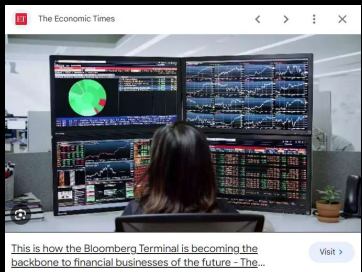


USA+4 More DMAs – P18+ who Used Any Device in the past 30 days to Download PAID MUSIC!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA** P18+ who Used Any Device in the past 30 days to Download PAID MUSIC as of February 28, 2026.



SHAZAM

 Apple Inc. **Vanguard** **BlackRock**

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

Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



P18+





11.2% or 29,476,328 of USA DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC.
Typical Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 43.9 years old
(10.1% younger than average) and have a \$108,493 (5.4% lower than average) annual household income.

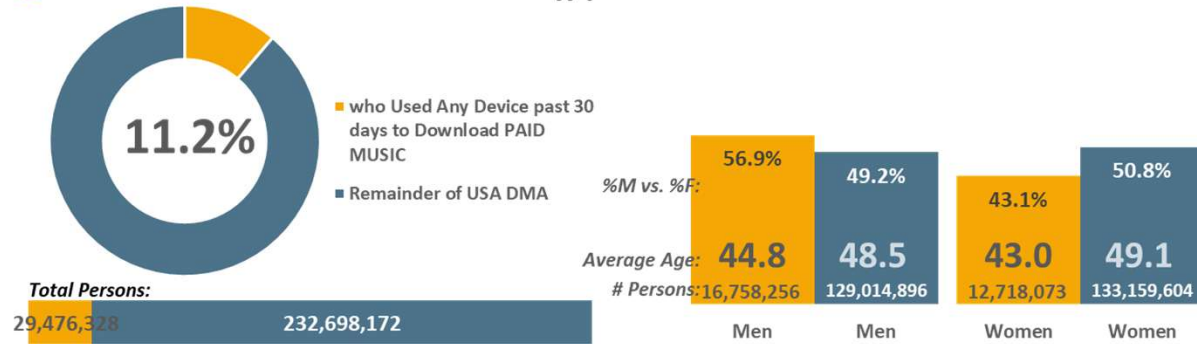


Percent of Market: Adults 18 or older

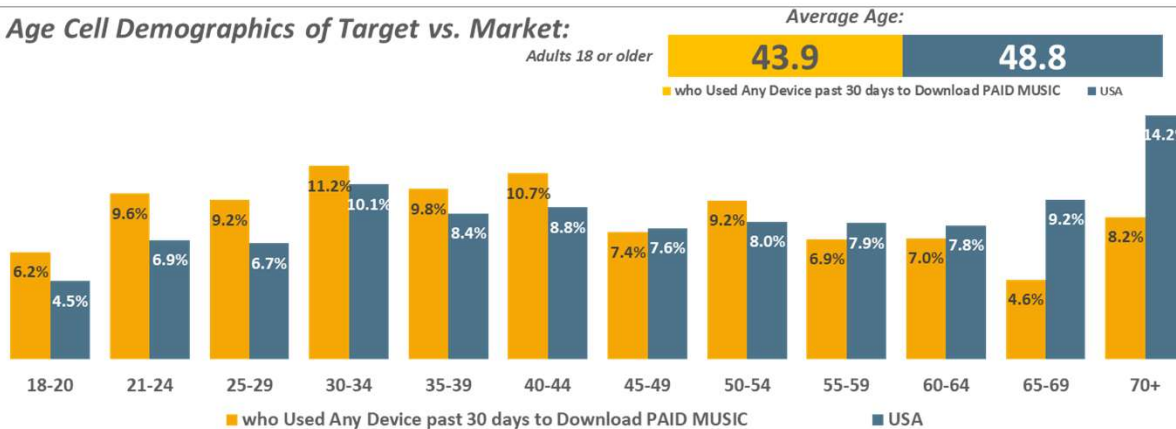


Gender of Target vs. Market: Adults 18 or older

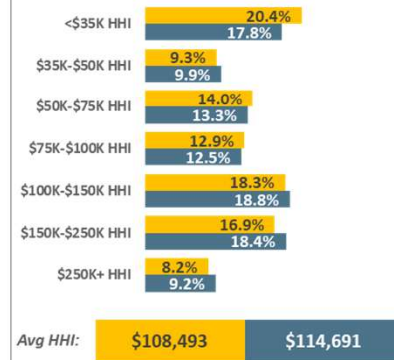
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,741
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Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



10.4% or 404,950 of MSP DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC.
 Typical Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 41.2 years old
 (15.8% younger than average) and have a \$105,844 (7.5% lower than average) annual household income.

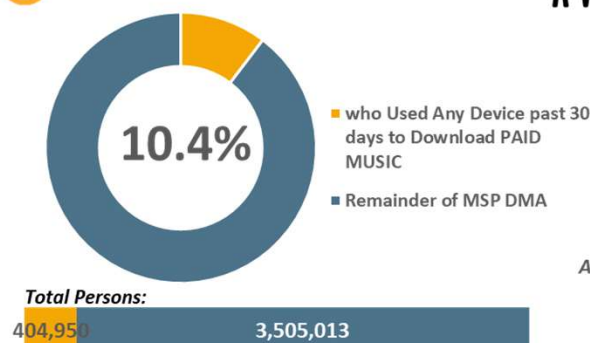


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

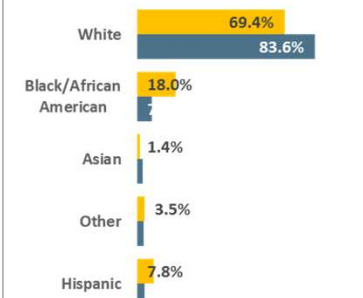
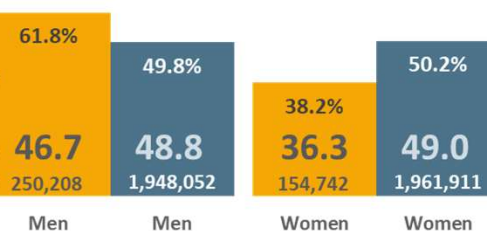
Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

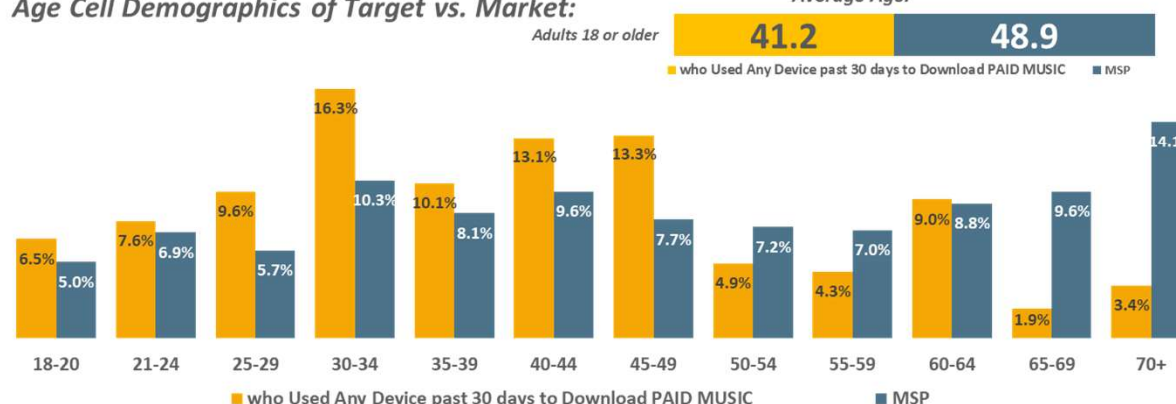
Persons:



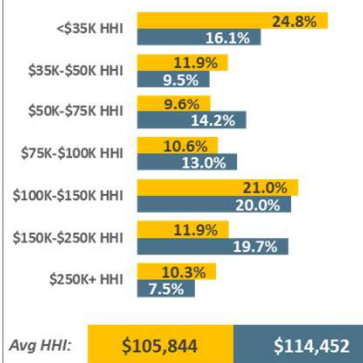
who Used Any Device past 30 days to Download PAID MUSIC MSP

Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:





9.5% or 237,321 of STL DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC.
 Typical Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 44.9 years old
 (9.1% younger than average) and have a \$96,155 (4.3% lower than average) annual household income.

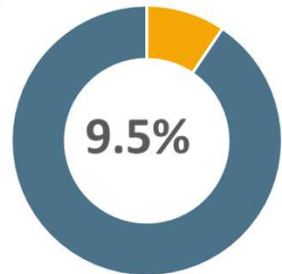


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who Used Any Device past 30 days to Download PAID MUSIC
 ■ Remainder of STL DMA

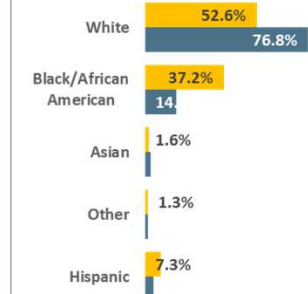
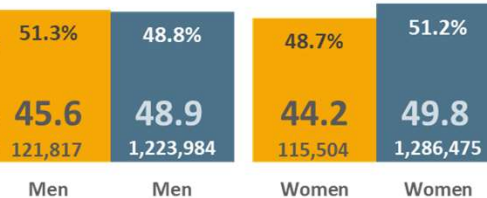
Total Persons:

237,321 2,273,138

%M vs. %F:

Average Age:

Persons:



■ who Used Any Device past 30 days to Download PAID MUSIC ■ STL

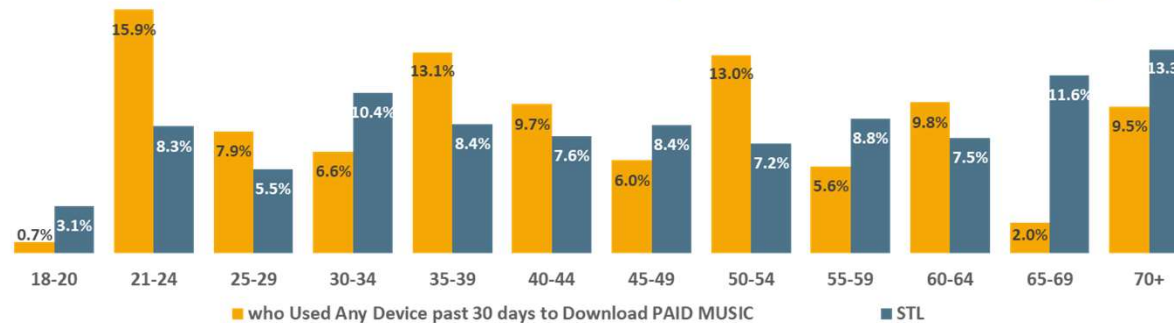
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



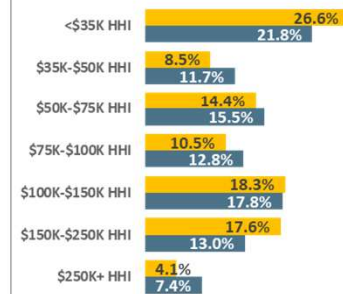
■ who Used Any Device past 30 days to Download PAID MUSIC ■ STL



■ who Used Any Device past 30 days to Download PAID MUSIC

■ STL

HHI of Target vs. Market:



Avg HHI: \$96,155 \$100,426



11.8% or 227,372 of CIN DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC.
Typical Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 43.9 years old
(9.9% younger than average) and have a \$93,805 (6.5% lower than average) annual household income.

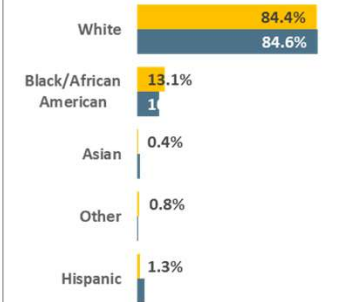
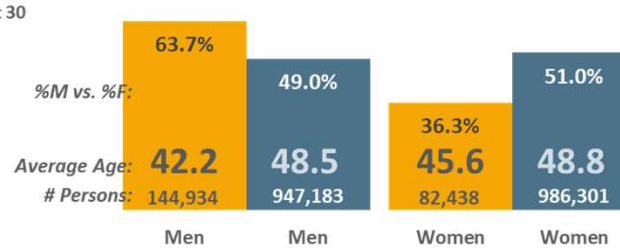
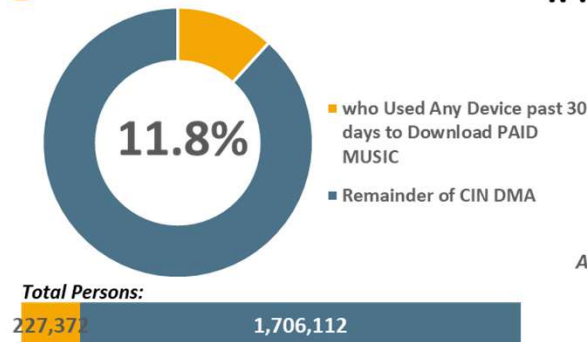


Percent of Market: Adults 18 or older

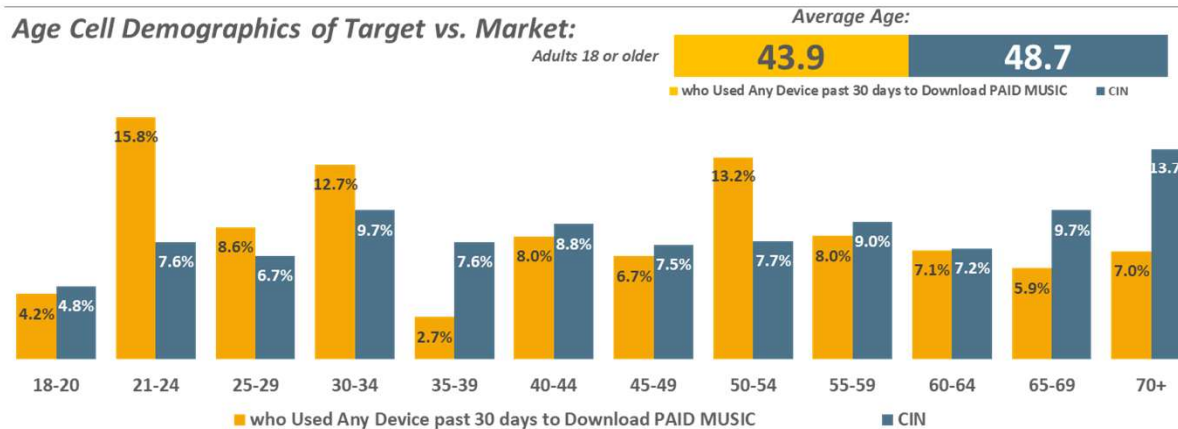


Gender of Target vs. Market: Adults 18 or older

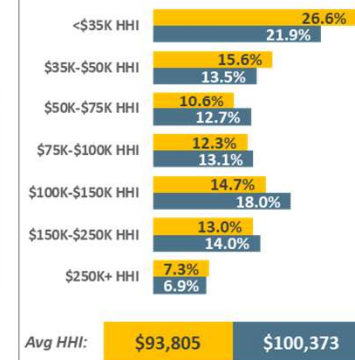
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





10.3% or 200,954 of WPB DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC.
 Typical Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 47.1 years old
 (11.6% younger than average) and have a \$117,624 (11.6% higher than average) annual household income.

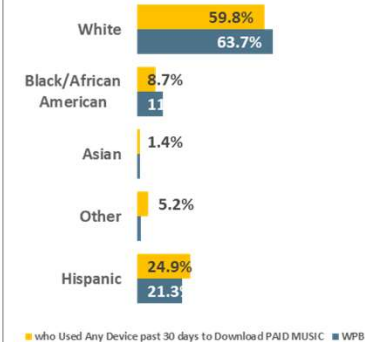
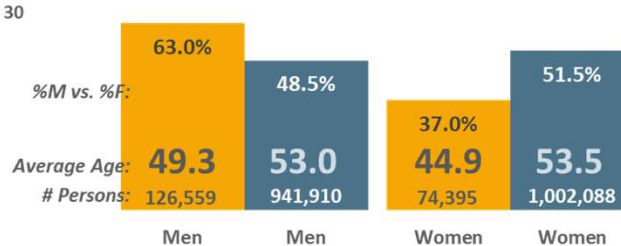
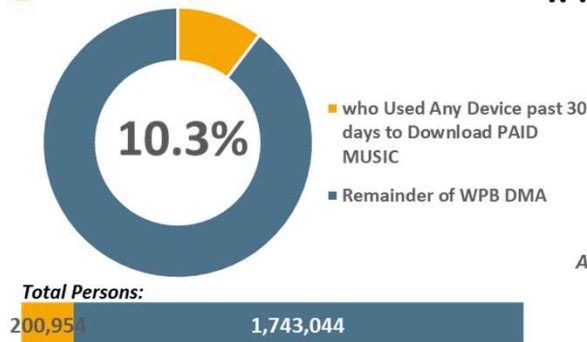


Percent of Market: Adults 18 or older

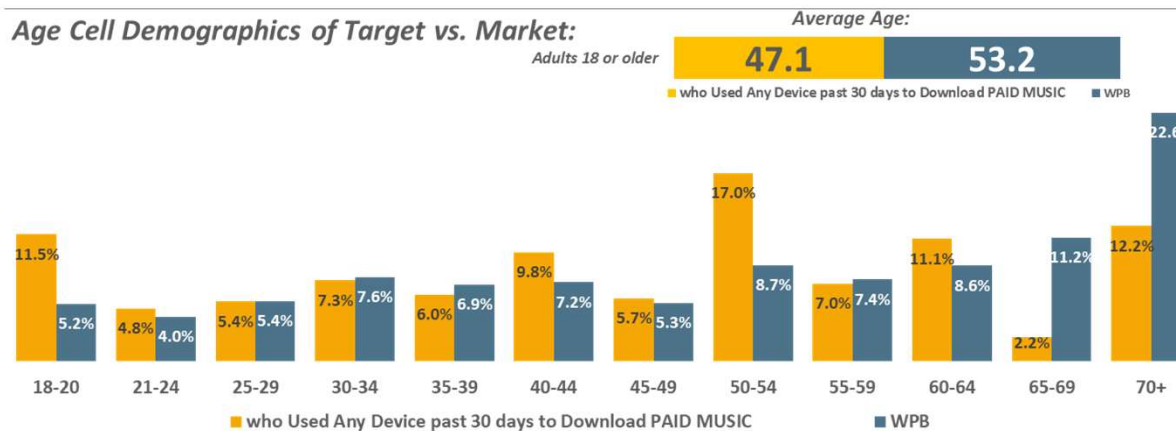


Gender of Target vs. Market: Adults 18 or older

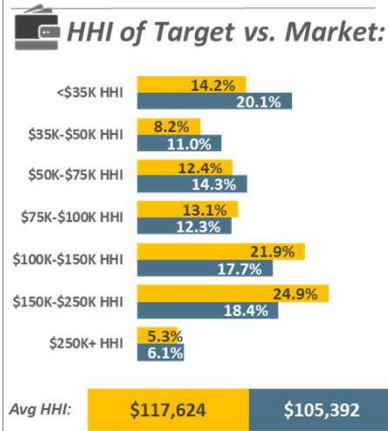
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

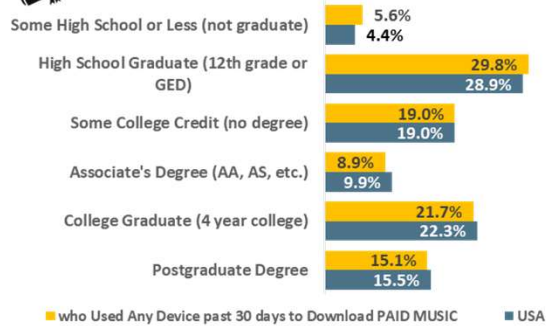




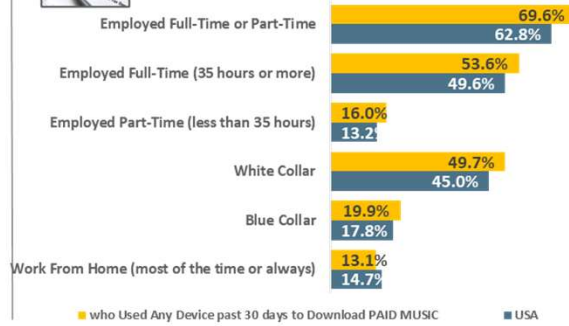
11.2% or 29,476,328 of USA DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 2.7% less likely to be a college graduate, 8.% more likely to work full-time, 5.8% less likely to be married, 2.3% more likely to be a parent of 1 or more children under 18.



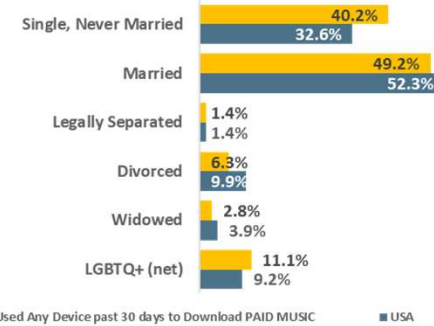
Education Levels: Adults 18 or older



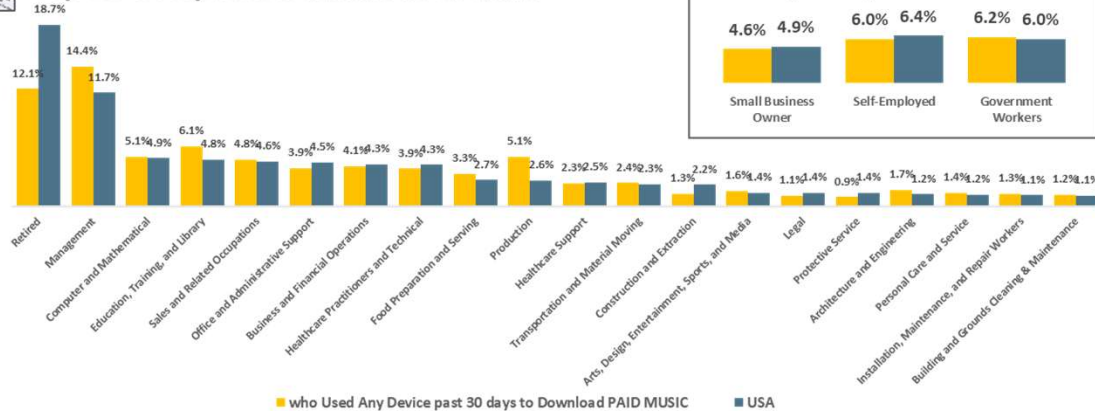
Employment: Adults 18 or older



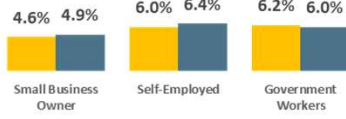
Marital Status: Adults 18 or older



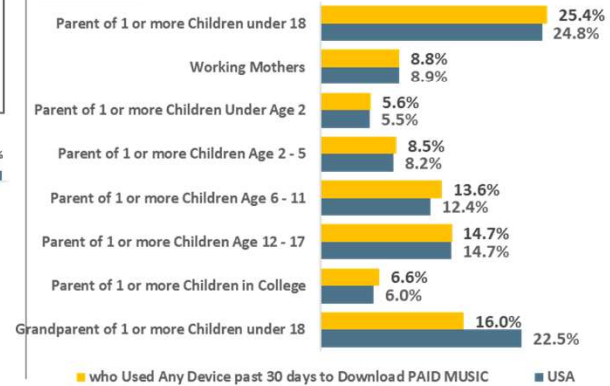
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,741
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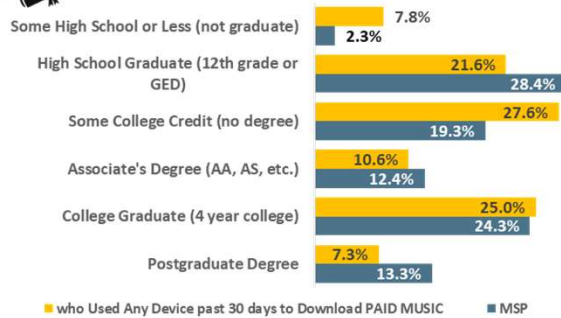
Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



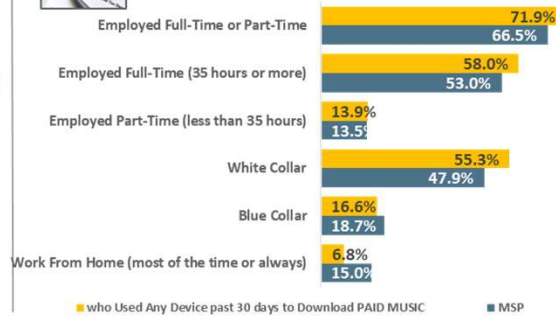
10.4% or 404,950 of MSP DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 14.2% less likely to be a college graduate, 9.4% more likely to work full-time, 17.4% less likely to be married, 15.4% more likely to be a parent of 1 or more children under 18



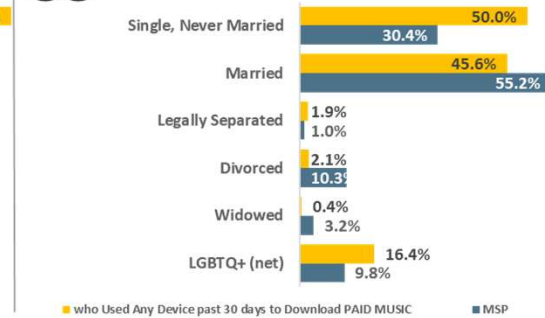
Education Levels: Adults 18 or older



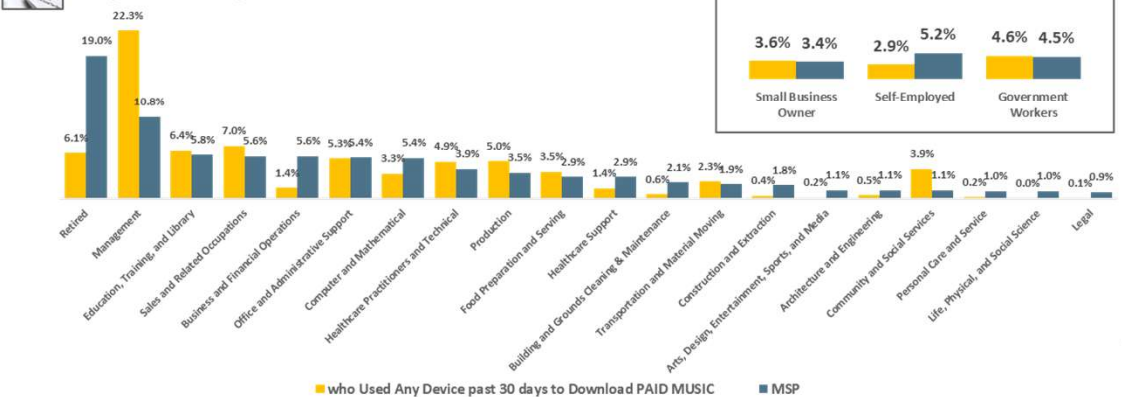
Employment: Adults 18 or older



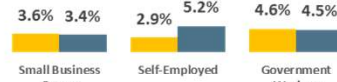
Marital Status: Adults 18 or older



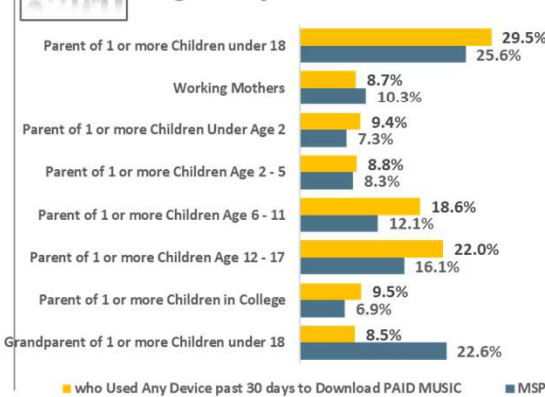
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

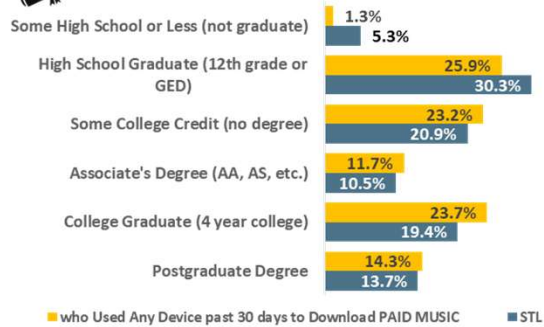




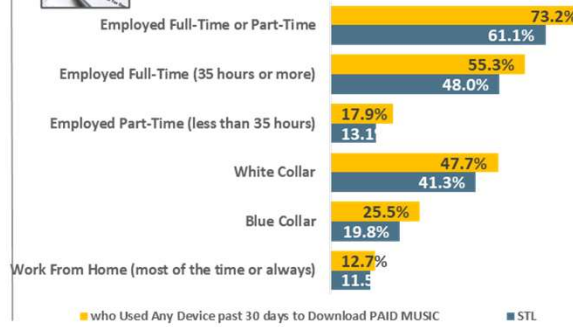
9.5% or 237,321 of STL DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 14.8% more likely to be a college graduate, 15.2% more likely to work full-time, 10.8% less likely to be married, 28.1% more likely to be a parent of 1 or more children under 1



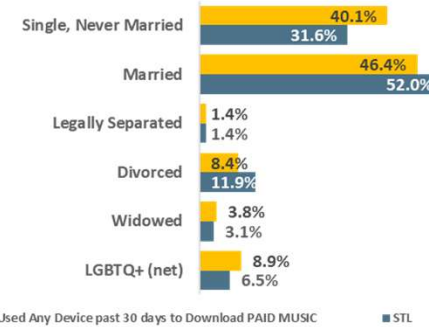
Education Levels: Adults 18 or older



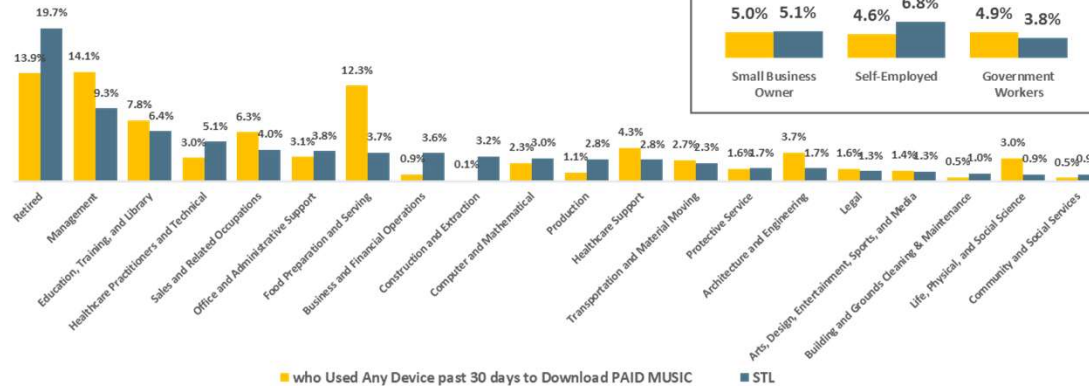
Employment: Adults 18 or older



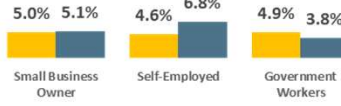
Marital Status: Adults 18 or older



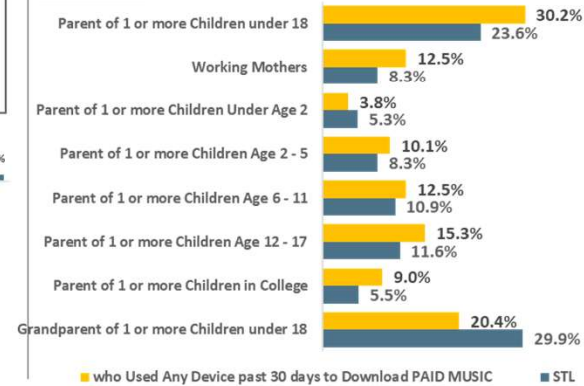
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

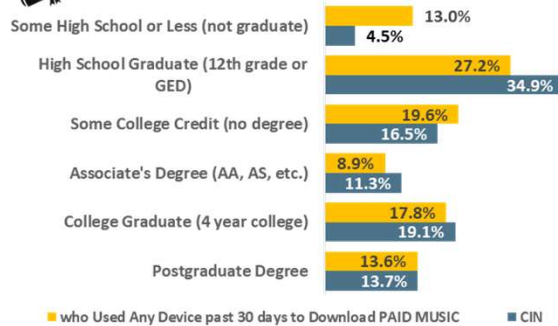




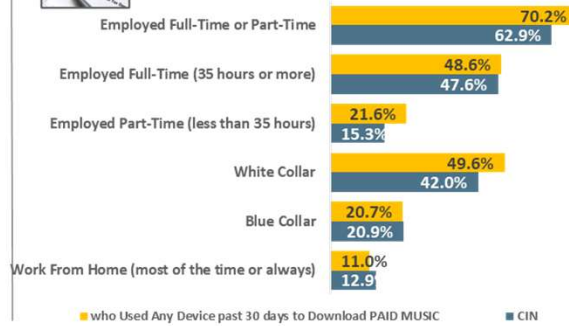
11.8% or 227,372 of CIN DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 4.2% less likely to be a college graduate, 2.1% more likely to work full-time, 12.3% less likely to be married, 23.6% less likely to be a parent of 1 or more children under 18.



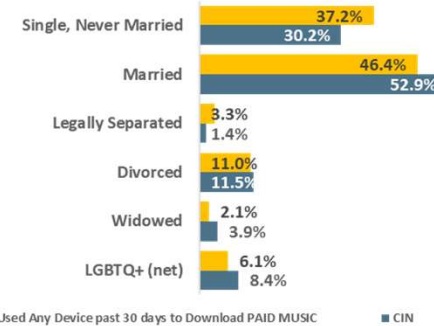
Education Levels: Adults 18 or older



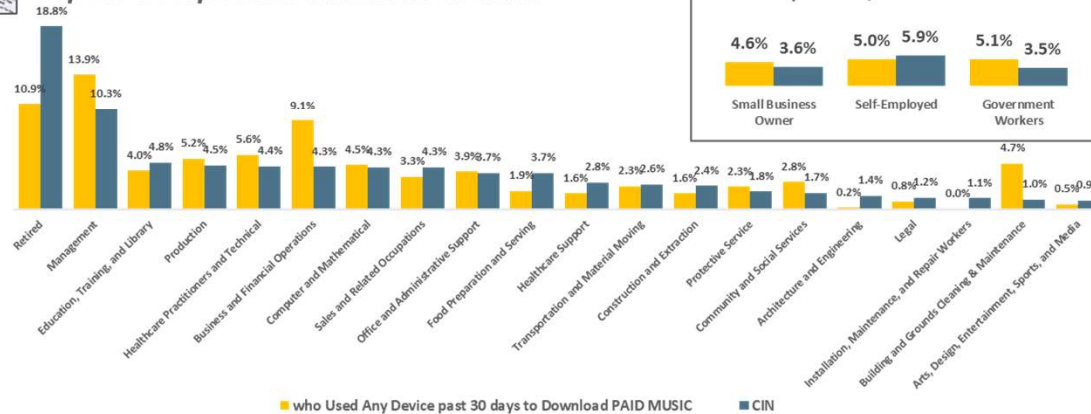
Employment: Adults 18 or older



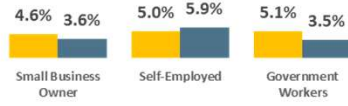
Marital Status: Adults 18 or older



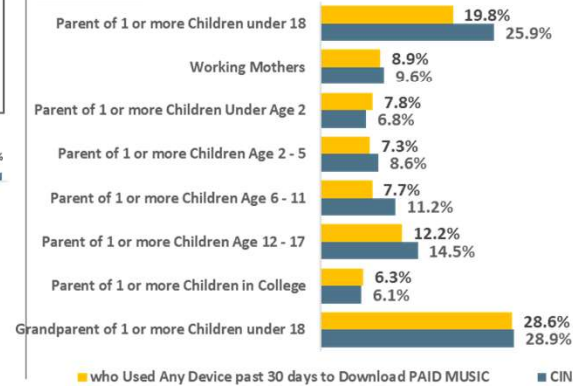
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



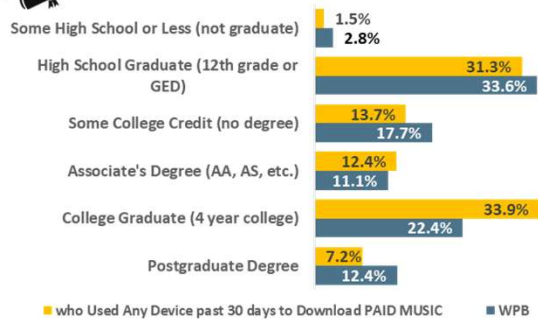
Stage in Life: Adults 18 or older



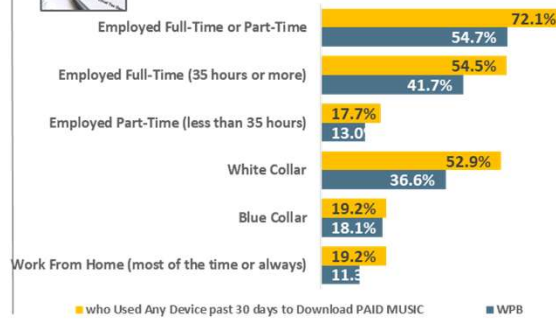


10.3% or 200,954 of WPB DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 18.% more likely to be a college graduate, 30.5% more likely to work full-time, 12.% more likely to be married, 38.1% more likely to be a parent of 1 or more children under 18.

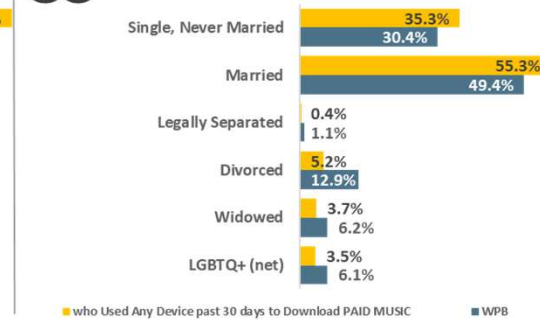
Education Levels: Adults 18 or older



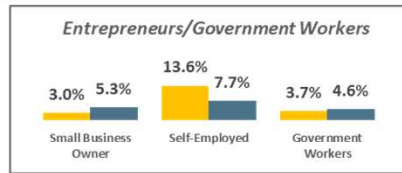
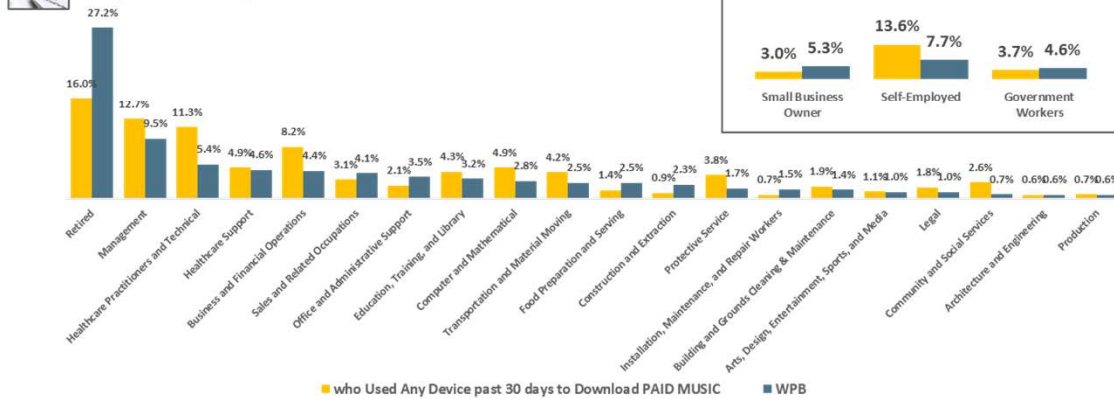
Employment: Adults 18 or older



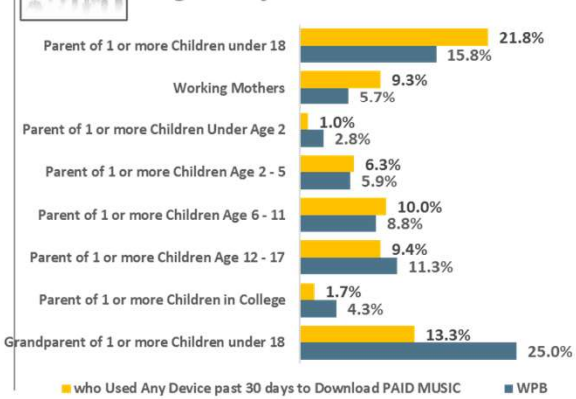
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



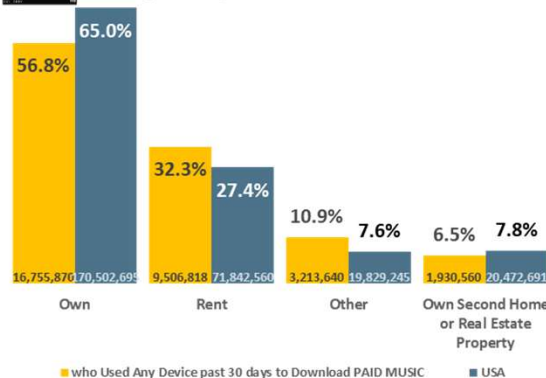
Stage in Life: Adults 18 or older



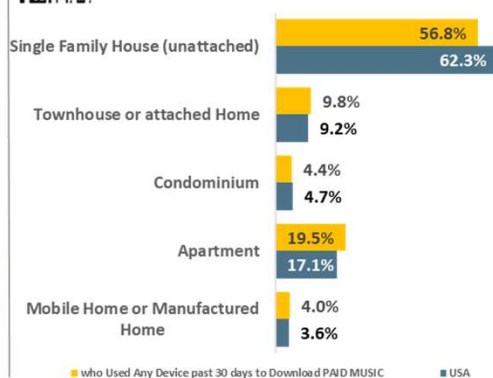


11.2% or 29,476,328 of USA DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 12.6% less likely to own their home, .1% more likely to own a higher valued home, 8.8% less likely to have a single-family home, 2.7% less likely to have a dog.

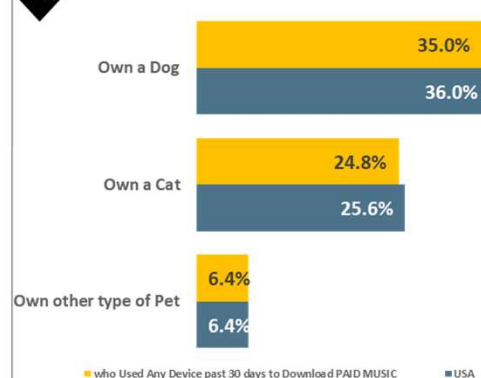
Own/Rent/Other: Adults 18 or older



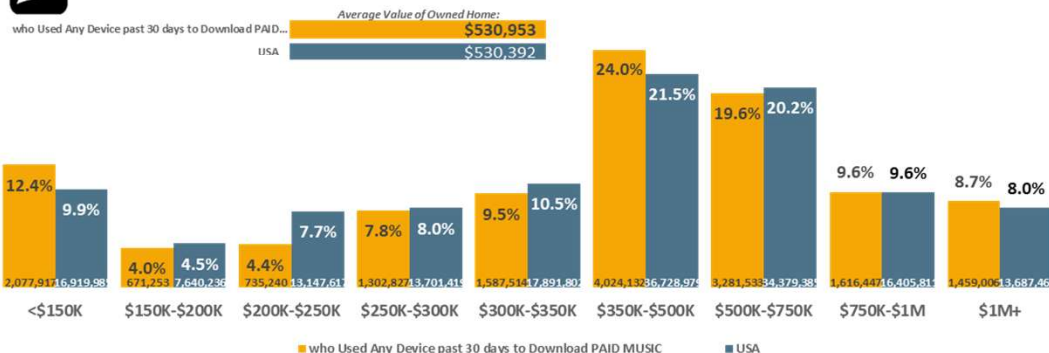
Type of Home: Adults 18 or older



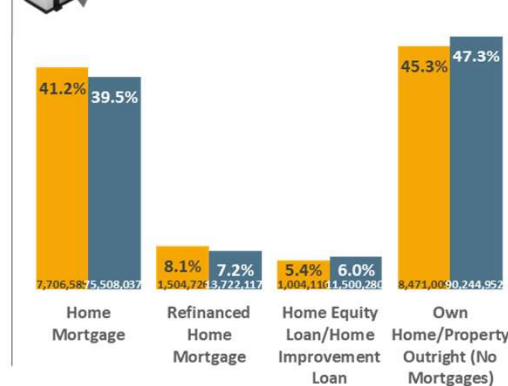
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

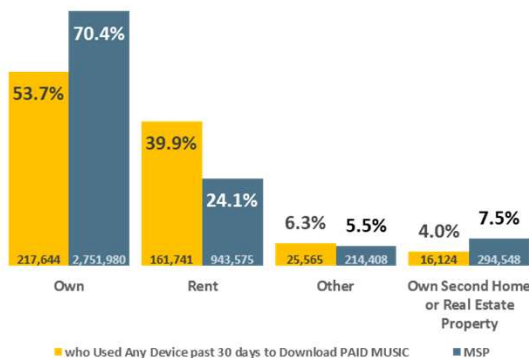




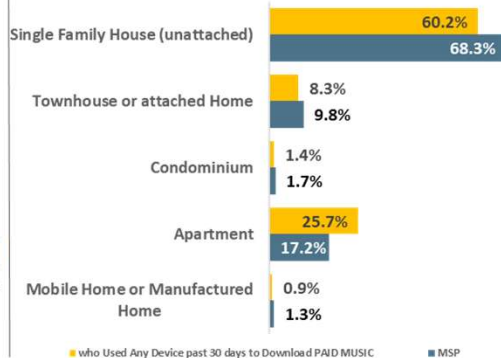
10.4% or 404,950 of MSP DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 23.6% less likely to own their home, 4.3% more likely to own a higher valued home, 11.8% less likely to have a single-family home, 10.6% more likely to have a dog.



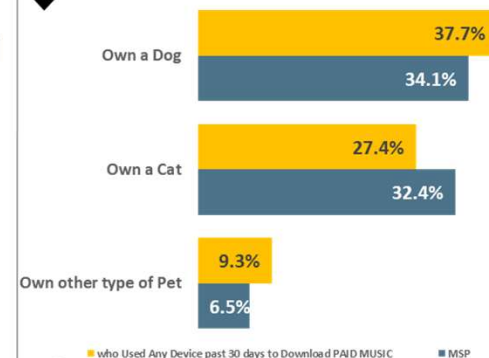
Own/Rent/Other: Adults 18 or older



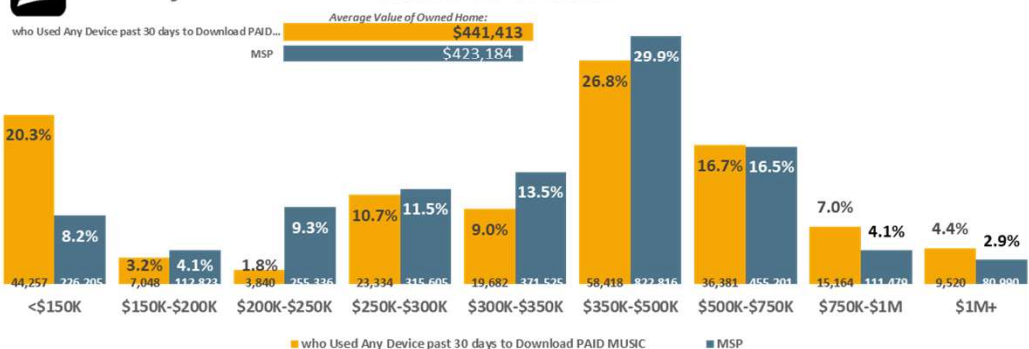
Type of Home: Adults 18 or older



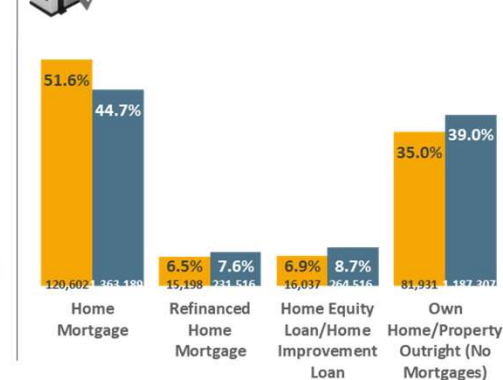
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



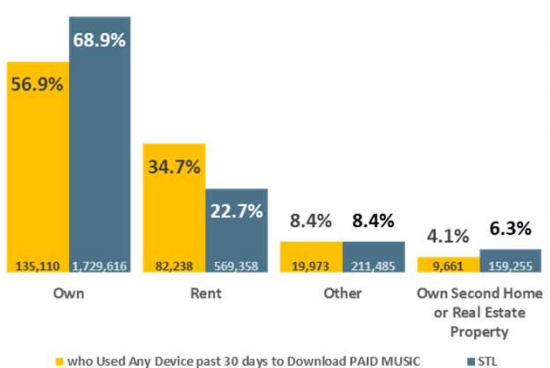
Home Loans: Adults 18 or older



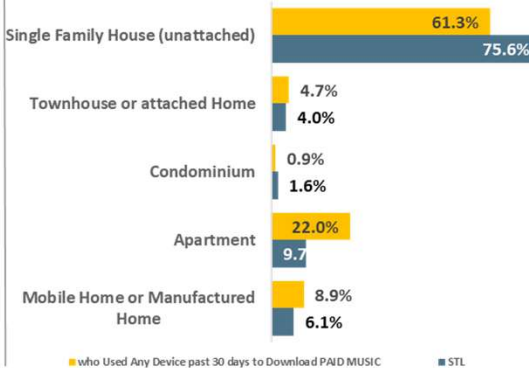


9.5% or 237,321 of STL DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 17.4% less likely to own their home, .5% more likely to own a higher valued home, 18.8% less likely to have a single-family home, 4.3% less likely to have a dog.

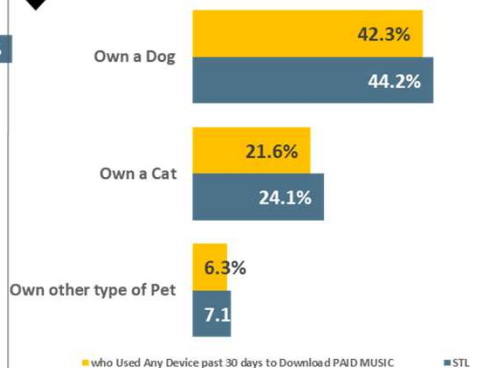
Own/Rent/Other: Adults 18 or older



Type of Home: Adults 18 or older



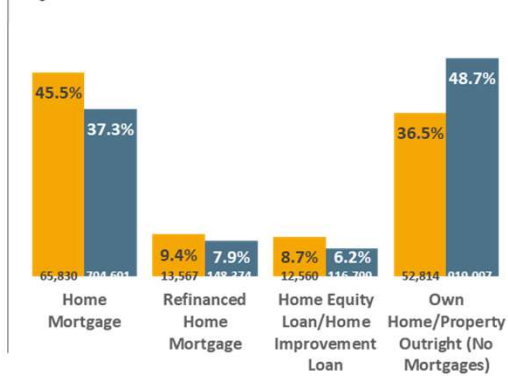
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



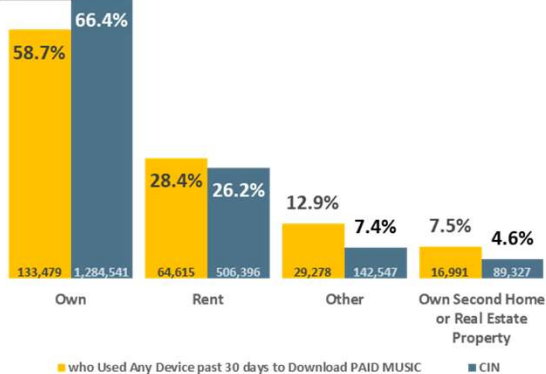
Home Loans: Adults 18 or older



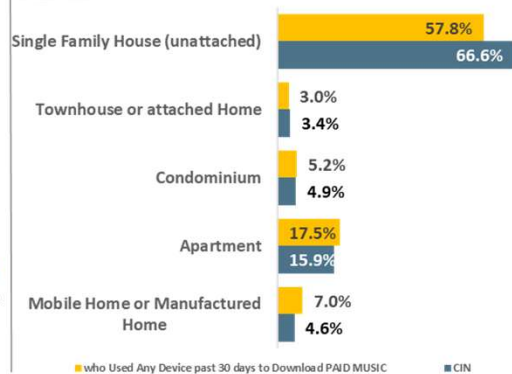


11.8% or 227,372 of CIN DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 11.6% less likely to own their home, 5.4% more likely to own a higher valued home, 13.1% less likely to have a single-family home, 15.3% less likely to have a dog.

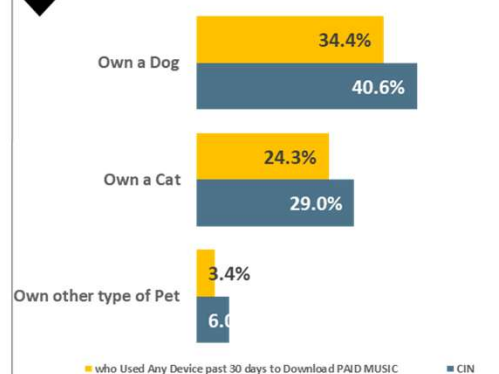
Own/Rent/Other: Adults 18 or older



Type of Home: Adults 18 or older



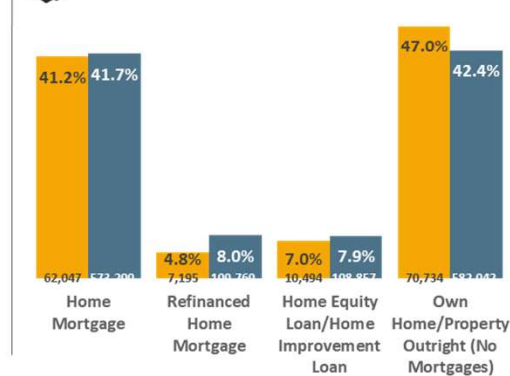
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

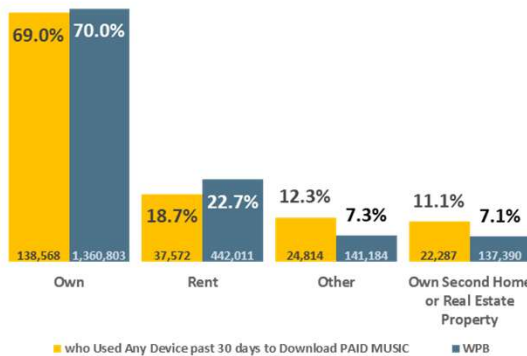




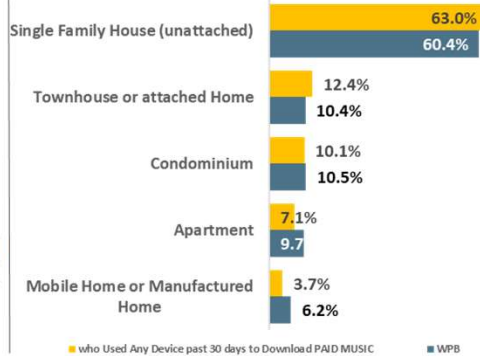
10.3% or 200,954 of WPB DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 1.5% less likely to own their home, 3.6% more likely to own a lower valued home, 4.3% more likely to have a single-family home, 36.8% more likely to have a dog.



