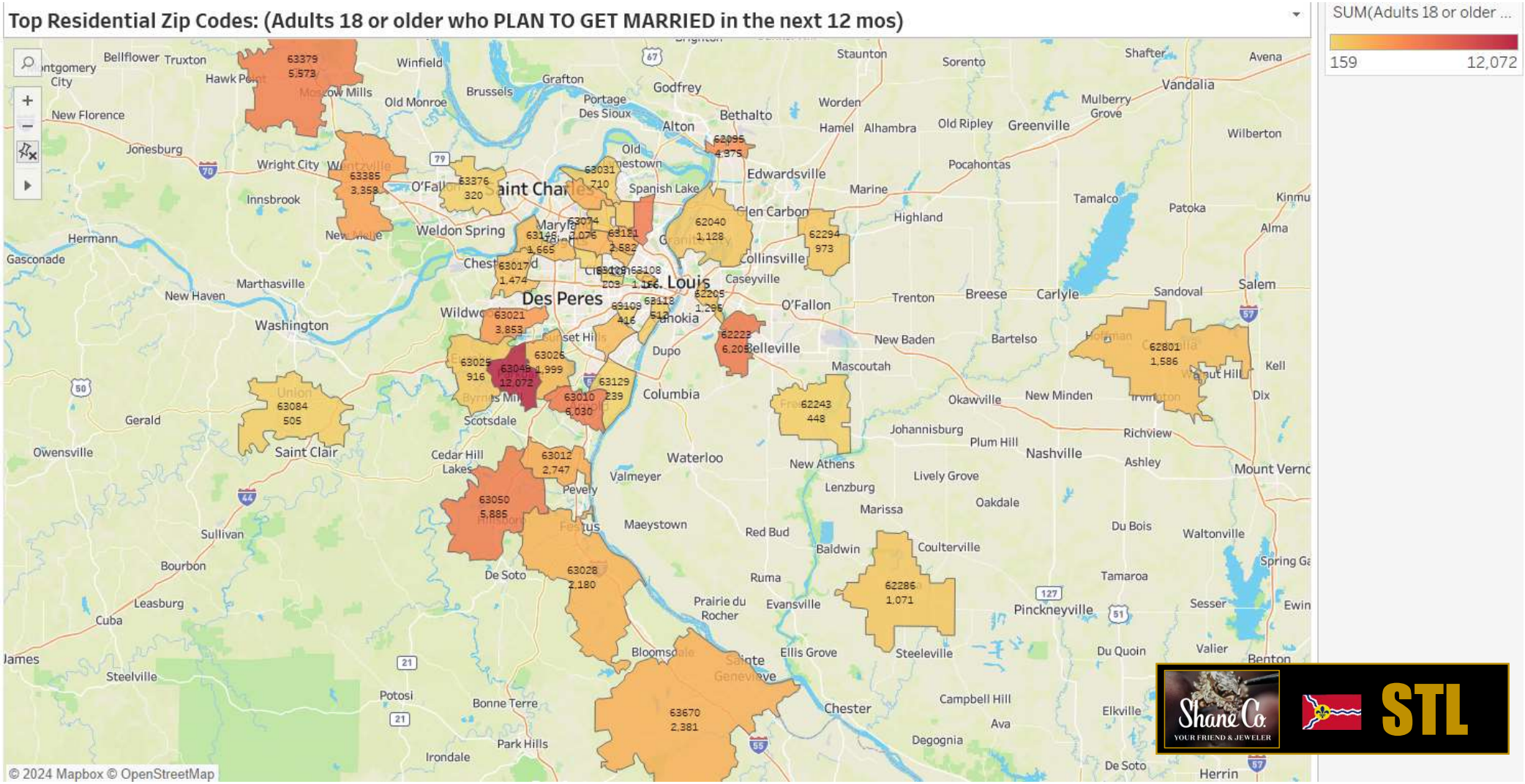
Lifestyle changes/events personally plan to do next 12 mths: Get married

Top Residential Zip Codes: (Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos)