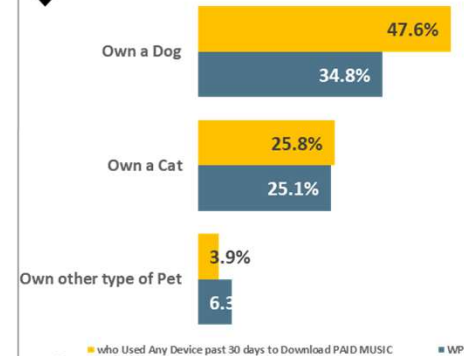
Own/Rent/Other: Adults 18 or older



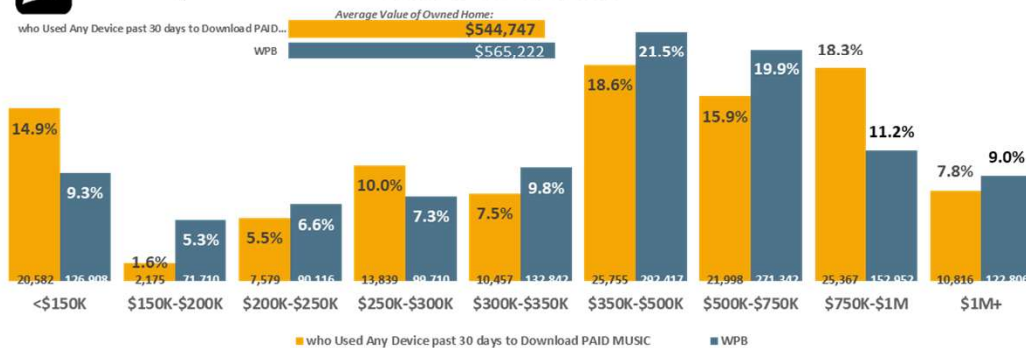
Type of Home: Adults 18 or older



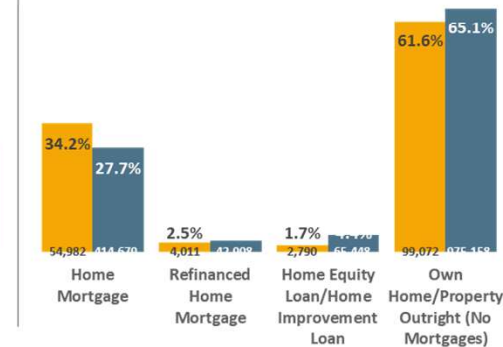
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

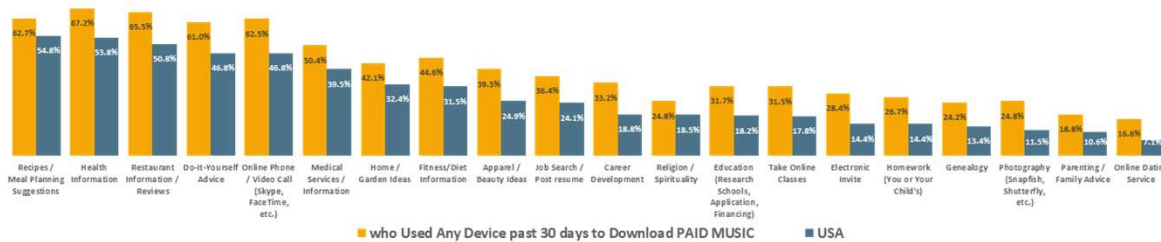




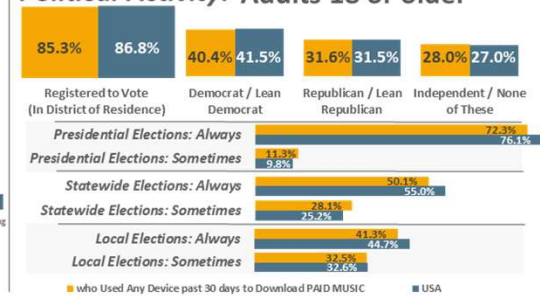
11.2% or 29,476,328 of USA DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 30.2% more likely to look up D-I-Y advice online, 7.7% less likely to always vote in local elections, .9% less likely to belong to a gym, 4.4% more likely to fly domestic past



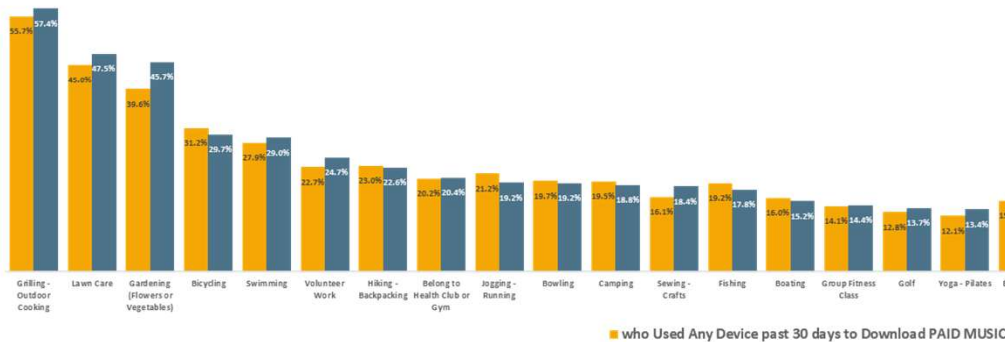
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



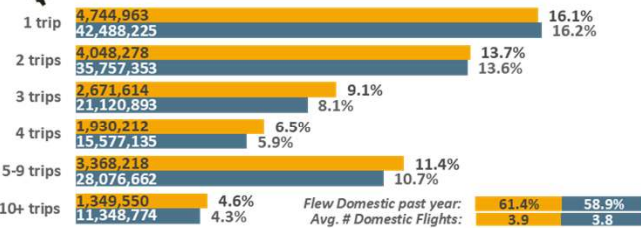
Political Activity: Adults 18 or older



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



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

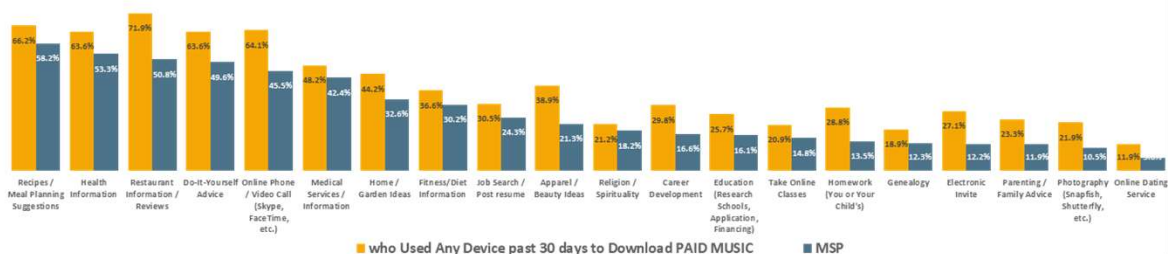




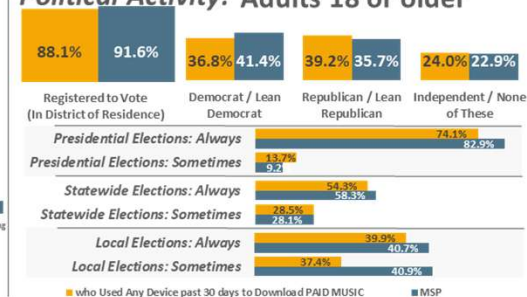
10.4% or 404,950 of MSP DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 28.3% more likely to look up D-I-Y advice online, 2.1% less likely to always vote in local elections, 17.5% less likely to belong to a gym, 4.5% more likely to fly domestic pas



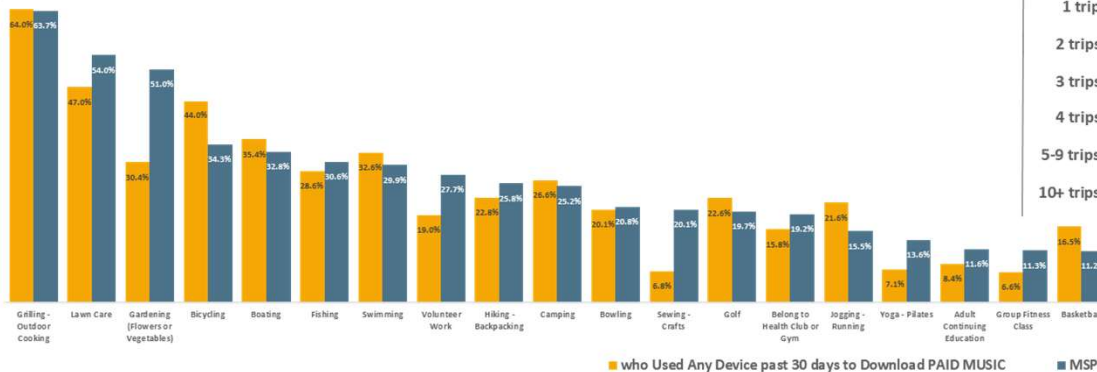
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



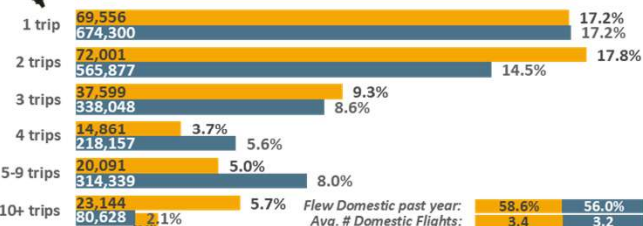
Political Activity: Adults 18 or older



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



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



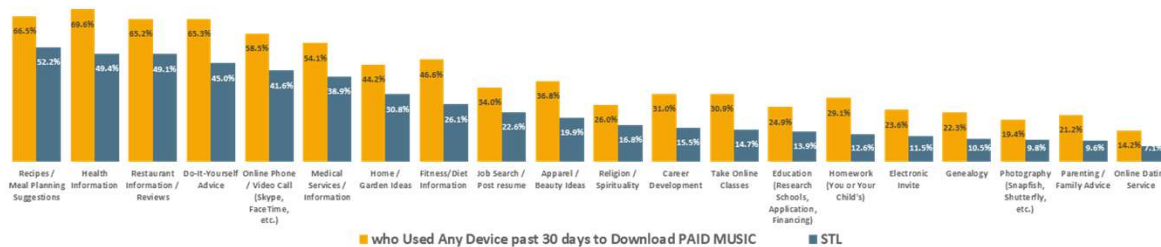
Flew Domestic past year: 58.6%
Avg. # Domestic Flights: 3.4



9.5% or 237,321 of STL DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 45.1% more likely to look up D-I-Y advice online, 10.6% less likely to always vote in local elections, 29.1% more likely to belong to a gym, 21.4% more likely to fly domestic p

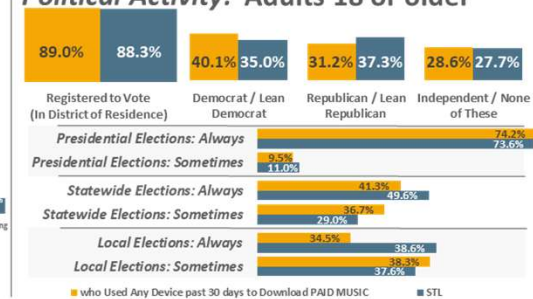


Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



who Used Any Device past 30 days to Download PAID MUSIC STL

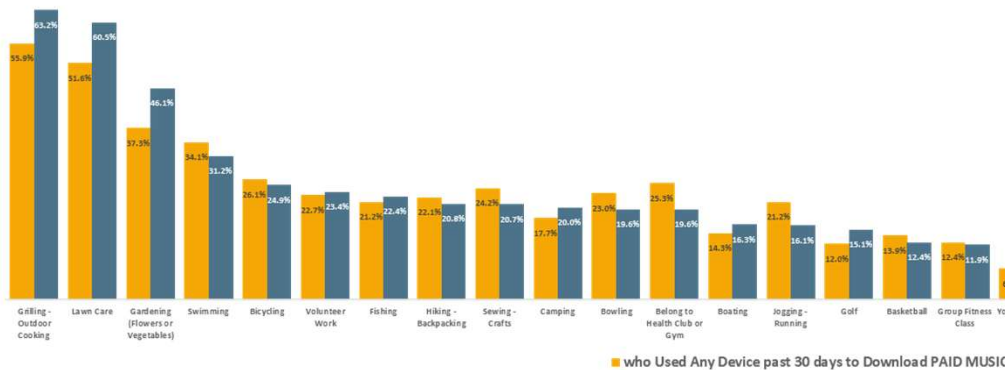
Political Activity: Adults 18 or older



who Used Any Device past 30 days to Download PAID MUSIC STL



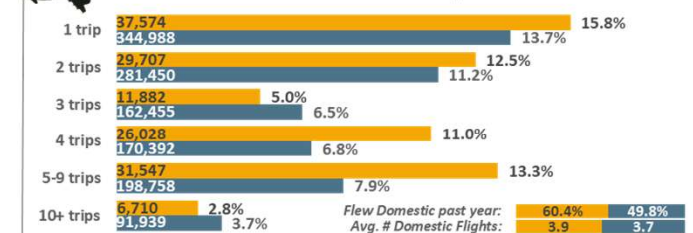
Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



who Used Any Device past 30 days to Download PAID MUSIC STL



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



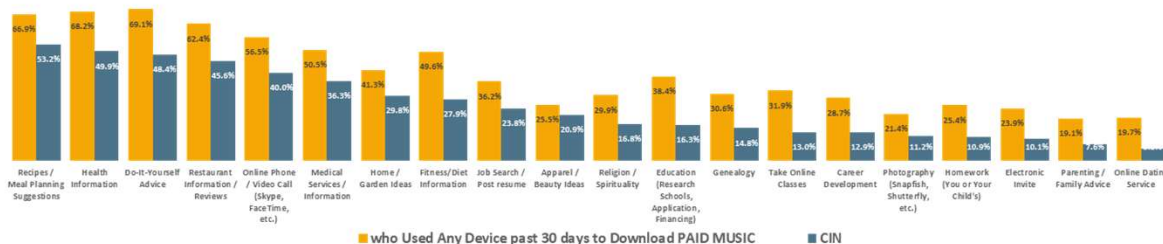
Flew Domestic past year: 60.4% STL DMA, 49.8% STL
Avg. # Domestic Flights: 3.9 STL DMA, 3.7 STL



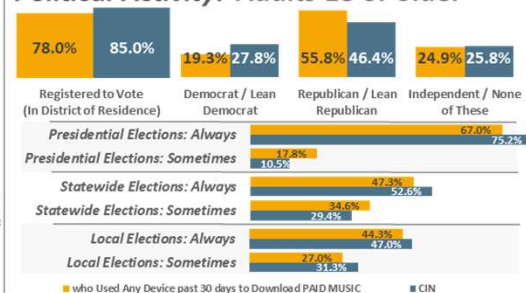
11.8% or 227,372 of CIN DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 42.8% more likely to look up D-I-Y advice online, 5.8% less likely to always vote in local elections, 2.2% less likely to belong to a gym, 17.3% more likely to fly domestic pas



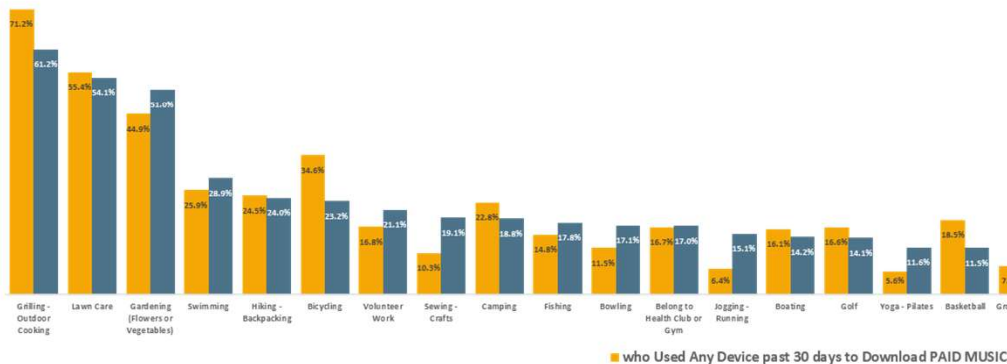
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



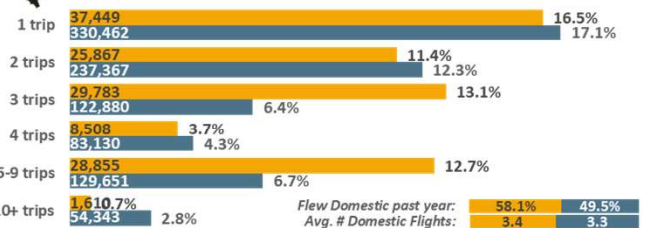
Political Activity: Adults 18 or older



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



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

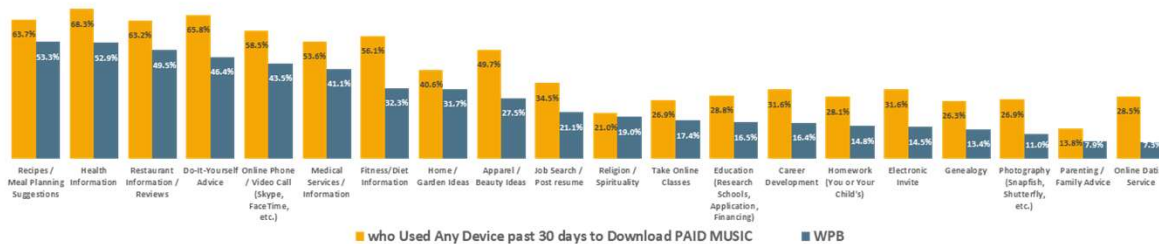




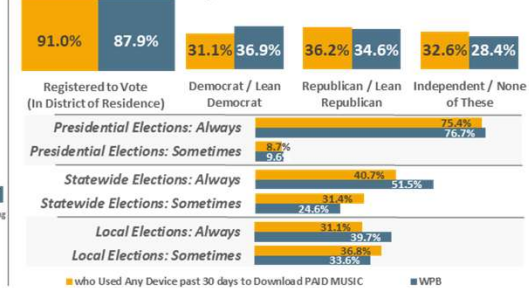
10.3% or 200,954 of WPB DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 41.8% more likely to look up D-I-Y advice online, 21.8% less likely to always vote in local elections, 9.7% more likely to belong to a gym, .2% more likely to fly domestic past



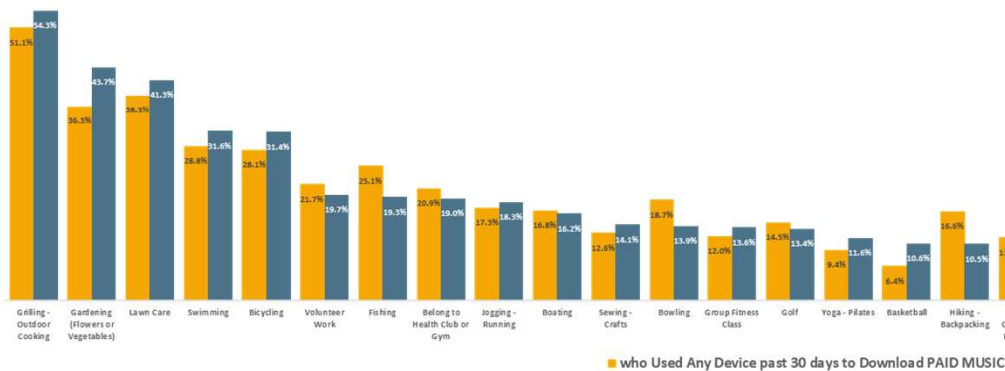
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



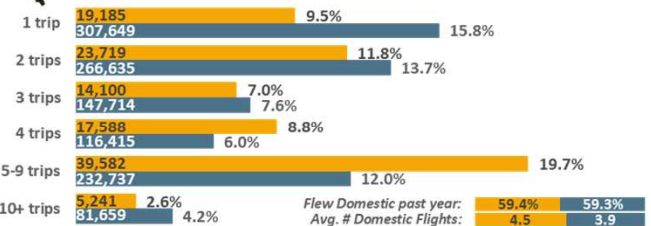
Political Activity: Adults 18 or older



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



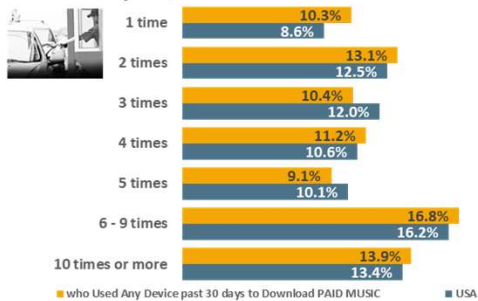
Past 12-months Domestic Airline Trips: Adults 18 or older



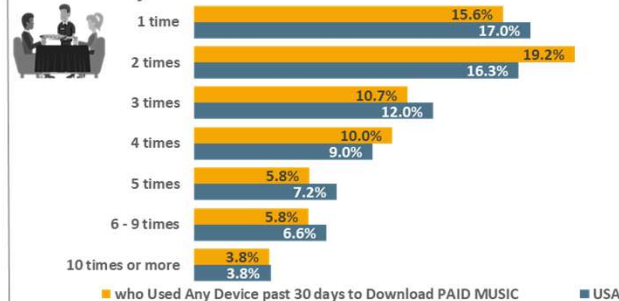


11.2% or 29,476,328 of USA DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 1.5% more likely to use QSRs past mo., 1.7% less likely to use Sit-Down Restaurants past mo., 2.6% more likely to use Casinos past yr., 4.2% more likely to smoke cigarettes.

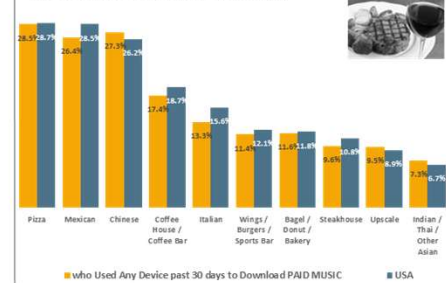
Past 30-days QSR Users: Adults 18 or older



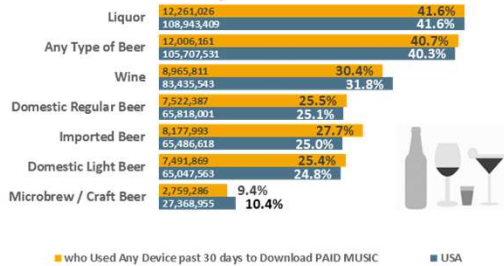
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



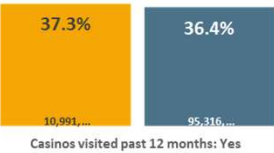
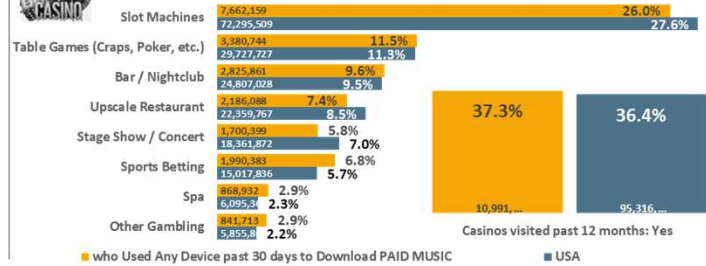
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



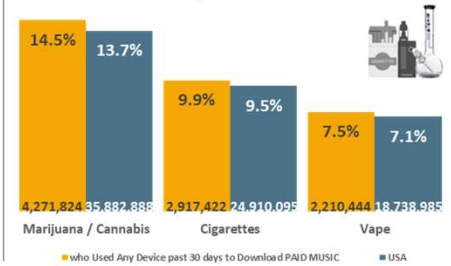
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



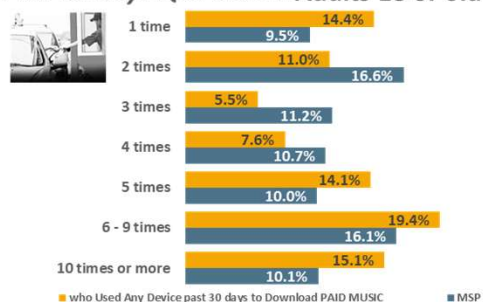
Used Past 30-days: Adults 18 or older



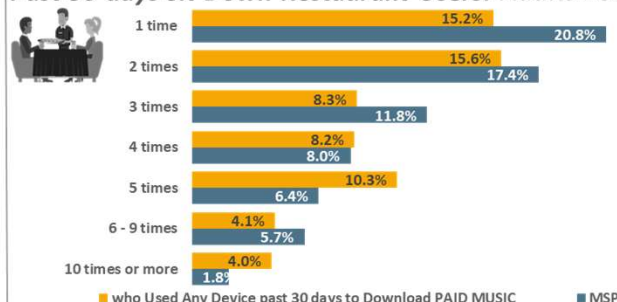


10.4% or 404,950 of MSP DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 3.5% more likely to use QSRs past mo., 8.8% less likely to use Sit-Down Restaurants past mo., 7.9% more likely to use Casinos past yr., 5.4% less likely to smoke cigarettes.

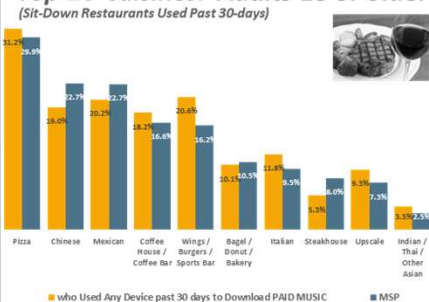
Past 30-days QSR Users: Adults 18 or older



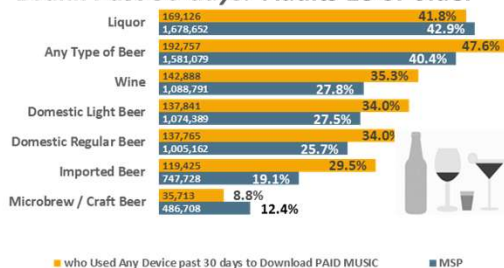
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



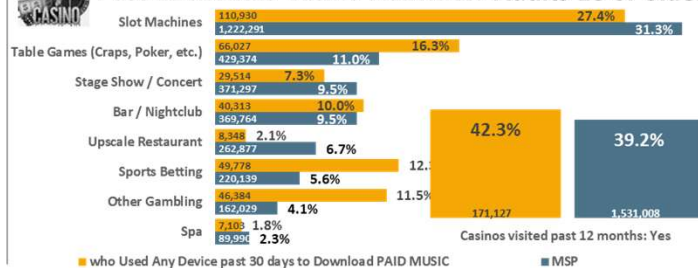
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



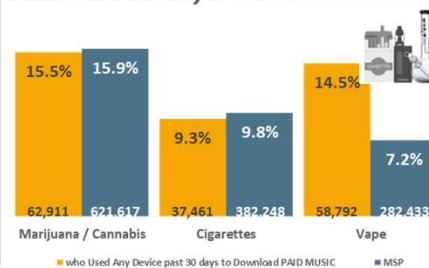
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



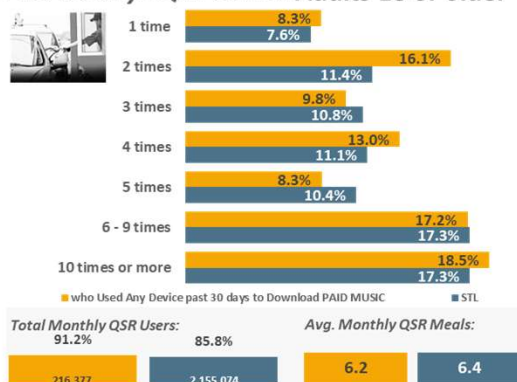
Used Past 30-days: Adults 18 or older



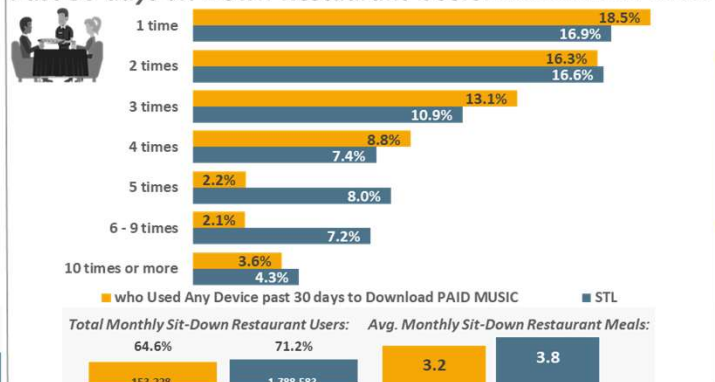


9.5% or 237,321 of STL DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 6.2% more likely to use QSRs past mo., 9.4% less likely to use Sit-Down Restaurants past mo., 7.1% less likely to use Casinos past yr., 6.6% less likely to smoke cigarettes.

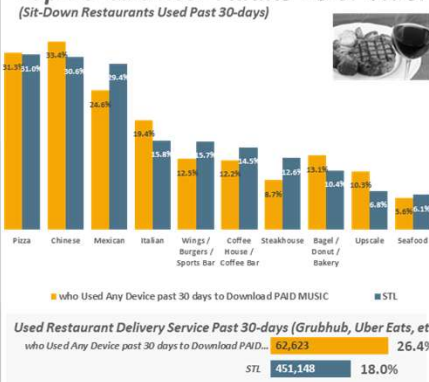
Past 30-days QSR Users: Adults 18 or older



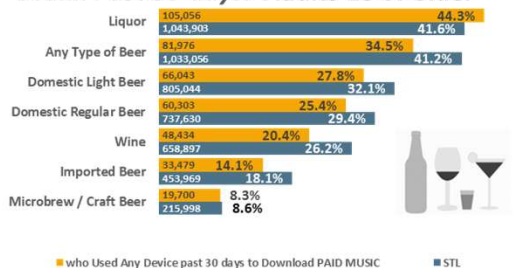
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



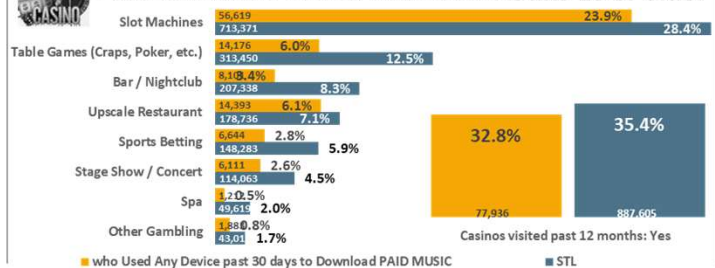
Top-10 Cuisines: Adults 18 or older



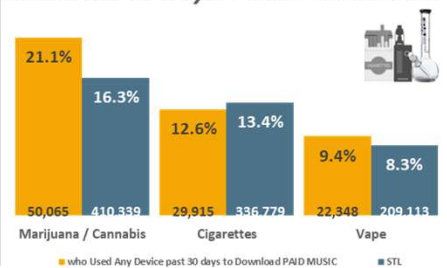
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



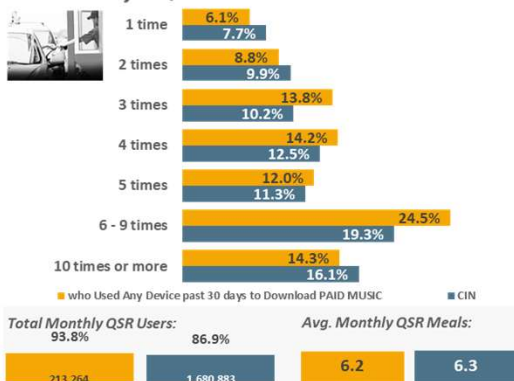
Used Past 30-days: Adults 18 or older



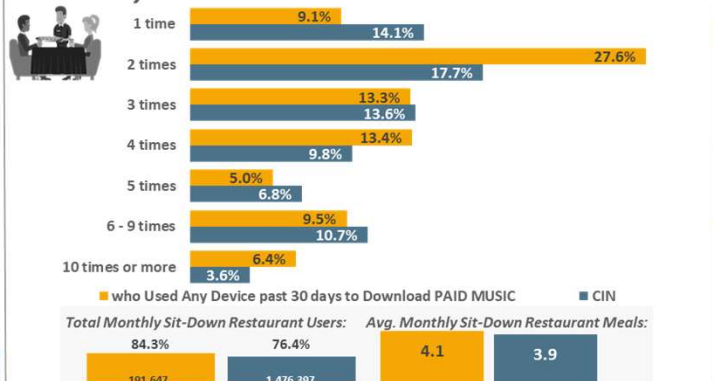


11.8% or 227,372 of CIN DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 7.9% more likely to use QSRs past mo., 10.4% more likely to use Sit-Down Restaurants past mo., 28.9% more likely to use Casinos past yr., 14.1% less likely to smoke cigarettes.

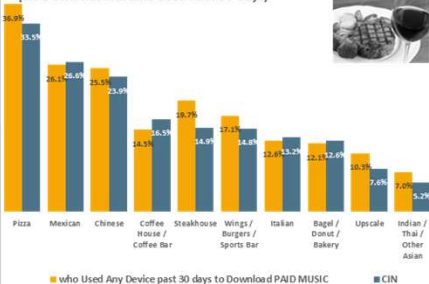
Past 30-days QSR Users: Adults 18 or older



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

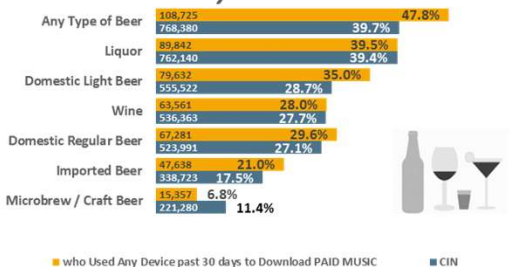


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

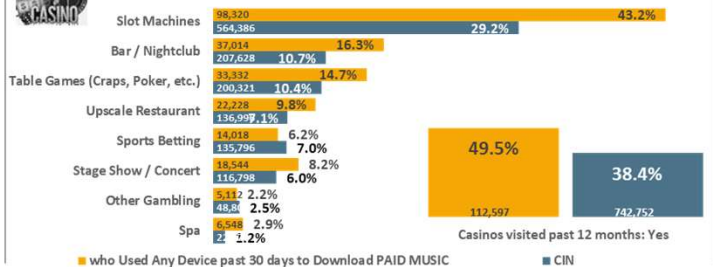


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Used Any Device past 30 days to Download PAID... 32,274 14.2%
CIN 366,382 18.9%

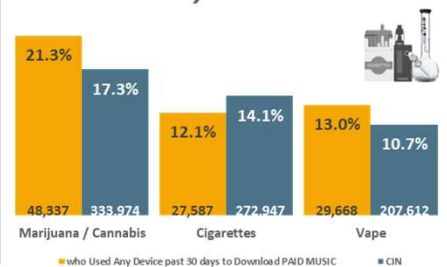
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



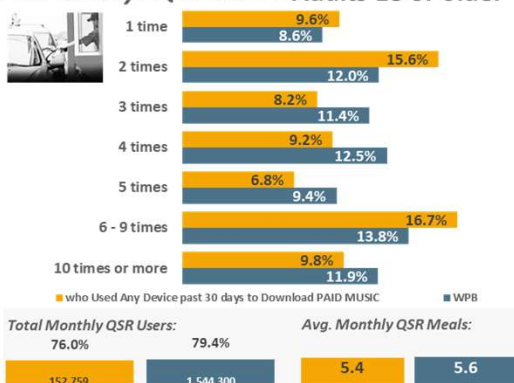
Used Past 30-days: Adults 18 or older



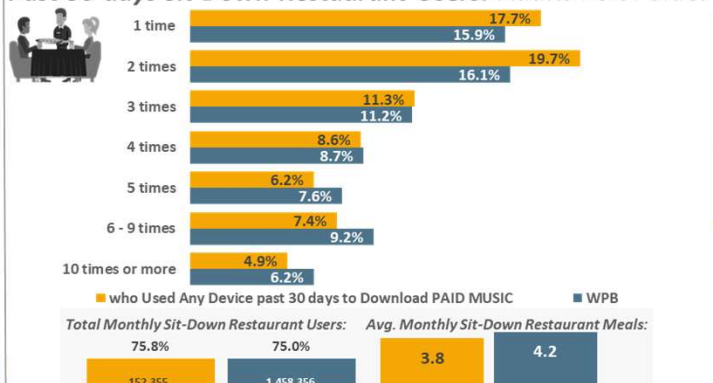


10.3% or 200,954 of WPB DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 4.3% less likely to use QSRs past mo., 1.1% more likely to use Sit-Down Restaurants past mo., 32.% more likely to use Casinos past yr., 1.8% more likely to smoke cigarettes.

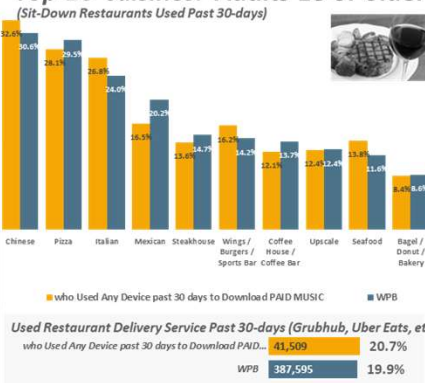
Past 30-days QSR Users: Adults 18 or older



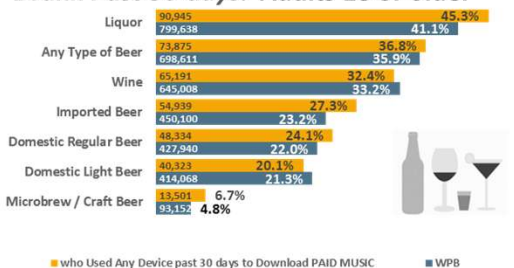
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



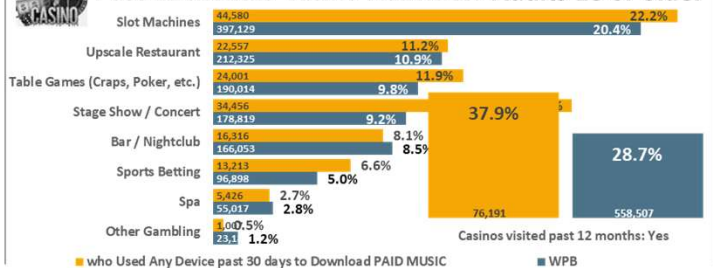
Top-10 Cuisines: Adults 18 or older



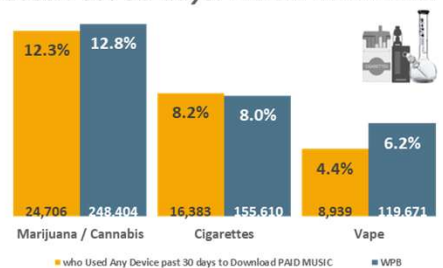
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

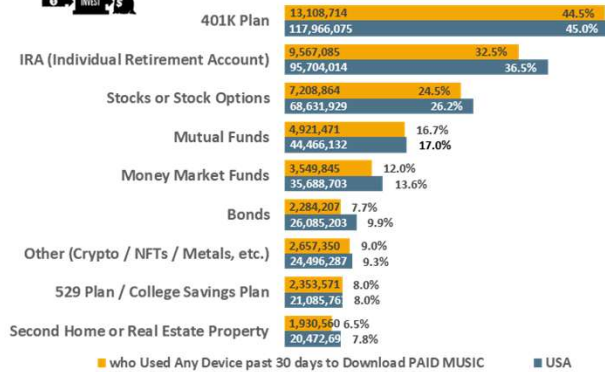




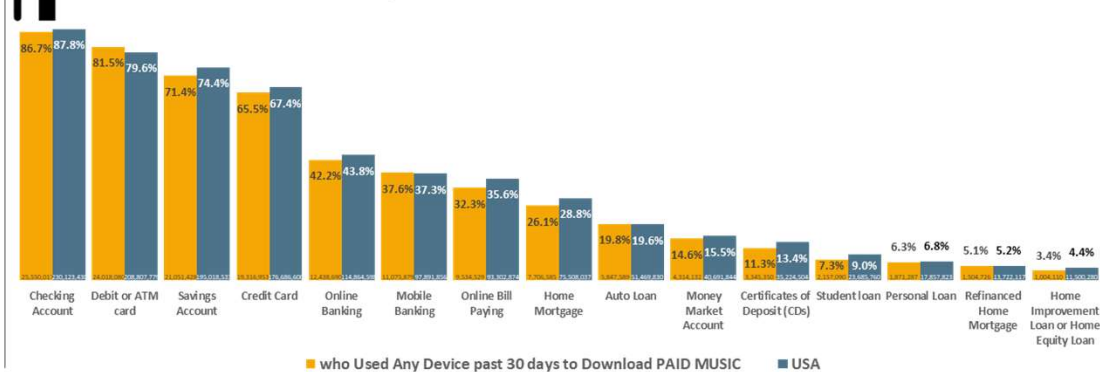
11.2% or 29,476,328 of USA DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 1.2% less likely to have a 401K, 1.1% more likely to have an Auto Loan, 1.1% more likely to Invest/Trade Stocks Online, 5.3% more likely to pay with their Debit Card.



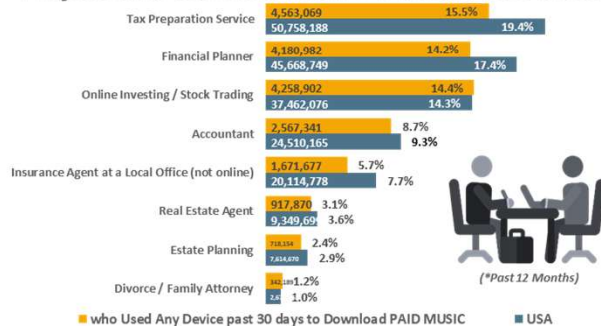
Investments Owned: Adults 18 or older



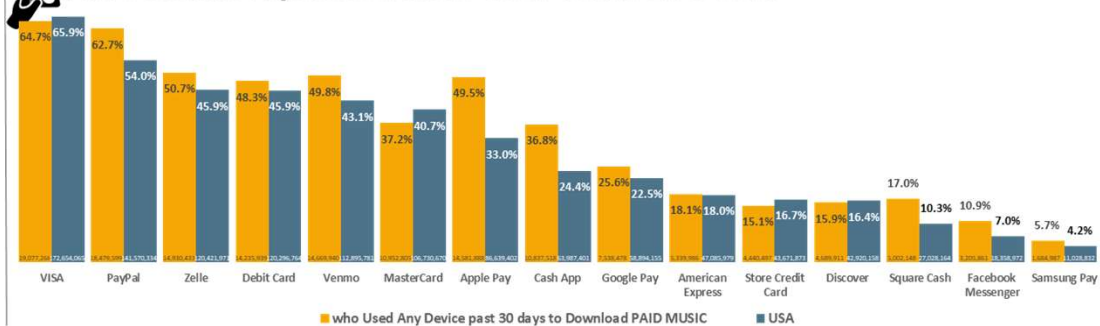
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

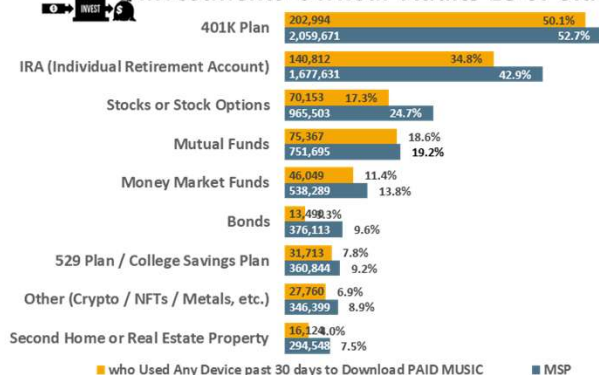




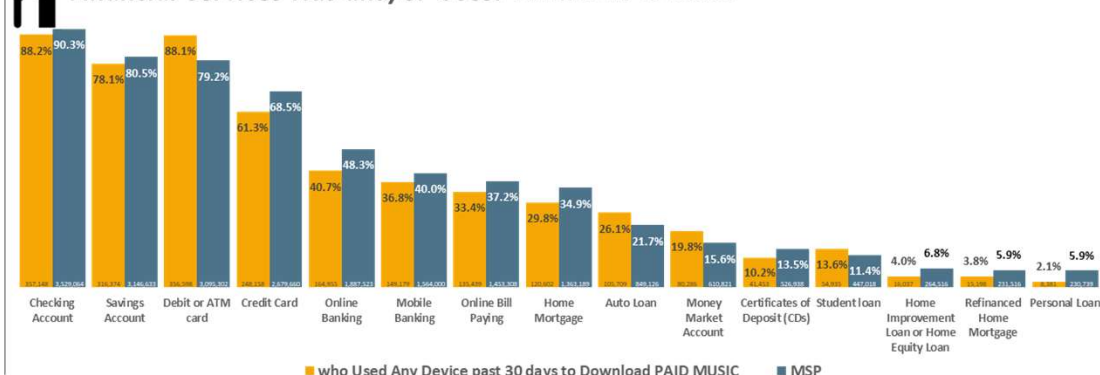
10.4% or 404,950 of MSP DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 4.8% less likely to have a 401K, 20.2% more likely to have an Auto Loan, 25.6% less likely to Invest/Trade Stocks Online, 15.4% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



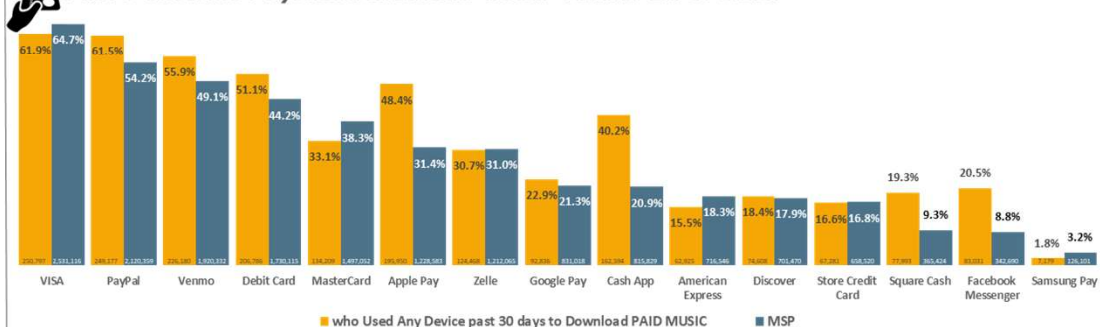
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

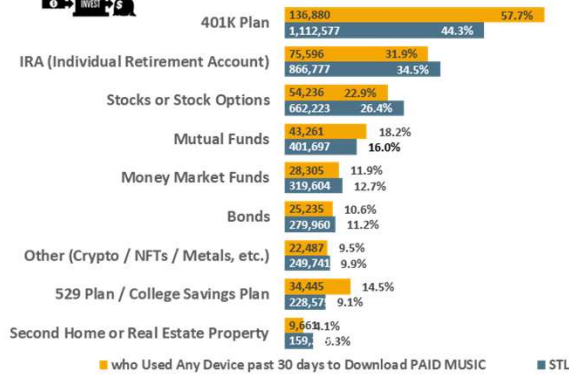




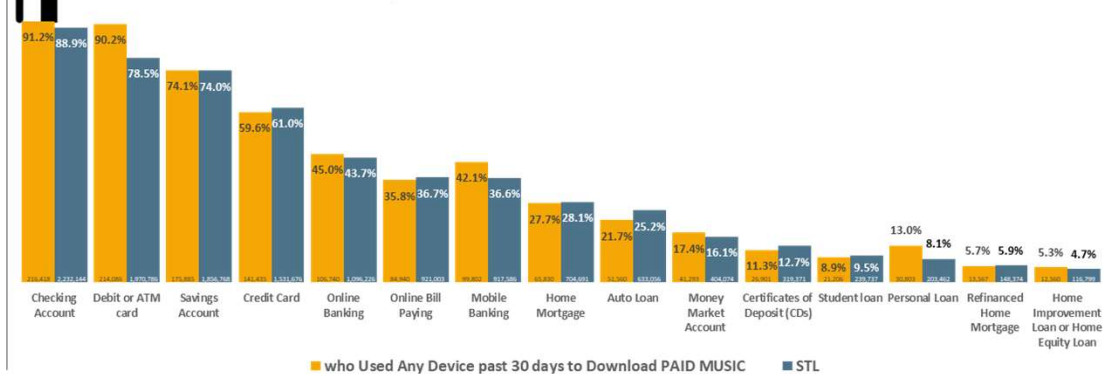
9.5% or 237,321 of STL DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 30.1% more likely to have a 401K, 13.8% less likely to have an Auto Loan, 7.7% less likely to Invest/Trade Stocks Online, 10.3% more likely to pay with their Debit Card.



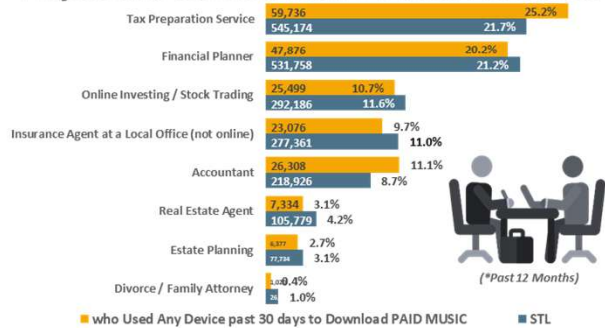
Investments Owned: Adults 18 or older



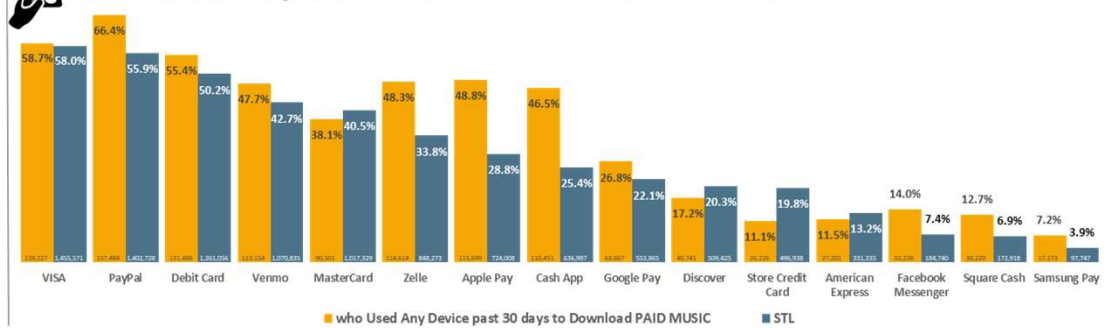
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

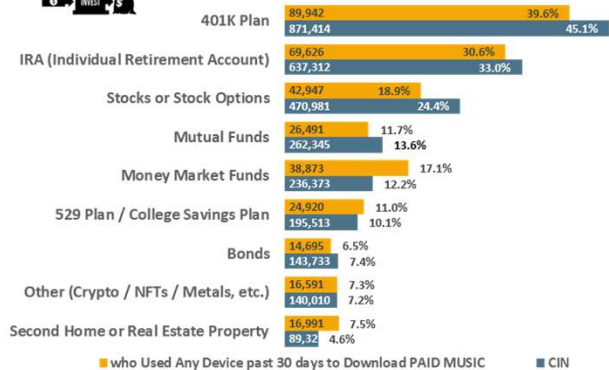




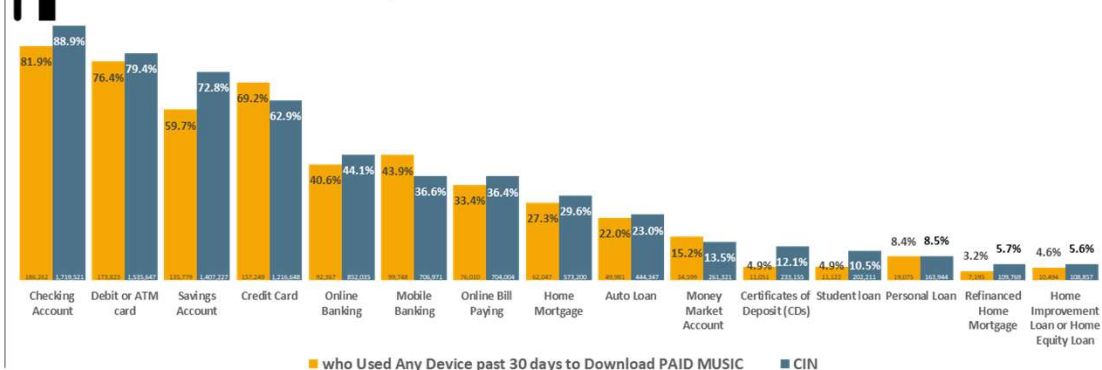
11.8% or 227,372 of CIN DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 12.2% less likely to have a 401K, 4.3% less likely to have an Auto Loan, 12.5% more likely to Invest/Trade Stocks Online, 4.6% more likely to pay with their Debit Card.



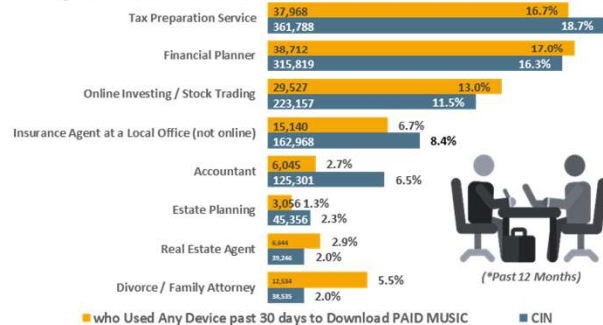
Investments Owned: Adults 18 or older



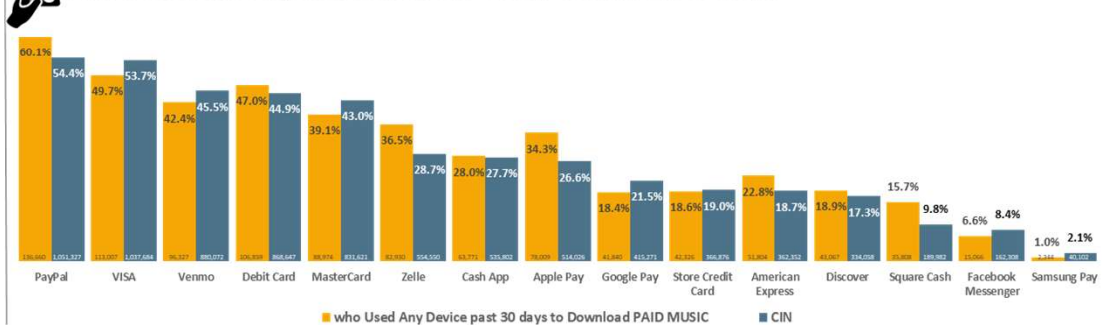
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

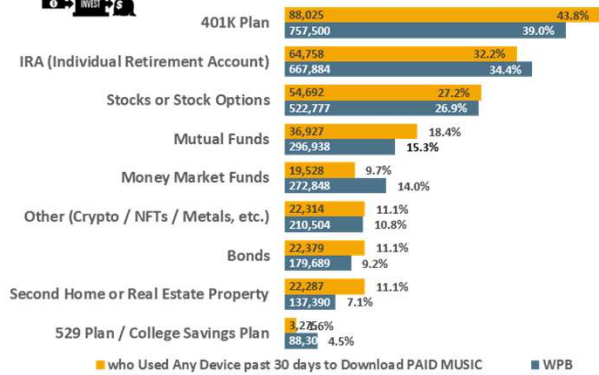




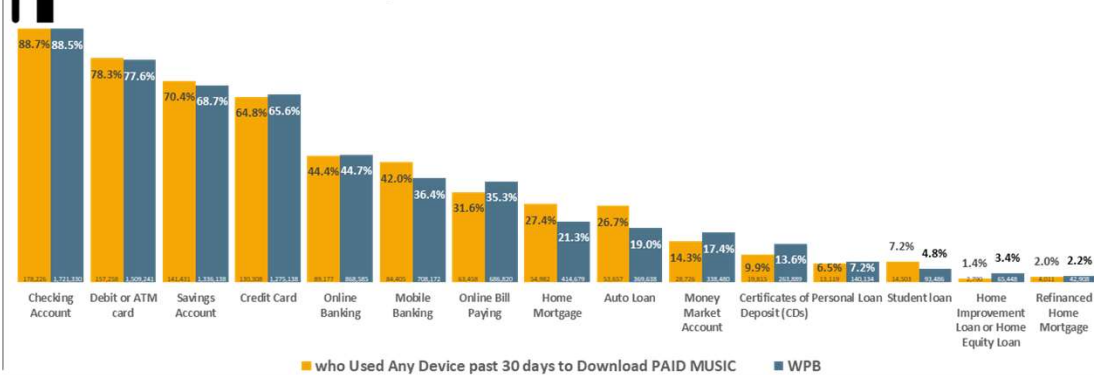
10.3% or 200,954 of WPB DMA Adults 18 or older Used Any Device past 30 days to Download PAID MUSIC. Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC are 12.4% more likely to have a 401K, 40.4% more likely to have an Auto Loan, 42.6% more likely to Invest/Trade Stocks Online, 2.4% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



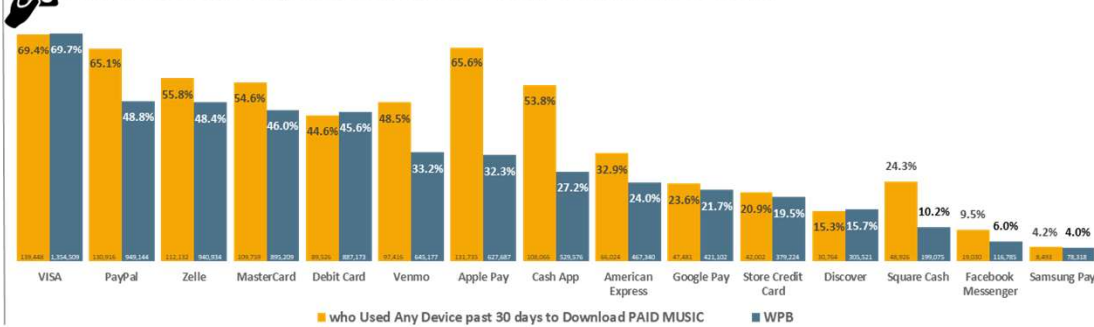
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

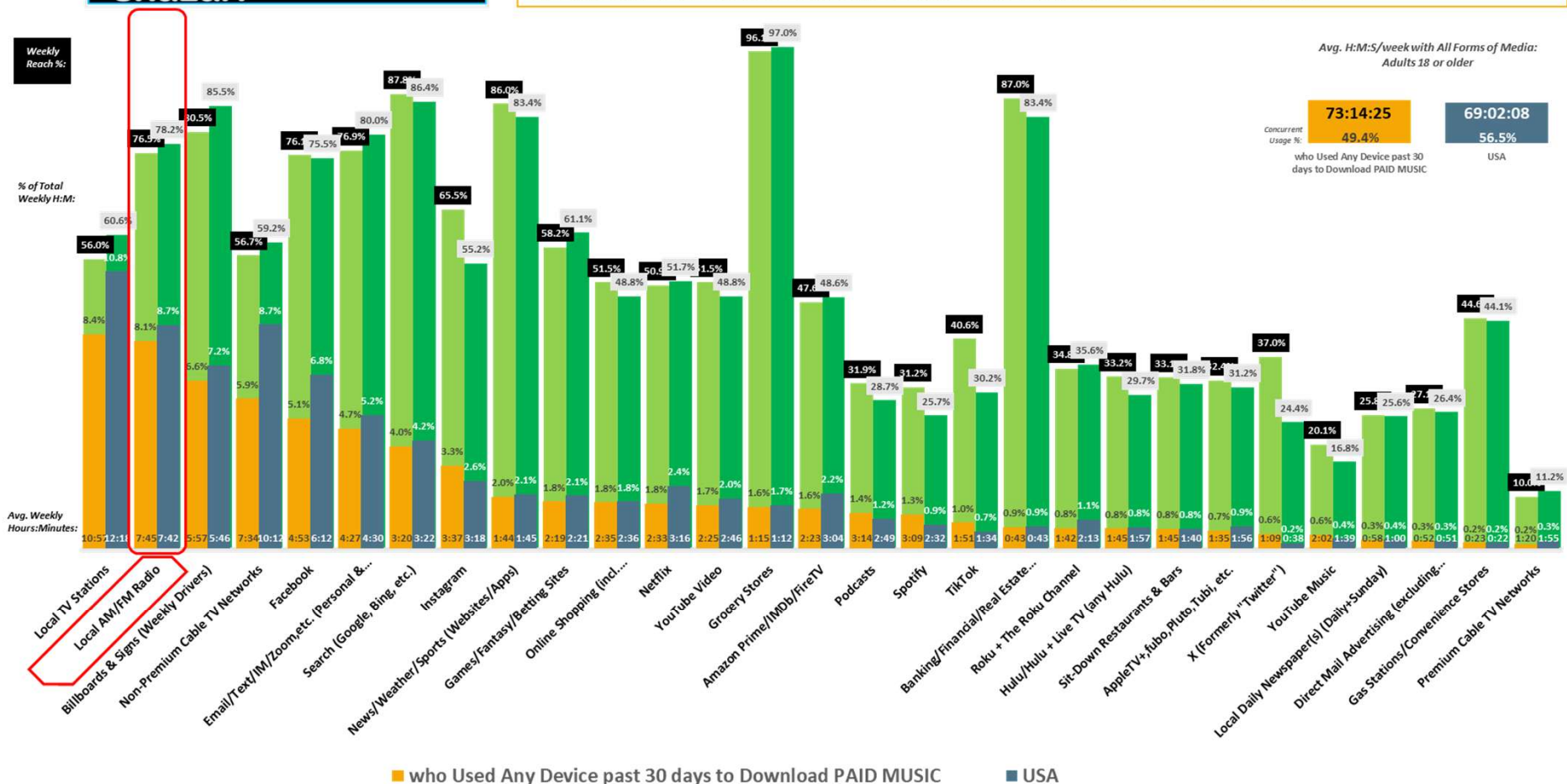


Past 3-Months Payment Methods Used: Adults 18 or older



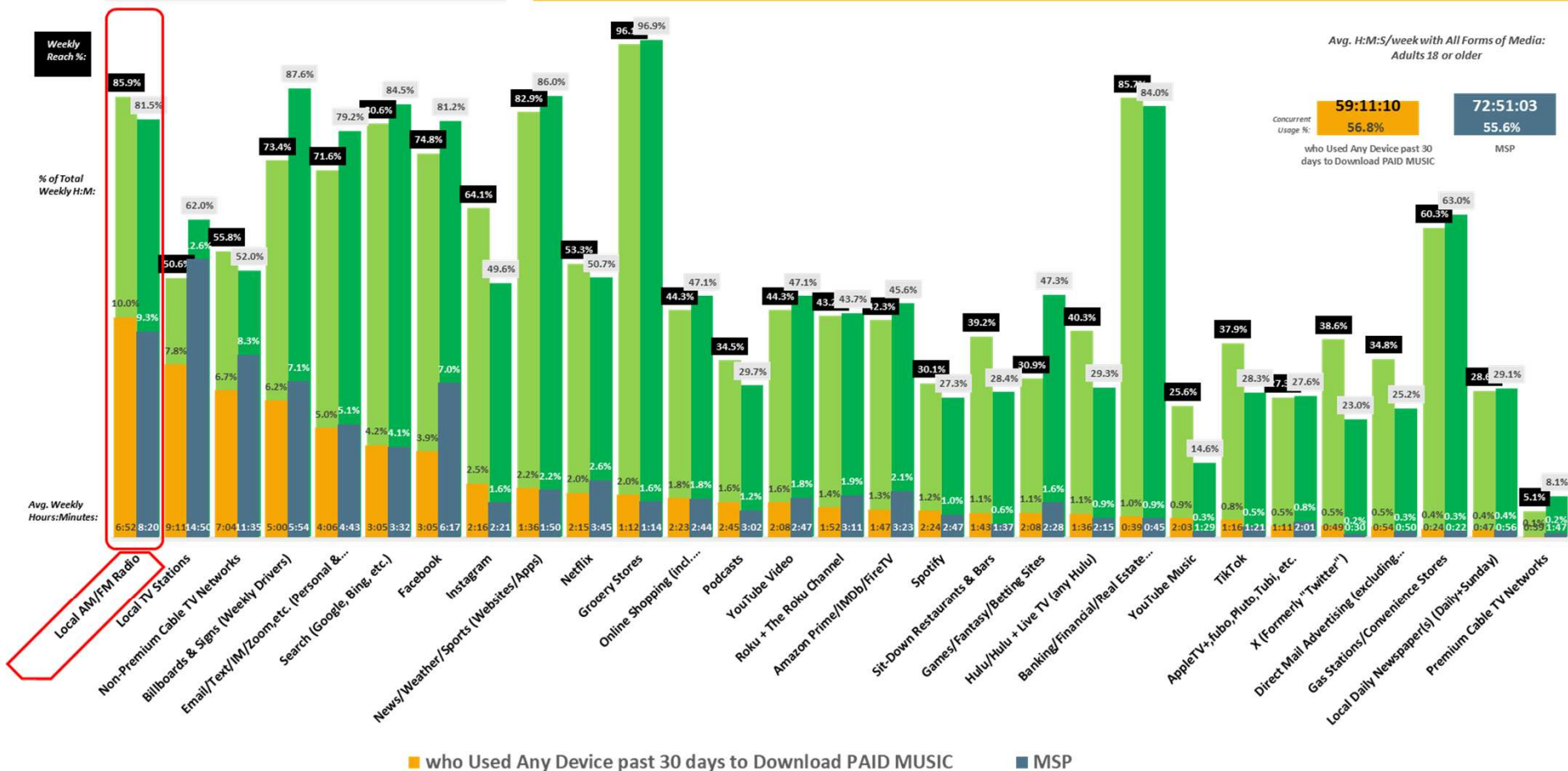


Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 3 days, 1 hours, 14 minutes and 25 seconds each week with All Forms of Media.
 76.5% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an avg. of 7 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.



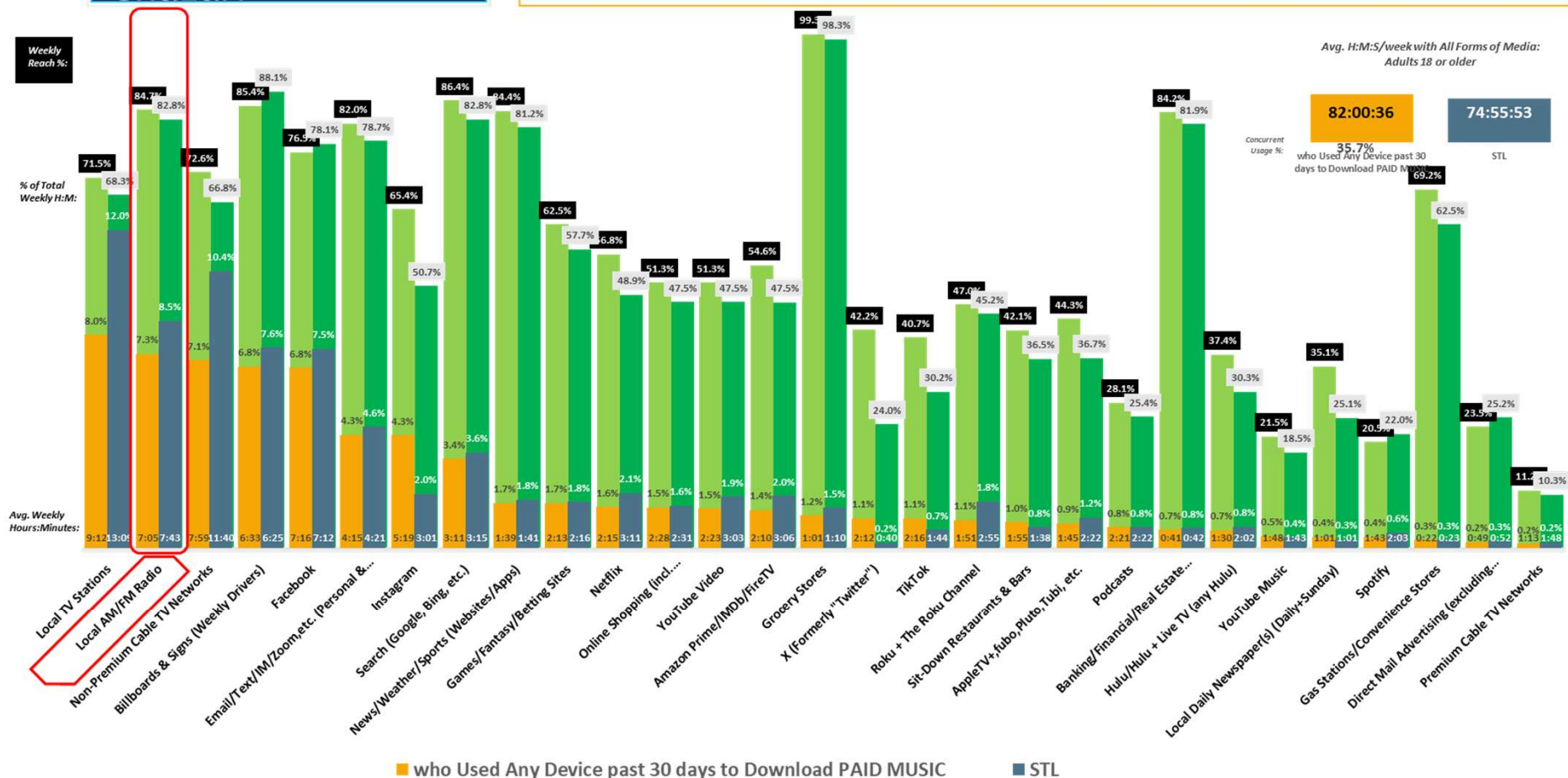


Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 2 days, 11 hours, 11 minutes and 10 seconds each week with All Forms of Media.
 85.9% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an avg. of 6 hours and 52 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.





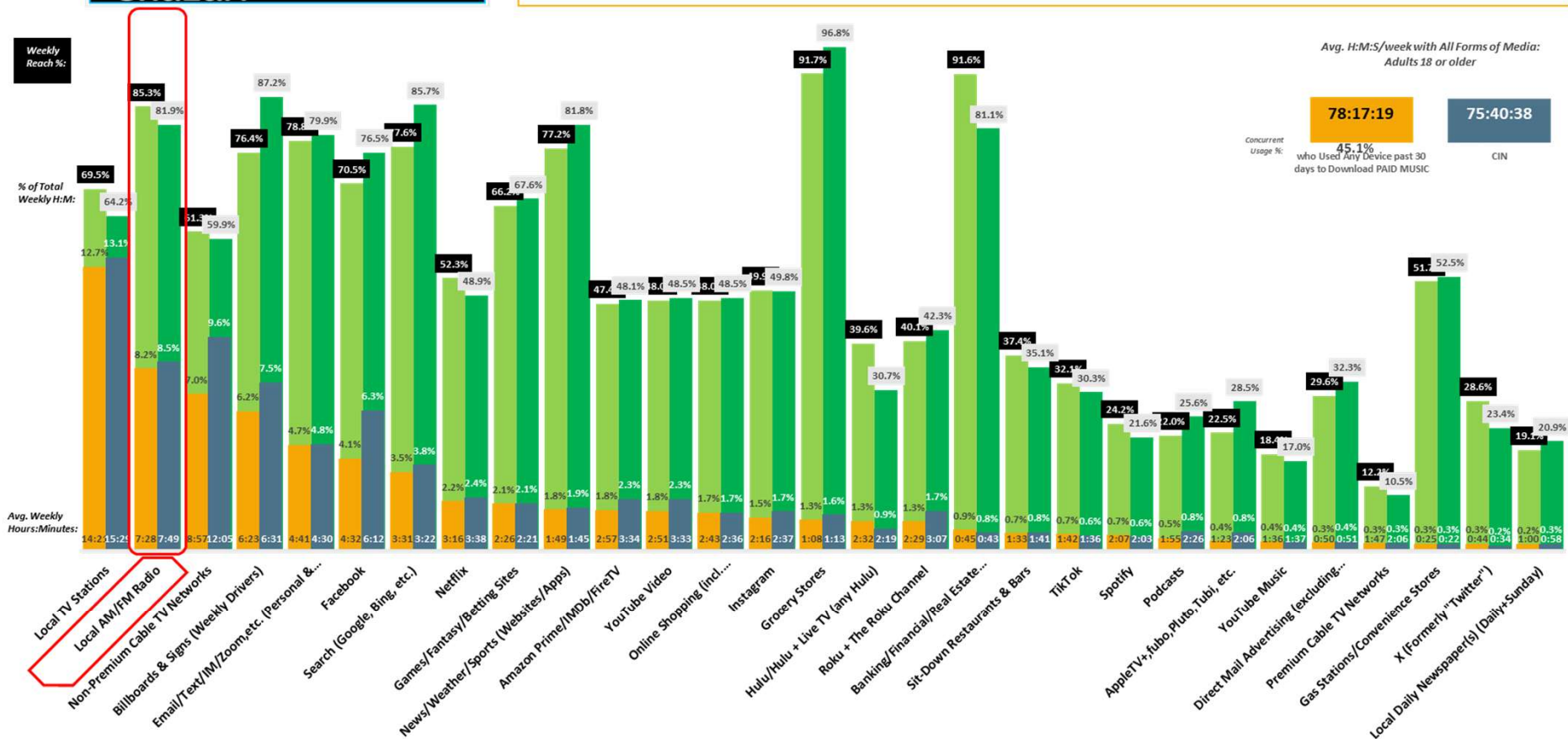
Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 3 days, 10 hours, 0 minutes and 36 seconds each week with All Forms of Media.
 84.7% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an avg. of 7 hours and 5 minutes each week listening to All Local AM/FM Radio, representing 7.3% of total time spent with all forms of Media.





Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 3 days, 6 hours, 17 minutes and 19 seconds each week with All Forms of Media.

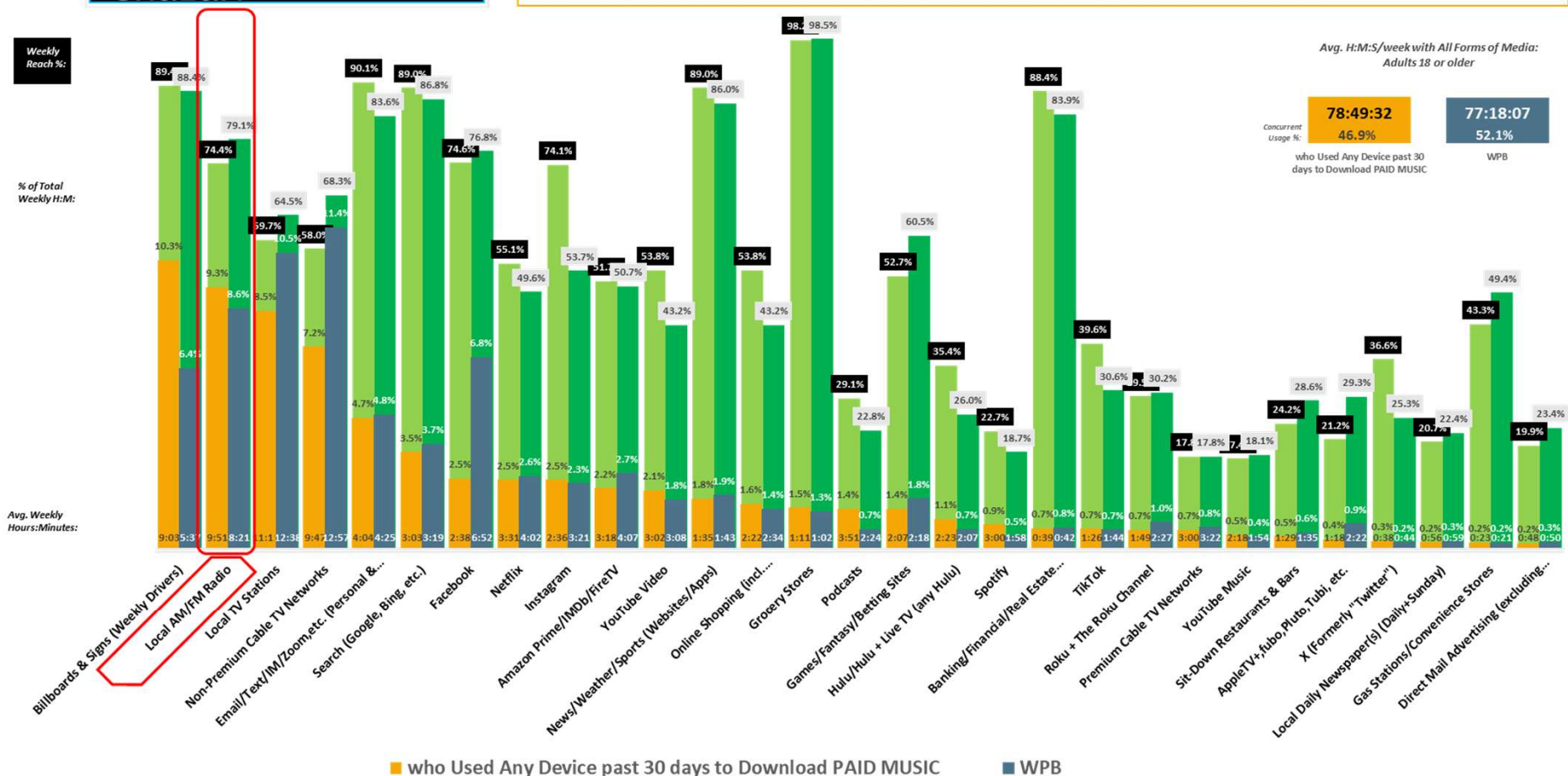
85.3% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an avg. of 7 hours and 28 minutes each week listening to All Local AM/FM Radio, representing 8.2% of total time spent with all forms of Media.



■ who Used Any Device past 30 days to Download PAID MUSIC ■ CIN



Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 3 days, 6 hours, 49 minutes and 32 seconds each week with All Forms of Media.
 74.4% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an avg. of 9 hours and 51 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.



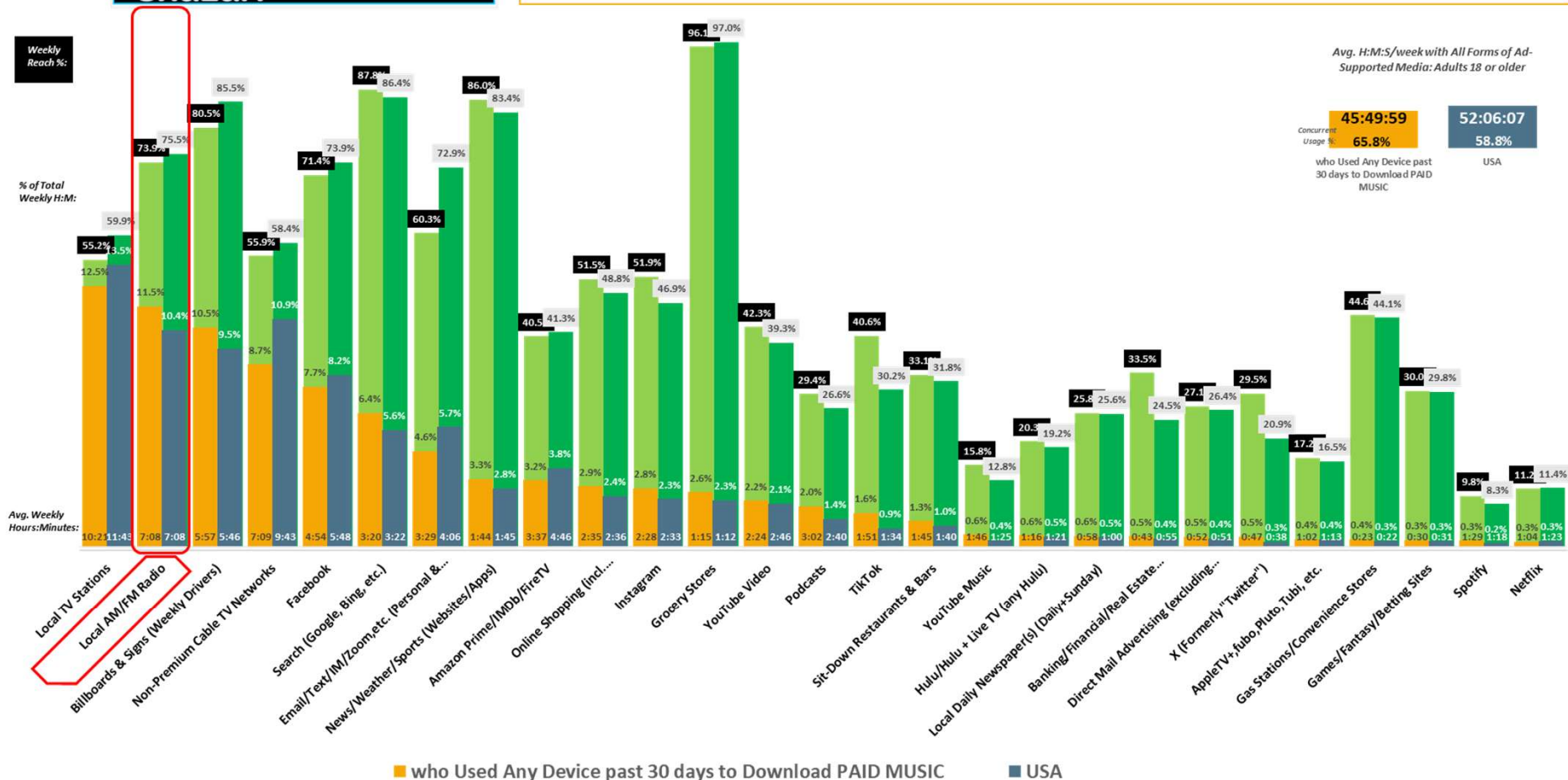
Avg. H:M:S/week with All Forms of Media: Adults 18 or older

Concurrent Usage %: 78:49:32 46.9% who Used Any Device past 30 days to Download PAID MUSIC

77:18:07 52.1% WPB

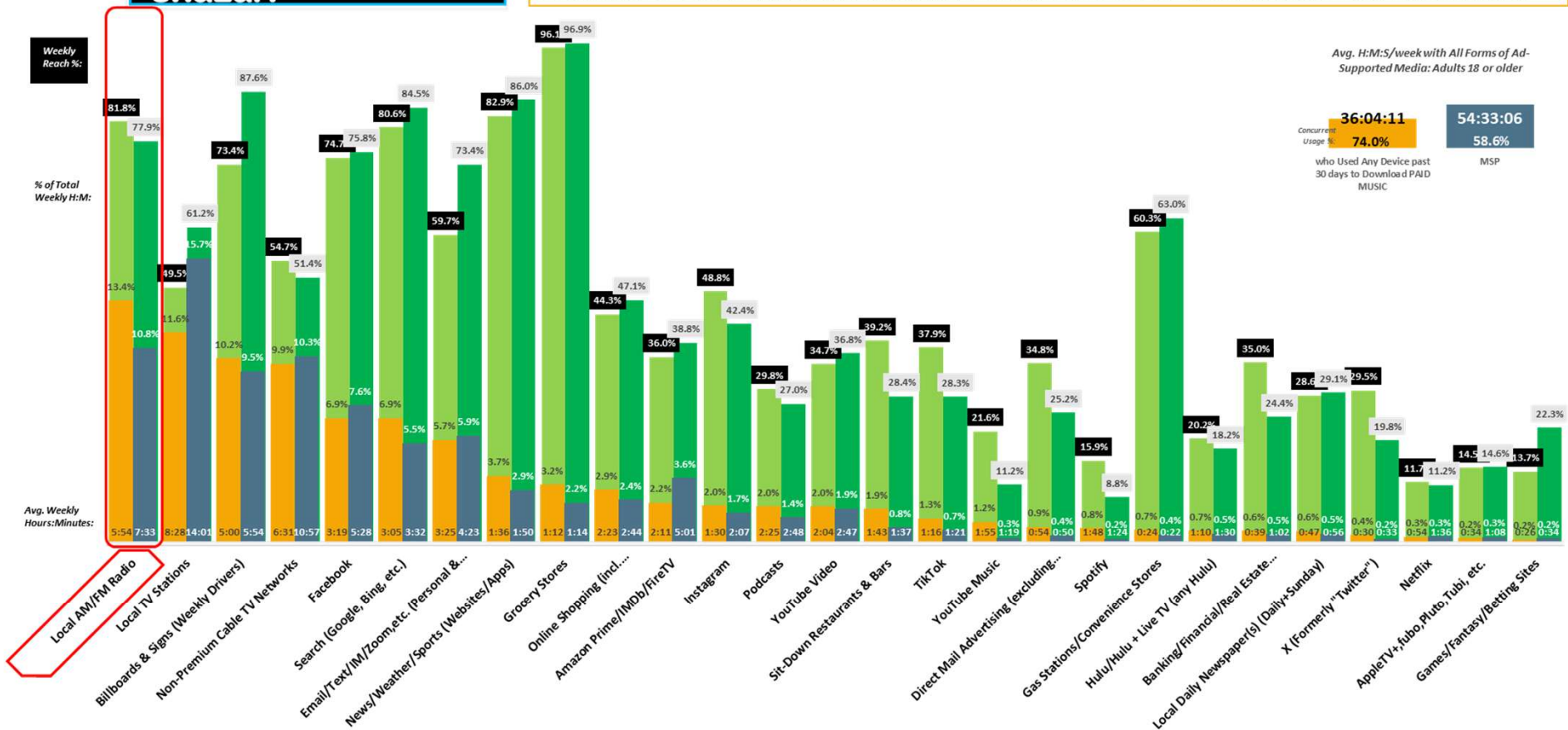


Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 1 days, 21 hours, 49 minutes and 59 seconds each week with All Forms of Ad-Supported Media.
73.9% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an avg. of 7 hours and 8 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.5% of total time spent with all forms of Ad-Supported Media.



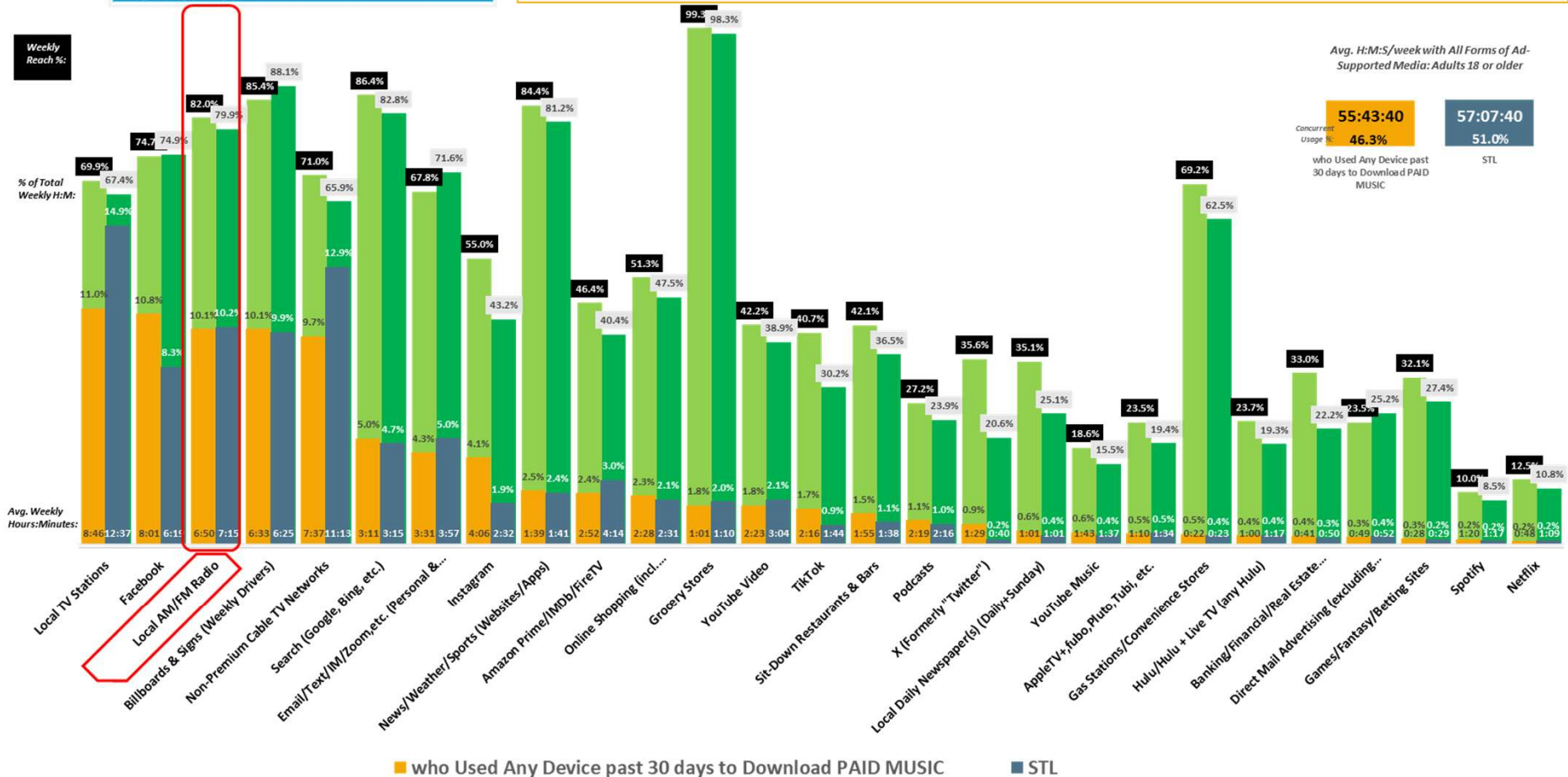


Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 1 days, 12 hours, 4 minutes and 11 seconds each week with All Forms of Ad-Supported Media.
 81.8% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an avg. of 5 hours and 54 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.4% of total time spent with all forms of Ad-Supported Media.



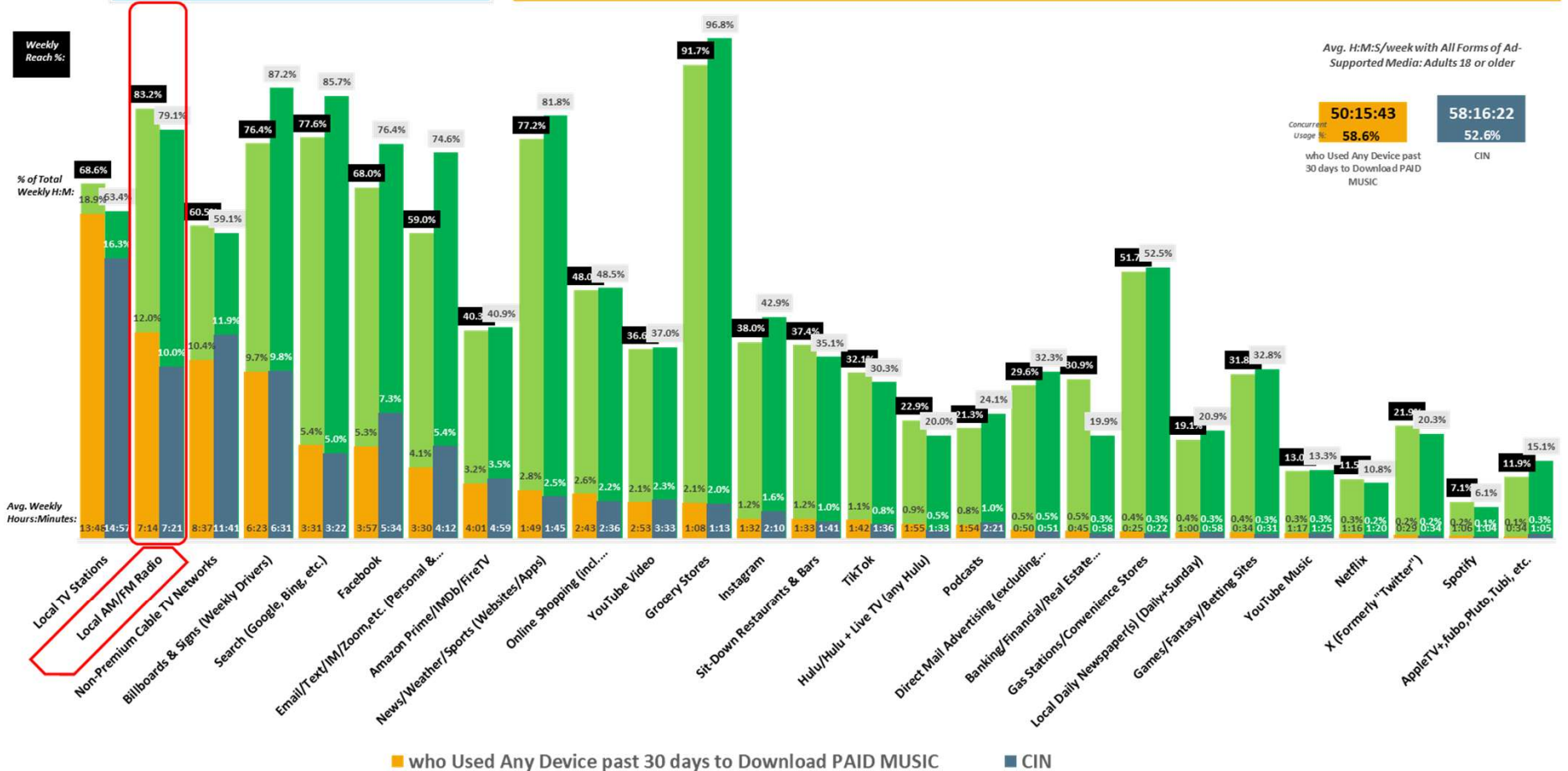


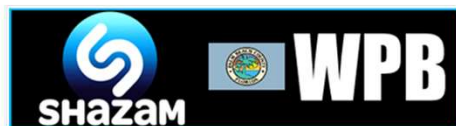
Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 2 days, 7 hours, 43 minutes and 40 seconds each week with All Forms of Ad-Supported Media.
 82.% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an avg. of 6 hours and 50 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.1% of total time spent with all forms of Ad-Supported Media.



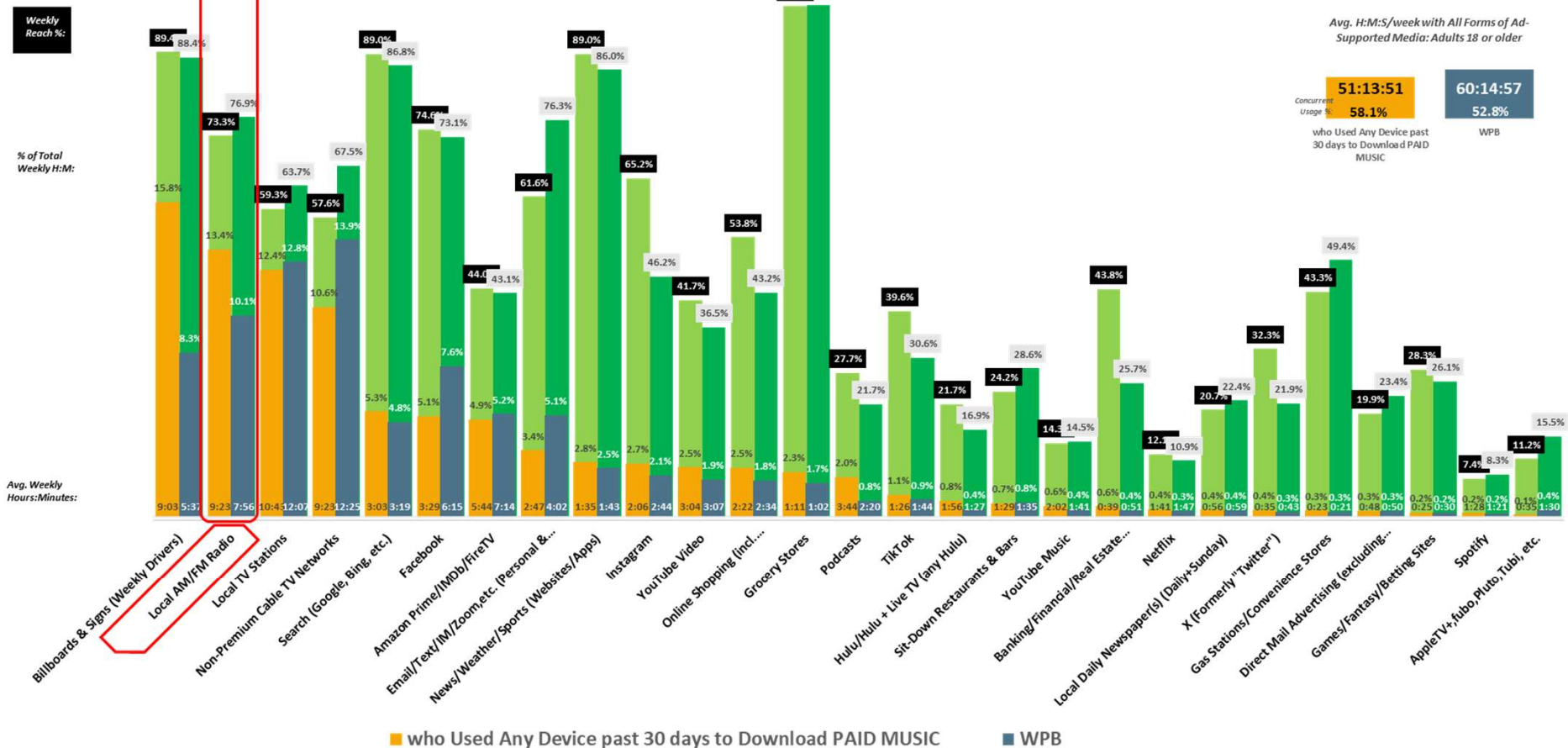


Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 2 days, 2 hours, 15 minutes and 43 seconds each week with All Forms of Ad-Supported Media.
 83.2% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an avg. of 7 hours and 14 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 2 days, 3 hours, 13 minutes and 51 seconds each week with All Forms of Ad-Supported Media.
 73.3% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an avg. of 9 hours and 23 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.4% of total time spent with all forms of Ad-Supported Media.

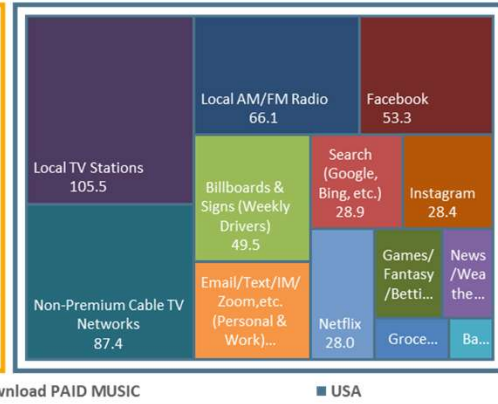
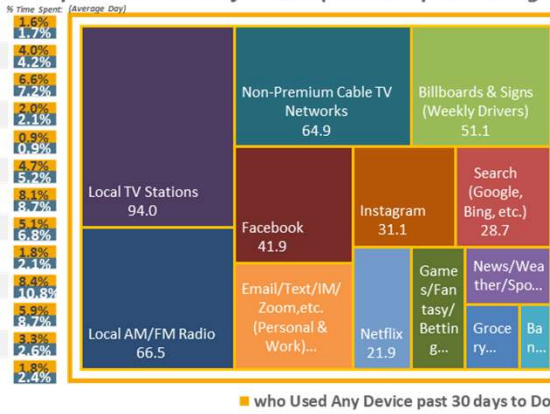
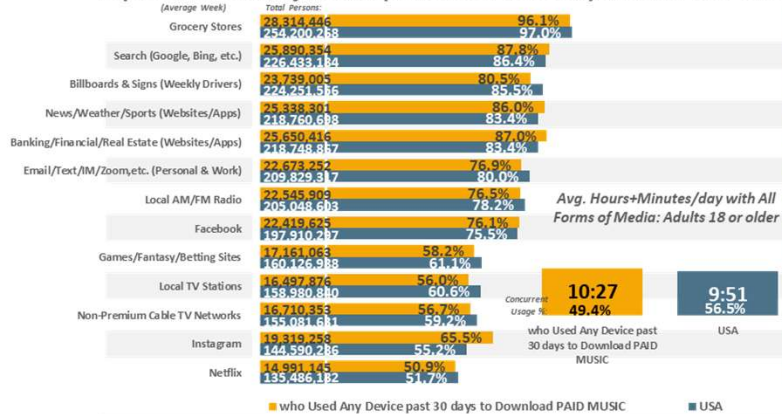




Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 6 hours and 32 minutes each day with All Forms of Ad-Supported Media. 73.9% listen to Local AM/FM Radio for an avg. of 61.2 minutes/day. (Local Radio delivers 11.5% of Time with Ad-Supported Media.)

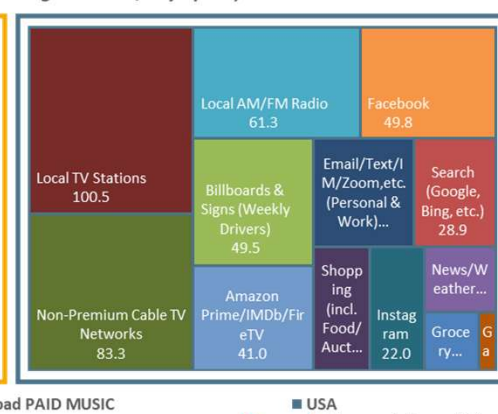
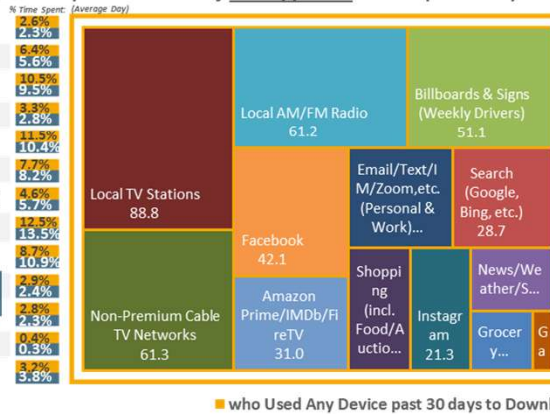
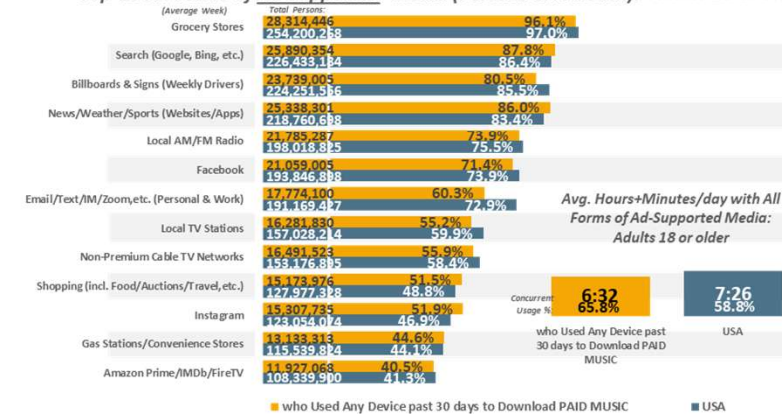
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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 2026: Sep24-Feb26 Qual Intab 2,741
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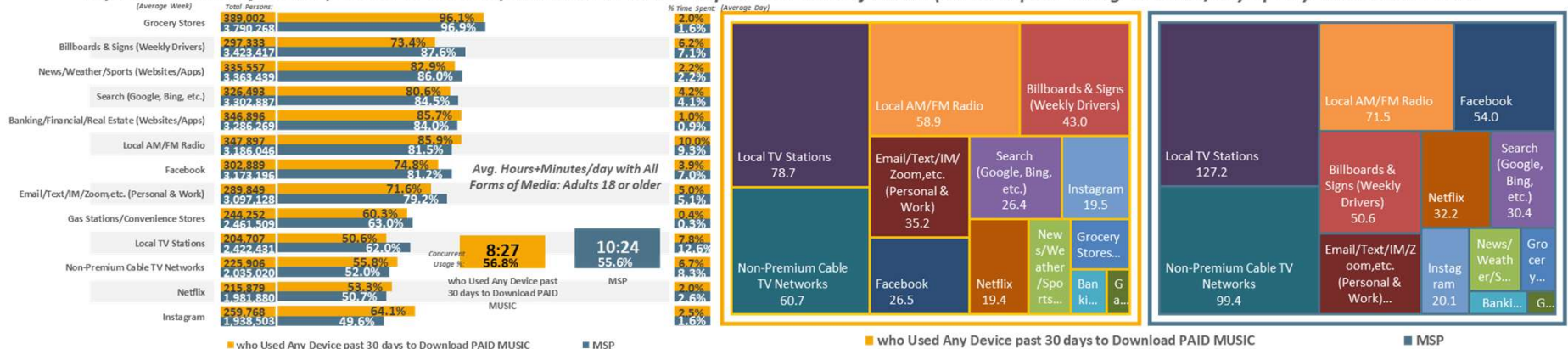
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Ways used Internet/apps past 30 days on any device: Audio content: Download paid music

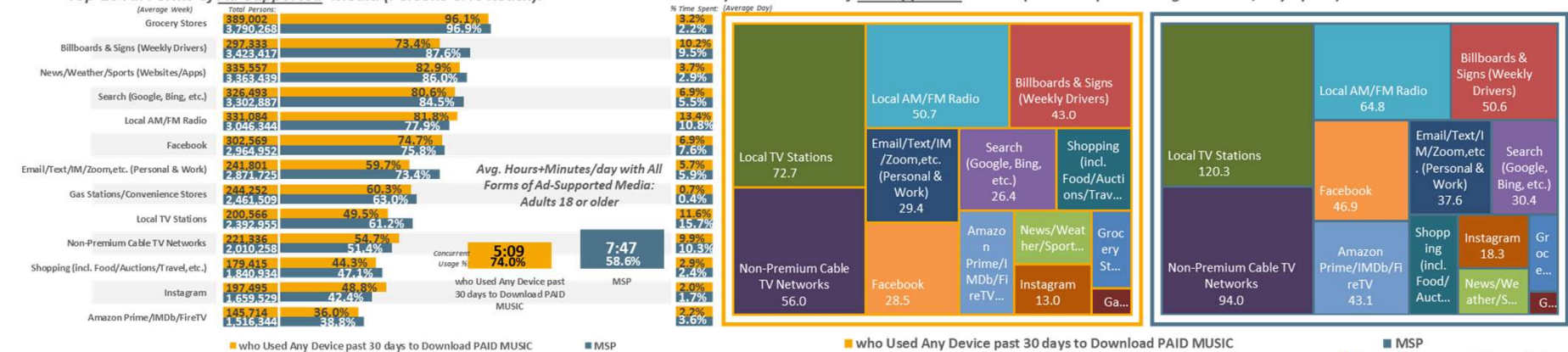


Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 5 hours and 9 minutes each day with All Forms of Ad-Supported Media. 81.8% listen to Local AM/FM Radio for an avg. of 50.7 minutes/day. (Local Radio delivers 13.4% of Time with Ad-Supported Media.)

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**



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 174
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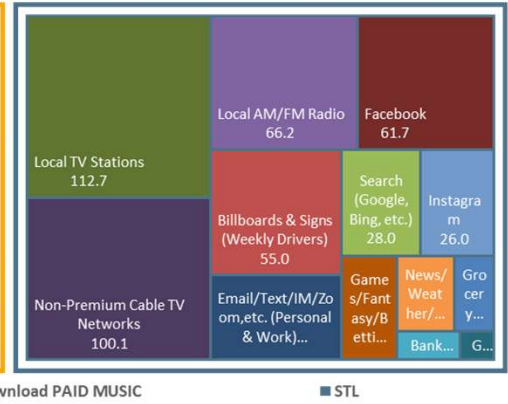
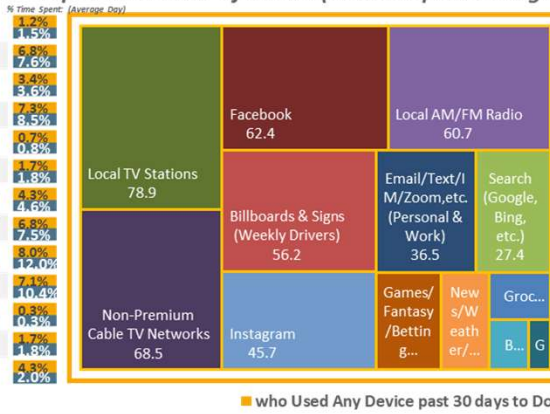
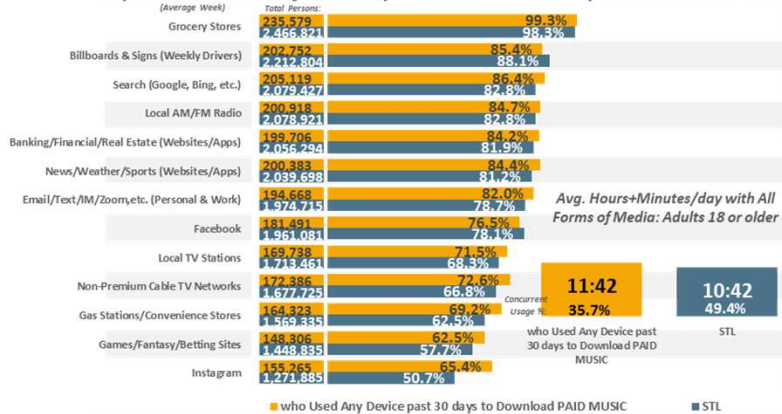
Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 7 hours and 57 minutes each day with All Forms of Ad-Supported Media. 82.% listen to Local AM/FM Radio for an avg. of 58.6 minutes/day. (Local Radio delivers 10.1% of Time with Ad-Supported Media.)

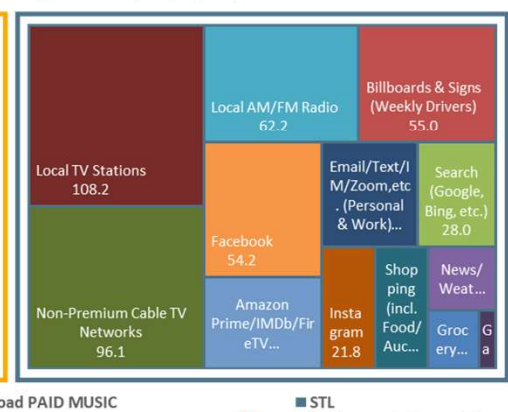
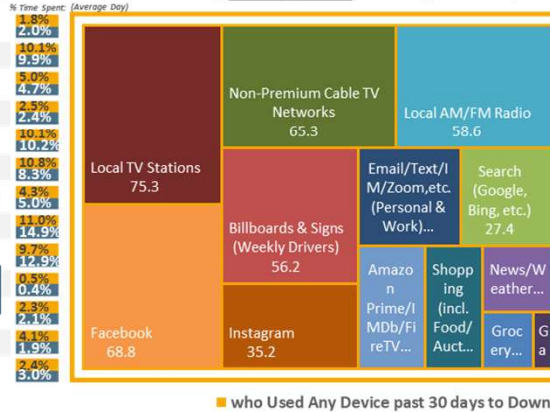
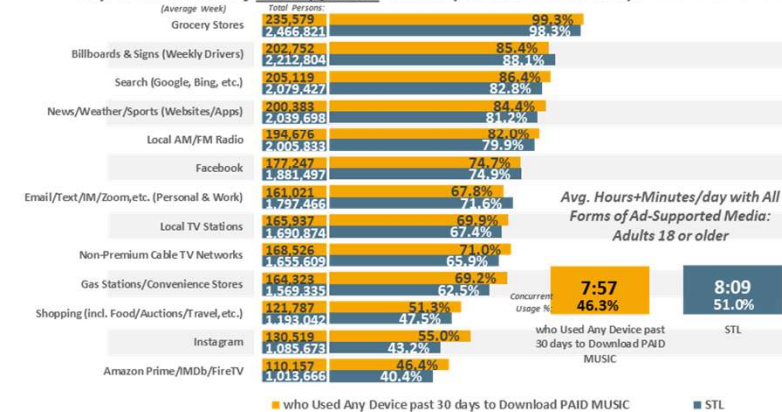
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

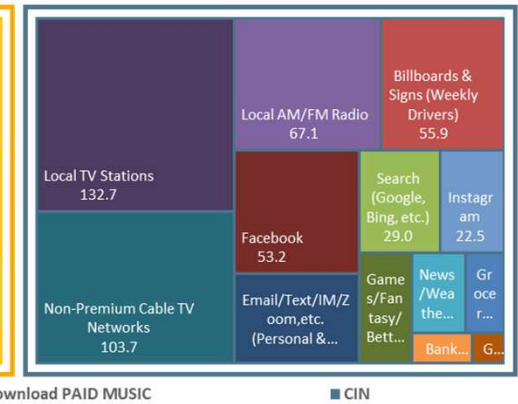
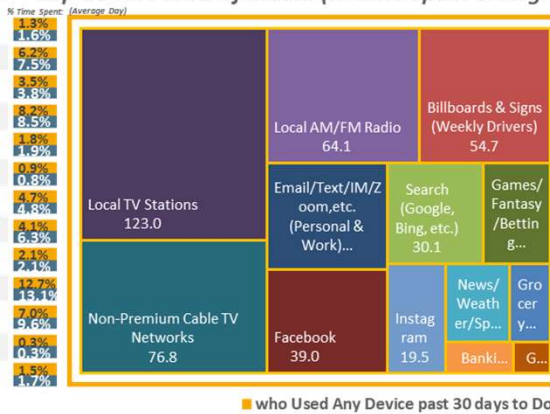
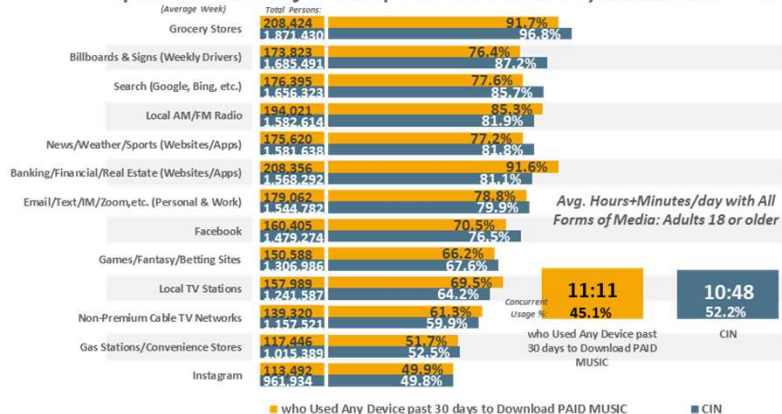
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



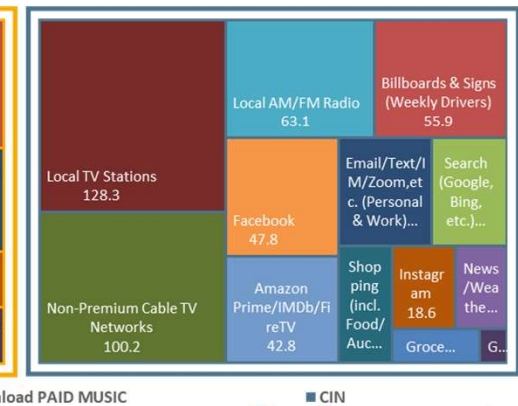
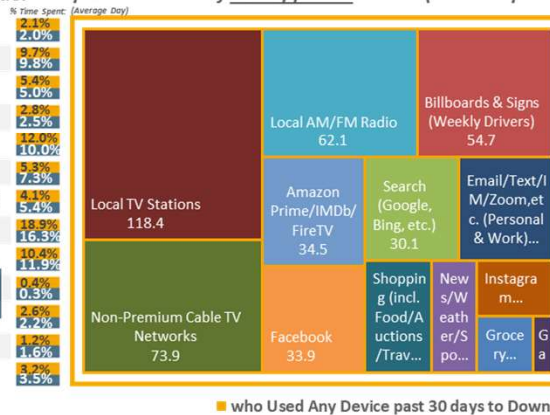
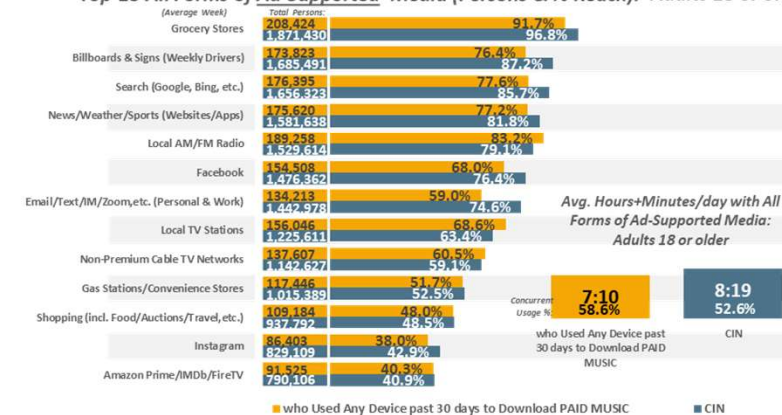


Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 7 hours and 10 minutes each day with All Forms of Ad-Supported Media. 83.2% listen to Local AM/FM Radio for an avg. of 62.1 minutes/day. (Local Radio delivers 12.% of Time with Ad-Supported Media.)

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



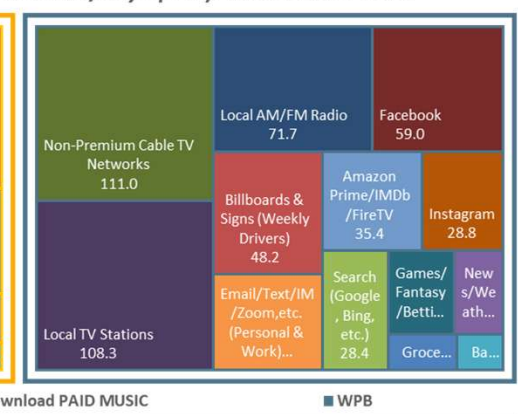
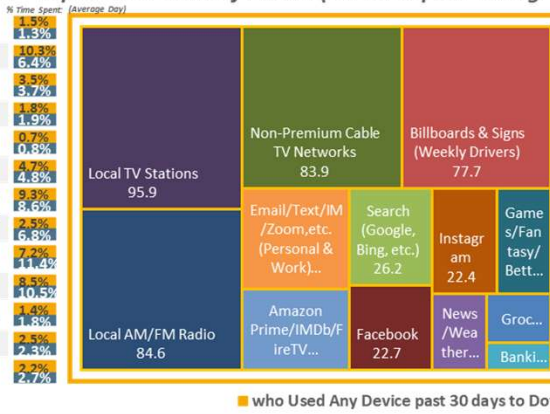
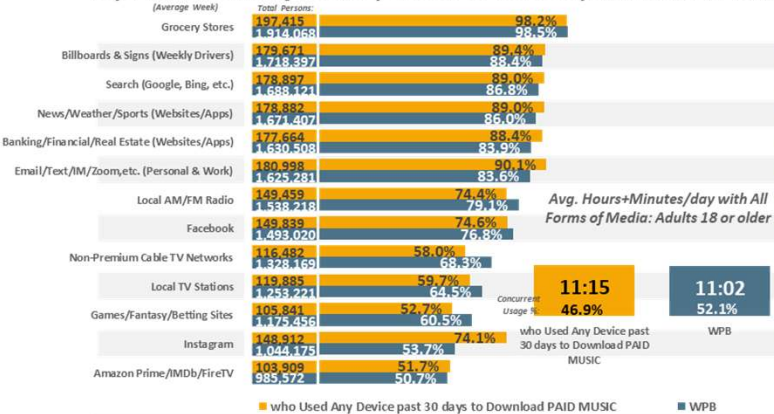
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



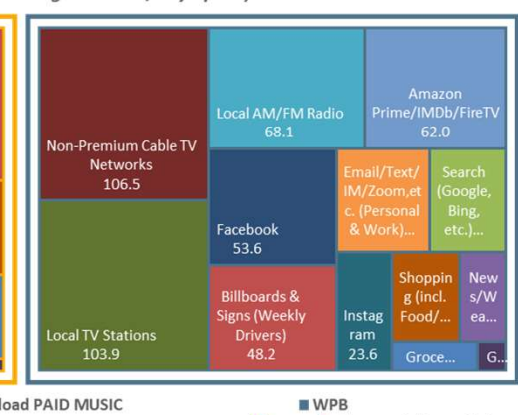
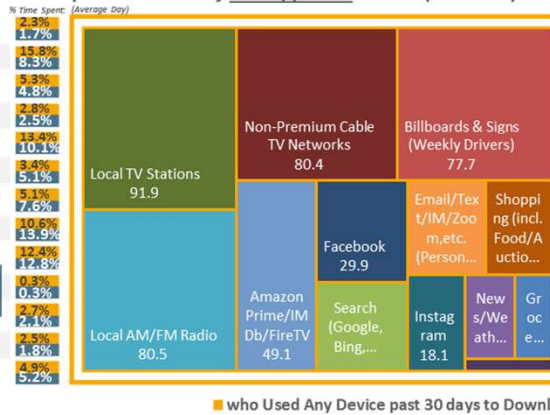
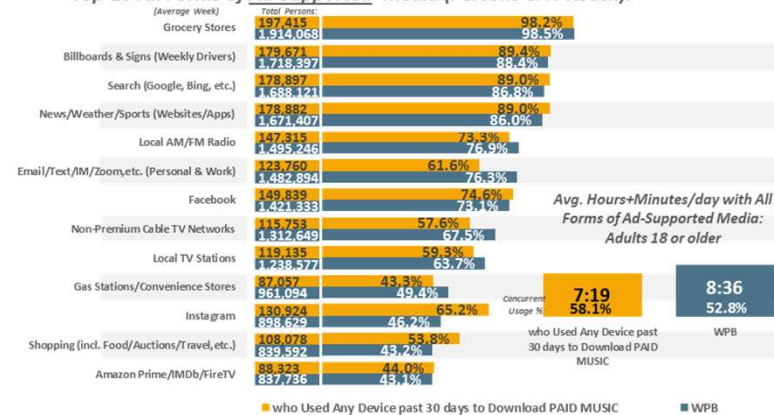


Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 7 hours and 19 minutes each day with All Forms of Ad-Supported Media. 73.3% listen to Local AM/FM Radio for an avg. of 80.5 minutes/day. (Local Radio delivers 13.4% of Time with Ad-Supported Media.)

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**



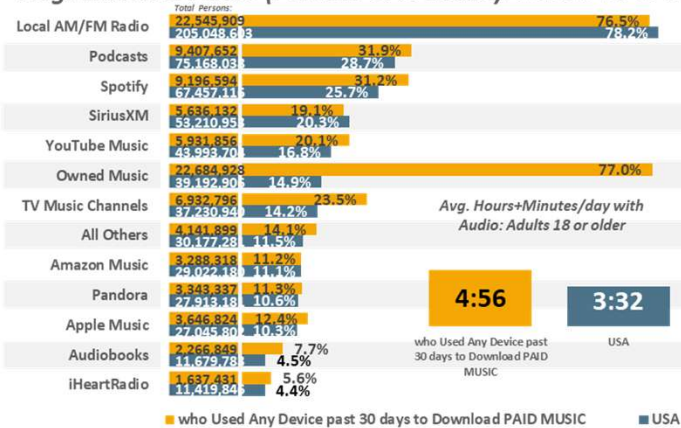
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



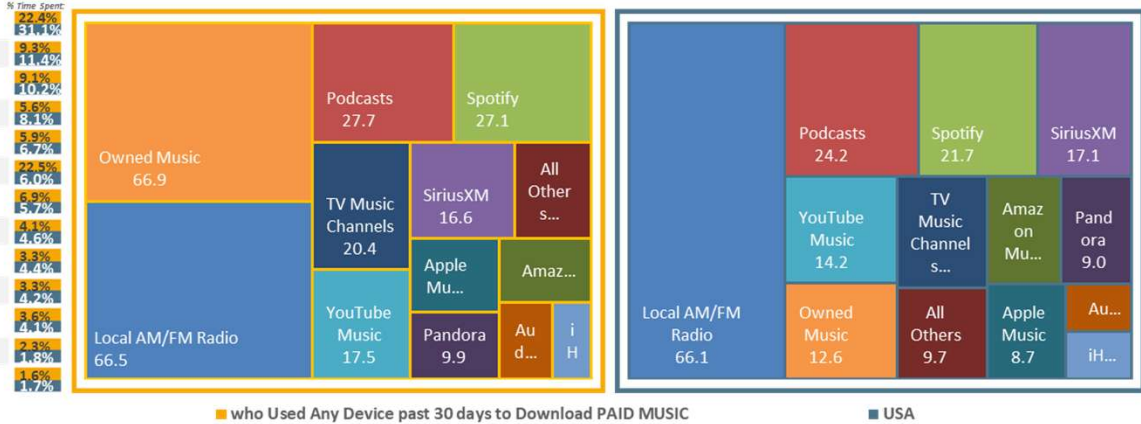


21,785,287 or 73.9% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC listen to Ad-Supported Local AM/FM Radio for an average of 61.2 minutes every day representing 36.3% of all time spent daily with Ad-Supported Audio.

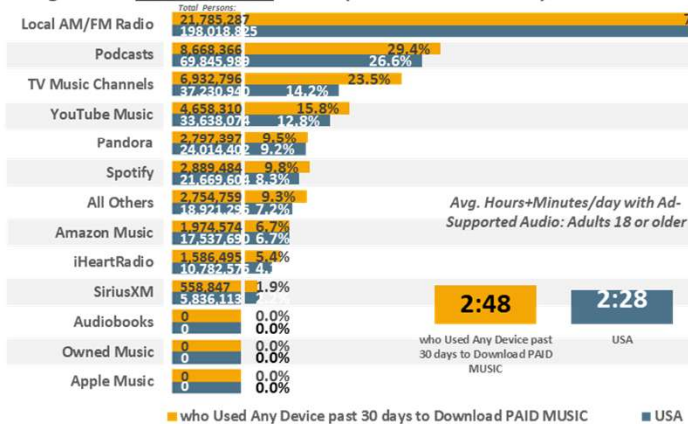
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



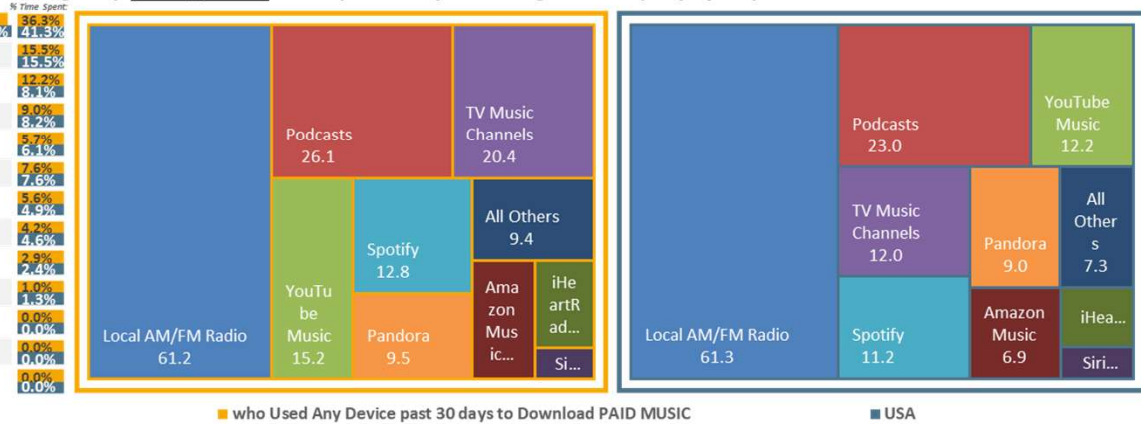
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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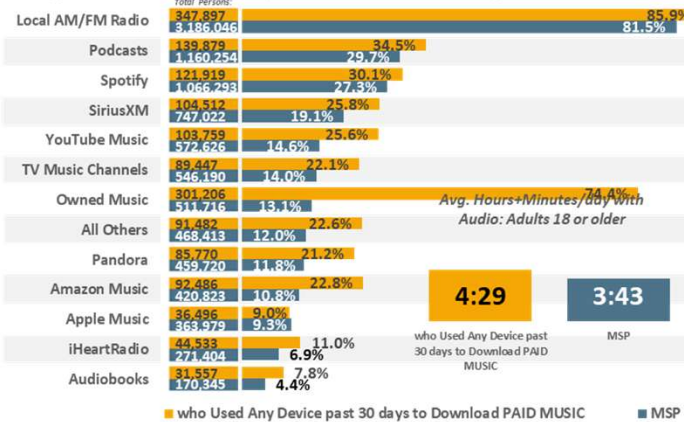
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Audio content: Download paid music

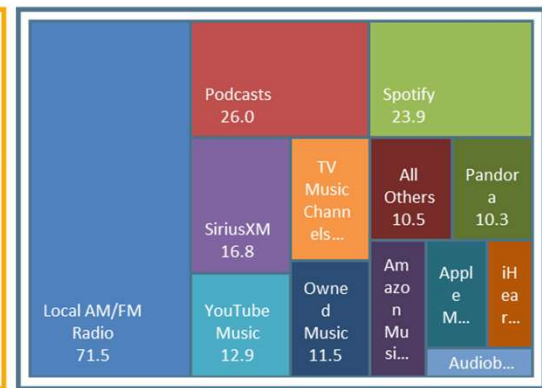
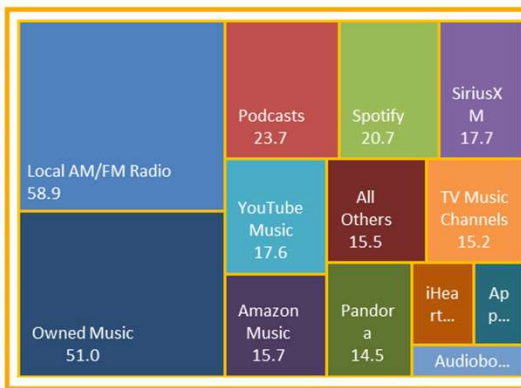


331,084 or 81.8% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC listen to Ad-Supported Local AM/FM Radio for an average of 50.7 minutes every day representing 29.8% of all time spent daily with Ad-Supported Audio.

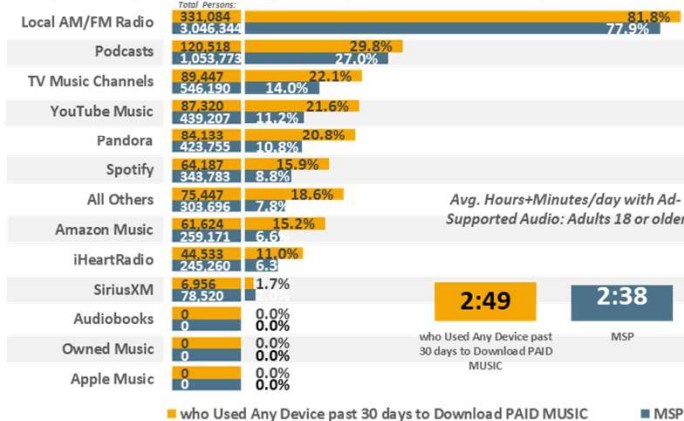
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



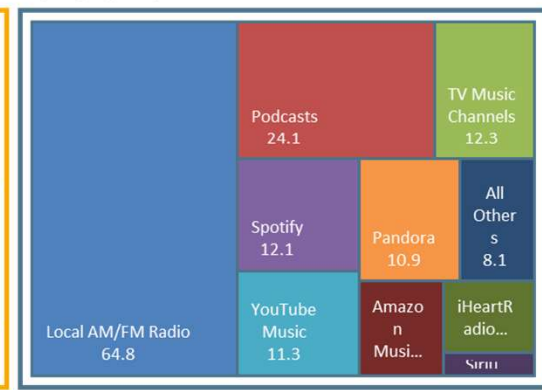
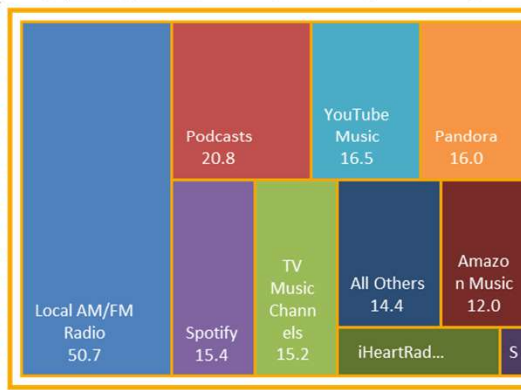
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

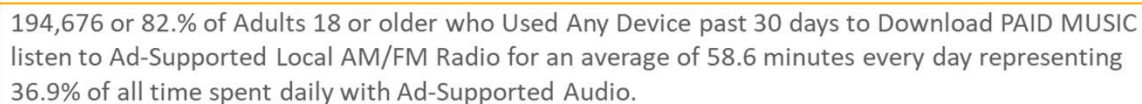


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older

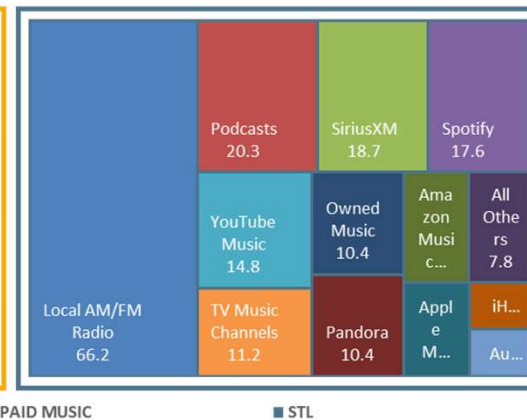
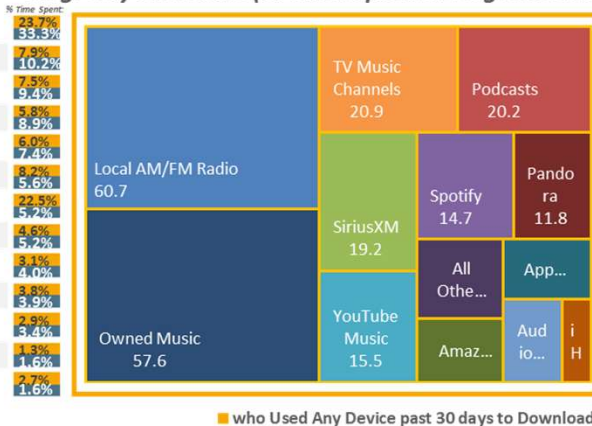


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

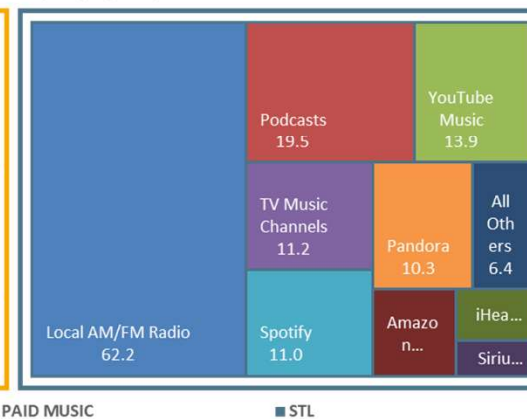
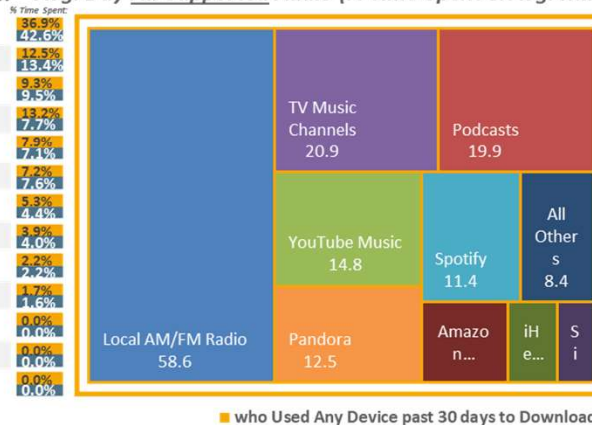




Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



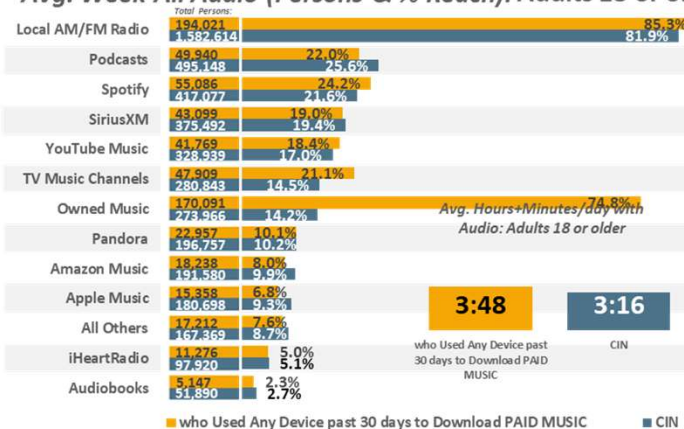
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



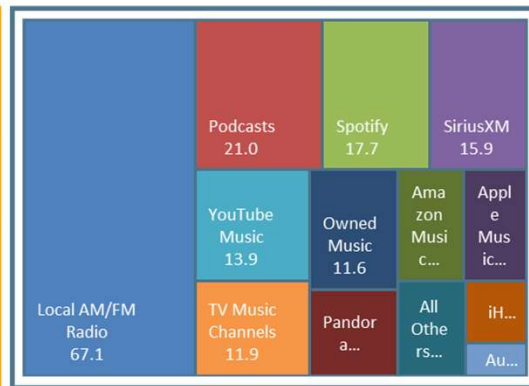
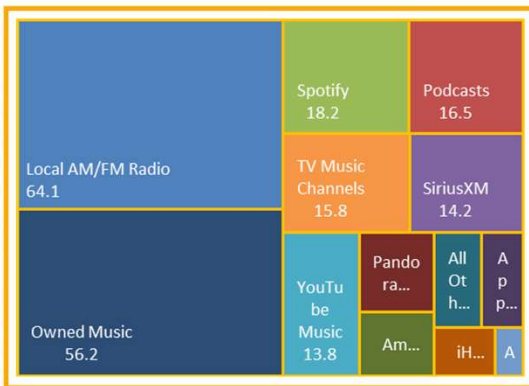


189,258 or 83.2% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC listen to Ad-Supported Local AM/FM Radio for an average of 62.1 minutes every day representing 46.5% of all time spent daily with Ad-Supported Audio.

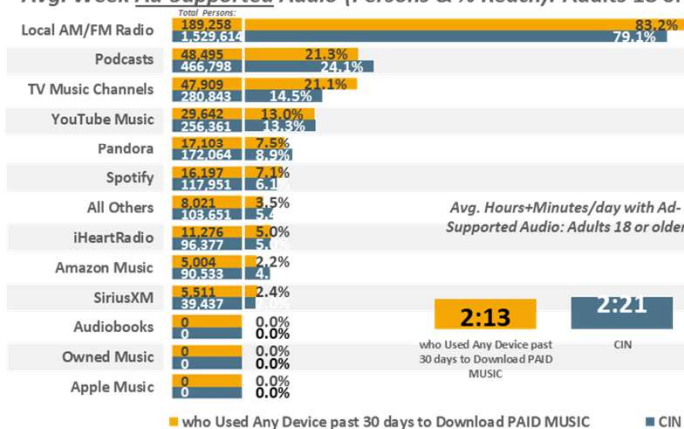
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



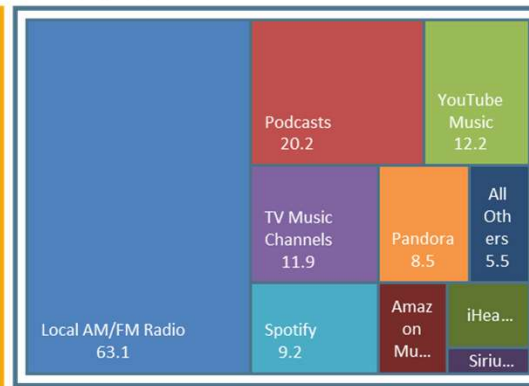
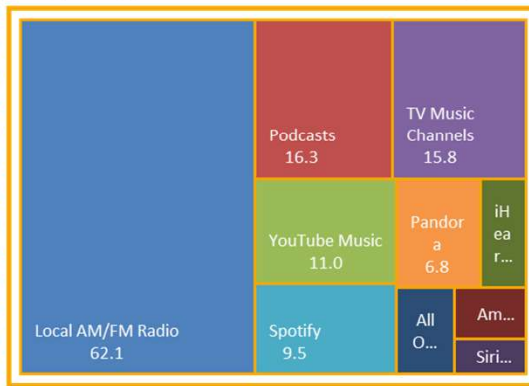
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



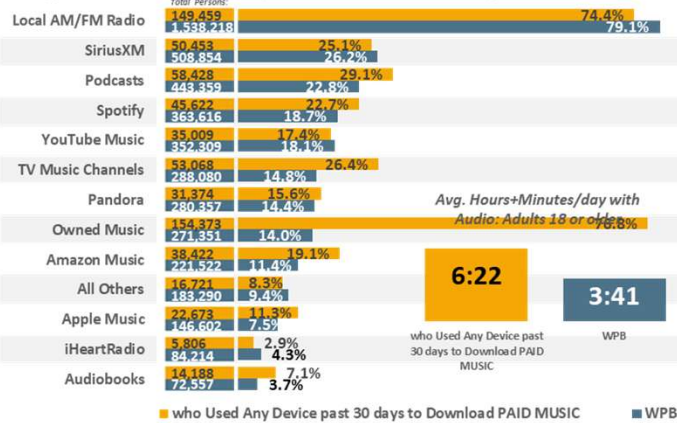
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



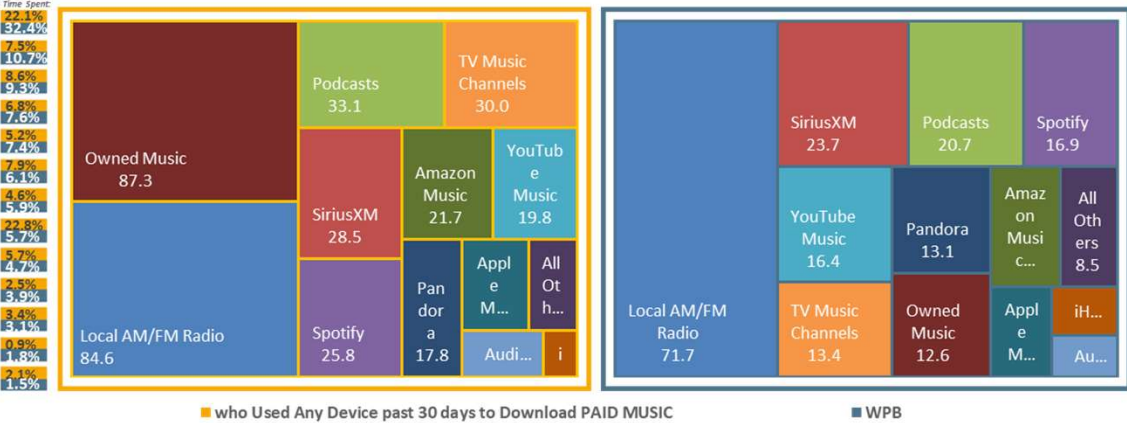


147,315 or 73.3% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC listen to Ad-Supported Local AM/FM Radio for an average of 80.5 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.

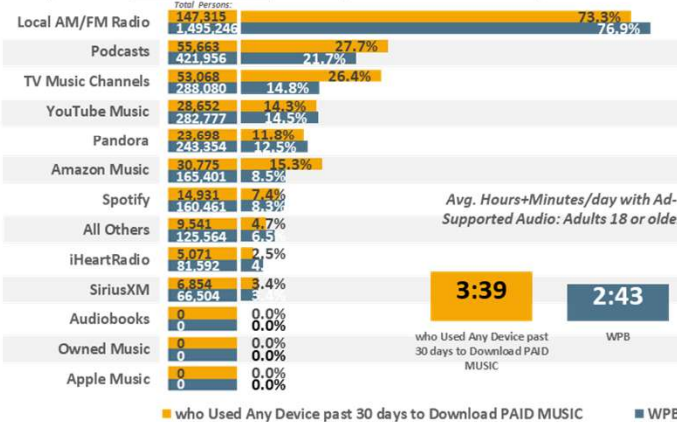
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



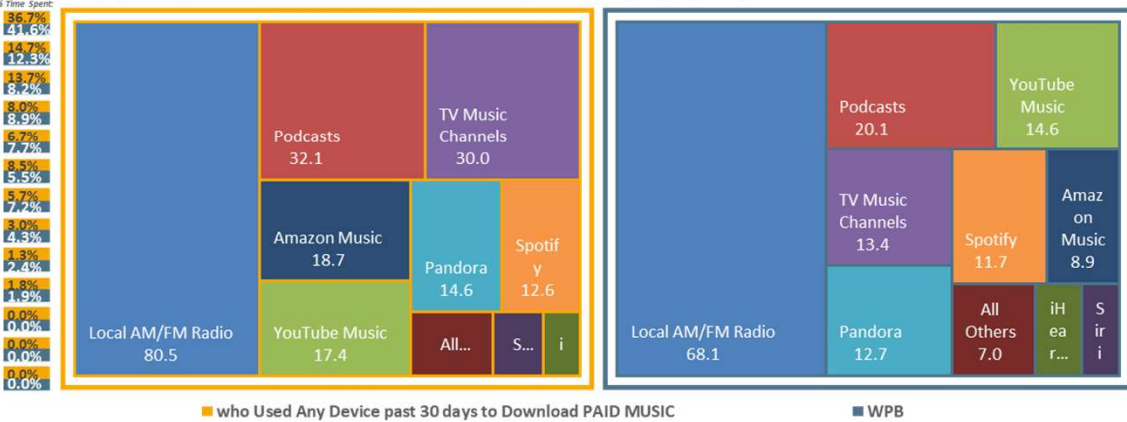
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

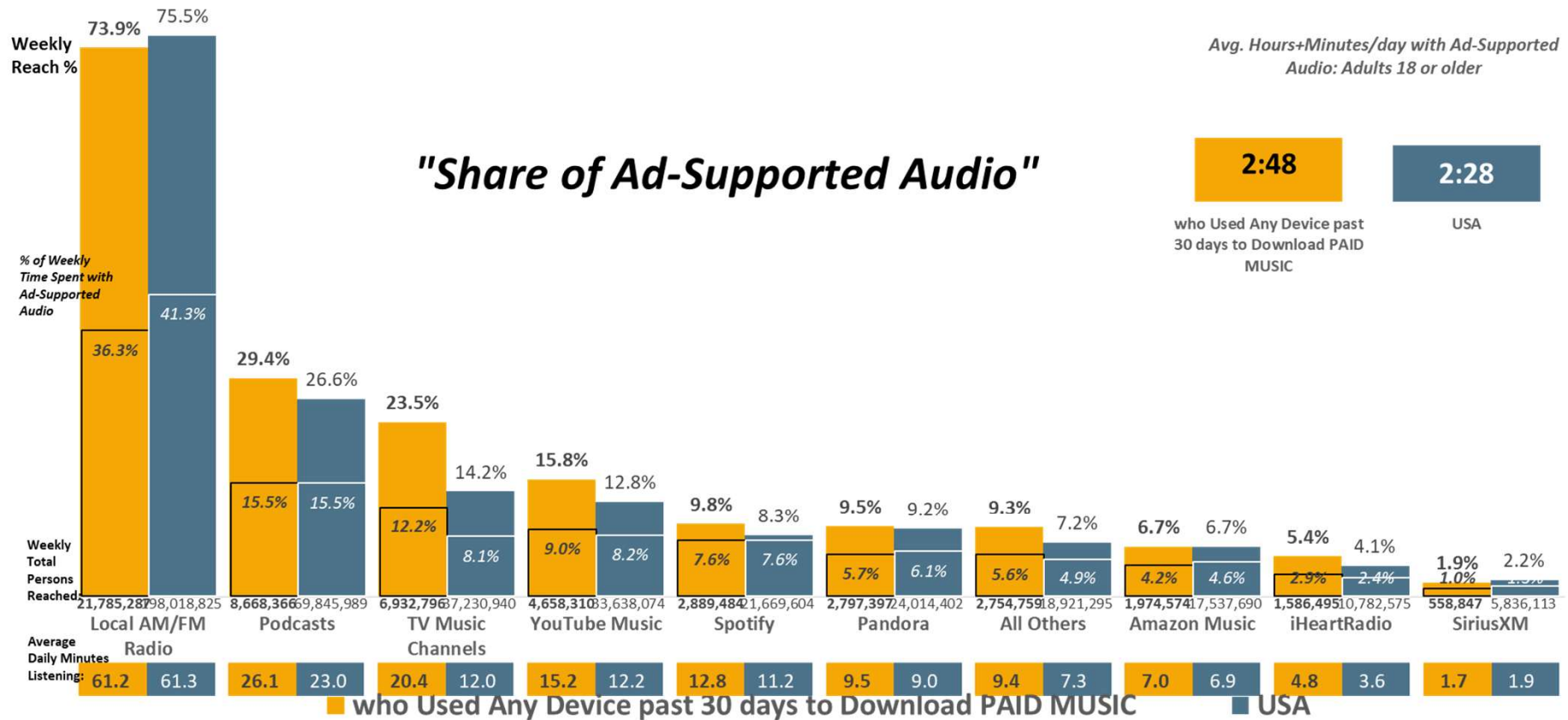


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



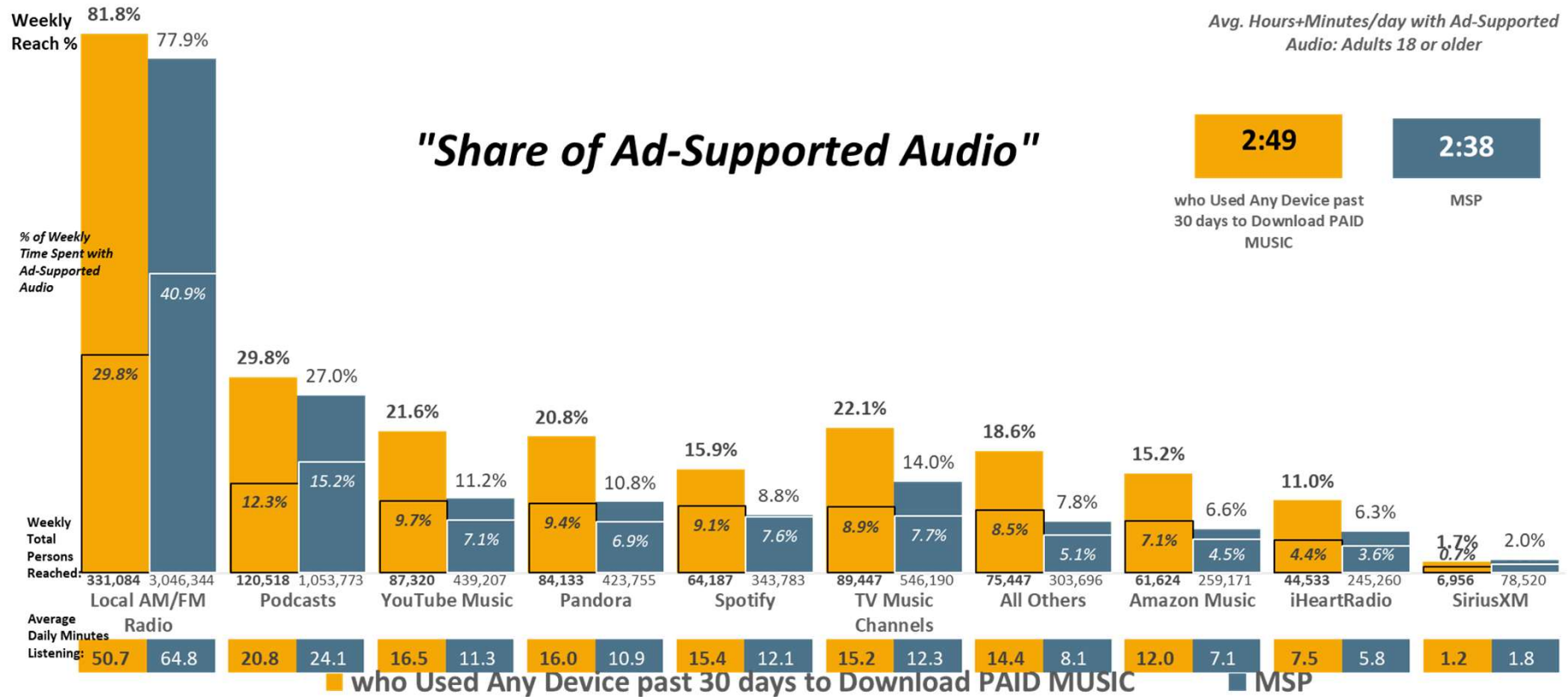


21,785,287 or 73.9% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC listen to Ad-Supported Local AM/FM Radio for an average of 61.2 minutes every day representing 36.3% of all time spent daily with Ad-Supported Audio.



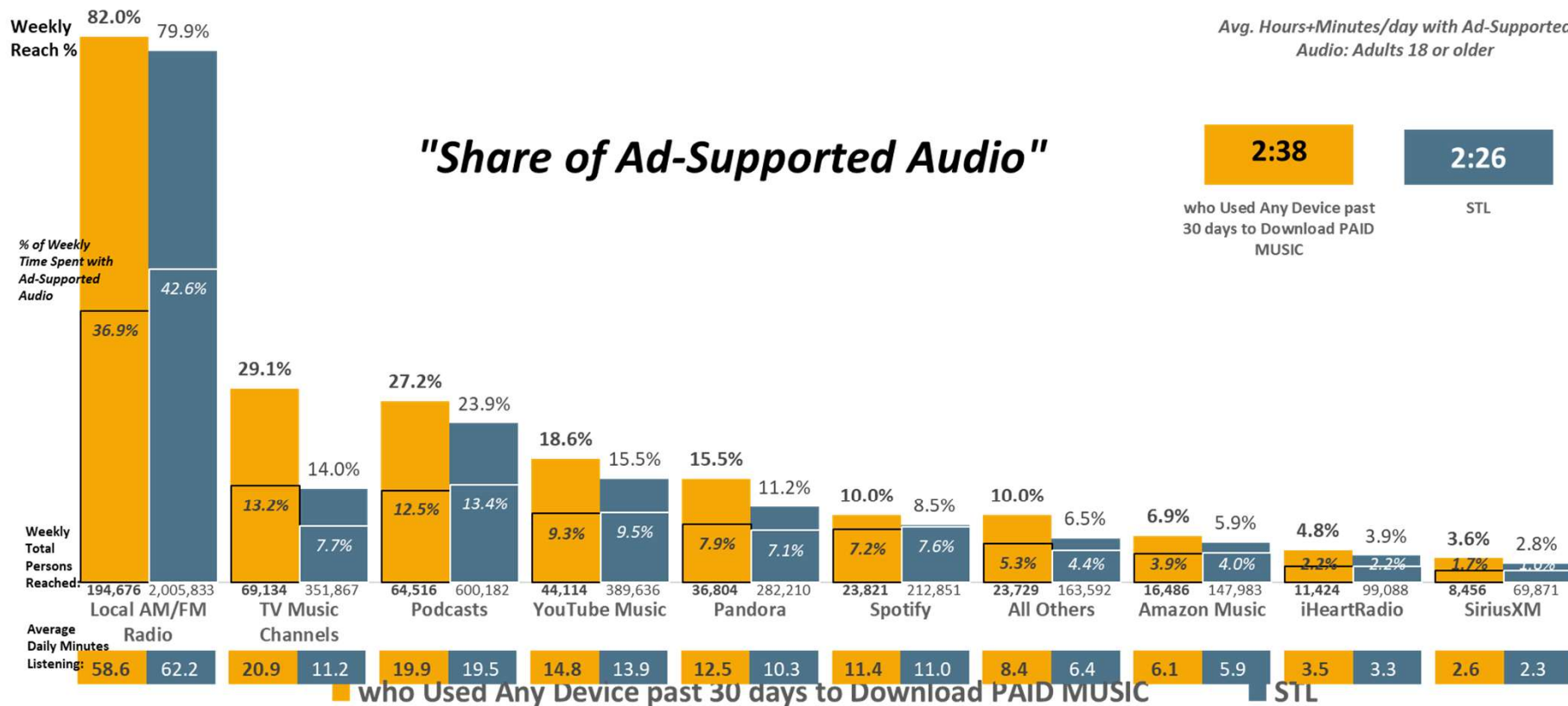


331,084 or 81.8% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC listen to Ad-Supported Local AM/FM Radio for an average of 50.7 minutes every day representing 29.8% of all time spent daily with Ad-Supported Audio.



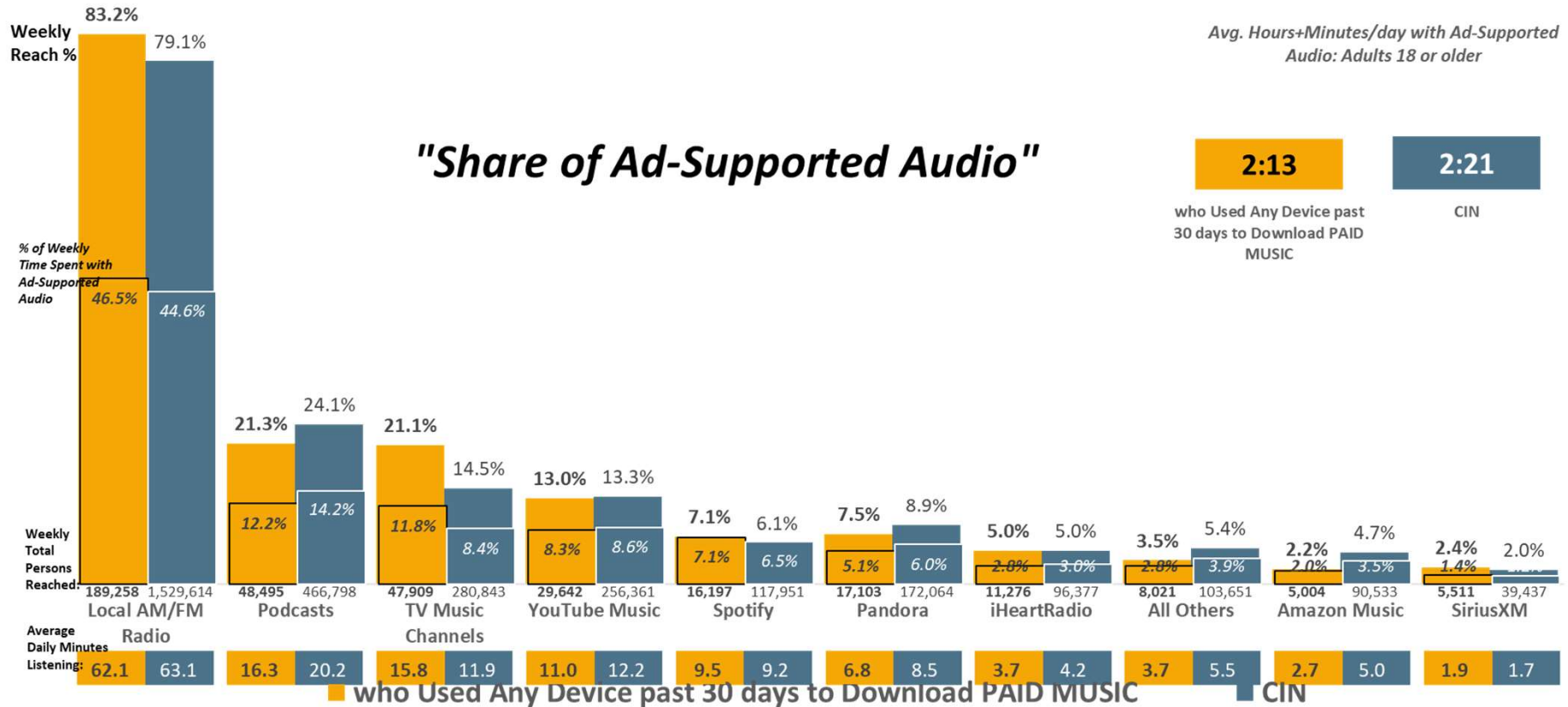


194,676 or 82.% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC listen to Ad-Supported Local AM/FM Radio for an average of 58.6 minutes every day representing 36.9% of all time spent daily with Ad-Supported Audio.



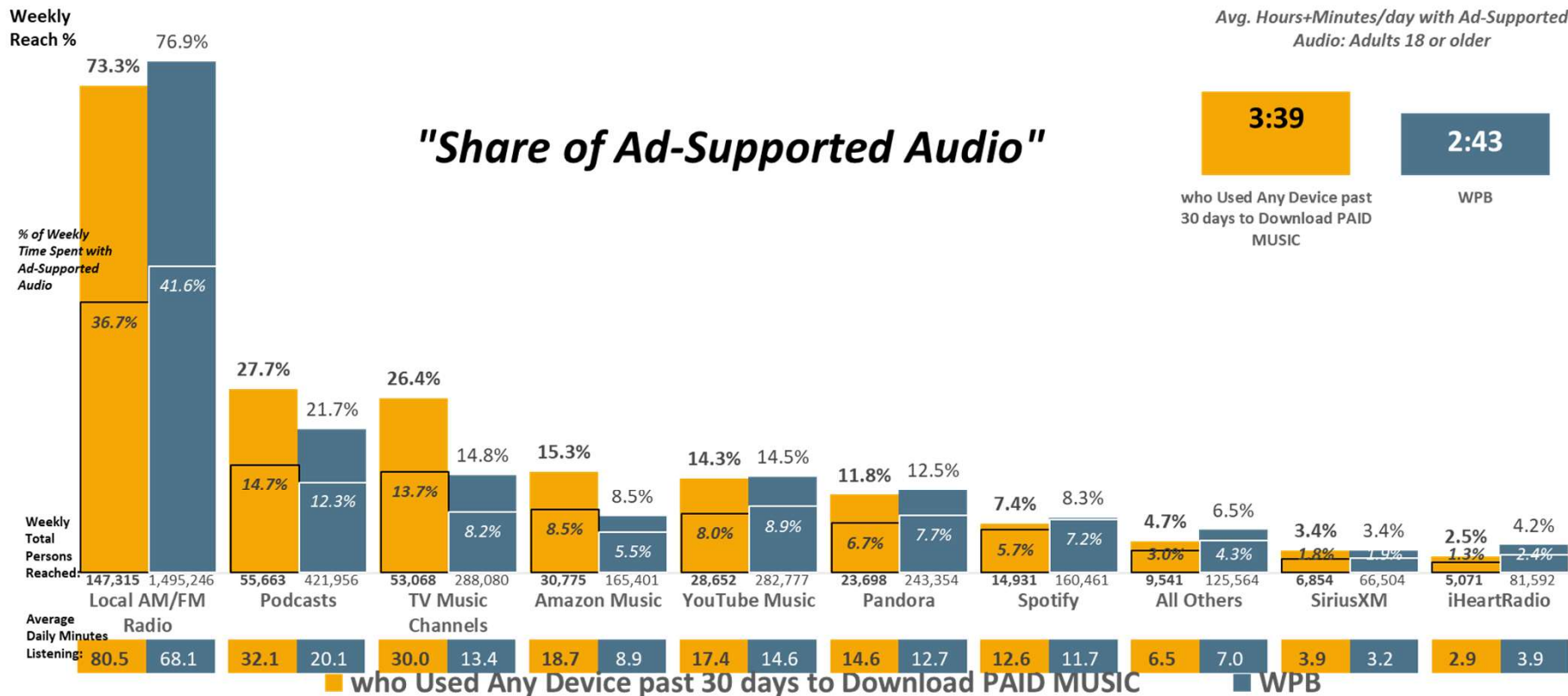


189,258 or 83.2% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC listen to Ad-Supported Local AM/FM Radio for an average of 62.1 minutes every day representing 46.5% of all time spent daily with Ad-Supported Audio.





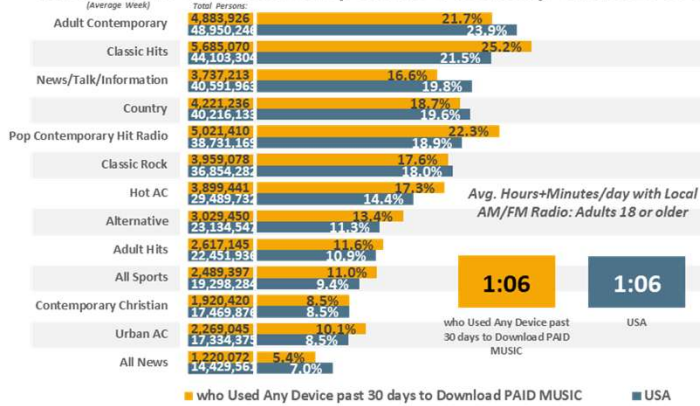
147,315 or 73.3% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC listen to Ad-Supported Local AM/FM Radio for an average of 80.5 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.



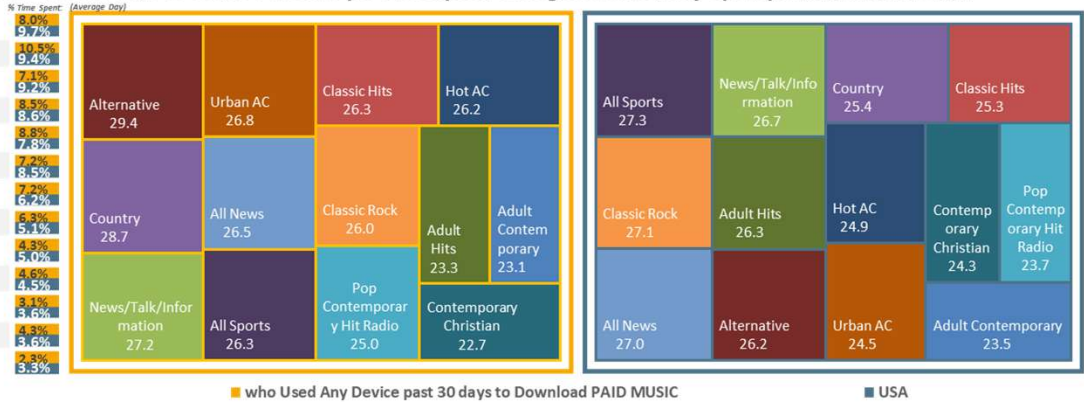


21,785,287 or 73.9% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Pop Contemporary Hit Radio, Adult Contemporary, Country, and Classic Rock.

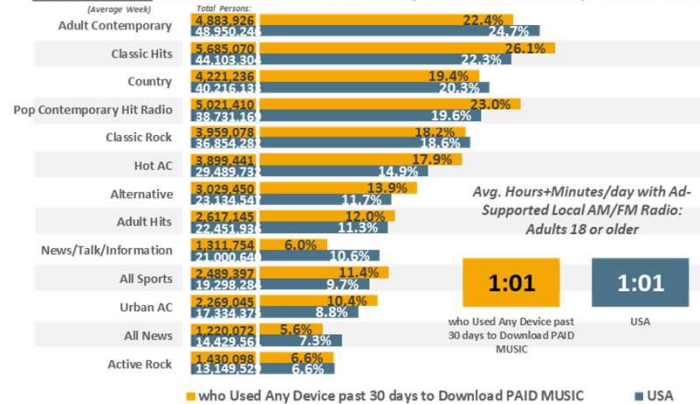
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



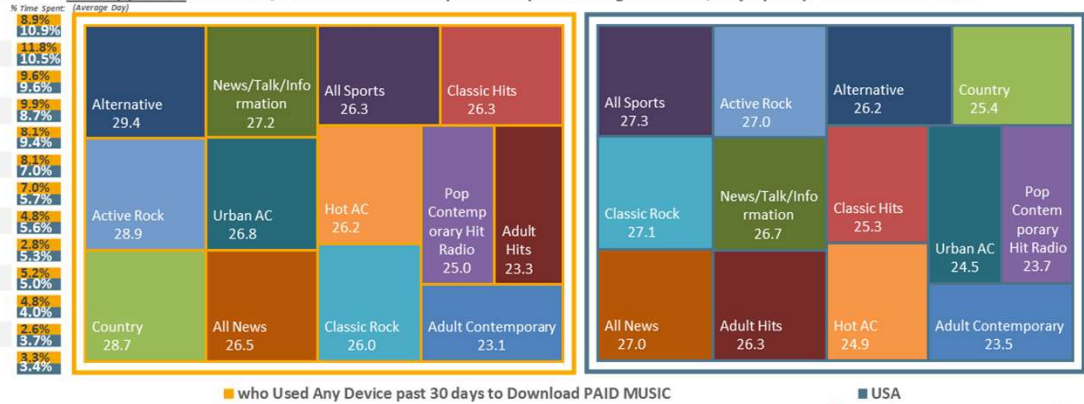
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,741
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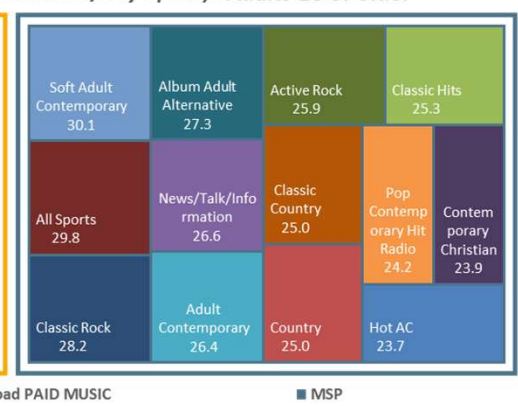
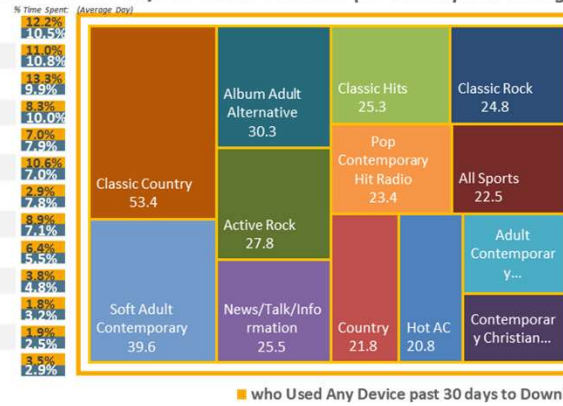
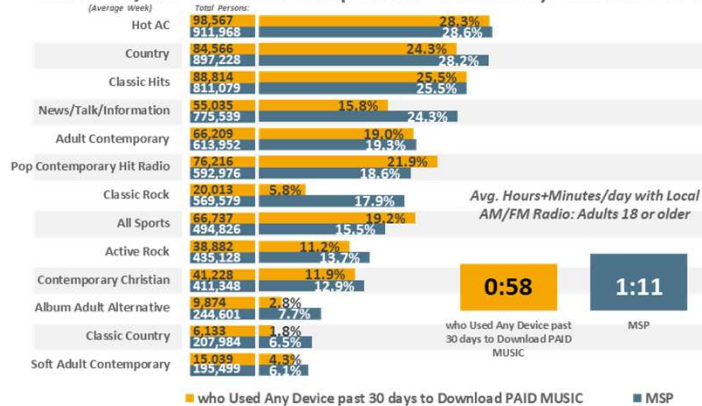
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Ways used Internet/apps past 30 days on any device: Audio content: Download paid music

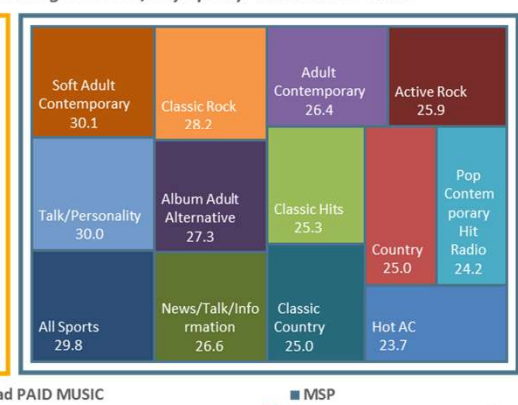
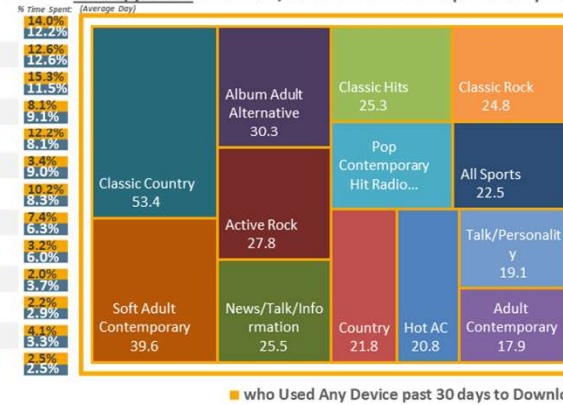
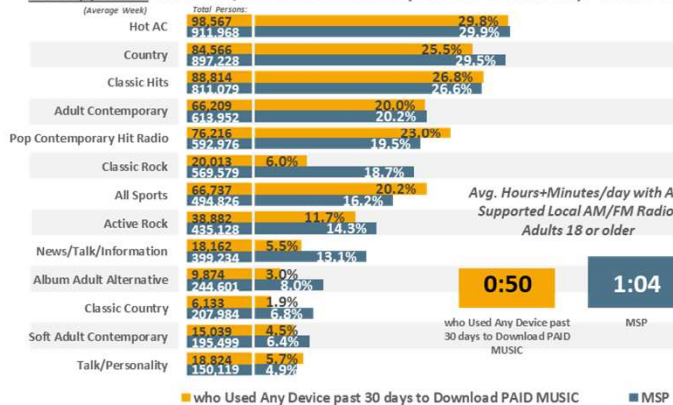


331,084 or 81.8% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Classic Hits, Country, Pop Contemporary Hit Radio, and All Sports.

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**



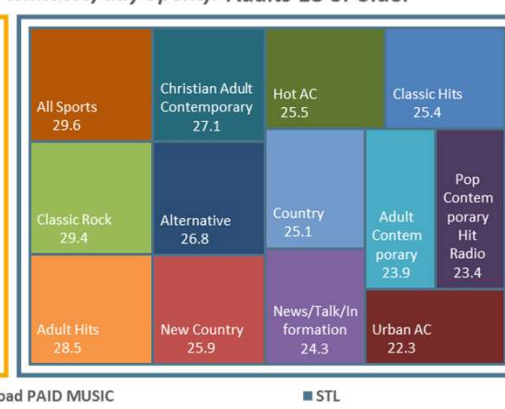
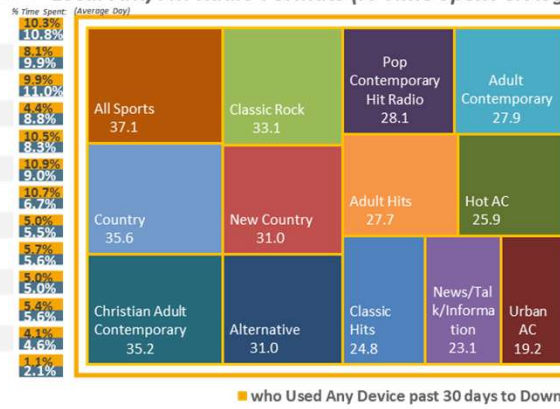
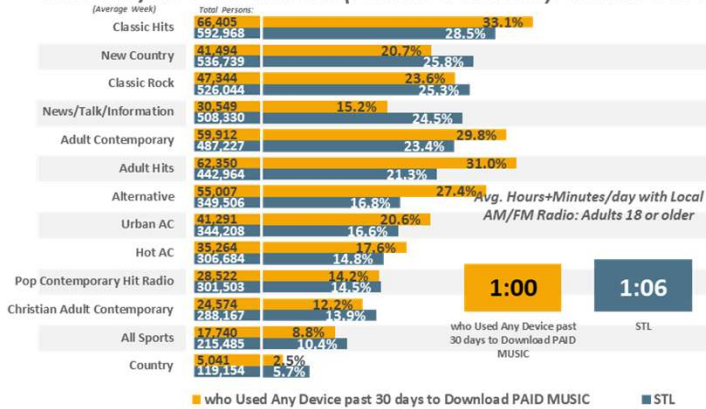
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



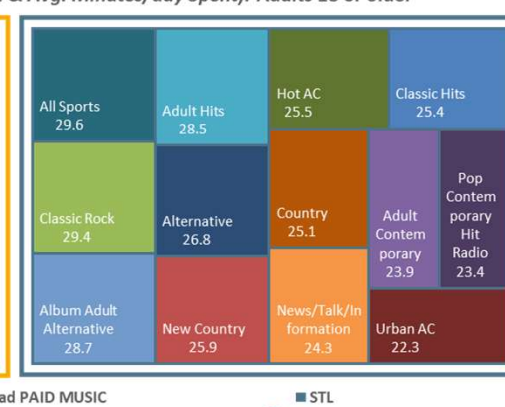
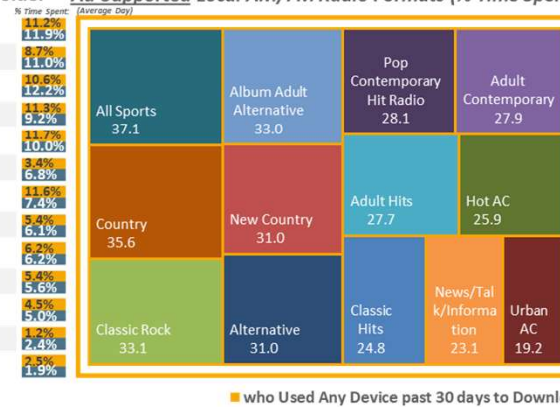
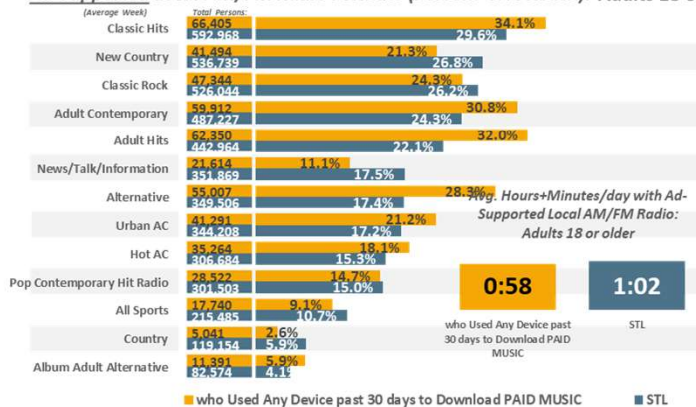


194,676 or 82.% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Hits, Adult Contemporary, Alternative, and Classic Rock.

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**



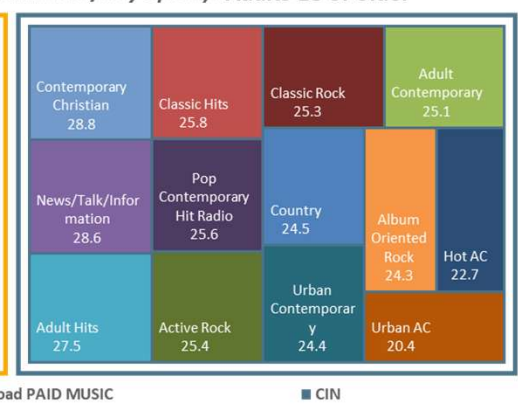
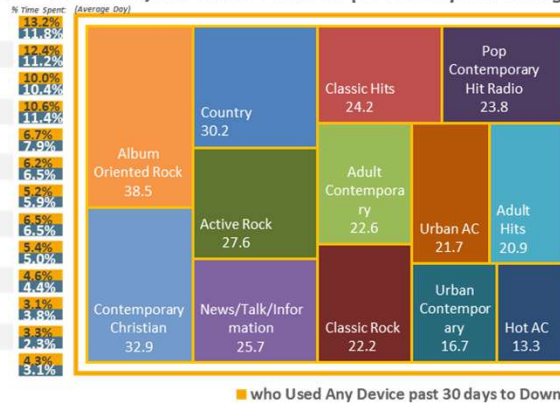
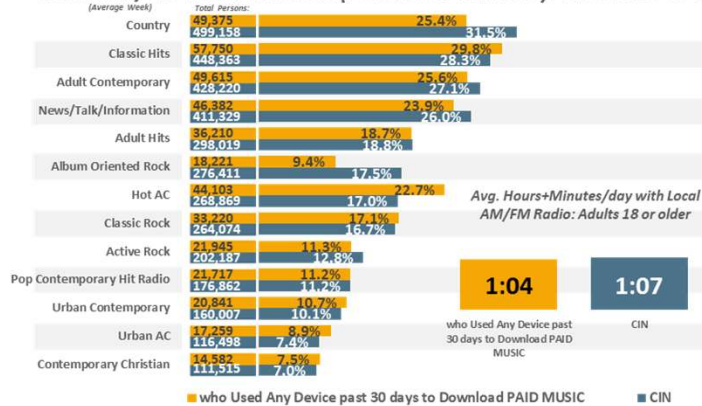
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



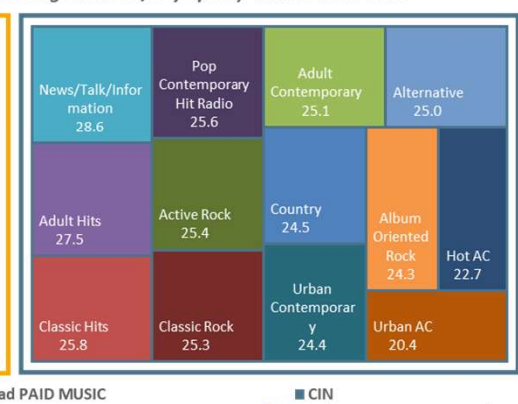
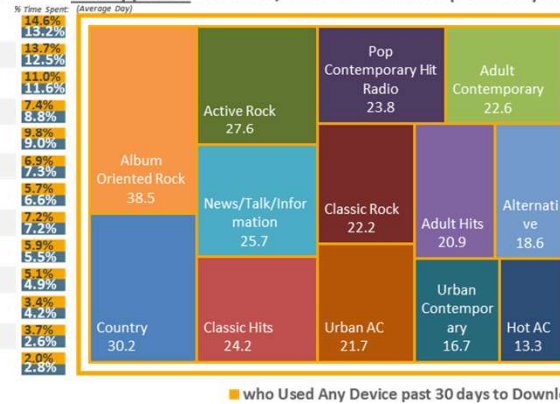
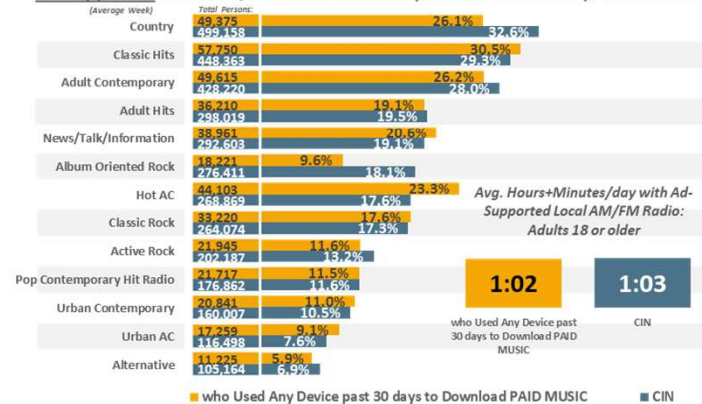


189,258 or 83.2% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Country, Hot AC, and News/Talk/Information.

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**



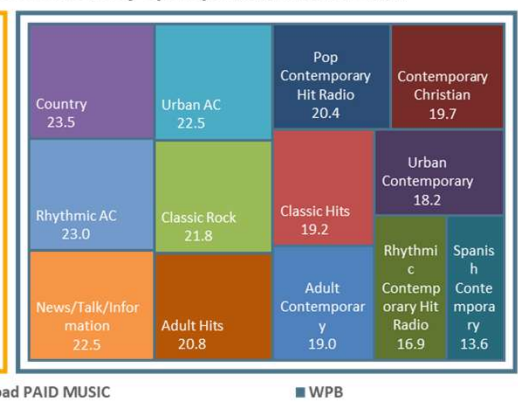
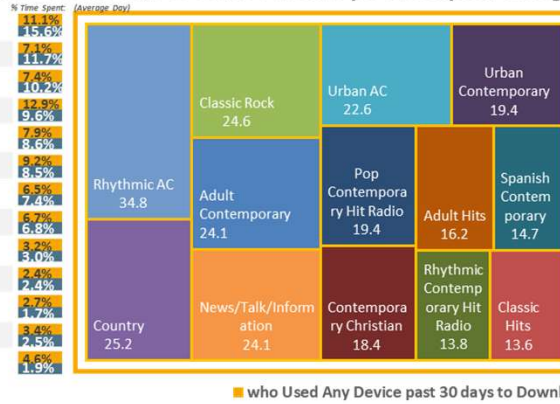
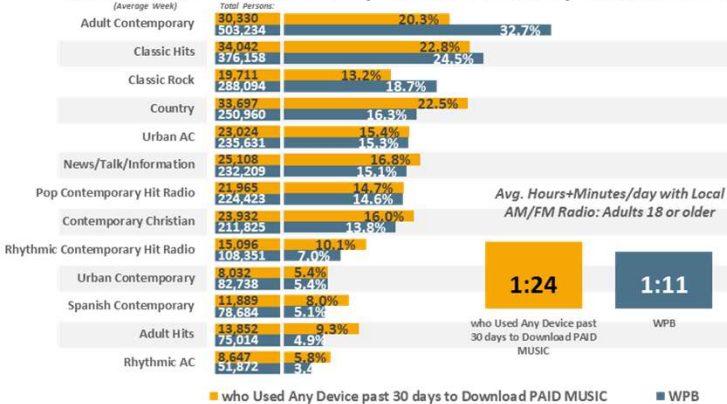
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



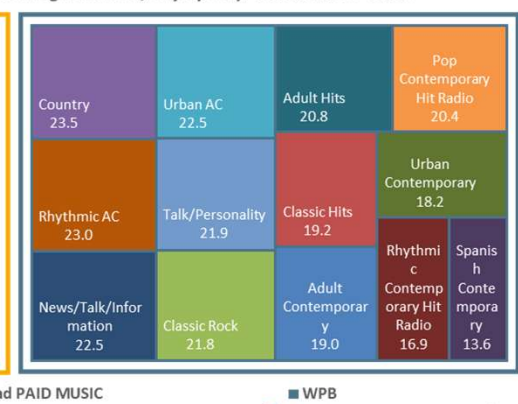
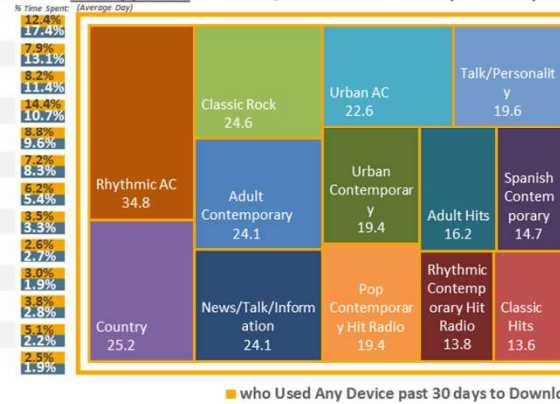
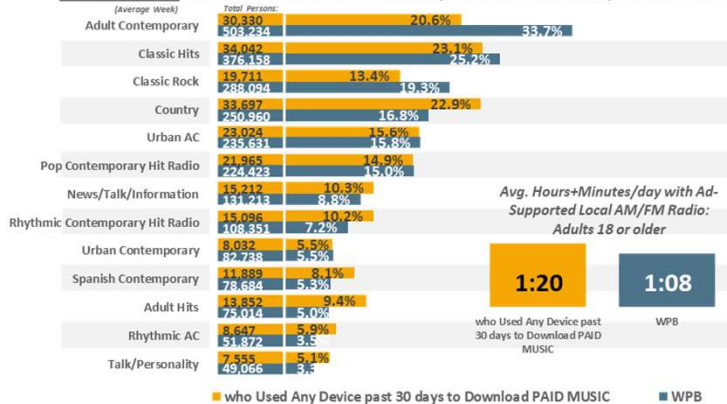


147,315 or 73.3% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Country, Adult Contemporary, Urban AC, and Pop Contemporary Hit Radio.

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**

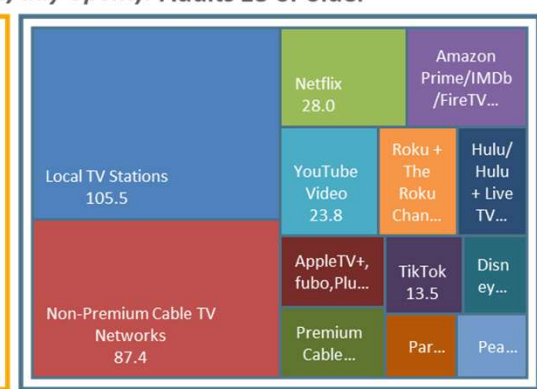
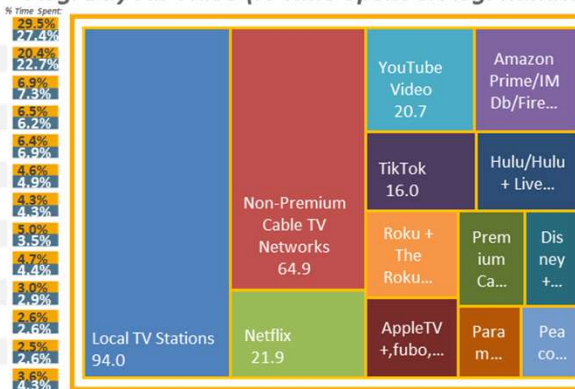
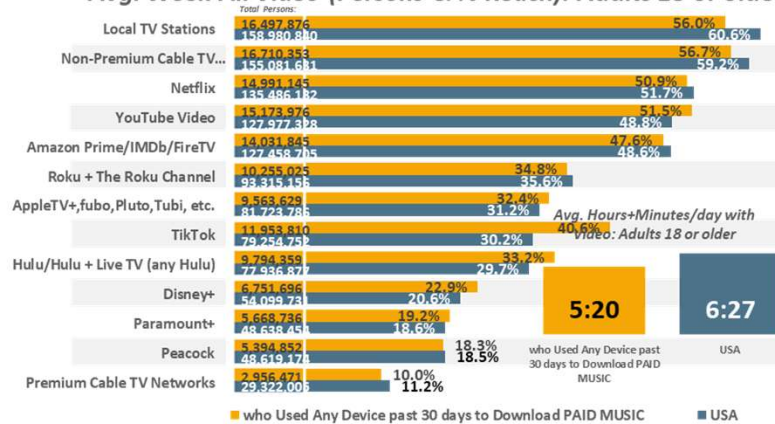




16,281,830 or 55.2% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC watch Ad-Supported Local TV Stations for an average of 88.8 minutes every day representing 33.8% of all time spent daily with Ad-Supported Video.

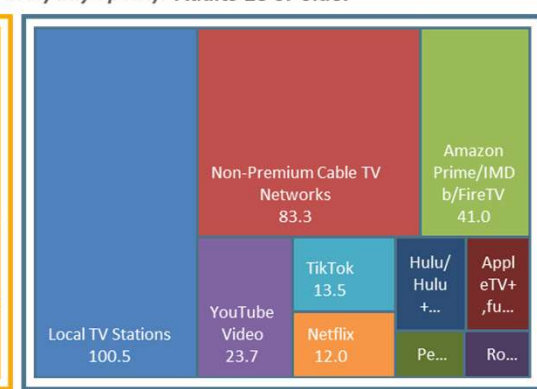
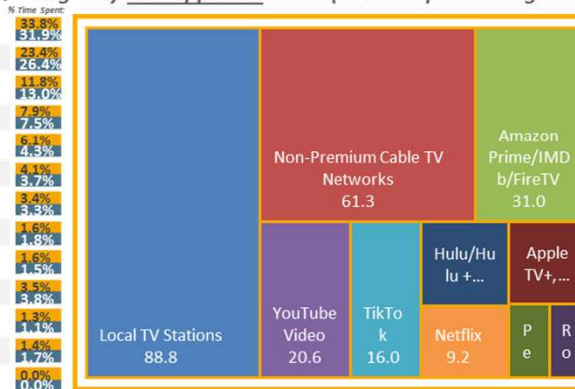
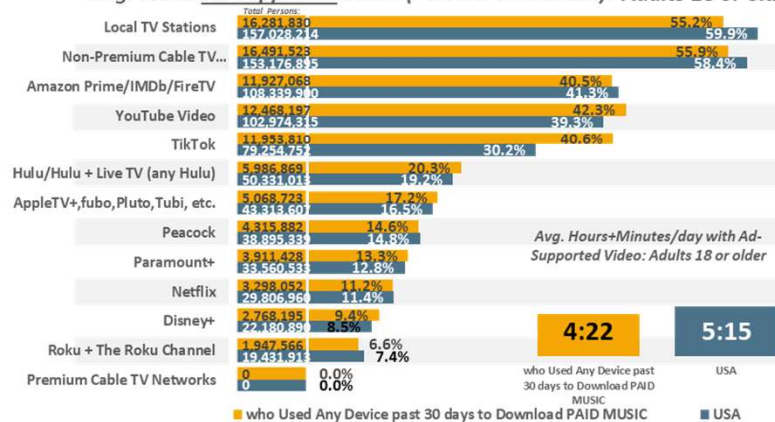
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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 2026: Sep24-Feb26 Qual Intab 2,741
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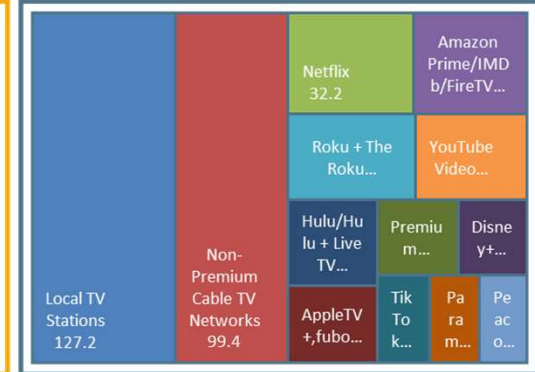
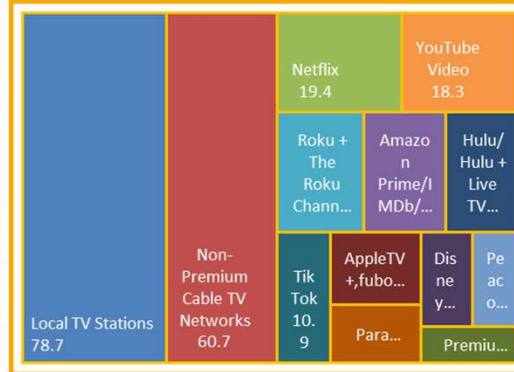
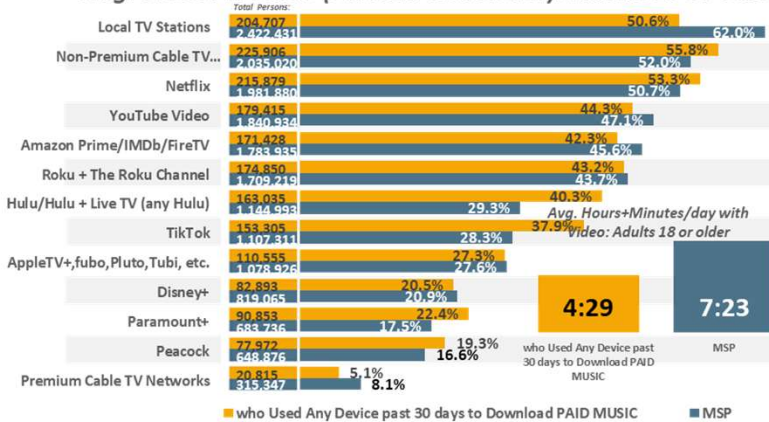
Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



200,566 or 49.5% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC watch Ad-Supported Local TV Stations for an average of 72.7 minutes every day representing 34.4% of all time spent daily with Ad-Supported Video.

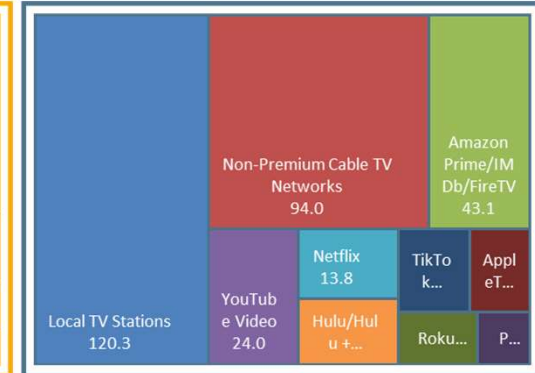
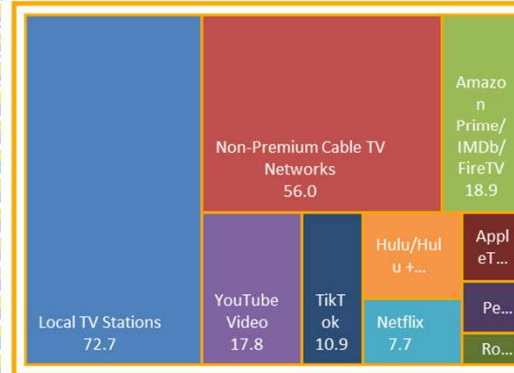
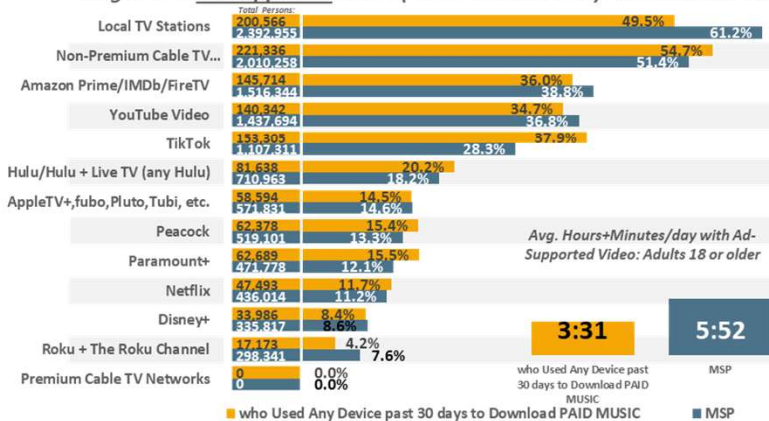
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 174
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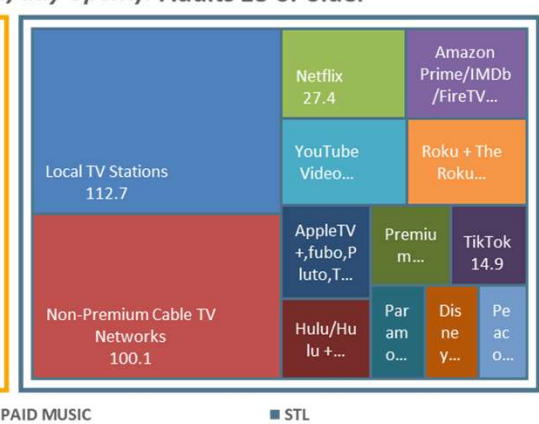
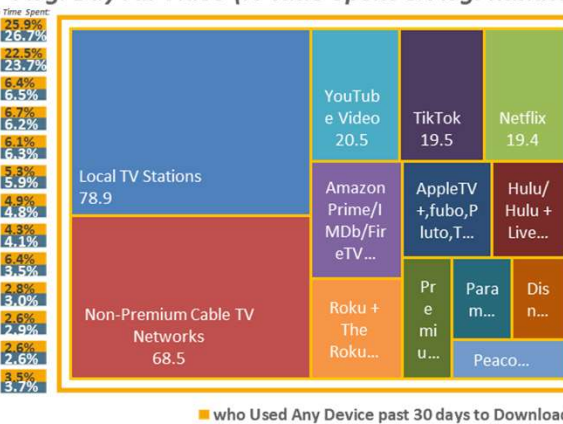
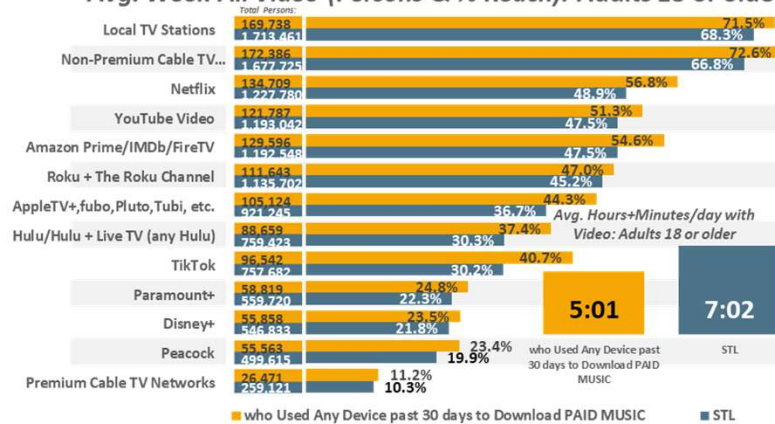
Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



165,937 or 69.9% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC watch Ad-Supported Local TV Stations for an average of 75.3 minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.