Lifestyle changes/events personally plan to do next 12 mths: Get married

Top Residential Zip Codes: (Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos)

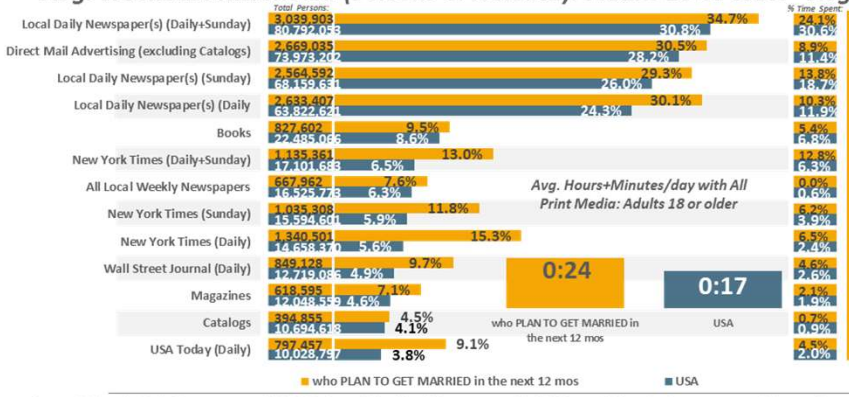


Lifestyle changes/events personally plan to do next 12 mths: Get married

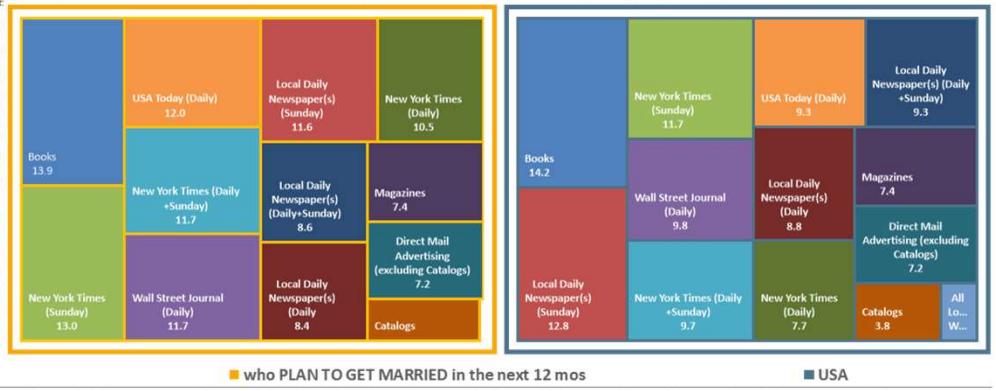


3,039,903 or 34.7% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 25.5% of all time spent daily with All forms of Print Media.

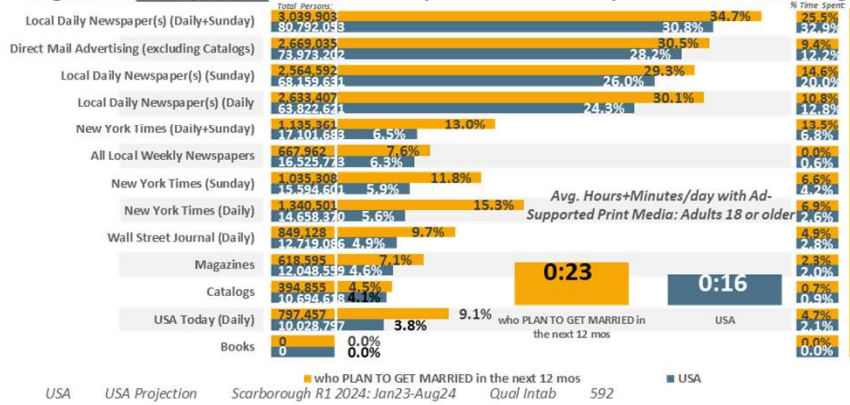
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