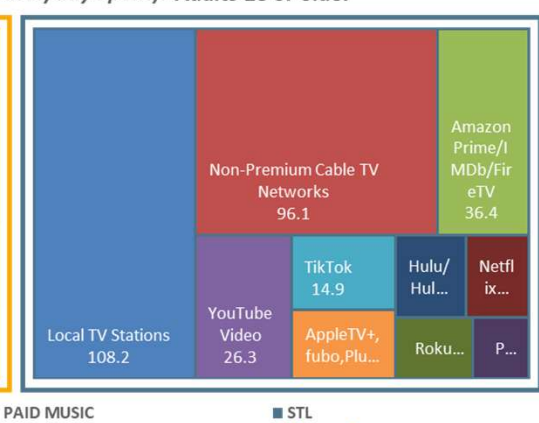
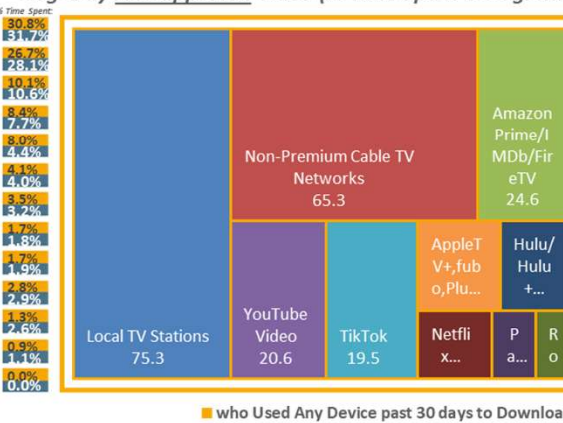
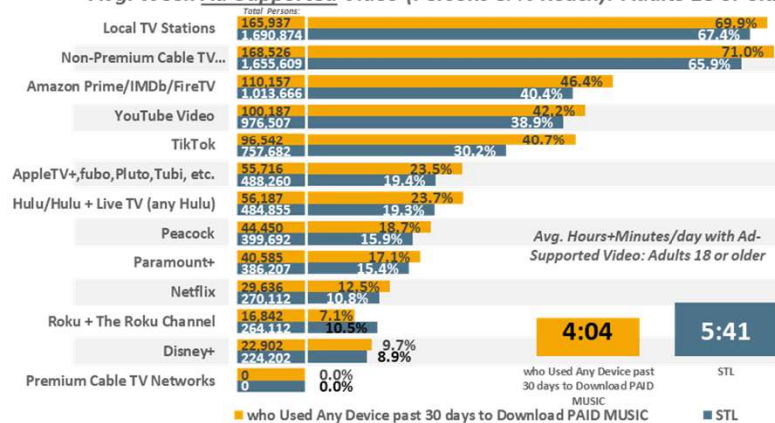
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 192
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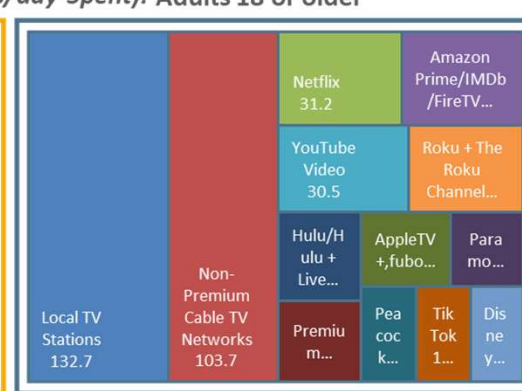
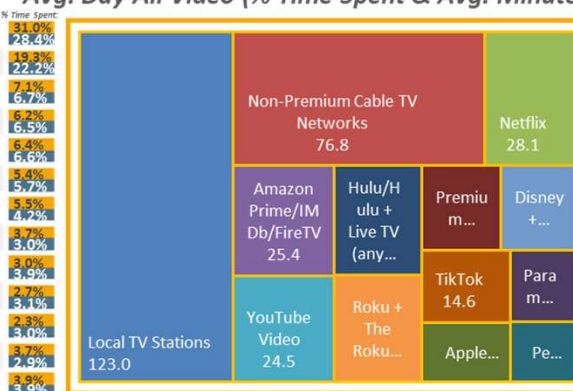
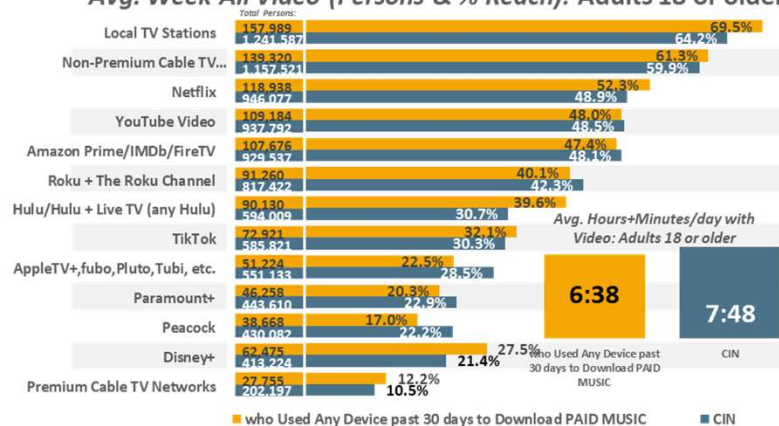
Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



156,046 or 68.6% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC watch Ad-Supported Local TV Stations for an average of 118.4 minutes every day representing 37.1% of all time spent daily with Ad-Supported Video.

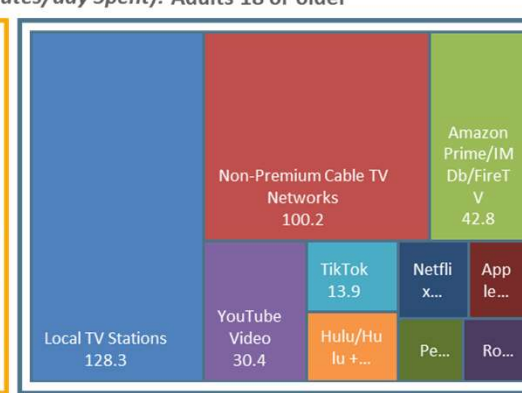
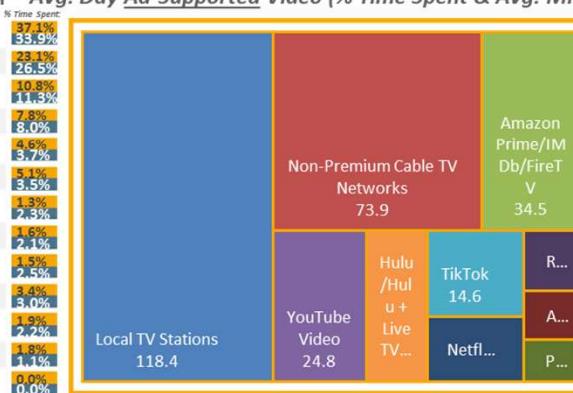
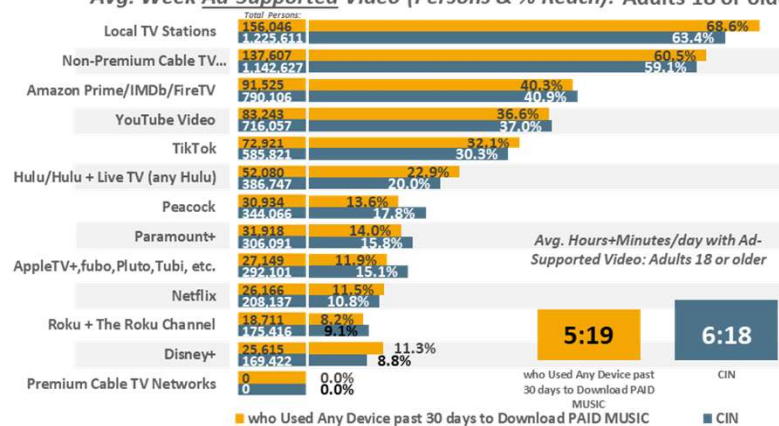
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

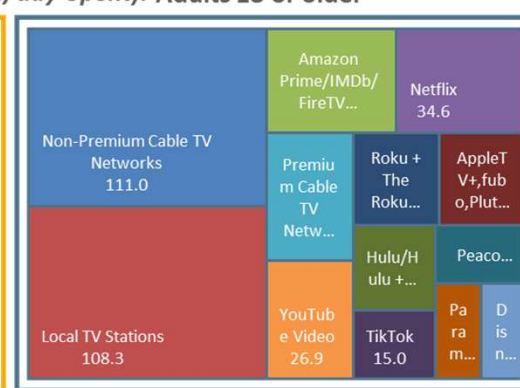
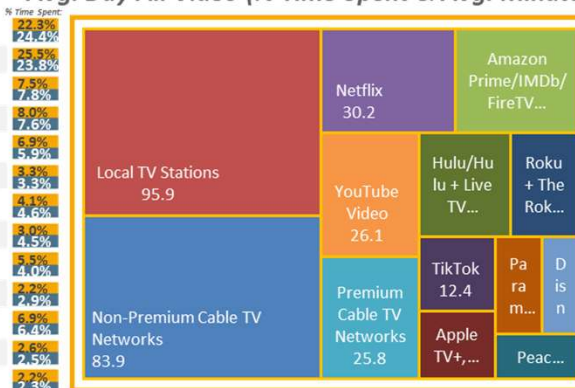
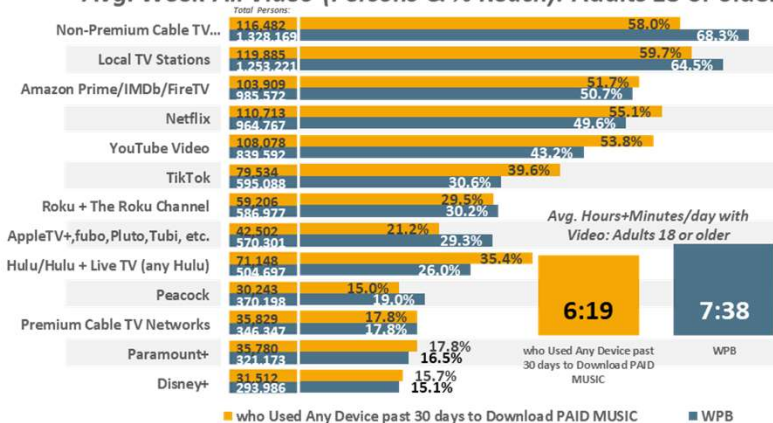




119,135 or 59.3% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC watch Ad-Supported Local TV Stations for an average of 91.9 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.

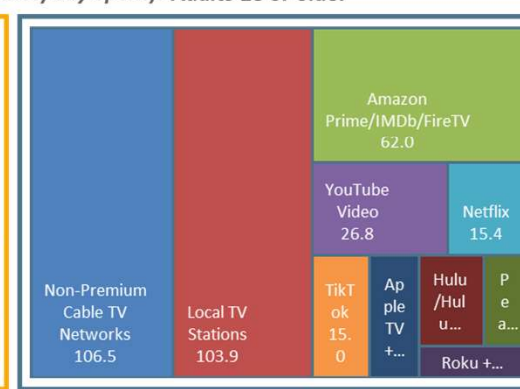
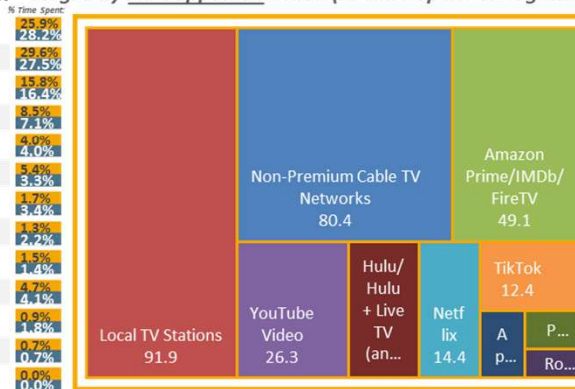
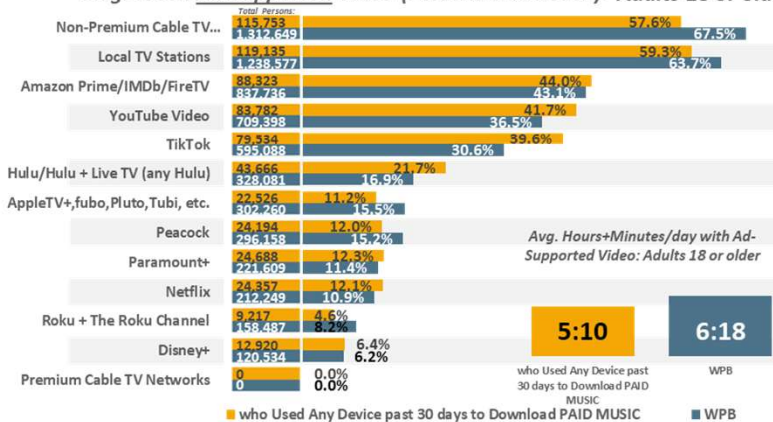
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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



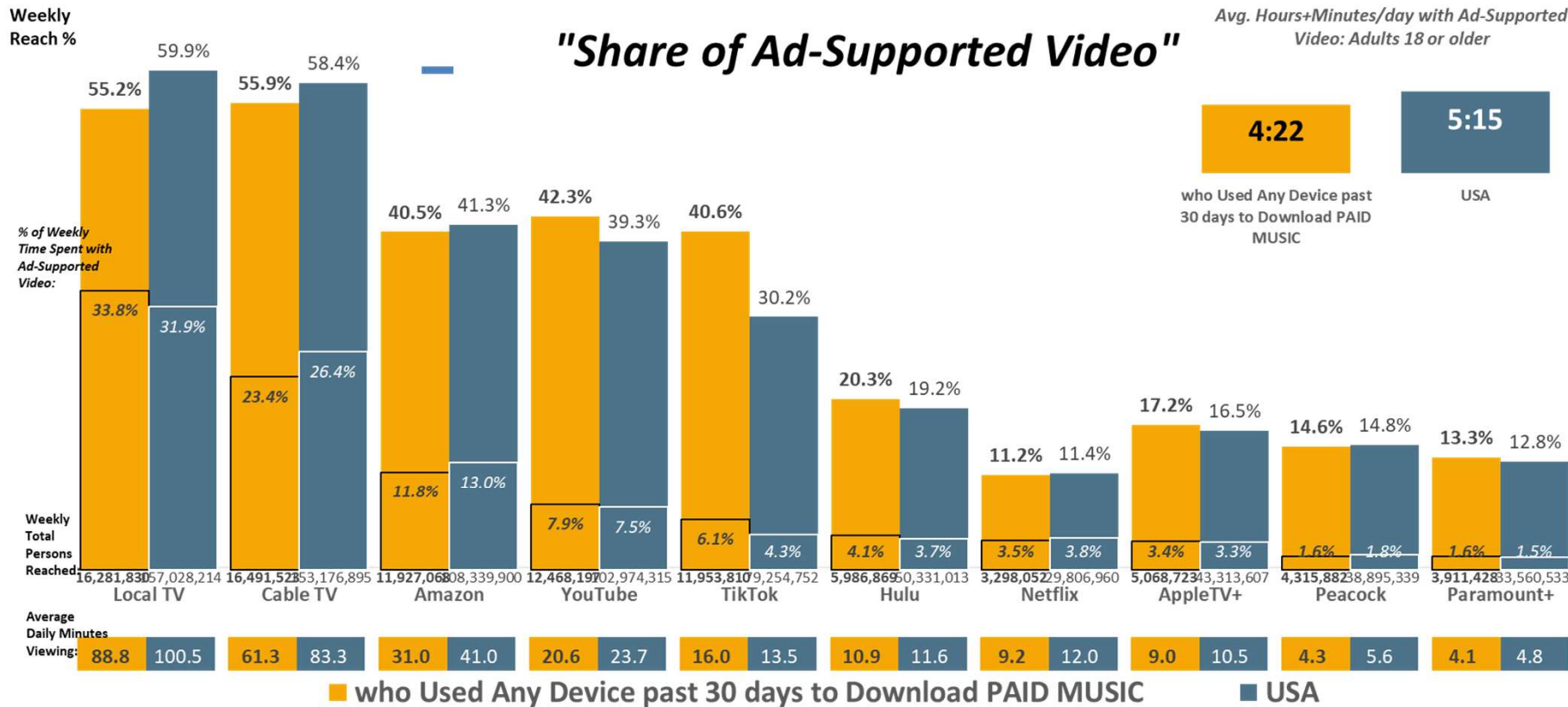
WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 245
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Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



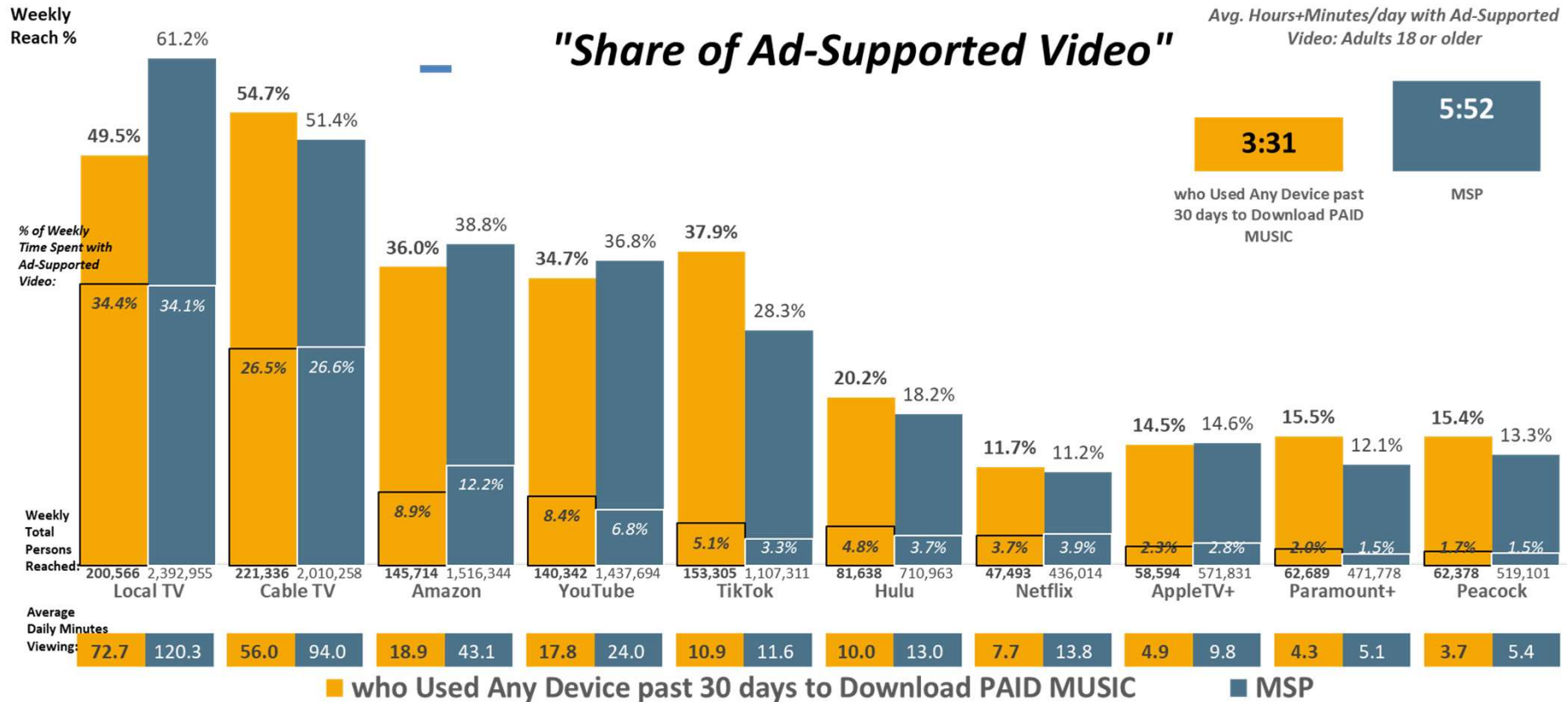
16,281,830 or 55.2% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC watch Ad-Supported Local TV Stations for an average of 88.8 minutes every day representing 33.8% of all time spent daily with Ad-Supported Video.





200,566 or 49.5% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC watch Ad-Supported Local TV Stations for an average of 72.7 minutes every day representing 34.4% of all time spent daily with Ad-Supported Video.

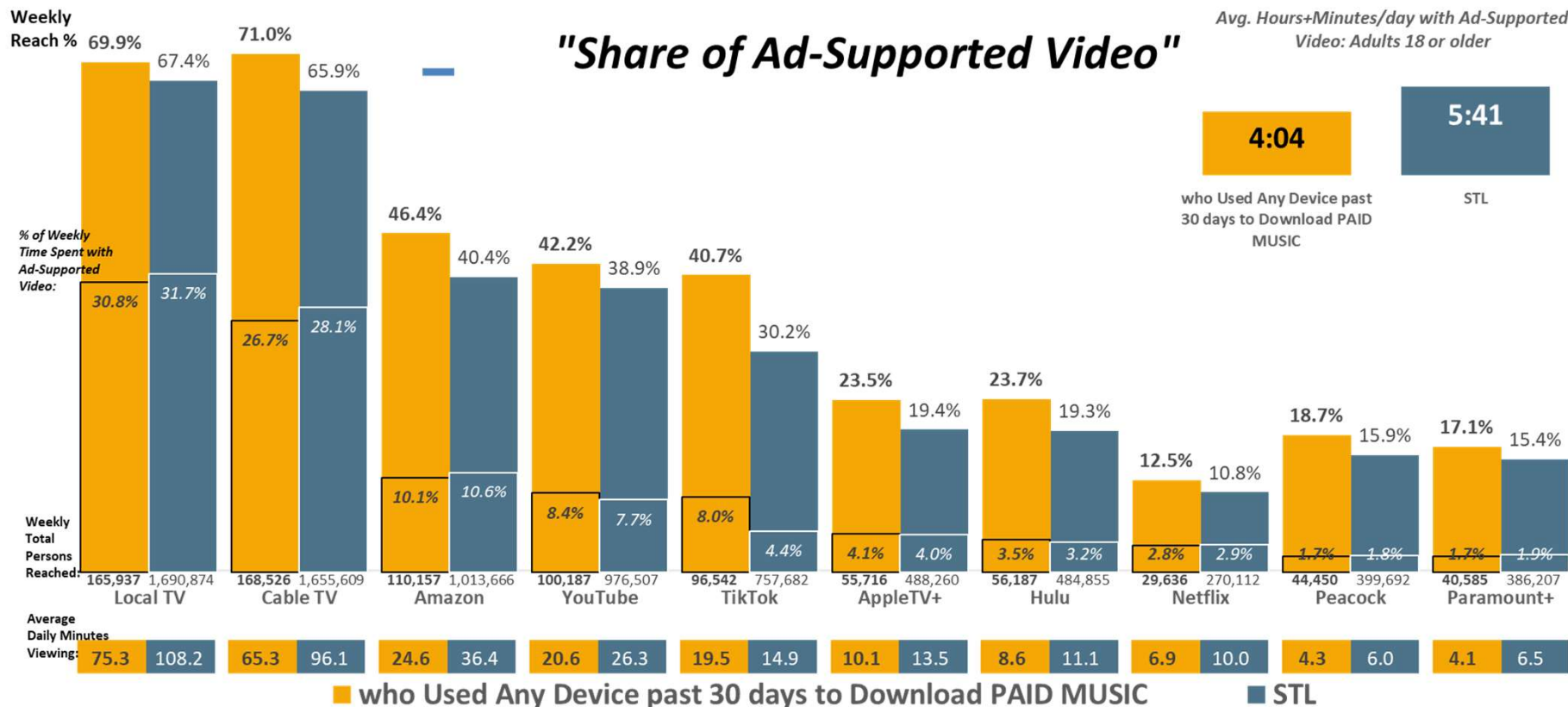
"Share of Ad-Supported Video"





165,937 or 69.9% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC watch Ad-Supported Local TV Stations for an average of 75.3 minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.

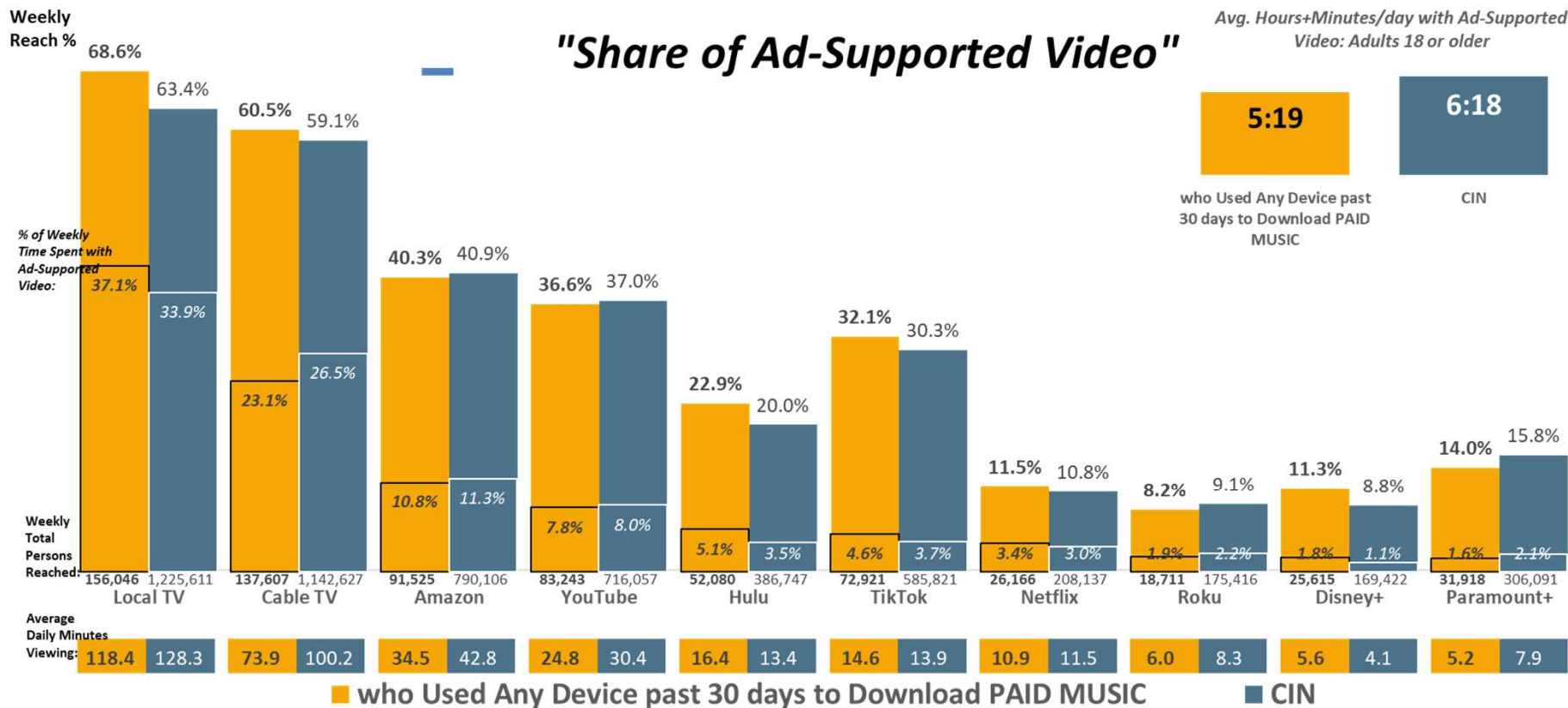
"Share of Ad-Supported Video"





156,046 or 68.6% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC watch Ad-Supported Local TV Stations for an average of 118.4 minutes every day representing 37.1% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



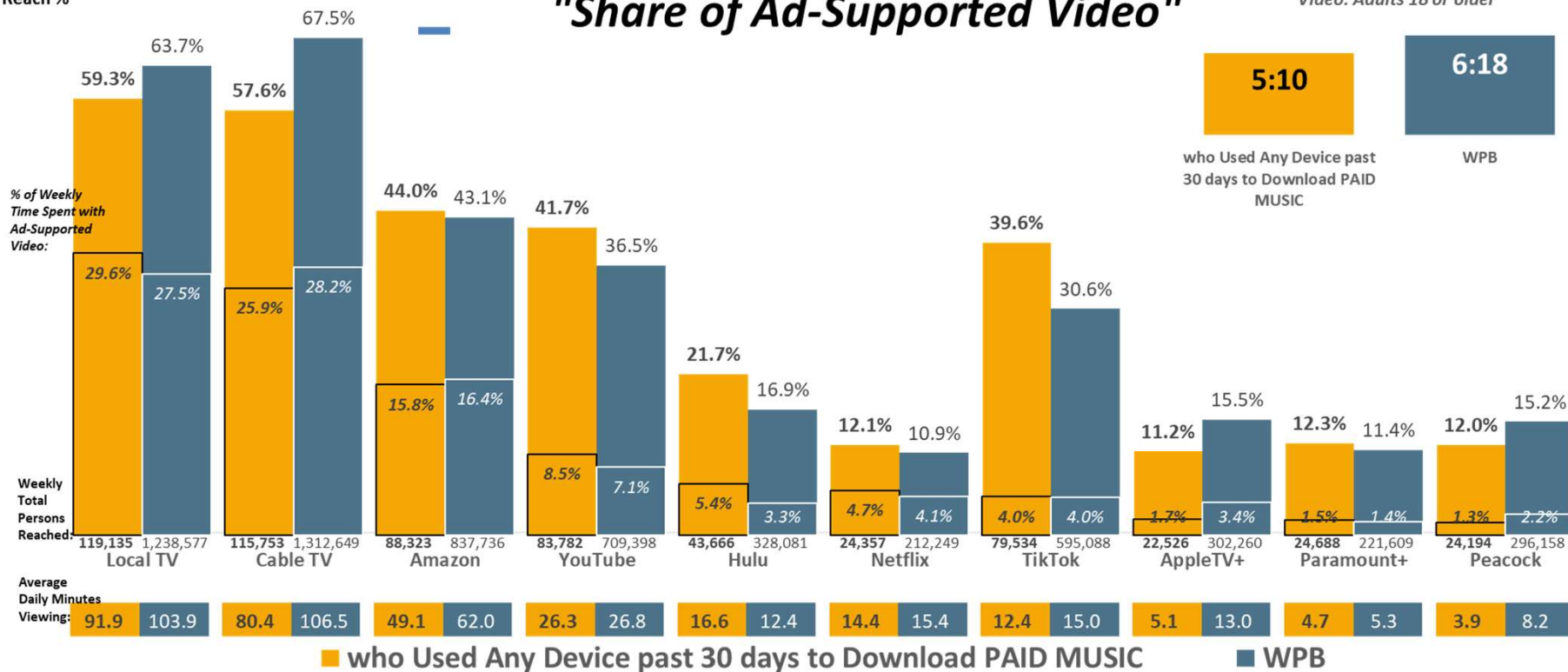


119,135 or 59.3% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC watch Ad-Supported Local TV Stations for an average of 91.9 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported
Video: Adults 18 or older



5:10

6:18

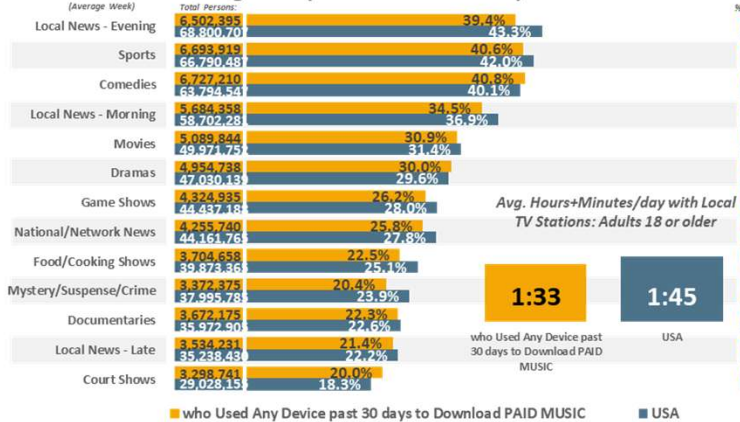
who Used Any Device past
30 days to Download PAID
MUSIC

WPB

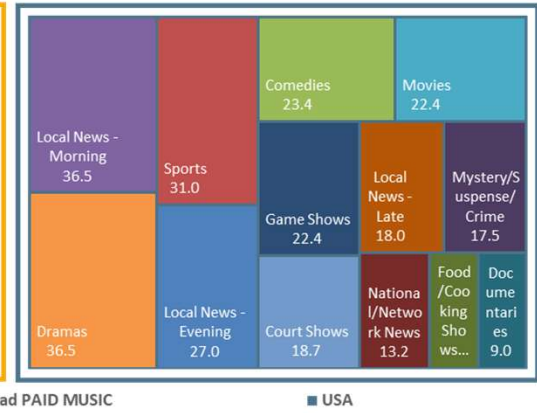
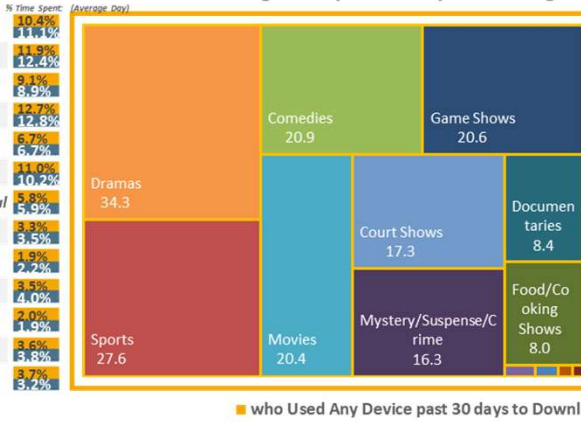


16,281,830 or 55.2% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Dramas.

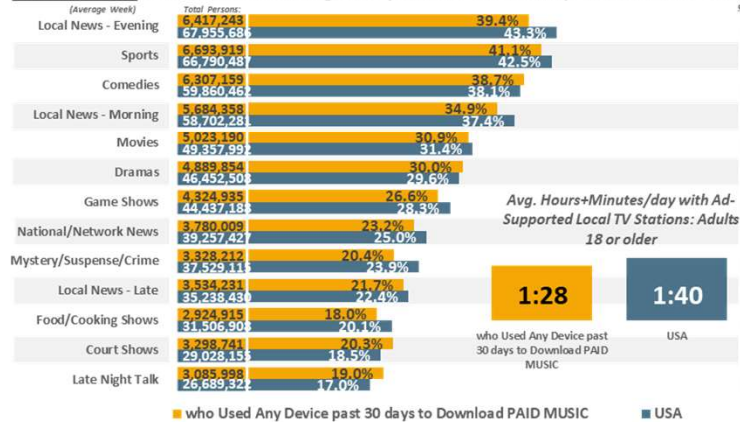
Local TV Station Programs (Persons & % Reach): Adults 18 or older



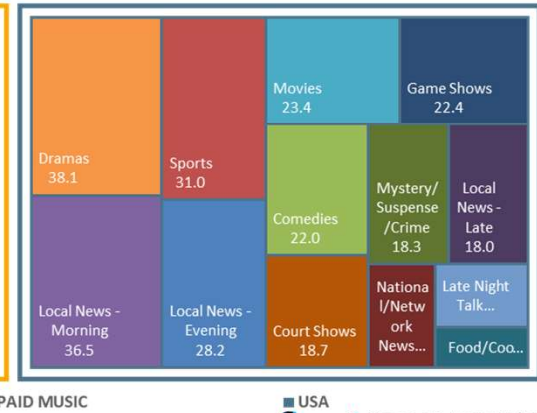
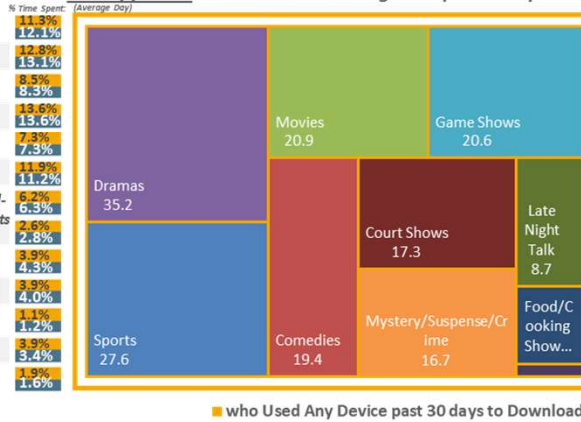
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



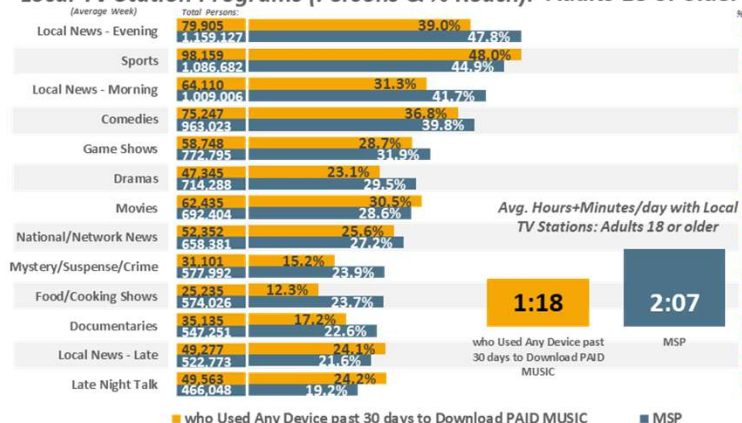
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



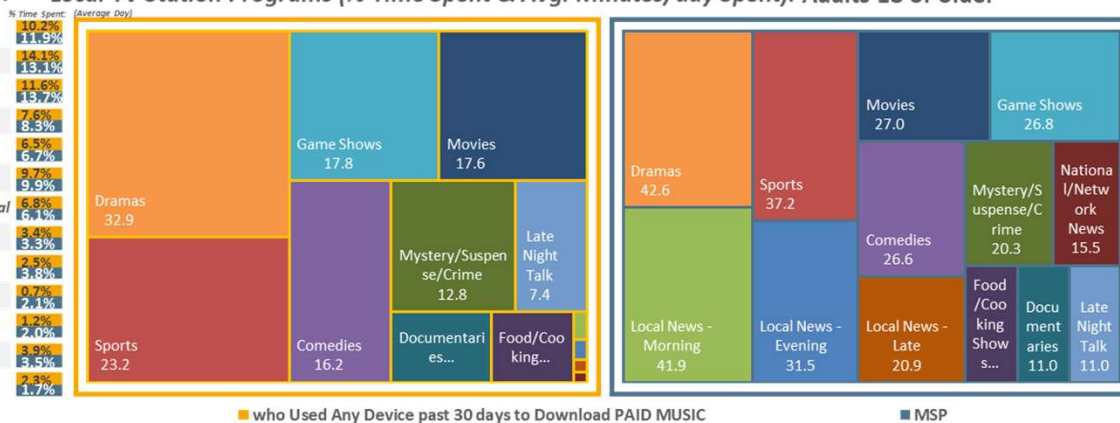


200,566 or 49.5% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Game Shows.

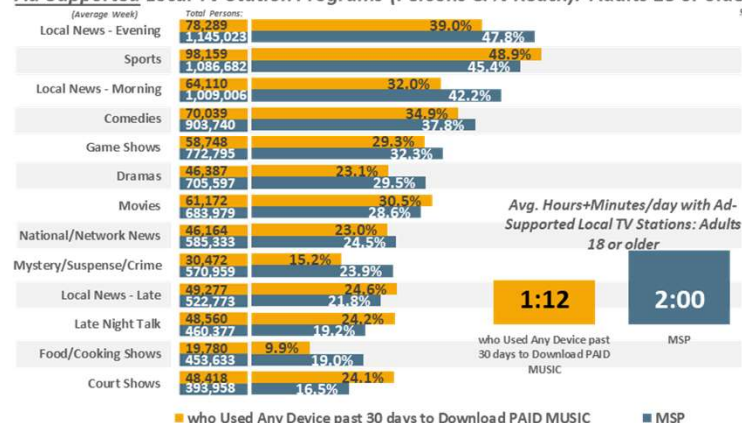
Local TV Station Programs (Persons & % Reach): Adults 18 or older



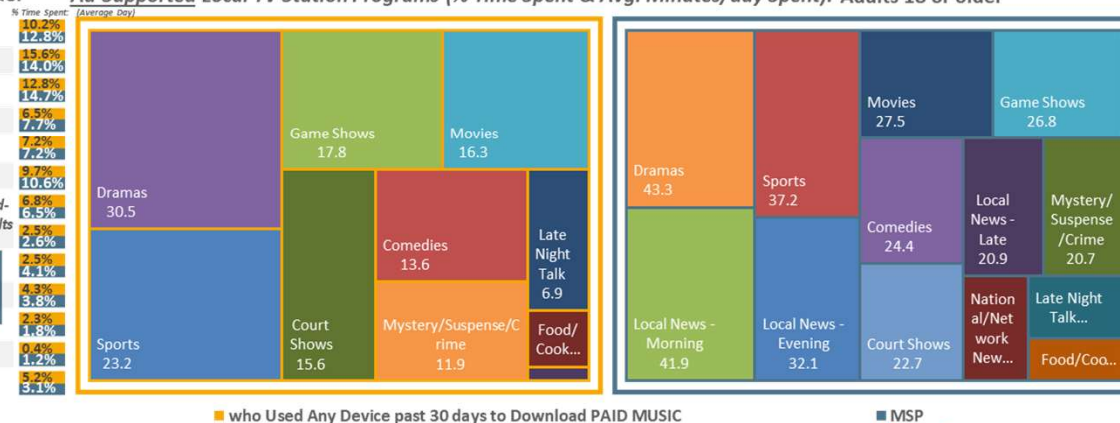
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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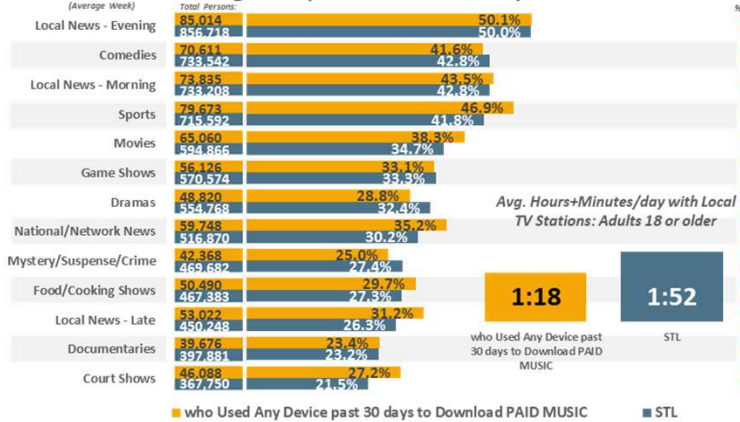
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Ways used Internet/apps past 30 days on any device: Audio content: Download paid music

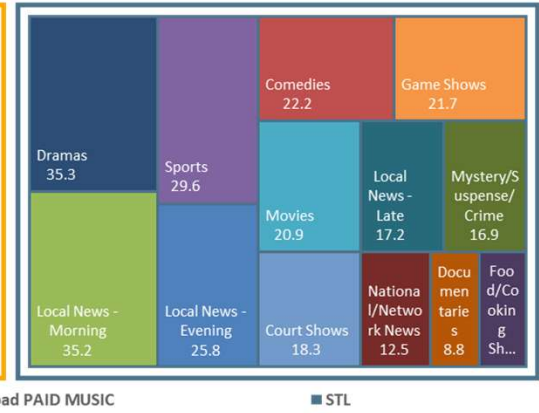
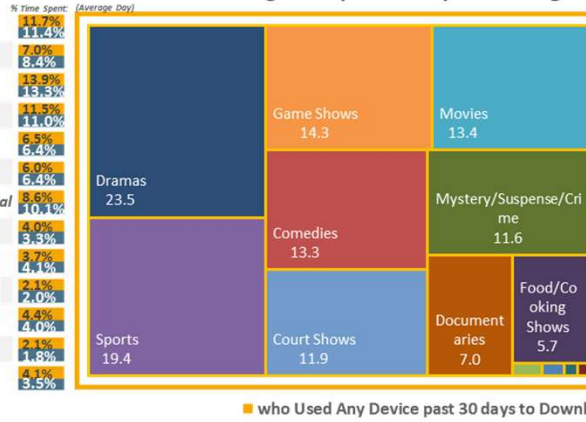


165,937 or 69.9% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Game Shows.

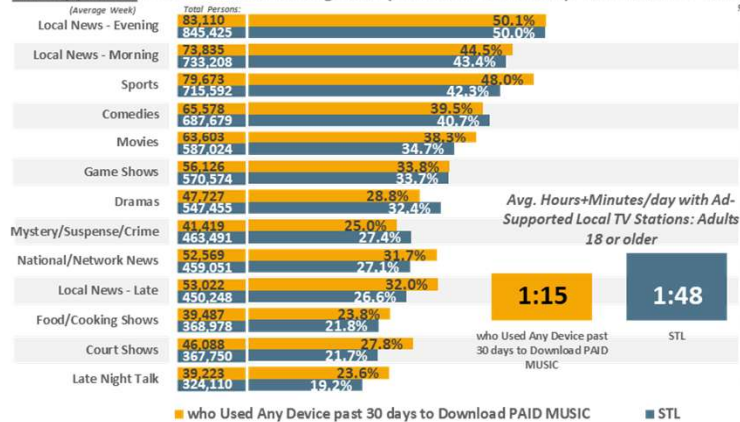
Local TV Station Programs (Persons & % Reach): Adults 18 or older



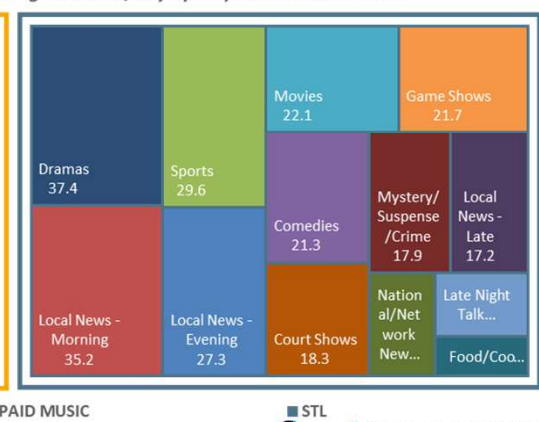
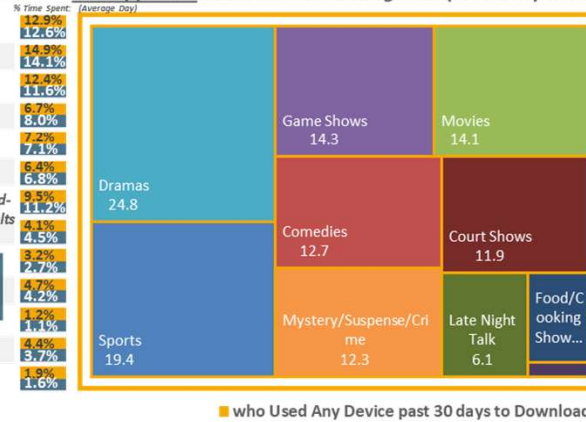
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



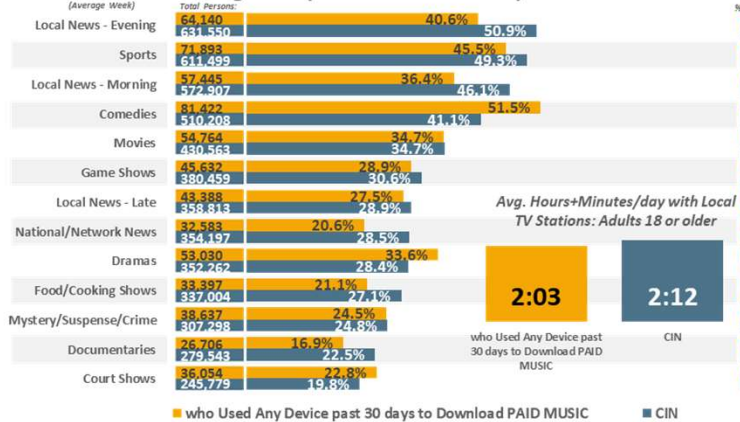
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



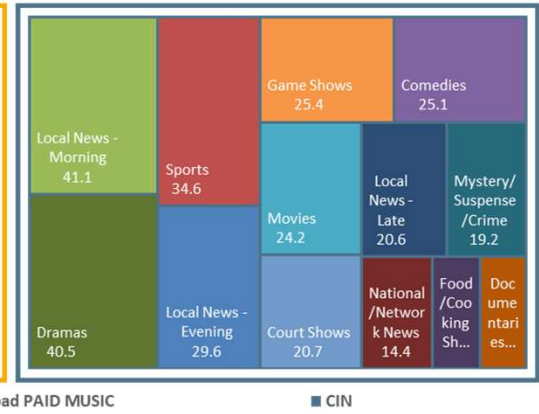
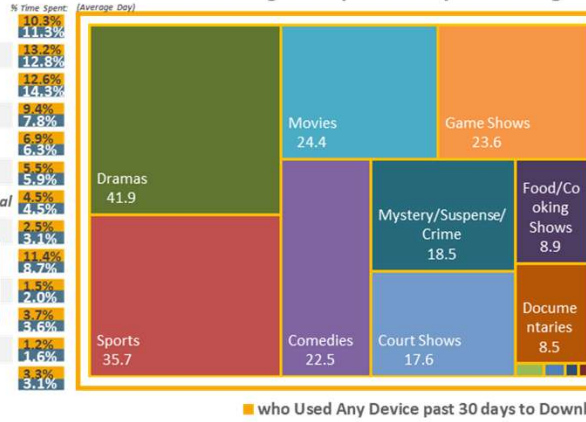


156,046 or 68.6% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Evening, Local News - Morning, Movies, and Dramas.

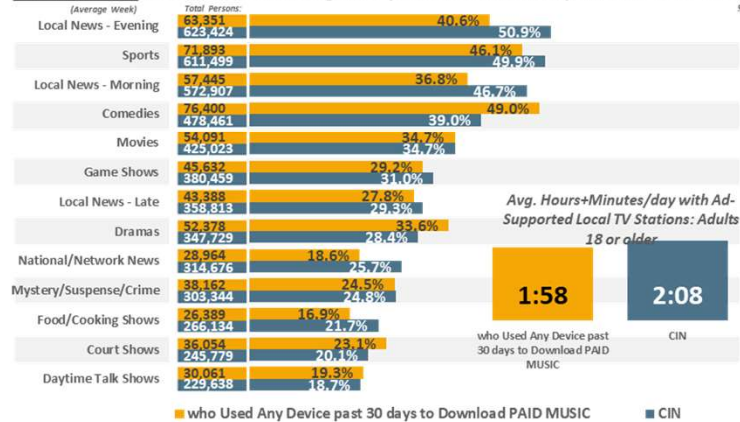
Local TV Station Programs (Persons & % Reach): Adults 18 or older



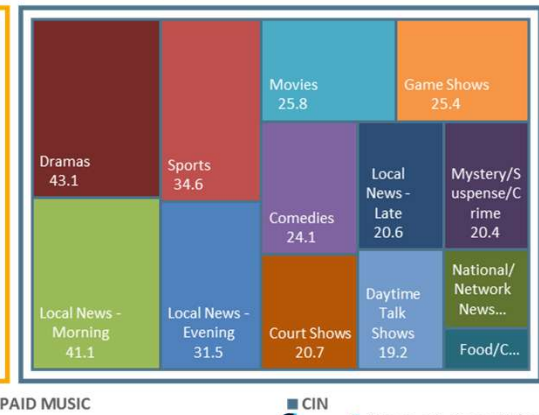
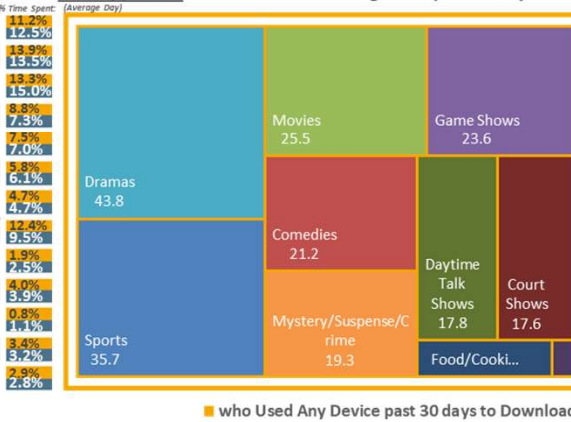
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



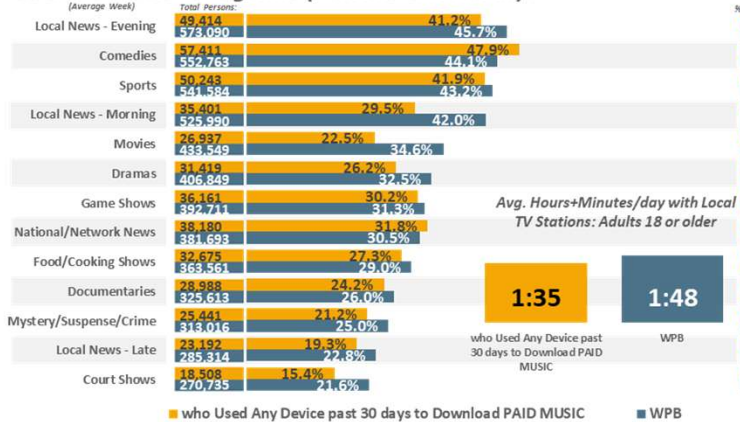
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



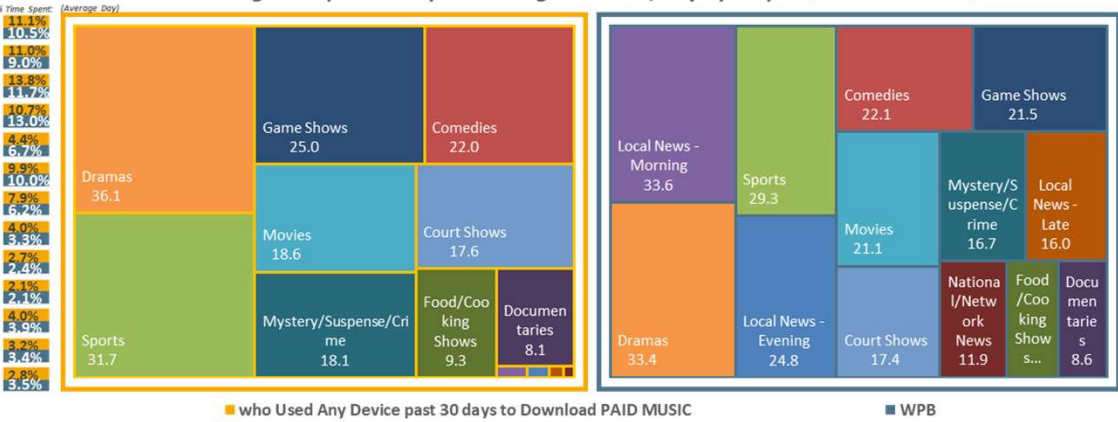


119,135 or 59.3% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Evening, Game Shows, Local News - Morning, and National/Network News

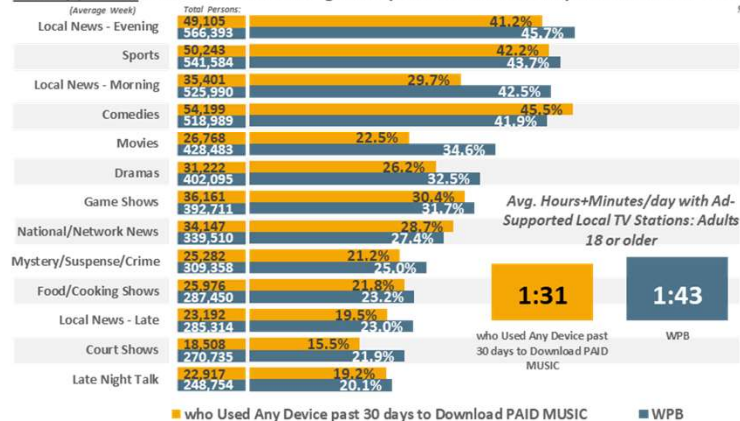
Local TV Station Programs (Persons & % Reach): Adults 18 or older



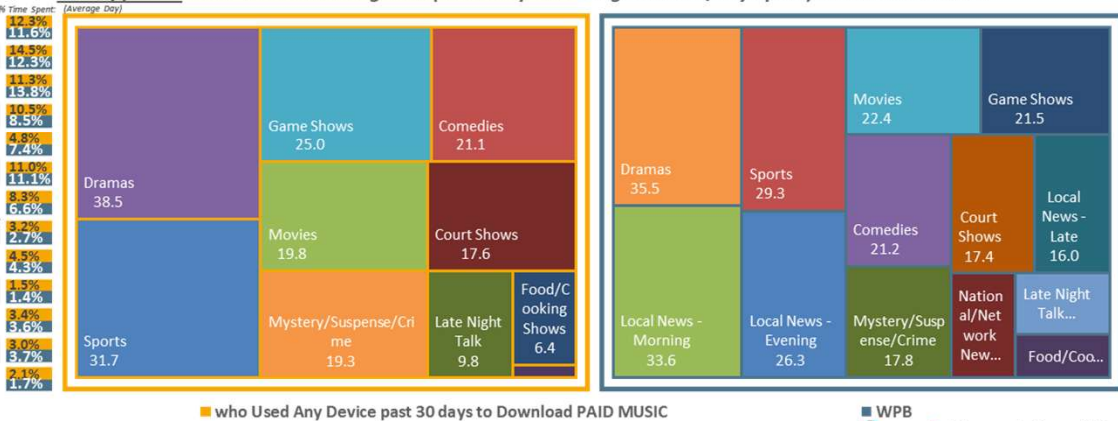
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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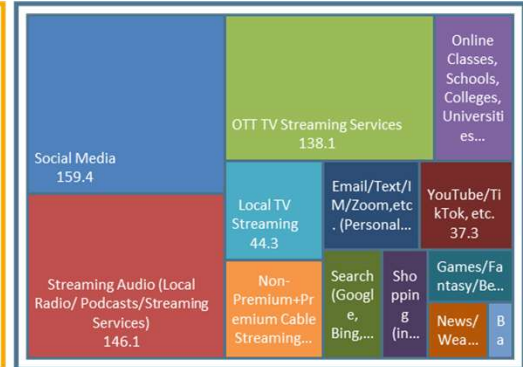
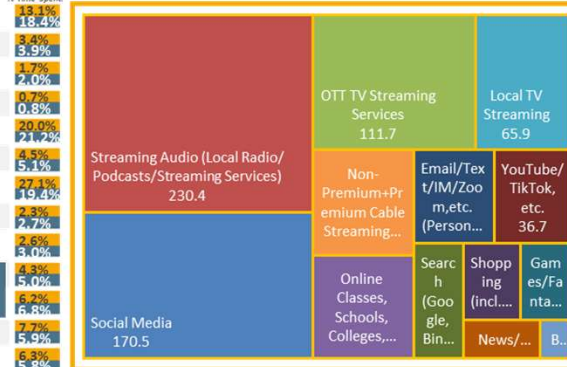
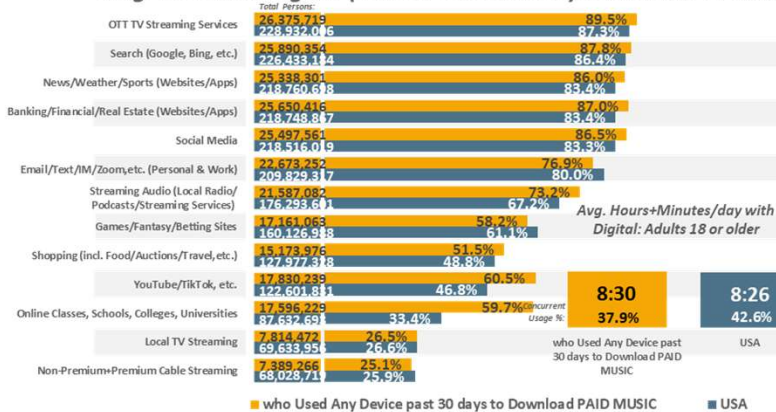
Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



21,059,005 or 71.4% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC use Ad-Supported Social Media for an average of 140.8 minutes every day representing 24.6% of all time spent daily with Ad-Supported Digital Media.

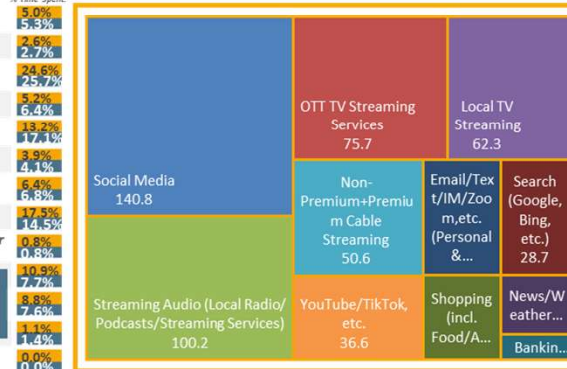
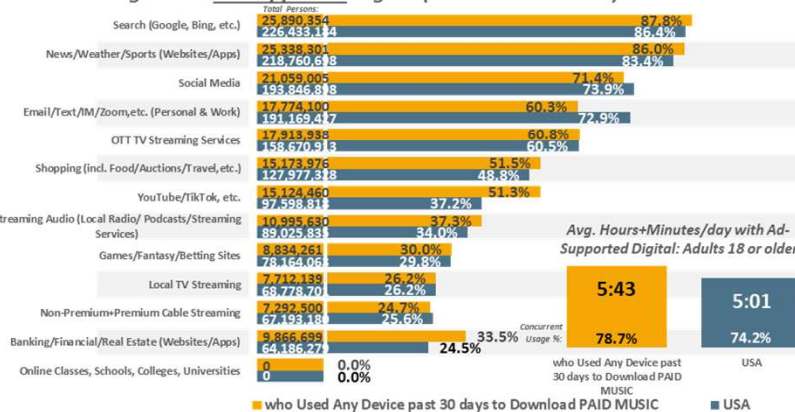
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,741
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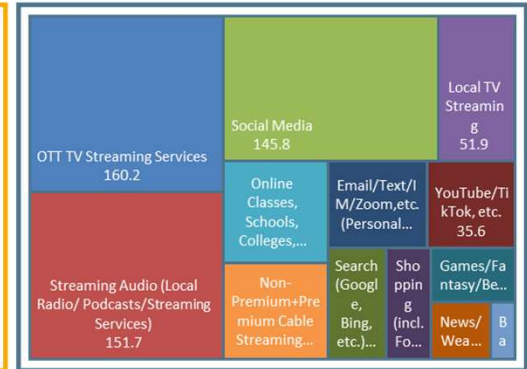
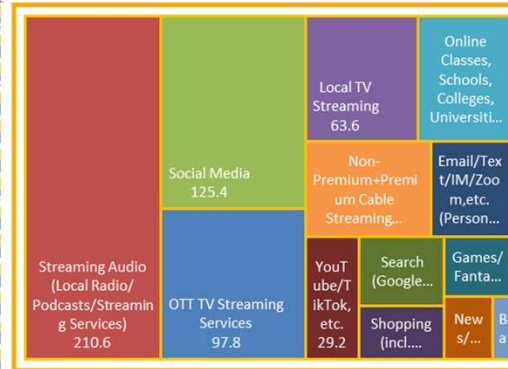
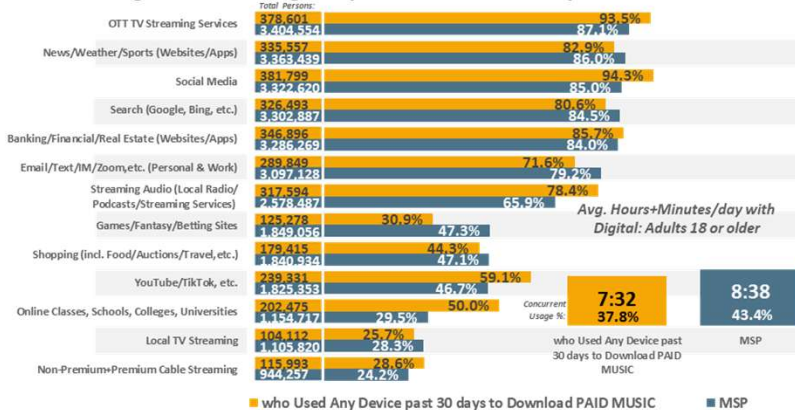
Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



302,569 or 74.7% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC use Ad-Supported Social Media for an average of 99.4 minutes every day representing 19.8% of all time spent daily with Ad-Supported Digital Media.

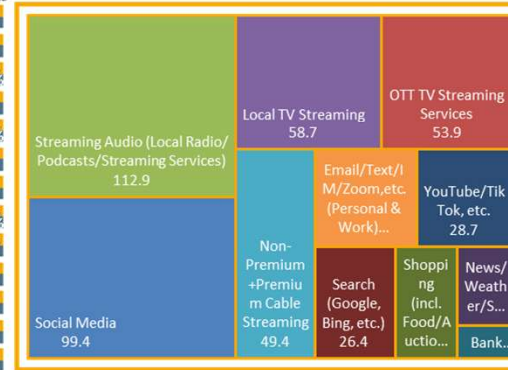
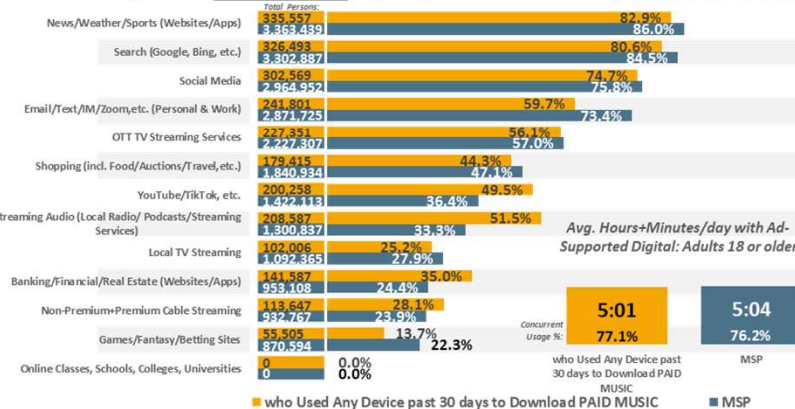
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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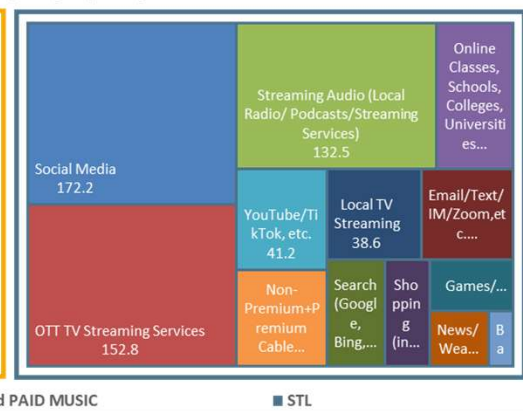
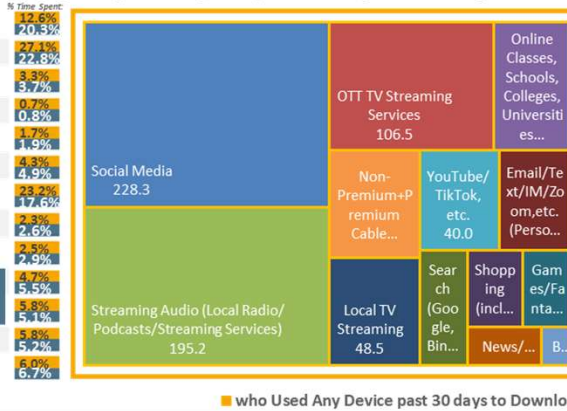
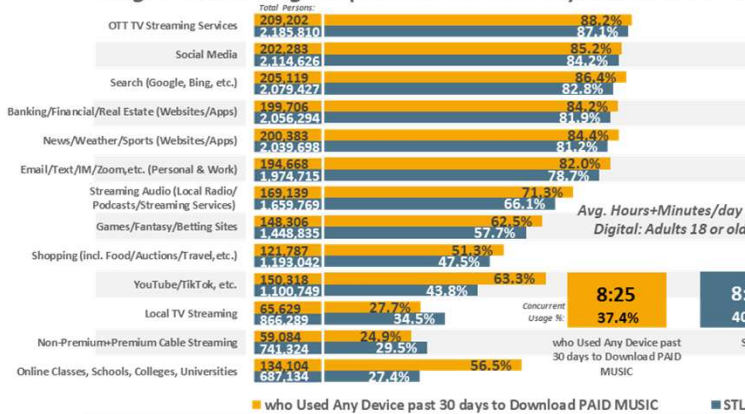
Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



177,247 or 74.7% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC use Ad-Supported Social Media for an average of 200.1 minutes every day representing 33.7% of all time spent daily with Ad-Supported Digital Media.

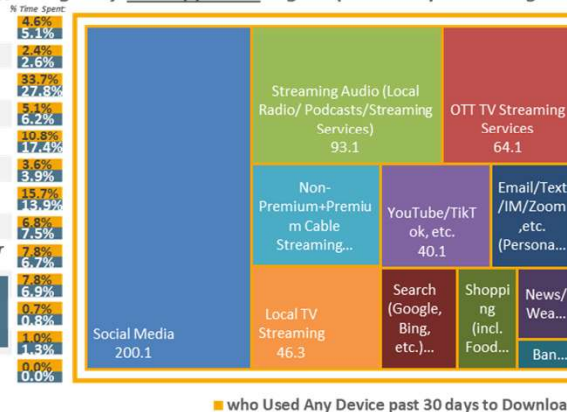
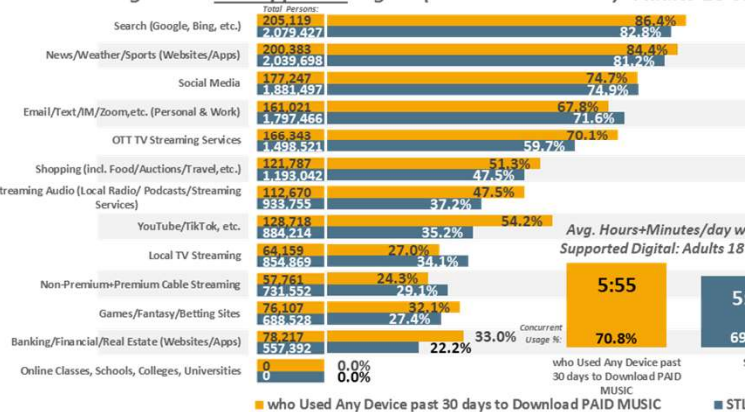
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

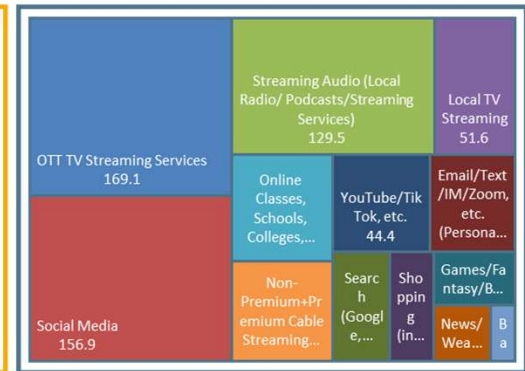
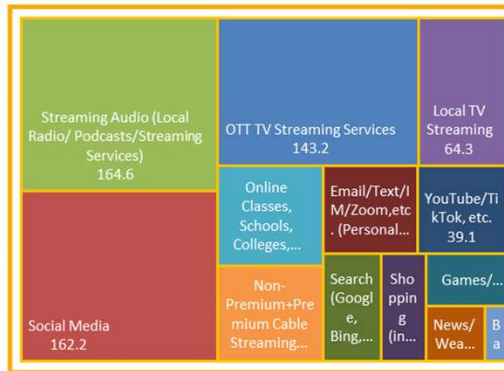
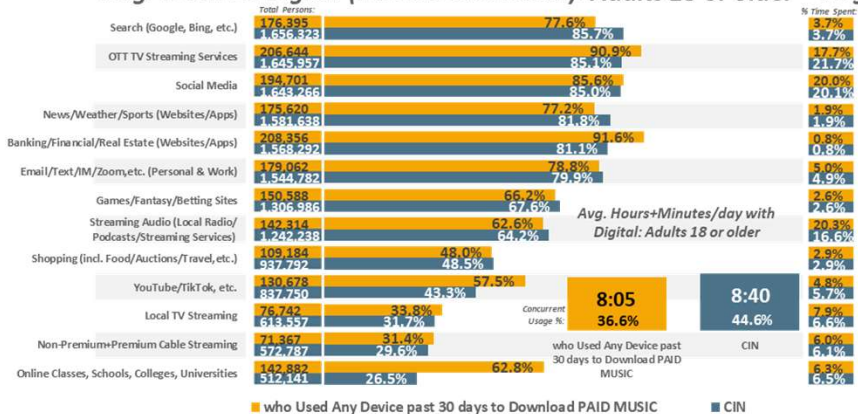




154,508 or 68.% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC use Ad-Supported Social Media for an average of 128.7 minutes every day representing 23.9% of all time spent daily with Ad-Supported Digital Media.

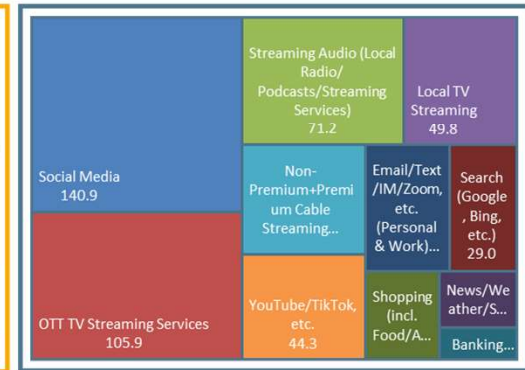
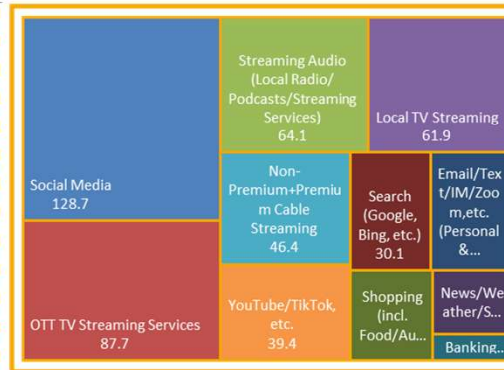
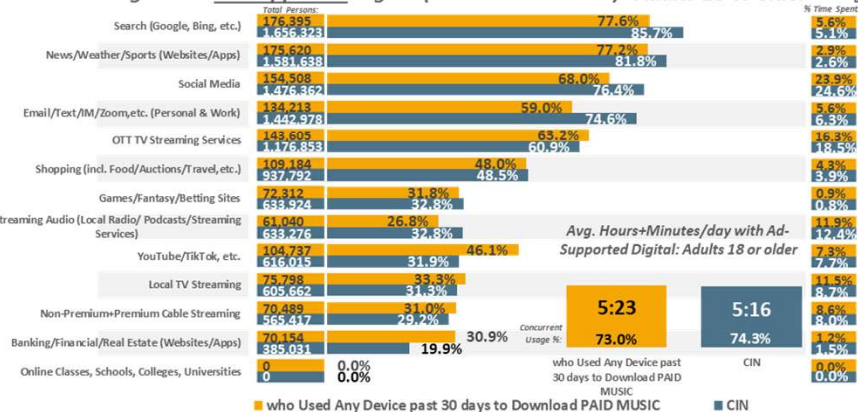
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

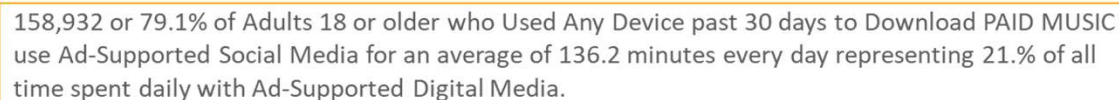
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



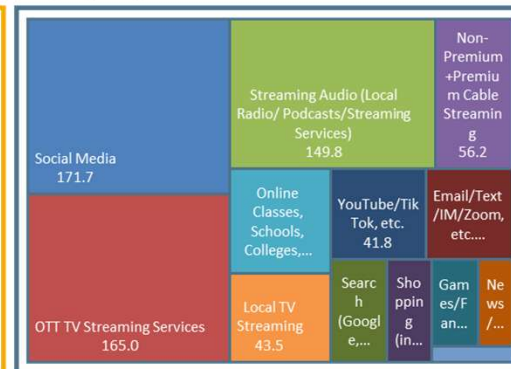
Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older

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

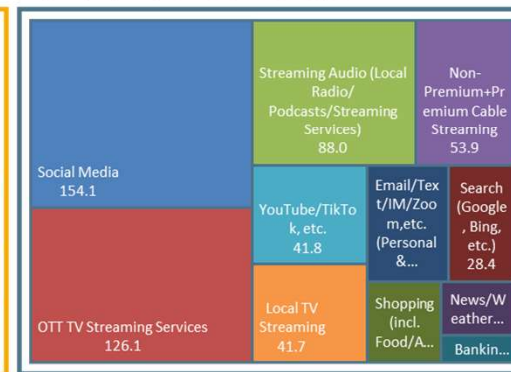




Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

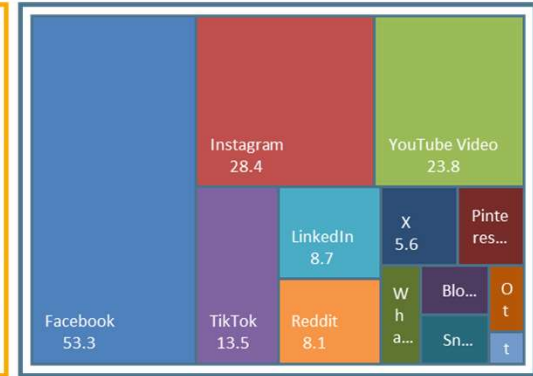
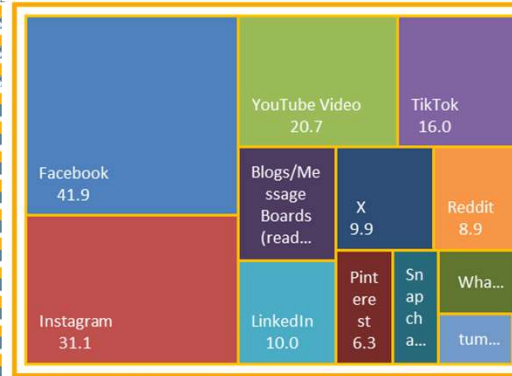
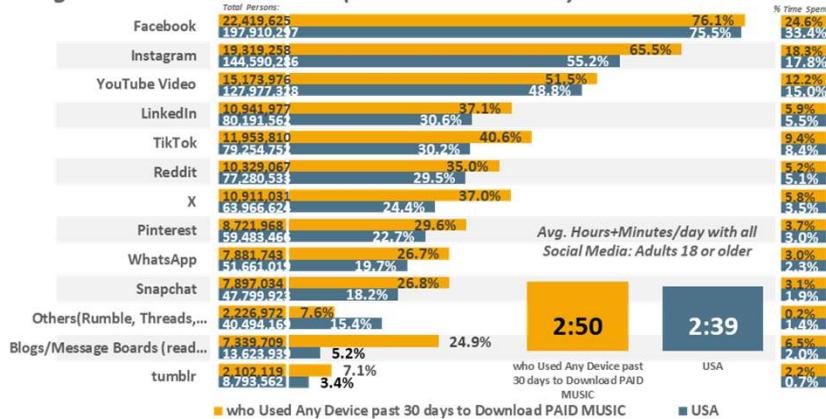


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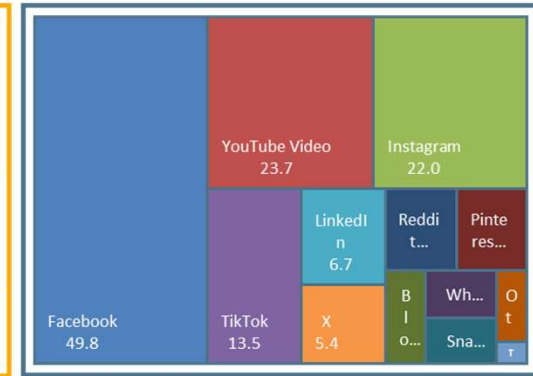
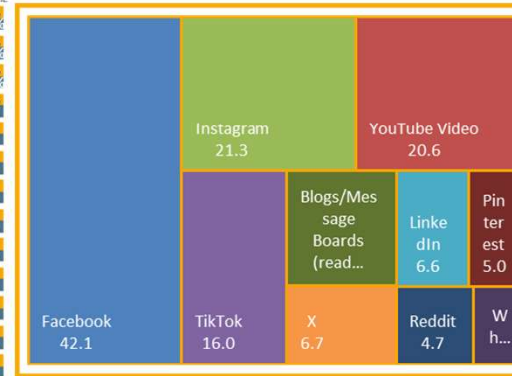
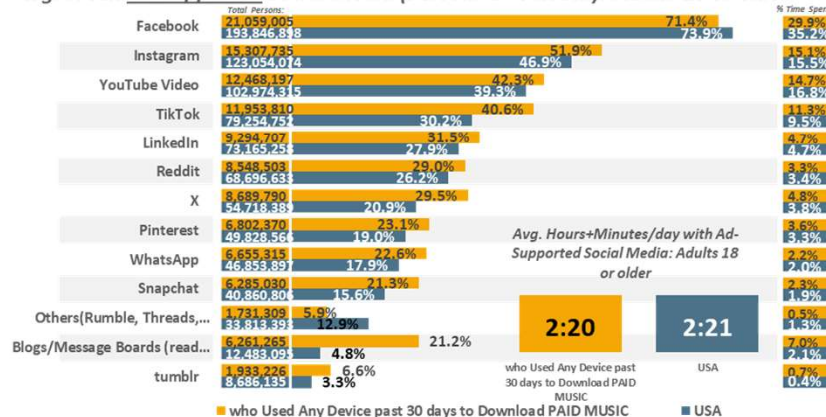


21,059,005 or 71.4% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC use Ad-Supported Facebook for an average of 42.1 minutes every day representing 29.9% of all time spent daily with Ad-Supported Social Media.

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



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



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,741
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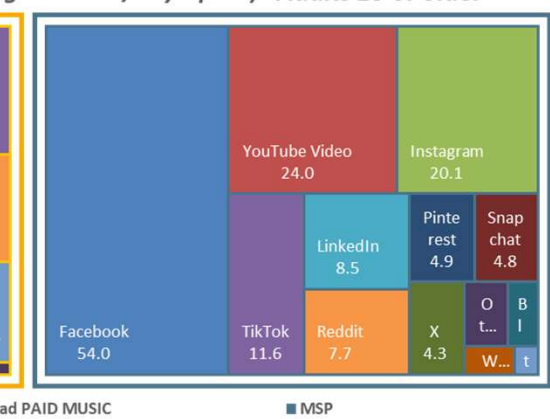
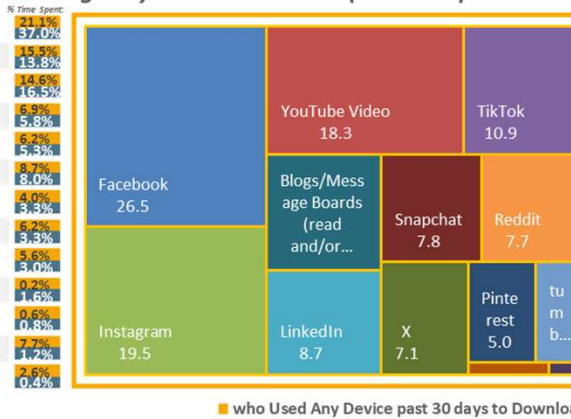
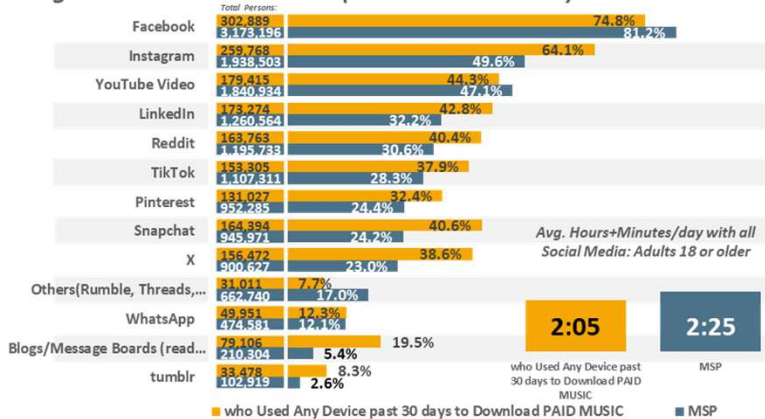
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Ways used Internet/apps past 30 days on any device: Audio content: Download paid music

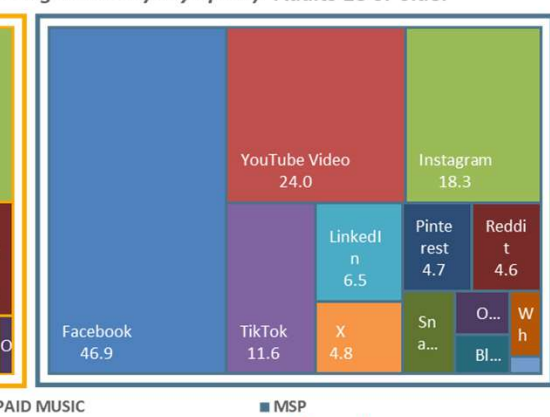
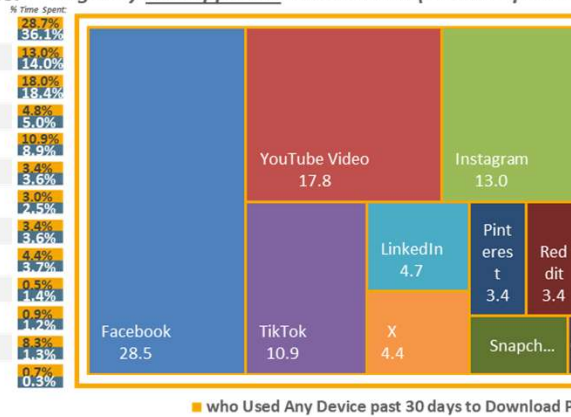
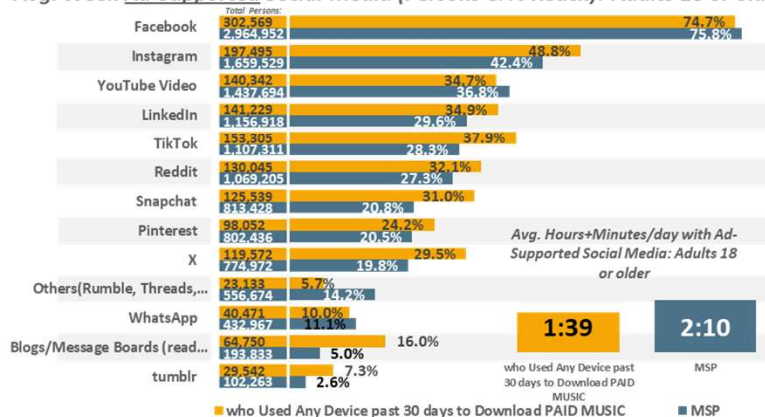


302,569 or 74.7% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC use Ad-Supported Facebook for an average of 28.5 minutes every day representing 28.7% of all time spent daily with Ad-Supported Social Media.

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



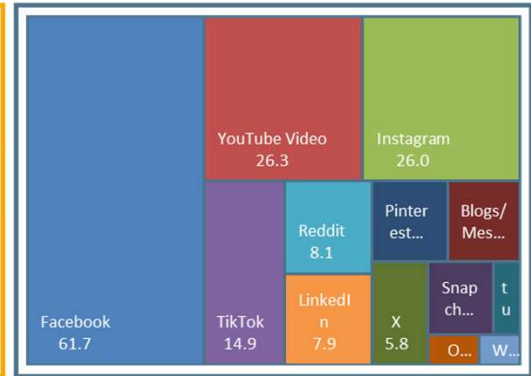
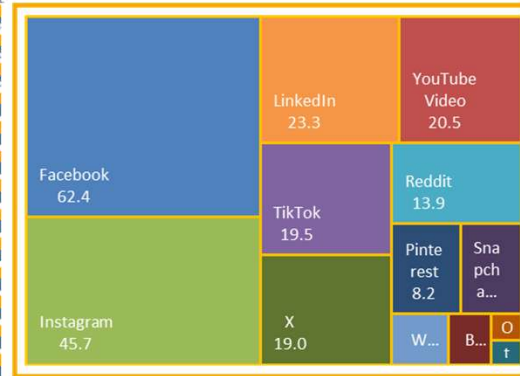
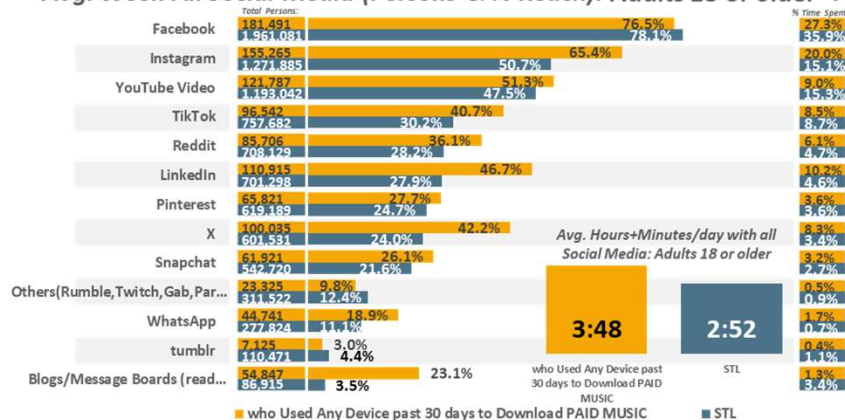
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



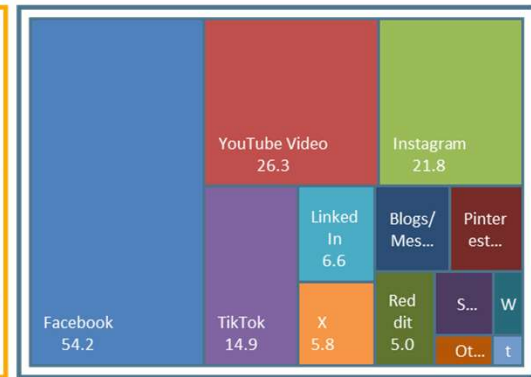
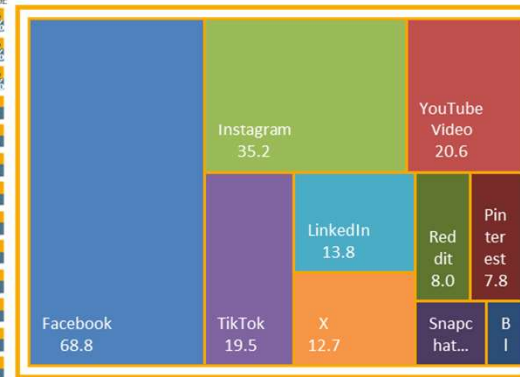
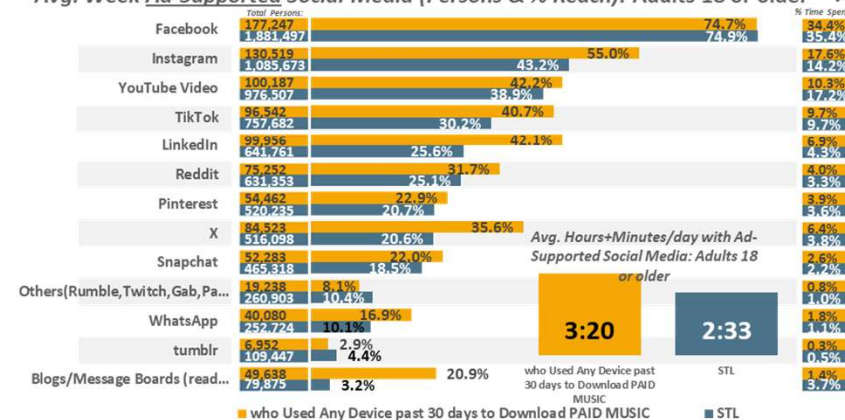


177,247 or 74.7% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC use Ad-Supported Facebook for an average of 68.8 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

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**



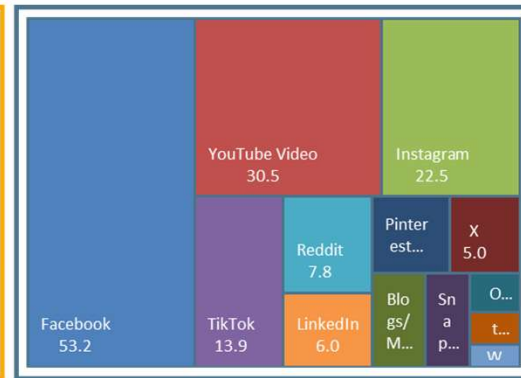
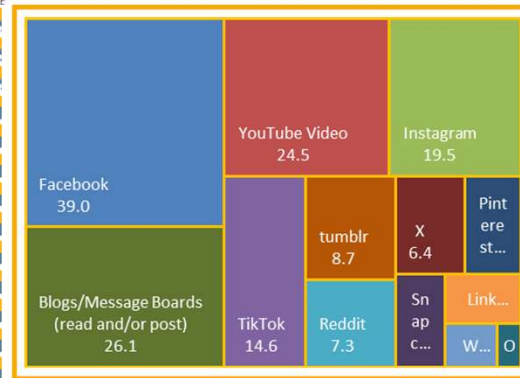
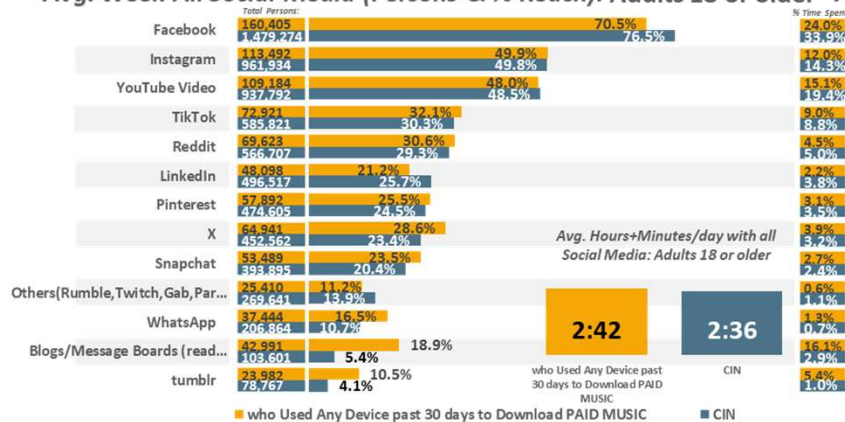
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



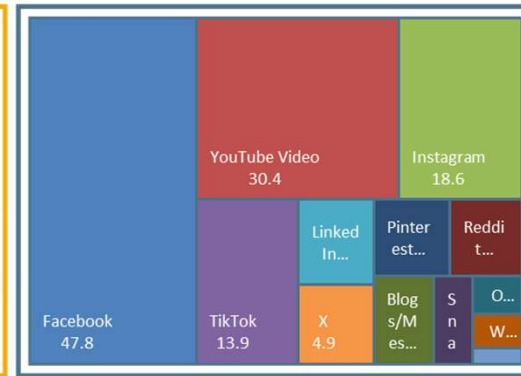
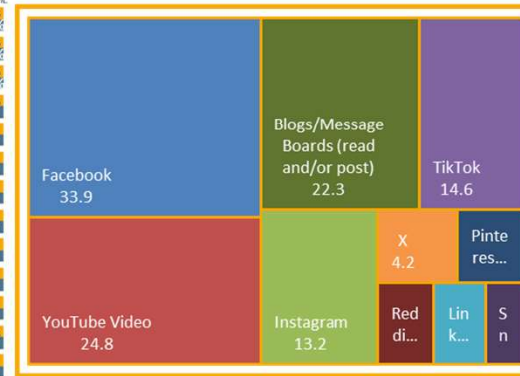
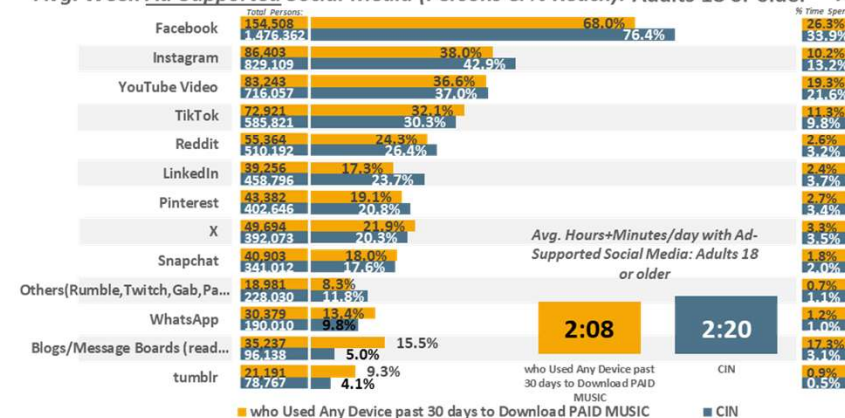


154,508 or 68.% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC use Ad-Supported Facebook for an average of 33.9 minutes every day representing 26.3% of all time spent daily with Ad-Supported Social Media.

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**



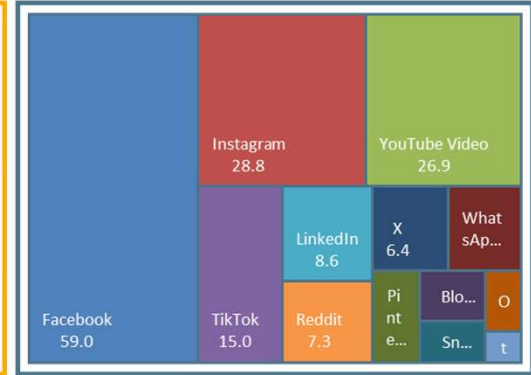
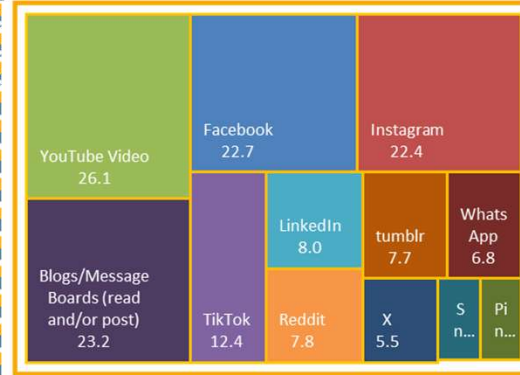
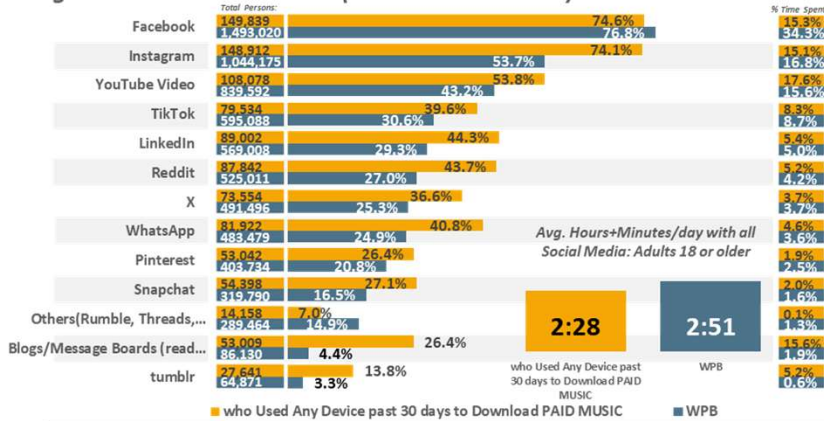
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



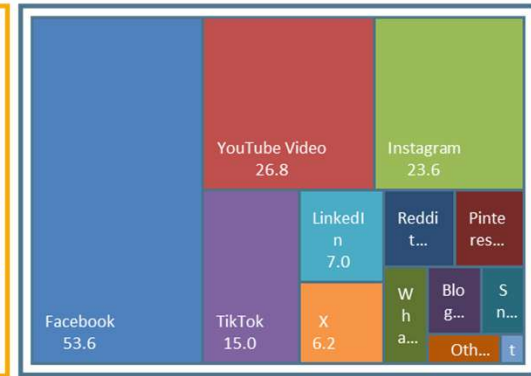
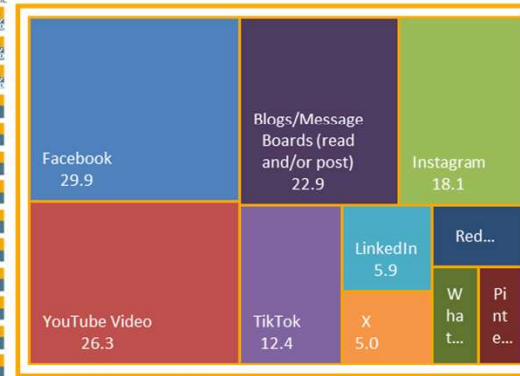
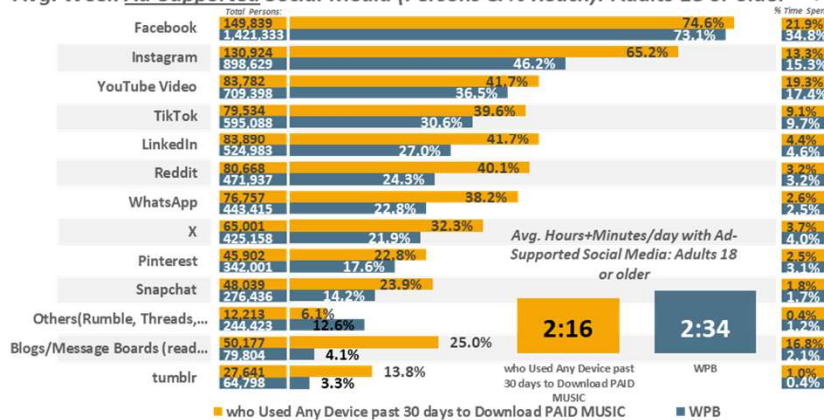


149,839 or 74.6% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC use Ad-Supported Facebook for an average of 29.9 minutes every day representing 21.9% of all time spent daily with Ad-Supported Social Media.

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



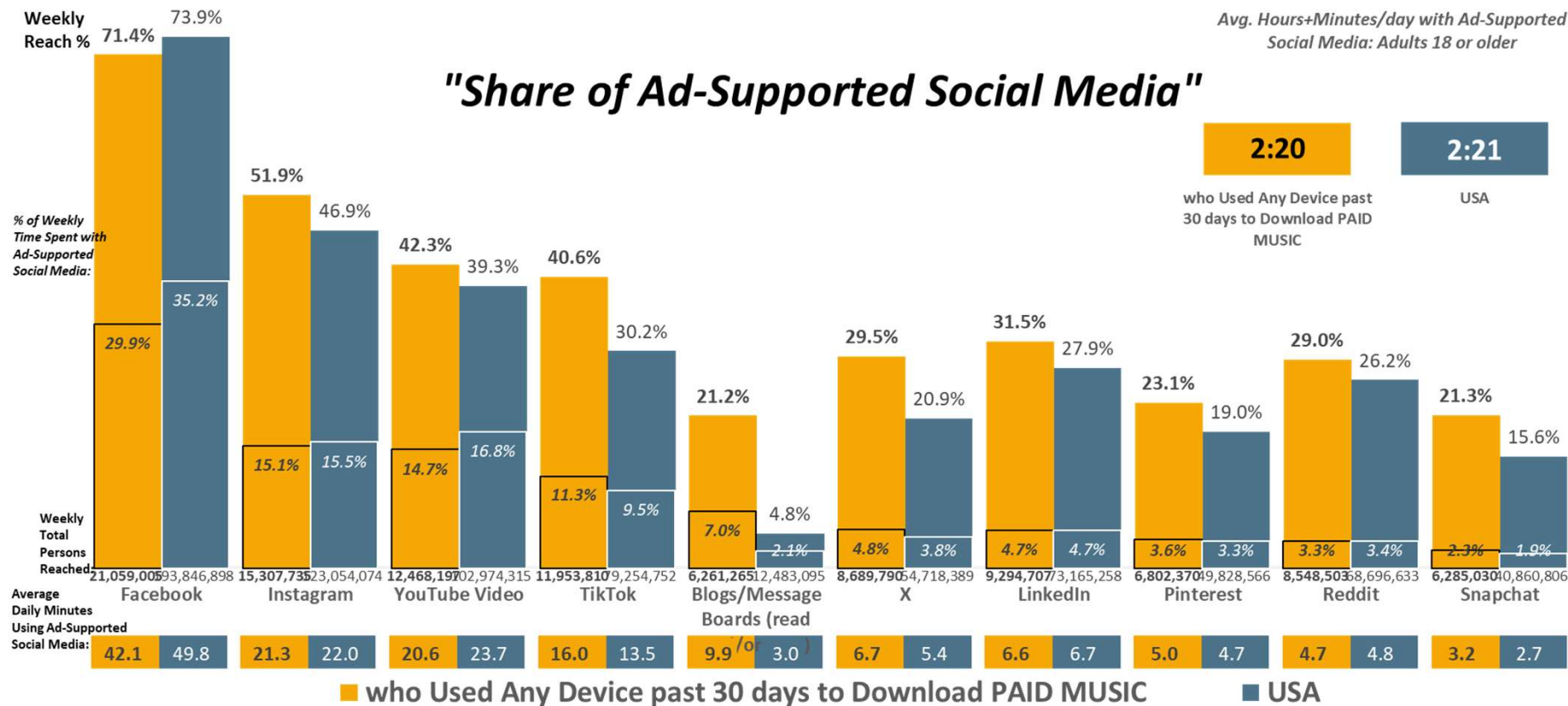
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





21,059,005 or 71.4% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC use Ad-Supported Facebook for an average of 42.1 minutes every day representing 29.9% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



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USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,110

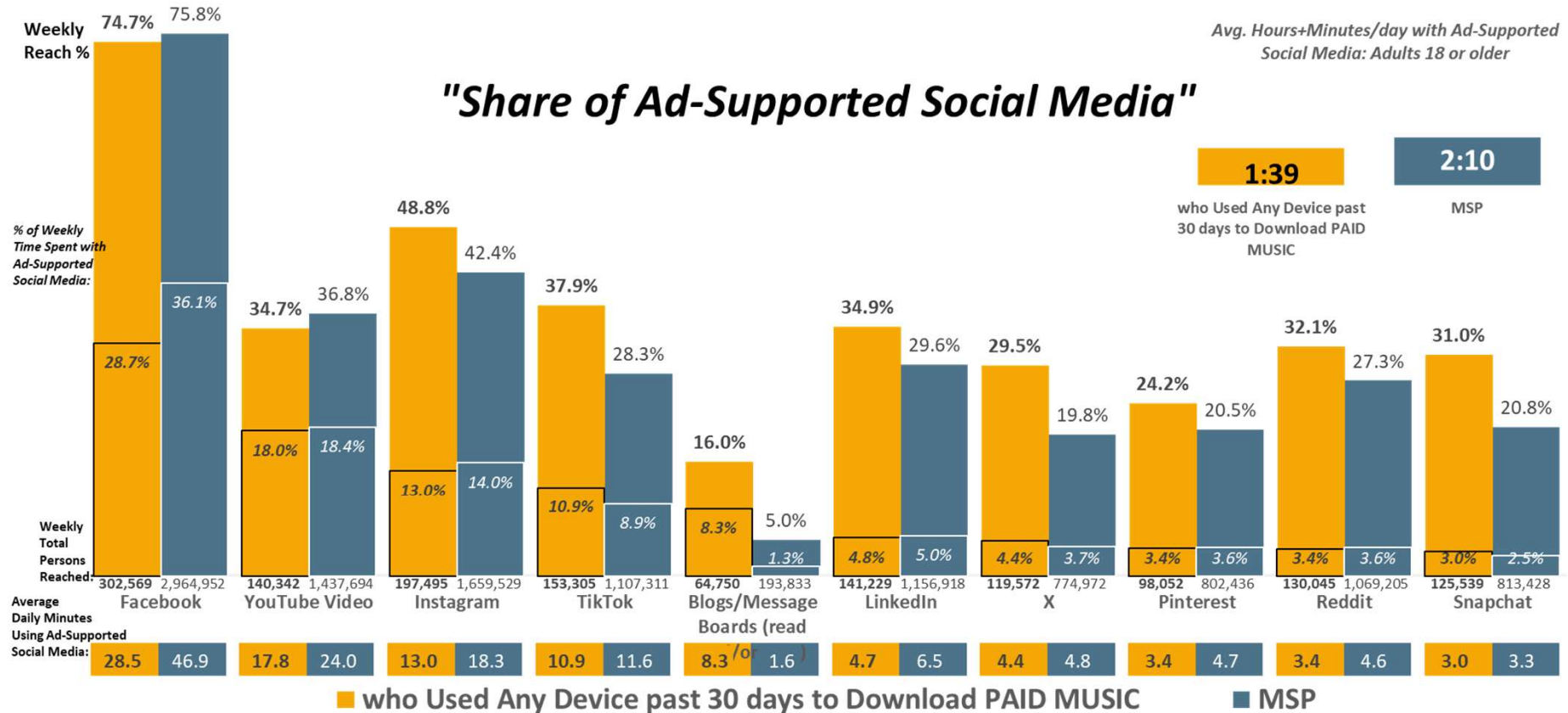
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



302,569 or 74.7% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC use Ad-Supported Facebook for an average of 28.5 minutes every day representing 28.7% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 174 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
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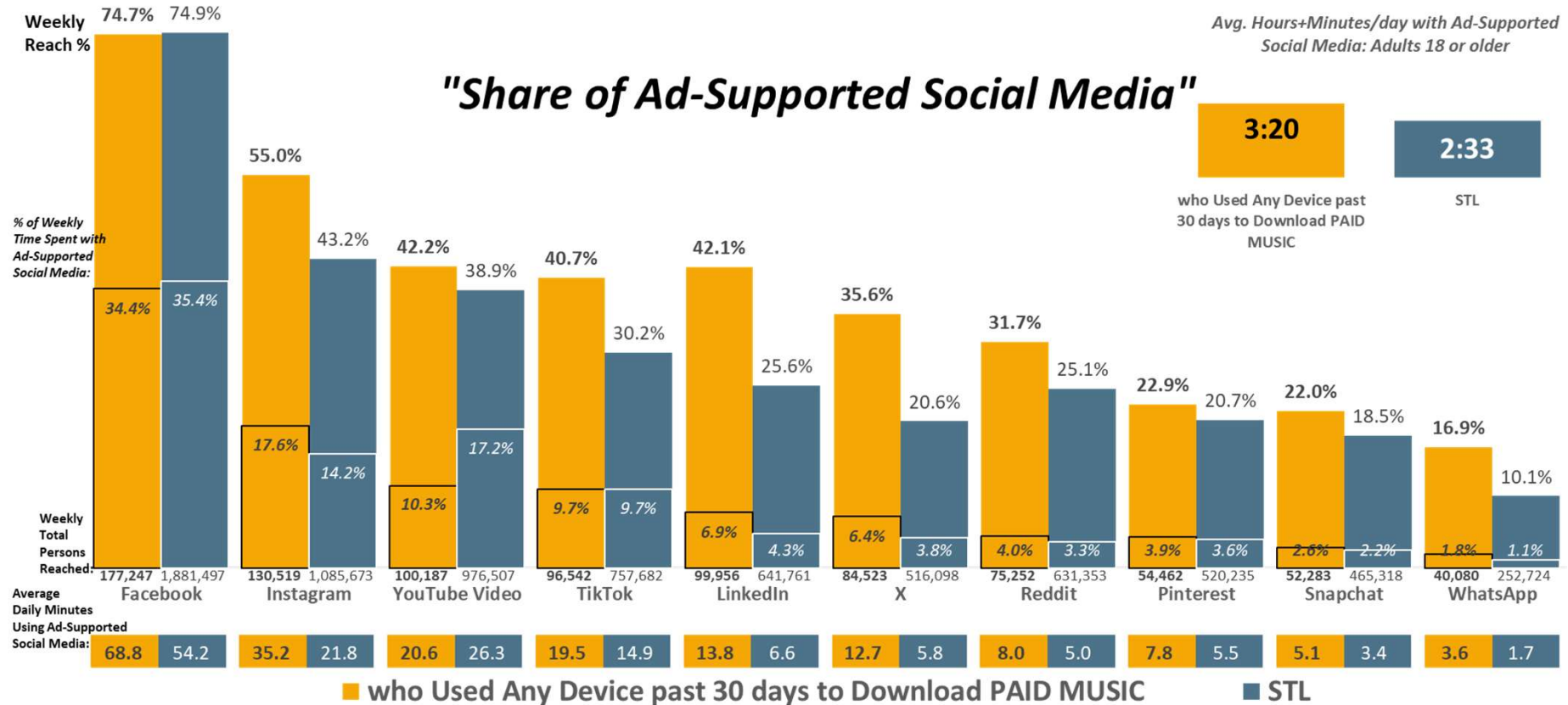
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



177,247 or 74.7% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC use Ad-Supported Facebook for an average of 68.8 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 192
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ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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Ways used Internet/apps past 30 days on any device: Audio content: Download paid music

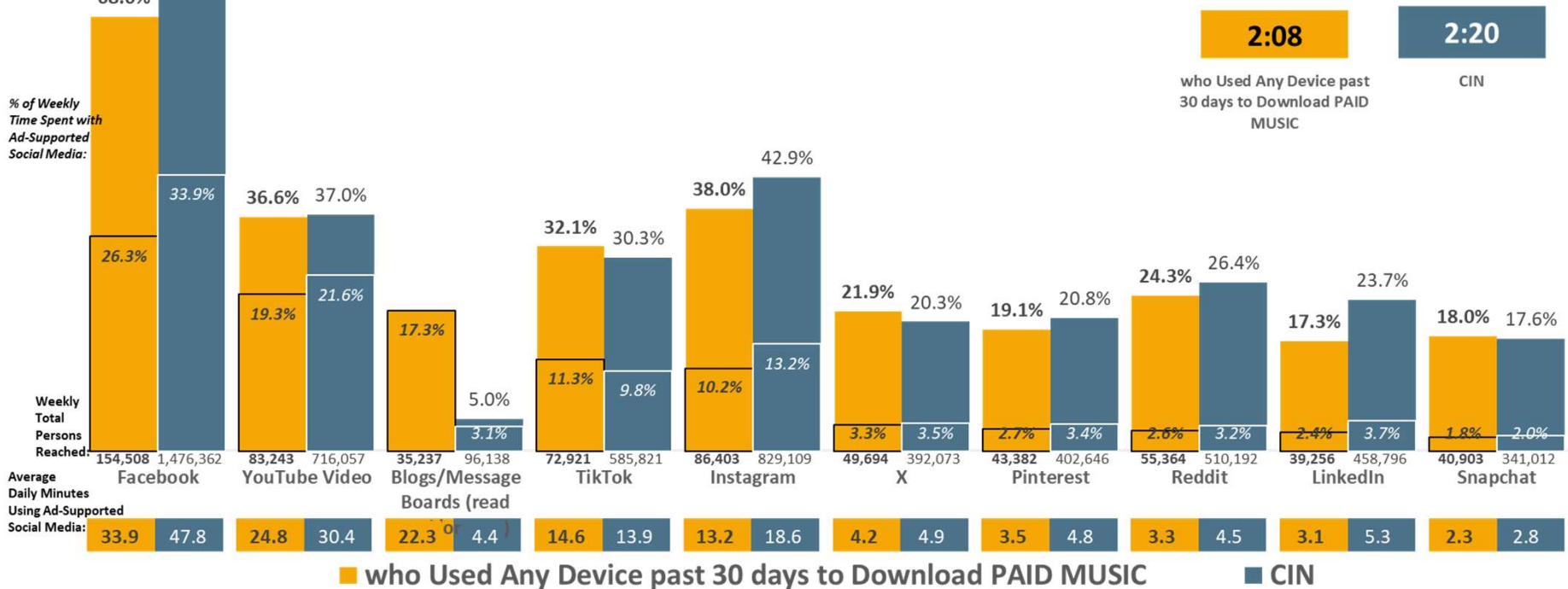


154,508 or 68.% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC use Ad-Supported Facebook for an average of 33.9 minutes every day representing 26.3% of all time spent daily with Ad-Supported Social Media.

Weekly Reach %

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

"Share of Ad-Supported Social Media"



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 213
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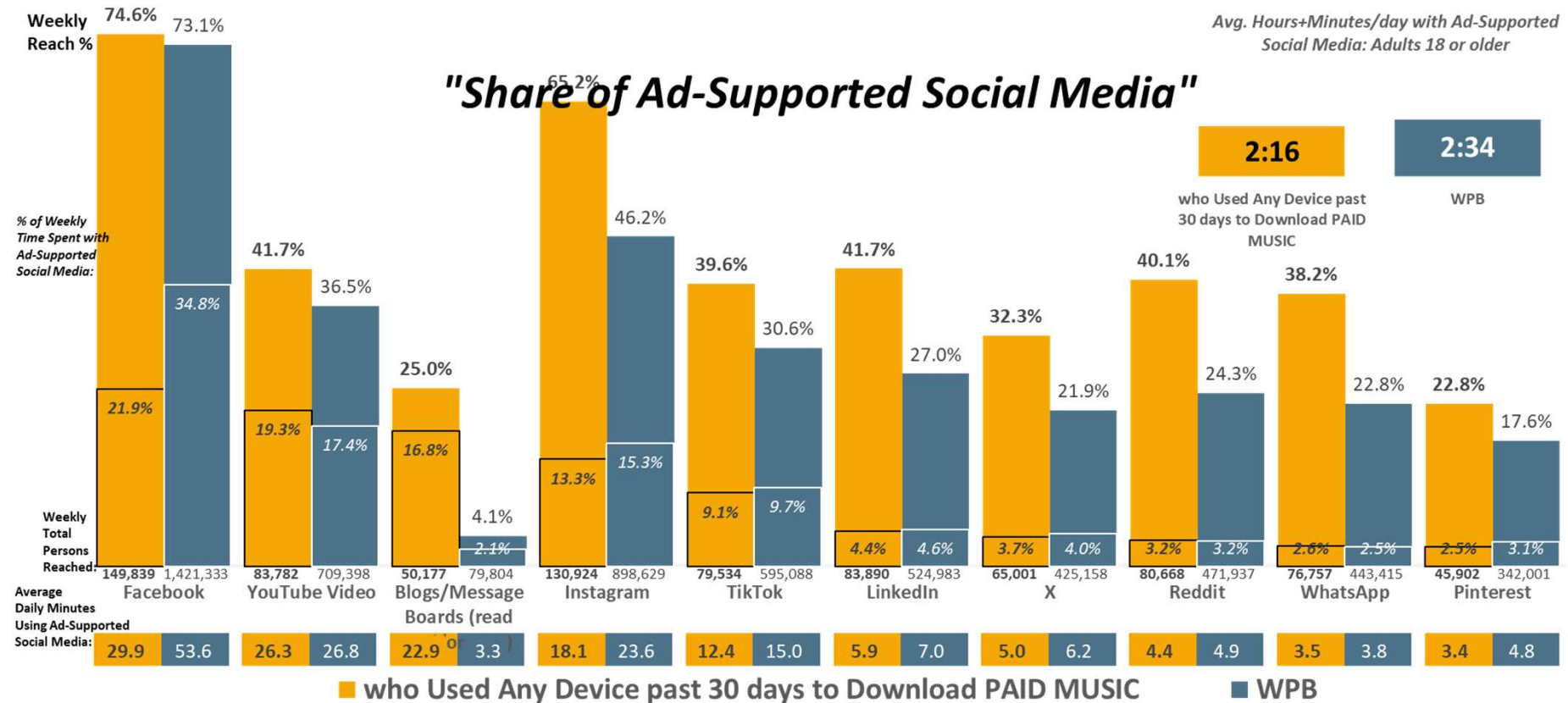
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soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



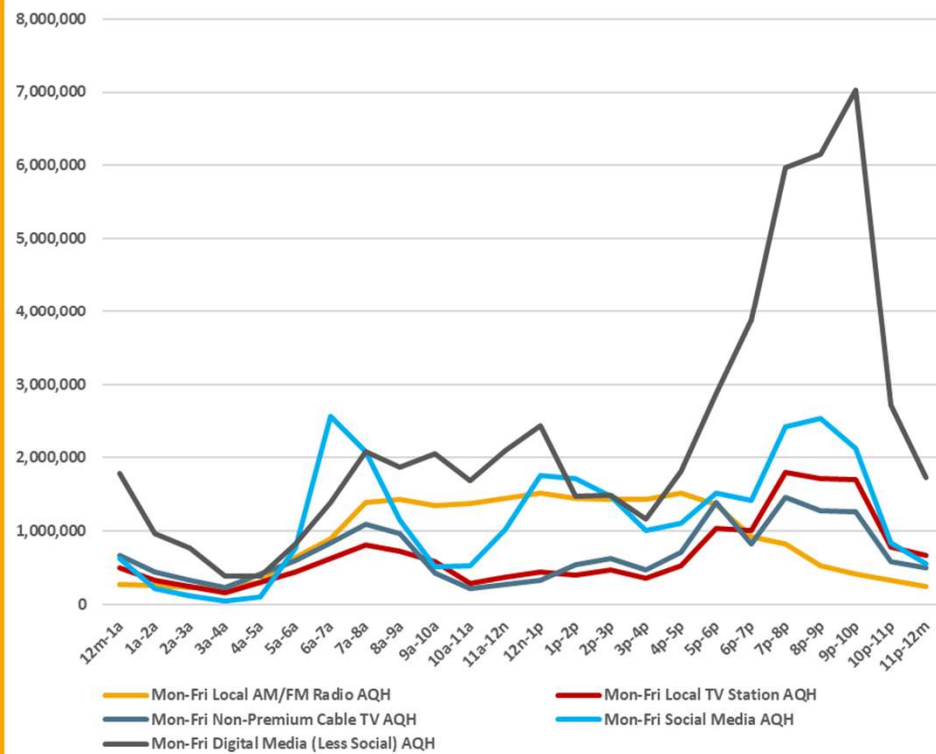
149,839 or 74.6% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC use Ad-Supported Facebook for an average of 29.9 minutes every day representing 21.9% of all time spent daily with Ad-Supported Social Media.