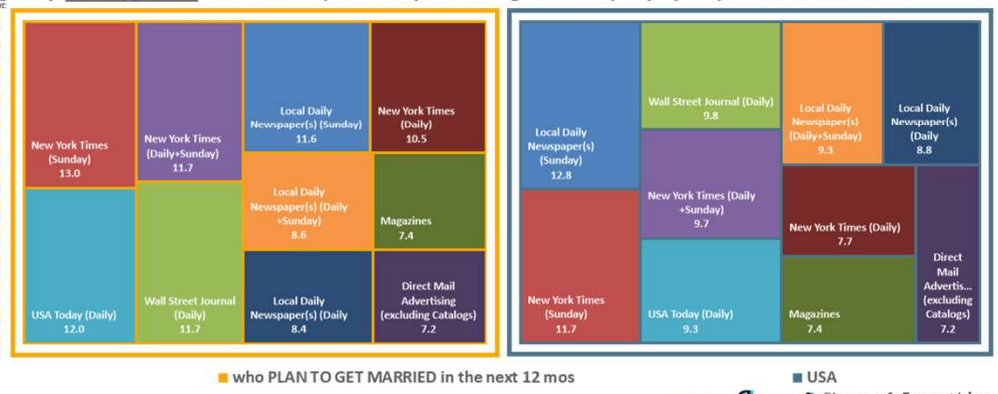
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 592

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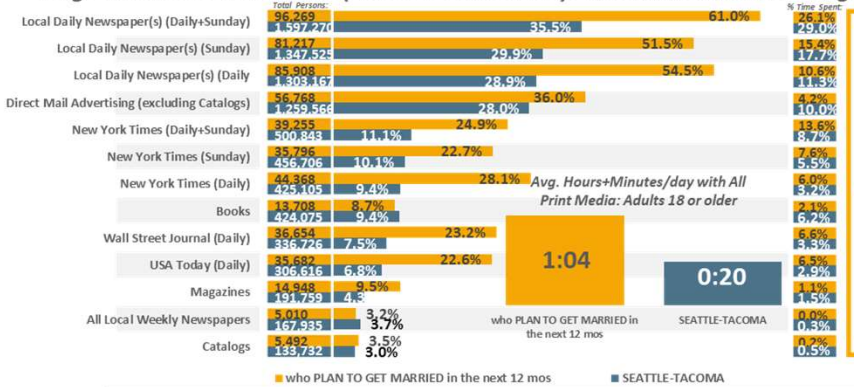
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

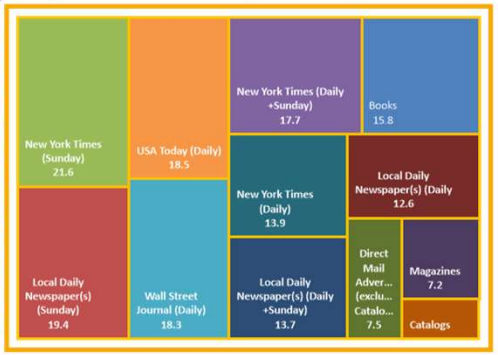
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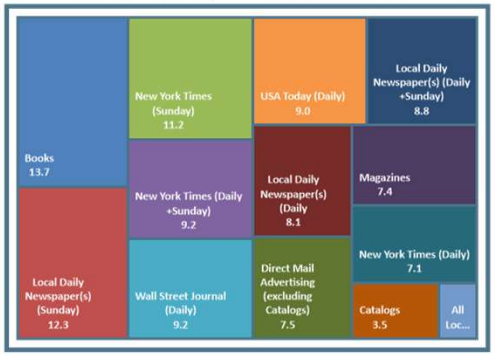
Lifestyle changes/events personally plan to do next 12 mths: Get married

96,269 or 61.% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.7 minutes every day representing 26.6% of all time spent daily with All forms of Print Media.

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

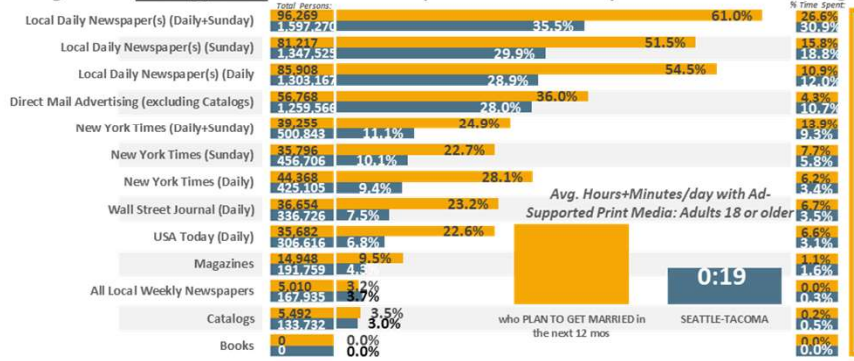


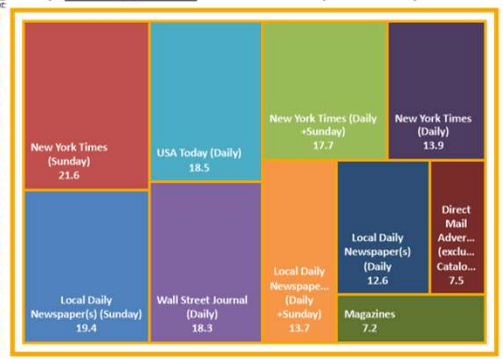


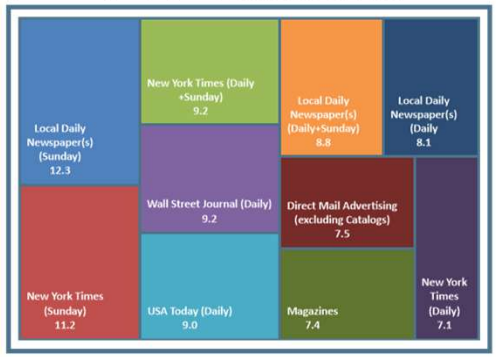


■ who PLAN TO GET MARRIED in the next 12 mos ■ SEATTLE-TACOMA

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







■ who PLAN TO GET MARRIED in the next 12 mos ■ SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 118

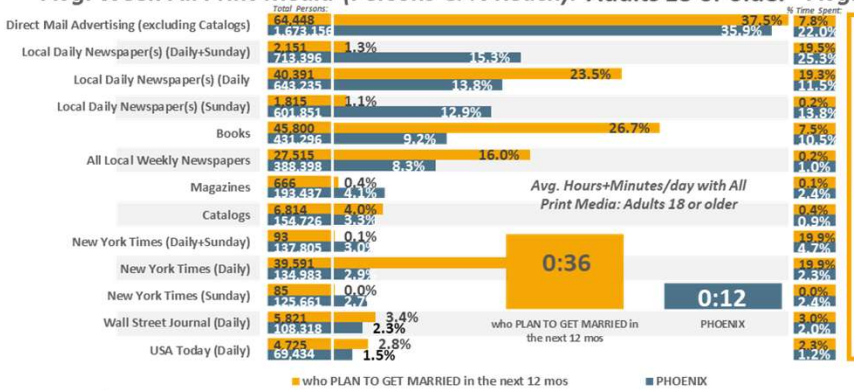
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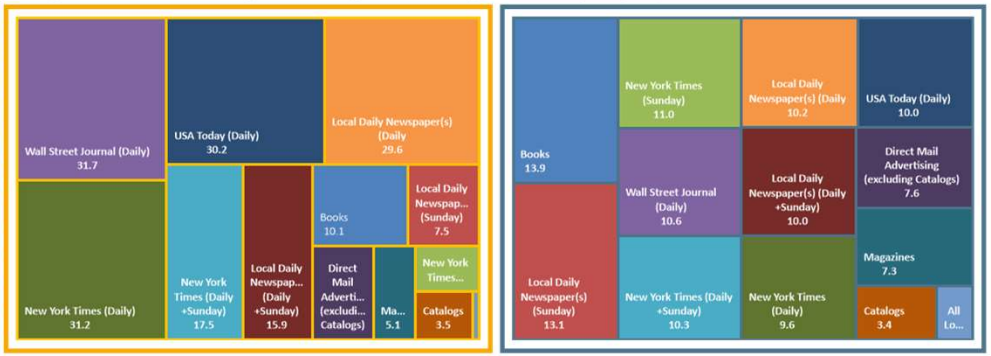
Lifestyle changes/events personally plan to do next 12 mths: Get married