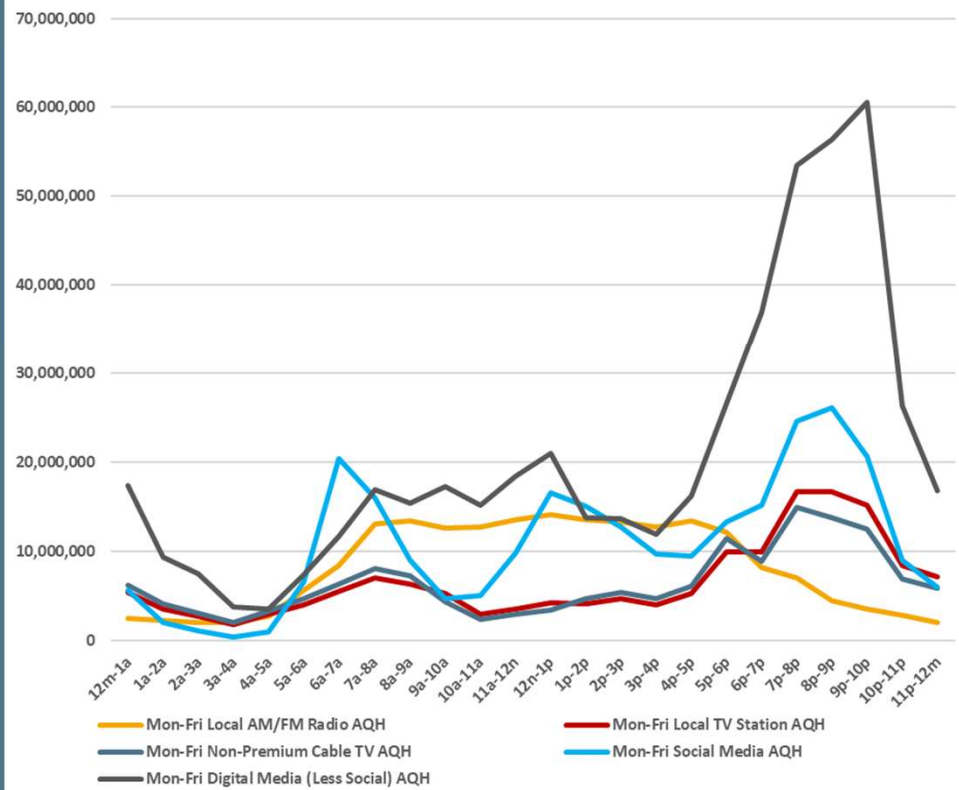


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,024,818;
 Social Media: 1,373,153; Local Radio: 1,346,457; Non-Prem. Cable: 671,430; Local TV:
 587,154 reaching Adults 18 or older who Used Any Device past 30 days to Do

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
 Adults 18 or older who Used Any Device past 30 days to
 Download PAID MUSIC*



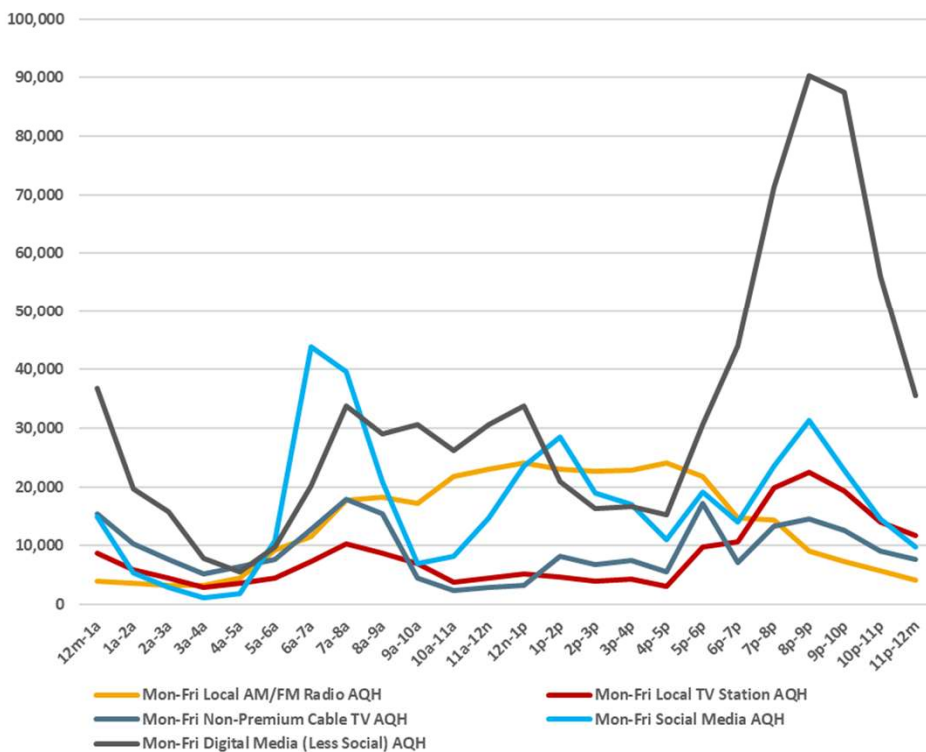
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
 USA Metro Area Adults 18 or older*



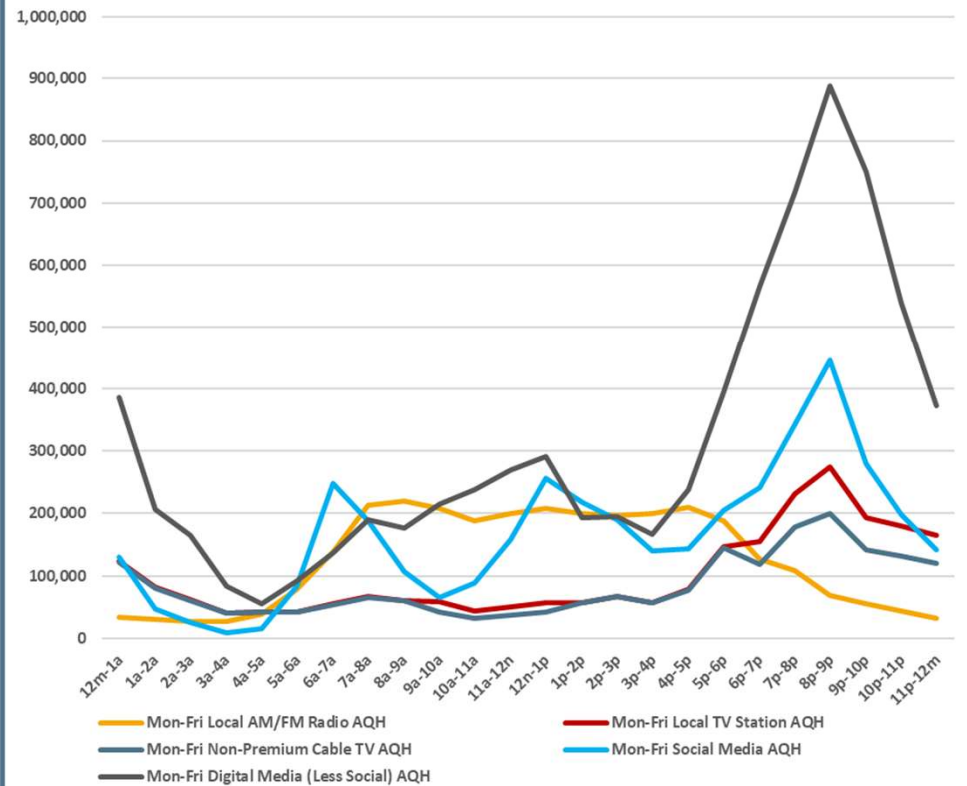


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 26,794;
Social Media: 20,500; Local Radio: 20,208; Non-Prem. Cable: 8,586; Local TV: 6,384
reaching Adults 18 or older who Used Any Device past 30 days to Download PAID M

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Used Any Device past 30 days to
Download PAID MUSIC*



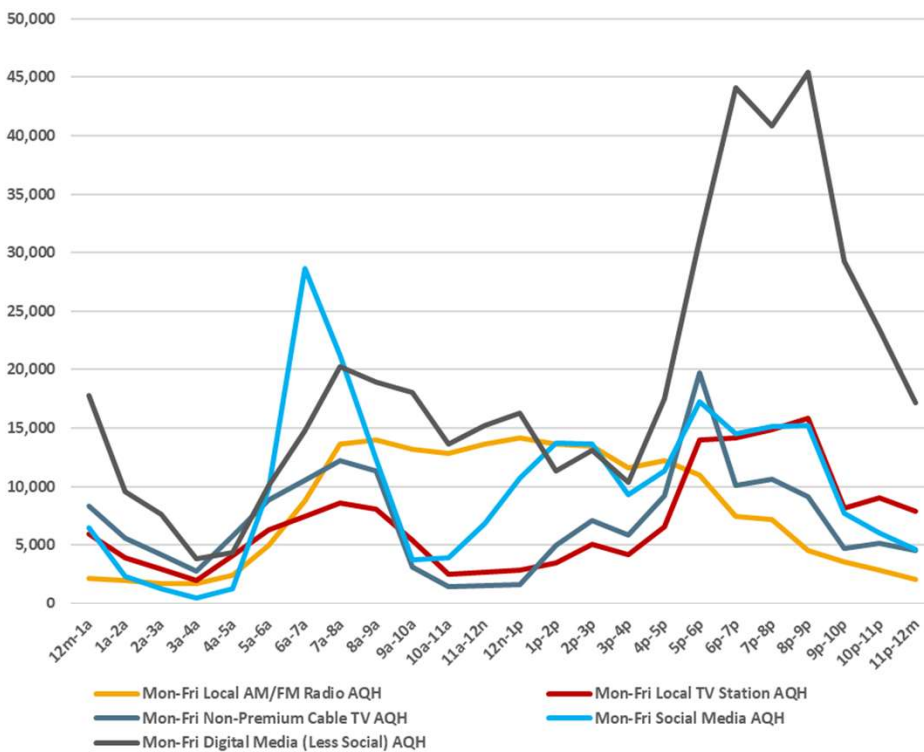
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 18 or older*



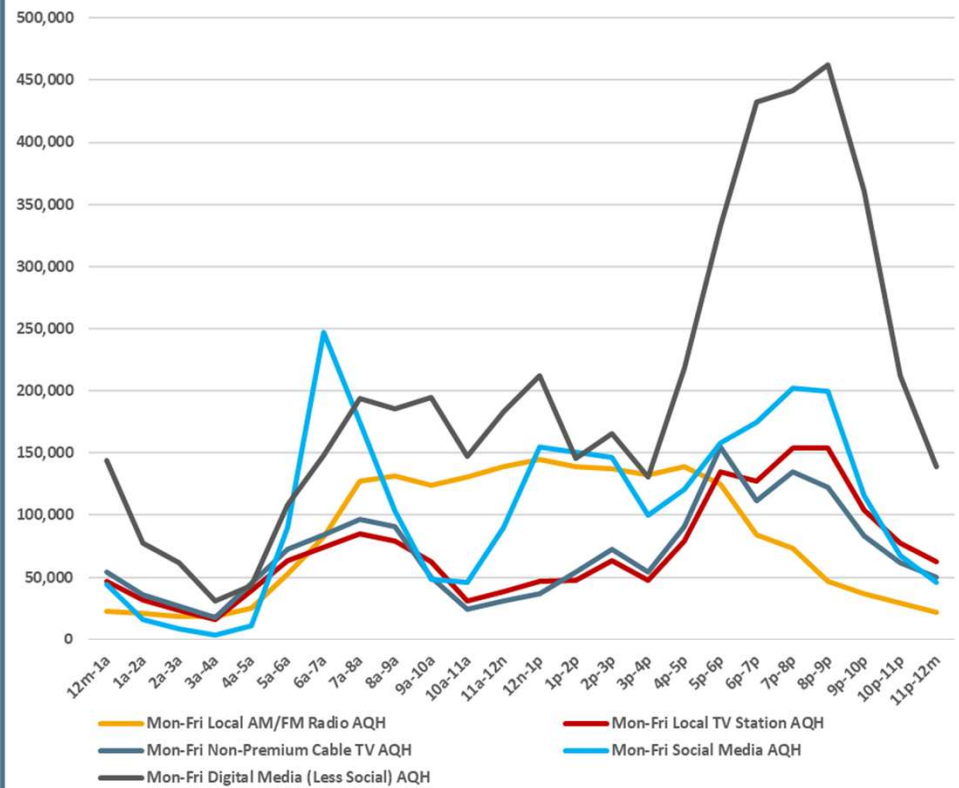


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 18,821;
Social Media: 12,863; Local Radio: 12,267; Non-Prem. Cable: 7,602; Local TV: 6,535
reaching Adults 18 or older who Used Any Device past 30 days to Download PAID M

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Used Any Device past 30 days to
Download PAID MUSIC*



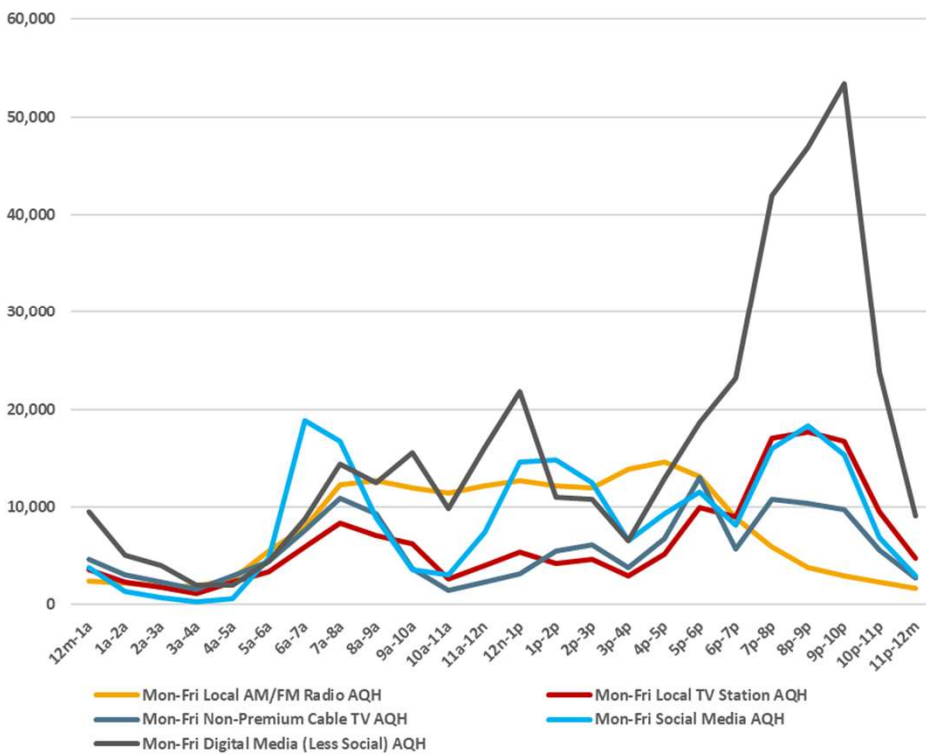
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Adults 18 or older*



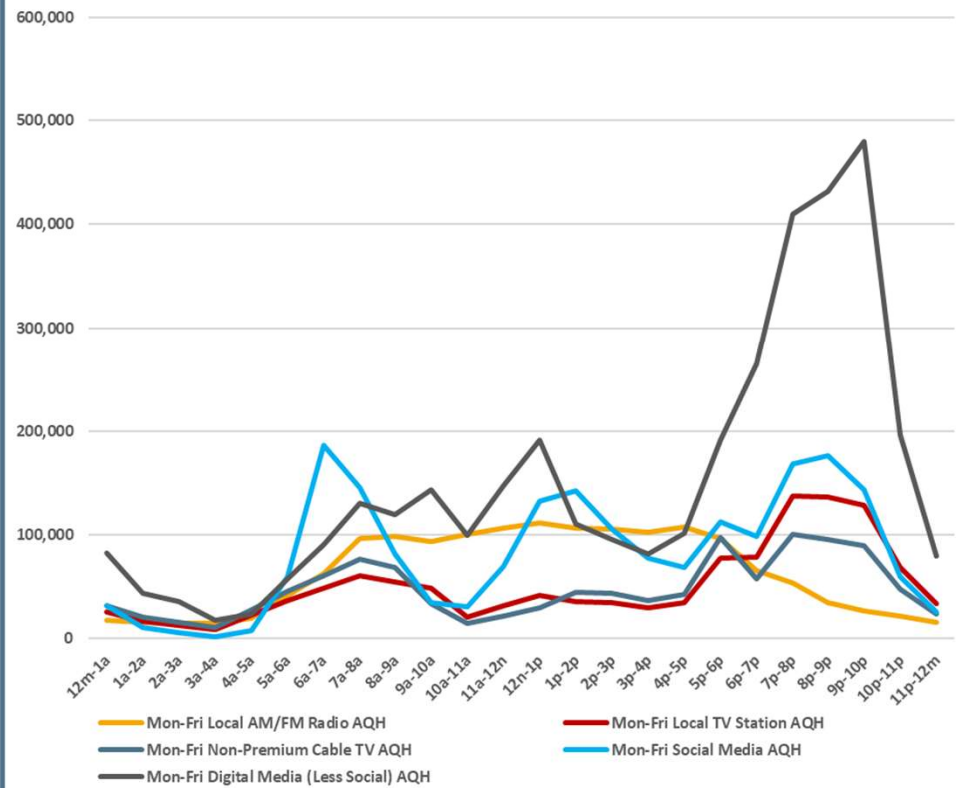


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 14,021;
Local Radio: 11,988; Social Media: 10,466; Non-Prem. Cable: 6,109; Local TV: 5,823
reaching Adults 18 or older who Used Any Device past 30 days to Download PAID M

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Used Any Device past 30 days to
Download PAID MUSIC



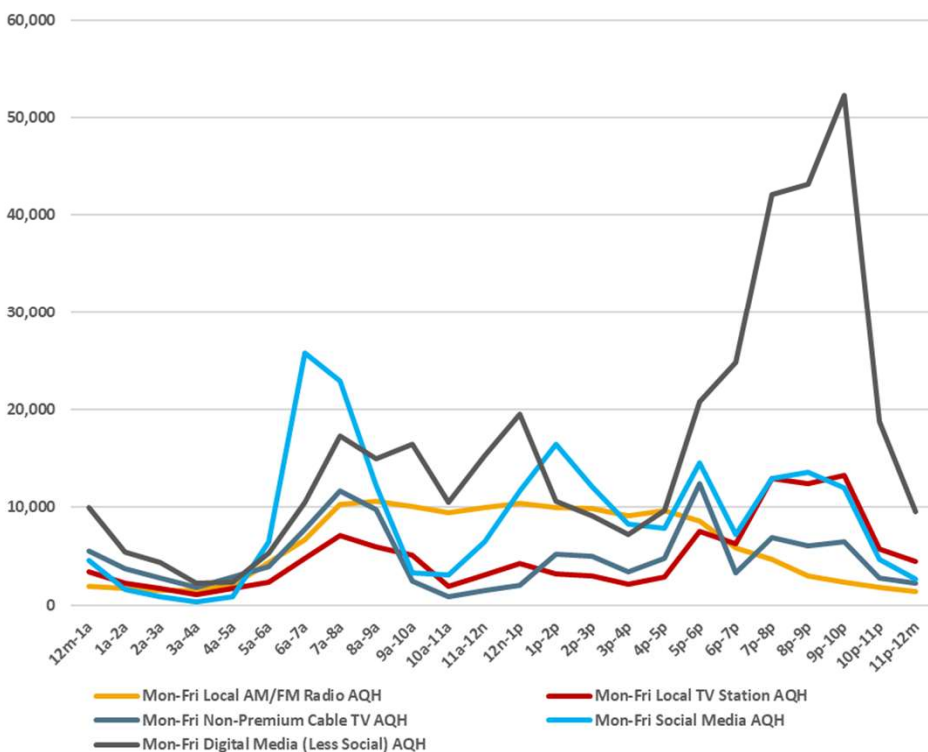
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 18 or older



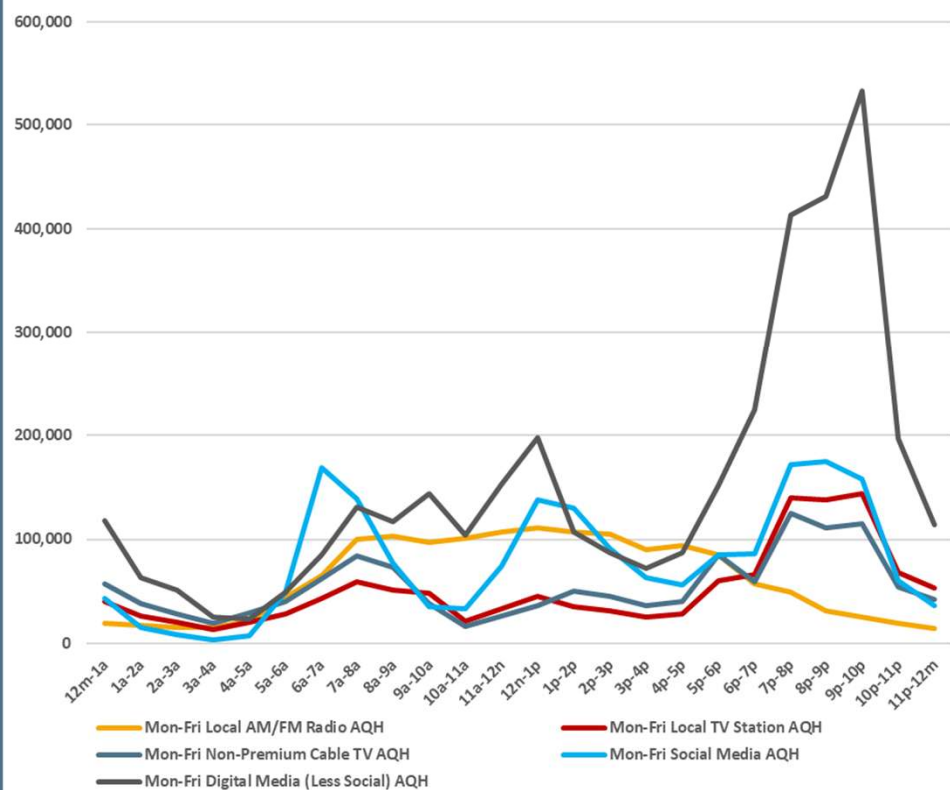


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 14,397;
Social Media: 11,698; Local Radio: 9,294; Non-Prem. Cable: 5,417; Local TV: 4,412
reaching Adults 18 or older who Used Any Device past 30 days to Download PAID MU

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Used Any Device past 30 days to
Download PAID MUSIC



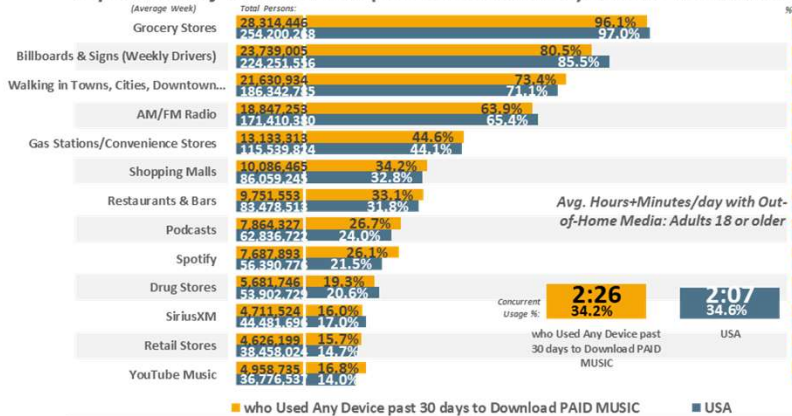
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 18 or older



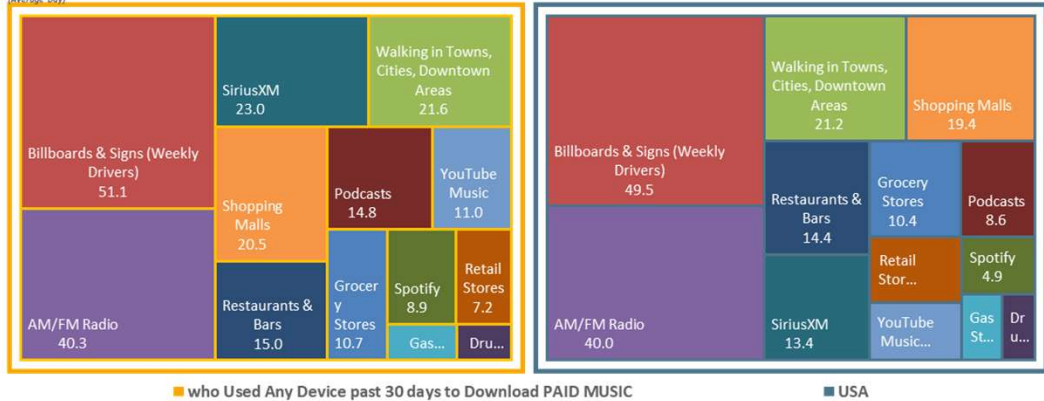


23,739,005 or 80.5% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 51.1 minutes per day driving, seeing Billboards and Signs. 61.8% Listen to Local Radio Stations Out-of-Home for an average of 37.1 minute

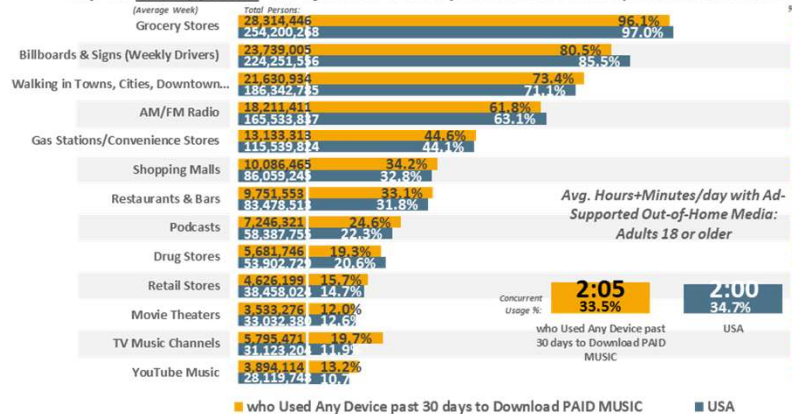
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



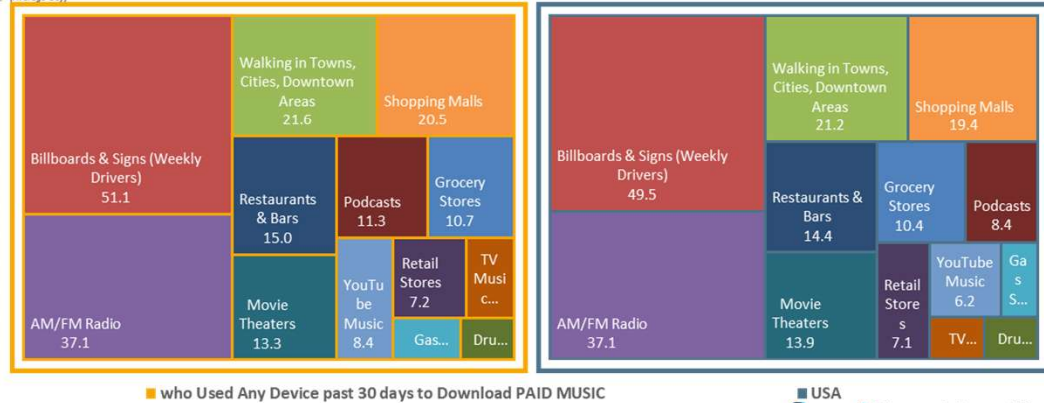
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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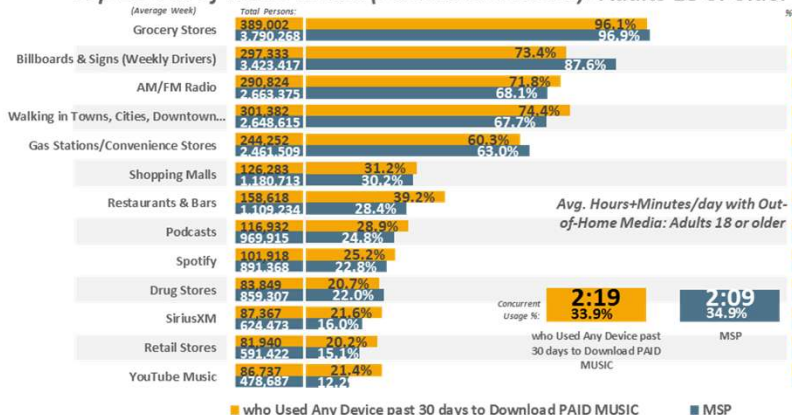
Ways used Internet/apps past 30 days on any device: Audio content: Download paid music

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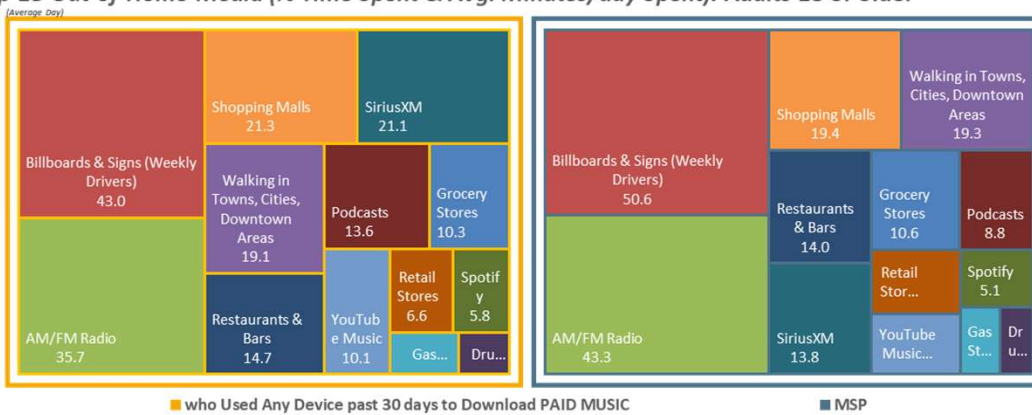


297,333 or 73.4% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 43. minutes per day driving, seeing Billboards and Signs. 68.3% Listen to Local Radio Stations Out-of-Home for an average of 30.7 minutes/day

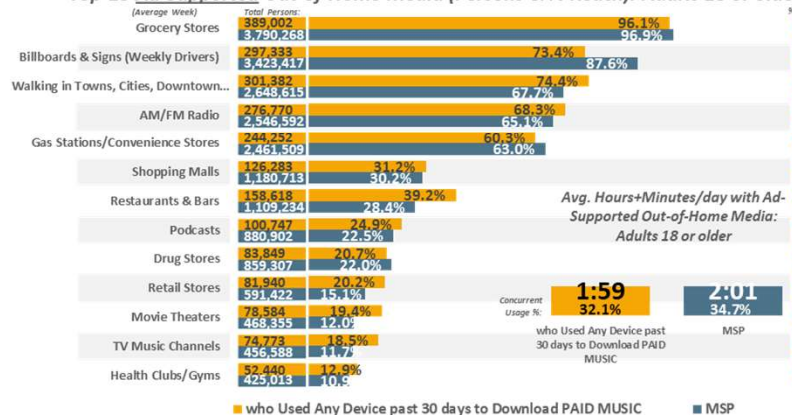
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



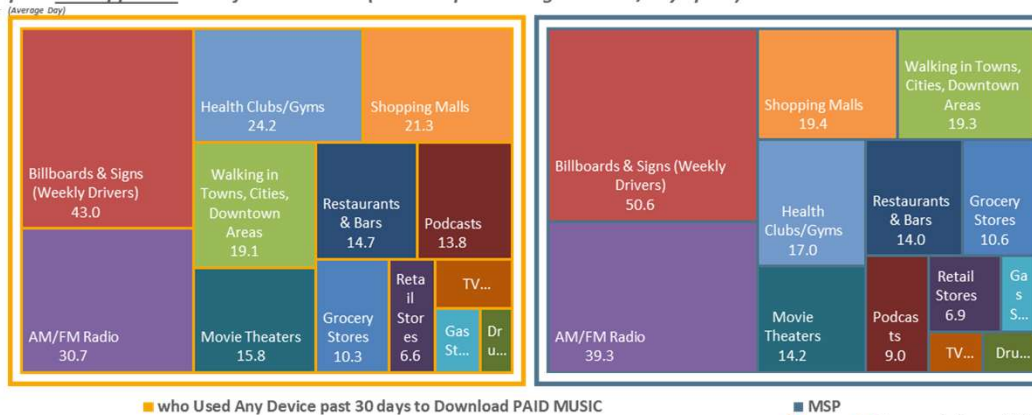
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



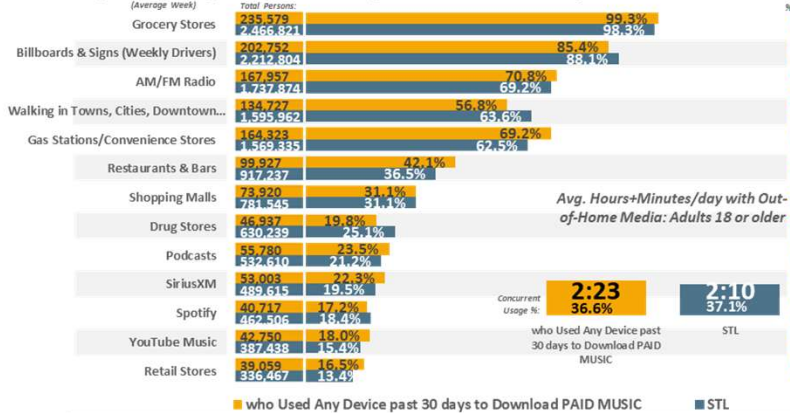
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



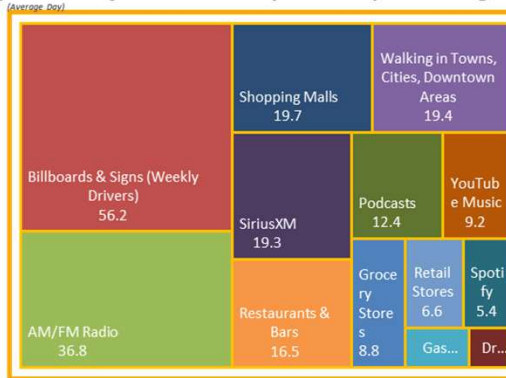


202,752 or 85.4% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 56.2 minutes per day driving, seeing Billboards and Signs. 68.6% Listen to Local Radio Stations Out-of-Home for an average of 35.5 minutes/d

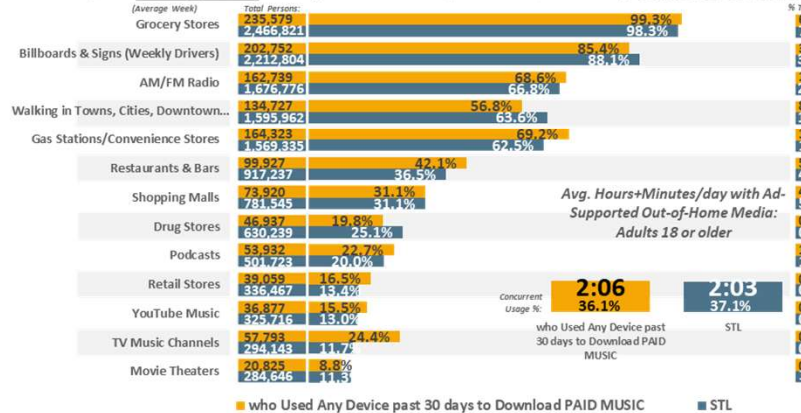
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



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



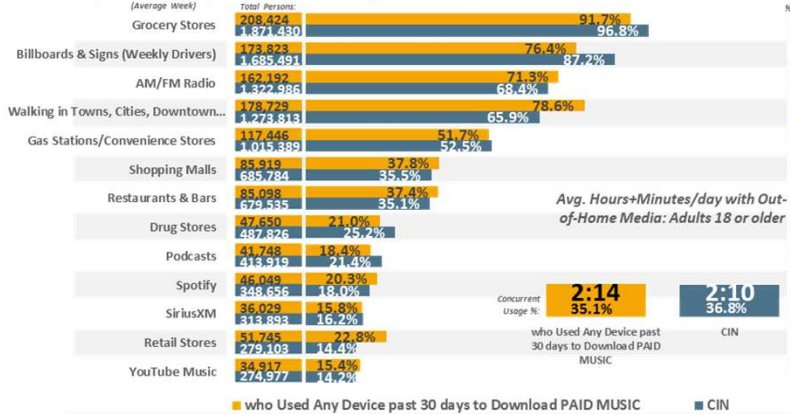
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



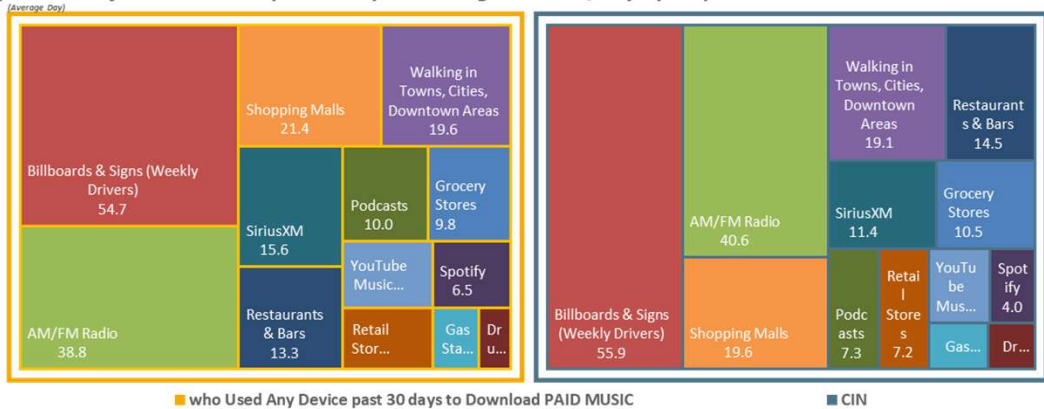


173,823 or 76.4% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 54.7 minutes per day driving, seeing Billboards and Signs. 69.6% Listen to Local Radio Stations Out-of-Home for an average of 37.6 minutes/d

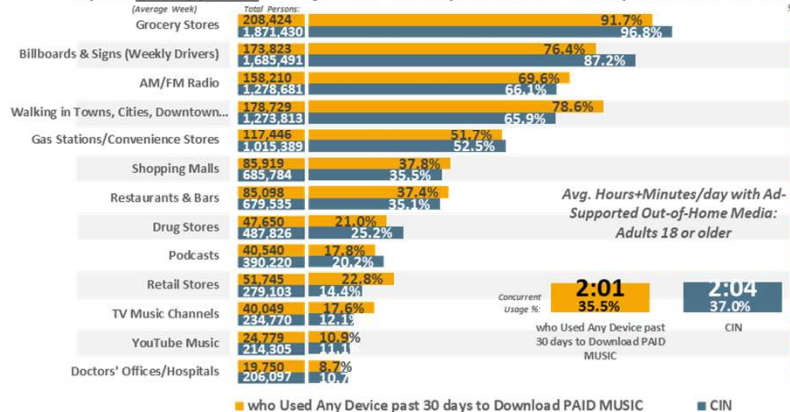
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



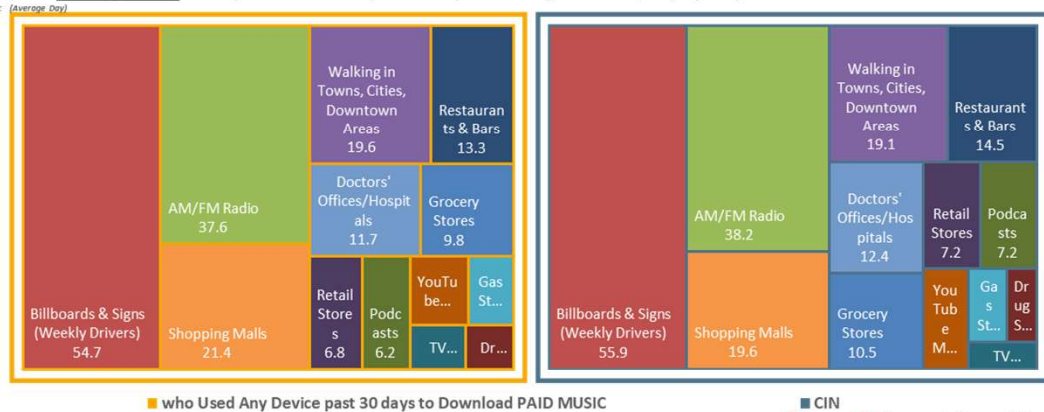
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 213
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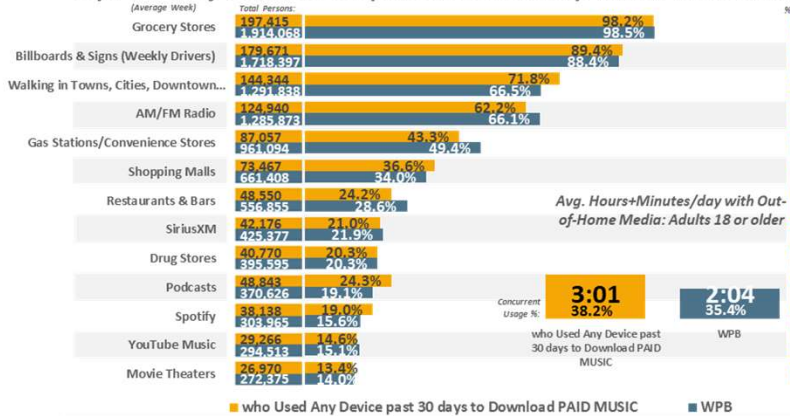
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Ways used Internet/apps past 30 days on any device: Audio content: Download paid music

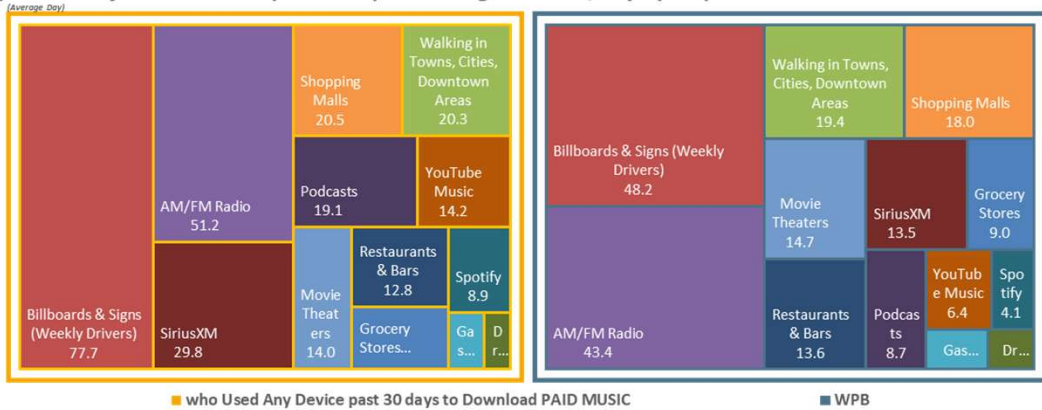


179,671 or 89.4% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 77.7 minutes per day driving, seeing Billboards and Signs. 61.3% Listen to Local Radio Stations Out-of-Home for an average of 48.8 minutes/d

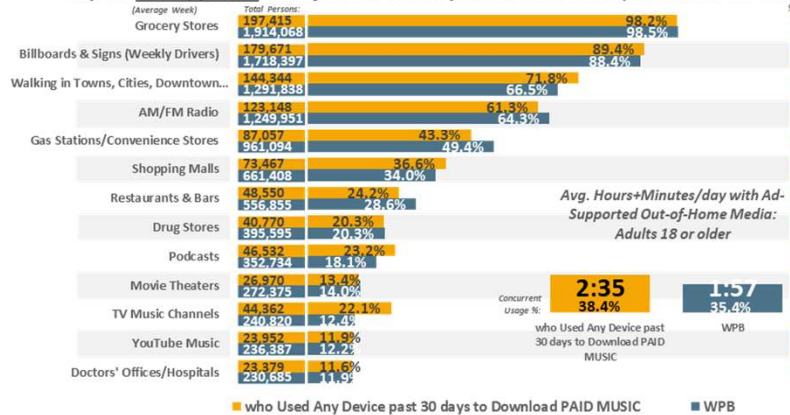
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



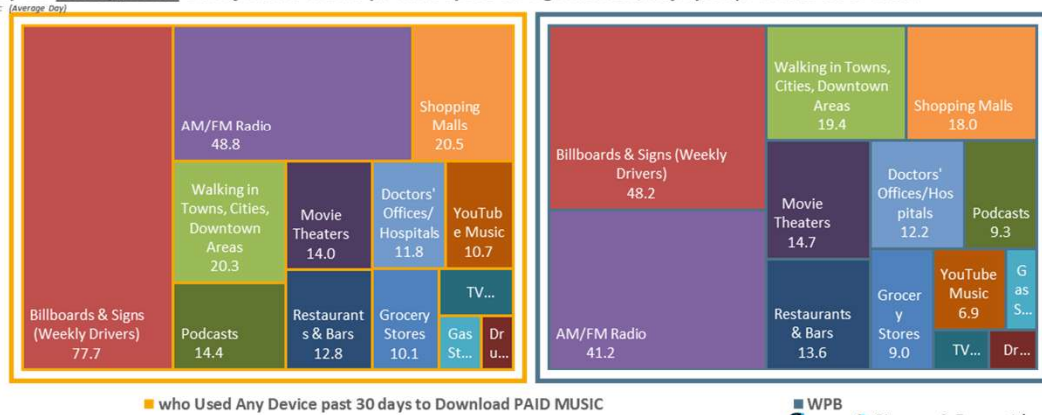
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 245
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Ways used Internet/apps past 30 days on any device: Audio content: Download paid music

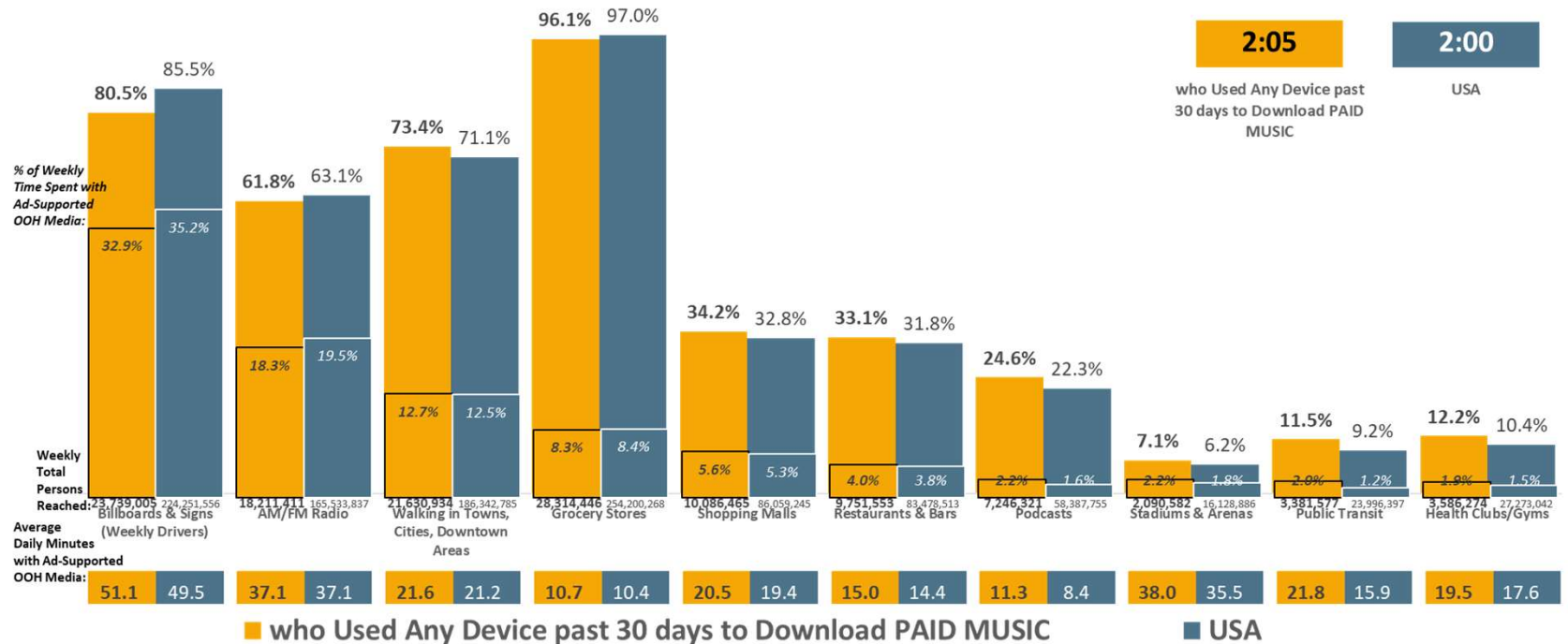


23,739,005 or 80.5% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 51.1 minutes per day driving, seeing Billboards and Signs representing 32.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 2,741 Scarborough R1 2026: Sep24-Feb26 USA Projection Scarborough R1 2026: Sep24-Feb26 Qual Intab 25,110
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Ways used Internet/apps past 30 days on any device: Audio content: Download paid music

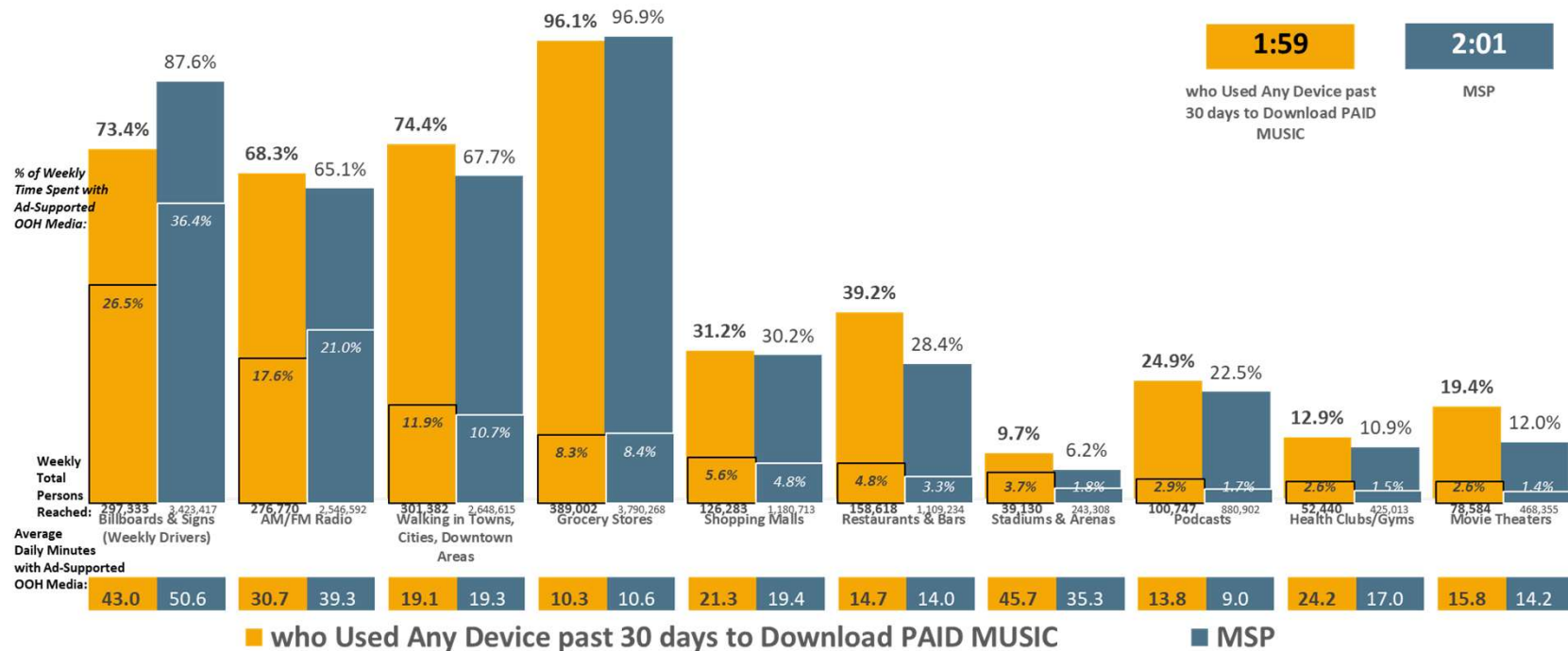


297,333 or 73.4% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 43. minutes per day driving, seeing Billboards and Signs representing 26.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



1:59

who Used Any Device past 30 days to Download PAID MUSIC

2:01

MSP

MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 174 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934

soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Audio content: Download paid music

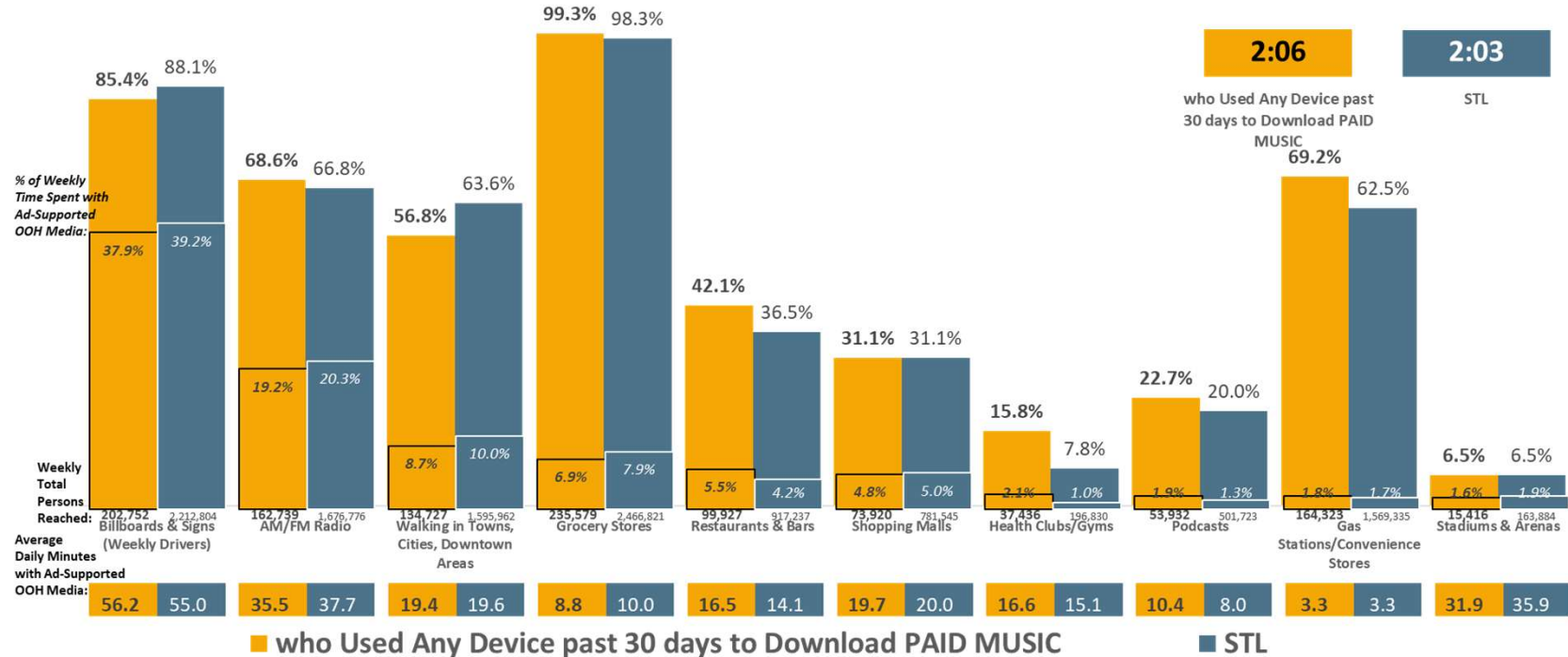


202,752 or 85.4% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 56.2 minutes per day driving, seeing Billboards and Signs representing 37.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 192
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ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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Ways used Internet/apps past 30 days on any device: Audio content: Download paid music

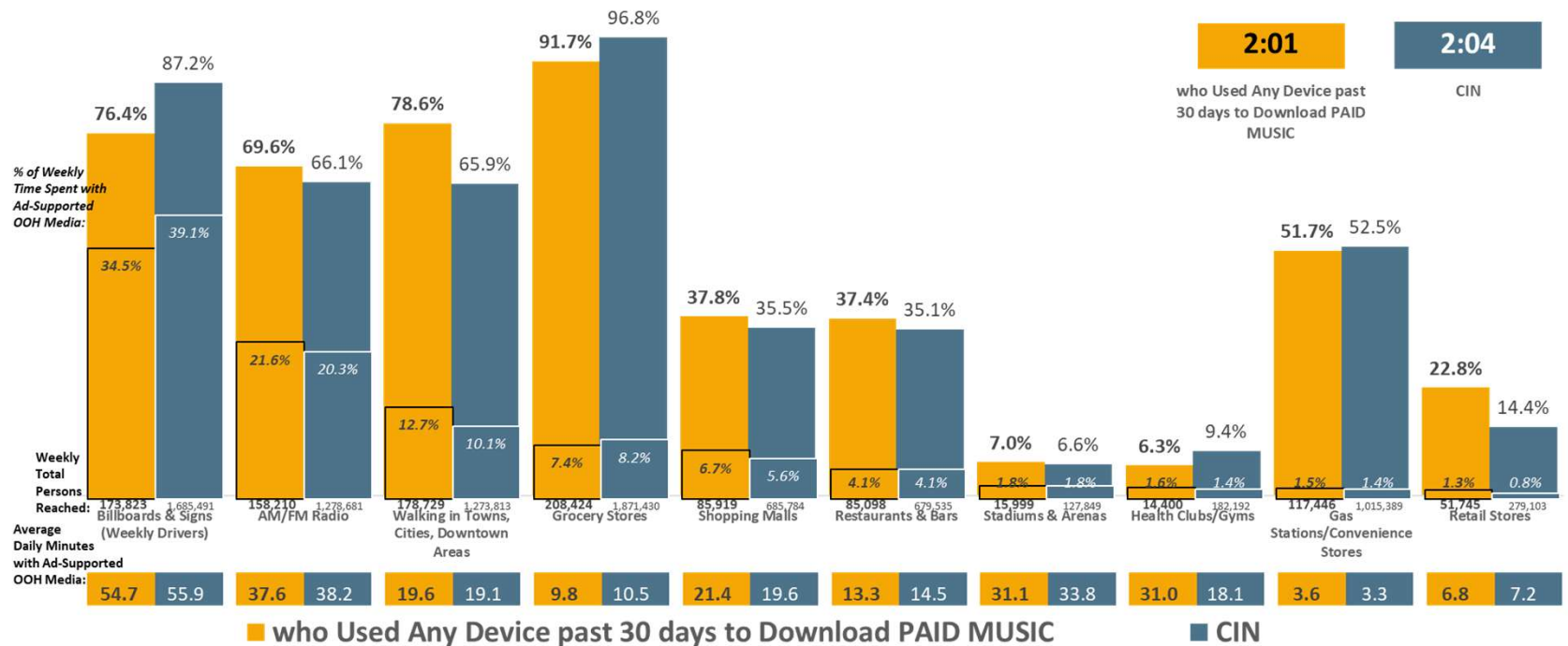


173,823 or 76.4% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 54.7 minutes per day driving, seeing Billboards and Signs representing 34.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 213 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033
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Ways used Internet/apps past 30 days on any device: Audio content: Download paid music

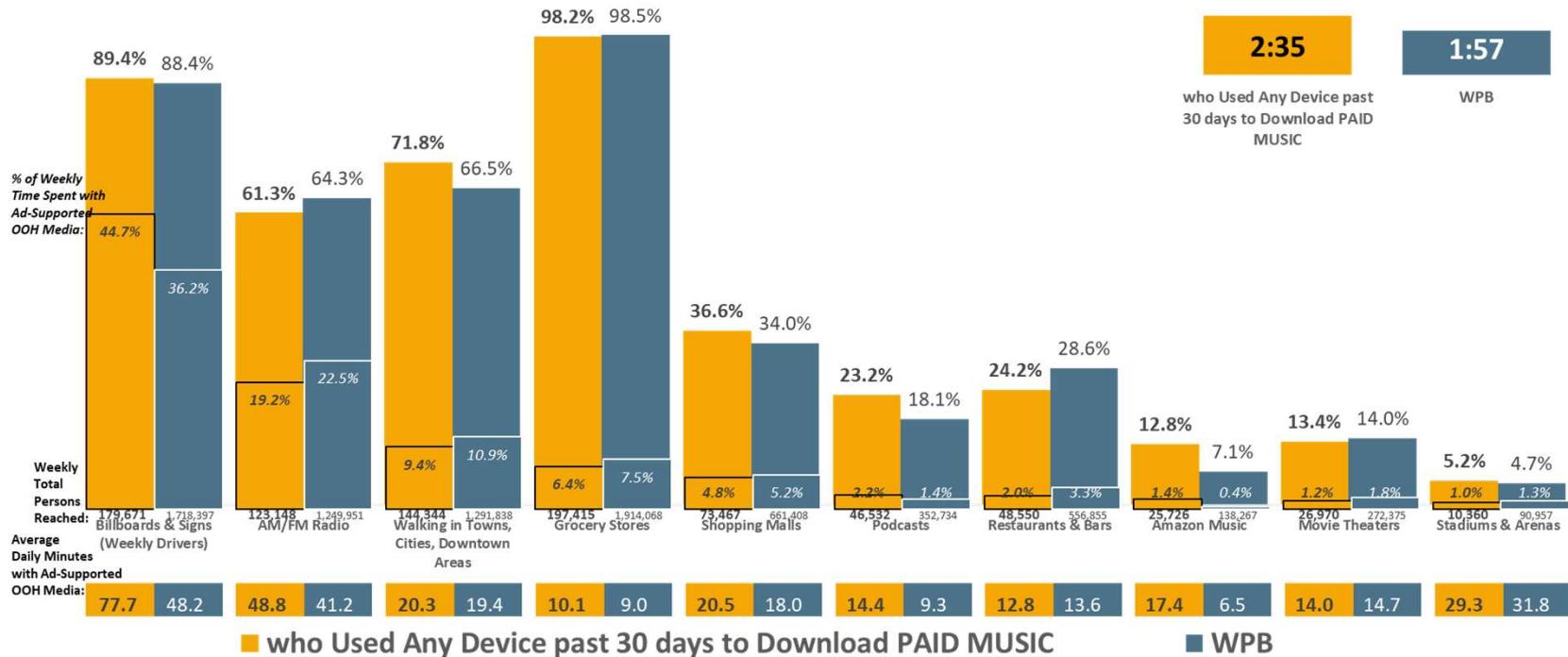


179,671 or 89.4% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 77.7 minutes per day driving, seeing Billboards and Signs representing 44.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 245 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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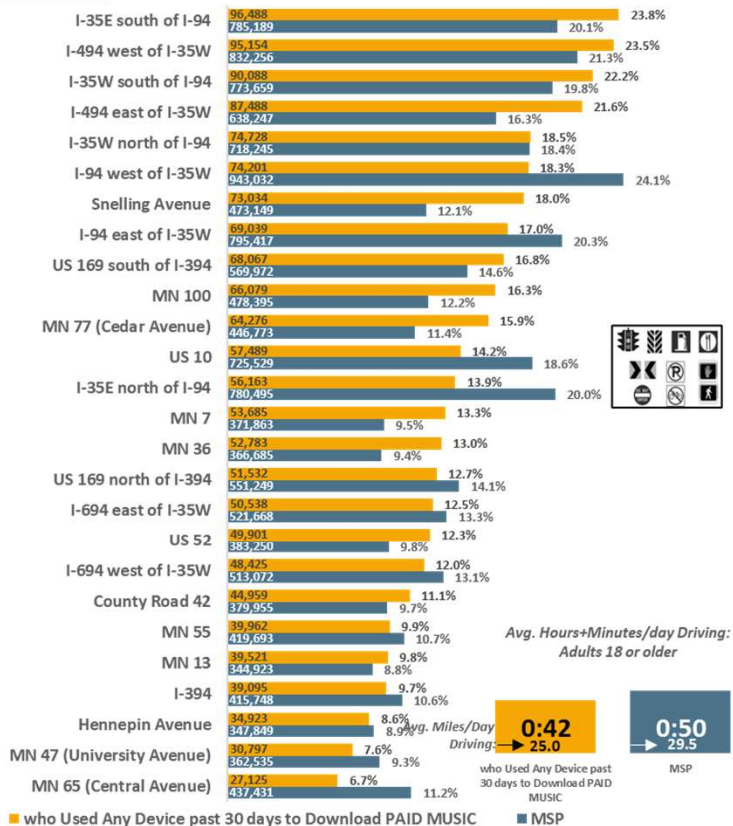
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Audio content: Download paid music

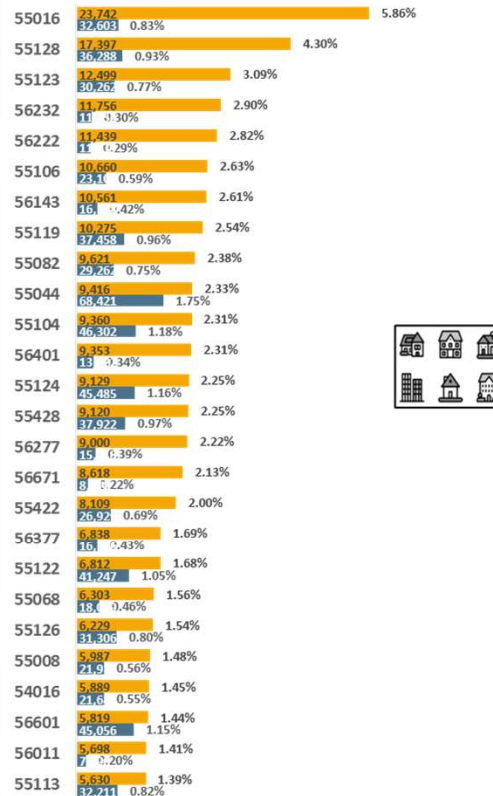


297,333 or 73.4% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 43. minutes per day driving an average of 25. miles each day and are 49.% more likely to use Snelling Avenue than the Metro average.

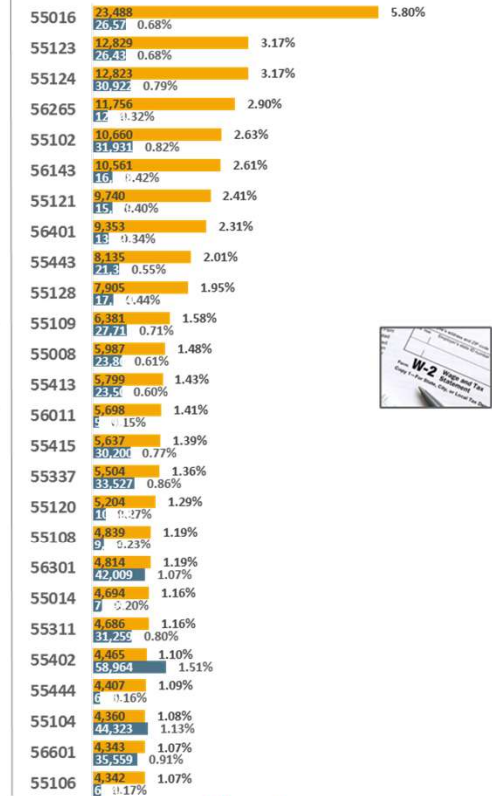
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



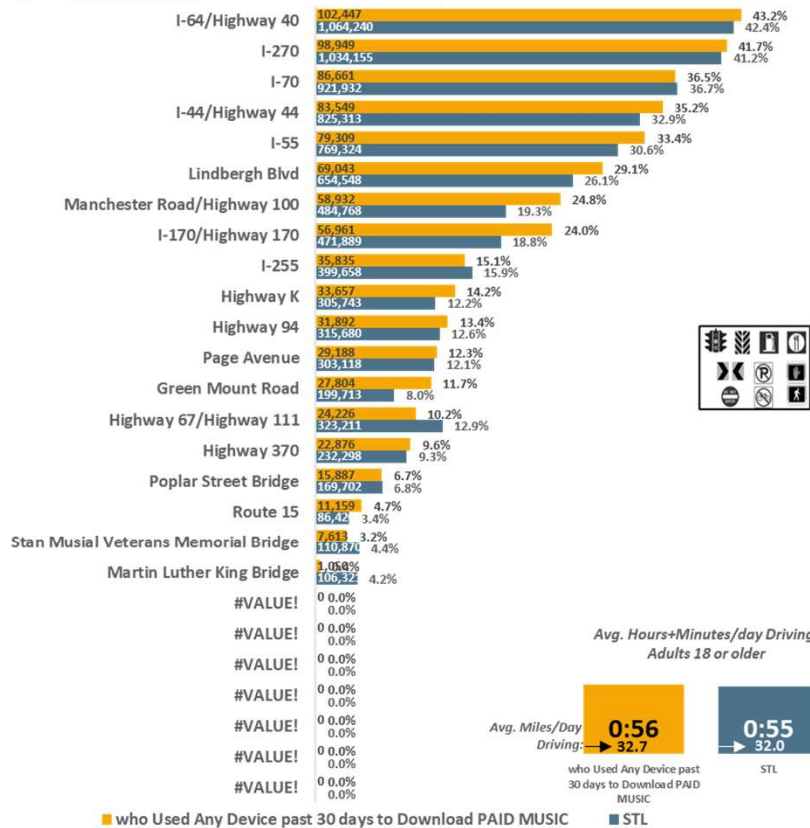
Top-26 Employment Zip Codes: Adults 18 or older



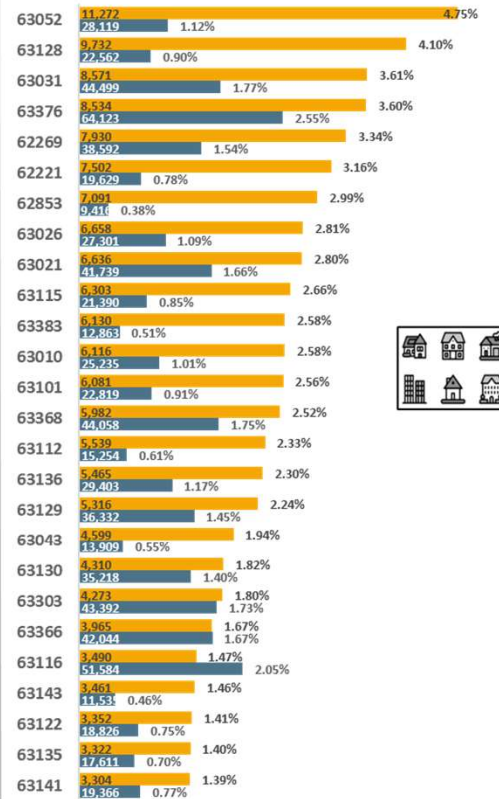


202,752 or 85.4% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 56.2 minutes per day driving an average of 32.7 miles each day and are 47.3% more likely to use Green Mount Road than the Metro average.