93 or .1% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos read New York Times (Daily+Sunday) for an average of 17.5 minutes every day representing 21.5% of all time spent daily with All forms of Print Media.

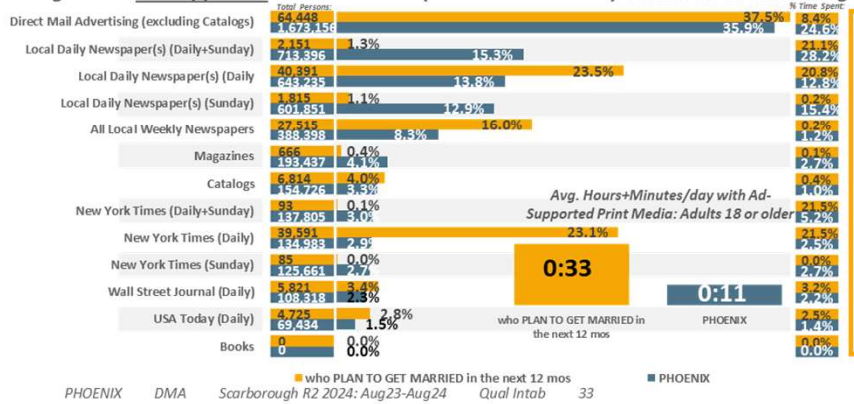
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 33

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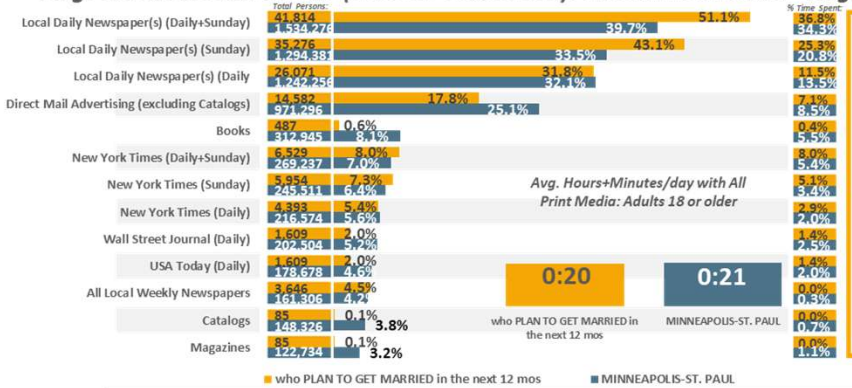
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Lifestyle changes/events personally plan to do next 12 mths: Get married

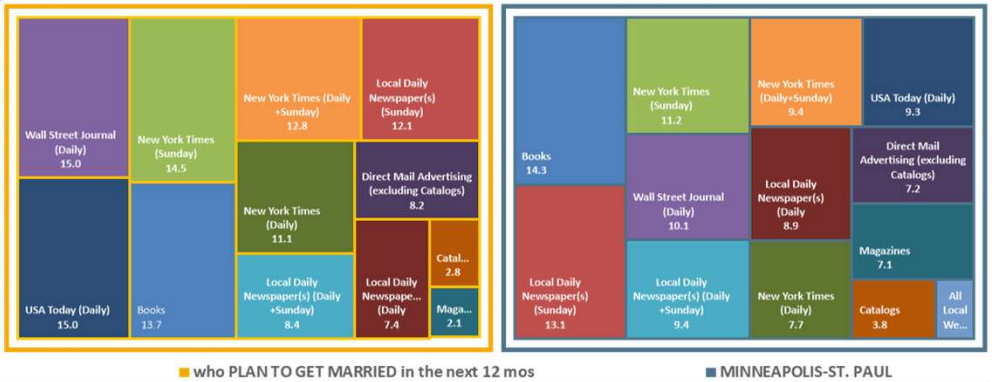


41,814 or 51.1% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 36.9% of all time spent daily with All forms of Print Media.

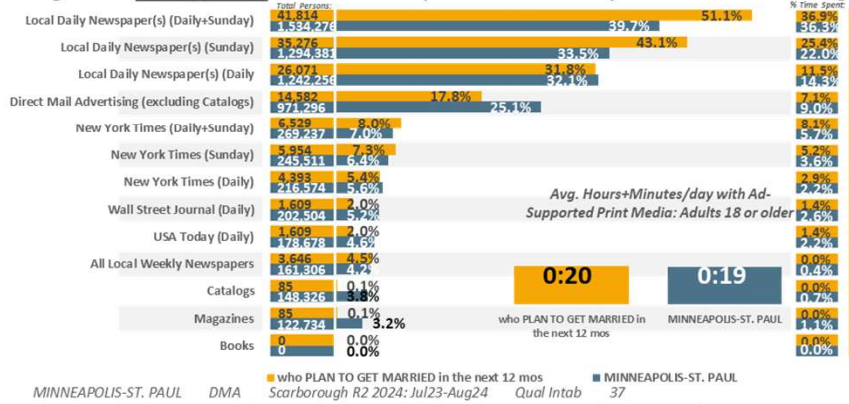
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



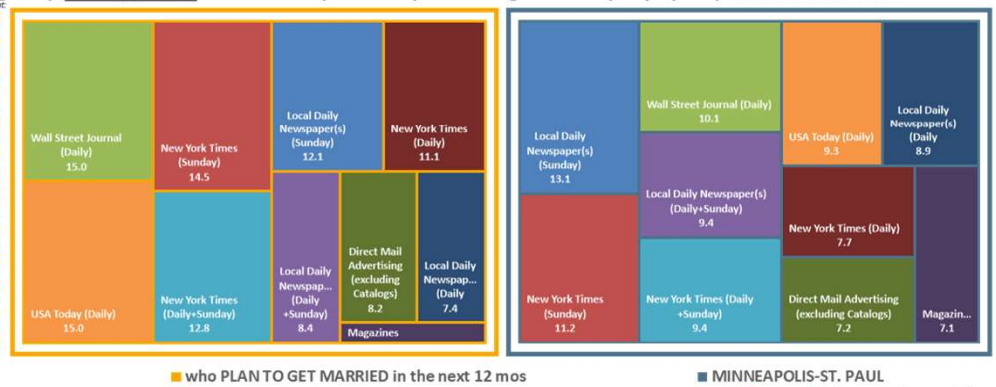
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 37