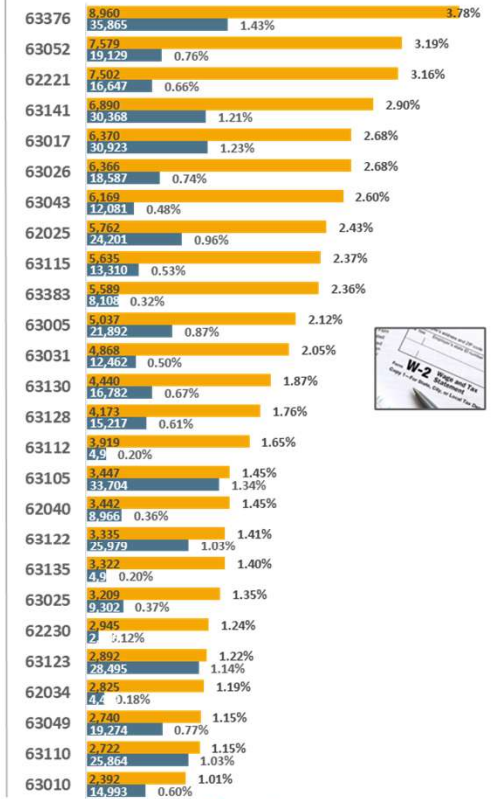
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



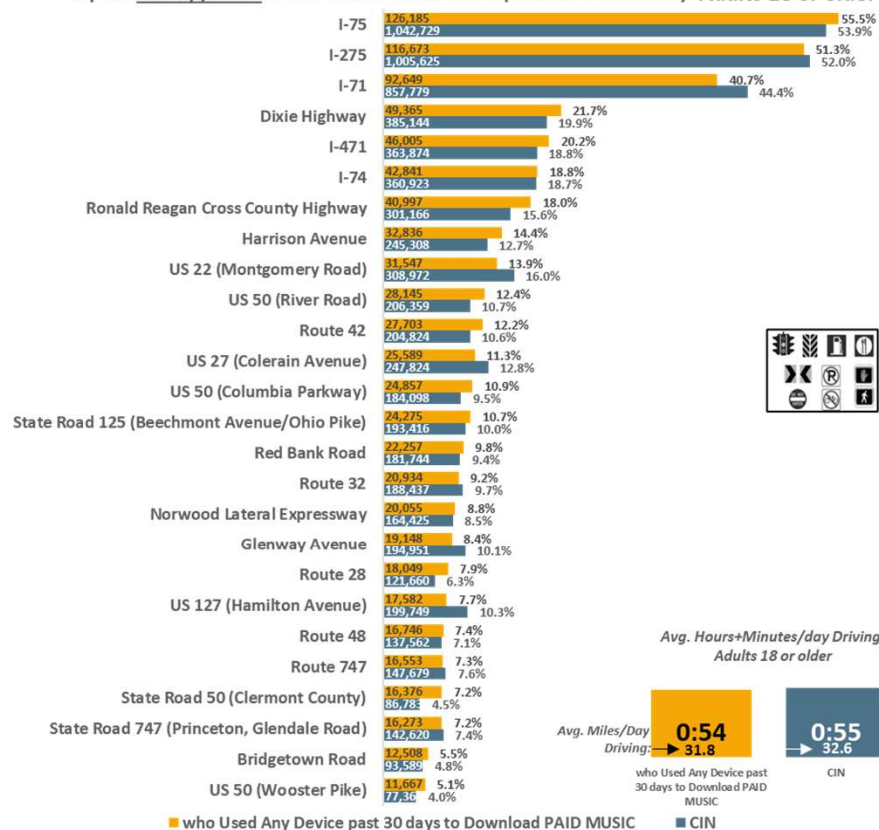
Top-26 Employment Zip Codes: Adults 18 or older





173,823 or 76.4% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 54.7 minutes per day driving an average of 31.8 miles each day and are 26.2% more likely to use Route 28 than the Metro average.

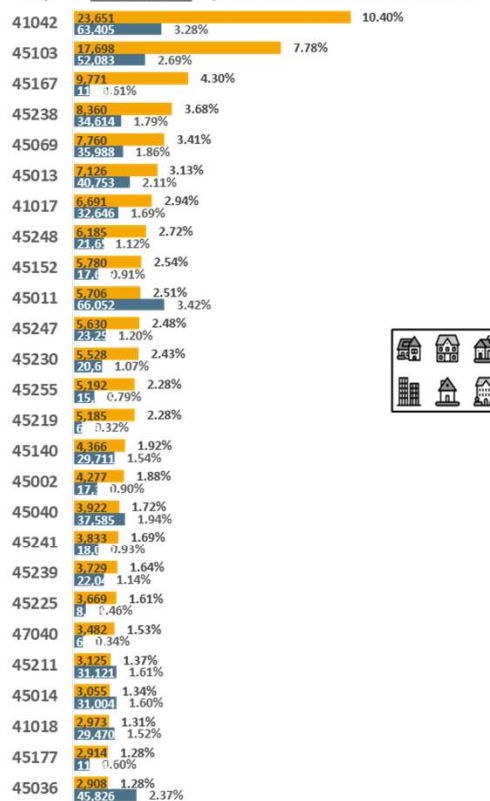
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



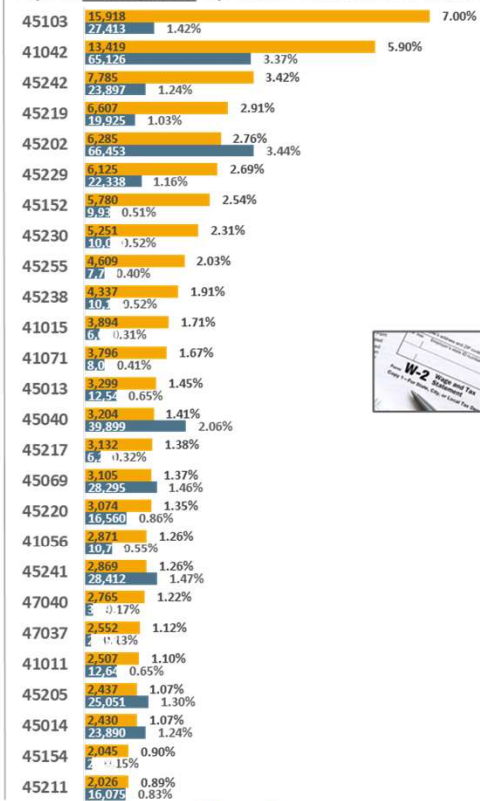
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

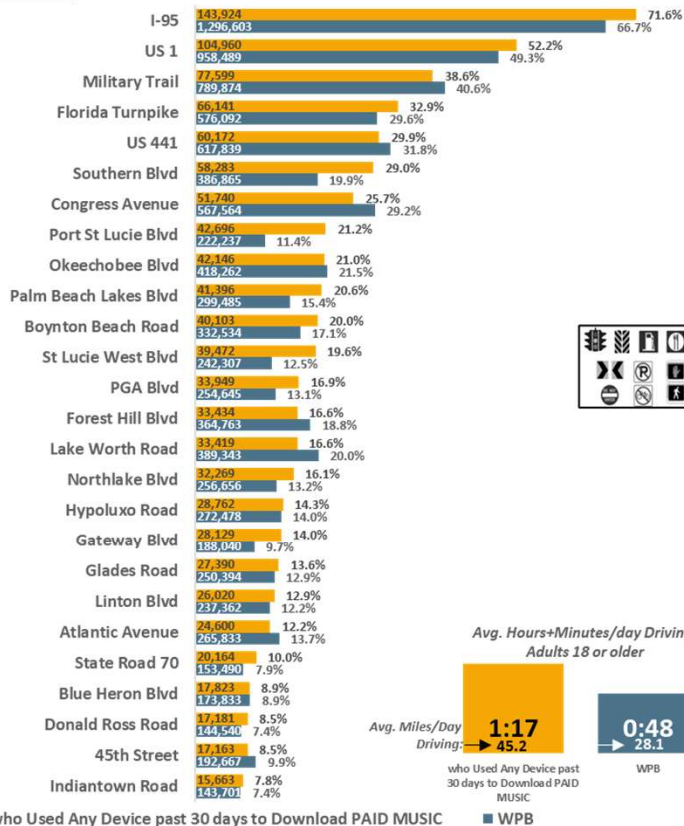


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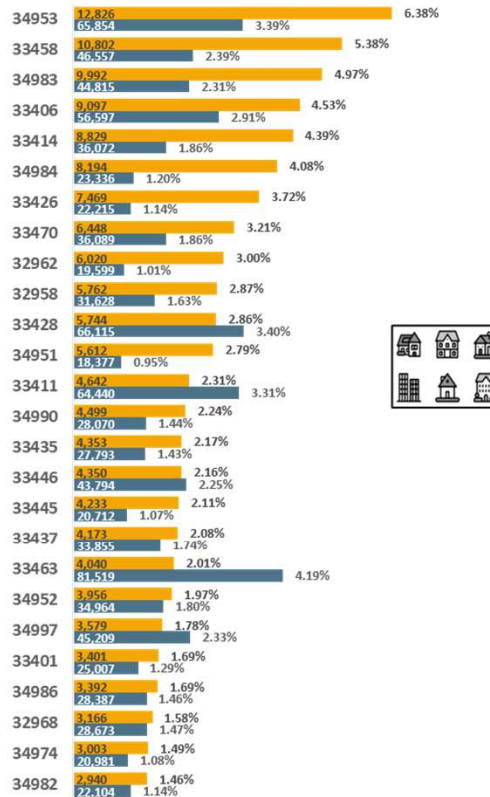


179,671 or 89.4% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC spend an average of 77.7 minutes per day driving an average of 45.2 miles each day and are 85.9% more likely to use Port St Lucie Blvd than the Metro average.

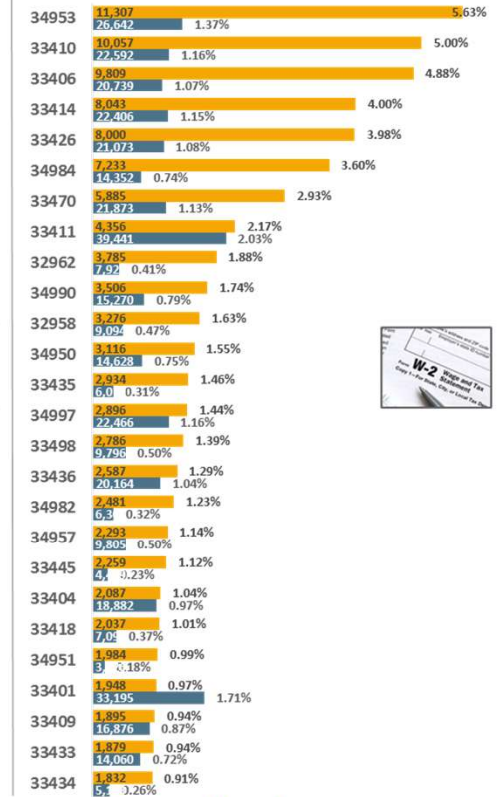
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



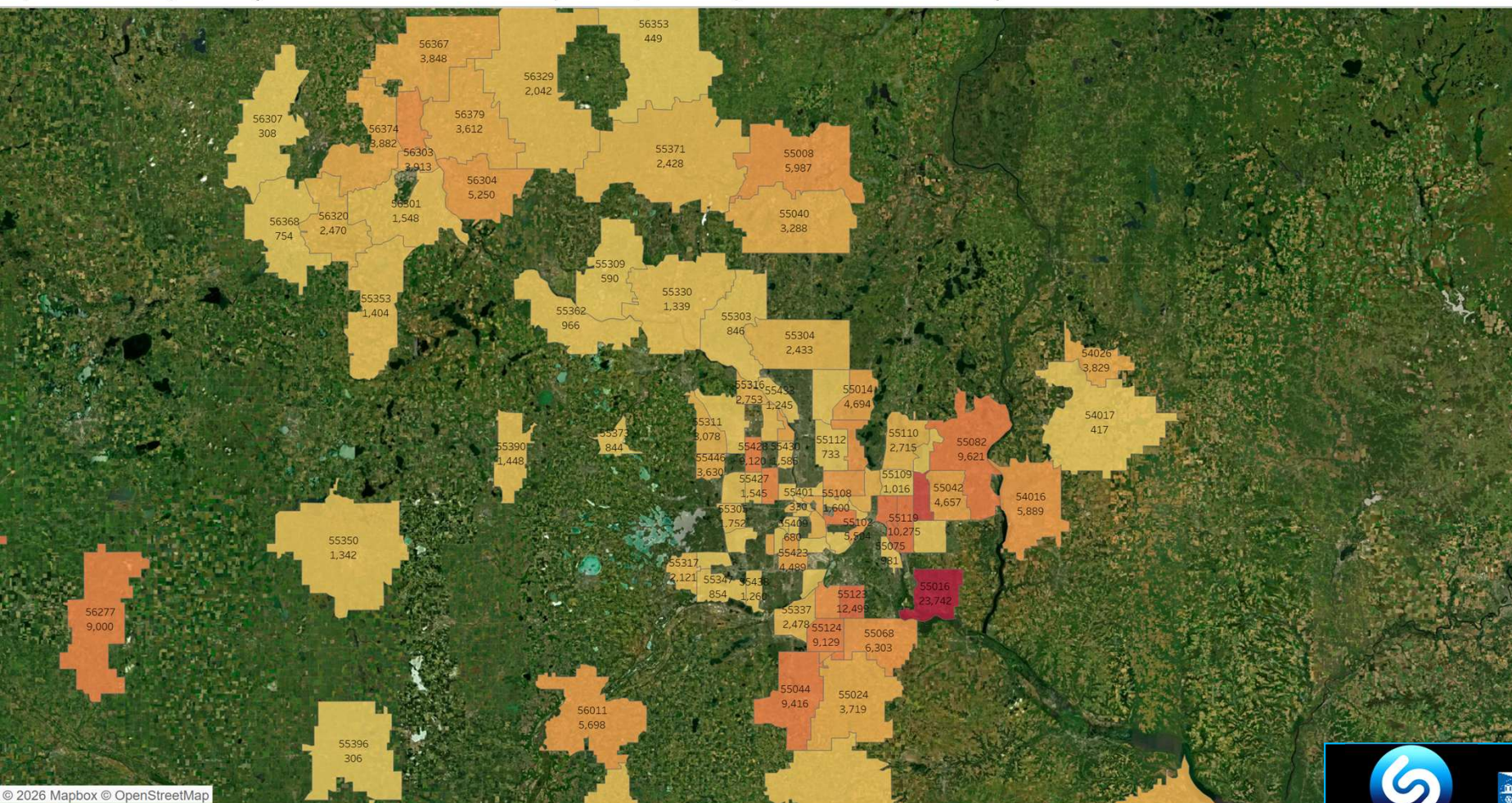
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



Top Residential Zip Codes: (Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC)



SUM(Adults 18 or older...



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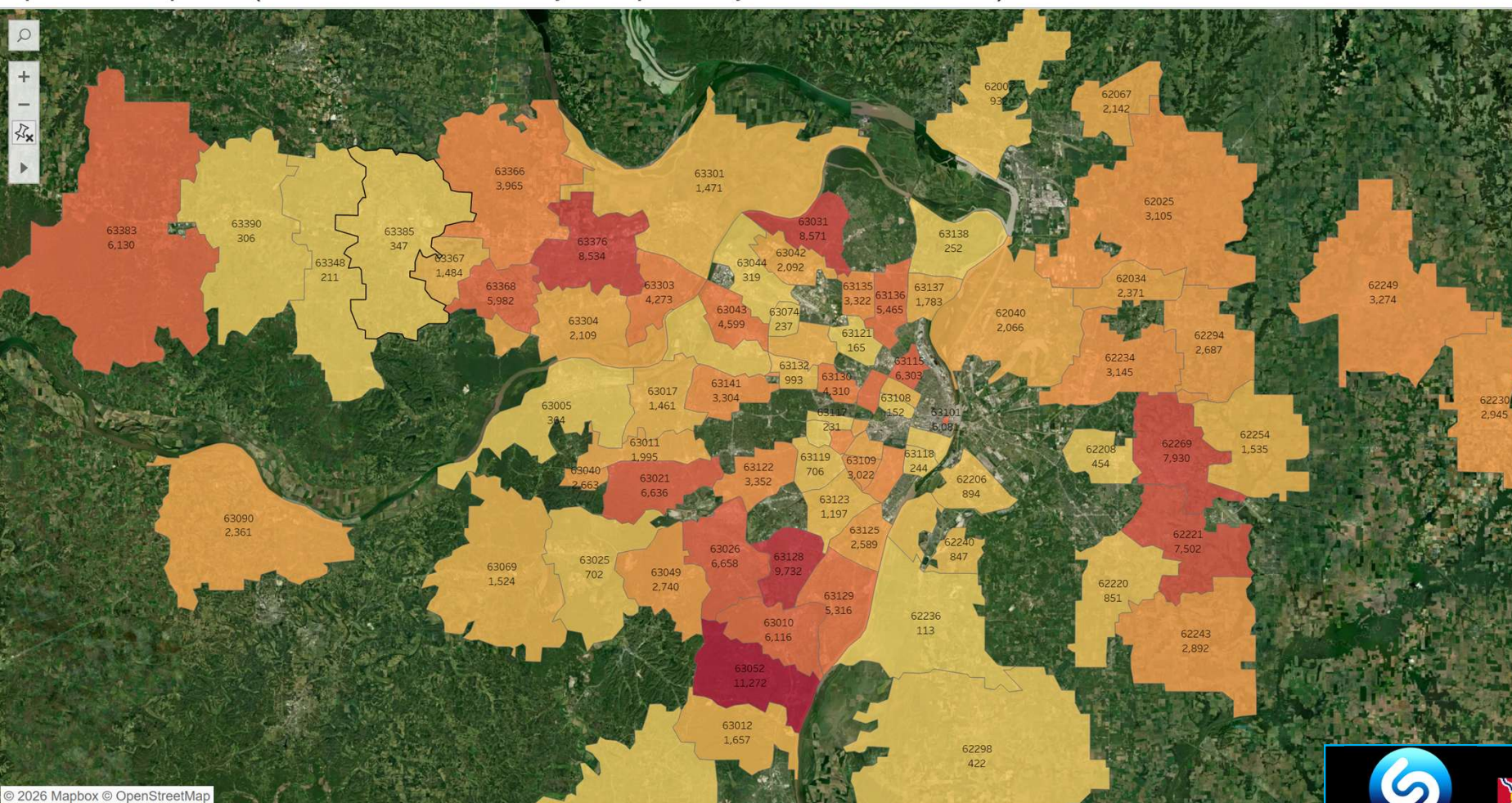
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MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 174

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Ways used Internet/apps past 30 days on any device: Audio content: Download paid music

Top Residential Zip Codes: (Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC)



SUM(Adults 18 or older...



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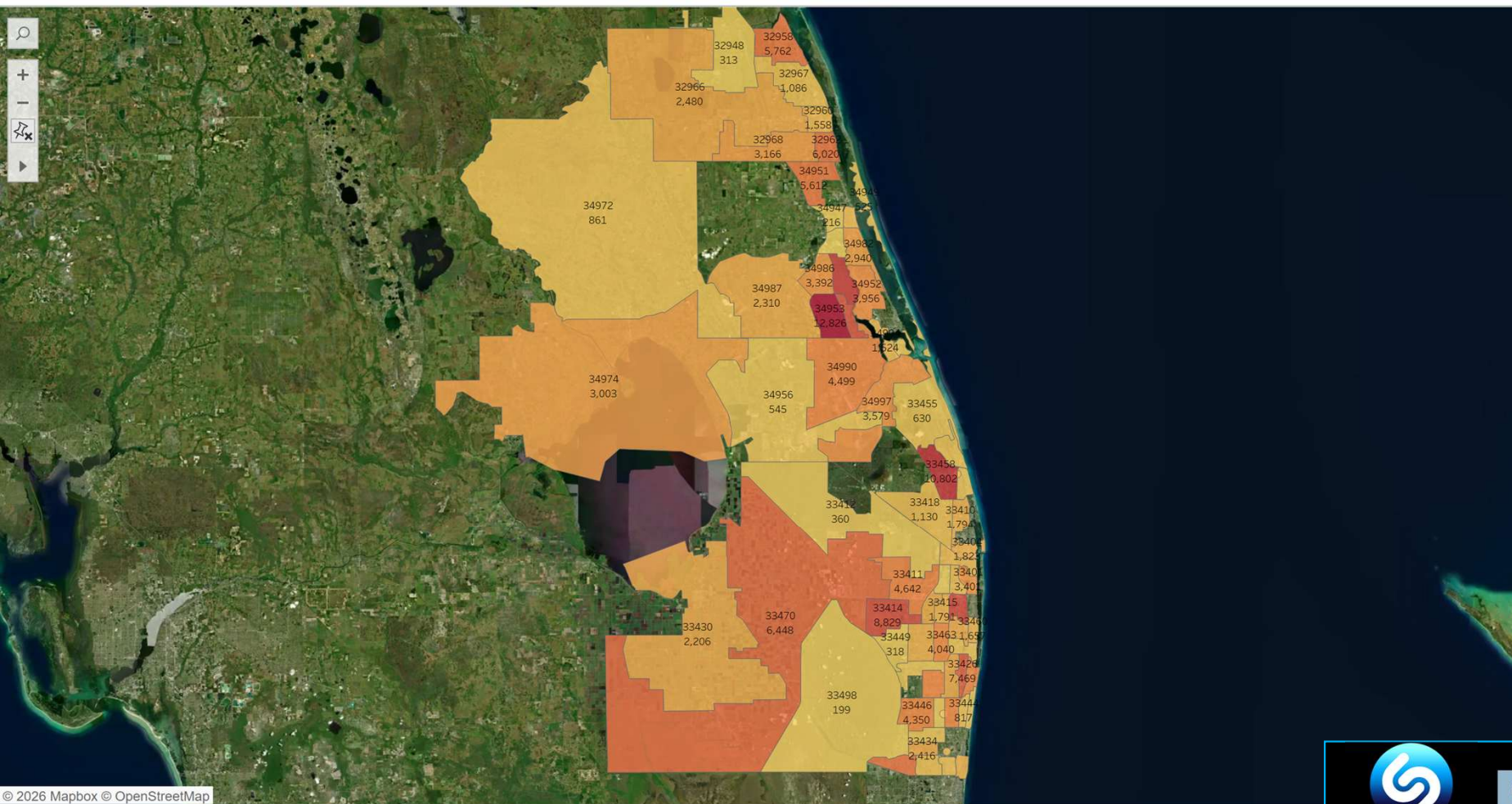
STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 192
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Ways used Internet/apps past 30 days on any device: Audio content: Download paid music

[illegible]

Top Residential Zip Codes: (Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC)



SUM(Adults 18 or older...
70 12,826

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WPB DMA Scarborough R1 2025: Jan25-Jan26 Qual Intab 245

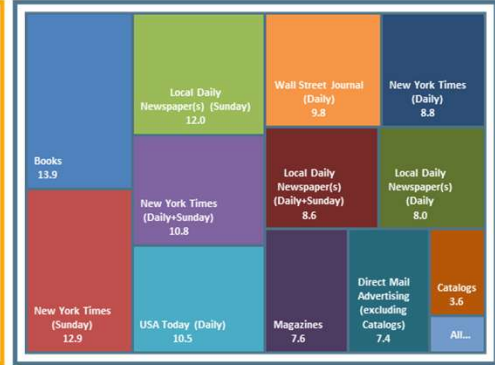
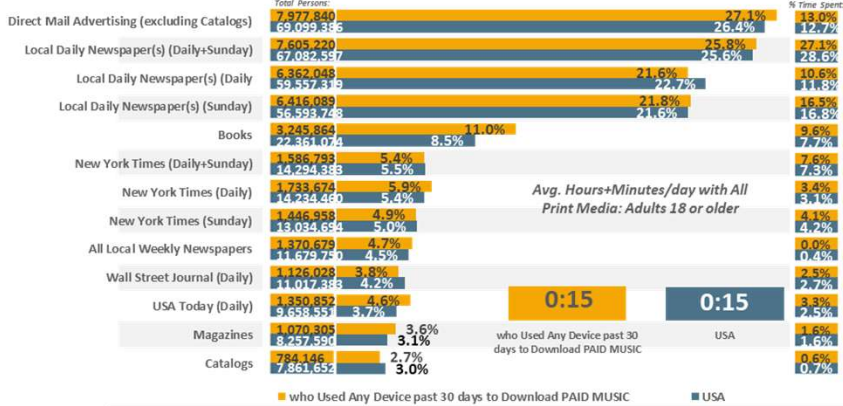
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Ways used Internet/apps past 30 days on any device: Audio content: Download paid music

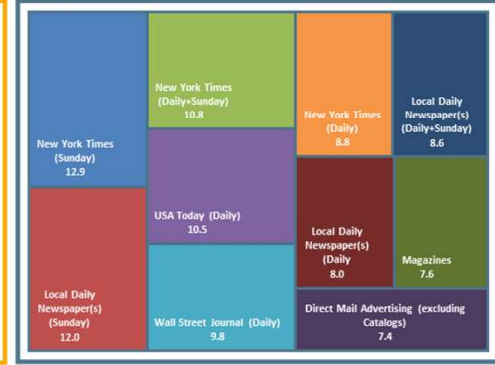
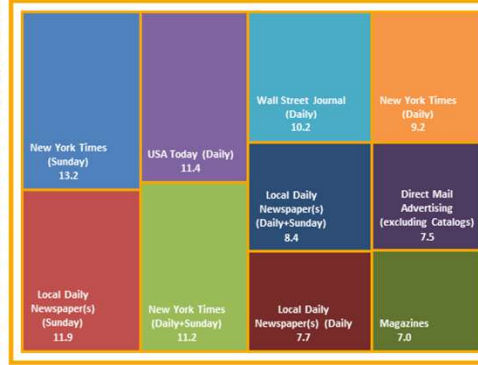
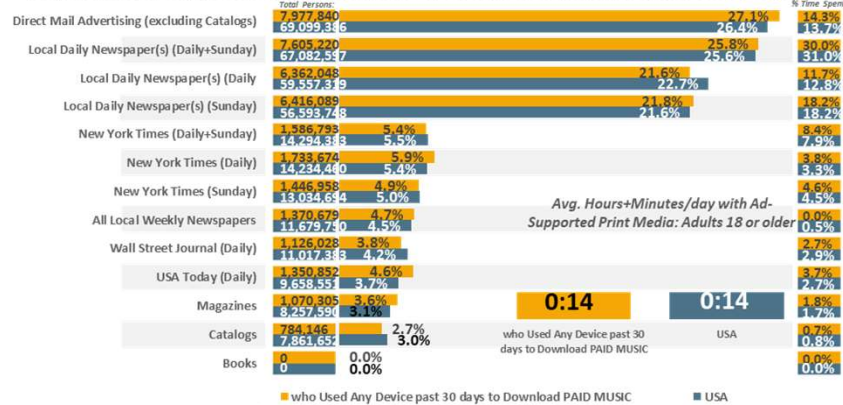


7,605,220 or 25.8% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 30.% of all time spent daily with All forms of Print Media.

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 2026: Sep24-Feb26 Qual Intab 2,741
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who Used Any Device past 30 days to Download PAID MUSIC

USA

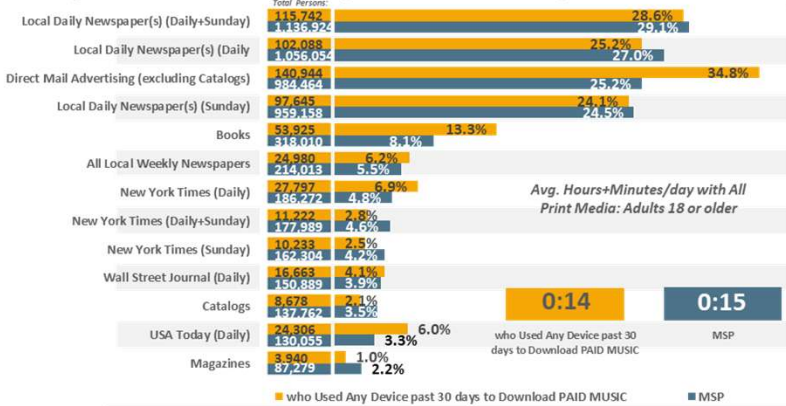
soefa.ai Share of Everything for Anything

Ways used Internet/apps past 30 days on any device: Audio content: Download paid music

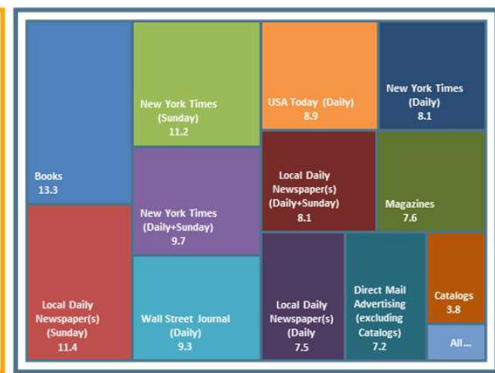
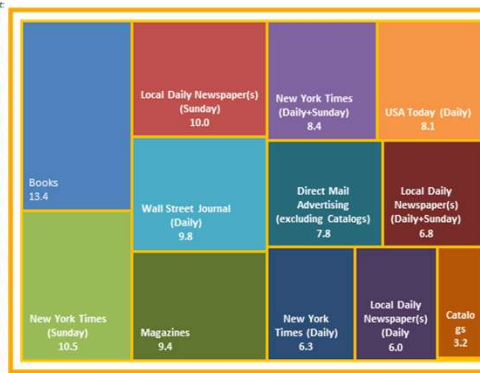


115,742 or 28.6% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.8 minutes every day representing 30.1% of all time spent daily with All forms of Print Media.

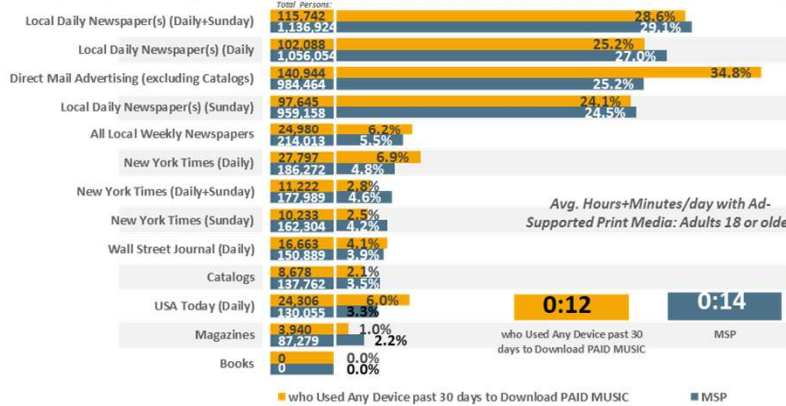
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



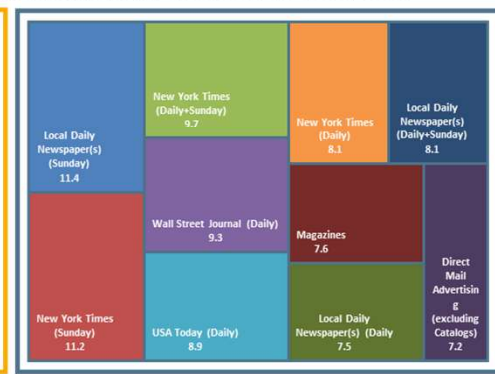
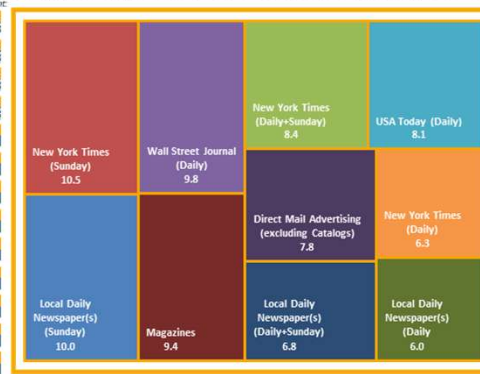
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



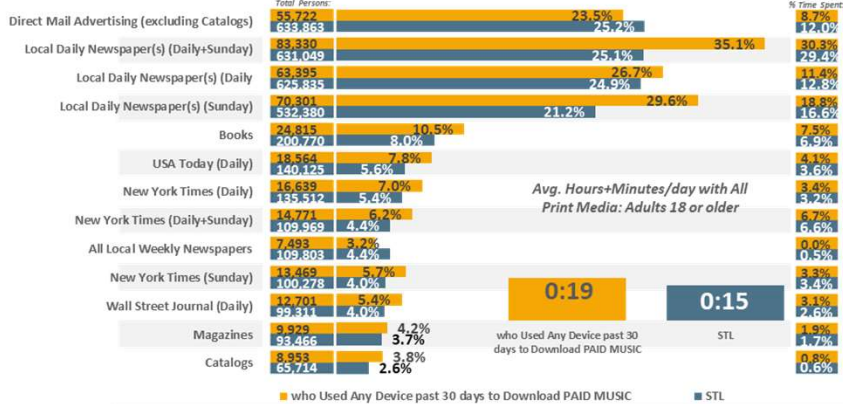
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





83,330 or 35.1% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 32.7% of all time spent daily with All forms of Print Media.

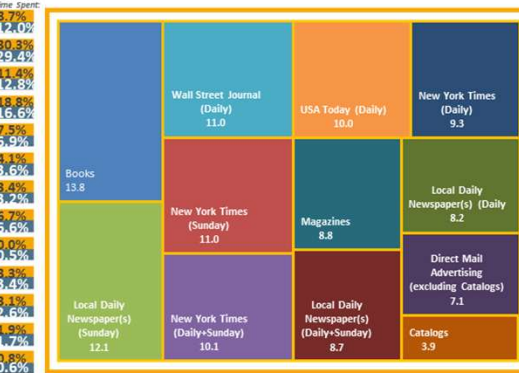
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



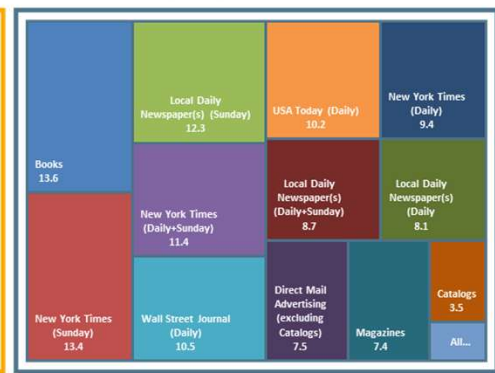
Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

0:19

0:15

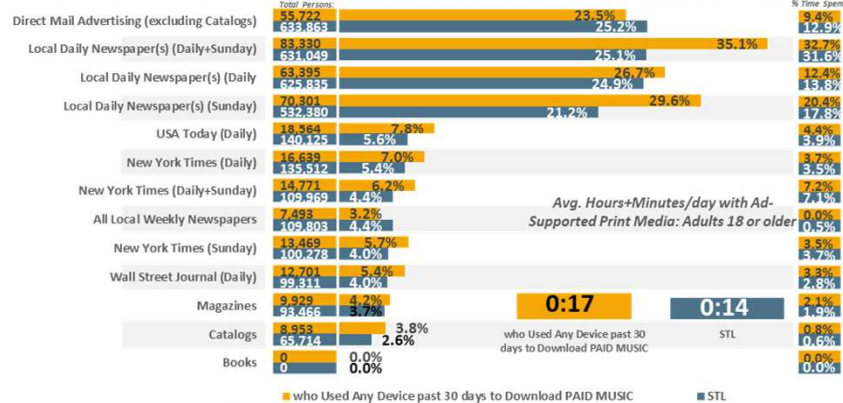


who Used Any Device past 30 days to Download PAID MUSIC



STL

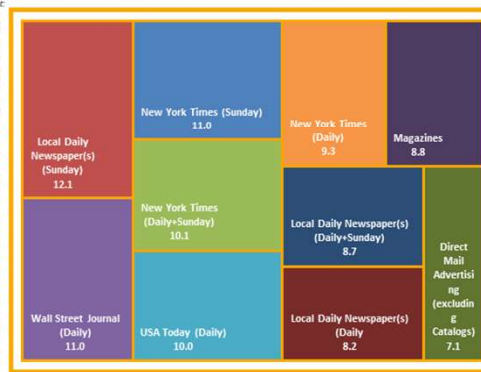
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



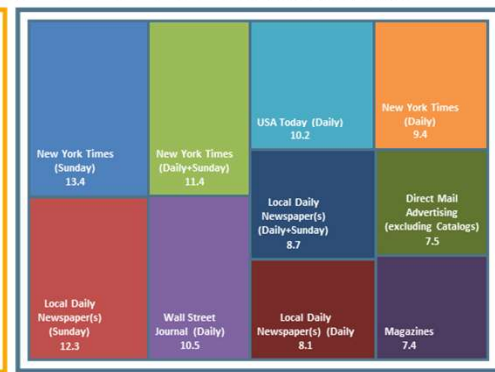
Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 18 or older

0:17

0:14



who Used Any Device past 30 days to Download PAID MUSIC

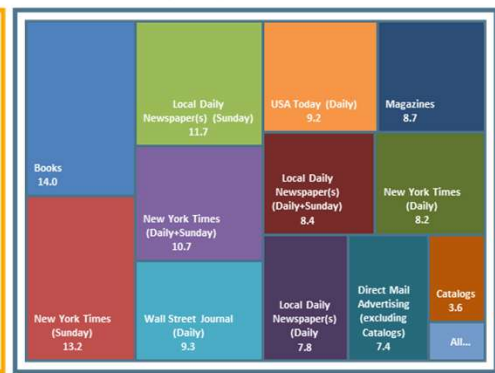
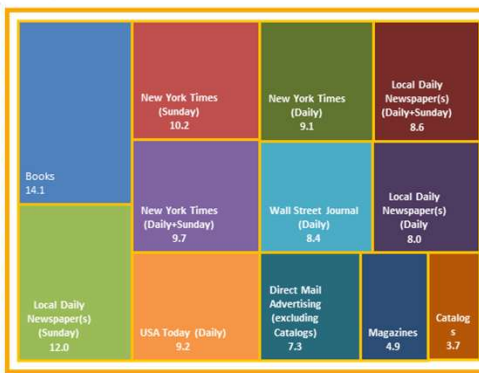
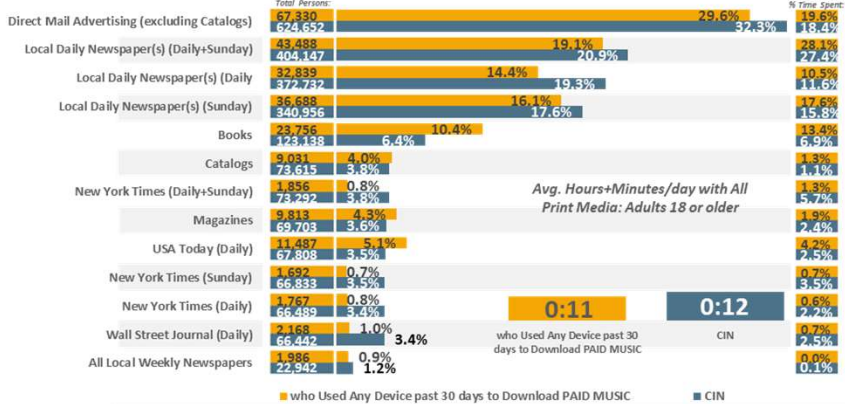


STL

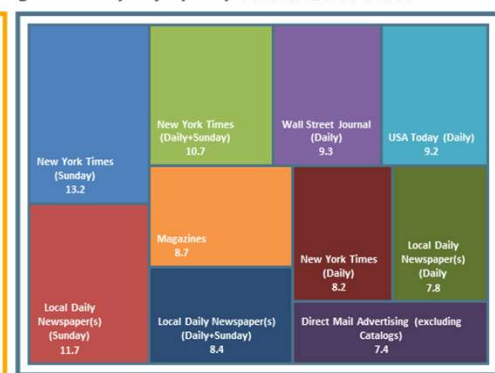
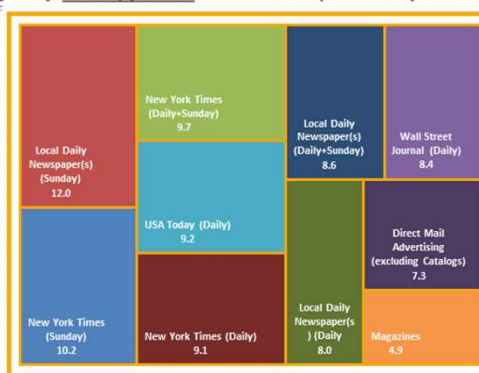
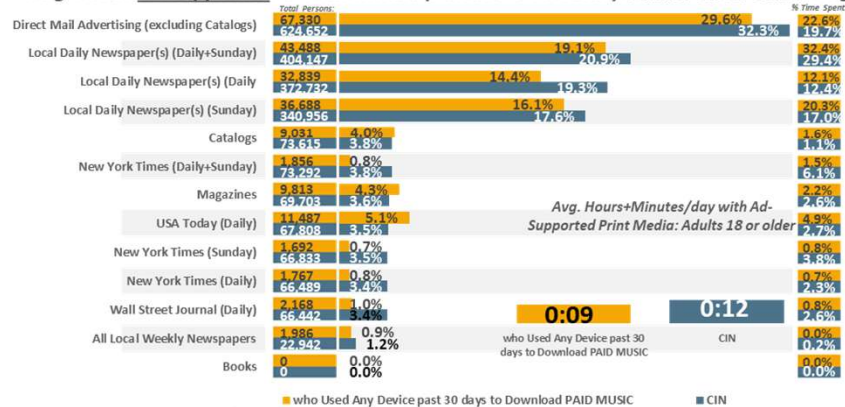


43,488 or 19.1% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 32.4% of all time spent daily with All forms of Print Media.

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



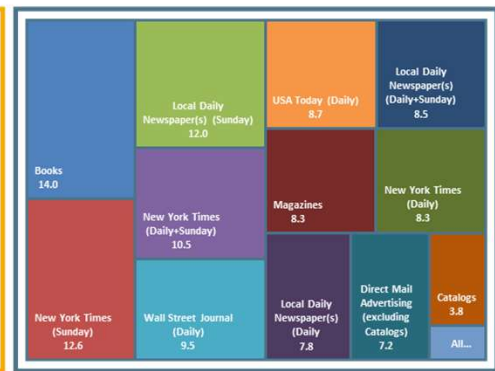
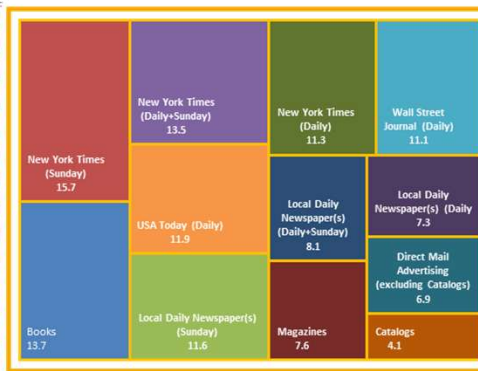
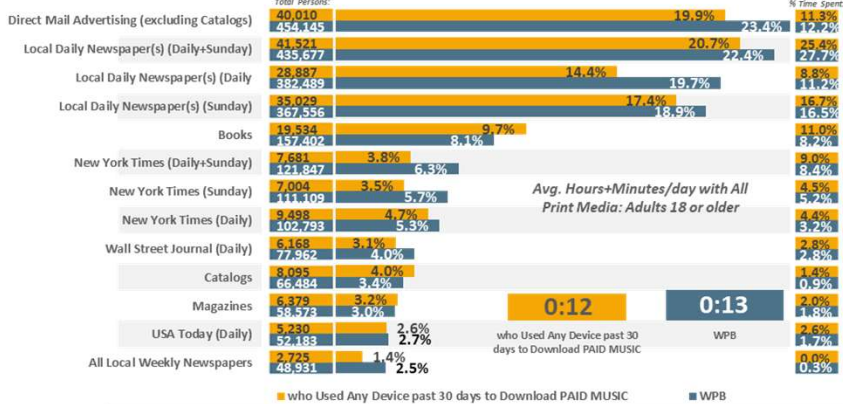
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



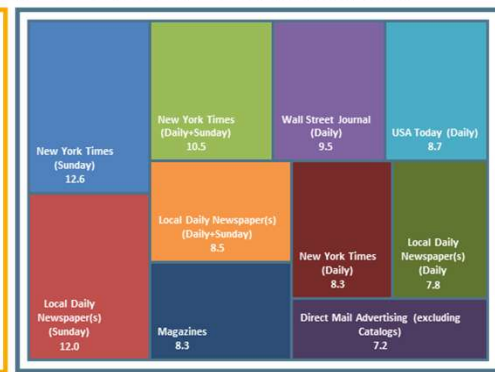
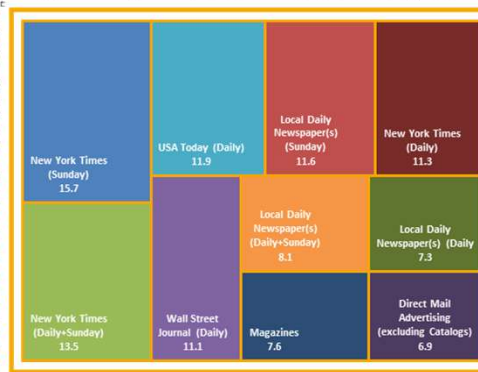
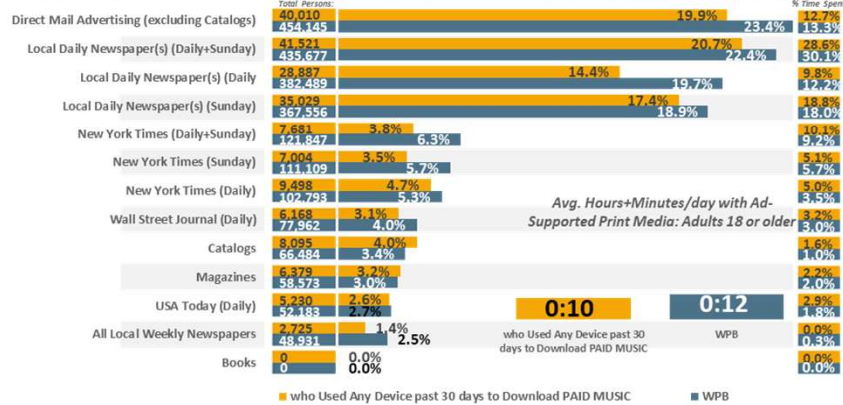


41,521 or 20.7% of Adults 18 or older who Used Any Device past 30 days to Download PAID MUSIC read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 28.6% of all time spent daily with All forms of Print Media.

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



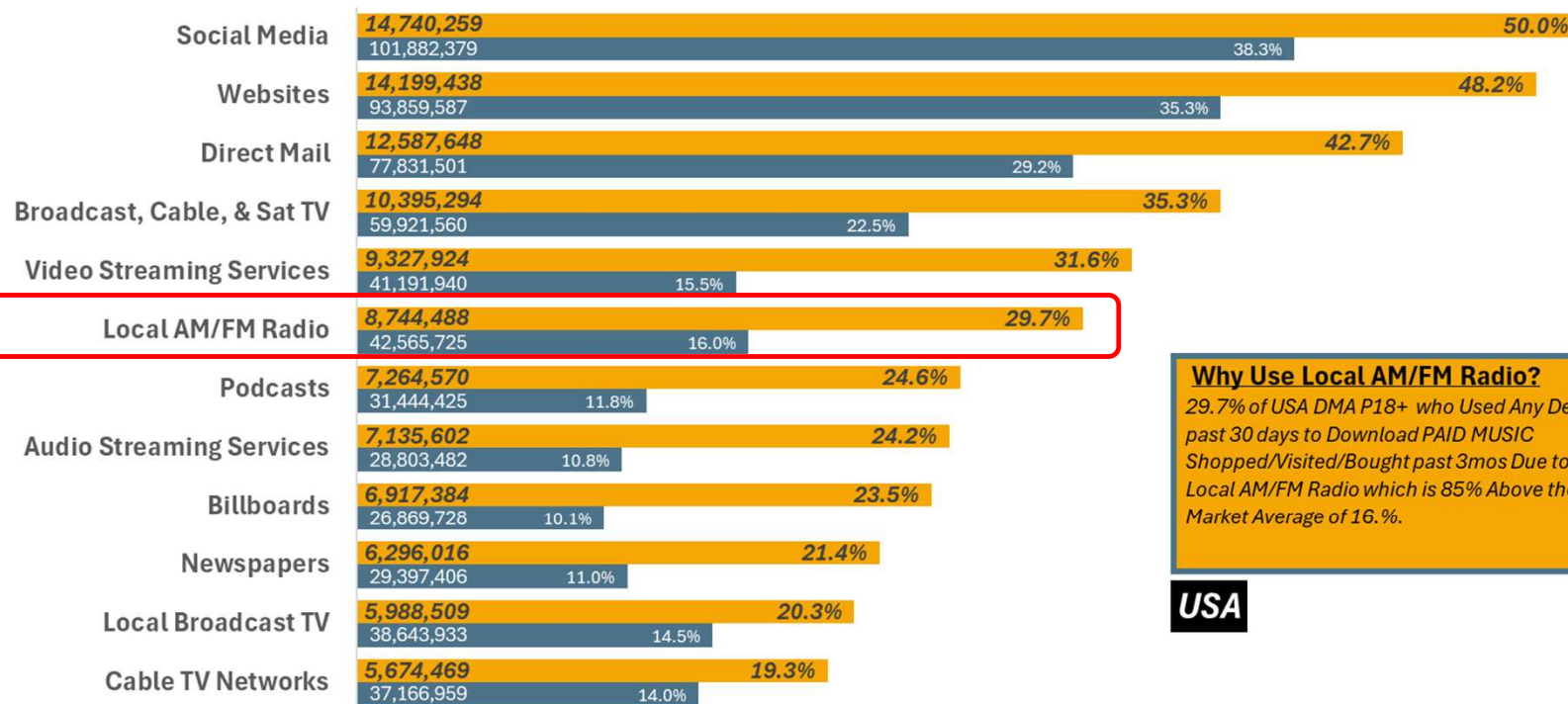
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

P18+ who Used Any Device in the past 30 days to Download PAID MUSIC
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

29.7% of USA DMA P18+ who Used Any Device in the past 30 days to Download PAID MUSIC Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 85% Above the USA DMA Market Average of 16. %.

USA

■ P18+ who Used Any Device in the past 30 days to Download PAID MUSIC (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA ScarboroughR1 2026: Sep24-Feb26 Qual Intab: 2741
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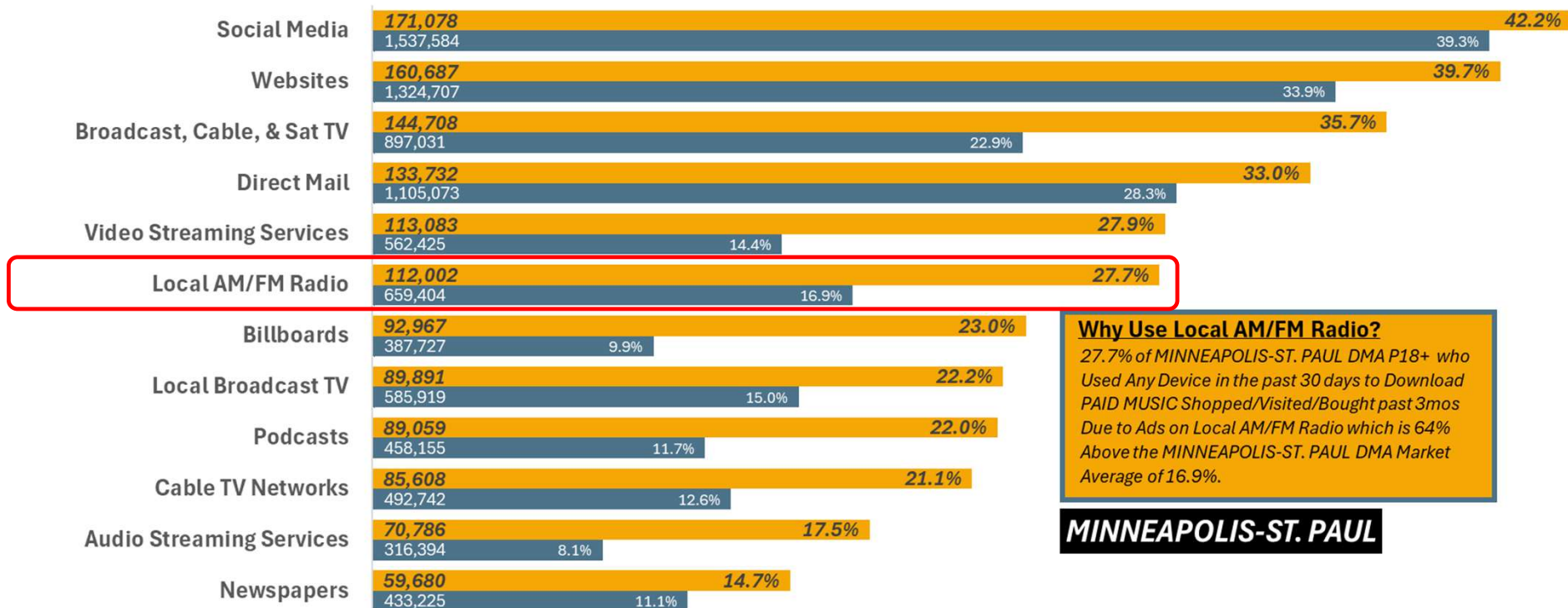
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Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



"Advertising Actions"

**P18+ who Used Any Device in the past 30 days to Download PAID MUSIC
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

27.7% of MINNEAPOLIS-ST. PAUL DMA P18+ who Used Any Device in the past 30 days to Download PAID MUSIC Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 64% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 16.9%.

MINNEAPOLIS-ST. PAUL

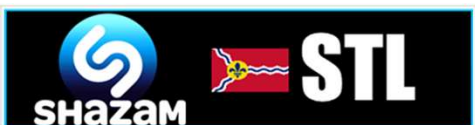
■ P18+ who Used Any Device in the past 30 days to Download PAID MUSIC (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 174
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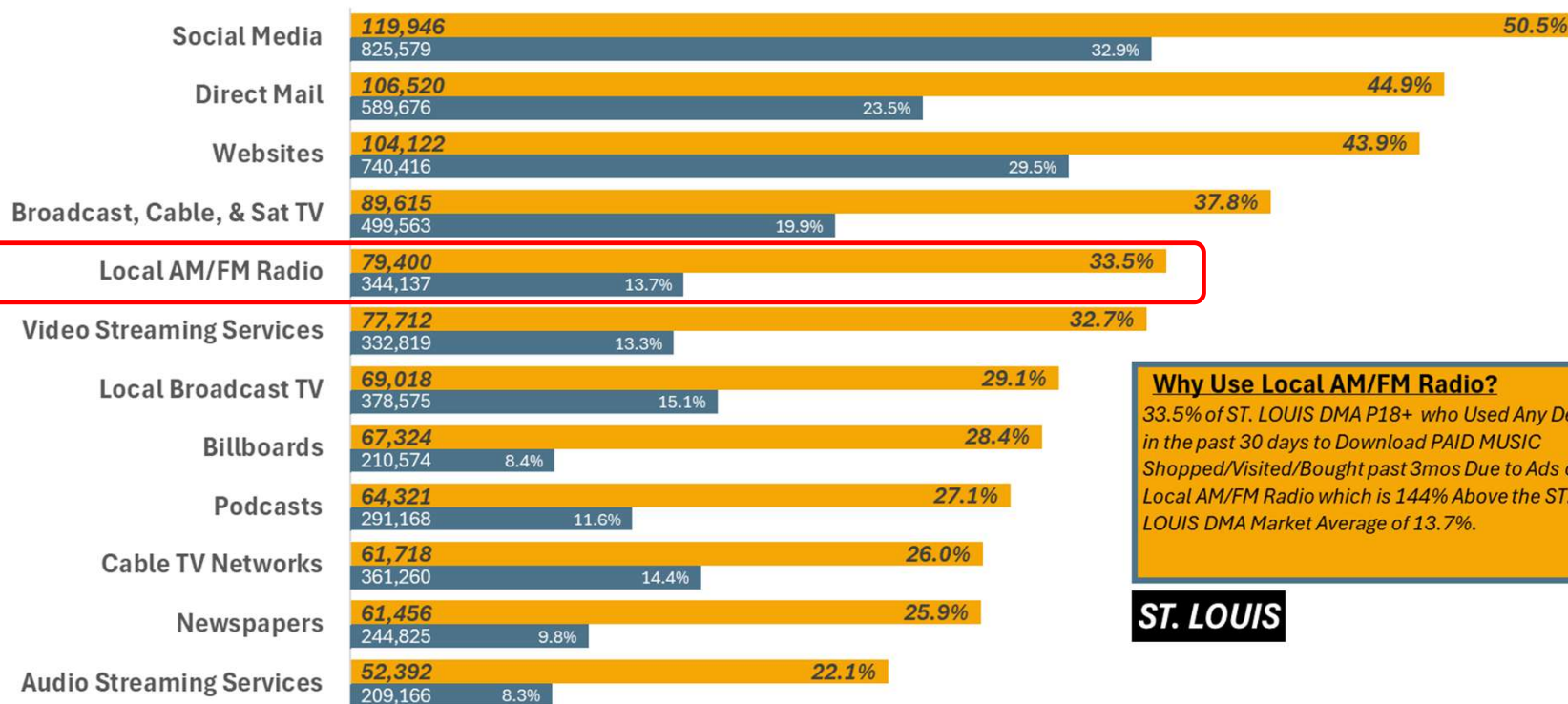
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Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



"Advertising Actions"

**P18+ who Used Any Device in the past 30 days to Download PAID MUSIC
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

33.5% of ST. LOUIS DMA P18+ who Used Any Device in the past 30 days to Download PAID MUSIC Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 144% Above the ST. LOUIS DMA Market Average of 13.7%.

ST. LOUIS

■ P18+ who Used Any Device in the past 30 days to Download PAID MUSIC (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ ST. LOUIS AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

ST. LOUIS DMA ScarboroughR2 2025: Aug24-Jul25 Qual Intab: 192
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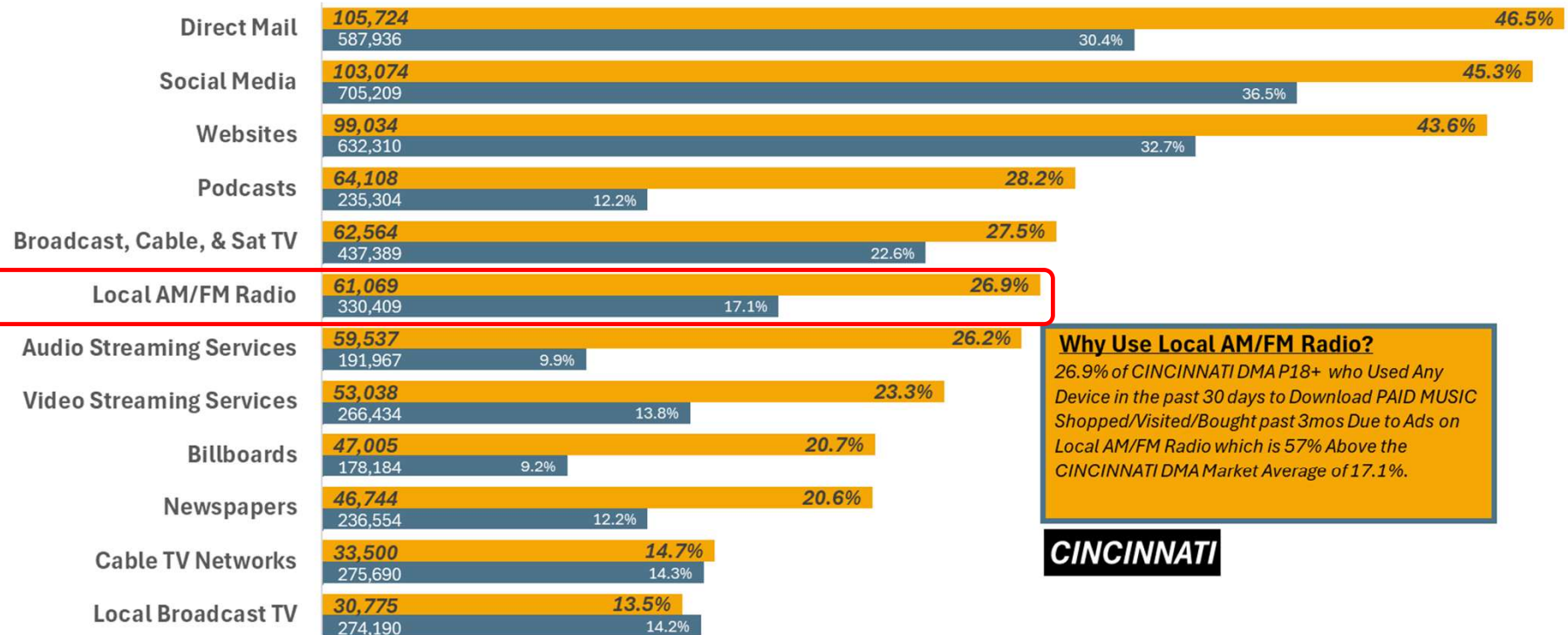
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Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



"Advertising Actions"

**P18+ who Used Any Device in the past 30 days to Download PAID MUSIC
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

26.9% of CINCINNATI DMA P18+ who Used Any Device in the past 30 days to Download PAID MUSIC Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 57% Above the CINCINNATI DMA Market Average of 17.1%.

CINCINNATI

■ P18+ who Used Any Device in the past 30 days to Download PAID MUSIC (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ CINCINNATI AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 213
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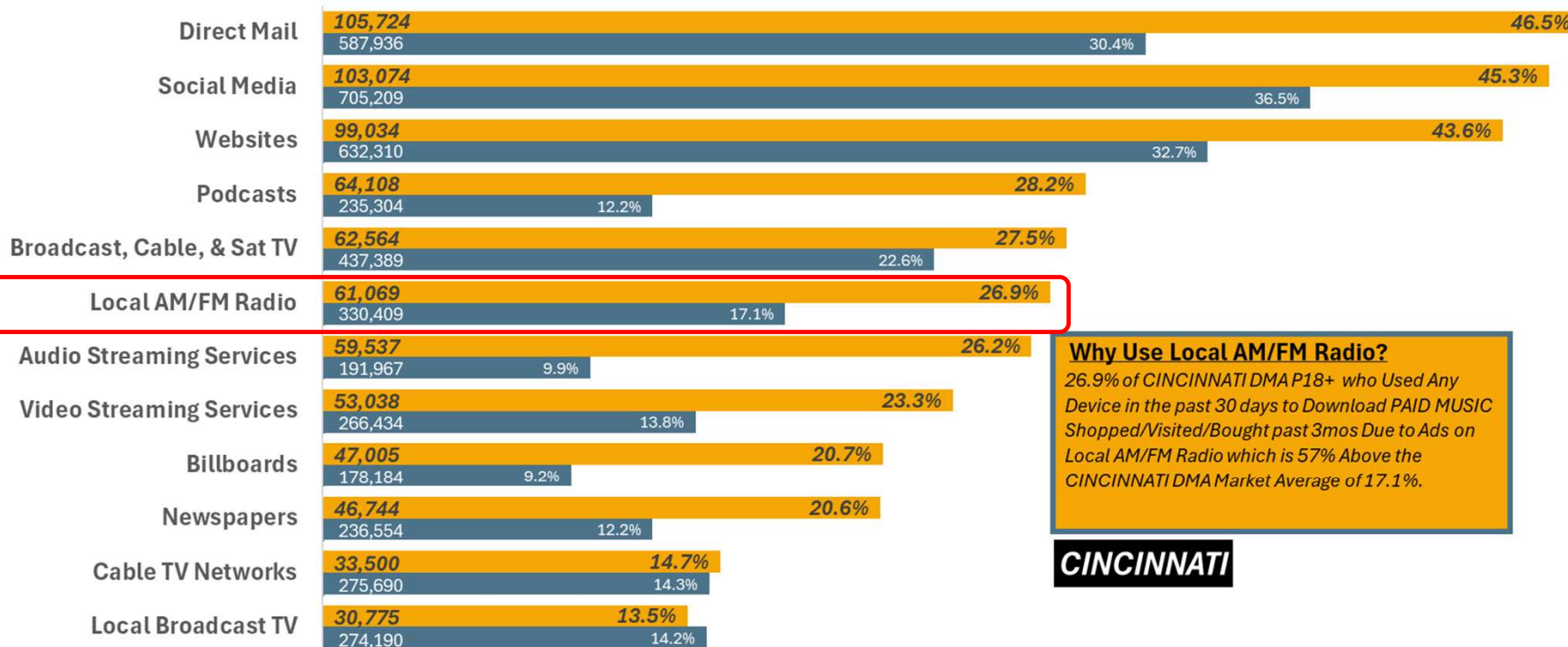
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Ways used Internet/apps past 30 days on any device: Audio content: Download paid music



"Advertising Actions"

P18+ who Used Any Device in the past 30 days to Download PAID MUSIC
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

26.9% of CINCINNATI DMA P18+ who Used Any Device in the past 30 days to Download PAID MUSIC Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 57% Above the CINCINNATI DMA Market Average of 17.1%.

CINCINNATI

■ P18+ who Used Any Device in the past 30 days to Download PAID MUSIC (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ CINCINNATI AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 213
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Ways used Internet/apps past 30 days on any device: Audio content: Download paid music