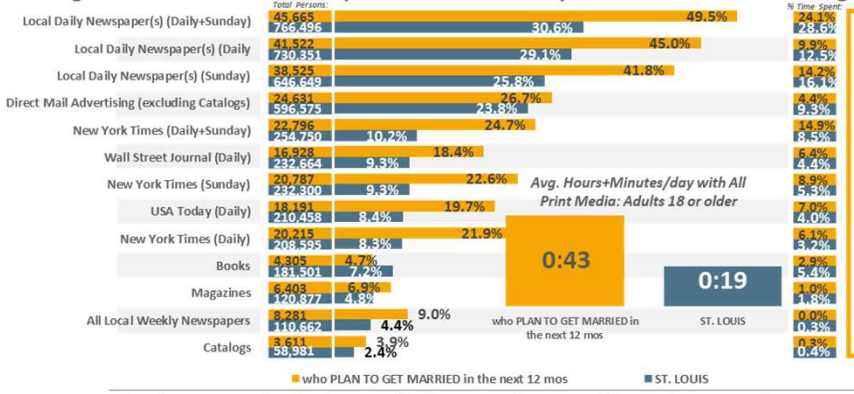
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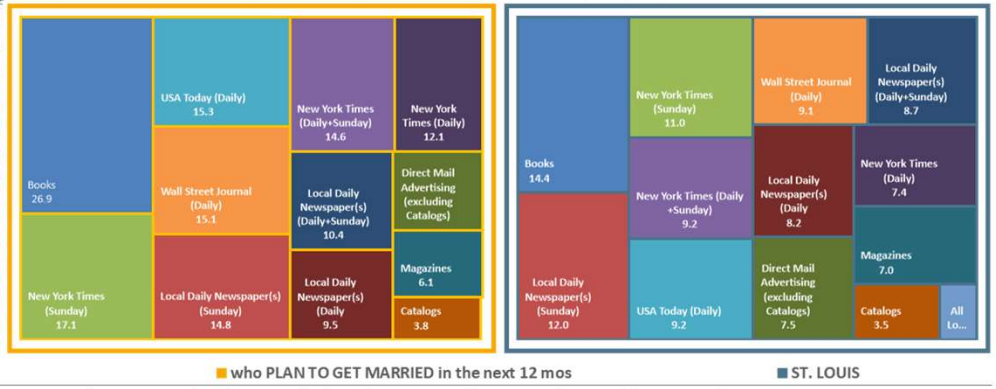
Lifestyle changes/events personally plan to do next 12 mths: Get married

45,665 or 49.5% of Adults 18 or older who PLAN TO GET MARRIED in the next 12 mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.4 minutes every day representing 24.8% of all time spent daily with All forms of Print Media.

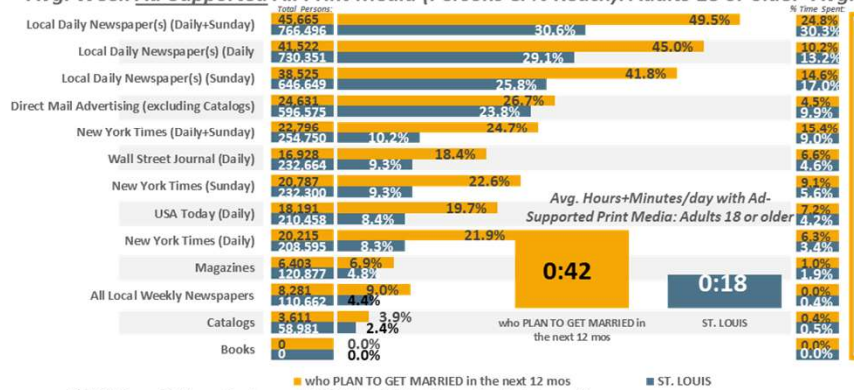
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



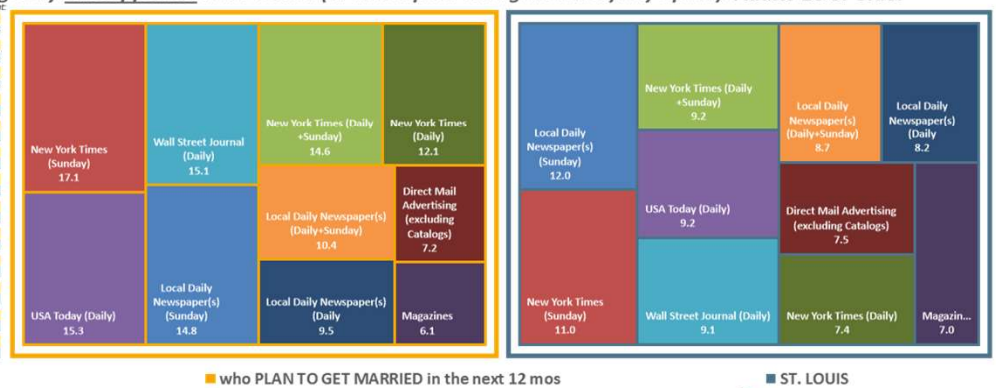
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2024: Jul23-Aug24 Qual Intab 51

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Lifestyle changes/events personally plan to do next 12 mths: Get married